

**Summary of Findings****Detailed Findings****Operating System Landscape**

- Multi-PC and Multi-OS Households

**Home Operating Systems and Demographics**

- Having children in the household does make a difference for Vista

- Household employment and operating system

- Education level and operating system within the household

- Annual household income and operating system

- People age 18-34 are using more Apple primary home PCs than older people

**Purchase Channels**

- Apple gets a bigger share of direct sales than Windows PCs

**PC Brands & Operating Systems**

- New PC brands bought by operating system

- Total installed base for all primary home PCs shows some movement from the big brands in the new PC market

**Changes in PC Form Factors**

- Laptops are coming on strong as new primary PC form factor

**How Different Operating Systems are Used Differently**

- Email is the most frequent activity of users on all primary home PCs

- New primary home PC user activities

**Operating Systems and Other Consumer Electronics**

- Handheld device use and operating system of the household

- Imaging behavior and household operating system

- Television viewing habits and operating system in the household

- Convenience is the key for households that have at least one Apple Home PC

- Some Older Windows Households are planning to upgrade while still taking advantage of older technology

**Technology Attitudes and Operating Systems**

- Attitudes of adult PC users vary with operating system

**Methodology****Tables – Primary Home PCs by Operating System - (PCs) (24 pages)**

- Top PC Vendors

- Form Factor of PC

- Top Desktop PC Brands

- Top Notebook PC Brands

- Top Operating Systems

- Operating Systems-Detailed

- Operating System Pre-Installed or Added

- Vista Households (Vista on any Home PCs)

- XP Households (XP on any Home PCs)

- Older Windows Households (Older Versions of Windows on any Home PCs)

- Linux Households (Linux on any Home PCs)

- Apple Households (Households with 1 or more Apple Home PC)

- PC Purchase Year

- New/Used Purchase Status of PC

- Age within Gender of Primary Computer User

- Gender & Age of Primary Computer User

- How Many Hours Per Week PC is Used

- Location Where PC is Regularly Used

- Outlet Type Where Any PC-Related Products are Purchased

- Outlet Type Where PC was Purchased

- How PC was Purchased

First-Time/Replacement Status of PC  
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  
# of Home PCs (Tablet, Notebook, Desktop)

**Tables - New Primary Home PCs by Operating System (PC) (19 pages)**

Top PC Vendors  
Form Factor of PC  
Top Desktop PC Brands  
Top Notebook PC Brands  
Top Operating Systems  
Operating Systems-Detailed  
Operating System Pre-Installed or Added  
Vista Households (Vista on any Home PCs)  
XP Households (XP on any Home PCs)  
Older Windows Households (Older Versions of Windows on any Home PCs)  
Linux Households (Linux on any Home PCs)  
Apple Households (Households with 1 or more Apple Home PC)  
PC Purchase Year  
Age within Gender of Primary Computer User  
Gender & Age of Primary Computer User  
How Many Hours Per Week PC is Used  
Location Where PC is Regularly Used  
Outlet Type Where Any PC-Related Products are Purchased  
Outlet Type Where PC was Purchased  
How PC was Purchased  
First-Time/Replacement Status of PC  
PC/Online Activities  
PC Online Shopping Activities  
PC Communication Activities  
PC Entertainment Activities  
PC Graphics & Image Activities  
PC Information/Search Activities  
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What Was Done with Previous Home PC  
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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  
# of Home PCs (Tablet, Notebook, Desktop)

**Tables - Households by Operating System in Household (Household) (13 pages)**

- Top Operating Systems
- Top Operating Systems-PC #2
- Top Operating Systems-PC #3
- Annual Household Income
- Educational Level of Respondent
- Household Composition
- Household Composition-Children Age Groups
- Age within Gender of Primary Computer User
- Gender & Age of Primary Computer User
- Size of Household
- Employment Status-Summary
- Employment Status-Detailed
- Region
- 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)
- 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)

**Tables - Adult Home PC Users by Operating System (Adults) (11 pages)**

- Top Operating Systems
- Top Operating Systems-PC #2
- Top Operating Systems-PC #3
- Annual Household Income
- Educational Level of Respondent
- Household Composition
- Household Composition-Children Age Groups
- Age within Gender of Primary Computer User
- Gender & Age of Primary Computer User
- Size of Household
- Employment Status-Summary
- Employment Status-Detailed
- Region
- 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)
- 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)