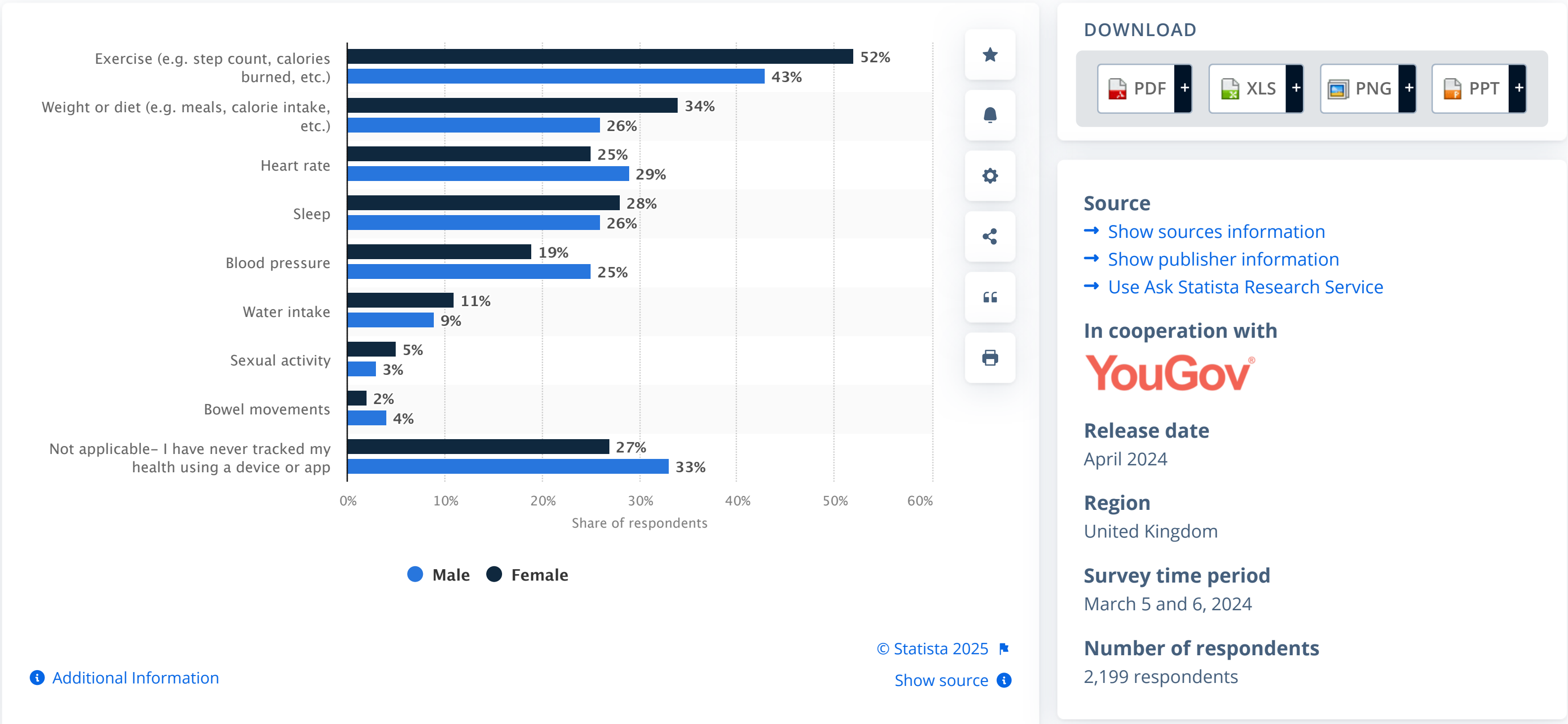


Internet > Mobile Internet & Apps

Most tracked fitness and health aspects among mobile users in the United Kingdom (UK) as of March 2024, by gender



Mobile health tracking activities in the UK 2024, by gender

Published by Laura Ceci, Feb 27, 2025

According to a survey conducted among mobile smartphone users in the United Kingdom in March 2024, activities related to exercise, such as step counting and calories burned, were the most tracked health

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Dr. Horst Stipp
EVP, Research & Innovation, Advertising Research Foundation

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