

# Connecting with Health-conscious Consumers Online

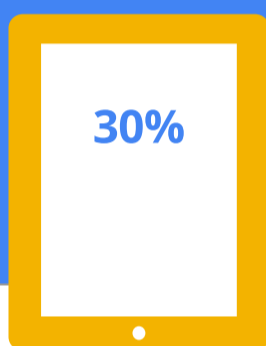
Marketers need to help consumers manage the many weight loss options out there. Three key findings from our recent study with The Modellers suggest how.

Consumers are actively researching across screens. Be there during the moments that matter.

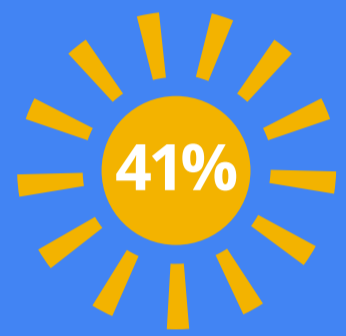
Weight loss consumers spend **27 hours/week** on the internet



often using a **smartphone** or **tablet**



They buy health, diet or fitness products throughout the year, especially in the **summer**



Many are focused on fitness. Target messages accordingly to reach a wider audience.

**30% purchased** a fitness club membership in the past year



**23%** of dieters say **gym memberships** are most effective

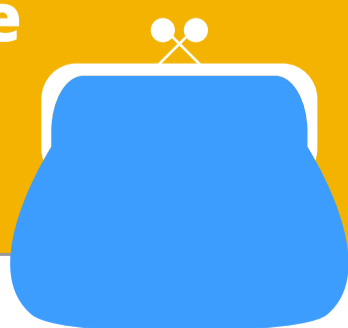


vs. 9% who went with a weight loss service



Cost is a barrier. Offer less expensive or “try-before-you-buy” digital options.

**11%** want an **affordable** solution\*



**58%** said **cost prevented** them from completing a weight loss program

