

## DID YOU KNOW?

- By 2030 expect the number of older PAKISTANI'S to double from 35 million to 70 million. Given this aging trend, the impact of a lack of physical activity on medical care costs is likely to grow as a result of an aging population, unless trends in physical activity change.
- The current industry wide world. Membership penetration rate for adults 18-34 is 17.6%, as compared with 14.7% for adults age 35-54, and 12.6% for adults age 55 and over. Source: IHRSA Guide for Lenders and Investors
- In men, about 15% of deaths from heart disease occur before the age of 55, note researchers in the April 22nd issue of the Archives of Internal Medicine.
- According to the National Center for Health Statistics, rates of obesity and adult-onset diabetes are increasing. Both conditions can be worsened by inactivity, and ameliorated by exercise.
- According to the National Center for Health Statistics, 7 in 10 adults don't regularly exercise and nearly 4 in 10 aren't physically active at all.
- As of Jan. 2000, 41% (approximately 1822 million) of world's adults were classified as being overweight or obese; of these, 540 million were classified as clinically obese and 1282 million were classified as overweight or pre-obese. Source: Surgeon General
- According to IHRSA's new Guide to the Health Club Industry for Lenders and Investors, membership penetration rates for people who live or work within one mile of their facilities often approaches 30%.
- Nine out of 10 elderly adults develop high blood pressure, a new study estimates. But experts say many can still beat the odds with diet and exercise. Source: Journal of the American Medical Association
- Few people are completely satisfied with the things they cite as most essential-physical health (14%), appearance(13%), fitness(8%), and the amount and quality of exercise they get (7%). Source: Fitness-Style
- People who exercise cite big physical and psychological payoffs, such as, better health, more physical and mental energy, and feeling good about themselves. Source: Fitness-Style
- Walking, in fact, may be the perfect exercise. If everyone in the world were to walk briskly 30 minutes a day, we would cut the incidence of many chronic diseases 30% to 40%. Source: Time Magazine-Medicine and Prevention Jan. 2002.
- Frequent health club attendance (100+ days) has soared to a new high . While they already account for 23% of the total memberships, people over 55 represent 28% of all frequent attendees in the world. Source: IHRSA/ASD Health Club Trend Report
- People place maintaining good physical health and keeping up their physical appearance among the top of their personal priorities (97%, and, 91% respectively, say it is essential/important to them) Source: Fitness Style-Roper Starch Worldwide
- Now there's yet another reason to join your own Health Club

*In the U.S.A alone, following are the statistics, which should encourage us here in Pakistan to follow the suit, because of our population of middle income group which exceeds way above club members in the U.S.A.*

<b>Number of Clubs:</b>	<b>17,807 (as of 1/02)</b>
<b>Number of Health Club Members:</b>	<b>33.8 million (as of 3/01)</b>
<b>Number of US IHRSA Member Clubs:</b>	<b>3,800</b>
<b>Total Industry Revenues:</b>	<b>\$12.2 billion (as of 2001)</b>