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SYNOPSIS

Digitally Fit: Healthy Living and Connected Devices analyzes the use of digital health and wellness technologies, including online services, smartphone and tablet apps, and stand-alone digital devices.

It provides detailed profiles of the consumers using these technologies down to the level of specific apps and device categories.

ANALYST INSIGHT

“A robust market is emerging for digital devices and services that help consumers stay healthy. The core of it is young consumers who are comfortable with technology and want to leverage technology for diet, exercise, and other health activities.”

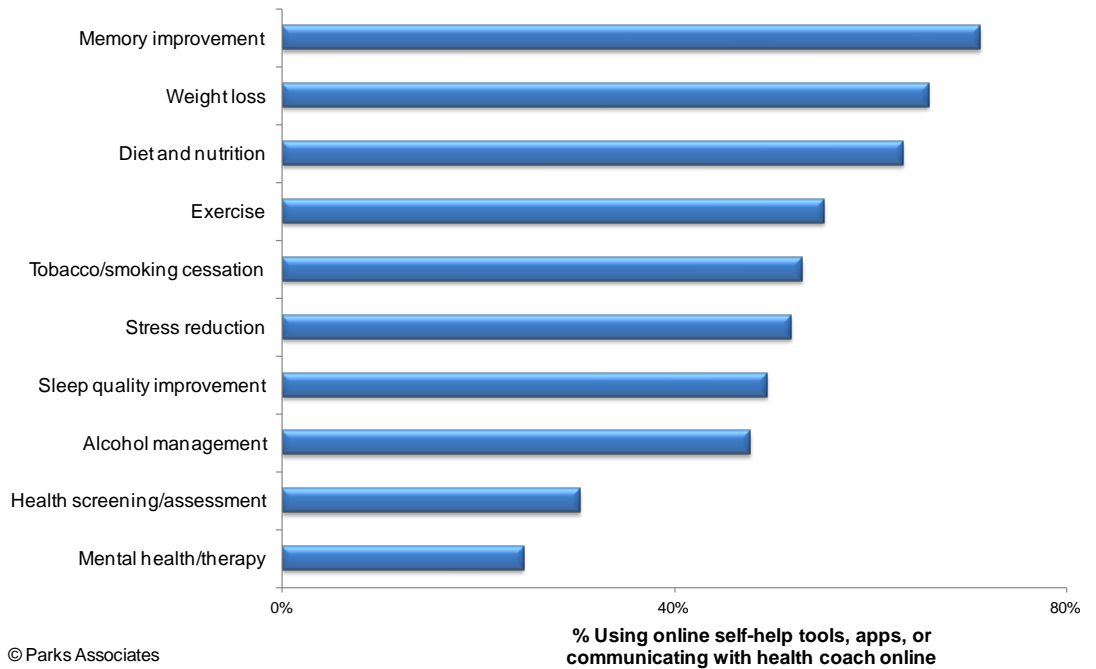
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- Overview of Fitness and Wellness**

Use of Online Tools/Apps in Health Activities

(U.S. Broadband Households participating in specified health program)



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- Perceived Personal Health Status (Q4/12)
- Personal Lifestyle Choices (Q4/12)
- Health Oriented Activities Over Last 3 Months (Q2/12)
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- Use of Digital Devices/Services to Maintain Health
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