

## EAS POST-WORKOUT NUTRITION SURVEY

Recently, Abbott's EAS Sports Nutrition brand and Market Probe International conducted a survey of 1,000 fitness enthusiasts who regularly worked out three times or more a week to understand nutrition knowledge and regimens after a workout. The individuals surveyed maintained intense workouts with goals of maintaining overall health, toning and/or losing weight.

### ***The Results:***

#### **Knowledge about post-workout nutrition is lacking:**

- 53% believe that eating protein after a workout will build undesired muscle
- 50% believe eating carbohydrates post-workout could yield less optimal results
- While 72% of fitness enthusiasts know that post-workout nutrition helps restore energy, fewer than half are aware that post-workout nutrition helps build muscle and helps decrease muscle breakdown

#### **Fitness enthusiasts are looking to improve their post-workout routine:**

- 98% said they were looking to improve how they felt post-workout
- 42% want increased energy after a workout
- 52% want less muscle soreness or fatigue after a workout

#### **However, most fitness enthusiasts need more information the nutrients required for optimal recovery and their benefits:**

- **Water:** Most recognize that hydration is key (84%) to maintaining overall performance and health when exercising
- **Protein:** Recognizing an important building block of muscle, three in four indicated that protein is an important nutrient post-workout (76%) but many are not aware of the specific benefits of protein
- **Carbs:** Missing an important macronutrient for refueling, only 39% indicated that carbohydrates are important to helping the body replenish



### **Fitness enthusiasts need more information about how to refuel properly**

- Only 30% of fitness enthusiasts use sports nutrition products after a workout
- The most common single reason cited for not using a post-workout sports nutrition product is not wanting to consume calories (36%)
- 1 in 4 respondents indicated that they don't know how post-workout sports nutrition products help (26%); 43% of people don't use sports products because they *need more information*

### **Timing of nutrition is critical; Respondents who use sports nutrition products understand this and eat right after a work out**

- Eight out of 10 people who use sports nutrition products consume them within 30 minutes of their work out. Doing so maximizes benefits by providing muscles with the right nutrients and energy at the right time.

### **Individuals who use sports nutrition products post-workout are more knowledgeable about important nutrients, but education is needed all around**

- Post-workout sports nutrition users are more knowledgeable than non-users about the nutrients they need post-workout, however only half mentioned the importance of consuming carbohydrates (52%)
- Non-users are significantly less likely to mention that protein and carbohydrates are important post-workout to fueling optimal recovery

### **About the Survey**

*The comprehensive survey was conducted for Abbott/EAS Sports Nutrition from August 20 – August 24 2012 by Market Probe International, Inc. among a nationally representative online sample of 1,000 "Fitness Enthusiasts". For the purposes of this study, a "Fitness Enthusiast" is defined as a person who exercises three or more times per week for 30 minutes of medium to high intensity activity (4+ on a 10-point scale). The margin of error of +/- 5%.*

### **About the EAS Brand**

Abbott, a global health care company and the maker of EAS sports nutrition products, has more than 85 years of innovation in leading-edge nutritional science. Whether you are an elite athlete, fitness enthusiast or weekend warrior, the EAS brand develops performance nutrition products that can help you play hard and recover strong. A brand you can trust,

our scientists, researchers and all-around fitness enthusiasts take pride in making products that are impactful, clean and safe – so you can keep pushing yourself to the next level. Visit [www.eas.com](http://www.eas.com) or [www.facebook.com/easbrand](http://www.facebook.com/easbrand).