

# Who Are The New Fitness Buffs?

Males 99 48%

Females 101 52%

Some High School or Less 73 7%

Graduated High School 91 18%

Some Post Secondary 104 34%

University Graduate Plus 111 38%

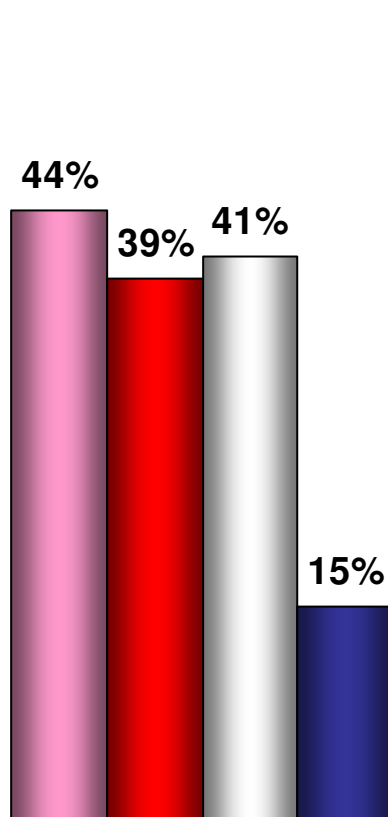
Married/Living Together 100 61%

Single/Widow/Sep/Div 100 38%

↑  
Index to Adults 18+

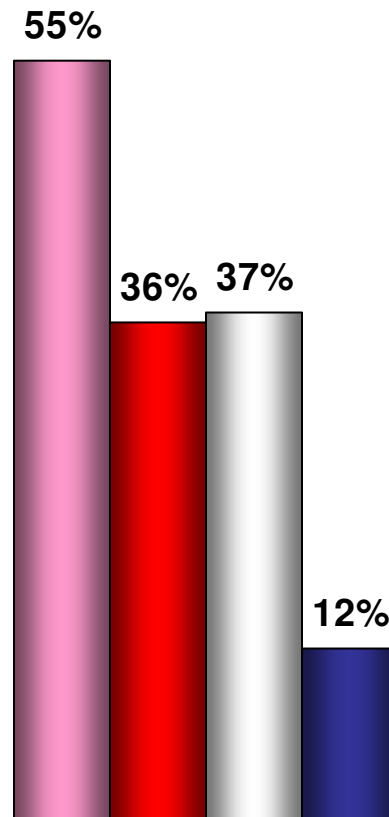
# Different Strokes For Different Folks.....

Average Age: 39



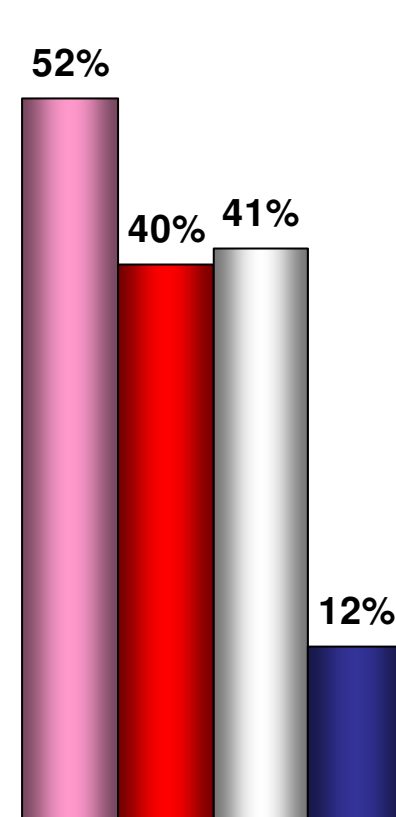
Running/Jogging

Average Age: 47



Walking

Average Age: 43



At Fitness or Health Club

■ Females ■ University Grad+ ■ Managers, Professionals, Other White Collar ■ Blue Collar

# Readership for Fitness Buffs

