

Harris Interactive®

BMI Specialty Panel

A person's Body Mass Index (BMI) can affect his or her health, attitudes, behaviors, and personal preferences in a variety of ways. To accommodate those interested in exploring BMI-related issues, Harris Interactive has created a specialty panel of adults, all of whom have provided the information necessary to compute their BMI. Now, clients interested in learning more about underweight, normal weight, overweight and obese adults can do so quickly, easily and economically—in fact, there is no additional cost to use the BMI panel in a proprietary study. Clients can also leverage Harris Interactive's vast experience in conducting research that explores potentially sensitive issues.



Reliable, Projectable Research

BMI specialty panel members can be accessed at any time as they are part of the Harris Poll OnlineSM, a top quality, carefully managed panel of individuals who have agreed to participate in our online research studies. Additionally, the BMI panel is broadly representative with regard to how BMI is distributed in the US general population.

The BMI specialty panel includes more than 165,000 U.S. adults, ages 18+, whom we have grouped into four categories:

- **Underweight adults** (15,000+ panel members) – BMI level less than 18.5
- **Normal Weight Adults** (38,000+ panel members) – BMI level between 18.5 and 24.9
- **Overweight Adults** (51,000+ panel members) – BMI level between 25 and 29.5
- **Obese Adults** (59,000+ panel members) – BMI level of 30 or more

Harris Interactive® BMI Specialty Panel

What We Know About U.S. Panel Members

	Underweight BMI= <18.5	Normal weight BMI= 18.5-24.9	Overweight BMI= 25-29.9	Obese BMI= 30+
Total Adults	15,000+	38,000+	51,000+	59,000+
Men	14%	33%	54%	46%
Women	86%	67%	46%	54%
18-34	14%	22%	10%	10%
35-44	12%	17%	14%	16%
45-54	17%	21%	23%	26%
55+	57%	40%	53%	49%
Midwest	26%	23%	24%	26%
Northeast	25%	24%	23%	23%
South	28%	30%	31%	30%
West	21%	23%	22%	20%

Relevant Insights for Consumer Products/Services

Clients across the consumer product and service industry now have an easy and fast way to survey adults across the entire BMI spectrum. Clients can understand and compare preferences on travel, foods, beverages, vitamins and supplements and much more. Research can be used in a multitude of ways including:

- Examine airline travel attitudes related to 'people of size'
- Learn about food and beverage preferences
- Investigate how attitudes about health and wellness are impacting consumer food and beverage choices in the supermarket and in restaurants
- Gauge interest in specialty food/drink products
- Measure trends in supplements/vitamin usage among consumers of differing BMI levels
- Assess trends in health and wellness lifestyle activities
- Measure impact and effectiveness of weight loss programs and activities
- Profile health and wellness attitudes and habits among consumers of differing BMI levels

AHEAD OF WHAT'S NEXT.

877.919.4765 info@harrisinteractive.com www.harrisinteractive.com

© 2010 Harris Interactive, Inc. All Rights Reserved. 09.10

What is BMI?

BMI is a statistical measure which compares a person's weight and height. Though it does not actually measure the percentage of body fat, it is used to estimate a healthy body weight based on a person's height. Due to its ease of measurement and calculation, it is the most widely used diagnostic tool to identify weight problems.

How is BMI Calculated?	Example
$\frac{(\text{weight in pounds} * 703)}{\text{height in inches}^2}$	<p>Man is 6'1" and weighs 172 pounds</p> $\frac{(172 * 703)}{(73 * 73)} = \frac{120,916}{5,329} = 22.7 \text{ BMI (Normal Weight)}$

Contact Us

For more information on the Harris Interactive BMI Panel or our custom research services, please contact us at **877.919.4765** or info@harrisinteractive.com.

