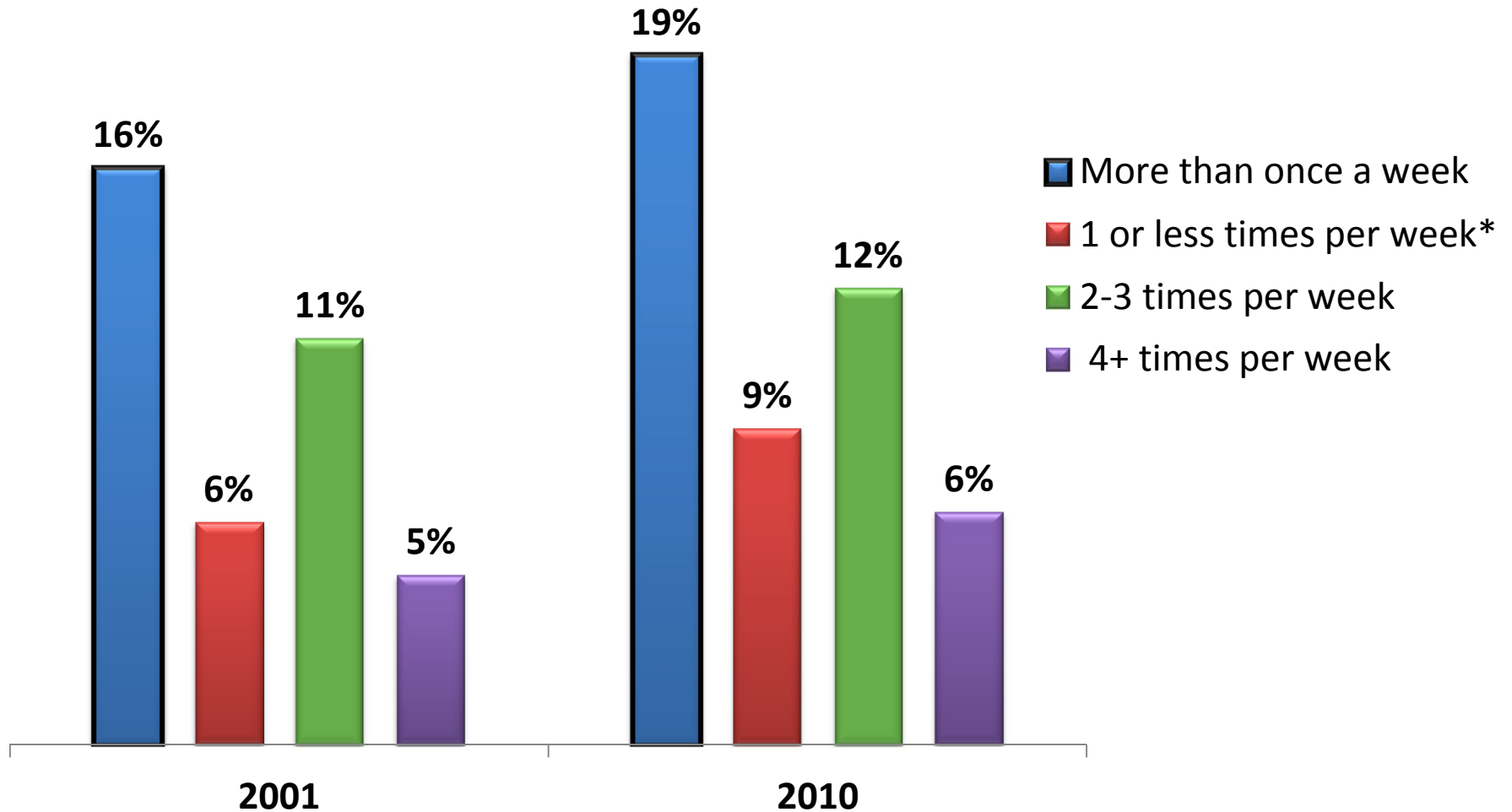


# ***19% of Canadians exercise at a fitness club more than once a week!***



*\* Note: "1 or less times per week" refers to once a week OR at least once a month.*

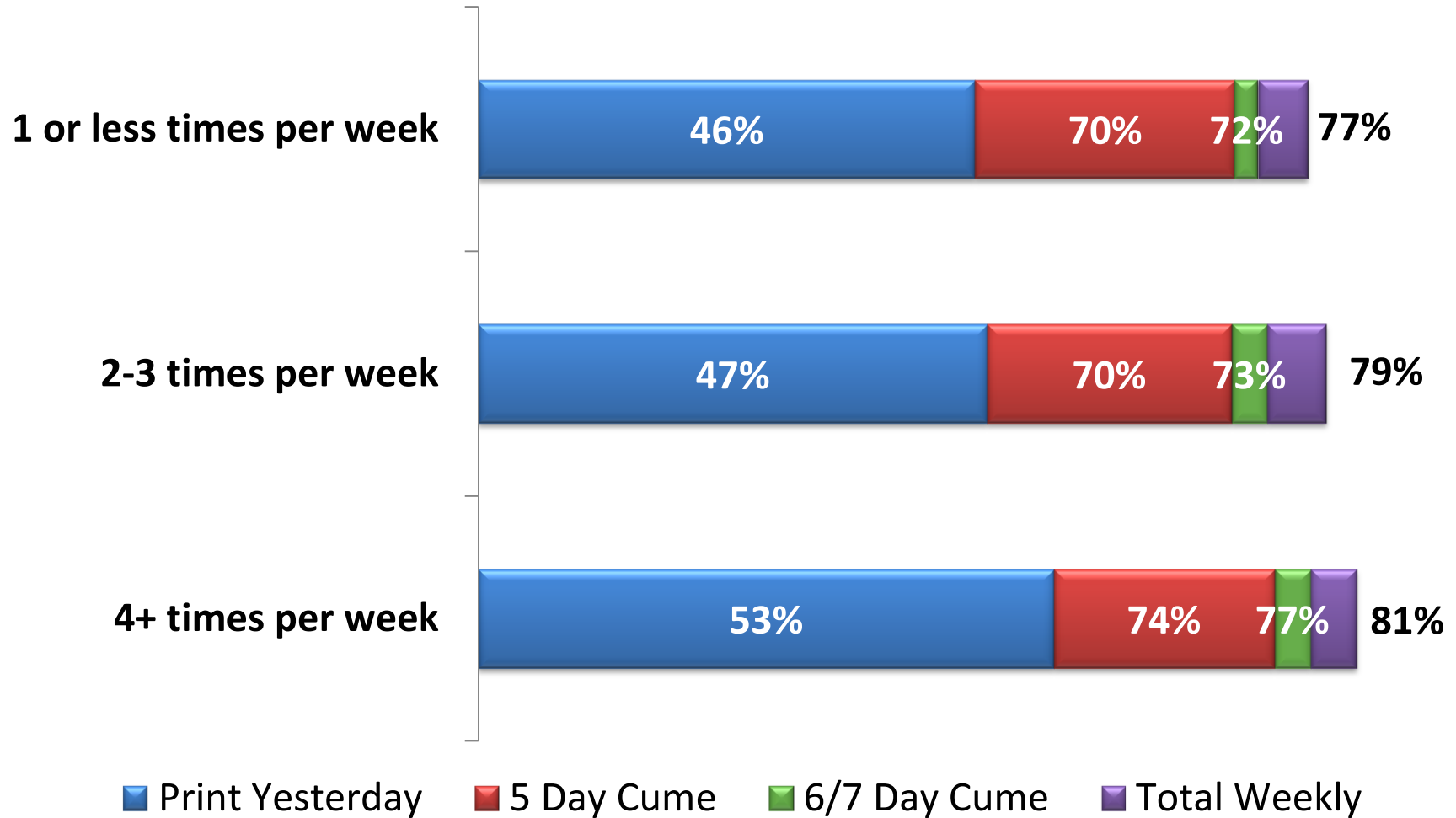
Source: NADbank 2001, 2010  
Base: All Product Markets

# Demographic Profile of Fitness Club Participants in Canada

	1 or less times per week		2-3 times per week		4+ times per week	
	2001	2010	2001	2010	2001	2010
Female	51%	<b>55%</b>	57%	<b>53%</b>	45%	<b>52%</b>
Average Age	37	<b>41</b>	40	<b>44</b>	38	<b>42</b>
University Graduate	20%	<b>23%</b>	24%	<b>24%</b>	22%	<b>25%</b>
Married/Living Together	49%	<b>59%</b>	55%	<b>61%</b>	53%	<b>58%</b>
Employed Full-Time	49%	<b>47%</b>	51%	<b>48%</b>	51%	<b>45%</b>
Average HH Income	70K	<b>81K</b>	74K	<b>84K</b>	76K	<b>90K</b>

Source: NADbank 2001, 2010  
Base: All Product Markets

# Newspaper Readership is highest for the most frequent fitness club participants



Source: NADbank 2010  
Base: All Product Markets