

For Immediate Release

## **4 MILLION CANADIANS LEAD THE MOBILITY REVOLUTION**

TORONTO (October 14, 2004) – Mobile entertainment and communications are poised for rapid growth during the next three years, as Canadians adopt new technologies such as wireless home networks, wireless laptop PCs and enhanced smartphones. This is a key finding of **Fast Forward™**, an independent trend research series by the Toronto-based Solutions Research Group.

According to the research, Canadians at the forefront of this next wave of wireless communications and entertainment make up 16% of the 12+ population, or just over 4 million Canadians. This “mobile class” consists of two sub-groups of nearly equal size: techno-savvy 12-24 year olds who grew up with Internet, and urban professionals 25-49 who place a high value on mobility because of their work and lifestyles.

“Mobility is not about technology, it’s about freedom. The freedom to communicate and be entertained anytime and *anywhere*,” said Kaan Yigit, President of Solutions Research Group and Study Director for Fast Forward. “Just as Internet changed the way we think about interactivity and instant access, new wireless technologies such as WiMax and G3 will change our assumptions about location.”

What do these trend-leading Canadians look like?

- ▶ Their profile parallels that of early adopters of Internet in 1996. There is a slight male skew (56% are male; 44% female) and they are better educated than average (72% with at least some postsecondary vs. 58% average).
- ▶ They are more likely than average to live in BC or Ontario. They are least likely to live in Atlantic Canada and Quebec.
- ▶ Virtually all have cell phones and three-in-four own a laptop. They are three times more likely than average to have a wireless network in the home, a PDA or a wireless device such as a BlackBerry. The 12-24 subgroup are heavy users of text messaging and ringtone downloads.

The study found significant growth in the size of this emerging group, up 50% between 2003 and 2004. Their population is expected to *double* by the year 2007.

“With their newfound independence, these Canadians are ushering in a whole new convergence. As their cell phones behave more like PCs and their laptops lose their wires and add VOIP, everything starts to blur,” said Jeff Vidler, a Partner with Solutions Research Group. “This blurring of boundaries will have a revolutionary impact not only on traditional media, but also on the distributors and carriers.”

The information for this release comes from comprehensive telephone interviews with 1,605 Canadians in May 2004, conducted as part of **Fast Forward™**, Solutions Research Group's syndicated consumer trend research series. The **Fast Forward™** database contains over 10,000 in-depth interviews with Canadians conducted since 1996. To maintain an unbiased perspective, Solutions Research Group funds its own syndicated research.

The sample for the most recent survey statistically reflects the regional and age/sex composition of the Canadian population. The results of the survey are accurate to  $\pm 2.4$  points for the population as a whole, 19 times out of 20.

## **FASTFORWARD™**

This is the third of a series of releases from **Fast Forward™**. Upcoming releases in the will cover trends in digital home, media and entertainment. For more, go to [www.srgnet.com](http://www.srgnet.com)

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