

PROFILE OF A SELF-IDENTIFIED MAC PERSON VS. PC PERSON

World market share Q4 2010
by operating system
Source: IDC

PC / WINDOWS
89.2%



APPLE / MAC
10.8%

A LITTLE INTRODUCTION

The following is one of 2,000 "Teach Hunch About You" questions that Hunch users can answer at their leisure as they use Hunch.com.

ARE YOU A MAC PERSON OR A PC PERSON?

Among 388,315 Hunch users answering this question, responses are as follows:



DIFFERENCES IN SELF-IDENTIFIED PC & MAC PEOPLE

AMONG HUNCH USERS,

Hunch then crossed those responses with answers from dozens of other questions among its 2,000 strong "Teach Hunch About You" question pool. Findings follow:

PC PEOPLE SKEW THIS WAY...

MAC PEOPLE SKEW THIS WAY...

CORE DEMOGRAPHICS



PC people are 22% more likely than Mac people to be ages 35-49.
36% of PC people are liberal.
PC people are 15% more likely to live in the suburbs and 21% live in a rural area.
54% of PC people have completed a four-year college degree or higher.

22% more likely than PC people to be ages 18-34.
58% of Mac people are liberal.
52% of Mac people live in a city.
The same can be said for 67% of Mac people.

PERSONALITY

PC people are 26% more likely to prefer fitting in with others.
PC people are 23% more likely to say they seldom throw parties.
PC people are 33% more likely than Mac people to say that two random people are more different than alike.
PC people are 38% more likely than Mac people to say they have a stronger aptitude for mathematical concepts.

Mac people are 13% more likely than PC people to say they want to be "perceived as unique and different to make my own mark."
Mac people are 50% more likely than PC people to say they frequently throw parties.
Mac people are 21% more likely than PC people to say that two random people are more alike than different.
Mac people are 12% more likely than PC people to say they have a stronger verbal (vs. math) aptitude.

FASHION, TASTE, & AESTHETICS

PC people are 21% more likely than Mac people to prefer impressionist art.
71% of PC people identify their styles as casual and trending toward jeans.
69% of PC people would rather ride a Harley than a Vespa.

Mac people are 13% more likely than PC people to prefer modern art and are design enthusiasts.
18% and 14% of Mac people describe their style as designer/chic/upscale and unique/retro, respectively.
52% of Mac users would go for the Vespa.

FOOD & DRINK

PC people are 10% more likely than Mac people to snack on something sweet.
PC people most prefer McDonald's fries (34%) followed by steak fries (22%).
Pepsi | Jolt Cola | Orange Crush
Tuna Fish | Hero | Patty Melt
Strawberry Daiquiri | Irish Coffee | Strawberry Orange
California-Style Chardonnay | White Zinfandel | Pinot Grigio

Mac people are 7% more likely than PC people to snack on salty chips and the like.
Mac people are 80% more likely than PC people to be vegetarian.
Mac people most prefer bistro-type fries (40%) followed by McDonald's fries (24%).
San Pellegrino Limonata | Boylan's Root Beer
Hummus | Bánh Mì | Shawarma
Hot Toddy | Gimlet | Moscow Mule
Chianti | Côtes du Rhône | Cabernet Sauvignon

TECHNOLOGY

The majority of Mac people (52%) and PC people (58%) both consider their respective companies most responsible for driving the global growth and adoption of computing.
PC people are 43% more likely to say talking about computers is akin to "struggling with a foreign language."
PC people are 36% more likely than Mac people to be later adopters.

Mac people are 21% more likely than PC people to consider themselves computer-savvy gearheads.
43% of Mac people consider themselves early adopters.

MEDIA

42% of PC people would opt for The New York Times over USA Today.
PC people are split between The Office and South Park.
PC people are 74% more likely than Mac people to prefer Hollywood films.
I Can Star Cheezburger? | Go Fug Yourself | CNN.com
Syfy Channel | History Channel | USA
The Rachel Maddow Show | The Newshour with Jim Lehrer | 20/20
Smallville | The Tonight Show with Jay Leno | Law and Order: SVU
Great Expectations | The Millionaire Next Door | The Lost Symbol
TV Guide | Redbook | US Weekly

69% of Mac people would opt for The Times.
Mac people consider The Office the funniest TV show.
Mac people are 95% more likely to prefer indie films.
Apartment Therapy | Huffington Post | Boing Boing
Bravo | Showtime | HBO
60 Minutes | The Daily Show | The Colbert Report
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Data are based on data from 80 million aggregated & anonymized responses to "Teach Hunch About You" questions received between March 2009 and end 2011 by about 200,000 users of Hunch.com. We emphasize we know that correlation does not imply causation. We're just showing you stuff at hunch.com/info/reports. Tip from your mom: If you haven't tried Hunch yet, go do that now.

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