

DISCOVER THE HYPERCONNECTED CONSUMERS IN INDIA



WHO IS A HYPER-CONNECTED CONSUMER?



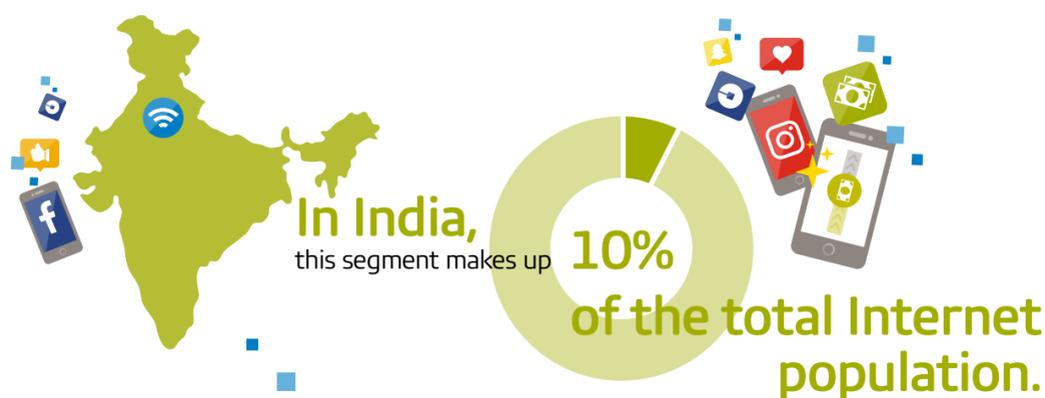
Owns a smartphone and at least one more connected device such as PC/desktop/laptop or tablet



Accesses the Internet daily on at least one of the connected device



Spends more than 4 hours daily on smartphone



TIME SPENT ACCESSING THE INTERNET ON SMARTPHONE

Almost 2X more than all consumers



PROFILE OF HYPERCONNECTED CONSUMERS VERSUS ALL CONSUMERS

Hyperconnected consumer

Number of apps*

16



Gender

57%

43%

SEC level



45% SEC A1
33% SEC A2
22% SEC A3/B1

Marital status

46% are single.

Age

36%
18-25

30%
26-35

35%
36-55

Occupation

22% housewives 18% students
18% mid/senior executives

All consumers

Gender

53%

47%

SEC level



30% SEC A1
37% SEC A2
33% SEC A3/B1

Marital status

34% are single.

Age

28%
18-25

32%
26-35

39%
36-55

Occupation

20% housewives 13% students
11% mid/senior executives

Number of apps*

11



*Average no. of apps downloaded in the past 30 days

Source: The Hyperconnected Consumer Study in India. GfK conducted The Hyperconnected Consumer Survey in India between June and August 2017. The face-to-face survey was done across nine cities among n=2,500 respondents, and a subset sample of n=750 respondents were also tracked on their Android smartphones for 5-6 weeks to generate behavioral insights.

Do you have any questions? We are happy to help. Contact: APAC@gfk.com