



MetaFacts, Inc.



**Want to find out if telematics users have the same demographic profiles among its various key technologies?**

**Want to understand just what telematics products are actually reaching consumers, and which aren't?**

**Want to know if adoption patterns for telematics buyers align more closely with attitude, prior behavior, or socio-demographics?**

**Then you need the Technology User Profile® — Telematics Profile Report from MetaFacts.**

The Telematics Profile Report examines today's households of technology users showing thorough and current information of demographics, intention to buy attitudes and purchase patterns of household consumers, delivering solid and clear information.

This report is built upon the survey results from a large representative sample of over 28,000+ households. The Telematics Report shows what types of devices and services are used, by whom, as well future buying intention for telematics products. It also addresses how telematics are defined, an important aspect in understanding the market. In the Telematics Report, you will find actual information from real world consumers - not speculation, not guesswork.

Using the Technology User Profile - Telematics Report will give you the insights you need with accurate and meaningful information. Be confident knowing you will receive analysis and data that you need, all in one package, available now.

**Technology User Profile - TELEMATICS PROFILE REPORT**  
If you have the right knowledge, you can make the right decisions.

Visit other TUP Profile Reports that are [available](#) or [coming soon](#)

[Visit the TUP Online Store to order your copy](#)  
(Available now for immediate purchase.)

[View the Telematics Profile Report Table of Contents](#)

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

Rely on the benefits of the Technology User Profile — Telematics Profile Report:

- See at a glance the most important research from comprehensive surveys, each with answers to hundreds of survey 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.



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

MetaFacts, Inc.

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

# Technology User Profile® – TELEMATICS PROFILE REPORT

## Features

This report contains analysis and supporting data on monitored telematics, hands-free cell phones, navigation systems, DVD/VCR systems and stolen vehicle tracking devices. All of these device categories show important information about ownership, demographics, household income levels, and intention to buy results.

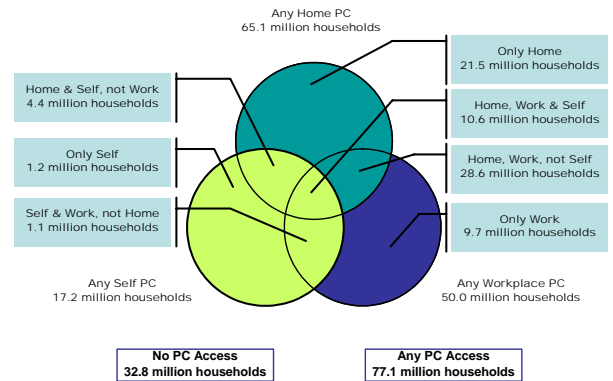
In the Telematics Profile Report, you will find details on the buying habits, usage and plans in a variety of categories, and zero in on the key information you need to answer questions like the following:

- How fast various telematics technologies and services are being adopted in the US, and by whom?
- What are the market opportunities for the segments of telematics users?
- What are the demographics within each of the device categories?
- What are the current preferences and demands for telematics purchases?
- What are the states that have the highest telematics use?
- What is the usage by metropolitan area size?

Answers to these questions and more are available in the Technology User Profile — Telematics Profile Report. View findings by both total U.S. market and by market segments. Each finding is presented in table and graph form, and includes a summary of key points and trends. The complete, 200+ page report is sent to you as a bound booklet, or is available electronically in Adobe PDF format.

Visit other TUP Profile Reports that are [available](#) or [coming soon](#)

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Source 2003 Technology User Profile - Highlights Report

The Technology User Profile — Telematics Profile Report 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 — SELECTED TABLES](#)
- [Technology User Profile — CUSTOM RE-CONTACT STUDY](#)

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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