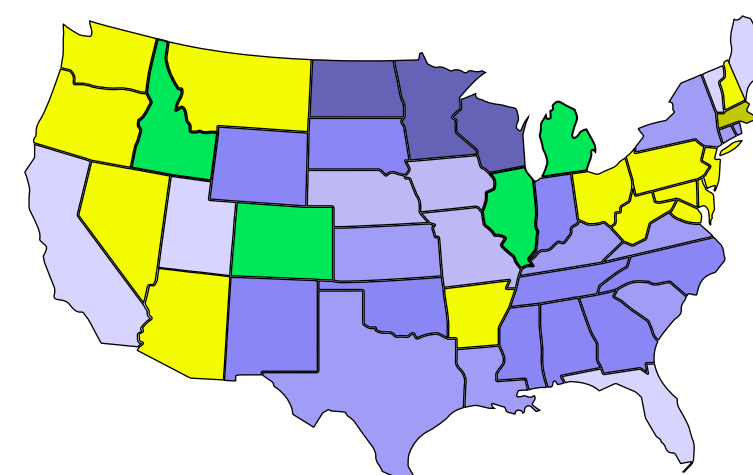


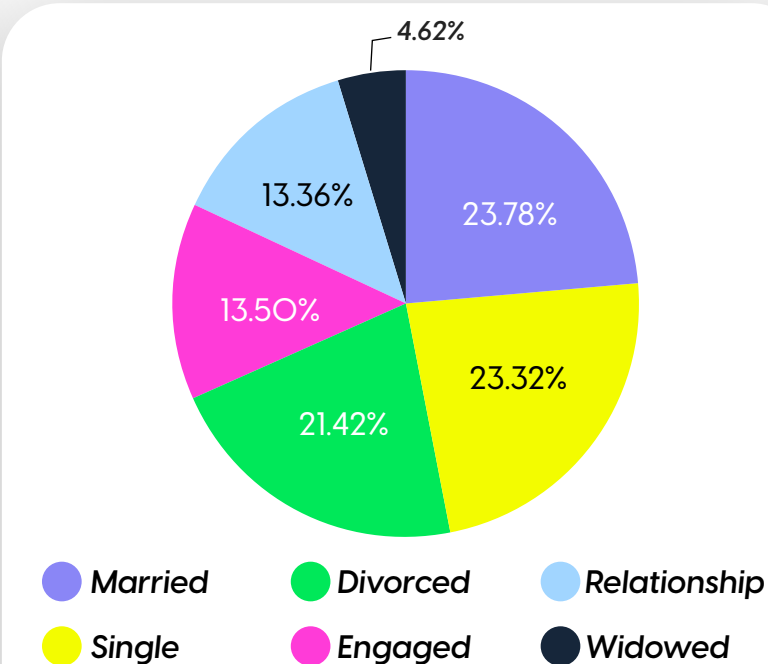
Fitness & Nutrition Equipment Shoppers

Meet the Fitness and Nutrition Product Shoppers, a dynamic group investing in their health and well-being while they keep their life balanced and fun. These shoppers are outfitting themselves for all kinds of fitness journeys—whether it's yoga, pilates, cycling, or climbing. But it's not all kale and protein shakes; they're foodies at heart, exploring cuisines, indulging in snacks, and prioritizing convenience when it comes to mealtime. Pop culture and entertainment keep them connected, from following celebrity gossip to streaming the latest music. Politically diverse and spanning all marital statuses, this group leans slightly Democrat and sees a noticeable surge around retirement age. They're tech-savvy, health-conscious, and plugged into the latest trends. For them, health and fitness aren't just goals—they're a lifestyle, seamlessly blending physical activity, great food, and entertainment into their daily lives.

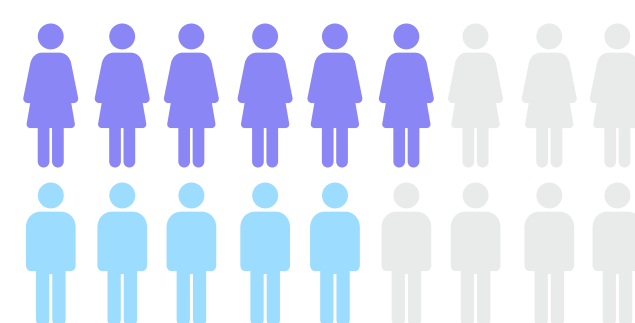
0.3 0.1



Affinity By State

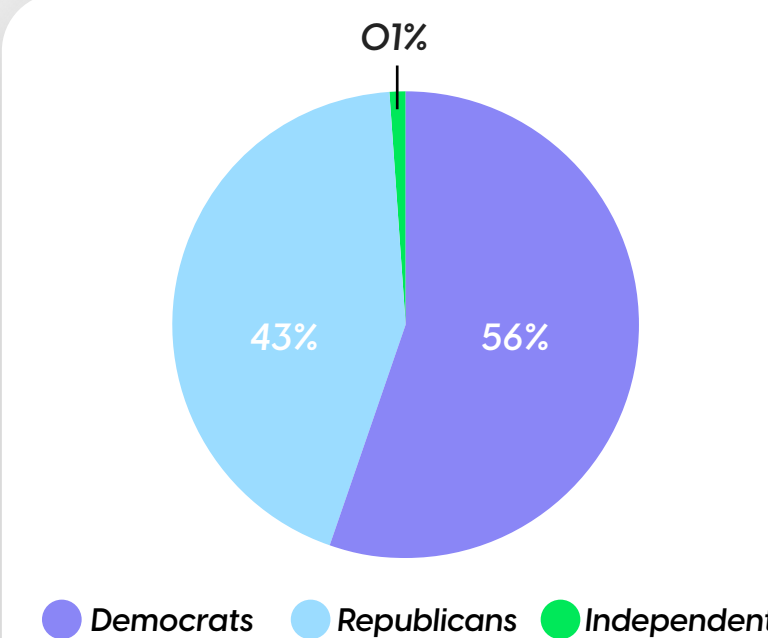


Marital Status

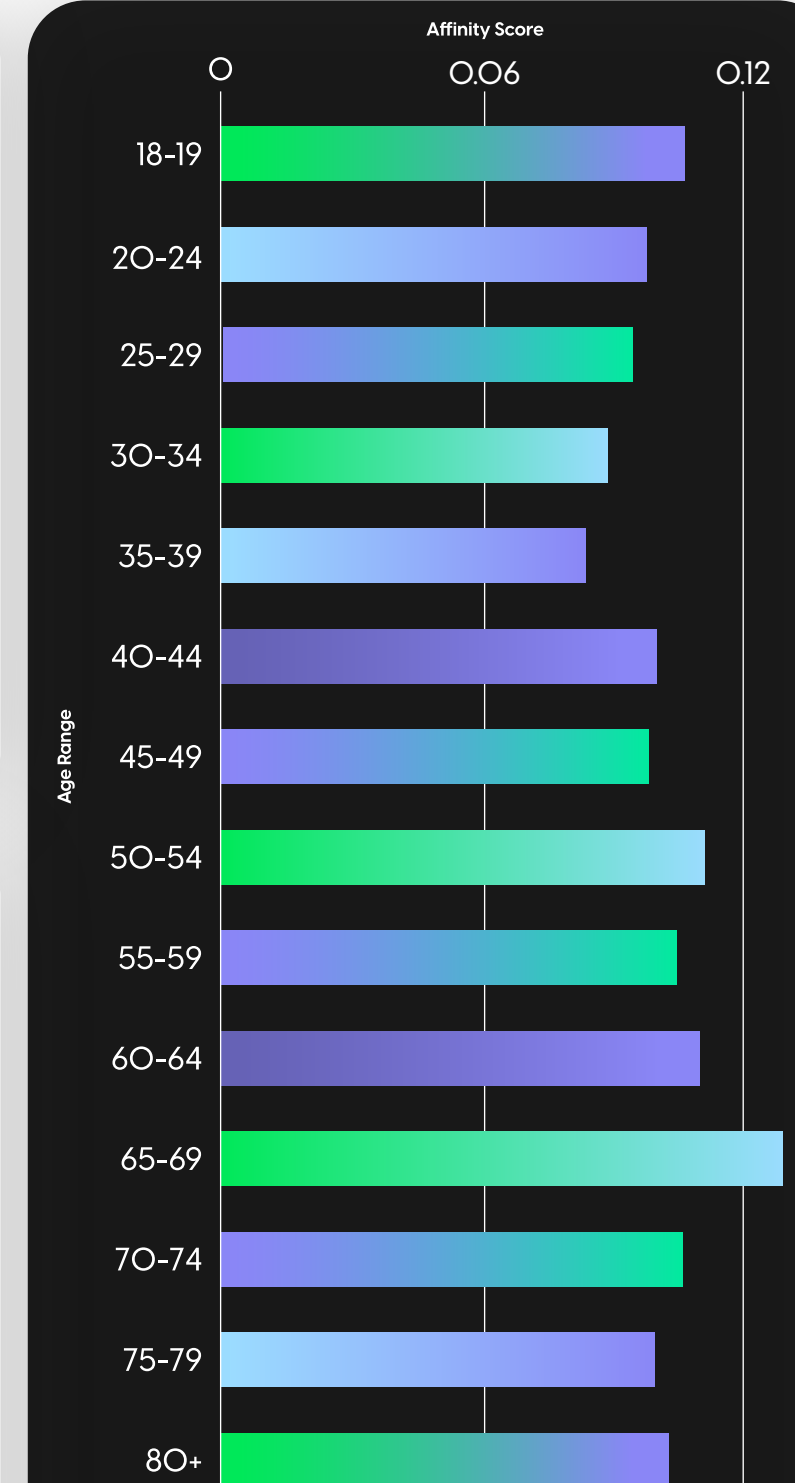


Female | 53%
Male | 47%

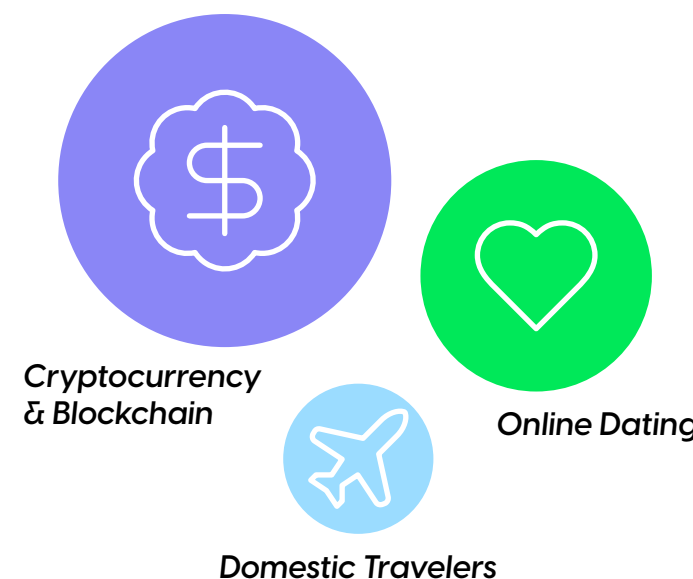
Gender Breakdown



Political Breakdown



Age Breakdown



Top Affinities

\$150k - \$250k

Household Income Affinity Majority

4,960,605

Sample Population