

# Mac Culture

Apple and Mac

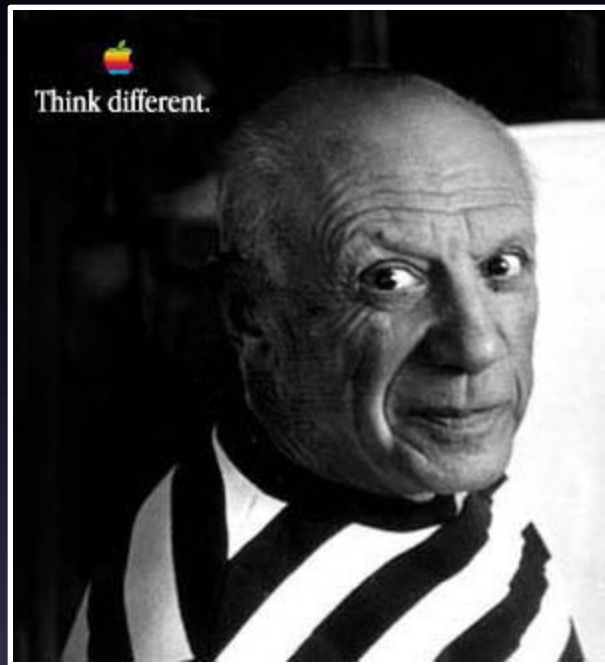


Apple ads

# 1984



# Think Different



# Get a Mac



Mac users



## Are you this arrogant?

Mindset Media found that Mac users are:

### SUPERIOR

This is where actor Justin Long's character shines. He effuses superiority over that poor PC guy—not unlike Mac users themselves, apparently. This group has a sense of self-importance and tends to consider themselves "extraordinary," said Sarah Welch, chief operating officer and co-founder of Mindset Media, adding that since this group is assured of its superiority, "I can see how [the guy in the commercial] isn't offensive to them."

### OPEN

Consumers who tested high in the open-personality category—known as "openness fives"—are 60% more likely to own a Mac vs. a PC. This group is also more likely to buy organic food on a regular basis, drink Starbucks or coffeehouse coffee every day and drive a hybrid car. They're also more intellectually curious and comfortable with emotions than the general population.

### PERFECTIONISTS

These control freaks like everything in its place. They notice the imperfections in things, which stresses out them more than others. "Steve Jobs, from a design perspective, certainly is a perfectionist, and the Mac users tend to share that trait," Ms. Welch said. This group is more likely to have purchased five or more pairs of sneakers in the past year and use teeth-whitening products.

### MUSIC MAVENS

Apple users download and pay for far more music than PC owners, NPD Group said in December. Half of Mac users paid to download music in the third quarter of 2007, while just 16% of PC owners did. Mac owners also were more likely to buy music CDs (32% vs. 28%) and more likely to listen to music on their computers (56% vs. 31%) than PC owners.

### NOT DOGMATIC

In a word: liberal, both socially and politically. They shy away from looking to religious or moral leaders for guidance and believe kids should be exposed to moral circumstances and encouraged to draw their own conclusions. These folks also are more likely to use laptops or notebooks as their main computers and drive station wagons as their main cars.

### NOT MODEST

This is another spot-on characterization in the "Get a Mac" campaign and goes hand in hand with the sense of superiority noted above. This not-so-modest group may be seen as self-centered, arrogant or conceited by others. They also have a strong desire for recognition.

### ECO-MINDED GREENIES

In a December study about green-technology consumers, Forrester Research found that Mac owners top the list of "bright-green" consumers, defined as those who not only have environmental concerns but also would pay more for greener electronics. Some 17% of Apple customers fell into that category, compared with just 12% of the general population.

### SATISFIED WITH THEIR PURCHASE

Make that "very satisfied." Data collected in early January by ChangeWave Research found that 79% of people who had purchased an Apple computer in the past 90 days were "very satisfied." That compared with 59% and 58%, respectively, of those who bought PCs from competitors Dell and Hewlett-Packard.



Young  
Individual  
Artistic, creative  
Non-conformist

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INFO

For more information contact  
Mindset Media at Mindset-  
Media.com or 914-674-125.



Mindset	Description	Index
<b>Op</b> Openness 5	<b>High openness</b> You are competitive and precise. You forgive and forget the mistakes and failures of others less easily than others and may be prone to be righteous when opposed.	160
<b>Do</b> Dogmatism 1	<b>Low dogmatism</b> You disdain so-called moral authorities, especially the conservative kind. You think kids should be exposed to moral questions and allowed to draw their own conclusions.	153
<b>Mo</b> Modesty 1	<b>Low modesty</b> You believe you are an exceptional person. You may be considered conceited or arrogant by others.	148
<b>Su</b> Superiority 5	<b>High superiority</b> You are an extraordinary person and are comfortable proclaiming your accomplishments from the mountaintops. You are no wallflower, preferring to direct others than to be directed.	146
<b>Pe</b> Perfectionism 5	<b>High perfectionism</b> You want everything to be just so, not only because it pleases you that way, but because the people put so much pressure on you not to make mistakes. Imperfections seem to glare at you, and even if others don't see them, just knowing about them stresses you out.	132

# Mac cult and religion





**THE CULT OF MAC**



**macHEADS**  
A FANBOY DOCUMENTARY



# Welcome to Macintosh

The documentary for the rest of us

