

# Mobile PC Brand Profile Report

The avant-garde of computing want more mobility than they need or use

February 2009

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### Summary of Findings

#### Detailed Findings

- Mobility size and trends – The glacial shift to mobility
- PC brands and mobility – Brand shares of mobile & desktop PCs, Mobile PC brands by year acquired
- Segments and brands
- Operating systems – Operating systems and mobility, Operating systems pre-installed or aftermarket?, Operating systems by PC brand
- Socio-demographics of mobile users – Age and mobility, User age category and PC brand, User gender and PC brand, Age within gender of primary computer user by PC brand, Number of locations by gender/age, Employment status, Employment status by mobile PC brand, Segment of respondent by PC brand, Big & small companies and PC mobility
- Household demographics – Educational level by mobile PC brand, Household income by mobile PC brand, Age of kids and mobility of PC
- Where mobile computers are and aren't used – Mobility doesn't always mean mobile use, Locations for mobile PCs, Public PC locations by Mobile PC brand, PC brand by number of locations used
- Are mobile PCs the main squeeze? – Mobile PC users and the total number of PCs used, Mobile PC brand by number of PCs regularly used

## MetaFacts – Mobile PC Brand Profile Report – Table of Contents

The new and old of mobile PCs – PC purchase year by mobility, New versus used/refurbished by mobile PC brand  
Hours of use – Hours of use for mobile PCs, Busy mobile PCs and mobile PC brands  
What mobile PCs are used for – Activities and mobility, Major activities point out that mobile PC brands vary, Above-average & below-average activities point out even more differences between mobile PC brands  
What's on the mobile PC user's mind? - Tech attitude gap between mobile PC and desktop users, Tech attitudes by mobile PC brand, Brand loyalty by mobile PC brand  
Consumer electronics and peripherals with mobility - Scanners by mobile PC brand, Docking stations by mobile PC brand, Firewire usage by mobile PC brand  
Purchase channels and outlets - Sony mobile PC users shop at a broader selection of outlets, Which mobile PC users frequent which online and retail outlets, Retail purchase channels & outlets by mobile PC brand, Online purchase channels & outlets and mobile PC brand

### **Graphs & Tables in Detailed Findings**

Installed Base of Primary PCs – by ownership and mobility  
Installed Base is Increasingly Mobile  
PC Brand by Mobility  
Mobile PCs Brand Share by Year Acquired  
Mobile PC Brands by Ownership  
Operating Systems Vary with Mobility  
Mobile PCs Users Choose Pre-Installed OS  
Aftermarket Mobile PC OS Acquisition Varies by Operating Systems  
Operating Systems Vary by PC Brand  
Mobility Varies With Age  
Mobile Brands Vary with Age  
Mobile Brands Vary with Gender  
Mobile PC Brands Attract Different Age/Gender Groups  
Mobile PCs are used in the Most Locations by the Young  
Employment Status and Mobile PCs  
Employment Status and Mobile PC Brands  
Top Segments for each Mobile PC Brand  
Top Segments Based on Usage Mobility  
Mobile PC Brand for Highest-Educated  
Household Income & Mobile PC Brand  
# of Locations Mobile PCs are used by Age of Children  
# of Locations Mobile PCs are Used  
Locations for Mobile & Desktop PCs in Homes  
Mobile PC Brands are used in Different Public Locations – Selected Brands & Locations  
# of Locations Mobile PCs are Used by PC Brand  
Two or More PCs Used in Last 90 Days  
# of PCs Used in Last 90 days by Mobile PC Brand  
Age of Installed Base – Desktops vs. Mobile  
Used/Refurbished Mobile PCs by Brand  
Mobile PC Used 40+ Hours per week Versus Desktops  
Most-active Mobile PC Brands  
Average Number of Activities for Mobile vs. Desktop PCs  
Mobile PCs Used for Broader Activities Than Desktops  
Top 5 Activities for Each Mobile PC Brand  
Unique Activities by Mobile PC Brand  
Attitude Gap between Mobile PC and Desktop Users

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Technology Attitudes Vary by Mobile PC Brand  
Mobile PC Brand Repurchase Loyalty  
Actual Usage of Peripherals Varies by Mobile PC Brand  
Outlets Visited Varies by Mobile PC Brand  
Retail Outlets vary by Mobile PC Brand  
Mobile PC Owners & Their PC Maker's Site

## Methodology

### Tables – Primary PCs - Mobility, Notebook Brand, # of Locations (11 pages)

PC Ownership Type- Primary PC  
Home or Work/Self PC (Primary PC with Self-Employed merged with Work-  
Owned)  
Segment of Primary PC  
Top Operating Systems  
Operating System Pre-Installed or Added  
Form Factor of PC  
Mobility of PC  
Top PC Brands  
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  
How Many Hours Per Week PC is Used  
PC/Online Activities  
PC/Online Shopping Activities  
PC/Online Communication Activities  
PC/Online Entertainment Activities  
PC/Online Graphics & Image Activities  
PC/Online Information/Search Activities  
PC/Online Personal Activities  
Outlet Type Where Any PC-Related Products are Purchased  
Outlet Type Where PC was Purchased

### Tables – Adult PC Users - Mobility, Notebook Brand, # of Locations (10 pages)

Size of Household  
Region  
Annual Household Income  
Household Composition  
Presence of Children (<=17)  
Household Composition- Children Age Groups  
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  
PC Ownership Type- Primary PC  
Form Factor of PC  
Location Where PC is Regularly Used  
Top Notebook PC Brands

## MetaFacts – Mobile PC Brand Profile Report – Table of Contents

- Top Operating Systems
- Operating Systems- Detailed
- Apple/Non-Apple PC
- How Many Hours Per Week PC is Used
- PC Purchase Year
- New/Used Purchase Status of PC
- Internet Connection Types- Detailed
- Number of Notebooks (Home, Self or Work)
- Number of PCs Used in the Last 90 Days
- Technology Attitudes - % of Households Strongly Agreeing (Answered 7,8, or 9 on a 9-point agreement scale)

### **Tables – Households with Mobile PC Users - Mobility, Notebook Brand, # of Locations (11 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)
- Technology Attitudes - % of Households Strongly Agreeing (Answered 7,8,or 9 on a 9-point agreement scale)
- Consumer Electronics/Services/Peripherals Used
- Consumer Electronics/Services/Peripherals Plan to Buy
- 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)