Special Video Report Transcript

Headline: Susannah Fox of Pew Research Center Talks
                   About New Findings on Mobile Health Usage

Publication: *California Healthline*
Date Posted: November 21, 2012

Susannah Fox, associate director at the Pew Research Center's Internet & American Life
Project

My name is Susannah Fox. I'm an associate director at the Pew Research Center's
Internet & American Life Project in Washington, D.C. And we are just out of the field
with our latest 2012 health survey, and we have some really interesting updates. Some
of it is updates of trend questions which we've been studying for the last twelve years.
We're continuing to see an upward trend in terms of people using the Internet, but
what's really different now is the access points. I think of it as a dimmer switch. There
are still people who are on dial-up, but there's a growing number of people who have
broadband. And of course, what's really interesting these days is the percentage of
people who have cell phones.

Just to go over a few of the data points, we now find that 80% of American adults use
the Internet. Eighty-five percent have a cell phone. Of the cell phone owners, half say
it's a smart phone. And it's that group that is starting to really engage in some
interesting ways with health information online.

The first report that we're going to release based on this data set is going to be about
mobile health. We find that 31% of people who have a cell phone have used their phone
to look at health information, which is up from 17% in 2010. We're also seeing some
interesting trends in terms of people's use of apps. In our general survey research, we
see that there is continuing to be a growth of general app use and downloading. But in
health, apps are still flat. We first measured it in 2010, and we found that it was one in
10 cell phone owners who have a health app on their phone. And we measured it again
in 2011, and now 2012, and it still remains one in 10.

For this survey, we went a little bit deeper and asked about what kinds of apps people
have, and it's about what you'd expect if you look at the app stores -- exercise and
fitness, weight, diet, etc. But there's going to be some outliers which I think are pretty
interesting in the report.