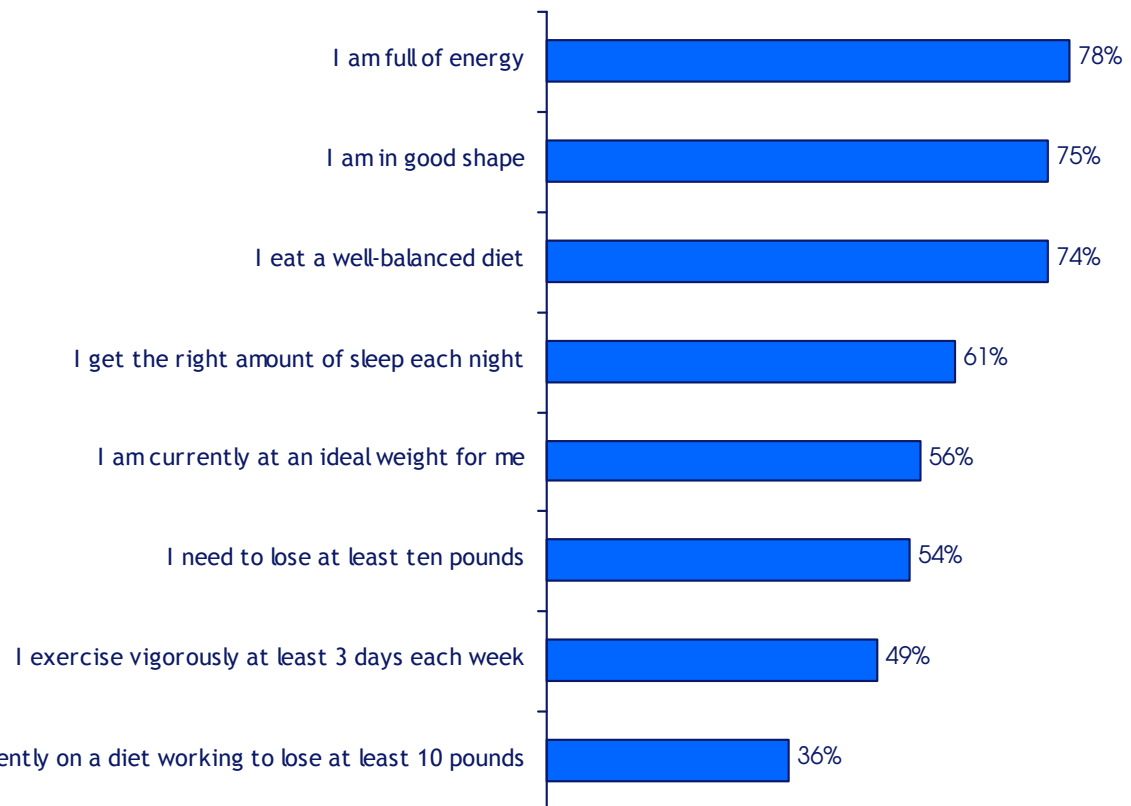


Americans Are Probably Overly Optimistic About Their Health

- A majority (57%) of Americans report being in excellent (22%), very good health (35%), or good health (27%) and others report being in fair (12%) or poor health (4%).
- While 54% of Americans believe others would say they need to lose at least 10 pounds, only 36% believe others would say they are currently on a diet.
- Similarly, while 75% agree that others think they are in good shape, only 49% believe others would say they exercise vigorously at least 3 days each week.

Q. In thinking about how you think others view you, please tell me whether or not you agree with the following statements. I think other people I know would say:

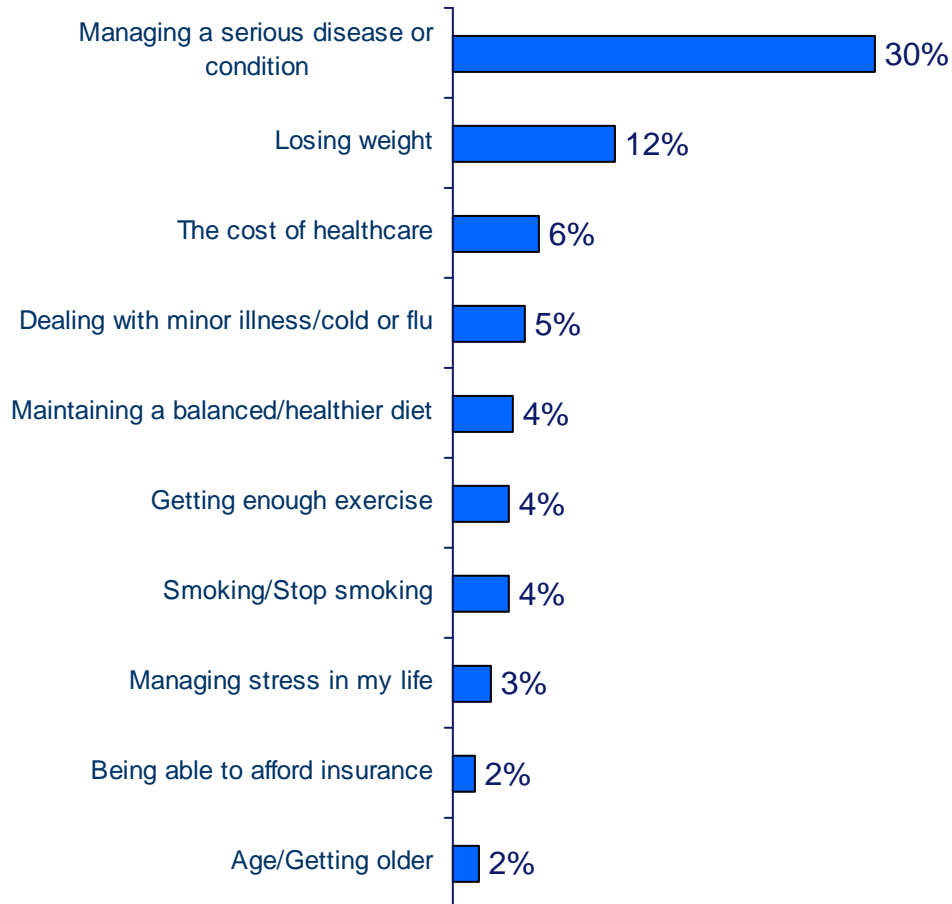
Percent Strongly or Somewhat Agreeing



The sampling error is +/- 3%

Managing a Serious Disease, Losing Weight and the Cost of Healthcare Are Top Health Concerns

Q. What is the most important health issue you personally face today?



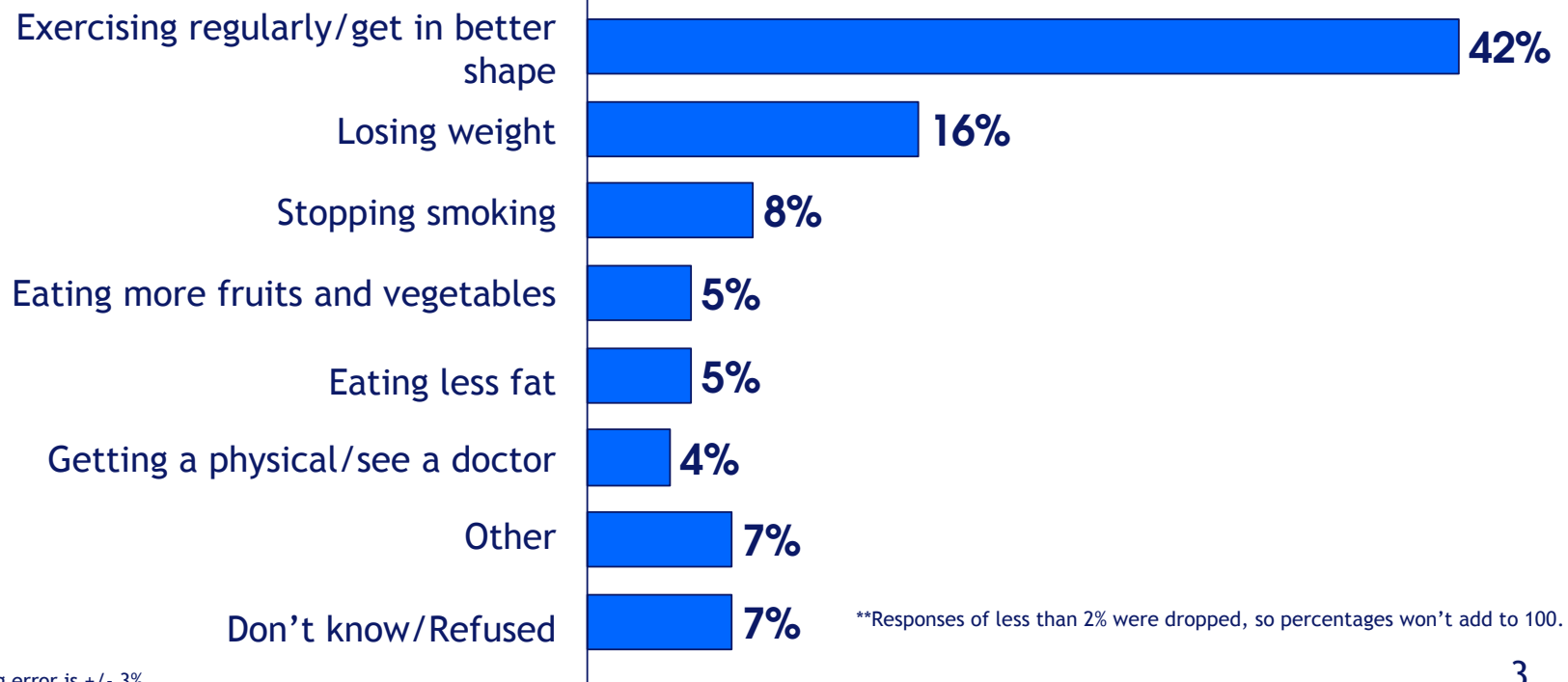
The sampling error is +/- 3%

- Almost one-third (30%) of Americans say managing a serious disease or illness is their No. 1 health concern.
- 12% cite losing weight, and 6% cite the cost of health care.

Losing Weight Is Second In Importance to Exercise for Improving Health

- 42% of Americans view exercising or getting into better shape as the most important thing they can do for their health.
- Losing weight is second, with 16% citing it as the most important thing they can do.

Q. What is the most important thing you could do this year to improve your health?



**Responses of less than 2% were dropped, so percentages won't add to 100.

The sampling error is +/- 3%

Americans Have Varying Levels of Optimism on Their Ability to Manage Stress and Stop Smoking

- Most Americans who feel it is important believe they will be successful at improving their diet (96%), exercising more (90%) and losing weight (85%).
- Only about half of those who feel it is important believe they can successfully stop smoking (55%) or manage stress (51%).

Q. How successful do you believe you will be in:

	Percent Saying Very or Somewhat Successful
Eating more fruits and vegetables	96%
Exercising regularly/get in better shape	90%
Losing weight	85%
Recovering from an illness	84%
Better managing an illness/chronic condition	81%
Eating less fat	80%
Drinking less alcohol	77%
Stopping smoking	55%
Managing my stress	51%

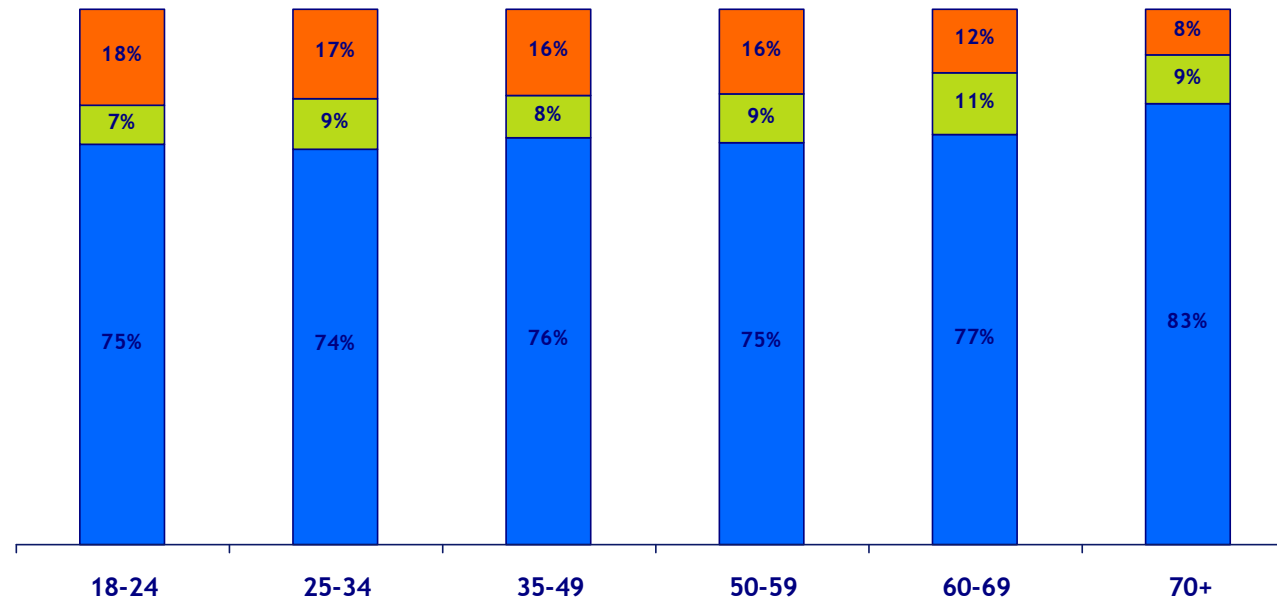
Bases for percentages vary. Based on percentage saying each item is the most important thing they could do to improve their health this year.

The sampling error is +/- 3%

Even the Elderly Report Stable Health

- The percentage of Americans reporting stable health is relatively constant across all age groups.
- People age 60 to 69 show the greatest likelihood of deteriorating health.
- The percentage reporting improving health declines with age.

Q. Compared to one year ago, would you say your health is...?



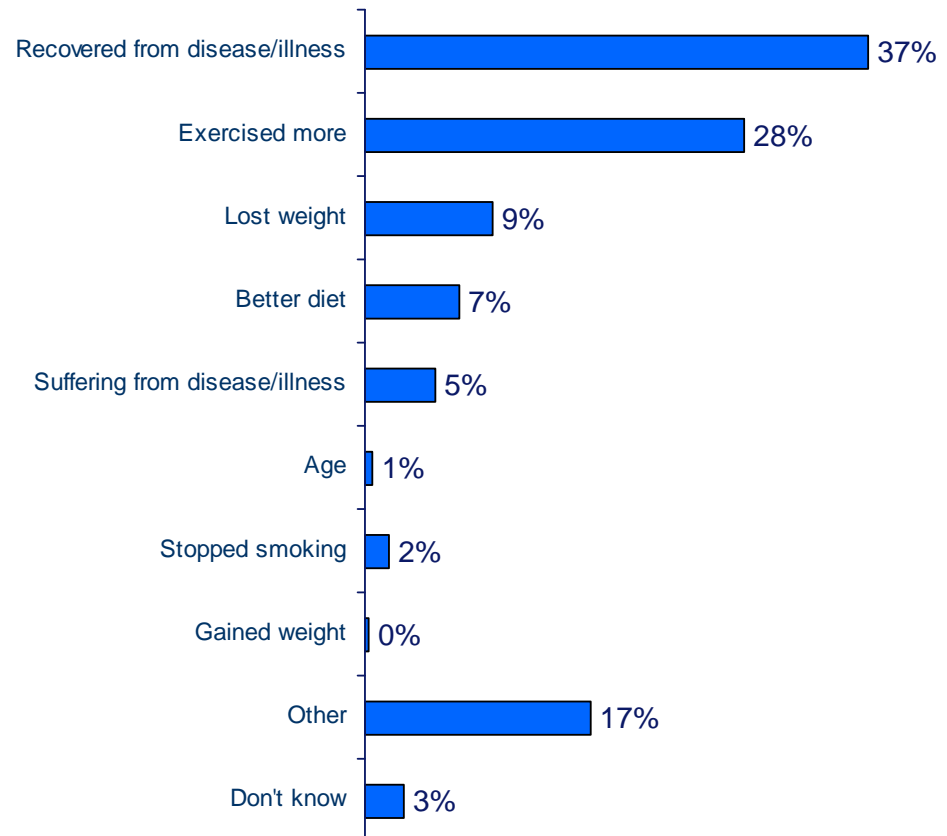
The sampling error is +/- 3%

■ About the same ■ Worse ■ Better

Recovery from Illness and More Exercise Are Major Reasons for Improved Health

Q. Why do you say your health is better compared to last year?

- The most common reasons for improved health are recovery from an illness and more exercise.



The sampling error is +/- 3%

Percentages based on 357 respondents who indicated their health was better compared to one year ago

What Determines Success?

Q. Why do you believe you will be very successful at:

Exercising Regularly

	Percent of Those Answering
Weighted Number Answering	(291)
Exercise/work out regularly	22%
Currently doing it/do it everyday/part of my lifestyle	18%
Determined/put my mind to it	5%
Believe in myself/positive attitude	3%
I'm motivated/more motivated	3%
Need to do it/it's important	5%
I'm committed	3%
Have joined a gym/started an exercise program	9%
I'm active/more active	4%
Have been doing it for some time/changed my lifestyle in the past 6 mths	7%
Want to be health/healthier	6%
Enjoy what I'm doing/feel good about what I'm doing	6%
Have done it before	5%
Weather/summer/good weather	4%
Have a plan/planning to do it	4%
Will have more time	3%

Losing Weight

	Percent of Those Answering
Weighted Number Answering	(96)
Already lost weight	11%
Exercise/work out regularly	11%
Determined/put my mind to it	10%
Currently on a diet/weight loss program	9%
Eat well/healthier	9%
Have done it before	8%
Have joined a gym/started an exercise program	8%
I'm motivated/more motivated	7%
Need to do it/it's important	7%
Currently doing it/do it everyday/part of my lifestyle	5%
Want to be health/healthier	5%
I'm committed	5%
Have the discipline/will power	5%
Believe in myself/positive attitude	4%
Want to do it	4%
Have a plan/planning to do it	4%
Have a good support system	3%

The sampling error is +/- 3%

* Answers are to an open ended question. Answers receiving less than 2% were omitted.