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| Perceived factors associated with obesity and weight control behaviour among Korean adults aged 19 to 59 |
| **Background/Objectives**  In Korea, adult obesity rates(aged 19 and over) were about 39.6% for males and 28.8% for females in 2015 according to a national survey and it has been anticipated that obesity is going to increase in the next decade unless there is some health promotion policy. This is largely due to increased energy intake and decreased physical activity.  The purpose of this study was to analyse factors associated with perceived obesity and weight management behaviours.  **Methods**  Authors conducted a telephone based survey of 1,000 persons aged 19 to 59, living in 17 regions(metropolitan cities and provinces) of South Korea, from August to September, 2017. The survey questionnaire included respondents’ height and weight, perceived obesity and experience of weight management methods.  **Results**  Obesity rate(Body Mass Index 25 and over) was about 26.3%(males 34.1%; females 18.1%). Perceived obesity rates were 40.4%(males 39.6%; females 41.3%).  A logistic regression analysis showed that age is significantly associated with perceived obese status. Especially those in their 30s were 2 times more likely than those in 20s to think they are obese. Experience of weight control was about 64.4%, and the gender difference was significant(males 57.3%; females 71.8%). Types of housing(whether they live in an apartment complex or not) and educational attainment were significant variables as well. Those with higher education were more likely to control their weight. With regard to methods of weight control, exercise and diet in combination was about 59.5%. Most of the services they used were private fitness centres and health clubs. For those who have tried to control weight during the last 1 year, an affordable and desirable cost for a weight control program was about 75 thousand Korean won per month. For those who have not tried weight control, the expected cost was about 66 thousand Korean won. Major reasons for not controlling weight included time constraint and lack of need for that kind of activity.  **Discussion**  We found that gender, age, and educational attainment were important variables in weight control behaviours. Our study results implied the physical accessibility is an important factor in addition to cost for enrolling in a weight control program. Use of mobile service was relatively low but they expected this would have an impact in the future weight control service.  **Keywords**  **Weight control, obesity, diet, exercise** |