

## YouGov Survey Results

Sample Size: 1667

Fieldwork: November 2010, wave 2

		Tablet ownership			And which of the following devices do you use most often?		
		Tablet owners	e-reader owners	Non tablet / e-reader owner	Apple iPad	Amazon Kindle	Sony e-reader
<b>How many tablets are currently owned by you and members of your household (e.g. your partner, your child(ren) etc)?</b>							
Unweighted Base	1674	802	854	-	782	442	412
<b>Base</b>	1667	802	849	-	782	439	410
One	1225 74%	646 81%	570 67%	-	637 81%	300 68%	271 66%
		C			FG		
Two or more	269 16%	141 18%	122 14%	-	145 17%	67 15%	55 13%
Don't know	173 10%	15 2%	157 18%	-	14 2%	72 16%	85 21%
			B			E	E

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## YouGov Survey Results

Sample Size: 269

Fieldwork: November 2010, wave 2

	Tablet ownership			And which of the following devices do you use most often?			
	Total	Tablet owners	e-reader owners	Non tablet / e-reader owner	Apple iPad	Amazon Kindle	Sony e-reader
<b>And why do you have more than one tablet in your household? Please tick all that apply.</b>							
Unweighted Base	266	139	122	-	129	67	55
<b>Base</b>	<b>269</b>	<b>141</b>	<b>122</b>	<b>-</b>	<b>131</b>	<b>67</b>	<b>55</b>
My partner uses my tablet all the time so I bought another	98 36%	53 38%	43 35%	- -	48 37%	21 31%	22 40%
Given as a gift	57 21%	23 16%	31 26%	- -	21 16%	16 24%	15 28%
Other tablets became available that I was interested in having	47 17%	26 19%	18 15%	- -	25 19%	12 18%	6 11%
Other family members use my tablet all the time so I bought another	34 13%	24 17%	10 8%	- -	23 17%	5 7%	5 10%
My child or children used my tablet all the time so I bought another	27 10%	20 14%	7 6%	- -	18 14%	3 4%	4 7%
I initially bought a Wi-Fi only version and wanted one with 3G capabilities	18 7%	14 10%	4 3%	- -	10 8%	2 3%	2 4%
Other	50 19%	24 17%	26 21%	- -	24 18%	17 25%	9 16%
Don't know	6 2%	1 1%	5 4%	- -	1 1%	-	5 9%
						*	EF*

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And are you planning on purchasing any more tablets or e-readers?

	Tablet ownership			And which of the following devices do you use most often?			Which model of the Apple iPad do you own? If you own more than one Apple iPad please think of the one you use most often.		
	Total	Tablet owners	e-reader owners	Non tablet / e-reader owner	Apple iPad	Amazon Kindle	Sony e-reader	iPad (wi-fi only)	iPad (wi-fi and 3G)
Unweighted Base	1674	802	854	-	782	442	412	478	285
<b>Base</b>	1667	802	849	-	782	439	410	478	285
Yes, I am	307 18%	152 19%	151 18%	- -	147 19%	78 18%	73 18%	93 19%	54 19%
No, I'm not	1090 65%	518 65%	561 66%	- -	509 65%	293 67%	268 65%	308 64%	186 65%
Don't know	270 16%	131 16%	137 16%	- -	126 16%	67 15%	70 17%	77 16%	45 16%

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## YouGov Survey Results

Sample Size: 307  
Fieldwork: November 2010, wave 2

You said that you are planning on buying another/ more tablets or e-readers. Which of the following are you considering purchasing? Please tick all that apply.

	Tablet ownership			And which of the following devices do you use most often?			
	Total	Tablet owners	e-reader owners	Non tablet / e-reader owner	Apple iPad	Amazon Kindle	Sony e-reader
Unweighted Base	309	152	151	-	147	79	72
<b>Base</b>	307	152	151	-	147	78	73
Apple iPad	169 55%	105 69% C	61 41%	-	105 71% FG	26 33% *	35 49% *
Amazon Kindle	109 35%	36 24%	72 48% B	-	35 24%	47 60% EG*	25 34% *
Sony e-reader	37 12%	11 7%	26 17% B	-	9 6%	4 5% *	22 31% EF*
Samsung Galaxy Tab	34 11%	19 13%	15 10%	-	18 12%	5 7% *	9 13% *
BlackBerry Playbook	25 8%	15 10%	10 7%	-	13 9%	5 6% *	5 7% *
BlackBerry BlackPad	21 7%	13 9%	8 5%	-	13 9%	6 8% *	2 3% *
Archos Tablet	13 4%	7 5%	6 4%	-	5 3%	1 1% *	5 7% *
Panasonic Toughbook	12 4%	5 3%	7 5%	-	5 3%	4 5% *	3 4% *
Next Tablet	11 4%	7 5%	4 3%	-	7 5%	1 1% *	3 4% *
Dell Streak	11 4%	7 5%	4 3%	-	7 5%	- *	4 6% F*
LG Optimus One	7 2%	5 3%	2 1%	-	5 3%	1 1% *	1 1% *
Other tablet / e-reader	12 4%	6 4%	5 3%	-	6 4%	3 4% *	2 3% *
None of these	4 1%	1 1%	3 2%	-	1 1%	1 1% *	2 3% *

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Fieldwork: November 2010, wave 2

	Tablet ownership			And which of the following devices do you use most often?			
	Total	Tablet owners	e-reader owners	Non tablet / e-reader owner	Apple iPad	Amazon Kindle	Sony e-reader
<b>And which of the following best describes the reason(s) why you would like to buy another tablet?</b>							
Unweighted Base	309	152	151	-	147	79	72
<b>Base</b>	307	152	151	-	147	78	73
My child or children use my tablet all the time	40 13%	29 19%	11 7%	-	26 18%	5 6%	6 8%
		C			F	*	*
My partner uses my tablet all the time	112 36%	69 45%	42 28%	-	66 45%	27 34%	15 21%
		C			G	*	*
Other family members use my tablet all the time	44 14%	29 19%	15 10%	-	28 19%	13 17%	2 3%
		C			G	G*	*
I bought a Wi-Fi only version and now want one with 3G capabilities	27 9%	19 12%	8 5%	-	19 13%	5 6%	3 4%
		C			G	*	*
There are other tablets available now or will be available soon that I would like to have	77 25%	26 17%	49 32%	-	26 18%	19 25%	29 40%
			B			*	EF*
Other	65 21%	26 17%	38 25%	-	26 18%	17 22%	21 29%
						*	*
Don't know	1 0%	-	1 1%	-	-	1 1%	-
						*	*

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