

One Quarter (26%) Globally, Who Use Medical Apps, Say Recommendation Came From Medical Professional

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Global – One quarter (26%) of those in 27 countries who regularly use any medical, health or fitness-related apps say that it was recommended by a medical professional. Three in four (74%) respondents say a medical professional did not recommend its use. The findings reflect a new poll of 3,382 online respondents who regularly use a medical, health or fitness-related app conducted by Ipsos OTX – the global innovation center for Ipsos, the world’s third largest market and opinion research firm.

Most of those who say they use a medical, health or fitness-related app with the recommendation of a medical professional are from: Turkey (56%), India (49%), China (45%), Mexico (37%), Saudi Arabia (35%), Argentina (30%), Indonesia (29%), Russia (28%), and Finland (28%). Those in the middle of the pack are from: South Korea (26%), Spain (26%), Brazil (25%), Hungary (21%), United States (19%), France (17%), Canada (16%), Germany (13%), and Belgium (12%). The least of those who say they use apps are from South Africa (12%), Australia (10%), Poland (10%), Great Britain (9%), Italy (8%), Japan (8%), Sweden (5%), Netherlands (3%), and Norway (1%).

Demographic variables appear to indicate that those who say they regularly use a medical, health or fitness-related app with the recommendation of a medical



professional are more likely to be male (30%) than female (24%), as well as married (29%) than not married (24%).

These are findings of the research led by Ipsos Open Thinking Exchange (Ipsos OTX) collected by Ipsos Global @dvisor as part of Socialogue, an ongoing publication that features conversation-starting commentary on social media trends and behavior. The research was conducted on the “G@46” wave between June 4-18th, 2013. The monthly Global @dvisor data output is derived from a balanced online sample in 27 countries around the world via the Ipsos Online Panel system. For the results of the survey presented herein, an international sample of 3,382 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Finland, Hungary, Indonesia, Mexico, Netherlands, Norway, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points and one of 500 is accurate to +/- 5.0 percentage points in their respective general populations. In countries where internet penetration is approximately 60% or higher the data output is weighted to reflect the general population. Of the 27 countries surveyed, 15 yield results that are representative: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and United States. The nine remaining countries surveyed –Brazil (45.6% Internet penetration among the citizenry), China (41%), India (11.4%), Indonesia (22.1%), Mexico (36.5%), Russia (47.7%), Saudi Arabia (49%), South Africa (17.4%) and Turkey (45.7%)—have lower levels of connectivity therefore cannot be weighted to be general population representative; however, the online sample in these countries are particularly valuable in their own right as they are more urban/educated/income than their fellow citizens and are often referred to as “Upper Deck Consumer Citizens”.

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This global innovation center is comprised of a multi-disciplinary team of researchers, strategists, digital natives, and design technologists is blending advancements in technology and a cultural shift toward social interactions to create the future of research, one that is immersive, collaborative, authentic and relevant. Among other assignments and activities, the team produces *Socialogue* which is an ongoing publication that features global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.