



**Want to know how mobile PCs are used differently than desktops, and how some PC brands have developed their own unique segment?**

**Want to know the factors that differentiate Apple from Windows mobile PC users? Want to know how different Toshiba users are from Dell and HP users?**

**Want to know how younger people use mobile PCs differently than older people, what they do with mobile PCs, and where they do and don't use them?**

**Want to see why netbooks and iPhones are over-hyped as mass market replacements to mobile PCs?**

**Want actual information from real world users, not speculations or predictions?**

**Then you need the Technology User Profile® — Mobile PC Brand Profile Report from MetaFacts.**

As mobile computing is glacially expanding into the mainstream, it is reshaping the computer and internet user's experience. Not all buyers readily embrace the full technology of mobile computers, with a large number only using their mobile PCs in one location. Some PC brands have effectively transformed their client base into new segments with the transition to mobile computing. Furthermore, Apple and other brands have attracted their own uniquely mobile segment and continue to redefine the mobile computing experience.

The Mobile PC Brand Profile Report is built on the strength of Technology User Profile, conducted continuously since 1983, providing a rich, comprehensive examination of the key aspects of computer technology use across the complete spectrum of environments and buyers. For the Mobile PC Brand Profile Report, the experienced MetaFacts team draws on results from the most current Technology User Profile study to select the key research you need for a high-level, yet detailed look at technology purchases and usage.

Using the Mobile PC Brand Profile Report gives you the confidence of targeted research, available today, drawn from a current and complete range of real-world users. It's the most effective way to get the kind of analysis you need – concise, focused and immediately available.

**Technology User Profile – MOBILE PC BRAND PROFILE REPORT**  
If you have the right knowledge, you can make the right decisions.

Rely on the benefits of the Technology User Profile – Mobile PC Brand Profile Report:

- See at a glance the most important research from comprehensive surveys, each with answers to hundreds of survey questions
- Each fact is based on the tested, proven Technology User Profile research results
- Report findings include analysis, graphs, and tables, for the busy researcher
- Be assured that the data is based on a solid sampling and weighting methodology, and the results are a true indicator of the total market segment being measured

Have confidence knowing you can build your business on the research history and expertise of MetaFacts.



**Beyond facts to effective action ... we help our clients create the future**

MetaFacts, Inc.

[www.metafacts.com](http://www.metafacts.com)

# Technology User Profile® – MOBILE PC BRAND PROFILE REPORT

## Features

This study provides the real profile of mobile PC users as well as desktop users. It also details each major mobile PC brand, to identify and profile each brand's segment along socioeconomic, attitudinal, and behavioral lines. Critical for PC makers, PDA makers, handset manufacturers, landline and wireless carriers, and software developers alike, this solid fact-based report provides a comprehensive status of the market.

This report reveals many detailed fact-based findings:

- The factors that distinguish the most important mobile computing segments, including socioeconomic differences such as age, gender, employment status, presence and age of children, and attitudinal and behavioral differences
- How mobile or immobile mobile PCs can be, with some as active life companions while others are motionless
- Which market segments have adopted mobile computing and which haven't
- How mobile computing has changed the marketplace
- The age of the installed base, to reveal the extent that mobile PCs are on a different track than desktops, with implications for the future
- Mobile PC brand loyalty

Based on surveys with more than 10,000 respondents surveyed by telephone and online, the MetaFacts Mobile PC Brand Profile Report dives into solid survey results to examine the entire range of home and workplace mobile PC users. This focused analysis examines the differences between users, PCs, and households to give a complete picture. It utilizes the full power of the Technology User Profile 2008 Annual Edition, the longest-running comprehensive survey of Americans, conducted since 1983.



The Technology User Profile — Mobile PC Brand Profile Report is one of the Technology User Profile solutions from MetaFacts.

Other Technology User Profile solutions include the:

- Technology User Profile — FULL EDITION
- Technology User Profile — MULTI-YEAR DATASET

A full-service technology market research firm specializing in the computer and information-based consumer electronics industries, MetaFacts provides demand-side surveys, demographic profiling, tracking studies, and follow-up studies targeting vertical markets and geographic profiles. Whatever your research needs, you can rely on MetaFacts' 25+ years of experience as designers and users of high-tech market research.

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