

# Mobile marketing: How much will we put up with?

By [Staff Reporter](#)

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A fascinating new infographic is taking marketers much deeper into the sweet spot of the youth demographic and revealing the many ways in which they interact with their mobile devices.



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Any preconceptions that youths are just randomly chatting and gossiping should be laid to waste by the study by mBlox, a mobile interaction and payment specialists, who spoke to over 4 000 people from the United States and Britain.

We also get some sense of the potential of the mobile device: Nearly 90% of the people surveyed said they spend between 1 and 5 hours interacting with their mobile, every single day, while the other 10% spend an incredible 5 to 10 hours per day on their mobiles.

The good news for brands is that 18 to 24 year olds are more than happy for brands to be part of their mobile world. One in three want well-known brands to send them mobile promotions and nearly one in five (18%) actually prefer making purchases on their phones, as opposed to going into physical stores.

On the other hand, a large percentage are still worried about fraud and security on their phones, and that's an area that needs a lot of attention for mobile service providers.

There's plenty of interesting insights in the infographic, and there is a real sense that mobile marketing is going to be a huge factor for a new, young upwardly mobile population.

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