

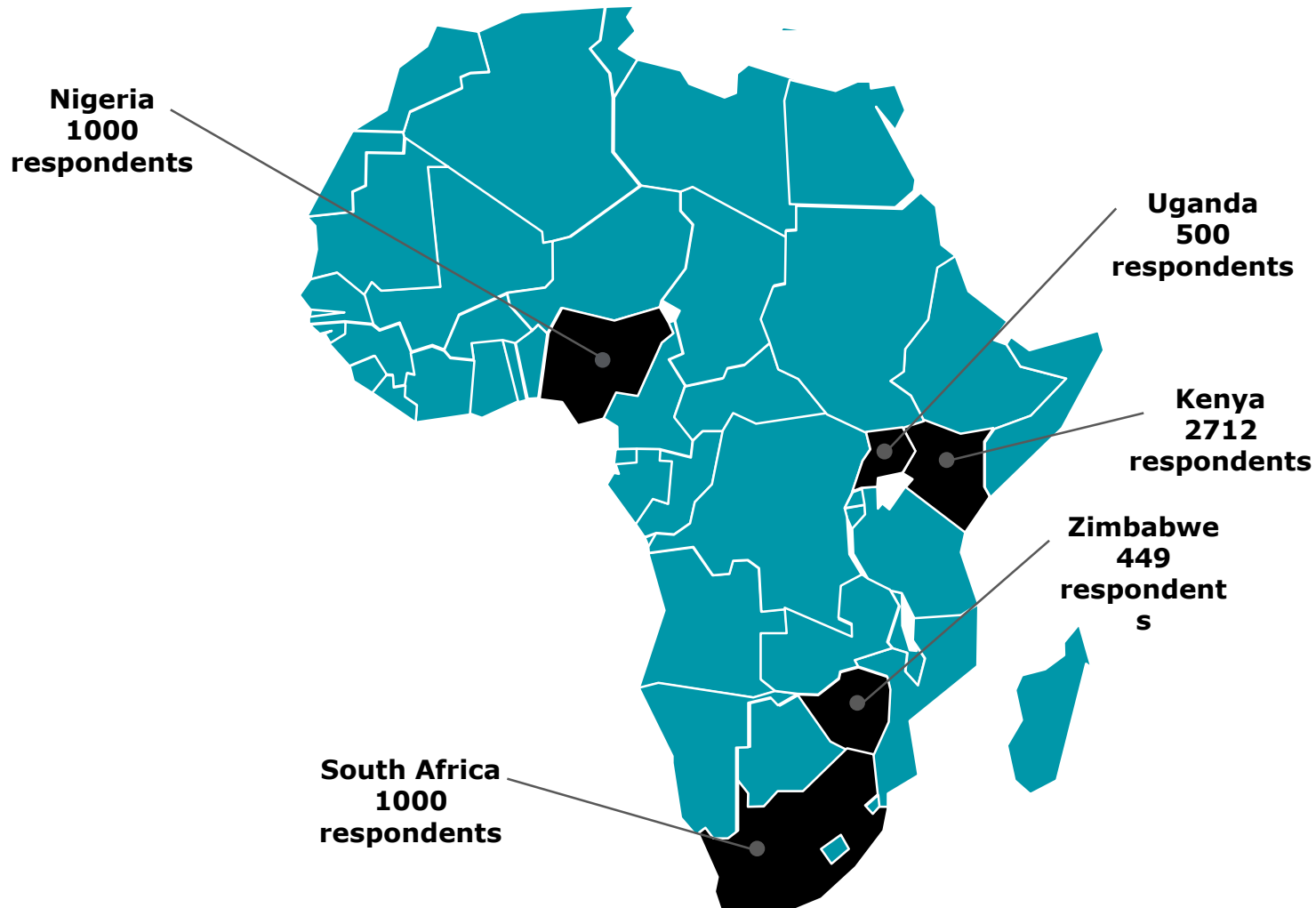


## Game of Phones African Mobile Consumer Survey

2015/2016

# African Mobile Consumer Survey 2015/16

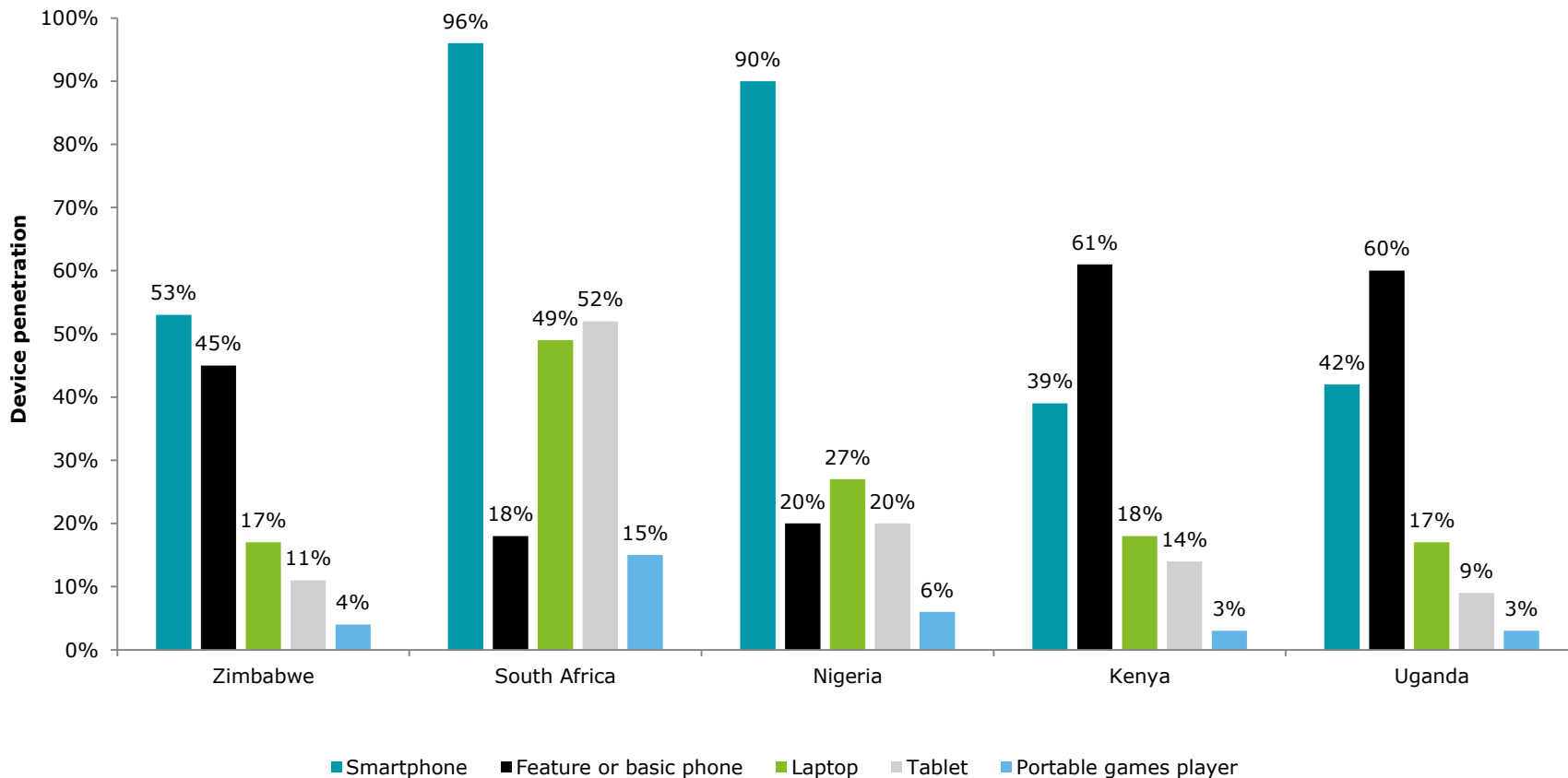
Over 5,000 people – young and old, urban and rural, male and female



# Africa's Mobile Device Landscape

# East Africa dominated by feature phones in contrast with Nigeria and SA. Tablets just haven't taken off in Africa, with SA an exception

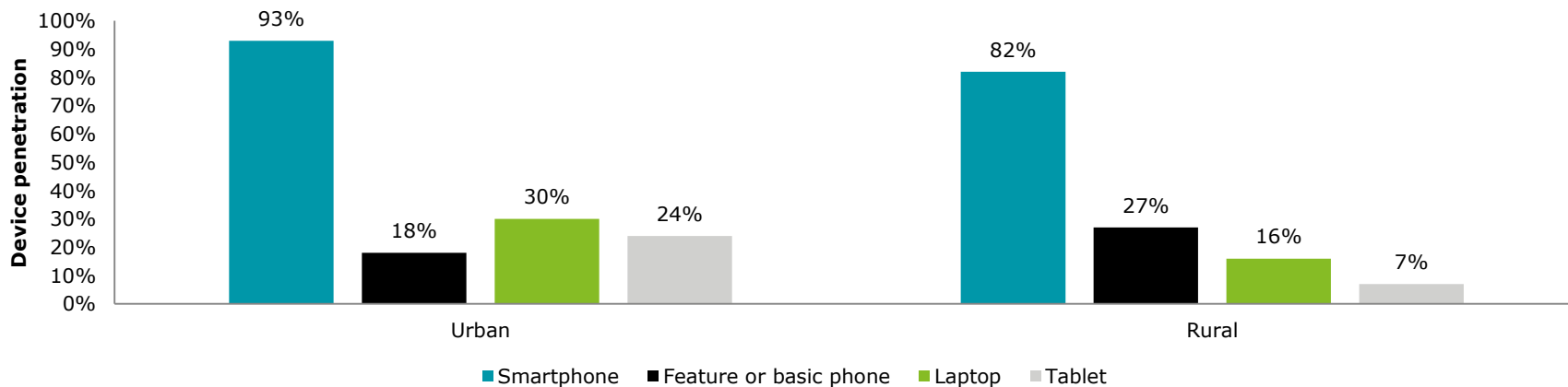
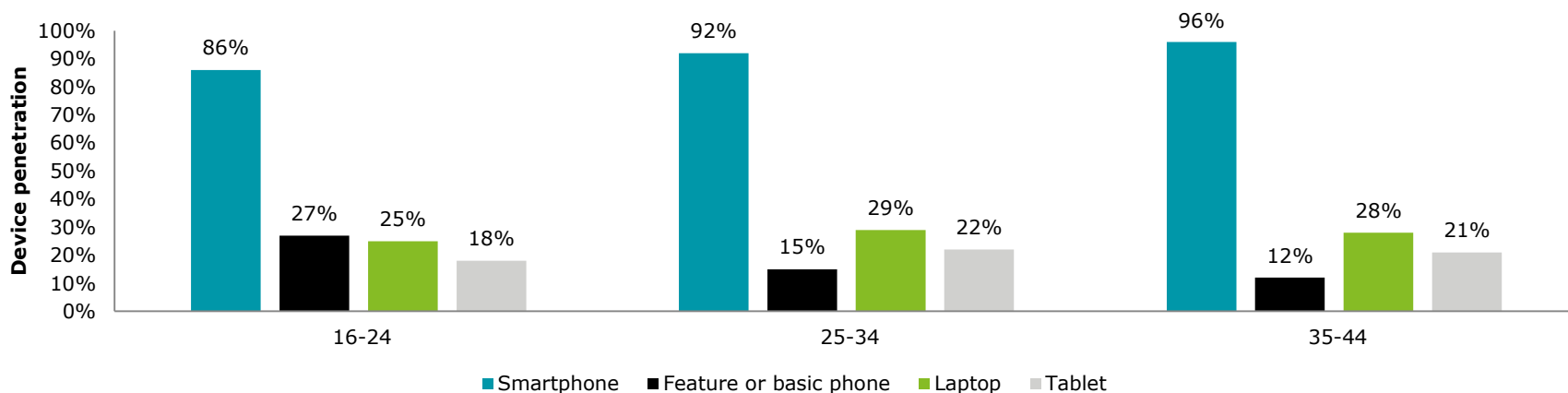
Q. Which, if any, of the following devices do you own or have ready access to?



Source: Deloitte Global Mobile Consumer Survey, Kenya, South Africa, Nigeria, Uganda and Zimbabwe  
Base: All respondents: 5661

# Nigeria primed for major data consumption due to ubiquity of smartphones

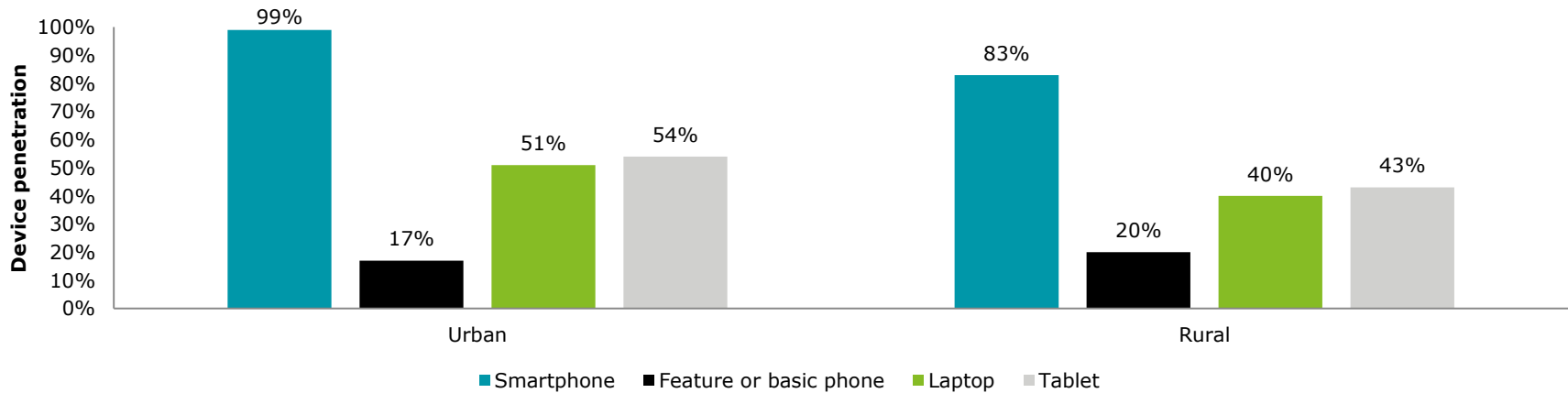
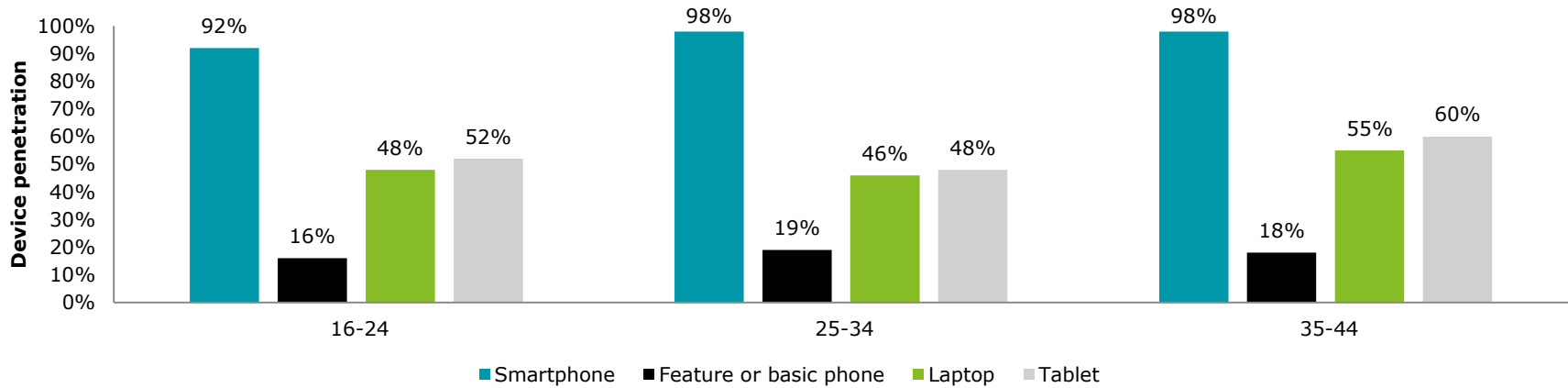
Q. Which, if any, of the following devices do you own or have ready access to?



Source: Deloitte Global Mobile Consumer Survey Nigeria  
Base: All respondents: 1000

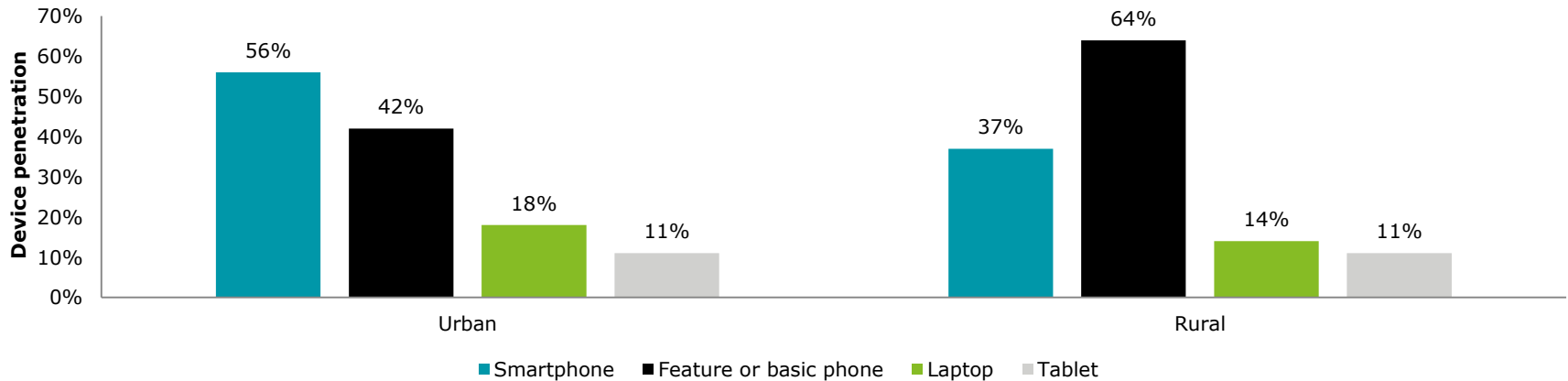
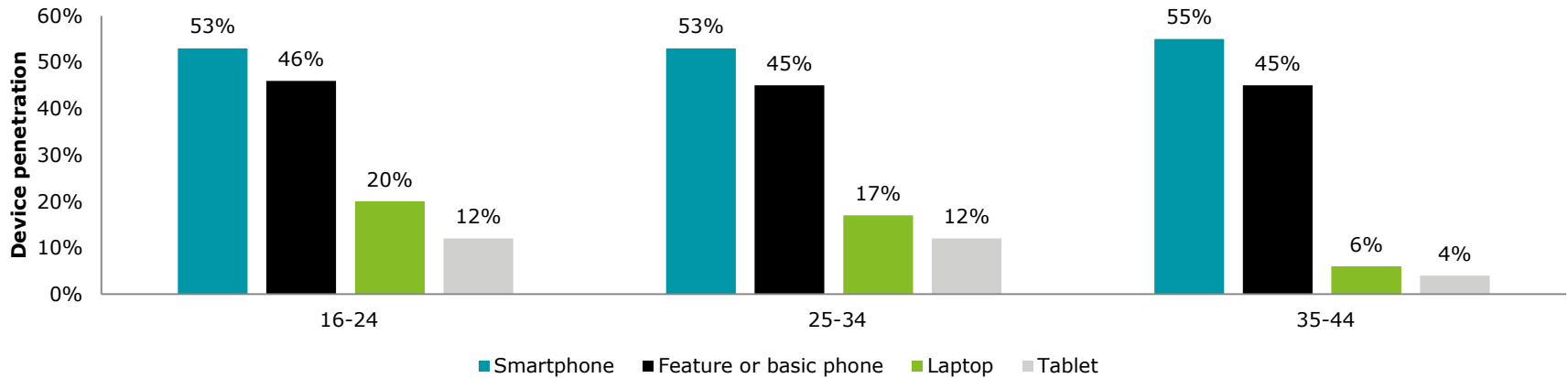
# SA is a multi-device market more consistent with developed markets

Q. Which, if any, of the following devices do you own or have ready access to?



Source: Deloitte Global Mobile Consumer Survey South Africa  
Base: All respondents: 1000

Zimbabwe has grown as a connected economy, more aligned with SA Q. Which, if any, of the following devices do you own or have ready access to?



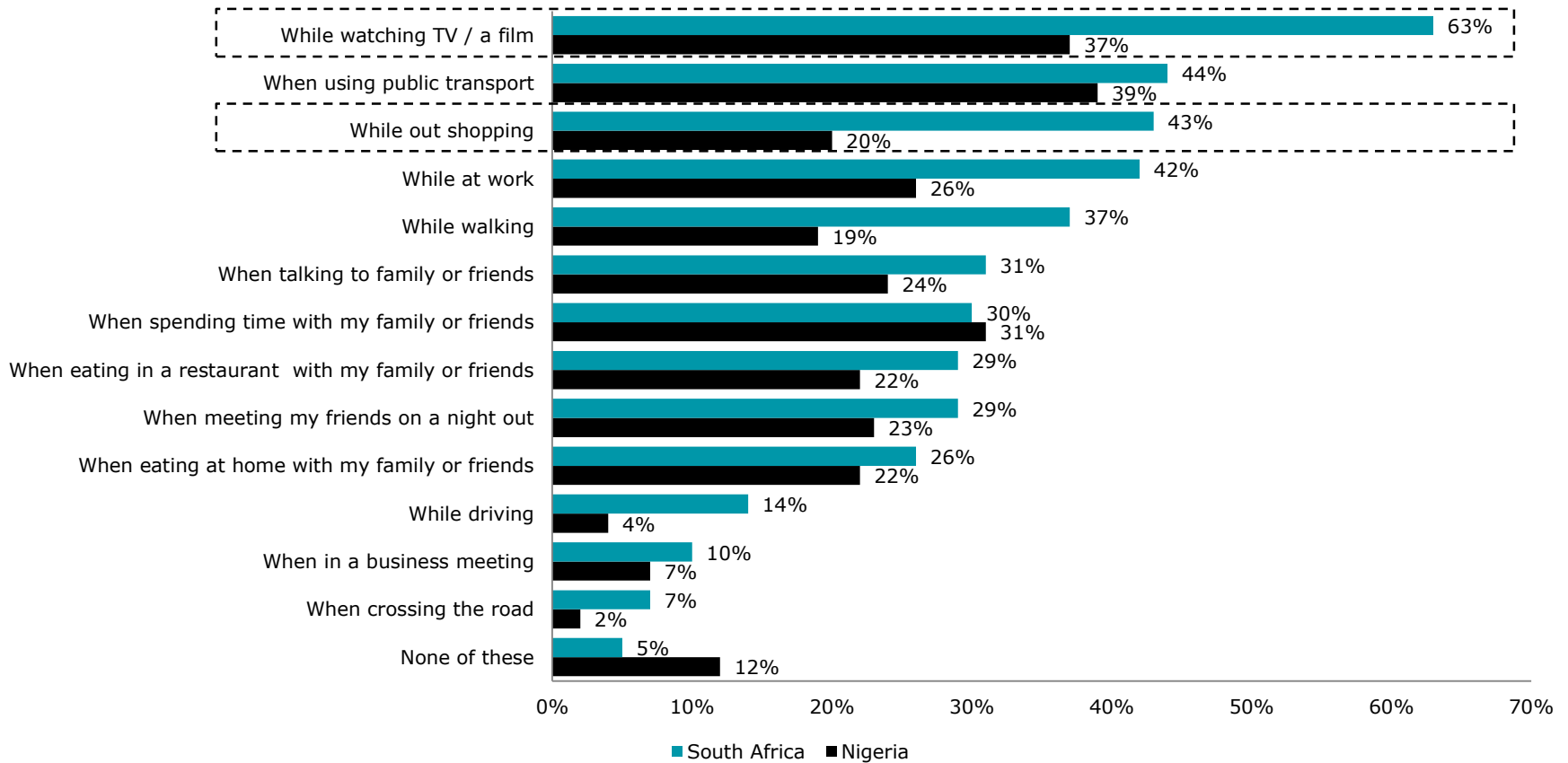
Source: Deloitte Global Mobile Consumer Survey Zimbabwe  
 Base: All respondents: 449

# **The African Smartphone – A platform for life**



# South Africans multi-task in ways that create threats for advertisers and opportunities for eCommerce providers

Q. In which of the following situations, do you typically tend to also use your mobile phone?



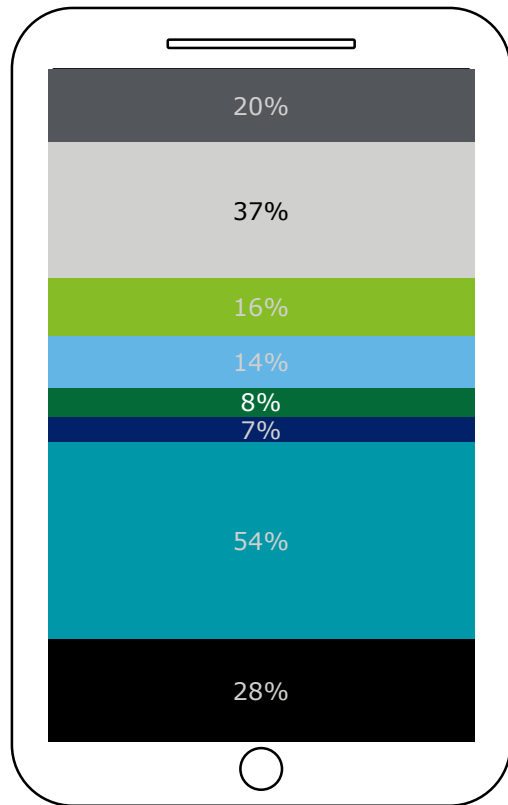
Source: Deloitte Global Mobile Consumer Survey South Africa  
Base: All who own/have access to smartphone: 860

Source: Deloitte Global Mobile Consumer Survey Nigeria  
Base: All who own/have access to smartphone: 845

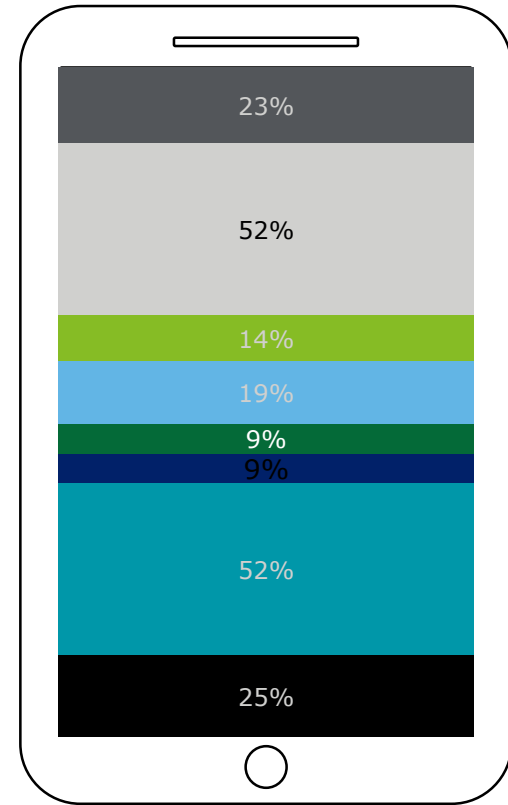
# Faster access speeds, cheaper connectivity and device-centric content means an explosion of data consumption in SA and Nigeria

Q. For which, if any, of the following do you typically use your phone for?

## SA



## Nigeria

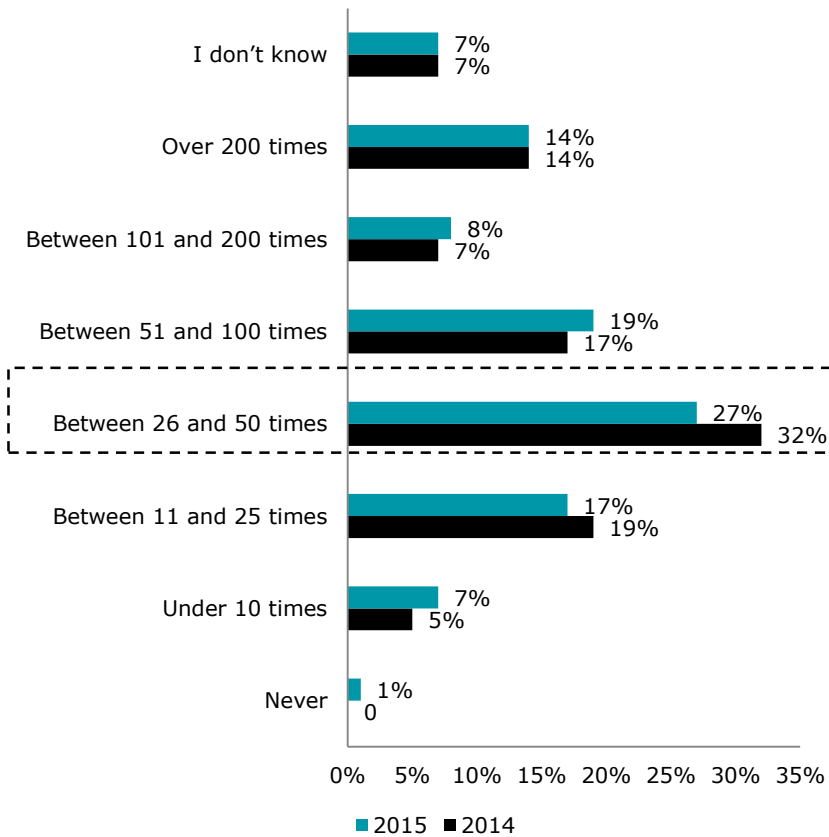


Source: Deloitte Global Mobile Consumer Survey South Africa and Nigeria  
 Base: All who own/have access to smartphone: 860

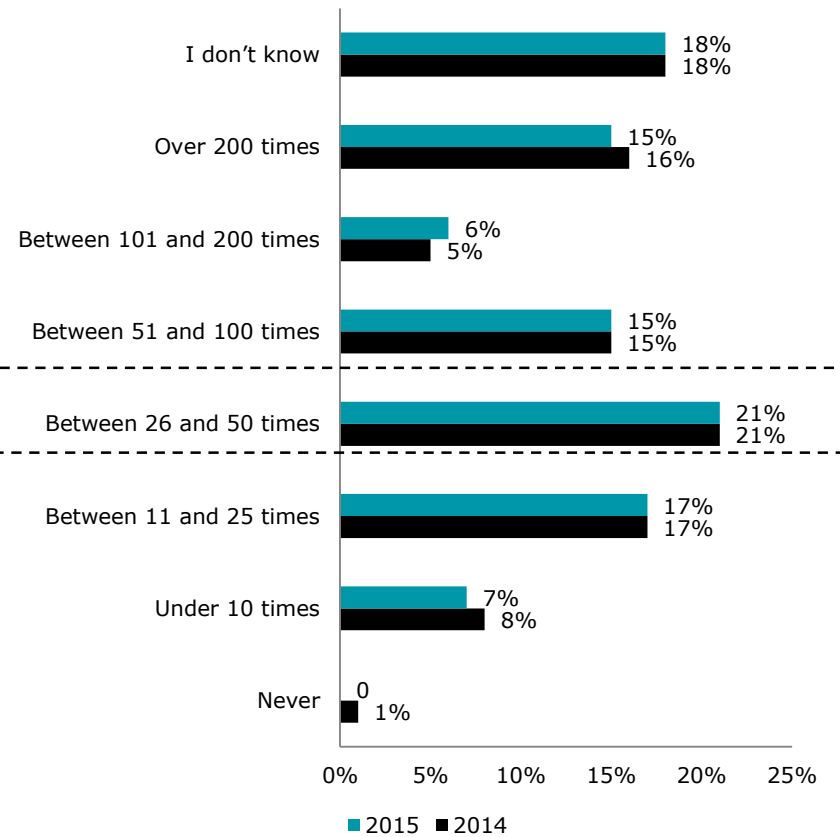
# More than 33% of Africans check their phone every 5 minutes

Q. How many times would you estimate you look at your phone in a day?

**South African smartphone users**



**Nigerian smartphone users**



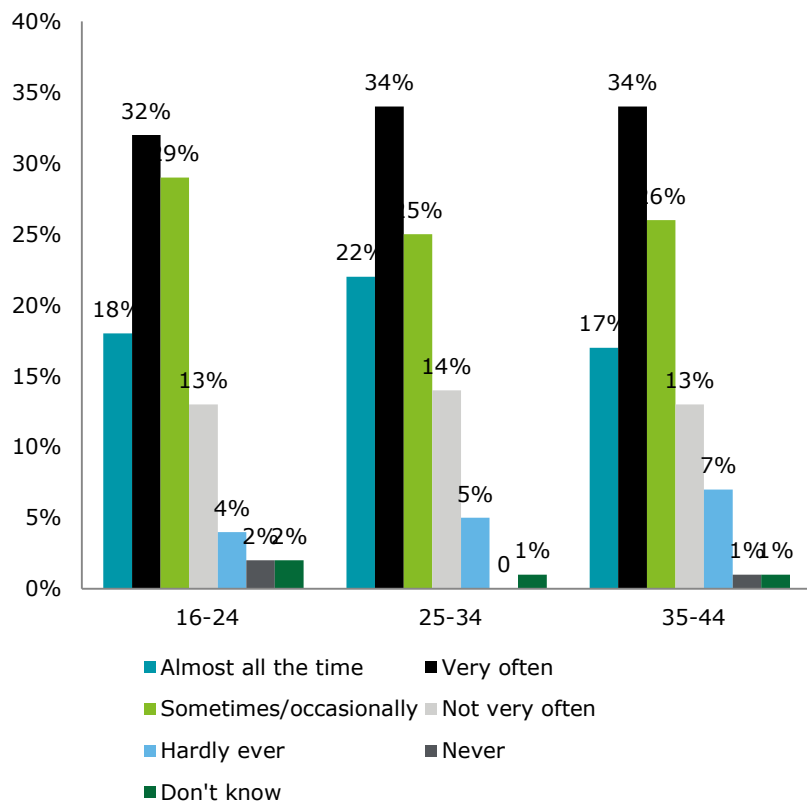
Source: Deloitte Global Mobile Consumer Survey South Africa  
Base: All who own/have access to smartphone: 860

Source: Deloitte Global Mobile Consumer Survey Nigeria  
Base: All who own/have access to smartphone: 845

# Mobile advertising opportunities keenly balanced with adblocking developments and the need for innovative advertising technology

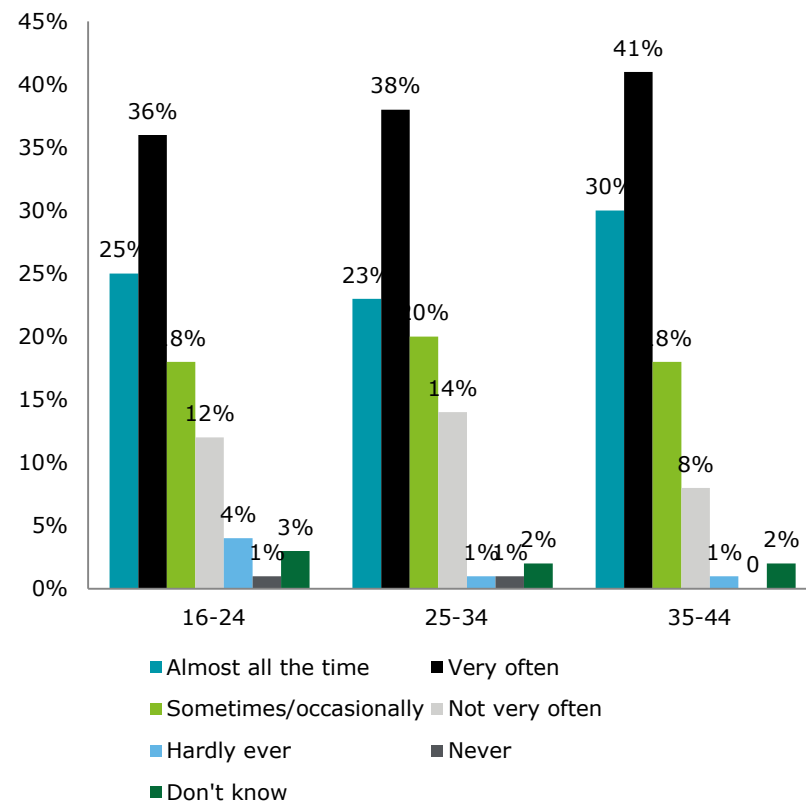
Q. Thinking about a typical day, how often, if at all, do you tend to check your phone without being prompted by a notification?

**South African smartphone users**



Source: Deloitte Global Mobile Consumer Survey South Africa  
 Base: All who own/have access to smartphone: 860

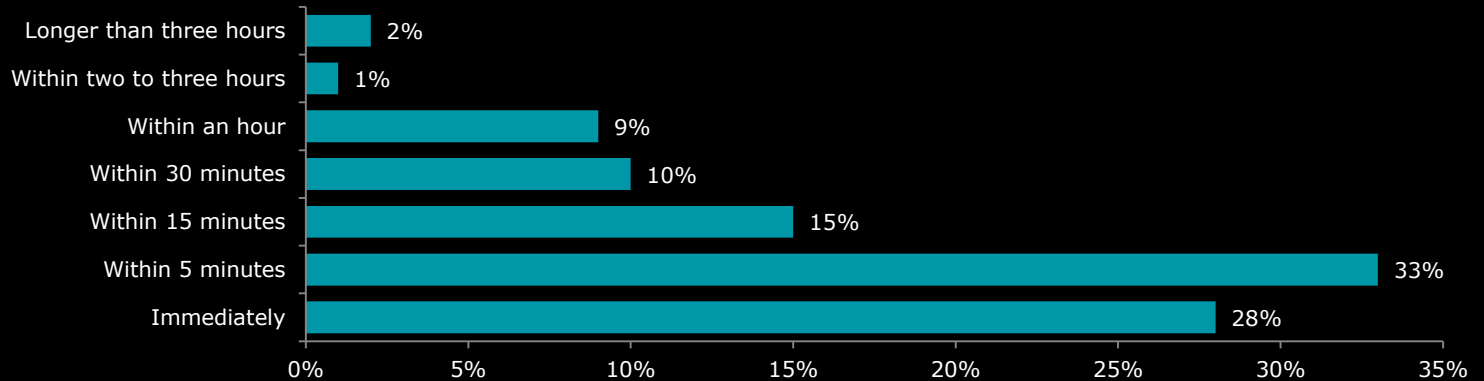
**Nigerian smartphone users**



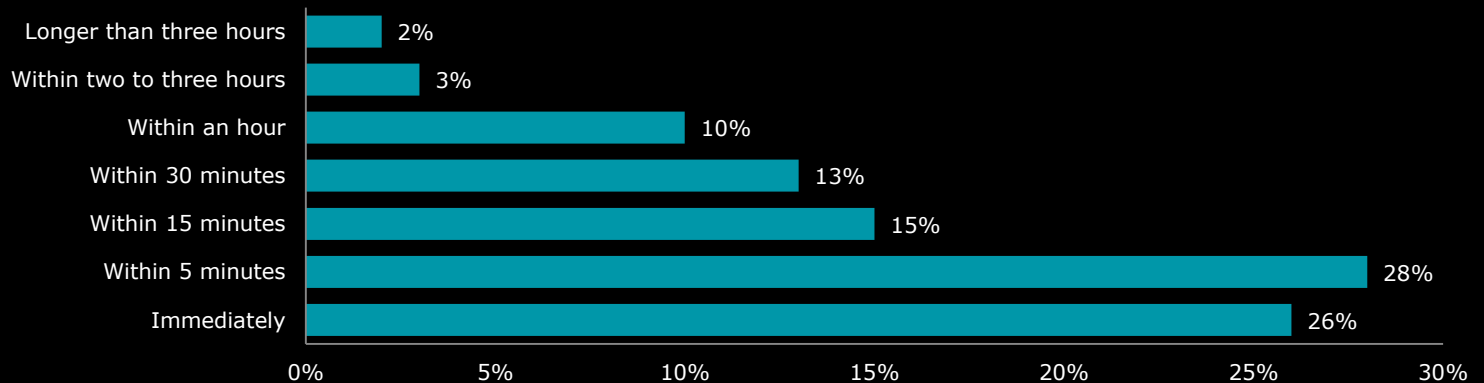
Source: Deloitte Global Mobile Consumer Survey Nigeria  
 Base: All who own/have access to smartphone: 845

# It's at least an 18 hour day for >50% of all smartphones in South Africa

Q. Typically how long is the interval between you waking up and looking at your phone for the first time?



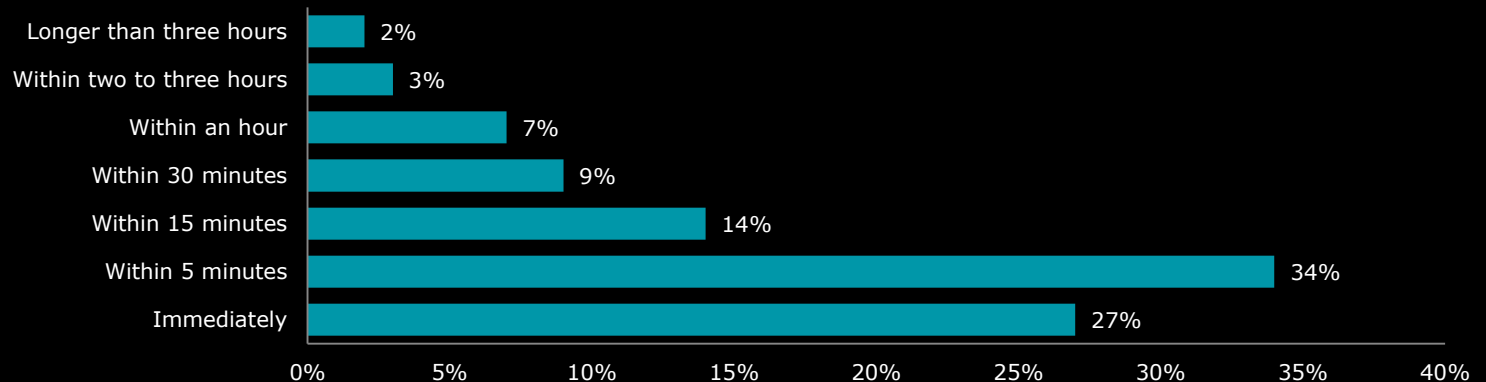
Q. At the end of the day, typically how long is the interval between you looking at your phone for the last time and preparing to sleep?



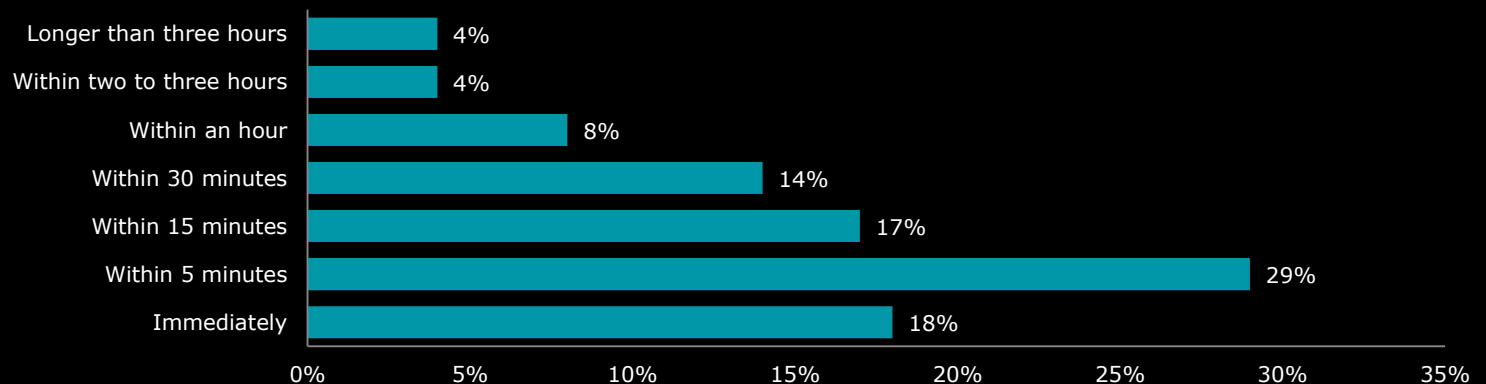
Source: Deloitte Global Mobile Consumer Survey South Africa  
Base: All who own/have access to smartphone: 860

## And the ritual continues into Nigeria, as it does in all territories

Q. Typically how long is the interval between you waking up and looking at your phone for the first time?



Q. At the end of the day, typically how long is the interval between you looking at your phone for the last time and preparing to sleep?

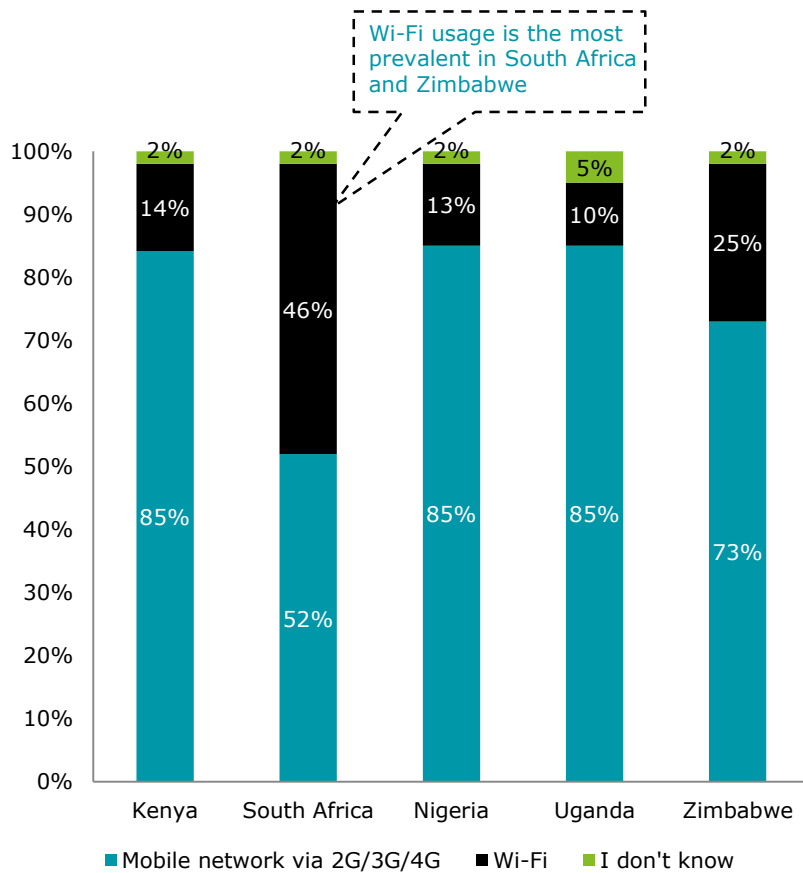


Source: Deloitte Global Mobile Consumer Survey Nigeria  
Base: All who own/have access to smartphone: 845

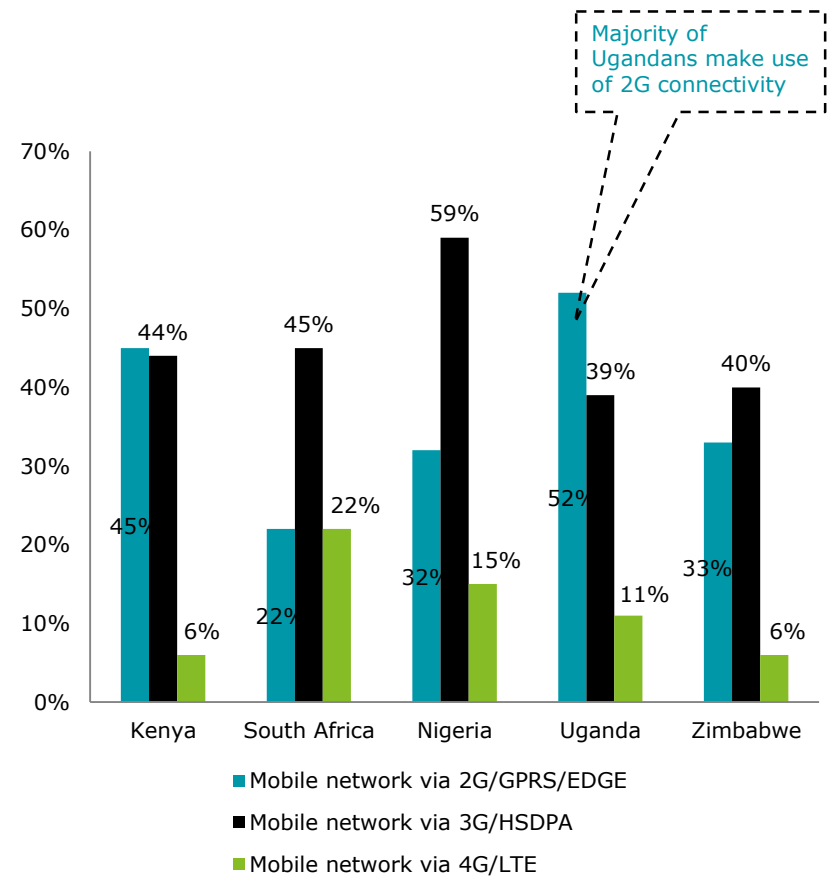
# Connection preferences and trends in Africa

# Africa's topography makes mobile networks the primary infrastructure for Internet access with 3G as the most prevalent network technology

Q. Which type of connectivity do you use most often on your phone?



Q. How do you connect your phone to the internet?



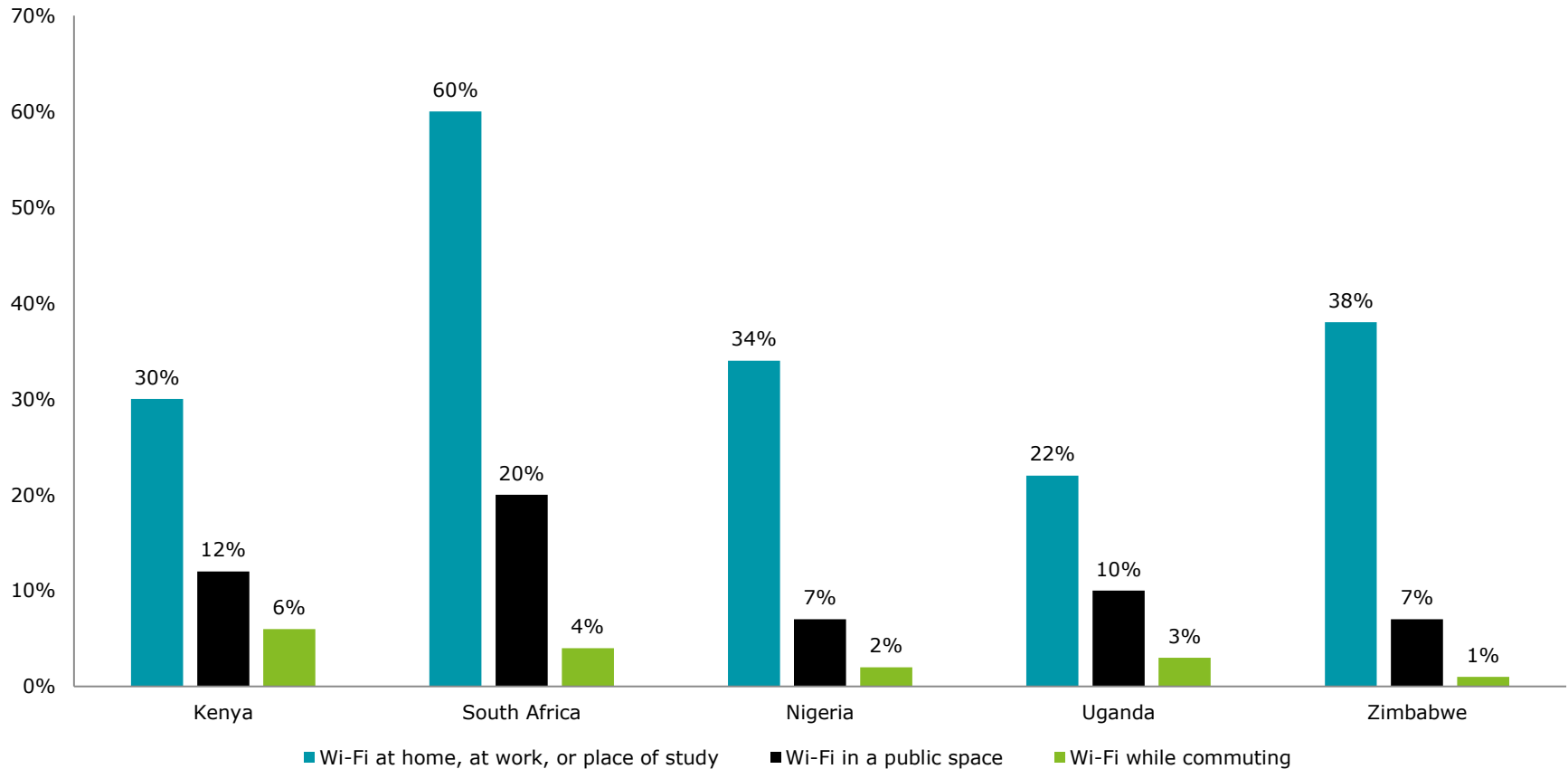
Source: Deloitte Global Mobile Consumer Survey, Kenya, South Africa, Nigeria, Uganda and Zimbabwe  
Base: All who connect their phone to the internet: 5575

Source: Deloitte Global Mobile Consumer Survey, Kenya, South Africa, Nigeria, Uganda and Zimbabwe  
Base: All respondents: 5661



Wi-Fi connectivity works because it's mainly free. Advertisers and service providers will need to raise their game to capture value from the user session

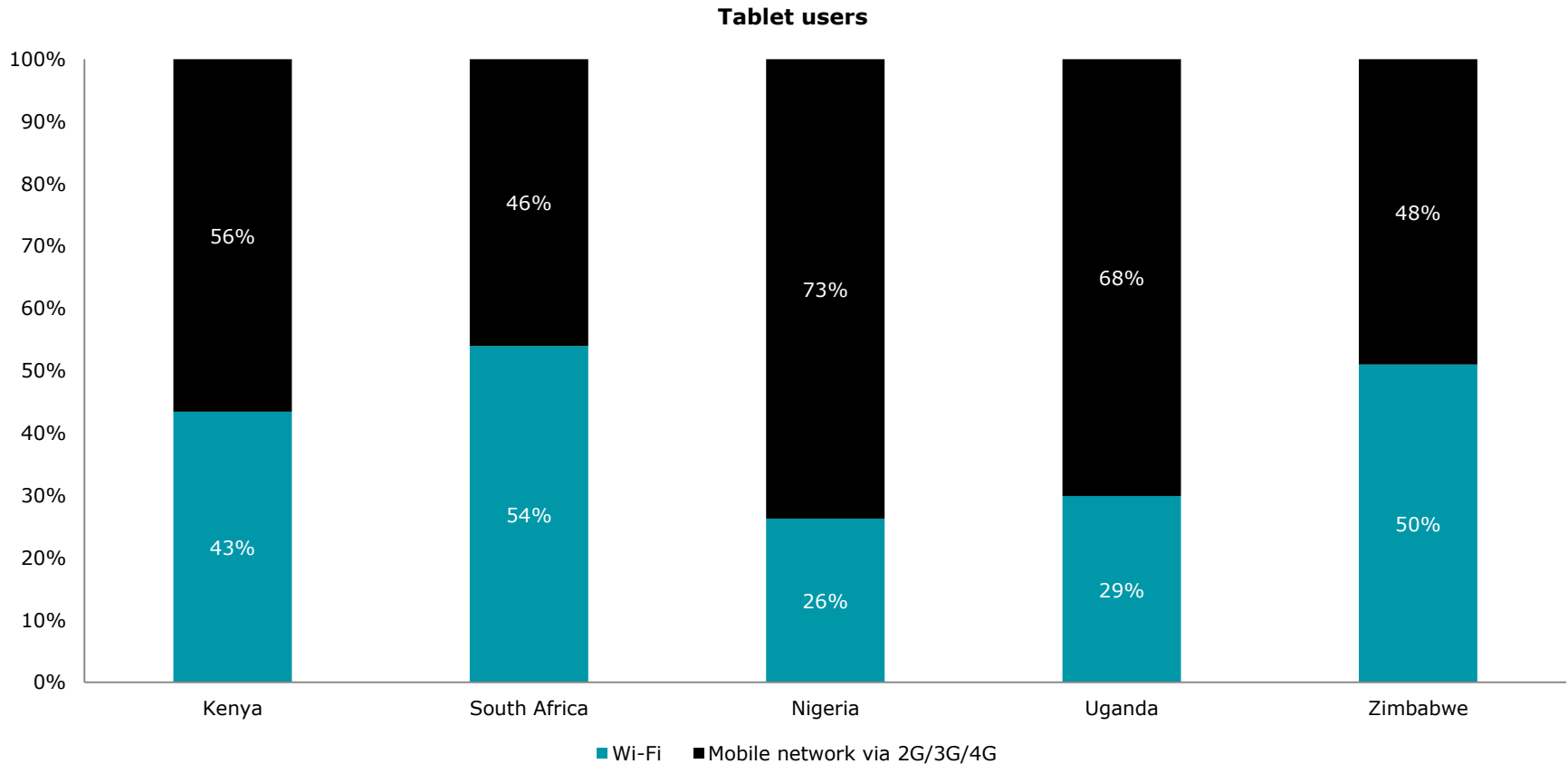
Q. Which type of connectivity do you use most often on your phone?



Source: Deloitte Global Mobile Consumer Survey, Kenya, South Africa, Nigeria, Uganda and Zimbabwe  
Base: All respondents 5661

It's only a matter of time before more countries experience the move from GSM to Wi-Fi and the implications for data usage and customer ownership

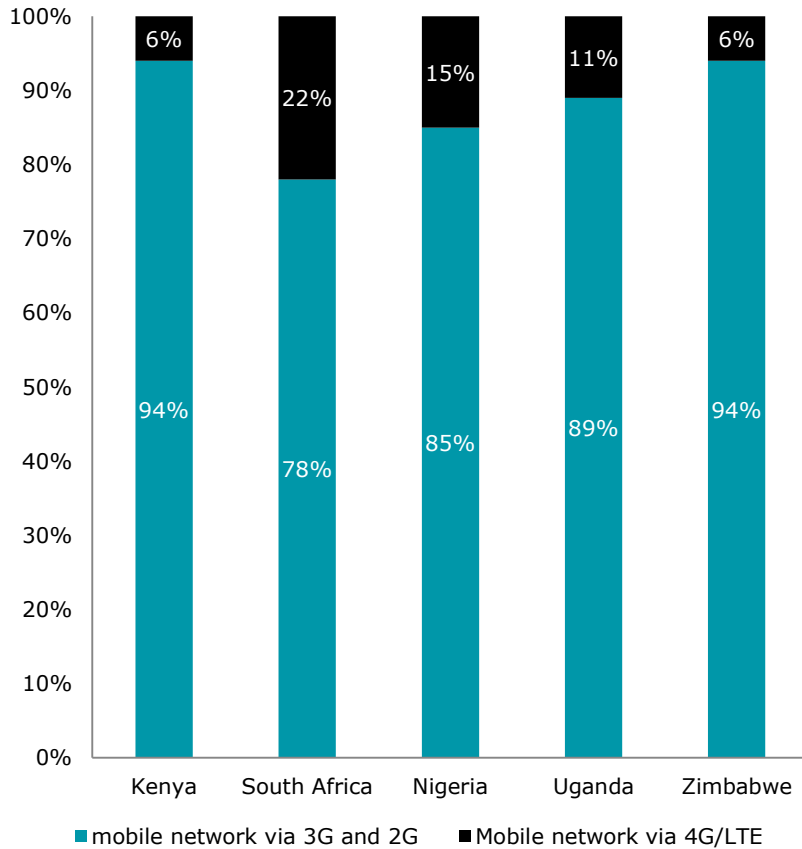
Q. Which type of connectivity do you use most often on your device?



Source: Deloitte Global Mobile Consumer Survey, Kenya, South Africa, Nigeria, Uganda and Zimbabwe  
Base: All who connect their phone to the internet: 832

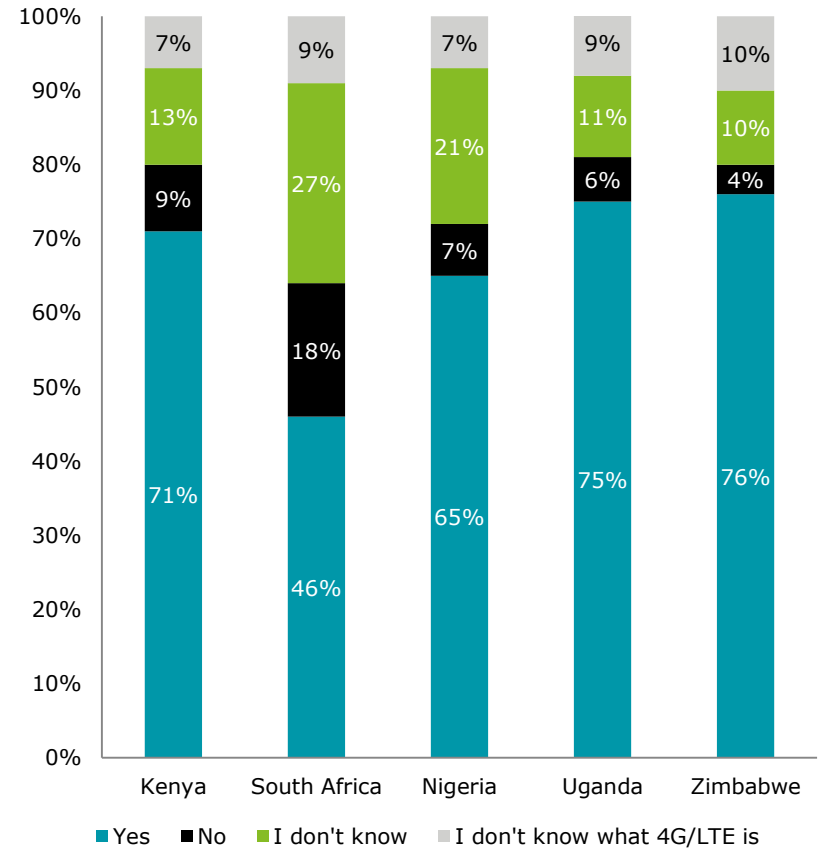
With most network operators in the initial stages of 4G network rollouts the number of 4G users is expected to grow within the next 12 months

Q. How do you connect your phone to the internet?



Source: Deloitte Global Mobile Consumer Survey, Kenya, South Africa, Nigeria, Uganda and Zimbabwe  
 Base: All respondents: 5661

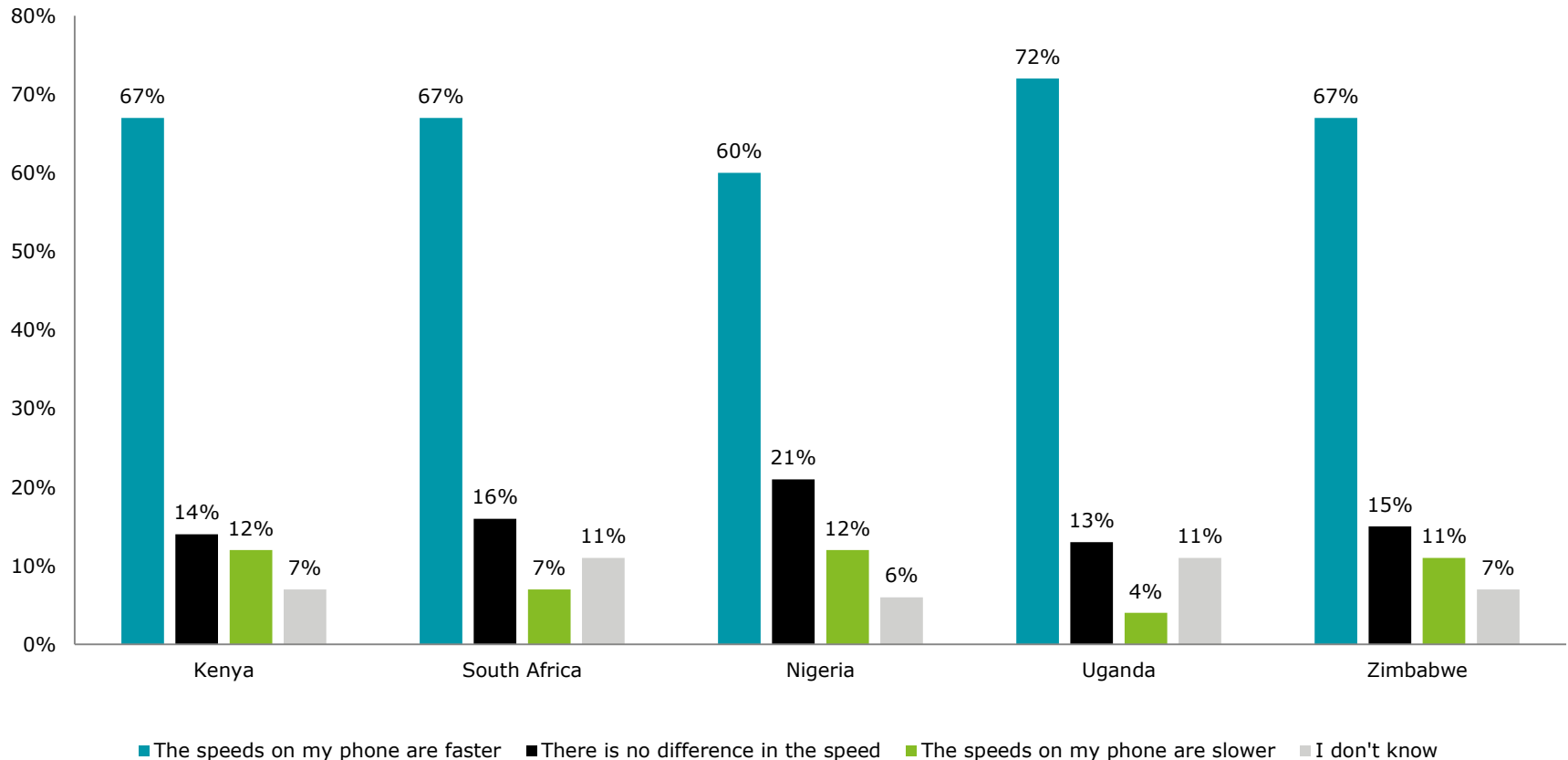
Q. Are you likely to subscribe to 4G/LTE in the next 12 months?



Source: Deloitte Global Mobile Consumer Survey, Kenya, South Africa, Nigeria, Uganda and Zimbabwe  
 Base: All who do not connect with 4G/LTE: 3449

# The explosion of rich media local content requiring high speed connections drives 4G adoption

Q. How would you rate the 4G service you subscribe to compared to the speeds you were previously getting when using your mobile network?

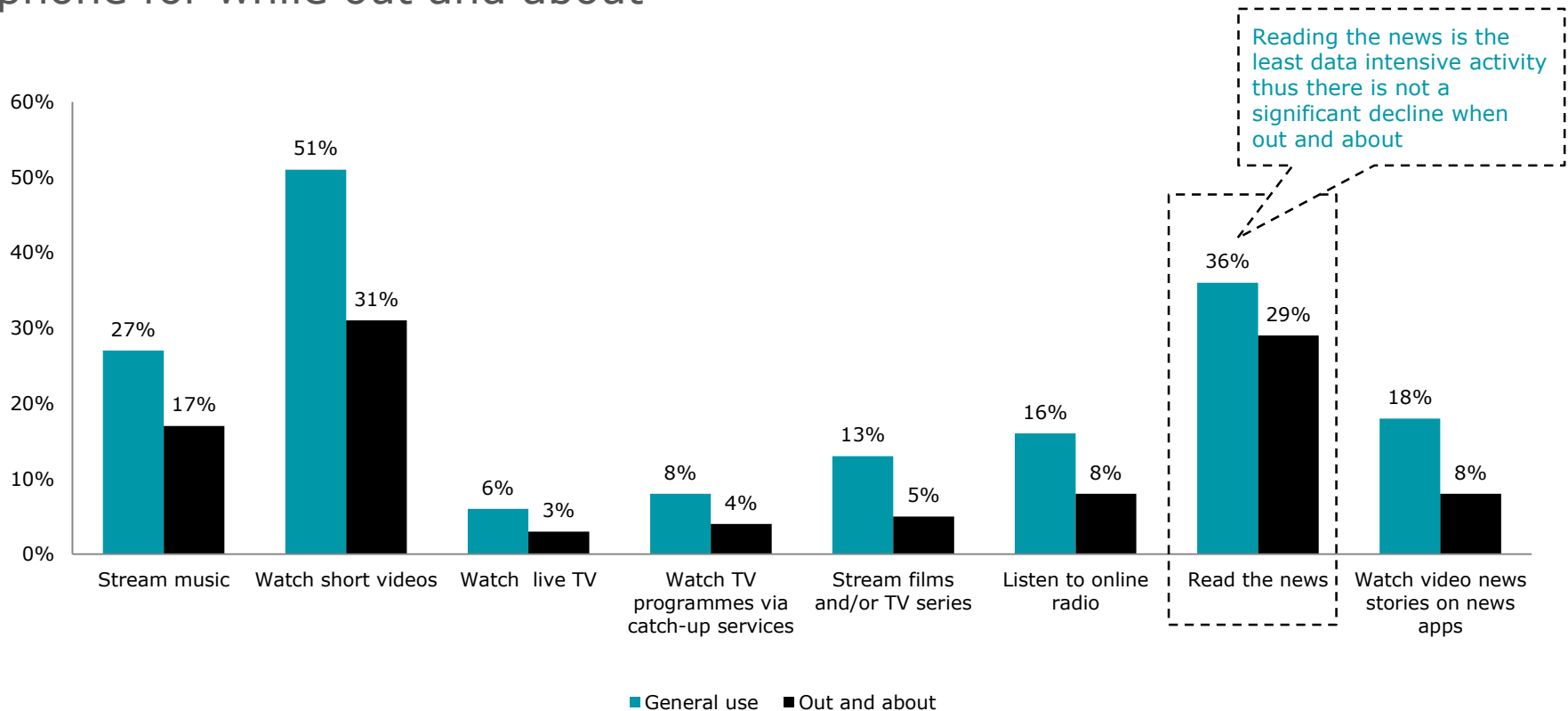


Source: Deloitte Global Mobile Consumer Survey, Kenya, South Africa, Nigeria, Uganda and Zimbabwe  
Base: All who connect with 4G/LTE: 491

# Media – The next growth vector for MNOs

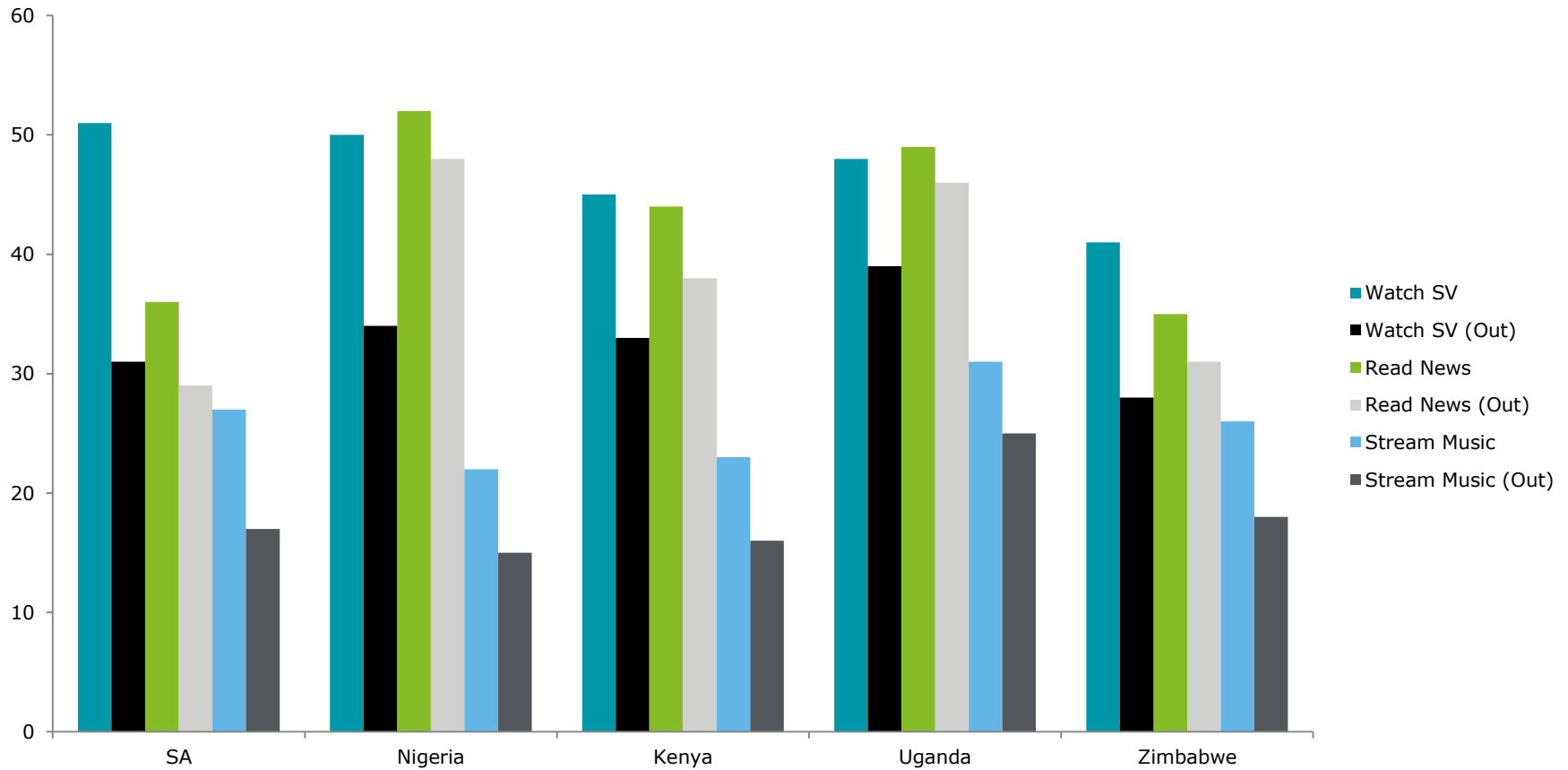
# The consumption of short-format (SF) video is a trend to watch for content producers, advertisers and MNOs

Q. For which, if any, of the following do you typically use your phone for? And for which, if any, of the following do you typically use your phone for while out and about



Source: Deloitte Global Mobile Consumer Survey South Africa  
 Base: All respondents: 1000, All who stream/watch/listen to media on phone: 782

# South Africans are the most sensitive to data usage when “out and about” but music streaming is most resilient



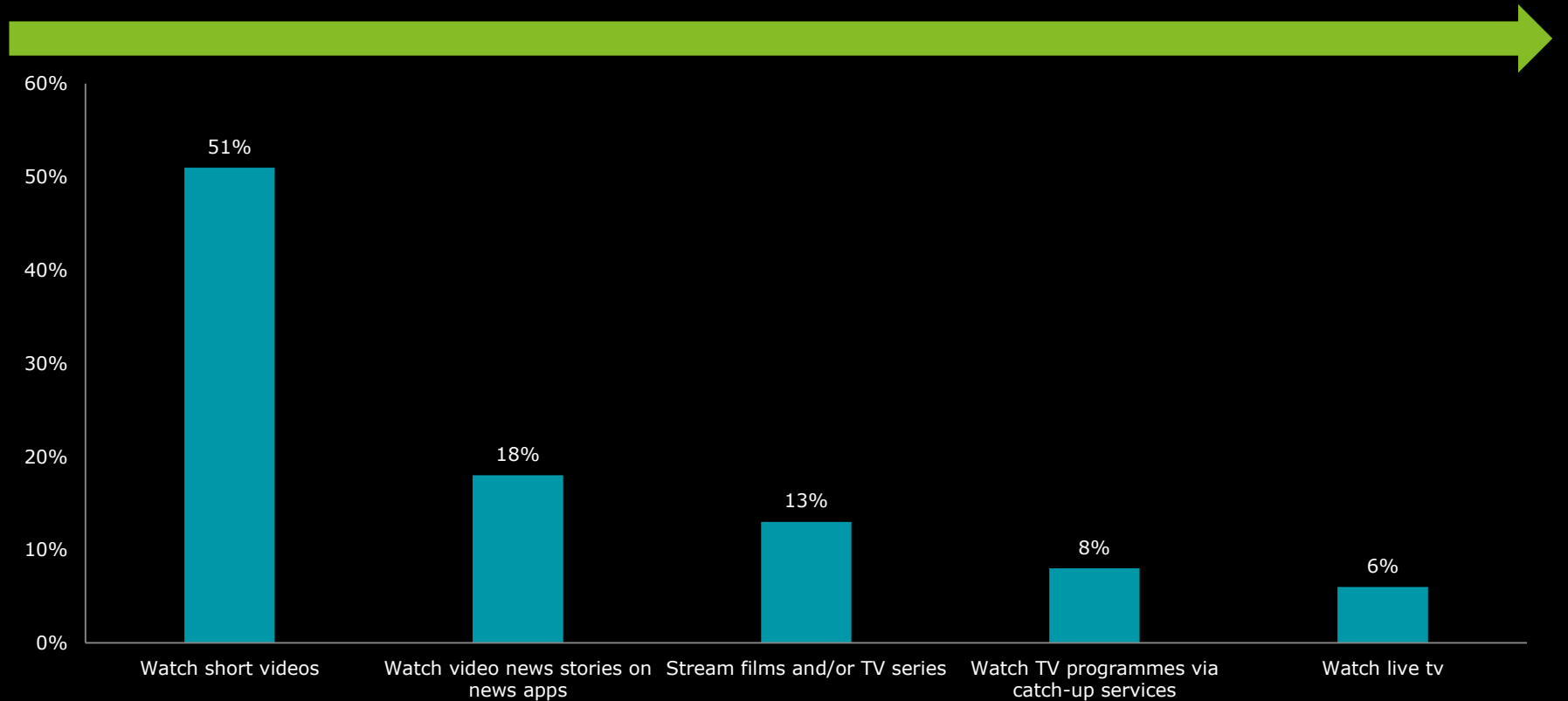
Source: Deloitte Global Mobile Consumer Survey

Africa follows a global trend for increased consumption of SF video. This extends beyond entertainment into education, news and healthcare.

Q. For which, if any, of the following do you typically use your phone for

**Short**  
**(up to 10 minutes)**

**Long**  
**(Over one hour)**

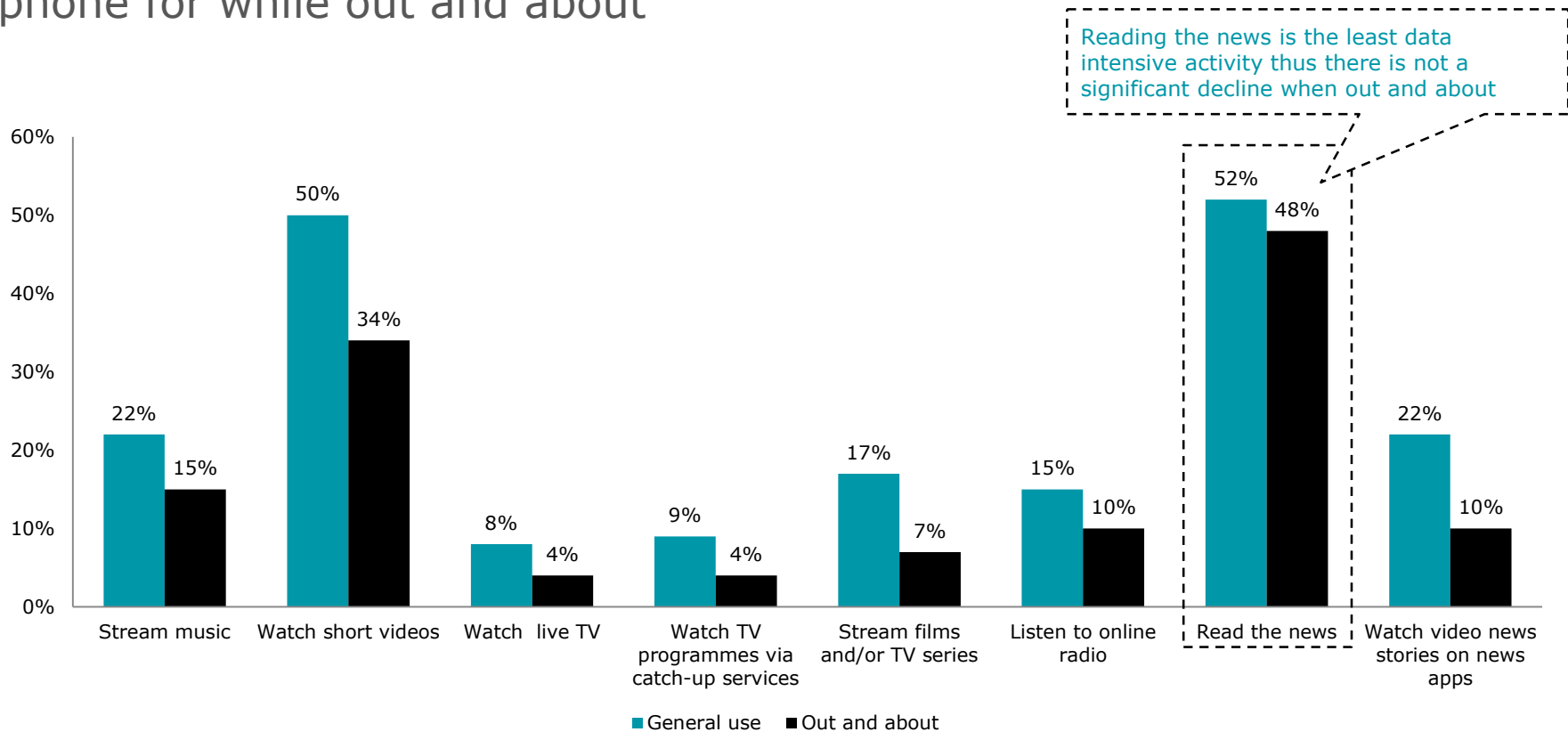


Source: Deloitte Global Mobile Consumer Survey South Africa  
Base: All respondents: 1000



For Nigerians, reading the news is the No1 media source in the mobile world, but watch for the growth in video news stories and music streaming as bandwidth prices continue to fall

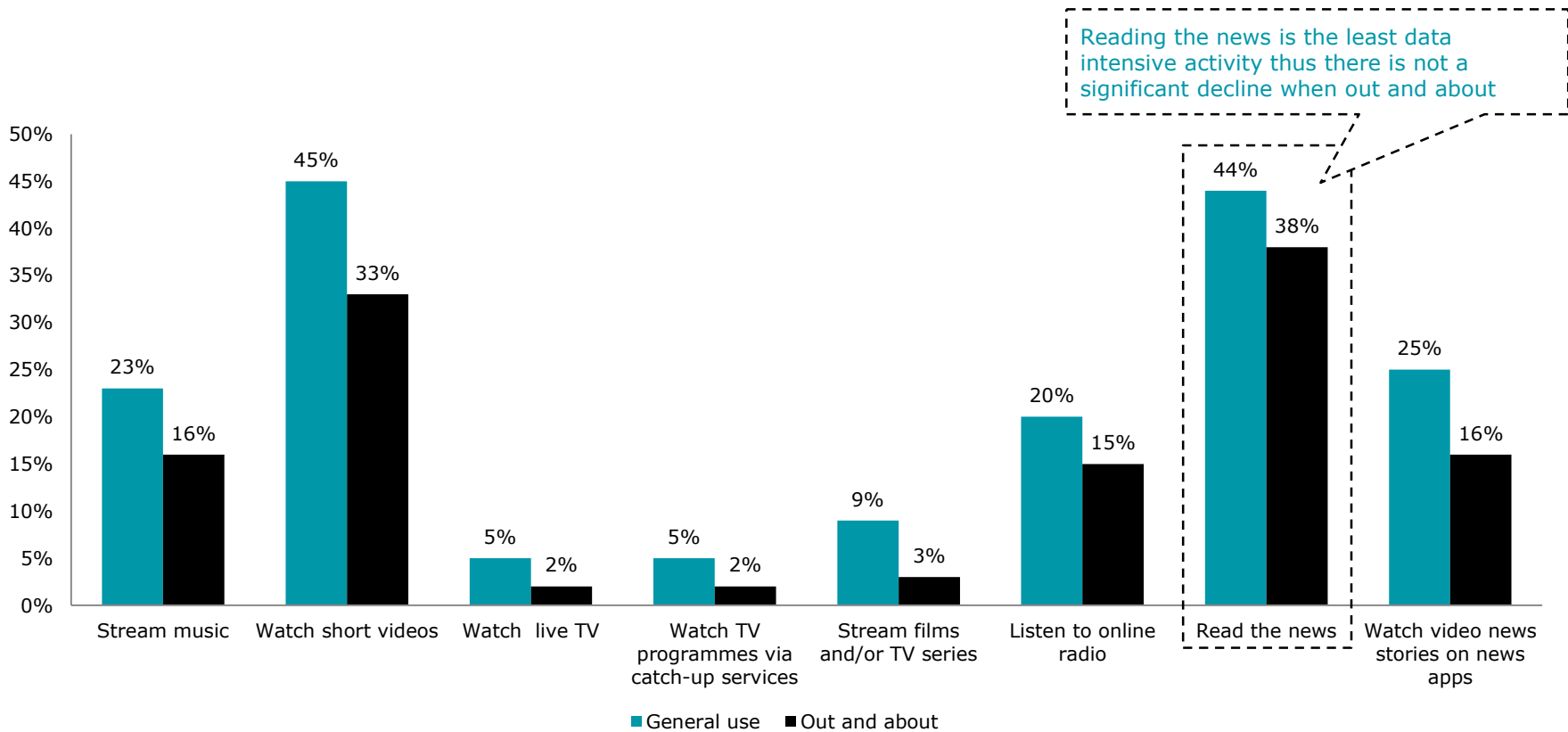
Q. For which, if any, of the following do you typically use your phone for? And for which, if any, of the following do you typically use your phone for while out and about



Source: Deloitte Global Mobile Consumer Survey Nigeria  
 Base: All respondents 1000: All who stream/watch/listen to media on phone: 852

There is a significant drop in watching of SF videos while on the move by Kenyan subscribers due to cost

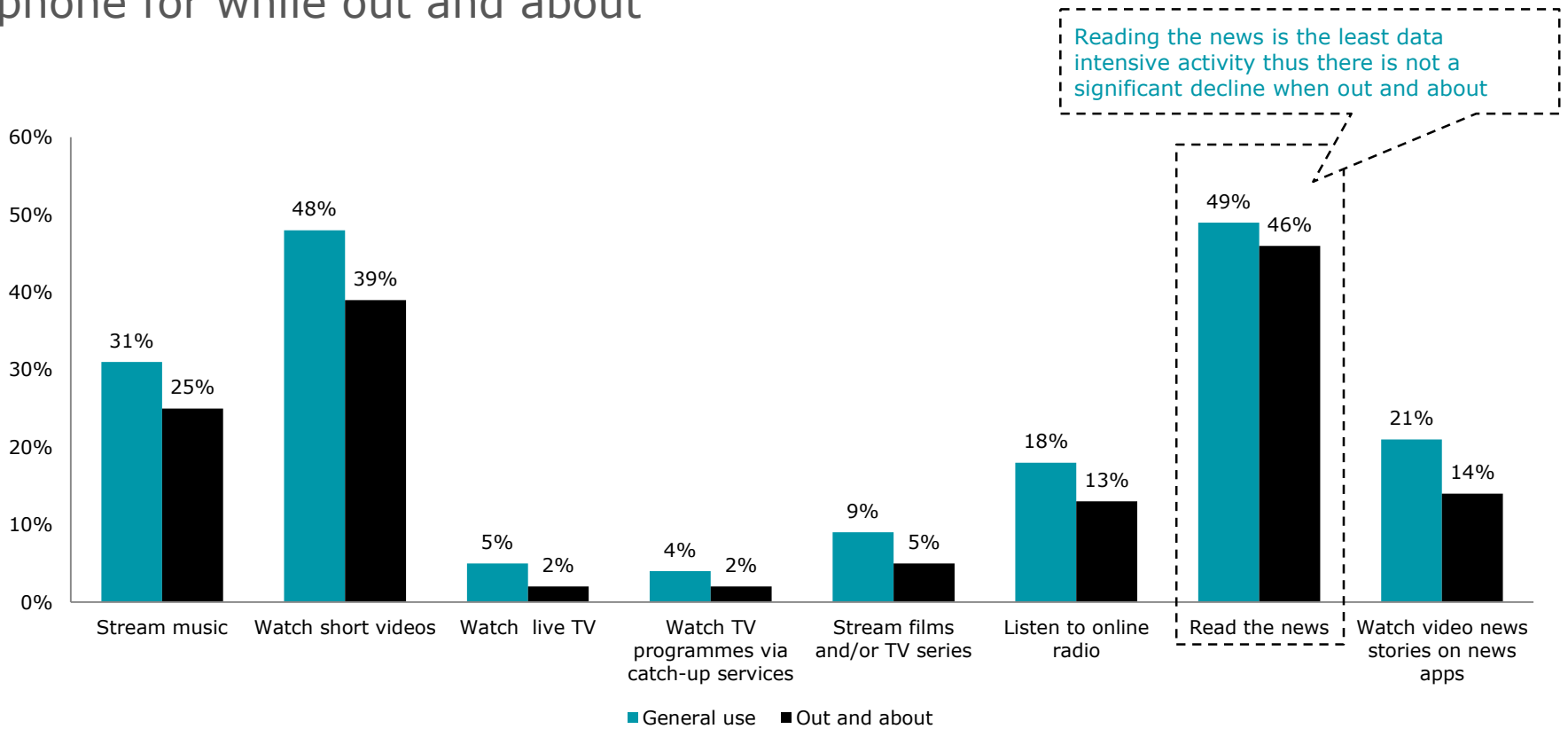
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Source: Deloitte Global Mobile Consumer Survey Kenya  
 Base: All respondents 1000: All who stream/watch/listen to media on phone: 852

In Uganda, the usage of mobile devices to stream videos does not decline like other territories. Reading news remains fairly constant

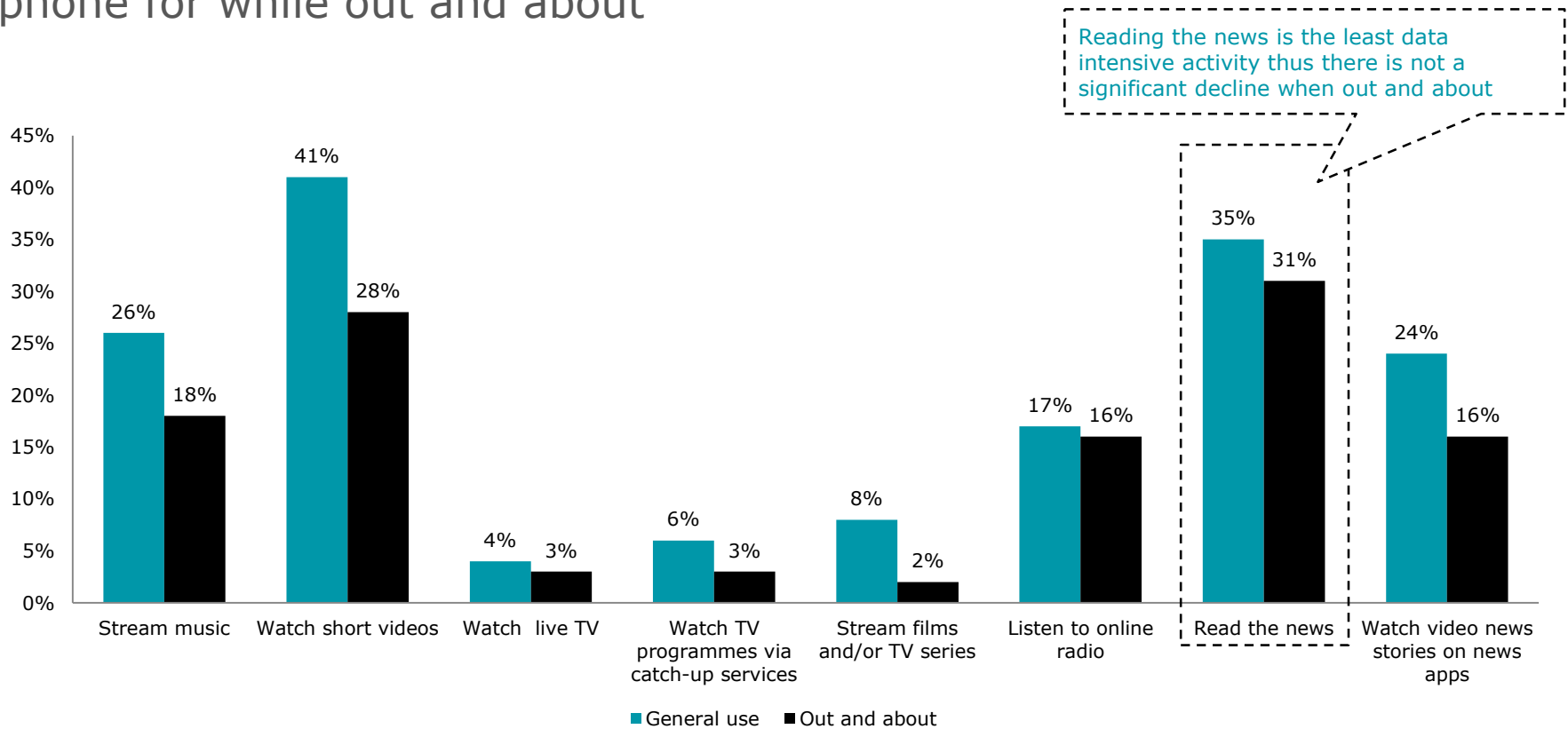
Q. For which, if any, of the following do you typically use your phone for? And for which, if any, of the following do you typically use your phone for while out and about



Source: Deloitte Global Mobile Consumer Survey Uganda  
 Base: All respondents 500: All who stream/watch/listen to media on phone: 444

# Zimbabwean subscribers are sensitive to data prices when on the move

Q. For which, if any, of the following do you typically use your phone for? And for which, if any, of the following do you typically use your phone for while out and about

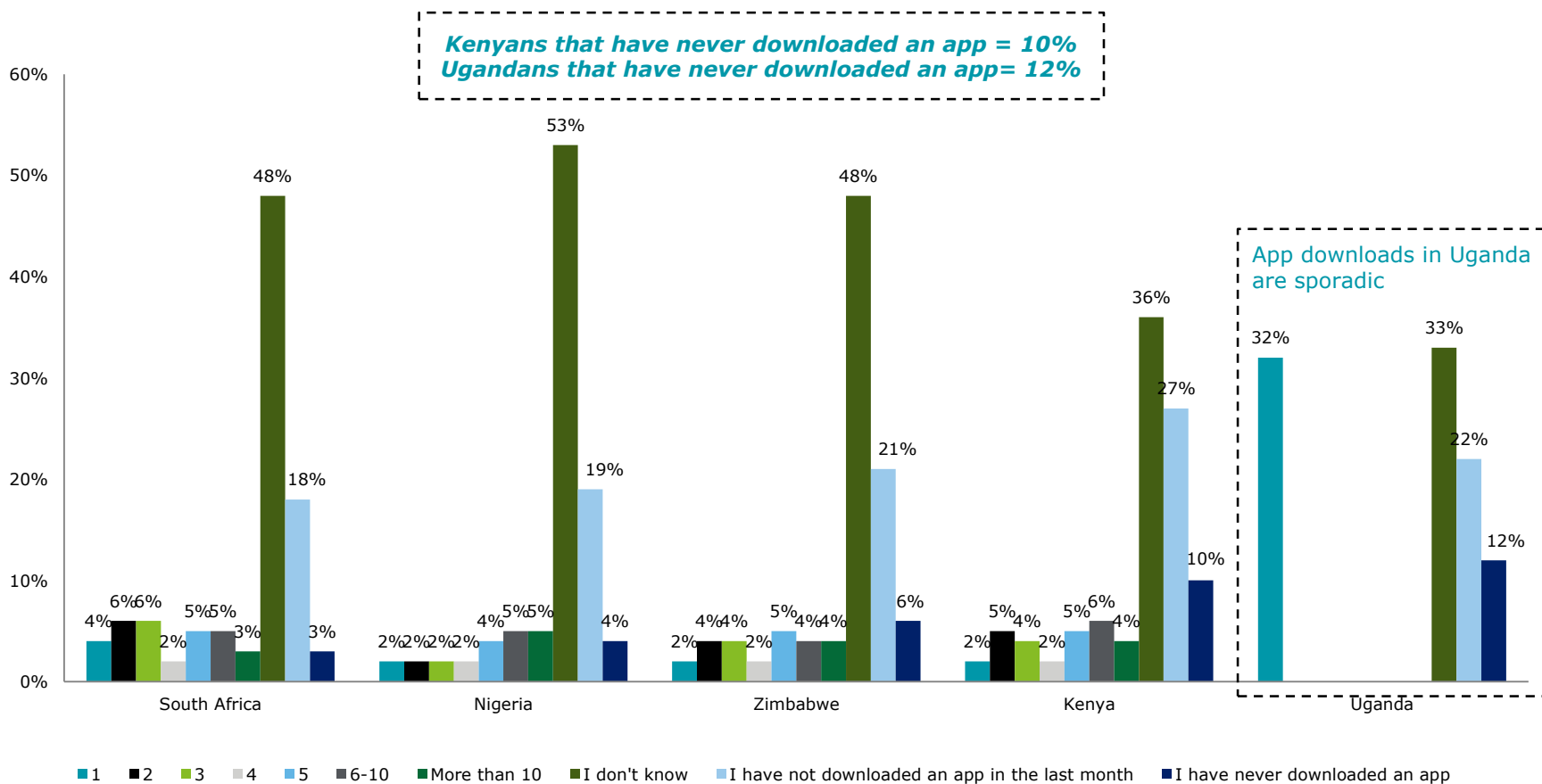


Source: Deloitte Global Mobile Consumer Survey Zimbabwe  
 Base: All respondents 1000: All who stream/watch/listen to media on phone: 852

**Whose App is it  
anyway?**

People do not know how many apps they download in a typical month, but likely to normalise around 33 apps per device at any point with 3 apps dominating (80%) of usage

Q. How many apps do you download on your phone in a typical month?



Source: Deloitte Global Mobile Consumer Survey, Kenya, South Africa, Nigeria, Uganda and Zimbabwe  
Base: All respondents:5661

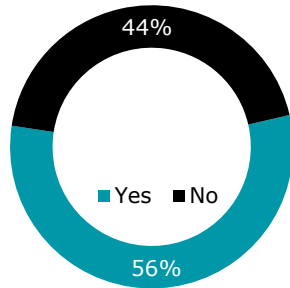
# Just how big is mobile banking?

A notable increase in e-commerce in South Africa, but when it comes to financial transactions most prefer using banks. As with most territories, the opportunity for MNOs is enormous

Q. If a solution whereby you would be able to pay in shops by using your mobile phone, similar to how you use cash or a debit or credit card, would become available, would you use it?

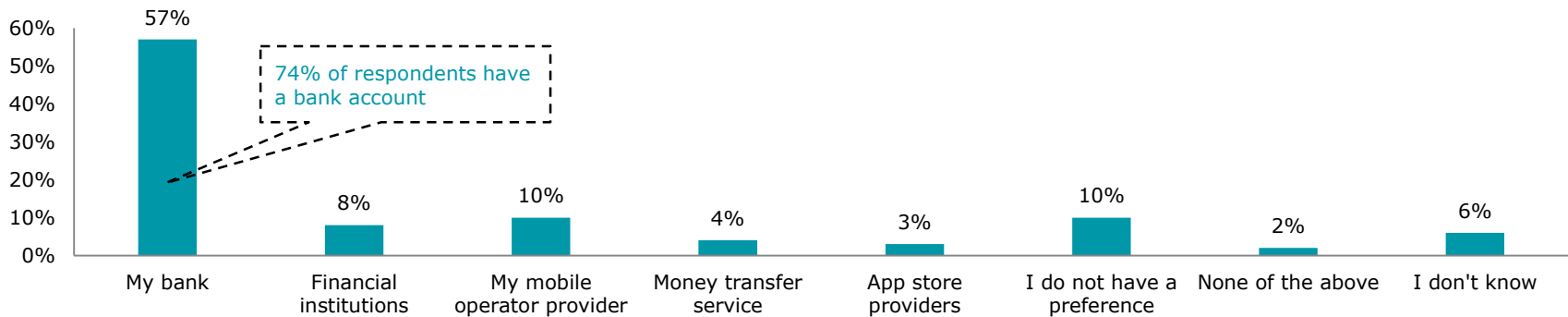
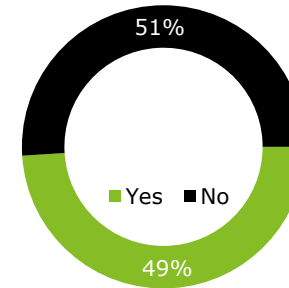
Q. Would you like to be able to use your phone to transfer money to friends/family?

**Interest in In-store mobile payments**



**Preferred institutions for these transactions**

**Interest in mobile money transfers**



Source: Deloitte Global Mobile Consumer Survey South Africa  
Base: All who have not used phone to make a payment in-store: 903

Source: Deloitte Global Mobile Consumer Survey South Africa  
Base: All respondents: 1000

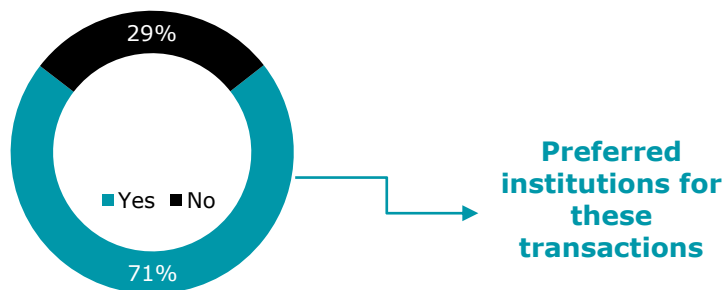


# Nigeria has a strong FSI infrastructure with most owning a bank account. > 71% of the mobile subscribers prefer financial transactions managed by banks

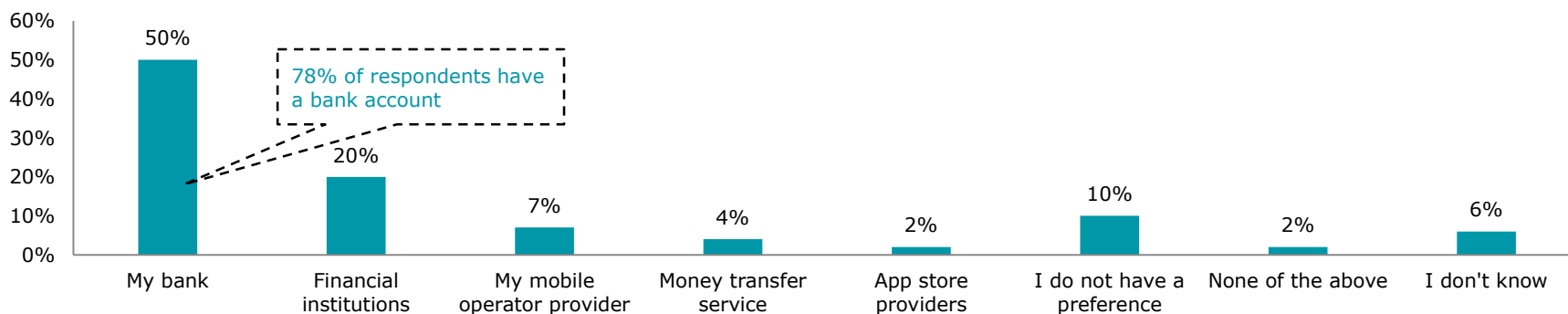
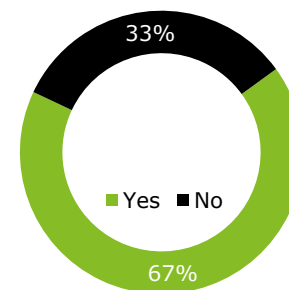
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Q. Would you like to be able to use your phone to transfer money to friends/family?

**Interest in In-store mobile payments**



**Interest in mobile money transfers**



Source: Deloitte Global Mobile Consumer Survey Nigeria  
Base: All who have not used phone to make a payment in-store: 608

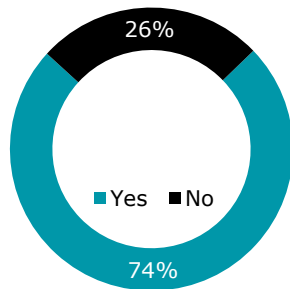
Source: Deloitte Global Mobile Consumer Survey Zimbabwe 2015-10-1  
Base: All respondents: 1000

# In contrast, Zimbabweans have a strong preference for money transfer services for financial transactions

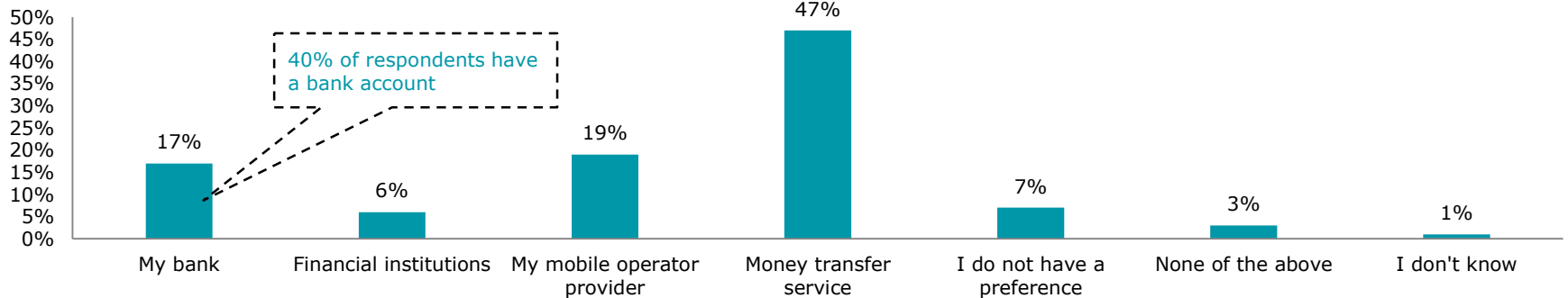
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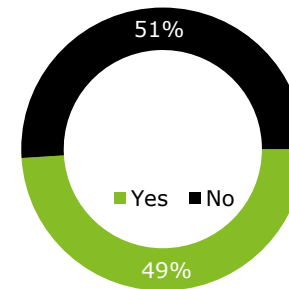
**Interest in In-store mobile payments**



**Preferred institutions for these transactions**



**Interest in mobile money transfers**



Source: Deloitte Global Mobile Consumer Survey Zimbabwe  
Base: All who have not used phone to make a payment in-store: 319

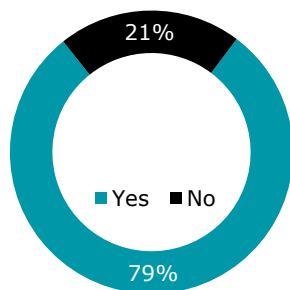
Source: Deloitte Global Mobile Consumer Survey Zimbabwe 2015-10-1  
Base: All respondents: 449

# Ugandan population holds bank accounts and therefore prefer to execute financial transactions in this way

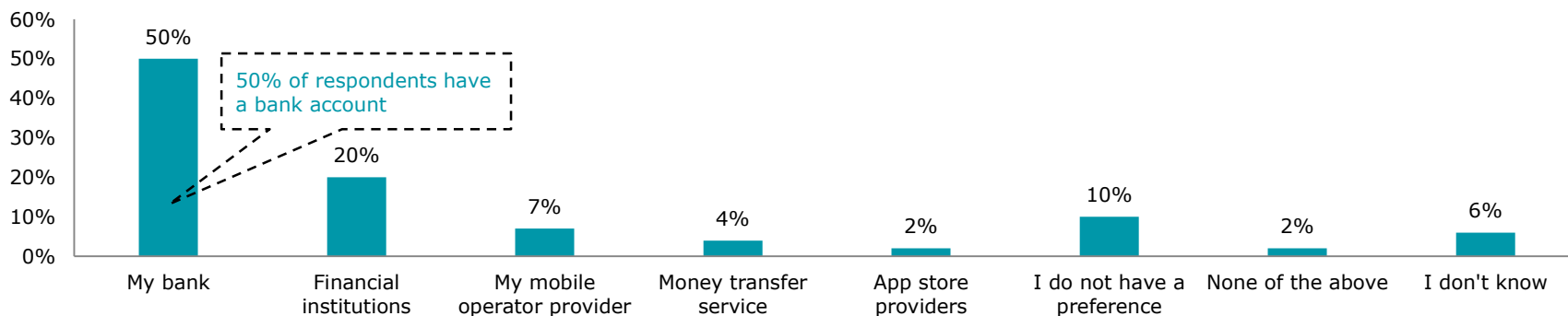
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**Interest in In-store mobile payments**

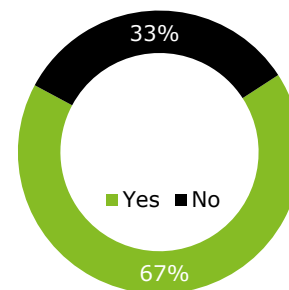


**Preferred institutions for these transactions**



Source: Deloitte Global Mobile Consumer Survey Uganda  
Base: All who have not used phone to make a payment in-store: 172

**Interest in mobile money transfers**



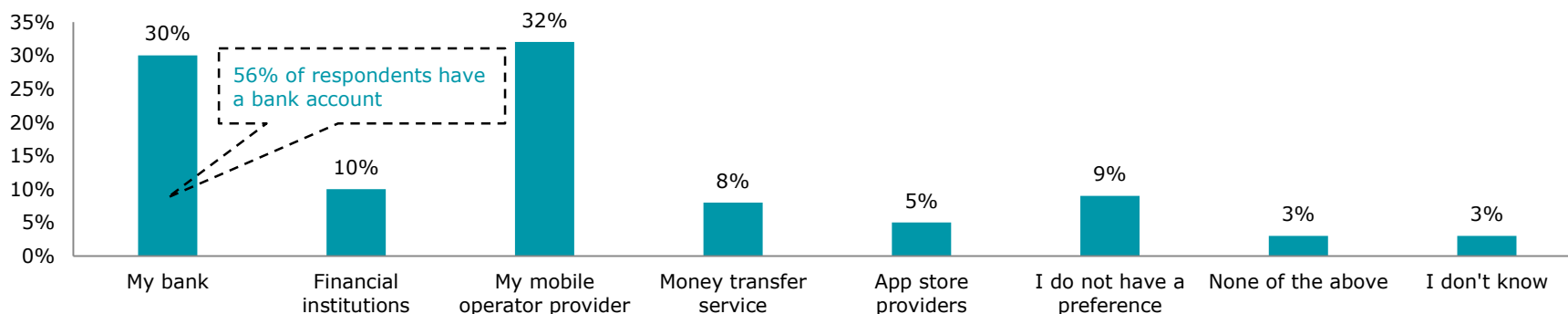
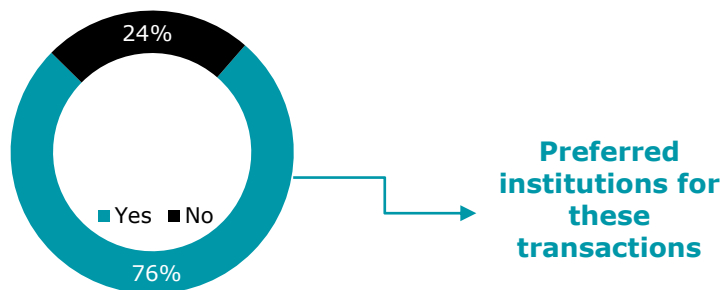
Source: Deloitte Global Mobile Consumer Survey Uganda 2015-10-1  
Base: All respondents: 500

# Kenya has more people with mobile phone numbers than with bank accounts and hence financial transactions are mainly routed via MNOs

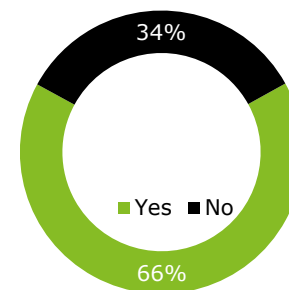
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**Interest in In-store mobile payments**



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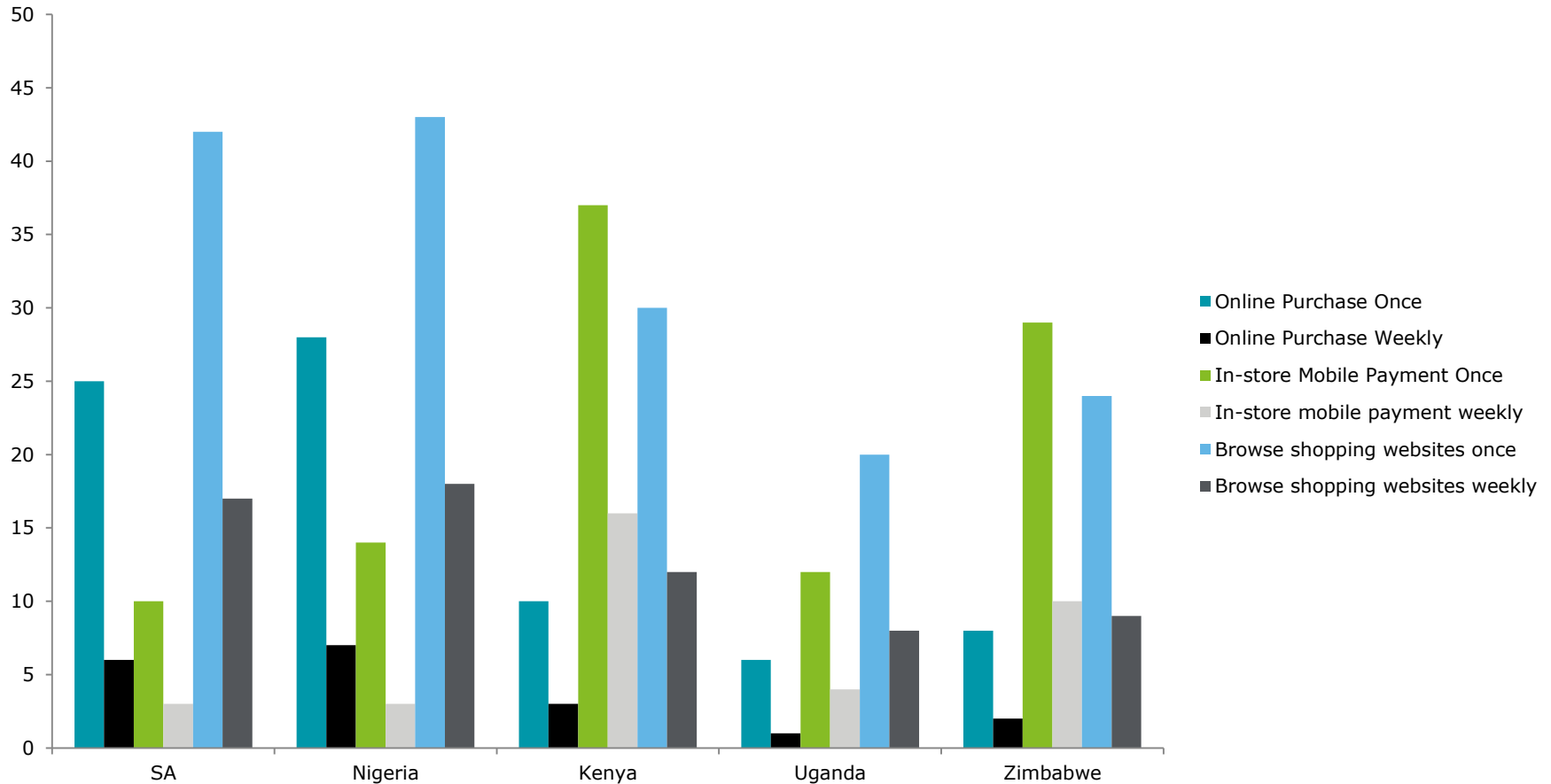


Source: Deloitte Global Mobile Consumer Survey Kenya  
Base: All who have not used phone to make a payment in-store: 433

Source: Deloitte Global Mobile Consumer Survey Kenya 2015-10-1  
Base: All respondents: 1000

# Mobile commerce – A fact or a fantasy

Africans are still more browsers than buyers and across a range of devices. Buying habits focus on bricks/mortar shops and the continent-wide challenges of logistics/delivery methods will remain



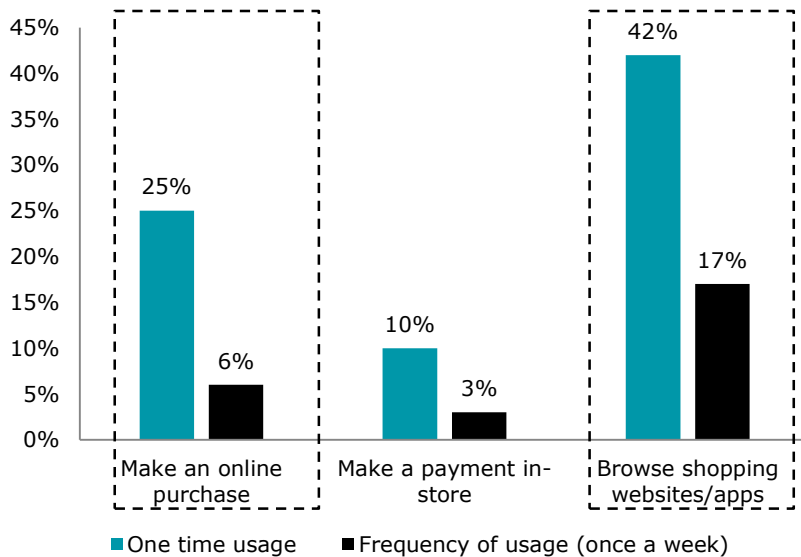
Source: Deloitte Global Mobile Consumer Survey

Consumers in South Africa and Nigeria prefer to browse and search for products and discounts on their mobile devices however most purchases are done offline

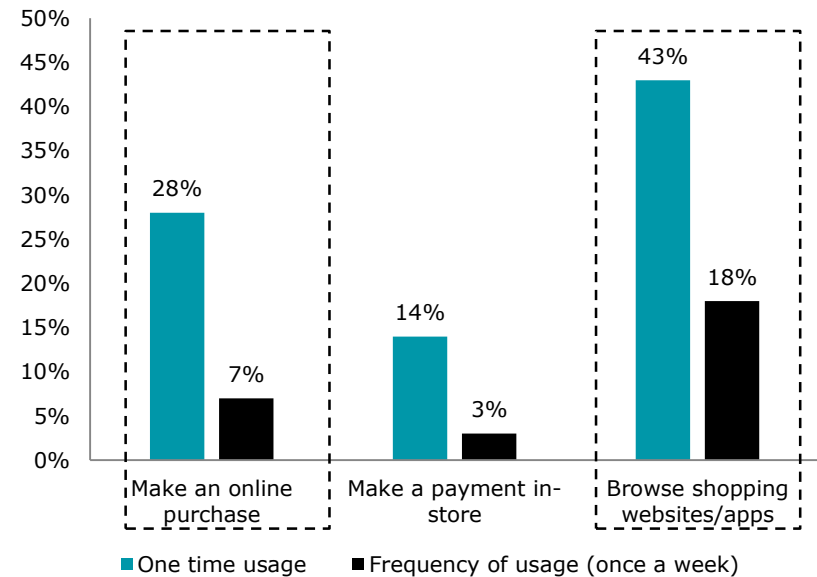
Q. Have you ever used your mobile phone for any of the following? And which one of the following do you do at least once a week?

*South African and Nigerian shoppers are primarily using shopping websites for browsing purposes and executing purchases in brick-and-mortar stores*

**Phone usage for shopping  
South Africa**



**Phone usage for shopping  
Nigeria**



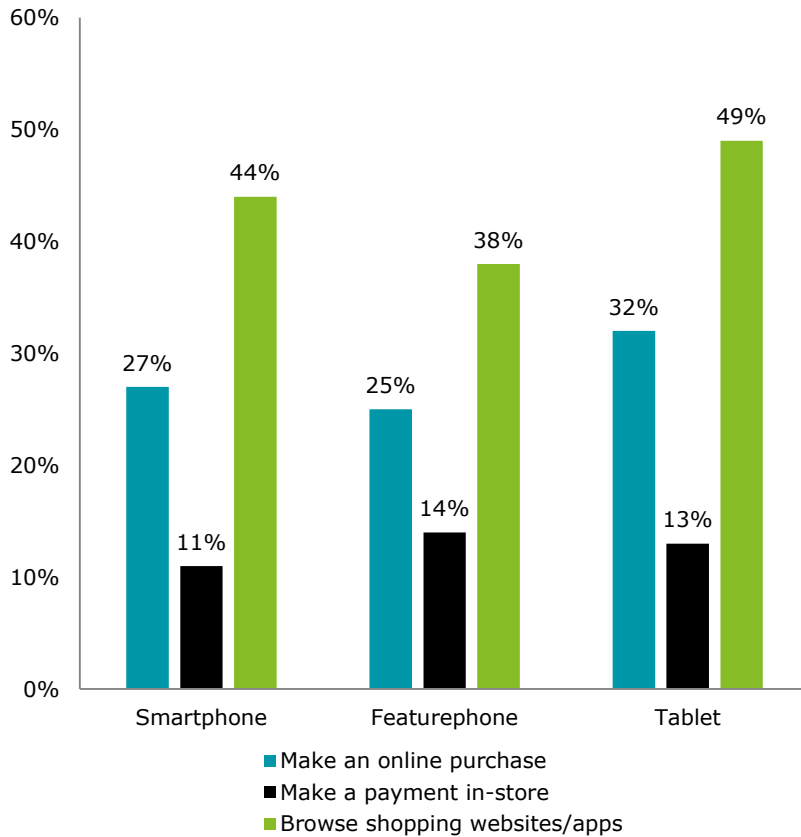
Source: Deloitte Global Mobile Consumer Survey South Africa  
Base: All respondents: 1000

Source: Deloitte Global Mobile Consumer Survey South Africa 2015-10-1  
Base: All respondents: 1000

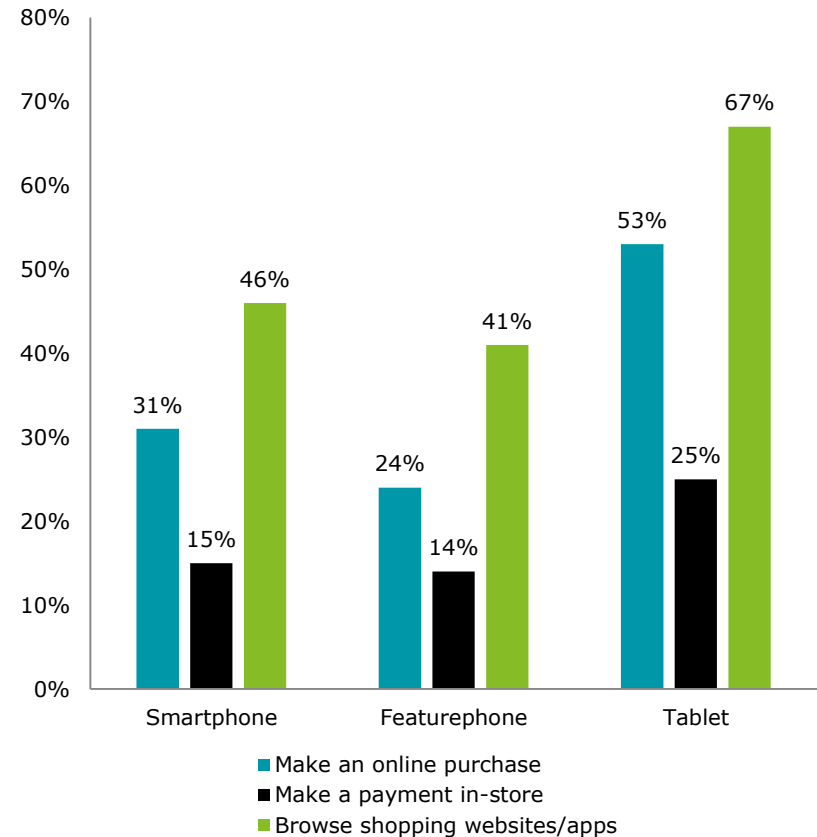
# Tablets are the commonly used device for shopping related activities by South African and Nigerian shoppers

Q. Have you ever used your mobile phone for any of the following?

**Device usage for shopping South Africa**



**Device usage for shopping Nigeria**



Source: Deloitte Global Mobile Consumer Survey South Africa  
Base: All respondents: 1000

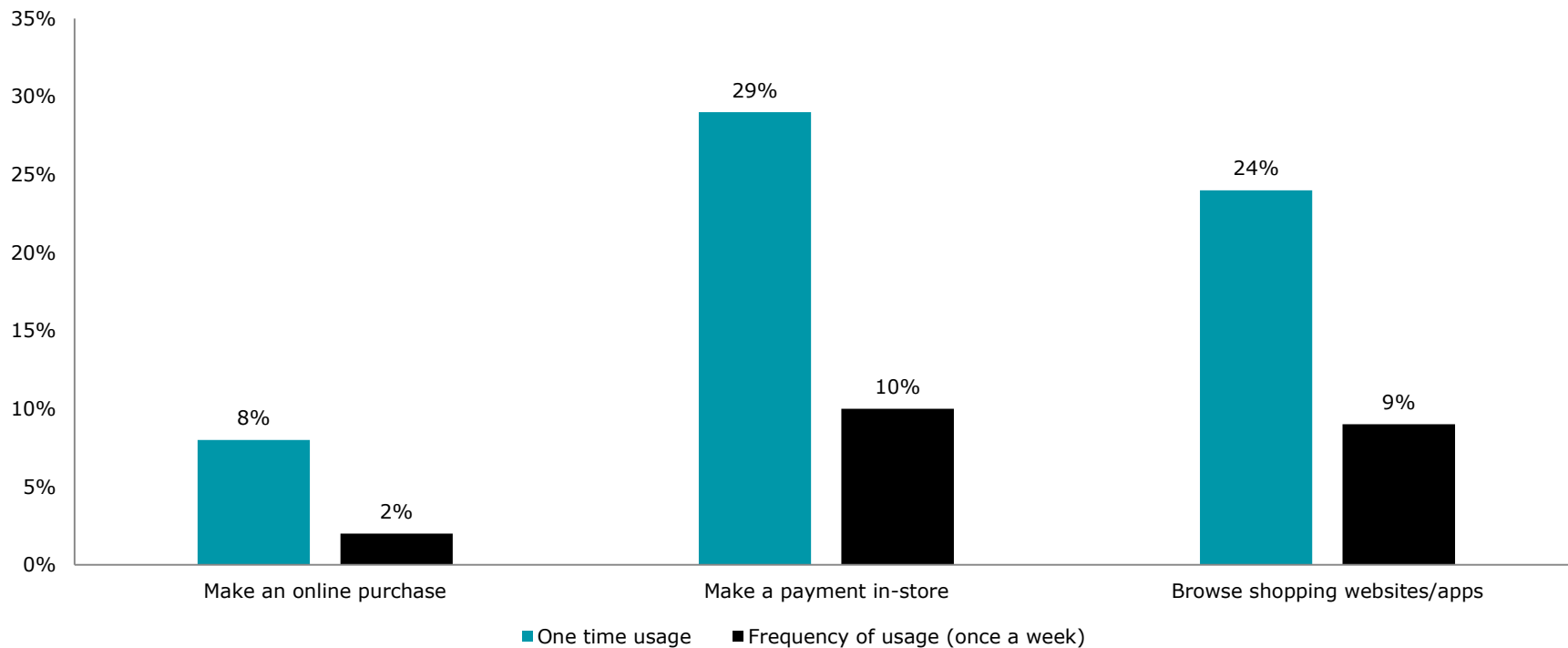
Source: Deloitte Global Mobile Consumer Survey Nigeria 2015-10-1  
Base: All respondents: 1000



Almost 1 in 3 Zimbabwean shoppers has made a one time in-store payments using their mobile devices making it the most popular shopping related activity followed by browsing shopping websites/apps

Q. Have you ever used your mobile phone for any of the following? And which one of the following do you do at least once a week?

**Phone usage for shopping  
Zimbabwe**

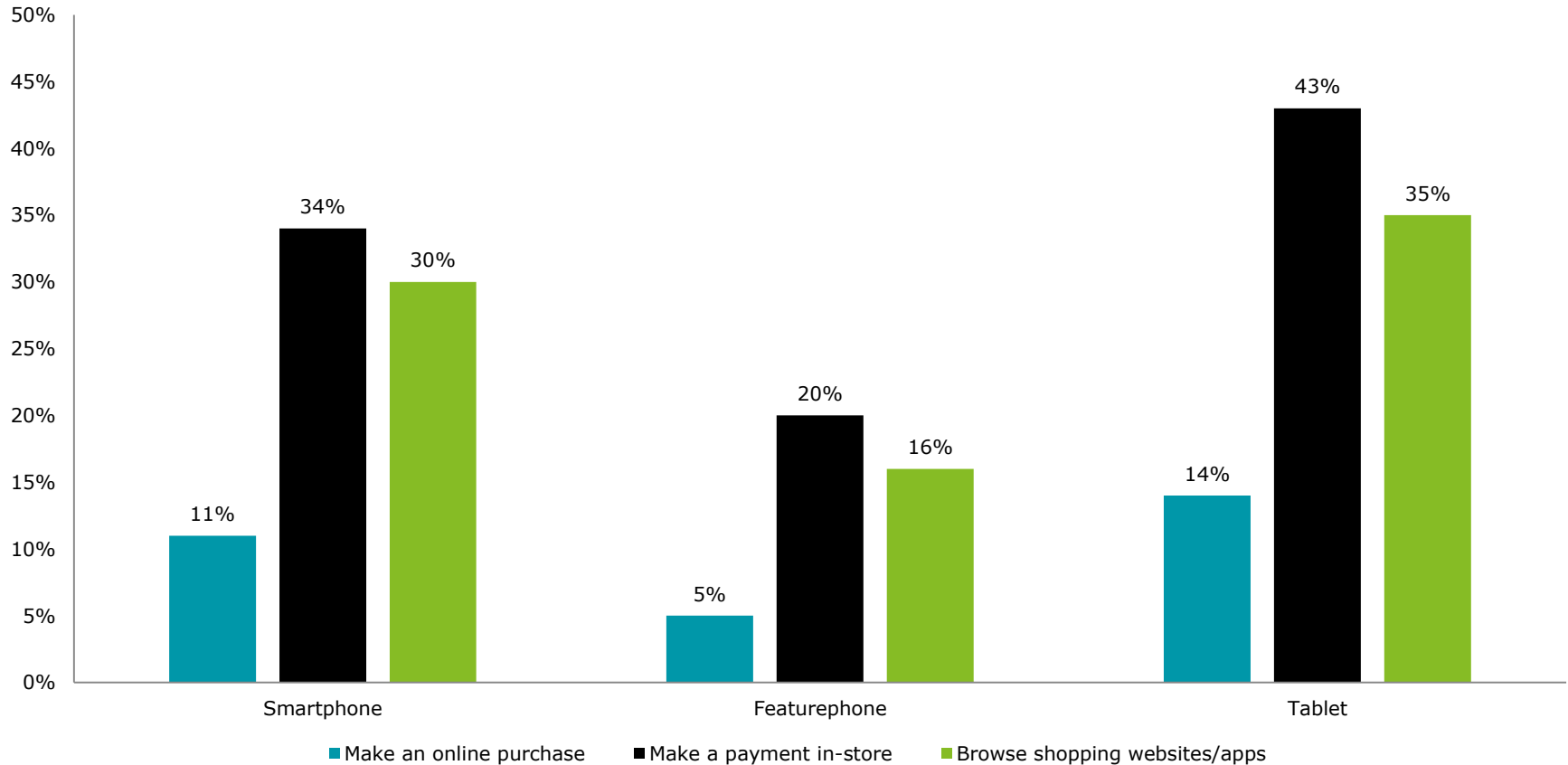


Source: Deloitte Global Mobile Consumer Survey Zimbabwe  
Base: All respondents: 449

As in other territories, most of the shopping related activities by Zimbabweans are carried out on tablets

Q. Have you ever used your mobile phone for any of the following?

Device usage for shopping related activities-Zimbabwe



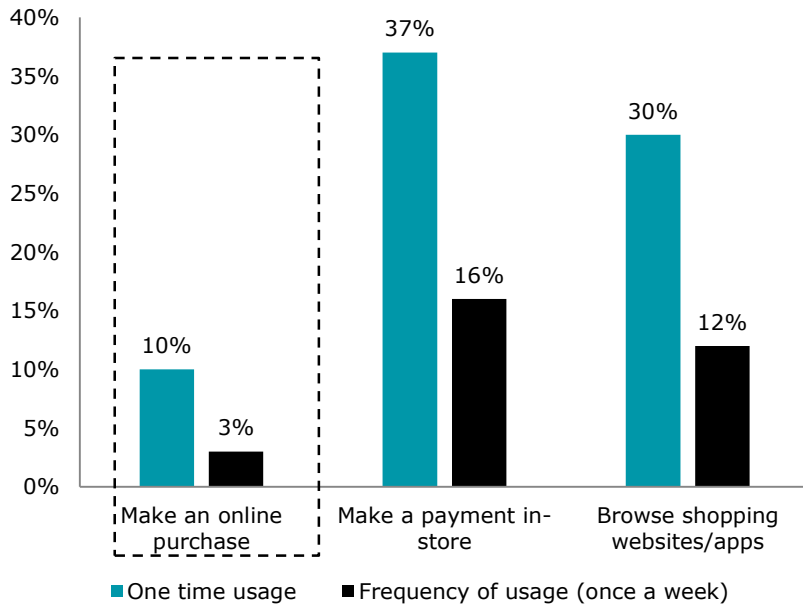
Source: Deloitte Global Mobile Consumer Survey Zimbabwe  
Base: All respondents: 449

# Kenyan shoppers prefer making in-store payments compared to Ugandan shoppers who prefer browsing shopping websites/apps

Q. Have you ever used your mobile phone for any of the following? And which one of the following do you do at least once a week?

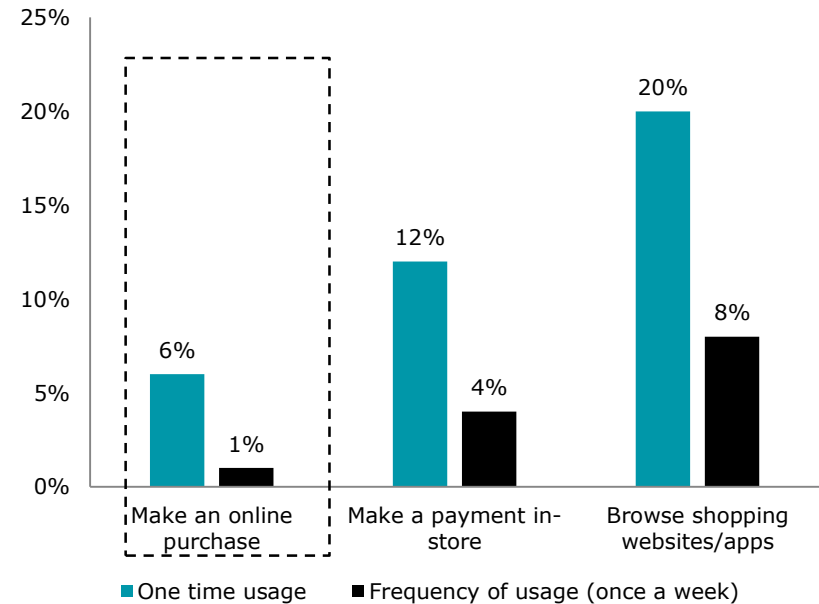
*The majority of Kenyan and Ugandan shoppers still prefer purchasing brick-and-mortar stores*

**Phone usage for shopping Kenya**



Source: Deloitte Global Mobile Consumer Survey Kenya  
Base: All respondents: 1000

**Phone usage for shopping Uganda**

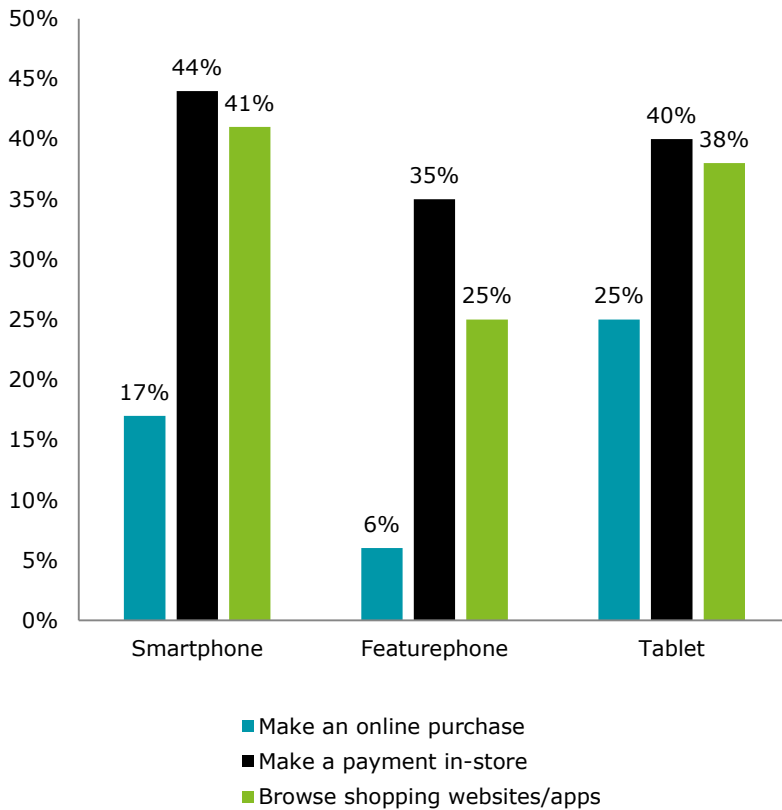


Source: Deloitte Global Mobile Consumer Survey South Africa 2015-10-1  
Base: All respondents: 500

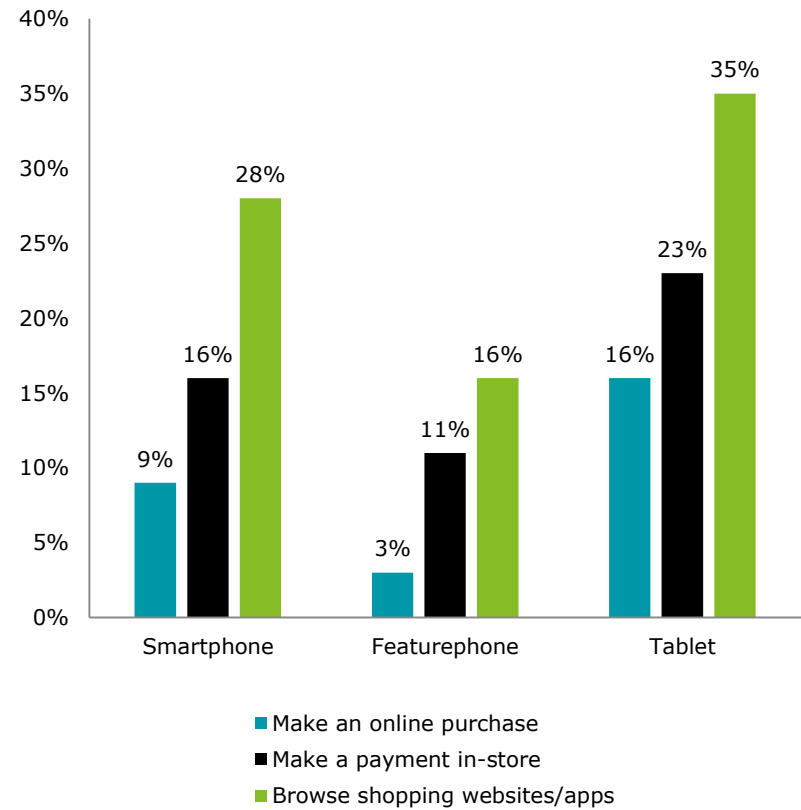
Tablets and smartphones are used by a majority of Kenyans for their shopping related activities, while in Uganda consumers favour the tablet.

Q. Have you ever used your mobile phone for any of the following?

**Device usage for shopping related activities- Kenya**



**Device usage for shopping related activities Uganda**



Source: Deloitte Global Mobile Consumer Survey Kenya  
Base: All respondents: 1000

Source: Deloitte Global Mobile Consumer Survey Uganda 2015-10-1  
Base: All respondents: 500

## Contact us

We invite you to connect with us to discuss the opportunities and implications of the findings of this report on your business in more detail



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