

# Table of Contents

## Senior Technology Users Profile Report - June 2005

Households Home/Family	Title	Page #s
<b>Seniors in Home PC Households 2004</b>		
	Annual Household Income	1
	Household Highest Education Level	2
	Household Composition	3
	User Age/Gender Groups in Household	4
	Size of Household	5
	Employment Status of Household Adults	6
	Respondent's Occupational Summary	7
	Respondent's Industry Summary	8
	Type of Dwelling	9
	Home Ownership	10
	Market Size-MSA	11
	Geographic Division	12
	State	13-14
	Consumer Electronics Used	15
	Consumer Electronics Plan to Buy within Next 12 Months	16
	Peripheral Products Used with PC	17
	Peripherals Plan to Buy within Next 12 Months	18
	Lifecycle	19
	Hold Off on Buying Products Until Prices Come Down	20
	Purchase of Electronic Products Affects Buying Other Products	21
	We Feel Like We Can't Keep Up With Current Events	22
	We Always Talk To Friends/Colleagues About Their Experiences With Products Before We Buy	23
	We Are Worried About Someone Tracking What We Do On The Internet	24
	We Will Try Out A New Technology Even Before We Are Sure We'll Really Need It	25
	Recently, We Are Getting More Unwanted Email Than We Like	26
	It Is Essential To Keep Up With The Latest Technology Products And Services	27
	Most Times, Staying With The Tried And True Methods Pays Off Better Than Trying Every New Inventor	28
	We Don't Have Much Experience In Purchasing Electronic Products	29
	We Actively Seek Out New Tools And Technologies Before They Are Well Known	30
	Actively Seeks Out New Tools and Technologies Before Well Known	31
	TECHii Segment	32
<b>Seniors in Home PC Households 2003</b>		
	Annual Household Income	1
	Household Highest Education Level	2
	Marital Status	3
	User Age/Gender Groups in Household	4
	Size of Household	5
	Employment Status of Household Adults	6
	Occupation of Panel Member	7
	Respondent's Industry Summary	8
	Type of Dwelling	9
	Home Ownership	10
	Population Density/Degree of Urbanization	11

Geographic Division	12
State	13-14
Consumer Electronics Used	15
Consumer Electronics Plan to Use	16
Peripheral Products Used with PC	17
Peripherals Plan to Use	18

<b>Title</b>	<b>Appendix Pages</b>
--------------	-----------------------

**Appendix**

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