

ConV2X

Wearables Survey – Europeans willingness to share their data

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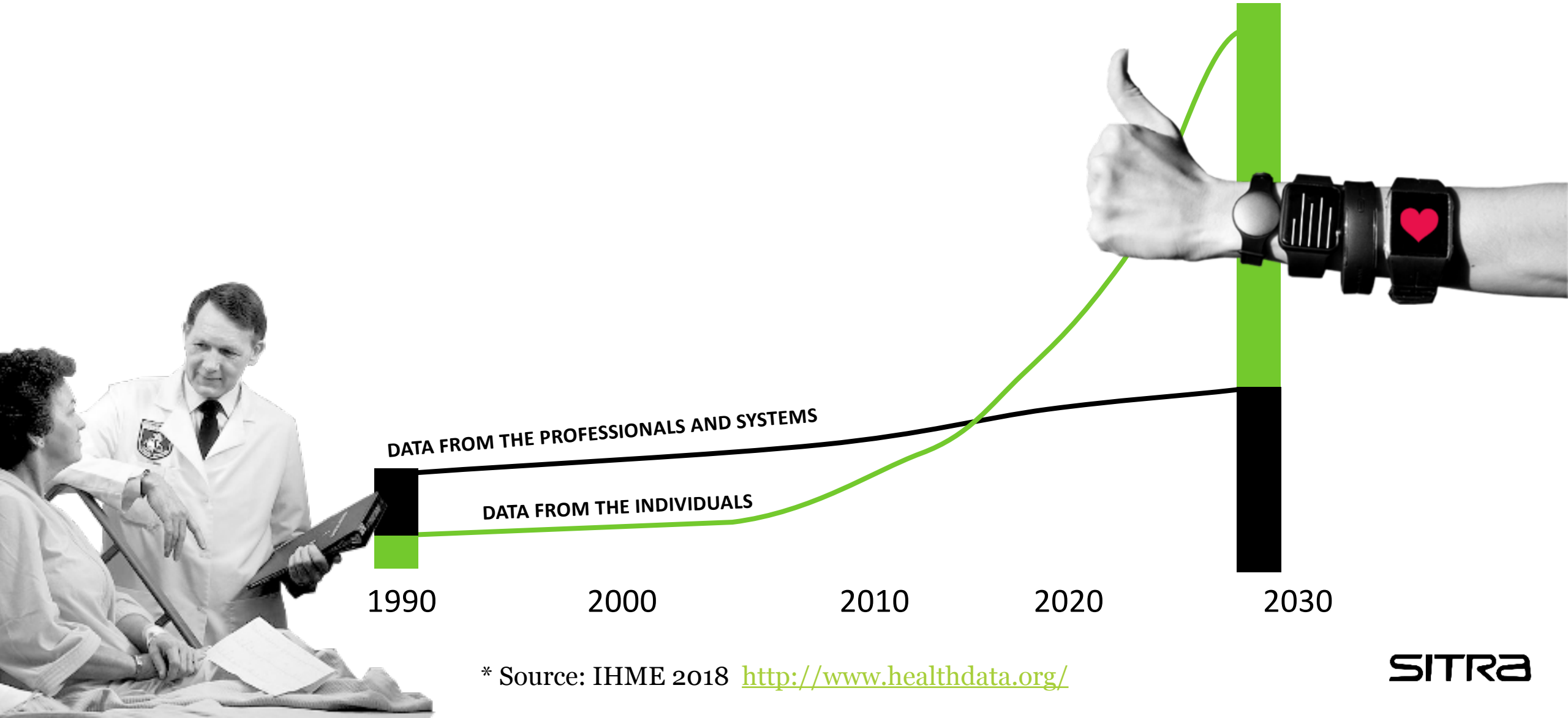
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SITRA

It's Going to Get a Lot More Personal



* Source: IHME 2018 <http://www.healthdata.org/>

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 %

What do people most commonly measure with smart devices?



2 in 3

said they measure **steps**

Calories burned	48 %
Heart rate	46 %
Sleep	38 %
Weight	33 %

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”



I would share my data with these parties



52%

Own doctor or nurse

43%

Research organisations

40%

Pharmacy

37%

Gym/personal trainer

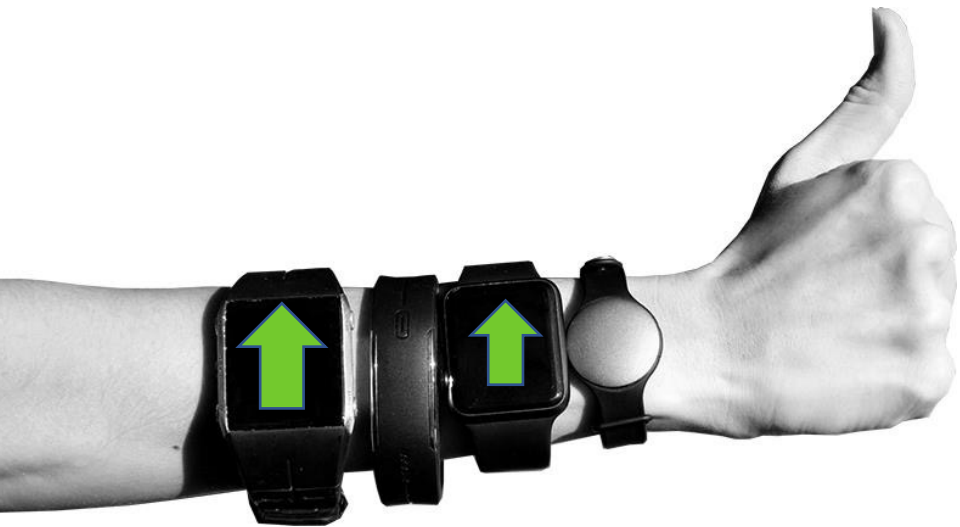
25%

Health service company

18%

Insurance and pharmaceutical companies

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



68%

Strong privacy protection

67%

Easy to start using

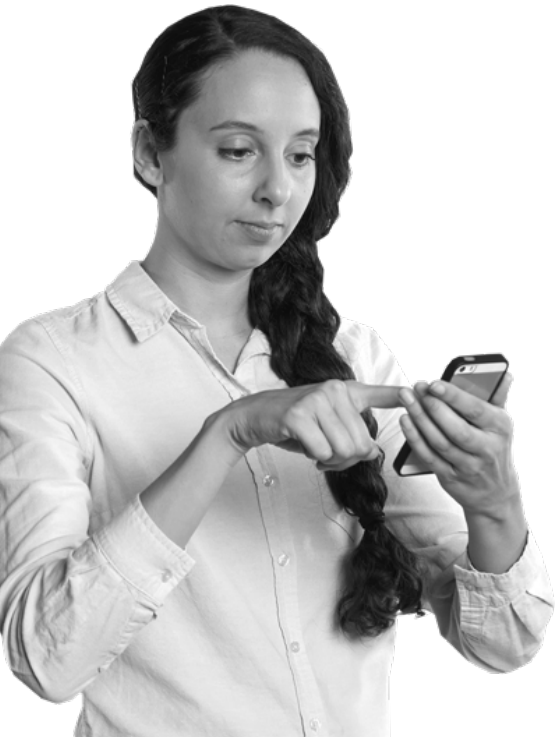
65%

Access to my own data or making use of it myself

63%

Service's ease of use

“Under what conditions would you be willing to provide access to health or genetics data about yourself or your family to a service provider?”



8%

“If I were offered extra services or individual service”

Finland	5%
Netherlands	12%
Germany	8%
France	6%

12%

“If data is used for public-interest purposes (e.g. healthcare or environmental protection)”

Finland	7%
Netherlands	15%
Germany	11%
France	14%

14%

“If I were paid for it”

Finland	9%
Netherlands	16%
Germany	15%
France	17%

23%

“If information is used for scientific research”

Finland	38%
Netherlands	17%
Germany	18%
France	18%

Lack of trust is an obstacle

2/5



Data plz?

Strongly agree, agree

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

**What can
we learn
from the
results?**

And some other insights...



1

Well-being data
measurement
on people's
daily life has
enormous
potential to
prevent
diseases

2

Trust is a
must!

3

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



