Mobile Millennials in Asia Pacific

How can marketers target both millennials and the older generation without getting stuck in the digital divide?

1. **Millennials (age 16-30) in Asia Pacific spend almost one day a week on their mobiles.**

   - Average millennial spends
     - 2.8 hours a day on their mobile
     - Equivalent to 22.4 hours a week
     - 1,165 hours or 48.5 days over the course of a year

2. **Across APAC mobile use amongst millennials differs.**

   Thais are the most addicted to their mobiles.

   - Hours per day
     - Global: 3.2
     - APAC: 2.8
     - Australia: 2.1
     - China: 3.9
     - Hong Kong: 2.8
     - India: 2.2
     - Indonesia: 2.5
     - Japan: 1.6
     - Malaysia: 3.8
     - New Zealand: 2.2
     - Philippines: 3.1
     - Singapore: 2.9
     - South Korea: 2.9
     - Taiwan: 2.9
     - Thailand: 4.2
     - Vietnam: 2.2

3. **What do millennials in APAC do on their mobiles?**

   Millennials spend their time on mobile:
   - 46% browsing social media platforms
   - 42% watching videos
   - 12% online shopping

4. **But marketers must beware the digital divide:**

   Older generations are still consuming traditional media daily
   - 2.1 hours watching videos
   - 12 minutes reading newspaper
   - 24 minutes listening to the radio
   - 1.8 hours on mobile

By constantly trying to keep up with the most digitally advanced consumers, brands risk leaving behind other consumers who are also shifting their patterns of behaviour, albeit at a slower pace.

Brands need to be wary of making sweeping assumptions about the digital habits of different age groups.

Brands are often too focused on the need to market to their most advanced digital consumer, when actually a tiered strategy, reflecting where the spending power actually sits, may be more appropriate.

---

**About Connected Life**

Connected Life is a leading global study of the digital attitudes and behaviours of 60,500 internet users across 50 countries, exploring how technology is transforming the lives of consumers across the world. It offers essential insight into the impact of the growing digital ecosystem on the media landscape. To learn more contact enquiries@tnsglobal.com.

---

© TNS 2015