Forrester's 2009 Global Consumer Technographics Survey Schedule

SCHEDULE SUBJECT TO CHANGE

SYNDICATED SURVEYS: Access to survey data is part of the Consumer Technographics subscription. While Forrester analysts are the primary authors of these surveys, we welcome client input on topics and survey drafts. Clients receive survey drafts prior to fielding.

Jump to:

Survey Schedules
North America
Hispanic
Latin America
European
Asia Pacific

Survey Topics
North America
Hispanic
Latin America
European
Asia Pacific

North America Survey Schedule – USA and Canada

Back to Top

Survey Name/Topic	Targeted Field Date	Sample	Methodology	Population	Date Data Available
North American – Post-Holiday Retail	Q1	1,000 US individuals	Online	Randomly drawn from MarketTools' online panel	Q1
North American – Travel	Q1	4,500 US individuals	Online	Randomly drawn from MarketTools' online panel	Q1
North American – Q1 Omnibus Online	Q1	5,000 US individuals	Online	Randomly drawn from MarketTools' online panel	Q1
North American – Retail	Q1	4,500 US individuals	Online	Randomly drawn from MarketTools' online panel	Q2
North American – Banking	Q1	4,500 US individuals	Online	Randomly drawn from MarketTools' online panel	Q2
North American – Healthcare	Q1	4,500 US individuals	Online	Randomly drawn from MarketTools' online panel	Q2
North American – Emerging Uses of Technology	Q1	4,500 US individuals	Online	Randomly drawn from MarketTools' online panel	Q2
North American - Benchmark (fielded annually)	Q1	50,000 North American respondents, representative of hh and individuals	Mail	Randomly drawn from TNS' panel	Q2
North American – Affluent, with focus on Financial Services	Q2	1,000 US individuals	Online	Randomly drawn from MarketTools' online panel	Q2
North American – Interactive Marketing	Q2	4,500 US individuals	Online	Randomly drawn from MarketTools' online panel	Q2
North American – Media and Advertising	Q2	4,500 US individuals	Online	Randomly drawn from MarketTools' online panel	Q2
North American – Youth	Q2	4,500 US individuals ages 12-17	Online	Randomly drawn from MarketTools' online panel	Q2
North American – Q2 Omnibus Mail	Q2	10,000 US respondents, representative of hh and individuals	Mail	Randomly drawn from TNS' panel (a sub-sample of the Benchmark sample)	Q2

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North America Survey Schedule – USA and Canada continued…

Back to Top

Survey Name/Topic	Targeted Field Date	Sample	Methodology	Population	Date Data Available
North American – Telecom & Devices	Q2	5,000 Canadian individuals	Online	Randomly drawn from MarketTools' online panel	Q3
North American – Mobile and Telecom	Q2	4,500 US individuals	Online	Randomly drawn from MarketTools' online panel	Q3
North American – Retail	Q3	4,500 US individuals	Online	Randomly drawn from MarketTools' online panel	Q3
North American – Investments and Insurance	Q3	4,500 US individuals	Online	Randomly drawn from MarketTools' online panel	Q3
North American – Entertainment & Media	Q3	4,500 US individuals	Online	Randomly drawn from MarketTools' online panel	Q3
North American – Benchmark Re-contact (Various topics)	Q3	10,000 North American respondents, representative of hh and individuals	Mail	Randomly drawn from TNS' panel (a sub-sample of the Benchmark sample)	Q3
North American – Q3 Omnibus Online	Q3	5,000 US individuals	Online	Randomly drawn from MarketTools' online panel	Q3
North American – Q3 Omnibus Online	Q3	5,000 Canadian individuals	Online	Randomly drawn from MarketTools' online panel	Q3
North American – Financial Services and Media & Marketing	Q3	5,000 Canadian individuals	Online	Randomly drawn from MarketTools' online panel	Q3
North American – Marketing & Mobile Internet	Q3	4,500 US individuals	Online	Randomly drawn from MarketTools' online panel	Q4
North American – Digital Home	Q3	4,500 US individuals	Online	Randomly drawn from MarketTools' online panel	Q4
North American – Pre-Holiday Retail	Q4	1,000 US individuals	Online	Randomly drawn from MarketTools' online panel	Q4
North American – Customer Experience	Q4	4,500 US individuals	Online	Randomly drawn from MarketTools' online panel	Q4
North American – Payments and Financial Products	Q4	4,500 US individuals	Online	Randomly drawn from MarketTools' online panel	Q4
North American – Travel & Automotive	Q4	4,500 US individuals	Online	Randomly drawn from MarketTools' online panel	Q4
North American – PC and Gaming	Q4	4,500 US individuals	Online	Randomly drawn from MarketTools' online panel	Q4
North American – Q4 Omnibus Online	Q4	5,000 US individuals	Online	Randomly drawn from MarketTools' online panel	Q4

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Hispanic Survey Schedule

Back to Top

Survey Name/Topic	Targeted Field Date	Sample	Methodology	Population	Date Data Available
Hispanic – Q1 Phone Survey (Media and Marketing)	Q1	3,000 Hispanic-American individuals	Phone	Randomly selected via Random Digit Dial	Q2
Hispanic – Youth	Q2	1,000 US Hispanic individuals ages 13-17	Online	Randomly drawn from Luth's online panel	Q2
Hispanic – Q2 Omnibus Online	Q2	2,500 Hispanic-American individuals	Online	Randomly drawn from MarketTools' online panel	Q2
Hispanic – Q3 Online	Q3	3,000 US Hispanic individuals	Online	Randomly drawn from Luth's online panel	Q3
Hispanic – Q4 Phone Survey (Consumer Technology)	Q4	2,500 US Hispanic individuals	Phone	Randomly selected via Random Digit Dial	Q4

Latin America Survey Schedule – Mexico and Brazil

Back to Top

Survey Name/Topic	Targeted Field Date	Sample	Methodology	Population	Date Data Available
Latin American Benchmark Survey	Q3	6,0000 individuals from Mexico and Brazil	Face to Face	Stratified Random Intercept Methodology by TNS	Q4
Latin American – Q4 Online Survey	Q4	4,000 individuals from Mexico and Brazil	Online	Randomly drawn from Livra's online panel	Q4

European Survey Schedule – UK, France, Germany, Italy, Spain, Netherlands, Sweden and Poland

Back to Top

Survey Name/Topic	Targeted Field Date	Sample	Methodology	Population	Date Data Available
Europe - Benchmark (fielded annually)	Q2	24,000 European individuals	Mail	Randomly drawn from TNS' access panel	Q2
Europe – Media, Marketing, & Social Computing	Q3	14,000 European individuals (12 and older)	Online	Randomly drawn from IPSOS' online access panel	Q3
Europe – Retail, Customer Experience, & Travel	Q3	14,000 European individuals	Online	Randomly drawn from IPSOS' online access panel	Q3
Europe – Consumer Technology	Q4	14,000 European individuals	Online	Randomly drawn from IPSOS' online access panel	Q1 2010
Europe – Financial Services	Q4	14,000 European individuals	Online	Randomly drawn from IPSOS' online access panel	Q1 2010

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Asia Pacific Survey Schedule – India, China (incl. Hong Kong), Japan, South Korea and Australia

Back to Top

Survey Name/Topic	Targeted Field Date	Sample	Methodology	Population	Date Data Available
Asia Pacific – Bi-annual Benchmark (Various Topics)	Q2	7,600 Asia Pacific Individuals	Phone (China)/In-Person(India)/Online (Japan, South Korea, Australia)	Randomly drawn from TNS' panel	Q2
Asia Pacific – Bi-annual Benchmark (Various Topics)	Q4	7,600 Asia Pacific Individuals	Phone (China)/In-Person(India)/Online (Japan, South Korea, Australia)	Randomly drawn from TNS' panel	Q1 2010

Survey Topics on the next page >>

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NORTH AMERICAN TOPICS

Back to Top

TOPICS SUBJECT TO CHANGE

Automotive

Benchmark Survey, available in Q2

- Vehicle ownership for 34 automotive brands
- Type of vehicle purchased or leased most recently
- Hybrid vehicle ownership
- Purchase or lease intent on next vehicle

Travel and Automotive Online Survey, available in Q4

- Auto brand(s) owned
- Auto model(s) owned
- How consumers research auto brands/cars online
- Fuel economy and green attitude questions
- Type of car currently owned (SUV, sedan, etc.)
- GPS and other in-car electronics (ad option, attitudes towards them)

Customer Experience

Benchmark Re-contact Survey, available in Q3

- Cross-channel interactions
- Qualities that consumers find most important in a company by industry

Marketing and Mobile Internet Online Survey, available in Q4

- Use of mobile Internet and types of Web sites
- Problems with usability of mobile Web sites
- Motivations that drive usage of mobile Web sites
- Cross-channel satisfaction

Customer Experience Online Survey, available in Q4

- Rating the usability (how easy was it to work with this firm?) usefulness (how effective was the firm at meeting your needs?) and enjoyability (how enjoyable was your interaction with the firm?) of specific brands by industry
- Likelihood of considering specific firms for next purchase, likelihood of switching business away from these firms
- Satisfaction with the web, phone and in-store channels for listed firms.
- Factors that drive consumers to do business with companies.

Consumer Technology

Benchmark Survey, available in Q2

- Device ownership
- Paid television services and provider
- Local, wireless, and LD phone provider
- Telecommunications spend
- Wireless data service use
- Technology brands
- PCs and peripherals — operating system, printer, activities used for, etc.

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NORTH AMERICAN TOPICS continued…

Emerging Uses of Technology Online Survey, available in Q2

- Green uses of technology
- Seniors uses of technology
- WiMAX
- Security and privacy - attitudes and adoption
- Home based businesses
    - What do they look like (web site? size, revenue, tax ID, etc)
    - What technology do they use
    - What did they spend/will they spend for SW and HW
    - What do they use for Telco and how do they buy
    - What type of solutions do HBBs use for common tasks (finance, taxes, contact mgmt, etc)

Youth Online Survey, available in Q2

- Device ownership and use
- Mobile phones — content, usage, mobile internet
- Video game playing

Telecom and Devices Online Survey, available in Q3

- Device ownership and use
- Which telecom companies do you use
- Service bundling (triple, quad play)

Benchmark Re-contact Survey, available in Q3

- Photo / Digital camera activities (sharing, printing)
- In home services (e.g. professional installation, Geek Squad)
- Size and type of last and next TV bought
- In depth look at HDTV service and TV sets
- Familiarity/use of VOD and DVRs
- Mobile phone content
- Mobile phone handsets

Mobile and Telecom Online Survey, available in Q4

- Mobile internet
- Mobile content – applications; mapping/navigation
- Which telecom companies do you use
- How satisfied are you with your service providers generally? How satisfied are you with their customer service?
- Service bundling (triple, quad play)
- Service switching
- Research and purchase of telecom services

Digital Home Online Survey, available in Q4

- Home network depth: adoption; interest in home networking applications, how installed home network, companies consumers will use to set up and maintain a home network, why customers do not have a home network
- Digital assets
- How do people move (or want to move) content around the home
- What will people want to do with home networks in the future
- Mobile interactions with the digital home (e.g., setting DVR with a mobile phone)

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PC and Gaming Online Survey, available in Q4

- Touchscreen use and interest
- Netbook use and interest
- Software
- Connected consoles
- PC/Console/Online gaming

Financial Services

Benchmark Survey, available in Q2

- Which banks and brokerages consumers use
- Which financial products respondents currently own
- Which insurance companies consumer currently have policy(ies) with
- Frequency of online financial activity, including online banking, bill pay, and investment activity.
- Frequency of financial product research and applications — both online and offline — for insurance and loan products.
- In-depth analysis of research and application channel used for financial products
- Attitudes regarding overall personal finances
- Attitudes regarding investing

Banking Online Survey, available in Q2

- Checking and account providers (all & primary)
- Customer Advocacy for primary checking account provider
- Bank loyalty
- Use, interest, and satisfaction of online banking
- Use, interest, benefits and obstacles towards mobile baking
- Channel preferences based on types of transactions
- Satisfaction and use of the web across channels
- Small business owners and their banking needs

Affluent Online Survey, available in Q2

- Which investment firms affluent consumers use
- Satisfaction with channels used when contacting financial advisors
- Interest in online interaction tools with financial advisors
- Attitudes about financial advisors
- Frequency of contact with financial advisors
- Attitudes toward account aggregation tools
- How consumers assess their firm's Web site

Investments and Insurance Online Survey, available in Q3

- Investor attitudes and self-directedness drivers
- Investment providers (all & primary)
- Investment channel preferences and web usage
- Customer Advocacy for primary investment provider
- Ownership and interest in insurance products
- Insurance providers (all & primary)
- Customer Advocacy for primary insurance provider
- Retirement attitudes
- How qualified firms and insurers are for retirement issues
- Use of and interest in advisors for financial decisions

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Finance and Media/Marketing Online Survey, available in Q3

- Which banks and brokerages consumers use
- Which financial products respondents currently own
- Investment providers (all & primary)
- Insurance providers (all & primary)
- Credit and debit card providers/issuers
- Ownership and use of credit and debit cards

Benchmark Re-contact Survey, available in Q3

- Which banks and brokerages consumers use
- Which channels consumers used to purchase financial products, and what their experience was with each channel
- Customer advocacy by banks, brokerages, insurers, and credit card providers
- Reasons why consumers choose one brokerage over another when opening a brokerage account.
- Attitudes about and satisfaction with financial advisors
- Willingness to perform financial functions online
- Trends in account opening in banking and investment firms
- Financial attitudes and market-oriented attitudes
- Consumer interest in "pay as you drive" auto insurance

Payments and Financial Products Online Survey, available in Q4

- Credit and debit card providers/issuers
- Ownership and use of credit and debit cards
- Customer advocacy for primary credit card provider/issuer
- Use, interest, benefits and obstacles towards alternative payments
- Use, benefits and obstacles of online bill pay
- Use, benefits and obstacles of eStatements
- Use of financial product applications
- Online financial research
- Interest in mobile-as-payment

Healthcare & Pharma

Benchmark Survey, available in Q2

- Research sources used for health-related information/questions
- Frequency of online/offline healthcare-related activities
- Major diseases – diagnosed & whether treating
- Prescription medications currently taking
- Primary healthcare provider
- Purchasing source for primary healthcare provider
- Insurance status and type of coverage

Healthcare Online Survey, available in Q2

- Activities regarding prescription drugs (e.g., level of online Rx drug research, purchasing)
- Consumer enrollment in types of health coverage (e.g., PPO, HMO, POS, CDHP) and insurance state
- Consumer enrollment in HSA/HRA/FSA
- Consumer attitudes towards health and benefits
- Consumer attitudes and satisfaction towards health insurers
- Awareness and use of online decision support tools and granularity around specific healthcare content – features desire, perceived value and effectiveness, etc.
- Adoption of personal health records
- Adoptions and attitudes towards consumer directed health plans
- Social computing in healthcare

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NORTH AMERICAN TOPICS continued…

Benchmark Re-contact Survey, available in Q3

- Healthcare coverage
- Health risk assessment adoption and behaviors
- Health plan satisfaction levels
- Consumer attitudes towards health and healthcare

Media & Marketing

Benchmark Survey, available in Q2

- Media brand usage — TV networks, print media, Web sites
- Time spent using various types of media
- Online activities (e.g., email, social networking sites, classifieds)
- Product and lifestyle attitudes re: advertising, branding, products

Interactive Marketing Online Survey, available in Q2

- Social technology adoption
- How consumers use social technologies
- Microblogging
- Blogs read
- Online community participation
- Social network activities
- Trust in social media and online content
- How often consumers visit social Web sites
- Attitudes toward social media marketing
- Finding influential consumers
- Who influences consumers' purchases
- Post ad activities – What have you done after viewing an ad
- Mobile search
- Mobile activity adoption and interest
- How mobile consumers respond to marketing promotions
- Mobile advertising
- What motivates consumers with email
- How email subscribers influence others
- What online ad formats work
- How consumers want to interact with brands online
- How consumers find web sites
- Attitudes toward marketing

Media and Advertising Online Survey, available in Q2

- Print and subscription media
- General media habits and attitudes
- Advertising from trusted media brands
- Attitudes towards digital out-of-home advertising
- Multitasking online
- Trust in research sources before purchase
- Paid vs. free search
- Employee Brand Advocacy
- Digital Brands
- Shopper Marketing
- The CPG consumer and the web

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NORTH AMERICAN TOPICS continued…

Youth Online Survey, available in Q2

- Social technology adoption
- Social network activities
- How often consumers visit social Web sites
- How consumers want to interact with brands online
- Multitasking online
- How consumers find web sites
- Attitudes toward marketing

Finance and Media/Marketing Online Survey, available in Q3

- Social technology adoption

Benchmark Re-contact Survey, available in Q3

- Consumer attitudes on advertising and trust in ads
- Attitudes towards advertising
- Ad-blocking technology adoption

Entertainment and Media Online Survey, available in Q3

- Online video
- Music and MP3 usage
- Cross-channel media consumption
- Set Top boxes and customized media consumption

Marketing and Mobile Internet Online Survey, available in Q4

- The email subscription factor – Average number of companies consumers read emails from; types of companies consumers receive emails from
- Email preference: What are consumers looking for in emails from companies overall?
- Reasons and motivations behind why consumers sign up for emails
- Consumer privacy and data sharing
- Corporate responsibility
- Green marketing and design

Retail

Post-Holiday Retail Online Survey, available in Q1

- Total holiday spend and online spend
- Economic concerns and effect on spending at various retail outlets (online, mall, discount, luxury, etc.)
- Timeliness of shipments and satisfaction with various shippers
- Value of gift cards redeemed and amount spent above face value
- Online shopping complications during the holiday season
- Research sources used during the holiday shopping season

Retail Online Survey, available in Q2

- Economic concerns and effect on spending at various retail outlets (online, mall, discount, luxury, etc.)
- Online shopping attitudes
- Spend by channel (online, catalog, TV, physical store, phone)
- Retailers shopped at online during the past 3 months

NORTH AMERICAN TOPICS continued…

- Product categories purchased online during the past 3 months
- Product page features used and perceived value
- Direct-to-consumer interest
- Multichannel retail (research online, purchased offline)
- Familiarity with and use of in-store technologies (e.g., kiosks, self-checkout)
- Use of alternative payments and attitudes towards these payment solutions
- Use of comparison shopping sites

Benchmark Survey, available in Q2

- Retailers shopped at during the past 30 days
- Types of retail outlets shopped at during the past 30 days and amount spent
- Product categories purchased online during the past 30 days
- Amount spent online during the past 30 days
- Online shopping tenure
- Attitudes toward product purchasing

Youth Online Survey, available in Q2

- Online purchase spend
- Types of products purchased

Retail Online Survey, available in Q3

- The effect of consumers' personal financial situation and the overall economy on their retail shopping behavior
- Online spend for various product categories
- Online purchasing on manufacturer Web sites by product category
- Mobile device usage for retail transactions
- Multichannel retail (buy online, pick up in store)
- Online merchandising features that are important to consumers
- The effect of online sales tax on purchasing behavior
- Shipping preferences
- Usage of portal/search sites and effectiveness of these sites for various tasks
- Resources used to consumer media
- Interest in features for news Web sites
- Social shopping (comparison shopping sites and search engines, online communities, blogs, etc.)
- Green shopping (purchasing envi-friendly products and services)

Benchmark Re-contact Survey, available in Q3

- Retailers shopped with online/offline during the past 3 months
- Amount spent in various product categories during the past 3 months
- Estimate of percent of spending for each product category transacted online
- Online shopping attitudes
- Economic concerns and effect on spending at various retail outlets (online, mall, discount, luxury, etc.)

Pre-Holiday Retail Online Survey, available in Q4

- Projected holiday spending (online, offline, total)
- Shipping options preferences
- Popular additional holiday services (e.g., gift wrapping, personalization, etc.)
- Online shopping attitudes
- The drivers of online and holiday shopping

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Travel

Travel Online survey, available in Q1

- Number of leisure and business trips
- Number of leisure and business trips involving air, hotel, rental car, cruise, package (cruise/package - leisure only)
- Leisure and business travel spending
- Amount of leisure and business travel researched/purchased online
- Leisure traveler social computing activities
- Leisure traveler motivation behind contributing social media content
- Types of travel products researched and purchased online
- Channels used to research and purchase leisure travel
- Travel-related social computing activities
- Attitudinal statements about quality-focused travelers/willingness to pay more
- Attitudinal statements about using the Internet to plan and buy travel
- Traveler economic outlook
- Traveler feelings toward being valued customers
- Reasons for using search engines to research travel online
- Traveler mobile phone ownership and travel-related usage
- Attitudinal statements about travel-related mobile data services usage
- Brand usage for air, hotel, and OTAs
- Types of airline fees paid by travelers (fees to check baggage, fees for meals and snacks, etc.)
- Traveler preference in payment options for airline fees
- Understanding traveler willingness to pay more for hotel travel products/services (early check-in privileges, upgraded bathroom amenities, etc.)

Benchmark Survey, available in Q2

- Number of leisure trips and/or business trips taken
- Number of leisure trips and/or business trips taken involving air, rental car, hotel
- Amount of leisure travel researched and purchased online (booker/looker/sideliner).
- Attitude statements about quality-focused travelers/willingness to pay more

Benchmark Re-contact Survey, available in Q3

- Number of leisure trips and/or business trips taken
- Number of leisure trips and/or business trips taken involving air, rental car, hotel
- Amount of leisure travel researched and purchased online (booker/looker/sideliner).
- Attitude statements about quality-focused travelers/willingness to pay more

Travel and Automotive Online Survey, available in Q4

- Number of leisure trips
- Number of leisure trips involving air, car rental, hotel, cruise, package
- Number of business trips
- Number of business trips involving air, car rental, hotel, cruise, package
- Traveler economic outlook
- Leisure trip purpose and travel spending
- International travel versus domestic travel
- How the cost of airfare will affect future travel behavior
- Channels used to research and purchase leisure travel
- How much leisure travel researched, purchased online (leisure looker/booker/sideliner)
- Types of leisure travel researched, purchased online (e.g., airline tickets researched online)
- Traveler mobile phone ownership and satisfaction with travel-related mobile data services
- Brand usage for air, hotel, cruise
- Travelers feelings toward customer feedback and the methods used to collect feedback
- Attitudinal statements about understanding the true cost of flights and hotel stays

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NORTH AMERICAN TOPICS continued…

- Attitudinal statements about using self-service check-in methods
- Hotel and flight self-service check-in usage
- Satisfaction with online hotel content and photos
- Understanding traveler willingness to pay more for flight services (in-seat power, expedited baggage delivery, etc.)
- Understanding traveler willingness to pay less for flight services (savings for being the last to board, savings for sitting in a middle seat, etc.)
- Travel review Web site brand usage and satisfaction
- Leisure traveler usage and interest in travel-related video

Hispanic topics on the next page >>

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HISPANIC-AMERICAN TOPICS

Back to Top

TOPICS SUBJECT TO CHANGE

Consumer Technology

Q1 Phone Survey, available in Q2

- Device Adoption

Youth Online Survey, available in Q2

- Device ownership and use
- Mobile phones – content, usage, mobile internet
- Video game playing
- Media consumption

Q4 Phone Survey, available in Q4

- Mobile activities
- Mobile carrier
- Handset provider
- Use of mobile for international calls
- Use of mobile content
- Wireless Internet access
- PC penetration
- PC brands
- PC activities
- Netbook penetration

Financial Services

Adult Online Survey, available in Q3

- Online financial transactions
- Financial product ownership
- Bank relationships
- Mobile banking and mobile purchase behaviors

Media & Marketing

Q1 Phone Survey, available in Q2

- Time spent in different media
- Media time in Spanish
- Social technology adoption
- Frequency of online activities
- Online portals used for search and non-search
- Online entertainment, social, and media sites visited
- Marketing attitudes
- Attitudes towards Hispanic and Spanish-language marketing

Youth Online Survey, available in Q2

- Social technology adoption
- Social network activities

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HISPANIC-AMERICAN TOPICS continued…

- How often consumers visit social Web sites
- How consumers want to interact with brands online
- Multitasking online
- How consumers find web sites
- Attitudes towards marketing
- Online activities – including social computing, social networking, blogging, RSS, podcasts

Adult Online Survey, available in Q3

- Search behaviors and preferences
- Language usage in search

Retail

Youth Online Survey, available in Q2

- Online purchase spend
- Types of products purchased

Adult Online Survey, available in Q3

- Effect of economy on retail spend
- Retailer brands purchased from by channel
- Products purchased by channel

European topics on the next page >>

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EUROPEAN TOPICS

Back to Top

TOPICS SUBJECT TO CHANGE

Consumer Technology

Benchmark Survey, available in Q2

- Technology adoption as well as intention of purchase across 30 product categories such as: DVD player, home theatre, PC, photo printers, scanners, digital camera, etc…
- Consumer Electronics brands: awareness, usage, affinity
- PC ownership and usage: number of PCs in household, activities done on PC
- Mobile ownership and usage: main handset features, mobile services used on a regular basis, interest in mobile services
- Broadband penetration across countries; choice of ISPs
- Home networks ownership and usage
- Triple play: awareness, usage and intention to purchase
- VoIP: awareness, usage and purchase intention

Media, Marketing and Social Computing survey, available in Q3

- Device Ownership, usage and future interest
- Device convergence

Consumer Technology Online Survey, available in Q1 2010

- Brand awareness, usage, and affinity
- Device Ownership, usage and future interest
- Usage of online services and future interest
- Knowledge and interest in new technologies
- The state of the digital home (wireless uptake, bluetooth use, devices connected)
- Usage of and satisfaction with mobile Internet
- Social media (access to social networks, blogs, forums etc) via mobile phone
- Device convergence
- The role of the Internet in the purchase cycle for devices/mobile handsets/ mobile subscriptions
- Audio and video streaming
- Home networks ownership and usage

Financial services

Benchmark Survey, available in Q2

- Financial products ownership – across 13 categories from current accounts to home insurance
- Financial products researched and bought online – across 13 categories from current accounts to home insurance
- Online banking
- Savings and investment management
- Finance consumer segmentation
- The customer journey applied to finance

Retail, Customer Experience and Travel Online Survey, available in Q3

- Online payments: awareness and usage

Financial Services Online Survey, available in Q1 2010

- Financial products ownership – 13 categories covered from current accounts to home insurance.
- Financial products researched and bought online – 13 categories covered from current accounts to home insurance

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EUROPEAN TOPICS continued…

- Motivations and obstacles to online finance
- Online banking transactions
- Mobile banking
- Online insurance
- Customer advocacy segmentation

Internet access and usage

Benchmark Survey, available in Q2

- Frequency of going online and time spent online
- Online tenure
- Internet connection type (broadband vs. narrowband)
- Home network ownership and usage
- Shared interest sites: bulletin boards, newsgroups.
- Online activities: from using free Web-based mail to visiting government agency sites
- Online communication: Instant messenger, peer-to-peer website, forums

Marketing and Media

Benchmark Survey, available in Q2

- Number of hours per week spent on various media (reading newspapers, reading magazines, watching TV, listening to the radio, using Internet).
- Top 3 media sources used to obtain information on topics like news, business news, sports news, holiday, personal finance, …
- Trust in various types of advertising/ promotion (ads in magazines, ads in newspapers, ads on radio, ads on TV, banner ads, text ads on mobile phone)
- Use of social media (RSS, podcasting)

Media, Marketing and Social Computing survey, available in Q3

- Overall media consumption
- Social networking (podcasts, blogs, RSS)
- Usage and trust of (online) advertising and content
- Email marketing
- Mobile marketing

Retail

Benchmark Survey, available in Q2

- Shopping attitudes and behaviors
- Online spending figures and frequency of purchase in different product categories
- Cross channel purchasing and comparison of shopping behaviors
- Impact of broadband adoption on online retail
- Multichannel retail: channel used (i.e. shop, Internet, catalogue) to buy various categories
- Methods of payment for online purchases

Retail, Customer Experience and Travel Online Survey, available in Q3

- Shopping attitudes and behaviors
- Impact of social computing on online retail
- Online/offline buying conversion rate
- Media sources used prior to purchase
- Products category bought online
- Online payment methods
- Motivation and obstacle to online shopping

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- Consumer reviews

Travel

Benchmark Survey, available in Q2

- Number of leisure trips in past 12 months
- Number of business trips in past 12 months
- Channel used to research and book leisure trips in past 12 months
- Leisure travel product categories researched and booked in past 12 months

Retail, Customer Experience and Travel Online Survey, available in Q3

- Impact of the internet on planning, researching and booking leisure travel

Asia - Pacific topics on the next page >>

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ASIA-PACIFIC TOPICS

BACK TO TOP

TOPICS SUBJECT TO CHANGE

Consumer Technology

Asia-Pacific Q1 Benchmark Survey, available in Q2

- Mobile phone ownership
- Wireless data use and activities
- Wireless content purchasing by type
- Mobile phone features
- Mobile service and handset provider – focus on top international brands
- PC type and brand ownership
- PC purchase and usage location
- PC purchase intent and pricing
- Barriers to PC purchase for non-PC households
- PC activities
- Software application usage
- Device Ownership
- Devices used to connect to the Internet

Asia-Pacific Q3 Benchmark Survey, available in Q1 2010

- Mobile Internet usage
- Device ownership

Financial services

Asia-Pacific Q1 Benchmark Survey, available in Q2

- Online financial activities (i.e. check or trade stock, mutual fund, or bond quotes; pay bills; check bank or brokerage accounts; make transfers between bank accounts)
- Online financial purchasing and researching channels (For Japan, South Korea, and Australia only)
- Payment method for online purchases

Asia-Pacific Q3 Benchmark Survey, available in Q1 2010

- Financial Product Purchase

Internet access and usage

Asia-Pacific Q1 Benchmark Survey, available in Q2

- Online frequency and tenure
- Online location
- Internet connection type
- Barriers to Internet adoption and intent to go online for offline only adults
- Online Activities: Includes several activities for communication (i.e. social technologies), entertainment, retail, travel, and finance
- Search Engines

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ASIA-PACIFIC TOPICS continued…

Asia-Pacific Q3 Benchmark Survey, available in Q1 2010

- Online frequency and tenure
- Online language preference
- Internet connection type
- Online content trust
- Web sites visited

Marketing and Media

Asia-Pacific Q1 Benchmark Survey, available in Q2

- Number of hours per week spent on various media (reading newspapers, reading magazines, watching TV, listening to the radio, using Internet).

Asia-Pacific Q3 Benchmark Survey, available in Q1 2010

- Web sites visited
- Advertising attitudes
- Media trust
- Online activities (e.g., email, wide variety of social computing activities)

Retail

Asia-Pacific Q1 Benchmark Survey, available in Q2

- Products purchased in the last three months
- Payment method for online purchases

Asia-Pacific Q3 Benchmark Survey, available in Q1 2010

- Online purchasing tenure
- Amount spent online for online shopping
- Products researched online in the last three months by category
- Products purchased online in the last three months by category

Travel

Asia-Pacific Q1 Benchmark Survey, available in Q2

- Number of leisure trips in past 12 months (and those taken by air)
- Number of business trips in past 12 months (and those taken by air)
- Penetration that research or purchase travel online

Asia-Pacific Q3 Benchmark Survey, available in Q1 2010

- Number of leisure trips in past 12 months (and those taken by air)
- Number of business trips in past 12 months (and those taken by air)
- Penetration that research or purchase travel online
- Online resources used for travel planning for both leisure and business
- Travel planning and purchasing attitudes

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LATIN AMERICAN TOPICS

Back to Top

Consumer Technology

Latin American Benchmark Survey, available in Q4

- PC (desktop, laptop, netbook) penetration; brand; activity usage
- Online (via PC and mobile) penetration; connection type; ISP provider
- When “offline” people plan to go online, if ever; Why “offline” people don’t go online
- Device penetration
- Digital camera penetration; brand; photo/video activity usage
- Mobile phone penetration; brand; provider; features; activity usage; when on plans to switch their phone
- Landline phone service provider

Latin American Online Survey, available in Q4

- General device adoption
- Internet security solutions and privacy

Financial Services

Latin American Online Survey, available in Q4

- Financial attitudes
- Online financial behaviors
- Financial products owned and payment methods used
- Banking providers, types of products owned at each banking provider, and banking advocacy
- Mobile banking and banking alerts – use it and interest in using these features

Marketing

Latin American Benchmark Survey, available in Q4

- General online activities that people do at least monthly

Latin American Online Survey, available in Q4

- Detailed look at online activities
- How people use social networks and expect to interact with companies/brands on social networks/blogs/forums
- How people respond to online advertisements
- What information sources do people trust
- How people use cell phones for social media activities, to interact with companies, receive discounts, & respond to online ads

Media

Latin American Online Survey, available in Q4

- Media consumption
- Social media sites used
- How people find web sites
- Number and type of emails have; how people communicate with others besides email
- Search/portal sites people use; how frequently they use them
- Types of topics people read online

Retail

Latin American Benchmark Survey, available in Q4

- Retail products purchased offline and online in the past 3 months
- Retail spend offline and online in the past 3 months
- Retailers shopped at in the past 30 days

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To contact your data advisor to request a custom data cut, please email us using the web form

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