Apple Macintosh Profile Report

Description:

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 Macintosh Market Profile Report from MetaFacts.

Users of Apple computers pride themselves on being unique, something Apple's advertising has long-supported. Yet, not all Apple users are the same. The MetaFacts Apple Macintosh Profile Report slices through the hype and mystique to get to the core of this important marketplace, delivering solid demographic, attitudinal and loyalty statistics. It is meant for any company that is serious about products or services for this vibrant market segment.

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 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 draft behind Apple, and continue to threaten the company's success.

The MetaFacts Apple Macintosh Profile 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 computer, those that have simply kept an old Apple around and even those that have given up their old Windows computer to switch to Apple.

In the MetaFacts Apple Macintosh Market Profile Report, 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 has this demographic profile evolved in recent years?
- How much of Apple's customers are clustered in just a few metro areas? Do these align with Apple's stores? Do Apple buyers even buy at retail, or are they shopping online more and more?
- Is the home Apple the main computer, or is it the second or third computer, relegated to the back room? Will a product like Mac mini align more closely with existing Apple buyers, Windows computer owners, or those without computers at all?
- Is there any relationship between the brand of computer at the workplace and the one used at home?
- How much switching is going on? Are there more Apple customers that were formerly Windows users, or is Apple losing customers and at what rate?
- Are replacement rates for Apples the same as other brands of computers? Do home owners keep their Apples longer than workplace users?
- Has the iPod made a dent for Apple's computer business? Does Apple have a higher or lower market share among users of portable MP3 players?
- What about Apple's future: are kids the main users of Apples, or are the users mostly those that had an Apple in the 80's and 90's?
- How green are Apple's owners? Do they recycle their computers more conscientiously than owners of other brands?

Answers to these questions and more are available in the Technology User Profile — Apple Macintosh Market Profile Report. View findings by both total U.S. market and by market segments. Each finding is presented in table form so you get all the data you need in one place.
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Rely on the benefits of the Technology User Profile — Apple Macintosh Market Profile Report:
- 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 sample of 28,000+ respondents
- Report findings are clearly arranged in table form, 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

Products mentioned:
- Apple iPod
- Apple Macintosh

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- It Is Essential To Keep Up With The Latest Technology Products And Services
- Most Times, Staying With The Tried And True Methods Pays Off Better Than Trying Every New Invention
- We Don't Have Much Experience In Purchasing Electronic Products
- Consumer Electronics Are More Complicated Than They Need To Be
- We Actively Seek Out New Tools And Technologies Before They Are Well Known
- TECHii Segment

Apple Demographics and Location 2004
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- Geographic Division
- State
- Consumer Electronics Used
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- Peripheral Product Used with PC
- Peripherals Plan to Buy within Next 12 Months
- Lifecycle
- Hold Off Buying Technology Products Until Prices Come Down
- Purchase of Electronic Products Adversely Affects Financial Ability to Buy Other Products
- We Feel Like We Can't Keep Up With Current Events
- We Always Talk To Friends/Colleagues About Their Experiences With Products Before We Buy
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Appendix
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- Screener
- Questionnaire
- Code Lists

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