



On the M/A/R/C®

Bringing health into focus

A survey found nearly **two-thirds of US women** claim they take a proactive approach to their health and well-being, and **6 in 10** say technology (e.g., wearables and apps) can play a significant role in helping manage their health.



57% Said wearables help them achieve daily health and wellness goals

62% Agree info on activity levels, heart rate, and calories burned motivate them to get healthier

63% Would like to monitor/track improvements in their health and fitness levels

While women are users of technology in general, they are less likely (**64%**) than men (**72%**) to use wearable devices and health apps.



Half of women are skeptical about the accuracy and precision of the information provided by wearable devices and health apps.



Finding ways to **overcome** this skepticism will **empower** more women to use **technology** to **proactively** manage their health.

Based on M/A/R/C® survey of more than 500 women.

We'd love to share more!

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