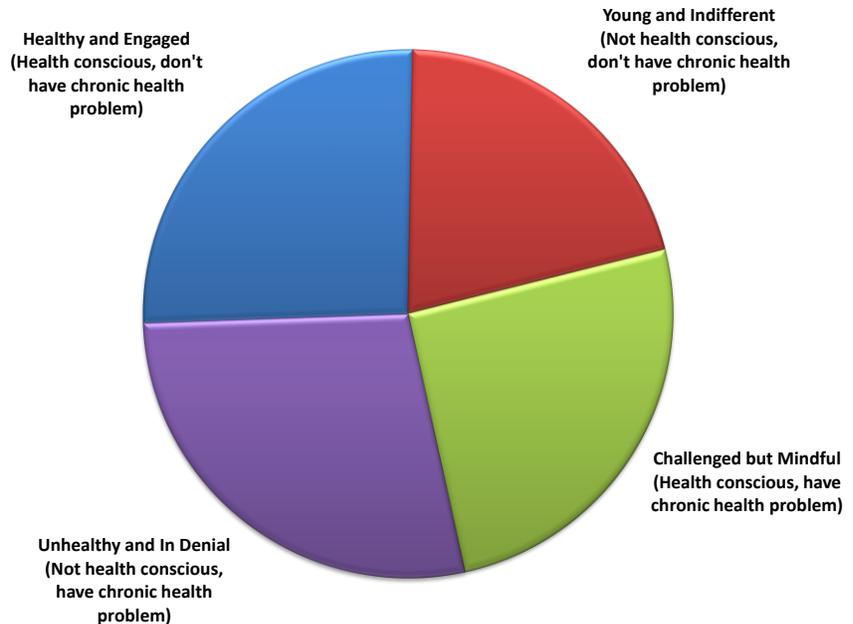


By **John Barrett**, *Director, Consumer Analytics*, and **Yilan Jiang**, *Manager of Consumer Research*, **Parks Associates**

SYNOPSIS

Digital Health Consumers: A Lifestyle and Technology Segmentation analyzes consumer health habits and segments the market according to lifestyles and personal health conditions. It then identifies which segments are most and least receptive to digital health products and services and provides a demographic and technographic profile of each segment.

Health Groups
(Among U.S. Broadband Households)



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ANALYST INSIGHT

“The digital health market is fundamentally different than the market for other types of tech products and services. People that are enthusiastic about consumer electronics in general are not necessarily good candidates for digital health products and services. Savvy market players will discern the difference and target those who are most receptive.”

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

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Digital Health Consumers: A Lifestyle and Technology Segmentation

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Additional Research from Parks Associates

ATTRIBUTES

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