

Technology User

MetaFacts, Inc.

Profile[®]

High-Income Households Profile Report

Comprehensive
Study of
Technology
Users and
Usage



May 2005

Table of Contents

High-Income Households Profile Report - May 2005

Preface		Title	Preface Pages
		Report Introduction	1
		Banner Point Definitions	2
		Banner-by-Banner Crosstabulations	3-4
Households Home/Family		Title	Page #s
Income Groups 2004			
		Household Highest Education Level	1
		Household Composition	2
		User Age/Gender Groups in Household	3
		Size of Household	4
		Numbers of Adults by Household Size	5
		Employment Status of Household Adults	6
		Respondent's Occupational Summary	7
		Respondent's Industry Summary	8
		Respondent's Enterprise Size	9
		Respondent's Establishment Size	10
		Type of Dwelling	11
		Home Ownership	12
		Market Size-MSA	13
		Geographic Division	14
		State	15-16
		Consumer Electronics Used	17-18
		Consumer Electronics Plan to Buy within Next 12 Months	19-20
		Peripheral Products Used with PC	21
		Peripherals Plan to Buy within Next 12 Months	22
		Lifecycle	23
		Hold Off on Buying Products Until Prices Come Down	24
		Purchase of Electronic Products Affects Buying Other Products	25
		Can't Keep Up Current Events	26
		Talks to Friends/Colleagues Before Buying	27
		Worried About Someone Tracking on the Internet	28
		Tries New Technology Before the Need	29
		Recently Getting More Unwanted Email	30
		Essential to Keep Up with Technology Products and Services	31
		Tried and True Method Better Than Trying New Invention	32
		Doesn't Have Much Experience in Purchasing Electronics Products	33
		Consumer Electronics Are More Complicated Than Needs To Be	34
		Actively Seeks Out New Tools and Technologies Before Well Known	35
		Techii Segment	36
Households Home/Family		Title	Page #s
Income Groups 2003			
		Annual Household Income	1
		Marital Status	2
		Household Composition	3
		User Age/Gender Groups in Household	4
		Size of Household	5
		Numbers of Adults by Household Size	6
		Employment Status of Household Adults	7
		Occupation of Panel Member	8
		Respondent's Industry Summary	9
		Respondent's Enterprise Size	10
		Respondent's Establishment Size	11
		Type of Dwelling	12
		Home Ownership	13
		Population Density/Degree of Urbanization	14
		Geographic Division	15-16
		State	17-18
		Consumer Electronics Used	19-20
		Consumer Electronics Plan to Use	21
		Peripheral Products Used with PC	22
Appendix		Title	Appendix Pages
		Guide to Technology User Profile Information	1
		Methodology	3
		Screeners	7
		Questionnaire	8
		Code Lists	20