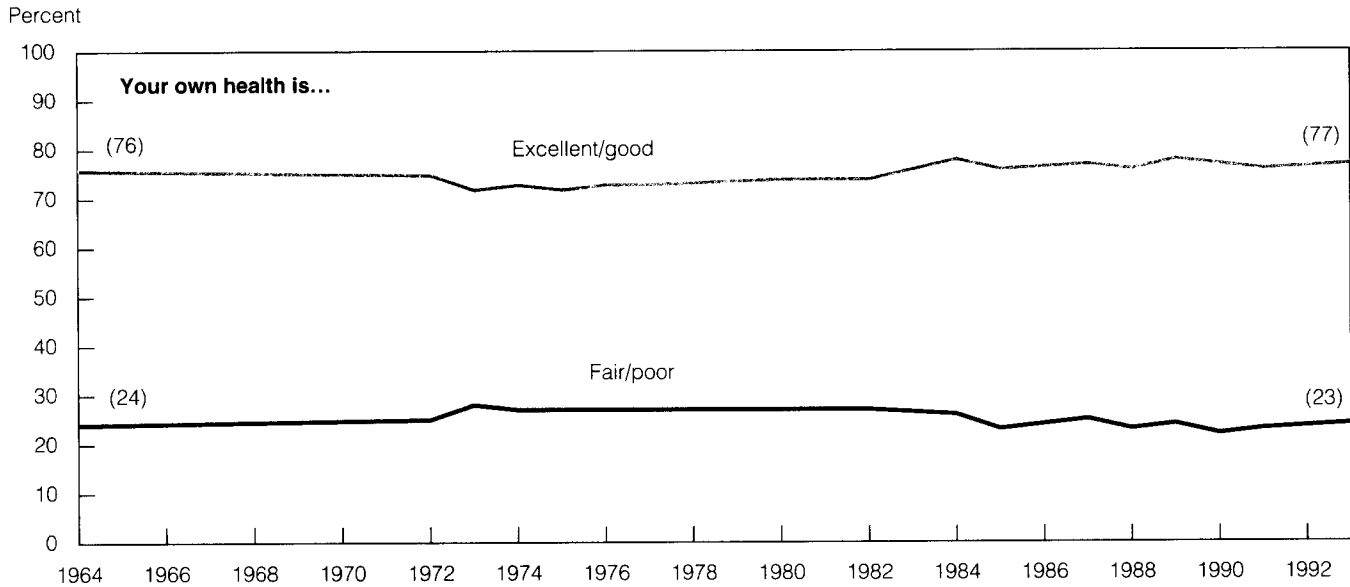


DEMOGRAPHICS OF FITNESS

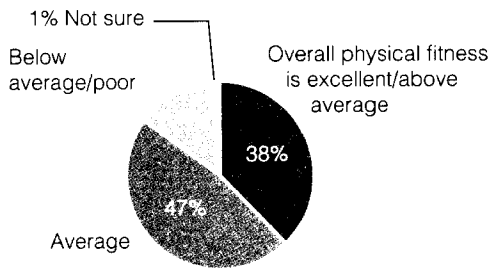
Is the "fitness revolution" of the 1980s sputtering? Was it a revolution? The data in the next five pages help answer these questions. A large majority of Americans have consistently rated their own health as excellent or good. A plurality consider their level of physical fitness to be average and are exercising as they did five years ago.

Question: **Would you say your own health, in general, is excellent, good, fair, or poor?**



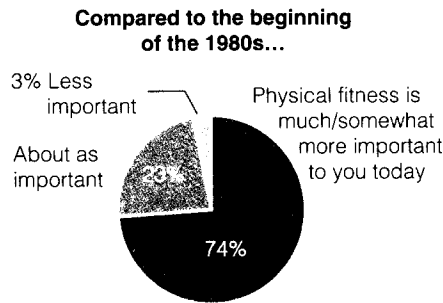
Source: Surveys by the National Opinion Research Center, latest that of February–April, 1993.

Question: **How would you rate your overall physical fitness, that is, the kind of shape you are in—excellent, above average, average, below average, or poor?**



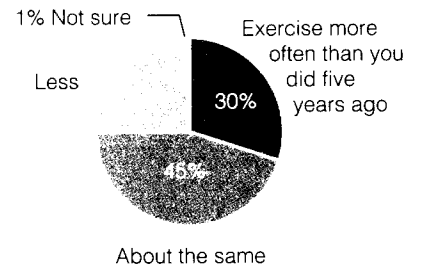
Source: Survey by Peter D. Hart Research Associates for the President's Council on Physical Fitness and the Sporting Goods Management Association, October 15–20, 1993.

Question: **Compared to the beginning of the 1980s, how important are the following issues to you today?**



Note: Sample=household financial decisionmakers.
Source: Survey by Willard and Shullman for *Money*, June 18–August 12, 1991.

Question: **Do you exercise more often than you did five years ago, less often, or about the same?**

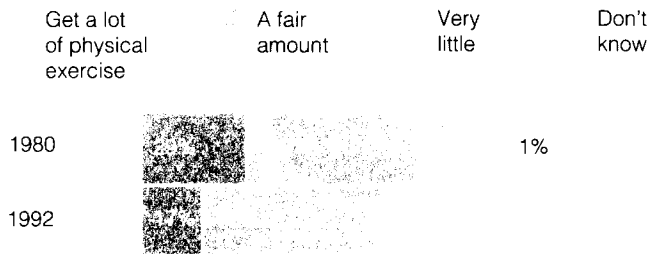


Source: Survey by Yankelovich Clancy Shulman for *Time* and CNN, August 19–20, 1992.

Levels of Activity

The proportion of respondents saying they get a fair amount of exercise has been steady over the last decade, but 59 percent of less active adults say they would like to be more active. Still, if we had four extra hours a day, just as many of us would sleep more as would exercise or play sports.

Question: **How much physical exercise do you get—a lot, a fair amount, or very little?**

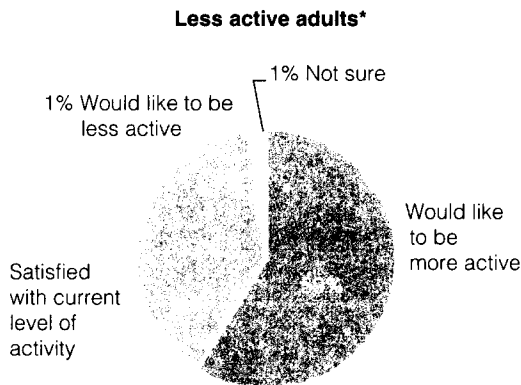


Get very little physical exercise (1992)

<\$15,000	43%
\$50,000+	29%
<H.S. grad.	44%
College grad.	33%

Source: Surveys by the Roper Organization (Roper Reports 92-10), latest that of October 17-24, 1992.

Question: **Would you like to be more physically active than you are today, less active, or are you generally satisfied with your current level of activity?**



Note: *Asked of adults who say they exercise vigorously less than two days a week (43%).
Source: Survey by Peter D. Hart Research Associates for the President's Council On Physical Fitness and Sports and the Sporting Goods Manufacturers Association, October 15-20, 1993.

Question: **How often do you exercise strenuously—that is, so you breathe heavily and your heart and pulse rate are accelerated for a period lasting at least 20 minutes—never, less than 1 day a month, 1 to 3 days a month, 1 day a week, 2 days a week, 3 days a week, 4 to 5 days a week, or 6 to 7 days a week?**

Exercise strenuously 3 or more days a week



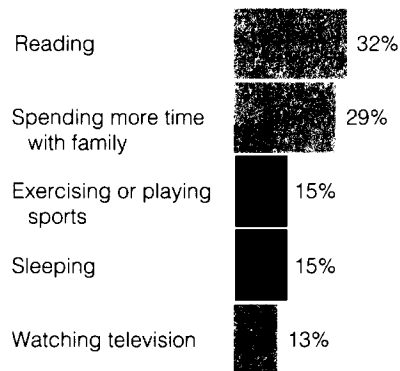
1992 subgroups

\$7,500-15,000	36%
\$50,001+	44%
<H.S. grad.	38%
College grad.	44%

Source: Survey by Princeton Survey Research Associates for *Prevention*, latest that of November 6-December 4, 1992.

Question: **I'd like you to imagine a situation in which you had four extra hours every day to do whatever you wanted to do. Which two or three of these things do you think you would do more of with those extra four hours?**

Would do more of with four extra hours a day

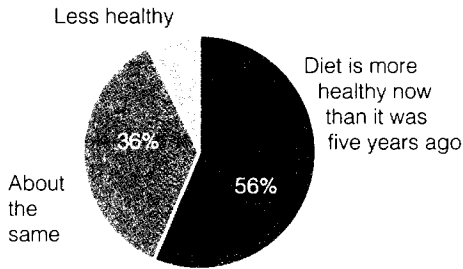


Note: Not all categories shown.
Source: Survey by the Roper Organization (Roper Reports 93-5), April 17-24, 1993.

Nutrition

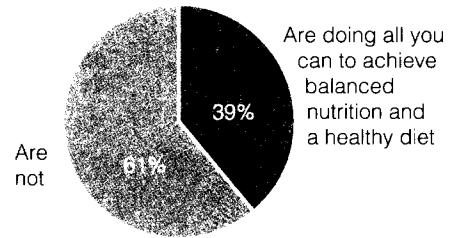
We say our diets are healthier than in the past, but we also see room for improvement. Changes in our consumption patterns support our claim that we are trying to make our diets healthier. A slim (we wonder) majority say they eat what they want whenever they feel like it.

Question: **Would you say your diet is more healthy now than it was five years ago, less healthy now, or is about the same?**



Source: Survey by CBS News/*New York Times*, May 4-6, 1993.

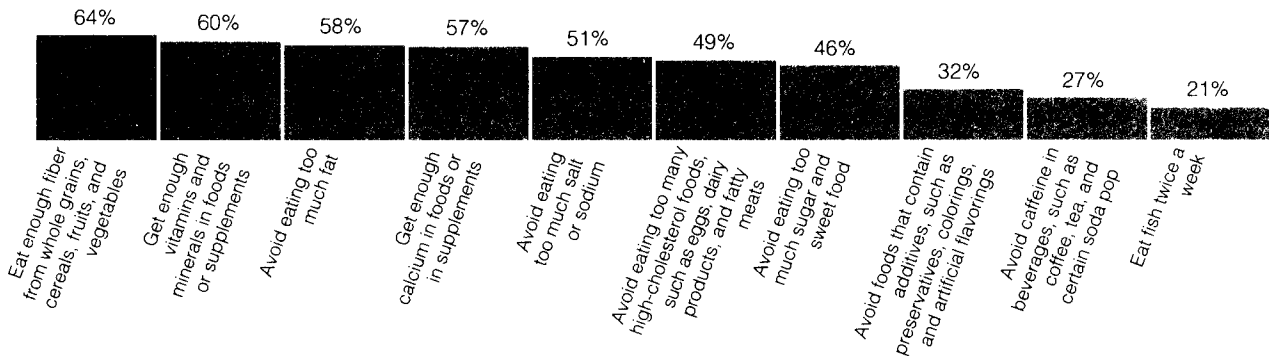
Question: **Do you feel that you are currently doing all you can to achieve balanced nutrition and a healthy diet?**



Source: Survey by the Wirthlin Group for the American Dietetic Association and Kraft General Foods, April 30-May 14, 1993.

Question: **Thinking about your personal diet and nutrition, do you try a lot, try a little, or don't try at all to...?**

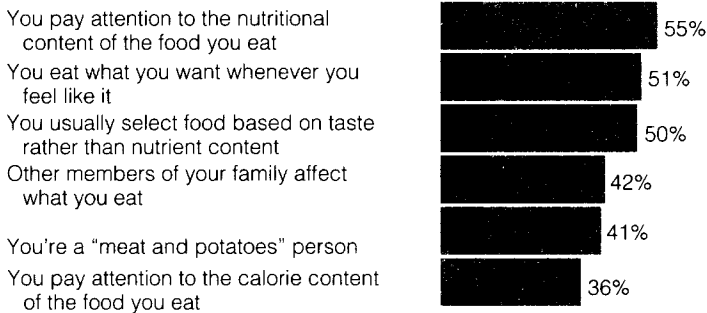
Try a lot to...



Source: Survey by the Princeton Survey Research Associates for *Prevention*, November 6-December 4, 1992.

Question: **Please tell me how well these statements describe your eating behavior most of the time. Use a scale from one to five where five describes your behavior completely and one doesn't describe your behavior at all.**

Describes your behavior very well (4-5)



Note: Only responses getting 30% or more are shown.

Source: Survey by Marketing and Research Counselors for the National Restaurant Association, September 14-27, 1992.

Per capita sales of...

Pounds

	Beer	Chicken	Fish
1972	85.7	38.4	12.5
1982	76.9	47.9	12.1
1992	66.5	68.2	14.8

	Whole milk	Skim milk	Heavy cream	Sour cream/dips	Yogurt
1972	191.3	12.4	.5	1.3	1.3
1982	126.5	10.6	.7	1.9	2.6
1992	79.6	25.0	1.2	2.7	4.2

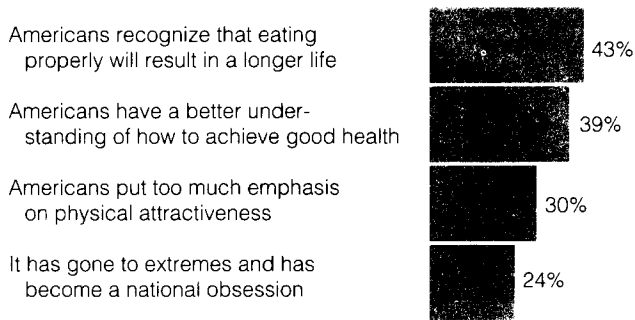
Source: U.S. Department of Agriculture.

Dieting

Women are more likely than men to consider themselves overweight. Only 24 percent of Americans say that dieting away our excesses has become a national obsession, compared to 43 percent who consider dieting a key to a longer life. About the same proportion of Americans is trying to lose weight today as was trying four decades ago.

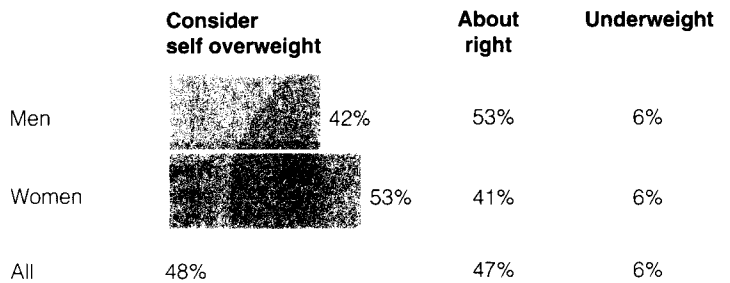
Question: **Here is a list of statements about dieting. Please read down that list and call off the statements which express your feelings about dieting in our country these days.**

Express your feelings about dieting in our country these days



Source: Survey by the Roper Organization (Roper Reports 92-1), December 1-8, 1991.

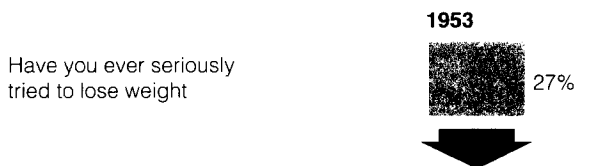
Question: **Do you consider yourself underweight, about right for your height, somewhat overweight, or definitely overweight?**



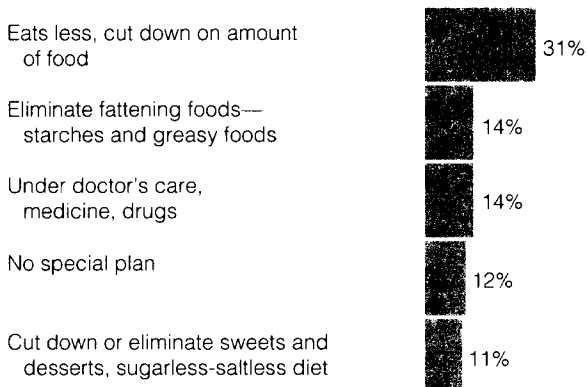
Note: Young people were more likely than other groups to say their weight was "about right." There were no significant differences in responses by education and income groups.
Source: Survey by the Roper Organization (Roper Reports 92-10), October 17-24, 1992.

Question: **Have you ever seriously tried to lose weight? Yes? When?**

Question: **Is there any special trick or plan for losing weight that really works with you? If "yes," what is it?**



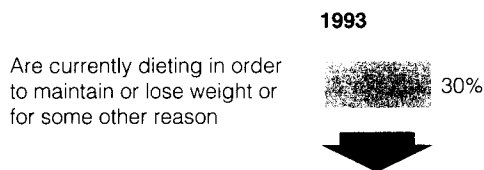
Special trick/plan that really works with you



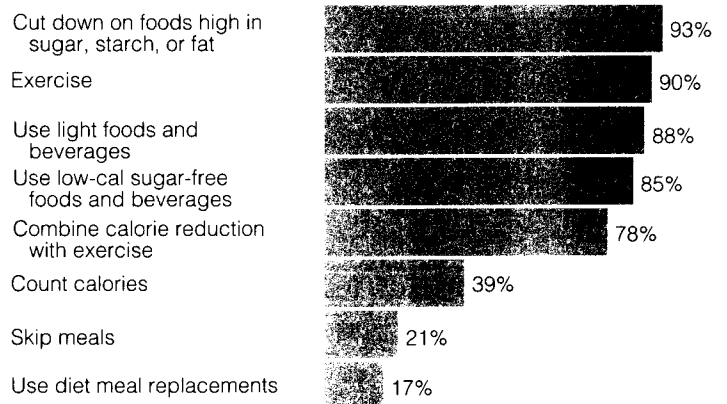
Note: "Exercise/walking" was cited by 4%, "working hard/keeping busy" by 1%.
Source: Survey by the Gallup Organization, February 1-5, 1953.

Question: **Are you currently dieting in order to maintain or reduce your weight, or for some other reason?**

Question: **Do you...?**



Do the following

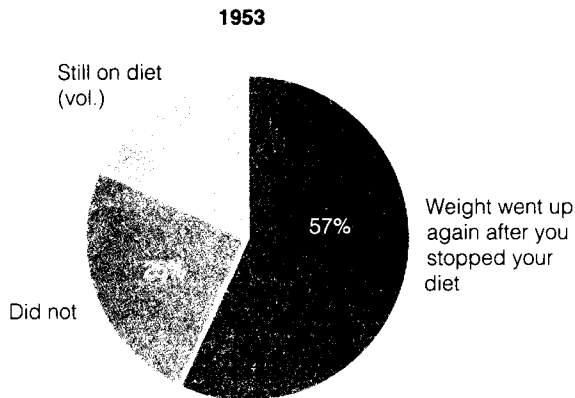


Source: Survey by Booth Research Services, Inc., for the Calorie Control Council, January 12-23, 1993.

Scaling Back

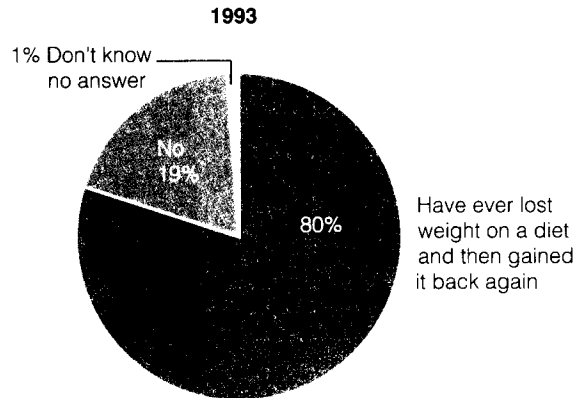
Alas, solid majorities of us say that we've gained the pounds back that we once shed. Eating healthy and exercising regularly appear to be more important to looking good than wearing the right clothes. Diet soft drinks and exercise clubs have found their niche.

Question: **Did your weight go up again after you stopped your diet, or not?**



Note: Asked of 26% of respondents who said they have ever seriously tried to lose weight.
Source: Survey by the Gallup Organization, February 1-5, 1953.

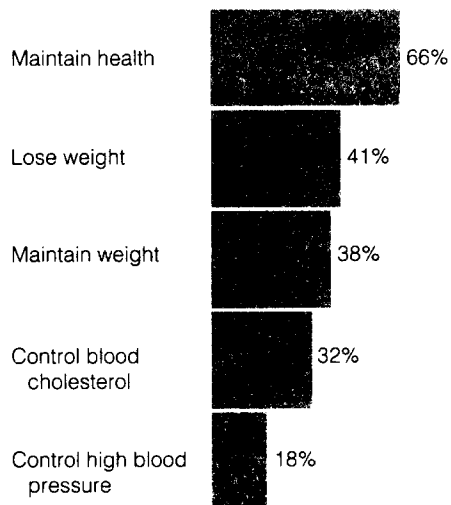
Question: **Did you ever lose weight on a diet and then gain it back again?**



Note: Asked of 52% of respondents who said they have ever been on a diet.
Source: Survey by CBS News/*New York Times*, May 4-6, 1993.

Question: **During the past year, have you restricted your diet to...?**

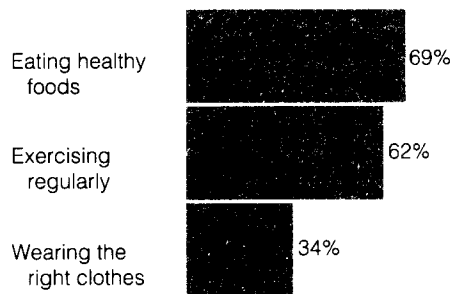
In the past year have restricted your diet to...



Source: Survey by Marketing and Research Counselors for the National Restaurant Association, September 14-27, 1992.

Question: **I'd like to know how important each of the following are to you personally in helping you to look your best? For each item on this card, please indicate if you feel it is very important, somewhat important, or not that important in helping you to look your best.**

Very important in helping you to look your best



Note: Not all categories shown.
Source: Survey by the Roper Organization (Roper Reports 93-4), March 31-April 27, 1993.

Weight loss industry sales in 1993

	Millions
Diet soft drinks	\$15,100
Fitness spas/exercise clubs	7,900
Low-calorie/diet foods/entrees	2,430
Commercial weight loss centers/programs	1,990
Medically supervised weight loss programs	1,724
Artificial sweeteners	1,390
Retail meal replacements and appetite suppressants	1,173
Diet books, videos, and audio cassettes	218

Source: Marketdata Enterprises.