

Macintosh or Windows 3.0?

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Windows 3.0 has been out for almost a year now, and people at Apple have naturally been curious about customers' response to it—especially in comparison with the Macintosh. In recent studies, we have found that across the board, both MIS managers and business users consistently rate the Macintosh higher than personal computers running Windows 3.0, including specific attributes such as overall satisfaction, performance, productivity, and others.

Two studies were conducted on Apple's behalf in January of this year by an independent research firm, Diagnostic Research, Inc. Apple has published the results in a brochure entitled *Macintosh or Windows 3.0? A synopsis of what MIS managers and business computer users have to say*. Some results are also being quoted in many of Apple's print advertisements.

In one study, 153 MIS managers from Fortune 1000 and smaller companies were surveyed. Each manager had to be responsible for at least five Macintosh and five Windows 3.0 systems, had to have worked with Windows 3.0 for at least three months, had to be familiar with each system, and had to be a decision maker in the purchasing process. In the other study, 408 business users in non-MIS departments were surveyed: 209 Macintosh users and 199 users of Windows 3.0. The business users had to spend at least five hours per week using a personal computer and must have used their respective operating systems for at least three months.

Both groups were asked to evaluate numerous attributes of the systems they were using. The MIS managers were asked about such topics as overall satisfaction, versatility, speed, ease of setting up a LAN, hours of training to learn a network, ease of installation, hours of training time, and training costs. Business users were surveyed about satisfaction, use patterns, availability of applications, ease of use, and purchasing recommendations. 2

The MIS managers reported that when it comes to personal computers, the most important attributes are productivity, ease of use, satisfaction, software availability, and ease of learning—and they rated the Macintosh higher than Windows 3.0 in each of these areas as well as in others such as training and support time and cost. The business users said that they most valued reliability, performance as a business tool, satisfaction, and ease of use, and they consistently rated the Macintosh higher in each of these categories.

KEY POINTS MADE

BY RESPONDENTS

Here are some key points from the study:

Higher Satisfaction. The MIS managers are significantly more satisfied with the overall performance of the Macintosh. Business users likewise give the Macintosh higher ratings as a source of satisfaction in doing their jobs and use their computers more hours each day than Windows users do. Macintosh users rated their systems more enjoyable to use and rated them higher in the category of giving them greater confidence in using their computers. Consequently, Macintosh users also give their computers a stronger purchase recommendation.

Superior Performance. The MIS managers give the Macintosh higher marks for versatility (the ability to run many different applications) as well as for speed and the quality of printed output. Business users rated the Macintosh superior in key performance categories, including performance as a business tool, the ability to present ideas effectively, graphics quality, availability of applications, and being useful in many aspects of their jobs.

Increased Productivity. The MIS managers

give the Macintosh a clear edge in user productivity, ease of use, ease of learning basic operations, and ease of learning new applications. Likewise, Macintosh business users rated their computers higher in terms of making it easier to learn basic operations, and new applications, and providing greater consistency among applications.

Reduced Administration and Training Costs. Among the MIS group, the Macintosh was rated superior for ease of installing peripherals, installing and configuring new software, and upgrading system software. Training time per novice user is approximately half of that required for Windows 3.0, and the training time per experienced user is also lower on the Macintosh. Subsequently, training costs per user, number of hours of user support per month, and installation costs were all reported to be lower for the Macintosh.

Connectivity. The MIS managers agree that it is easier to set up a small, homogeneous LAN with the Macintosh than with personal computers running Windows 3.0. Users also require significantly less time to learn to use a Macintosh network.

The results of these studies have many implications for Macintosh developers. Not only do these results show that the Macintosh is the superior computing environment but the Macintosh's higher ratings in both studies are also likely to translate into more favorable impressions of your products.

TABLES

**TABLE 1:
MIS MANAGERS' RATINGS OF MACINTOSH VS. WINDOWS 3.0**

ATTRIBUTE	MEAN SCORES	
	MACINTOSH	WINDOWS
Overall satisfaction	8.0	7.0

Versatility (ability to run many different applications)	7.4	6.9
Speed	7.2	6.2
Ease of setting up a small, homogeneous LAN	7.6	5.2
User productivity	8.3	7.2
Training time per novice user	5.1 hrs.	9.7 hrs.
Training time per experienced user	2.4 hrs.	3.6 hrs.
Training required to learn to use a network	3.0 hrs.	4.7 hrs.
Support time per user per month	4.5 hrs.	8.3 hrs.
Training costs per user	\$320	\$482
Installation costs	\$900	\$1,087

**TABLE 2:
BUSINESS USERS' RATINGS OF MACINTOSH VS. WINDOWS 3.0**

ATTRIBUTE	MEAN SCORES	
	MACINTOSH	WINDOWS
Overall satisfaction	8.9	8.0
Purchase recommendation	9.3	8.0
Performance as a business tool	8.8	8.0
Availability of business applications	8.0	7.0
Ease of accessing and using a network	8.6	7.5
Giving confidence in using the computer	8.8	7.4
Hours use per day	5.3 hrs.	4.4 hrs.