

Active Health Club Members: Setting the Pace

Active health club members are the very picture of the perfect consumer.

According to MRI:

- Nearly 73% (US Pop. 60%) of active health club members are between the ages of 18-49.
- They have an average household income over \$90,000 (U.S. Pop. \$69,000).
- They are characterized as being lifestyle ambassadors and purchase influencers.

Active Health Club Members are:

- Early adopters of new technology
- Highly health conscious in food, beverage, and personal care consumption
- Green Advocates
- “Buyers of the best”: Buy far more based on quality vs. price
- Extremely brand loyal; when they find a product or service they like they stick with it and tell many others.



Health Club Members set the trends:

Over 80% of health club members surveyed indicate that people often come to them for advice on purchasing decisions, and that this advice is usually followed.

Source: AMPG Omnibus surveys, 2009

(((HealthClubMedia Network™)))

Formerly Health Club Panel Network.