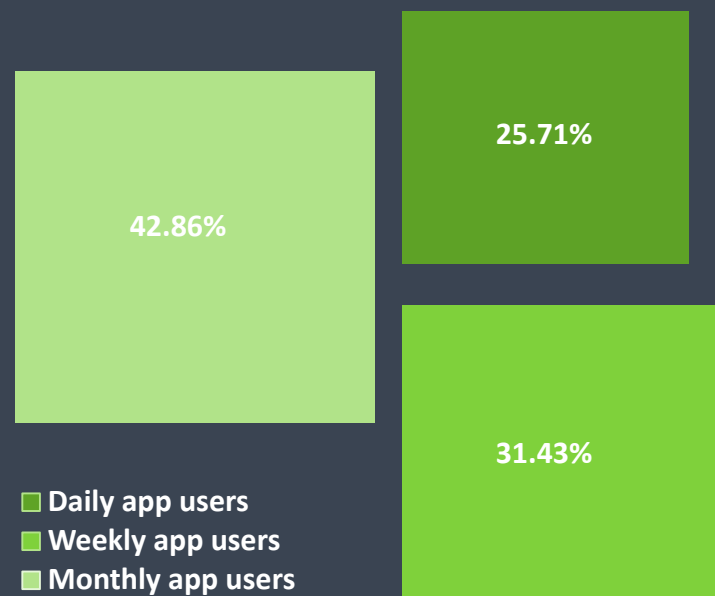
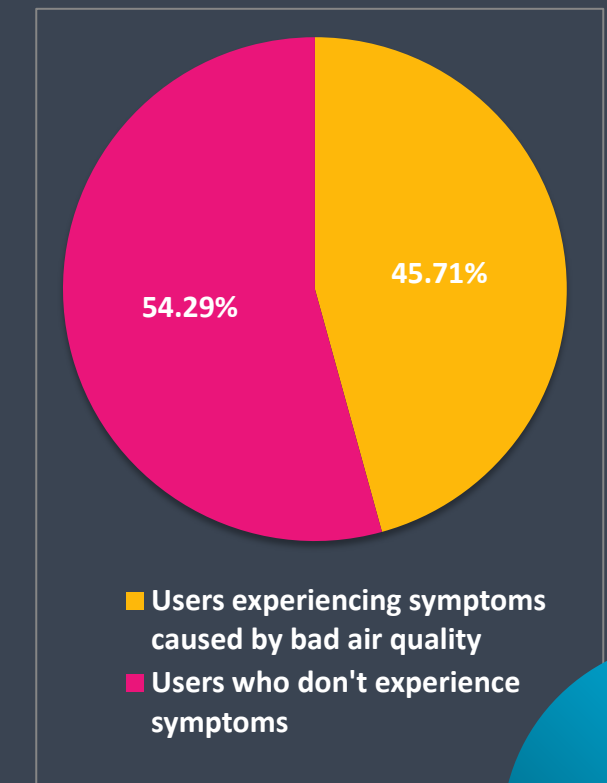
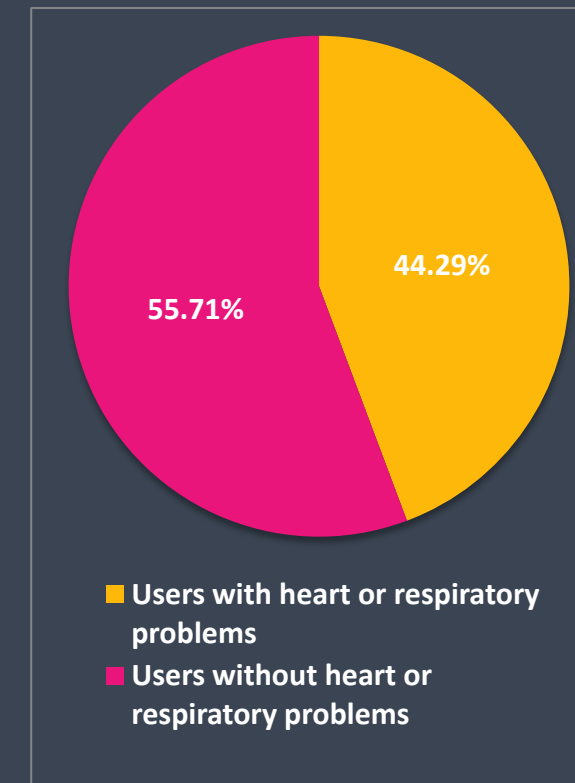
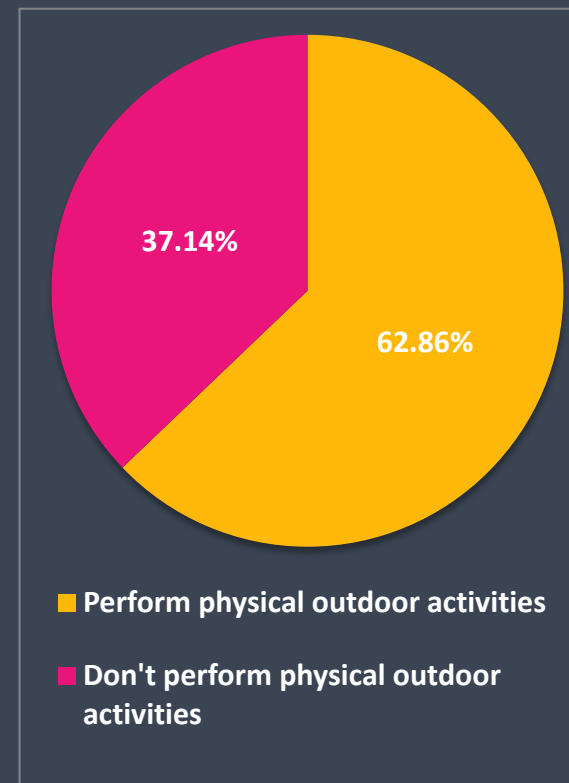


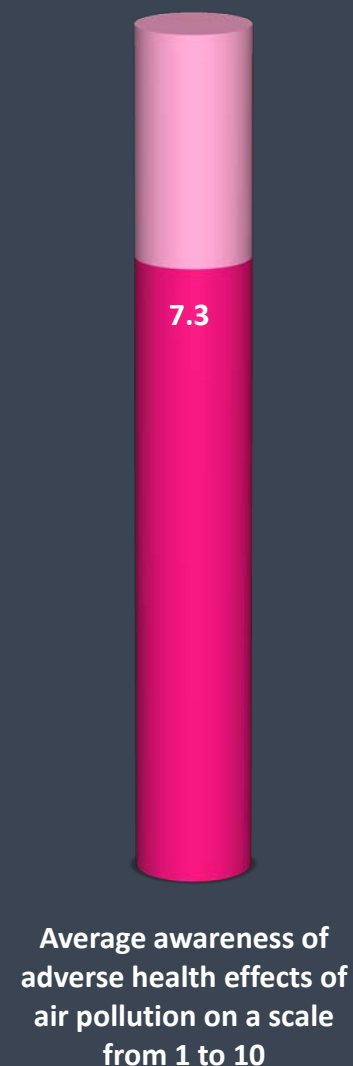
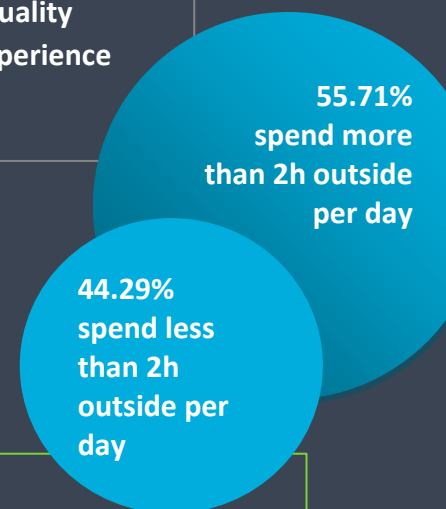
CHANGING MOBILITY THROUGH HEALTH INFORMATION ON THE MOBILE INTERNET.



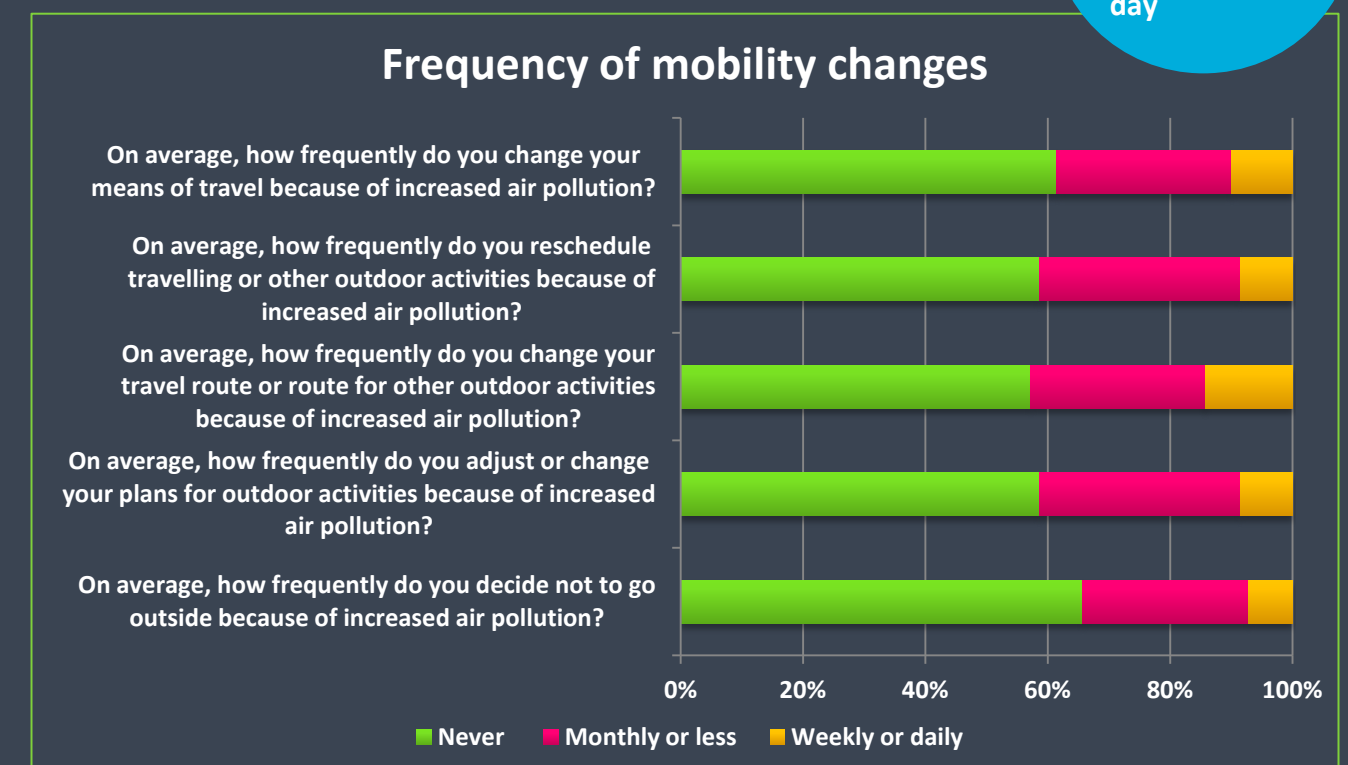
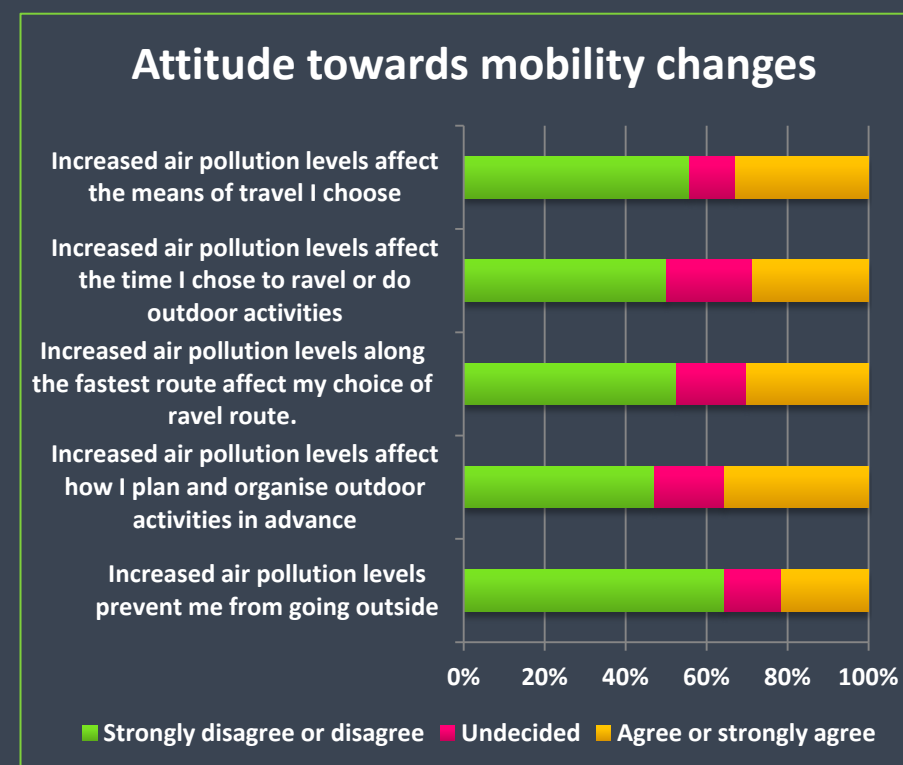
■ Daily app users
■ Weekly app users
■ Monthly app users



Participants of the survey used on average **2.8** different travel modes when moving through London.



Average awareness of adverse health effects of air pollution on a scale from 1 to 10



These results are based on 70 participants of a survey conducted among the London Air app users in June 2012. The data was collected and analysed by Marina Laube in partial fulfilment of the MSc in Social Science of the Internet at the University of Oxford.