



Want to understand today's technology markets — who's using the hottest new products, and the old standbys?

Looking to spot the latest trends, but can't wait for custom study results?

Want actual information from real world users, not speculations or predictions?

Then you need the Technology User Profile® — Broadband Households Profile Report from MetaFacts.

This Technology User Profile - Broadband Households Profile report examines today's complex environment of technology users to deliver the facts you need on today's technology use, and tomorrow's trends. The Broadband Households Profile Report examines current households of technology users, revealing a clear profile of behaviors and attitudes of consumers who use broadband as well as those who don't.

The Broadband Profile report is built on the strength of Technology User Profile, conducted continuously since 1983, providing a rich, comprehensive examination of the key aspects of technology use across the complete spectrum of environments and consumers. For the Broadband Profile 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.

The Broadband Profile Report is built upon the summary results from a large representative sample of over 28,000 households. This report shows the PC and Internet activities of household consumers, in such categories as broadband, DSL, cable and satellite. It also includes purchase channels, adoption rates and ownership intensity.

Using the TUP Profile Reports gives you the confidence of meaningful research, available today, drawn from a current and complete range of real world users. It's the most effective way to get the kind of analysis you need — concise, focused and immediately available.

Technology User Profile - BROADBAND HOUSEHOLDS PROFILE REPORT

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

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

Rely on the benefits of the Technology User Profile — Broadband Households Profile Report:

- 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 30,000+ 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

Technology User Profile® – BROADBAND HOUSEHOLDS PROFILE REPORT

Features

This comprehensive report detailed data information on bandwidth/connection type, ISP, home networking- both wired and wireless, number of home PCs, and VoIP.

In the Broadband Households Report, you will find details on the buying habits, usage and plans, as well as the activities of users while on the Internet. This report will enable you to be able to answer questions such as the following:

- What are the customer preferences and demands for Broadband?
- How fast is Broadband being adopted? Who are these adopters? And who are the consumers that are not adopting?
- What is the demographic landscape of these users? What are the educational levels, income levels and household sizes for Broadband consumers?
- What are the key attitudes of household consumers in purchasing, technology-complexity, and adoption behavior?
- What is the size of the market?

Answers to these questions and more are available in the Technology User Profile — Broadband Households 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 in Adobe PDF format.



The Technology User Profile — Broadband Households 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 offers a complete range of qualitative and quantitative research programs, including focus groups, mail and phone surveys, demographic profiling, tracking studies, and follow-up studies targeting vertical markets and geographic profiles. Whatever your research needs, you can rely on MetaFacts' 25+ years of experience as designers and users of high tech market research. For more information, contact MetaFacts at 1-760-635-4300 or info@MetaFacts.com or visit www.metafacts.com.