



Want to understand today's technology markets — who's using the hottest new products, and the old standbys?

Looking to spot the latest trends, but can't wait for custom study results?

Want actual information from real world users, not speculations or predictions?

Then you need the Technology User Profile® — Apple Profile Report 2008 from MetaFacts.

Apple's customers are like no others — a rich blend of the most sociologically elite with those seeking elegant, simple computing. Apple's panache has enabled them to maintain some of the highest margins in the industry, while also sustaining a brand loyalty level which is the envy of many.

In addition to singular demographics, Apple's users have a unique profile in the ways they use their personal computers. Unlike users of Intel/Windows computers, a significant portion of Apple's users are active, exploratory, avant-garde and early adopters. The activities they enjoy are unique in the way that they more-often incorporate rich media such as video and music as well as more-active prosumer behavior than many more-passive Windows users.

However, just as Apple continues to innovate and pioneer new technologies and ways to creatively enjoy personal computing, there are many other companies that closely trail Apple, and continue to threaten the company's success.

This report dives into solid survey results to examine the entire range of Apple users, from those in homes to those in the workplace, from those with an Apple as their second or third home computer, to those that have simply kept an old Apple around and even those that have cut back using their old Windows computer to switch to Apple.

Technology User Profile - APPLE PROFILE REPORT 2008

If you have the right knowledge, you can make the right decisions.

Rely on the benefits of the Technology User Profile — Apple Profile Report 2008:

- See at a glance the most important research from comprehensive surveys, each with answers to hundreds of survey questions
- Each fact is based on the tested, proven Technology User Profile research results
- Report findings include analysis, graphs, and tables, for the busy researcher
- Be assured that the data is based on a solid sampling and weighting methodology, and the results are a true indicator of the total market segment being measured

Have confidence knowing you can build your business on the research history and expertise of MetaFacts.



Beyond facts to effective action ... we help our clients create the future

MetaFacts, Inc.

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Technology User Profile® – APPLE PROFILE REPORT 2008

Features

Apple is a widely-respected and valued brand. This is shown clearly over the years as customers continue to purchase and repurchase their products.

Apple has managed to attract and serve a unique market segment, composed of both long-experienced users as well as simplicity-seeking novices.

In the Apple Profile Report 2008, you'll find details on buying habits, usage and plans in a variety of categories, and zero in on the key information you need to answer questions like the following:

- Are Apple users an attractive demographic, or are they more down-market? How is this demographic profile distinctive from Windows users?
- Do Apple buyers shop at Apple's stores, even buy at retail, or are they shopping online more and more? Who else shops at Apple's retail and online outlets?
- Is the home Apple the main computer, or is it the second or third computer, relegated to the back room? Do Apple owners only own Apples, or do they also own Windows PCs?
- Do home owners keep their Apples longer than Windows PC users? Do they use their Apples as often as Windows PC users?
- Who else has Apple drawn in with iPods and where does this benefit Apple? Does Apple have a higher or lower market share among users of portable MP3 players?
- What about Apple's future: Who is Apple attracting?

Answers to these questions and more are available in the Technology User Profile — Apple Profile Report 2008. View findings for households, PCs, and PC-using adults. 19 pages of analysis with charts and graphs are supported by 140+ pages of detailed tables. The complete, 170+ page report is delivered to you electronically in Microsoft Excel and Adobe PDF format.



The Technology User Profile — Apple Profile Report 2008 report is one of the Technology User Profile solutions from MetaFacts.

Other Technology User Profile solutions include the:

- Technology User Profile — FULL EDITION
- Technology User Profile — FOCUS EDITION – Digital Imaging Lifecycle
- Technology User Profile — MULTI-YEAR DATASET

A full-service technology market research firm specializing in the computer and information-based consumer electronics industries, MetaFacts provides demand-side surveys, demographic profiling, tracking studies, and follow-up studies targeting vertical markets and geographic profiles. Whatever your research needs, you can rely on MetaFacts' 25+ years of experience as designers and users of high-tech market research.

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