



THE WORKING PROFESSIONAL

With consumers increasingly connecting with brands on the move across multiple devices, our new research has pinpointed four distinct types of consumer who are Always On and more digitally connected than ever before – Social Butterflies, Working Professionals, Gamers and Everything Tech. This datasheet provides some additional insight on The Working Professional.

INTERPRETING THE DATA

The typical weekly use figure relates to the percentage of the sampled group that have undertaken an activity/fall into a certain bracket.

The Index shows how a group's behaviour compares to the average index of 100. Over 100 is more likely than average, an index under 100 is less likely than average.

For example: 23 percent of Working Professionals accessed news on their home computer and are 92 percent more likely to do this.

- Sample size: Sample size for Working Professionals is 1,675
- Timeframes: All data referenced is correct as of 1st June 2013

CROSS-PLATFORM ACTIVITIES – INDEX COMPARISONS

Device/platform	Everything Tech	Gamer	Social Butterfly	Working Professional
Home computer	113	109	132	131
Work computer	136	118	160	184
Digital tablet	163	124	170	169
E-Reader	100	85	148	150
Game console	152	144	163	125
Magazines	100	91	109	112
Mobile	113	112	112	113
Newspapers	101	93	90	96
MP3 Player	156	126	160	146
Radio	107	98	107	107
TV	101	98	102	103

All groups index similarly for use of mobile.

THE WORKING PROFESSIONAL – KEY BEHAVIOUR: NEWS AND MAGAZINE CONSUMPTION BY DEVICE

Device used in 7-day period	% who read news	Index	% who read magazines	Index
Home computer	23%	192	8%	204
Work computer	15%	247	4%	214
Digital tablet	7%	217	6%	250
Mobile*	18%	-	-	405

* Read newspaper and magazines are combined into one metric for mobile phone.

KEY BEHAVIOUR: EMAIL BY DEVICE

Device used to email in 7-day period	% who emailed	Index
Home computer	89%	142
Work computer	71%	201
Digital tablet	23%	196
E-Reader	3%	132
Mobile	79%	316
MP3 Player	4%	155

OTHER ACTIVITIES BY DEVICE

Device	Activity	% who conducted	Index
Home computer/laptop	Read magazines	8%	204
	Read newspapers	23%	192
Work computer/laptop	Email	71%	201
	IM/Chat	18%	280
	Music	20%	206
	News	15%	247
	Browsing websites	62%	232
	Streaming/downloading video	17%	274
Digital tablet	Email	23%	196
	Music	12%	214
	Ebooks	10%	214
	Magazines	6%	250
	News	7%	217
	Social Networks	16%	229
	Browsing websites	24%	228
Mobile	Email	79%	316
	News	18%	405
	Browsing websites	62%	331

MOBILE PROFILE

Smartphone usage	% who conducted	Index
Email	74%	336
Web browsing	68%	341
Downloading apps	53%	349
GPS/navigation	45%	341
Downloading videos	22%	313
Wi-fi	48%	328

MOBILE PROFILE

Attitudes towards mobile	% agree	Index
I rely on my mobile phone to keep up with news or sports	48%	281
It's important for me to have internet access when I am "on-the-go" — away from home or work	85%	255
I often access social sharing/networking websites from different devices	39%	246
My mobile phone should help me get work done when and where I want	77%	238
The internet has changed the way I work	72%	238
I use my mobile phone in many different ways to get the information I need	93%	235
The extra features of my mobile phone are more important than the traditional calling features	71%	235
I like the idea of the mobile phone moving beyond voicemail and text messaging capabilities	81%	209
I use information from my mobile phone to decide where to go or what to do in my free time	35%	214

SHOPPING HABITS

Attitudes towards shopping/advertising	% agree	Index
Advertising helps me learn about the products companies have to offer	49%	113
I would be interested in receiving advertising on my mobile	1%	16
I am likely to purchase products I see advertised on my mobile phone	4%	52
I would be interested in a service that would let me use my mobile phone to make purchases in a store	32%	228
The internet has changed the way I shop for products/services	87%	219
I am doing more of my shopping on the internet than before	75%	200

LEISURE ACTIVITIES

Leisure activities	% agree	Index
Cycling	28%	206
Skiing	13%	237
Golf	29%	222
Backpacking	25%	194
Visit the gym	29%	210
Visit gym at least three times a week	49%	140
Weight training	39%	211
Play fantasy sports league	14%	258

MEDIA CONSUMPTION

Media consumed (on and offline)	% agree	Index
LinkedIn	18%	292
Wired	6%	268
Which?	7%	260
CNET	7%	258
Fox Sports	10%	241
Facebook	73%	157
Flickr	3%	122
Twitter	10%	173
YouTube	57%	162
Book Travel	50%	222
Visit financial and stock trading websites	25%	249

MEDIA CONSUMPTION

Attitudes towards media	% agree	Index
I spend less time reading newspapers in print because of the internet	73%	234
I spend less time reading magazines in print because of the internet	66%	233
I would rather read other people's comments on social sharing/networking websites than post my own	49%	208

WHAT MAKES THE WORKING PROFESSIONAL UNIQUE?

Working Professional – unique statements	% agree	Index
I would rather read other people's comments on social media sites than post myself	49%	208
I like to follow my favourite brands or companies on social sharing/networking websites	7%	66
I'm always the first amongst my friends to have the latest electronic equipment	24%	213
People often ask my opinion when buying new technology	33%	197

DEMOGRAPHIC PROFILE

- More male dominated group – 43 percent are female and 57 percent are male
- This is the most affluent of all the Always On consumer types identified
- Slightly older demographic; over a third fall within 35-44 age bracket
- Over twice as likely to be university graduates
- Nearly three times as likely to earn over £100,000