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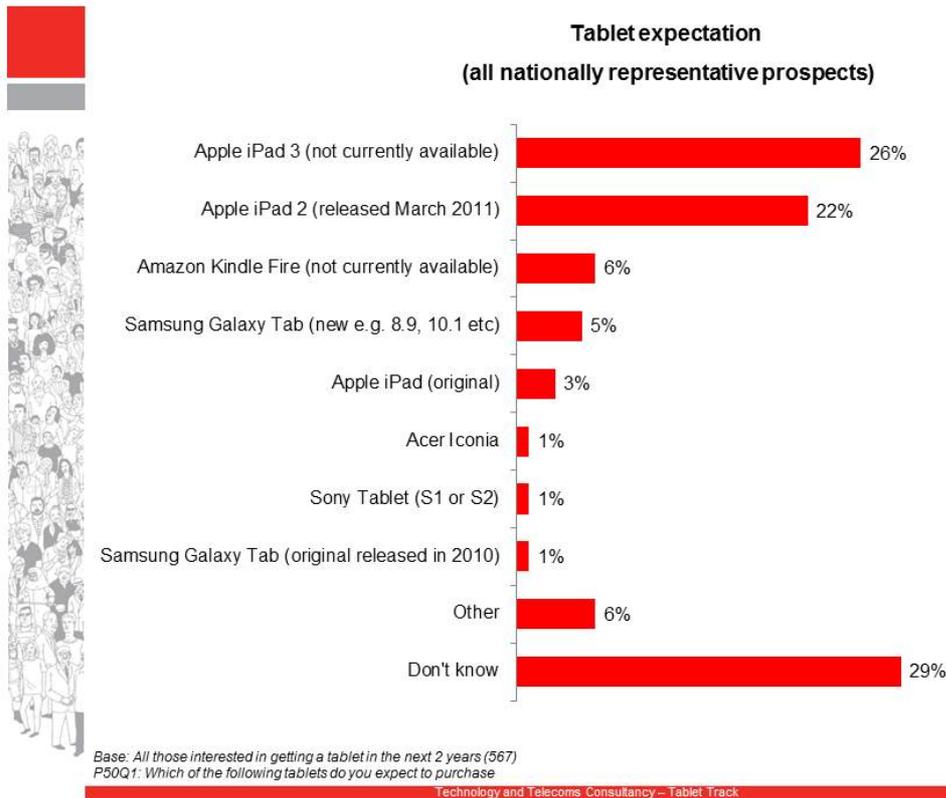
**iPad 3 is the most popular choice for prospective tablet consumers - even prior to launch**

Research from a recent YouGov study reveals that just over a quarter of all tablet prospects\* (26%) plan on buying an iPad 3 - even before the upcoming product is launched or named.

The study found that 16% of the British population are keen to purchase a tablet within the next two years. However, just 8% of prospects expect to get a tablet within the next three months.

The iPad remains the tablet of choice amongst British consumers with two thirds, of those that expressed a brand preference, planning to purchase either an iPad 2 or 3.

By contrast, just 6% of prospects overall plan on getting an Amazon Kindle Fire (also not yet launched in the UK but beginning to build some anticipation and traction) and 5% a Samsung Galaxy Tab.



Just under half of all prospects (48%) favour a tablet with Wi-Fi and 3G capability in advance of purchase, whereas only 27% want a Wi-Fi only tablet. Previous research from YouGov's Tablet Track\*\* has found that despite prospects aspiring to get a Wi-Fi and 3G tablet, the

majority end up buying a Wi-Fi only tablet due to price concerns about the cost of the hardware and the overall ownership cost of 3G devices.

Russell Feldman, Associate Director in YouGov's Technology and Telecom's team says: "The tablet remains synonymous with the iPad and Apple continues to dominate the market with nearly three quarters (73%) of the owner base. Whilst a plethora of Android tablets are trying to compete, success has been limited outside of Samsung. Our view is that there are opportunities here for both Amazon and Microsoft to challenge in the future."

**-ENDS-**

**Notes to editors:**

Figures, unless otherwise stated, are from YouGov Plc.

Total sample size was 4,119 nationally representative respondents. 567 of the representative respondents were tablet prospects. Fieldwork was undertaken between 16<sup>th</sup> - 22<sup>nd</sup> February 2012. The survey was carried out online.

\*A 'tablet prospect' is defined as a consumer looking to purchase a tablet in the next two years.

\*\*Taken from YouGov's Tablet Track Wave 7 (January 27<sup>th</sup> to 2<sup>nd</sup> February). 1,652 tablet owners.

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### **About YouGov's Tablet Track**

Since August 2010, YouGov has been tracking the tablet market. Now in its seventh wave of research, the study interviews 1500 tablet owners and 2000 respondents representative of the national population to understand their views towards tablets. The project is a syndicated study produced every quarter (next wave due March 2012).

### **About YouGov**

YouGov is an international, full service market research agency offering added value consultancy, qualitative research, field and tab services, syndicated products such as the daily brand perception tracker BrandIndex, fast turnaround omnibus and comprehensive market intelligence reports. YouGov's sector specialist teams serve financial, media, technology and telecoms, FMCG and public sector markets.

YouGov is considered a pioneer of online market research and has a panel of 2.5 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

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