

Post-Roe, concerns about health apps fade even as privacy risks rise

Article

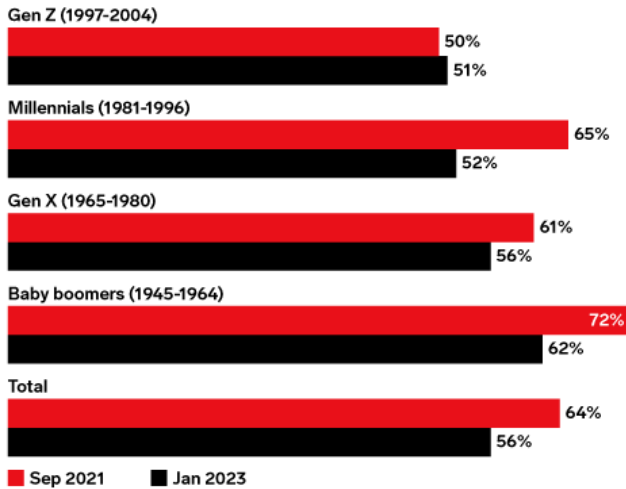
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Across generations, the majority of US adults are concerned about the privacy of their health data within smartphone apps, according to Morning Consult. While the percentage of those

with concerns has declined for all except Gen Z since 2021, older adults are still more likely to have this worry.

US Adults Who Are Concerned About the Privacy of Their Health Data on Smartphone Apps, by Generation, Sep 2021 & Jan 2023

% of respondents in each group



Note: "very" or "somewhat concerned"

Source: Morning Consult as cited in company blog, Feb 9, 2023

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InsiderIntelligence.com

Beyond the chart: We forecast nearly 90 million people in the US will use a health or fitness app at least once per month this year, making up 34.1% of the smartphone-using population. This user base will grow slightly each year through 2026, but the overturning of *Roe v. Wade*—which occurred after our forecast was finalized—and **the privacy issues it brought** may put a damper on adoption.

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