

SITRA
MEASURING WELLBEING – CITIZEN SURVEY
FINLAND, GERMANY, THE NETHERLANDS AND FRANCE
TOTAL 2020 REPORT

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1. CONDUCTING THE SURVEY AND DATA STRUCTURE

Conducting the survey

- 18-65 –year olds in Finland, Germany, in the Netherlands and France
 - The data is representative of the 18-65 population in these countries
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- 4.000 respondents, Finland 1.000, Germany 1.000, The Netherlands 1.000 and France 1.000 respondents
 - The survey was conducted online via Kantar 's online panels
 - Confidence interval on total level data is +- 3,1 %- percentage points (at 50% result level)
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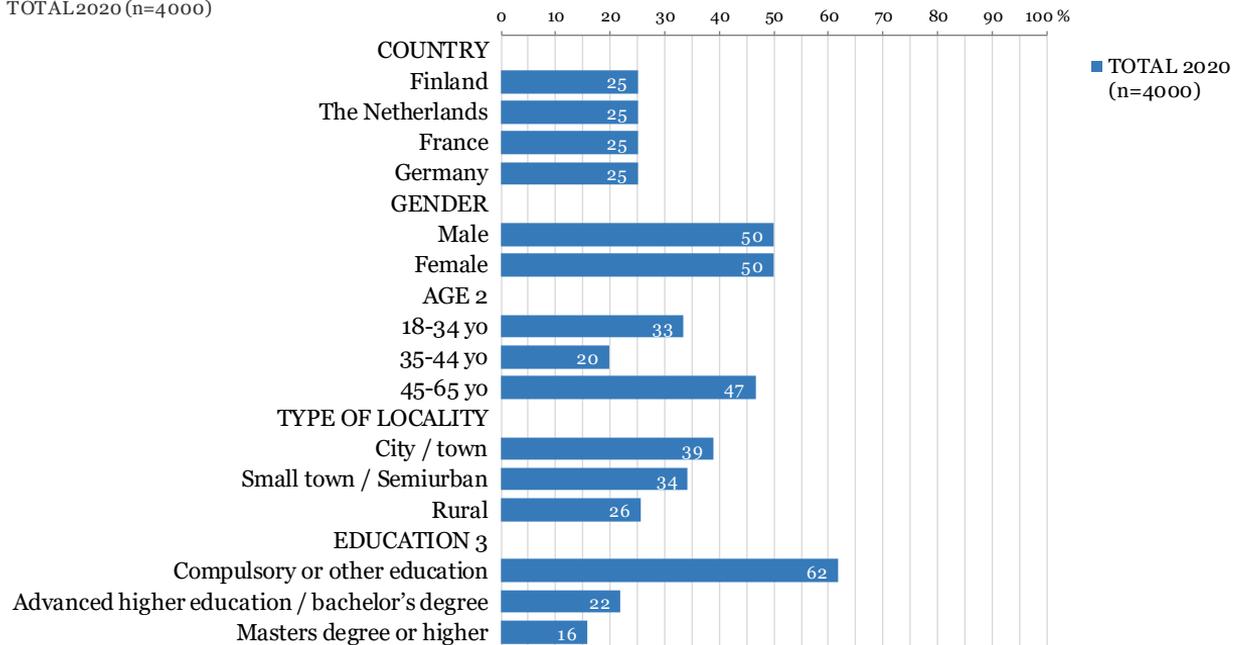
- Data collection was carried out in June-July 2020
 - Survey length was 12 minutes
 - The data has been weighted on country level according to gender, age and area
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- Survey questions and sociodemographic backgrounds of respondents
 - Questionnaire design by Sitra together with Kantar TNS
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- Power Point report of results: Master report (1) containing country comparisons and total result as well as country specific reports (4)

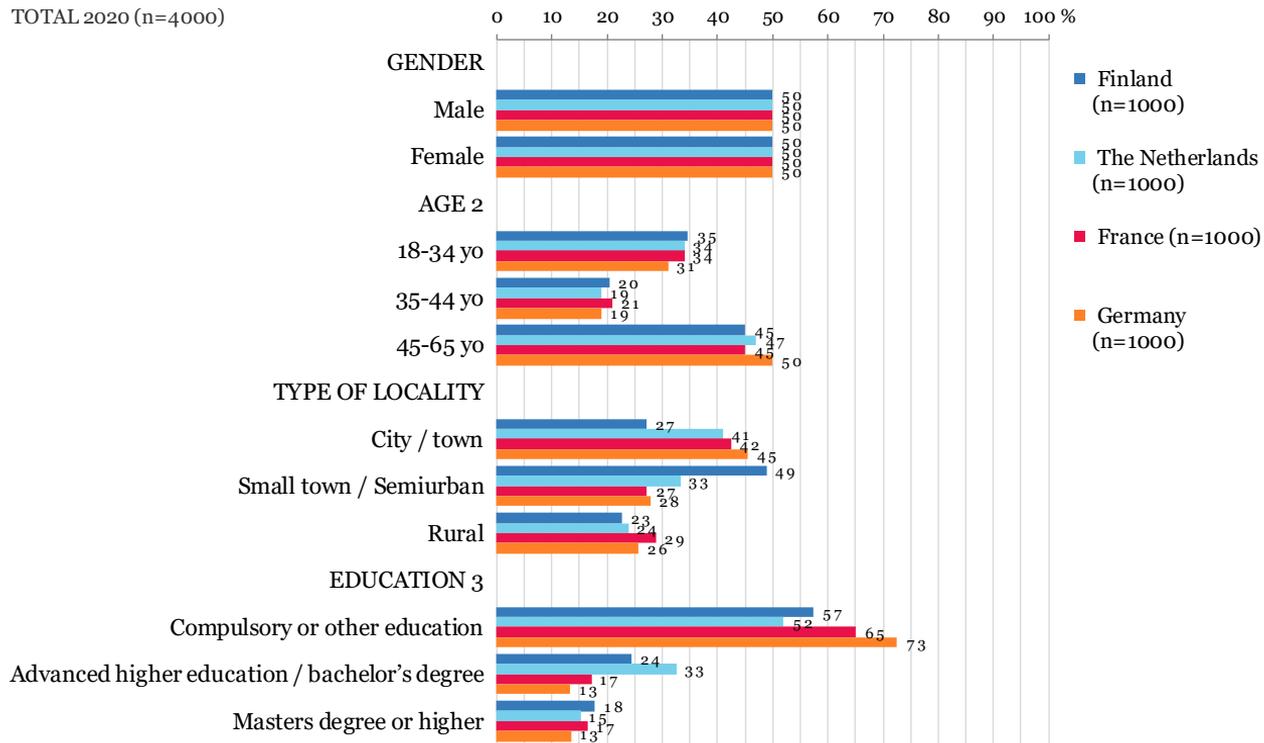
Data structure

TOTAL2020 (n=4000)



Data structure by country

TOTAL 2020 (n=4000)



2. SUMMARY OF RESULTS

Use of smart devices 1/2

Majority of the population uses smart devices to measure themselves. Smart devices have a clear appeal, as more people are considering starting rather than stopping using them. For many, self-measurement with a smart device has already become a habit and report having measured themselves already for years.

Just over a fifth of respondents (23%) have never used or considered using such smart devices or applications. The highest share of users is found in the Netherlands (57%) and the lowest in Germany (48%).

Younger people are clearly more enthusiastic users of smart devices than the elderly, while there was no difference between the genders. A larger share of respondents plans to start using each smart device (15%) than to stop using it (6%). It is noteworthy, however, that as many as one in five of the elderly people would seem to be planning to start measuring themselves using some smart device in the future.

Smartphones and their health measurement applications were clearly the most often used self-measurement tool (38%). A wrist held device was used by every fourth (26%) and a smart ring by 4% of respondents, and some other smart device by one-fifth (21%) of respondents.

Use of smart devices 2/2

Among the users of smart devices, there are people who have been measuring themselves with a smart device for a very long time (more than 5 years or even more than 10 years; 8%). Mainly, however, the measurement has only been performed for a relatively short time; more than half (58%) said they have measured for less than 2 years. About one fifth (19%) had started measuring in the beginning of year 2020 (less than six months ago). There are clearly more people in Finland, compared to the other countries, who have used smart devices for more than 5 years (15%) to measure themselves. In France, on the other hand, as many as a quarter (24%) say they have only started measuring this year (less than six months ago).

Measurement behavior 1/4

Self-measurement would often seem to support monitoring of current lifestyle, or the impact of lifestyle changes. In the future, however, the importance of also measuring one's own health and health related issues will increase. Measurement results are utilized often, and respondents see value not only in the ease of use, but also in the fact that the measured data is reliable. Today, measuring is mainly motivated by one's own interest. There is potential to increase the interest provided measuring is perceived useful and appropriate.

Tracking the number of steps is clearly the most common object of measuring, as many as two in three respondents (67%) say they measure steps. About half of the respondents (48%) mentioned energy consumption and heart rate measuring, and just over a third said they measure sleep and weight (38% and 33%). Measuring directly related to disease monitoring, such as blood pressure (19%) or blood sugar (6%) levels are currently measured much less frequently.

Measuring indicators of healthy lifestyles is particularly interesting in the future, as well. There is great interest towards measuring sleep in the future. Overall, more than half of the respondents (53%) mentioned it as an interesting measurement area

Measurement behavior 2/4

In general, the interest in measuring all the things listed in the questionnaire was greater compared to the current measurement. Only measuring number of steps, heart rate and energy consumption were regarded as interesting in the future as they are now. In Finland people were more interested in self-measurement than in other countries, excluding measurement of weight and body temperature.

Respondents currently not measuring themselves could also indicate areas of interest for self-monitoring. They were particularly interested in self-monitoring of blood pressure (41%). More than a third of the respondents were also interested in monitoring well-being and various indicators of healthy lifestyle (sleep 38%, energy consumption 35%, heart rate 35%). One fourth, however, could not name any areas of interest.

Making use of the self-measurement results is already clearly a part of everyday life for many respondents. Nearly half (47%) said they use the self-measured data on a daily or almost daily basis and a third a few times a month. Only 5% of respondents said they did not make use of the results at all.

Although the youngest age group is most eager to gather information about themselves, the oldest age group would appear to be slightly more active in utilizing the measurement results. Also, women (50%) report using the results slightly more regularly than men (44%). Active daily utilization of the results occurs less frequently (21%) among those thinking about stopping the measuring.

Measurement behavior 3/4

Monitoring own well-being out of one's own interest is by far the most common way of making use of the measured data (54%). In general, monitoring out of own interest is clearly more often mentioned than, for example, monitoring at the request of a healthcare professional. People are most interested in monitoring their own well-being, weight management, sports results and fitness development. However, the utilization of self-measured data by combining it with other daily life data is still limited, a total of 4% of respondents mentioned this utilization method.

The effects of measuring on everyday life are sometimes difficult to assess. Just over a fifth of respondents (22%) said they had not noticed any effects. As a rule, self-measurement has had a positive effect on everyday life. It has brought motivation to increase exercising (40%) and helped adopting healthier eating habits (19%). It has also opened a view for managing one's own well-being and active listening to it.

Negative effects have been observed to some extent, as well. They were often mentioned along with positive experiences meaning that only a few have had purely negative experiences. The increase in guilt caused by non-compliance with goals (14%) or the compulsive pursuit of goals (9%) were mentioned most often.

Measurement behavior 4/4

The most common reasons for stopping using a smart device and measuring oneself have been the loss of interest in measuring (34%) and the perceived uselessness of the measured data (18%). In some cases, the driver for stopping has been that the measuring of, for example, exercise (23%) or health status has no longer been topical (5%). One of the reasons for stopping has also been lack of knowledge or understanding and the resulting frustration. Using the device can be complicated, it can take too much time, or the measured results can be stressful.

Perceived reliability of the measured data, as well as issues related to its access rights, may also affect the discontinuation of self-measuring.

Reliability of the self-measured data divides opinions. Reliability image is not strong, only 4% considered the self-measured data to be very reliable. On the other hand, self-measured data is not considered completely unreliable either, as only 9% of respondents were of this opinion. Most respondents, about eight out of ten (78%), rated the information as fairly or only somewhat reliable.

The most critical attitudes towards reliability of self-measured data (39% very or fairly reliable) were amongst the oldest age group. Of the countries, Germany was the most skeptical concerning reliability (38%). At present, reliability image is clearly best among those currently measuring and intending to continue measuring themselves in the future, as well as among those actively using the self-measured data (68% of those who consider it very or fairly reliable).

Information sharing 1/2

Information sharing is often hampered by uncertainty and lack of expertise. In addition, the personal benefit of sharing one's own data could be more evident. However, it appears that there would be a general interest in sharing the data. Sharing self-measured data and further developing related services and service models could provide a clear purpose for measurement in the future - and thereby motivate to continue measuring.

In general, sharing self-measured data is quite welcomed. For each actor, the data sharing could be much greater in the future. Data sharing is already taking place to some extent.

One in four (26%) has shared their information with a spouse. Every sixth (17%) of the respondents have shared their information with their own doctor or nurse, and just over a tenth of the respondents (12%) with their acquaintances and friends.

The idea of sharing one's own data would seem most natural with those who are directly involved with one's well-being, such as a doctor, pharmacist, nutritionist, or personal trainer. Other actors, such as an insurance company, a government agency, a health care or a pharmaceutical company, were less likely to be considered interesting in terms of personal data sharing.

Interest in sharing measurement data with research organizations splits opinions. One in ten is very interested in this opportunity and a total of 43% are either very or fairly interested.

Information sharing 2/2

On the other hand, just over a fifth (22%) are not at all interested in sharing data with a research organization - even if it was directly or indirectly beneficial to oneself.

Overall, half of the respondents are either a little or not at all interested in sharing their data. Use activity and interest in sharing measured data correlate, i.e. interest is highest among the most active users. The interest is greatest in the youngest age group (53%). Also, almost half (48%) of Finnish respondents are interested in sharing their data. The lowest interest in data sharing is in the Netherlands (39%).

Sharing one's own information is generally interesting and therefore could pave way for new services. Respondents had found, on average, only less than 2 services of interest among the new services listed.

Respondents selected most often programs aimed at comprehensive well-being (23%), as well as personal food and nutrition advice and exercise guidance and progress monitoring the top three most interesting new sharing services. Services slightly more directly to health, such as health and well-being risk reduction and a personal health research program (20%), and a personalized health monitoring and advisory service (19%), were also of interest to many respondents.

Information management 1/2

Using and sharing self-measured data requires knowledge management skills. In particular, the importance of management in terms of security, access rights and conditions are emphasized when information is shared with third parties. There is room for improvement in citizens' skills and a need for tools enabling storing, filing and combining the data.

Half of the current and former users of various self-measurement applications and smart devices are familiar with the terms of use of the services. It is clearly noticeable that the more actively the data is utilized, the more often the conditions of use have also been reviewed (61%). Sharing one's own information also seems to be related to a greater interest in reading the terms of service (63%).

In the event of termination or change of the smart device, application or information system, there is a need to consider what to do with the accumulated data. One in ten (11%) would do nothing because they have no need for the data. One in three thinks they would like to erase the data (34%) altogether. However, instead of erasing or forgetting about the data, most would like to keep the data for possible further use. Most commonly, respondents would like to transfer data to a new device or application (38%). Just over a quarter of respondents (28%) would like to store the data in the cloud or on their personal network drive or print out the data for themselves for possible later use (19%).

Information management 2/2

There is still room for improvement in data management related to self-measured data. Only slightly less than a third of respondents (32%) know exactly or mainly what happens to the data when using smart measurement devices that transmit data wirelessly to a smartphone, cloud, other remote service or application. Data management is best under control in Germany (39% know exactly or mainly what happens to the data) and weakest in Finland (24%).

It is most often known how and at what stage a service provider is granted access to personal data (32%). The best way to manage self-measured data seems to be in the hands of those who have shared their data with companies (48% ... 61%).

The level of knowledge across the board would appear to be better among men than women, and poorer among the oldest age group than the younger ones.

Erasing previously collected personal data is perceived as important when no longer using a device, application, or information system. More than three in four (79%) rated the issue as very or fairly important and as many as two in five (39%) as very important.

An equal proportion of respondents found the use of data wallet interesting (47%) as less interesting (47%). Younger respondents found the data wallet more interesting (55%) than older age groups (49% and 40%). However, there is a particular interest in the data wallet among those respondents who are the most active in using or sharing the data or interested in sharing it.

Motivators and threats of self-measurement 1/2

The willingness to utilize self-measured data is high and different people experience different types of value in it. Knowledge and understanding, as well as information sharing and management tools, can, on the other hand, reinforce the perceived benefits of self-measuring and at the same time reduce various threats, thereby strengthening measurement behavior.

Four factors, in particular, would increase the willingness to use smart devices for self-measurement. Easy to start using (67%) and user interface functionality (63%) were perceived as things that would increase the willingness to use smart devices for self-measurement. Strong privacy protection was regarded essential, with two in five (37%) said it would increase utilization.

Access to own data and making use of it was also mentioned often, nearly one in four (24%) said it increases the willingness to use a smart device to measure themselves.

For those who are already measuring themselves, and especially for those who actively use their self-measured data (daily and a few times per month), the willingness to utilize smart devices would be further enhanced by easiness to start using the device (80%), strong privacy protection (79%), access to and making use of personal data (78%) and user interface functionality (77%).

Respondents who currently measure themselves but have considered stopping it in the future see other benefits more specifically in comprehensive integration of other daily devices and systems (62%) and in the gamification and the social/community dimensions of measurement (59%). Naturally, the most important things for them are also the generally important ease, functionality and safety.

Motivators and threats of self-measurement 2/2

For those respondents who do not currently use a smart device to measure themselves, but have considered starting to measure in the future, easy to start using (85%) clearly has the greatest impact on increasing the willingness to use. Strong privacy protection is also very important to them (83%). More often than others, they would experience value in being able to access and use their own data themselves (77%).

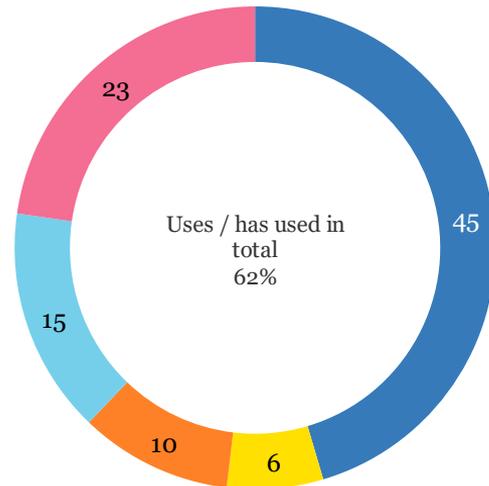
Utilizing smart devices for self-measuring involves threats. More than half of the respondents felt all the options listed in the questionnaire were either to some extent or a major threat. Especially among respondents who are considering starting to measure in the future, the threats are perceived to be slightly stronger.

According to the respondents, the biggest threats are related to data ending up in the wrong hands (69%) or that it would be used for commercial purposes without their consent or compensation (69%). On average, Finns see threats slightly more strongly than respondents living in other countries.

3. USE OF SMART DEVICES

Use of smart devices 1/3

TOTAL 2020 (n=4000)

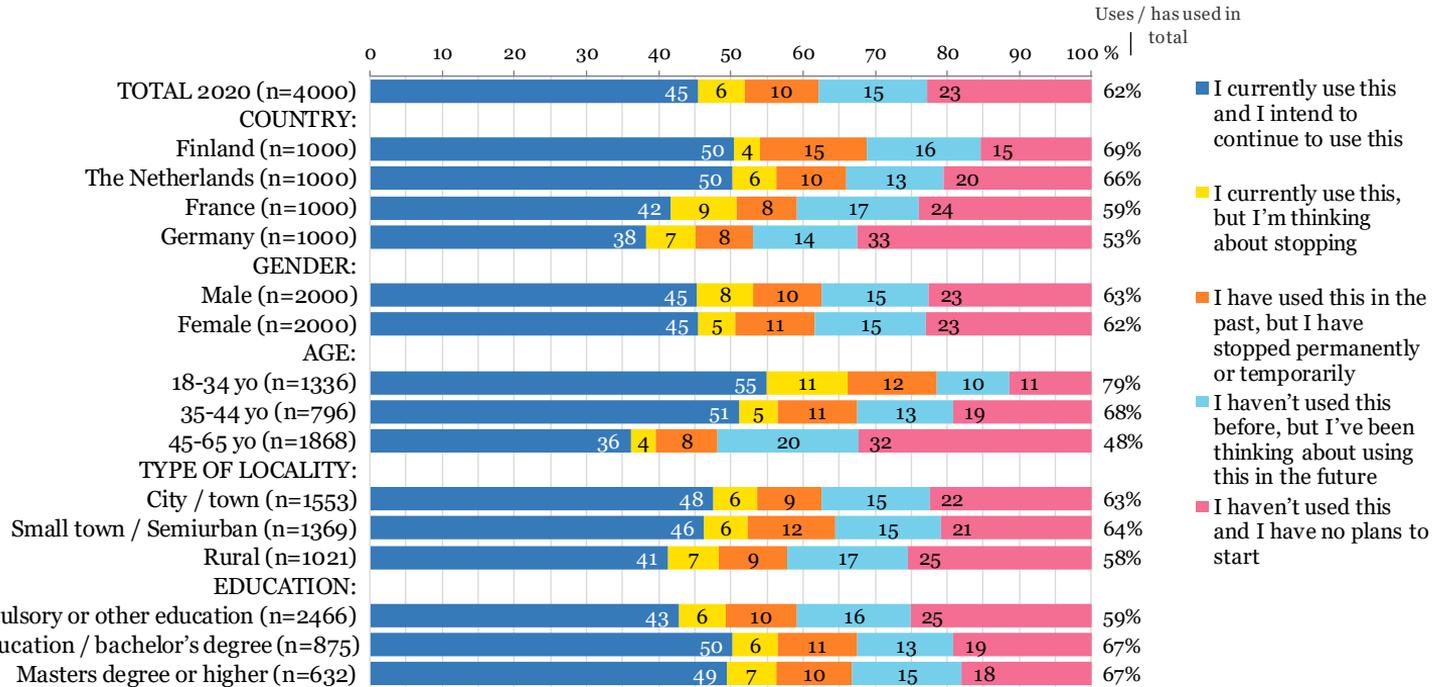


- I currently use this and I intend to continue to use this
- I currently use this, but I'm thinking about stopping
- I have used this in the past, but I have stopped permanently or temporarily
- I haven't used this before, but I've been thinking about using this in the future
- I haven't used this and I have no plans to start

All respondents

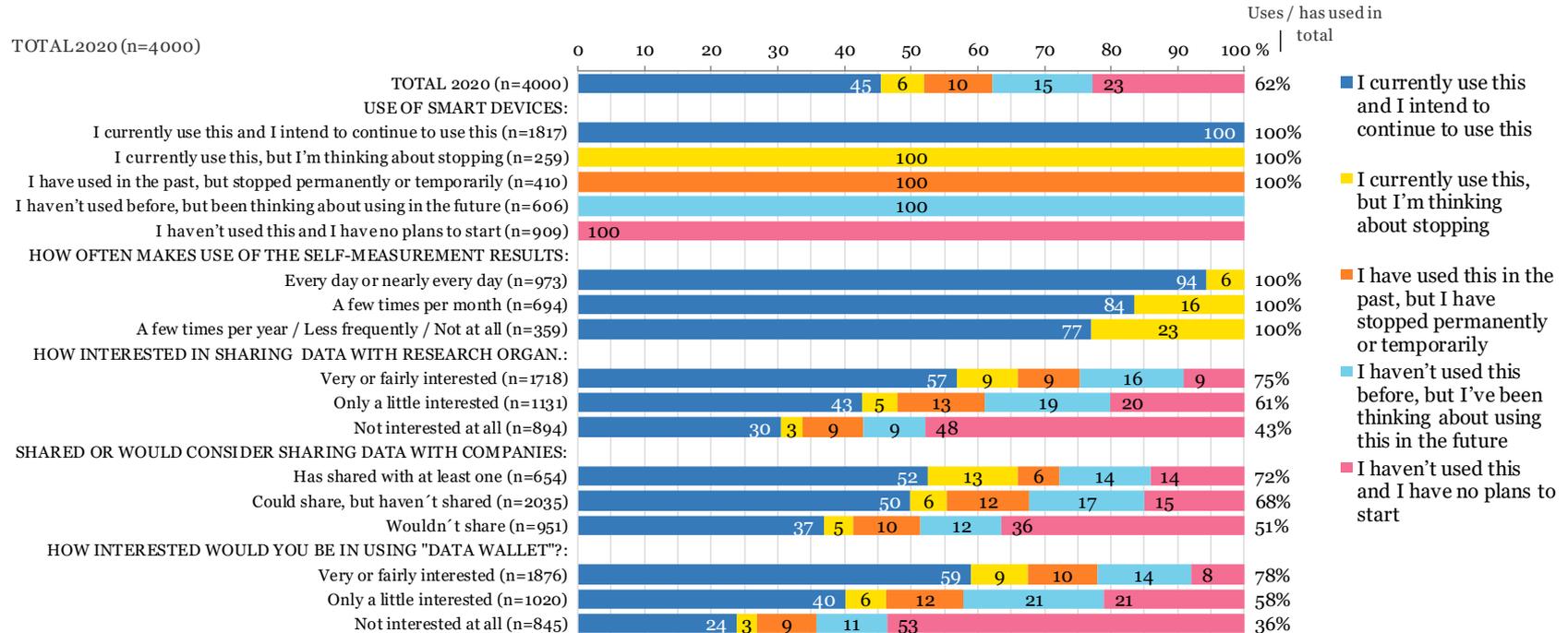
Use of smart devices 2/3

TOTAL 2020 (n=4000)



All respondents

Use of smart devices 3/3



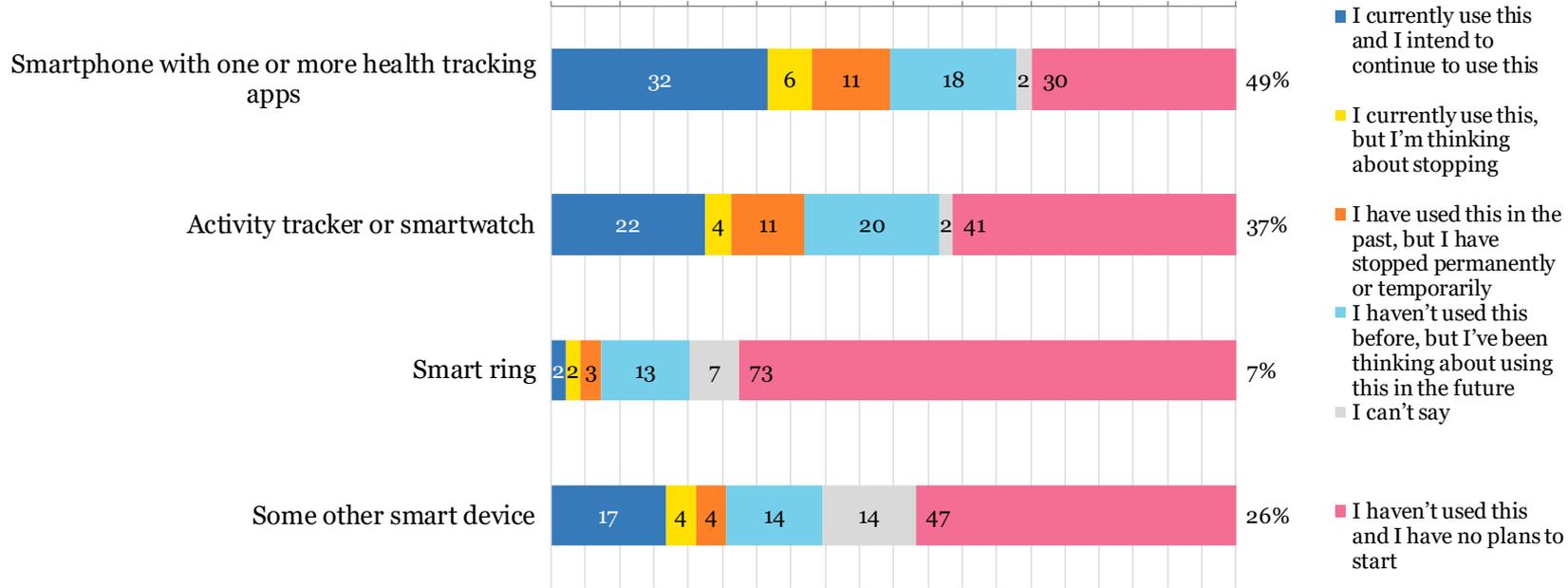
All respondents

Which of the following smart devices/applications do you currently use, or have previously used, in your private life? 1/9

USE OF SMART DEVICES

TOTAL 2020 (n=4000)

Uses / has used in total



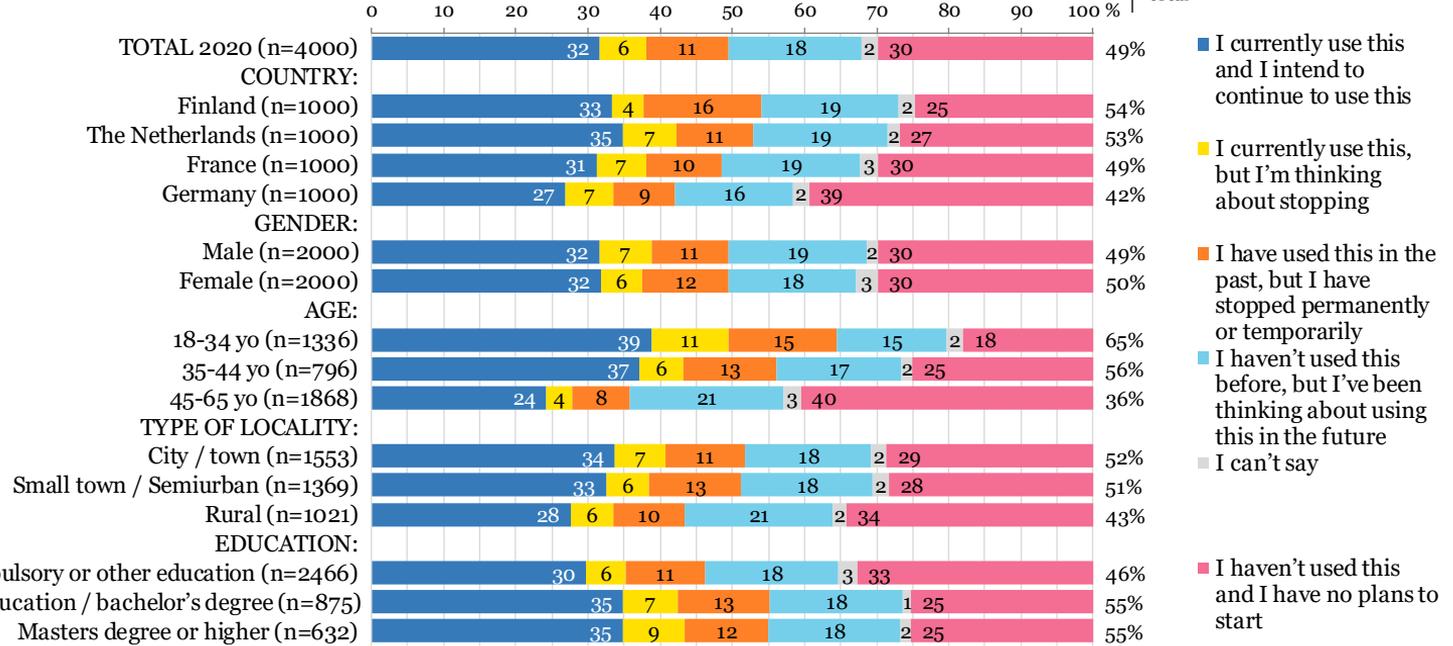
All respondents

Which of the following smart devices/applications do you currently use, or have previously used, in your private life? 2/9

Smartphone with one or more health tracking apps

TOTAL2020 (n=4000)

Uses / has used in total



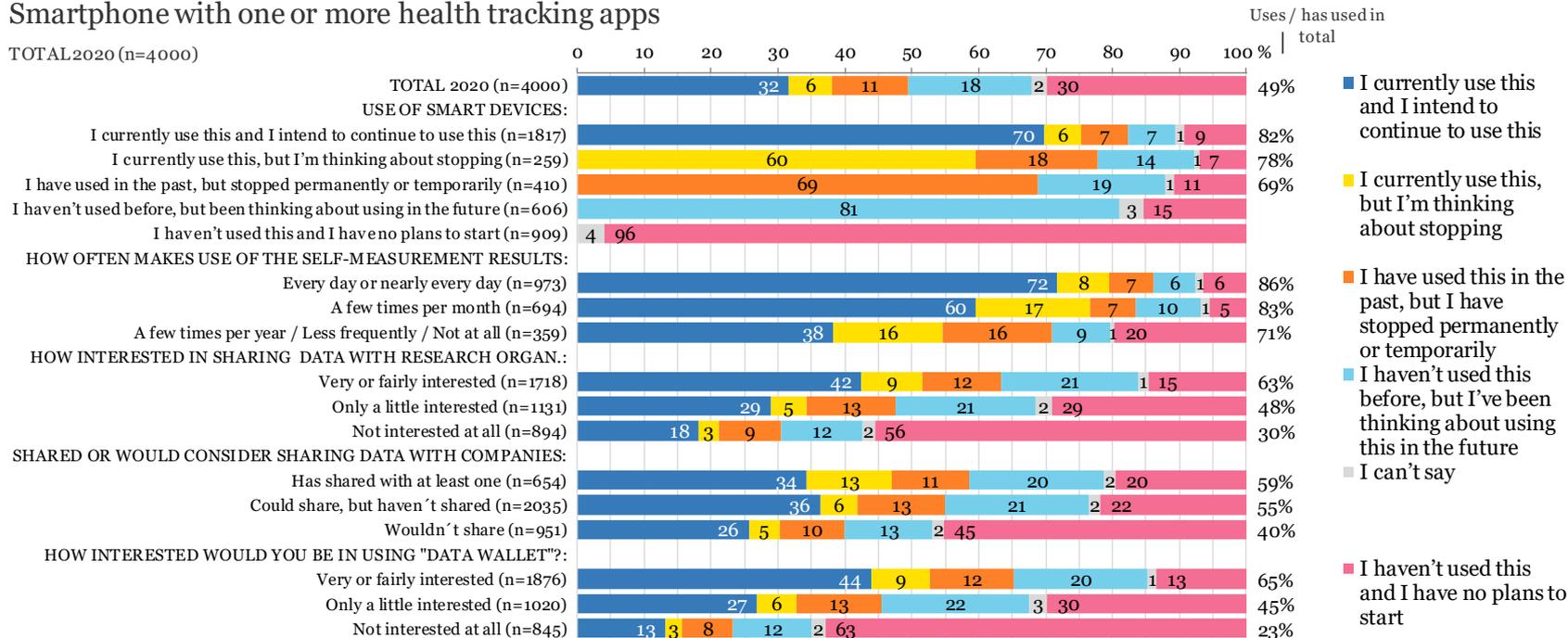
All respondents

Which of the following smart devices/applications do you currently use, or have previously used, in your private life? 3/9

USE OF SMART DEVICES

Smartphone with one or more health tracking apps

TOTAL 2020 (n=4000)



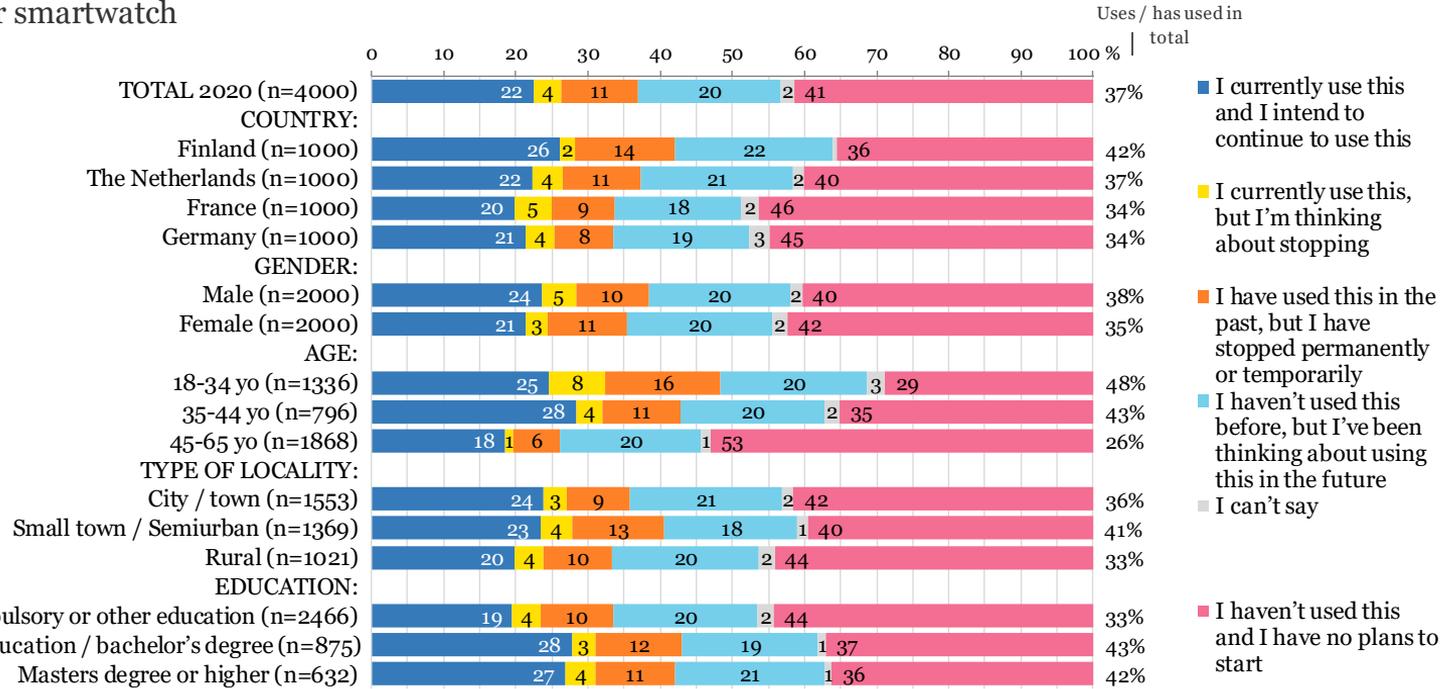
All respondents

Which of the following smart devices/applications do you currently use, or have previously used, in your private life? 4/9

USE OF SMART DEVICES

Activity tracker or smartwatch

TOTAL 2020 (n=4000)



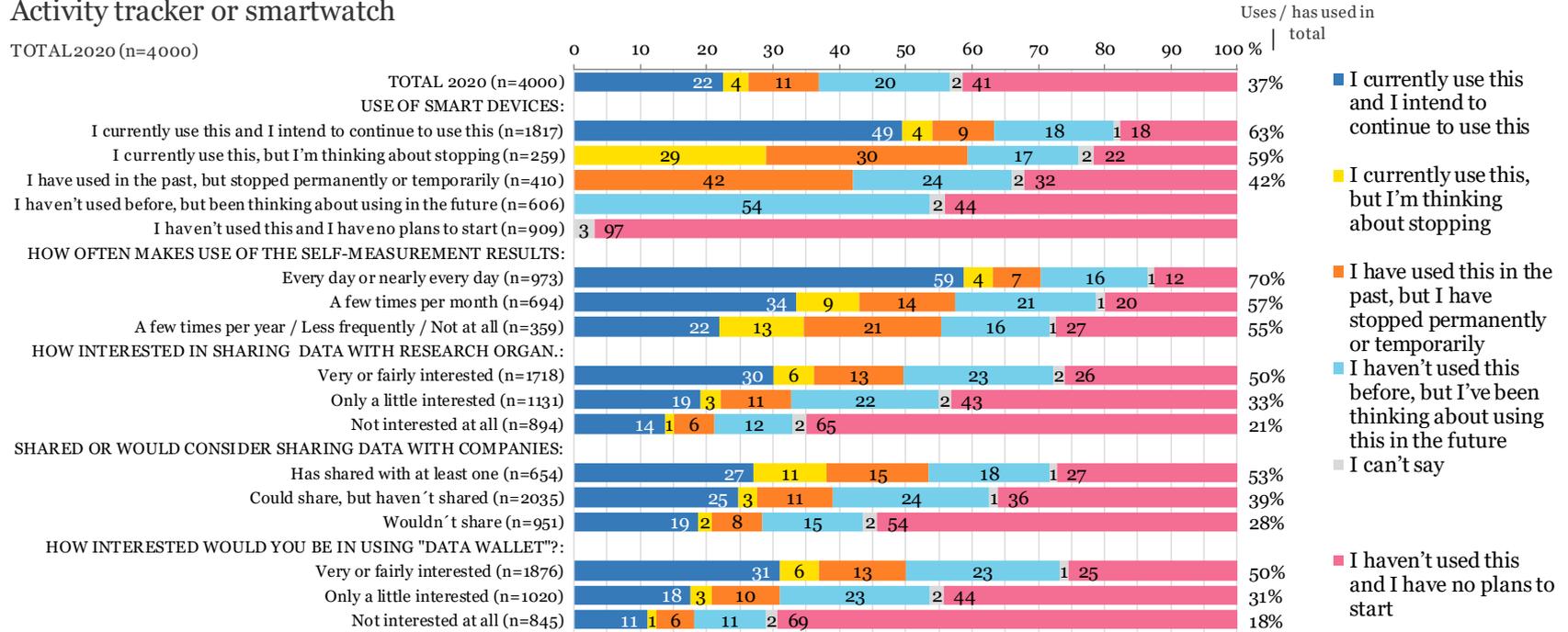
All respondents

Which of the following smart devices/applications do you currently use, or have previously used, in your private life? 5/9

USE OF SMART DEVICES

Activity tracker or smartwatch

TOTAL 2020 (n=4000)



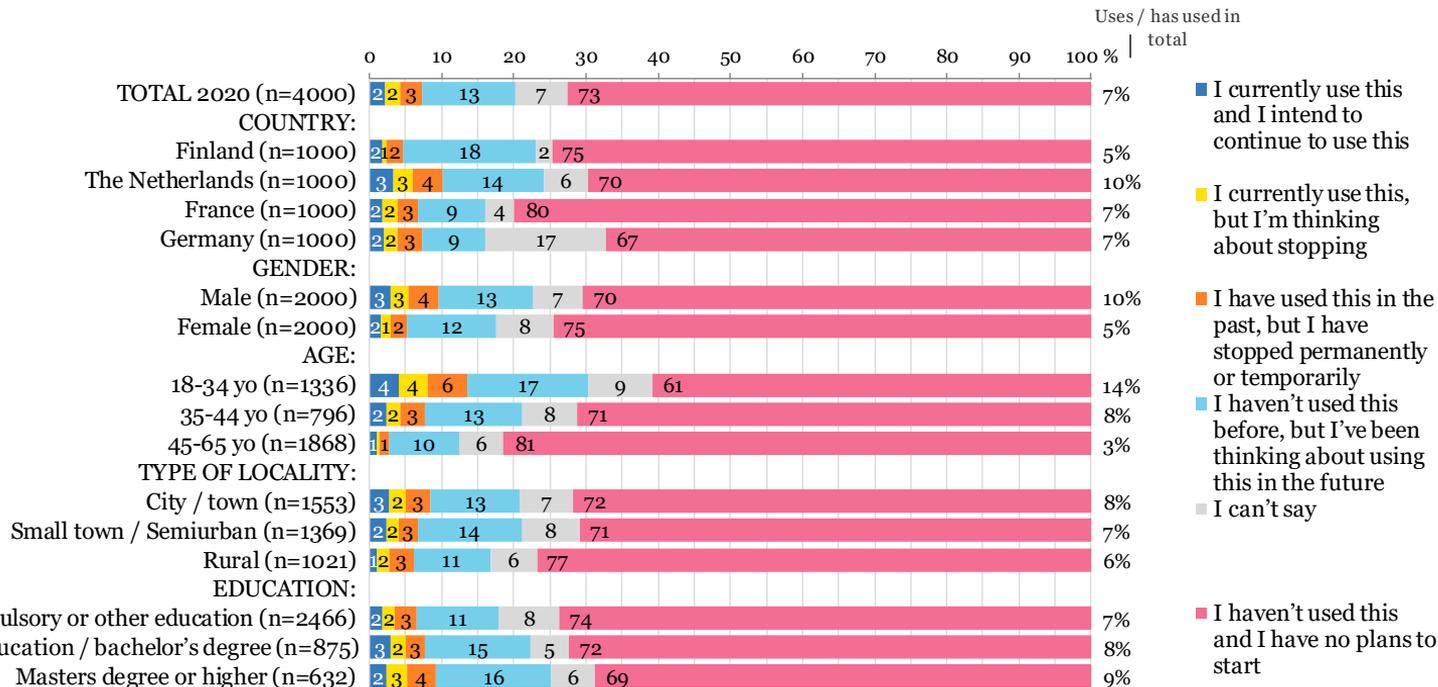
All respondents

Which of the following smart devices/applications do you currently use, or have previously used, in your private life? 6/9

USE OF SMART DEVICES

Smart ring

TOTAL 2020 (n=4000)



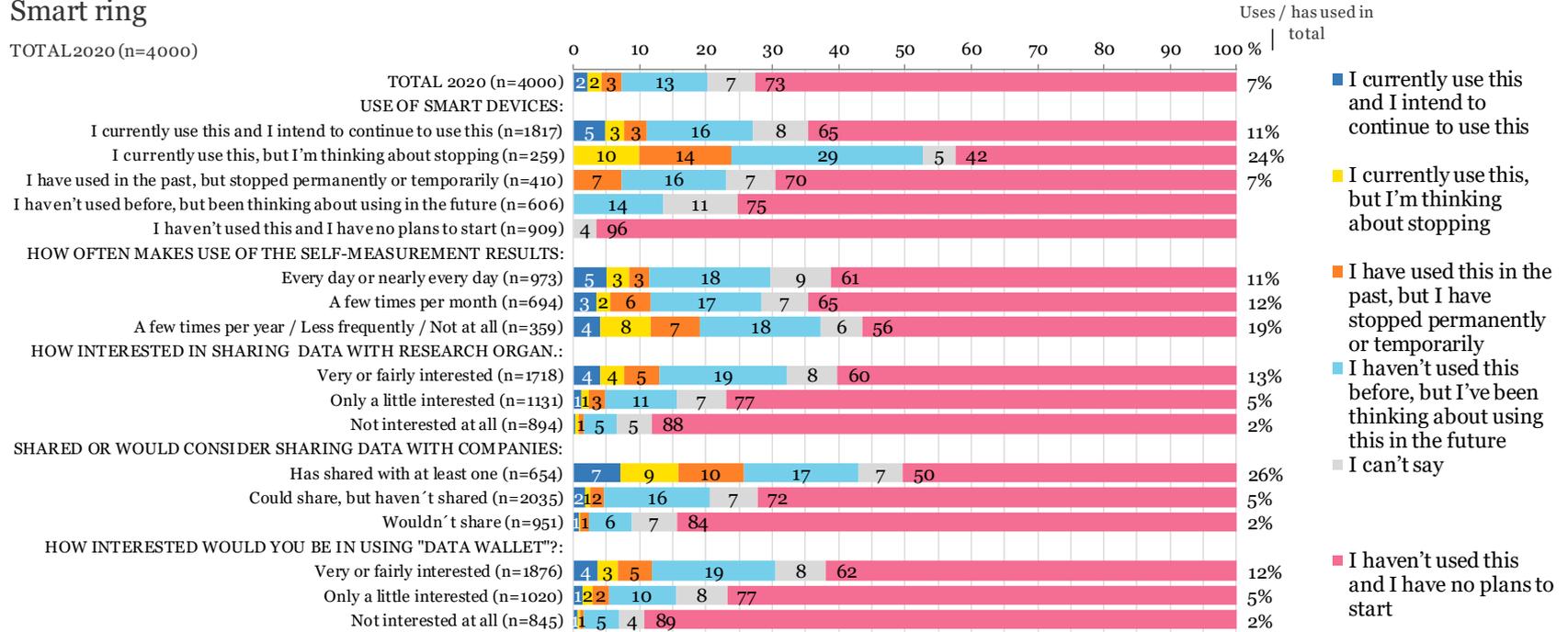
All respondents

Which of the following smart devices/applications do you currently use, or have previously used, in your private life? 7/9

USE OF SMART DEVICES

Smart ring

TOTAL 2020 (n=4000)



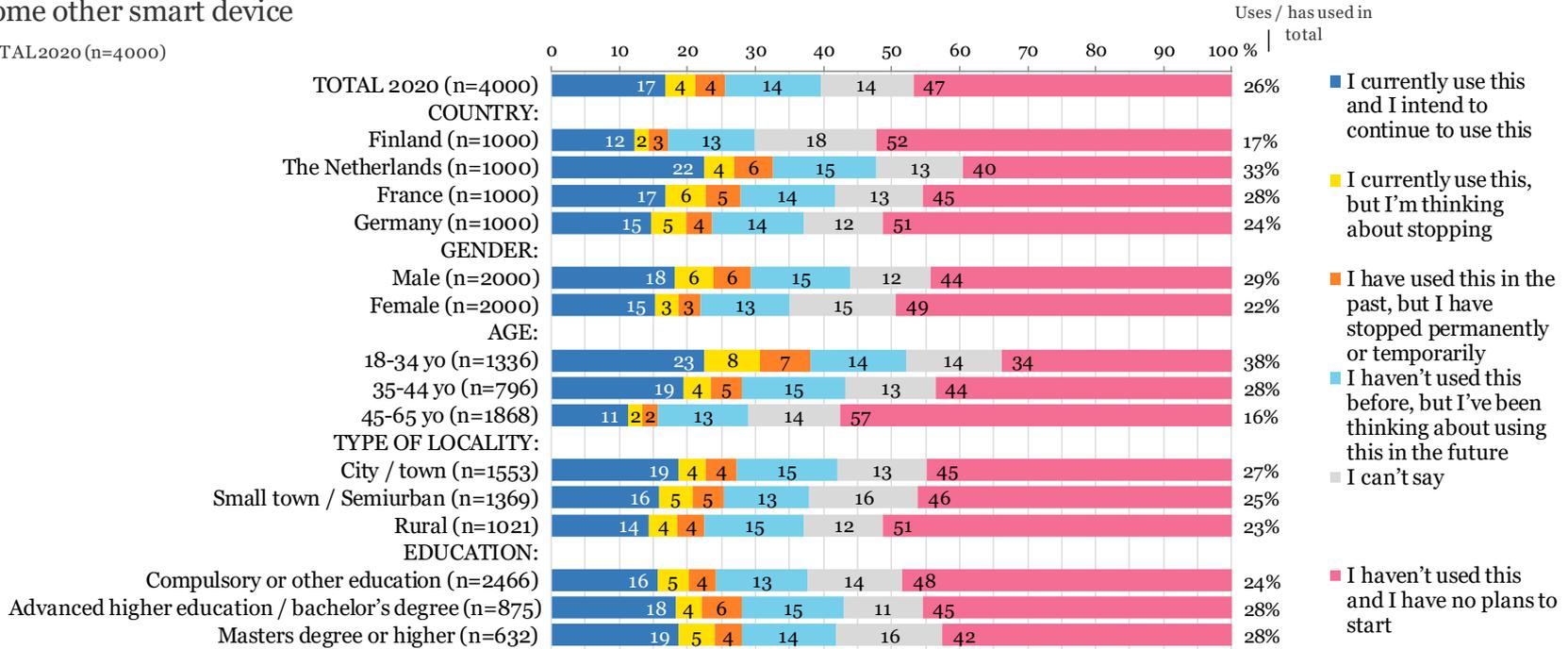
All respondents

Which of the following smart devices/applications do you currently use, or have previously used, in your private life? 8/9

USE OF SMART DEVICES

Some other smart device

TOTAL 2020 (n=4000)



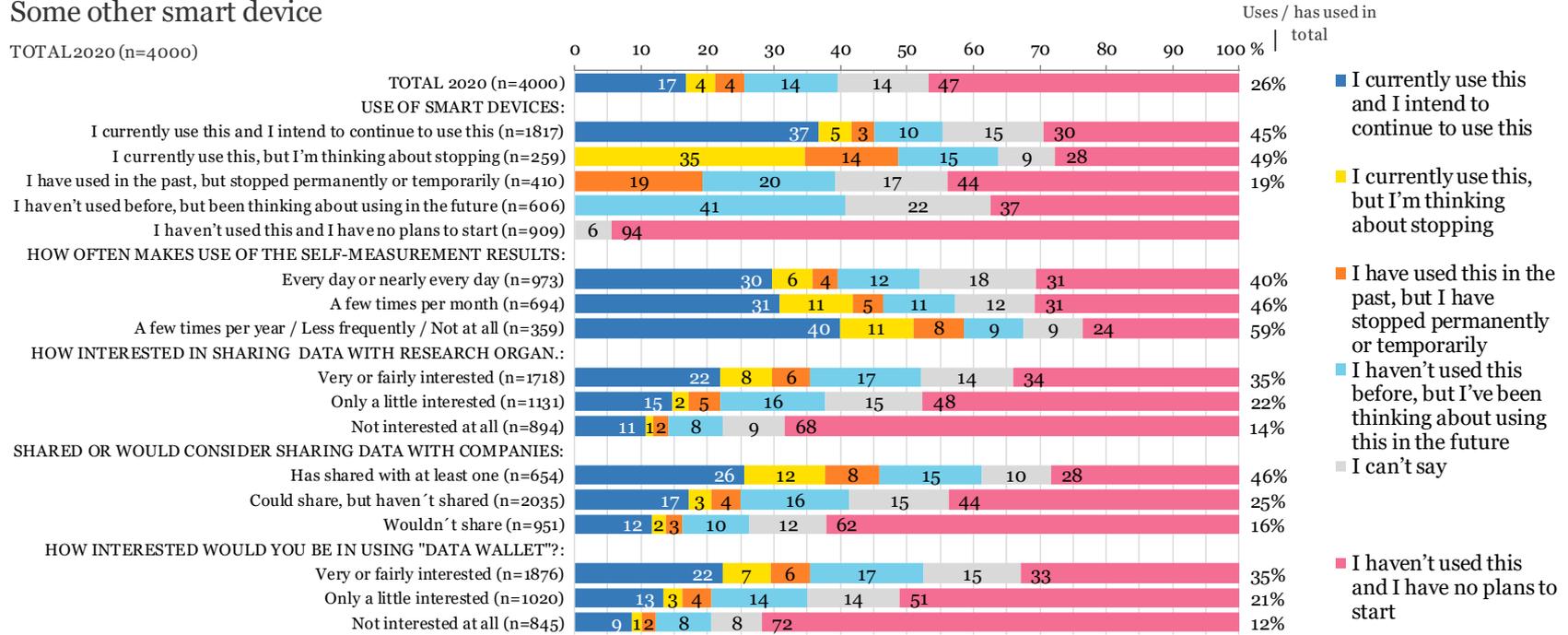
All respondents

Which of the following smart devices/applications do you currently use, or have previously used, in your private life? 9/9

USE OF SMART DEVICES

Some other smart device

TOTAL 2020 (n=4000)



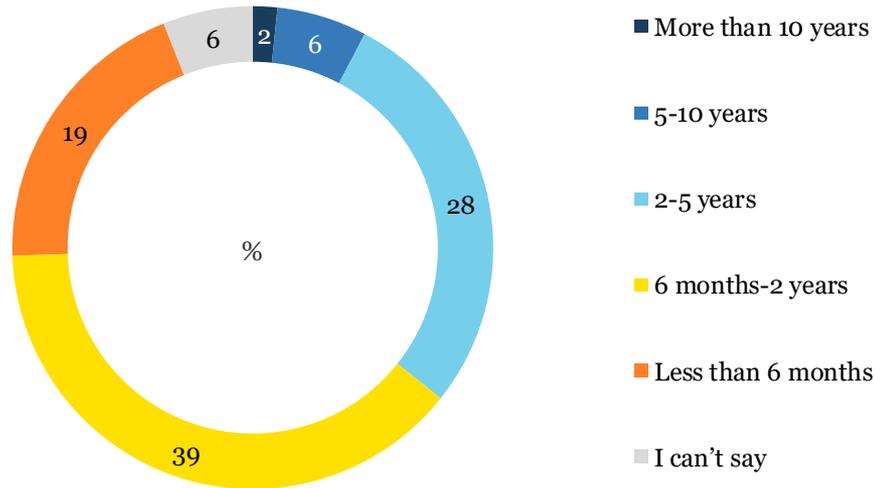
All respondents

How long have you used smart devices/applications in your private life for self-measurement? 1/3

USE OF SMART DEVICES

Smart devices are devices that transmit your self-measured data wirelessly to a smartphone, cloud, other remote service or application.

TOTAL 2020 (n=2485)



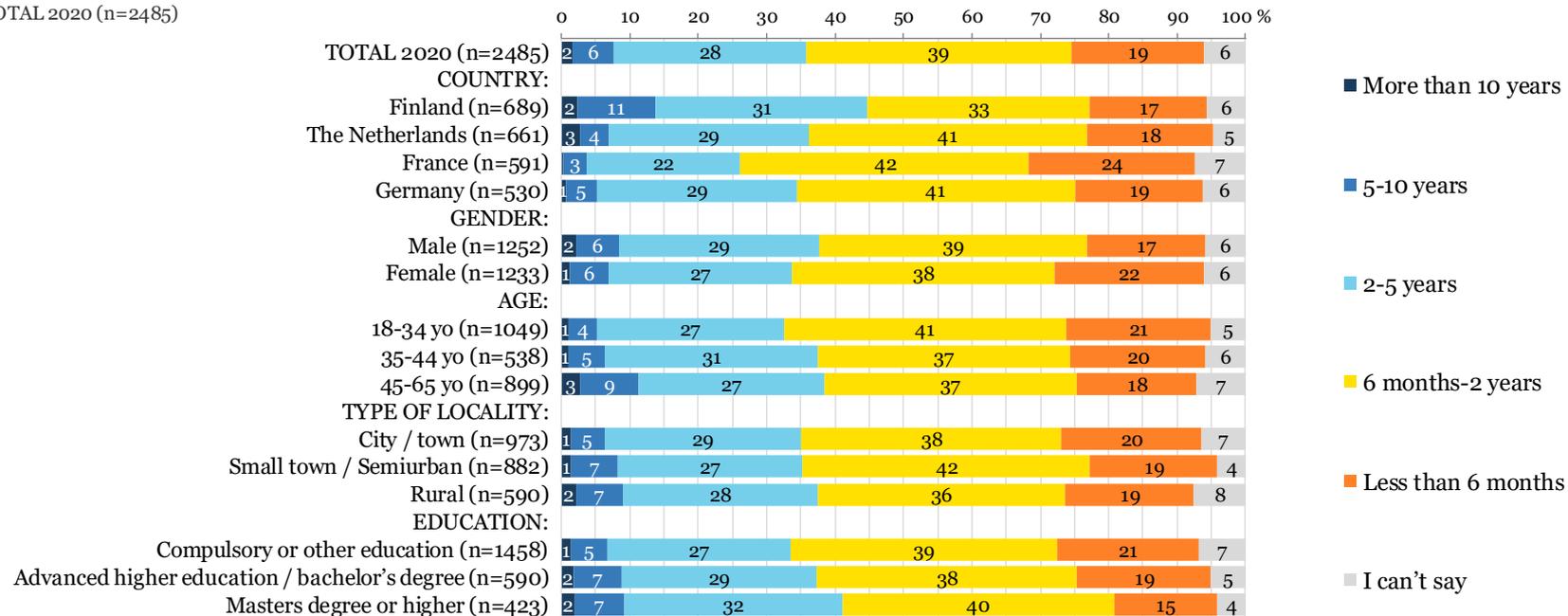
Current and former users

How long have you used smart devices/applications in your private life for self-measurement? 2/3

USE OF SMART DEVICES

Smart devices are devices that transmit your self-measured data wirelessly to a smartphone, cloud, other remote service or application.

TOTAL 2020 (n=2485)



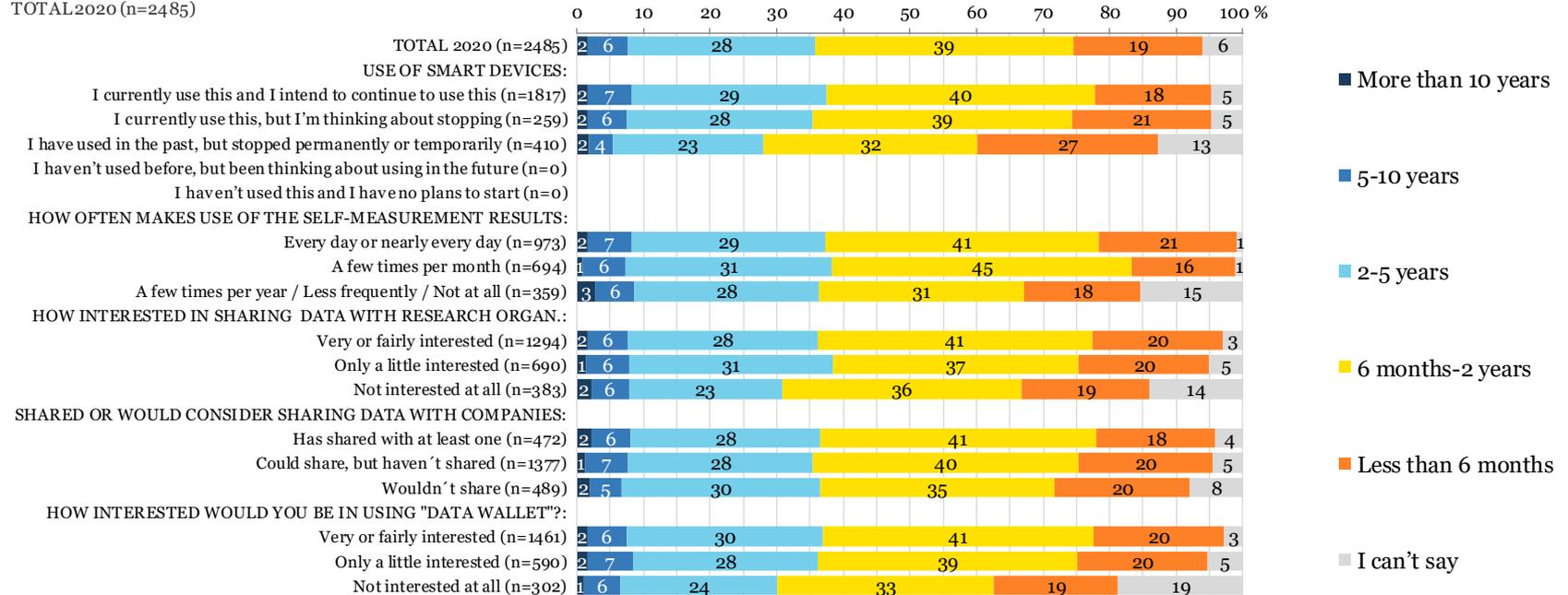
Current and former users

How long have you used smart devices/applications in your private life for self-measurement? 3/3

USE OF SMART DEVICES

Smart devices are devices that transmit your self-measured data wirelessly to a smartphone, cloud, other remote service or application.

TOTAL 2020 (n=2485)



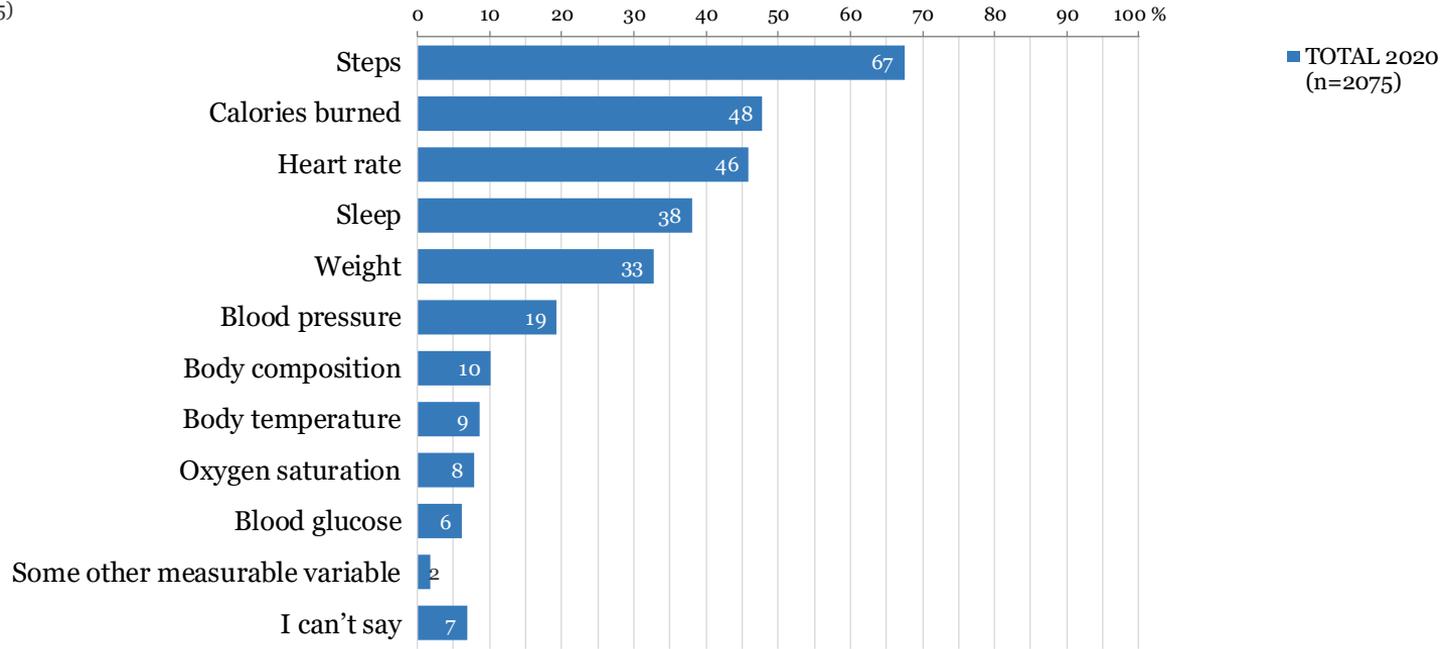
Current and former users

4. MEASUREMENT BEHAVIOR

Which of the following things do you currently measure yourself, in your private life, using some kind of smart device? 1/2

MEASUREMENT BEHAVIOR

TOTAL 2020 (n=2075)



Current users

Which of the following things do you currently measure yourself, in your private life, using some kind of smart device? 2/2

MEASUREMENT BEHAVIOR

Statistically significant difference



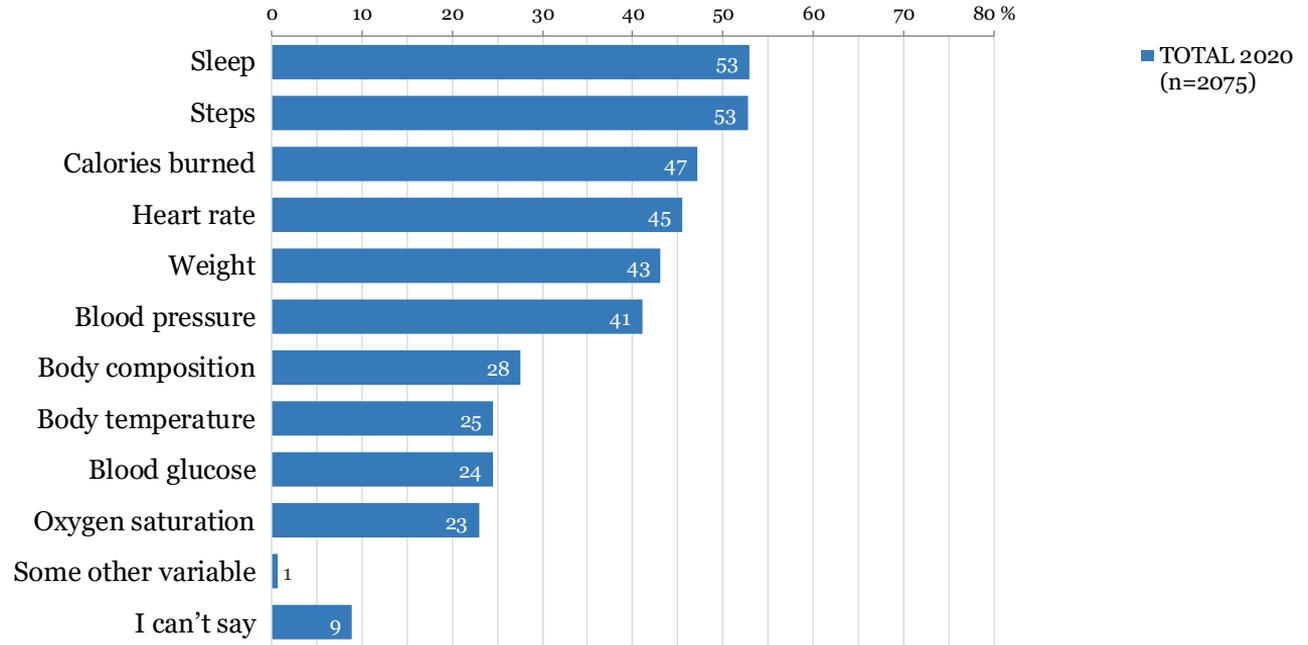
Which of the following things do you currently measure yourself, in your private life, using some kind of smart device?	TOTAL 2020 (n=2075)	Finland (n=540)	The Netherlands (n=563)	France (n=509)	Germany (n=451)	Male (n=1061)	Female (n=1014)	18-34 yo (n=885)	35-44 yo (n=450)	45-65 yo (n=741)	City / town (n=832)	Small town / Semiurban (n=717)	Rural (n=494)	Compulsory or other education (n=1214)	Advanced higher education / bachelor's degree (n=494)	Masters degree or higher (n=356)
Steps	67	81	68	52	70	62	74	65	71	69	68	70	64	66	74	66
Calories burned	48	45	48	48	50	44	52	49	51	45	50	49	43	47	49	48
Heart rate	46	52	43	42	47	49	42	43	49	47	45	49	44	42	52	51
Sleep	38	40	34	36	42	37	39	39	40	36	36	39	41	36	43	39
Weight	33	19	37	40	35	34	31	37	38	25	37	32	29	33	34	31
Blood pressure	19	14	19	20	24	23	16	18	18	22	19	20	19	20	18	19
Body composition	10	5	8	19	8	12	8	11	13	7	12	10	7	9	10	15
Body temperature	9	4	11	10	10	11	6	10	9	7	8	9	8	7	8	15
Oxygen saturation	8	6	8	6	11	9	6	9	8	6	8	8	7	8	8	8
Blood glucose	6	5	6	9	6	8	4	7	6	5	6	7	5	7	5	6
Some other measurable variable	2	3	2	1	1	2	1	1	1	3	2	2	2	1	2	3
I can't say	7	6	7	7	6	7	6	6	5	10	6	5	9	8	5	6

Which of the following variables would you like to measure with the help of smart devices/applications in the future? 1/2

MEASUREMENT BEHAVIOR

Choose all of the measurement categories that you are interested in.

TOTAL2020 (n=2075)



Current users

Which of the following variables would you like to measure with the help of smart devices/applications in the future? 2/2

MEASUREMENT BEHAVIOR

Choose all of the measurement categories that you are interested in.

Statistically significant difference



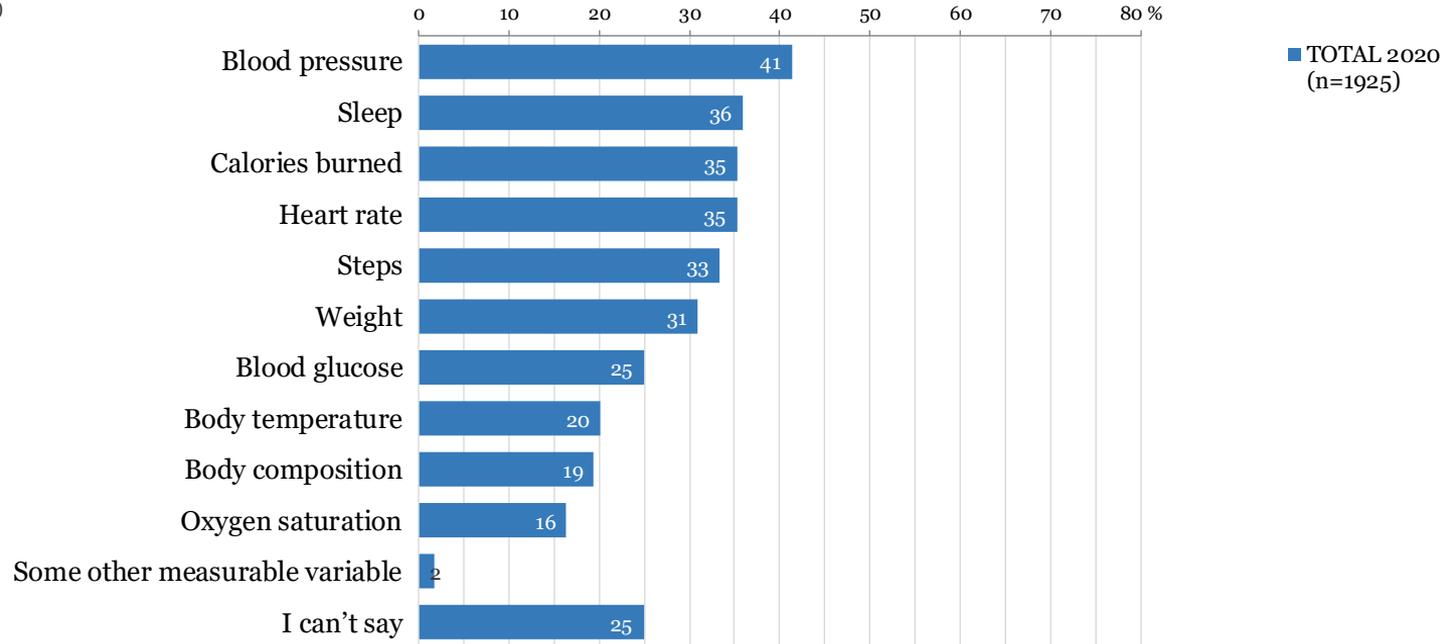
Which of the following variables would you like to measure with the help of smart devices/applications in the future? Choose all of the measurement categories that you are interested in. Smart devices are devices that transmit	TOTAL 2020 (n=2075)	Finland (n=540)	The Netherlands (n=563)	France (n=509)	Germany (n=451)	Male (n=1061)	Female (n=1014)	18-34 yo (n=885)	35-44 yo (n=450)	45-65 yo (n=741)	City / town (n=832)	Small town / Semiurban (n=717)	Rural (n=494)	Compulsory or other education (n=1214)	Advanced higher education / bachelor's degree (n=494)	Masters degree or higher (n=356)
Sleep	53	64	42	56	49	48	58	54	55	51	52	56	53	51	56	54
Steps	53	65	50	43	52	48	58	51	56	53	53	54	52	52	56	50
Calories burned	47	56	46	40	47	41	54	45	48	49	47	50	44	45	52	46
Heart rate	45	59	41	41	41	47	44	42	48	48	43	50	43	44	46	47
Weight	43	41	44	43	45	41	46	40	44	46	42	46	40	43	45	41
Blood pressure	41	50	38	35	40	44	38	33	40	51	38	46	40	40	44	40
Body composition	28	40	22	26	22	24	32	29	29	25	27	31	25	25	34	29
Body temperature	25	26	26	25	22	26	23	24	26	25	24	27	23	23	27	25
Blood glucose	24	30	24	21	22	25	23	22	23	28	23	26	25	25	24	23
Oxygen saturation	23	27	25	17	23	25	20	20	22	27	22	25	23	22	24	25
Some other variable	1	2			1	1	1	1	1	1	1		1	1	1	1
I can't say	9	7	9	10	11	8	9	9	8	10	9	8	9	10	7	8

Which of the following variables would you be interested in measuring with the help of smart devices/applications in your private life? 1/2

Choose all of the variables you'd be interested in measuring.

MEASUREMENT BEHAVIOR

TOTAL2020 (n=1925)



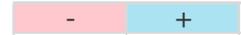
Not using currently

Which of the following variables would you be interested in measuring with the help of smart devices/applications in your private life? 2/2

Choose all of the variables you'd be interested in measuring.

MEASUREMENT BEHAVIOR

Statistically significant difference

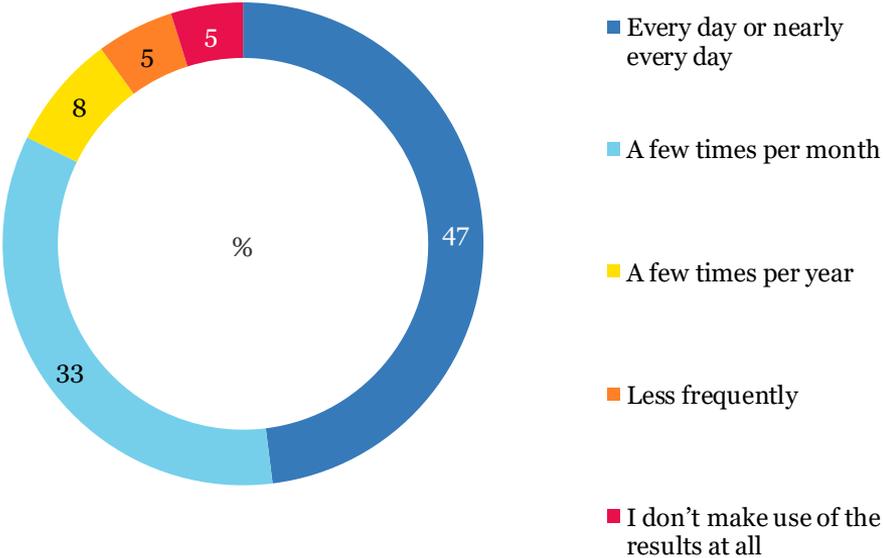


Which of the following variables would you be interested in measuring with the help of smart devices/applications in your private life? Choose all of the variables you'd be interested in measuring. Smart devices are devices	TOTAL 2020 (n=1925)	Finland (n=460)	The Netherlands (n=437)	France (n=491)	Germany (n=549)	Male (n=939)	Female (n=986)	18-34 yo (n=451)	35-44 yo (n=346)	45-65 yo (n=1127)	City / town (n=721)	Small town / Semiurban (n=652)	Rural (n=527)	Compulsory or other education (n=1252)	Advanced higher education / bachelor's degree (n=381)	Masters degree or higher (n=276)
Blood pressure	41	52	39	37	38	42	41	34	36	46	40	44	42	41	44	43
Sleep	36	56	26	34	28	31	41	52	39	29	36	38	34	35	39	38
Calories burned	35	43	34	33	32	28	42	45	41	30	36	36	34	34	40	35
Heart rate	35	42	34	37	29	35	35	39	38	33	34	36	36	34	39	37
Steps	33	46	30	30	28	26	40	45	37	28	32	36	33	32	39	35
Weight	31	30	32	31	31	29	33	38	39	25	33	30	29	31	32	31
Blood glucose	25	37	23	20	20	24	26	23	24	26	25	27	23	25	25	25
Body temperature	20	17	24	24	17	20	20	21	21	20	24	17	19	20	24	19
Body composition	19	30	14	21	14	15	24	27	26	14	21	19	17	18	23	23
Oxygen saturation	16	20	18	14	15	16	17	13	17	18	17	15	18	16	18	16
Some other measurable variable	2	2	2	1	1	2	1	2	2	2	2	2	1	1	3	2
I can't say	25	13	29	26	31	27	23	16	25	29	25	21	27	26	20	24

Not using currently

How often do you make use of the self-measurement results produced by your smart devices/applications? 1/3

TOTAL 2020 (n=2075)

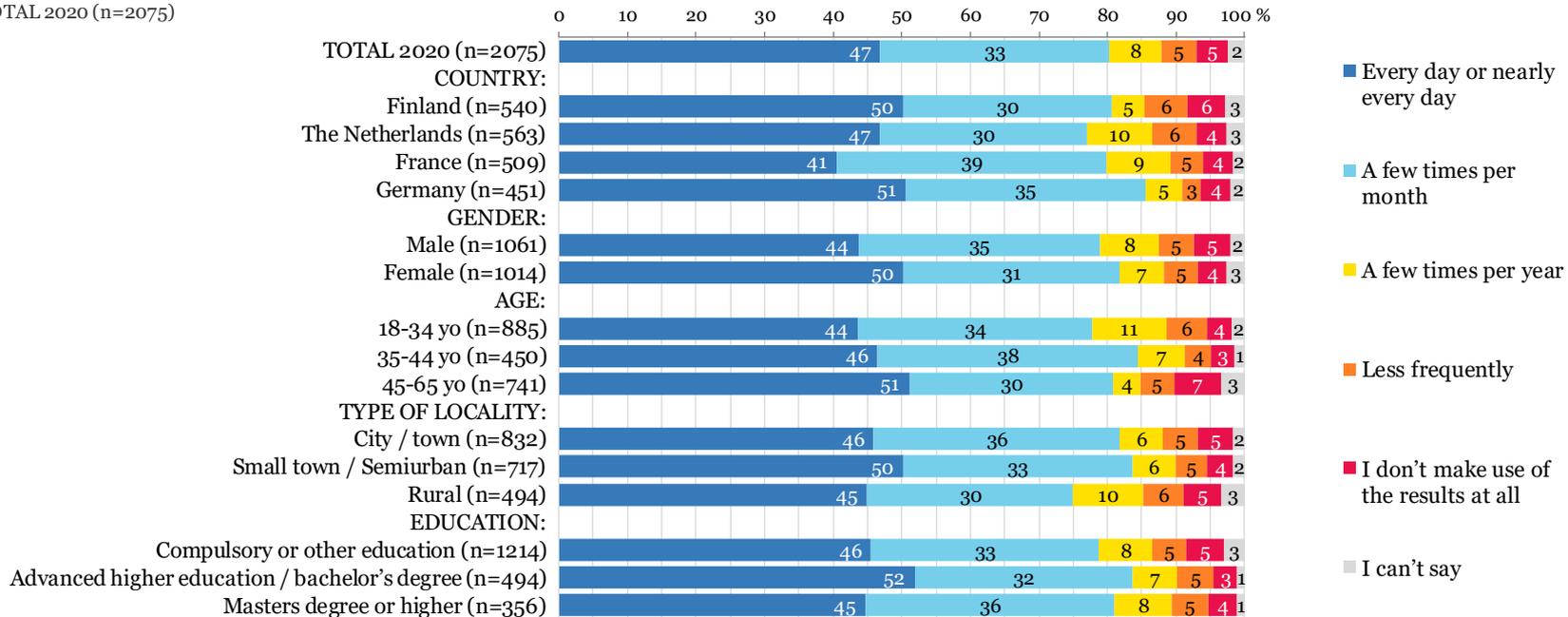


Current users

How often do you make use of the self-measurement results produced by your smart devices/applications? 2/3

MEASUREMENT BEHAVIOR

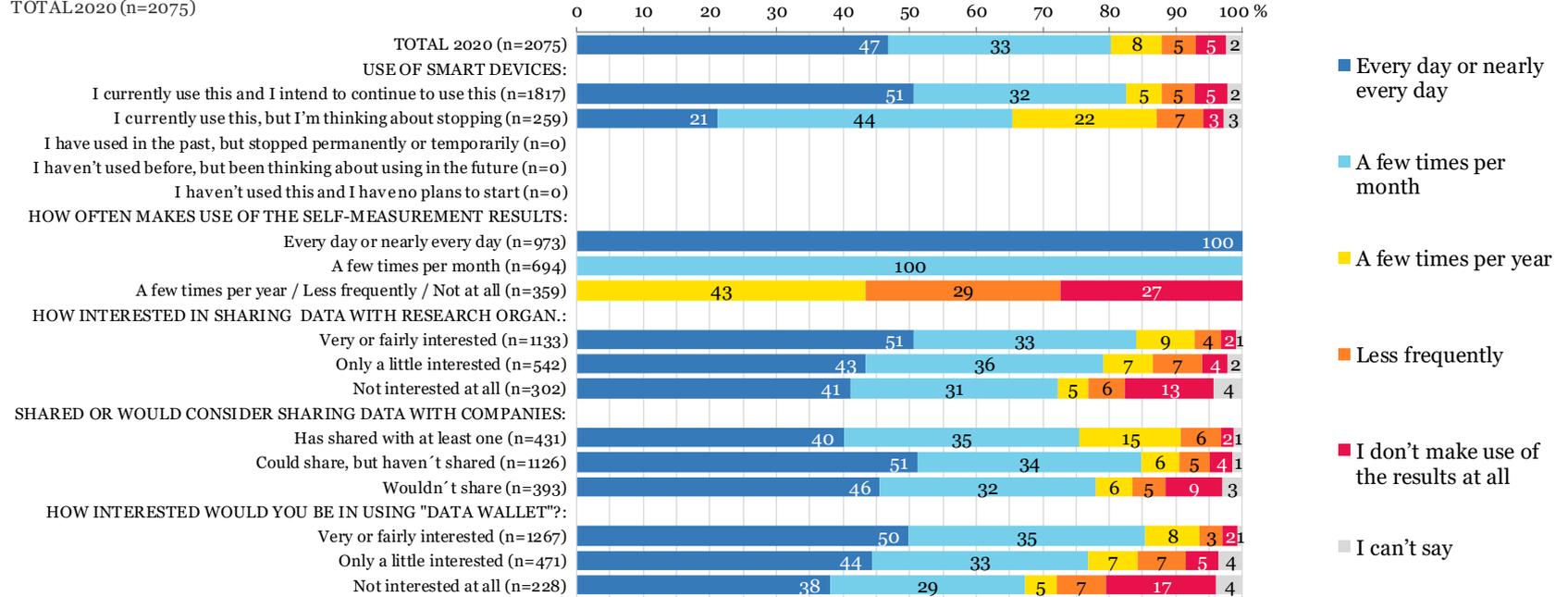
TOTAL 2020 (n=2075)



Current users

How often do you make use of the self-measurement results produced by your smart devices/applications? 3/3

TOTAL2020 (n=2075)



Current users

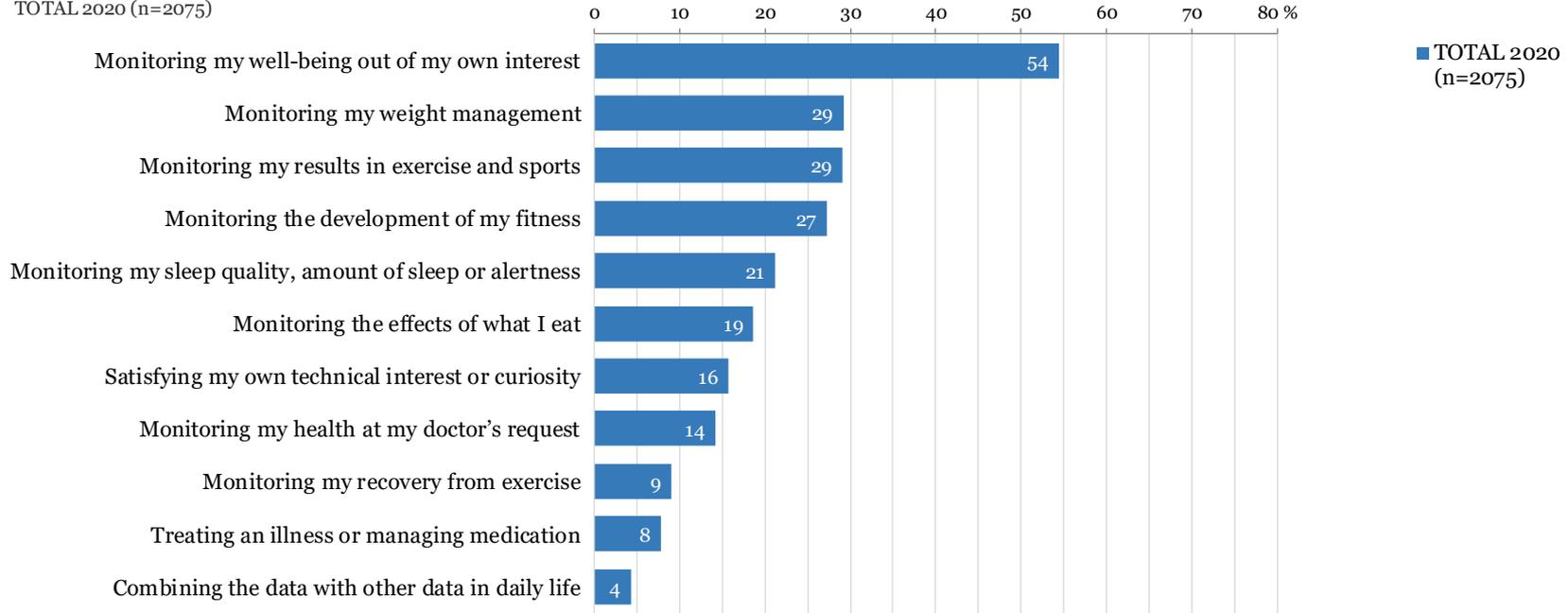
How do you make use of the self-measurement results produced by your smart devices/applications? 1/2

MEASUREMENT
BEHAVIOR

Choose up to three of the most important ways that you make use of the data.

mentioned among three

TOTAL 2020 (n=2075)



Current users

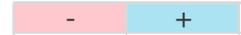
SITRA

How do you make use of the self-measurement results produced by your smart devices/applications? 2/2

MEASUREMENT BEHAVIOR

Choose up to three of the most important ways that you make use of the data.

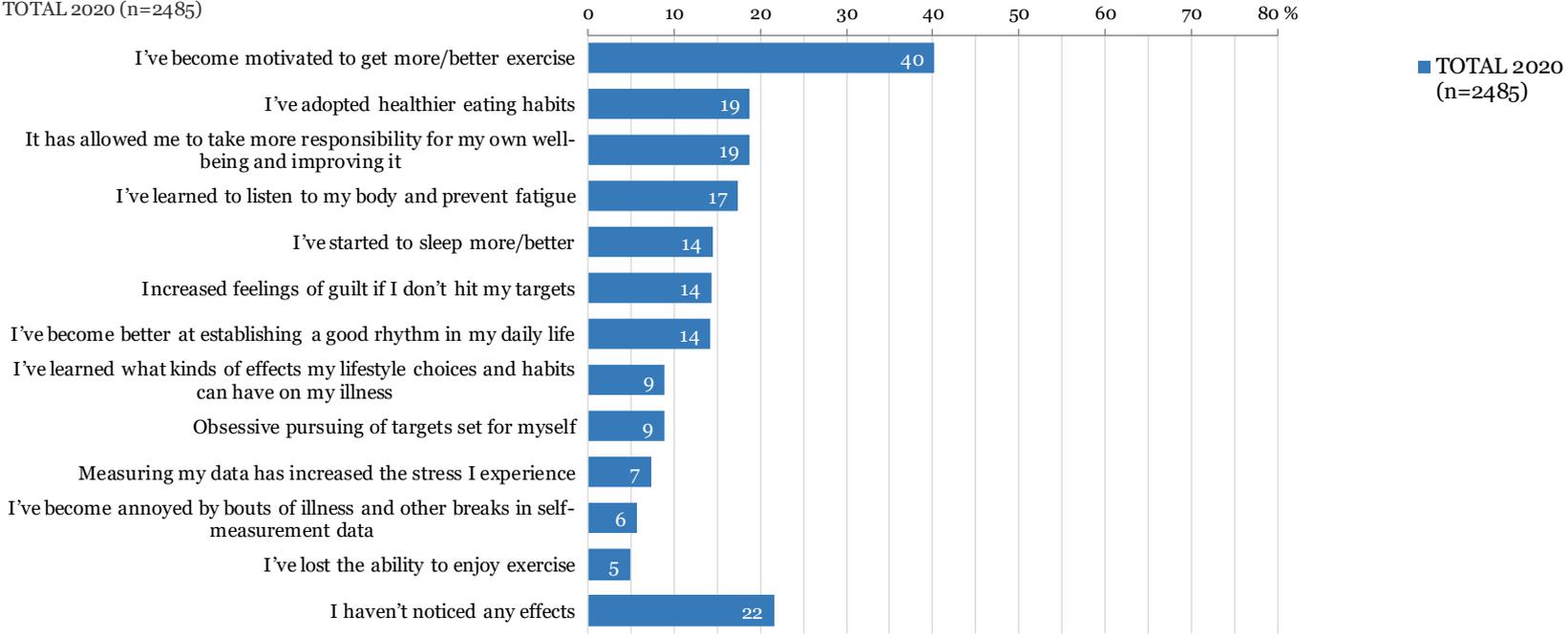
Statistically significant difference



mentioned among three	TOTAL 2020 (n=2075)	Finland (n=540)	The Netherlands (n=563)	France (n=509)	Germany (n=451)	Male (n=1061)	Female (n=1014)	18-34 yo (n=885)	35-44 yo (n=450)	45-65 yo (n=741)	City / town (n=832)	Small town / Semiurban (n=717)	Rural (n=494)	Compulsory or other education (n=1214)	Advanced higher education / bachelor's degree (n=494)	Masters degree or higher (n=356)
Monitoring my well-being out of my own interest	54	65	46	59	48	51	58	53	55	56	54	58	52	53	59	53
Monitoring my weight management	29	24	28	37	27	29	30	31	33	24	29	30	30	30	31	24
Monitoring my results in exercise and sports	29	26	33	24	36	26	32	28	32	29	28	30	30	27	32	34
Monitoring the development of my fitness	27	25	26	27	33	30	25	27	28	28	28	27	26	27	27	31
Monitoring my sleep quality, amount of sleep or alertness	21	30	17	15	23	19	23	21	22	21	20	22	23	20	22	23
Monitoring the effects of what I eat	19	11	24	18	21	20	17	24	19	11	19	19	17	19	18	18
Satisfying my own technical interest or curiosity	16	21	15	12	15	17	15	14	11	21	16	15	16	17	15	12
Monitoring my health at my doctor's request	14	8	14	17	17	18	10	18	14	10	14	14	14	14	14	16
Monitoring my recovery from exercise	9	8	9	11	9	11	7	11	9	8	10	8	9	8	9	13
Treating an illness or managing medication	8	6	9	8	8	10	6	7	8	9	8	7	9	8	7	10
Combining the data with other data in daily life	4	3	5	4	5	5	3	6	3	3	5	3	6	5	4	4

What effect has self-measurement had on your daily life? 1/2

TOTAL 2020 (n=2485)



Current and former users

What effect has self-measurement had on your daily life? 2/2

Statistically significant difference

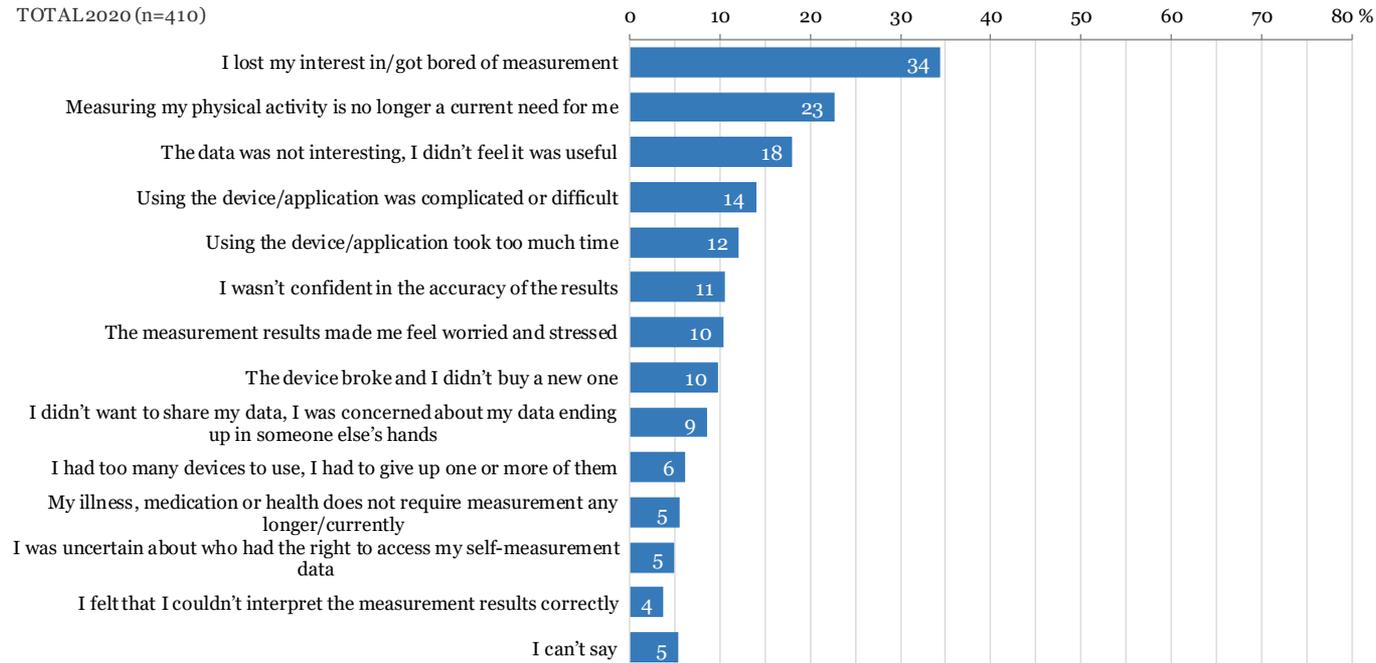


What effect has self-measurement had on your daily life?	TOTAL 2020 (n=2485)	Finland (n=689)	The Netherlands (n=661)	France (n=591)	Germany (n=530)	Male (n=1252)	Female (n=1233)	18-34 yo (n=1049)	35-44 yo (n=538)	45-65 yo (n=899)	City / town (n=973)	Small town / Semiurban (n=882)	Rural (n=590)	Compulsory or other education (n=1458)	Advanced higher education / bachelor's degree (n=590)	Masters degree or higher (n=423)
I've become motivated to get more/better exercise	40	46	40	31	43	37	44	38	45	40	41	43	37	37	45	43
I've adopted healthier eating habits	19	12	22	20	21	20	18	20	19	18	19	19	19	19	21	16
It has allowed me to take more responsibility for my own well-being and improving it	19	19	17	20	18	18	19	20	18	18	18	19	20	19	18	19
I've learned to listen to my body and prevent fatigue	17	13	16	21	21	19	16	18	19	16	19	16	17	18	16	18
I've started to sleep more/better	14	15	17	13	13	17	12	17	14	12	15	14	14	12	17	17
Increased feelings of guilt if I don't hit my targets	14	14	16	15	12	12	17	18	13	11	15	13	14	12	16	19
I've become better at establishing a good rhythm in my daily life	14	8	13	17	20	14	14	17	14	11	15	15	12	14	13	16
I've learned what kinds of effects my lifestyle choices and habits can have on my illness	9	7	8	9	13	10	8	9	9	9	10	8	8	9	9	9
Obsessive pursuing of targets set for myself	9	8	11	6	11	8	9	11	9	6	9	10	7	8	8	11
Measuring my data has increased the stress I experience	7	6	7	8	9	7	8	10	6	4	8	7	7	7	7	7
I've become annoyed by bouts of illness and other breaks in self-measurement data	6	7	6	5	5	6	5	7	6	3	6	5	6	6	6	6
I've lost the ability to enjoy exercise	5	3	6	5	5	6	4	6	5	3	5	4	5	5	4	5
I haven't noticed any effects	22	26	21	20	20	22	21	17	19	29	21	21	23	23	19	19

Current and former users

Why did you stop using your smart device/measuring your data permanently or temporarily? 1/2

TOTAL2020 (n=410)

■ TOTAL 2020
(n=410)

Why did you stop using your smart device/measuring your data permanently or temporarily? 2/2

MEASUREMENT BEHAVIOR

Statistically significant difference

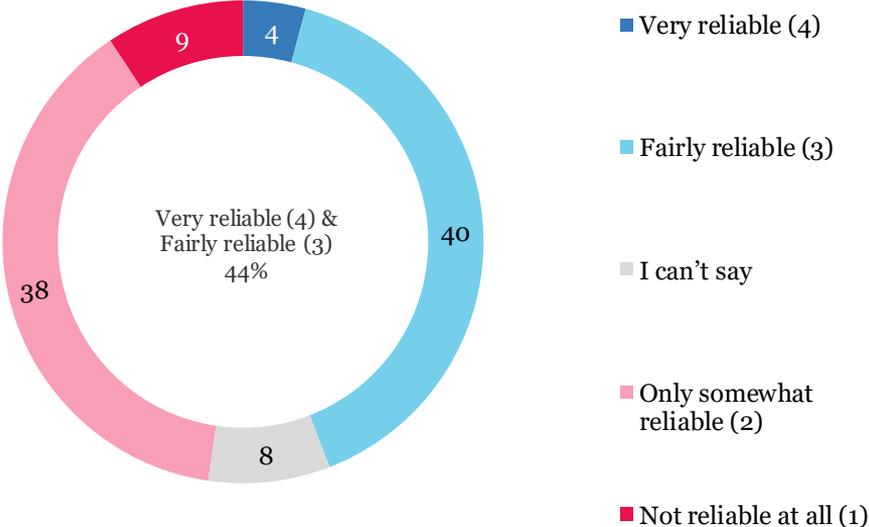


Why did you stop using your smart device/measuring your data permanently or temporarily?	TOTAL 2020 (n=410)	Finland (n=149)	The Netherlands (n=98)	France (n=83)	Germany (n=80)	Male (n=191)	Female (n=219)	18-34 yo (n=163)	35-44 yo (n=88)	45-65 yo (n=159)	City / town (n=141)	Small town / Semiurban (n=165)	Rural (n=96)	Compulsory or other education (n=244)	Advanced higher education / bachelor's degree (n=96)	Masters degree or higher (n=66)
I lost my interest in/got bored of measurement	34	52	25	32	18	30	38	32	33	38	38	33	32	34	39	33
Measuring my physical activity is no longer a current need for me	23	17	36	14	26	25	21	27	18	20	18	24	27	21	29	20
The data was not interesting, I didn't feel it was useful	18	22	17	16	16	20	16	14	16	23	23	18	12	15	25	21
Using the device/application was complicated or difficult	14	10	15	18	16	14	14	14	12	15	15	13	14	13	15	15
Using the device/application took too much time	12	11	9	15	15	12	12	13	15	9	12	14	9	11	13	17
I wasn't confident in the accuracy of the results	11	12	13	10	7	10	11	12	12	9	11	13	6	8	16	14
The measurement results made me feel worried and stressed	10	8	15	6	13	8	12	12	10	9	11	12	7	11	7	12
The device broke and I didn't buy a new one	10	12	6	10	10	14	6	9	13	9	9	14	5	9	13	9
I didn't want to share my data, I was concerned about my data ending up in the wrong hands	9	7	13	7	6	7	10	9	11	7	10	9	7	8	9	10
I had too many devices to use, I had to give up one or more of them	6	3	11	2	8	10	3	7	3	7	4	8	6	8	3	6
My illness, medication or health does not require measurement any more	5	2	9	2	10	8	4	7	5	4	6	2	10	7	3	3
I was uncertain about who had the right to access my self-measurement data	5	4	5	4	6	5	5	7	2	4	6	4	5	5	4	5
I felt that I couldn't interpret the measurement results correctly	4	3	1	6	5	3	5	4	5	2	4	3	4	4	3	2
I can't say	5	5	6	4	7	5	6	5	7	5	3	6	6	5	4	5

How reliable do you consider the self-measurement data from smart devices to be?

1/3

TOTAL 2020 (n=4000)



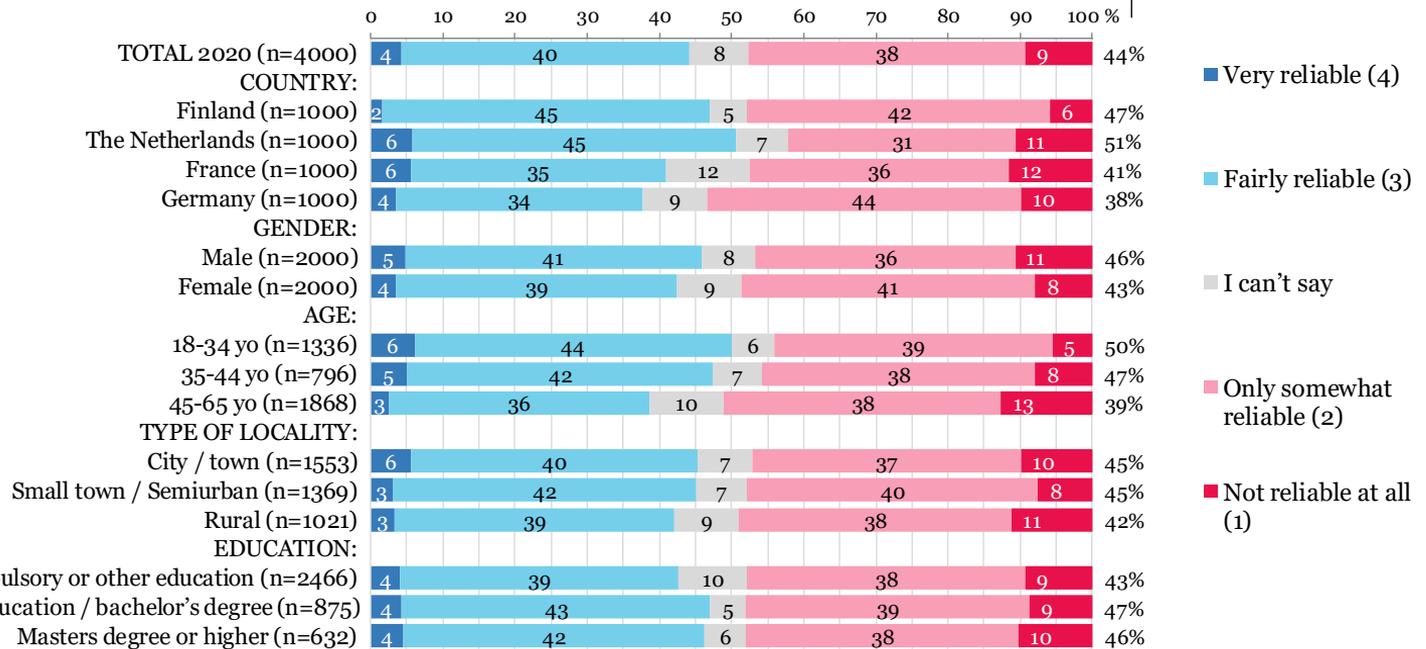
All respondents

How reliable do you consider the self-measurement data from smart devices to be?

2/3

TOTAL2020 (n=4000)

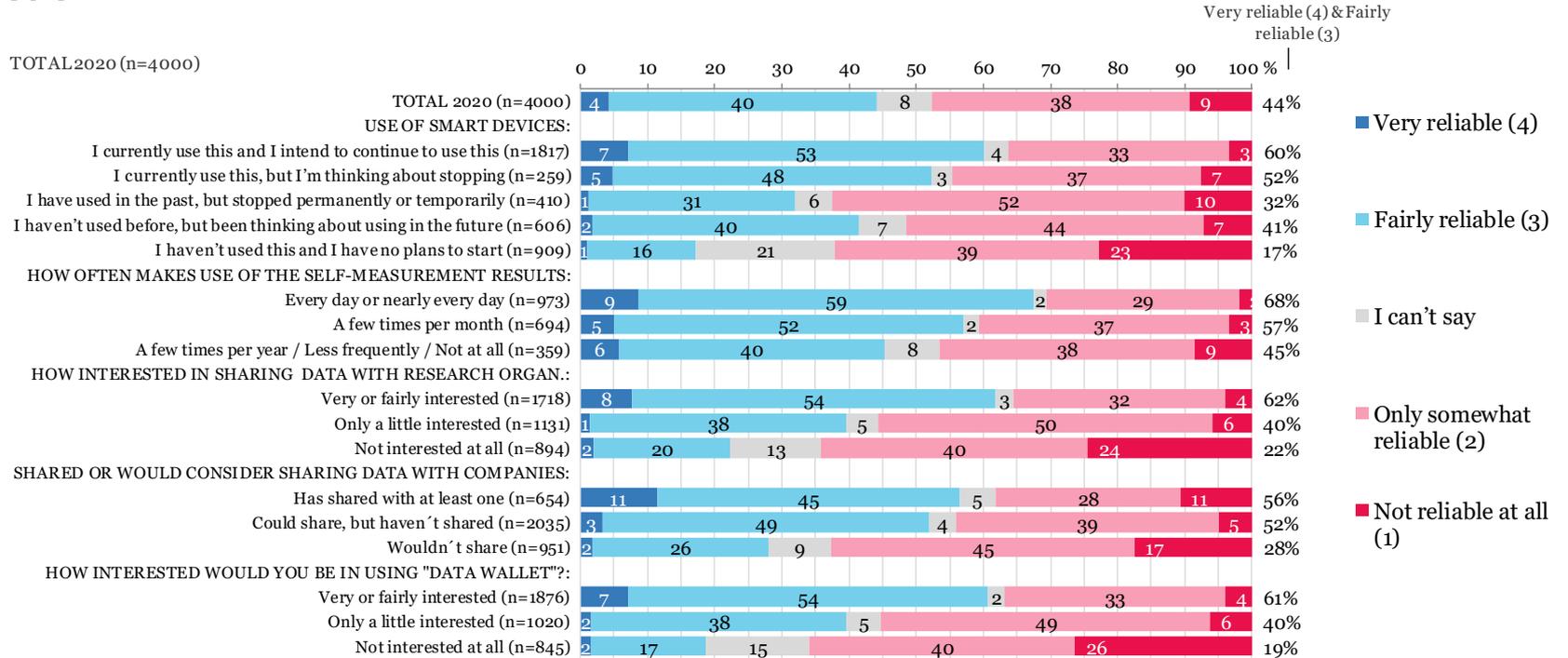
Very reliable (4) & Fairly reliable (3)



All respondents

How reliable do you consider the self-measurement data from smart devices to be?

3/3



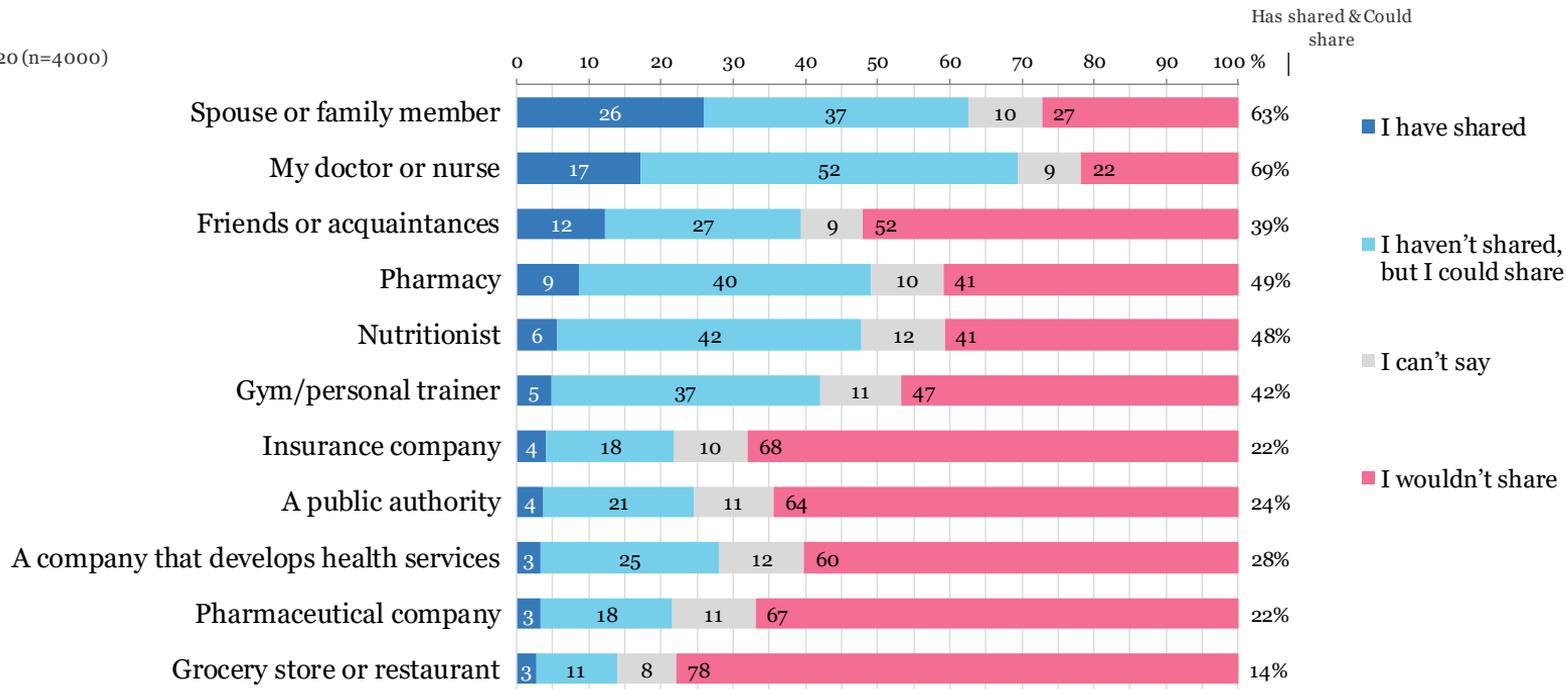
All respondents

5. INFORMATION SHARING

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 1/23

INFORMATION SHARING

TOTAL2020 (n=4000)

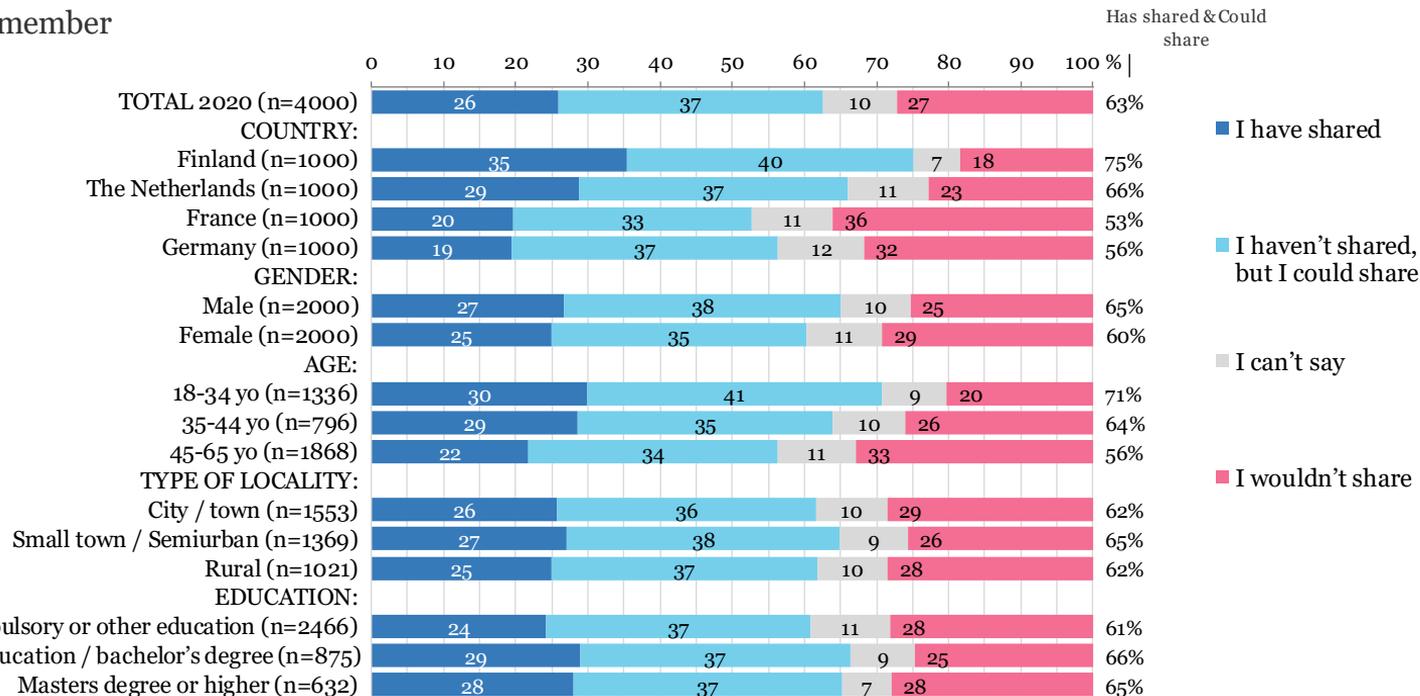


All respondents

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 2/23

Spouse or family member

TOTAL2020 (n=4000)

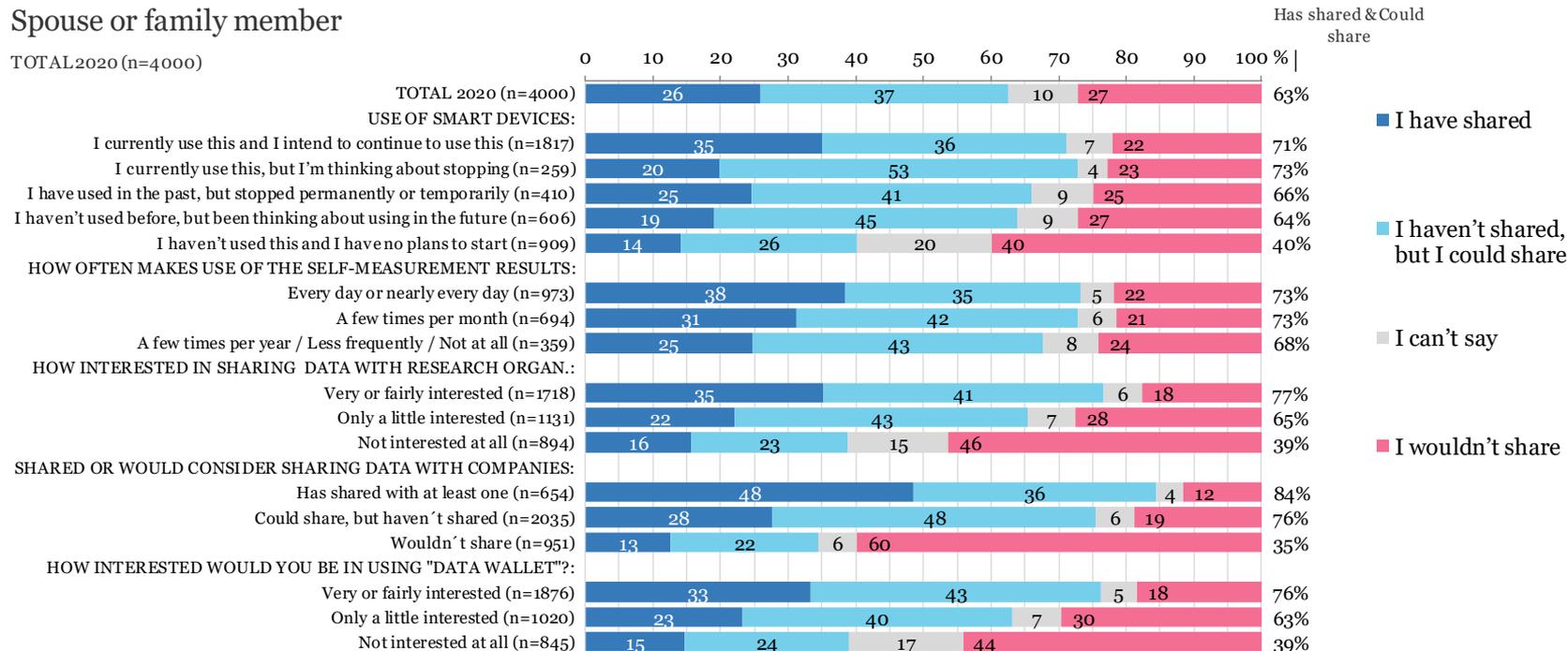


All respondents

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 3/23

INFORMATION SHARING

Spouse or family member



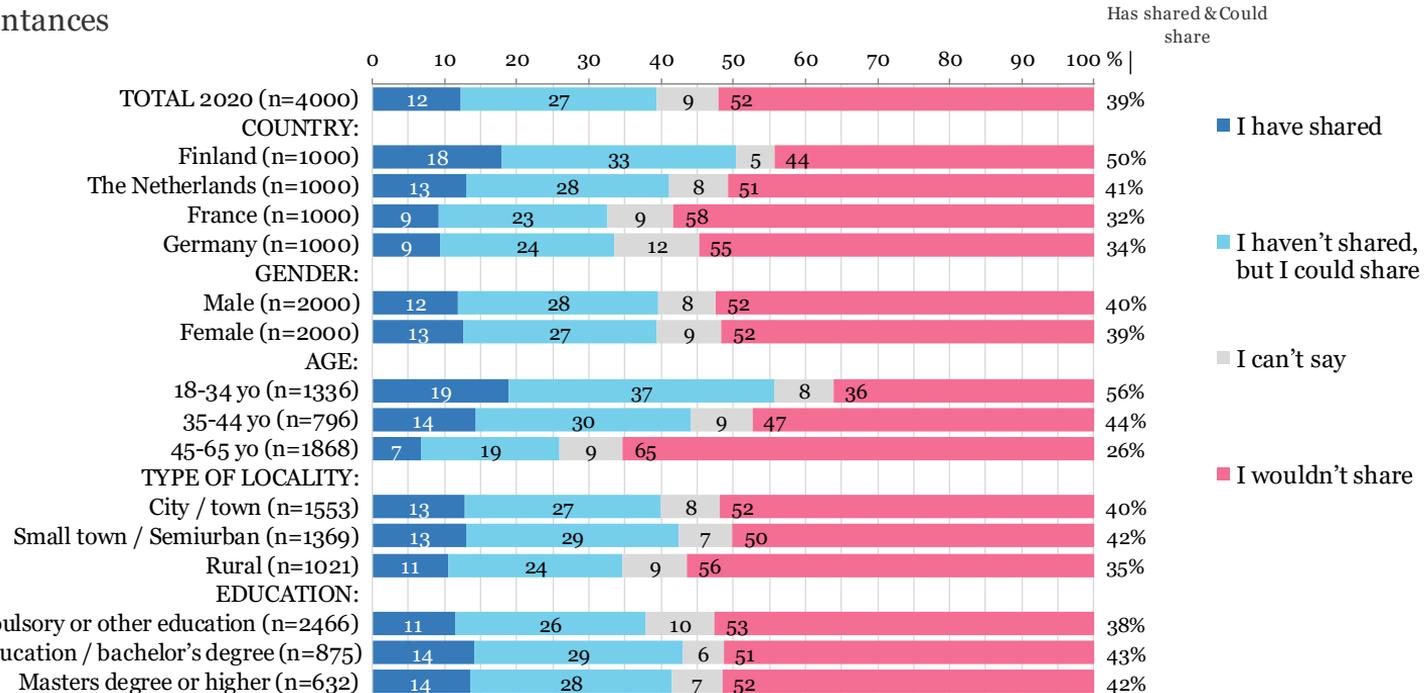
All respondents

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 4/23

INFORMATION SHARING

Friends or acquaintances

TOTAL 2020 (n=4000)

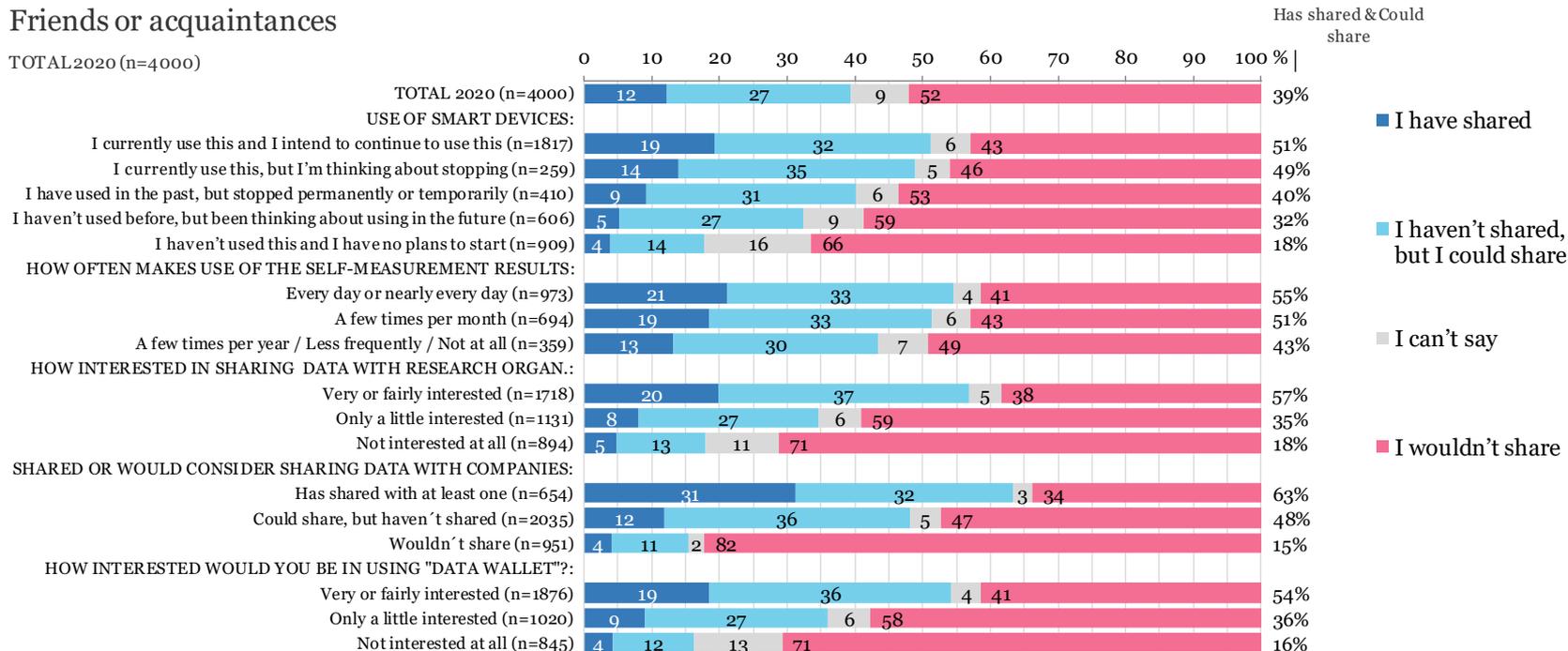


All respondents

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 5/23

INFORMATION SHARING

Friends or acquaintances



All respondents

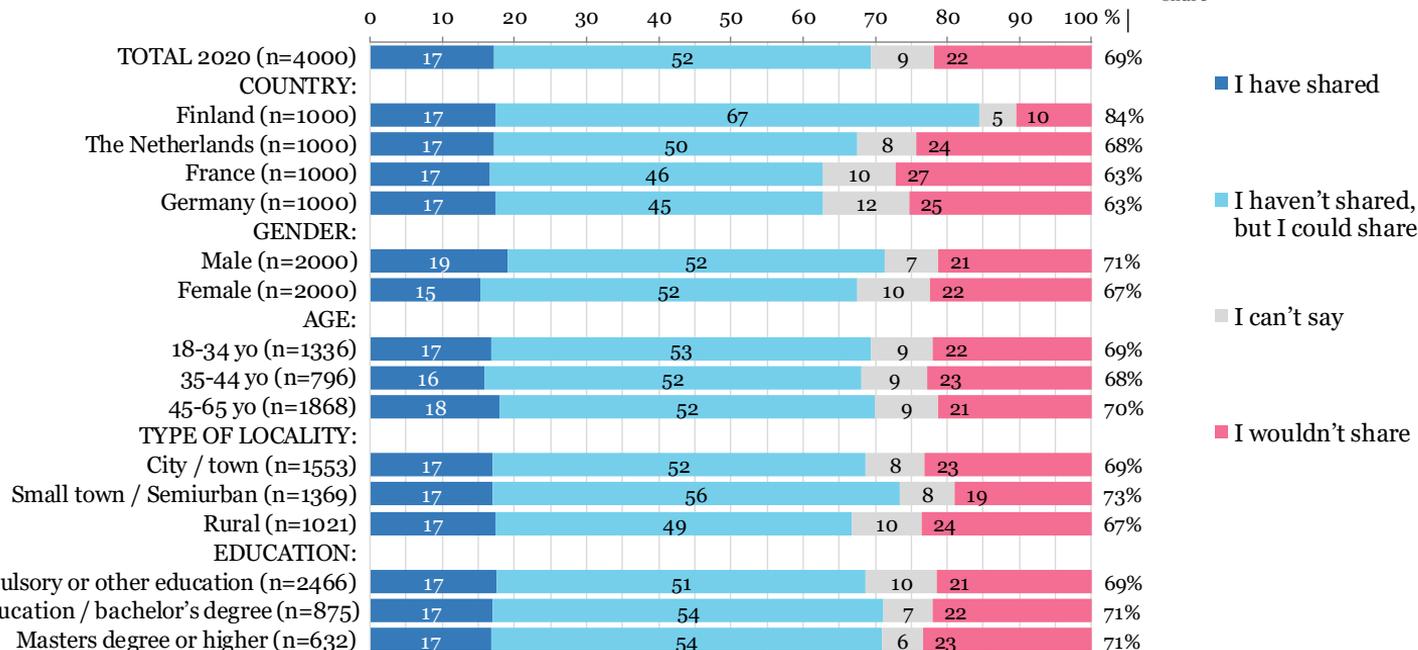
Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 6/23

INFORMATION SHARING

My doctor or nurse

TOTAL 2020 (n=4000)

Has shared & Could share

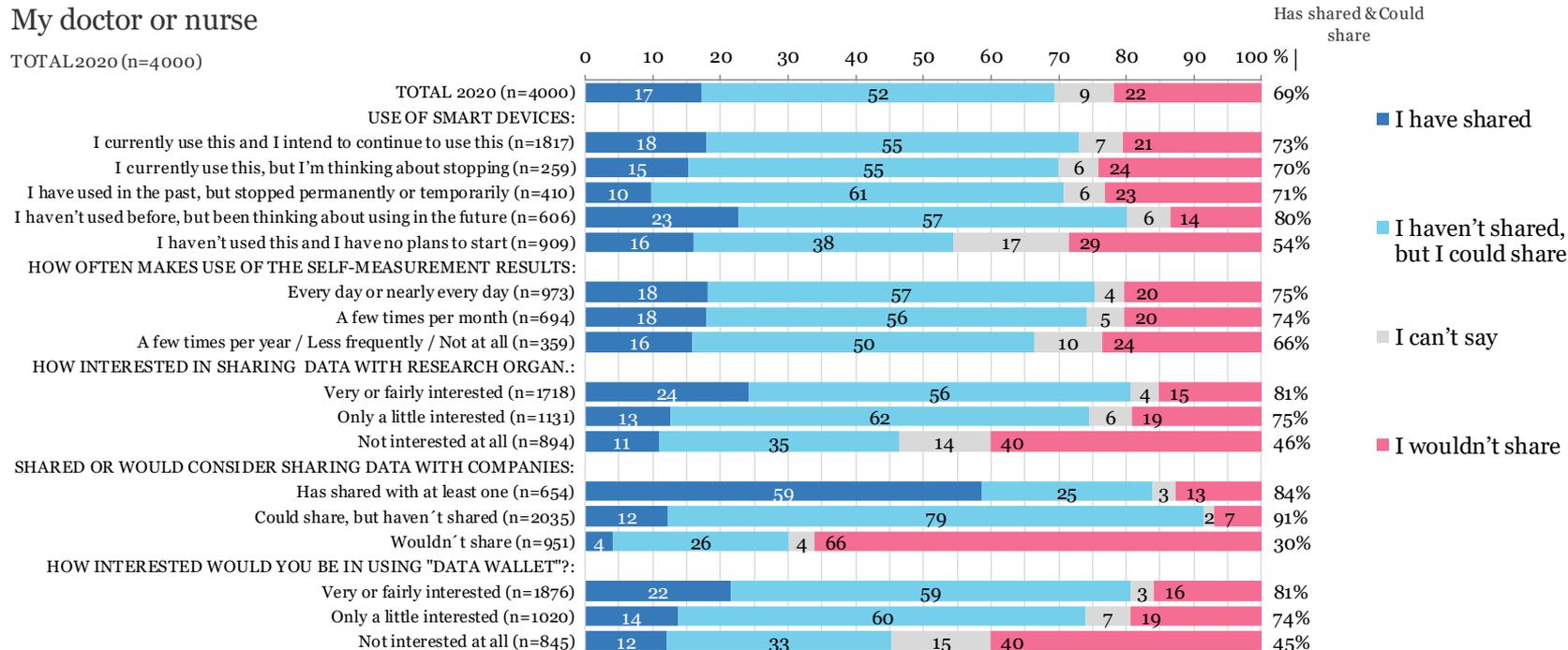


All respondents

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 7/23

INFORMATION SHARING

My doctor or nurse



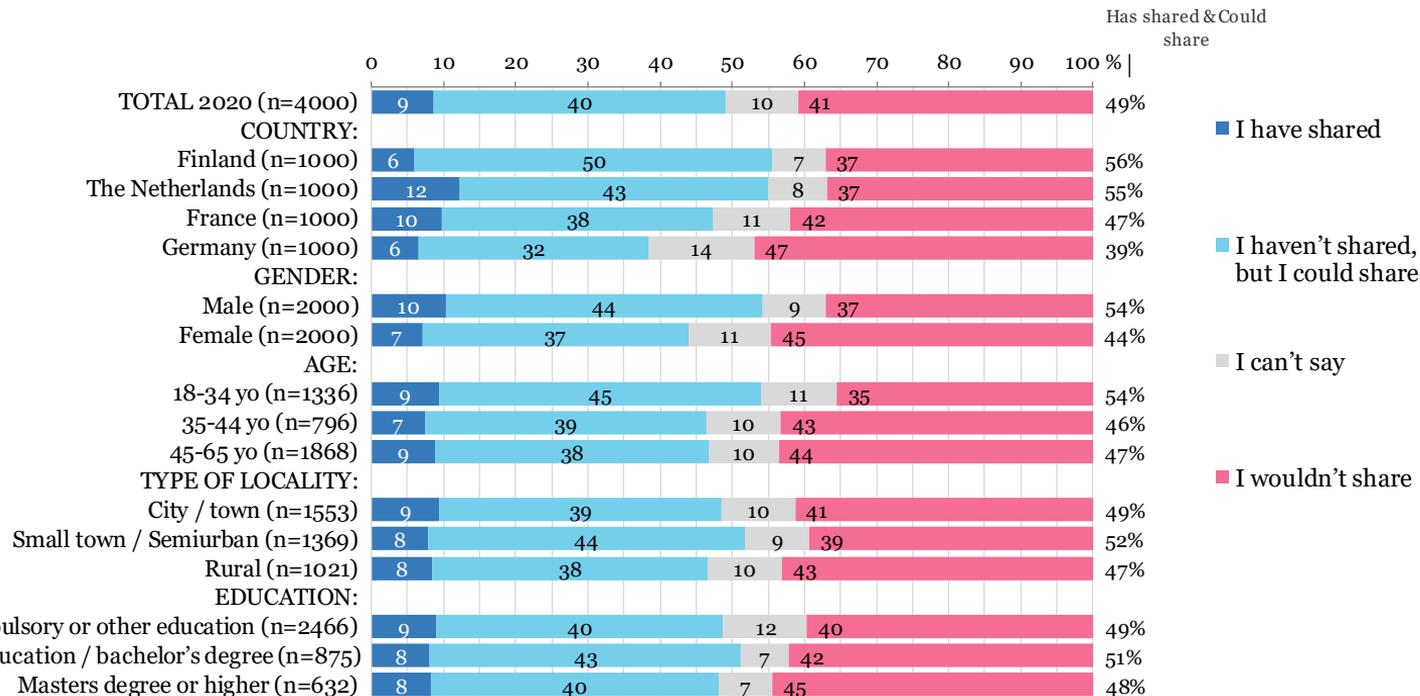
All respondents

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 8/23

INFORMATION SHARING

Pharmacy

TOTAL2020 (n=4000)

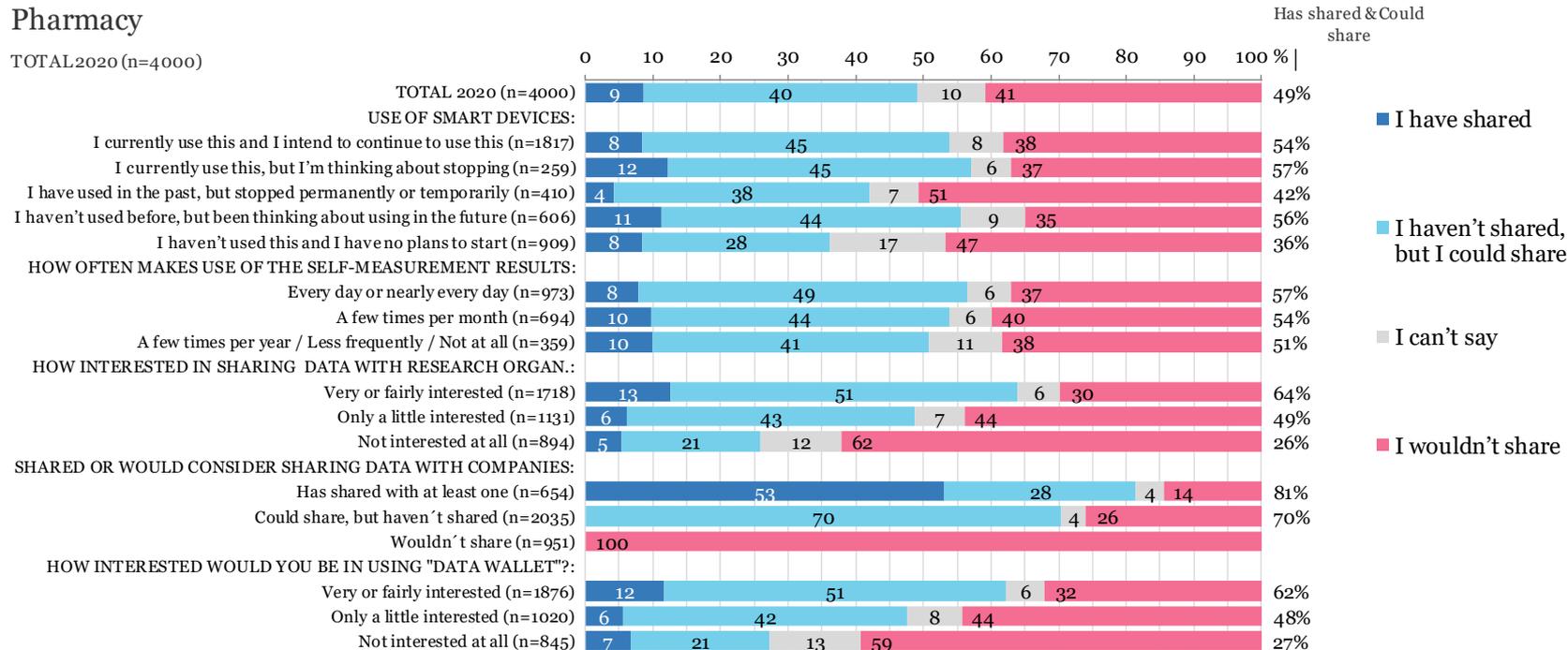


All respondents

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 9/23

INFORMATION SHARING

Pharmacy



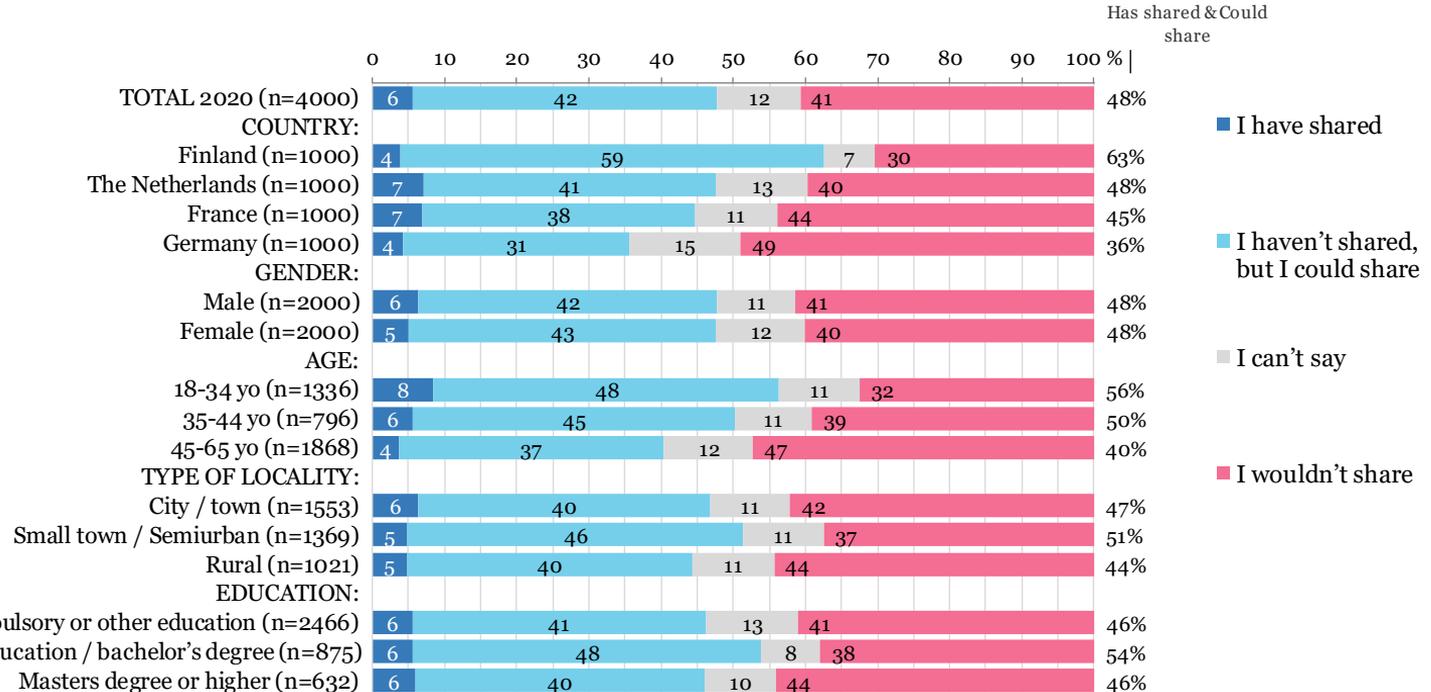
All respondents

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 10/23

INFORMATION SHARING

Nutritionist

TOTAL 2020 (n=4000)



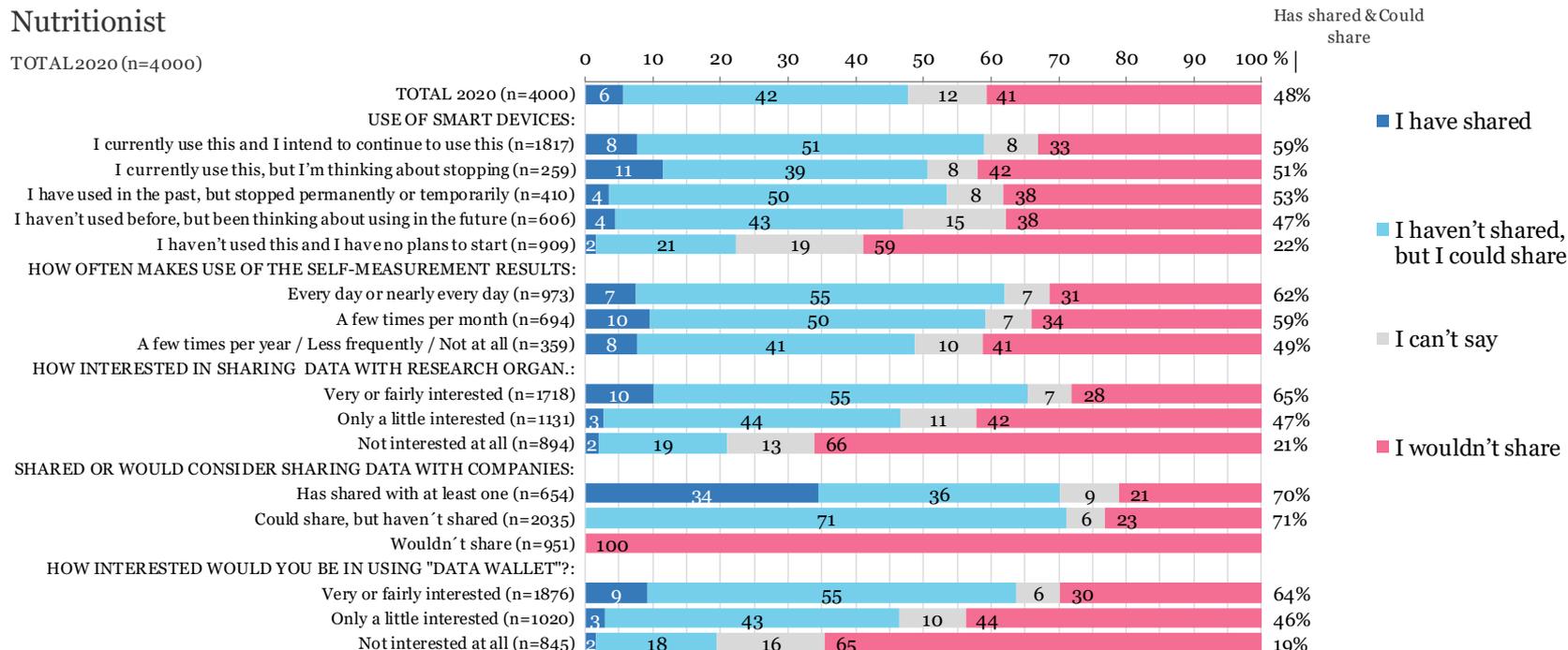
All respondents

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 11/23

INFORMATION SHARING

Nutritionist

TOTAL 2020 (n=4000)



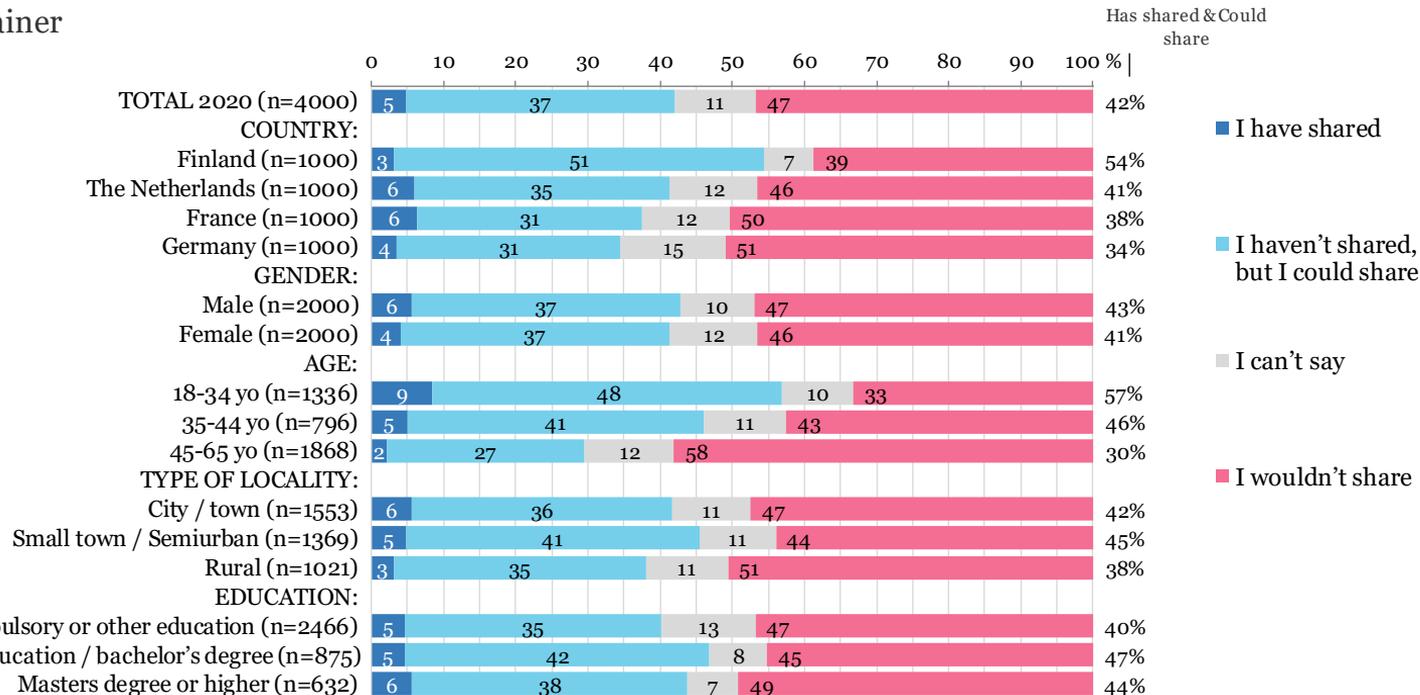
All respondents

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 12/23

INFORMATION SHARING

Gym/personal trainer

TOTAL 2020 (n=4000)

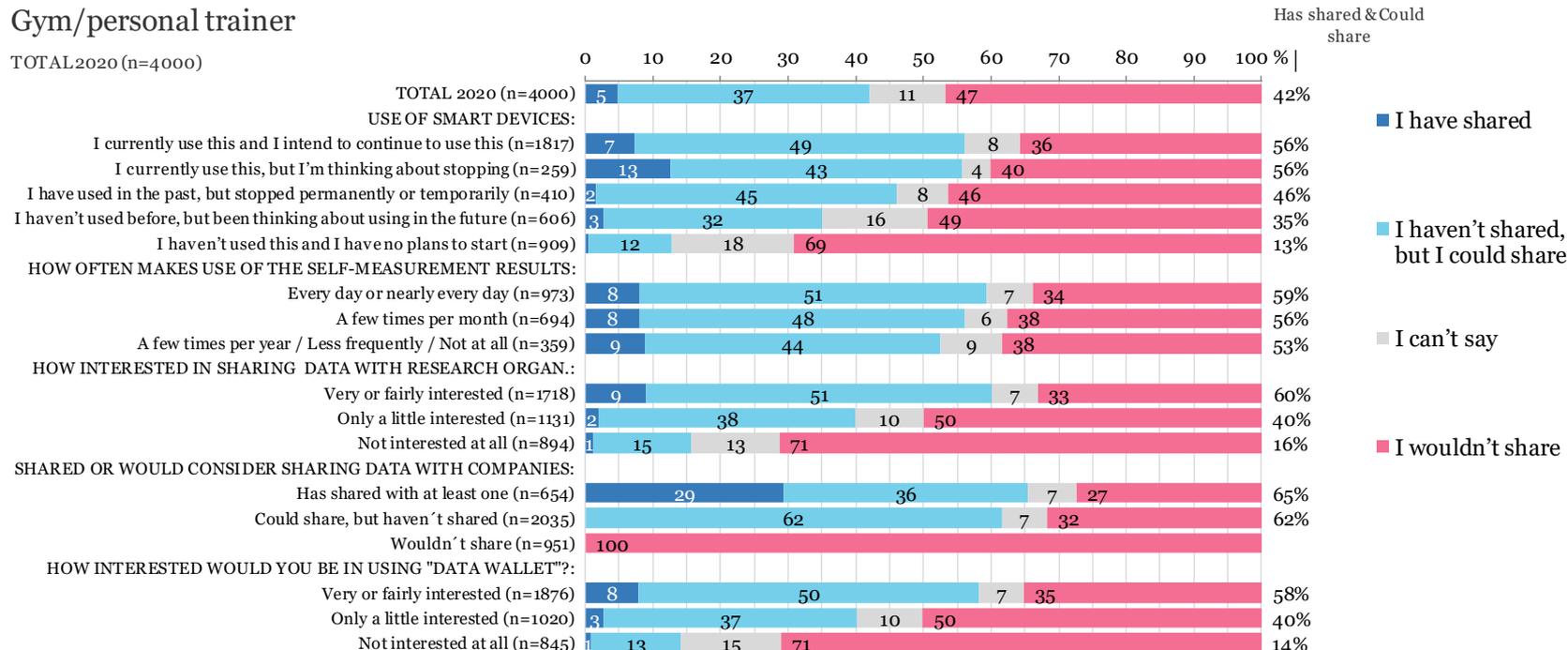


All respondents

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 13/23

INFORMATION SHARING

Gym/personal trainer



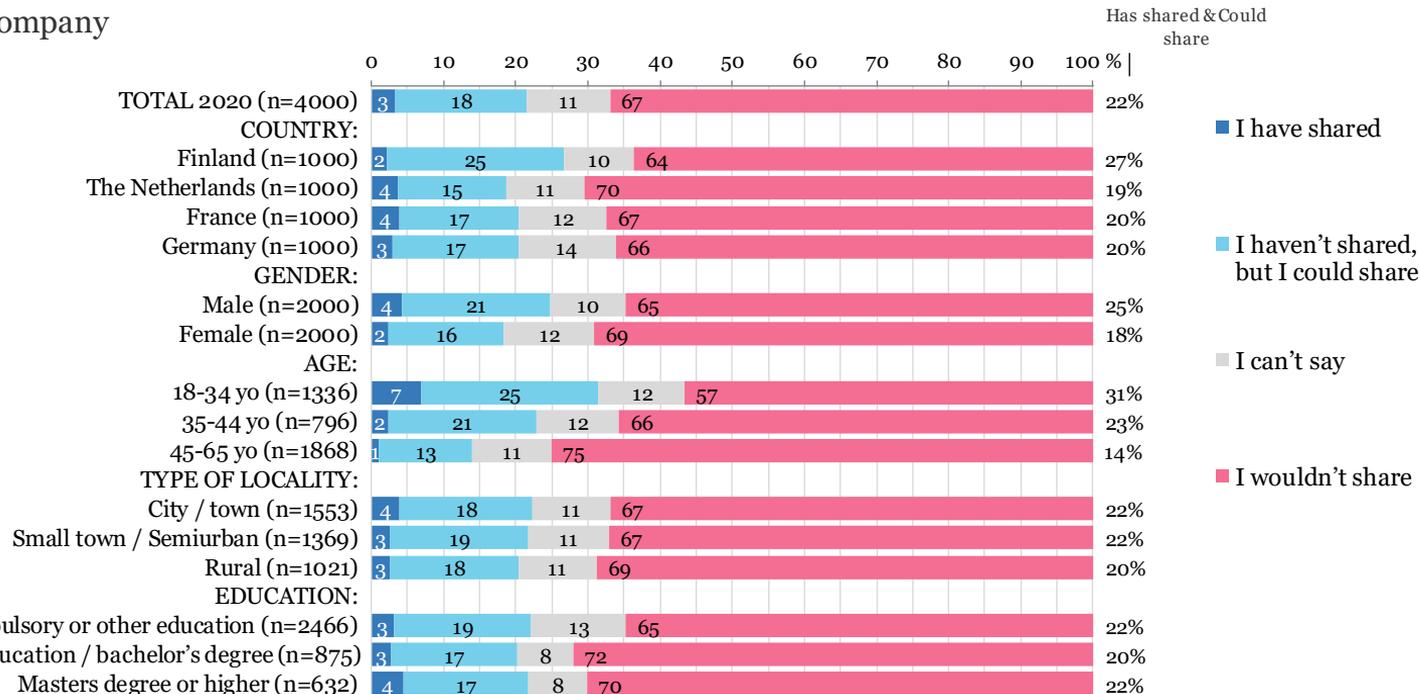
All respondents

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 14/23

INFORMATION SHARING

Pharmaceutical company

TOTAL2020 (n=4000)

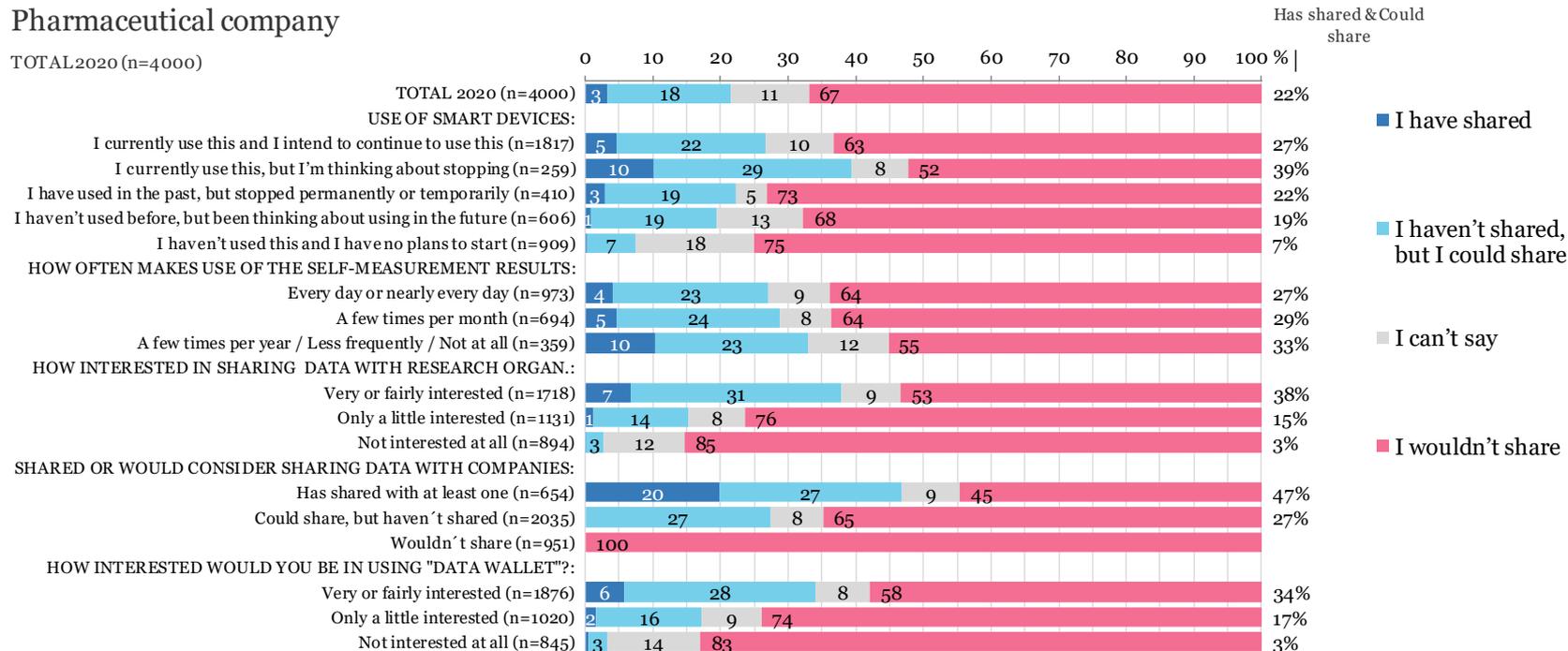


All respondents

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 15/23

INFORMATION SHARING

Pharmaceutical company

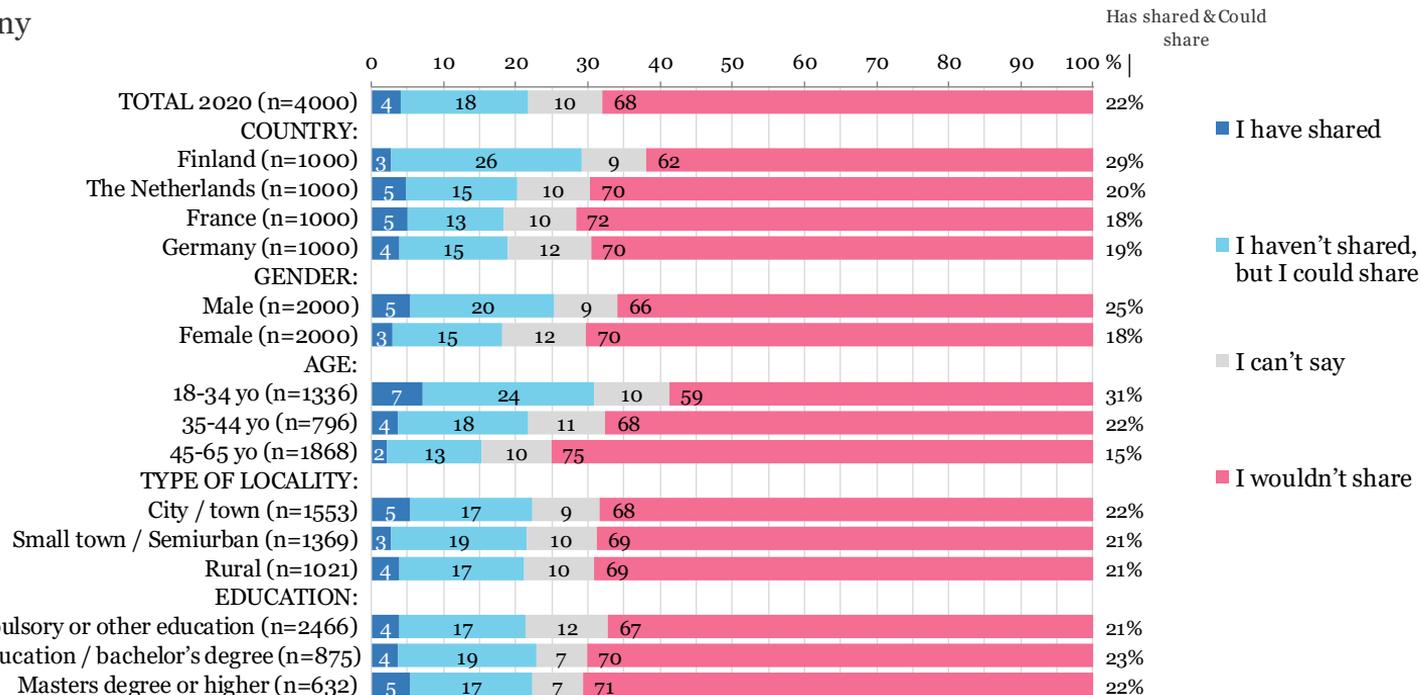


All respondents

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 16/23

Insurance company

TOTAL 2020 (n=4000)

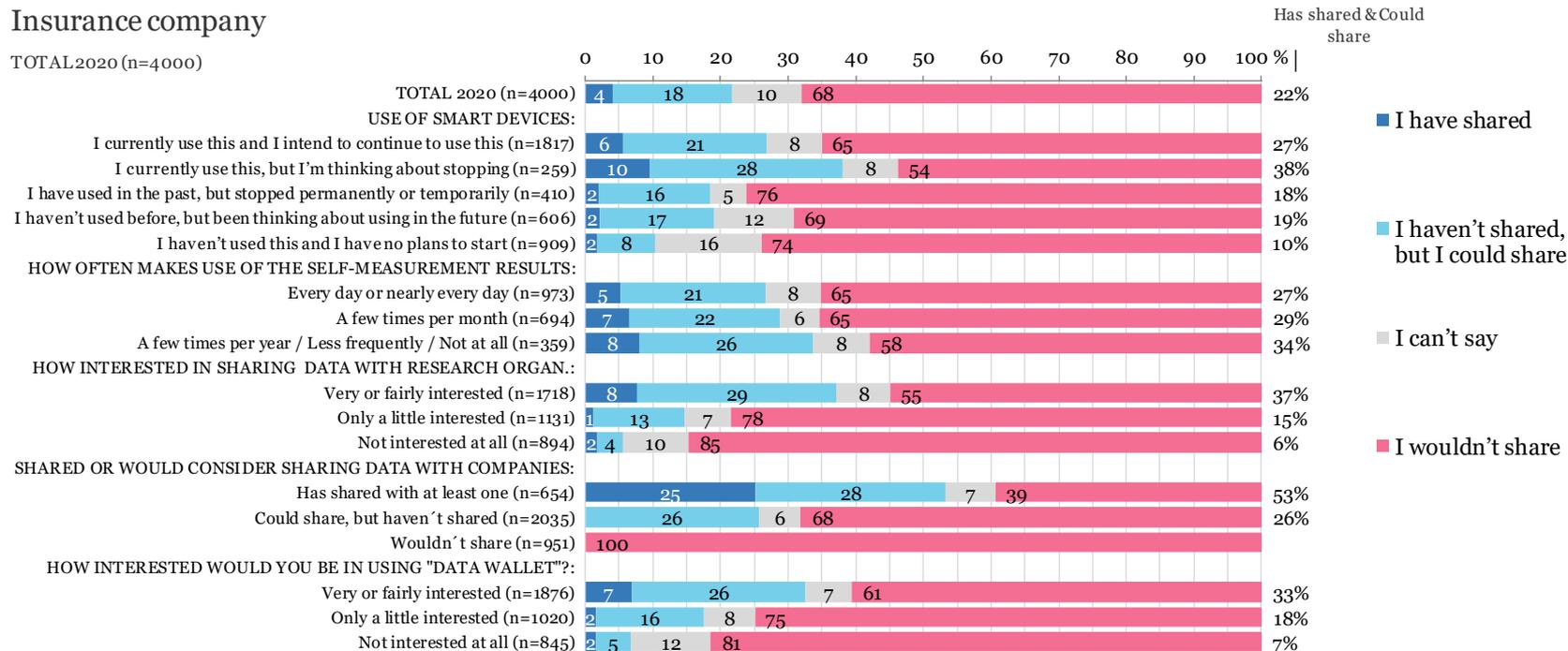


All respondents

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 17/23

INFORMATION SHARING

Insurance company



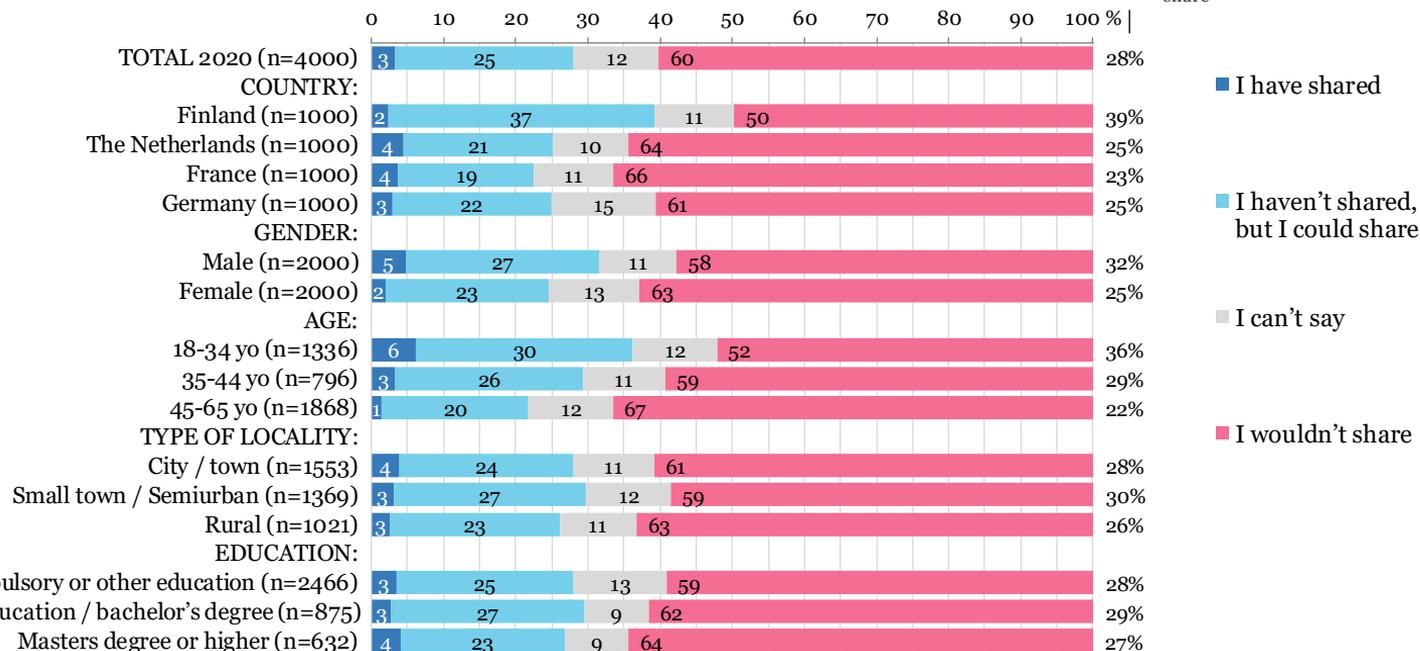
All respondents

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 18/23

A company that develops health services

TOTAL 2020 (n=4000)

Has shared & Could share



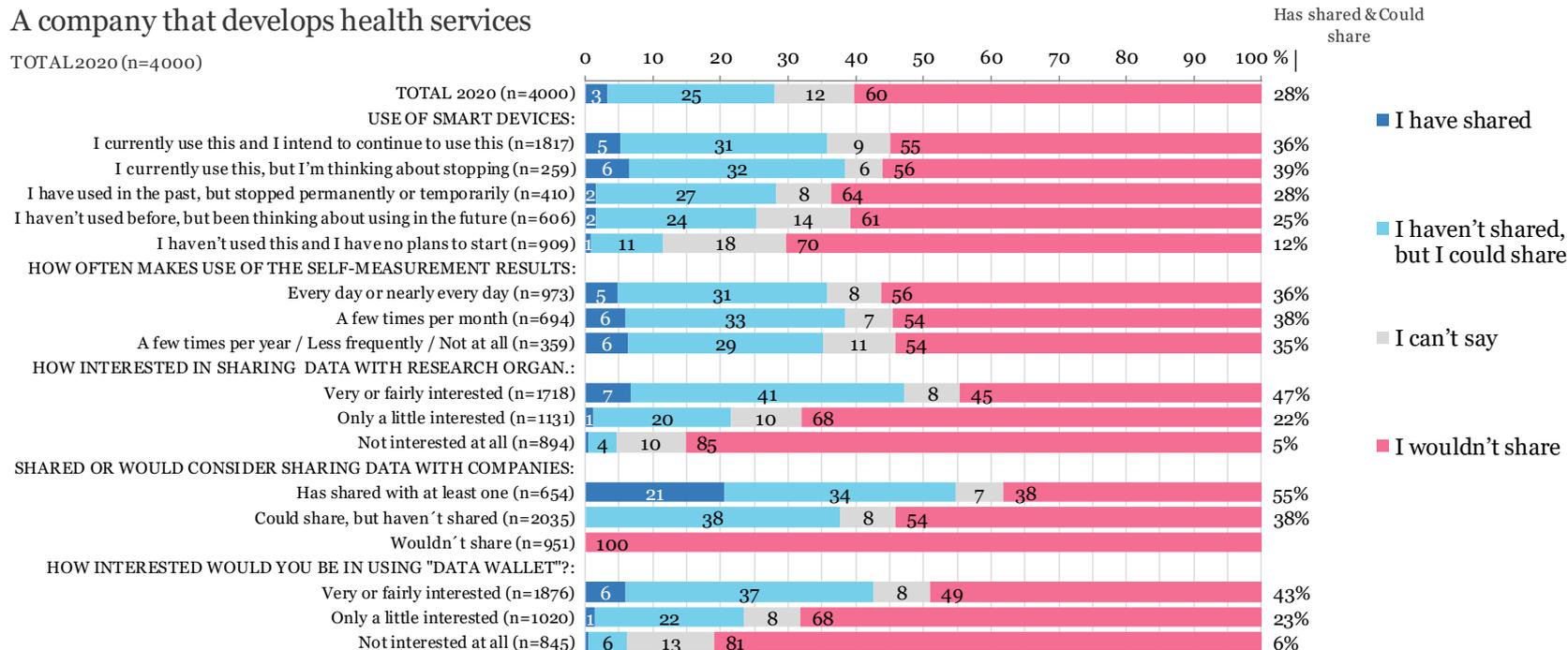
All respondents

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 19/23

INFORMATION SHARING

A company that develops health services

TOTAL 2020 (n=4000)



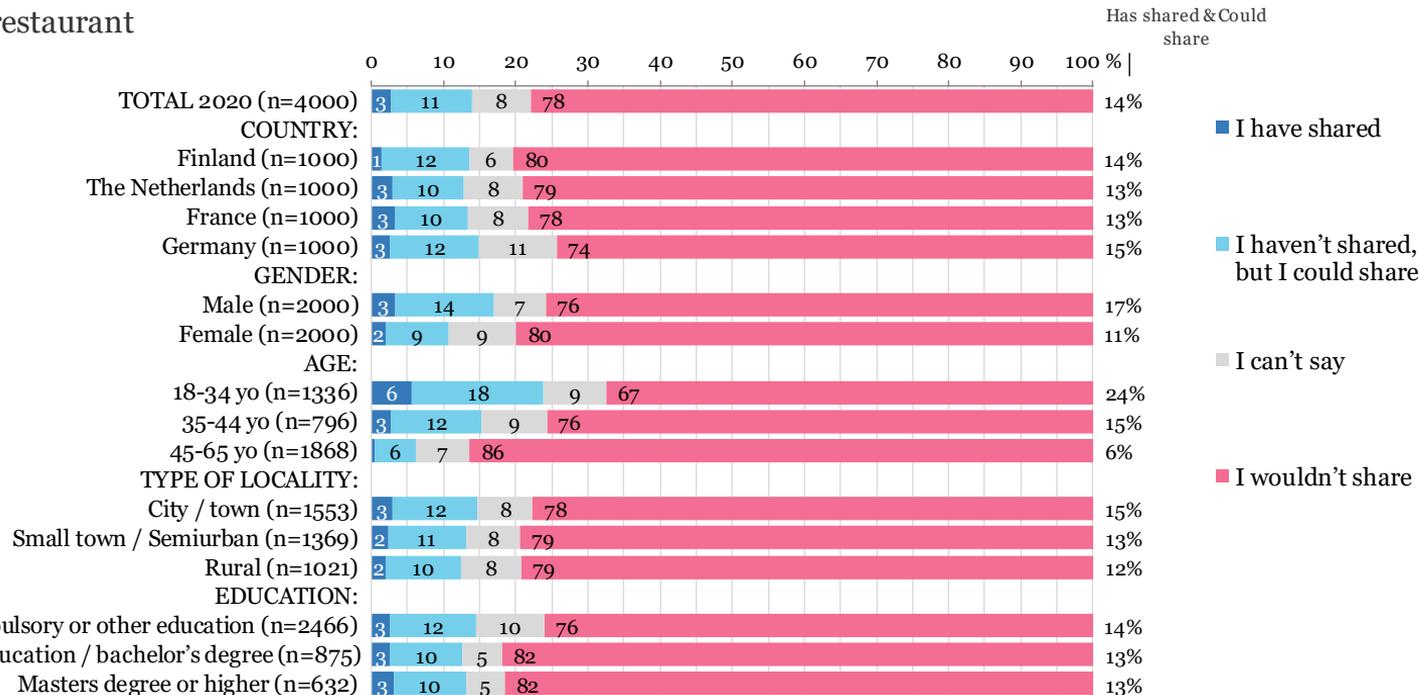
All respondents

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 20/23

INFORMATION SHARING

Grocery store or restaurant

TOTAL 2020 (n=4000)

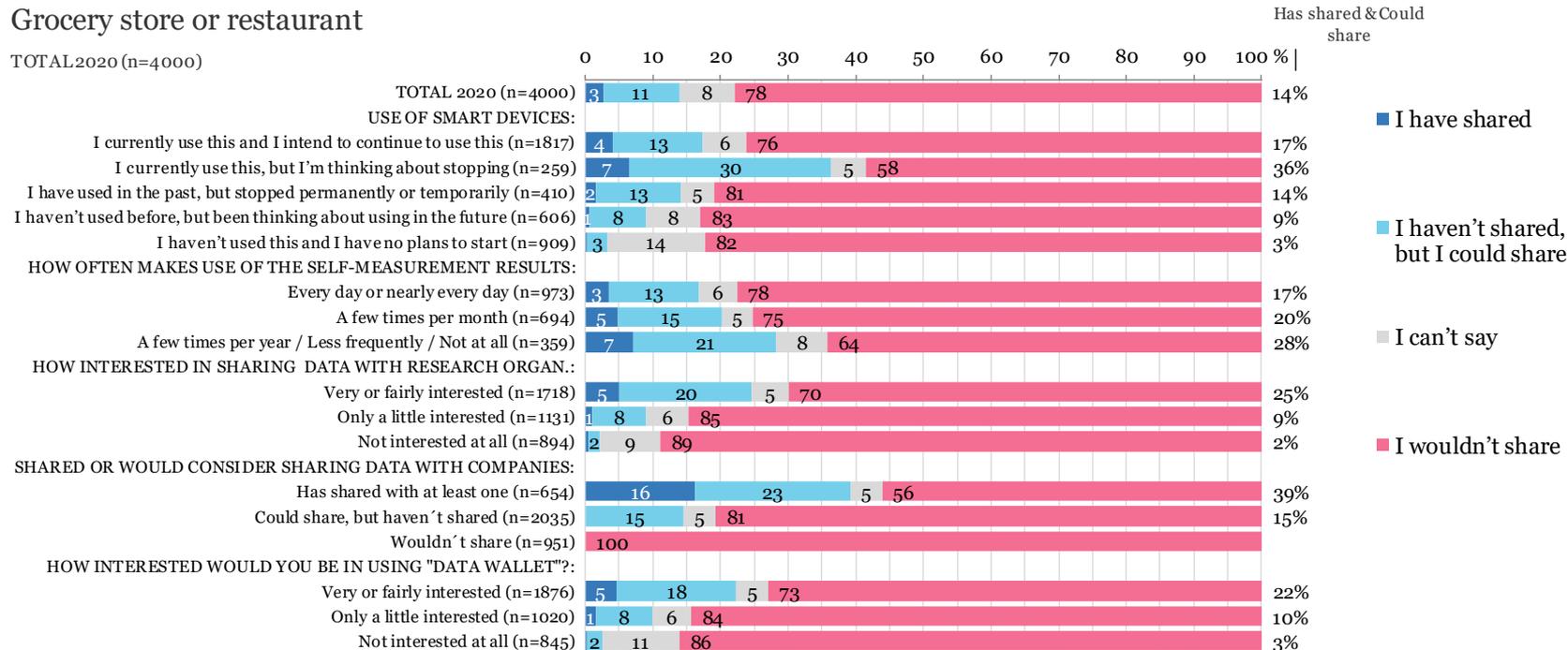


All respondents

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 21/23

INFORMATION SHARING

Grocery store or restaurant

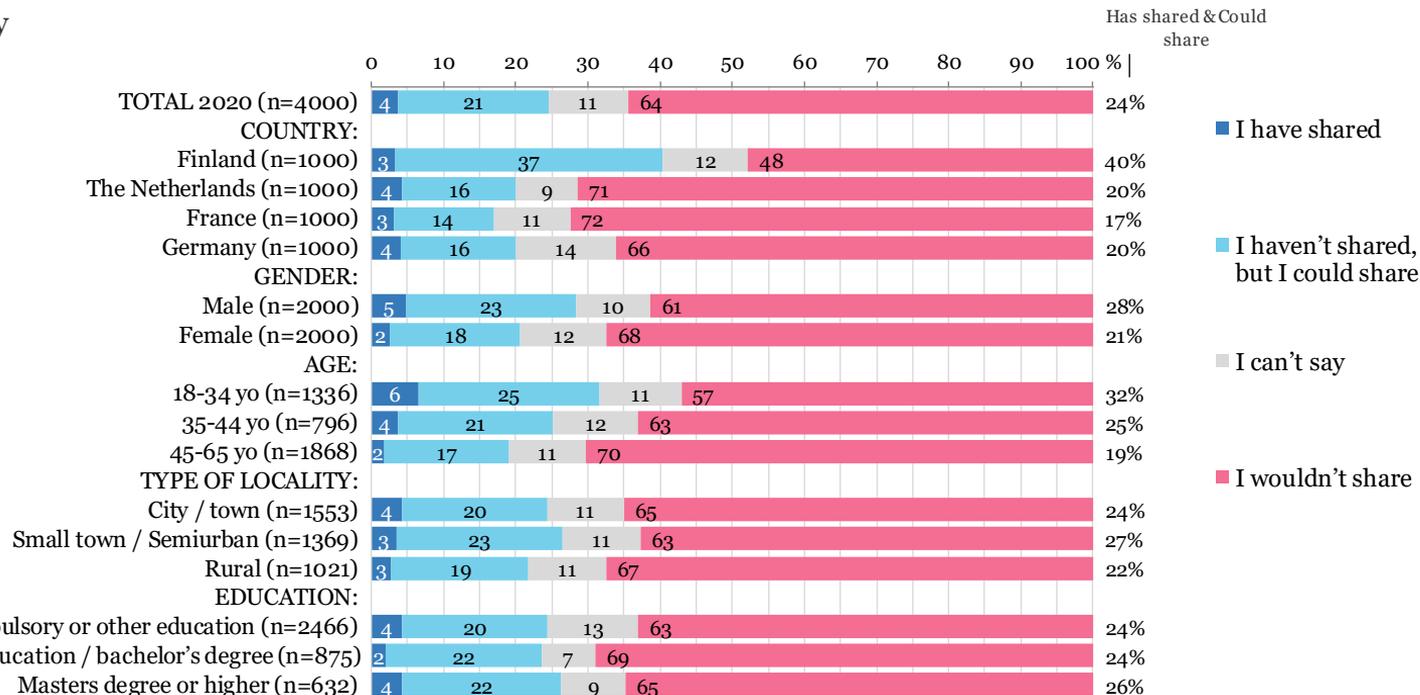


All respondents

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 22/23

A public authority

TOTAL 2020 (n=4000)



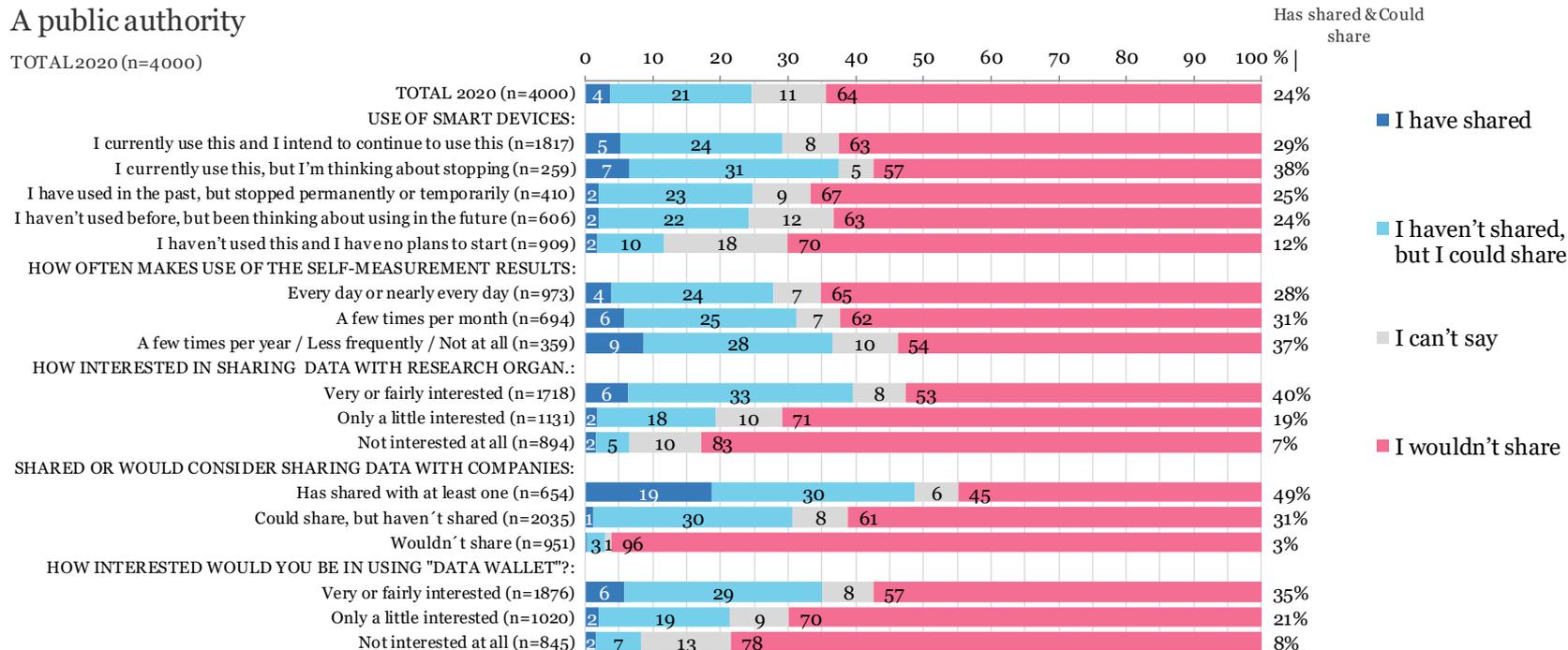
All respondents

Have you shared, or would you consider sharing, your personal data with the following parties, either for the purpose of monitoring your health or to gain access to new services? 23/23

INFORMATION SHARING

A public authority

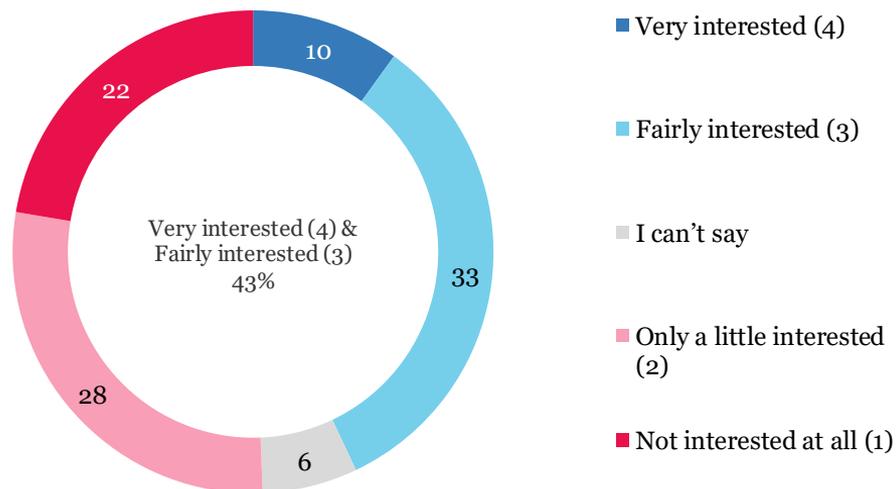
TOTAL 2020 (n=4000)



All respondents

How interested would you be in sharing your measurement data with research organizations if it were directly or indirectly beneficial for yourself and other people? 1/3

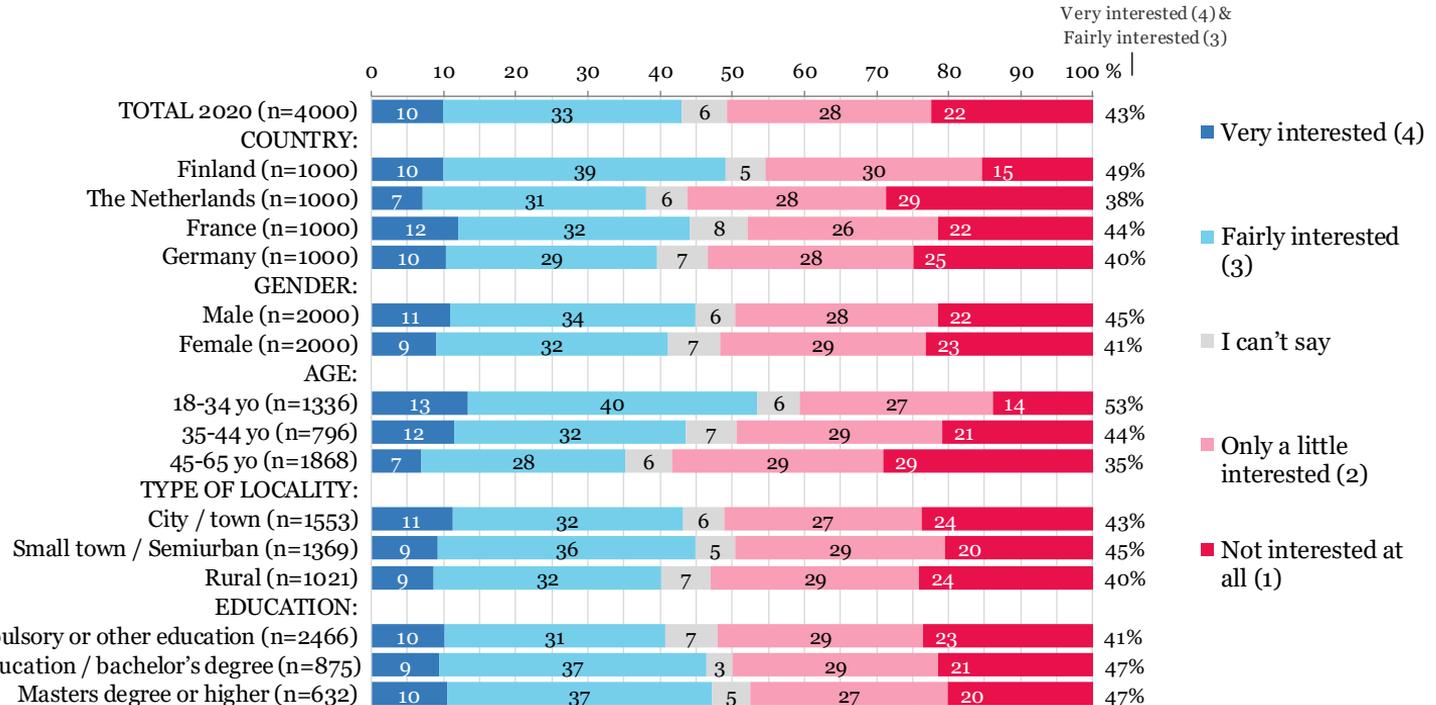
TOTAL 2020 (n=4000)



All respondents

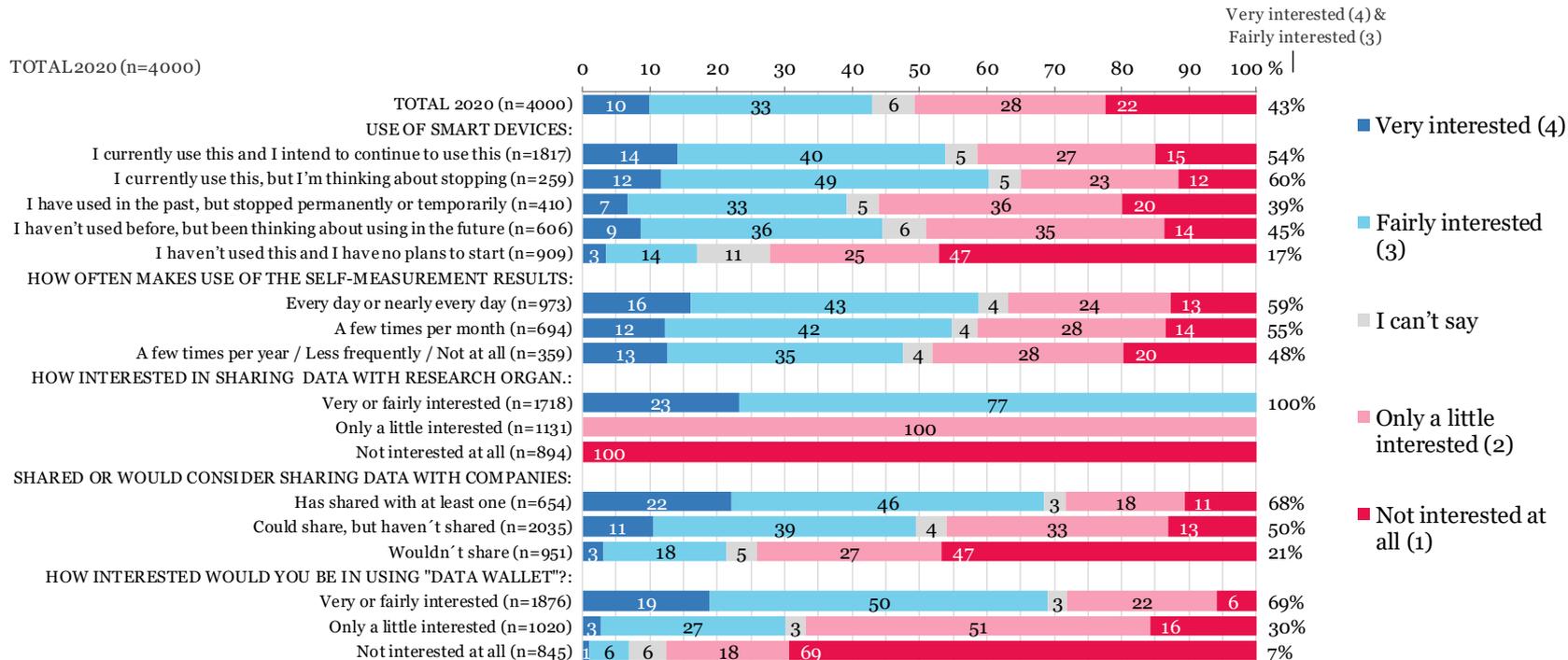
How interested would you be in sharing your measurement data with research organizations if it were directly or indirectly beneficial for yourself and other people? 2/3

TOTAL 2020 (n=4000)



All respondents

How interested would you be in sharing your measurement data with research organizations if it were directly or indirectly beneficial for yourself and other people? 3/3



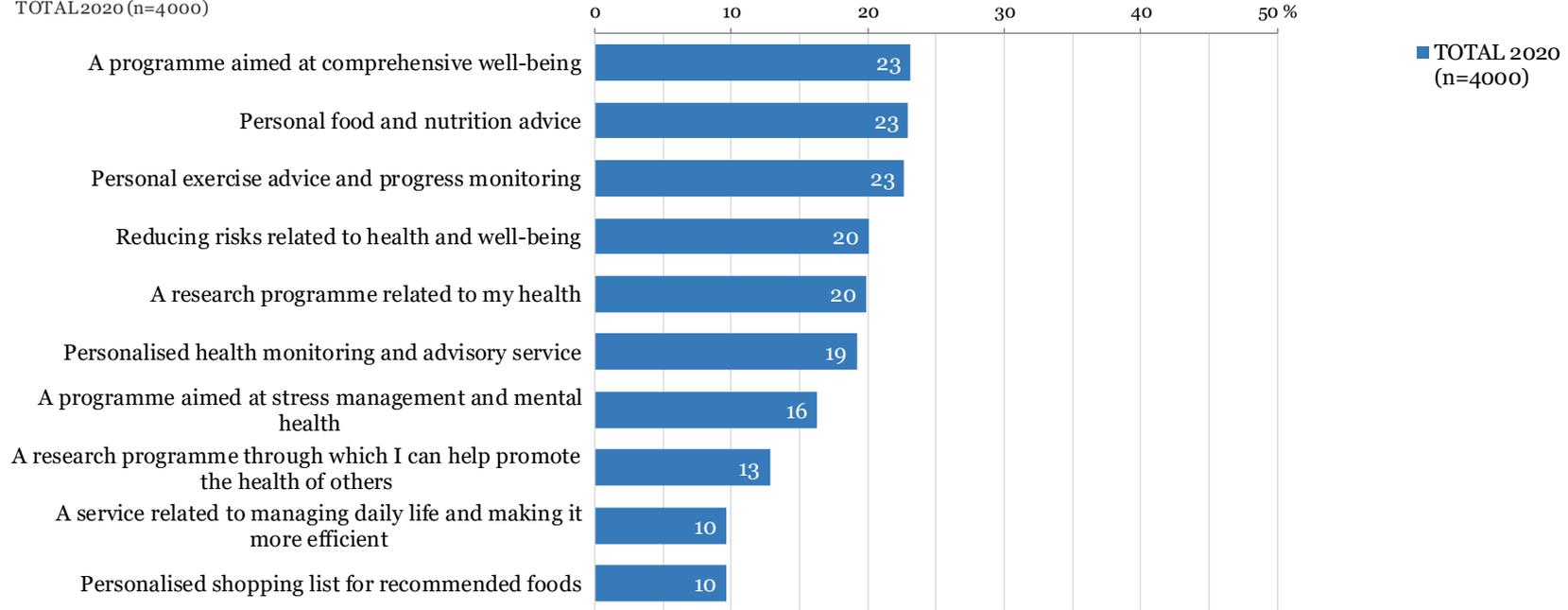
All respondents

What kinds of new personal data sharing services would you be interested in? 1/2

Choose up to three services that you are the most interested in.

mentioned among three

TOTAL2020 (n=4000)

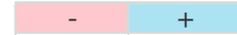


All respondents

What kinds of new personal data sharing services would you be interested in? 2/2

Choose up to three services that you are the most interested in.

Statistically significant difference



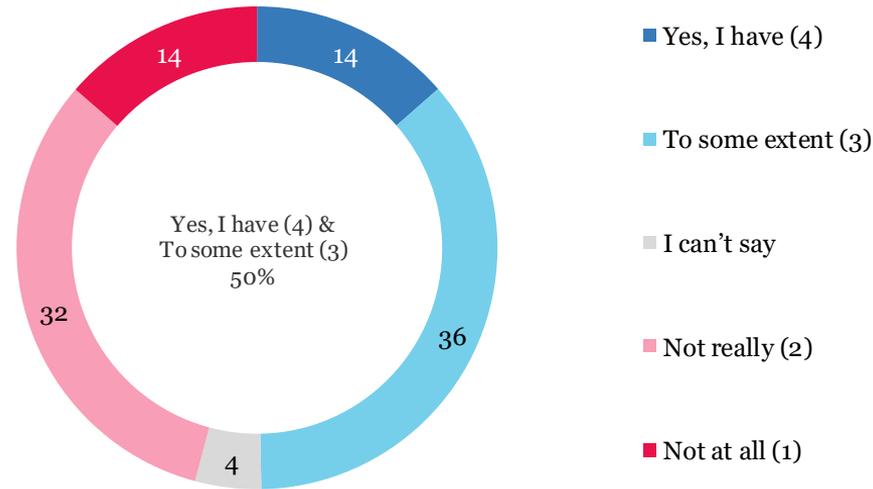
mentioned among three	TOTAL 2020 (n=4000)	Finland (n=1000)	The Netherlands (n=1000)	France (n=1000)	Germany (n=1000)	Male (n=2000)	Female (n=2000)	18-34 yo (n=1336)	35-44 yo (n=796)	45-65 yo (n=1868)	City / town (n=1553)	Small town / Semiurban (n=1369)	Rural (n=1021)	Compulsory or other education (n=2466)	Advanced higher education / bachelor's degree (n=875)	Masters degree or higher (n=632)
A programme aimed at comprehensive well-being	23	29	21	23	19	22	24	26	23	21	23	25	21	22	25	26
Personal food and nutrition advice	23	24	24	20	23	22	24	28	23	19	23	26	21	23	25	22
Personal exercise advice and progress monitoring	23	32	20	19	19	21	24	26	24	19	21	26	21	21	28	24
Reducing risks related to health and well-being	20	18	19	21	22	22	18	19	20	20	21	19	20	19	22	22
A research programme related to my health	20	31	13	18	17	22	18	19	19	21	18	23	19	19	18	27
Personalised health monitoring and advisory service	19	18	21	17	20	20	18	19	18	20	19	20	19	19	22	17
A programme aimed at stress management and mental health	16	17	14	17	17	13	19	23	16	11	17	17	14	17	16	14
A research programme through which I can help promote the health of others	13	16	10	13	11	14	12	14	13	12	13	13	12	12	14	15
A service related to managing daily life and making it more efficient	10	13	8	8	9	11	9	13	9	7	10	11	8	9	11	10
Personalised shopping list for recommended foods	10	8	12	7	11	10	9	14	10	6	10	10	9	10	9	8

All respondents

6. INFORMATION MANAGEMENT

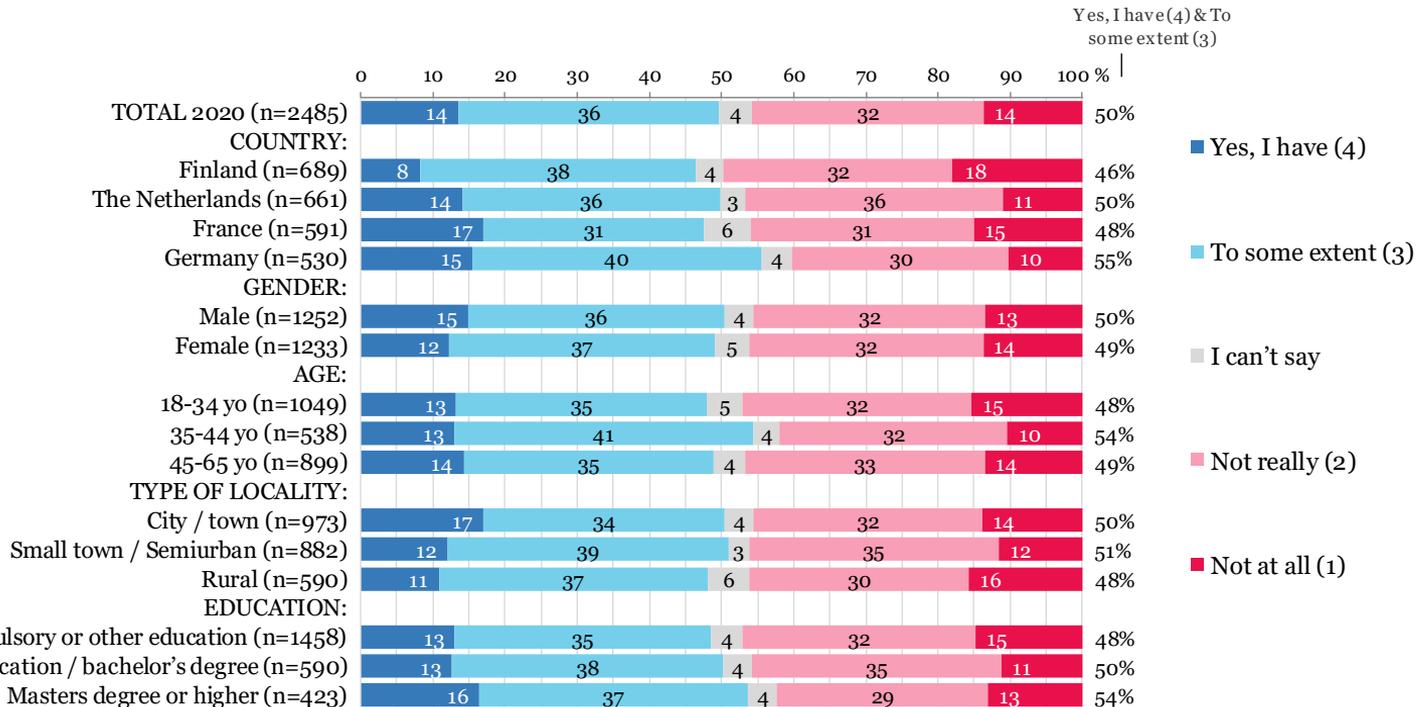
Have you familiarized yourself with the terms of use of the services that you use for self-measurement? 1/3

TOTAL 2020 (n=2485)



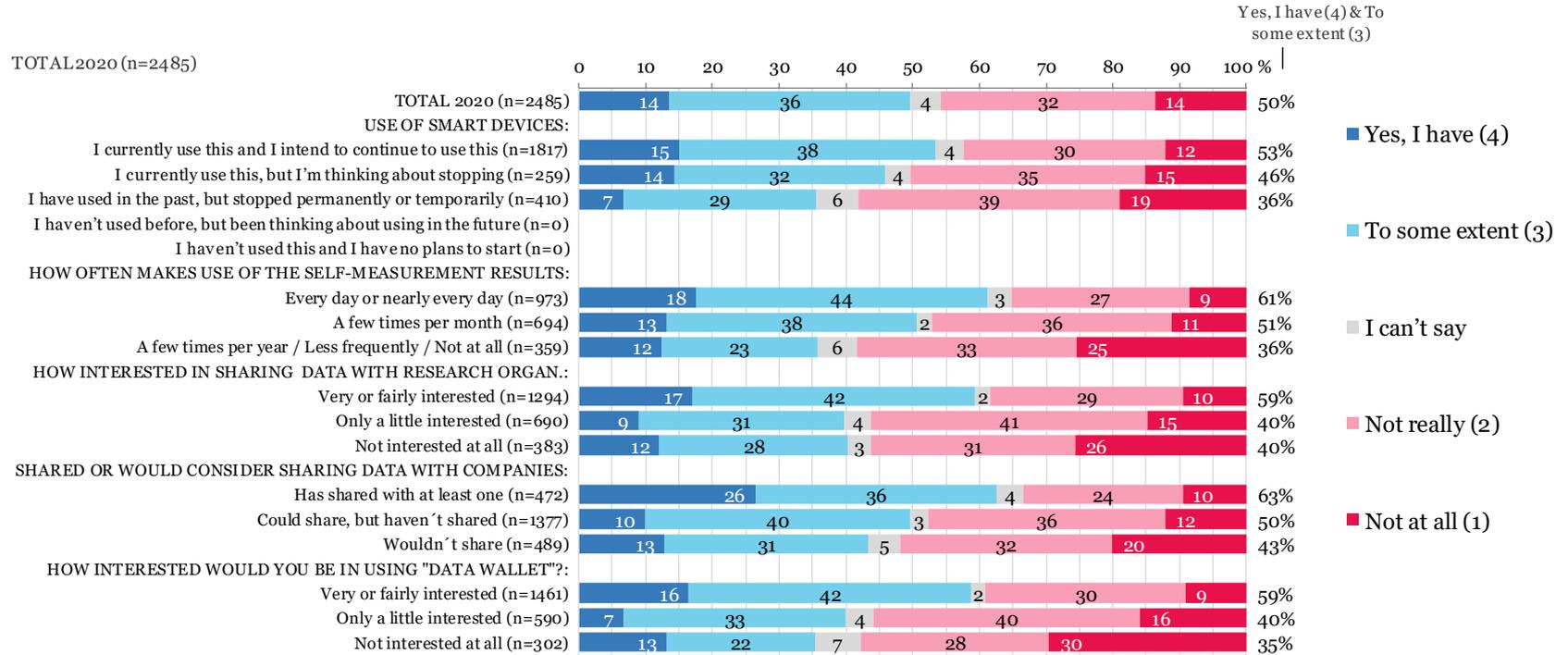
Have you familiarised yourself with the terms of use of the services that you use for self-measurement? 2/3

TOTAL2020 (n=2485)



Current and former users

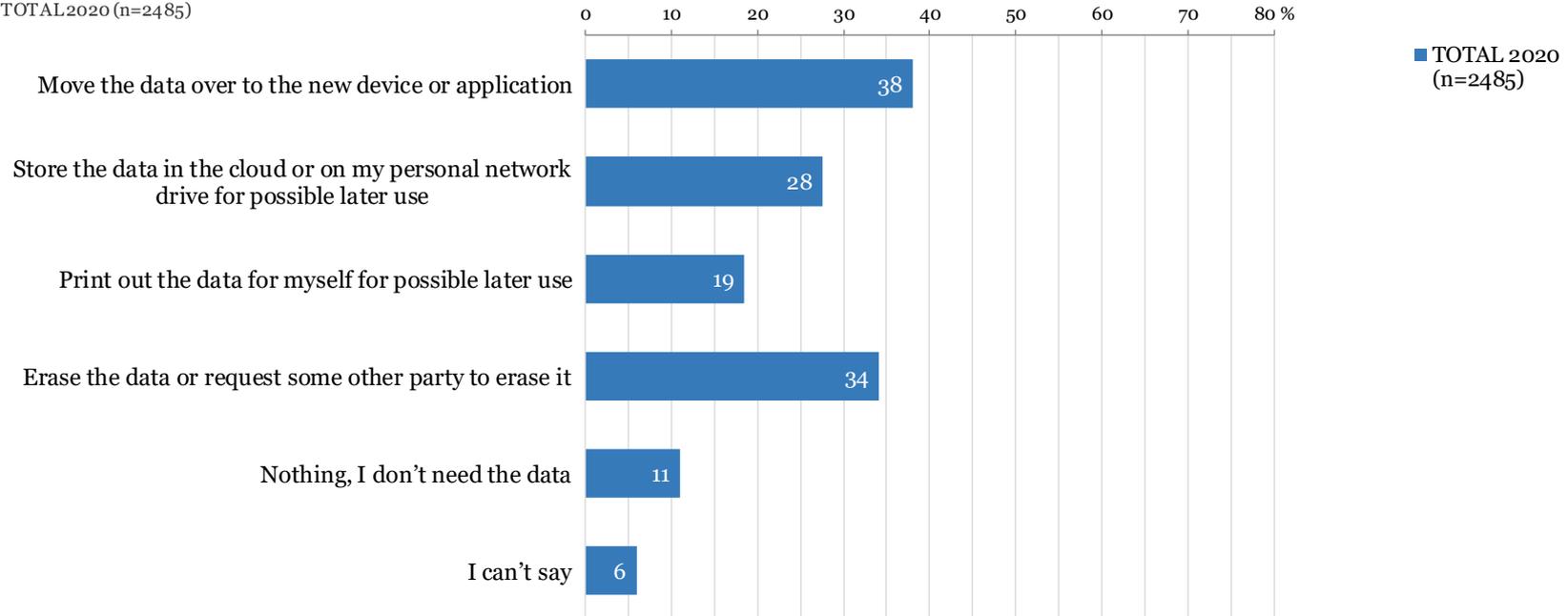
Have you familiarised yourself with the terms of use of the services that you use for self-measurement? 3/3



Current and former users

What would you like to do with your previously collected personal data when you stop using a device, application or information system or switch to a different one? 1/4

TOTAL2020 (n=2485)



Current and former users

What would you like to do with your previously collected personal data when you stop using a device, application or information system or switch to a different one? 2/4

INFORMATION MANAGEMENT

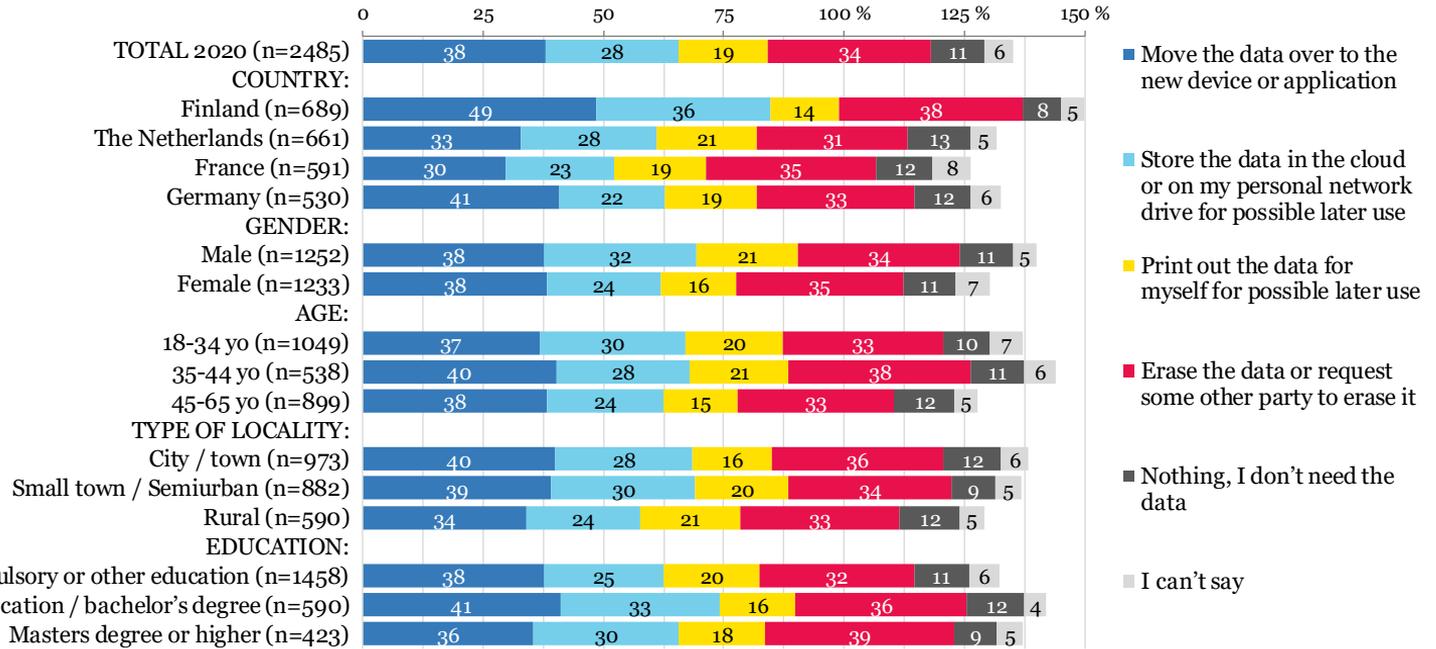
Statistically significant difference



What would you like to do with your previously collected personal data when you stop using a device, application or information system or switch to a different one?	TOTAL 2020 (n=2485)	Finland (n=689)	The Netherlands (n=661)	France (n=591)	Germany (n=530)	Male (n=1252)	Female (n=1233)	18-34 yo (n=1049)	35-44 yo (n=538)	45-65 yo (n=899)	City / town (n=973)	Small town / Semiurban (n=882)	Rural (n=590)	Compulsory or other education (n=1458)	Advanced higher education / bachelor's degree (n=590)	Masters degree or higher (n=423)
Move the data over to the new device or application	38	49	33	30	41	38	38	37	40	38	40	39	34	38	41	36
Store the data in the cloud or on my personal network drive for possible later use	28	36	28	23	22	32	24	30	28	24	28	30	24	25	33	30
Print out the data for myself for possible later use	19	14	21	19	19	21	16	20	21	15	16	20	21	20	16	18
Erase the data or request some other party to erase it	34	38	31	35	33	34	35	33	38	33	36	34	33	32	36	39
Nothing, I don't need the data	11	8	13	12	12	11	11	10	11	12	12	9	12	11	12	9
I can't say	6	5	5	8	6	5	7	7	6	5	6	5	5	6	4	5

What would you like to do with your previously collected personal data when you stop using a device, application or information system or switch to a different one? 3/4

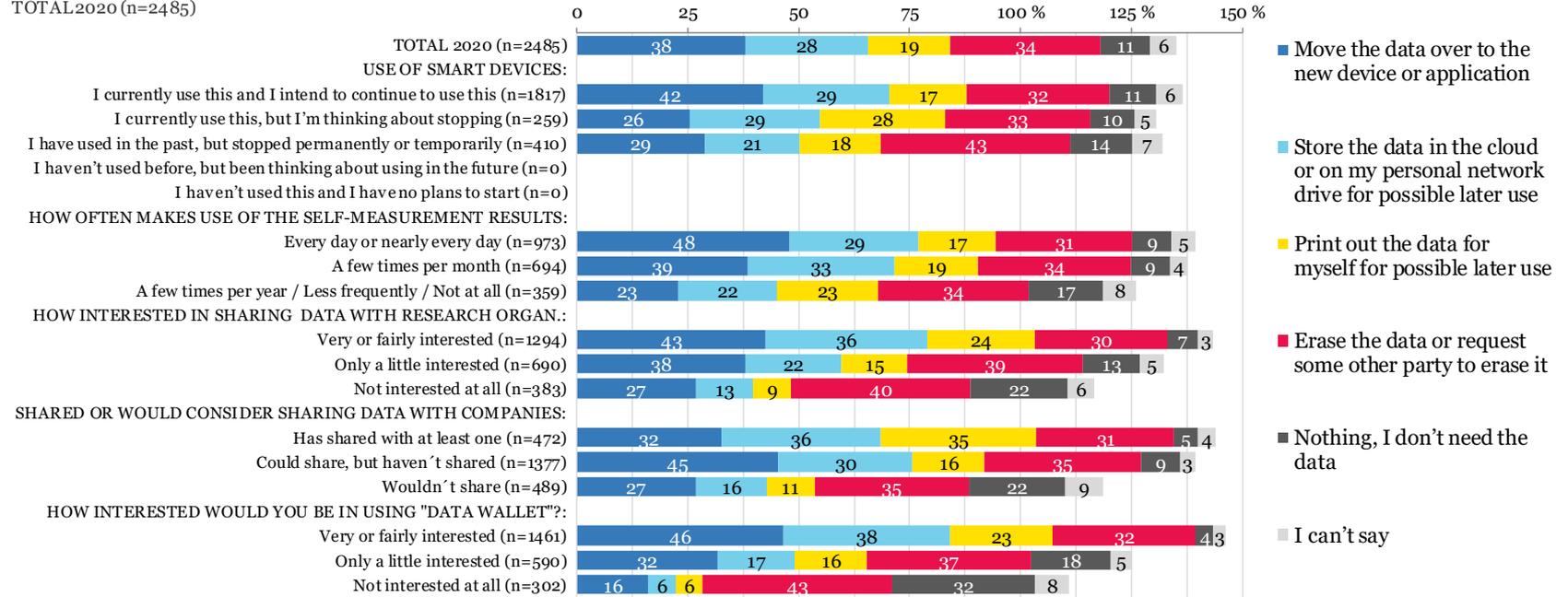
TOTAL2020 (n=2485)



Current and former users

What would you like to do with your previously collected personal data when you stop using a device, application or information system or switch to a different one? 4/4

TOTAL2020 (n=2485)

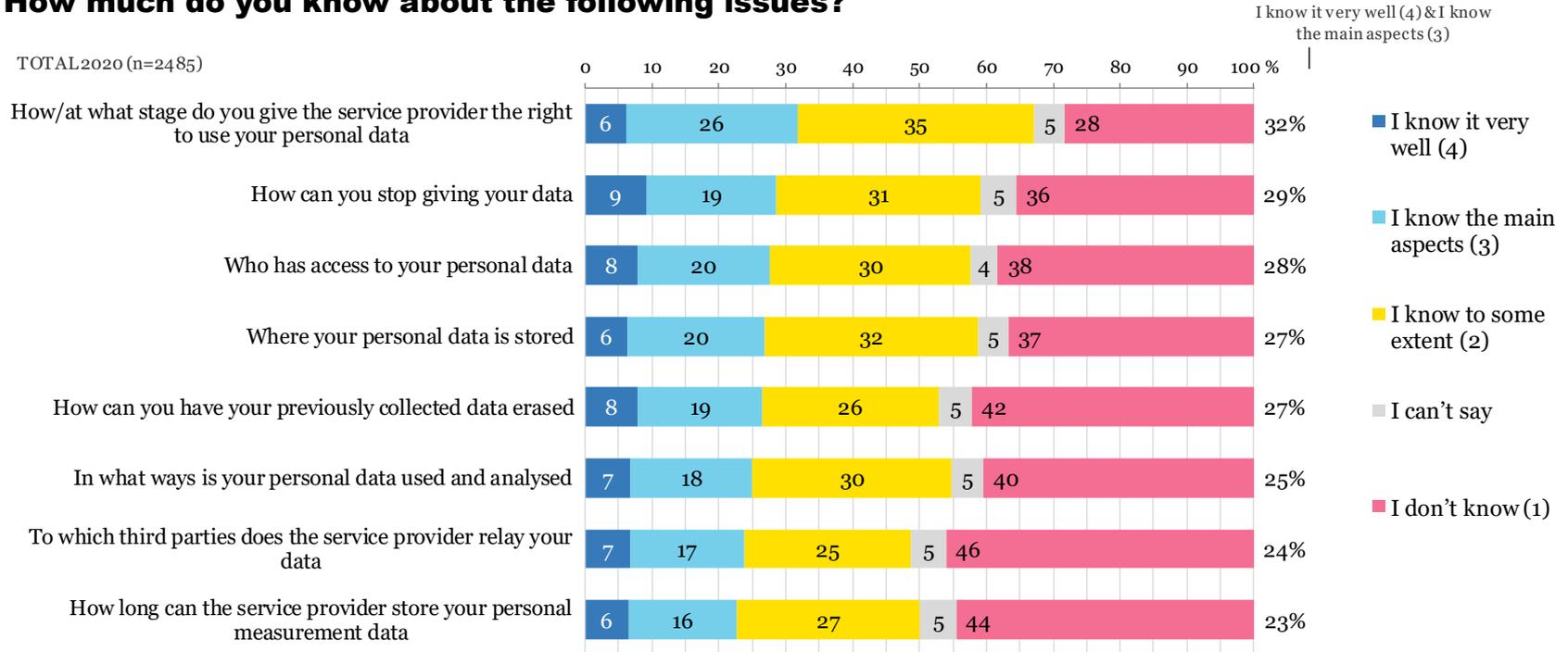


Current and former users

Do you know what happens to your self-measurement data when you use smart measurement devices that transmit data wirelessly to a smartphone, cloud, other remote service or application? 1/18

How much do you know about the following issues?

TOTAL2020 (n=2485)



Current and former users

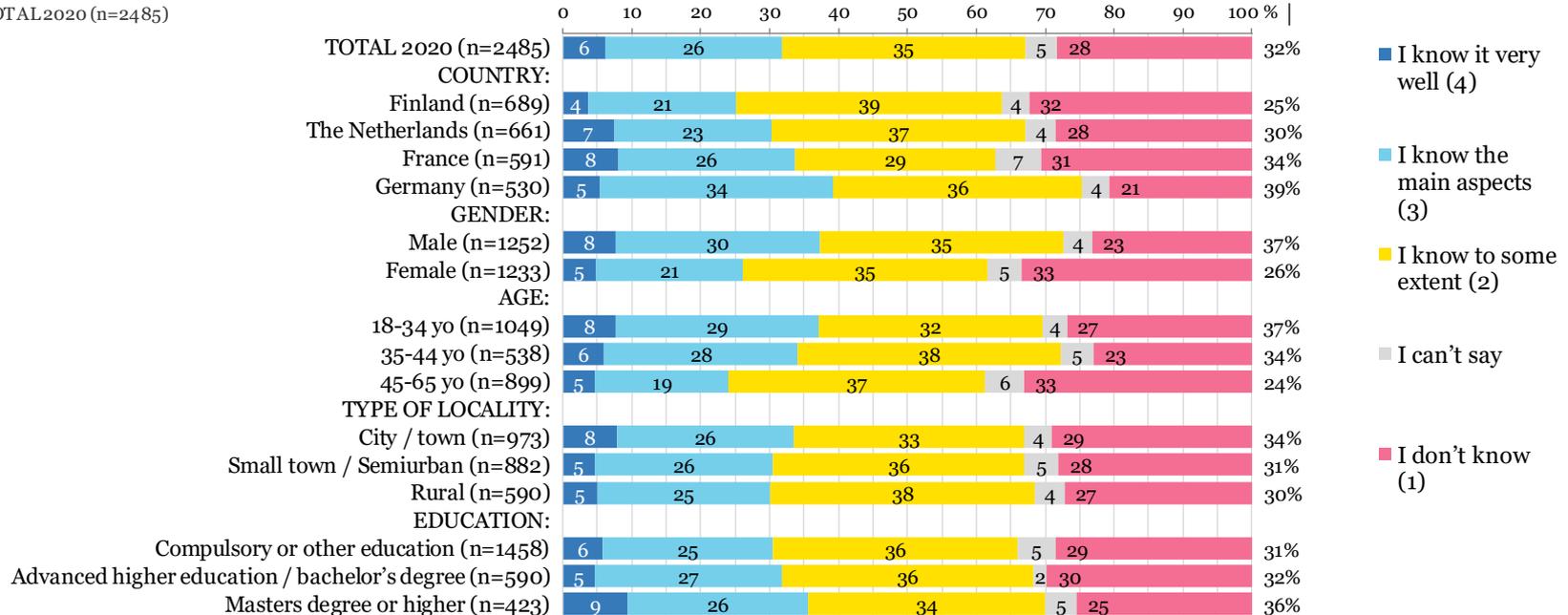
Do you know what happens to your self-measurement data when you use smart measurement devices that transmit data wirelessly to a smartphone, cloud, other remote service or application? 2/18

How much do you know about the following issues?

How/at what stage do you give the service provider the right to use your personal data

TOTAL 2020 (n=2485)

I know it very well (4) & I know the main aspects (3)



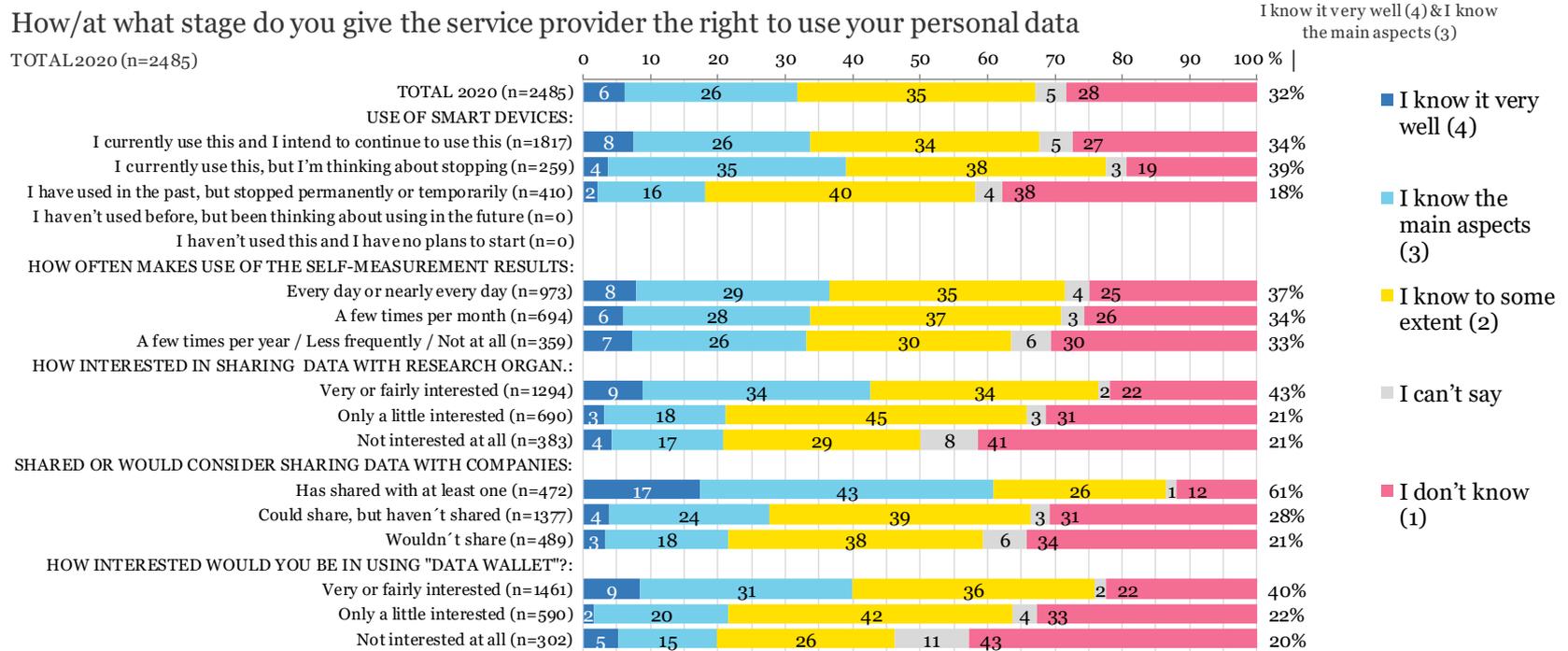
Current and former users

Do you know what happens to your self-measurement data when you use smart measurement devices that transmit data wirelessly to a smartphone, cloud, other remote service or application? 3/18

How much do you know about the following issues?

How/at what stage do you give the service provider the right to use your personal data

TOTAL 2020 (n=2485)



Current and former users

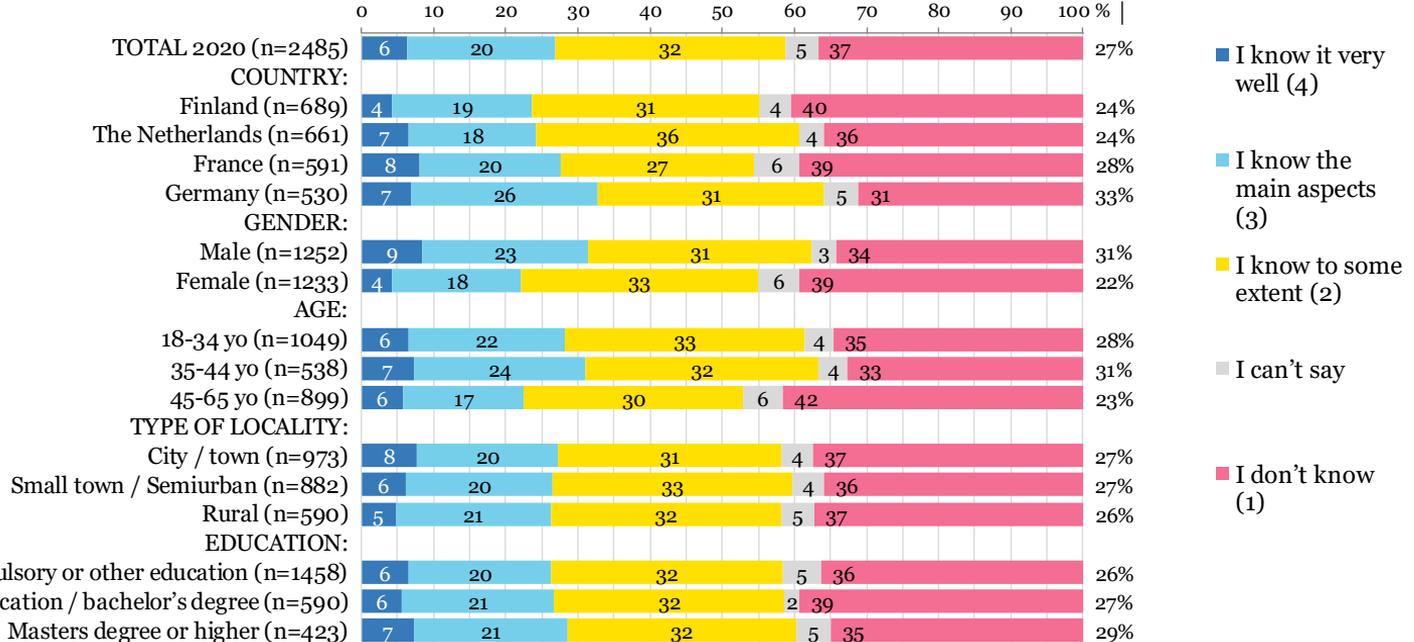
Do you know what happens to your self-measurement data when you use smart measurement devices that transmit data wirelessly to a smartphone, cloud, other remote service or application? 4/18

How much do you know about the following issues?

Where your personal data is stored

TOTAL 2020 (n=2485)

I know it very well (4) & I know the main aspects (3)



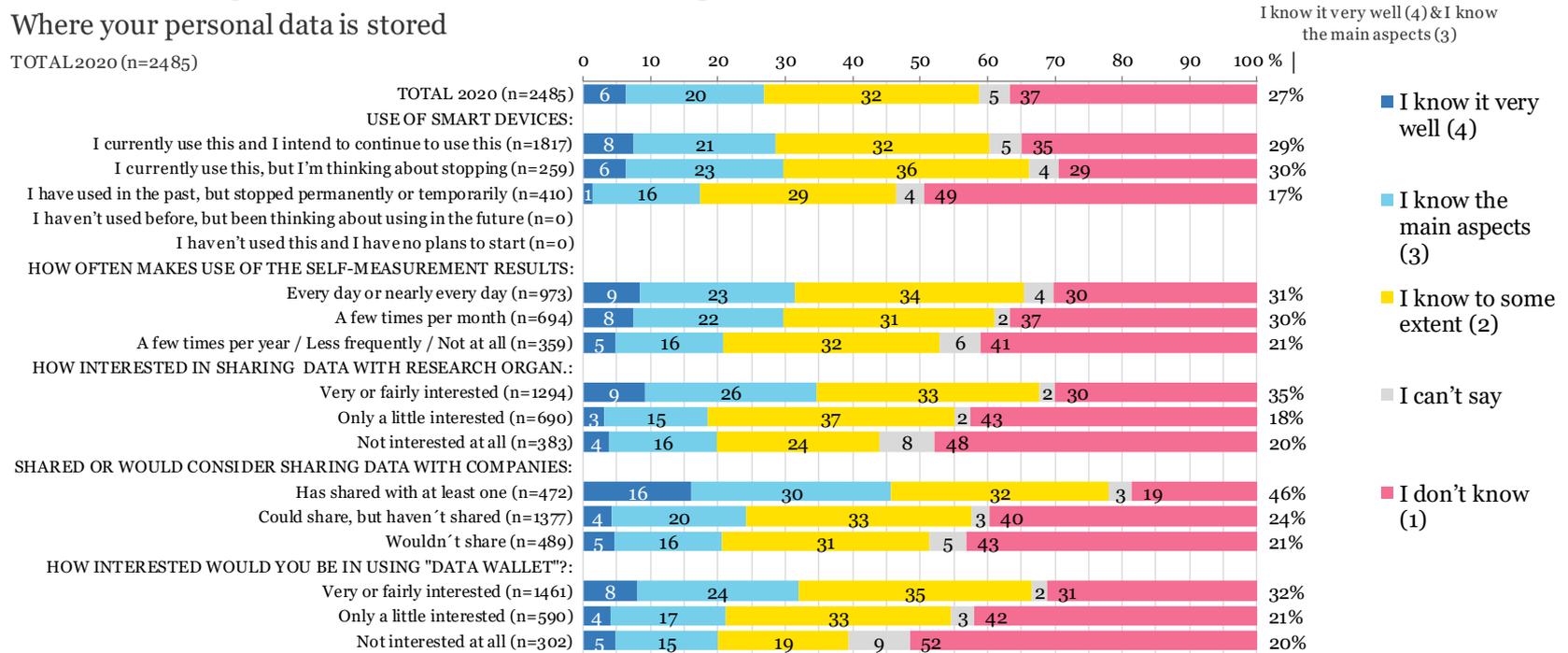
Current and former users

Do you know what happens to your self-measurement data when you use smart measurement devices that transmit data wirelessly to a smartphone, cloud, other remote service or application? 5/18

How much do you know about the following issues?

Where your personal data is stored

TOTAL 2020 (n=2485)



Current and former users

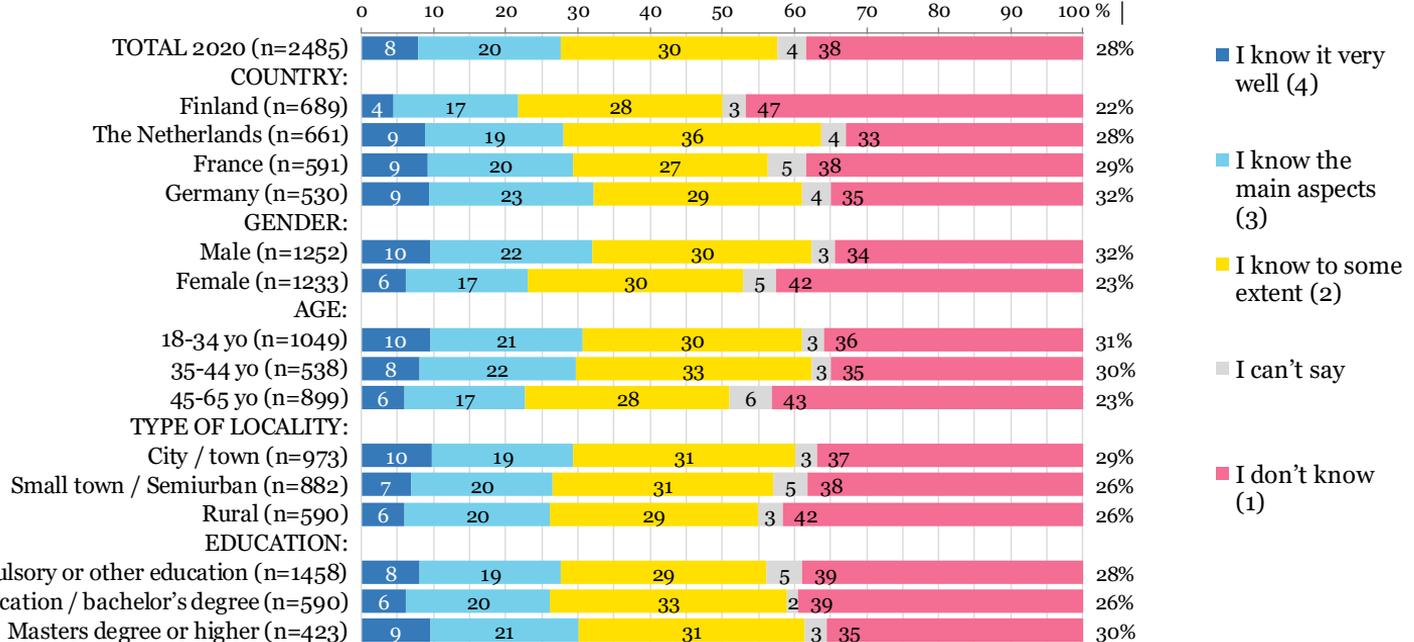
Do you know what happens to your self-measurement data when you use smart measurement devices that transmit data wirelessly to a smartphone, cloud, other remote service or application? 6/18

How much do you know about the following issues?

Who has access to your personal data

TOTAL 2020 (n=2485)

I know it very well (4) & I know the main aspects (3)



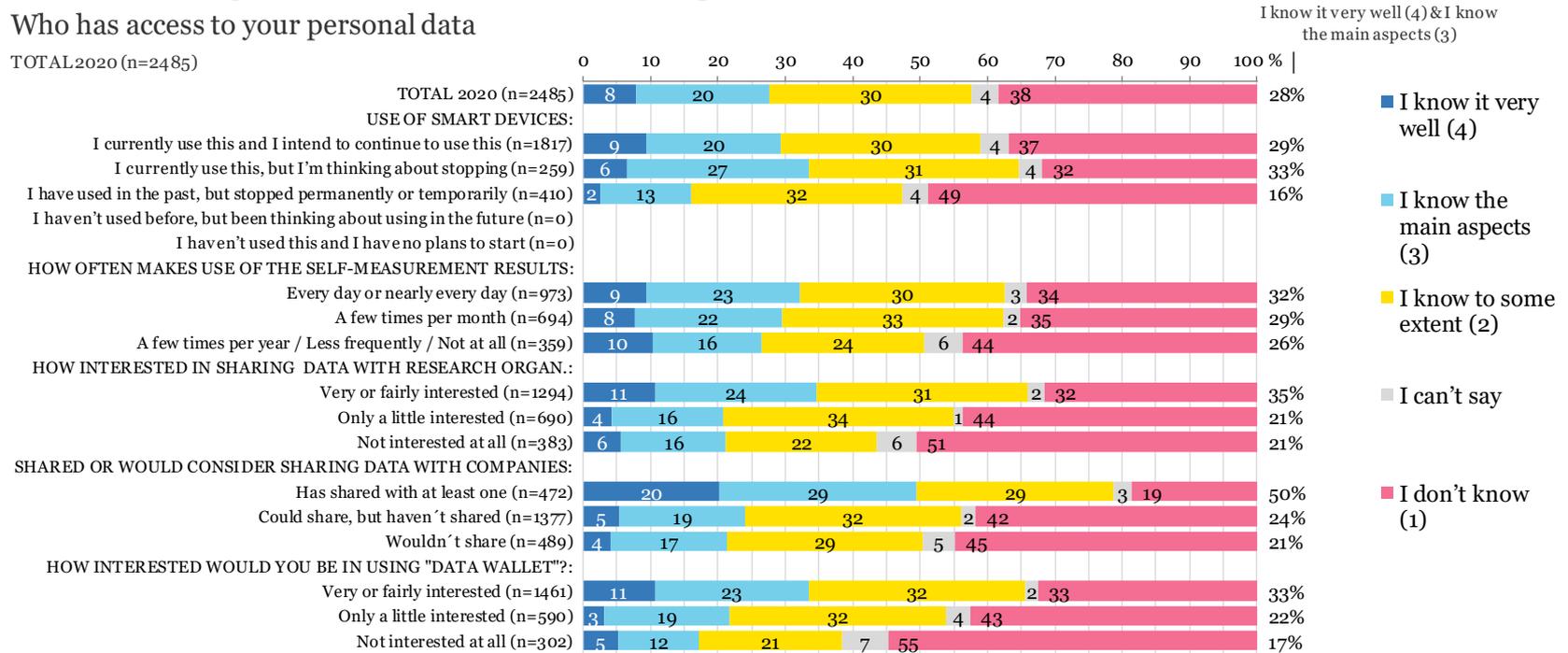
Current and former users

Do you know what happens to your self-measurement data when you use smart measurement devices that transmit data wirelessly to a smartphone, cloud, other remote service or application? 7/18

How much do you know about the following issues?

Who has access to your personal data

TOTAL 2020 (n=2485)



Current and former users

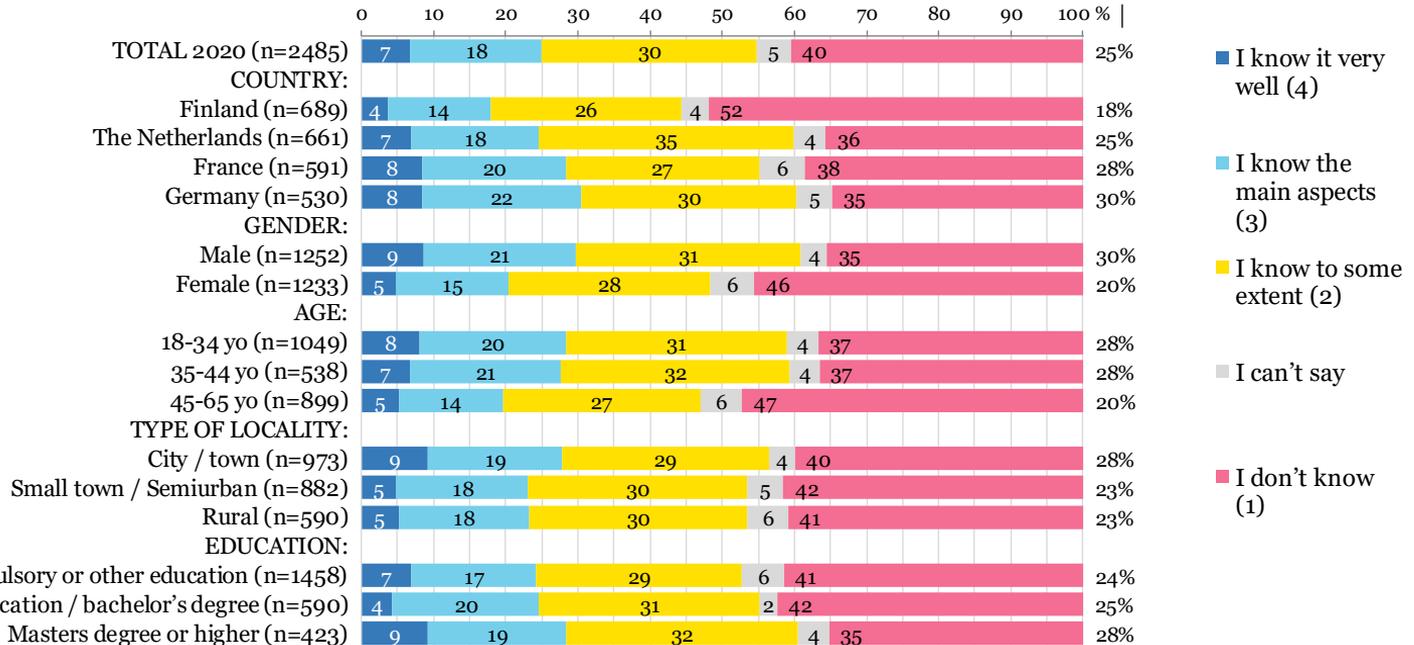
Do you know what happens to your self-measurement data when you use smart measurement devices that transmit data wirelessly to a smartphone, cloud, other remote service or application? 8/18

How much do you know about the following issues?

In what ways is your personal data used and analysed

TOTAL 2020 (n=2485)

I know it very well (4) & I know the main aspects (3)



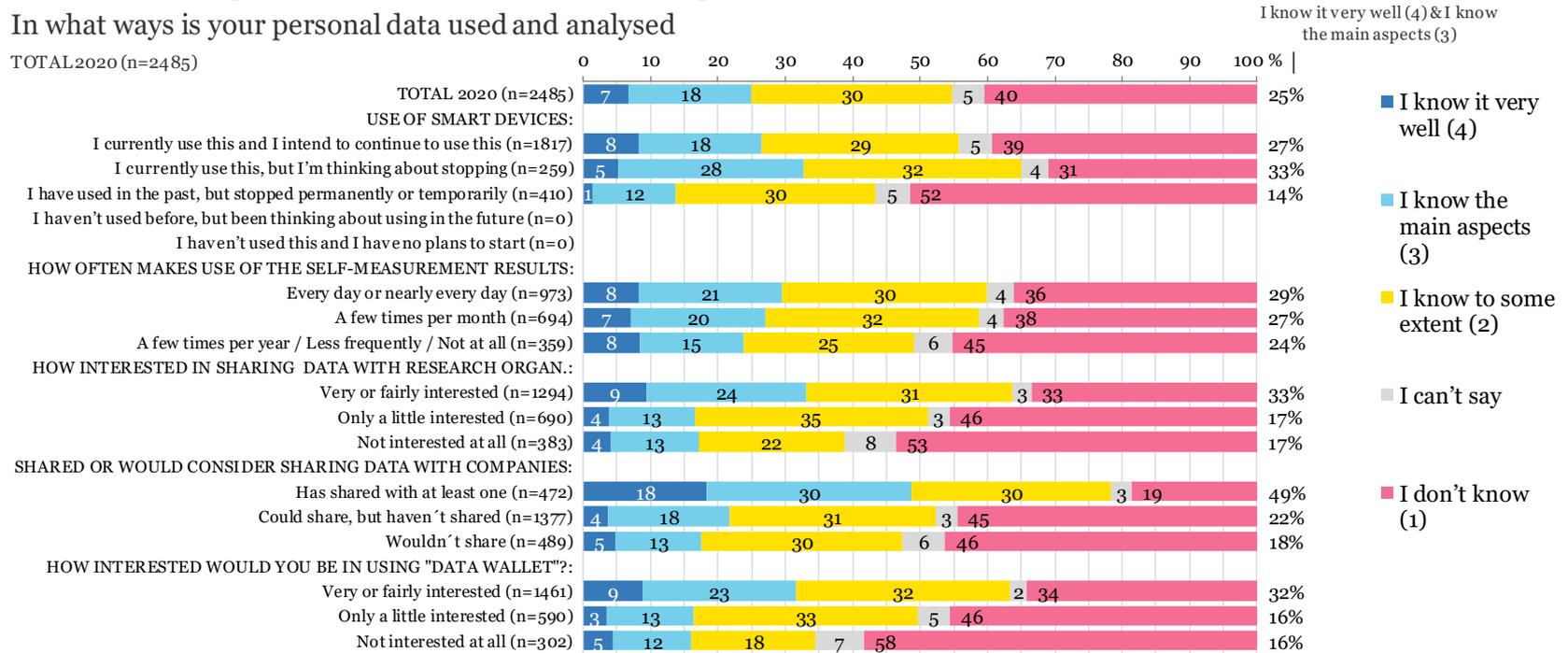
Current and former users

Do you know what happens to your self-measurement data when you use smart measurement devices that transmit data wirelessly to a smartphone, cloud, other remote service or application? 9/18

How much do you know about the following issues?

In what ways is your personal data used and analysed

TOTAL 2020 (n=2485)



Current and former users

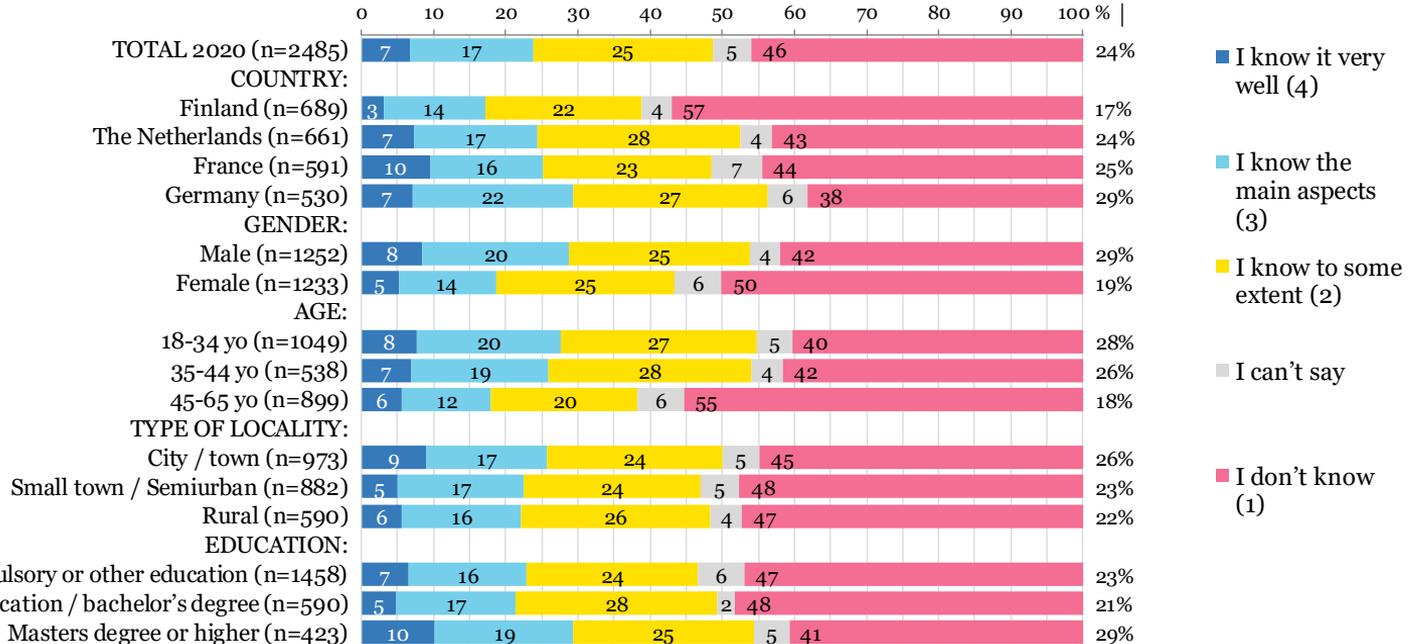
Do you know what happens to your self-measurement data when you use smart measurement devices that transmit data wirelessly to a smartphone, cloud, other remote service or application? 10/18

How much do you know about the following issues?

To which third parties does the service provider relay your data

TOTAL2020 (n=2485)

I know it very well (4) & I know the main aspects (3)



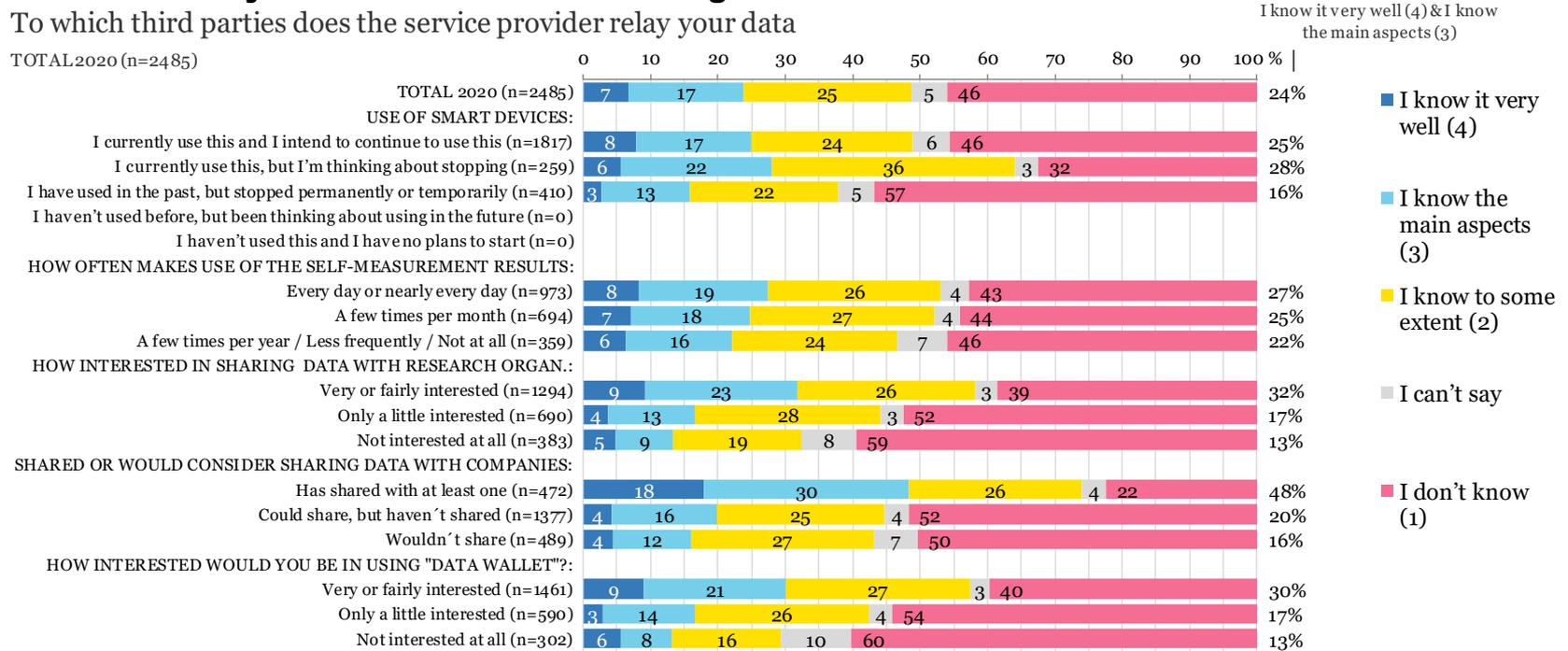
Current and former users

Do you know what happens to your self-measurement data when you use smart measurement devices that transmit data wirelessly to a smartphone, cloud, other remote service or application? 11/18

How much do you know about the following issues?

To which third parties does the service provider relay your data

TOTAL 2020 (n=2485)



Current and former users

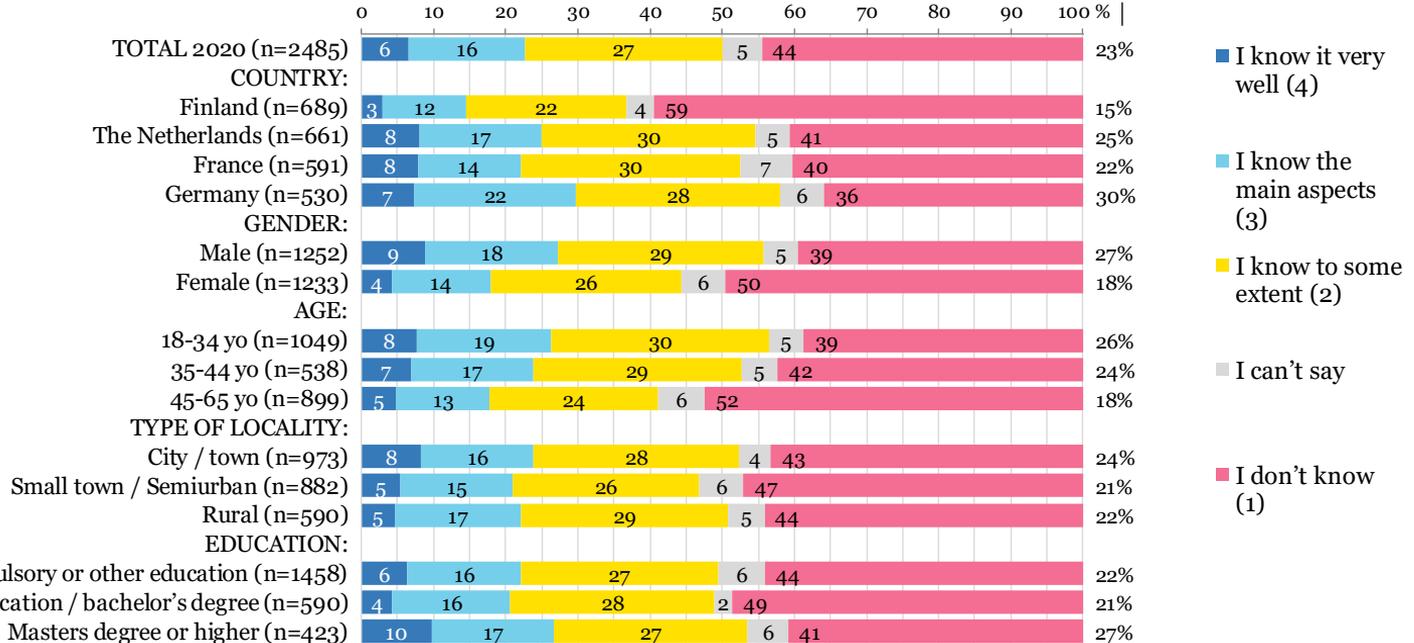
Do you know what happens to your self-measurement data when you use smart measurement devices that transmit data wirelessly to a smartphone, cloud, other remote service or application? 12/18

How much do you know about the following issues?

How long can the service provider store your personal measurement data

TOTAL 2020 (n=2485)

I know it very well (4) & I know the main aspects (3)



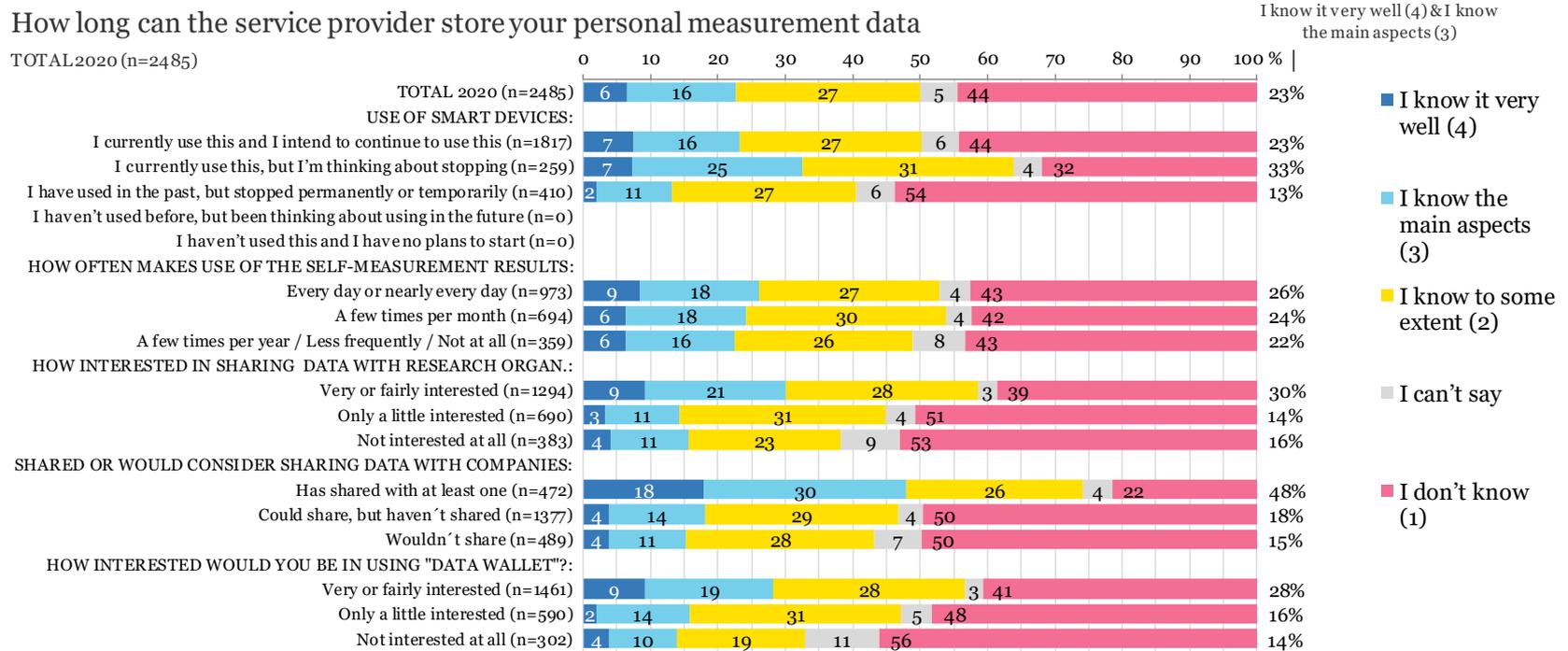
Current and former users

Do you know what happens to your self-measurement data when you use smart measurement devices that transmit data wirelessly to a smartphone, cloud, other remote service or application? 13/18

How much do you know about the following issues?

How long can the service provider store your personal measurement data

TOTAL 2020 (n=2485)



Current and former users

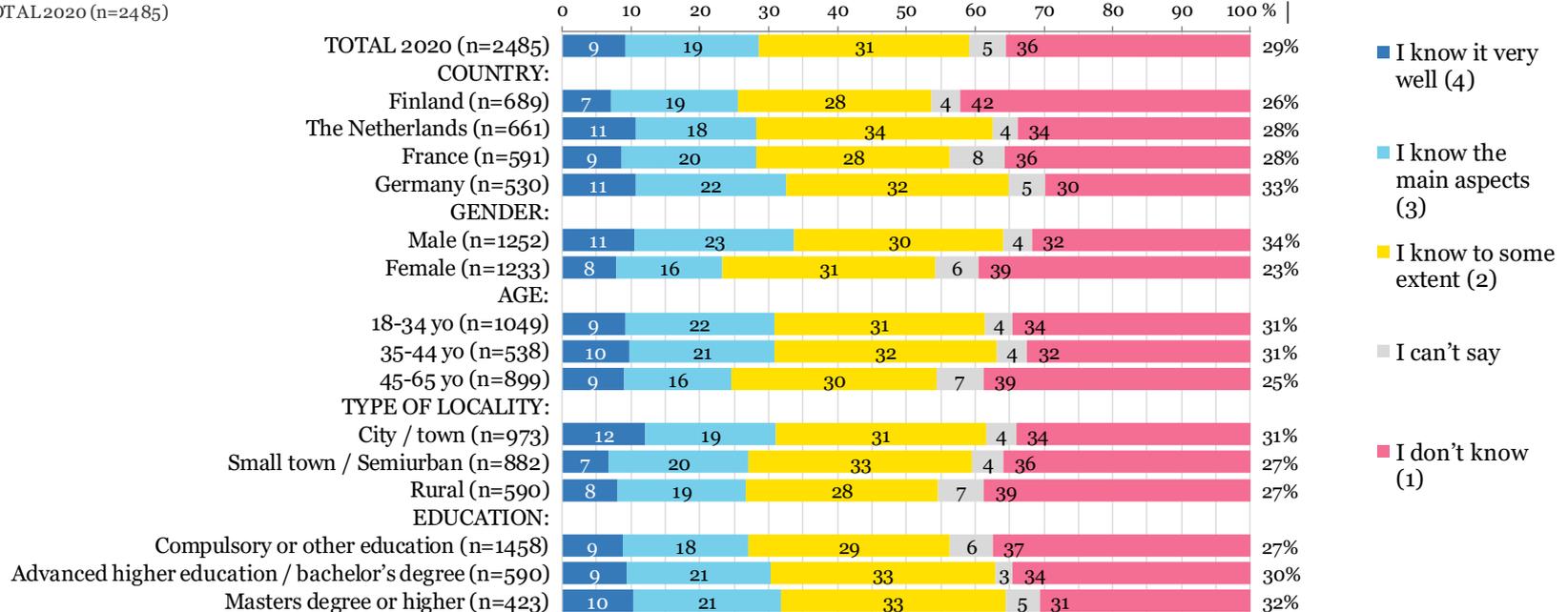
Do you know what happens to your self-measurement data when you use smart measurement devices that transmit data wirelessly to a smartphone, cloud, other remote service or application? 14/18

How much do you know about the following issues?

How can you stop giving your data

TOTAL 2020 (n=2485)

I know it very well (4) & I know the main aspects (3)



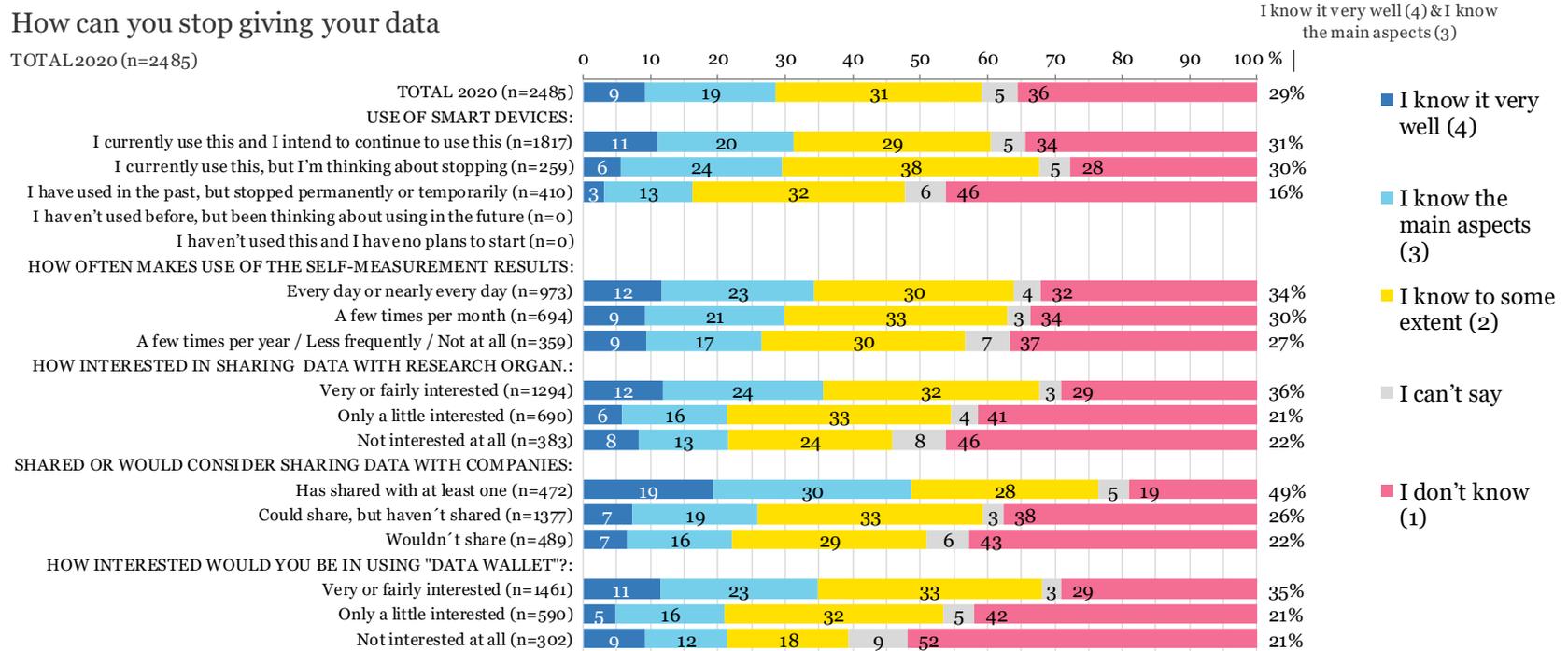
Current and former users

Do you know what happens to your self-measurement data when you use smart measurement devices that transmit data wirelessly to a smartphone, cloud, other remote service or application? 15/18

How much do you know about the following issues?

How can you stop giving your data

TOTAL 2020 (n=2485)



Current and former users

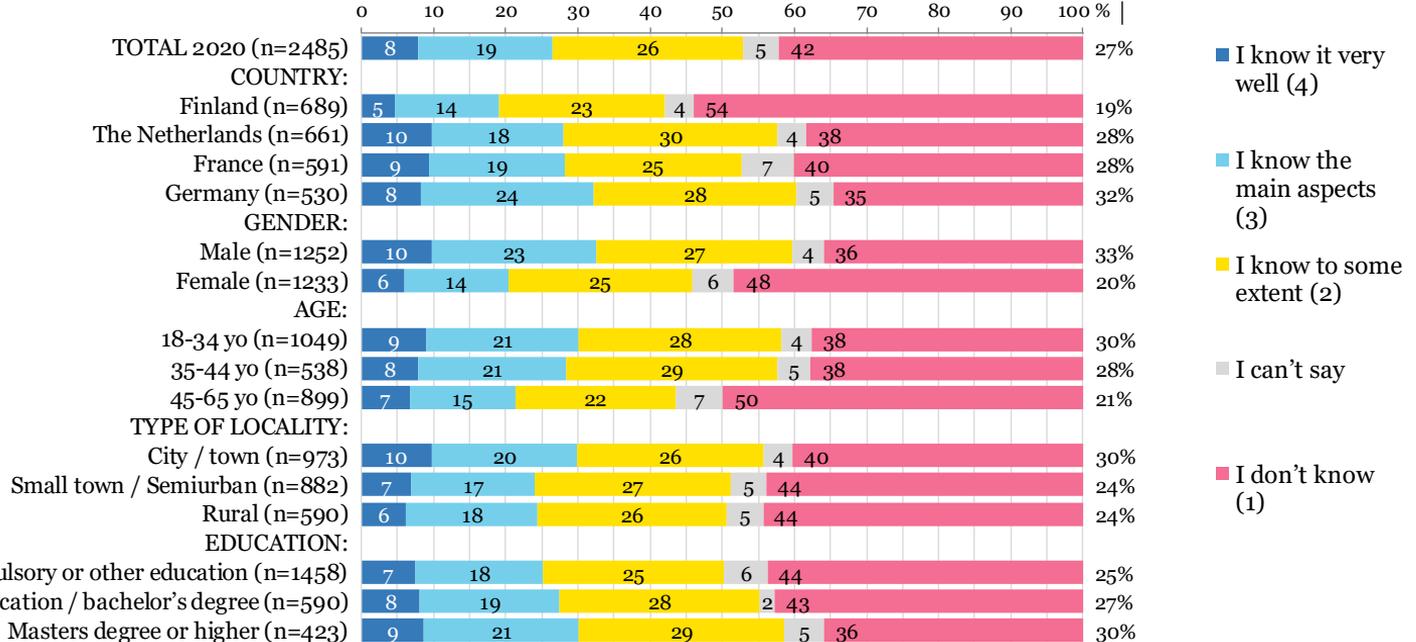
Do you know what happens to your self-measurement data when you use smart measurement devices that transmit data wirelessly to a smartphone, cloud, other remote service or application? 16/18

How much do you know about the following issues?

How can you have your previously collected data erased

TOTAL 2020 (n=2485)

I know it very well (4) & I know the main aspects (3)



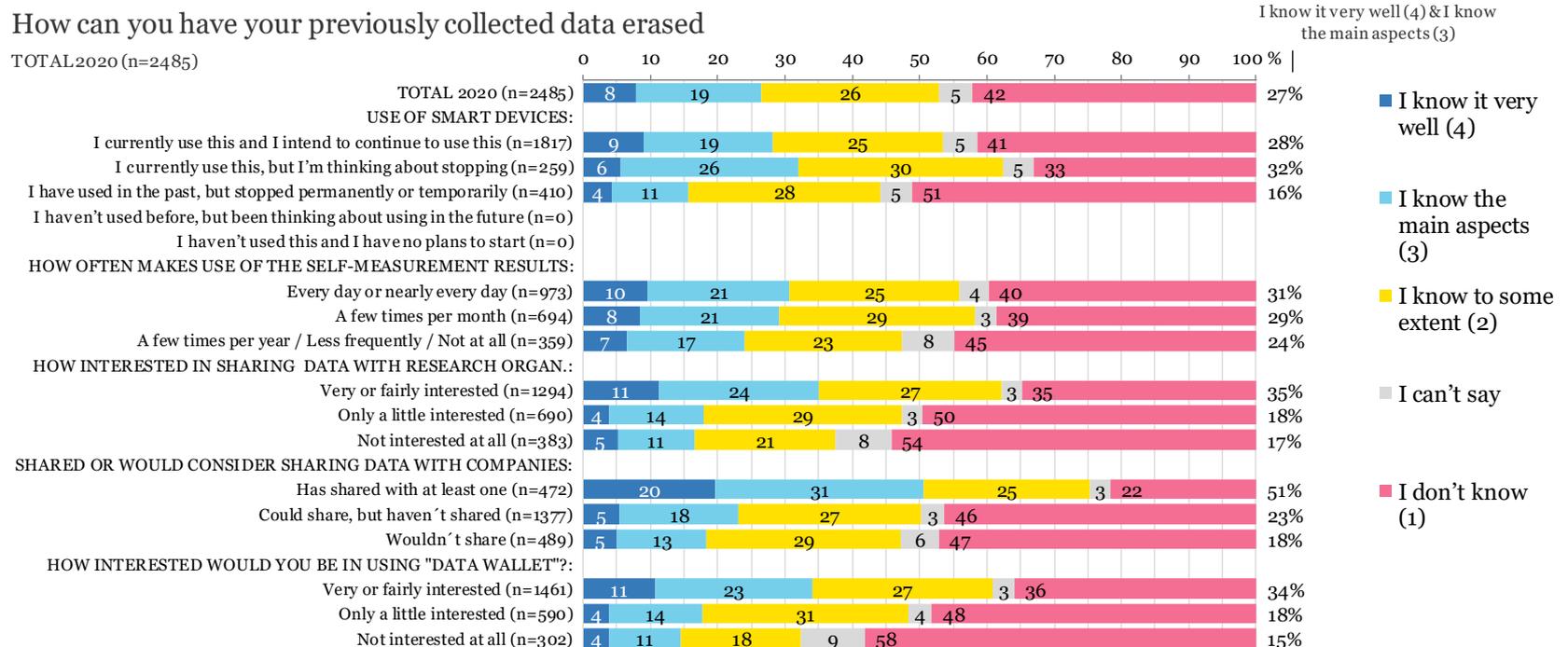
Current and former users

Do you know what happens to your self-measurement data when you use smart measurement devices that transmit data wirelessly to a smartphone, cloud, other remote service or application? 17/18

How much do you know about the following issues?

How can you have your previously collected data erased

TOTAL 2020 (n=2485)



Current and former users

Do you know what happens to your self-measurement data when you use smart measurement devices that transmit data wirelessly to a smartphone, cloud, other remote service or application? 18/18

How much do you know about the following issues?

INFORMATION MANAGEMENT

Difference to Total-avg.

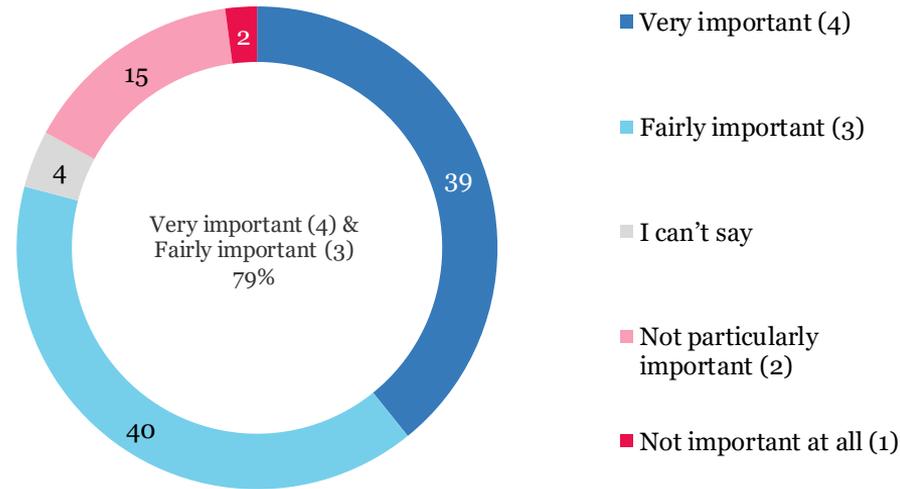
+0,15 >
+0,10 - +0,14
-0,09 - +0,09
-0,10 - -0,14
-0,15 >

Do you know what happens to your self-measurement data when you use smart measurement devices that transmit data wirelessly to a smartphone, cloud, other remote service or application? How much do you know about the following issues? I don't know (1) I know it very well (4)	TOTAL 2020 (n=2485)	Finland (n=689)	The Netherlands (n=661)	France (n=591)	Germany (n=530)	Male (n=1252)	Female (n=1233)	18-34 yo (n=1049)	35-44 yo (n=538)	45-65 yo (n=899)	City / town (n=973)	Small town / Semiurban (n=882)	Rural (n=590)	Compulsory or other education (n=1458)	Advanced higher education / bachelor's degree (n=590)	Masters degree or higher (n=423)
How/at what stage do you give the service provider the right to use your personal data	2,10	1,96	2,10	2,12	2,25	2,23	1,98	2,19	2,18	1,95	2,13	2,07	2,08	2,08	2,07	2,21
How can you stop giving your data	2,02	1,90	2,05	2,01	2,14	2,13	1,91	2,06	2,09	1,94	2,09	1,98	1,96	1,98	2,05	2,12
Who has access to your personal data	1,97	1,79	2,04	2,00	2,07	2,07	1,86	2,04	2,03	1,85	2,02	1,95	1,90	1,97	1,93	2,04
Where your personal data is stored	1,96	1,87	1,95	1,96	2,09	2,06	1,86	2,00	2,06	1,86	1,97	1,97	1,93	1,96	1,93	2,01
How can you have your previously collected data erased	1,92	1,69	2,00	1,97	2,06	2,07	1,77	2,02	1,98	1,76	1,99	1,87	1,86	1,88	1,93	2,03
In what ways is your personal data used and analysed	1,91	1,68	1,96	1,98	2,04	2,03	1,78	2,00	1,98	1,76	1,97	1,86	1,87	1,89	1,86	2,02
How long can the service provider store your personal measurement data	1,84	1,56	1,92	1,89	2,01	1,96	1,71	1,95	1,88	1,68	1,88	1,78	1,82	1,83	1,76	1,95
To which third parties does the service provider relay your data	1,84	1,62	1,88	1,89	1,98	1,95	1,72	1,95	1,91	1,66	1,89	1,79	1,80	1,81	1,77	1,99

Current and former users

How important is it to you to have your previously collected personal data erased from a device, application or information system when you stop using it? 1/3

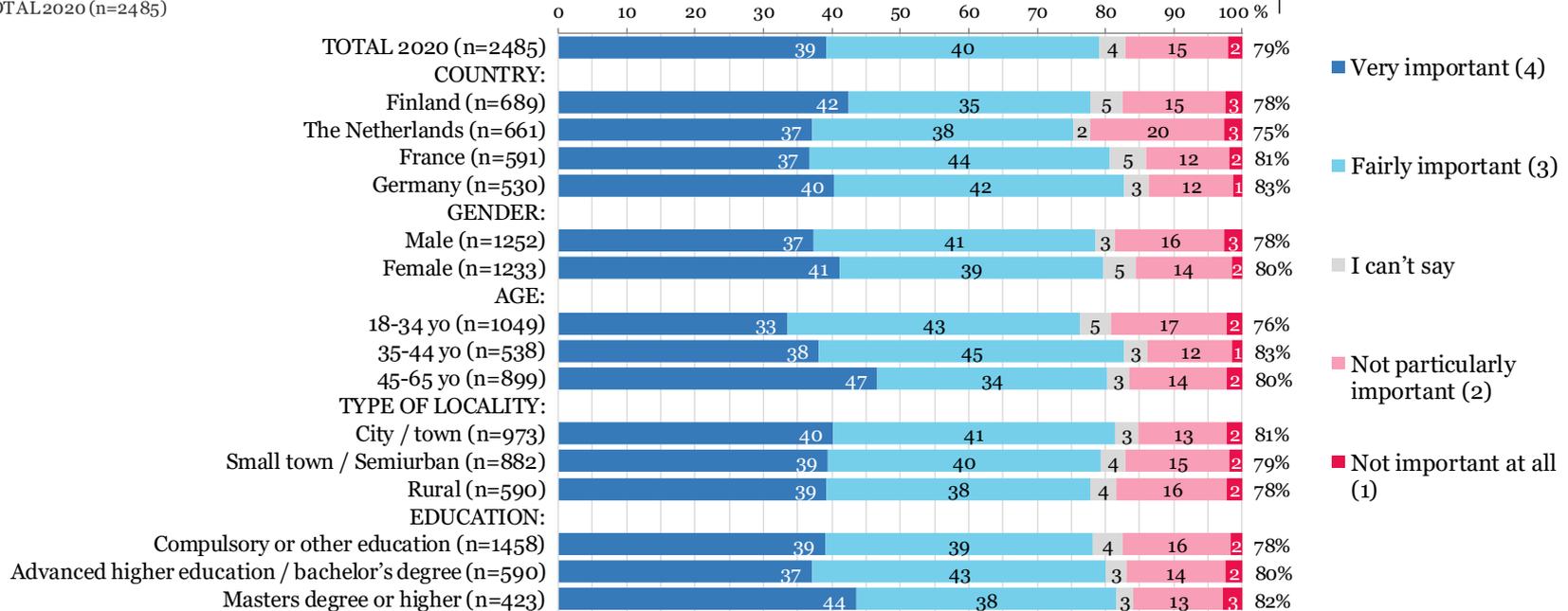
TOTAL 2020 (n=2485)



How important is it to you to have your previously collected personal data erased from a device, application or information system when you stop using it? 2/3

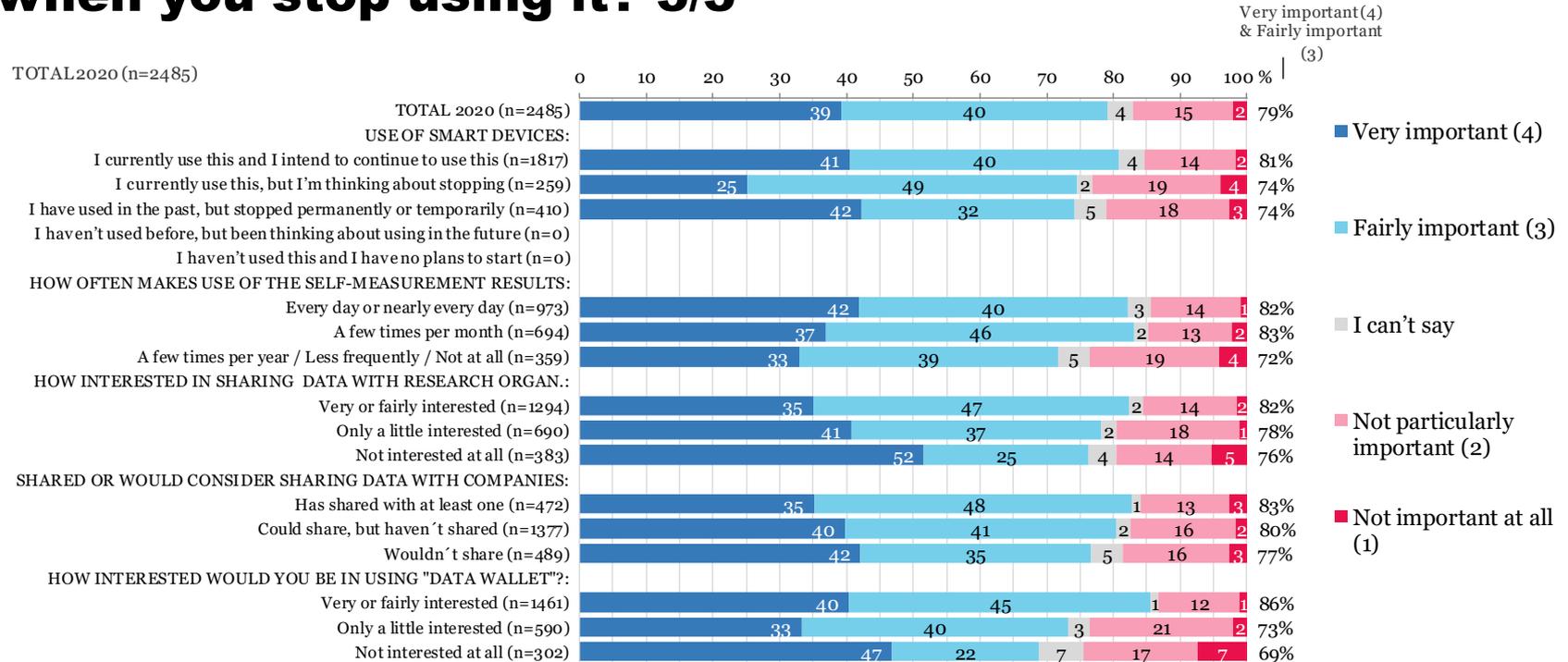
TOTAL2020 (n=2485)

Very important(4)
& Fairly important
(3)



Current and former users

How important is it to you to have your previously collected personal data erased from a device, application or information system when you stop using it? 3/3

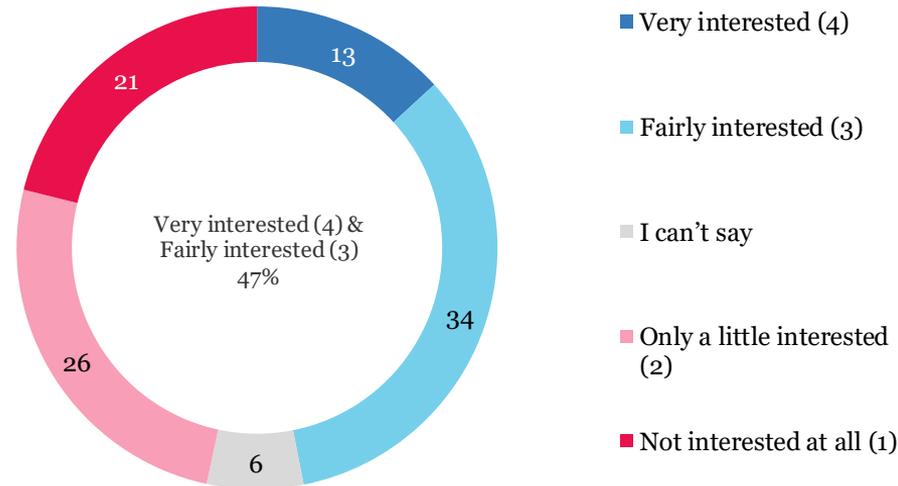


Current and former users

Imagine having your own "data wallet". This means you could collect all the measurement data you want in a single address where you could see the data collected on you and a history of how that data has been transferred. You could also give permission to various organizations to use some of your data.

How interested would you be in using this kind of "data wallet"? 1/3

TOTAL 2020 (n=4000)



All respondents

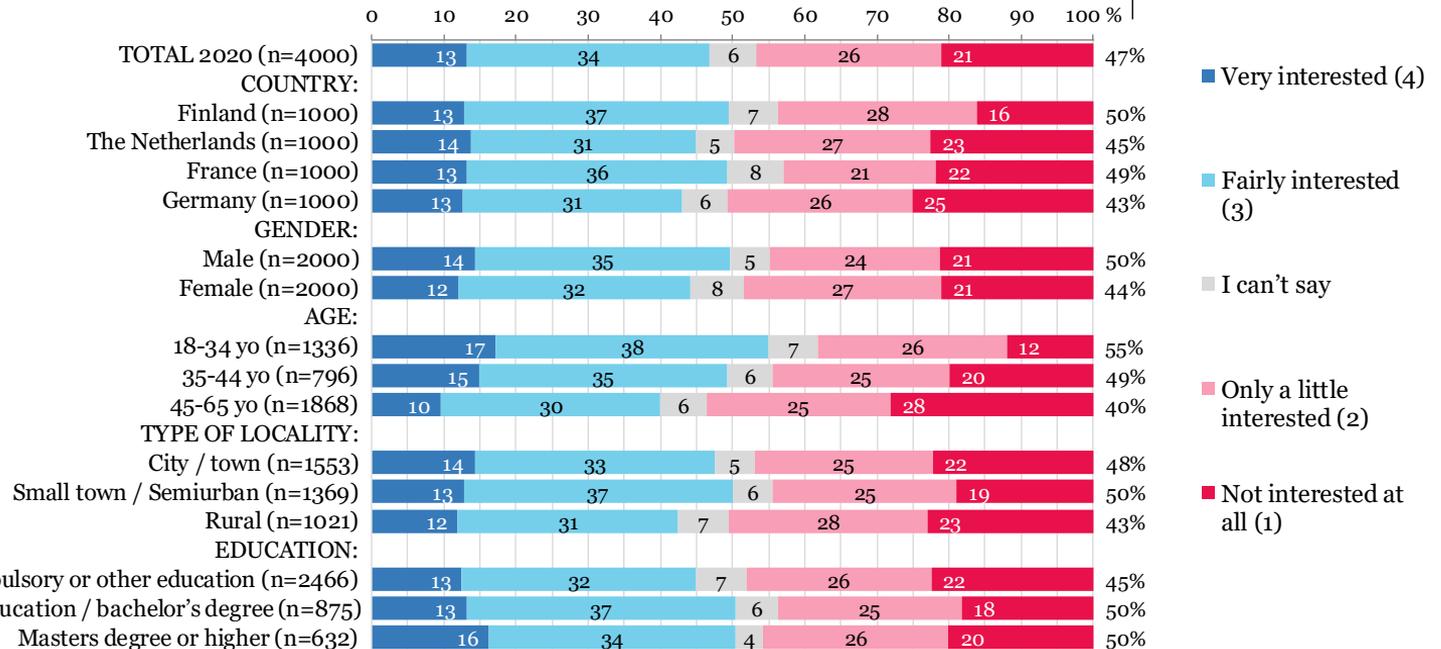
Imagine having your own "data wallet". This means you could collect all the measurement data you want in a single address where you could see the data collected on you and a history of how that data has been transferred. You could also give permission to various organizations to use some of your data.

INFORMATION MANAGEMENT

How interested would you be in using this kind of "data wallet"? 2/3

TOTAL2020 (n=4000)

Very interested (4) &
Fairly interested (3)

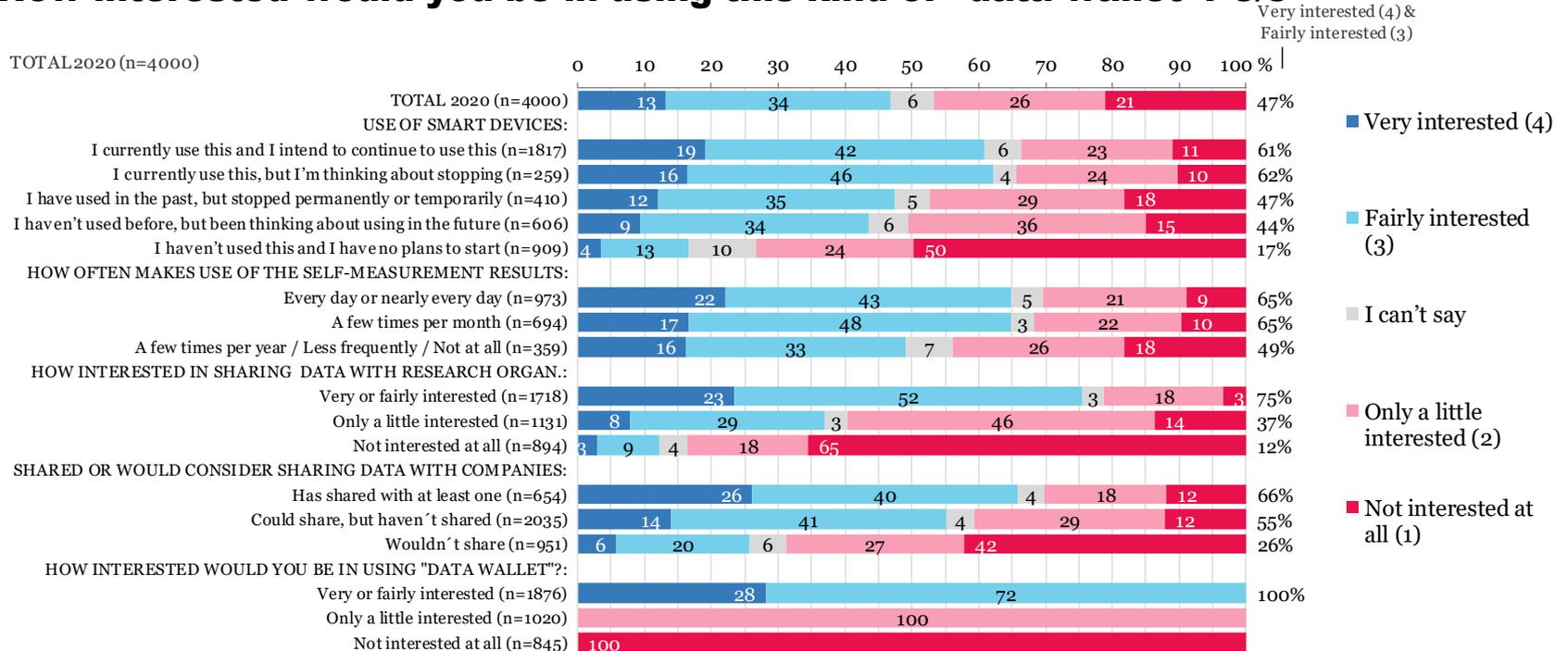


All respondents

Imagine having your own "data wallet". This means you could collect all the measurement data you want in a single address where you could see the data collected on you and a history of how that data has been transferred. You could also give permission to various organizations to use some of your data.

INFORMATION MANAGEMENT

How interested would you be in using this kind of "data wallet"? 3/3



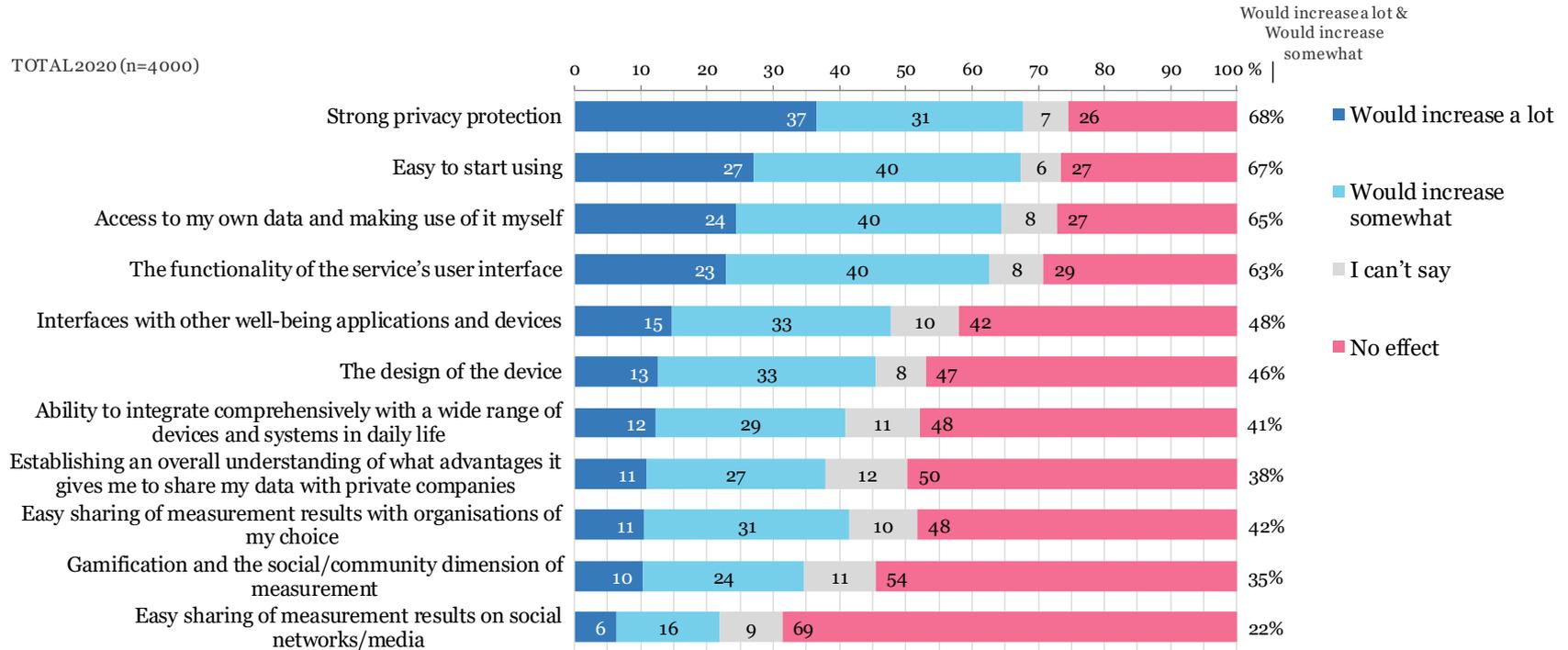
All respondents

7. MOTIVATORS AND THREATS OF MEASUREMENT

Which of the following features would increase your willingness to use smart devices for self-measurement? 1/23

MOTIVATORS AND THREATS OF MEASUREMENT

TOTAL2020 (n=4000)



All respondents

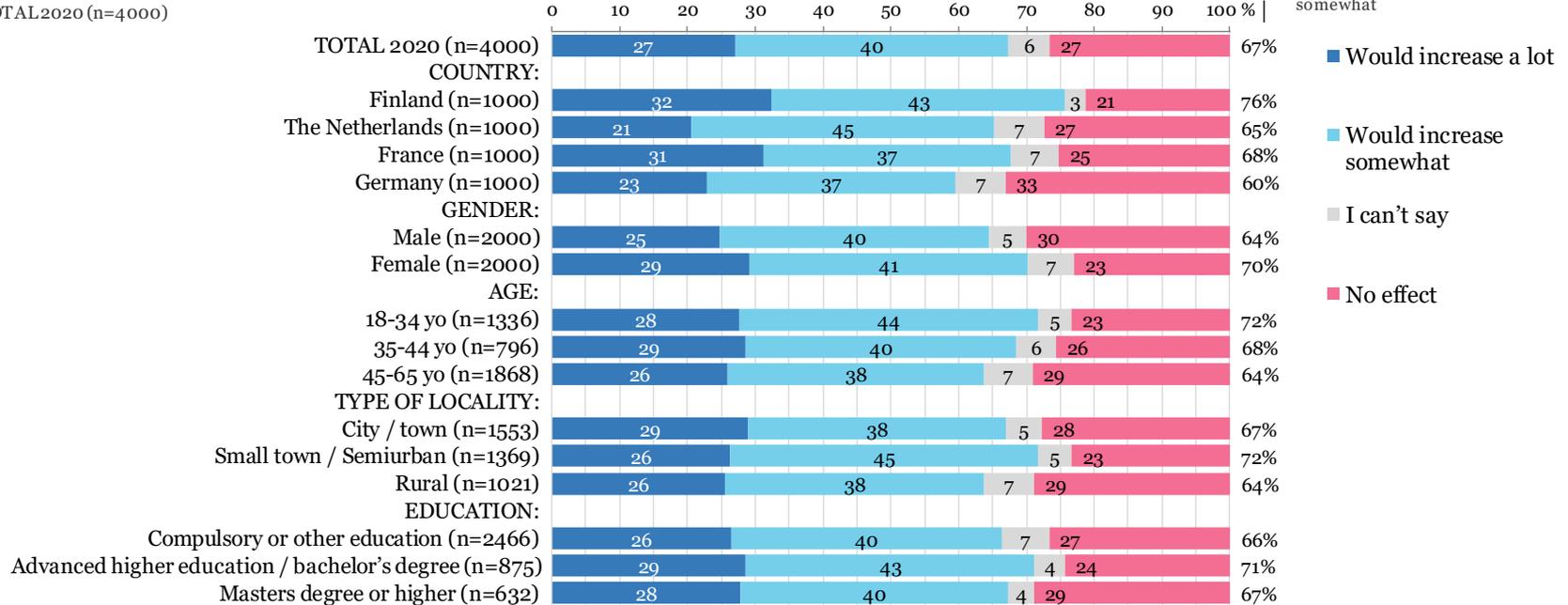
Which of the following features would increase your willingness to use smart devices for self-measurement? 2/23

MOTIVATORS AND THREATS OF MEASUREMENT

Easy to start using

TOTAL2020 (n=4000)

Would increase a lot & Would increase somewhat



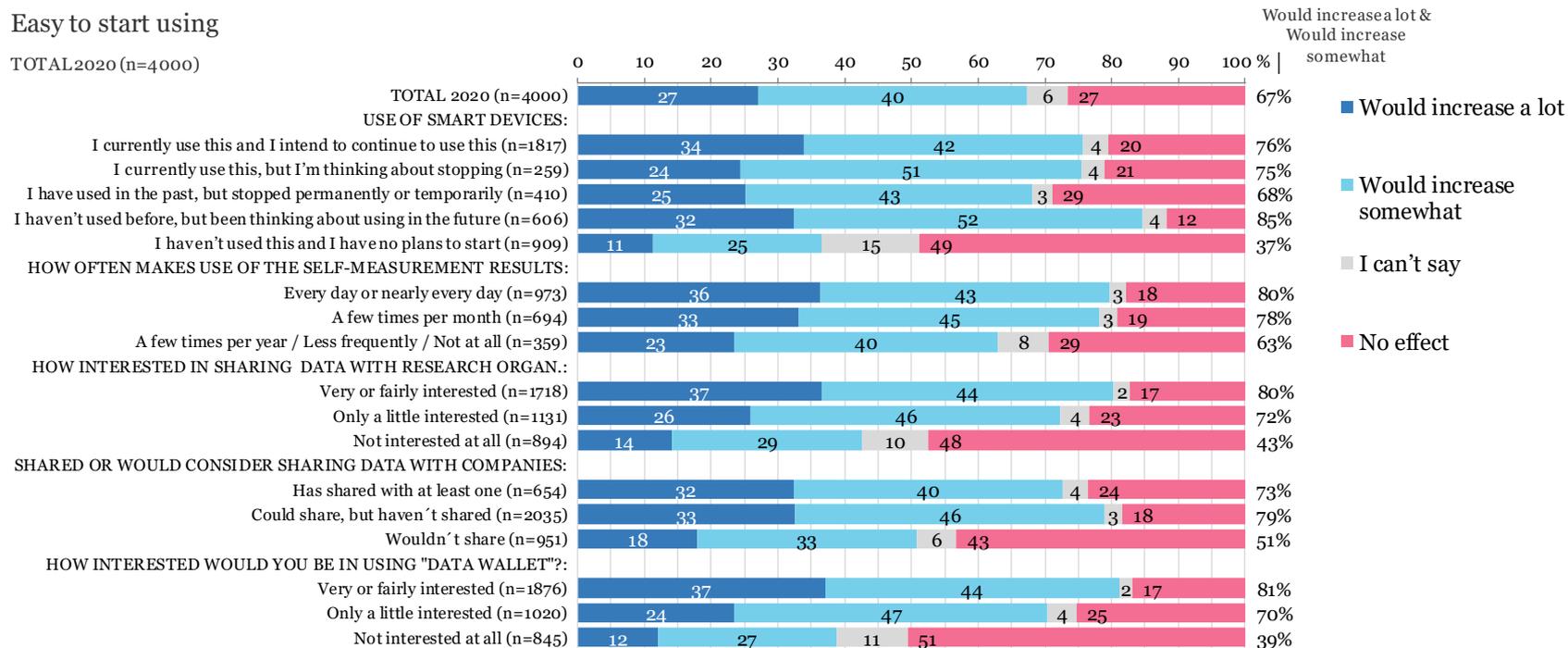
All respondents

Which of the following features would increase your willingness to use smart devices for self-measurement? 3/23

MOTIVATORS AND THREATS OF MEASUREMENT

Easy to start using

TOTAL 2020 (n=4000)



All respondents

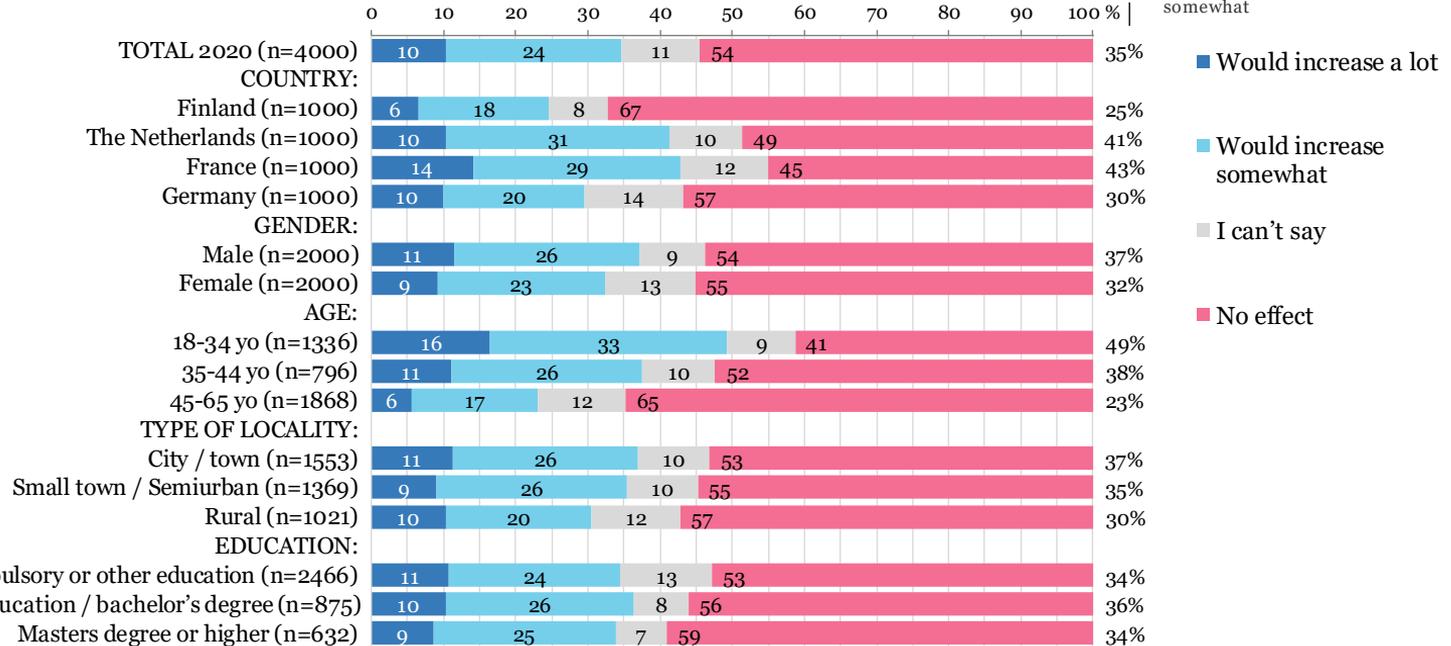
Which of the following features would increase your willingness to use smart devices for self-measurement? 4/23

MOTIVATORS AND THREATS OF MEASUREMENT

Gamification and the social/community dimension of measurement

TOTAL 2020 (n=4000)

Would increase a lot &
Would increase somewhat



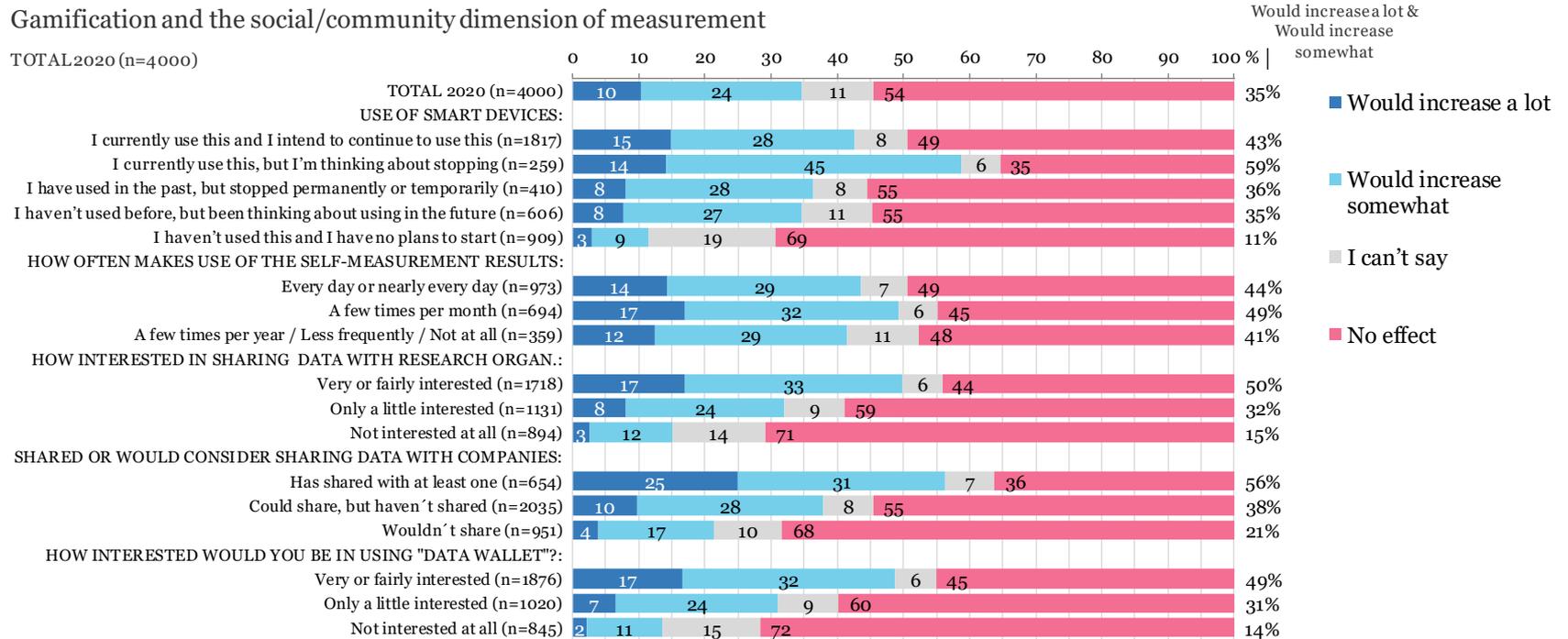
All respondents

Which of the following features would increase your willingness to use smart devices for self-measurement? 5/23

MOTIVATORS AND THREATS OF MEASUREMENT

Gamification and the social/community dimension of measurement

TOTAL 2020 (n=4000)



All respondents

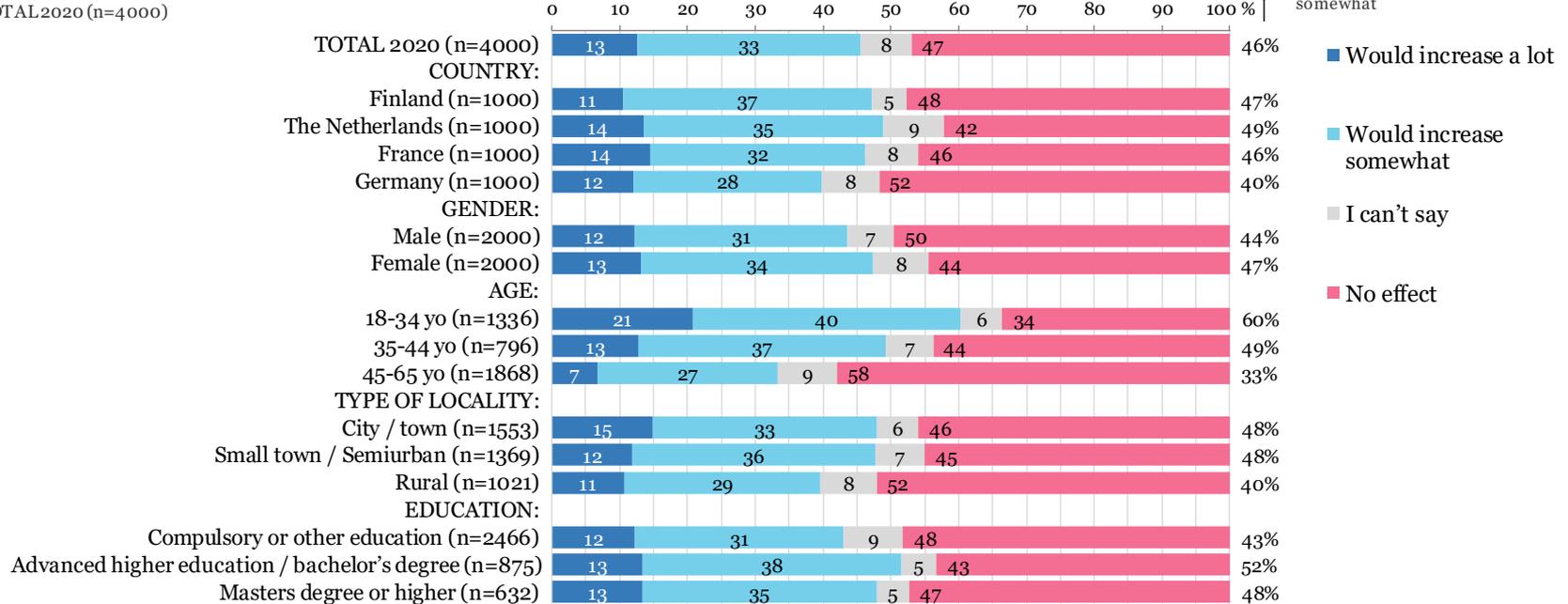
Which of the following features would increase your willingness to use smart devices for self-measurement? 6/23

MOTIVATORS AND THREATS OF MEASUREMENT

The design of the device

TOTAL 2020 (n=4000)

Would increase a lot &
Would increase somewhat



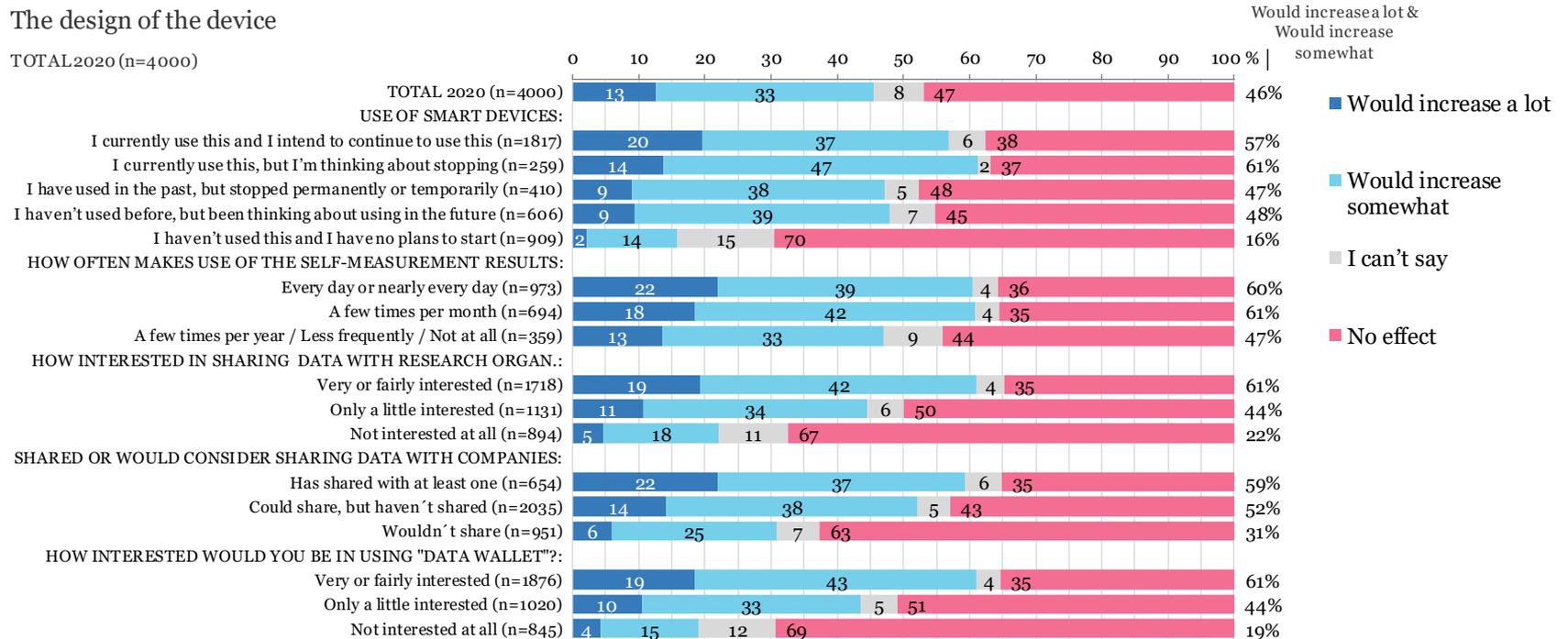
All respondents

Which of the following features would increase your willingness to use smart devices for self-measurement? 7/23

MOTIVATORS AND THREATS OF MEASUREMENT

The design of the device

TOTAL 2020 (n=4000)



All respondents

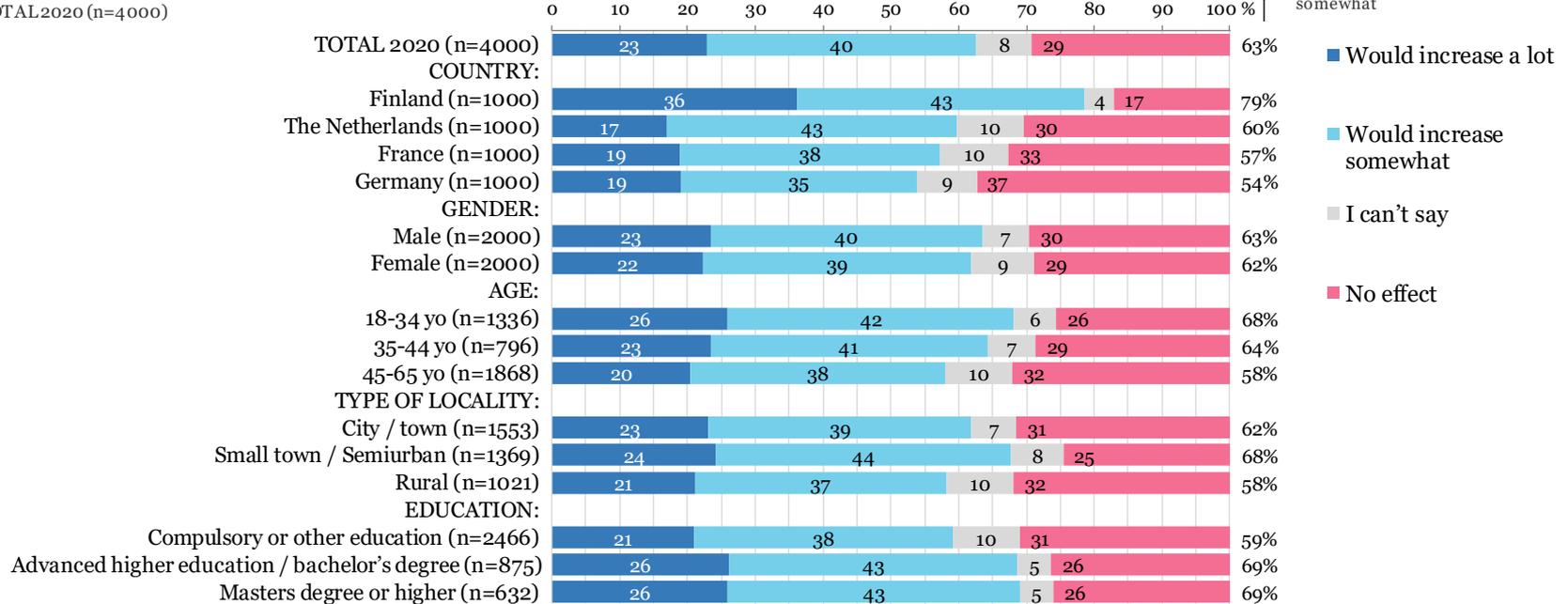
Which of the following features would increase your willingness to use smart devices for self-measurement? 8/23

MOTIVATORS AND THREATS OF MEASUREMENT

The functionality of the service's user interface

TOTAL2020 (n=4000)

Would increase a lot &
Would increase somewhat



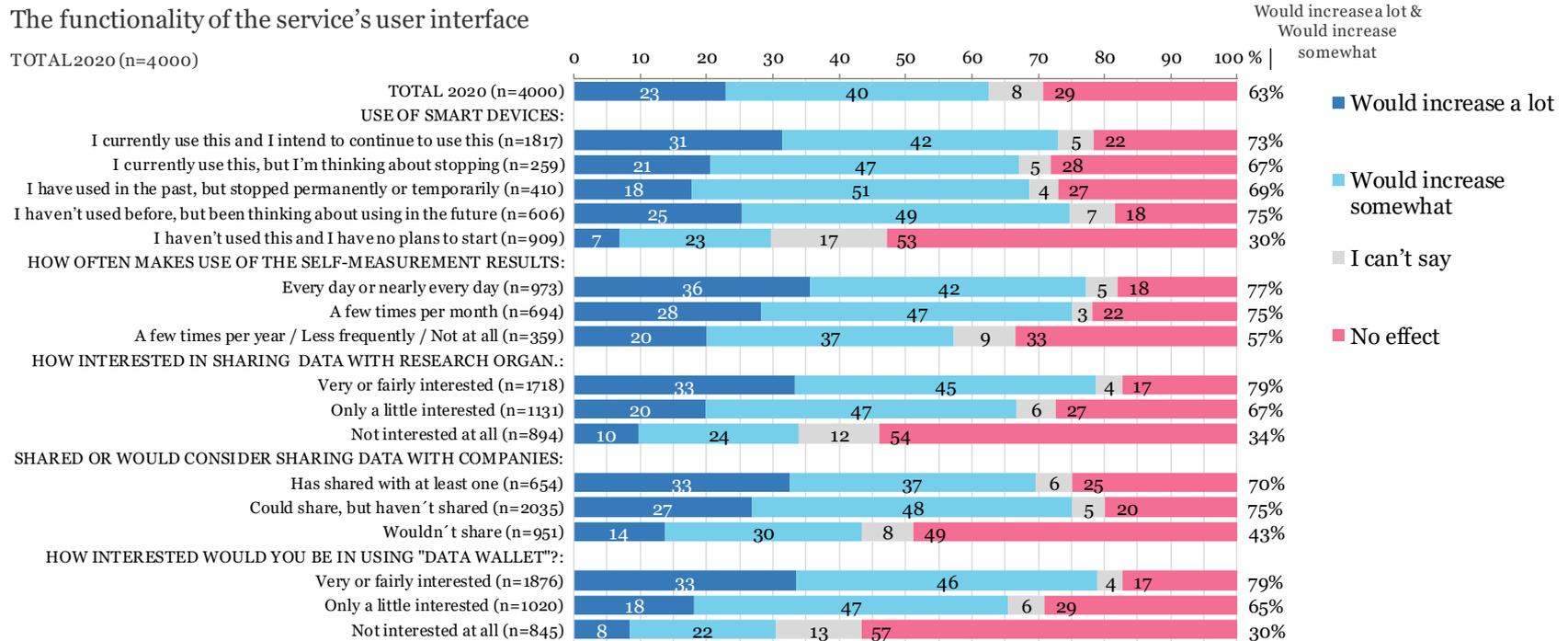
All respondents

Which of the following features would increase your willingness to use smart devices for self-measurement? 9/23

MOTIVATORS AND THREATS OF MEASUREMENT

The functionality of the service's user interface

TOTAL 2020 (n=4000)



All respondents

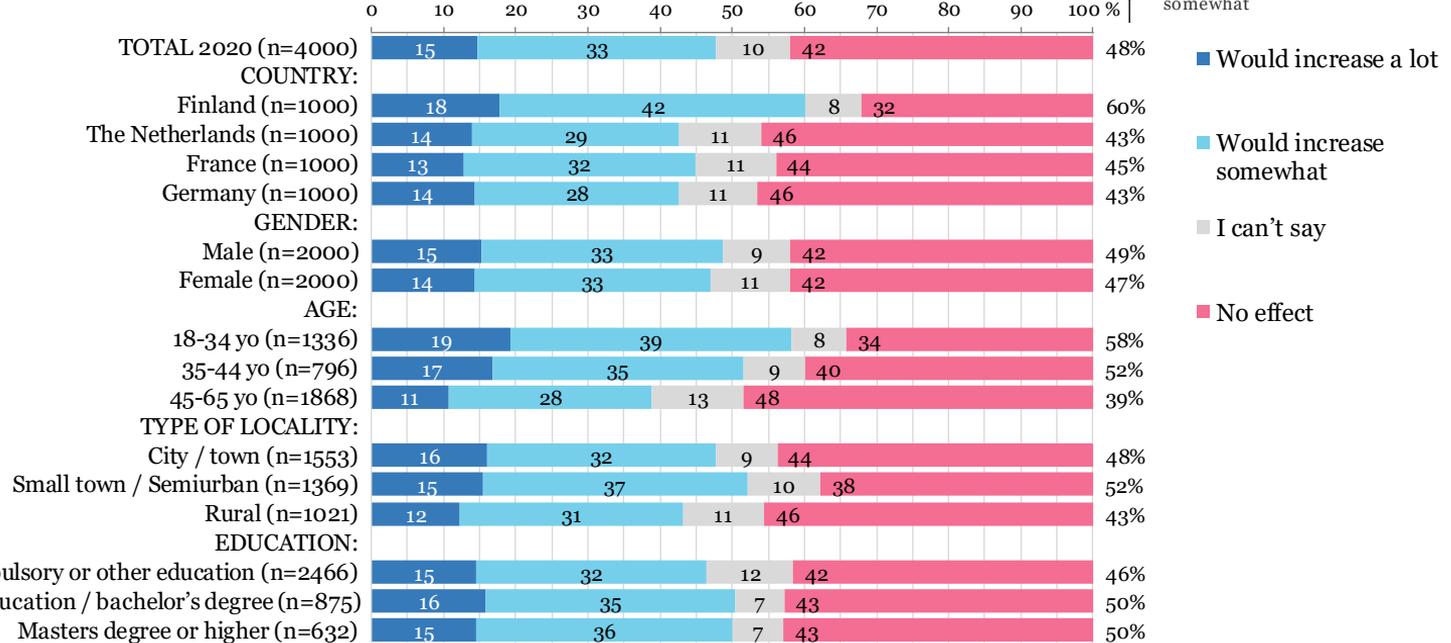
Which of the following features would increase your willingness to use smart devices for self-measurement? 10/23

MOTIVATORS AND THREATS OF MEASUREMENT

Interfaces with other well-being applications and devices

TOTAL2020 (n=4000)

Would increase a lot &
Would increase somewhat



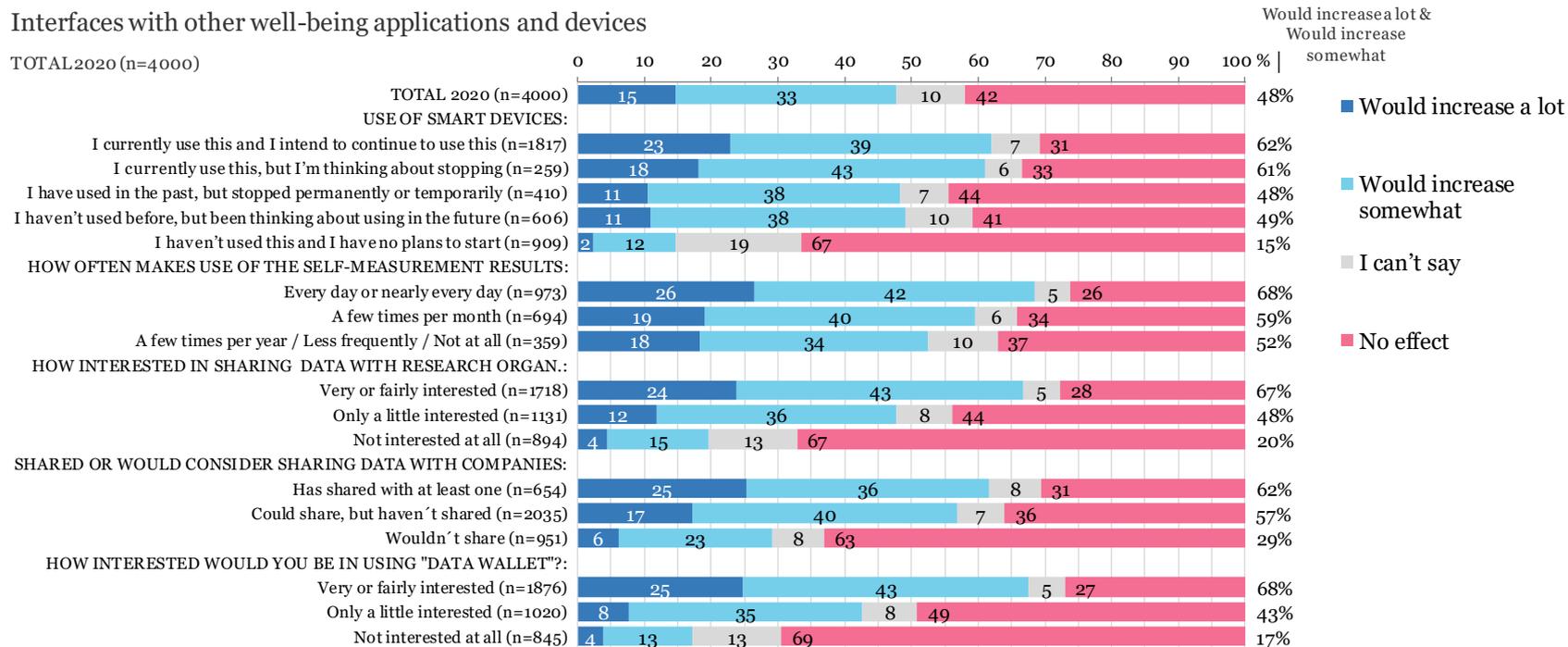
All respondents

Which of the following features would increase your willingness to use smart devices for self-measurement? 11/23

MOTIVATORS AND THREATS OF MEASUREMENT

Interfaces with other well-being applications and devices

TOTAL 2020 (n=4000)



All respondents

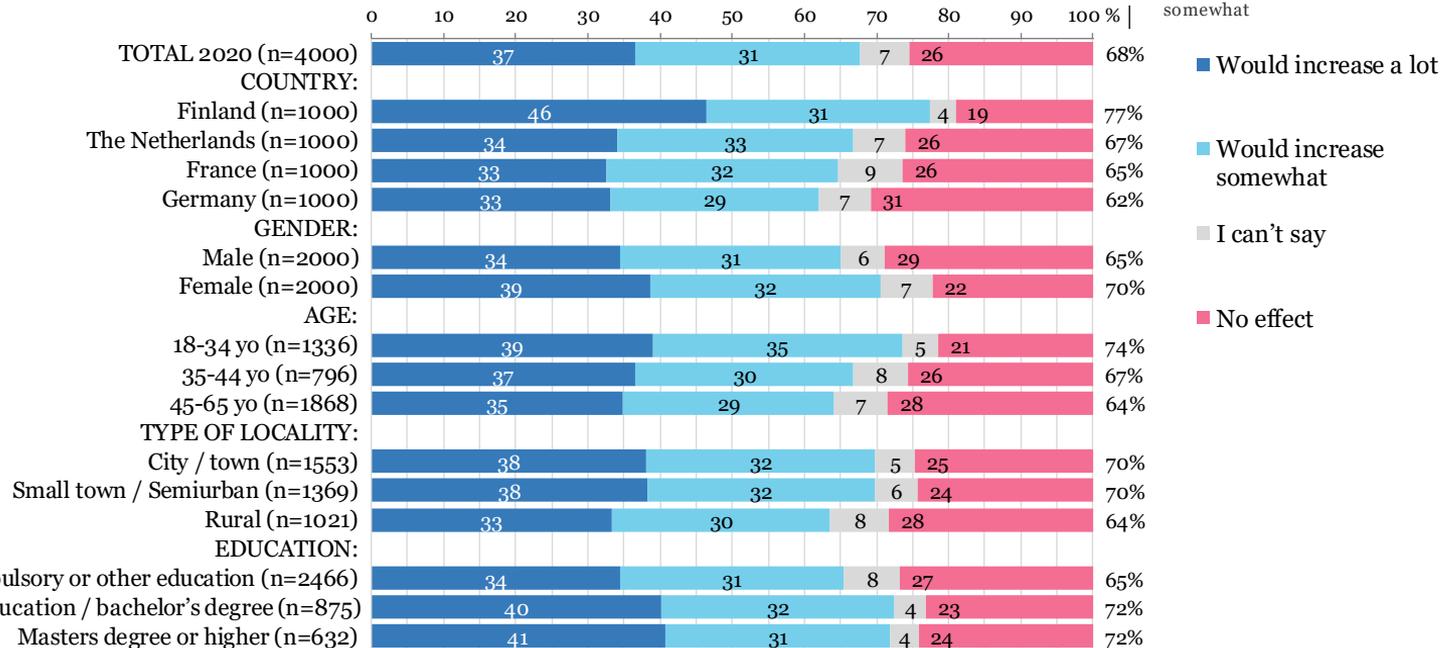
Which of the following features would increase your willingness to use smart devices for self-measurement? 12/23

MOTIVATORS AND THREATS OF MEASUREMENT

Strong privacy protection

TOTAL2020 (n=4000)

Would increase a lot & Would increase somewhat



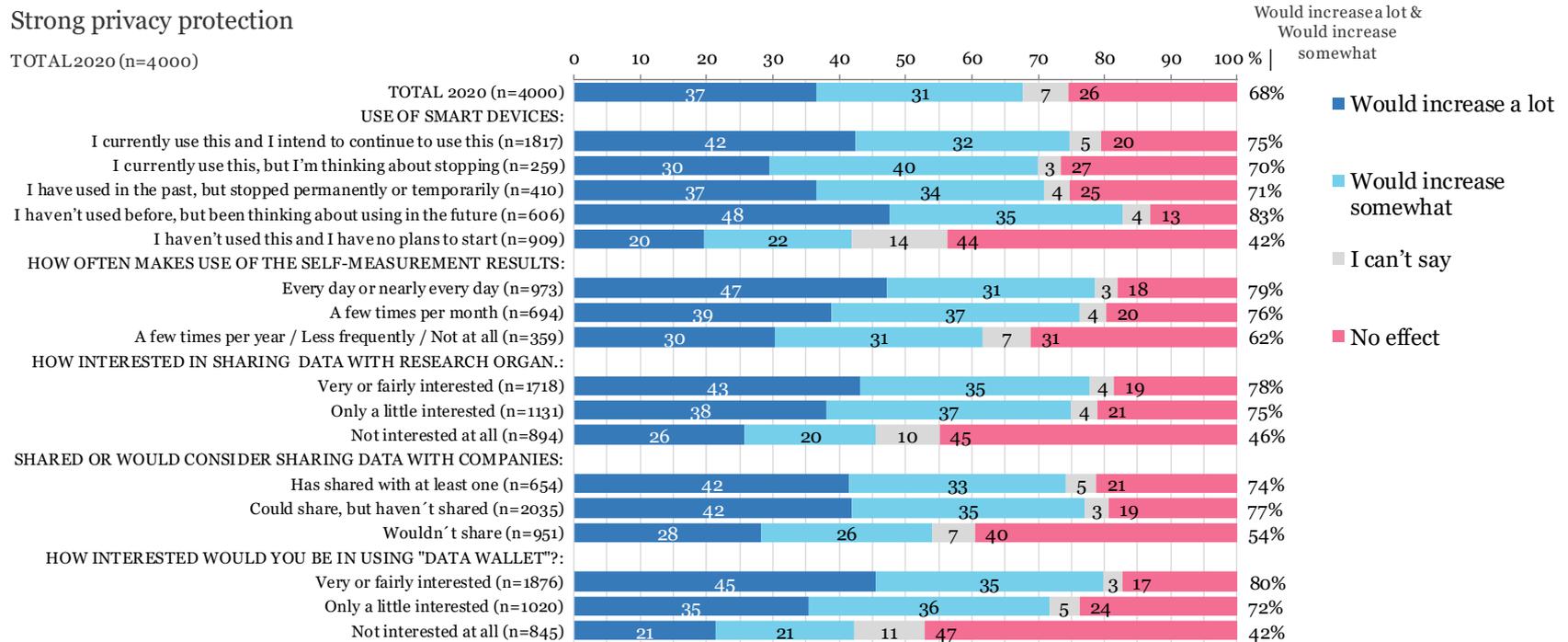
All respondents

Which of the following features would increase your willingness to use smart devices for self-measurement? 13/23

MOTIVATORS AND THREATS OF MEASUREMENT

Strong privacy protection

TOTAL 2020 (n=4000)



All respondents

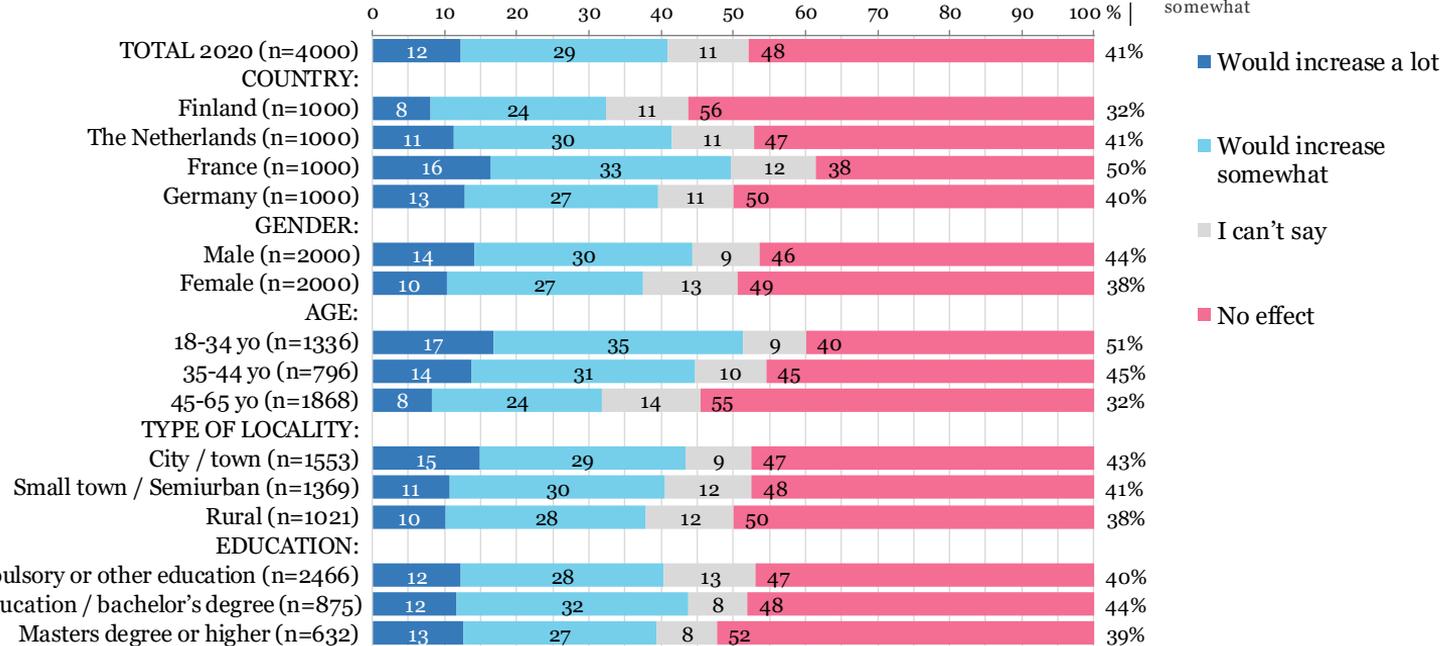
Which of the following features would increase your willingness to use smart devices for self-measurement? 14/23

MOTIVATORS AND THREATS OF MEASUREMENT

Ability to integrate comprehensively with a wide range of devices and systems in daily life

TOTAL 2020 (n=4000)

Would increase a lot &
Would increase somewhat



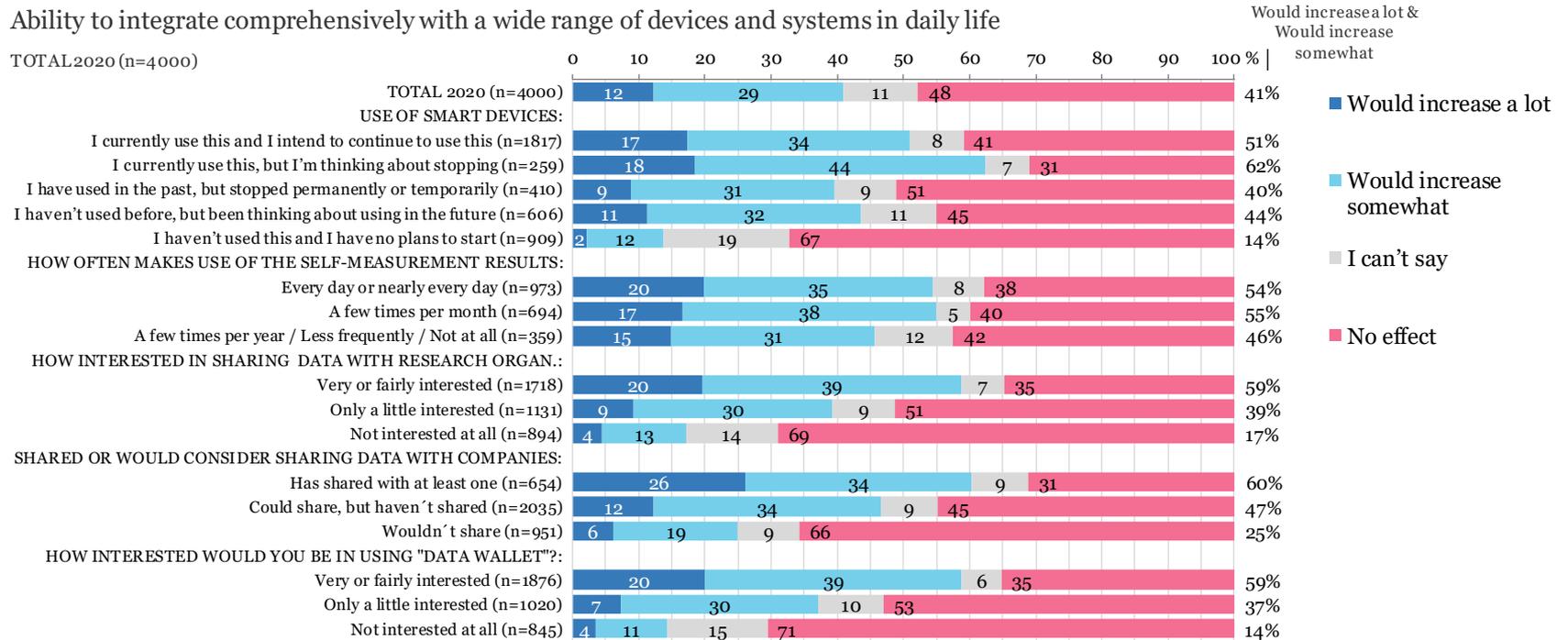
All respondents

Which of the following features would increase your willingness to use smart devices for self-measurement? 15/23

MOTIVATORS AND THREATS OF MEASUREMENT

Ability to integrate comprehensively with a wide range of devices and systems in daily life

TOTAL 2020 (n=4000)



All respondents

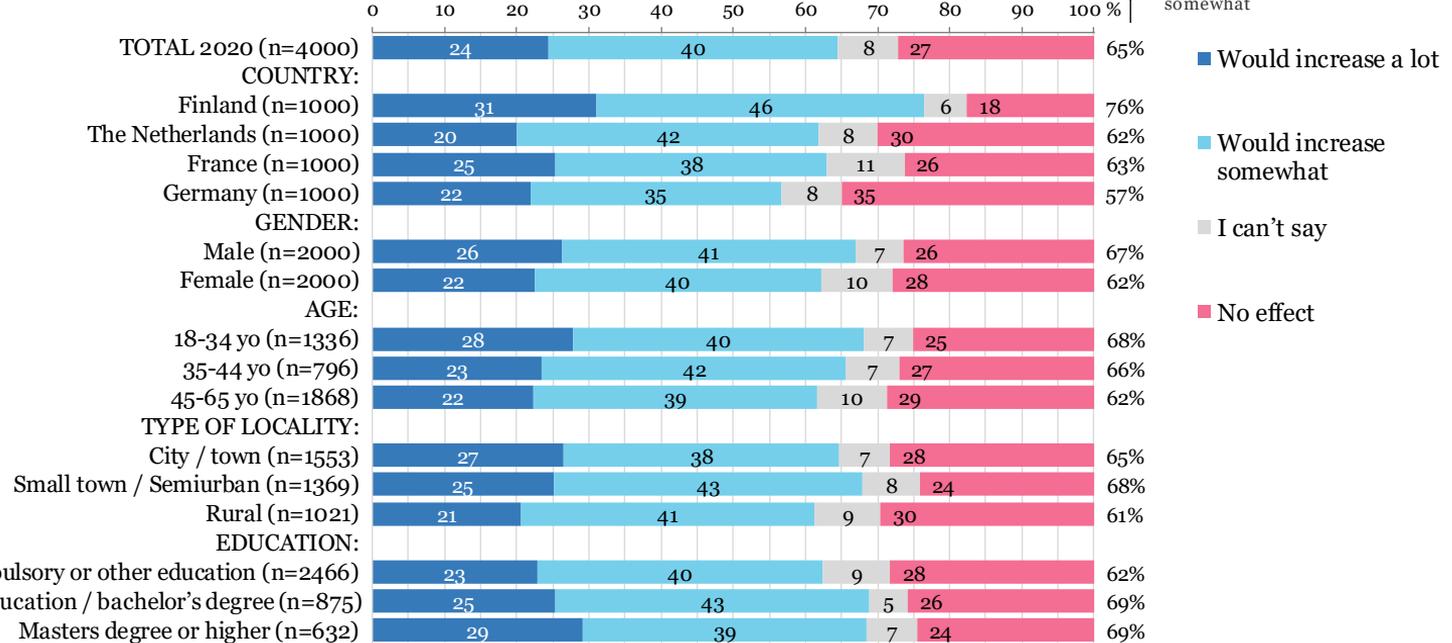
Which of the following features would increase your willingness to use smart devices for self-measurement? 16/23

MOTIVATORS AND THREATS OF MEASUREMENT

Access to my own data and making use of it myself

TOTAL 2020 (n=4000)

Would increase a lot &
Would increase somewhat



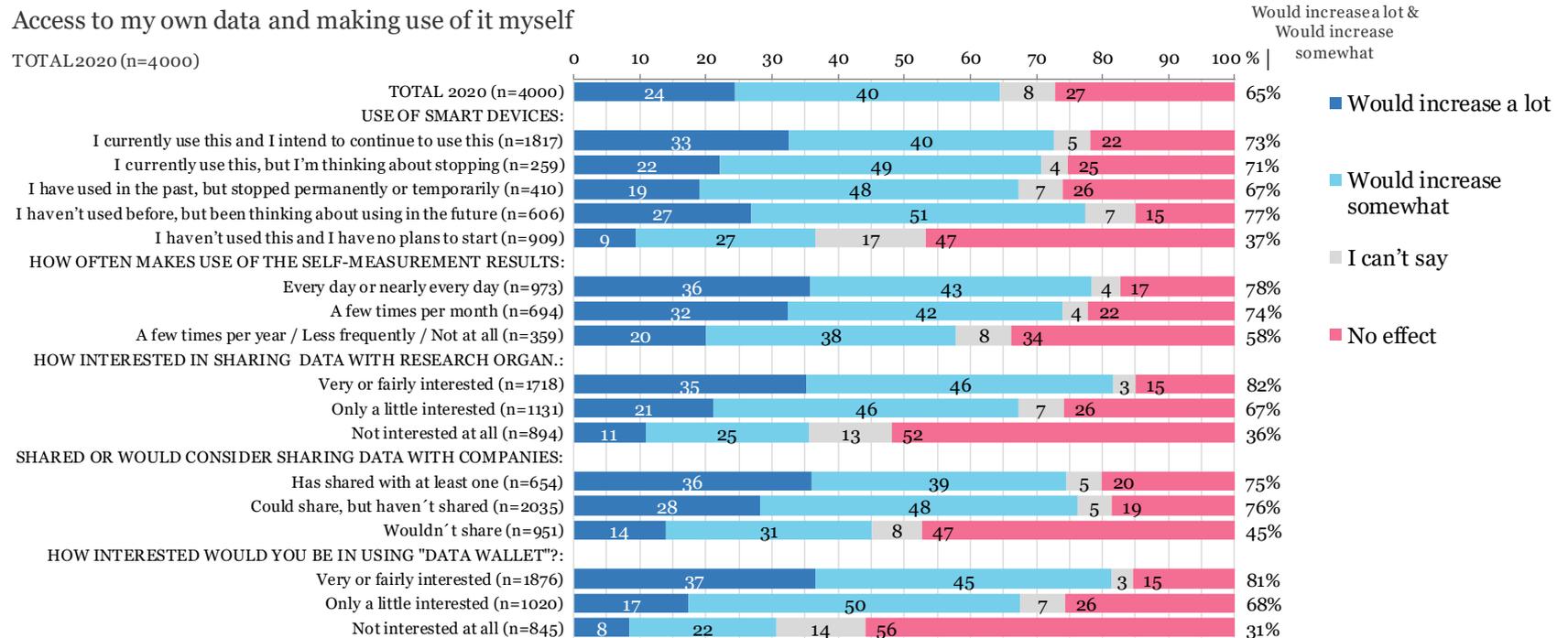
All respondents

Which of the following features would increase your willingness to use smart devices for self-measurement? 17/23

MOTIVATORS AND THREATS OF MEASUREMENT

Access to my own data and making use of it myself

TOTAL 2020 (n=4000)



All respondents

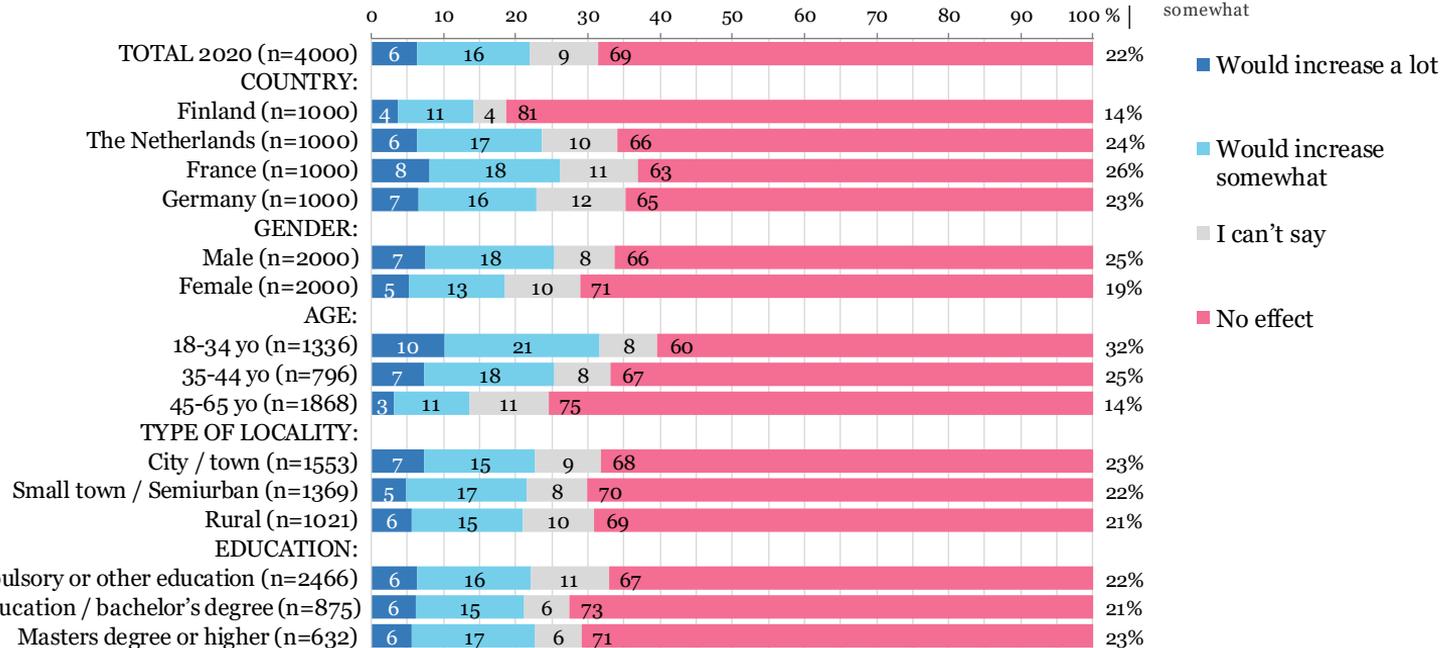
Which of the following features would increase your willingness to use smart devices for self-measurement? 18/23

MOTIVATORS AND THREATS OF MEASUREMENT

Easy sharing of measurement results on social networks/media

TOTAL 2020 (n=4000)

Would increase a lot &
Would increase somewhat



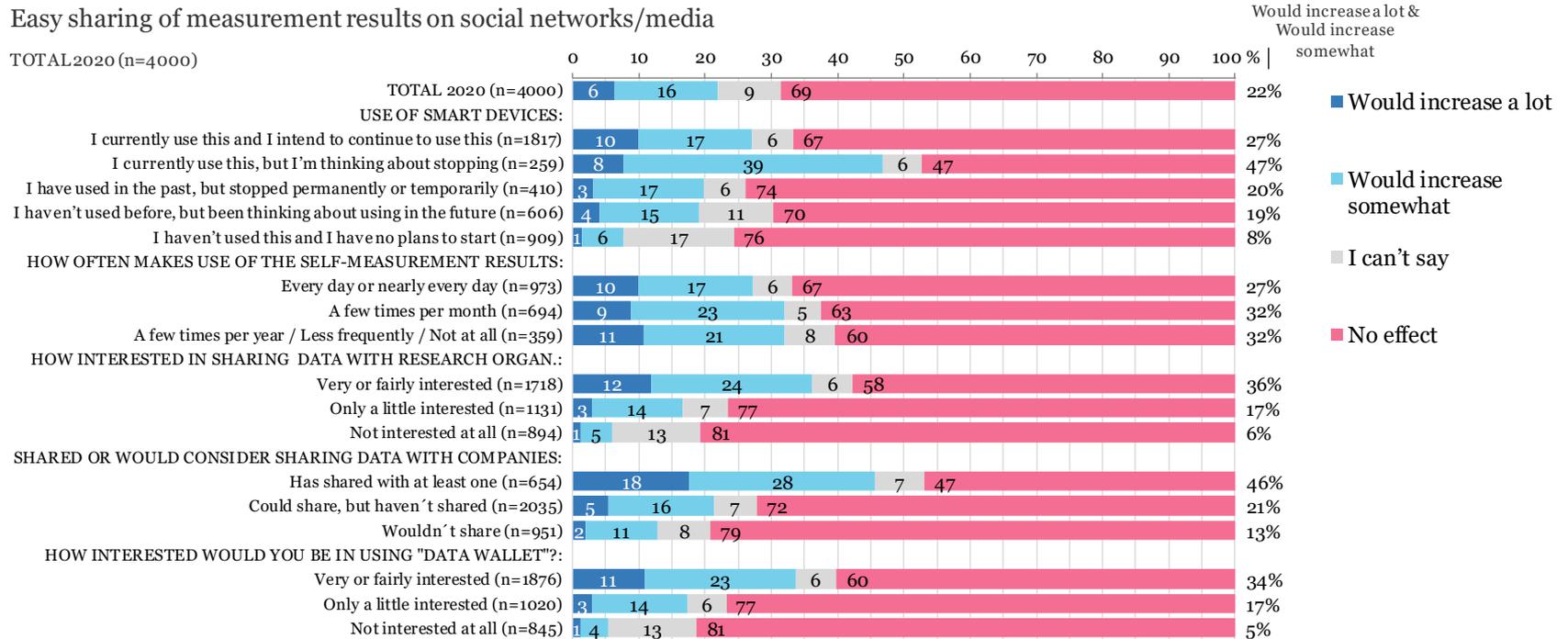
All respondents

Which of the following features would increase your willingness to use smart devices for self-measurement? 19/23

MOTIVATORS AND THREATS OF MEASUREMENT

Easy sharing of measurement results on social networks/media

TOTAL 2020 (n=4000)



All respondents

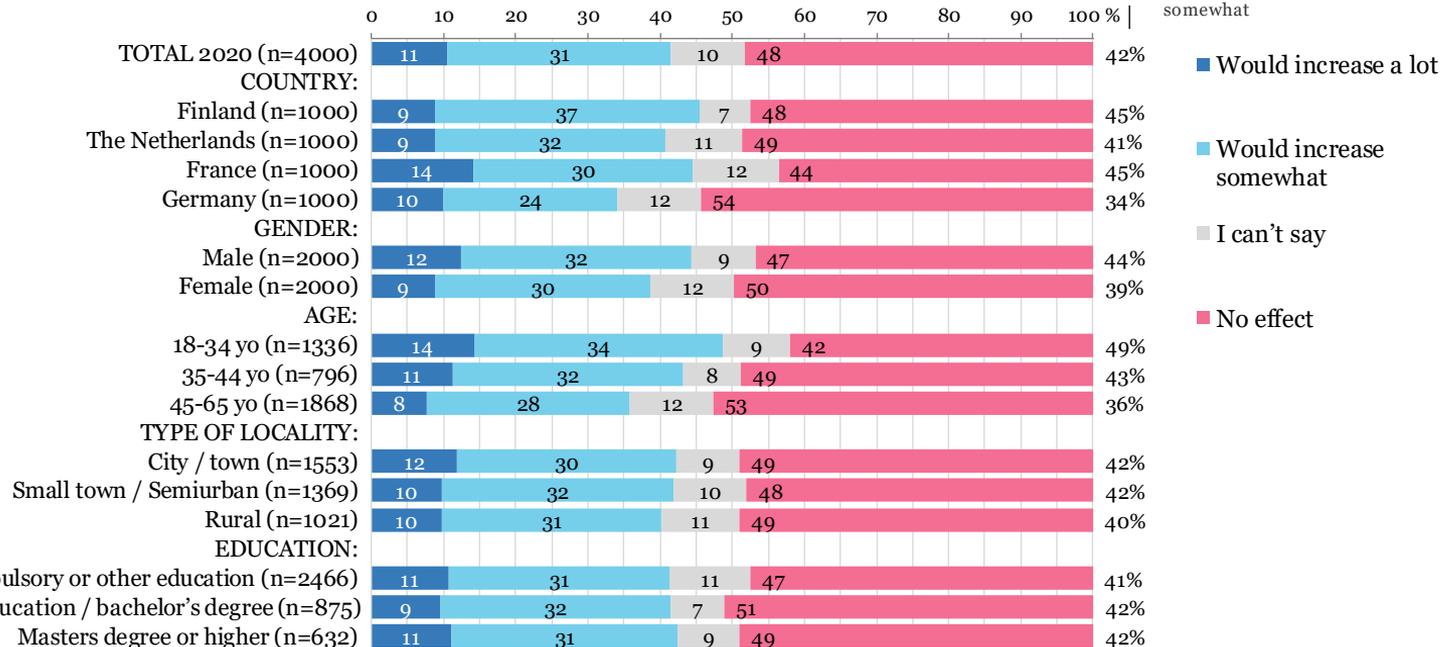
Which of the following features would increase your willingness to use smart devices for self-measurement? 20/23

MOTIVATORS AND THREATS OF MEASUREMENT

Easy sharing of measurement results with organisations of my choice

TOTAL 2020 (n=4000)

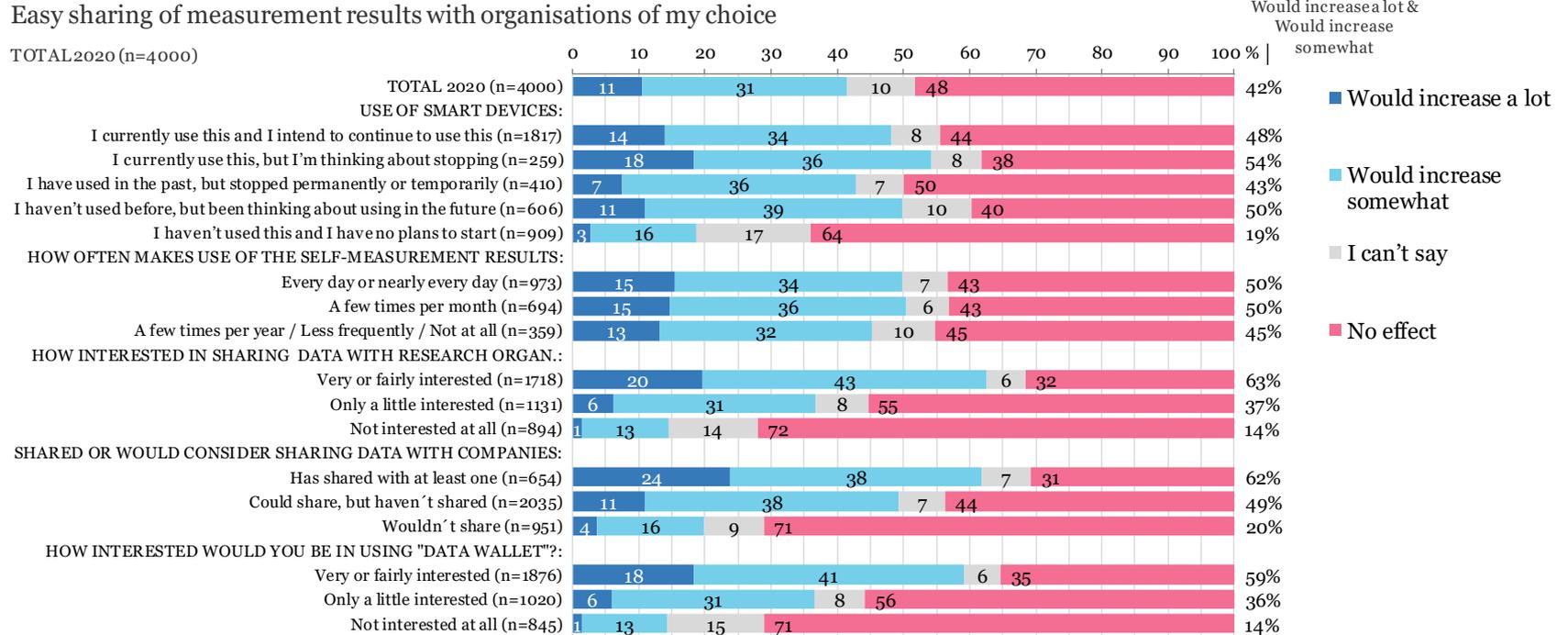
Would increase a lot &
Would increase somewhat



All respondents

Which of the following features would increase your willingness to use smart devices for self-measurement? 21/23

MOTIVATORS AND THREATS OF MEASUREMENT



All respondents

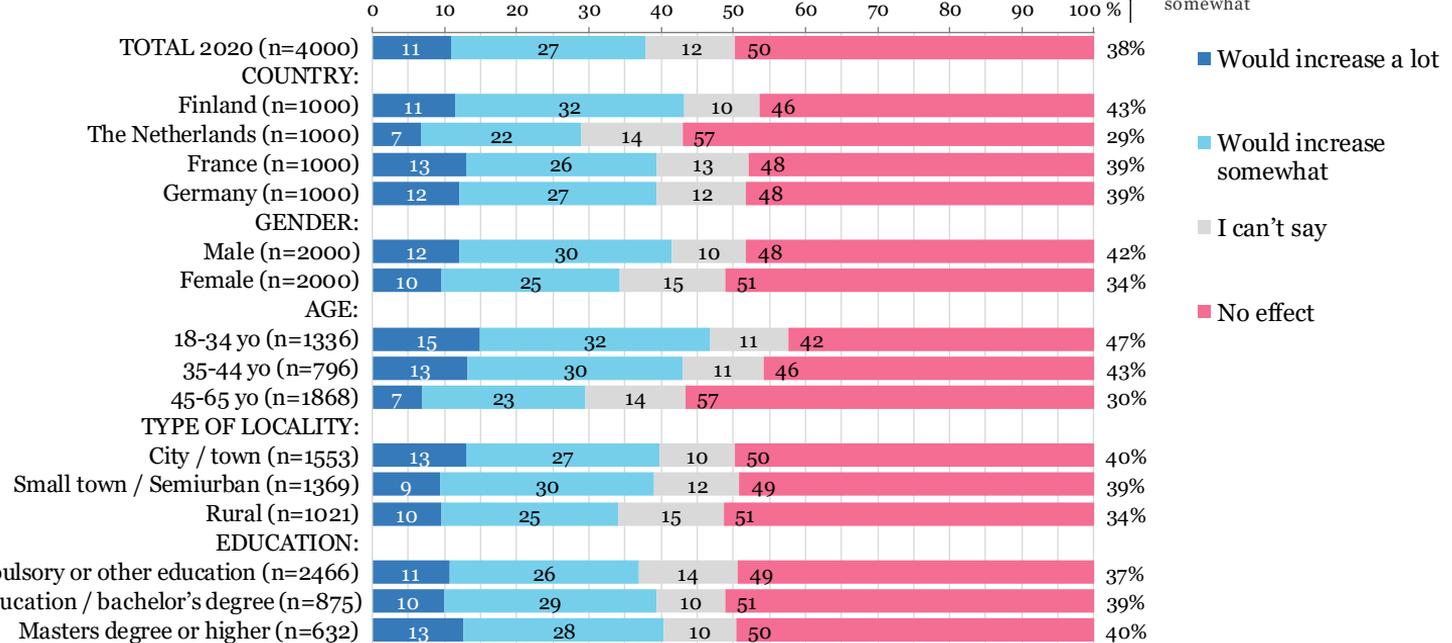
Which of the following features would increase your willingness to use smart devices for self-measurement? 22/23

MOTIVATORS AND THREATS OF MEASUREMENT

Establishing an overall understanding of what advantages it gives me to share my data with private companies

TOTAL2020 (n=4000)

Would increase a lot & Would increase somewhat



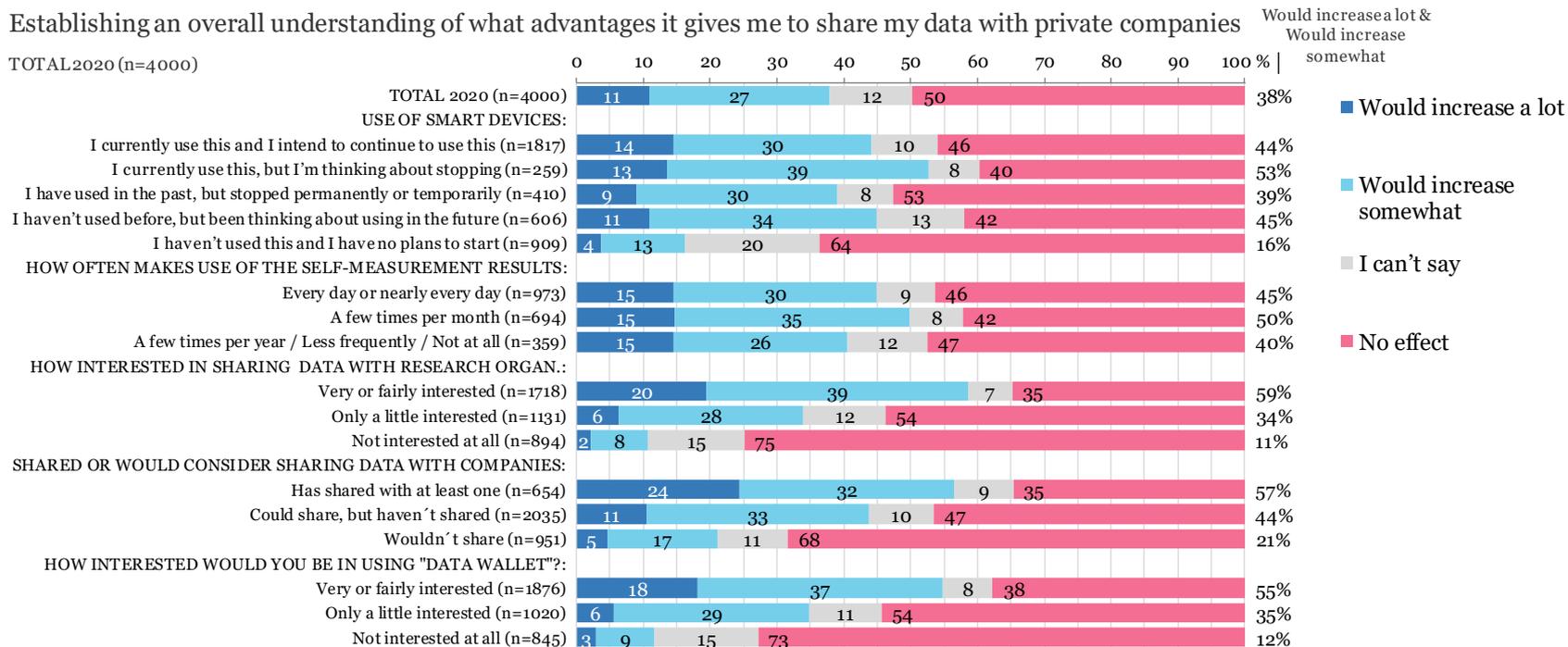
All respondents

Which of the following features would increase your willingness to use smart devices for self-measurement? 23/23

MOTIVATORS AND THREATS OF MEASUREMENT

Establishing an overall understanding of what advantages it gives me to share my data with private companies

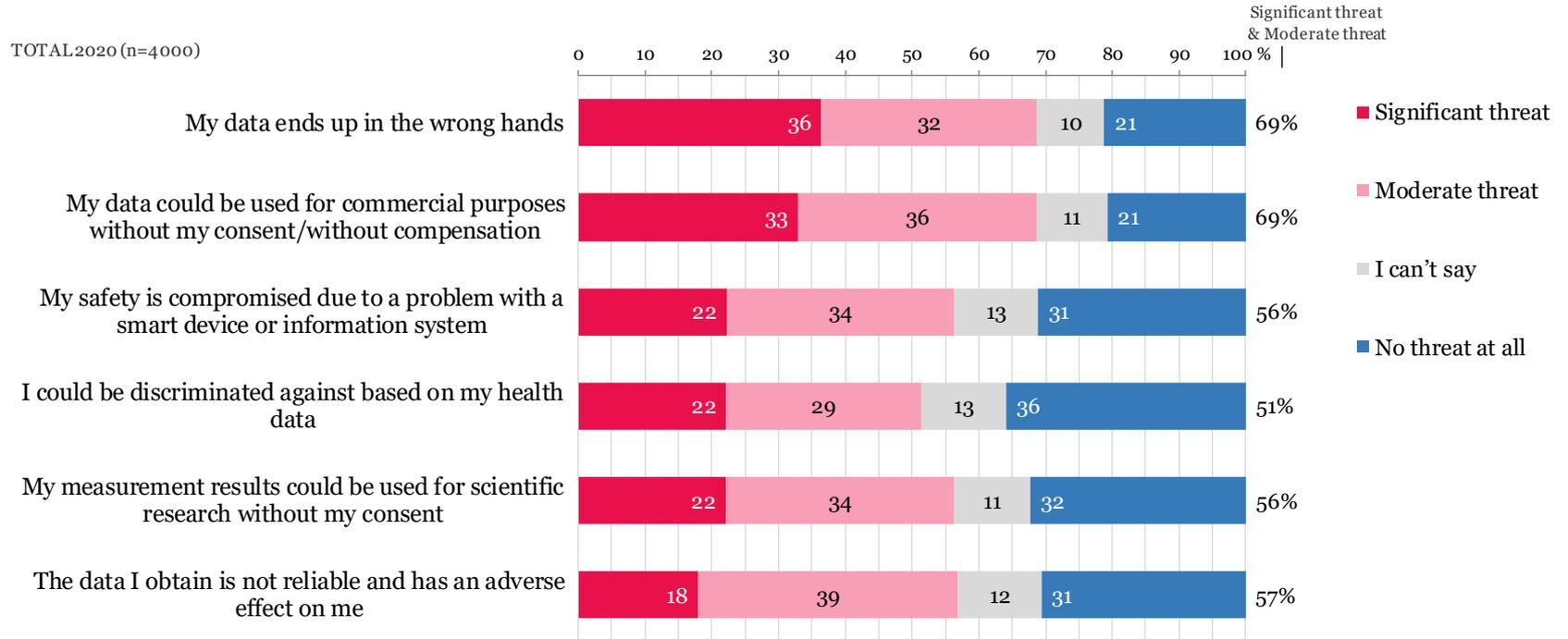
TOTAL 2020 (n=4000)



All respondents

To what extent do you see the following issues as threats when it comes to self-measurement with smart devices? 1/13

MOTIVATORS AND THREATS OF MEASUREMENT



All respondents

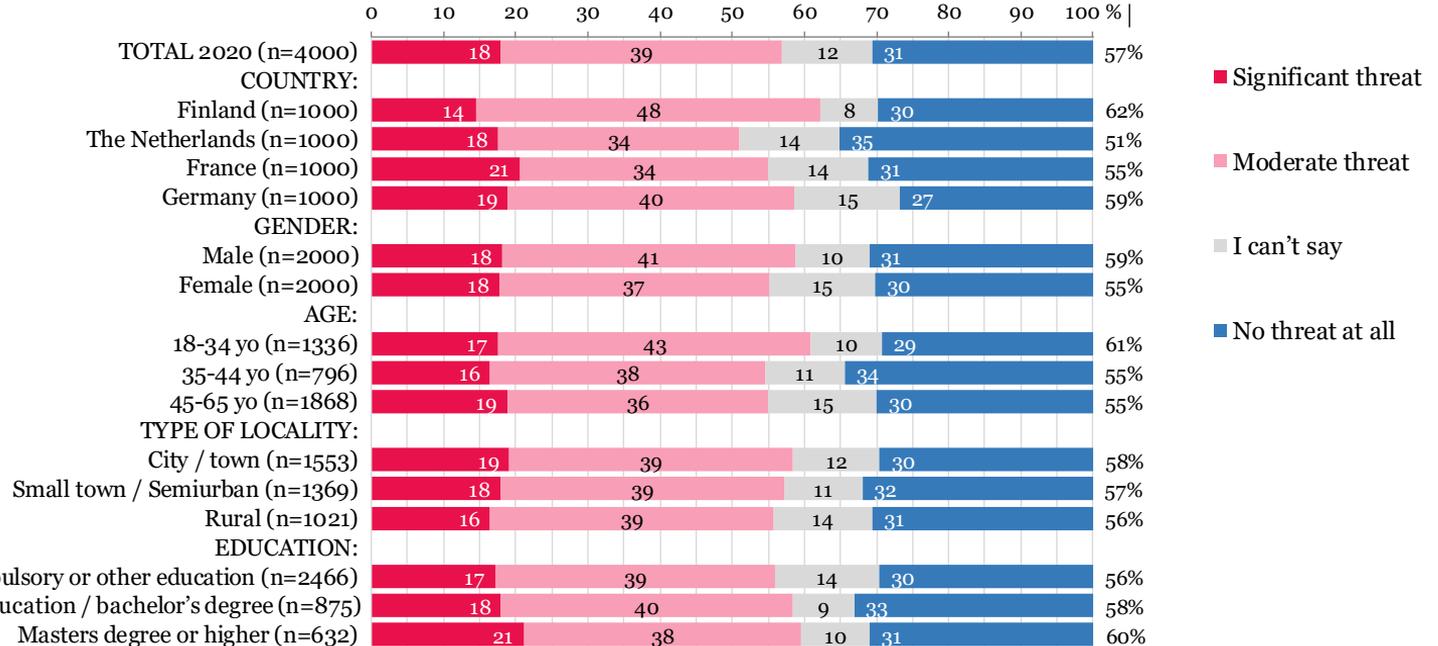
To what extent do you see the following issues as threats when it comes to self-measurement with smart devices? 2/13

MOTIVATORS AND THREATS OF MEASUREMENT

The data I obtain is not reliable and has an adverse effect on me

TOTAL2020 (n=4000)

Significant threat & Moderate threat



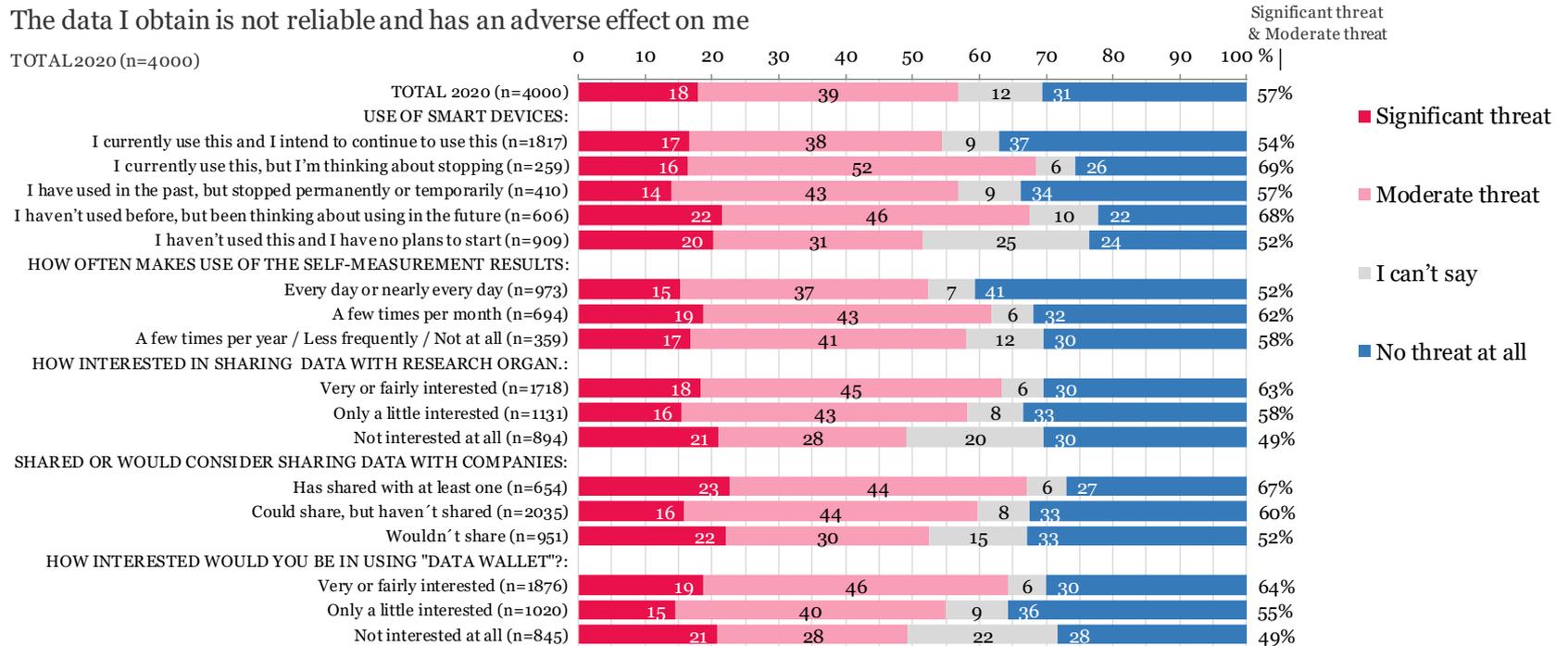
All respondents

To what extent do you see the following issues as threats when it comes to self-measurement with smart devices? 3/13

MOTIVATORS AND THREATS OF MEASUREMENT

The data I obtain is not reliable and has an adverse effect on me

TOTAL2020 (n=4000)



All respondents

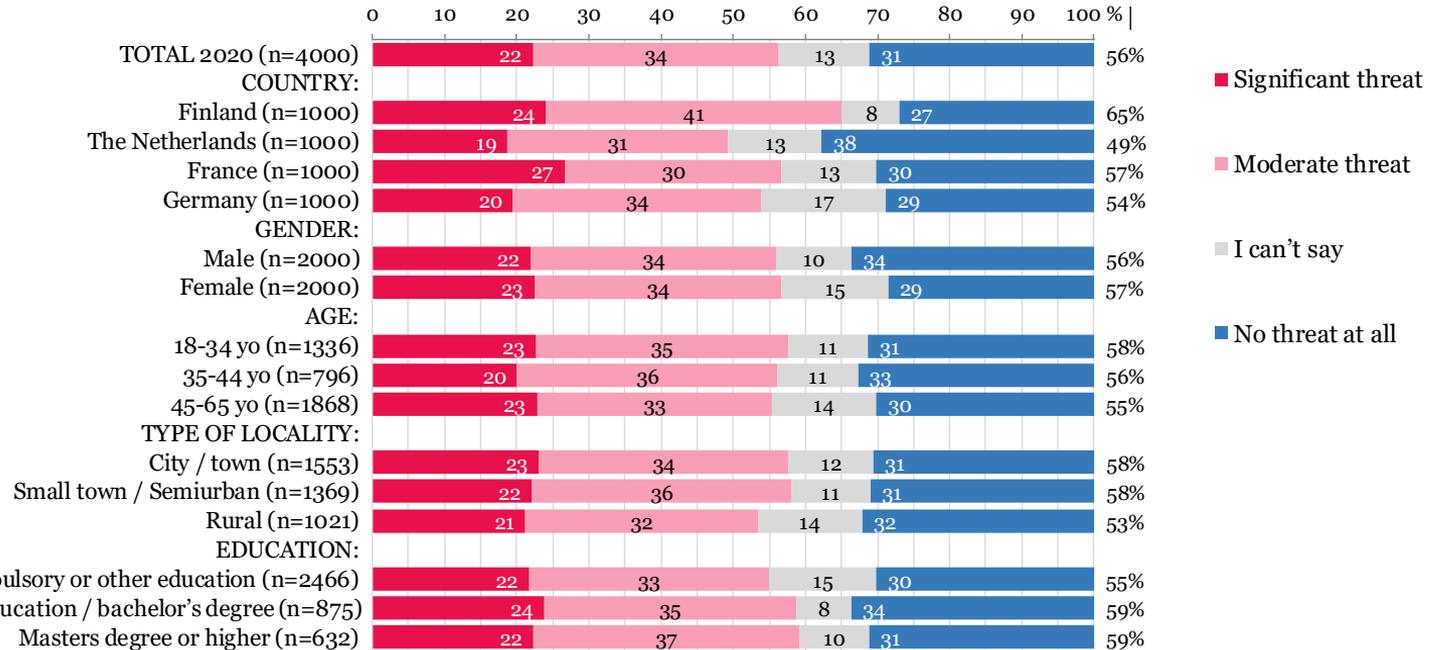
To what extent do you see the following issues as threats when it comes to self-measurement with smart devices? 4/13

MOTIVATORS AND THREATS OF MEASUREMENT

My safety is compromised due to a problem with a smart device or information system

TOTAL 2020 (n=4000)

Significant threat & Moderate threat



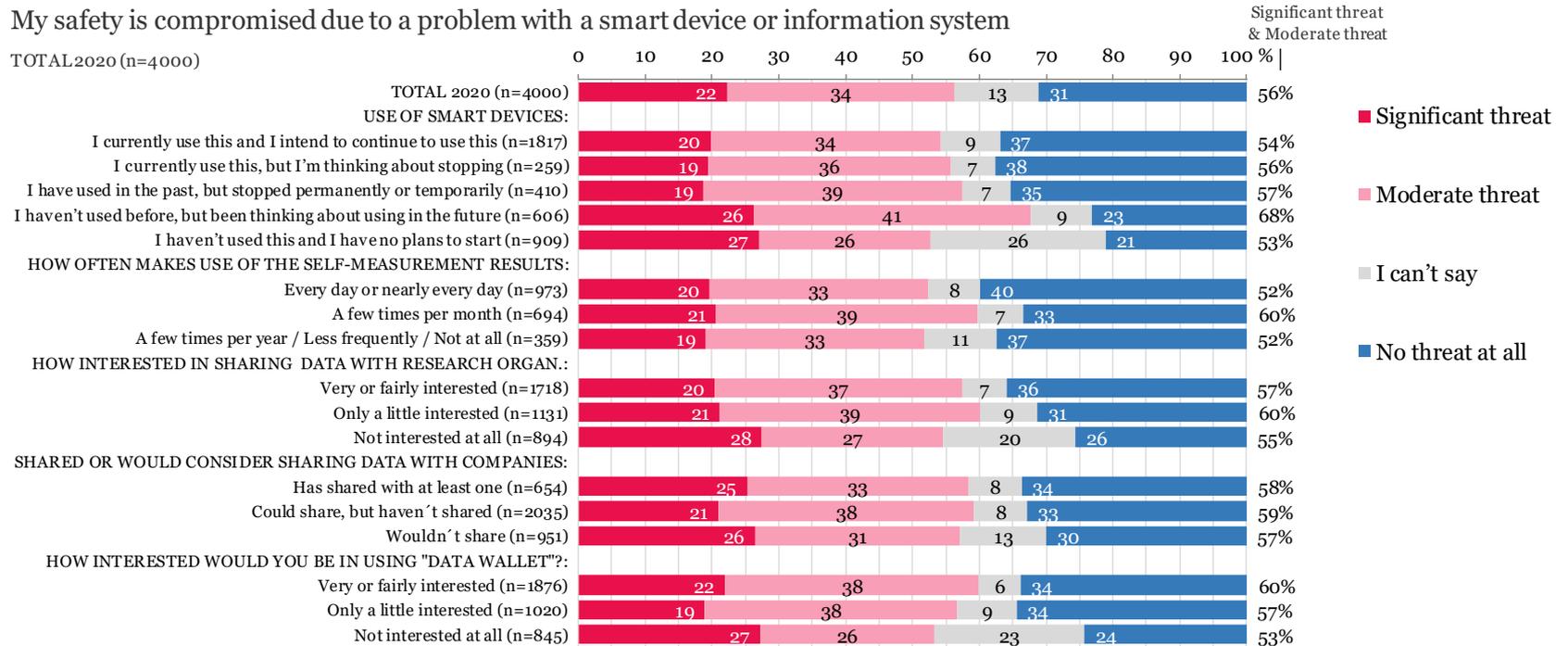
All respondents

To what extent do you see the following issues as threats when it comes to self-measurement with smart devices? 5/13

MOTIVATORS AND THREATS OF MEASUREMENT

My safety is compromised due to a problem with a smart device or information system

TOTAL 2020 (n=4000)



All respondents

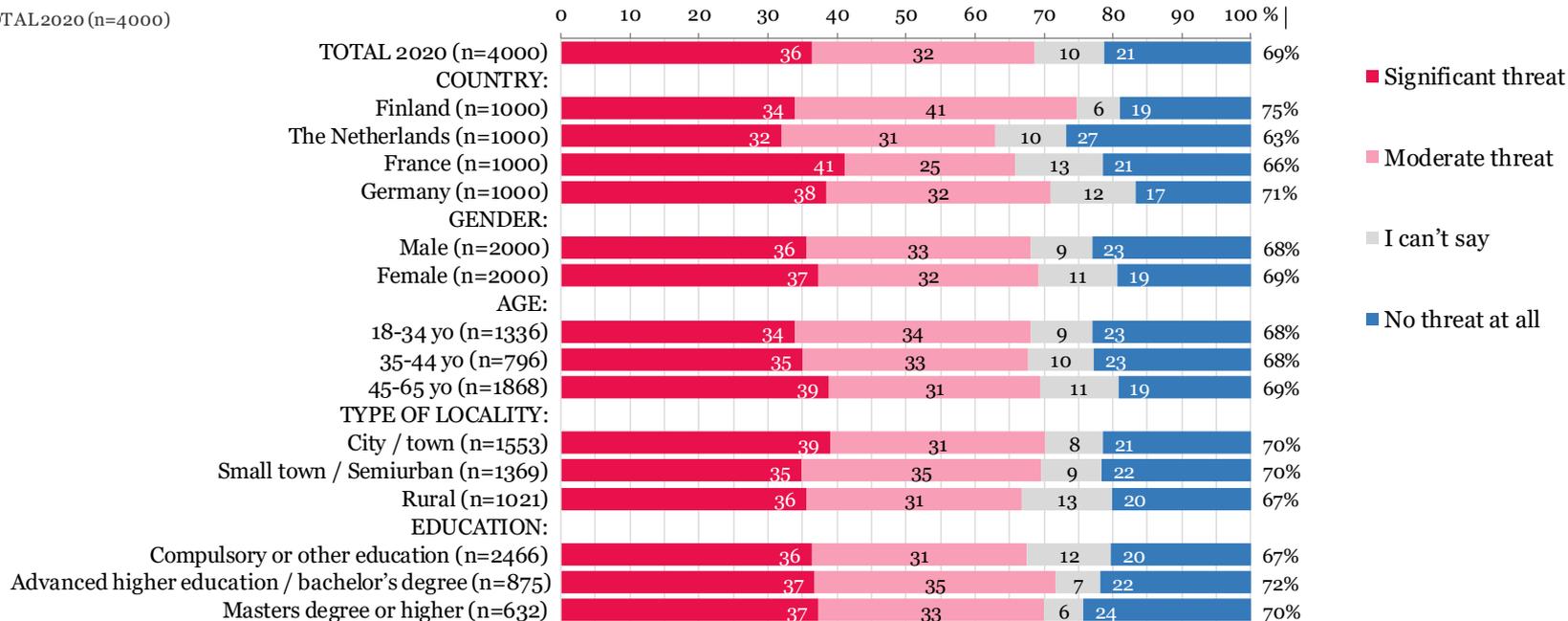
To what extent do you see the following issues as threats when it comes to self-measurement with smart devices? 6/13

MOTIVATORS AND THREATS OF MEASUREMENT

My data ends up in the wrong hands

TOTAL2020 (n=4000)

Significant threat
& Moderate threat



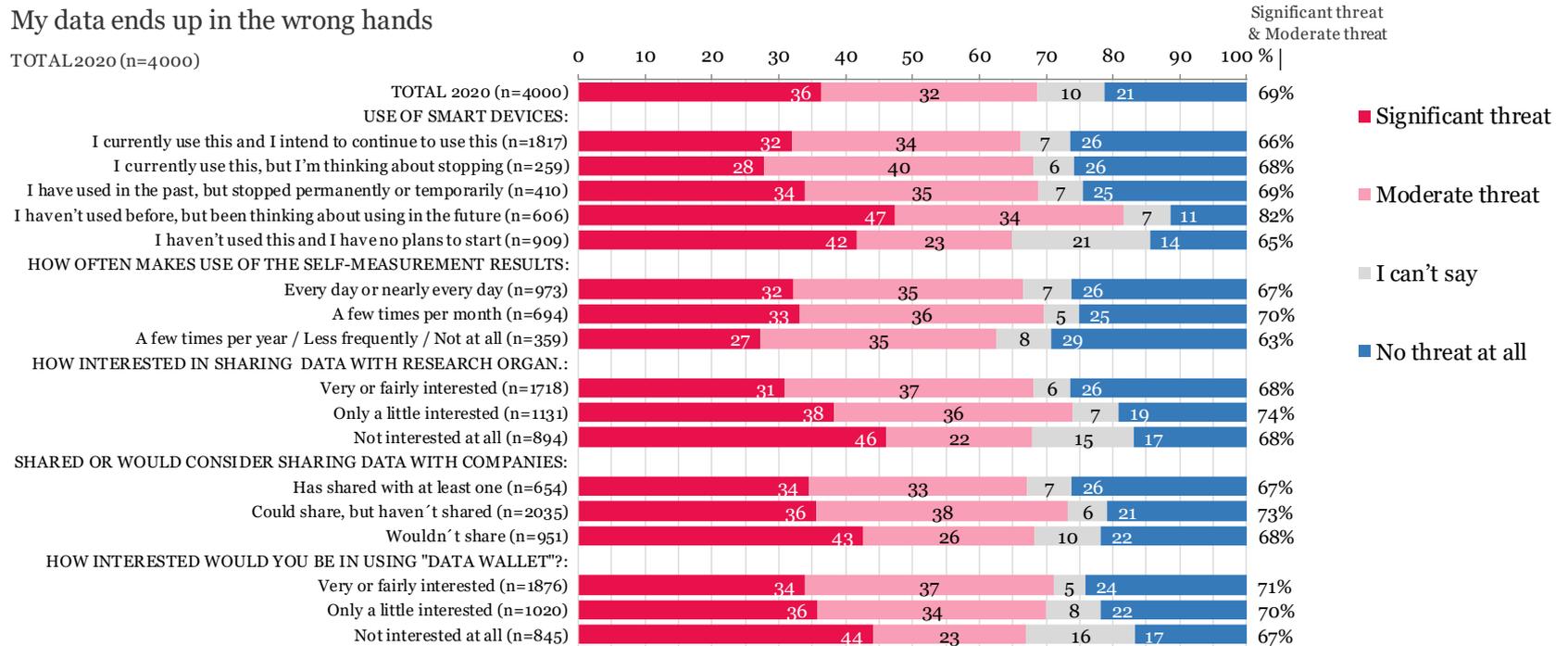
All respondents

To what extent do you see the following issues as threats when it comes to self-measurement with smart devices? 7/13

MOTIVATORS AND THREATS OF MEASUREMENT

My data ends up in the wrong hands

TOTAL2020 (n=4000)



All respondents

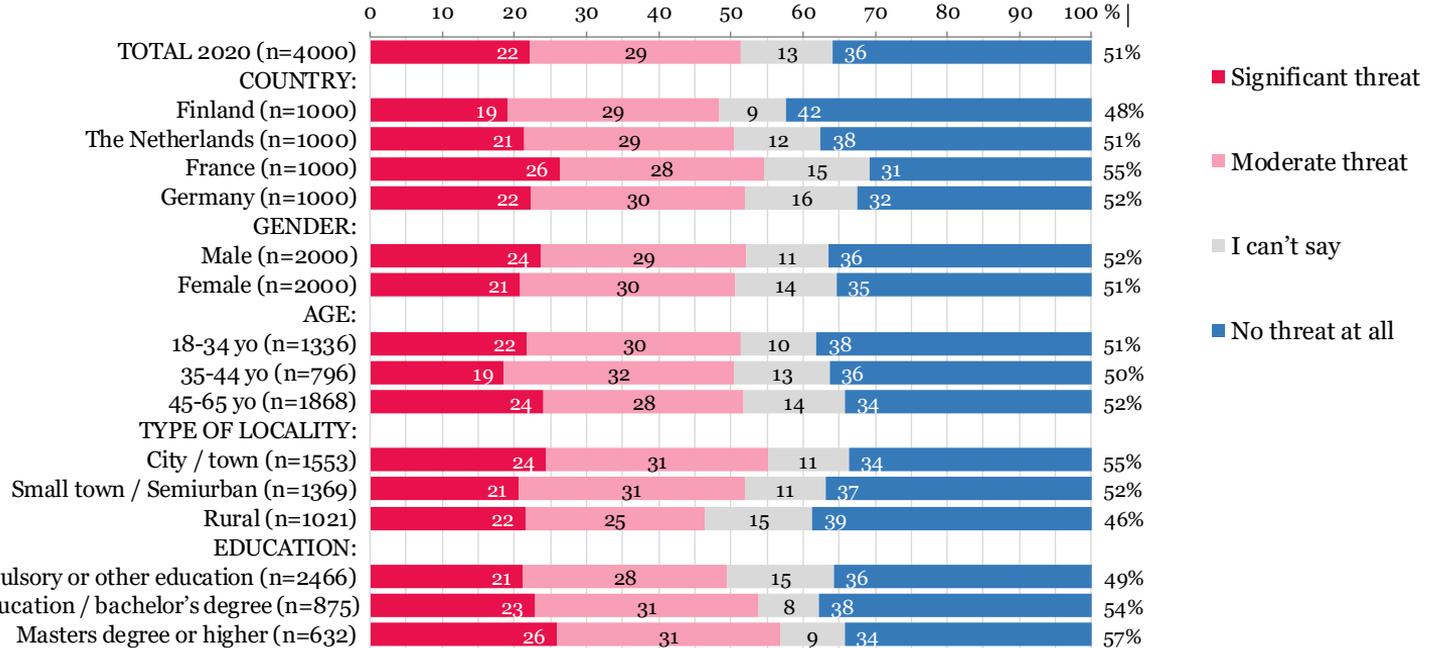
To what extent do you see the following issues as threats when it comes to self-measurement with smart devices? 8/13

MOTIVATORS AND THREATS OF MEASUREMENT

I could be discriminated against based on my health data

TOTAL2020 (n=4000)

Significant threat & Moderate threat



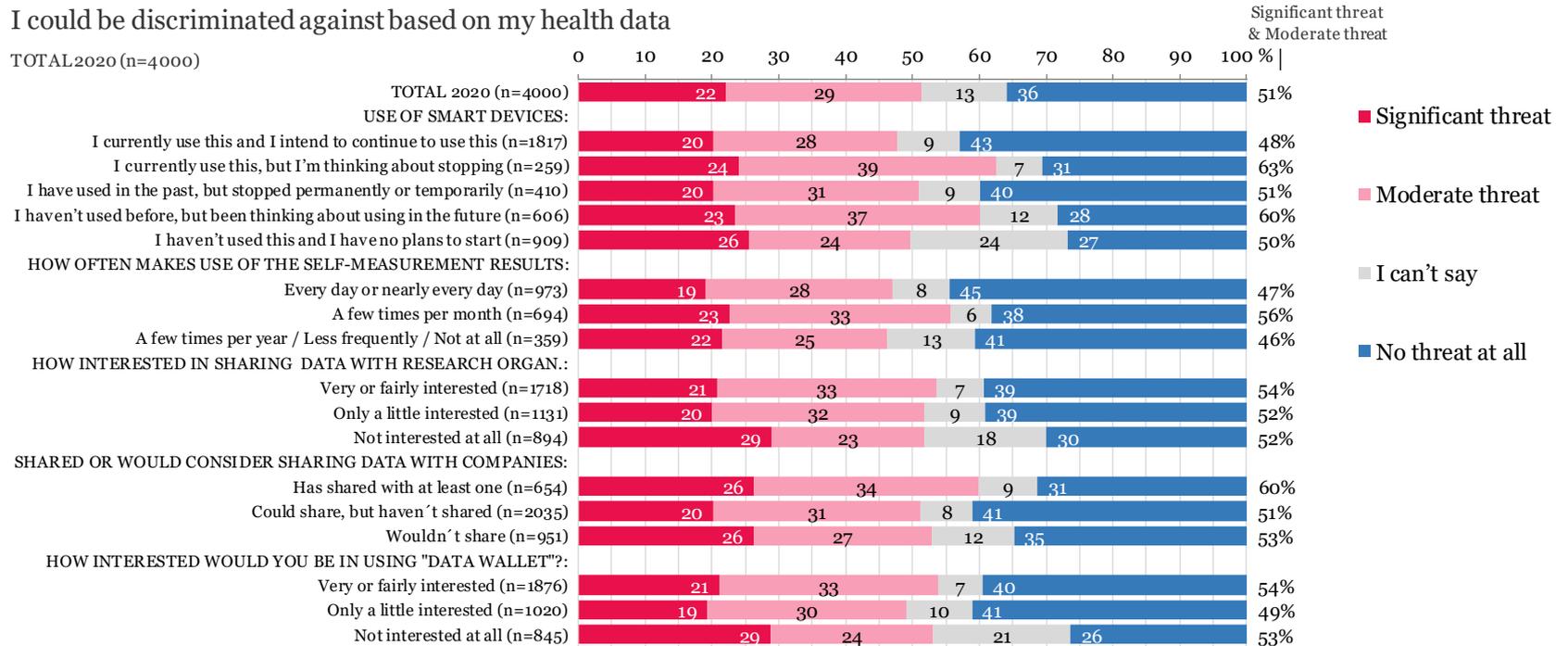
All respondents

To what extent do you see the following issues as threats when it comes to self-measurement with smart devices? 9/13

MOTIVATORS AND THREATS OF MEASUREMENT

I could be discriminated against based on my health data

TOTAL 2020 (n=4000)



All respondents

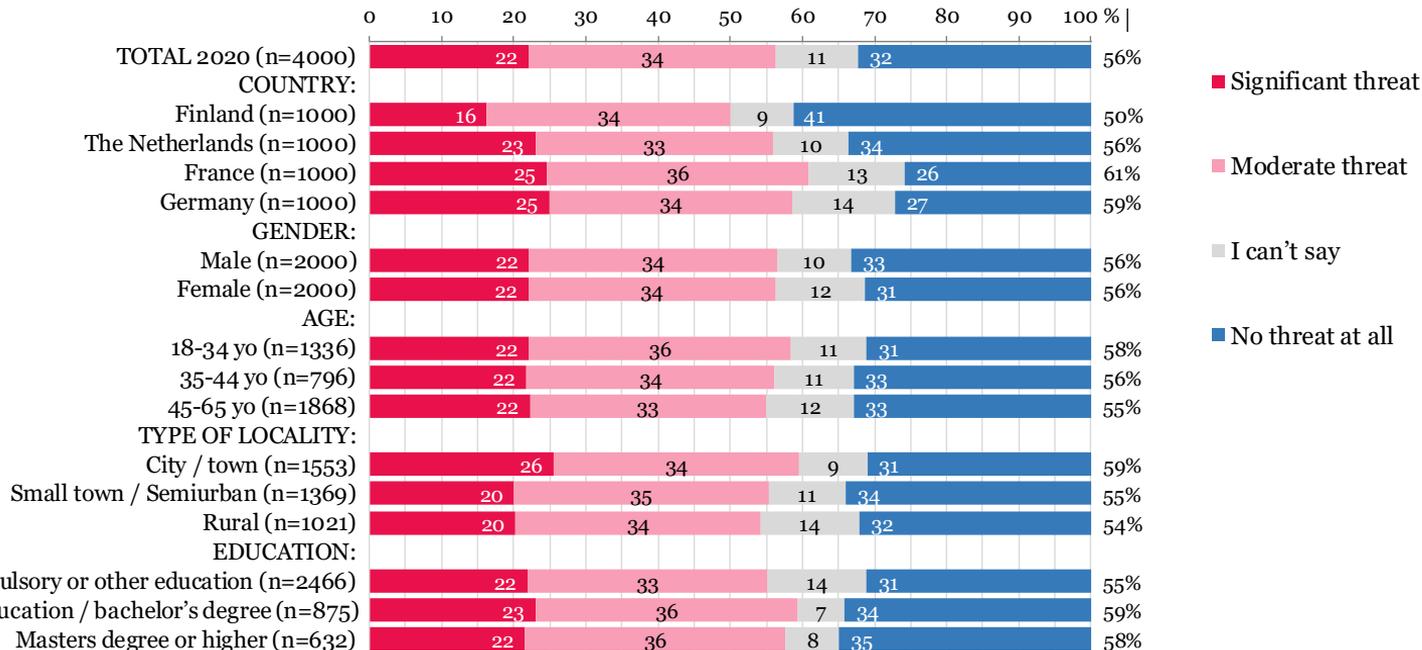
To what extent do you see the following issues as threats when it comes to self-measurement with smart devices? 10/13

MOTIVATORS AND THREATS OF MEASUREMENT

My measurement results could be used for scientific research without my consent

TOTAL2020 (n=4000)

Significant threat & Moderate threat



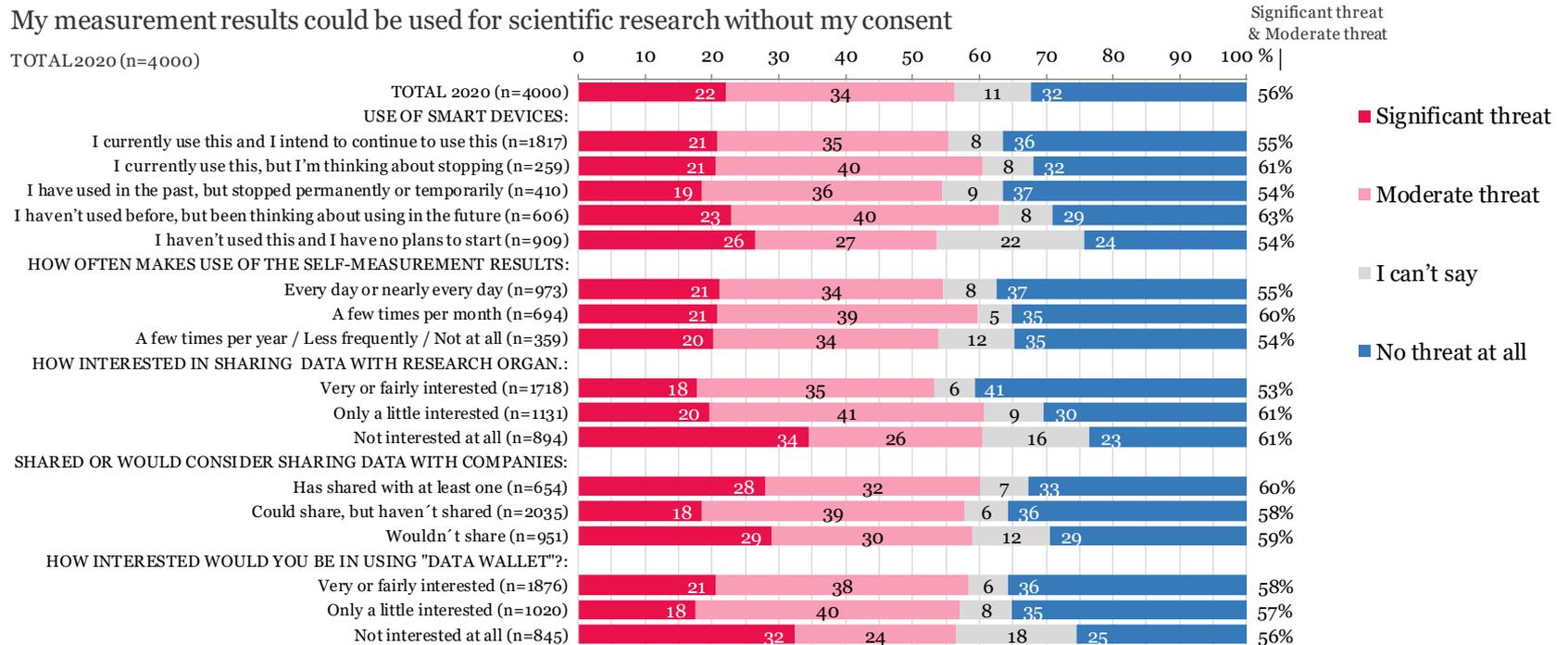
All respondents

To what extent do you see the following issues as threats when it comes to self-measurement with smart devices? 11/13

MOTIVATORS AND THREATS OF MEASUREMENT

My measurement results could be used for scientific research without my consent

TOTAL2020 (n=4000)



All respondents

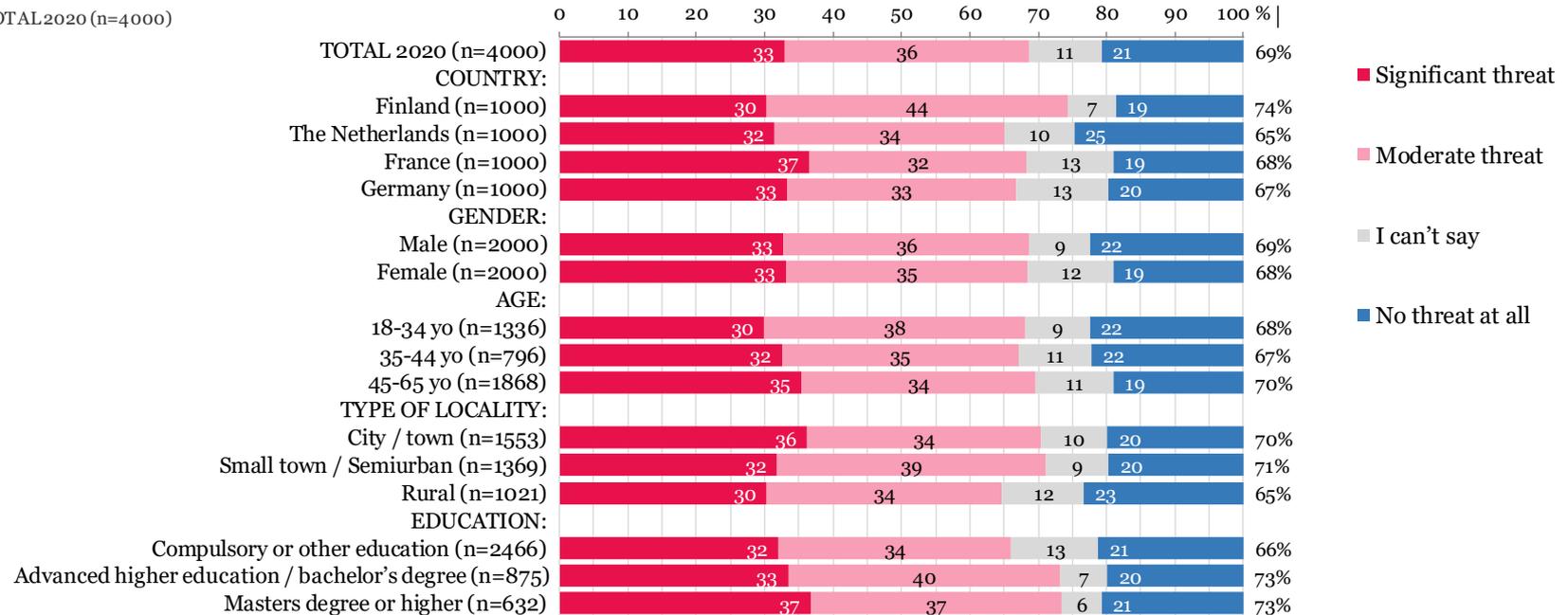
To what extent do you see the following issues as threats when it comes to self-measurement with smart devices? 12/13

MOTIVATORS AND THREATS OF MEASUREMENT

My data could be used for commercial purposes without my consent/without compensation

TOTAL 2020 (n=4000)

Significant threat & Moderate threat



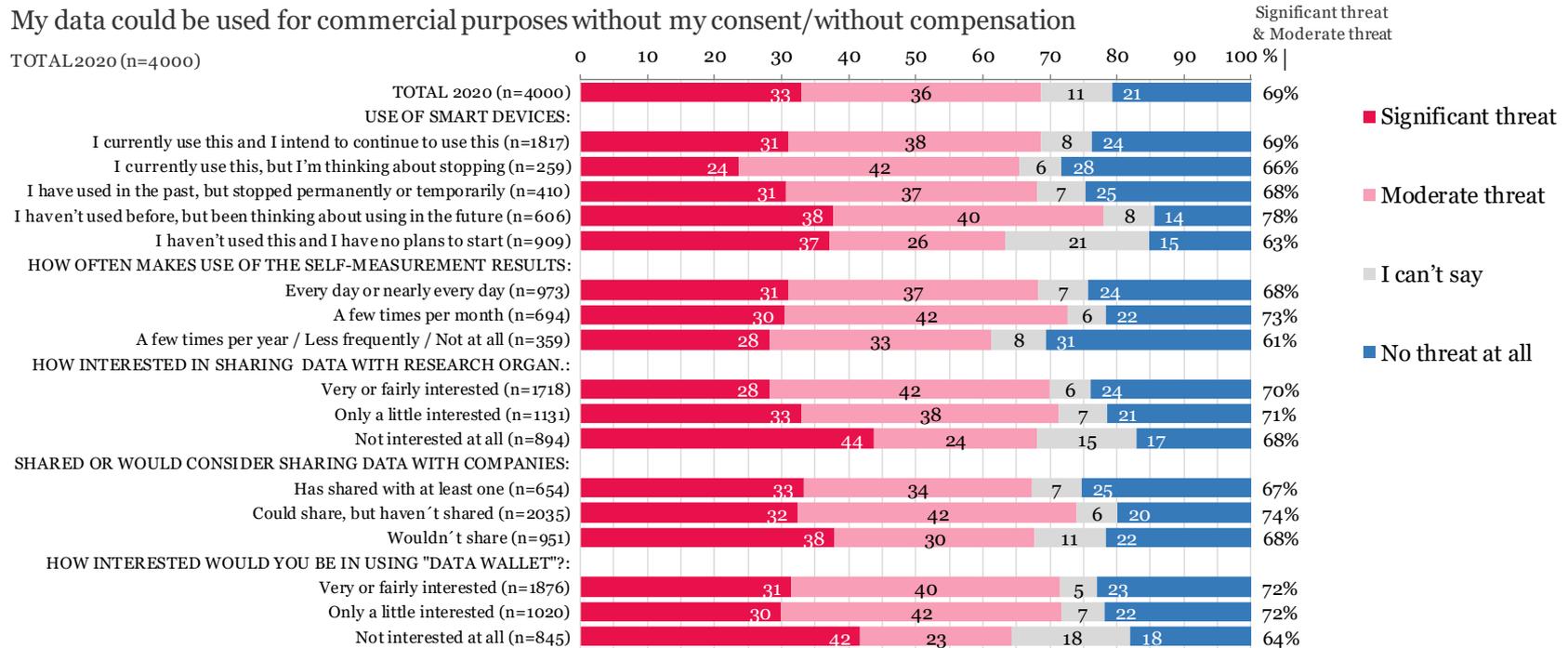
All respondents

To what extent do you see the following issues as threats when it comes to self-measurement with smart devices? 13/13

MOTIVATORS AND THREATS OF MEASUREMENT

My data could be used for commercial purposes without my consent/without compensation

TOTAL2020 (n=4000)



All respondents

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