

NATIONAL SURVEY OF HEALTHCARE CONSUMERS: WEIGHT LOSS

AUGUST 2010



THOMSON REUTERS™

SURVEY OVERVIEW

Each year, the *Thomson Reuters PULSE™ Healthcare Survey* collects information about health-related behavior and attitudes from more than 100,000 U.S. households. This nationally representative telephone survey is conducted in 11 waves (each a standalone market research study) conducted sequentially throughout the year. Many healthcare topics are covered, including use of medical services, health status, insurance coverage, lifestyle, and current issues. The survey is self-funded and the data it generates are used in Thomson Reuters information products for healthcare professionals, particularly strategic planning and marketing managers in hospitals.

The results depicted below represent responses from 3,018 survey participants interviewed from August 2-13, 2010. The survey questions, which address consumer attitudes towards weight, weight loss, and weight loss supplements were developed in conjunction with National Public Radio. The margin of error is 1.8 percent.



EXECUTIVE SUMMARY

The survey asked respondents about their attitudes toward weight, weight loss, and weight loss supplements. Among those polled, nearly two thirds (58%) had a body mass index (BMI) of 25 or greater, classifying them as overweight, obese, or morbidly obese.

- 52% of respondents said they had attempted to lose some weight over the last 12 months. Among those who did, half had a goal of losing 20 pounds or less.
- 71% of all respondents said they would not be willing to pay for prescription or over-the-counter (OTC) weight-loss drugs. One-fourth of all respondents said they would be willing to pay up to \$50 per month for prescription or OTC weight-loss drugs.
- 26% of the respondents willing to pay for weight-loss drugs said they would have to lose 10 to 20 pounds to make the expense worthwhile.
- 49% of the respondents willing to pay for weight-loss drugs were not willing to accept any level of side effects associated with taking the drugs.
- Healthcare professionals discussed the benefits of weight loss at significantly greater levels with respondents in BMI classifications morbidly obese and obese (75% and 71% respectively) than with respondents considered to be overweight (44%).

SURVEY DATA

Responses in **RED** are statistically significant.

QUESTION 1: What is your height? What is your weight? (Questions were asked to calculate BMI for survey respondents)

	1: Morbidly Obese (BMI >=40)	2: Obese (30<=BMI<40)	3: Overweight (25<=BMI<30)	4: Normal (18.5<=BMI<25)	5: Underweight (BMI<18.5)
Age					
<35	1.7%	14.3%	35.4%	46.6%	2.0%
35 - 64	5.6%	22.7%	33.8%	36.7%	1.2%
65+	3.6%	19.3%	35.5%	39.5%	2.2%
Total	4.1%	19.7%	34.5%	40.0%	1.6%
Income					
< \$25k	6.4%	24.8%	32.8%	32.1%	3.9%
\$25k - \$49.9k	4.0%	25.2%	36.2%	33.3%	1.4%
\$50k - \$99.9k	3.7%	16.8%	33.5%	45.4%	0.6%
\$100k+	2.1%	15.1%	36.2%	45.7%	0.9%
Total	4.1%	19.7%	34.5%	40.0%	1.6%
Education					
High School or Less	6.1%	20.8%	36.4%	34.7%	2.0%
Some College	5.6%	23.8%	33.2%	35.3%	2.1%
College+	2.7%	16.7%	34.6%	44.8%	1.2%
Total	4.1%	19.7%	34.5%	40.0%	1.6%



QUESTION 2: Has a healthcare professional discussed the benefits of weight loss with you?

	Yes
Morbidly Obese	74.8%
Obese	71.2%
Overweight	44.1%
Total	55.4%

QUESTION 3: Over the last 12 months, have you personally attempted to lose weight?

	Yes
Age	
<35	50.0%
35 - 64	54.9%
65+	44.1%
Total	51.8%

Income	
< \$25k	55.1%
\$25k - \$49.9k	46.7%
\$50k - \$99.9k	54.6%
\$100k+	55.0%
Total	51.8%

Education	
High School or Less	51.8%
Some College	51.8%
College+	51.9%
Total	51.8%

Morbid	71.9%
Obese	74.7%
Overweight	59.2%
Normal	32.9%
Total	51.8%



QUESTION 4: What was your weight loss goal?

1. Less than 10 pounds
2. 10 to less than 20 pounds
3. 20 to less than 30 pounds
4. 30 to less than 40 pounds
5. 40 to less than 50 pounds
6. 50 pounds or more
7. No set amount

	<10	10 to <20	20 to <30	30 to <40	40 to <50	50+	No set amount
Age							
<35	15.6%	34.5%	19.9%	2.8%	1.9%	21.3%	3.8%
35 - 64	20.0%	28.8%	16.6%	8.8%	6.3%	15.0%	4.5%
65+	23.0%	27.8%	19.5%	7.9%	5.4%	9.2%	7.3%
Total	19.2%	30.2%	17.9%	7.0%	5.0%	15.9%	4.7%
Income							
< \$25k	13.8%	23.6%	15.1%	4.6%	3.2%	32.3%	7.5%
\$25k - \$49.9k	19.3%	18.8%	20.8%	5.6%	6.7%	22.8%	6.0%
\$50k - \$99.9k	15.8%	38.6%	21.5%	6.4%	4.3%	9.7%	3.7%
\$100k+	30.5%	31.6%	12.4%	8.3%	7.1%	8.6%	1.4%
Total	19.2%	30.2%	17.9%	7.0%	5.0%	15.9%	4.7%
Education							
High School or Less	17.3%	35.4%	11.8%	4.3%	6.0%	19.4%	5.7%
Some College	17.5%	24.7%	19.6%	6.3%	5.5%	21.1%	5.5%
College+	20.8%	32.6%	18.7%	8.3%	4.4%	11.4%	3.8%
Total	19.2%	30.2%	17.9%	7.0%	5.0%	15.9%	4.7%
Weight Status							
Morbidly obese	5.2%	16.5%	16.1%	2.8%	4.7%	50.4%	4.3%
Obese	8.6%	14.1%	18.6%	11.6%	10.3%	32.5%	4.3%
Overweight	17.4%	33.8%	24.9%	7.4%	3.6%	7.1%	5.7%
Normal	38.5%	45.6%	8.1%	1.0%	1.8%	1.5%	3.5%
Total	19.2%	30.2%	17.9%	7.0%	5.0%	15.9%	4.7%



QUESTION 5: Have you ever taken prescription or over-the-counter weight-loss drugs or supplements? We do not mean diet programs like Jenny Craig or Nutri-System or meal replacement products like Slim-Fast.

Yes

Age

<35	18.4%
35 - 64	14.4%
65+	9.7%
Total	14.8%

Income

< \$25k	16.3%
\$25k - \$49.9k	12.8%
\$50k - \$99.9k	15.3%
\$100k+	15.1%
Total	14.8%

Education

High School or Less	15.2%
Some College	18.2%
College+	12.6%
Total	14.8%

Morbidly Obese	35.3%
Obese	24.1%
Overweight	11.9%
Normal	10.9%
Total	14.8%



QUESTION 6: How much would you be willing to pay per month out of your own pocket for prescription or over-the-counter weight-loss drugs or supplements?

1. Less than \$25
2. \$25 to less than \$50
3. \$50 to less than \$100
4. \$100 to less than \$150
5. \$150 or more
6. Would not be willing to spend any money

	<\$25	\$25 to <\$50	\$50 to <\$100	\$100 to <\$150	\$150 or more	Not willing to spend money
Age						
<35	21.3%	8.1%	3.1%	1.2%	0.0%	66.4%
35 - 64	18.9%	6.5%	2.6%	0.8%	0.4%	70.8%
65+	11.1%	4.8%	1.1%	0.7%	0.2%	82.2%
Total	18.3%	6.7%	2.5%	0.9%	0.2%	71.4%
Income						
< \$25k	18.9%	4.3%	1.5%	2.4%	0.3%	72.6%
\$25k - \$49.9k	19.0%	6.2%	2.2%	0.6%	0.0%	71.9%
\$50k - \$99.9k	21.7%	6.9%	2.1%	0.4%	0.3%	68.6%
\$100k+	16.4%	7.2%	6.7%	0.8%	0.5%	68.5%
Total	18.3%	6.7%	2.5%	0.9%	0.2%	71.4%
Education						
High School or Less	18.1%	8.6%	3.2%	0.5%	0.2%	69.4%
Some College	19.7%	7.2%	2.1%	1.4%	0.2%	69.3%
College+	17.4%	5.8%	2.6%	0.6%	0.3%	73.2%
Total	18.3%	6.7%	2.5%	0.9%	0.2%	71.4%
Weight						
Morbidly Obese	26.6%	12.5%	5.7%	2.5%	0.0%	52.8%
Obese	21.9%	9.4%	3.3%	0.6%	0.4%	64.4%
Overweight	16.0%	4.5%	2.5%	1.4%	0.3%	75.3%
Normal	17.0%	6.1%	2.0%	0.4%	0.2%	74.4%
Total	18.3%	6.7%	2.5%	0.9%	0.2%	71.4%

QUESTION 7: How much weight would you have to lose using prescription or over-the-counter weight-loss drugs or supplements to make taking them worthwhile?

1. Less than 10 pounds
2. 10 to less than 20 pounds
3. 20 to less than 30 pounds
4. 30 to less than 40 pounds
5. 40 to less than 50 pounds
6. 50 pounds or more
7. No set amount

	<10	10 to <20	20 to <30	30 to <40	40 to <50	50+	No set amount
Age							
<35	13.6%	25.1%	27.0%	3.7%	7.1%	17.1%	6.5%
35 - 64	14.8%	27.0%	21.1%	8.8%	4.9%	17.2%	6.2%
65+	15.2%	21.2%	28.8%	9.1%	7.1%	10.6%	8.1%
Total	14.4%	25.8%	23.9%	7.0%	5.9%	16.5%	6.5%
Income							
< \$25k	8.9%	14.0%	38.6%	7.1%	4.0%	19.9%	7.5%
\$25k - \$49.9k	12.5%	28.4%	13.0%	6.2%	11.1%	24.8%	3.9%
\$50k - \$99.9k	13.4%	24.2%	28.3%	6.5%	5.5%	14.4%	7.7%
\$100k+	15.9%	31.2%	23.8%	11.0%	2.1%	8.8%	7.2%
Total	14.4%	25.8%	23.9%	7.0%	5.9%	16.5%	6.5%
Education							
High School or Less	19.2%	21.9%	22.4%	8.8%	7.4%	15.1%	5.2%
Some College	11.6%	28.9%	20.6%	5.8%	9.5%	18.6%	5.1%
College+	14.6%	25.3%	27.3%	7.3%	2.1%	15.3%	8.2%
Total	14.4%	25.8%	23.9%	7.0%	5.9%	16.5%	6.5%
Morbidly Obese	0.7%	8.0%	5.0%	11.1%	5.7%	68.1%	1.4%
Obese	3.0%	15.2%	23.0%	14.3%	18.9%	21.7%	3.9%
Overweight	8.1%	31.3%	34.0%	5.3%	2.2%	12.4%	6.8%
Normal	30.4%	30.5%	17.9%	3.0%	1.3%	7.6%	9.3%
Total	14.4%	25.8%	23.9%	7.0%	5.9%	16.5%	6.5%



QUESTION 8: What level of side effects would you be willing to accept while taking weight-loss drugs or supplements to help you reach your goal? Would you say . . . ?

1. **None**
2. **Minor or temporary, such as headache or dry mouth, etc.**
3. **Moderate or longer lasting such as insomnia or digestive problems, etc.**
4. **Severe such as liver or heart complications, etc.**

	None	Minor	Moderate	Severe
Age				
<35	48.6%	47.2%	4.2%	0.0%
35 - 64	46.3%	48.4%	3.9%	1.4%
65+	63.9%	30.8%	4.8%	0.5%
Total	48.8%	46.2%	4.1%	0.8%
Income				
< \$25k	44.6%	52.1%	2.2%	1.1%
\$25k - \$49.9k	38.7%	56.8%	4.5%	0.0%
\$50k - \$99.9k	55.1%	37.0%	6.9%	1.0%
\$100k+	37.3%	60.9%	1.9%	0.0%
Total	48.8%	46.2%	4.1%	0.8%
Education				
High School or Less	57.3%	29.2%	9.8%	3.7%
Some College	45.0%	50.5%	3.8%	0.7%
College+	47.8%	49.6%	2.6%	0.0%
Total	48.8%	46.2%	4.1%	0.8%
Weight				
Morbidly Obese	19.0%	65.9%	11.3%	3.8%
Obese	41.0%	55.7%	3.0%	0.4%
Overweight	43.3%	54.0%	2.2%	0.5%
Normal	61.5%	31.5%	6.1%	1.0%
Total	48.8%	46.2%	4.1%	0.8%

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