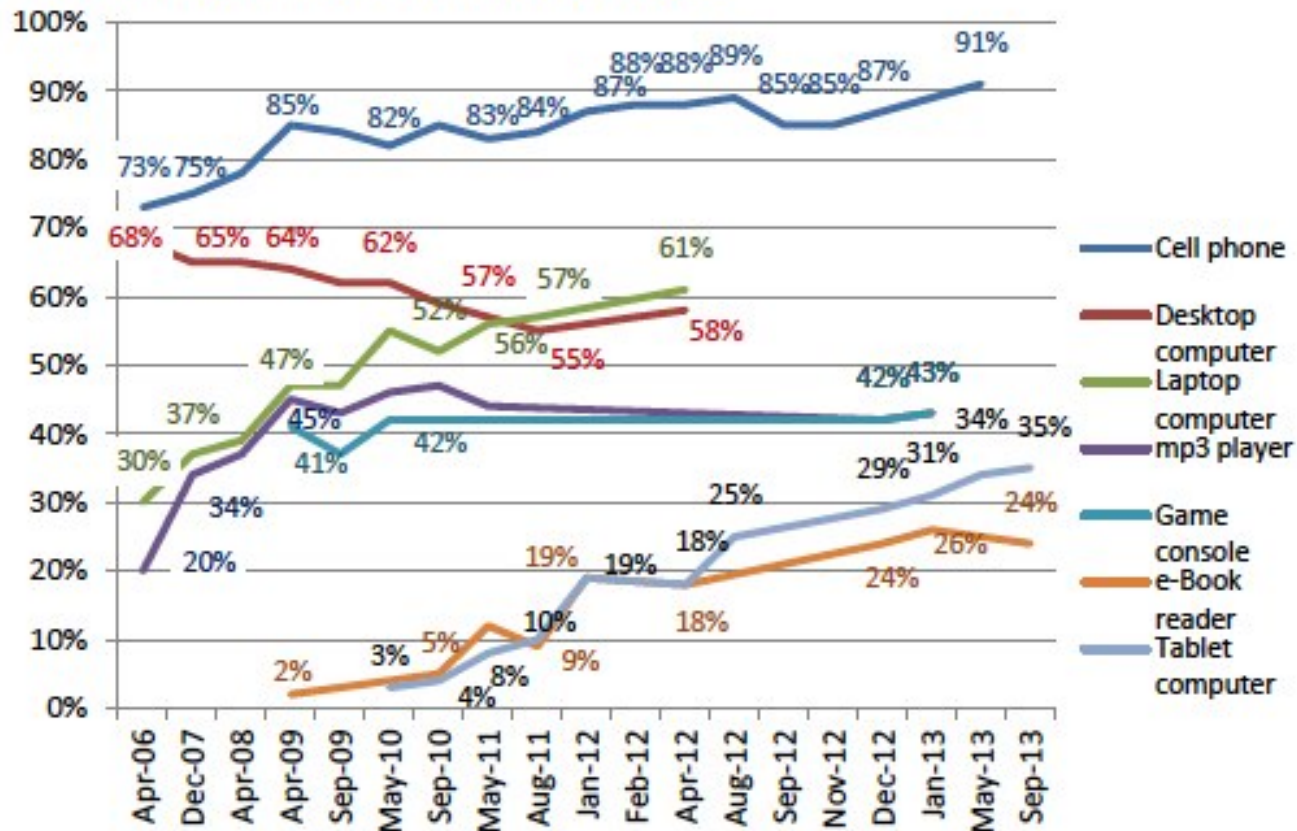

@SusannahFox @PewResearch

Mobile Health in Context: How Information is Woven Into Our Lives

U.S.: 91% own a cell phone

Adult gadget ownership over time

% of American adults ages 18+ who own each device



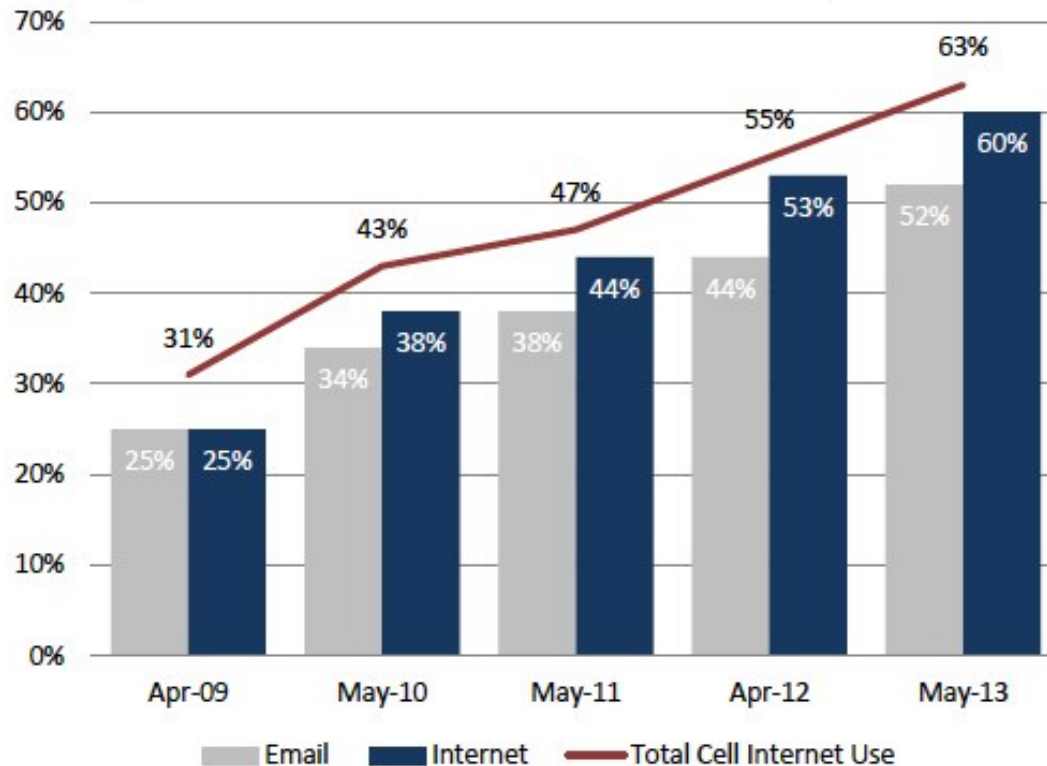
Source: Pew Internet surveys 2006-2013

Note: 2013 e-reader/tablet results based on Americans ages 16+

U.S.: 63% of cell phone owners use mobile internet

Almost two-thirds of cell owners go online using their phones

Among cell phone owners, the % who use the internet or email on their phone

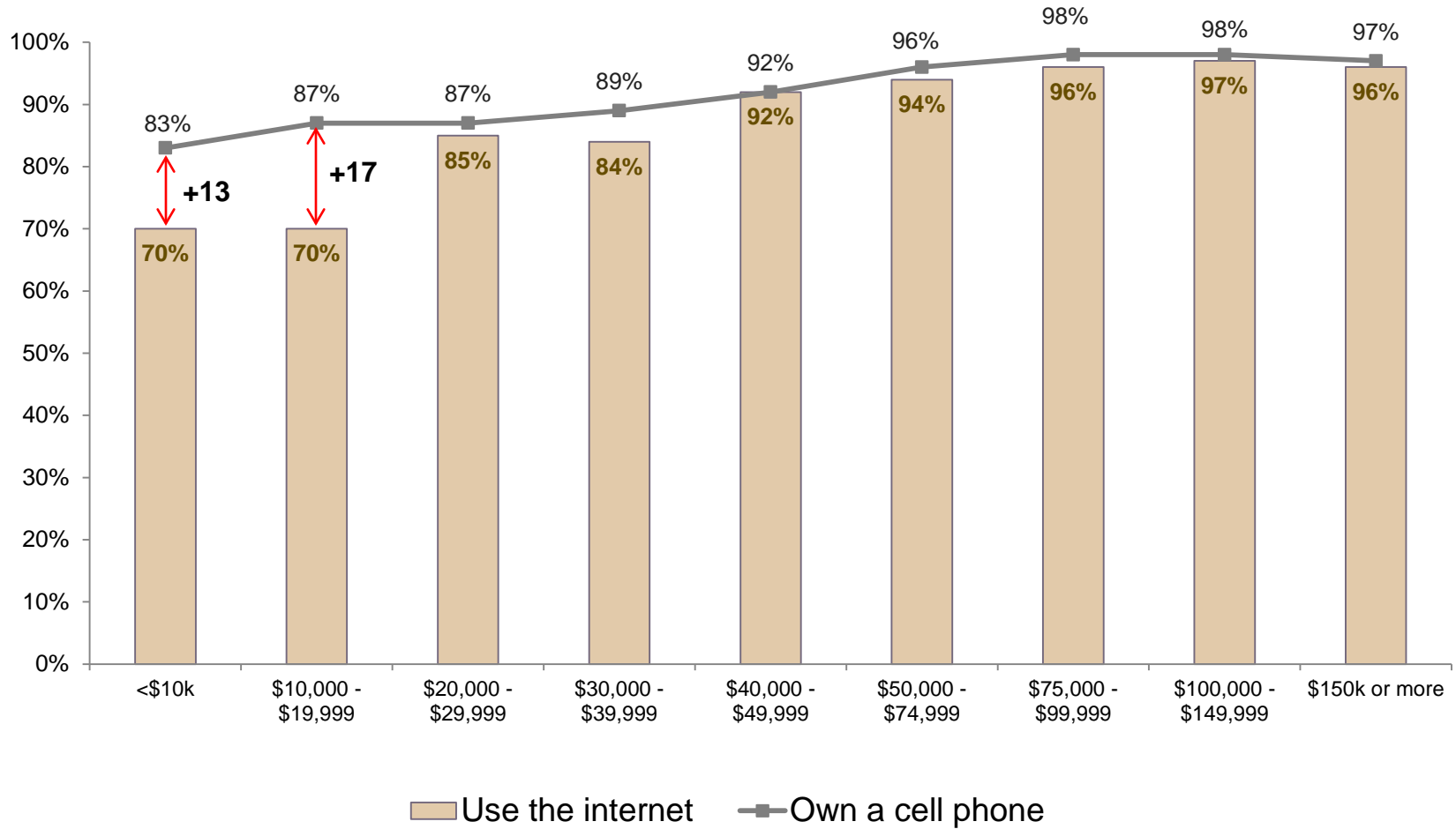


Source: Pew Internet & American Life Project Spring Tracking Survey, April 17-May 19, 2013. N=2,076 cell phone owners ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on cell phone owners is +/- 2.4 percentage points.

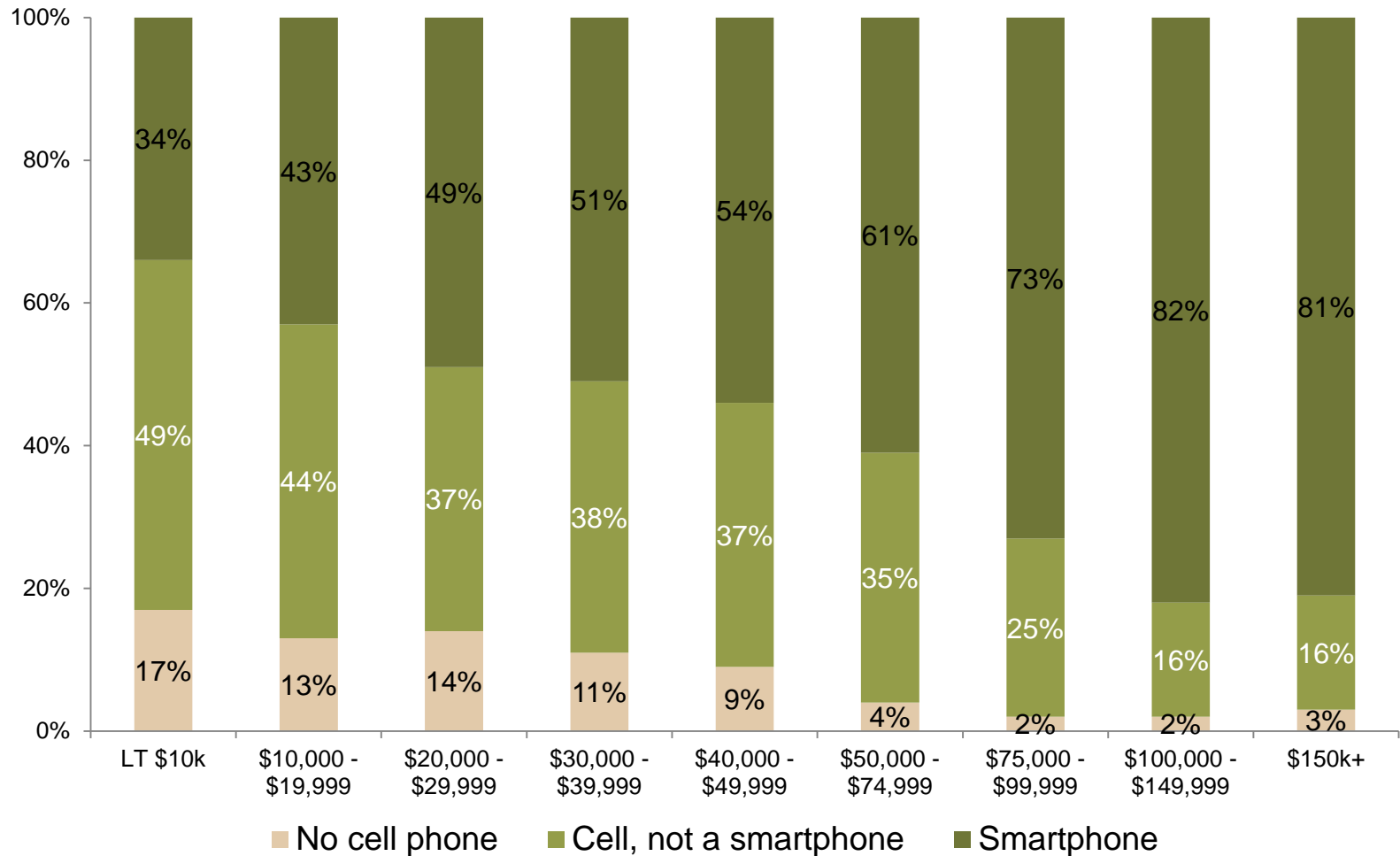
What do we mean by “lower income”?

- 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

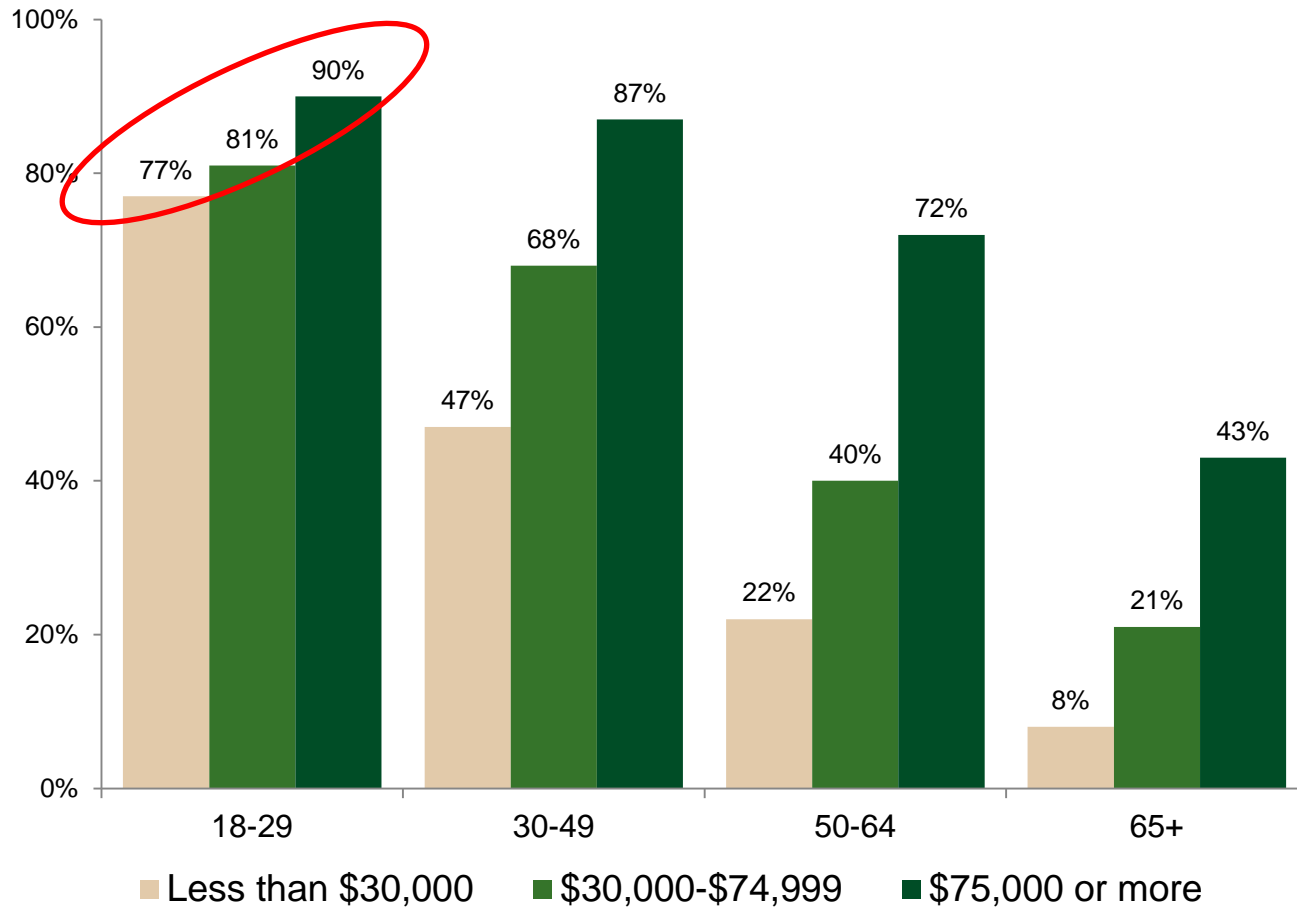


Smartphone or non-smart phone? Depends on your income...



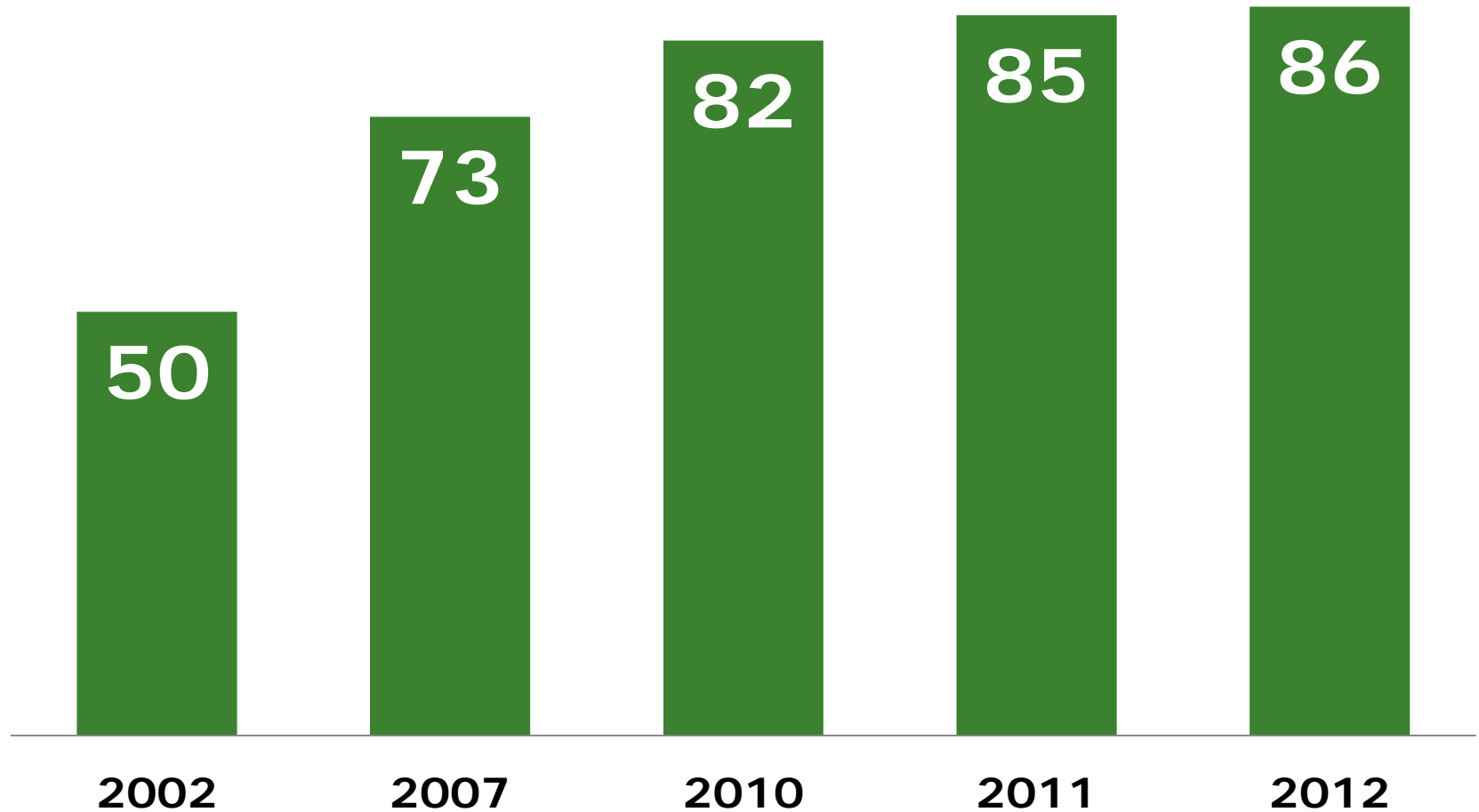
...but especially your age

Smartphone ownership by age/income



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

Cell phone activities

The % of cell phone owners who use their cell phone to...

81	send or receive text messages
60	access the internet
52	send or receive email
50	download apps
49	get directions, recommendations, or other location-based information
48	listen to music
21	participate in a video call or video chat
8	“check in” or share your location

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

The % of adult internet users in each group who...

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

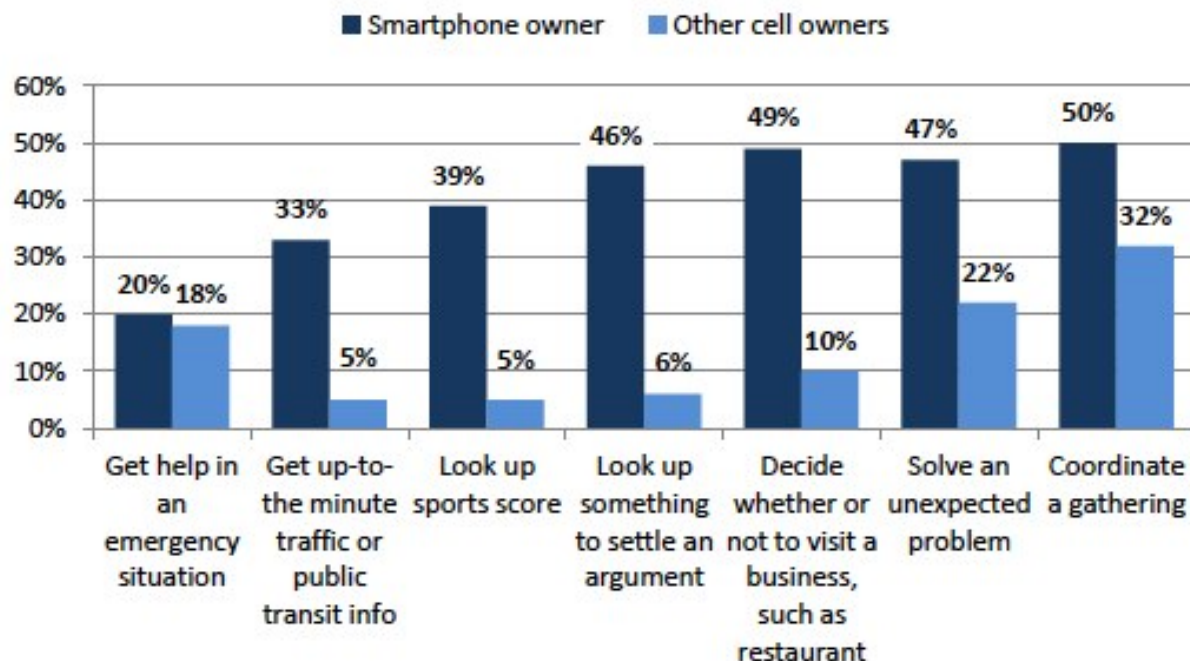
Source: Pew Research Center's Internet & American Life Project Omnibus Survey, July 25 – July 28, 2013. N= 781 internet users age 18 and older. Interviews were conducted in English and on landline and cell phones. The margin of error for results based on all internet users is +/- 4.1 percentage points.

Note: Percentages marked with a superscript letter (e.g., ^a) 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

% of cell owners in each group who have performed these real-time activities in the previous 30 days

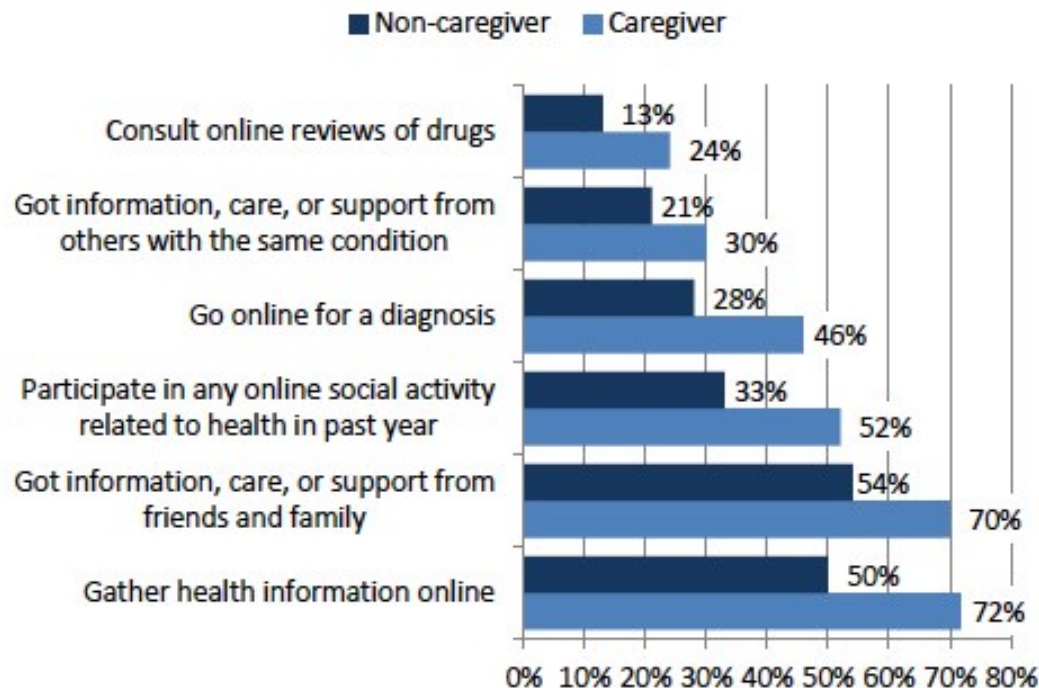


Source: Pew Research Center's Internet & American Life Mobile Survey, March 15-April 3, 2012. N for entire survey = 2,254 respondents age 18 older; N=1,954 for cell owners; N=904 for smartphone owners; N=1,050 for other cell phone owners. Interviews were conducted in English and Spanish and on landline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



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

All cell phone owners (n=2,581)	31%
Caregiver	
Yes (n=1,032)	37*
No (n=1,549)	27
Those with chronic conditions	
No conditions (n=1,376)	34*
One or more conditions (n=1,205)	26
Faced medical crisis (in last 12 months)	
Yes (n=283)	40*
No (n=2,291)	30
Significant health change (in last 12 months)	
Yes (n=411)	41*
No (n=2,162)	28

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)

Types of Health Apps

% of health app users who use apps to track...

All health app users (n=254)	
Exercise, fitness, pedometer or heart rate monitoring	38%
Diet, food, calorie counter	31
Weight	12
Period or menstrual cycle	7
Blood pressure	5
WebMD	4
Pregnancy	3
Blood sugar or diabetes	2
Medication management (tracking, alerts, etc)	2
Mood	*
Sleep	*
Other	14

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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