CURION POLL PULSE · JUNE 2026 · n = 2,562 U.S. ADULTS

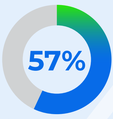
FITNESS TRACKERS: When the Data Arrives Before the Feeling

Fitness trackers have changed more than health habits. They've changed how people know themselves. The relationship is more complicated than the headline numbers suggest.

THE HEADLINE: AMONG CONFIRMED TRACKER USERS



of tracker users say wearing one improved their sense of wellbeing



changed their physical activity based on what they tracked



experienced at least one negative psychological effect

WHAT CHANGED AND HOW MUCH IT MATTERED

% of users who made each change → their "improved meaningfully" rate

PHYSICAL ACTIVITY
57% of users → 46% improved meaningfully

SLEEP SCHEDULE
24% of users → 55% improved meaningfully

EATING HABITS
22% of users → 55% improved meaningfully

STRESS MANAGEMENT
16% of users → 57% improved meaningfully

CONSULTED A DOCTOR
6% of users → 56% improved meaningfully

Physical activity is the most common change, but produces the **lowest** meaningful wellbeing improvement. Stress management, changed by far fewer people, produces the **highest**. The device is most valuable when it reaches inward, not just outward.

THE ANXIETY GAP: GOAL-RELATED STRESS BY AGE



worried about not reaching their daily goals — nearly 1 in 2



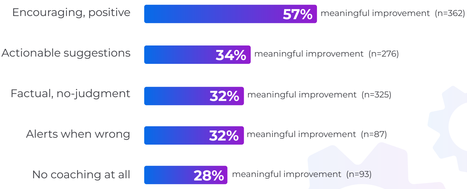
reported the same goal anxiety — 21 points lower

WHY THE GAP EXISTS

Younger users have grown up treating scores and external metrics as a primary signal for how they're doing academically, socially, physically. The tracker slots into that pattern. For older users, the device is more likely to be a **health monitor than a performance tool**. They're nearly twice as likely to prefer checking data on their own terms rather than receiving continuous updates.

COACHING TONE PREDICTS OUTCOMES AMONG TRACKER USERS

Preferred coaching style | % who improved wellbeing meaningfully (users only)



People who prefer encouraging coaching are **more anxious** — 47.8% report negative experiences vs. 21.2% of the no-coaching group. Yet they improve their wellbeing at **89% vs. 69%. The emotional friction isn't a problem to solve. It may be the mechanism**.

THE TRACKER AS IDENTITY OBJECT



of users with negative experiences still improved their wellbeing



who changed nothing based on tracker data still felt better



who consulted a doctor based on tracker data improved meaningfully

WHAT THIS MEANS FOR PRODUCTS THAT LIVE IN THE TRACKER'S WORLD

Wearables have become part of how people understand themselves before they decide how they feel. Every health product — the supplement, the sleep aid, the recovery drink — is now evaluated inside that system. The context that drives a purchase may sit in an app on the consumer's phone, invisible to traditional research.

The tracker isn't measuring behavior anymore. It's participating in it.

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Note on methodology: All percentages are calculated among confirmed tracker users only. Non-users are excluded from user-level calculations. Cross-question analyses are based on matched respondent IDs across survey files; sample sizes range from n=87 to n=362 depending on the group. Overall improvement rates (e.g. 89% vs. 69%) reflect any improvement (somewhat or meaningfully combined); "improved meaningfully" rates are stated separately where noted.

Source: Curion National Consumer Study, June 2026 · n = 2,562 U.S. adults · Tracker user base: n = 1,763 confirmed users