

Exploring Markets of Data for Personal Health Information

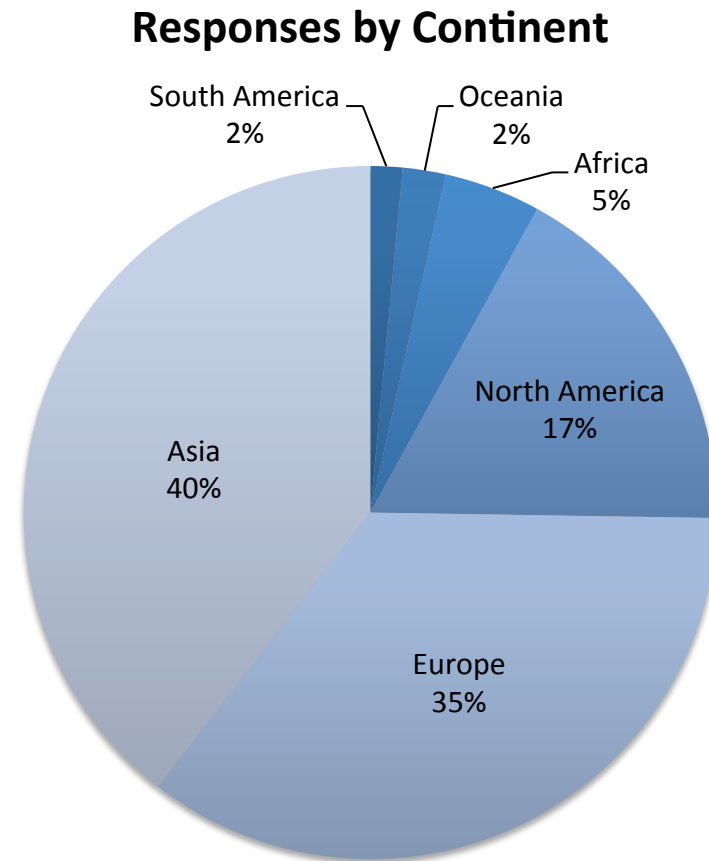
K. Thomas Pickard

Figures

Figure 1. Country

Responses by Continent

- Asia (40%)
- Europe (35%)
- North America (17%)
- Africa (5%)
- Oceania (2%)
- South America (2%)



59 countries represented

Figure 2. Education and Career Area

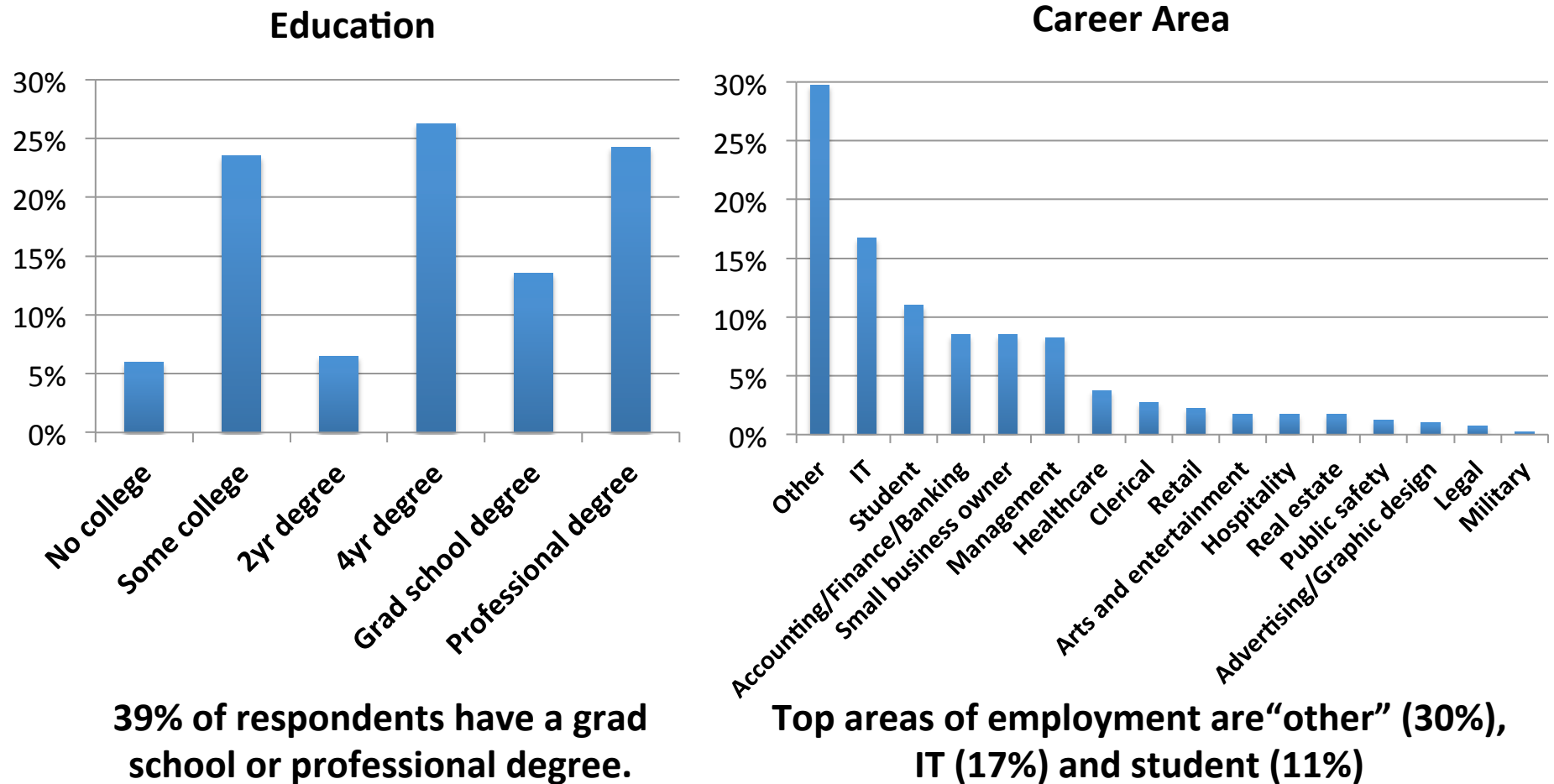
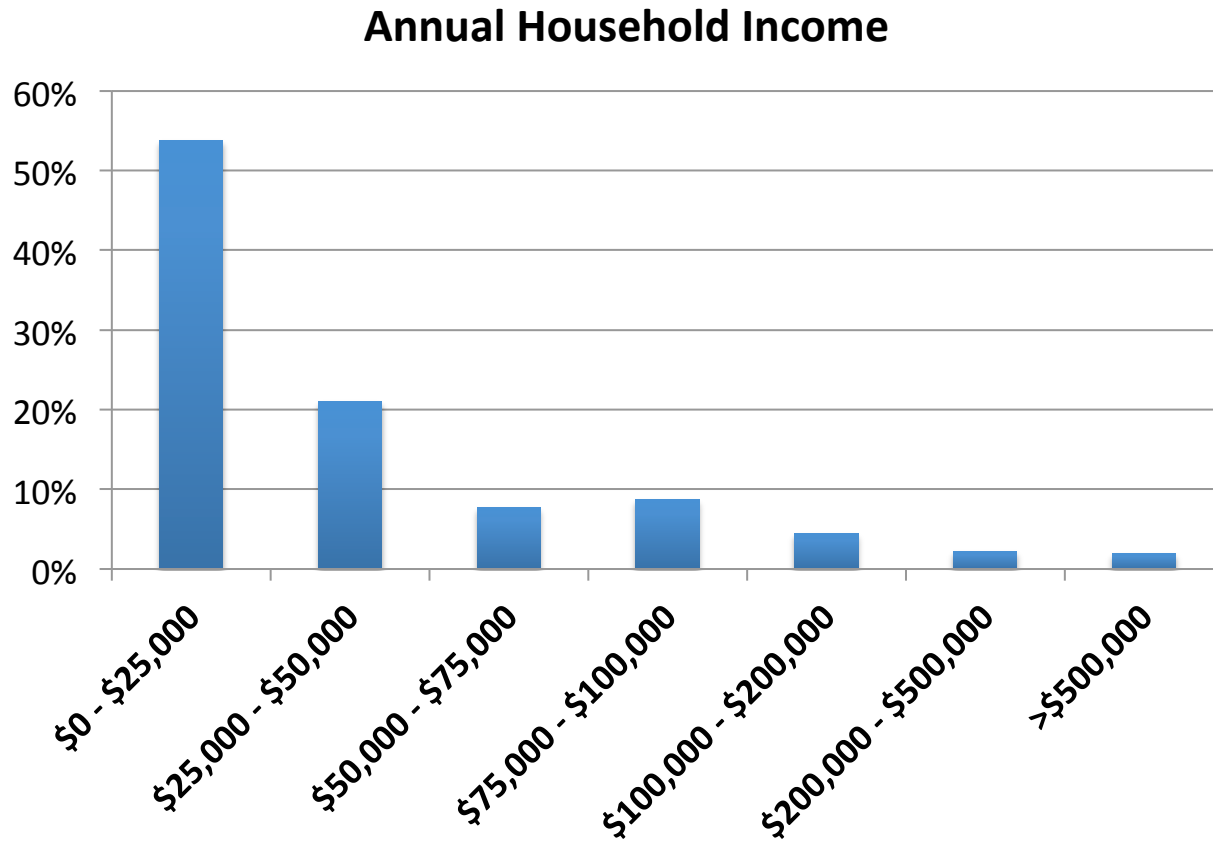


Figure 3. Household Income



**Over half of the respondents
reported a household income of less
than \$25,000 USD.**

Figure 4. Gender

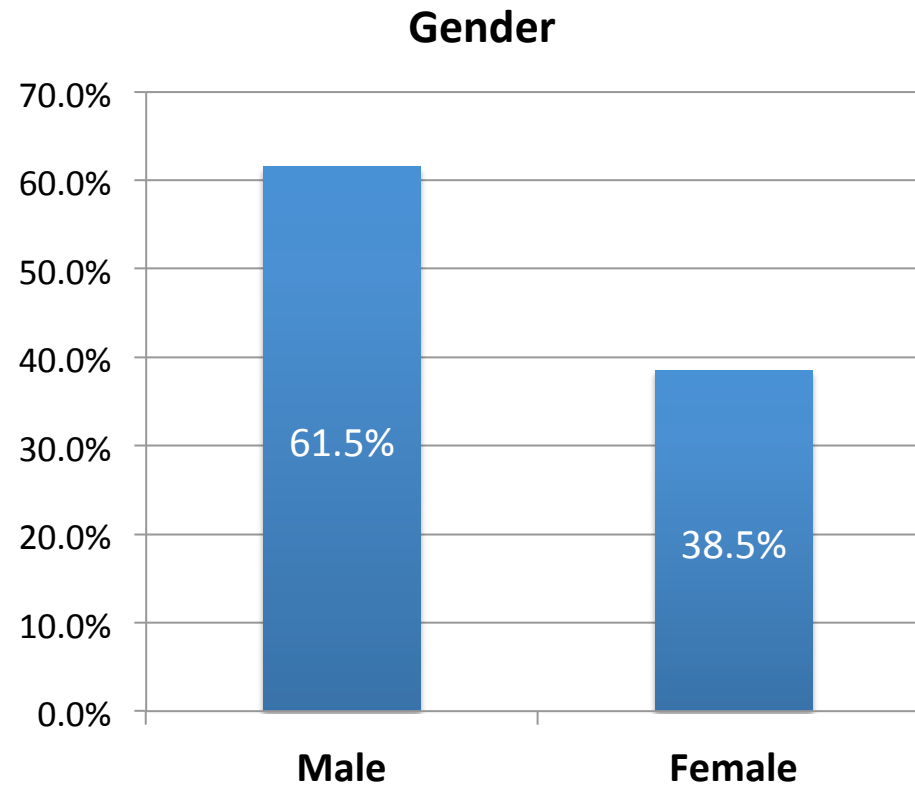
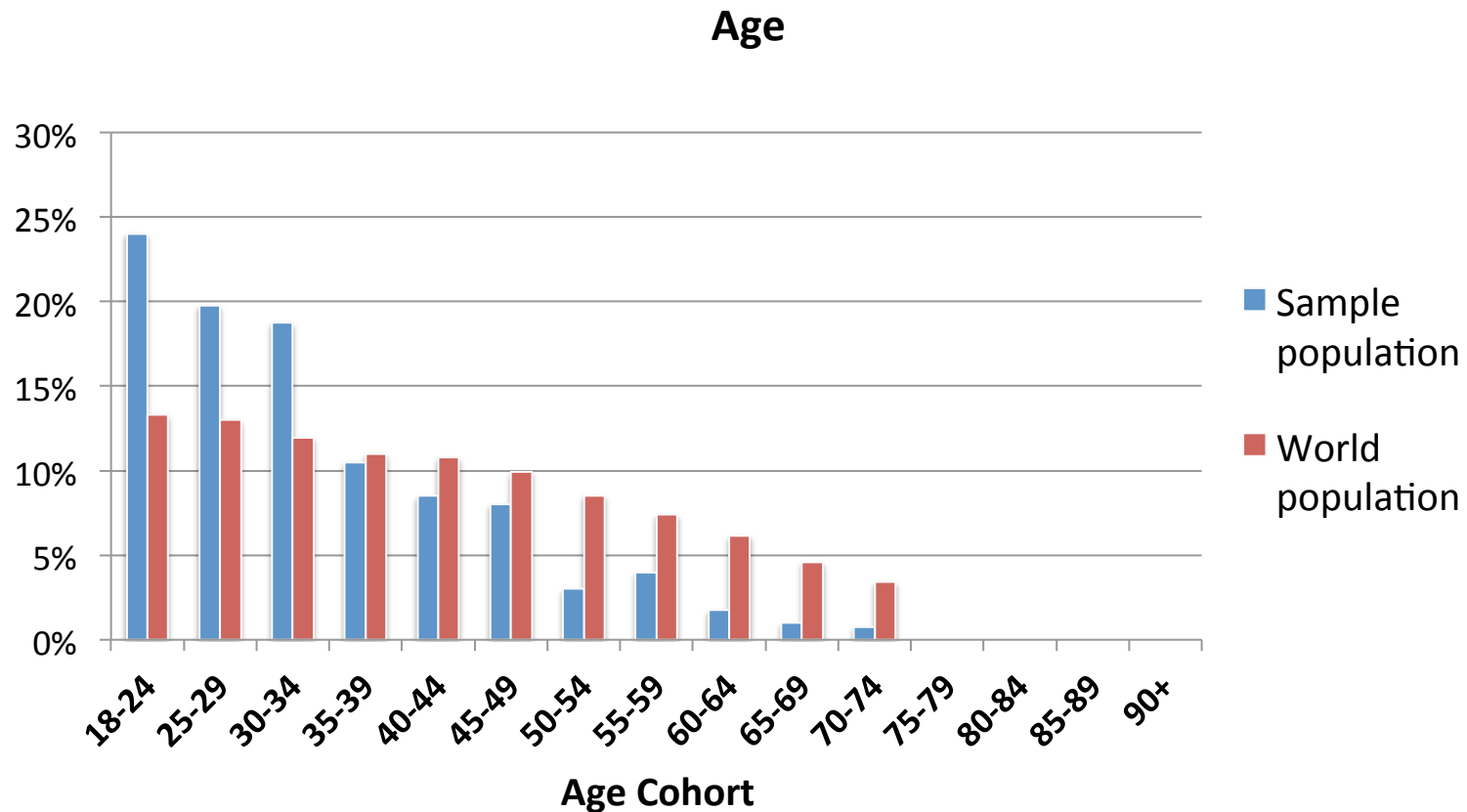


Figure 5. Age

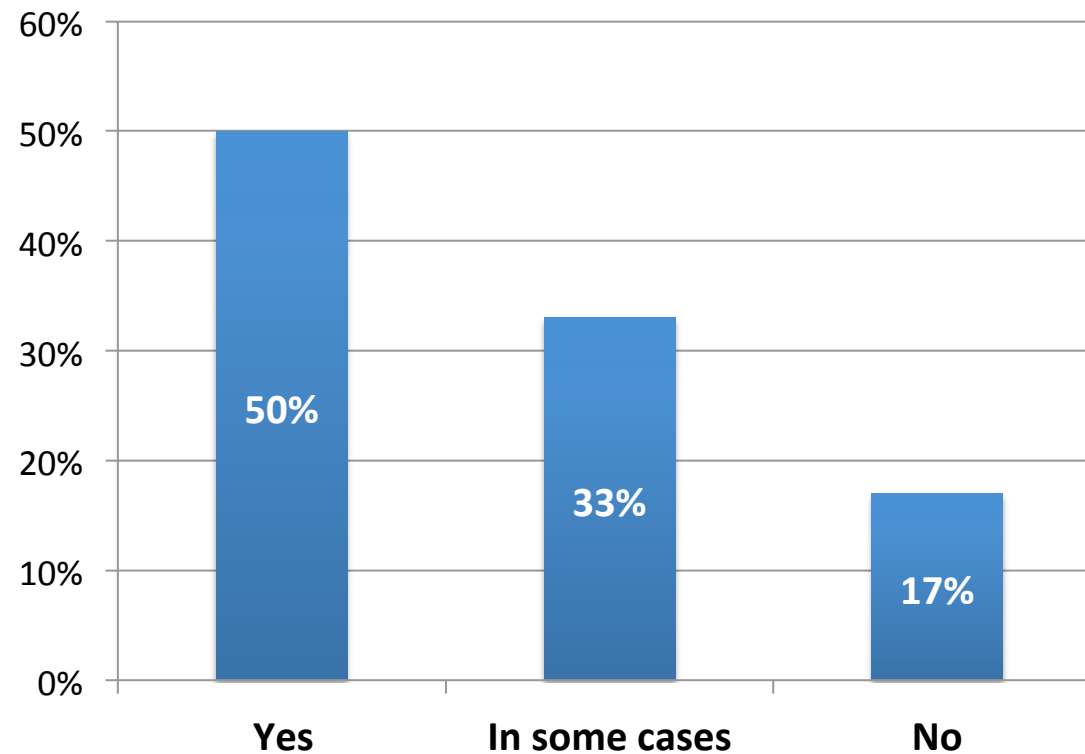


**Age ranges from 18 to 74.
Average age cohort is 30-34 years.**

World population source: U.S. Census Bureau, 2014 World Midyear Population by Age

Figure 6. Willing to share...

If I could remove my name, age, etc. from my health information, I would share it...



When asked about sharing, 88% responded "Yes" or "In some cases."

Figure 7. Share info with...

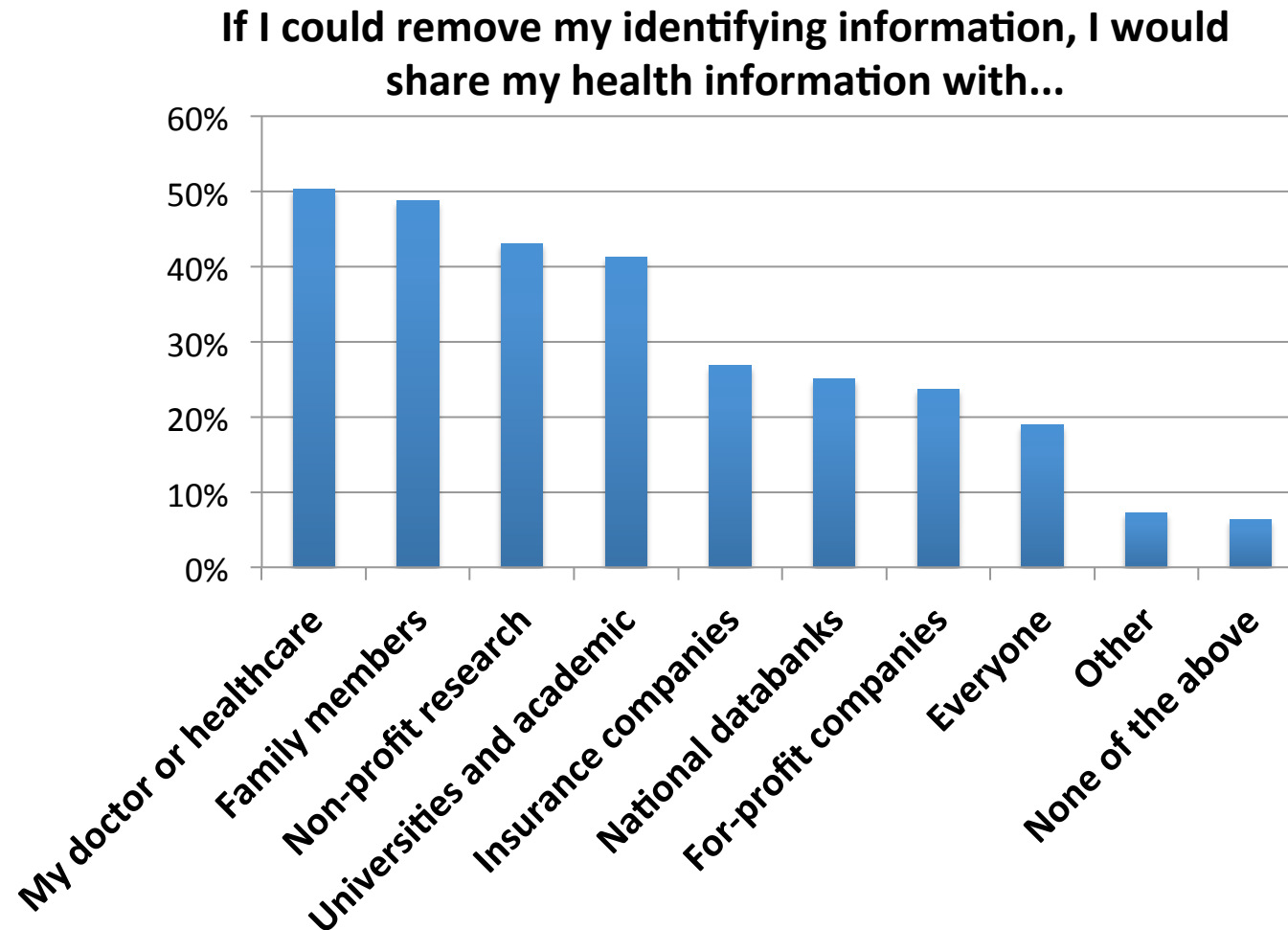


Figure 8. Sharing data types

If I could remove my identifying information, I would share the following health information...

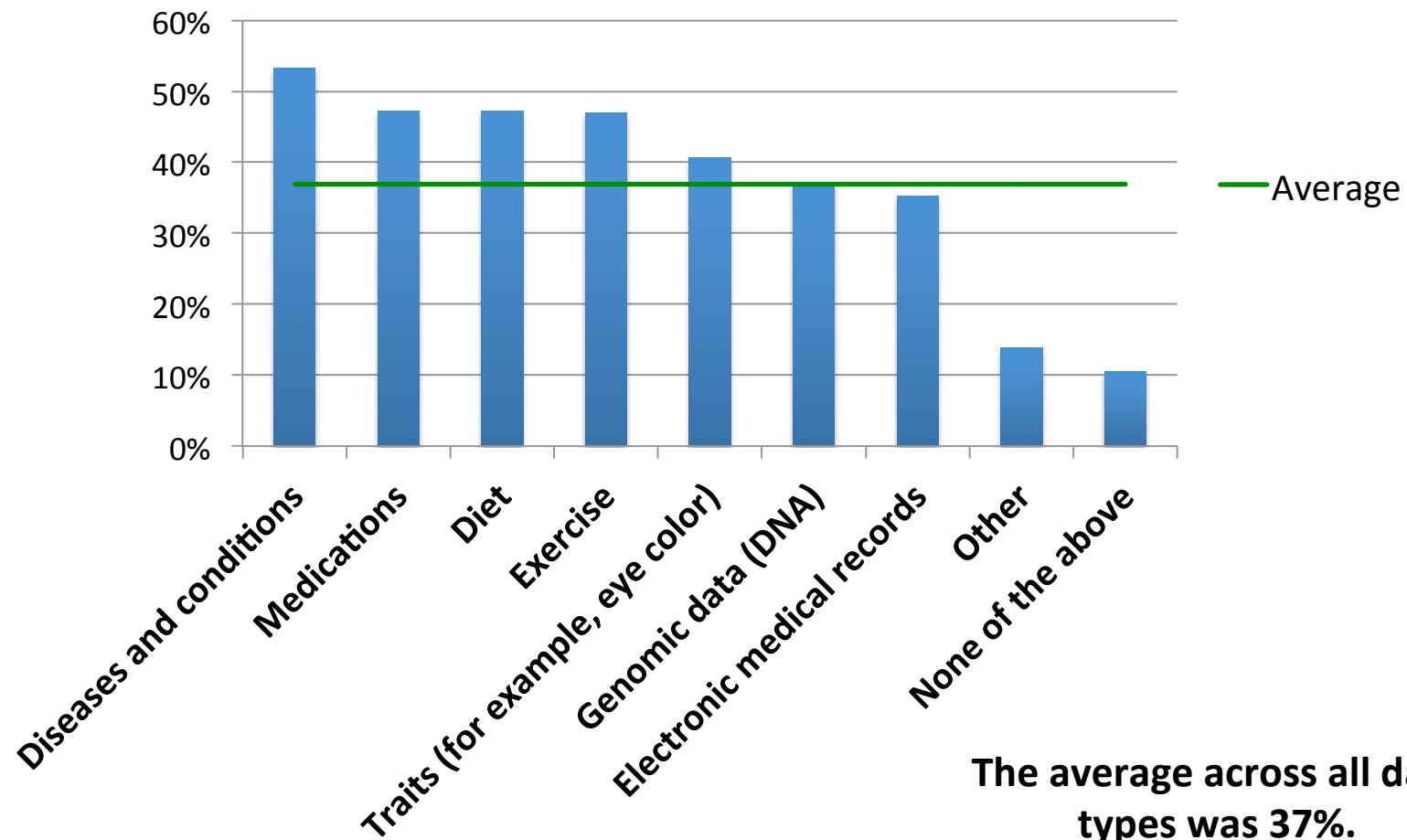


Figure 9. Financial reward

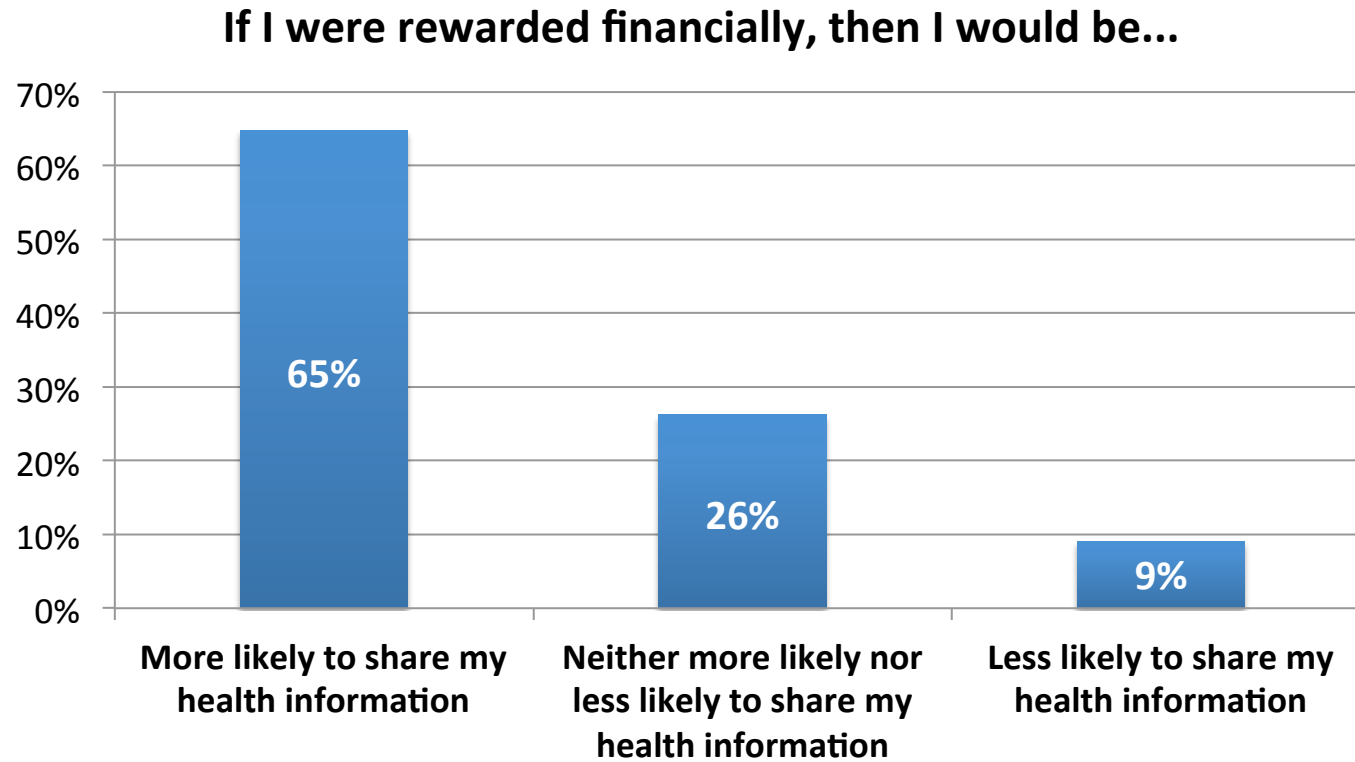


Figure 10. Sell info to...

If I could remove my identifying information, I would sell my health information to...

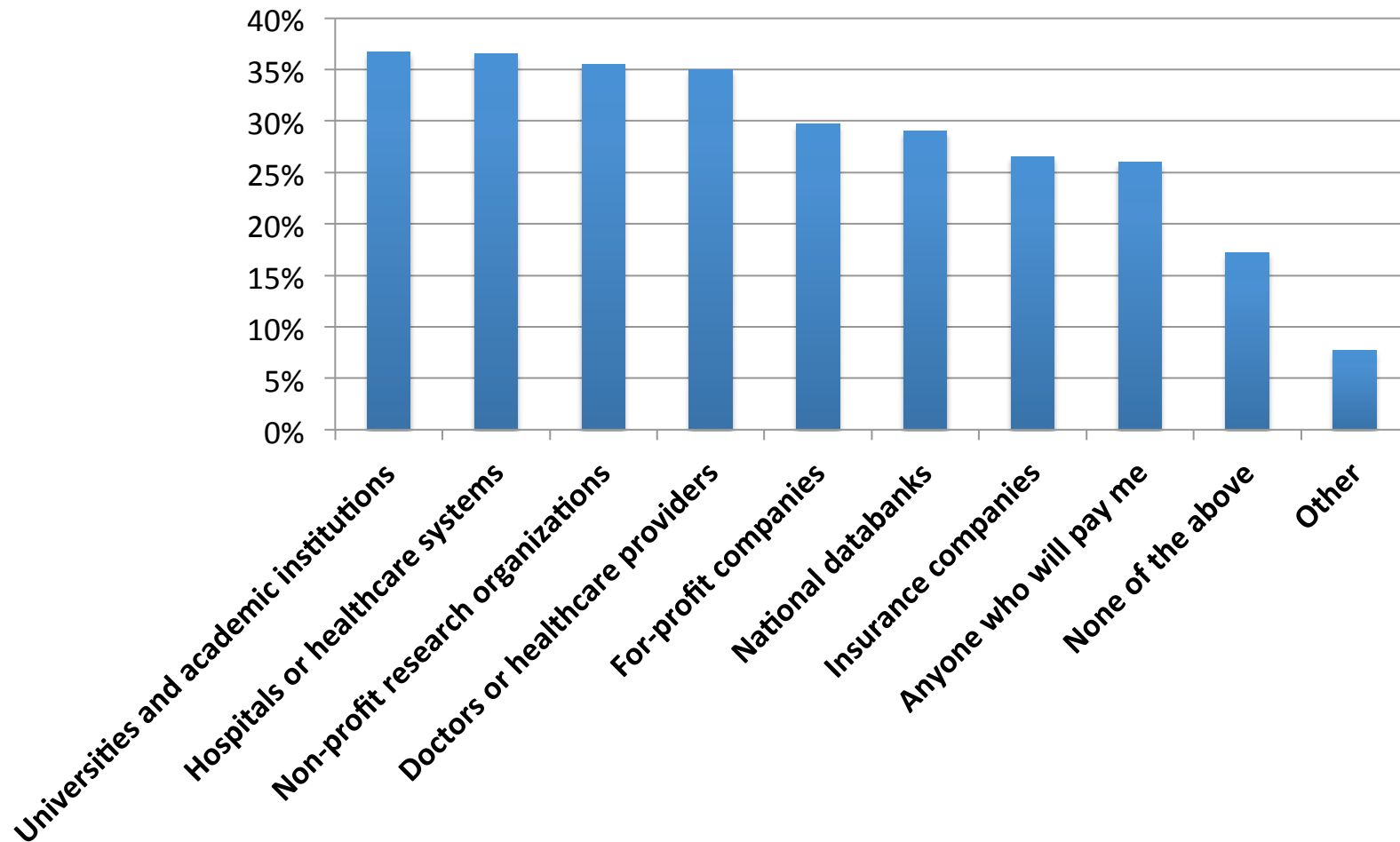


Figure 11. Selling data types

If I could remove my identifying information, I would sell the following health information...

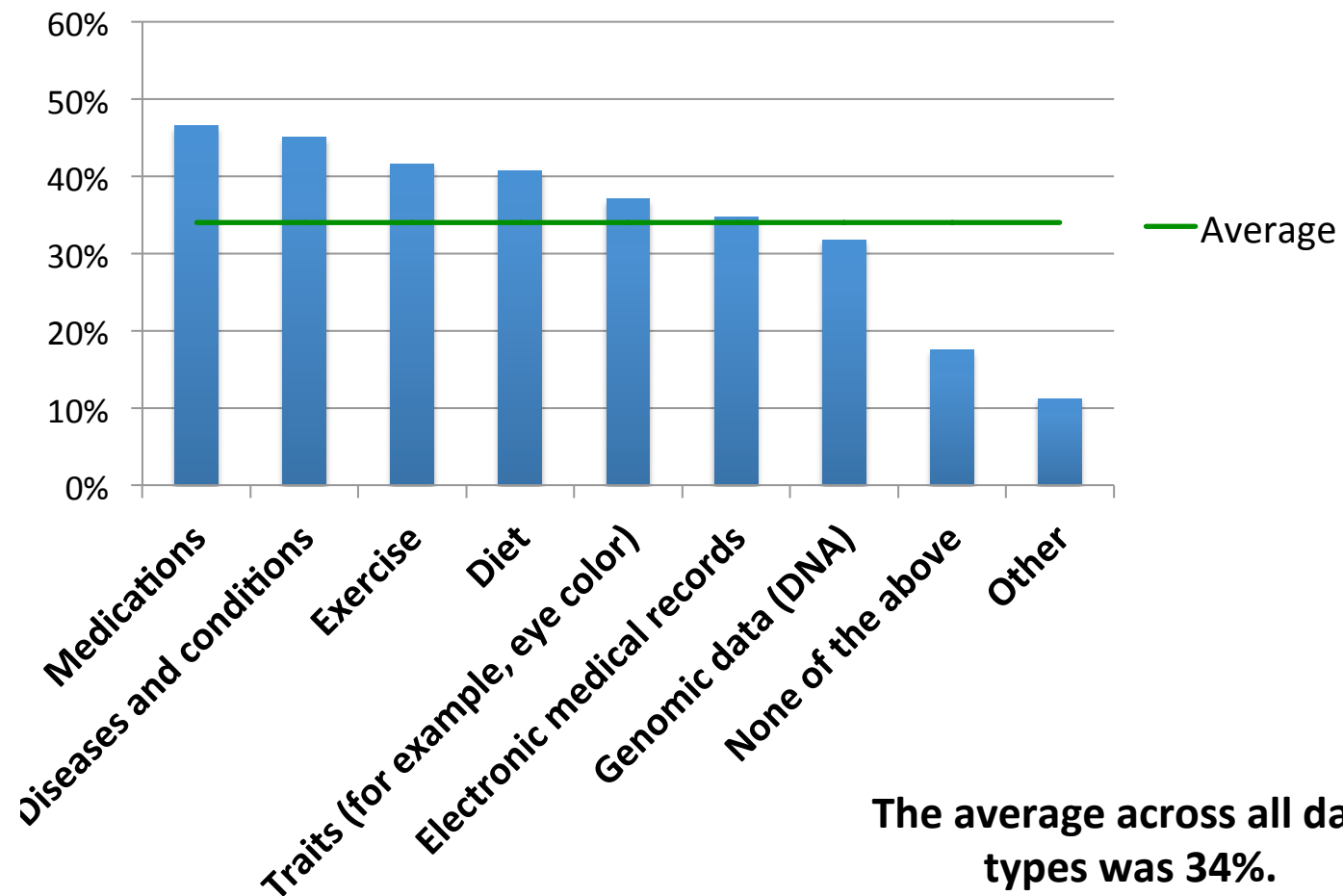


Figure 12. One-time payment

In exchange for this health information, I would expect to receive a one-time payment of:

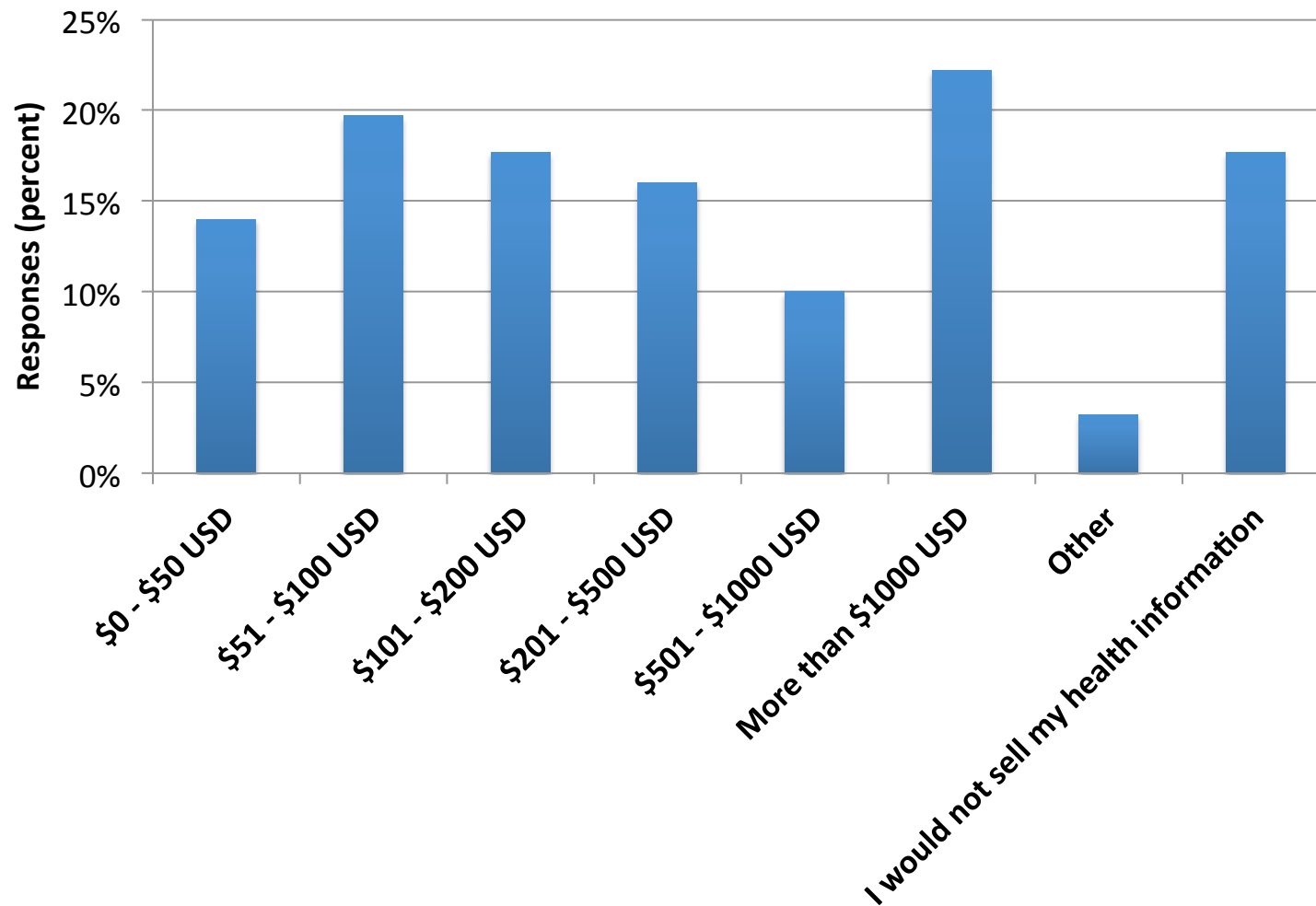


Figure 13. Age vs “Yes” Response to Selling with Financial Reward

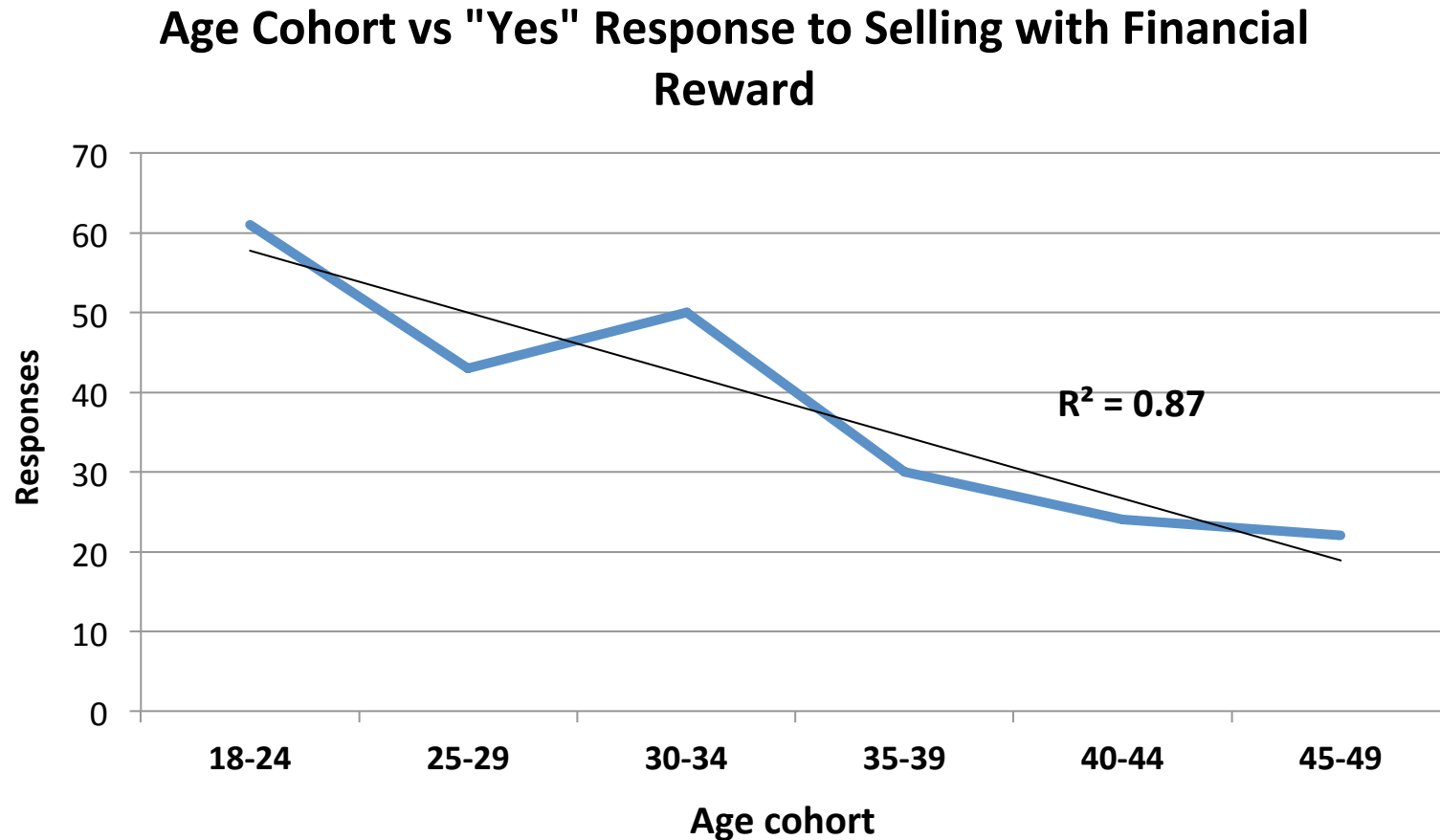


Figure 14. Age vs One-time payment

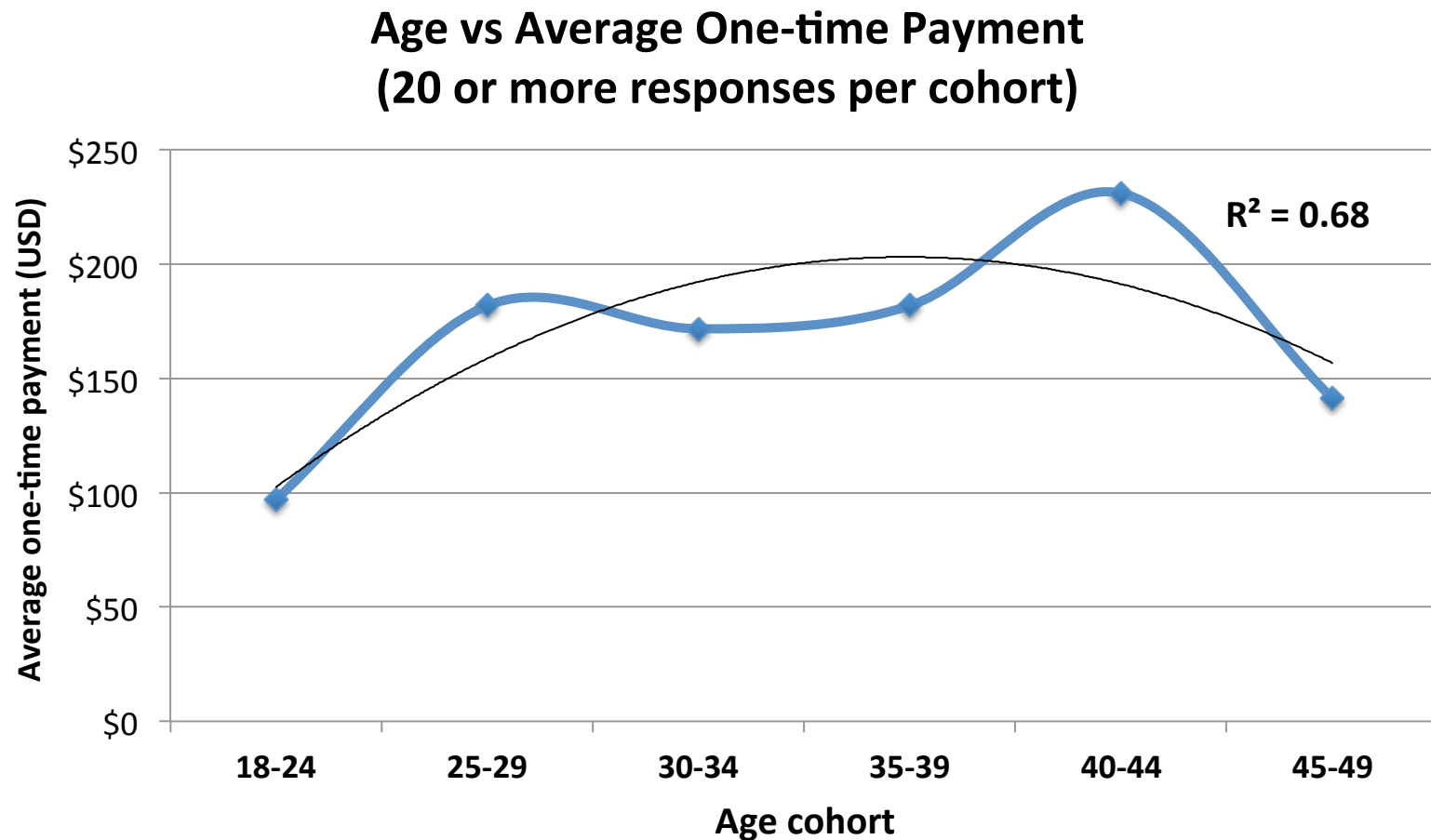


Figure 15. GDP vs One-time payment

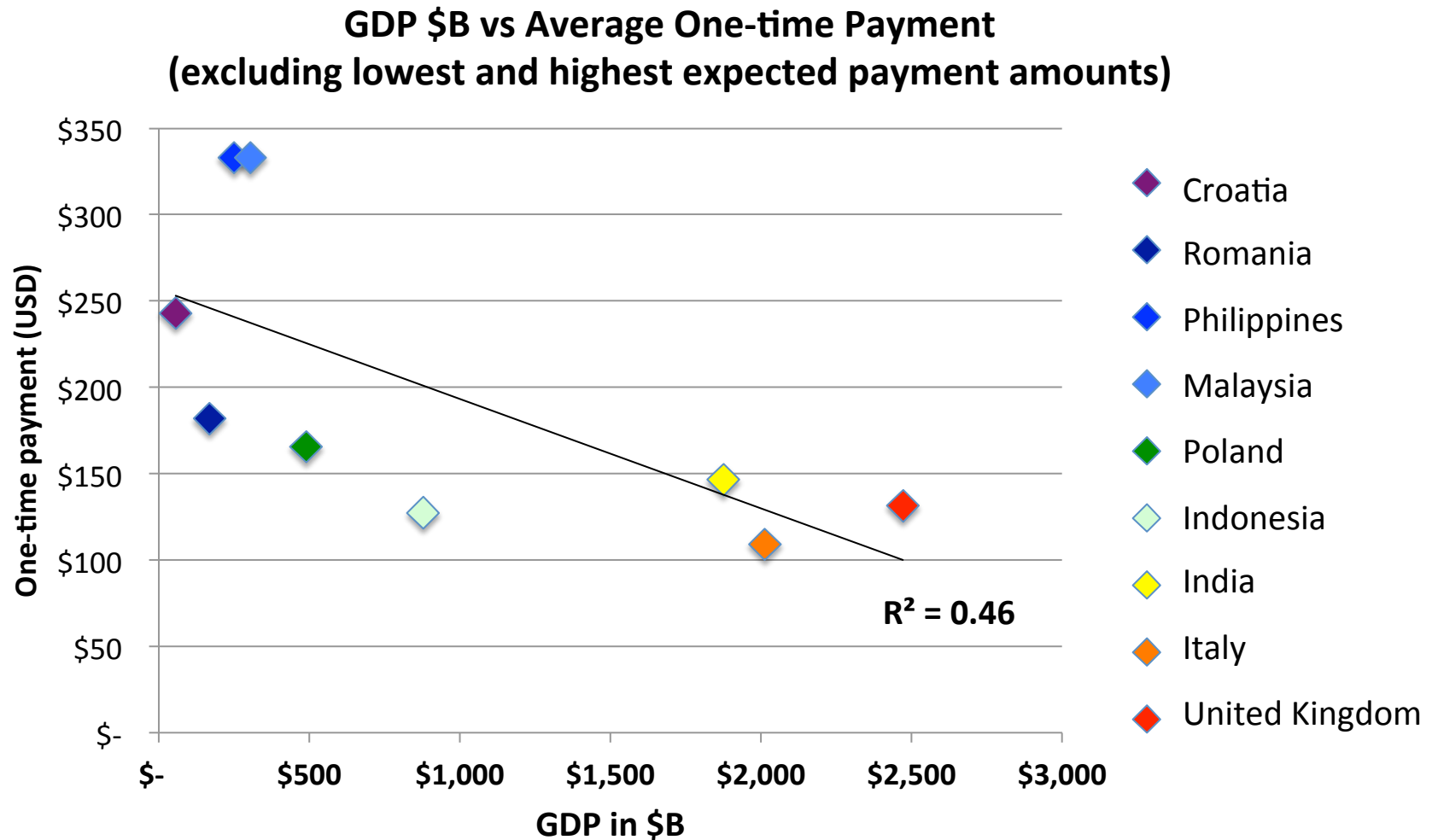
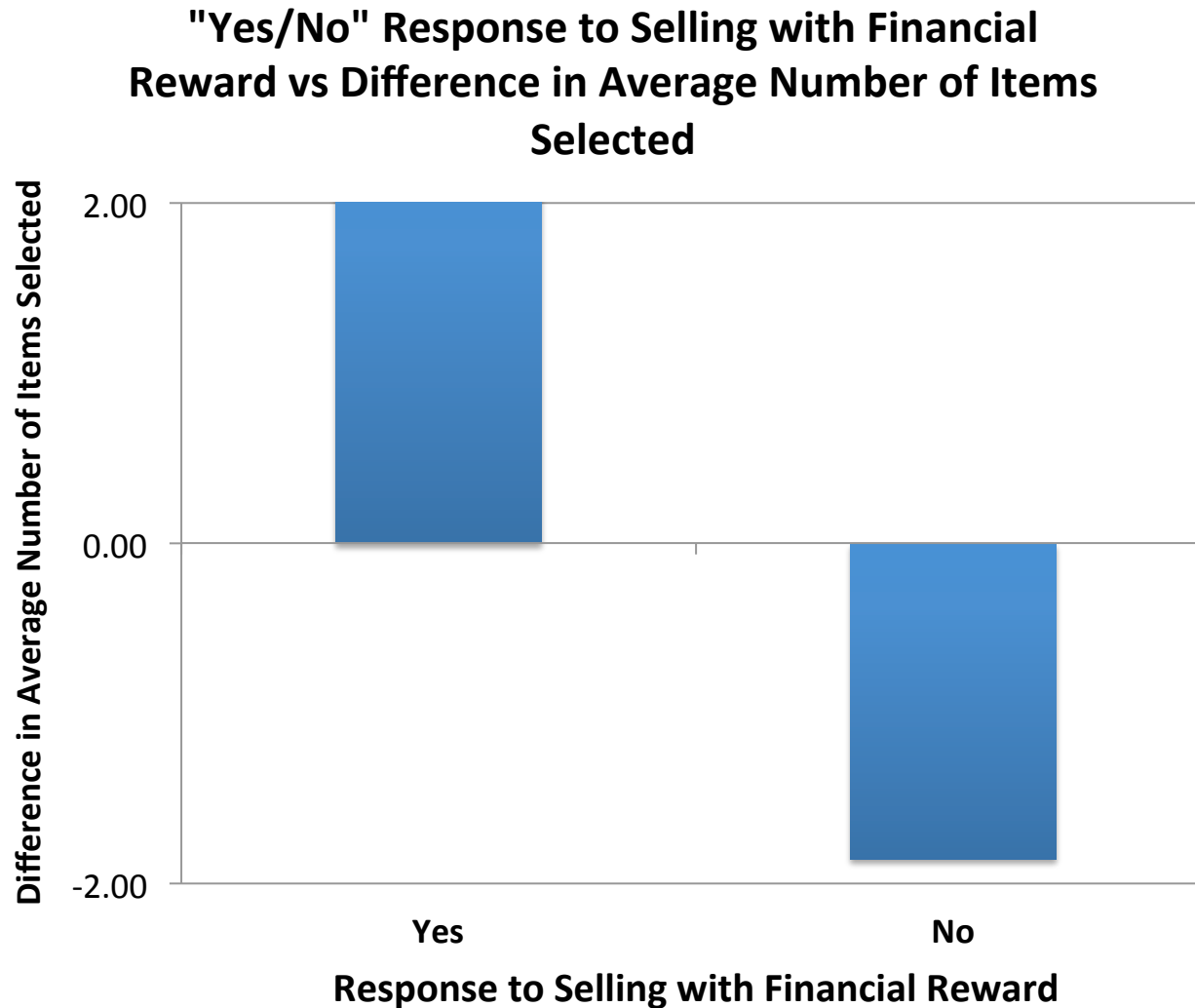
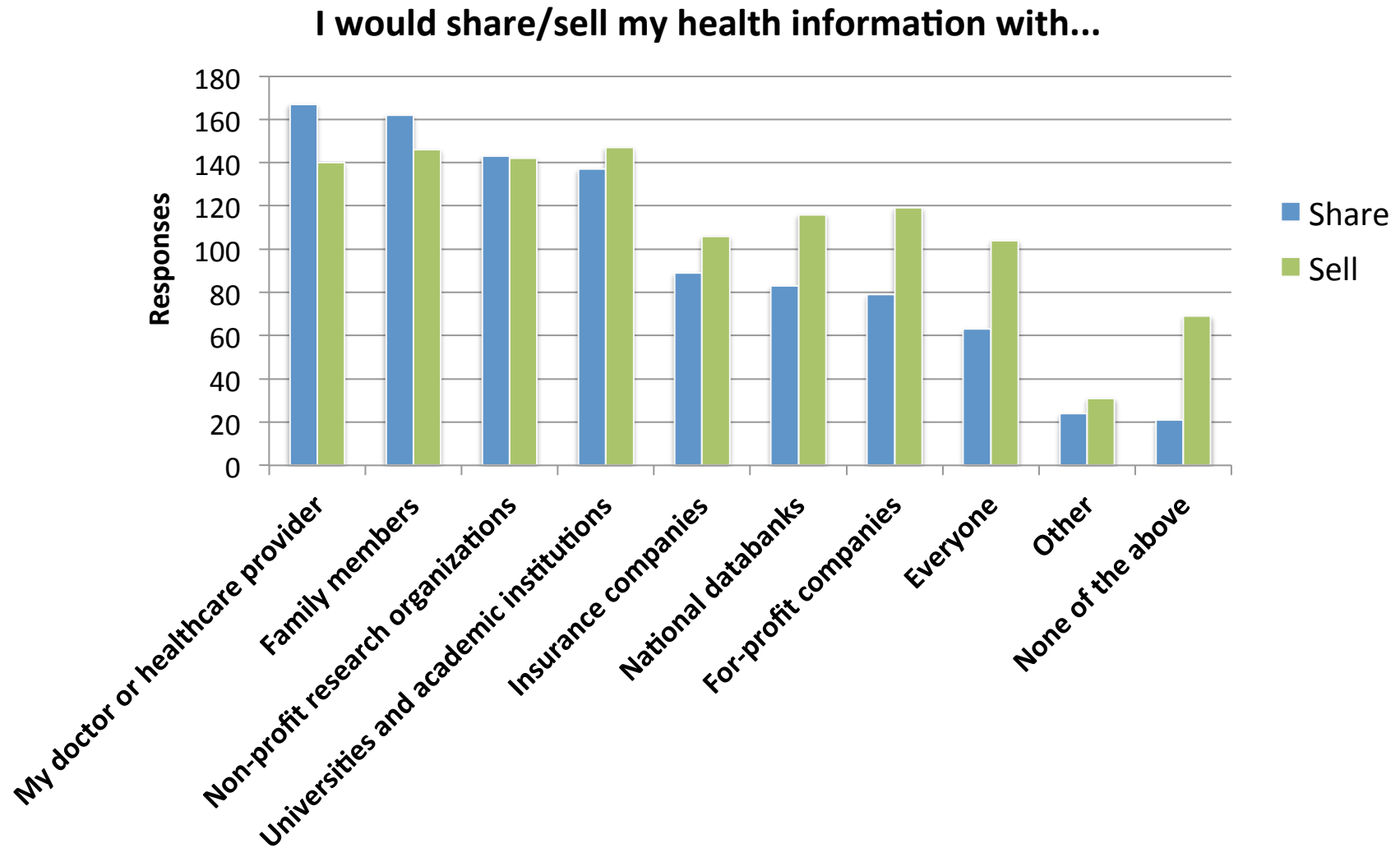


Figure 16. Financial Reward vs Difference in Average Number of Items Selected



Supplemental Figure 1. Share/Sell with...



Supplemental Figure 2. Share/Sell Data Types

