

## ifoApplestore — Store Survey Comments

**ABQ Uptown** — male / 26-39 years / Proficiency: some

Very positive shopping experience, way better than the store within a store of CompUSA! (2/26/2007)

**Alderwood Mall** — male / 14-17 years / Proficiency: Genius!

It was very cool!

But i wish that that they're were more Apple Stores in Washington. (9/4/2007)

**Alderwood Mall** — male / 14-17 years / Proficiency: Genius!

It is a very nice store, but Apploe needs to expand ther store, or put their computers in more Best Buys. (2/22/2008)

**Alstertal** — male / 14-17 years / Proficiency: lots

it's to far outside of the city. The city centre would be more attractive. (10/28/2010)

**Altamonte Springs** — male / 40-54 years / Proficiency: Genius!

Grand opening day, operation seemed amazingly smooth for a brand new store. (8/19/2008)

**Altamonte Springs** — male / 55+ years / Proficiency: some

Need A Daytona Beach Store. I have visited 8 stores in US and we need one. i will start buying Applce PCs once we have a local genius bar (7/29/2011)

**Annapolis** — male / 18-25 years / Proficiency: lots

Love the store, products, everything. ↯†Just sometimes hard to get assistance since it is so busy. ↯†(I have to flash my credit card while holding a product to draw attention).

↯†WItH what they rake in, the could afford to hire a few more associates and alleviate that. (9/15/2008)

**Annapolis** — male / 18-25 years / Proficiency: none

need a full time job and willing to work hard and sociate with the costomers well (10/28/2010)

**Annapolis** — female / 55+ years / Proficiency: Genius!

I worked with Roger at the genius bar. He was very knowledgeable, charming, and genuinely concerned with my problem. He actually listened to what I told him (always a wonderful thing) and together we solved the problem. I could not have done it without him. (10/10/2011)

**Arden Fair** — male / 18-25 years / Proficiency: some

Got much better service at my local CompUSA in Roseville. The Apple employee had much more knowledge and even the CompUSA sales staff had a GREAT Mac guy. (2/2007)

**Arden Fair** — male / 26-39 years / Proficiency: Genius!

The manager of this store (Spencer) is very friendly and has been extremely helpful every time I've seen him in the store. When the store first opened the employees seemed less than excited about helping customers. The people in the store now seem more upbeat and helpful. The store is regularly crowded (there's usually a line at the cash register) and could use expanding. (2/2007)

**Arden Fair** — / years / Proficiency:

I went to our local Apple Store to purchase a headphone adapter for my new iPhone and noticed that the iMacs at the checkout counter at the back of the store have been turned to face the store for training purposes. All credit card purchases are being handled by employees with the Symbol handheld devices now, with a lone MacBook Pro behind the counter, presumably for cash purchases. The store was crowded and there were literally clumps of customers following the employees around the store trying to make purchases while the employees were trying to explain things to customers who wanted to inquire about purchasing a new computer. This checkout process is really stupid and makes it difficult to make a purchase. I asked the security woman who I should see to check out and she gave me a sympathetic look when she told me I just had to find an available employee. (7/18/2007)

**Arden Fair** — female / 18-25 years / Proficiency: none

This is my third iPod that broke I have to wait a month to get it fixed! (1/21/2008)

## ifoApplestore — Store Survey Comments

**Aspen Grove** — female / 18-25 years / Proficiency: lots

All employees were very helpful in getting information on a new iPod video and in explaining the transfer of previous music files to the new device. Thanks enjoying and looking forward another visit. (8/29/2007)

**Aspen Grove** — male / 18-25 years / Proficiency: lots

Great store! The employees try and help you find the right solution, even if that means if it's a PC! (10/29/2007)

**Aspen Grove** — male / 18-25 years / Proficiency: Genius!

Classic Apple Store, the employee told me it was number 30 and they were awesome. They just got a remodel but deserve the stainless steel, stone treatment. (4/22/2010)

**Aspen Grove** — male / 18-25 years / Proficiency: Genius!

classic apple Store the employee told me it was number 30 and they were awesome. They just got a remodel but deserve the stainless steel & stone treatment. (5/7/2010)

**Aventura** — male / 40-54 years / Proficiency: some

what a wonderul experience! (3/19/2007)

**Aventura** — male / 18-25 years / Proficiency: Genius!

Chris a creative there was really helpful. He had plenty of time to spend with me although I did not have one to one. He answered all my questions and was awesome. I am now interested in one to one and hope to see him in the future. (5/26/2008)

**Aventura** — female / 55+ years / Proficiency: Genius!

Store was a disaster. Not many staff and it was dirty. (8/2/2008)

**Aventura** — male / 18-25 years / Proficiency: Genius!

got an appointment the day i came in, and it's packed! (11/18/2009)

**Aventura** — male / 18-25 years / Proficiency: Genius!

Aventura location is very nice and spacious. Definitely the biggest Apple Store in my area. (7/29/2011)

**Barton Creek** — male / 26-39 years / Proficiency: some

Purchased a computer from a guy named Jermaine, he had no idea what he was talking about in terms of technology. He just kept going and going and I couldn't get a word in. He wouldn't stop until he thought I agreed to buy all this AppleCare, Procure and .mac things. He just kept saying "Trust me you need this" and he made remarks about how I can impress hot chicks or something with the computer and a .mac Web page--I have no idea where he got that from, but it was really strange. Anyway, I ended up just telling the cashier I didn't want any of the extras when Jermaine bolted to the back room. Stay far far away. (2/24/2007)

**Bay Street** — male / 26-39 years / Proficiency: lots

Josh B. helped me out and he was amazing. (4/9/2011)

**Bethesda Row** — female / 26-39 years / Proficiency: some

All the staff cared about making sure everyone was helped. Awesome mangement on staff too. (2/26/2007)

**Bethesda Row** — male / 14-17 years / Proficiency: lots

great store! (10/28/2010)

**Boca Raton** — female / 55+ years / Proficiency: some

Purchased a new MacBook in Nov. 07. Having problems using it and having problem figuring out how to make an appointment online for the genius bar. I liked my old lap top better. Never had any problems using it like this one. I guess I will just have to go to the apple store to make an appointment. (1/21/2008)

**Boca Raton** — male / 26-39 years / Proficiency: lots

The store is somewhat small and usually feels crowded. However, the employees make themselves available when you need them. The Genius Bar is tiny, but the folks are very knowledgeable. (7/8/2008)

## ifoApplestore — Store Survey Comments

**Boise Towne Center** — male / 55+ years / Proficiency: Genius!

The store is disappointingly small, we Mac Fans were hoping for a classroom/demo area. The entire front is open to the mall, no windows or doors. And we uncharitably hoping it spells doom for a local Mac specialist store. (10/28/2010)

**Brea Mall** — male / 26-39 years / Proficiency: some

We went back to buy my g/f's mini the following weekend. Great store. (5/1/2007)

**Bridgeport Village** — male / 14-17 years / Proficiency: Genius!

Would not return defective iPod without restocking fee, manager told me about how other iPods were worse and I was lucky! The employees were also rather rude to my mother and me that we would want to return a defective iPod! I have never had a worse experience buying or returning anything. I only hope other Apple Stores are not as bad. In the future, when I need to buy Apple products, I plan to take my business to the local Mac Store instead. (5/2/2007)

**Bridgeport Village** — male / 40-54 years / Proficiency: lots

Absolutely the best customer service! (11/16/2007)

**Bridgeport Village** — male / 40-54 years / Proficiency: Genius!

MG's were rude and I was more knowledgeable than the staff. (3/11/2008)

**Bridgeport Village** — male / 26-39 years / Proficiency: Genius!

Went to this store to pick up a new MacBook Pro --what was once a good store with great employees is now run more like a high school. The \$2,500 I brought with me remains in my pocket, I couldn't find a single person to help me the entire time I was there --they were far too busy talking amongst themselves. Nice job Apple - the decline begins I guess. This was my 2nd such experience in one day. We only have one more store to go here in Oregon. I'll try that one today and if I still can't get any help, then I guess I'll just keep my money. (10/20/2008)

**Bridgewater** — female / 40-54 years / Proficiency: some

The young man wasn't very helpful. On a separate visit, a young man at the register, who was a Genius (Steven) couldn't fix my iPod. (2/2007)

**Bridgewater** — male / 18-25 years / Proficiency: Genius!

Tiny store, packed full of people! Apple should consider upgrading this mini store with something bigger. (2/2007)

**Bridgewater** — male / 18-25 years / Proficiency: lots

Very small store, but very knowledgeable staff! (7/8/2008)

**Buchanan Street** — male / 18-25 years / Proficiency: lots

Poor Genius Bar support, considering it takes me over 1 hour to 30mins to get there and to pay to park. Other staff more than helpful just poor Genius Bar and when made complaint to Apple, cust-care told me so what, the current times are tough. Not the answer I was looking for!! (3/29/2009)

**Buchanan Street** — female / 26-39 years / Proficiency: some

The employee that helped me was one of the nicest people. He stopped putting out a new pair of headphones to help me choose the right pair. (3/5/2010)

**Buchanan Street** — female / 18-25 years / Proficiency: some

great store, great staff. Best Apple store I have ever visited. (5/7/2010)

**Bullring** — male / 40-54 years / Proficiency: lots

Staff need more training on items being sold (4/23/2007)

**Bullring** — male / 26-39 years / Proficiency: Genius!

Useless Staff. Really really bad. (9/12/2007)

**Bullring** — male / 18-25 years / Proficiency: some

Great thinking! That really breaks the mold! (4/27/2011)

## ifoApplestore — Store Survey Comments

✓ **Bullring** — male / 26-39 years / Proficiency: lots

Store is way too busy they need a bigger store (2/3/2012)

**Burlingame** — male / 40-54 years / Proficiency: Genius!

GREAT STORE I absolutly loved it (10/10/2011)

**Cabot Circus** — male / 40-54 years / Proficiency: lots

This was the worst retail experience I have ever encountered. Not just in apple stores, anywhere. The staffer was rude, didn't know how to use the card facility, and failed to apologise for his rudeness. Having purchased at Apple stores in the UK and in Australia it was shocking to experience this treatment. I've had better service in a convenience store. (3/11/2010)

**Cabot Circus** — male / 40-54 years / Proficiency: lots

This was the worst retail experience I have ever encountered. Not just in apple stores, anywhere. The staffer was rude, didn't know how to use the card facility, and failed to apologise for his rudeness. Having purchased at apple stores in the UK and in Australia it was shocking to experience this treatment. I've had better service in a convenience store. (3/25/2010)

**Cambridgeside** — female / 40-54 years / Proficiency: Genius!

What an awesome store. The Cambridgeside Apple store is the best! (4/10/2008)

**Cambridgeside** — male / 26-39 years / Proficiency: lots

Apple Cambridge made us wait too long just to buy an iPad 2 and to make some general inquiries. (6/13/2011)

**Castle Towers** — male / 55+ years / Proficiency: lots

Overall excellent (5/26/2011)

**Century City** — male / 55+ years / Proficiency: lots

Pasadena (11/27/2010)

**Charlestown** — male / 26-39 years / Proficiency: Genius!

Visited for the Grand Opening :)  
(10/28/2010)

**Charlestown Square** — male / under13 years / Proficiency: lots

<3 apple and their stores (6/13/2011)

**Cherry Creek** — male / 55+ years / Proficiency: lots

When I tried to get customer service I was insulted, belittled and basically blown off. I will never buy another Apple product from the retail side again. Love my iMac will not be talked down to or ignored. (2/24/2007)

**Cherry Hill** — male / 26-39 years / Proficiency: Genius!

Love the experience today, especially the nice staff and this young man, I believe his name was Paul help me with my iPod Movie Downloads, Thanks a lot guys! (4/2/2008)

**Chestnut Hill** — male / 26-39 years / Proficiency: lots

I went to the Apple store in Chestnut Hill to have my iPod left to be repaired under my AppleCare Protection Plan. **Upon arrival i was told in need to make an appointment to have my iPod examined before it can be sent out.** I need to return **again** for this assessment. I was told **I could not leave my** iPod to have it examined and then shipped out. **This will waste 2 hours of my time traveling alone. I will not buy another Apple product !!!!!!!!!!!!!!!** (8/5/2007)

**Chestnut Hill** — Select... / Select... years / Proficiency: Genius!

This was by far the worst Apple store I have actually visited (and I have been to at least one Apple store in every state that has Apple retail outlets). No one was at the entrance to greet me, no one was willing to assist me with the return and worst of all the manager was the worst customer service rep I have ever encountered in the past 15 plus years in the tech industry. (11/18/2009)

## ifoApplestore — Store Survey Comments

**Chinook Center** — male / 18-25 years / Proficiency: some

Staff were amazing and helpful. WAAAAYYYYYYYYY better than market mall. (5/26/2011)

**Christiana Mall** — male / 26-39 years / Proficiency: Genius!

Have had MagSafe adapter just over one month and they tell me corrosion is the issue and they don't cover it - and that this is somehow my fault (!?!?) I don't know how corrosion hits in a month, and corrosion itself doesn't cause a shorted power supply - not to mention that this thing sat in a box in a store longer than I had it so whose fault is it? I didn't get to unbox and review the product before I bought it. Reviews on the adapter are abysmal and my feeling is that I got the Used Car Salesman treatment just because they thought they could sell me something else. Adapter sucks, AppleCare sucks, Apple Store sucks. If I wasn't already in so deep for the software I would punt back to 100% Microsoft because of this. (1/4/2008)

**Christiana Mall** — female / 26-39 years / Proficiency: lots

I love this store because the managers work with me to come to a solution that fit us both. I also love that this store is TAX FREE. I saved so much money just by driving to DE to purchase my computer. I would recommend anyone to travel to this store. (3/11/2008)

✓ **Christiana Mall** — male / 18-25 years / Proficiency: some

Great store, great people (2/3/2012)

**Clarendon** — male / 40-54 years / Proficiency: lots

poor genius bar (2/26/2007)

**Columbia** — male / 18-25 years / Proficiency: lots

GREAT STORE! (2/2007)

**Country Club Plaza** — male / 26-39 years / Proficiency: Genius!

Although small, the Apple Store in Kansas City has always provided an excellent experience. (2/2007)

**Covent Garden** — male / 26-39 years / Proficiency: some

Amazing store and experience ¬†:=) (4/21/2011)

**Crabtree Valley Mall** — male / 26-39 years / Proficiency: lots

Could not believe how rude employees were. (7/19/2009)

**Cribbs Causeway** — male / 26-39 years / Proficiency: lots

I think that the Apple Store in Cribbs Causeway doesn't have the 'buzz' of usual Apple Stores. I've seen many different stores and I don't feel that this particular team understand what they are actually doing there. I can't say that for all of the staff as some were engaging but there was a bunch of male employees just stood at the back of the store, one of which was a manager. The tables were messy and iPads were not cleaned. The cables are just hanging around under the tables and not organised on the table tops. I feel slightly let down. (9/15/2010)

✓ **Crossgates** — male / 14-17 years / Proficiency: Genius!

Apple is always great. The employee's are nice, helpful and friendly and my problems are always fixed and my questions are always correctly answered. They are the best retail store I have ever seen. Keep up the great work! (2/3/2012)

**Danbury Fair Mall** — male / 14-17 years / Proficiency: Genius!

I love Apple. (7/26/2007)

**Danbury Fair Mall** — female / 40-54 years / Proficiency: lots

The Business consultant there is very nice to work with. Knowledgeable and friendly. (3/28/2008)

**Danbury Fair Mall** — male / 40-54 years / Proficiency: some

Great vibe, great, knowledgeable staff. (5/25/2009)

## ifoApplestore — Store Survey Comments

**Derby Street** — male / 55+ years / Proficiency: lots

Nice store, not over crowded like south Shore (closer to me) so go there for apple car /and Genuis Bar. (2/2007)

**Derby Street** — male / 40-54 years / Proficiency: some

best retail experience around. Great staff, you can always get great service and technical advice and training. (2/2007)

**Easton Town Center** — male / 18-25 years / Proficiency: lots

Very good experience overall. Clean stores, and polite employees. (3/4/2008)

**Easton Town Center** — male / 18-25 years / Proficiency: lots

it was a very good expirience overall, good employees, very polite (3/4/2008)

**Easton Town Center** — male / 14-17 years / Proficiency: lots

I'm so lucky to have an Apple Store in my city, and I will take full advantage of it! Thank you Apple! (10/20/2008)

**Easton Town Center** — male / 40-54 years / Proficiency: lots

Easton is really nice and upscale, but they bought up cheap land in a bad part of town to build it, so I don't feel too safe carrying a big Apple box through the parking lot to my car. I really only go to Easton because it's where I need to go to get to an Apple store, but I'm not sure I will continue to use this store once the 2nd store opening in Columbus. (7/28/2010)

**Easton Town Center** — male / 40-54 years / Proficiency: lots

Easton is really nice and upscale, but they bought up cheap land in a bad part of town to build it, so I don't feel too safe carrying a big Apple box through the parking lot to my car. I really only go to Easton because it's where I need to go to get to an Apple store, but I'm not sure I will continue to use this store once the 2nd store opening in Columbus. (8/18/2010)

**Eastview** — male / 18-25 years / Proficiency: Genius!

Great set up, cold and arrogant employees (5/26/2011)

**Eaton Centre** — male / 26-39 years / Proficiency: Genius!

Visited the store on a trip from Vancouver. Apple, if you are listening, please announce/open a store in Vancouver asap! Please! (2/2007)

**Eaton Centre** — male / 26-39 years / Proficiency: lots

Decent store (2/21/2007)

**Eaton Centre** — male / 18-25 years / Proficiency: Genius!

Market Mall (7/28/2010)

**Eaton Centre** — male / 18-25 years / Proficiency: Genius!

Market Mall (8/18/2010)

✓ **Fairoaks** — female / 18-25 years / Proficiency: Genius!

<3! (2/3/2012)

**Fashion Fair** — male / 40-54 years / Proficiency: none

Store manager incredibly rude. She spoke to me as if I were a disruptive child. The previous week I bought a Macbook with, one to one, etc 2k+. I was in complete shock at her lack of customer service. (9/12/2007)

**Fashion Island** — male / 40-54 years / Proficiency: lots

Not enough Genius staff. The kid at the bar was alone during his lunch. This put everyone behind. When the other young man came back they caught up, but on would think apple could afford to pay for three genius staff at the bar. (2/2007)

## ifoApplestore — Store Survey Comments

**Fashion Island** — male / 40-54 years / Proficiency: lots

I am not normally in this area but had the chance to pop in. Nice store and people with a great location (8/16/2007)

**Fashion Show** — female / 55+ years / Proficiency: lots

very friendly experience as usual with apple (6/13/2011)

**Fashion Valley** — male / 26-39 years / Proficiency: Genius!

THESE GUYS ROCK (9/26/2007)

**Fashion Valley** — male / 18-25 years / Proficiency: lots

I love Apple (5/25/2009)

**Fifth Avenue** — female / 55+ years / Proficiency: none

The bathrooms were closed for the week for renovations and repairs...the floor was dirty, the line was hours, they ran out of everything(ipods and macs etc) and there was a leak in the ceiling dripping watter right onto a macbook pro! (2/2007)

**Fifth Avenue** — female / 40-54 years / Proficiency: lots

The Apple Fifth Avenue store is a pleasure! It is beautifully maintained, with plenty of cheerful staff to help you, and lots of room to view and operate the products. It is a stimulating place attracting people from all walks of life and all ages. It is hard to walk out of. (2/2007)

**Fifth Avenue** — male / 14-17 years / Proficiency: lots

I went around 8:00 on Christmas Day, so it was rather crowded. (12/27/2007)

**Fifth Avenue** — female / 18-25 years / Proficiency: Genius!

Team at Fifth Avenue is consistently the best in NYC, keep it up! (5/7/2010)

**Fifth Avenue** — male / 26-39 years / Proficiency: lots

I went to the Apple Store on fifth Avenue with my sister at 3 a.m., because I wanted to find out more info., about an iWork product I purchased. When going to the store, I felt that the service was amazing, and people are really there to help you, and out of many corporate stores I have visited other then Apple, I think your corporation is the best in many ways. (12/29/2011)

**Flatiron Crossing** — male / 18-25 years / Proficiency: lots

I would go to this store before any others in the area, the service is wonderful. (2/2007)

**Flatiron Crossing** — male / 26-39 years / Proficiency: Genius!

Unfortunately the quality of service in Apple Stores has taken a deep downturn in Colorado. When Cherry Creek opened it was like the whole store was a Genius Bar. Now with the massive turnover I have witnessed over the last couple of years you will be lucky to get anyone who knows anything at an Apple store in the Denver area. Poor management and even poorer treatment of employee's have contributed to this. (2/2007)

**Flatiron Crossing** — male / 26-39 years / Proficiency: Genius!

Went to the Genius Bar in at 29th St. Mall in Boulder and didn't get the same vibe and help I was used to at Flatirons so I usually go back there. They seem more interested in helping me when I have a problem. Both stores are great though. (2/20/2007)

**Flatiron Crossing** — female / 26-39 years / Proficiency: lots

I am suprised reading other reviews on Flatiron Crossing on this website. My experience has always been wonderful. They have some of the top managment in the area, which is why I drive the long distance for this store. (I am closer to another Apple store, but come to FC specifically for the service). When I was there recently to buy my new mac, they were having some problems with their wireless network, and the internet was very slow, but the sales staff was very helpful while we were waiting for the internet to load. (2/26/2007)

**Florida Mall** — male / 26-39 years / Proficiency: lots

Great store can't wait to see the Apple TV..... (3/19/2007)

## ifoApplestore — Store Survey Comments

**Florida Mall** — male / 40-54 years / Proficiency: lots

Great staff, always friendly and very helpful enjoyed to bright open clean store... And the smiling faces make it a great place to shop.... Thanks Apple.... (3/25/2007)

**Florida Mall** — male / 55+ years / Proficiency: lots

Yes, bad sales reps...horrible service, gross bathrooms, store was half closed..don't ever go (4/23/2007)

**Florida Mall** — male / 18-25 years / Proficiency: lots

wow great store.... (5/10/2007)

**Florida Mall** — male / 40-54 years / Proficiency: lots

I was on holiday and dragged the wife & kids to the store so that I could get the new iLife & iWork software on the day it was released. The new Gallery feature was great for letting the folks back home see pictures of the kids at Disney. Also picked up the new Airport Extream with 1gig ethernet ports. I hope when the new Brighton store opens in the UK that it's as good. (8/29/2007)

**Florida Mall** — male / 26-39 years / Proficiency: lots

Excellent (10/13/2007)

**Florida Mall** — male / 26-39 years / Proficiency: lots

Great staff, friendly they helped me with all my questions (10/13/2007)

**Florida Mall** — male / 40-54 years / Proficiency: some

Great staff people there very friendly.... (3/17/2008)

**Freehold Raceway Mall** — male / 26-39 years / Proficiency: some

Awesome Store! AWESOME STAFF! (2/18/2007)

**Freehold Raceway Mall** — / years / Proficiency: lots

I have visited stores in CA & NV & NYC. This store is in a mall. This may be the model store for all others, very helpful and knowledgeable people. They hosted a visit by my MacWaves user group showing they know who the real Mac people are. (2/24/2007)

**Freehold Raceway Mall** — male / 14-17 years / Proficiency: lots

Very good store. Just wish we had a flagship out here. Defiantly worth the drive. (9/2/2008)

**George Street** — male / 26-39 years / Proficiency: Genius!

Went to purchase a MacBook Air 13. Discovered it no longer has a backlit keyboard. Didn't buy. Will wait for REV and see if that feature is restored. I have a 2009 MBP 15 but too heavy to carry about all day hence wanting a MBA. I do a lot of work in dim cafes and hotel rooms so backlighting of the keyboard is a really important feature I appreciate. Thank you. David -pharmacist@aapt.net.au (4/9/2011)

**George Street** — male / 26-39 years / Proficiency: Genius!

One of the largest stores around (6/13/2011)

**Ginza** — male / 40-54 years / Proficiency: lots

Ginza is a global flagship and is run almost to perfection. They just need to add debit service to their POS so I don't have to use cash or credit. (9/12/2007)

**Ginza** — male / 26-39 years / Proficiency: Genius!

Much smaller than expected (6/13/2011)

**Glendale** — female / 40-54 years / Proficiency: none

The manager even came over and met me and seemed excited for my first mac. (2/24/2011)

## ifoApplestore — Store Survey Comments

### **Grand Arcade** — male / 40-54 years / Proficiency: lots

Went on the first day and although crowded it was a pleasure to shop, also had to take a macbook in for repair and the service was excellent was told seven day turn around, but they found an extra fault with the video card. This meant it took six days, but the store kept us fully informed.

Went back a week later still excellent service. The only down side is the store is rather narrow and long, can be slightly claustrophobic. (5/10/2008)

### **Grand Central** — male / 26-39 years / Proficiency: Genius!

To be quite honest, I went to the Grand Opening of an Apple Store in Grand Central Station Terminal in New York City, and I loved every minute of being there. The employees were warm loving, and the people were friendly. (12/29/2011)

### **Greenwich Avenue** — female / 18-25 years / Proficiency: lots

Best store in Connecticut. If you are tired of NYC flagship stores then go here. Not as busy. (9/30/2010)

### **Greenwich Avenue** — female / 18-25 years / Proficiency: lots

Best store in Connecticut. If you are tired of NYC flagship stores then go here. Not as busy. (10/28/2010)

### **Highcross** — male / 26-39 years / Proficiency: lots

I went in on launch day of the iPhone 3GS so the store was VERY busy. There were plenty of staff but they were over-worked. I had a complicated query and had to be passed about a bit so that's why I rated Overall service at 3. I honestly think they were doing their best so I may be a little harsh. (11/18/2009)

### **Higuera Street** — male / 55+ years / Proficiency: some

After using DOS and Windows PCs since 1980 I have finally made the switch to Leopard and the Mac. I bought my wife a MacBook Pro after a horrible experience with 2 new Dell Inspiron notebooks earlier in the year. I recently purchased an iMac for myself. We have been to the Apple Store on Higuera St. in SLO (San Luis Obispo, CA) at least 6 times now. My wife has gone for One2One sessions and I have been to the Genius Bar. We did several workshops together as well. The experience has always been absolutely fantastic. The personnel are friendly, enthusiastic, knowledgeable and extremely helpful. We went to the store in Thousand Oaks but like the SLO store better because of its physical appearance. The store in Thousand Oaks is located in a mall which is being renovated. ↯ We are an hour from SLO and 80-90 mins from Thousand Oaks. Can't wait for the Apple Store in Santa Barbara to open because it will only be 30 mins away. (4/29/2008)

### **Hillsdale** — male / 40-54 years / Proficiency: lots

I love the Apple Stores. I own several Apple products - computers, ipods, etc. I recently walked into the Apple store in San Mateo & noticed they replaced all of the small signs that show the product descriptions, info & prices w/ ipads. I found it quite distracting to have to interact w/ an ipad - touch & scroll to find info about products that I could previously walk by & find out in seconds. It was also nice to see info & prices of products I wasn't necessarily interested in, but sometimes the sign would catch my eye & was much more inviting to browse. It's confusing to see a table of ipads & itouches - the ipads appear to take top-billing over all of the smaller Apple products now. I HATE the new ipad signs! (7/29/2011)

### **Hong Kong Plaza** — male / 14-17 years / Proficiency: some

Unbelievable. (6/13/2011)

### **IFC** — male / 26-39 years / Proficiency: lots

The local staff was not very Knowledgeable in their company products. Well, is the 1st kind of store in Hong Kong. Thank you for creating this IFOSStore.com. I had find lots of information for the overnighiter camping at the Apple Store. (10/10/2011)

### **International Plaza** — male / 40-54 years / Proficiency: lots

Very, very busy store especially on weekends. Knowledgeable staff and eager to help. One of the first stores to open and the design is showing it's age, as is the wear and tear from the heavy traffic. Badly in need of a modernization. Make a reservation for the Genius Bar and avoid the long waits and lines. This store serves a huge market (6 counties) and is the largest market in the US with only one store. The staff shows the strain of serving such a large market. (2/2007)

### **International Plaza** — male / 40-54 years / Proficiency: lots

This store currently has a theatre at the back and I enjoy the staff presentations very much. I heard from the staff that it may be eliminated in a future remodeling. I think this is a mistake. (2/2007)

## ifoApplestore — Store Survey Comments

**International Plaza** — male / 40-54 years / Proficiency: lots

This is an excellent store ... great location, great employees who have been there for years, very clean and a good place to hang out. It concerns me that the theater is going away. I loved that aspect even though I didn't take advantage of it like I should have. I hope the push towards the creatives is a good one. (2/26/2007)

**International Plaza** — male / 55+ years / Proficiency: some

Have shopped at this store for more than a year. Recently, I noticed that I had to actually stop a clerk for help, even though some were available (standing around). I wrote this off to my being a familiar face, but noticed that other customers seemed to be in the same boat. Overall, the attitude of the staff is either very hard-sell, or indifferent; there's not a whole lot of in-between.

Side-note: I detected a certain monitoring of store staff by management, as if the clerks were being timed on how long they spent with a customer without a sale, and were then called away when it appeared the customer wasn't buying that day. In the past, clerks couldn't answer enough questions or devote enough time to each customer's needs, so anxious were they to welcome people to the Apple experience. Rise of The Bean Counters, I imagine, but something I don't particularly like. (10/19/2007)

**International Plaza** — male / 40-54 years / Proficiency: lots

I heard this store is getting a new manager. This change is long overdue. Hopefully the attitude of the employees will change when a new manager gets put in place. (9/24/2008)

**International Plaza** — female / 40-54 years / Proficiency: some

The experience was terrible. Employees were all clumped in groups and talking amongst themselves. They couldn't be bothered to see if I needed help. I had to practically beg to be helped. The store looked and felt dirty. The wood floor and counters had stains. Next time I'll drive the extra 30 minutes and visit the Brandon Store. Apple, why can't this store be fixed? (10/7/2008)

**International Plaza** — female / 26-39 years / Proficiency: some

I travel frequently and visit this store at least once a month because it's next to the airport. This store has been going downhill for the last year or so and hopefully has hit rock bottom. Apple really needs to step in and change the management of this store. The employees just don't get what Apple stores are supposed to be like. The difference between this store and the Brandon store (30 minutes away) are night and day. I will probably never go back to this store. (10/20/2008)

**Jordan Creek** — male / 26-39 years / Proficiency: Genius!

Very very busy during the holiday season ... need to add another store in the Iowa City area near the University of Iowa! (2/21/2007)

**Kahala Mall** — male / 14-17 years / Proficiency: none

Geniuses at the bar didn't help me, or send me the survey for the review of their work (2/2/2008)

**Kenwood** — male / 26-39 years / Proficiency: Genius!

This last visit was the first time that one of the Apple employees (salespersons) tried to push me and my friend (a soon to be first time Mac user) into buying an iMac. Even though we were interested in the Mac mini and MacBook Pros because of convenience of portability (Macbook Pro) and the small form factor and not being tied to a monitor (Mac mini) were requirements for both of us. She wouldn't let it go and when asked about specs differences between the boxes, she only knew that the Hard Drive in the iMac was bigger and kept talking gigabytes. I have had great experiences at the store and certainly will go back...but I will avoid that sales person at all costs. (12/17/2007)

**Kenwood** — male / 18-25 years / Proficiency: some

It was too crowded. They need to expand or get more staff because I waited in the corner until someone came over to me so I can buy my Macbook Pro. (9/30/2010)

**Kenwood** — male / 18-25 years / Proficiency: some

it was too crowded. they need to expand or get more staff because i waited in the corner until someone came over to me so i can buy my macbook pro (10/28/2010)

**Kenwood** — male / 18-25 years / Proficiency: Genius!

Great customer service! (4/27/2011)

**Keystone** — male / 55+ years / Proficiency: Genius!

Store getting too crowded, too busy (11/18/2009)

## ifoApplestore — Store Survey Comments

**Keystone** — female / 40-54 years / Proficiency: lots

I want to thank all of the employees at Keystone. A very nice girl helped with my purchase. She was so professional and fun to talk to. She has blonde/brown hair If I recall her name is Heidi. Thank her for me. I love my Ipad and all Apple products. (4/22/2010)

**Keystone** — female / 40-54 years / Proficiency: lots

I want to thank all of the employees at Keystone. A very nice girl helped with my purchase. She was so professional and fun to talk to. She has blonde/brown hair If I recall her name is Heidi. Thank her for me. I love my Ipad and all Apple products. (5/7/2010)

**Keystone** — male / 18-25 years / Proficiency: Genius!

The store needs to be bigger!!! (11/27/2010)

**Keystone** — male / 18-25 years / Proficiency: Genius!

Loved it. Great service even though you are incredibly busy (1/18/2011)

**Keystone** — male / 26-39 years / Proficiency: Genius!

Apple needs to open more stores in Indiana. The Circle Centre Mall and Broadripple would be good. The Lafayette and Bloomington would also help. After South Bend got a store, Apple needs to open a second store in Indy and a store in each of these college towns with huge student populations to ease some of the burden on the Keystone location and expand their market. (1/18/2011)

**King of Prussia** — female / 26-39 years / Proficiency: some

Loved the Store! The Genius Bar has the best staff!!! (2/2007)

**King of Prussia** — male / 18-25 years / Proficiency: lots

This store is a standard format store but on the smallish side, I've stopped in maybe a dozen times over the last 2 years, for various reasons ranging from a failed mainboard on an old titanium powerbook, to checking out the new iPod nano, to buying an Airport card. every time no matter the season or time of day, the store has been packed, during Christmas, I stopped in to pick up a shuffle as a present, and the checkout line extended literally to the front of the store (this was before the mobile POS devices started being used) the staff is very knowledgeable and patient despite the non stop asinine questions from Windows iPod users. (2/24/2007)

**King of Prussia** — female / 18-25 years / Proficiency: some

Alarm kept going off for no reason. Several store employees could not figure out what was setting it off. Seemed more interested in who set up the display and not in shutting off the noise. (11/19/2008)

**Kings Street** — male / 18-25 years / Proficiency: Genius!

I go to this store quite often and it's quite a nice store especially in the historic part of Charleston. (4/8/2010)

**Kings Street** — female / under13 years / Proficiency: some

i like my ipod touch.! (12/29/2011)

**Lakeside Shopping Centre** — male / 26-39 years / Proficiency: lots

My iMac's hard drive had failed so I took it in to the Genius bar to hopefully restore it back to working order, or replaced. The Genius assigned to my job did not know some basic Mac functions (I told them about Safe Boot and Hardware Testing) and so I was not confident that they would be suitable to carry out any repair work. I eventually insisted that another member of staff help me but they did little more than follow steps from the support section of the apple website, which I had already done and the reason I was seeking 'expert' help. Lastly, the eventual replacement hard drive that I needed was expensive and it too failed within 3 weeks of my machine being returned to me. I took the machine to the Regent Street store in London where a Genius who knew what they were doing managed to diagnose and fix the problem within 30 mins. I would not recommend the Lakeside store to anyone hoping to make an expensive purchase or requiring repair as the staff simply are not trained properly. (2/24/2011)

**Leawood** — male / 18-25 years / Proficiency: some

I don't know why so many people are hard on Apple Leawood. My experience with this store was nothing short of marvelous. The Genius that helped me solved my problem within 15 minutes and didn't even charge me for his time! I was afraid that I had lost all of the material on my hard drive, but he got it all back for me without even taking my computer apart. I couldn't be happier! (11/27/2010)

## ifoApplestore — Store Survey Comments

**Legacy Village** — male / 26-39 years / Proficiency: lots

Good store but not centrally located for the west and south sides of Cleveland. Apple needs another Apple Store in Cleveland preferably on the westside. This store is probably losing a lot of business from customers not wanting to travel across town. (2/2007)

**Legacy Village** — male / 40-54 years / Proficiency: Genius!

Store was very crowded. More space was needed. (7/19/2010)

**Legacy Village** — male / 40-54 years / Proficiency: Genius!

Store was very crowded. More space was needed. (7/28/2010)

**Legacy Village** — male / 40-54 years / Proficiency: Genius!

Store was very crowded. More space was needed. (8/18/2010)

**Lehigh Valley** — male / 14-17 years / Proficiency: lots

I was at the store 1 week after opening, and everything seemed orderly. I bought iWork 08 for myself and an iPod nano for my mother. The staff was helpful, but for a Saturday it seemed like there could have been more staff on hand. (12/17/2007)

**Lehigh Valley** — male / 14-17 years / Proficiency: lots

The store opens at 10am; I got there at 10:30 and the Genius bar was booked for the day. I didn't make an appointment, but there was a slight opening and they were able to get me in and out in about 5 minutes. I was going to purchase Final Cut Express 4, however they only had 4 copies of the upgrade- no full versions. The store was busy compared to the last time I visited it in Mid October. This time there was a small kid section. There was also a roped-off area with 3 cases of iPhones with about 30 in each- same thing with iPods. I was in the store for an hour, and noticed at least 2 iMacs were sold, one with an HP printer which an employee got from the back or side wall of the store...(there was a door in the back but looked like it led up to the front behind a wall). I noticed at least 2 iPhones sold as well. Employees: There were a lot of employees around-about 20 or so, which considering the size of the store and the people in the store was quite sufficient. However, there was only about 1 employee open at a time. They were busy (Dec. 29 Sat.). About 6 people were learning about the Mac platform from a Genius, 4 of them were older couples, 1 or 2 were newbies switching from The Dark Side. Overall: Overall the store had a lot in stock, but they were already booked for the day 1/2 hour after they opened. I know you like details, so this is all I collected from the Whitehall / Lehigh Valley Store. (1/3/2008)

**Lehigh Valley** — male / 40-54 years / Proficiency: lots

Total turn off. What a waste of a trip. Luckily there are other outlets for Apple products that know what they're doing. (2/2/2008)

**Lehigh Valley** — male / 26-39 years / Proficiency: lots

The only thing that I found to be a little foul was over hearing two Lehigh Valley Apple store employees making fun of customers as they walked into the store. NOT COOL APPLE! (3/29/2009)

**Lenox Square** — male / 55+ years / Proficiency: lots

Overall a great experience. some of the help is superb, some are the opposite, thus inconsistent service. (2/2007)

**Lenox Square** — male / 55+ years / Proficiency: some

Super-friendly and accommodating. Exchanged a recently purchased iMac for a MBP with no problems whatsoever. In and out in less than 20 minutes. The clerk even wheeled my iMac in from the car. While we waited for the paperwork to be completed, a tech-type gave me some pointers on the MBP. In the year-plus since, I've been to two other Apple stores (Union Square, International Plaza), but neither topped the service and vibe of the Lennox Square experience. (10/19/2007)

**Lenox Square** — male / 40-54 years / Proficiency: some

iPad 2 launch was very poorly implemented. Store employees and management often gave contradictory information-- even deceitfully dishonest on occasion. (5/26/2011)

**Lincoln Park** — male / 26-39 years / Proficiency: Genius!

love the daylight in the store. (2/24/2011)

**Louvre** — male / 18-25 years / Proficiency: some

very nice store and very helpful staff (5/7/2010)

## ifoApplestore — Store Survey Comments

**Louvre** — male / 14-17 years / Proficiency: none

Paris trip. Nice store, first in Europe, but no one was interested in customers and really few of them spoke English. and small crowd in store. (2/7/2011)

**Louvre** — male / 14-17 years / Proficiency: none

Paris trip. Nice store, first in Europe, but no one was interested in customers and really few of them spoke English. and small crowd in store. (2/24/2011)

**MacArthur Center** — female / 26-39 years / Proficiency: some

My brother and I, both, own the Apple 60 GB iPod Classic (Black). However, my brother has been having problems with his iPod. So, we go to the Apple store, MacArthur Ctr. to try & get the problems resolved. The associate who helped (not really) was EXTREMELY rude. And, was EXTREMELY unhelpful. But, he was all too eager to dismiss us. I won't EVER purchase ANYTHING from that MacArthur Ctr. Apple store. But, hopefully, my brother will get his iPod fixed soon. (2/2/2008)

✓ **Maine Mall** — female / under13 years / Proficiency: Genius!

EXCELENT((: (2/3/2012)

**Mall of Georgia** — male / 14-17 years / Proficiency: lots

One of the bluetooth wireless keyboards were not working. iPads have dirty finger prints, including iPod Touches, and iPhones. Disappointed in the iPods, iPhone, iPads' presentation. However, the Macintosh computers were clean, somewhat working, and well organized. Headphones, Earphones were not working properly, some of them were not plugged in. This is by far the worst Apple store in the state of Georgia, however its visitable and I would go there again since its close. (1/18/2011)

**Manchester Arndale** — male / 40-54 years / Proficiency: Genius!

The service in this store on the last 2 occasions I used it was very poor. With no queue at the check-out I still have to wait 10 minutes before I was served, it seems all the staff were busy trying to sell computer to people. Surely there should always be someone at the check-out? On the second visit there was a line of 7 people before they bothered to go and get someone out of the back to serve us. I was getting to the point of walking out. (9/17/2007)

**Manchester Arndale** — male / 40-54 years / Proficiency: Genius!

As usual in the store it was very difficult to find an employee to make a purchase. There is never anyone at the checkout desk and trying to find a person with a hand held device who was not busy spending ages with another customer was difficult. They should ALWAYS have a check out operating so that you can at least join a queue and know that you will get served eventually instead of continually having to circle the store looking for a free sales person. (8/25/2008)

**Manchester Arndale** — male / 40-54 years / Proficiency: lots

Great staff - fantastic One to One training experience (11/18/2009)

**Manhasset** — male / 40-54 years / Proficiency: lots

I have been a Mac user for over 15 years and love the product. I was having a weird software issue with my mac and I was getting weird errors with many of my programs (they weren't loading). I went to the store, worked with one of the Geniuses there. He spent about 30 minutes with me, said it was fixed. I went home and it still didn't work right. I went back a few days later, worked with another guy, he couldn't figure it out. Finally they called someone else. I assume she was their head tech, because she figured it out in about 5 minutes. It was nice to see a woman be smarted then all the men! I would definitely go back to her. (7/13/2010)

**Manhasset** — male / 40-54 years / Proficiency: lots

This is an awesome store. Gets crowded on Sundays. Only thing I would say, is needs more workers. (8/18/2010)

**Manhattan Village** — male / 18-25 years / Proficiency: lots

This is a gem of all the Apple stores!! (12/13/2007)

**Manhattan Village** — male / 26-39 years / Proficiency: Genius!

Personal are rude and appear to be prejudice. I have been to your Glendale store, Pasadena store and Cerritos, They are much friendlier there. I would not go back to your Manhattan store. I have gone several times since it is much closer to give them a few tries but never again. (4/9/2011)

**Mayfair** — male / 40-54 years / Proficiency: lots

It takes WAY TOO LONG to check out of the store. 1 or 2 reps to check out with is too few and the lines are long. (5/10/2007)

## ifoApplestore — Store Survey Comments

**Meadowhall** — male / 55+ years / Proficiency: Genius!

Store employees have lack of experience how to communicate with deaf people, still problem with communication. It would be better to have deaf employee in Apple Store would be easier communicate deaf to deaf it would be good for Apple's reputation. I know some friend in America, 2 or 3 Apple stores does have deaf employees. Why not in UK? (12/27/2007)

**Meadowhall** — male / 18-25 years / Proficiency: some

Love Apple, Hate this Store. Too small, rude staff that seem to have no idea about Mac's... :( (2/25/2010)

**MetroCentre** — male / 14-17 years / Proficiency: Genius!

brilliant store (7/29/2011)

**Millenia** — male / 26-39 years / Proficiency: lots

I just left the Millenia Apple Store and considering that they shrunk down to a mini store while they are remodeling, I must say my experience there was great. I was there to see a Mac Genius, was seen early and wound up getting a new MacBook for the wife while there. I cannot wait to see the new store as it can only get better!!! Great job. (2/2007)

**Millenia** — female / 26-39 years / Proficiency: some

Staff was amazingly helpful. They went above and beyond to help find a way to help me with my issue. While I never made it to the Genius Bar for my appointment, it was because another member of the staff was kind enough to ask me if he could help me and wound up finding a solution that did not require me to wait until my appointment time. Props to Scott and KP, plus all the other amazing people that work at this store. (2/26/2007)

**Millenia** — male / 18-25 years / Proficiency: lots

Horrible (3/4/2007)

**Millenia** — male / 26-39 years / Proficiency: lots

bad (3/11/2007)

**Millenia** — male / 26-39 years / Proficiency: lots

This store just underwent a huge remodel and looks amazing now. A lot more room, just absolutely amazing customer service! (4/27/2007)

**Millenia** — female / 26-39 years / Proficiency: lots

No respect (11/16/2007)

**Millenia** — male / 26-39 years / Proficiency: Genius!

Apple needs to open a store in the Melbourne Florida area. Heck Orlando and Tampa now each have 2 stores and our CompUSA closed, and Best Buy does not carry Apple. There are a few resellers, but their stores are pretty bad. (12/13/2007)

**Millenia** — male / 14-17 years / Proficiency: Genius!

Normally go to Altamonte store, but this one had the one I wanted in stock (8/19/2009)

**Millenia** — male / 18-25 years / Proficiency: some

apple needs to get thier own cable company and they need have 3 usb ports on the 15inch macbook pro and a 500 gig harddrive (9/30/2010)

**Millenia** — male / 18-25 years / Proficiency: some

apple needs to get thier own cable company and they need have 3 usb ports on the 15inch macbook pro and a 500 gig harddrive (10/28/2010)

**Millenia** — female / 26-39 years / Proficiency: some

very very small store, and it is so busy all the time, is Apple going to build a bigger store soon? (6/13/2011)

**Milton Keynes** — male / 40-54 years / Proficiency: Genius!

This store was full of vibrant happy staff who give extra service that Apple should be proud of. (3/11/2008)

## ifoApplestore — Store Survey Comments

**Milton Keynes** — male / 18-25 years / Proficiency: lots

A great store with brilliant staff! (6/13/2011)

**Mission Viejo** — male / 26-39 years / Proficiency: lots

Great store. The store seems more personal than the other store in Orange County. Staff is friendly but not pushy or trying to sell me things I don't need. (2/2007)

**Montgomery Mall** — male / 40-54 years / Proficiency: lots

Stopped by this store to introduce a visiting family member to the apple retail experience and review available products - - he's thinking of switching. (2/27/2008)

**Natick Collection** — female / 55+ years / Proficiency: lots

nice people (2/22/2008)

**Natick Collection** — female / 40-54 years / Proficiency: lots

My husband purchased an 8GB iPhone and three days later realized he needed the 16Gb. By then, every store in our area was out of phones. Meanwhile our 14 day window for upgrade was closing. It was not our fault that the supply chain wasn't working yet no one at corporate or in the stores could/would help. They suggested calling everyday and warned that they could not hold a phone for us. Finally, with two days left, the Natick store said they had the 16 Gb phone. I jumped in the car and arrived within 30 minutes. The sales person asked if the phone was on hold. When I told him I had been repeatedly told that wasn't possible he blushed bright red and mumbled some incoherent lie. He checked in back and came out to tell me all the phones were gone. I was the ONLY customer in the store. When I pressed him about how that was possible he made a raft of ridiculous excuses. It was clear that the sales staff was holding them for friends or other people. We have literally spent thousands of dollars on Apple products in the past few months. Apple seriously needs to upgrade the training of their sales staff and work on turning their stores into places of business and not just a cool place for their employees to hang out. (4/10/2008)

**Natick Collection** — male / 18-25 years / Proficiency: Genius!

The staff there are under-informed, and the store lacks enthusiasm for the Apple product. There seems to be top-down management issues based on what I have observed the times that I have been there. (10/7/2009)

**North County** — male / 26-39 years / Proficiency:

Retrain that entire store!!!!!!!!!! (12/29/2011)

**North Michigan Avenue** — male / 40-54 years / Proficiency: Genius!

Crowded. (2/2007)

**North Michigan Avenue** — male / 18-25 years / Proficiency: lots

I went the day after Oprah and Bono were there and even tho it was CRAZY they were still great. Staff was flustered as was most of the (red) stores on the mag mile that day. (2/21/2007)

**North Michigan Avenue** — male / 55+ years / Proficiency: Genius!

I hate the staircase. For an older person, it is intimidating and the elevator is out of the way. (10/13/2007)

**North Michigan Avenue** — male / 55+ years / Proficiency: Genius!

The store is too small. It is always crowded. The elevator is in the back of the store and is a pain to use. I like the way you can purchase an item anywhere in the store and easily checkout with any employee. However you the item should be put in a bag. They said it was okay to leave the store without a bag. That's fine but I am not going to walk around Michigan Ave. with 2 iPod nanos in plain sight (12/13/2007)

**North Michigan Avenue** — female / 18-25 years / Proficiency: Genius!

Best Apple Store Ever! (12/13/2007)

**North Michigan Avenue** — female / 26-39 years / Proficiency: some

I would love to purchase a Macintosh, but the employee at the store was not so friendly and they were no help to me, no one assists me. I had to walk up to an employee to ask questions, and they would say one minute please someone will be with you shortly. That shortly lasted 30 min or longer! I had a really bad experience at that store. (7/28/2010)

## ifoApplestore — Store Survey Comments

**North Michigan Avenue** — female / 26-39 years / Proficiency: some

I would love to purchase a Macintosh, but the employee at the store was not so friendly and they were no help to me, no one assists me. I had to walk up to an employee to ask questions, and they would say one minute please someone will be with you shortly. That shortly lasted 30 min or longer! I had a really bad experience at that store. (8/18/2010)

**North Michigan Avenue** — male / 40-54 years / Proficiency: lots

The Apple Store on Michigan Ave. Looked awful. The Santa in the window doing Facetime looked awful. The store was busy yet there should have been a way to keep floors clean without one staff person running around with a mop and no cones for safety.

I have been going to this store since it opened and felt that there was no more sparkle and uniqueness there. The gray carpet on the glass stair case makes Midway Airport look classy. I seriously though that Steve Jobs would start turning tables over if he saw the place. The whole second floor resembles some kind of high tech garage. No more children's section, no more software and only a very small space for accessories. All that space for Apple Geniuses on one wall and iPod Geniuses on the other wall. The theater seemed to be the only place in the store that was offering quality. On the first floor a large space that is normally display space was still set up for holiday sales but most people were still using the back counters and the point of sale space made the walking space more cramped. ( I was there after Christmas) The Lincoln Park store really has class and is a destination point. I don't think I will be going back to the Michigan Avenue store soon. (1/18/2011)

**North Michigan Avenue** — male / 40-54 years / Proficiency: Genius!

MY SECOND VISITED STORE (10/10/2011)

**North Star** — male / 26-39 years / Proficiency: none

I was told that I can return my Apple IPAD, and change it to IPAD2 but they said you have to wait and my flight was next day, so I can not and I return the IPAD back, but they said you can not return your money back, you can take a gift card with amount, I said OK but is it global ??? they said yes and when I arrive China they said no it is not globe. You need to train your staff to read the regulation or at least to say I don't know better that giving not sure answer. I am totally disappointed about the service!!! (4/9/2011)

**Northpark Center** — female / 18-25 years / Proficiency: some

I'm not sure if I am sending this to the right place, but I felt I had to share my experience with someone. I went into the North Park Mall Apple store in Dallas and I was having a horrible day I had just dropped my phone and had to ask my mother to bail me out for the 3rd time in 2 weeks because of a mess up in my check at work. Martin Haest was the man who helped me and even though the store was packed with people (I don't know if it is normally that busy, but it seemed very busy to me), he talked to me as if I was the only customer there. He was very sweet and helped me with my screen quickly and with no effort on my part. I truly felt like he was a Godsend for me that day and I just needed to tell someone. (6/22/2010)

**Northpoint** — male / 14-17 years / Proficiency: some

This store workers are very rude and demanding. (10/28/2010)

**Northridge** — male / 26-39 years / Proficiency: lots

Need one closer to SCV (7/28/2010)

**Northridge** — male / 26-39 years / Proficiency: lots

Need one closer to SCV (8/18/2010)

**Oakbrook** — male / 26-39 years / Proficiency: lots

The experience was great with the exception of the Genius Bar. I had made an appointment for a creaking MacBook lid (still under warranty). The lid creaks as the machine gets hot. The 'genius' didn't seem to believe me when the cold MacBook didn't creak and squeak, he rushed our meeting, and he never called me back after telling me he would within a few days--after they received a replacement hinge. (5/6/2007)

**Oakbrook** — female / 40-54 years / Proficiency: Genius!

Your store employees are snotty. I've been using Mac since before most of them were born. Because I am female and over 50, they were incredibly patronizing, talked down to me, laughed at me (and other customers). This has been by experience every time I have been in this store. (1/21/2008)

## ifoApplestore — Store Survey Comments

### **Oakbrook** — female / 18-25 years / Proficiency: Genius!

Since this store is the only game in town for iPhone support, I've had to go there on several occasions, only to wait an average of 20 minutes to be talked down to regarding my phone issues before a "genius" finally acknowledged that my phone was, indeed, broken.

Then, upon purchasing a new laptop, I was continuously berated by the Specialist (or whatever they're called these days) that I was buying the wrong computer--that no way a graphics professional would ever think about buying a 13" MacBook Pro. After the specialist continued on and on about his experiences with photo and video as a college freshman, I finally was able to tell him that--gasp--despite being a female under the age of 30, I actually knew what I wanted. "Well, no real photographers or designers buy a 13" MacBook Pro. You must be new at this." Actually, no--I've been a professional photographer for a while now, kid.

Absolutely frustrating experience. What should have been an in-and-out -- I came in knowing exactly what I wanted, and had to wait 30 minutes while an employee argued with me over my own purchase -- I was finally able to leave....with a lemon. Came back an hour later with a dead CD drive, was told I'd have to wait for a Genius -- and after another half hour, FINALLY walked out satisfied. (9/25/2009)

### **Old Orchard** — male / 55+ years / Proficiency: lots

Apple stores offer about the most fun retail experience I know. The services are clear and well organized. The new Concierge staff helps me find my way to the product or person I need to see, and help set expectations for time. I just love the idea of having a personal shopping appointment; I don't have to wonder if I'll get help on a busy day--and lots of days seem to be busy at the Apple stores. The staff members are consistently friendly and willing to help me learn things I don't yet know, or changes that Apple has made since my last visit--last computer. (12/29/2008)

### **Old Orchard** — male / 18-25 years / Proficiency: lots

love this store. (6/23/2009)

### **Orland Park** — female / 40-54 years / Proficiency: lots

I went in for a problem with my sons iPod, they told me it was the battery and that a new battery will be ordered. I was told that it would be no more than 3 days. That was over one month ago! I have called every week and they are rude on the phone telling me that THEY will call me when it comes in! (12/17/2007)

### **Park Meadows** — male / 55+ years / Proficiency: lots

Need more staff on the sales floor so they can take more time with people learning about Mac. (6/6/2008)

### **Pasadena** — female / 26-39 years / Proficiency: some

Genius Bar is always busy and unfriendly, hard to make an appointment. (3/2/2007)

### **Penn Square** — male / 26-39 years / Proficiency: lots

This location does everything well with the exception the entire staff is usually occupied when new customers arrive and can take some time to become available, this started ironically in 2008, demand for services and products has increased to a point where the store is so full that they no longer have space in the store to add any more staff to handle the customers. (3/15/2011)

### **Perth City** — male / under13 years / Proficiency: Genius!

love it although they should stop putting all the apple stores in the USA and put them here in perth and around the world (12/29/2011)

### **Princesshay** — male / 14-17 years / Proficiency: Genius!

Very good store. (9/21/2008)

### **Providence Place** — male / 26-39 years / Proficiency: lots

Providence Place mall did not honor the RI Rebate law for RI consumers. Apple is running a "Buy Mac, Get Nano Free." In RI stores have to apply rebates instantly. This store is requiring RI residency even though the law clearly states RI consumers, not residence. (6/12/2007)

### **Providence Place** — male / 26-39 years / Proficiency: lots

Good store, but they are always busy and need more help, a bigger location would be great! (5/26/2011)

## ifoApplestore — Store Survey Comments

### Regent Street — female / 26-39 years / Proficiency: lots

Regent Street suffers because it's too busy and free wi-fi makes it a magnet for every tourist/backpacker/cheapskate salesmen to use. It can be very tough to get onto a Mac to try out a software application or a new Mac. The staff aren't sales people - they're fine putting things through a cash register but that's about it. It's incredibly tough to find out to ask a question of on the shop floor.

The Genius Bars are swamped although it is slightly better now that they're split into Mac/iPod bars. I had a Procure account and even then there were a couple of occasions where I waited more than 45 minutes for a simple exchange.

I've said I wouldn't recommend it but if the Apple Store are the only ones with stock, then I'm going to tell people to go there to buy something. Similarly, if someone is having a problem with a Mac that can't be solved any other way, then again, I'll send them there. But it's so tough to get an appointment, that it would be a last resort. (2/2007)

### Regent Street — male / 26-39 years / Proficiency: lots

rubbish! staff were not good at all. nothing worked and when asked to talk to the manager i was seen by a man that could not manage his way out of a paper bag!! I love Apple and have always been an Apple fan but this store really does take the biscuit. (2/2007)

### Regent Street — male / 18-25 years / Proficiency: lots

This store was about a half hour on foot from my hotel. This store is incredibly busy, visited while on vacation just to say I could be there, the external architecture is beautiful, definitely a standout storefront, there is no mistaking this store for anything but an Apple store, well lit, clean, organized, but almost impossible to freely demo any of the products. The store is incredibly busy, and a high percentage, subjectively at least 2/3 of the persons occupying display computers were checking personal email and other sites and using the computers for longer than 10 minutes at a stretch. (2/24/2007)

### Regent Street — female / 26-39 years / Proficiency: some

Received a warm welcome, staff were very knowledgeable. Excellent service and advice at the Studio. Bought Procure membership, amazingly good value at Only £79 for the year. Highly satisfied customer. (2/24/2007)

### Regent street — male / 55+ years / Proficiency: lots

Had a problem with a PowerBook which needed a replacement faceplate. As I live in France the offsite shipping wouldn't have worked with my stay so the Genius registered the problem with AppleCare so I could follow up later. Also agreed earbuds were defective. Told me to bring in proof of purchase for replacement. Earbuds were replaced on another visit, weeks later, when I brought in the box. Another visit when I was shopping for a MacBook Pro an employee cleared surfers off systems and made sure my questions were answered before helping another customer. When I bought the MacBook Pro and needed a business receipt, the employee with EZ Pay made sure that another employee with till access sorted me out. Another visit I was sitting on a bench using my MacBook picking up email and an employee suggested I sit in the theatre as the wireless signal is better there, it's more comfortable and I could plug in my portable. The only minor issue was when my 14yr old was choosing speakers for her iPod and the speakers were mislabeled, however that was quickly sorted. (2/26/2007)

### Regent Street — male / 18-25 years / Proficiency: lots

This store seems to be let down by common UK flaws. No staff seem to be cleaning the store while it is open and any that I did see were not well presented (in the Fifth Avenue they are constantly cleaning and in nice white uniforms). I saw countless employees looking for managers to do simple tasks, which apparently require their approval. I was casually walking around and I heard murmurs of disappointment with the management from employees on the shop floor. My friend had a problem with the service in the store (when it came to getting an iPod replaced) and I checked with other employees to find out where these managers had previously worked and most of them are from HMV (makes perfect sense since HMV has some of the worst customer service in the UK). (11/27/2007)

### Regent Street — female / 18-25 years / Proficiency: lots

Loved the architecture. Was my first time at an apple store, we don't have those in Germany. I would have loved to stay a bit longer but my friends weren't interested in doing so. But it was an experience! Truly amazing. Before I had never seen so many apple products and people who were interested in them. I felt like I was in an sci-fi movie. Where I live there is only a retailer store, which you cannot compare with the apple store in regent street. The next time when I'm in London, I will visit the store again;-) (1/21/2008)

### Reston Town Center — male / 18-25 years / Proficiency: lots

I went in for a Genius appointment with issues for my iPod. Vilma Chun did a very good job in helping me through it. (2/20/2010)

### Ridgedale — female / 26-39 years / Proficiency: none

I loved the people that worked there. They were so helpful and knowledgeable. (2/2007)

## ifoApplestore — Store Survey Comments

**Ridgedale** — male / 40-54 years / Proficiency: lots

I'm a professional photographer with lots of Macs. Dan the business guy is fantastic. I've followed him from the Southdale store because we have such a great relationship. Just bought another MacPro, 23-inch display (3/4/2007)

**River Park Square** — male / 18-25 years / Proficiency: Genius!

I was first in line and this store is awesome!!! (9/30/2010)

**River Park Square** — male / 18-25 years / Proficiency: Genius!

I was first in line and this store is awesome!!! (10/28/2010)

**Rockaway** — female / 40-54 years / Proficiency: lots

needs to be bigger (11/28/2007)

**Rockingham Park** — male / 40-54 years / Proficiency: lots

The people at this store are always so helpful - when I asked a very arcane question, the gentleman - (Marc?) who was helping me turned the place upside down getting me an accurate answer. (2/2007)

**Rockingham Park** — male / 55+ years / Proficiency: lots

They never have the items I want in stock! (8/29/2007)

**Roosevelt Field** — male / 26-39 years / Proficiency: Genius!

Horrible, long lines, staff was useless (2/2007)

**Roosevelt Field** — male / 18-25 years / Proficiency: none

The store is really showing it's age. The floor is dirty and the space is completely inadequate. That said everything else more than made up for it. (2/2007)

**Roosevelt Field** — male / 26-39 years / Proficiency: none

The sales rep was extremely helpful and I was extremely impressed by his ability to spot my specific needs and recommending the correct computer for my office (9/2/2007)

**Roosevelt Field** — male / 14-17 years / Proficiency: lots

Sometimes very crowded and the Genius Bar wait time can be anywhere between 10 minutes and 45 minutes. (3/23/2009)

**Rosedale Center** — male / 40-54 years / Proficiency: Genius!

Rosedale store is very well-run. I have had a positive experience there every time I have visited (approximately 8 times in past year). (9/17/2007)

**Saint Louis Galleria** — female / 26-39 years / Proficiency: lots

Awesome staff. Colin was the best! Go see him. (2/2007)

**Saint Louis Galleria** — male / 26-39 years / Proficiency: Genius!

No Apple stores in IL across the river from st. louis (6/6/2008)

**Saint Louis Galleria** — male / 14-17 years / Proficiency: lots

Store was very busy. Not alot of room to move around. I hope they open another store in St. Louis or make this store bigger. (9/24/2008)

**Sainte Catherine** — male / 55+ years / Proficiency: Genius!

super (10/28/2010)

**Sainte Catherine** — male / 18-25 years / Proficiency: lots

long lineups for store (5/26/2011)

## ifoApplestore — Store Survey Comments

**San Francisco** — male / 26-39 years / Proficiency: lots

very knowledgeable and pleasant staff, they made buying a new machine an enjoyable experience, I purchased via a “talk mac” appointment that I made from a card I was given a few weeks ago from an apple employee at another Apple store. (2/2007)

**San Francisco** — male / 40-54 years / Proficiency: lots

(I used) the personal shopping... and it made my purchase a breeze despite the store being filled with customers. (10/20/2008)

**Santa Rosa Plaza** — male / 18-25 years / Proficiency: lots

Awesome throughout the experience (7/13/2010)

**Scottsdale Quarter** — female / 26-39 years / Proficiency: none

I loved the store and my family WILL come back. (5/7/2010)

**Scottsdale Quarter** — male / 40-54 years / Proficiency: some

Bought new MacBook Air and asked for data transfer. Original sales person ( punk as kid ) told me he couldn't help me unless i bought at that store. It was sent to me in the mail, found manager and he helped me out. Oh and I'm still waiting over 24+ hours to get it back! Not impressed! (4/9/2011)

**Shadyside** — female / 18-25 years / Proficiency: Genius!

I've been to about 6 different Apple Stores all over Eastern US, and Shadyside is by far the best. The employees don't sit around at the genius/creative bar like a lot of other stores I've seen. The employees are friendly and fun. Going to Apple Store Shadyside is my Zen! :) (2/2007)

**Shadyside** — male / 14-17 years / Proficiency: lots

iPad Launch great service easy to get accessories needed and checkout with iPod touch POS (11/27/2010)

**Sherman Oaks** — male / 26-39 years / Proficiency: Genius!

This store is always dirty and understaffed. When you are finally making a purchase, you would never know you were buying something from them. It seems like your creating a hassle for staff.. (5/7/2010)

**Sherway Gardens** — male / 40-54 years / Proficiency: Genius!

The only reason I would recommend this store (Sherway, Toronto) to anyone is because of the product. The staff were indifferent, unfriendly, not very interested in my presence in the store. The store was quite empty (wednesday afternoon) and they were definately NOT short staffed. Thanks for listening, Ron. (2/2007)

**Shinsaibashi** — male / 18-25 years / Proficiency: lots

Unfortunately, the number of Apple Store in Japan is limited. This particular store is virtually the only one accessible Apple Store to me. However, I am so glad to have such a nice store! They even remember me, like what kind of Mac I have... It can't get any better. (5/26/2011)

**Short Hills** — male / 40-54 years / Proficiency: lots

Store is very popular. There are times when staff is chatting with each other, but mostly are very helpful. (2/2007)

**Short Hills** — male / 14-17 years / Proficiency: Genius!

Beautiful store. (5/26/2011)

**Short Pump** — male / 18-25 years / Proficiency: lots

I want Apple Stores in Europe, especially in Germany. Coz I a German. TALK TO STEVE ;-) (2/2007)

**Short Pump** — male / 14-17 years / Proficiency: lots

They sometimes talk down to me as I am 15 which I don't appreciate. (2/2007)

**Short Pump** — male / 40-54 years / Proficiency: lots

Service was generally good, but it has been inconsistent this year. In May it was lousy. The assistant store manager later told me they had difficulty getting new hires to understand Apple culture. Store and Apple Care were also out-of-sync on some issues, which caused me frustration. (8/14/2008)

## ifoApplestore — Store Survey Comments

**Simi Valley** — male / 18-25 years / Proficiency: Genius!

Very good service (4/23/2009)

**Smith Haven** — male / 40-54 years / Proficiency: some

Manager should care more about customers comments. Sorry to waste her time. Tried to do the right thing. I thought training must really suck. (3/13/2009)

**Smith Haven** — male / 40-54 years / Proficiency: some

Manager should care more about customers comments sorry to waist (sic) her time tried to do the right thing. I thought (sic) training must realy (sic) suck. (3/23/2009)

**SoHo** — male / 18-25 years / Proficiency: lots

Stores in Germany. They'd make a lot of money. (2/2007)

**SoHo** — female / 40-54 years / Proficiency: lots

The Apple SoHo store is superb in every way! The theatre is particularly helpful for the many wonderful classes they offer taught by excellent, friendly, and enthusiastic teachers. (2/2007)

**Soho** — female / 40-54 years / Proficiency: some

not comments →NICE →EMPLOYESSSSSSSS (5/26/2011)

**Southcenter** — female / 55+ years / Proficiency: lots

I wish it weren't a "mini" store. We need a full-size Apple Store. (2/2007)

**Southcenter** — female / 55+ years / Proficiency: lots

The store is TOO SMALL. It serves all of south Puget Sound and the Olympic Peninsula. We need a real store not mini store. Westfield at Southcenter is adding 75 retail spaces with the new remodel. Make Apple an offer for crying out loud! (5/10/2007)

**Southcenter** — female / 40-54 years / Proficiency: Genius!

What has happened to this store in the last 3 months? All the fun is gone. (11/18/2009)

**Southcenter** — male / 55+ years / Proficiency: Genius!

I had a flight to meet at SeaTac Airport. I had a little extra time so I decided to stop in. It was almost closing time. Despite that, they checked for an availability for someone to look at my computer. Alas, there was no Genius available. Since I live in Bellingham, I asked about using the Applestore in Vancouver, BC. Some were certain I could not, and others said that I could get warranty work done their. So, who knows? I asked about a Bellingham store, since it has a major university, a community college and trade college. Seems to fit the academic criterea. They left me guessing, but said something about three more stores in Washington State. So it could be one. (2/7/2011)

**Southcenter** — male / 55+ years / Proficiency: Genius!

I had a flight to meet at SeaTac Airport. I had a little extra time so I decided to stop in. It was almost closing time. Despite that, they checked for an availability for someone to look at my computer. Alas, there was no Genius available. Since I live in Bellingham, I asked about using the Applestore in Vancouver, BC. Some were certain I could not, and others said that I could get warranty work done their. So, who knows? I asked about a Bellingham store, since it has a major university, a community college and trade college. Seems to fit the academic criterea. They left me guessing, but said something about three more stores in Washington State. So it could be one. (2/24/2011)

## ifoApplestore — Store Survey Comments

**Southlake Town Square** — male / 40-54 years / Proficiency: some

Lets see what sort of space you allow here, if it has enough room for a true discription of the experience of south lake. Because after all, Apple is part of a bigger planet true?

This mall came about as side stepping DFW traffic pattern that was shattering the local strip mall. it is a lovley enough newer property, and I imagine they have in mind a narrow railine people mover and loosing the cars in the future, or the design team is light years ahead of ultra stupid, into parallel universe doink. Don't worry, it will get that same lovely patina of all older properties. Ever been down town Denver, flag ship Virgin store? That is the very least in floor space and ceiling height I would make a call on for my baby. And that is what apple is, their baby, and they let the baby down with the low budget calls they made at Southlake, or it ain't done yet. Felt like Hong Kong low budget scarcity a few times. just a few less fingerprints.

I've been perfectly happy with the cyberspace experience, (first apple, first computer, probably some marketing influence?) use it for making prints, online purchases with this machine, but after dragging my wife over to this place, Hey, it come off like an arcade. Kid who greeted us was nice enough, but you could tell he was just as thrilled and relaxed as my lovely bride. I was happy enough with the whole day. My wife on the other hand, her buzz started to kill at the freeway exit, I've since got from her a better answer as to why she was not enjoying herself. Her take was some sort of social dynamic was in play, a dichotomy with her getting the short end, some inner chamber of her very core and heart being stabbed a thousand times. some personal preferences in play here. I doubt if it was imagined, and I doubt if it was real. Probably just multiple

**Southlake Town Square** — male / 18-25 years / Proficiency: Genius!

The store is in a very busy location. You are almost guaranteed to have to park quite a distance from the store (they only have a few parallel parking spots in front of the store, and they're used for the other stores located in the shopping center). They are always busy. Even if I make an appointment, there is no guarantee I'll get the help I need. (6/4/2010)

**Southlake Town Square** — male / 55+ years / Proficiency: lots

The busiest store I've ever seen (7/19/2010)

**Southlake Town Square** — male / 55+ years / Proficiency: lots

The busiest store I've ever seen (7/28/2010)

**Southlake Townsquare** — male / 55+ years / Proficiency: lots

The busiest store I've ever seen (8/18/2010)

**SouthPark** — male / 26-39 years / Proficiency: Genius!

I've been in many Apple stores and the Charlotte SouthPark store continues to impress. The employees are very attentive and general work hard to understand the consumers needs without being pushy or snobby (which I have seen in the Soho & 5th Ave locations). I would rather shop in the smaller Charlotte store than go to the flagship stores. I'm in New York city every week and rarely visit the stores there due to the lack of help that I get. (2/2007)

**SouthPark** — female / 40-54 years / Proficiency: none

The mall that I had to go to was 3 hours away. But worth going to to get my questions answered. (2/21/2007)

**SouthPark** — male / 40-54 years / Proficiency: lots

Only option in town....great service but always crowded. (10/28/2010)

✓ **SouthPark** — / years / Proficiency:

The Apple Store SouthPark is an excellent store. It has one major drawback: it is far too small for its traffic. The store is one of Apple's older stores so it is smaller than many of the newer stores that do half the traffic or less. This excellent store needs an excellent space to match! (2/3/2012)

## ifoApplestore — Store Survey Comments

**St. Johns Town Center** — male / 40-54 years / Proficiency: Genius!

Every time I go in there, the sales people were all congregated in the back gossiping with the manager (Amy I think her name is) about last night's TV shows. I've even heard her tell some very off-color jokes to her employees while customers (some with kids) were within earshot. When it is very obvious that customers are in need of assistance, the manager just turns her back and keeps gossiping and telling jokes. When customers register their complaints she gives the illusion of interest by writing down their complaints and then as soon as the customer is gone, she wads up the paper and then does a basketball 3-pointer shot into the trashcan. I would rate the Genius Bar excellent if it weren't for the head genius (Steve M). The head genius doesn't have a clue about what is going on with his own team. He doesn't have any idea how computers even work. I wish I could say I'm making this up or exaggerating but I'm not. He is also quite rude to customers who don't deserve it every time I see him at the bar. I heard him tell different customers that they can buy a mighty mouse for their Mac Performa!! The other geniuses actually have a clue and end up following up behind him to correct his misinformation... if they aren't too busy with other customers on an understaffed bar. I'm a frequent visitor to this store so I can say that all this is very common at the St Johns Town Center Apple Store and not isolated events. (2/2007)

**St. Johns Town Center** — male / 26-39 years / Proficiency: Genius!

The Lead Genius Steve Markwith was a total idiot. He had no idea that the Software Update requires the Internet to run properly. He had to ask his co-workers where to find the network preference panel! He didn't know how to lock an iPod so accidental contact with the scroll wheel wouldn't turn it on after it was turned off. That man has no business as a computer tech of any level much less being in the position of LEAD GENIUS. I wouldn't trust him to turn on a light switch much less work on my computer ever again! (2/2007)

**St. Johns Town Center** — female / 26-39 years / Proficiency: lots

I was helped at the genius bar by an old guy with gray hair, moustache and glasses. I didn't catch his name, but if you have a choice, stay away from him! My friend and I both had laptop problems but we ended up teaching him about the computer rather than the other way around. This guy must have been hired as a charity case. How he earned the title "Mac Genius" is a mystery. The OTHER geniuses I've seen there are very friendly and very tech savvy! There were some really great geniuses who worked there but I haven't seen them around lately. Those geniuses should be rewarded for their hard work and ability! I hope Apple pays them well. (2/21/2007)

**St. Johns Town Center** — female / 18-25 years / Proficiency: Genius!

Having been to this Apple store on an almost regular basis, I've seen some of the comments on here hold true, but not all. The Genius Bar is understaffed during busy hours, and the lead Genius (Steve M) is incompetent. All the other geniuses are knowledgeable, friendly, and very helpful. The manager (Amy), I found to also be helpful and friendly, and as I witnessed her dealing with a rather hostile customer, handled it professionally and calmly. In any of the times I've been to the store, she's never acted as one of the surveys here depicts. But they do need to get the Genius Bar better staffed, and get Steve demoted. (4/23/2007)

**St. Johns Town Center** — male / 26-39 years / Proficiency: lots

Geniuses Alec, Eric, Tito, and Chris are excellent as always. (5/1/2007)

**St. Johns Town Center** — male / 26-39 years / Proficiency: lots

Bring back Geniuses Lisa and Clint!! They were the best ever! (5/10/2007)

**St. Johns Town Center** — male / 26-39 years / Proficiency: Select...

All the Genius at the bar are great. They all are very knowledgeable. The Head Genius Steve M did a great job when he helped me at the bar. I read some of the comments and I wanted people to know my experience at the bar. Keep up the great work at the bar. (12/29/2008)

**St. Johns Town Center** — male / 40-54 years / Proficiency: some

I wish a Apple Retail store could be brought to Gainesville Fl. (7/13/2010)

**St. Johns Town Center** — male / 14-17 years / Proficiency: Genius!

A good store, if you get there early. Otherwise it's an overcrowded madhouse with little product availability for any high demand item. Richard, Drew, Steve, and all the other Geniuses are awesome there! But there's always a 15 or more minute wait to see a genius. (10/28/2010)

**St. Johns Town Center** — male / 55+ years / Proficiency: lots

i DON'T KNOW WHY I RETURNED TO THIS STORE! Service is always an issue. I have made my last majoe purchase in North Carolina even though I live in North Florida. An Apple stoe is really needed in North West Florida (Tallahassee Area FSU etc.) (10/10/2011)

**Stamford** — male / 55+ years / Proficiency: none

I hate this store (11/27/2007)

## ifoApplestore — Store Survey Comments

**Stanford** — male / 26-39 years / Proficiency: Genius!

Stanford was the best Apple Store experience I've ever had. Best people, best representation of Apple philosophy. (11/18/2009)

**State Street** — male / 55+ years / Proficiency: some

It's more than just a store - it's a whole system. What a difference from all the others. (6/22/2010)

**Staten Island** — male / 14-17 years / Proficiency: some

The employees were nothing but kind. I did notice what seemed to be a very perturbed customer being treated very calmly and respectfully. Needless to say, she did not change her tune. She was one of those... In any case: great, prompt service. They made me excited to buy my first Mac. (2/2007)

**Stonebriar** — male / 26-39 years / Proficiency: lots

Beautiful store, excellent products but ran by morons. None of the Specialist can answer my question, even Genius had to ask another person to find my question. Worst part, the managers doesn't seem care about customers... they are just standing there and laughing at some stupid joke while 5 other people are trying to check out and waiting in line to get services. What a joke, I'm buying online or Best Buy (2/25/2010)

**Stonestown** — male / 40-54 years / Proficiency: lots

In many Apple Stores, explanations are usually passed over. The staff at Stonestown always manages to explain the why along with providing a reasonable solution. I will go to no other Apple Store but there. (3/4/2007)

**Stonestown** — male / 40-54 years / Proficiency: Genius!

These results represent a combination two recent visits that involved the replacement of a computer not covered by Apple Store. I consider it one wonderful experience. The staff at Stonestown could not be better!!! (3/7/2007)

**Suburban Square** — male / 18-25 years / Proficiency: lots

A very laid back store even when very busy at Christmas time, the store is an extra wide format, there is a ton of space in the center of the store devoted to row upon row of ipods, speakers and other accessories, there are numerous demo computers, enough that even with 2 dozen Internet leechers taking up space, there are still more free display models than at the King of russia store, which is only a 20 minute drive away. The employees are very communicative and helpful although with the size of the space it feels slightly understaffed. (2/24/2007)

**Suburban Square** — male / 40-54 years / Proficiency: Genius!

When I'm just browsing, I hate to leave the store with nothing. I wish the stores sold items from the Company Store, i.e.; pens, lanyards & the like. (7/13/2010)

**Summit Sierra** — male / 55+ years / Proficiency: some

I have bought an Mac, iPod there and service was just ok. ↯My last two Apple's bought were an iPhone and an iPad that I did not buy at the Apple store, they are a sorry lot. (5/26/2011)

**Sydney** — male / 14-17 years / Proficiency: Genius!

Fucking awesome store. Lined up for 12 hours to be around 60th in line. (8/2/2008)

**Sydney** — male / 26-39 years / Proficiency: Genius!

Wow! (8/14/2008)

**The Domain** — male / 26-39 years / Proficiency: lots

ive been to plenty of apple stores and this, by far, is my favorite. Luckily its my home apple store! (10/28/2010)

**The Domain** — male / 18-25 years / Proficiency: lots

Best store in the country. I may look elsewhere, but I always reserve my purchases for this location. Love it and my new iPad! (11/27/2010)

**The Falls** — male / 26-39 years / Proficiency: lots

Found the store clean and well attended. They already had the Airport Extreme in display but not in stock at the moment. I could not reserve or pre-buy that could only be done online. (2/2007)

## ifoApplestore — Store Survey Comments

**The Falls** — female / 18-25 years / Proficiency: lots

The store is overall a great one. The definitely need to get rid of their cashier POS area and that would give more space to the store. (6/10/2007)

**The Falls** — male / 18-25 years / Proficiency: lots

UBER AWESOME (9/30/2010)

**The Falls** — male / 18-25 years / Proficiency: lots

UBER AWESOME (10/28/2010)

**The Forum** — male / 40-54 years / Proficiency: Genius!

Best apple store I've ever been to. A young man named Tyler helped me out and was one of the best and brightest employees I've talked to at any apple store. (6/22/2010)

**The Gardens Mall** — male / 40-54 years / Proficiency: lots

Purchased two MacPros (08/07), which were represented as having iLife '08 installed ... one of the MacPros did not have iLife'08; it was sold to me with iLife '06, which was discovered by a store employee. Together, we pointed this out to the store's asst mgr, a Ryan McNally who readily admitted that the company had put a number of MacPros in the pipeline without iLife '08 installed, but they decided to sell them as if they did anyway ... he said they tried to cover for this fudging by throwing an iLfe '08 into the shipping boxes, so he said I should go home and recheck the box to see if it contained the '08 disc. I emphasized no such disc was in the box. I demanded he take an '08 version from his for sale shelves & install it right there. He refused, saying he'd give me a break by giving me a website address where I could order '08 through the mails and he'd pick up the postage. I couldn't believe how poorly this employee was performing -- never did he ever express any concern, extend an apology, or offer to install one of his for sale '08 discs right there. He said doing so was an unreasonable request that would cause inventory problems. We all know Ron Johnson is pressing the employe-quality envelop through rapid growth, but this fellow was a study in disinterested arrogance: he had zero concern for the value of my time. (9/2/2007)

**The Gateway** — male / 18-25 years / Proficiency: lots

It's a great store, don't get me wrong. But it was VERY hard to get anybody to help you, and even when you did, they seemed to concentrate on something other than your needs. But it is the only one i utah, i'll have to deal. (2/2007)

**The Gateway** — female / 26-39 years / Proficiency: lots

I visit this store often and it is usually messy. I don't necessarily blame the staff - it seems they are just very busy and when the customers mess things up they don't have time to straighten it up right away. I much prefer them doing what they do - helping customers rather than cleaning and straightening - but it'd be nice to see the store tidy now and then. (2/2007)

**The Gateway** — male / 14-17 years / Proficiency: Genius!

It's a great store, but they need to work on customer service. I had to ask 3 different employees, just to find the right cable. They also seemed too bothered to try and help us, most of the time. (12/13/2007)

**The Grove** — female / 26-39 years / Proficiency: Genius!

The experience was very enlightening and has already recommended this store to others=) (7/29/2011)

**The Oaks** — male / 14-17 years / Proficiency: lots

need a store in Santa Barbara!!! (6/25/2008)

**The Summit** — male / 55+ years / Proficiency: lots

I wish there were a store in Prattville (ZIP 36066/36067). This area is very up-and-coming, with two new Malls very near the premier golf (Robert Trent Jones) venues in the state. Tri-county area is home to the top USAF professional schools at Maxwell AFB (Air War College, Senior Enlisted College, Office Training School, and is home to the USAF computer development facility at Gunter AFB, and local major Universities and collages. Interstate I-85 starts in Montgomery, and Interstate-65 traverses through Montgomery and Prattville and is the major north/south Interstate in the state. (7/26/2007)

**The Summit** — female / 18-25 years / Proficiency: lots

MAN I LOVE THE NEW IPOD!! TOO BAD IT WONT LET YOU PUT PICTURES OR SOMETHING AS THE BACKGROUND (11/18/2009)

**The Summit** — male / 18-25 years / Proficiency: Genius!

The only thing real is the STORE IS TOO SMALL!!!!!!!!!! TELL Apple they need Alot bigger store at the summit!!!! (10/28/2010)

## ifoApplestore — Store Survey Comments

**The Summit** — male / 40-54 years / Proficiency: Genius!

I would much prefer a store near Mobile, Alabama. New Orleans is too far away. Spanish Fort, AL is right on I-10, and the amenities lack only one thing....an Apple store. (10/28/2010)

**The Summit** — male / 40-54 years / Proficiency: Genius!

Alabama needs better choices on the Gulf Coast. ↯A store needs to be placed in Mobile, Spanish Fort, or Pensacola. ↯The four hour drive to Birmingham, or the 3.5 hour drive to New Orleans is ridiculous. ↯ (5/26/2011)

**The Westchester** — male / 40-54 years / Proficiency: lots

so far the worst Apple experience ever. Used to be a pretty awesome store, interested in selling stuff, not helping with problems and I've bought a lot of stuff there as well. Danbury, CT is the store to go to if you can. Smaller, but they are really much more helpful and the Geniuses actually are. (3/11/2010)

**The Westchester** — male / 40-54 years / Proficiency: lots

so far the worst Apple experience ever. used to be a pretty awesome store. interested in selling stuff. not helping with problems and I've bought a lot of stuff there as well. Danbury,CT that is the store to go to if you can. smaller. but they are really much more helpful and the Geniuses actually are. (3/25/2010)

**Third Street Promenade** — male / 14-17 years / Proficiency: Genius!

Just like all Apple Stores, the store was full of guests, all display laptops were being used and most employees were busy helping shopping guests. (12/29/2008)

**Third Street Promenade** — male / 14-17 years / Proficiency: lots

Store is ok. I much prefer Century City store. Santa Monica store gives me a dirty feeling when compared to the Century City store. (5/25/2009)

**Third Street Promenade** — male / 55+ years / Proficiency: lots

This store was overly crowded, noisy, staff very engaged and generally unavailable due to large amount of traffic. Didn't appear to be enough Geniuses at the bar, a lot of customers waiting around. If I had come to the store to try out product, at the time I was there I couldn't get to anything because of the crowds around the products. (10/10/2011)

**Tice's Corner** — male / 14-17 years / Proficiency: Genius!

The store is better (cleaner, more organized, etc.) than Garden State Plaza. But the staff at Garden State Plaza is very nice, including the Genius Bar. (my family practically knows them)

The Genius at Tice's was very mean and did not help. I had an issue that was being handled with Apple Executive Relations (basically Steve Jobs' assistants) and he did not care. He was also pretty dumb :/

I love ifoAppleStore! (11/28/2007)

**Town Square** — male / 55+ years / Proficiency: some

Very nice store. Clean, great layout, helpful sales staff, pleasant atmosphere, and all demo equipment working. I happened to check-out with Jorge who I understood the store Mgr. He was very helpful and asked me how my experience at the store went. I found this store to be much friendlier than the Fashion show location. I will return and tell anyone who asks me to feel good shopping there. (12/13/2007)

**Town Square** — male / 26-39 years / Proficiency: lots

Smug staff including managers. You'd think they were tending the velvet rope on Paris Hilton night at a club. (2/24/2011)

**Trafford Centre** — male / 18-25 years / Proficiency: lots

I would have to say that of the stores I've visited so far, Trafford would be my favorite. Nice friendly staff and great selection of products to play with. (2/2007)

**Trafford Centre** — male / 26-39 years / Proficiency: lots

Went for Dec 1st Discount evening and was happy to discover discount on the MacBook I was after and a free printer (yet to get the refund though!) (2/2007)

## ifoApplestore — Store Survey Comments

**Twelve Oaks** — female / 18-25 years / Proficiency: some

I just wanted to let everyone at Apple know how amazing my experience was when I switched from Windows to Mac. I went in and had a very experienced man who helped me buy my first mac and a young girl was shadowing him, as she had just started working there. She was so great, smart, and knowledgeable as well. She knew all about the MacBook that I was buying and even told me about how she used hers for taking notes at school...which, as a college student was very helpful. I know I bought my computer last October, but I found this survey online and felt that my experiences should be known! Thanks everyone! (3/25/2010)

**Twelve Oaks** — male / 40-54 years / Proficiency: lots

Crowded even on a weekday night. Bought headphones, iPod Nano and some other accessories. I knew exactly what I wanted, so the large crowds didn't cause a problem. (10/28/2010)

**Tysons Corner** — male / 5+ years / Proficiency: lots

The store is in an EXTREMELY congested area. For that reason only, I don't go to this store as often as I'd like. I would not go to this store if there were an alternative in the area. (2/2007)

**Tysons Corner** — male / 26-39 years / Proficiency: Genius!

The Store is always full with customers even still today in 2007. (2/2007)

**Tysons Corner** — female / 26-39 years / Proficiency: lots

I'm a foreigner. Maybe you could include a question about being US citizen or not (9/17/2007)

**Tysons Corner** — male / 26-39 years / Proficiency: some

Awesome store and great staff. Found out all answers to all my questions! Will never go back to Windows! (4/2/2008)

**Tysons Corner** — female / 40-54 years / Proficiency: none

I have visited several apple stores in the area because I wanted a new computer but a friend told me I had to go to Tysons Corner because they were better. Their staff was great, knowledgeable, really looked out for me and made sure I was comfortable with my decision! If you go to any store in DC metro area, you have to visit Tysons and their people! (4/29/2008)

**Union Square** — female / 18-25 years / Proficiency: Genius!

small and messy compared with Buchanan Street (6/4/2010)

**Upper West Side** — male / 40-54 years / Proficiency: lots

Store employees are rude and DO NOT HELP CUSTOMERS, floor managers are dismissive and don't seem to care. No one is accountable at this store. Store Manager (AKA Team Leader) was NOWHERE to be found. Finally left after spending 20 minutes waiting for a manager. (9/30/2010)

**Upper West Side** — male / 40-54 years / Proficiency: lots

Store employees are rude and DO NOT HELP CUSTOMERS, floor managers are dismissive and don't seem to care. No one is accountable at this store. Store Manager (AKA Team Leader) was NOWHERE to be found. Finally left after spending 20 minutes waiting for a manager. (10/28/2010)

**Upper West Side** — male / 40-54 years / Proficiency: some

It's good (7/29/2011)

**Valley Fair** — male / 18-25 years / Proficiency: Genius!

This store used to be awesome seems to have changed over the last few months it is a mini store and that is horrible!!!! Uncomfortable....unhappy. (7/30/2007)

**Valley Fair** — female / 26-39 years / Proficiency: none

I visited this store on July 25th, to buy an iPod nano as a present. The floor manager that worked with me was rude and unprofessional. When I asked to see another cover for iPod, he left but never returned. Instead, I found him 15 minutes later speaking with another customer. When I asked him what was going on, he told that because he is a manager, he had been asked to help that person first. I don't understand why one customer is more important than other. Was it because he could clearly see that English was not my first language? At least he could send somebody else to help me. I will think twice before buying from the store chain were immigrants are treated as second-class customers. (8/2/2008)

## ifoApplestore — Store Survey Comments

**Valley Fair** — female / 40-54 years / Proficiency: some

I went there 2 wks ago 12/19/09 for my iPod 3rd gen to be fixed up, since I am using my warranty and I bought that warranty just to have peace of mind. They gave me back my iPod (thinking that what am I going to do with this since it doesn't work anymore) and said that they will give me a call after 3-5 working days to pick up the new one. So I got their message and saying to bring my old iPod to switch for the new one...now I called them back to let them know that I don't have my old iPod anymore because I threw that away since it's not working anymore. I guess to me they will recycle it or I don't know. So now they don't want to give the iPod because I don't have the old one. They did not inform me to keep it or they should have just kept the old one! So now it's my fault. What is the use of buying the warranty? I should have not given you a good evaluation by that time. Thanks, Sarah (2/20/2010)

**Victoria Gardens** — male / 26-39 years / Proficiency: lots

The majority of employees in the store, save the genius staff, were assholes. I wanted to spend money in their store but they kept pawning me off on each other. (11/27/2007)

**Victoria Gardens** — female / 40-54 years / Proficiency: lots

The store is usually very busy, but there's always plenty of staff and everyone is will to help. (6/13/2011)

**Victoria Square** — male / 14-17 years / Proficiency: some

I had heard a lot of hype about Apple stores and it did look the part, but the staff failed to impress. They were rude and not at all helpful. I have never been back and do not intend to return. I'll keep my high street retailers thank you. (6/23/2009)

**Victoria Square** — male / 14-17 years / Proficiency: Genius!

It is the only store in Northern Ireland and I have to say I am in love with it! (7/28/2010)

**Victoria Square** — male / 14-17 years / Proficiency: Genius!

It is the only store in Northern Ireland and I have to say I am in love with it! (8/18/2010)

**Village Pointe** — female / 55+ years / Proficiency: lots

When my husband and I enter this store, we are greeted by NAME! (5/25/2009)

**Village Pointe** — female / 26-39 years / Proficiency: lots

Best Apple Store I've ever been to. Period. (4/22/2010)

**Village Pointe** — female / 26-39 years / Proficiency: lots

Best Apple Store I've ever been to. Period. (5/7/2010)

**Walden** — male / 40-54 years / Proficiency: lots

The store is good, not great, but good. Employees (working the floor) are too often simply not very bright and miss MANY sales opportunities simply from lack of knowledge when answering questions or from lack of ambition. Software selection is poor. Genius bar is pathetic. Nobody who has purchased a \$2k computer should have to "schedule" an appointment because a genius is showing someone how to use a \$79 iPod. (2/2007)

**Walden** — male / 40-54 years / Proficiency: lots

VERY poor use of Genius Bar. I have used the bar 3x and each time people are stacked up waiting like fish in a market. Nobody should spend \$2,500 on a computer and when they have a problem be told they have to make an APPOINTMENT to see a desk clerk UNLESS of course you want to spend another \$100 to be bumped to the head of the line. After waiting a day to make an appointment, because I refused the \$100 extortion request, I was lucky enough to wait 35 minutes past my scheduled appointment time because some counter clerk was making sure a \$59 dollar ipod was understood by an obviously less than bright owner. Yep, keep the customer who spent \$59 happy while you tick off the one who dropped \$2,500+ this month alone. (2/26/2007)

**Walden** — female / 18-25 years / Proficiency: some

Wish there was a store closer to downtown Buffalo. (12/13/2007)

**Walden** — male / 40-54 years / Proficiency: Genius!

The store is one of the older ones and it shows. Crowded, black faced front and snotty guards. (5/26/2011)

## ifoApplestore — Store Survey Comments

**Walden** — male / 18-25 years / Proficiency: lots

The Apple Store at the Walden Galleria Mall in Buffalo, NY is very busy, however the employees are very helpful and attentive. (12/29/2011)

**Walnut Street** — male / 18-25 years / Proficiency: Genius!

Where is the staff? This is ridiculous. Such a large staff, so close to closing time, and NO SALES COVERAGE! (11/27/2010)

**Walt Whitman** — male / 26-39 years / Proficiency: none

I went during my lunch break and showed up 5 minutes before my appointment. I waited over a half hour before having to leave for work again, and I had to literally leave my computer for them with almost no time to discuss my issue, and I barely got them to acknowledge that I was leaving it for them to fix. My name was still not up, so they had to make someone else wait longer because I was so delayed. On an earlier visit, I only had to wait about 10 minutes past my appointment time, and had a somewhat better experience but leaving my computer that time for repair took about 25 minutes of answering question after question and it could have been a smoother or faster experience. These visits were both in November. (2/19/2007)

**Walt Whitman** — female / 26-39 years / Proficiency: some

Much smarter associates than those at Roosevelt Field. Feels more genuine. (6/22/2010)

**Wellington Green** — male / 14-17 years / Proficiency: Genius!

very inviting when you walk in, almost like an extension of your home. (10/10/2011)

**West County** — female / 40-54 years / Proficiency: lots

Everyone is welcoming at the store. I've seen employees bend over backwards to help people out. Without a doubt, Saturday afternoons are crazy but the salespeople seem to do pretty well multi-tasking. (2/2007)

**West County** — male / 18-25 years / Proficiency: lots

When the store is busy, someone should be in charge of directing customers where to go ... because lines form everywhere even at the un-manned cashwrap ... (2/2007)

**West Town Mall** — male / 18-25 years / Proficiency: Genius!

Store had about 30 shoppers (the busiest store in the mall, most likely) and about 15 apple employees. There was at least 5 employees open for questions and personal shopping. Plenty of iphones and at least 4 of everything to play with. (8/2/2007)

**West Town Mall** — male / 55+ years / Proficiency: lots

Welcome to East Tennessee! (8/29/2007)

**West Town Mall** — male / 18-25 years / Proficiency: Genius!

I wonder if the red zone employees really know their product. (2/7/2011)

**West Town Mall** — male / 18-25 years / Proficiency: Genius!

I wonder if the red zone employees really know their product. (2/24/2011)

**West Towne** — male / 26-39 years / Proficiency: some

The Genius Bar technician juggled me with two other customers. While I can appreciate the effort to help as many people as possible, I felt ignored. The entire reason for making an appointment, in my opinion, is to receive the technician's undivided attention and help. I received neither during my visit. (10/29/2007)

**West Towne** — male / 40-54 years / Proficiency: lots

Store employees' knowledge is definitely on the increase. (2/7/2011)

**West Towne** — male / 40-54 years / Proficiency: lots

Store employees' knowledge is definitely on the increase. (2/24/2011)

**Westfarms** — male / 40-54 years / Proficiency: Genius!

I have been lied to by both Managers and Genius's on several occasions. (2/2007)

## ifoApplestore — Store Survey Comments

**Westfarms** — male / 40-54 years / Proficiency: some

I have purchased 2 Macs and four 4 iPods over the past eighteen months from this store. Their service is perhaps the reason I continue to come back rather than shop online. I have also shopped at the Cambridge Mass store and found them to be as good. (10/29/2007)

**WestQuay** — male / 55+ years / Proficiency: lots

Store always seems overcrowded. (3/7/2007)

**WestQuay** — male / 55+ years / Proficiency: lots

Am very pleased with all the aspects of the store. (7/30/2007)

**Willow Bend** — male / 18-25 years / Proficiency: some

I am choosing to review only this store because it has a track record of poor employers. It is an old store, so it has a very out of date style, but it's like using way back machine, so that's not a problem. Alas, the employees at this store are not as helpful as the rest in DFW and when you do snag one they are not very knowledgeable about the products as one of my IT friends found out with me on a trip there. The giant projector in the is cool, but if they are not streaming Steve Jobs keynotes anymore, it is kind of pointless. If you are in DFW, go to Southlake, they are easily the best in the area. (2/2007)

**Willow Bend** — male / 26-39 years / Proficiency: Genius!

I bought some Shure headphones for my iPod and it was a great experience. I also bought a cassette adapter for my car because my old one is giving up the ghost. Upon trying the new one, it continually made my car's tape deck flip to side 2 (which it won't work on). It sounded like mud so I took it back within 10 minutes of trying it out. The store staff gladly took my return and tried to offer an alternative solution for me. I told her that I'd probably just stick with what brand I currently have and source a replacement. A pleasurable experience. (2/28/2007)

**Willowbrook TX** — male / 55+ years / Proficiency: some

I visited this location (from Brenham, TX approx 70 miles) to have a defective iPhone fixed or replaced. I assumed, like all other business that offer service that I would get the run-around and have to leave my phone for a couple of weeks for it to be repaired. Wrong! The Genius Bar folks were most helpful and got me fixed and out of there in less than 10 minutes. I only dream that other service providers could follow your lead. Thank you!!! P.S. All the employees even remembered my name the whole time I was in the store...and even when I returned 15 minutes later to purchase something else. Keep up the good work and retain those valuable assets called employees. Kind regards, Parker Floyd for Kay Sanders (9/25/2009)

**Woodfield** — male / 40-54 years / Proficiency: some

They appear to be short staffed. Folks were hovering near Specialists waiting their turn to purchase or ask questions. (7/19/2009)

**Woodland** — male / 18-25 years / Proficiency: lots

Went to get brother's iPod fixed and their database had his iPod registered under someone else's name. They then acted as if I stole it. I called my brother into the store to verify. They then refused to do anything about the iPod when we showed them the receipt because it was purchased at Best Buy...at which point I told them it was their database that was in error, not my brother or I. If their database is screwed up, it is not my responsibility to fix it and they are obligated to repair the iPod. I asked to speak to the manager and when she came out she told us she would do nothing about it, that we had to go to Best Buy to take care of the problem. But because their database was screwed up, when we went to Best Buy to resolve the issue, they sent the iPod back saying that it was not registered to my brother. Fuck you Apple Grand Rapids! (2/2007)

**Woodland** — male / 26-39 years / Proficiency: lots

Woodland is great! Definitely recommended. (5/26/2008)

**Woodland Hills** — male / 40-54 years / Proficiency: lots

Apple should have put this store in a long time ago. (5/10/2008)

**Woodland Hills** — male / 26-39 years / Proficiency: lots

Okay store, bad location. (2/20/2010)

**Yorkdale** — male / 26-39 years / Proficiency: lots

They need a larger store. You're often packed in like sardines the Yorkdale store. I'm sure they lose a ton of business because some people will not enter such a busy store. The store in Buffalo is almost twice the size and I've never seen it as busy. (2/2007)

## ifoApplestore — Store Survey Comments

**Yorkdale** — male / 26-39 years / Proficiency: lots

Small store - very busy and very cramped. Hard to find help and long waits to pay for purchases. Considering how far it is from downtown Toronto, I won't be heading there again. (2/21/2007)

**Yorkdale** — male / 55+ years / Proficiency: lots

Yes. Travelling from London Ontario to Toronto Ontario just to go to an Apple Store is a little far....but the service was great...computers were very busy took a while to get one...genius bar was very helpful (took my broken shuffle in...like 4 minutes latter i walked out with a new one) (3/4/2007)

**Yorkdale** — male / 26-39 years / Proficiency: some

too small (5/1/2007)

**Yorkdale** — male / 55+ years / Proficiency: Genius!

Needs to be bigger. Much bigger. Should be a flagship store. At least Toronto should have one.

Overheard a manager discussing the impact the Store has had on the Mall, (one of Canada's finest) and the stores in its immediate vicinity. More shoppers are going in and asking the neighbour stores what is going on in the Apple store. Is there a sale going on, it is so crowded? As a result they are getting increased activity and sales as well. (12/13/2007)