

PROJECT SUMMARY

The purpose of the connected home survey was to assess the perceptions of residential consumers of communication services (such as voice telephony, Internet access, subscription video and wireless service) and of new service offerings such as integrated and telemetric services.

The survey comprised of 172 questions that was administered via the web to 1518 respondents across United States (1000) and Canada (518).

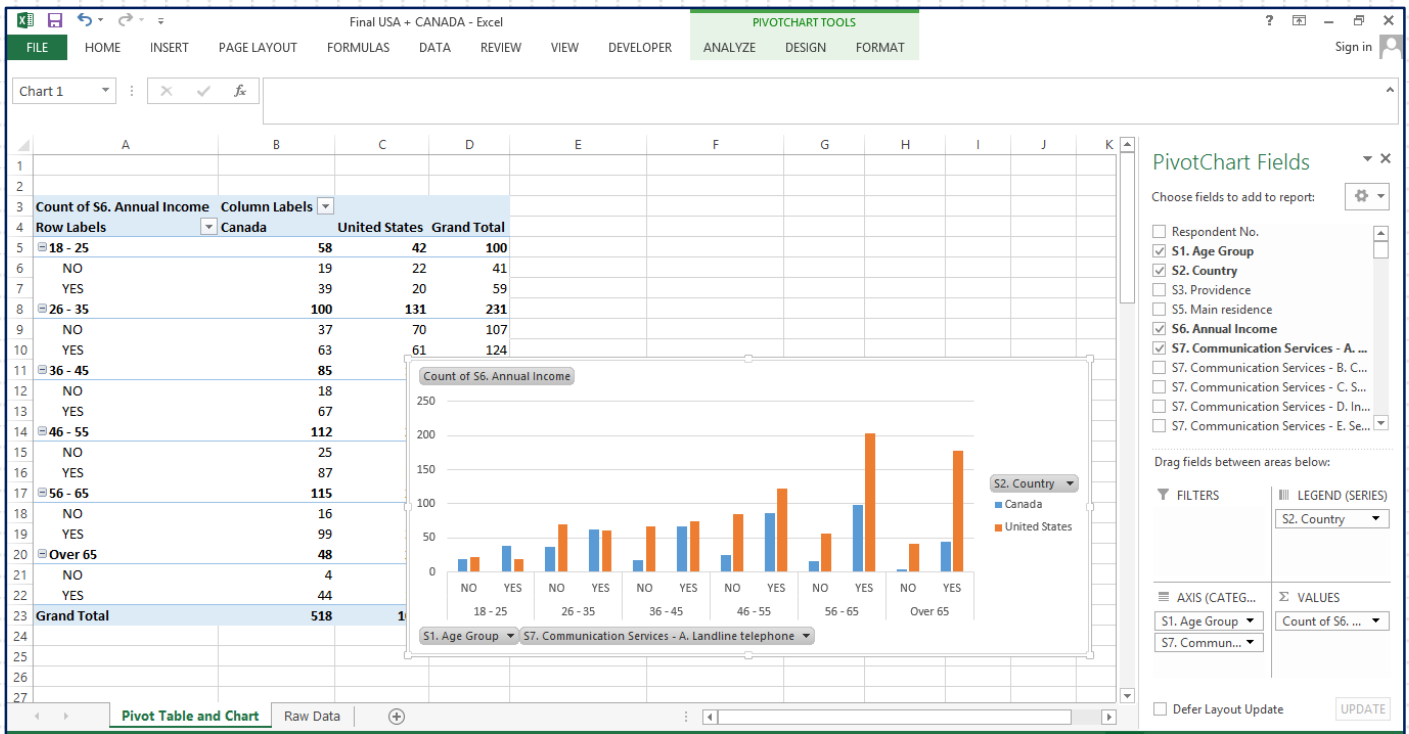
TASKS UNDERTAKEN

1. Update of questions from last year's survey.
2. Coding of questions.
3. Administering of survey.
4. Data collection, Cleaning, and Reduction.
5. Preparation of cross tabs

HIGHLIGHTS OF THE SURVEY

1. Reached out to an excellent cross – sectional demographic set of respondents.
2. Complete integrity of data maintained.
3. Data analysis was done which was over and above the usual cross-tabs that are always generated.

Pivot Table and Chart was prepared which allowed for both a bird's eye view as well as a granular view of the entire data set. *A snapshot of the same has been presented on the next page.*



THE TEAM

This report was prepared by Traverse, in the capacity of data analysis vendor, for Frost & Sullivan, by the following people:

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