

The Overweight & Obese Marketplace Today

The NielsenHealth Obesity Survey



The NielsenHealth Survey

- Screened by BMI to include only persons with a BMI of 25 or higher
- Questions about...
 - Number of impacts to daily life
 - Seriousness of impacts to daily life
 - Information sources
 - Past history of weight problems
- Defined six consumer groups from BMI 25+ population

The Government Standards Seem Stricter Than Our Self Perceptions

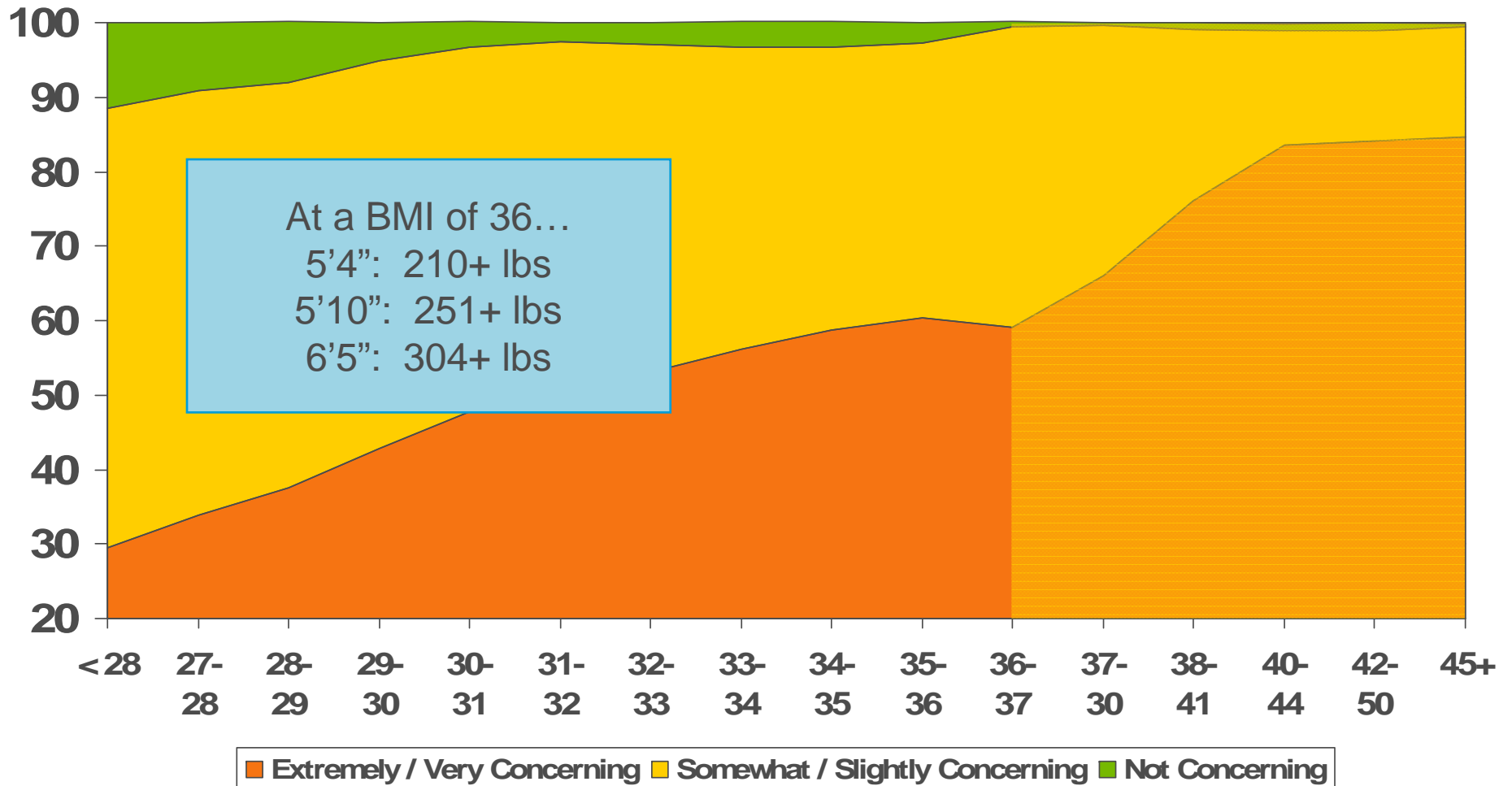


■ I Am About The Right Weight
 ■ I Am Slightly Overweight
 ■ I Am Very Overweight

Source: NielsenHealth Obesity Survey

make it
MATTER
Consumer 360 Conference

My Current Weight is...



Source: NielsenHealth Obesity Survey – Two Range Moving Average

The NielsenHealth Obesity Consumer Segments – Lowest & Highest Average BMI

Average BMI – 28
Weight at 5'10" – 195 lbs
14% of market

75% male

96% believe at right weight or just slightly overweight

Don't believe their weight imposes a health risk

Feel they can control their weight through diet & exercise

Average BMI – 38
Weight at 5'10" – 265 lbs
12% of market

72% female

91% are extremely concerned about their weight

Weight is tied to feelings of lack of confidence and low self-worth

Don't think getting to a lower / healthier weight is in their control

The Middle Ground - Similar Weights / Differing Attitudes Across Four Consumer Segments...

	<i>Tend towards Male</i>	<i>Tend towards Female</i>
<i>Tend Younger</i>	<p>Average BMI – 31 5'10"= 216 lbs</p> <ul style="list-style-type: none"> - Believe they are slightly overweight - Weight does not limit lives - Contra medication 	<p>Average BMI – 33 5'10"= 230 lbs</p> <ul style="list-style-type: none"> - Perceptions of self substantially impacted - Embarrassed - Prefer medication
<i>Tend Older</i>	<p>Average BMI – 31 5'10"= 216 lbs</p> <ul style="list-style-type: none"> - 71% concerned about weight - Weight does not limit lives - Favor diet/exercise, but open to alternatives 	<p>Average BMI – 34 5'10"= 237 lbs</p> <ul style="list-style-type: none"> - Health is primary concern - Very involved with doctor - Favor diet/exercise