

Socialogue

HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Total | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|---------------------------------------------------------------------|-------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                                                     |       | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                                                     |       | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 3382  | 1410   | 1972   | 1454     | 1166     | 762      | 851              | 1402   | 1087 | 1813           | 1569  | 695       | 1173   | 1514 | 1851                | 1531 | 502            | 2880 | 879                       | 2503 | 2438              | 944          | 2116         | 879     | 387      |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 2357  | 1022   | 1335   | 1093     | 758      | 505      | 654              | 940    | 723  | 1197           | 1160  | 700       | 867    | 790  | 1238                | 1119 | 332            | 2025 | 569                       | 1789 | 1632              | 725          | 1414         | 653     | 290      |
| Yes                                                                 | 624   | 308    | 316    | 291      | 199      | 133      | 184              | 227    | 204  | 347            | 277   | 212       | 166    | 246  | 375                 | 248  | 137            | 487  | 228                       | 395  | 464               | 160          | 451          | 130     | 43       |
|                                                                     | 26%   | 30%    | 24%    | 27%      | 26%      | 26%      | 28%              | 24%    | 28%  | 29%            | 24%   | 30%       | 19%    | 31%  | 30%                 | 22%  | 41%            | 24%  | 40%                       | 22%  | 28%               | 22%          | 32%          | 20%     | 15%      |
| No                                                                  | B     |        |        |          |          |          |                  |        |      | J              |       | L         |        | L    | O                   |      | Q              |      | S                         |      | U                 |              | WX           |         |          |
|                                                                     | 1734  | 715    | 1019   | 803      | 559      | 372      | 470              | 713    | 518  | 850            | 884   | 488       | 702    | 544  | 863                 | 871  | 195            | 1539 | 341                       | 1393 | 1168              | 566          | 963          | 523     | 247      |
|                                                                     | 74%   | 70%    | 76%    | 73%      | 74%      | 74%      | 72%              | 76%    | 72%  | 71%            | 76%   | 70%       | 81%    | 69%  | 70%                 | 78%  | 59%            | 76%  | 60%                       | 78%  | 72%               | 78%          | 68%          | 80%     | 85%      |
| Sigma                                                               |       |        | A      |          |          |          |                  |        |      |                | I     |           | KM     |      |                     | N    |                | P    |                           | R    |                   | T            |              | V       | V        |
|                                                                     | 2357  | 1022   | 1335   | 1093     | 758      | 505      | 654              | 940    | 723  | 1197           | 1160  | 700       | 867    | 790  | 1238                | 1119 | 332            | 2025 | 569                       | 1789 | 1632              | 725          | 1414         | 653     | 290      |
|                                                                     | 100%  | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

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Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Total | Argentina | Australia     | Belgium  | Brazil  | Canada    | China             | France | Germany     | Great Britain | Hungary | India             | Indonesia | Italy          | Japan | Mexico         | Norway                  | Poland        | Russia   | Saudi Arabia | South Africa  | South Korea | Spain   | Sweden | Turkey             | United States | Netherlands | Finland |
|---------------------------------------------------------------------|-------|-----------|---------------|----------|---------|-----------|-------------------|--------|-------------|---------------|---------|-------------------|-----------|----------------|-------|----------------|-------------------------|---------------|----------|--------------|---------------|-------------|---------|--------|--------------------|---------------|-------------|---------|
|                                                                     |       | A         | B             | C        | D       | E         | F                 | G      | H           | I             | J       | K                 | L         | M              | N     | O              | P                       | Q             | R        | S            | T             | U           | V       | W      | X                  | Y             | Z           | a       |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 3382  | 134       | 148           | 40       | 298     | 101       | 254               | 59     | 110         | 147           | 107     | 301               | 181       | 104            | 25    | 178            | 60                      | 66            | 135      | 187          | 119           | 99          | 156     | 58     | 127                | 124           | 26          | 38      |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 2357  | 120       | 69            | 36       | 140     | 52        | 106               | 30     | 58          | 71            | 108     | 147               | 180       | 48             | 10    | 150            | 70                      | 60            | 127      | 177          | 107           | 97          | 75      | 60     | 124                | 67            | 35          | 34      |
| Yes                                                                 | 624   | 36        | 7             | 4        | 35      | 8         | 48                | 5      | 8           | 7             | 23      | 72                | 53        | 4              | 1     | 56             | 1                       | 6             | 36       | 62           | 13            | 25          | 19      | 3      | 70                 | 12            | 1           | 10      |
|                                                                     | 26%   | 30%       | 10%           | 12%      | 25%     | 16%       | 45%               | 17%    | 13%         | 9%            | 21%     | 49%               | 29%       | 8%             | 8%    | 37%            | 1%                      | 10%           | 28%      | 35%          | 12%           | 26%         | 26%     | 5%     | 56%                | 19%           | 3%          | 28%     |
|                                                                     |       | BCEHIMPQT | P*            | P*       | BHIMPQT | P*        | BCDEGHULMPQRTUVV* | P*     | P           | P             | BIMP    | ABCEGHULMPQRTUVV* | BCEHIMPQT | P*             | **    | BCDEGHULMPQTY* | *                       | P*            | BEHIMPQT | BCEGHULMPQTY | P*            | BHIMPQT*    | BHIMPQT | **     | ABCEGHULMOPQRTUVYa | IMP*          | **          | BIMPQT* |
| No                                                                  | 1734  | 84        | 62            | 32       | 104     | 44        | 58                | 25     | 50          | 65            | 85      | 75                | 127       | 44             | 9     | 94             | 69                      | 54            | 92       | 115          | 94            | 72          | 55      | 57     | 55                 | 54            | 34          | 25      |
|                                                                     | 74%   | 70%       | 90%           | 88%      | 75%     | 84%       | 55%               | 83%    | 87%         | 91%           | 79%     | 51%               | 71%       | 92%            | 92%   | 63%            | 99%                     | 90%           | 72%      | 65%          | 88%           | 74%         | 74%     | 95%    | 44%                | 81%           | 97%         | 72%     |
|                                                                     |       | KX        | ADFKLORSUVXa* | AFKLOSA* | FKOX    | AFKLORSX* | *                 | FKOSX* | ADFKLORSUVX | VXYa          | FKOSX   |                   | FKX       | ADFKLORSUVXYa* | **    | X*             | ABCEFGHIJKLMOQRSTUVXYa* | ADFKLORSUVXa* | FKX      | KX           | ADFKLORSUVXa* | FKX*        | FKX     | **     |                    | FKOSX*        | **          | KX*     |
| Sigma                                                               | 2357  | 120       | 69            | 36       | 140     | 52        | 106               | 30     | 58          | 71            | 108     | 147               | 180       | 48             | 10    | 150            | 70                      | 60            | 127      | 177          | 107           | 97          | 75      | 60     | 124                | 67            | 35          | 34      |
|                                                                     | 100%  | 100%      | 100%          | 100%     | 100%    | 100%      | 100%              | 100%   | 100%        | 100%          | 100%    | 100%              | 100%      | 100%           | 100%  | 100%           | 100%                    | 100%          | 100%     | 100%         | 100%          | 100%        | 100%    | 100%   | 100%               | 100%          | 100%        | 100%    |

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Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Total | North America | LATAM | Europe | APAC | G-8 Countries | BRIC | Middle East/Africa |
|---------------------------------------------------------------------|-------|---------------|-------|--------|------|---------------|------|--------------------|
|                                                                     |       | A             | B     | C      | D    | E             | F    | G                  |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 3382  | 225           | 610   | 907    | 1143 | 805           | 988  | 433                |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 2357  | 119           | 409   | 615    | 736  | 463           | 521  | 409                |
| Yes                                                                 | 624   | 21            | 127   | 79     | 241  | 80            | 191  | 145                |
|                                                                     | 26%   | 17%           | 31%   | 13%    | 33%  | 17%           | 37%  | 36%                |
|                                                                     |       |               | ACE   |        | ACE  | C             | ACE  | ACE                |
| No                                                                  | 1734  | 98            | 282   | 536    | 495  | 382           | 329  | 263                |
|                                                                     | 74%   | 83%           | 69%   | 87%    | 67%  | 83%           | 63%  | 64%                |
|                                                                     |       | BDFG          |       | BDEFG  |      | BDFG          |      |                    |
| Sigma                                                               | 2357  | 119           | 409   | 615    | 736  | 463           | 521  | 409                |
|                                                                     | 100%  | 100%          | 100%  | 100%   | 100% | 100%          | 100% | 100%               |
|                                                                     |       |               |       |        |      |               |      |                    |

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Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                        | Argentina<br>Total | Argentina |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |                 |              |         |          |
|------------------------------------------------------------------------|--------------------|-----------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|-----------------|--------------|---------|----------|
|                                                                        |                    | Gender    |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |                 | Social Media |         |          |
|                                                                        |                    | Male      | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total<br>Employed | Non<br>Employed | Active       | Passive | Inactive |
|                                                                        |                    | A         | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U               | V            | W       | X        |
| Base: Regularly Used Any<br>Medical/Health/Fitness-Related App (unwtd) | 134                | 43        | 91     | 46       | 52       | 36       | 48               | 62     | 24   | 56             | 78    | 45        | 52     | 37   | 77                  | 57   | 19             | 115  | 26                        | 108  | 89                | 45              | 86           | 30      | 18       |
| Base: Regularly Used Any<br>Medical/Health/Fitness-Related App (wtd)   | 120                | 44        | 76     | 45       | 41       | 35       | 51               | 53     | 16   | 49             | 71    | 68        | 36     | 16   | 67                  | 53   | 14             | 106  | 18                        | 102  | 73                | 47              | 73           | 32      | 15       |
| Yes                                                                    | 36                 | 19        | 16     | 13       | 12       | 10       | 10               | 22     | 3    | 11             | 25    | 18        | 10     | 8    | 26                  | 10   | 3              | 32   | 4                         | 31   | 25                | 10              | 26           | 7       | 3        |
|                                                                        | 30%                | 44%       | 22%    | 30%      | 30%      | 30%      | 20%              | 42%    | 20%  | 23%            | 35%   | 26%       | 28%    | 48%  | 39%                 | 18%  | 26%            | 30%  | 25%                       | 31%  | 35%               | 22%             | 36%          | 22%     | 17%      |
|                                                                        | B*                 | *         | *      | *        | *        | **       | *                | F*     | **   | *              | *     | *         | *      | K*   | O*                  | *    | **             |      | **                        |      | +                 | *               |              | **      | **       |
| No                                                                     | 84                 | 24        | 60     | 31       | 28       | 24       | 40               | 31     | 13   | 38             | 46    | 50        | 26     | 8    | 41                  | 43   | 10             | 74   | 13                        | 71   | 47                | 37              | 47           | 25      | 12       |
|                                                                        | 70%                | 56%       | 78%    | 70%      | 70%      | 70%      | 80%              | 58%    | 80%  | 77%            | 65%   | 74%       | 72%    | 52%  | 61%                 | 82%  | 74%            | 70%  | 75%                       | 69%  | 65%               | 78%             | 64%          | 78%     | 83%      |
|                                                                        | *                  | A*        | *      | *        | *        | **       | G*               | *      | **   | *              | *     | M*        | *      | *    | *                   | N*   | **             |      | **                        |      | *                 | *               |              | **      | **       |
| Sigma                                                                  | 120                | 44        | 76     | 45       | 41       | 35       | 51               | 53     | 16   | 49             | 71    | 68        | 36     | 16   | 67                  | 53   | 14             | 106  | 18                        | 102  | 73                | 47              | 73           | 32      | 15       |
|                                                                        | 100%               | 100%      | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%            | 100%         | 100%    | 100%     |

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Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Australia<br>Total | Australia |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |                 |       |      |           |      |         |      |        |      |              |         |          |      |
|---------------------------------------------------------------------|--------------------|-----------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|-----------------|-------|------|-----------|------|---------|------|--------|------|--------------|---------|----------|------|
|                                                                     |                    | Gender    |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |                 | METRO |      | NON-METRO |      | VIC/TAS |      | Region |      | Social Media |         |          |      |
|                                                                     |                    | Male      | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total<br>Employed | Non<br>Employed | U     | V    | W         | X    | Y       | Z    | SA/NT  | WA   | Active       | Passive | Inactive |      |
|                                                                     |                    | A         | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U               | V     | W    | X         | Y    | Z       | a    | b      | c    | d            | e       |          |      |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 148                | 50        | 98     | 71       | 46       | 31       | 16               | 74     | 58   | 88             | 60    | 30        | 34     | 84   | 69                  | 79   | 15             | 133  | 20                        | 128  | 94                | 54              | 93    | 55   | 38        | 50   | 25      | 21   | 14     | 85   | 44           | 19      |          |      |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 69                 | 21        | 48     | 41       | 17       | 11       | 9                | 33     | 27   | 36             | 33    | 13        | 38     | 18   | 30                  | 39   | 3              | 66   | 7                         | 61   | 41                | 28              | 38    | 31   | 14        | 26   | 11      | 12   | 5      | 39   | 20           | 10      |          |      |
| Yes                                                                 | 7                  | 1         | 5      | 5        | 1        | 1        | 2                | 4      | 1    | 2              | 4     | 1         | 3      | 2    | 3                   | 3    | 1              | 6    | 1                         | 6    | 1                 | 5               | 4     | 2    | 1         | 3    | 1       | 2    | -      | 4    | 3            | *       |          |      |
|                                                                     | 10%                | 7%        | 11%    | 11%      | 4%       | 12%      | 20%              | 12%    | 3%   | 6%             | 13%   | 11%       | 8%     | 12%  | 10%                 | 9%   | 18%            | 9%   | 12%                       | 9%   | 4%                | 18%             | 11%   | 8%   | 7%        | 18%  | 5%      | 19%  | -      | 9%   | 13%          | 3%      |          |      |
|                                                                     | **                 | **        | **     | **       | **       | **       | **               | **     | **   | *              | *     | **        | *      | *    | *                   | *    | **             | **   | **                        | **   | *                 | 1*              | *     | *    | **        | **   | **      | **   | **     | **   | **           | **      | **       |      |
| No                                                                  | 62                 | 19        | 43     | 36       | 17       | 9        | 7                | 29     | 27   | 33             | 29    | 12        | 35     | 16   | 27                  | 35   | 3              | 60   | 6                         | 56   | 40                | 23              | 34    | 28   | 13        | 24   | 11      | 10   | 5      | 35   | 17           | 10      |          |      |
|                                                                     | 90%                | 93%       | 89%    | 89%      | 96%      | 88%      | 80%              | 88%    | 97%  | 94%            | 87%   | 89%       | 92%    | 88%  | 90%                 | 91%  | 82%            | 91%  | 88%                       | 91%  | 96%               | 82%             | 89%   | 92%  | 93%       | 90%  | 95%     | 81%  | 100%   | 91%  | 87%          | 97%     |          |      |
|                                                                     | **                 | **        | **     | **       | **       | **       | *                | *      | *    | *              | *     | **        | *      | *    | *                   | *    | **             | **   | **                        | **   | 0*                | *               | *     | *    | **        | **   | **      | **   | **     | **   | **           | **      | **       |      |
| Sigma                                                               | 69                 | 21        | 48     | 41       | 17       | 11       | 9                | 33     | 27   | 36             | 33    | 13        | 38     | 18   | 30                  | 39   | 3              | 66   | 7                         | 61   | 41                | 28              | 38    | 31   | 14        | 26   | 11      | 12   | 5      | 39   | 20           | 10      |          |      |
|                                                                     | 100%               | 100%      | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%            | 100%  | 100% | 100%      | 100% | 100%    | 100% | 100%   | 100% | 100%         | 100%    | 100%     | 100% |

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Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Belgium<br>Total | Belgium |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |                 |        |        |          |        |              |        |         |          |
|---------------------------------------------------------------------|------------------|---------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|-----------------|--------|--------|----------|--------|--------------|--------|---------|----------|
|                                                                     |                  | Gender  |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |                 | Region |        | Language |        | Social Media |        |         |          |
|                                                                     |                  | Male    | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total<br>Employed | Non<br>Employed | North  | Center | South    | French | Flemish      | Active | Passive | Inactive |
|                                                                     |                  | A       | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U               | V      | W      | X        | Y      | Z            | a      | b       | c        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 40               | 15      | 25     | 16       | 8        | 16       | 9                | 15     | 16   | 16             | 24    | 5         | 20     | 15   | 22                  | 18   | 2              | 38   | 6                         | 34   | 20                | 20              | 11     | 5      | 24       | 29     | 11           | 12     | 16      | 12       |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 36               | 15      | 22     | 14       | 8        | 15       | 9                | 15     | 13   | 14             | 22    | 9         | 14     | 13   | 20                  | 17   | 1              | 35   | 4                         | 32   | 16                | 20              | 12     | 3      | 22       | 25     | 12           | 12     | 15      | 9        |
| Yes                                                                 | 4                | 3       | 2      | -        | 1        | 4        | 1                | 2      | 1    | 1              | 3     | 2         | 2      | 1    | 3                   | 1    | -              | 4    | -                         | 4    | 2                 | 3               | -      | *      | 4        | 4      | -            | 3      | *       | *        |
|                                                                     | 12%              | 19%     | 7%     | -        | 12%      | 24%      | 16%              | 13%    | 9%   | 8%             | 15%   | 20%       | 13%    | 5%   | 16%                 | 7%   | -              | 13%  | -                         | 14%  | 9%                | 14%             | -      | 16%    | 18%      | 18%    | -            | 28%    | 3%      | 5%       |
| No                                                                  | 32               | 12      | 20     | 14       | 7        | 11       | 7                | 13     | 12   | 13             | 19    | 8         | 12     | 12   | 16                  | 16   | 1              | 31   | 4                         | 28   | 15                | 17              | 12     | 3      | 18       | 20     | 12           | 9      | 14      | 9        |
|                                                                     | 88%              | 81%     | 93%    | 100%     | 88%      | 76%      | 84%              | 87%    | 91%  | 92%            | 85%   | 80%       | 87%    | 95%  | 84%                 | 93%  | 100%           | 87%  | 100%                      | 86%  | 91%               | 86%             | 100%   | 84%    | 82%      | 82%    | 100%         | 72%    | 97%     | 95%      |
|                                                                     | 36               | 15      | 22     | 14       | 8        | 15       | 9                | 15     | 13   | 14             | 22    | 9         | 14     | 13   | 20                  | 17   | 1              | 35   | 4                         | 32   | 16                | 20              | 12     | 3      | 22       | 25     | 12           | 12     | 15      | 9        |
|                                                                     | 100%             | 100%    | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%            | 100%   | 100%   | 100%     | 100%   | 100%         | 100%   | 100%    | 100%     |

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Socialogue

HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Brazil Total | Brazil |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------------------------------------------|--------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                                                     |              | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                                                     |              | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                                                     |              | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 298          | 117    | 181    | 121      | 116      | 61       | 66               | 222    | 10   | 136            | 162   | 46        | 171    | 81   | 142                 | 156  | 42             | 256  | 51                        | 247  | 218               | 80           | 210          | 56      | 32       |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 140          | 52     | 88     | 67       | 49       | 24       | 40               | 96     | 3    | 61             | 79    | 37        | 75     | 28   | 64                  | 76   | 18             | 122  | 22                        | 118  | 99                | 41           | 98           | 26      | 17       |
| Yes                                                                 | 35           | 14     | 21     | 17       | 12       | 6        | 13               | 22     | 1    | 17             | 19    | 10        | 18     | 7    | 18                  | 18   | 5              | 30   | 6                         | 29   | 25                | 11           | 26           | 6       | 3        |
|                                                                     | 25%          | 28%    | 24%    | 26%      | 24%      | 27%      | 32%              | 23%    | 18%  | 27%            | 24%   | 28%       | 24%    | 26%  | 28%                 | 23%  | 31%            | 25%  | 28%                       | 25%  | 26%               | 27%          | 24%          | 17%     |          |
| No                                                                  |              |        |        |          |          | *        | *                |        | **   |                |       | *         |        | *    |                     |      | *              |      | *                         |      | *                 |              | *            |         | **       |
|                                                                     | 104          | 37     | 67     | 50       | 37       | 17       | 27               | 74     | 3    | 44             | 60    | 27        | 57     | 20   | 46                  | 59   | 12             | 92   | 16                        | 89   | 74                | 31           | 71           | 19      | 14       |
|                                                                     | 75%          | 72%    | 76%    | 74%      | 76%      | 73%      | 68%              | 77%    | 82%  | 73%            | 76%   | 72%       | 76%    | 74%  | 72%                 | 77%  | 69%            | 75%  | 72%                       | 75%  | 75%               | 74%          | 73%          | 76%     | 83%      |
| Sigma                                                               |              |        |        |          |          | *        | *                |        | **   |                |       | *         |        | *    |                     |      | *              |      | *                         |      | *                 |              | *            |         | **       |
|                                                                     | 140          | 52     | 88     | 67       | 49       | 24       | 40               | 96     | 3    | 61             | 79    | 37        | 75     | 28   | 64                  | 76   | 18             | 122  | 22                        | 118  | 99                | 41           | 98           | 26      | 17       |
|                                                                     | 100%         | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

Socialogue

H12. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Means - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Canada Total | Canada |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |          |          |         |      |                       |         |        |        |              |          |     |
|---------------------------------------------------------------------|--------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|----------|----------|---------|------|-----------------------|---------|--------|--------|--------------|----------|-----|
|                                                                     |              | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Region   |          |         |      |                       |         |        |        | Social Media |          |     |
|                                                                     |              | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Prairies | Atlantic | Alberta | BC   | Northwest Territories | Ontario | Quebec | Active | Passive      | Inactive |     |
|                                                                     |              | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V        | W        | X       | Y    | Z                     | a       | b      | c      | d            | e        |     |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 101          | 40     | 61     | 32       | 33       | 36       | 10               | 42     | 49   | 54             | 47    | 30        | 54     | 17   | 51                  | 50   | 12             | 89   | 14                        | 87   | 73                | 28           | 1        | 7        | 11      | 16   | -                     | 46      | 20     | 52     | 26           | 23       |     |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 52           | 19     | 33     | 21       | 17       | 14       | 6                | 22     | 24   | 25             | 27    | 16        | 27     | 9    | 25                  | 27   | 7              | 45   | 7                         | 45   | 37                | 15           | 1        | 4        | 6       | 8    | -                     | 25      | 9      | 28     | 13           | 11       |     |
| Yes                                                                 | 8            | 3      | 5      | 4        | 3        | 2        | 2                | 5      | 1    | 2              | 6     | 4         | 4      | 1    | 5                   | 4    | 4              | 5    | 3                         | 5    | 6                 | 2            | -        | 1        | -       | 1    | -                     | 3       | 3      | 6      | 2            | *        |     |
|                                                                     | 16%          | 4      | 16%    | 16%      | 18%      | 15%      | 14%              | 41%    | 21%  | 5%             | 9%    | 22%       | 13%    | 13%  | 19%                 | 13%  | 52%            | 11%  | 45%                       | 11%  | 16%               | 17%          | -        | 30%      | -       | 14%  | -                     | 14%     | 28%    | 23%    | 12%          | 3%       |     |
|                                                                     | 4            | 1      | 4      | 4        | 4        | 4        | 4                | 11     | 4    | 1              | 4     | 4         | 4      | 4    | 4                   | 4    | 4              | 4    | 4                         | 4    | 4                 | 4            | 4        | 4        | 4       | 4    | 4                     | 4       | 4      | 4      | 4            | 4        |     |
| No                                                                  | 44           | 16     | 28     | 17       | 14       | 12       | 4                | 18     | 23   | 23             | 21    | 13        | 23     | 8    | 21                  | 23   | 3              | 41   | 4                         | 40   | 31                | 12           | 1        | 3        | 6       | 7    | -                     | 21      | 7      | 22     | 12           | 11       |     |
|                                                                     | 84%          | 84%    | 84%    | 82%      | 85%      | 86%      | 59%              | 79%    | 95%  | 91%            | 78%   | 78%       | 87%    | 87%  | 81%                 | 87%  | 48%            | 89%  | 55%                       | 89%  | 84%               | 83%          | 100%     | 70%      | 100%    | 86%  | -                     | 86%     | 72%    | 77%    | 88%          | 97%      |     |
|                                                                     | *            | *      | *      | *        | *        | *        | **               | *      | *    | G*             | *     | *         | **     | **   | *                   | *    | *              | 48%  | 89%                       | 55%  | 89%               | 84%          | 83%      | 100%     | 70%     | 100% | 86%                   | -       | 86%    | 72%    | 77%          | 88%      | 97% |
| Sigma                                                               | 52           | 19     | 33     | 21       | 17       | 14       | 6                | 22     | 24   | 25             | 27    | 16        | 27     | 9    | 25                  | 27   | 7              | 45   | 7                         | 45   | 37                | 15           | 1        | 4        | 6       | 8    | -                     | 25      | 9      | 28     | 13           | 11       |     |
|                                                                     | 100%         | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%     | 100%     | 100%    | 100% | -                     | 100%    | 100%   | 100%   | 100%         | 100%     |     |

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HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | China Total | China  |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------------------------------------------|-------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                                                     |             | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                                                     |             | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                                                     |             | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 254         | 103    | 151    | 113      | 103      | 38       | 15               | 43     | 196  | 199            | 55    | 17        | 55     | 182  | 176                 | 78   | 32             | 222  | 104                       | 150  | 227               | 27           | 185          | 59      | 10       |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 106         | 45     | 61     | 44       | 36       | 27       | 6                | 26     | 75   | 90             | 17    | 60        | 32     | 14   | 60                  | 46   | 16             | 91   | 33                        | 73   | 89                | 17           | 61           | 35      | 10       |
| Yes                                                                 | 48          | 16     | 32     | 20       | 20       | 9        | 1                | 11     | 36   | 42             | 6     | 30        | 11     | 7    | 33                  | 15   | 11             | 37   | 19                        | 29   | 44                | 4            | 34           | 10      | 4        |
|                                                                     | 45%         | 36%    | 52%    | 45%      | 55%      | 32%      | 12%              | 44%    | 48%  | 47%            | 36%   | 50%       | 34%    | 50%  | 55%                 | 33%  | 73%            | 40%  | 57%                       | 39%  | 49%               | 25%          | 56%          | 28%     | 39%      |
|                                                                     | **          | **     | **     | **       | **       | **       | **               | **     | **   | **             | **    | **        | *      | L    | **                  | **   | **             | **   | **                        | **   | **                | **           | **           | **      | **       |
| No                                                                  | 58          | 29     | 29     | 24       | 16       | 18       | 5                | 14     | 39   | 48             | 11    | 30        | 21     | 7    | 27                  | 31   | 4              | 54   | 14                        | 44   | 46                | 13           | 27           | 25      | 6        |
|                                                                     | 55%         | 64%    | 48%    | 55%      | 45%      | 68%      | 88%              | 56%    | 52%  | 53%            | 64%   | 50%       | 66%    | 50%  | 45%                 | 67%  | 27%            | 60%  | 43%                       | 61%  | 51%               | 75%          | 44%          | 72%     | 61%      |
|                                                                     | **          | **     | **     | **       | **       | **       | **               | **     | **   | **             | **    | **        | M*     | **   | **                  | **   | **             | **   | **                        | **   | **                | **           | **           | **      | **       |
| Sigma                                                               | 106         | 45     | 61     | 44       | 36       | 27       | 6                | 26     | 75   | 90             | 17    | 60        | 32     | 14   | 60                  | 46   | 16             | 91   | 33                        | 73   | 89                | 17           | 61           | 35      | 10       |
|                                                                     | 100%        | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

Socialogue

HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | France Total | France |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------------------------------------------|--------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                                                     |              | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                                                     |              | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                                                     |              | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 59           | 24     | 35     | 22       | 12       | 25       | 15               | 33     | 11   | 24             | 35    | 25        | 19     | 15   | 32                  | 27   | 2              | 57   | 7                         | 52   | 33                | 26           | 20           | 23      | 16       |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 30           | 12     | 18     | 13       | 6        | 11       | 7                | 17     | 6    | 11             | 19    | 11        | 13     | 6    | 16                  | 14   | 2              | 29   | 4                         | 26   | 18                | 13           | 10           | 12      | 8        |
| Yes                                                                 | 5            | 3      | 2      | 2        | 1        | 2        | 2                | 3      | *    | 2              | 3     | 3         | 1      | 1    | 1                   | 4    | -              | 5    | *                         | 5    | 2                 | 3            | 4            | 1       | -        |
|                                                                     | 17%          | 24%    | 13%    | 17%      | 17%      | 18%      | 29%              | 15%    | 8%   | 20%            | 16%   | 24%       | 11%    | 21%  | 8%                  | 28%  | -              | 18%  | 10%                       | 18%  | 14%               | 22%          | 40%          | 11%     | -        |
|                                                                     | **           |        |        | **       | **       | **       | **               |        | **   | **             |       | **        | **     | **   | **                  | **   | **             |      | **                        |      | **                | **           | **           | **      | **       |
| No                                                                  | 25           | 9      | 16     | 11       | 5        | 9        | 5                | 15     | 5    | 9              | 16    | 8         | 12     | 5    | 15                  | 10   | 2              | 23   | 4                         | 21   | 15                | 10           | 6            | 11      | 8        |
|                                                                     | 83%          | 76%    | 87%    | 83%      | 83%      | 82%      | 71%              | 85%    | 92%  | 80%            | 84%   | 76%       | 89%    | 79%  | 92%                 | 72%  | 100%           | 82%  | 90%                       | 82%  | 86%               | 78%          | 60%          | 89%     | 100%     |
|                                                                     | **           | **     | **     | **       | **       | **       | **               | **     | **   | **             | **    | **        | **     | **   | **                  | **   | **             | **   | **                        | **   | **                | **           | **           | **      | **       |
| Sigma                                                               | 30           | 12     | 18     | 13       | 6        | 11       | 7                | 17     | 6    | 11             | 19    | 11        | 13     | 6    | 16                  | 14   | 2              | 29   | 4                         | 26   | 18                | 13           | 10           | 12      | 8        |
|                                                                     | 100%         | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

Socialogue

HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Germany<br>Total | Germany |          |          |                  |      |        |                |         |           |      |        |                     |      |                |      |                           |      |                   |                   |                 |        |         |          |      |
|---------------------------------------------------------------------|------------------|---------|----------|----------|------------------|------|--------|----------------|---------|-----------|------|--------|---------------------|------|----------------|------|---------------------------|------|-------------------|-------------------|-----------------|--------|---------|----------|------|
| Gender                                                              |                  | Age     |          |          | Household Income |      |        | Marital Status |         | Education |      |        | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |                   | Social Media    |        |         |          |      |
| Male                                                                |                  | Female  | Under 35 | 35 to 49 | 50 to 64         | Low  | Medium | High           | Married | Other     | Low  | Medium | High                | Yes  | No             | Yes  | No                        | Yes  | No                | Total<br>Employed | Non<br>Employed | Active | Passive | Inactive |      |
|                                                                     |                  | A       | B        | C        | D                | E    | F      | G              | H       | I         | J    | K      | L                   | M    | N              | O    | P                         | Q    | R                 | S                 | T               | U      | V       | W        | X    |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 110              | 50      | 60       | 48       | 35               | 27   | 27     | 35             | 42      | 29        | 81   | 12     | 69                  | 29   | 69             | 41   | 11                        | 99   | 33                | 77                | 80              | 30     | 51      | 43       | 16   |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 58               | 26      | 32       | 28       | 18               | 11   | 15     | 18             | 21      | 14        | 44   | 7      | 35                  | 16   | 35             | 22   | 5                         | 52   | 17                | 41                | 40              | 17     | 28      | 21       | 9    |
| Yes                                                                 | 8                | 5       | 2        | 5        | 1                | 2    | 2      | 3              | 3       | 2         | 6    | *      | 4                   | 3    | 7              | 1    | 1                         | 7    | 3                 | 4                 | 7               | 1      | 7       | 1        | -    |
|                                                                     | 13%              | 21%     | 7%       | 19%      | 3%               | 15%  | 16%    | 14%            | 13%     | 13%       | 14%  | 7%     | 11%                 | 21%  | 19%            | 5%   | 20%                       | 13%  | 20%               | 11%               | 16%             | 7%     | 24%     | 4%       | -    |
|                                                                     | B*               | *       |          | D*       | *                | **   | **     | *              | *       | **        |      | **     |                     | **   | O*             | *    | **                        |      | *                 | *                 | **              | W*     | *       | **       |      |
| No                                                                  | 50               | 21      | 29       | 23       | 18               | 10   | 13     | 16             | 18      | 12        | 38   | 6      | 31                  | 12   | 29             | 21   | 4                         | 45   | 13                | 36                | 34              | 16     | 21      | 20       | 9    |
|                                                                     | 87%              | 79%     | 93%      | 81%      | 97%              | 85%  | 84%    | 86%            | 87%     | 87%       | 86%  | 93%    | 89%                 | 79%  | 81%            | 95%  | 80%                       | 87%  | 80%               | 89%               | 84%             | 93%    | 76%     | 96%      | 100% |
|                                                                     | *                |         | A*       | *        | C*               | **   | **     | *              | *       | **        |      | **     |                     | **   | *              | N*   | **                        |      | *                 | *                 | **              | *      | V*      | **       |      |
| Sigma                                                               | 58               | 26      | 32       | 28       | 18               | 11   | 15     | 18             | 21      | 14        | 44   | 7      | 35                  | 16   | 35             | 22   | 5                         | 52   | 17                | 41                | 40              | 17     | 28      | 21       | 9    |
|                                                                     | 100%             | 100%    | 100%     | 100%     | 100%             | 100% | 100%   | 100%           | 100%    | 100%      | 100% | 100%   | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%              | 100%            | 100%   | 100%    | 100%     | 100% |

Socialogue

HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Hungary<br>Total | Hungary |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |                 |              |         |          |
|---------------------------------------------------------------------|------------------|---------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|-----------------|--------------|---------|----------|
|                                                                     |                  | Gender  |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |                 | Social Media |         |          |
|                                                                     |                  | Male    | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total<br>Employed | Non<br>Employed | Active       | Passive | Inactive |
|                                                                     |                  | A       | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U               | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 107              | 41      | 66     | 33       | 35       | 39       | 34               | 56     | 3    | 49             | 58    | 30        | 59     | 18   | 58                  | 49   | 9              | 98   | 8                         | 99   | 59                | 48              | 49           | 47      | 11       |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 108              | 42      | 66     | 35       | 34       | 39       | 34               | 57     | 3    | 48             | 60    | 25        | 68     | 15   | 59                  | 49   | 10             | 98   | 8                         | 100  | 61                | 47              | 49           | 47      | 11       |
| Yes                                                                 | 23               | 12      | 11     | 8        | 4        | 11       | 9                | 11     | -    | 9              | 14    | 4         | 16     | 3    | 11                  | 12   | 2              | 21   | 2                         | 21   | 13                | 10              | 15           | 5       | 2        |
|                                                                     | 21%              | 28%     | 17%    | 23%      | 11%      | 28%      | 26%              | 20%    | -    | 19%            | 23%   | 14%       | 24%    | 22%  | 19%                 | 24%  | 24%            | 21%  | 28%                       | 21%  | 21%               | 22%             | 31%          | 12%     | 20%      |
|                                                                     |                  | *       | *      | *        | *        | *        | *                | *      | *    | **             | *     | *         | **     | *    | *                   | *    | *              | **   | *                         | *    | *                 | *               | W*           | *       | **       |
| No                                                                  | 85               | 30      | 55     | 27       | 30       | 28       | 25               | 46     | 3    | 39             | 46    | 22        | 52     | 12   | 47                  | 38   | 7              | 78   | 6                         | 79   | 48                | 37              | 34           | 42      | 9        |
|                                                                     | 79%              | 72%     | 83%    | 77%      | 89%      | 72%      | 74%              | 80%    | 100% | 81%            | 77%   | 86%       | 76%    | 78%  | 81%                 | 76%  | 76%            | 79%  | 72%                       | 79%  | 79%               | 78%             | 69%          | 88%     | 80%      |
|                                                                     |                  | *       | *      | *        | *        | *        | *                | *      | *    | **             | *     | *         | **     | *    | *                   | *    | *              | **   | *                         | *    | *                 | *               | *            | V*      | **       |
| Sigma                                                               | 108              | 42      | 66     | 35       | 34       | 39       | 34               | 57     | 3    | 48             | 60    | 25        | 68     | 15   | 59                  | 49   | 10             | 98   | 8                         | 100  | 61                | 47              | 49           | 47      | 11       |
|                                                                     | 100%             | 100%    | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%            | 100%         | 100%    | 100%     |
|                                                                     |                  |         |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |                 |              |         |          |

Socialogue

HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | India Total | India  |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------------------------------------------|-------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                                                     |             | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                                                     |             | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                                                     |             | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 301         | 161    | 140    | 137      | 103      | 61       | 91               | 123    | 87   | 210            | 91    | 2         | 29     | 270  | 182                 | 119  | 83             | 218  | 174                       | 127  | 246               | 55           | 248          | 42      | 11       |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 147         | 79     | 68     | 76       | 46       | 26       | 47               | 60     | 40   | 94             | 53    | 1         | 16     | 130  | 88                  | 60   | 40             | 108  | 82                        | 65   | 118               | 30           | 123          | 19      | 6        |
| Yes                                                                 | 72          | 39     | 33     | 41       | 20       | 11       | 25               | 29     | 19   | 45             | 27    | 1         | 9      | 62   | 50                  | 22   | 25             | 47   | 45                        | 27   | 60                | 12           | 60           | 9       | 3        |
|                                                                     | 49%         | 49%    | 49%    | 55%      | 43%      | 44%      | 52%              | 48%    | 48%  | 48%            | 51%   | 100%      | 53%    | 48%  | 57%                 | 37%  | 63%            | 44%  | 55%                       | 42%  | 51%               | 42%          | 49%          | 46%     | 58%      |
| No                                                                  |             |        |        |          |          | *        | *                |        | *    |                | *     | **        | **     |      | O                   |      | Q*             |      | S                         |      |                   | *            |              | *       | **       |
|                                                                     | 75          | 40     | 35     | 34       | 26       | 14       | 22               | 31     | 21   | 49             | 26    | -         | 8      | 67   | 37                  | 37   | 15             | 60   | 37                        | 38   | 58                | 17           | 62           | 10      | 2        |
|                                                                     | 51%         | 51%    | 51%    | 45%      | 57%      | 56%      | 48%              | 52%    | 52%  | 52%            | 49%   | -         | 47%    | 52%  | 43%                 | 63%  | 37%            | 56%  | 45%                       | 58%  | 49%               | 58%          | 51%          | 54%     | 42%      |
| Sigma                                                               |             |        |        |          |          | *        | *                |        | *    |                | *     | **        | **     |      | N                   |      | P              |      | R                         |      | *                 |              | *            |         | **       |
|                                                                     | 147         | 79     | 68     | 76       | 46       | 26       | 47               | 60     | 40   | 94             | 53    | 1         | 16     | 130  | 88                  | 60   | 40             | 108  | 82                        | 65   | 118               | 30           | 123          | 19      | 6        |
|                                                                     | 100%        | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

Socialogue

HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Indonesia<br>Total | Indonesia |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |                 |              |         |          |
|---------------------------------------------------------------------|--------------------|-----------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|-----------------|--------------|---------|----------|
|                                                                     |                    | Gender    |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |                 | Social Media |         |          |
|                                                                     |                    | Male      | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total<br>Employed | Non<br>Employed | Active       | Passive | Inactive |
|                                                                     |                    | A         | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U               | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 181                | 74        | 107    | 94       | 67       | 20       | 22               | 91     | 68   | 96             | 85    | 61        | 14     | 106  | 72                  | 109  | 30             | 151  | 52                        | 129  | 148               | 33              | 128          | 47      | 6        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 180                | 86        | 93     | 90       | 63       | 26       | 22               | 90     | 68   | 97             | 82    | 58        | 15     | 106  | 78                  | 102  | 33             | 147  | 55                        | 125  | 146               | 34              | 125          | 48      | 6        |
| Yes                                                                 | 53                 | 26        | 26     | 30       | 12       | 10       | 6                | 22     | 24   | 31             | 22    | 15        | -      | 38   | 29                  | 24   | 18             | 35   | 26                        | 26   | 46                | 6               | 39           | 13      | -        |
|                                                                     | 29%                | 30%       | 28%    | 34%      | 19%      | 40%      | 27%              | 25%    | 36%  | 32%            | 26%   | 25%       | -      | 36%  | 37%                 | 24%  | 55%            | 24%  | 48%                       | 21%  | 32%               | 18%             | 31%          | 28%     | -        |
|                                                                     | *                  | *         | *      | D*       | *        | **       | **               | *      | *    | *              | *     | *         | **     | *    | *                   | *    | **             | *    | S*                        | *    | *                 | *               | *            | *       | **       |
| No                                                                  | 127                | 60        | 67     | 60       | 51       | 16       | 16               | 67     | 43   | 66             | 61    | 44        | 15     | 68   | 49                  | 78   | 15             | 112  | 29                        | 98   | 100               | 27              | 86           | 35      | 6        |
|                                                                     | 71%                | 70%       | 72%    | 66%      | 81%      | 60%      | 73%              | 75%    | 64%  | 68%            | 74%   | 75%       | 100%   | 64%  | 63%                 | 76%  | 45%            | 76%  | 52%                       | 79%  | 68%               | 82%             | 69%          | 72%     | 100%     |
|                                                                     | *                  | *         | *      | *        | C*       | **       | **               | *      | *    | *              | *     | *         | **     | *    | *                   | *    | **             | *    | R                         | *    | *                 | *               | *            | *       | **       |
| Sigma                                                               | 180                | 86        | 93     | 90       | 63       | 26       | 22               | 90     | 68   | 97             | 82    | 58        | 15     | 106  | 78                  | 102  | 33             | 147  | 55                        | 125  | 146               | 34              | 125          | 48      | 6        |
|                                                                     | 100%               | 100%      | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%            | 100%         | 100%    | 100%     |
|                                                                     |                    |           |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |                 |              |         |          |

Socialogue

HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Italy Total | Italy  |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------------------------------------------|-------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                                                     |             | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                                                     |             | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                                                     |             | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 104         | 47     | 57     | 37       | 41       | 26       | 21               | 44     | 39   | 54             | 50    | 23        | 55     | 26   | 63                  | 41   | 11             | 93   | 17                        | 87   | 71                | 33           | 73           | 16      | 15       |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 48          | 23     | 25     | 18       | 18       | 13       | 10               | 22     | 15   | 25             | 23    | 17        | 21     | 11   | 31                  | 17   | 5              | 43   | 8                         | 40   | 34                | 14           | 32           | 8       | 8        |
| Yes                                                                 | 4           | 3      | 1      | 1        | 2        | 1        | -                | 3      | 1    | 2              | 1     | 1         | 2      | 1    | 3                   | *    | 1              | 3    | 2                         | 2    | 3                 | 1            | 3            | *       | 1        |
|                                                                     | 8%          | 13%    | 3%     | 5%       | 10%      | 8%       | -                | 12%    | 7%   | 10%            | 5%    | 8%        | 7%     | 7%   | 11%                 | 2%   | 22%            | 6%   | 24%                       | 4%   | 8%                | 6%           | 8%           | 4%      | 8%       |
| No                                                                  |             | *      | *      | *        | *        | **       | **               | *      | *    | *              | *     | **        |        | **   | *                   | *    | **             |      | **                        |      | *                 | *            | **           | **      | **       |
|                                                                     | 44          | 20     | 25     | 17       | 16       | 12       | 10               | 20     | 14   | 22             | 22    | 15        | 19     | 10   | 28                  | 17   | 4              | 41   | 6                         | 38   | 31                | 13           | 30           | 7       | 8        |
|                                                                     | 92%         | 87%    | 97%    | 95%      | 90%      | 92%      | 100%             | 88%    | 93%  | 90%            | 95%   | 92%       | 93%    | 93%  | 89%                 | 98%  | 78%            | 94%  | 76%                       | 96%  | 92%               | 94%          | 92%          | 96%     | 92%      |
|                                                                     |             | *      | *      | *        | *        | **       | **               | *      | *    | *              | *     | **        |        | **   | *                   | *    | **             |      | **                        |      | *                 | *            | **           | **      | **       |
| Sigma                                                               | 48          | 23     | 25     | 18       | 18       | 13       | 10               | 22     | 15   | 25             | 23    | 17        | 21     | 11   | 31                  | 17   | 5              | 43   | 8                         | 40   | 34                | 14           | 32           | 8       | 8        |
|                                                                     | 100%        | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

Socialogue  
HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?  
Proportions/Mean: - Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Japan Total | Japan  |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------------------------------------------|-------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                                                     |             | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                                                     |             | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                                                     |             | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 25          | 17     | 8      | 5        | 9        | 11       | 11               | 10     | 4    | 15             | 10    | 4         | 4      | 17   | 15                  | 10   | 2              | 23   | 6                         | 19   | 21                | 4            | 7            | 9       | 9        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 10          | 5      | 5      | 3        | 3        | 4        | 5                | 4      | 1    | 6              | 3     | 4         | 2      | 4    | 4                   | 6    | *              | 9    | 2                         | 8    | 8                 | 2            | 2            | 3       | 5        |
| Yes                                                                 | 1           | 1      | -      | *        | *        | *        | *                | 1      | -    | *              | 1     | -         | -      | 1    | 1                   | -    | *              | 1    | 1                         | -    | 1                 | -            | 1            | -       | -        |
|                                                                     | 8%          | 15%    | -      | 11%      | 7%       | 5%       | 4%               | 13%    | -    | 3%             | 16%   | -         | -      | 21%  | 18%                 | -    | 50%            | 6%   | 51%                       | -    | 10%               | -            | 45%          | -       | -        |
| No                                                                  | **          | **     | **     | **       | **       | **       | **               | **     | **   | **             | **    | **        | **     | **   | **                  | **   | **             | **   | **                        | **   | **                | **           | **           | **      | **       |
|                                                                     | 9           | 4      | 5      | 3        | 3        | 3        | 4                | 4      | 1    | 6              | 3     | 4         | 2      | 3    | 3                   | 6    | *              | 9    | 1                         | 8    | 7                 | 2            | 1            | 3       | 5        |
|                                                                     | 92%         | 85%    | 100%   | 89%      | 93%      | 95%      | 96%              | 87%    | 100% | 97%            | 84%   | 100%      | 100%   | 79%  | 82%                 | 100% | 50%            | 94%  | 49%                       | 100% | 90%               | 100%         | 55%          | 100%    | 100%     |
| Sigma                                                               | **          | **     | **     | **       | **       | **       | **               | **     | **   | **             | **    | **        | **     | **   | **                  | **   | **             | **   | **                        | **   | **                | **           | **           | **      | **       |
|                                                                     | 10          | 5      | 5      | 3        | 3        | 4        | 5                | 4      | 1    | 6              | 3     | 4         | 2      | 4    | 4                   | 6    | *              | 9    | 2                         | 8    | 8                 | 2            | 2            | 3       | 5        |
|                                                                     | 100%        | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

Socialogue

HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Mexico Total | Mexico |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------------------------------------------|--------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                                                     |              | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                                                     |              | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                                                     |              | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 178          | 86     | 92     | 70       | 60       | 48       | 105              | 66     | 7    | 93             | 85    | 27        | 72     | 79   | 109                 | 69   | 51             | 127  | 64                        | 114  | 136               | 42           | 128          | 38      | 12       |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 150          | 64     | 86     | 60       | 50       | 39       | 96               | 50     | 4    | 71             | 79    | 73        | 46     | 30   | 86                  | 63   | 33             | 116  | 51                        | 98   | 110               | 40           | 102          | 32      | 16       |
| Yes                                                                 | 56           | 27     | 29     | 21       | 22       | 14       | 38               | 18     | 1    | 24             | 32    | 29        | 17     | 9    | 33                  | 23   | 12             | 44   | 24                        | 32   | 47                | 9            | 41           | 11      | 5        |
|                                                                     | 37%          | 42%    | 34%    | 34%      | 43%      | 35%      | 39%              | 35%    | 21%  | 34%            | 40%   | 40%       | 38%    | 31%  | 38%                 | 37%  | 37%            | 38%  | 46%                       | 33%  | 43%               | 22%          | 40%          | 33%     | 29%      |
| No                                                                  |              | *      | *      |          | **       | **       | *                | *      | **   | *              | *     | **        | *      | *    | *                   | *    | **             |      | *                         | *    |                   | **           |              | **      | **       |
|                                                                     | 94           | 37     | 57     | 39       | 29       | 26       | 58               | 33     | 3    | 47             | 47    | 44        | 29     | 21   | 54                  | 40   | 21             | 73   | 28                        | 66   | 63                | 31           | 61           | 21      | 11       |
|                                                                     | 63%          | 58%    | 66%    | 66%      | 57%      | 65%      | 61%              | 65%    | 79%  | 66%            | 60%   | 60%       | 62%    | 69%  | 62%                 | 63%  | 63%            | 62%  | 54%                       | 67%  | 57%               | 78%          | 60%          | 67%     | 71%      |
|                                                                     |              | *      | *      |          | **       | **       | *                | *      | **   | *              | *     | **        | *      | *    | *                   | *    | **             |      | *                         | *    |                   | **           |              | **      | **       |
| Sigma                                                               | 150          | 64     | 86     | 60       | 50       | 39       | 96               | 50     | 4    | 71             | 79    | 73        | 46     | 30   | 86                  | 63   | 33             | 116  | 51                        | 98   | 110               | 40           | 102          | 32      | 16       |
|                                                                     | 100%         | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

Socialogue

HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Poland Total | Poland |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------------------------------------------|--------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                                                     |              | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                                                     |              | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                                                     |              | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 66           | 31     | 35     | 21       | 15       | 30       | 53               | 12     | 1    | 40             | 26    | 1         | 48     | 17   | 30                  | 36   | 5              | 61   | 13                        | 53   | 37                | 29           | 41           | 19      | 6        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 60           | 28     | 32     | 21       | 13       | 26       | 49               | 10     | 1    | 35             | 25    | 1         | 46     | 12   | 27                  | 33   | 4              | 56   | 11                        | 49   | 32                | 28           | 38           | 17      | 5        |
| Yes                                                                 | 6            | 3      | 3      | -        | 1        | 5        | 4                | 2      | 1    | 4              | 2     | -         | 3      | 3    | 1                   | 5    | 1              | 5    | 3                         | 3    | 4                 | 2            | 3            | 3       | 1        |
|                                                                     | 10%          | 11%    | 10%    | -        | 11%      | 18%      | 8%               | 15%    | 100% | 11%            | 9%    | -         | 6%     | 28%  | 5%                  | 15%  | 38%            | 8%   | 27%                       | 6%   | 13%               | 7%           | 8%           | 15%     | 13%      |
|                                                                     |              | *      | *      | **       | **       | **       | **               | **     | **   | **             | **    | **        | **     | **   | **                  | **   | **             | **   | **                        | **   | **                | **           | **           | **      | **       |
| No                                                                  | 54           | 25     | 29     | 21       | 11       | 21       | 45               | 9      | -    | 31             | 22    | 1         | 44     | 9    | 26                  | 28   | 2              | 51   | 8                         | 46   | 28                | 26           | 35           | 15      | 5        |
|                                                                     | 90%          | 89%    | 90%    | 100%     | 89%      | 82%      | 92%              | 85%    | -    | 89%            | 91%   | 100%      | 94%    | 72%  | 95%                 | 85%  | 62%            | 92%  | 73%                       | 94%  | 87%               | 93%          | 92%          | 85%     | 87%      |
|                                                                     |              | *      | *      | **       | **       | **       | **               | **     | **   | **             | **    | **        | **     | **   | **                  | **   | **             | **   | **                        | **   | **                | **           | **           | **      | **       |
| Sigma                                                               | 60           | 28     | 32     | 21       | 13       | 26       | 49               | 10     | 1    | 35             | 25    | 1         | 46     | 12   | 27                  | 33   | 4              | 56   | 11                        | 49   | 32                | 28           | 38           | 17      | 5        |
|                                                                     | 100%         | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

Socialogue

HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Russia Total | Russia |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------------------------------------------|--------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                                                     |              | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                                                     |              | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                                                     |              | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 135          | 42     | 93     | 40       | 56       | 39       | 12               | 71     | 52   | 78             | 57    | 18        | 77     | 40   | 71                  | 64   | 15             | 120  | 21                        | 114  | 88                | 47           | 51           | 65      | 19       |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 127          | 43     | 84     | 45       | 48       | 34       | 13               | 68     | 46   | 73             | 54    | 29        | 70     | 27   | 63                  | 65   | 16             | 111  | 23                        | 104  | 82                | 45           | 45           | 65      | 18       |
| Yes                                                                 | 36           | 18     | 18     | 17       | 9        | 10       | 3                | 19     | 14   | 22             | 14    | 10        | 19     | 6    | 18                  | 18   | 4              | 32   | 5                         | 30   | 21                | 15           | 16           | 17      | 2        |
|                                                                     | 28%          | 41%    | 21%    | 38%      | 18%      | 29%      | 24%              | 28%    | 30%  | 30%            | 25%   | 34%       | 28%    | 23%  | 29%                 | 27%  | 25%            | 28%  | 23%                       | 29%  | 25%               | 33%          | 37%          | 27%     | 11%      |
|                                                                     |              | B*     | *      | *        | *        | *        | **               | *      | *    | *              | *     | **        | *      | *    | *                   | *    | **             |      | **                        |      | *                 | *            | *            | *       | **       |
| No                                                                  | 92           | 25     | 66     | 28       | 39       | 24       | 10               | 49     | 32   | 51             | 40    | 19        | 51     | 21   | 45                  | 47   | 12             | 79   | 17                        | 74   | 61                | 30           | 28           | 47      | 16       |
|                                                                     | 72%          | 59%    | 79%    | 62%      | 82%      | 71%      | 76%              | 72%    | 70%  | 75%            | 70%   | 66%       | 72%    | 77%  | 71%                 | 73%  | 75%            | 72%  | 77%                       | 71%  | 75%               | 67%          | 63%          | 73%     | 89%      |
|                                                                     |              | *      | A*     | *        | *        | *        | **               | *      | *    | *              | *     | **        | *      | *    | *                   | *    | **             |      | **                        |      | *                 | *            | *            | *       | **       |
| Sigma                                                               | 127          | 43     | 84     | 45       | 48       | 34       | 13               | 68     | 46   | 73             | 54    | 29        | 70     | 27   | 63                  | 65   | 16             | 111  | 23                        | 104  | 82                | 45           | 45           | 65      | 18       |
|                                                                     | 100%         | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

Sociologue

HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Saudi Arabia | Saudi Arabia |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------------------------------------------|--------------|--------------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                                                     | Total        | Gender       |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                                                     |              | Male         | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                                                     |              | A            | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 187          | 76           | 111    | 119      | 55       | 13       | 103              | 46     | 16   | 116            | 71    | 43        | 67     | 77   | 73                  | 114  | 25             | 162  | 30                        | 157  | 102               | 85           | 106          | 56      | 25       |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 177          | 83           | 94     | 107      | 55       | 15       | 109              | 35     | 11   | 107            | 70    | 96        | 58     | 23   | 74                  | 103  | 22             | 155  | 28                        | 148  | 91                | 86           | 94           | 55      | 28       |
| Yes                                                                 | 62           | 34           | 28     | 31       | 26       | 6        | 42               | 12     | 3    | 37             | 26    | 46        | 10     | 7    | 30                  | 32   | 7              | 55   | 8                         | 54   | 39                | 24           | 39           | 14      | 9        |
|                                                                     | 35%          | 41%          | 30%    | 29%      | 47%      | 37%      | 38%              | 35%    | 29%  | 34%            | 37%   | 48%       | 17%    | 28%  | 40%                 | 32%  | 33%            | 36%  | 30%                       | 36%  | 43%               | 28%          | 41%          | 25%     | 34%      |
| No                                                                  |              | *            | *      |          | **       | **       | **               | **     | **   | *              | *     | LM*       | *      | *    | *                   | *    | **             |      | **                        |      | *                 | *            | *            | *       | **       |
|                                                                     | 115          | 49           | 66     | 76       | 29       | 10       | 67               | 23     | 8    | 70             | 44    | 50        | 48     | 17   | 44                  | 71   | 15             | 100  | 20                        | 95   | 52                | 63           | 55           | 41      | 18       |
|                                                                     | 65%          | 59%          | 70%    | 71%      | 53%      | 63%      | 62%              | 65%    | 71%  | 66%            | 63%   | 52%       | 83%    | 72%  | 60%                 | 68%  | 67%            | 64%  | 70%                       | 64%  | 57%               | 72%          | 59%          | 75%     | 66%      |
| Sigma                                                               |              | *            | *      |          | **       | **       | **               | **     | **   | *              | *     | *         | K*     | K*   | *                   | *    | **             |      | **                        |      | *                 | *            | *            | *       | **       |
|                                                                     | 177          | 83           | 94     | 107      | 55       | 15       | 109              | 35     | 11   | 107            | 70    | 96        | 58     | 23   | 74                  | 103  | 22             | 155  | 28                        | 148  | 91                | 86           | 94           | 55      | 28       |
|                                                                     | 100%         | 100%         | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

Socialogue

HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     |      | South Africa | South Africa |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------------------------------------------|------|--------------|--------------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                                                     |      | Total        | Gender       |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                                                     |      |              | Male         | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                                                     |      |              | A            | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) |      | 119          | 33           | 86     | 62       | 41       | 16       | 2                | 24     | 93   | 56             | 63    | 54        | 28     | 37   | 68                  | 51   | 20             | 99   | 40                        | 79   | 107               | 12           | 84           | 25      | 10       |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   |      | 107          | 36           | 71     | 60       | 31       | 16       | 2                | 20     | 85   | 47             | 61    | 46        | 28     | 33   | 59                  | 48   | 16             | 91   | 33                        | 74   | 93                | 14           | 78           | 20      | 9        |
| Yes                                                                 | 13   | 4            | 10           | 7      | 5        | 2        | 1        | 4                | 9      | 9    | 5              | 5     | 3         | 5      | 8    | 5                   | 4    | 9              | 8    | 5                         | 12   | 1                 | 10           | 2            | 1       |          |
|                                                                     | 12%  | 10%          | 14%          | 11%    | 15%      | 11%      | 41%      | 18%              | 10%    | 18%  | 8%             | 10%   | 11%       | 16%    | 14%  | 10%                 | 24%  | 10%            | 24%  | 7%                        | 13%  | 9%                | 13%          | 12%          | 7%      |          |
|                                                                     | **   | *            | *            | *      | *        | **       | **       | **               | *      | *    | *              | *     | *         | **     | *    | *                   | *    | **             | *    | *                         | 5*   | *                 | 13%          | **           | **      | **       |
| No                                                                  | 94   | 33           | 61           | 53     | 27       | 15       | 1        | 17               | 77     | 38   | 56             | 42    | 25        | 27     | 51   | 43                  | 12   | 82             | 25   | 69                        | 81   | 13                | 68           | 17           | 9       |          |
|                                                                     | 88%  | 90%          | 86%          | 89%    | 85%      | 89%      | 59%      | 82%              | 90%    | 82%  | 92%            | 90%   | 89%       | 84%    | 86%  | 90%                 | 76%  | 90%            | 76%  | 93%                       | 87%  | 91%               | 87%          | 88%          | 93%     |          |
|                                                                     | **   | *            | *            | *      | *        | **       | **       | **               | *      | *    | *              | *     | *         | **     | *    | *                   | *    | **             | *    | *                         | 8*   | **                | **           | **           | **      |          |
| Sigma                                                               | 107  | 36           | 71           | 60     | 31       | 16       | 2        | 20               | 85     | 47   | 61             | 46    | 28        | 33     | 59   | 48                  | 16   | 91             | 33   | 74                        | 93   | 14                | 78           | 20           | 9       |          |
|                                                                     | 100% | 100%         | 100%         | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    |          |
|                                                                     |      |              |              |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |

Socialogue

HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     |  | South Korea | South Korea |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------------------------------------------|--|-------------|-------------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                                                     |  | Total       | Gender      |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                                                     |  |             | Male        | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                                                     |  |             | A           | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) |  | 99          | 57          | 42     | 31       | 29       | 39       | 16               | 26     | 57   | 64             | 35    | 2         | 28     | 69   | 66                  | 33   | 22             | 77   | 30                        | 69   | 77                | 22           | 55           | 32      | 12       |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   |  | 97          | 54          | 43     | 37       | 28       | 32       | 16               | 27     | 54   | 60             | 37    | 2         | 28     | 67   | 62                  | 34   | 20             | 77   | 27                        | 70   | 73                | 23           | 55           | 30      | 12       |
| Yes                                                                 |  | 25          | 18          | 7      | 8        | 6        | 11       | 1                | 6      | 18   | 20             | 5     | 1         | 5      | 19   | 19                  | 6    | 8              | 16   | 11                        | 14   | 21                | 4            | 21           | 3       | 1        |
|                                                                     |  | 26%         | 32%         | 17%    | 23%      | 21%      | 33%      | 5%               | 23%    | 33%  | 33%            | 14%   | 41%       | 17%    | 29%  | 31%                 | 17%  | 42%            | 22%  | 40%                       | 20%  | 29%               | 17%          | 38%          | 12%     | 7%       |
|                                                                     |  |             | *           | *      | *        | **       | *        | **               | **     | **   | J*             | *     | **        | **     | **   | *                   | *    | **             | **   | **                        | **   | **                | **           | W*           | *       | **       |
| No                                                                  |  | 72          | 36          | 35     | 28       | 22       | 21       | 15               | 20     | 36   | 40             | 32    | 1         | 23     | 48   | 43                  | 28   | 12             | 60   | 16                        | 56   | 52                | 20           | 34           | 27      | 11       |
|                                                                     |  | 74%         | 68%         | 83%    | 77%      | 79%      | 67%      | 95%              | 77%    | 67%  | 67%            | 86%   | 59%       | 83%    | 71%  | 69%                 | 83%  | 58%            | 78%  | 60%                       | 80%  | 71%               | 83%          | 62%          | 88%     | 93%      |
| Sigma                                                               |  |             | *           | *      | *        | **       | *        | **               | **     | *    | J*             | **    | **        | **     | *    | *                   | **   | **             | **   | **                        | **   | **                | *            | V*           | **      |          |
|                                                                     |  | 97          | 54          | 43     | 37       | 28       | 32       | 16               | 27     | 54   | 60             | 37    | 2         | 28     | 67   | 62                  | 34   | 20             | 77   | 27                        | 70   | 73                | 23           | 55           | 30      | 12       |
|                                                                     |  | 100%        | 100%        | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

Socialogue

HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Spain Total | Spain  |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------------------------------------------|-------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                                                     |             | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                                                     |             | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                                                     |             | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 156         | 52     | 104    | 47       | 65       | 44       | 98               | 46     | 12   | 81             | 75    | 85        | 12     | 59   | 79                  | 77   | 21             | 135  | 21                        | 135  | 98                | 58           | 106          | 32      | 18       |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 75          | 27     | 48     | 26       | 29       | 19       | 46               | 23     | 6    | 36             | 39    | 33        | 14     | 28   | 38                  | 36   | 12             | 63   | 12                        | 63   | 46                | 29           | 51           | 16      | 7        |
| Yes                                                                 | 19          | 7      | 12     | 7        | 7        | 5        | 11               | 6      | 3    | 9              | 10    | 8         | 4      | 8    | 9                   | 10   | 6              | 14   | 5                         | 14   | 10                | 9            | 16           | 3       | 1        |
|                                                                     | 26%         | 28%    | 25%    | 29%      | 23%      | 27%      | 23%              | 26%    | 48%  | 25%            | 27%   | 24%       | 26%    | 28%  | 25%                 | 27%  | 50%            | 22%  | 46%                       | 22%  | 22%               | 32%          | 31%          | 16%     | 10%      |
| No                                                                  |             | *      | *      | *        | *        | *        | *                | *      | **   | *              | *     | *         | **     | *    | *                   | *    | **             |      | **                        |      | *                 | *            | **           | **      | **       |
|                                                                     | 55          | 19     | 36     | 19       | 23       | 14       | 35               | 17     | 3    | 27             | 28    | 25        | 10     | 20   | 29                  | 26   | 6              | 49   | 6                         | 49   | 36                | 20           | 35           | 14      | 6        |
|                                                                     | 74%         | 72%    | 75%    | 71%      | 77%      | 73%      | 77%              | 74%    | 52%  | 75%            | 73%   | 76%       | 74%    | 72%  | 75%                 | 73%  | 50%            | 78%  | 54%                       | 78%  | 78%               | 68%          | 69%          | 84%     | 90%      |
| Sigma                                                               |             | *      | *      | *        | *        | *        | *                | *      | **   | *              | *     | *         | **     | *    | *                   | *    | **             |      | **                        |      | *                 | *            | **           | **      | **       |
|                                                                     | 75          | 27     | 48     | 26       | 29       | 19       | 46               | 23     | 6    | 36             | 39    | 33        | 14     | 28   | 38                  | 36   | 12             | 63   | 12                        | 63   | 46                | 29           | 51           | 16      | 7        |
|                                                                     | 100%        | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

Socialogue

HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Sweden Total | Sweden |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------------------------------------------|--------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                                                     |              | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                                                     |              | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                                                     |              | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 58           | 33     | 25     | 25       | 22       | 11       | 15               | 32     | 11   | 21             | 37    | 37        | 10     | 11   | 36                  | 22   | 4              | 54   | 8                         | 50   | 40                | 18           | 27           | 20      | 11       |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 60           | 43     | 17     | 25       | 24       | 11       | 8                | 38     | 13   | 28             | 32    | 12        | 32     | 16   | 36                  | 23   | 5              | 55   | 9                         | 50   | 44                | 16           | 33           | 19      | 7        |
| Yes                                                                 | 3            | -      | 3      | 3        | -        | -        | 3                | -      | -    | 3              | *     | *         | -      | 3    | *                   | 3    | -              | 3    | 3                         | *    | 3                 | -            | 3            | *       | -        |
|                                                                     | 5%           | -      | 17%    | 11%      | -        | -        | 33%              | -      | -    | 9%             | 1%    | 2%        | -      | 16%  | 1%                  | 11%  | -              | 5%   | 27%                       | *    | 6%                | -            | 8%           | 1%      | -        |
|                                                                     | **           | **     | **     | **       | **       | **       | **               | **     | **   | **             | **    | **        | **     | **   | **                  | **   | **             | **   | **                        | **   | **                | **           | **           | **      | **       |
| No                                                                  | 57           | 43     | 14     | 22       | 24       | 11       | 5                | 38     | 13   | 25             | 32    | 12        | 32     | 13   | 36                  | 21   | 5              | 52   | 7                         | 50   | 41                | 16           | 31           | 19      | 7        |
|                                                                     | 95%          | 100%   | 83%    | 89%      | 100%     | 100%     | 67%              | 100%   | 100% | 91%            | 99%   | 98%       | 100%   | 84%  | 99%                 | 89%  | 100%           | 95%  | 73%                       | 100% | 94%               | 100%         | 92%          | 99%     | 100%     |
|                                                                     | **           | **     | **     | **       | **       | **       | **               | **     | **   | **             | **    | **        | **     | **   | **                  | **   | **             | **   | **                        | **   | **                | **           | **           | **      | **       |
| Sigma                                                               | 60           | 43     | 17     | 25       | 24       | 11       | 8                | 38     | 13   | 28             | 32    | 12        | 32     | 16   | 36                  | 23   | 5              | 55   | 9                         | 50   | 44                | 16           | 33           | 19      | 7        |
|                                                                     | 100%         | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

Socialogue  
HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?  
Proportions/Mean: - Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Turkey Total | Turkey |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------------------------------------------|--------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                                                     |              | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                                                     |              | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                                                     |              | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 127          | 72     | 55     | 79       | 44       | 4        | 2                | 28     | 97   | 64             | 63    | 26        | 26     | 75   | 81                  | 46   | 18             | 109  | 65                        | 62   | 105               | 22           | 90           | 32      | 5        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 124          | 67     | 58     | 73       | 45       | 7        | 2                | 25     | 97   | 62             | 62    | 28        | 24     | 72   | 78                  | 46   | 17             | 107  | 61                        | 63   | 101               | 23           | 87           | 32      | 4        |
| Yes                                                                 | 70           | 33     | 36     | 35       | 29       | 5        | 2                | 12     | 56   | 38             | 31    | 14        | 16     | 40   | 45                  | 24   | 12             | 58   | 38                        | 32   | 55                | 15           | 53           | 15      | 1        |
|                                                                     | 56%          | 50%    | 63%    | 48%      | 66%      | 76%      | 100%             | 46%    | 58%  | 62%            | 50%   | 50%       | 64%    | 56%  | 58%                 | 52%  | 69%            | 54%  | 61%                       | 51%  | 54%               | 63%          | 61%          | 47%     | 22%      |
|                                                                     |              | *      | *      | *        | *        | **       | **               | **     | **   | *              | *     | *         | **     | **   | *                   | *    | *              | **   | *                         | *    | *                 | **           | **           | **      | **       |
| No                                                                  | 55           | 34     | 21     | 38       | 15       | 2        | -                | 14     | 41   | 24             | 31    | 14        | 9      | 32   | 33                  | 22   | 5              | 49   | 24                        | 31   | 46                | 9            | 34           | 17      | 3        |
|                                                                     | 44%          | 50%    | 37%    | 52%      | 34%      | 24%      | -                | 54%    | 42%  | 38%            | 50%   | 50%       | 36%    | 44%  | 42%                 | 48%  | 31%            | 46%  | 39%                       | 49%  | 46%               | 37%          | 39%          | 53%     | 78%      |
|                                                                     |              | *      | *      | *        | *        | **       | **               | **     | *    | *              | *     | *         | **     | **   | *                   | *    | *              | **   | *                         | *    | *                 | **           | **           | **      | **       |
| Sigma                                                               | 124          | 67     | 58     | 73       | 45       | 7        | 2                | 25     | 97   | 62             | 62    | 28        | 24     | 72   | 78                  | 46   | 17             | 107  | 61                        | 63   | 101               | 23           | 87           | 32      | 4        |
|                                                                     | 100%         | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

Socialogue

HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Great Britain | Great Britain |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------------------------------------------|---------------|---------------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                                                     | Total         | Gender        |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                                                     |               | Male          | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                                                     |               | A             | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 147           | 53            | 94     | 77       | 48       | 22       | 19               | 79     | 49   | 60             | 87    | 24        | 56     | 67   | 70                  | 77   | 18             | 129  | 25                        | 122  | 107               | 40           | 90           | 38      | 19       |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 71            | 27            | 44     | 33       | 26       | 12       | 9                | 38     | 24   | 30             | 41    | 12        | 27     | 32   | 35                  | 36   | 9              | 62   | 13                        | 58   | 52                | 19           | 43           | 18      | 10       |
| Yes                                                                 | 7             | 4             | 3      | 4        | 1        | 1        | 2                | 3      | 2    | 3              | 4     | 2         | 2      | 2    | 2                   | 4    | 2              | 5    | 1                         | 6    | 3                 | 3            | 5            | *       | 1        |
|                                                                     | 9%            | 14%           | 6%     | 13%      | 4%       | 9%       | 20%              | 7%     | 8%   | 8%             | 10%   | 16%       | 9%     | 7%   | 7%                  | 11%  | 21%            | 8%   | 7%                        | 10%  | 6%                | 18%          | 12%          | 2%      | 11%      |
|                                                                     |               | *             | *      | *        | *        | **       | **               | *      | *    | *              | *     | **        | *      | *    | *                   | *    | **             | 8%   | **                        |      |                   | T*           | *            | *       | **       |
| No                                                                  | 65            | 24            | 41     | 28       | 25       | 11       | 8                | 35     | 22   | 28             | 37    | 10        | 25     | 30   | 33                  | 32   | 7              | 57   | 12                        | 53   | 49                | 16           | 38           | 18      | 9        |
|                                                                     | 91%           | 86%           | 94%    | 87%      | 96%      | 91%      | 80%              | 93%    | 92%  | 92%            | 90%   | 84%       | 91%    | 93%  | 93%                 | 89%  | 79%            | 92%  | 93%                       | 90%  | 94%               | 82%          | 88%          | 98%     | 89%      |
|                                                                     |               | *             | *      | *        | *        | **       | **               | *      | *    | *              | *     | **        | *      | *    | *                   | *    | **             | **   | **                        |      | U                 | *            | *            | *       | **       |
| Sigma                                                               | 71            | 27            | 44     | 33       | 26       | 12       | 9                | 38     | 24   | 30             | 41    | 12        | 27     | 32   | 35                  | 36   | 9              | 62   | 13                        | 58   | 52                | 19           | 43           | 18      | 10       |
|                                                                     | 100%          | 100%          | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

Socialogue

HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | United States | the US |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------------------------------------------|---------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                                                     | Total         | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                                                     |               | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                                                     |               | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 124           | 42     | 82     | 68       | 32       | 24       | 12               | 64     | 48   | 68             | 56    | 25        | 57     | 42   | 65                  | 59   | 20             | 104  | 25                        | 99   | 83                | 41           | 77           | 23      | 24       |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 67            | 25     | 41     | 42       | 15       | 10       | 8                | 21     | 37   | 35             | 32    | 20        | 21     | 25   | 33                  | 33   | 13             | 53   | 16                        | 51   | 45                | 21           | 42           | 9       | 15       |
| Yes                                                                 | 12            | 7      | 5      | 8        | 4        | *        | -                | 5      | 7    | 9              | 4     | 5         | 2      | 5    | 10                  | 3    | 7              | 6    | 7                         | 5    | 10                | 2            | 9            | 2       | 2        |
|                                                                     | 19%           | 27%    | 13%    | 19%      | 29%      | 2%       | -                | 26%    | 19%  | 25%            | 12%   | 26%       | 11%    | 19%  | 29%                 | 8%   | 50%            | 11%  | 45%                       | 10%  | 22%               | 12%          | 20%          | 19%     | 13%      |
| No                                                                  | *             | *      | *      | *        | **       | **       | **               | *      | *    | *              | *     | **        | *      | *    | O*                  | *    | **             | *    | **                        | *    | *                 | *            | *            | **      | **       |
|                                                                     | 54            | 18     | 36     | 34       | 11       | 10       | 8                | 16     | 30   | 26             | 28    | 15        | 19     | 20   | 24                  | 30   | 7              | 48   | 9                         | 45   | 35                | 19           | 34           | 7       | 13       |
|                                                                     | 81%           | 73%    | 87%    | 81%      | 71%      | 98%      | 100%             | 74%    | 81%  | 75%            | 88%   | 74%       | 89%    | 81%  | 71%                 | 92%  | 50%            | 89%  | 55%                       | 90%  | 78%               | 88%          | 80%          | 81%     | 87%      |
| Sigma                                                               | *             | *      | *      | *        | **       | **       | **               | *      | *    | *              | *     | **        | *      | *    | *                   | N*   | **             | *    | **                        | *    | *                 | *            | *            | **      | **       |
|                                                                     | 67            | 25     | 41     | 42       | 15       | 10       | 8                | 21     | 37   | 35             | 32    | 20        | 21     | 25   | 33                  | 33   | 13             | 53   | 16                        | 51   | 45                | 21           | 42           | 9       | 15       |
|                                                                     | 100%          | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

Socialogue

HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Norway Total | Norway |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------------------------------------------|--------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                                                     |              | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                                                     |              | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                                                     |              | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 60           | 23     | 37     | 19       | 22       | 19       | 1                | 30     | 29   | 27             | 33    | 3         | 38     | 19   | 35                  | 25   | 7              | 53   | 11                        | 49   | 51                | 9            | 28           | 21      | 11       |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 70           | 29     | 41     | 36       | 22       | 11       | 1                | 42     | 26   | 23             | 47    | 4         | 46     | 21   | 37                  | 33   | 6              | 64   | 11                        | 58   | 57                | 13           | 35           | 25      | 10       |
| Yes                                                                 | 1            | -      | 1      | -        | -        | 1        | -                | 1      | -    | -              | 1     | -         | 1      | -    | 1                   | -    | 1              | -    | 1                         | -    | 1                 | -            | -            | 1       | -        |
|                                                                     | 1%           | -      | 1%     | -        | -        | 4%       | -                | 1%     | -    | -              | 1%    | -         | 1%     | -    | 1%                  | -    | 8%             | -    | 4%                        | -    | 1%                | -            | -            | 2%      | -        |
|                                                                     |              | **     | **     | **       | **       | **       | **               | **     | **   | **             | **    | **        | **     | **   | **                  | **   | **             | -    | **                        | -    | **                | **           | **           | **      | **       |
| No                                                                  | 69           | 29     | 40     | 36       | 22       | 11       | 1                | 42     | 26   | 23             | 47    | 4         | 45     | 21   | 37                  | 33   | 6              | 64   | 11                        | 58   | 56                | 13           | 35           | 24      | 10       |
|                                                                     | 99%          | 100%   | 99%    | 100%     | 100%     | 96%      | 100%             | 99%    | 100% | 100%           | 99%   | 100%      | 99%    | 100% | 99%                 | 100% | 92%            | 100% | 96%                       | 100% | 99%               | 100%         | 100%         | 98%     | 100%     |
|                                                                     |              | **     | **     | **       | **       | **       | **               | **     | **   | **             | **    | **        | **     | **   | **                  | **   | **             | **   | **                        | **   | **                | **           | **           | **      | **       |
| Sigma                                                               | 70           | 29     | 41     | 36       | 22       | 11       | 1                | 42     | 26   | 23             | 47    | 4         | 46     | 21   | 37                  | 33   | 6              | 64   | 11                        | 58   | 57                | 13           | 35           | 25      | 10       |
|                                                                     | 100%         | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

Socialogue

HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     | Netherlands | Netherlands |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------------------------------------------|-------------|-------------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                                                     | Total       | Gender      |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                                                     |             | Male        | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                                                     |             | A           | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 26          | 11          | 15     | 15       | 9        | 2        | 14               | 11     | 1    | 8              | 18    | 12        | 5      | 9    | 13                  | 13   | 4              | 22   | 4                         | 22   | 17                | 9            | 7            | 9       | 10       |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 35          | 12          | 23     | 25       | 10       | 1        | 21               | 14     | 1    | 12             | 24    | 7         | 21     | 8    | 10                  | 26   | 3              | 32   | 3                         | 33   | 19                | 17           | 12           | 6       | 17       |
| Yes                                                                 | 1           | -           | 1      | 1        | -        | *        | 1                | *      | -    | *              | 1     | 1         | -      | -    | 1                   | *    | 1              | *    | 1                         | *    | 1                 | *            | 1            | -       | *        |
|                                                                     | 3%          | -           | 4%     | 2%       | -        | 47%      | 3%               | 3%     | -    | 4%             | 2%    | 15%       | -      | -    | 6%                  | 2%   | 18%            | 1%   | 21%                       | 1%   | 3%                | 3%           | 5%           | -       | 3%       |
| No                                                                  |             | **          | **     | **       | **       | **       | **               | **     | **   | **             | **    | **        | **     | **   | **                  | **   | **             | **   | **                        | **   | **                | **           | **           | **      | **       |
|                                                                     | 34          | 12          | 22     | 24       | 10       | 1        | 21               | 13     | 1    | 11             | 23    | 6         | 21     | 8    | 9                   | 25   | 3              | 32   | 2                         | 32   | 18                | 16           | 12           | 6       | 17       |
|                                                                     | 97%         | 100%        | 96%    | 98%      | 100%     | 53%      | 97%              | 97%    | 100% | 96%            | 98%   | 85%       | 100%   | 100% | 94%                 | 98%  | 82%            | 99%  | 79%                       | 99%  | 97%               | 97%          | 95%          | 100%    | 97%      |
| Sigma                                                               |             | **          | **     | **       | **       | **       | **               | **     | **   | **             | **    | **        | **     | **   | **                  | **   | **             | **   | **                        | **   | **                | **           | **           | **      | **       |
|                                                                     | 35          | 12          | 23     | 25       | 10       | 1        | 21               | 14     | 1    | 12             | 24    | 7         | 21     | 8    | 10                  | 26   | 3              | 32   | 3                         | 33   | 19                | 17           | 12           | 6       | 17       |
|                                                                     | 100%        | 100%        | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

Socialogues

HJ2. Did a medical professional recommend that you use a medical/health/fitness-related app?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                                                     |      | Finland Total |        | Finland  |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |  |
|---------------------------------------------------------------------|------|---------------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|--|
|                                                                     |      | Gender        |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |  |
|                                                                     |      | Male          | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |  |
|                                                                     |      | A             | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |  |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (unwtd) | 38   | 17            | 21     | 6        | 8        | 24       | 14               | 17     | 7    | 11             | 27    | 8         | 14     | 16   | 27                  | 11   | 2              | 36   | 4                         | 34   | 11                | 27           | 20           | 11      | 7        |  |
| Base: Regularly Used Any Medical/Health/Fitness-Related App (wtd)   | 34   | 17            | 18     | 9        | 7        | 17       | 14               | 14     | 6    | 9              | 26    | 9         | 13     | 12   | 23                  | 12   | 2              | 33   | 3                         | 31   | 9                 | 26           | 19           | 10      | 6        |  |
| Yes                                                                 | 10   | 8             | 2      | 2        | 3        | 4        | 5                | 3      | 1    | 3              | 7     | 3         | 5      | 2    | 8                   | 1    | -              | 10   | 1                         | 9    | 4                 | 6            | 6            | 1       | 3        |  |
|                                                                     | 28%  | 46%           | 11%    | 18%      | 46%      | 26%      | 36%              | 21%    | 23%  | 35%            | 25%   | 30%       | 34%    | 19%  | 36%                 | 12%  | -              | 29%  | 26%                       | 28%  | 42%               | 23%          | 32%          | 8%      | 49%      |  |
| No                                                                  |      | **            | **     | **       | **       | **       | **               | **     | **   | **             | **    | **        | **     | **   | **                  | **   | **             | **   | **                        | **   | **                | **           | **           | **      | **       |  |
|                                                                     | 25   | 9             | 16     | 8        | 4        | 13       | 9                | 11     | 5    | 6              | 19    | 6         | 9      | 10   | 15                  | 10   | 2              | 23   | 2                         | 23   | 5                 | 20           | 13           | 9       | 3        |  |
|                                                                     | 72%  | 54%           | 89%    | 82%      | 54%      | 74%      | 64%              | 79%    | 77%  | 65%            | 75%   | 70%       | 66%    | 81%  | 64%                 | 88%  | 100%           | 71%  | 74%                       | 72%  | 58%               | 77%          | 68%          | 92%     | 51%      |  |
| Sigma                                                               |      | **            | **     | **       | **       | **       | **               | **     | **   | **             | **    | **        | **     | **   | **                  | **   | **             | **   | **                        | **   | **                | **           | **           | **      | **       |  |
|                                                                     | 34   | 17            | 18     | 9        | 7        | 17       | 14               | 14     | 6    | 9              | 26    | 9         | 13     | 12   | 23                  | 12   | 2              | 33   | 3                         | 31   | 9                 | 26           | 19           | 10      | 6        |  |
|                                                                     | 100% | 100%          | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |  |