

## Consumer Privacy Segmentation



Rapid advances in technology have made consumers face the ongoing challenge of protecting their privacy. Both online and offline, they have concerns about breaches of privacy and personal control over their information.

The MRI-Simmons Consumer Privacy Segmentation is designed to help marketers better understand how sensitive consumers are to the subject of privacy and how they react to new trends in data sharing.

The Consumer Privacy Segmentation consists of six distinct groups:

- **Informed and At Ease:** Protect their privacy information online and off. Try to be as knowledgeable as possible, but concerns about privacy may limit participation.
- **Impacted and Engaged:** Have been “injured” by online information about them. They try to monitor and control their online (and offline) presences.
- **Cautious and Controlled:** Their digital footprint has not yet been affected by their personal info online and off. They will share info but like to remain in control of it.
- **Digital and Unconcerned:** Having their personal information online and off has not yet been a threat, but they need to be educated on the risks of sharing info online.
- **Trust but Verify:** Understand the utility of personal info online to improve product and service preferences while remaining aware of the consequences of identity theft.
- **Connected and Confident:** Willing to provide and share personal information online and off, yet understand how to control this data and are proactive about using this knowledge.

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