

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 — HP and Dell Workplace PC users are?

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

The Technology User Profile — Workplace 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 thousands of Workplace PC users on their habits and plans for use of PCs, the Internet, printers and software. Find out top activities using workplace 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 Workplace PC Brand Profile Report is built on the strength of 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.

Using the Technology User Profile — Workplace 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.

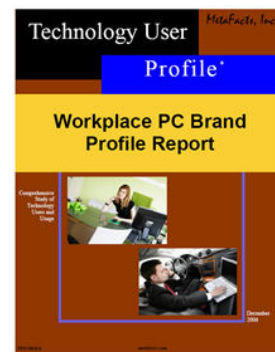
Technology User Profile - WORKPLACE PC BRAND PROFILE REPORT

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

Rely on the benefits of the Technology User Profile – Workplace PC Brand 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 research results
- Report findings include analysis, graphs, and tables, 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.metafacts.com

Technology User Profile® – WORKPLACE PC BRAND PROFILE REPORT

Features

In the Workplace 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 U.S. businesses?
- 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?
- Who's connected to the Internet and how? How does Internet use differ by brand of PC?
- 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?
- Besides the workplace, where are workplace 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 workplace PC users use the Internet?

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



The Technology User Profile — Workplace PC Brand 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 — FOCUS EDITION – Digital Imaging Lifecycle
- Technology User Profile — MULTI-YEAR DATASET

A full-service technology market research firm specializing in the computer and information-based consumer electronics 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' 25+ years of experience as designers and users of high-tech market research.

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