



HOLIDAY SURVEY 2013



7 OF 10 AMERICANS WILL RESOLVE TO LOSE WEIGHT IN THE NEW YEAR – EVEN THOUGH MOST HAVE FAILED IN PREVIOUS ATTEMPTS

Majority put a clear diet plan, personalized coaching and more food choices on their wish lists for weight loss success

TOPLINE FINDINGS*



- ✦ Nearly 80 percent of surveyed U.S. adults said they gain weight during the holidays.
- ✦ 70 percent of Americans claim that losing weight will be their New Year resolution this year.
- ✦ Almost 75 percent of U.S. adults have previously made weight loss a New Year resolution.
 - Nearly half of U.S. adults who have made losing weight a New Year resolution in the past were unsuccessful at their goal.
- ✦ 70 percent of those who say they failed in previous pursuits of New Year weight loss goals abandoned their resolutions by March.
- ✦ 7 out of 10 adults believe having personalized diet coaching would help them be more successful in losing weight.

**This survey was conducted online within the U.S. by USamp on behalf of The Dukan Diet from November 15–19, 2013, among 1,012 adults ages 18 and older. Age, gender and region were balanced to reflect U.S. Census figures.*



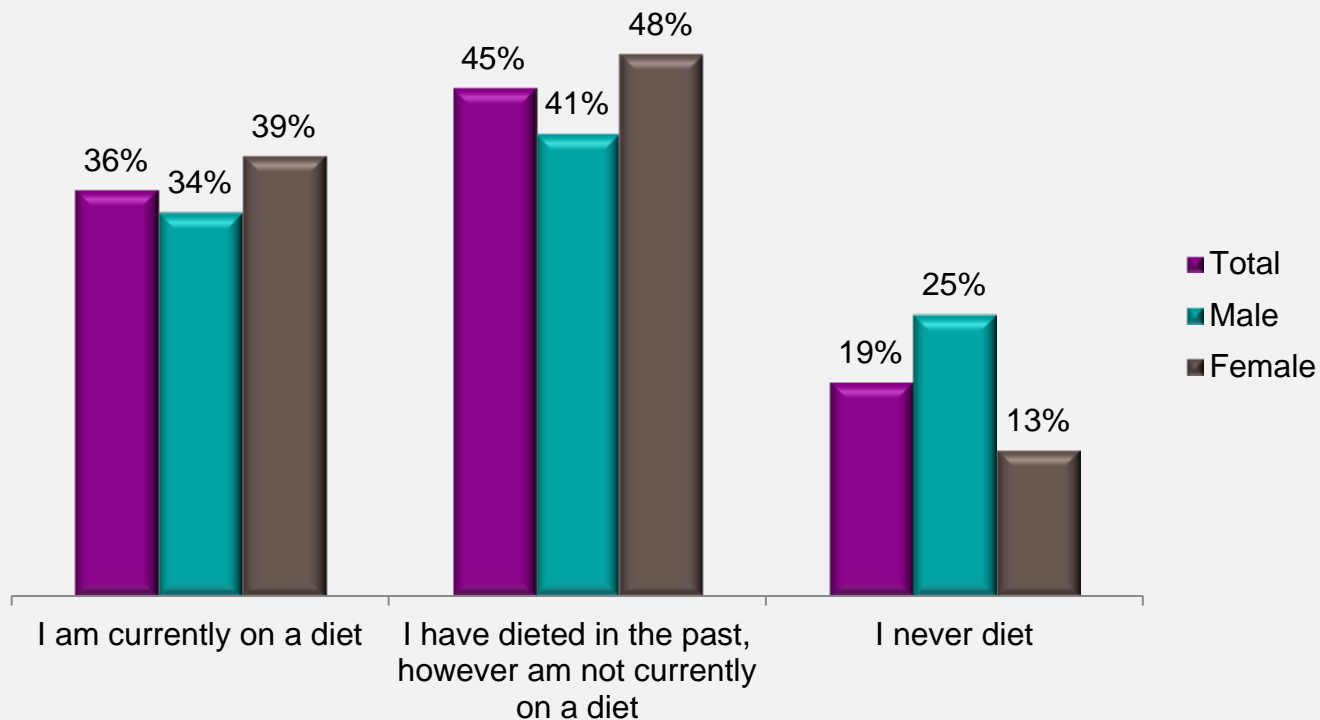
DETAILED RESULTS



OVER 1/3 OF AMERICANS ON A DIET



- ✦ 8 out of 10 U.S. adults have dieted in the past, including 75 percent of males.
- ✦ Over one-third of Americans are currently on a diet.



Base: Total

MULTIPLE DIETS COMMON



- + Most Americans who have dieted in the past have tried 2-4 different diets.

Please think of all the diets you have done in the past. How many different diets have you tried?

	Total
1	13%
2	24%
3	24%
4	13%
5	10%
6	5%
7	1%
8	1%
9	0%
10+	8%

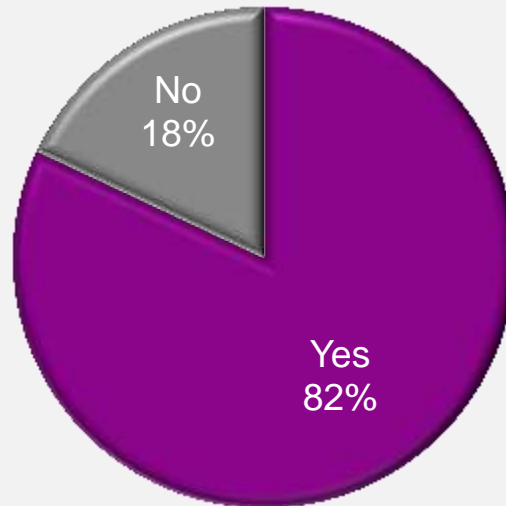
Base: On diet or have dieted in the past (821)

LOSING WEIGHT IN THE NEW YEAR



✦ 4 out of 5 Americans plan on losing weight in 2014.

Are you planning on losing weight in the New Year (2014)?



	18 to 24	25 to 34	35 to 44	45 to 54	55+	Male	Female
Yes	79%	88%	82%	83%	78%	76%	87%
No	21%	12%	18%	17%	22%	24%	13%

Base: Total

LOSING WEIGHT IN THE NEW YEAR



- + 8 out of 10 Americans typically gain weight during the holiday season.
- + 7 out of 10 Americans claim that losing weight will be their New Year resolution this year.
- + Nearly three-quarters of U.S. adults have had losing weight as a New Year resolution in the past.
- + Nearly 3 out of 4 Americans worry about their weight during the holiday season.
- + Over two-thirds of adults have failed on past diet attempts.
- + 7 out of 10 adults believe having personalized diet coaching would help them be more successful in losing weight.

	Agree (Net)	Disagree (Net)
I wish it were easier to lose weight	86%	14%
I would like to lose weight in the new year (2014)	84%	16%
I typically gain weight during the holiday season	79%	21%
Losing weight has been my New Year resolution in the past	72%	27%
I worry about my weight during the holiday season	72%	28%
Losing weight will be my New Year resolution	70%	30%
Having personalized diet coaching would help me be more successful in losing weight	70%	30%
I have failed on past diet attempts	69%	31%

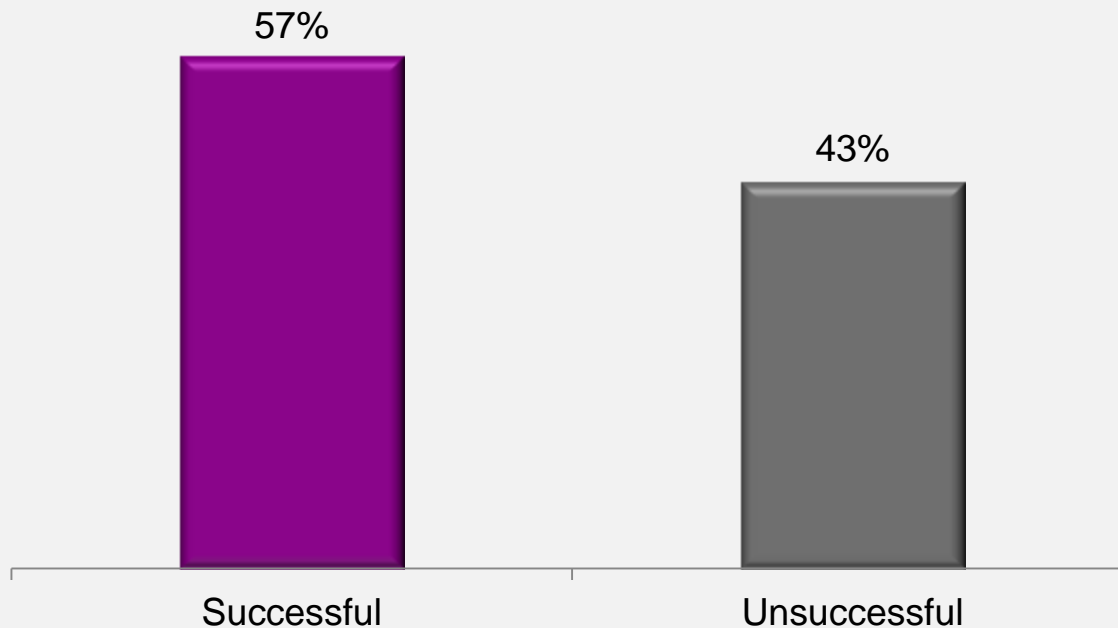
Base: Total

SUCCESSFUL?



- + Nearly half of U.S. adults who have made losing weight a New Year resolution in the past were unsuccessful at their goal.

*You mentioned that losing weight has been your New Year resolution in the past.
How successful were you at your goal of losing weight?*



Base: Losing Weight has been a resolution in the past (730)

UNSUCCESSFUL: WHEN?



- ✦ 70 percent who were unsuccessful at losing weight as a New Year resolution abandoned their goal by March.

You mentioned that you were unsuccessful at your goal to lose weight. What did month you abandon your New Year resolution of losing weight/dieting?

	Total
January	12%
February	31%
March	27%
April	11%
May	5%
June	5%
July	2%
August	2%
September	1%
October	1%
November	1%
December	1%

Base: Unsuccessful at losing weight as New Year resolution (314)

UNSUCCESSFUL: WHY?



- ✦ Nearly half of those who were unsuccessful at losing weight for a resolution believe that having personalized diet coaching would have helped them be more successful.

Below, select what you think would have helped you be more successful at losing weight as a New Year Resolution:

	Agree (Net)
Having a clear diet plan to follow	62%
Having personalized diet coaching	43%
Having more food choices	40%
Easier access to gyms	28%
Using a protein-based diet	22%
Other	8%
None of the above	4%

Base: Unsuccessful at losing weight as New Year resolution (314)