

L I V E S T R O N G TM . C O M

demand | **MEDIA** TM inc. THE NEXT GENERATION OF MEDIA

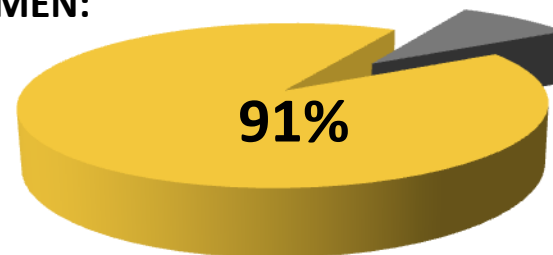
*Survey Conducted by Harris Interactive for
LIVESTRONG.COM*

LIVESTRONG.COM: Thinking about Change IS NOT “Doing”

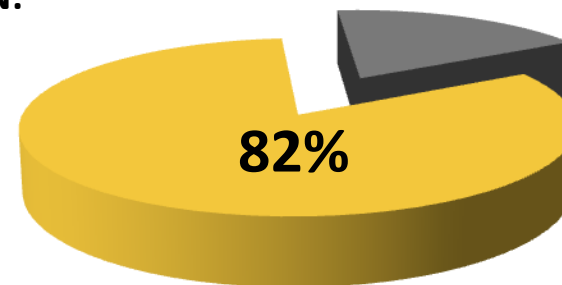
- A **vast majority** of both **men and women** think about making changes to improve their health...**but they aren't successful!**

Respondents Who Thought About Making Lifestyle Changes to Improve Their Health

WOMEN:



MEN:



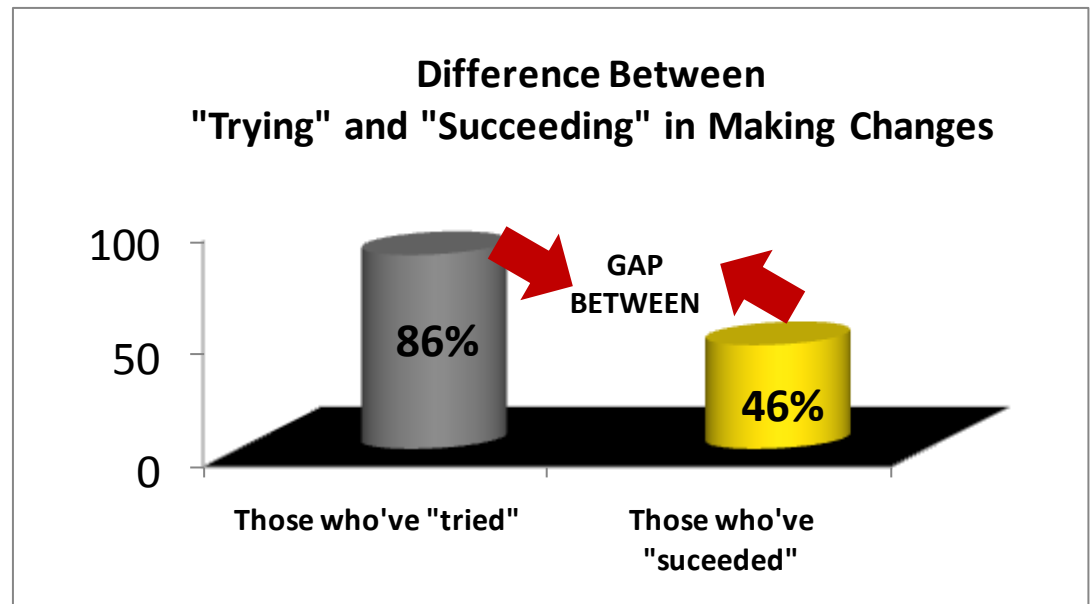
Base: 2,511 U.S. adult respondents

SOURCE:  HarrisInteractive
MARKET RESEARCH
Harris Heritage. Interactive Power.

LIVESTRONG.COM: the Health Minded Masses

There is an enormous gap between “**trying**” and “**succeeding**” across all age demographics.

- **Almost everyone** who considered it, has tried to make **lifestyle-related changes** to improve health
- **But less than half** have succeeded



Base: 2,198 U.S. adult respondents who have thought about making lifestyle-related changes to improve health.

SOURCE:  MARKET RESEARCH
Harris Heritage, Interactive Power.

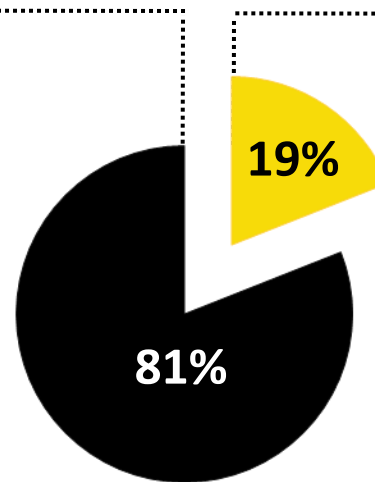
LIVESTRONG.COM: THE ROAD TO HEALTH

81% of U.S. adults indicated that there are factors that prevented or would prevent them from making lifestyle-related changes to improve health.

Affected by various factors



Unaffected by factors



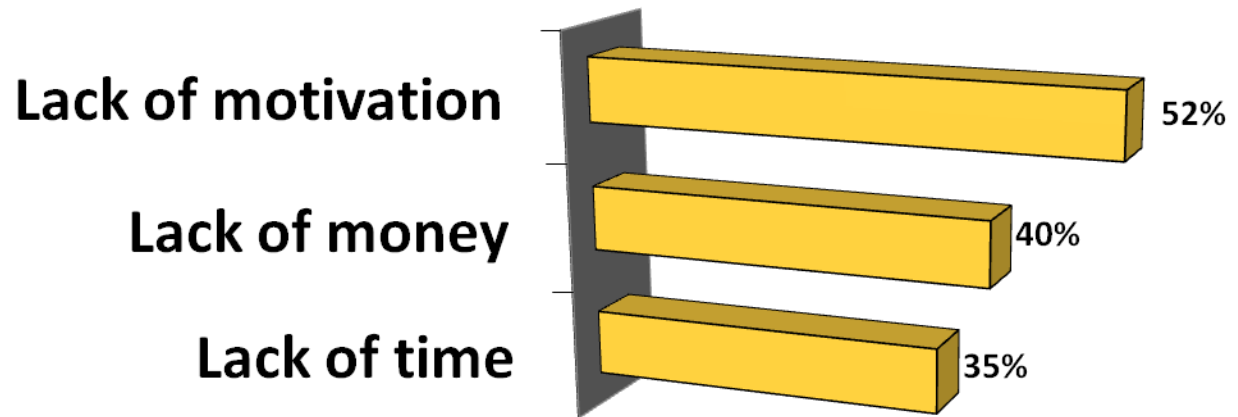
SOURCE:

 **HarrisInteractive**
MARKET RESEARCH
Harris Heritage. Interactive Power.

LIVESTRONG.COM: THE ROAD TO HEALTH

Overall, people want to be healthy but there are **ROADBLOCKS**.

FACTORS THAT PREVENTED / WOULD PREVENT MAKING SUCCESSFUL LIFESTYLE-RELATED CHANGES TO IMPROVE HEALTH



*Other factors preventing people from making changes:

Lack of tools/resources; Lack of support;
Lack of knowledge/information (*respectively*)

Base: 2,511 U.S. adults

SOURCE: 
MARKET RESEARCH
Harris Heritage. Interactive Power.

Additional Findings: Factors that Influence Health Behaviors

Boomers:

- More adults ages 55+ (52%) indicate being very successful/successful in making lifestyle changes than those less than age 55 (43%)

Gender:

- Generally, females indicate greater concern for their overall health; However, more males (52%) say they were very successful/successful in making lifestyle-related changes than females (42%)

Education:

- Adults with college education or higher (51%) say they were more successful (very successful/successful) than those with lower educational achievement (44%)

Income:

- Adults with HH of \$50K+ (48%) tend to consider themselves more successful in making lifestyle changes than those with lower HH income (39%)



Additional Findings:

What's in the Way of Change?

More than three-fourths (81%) of U.S. adults indicated that there are factors preventing them from making lifestyle related changes to improve health

- More females (85%) indicated this sentiment than males (76%)
- Fewer retirees (71%) felt that there are factors that affect their success in making lifestyle-related changes

Younger population is more constrained by lack of money, motivation and time

- Adults ages 18-44 face these challenges more than those ages 45+: lacking motivation (55% vs. 49%), money (50% vs. 31%), and time (45% vs. 24%)

What Motivates Change?

Women are more susceptible than men to top 3 roadblocks (lack of motivation (52%), lack of money (40%), and lack of time (35%) among all respondents)

- More females than males lacked motivation (55% vs. 49%), money (46% vs. 34%), and time (37% vs. 32%)

Mortality is a key motivator for men age 55+ who've made lifestyle changes when diagnosed with a health-related issue:

- 39% of men aged 45-54 vs. 51% of men aged 55+ (12% increase)
- 45% of women aged 45-54 vs. 44% of women aged 55+ (-1% decrease)

Methodology:

This survey was commissioned by **LIVESTRONG.COM**, the definitive online social destination for health, fitness and lifestyle, in conjunction with Harris Interactive®.

Harris Interactive® fielded the study from April 10-14, 2008, via its QuickQuerySM online omnibus service, interviewing a nationwide sample of 2,511 U.S. adults (ages 18+).

Data were weighted to be representative of the total U.S. adult population on the basis of region, age within gender, education, household income, race/ethnicity, and propensity to be online. No estimates of theoretical sampling error can be calculated.

About Us

L I V E S T R O N G TM . C O M

The **LIVESTRONG** brand has become a global movement dedicated to changing the world through living well. Created through a partnership with The Lance Armstrong Foundation (LAF) and Demand Media™, **LIVESTRONG.COM** is the definitive online social conversation for health, fitness and lifestyle. Through trusted content, interactive tools and an engaged community, **LIVESTRONG.COM** is designed to inspire people to change their lives, help themselves and help others. For additional information about **LIVESTRONG.COM**, please visit: **LIVESTRONG.COM**.



Harris Interactive is a global leader in custom market research. With a long and rich history in multimodal research that is powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit: www.harrisinteractive.com.

L I V E S T R O N G TM . C O M

a **demand | MEDIA TM** property