

FAT IQs are low

BMI's are high

A national MDVIP survey of adults 18 and over explores why Americans are constantly struggling with their weight.



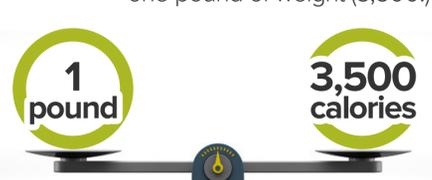
Fat IQs are low



MORE THAN 1/2 FLUNKED the Fat IQ quiz

85% underestimate or don't know how many calories equal one pound of weight (3,500!)

70% don't know how much they would gain by eating an extra 100-calorie cookie every day for a year (10 lbs!)



yet

85%

of Americans say they know how to eat right

58%

of people think their lack of motivation is mostly to blame for weight loss struggles

BMI's are high



A staggering **82%** of Americans report being over their ideal weight

3 out of 4 respondents say they'd feel better if they tried harder to stay fit

only 10% of people report being at an ideal weight



2/3

are obese or overweight

based on respondents' self-reported BMI

75% of obese adults say they're concerned about their long-term health

68% believe that other people negatively judge their weight

People aren't getting the help they need



60%

believe that most diet plans ultimately fail



1 in 3

say a lack of support makes it more difficult to lose weight

60%

think life is too short to always watch what you eat



1 in 3

blame bad genes for making it more difficult to lose weight

Doctor intervention could be the missing link



4 out of 5 say hearing from a doctor they need to lose weight would influence them

yet

only 1 out of 5 have asked their doctor for help with weight loss



1 in 4

obese adults have actually put off or considered delaying a doctor's appointment until they lost weight

Call the Doctor

Getting to the root cause of your weight struggles starts with an open dialogue with your primary care physician.



Checklist: 6 Questions You Should Ask Your Doctor

- 1. What should my goal weight be?
- 2. Could a health problem or my medications be affecting my weight?
- 3. What is the optimal diet and exercise plan for me?
- 4. How long should it take me to reach my goal?
- 5. How will losing weight impact my health?
- 6. Are there medications or supplements I should take to help me lose weight?

These are the findings from an Ipsos poll conducted May 29 – June 1, 2018 on behalf of MDVIP. For the survey, a sample of 1,003 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online, in English. Learn more about the survey results and methodology at www.mdvip.com/FatIQ.

