

MetaFacts, Inc.



Want to understand today's top PC Brands — and to know which buyers the majors are actually reaching?

Want to know how similar - or how different - Gateway and eMachines Home PC owners are?

Want actual information from real world users, not speculations or predictions?

Then you need the Technology User Profile® — Home PC Brand Profile Report from MetaFacts.

The Technology User Profile — Home PC Brand 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.

Now a single report gathers summary results from a large representative sample of over 4,000 Home PC users on their habits and plans for use of PCs, the Internet, printers and software, in their homes. Find out top activities using home PCs, Internet users' activities, where PCs are purchased, geographic concentrations and more. You see precise, actual information on how they buy and use technology, not speculations or predictions of what they might be doing.

The Home PC Brand Profile Report is built on the strength of the Technology User Profile, conducted continuously since 1983, providing a rich, comprehensive examination of the key aspects of computer technology use across the complete spectrum of environments and buyers. For the Home PC Brand Profile Report, the experienced MetaFacts team draws on results from the most current Technology User Profile study to select the key research you need for a high level, yet detailed look at technology purchases, usage and plans.

Using the Home PC Brand Profile Report gives you the confidence of targeted 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 — HOME PC BRAND PROFILE REPORT

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

For more information, contact MetaFacts

Rely on the benefits of the Technology User Profile — Home PC Brand Profile Report:

- See at a glance the most important research from OVER 4,000 completed comprehensive surveys of Home PC users, each with answers to hundreds of questions
- Each fact is based on the time-tested, proven Technology User Profile methodology
- Report findings are clearly arranged in table and graph form, with summary conclusions for the busy researcher or marketer
- 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® – HOME PC BRAND PROFILE REPORT

Features

Savvy professionals responsible for market analysis, business development and strategic planning are turning to the Technology User Profile — Home PC Brand Profile Report.

Each report contains highlights on personal computers, the Internet, printer and software buying habits and usage, all taken from the Technology User Profile, the longest running, most comprehensive full-market study of technology usage, which has since 1983 been delivering a rich, thorough examination of the key aspects of use across the complete spectrum of environments and buyers.

In the Home PC Brand Profile Report, you'll find details on 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:

- Where are personal computers installed? How many are in homes?
- What is the profile of Dell users, compared to Apple, HP/Compaq and Gateway/eMachines users, in terms of their age, gender, technology usage, technology activities/behaviors, shopping/buying behavior and attitudes?
- What channels are used in the buying process? Where do home PC users go to research and shop for PCs, software, printers, printer supplies, peripherals and other supplies?
- Which retail outlets (Wal-Mart, Circuit City, Best Buy, CompUSA, Target, Costco, etc.) are people shopping (both for online and in-store shopping)? What is the profile of buyers who frequent each retailer?
- What other items (printers, software, monitors/displays, extended service plan, etc.) do people typically buy with their PC purchase? How does this differ by PC brand?
- Which PC users are planning to purchase new PCs? Of these, who are "brand-loyal" and who plan to switch brands?
- Who's connected to the Internet and how? How does Internet use differ by brand of PC?

- Where are home PC users using their PCs (e.g. home office, living room, cybercafé, train, plane, library, hotel, etc.). and for which activities do these PC users use their PCs?
- How do home/family PC users use the Internet?

Answers to these questions and more are available in the Technology User Profile — Home PC Brand Profile Report. Each finding is presented in table form.

For more information, contact MetaFacts.

The Technology User Profile — HOME PC BRAND PROFILE REPORT is one of the Technology User Profile solutions from MetaFacts. Other Technology User Profile solutions include the:

- Technology User Profile — Workplace PC Brand Profile Report
- Technology User Profile — Mobile PC Brand Profile Report
- Technology User Profile — Full Edition

MetaFacts, Inc. is a national market research firm focusing exclusively on the technology industries. MetaFacts' Technology User Profile survey is the longest-running, largest, and most comprehensive study of its kind, conducted continuously since 1983. The detailed results are widely recognized as a primary marketing resource for Fortune 1000 companies providing consumer-oriented technology products and services, such as PCs, printers, mobile devices, and related services and products. For more information, contact MetaFacts at 1-760-635-4300 or www.metafacts.com.