

# Mobile internet in Africa brings fundamental change

While the mobile internet has brought only incremental improvements in developed markets, it is fundamentally changing lives in Africa allowing access to basic services.



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The lives of mobile internet users in Kenya, Nigeria and South Africa have been greatly improved by gaining access to the internet on their phones, finds a new report by On Device Research, a global mobile research specialist.

The study was also done in the UK to compare the effects of the mobile internet in developing and developed markets. Compared to 63% of Africans who stated "great improvement" by access to the mobile internet, only 41% of the Brits claimed the same.

## Access to services

Of all the categories analysed in the survey, 13 categories of behaviour in Africa greatly improved people's lives. These included things like better access to education, helping to pay bills, easier access to healthcare info, and feeling more connected to the world.

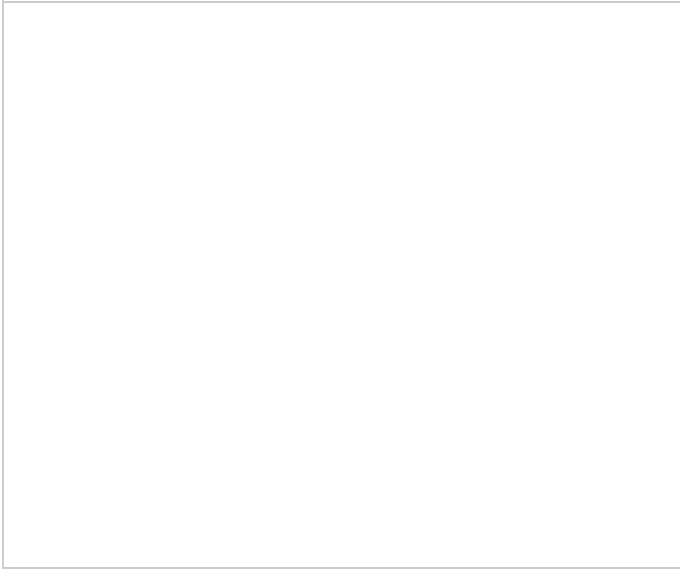
In comparison, in the UK only two categories - navigating, and keeping in touch with friends and family - scored as high.

"For many Africans, mobile is the only way to connect with the world and the internet is having a huge impact on people's lives. It's helping them save time, money, it gives them access to education, medical information," said Alistair Hill, CEO of On Device Research.

"In comparison, Brits stated that only maps or navigation apps, and entertainment services have really improved their lives. The story is clear - mobile internet is a step change in Africa but just an incremental improvement in the UK (or any developed market) as most Brits have alternative ways to access the internet," Hill continued.

## Research methodology

The research was conducted via a mobile survey with a representative sample of 2,000 mobile internet users both on smartphone and feature phone. Data was collected in early October 2014.



[Impact of the mobile internet in Africa vs UK](#) from [On Device Research](#)

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