

July 12, 2012

Summer Weight Loss Survey 2012

**A shocking truth revealed...
 Women harshly look at the belly, back, and leg areas of other females!**

Kanako Yanagihara was voted as the No.1 female talent who people think will be more charming if she lost weight!

Oak Lawn Marketing (hereinafter referred to as "OLM") which operates the exercise product brand "exabody" has conducted a summer weight loss trend survey, which received responses from 630 women aged 20 to 49. Please refer to the following for the detailed survey result.

Summary

1. **Weight loss is the eternal theme of women!? 77% of respondents have tried to lose weight before, and 83% want to be slimmer!**
2. **In spite of their strong weight-loss desire, only 48.6% are now working to lose weight for the summer. Most people seem to have stopped their efforts before achieving their goal.**
3. **Women have a high interest in weight loss.**
 "Three times" is the most common number of their weight loss challenges followed by "ten times."
4. **Gaining "five kilos" of weight is the most common motivator.**
 Weight-loss triggers mostly come from their self observation.
5. **The most common weight loss method is "diet" with "stretches" and "exercises."**
 Seeing "Yakiniku" on TV is the most suffering thing when they are on a restrictive diet.
6. **How precisely do you know your measurements?**
 The body part they want to tone the most is "waist" but only 17.6% of them know the size.
7. **Women look harshly at the belly, back and leg areas of other females!?**
8. **A survey on women's ideal body type! Two main popular types are "slender body" and "feminine body," but differs by age groups.**
9. **Kanako Yanagihara was voted as the No.1 female talent who people think will be the most charming if she lost weight!**

About Survey

Survey title: 夏本番！2012 ダイエット事情意識調査 (Summer Weight Loss Survey 2012)

Survey method: Online survey of registered panelists

Survey period: From June 27 to June 29, 2012

Respondents: 630 women aged 20 to 49 from across the country

(20s: 210 people, 30s: 210 people, 40s: 210 people)

1. Weight loss is the eternal theme of women!? 77% of respondents have tried to lose weight before, and 83% want to be slimmer!

A lot of women are not satisfied with their bodies. The percentage of women who want to lose weight is as high as 83% and the result shows us that the desire grows stronger, possibly because they are facing difficulties in losing weight due to lower metabolism as they age.

In regards to their weight loss experiences in the past, 77% answered “Yes, I have tried to lose weight,” which is slightly lower than 83% of those who hope to cut down their weight. This difference leads us to believe in the existence of lazy women who want to be thinner but have never taken any action for it.

Q. Do you want to lose weight? (Single answer per person / 630 respondents)

	Yes	No
Overall	83.0%	17.0%
Aged 20 to 29	80.5%	19.5%
Aged 30 to 39	82.9%	17.1%
Aged 40 to 49	85.7%	14.3%

Q. Have you tried any weight loss method in the past? (Single answer per person / 630 respondents)

	Yes	No
Overall	77.0%	23.0%
Aged 20 to 29	70.5%	29.5%
Aged 30 to 39	78.1%	21.9%
Aged 40 to 49	82.4%	17.6%

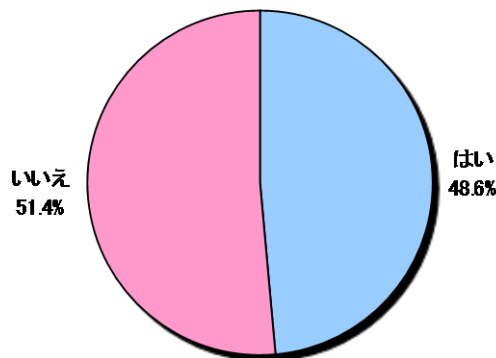
2. In spite of their strong weight-loss desire, only 48.6% are now working to lose weight for the summer. Most people seem to have stopped their efforts before achieving their goal.

According to the survey, 48.6%, less than half are actually working to lose weight for the summer. Rest of them are hoping to be slim but not doing anything mainly due to the following reasons: “No special reason (28.6%),” “Failed and gave up (26.6%)” or “Not urgently necessary (26.6%).” Judging from the fact that people who have happily stopped what they had been doing because of succeeding to lose weight was only 7.8%, it is supposed that most people just give it up before achieving their goals. This tells us that maintaining strong motivation is a key that separates how they end up.

On the other hand, there were also people who answered they are not on a diet because of “their pregnancy or lactation (5.7%).” Mothers can be patient and put aside their weight loss desires for their loving babies. Besides those above, unhealthy reasons such as “already lost weight due to bad health condition/stress from new job” are also found.

Q. Are you trying to lose weight for the summer?

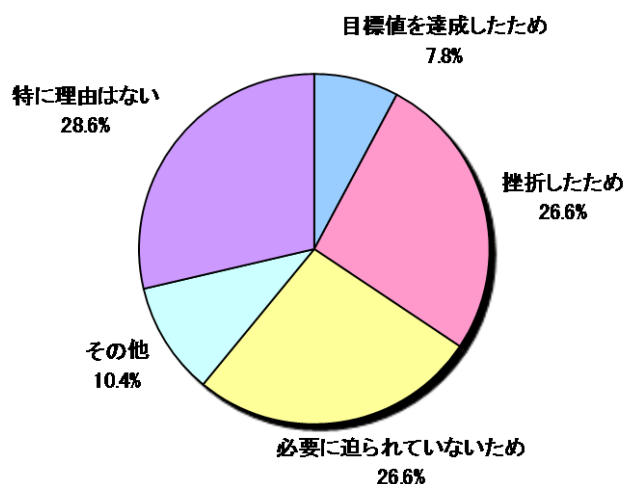
(Single answer per person / 630 respondents)



Q. What is the reason of not trying to lose weight this summer?

(Single answer per person / *192 respondents)

*Those people who have tried to lose weight but not doing it now



3. Women have high interest in weight loss. “Three times” is the most common number of their weight loss challenges followed by “ten times.”

21.3% answered they have tried to lose weight “three times” in the past, followed by 17.3% of “ten times.” This tells us that most women struggle and try various weight loss methods on and off to achieve their goal.

Q. How many times have you tried to lose weight? (Single answer per person / *498 respondents)

*Those people who have tried or are now working to lose weight.

ダイエット経験回数	回答者の割合(人数)
3回	21.3%(106人)
10回	17.3%(86人)
5回	16.7%(83人)
2回	16.3%(81人)
1回	11.8%(59人)
4回	4.0%(20人)
20回	0.4%(15人)
30回	3.0%(9人)
0回	1.6%(8人)
15回	1.4%(7人)
7回	1.2%(6人)
50回	1.0%(5人)
6回	1.0%(5人)
8回	0.8%(4人)
17回	0.4%(2人)
11回	0.2%(1人)
12回	0.2%(1人)

4. Gaining “five kilos” of weight is the most common motivator. Weight-loss triggers mostly come from their self observation.

How much weight do they need to gain to decide to go on a diet or exercise? The highest percentage of people answered that they would be determined when they put on five kilos of weight, followed by three kilos and ten kilos. This result tells us that there seems to be two major groups of people: those who deal with weight gain at an early stage and those who wait until their weight gain becomes significant.

Q. Gaining how much weight makes you decide to diet/exercise? (Single answer per person / *498 respondents)

*Those people who have tried or are now working to lose weight.

増加体重(kg)	回答者の割合(人数)
5	36.1%(180人)
3	23.9%(119人)
10	12.4%(62人)
2	7.6%(38人)
4	4.0%(20人)
8	3.0%(15人)
20	2.8%(14人)
7	2.6%(13人)
6	2.2%(11人)
1	1.2%(6人)
15	1.0%(5人)
30	0.6%(3人)
0	0.4%(2人)
9	0.4%(2人)
1.5	0.2%(1人)
3.5	0.2%(1人)
12	0.2%(1人)
14	0.2%(1人)
18	0.2%(1人)
40	0.2%(1人)
50	0.2%(1人)
53	0.2%(1人)

“Dress size changes (55.9%)” and “seeing myself in pictures (46.8%)” are the most major weight-loss triggers, coming more from their self observation rather than what other people say. However, people in their 20s are more likely to be motivated by others since the percentage of “seeing someone with a nice body (45.9%)” is especially higher. Also the number of sentimental reasons such as “because I’m in love” is higher than other age groups. On the other hand, “dress size changes (63.6%)” is the highest reason and a good barometer for 40s to know the necessity of weight control. There were also some 40s who answered “to stay healthy.”

Q. What made you decide to lose weight? (Single answer per person / *498 respondents) *Those people who have tried to lose weight.

	Being told that I should lose weight by friend.	My dress size changed and my clothes don't fit.	Tried on clothes in shop but didn't fit me.	Seeing myself in pictures	Seeing someone with a nice body.	To wear swim suits or revealing clothes.	Because I'm in love	Other
Overall	17.1%	55.9%	17.1%	46.8%	32.6%	15.1%	9.5%	7.0%
Aged 20 to 29	20.3%	43.9%	18.2%	50.7%	45.9%	26.4%	13.5%	8.1%
Aged 30 to 39	22.0%	58.5%	17.7%	47.6%	29.3%	11.0%	7.3%	6.1%
Aged 40 to 49	9.8%	63.6%	15.6%	42.8%	24.3%	9.2%	8.1%	6.9%

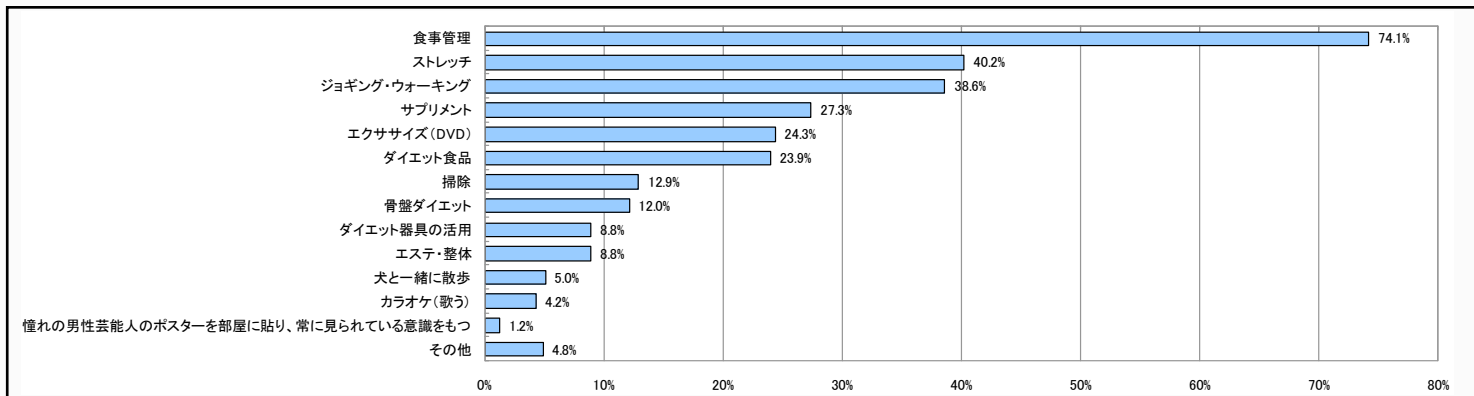
5. The most common weight loss method is “diet” with “stretches” and “exercises.”

Seeing “Yakiniku” on TV is the most suffering thing when they are on a restrictive diet.

The most popular weight loss method chosen by 74.1% of respondents is “diet,” followed by “stretches (40.2%),” “jogging or walking (38.6%)” and “other exercises (24.3%).” Most people combine diet control with exercise, but there are also a few people who try a very unique method of putting up posters of favorite male stars to feel like being watched all the time.

Q. What have you done (been doing) to lose weight? (Single answer per person / *498 respondents)

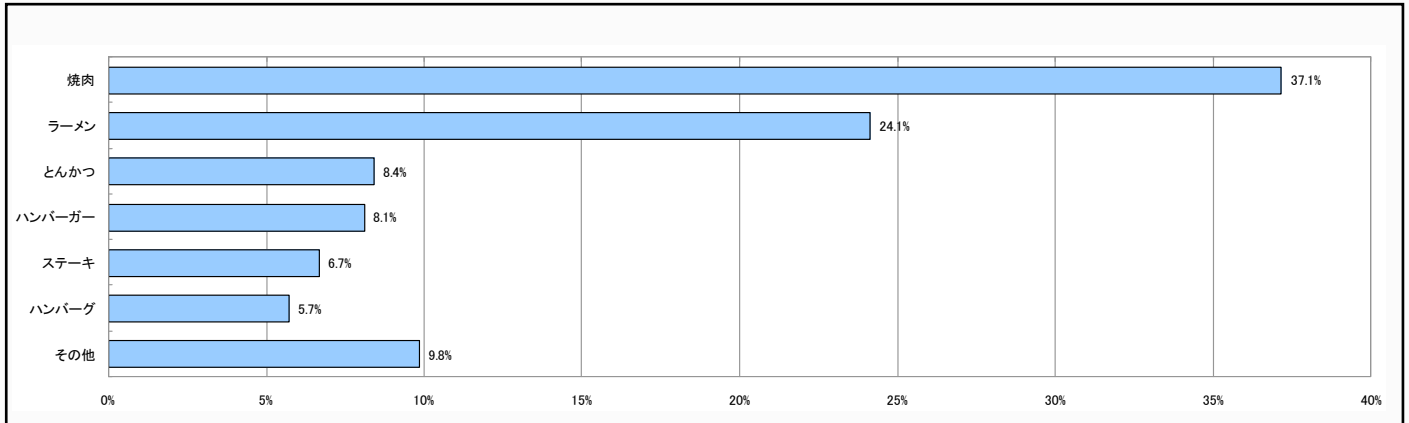
*Those people who have tried or are now working to lose weight.



We also asked them what food they don't want to see on TV the most while they are on a diet, and 37.1% answered "yakiniiku," followed by "ramen (24.1%)." We can easily imagine how hard it is to overcome appetite and craving when they are trying to reduce calorie intake.

Q. Which of the following food do you NOT want to see on TV while you're on a diet?

(Multiple answer per person / 630 respondents)



6. How precisely do you know your measurements?

The body part they want to tone the most is "waist" but only 17.6% of them know the size.

Two major body parts people want to slim down are waist (74.3%) and thighs (65.7%), but the survey result shows that the percentage of people who know their waist size is as low as 17.6%. Knowing your own body size is the first step of weight loss but most people don't know their measurements (bust, waist and hip) unlike height and weight. Just losing weight isn't always effective to make those body parts slimmer, so they might need to incorporate more appropriate exercise for those target areas.

Q. Which body parts do you want to slim down? (Multiple answer per person / 630 respondents)

	ウエスト	ヒップ	二の腕	足首	ふくらはぎ	太もも	その他	特にない
全体	73.7%	52.2%	50.6%	24.0%	44.6%	65.7%	5.6%	6.7%
20歳～29歳	72.4%	53.8%	54.3%	26.7%	53.3%	73.8%	5.2%	7.1%
30歳～39歳	71.9%	54.3%	49.0%	25.2%	41.4%	63.3%	5.7%	7.6%
40歳～49歳	76.7%	48.6%	48.6%	20.0%	39.0%	60.0%	5.7%	5.2%

Q. Which of the following measurements and figure do you know precisely?

(Multiple answer per person / 630 respondents)

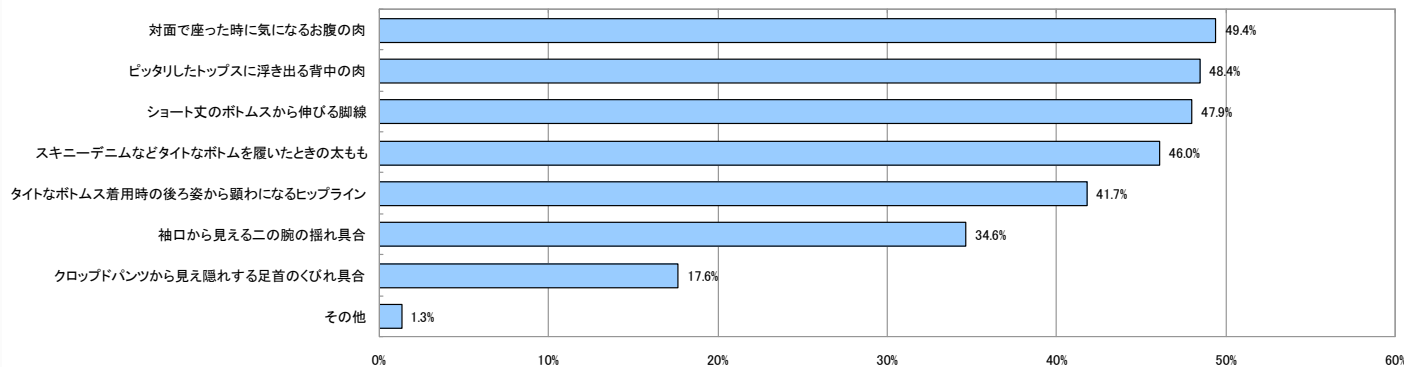
	身長	体重	体脂肪率	バスト	ウエスト	ヒップ
全体	91.0%	80.5%	28.3%	14.9%	17.6%	9.7%
20歳～29歳	91.9%	78.1%	23.3%	13.3%	16.2%	7.6%
30歳～39歳	89.5%	81.9%	24.3%	12.9%	13.8%	8.6%
40歳～49歳	91.4%	81.4%	37.1%	18.6%	22.9%	12.9%

7. Women look harshly at the belly, back and leg areas of other females!?

How women look at other women may be harsher than men. We've found a bit scary truth that about half of the survey respondents can't help but looking at "other women's belly fat when she is sitting down in front of me (47.9%)," "fat on the back visible through tight shirt (48.4%)" and "legs when she is wearing short pants/skirt (47.9%)." Briefly, most women are mainly looking at your waist and above but that's not just belly and legs but also back and hips, which are the parts that you have difficulties to check by yourself. The ultimate solution to deal with the gaze may be obtaining a perfect body you can be confident to be seen from all directions.

Q. Which female body part do you look at the most?

(Multiple answer per person / 630 respondents)



8. A survey on women’s ideal body type! Two main popular types are “slender body” and “feminine body,” but differs from age group to age group.

What body type is ideal for women these days? To answer this question, we asked the respondents to choose one favorite body type from the following:

1. Glamorous body (Lean yet curvy body like Norika Fujiwara)
2. Slender body (Slim body like Misaki Ito)
3. Feminine body (Soft and curvy body like Risa Hirako)
4. Athlete body (Very lean and toned body like Miwa Asao)

Q. Which of the following is your ideal body type? (Single answer per person / 630 respondents)

	Glamorous body (Norika Fujiwara)	Slender body (Misaki Ito)	Feminine body (Risa Hirako)	Athlete body (Miwa Asao)
Overall	21.1%	36.0%	34.6%	8.3%
Aged 20 to 29	18.6%	38.6%	40.0%	2.9%
Aged 30 to 39	19.5%	35.2%	36.7%	8.6%
Aged 40 to 49	25.2%	34.3%	27.1%	13.3%

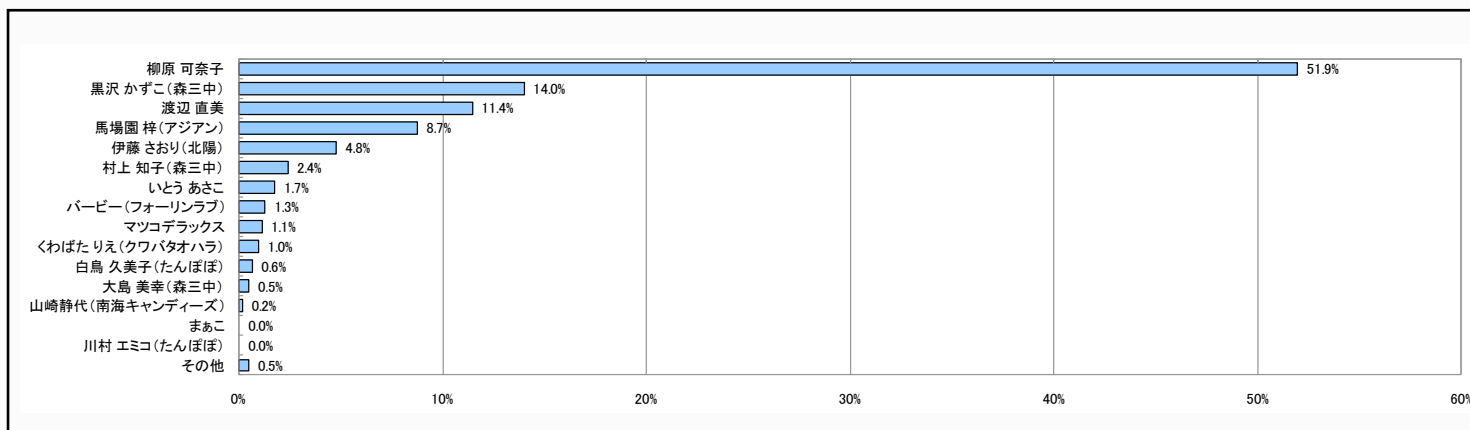
According to the survey findings, “Slender body (36%)” was the most popular body type with almost all age groups, followed closely by a rather new trend of “feminine body (34.6%).” As for women in their 20s and 30s, “feminine body” is most favored while “slender body” is more popular among 40s (34.3 %.) We need to focus on which will turn out to be the next mainstream body type in the future: “slender body” that may be built up naturally or “feminine body” with womanly features.

9. Kanako Yanagihara was voted as the No.1 female talent who people think will be the most charming if she lost weight!

The most exciting thing about weight loss is a dramatic change in appearance. We surveyed on who they think will have the most potential to be attractive after losing weight, which resulted in a big win for a female comedian Kanako Yanagihara (51.9%) with a huge lead on Kazuko Kurosawa (14%) and Naomi Watanabe (11.4%) who ranked second and third. We usually look only at the humorous aspect of those female comedians but might have a chance to see their big transformation some day.

Q. Which of the following female talent do you think become the most charming if she lost weight?

(Single answer per person / 630 respondents)



OLM's shopping brands "exabody" supports customers to get their ideal body through providing carefully-selected exercise DVDs and body design machines from all over the world. The following three products are our recommendation to work on the two body parts people want to tone the most (according to topic 6): waist and thighs.

■ JAANA Rhythms to slim down your waist

Exercise program developed by Jaana Knitz, who is known as a co-creator of the big hit program *Core Rhythms*. One lesson is designed as short as just ten minutes to allow busy women and moms to enjoy dancing and make a beautiful waist line at home.

Product Configuration: 4 DVDs
(3 DVDs and 1 bonus DVD *Japanese dubbed)

Price: 9,900 yen with tax

<http://www.exabody.jp/goods/YRM01>



■ LEG MAGIC X to strengthen hard-to-reach lower body muscles

Exercise machine specially designed to train inner thighs, outer thighs and hips. You can strengthen your lower body just by sliding your legs on the machine for 60 seconds per set.

Product Configuration: Base unit, workout DVD (Japanese dubbed)
exercise diary, user manual, assembling tool

Product size: 1070mm wide, 465mm long and 990mm high

Weight of base unit: About 10kg Material of base unit: Steel and etc.

Price: 14,700yen with tax

<http://www.exabody.jp/goods/LGM01>



■ **TRF EZ DO DANCERCIZE to focus on your problem body part**

Dance exercise program created by TRF dancers SAM, ETSU and CHIHARU, which consists of three discs designed to target different body part respectively. You can dance with their mega hit songs including “EZ DO DANCE” and get a toned dancer body.

Product Configuration: 3 DVDs

Run time: 55 minutes each including bonus contents
(165 minutes in total)

Price: 9,900 yen with tax

<http://trfezdodancercize.jp/>



The key to weight loss success is continuing whatever you are doing. We hope our products are used as a support tool that motivates you to enjoy exercising to create your ideal body at your own pace.

Oak Lawn Marketing is a media and branding company headquartered in Nagoya, Japan with offices in Tokyo and Sapporo along with local operations in China and the United States. Through its three virtual store fronts, Shop Japan, Hill's Collection and exabody it strives to bring its customers exciting products from around the world.

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