

Table of Contents

Preliminary Sample - Profile Report - Month 2005

Table of Contents	Title	Page #s
	Table of Contents Pages	1 -
	Highlights Pages	1 -
	Total Market PCs	Page #s
PC	Top PC Vendors (T1) Brand of PC - Full Detail (T1) Current PC Form Factor of Primary PC (T3) Top Desktop PC Vendors (T1/T3) Top Notebook PC Vendors (T1/T3) PC Primary Operating Systems (T5) Hard Drive Disk Space (MB & GB) of PC (D1) Main Memory (RAM) of PC (D2) CPU Speed (MHz) of PC (D3) PC Chip Type - Detailed (T4) PC Chip Type - Summary (T4) Year PC was Purchased (T6) New/Used Purchase Status of PC (T8) Age & Gender of Computer User (T9) How Many Hours Per Week PC is Used (T9) Location Where the PC is Regularly Used (T13) Outlet Where Any PC Related Products are Purchased (G1) Outlet Where PC was Purchased (G1) How PCs were Purchased (G2) Reason for Acquisition of PC (U5) How Old was Previous PC (U6) Same/Different Brand of Previous PC (U7) Brand of Previous PC - Summary (U9a) Brand of Previous PC - Detailed (U9a) CPU or Processor/Chip of Previous PC (U9c) CPU or Processor/Chip of Previous PC - Summary (U9c) Previous PC Form Factor (U9e) Operating System of Previous PC (U9d) What was Done with Previous PC (U8) Cost of Current Personal Computer (CPU) Only (U2) PC Purchase Methods/Rebates (U3) Items Purchased with Current PC (U4) Activities for Which PC is Regularly Used (T12) Amount Plan to Spend on HW Add-ons to Current PC (U1a) Amount Plan to Spend on HW/New PC Purchase (U1b) Years of Computer Use for Primary User (H2) User's Level of Computer Literacy (H4) First-Time/Replacement Status of Next Desktop/Notebook PC (F1) First-Time/Replacement Status of Next Desktop PC (F1) First-Time/Replacement Status of Next Notebook PC (F1) 1st Choice of Desktop PC Brand Considering Purchasing (F2) 1st Choice of Notebook PC Brand Considering Purchasing (F2) 2nd Choice of Desktop PC Brand Considering Purchasing (F2) 2nd Choice of Notebook PC Brand Considering Purchasing (F2) PC Desktop Brand Most Likely to Purchase (F3) PC Notebook Brand Most Likely to Purchase (F3)	
	Total Market PCs	Page #s
Internet	PC Connects to the Internet (N1-N7) How Does PC Communicate (N1) Online/Internet Services Accessed (N2) Recently Subscribed Internet Service Provider/ISP (N3) Reason for Changing ISP (N4) Hours Actively on Internet Per Week (N5) Years of Internet Use of Primary User (H3) Past 12 Months, How Much Spent on Personal via Internet (N6) Past 12 Months, How Much Spent on Work via Internet (N6)	

Number of Telephone Lines in Household (C6)
Household's Average Monthly Telephone Bill (J1)

Total Market PCs	Title	Page #s
Printers	Number of Printers Connected Directly to PC (R1) Brand of Printer - Summary (R3) Brand of Printer - Detailed (R3) Brand of Color Printer (Inkjet, MFP, Laser) (R3/R4) Brand of (Mono) Laser Printer (R3/R4) Type of Printer Used (R4) Largest Size Paper Home Printer Can Print On (R5) How PC is Connected to Printer (R2) Year Printer was Purchased (R6) Reason for Acquisition of Printer (R8) How Old was Previous Printer (R13) Type of Previous Printer Used (R14) Same/Different Brand of Previous Printer (R15) Brand of Previous Printer (R16) Activities for Which Printer is Used Most Often (R9) Activities for Which Printer is Used (R9) Activities for Which Special Paper is Used (R9) Outlet Where Printer was Purchased (G1) How Printer was Purchased (G2) Outlet Where Printer Supplies were Purchased (G1) How Printer Supplies were Purchased (G2) Number of Pages Printed per Month (R10) Percentage of Pages Printed in Color (R11) Number of Inkjet Cartridges Used Last Year (R12) Number of Laser Printer Toner Cartridges Used Last Year (R12) First-Time/Replacement Status of Next Printer (F1) 1st Choice of Printer Brand Considering Purchasing (F2) 2nd Choice of Printer Brand Considering Purchasing (F2) Printer Brand Most Likely to Purchase (F3)	
Total Market PCs	Title	Page #s
Software	Software Suites (S1) Categories of Software Used (S1) Top PC Software Packages (S1) Amount Plan to Spend on SW Add-ons to Current PC (U1a) User's Level of Software Literacy (H4) Outlet Where Software was Purchased (G1) How Software was Purchased (G2)	
Total Market PCs	Title	Page #s
Cell Phones and PDAs	Cell Phone Brand (J3) Cell Phone Carrier (J4) Year Cell Phone was Purchased (J5) Who Paid for Cell Phone (J6) Who Pays the Service Fee for the Cell Phone (J7) Cell Phone Activities (J8) Past 12 Months Changed Cellular Service Provider (J2) Number of Home Owned Cell Phones (C5) PDA/Handheld Type (J9) PDA/Handheld Brand (J3) PDA/Handheld Model (J4) Year PDA/Handheld was Purchased (J5) Who Paid for PDA/Handheld (J6) PDA/Handheld Activities (J8) First-Time/Replacement Status of Next PDA/Handheld (F1) 1st Choice of PDA/Handheld Brand Considering Purchasing (F2) 2nd Choice of PDA/Handheld Brand Considering Purchasing (F2) PDA/Handheld Brand Most Likely to Purchase (F3)	
Total Market PCs	Title	Page #s
Peripherals	Peripheral Products Used with PC (E1) Categorized Multimedia Products Used with PC (E1) Categorized Imaging Products Used with PC (E1) Categorized Internet Products Used with PC (E1)	

Categorized Storage Products Used with PC (E1)
 Categorized Connectivity Products Used with PC (E1)
 Peripheral Products Purchased Before PC (E2)
 Categorized Multimedia Products Purchased Before PC (E2)
 Categorized Imaging Products Purchased Before PC (E2)
 Categorized Internet Products Purchased Before PC (E2)
 Categorized Storage Products Purchased Before PC (E2)
 Categorized Connectivity Products Purchased Before PC (E2)
 Peripheral Products Purchased with PC (E2)
 Categorized Multimedia Products Purchased with PC (E2)
 Categorized Imaging Products Purchased with PC (E2)
 Categorized Internet Products Purchased with PC (E2)
 Categorized Storage Products Purchased with PC (E2)
 Categorized Connectivity Products Purchased with PC (E2)
 Peripheral Products Purchased After PC (E2)
 Categorized Multimedia Products Purchased After PC (E2)
 Categorized Imaging Products Purchased After PC (E2)
 Categorized Internet Products Purchased After PC (E2)
 Categorized Storage Products Purchased After PC (E2)
 Categorized Connectivity Products Purchased After PC (E2)
 Plan to Purchase Peripheral Products within Next 12 Months (E3)
 Categorized Plan to Purchase Multimedia Products within Next 12 Months (E3)
 Categorized Plan to Purchase Imaging Products within Next 12 Months (E3)
 Categorized Plan to Purchase Internet Products within Next 12 Months (E3)
 Categorized Plan to Purchase Storage Products within Next 12 Months (E3)
 Categorized Plan to Purchase Connectivity Products within Next 12 Months (E3)
 Outlet Where Peripherals/Equipment were Purchased (G1)
 Outlet Where Other Supplies were Purchased (G1)
 How Other Supplies were Purchased (G2)
 Consumer Electronics Used (C1a)
 Consumer Electronics Plan to Buy (C1b)

Recent Buyers 2004

Title

Page #s

Recent Buyers 2004	Title	Page #s
PC		
	Top PC Vendors (T1)	
	Brand of PC - Full Detail (T1)	
	Current PC Form Factor of Primary PC (T3)	
	Top Desktop PC Vendors (T1/T3)	
	Top Notebook PC Vendors (T1/T3)	
	PC Primary Operating Systems (T5)	
	Hard Drive Disk Space (MB & GB) of PC (D1)	
	Main Memory (RAM) of PC (D2)	
	CPU Speed (MHz) of PC (D3)	
	PC Chip Type - Detailed (T4)	
	PC Chip Type - Summary (T4)	
	Age & Gender of Computer User (T9)	
	How Many Hours Per Week PC is Used (T9)	
	Location Where the PC is Regularly Used (T13)	
	Outlet Where Any PC Related Products are Purchased (G1)	
	Outlet Where PC was Purchased (G1)	
	How PCs were Purchased (G2)	
	Reason for Acquisition of PC (U5)	
	How Old was Previous PC (U6)	
	Same/Different Brand of Previous PC (U7)	
	Brand of Previous PC - Summary (U9a)	
	Brand of Previous PC - Detailed (U9a)	
	CPU or Processor/Chip of Previous PC (U9c)	
	CPU or Processor/Chip of Previous PC - Summary (U9c)	
	Previous PC Form Factor (U9e)	
	Operating System of Previous PC (U9d)	
	What was Done with Previous PC (U8)	
	Cost of Current Personal Computer (CPU) Only (U2)	
	PC Purchase Methods/Rebates (U3)	
	Items Purchased with Current PC (U4)	
	Activities for Which PC is Regularly Used (T12)	
	Amount Plan to Spend on HW Add-ons to Current PC (U1a)	
	Amount Plan to Spend on HW/New PC Purchase (U1b)	
	Years of Computer Use for Primary User (H2)	
	User's Level of Computer Literacy (H4)	
	First-Time/Replacement Status of Next Desktop/Notebook PC (F1)	
	First-Time/Replacement Status of Next Desktop PC (F1)	
	First-Time/Replacement Status of Next Notebook PC (F1)	
	1st Choice of Desktop PC Brand Considering Purchasing (F2)	
	1st Choice of Notebook PC Brand Considering Purchasing (F2)	

2nd Choice of Desktop PC Brand Considering Purchasing (F2)
 2nd Choice of Notebook PC Brand Considering Purchasing (F2)
 PC Desktop Brand Most Likely to Purchase (F3)
 PC Notebook Brand Most Likely to Purchase (F3)

Recent Buyers 2004	Title	Page #s
Internet		
	PC Connects to the Internet (N1-N7)	
	How Does PC Communicate (N1)	
	Online/Internet Services Accessed (N2)	
	Recently Subscribed Internet Service Provider/ISP (N3)	
	Reason for Changing ISP (N4)	
	Hours Actively on Internet Per Week (N5)	
	Years of Internet Use for Primary User (H3)	
	Past 12 Months, How Much Spent on Personal via Internet (N6)	
	Past 12 Months, How Much Spent on Work via Internet (N6)	
	Number of Telephone Lines in Household (C6)	
	Household's Average Monthly Telephone Bill (J1)	

Recent Buyers 2004	Title	Page #s
Printers		
	Number of Printers Connected Directly to PC (R1)	
	Brand of Printer - Summary (R3)	
	Brand of Printer - Detailed (R3)	
	Brand of Color Printer (Inkjet, MFP, Laser) (R3/R4)	
	Brand of (Mono) Laser Printer (R3/R4)	
	Type of Printer Used (R4)	
	How PC is Connected to Printer (R2)	
	Year Printer was Purchased (R6)	
	Reason for Acquisition of Printer (R8)	
	How Old was Previous Printer (R13)	
	Type of Previous Printer Used (R14)	
	Same/Different Brand of Previous Printer (R15)	
	Brand of Previous Printer (R16)	
	Activities for Which Printer is Used Most Often (R9)	
	Activities for Which Printer is Used (R9)	
	Activities for Which Special Paper is Used (R9)	
	Outlet Where Printer was Purchased (G1)	
	How Printer was Purchased (G2)	
	Outlet Where Printer Supplies were Purchased (G1)	
	How Printer Supplies were Purchased (G2)	
	Number of Pages Printed per Month (R10)	
	Percentage of Pages Printed in Color (R11)	
	Number of Inkjet Cartridges Used Last Year (R12)	
	Number of Laser Printer Toner Cartridges Used Last Year (R12)	
	First-Time/Replacement Status of Next Printer (F1)	
	1st Choice of Printer Brand Considering Purchasing (F2)	
	2nd Choice of Printer Brand Considering Purchasing (F2)	
	Printer Brand Most Likely to Purchase (F3)	

Recent Buyers 2004	Title	Page #s
Software		
	Software Suites (S1)	
	Categories of Software Used (S1)	
	Top PC Software Packages (S1)	
	Amount Plan to Spend on SW Add-ons to Current PC (U1a)	
	User's Level of Software Literacy (H4)	
	Outlet Where Software was Purchased (G1)	
	How Software was Purchased (G2)	

Recent Buyers 2004	Title	Page #s
Cell Phones and PDAs		
	Cell Phone Brand (J3)	
	Cell Phone Carrier (J4)	
	Year Cell Phone was Purchased (J5)	
	Who Paid for Cell Phone (J6)	
	Who Pays the Service Fee for the Cell Phone (J7)	
	Cell Phone Activities (J8)	
	Past 12 Months Changed Cellular Service Provider (J2)	
	Number of Home Owned Cell Phones (C5)	
	PDA/Handheld Type (J9)	
	PDA/Handheld Brand (J3)	
	PDA/Handheld Model (J4)	

Year PDA/Handheld was Purchased (J5)
 Who Paid for PDA/Handheld (J6)
 PDA/Handheld Activities (J8)
 First-Time/Replacement Status of Next PDA/Handheld (F1)
 1st Choice of PDA/Handheld Brand Considering Purchasing (F2)
 2nd Choice of PDA/Handheld Brand Considering Purchasing (F2)
 PDA/Handheld Brand Most Likely to Purchase (F3)

Recent Buyers 2004	Title	Page #s
Peripherals		
	Peripheral Products Used with PC (E1) Peripheral Products Purchased Before PC (E2) Peripheral Products Purchased with PC (E2) Peripheral Products Purchased After PC (E2) Plan to Purchase Peripheral Products within Next 12 Months (E3) Outlet Where Peripherals/Equipment were Purchased (G1) Outlet Where Other Supplies were Purchased (G1) How Other Supplies were Purchased (G2) Consumer Electronics Used (C1a) Consumer Electronics Plan to Buy (C1b)	
Recent Buyers 2003		
PC		
	Top PC Vendors (T1) Brand of PC - Full Detail (T1) Current PC Form Factor of Primary PC (T3) Top Desktop PC Vendors (T1/T3) Top Notebook PC Vendors (T1/T3) PC Primary Operating Systems (T5) Hard Drive Disk Space (MB & GB) of PC (D1) Main Memory (RAM) of PC (D2) CPU Speed (MHz) of PC (D3) PC Chip Type - Detailed (T4) PC Chip Type - Summary (T4) Age & Gender of Computer User (T9) How Many Hours Per Week PC is Used (T9) Location Where the PC is Regularly Used (T13) Outlet Where Any PC Related Products are Purchased (G1) Outlet Where PC was Purchased (G1) How PCs were Purchased (G2) Reason for Acquisition of PC (U5) How Old was Previous PC (U6) Same/Different Brand of Previous PC (U7) Brand of Previous PC - Summary (U9a) Brand of Previous PC - Detailed (U9a) CPU or Processor/Chip of Previous PC (U9c) CPU or Processor/Chip of Previous PC - Summary (U9c) Previous PC Form Factor (U9e) Operating System of Previous PC (U9d) What was Done with Previous PC (U8) Cost of Current Personal Computer (CPU) Only (U2) PC Purchase Methods/Rebates (U3) Items Purchased with Current PC (U4) Activities for Which PC is Regularly Used (T12) Amount Plan to Spend on HW Add-ons to Current PC (U1a) Amount Plan to Spend on HW/New PC Purchase (U1b) Years of Computer Use for Primary User (H2) User's Level of Computer Literacy (H4) First-Time/Replacement Status of Next Desktop/Notebook PC (F1) First-Time/Replacement Status of Next Desktop PC (F1) First-Time/Replacement Status of Next Notebook PC (F1) 1st Choice of Desktop PC Brand Considering Purchasing (F2) 1st Choice of Notebook PC Brand Considering Purchasing (F2) 2nd Choice of Desktop PC Brand Considering Purchasing (F2) 2nd Choice of Notebook PC Brand Considering Purchasing (F2) PC Desktop Brand Most Likely to Purchase (F3) PC Notebook Brand Most Likely to Purchase (F3)	
Recent Buyers 2003		
Internet		
	PC Connects to the Internet (N1-N7) How Does PC Communicate (N1) Online/Internet Services Accessed (N2)	

Recently Subscribed Internet Service Provider/ISP (N3)
 Reason for Changing ISP (N4)
 Hours Actively on Internet Per Week (N5)
 Years of Internet Use for Primary User (H3)
 Past 12 Months, How Much Spent on Personal via Internet (N6)
 Past 12 Months, How Much Spent on Work via Internet (N6)
 Number of Telephone Lines in Household (C6)
 Household's Average Monthly Telephone Bill (J1)

Recent Buyers 2003	Title	Page #s
Printers		
	Number of Printers Connected Directly to PC (R1)	
	Brand of Printer - Summary (R3)	
	Brand of Printer - Detailed (R3)	
	Brand of Color Printer (Inkjet, MFP, Laser) (R3/R4)	
	Brand of (Mono) Laser Printer (R3/R4)	
	Type of Printer Used (R4)	
	How PC is Connected to Printer (R2)	
	Year Printer was Purchased (R6)	
	Reason for Acquisition of Printer (R8)	
	How Old was Previous Printer (R13)	
	Type of Previous Printer Used (R14)	
	Same/Different Brand of Previous Printer (R15)	
	Brand of Previous Printer (R16)	
	Activities for Which Printer is Used Most Often (R9)	
	Activities for Which Printer is Used (R9)	
	Activities for Which Special Paper is Used (R9)	
	Outlet Where Printer was Purchased (G1)	
	How Printer was Purchased (G2)	
	Outlet Where Printer Supplies were Purchased (G1)	
	How Printer Supplies were Purchased (G2)	
	Number of Pages Printed per Month (R10)	
	Percentage of Pages Printed in Color (R11)	
	Number of Inkjet Cartridges Used Last Year (R12)	
	Number of Laser Printer Toner Cartridges Used Last Year (R12)	
	First-Time/Replacement Status of Next Printer (F1)	
	1st Choice of Printer Brand Considering Purchasing (F2)	
	2nd Choice of Printer Brand Considering Purchasing (F2)	
	Printer Brand Most Likely to Purchase (F3)	
Recent Buyers 2003		
Software		
	Software Suites (S1)	
	Categories of Software Used (S1)	
	Top PC Software Packages (S1)	
	Amount Plan to Spend on SW Add-ons to Current PC (U1a)	
	User's Level of Software Literacy (H4)	
	Outlet Where Software was Purchased (G1)	
	How Software was Purchased (G2)	
Recent Buyers 2003		
Cell Phones and PDAs		
	Cell Phone Brand (J3)	
	Cell Phone Carrier (J4)	
	Year Cell Phone was Purchased (J5)	
	Who Paid for Cell Phone (J6)	
	Who Pays the Service Fee for the Cell Phone (J7)	
	Cell Phone Activities (J8)	
	Past 12 Months Changed Cellular Service Provider (J2)	
	Number of Home Owned Cell Phones (C5)	
	PDA/Handheld Type (J9)	
	PDA/Handheld Brand (J3)	
	PDA/Handheld Model (J4)	
	Year PDA/Handheld was Purchased (J5)	
	Who Paid for PDA/Handheld (J6)	
	PDA/Handheld Activities (J8)	
	First-Time/Replacement Status of Next PDA/Handheld (F1)	
	1st Choice of PDA/Handheld Brand Considering Purchasing (F2)	
	2nd Choice of PDA/Handheld Brand Considering Purchasing (F2)	
	PDA/Handheld Brand Most Likely to Purchase (F3)	
Recent Buyers 2003		
Peripherals		

Peripheral Products Used with PC (E1)
 Peripheral Products Purchased Before PC (E2)
 Peripheral Products Purchased with PC (E2)
 Peripheral Products Purchased After PC (E2)
 Plan to Purchase Peripheral Products within Next 12 Months (E3)
 Outlet Where Peripherals/Equipment were Purchased (G1)
 Outlet Where Other Supplies were Purchased (G1)
 How Other Supplies were Purchased (G2)
 Consumer Electronics Used (C1a)
 Consumer Electronics Plan to Buy (C1b)

Households	Title	Page #s
Home/Family		
	Annual Household Income (\$9000+) (hhincom2)	
	Household Highest Education Level (educat)	
	Household Composition (hhcomp)	
	User Age/Gender Groups in Household (usergrpa-u) (H1a/H1b)	
	Size of Household (hssize)	
	Numbers of Adults by Household Size (sumhhs)	
	Employment Status of Household Adults (sumwage) (H5/H6)	
	Respondent's Occupational Summary (occsum) (H10)	
	Respondent's Occupational Category (H10)	
	Respondent's Industry Summary (H11)	
	Respondent's Industry Category (H11)	
	Respondent's Enterprise Size (H7)	
	Respondent's Establishment Size (H8)	
	Type of Dwelling (residenc)	
	Home Ownership (rentown)	
	Market Size-MSA (mktsize)	
	MSA (msa)	
	DMA/Designated Market Area (dma)	
	Geographic Division (census_d)	
	State (state)	
	Consumer Electronics Used (C1)	
	Consumer Electronics Plan to Buy within Next 12 Months (C1)	
	Peripheral Products Used with PC (E1)	
	Peripherals Plan to Buy within Next 12 Months (E3)	
	Lifecycle (lifecycl)	
	Hold Off on Buying Products Until Prices Come Down (Q6)	
	Purchase of Electronic Products Affects Buying Other Products (Q6_2)	
	Can't Keep Up Current Events (Q6_3)	
	Talks to Friends/Colleagues Before Buying (Q6_4)	
	Worried About Someone Tracking on the Internet (Q6_5)	
	Tries New Technology Before the Need (Q6_6)	
	Recently Getting More Unwanted Email (Q6_7)	
	Essential to Keep Up with Technology Products and Services (Q6_8)	
	Tried and True Method Better Than Trying New Invention (Q6_9)	
	Doesn't Have Much Experience in Purchasing Electronics Products (Q6_10)	
	Consumer Electronics Are More Complicated Than Needs To Be (Q6_11)	
	Actively Seeks Out New Tools and Technologies Before Well Known (Q6_12)	

Households	Title	Page #s
Workplace		
	Annual Household Income (\$9000+) (hhincom2)	
	Household Highest Education Level (educat)	
	Household Composition (hhcomp)	
	User Age/Gender Groups in Household (usergrpa-u) (H1a/H1b)	
	Size of Household (hssize)	
	Numbers of Adults by Household Size (sumhhs)	
	Employment Status of Household Adults (sumwage) (H5/H6)	
	Respondent's Occupational Summary (occsum) (H10)	
	Respondent's Occupational Category (H10)	
	Respondent's Industry Summary (H11)	
	Respondent's Industry Category (H11)	
	Respondent's Enterprise Size (H7)	
	Respondent's Establishment Size (H8)	
	Type of Dwelling (residenc)	
	Home Ownership (rentown)	
	Market Size-MSA (mktsize)	
	MSA (msa)	
	DMA/Designated Market Area (dma)	
	Geographic Division (census_d)	
	State (state)	
	Consumer Electronics Used (C1)	

Consumer Electronics Plan to Buy in Next 12 Months (C1)
 Peripheral Products Used with PC (E1)
 Peripherals Plan to Buy within Next 12 Months (E3)

Households	Title	Page #s
Self-Employed		
	Annual Household Income (\$9000+) (hhincom2)	
	Household Highest Education Level (educat)	
	Household Composition (hhcomp)	
	User Age/Gender Groups in Household (usergrpa-u) (H1a/H1b)	
	Size of Household (hhsiz)	
	Numbers of Adults by Household Size (sumhhs)	
	Employment Status of Household Adults (sumwage) (H5/H6)	
	Respondent's Occupational Summary (occsum) (H10)	
	Respondent's Occupational Category (H10)	
	Respondent's Industry Summary (H11)	
	Respondent's Industry Category (H11)	
	Respondent's Enterprise Size (H7)	
	Respondent's Establishment Size (H8)	
	Type of Dwelling (residenc)	
	Home Ownership (rentown)	
	Market Size-MSA (mktsize)	
	MSA (msa)	
	DMA/Designated Market Area (dma)	
	Geographic Division (census_d)	
	State (state)	
	Consumer Electronics Used (C1)	
	Consumer Electronics Plan to Buy in Next 12 Months (C1)	
	Peripheral Products Used with PC (E1)	
	Peripherals Plan to Buy within Next 12 Months (E3)	

Home/Family PCs	Title	Page #s
PC		
	Top PC Vendors (T1)	
	Brand of PC - Full Detail (T1)	
	Current PC Form Factor of Primary PC (T3)	
	Top Desktop PC Vendors (T1/T3)	
	Top Notebook PC Vendors (T1/T3)	
	PC Primary Operating Systems (T5)	
	Hard Drive Disk Space (MB & GB) of PC (D1)	
	Main Memory (RAM) of PC (D2)	
	CPU Speed (MHz) of PC (D3)	
	PC Chip Type - Detailed (T4)	
	PC Chip Type - Summary (T4)	
	Year PC was Purchased (T6)	
	New/Used Purchase Status of PC (T8)	
	Age & Gender of Computer User (T9)	
	How Many Hours Per Week PC is Used (T9)	
	Location Where the PC is Regularly Used (T13)	
	Outlet Where Any PC Related Products are Purchased (G1)	
	Outlet Where PC was Purchased (G1)	
	How PCs were Purchased (G2)	
	Reason for Acquisition of PC (U5)	
	How Old was Previous PC (U6)	
	Same/Different Brand of Previous PC (U7)	
	Brand of Previous PC - Summary (U9a)	
	Brand of Previous PC - Detailed (U9a)	
	CPU or Processor/Chip of Previous PC (U9c)	
	CPU or Processor/Chip of Previous PC - Summary (U9c)	
	Previous PC Form Factor (U9e)	
	Operating System of Previous PC (U9d)	
	What was Done with Previous PC (U8)	
	Cost of Current Personal Computer (CPU) Only (U2)	
	PC Purchase Methods/Rebates (U3)	
	Items Purchased with Current PC (U4)	
	Activities for Which PC is Regularly Used (T12)	
	Amount Plan to Spend on HW Add-ons to Current PC (U1a)	
	Amount Plan to Spend on HW/New PC Purchase (U1b)	
	Years of Computer Use for Primary User (H2)	
	User's Level of Computer Literacy (H4)	
	First-Time/Replacement Status of Next Desktop/Notebook PC (F1)	
	First-Time/Replacement Status of Next Desktop PC (F1)	
	First-Time/Replacement Status of Next Notebook PC (F1)	
	1st Choice of Desktop PC Brand Considering Purchasing (F2)	

1st Choice of Notebook PC Brand Considering Purchasing (F2)
 2nd Choice of Desktop PC Brand Considering Purchasing (F2)
 2nd Choice of Notebook PC Brand Considering Purchasing (F2)
 PC Desktop Brand Most Likely to Purchase (F3)
 PC Notebook Brand Most Likely to Purchase (F3)

Home/Family PCs	Title	Page #s
Internet	PC Connects to the Internet (N1-N7) How Does PC Communicate (N1) Online/Internet Services Accessed (N2) Recently Subscribed Internet Service Provider/ISP (N3) Reason for Changing ISP (N4) Hours Actively on Internet Per Week (N5) Years of Internet Use for Primary User (H3) Past 12 Months, How Much Spent on Personal via Internet (N6) Past 12 Months, How Much Spent on Work via Internet (N6) Number of Telephone Lines in Household (C6) Household's Average Monthly Telephone Bill (J1)	

Home/Family PCs	Title	Page #s
Printers	Number of Printers Connected Directly to PC (R1) Brand of Printer - Summary (R3) Brand of Printer - Detailed (R3) Brand of Color Printer (Inkjet, MFP, Laser) (R3/R4) Brand of (Mono) Laser Printer (R3/R4) Type of Printer Used (R4) Largest Size Paper Home Printer Can Print On (R5) How PC is Connected to Printer (R2) Year Printer was Purchased (R6) Reason for Acquisition of Printer (R8) How Old was Previous Printer (R13) Type of Previous Printer Used (R14) Same/Different Brand of Previous Printer (R15) Brand of Previous Printer (R16) Activities for Which Printer is Used Most Often (R9) Activities for Which Printer is Used (R9) Activities for Which Special Paper is Used (R9) Outlet Where Printer was Purchased (G1) How Printer was Purchased (G2) Outlet Where Printer Supplies were Purchased (G1) How Printer Supplies were Purchased (G2) Number of Pages Printed per Month (R10) Percentage of Pages Printed in Color (R11) Number of Inkjet Cartridges Used Last Year (R12) Number of Laser Printer Toner Cartridges Used Last Year (R12) First-Time/Replacement Status of Next Printer (F1) 1st Choice of Printer Brand Considering Purchasing (F2) 2nd Choice of Printer Brand Considering Purchasing (F2) Printer Brand Most Likely to Purchase (F3)	

Home/Family PCs	Title	Page #s
Software	Software Suites (S1) Categories of Software Used (S1) Top PC Software Packages (S1) Amount Plan to Spend on SW Add-ons to Current PC (U1a) Amount Plan to Spend on SW as Part of New Home PC Purchase (U1b) User's Level of Software Literacy (H4) Outlet Where Software was Purchased (G1) How Software was Purchased (G2)	

Home/Family PCs	Title	Page #s
Cell Phones and PDAs	Cell Phone Brand (J3) Cell Phone Carrier (J4) Year Cell Phone was Purchased (J5) Who Paid for Cell Phone (J6) Who Pays the Service Fee for the Cell Phone (J7) Cell Phone Activities (J8) Past 12 Months Changed Cellular Service Provider (J2) Number of Home Owned Cell Phones (C5)	

PDA/Handheld Type (J9)
 PDA/Handheld Brand (J3)
 PDA/Handheld Model (J4)
 Year PDA/Handheld was Purchased (J5)
 Who Paid for PDA/Handheld (J6)
 PDA/Handheld Activities (J8)
 First-Time/Replacement Status of Next PDA/Handheld (F1)
 1st Choice of PDA/Handheld Brand Considering Purchasing (F2)
 2nd Choice of PDA/Handheld Brand Considering Purchasing (F2)
 PDA/Handheld Brand Most Likely to Purchase (F3)

Home/Family PCs	Title	Page #s
Peripherals	Peripheral Products Used with PC (E1) Peripheral Products Purchased Before PC (E2) Peripheral Products Purchased with PC (E2) Peripheral Products Purchased After PC (E2) Plan to Purchase Peripheral Products within Next 12 Months (E3) Outlet Where Peripherals/Equipment were Purchased (G1) How Peripherals were Purchased (G2) Outlet Where Other Supplies were Purchased (G1) How Other Supplies were Purchased (G2) Consumer Electronics Used (C1a) Consumer Electronics Plan to Buy (C1b)	
Workplace Self-Employed	Title	Page #s
PC	Top PC Vendors (T1) Brand of PC - Full Detail (T1) Current PC Form Factor of Primary PC (T3) Top Desktop PC Vendors (T1/T3) Top Notebook PC Vendors (T1/T3) PC Primary Operating Systems (T5) Hard Drive Disk Space (MB & GB) of PC (D1) Main Memory (RAM) of PC (D2) CPU Speed (MHz) of PC (D3) PC Chip Type - Detailed (T4) PC Chip Type - Summary (T4) Year PC was Purchased (T6) New/Used Purchase Status of PC (T8) Age & Gender of Computer User (T9) How Many Hours Per Week PC is Used (T9) Location Where the PC is Regularly Used (T13) Outlet Where Any PC Related Products are Purchased (G1) Outlet Where PC was Purchased (G1) How PCs were Purchased (G2) Reason for Acquisition of PC (U5) How Old was Previous PC (U6) Same/Different Brand of Previous PC (U7) Brand of Previous PC - Summary (U9a) Brand of Previous PC - Detailed (U9a) CPU or Processor/Chip of Previous PC (U9c) CPU or Processor/Chip of Previous PC - Summary (U9c) Previous PC Form Factor (U9e) Operating System of Previous PC (U9d) What was Done with Previous PC (U8) Activities for Which PC is Regularly Used (T12) Years of Computer Use for Primary User (H2) User's Level of Computer Literacy (H4) First-Time/Replacement Status of Next Desktop/Notebook PC (F1) First-Time/Replacement Status of Next Desktop PC (F1) First-Time/Replacement Status of Next Notebook PC (F1) 1st Choice of Desktop PC Brand Considering Purchasing (F2) 1st Choice of Notebook PC Brand Considering Purchasing (F2) 2nd Choice of Desktop PC Brand Considering Purchasing (F2) 2nd Choice of Notebook PC Brand Considering Purchasing (F2) PC Desktop Brand Most Likely to Purchase (F3) PC Notebook Brand Most Likely to Purchase (F3)	
Workplace Self-Employed	Title	Page #s
Internet	PC Connects to the Internet (N1-N7) How Does PC Communicate (N1)	

Online/Internet Services Accessed (N2)
 Recently Subscribed Internet Service Provider/ISP (N3)
 Reason for Changing ISP (N4)
 Hours Actively on Internet Per Week (N5)
 Years of Internet Use of Primary User (H3)
 Past 12 Months, How Much Spent on Personal via Internet (N6)
 Past 12 Months, How Much Spent on Work via Internet (N6)
 Number of Telephone Lines in Household (C6)
 Household's Average Monthly Telephone Bill (J1)

Workplace Self-Employed	Title	Page #s
-------------------------	-------	---------

Printers		
	Number of Printers Connected Directly to PC (R1)	
	Brand of Printer - Summary (R3)	
	Brand of Printer - Detailed (R3)	
	Brand of Color Printer (Inkjet, MFP, Laser) (R3/R4)	
	Brand of (Mono) Laser Printer (R3/R4)	
	Type of Printer Used (R4)	
	Largest Size Paper Home Printer Can Print (R5)	
	How PC is Connected to Printer (R2)	
	Year Printer was Purchased (R6)	
	Reason for Acquisition of Printer (R8)	
	How Old was Previous Printer (R13)	
	Type of Previous Printer Used (R14)	
	Same/Different Brand of Previous Printer (R15)	
	Brand of Previous Printer (R16)	
	Activities for Which Printer is Used Most Often (R9)	
	Activities for Which Printer is Used (R9)	
	Activities for Which Special Paper is Used (R9)	
	Outlet Where Printer was Purchased (G1)	
	How Printer was Purchased (G2)	
	Outlet Where Printer Supplies were Purchased (G1)	
	How Printer Supplies were Purchased (G2)	
	Number of Pages Printed per Month (R10)	
	Percentage of Pages Printed in Color (R11)	
	Number of Inkjet Cartridges Used Last Year (R12)	
	Number of Laser Printer Toner Cartridges Used Last Year (R12)	
	First-Time/Replacement Status of Next Printer (F1)	
	1st Choice of Printer Brand Considering Purchasing (F2)	
	2nd Choice of Printer Brand Considering Purchasing (F2)	
	Printer Brand Most Likely to Purchase (F3)	

Workplace Self-Employed	Title	Page #s
-------------------------	-------	---------

Software		
	Software Suites (S1)	
	Software Suites (S1)	
	Categories of Software Used (S1)	
	Top PC Software Packages (S1)	
	User's Level of Software Literacy (H4)	
	Outlet Where Software was Purchased (G1)	
	How Software was Purchased (G2)	

Workplace Self-Employed	Title	Page #s
-------------------------	-------	---------

Cell Phones and PDAs		
	Cell Phone Brand (J3)	
	Cell Phone Carrier (J4)	
	Year Cell Phone was Purchased (J5)	
	Who Paid for Cell Phone (J6)	
	Who Pays the Service Fee for the Cell Phone (J7)	
	Cell Phone Activities (J8)	
	Past 12 Months Changed Cellular Service Provider (J2)	
	Number of Home Owned Cell Phones (C5)	
	PDA/Handheld Type (J9)	
	PDA/Handheld Brand (J3)	
	PDA/Handheld Model (J4)	
	Year PDA/Handheld was Purchased (J5)	
	Who Paid for PDA/Handheld (J6)	
	PDA/Handheld Activities (J8)	
	First-Time/Replacement Status of Next PDA/Handheld (F1)	
	1st Choice of PDA/Handheld Brand Considering Purchasing (F2)	
	2nd Choice of PDA/Handheld Brand Considering Purchasing (F2)	
	PDA/Handheld Brand Most Likely to Purchase (F3)	

Workplace Self-Employed	Title	Page #s
Peripherals	Peripheral Products Used with PC (E1) Peripheral Products Purchased Before PC (E2) Peripheral Products Purchased with PC (E2) Peripheral Products Purchased After PC (E2) Plan to Purchase Peripheral Products within Next 12 Months (E3) Outlet Where Peripherals/Equipment were Purchased (G1) Outlet Where Other Supplies were Purchased (G1) How Other Supplies were Purchased (G2) Consumer Electronics Used (C1a) Consumer Electronics Plan to Buy (C1b)	
Multiple PC Households	Title	Page #s
PC	Top PC Vendors (T1) Brand of PC - Full Detail (T1) Current PC Form Factor of Primary PC (T3) Top Desktop PC Vendors (T1/T3) Top Notebook PC Vendors (T1/T3) PC Primary Operating Systems (T5) PC Chip Type - Detailed (T4) PC Chip Type - Summary (T4) Year PC was Purchased (T6) New/Used Purchase Status of PC (T8) Age and Gender of Computer User (T9) How Many Hours Per Week is PC Used (T9) Location Where the PC is Regularly Used (T13) Activities for Which the PC is Regularly Used (T12)	
Multiple PC Households	Title	Page #s
Internet	PC Connects to the Internet (N1-N7) How Does PC Communicate (N1) Online/Internet Services Accessed (N2) Recently Subscribed Internet Service Provider/ISP (N3) Reason for Changing ISP (N4) Hours Actively on Internet Per Week (N5)	
Appendix	Title	Appendix Pages
	Guide to Technology User Profile Information Methodology Screener Questionnaire Code Lists	