

# Attitude and Behavior Surveys

## Consumer



Yankee Group predicts that increased **demand for connectivity will create a \$1 trillion market** by 2012. How can you ensure your company is positioned to take advantage of this opportunity in the face of tough competition? How will the economy impact consumer attitudes, behaviors and spending?

Yankee Group's **Consumer Attitude and Behavior Surveys** probe what consumers and enterprises think and how they will spend their time and money on connectivity-related services, digital media and applications. Using an innovative methodology, our surveys reveal insights that predict future motivations and behaviors, while also providing a monthly pulse of current attitudes. Our surveys probe more than 17,000 consumers in the U.S. and Canada.

How do companies leverage Yankee Group insights to succeed? Our invaluable data helps a range of businesses, including:

- Service providers see how consumers select connectivity services, to be able to identify new and up-sell opportunities, as well as to avoid churn
- Device manufacturers see what motivates and hinders consumer adoption, helping companies tailor current marketing and future product development efforts
- Content providers identify who best to target as customers and partners
- Transaction companies see what drives consumers to select connectivity platforms to better plan future investments

How can you leverage Yankee Group insights to succeed?

Our **Consumer Surveys** Reveal:

- 41% of U.S. consumers are very likely or likely to purchase a multimedia handset with a data plan as their next phone.
- 56% of television viewers are online at the same time, browsing the Web or sending e-mail.
- 82% of Internet video viewers watch TV shows online because they missed the episode on TV.

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## Whyg?


What features make our consumer data the most accurate and insightful?

- ✓ Trusted data from Yankee Group, the global connectivity experts
- ✓ 100% focus on ubiquitous connectivity, which we call Anywhere
- ✓ Large sample sizes allow for month-to-month trending analysis and cross-tabulation between topics
- ✓ Data analysts on hand to help you navigate your data
- ✓ Constantly evolving questionnaire ensures survey stays topical and fresh
- ✓ Customizable to add your own survey questions
- ✓ Monthly deliverables include: PowerPoint analysis, Excel cross-tabs, raw data in SPSS and supporting questionnaire
- ✓ Access to MarketSight, a browser-based cross-tabulation tool

**Yankee Group's view into consumer attitudes, preferences and behaviors is available in two modules. Purchase one to target your specific interest, or buy both to get the full picture.**

**Connectivity Choices** looks at the connectivity decisions consumers make and what trends are emerging from their behavior, including:

- Services in the home: brands, packaging and billing preferences
- Devices in the home: brands, types, when they were purchased, why and buying criteria
- Channels purchased, ratings for channels and how consumers research service and device purchases
- Ratings for each service provider, including an open letter to carriers
- Device focus on HDTV, MP3, routers, mobile phones and gaming consoles
- Services focus on telephony, Internet, TV and mobile
- Migration trends between prepay and postpay, and use of family plans
- Attitudes of kids toward mobile phones
- Attitudes, usage and prejudices and evaluations of VoIP and cord cutting
- Impact of the economy on general and telecom spending



What's Inside the  
Consumer Surveys?

**Digital Experience** looks at the consumption of media and applications once consumers have made connectivity choices, including:

- Awareness and use of high-definition television and video on demand
- Video content usage, Internet protocol television and digital video recorders
- Use of mobile applications from texting to social networking
- Social network access paths, frequency and life impact
- Web browsing usage, locations and site characteristics
- E-mail, instant messaging, voice over Internet protocol, software as service and more
- Content discovery and conversion
- Service brand awareness
- PC backup and security
- Impact of the economy on general and telecom spending

### Go Premium

All Yankee Group survey modules can be customized with a Premium membership. Add your own survey questions, customize your output files and more. Premium means that you will have a solution that is tailor-made to fit your needs. *Contact us for complete details at [info@yankeegroup.com](mailto:info@yankeegroup.com).*

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## About Yankee Group

The people of Yankee Group are the global connectivity experts—the leading source of insight and counsel trusted by builders, operators and users of connectivity solutions for nearly 40 years. We are uniquely focused on the evolution of Anywhere, and chart the pace of technology change and its effect on networks, consumers and enterprises. Headquartered in Boston, Yankee Group has a global presence, including operations in North America, Europe, the Middle East, Africa, Latin America and Asia-Pacific.

Yankee Group Link membership delivers the insight, analysis and tools to help clients navigate the global connectivity revolution. It provides timely, actionable research and data that analyzes the impact immediate and long term that connectivity has and the transformation it will create in driving enterprises and consumers to an Anywhere society. The result is an experience that no other research analyst firm can provide.