



Marketing Research for Weight Management Private Practice

Demographics in San Diego, CA	Specifics	Mean
Income		\$51,939/yr
Age	0-65 years	88.90%
	65 + years	11.10%
Education Level	No HS diploma	17.40%
	HS Diploma	53.10%
	Bachelor's degree or higher	29.50%
Race	White people not Hispanic	51.70%
	African American	5.50%
	Hispanic	30.10%
	Asian	10.30%
	Native American	1%
BMI - Overweight classification (>25 and <30) for people 18+	Caucasian	36%
BMI - Obese classification (>30) for people 18+	African American	25%
Prevalence of Diabetes in people 18+	African American	10%

Focus Group Demographics Needed
Caucasian
African American
Ages 18-45
Risk factors for heart disease (ie diabetes, high blood pressure, BMI 25+)
Residents of San Diego County

#	Focus Group Survey Questions
1	How willing would you be to seek counsel for weight loss?
2	What do you view as being the biggest problem with your weight (if any)?
3	What are your ultimate goals for weight loss, body image, your future etc?
4	How do your feelings/emotions influence the way you eat?
5	What nutrition information do you want?

Local Competitors	Mean Fee (\$/hr)
There seem to be about 15 Private Practice Dietitians in San Diego County	
Katie Clark, RD	\$125/hr
Sharpe Hospital Outpatient Care in San Diego	\$156/hr or \$125/hr with 20% off if payment is made on the day of counseling (prompt payment)