Wearables Survey – Europeans willingness to share their data

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It’s Going to Get a Lot More Personal

Self-measurement is popular
(4,000 respondents)

51% of all respondents currently use a smart device for self-measurement

Finland 53 %
France 51 %
Germany 46 %
The Netherlands 57 %

Source: Wearables survey in four European countries - survey results
What do people most commonly measure with smart devices?

2 in 3 said they measure steps

- 10,000 steps
- Calories burned 48 %
- Heart rate 46 %
- Sleep 38 %
- Weight 33 %

Source: Wearables survey in four European countries - survey results
Impacts of measurement on daily life

40% “I’ve become motivated to do more/better exercise”

19% “I’ve adopted healthier eating habits”

19% “It has allowed me to take more responsibility for my own well-being and for improving it”

17% “I’ve learned to listen to my body and prevent fatigue”

Source: Wearables survey in four European countries - survey results
I would share my data with these parties

- 52% Own doctor or nurse
- 43% Research organisations
- 40% Pharmacy
- 37% Gym/personal trainer
- 25% Health service company
- 18% Incurrance and pharmaceutical companies

Source: Wearables survey in four European countries - survey results
<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service’s ease of use</td>
<td>63%</td>
</tr>
<tr>
<td>Access to my own data or making use of it myself</td>
<td>65%</td>
</tr>
<tr>
<td>Easy to start using</td>
<td>67%</td>
</tr>
<tr>
<td>Strong privacy protection</td>
<td>68%</td>
</tr>
</tbody>
</table>

Factors that would increase motivation for self-measurement with a smart device

Source: Wearables survey in four European countries - survey results
“Under what conditions would you be willing to provide access to health or genetics data about yourself or your family to a service provider?”

<table>
<thead>
<tr>
<th>Condition</th>
<th>Finland</th>
<th>Netherlands</th>
<th>Germany</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td>“If I were offered extra services or individual service”</td>
<td>5%</td>
<td>12%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>“If data is used for public-interest purposes (e.g. healthcare or environmental protection)”</td>
<td>7%</td>
<td>15%</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>“If I were paid for it”</td>
<td>9%</td>
<td>16%</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>“If information is used for scientific research”</td>
<td>38%</td>
<td>17%</td>
<td>18%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Source: The use of digital services - survey results
Lack of trust is an obstacle

Strongly agree, agree

Finland 43%
Netherlands 38%
Germany 48%
France 39%

Source: The use of digital services - survey results
What can we learn from the results?

And some other insights...
Well-being data measurement on people's daily life has enormous potential to prevent diseases.

Trust is a must!

In future healthcare more data is generated by individuals outside of the healthcare system.