



**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® — California Market Profile Report from MetaFacts.**

This Technology User Profile – California Market 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.

This report focuses on the California market, the top technology-spending state. This information can be used in a variety of ways by vendors to understand the profiles of the heaviest technology users and purchasers.

Now a single report gathers summary results from a large representative sample of over 28,000+ households on their habits and plans for use of PCs and various consumer electronics. You see precise, actual information on how they buy and use technology, not speculations or predictions of what they might be doing.

The California Market 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 California Market 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 the MetaFacts 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 - CALIFORNIA MARKET PROFILE REPORT**

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

Rely on the benefits of the Technology User Profile – California Market 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](http://www.technologyuserprofile.com)

## Features

This comprehensive report contains detailed data on PCs and internet, printers, software applications, phones, TV, cable, telematics, and game devices within the California market.

In the California Market Profile Report, you will find details on the 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:

- How much of American's technology buying volume is concentrated within this state?
- How does this state look demographically? What are the ages, household compositions, income levels, education levels and employment status' of these major technology buyers?
- What are the key attitudes of these users towards technology buying, usage and planning?
- What are the adoption rates of consumer electronics and PCs within this state?
- How many households are planning to buy PCs and different consumer electronics within this state?

Answers to these questions and more are available in the Technology User Profile — California Market Profile Report. View findings by both total U.S. market and by market segments. Each finding is presented in table form, and includes year to year trends. The complete, 200+ page report is available electronically in Adobe PDF format.



The Technology User Profile – California Market 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' 25+ years of experience as designers and users of high tech market research.

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