



Want to understand the profiles of senior technology users within the US Market and how they differ from other segments?

Want to know if technology product adoption rates by seniors are increasing or declining within certain buying categories?

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

Then you need the Technology User Profile® – Senior Technology Users Profile Report from MetaFacts.

The Senior Technology Users Profile Report examines the dynamic environment of these technology users to give you the facts that you need for today's technology market. The total size of the seniors market presents a growing market opportunity for technology companies. However, this does not mean that seniors are a clear-cut segment.

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

The Senior Technology Users 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 seniors usage across the complete spectrum of socio-economic environments. For the Senior Technology Users 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 - SENIOR TECHNOLOGY USERS 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 Senior Technology Users Profile Report Table of Contents](#)

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

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

Rely on the benefits of the Technology User Profile – Senior Technology Users 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® – SENIOR TECHNOLOGY USERS

PROFILE REPORT

Features

This report contains comprehensive data drawn from the longest running, most comprehensive full-market study of technology usage, Technology User Profile.

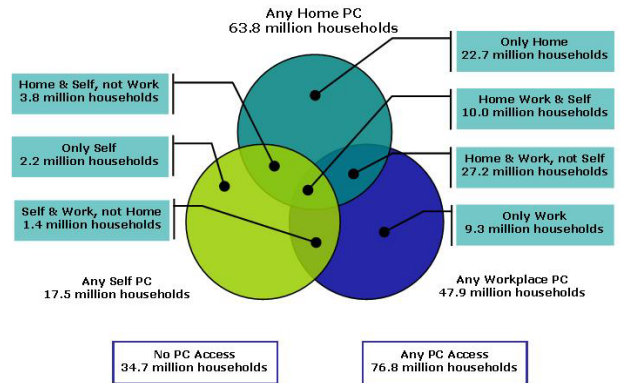
In the Senior Technology Users Report, you will find details on buying habits, usage, demographics and market size. You will be able to gain insight to key questions such as:

- What kind of technology products do seniors tend to use?
- What consumer electronics (cell phones, DVD players, etc.) do seniors have? What are they planning to buy?
- What is the size of the market?
- What are preferences and demands for products and services in households with senior computer users?
- How fast are different technology products being adopted by seniors?
- What is the demographic landscape?

Answers to these questions and more are available in the Technology User Profile — Senior Technology Users Profile Report. Each finding is presented in comprehensive tables. The complete, 75+ page report is available electronically.

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Source: MetaFacts Technology User Profile 2004 Annual Edition

The Technology User Profile – Senior Technology User 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.

For more information, contact MetaFacts:

1-760-635-4300
sales@metafacts.com

Visit us at www.metafacts.com or
www.technologyuserprofile.com