

ONLINE MEDICAL INFORMATION SINGAPORE 2014



WHAT HEALTH MOBILE APPS ARE USED BY SINGAPOREANS?

Asia Pacific – With the proliferation of information on medicine and healthcare on the internet, Ipsos conducted a study to understand what behaviour is exhibited by consumers aged 18 – 50 years old in Singapore when it comes to accessing online medical information.

ACCESS A HEALTH RELATED APP IN PAST 6 MONTHS

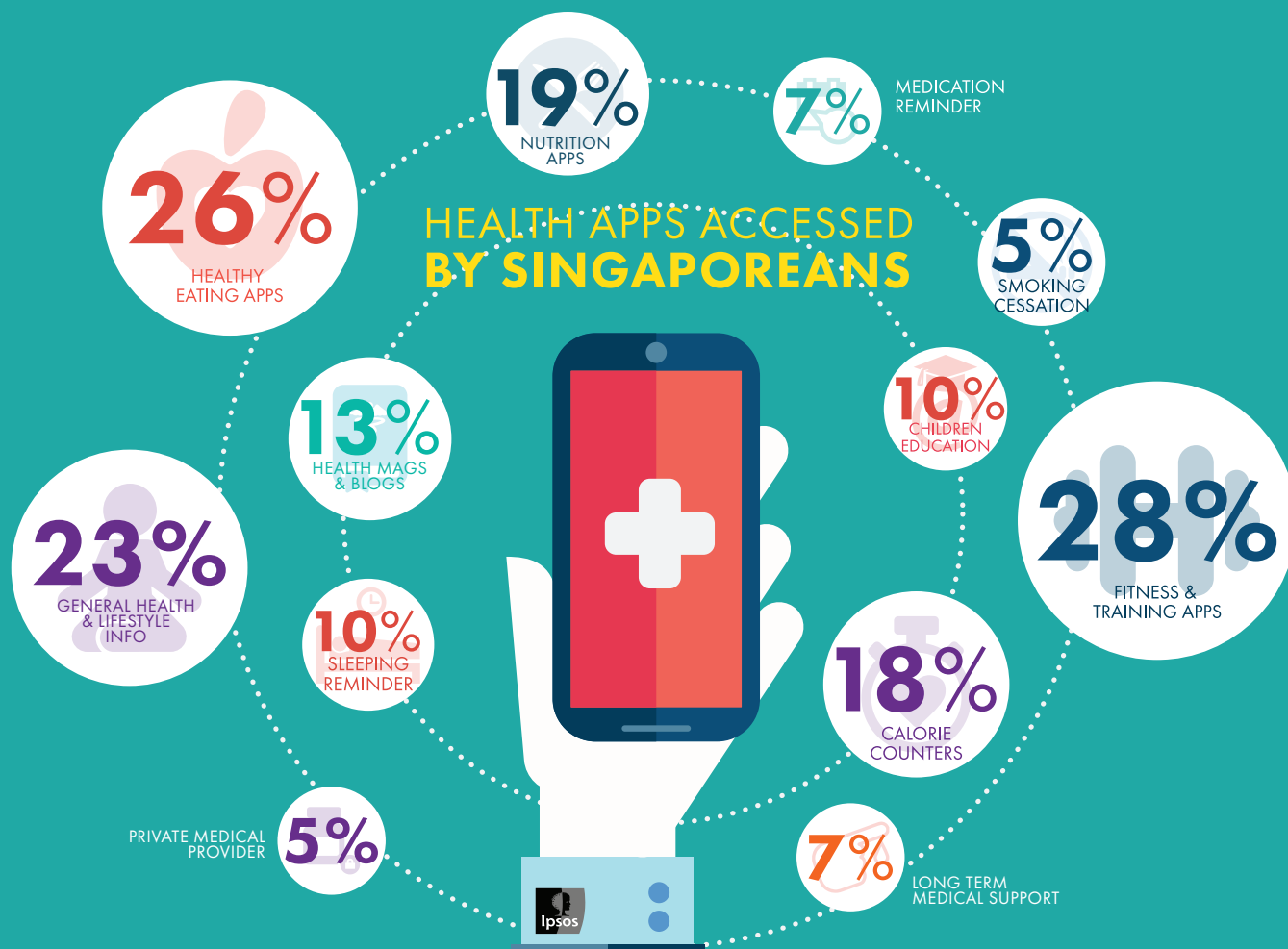


68%
SINGAPORE

83%
HONG KONG

78%
THAILAND

35%
JAPAN



For more information about the study or Ipsos Healthcare, please email ipsos.sg@ipsos.com

ABOUT THE STUDY

The figures shown are findings from a study conducted by Ipsos Asia Pacific via an online survey provided by Toluna, among a total of 1,500 respondents across Singapore, Hong Kong, Japan and Thailand, aged 18 – 50 years old. The fieldwork was conducted in March 2014.

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