

## Health and Well-Being Segmentation



As America's population ages, attention to health is on the rise. With health information seemingly everywhere, understanding consumer attitudes and behaviors on health-related matters is an increasingly uphill struggle.

The MRI-Simmons Health and Well-Being consumer segmentation provides marketers with vivid insights into consumers' health and diet attitudes and motivations, behaviors, and lifestyles.

### The Health and Well-Being Segmentation consists of five distinct groups:

- **The Invincibles:** Generally unconcerned about their health, they eat what they want and rarely get sick. They are younger and lead busy lives - they rely on fast food on the run and shun preventative health care measures.
- **Weight Reformers:** Constantly struggling with healthy food choices to improve their diet and their health. They are always quick to try a new diet or weight-loss plan in their struggle to break bad food habits and are often trying to exercise more.
- **Trusting Patients:** Rely on doctors and modern medicine as well as practicing a healthy lifestyle. They are older and take an active role in managing their health, seeking out health information as well as purchasing fresh and natural ingredients.
- **Image Shapers:** Looking good means being healthy; they embrace convenience in their healthy choices. They are brand-loyal, tend to be vegetarians, and like healthy pre-cooked and fast food options.
- **Healthy Holistics:** Committed to exercise, organic foods, and healthy choices while shopping and eating, which help them to stay healthy. They are active in their personal health management, trust holistic medicine, and like to cook nutritious meals.

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