

Affluent connection

THE FIRST GLOBAL STUDY OF AFFLUENT CONSUMERS' MOBILE USAGE

BBC
WORLD
NEWS

BBC
.com

MillwardBrown

6,000



respondents from Australia, Germany, Hong Kong, India, Sweden and the US



Affluent consumers (top 20% income earners)



General population (rest of the population)



39% of affluent consumers access the internet on mobile devices at least once an hour
18% higher than the general population



Prefer mobile devices to their desktop for accessing news:

+15% for current affairs or breaking news



+28% for business or finance news



compared to the general population



51% of affluent consumers use their mobile phone for business, compared to 40% of the general population



News apps are the most commonly used apps on affluent consumers' mobile phones



The general population prefer social networking apps

Affluent consumers increasingly prefer mobile to desktop for accessing news

+15%
mobile phones



+9%
tablets



-17%
desktop



Year on year
2012/13



41%

of affluent consumers are happy to see ads on mobile websites as long as the content is free



Advertising on mobile will enhance brand perception as **modern and dynamic**

For affluent consumers mobile advertising is four times as effective

