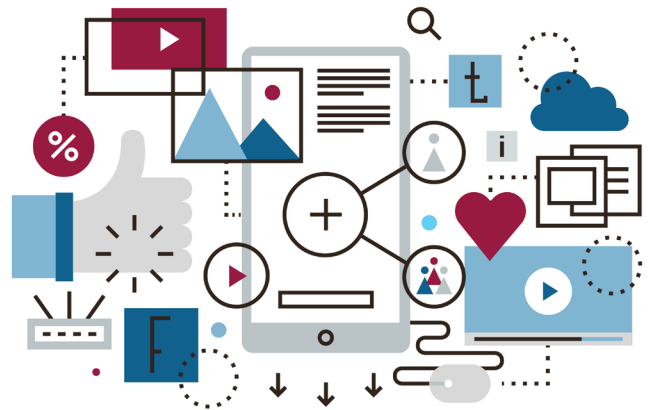


Digital Life Study

Delivering the mindset of the modern technology consumer

MRI-Simmons Digital Life Study provides insights into Americans' use of mobile phones, social networking, instant messaging, blogging, gaming, online video/audio, and dozens of other traditional and emerging media channels to provide unprecedented media research insights.

Moreover, this detailed research on digital technology consumption is delivered within the robust Simmons National Consumer Study, which measures over 60,000 data elements on the American consumer, allowing users to develop a complete media profile of their custom consumer targets.



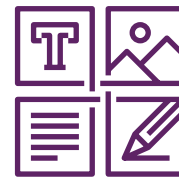
Benefits



Get a well-rounded view of usage of different media devices, activities, and channels to identify media behavior and the motivational drivers of consumers.



Develop a complete profile of modern technology and media consumers using over 60,000 data elements measured in the robust National Consumer Study.



Gain insight into activities including blogging, binge-watching, and gaming, along with continual updates on the next generation of media devices and behaviors.

Features



Explore devices used along with frequency of use, activities and time spent on devices, and multitasking.



Measure the Internet of Things, including wearable devices, fitness trackers, and smart home automation.



Users' involvement with media examines what influences consumers to make purchase decisions, reasons for social networking, and more.



Extensive dive into gaming, including attitudes, genres, content, consoles, live gaming platforms, casual/social games, and esports.



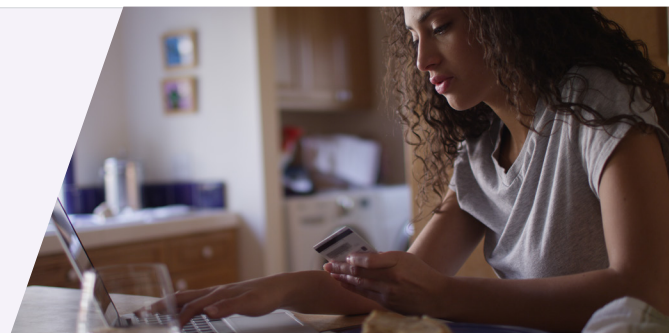
In-store and online shopping motivations and behaviors, including purchase and purchase intent by device.



Look at the motivations and reasons for use of digital technology and media; delve into the why behind the what.

The most current media behaviors

MRI-Simmons Digital Life Study is conducted online twice a year, which allows timely survey updates, to respond to market conditions and client requests, and to provide access to the newest media and technology trends to enter the marketplace.



To learn more, contact us at +1 866 256 4468 or info.ms@mrissimmons.com