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LIFE STYLE SEGMENTATION IN A SERVICE INDUSTRY: THE CASE OF FITNESS SPAS

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ABSTRACT

The number of fitness spas has increased greatly in the past decade, reflecting the development of a new market in America. This study uses life style as a means of segmenting the market for this relatively new service institution and draws implications for marketing managers. It characterizes spa members in terms of their attitudes and opinions, participation in both active and passive leisure pursuits, and their demographics. Spa marketers can act on the findings that members are younger persons who are open to influence from others, concerned about their appearance, confident in their own state of conditioning, and involved in a number of both active and passive pursuits.

LIFE STYLE SEGMENTATION IN A SERVICE INDUSTRY: THE CASE OF FITNESS SPAS

INTRODUCTION

Currently, America's fitness spas constitute a service industry that is riding the crest of the recent strong interest in physical conditioning in this country. More than 100 million Americans swim, 75 million bicycle, 37 million jog or run, and 85 million take part in exercise programs.(31) A recent Gallup poll reported that 54 per cent of Americans exercise regularly, more than 37 per cent for two to four and one-half hours a week.(30) This interest in physical fitness translated into record sales of billions of dollars for products to support sporting

and fitness activities.(3, 18) Fitness spas have multiplied rapidly to improve many thousands of facilities offering equipment, instruction, and convenient locations to support the exercise movement.(16, 32) The number of spas grew as much as 15 per cent annually from 1983 to 1988 and there are now about 10,000 for-profit clubs, and about 5,000 corporate, hospital, wellness, and other not-for-profit clubs.(19)

Despite this large and growing market, fitness spas have been experiencing problems, and many clubs have been forced into bankruptcy. These failures and other abuses have caused 17 states to pass legislation to regulate the fitness spa industry.(16) Many of these financial and legal difficulties reflect unsuccessful relationships between the organizations and their publics; in other words, they are marketing problems.

Spas are one particular form of service institution, and as such can benefit from lessons learned in the study of service institutions in general. For example, spa managers need information that will help them gain economies of scale by expanding their markets and better serving their present patrons.(21) They must learn how to design programs that provide a service that is consistent and unique.(37)

Marketing research can aid spa management in various ways. Because spa personnel interact closely with the people who constitute their market while producing/distributing their services, it is especially important that managers understand the behavioral characteristics of their customers.(21) As a further benefit from such search, the training schools of spa chains can teach employees interactive skills (26), basing their course of instruction on the characteristics obtained from marketing research.

Heskett (13) proclaims the necessity of managers of services to characterize their target market in terms of variables that have implications for more effective marketing decisions, and on their basis to develop an offering that meets the needs of the target market. Following this suggestion, the purpose of this study is to investigate how well certain variables can be used to segment this service market and provide results that can be meaningfully interpreted within a service marketing context. This research investigates what variables can be used to efficiently characterize the current market for health spas, and it derives implications for marketing strategy from the resulting profile of spa members.

CONCEPTUAL BASIS FOR THIS STUDY

The conceptual basis for this study comes from the literature of several related fields of study. These contributions lie on a continuum that ranges from a specific focus to a more general consideration of related issues. While none of these studies has focused on spa membership per se, this research has suggested a wide array of variables that may relate to an individual's desire to seek membership in a health spa. The findings of these different streams of research provide some interesting insights, but they have been fragmented in nature.

Therefore, this section of the paper conceptually unites a wide array of variables that are potentially useful for distinguishing spa members from nonmembers (that is, for profiling members).

Reflecting the managerial concern embodied in the marketing concept, an underlying premise of this conceptualization is that the facility should accommodate the customer's physical and psychological needs.(4) The integrating concept used here to reflect these needs is the concept of life style. In particular, sports and other physical fitness activities are so influential in defining current life styles that some observers consider physical activity to be the major component in the modal life style of the eighties.(3) To many individuals, it is their physical activities and not their work activities that are the major source of self-identity.(38) Fitness spas, which have arisen to support these activities, have thus become an important part of the lives of many Americans.

One approach to life style research considers leisure activities as the most important indication of life style.(10) However, Wells and Tigert (40) argued that interests and opinions and demographics should also be considered. On this basis, a simple conceptual framework can be used to organize the potential predictor variables into four sets of variables hypothesized to be related to spa membership. The first set comprises those of an individual's interests and opinions (here, attitudes and opinions, or AO's for brevity) related to exercise. The next two sets of potential predictors relate to patterns of overt behavior: the relatively active pursuits in which individuals participate, and their relatively passive leisure activities. The final set consists of demographics, as broadly defined. The remainder of this section considers each of these four sets of variables in greater detail.

ATTITUDES AND OPINIONS

Many people believe sports and physical exercise present an opportunity to interact with others. To these participants, the need for social contact is a prime motivator to participate in physical fitness activities.(1, 11, 17) The choice to participate may be influenced by various significant others and reference groups. Harris (12) found participation is heavily influenced by the participant's current friends, while other research linked the influence of one's parents to participation in fitness activities.(27, 36, 38) Beyond the influence of others, those who are more self motivated in general may be more likely to adhere to an exercise program.(7, 27)

People may also choose to participate in physical fitness activities to gain certain benefits. For example, some participants feel more motivated to perform their required daily duties after physical exercise (9, 28), and some feel that they are more mentally alert after exercise.(8) Participants may also see exercise as a way to deal with the stress that comes from their work.(29)

Some individuals receive intrinsic satisfaction from strenuous physical exercise; e.g., at the extreme, many runners claim to reach a

state of euphoria, often called a "runner's high".(24) Young athletes have also been found to have a greater desire for achievement later in life.(27)

Research has shown that people are more likely to enjoy games if they do well at them.(14) This satisfaction would be expected from success at physical activities, as well. If those who exercise see themselves as being in good physical condition and as being more athletically skilled, they are more likely to be involved in physically active pursuits.(38, 17)

ACTIVE PURSUITS

Fitness spas specialize in facilitating one or more active pursuits. Yet their customers seldom occupy their leisure time exclusively with a single pursuit. Rather, their active participation is usually characterized by an individualized set of those activities they select to occupy their leisure time.(23) Thus, their involvement may be best characterized in terms of a pattern of physical activities. The set of pursuits that is chosen will, of course, depend on the alternative available in the geographical locale.

PASSIVE PURSUITS

The leisure pursuit in one's life style may not be all of a physically active nature. Spa members may also differ from nonmembers with respect to their patterns of more passive pursuits. Perhaps surprisingly, previous research has found physically active persons to be more involved with passive pursuits than less active persons. Active individuals are more likely to be patrons of the arts.(6, 33) There is also evidence to suggest that physically active people, and thus presumably spa members, may read more books, be more involved in photography (33), and attend more movies.(23) But they may be less involved in church or religious activities.(15)

DEMOGRAPHICS

Demographics have often been found useful for characterizing those who participate in physical fitness activities. Several studies determined one's sex to influence participation.(15, 23) These studies, as well as others, have consistently related participation to age.(6, 11) Other demographic variables found predictive of activity level are marital status (25), education (6, 41, 42), occupational prestige (25) and income.(6, 15, 22, 39)

On the negative side, some individuals have the desire to exercise, but perceive barriers to their participation.(35) Such barriers include lack of leisure time, medical reasons that prohibit exercise, and conflicting family and work obligations.

Marketers rely on mass communications media to promote such commercial enterprises as fitness spas. Thus, the media habits of the fitness market must be considered, and it has been shown that different leisure segments vary in their media viewing habits. Specifically, active segments have differed in the amount of time they spend watching television. (15, 33) In the same vein, they may also differ in the time of day they watch television, which days of the week they read the newspaper, and the radio programming they most prefer.

METHOD

A quota sample of 180 respondents aged 18 and older was obtained from the largest metropolitan area of a western state. The sample was selected to represent the general population proportionately with respect to its age and sex as reported in the most recent census. Interviewers were assigned to all major sections of the area to provide representation with respect to socioeconomic characteristics, as well. Respondents completed a self-administered questionnaire in the presence of interviewers who were fully knowledgeable about the purpose of the study. The presence of interviewers helped to motivate the respondents, interpret the instructions for them when necessary, and monitor their compliance with these instructions. The sample contained 57 respondents who identified themselves as members of a fitness spa, health club, sports mall, or similar athletic organization.

AO's were measured using six-point rating scales of the Likert type. Some scales were systematically reversed to lessen the chance of response bias, but to facilitate presentation and discussion all scales are reported here so that a higher number represents more of the variable.

The set of relatively active pursuits chosen for this study was based on the literature cited above. The relatively passive pursuits came from the work of Granzin and Williams (10). To aid respondents, the items for those pursuits that are seasonal in nature asked how many days per year respondents participate in the pursuit, while items for all other activities requested the number of days per month. For clarity, all active and passive pursuits were analyzed and are here presented on a yearly basis. Demographics and media habits were measured with standard items as indicated in Table 4.

The differences between members and nonmembers were analyzed on both a multivariate and univariate basis, using multiple discriminant analysis and univariate ANOVA. Multivariate discriminant analyses were conducted to test the hypothesis of relationship for each of the four sets of variables individually: (1) AO's; (2) participation in relatively active pursuits; (3) participation in relatively passive pursuits; and (4) demographics. Here, canonical loadings were used to evaluate the contribution of each variable to its canonical discriminant function. The univariate analyses supplemented the MDA by providing information about differences between members and nonmembers with respect to each item taken singly.

RESULTS

This section presents the results of the statistical tests of relationship between spa membership and the variables hypothesized in the conceptualization section as predictors of membership. Those variables found significant will be used to describe the profile of spa members.

Table 1 presents the results of the statistical analyses for the AO's. The canonical discriminant function reached significance at $p=.010$. Self-perception of one's athletic ability and physical fitness level provides the strongest contribution to the function, followed by susceptibility to the influence of friends, a need to improve one's appearance, and a need for social contact. This function describes a confidence in one's physical condition, an openness to other persons, and a concern with one's appearance, possibly because of this openness to other persons. The centroid for spa members stood higher on this function, indicating spa members are more likely to express these five AO's.

The same five variables reached significance at the .05 level in univariate analysis. The influence of friends and peers was greater for spa members than nonmembers. Spa members also expressed a greater need for social contact and a greater concern for improving their appearance than nonmembers. Members saw themselves as being more physically fit than others and as possessing greater athletic ability when participating in sports.

For the second set, which comprises the physically active pursuits, the canonical discriminant function reached significance at $p=.000$. (Table 2) Playing team sports was the variable that contributed most highly, followed by tennis, racquetball, water skiing, snow skiing, golf, and swimming. Aerobic exercise, running and jogging, and weight training did not contribute importantly to the canonical function. In general, the variables that define the function include those more likely to require expensive facilities or special equipment. As would be expected, the spa members stand higher on this function. The univariate results mirror the results of the multivariate analysis, as the same six variables reached significance by ANOVA.

An interesting finding comes from a comparison of results for these activities with those facilities that are available at the fitness centers in the metropolitan area that was surveyed. By a clear-cut margin, the two most commonly found facilities in this locale are those for aerobics and weight training, two of the three activities not found to distinguish between members and nonmembers. The only one of the nine activities not directly supported by a single fitness center in the area is golfing, yet this is one of the six variables that did distinguish members from nonmembers.

The third statistical analysis, that for the relatively passive pursuits, formed a canonical discriminant function that reached significance at $p=.032$. (Table 3) Power boating was the variable that contributed most highly to the canonical function, followed by dancing, attending movies, photography, watching spectator sports, and the number

of vacations taken for a period of a weekend or longer. There is no obvious synopsis for this pattern of passive activities, other than an eclectic interest in more expensive leisure pursuits. The centroid for the spa members stands highest on this function. The univariate analyses showed the same overall pattern of relationships as emerged from the discriminant analysis. In this case, only the number of vacations did not reach significance at the .05 level by ANOVA.

The fourth discriminant analysis, that for demographics, reached significance at $p=.005$. (Table 4) In the positive sense, this function is defined by a preference for rock music on the radio, viewing television in the morning, and a younger age. In the negative sense, the function represents a preference for easy listening music and an older age. This rather abbreviated function reflects a pattern found in many previous studies of the local market, studies that involved a variety of products and services. The positive pattern represents the demographics and media habits typical of a more youthful market segment. The positive sense of this function describes spa members, and the negative sense describes nonmembers.

The univariate analyses add to this portrayal by showing that spa members are less likely to be married, and less likely to have a medical reason to avoid exercise. Again, these are demographics appropriate to a more youthful market segment.

DISCUSSION OF FINDINGS AND IMPLICATIONS FOR MANAGEMENT

The results give general support to the hypothesized relations between spa membership and the sets of AO's, active and passive pursuits, and demographics. A number of predictor variables contribute to the profile of spa members. This section discusses these empirical findings. The format for this discussion is to first present a concise statement of a substantive finding, and to then interpret this finding with respect to its implications for a marketing mix appropriate to marketing the services of fitness spas. These findings provide relatively general implications for managers. Any specific implementation must of course recognize that spa customers may seek differential benefits that reflect: their individual needs; the time of day, week, and season; whether they use the spa as an individual or a group; and the composition of their group, if any. (20)

Because fitness services are largely intangible, specific tangible features such as the appearance of both the spa's personnel (2) and its physical facilities become particularly important aspects of the distribution process. Managers can use findings from marketing research to manipulate tangible aspects of their offering to help control the intangible image that is so essential to positioning the firm within its market. (2, 20)

Ziethaml (43) points out that consumers seek and rely on personal sources of information more for the purchase of services than for products. They seek personal information because it can communicate the nature of the experience and compensate for the relative lack of

physical cues in the case of a service. The present results indicate that spa members are motivated by those of their social circle, as members report they are influenced by their friends. When their friends join health clubs, those so motivated are likely influenced to follow. The implication for marketers would be to use current members to solicit their friends to join them in spa marketing, and to use local personalities with whom potential members can identify to act as spokespersons for the spa.

Following in this vein, spa members feel a greater need than nonmembers to interact with other persons. The opportunity to interact with other persons appears to be one significant reason why an individual chooses to join a health club. Spas must manage this interpersonal interaction (21). Even where it appears difficult, management should design the facility and its regimen to promote as much social interaction as possible, consistent with its purpose of supporting physical fitness. Here, as elsewhere, management can exercise control over employee's decisions by standardizing their situation and their behavior (26); e.g., through proper training and through careful choice of (interactive) activities to sponsor.

Spa members see themselves as more fit and as having more athletic ability than others. Regardless of the reality of these perceptions, spa personnel can support the perceptions of those who are clearly fit in the objective sense, and create a subjective sense of fitness among those who lack these same physical attributes. Spa personnel can be trained to praise the slightest improvement they note in the condition of spa members, as a means of giving them the encouragement they may need to continue as faithful members. Fortunately, brand loyalty should be higher for services than for products.(43)

Despite their confidence in their physical condition, spa members see a further need to improve their appearance through exercise. Because they see themselves as already being more fit than other people, quite likely they are not at a disadvantage as far as appearance is concerned. Rather, it appears they set higher standards for their appearance than nonmembers. They strive to even greater lengths to improve the way they look physically, even though these members possess no greater desire to improve themselves in general than nonmembers.(Table 1) Again, personnel should be quick to compliment members on their appearance. The spa can support non-active means of improving one's appearance; e.g., tanning beds and make-up demonstrations.

Interestingly, the results suggest that nonmembers seek other means for self improvement than through improving their physical appearance. If management is to attract nonmembers to membership, it must discover a way to direct any efforts toward self-improvement into a more athletic channel. But trying to serve too many market segments may lead to failure.(20) For example, the social appeal suggested here may alienate women who like to exercise in private. Or, a spa that puts too much emphasis on attractive bodies may fail with those who have clearly unattractive bodies.

The findings of this study suggest a member is one who is involved in a variety of physically active pursuits. Spa members are more likely

than nonmembers to participate in swimming, water and snow skiing, golf, tennis, racquetball, and team sports. Swimming, tennis, and racquetball are sports in which pools and courts are needed, and spa member may choose a particular fitness center so they can participate in these activities. Thus, there apparently are returns to scale whereby larger, full-time spas can provide these extensive facilities to appeal to a broadly defined market. If successful, they would then grow even larger and thus be better able to survive in any market shakeout to come.(21) In other words, offering a full line of fitness services can generate the greater resources necessary to ensuring long-term market profitability as limited-line firms leave the market.

The all-purpose club with a broad appeal may do well to support team sports and golf, perhaps through reciprocal arrangements with country clubs that do sponsor these sports. Although it cannot develop a mountain for snow skiing, the spa located near ski areas can nonetheless support this activity by organizing social events in company with a day on the slopes, and by providing group transportation to ski areas. However, to reach a more diverse market, these full-line firms may have to provide a range of services that is complex in terms of their variety and divergent in that the performance of the process for each service is reactively unique.(34) Costs per unit for these spas might thereby increase, leaving a niche for less complex, less costly firms. Therefore, limited-line clubs can possibly survive by focusing on more narrowly-defined market segments and cutting back their operations to meet the more specialized needs of these segments.(21)

Spa members are no more likely than nonmembers to be involved in aerobic exercise, running and jogging, and weight training. Thus, the potential customers themselves may be the spa's main competition.(43) Even though most spas provide facilities for these pursuits, they may have no visible tangible differential advantage with respect to equipment purchased by the participant for personal use. Aerobic exercise and running and jogging are relatively inexpensive sports that can be pursued without much equipment. People who participate in these activities may not feel that the spa provides sufficient benefits to justify the membership fee. Weight training may also be pursued at home. The market for home weight training machines is rapidly growing (5) and may consist of individuals who like to exercise, but who are not motivated by a great desire for social contact. Spas must show that their equipment and facilities (e.g., an indoor track for use in weather that is too hot or too cold) and the helpfulness of their personnel are worth the cost of belonging to the spa. Emphasizing intangible aspects of its offering may help.

Members are more likely to participate in team sports. Spas can usually support team sports that require relatively little space. For example, volleyball is growing in popularity with both sexes and can quite easily be facilitated in a small gymnasium. Beyond physical participation, members are more likely to watch spectator sports than nonmembers. Here too, spas may capitalize on this broader interest by sponsoring social activities and transportation connected with a trip to nearby professional or college sporting events.

The only barrier to exercise that distinguishes members from

nonmembers is having a medical reason against exercising. With 16 per cent of the nonmember population reporting such a barrier, this barrier is a significant, but not overwhelming, factor in constraining nonmembers from joining spas. In fact, a larger percentage of the nonmembers (20 per cent) reported having a medical condition for which exercise had been recommended, and spas should be quick to capitalize on their ability to support this exercise program. However, Zeithaml (43) claims services inherently stimulate more perceived risk than products. In the present context, management may have to dispel a perceived risk of functional loss; i.e., the fear that an exercise program will not benefit, or may even harm, the customer with an exercise barrier. Free memberships or reduced prices to physicians and physical therapists may be one way to attract those facing a medical barrier through word of mouth.

Media habits hold implications for management. Spa members are more likely to watch television in the morning, although the overall proportion is small, only 11 per cent. Nonetheless, the programming at that time of day may hold some attraction for those nonmembers with characteristics similar to member. Lower rates for commercials at this time of day may make this medium a useful means of communicating with potential members. Similarly, rock stations appear to be the best way to reach those nonmembers who have the characteristics that suggest they could be enticed to join a spa.

The younger age and greater single status of members is no surprise, but this finding should remind management that decor, music, personnel, and other such decision variables should in some sense reflect the tastes of the relatively younger members of the population. For example, the uniforms (or other clothing) worn by personnel should be styled to communicate an image appropriate to such a clientele (37). However, future research should investigate just what correlates of youth can be considered in these decisions.

SUMMARY AND CONCLUSIONS

This study investigated the market for fitness spas by comparing members with nonmembers in terms of their attitudes and opinions, relatively active pursuits, relatively passive pursuits, and a broadly defined set of demographics. The results of this study suggest that members of spas differ from nonmembers in a number of ways that have implications for the marketing of their services. Spa members are younger and more outgoing than nonmembers. The image of the health club as a place to meet people is supported by this study, as members are more concerned about their appearance, more socially active, and less likely to be married than nonmembers. Members participate in a number of different pursuits and can use the club's facilities for some of these pursuits.

There appear to be two potential approaches appropriate for marketers of spas, approaches that capitalize on principles gained from previous research into the marketing of services: (1) to increase membership by better serving current members, and in the process attracting nonmembers with characteristics similar to these members; and

(2) to use a different marketing mix that features facilities that appeal to current nonmembers. The empirical finding of this study suggest that those clubs that use the first approach and provide a broad-based appeal will succeed in the current market.

Alternatively, of course, current nonmembers represent a potential source of future members if spas can attract them through the proper marketing mix. To illustrate, many older, less attractive nonmembers may be participating in exercise programs within their own homes because they do not feel comfortable among the beautiful bodies at the spa. Their exercise programs may be casual at best, and they may lack information about the benefits of a more serious commitment to physical conditioning. They may constitute a viable market segment, but their older age and more sedentary life style suggest the marketing task here may be a difficult one.

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TABLE 1

Attitudes and Opinions of Spa Members and Nonmembers*

<u>Variables</u>	<u>Group Means</u>		<u>F-Ratios</u>	<u>p</u>	<u>Loadings</u>
	<u>Members</u> (n=57)	<u>Nonmembers</u> (n=123)			
Activity level of social circle	4.14	4.00	.50	.479	.11
Influence of friends	3.47	2.89	7.20	.008	.40
Need for fitness	4.42	4.32	.13	.716	.06
Need for tension release	3.71	3.93	.69	.406	-.13
Receives intrinsic satisfaction	2.88	2.93	.06	.801	-.04
Prefers more leisure time	4.44	4.33	.37	.546	.09
Need for achievement	4.30	3.94	2.08	.151	.22
Self-motivation after exercise	4.35	3.94	3.25	.073	.27
Need for social contact	4.39	3.98	4.13	.044	.31
Mental ability after exercise	4.54	4.15	3.08	.081	.26
General self-motivation	3.14	2.90	1.08	.300	.16
Influence of father	3.96	3.80	.52	.474	.11
Influence of mother	3.25	3.50	1.55	.215	-.19
General desire to improve oneself	2.91	2.92	.00	.978	-.00
Self-perception of fitness	4.07	3.48	9.14	.003	.45
Emphasis placed on appearance	4.39	4.09	2.06	.153	.22
Nutrition orientation	3.88	3.93	.07	.788	-.04
Too much emphasis placed on sports	2.58	2.72	.33	.565	-.09
Need to improve appearance	3.68	3.23	4.33	.039	.31
Self-perception of athletic ability	4.19	3.51	9.87	.002	.47

* Canonical discriminant analysis significant at $p=.010$. Centroids for the segments are: Spa members, .73; Nonmembers, -.34.

TABLE 2

Relatively Active Pursuits of Spa Members and Nonmembers*

<u>Variables</u>	<u>Group Means</u>		<u>F-Ratios</u>	<u>p</u>	<u>Loadings</u>
	<u>Members</u> (n=57)	<u>Nonmembers</u> (n=123)			
Swimming	18.67	10.39	5.25	.023	.33
Water Skiing	3.12	1.54	8.84	.033	.42
Snow skiing	6.12	2.50	8.13	.005	.41
Golf	11.46	5.09	7.13	.008	.38
Tennis	13.84	3.53	13.90	.000	.53
Racquetball	10.65	1.98	12.19	.000	.50
Team sports	21.68	6.40	19.16	.000	.62
Aerobic exercise	41.86	32.68	.72	.398	.12
Running, jogging	69.26	48.88	1.91	.169	.20
Weight training	37.68	25.07	1.37	.243	.17

* Canonical discriminant analysis significant at $p=.000$. Centroids for the segments are: Spa members, .77; Nonmembers, -.36.

TABLE 3

Relatively Passive Pursuits of Spa Members and Nonmembers*

<u>Variables</u>	<u>Group Means</u>		<u>F-Ratios</u>	<u>p</u>	<u>Loadings</u>
	<u>Members</u> (n=57)	<u>Nonmembers</u> (n=123)			
Watching spectator sports	46.68	28.88	3.94	.049	.36
Fishing	4.26	3.31	.64	.425	.15
Camping	6.93	4.68	1.73	.191	.24
Dancing	9.77	4.50	5.31	.022	.42
Picnics	5.00	5.52	.50	.483	-.13
Operas, ballet, symphonies	3.77	2.37	2.20	.140	.27
Power boating	2.30	.85	7.34	.008	.49
Vacations	3.75	2.80	3.07	.081	.32
Building models	.42	.59	.05	.829	-.04
Reading books	72.00	81.56	.27	.614	-.09
Attending movies	25.47	17.56	4.68	.032	.39
Photography	22.32	8.39	4.51	.035	.39
Church activities	32.84	35.71	.10	.759	-.06
Club or association work	13.05	8.29	1.22	.271	.20

* Canonical discriminant analysis significant at $p=.032$. Centroids for the segments are: Spa members, .60; Nonmembers, -.28.

TABLE 4

Demographics of Spa Members and Nonmembers*

<u>Variables</u>	<u>Group Means</u>		<u>F-Ratios</u>	<u>p</u>	<u>Loadings</u>
	<u>Members</u> (n=57)	<u>Nonmembers</u> (n=123)			
<u>Demographics</u>					
Sex (0=female)	.54	.47	.81	.534	.13
Marital status (0=single)	.54	.70	4.18	.042	-.28
Age	34.53	42.24	8.12	.005	-.40
Level of education	14.23	14.18	.02	.879	.02
Socioeconomic status (NORC scale)	68.17	68.63	.08	.773	-.04
Income	5.01	4.77	.84	.361	.13
<u>Barriers to Exercise</u>					
Household size	3.37	2.94	2.38	.125	.21
Hours per week employed	31.37	27.46	1.59	.209	.18
Child under 5 at home (0=no)	.07	.08	.07	.797	-.04
Medical reason for exercise (0=no)	.18	.20	.10	.755	-.04
Medical reason against exercise (0=no)	.05	.16	4.28	.040	-.29
<u>Media Habits</u>					
Effort to view media about fitness activities	3.24	3.42	.39	.534	.09
Hours per week spent watching television	13.46	10.53	2.85	.093	.24
Watches T.V. in morning (0=no)	.11	.02	5.47	.021	.33
Watches T.V. in afternoon (0=no)	.08	.09	.02	.886	.02
Watches T.V. in evening (0=no)	.80	.89	2.58	.110	-.22
Radio programming preferred					
Easy listening	.05	.33	17.27	.000	-.58
Contemporary	.32	.26	.43	.513	.09
Rock	.25	.07	10.91	.001	.46
Country-western	.12	.15	.31	.577	-.08
Talk show	.16	.14	.12	.729	.05
Reads weekday newspaper	.16	.17	.05	.831	-.03
Reads Sunday newspaper	.81	.85	.33	.564	-.08

* Canonical discriminant analysis significant at $p=.005$. Centroids for the segments are: Spa members, .79; Nonmembers, -.37.