Health and fitness tracking

Global GfK survey

September 2016
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*To see country results, click on the map (in PPT show). To go back to the table of content, click on the GfK logo anywhere in the document.
Methodology
Countries covered, methodology and sample size

GfK interviewed in summer 2016 more than 20,000 consumers (aged 15 and older) in 16 countries online. The data have been weighted to reflect the demographic composition of the online population age 15+ in each market.

- Argentina (online/n=1007)
- Australia (online/n=1001)
- Belgium (online/n=1004)
- Brazil (online/n=1500)
- Canada (online/n=1002)
- China (online/n=1510)
- France (online/n=1501)
- Germany (online/n=1502)
- Italy (online/n=1503)
- Mexico (online/n=1000)
- Netherlands (online/n=1003)
- Russia (online/n=1501)
- South Korea (online/n=1000)
- Spain (online/n=1500)
- UK (online/n=1501)
- USA (online/n=1536)
Questions

Do you currently monitor or track your health or fitness using an online or mobile application or through a fitness band, clip, or smartwatch? This could range from monitoring your diet, weight, or health concerns to tracking your steps or other exercise.

- Yes, I currently monitor or track
- Not currently, but I have monitored or tracked in the past
- No, I have never monitored or tracked my health or fitness
- Not sure

Why do you monitor or track your health or fitness? *Select all that apply.*

- To maintain or improve my physical condition/fitness
- To motivate myself to exercise
- To motivate myself to eat and drink healthy
- To be more productive
- To monitor or track a specific health condition
- Because it's fun
- To lose weight
- Because it’s part of my daily routine
- To improve sleep
- To improve my energy level
- To compete with other people
- To train for an event (race, sport, etc.)
- Not sure
Global results
Across 16 countries, one in three internet users (33 percent) currently monitor or track their health or fitness via an online or mobile application, or via a fitness band, clip, or smartwatch.

Top 5 countries are China (45 percent), Brazil (29 percent), USA (29 percent), Germany (28 percent) and France (26 percent).

Top 3 reasons for monitoring or tracking health and fitness:
• “to maintain or improve my physical condition or fitness” (55 percent)
• “to motivate myself to exercise” (50 percent)
• “to improve my energy level” (35 percent)
Tracking health or fitness via an app, fitness band, clip or smartwatch
Average across all 16 countries – Total plus breakdown by gender

Source: GfK survey among 20,000+ Internet users (ages 15+) in 16 countries – rounded
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Tracking health or fitness via an app, fitness band, clip or smartwatch
Average across all 16 countries by age groups

15-19 years  | 20-29 years  | 30-39 years  | 40-49 years  | 50-59 years  | 60+ years

- Yes, I currently monitor or track
- Not currently, but I have monitored or tracked in the past
- No, I have never monitored or tracked my health or fitness
- Not sure

Source: GfK survey among 20,000+ Internet users (ages 15+) in 16 countries – rounded
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Tracking health or fitness via an app, fitness band, clip or smartwatch

Country comparison

- Argentina: 22% 33%
- Canada: 19% 18%
- Mexico: 23% 32%
- UK: 19% 16%
- Spain: 24% 17%
- France: 26% 15%
- Germany: 28% 13%
- USA: 29% 16%
- Brazil: 29% 28%
- China: 45% 16%
- Australia: 19% 19%
- Russia: 19% 20%
- Belgium: 18% 14%
- Italy: 16% 14%
- South Korea: 16% 18%
- Netherlands: 13% 10%

Average across all countries

Yes, I currently monitor or track. 33% 18% Not currently, but I have monitored or tracked in the past.

Source: GfK survey among 20,000+ Internet users (ages 15+) in 16 countries – rounded
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Reasons for tracking or monitoring health or fitness
Average across all 16 countries among people who currently track or monitor

- To maintain or improve my physical condition/fitness: 55%
- To motivate myself to exercise: 50%
- To improve my energy level: 35%
- To motivate myself to eat and drink healthy: 34%
- To improve sleep: 29%
- Because it's part of my daily routine: 29%
- To lose weight: 29%
- To be more productive: 24%
- Because it's fun: 22%
- To monitor or track a specific health condition: 17%
- To train for an event (race, sport, etc.): 14%
- To compete with other people: 8%
- For some other reason: 2%
- Not sure: 1%

Source: GfK survey among 4,900+ Internet users (ages 15+) in 16 countries who currently track their activities, with the total base of n=20,000+ of online respondents
Multiple answers possible – rounded

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Mexico results
Highlights

- In Mexico, one in four internet users (23 percent) currently monitor or track their health or fitness via an online or mobile application, or via a fitness band, clip, or smartwatch. But more than half monitor or have monitored in the past.

- Mexico ranks number 7 on countries that monitor the most among the 16 studied.

- Different from global results, mature adults (50+) in Mexico (together with Latam countries and Germany) monitor or track their health or fitness in line or even more than young adults.
Tracking health or fitness via an app, fitness band, clip or smartwatch
Average in Mexico – Total plus breakdown by gender

Source: GfK survey among 20,000+ Internet users (ages 15+) in 16 countries – rounded
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Tracking health or fitness via an app, fitness band, clip or smartwatch
Average in Mexico by age groups

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Yes, I currently monitor or track</th>
<th>Not currently, but I have monitored or tracked in the past</th>
<th>No, I have never monitored or tracked my health or fitness</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-19 years</td>
<td>37%</td>
<td>32%</td>
<td>9%</td>
<td>5%</td>
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<tr>
<td>20-29 years</td>
<td>38%</td>
<td>33%</td>
<td>5%</td>
<td>5%</td>
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<tr>
<td>30-39 years</td>
<td>39%</td>
<td>35%</td>
<td>4%</td>
<td>4%</td>
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<tr>
<td>40-49 years</td>
<td>53%</td>
<td>29%</td>
<td>3%</td>
<td>1%</td>
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<td>50-59 years</td>
<td>50%</td>
<td>25%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>60+ years</td>
<td>38%</td>
<td>23%</td>
<td>7%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: GfK survey among 20,000+ Internet users (ages 15+) in 16 countries – rounded
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