



**Want to understand the demographic profiles of consumers who work in small offices and home offices?**

**Want to know how and where these consumers purchase technology products and PCs?**

**Want the latest adoption rate information for those who purchase within this segment?**

**Then you need the Technology User Profile® – SOHO Profile Report by MetaFacts.**

The Technology User Profile SOHO Profile Report examines the complex environment of this segment. Because SOHO gets overlooked by many technology vendors, or lost somewhere between consumer and commercial, this segment faces special challenges as well as obstacles for vendors. They are not quite the traditional home consumer and they are not large enough for the commercial market, so issues of access surround this market. Yet, there are a tremendous amount of these users in the U.S.

Now a single report gathers summary results from a large representative sample of over 28,000+ home, self-employed, corporate owned, yet home-located technology. We gather key questions so that you receive the most pertinent and focused information available anywhere.

The SOHO report is built on the strength of the Technology User Profile, conducted continuously since 1983 and providing a rich, comprehensive examination of the key aspects of technology use across the complete spectrum of environments and consumers. For the SOHO report, the experienced MetaFacts team draws on this year's profile as well as prior year's results to select the key research you need for a high level, yet detailed look at technology purchases, usage and plans.

Using this report will give you the confidence of solid and meaningful research, all gathered from a current and complete range of technology users. It's the most effective way to get the analysis you need – clear and relevant to today's trends.

**Technology User Profile – SOHO 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](#)

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[View a sample Technology User Profile Table](#)

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Rely on the benefits of the Technology User Profile – SOHO Profile Report from MetaFacts:

- See at a glance the most important research from comprehensive surveys, each with answers to hundred 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® – SOHO PROFILE REPORT

## Features

This report contains detailed data on operating systems, PC form factors, software applications, printers and peripherals and look at their use of private virtual networks. All of this is taken from the longest running, most comprehensive full-market study of technology usage.

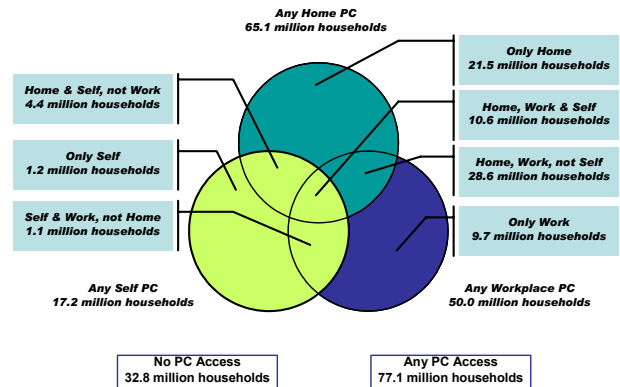
In the SOHO Profile Report, you will find details on technology usage, buying habits, demographics and market size. You will be able to gain insight to key questions such as:

- What are the key activities of those who work from home and in small offices? What is the frequency of those who work from home and what are the buying channels of these users??
- What is the market size of the SOHO market, using each of the several industry-standard definitions?
- What are the adoption rates for technologies for home and small office consumers?
- What are the demographics of this segment?

Answers to these questions and more are available in the Technology User Profile –SOHO Profile Report. View findings by both total U.S. market and by market segments. Each finding is presented in comprehensive table form. The complete, 100+ page report is available electronically.

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Source 2003 Technology User Profile - Highlights Report

The Technology User Profile – SOHO Market 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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