

## Weight Loss

### Market Sentiments

#### Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.

#### Interest over time

[Learn what these numbers mean](#)



#### Regional Interest

Shows general market interest online according to geographical location

#### Regional interest

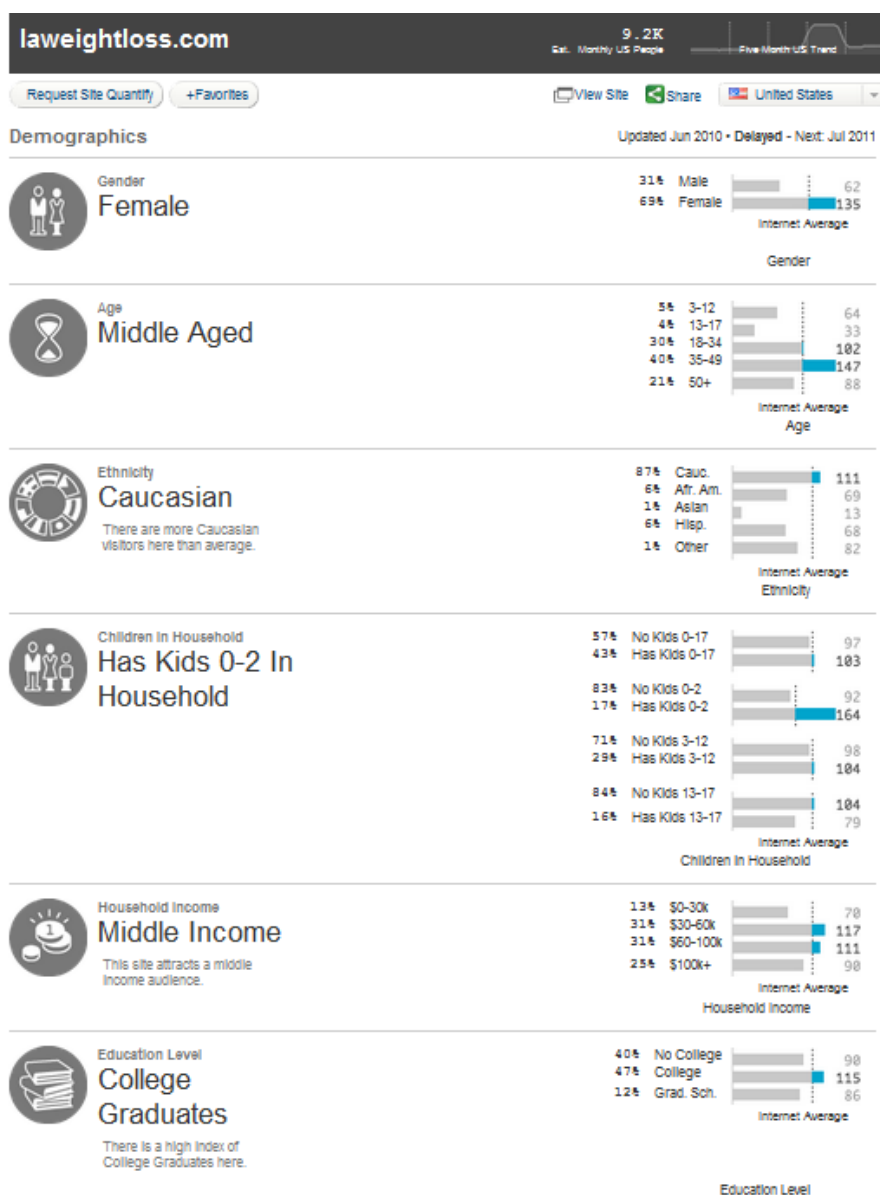
1.	<a href="#">Trinidad and Tobago</a>	100
2.	<a href="#">United States</a>	48
3.	<a href="#">Jamaica</a>	40
4.	<a href="#">South Africa</a>	40
5.	<a href="#">Australia</a>	37
6.	<a href="#">Canada</a>	34
7.	<a href="#">New Zealand</a>	29
8.	<a href="#">India</a>	28
9.	<a href="#">Kenya</a>	27
10.	<a href="#">Ireland</a>	27

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

## Demographics (data based on [www.laweightloss.com](http://www.laweightloss.com))

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.



The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

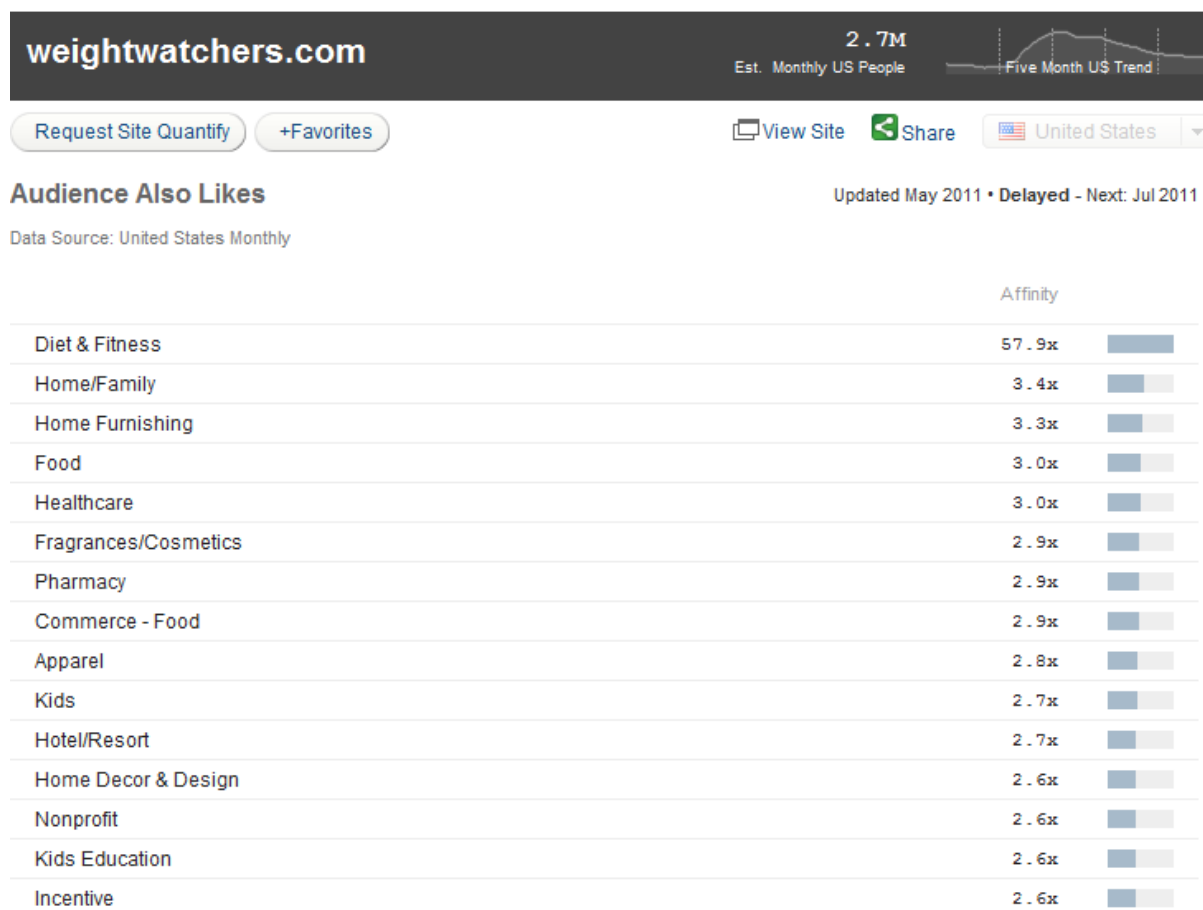
For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.

## Psychographics (data based on www.weightwatchers.com)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.



## **Frequently Asked Questions**

- How much weight loss would cause me to have saggy skin?
- What weight loss program helps you detoxify and loss weight at a good rate?
- How do weight loss pills work?
- Is it safe to use them for weight loss?
- What weight loss pills are most effective?
- What are some weight loss tips and ways to appear thinner?
- What weight loss diet plan work the best?
- How much protein should a female consume for weight loss?
- Is weight loss a possible symptom of heart failure?
- How to keep weight loss even after my metabolism has slowed down?
- What are some tips for weight loss for teens?
- Does fast weight loss affect the effectiveness of your birth control?
- If weight loss is all about reducing calories and exercising, why not starve yourself?
- How effective is drinking lemon water for weight loss?
- What kind of diet is suitable for weight loss?
- What are the risks of taking weight loss pills?
- How does birth control affect weight loss?
- What exercises are most effective towards weight loss?

- How does coffee affect weight loss or weight gain?
- What is your greatest weight loss success?
- How different are stretch marks from weight loss compared to stretch marks from pregnancy?
- What kind of yoga is good for weight loss and toning?
- What fruits and vegetables are good for energy and weight loss?
- Is running good for weight loss in your legs?
- What eating habits are ideal for weight loss?



## Problems & Frustrations

- **Tried several weight loss medications but still not seeing results**

I have tried several weight loss medications, but they are generally worked the same way. My appetite would be diminished and I ate less than I did before I was on the medication, but I still would not be losing weight.

- **Unable to lose weight effectively**

I am very frustrated by my lack of weight loss. I have been trying to lose weight for about 3 years. According to the doctor, my body fat percentage is very high. Does anyone have any recommendations as to what I should include in my exercise regiment to counter this?

- **Can't lose weight without cutting down on food intake**

I would like to try and lose some weight, but I have always been a heavy eater. Although I have been trying to eat healthier alternatives, I can't seem to limit the amount of food I eat, especially because my job requires me to constantly be on the move. Is there any way I can increase my metabolism rate such that I will not have to cut down on my food intake to lose weight?

- **Hit a plateau in weight loss**

A couple months ago I hit a plateau in my weight loss, and I realized that I had been consuming too few calories. I think I was probably consuming around 1300 to 1400 a day. I did my BMR and multiplied by 1.55, and it says I should be at about 1700-1800 a day. I've

been doing this for a month or so, and it seems like I'm really not losing any weight. Can anyone suggest other things I can try doing to lose more weight?

I'm a guy who is 16 years old and in January I weighed 231 pounds. Since then I have lost 46 pounds and I now weigh 185. The thing is I have been STUCK at 185 for MONTHS. I just can't seem to lose anything anymore. I tried exercising more, eating healthier, etc. Are there ANY weight loss drinks or anything out there that could help me lose this last 25 pounds?

I have been exercising and monitoring my diet for the past five months, and I'm glad to say that I have lost 45 pounds. However, my weight loss has since then stagnated. Am I doing something wrong? Is there any way I could trigger further weight loss?

- **In search of instant weight loss results**

I have tried several diets and exercising regimes, but I've found that the results took too much time. It is probably because I have been obese right from when I was 6 years old. Food was a large part of my family's life, so I gradually ballooned over the years. At the moment, I am considering weight loss surgeries or a gastric bypass. Would these be good solutions to faster weight loss?

- **Skin sagging problem as a result of weight loss**

I am currently 216 pounds, and I really want to lose weight for my freshman year at college. I figured that I would love to have a new start. However, I am very concerned with possible skin sagging problems that I will face if I were to lose 50 pounds. Can someone advise on how to prevent such problems?



- **Feeling discouraged about slow weight loss**

So I started my journey back in December and so far I've lost 34 pounds, taking me from 350 to 316. I'm losing slower than I'd like, but my doctor says that losing slowly is the way to go since I'm less likely to gain it back. Anyway, I've been feeling very discouraged despite the progress I've made. I thought 34 pounds was a pretty sizeable chunk of weight to drop and yet no one seems to have noticed anything despite the fact that I can tell at least a little difference. I got to a point where my clothes were literally hanging off of me so I dropped \$350 on new clothes that actually fit and STILL no one has said a word to me. It's not like I expect anyone to flip out and have a parade for me but it would be nice for someone just to notice and say hey, you look like you lost a little weight, or something to that effect. How can I stop myself from feeling discouraged about my weight loss?

- **Difficulty in dropping baby weight**

My metabolism is low and non-existent. I have busted my bottom for 3 years to drop the baby weight and it won't budge. The last time I asked my doctor for some sort of help losing weight, he told me I wasn't "fat enough" and to follow the diabetic diet and exercise regularly. Does anyone have any suggestions as to what I can do to drop the baby weight?

- **Weight troubles**

I've had issues about how I look since I was in primary school - I'm quite big boned and was quite tall when I was younger. When I got to about 12 or 13 I started to be very conscious about what I ate and how much of it I was eating. Around the time that I was sitting my GCSEs last year (I was 15) I started to eat very little. For instance I would eat a small bowl of cereal in the morning, and apple for lunch and then nothing until dinner. It worked and I lost weight, but I eventually made myself sick one day because I was so hungry, so I stopped.

Now I'm just finding that I'm putting on weight like crazy. I'm not anorexic (I'm about 5'5 and at the moment I'm probably nearer 10 stone than 9) but how I look makes me want to cry 24/7, and now it's just getting worse because although I wasn't losing weight when I wasn't eating, now I'm putting on a lot of weight instead of losing weight. I just need some advice please!!

My parents paid for me to join the gym to help me lose weight. But I'm eating more and a lot more often ever since going to the gym at least 3 times a week. What's going on?

- **Gastric Balloon**

I was desperate to lose weight and was only able to have gastric balloon. Had the procedure towards end of June in the UK after two consultations. I was told that I would have six months of eating small portions which, whilst working with a dietician, would give me time and help me stop bad habits. Yes, I would feel/be sick for the first week or maybe two and might have heartburn and/or burping. I also had a part to play in making this work by working closely with the dietician to eat the right kind of food and taking exercise. My weight was 12 st 13 lb. The good news is that I am now 10 st 5 lbs...but the experience has not been pleasant or easy. For me, my experience has been one of constant sickness (3 or 4 times a day). Lots of phlegm and constant runny nose after I have eaten until I am sick. I can't eat/drink anything as it comes up. I do because I am starving and weak and I need the energy to help me get through the day. I have a demanding job, so the energy I have goes on that. I have had to put everything else on hold for the time being. I was given additional pills to take but they don't really add any value and I can't take them all the time because you are not allowed to drive. I feel as if I am now a bulimic. The latest is I have been advised to have this taken out after three months which I am disappointed about. I just want what I

paid for which wasn't this and I haven't reached my goal. Does anyone have a similar experience and can offer guidance?

- **Serious obesity problem and can't seem to lose weight**

Four years ago I was seriously obese. I started dieting and joined a gym. After 2 years I had managed to lose 7 stone, however in the following 2 years I have lost practically nothing although I still need to lose nearly 3 stone. I still keep to my diet and attend the gym 4 times a week, in fact I'm doing everything I did when I lost 7 stone except that I exercise more intensely now. I may lose a pound or 2 one week but then for no reason I put it back on again. Why can't I lose weight anymore???

- **Need to lose weight for medical treatment**

I'm looking to lose weight so my husband and I can be added to IVF waiting list. I'm 5'4" and weigh 15st 12lb (slightly better than at my heaviest of 16st 6lb). My BMI is currently about 40-41 and I need to get it to about 30, so basically I need to lose 3 and a half stone. Is there anybody else trying to lose weight for this reason? What would you recommend as a way to lose the weight in a timely manner?

- **Tried many things but still have not lost weight**

I go to the gym around 5 times a week for an hour each time. I go on the cross-trainer until I lose 200 calories (I know as it says that on the machine) Then Slow walking on treadmill for 5 minutes, stretch a bit and then back on the cross-trainer until I lose another 100-150 calories. These are the main things I do when I go to gym. However I have lost no weight. I've joined the gym around 2-3 weeks ago, and thought I would have lost something by now

as I did the last time I joined the gym year ago. Also, I do not like vegetables or salads at all and find it impossible to eat healthy. Anyone has any advice on how to eat healthy without including vegetables or salads? Any exercises should I do?

- **Problems losing weight despite regular exercise and food intake control**

Despite taking very restricted amount of calories and regular exercising, I can't lose weight. As I continued to stick to my diet, I am actually putting on weight - 6 lbs in 10 days. I'm really scared by this. I've also noticed I have swelling around my ankles, calves and eyes. Why is this happening? Could it be water retention?

- **Binge eating problems**

I have always been "chubby", but I really want to shed those extra pounds. The biggest problem for me is, having to stick to my diet. I struggle with compulsive/ emotional/ binge eating and I try to fill up my emotional emptiness with sweets. I'm aware that it's unhealthy, but everytime I feel upset, sweets seem to comfort me. Can anyone suggest healthier alternatives to sweets and chocolates, and how I can stop myself from binge eating whenever I feel down?

- **Hate being fat but can't seem to diet properly**

I need to lose about 8 stone, that figure totally daunts me and I feel I will never lose it. I diet for a few weeks, lose some weight but it is never enough, hence making me lose faith and I start binging again. I'm desperate to lose a vast amount of weight by next april as I have a wedding to go to, and I don't want to embarrass myself by turning up in a size 20 dress. I hate being fat, yet I can't seem to get myself dieting properly. I sold my car a few months

ago so that I will have to walk everywhere. It worked for a bit and then I had the use of someone's car and I haven't walked since. Does anyone have suggestions on how I can give myself incentives and keep me on track with my diet and exercising?

- **Calorie-controlled diet**

I have been on a calorie-controlled diet for 2 months now and I have lost 1.5 stone. I am a bridesmaid in October and I am really trying to get my weight down to 13 stone. I am 14.5 stone now. I do exercise and eat low fat products. I am worried though because I have read that if you have less than 1200 calories a day, your body goes into starvation mode. Recently I haven't been having more than 1100, and yesterday I only had 883. I don't want my weight loss to stop, but I feel like my weight loss may hit a stop if my body retains everything because it is in starvation mode! What can I do?

- **In need of ideas for losing weight fast**

I really want lose weight really fast due to going on holiday in 5 months. I have always been overweight but now I feel this something I really want to do. My hubby has been very supportive, but is coming to a point I am only losing 1lb every 2 weeks. I have joined the gym and my target is to go there 6 times a week. Sometimes I get really lazy to get out of bed but I really want to this for me and my family. Do you think losing this much weight is achievable in 5 months? If so what would be the best way to do it? Any ideas?