

# High-Tech Consumers

## Statistics at a Glance

Total Recruitment Pool	1.5 Million Registered Users
Stable Panel Size	75,000
Avg. Response Rate	36%
Avg. Freq. of Use	25 days

## Employment Status

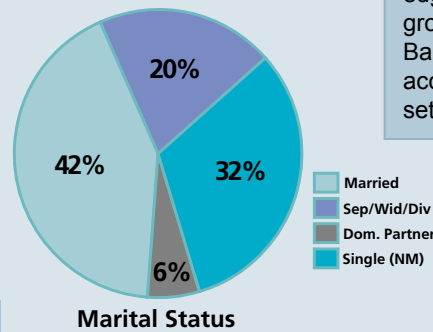
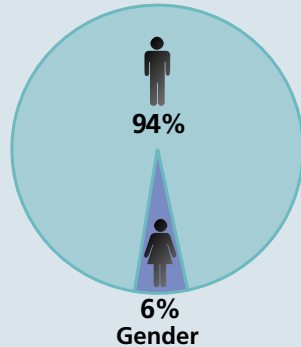
Employed by someone else working outside your home	77%
Employed by someone else working from home	3%
Self-employed working outside your home	9%
Self-employed working from home	11%

## Household Income

< \$20k	3%
\$20k - \$49,999	19%
\$50k - \$74,999	26%
\$75k - \$99,999	21%
\$100k - \$149,999	20%
\$150k - \$199,999	7%
\$200k +	4%
Avg. HHI (\$)	88,410

## Age

<25	10%
25-34	43%
35-44	29%
45-54	14%
55+	4%



## Market Notes

According to a study by Pew Internet and American Life Project, roughly one-third, or 31%, of Americans make up what is considered to be the current tech elite—people who are the most voracious consumers of what the report calls “information goods or services.” The early-adoption crowd is made up of three primary age groups, whom the Pew report classifies as:

- Young Tech Elite
- Wired Baby Boomers
- Wired Generation Xers

The last group, with a median age of 36, makes up more than 60% of the leading-edge technology adoption pack. The younger group, averaging 22 years old, and the Wired Baby Boomers, with an average age of 52, account for roughly 20% of the early adoption set, respectively.

## Recommend/Select Technology Purchases For

