



Looking for the specific, detailed information your company needs about markets, customers and buyers, large or small?

Want to leverage your results by combining them with an extensive information base that profiles your target segment?

Want the kind of statistical accuracy that usually takes extraordinary effort, time and cost?

Then you need the Technology User Profile® — Custom Re-Contact Study from MetaFacts.

The Technology User Profile — Custom Re-contact Study is the most effective, and most efficient, way to make new product decisions or seek new markets and uses for your current product lines.

The quantitative market research embodied in the Custom Re-contact Study is built on the Technology User Profile database of comprehensive surveys and the strength of the longest running, most comprehensive full-market study of technology usage. The Technology User Profile, which since 1983 has been providing a rich, comprehensive examination of the key aspects of computer technology use across the complete spectrum of environments and buyers.

With the Custom Re-contact Study methodology, you focus on gaining a broader, deeper knowledge of your particular market segment, not spending time or money on gathering background research and qualifying respondents. Answers to your customized questions about use or purchase habits in a specific area (such as digital imaging or application software usage in a particular environment) are asked to 400 respondents, each pre-screened and pre-surveyed by the full Technology User Profile screener and survey. Responses are then linked to that respondent's answers to over 250 questions on buying habits and technology use in a wide variety of home and business environments. You'll have the kind of detailed, comprehensive results, tailored to your exact requirements, that can't be found anywhere else!

Choose the Technology User Profile — Custom Re-contact Study for the confidence of getting specific, authentic, accurate answers from a current and complete range of real-world users.

**Technology User Profile — CUSTOM RE-CONTACT STUDY**  
If you have the right knowledge, you can make the right decisions.

You could, of course, do a "standard" market survey, where respondents are first found, then qualified, and finally interviewed.

Or, you could follow the leading companies and choose the Technology User Profile — Custom Re-contact Study for its unique advantages:

**High Response Percentage**

Custom Re-contact Study responses average over 50%, much higher than other survey approaches.

**Deep, Rich Data Availability**

The Custom Re-Contact Study results are not just limited to your specific data gathered on the phone or via email. Because the sample is chosen from the Technology User Profile, your Custom Re-contact Study includes the additional response knowledge from the questions in the overall Technology User Profile, the data gathered in the original screen of the Technology User Profile respondents, and the national panel data — answers to over 250 questions!

**Flexibility**

Because the Technology User Profile contains 250 individual questions relating to technology, activity and demographic information, you have unlimited flexibility in choosing exactly the market segment to measure. You can count on the Custom Re-contact Study to find and understand those specific, highly qualified users and buyers, whether many or just a few.

**Trusted Results**

Because the Custom Re-contact Study is built on the Technology User Profile, a proven representative study of technology use in the U.S., the follow up sample is ensured to be pre-qualified, balanced and representative.

**Beyond facts to effective action ...we help our clients create the future**

MetaFacts, Inc.

[www.technologyuserprofile.com](http://www.technologyuserprofile.com)

## Features

A Technology User Profile — Custom Re-contact Study profiles a sample size of 400 respondents, an ideal number for division and comparison of results. You can tailor your questions on PCs, Internet, software, peripherals and consumer electronics to find out specific buying and usage habits and plans.

Each respondent is contacted by phone or via the Internet using email, or you may choose to combine the two methods. In the phone study, up to 15 minutes is spent with each respondent with your prepared questions. In the Internet study, we will conduct a web survey of 25-30 questions with each respondent. With either option, you can ask up to 3 open-ended questions. The survey results are then matched to already gathered and analyzed data from the Technology User Profile, and re-weighted to represent the full United States market for your study segment.

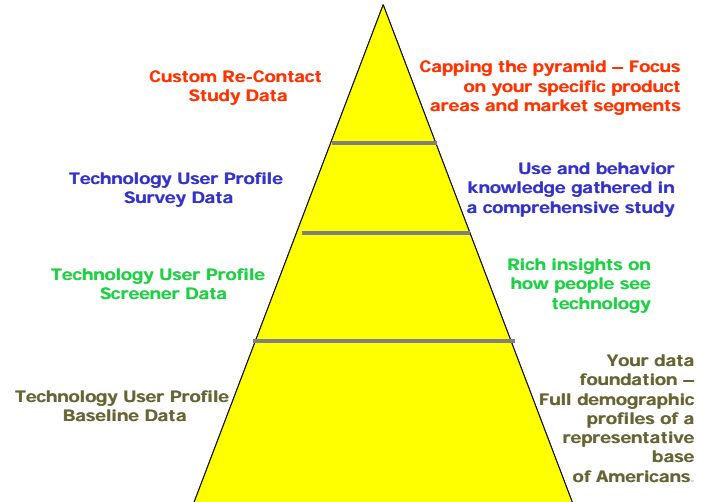
Each Custom Re-contact Study contains analysis derived from the Technology User Profile, the leading study on technology use in the U.S. The Technology User Profile covers the complete spectrum of technology users, including knowledge workers, salespeople, factory workers, retirees, the self-employed and the unemployed. The Technology User Profile surveys a large representative sample of over 28,000+ respondents on their habits and plans for use of PCs, the Internet, printers, software and other high technology devices, both at home and in business. To get even a more complete view, each respondent is asked summary questions about their use of technology in all environments.

Each completed Custom Re-contact Study includes the following:

- A written report containing:
  - All the information collected in your customized 400-respondent Survey
  - Information and tables from the Technology User Profile database, the Technology User Profile screener database and a Technology User Panel for all 400 respondents
  - Highlights of major findings in narrative and chart form
- Electronic copies of cross-tabulations in Excel and PDF format delivered on CD-ROM or email as you prefer
- Up to five hours of telephone or email support on using, interpreting and understanding the Study

For each Technology User Profile — Custom Re-contact Study, rest assured that your data is specifically gathered by your MetaFacts researcher based on your criteria and requirements and compiled to your specifications.

**The Custom Re-contact Study –  
A rich foundation of information  
on your target market segment,  
capped by your customized questions,  
for the most significant database of collected,  
real-world information available anywhere**



The Technology User Profile — CUSTOM RE-CONTACT STUDY is one of the Technology User Profile solutions from MetaFacts. Other Technology User Profile solutions include the:

- [Technology User Profile — FULL EDITION](#)
- [Technology User Profile — HIGHLIGHTS REPORT](#)
- [Technology User Profile — SELECTED TABLES](#)

A full-service technology market research firm specializing in the computer and telecommunications industries, MetaFacts provides demand-side surveys, demographic profiling, tracking studies, and follow-up studies targeting vertical markets and geographic profiles. Whatever your research needs, you can rely on MetaFacts' 20+ years of experience as designers and users of high tech market research.

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