

Monday, 4 August 2014

Your phone is now a personal trainer (and could soon be a doctor too)

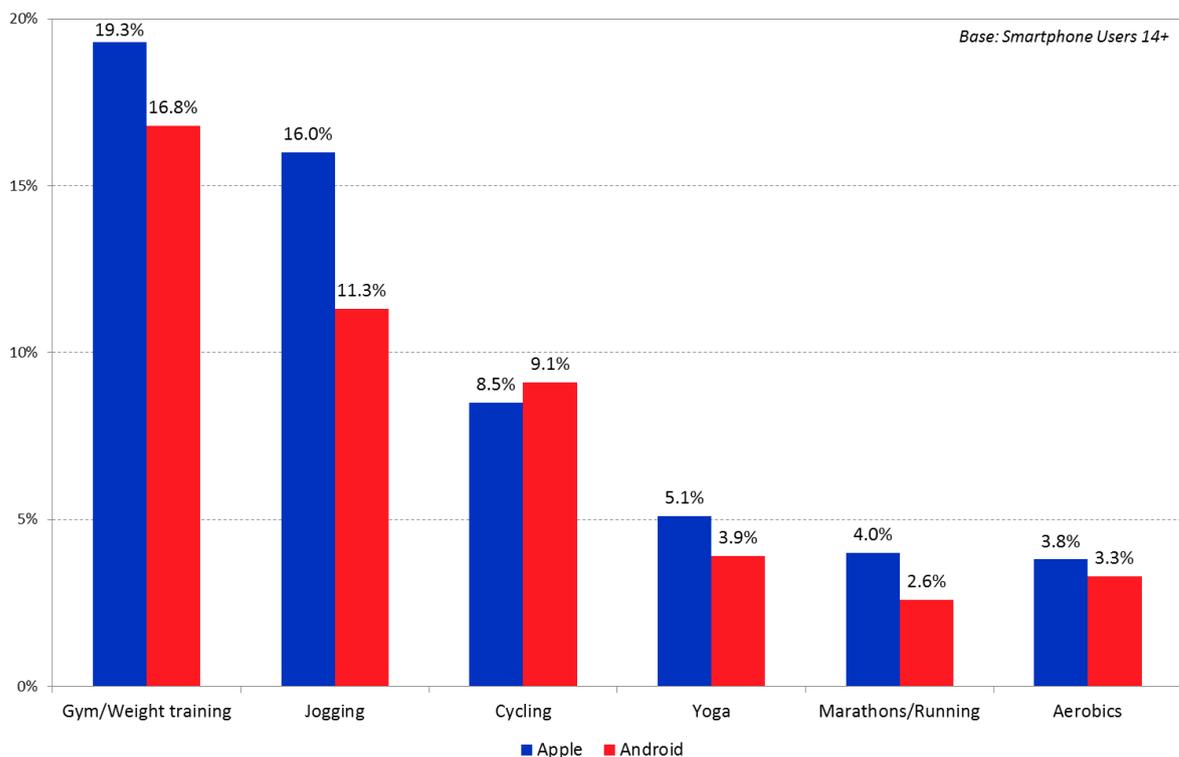
With almost 12 million Australians (14+) now carrying around a mobile smartphone, these devices are predicted to soon become as intrinsic to our health as they have already become for our banking, entertainment and social lives. In the new field of 'mHealth', Apple is in prime position to connect with its smartphone users, the latest research from Roy Morgan shows.

iPhone users are more likely than those using the Android operating system on handsets such as Samsung to regularly participate in most of the personal fitness activities associated with developments in smartphone sensor technologies and new apps.

Nearly one in five Apple users (19.3%) say they regularly do gym or weights training, ahead of 16.8% of Android users. 16.0% of Apple users regularly go jogging compared with 11.4% on Android. Apple's users are also more likely than Android's to regularly do yoga (5.1% vs 3.9%), run or do marathons (4.0% vs 2.6%) or do aerobics (3.8% vs 3.3%).

Apple users are also slightly more likely to say they regularly go walking for exercise, 43.8% vs 41.8% of Android users. However 9.1% of Android users say they cycle regularly—slightly more than the 8.5% of Apple users.

% of Apple and Android OS smartphone users who regularly participate in fitness activities



Source: Roy Morgan Single Source (Australia), April 2013 – March 2014 n = 4,736 Australians 14+ with a smartphone as their main mobile phone.

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Tim Martin, General Manager – Media, Roy Morgan Research, says:

“With smartphones approaching ubiquity and already (or soon) able to monitor heart-rate, steps taken, sleep patterns, and even blood-sugar levels, manufacturers and app developers are racing to be at the forefront of the trend.

“Judging by the higher proportion of users with iPhones who regularly participate in personal fitness activities, it would seem Apple may have the potential edge when it comes to connecting to health-conscious consumers.

“Apple’s ‘Health Kit’ and Android’s ‘Google Fit’ operating system improvements will herald new apps that can collect and analyse smartphone users’ health information. It is conceivable that quite soon our phones will be diagnosing latent health problems we don’t even know we have.”

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In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5

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10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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