

Summary of Findings**Detailed Findings (20 pages)**

How many busy Mobiles?
 Who are these busy users?
 The Most Busy Mobile PC Users are in Certain Occupations
 What keeps the busiest so busy?
 Who Owns the Busiest Mobile PCs?
 What are the Attitudes of the Busiest?
 What Kinds of Mobile PCs are Used the Most?
 Locations Where the Busiest Mobile PCs are Used
 Where the Busiest Stop to Shop
 Electronics Used by the Busiest Mobile PC Households
 Shopping List of the Busy Mobile PC Household

Methodology**Tables – Busiest Mobile Households (18 pages)**

Size of Household
 Region
 Annual Household Income
 Household Composition
 Presence of Children (<=17)
 Household Composition-Children Age Groups
 Segment of Any PC (Segment of any PC being used)
 Brand of Multimedia Projector
 Consumer Electronics/Services/Peripherals Used
 Consumer Electronics/Services/Peripherals Plan to Buy
 Technology Attitudes - % of Households Strongly Agreeing (Answered 7, 8, or 9 on a 9-point agreement scale)
 Recently Shopped or Purchased In-Person from (Retail Outlets)
 Recently Shopped or Purchased Online from (Online Outlets)
 Recently Shopped or Purchased In-Person or Online from (Either Retail or Online Outlets)
 Mobility of PC
 How Many Hours Per Week PC is Used
 Active/Busy Mobile Primary PCs
 Mobility of PC #2
 PC #2 How Many Hours Per Week PC is Used
 Active/Busy Mobile PC#2
 Mobility of PC #3
 PC #3 How Many Hours Per Week PC is Used
 Active/Busy Mobile PC#3

Tables – Busiest Mobile Households (2) (12 pages)

Size of Household
 Region
 Annual Household Income
 Household Composition
 Presence of Children (<=17)
 Household Composition-Children Age Groups
 Segment of Any PC (Segment of any PC being used)
 Brand of Multimedia Projector
 Consumer Electronics/Services/Peripherals Used
 Consumer Electronics/Services/Peripherals Plan to Buy
 Technology Attitudes - % of Households Strongly Agreeing (Answered 7, 8, or

9 on a 9-point agreement scale)
 Recently Shopped or Purchased In-Person from (Retail Outlets)
 Recently Shopped or Purchased Online from (Online Outlets)
 Recently Shopped or Purchased In-Person or Online from (Either Retail or
 Online Outlets)
 Mobility of PC
 How Many Hours Per Week PC is Used
 Active/Busy Mobile Primary PCs
 Mobility of PC #2
 PC #2 How Many Hours Per Week PC is Used
 Active/Busy Mobile PC#2
 Mobility of PC #3
 PC #3 How Many Hours Per Week PC is Used
 Active/Busy Mobile PC#3

Tables - Busiest Mobile PCs 1,2,3 (6 pages)

Mobility of PC
 How Many Hours Per Week PC is Used
 PC Ownership Type
 Segment of PC
 Top Operating Systems
 Operating System Pre-Installed or Added
 Top Notebook PC Brands
 Apple/Non-Apple PC
 PC Purchase Year
 New/Used Purchase Status of PC
 Number of Locations Where Mobile PC is Regularly Used
 Location Where PC is Regularly Used
 Fastest Internet Connection Type for PC-Summary

Tables – Busiest Mobile Adults (4 pages)

Age Category
 Gender
 Gender & Age of Primary Computer User
 Age within Gender of Primary Computer User
 Employment Status-Summary
 Employment Status-Detailed
 Segment of Respondent
 Educational Level of Respondent
 # of Home PCs (Tablet, Notebook, Desktop)
 # of Self-Employed PCs (Tablet, Notebook, Desktop)
 # of Work PCs (Tablet, Notebook, Desktop)
 # of Public PCs (Tablet, Notebook, Desktop) (Library, Cybercafé, Kiosk,
 School, Friend)
 Number of PCs Used in the Last 90 Days
 Number of Printers Used in the Last 90 Days