Survey Methodology

The Survey of U.S. Consumer Telecom Purchasing Plans for 2005 was conducted as part of the Heavy Reading Links 2004 survey series to determine 2005 spending and revenue expectations across the entire telecommunications “supply chain,” including consumers, enterprise end users, service providers, hardware and software systems vendors, and components suppliers.

For each of the five target groups, Heavy Reading created an online questionnaire focusing on 2005 revenue and spending projections, along with additional forward-looking questions relevant to each specific target group. Potential survey respondents in each target group were then solicited via email to participate in the surveys. The surveys were conducted in August 2004; preliminary results were first presented by Heavy Reading to attendees of the Links 2004 Executive Summit, held September 19-20, 2004, at Half Moon Bay, California.

A total of 459 respondents volunteered to participate in the consumer purchasing plans survey. This group included 438 respondents residing in the United States, including the Commonwealth of Puerto Rico. Further information about the demographic composition of the respondent base is presented in Section II of this report.

The questionnaire was constructed to gauge overall perceptions of U.S. consumers regarding their 2005 spending plans for Internet, video/TV, and wireless services, as well as their perceptions of the value and quality of those services and their plans to either stay with their current providers or look for alternatives.

Full results of the survey are available online to report subscribers in a searchable database form that allows data analysis by specific demographic sectors.