

Table of Contents

Demise of American Home PCs Profile Report - May 2005

Households Home/Family	Title	Page #s
Demise of Home PC - Detailed 2004		
	Annual Household Income (\$9000+) (hhincom2)	1
	Household Highest Education Level (educat)	2
	Household Composition (hhcomp)	3
	User Age/Gender Groups in Household (usergrpa-u) (H1a/H1b)	4
	Size of Household (hhsiz)	5
	Numbers of Adults by Household Size (sumhhs)	6
	Employment Status of Household Adults (sumwage) (H5/H6)	7
	Respondent's Occupational Summary (occsun) (H10)	8
	Respondent's Industry Summary (H11)	9
	Respondent's Enterprise Size (H7)	10
	Respondent's Establishment Size (H8)	11
	Type of Dwelling (residenc)	12
	Home Ownership (rentown)	13
	Market Size-MSA (mktsize)	14
	Geographic Division (census_d)	15
	State (state)	16-17
	Consumer Electronics Used (C1)	18-19
	Consumer Electronics Plan to Buy within Next 12 Months (C1)	20-21
	Peripheral Products Used with PC (E1)	22
	Peripherals Plan to Buy within Next 12 Months (E3)	23
	Lifecycle (lifecycl)	24
	Hold Off on Buying Products Until Prices Come Down (Q6)	25
	Purchase of Electronic Products Affects Buying Other Products (Q6_2)	26
	Can't Keep Up Current Events (Q6_3)	27
	Talks to Friends/Colleagues Before Buying (Q6_4)	28
	Worried About Someone Tracking on the Internet (Q6_5)	29
	Tries New Technology Before the Need (Q6_6)	30
	Recently Getting More Unwanted Email (Q6_7)	31
	Essential to Keep Up with Technology Products and Services (Q6_8)	32
	Tried and True Method Better Than Trying New Invention (Q6_9)	33
	Doesn't Have Much Experience in Purchasing Electronics Products (Q6_10)	34
	Consumer Electronics Are More Complicated Than Needs To Be (Q6_11)	35
	Actively Seeks Out New Tools and Technologies Before Well Known (Q6_12)	36
	TECHii Segment - Quartiles (TECHii5)	37
Households Home/Family		
Demise of Home PC - Combined 2004		
	Annual Household Income (\$9000+) (hhincom2)	1
	Household Highest Education Level (educat)	2
	Household Composition (hhcomp)	3
	User Age/Gender Groups in Household (usergrpa-u) (H1a/H1b)	4
	Size of Household (hhsiz)	5
	Numbers of Adults by Household Size (sumhhs)	6-7
	Employment Status of Household Adults (sumwage) (H5/H6)	8
	Respondent's Occupational Summary (occsun) (H10)	9

Respondent's Industry Summary (H11)	10
Respondent's Enterprise Size (H7)	11
Respondent's Establishment Size (H8)	12
Type of Dwelling (residenc)	13
Home Ownership (rentown)	14
Market Size-MSA (mktsize)	15
Geographic Division (census_d)	16
State (state)	17-18
Consumer Electronics Used (C1)	19-20
Consumer Electronics Plan to Buy within Next 12 Months (C1)	21-22
Peripheral Products Used with PC (E1)	23-24
Peripherals Plan to Buy within Next 12 Months (E3)	25-26
Lifecycle (lifecycl)	27
Hold Off on Buying Products Until Prices Come Down (Q6)	28
Purchase of Electronic Products Affects Buying Other Products (Q6_2)	29
Can't Keep Up Current Events (Q6_3)	30
Talks to Friends/Colleagues Before Buying (Q6_4)	31
Worried About Someone Tracking on the Internet (Q6_5)	32
Tries New Technology Before the Need (Q6_6)	33
Recently Getting More Unwanted Email (Q6_7)	34
Essential to Keep Up with Technology Products and Services (Q6_8)	35
Tried and True Method Better Than Trying New Invention (Q6_9)	36
Doesn't Have Much Experience in Purchasing Electronics Products (Q6_10)	37
Consumer Electronics Are More Complicated Than Needs To Be (Q6_11)	38
Actively Seeks Out New Tools and Technologies Before Well Known (Q6_12)	39
TECHii Segment - Quartiles (TECHii5)	40

Households Home/Family

Title

Page #s

Demise of Home PC - Detailed 2003

Annual Household Income (\$9000+) (hhincom2)	1
Household Highest Education Level (educat)	2
Marital Status (smarital)	3
User Age/Gender Groups in Household (usergrpa-u)	4
Size of Household (shhsize)	5
Numbers of Adults by Household Size (sumhhsa-ab)	6
Employment Status of Household Adults (sumwage2)	7
Occupation of Panel Member (occsum)	8
Respondent's Industry Summary (H11 indsum)	9
Respondent's Enterprise Size (H7 entsiz)	10
Respondent's Establishment Size (H8 estiz)	11
Type of Dwelling (sdwell)	12
Home Ownership (sown)	13
Population Density/Degree of Urbanization (popden)	14
Geographic Division (region)	15
State (state)	16-17
Consumer Electronics Used (C1 elecuse1-31)	18-19
Consumer Electronics Plan to Use (C1 elecpu1-31)	20-21
Peripheral Products Used with PC (E1 produs1-25)	22
Peripherals Plan to Use (E3 prodpp1-25)	23

Households Home/Family	Title	Page #s
Demise of Home PC - Combined 2003		
	Annual Household Income (\$9000+) (hhincom2)	1
	Household Highest Education Level (educat)	2
	Marital Status (smarital)	3
	User Age/Gender Groups in Household (usergrpa-u)	4
	Size of Household (shhsize)	5
	Numbers of Adults by Household Size (sumhhsa-ab)	6
	Employment Status of Household Adults (sumwage2)	7
	Occupation of Panel Member (occsun)	8
	Respondent's Industry Summary (H11 indsum)	9
	Respondent's Enterprise Size (H7 entsiz)	10
	Respondent's Establishment Size (H8 estiz)	11
	Type of Dwelling (sdwell)	12
	Home Ownership (sown)	13
	Population Density/Degree of Urbanization (popden)	14
	Geographic Division (region)	15
	State (state)	16-17
	Consumer Electronics Used (C1 elecuse1-31)	18-19
	Consumer Electronics Plan to Use (C1 elecpu1-31)	20-21
	Peripheral Products Used with PC (E1 produs1-25)	22-23
	Peripherals Plan to Use (E3 prodpp1-25)	24-25
	Title	Appendix Pages
Appendix		
	Guide to Technology User Profile Information	1
	Methodology	3
	Screener	7
	Questionnaire	8
	Code Lists	20