



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® — Big Tech Web Buyers Profile Report from MetaFacts.

This Technology User Profile - Big Tech Web Buyers 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 respondents on their usage habits and plans for use of Operating Systems, both within their households as well as in their workplaces. We ask big tech web buyers 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 Big Tech Web Buyers 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 Big Tech Web Buyers 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 - BIG TECH WEB BUYERS PROFILE REPORT

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

Rely on the benefits of the Technology User Profile — Big Tech Web Buyers 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 and graph form, with summary conclusions 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

Technology User Profile® – BIG TECH WEB BUYERS PROFILE REPORT

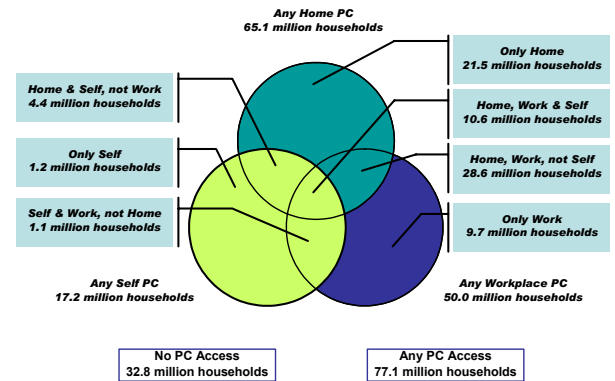
Features

This comprehensive report contains detailed and comprehensive data on active buyers, buying technology products such as computers, consumer electronics, and software. 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 the following:

- Active online tech buyers aren't particularly stronger, socioeconomically
- What sets apart active tech buyers - their attitudes about technology
- Active tech buyers divide into five unique segments, each with different profiles.

Answers to these questions and more are available in the Technology User Profile —Big Tech Web Buyers Profile Report. View findings by both total U.S. market and by market segments. Each finding is presented in comprehensive tables. The complete report is available electronically.



Source 2003 Technology User Profile - Highlights Report

The Technology User Profile — Big Tech Web Buyers 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 focused technology market research firm specializing in the computer and telecommunications industries, MetaFacts offers a complete range of qualitative and quantitative research programs, including 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

Visit us at www.metafacts.com