

Assessing the impact of current global economic downturn on consumer spending and what it means to Service Providers

Research Objectives and Overview



- Qualitative study conducted in all regions and completed in early 2009.
- Assess impact of current global economic downturn on consumer spending and determine future consumer spending behavior.
- Show consumer priorities for specific network services and non-network activities.
- Determine services targeted for cost reduction.
- Uncover cross-regional differences on spending.

Key Findings



- Negative effects of the global economic downturn are being felt, and more so in developed countries.
- Consumers globally still plan to reduce overall household spending and will reallocate spending.
- Network-based services not targeted for initial cost reduction.
- Broadband viewed as essential and the LEAST likely for cost reduction across all regions.

Considerations for Service Providers

- Consumer behavior will change by shifting to free service alternatives.
- Bundling and advertising-subsidized services remain as cost-efficient options for consumers.

For more details on the findings from this global study, and insight on what the findings mean to Service Providers, please contact your Alcatel-Lucent account executive.