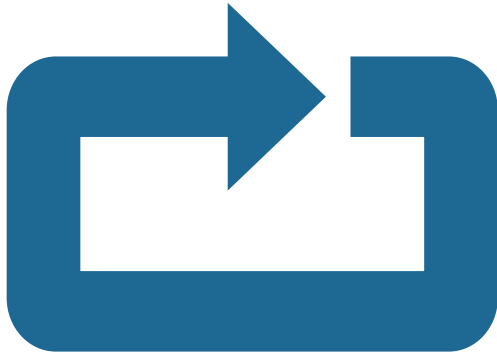


## Waistband Segmentation



MRI-Simmons Waistband segments give marketers deep insight into the characteristics of consumers, including food preferences, self-image, health, psychographic profiles, lifestyle characteristics, and media preferences, based on their body characteristics.

Based on the Centers for Disease Control/National Institutes of Health guidelines, respondents of the National Consumer Study are classified into one of four segments based on their Body Mass Index, which is calculated by  $\text{mass (kg)} / \text{height (m)}^2$ .

The Waistband Segmentation consists of four distinct groups:

- **Underweight:** The Underweight segment has a Body Mass Index of less than 18.5.
- **Normal:** The Normal segment has a Body Mass Index of between 18.5 and 25.
- **Overweight:** The Overweight segment has a Body Mass Index of between 25 and 30.
- **Obese:** The Obese segment has a Body Mass Index of more than 30.

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