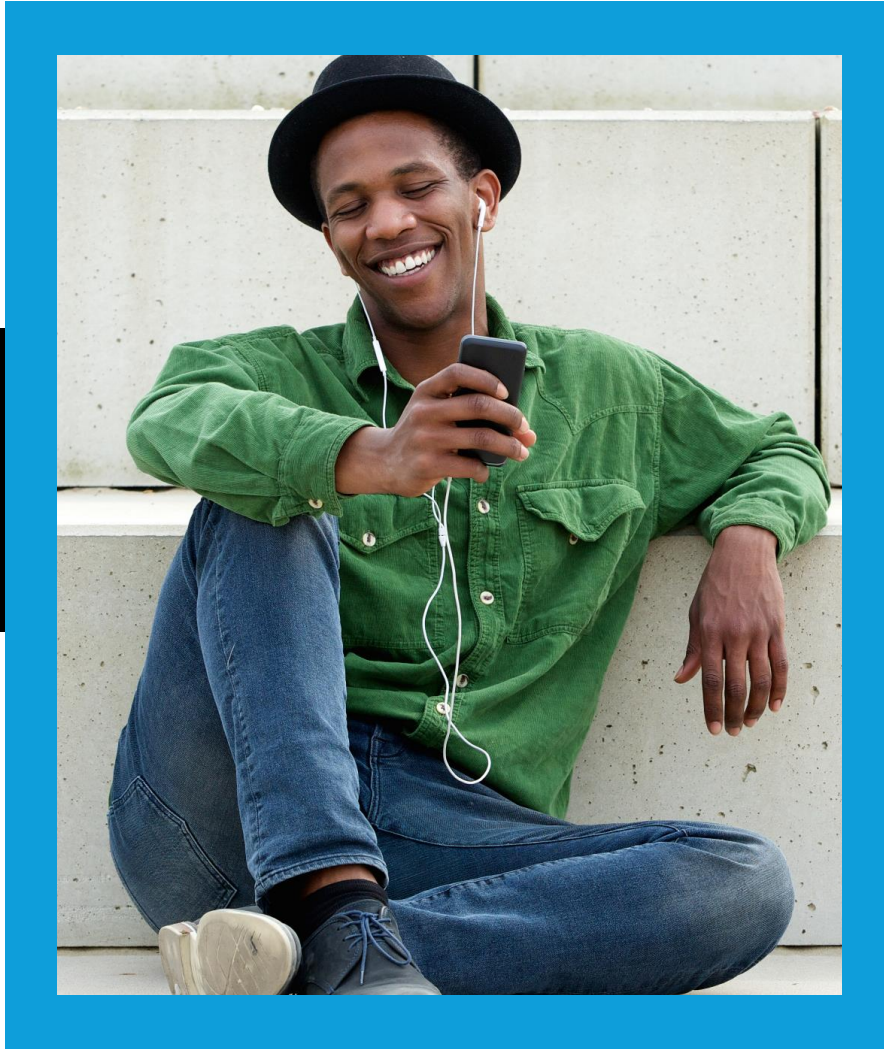


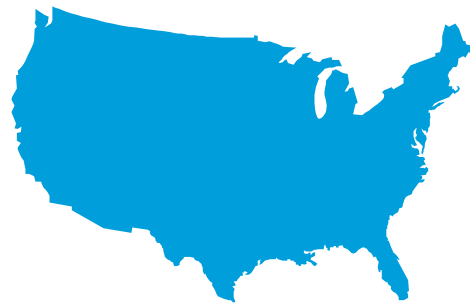
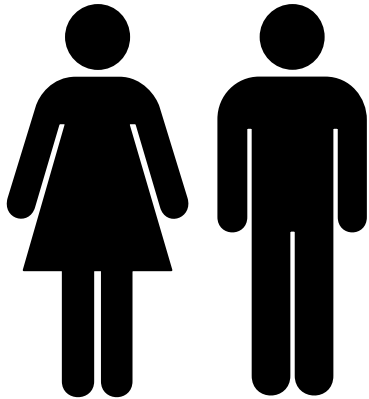
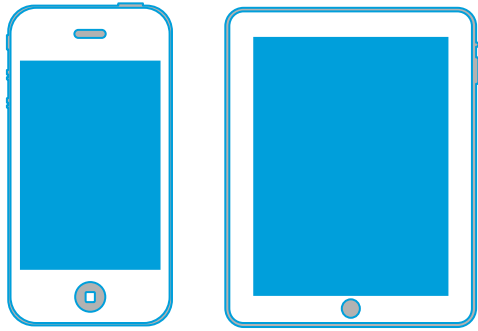


#inspired MOBILITY

July 2016



Sample & Methodology



15 minute online survey

N2000 gen pop mobile device users + augment of n400 black women

- All own and personally use a smartphone or tablet that they use to connect to the internet
- Age 18+
- 50/50 Male/Female within gen pop
- Nationally representative
- Prepared by AddedValue

AT&T commissioned this 15-minute online survey in July, 2016. It engaged a nationally represented sample of 2000 mobile device users in the general population who connect with the internet with their devices.

ATTITUDES ABOUT MOBILITY AND INSPIRATION

% AGREE COMPLETELY/SOMEWHAT



	GP	Black	Black Women
Net: Makes my world better	72	79	80
Being able to share what I find inspiring, makes my world a better place	58	62	66
Using mobile to connect to what inspires me adds meaning to my life	56	67	67
Using mobile to find inspiration makes me a happier person	50	60	59
Inspirational content I access on mobile makes me a better person	49	57	59

BLUE font indicates high index versus general population

Question: Please select how much you agree or disagree with each of the following statements when it comes to how you use your smartphone/tablet to connect to inspiration.



ATTITUDES ABOUT MOBILITY AND INSPIRATION

% AGREE COMPLETELY/SOMEWHAT



	GP	Black	Black Women
Net: Facilitates inspiration	80	86	85
Changes the way we can connect to inspiration	67	70	74
With mobile I can reach things that inspire me anytime anywhere	67	73	74
Mobile has made it easier than ever to connect to inspiration	60	67	67
Mobile connects me to inspiring content I never even knew existed	56	63	61
I enjoy using mobile to look at inspirational content online	53	64	65

BLUE font indicates high index versus general population

Question: Please select how much you agree or disagree with each of the following statements when it comes to how you use your smartphone/tablet to connect to inspiration.



ENGAGE IN ACTIVITY ON MOBILE AT LEAST WEEKLY – %

#inspired MOBILITY

Women and men connect to faith at similar levels overall (37% for women and 39% for males).

In terms of race, blacks truly stand apart in their use of mobile to connect to their faith, with significantly more using it for this purpose compared to any other race.

% Net: use mobile to connect to my faith:

White (A)	Black (B)	Asian (C)	Hispanic (D)
35	53	43 ^A	41

BLUE font indicates high index versus general population

Question: First, we want to know how you use your **smartphone and/or tablet in general**. How often do you use your smartphone and/or tablet for any of the following activities? This could be using apps, search, etc.



PURPOSE OF ENGAGING IN ANY ACTIVITY ON MOBILE – %

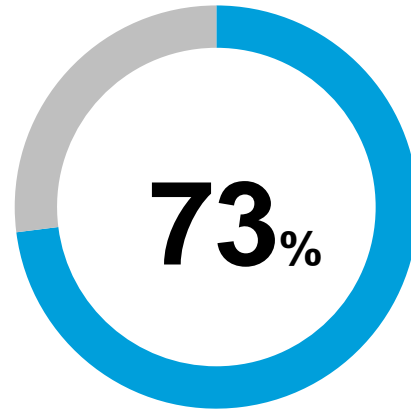
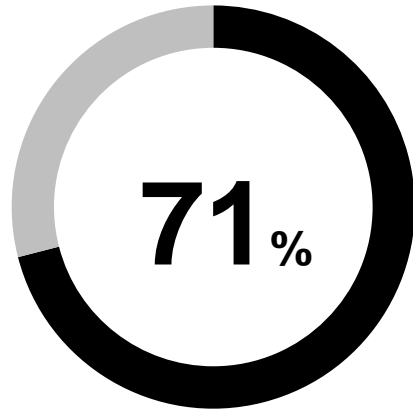


General Population

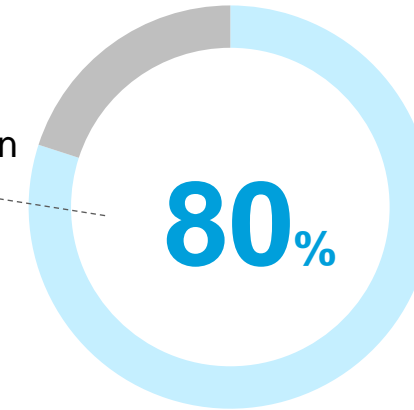
Black

Black Women

To be inspired



GP women
(76%)



Women in general are significantly more likely to see mobility as a source of inspiration, but for males, the number is still quite high (76% for women vs. 65% for males).

	General Population	Black	Black Women
To be inspired	71%	73%	80%
To be informed	93	95	96
To relax	88	84	88
For fun	86	83	87
To be productive	83	79	83

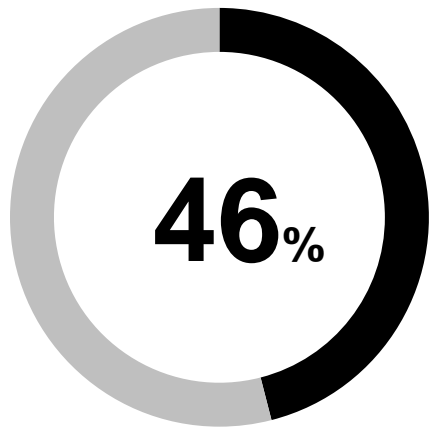
Questions: Now, thinking about all the different activities you do on your smartphone and/or tablet, please select all the reasons you would say you do that activity. The reasons below are purposefully broad, and you can **select as many as apply**. We understand most activities serve multiple purposes, and that's okay.



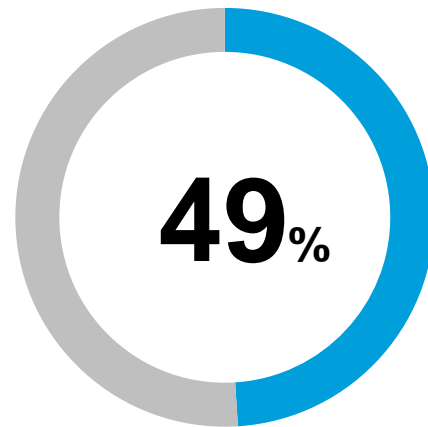
REASONS FOR CONNECTING TO INSPIRATION – % PART OF MY DAILY ROUTINE

#inspired MOBILITY

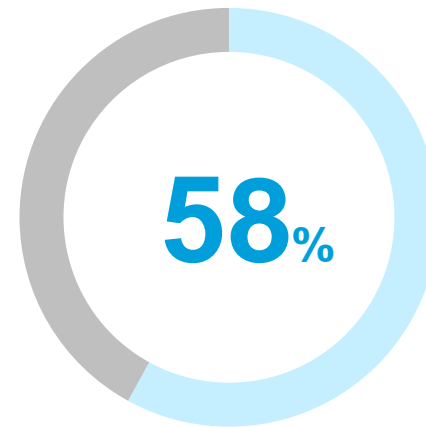
General Population



Black



Black Women



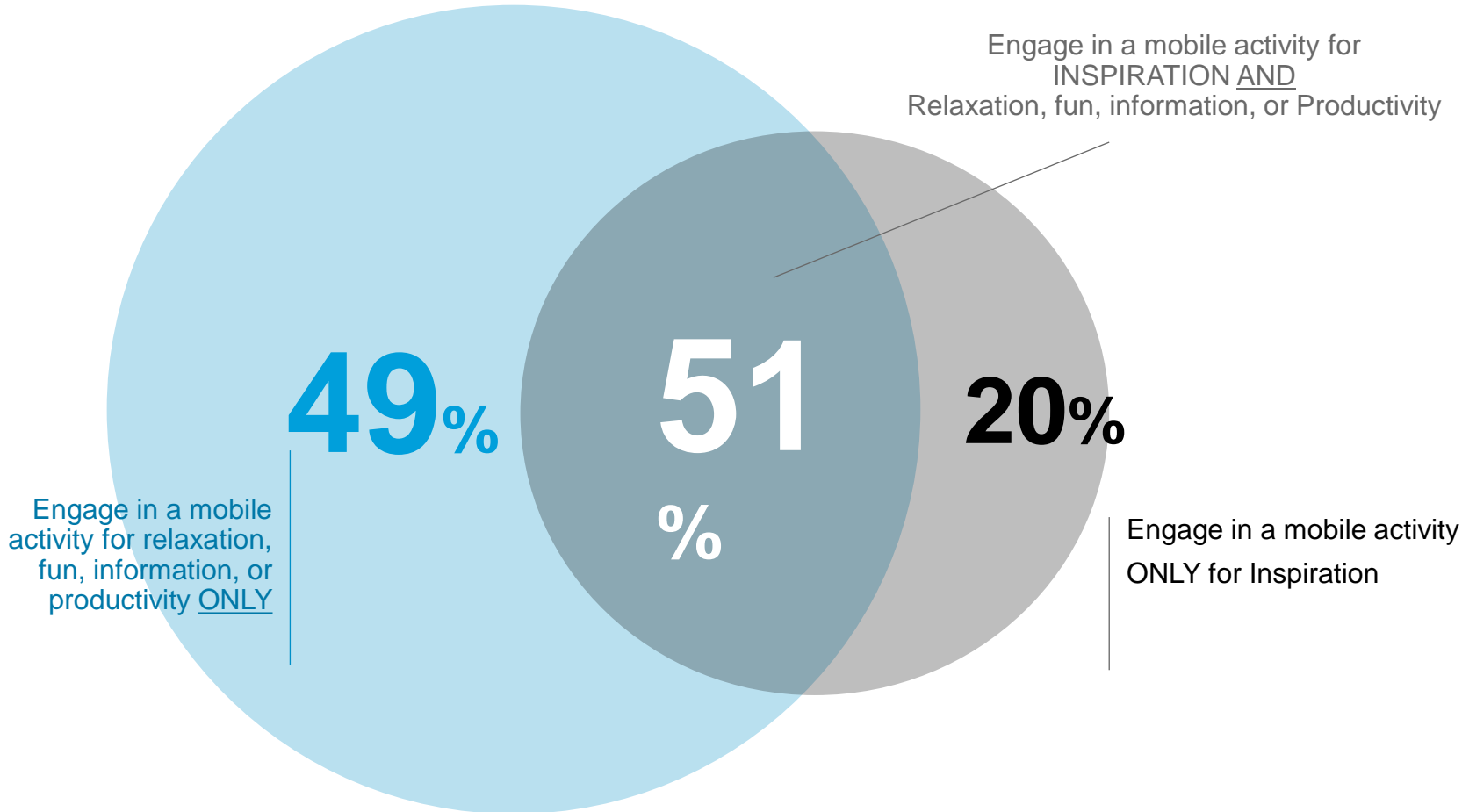
Younger people (18-25) are also more likely to make a daily routine of connecting to inspiration via mobile, with 58% doing so compared to the GP average at 46%.

BLUE font indicates high index versus general population

Question: Now, thinking about all the different activities you do on your smartphone and/or tablet, please select all the reasons you would say you do that activity. The reasons below are purposefully broad, and you can **select as many as apply**. We understand most activities serve multiple purposes, and that's okay.

PURPOSE OF ENGAGING IN ANY ACTIVITY ON MOBILE –
TO RELAX, FOR FUN, TO BE INFORMED, TO BE PRODUCTIVE,
TO BE INSPIRATION

#inspired MOBILITY



Inspiration inherently lives within mobility. When consumers use their mobile to navigate life, satisfy curiosity, or seek entertainment, inspiration still plays a big role in that mobile experience. 1 in 5 even engage in a mobile activity for the sole purpose of seeking inspiration.

Question: Now, thinking about all the different activities you do on your smartphone and/or tablet, please select all the reasons you would say you do that activity. The reasons below are purposefully broad, and you can **select as many as apply**. We understand most activities serve multiple purposes, and that's okay.

PURPOSE OF ENGAGING IN AN ACTIVITY ON MOBILE – % DO IT FOR INSPIRATION AMONG THOSE WHO DO ACTIVITY AT LEAST WEEKLY



Intuitively, religion and motivational stimuli are the most inspirationally charged activities. With that said just about everything done on mobile is a muse for inspiration— most so among blacks.

Nets	GP	Black	Black Women
Faith/religious-based activities	75	73	80
Inspirational articles, quotes, etc.	70	69	79
Pictures	41	41	46
Entertainment	41	45	47
Blogs/podcasts	38	44	46
Search/find info	35	34	39
Track my fitness/use exercise apps	34	32	36
Communication	28	39	34
Social Media	26	29	27
Read books for pleasure	23	27	25
Shopping	17	23	18
Sports	16	23	18
News	15	20	15
Daily life management	12	16	13
Do work	9	16	9

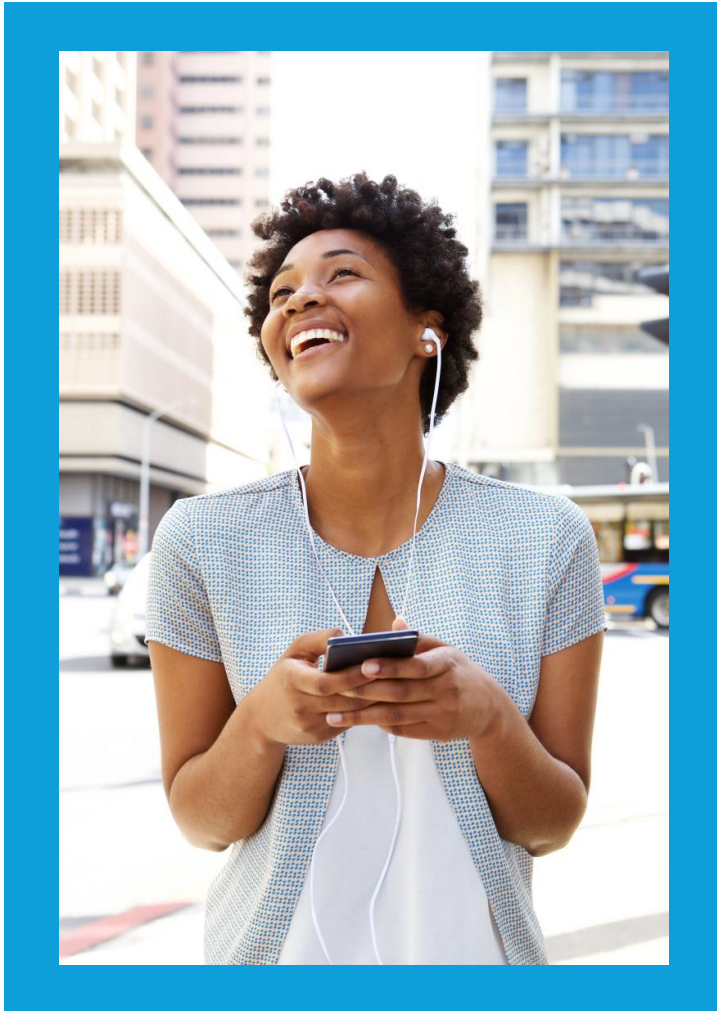
BLUE font indicates high index versus general population

Question: Now, thinking about all the different activities you do on your smartphone and/or tablet, please select all the reasons you would say you do that activity. The reasons below are purposefully broad, and you can **select as many as apply**. We understand most activities serve multiple purposes, and that’s okay.



REASONS FOR CONNECTING TO INSPIRATION – %

#inspired MOBILITY



	Men	Women
MOTIVATION		
When I need motivation	42	53
Relax/de-stress/de-clutter my head	44	52
To help get me out of a rut	37	45
REMIND ME OF PURPOSE		
Remember how great life is	42	49
When I need a reminder that things aren't so bad	40	47
I do this to connect to something bigger than myself	34	41
To help spread joy to others	34	37
I do this to connect to a higher meaning	32	36
POSITIVITY AND CONNECTIVITY		
When I need to laugh or smile	41	50
To learn more about all the great things people are doing in the world	35	38
To connect with others/be part of a community	31	37
SELF HELP		
To inspire myself to make changes in who I am/my life	38	47
I do this to center/ground myself	37	43
I do this when I need a confidence boost	35	42
To help ease my pain or fear	31	39

Question: Above are the activities you do to connect to inspiration that you feel are especially meaningful to you. Think about when you do that activity to get/be inspired and select all the reasons you **typically** do that activity.