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Treato Finds 73% Of Consumers Do Not Intend To Switch To Apple Watch For Fitness Tracking

PRINCETON, N.J., (April 23, 2015) -- As Apple Watch launches, they may have a tough time converting existing fitness tracker users, according to Treato.com, a website committed to collecting the wisdom and experience of millions of health consumers.

In a recent Treato.com survey of 8,700 users of Fitness Trackers, 48% are either extremely satisfied or satisfied with their current device. When asked if they would consider switching to Apple's new Watch for fitness tracking, an overwhelming 73% said they would not consider switching.

Of the 8,700 consumers surveyed, 35% were using Fitbit, 21% own the Misfit band, and close to 17% claimed the Nike Fuel band as their tracker of choice.

"We recognize that the Apple Watch serves a variety of purposes," says Ido Hadari, CEO of Treato, "but when it comes to those looking for solutions to drive health, it seems that people like what they already have. It will be interesting to see what role the Apple watch will play in the evolving mobile health environment in general, and within the Apple HealthKit framework specifically."

About Treato:

Treato™, the leading source of health insights from millions of real health consumers, uses patented analytics and big data technology to turn billions of disparate online conversations into meaningful social intelligence. With more than two billion posts analyzed and continuously expanding, Treato has partnered with 9 out of the world's top 10 pharma companies as well as numerous other multi-national pharmaceutical companies and healthcare organizations. Treato.com, its consumer website, helps millions of visitors each month. Treato is privately held with offices in Israel, New York and Princeton, NJ. Investors include Reed Elsevier Ventures, OrbiMed Partners and New Leaf Venture Partners, among others. For more information please visit <https://treato.com/>