



**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 to know if you are putting the appropriate level of resources into the metro areas with the greatest or least potential?**

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

**Then you need the Technology User Profile® — Top 10 Technology Metros Profile Report from MetaFacts.**

This Technology User Profile – Top 10 Technology Metros report examines today's complex environment of technology users to deliver the facts you need on today's technology use, and tomorrow's trends.

Now a single report gathers summary results from a large representative sample of over 28,000+ households on the technology usage habits, spending patterns and attitudes of these top ten technology metro consumers. You see precise, actual information on how they buy and use technology, not speculations or predictions of what they might be doing.

The Top 10 Technology Metros 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 Top 10 Technology Metros 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 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 - TOP 10 TECHNOLOGY METROS 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 Top 10 Technology Metros 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 — Top 10 Technology Metros Profile Report:

- 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](http://www.technologyuserprofile.com)

# Technology User Profile® – TOP 10 TECHNOLOGY METROS PROFILE REPORT

## Features

This comprehensive report contains indepth survey data on PCs, printers, software applications, phones, TV, cable, telematics, game devices and internet within the ten major metros in the U.S.

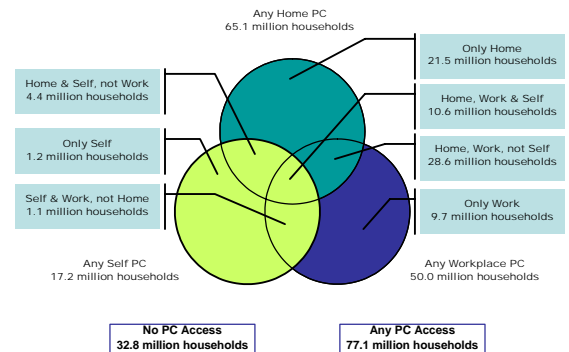
In the Top 10 Technology Metros Profile Report, you'll find details on buying habits, usage and plans in a variety of categories, and zero in on the key information you need to answer questions like the following:

- Which American metros have the greatest amount of technology use?
- How much of American's technology buying volume is concentrated in the 10 largest metros?
- How do these top technology metros compare with others in the U.S. in the way they use technology products?
- What are the key attitudes towards technology of those within these major metros?
- What are the adoption rates of consumer electronics and PCs within these metros?
- How many households are planning to buy PCs and different consumer electronics within these major metros?

Answers to these questions and more are available in the Technology User Profile — Top 10 Technology Metros Profile Report. View findings by both total U.S. market and by market segments. Each finding is presented in table form. The complete, 400+ page report is sent to you as a bound booklet or is available electronically in Adobe PDF format.

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(Available now for immediate purchase.)



Source 2003 Technology User Profile - Highlights Report

The Technology User Profile — Top 10 Technology Metros 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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