



Want to know the current size of the Education market?

Want to understand the adoption trends and replacement rates of PCs, operating systems and peripherals for this special segment?

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

Then you need the Technology User Profile® – Education - K12 & College/University Profile Report from MetaFacts.

The Technology User Profile Education - K12 & College/University Report examines the unique environment of Educational institutions as well as the educational use of technology. Currently, the implications of the No Child Left Behind Act has many leanings towards a heavy need for standardization that technology-based solutions will only be able to fulfill. There will be a real need for vendors to position themselves for the opportunity to fill this space. However, because of pre-existing conditions and preferences within the Education system, it will be important to question the historical usage and purchase patterns for those who are buying within the education sector.

Now a single report gathers summary results from a large representative sample of 28,000 households on the habits and plans for use of technology within the Education sector. We ask key questions so you can see precise and actual information on the attitudes, usage, current habits and plans to buy. No speculations or predictions, just real, solid information.

The Education - K12 & College/University 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 Education - K12 & College/University 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.

Using this report will give you the confidence of solid and meaningful research, drawn from a current and complete range of real world users. Be sure that it's the most effective way to get the kind of analysis you need, concise and focused.

Technology User Profile - EDUCATION - K12 & COLLEGE/UNIVERSITY PROFILE REPORT

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

Rely on the benefits of the Technology User Profile – Education - K12 & College/University Profile Report from MetaFacts:

- 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 form, 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® – EDUCATION - K12 & COLLEGE/UNIVERSITY PROFILE REPORT

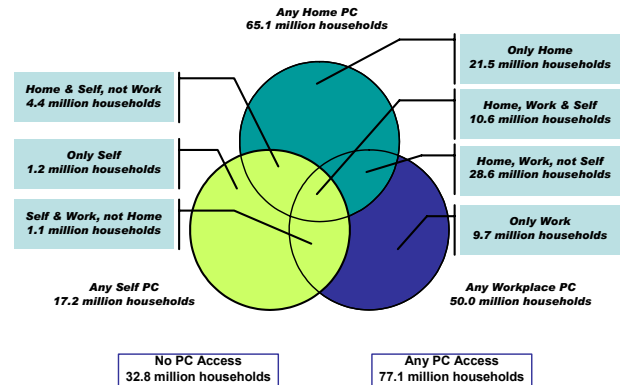
Features

The Education - K12 & College/University Profile Report contains detailed data on operating systems, open source applications software and antivirus software, all taken from Technology User Profile, the longest running, most comprehensive full-market study of technology usage.

In this report, you will find details on Education's user segments, by age, gender, education level and geographic landscape. You will be able to answer questions like the following:

- What is the replacement rate for operating systems and different technology based products for those in the Education sector?
- How much brand switching is going on within the Education sector?
- Is there a relationship between the brand of the workplace PC and the one used at home?
- What is the future for the Education Sector? Will these key attitudes mould purchase patterns in technology?

Answers to these questions and more are available in the Technology User Profile — Education - K12 & College/University Profile Report. View findings by both total U.S. market and by market segments. Each finding is presented in a set of comprehensive tables. The complete, 100+ page report is sent to you as a bound booklet or is available electronically in Adobe PDF format.



Source 2003 Technology User Profile - Highlights Report

The Technology User Profile – Education - K12 & College/University 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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