



# On the M/A/R/C®

## Bringing health into focus

### Men's Health Month Part II

Continuing our focus on men's health, M/A/R/C's research shows

### 3 in 4 men

are taking a proactive approach to their health and well-being, with technology such as apps and devices playing an important role.

**60%** of men use fitness apps or wearables

**51%** use apps designed to improve health and fitness

**45%** own/use wearable fitness devices



**Half** of men have at least one medical device. Among these men, devices include:



Blood glucose  
21%



Heart rate  
20%



Oxygen  
15%



Sleep apnea  
13%

### Reasons driving usage/ interest in health apps

55%

Exercise routines/workouts

57%

Improving sleep habits

61%

Good nutrition

**50%** of the men using apps and devices are sharing this data with healthcare providers.



Opportunities exist to enhance medical care, as more are **willing** to share data from their medical device (**83%**) or fitness device (**62%**) with their physician.

Based on survey of 500 U.S. men

**We'd love to share more!**

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