

Active Health Club Members Go Green

MRI Green Segment Measurements

MRI 2007 Fall

Active Health
Club Member
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“Green at the Supermarket”

Regularly “buy green” and regularly eat organic foods

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“Green Advocates”

The greenest of the Green. Nature and the environment are of paramount importance to this segment of environmentalists, whose members firmly believe that their actions have an impact on the world. Not only do they recycle, environmental impact is an overriding factor in all their purchase decisions. And, of course, they actively support environmental causes.

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SCARBOROUGH research

December 2007

Hybrid vehicle owners are 83% more likely to be members of a health club than the overall U.S. adult population.

