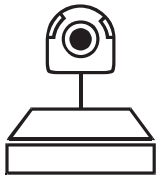


Unit 1, Lesson 1

Visual 1

WHY ARE WE A NATION OF COUCH POTATOES?

- Surf the television channels, glance at any news stand, or open a clothing catalog, and it becomes clear: Americans admire people who look slender and physically fit.
- Yet, according to the Center for Disease Control and Prevention, only about 25 percent of Americans are getting enough exercise and about 35 percent of American adults are overweight.
- The percentage of children who are overweight has doubled since the early 1970s.
- *Why do an increasing number of Americans, the same people who admire the trim, slender look so often featured in the media, exercise too little and eat too much?*

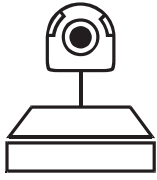


Unit 1, Lesson 1

Visual 2

TRUE/FALSE CLUES

- Few Americans know that exercising more and eating less can help many people become healthier.
True or False?
- Exercise and a healthful diet are free.
True or False?
- In jobs that involve physical work, exercise is like a fringe benefit.
True or False?
- The price of food has been increasing.
True or False?
- Passive modes of entertainment — like television and video games — are popular with many Americans.
True or False?
- Common jobs in the past — in mining, farming, and manufacturing, for example — were much safer than today's jobs in technology, law, and finance.
True or False?



Unit 1, Lesson 1

Visual 3

SOLUTION TO THE COUCH POTATO MYSTERY

THE MYSTERY

Why do an increasing number of Americans, the same ones who admire the trim, slender look so often featured in the media, exercise too little and eat too much?

THE SOLUTION

- Americans are not gaining extra weight because they are lazy or because of a sudden increase in the desire to eat fatty foods.
- Instead, they are choosing new jobs created in a changing market system — new jobs that have resulted in less exercise.
- Americans have in effect traded thinness for other values and work-related benefits enabling them to live longer and healthier lives.
- Some Americans enjoy new forms of passive entertainment; for them, the opportunity cost of physical activity would include giving up time they now spend watching TV or playing video games.