



Data sheet

Study of the use of information technologies at homes Metropolitan Lima

Objective

1. Know the size and dynamics of home computer market
2. Define the introduction of computers at homes in Metropolitan Lima
3. Know the installed TI base at homes in Metropolitan Lima
4. Know the consumer' trends

Date time: August, 2008

Methodology

In order to carry out this study, we have designed a questionnaire to be applied through interviews to qualified informants of a random sample in Metropolitan Lima. That sample is divided into socioeconomic levels (SEL).

The sample selection was been made dividing the districts by SEL in Metropolitan Lima. Socioeconomic level map designed by APEIM (Peruvian Association of Market Research Companies) was used to classify the districts based on pre-eminent SEL. Then, the number of required cases of each district was determined. The sample was selected randomly and without interviewee replacement based on fees determined by district.

The sample distribution and samples errors estimated by NSE could be seen in the following charts:

NSE	Sample size		
	Lima	Number of homes	Sample error
A		150	5.5%
B		200	6.3%
C		200	6.7%
D		200	6.1%
Total		750	3.6%



Altogether, the interviews to be made in Lima will number at 750. Results will be categorical to the level of these segments.

Variables on study

1. Computing

- a. Possession of computer at home
- b. Number of computers at home
- c. Place of purchase (department stores, supermarkets, stores)
- d. Condition of the computer when purchased (new, second-hand)
- e. Existence of a network at home
- f. Type of computer (desktop or laptop)
- g. Computer brands
- h. Processor of each computer
- i. Operating system of each computer
- j. Types of monitor (CRT or LCD)
- k. Possession of printer
- l. Number of printers
- m. Place of purchase (department stores, supermarkets, stores)
- n. Printer brands
- o. Types of printers (dot-matrix, ink-jets, laser)
- p. Types of printer consumable (originals, compatibles)
- q. Possession of scanner
- r. Place of purchase (department stores, supermarkets, stores)
- s. Scanner brand
- t. Possession of digital cameras
- u. Digital camera brand
- v. Place of purchase (department stores, supermarkets, stores)
- w. Digital camera brands
- x. Possession of video game console
- y. Video game console brand
- z. Place of purchase (department stores, supermarkets, stores)
- aa. Possession of portable MP3/MP4 players
- bb. Portable MP3/MP4 players brand
- cc. Place of purchase (department stores, supermarkets, stores)
- dd. Possession of LCD/ plasma televisions
- ee. Use of LCD/plasma television as computer monitor

2. Technical support

- a. Place where the computer is taken in case it needs repair



3. Mobile telephony

- a. Mobile phones implementation
- b. Number of mobile phones
- c. Supplier of mobile phone service
- d. Place of purchase of mobile phone
- e. Possession of SmartPhone

4. Internet and E-commerce

- a. Home Internet access
- b. Types of internet connection (regular phone, cable modem, adsl, wireless)
- c. Payments by internet
- d. Purchases by internet
- e. Number of people who purchase on line from home
- f. Annual average of expenses for on-line purchases
- g. Use of instant messaging
- h. Use of telephony voice over internet protocol (VoIP)
- i. Use of PC to see videos online
- j. Use of PC to listen to music online

5. Hardware purchase

- a. Plans of computer' repotentiati3n for the next 12 months
- b. Number of computers to be repotentiati3n in the next 12 months
- c. Components that you plan to be repotentiati3n
- d. Possible place of purchase (department stores, supermarkets, stores)
- e. Plans of computers purchases in the next 12 months
- f. Number of computers to be purchased
- g. Number of computer to be replaced
- h. Possible place of purchase of the new computer(department stores, supermarkets, stores)
- i. Seasons of purchase of desktops or laptops
- j. Intention to buy desktops or laptops
- k. Laptops brands you would purchase
- l. Plan to buy brand or compatible desktops
- m. Reasons that encourage purchasing a brand computer
- n. Reasons that encourage purchasing an assembled computer
- o. New computer possible brand
- p. Intention to buy a second hand computer
- q. Intention to purchase by credit or cash
- r. Plans of printer purchase in the next 12 months
- s. Possible place of purchase of the new computer(department stores, supermarkets, stores)
- t. Type of printer to be bought (dot-matrix, ink-jets, laser)
- u. Brand of new printer



- v. Plans to buy a new digital camera in the next 12 months
- w. Brand of the new digital camera
- x. Plans to buy portable MP3/MP4 players in the next 12 months
- y. Plans to buy LCD/plasma television in the next 12 months

6. Assessment of purchase place

- a. Assessment of the three different places of purchase according to their main qualities

7. Computer discharge

- a. Final destination of the computer

8. Cable Television

- a. Possession of cable TV service at home
- b. Supplier of cable TV service

9. Triple play service

- a. Knowledge about the Triple Play concept
- b. Interest in adopting the Triple Play product