



Want to understand the technology users in Small/Medium business?

Want to know how and where these active buyers use their technology products?

Want the latest adoption rate within this segment?

Then you need the Technology User Profile® – Small/Medium Business Profile Report by MetaFacts

The Technology User Profile Small/Medium Business Profile Report examines the complex environment of this segment. Because Small/Medium businesses get overlooked by many technology vendors, understanding this segment is challenging. They are not home consumers and they are large enterprises, so issues of access surround this market. Yet, there are a tremendous amount of these businesses in the U.S.

Now a single report gathers summary results from a large representative sample of over 28,000 Small/Medium business computer users on the habits and plans for use of technology products. We ask them key questions so that you receive the most pertinent and focused information available anywhere.

The Small/Medium Business Profile 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 Small/Medium Business 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, all gathered from a current and complete range of technology users. It's the most effective way to get the analysis you need – clear and relevant to today's trends.

**Technology User Profile – SMALL/MEDIUM BUSINESS
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 Small/Medium Business 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 – Small/Medium Business 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® – SMALL/MEDIUM BUSINESS PROFILE REPORT

Features

This report contains comprehensive and detailed data on operating systems, PC form factors, software applications, printers and peripherals and look at their use of private virtual networks. All of this is extracted from the longest running, most comprehensive full-market study of technology usage.

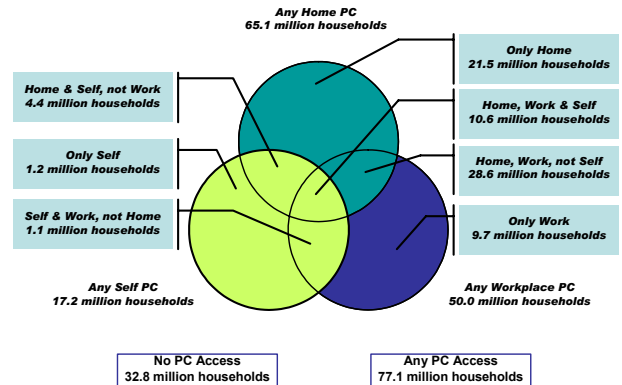
In the Small/Medium Business Profile Report, you will find details on technology usage, buying habits, demographics and market size. You will be able to gain insight to key questions such as:

- What are the key activities of PC and online users within Small/Medium businesses?
- What is the market size of the Small/Medium Business segment?
- What are the adoption rates for various technologies among the segments of Small/Medium business?

Answers to these questions and more are available in the Technology User Profile – Small/Medium Business Profile Report. View findings by both total U.S. market and by market segments. Each finding is presented in table form. The complete, 250+ page report is sent to you as a bound booklet or is available electronically in Adobe PDF format.

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Source 2003 Technology User Profile - Highlights Report

The Technology User Profile – Small/Medium Business 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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