

## Abstract

This study aimed to investigate the attitudes toward fat people among young people in Hong Kong. 1019 young people aged 11 to 26 years completed a questionnaire examining general attitudes, fat phobia and situational attitudes towards fat people. Degree of Westernization and appearance consciousness of the subjects were also examined. The questionnaire findings revealed that HK young people had relatively positive attitudes toward fat people. Female, subjects with older age, higher educational level, higher BMI, less westernized and less appearance conscious were more likely to have positive attitudes. The results suggested that cultural values play an important role in attitudes toward fat people.