

Summary of Findings**Detailed Findings**

The life of the Apple computer, longer or shorter?
 How Apple computers are used distinctly from Windows PCs
 Apple's retail footprint - success and failure
 Apple users concentrated in few occupations
 Apple as the second or third computer; this camel's nose is sniffing around the tent's edge
 Why a cybercafé survey might fool you
 Just how "different" and elite are Apple customers - socioeconomically, behaviorally, and attitudinally?
 Apple loyalty - still faithful?
 The halo effect - has the iPod changed Apple's PC business?
 Just how more creative are Apple's users than the Windows crowd?
 Apple's most-connected - broadband households
 Apple & the future digital home?
 Apple's future - who is Apple attracting?

Methodology**Tables - Apple vs. Non-Apple Households - (Households) (37 pages)**

Size of Household
 Region
 Annual Household Income
 Household Composition
 Household Composition-Children Age Groups
 Age Category
 Age within Gender of Primary Computer User
 Gender & Age of Primary Computer User
 Employment Status-Summary
 Employment Status-Detailed
 Educational Level of Respondent
 Technology Attitudes - % of Households Strongly Agreeing (Answered 7, 8, or 9 on a 9-point agreement scale)
 Outlet Type Where Any PC-Related Products are Purchased
 Outlet Type Where PC was Purchased
 Recently Shopped or Purchased In-Person from (Retail Outlets)
 Recently Shopped or Purchased Online from (Online Outlets)
 Recently Shopped or Purchased In-Person or Online from (Either Retail or Online Outlets)
 Consumer Electronics/Services/Peripherals Plan to Buy
 Consumer Electronics/Services/Peripherals Used
 # of Home PCs (Tablet, Notebook, Desktop)
 Number of PCs Used in the Last 90 Days
 Household Bandwidth
 PC Ownership Type-Primary PC
 Top PC Vendors
 Top Operating Systems
 Location Where PC is Regularly Used
 Fastest Internet Connection Type for PC-Detailed
 PC Ownership Type-PC#2
 Top PC Vendors-PC#2
 Top Operating Systems-PC #2
 Location Where PC is Regularly Used-PC #2
 Fastest Internet Connection Type for PC #2-Detailed

PC Ownership Type-PC#3
 Top PC Vendors-PC#3
 Top Operating Systems-PC #3
 Location Where PC is Regularly Used-PC #3
 Fastest Internet Connection Type for PC #3-Detailed

Tables - Primary Home PCs - Apple & Competitors, Brand Loyalty- Households (3 pages)

Size of Household
 Region
 Annual Household Income
 Household Composition
 Presence of Children (<=17)
 Household Composition-Children Age Groups
 When I buy my next Home PC, I plan to buy the same brand that I am using today

Tables - Home PC #1 - Apple vs. Non-Apple (PCs) (15 pages)

Outlet Type Where Any PC-Related Products are Purchased
 Outlet Type Where PC was Purchased
 How PC was Purchased
 PC/Online Activities
 PC Online Shopping Activities
 PC Communication Activities
 PC Entertainment Activities
 PC Graphics & Image Activities
 PC Information/Search Activities
 PC Personal Activities
 What Was Done with Previous Home PC
 How Much Was Paid for your current Home PC
 What Was Included in Price of your Current Home PC?
 Purchase Plans - Overall (Purchase Plans for PDAs, Desktops, Mobile (Notebook, Tablet), Printers, and Operating Systems)
 PC Purchase Plans - 1st, Replacement or Additional
 Purchase Plans - Replacement or Additional by Form Factor
 Number of PCs Used in the Last 90 Days

Tables - Home PC #1, PC#2, & PC#3 - Apple vs. Non-Apple (PCs) (6 pages)

Top PC Vendors
 Form Factor of PC
 Top Desktop PC Brands
 Top Notebook PC Brands
 Top Operating Systems
 Operating System Pre-Installed or Added
 PC Purchase Year
 New/Used Purchase Status of PC
 How Many Hours Per Week PC is Used
 Location Where PC is Regularly Used
 First-Time/Replacement Status of PC

Tables - Consumer Electronics in Apple vs. Non-Apple Households - (Households) (15 pages)

Consumer Electronics/Services/ Peripherals Used
 Consumer Electronics/Services/Peripherals Plan to Buy

Tables - Apple Shoppers & Buyers - Retail or Online - Apple vs. Non-Apple

Households (Households) (34 pages)

Recently Shopped or Purchased In-Person from (Retail Outlets)
 Recently Shopped or Purchased Online from (Online Outlets)
 Recently Shopped or Purchased In-Person or Online from (Either Retail or
 Online Outlets)
 # of Home PCs (Tablet, Notebook, Desktop)
 # of PCs (All Form Factor, Home/Self/Work)
 Size of Household
 Region
 Annual Household Income
 Household Composition
 Presence of Children (<=17)
 Household Composition-Children Age Groups
 Age Category
 Gender
 Employment Status-Detailed
 Employment Status-Summary
 Apple/Non-Apple PC
 Apple/Non-Apple PC #2
 Apple/Non-Apple PC #3
 PC#1 (Apple vs. Non-Apple)
 PC#2 (Apple vs. Non-Apple)
 PC#3 (Apple vs. Non-Apple)
 Top Operating Systems
 Top Operating Systems-PC #2
 Top Operating Systems-PC #3
 Consumer Electronics/Services/Peripherals Used
 Consumer Electronics/Services/Peripherals Plan to Buy
 Technology Attitudes - % of Households Strongly Agreeing (Answered 7, 8, or
 9 on a 9-point agreement scale)
 Prosumers
 PC/Online Activities

Tables - Web Prosumers using Home PCs - (PCs) (31 pages)

Age Category
 Gender
 Age within Gender of Primary Computer User
 Gender & Age of Primary Computer User
 Employment Status-Summary
 Employment Status-Detailed
 Educational Level of Respondent
 Apple/Non-Apple PC
 Top PC Brands
 Top Desktop PC Brands
 Top Notebook PC Brands
 Top Operating Systems
 Fastest Internet Connection Type for PC-Summary
 Location Where PC is Regularly Used
 PC/Online Activities
 Technology Attitudes - % of Households Strongly Agreeing (Answered 7, 8, or
 9 on a 9-point agreement scale)
 Recently Shopped or Purchased In-Person from (Retail Outlets)
 Recently Shopped or Purchased Online from (Online Outlets)
 Recently Shopped or Purchased In-Person or Online from (Either Retail or
 Online Outlets)