



**Want to know just how many personal computers are no longer in use?**

**Want to know the replacement rates for computers and printers, based on solid long-term research?**

**Need solid information on the actual effectiveness of recycling and donation programs?**

**Then you need the Technology User Profile® – Demise Of American Home PCs Profile Report from MetaFacts.**

The Demise of American Home PCs Profile Report examines American technology users to give you the facts that you need to understand what they do with their old technology products.

Now a single report gathers summary results from a large representative sample of over 28,000 households on the disposition of previously-owned technology owned 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 Demise of American Home PCs 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 Demise of American Home PCs 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, plans, and previous ownership patterns.

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 - DEMISE OF AMERICAN HOME PCS 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 Demise of American Home PCs Profile Report Table of Contents](#)

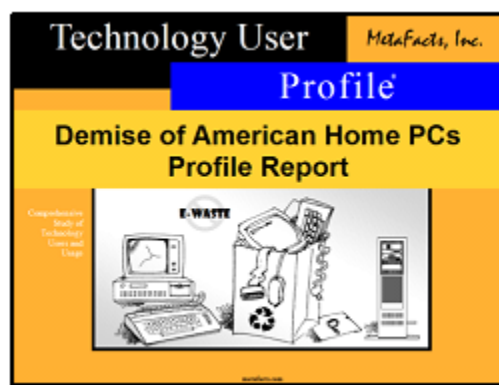
[View a sample Technology User Profile Table](#)

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

Rely on the benefits of the Technology User Profile – Demise of American Home PCs 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)

# Technology User Profile® – DEMISE OF AMERICAN HOME PCs PROFILE REPORT

## Features

This report contains comprehensive data on technology products and services such as PCs, cellphones, and printers, drawn from the longest running, most comprehensive full-market study of technology usage, Technology User Profile.

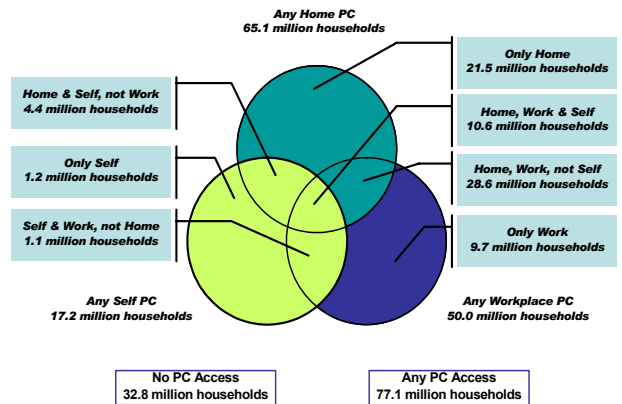
In the Demise of American Home PCs Profile Report, you will find details on technology product and service usage, buying habits, demographics and market size. You will be able to gain insight to key questions such as:

- How much recycling is actually happening? Is recycling only among certain segments?
- What tech products are being replaced and at what rate?
- What are the characteristics of the most-avid and least-avid recyclers, donors, and those who just toss their old equipment in the trash?

Answers to these questions and more are available in the Technology User Profile — Demise of American Home PCs 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 – Demise of American Home PCs 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](mailto:sales@metafacts.com)

Visit us at [www.metafacts.com](http://www.metafacts.com) or  
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