



**AFFLUENT  
MILLENNIALS**

**AM PANEL**

**2018 African Affluent Millennials**



**BBC**  
WORLD  
NEWS

**BBC**  
.com

**LIVE THE STORY**

# The BBC and Affluent Millennials

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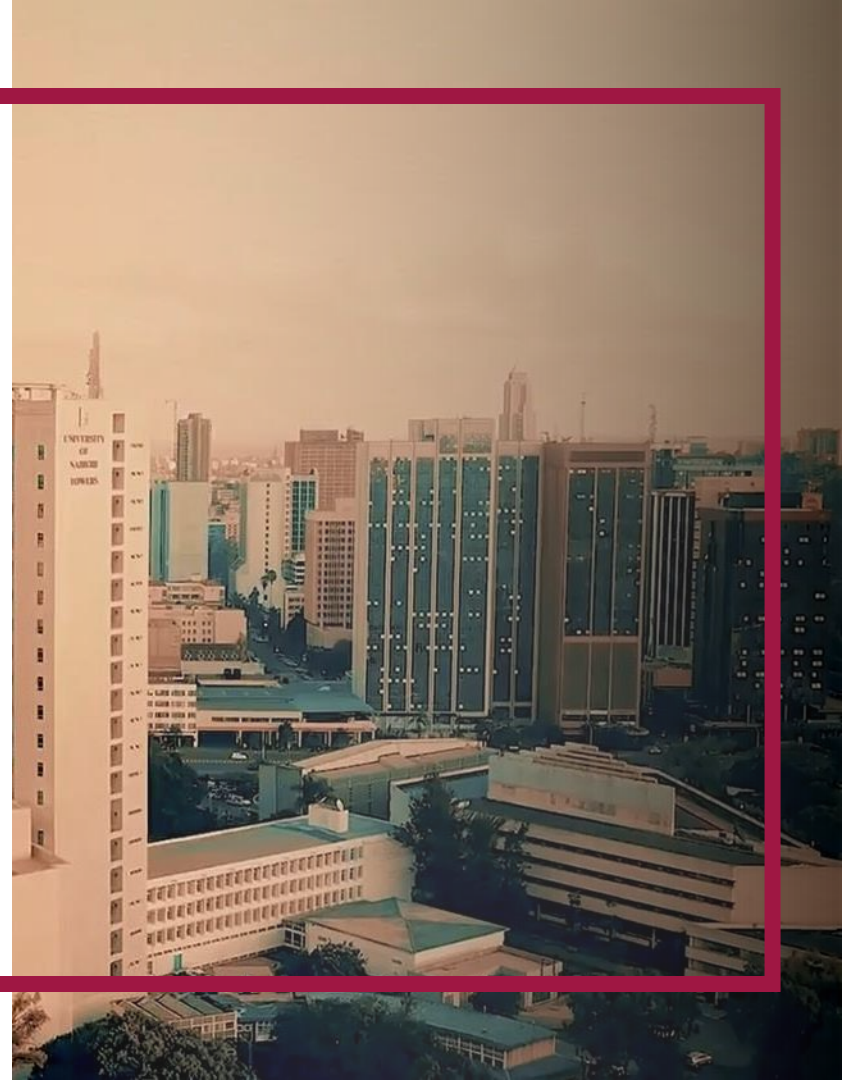
BBC News has a **research programme** looking into the buying attitudes of **Affluent Millennials** around the world

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BBC.com reaches **more African Affluent Millennials** on a weekly basis than **any other international news provider**

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**74%** of the African BBC audience are **Young Affluent Metropolitans\***



# African Affluent Millennials and brands

What is distinct about African Affluent Millennials and how they engage with these product categories?

Leisure  
Travel



Luxury  
Goods



Consumer  
Technology



Banking  
and Finance



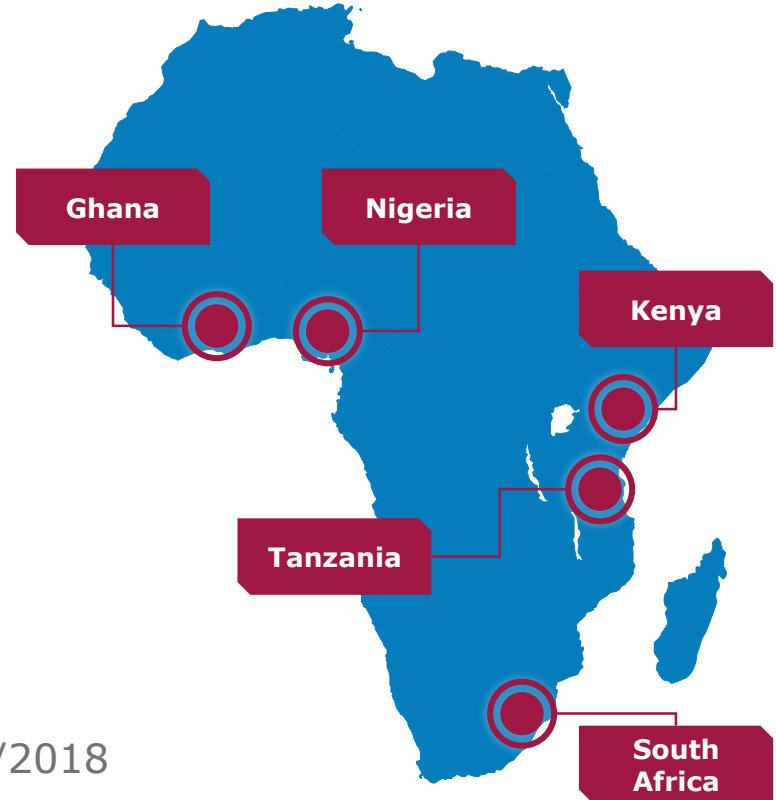
# About the study

A study of **2,058** African Millennials in June 2018 in **5** markets

**Affluent:** Defined as 'Top 25% by HH income for market'

**Millennial:** 16-34's

**Comparisons** to results from global Affluent Millennial studies conducted by BBC in 2017/2018



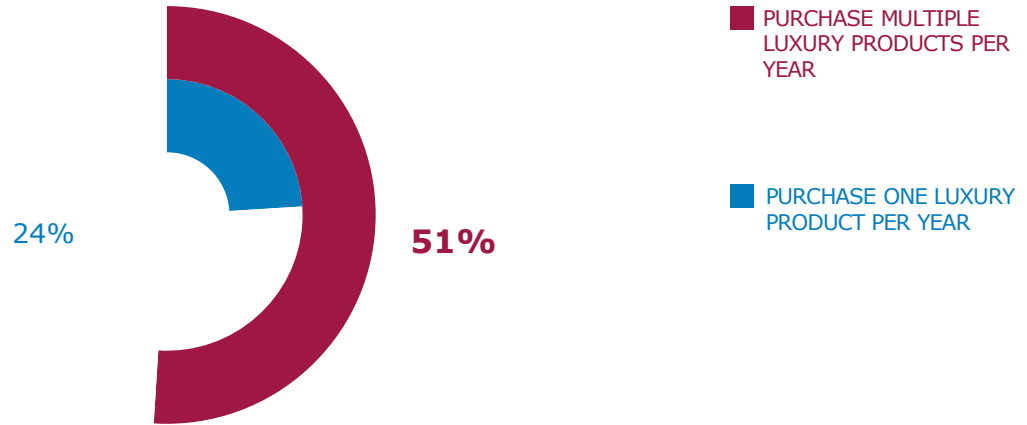


**1**

**AFRICAN AFFLUENT  
MILLENNIALS ARE  
ENGAGED CONSUMERS**

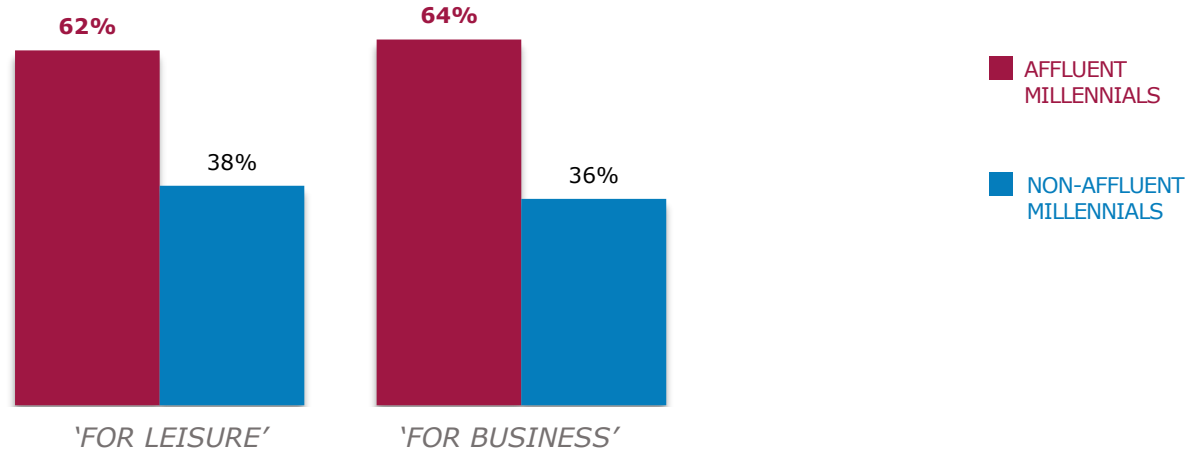
# More than half of African Affluent Millennials buy **multiple luxury products** each year.

African Affluent Millennials



# African Affluent Millennials are **twice as likely** to travel for leisure or business than their non-Affluent counterparts

Have travelled abroad in past 12 months





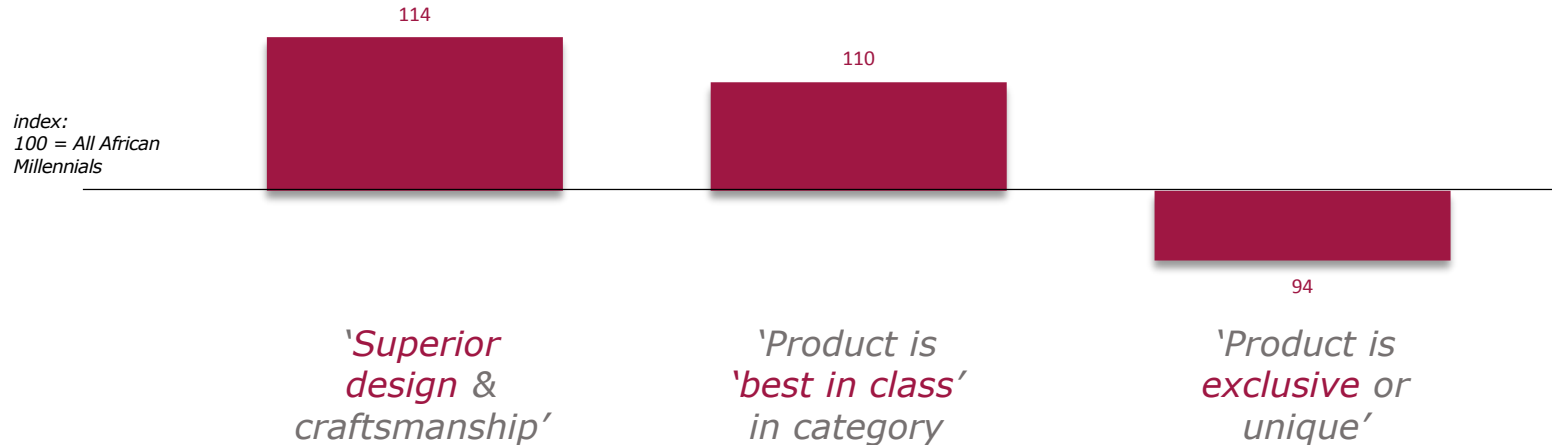
**2**

**AFRICAN AFFLUENT  
MILLENNIALS ARE  
ATTRACTED TO QUALITY  
AND CRAFTSMANSHIP**



# When it comes to tech products, **quality beats caché**. AAM's are more attracted to products that are **best-in-class**, not **exclusive**

Q: 'When it comes to choosing a technological device or service, how important to you are the following?' ('Very Important' Index: 100 = All African Millennials)



A young man with dark hair, wearing a white t-shirt with thin black horizontal stripes, is looking down at a smartphone held in his hands. The background is blurred, suggesting an outdoor setting. The overall tone is professional and modern.

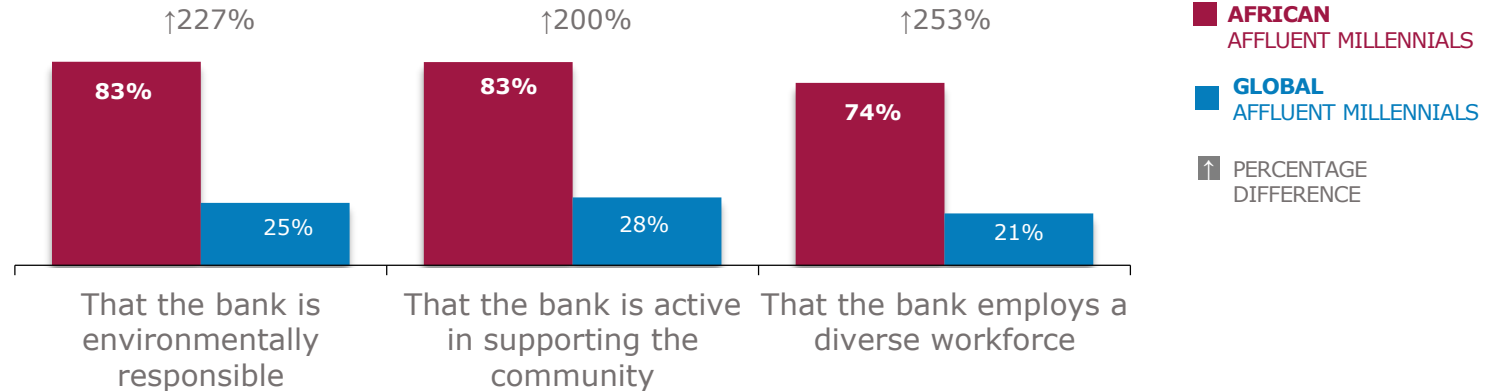
**3**

**AFRICAN AFFLUENT  
MILLENNIALS ARE  
LOOKING FOR ETHICAL  
BRANDS**

# African Affluent Millennials **put community before financial gain**, a sentiment **far less common** in their global counterparts

AAM's are **200%+ more likely** than global Affluent Millennials to consider this an **important endeavour** for banks

Q: 'When it comes choosing a bank or financial institution to manage your money, how important are the following to you?'  
[%: Important]



SOURCE: BBC Affluent Millennials Africa, June 2018 (n=2,058)

GLOBAL COMPARISON: BBC Affluent Millennials, Jul 2018 (n=3,380) conducted in USA, Canada, Singapore, Germany, South Africa, France & Australia.



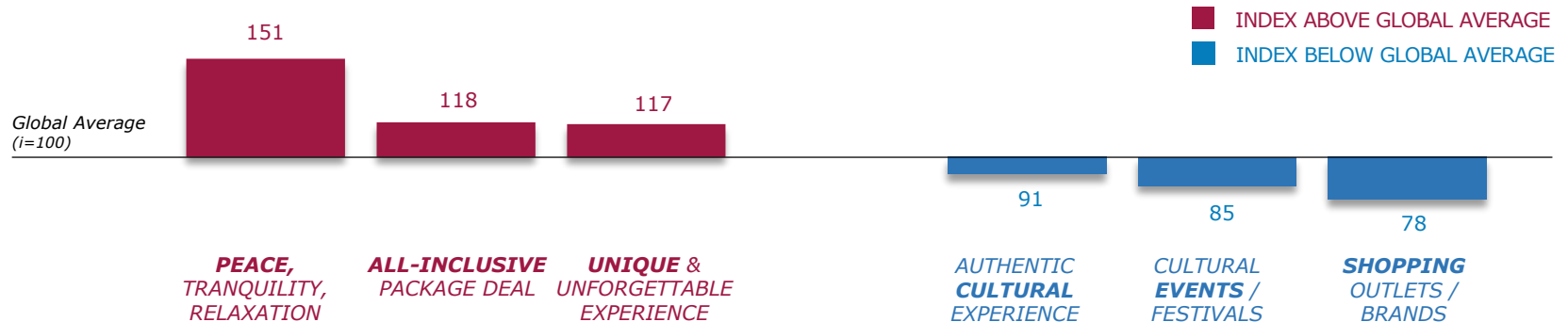
**4**

**THEY LOVE SIMPLICITY,  
TECHNOLOGY, AND  
FREQUENTLY BOTH**

# African millennials of all kinds are looking for **peace** and **relaxation** from their leisure trip, and value **all inclusive deals**.

Whilst global Affluent Millennials want to **experience** local culture, for AAM's a leisure trip is recuperation from daily life.

Q: 'When it comes to international leisure trips, how important to you are the following?'  
(African Affluent Millennial index to global average)



# AAM's are **mobile first** when it comes to everyday banking

They are **20% more likely than their global peers** to rate a bank's mobile app as **important** for interactions

Q: 'How important to you are the following ways for you interact with your bank or financial institution? (% NET: Very Important / Important)

## African Affluent Millennials

- #1 Mobile phone app
- #2 Bank branch
- #3 Telephone Service
- #4 Website

## Global Affluent Millennials

- #1 Website
- #2 Mobile phone app
- #3 Bank branch
- #4 Telephone service

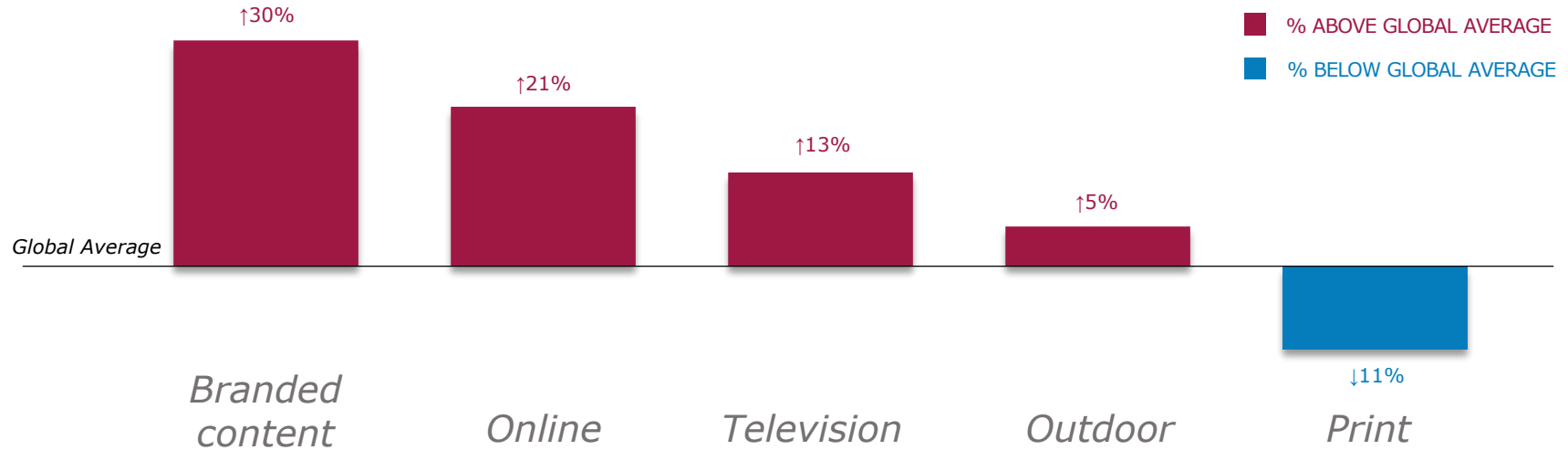


**5**

**THEY ARE PERSUADED BY  
RICH MEDIA, STORY-  
TELLING, & INFLUENCERS.**

# AAM's are more heavily influenced by **luxury advertising** using **rich media** than their global peers

Q: 'Which you do find influential in your personal preference for luxury brands?'  
(% difference to global average)



SOURCE: BBC Affluent Millennials Africa, June 2018 (n=2,058)

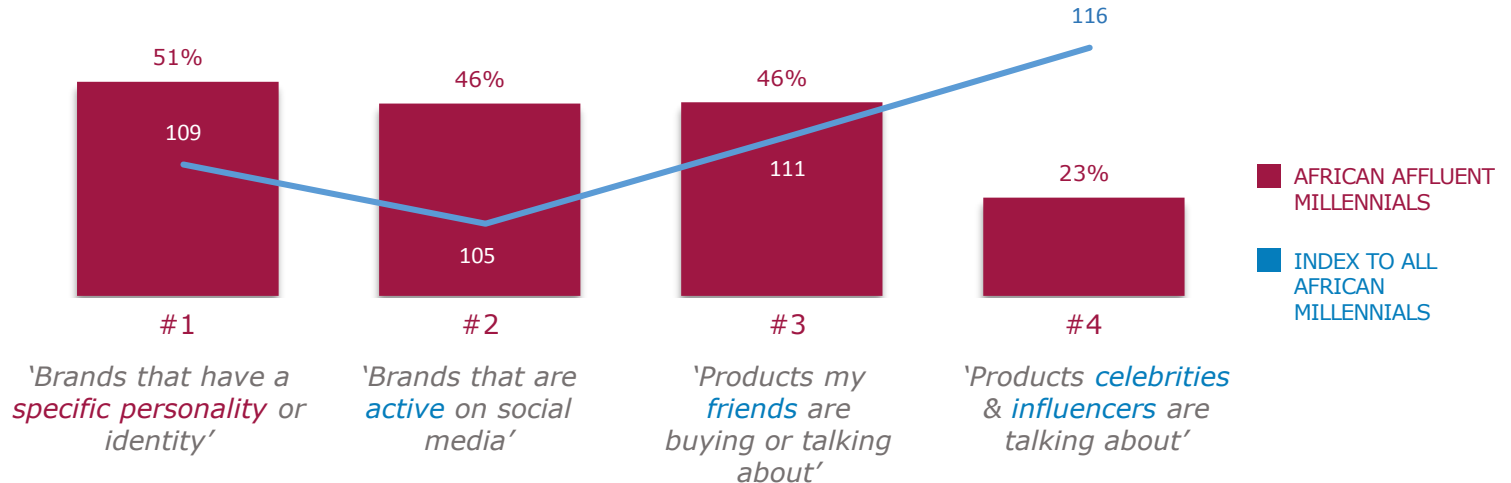
GLOBAL COMPARISON: BBC Affluent Millennials Oct 2017 (n=2,189) in Singapore, USA, Canada, Australia, Germany, South Africa, Hong Kong, France.



# When it comes to **influencing** technology purchase amongst AAM's, **personality** and **buzz** are important

While all African millennials are influenced by tech brands with a **strong personality**, AAM's particularly skew for **endorsement of celebrities & influencers**

Q: 'When it comes to purchasing technology and devices, which of the following do you find influential in your choice of what to buy?'  
(\*Very Important' Index: 100 = All African Millennials)



A young man and woman are sitting at a desk, looking at a laptop and papers. The woman is on the left, smiling, and the man is on the right, looking at the papers. They appear to be in a collaborative work environment. The text is overlaid on the image in a white box.

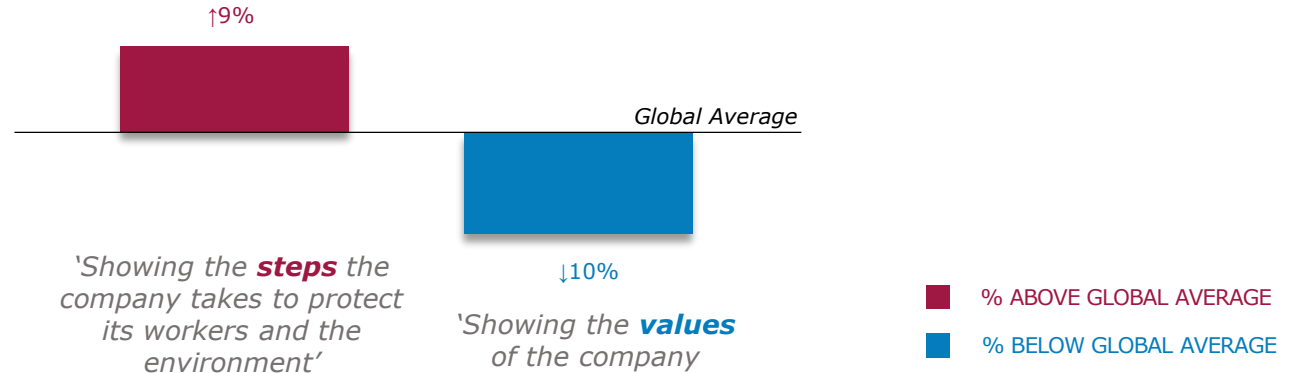
**6**

**THEY ARE A GENERATION  
DEDICATED TO CHANGE  
AND PROGRESS IN AFRICA.**

# AAM's want more **social action** from brands than their global peers. They want to hear what you are **doing**, not just what you **stand for**

AAM's skew higher on than the global average for social action, and skew lower on expressing company values

Q: 'Which of the following ways can luxury brands and advertisers use to earn your appreciation and loyalty?' % Diff to global average)

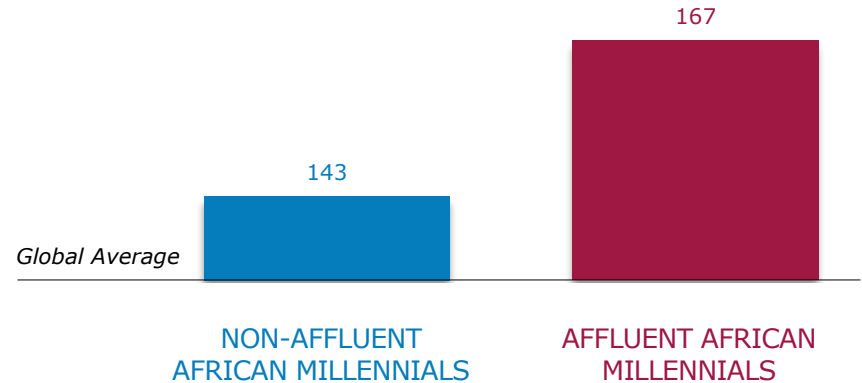


SOURCE: BBC Affluent Millennials Africa, June 2018 (n=2,058)

GLOBAL COMPARISON: BBC Affluent Millennials Oct 2017 (n=2,189) in Singapore, USA, Canada, Australia, Germany, South Africa, Hong Kong, France.

They look for brands that demonstrate a **commitment to their local condition**

*'Brands should source materials and services from **local suppliers**'*  
(index to Millennials Global Average)





**AAM's want to see change in their countries, and they want to be the change-makers. They identify with brands that share that vision and contribute directly to improving African quality of life.**



**Dr. Hamish McPharlin**  
**Head of Insight**  
**BBC Global News**

**@hamishmcpharlin**