

Attitude and Behavior Surveys

Anywhere Consumer

Yankee Group predicts that increased demand for connectivity will create a nearly \$1 trillion market by 2013. 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 Anywhere Consumer Attitude and Behavior Surveys probe what consumers think and how they 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 every year.

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

Service providers see how consumers select connectivity services to better identify new and up-sell opportunities, as well as avoid churn

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

Transaction companies see what drives consumers to select connectivity platforms, enabling them to better plan future investments

How can you leverage Yankee Group insights to succeed? Our Consumer Surveys reveal:

- 33 percent of smartphone owners use their device to do in-store price comparisons, and of those, two-thirds use price comparison Web sites. Nearly half of those who use their smartphones to compare prices end up going to a different store or buying online.
- 56 percent of consumers buy their telecom bundles through a call center, despite operator attempts to push service onto the Web.
- More than half of consumers looking to cut their mobile phone service costs choose to reduce service rather than renegotiate.

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
- ✓ Twelve months of historical data delivered with each wave, enabling trending analysis and cross-tabulation between topics
- ✓ Data analysts on hand to help you navigate your data
- ✓ Constantly evolving questionnaire, ensuring survey stays topical and fresh
- ✓ Customizable, enabling you to add your own survey questions and segmentations
- ✓ Deliverables include data in Excel, PowerPoint and SPSS, as well as supporting questionnaire
- ✓ Access to MarketSight, a browser-based cross-tabulation and data visualization tool



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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
- 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 data cards, high-definition televisions (HDTVs), MP3 players, routers, mobile phones, netbooks, gaming consoles and more
- Services focus on mobile, wireless broadband, fixed broadband, TV and telephony
- Parental attitudes toward their kids' mobile phones
- Attitudes, usage, prejudices toward and evaluations of VoIP and cord cutting
- Impact of the economy on general and telecom spending

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

- Awareness and use of HDTV and video on demand
- Video content, IPTV and digital video recorder usage
- 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, VoIP, software-as-a-service usage and more
- Content discovery and conversion
- Service brand awareness
- Impact of the economy on general and telecom spending



What's Inside the
Consumer Surveys?

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.

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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 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 Europe, the Middle East and 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 analyzing the immediate and long-term impact of connectivity and how it will drive enterprises and consumers toward an Anywhere society. The result is an experience that no other research firm can provide.