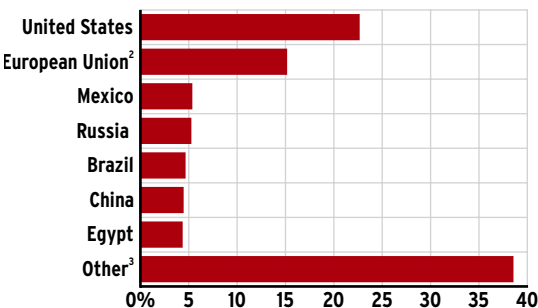


The Consumer



OBESITY SHARE BY NATION

Share of world's obese population by nation¹. The United States has a nearly 23% share.

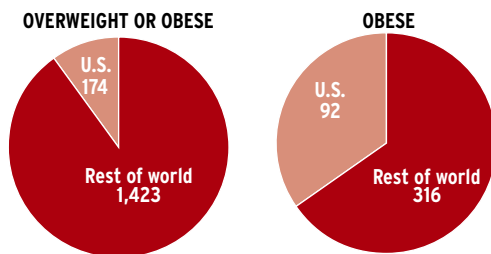


2005 projections. 1. Obesity figures for age 15+. 2. 25 nations. 3. 161 nations. More info: who.int, census.gov Source: American Demographics analysis of data from World Health Organization (SuRF2 obesity projections) and Census Bureau (population)

PIECE OF THE PIE

American Demographics estimates there are 1.6 billion obese or overweight people age 15+ worldwide.

NUMBER (IN MILLIONS) OF POPULATION WHO ARE...



2005 projections for age 15+ based on body mass index (25.0-29.9 = overweight, 30+ = obese). More info: who.int, census.gov Source: American Demographics analysis of data from World Health Organization (SuRF2 obesity projections) and Census Bureau (population)

ADDING POUNDS

The average U.S. adult weighs 24+ pounds more now than in the early '60s. Mean weight in pounds:

MALE

AGE	1960-65 ¹	1971-74	1976-80	1988-94	1999-02	WEIGHT GAIN ²
10	74.2	75.3	79.7	82.1	84.9	10.7
15	N/A	132.6	134.7	147.2	150.3	17.7
20-74 ³	166.3	173.4	173.8	182.4	191.0	24.7

FEMALE

AGE	1960-65 ¹	1971-74	1976-80	1988-94	1999-02	WEIGHT GAIN ²
10	77.4	74.4	78.6	83.4	87.9	10.5
15	N/A	124.6	121.1	127.8	134.4	9.8
20-74 ³	140.2	144.2	145.4	154.1	164.3	24.1

1. 1963-65 for age 10; 1960-62 for 20+. 2. Pounds gained since early '60s for ages 10 and 20-74 and since '71-74 for age 15. 3. For male of avg. ht. (5'9"), healthy wt.=121-163 lbs., overwt.=164-195, obese=196+. For female of avg. ht. (5'4"), healthy wt.=108-144 lbs., overwt.=145-173, obese=174+. More info: <http://www.cdc.gov/nchs/> Source: National Center for Health Statistics' National Health Examination Surveys and National Health and Nutrition Examination Surveys

WORLD HEAVYWEIGHTS

Twenty-five largest countries ranked on percentage of population age 15+ projected to be overweight or obese in 2005. The United States scores first.

RANK	WEIGHT	POP.	COUNTRY	MEAN BMI ¹		% OVERWEIGHT OR OBESE ¹			% OBESE ¹		
				MALE	FEMALE	M	F	M+F	M	F	M+F
1	3		United States	28.4	28.8	75.6	72.6	74.1	36.5	41.8	39.2
2	15		Egypt	26.7	29.6	64.5	74.2	69.3	22	45.5	33.7
3	11		Mexico	27.1	27.9	68.4	67.9	68.1	24	34.3	29.3
4	22		United Kingdom	26.8	26.7	65.7	61.9	63.8	21.6	24.2	22.9
5	14		Germany	26.7	26	65.1	55.1	60.0	20.9	20.4	20.6
6	17		Turkey	25	27.6	47.9	65.7	56.7	10.8	32.5	21.6
7	18		Iran	24.9	26.5	48.5	57.8	53.1	10	27	18.4
8	5		Brazil	24.8	25.6	47.4	53.5	50.5	8.7	18.3	13.6
9	8		Russia	24.9	25.9	46.5	51.7	49.3	9.6	23.6	17.2
10	23		Italy	25.5	24.2	52.7	38.3	45.3	12.9	12.6	12.7
11	25		Ukraine	24.3	25.4	41.2	48.5	45.2	7.4	19.4	14.0
12	24		South Korea	24.3	24.6	40.2	43.8	42.0	4.1	10.1	7.1
13	21		France	24.7	23.7	45.6	34.7	40.0	7.8	6.6	7.2
14	19		Thailand	23	23.5	27.9	35.2	31.6	2.5	8.4	5.5
15	1		China	23.7	22.8	33.1	24.7	29.0	1.6	1.9	1.7
16	9		Nigeria	22.2	23.1	21.9	32.2	27.0	2	6	4.0
17	12		Philippines	22.5	22.8	21.9	28.5	25.2	1.1	3.7	2.4
18	10		Japan	23.1	21.9	27	18.1	22.4	1.8	1.5	1.6
19	6		Pakistan	22	22.3	18.8	25.5	22.1	1	3.6	2.3
20	4		Indonesia	21	22.2	9.7	22.7	16.3	0.2	2.6	1.4
21	2		India	21.6	21.1	16.8	15.2	16.0	1.1	1.4	1.2
22	20		Congo (Dem. Rep.)	19.9	21.1	4.8	13.3	9.1	0	0.8	0.4
23	13		Vietnam	20.8	20.6	4.1	8.7	6.5	0	0.3	0.2
24	7		Bangladesh	20.2	19.6	6.7	5.4	6.1	0.1	0.2	0.1
25	16		Ethiopia	20.6	19.8	7.8	3.3	5.5	0.2	0	0.1
			World average ²	24.4	25.3	34.2	34.8	34.5	6.8	10.9	8.8

1. Body mass index; 18.5-24.9 = healthy weight, 25.0-29.9 = overweight, 30+ = obese. BMI = weight in kilograms divided by height in meters squared. 2. 192 countries. Data for 4.6 billion people age 15+; excludes 1.9 billion children age 0-14. More info: who.int, census.gov Source: American Demographics analysis of data from World Health Organization (SuRF2 obesity projections) and Census Bureau (population)

Advertising Age's American Demographics appears the third Monday of each month. We welcome hearing about your consumer research. Send research findings to bjohnson@crain.com