Mobile Health in Context:
How Information is Woven Into Our Lives
U.S.: 91% own a cell phone
U.S.: 63% of cell phone owners use mobile internet
What do we mean by “lower income”?

- Based on reported annual household income

- Categories collected: <10k, 10-20k, 20-30k, 30-40k, 40-50k, 50-75k, 75-100k, 100-150k, and 150k+

- Around 10-20% of respondents typically don’t report (or don’t know) income

- Limited ability to subdivide the lower-income population. But it tends to skew towards non-white; youth and seniors; low education; urban/rural
Cell ownership > internet use

Use the internet  
Own a cell phone

- 70%  
- 70%  
- 85%  
- 84%  
- 92%  
- 94%  
- 96%  
- 96%  
- 97%  
- 96%

- 83%  
- 87%  
- 87%  
- 89%  
- 92%  
- 94%  
- 96%  
- 97%  
- 96%  
- 97%  
- 96%

+13  
+17

Income brackets:
- <$10k
- $10,000 - $19,999
- $20,000 - $29,999
- $30,000 - $39,999
- $40,000 - $49,999
- $50,000 - $74,999
- $75,000 - $99,999
- $100,000 - $149,999
- $150k or more

Pew Research Center
Smartphone or non-smart phone? Depends on your income...

[Bar chart showing the percentage of people in different income brackets who own no cell phone, own a cell phone but not a smartphone, and own a smartphone.]

- LT $10k: 17% no phone, 49% not a smartphone, 34% smartphone
- $10,000 - $19,999: 13% no phone, 44% not a smartphone, 43% smartphone
- $20,000 - $29,999: 14% no phone, 37% not a smartphone, 49% smartphone
- $30,000 - $39,999: 11% no phone, 38% not a smartphone, 51% smartphone
- $40,000 - $49,999: 9% no phone, 37% not a smartphone, 54% smartphone
- $50,000 - $74,999: 4% no phone, 35% not a smartphone, 61% smartphone
- $75,000 - $99,999: 2% no phone, 25% not a smartphone, 73% smartphone
- $100,000 - $149,999: 2% no phone, 16% not a smartphone, 82% smartphone
- $150k+: 3% no phone, 16% not a smartphone, 81% smartphone

Note: The percentages for the $50,000 - $74,999 income bracket are rounded to the nearest whole number.

PewResearchCenter
...but especially your age

Smartphone ownership by age/income

- 18-29: 77% Less than $30,000, 81% $30,000-$74,999, 90% $75,000 or more
- 30-49: 68% Less than $30,000, 47% $30,000-$74,999, 87% $75,000 or more
- 50-64: 22% Less than $30,000, 40% $30,000-$74,999, 72% $75,000 or more
- 65+: 8% Less than $30,000, 21% $30,000-$74,999, 43% $75,000 or more
Worldwide: 86% Own Cell Phones

% Own a cell phone

Based on median % across 12 nations where 2012, 2011, 2010, 2007 and 2002 data are available.
U.S.: 81% of cell phone owners text

<table>
<thead>
<tr>
<th>Cell phone activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>The % of cell phone owners who use their cell phone to...</td>
</tr>
<tr>
<td>81</td>
</tr>
<tr>
<td>60</td>
</tr>
<tr>
<td>52</td>
</tr>
<tr>
<td>50</td>
</tr>
<tr>
<td>49</td>
</tr>
<tr>
<td>48</td>
</tr>
<tr>
<td>21</td>
</tr>
<tr>
<td>8</td>
</tr>
</tbody>
</table>

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,076 cell phone owners. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all cell phone owners is +/- 2.4 percentage points.
Online videos are a health education opportunity

### Online adults under age 50 lead the way in watching and downloading online video

<table>
<thead>
<tr>
<th>Activity</th>
<th>All</th>
<th>18-29 (a)</th>
<th>30-49 (b)</th>
<th>50+ (c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watch videos on a video-sharing site like YouTube or Vimeo</td>
<td>72%</td>
<td>92%bc</td>
<td>81%c</td>
<td>50%</td>
</tr>
<tr>
<td>Watch videos online, including on a social network site or using mobile apps</td>
<td>56%</td>
<td>76%bc</td>
<td>64%c</td>
<td>34%</td>
</tr>
<tr>
<td>Download video files onto a computer or cell phone to play them at any time</td>
<td>36%</td>
<td>44%c</td>
<td>45%c</td>
<td>22%</td>
</tr>
<tr>
<td>Total who watch or download online videos</td>
<td>78%</td>
<td>95%bc</td>
<td>87%c</td>
<td>58%</td>
</tr>
</tbody>
</table>

Source: Pew Research Center’s Internet & American Life Project Omnibus Survey, July 25 – July 28, 2013. N= 781 internet users age 18 and older. Interviews were conducted in English and on landline and cell phones. The margin of error for results based on all internet users is +/- 4.1 percentage points.

Note: Percentages marked with a superscript letter (e.g., b) indicate a statistically significant difference between that row and the row designated by that superscript letter.
Location-aware, real-time information is another opportunity

**Smartphone owners get real-time information**

- **Get help in an emergency situation**: 20% (smartphone owner), 18% (other cell owners)
- **Get up-to-the minute traffic or public transit info**: 33% (smartphone owner), 5% (other cell owners)
- **Look up sports score**: 39% (smartphone owner), 5% (other cell owners)
- **Look up something to settle an argument**: 46% (smartphone owner), 6% (other cell owners)
- **Decide whether or not to visit a business, such as restaurant**: 49% (smartphone owner), 10% (other cell owners)
- **Solve an unexpected problem**: 47% (smartphone owner), 22% (other cell owners)
- **Coordinate a gathering**: 50% (smartphone owner), 32% (other cell owners)

Source: Pew Research Center’s Internet & American Life Mobile Survey, March 15-April 3, 2012. N for entire survey = 2,254 respondents age 18 older; N=1,954 for cell owners; N=904 for smartphone owners; N=1,050 for other cell phone owners. Interviews were conducted in English and Spanish and on landline and cells.
39% of U.S. adults are caregivers

Caregivers and health activities
% of caregivers vs. non-caregivers who do the following health-related activities...

- Consult online reviews of drugs: 24% (Caregiver) vs. 13% (Non-caregiver)
- Got information, care, or support from others with the same condition: 30% (Caregiver) vs. 21% (Non-caregiver)
- Go online for a diagnosis: 46% (Caregiver) vs. 28% (Non-caregiver)
- Participate in any online social activity related to health in past year: 52% (Caregiver) vs. 33% (Non-caregiver)
- Got information, care, or support from friends and family: 70% (Caregiver) vs. 54% (Non-caregiver)
- Gather health information online: 72% (Caregiver) vs. 50% (Non-caregiver)

Source: Pew Internet Health Tracking Survey, August 07 – September 06, 2012. Total number ("n") of interviews=3,014 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2 percentage points for results based on all adults.
U.S.: 45% of adults live with chronic conditions

- 25% high blood pressure
- 13% asthma, bronchitis, emphysema, or other lung conditions
- 11% diabetes
- 7% heart disease, heart failure, or heart attack
- 3% cancer
- 16% any other chronic problem or condition

- 78% of U.S. adults living with chronic health conditions say they own a cell phone, compared with 91% of those who report no conditions.
31% of cell phone owners look up health information on their phones (2012)

### Mobile Health Information: Health Status

% of cell phone owners within each group who use their phone to look for health or medical information online

<table>
<thead>
<tr>
<th>All cell phone owners (n=2,581)</th>
<th>31%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Caregiver</strong></td>
<td></td>
</tr>
<tr>
<td>Yes (n=1,032)</td>
<td>37*</td>
</tr>
<tr>
<td>No (n=1,549)</td>
<td>27</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Those with chronic conditions</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>No conditions (n=1,376)</td>
<td>34*</td>
</tr>
<tr>
<td>One or more conditions (n=1,205)</td>
<td>26</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Faced medical crisis (in last 12 months)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes (n=283)</td>
<td>40*</td>
</tr>
<tr>
<td>No (n=2,291)</td>
<td>30</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Significant health change (in last 12 months)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes (n=411)</td>
<td>41*</td>
</tr>
<tr>
<td>No (n=2,162)</td>
<td>28</td>
</tr>
</tbody>
</table>

Source: Pew Internet/CHCF Health Survey, August 7-September 6, 2012. N=3,014 adults ages 18+. Interviews were conducted in English and Spanish, on landline and cell phones. Margin of error is +/- 3 percentage points for results based on cell phone owners.

*Statistically significant difference compared with others in the same grouping
1 in 5 smartphone owners has a health app (2012)

<table>
<thead>
<tr>
<th>Types of Health Apps</th>
<th>% of health app users who use apps to track...</th>
</tr>
</thead>
<tbody>
<tr>
<td>All health app users (n=254)</td>
<td></td>
</tr>
<tr>
<td>Exercise, fitness, pedometer or heart rate monitoring</td>
<td>38%</td>
</tr>
<tr>
<td>Diet, food, calorie counter</td>
<td>31</td>
</tr>
<tr>
<td>Weight</td>
<td>12</td>
</tr>
<tr>
<td>Period or menstrual cycle</td>
<td>7</td>
</tr>
<tr>
<td>Blood pressure</td>
<td>5</td>
</tr>
<tr>
<td>WebMD</td>
<td>4</td>
</tr>
<tr>
<td>Pregnancy</td>
<td>3</td>
</tr>
<tr>
<td>Blood sugar or diabetes</td>
<td>2</td>
</tr>
<tr>
<td>Medication management (tracking, alerts, etc)</td>
<td>2</td>
</tr>
<tr>
<td>Mood</td>
<td>*</td>
</tr>
<tr>
<td>Sleep</td>
<td>*</td>
</tr>
<tr>
<td>Other</td>
<td>14</td>
</tr>
</tbody>
</table>

Source: Pew Internet/CHCF Health Survey, August 7-September 6, 2012. N=3,014 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 7 percentage points for results based on health app users.

*Less than 1% of respondents
Thank you!

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