



February 15-17, 2008 • Los Angeles Convention Center
Demographics and Purchasing Habits

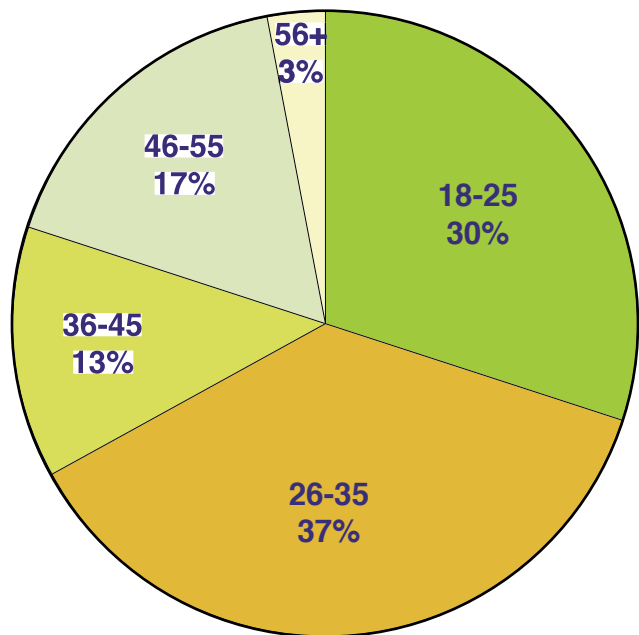
Are These The Demographics of Your Target Market?

- 53% Male, 47% Female
- 67% attended college
- 46% earn at least \$50,000 per year
- 78% claim to be fit or very fit

- 81% workout at least 3 times a week
- 69% belong to a gym
- 74% train with weights
- 75% take vitamins or supplements
- 71% use energy drinks
- 69% shop at health food stores

- 78% want to change their physical appearance
- 53% want to lose weight
- 84% want to gain muscle
- 72% want a healthier lifestyle

- 59% read a fitness magazine every month
- 66% bought workout clothing in the last 12 months
- 61% bought athletic shoes in the last 12 months
- 35% bought skin care products in the last 12 months
- 43% bought natural health food in the last 12 months
- 44% own home exercise equipment and 28% plan to buy some in the next 12 months



Expo Attendees By Age

Expo Attendees Support Sponsors and Exhibitors:

- 68% have a more positive image of companies that exhibit at the Expo than those that do not.

- 63% of attendees report that sponsorship of TheFitExpo would make them more likely to choose the sponsor's product.