



# The Flip Side of Fitness Apps

*What consumer research reveals about how fitness apps are used*

# Are Fitness Apps for Everybody..?

This explains a lot — and it comes with a dose of **REALITY!**

Despite all the hype and momentum surrounding fitness apps and fitness technology, they're NOT for everybody. Here's the bottom line: They're absolutely awesome for some folks and completely useless for others.

We recently supplied a major consumer market research organization with some Daily Journals for a project regarding fitness app usage. They agreed to share some of the “topline” information with me and gave me permission to release some of the revelations.

So, here's some info that almost no one knows... except **YOU**. At least for now — since this study isn't published yet.

What I'm allowed to share with you is who uses fitness apps and who doesn't — and why.

## They Love ‘Em

Fitness apps are popular among people who are already “reasonably fit” and already include exercise as part of their lifestyles. This segment is very interested in **measuring performance**. They are interested in **metrics** and **tracking progress**. They are disciplined (no need for supervision) and tend to use their preferred apps “**religiously**.” You might visualize this segment as the CrossFit member, the Gym Rat or active lifestyle enthusiast.

## They Don't

However, among **de-conditioned populations** attempting to change lifestyle habits, fitness apps are usually abandoned within a few weeks. They view them as a **nuisance** and **too difficult** to remember or maintain.

This population (in all age groups) almost always **REQUIRES supervision** and **motivation** since they view exercise as a “**necessary evil**” and not something they willingly want to do.

For this group, performance is **NOT** important. Instead, the primary issue for this segment is **BEHAVIOR**.

But, this is where it gets a little confusing. This same group, that thinks apps are a nuisance, gets much better results when **mandated** to use a **hand-written journal** to track all kinds of activities including **exercise, nutrition, hours of sleep, stress levels, emotions, daily affirmations** and **other (non-exercise) lifestyle activities**.

In other words, when “**written journaling**” is a **core**, or **central part** of the program, this segment **increases adherence** thus **improving results** and **program completion**.

## What Does it All Mean?

So, when it's all boiled down, it translates to this:

- **Tracking Performance – Use a Fitness App**
- **Changing Behavior – Use a Written Journal**

For health and fitness professionals it's simply a matter of what **type of clients** you have and what you are trying to **accomplish**. And, of course, there are always exceptions to the rule, but in general, it's pretty simple.

My guess, is that you'll probably end up using both.