



Want to understand the latest demographic segments in users of operating systems?

Want to know the current purchase channels by those with operating systems? Want to know how they plan to buy in the future?

Want actual information provided by real world users, not speculation or predictions?

Then you need the Technology User Profile® – Operating Systems Profile Report from MetaFacts.

This Technology User Profile - Operating Systems Profile Report examines today's environment of technology users to deliver solid, well-founded information 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 respondents on their usage habits and plans for use of Operating Systems, both within their households as well as in their workplaces. We ask users of operating systems key questions so you can see precise and actual information on their attitudes, usage, what they're buying and planning to buy and more. No speculations or predictions, just valid information.

The Operating Systems 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 Operating Systems 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 TUP Profile Reports gives 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 – OPERATING SYSTEMS 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 Operating Systems 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 – Operating Systems 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

Features

This comprehensive report contains detailed and comprehensive data on Windows XP Home, Pro & Media Center Edition, Apple, and Linux, plus details on open source applications software and PC brands, all taken from the longest running, most comprehensive full-market study of technology usage, Technology User Profile.

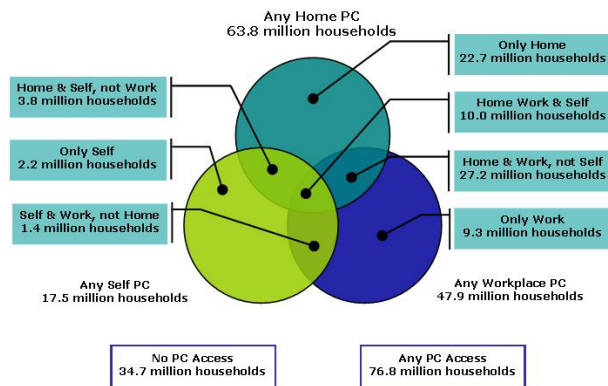
In this report, you'll find details on user activities, demographics, geographic information, do it yourself built PCs, vertical, commercial, education and government. You will be able to answer questions such as the following:

- What is the demographic landscape of specific operating systems users?
- What is the consumer awareness and purchase intent of operating systems?
- What is the conversion/switcher rate between Apple and Windows?
- What is the current size of the market for operating systems?
- What are the current technology attitudes of consumers when it comes to operating systems?

Answers to these questions and more are available in the Technology User Profile —Operating Systems Profile Report. View findings by both total U.S. market and by market segments. Each finding is presented in comprehensive tables. The complete, 225+ page report is available electronically.

Visit other TUP Profile Reports that are [available](#) or [coming soon](#)

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Source: MetaFacts Technology User Profile 2004 Annual Edition

The Technology User Profile – Operating Systems 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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