

# Technology User

*Metafacts, Inc.*

## Profile<sup>®</sup>

# Apple Macintosh Market Profile Report

Comprehensive  
Study of  
Technology  
Users and  
Usage



## Table of Contents

### Apple Macintosh Market Profile Report - April 2005

Title	Preface Pages
<b>Preface</b>	
Report Introduction	1
Banner Point Definitions	2-3
Banner-by-Banner Crosstabulations	4-19
<b>Household Home/Family</b>	
<b>Apple Brand 2004</b>	
Annual Household Income	1
Household Highest Education Level	2
Marital Status	3
User Age/Gender Groups in Household	4
Size of Household	5
Number of Adults by Household Size	6
Employment Status of Household Adult	7
Occupation of Panel Member	8
Respondent's Occupation Category	9-10
Respondent's Industry Summary	11
Respondent's Industry Category	12-13
Respondent's Enterprise Size	14
Respondent's Establishment Size	15
Type of Dwelling	16
Home Ownership	17
Market Size - MSA	18
MSA	19-24
DMA/Designated Market Area	25-28
Geographic Division	29
State	30-31
Consumer Electronics Used	32-33
Consumer Electronics Plan to Buy within Next 12 Months	34-35
Peripheral Product Used with PC	36
Peripherals Plan to Buy within Next 12 Months	37
Lifecycle	38
Hold Off Buying Technology Products Until Prices Come Down	39
Purchase of Electronic Products Adversely Affects Financial Ability to Buy Other Products	40
We Feel Like We Can't Keep Up With Current Events	41
We Always Talk To Friends/Colleagues About Their Experiences With Products Before We Buy	42
We Are Worried About Someone Tracking What We Do On The Internet	43
We Will Try Out A New Technology Even Before We Are Sure We'll Really Need It	44
Recently, We Are Getting More Unwanted Email Than We Like	45
It Is Essential To Keep Up With The Latest Technology Products And Services	46
Most Times, Staying With The Tried And True Methods Pays Off Better Than Trying Every New Invention	47
We Don't Have Much Experience In Purchasing Electronic Products	48
Consumer Electronics Are More Complicated Than They Need To Be	49
We Actively Seek Out New Tools And Technologies Before They Are Well Known	50
TECHii Segment	51

<b>Household Home/Family</b>	<b>Title</b>	<b>Page #s</b>
<b>Apple Demographics and Location 2004</b>		
	Annual Household Income	1
	Household Highest Education Level	2
	Marital Status	3
	User Age/Gender Groups in Household	4
	Size of Household	5
	Number of Adults by Household Size	6
	Employment Status of Household Adult	7
	Occupation of Panel Member	8
	Respondent's Occupation Category	9-10
	Respondent's Industry Summary	11
	Respondent's Industry Category	12-13
	Respondent's Enterprise Size	14
	Respondent's Establishment Size	15
	Type of Dwelling	16
	Home Ownership	17
	Market Size - MSA	18
	MSA	19-24
	DMA/Designated Market Area	25-28
	Geographic Division	29
	State	30-31
	Consumer Electronics Used	32-33
	Consumer Electronics Plan to Buy within Next 12 Months	34-35
	Peripheral Product Used with PC	36
	Peripherals Plan to Buy within Next 12 Months	37
	Lifecycle	38
	Hold Off Buying Technology Products Until Prices Come Down	39
	Purchase of Electronic Products Adversely Affects Financial Ability to Buy Other Products	40
	We Feel Like We Can't Keep Up With Current Events	41
	We Always Talk To Friends/Colleagues About Their Experiences With Products Before We Buy	42
	We Are Worried About Someone Tracking What We Do On The Internet	43
	We Will Try Out A New Technology Even Before We Are Sure We'll Really Need It	44
	Recently, We Are Getting More Unwanted Email Than We Like	45
	It Is Essential To Keep Up With The Latest Technology Products And Services	46
	Most Times, Staying With The Tried And True Methods Pays Off Better Than Trying Every New Invention	47
	We Don't Have Much Experience In Purchasing Electronic Products	48
	Consumer Electronics Are More Complicated Than They Need To Be	49
	We Actively Seek Out New Tools And Technologies Before They Are Well Known	50
	TECHii Segment	51

<b>Household Home/Family</b>	<b>Title</b>	<b>Page #s</b>
<b>Apple - Channels Experience Consumption and Key Technology 2004</b>		
	Annual Household Income	1
	Household Highest Education Level	2
	Marital Status	3
	User Age/Gender Groups in Household	4
	Size of Household	5
	Number of Adults by Household Size	6

Employment Status of Household Adult	7
Occupation of Panel Member	8
Respondent's Occupation Category	9-10
Respondent's Industry Summary	11
Respondent's Industry Category	12-13
Respondent's Enterprise Size	14
Respondent's Establishment Size	15
Type of Dwelling	16
Home Ownership	17
Market Size - MSA	18
MSA	19-23
DMA/Designated Market Area	24-27
Geographic Division	28
State	29-30
Consumer Electronics Used	31-32
Consumer Electronics Plan to Buy within Next 12 Months	33-34
Peripheral Product Used with PC	35
Peripherals Plan to Buy within Next 12 Months	36
Lifecycle	37
Hold Off Buying Technology Products Until Prices Come Down	38
Purchase of Electronic Products Adversely Affects Financial Ability to Buy Other Products	39
We Feel Like We Can't Keep Up With Current Events	40
We Always Talk To Friends/Colleagues About Their Experiences With Products Before We Buy	41
We Are Worried About Someone Tracking What We Do On The Internet	42
We Will Try Out A New Technology Even Before We Are Sure We'll Really Need It	43
Recently, We Are Getting More Unwanted Email Than We Like	44
It Is Essential To Keep Up With The Latest Technology Products And Services	45
Most Times, Staying With The Tried And True Methods Pays Off Better Than Trying Every New Invention	46
We Don't Have Much Experience In Purchasing Electronic Products	47
Consumer Electronics Are More Complicated Than They Need To Be	48
We Actively Seek Out New Tools And Technologies Before They Are Well Known	49
TECHii Segment	50

**Household Home/Family**

**Apple Activities 2004**

<b>Title</b>	<b>Page #s</b>
Annual Household Income	1
Household Highest Education Level	2
Marital Status	3
User Age/Gender Groups in Household	4
Size of Household	5
Number of Adults by Household Size	6
Employment Status of Household Adult	7
Occupation of Panel Member	8
Respondent's Occupation Category	9-10
Respondent's Industry Summary	11
Respondent's Industry Category	12-13
Respondent's Enterprise Size	14
Respondent's Establishment Size	15
Type of Dwelling	16
Home Ownership	17
Market Size - MSA	18

MSA	19-23
DMA/Designated Market Area	24-27
Geographic Division	28
State	29-30
Consumer Electronics Used	31-32
Consumer Electronics Plan to Buy within Next 12 Months	33-34
Peripheral Product Used with PC	35
Peripherals Plan to Buy within Next 12 Months	36
Lifecycle	37
Hold Off Buying Technology Products Until Prices Come Down	38
Purchase of Electronic Products Adversely Affects Financial Ability to Buy Other Products	39
We Feel Like We Can't Keep Up With Current Events	40
We Always Talk To Friends/Colleagues About Their Experiences With Products Before We Buy	41
We Are Worried About Someone Tracking What We Do On The Internet	42
We Will Try Out A New Technology Even Before We Are Sure We'll Really Need It	43
Recently, We Are Getting More Unwanted Email Than We Like	44
It Is Essential To Keep Up With The Latest Technology Products And Services	45
Most Times, Staying With The Tried And True Methods Pays Off Better Than Trying Every New Invention	46
We Don't Have Much Experience In Purchasing Electronic Products	47
Consumer Electronics Are More Complicated Than They Need To Be	48
We Actively Seek Out New Tools And Technologies Before They Are Well Known	49
TECHii Segment	50

**Household Home/Family**

**Title**

**Page #s**

**Apple Brand 2003**

Annual Household Income	1
Household Highest Education Level	2
Marital Status	3
User Age/Gender Groups in Household	4
Size of Household	5
Number of Adults by Household Size	6
Employment Status of Household Adult	7
Occupation of Panel Member	8
Respondent's Occupation Category	9-10
Respondent's Industry Summary	11
Respondent's Industry Category	12-13
Respondent's Enterprise Size	14
Respondent's Establishment Size	15
Type of Dwelling	16
Home Ownership	17
Population Density/Degree of Urbanization	18
MSA	19-20
DMA/Designated Market Area	21
Geographic Division	22
State	23-24
Consumer Electronics Used	25
Consumer Electronics Plan to Use	26
Peripheral Product Used with PC	27
Peripherals Plan to Use	28

<b>Household Home/Family</b>	<b>Title</b>	<b>Page #s</b>
<b>Apple Demographics and Location 2003</b>		
	Annual Household Income	1
	Household Highest Education Level	2
	Marital Status	3
	User Age/Gender Groups in Household	4
	Size of Household	5
	Number of Adults by Household Size	6
	Employment Status of Household Adult	7
	Occupation of Panel Member	8
	Respondent's Occupation Category	9-10
	Respondent's Industry Summary	11
	Respondent's Industry Category	12-13
	Respondent's Enterprise Size	14
	Respondent's Establishment Size	15
	Type of Dwelling	16
	Home Ownership	17
	Population Density/Degree of Urbanization	18
	MSA	19-20
	DMA/Designated Market Area	21
	Geographic Division	22
	State	23-24
	Consumer Electronics Used	25
	Consumer Electronics Plan to Use	26
	Peripheral Product Used with PC	27
	Peripherals Plan to Use	28

<b>Household Home/Family</b>	<b>Title</b>	<b>Page #s</b>
<b>Apple - Channels Experience Consumption and Key Technology 2003</b>		
	Annual Household Income	1
	Household Highest Education Level	2
	Marital Status	3
	User Age/Gender Groups in Household	4
	Size of Household	5
	Number of Adults by Household Size	6
	Employment Status of Household Adult	7
	Occupation of Panel Member	8
	Respondent's Occupation Category	9-10
	Respondent's Industry Summary	11
	Respondent's Industry Category	12-13
	Respondent's Enterprise Size	14
	Respondent's Establishment Size	15
	Type of Dwelling	16
	Home Ownership	17
	Population Density/Degree of Urbanization	18
	MSA	19-20
	DMA/Designated Market Area	21
	Geographic Division	22
	State	23-24
	Consumer Electronics Used	25

Consumer Electronics Plan to Use	26
Peripheral Product Used with PC	27
Peripherals Plan to Use	28

**Household Home/Family**

**Title** **Page #s**

**Apple Activities 2003**

Annual Household Income	1
Household Highest Education Level	2
Marital Status	3
User Age/Gender Groups in Household	4
Size of Household	5
Number of Adults by Household Size	6
Employment Status of Household Adult	7
Occupational of Panel Member	8
Respondent's Occupation Category	9-10
Respondent's Industry Summary	11
Respondent's Industry Category	12-13
Respondent's Enterprise Size	14
Respondent's Establishment Size	15
Type of Dwelling	16
Home Ownership	17
Population Density/Degree of Urbanization	18
MSA	19-20
DMA/Designated Market Area	21
Geographic Division	22
State	23-24
Consumer Electronics Used	25
Consumer Electronics Plan to Use	26
Peripheral Product Used with PC	27
Peripherals Plan to Use	28

**Appendix  
Pages**

**Appendix**

Guide to Technology User Profile Information	1
Methodology	3
Screener	7
Questionnaire	8
Code Lists	20