



**Want to know which market segments and occupations use mobile PCs the most, and which segments are largest?**

**Want to know how similar – or different – notebook PC and desktop PC users are in who they are, the way they use their PCs, and in their shopping habits?**

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

**Then you need the Technology User Profile® — Busy Mobiles Profile Report from MetaFacts.**

Now a single report gathers summary results from a large representative sample of thousands of Mobile PC users on their habits and plans for use of PC, the Internet, printers, consumer electronics and peripherals, in the workplace, on the road, and at home. You will see precise, actual information on how they buy and use technology today, not speculations or predictions.

The Busy Mobiles 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. For the Busy Mobiles 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 Technology User Profile Busy Mobiles 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 - BUSY MOBILES PROFILE REPORT**  
If you have the right knowledge, you can make the right decisions.

Rely on the benefits of the Technology User Profile – Busy Mobiles 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.*

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# Technology User Profile® – BUSY MOBILES PROFILE REPORT

## Features

The busiest mobile PC users are unlike everyday computer users – as they include both the most technologically-savvy as well as the most-hardened road warriors. These pioneers that essentially live with their computers are guides to the future of computing technology.

In addition to unique demographics and occupations, these busy mobile users are singular in the way they use their computers. They are more active than their desktop-bound counterparts – in their computing practices as well as their travel patterns.

Now that mobile users are the majority of American computer users, it's even more important to deeply understand these active hands-on users.

This report reveals detailed fact-based findings on:

- Just how many mobile PC users spend 40 or more hours per week with their computers
- How many other additional computers these busy mobile users actively use
- How these busiest users differ from less-mobile and desktop-bound demographically, socioeconomically, and in their technology attitudes
- The seven core occupational groups that are both very busiest with their mobiles and also are the most numerous, as well as the 14 occupational groups that are least busy with their mobiles and fewest in number
- The two "silver-bullet" activities of the busiest mobile users that's not for the least-busy, as well as the one key activity that might just get mobile users to give up their notebooks
- Who paid for the most-mobile PCs: homes, the self-employed, small/medium businesses, large businesses, government, or education
- Which PC-maker dominates the mobile market, and the brand share of every other major company for the user's primary as well as other mobile PCs
- The locations where mobile computers are used, from cybercafés and libraries, to trains, planes, hotels, workplaces, and which room in the house – home office, kitchen, or other rooms
- Which retail and online outlets the busiest mobile users like to frequent
- The consumer electronics and peripherals used by these busy mobiles as well as their shopping list for near-term purchases

Based on surveys with more than 10,000 respondents by telephone and online, the MetaFacts Busy Mobiles Report 2008 dives into solid survey results to examine the entire range of these active users, from those that practically work, live, eat, sleep, and play continuously with their notebooks and tablets, to those that have a mobile as their 2nd or 3rd PC used extensively in their travels. This focused analysis examines the busiest and least-busy mobile users, as well as the mobile versus the desktop-bound. It reports on users, PCs, and households to give a complete picture. It utilizes the full power of the Technology User Profile 2008 Annual Edition, the longest-running comprehensive survey of Americans, conducted since 1983.



The Technology User Profile — Busy Mobiles 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.

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)