

What is Technographics?

Technographics is a segmentation system designed by Forrester Research to determine **how today's technologies are being considered, bought, and used by consumers**. In the MRI product questionnaire, respondents are asked to what degree (on a scale of 1 to 10) they agree with 15 Technographics statements designed to segment MRI respondents into the Technographics segmentation system. **Beginning with the 2000 Spring MRI study, all clients will have access to those who disagree (1-5) and agree (6-10) with each statement.**

How Should I Look At the Technographics Data?

Use the Technographics Weighting

Only about 50% of MRI Respondents answer the Technographics Questions, which makes the process of projecting their answers to the general population more complicated than it would be otherwise. When looking at responses to Technographics statements, it is only appropriate to include Technographics respondents in the analysis, but we still need those respondents to predict the behavior of the entire adult population. **The solution? Recalculate the weights for the Technographics respondents so that they make up the difference.** So if only half the respondents answer the Technographics questions, their weightings must be, on average, twice as high to scale to the same number of adults.

To address this issue, **a special weight scheme has been made available** in your software that enables the relatively small number of Technographics respondents to project to the entire adult population. **Make sure you use this weight scheme** whenever you work with Technographics data.

Use the Technographics Base

The crosstab paradigm has three dimensions: bases, columns and rows. Rows and columns are easy for most people to visualize and understand, but bases are less often used and commonly misunderstood.

Choosing a base other than "all" in Crosstab restricts the unweighted respondents displayed in the upper left-hand corner of the Crosstab. This **reduces the base projected count (000)**, which is **the basis for all vertical percentages, horizontal percentages and indices** calculated on that Crosstab view.

Choosing the Technographics weighting ensures that the non-Technographics respondents do not influence the projected (000) counts. However, it **does not remove non-Technographics respondents** from the unweighted counts – for that, **you must change the base to include only the Technographics respondents. If you don't, you may end up using unstable data** without realizing it.

How Will the Numbers Be Affected If I Use the Wrong Weight and/or Base?

The table below demonstrates the results that the different weight/base combinations have on the numbers.

Statement: "Technology is important to me"

Selected Weight	Selected Base	Average Weight	Base Unwgtcd	Base (000)	Agree Unwgtcd	Agree (000)	Agree %
Population (000)	All	7515	26695 ×	200610 ✓	7295 ✓	52666 ×	26.25 ×
Population (000)	Techno.	7542	13368 ✓	100821 ×	7295 ✓	52666 ×	52.24 ×
Techno.	All	7515	26695 ×	200610 ✓	7295 ✓	105458 ✓	52.57 ✓
Techno.	Techno.	15007	13368 ✓	200610 ✓	7295 ✓	105458 ✓	52.57 ✓

2000 Fall MRI

WEIGHT: POPULATION (000), BASE: ALL

This is **the default weight-base combination** when dealing with MRI data, but it is **not appropriate when dealing with Technographics data**, for two reasons: (1) the base **includes MRI respondents who are not Technographics respondents** (making some things appear to be stable that really aren't), and (2) **the weightings for the Technographics respondents** (based on projecting to all adults from the larger base of respondents) **are lower than they need to be to project to the general population.**

WEIGHT: POPULATION (000), BASE: TECHNOGRAPHICS:

If we screen out the non-Technographics respondents, we see the **correct number of respondents, but the wrong base (000) value**, since the weights were designed to project a larger base of respondents to the same goal. The agree (000) value is affected in the same direction, but to a slightly different degree, ending in the result of an **incorrect agree % value** of 52.24%.

WEIGHT: TECHNOGRAPHICS, BASE: ALL

By changing the weight, **you get all the correct projected counts, and all percentages that are based on those counts** (such as the 55.45% of people who agree with the statement "Technology is important to me") **will therefore be correct, too. But you'll get unweighted counts that are too high, which means you won't always know when you're working with unstable data.**

WEIGHT: TECHNOGRAPHICS, BASE: TECHNOGRAPHICS

This is **the correct way to code when using Technographics data. All values are correct.** So you can see that based on the answers of 13,368 respondents projecting to 200,610,000 people, 7,295 respondents representing 105,458,000 people, or 52.57% of adults, agree with the statement "Technology is important to me."

What Additional Data is Available for Subscription?

Forrester uses the responses to the statements to create **a proprietary segmentation system**, which is available by **subscription only**. More information describing the Forrester segmentation system can be found at <http://www.forrester.com/Products/Techno/0,3833,,00.html>. Anyone interested in subscribing to the segmentation system should **contact an MRI Sales Representative** for more details.

TECHNOGRAPHICS

Include the technographics base c*c-p definition: 6*32-1

Weight (XXXX.XX) - Card 6 Cols. 48-53

Unweighted respondent counts and projected populations are as follows:

	ADULTS -----	MEN ---	WOMEN -----
Unweighted respondents	12,818	6,030	6,788
Projected respondents	211,845,000	101,655,000	110,190,000

Technographics Source Questions

-1 Agree
-2 Disagree

6*17 I like to impress people with my lifestyle
 6*18 Technology is important to me
 6*19 I am very competitive when it comes to my career
 6*20 Having fun is the whole point of life
 6*21 Family is important,
 but I have other interests which are just as important to me

 6*22 I am constantly looking for new ways to entertain myself
 6*23 Making a lot of money is important to me
 6*24 I spend most of my free time doing fun stuff with my friends
 6*25 I like to spend time learning about new technology products
 6*26 I like to show off my taste and style

 6*27 I like technology
 6*28 My family is by far the most important thing in my life
 6*29 I put a lot of time and energy into my career
 6*30 I am very likely to purchase new technology products or services
 6*31 I spend most of my free time working on improving myself