



MOTIVATIONS ASSESSMENT PROGRAM™

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## Becoming Healthy, Wealthy and Wise. Can an App Do All That?

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How many apps do you have on your smartphone? Chances are you have at least 30, and if you're like others, you use about nine apps a day on average<sup>1</sup>. That's a lot of time to spend on a device! Some apps are a distraction at best, and a waste of time at worst. But many are convenient. And, as we've found in our recent MAP<sup>2</sup> study, certain apps may help us improve our lives in small ways that can add up to big accomplishments and peace of mind.

How do organizations encourage people to use productive, helpful apps to improve their health and wealth? And what opportunities exist for creating additional useful tools?

### **SIX OUT OF TEN AMERICANS USE HEALTH OR FINANCIAL APPS TO KEEP THEM ON TRACK**

In this 2019 MAP study, we pinpointed how and why Americans use technology tools to manage their health and financial lives. A majority (60%) use health or financial apps to keep them on track. Many use both types of apps, an indicator of the importance we place on managing our health and wealth. Those who describe the apps as extremely effective describe themselves as healthier, both physically and financially. While it's hard to prove using apps causes increased financial or physical health, the connection is powerful.

In this paper we'll describe who uses health and financial apps, their motivations for using them and how they feel about their financial and physical health.

### **WHO USES HEALTH AND FINANCIAL APPS?**

Demographically, health and financial app users are more likely than the total population of Americans to be highly educated, in the 25–44 age category and to have higher incomes. These findings are consistent with several other studies on app usage both in the U.S. and in other countries.

While six out of ten Americans use health or financial apps, only about a quarter are heavy users. This suggests there are opportunities to increase the use of apps as health and financial management tools. Those who use these apps are more engaged in managing their health and financial lives, and they see the payoffs. What can we learn from them?





## HEALTH APPS: MOTIVATE ME, REMIND ME, GUIDE ME

Six out of ten (58%) Americans find health technology tools such as fitness wristbands, step monitors and health and fitness apps effective in managing their health and well-being. Many people have multiple reasons for using the apps, an indicator of the myriad needs they can fill. The remaining four out of ten Americans believe health apps are not effective (21%) or have never tried them (21%).

### WHY USE HEALTH APPS?

#### ***Motivate Me.***

The number one reason Americans use health apps: Over half (55%) say these apps motivate them to be more physically active. Women are more likely to use them for this reason (63%) than men (47%). Half (48%) of Americans use these apps as encouragement to stay on track with their health goals.

In our 2016 MAP research, [referenced in e-books found on our website](#), we closely examined people's motivations for exercising, eating well or reducing stress. We found that the obvious reason is to improve one's health. But, more importantly, people take health-positive actions because it allows them to do more with their lives, and experience enjoyment, balance and a sense of achievement.

#### ***Remind Me and Guide Me.***

Nearly half (46%) of Americans use apps to stay on top of their health. And one-third (35%) say the apps hold them accountable for what they are consuming. Other important reasons for using health-related apps include alerting users to potential health problems, reminders to take or refill medications, to connect with others with similar health goals or issues, and prompting users to see a physician.

## CONNECTION TO POSITIVE HEALTH METRICS

Two out of ten (19%) Americans say health apps are *extremely effective* in helping them manage their health and well-being. These app mavens consider themselves healthier than their peers and have strong sense of control about their health.

### PERCEPTIONS OF HEALTH: THOSE WHO SAY HEALTH APPS ARE EXTREMELY EFFECTIVE COMPARED TO ALL AMERICANS

#### I AM A LOT HEALTHIER THAN OTHER PEOPLE MY AGE



#### I HAVE A GREAT DEAL OF PEACE OF MIND ABOUT MY HEALTH



#### I FEEL VERY IN CONTROL OF MY HEALTH



Health services marketers who understand the emotions and values that drive app use can more effectively communicate the value of their products and services. While it's difficult to prove that using apps leads to being healthy or increasing one's peace of mind, clearly they are formidable tools frequently used by Americans to stay healthy.



### FINANCIAL APPS: KEEP ME ON TOP OF THINGS, MOTIVATE ME, HOLD ME ACCOUNTABLE

Two-thirds (65%) of Americans find financial technology tools such as money management, saving or debt monitoring apps effective in helping them manage their finances. Two in ten (19%) have never tried financial apps, and 16% don't find them effective.



### WHY DO WE USE FINANCIAL APPS?

#### *Keep Me on Top of Things*

Why do people use financial apps when they could be playing Solitaire or Candy Crush? The biggest reason: Six out of ten (58%) use financial tech tools to help them stay on top of their finances. [Our 2016 MAP research](#) found that 'staying on top' of one's finances is an essential set of actions that begins with the basic need to engage, to understand and to monitor financial activities. This activity helps people gain the knowledge they need to manage the financial complexity we face in the world today.

## Motivate Me

Nearly half (45%) use financial apps to motivate them to save more. Americans have been told that they need to save more. They don't want to be given that lecture anymore. As we've seen in our research for years, people seek tools to help them change their behavior. New apps appear to be fulfilling this need.

## Hold Me Accountable

Whether we shop online or in person, apps can help keep track of spending. Four out of ten (41%) say financial apps hold them accountable for their spending.

## CONNECTION TO POSITIVE FINANCIAL METRICS

One quarter (24%) say financial apps are *extremely effective* in helping them manage their finances. Similar to our findings with health apps, we found that Americans who praise the benefits of financial apps consider themselves more financially sound than their peers, have more peace of mind about, and feel more in control of their financial situation.

### PERCEPTIONS OF PERSONAL FINANCES: THOSE WHO SAY FINANCIAL APPS ARE EXTREMELY EFFECTIVE COMPARED TO ALL AMERICANS

#### I AM DOING MUCH BETTER FINANCIALLY THAN OTHERS MY AGE



#### I HAVE A GREAT DEAL OF PEACE OF MIND ABOUT MY FINANCES



#### I FEEL VERY IN CONTROL OF MY FINANCIAL SITUATION



## NEXT STEPS: EXPANDING THE USER BASE

Encouraging the use of these health and finance apps makes sense for health care professionals and financial services providers: The physical and emotional rewards are linked with financial and physical health.

How do you motivate people to make these apps part of their daily routines? One might argue that the people who could benefit the most are the *people not using health and finance apps* — those who report less peace of mind and less of a sense of control over their health and

financial situations. Optimistically, this points to a strong opportunity to help more Americans feel better about their health and their finances through the adoption and regular use of tools that fit their needs.

This is a starting point. As we look ahead to how to motivate more Americans to seek out and use the health and financial tools that would work best for them, we need to understand more about how and why physically and financially “fit” active app users adopted their current behaviors as well as how these Americans have incorporated the technology into their lives. A deeper dive into these actions and the motivations behind them could help those looking to build products and services that improve the health and financial “fitness” of more Americans — meaningful work that we would love to elevate through our insights.

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1. <http://www.businessofapps.com/data/app-statistics/>
  2. Artemis Strategy Group: Motivation Assessment Program™ (MAP) survey completed in February 2019 online among a census-balanced sample of 1000 adult Americans. This MAP survey is third in a series of studies conducted in 2013, 2016 and now 2019.



MOTIVATIONS ASSESSMENT PROGRAM™

The Motivations Assessment Program™ (MAP) is a resource we draw on to supplement our custom research for our clients. We offer papers and e-Books to illustrate our proprietary Motivation Research approach and, in the process, we highlight key decision drivers related to health and financial decision-making.

MAP uses primary, proprietary research to probe deeply into people’s goals, actions, barriers and motivations. MAP research conducted in 2013, 2016 and 2019 reveals the rational-to emotional forces underlying health and financial decision motivations.

[www.artemisg.com/services/motivation-research](http://www.artemisg.com/services/motivation-research)



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