

Table of Contents

SOHO - Small Office/Home Office Profile Report - May 2005

Home/Family PCs	Title	Page #s
PC - Demographics 2004		
	Top PC Vendors	1
	Brand of PC - Full Detail	2-3
	Current PC Form Factor of Primary PC	4
	Top Desktop PC Vendors	5
	Top Notebook PC Vendors	6
	PC Primary Operating Systems	7
	Hard Drive Disk Space (MB & GB) of PC	8
	Main Memory (RAM) of PC	9
	CPU Speed (MHz) of PC	10
	PC Chip Type - Summary	11
	Year PC was Purchased	12
	New/Used Purchase Status of PC	13
	How Many Hours Per Week PC is Used	14
	Location Where the PC is Regularly Used	15
	Outlet Where Any PC Related Products are Purchased	16
	Outlet Where PC was Purchased	17
	How PCs were Purchased	18
	How Old was Previous PC	19
	Same/Different Brand of Previous PC	20
	Brand of Previous PC - Summary	21
	CPU or Processor/Chip of Previous PC - Summary	22
	Previous PC Form Factor	23
	Operating System of Previous PC	24
	What was Done with Previous PC	25
	Activities for Which PC is Regularly Used	26-27
	Years of Computer Use for Primary User	28
	User's Level of Computer Literacy	29
Home/Family PCs		
Internet - Demographics 2004		
	PC Connects to the Internet	30
	How Does PC Communicate	31
	Online/Internet Services Accessed	32
	Recently Subscribed Internet Service Provider/ISP	33
	Reason for Changing ISP	34
	Hours Actively on Internet Per Week	35
	Years of Internet Use for Primary User	36
	Past 12 Months, How Much Spent on Personal via Internet	37
	Past 12 Months, How Much Spent on Work via Internet	38
	Number of Telephone Lines in Household	39
Home/Family PCs		
Printers - Demographics 2004		
	Number of Printers Connected Directly to PC	40

Brand of Printer - Summary	41
Brand of Color Printer (Inkjet, MFP, Laser)	42
Brand of (Mono) Laser Printer	43
Type of Printer Used	44
Largest Size Paper Home Printer Can Print On	45
How PC is Connected to Printer	46
Year Printer was Purchased	47
How Old was Previous Printer	48
Type of Previous Printer Used	49
Same/Different Brand of Previous Printer	50
Brand of Previous Printer	51
Activities for Which Printer is Used Most Often	52
Activities for Which Printer is Used	53
Activities for Which Special Paper is Used	54
Outlet Where Printer was Purchased	55
How Printer was Purchased	56
Outlet Where Printer Supplies were Purchased	57
How Printer Supplies were Purchased	58
Number of Pages Printed per Month	59
Percentage of Pages Printed in Color	60
Number of Inkjet Cartridges Used Last Year	61
Number of Laser Printer Toner Cartridges Used Last Year	62

Home/Family PCs

Title

Page #s

Software - Demographics 2004

Software Suites	63
Categories of Software Used	64
Top PC Software Packages	65
User's Level of Software Literacy	66
Outlet Where Software was Purchased	67
How Software was Purchased	68

Home/Family PCs

Title

Page #s

Cell Phones and PDAs - Demographics 2004

Cell Phone Brand	69
Cell Phone Carrier	70
Year Cell Phone was Purchased	71
Who Paid for Cell Phone	72
Who Pays the Service Fee for the Cell Phone	73
Cell Phone Activities	74
Past 12 Months Changed Cellular Service Provider	75
Number of Home Owned Cell Phones	76
PDA/Handheld Type	77
PDA/Handheld Brand	78
PDA/Handheld Model	79
Year PDA/Handheld was Purchased	80
Who Paid for PDA/Handheld	81
PDA/Handheld Activities	82

Home/Family PCs

Title

Page #s

Peripherals - Demographics 2004

Peripheral Products Used with PC	83-84
----------------------------------	-------

Peripheral Products Purchased Before PC	85-86
Peripheral Products Purchased with PC	87-88
Peripheral Products Purchased After PC	89-90
Plan to Purchase Peripheral Products within Next 12 Months	91-92
Outlet Where Peripherals/Equipment were Purchased	93
How Peripherals were Purchased	94
Outlet Where Other Supplies were Purchased	95
How Other Supplies were Purchased	96

Home/Family PCs

Title

Page #s

PC - Demographics 2003

Top PC Vendors	1
Brand of PC - Full Detail	2-3
Current PC Form Factor of Primary PC	4
Top Desktop PC Vendors	5
Top Notebook PC Vendors	6
PC Primary Operating Systems	7
Hard Drive Disk Space (MB & GB) of PC	8
Main Memory (RAM) of PC	9
CPU Speed (MHz) of PC	10
PC Chip Type - Summary	11
Year PC was Purchased	12
New/Used Purchase Status of PC	13
How Many Hours Per Week PC is Used	14
Location Where the PC is Regularly Used	15
Outlet Where Any PC Related Products are Purchased	16
Outlet Where PC was Purchased	17
How PCs were Purchased	18
How Old was Previous PC	19
Same/Different Brand of Previous PC	20
Brand of Previous PC - Summary	21
CPU or Processor/Chip of Previous PC - Summary	22
Previous PC Form Factor	23
Operating System of Previous PC	24
What was Done with Previous PC	25
Activities for Which PC is Regularly Used	26-27
Years of Computer Use for Primary User	28
User's Level of Computer Literacy	29

Home/Family PCs

Title

Page #s

Internet - Demographics 2003

PC Connects to the Internet	30
How Does PC Communicate	31
Maximum Transmission Speed	32
Online/Internet Services Accessed	33
Recently Subscribed Internet Service Provider/ISP	34
Reason for Changing ISP	35
Online/Internet Activities	36-37
Hours Actively on Internet Per Week	38
Years of Internet Use for Primary User	39
Past 12 Months, How Much Spent on Personal via Internet	40
Past 12 Months, How Much Spent on Work via Internet	41
Number of Telephone Lines in Household	42

Home/Family PCs	Title	Page #s
Printers - Demographics 2003		
	Number of Printers Connected Directly to PC	43
	Brand of Printer - Summary	44
	Brand of Color Printer (Inkjet, MFP, Laser)	45
	Brand of (Mono) Laser Printer	46
	Type of Printer Used	47
	Printer Made to Print Photos	48
	How PC is Connected to Printer	49
	Year Printer was Purchased	50
	How Old was Previous Printer	51
	Type of Previous Printer Used	52
	Same/Different Brand of Previous Printer	53
	Brand of Previous Printer	54
	Activities for Which Printer is Used Most Often	55-56
	Activities for Which Printer is Used	57-58
	Activities for Which Special Paper is Used	59-60
	Outlet Where Printer was Purchased	61
	How Printer was Purchased	62
	Outlet Where Printer Supplies were Purchased	63
	How Printer Supplies were Purchased	64
	Number of Pages Printed per Month	65
	Percentage of Pages Printed in Color	66
	Number of Inkjet Cartridges Used Last Year	67
	Number of Laser Printer Toner Cartridges Used Last Year	68

Home/Family PCs	Title	Page #s
Software - Demographics 2003		
	Software Suites	69
	Categories of Software Used	70-71
	Top PC Software Packages	72-73
	User's Level of Software Literacy	74
	Outlet Where Software was Purchased	75
	How Software was Purchased	76

Home/Family PCs	Title	Page #s
Cell Phones and PDAs - Demographics 2003		
	Cell Phone Brand	77-78
	Cell Phone Carrier	79
	Year Cell Phone was Purchased	80
	Who Paid for Cell Phone	81
	Who Pays the Service Fee for the Cell Phone	82
	Cell Phone Activities	83-84
	PDA/Handheld Type	85
	PDA/Handheld Brand	86
	PDA/Handheld Model	87-88
	Year PDA/Handheld was Purchased	89
	Who Paid for PDA/Handheld	90
	PDA/Handheld Activities	91-92

Home/Family PCs	Title	Page #s
Peripherals - Demographics 2003		
	Peripheral Products Used with PC	93-94
	Categorized Multimedia Products Used with PC	95
	Categorized Imaging Products Used with PC	96
	Categorized Internet Products Used with PC	97
	Categorized Storage Products Used with PC	98
	Categorized Connectivity Products Used with PC	99
	Peripheral Products Purchased Before PC	100-101
	Categorized Multimedia Products Purchased Before PC	102
	Categorized Imaging Products Purchased Before PC	103
	Categorized Internet Products Purchased Before PC	104
	Categorized Storage Products Purchased Before PC	105
	Categorized Connectivity Products Purchased Before PC	106
	Peripheral Products Purchased with PC	107-108
	Categorized Multimedia Products Purchased With PC	109
	Categorized Imaging Products Purchased With PC	110
	Categorized Internet Products Purchased With PC	111
	Categorized Storage Products Purchased With PC	112
	Categorized Connectivity Products Purchased With PC	113
	Peripheral Products Purchased After PC	114-115
	Categorized Multimedia Products Purchased After PC	116
	Categorized Imaging Products Purchased After PC	117
	Categorized Internet Products Purchased After PC	118
	Categorized Storage Products Purchased After PC	119
	Categorized Connectivity Products Purchased After PC	120
	Plan to Purchase Peripheral Products within Next 12 Months	121-122
	Categorized Plan to Purchase Multimedia Products within Next 12 Months	123
	Categorized Plan to Purchase Imaging Products within Next 12 Months	124
	Categorized Plan to Purchase Internet Products within Next 12 Months	125
	Categorized Plan to Purchase Storage Products within Next 12 Months	126
	Categorized Plan to Purchase Connectivity Products within Next 12 Months	127
	Outlet Where Peripherals/Equipment were Purchased	128
	How Peripherals were Purchased	129
	Outlet Where Other Supplies were Purchased	130
	How Other Supplies were Purchased	131
	Categorized Entertainment Products Used	132-133
	Categorized Communication Products Used	134
	Categorized Imaging Products Used	135
	Categorized Car Telematics Products Used	136
	Categorized Entertainment Products Plan to Use	137-138
	Categorized Communication Products Plan to Use	139
	Categorized Imaging Products Plan to Use	140
	Categorized Car Telematics Products Plan to Use	141

Appendix	Title	Appendix Pages
	Guide to Technology User Profile Information	1
	Methodology	3
	Screener	7
	Questionnaire	8
	Code Lists	20