



WEIGHT MANAGEMENT & HEALTHY LIVING 2015

Exploring the Connections Between Eating Behaviors, Lifestyles and Maintaining Healthy Weight

The Hartman Group's in-depth report that delivers the understanding behind selling foods and beverages to aid in weight-management efforts.

Statistics and studies continue to show that far too many of America's consumers – youth and adults – are at weight levels considered unhealthy. While there are multiple cultural and lifestyle factors contributing to rising obesity rates, consumers' eating behaviors remain the focus of the problem – and the solution.

A few key vectors of change in American eating habits include trends in demand for fresh, less processed foods, the rise in snacking occasions and alone eating occasions, household structure, dynamics and the increasing fragmentation of daily life, and perceptions toward obesity and what consumers consider is "healthy weight."

Weight Management & Healthy Living 2015 examines what healthy eating and its relationship with weight management means to CPG companies, retailers, food service, restaurants and marketers. The report delves into the complex intersection of healthy eating behaviors and consumers' aspirations to maintain healthy weight levels.

ABOUT THE REPORT

Methodology

Quantitative online survey: Nationally representative online survey of 2,114 U.S. adults (aged 18 to 70) was fielded in November 2015.

Qualitative: Qualitative techniques included one-on one, inhome interviews in the greater Seattle metro area. Virtual interviews in Florida, Illinois, New Jersey, New York, Ohio, Texas.

Prior to interviews, respondents completed homework assignments detailing current and prior weight-loss tactics and their success or failure. Respondents qualified to participate based on age range: 25 –70, mix of male/female and household composition, half overweight; half obese and experienced weight managers who have tried multiple diets or other tactics to manage their weight.

Report length: Total of 97 pages in PowerPoint and PDF format, including executive summary and recommendations. A standard set of demographic data tables (Excel format) accompanies the report.

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Contents

- Introduction/Executive Summary/ Methodology
- How Much Does America Weigh?
- Weight-management Strategies 101
- Overweight vs. Obese
- Alignment of BMI with Weight Status Assessment
- Sophisticated vs. Traditional Weight Managers
- On the Horizon: Emerging Weight Management Practices
- From Managing Weight to Managing a Healthy Lifestyle
- Recommendations

Topics covered:

- Perceptions of the obesity crisis today
- Weight-management tactics and evaluations of their success
- Weight-management motivations and challenges
- Information sources use for weight management
- Health and weight status self assessments; BMI assessment
- Healthy lifestyle tactics, including diet and exercise

Weight Management & Healthy Living 2015

Hartman Group Syndicated Research for Q3 2018



Weight Management & Healthy Living Syndicated Research Report Order Form

To purchase this report, please return the signed order form by email or fax to:

Blaine Becker
Senior Director, Marketing
425.452.0818, ext. 124
(fax) 425.452.9092
blaine@hartman-group.com

Pricing

General report (PowerPoint and PDF) including executive summary and demographic data tables (Excel)

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