



Want to know the size of market segments that use Windows Vista, Apple, Windows XP, or even older versions of Windows?

Want to know the factors that differentiate Vista from Apple users, and how similar they may be to XP users?

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

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

As the launch of Microsoft Windows Vista has proven, inertia is alive and well in the PC market. Not all buyers readily embrace the newest PC operating systems. Some buyers are cautious, while others are not eager to replace their relatively new PCs nor upgrade their operating system. Yet other buyers are constrained by their means. Furthermore, Apple has turned up the volume to attract fence-sitters to switch away from Windows.

The Home Operating Systems 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 Home Operating Systems 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 Operating Systems 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 OPERATING SYSTEMS PROFILE REPORT

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

Rely on the benefits of the Technology User Profile – Home Operating Systems 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® – HOME OPERATING SYSTEMS PROFILE REPORT

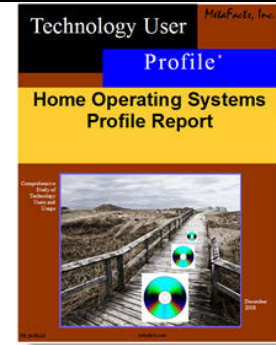
Features

This study provides the real profile of early Vista adopters as well as new Apple customers. It also details and sizes the Windows XP market, that majority of the installed base. Critical for PC makers and software developers alike, this solid fact-based report provides a comprehensive status of the market.

This report reveals many detailed fact-based findings:

- The differences and similarities in how users use the unique characteristics of each operating system
- The factors that distinguish the most important segments, including age, gender, employment status, presence and age of children, household size, and others
- Which market segments have already changed operating systems and which haven't
- How notebooks have changed the marketplace
- The age of the installed base, to reveal the extent that PC lifecycles can delay adoption of new operating systems
- The technology attitudes spanning confusion to fun and entertainment

Based on surveys with more than 10,000 respondents surveyed by telephone and online, the MetaFacts Home Operating Systems Profile Report dives into solid survey results to examine the entire range of these households, from those that have kept their older PC operating systems to those that have recently bought the latest version of Windows Vista, those that use Apple, as well as those who installed their own operating system. This focused analysis examines the differences between 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 — Home 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 — 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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