

# ConnectedHealthInitiative

Wearable health technology devices, including activity trackers, smartwatches, and smart clothing, have surged in popularity over the last decade. This study of adults found the majority of those who own wearables experienced improved health and fitness outcomes, but upfront costs prove to be a barrier for many.

## Wearable Technology Adoption

**35%**

of adults currently own and use a wearable health device.

Including

**60%**

of **HSA/FSA participants**.

**37%**

of adults with a **chronic condition**.

## The Role of Wearables in Healthcare

A majority of wearable owners track their exercise and fitness (86%), sleep (58%), and weight (51%).

**82%**

of wearable health device owners either currently, or are willing to, share this data with their healthcare providers.



## Benefits of Wearables

**87%** of owners report their wearable is effective at helping them reach their health and fitness goals.<sup>1</sup>

**58%** of owners say their wearable device has allowed them to have a better understanding of their health.

**40%** of owners with a **chronic condition** say their wearable device has simplified the management of their health, as well as improved their quality of life.

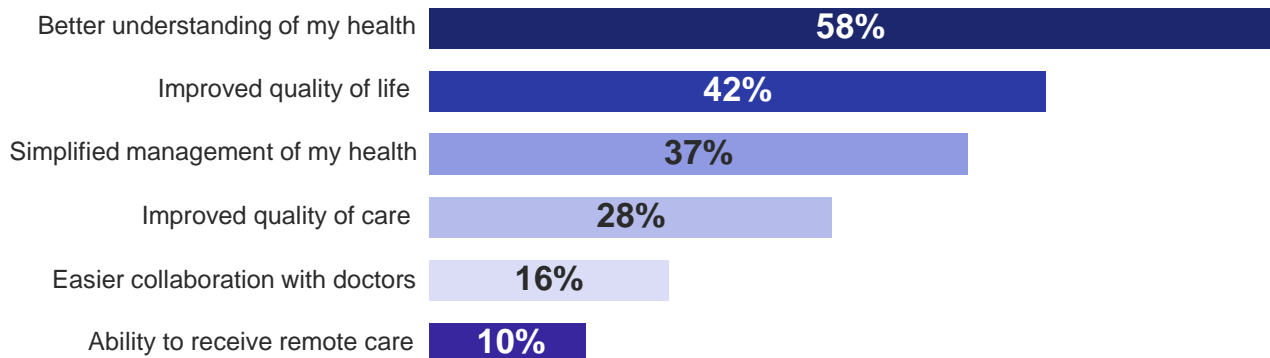
## Costs as a Barrier

Adults cite the cost of purchasing a wearable health device as the primary reason for not owning or using one.

**63%** of owners purchased their wearables for themselves.

**50%** of those who do not currently own a wearable say they would be incentivized to acquire one if the costs were reimbursed, including 57% of **HSA/FSA participants**.<sup>2</sup>

*In your opinion, which of the following has been a benefit of your wearable device?*



This nationwide poll was conducted between April 21-23, 2023 among a sample of 2,204 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. Results from the full survey have a margin of error of plus or minus 2 percentage points.

<sup>1</sup> Total effective = % very + % somewhat effective <sup>2</sup> % Definitely + % Probably