

## SEGMENTATION VARIABLES TABLE

The variables in the “general” column are relevant to any product or service. The variables in the “specific to your offering” column use mobile banking as an example offering.

DEMOGRAPHIC	LIFESTYLE
<b>GENERAL</b>	
Age (younger, older, middle age)	Level of responsibilities/relaxed vs. busy lifestyle
Location (urban, peri-urban, rural, deep rural)	Spontaneous vs. planner
Children (Yes/No)	Stressed vs. relaxed
Proximity to family members	“Connected”/social (Yes/No)
Literacy/numeracy	Entrepreneur (Yes/No)
Income/poverty level	Homemaker (Yes/No)
International monetary transfer recipient (Yes/No)	Has many leisure activities/expenses (Yes/No)
Level of education	Social standing
Employment status	Leadership in community
Type of employment/source of income	
Frequency of income (daily, monthly, unpredictable)	
Has bank account (Yes/No)	
Has mobile wallet (no, mini, standard)	
Has national ID card (Yes/No)	
Has structural barriers to using money transfers (access/convenience)	

BEHAVIORS	ATTITUDES
<b>SPECIFIC TO YOUR OFFERING</b>	
<p>Financially proactive (saves, budgets)</p> <p>Purchases frequency (personal and business)</p> <p>Cell phone use: sends/receives SMS, calls, checks balance, uses USSD menu</p> <p>Proficient with phone (commands, use)</p> <p>Purchases phone recharge frequently (Yes/No)</p> <p>Knowledge of money transfers (none, low, medium, high)</p> <p>Frequency of sending money</p> <p>Frequency of receiving money</p> <p>Amount of transfers (low, medium, high)</p> <p>Level of loyalty to money transfer products (low, medium, high)</p> <p>“Stores” money vs. “saves”</p> <p>Most frequently used transaction type (current money transfer users)</p> <p>Use of internet</p> <p>Use of phone games</p>	<p>Open to learning about new technology</p> <p>Seeks/highly values cost savings with phone use</p> <p>Seeks/highly values promotions with phone use</p> <p>Concerned about safety of carrying money, in general</p> <p>Associations with organization</p> <p>Values convenience (speed) of money transfers</p> <p>Values cost savings of money transfers</p> <p>Has emotional barriers to using money transfers (trust, fear, etc.)</p> <p>Has rational barriers to using money transfers (relevance, perception of benefits, etc.)</p> <p>Optimist/aspirational (Yes/No)</p> <p>Need/desire for prestige (Yes/No)</p> <p>Perception and importance of social norms</p>