

# 2009 New Year's Resolution: Dieting

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# January

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January is the “door to the year”. January opens the door to a new year and many Americans list, as well as begin fulfilling, their New Year Resolutions.

New Year’s is a popular time to shed bad habits as well as pick up new ones; and one of the most common New Year’s Resolution among Americans is dieting. Experian® Simmons<sup>SM</sup> examined dieting habits of the American consumer in the 2008 Simmons National Consumer Study/Simmons National Hispanic Consumer Study, and found that 23.6% of the total U.S. adult population reported themselves as “currently dieting”.

The following slides provide insight into who these American dieters are - from their age and ethnic background to their income.

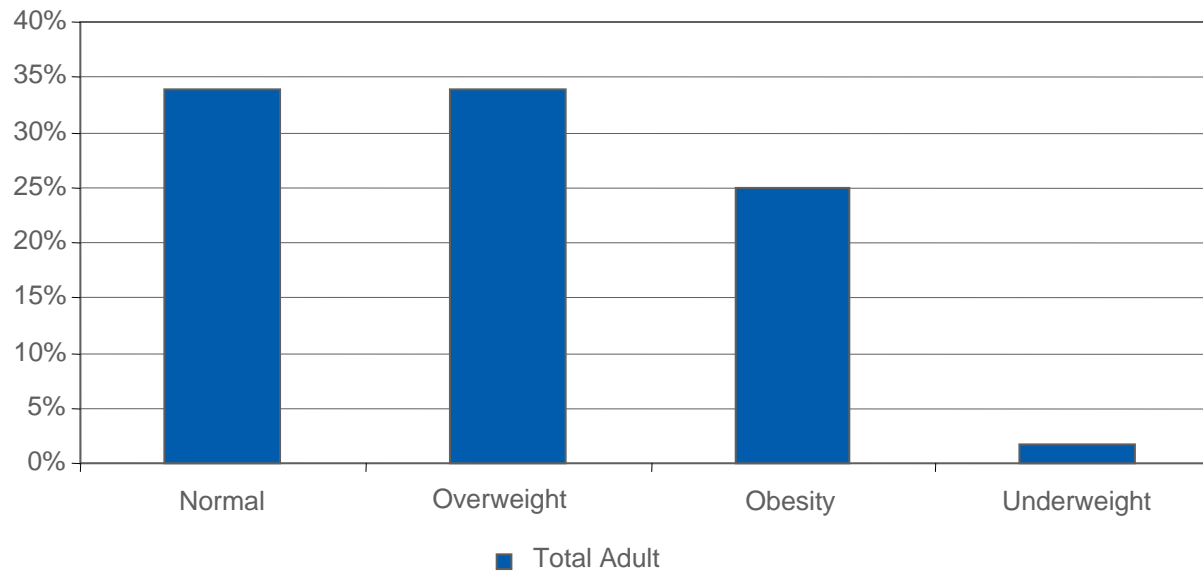
Source: Experian Simmons National Consumer Study/National Hispanic Consumer Study 2008 Full Year



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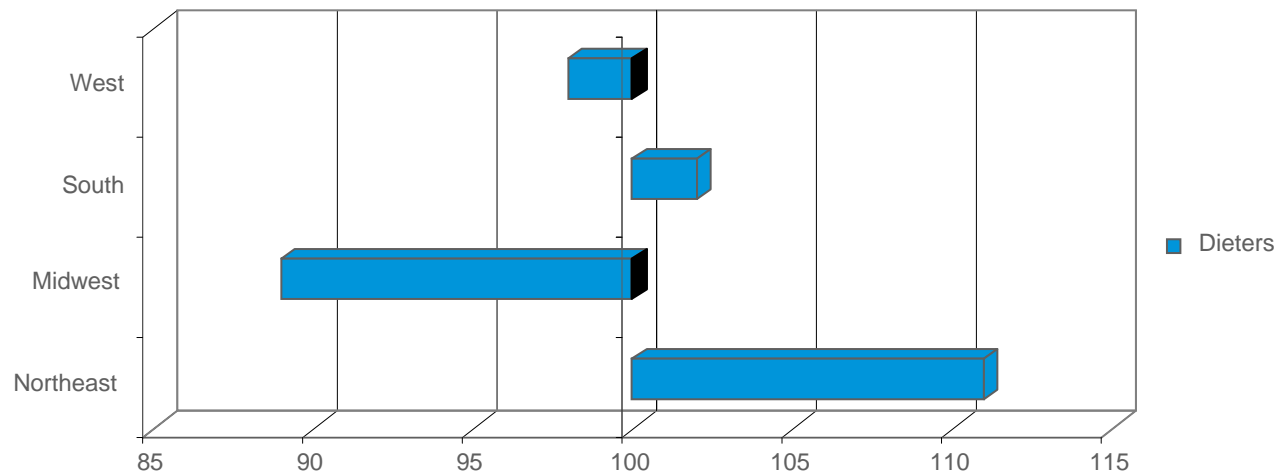
# Who's Dieting...and Who Should Be?

America has a weight problem. Over a third of the adult population is overweight as defined by the CDC. Another 25% of the adult population is considered obese. Almost sixty percent of the population could be targets for diets.



## Most Dieters Reside In...

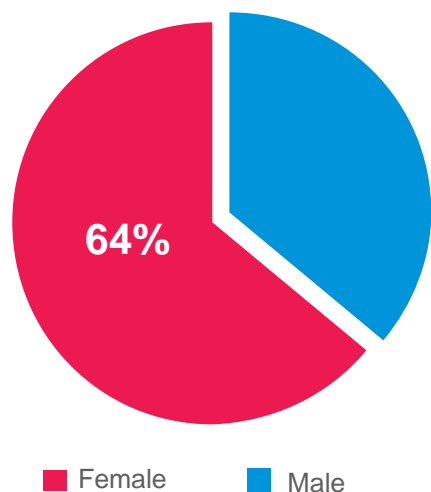
The ***Northeast!*** Americans residing in the Northeast region are more likely to diet than the other U.S. regions. Those who reside in the Midwest region are the least likely to diet.



## Dieting by Gender & Age

Women – by far – account for the majority of those who are currently dieting.

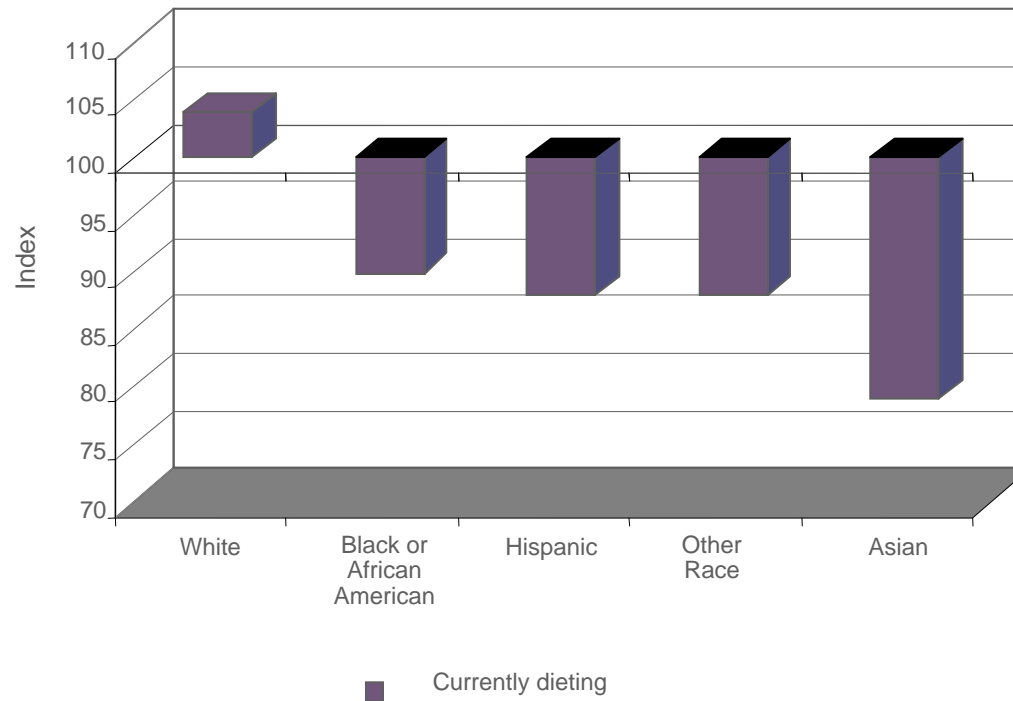
As for age, there is truth to the cliché of “middle-age spread.” Americans aged 35-44 are 12% more likely to diet than the other age groups. Those in the 18-24 age group segment, on the other hand, are 20% less likely to diet.



Age Range	Likelihood to Diet
18-24	20% less likely to diet
25-34	6% more likely to diet
35-44	12% more likely to diet
45-54	2% more likely to diet
55+	4% less likely to diet

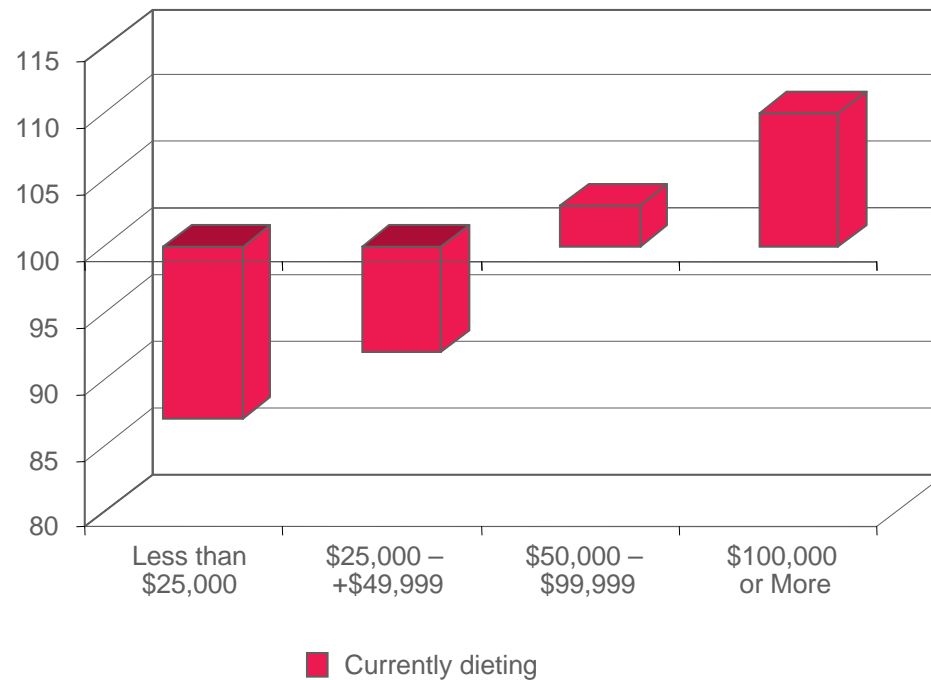
# Which Race/Ethnic Background Is Most Likely To Be Dieting?

White adults are more likely than the average U.S. adult to report themselves as “currently dieting”; and the rest are less likely to be “currently dieting” than the average U.S. adult.



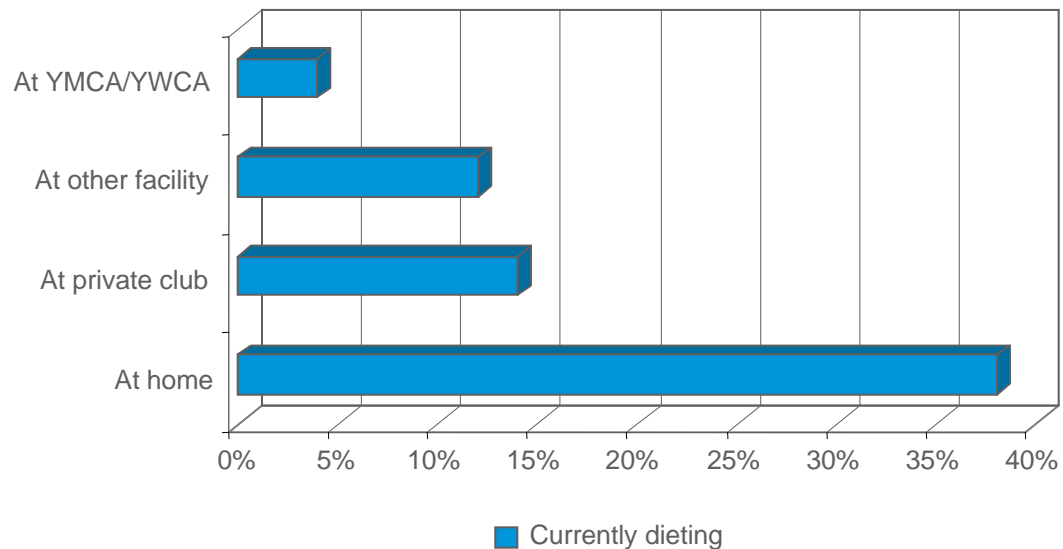
# Which Income Level Is Most Likely to Be Dieting?

As the chart depicts, Americans earning \$50,000 or more are more likely to report that they are “currently dieting.”



# Do Dieters Exercise?

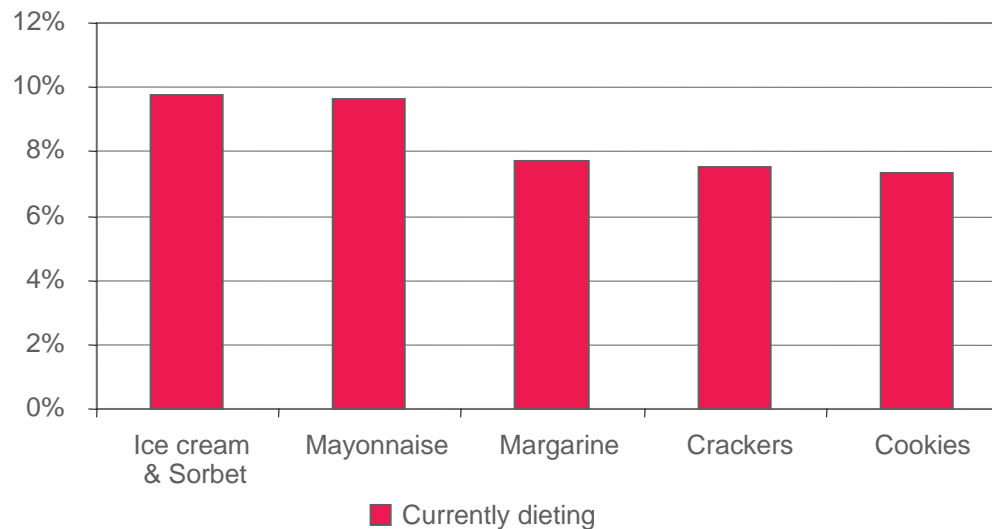
**Yes!** Dieters exercise; and of the Americans who responded as “currently dieting”, 63.4% of them exercise regularly. Most of these dieters are exercising in their home.





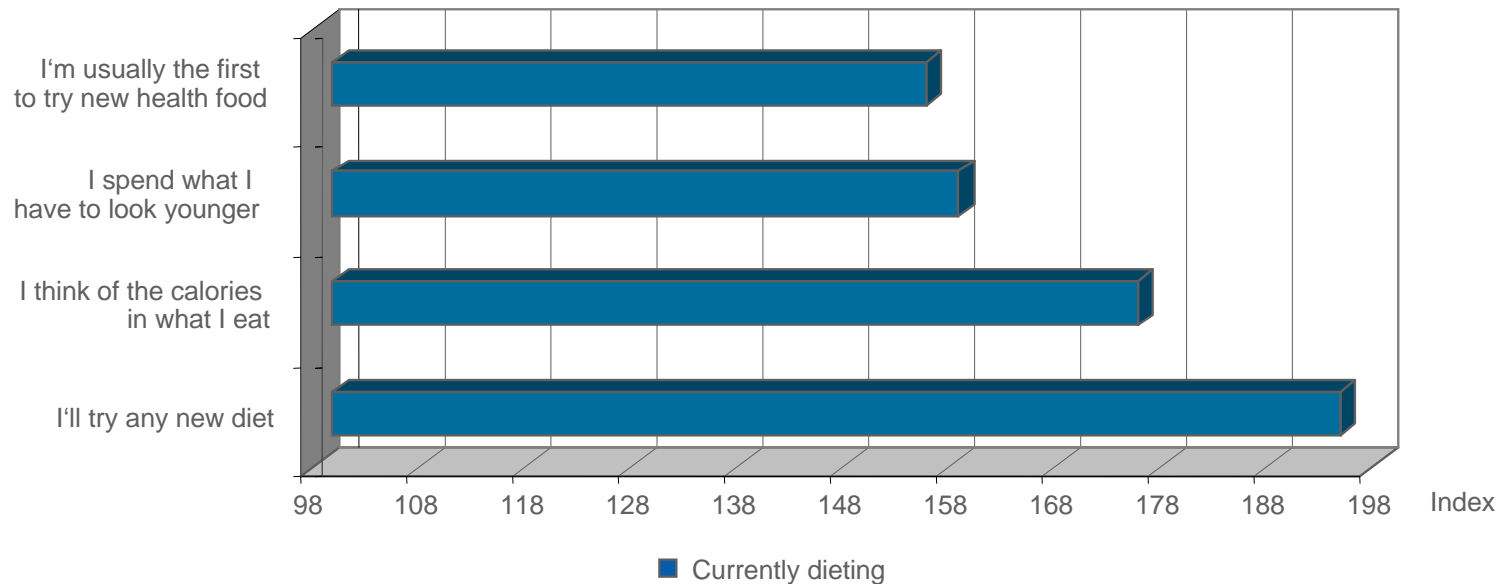
## Low Fat/Fat Free Products Are Popular But We Still Like Our Treats!

To accommodate health and weight conscious Americans, companies supplemented their product lines or created new product lines featuring low fat/fat free items. Interestingly, three of the top five product categories are snack foods.



# Dieting and Health Are Never Far From Their Mind

Apparently dieters are always thinking about, well, dieting. Dieting Americans are open to trying new health food and diets; as well as spend money to look younger.



# Thank You!

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or call 212.471.2850.

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