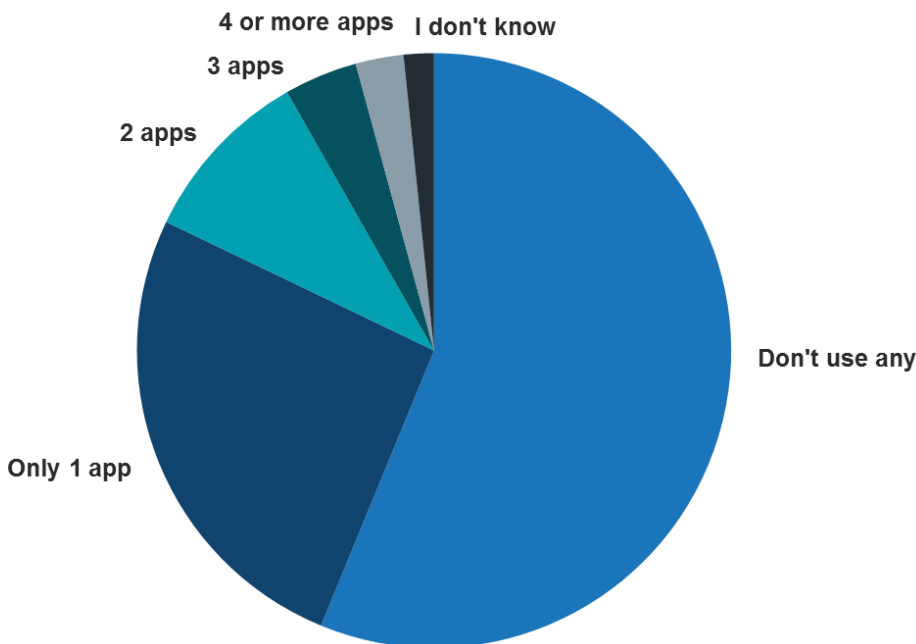


## Number of Fitness Apps Used U.S. Broadband Households with a Smartphone or Tablet



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### SYNOPSIS

This **360 View Update** presents an overview of health and wellness device adoption and usage. It examines factors related to fitness activity tracking, frequency of device use, and rates of abandonment. A drilldown section analyzes consumer use of the most common fitness tracking apps, looking at factors such as fitness activity features and device usage during sports activities. The research pays special attention to daily app and device users and users of multiple fitness apps.

### ANALYST INSIGHT

“Connected health and wellness devices and apps represent the next stage of growth in the healthcare market. The Quantified Selfers – a mix of early adopters, health enthusiasts, and patients – use self-tracking technologies for a variety of reasons, such as improving their quality of life, maximizing their health status, and/or taking control of a chronic health condition. By engaging with this segment, device and app makers pave the way for more widespread adoption.”

— Harry Wang, *Senior Research Director*, Parks Associates



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