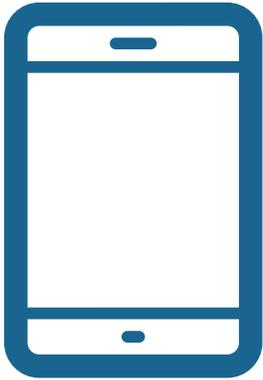


Mobility Adoption Segmentation



Mobile devices have become an essential part of everyday life. Today, more than nine in ten US adults have at least one mobile device, and there are key differences in the way different groups use their cell phones on a daily basis.

The MRI-Simmons Mobility Adoption consumer segmentation gives clients deep insights into Americans' world of communication, information, and entertainment needs.

The Mobility Adoption Segmentation consists of five distinct groups:

- **Pacesetters:** Having grown up with them, mobile devices are an everyday part of life for this group and are integrated into everything they do. This group is much more likely to have multiple mobile devices on them, which makes them less reliant on any one device. Younger than the other groups, they are always connected to the internet, whether it's for social connections, media consumption, shopping, or more.
- **Socialites:** This group uses their mobile devices to stay connected with friends and interact socially with their world. Smartphones keep them up to date with what's going on in their world, important news, and what their friends are doing. Texting, posting photos and videos, and social network activities help this group expand their overall social footprint.
- **Knowledge Seekers:** Easy internet access has increased this group's desire to search for all kinds of information, and their mobile devices are where they go for the information they seek. They believe their smartphones should work hard for them, and they tend to use all kinds of phone features to get the most out of their devices. This group is open to shopping online, but always looking for deals when they do.
- **Moderates:** This group has been a little slower to adopt mobile devices and are generally less passionate about the internet and technology than other mobile users. While many have taken the leap into the world of smartphones, they focus primarily on basic features like email, text, and photos.
- **Functionalists:** These individuals are not very interested in mobile devices and might avoid them altogether if they could. They use their cell phones primarily for the basics, and, although less tech-savvy than others, they are perfectly fine managing without the technology that others find essential. Overall, they tend to have a more conservative outlook and are generally older.

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