

# **Consumer Reports Diet Survey**



April 2007

# Method

- **This report presents the findings of a telephone survey conducted by the Consumer Reports National Research Center among a national probability sample of telephone households. Interviews were completed among 2,058 adults comprising 1,032 men and 1,026 women 18 years of age and older, living in private households in the continental United States. Interviewing was conducted by Opinion Research Corporation and completed during the period April 19-23, 2007. All interviews are weighted by four variables: age, sex, geographic region, and race, to ensure reliable and accurate representation of the total population, 18 years of age and older.**

# Summary

- **Some 90 million adults, 41% of the adult population, is currently trying to lose weight. Nearly half (47%) of adults have tried to shed a few pounds in the past year and two-thirds (63%) have ever tried to lose weight.**
  - **Women 71% were far more likely than men (54%) to have ever tried to lose weight or to currently be trying to shed pounds, 47% versus 34%, respectively.**
- **The average weight loss goal is nearly 37 pounds. In their quest to lose weight consumers have spent an average of \$178 for weight loss programs, health clubs, books, and associated aids in the past 12 months representing a national expenditure of 37 billion dollars.**
- **The primary motivation for currently trying to lose weight is to improve health. Other motivations included to feel better about yourself (20%), to improve appearance (13%), or fitness (12%).**
- **Two-thirds (67%) of those attempting to lose weight are on their own weight loss program only versus 16% enrolled in organized free weight loss program and 8% engaged in paid programs. Many (41%) have incorporated an exercise program in their weight loss efforts. The addition of an exercise program was more common among those enrolled in an organized free or paid program (48%) versus those going it alone (39%).**
  - **Among those participating in a free or organized weight loss program, 9% are participating online.**
- **Most of those currently trying to lose weight have elected a balanced approach that includes watching what they eat and increasing exercise (67%). One-fifth (20%) have chosen an approach that addresses diet but does not increase activity – this option was more common among those on their own weight loss program (23%) than those participating in an organized free or paid program (17%).**

# Summary

- **Among those engaged in organized program, free or paid, the most popular was Weight Watchers (22%) followed by Atkins (8%).**
- **The approach to meals most often taken in weight loss efforts was portion control (42%) followed by eating healthier (32%). Some approaches were more exotic involving changing the balance of carbohydrates, protein and fat their diets (18%).**
- **In addition to the common sense approach adopted by most, 10% or 9 million consumers attempting to lose weight have turned to weight loss supplements or pills. Use of supplements or pills was most prevalent among those -- under 35 years of age (15%), enrolled in an organized weight loss program (15%) or trying to lose 25 or more pounds (12%).**
- **Books are synonymous with many diets and 10% of those attempting to lose weight have purchased a diet book in the past 6 months. Women (13%) were more than twice as likely to have purchased a diet book than men ( 6%).**
- **Consumers are seeing progress against their weight loss goals with an average reported loss of 12.9 pounds about 32% of the average goal of nearly 37 pounds. The typical dieter has been on their current weight loss program for nearly 3 months (2.7) and have shed nearly 5 pounds per month.**

# Summary

- **Optimism abounds among those currently trying to lose weight. Three-quarters (75%) are optimistic that they will reach their weight loss goal though 19% are unsure – they might or might not achieve their goal. Very few are pessimistic (6%) about achieving their goal.**
- **The optimism, though motivating, bucks history. Nearly three-quarters (72%) of those currently trying to lose weight have also tried in the past. Only 28% of those attempting to lose weight are doing so for the first time.**
- **Long term success was noted by many. Among all of those that attempted to lose weight 5 or more years ago, 38% claim to have maintained their target weight for at least 5 years.**
- **How do people describe dieting – most often as challenging (32%), followed by being good to yourself (15%), and for some, never ending (14%).**

# 90-Million Trying to Lose Weight

- Most Americans have tried to lose weight (63%). Women were far more likely than men to have tried to lose weight, 71% versus 54%, respectively.
- Nearly half (47%) of adults have tried to lose weight in the past 12 months. Once again women (53%) were more likely than men (40%) to have tried to lose weight in the past year.
- Four-in-ten, 90-million adults, are currently trying to lose weight. Nearly half of women (47%) and one-third of men (34%) are trying to shed pounds.

## Trying to Loose Weight Past and Current

	<u>Total</u>	<u>Gender</u>		<u>Age</u>			<u>Region</u>			
		<u>Men</u>	<u>Women</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>NE</u>	<u>NC</u>	<u>S</u>	<u>W</u>
	%	%	%	%	%	%	%	%	%	
Ever Tried to Lose Weight	63	54	71	61	64	65	63	63	61	66
Tried to Lose Weight Past 12 -Months	47	40	53	46	49	45	47	46	45	50
Currently Trying to Lose Weight	41	34	47	38	43	41	42	41	38	43

# Main Reason to Lose Weight

- The key motivation for currently trying to lose weight is to improve health (44%). Other leading reasons –
  - To feel better about yourself (20%) – more often mentioned by women (22%) than men (15%).
  - To improve your appearance (13%).
  - To improve your fitness (12%) – more often mentioned by men (16%) than women (10%).
- Few (6%) said that their attempt to lose weight was the result of advice from their doctor.

## C2 - What is the MAIN reason you are trying to lose weight?

Base: Currently Trying to Lose Weight

	<u>Total</u>	<u>Gender</u>		<u>Age</u>			<u>Diet Type</u>		<u>Weight Loss Goal</u>		<u>Weight Loss to Date</u>		<u>Region</u>			
		<u>Men</u>	<u>Women</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Your Own Diet Only</u>	<u>Organized Diet Program</u>	<u>Less Than 25 Pounds</u>	<u>25 Pounds or More</u>	<u>Less Than 6 Pounds</u>	<u>6 Pounds or More</u>	<u>NE</u>	<u>NC</u>	<u>S</u>	<u>W</u>
To improve your health	44	44	44	29	45	57	44	45	39	50	42	46	52	47	38	43
To feel better about yourself	20	15	22	22	22	15	19	23	20	19	20	19	16	16	26	18
To improve your appearance	13	12	14	19	13	9	15	11	15	11	15	11	12	13	17	10
To improve your fitness	12	16	10	17	10	10	13	9	17	8	14	11	10	15	9	16
Advice from a doctor	6	7	5	3	7	7	5	7	5	6	6	6	7	4	7	4
Pressure from your children	1	1	1	3	1	0	1	1		2	1	2	1	1		3
Pressure from your spouse or partner	1	2	0	2	1	0	1	2	1	1		2			1	3
Other reason	2	1	2	3	1	1	1	0	2	2	2	2	1	2	1	2
None of these	1	1	0	1	0	0	1	0	1	1	1	1		1	0	2
Don't know	0	1	0		1		0	0	0			0	0	0		0

# Approach to Weight Loss

- Most are approaching weight loss by watching what they eat and increasing exercise (67%).
- Those on their own, not participating in an organized weight loss program, were more likely (23%) than those in organized programs (17%) to attempt to lose weight by watching what they eat alone.

## C3 - Which of the following BEST describes your approach to losing weight? Would you say...

Base: Currently Trying to Lose Weight

	Total	Gender		Age			Diet Type		Weight Loss Goal		Weight Loss to Date		Region			
		Men	Women	18-34	35-54	55+	Your Own	Organized	Less Than	25 Pounds or More	Less Than	6 Pounds or More	NE	NC	S	W
		%	%	%	%	%	Diet Only	Program	%	%	%	%	%	%	%	%
Watching what you eat without changing your exercise habits	20	20	21	17	20	24	23	17	18	23	15	24	20	23	21	18
Watching what you eat and increasing the amount you exercise	67	65	69	66	69	67	66	73	68	66	70	66	66	69	67	67
Increasing the amount you exercise without changing your...	10	12	9	14	10	7	9	8	11	9	13	7	9	7	11	13
Other	0	0		0	0		0	1	0	0	0	0	0	0	0	
None of these	1	2	1	2	0	1	0	1	1	1	1	1	4	0	1	2
Don't know	1	1	1	1	0	1	1		1	0	0	1	2	0	1	1



# Method of Losing weight

- More than two-thirds (67%) attempting to lose weight are on their own diet, not participating in an organized program.
- Organized weight loss programs also played a role. Though the numbers are lower than those going it alone, 16% are involved with free organized program and 8% with a paid program.
- Those with a weight loss goal of 25 pounds or more were far more likely to be enrolled in a paid program than those with more modest weight loss goals, 12% versus 5%, respectively.

## C4 - Which of the following methods are you using to lose weight?

Base: Currently Trying to Lose Weight

	Gender					Age		Diet Type		Weight Loss Goal		Weight Loss to Date		Region			
	Total	Men	Women	18-34	35-54	55+	Organized		Less Than 25 Pounds	25 Pounds or More	Less Than 6 Pounds		NE	NC	S	W	
							Your Own Diet	Program			6 Pounds or More	or More					
<u>You are on your own diet or a self diet</u>	<u>84</u>	<u>87</u>	<u>82</u>	<u>85</u>	<u>83</u>	<u>85</u>	<u>100</u>	<u>75</u>	<u>84</u>	<u>84</u>	<u>83</u>	<u>84</u>	<u>82</u>	<u>87</u>	<u>81</u>	<u>86</u>	
Your own or self diet ONLY	67	69	65	67	66	68	100		70	63	68	65	69	69	62	70	
You are on an exercise program	41	44	40	44	40	40	39	48	44	38	42	40	44	41	39	43	
You are on a free organized weight loss program	16	16	15	17	15	15		73	13	18	15	18	12	12	19	17	
You paid to join a diet organization, diet club, or diet...	8	5	10	7	7	9		38	5	12	6	9	8	8	9	7	
You are on a doctor prescribed diet	6	5	6	3	7	7	3	9	3	10	4	8	9	3	7	5	
You are taking appetite suppressant pills	3	2	3	5	2	2	3	3	2	3	3	3	3	3	4	1	
You have had bariatric surgery or stomach stapling	2	1	2		3	2		2	1	3	1	3	1	3	2	1	
Other	1	0	1	2	1	1	0		2	0	1	1	1	1	1	0	
None of these	4	4	3	5	3	4			5	2	3	4	5	3	4	3	
Don't know	0	0											0				

# Use of Online Programs

- Among those involved in a free or paid organized program, 9% were participating in an online program. Use of online programs was highest among those under 35 years of age (14%).

## C5 - Do you participate in an online weight loss program?

Base: Currently Trying to Lose Weight and Participate in Free/Paid Organized Program

	<u>Total</u>	<u>Gender</u>		<u>Age</u>			<u>Diet Type</u>		<u>Weight Loss Goal</u>		<u>Weight Loss to Date</u>		<u>Region</u>			
		<u>Men</u>	<u>Women</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Your Own Diet Only</u>	<u>Diet Program</u>	<u>Less Than 25 Pounds</u>	<u>25 Pounds or More</u>	<u>Less Than 6 Pounds</u>	<u>6 Pounds or More</u>	<u>NE</u>	<u>NC</u>	<u>S</u>	<u>W</u>
Yes	9	9	9	14	9	5		9	12	7	8	10	11	12	10	2
No	91	91	91	86	91	95		91	88	93	92	90	89	88	90	98

# Weight Loss Program Participating in

- By far the leading weigh loss program among those involved in an organized program was Weight Watchers (22%) followed distantly by Atkins (8%).

## C6 - And which weight loss programs are you participating in?

Base: Currently Trying to Lose Weight and Participate in Free/Paid Organized Program

	Total	Gender		Age			Diet Type		Weight Loss Goal		Weight Loss to Date		Region			
		Men	Women	18-34	35-54	55+	Your Own Diet Only	Organized Diet Program	Less Than 25 Pounds	25 Pounds or More	Less Than 6 Pounds	6 Pounds or More	NE	NC	S	W
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Weight Watchers	22	16	26	18	21	25	22	22	18	23	12	29	22	24	23	19
Atkins	8	13	5	16	4	6	8	8	7	9	2	13	6	4	14	2
The South Beach Diet	4	5	3		4	7	4	4	3		4	4	6	8	1	3
The Zone Diet	3	5	2	6	1	4	3	1	4	3	4				7	2
Ornish	3	7		6	1	1	3	2	3		5			3	5	
E-Diets	2	2	2		3	4	2	3	1		3	2	5	7	1	
Jenny Craig	2	2	2		3	4	2	1	3			4	3	3		5
LA Weight Loss	1	1	1		1	3	1	1	1		1	2	3	3		2
Volumetrics	1	3		3	1		1	3				2		7		
Other	8	6	9	15		11	8	9	7		10	4	8	3	7	12
None of these	58	64	54	54	70	46	58	60	58	58	72	48	59	64	56	54
Don't know	1	1	1		1	1	1		1			1			2	

# Approach to Meals

- The leading approach to meals among those trying to lose weight was portion control (42%) followed by eating healthier (32%).
  - Portion control was mentioned more often by those involved in a organized program versus those on their own diet, 50% versus 41%, respectively.

C7 - And which of the following BEST describes the approach to meals that your diet requires?

Base: Currently Trying to Lose Weight

							<u>Diet Type</u>		<u>Weight Loss Goal</u>		<u>Weight Loss to Date</u>		<u>Region</u>			
	<u>Gender</u>		<u>Age</u>			<u>Your Own</u>	<u>Organized</u>	<u>Less</u>	<u>25 Pounds</u>	<u>Less</u>	<u>6 Pounds</u>					
	<u>Total</u>	<u>Men</u>	<u>Women</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Diet Only</u>	<u>Program</u>	<u>Than</u>	<u>or More</u>	<u>Than</u>	<u>or More</u>	<u>NE</u>	<u>NC</u>	<u>S</u>	<u>W</u>
Portion control-eating less	42	41	42	37	44	43	41	50	41	44	44	41	41	43	40	42
Eating healthier	32	31	32	35	31	30	34	25	32	32	33	32	30	35	32	31
Changing the balance of proteins, carbohydrates or fats...	18	17	19	15	18	21	18	16	19	16	17	18	23	16	17	16
Skipping meals	3	4	3	5	3	1	4	1	1	5	1	5	0	2	3	6
Substituting meals with dietary supplements such as shakes	2	3	2	3	2	2	2	4	3	1	2	2	1	1	4	2
Other	0	0	0			1	0		0		0	0		0	0	0
Not on a diet	1	1	1	1	0	1	0	1	1	0	1	0	0	0	1	1
None of these	2	2	2	3	1	1	1	3	2	1	2	1	3	1	2	2
Don't know	1	1	0	1	0	0	1		0	1		1	2	1		

# Use of Weight Loss Supplements of Pills

- One-in-ten, or about 9 million adults, trying to lose weight have used weight loss supplements (6%) or pills (7%).
  - The use of pills and supplements was at its highest among those–
    - Under 35 years of age (15%)
    - Participating in a free or paid organized weight loss program (15%)
    - With a weight loss goal of 25 pounds or more (12%)
    - In the Southern region (14%)

## C8 - As part of your efforts to lose weight, have you used...

Base: Currently Trying to Lose Weight

	<u>Total</u>	<u>Gender</u>		<u>Age</u>			<u>Diet Type</u>		<u>Weight Loss Goal</u>		<u>Weight Loss to Date</u>		<u>Region</u>			
		<u>Men</u>	<u>Women</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Your Own</u>	<u>Diet</u>	<u>Less</u>	<u>25 Pounds</u>	<u>Less</u>	<u>6 Pounds</u>	<u>NE</u>	<u>NC</u>	<u>S</u>	<u>W</u>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Supplements or Pills (NET)</b>	<b>10</b>	<b>8</b>	<b>11</b>	<b>15</b>	<b>9</b>	<b>5</b>	<b>8</b>	<b>15</b>	<b>8</b>	<b>12</b>	<b>7</b>	<b>13</b>	<b>7</b>	<b>9</b>	<b>14</b>	<b>7</b>
Any weight loss supplements	6	3	7	7	6	4	5	7	5	6	4	7	3	7	6	5
Any weight loss pills	7	6	8	13	7	2	5	14	5	10	5	10	6	7	10	4
Neither	88	90	87	84	88	93	90	84	90	87	90	87	90	90	86	89
Don't know	2	2	2	1	3	2	2	1	2	1	3	1	3	1	1	4

# Diet Books Purchased – Past 6 Months

- Diet books were most often purchased by women (13%), those over 55 years of age (12%) and those participating in an organized program (17%). Overall, 10% of those attempting to lose weight have purchased a diet book in the past 6-months

## C9 - As part of your efforts to lose weight, have you purchased any diet books in the PAST 6 MONTHS?

Base: Currently Trying to Lose Weight

	<u>Total</u>	<u>Gender</u>		<u>Age</u>			<u>Diet Type</u>		<u>Weight Loss Goal</u>		<u>Weight Loss to Date</u>		<u>Region</u>			
		<u>Men</u>	<u>Women</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Your Own</u>	<u>Diet</u>	<u>Less</u>	<u>25 Pounds</u>	<u>Less</u>	<u>6 Pounds</u>	<u>or More</u>	<u>NE</u>	<u>NC</u>	<u>S</u>
Yes	10	6	13	8	11	12	8	17	9	11	9	11	10	12	9	10
No	90	94	87	92	89	88	92	83	91	89	91	89	90	88	91	90

# Weight Loss Goal

- Among those trying to lose weight, their average weight loss goal was just over 36 pounds. One third had a goal of under 20 pounds and one-fifth were trying to shed 50 or more pounds.
- Those enrolled in an organized weight loss program had the highest average goal of just under 47 pounds while those on their own diet program were seeking to lose about 34 pounds.
- Women had more aggressive weight loss goals than men. More than one-fifth of women were seeking to lose 50 pounds or more versus 15% of men sharing the same goal.

C10 - What is your weight loss goal? In other words, how many pounds would you like to lose?

Base: Currently Trying to Lose Weight

	<u>Total</u>	<u>Gender</u>		<u>Age</u>			<u>Diet Type</u>		<u>Weight Loss Goal</u>		<u>Weight Loss to Date</u>		<u>Region</u>			
		<u>Men</u>	<u>Women</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Your Own</u>	<u>Organized</u>	<u>Less</u>	<u>25 Pounds</u>	<u>Less</u>	<u>6 Pounds</u>	<u>NE</u>	<u>NC</u>	<u>S</u>	<u>W</u>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<u>Less than 20 lbs.</u>	<u>33</u>	<u>32</u>	<u>33</u>	<u>36</u>	<u>24</u>	<u>41</u>	<u>33</u>	<u>30</u>	<u>62</u>	<u>0</u>	<u>43</u>	<u>24</u>	<u>28</u>	<u>35</u>	<u>33</u>	<u>33</u>
Less than 10 lbs	7	4	9	7	4	10	6	7	13		9	4	9	5	6	6
10 but less than 15 lbs.	15	15	15	19	9	18	16	9	28		21	10	13	15	15	15
15 but less than 20 lbs.	11	14	10	9	12	13	11	14	22		14	10	6	16	11	13
<u>20 but less than 30 lbs.</u>	<u>26</u>	<u>31</u>	<u>22</u>	<u>25</u>	<u>31</u>	<u>19</u>	<u>28</u>	<u>18</u>	<u>38</u>	<u>13</u>	<u>26</u>	<u>25</u>	<u>30</u>	<u>27</u>	<u>22</u>	<u>27</u>
20 but less than 25 lbs.	20	24	17	19	24	16	23	10	38		22	18	23	21	18	20
25 but less than 30 lbs.	6	7	5	6	7	4	6	8		13	5	7	6	6	4	7
30 but less than 50 lbs	19	19	20	17	22	18	19	20		43	18	22	20	17	21	19
<u>50 lbs or more</u>	<u>20</u>	<u>15</u>	<u>23</u>	<u>22</u>	<u>20</u>	<u>18</u>	<u>18</u>	<u>29</u>	<u>0</u>	<u>44</u>	<u>11</u>	<u>28</u>	<u>19</u>	<u>18</u>	<u>22</u>	<u>20</u>
50 but less than 100 lbs	15	11	18	17	15	14	15	18		34	9	21	15	15	15	15
100 lbs or more	5	5	5	5	5	4	3	11		11	2	7	4	3	7	5
Don't know	1	1	1	0	1	2	1	1			1	1	2	1	0	1
Refused	1	2	1		2	1	1	2			1	0	1	2	1	1
MEAN	36.5	34.4	38.0	36.8	38.9	33.9	34.2	46.7	16.4	61.8	28.9	44.5	35.4	33.1	39.4	36.5

# Time on Weight Loss Program

- Among those currently trying to lose weight, half have been on their weight loss program for 2.7 months or less. Only 46% have been trying to lose weight for 3 months or more.

## C11 - For how long have you been on your CURRENT weight loss program? Would you say...

Base: Currently Trying to Lose Weight

	<u>Total</u>	<u>Gender</u>		<u>Age</u>			<u>Diet Type</u>		<u>Weight Loss Goal</u>		<u>Weight Loss to Date</u>		<u>Region</u>			
		<u>Men</u>	<u>Women</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Your Own Diet Only</u>	<u>Organized Program</u>	<u>Less Than 25 Pounds</u>	<u>25 Pounds or More</u>	<u>Less Than 6 Pounds</u>	<u>6 Pounds or More</u>	<u>NE</u>	<u>NC</u>	<u>S</u>	<u>W</u>
Less than 1 month	27	24	28	30	29	21	27	24	29	25	46	8	25	25	30	24
1 month but less than 3 months	26	25	27	27	24	27	26	31	28	24	26	26	28	26	25	26
3 months but less than 6 months	20	20	20	22	21	17	23	15	18	23	14	27	15	23	19	22
6 months but less than 9 months	7	8	6	9	5	8	6	11	8	6	3	11	2	8	7	11
9 months but less than 12 months	3	3	2	1	3	3	2	4	2	3	1	4	4	1	2	4
12 months or more	16	18	15	8	16	23	16	13	14	18	9	22	23	15	16	11
Don't know	2	2	1	2	1	1	0	1	2	0	1	2	3	2	1	1
<b>MEDIAN</b>	<b>2.7</b>	<b>2.9</b>	<b>2.5</b>	<b>2.3</b>	<b>2.6</b>	<b>3.2</b>	<b>2.7</b>	<b>2.5</b>	<b>2.4</b>	<b>3.1</b>	<b>1.3</b>	<b>4.6</b>	<b>2.6</b>	<b>2.8</b>	<b>2.5</b>	<b>2.8</b>



# Weight Lost

- Despite typically having been on their weight loss programs for less than 3 months, on average they have lost nearly 13 pounds – a shade under 5 pounds per month.
  - Just under one-third (30%) have lost less than 5 pounds and 21% reported losing 20 or more pounds.

## C12 - So far, how much weight have you lost?

Base: Currently Trying to Lose Weight

	Total	Gender		Age			Diet Type		Weight Loss Goal		Weight Loss to Date		Region			
		Men	Women	18-34	35-54	55+	Your Own Diet Only	Organized Diet Program	Less Than 25 Pounds	25 Pounds or More	Less Than 6 Pounds	6 Pounds or More	NE	NC	S	W
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
less than 5 lbs	30	26	33	32	26	34	29	28	39	20	65	34	33	28	27	
<u>5 but less than 10 lbs.</u>	<u>27</u>	<u>26</u>	<u>28</u>	<u>26</u>	<u>28</u>	<u>27</u>	<u>29</u>	<u>25</u>	<u>29</u>	<u>26</u>	<u>35</u>	<u>22</u>	<u>32</u>	<u>22</u>	<u>31</u>	<u>22</u>
5 lbs	16	15	17	20	15	15	17	15	18	15	35	19	15	18	12	
6 but less than 10 lbs	11	11	10	6	13	12	12	10	11	11		22	13	7	13	10
<u>10 but less than 20 lbs.</u>	<u>21</u>	<u>21</u>	<u>20</u>	<u>21</u>	<u>23</u>	<u>19</u>	<u>21</u>	<u>21</u>	<u>16</u>	<u>27</u>	<u>0</u>	<u>42</u>	<u>20</u>	<u>22</u>	<u>16</u>	<u>25</u>
10 but less than 15 lbs	14	14	14	14	14	15	14	15	11	18		29	15	14	10	18
15 but less than 20 lbs	7	7	6	7	9	4	7	6	5	9		14	5	8	6	8
<u>20 lbs. or more</u>	<u>21</u>	<u>25</u>	<u>18</u>	<u>22</u>	<u>22</u>	<u>19</u>	<u>19</u>	<u>25</u>	<u>16</u>	<u>27</u>	<u>0</u>	<u>36</u>	<u>11</u>	<u>22</u>	<u>23</u>	<u>26</u>
20 but less than 25 lbs.	5	8	3	5	5	5	3	8	4	6		10	2	6	5	6
25 but less than 30 lbs.	2	3	2	3	2	2	2	3	1	4		5	1	3	4	0
30 but less than 50 lbs.	6	8	4	4	7	5	6	5	3	9		12	3	4	7	7
50 but less than 75 lbs.	3	3	3	5	2	2	2	6	3	3		6	2	3	3	3
75 but less than 100 lbs.	1	0	1		1	1	0	1	0	1		1		1	0	1
100lbs or more	1	1	1	1	1	1	1	1		2		2	1	1	1	1
Don't know	4	3	4	4	3	4	4	2	4	3			2	3	3	7
Refused	1	1	1		2	0	1	1	1				2	2	1	
MEAN	12.9	14.3	12.0	12.8	13.8	12.1	11.7	14.1	9.5	17.2	3.4	23.4	10.3	13.5	13.7	13.4

# Confidence in Reaching Goal

- The majority (75%) are optimistic they will reach their weight loss goal. Optimism was the dominant tone across all groups, even those with a weight loss goal of 25 or more pounds,
- However, one-fifth (19%) were unsure (might or might not) reach their goal, but few were pessimistic (6%).

C13 - How confident are you that you will achieve your weight loss goal? Would you say you...

Base: Currently Trying to Lose Weight

	Total	Gender		Age			Diet Type		Weight Loss Goal		Weight Loss to Date		Region			
		Men	Women	18-34	35-54	55+	Your Own Diet Only	Organized Diet Program	Less Than 25 Pounds	25 Pounds or More	Less Than 6 Pounds	6 Pounds or More	NE	NC	S	W
<b>Optimistic</b>	<b>75</b>	<b>79</b>	<b>72</b>	<b>83</b>	<b>73</b>	<b>70</b>	<b>74</b>	<b>82</b>	<b>79</b>	<b>72</b>	<b>71</b>	<b>78</b>	<b>70</b>	<b>72</b>	<b>78</b>	<b>78</b>
Definitely will	36	42	33	52	31	29	35	42	39	35	34	39	30	37	38	39
Probably will	39	37	39	31	42	41	39	40	40	37	37	39	40	35	40	38
Might or might not	19	15	21	13	21	21	19	12	17	20	20	17	21	21	18	15
<b>Pessimistic</b>	<b>6</b>	<b>5</b>	<b>7</b>	<b>4</b>	<b>7</b>	<b>8</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>8</b>	<b>8</b>	<b>5</b>	<b>8</b>	<b>7</b>	<b>4</b>	<b>8</b>
Probably won't	5	4	6	3	5	8	6	4	4	6	7	3	7	6	3	5
Definitely won't	1	1	1	1	2	1	1	2	1	1	1	2	1	1	1	2
Don't know																

# Prior Efforts at Weight Loss

- Weight loss is a process frequently repeated. Nearly three-quarters of those currently trying to lose weight have tried to slim down in the past. Only 28% are trying to lose weight for the first time.

C16 - Have you attempted to lose weight before?

	<u>Total</u>	<u>Currently Trying to Lose Weight</u>	<u>Not Currently Trying to Lose Weight</u>
	%	%	%
Yes	52	72	38
No	48	28	62

# When last Attempted to Lose Weight

- Among adults that have tried to lose weight in the past, the last effort occurred within the last 3 years for most and within the past 2 years for 38%.

C17 - When was your LAST attempt to lose weight? Was it...  
Base: Previously Tried to Lose Weight

	<u>Total</u>	<u>Currently Trying to</u> <u>Lose Weight</u>	<u>Not</u> <u>Currently Trying to</u> <u>Lose Weight</u>
	%	%	%
Within the past 12 months	21	16	27
1 year but less than 2 years ago	17	17	18
2 years but less than 3 years ago	18	21	15
3 years but less than 4 years ago	10	12	8
4 years but less than 5 years ago	5	6	4
5 years ago or more	27	28	27
Don't know	1	1	1
<b>MEDIAN</b>	<b>31.5</b>	<b>33.6</b>	<b>27.8</b>

# Success of Prior/Last Effort to Lose Weight

- Most (85%) considered their last effort to lose weight successful, 47% very successful.

C18 - Overall, how successful was this last effort to lose weight? Was it...  
 Base: Previously Tried to Lose Weight

	<u>Total</u>	<u>Currently Trying to Lose Weight</u>	<u>Not Currently Trying to Lose Weight</u>
	%	%	%
<b><u>Successful (NET)</u></b>	<b><u>85</u></b>	<b><u>84</u></b>	<b><u>86</u></b>
Very successful	47	45	50
Somewhat successful	38	39	36
Somewhat unsuccessful	7	8	5
Very unsuccessful	8	8	7
Don't know	1	1	1

# Length of Time Target Weight Maintained

- Among all of those that had dieted in the past, the median time they maintained their target weight was about 16 months.

C19 - Thinking of this last effort to lose weight, for how long did you maintain your weight at your desired target? Was it...

Base: Previously Tried to Lose Weight

	<u>Total</u>	<u>Currently Trying to Lose Weight</u>	<u>Not Currently Trying to Lose Weight</u>
	%	%	%
Less than 1 month	5	5	4
1 month but less than 3 months	7	8	5
3 months but less than 6 months	12	14	9
6 months but less than 12 months	17	19	15
1 year but less than 2 years	19	19	19
2 years but less than 3 years	9	10	8
3 years but less than 5 years	9	11	6
5 years or more	15	10	22
I am at my target weight	2	0	5
Did not reach target weight	4	3	5
Don't know	2	1	2
<b>MEDIAN</b>	<b>15.5</b>	<b>13.3</b>	<b>18.3</b>

# Length of Time Target Weight Maintained

## Last Attempt to Lose Weight Five or More Years Ago

- Among those that attempted to lose weight five or more years ago, more than one-third (38%) claimed to have maintained their target weight for at least five years.
- About one –third (31%) claimed they maintained their target weight for less than two years.
- The median duration of holding their target weight was four years.

C19 - Thinking of this last effort to lose weight, for how long did you maintain your weight at your desired target? Was it...

Base: Last/Previous Weight Loss Attempt 5 or More Years Ago

	<u>Total</u>
	%
Less than 1 month	4
1 month but less than 3 months	5
3 months but less than 6 months	6
6 months but less than 12 months	4
1 year but less than 2 years	12
2 years but less than 3 years	7
3 years but less than 5 years	17
5 years or more	38
I am at my target weight	2
Did not reach target weight	3
Don't know	1
<b>MEDIAN</b>	<b>48</b>

# Amount Spent on Weight Loss

- Those that have attempted to lose weight in the past-12 months spent an average of \$178 on their weight loss. One-fifth spent \$200 or more and 27% spent nothing.

**C20 - Thinking of all the money you have spent supporting your weight loss effort over the PAST 12 MONTHS...how much IN TOTAL do you estimate you have spent? Have you spent...**

Base: Tried to Lose Weight Past 12 Months

	<u>Gender</u>			<u>Age</u>			<u>Region</u>			
	<u>Total</u>	<u>Men</u>	<u>Women</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>NE</u>	<u>NC</u>	<u>S</u>	<u>W</u>
	%	%	%	%	%	%	%	%	%	%
Nothing	27	30	25	27	23	32	28	30	26	25
\$1 but less than \$100	38	37	39	34	40	40	37	41	35	40
\$100 but less than \$200	13	14	12	13	14	10	13	9	14	14
<u>\$200 or more</u>	<u>20</u>	<u>18</u>	<u>21</u>	<u>23</u>	<u>22</u>	<u>14</u>	<u>19</u>	<u>18</u>	<u>22</u>	<u>19</u>
\$200 to less than \$400	9	7	10	9	10	7	6	9	9	11
\$400 to less than \$600	3	2	3	4	3	2	2	3	3	3
\$600 but less than \$800	2	2	3	3	3	1	4	3	2	1
\$800 but less than \$1,000	1	1	2	1	2	1	1	1	2	1
\$1,000 or more	5	6	3	6	4	4	7	3	5	4
Don't know	2	1	3	2	1	3	2	2	4	0
<b>MEAN</b>	<b>\$178</b>	<b>\$187</b>	<b>\$172</b>	<b>\$209</b>	<b>\$189</b>	<b>\$136</b>	<b>\$209</b>	<b>\$145</b>	<b>\$194</b>	<b>\$161</b>



# Words/Phrases Associated with Dieting

- The word or phrase most commonly associated with weight loss was challenging (32%) followed by –
  - Being good to yourself (15%)
  - Never ending (14%)

C21 - Which of the following words or phrases BEST describes your feelings regarding dieting?  
 Base: Ever Tried to Lose Weight

	<u>Gender</u>			<u>Age</u>			<u>Region</u>			
	<u>Total</u>	<u>Men</u>	<u>Women</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>NE</u>	<u>NC</u>	<u>S</u>	<u>W</u>
	%	%	%	%	%	%	%	%	%	%
Challenging	32	33	32	35	33	29	35	37	28	32
Being good to yourself	15	13	17	16	18	12	10	13	19	16
Never ending	14	12	16	8	15	20	18	15	12	14
Satisfying	11	13	9	12	8	13	9	13	10	10
Time consuming	4	3	6	6	5	3	3	3	6	6
Requires huge concentration	4	4	4	2	5	6	6	3	5	3
Boring	4	5	3	4	4	5	4	3	4	4
Fun	3	4	2	4	2	1	4	1	2	4
Purifying	3	2	3	5	2	1	1	5	3	2
Punishing	2	2	3	3	1	3	1	2	2	4
Painful	1	1	1	1	1	1	2	1	1	0
Other	1	2	1	1	1	2	2	1	1	2
None of these	3	3	3	2	3	4	2	3	4	2
Don't know	2	2	2	2	1	2	3	1	2	1