



**Want to know if income translates to tech spending? Want to validate, with solid research information, any assumptions about the relationship between income and the adoption of technology products and services?**

**Want actual information on how strongly computer, telecom, Internet and consumer electronics technology is being adopted, and by whom?**

**Then you need the Technology User Profile® – High-Income Households Profile Report from MetaFacts.**

The High-Income Households Profile Report examines the complex environment of American technology users to give you the facts that you need for today's digital home technology market. The total size of the household technology market presents a tremendous market opportunity for technology companies. However, this does not mean that every household is as strong an adopter as the next household.

Now a single report gathers summary results from a large representative sample of over 28,000+ households on the habits and plans for use of technology products. We ask households key questions so you can see precise and actual information on their attitudes, usage, what they're buying and planning to buy. No speculations or predictions, just valid information.

The High-Income Households Profile Report is built on the strength of 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 High-Income Households Profile Report, the experienced MetaFacts team draws on the latest survey 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 – HIGH-INCOME HOUSEHOLDS PROFILE REPORT**

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

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

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

Rely on the benefits of the Technology User Profile – High-Income Households 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 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](http://www.technologyuserprofile.com)

# Technology User Profile® – HIGH-INCOME HOUSEHOLDS PROFILE REPORT

## Features

This report contains comprehensive data on technology products and services such as PCs, online, gaming devices, home entertainment, and telecommunications, drawn from the longest running, most comprehensive full-market study of technology usage, Technology User Profile.

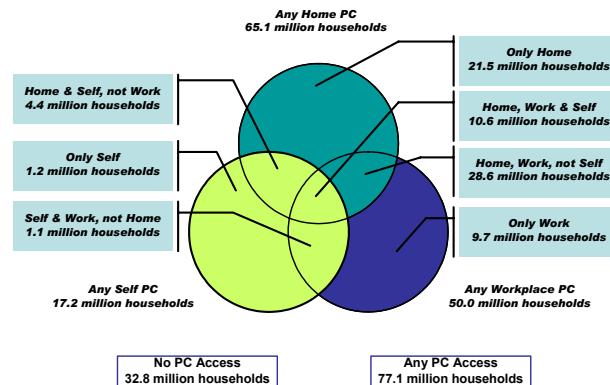
In the High-Income Households Profile Report, you will find details on technology product and service usage, buying habits, demographics and market size. You will be able to gain insight to key questions such as:

- What are the market opportunities? Is technology spending only among certain segments of high-income households?
- What consumer electronics (cell phones, DVD players, MP3 music players, etc.) do high-income households have? What are they planning to buy?
- How many have high-bandwidth connections?
- Which segments have “heavy” online users, versus “light” online users? What percent do not go online at all?
- What is the size of the market?

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

[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 – High-Income Households 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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