



## **Actionable Solutions for Overweight Segments of the Population**

This study will explore the different attitudinal groups of people that exist among respondents found to be overweight or obese. The objective of this study is to start to understand which tools can be used to address weight loss. However, in order to do that appropriately, it cannot be assumed that everyone can use the same approach simply because they are overweight.

Clearly, based on data collected in other studies, there are many people overweight who do not believe that they are overweight. The objective is to help marketers and developers to understand the many different facets of overweight and obesity, the many different types of overweight consumers and the best options for moving forward with programs and products directed at helping them.

For more information on this study and the benefits of sponsorship, please contact Jim Kane, VP Client Services at [jim.kane@healthfocus.com](mailto:jim.kane@healthfocus.com).