

A close-up photograph of a woman with dark, curly hair, smiling warmly at the camera. She is wearing a white tank top and is in the process of eating a raspberry. In front of her is a white bowl filled with fresh fruit, including pineapple chunks and raspberries. The background is a plain, light-colored wall.

Health And Nutrition Strategist™
Strategic Intelligence To Help Companies Exploit
Health And Nutrition Trends



Strategic Intelligence At Your Fingertips

The Health and Nutrition Strategist™ is an integrated knowledge base of food and beverage consumption, restaurant usage, health habits, and nutritional trends and attitudes to help companies:

- Identify new product opportunities
- Strengthen the nutritional appeal of established products
- Determine optimal target markets
- Search for new advertising claims and positioning possibilities
- Find compelling claims for packaging
- Identify new market segmentation opportunities
- Serve as a strategic marketing planning database
- Identify target groups for follow-up research

Methodology

The Health and Nutrition Strategist™ is an ongoing survey of 4,000 nationally representative U.S. adults (aged 18+) per year (1,000 per quarter). The sample source is our proprietary online panel, American Consumer Opinion®. Data collection started in January 2006.

An Integrated Knowledge Base

The Health and Nutrition Strategist™ tracks 8,500 data points for analysis, including:

- Usage of 100 food categories and 25 beverage categories (including alcohol)
- Usage and visit frequency for 160 restaurants
- Reactions to 115 nutritional claims
- Usage of 125 vitamins, minerals, and herbal supplements
- Participation incidence for more than 50 diets
- 165 attitudes related to health, nutrition, dieting, and food choices



The Value Of An Integrated Knowledge Base

With this comprehensive knowledge base, you can:

- Explore attitudes about and usage of organics, fortified foods (“calcium added,” “iron added”), natural foods, “heart healthy” foods, Omega-3, and antioxidants.
- Identify nutritional claims that drive purchase motivation for heavy “sweet snack” users, the “nutritionally confused,” dieters, diabetics, or baby boomers.
- Explore nutritional “trust ratings” for major companies and how they dovetail with consumption, nutritional knowledge, and trust in other sources.
- Examine consumption patterns among users of fortified foods, antioxidants, and organics to seek “fortification” and “organic” opportunities.
- Mesh vitamin, mineral, and supplement usage with product usage to identify potential supplements to food and beverages.
- Examine nutrition and health management among sufferers of diabetes, food allergies, obesity, high cholesterol, hypertension, or heart disease.
- Analyze health and nutrition trends by retail shopping behavior.

Health Conditions

- Incidence and treatment of 60 health conditions suffered in past 12 months (diabetes, heart disease, depression, acid reflux, etc.).
- Treatment of conditions: prescription drugs, over-the-counter drugs, homeopathic/natural, diet, exercise, supplements, or no treatment.
- Family history and concerns about current/future health conditions.

Health Management And Life Satisfaction

- Tracking of 13 general diets, such as low glycemic, with 40 specifically named diets (Mediterranean, NutriSystem, Jenny Craig, etc.).
- Reasons for and attitudes toward dieting.
- Exercise and fitness routines.
- Personal health goals and 60 potential plans of action.
- Attitudes about lifestyle and health management.

Food And Beverage Consumption

- Past 30-day and past 7-day usage of 100 food categories and 25 beverage categories including forms such as low fat, natural/organic, etc.
- Usage of and attitudes on “heart healthy,” antioxidants, fortified foods, organics, and whole grains.
- Meal and snack behavior and attitudes.
- Identification and usage of 80 “magic foods” such as green tea, red wine, soy, etc.
- Retail behavior and attitudes; purchase frequency at key retail chains.



Restaurant Behavior And Attitudes

- Usage and visit frequency to 160 restaurants, ranging from quick service to casual dining and upscale.
- Reasons for visits including “healthy menu items,” “great kid’s menu,” and “specialty items I can’t get elsewhere.”
- Attitudes and approaches to healthy eating in restaurants, including usage of nutritional information and labeling.

Nutritional Motivation And Knowledge

- Motivational value of 115 nutritional claims: “rich in antioxidants,” “good source of calcium,” “heart healthy,” etc.
- Usage of 18 sources of nutritional information and 20 reasons for reading labels.
- Nutritional “trust ratings” for 60 food and beverage companies.
- Attitudes about sources of nutritional information and personal knowledge.

Vitamins, Minerals, And Herbal Supplements

- Usage of 125 vitamins, minerals, and herbal supplements including multivitamins, calcium, echinacea, etc.
- Awareness, trial, and usage of 50 brands.
- Attitudes about vitamins, minerals, and herbal supplements.



Consumer Demographics

- Age, gender, Hispanic origin, race, Census region and division, occupation, education, household income, household size, presence and age of children in the household, and pregnancy status.

Deliverables

An annual subscription includes access to the full database via Decision Analyst's Advanced Online Reporting System, featuring easy-to-use cross-tabulations and drill-downs. Additional reports and service options include:

- Quarterly topline report of major topics and trends
- Annual presentation of major findings and trends
- Custom analyses and reports to address specific issues
- Consulting services and statistical analyses
- Qualitative and quantitative follow-up studies among target groups
- Advanced Online Reporting System training

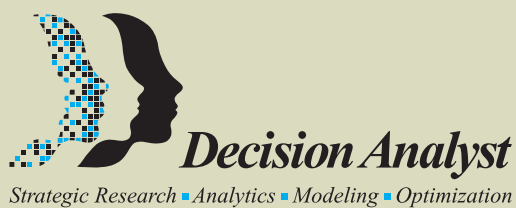


About Decision Analyst

Decision Analyst is a global marketing research and analytical consulting firm founded in 1978. The Health and Nutrition Strategist™ is a strategic knowledge base to support Decision Analyst's research and consulting for the food, beverage, pharmaceutical, and nutritional supplement industries.

For More Information

Call Diane Brewton at 1.800.262.5974 for a free preview and more information.



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