



"Solid."

"Stable projection methodology."

"When I need something right away, it's probably in Technology User Profile."

Technology User Profile® includes comprehensive information across the entire market. Because Technology User Profile captures the entire view, it can provide those critical relationships between Users, Products and Activities that really let you know what is going on.

- Product penetration by selected market segment
- Printer - PC tie ratios
- Installed base
- Buyer loyalty
- Adoption/Retirement rates

These and many other attributes have been heard clearly for years from clients regarding the value of Technology User Profile "TUP." It has a breadth, depth and consistency that keeps Technology User Profile among the most sought-after information and engenders continuous, lasting trust among its customers.

Technology User Profile - OVERVIEW PRESENTATIONS

One of the best ways to get familiar with Technology User Profile is to schedule a no-obligation presentation. These can be scheduled at your convenience and held online so you can participate from the comfort of your own office.

[Request an overview presentation](#)

Technology User Profile - OVERVIEW OF AREAS RESEARCHED

If you have the right knowledge, you can make the right decisions.

For more information, [contact MetaFacts](#).

Technology User Profile - Table of Contents

Another way to review the full offerings of Technology User Profile, check out the complete [Table of Contents](#).

Technology User Profile - Sample Tables

Full access to the Technology User Profile analysis is restricted to our customers, but the links below provide access to several ["sample tables" from Technology User Profile](#), which show how the Technology User Profile tables are formatted.

Rely on the benefits of the Technology User Profile from MetaFacts:

- See at a glance the most important research from comprehensive surveys, each with answers to more than 250 questions
- Each fact is based on the tested, proven Technology User Profile sample of 28,000+ respondents
- Report findings are clearly arranged in table and graph form, with summary conclusions for the busy researcher
- Be assured that the data is based on a solid sampling and weighting methodology, and the results are a true indicator of the total market segment being measured

Have confidence knowing you can build your business on the research history and expertise of MetaFacts.

Other **Technology User Profile** solutions include the:

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



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

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.

For More information, contact MetaFacts:

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Visit us at www.metafacts.com or
www.technologyuserprofile.com

Technology User Profile® – OVERVIEW OF AREAS RESEARCHED

Technology User Profile subscribers can access many parts of Technology User Profile online and find what they need by browsing the [Technology User Profile Table of Contents](#) or by [Keyword Search](#).

Users & Markets <ul style="list-style-type: none"> • Home • Self-Employed • Workplace • Early Adopters • Internet Veterans • First-time PC Users • Women PC Users • Regions • High-Income Users • Homes with Kids • Occupational Groups • Repeat PC Buyers • Heavy Online Users • Big Spenders • Seniors • SOHO 	Technology Products <ul style="list-style-type: none"> • PCs • Notebooks • Printers • Printer Supplies • Software Titles • Operating Systems • CD-R/CD-RW • Applications • Internet Set-Top Boxes • Electronic Organizers • Cellular Phones • PDAs/Handheld PCs • Monitors • Multifunction Printers/MFPs • New vs. Old PCs • Videocameras 	Technology Activities <ul style="list-style-type: none"> • Work at the workplace • Work at home • e-Commerce • Gaming • Entertainment • Music Listeners • Offline/Online Banking • Web Surfing • Email • Personal Finance • Spreadsheets • Internet Printing • Internet Chat • Voice over Internet/VoIP • Graphics • Printing Activities
	Other Areas <ul style="list-style-type: none"> • Online Buyers • Direct Buyers • Purchasing Channels • Demographics • Brand Loyalty • Market Share 	

Because we gather hundreds of data elements, and have a very robust sample, you can target the markets, products, and activities that are most useful for your needs. Also, these can be combined for a complete-view understanding of the market.

Users and Markets	Technology Products	Technology Activities
<ul style="list-style-type: none"> • Industry Segment, Education Type (K12, Higher, Private), Government (Fed, State, Local) • Establishment and Enterprise Size • Occupation • Home (Education, Income, Ownership, Size) • Geography (Region, State, MSA, County, Urbanicity) • Distribution Channels (Online or Offline, Channel type) 	<ul style="list-style-type: none"> • Hardware (PCs, Desktops, Notebooks, PDAs, Applications) • Printers (Technology, Speed, Usage Level, Media Usage, Application) • Scanners • Networks, Home Networks, Internet Connection (Speed, Type, Usage) • Software (Operating Systems, Applications, Usage Levels) • Internet Appliances 	<ul style="list-style-type: none"> • Online/Internet Use (Applications, Hours, Users) • PC Use (Applications, Hours, Users) • Software Applications • Printer Applications, Sharing, Connection, Printer/Toner/Media Usage Levels

For more information, [contact MetaFacts](#).