

custom profile & insights report

Discover additional insights about a health and fitness segment that is relevant to your business

- Landmark study of the bridal health and fitness industry
- Competitive snapshot across the entire bridal health and fitness landscape
- Unique and cost-effective access to bridal health and fitness behavior and attitudes
- Insightful analysis from bridal industry experts

STUDY HIGHLIGHTS

METHODOLOGY

- January 2009 online survey
- Email invitation to members of The Knot Wedding Network (represents more than 70% of brides online)

RESPONDENT PROFILE

- 65% engaged with weddings in the next 6 months
- 35% married within the last 6 months

TOPLINE SNAPSHOT

- 40% of brides become more health-conscious after getting engaged
- 84% of brides plan to get in better shape for their wedding
- 55% of brides influence their fiancé to get in better shape as well
- Brides start getting in shape 7 months before their wedding, on average
- 97% of brides plan to continue their diet and/or exercise program after the wedding
- 91% of brides agree that they try to eat healthy and pay attention to their nutrition
- Brides plan to lose 13 pounds before their wedding, on average
- 66% of brides go to the doctor regularly for checkups



MORE THAN
5,000
QUALIFIED
RESPONDENTS

CUSTOM PROFILE & REPORT INCLUDES

- Custom data filtered by one segment. Possible segments include*:
 - > Brides who used specific weight-loss methods
 - > Brides from a specific geographic region or demographic
 - > Brides from a particular spend segment
 - > And more...
- Filtered respondents compared against total respondents
- Custom report with additional insights and observations

RATE: Available upon request

Getty Images

*Custom segment availability dependent upon stability of respondent base

Gain valuable bridal health and fitness insights from the leading bridal industry expert.

TABLE OF CONTENTS

2009 health & fitness study

**GENERAL HEALTH**

- Overall Health Status
- Health-Consciousness Since Getting Engaged
 - > Ways brides are more health-conscious
 - > Influence on fiancé's health-consciousness
- Stress of Wedding Planning Process

GENERAL DIET BEHAVIOR

- Typical Eating Behavior
- Food Labeling Purchase Behavior
- Vegetarian/Vegan
- Vitamin/Dietary Supplement Use
- Agreement With Various Food Statements

GETTING IN SHAPE & LOSING WEIGHT

- Weight Category
- Methods Used to Get in Shape
- Fitness Activities & Programs
- Body Areas Targeted
- Amount of Weight Planned to Lose
- Fitness Timeline
- Fitness/Weight Loss Spa Visits & Spend
- Planned to Continue Exercise Postwedding
- Diet Programs
 - > Program time commitment
 - > Program features
 - > Influencers in choosing program

HEALTH CARE & CONDITIONS

- Physical Exam
 - > Medical professionals visited since getting engaged
- Health Conditions Experienced...
 - > before getting engaged
 - > after getting engaged
- Treatment(s) Used
 - > Prescription
 - > OTC
- Smoking/Drinking Behavior
- Birth Control Use
 - > Type of birth control
 - > Plan to continue use after wedding
- Influential Sources in Searching for Health Care
- Attitudinal Statements

HEALTH CARE ADVERTISING

- Where They've Seen Health Care Advertising
- Actions Taken in Response to Health Care Advertising

DEMO & CLASSIFICATIONS

Banana Stock

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