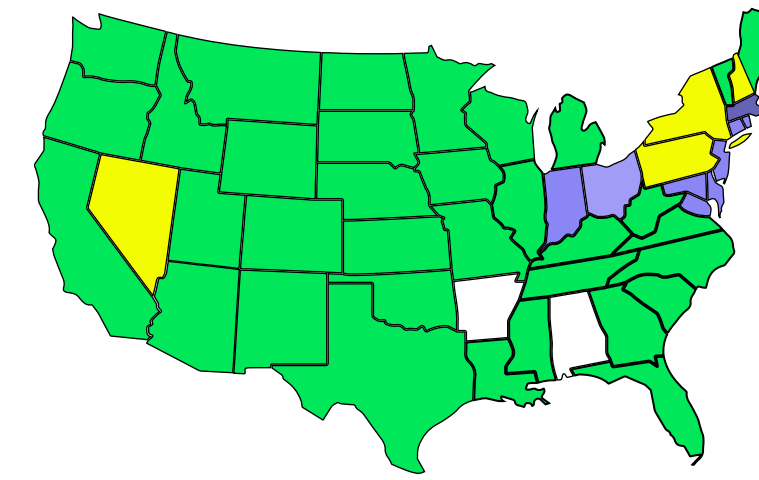
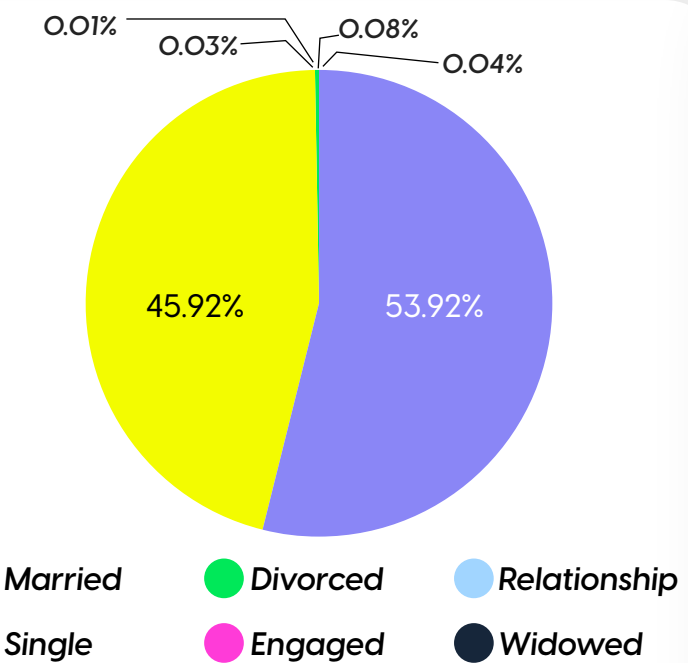


New Years Healthy Lifestyle Insights

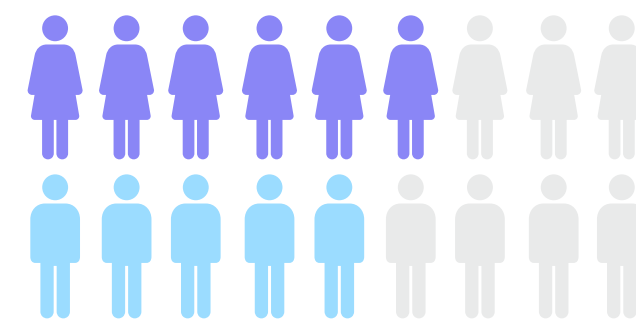
Meet the New Year's Healthy Lifestyle Consumers, a group committed to making wellness a cornerstone of their lives, embracing a holistic approach to better living in the New Year. As the calendar flips, they dive into fitness, nutrition, and overall well-being with renewed enthusiasm. These consumers invest in gym memberships, athleisure apparel, and supplements, combining physical activity with smart choices in nutrition. Beyond their health goals, they're entertainment enthusiasts who stream music, enjoy movies, and attend live events. With a passion for premium experiences, they travel in style, favoring luxury hotels and airlines. Their appreciation for finer things extends to high-end jewelry and designer brands, reflecting their dedication to balancing health with an upscale lifestyle. Found predominantly in the Northeast, this group leans slightly female and over-indexes among higher-income households.



Affinity By State

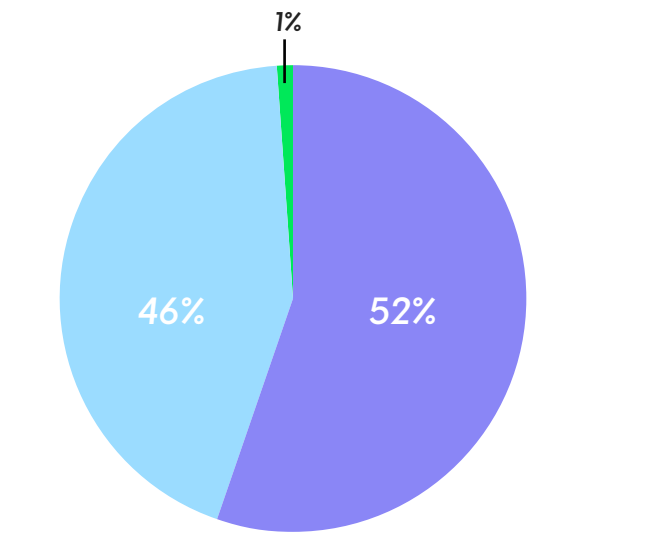


Marital Status

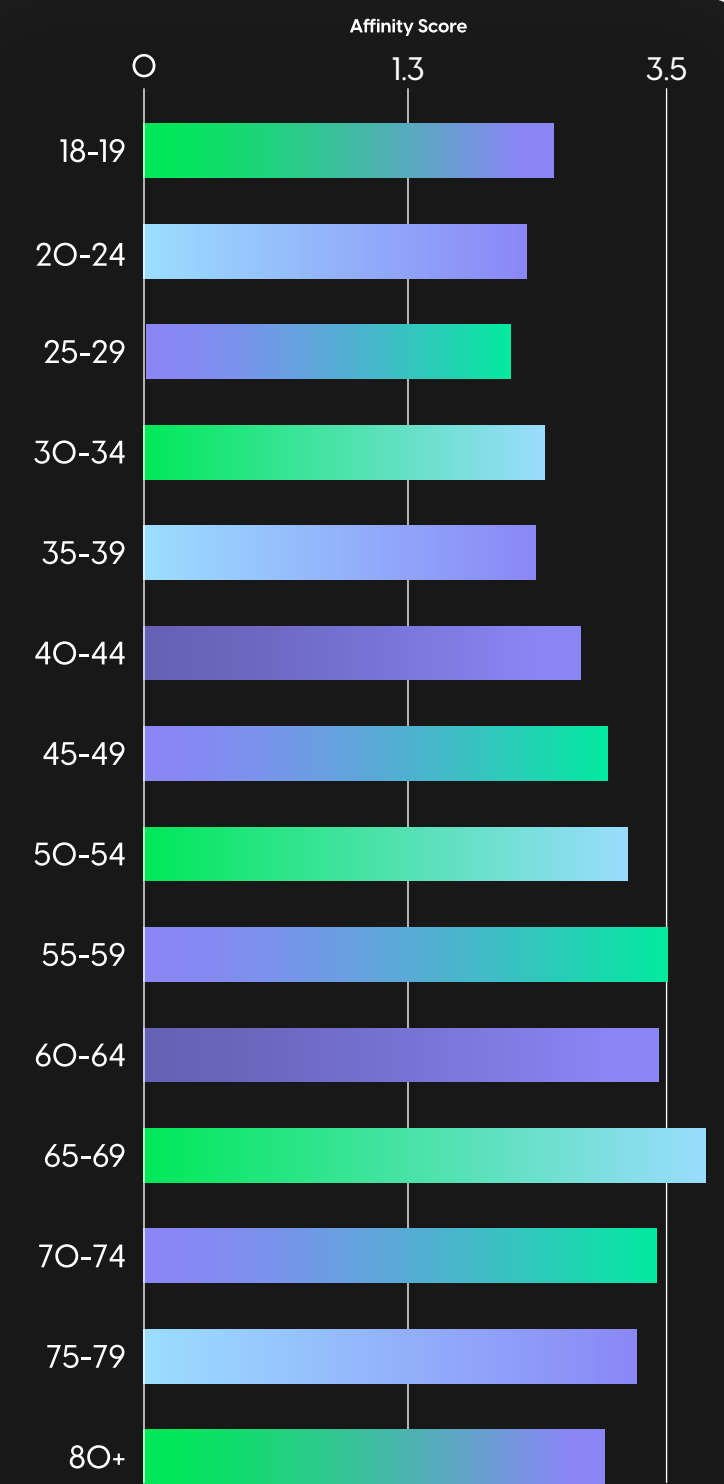


Female | 57%
Male | 43%

Gender Breakdown



Political Breakdown



Age Breakdown



Top Affinities

\$250k+

Household Income
Affinity Majority

3,863,216

Sample Population