

Health-Related Apps Most Helpful With Exercising (82%) and Eating Healthy (79%) for Global Citizens Who Use Them

Public Release Date: Tuesday, December 10, 2013



Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company. With offices in 85 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,789 billion (2.300 billion USD) in 2012.

Visit www.ipsos-na.com to learn more about Ipsos offerings and capabilities.

For copies of other news releases, please visit:
<http://www.ipsos-na.com/news-polls/>.



Health-Related Apps Most Helpful With Exercising (82%) and Eating Healthy (79%) for Global Citizens Who Use Them

Global – Eight in ten of those in 27 countries who say they regularly use medical, health, or fitness-related apps rate them to be helpful (very and somewhat) when it comes to exercising (82%) and eating healthy/better (79%). Seven in ten say they are helpful for losing weight/dieting (68%) and lowering stress levels (65%). Six in ten say so about improving their sleep (62%), lowering their cholesterol (61%), taking medication as prescribed (59%) and keeping appointments with doctors/health professionals (57%). Half (48%) say these apps are helpful for not smoking.

The findings reflect a new poll of 3,382 online respondents globally who regularly use a medical, health or fitness-related app. The research was conducted by Ipsos OTX – the global innovation center for Ipsos, the world's third largest market and opinion research firm.

Those who are most likely to say that medical, health or fitness related apps help them with exercising are from: Mexico (97%), Saudi Arabia (96%), Turkey (90%), Indonesia (89%), Brazil (87%), India (86%), Argentina (85%), Russia (85%), and South Korea (84%). Those in the middle of the pack are from: China (83%), United States (80%), Netherlands (80%), Poland (79%), South Africa (77%), Belgium (75%), Finland (74%), Hungary (73%), and Germany (72%). The least of those who say that medical, health or fitness related apps help them with



exercising are from: Great Britain (71%), Italy (71%), Norway (71%), France (69%), Canada (66%), Spain (66%), Sweden (64%), Australia (63%), and Japan (27%).

Those who are most likely to say that medical, health or fitness related apps help them with eating healthy are from: Mexico (96%), Indonesia (92%), Argentina (91%), Russia (90%), Saudi Arabia (90%), Brazil (89%), Turkey (89%), India (86%) and Poland (86%). Those in the middle of the pack are from: China (85%), Hungary (82%), United States (76%), France (74%), Finland (73%), Italy (72%), South Africa (72%), Canada (70%) and Belgium (69%). Those least likely to say that medical, health or fitness related apps help them with exercising are from: Spain (67%), Germany (65%), Great Britain (65%), South Korea (65%), Australia (63%), Netherlands (52%), Norway (40%), Sweden (25%) and Japan (21%).

Say medical/health/fitness apps used have been helpful (very + somewhat) for following health-related factors	Exercising	Eating healthy/better	Losing weight/dieting	Lowering my stress levels	Improving my sleep	Lowering my cholesterol	Taking my medication as prescribed	Keeping my doctor/healthcare professional appointments	Not smoking
Total	82%	79%	68%	65%	62%	61%	59%	57%	48%
Argentina	85%	91%	71%	71%	66%	72%	70%	78%	65%
Australia	63%	63%	59%	37%	29%	25%	26%	25%	17%
Belgium	75%	69%	58%	58%	66%	40%	47%	48%	30%



Brazil	87%	89%	76%	77%	73%	71%	75%	71%	54%
Canada	66%	70%	64%	47%	34%	27%	32%	29%	21%
China	83%	85%	60%	73%	79%	67%	57%	65%	57%
France	69%	74%	53%	53%	55%	39%	55%	41%	28%
Germany	72%	65%	57%	46%	40%	34%	37%	46%	21%
Great Britain	71%	65%	65%	28%	22%	23%	17%	18%	12%
Hungary	73%	82%	61%	64%	70%	66%	77%	71%	54%
India	86%	86%	79%	76%	76%	75%	74%	74%	53%
Indonesia	89%	92%	73%	80%	82%	78%	74%	55%	70%
Italy	71%	72%	56%	49%	38%	42%	36%	35%	30%
Japan	27%	21%	19%	13%	26%	14%	28%	7%	16%
Mexico	97%	96%	87%	88%	81%	83%	87%	90%	78%
Norway	71%	40%	47%	12%	11%	14%	8%	10%	15%
Poland	79%	86%	59%	49%	50%	55%	50%	42%	29%
Russia	85%	90%	80%	81%	81%	84%	75%	76%	73%
Saudi Arabia	96%	90%	86%	91%	93%	88%	80%	79%	77%
South Africa	77%	72%	69%	63%	49%	49%	48%	41%	29%
South Korea	84%	65%	59%	60%	51%	66%	48%	52%	43%
Spain	66%	67%	51%	47%	42%	47%	41%	53%	30%
Sweden	64%	25%	22%	25%	19%	17%	14%	13%	9%
Turkey	90%	89%	78%	85%	80%	75%	79%	75%	59%
United States	80%	76%	68%	40%	35%	40%	33%	31%	22%
Netherlands	80%	52%	53%	43%	38%	29%	35%	27%	38%
Finland	74%	73%	60%	42%	39%	51%	35%	46%	30%



These are findings of the research led by Ipsos Open Thinking Exchange (Ipsos OTX) collected by Ipsos Global @dvisor as part of Sociologue, 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, Hungary, Indonesia, Mexico, 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 24 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”.

-30-

For more information on this news release, please contact:

**Jill Wiltfong
Senior Vice President, Marketing
Ipsos Open Thinking Exchange
310.736.3440**



jill.wiltfong@ipsos.com

News releases are available at: <http://www.ipsos-na.com/news-polls/>

About Ipsos Open Thinking Exchange (Ipsos OTX)

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.