

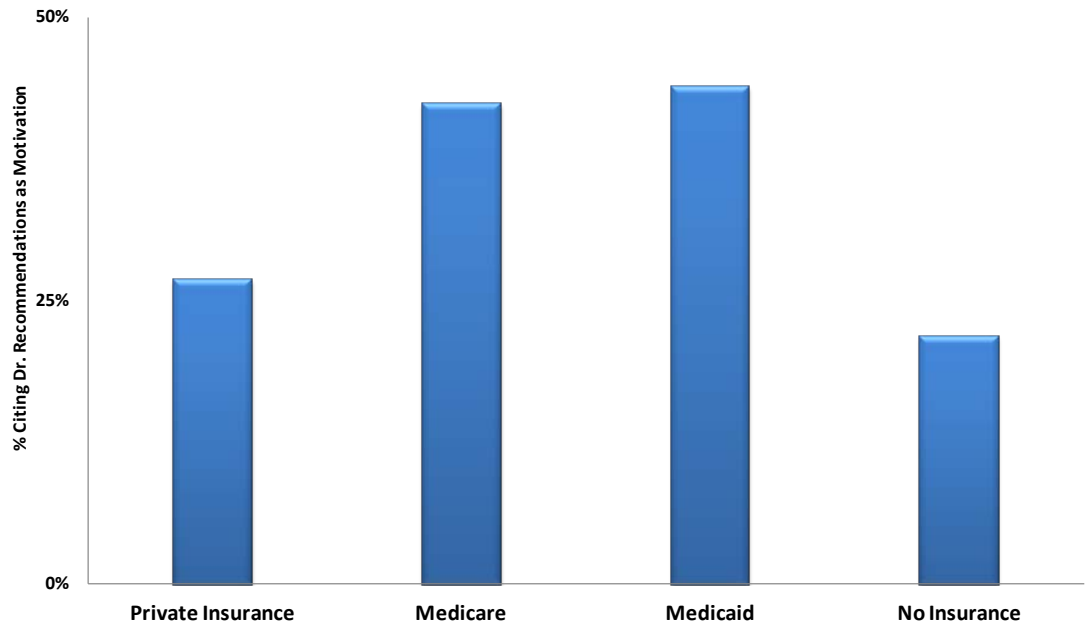
By **Harry Wang**, Director, Research, Health & Mobile Product Research, **John Barrett**, Director, Consumer Analytics, **Yilan Jiang**, Manager, Consumer Research, and **David Mitchel**, Research Analyst, **Parks Associates**

**SYNOPSIS**

*Reasons for Appeal of Health and Fitness Devices* investigates the drivers behind the purchase of smart health devices. It begins with an overview of adoption trends for smart health devices and the reasons consumers purchase such devices. It then analyzes how purchase drivers differ between consumers and which segments are most influenced by each driver.

**Doctor Recommendations as Health Device Driver, based on Insurance Type**

(Owners/Purchase Intenders of Devices among U.S. Broadband Households)



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**ANALYST INSIGHT**

“Consumers are adopting smart health devices for different reasons depending on the state of their health and the degree to which are trying to manage their health. This calls for a multi-pronged approach to marketing smart health devices.”

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

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**About the Research**

**Previous Research**

- 360 View: Health Devices and Services for Connected Consumers (Q3/14)
- Wearable Computing: Fitness and Health in Style (Q3/14)
- Digital Health Consumers: A Lifestyle & Technology Segmentation (Q1/14)
- Living Independently at Home: Second Edition (Q1/14)
- Networked Medical Devices: Innovations and Business Models (Q4/13)

**Key Findings****Recommendations****Overview of Smart Health Device Adoption and Purchase Drivers:**

- Connected Health Device Adoption and Purchase Intentions (Q2/14)
- Adoption of Connected Health Devices (2013 - 2014)
- Digital Pedometer/Fitness Tracker Brand Adoption (2013 - 2014)
- Connected Health Devices: Purchase Motivations (Q2/14)
- Connected Health Devices: Purchase Motivations, cont. (Q2/14)
- Key Health Device Drivers (Q2/14)
- Health Drivers by Age (Q2/14)
- Health Device Driver by Gender (Q2/14)
- Data Tracking as Health Device Driver by Attitudes Toward New Technologies (Q2/14)
- Healthy Lifestyle as Health Device Driver by Attitude Towards Environmentalism (Q2/14)
- Doctor Recommendations as Health Device Driver by Worry Over Daily Demands (Q2/14)
- Desire to Lose Weight as Health Device Driver by Body Mass Index (Q2/14)
- Health Device Driver by Chronic Health Condition (Q2/14)
- Health Device Driver and Primary Care Doctor (Q2/14)
- Doctor Recommendations as Health Device Driver by Health Insurance (Q2/14)

**Health Habits and Segmentation:**

- Average Frequency of Participation in Wellness Activities (Q2/14)
- Health Conditions (Q2/14)
- Health Segments (Q2/14)
- Segment Descriptions
- Connected Health Device Adoption by Health Segments (Q2/14)
- Motivations to Buy Digital Weight Scale by Health Segments (Q2/14)
- Motivations to Buy Digital Pedometers by Health Segments (Q2/14)
- Motivations to Buy Sleep Quality Monitors by Health Segments (Q2/14)
- Motivations to Buy a Sports Watch by Health Segments (Q2/14)
- Motivations to Buy a Pill Box by Health Segments (Q2/14)
- Motivations to Buy a GPS Watch by Health Segments (Q2/14)
- Motivations to Buy Exercise Equipment by Health Segments (Q2/14)

**CONTENTS**

- Motivations to Buy a Glucometer by Health Segments (Q2/14)
- Motivations to Buy a Blood Pressure Cuff by Health Segments (Q2/14)

**Additional Research from Parks Associates****ATTRIBUTES**

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