

Active Health Club Members: “On the Go” Shoppers



The Health Club Consumer:
Working out and shopping are both part of their daily routine.

61% of health club members shop after working out. Where do they go?

Supermarket/Drug Store: 55%

Natural/Health Food: 28%

Wholesale Club: 27%

Source: Suburban Associates health club exit survey research

(((HealthClubMedia Network™)))

Formerly Health Club Panel Network.