

Table of Contents

High-Income Households Profile Report - May 2005

Households Home/Family	Title	Page #s
Income Groups 2004		
	Household Highest Education Level	1
	Household Composition	2
	User Age/Gender Groups in Household	3
	Size of Household	4
	Numbers of Adults by Household Size	5
	Employment Status of Household Adults	6
	Respondent's Occupational Summary	7
	Respondent's Industry Summary	8
	Respondent's Enterprise Size	9
	Respondent's Establishment Size	10
	Type of Dwelling	11
	Home Ownership	12
	Market Size-MSA	13
	Geographic Division	14
	State	15-16
	Consumer Electronics Used	17-18
	Consumer Electronics Plan to Buy within Next 12 Months	19-20
	Peripheral Products Used with PC	21
	Peripherals Plan to Buy within Next 12 Months	22
	Lifecycle	23
	Hold Off on Buying Products Until Prices Come Down	24
	Purchase of Electronic Products Affects Buying Other Products	25
	Can't Keep Up Current Events	26
	Talks to Friends/Colleagues Before Buying	27
	Worried About Someone Tracking on the Internet	28
	Tries New Technology Before the Need	29
	Recently Getting More Unwanted Email	30
	Essential to Keep Up with Technology Products and Services	31
	Tried and True Method Better Than Trying New Invention	32
	Doesn't Have Much Experience in Purchasing Electronics Products	33
	Consumer Electronics Are More Complicated Than Needs To Be	34
	Actively Seeks Out New Tools and Technologies Before Well Known	35
	Techii Segment	36
Households Home/Family		
Income Groups 2003		
	Annual Household Income	1
	Marital Status	2
	Household Composition	3
	User Age/Gender Groups in Household	4
	Size of Household	5
	Numbers of Adults by Household Size	6
	Employment Status of Household Adults	7
	Occupation of Panel Member	8
	Respondent's Industry Summary	9
	Respondent's Enterprise Size	10

Respondent's Establishment Size	11
Type of Dwelling	12
Home Ownership	13
Population Density/Degree of Urbanization	14
Geographic Division	15-16
State	17-18
Consumer Electronics Used	19-20
Consumer Electronics Plan to Use	21
Peripheral Products Used with PC	22

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