



Forrester's 2010 Global Consumer Technographics Survey Schedule

SCHEDULE SUBJECT TO CHANGE

SYNDICATED SURVEYS: Access to survey data is part of the Consumer Technographics subscription. While the Technographics team primarily writes the surveys, we welcome client input on topics and survey drafts. Clients receive survey drafts prior to fielding.

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 – Q1 Omnibus Online	Q1	5,000 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	Q2
North American - Benchmark (fielded annually)	Q1/Q2	40,000 North American respondents, representative of hh and individuals	Mail	Randomly drawn from TNS' access panel	Q2
Europe - Benchmark (fielded annually)	Q1/Q2	24,000 European individuals	Mail	Randomly drawn from TNS' access panel	Q2
Asia Pacific – Benchmark (fielded annually)	Q1/Q2	7,200 Asia Pacific Individuals	In Person Interview (India); Phone (all other countries)	Randomly selected via Random Digit Dial by TNS	Q2
Latin American – Benchmark (fielded annually)	Q1/Q2	6,000 individuals in Mexico and Brazil	In Person interview	Multi-stage stratified random intercept method by TNS	Q2
Hispanic – Benchmark (fielded annually)	Q2	3,000 Hispanic-American individuals	Phone	Randomly selected via Random Digit Dial by TNS	Q2
North American – Online Benchmark	Q2	25,000 US individuals	Online	Randomly drawn from MarketTools' online panel	Q2
North American – Retail Online Benchmark Recontact	Q2	4,000 US individuals	Online	Randomly drawn from MarketTools' online panel (a subsample of Online Benchmark sample)	Q2
North American – Interactive Marketing Online Benchmark Recontact	Q2	4,000 US individuals	Online	Randomly drawn from MarketTools' online panel (a subsample of Online Benchmark sample)	Q2
North American – Finance Online Benchmark Recontact	Q2	4,000 US individuals	Online	Randomly drawn from MarketTools' online panel (a subsample of Online Benchmark sample)	Q2
North American Entertainment and Media Online Benchmark Recontact	Q2	4,000 US individuals	Online	Randomly drawn from MarketTools' online panel (a subsample of Online Benchmark sample)	Q2
North American Consumer Technology Online Benchmark Recontact	Q2	4,000 US individuals	Online	Randomly drawn from MarketTools' online panel (a subsample of Online Benchmark sample)	Q2
North American – Health and Communications	Q2	4,500 US individuals	Online	Randomly drawn from MarketTools' online panel	Q2
North American – Affluent, with focus on Financial Services and Retail	Q2	1,000 US individuals	Online	Randomly drawn from MarketTools' online panel	Q2



Headquarters

Forrester Research, Inc., 400 Technology Square, Cambridge, MA 02139 USA
Tel: +1 617/613-6000 • Fax: +1 617/613-5000 • www.forrester.com

Survey Name/Topic	Targeted Field Date	Sample	Methodology	Population	Date Data Available
North American – Q2 Omnibus Online	Q2	5,000 US individuals	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
North American – Telecom and Devices	Q3	5,000 Canadian individuals	Online	Randomly drawn from MarketTools' online panel	Q3
North American – Youth	Q3	4,500 US individuals ages 12-17	Online	Randomly drawn from MarketTools' online panel	Q3
Hispanic – Youth	Q3	1,000 US Hispanic individuals ages 13-17	Online	Randomly drawn from Luth's online panel	Q3
North American – Retail	Q3	4,500 US individuals	Online	Randomly drawn from MarketTools' online panel	Q3
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
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 – Financial Services and Media & Marketing	Q4	5,000 Canadian individuals	Online	Randomly drawn from MarketTools' online panel	Q4
North American – Finance	Q4	4,500 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
Hispanic – Adult	Q4	4,000 US Hispanic individuals	Online	Randomly drawn from Luth's online panel	Q4
Latin American – Online	Q4	4,000 individuals in Mexico and Brazil	Online	Randomly drawn from Livra's online panel	Q4
North American – Q4 Omnibus Online	Q4	5,000 US individuals	Online	Randomly drawn from MarketTools' online panel	Q4
North American – Consumer Technology	Q4	4,500 US individuals	Online	Randomly drawn from MarketTools' online panel	Q4
Asia Pacific – Online	Q4	5,800 Asia Pacific Individuals	Online	Randomly drawn from TNS' panel	Q1 2011
Europe – Consumer Technology	Q4	14,000 European individuals	Online	Randomly drawn from IPSOS' online access panel	Q1 2011
Europe – Finance	Q4	14,000 European individuals	Online	Randomly drawn from IPSOS' online access panel	Q1 2011

NORTH AMERICAN TOPICS

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

Customer Experience

Benchmark Re-contact Survey, available in Q3

- Where consumers go if they can't complete a task online
- Channel preference

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
- Drivers in doing business with companies and loyalty with companies
- Word of mouth

Consumer Technology

Benchmark Survey, available in Q2

- Device ownership
- Television services, brand, and provider
- Phone services and provider
- Bundle package type and general telecommunications spend
- PC ownership by form factor – brand, spend, OS system, activities
- Mobile phone ownership, brand, and provider
- How mobile phones are paid for and data plans
- Mobile activities (Mobile Technographics)

Consumer Technology Online Recontact Survey, available in Q2

- WiMax
- Mobile phone ownership and brand

- Mobile phone activities (Mobile Technographics)
- Device displacement
- Service bundling (quad play)
- Social networking/location
- Providers
- Purchasing processing
- Switching
- Mobile content
- PC style and design
- Remote management of in home devices
- Multi PC households

Telecom & Devices Online Survey, available in Q3

- Telecom service providers used
- Telecom service provider influencing factors (and customer service)
- Mobile phone adoption, features, and activities
- Telecom purchase process
- Device ownership, purchase intent

Youth Online Survey, available in Q3

- Device ownership and use
- PC and video game ownership
- Mobile phone ownership and brand
- Mobile phone activities (Mobile Technographics)

Benchmark Re-contact Survey, available in Q3

- Barriers to engaging in specific mobile phone activities
- WiFi penetration and future interest
- Netbook penetration and usage by activity
- Location of device usage in the home
- Interest in enhanced TV features
- VOD penetration, interest, and usage
- HDTV penetration, interest and usage
- Blu-Ray penetration, interest, and usage
- DVR penetration, interest, and usage

Consumer Technology Online Survey, available in Q4

- Netbooks
- Software
- Digital assets
- Home servers
- Gaming
- Home worker

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
- Online banking, mobile banking, and trading online
- Research and application channel used for financial products
- Attitudes regarding overall personal finances and investing

Financial Services Online Recontact Survey, available in Q2

- Financial products researched and bought online
- Motivations and obstacles to online finance
- Channels for interacting with provider
- Mobile banking, mobile investing, and mobile payments
- Alerts

Affluent Online Survey, available in Q2

- Which investment firms affluent consumers have accounts with
- How affluent investors rate the importance and quality of features on their investment firm's Web sites
- Attitudes toward, interest in, and use of mobile investing
- The behavior and attitudes of non-advised millionaires
- Frequency of contact with financial advisors
- Financial planning and the use of financial planners

Benchmark Re-contact Survey, available in Q3

- Which banks, brokerages, insurance providers consumers use
- Customer advocacy by banks, brokerages, insurers, and credit card providers
- Attitudes about and satisfaction with financial advisors
- Satisfaction of interactions with banks by channel
- Preferences for interacting with insurance providers by action

Finance Online Survey, available in Q4

- Payments
- Investments
- Insurance
- Financial advisors
- Personal financial management tools
- High yield online savings accounts

Finance and Media/Marketing Online Survey, available in Q4

- Financial products owned
- Customer advocacy and online experience
- Mobile banking

- Financial alerts

Healthcare & Pharma

Benchmark Survey, available in Q2

- Frequency of online/offline healthcare-related activities
- Major diseases – diagnosed & whether treating
- Primary healthcare provider
- Purchasing source for primary healthcare provider
- Insurance status and type of coverage

Healthcare and Communications Online Survey, available in Q2

- Primary healthcare provider, insurance status and type of coverage
- Purchasing source for primary healthcare provider
- Major diseases – diagnosed
- Health programs and incentives
- Personal health records and electronic health records
- HRA and HSA attitudes and behaviors
- Delayed care, response to economy
- Healthcare reform attitudes
- Online health tools and health plan Web sites
- Attitudes regarding health and healthcare costs
- Barriers to purchasing healthcare insurance
- Interactions and attitudes regarding health plans

Benchmark Re-contact Survey, available in Q3

- Personal health record, electronic health record and other technologies used for health management
- Attitudes regarding health and health costs
- Health research, seeking care, and delaying care

Media & Marketing

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)
- Online activities (Social Technographics)
- Websites visited and search engines used

Interactive Marketing Online Recontact Survey, available in Q2

- Online activities (Social Technographics)
- Interactive marketing technology adoption
- Social technology adoption
- Search
- Mobile and email marketing
- Social networks
- Twitter

- Online video marketing
- Online influence
- Online advertising and trust in online ads and information
- Consumer/company interactions online
- Online sharing
- B2B demographic questions
- Blogging
- Online communities
- Online promotions
- Attitudes toward marketing in a recovering economy
- Attitudes toward social technologies
- iTV advertising

Entertainment and Media Online Recontact Survey, available in Q2

- Media consumption (offline and online)
- TV and video watching habits
- Connected media devices
- Multi-tasking
- Peer-to-peer file sharing
- Content sharing between devices
- eReaders
- Magazines and newspapers
- Music activities
- Content subscription behavior

Healthcare and Communications Online Survey, available in Q2

- How companies should communicate with consumers
- How consumers should be able to update their preferences with companies
- Company's level of engagement with consumers
- Degree to which consumers will share personal information
- How consumers learn and interact with brands, stores, and media

Youth Online Survey, available in Q3

- Online activities (Social Technographics)
- Interactive marketing technology adoption
- Social technology adoption
- Search
- Mobile and email marketing
- Social networks
- Twitter
- Online video marketing
- Online influence
- Online sharing

Benchmark Re-contact Survey, available in Q3

- Consumer attitudes on advertising and trust in ads
- How consumers use media for their planned purchases (Media Allocation Tool)

- Shopping trends and brand preferences
- Perception of online brands and willingness to participate with brands across media channels
- Private label
- Attitudes toward spending

Finance and Media/Marketing Online Survey, available in Q4

- Online activities (Social Technographics)
- Media consumption

Retail

Post-Holiday Retail Online Survey, available in Q1

- Holiday retail spend across channels
- Online products and research
- Gift cards
- Package tracking and deliveries
- Problems while shopping online
- Effects of the recession

Benchmark Survey, available in Q2

- Retailers shopped at during the past 3 months
- Types of retail outlets shopped at
- Product categories purchased online
- Online spend and tenure
- Luxury shopping
- Attitudes toward product purchasing

Retail Online Recontact Survey, available in Q2

- The effect of consumers' personal financial situations and the overall economy on their retail shopping behavior
- Online/offline shopping at various retailers
- Online/offline shopping in various product categories
- Online shopping spend and purchasing tenure
- Purchasing channels (online/offline) used for various retail product categories
- Research online, buy offline behavior

Youth Online Survey, available in Q2

- Online purchase spend
- Types of products purchased

Retail Online Survey, available in Q3

- Recessionary topics
- Retail spending across channels
- Online retailers, product research and purchasing behaviors
- Social and mobile shopping

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

Travel

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

Travel Online survey, available in Q2

- Number and type of business and leisure trips
- Leisure and business travel spending
- Amount of leisure and business travel researched/booked online
- Types of travel products researched and booked online
- Websites and other resources used to research and book travel
- Mobile usage for travel purposes

Benchmark Re-contact Survey, available in Q3

- Number of leisure trips and/or business trips taken
- How consumers research and book travel by travel type
- Websites and other resources used to research and book travel
- Attitude statements about quality-focused travelers/willingness to pay more

HISPANIC-AMERICAN TOPICS

TOPICS SUBJECT TO CHANGE

Consumer Technology

Hispanic Benchmark Survey, available in Q2

- PC ownership by form factor and brand
- PC activities
- Device ownership
- Mobile phone ownership, brand, and provider
- Mobile phone features
- Mobile phone activities (Mobile Technographics)

Youth Online Survey, available in Q3

- Device ownership and use
- Mobile phone ownership, brand, and provider
- Mobile phone features
- Mobile phone activities (Mobile Technographics)
- Video game playing

Financial Services

Youth Online Survey, available in Q3

- Ownership of financial products
- Financial attitudes and online financial behaviors
- Plans for college savings

Adult Online Survey, available in Q4

- Ownership of financial products
- Financial attitudes and online financial behaviors
- Banking providers and mobile banking
- Use of Spanish language bank sites
- Research/purchase channels for financial services products

Media & Marketing

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)
- Media time in Spanish
- General online activities
- Marketing attitudes

- Attitudes towards Hispanic and Spanish-language marketing

Youth Online Survey, available in Q3

- Online activities (Social Technographics)
- Social media sites visited
- How consumers want to interact with brands online
- Multitasking online

Adult Online Survey, available in Q4

- Online activities (Social Technographics)
- Search behaviors and preferences
- Language usage in search
- Online portals used for search and non-search
- Online entertainment, social, and media sites visited

Retail

Youth Online Survey, available in Q3

- Online purchase spend
- Types of products purchased

Adult Online Survey, available in Q4

- Retail spend across channels
- Online retailers and products
- Online product research and purchase behaviors
- Cross-channel purchase behavior
- Use of Spanish-language retailer Web sites

EUROPEAN TOPICS

TOPICS SUBJECT TO CHANGE

Consumer Technology

Benchmark Survey, available in Q2

- Technology adoption as well as intention of purchase across 28 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, price of the most recent PC bought
- Mobile ownership and usage: mobile brands, main handset features, mobile services used on a regular basis, mobile applications
- Broadband penetration across countries; choice of ISPs; Internet access
- Triple play; TV and fixed line services

Consumer Technology Online Survey, available in Q1 2011

- 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)
- Mobile ownership and usage: mobile brands, main handset features, mobile services used on a regular basis, mobile applications
- Social media (access to social networks, blogs, forums etc) via mobile phone
- The role of the Internet in the purchase cycle for devices/mobile handsets/ mobile subscriptions
- Home networks ownership and usage
- Internet access 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
- Customer journey for financial products
- Banking, Insurance and Investment brands
- Investment
- Online banking
- Mobile banking
- Online trading

Financial Services Online Survey, available in Q1 2011

- 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
- Motivations and obstacles to online finance
- Online banking transactions
- Mobile banking
- Insurance/Investment

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

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 and sources of information (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)
- Online activities: from using free Web-based mail to visiting government agency sites
- Online communication: Instant messenger, peer-to-peer website, forums
- Multitasking
- Use of search engines and other Web Sites
- How consumers use media for their planned purchases (Media Allocation Tool)

Media, Marketing and Social Computing survey, available in Q3

- Number of hours per week spent on various media (reading newspapers, reading magazines, watching TV, listening to the radio, using Internet).
- Social computing (podcasts, blogs, RSS)
- 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)
- 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
- Multichannel retail: channel used (i.e. shop, Internet, catalogue) to buy various categories
- Product categories researched and bought online
- Cross-border shopping

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

- Online payments: awareness and usage

- Shopping attitudes and behaviors
- Products category bought online
- 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

TOPICS SUBJECT TO CHANGE

Consumer Technology

Asia Pacific Benchmark Survey available in Q2

- Mobile phone ownership and brand
- Mobile phone features (*India only*)
- Mobile phone activities (Mobile Technographics)
- PC ownership by form factor and brand
- PC activities
- Device ownership
- Security software brands

Asia Pacific Online Survey, available in Q1 2011

- Security software brands
- Security and privacy attitudes and behaviors
- Device ownership

Financial Services

Asia Pacific Online Survey available in Q1 2011

- Ownership of financial products
- Financial attitudes and online financial behaviors

Internet access and usage

Asia Pacific Benchmark Survey available in Q2

- Internet access and home access type
- Online tenure and barriers to going online (*India only*)
- Home networks (*India only*)

Asia Pacific Online Survey, available in Q1 2011

- Internet access, tenure, and home access type

Marketing and Media

Asia Pacific 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).
- Online activities (Social Technographics) (*India only*)

- Trust in advertising
- Information sources people trust

Asia Pacific Online Survey, available in Q1 2011

- TV/video habits
- Online activities and social networking (Social Technographics)
- Media trust

Retail

Asia Pacific Benchmark Survey available in Q2

- Online retail behaviors (products purchased online)
- Online spend
- Barriers to purchasing online (*India only*)
- Retail attitudes

Asia Pacific Online Survey, available in Q1 2011

- Online retail behaviors (products researched and purchased online)
- Online spend
- Retail attitudes

LATIN AMERICAN TOPICS

TOPICS SUBJECT TO CHANGE

Consumer Technology

Latin American Benchmark Survey available in Q2

- PC ownership by form factor and brand
- PC activities
- Barriers to owning a PC
- Device ownership
- Mobile phone ownership, brand, and provider
- Mobile phone features
- Mobile phone activities (Mobile Technographics)

Latin American Online Survey, available in Q4

- Security software brands
- Security and privacy attitudes and behaviors
- Device ownership

Financial Services

Latin American Online Survey available in Q4

- Ownership of financial products
- Financial attitudes and online financial behaviors
- Banking providers and mobile banking

Internet access and usage

Latin American Benchmark Survey available in Q2

- Internet access (PC and mobile) and tenure
- Home internet access type and ISP provider
- Barriers to going online

Latin American Online Survey, available in Q4

- Internet access, tenure, and home access type

Marketing and Media

Latin American 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).

- General online activities
- Trust in advertising

Latin American Online Survey, available in Q4

- Number of hours per week spent on various media (reading newspapers, reading magazines, watching TV, listening to the radio, using Internet).
- Online activities and social networking (Social Technographics)
- Social media sites visited
- Online and mobile advertising receptivity
- Information sources people trust
- Mobile marketing attitudes and behaviors
- Digital music and video consumption

Retail

Latin American Benchmark Survey available in Q2

- Retail products purchased offline and online
- Offline and online retail spend
- Retailer brands shopped
- Barriers to purchasing online