

## ifoApplestore — Store Survey Results

Location	Appearance	Product display	Product oper	Personnel	Service	Genius Bar	Purchase	GB Wait Time	Purchase Amount \$	First Mac?	Purchase Again?	Rec?	Sex	Age Range	Proficiency	Travel Time
ABQ Uptown	4	5	4	4	4	5	5	on-time	50-100		Y	Y	M	18-25	lots	16-30
ABQ Uptown	5	5	5	4	4	5	5		500+	Y	Y	Y	M	26-39	some	16-30
ABQ Uptown	5	5	5	5	5	5					N	Y	F	26-39	lots	30-60
Ala Moana	4	4	4	4	3	2	4	10-15	500+	N	Y	Y	M	26-39	lots	6-10
✓ Ala Moana	5	5	5	5	3	5	4		11-25			Y	M	26-39	lots	30-60
Alderwood Mall	5	5	5	5	5	5	5		101-500	N	Y	Y	F	18-25	lots	16-30
Alderwood Mall	5	5	5	5	5	5		Select...	Select...	S	S	Y	M	14-17	Genius!	30-60
Alderwood Mall	5	5	4	5	5	5							M	14-17	Genius!	30-60
✓ Altamonte Springs	5	5	5	5	5	5	5		26-50		Y	Y	M	40-54	Genius!	16-30
Annapolis	4	4	4	5	5	5	5	on-time	101-500		Y	Y	M	40-54	lots	16-30
Annapolis	5	5	5	5	5	5	5	early	500+	N	Y	Y	M	18-25	Genius!	11-15
Arden Fair	4	3	4	3	2	5	2		500+	N	N	N	M	18-25	some	16-30
Arden Fair	5	5	5	5	4	3		on-time			Y	Y	M	26-39	Genius!	6-10
Arden Fair																
Arden Fair	1	1	1	1	1	1	1	20-25	500+		N	N	F	18-25	none	16-30
Arndale	4	4	4	3	4	5	4		101-500		Y	Y	M	40-54	Genius!	16-30
Arndale	5	5	5	5	5	5	3	on-time	500+	N	Y	Y	M	26-39	lots	30-60
Arndale	5	5	5	5	3	4	5	early	500+	N	Y	Y	M	14-17	Genius!	6-10
Arndale	5	5	5	5	5	5	5		500+	N	Y	Y	M	14-17	lots	6-10
Aspen Grove	5	5	5	5	5	5	5	early	500+	N	Y	Y	M	26-39	lots	11-15
Aspen Grove	5	4	5	5	5	4		on-time	101-500		Y	Y	F	18-25	lots	over 1 hour
Aspen Grove	5	5	5	5	5	5	5	on-time	101-500	N	Y	Y	M	18-25	lots	6-10
Aventura	4	5	5	4	4	5					Y	Y	M	26-39	some	over 1 hour
Aventura	5	5	5	5	5	5	5	on-time	500+	N	Y	Y	M	40-54	some	16-30
Aventura	5	5	5	5	5	5		10-15	Select...	S	Y	Y	M	18-25	Genius!	16-30
Aventura	2	4	3	1	2	1	3	25+	500+	Y	N	N	F	55+	Genius!	over 1 hour
Barton Creek	4	3	5	3	4	5		early			Y	Y	M	18-25	Genius!	11-15

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Barton Creek	5	5	5	3	4	3	3	early	101-500		Y	Y	M	40-54	some	11-15
Barton Creek	5	5	5	4	4	3	2	on-time	500+	N	Y	Y	M	26-39	some	16-30
Barton Creek	5	5	5	5	5	5			500+	N	Y	Y	M	18-25	lots	11-15
Barton Creek	3	3	3	2	2	5	2		500+	N	Y	Y	M	26-39	lots	6-10
Bay Street	4	4	3	4	4	4	4	5-10	500+	N	Y	Y	M	55+	lots	16-30
Baybrook	5	5	5	5	5	5	5		500+	N	Y	Y	F	26-39	lots	16-30
Bayshore Town Center	5	5	5	5	5	5	5	early	500+	N	Y	Y	M	18-25	lots	16-30
Bayshore Town Center	5	5	5	3	4	5	5	on-time	500+	N	Y	Y	M	26-39	Genius!	6-10
Bellevue Square	4	4	5	3	2	5	3		50-10		Y	Y	M	18-25	Genius!	30-60
Bethesda Row	5	5	5	5	5	4	5	5-10	50-100	Y	Y	Y	F	26-39	some	16-30
Biltmore	5	5	5	3	4	5							M	14-17	Genius!	16-30
Biltmore	5	5	5	5	5	5	5	early			Y	Y	M	18-25	Genius!	16-30
Biltmore	5	5	5	5	5	5	5	early	500+	N	Y	Y	M	18-25	Genius!	11-15
Bluewater	5	5	5	5	5	5	5	on-time	500+	N	Y	Y	M	26-39	Genius!	30-60
Bluewater	3	4	5	4	3	2	3		50-10	N	Y	Y	M	26-39	Genius!	11-15
Bluewater	5	5	5	5	5	5	5		500+	N	Y	Y	M	26-39	Genius!	30-60
Bluewater	5	4	4	5	5	2	4	25+	500+	Y	Y	Y	M	14-17	some	16-30
Boca Raton	5	4	3	5	4	5	5		500+	N	Y	Y	M	26-39	Genius!	5 or less
Boca Raton	4	5	4	4	5	2	3		500+	N	Y	Y	F	55+	some	11-15
Boca Raton	4	5	5	5	5	5	5	early	500+	N	Y	Y	M	26-39	lots	11-15
Brea Mall	5	5	5	5	4	5	4	5-10	500+	Y	Y	Y	M	26-39	some	11-15
Brea Mall	4	3	4	1	1	5					N	N	M	18-25	lots	over 1 hour
Brea Mall	4	5	5	3	5	5	5	10-15	50-100	N	Y	Y	M	18-25	some	16-30
Brent Cross	5	5	5	5	5	5	5	on-time	500+	N	Y	Y	M	18-25	some	11-15
Brent Cross	4	4	4	1	1	5	1	early	500+	N	N	N	M	26-39	some	30-60
Briarwood Mall	4	4	4	5	5	5	5		101-500		Y	Y	M	26-39	lots	6-10
Bridge Street	5	5	5	5	5	5					Y	Y	M	18-25	some	6-10

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Location	Appearance	Product display	Product oper	Personnel	Service	Genius Bar	Purchase	GB Wait Time	Purchase Amount \$	First Mac?	Purchase Again?	Rec?	Sex	Age Range	Proficiency	Travel Time
Bridgeport Village	4	3	4	1	1	5	1		101-500		N	N	M	14-17	Genius!	16-30
Bridgeport Village	5	5	5	5	5	5	5	early	500+	N	Y	Y	M	40-54	lots	16-30
Bridgeport Village	5	4	4	4	3	1		10-15			N	N	M	40-54	Genius!	16-30
Bridgewater	5	5	5	5	4	5	5	early	500+	N	Y	Y	M	18-25	Genius!	11-15
Bridgewater	3	3	3	1	1	1	1	25+	500+	N	Y	N	F	40-54	some	16-30
Bridgewater	5	5	5	5	5	5	5	on-time	500+	N	Y	Y	M	18-25	Genius!	1-30
Bridgewater	5	3	5	5	4	5	4		500+	N	Y	Y	M	18-25	some	11-15
Bridgewater	5	5	4	5	5	4		20-25	50-100	S	Y	Y	M	40-54	lots	16-30
Bridgewater	4	5	5	5	5	5	5	20-25	500+	Y	Y	Y	M	40-54	some	16-30
Bridgewater	5	5	5	4	4	5	4		500+	N	Y	Y	M	18-25	lots	30-60
Buchanan Street	5	5	5	5	5	5	5	early	500+	N	Y		M	18-25	Genius!	30-60
Buchanan Street	5	5	5	5	5	5	5		500+	N	Y	Y	M	18-25	lots	16-30
Buchanan Street	5	5	5	5	5	5	5		101-500	N	Y	Y	M	18-25	lots	30-60
✓ Buchanan Street	5	5	4	5	5	4	3	early	50-100		Y	Y	M	18-25	some	16-30
Bullring	4	5	4	4	4	4		5-10			Y	Y	M	14-17	lots	16-30
Bullring	4	3	5	3	3	4	3	early	50-100	S	Y	Y	M	40-54	lots	over 1 hour
Bullring	2	3	3	1	2	5					N	N	M	26-39	Genius!	30-60
Bullring	5	5	5	5	5	5	5	5-10	101-500	N	Y	Y	M	18-25	lots	16-30
Burlingame	5	5	5	5	5	5	5	early	500+	Y	Y	Y	M	14-17	some	6-10
Burlington	5	4	5	3	4	5	3	20-25	26-50		Y	Y	M	14-17	Genius!	6-10
Cambridgeside	5	5	5	5	5	5	5	on-time	101-500		Y	Y	M	26-39	lots	16-30
Cambridgeside	5	5	5	5	5	5	4	early	500+	N	Y	Y	M	26-39	some	11-15
Cambridgeside	5	4	5	5	5	4	5	early	26-50		Y	Y	F	40-54	Genius!	11-15
Carousel	5	5	3	5	5	5	4		500+	Y	Y	N	M	18-25	some	16-30
Carrefour Laval	4	4	4	4	2	3	2	on-time	101-500	N	Y	Y	M	18-25	lots	11-15
Carrefour Laval	5	4	4	3	4	5					Y	Y	M	14-17	some	11-15
Carrefour Laval	5	5	5	5	4	5	5		500+	N	Y	Y	M	55+	lots	16-30

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Location	Appearance	Product display	Product oper	Personnel	Service	Genius Bar	Purchase	GB Wait Time	Purchase Amount \$	First Mac?	Purchase Again?	Rec?	Sex	Age Range	Proficiency	Travel Time
Carrefour Laval	5	5	5	5	5	4		on-time			Y	Y	M	18-25	lots	16-30
Carrefour Laval	5	5	4	4	5	5			500+	Y	Y	Y	M	14-17	Genius!	over 1 hour
Carrefour Laval	5	5	5	5	5	4	4	early	500+	N	Y	Y	M	18-25	lots	16-30
✓ Century City	3	3	2	2	1	2			50-100	Y	Y	Y	M	26-39	some	16-30
Chandler	3	4	5	2	3	2	3	5-10	500+	N	Y	Y				
Cherry Creek	5	4	4	1	2	5	1		500+	N	N	N	M	55+	lots	over 1 hour
Cherry Hill	5	5	5	5	5	5	5	on-time	101-500	N	Y	Y	M	26-39	Genius!	11-15
Chestnut Hill	5	5	5	5	5	5	5	on-time			Y	Y	M	26-39	lots	16-30
Chestnut Hill	5	5	4	5	4	4		5-10			Y	Y	M	18-25	Genius!	11-15
Chestnut Hill	5	5	5	5	5	5	5	on-time	500+	Y	Y	Y	M	18-25	lots	11-15
Chestnut Hill	4	4	4	1	1	5					N	N	M	26-39	lots	16-30
Christiana Mall	3	3	3	2	1	1		25+	Select...	S	N	N	M	26-39	Genius!	16-30
Christiana Mall	4	5	5	5	5	5	4		500+	N	Y	Y	F	26-39	lots	30-60
Clarendon	4	4	4	2	3	1		25+			Y	N	M	40-54	lots	11-15
Clarendon	5	5	5	5	5	5	5	on-time			Y	Y	F	26-39	lots	16-30
Coconut Point	5	5	5	4	5	5	5		26-50		Y	Y	M	26-39	Genius!	16-30
Columbia	5	5	5	5	5	5	5	early	500+	N	Y	Y	M	18-25	lots	16-30
Corte Madera	5	5	5	4	5	4	5	5-10	500+	N	Y	Y	F	18-25	some	16-30
Corte Madera	5	5	5	5	5	5	5	early	500+	N	Y	Y	M	40-54	Genius!	16-30
Corte Madera	5	5	5	5	5	5	5	early	500+	N	Y	Y	F	26-39	Genius!	11-15
Country Club Plaza	5	5	4	5	5	5	5	early	500+	N	Y	Y	M	26-39	some	16-30
Country Club Plaza	5	5	5	5	5	5	5	on-time	26-50	N	Y	Y	M	26-39	Genius!	5 or less
Country Club Plaza	5	5	5	5	4	5	5	early	500+	N	Y	Y	M	26-39	lots	6-10
Country Club Plaza	5	5	5	5	5	5	5	early	500+	N	Y	Y	F	26-39	Genius!	16-30
Crossgates	5	4	4	5	5	5	4		500+	N	Y	Y	F	40-54	some	30-60
Danbury Fair Mall	5	5	5	5	5	5	5		500+	Y	Y	Y	M	14-17	Genius!	over 1 hour
Danbury Fair Mall	4	4	4	5	5	5	5		50-100	N	Y	Y	F	40-54	lots	6-10

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Location	Appearance	Product display	Product oper	Personnel	Service	Genius Bar	Purchase	GB Wait Time	Purchase Amount \$	First Mac?	Purchase Again?	Rec?	Sex	Age Range	Proficiency	Travel Time
Deer Park	3	4	4	3	3	4							M	18-25	lots	30-60
Derby Street	2	4	3	3	2	3	1				Y	Y	M	55+	lots	16-30
Derby Street	5	5	5	5	4	5	5	early	500+	N	Y	Y	M	40-54	some	16-30
Easton Town Center	5	5	5	3	3	5	3		500+	N	Y	Y	M	26-39	lots	over 1 hour
Easton Town Center	5	5	5	1	3	5	5		500+	N	Y	N	M	18-25	lots	16-30
Easton Town Center	5	5	5	4	5	5	5		500+	N	Y	Y	M	18-25	Genius!	11-15
Easton Town Center	4	4	4	4	5	4	4	on-time	101-500	N	Y	Y	M	18-25	lots	over 1 hour
Easton Town Center	5	4	4	5	4	4		on-time	101-500	N	Y	Y	M	18-25	lots	16-30
Easton Town Center	5	4	5	5	5	5	5	early	500+	N	Y	Y	M	18-25	Genius!	30-60
Eastview	5	5	5	5	5	5		on-time				Y				
Eastview	5	5	5	4	5	1	2	10-15	500+	N	Y	Y	M	26-39	Genius!	11-15
Eaton Centre	5	5	4	5	5	4	4	5-10	500+		Y	Y	M	26-39	Genius!	over 1 hour
Eaton Centre	5	5	5	5	5	5		on-time	50-100		Y	Y	M	55+	lots	16-30
Eaton Centre	4	4	3	2	3	5	2		101-500		Y	Y	M	26-39	lots	5 or less
Eaton Centre	5	5	5	4	5	5	4		101-500		Y	Y	M	18-25	Genius!	16-30
Eaton Centre	4	3	4	2	3	5	3		101-500		Y	Y	M	26-39	Genius!	11-15
Eaton Centre	5	5	5	5	4	5	4	5-10	50-100	S	Y	Y	M	26-39	lots	30-60
Eaton Centre	5	5	5	5	5	5	5	5-10	101-500		Y	Y	M	26-39	Genius!	11-15
Eaton Centre	5	4	5	4	4	5	3	5-10			Y	Y	M	18-25	lots	30-60
Fashion Fair	4	4	4	1	1	5	4		500+	Y	N	N	M	40-54	none	11-15
Fashion Island	3	3		3	3	5	2	25+	500+	N	Y	Y	M	40-54	lots	30-60
Fashion Island	3	4		3	3	5	4	on-time	500+	N	Y	Y	M	40-54	lots	16-30
Fashion Island	4	4	5	5	5	5					Y	Y	M	40-54	lots	30-60
Fashion Show	5	5	5	5	5	5					Y	Y	M	55+	some	16-30
Fashion Show	5	5	4	5	5	5	5	early			Y	Y	M	40-54	lots	16-30
Fashion Show	5	4	5	5	5	5	5		500+	N	Y	Y	M	40-54	lots	16-30
Fashion Valley	1	4	5	5	5	5	5	early	500+	N	Y	Y	M	18-25	Genius!	5 or less

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Fashion Valley	5	5	5	4	4	5	4	15-20	101-500		Y	Y	M	26-39	Genius!	11-15
Fashion Valley	5	5	5	5	5	5	5	early	500+	N	Y	Y	M	18-25	some	11-15
Fifth Avenue	5	5	5	5	4	5	5	early	26-50		Y	Y	M	26-39	Genius!	
Fifth Avenue	1	1	1	1	1	5	1		0-10	N	N	N	F	55+	none	16-30
Fifth Avenue	5	5	5	5	5	5	5		101-50		Y	Y	F	40-54	lots	16-30
Fifth Avenue	5	5	5	5	1	5	5		101-500		Y	Y	M	18-25	Genius!	16-30
Fifth Avenue	5	5	5	5	5	5	5		11-25		Y	Y	M	14-17	lots	over 1 hour
Fifth Avenue	5	5	5	5	5	5			500+	Y	Y	Y	M	14-17	lots	16-30
Fifth Avenue	5	5	5	5	3	5						Y	M	14-17	lots	6-10
Fifth Avenue	5	4	5	5	4	5						Y	M	14-17	lots	over 1 hour
Fifth Avenue	5	5	5	5	5	5	5	5-10	500+	Y	Y	Y	M	26-39	some	16-30
Fifth Avenue	5	5	5	5	5	5	3		26-50		Y	Y	M	26-39	some	over 1 hour
Flatiron Crossing	5	5	5	4	4	5					Y	Y	M	18-25	Genius!	6-10
Flatiron Crossing	5	5	5	5	5	5	5		26-50		Y	Y	M	26-39	lots	11-15
Flatiron Crossing	4	5	4	5	5	5	5		500+	N	Y	Y	M	18-25	lots	16-30
Flatiron Crossing	4	4	4	1	1	2	2	10-15	26-50		N	N	M	26-39	Genius!	11-15
Flatiron Crossing	5	5	5	4	4	5		early			Y	Y	M	26-39	Genius!	16-30
Flatiron Crossing	5	5	3	5	5	5	5		500+	N	Y	Y	F	26-39	lots	30-60
Flatiron Crossing	5	5	5	5	5	5	5	early	50-100	S	Y	Y	M	26-39	lots	16-30
Flatiron Crossing	5	5	5	5	5	5					Y	Y	M	40-54	some	30-60
Florida Mall	5	5	5	5	5	5	5		500+		Y	Y	M	18-25	some	16-30
Florida Mall	5	5	4	5	4	5	5	5-10	500+	N	Y	Y	M	40-54	lots	6-10
Florida Mall	3	3	3	2	2	2	5	10-15	101-500		N	N	F	26-39	some	16-30
Florida Mall	5	5	5	5	5	4	5	early	101-500		Y	Y	F	40-54	some	16-30
Florida Mall	5	5	5	5	5	5	5		26-50		Y	N	M	40-54	some	16-30
Florida Mall	5	5	5	5	5	5	5	early	500+	N	Y	Y	M	26-39	Genius!	16-30
Florida Mall	5	5	5	5	5	5	5	early	101-500		Y	Y	M	26-39	lots	16-30

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Location	Appearance	Product display	Product oper	Personnel	Service	Genius Bar	Purchase	GB Wait Time	Purchase Amount \$	First Mac?	Purchase Again?	Rec?	Sex	Age Range	Proficiency	Travel Time
Florida Mall	5	5	5	5	5	5	5	early	101-500		Y	Y	M	40-54	lots	30-60
Florida Mall	1	1	2	2	3	5	5		500+	Y	Y	N	M	55+	lots	5 or less
Florida Mall	5	5	5	5	5	5	5	on-time			Y	Y	M	18-25	lots	16-30
Florida Mall	5	5	5	5	4	5	5		101-500		Y	Y	M	40-54	lots	30-60
Florida Mall	1	3	3	1	1	5	1		101-500		N	N	M	40-54	lots	30-60
Florida Mall	5	5	5	5	5	5	5	on-time	101-500		Y	Y	M	26-39	lots	30-60
Florida Mall	5	5	5	5	5	4	5	on-time	101-500	S	Y	Y	M	26-39	lots	30-60
Florida Mall	5	5	5	5	5	5	5		500+	N	Y	Y	M	40-54	some	30-60
Florida Mall	5	5	5	5	4	4		5-10	500+	N	Y	Y	M	40-54	lots	6-10
Freehold Raceway Mall	2	1	1	2	2	1	1		101-500		N	N	M	26-39	some	30-60
Freehold Raceway Mall	5	5	5	5	5	5	5	early	500+	Y	Y	Y	M	26-39	some	16-30
Freehold Raceway Mall	5	5	5	5	5	5	4		101-500		Y	Y	M	55+	lots	16-30
Freehold Raceway Mall	5	5	5	5	5	5	5		101-500		Y	Y			lots	11-15
Freehold Raceway Mall	5	5	5	5	5	5	5		500+		Y	Y	M	14-17	Genius!	11-15
Ginza	5	5	5	5	5	5	5		101-500	S	Y	Y	M	18-25	lots	over 1 hour
Ginza	5	5	4	5	5	5	4		500+	N		Y				
Ginza	5	5	5	5	5	5	5	Select...	500+	S	Y	Y	M	40-54	lots	16-30
Glendale	5	5	5	5	5	5					Y	Y	M	18-25	lots	16-30
Grand Arcade	4	5	5	4	4	4	5	early	101-500		Y	Y	M	40-54	lots	over 1 hour
Grand Arcade	5	5	5	5	5	5	5		500+	N	Y	Y	M	18-25	Genius!	16-30
Green Hills	4	4	4	3	3	5	3		500+	N	Y	Y	M	40-54	lots	30-60
Higuera Street	5	5	5	5	5	5	5	5-10	101-500		Y	Y	M	55+	some	30-60
Higuera Street	5	5	5	5	4	5					Y	Y	M	14-17	Genius!	over 1 hour
Houston Galleria	5	5	5	5	5	5	5	on-time	500+	N	Y	Y	M	40-54	lots	6-10
Houston Galleria	4	3	3	1	2	1	1	10-15	101-500		N	N	F	18-25	lots	6-10
Houston Galleria	3	2	3	1	1	2		25+			Y	N	F	18-25	lots	6-10
Houston Galleria	5	5	5	5	5	5			0-10		Y	Y	F	18-25	lots	16-30

## ifoApplestore — Store Survey Results

Location	Appearance	Product display	Product oper	Personnel	Service	Genius Bar	Purchase	GB Wait Time	Purchase Amount \$	First Mac?	Purchase Again?	Rec?	Sex	Age Range	Proficiency	Travel Time
International Plaza	4	5	5	4	3	1		15-20			Y	Y	M	40-54	lots	30-60
International Plaza	5	5	5	2	4	5	2		50-100	N	Y	Y	M	26-39	lots	11-15
International Plaza	3	4	3	5	5	5	4	25+	26-50		Y	Y	M	40-54	lots	6-10
International Plaza	5	5	5	5	5	5	4		101-500	N	Y	Y	M	40-54	lots	6-10
International Plaza	2	2	3	3	3	4	3	on-time	50-100		Y	Y	M	55+	some	16-30
International Plaza	5	5	5	5	5	5	5	on-time	101-500	S	Y	Y	M	18-25	Genius!	30-60
Irvine Spectrum	5	5	4	5	5	4	5		101-500	N	Y	Y	F	18-25	lots	11-15
Irvine Spectrum	4	5	5	2	1	5	3		500+		N	N	F	18-25	some	30-60
Irvine Spectrum	5	5	5	4	4	5						Y	M	18-25	Genius!	6-10
Jordan Creek	5	4	5	2	1	5					Y	Y	M	26-39	Genius!	over 1 hour
Kahala Mall	3	2	3	1	1	1					N	N	M	14-17	none	11-15
Kenwood	5	5	5	5	5	5	5	early	101-500		Y	Y	F	26-39	some	11-15
Kenwood	5	5	5	5	5	5	5	on-time	500+	N	Y	Y	M	26-39	lots	16-30
Kenwood	5	5	5	2	4	5	2	early	500+	N	Y	Y	M	26-39	Genius!	30-60
Kenwood	5	5	5	5	4	5	4	20-25	26-50		Y	Y	M	26-39	lots	30-60
✓ Kenwood	2	3	4		3	1	2	5-10	101-500				F	55+	some	16-30
Keystone	4	4	4	4	5	5	4	early	500+	N	Y	Y	M	26-39	some	16-30
Keystone	5	5	5	5	5	5	5	on-time	101-500	Y	Y	Y	M	26-39	some	16-30
Keystone	5	5	5	5	5	5	5	early	26-50		Y	Y	M	26-39	Genius!	16-30
Keystone	5	5	5	4	5	5	4		500+	Y	Y	Y	M	26-39	Genius!	over 1 hour
Keystone	4	3	4	3	4	5		early	50-100		Y	Y	M	40-54	some	16-30
Keystone	5	5	5	5	5	5	5	early	101-500	N	Y	Y	F	26-39	some	16-30
Keystone	5	5	5	4	5	5	4		101-500		Y	Y	M	14-17	Genius!	over 1 hour
Keystone	4	4	4		4	4	4		50-100	N	Y	Y	M	40-54	lots	6-10
King of Prussia	5	5	5	5	5	5	5	on-time	500+	N		Y	M	40-54	lots	30-60
King of Prussia	5	4	5	5	5	5		on-time	500+	Y	Y	Y	F	26-39	some	30-60
King of Prussia	5	5	5	5	5	5	5	on-time	500+	N	Y	Y	M	26-39	some	11-15

## ifoApplestore — Store Survey Results

Location	Appearance	Product display	Product oper	Personnel	Service	Genius Bar	Purchase	GB Wait Time	Purchase Amount \$	First Mac?	Purchase Again?	Rec?	Sex	Age Range	Proficiency	Travel Time
King of Prussia	5	4	5	5	5	4	5	on-time	50-100		Y	Y	M	18-25	lots	16-30
King of Prussia	5	5	5	4	5	5					Y	Y	M	14-17	lots	30-60
King of Prussia	4	5	5	4	4	5	4		500+	N	Y		M	26-39	some	16-30
King of Prussia	5	5	5	5	5	4	5	25+	500+	N	Y	Y	M	18-25	Genius!	30-60
La Cantera	4	3	3	3	3	5	3		500+		Y	Y	M	40-54	none	30-60
La Cantera	5	5	5	5	5	1	5	25+	500+	N	Y	Y	M	26-39	lots	30-60
La Cantera	5	5	5	5	5	5	5		500+	N	Y	Y	M	40-54	Genius!	16-30
La Cantera	4	5	5	5	5	4	4	5-10	500+	Y	Y	Y	M	18-25	Genius!	6-10
La Encantada	4	4	3	3	4	4		on-time			Y	Y	M	18-25	lots	16-30
Lakeside Shopping	2	1	3	2	3	3	2		500+	N	N	N	M	18-25	Genius!	30-60
✓ Lakeside Shopping	5	5	5	5	5	5		5-10			Y	Y	M	55+	Genius!	over 1 hour
Legacy Village	4	4	5	5	3	3	5	one			Y	Y	M	18-25	some	over 1 hour
Legacy Village	5	4	4	3	3	4	3	on-time	101-500	N	Y	Y	M	26-39	lots	30-60
Legacy Village	4	3	5	3	4	5					Y	Y	M	18-25	lots	30-60
Legacy Village	4	4	3	3	3	5		on-time	101-500	N	Y	Y	M	26-39	lots	30-60
Legacy Village	4	4	5	3	3	4	4		500+	N	Y	Y	M	55+	lots	30-60
Legacy Village	4	4	5	4	3	5	3		101-500		Y	Y	M	55+	some	30-60
✓ Legacy Village	5	5	5	5	5	5					Y	Y	M	14-17	Genius!	16-30
Lehigh Valley	5	5	5	5	5	5	5	early	500+	N	Y	Y	F	18-25	lots	11-15
Lehigh Valley	5	5	4	3	4	5	4		26-50		Y	Y	M	18-25	some	6-10
Lehigh Valley	5	4	3	4	5	5	5		101-500		Y	Y	M	14-17	lots	over 1 hour
Lehigh Valley	5	3	5	5	4	5		on-time			Y	Y	M	14-17	lots	over 1 hour
Lehigh Valley	2	2	2	1	1	1			0-10	N	N	N	M	40-54	lots	30-60
Lehigh Valley	5	5	5	5	5	5						Y	M	18-25	some	16-30
Lenox Square	5	5	5	3	4	5	4		101-500		Y	Y	M	55+	lots	6-10
Lenox Square	5	5	4	4	5	5					Y	Y	M	under13	Genius!	30-60
Lenox Square	5	5	4	5	4	5	5	on-time	500+	Y	Y	Y	M	55+	some	over 1 hour

## ifoApplestore — Store Survey Results

Location	Appearance	Product display	Product oper	Personnel	Service	Genius Bar	Purchase	GB Wait Time	Purchase Amount \$	First Mac?	Purchase Again?	Rec?	Sex	Age Range	Proficiency	Travel Time
Lenox Square	5	5	5	5	5	5	5		500+	N	Y	Y	M	18-25	Genius!	over 1 hour
Lenox Square	5	5	3	1	1	1	2	20-25	500+	N	N	N	M	26-39	Genius!	over 1 hour
Lenox Square	5	5	5	3	4	5						Y	M	under13	Genius!	30-60
Lenox Square	5	5	4	4	4	5	3		11-25		Y	Y	M	26-39	lots	11-15
Macarthur Center	5	5	4	4	4	4		5-10			Y	Y	M	40-54	none	16-30
MacArthur Center	4	4	3	1	1	5					N	N	F	26-39	some	30-60
Macarthur Center	5	5	4	4	4	5	3	10-15	500+	N	Y	Y	M	14-17	Genius!	11-15
Mall of America	5	3	5	4	5	2	5	5-10	500+	N	Y	Y	M	14-17	Genius!	6-10
Mall of America	5	5	4	5	5	5	5	early	500+	N	Y	Y	M	18-25	Genius!	5 or less
Mall of Louisiana	5	5	5	5	5	5						Y	M	26-39	Genius!	30-60
Manchester Arndale	4	4	4	1	1	5	1		101-500		Y	N	M	40-54	Genius!	16-30
Manchester Arndale	5	5	5	4		3	4		0-10		Y	Y	M	40-54	lots	over 1 hour
Manchester Arndale	5	5	5	4	5	4	3	early	0-10	Y	Y	Y	M	18-25	Genius!	11-15
✓ Manchester Arndale	4	4	4	3	1	5	2		50-100		Y	Y	M	40-54	Genius!	16-30
Manhattan Village	5	5	5	5	5	5	5	on-time	101-500		Y	Y	M	18-25	lots	11-15
Mayfair	5	5	5	3	4								M	40-54	lots	30-60
Mayfair	5	5	5	5	5	4	5	early	500+	N	Y	Y	F	18-25	Genius!	16-30
Mayfair	4	4	4	4	4	5	4		101-500		Y	Y	M	26-39	Genius!	over 1 hour
Mayfair	3	3	2	2	1	5	2		500+	N	Y	N	M	40-54	lots	16-30
Meadowhall	5	5	5		5	5	5		101-500	N	Y	Y	M	26-39	lots	16-30
Meadowhall	5	4	4	4	4	5		early				Y	M	18-25	lots	30-60
Meadowhall	5	5	4	5	5	5	5		500+	Y	Y	Y	F	26-39	none	30-60
Meadowhall	2	2	1	1	1	4	2	10-15	500+	N	N	N	M			
Meadowhall	4	3	5	4	3	5	5		500+	N	Y	Y	M	18-25	lots	over 1 hour
Meadowhall	5	4	3	3	2	5	4		500+	N	Y	Y	M	55+	Genius!	30-60
Memorial City	5	5	5	5	5	5	5	5-10	0-10		Y	Y	M	26-39	lots	11-15
Memorial City	5	4	4	5	5	5	5	5-10	26-50		Y	Y	M	18-25	lots	16-30

## ifoApplestore — Store Survey Results

Location	Appearance	Product display	Product oper	Personnel	Service	Genius Bar	Purchase	GB Wait Time	Purchase Amount \$	First Mac?	Purchase Again?	Rec?	Sex	Age Range	Proficiency	Travel Time
Menlo Park	5	5	5	5	5	5	5	early	50-100	N	Y	Y	M	14-17	Genius!	11-15
Millenia	5	5	5	5	5	4	5	early	500+	N	Y	Y	M	26-39	lots	30-60
Millenia	4	4	5	5	5	5	5		26-50		Y	Y	M	40-54	lots	11-15
Millenia	5	5	5	5	5	5	5	early	101-500		Y	Y	F	26-39	some	over 1 hour
Millenia	1	1	1	1	1	1	1	25+	500+		N	N	M	18-25	lots	16-30
Millenia	1	1	1	1	1	1	1	10-15	101-500		N	N	M	26-39	lots	16-30
Millenia	5	5	5	5	5	5	5	early	26-50	S	Y	Y	M	26-39	lots	16-30
Millenia	1	1	2	1	1	2	1	20-25	101-500	N	N	N	F	26-39	lots	16-30
Millenia	3	2	3	2	2	5					Y	Y	M	26-39	Genius!	over 1 hour
Millenia	5	5	5	5	4	5					Y	Y	M	18-25	some	16-30
Milton Keynes	5	5	5	5	5	5	5	5-10	500+	N	Y	Y	M	40-54	Genius!	16-30
Mission Viejo	5	4	5	5	5	4	5	5-10	26-50	N	Y	Y	M	26-39	lots	16-30
Mission Viejo	5	5	5	5	5	4	5	early	500+	N	Y	Y	M	26-39	lots	16-30
Mission Viejo	5	5	5	5	5	4	4	20-25	500+		Y	Y	M	18-25	Genius!	30-60
Montgomery Mall	5	4	4	4	4	5						Y	M	40-54	lots	11-15
Montgomery Mall	4	5	5	5	5	5		early	500+	N	Y	Y	M	18-25	some	6-10
Natick Collection	5	5	5	5	5	5	5		500+	N	Y	Y	M	55+	lots	16-30
Natick Collection	5	5	5	5	5	5	5		500+	N	Y	Y	M	55+	some	over 1 hour
Natick Collection	5	4				5		on-time	500+	Y	Y	Y	F	55+	lots	16-30
Natick Collection	3	3	2	1	1	5	1		500+		N	N	F	40-54	lots	16-30
✓ Natick Collection	5	4	5	5	5	4	5	25+	500+	N	Y	Y	M	under13	Genius!	over 1 hour
North Michigan Avenue	4	4	5	4	2	5	4		50-10		Y	Y	M	40-54	Genius!	30-60
North Michigan Avenue	4	4	5	5	2	5	3		101-500		Y	Y	M	18-25	lots	5 or less
North Michigan Avenue	5	5	5	5	2	4	5		500+	N	Y	Y	M	55+	Genius!	16-30
North Michigan Avenue	5	5	5	5	5	5	5	10-15	50-100	N	Y	Y	M	18-25	lots	16-30
North Michigan Avenue	3	4	4	2	1	5	1		101-500		N		M	55+	Genius!	16-30
North Michigan Avenue	5	5	5	5	5	5	5	on-time	500+	N	Y	Y	F	18-25	Genius!	6-10

## ifoApplestore — Store Survey Results

Location	Appearance	Product display	Product oper	Personnel	Service	Genius Bar	Purchase	GB Wait Time	Purchase Amount \$	First Mac?	Purchase Again?	Rec?	Sex	Age Range	Proficiency	Travel Time
North Michigan Avenue	5	5	5	5	5	5		early			Y	Y	M	18-25	Genius!	6-10
North Michigan Avenue	5	5	5	5	5	5	5		500+	Y	Y	Y	M	26-39	some	5 or less
North Michigan Avenue	3	4	4	2	2	5	2		50-100		Y	Y	M	18-25	lots	6-10
North Point	5	5	5	4	5	5	5	5-10	500+	N	Y	Y	M	18-25	Genius!	6-10
✓ North Star	5	5	5	5	4	5					Y	Y	M	18-25	lots	30-60
Northbrook	5	5	5	5	5	5	5		500+	N	Y	Y	M	26-39	some	11-15
NorthPark Center	4	4	5	4	5	3	4	early	500+	N	Y	Y	M	18-25	Genius!	5 or less
Northridge	2	3	4	4	5	5	5	early	500+	N	Y	Y	M	18-25	Genius!	over 1 hour
Northshore	5	5	5	5	5	4	5	early	500+	N	Y	Y	M	18-25	lots	16-30
Oakbrook	4	4	4	3	3	2						N	M	26-39	lots	16-30
Oakbrook	5	5	5	5	5	5	5	early	500+	Y	Y	Y	M	18-25	none	16-30
Oakbrook	4	4	3	1	2	2	2			N			F	40-54	Genius!	
Old Orchard	4	4	3	5	4	5	5		500+	N	Y	Y	M	26-39	lots	16-30
Orland Park	4	4	4	2	2	1		early				N	F	40-54	lots	16-30
Otay Ranch	5	5	5	5	5	5	5	on-time	26-50		Y	Y	M	26-39	some	6-10
Otay Ranch	5	5	5	5	5	5		Select...	Select...	S	Y	Y	M	40-54	none	6-10
Otay Ranch	5	5	5	5	4	4	5	5-10	500+	N	Y	Y	F	26-39	lots	11-15
Oxmoor Center	5	5	5	5	5	5		early	26-50		Y	Y	M	40-54	lots	over 1 hour
✓ Pacific Centre	5	4	5	5	5	5	3		101-500		Y	Y	M	18-25	Genius!	over 1 hour
Palisades	5	5	5	5	5	5					Y	Y	M	40-54	some	11-15
Palisades	5	5	5	5	5	5	5	5-10	500+	N	Y	Y	F	40-54	none	6-10
Park Meadows	4	5	4	3	3	5	3		50-100		Y	Y	M	55+	lots	30-60
Pasadena	5	5		5	5	5	5	5-10	101-500		Y	Y	M	26-39	lots	16-30
Pasadena	3	4	3	2	3	1	3	25+	50-100		Y	Y	F	26-39	some	11-15
Penn Square	5	4	5	4	5	5	4	on-time	500+	N	Y	Y	M	18-25	some	over 1 hour
Penn Square	5	5	5	4	5	5	4	5-10	500+	N	Y	Y	M	18-25	none	16-30
Penn square	5	5	4	4	4	5	3		11-25		Y	Y		18-25	some	16-30

## ifoApplestore — Store Survey Results

Location	Appearance	Product display	Product oper	Personnel	Service	Genius Bar	Purchase	GB Wait Time	Purchase Amount \$	First Mac?	Purchase Again?	Rec?	Sex	Age Range	Proficiency	Travel Time
Penn Square	5	5	5	5	5	5	5	early	500+	N	Y	Y	M	18-25	lots	16-30
Penn Square	4	5	5	4	4	5	4	5-10	50-100		Y	Y	M	26-39	lots	16-30
Pentagon City	5	5	5	5	4	4		20-25			Y	Y	M	26-39	lots	11-15
Perimeter	5	5	5	5	5	5	5	on-time	500+	N	Y	Y	M	18-25	lots	16-30
Perimeter	5	5	5	5	5	5	5		50-100	N	Y	Y	M	26-39	Genius!	6-10
Pioneer Place	5	5	5	3	3	1		20-25				Y	M	18-25	lots	over 1 hour
Pioneer Place	5	4	4	4	4	4		on-time			Y	Y	F	18-25	lots	16-30
Providence Place	5	5	5	5	5	5	5	early	500+	N	Y	Y	M	18-25	Genius!	11-15
Providence Place	5	5	5	5	5	5	5	early	500+	Y	Y	Y	M	26-39	none	16-30
Providence Place	5	5	4	3	2	5			0-10	N	N	N	M	26-39	lots	16-30
Regent Street	5	5	5	5	5	5	5	5-10	500+	Y	Y	Y	M	26-39	Genius!	11-15
Regent Street	5	4	4	3	2	5					Y	Y	M	18-25	lots	over 1 hour
Regent Street	5	4	4	3	3	5	4		11-25		Y	Y	M	under13	some	over 1 hour
Regent Street	5	5	5	5	5	5	4		101-500		Y	Y	M	14-17	Genius!	30-60
Regent Street	3	3	4	1	2	5	3		101-500		Y	Y	M	18-25	lots	over 1 hour
Regent Street	4	4	4	2	1	1	2	25+	50-100		N	N	F	26-39	lots	30-60
Regent Street	2	1	1	2	1	1		25+	500+	N	N	N	M	26-39	lots	30-60
Regent Street	4	4	2	4	4	5	4		101-500		Y	Y	M	26-39	Genius!	30-60
Regent Street	5	5	5	2	2	2	4		101-500		Y	Y	M	26-39	lots	over 1 hour
Regent Street	5	5	5	3	3	5							M	18-25	lots	30-60
Regent Street	5	5	4	5	5	5	4	on-time	101-500	N	Y	Y	F	26-39	some	16-30
Regent Street	5	3	4	2	1	5					Y	Y	M	14-17	lots	30-60
Regent street	5	5	4	4	5	4	5	10-15	500+	N	Y	Y	M	55+	lots	30-60
Regent Street	5	4	4	4	3	5	4		26-50		Y	Y	M	26-39	Genius!	30-60
Regent Street	5	5	5	5	5	5					Y	Y	M	18-25	Genius!	11-15
Regent Street	5	5	5	3	3	3	3		26-50	N	Y	Y	M	18-25	lots	16-30
Regent street	4	4	5	3	3	5					Y	Y	M	26-39	lots	30-60

## ifoApplestore — Store Survey Results

Location	Appearance	Product display	Product oper	Personnel	Service	Genius Bar	Purchase	GB Wait Time	Purchase Amount \$	First Mac?	Purchase Again?	Rec?	Sex	Age Range	Proficiency	Travel Time
Regent Street	5	5	5	5	5	5	5	on-time	500+	N	Y	Y	M	18-25	lots	over 1 hour
Regent Street	4	3	4	2	3	3	4	5-10	500+	N	Y	Y	M	26-39	lots	16-30
Regent Street	1	1	2	5	3	5	5		101-500		Y	Y	M	18-25	lots	30-60
Regent Street	5	4	5	3	3	3	4	20-25	50-100		Y	Y	M	14-17	lots	over 1 hour
Regent Street	5	4	5	1	2	5	2		101-500		Y	Y	M	26-39	some	over 1 hour
Regent Street	5	4	5	3	3	5	3		0-10		Y	Y	F	18-25	lots	16-30
Regent Street	4	4	5	4	3	5	3		101-500		Y	Y	M	14-17	lots	16-30
Regent Street	5	4	4	5	5	5					Y	Y	M	14-17	Genius!	over 1 hour
Regent Street	5	5	5	5	5	5	5	on-time	500+	Y		Y	M	under13	Genius!	over 1 hour
Regent Street	5	4	5	4	4	5	5	10-15	500+	N	Y	Y	M	26-39	lots	16-30
Ridgedale	5	5	5	4	5	5	5		500+	Y	Y	Y	F	26-39	none	16-30
Ridgedale	5	5	5	3	3	5	4		500+	N	Y	Y	M	40-54	lots	16-30
Ridgedale	5	4	4	4	5	5	5		500+	N	Y	Y	M	40-54	lots	16-30
Rockaway	5	5	5	5	5	5	5	5-10	500+	Y	Y	Y	M	18-25	none	16-30
Rockaway	4	5	5	5	3	5		5-10			Y	Y	F	40-54	lots	16-30
Rockaway	3	3	3	2	3	4		25+			Y	N	M	40-54	lots	16-30
✓ Rockaway	5	5	5	5	5	5	5	on-time	101-500		Y	Y	M	18-25	lots	16-30
Rockingham Park	5	5	5	5	5	5	5		500+	N	Y	Y	M	40-54	lots	16-30
Rockingham Park	5	4	5	5	5	5			50-100		Y	Y	M	26-39	Genius!	16-30
Rockingham Park	4	4	4	4	4	5	4		500+	N	Y	Y	M	40-54	lots	30-60
Rockingham Park	5	4	4	3	1	5				N		N	M	55+	lots	30-60
Rockingham Park	4	4	5	5	3	5					Y	Y	M	18-25	Genius!	16-30
Rockingham Park	4	4	3	2	5	5	5		500+	N	Y	Y	M	18-25	lots	30-60
Romaest	5	5	5	5	5	5	5				Y	Y	M	26-39	lots	over 1 hour
Roosevelt Field	1	2	1	1	1	2	1	20-25	101-500		Y	N	M	26-39	Genius!	16-30
Roosevelt Field	5	5	5	5	5	5	5	early	500+	Y	Y	Y	F	40-54	some	16-30
Roosevelt Field	1	5	5	5	5	5	5	early	500+	Y	Y	Y	M	18-25	none	16-30

## ifoApplestore — Store Survey Results

Location	Appearance	Product display	Product oper	Personnel	Service	Genius Bar	Purchase	GB Wait Time	Purchase Amount \$	First Mac?	Purchase Again?	Rec?	Sex	Age Range	Proficiency	Travel Time
Roosevelt field	1	3	1	3	2	5		5-10				N	M	18-25	Genius!	16-30
Roosevelt Field	5	5	5	5	5	5	5			Y	Y	Y	M	26-39	none	16-30
Roosevelt Field	2	3	4	2	1	1	2	15-20	101-500	N	Y	N	M	26-39	some	16-30
✓ Roosevelt Field	3	2	2	1	1	3	1	10-15	500+	N	Y	Y	M	40-54	lots	16-30
Rosedale Center	4	4	3	1	1	1	1	10-15			N	N	M	18-25	Genius!	6-10
Rosedale Center	5	5	5	5	5	5		early	500+	Y	Y	Y	M	26-39	lots	16-30
Rosedale Center	5	5	5	5	5	5	5	early	101-50	Y	Y	Y	M	26-39	some	16-30
Rosedale Center	5	5	5	5	5	5	5	early	500+	Y	Y	Y	M	40-54	some	30-60
Rosedale Center		5	5	5	5	5	5	on-time	101-500		Y	Y	M	40-54	Genius!	11-15
Saddle Creek	4	4	4	5	5	5		early			Y	Y	M	26-39	lots	over 1 hour
Saddle Creek	4	5	5	5	5	5			101-500	Y	Y	Y	M	26-39	lots	11-15
Saddle Creek	5	5	4	3	4	5	4	on-time	101-500	N	Y	Y	F	40-54	lots	16-30
Saddle Creek	5	5	5	5	5	5		on-time	500+	N	Y	Y	M	26-39	lots	16-30
Sagemore	3	5		2	5	3	4	5-10	101-500		Y	Y	M	18-25	lots	6-10
Sagemore	5	5	5	4	5	5					Y	Y	M	14-17	lots	30-60
Sagemore	5	5	5	4	5	5					Y	Y	M	14-17	lots	30-60
Sagemore	4	4	4	3	2	5	2		101-500		Y	Y	M	18-25	Genius!	16-30
Saint Louis Galleria	5	5	5	5	5	5		5-10	500+	N	Y	Y	F	26-39	lots	16-30
Saint Louis Galleria	5	5	5	5	3	5	5		500+	N	Y	Y	M	26-39	Genius!	30-60
San Francisco	3	3	3	1	1	1	1	25+			N	N				
San Francisco	5	5	5	5	5	5	5		500+	N	Y	Y	M	26-39	lots	16-30
San Francisco	5	4	4	4	5	5	4		11-25		Y	Y	M	18-25	lots	5 or less
San Francisco	4	4	4	4	5	5		on-time	500+	N	Y	Y	M	18-25	Genius!	16-30
San Francisco	5	5	5	5	5	5	5	5-10	500+	Y	Y	Y	M	14-17	lots	16-30
San Francisco	4	4	4	3	3	1	3	25+	500+	N	N	Y	M	18-25	Genius!	16-30
San Francisco	4	4	4	4	4	5	4		101-500		Y	Y	M	55+	lots	over 1 hour
Santa Rosa Plaza	2	1	2	1	1	1	1	25+	500+	N	N	Y	M	18-25	none	30-60

## ifoApplestore — Store Survey Results

Location	Appearance	Product display	Product oper	Personnel	Service	Genius Bar	Purchase	GB Wait Time	Purchase Amount \$	First Mac?	Purchase Again?	Rec?	Sex	Age Range	Proficiency	Travel Time
Santa Rosa Plaza	5	5	5	5	5	5	4	5-10	500+	Y	Y	Y	M	18-25	some	11-15
SanTan Village	5	5	4	5	4	4	5	none				Y	Y	male	26-39	Genius!
Shadyside	5	5	4	5	5	5	5	early	101-500		Y	Y	F	18-25	Genius!	16-30
Shadyside	5	4	4	3	2	5	3		500+	Y		Y	F	40-54	none	16-30
Shadyside	4	4	4	3	3	1					N	N	M	26-39	some	16-30
Sherman Oaks	5	5	5	5	5	5		on-time	500+	N		Y	M	18-25	Genius!	5 or less
Sherway Gardens	3	5	4	2	1	5	3		101-500	N	Y	Y	M	40-54	Genius!	5 or less
Sherway Gardens	4	4	5	4	4	4		10-15			Y	Y	M	26-39	Genius!	16-30
Sherway Gardens	5	5	5	5	5	5	5		26-50		Y	Y	M	18-25	lots	16-30
Sherway Gardens	5	5	5	5	5	5	5	5-10	500+	N	Y	Y	M	18-25	Genius!	11-15
Sherway Gardens	5	5	5	5	5	5					Y	Y	M	26-39	Genius!	30-60
Short Hills	4	4	5		4	5		5-10	101-500		Y	Y	F	26-39	lots	30-60
Short Hills	2	2	3	1	3	1	3	20-25	101-500		N	N	M	18-25	Genius!	30-60
Short Hills	5	5	4	3	4	5	4		500+	N	Y	Y	M	40-54	lots	6-10
Short Hills	5	5	5	4	5	4	5	early	500+	Y	Y	Y	M	14-17	lots	over 1 hour
Short Hills	5	5	5	4	3	5					Y	Y	M	14-17	lots	16-30
Short Pump	4	4	5	5	4	5	3		50-10		Y	Y	M	18-25	lots	30-60
Short Pump	5	5	5	5	4	2						Y	M	14-17	lots	16-30
✓ Short Pump	5	5	5	4	4	5	3		101-500	N	Y	Y	M	40-54	lots	16-30
Simi Valley	5	5	5	5	5	5	4	5-10	500+	N	Y	Y	M	18-25	lots	16-30
Smith Haven	5	5	5	4	4	5	5	on-time	50-100		Y	Y	F	18-25	Genius!	11-15
Smithhaven	5	4	4	5	5	5	1	Select...	500+	N	Y	Y	F	18-25	some	6-10
SoHo	5	5	4	4	4	5					Y	Y	M	18-25	lots	over 1 hour
SoHo	5	5	5	5	5	5	5		101-500		Y	Y	F	40-54	lots	16-30
Somerset	4	4	4	3	3	3		5-10							lots	
Somerset	5	5	5	5	5	5	5	on-time	500+	N	Y	Y	M	18-25	some	16-30
South Center	4	5	5	4	3	4	4		50-100		Y	Y	F	55+	lots	30-60

## ifoApplestore — Store Survey Results

Location	Appearance	Product display	Product oper	Personnel	Service	Genius Bar	Purchase	GB Wait Time	Purchase Amount \$	First Mac?	Purchase Again?	Rec?	Sex	Age Range	Proficiency	Travel Time
South Center	5	5	5	5	5	5	5	early	500+	Y	Y	Y	M	40-54	none	over 1 hour
South Center	5	4	5	5	4	5	5	5-10	101-500		Y	Y	M	40-54	lots	11-15
South Coast Plaza	4	4	4	4	4	5					Y	Y	M	18-25	some	30-60
South Coast Plaza	5	5	5	5	5	5	5		500+	N	Y	Y	M	18-25	lots	5 or less
Southcenter	5	5	5	5	5	5	5	early	101-500		Y	Y	F	55+	lots	over 1 hour
Southdale	4	5	5	4	4	5						Y	M	14-17	Genius!	16-30
Southdale	5	5	5	5	5	5	5	on-time	500+	N	Y	Y	M	18-25	Genius!	6-10
Southlake Town Square	5	5	3	3	3	1	1		101-500	Y	N	N	M	40-54	some	over 1 hour
Southlake Town Square	5	5	5	5	5	5	5	on-time	500+	N	Y	Y	M	18-25	lots	30-60
SouthPark	5	5	4	4	5	5	5	on-time	500+	Y	Y	Y	M	26-39	some	5 or less
SouthPark	5	5	5	4	4	5		early			Y	Y	M	26-39	Genius!	16-30
SouthPark	5	5	5	5	3	5			500+	N	Y	Y	M	26-39	lots	11-15
SouthPark	4	5	5	5	4	5					Y	Y	F	40-54	none	over 1 hour
SouthPark	5	4	5	5	5	5		early				Y	M	under13	lots	11-15
SouthPark	5	5	5	5	5	5		15-20			Y	Y	M	26-39	Genius!	16-30
SouthPark	5	5	5	5	5	5	5	early	500+	N	Y	Y	M	26-39	lots	16-30
SouthPark	5	5	4	5	4	3	5	on-time	500+	N	Y	Y	M	under13	Genius!	30-60
Southpoint	4	4	4	5	4	5	5	on-time	50-100		Y	Y	M	40-54	lots	16-30
Southpoint	5	5	5	5	5	5	5	early	500+	N	Y	Y	M	26-39	Genius!	16-30
St. Johns Town Center	3	3	2	1	1	1	1	25+				N	M	40-54	Genius!	11-15
St. Johns Town Center	2	1	3	1	1	1	1	15-20				N	M	26-39	Genius!	6-10
St. Johns Town Center	5	5	5	3	4	5		early	50-100	N	Y	Y	M	26-39	Genius!	6-10
St. Johns Town Center	3	3	2	1	1	1	1	5-10	101-500		N	S	F	26-39	lots	6-10
St. Johns Town Center	5	5	5	5	5	5				N	Y	Y	F	40-54	none	over 1 hour
St. Johns Town Center	5	5	5	4	4	2		5-10		N	Y	Y	F	18-25	Genius!	6-10
St. Johns Town Center	3	3	2	1	1	4		20-25					M	26-39	lots	16-30
St. Johns Town Center	2	3	3	1	3	1		25+	Select...	S	S	N	M	26-39	lots	6-10

## ifoApplestore — Store Survey Results

Location	Appearance	Product display	Product oper	Personnel	Service	Genius Bar	Purchase	GB Wait Time	Purchase Amount \$	First Mac?	Purchase Again?	Rec?	Sex	Age Range	Proficiency	Travel Time
St. Johns Town Center	5	5	4	5	5	5	4		101-500		Y	Y	M	40-54	lots	30-60
Stamford	1	1	1	1	1	1	1	25+	500+	Y	Y	N	M	55+	none	over 1 hour
Stanford	5	5	4	5	5	5		early			Y	Y	M	18-25	lots	5 or less
Staten Island	5	5	5	5	5	5	5	early	500+	Y	Y	Y	M	14-17	some	16-30
Stonestown	5	5	5	5	5	5	5	early	500+	N	Y	Y	F	26-39	some	16-30
Stonestown	5	5	5	5	5	5		early			Y	Y	M	40-54	lots	16-30
Stonestown	5	5	5	5	5	5	5		500+	N	Y	Y	F	26-39	Genius!	6-10
Stonestown	5	5	5	5	5	5	5	on-time	500+	N	Y	Y	M	40-54	Genius!	11-15
Suburban Square	5	5	5	4	5	5	5		50-100		Y	Y	M	18-25	lots	6-10
Summit Sierra	5	5	2	5	5	5						Y	F	55+	some	16-30
Sydney	5	4	5	5	5	5						Y	M	14-17	Genius!	16-30
✓ Sydney	5	5	5	5	5	5	5	on-time	500+	N	Y	Y	M	26-39	Genius!	over 1 hour
The Falls	4	4	4	2	3	5	3		101-500		Y	Y	M	40-54	lots	over 1 hour
The Falls	4	5	4	4	4	5	4		500+	N	Y	Y	M	26-39	lots	16-30
The Falls	4	5	5	5	5	5					Y	Y	F	18-25	lots	6-10
The Falls	5	5	5	3	3	5		on-time			Y	Y	M	26-39	lots	16-30
The Galleria	5	5	5	5	5	5	5	on-time	500+	Y	Y	Y	M	26-39	some	5 or less
The Gardens Mall	4	5	2	1	1	2	1	25+	500+	Y	N	N	M	40-54	lots	30-60
The Gateway	4	5	5	3	3	4	1	10-15	500+	N	Y	Y	M	18-25	lots	16-30
The Gateway	4	3	5	4	4	5						Y	F	26-39	lots	5 or less
The Gateway	5	5	5	5	4	5	4		11-25		Y	Y	F	40-54	lots	11-15
The Gateway	4	3	3	3	2	3	4	early	11-25		Y	Y	M	14-17	Genius!	16-30
The Gateway	5	4	5	5	5	4	4	early	500+	N	Y	Y	M	26-39	lots	16-30
The Grove	5	5	5	4	5	4	5	on-time	500+	N	Y	Y	M	40-54	lots	16-30
The Grove	3	3	4	3	3	3	4	5-10	500+	N	Y	Y	M	26-39	Genius!	11-15
The Oaks	4	4	5	2	4	5		5-10			Y	Y	M	14-17	lots	30-60
The Pier	5	3	2	1	4	5	4	early	500+	Y	Y	Y	M	18-25	some	over 1 hour

## ifoApplestore — Store Survey Results

Location	Appearance	Product display	Product oper	Personnel	Service	Genius Bar	Purchase	GB Wait Time	Purchase Amount \$	First Mac?	Purchase Again?	Rec?	Sex	Age Range	Proficiency	Travel Time
The Pier	4	5	5	2	2	5					N	Y	M	14-17	lots	over 1 hour
The Pier	4	4	5	3	2	5					N	N	M	14-17	lots	over 1 hour
The Pier	4	4	4	4	4	5	4		101-500		Y	Y	M	26-39	some	16-30
The Summit	5	4	5	3	3	5	3		101-500	N	Y	Y	M	55+	lots	over 1 hour
The Summit	5	5	5	5	5	5	5		500+		Y	Y	M	40-54	lots	11-15
The Summit	5	5	5	5	5	5	5	early	101-500		Y	Y	M	18-25	Genius!	11-15
The Summit	5	5	5	5	5	5		on-time				Y	M	40-54	lots	11-15
The Summit	5	5	5	4	4	5						Y	M	14-17	some	30-60
The Westchester	5	4	3	5	5	4	4	on-time	500+	N	Y	Y	M	14-17	lots	11-15
The Westchester	5	5	5	5	4	5	5		500+	Y	Y	Y	M	26-39	none	over 1 hour
Third Street Promenade	3	5	3	5	4	3	5	early	500+	N	Y	Y	M	26-39	lots	11-15
Tice's Corner	3	3	2	2	2	5	1		50-100		N	N	F	26-39	lots	11-15
Tice's Corner	5	5	5	5	5	5	5	on-time	500+	N	Y	Y	M	18-25	lots	16-30
Tice's Corner	5	5	5	5	5	5					Y	Y	M	55+		16-30
Tice's Corner	3	2	2	1	1	5	2		500+	N	N	N	F	18-25	lots	11-15
Tice's Corner	4	3	4	1	1	5					N	N	M	40-54	lots	16-30
Tice's Corner	5	5	5	5	5	5	5	early	500+	N	Y	Y	M	55+	Genius!	11-15
Tice's Corner	3	1	2	1	1	5						N	F	26-39	lots	16-30
Tice's Corner	3	4	4	4	3	2	4	10-15	50-100		Y	Y	M	14-17	Genius!	11-15
Topanga	5	5	5	5	5	5	5	on-time	500+	N	Y	Y	F	18-25	lots	16-30
Town Square	5	5	5	4	4	4	4	20-25	101-500		Y	Y	M	55+	some	16-30
Town Square	3	3	3	3	1	5					N	N	M	55+	Genius!	30-60
Town Square	5	5	5	5	5	3		25+				Y	M	under13	Genius!	16-30
Towson	4	5	5	4	4	5		early				Y	M	26-39	some	16-30
Trafford Centre	5	5	5	4	5	5					Y	Y			lots	16-30
Trafford Centre	5	5	5	4	5	4	4	early	500+	N	Y	Y	M	18-25	lots	30-60
Trafford Centre	5	5	4	5	5	5			500+	N	Y	Y	M	26-39	lots	over 1 hour

## ifoApplestore — Store Survey Results

Location	Appearance	Product display	Product oper	Personnel	Service	Genius Bar	Purchase	GB Wait Time	Purchase Amount \$	First Mac?	Purchase Again?	Rec?	Sex	Age Range	Proficiency	Travel Time
Trafford Centre	5	4	5	3	4	2	5	20-25	500+	N	Y	Y	M	26-39	Genius!	over 1 hour
Trafford Centre	5	5	5	4	3	4	4	early	500+	N	Y	Y	M	26-39	Genius!	16-30
Twelve Oaks	5	4	3	5	5	5	5	early	26-50		Y	Y	M	under13	Genius!	30-60
Tysons	5	5	4	4	4	5	5		11-25		Y	Y	M	40-54	lots	5 or less
Tysons	5	5	5	5	5	5	5	5-10	500+	Y	Y	Y	M	26-39	some	16-30
Tysons	5	3	5	5	5	5	5		500+	Y	Y	Y	F	40-54	none	30-60
Tysons Corner	5	4	4	5	5	5		15-20		Y		M	5	some	some	6-10
Tysons Corner	5	4	4	4	4	4	4	15-20	500+	N	Y	Y	M	5+	lots	16-30
Tysons Corner	5	5	5	4	4	5	5		500+	N	Y	Y	M	26-39	Genius!	16-30
Tysons Corner	5	5	5	4	4	5	4		500+	N	Y	Y	M	40-54	lots	30-60
Tysons Corner	5	5	5	5	5	5	5	early	101-500	Y	Y	Y	F	26-39	some	16-30
Tysons Corner	5	4	5	4	4	5			101-500	N	Y	Y	F	26-39	some	16-30
Tysons Corner	4	4	5	4	4	3	4	on-time	500+		Y	Y	F	26-39	lots	30-60
Tysons Corner	5	4	3	1	1	1	3	25+	500+	N	Y	Y	M	26-39	lots	30-60
University Town Center	5	5	4	4	5	5					Y	Y	M	18-25	lots	11-15
University Town Center	5	5	5	5	5	4	2		101-500	N	Y	Y	M	40-54	lots	16-30
✓ University Town Center	5	5	5	5	5	5	5	5-10	500+	N	Y	Y	M	18-25	Genius!	16-30
University Village	5	5	5	5	5	5	5		101-500		Y	Y	M	18-25	Genius!	over 1 hour
University Village	5	5	5	5	5	5	5	early	500+	N	Y	Y	M	40-54	lots	30-60
Valley Fair	5	5	5	5	4	3	3	early	101-500	N	Y	Y	M	18-25	Genius!	6-10
Valley Fair	5	5	5	5	5	5	5	early	500+	N	Y	Y	M	18-25	Genius!	6-10
Valley Fair	1	1	1	5	5	1	5	25+	500+	N	N	N	M	18-25	Genius!	6-10
Valley Fair	4	4	5	4	4	4	4	on-time	500+	N	Y	Y	M	18-25	Genius!	11-15
Valley Fair	3	2	2	1	1	5	1		101-500		N	N	F	26-39	none	11-15
Victoria Gardens	5	5	5	5	5	5	5	5-10	500+	Y	Y	Y	M	26-39	none	16-30
Victoria Gardens	4	3	4	4	3	3	4	early	11-25	N	Y	Y	M	26-39	Genius!	16-30
Victoria Gardens	5	5	5	5	5	5	5	5-10	500+	Y	Y	Y	M	14-17	lots	16-30

## ifoApplestore — Store Survey Results

Location	Appearance	Product display	Product oper	Personnel	Service	Genius Bar	Purchase	GB Wait Time	Purchase Amount \$	First Mac?	Purchase Again?	Rec?	Sex	Age Range	Proficiency	Travel Time
Victoria Gardens	5	4	3	2	2	4	2	5-10	0-10		Y	N	M	26-39	lots	11-15
Village Pointe	5	5	5	3	3	5	5		101-500	N	Y	Y	M	14-17	Genius!	30-60
Walden	3	3	4	2	3	1	1	25+	0-10		Y	Y	M	40-54	lots	16-30
Walden	4	4	4	4	5	4		25+	101-500		Y	Y	M	55+	Genius!	30-60
Walden	4	4	2	1	2	2		25+			Y	Y	M	40-54	lots	16-30
Walden	4	3	3	4	5	5	3		500+	Y	Y	Y	F	18-25	some	30-60
Walt Whitman	5	5	5	5	5	5	5	15-20	500+	Y	Y	Y	M	18-25	lots	11-15
Walt Whitman	5	5	5	3	3	2		20-25			N	N	M	26-39	none	6-10
Walt Whitman	5	5	4	4	4	5	3		500+	N	Y	Y	M	14-17	Genius!	6-10
Washington Square	5	5	5	5	5	5	5	early	500+	N	Y	Y	M	26-39	lots	over 1 hour
Washington Square	5	5	4	5	4	5					Y	Y	M	26-39	Genius!	11-15
Washington Square	5	5	5	3	3	5						Y	M	55+	Genius!	11-15
West 14th Street	4	4	4	3	4	3	5	5-10	101-500		Y	Y	M	14-17	Genius!	16-30
West County	5	5	5	5	4	5		early	500+	N	Y	Y	F	40-54	lots	11-15
West County	5	5	5	4	3	5	5		101-500	S	Y	Y	M	18-25	lots	5 or less
West Town Mall	5	5	5	5	5	5	5	10-15	50-100	N	Y	Y	M	26-39	lots	6-10
West Town Mall	5	4	5	4	4	5		on-time	101-500		Y	Y	M	18-25	Genius!	30-60
West Town Mall	5	5	5	5	5	3	5	5-10	101-500		Y	Y	M	40-54	some	30-60
West Town Mall	4	4	5	5	4	5			500+	N	Y	Y	M	55+	lots	over 1 hour
West Towne	4	3	5	3	3	1		20-25			Y	Y	M	26-39	some	30-60
Westfarms	5	3	2	4	2	2	4	on-time	500+	N	Y	Y	M	40-54	Genius!	30-60
Westfarms	5	5	5	5	5	5	5	on-time	500+	N	Y	Y	M	26-39	Genius!	16-30
Westfarms	5	5	5	5	5	5	5		500+	N	Y	Y	M	40-54	some	30-60
Westfarms	5	5	5	5	5	5	5	on-time	500+		Y	Y	M	18-25	lots	30-60
Westfarms	5	5	5	5	5	5	5	early	101-500	N	Y	Y	M	40-54	some	11-15
Westfarms	5	5	5		5	5	5		101-500				M	26-39	lots	16-30
Westfarms	5	5	5	5	5	5	5	on-time			Y	Y	M	18-25	lots	16-30

## ifoApplestore — Store Survey Results

Location	Appearance	Product display	Product oper	Personnel	Service	Genius Bar	Purchase	GB Wait Time	Purchase Amount \$	First Mac?	Purchase Again?	Rec?	Sex	Age Range	Proficiency	Travel Time
WestQuay	4	4	4	3	3	5						Y	M	55+	lots	16-30
WestQuay	5	5	5	5	5	5	5	on-time	50-100	N	Y	Y	M	55+	lots	16-30
Willow Bend	4	4	5	2	3	5				N	N	N	M	18-25	some	16-30
Willow Bend	5	4	4	4	4	5	5		11-25		Y	Y	F	26-39	lots	11-15
Willow Bend	5	5	5	5	5	5	5		101-500	N	Y	Y	M	26-39	Genius!	11-15
Woodfield	4	3	3	1	1	2	3	15-20	500+	N	N	N	M	26-39	lots	16-30
Woodfield	5	4	5	4	5	4	3	early	101-500	S	Y	Y	M	26-39	some	30-60
Woodfield	4	5	4	5	4	3	4	on-time	500+	N	Y	Y	F	18-25	lots	16-30
Woodland	4	4	4	4	4	1	5	20-25	50-100		Y	N	M	18-25	lots	16-30
Woodland	5	5	5	5	5	5		early				Y	M	18-25	lots	over 1 hour
Woodland	5	4	5	4	4	5	4	Select...	101-500	S	Y	Y	M	26-39	lots	6-10
Woodland Hills	5	4	5	5	5	5					Y	Y	F	18-25	some	6-10
Woodland Hills	5	5	5	5	5	5	5	5-10	500+	Y	Y	Y	M	40-54	lots	30-60
Yorkdale	5	5	4	4	4	5	4		26-50		Y	Y	M	14-17	Genius!	30-60
Yorkdale	5	4	4	5	3	4	4	5-10	500+	N	Y	Y	M	26-39	lots	16-30
Yorkdale	4	5	3	5	5	4	3	10-15	500+	N	Y	Y	M	26-39	lots	30-60
Yorkdale	3	4	4	3	3	5	3		50-100		N	N	M	26-39	lots	16-30
Yorkdale	5	5	3	1	3	5	5	on-time	101-500	N	Y	Y	M	55+	lots	over 1 hour
Yorkdale	3	4	4	4	3	3		15-20	50-100		Y	Y	M	26-39	lots	30-60
Yorkdale	2	3	3	2	2	5	3		101-500		Y	Y	M	26-39	some	11-15
Yorkdale	4	4	4	4	4	5	4		500+	N	Y	Y	M	26-39	Genius!	over 1 hour
Yorkdale	4	4	4	4	4	5		5-10	500+	N	Y	Y	M	55+	Genius!	16-30
Yorkdale	4	5	5	5	5	5	5	on-time	101-500		Y	Y	M	26-39	Genius!	16-30