
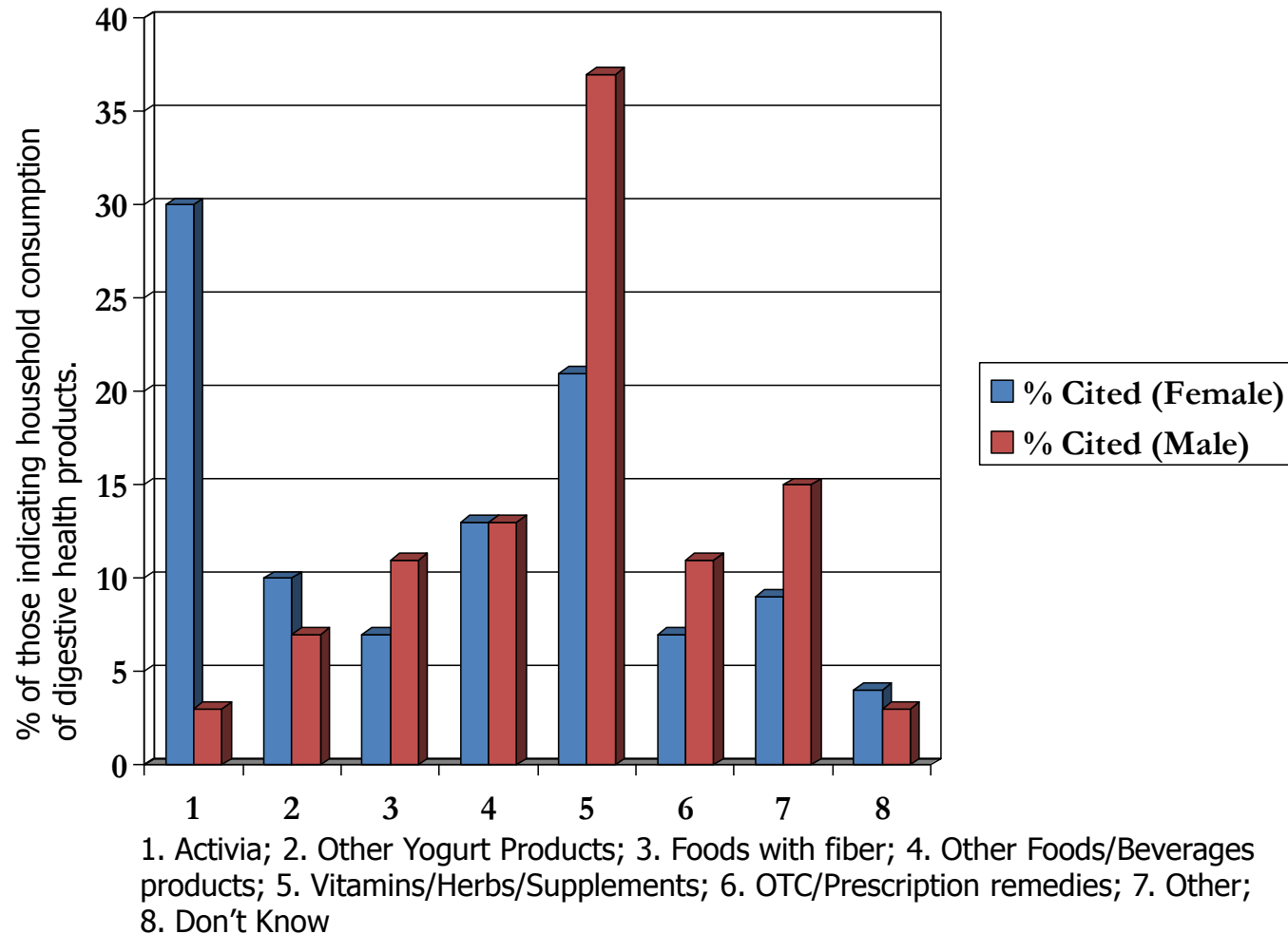


Key Highlights

- 61% of female health club members and 46% of male health club members indicated they were "Very" or "Somewhat" familiar (top 2 box) with food and supplement products on the market that promote digestive health.
- 47% of female health club members and 30% of male health club members indicated that their household consistently buys food and supplement products that promote digestive health.
- Those indicating household consumption were asked to identify specific product categories and/or brands that their household buys most frequently. Results 

Active Health Club Members and Digestive Health Products

In April 2008, 445 health club members, ages 25-54, exiting health clubs in San Diego were surveyed regarding their familiarity with and household usage of digestive health products.



Health Club Panel Network™

A CAPTIVE MEDIA COMPANY

