

# Consumer Attitude and Behavior Surveys



Yankee Group Consumer Attitude and Behavior Surveys probe what consumers think and how they spend their time and money on mobility-related services, digital media and applications. With responses from more than 12,000 U.S. consumers every year, our surveys reveal insights that predict future motivations and behaviors while also providing a pulse of current attitudes.

Yankee Group surveys are built using a constantly evolving questionnaire, ensuring the content stays topical and fresh. They are delivered in four quarterly waves with a full year of historical data, enabling trending analysis. Each wave of deliverables includes the data in PowerPoint, Excel and SPSS, plus the supporting questionnaire and MarketSight access. Yankee Group's Consumer Attitude and Behavior Surveys are available in two modules: Connectivity Choices and Digital Experience. 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 the trends emerging from their behavior, including:

- Services in the home: brands, packaging and billing preferences
- Devices in the home: brands, types, when purchased, why and buying criteria
- Purchasing channels, channel ratings and how consumers research service and device purchases
- Ratings for each service provider, including an open letter to carriers
- Device focus on mobile phones, smartphones, cellular modems, connected laptops, netbooks and tablets, HDTVs, MP3 players, gaming consoles and more
- Service focus on mobile phone, wireless broadband, wired Internet, subscription TV and land-line telephony
- Parental attitudes toward their children's mobile phones
- Attitudes, usage, prejudices toward and evaluations of VoIP and cord-cutting (phone and TV)
- Impact of the economy on both general and telecom spending

**Digital Experience** looks at the consumption of media and applications after consumers make their connectivity choices, including:

- Use of mobile services (such as texting) and mobile applications (like games)
- Mobile transactions, including mobile banking, mobile commerce and mobile coupons
- Awareness and use of HDTV and video on demand
- Video content, IPTV and digital video recorder usage
- Social network access paths, frequency and life impact
- Web browsing usage, locations and site characteristics
- E-mail, instant messaging, VoIP and more
- Content creation, discovery and consumption
- Brand awareness, including media, retail, service provider and device
- Impact of the economy on both general and telecom spending

## Go Premium

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

**How do companies leverage Yankee Group survey insights to succeed? Our invaluable data helps:**

**Service providers** see how consumers select mobility services, enabling them to better identify new and up-sell opportunities, as well as avoid churn. They also gain insight into consumer perceptions of their competitors' offerings.

**Device manufacturers** see what motivates and hinders consumer adoption, helping them tailor current marketing and future product development efforts.

**Content providers** identify who best to target as customers and partners.