Wearable Technology:
Health and Fitness Trackers

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MORE INFORMATION

Health and Fitness Trackers

More and more people are catching on to the trend of wearable technology for health and fitness. They have become a popular topic in the tech world; a statistic from statista shows that 40% of US consumers are interested in buying a smart watch. Whether people like the technology because of its intended purpose or for making a fashion statement, the facts remain the same, they are becoming more and more prevalent and are projected to grow form 7% of people owning them to 28% in the coming year.

The Purpose of Health and Fitness Trackers

Health and fitness trackers do exactly what they sound like they would. They track different aspects of your health and fitness. There are many options when choosing a type or brand of fitness tracker and many of them specialize in different areas. Some can keep track of steps, calories, sleep, workouts, and help remind you to get up periodically throughout the day to reach movement and fitness goals. Others offer all of these and more. Depending on what you want to track and the functionality you want out of a device determines which type of watch/band you would want to own. For example, some devices double as watches, while others are solely for tracking one or two specific objectives.

Why use Fitness Trackers

Knowledge is power. Knowing where our current fitness level is, and watching our progress throughout the day often helps us become motivated to reach the goals we set for ourselves. Having a device that tracks steps and calories and other health related issues helps us to hold ourselves accountable and begin to work on improving the things we may or may not have been honest with ourselves about before. Not a lot of long term studies have been conducted, but research does show that using fitness trackers increases productivity in the workplace

Most Popular

Currently Fitbit is leading the market and is most popular. They offer a wide variety of models that range in prices and capabilities. The Apple Watch is second in the running and is expected to take the lead soon in the coming year, 2016. It is pricier but offers a lot of interaction with fitness tracking and other applications such as maps and messaging.

Best fitness trackers 2016: Jawbone, Misfit, Fitbit, Garmin and more
Highlights which activity trackers may be best for different purposes, such as tracking steps, sleep, heart rate, etc.

A Is the Apple Watch a Good Health and Fitness Tracker?
Describes the functions of the apple watch and how it works as a fitness tracker.

FAST FACTS

Wearable technology provides substantial benefits for job satisfaction and productivity. Employees who are armed with wearable devices in the workplace increase their productivity by **8.5** percent and their job satisfaction by **3.5** percent.

71%

71% of Americans say the wearable technology has improved their health and fitness.

15%

One in six (15 percent) consumers currently use wearable tech, such as smartwatches and fitness bands, in their daily lives.

61%

61% of all devices in the wearable tech market are activity or fitness trackers.

20%

20% of all deaths of people 35 and older are attributed to a lack of physical activity.

Reducing Sedentary Behaviors: Sitting Less and Moving More

Highlights ways to sit less and why sitting too much is not good for you.

Creating Good Habits

Once a decision is made to make a change to your lifestyle, every good decision is a step in the right direction. The following are simple, but great, ways to implement healthy habits while putting your fitness tracker to good use.

1. **Park Further Away From Where You are Going** – Everyone always fights for the coveted front spots, but you can save time driving, gas, and frustration by parking further away. The most important part is you'll get more steps in and be closer to achieving movement goals for the day.
2. **Schedule Reminders to Get Up** – Recent research has suggested that sitting too much can have negative effects on health. Use your fitness device to set reminders telling you it is time to stand up and move. (Check out the short article in the bottom left corner to learn more about sitting less)
3. **Take a Walk with Your Spouse or Pet** – Although not always as fun in the colder weather, it is definitely worth it and you will be glad you did. There are many places that have indoor tracks available such as local gyms or high schools.
4. **Be inefficient on Purpose –** When doing household chores, instead of taking everything in one trip, take one thing at a time, it may take a little longer, but you will get in more steps and be more active.
5. **Find a Walking/Workout Buddy –** Walking or working out with a friend helps motivate one another and helps hold each other accountable for the workouts. A little friendly competition encourages people to work harder to gain more steps/exercise than their friends.
6. **Stand During Commercials –** If you watch TV in the afternoons, stand up and move during commercial breaks.
7. **At Work, Take the Long Way –** At work, walk the long way to the copier, restroom, coworkers office, or to get water or coffee.

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