



OBESITY IN AMERICA

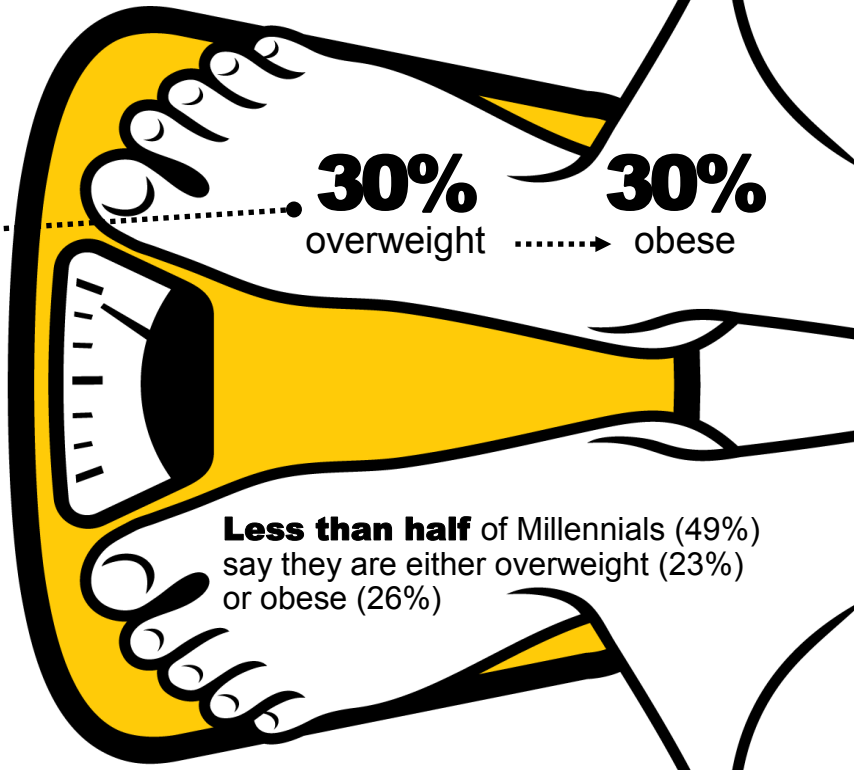
# As the Years Add Up, So Do the Pounds

Not being overweight is a top health and wellness priority, yet a majority of older consumers are confronted with weight issues.

**6 in 10**  
consumers continue  
to be overweight or  
obese\*

**69%**  
of Boomers say they  
are either overweight  
(35%) or obese (34%)

**60%**  
of Gen X consumers  
say they are either  
overweight (30%) or  
obese (30%)



**Less than half** of Millennials (49%)  
say they are either overweight (23%)  
or obese (26%)

*\*Percentage based on self-reported responses to the survey question: "How much do you weigh? Please select your current weight in lbs."*

Source: Health & Wellness 2015 report, The Hartman Group. May 2015 survey of 1,562 U.S. adults, age 18 to 79, nationally representative of the four segments within the World of Health & Wellness.