

For immediate release

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High awareness but limited understanding of Apple iPad’s capabilities among British adults, according to new research from YouGov

An online survey conducted by YouGov in the days following the launch of Apple’s iPad shows that awareness of the product is high but that there remains some confusion about its features and capabilities.

More than two thirds of British adults (70%) shown an image and provided with a brief description of the Apple iPad, claimed to have heard about it.

A large majority of respondents recognized that the Apple iPad had a touch screen (72%), that it can send and receive emails (68%) and that it can connect to the Internet via WiFi (65%).

The e-reader capabilities of the product are also well recognized with almost two thirds (64%) of respondents expecting to be able to read electronics books and magazines on it.

Specifically and erroneously, significant numbers of respondents believe that the iPad can make telephone calls (37%), has a camera (38%) and most importantly has a fully functioning, multi-tasking operating system (54%). This figure rise to 61% among the key demographic for products of this type - those aged 25 to 44.

Apple fans may be disappointed

Marek Vaygelt, Head of Technology and Telecoms Consulting at YouGov points out that misunderstanding of the iPad’s operating system capabilities is greater among existing Apple customers. *“Apple customers who own three or more Apple products have a very high awareness of the iPad but are way more likely than the population as a whole to believe it has a multi-tasking operating system. While this is a software rather than a hardware feature it suggests Apple’s core market might want to wait for an upgraded version.”*

	GB population	Owners of 3 or more Apple products
Awareness of the iPad	70%	91%
Belief in multi-tasking OS	54%	67%

Apple product owners the most likely customers for iPad

Despite this misunderstanding, while 7% of the survey's respondents believe they will probably or definitely buy an Apple iPad, 23% of owners of three or more Apple products believe that they will do so.

With 40% of British adults owning at least one Apple product, YouGov estimates that the vast majority of Apple iPad sales will come from existing Apple customers with iPhone and Apple iMac customers the most likely purchasers.

Notes to editors

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,047 adults. Fieldwork was undertaken between 29th January – 1st February 2010. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

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About YouGov Technology and Telecoms Consulting

YouGov has a dedicated team of specialists in technology and telecoms research, working with a wide variety of clients to deliver research and consultancy services. The team specialises in identifying low incidence consumer groups including early technology adopters that are often key to the launch strategy of new technology products and services. Other areas of expertise include brand profiling and tracking and customer satisfaction and loyalty.

About YouGov

YouGov is an international, full-service research company primarily using online panels to provide quantitative and qualitative research across a range of specialisms. These include consumer markets, financial services, public sector, technology and telecoms and media. YouGov's full-service offering spans added-value consultancy, syndicated and product offers, omnibus and field and tab services.

YouGov is considered the pioneer of online market research. Through panel management expertise, flexibility and an innovative approach to recruitment, YouGov operates a quality panel of about 250,000 UK members representing all ages, socio-economic groups and other demographic types, with excellent response rates. YouGov also specialises in growing and maintaining dedicated panels of specialist consumer and professional audiences.

YouGov has been acclaimed as the UK's most accurate opinion pollster and dominates Britain's media polling. YouGov is one of the most quoted agencies in Britain and has a well-documented and published track record illustrating the success of its survey methods and quality of its client service work.

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