

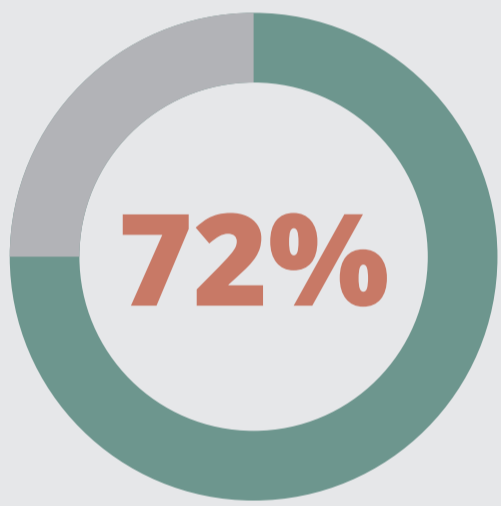
Fitness & Technology Survey

OVER

7 BILLION PEOPLE
IN THE WORLD



129397925 ARE
GYM MEMBERS*



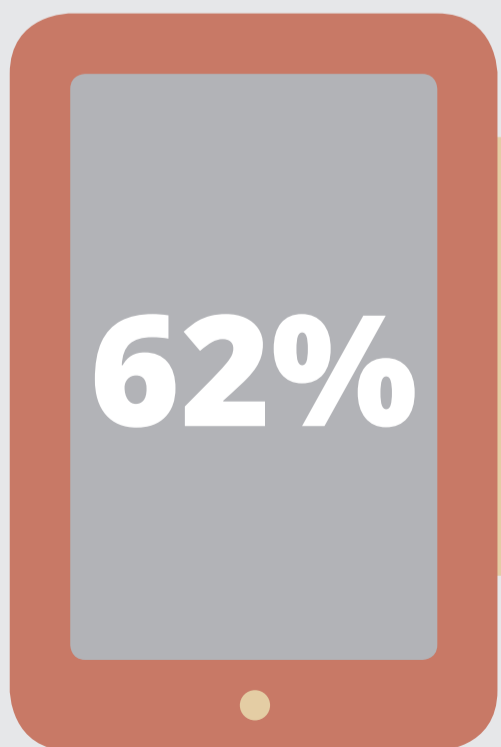
OF EXERCISERS USE
TECHNOLOGY
TO SUPPORT
THEIR WORKOUT



OVER

55%

CONSIDER THEMSELVES SUCCESSFUL AT ACHIEVING
THEIR **GOALS** BECAUSE OF **TECHNOLOGY**



OF EXERCISERS VISITED **WEBSITES** OR
USED APPS OUTSIDE OF THE GYM TO
SUPPORT THEIR WORKOUT PROGRAM
OR **TRACK THEIR PROGRESS**

LIFE FITNESS (2012)
WWW.LIFEFITNESS.COM/SURVEY

* ACCORDING TO THE IHRSA 2012 GLOBAL REPORT
[HTTP://WWW.CENSUS.GOV/POPCLOCK/](http://WWW.CENSUS.GOV/POPCLOCK/)

