

Technology User

MetaFacts, Inc.

Profile[®]

Top 10 Technology Metros Profile Report

Comprehensive
Study of
Technology
Users and
Usage



Table of Contents

Top 10 Technology Metros Profile Report - April 2005

Title	Preface Pages
Preface	
Report Introduction	1
Banner Point Definitions	2
Banner-by-Banner Crosstabulations	3-4
Household Home/Family	
Title	
Page #s	
Top 10 Technology Metros	
Annual Household Income	8
Household Highest Education Level	9
Household Composition	10
User Age Gender Groups in HH	11
Size of Household	12
Number of Adults by HH Size	13
Employment Status of HH Adult	14
Respondent's Occupational Summary	15
Respondent's Occupation Category	16-17
Respondent's Industry Summary	18
Respondent's Industry Category	19-20
Respondent's Enterprise Size	21
Respondent's Establishment Size	22
Type of Dwelling	23
Home Ownership	24
Consumer Electronics Used	25-26
Consumer Electronics Plan Buy within Next 12 Months	27-28
Peripheral Product Used with PC	29
Peripherals Plan to Buy within Next 12 Months	30
Lifecycle	31
Hold Off Buying Technology Products Until Prices Come Down	32
Purchase of Electronic Products Adversely Affects Financial Ability to Buy Other Products	33
We Feel Like We Can't Keep Up With Current Events	34
We Always Talk To Friends/Colleagues About Their Experiences With Products Before We Buy	35
We Are Worried About Someone Tracking What We Do On The Internet	36
We Will Try Out A New Technology Even Before We Are Sure We'll Really Need It	37
Recently, We Are Getting More Unwanted Email Than We Like	38
It Is Essential To Keep Up With The Latest Technology Products And Services	39
Most Times, Staying With The Tried And True Methods Pays Off Better Than Trying Every New Invention	40
We Don't Have Much Experience In Purchasing Electronic Products	41
Consumer Electronics Are More Complicated Than They Need To Be	42
We Actively Seek Out New Tools And Technologies Before They Are Well Known	43
Techii Segment	44
Household Home/Family	
Title	
Page #s	
Chicago Section	
Annual Household Income	45
Household Highest Education Level	46
Household Composition	47
User Age Gender Groups in HH	48
Size of Household	49
Number of Adults by HH Size	50
Employment Status of HH Adult	51
Respondent's Occupational Summary	52
Respondent's Occupation Category	53-54
Respondent's Industry Summary	55
Respondent's Industry Category	56-57

Respondent's Enterprise Size	58
Respondent's Establishment Size	59
Type of Dwelling	60
Home Ownership	61
Consumer Electronics Used	62-63
Consumer Electronics Plan Buy within Next 12 Months	64-65
Peripheral Product Used with PC	66
Peripherals Plan to Buy within Next 12 Months	67
Lifecycle	68
Hold Off Buying Technology Products Until Prices Come Down	69
Purchase of Electronic Products Adversely Affects Financial Ability to Buy Other Products	70
We Feel Like We Can't Keep Up With Current Events	71
We Always Talk To Friends/Colleagues About Their Experiences With Products Before We Buy	72
We Are Worried About Someone Tracking What We Do On The Internet	73
We Will Try Out A New Technology Even Before We Are Sure We'll Really Need It	74
Recently, We Are Getting More Unwanted Email Than We Like	75
It Is Essential To Keep Up With The Latest Technology Products And Services	76
Most Times, Staying With The Tried And True Methods Pays Off Better Than Trying Every New Invention	77
We Don't Have Much Experience In Purchasing Electronic Products	78
Consumer Electronics Are More Complicated Than They Need To Be	79
We Actively Seek Out New Tools And Technologies Before They Are Well Known	80
Techii Segment	81

Household Home/Family	Title	Page #s
Los Angeles and Long Beach Section		
	Annual Household Income	82
	Household Highest Education Level	83
	Household Composition	84
	User Age Gender Groups in HH	85
	Size of Household	86
	Number of Adults by HH Size	87
	Employment Status of HH Adult	88
	Respondent's Occupational Summary	89
	Respondent's Occupation Category	90-91
	Respondent's Industry Summary	92
	Respondent's Industry Category	93-34
	Respondent's Enterprise Size	95
	Respondent's Establishment Size	96
	Type of Dwelling	97
	Home Ownership	98
	Consumer Electronics Used	99-100
	Consumer Electronics Plan Buy within Next 12 Months	101-102
	Peripheral Product Used with PC	103
	Peripherals Plan to Buy within Next 12 Months	104
	Lifecycle	105
	Hold Off Buying Technology Products Until Prices Come Down	106
	Purchase of Electronic Products Adversely Affects Financial Ability to Buy Other Products	107
	We Feel Like We Can't Keep Up With Current Events	108
	We Always Talk To Friends/Colleagues About Their Experiences With Products Before We Buy	109
	We Are Worried About Someone Tracking What We Do On The Internet	110
	We Will Try Out A New Technology Even Before We Are Sure We'll Really Need It	111
	Recently, We Are Getting More Unwanted Email Than We Like	112
	It Is Essential To Keep Up With The Latest Technology Products And Services	113
	Most Times, Staying With The Tried And True Methods Pays Off Better Than Trying Every New Invention	114
	We Don't Have Much Experience In Purchasing Electronic Products	115
	Consumer Electronics Are More Complicated Than They Need To Be	116
	We Actively Seek Out New Tools And Technologies Before They Are Well Known	117
	Techii Segment	118

Household Home/Family	Title	Page #s
Riverside San Bernardino Section		
	Annual Household Income	119
	Household Highest Education Level	120
	Household Composition	121
	User Age Gender Groups in HH	122
	Size of Household	123
	Number of Adults by HH Size	124
	Employment Status of HH Adult	125
	Respondent's Occupational Summary	126
	Respondent's Occupation Category	127-128
	Respondent's Industry Summary	129
	Respondent's Industry Category	130-131
	Respondent's Enterprise Size	132
	Respondent's Establishment Size	133
	Type of Dwelling	134
	Home Ownership	135
	Consumer Electronics Used	136-137
	Consumer Electronics Plan Buy within Next 12 Months	138-139
	Peripheral Product Used with PC	140
	Peripherals Plan to Buy within Next 12 Months	141
	Lifecycle	142
	Hold Off Buying Technology Products Until Prices Come Down	143
	Purchase of Electronic Products Adversely Affects Financial Ability to Buy Other Products	144
	We Feel Like We Can't Keep Up With Current Events	145
	We Always Talk To Friends/Colleagues About Their Experiences With Products Before We Buy	146
	We Are Worried About Someone Tracking What We Do On The Internet	147
	We Will Try Out A New Technology Even Before We Are Sure We'll Really Need It	148
	Recently, We Are Getting More Unwanted Email Than We Like	149
	It Is Essential To Keep Up With The Latest Technology Products And Services	150
	Most Times, Staying With The Tried And True Methods Pays Off Better Than Trying Every New Invention	151
	We Don't Have Much Experience In Purchasing Electronic Products	152
	Consumer Electronics Are More Complicated Than They Need To Be	153
	We Actively Seek Out New Tools And Technologies Before They Are Well Known	154
	Techii Segment	155
Household Home/Family		
Philadelphia Section		
	Annual Household Income	156
	Household Highest Education Level	157
	Household Composition	158
	User Age Gender Groups in HH	159
	Size of Household	160
	Number of Adults by HH Size	161
	Employment Status of HH Adult	162
	Respondent's Occupational Summary	163
	Respondent's Occupation Category	164-165
	Respondent's Industry Summary	166
	Respondent's Industry Category	167-168
	Respondent's Enterprise Size	169
	Respondent's Establishment Size	170
	Type of Dwelling	171
	Home Ownership	172
	Consumer Electronics Used	173-174
	Consumer Electronics Plan Buy within Next 12 Months	175-176
	Peripheral Product Used with PC	177
	Peripherals Plan to Buy within Next 12 Months	178
	Lifecycle	179
	Hold Off Buying Technology Products Until Prices Come Down	180
	Purchase of Electronic Products Adversely Affects Financial Ability to Buy Other Products	181
	We Feel Like We Can't Keep Up With Current Events	182

We Always Talk To Friends/Colleagues About Their Experiences With Products Before We Buy	183
We Are Worried About Someone Tracking What We Do On The Internet	184
We Will Try Out A New Technology Even Before We Are Sure We'll Really Need It	185
Recently, We Are Getting More Unwanted Email Than We Like	186
It Is Essential To Keep Up With The Latest Technology Products And Services	187
Most Times, Staying With The Tried And True Methods Pays Off Better Than Trying Every New Invention	188
We Don't Have Much Experience In Purchasing Electronic Products	189
Consumer Electronics Are More Complicated Than They Need To Be	190
We Actively Seek Out New Tools And Technologies Before They Are Well Known	191
Techii Segment	192

Household Home/Family	Title	Page #s
-----------------------	-------	---------

Washington D.C. Section

Annual Household Income	193
Household Highest Education Level	194
Household Composition	195
User Age Gender Groups in HH	196
Size of Household	197
Number of Adults by HH Size	198
Employment Status of HH Adult	199
Respondent's Occupational Summary	200
Respondent's Occupation Category	201-202
Respondent's Industry Summary	203
Respondent's Industry Category	204-205
Respondent's Enterprise Size	206
Respondent's Establishment Size	207
Type of Dwelling	208
Home Ownership	209
Consumer Electronics Used	210-211
Consumer Electronics Plan Buy within Next 12 Months	212-213
Peripheral Product Used with PC	214
Peripherals Plan to Buy within Next 12 Months	215
Lifecycle	216
Hold Off Buying Technology Products Until Prices Come Down	217
Purchase of Electronic Products Adversely Affects Financial Ability to Buy Other Products	218
We Feel Like We Can't Keep Up With Current Events	219
We Always Talk To Friends/Colleagues About Their Experiences With Products Before We Buy	220
We Are Worried About Someone Tracking What We Do On The Internet	221
We Will Try Out A New Technology Even Before We Are Sure We'll Really Need It	222
Recently, We Are Getting More Unwanted Email Than We Like	223
It Is Essential To Keep Up With The Latest Technology Products And Services	224
Most Times, Staying With The Tried And True Methods Pays Off Better Than Trying Every New Invention	225
We Don't Have Much Experience In Purchasing Electronic Products	226
Consumer Electronics Are More Complicated Than They Need To Be	227
We Actively Seek Out New Tools And Technologies Before They Are Well Known	228
Techii Segment	229

Household Home/Family	Title	Page #s
-----------------------	-------	---------

Detroit Section

Annual Household Income	230
Household Highest Education Level	231
Household Composition	232
User Age Gender Groups in HH	233
Size of Household	234
Number of Adults by HH Size	235
Employment Status of HH Adult	236
Respondent's Occupational Summary	237
Respondent's Occupation Category	238-239
Respondent's Industry Summary	240
Respondent's Industry Category	241-242
Respondent's Enterprise Size	243

Respondent's Establishment Size	244
Type of Dwelling	245
Home Ownership	246
Consumer Electronics Used	247-248
Consumer Electronics Plan Buy within Next 12 Months	249-250
Peripheral Product Used with PC	251
Peripherals Plan to Buy within Next 12 Months	252
Lifecycle	253
Hold Off Buying Technology Products Until Prices Come Down	254
Purchase of Electronic Products Adversely Affects Financial Ability to Buy Other Products	255
We Feel Like We Can't Keep Up With Current Events	256
We Always Talk To Friends/Colleagues About Their Experiences With Products Before We Buy	257
We Are Worried About Someone Tracking What We Do On The Internet	258
We Will Try Out A New Technology Even Before We Are Sure We'll Really Need It	259
Recently, We Are Getting More Unwanted Email Than We Like	260
It Is Essential To Keep Up With The Latest Technology Products And Services	261
Most Times, Staying With The Tried And True Methods Pays Off Better Than Trying Every New Invention	262
We Don't Have Much Experience In Purchasing Electronic Products	263
Consumer Electronics Are More Complicated Than They Need To Be	264
We Actively Seek Out New Tools And Technologies Before They Are Well Known	265
Techii Segment	266

Household Home/Family	Title	Page #s
------------------------------	--------------	----------------

Atlanta Section		
Annual Household Income	267	
Household Highest Education Level	268	
Household Composition	269	
User Age Gender Groups in HH	270	
Size of Household	271	
Number of Adults by HH Size	272	
Employment Status of HH Adult	273	
Respondent's Occupational Summary	274	
Respondent's Occupation Category	275-276	
Respondent's Industry Summary	277	
Respondent's Industry Category	278-279	
Respondent's Enterprise Size	280	
Respondent's Establishment Size	281	
Type of Dwelling	282	
Home Ownership	283	
Consumer Electronics Used	284-285	
Consumer Electronics Plan Buy within Next 12 Months	286-287	
Peripheral Product Used with PC	288	
Peripherals Plan to Buy within Next 12 Months	289	
Lifecycle	290	
Hold Off Buying Technology Products Until Prices Come Down	291	
Purchase of Electronic Products Adversely Affects Financial Ability to Buy Other Products	292	
We Feel Like We Can't Keep Up With Current Events	293	
We Always Talk To Friends/Colleagues About Their Experiences With Products Before We Buy	294	
We Are Worried About Someone Tracking What We Do On The Internet	295	
We Will Try Out A New Technology Even Before We Are Sure We'll Really Need It	296	
Recently, We Are Getting More Unwanted Email Than We Like	297	
It Is Essential To Keep Up With The Latest Technology Products And Services	298	
Most Times, Staying With The Tried And True Methods Pays Off Better Than Trying Every New Invention	299	
We Don't Have Much Experience In Purchasing Electronic Products	300	
Consumer Electronics Are More Complicated Than They Need To Be	301	
We Actively Seek Out New Tools And Technologies Before They Are Well Known	302	
Techii Segment	303	

Household Home/Family	Title	Page #s
------------------------------	--------------	----------------

St. Louis Section		
Annual Household Income	304	

Household Highest Education Level	305
Household Composition	306
User Age Gender Groups in HH	307
Size of Household	308
Number of Adults by HH Size	309
Employment Status of HH Adult	310
Respondent's Occupational Summary	311
Respondent's Occupation Category	312-313
Respondent's Industry Summary	314
Respondent's Industry Category	315-316
Respondent's Enterprise Size	317
Respondent's Establishment Size	318
Type of Dwelling	319
Home Ownership	320
Consumer Electronics Used	321-322
Consumer Electronics Plan Buy within Next 12 Months	323-324
Peripheral Product Used with PC	325
Peripherals Plan to Buy within Next 12 Months	326
Lifecycle	327
Hold Off Buying Technology Products Until Prices Come Down	328
Purchase of Electronic Products Adversely Affects Financial Ability to Buy Other Products	329
We Feel Like We Can't Keep Up With Current Events	330
We Always Talk To Friends/Colleagues About Their Experiences With Products Before We Buy	331
We Are Worried About Someone Tracking What We Do On The Internet	332
We Will Try Out A New Technology Even Before We Are Sure We'll Really Need It	333
Recently, We Are Getting More Unwanted Email Than We Like	334
It Is Essential To Keep Up With The Latest Technology Products And Services	335
Most Times, Staying With The Tried And True Methods Pays Off Better Than Trying Every New Invention	336
We Don't Have Much Experience In Purchasing Electronic Products	337
Consumer Electronics Are More Complicated Than They Need To Be	338
We Actively Seek Out New Tools And Technologies Before They Are Well Known	339
Techii Segment	340

Household Home/Family
Baltimore Section

Title	Page #s
Annual Household Income	341
Household Highest Education Level	342
Household Composition	343
User Age Gender Groups in HH	344
Size of Household	345
Number of Adults by HH Size	346
Employment Status of HH Adult	347
Respondent's Occupational Summary	348
Respondent's Occupation Category	349-350
Respondent's Industry Summary	351
Respondent's Industry Category	352-353
Respondent's Enterprise Size	354
Respondent's Establishment Size	355
Type of Dwelling	356
Home Ownership	357
Consumer Electronics Used	358-359
Consumer Electronics Plan Buy within Next 12 Months	360-361
Peripheral Product Used with PC	362
Peripherals Plan to Buy within Next 12 Months	363
Lifecycle	364
Hold Off Buying Technology Products Until Prices Come Down	365
Purchase of Electronic Products Adversely Affects Financial Ability to Buy Other Products	366
We Feel Like We Can't Keep Up With Current Events	367
We Always Talk To Friends/Colleagues About Their Experiences With Products Before We Buy	368
We Are Worried About Someone Tracking What We Do On The Internet	369
We Will Try Out A New Technology Even Before We Are Sure We'll Really Need It	370
Recently, We Are Getting More Unwanted Email Than We Like	371

It Is Essential To Keep Up With The Latest Technology Products And Services	372
Most Times, Staying With The Tried And True Methods Pays Off Better Than Trying Every New Invention	373
We Don't Have Much Experience In Purchasing Electronic Products	374
Consumer Electronics Are More Complicated Than They Need To Be	375
We Actively Seek Out New Tools And Technologies Before They Are Well Known	376
Techii Segment	377

Household Home/Family	Title	Page #s
Phoenix Section		
	Annual Household Income	378
	Household Highest Education Level	379
	Household Composition	380
	User Age Gender Groups in HH	381
	Size of Household	382
	Number of Adults by HH Size	383
	Employment Status of HH Adult	384
	Respondent's Occupational Summary	385
	Respondent's Occupation Category	386-387
	Respondent's Industry Summary	388
	Respondent's Industry Category	389-390
	Respondent's Enterprise Size	391
	Respondent's Establishment Size	392
	Type of Dwelling	393
	Home Ownership	394
	Consumer Electronics Used	395-396
	Consumer Electronics Plan Buy within Next 12 Months	397-398
	Peripheral Product Used with PC	399
	Peripherals Plan to Buy within Next 12 Months	400
	Lifecycle	401
	Hold Off Buying Technology Products Until Prices Come Down	402
	Purchase of Electronic Products Adversely Affects Financial Ability to Buy Other Products	403
	We Feel Like We Can't Keep Up With Current Events	404
	We Always Talk To Friends/Colleagues About Their Experiences With Products Before We Buy	405
	We Are Worried About Someone Tracking What We Do On The Internet	406
	We Will Try Out A New Technology Even Before We Are Sure We'll Really Need It	407
	Recently, We Are Getting More Unwanted Email Than We Like	408
	It Is Essential To Keep Up With The Latest Technology Products And Services	409
	Most Times, Staying With The Tried And True Methods Pays Off Better Than Trying Every New Invention	410
	We Don't Have Much Experience In Purchasing Electronic Products	411
	Consumer Electronics Are More Complicated Than They Need To Be	412
	We Actively Seek Out New Tools And Technologies Before They Are Well Known	413
	Techii Segment	414

Appendix	Title	Appendix Pages
	Guide to Technology User Profile Information	1
	Methodology	3
	Screener	7
	Questionnaire	8
	Code Lists	20