

**Highlights:  
The Macworld  
Service and Reliability Survey  
June 2007**

Primary Mac, satisfaction with same

<b>What kind of computer do you use as your primary computer and how satisfied are you with it?</b>											
<b>(10 = very satisfied, 1 = very dissatisfied)</b>											
	<b>Number of</b>	<b>10</b>	<b>9</b>	<b>8</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>Mac (any type)</b>	6923	58%	27%	10%	3%	1%	1%	<.5%	<.5%	<.5%	<.5%
<b>Mac Desktops (net)</b>	4322	61%	25%	9%	3%	1%	1%	<.5%	<.5%	<.5%	<.5%
<b>Mac Pro</b>	235	70%	21%	6%	2%	<.5%	1%	0%	0%	0%	0%
<b>Power Mac (net)</b>	1968	59%	27%	10%	3%	<.5%	1%	<.5%	<.5%	<.5%	<.5%
<b>Power Mac G5</b>	1025	64%	25%	8%	2%	<.5%	1%	<.5%	<.5%	<.5%	<.5%
<b>Power Mac G4</b>	890	55%	28%	11%	4%	1%	1%	<.5%	<.5%	<.5%	<.5%
<b>Power Mac G3</b>	53	34%	36%	11%	11%	0%	4%	2%	0%	2%	0%
<b>iMac (net)</b>	1704	66%	24%	7%	2%	<.5%	1%	<.5%	<.5%	<.5%	<.5%
<b>iMac Intel</b>	573	69%	23%	6%	2%	0%	<.5%	0%	<.5%	0%	<.5%
<b>iMac G5</b>	705	64%	25%	6%	2%	1%	1%	0%	0%	1%	0%
<b>iMac G4</b>	333	62%	26%	9%	1%	1%	1%	<.5%	<.5%	0%	0%
<b>iMac G3</b>	93	57%	13%	16%	12%	1%	0%	0%	0%	1%	0%
<b>eMac</b>	186	48%	26%	15%	4%	3%	1%	1%	1%	0%	1%
<b>Mac mini (net)</b>	229	49%	28%	13%	4%	2%	2%	1%	1%	0%	0%
<b>Mac mini Intel</b>	104	53%	29%	10%	5%	1%	1%	0%	1%	0%	0%
<b>Mac mini G4</b>	125	45%	29%	15%	4%	3%	3%	1%	0%	0%	0%
<b>Mac Portables (net)</b>	2601	55%	30%	10%	3%	1%	1%	<.5%	<.5%	<.5%	<.5%
<b>Intel Mac Portables (net)</b>	1066	53%	33%	10%	2%	1%	1%	<.5%	<.5%	<.5%	<.5%
<b>MacBook</b>	395	48%	33%	13%	3%	1%	1%	0%	<.5%	0%	1%
<b>MacBook Pro (net)</b>	671	56%	32%	9%	1%	0%	1%	<.5%	1%	<.5%	0%
<b>15-inch MacBook Pro</b>	486	54%	33%	9%	1%	1%	1%	<.5%	1%	<.5%	<.5%
<b>17-inch MacBook Pro</b>	185	63%	29%	6%	2%	0%	0%	0%	0%	0%	0%
<b>iBook (net)</b>	383	47%	32%	14%	4%	2%	1%	0%	0%	0%	0%
<b>12-inch iBook</b>	194	49%	30%	14%	3%	2%	2%	0%	0%	0%	0%
<b>14-inch iBook</b>	189	43%	34%	14%	6%	2%	1%	0%	0%	0%	0%
<b>PowerBook (net)</b>	1152	59%	27%	10%	3%	1%	<.5%	<.5%	<.5%	<.5%	<.5%
<b>12-inch PowerBook G4</b>	242	51%	32%	10%	4%	2%	0%	0%	0%	<.5%	1%
<b>15-inch PowerBook G4</b>	651	58%	28%	11%	2%	1%	<.5%	<.5%	<.5%	0%	0%
<b>17-inch PowerBook G4</b>	259	67%	21%	6%	5%	1%	<.5%	<.5%	0%	0%	0%
<b>Windows PC (any type)</b>	1681	6%	9%	14%	15%	14%	16%	9%	8%	5%	4%

Number of Macs with problems, severity of those problems

<b>Did you ever have a problem that put your primary Mac out of commission for a day or more?</b>					
	<b>Number of Macs</b>	<b>Had problems (number)</b>	<b>Had problems (percentage)</b>	<b>Mean number of days out of commission</b>	<b>Mean number of discrete incidents</b>
<b>Mac (any type)</b>	6962	1779	26%	8.70	1.64
<b>Mac Desktops (net)</b>	4344	951	22%	8.22	1.60
<b>Mac Pro</b>	236	23	10%	6.39	1.91
<b>Power Mac (net)</b>	1981	530	27%	8.24	1.66
<b>Power Mac G5</b>	1034	256	25%	9.00	1.60
<b>Power Mac G4</b>	893	258	29%	7.58	1.66
<b>Power Mac G3</b>	54	16	30%	6.50	2.56
<b>iMac (net)</b>	1710	335	20%	8.07	1.53
<b>iMac Intel</b>	575	39	7%	9.26	1.76
<b>iMac G5</b>	708	191	27%	7.24	1.50
<b>iMac G4</b>	333	66	20%	10.24	1.56
<b>iMac G3</b>	93	39	42%	7.30	1.44
<b>eMac</b>	187	40	21%	12.03	1.45
<b>Mac mini (net)</b>	230	23	10%	5.17	1.35
<b>Mac mini Intel</b>	99	12	12%	6.08	1.50
<b>Mac mini G4</b>	118	9	8%	4.78	1.22
<b>Mac Portables (net)</b>	2618	828	32%	9.26	1.67
<b>Intel Mac Portables (net)</b>	1070	216	20%	9.67	1.58
<b>MacBook</b>	395	100	25%	8.75	1.52
<b>MacBook Pro (net)</b>	675	116	17%	10.44	1.63
<b>15-inch MacBook Pro</b>	490	101	21%	10.20	1.67
<b>17-inch MacBook Pro</b>	185	15	8%	12.00	1.40
<b>iBook (net)</b>	385	154	40%	10.79	1.85
<b>12-inch iBook</b>	196	79	40%	11.35	1.80
<b>14-inch iBook</b>	189	75	40%	10.20	1.91
<b>PowerBook (net)</b>	1163	458	39%	8.54	1.66
<b>12-inch PowerBook G4</b>	244	103	42%	7.97	1.53
<b>15-inch PowerBook G4</b>	658	250	38%	8.76	1.77
<b>17-inch PowerBook G4</b>	261	105	40%	8.59	1.51

Problem-rates by year bought

<b>When did you buy your primary Mac and did you have problems with it?</b>					
	<b>Number of Macs</b>	<b>Had problems (number of Macs)</b>	<b>Had problems (percentage)</b>	<b>Mean number of days out of commission</b>	<b>Mean number of discrete incidents</b>
<b>Base (bought at any time)</b>	6772	1749	26%	8.85	1.66
<b>2007</b>	180	15	8%	12.92	2.38
<b>2006</b>	2327	362	16%	10.06	1.58
<b>2005</b>	1703	453	27%	7.61	1.53
<b>2004</b>	1048	378	36%	8.28	1.61
<b>2003</b>	741	272	37%	10.14	1.80
<b>2002 or earlier</b>	773	269	35%	7.07	1.71

Duration of problems

<b>If it had a problem, how long was your Mac out of commission?</b>				
	<b>Had a problem (number)</b>	<b>Had a problem (percentage)</b>	<b>Mean number of days out of commission</b>	<b>Mean number of discrete incidents</b>
<b>All Macs out of service more than one day</b>	1772	100%	8.73	1.64
<b>1 day</b>	108	6%	1.00	1.23
<b>2 days</b>	245	14%	2.00	1.18
<b>3 days</b>	249	14%	3.00	1.30
<b>4 days</b>	155	9%	4.00	1.40
<b>5 days</b>	199	11%	5.00	1.58
<b>6 days</b>	61	3%	6.00	1.92
<b>7 days</b>	174	10%	7.00	1.35
<b>1 week or less</b>	1191	67%	3.82	1.37
<b>Between 1 and 2 weeks (8-13 days)</b>	259	15%	9.96	2.03
<b>2 weeks</b>	86	5%	14.00	1.56
<b>Between 2 and 3 weeks</b>	95	5%	17.07	2.32
<b>3 weeks or more</b>	141	8%	39.18	2.72

Problems by component

If your Mac had a problem, which components were affected?										
		Circuit board/ memory/ fans	Hard drive	Power supply/ batteries	Monitor/ screen	Keyboard	Mouse/ Trackpad	OS X-related issue	Apple software	Other software
<b>All Macs with problems</b>	1578	42%	39%	18%	16%	5%	4%	11%	5%	6%
<b>Mac Desktops (net)</b>	846	42%	37%	19%	10%	3%	3%	16%	7%	8%
<b>Mac Pro</b>	17	41%	47%	18%	6%	6%	0%	41%	6%	29%
<b>Power Mac</b>	469	38%	44%	16%	7%	3%	3%	19%	9%	9%
<b>iMac</b>	306	48%	29%	27%	11%	3%	3%	10%	4%	5%
<b>eMac</b>	34	29%	18%	9%	44%	3%	3%	12%	6%	6%
<b>Mac mini</b>	20	60%	30%	0%	0%	5%	0%	10%	10%	0%
<b>Mac Portables (net)</b>	732	43%	40%	16%	23%	7%	6%	6%	2%	3%
<b>MacBook</b>	85	54%	22%	13%	13%	14%	8%	8%	1%	1%
<b>MacBook Pro</b>	96	56%	28%	28%	23%	5%	6%	5%	2%	2%
<b>iBook</b>	142	46%	42%	9%	25%	4%	10%	4%	0%	4%
<b>PowerBook</b>	409	36%	46%	17%	25%	7%	4%	6%	4%	3%

Where they went for service

<b>If your Mac had a problem, how was it serviced? (check all that apply)</b>										
	<b>Base (number)</b>	<b>Took it to an Apple Store</b>	<b>Took it to an authorized Apple service provider</b>	<b>Took it to computer department at work</b>	<b>Took or shipped it elsewhere</b>	<b>Shipped it directly to Apple</b>	<b>Shipped it to an authorized Apple service</b>	<b>Called AppleCare</b>	<b>Fixed it myself</b>	<b>Friend or colleague repaired it</b>
<b>Base (all Macs that had problems)</b>	1774	34%	29%	3%	2%	15%	3%	25%	23%	2%
<b>Mac Desktops (net)</b>	914	32%	36%	4%	1%	3%	2%	25%	30%	3%
<b>Mac Pro</b>	23	30%	30%	4%	0%	9%	0%	35%	30%	4%
<b>Power Mac</b>	509	25%	36%	4%	1%	5%	2%	23%	38%	4%
<b>iMac</b>	323	43%	36%	2%	0%	1%	1%	28%	19%	1%
<b>eMac</b>	38	18%	47%	11%	3%	3%	5%	18%	13%	5%
<b>Mac mini</b>	21	52%	33%	0%	0%	0%	0%	29%	19%	0%
<b>Mac Portables (net)</b>	805	38%	22%	3%	4%	28%	5%	26%	14%	2%
<b>MacBook</b>	95	38%	25%	1%	0%	29%	1%	35%	7%	1%
<b>MacBook Pro</b>	112	50%	14%	1%	4%	35%	4%	27%	4%	1%
<b>iBook</b>	153	40%	22%	2%	2%	29%	9%	22%	13%	1%
<b>PowerBook</b>	445	34%	24%	4%	5%	25%	4%	25%	19%	2%

How good was the service?

<b>Satisfaction with Service (4 = "Very satisfied," 1 = "Not satisfied")</b>	<b>Base</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>Mean</b>
<b>Brought the computer to an Apple Store</b>						
Resolution of problem	585	67%	22%	6%	5%	3.52
Promptness	588	48%	33%	12%	7%	3.21
Courteous service	587	77%	17%	4%	2%	3.70
Knowledge of problem/Good advice	582	66%	21%	8%	5%	3.47
<b>Shipped the computer to Apple</b>						
Resolution of problem	253	68%	21%	4%	7%	3.50
Promptness	253	61%	26%	5%	8%	3.38
Courteous service	245	73%	22%	3%	2%	3.66
Knowledge of problem/Good advice	246	57%	28%	7%	8%	3.34
<b>Called AppleCare</b>						
Resolution of problem	432	58%	26%	9%	7%	3.34
Promptness	436	57%	28%	9%	6%	3.36
Courteous service	433	76%	19%	3%	2%	3.69
Knowledge of problem/Good advice	432	51%	30%	11%	8%	3.23
<b>Brought the computer to an Apple Service Provider</b>						
Resolution of problem	499	71%	20%	6%	3%	3.57
Promptness	496	46%	36%	11%	7%	3.20
Courteous service	497	73%	21%	3%	3%	3.63
Knowledge of problem/Good advice	493	61%	27%	7%	5%	3.44
<b>Shipped the computer to an Apple Service Provider</b>						
Resolution of problem	50	72%	16%	2%	10%	3.50
Promptness	49	68%	14%	6%	12%	3.37
Courteous service	46	83%	17%	0%	0%	3.83
Knowledge of problem/Good advice	47	81%	6%	9%	4%	3.64