Health and fitness tracking

Global GfK survey

September 2016
Global GfK survey: Health and fitness tracking

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*To see country results, click on the map. 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
- For some other reason
- 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
© GfK 2016 | Health and fitness tracking
Tracking health or fitness via an app, fitness band, clip or smartwatch
Average across all 16 countries by age groups

Source: GfK survey among 20,000+ Internet users (ages 15+) in 16 countries – rounded
© GfK 2016 | Health and fitness tracking
Tracking health or fitness via an app, fitness band, clip or smartwatch

Country comparison

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

Average across all countries: 33% 18%

Yes, I currently monitor or track: 33% 18%
Not currently, but I have monitored or tracked in the past.
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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Country results – Europe
Belgium
Tracking health or fitness via an app, fitness band, clip or smartwatch
Average in Belgium – Total plus breakdown by gender

Source: GfK survey among 20,000+ Internet users (ages 15+) in 16 countries – rounded
© GfK 2016 | Health and fitness tracking
Tracking health or fitness via an app, fitness band, clip or smartwatch
Average in Belgium 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>56%</td>
<td>21%</td>
<td>18%</td>
<td>6%</td>
</tr>
<tr>
<td>20-29 years</td>
<td>63%</td>
<td>21%</td>
<td>15%</td>
<td>2%</td>
</tr>
<tr>
<td>30-39 years</td>
<td>72%</td>
<td>20%</td>
<td>11%</td>
<td>2%</td>
</tr>
<tr>
<td>40-49 years</td>
<td>70%</td>
<td>16%</td>
<td>9%</td>
<td>4%</td>
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<tr>
<td>50-59 years</td>
<td>76%</td>
<td>9%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>60+ years</td>
<td>87%</td>
<td>7%</td>
<td>6%</td>
<td>3%</td>
</tr>
</tbody>
</table>

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

Average in France – Total plus breakdown by gender

- Yes, I currently monitor or track: 55%
- No, I have never monitored or tracked my health or fitness: 25%
- Not currently, but I have monitored or tracked in the past: 16%
- Not sure: 4%

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 France by age groups

- **15-19 years**: 48% Yes, 43% Not currently, but I have monitored or tracked in the past, 7% No, 3% Not sure
- **20-29 years**: 44% Yes, 22% Not currently, 21% No, 3% Not sure
- **30-39 years**: 31% Yes, 22% Not currently, 4% No, 4% Not sure
- **40-49 years**: 61% Yes, 16% Not currently, 2% No, 2% Not sure
- **50-59 years**: 63% Yes, 8% Not currently, 21% No, 4% Not sure
- **60+ years**: 68% Yes, 8% Not currently, 22% No, 3% Not sure

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

15-19 years
- Yes, I currently monitor or track: 42%
- Not currently, but I have monitored or tracked in the past: 23%
- No, I have never monitored or tracked my health or fitness: 29%
- Not sure: 3%

20-29 years
- Yes, I currently monitor or track: 47%
- Not currently, but I have monitored or tracked in the past: 29%
- No, I have never monitored or tracked my health or fitness: 28%
- Not sure: 3%

30-39 years
- Yes, I currently monitor or track: 53%
- Not currently, but I have monitored or tracked in the past: 22%
- No, I have never monitored or tracked my health or fitness: 26%
- Not sure: 3%

40-49 years
- Yes, I currently monitor or track: 66%
- Not currently, but I have monitored or tracked in the past: 16%
- No, I have never monitored or tracked my health or fitness: 9%
- Not sure: 5%

50-59 years
- Yes, I currently monitor or track: 57%
- Not currently, but I have monitored or tracked in the past: 22%
- No, I have never monitored or tracked my health or fitness: 12%
- Not sure: 5%

60+ years
- Yes, I currently monitor or track: 59%
- Not currently, but I have monitored or tracked in the past: 7%
- No, I have never monitored or tracked my health or fitness: 30%
- Not sure: 4%

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

Source: GfK survey among 20,000+ Internet users (ages 15+) in 16 countries – rounded
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- 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
Tracking health or fitness via an app, fitness band, clip or smartwatch
Average in Italy 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>14%</td>
<td>60%</td>
<td>19%</td>
<td>7%</td>
</tr>
<tr>
<td>20-29 years</td>
<td>0%</td>
<td>52%</td>
<td>26%</td>
<td>3%</td>
</tr>
<tr>
<td>30-39 years</td>
<td>7%</td>
<td>54%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>40-49 years</td>
<td>3%</td>
<td>20%</td>
<td>71%</td>
<td>2%</td>
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<tr>
<td>50-59 years</td>
<td>2%</td>
<td>80%</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>60+ years</td>
<td>4%</td>
<td>80%</td>
<td>8%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: GfK survey among 20,000+ Internet users (ages 15+) in 16 countries – rounded
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Netherlands
Tracking health or fitness via an app, fitness band, clip or smartwatch
Average in the Netherlands – Total plus breakdown by gender

- **Yes, I currently monitor or track**: 73%
- **Not currently, but I have monitored or tracked in the past**: 13%
- **No, I have never monitored or tracked my health or fitness**: 4%
- **Not sure**: 10%

Source: GfK survey among 20,000+ Internet users (ages 15+) in 16 countries – rounded
© GfK 2016 | Health and fitness tracking
Tracking health or fitness via an app, fitness band, clip or smartwatch
Average in the Netherlands by age groups

15-19 years
- Yes, I currently monitor or track: 55%
- Not currently, but I have monitored or tracked in the past: 14%
- No, I have never monitored or tracked my health or fitness: 10%
- Not sure: 21%

20-29 years
- Yes, I currently monitor or track: 60%
- Not currently, but I have monitored or tracked in the past: 14%
- No, I have never monitored or tracked my health or fitness: 4%
- Not sure: 4%

30-39 years
- Yes, I currently monitor or track: 73%
- Not currently, but I have monitored or tracked in the past: 15%
- No, I have never monitored or tracked my health or fitness: 9%
- Not sure: 1%

40-49 years
- Yes, I currently monitor or track: 74%
- Not currently, but I have monitored or tracked in the past: 12%
- No, I have never monitored or tracked my health or fitness: 14%
- Not sure: 1%

50-59 years
- Yes, I currently monitor or track: 81%
- Not currently, but I have monitored or tracked in the past: 9%
- No, I have never monitored or tracked my health or fitness: 8%
- Not sure: 2%

60+ years
- Yes, I currently monitor or track: 82%
- Not currently, but I have monitored or tracked in the past: 7%
- No, I have never monitored or tracked my health or fitness: 7%
- Not sure: 5%

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

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

Average in Spain – Total plus breakdown by gender

Source: GfK survey among 20,000+ Internet users (ages 15+) in 16 countries – rounded
© GfK 2016 | Health and fitness tracking
Tracking health or fitness via an app, fitness band, clip or smartwatch
Average in Spain 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>8%</td>
<td>25%</td>
<td>23%</td>
<td>44%</td>
</tr>
<tr>
<td>20-29 years</td>
<td>5%</td>
<td>25%</td>
<td>22%</td>
<td>48%</td>
</tr>
<tr>
<td>30-39 years</td>
<td>1%</td>
<td>28%</td>
<td>20%</td>
<td>51%</td>
</tr>
<tr>
<td>40-49 years</td>
<td>2%</td>
<td>25%</td>
<td>15%</td>
<td>58%</td>
</tr>
<tr>
<td>50-59 years</td>
<td>2%</td>
<td>22%</td>
<td>15%</td>
<td>61%</td>
</tr>
<tr>
<td>60+ years</td>
<td>4%</td>
<td>15%</td>
<td>11%</td>
<td>67%</td>
</tr>
</tbody>
</table>

Source: GfK survey among 20,000+ Internet users (ages 15+) in 16 countries – rounded
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33
United Kingdom
Tracking health or fitness via an app, fitness band, clip or smartwatch

Average in UK – Total plus breakdown by gender

- Yes, I currently monitor or track: 19%
- Not currently, but I have monitored or tracked in the past: 16%
- No, I have never monitored or tracked my health or fitness: 62%
- Not sure: 3%

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 UK by age groups

Source: GfK survey among 20,000+ Internet users (ages 15+) in 16 countries – rounded
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Country results – North America
Canada
Tracking health or fitness via an app, fitness band, clip or smartwatch
Average in Canada – Total plus breakdown by gender

- Yes, I currently monitor or track: 61%
- Not currently, but I have monitored or tracked in the past: 19%
- No, I have never monitored or tracked my health or fitness: 18%
- Not sure: 2%

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

© GfK 2016 | Health and fitness tracking
Tracking health or fitness via an app, fitness band, clip or smartwatch
Average in Canada by age groups

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

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

Average in Argentina – 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 Argentina by age groups

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

- Yes, I currently monitor or track: 39%
- Not currently, but I have monitored or tracked in the past: 29%
- No, I have never monitored or tracked my health or fitness: 25%
- Not sure: 5%

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

© GfK 2016 | Health and fitness tracking
Tracking health or fitness via an app, fitness band, clip or smartwatch
Average in Brazil by age groups

- **15-19 years**
  - Yes, I currently monitor or track: 35%
  - Not currently, but I have monitored or tracked in the past: 6%
  - No, I have never monitored or tracked my health or fitness: 24%

- **20-29 years**
  - Yes, I currently monitor or track: 36%
  - Not currently, but I have monitored or tracked in the past: 3%
  - No, I have never monitored or tracked my health or fitness: 28%

- **30-39 years**
  - Yes, I currently monitor or track: 30%
  - Not currently, but I have monitored or tracked in the past: 2%
  - No, I have never monitored or tracked my health or fitness: 30%

- **40-49 years**
  - Yes, I currently monitor or track: 26%
  - Not currently, but I have monitored or tracked in the past: 5%
  - No, I have never monitored or tracked my health or fitness: 25%

- **50-59 years**
  - Yes, I currently monitor or track: 23%
  - Not currently, but I have monitored or tracked in the past: 3%
  - No, I have never monitored or tracked my health or fitness: 23%

- **60+ years**
  - Yes, I currently monitor or track: 29%
  - Not currently, but I have monitored or tracked in the past: 3%
  - No, I have never monitored or tracked my health or fitness: 22%

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

Source: GfK survey among 20,000+ Internet users (ages 15+) in 16 countries – rounded
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Country results – Asia-Pacific
Australia
Tracking health or fitness via an app, fitness band, clip or smartwatch
Average in Australia – Total plus breakdown by gender

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
© GfK 2016 | Health and fitness tracking
Tracking health or fitness via an app, fitness band, clip or smartwatch
Average in Australia 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>52%</td>
<td>27%</td>
<td>6%</td>
<td>16%</td>
</tr>
<tr>
<td>20-29 years</td>
<td>37%</td>
<td>35%</td>
<td>2%</td>
<td>16%</td>
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<tr>
<td>30-39 years</td>
<td>51%</td>
<td>20%</td>
<td>4%</td>
<td>26%</td>
</tr>
<tr>
<td>40-49 years</td>
<td>65%</td>
<td>13%</td>
<td>21%</td>
<td>2%</td>
</tr>
<tr>
<td>50-59 years</td>
<td>75%</td>
<td>13%</td>
<td>10%</td>
<td>2%</td>
</tr>
<tr>
<td>60+ years</td>
<td>75%</td>
<td>13%</td>
<td>11%</td>
<td>1%</td>
</tr>
</tbody>
</table>

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

Source: GfK survey among 20,000+ Internet users (ages 15+) in 16 countries – rounded
© GfK 2016 | Health and fitness tracking
Tracking health or fitness via an app, fitness band, clip or smartwatch
Average in China by age groups

15-19 years
- Yes, I currently monitor or track: 10%
- Not currently, but I have monitored or tracked in the past: 41%
- Not, I have never monitored or tracked my health or fitness: 19%
- Not sure: 30%

20-29 years
- Yes, I currently monitor or track: 5%
- Not currently, but I have monitored or tracked in the past: 28%
- Not, I have never monitored or tracked my health or fitness: 46%
- Not sure: 13%

30-39 years
- Yes, I currently monitor or track: 3%
- Not currently, but I have monitored or tracked in the past: 31%
- Not, I have never monitored or tracked my health or fitness: 46%
- Not sure: 11%

40-49 years
- Yes, I currently monitor or track: 10%
- Not currently, but I have monitored or tracked in the past: 35%
- Not, I have never monitored or tracked my health or fitness: 43%
- Not sure: 12%

50-59 years
- Yes, I currently monitor or track: 7%
- Not currently, but I have monitored or tracked in the past: 34%
- Not, I have never monitored or tracked my health or fitness: 43%
- Not sure: 5%

60+ years
- Yes, I currently monitor or track: 9%
- Not currently, but I have monitored or tracked in the past: 46%
- Not, I have never monitored or tracked my health or fitness: 36%
- Not sure: 9%

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

Average in South Korea – Total plus breakdown by gender

- Yes, I currently monitor or track: 59%
- Not currently, but I have monitored or tracked in the past: 16%
- No, I have never monitored or tracked my health or fitness: 18%
- Not sure: 7%

Source: GfK survey among 20,000+ Internet users (ages 15+) in 16 countries – rounded
© GfK 2016 | Health and fitness tracking
Tracking health or fitness via an app, fitness band, clip or smartwatch
Average in South Korea by age groups

15-19 years
- Yes, I currently monitor or track: 9%
- Not currently, but I have monitored or tracked in the past: 6%
- No, I have never monitored or tracked my health or fitness: 56%
- Not sure: 16%

20-29 years
- Yes, I currently monitor or track: 6%
- Not currently, but I have monitored or tracked in the past: 17%
- No, I have never monitored or tracked my health or fitness: 55%
- Not sure: 22%

30-39 years
- Yes, I currently monitor or track: 6%
- Not currently, but I have monitored or tracked in the past: 22%
- No, I have never monitored or tracked my health or fitness: 55%
- Not sure: 17%

40-49 years
- Yes, I currently monitor or track: 3%
- Not currently, but I have monitored or tracked in the past: 14%
- No, I have never monitored or tracked my health or fitness: 65%
- Not sure: 18%

50-59 years
- Yes, I currently monitor or track: 10%
- Not currently, but I have monitored or tracked in the past: 14%
- No, I have never monitored or tracked my health or fitness: 58%
- Not sure: 17%

60+ years
- Yes, I currently monitor or track: 7%
- Not currently, but I have monitored or tracked in the past: 19%
- No, I have never monitored or tracked my health or fitness: 60%
- Not sure: 14%

Source: GfK survey among 20,000+ Internet users (ages 15+) in 16 countries – rounded
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For more information please contact press@gfk.com