



## European Mobile User Study

Yankee Group predicts the global impact of the mobile revolution across networks, devices and content will total U.S.\$2 trillion by 2015. How can you ensure your company is positioned to take advantage of this opportunity? What products and features do consumers and businesses want? What prices and packages are most appealing? What are their purchase plans for the next year?

Yankee Group's European Mobile User Study delivers a holistic look at the attitudes, preferences and behaviors of European consumers, employees and IT decision-makers. The study gathers feedback from a total of 5,000 consumers and 2,250 employees and IT decision-makers in France, Germany, Italy, Spain and the U.K. It arms mobile industry players with the market insights they need to make better product, pricing and market segmentation decisions.

*How do companies leverage Yankee Group insights to succeed?*

Our invaluable data helps:

**Service providers** understand consumer and enterprise needs and behaviors to better target product development and marketing efforts, including customer satisfaction and intention to churn.

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

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

**Application vendors and integrators** identify how consumer and enterprise applications are being used to better determine future needs.

**Organizations** understand worker attitudes and behaviors to improve employee productivity.

Yankee Group's European Mobile User Study delivers both consumer and enterprise survey results in PowerPoint, Excel and SPSS, along with the supporting questionnaires. In addition, clients can choose the Enhanced package for direct access to Yankee Group's thought-leading analysts through inquiry hours, European Study Insights PowerPoint presentations and client-only webinars.

Our European Mobile User Study has two components: **European Consumer** and **European Enterprise**.

**European Consumer** looks at consumers' mobile service and device decisions, their consumption of media and applications and the resulting industry trends, including:

- Mobile services: brands, packaging and billing preferences
- Use of mobile services (such as texting), mobile applications (like games), Web browsing, e-mail, instant messaging, VoIP and more
- Mobile devices: brands, types, OSs, when purchased, why and buying criteria
- Device preferences and behaviors on mobile phones, smartphones, cellular modems, connected laptops, netbooks, e-readers and tablets
- Service provider satisfaction and customer experience feedback regarding devices, services and applications
- Mobile transactions, including mobile banking, mobile commerce and mobile coupons
- Content creation, discovery and consumption: use of TV/video, music and social networking services

**European Enterprise** probes employees and IT decision-makers for their perspectives on enterprise mobility, including:

- Employees' work habits: work location and productivity trends
- Device source: devices purchased by the employee, the employer or a mix
- Connectivity choices: wireless connection types used, connectivity type selection, connection location and role of wireless broadband in businesses
- Mobile applications and services: mobile applications, M2M
- Managed mobility: managing increasingly complicated mobile networks and employee relationships, appetite for outsourcing
- Carrier satisfaction: satisfaction with voice and data services, service acquisition process, payment for service
- 4G readiness: understanding of 3G/4G, opinions of 4G, perceived 4G leaders

## About Yankee Group

Yankee Group is a research and advisory firm that analyzes the impact of Connected Experiences across networks, devices and content. Headquartered in Boston, Yankee Group has a global presence, including operations in Europe, the Middle East, Africa, Latin America and Asia-Pacific.

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