

Appendix I: Physical Activity Advertisements

Physical activity improves health.

Sally and Bill decided to become more physically active to live healthier lives.



“Our blood pressure and bad cholesterol levels have both decreased since becoming more physically active.”

“We learned that we don’t have to go to a gym and sweat to be physically active. Taking extra steps throughout our day adds up and actually counts! Being more physically active is a lot easier than we ever thought possible.”

“We now know that the physical activity we do is helping us improve our health!”

Physical activity can play a role in helping you prevent and manage more than 40 chronic conditions, including diabetes, hypertension and heart disease. It’s like a medicine.

Move toward better health with physical activity.

Physical activity improves weight loss.

Sally and Bill decided to become more physically active to lose the weight they gained.



“We’ve both gone down one clothing size and are in better shape since becoming more physically active.

“We learned that we don’t have to go to a gym and sweat to be physically active. Taking extra steps throughout our day adds up and actually counts! Being more physically active is a lot easier than we ever thought possible.”

“We now know that the physical activity we do is helping us lose weight.”

Physical activity can play a role in helping you lose and maintain weight. It burns calories and helps control weight.

Move toward weight loss with physical activity.

Physical activity improves sense of well-being.

Sally and Bill decided to become more physically active to feel as good as they can every day.



“We have more energy and less stress in our lives since becoming more physically active.”

“We learned that we don’t have to go to a gym and sweat to be physically active. Taking extra steps throughout our day adds up and actually counts! Being more physically active is a lot easier than we ever thought possible.”

“We now know that the physical activity we do is helping us feel better every day!”

Physical activity can play a role in improving your sense of well-being on a daily basis. It decreases stress, increases energy, and improves mood.

Move toward daily well-being with physical activity.

Appendix II: Means (S.E.) of Dependent Variables by Frames

	Men		Women	
	Overweight	Obese	Overweight	Obese
CONTROLLED REGULATION (n=1674)				
Health	3.5 (0.13)	3.3 (0.13)	3.6 (0.15)	3.1 (0.12)
Weight Loss	3.6 (0.13)	3.1 (0.13)	3.5 (0.15)	3.3 (0.13)
Daily Well-being	3.2 (0.14)	3.4 (0.13)	3.5 (0.14)	3.4 (0.12)
EXTERNAL REGULATION (n=1677)				
Health	3.1 (0.16)	3.1 (0.15)	3.3 (0.18)	3.1 (0.14)
Weight Loss	3.2 (0.15)	3.0 (0.16)	3.3 (0.19)	3.3 (0.16)
Daily Well-being	3.0 (0.17)	3.2 (0.16)	3.2 (0.17)	3.2 (0.15)
INTROJECTED REGULATION (n=1682)				
Health	3.9 (0.14)	3.5 (0.14)	4.0 (0.17)	3.2 (0.13)
Weight Loss	3.9 (0.14)	3.1 (0.15)	3.6 (0.17)	3.2 (0.15)
Daily Well-being	3.4 (0.16)	3.5 (0.14)	3.7 (0.16)	3.6 (0.13)
AUTONOMOUS REGULATION (n=1667)				
Health	4.6 (0.12)	4.2 (0.12)	4.7 (0.14)	4.1 (0.11)
Weight Loss	4.7 (0.11)	4.0 (0.12)	4.3 (0.14)	4.0 (0.12)
Daily Well-being	4.1 (0.13)	4.3 (0.12)	4.7 (0.13)	4.3 (0.11)
IDENTIFIED REGULATION (n=1675)				
Health	4.5 (0.13)	4.3 (0.13)	4.7 (0.15)	4.3 (0.11)
Weight Loss	4.6 (0.12)	4.1 (0.13)	4.4 (0.15)	4.0 (0.13)
Daily Well-being	4.0 (0.14)	4.4 (0.13)	4.7 (0.14)	4.4 (0.12)
INTRINSIC REGULATION (n=1677)				
Health	4.7 (0.13)	4.1 (0.12)	4.6 (0.15)	4.0 (0.12)
Weight Loss	4.7 (0.12)	3.9 (0.13)	4.3 (0.15)	4.0 (0.13)
Daily Well-being	4.2 (0.14)	4.2 (0.12)	4.8 (0.14)	4.1 (0.12)
BODY IMAGE (n=1248)				
Health	4.4 (0.18)	2.0 (0.19)	2.5 (0.21)	1.2 (0.17)
Weight Loss	4.2 (0.18)	2.0 (0.19)	2.1 (0.22)	1.4 (0.18)
Daily Well-being	4.1 (0.20)	2.0 (0.19)	2.9 (0.21)	1.1 (0.17)