

Fitness device users tend to be...

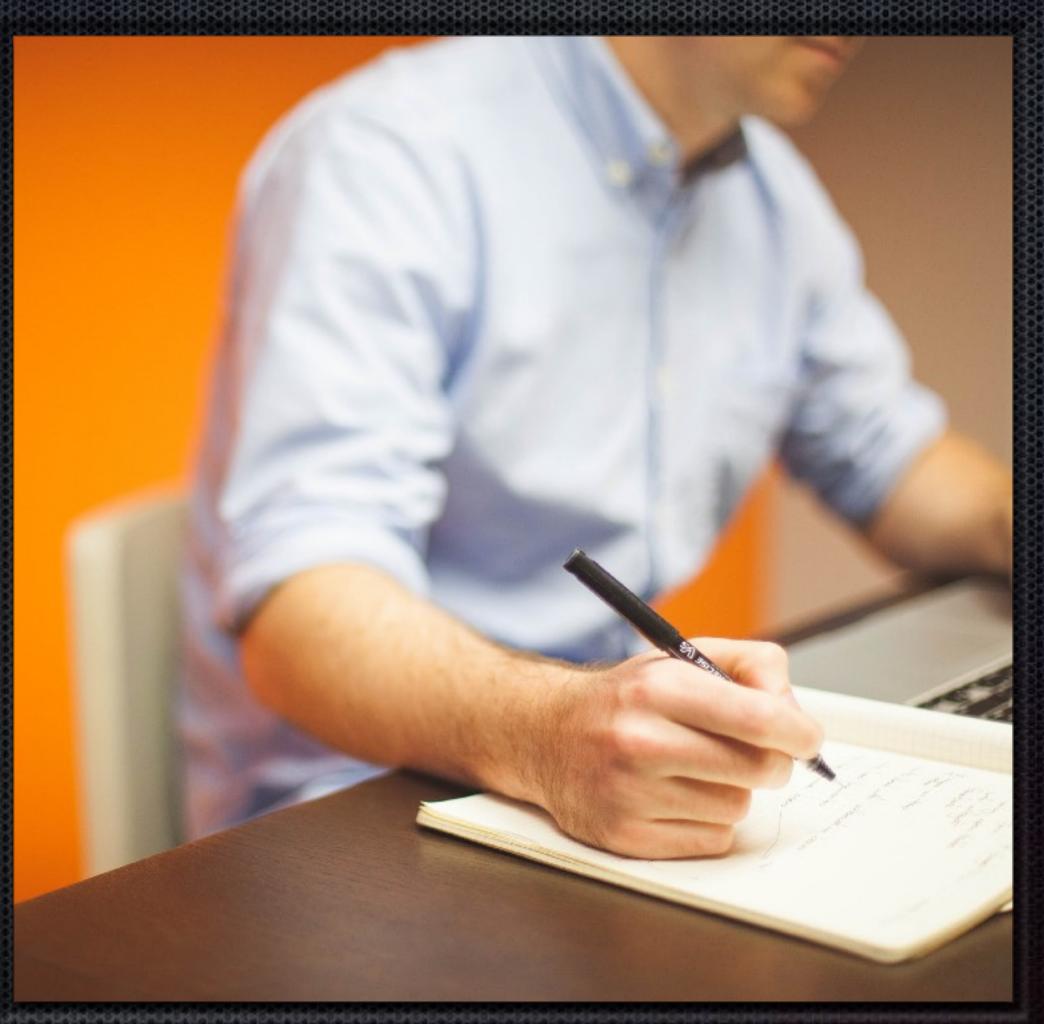
More active.

Health conscious.

Poor sleepers!

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- More active.
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How do we market to these women?