

For immediate release
12 February 2010

High awareness but limited understanding of Apple iPad's capabilities amongst adults in Britain, USA, Denmark, Germany and the Middle East

YouGov research conducted in Britain, USA, Denmark, Germany and the Middle East shows a high level of awareness of the Apple iPad, but that many consumers are overestimating the product's features.

Awareness of the iPad was highest in Britain and lowest in Denmark and the Middle East. When shown a picture of the product and asked if they had heard about it 70% of British respondents said they had, compared to 64% in USA, 63% in Germany, 60% in Denmark and 53% in the Middle East.

Middle East respondents were most likely to buy the iPad, with 58% of respondents stating they would definitely or probably buy the iPad, compared to 17% in Germany, 13% in the USA and only 7% in Denmark and the UK.

While consumers in the Middle East were by far the most enthusiastic about buying the iPad, they are also the most likely to be disappointed by its features, believing that the iPad can make telephone calls (59%), make video calls (56%) and has a camera (59%). In the other countries, 37% of respondents in Germany and Britain, 36% in the USA and 40% in Denmark thought the iPad could make phone calls. 36% in Germany, 34% in Britain, 33% in the USA and 31% in Denmark thought the iPad could make video calls.

Respondents in Europe expected to pay far more for the iPad than in the USA or the Middle East. In the UK, Denmark and Germany the median price people said they were willing to pay for an iPad was between \$410 and \$630. In the USA respondents would pay a median price of between \$300 and \$400 and in the Middle East they would be willing to pay only between \$160 and \$320.

The name of the product itself was seen most positively by Middle Eastern and American consumers. 84% of Middle East respondents and 56% of those in the US thought Apple iPad was an appealing brand name. In Denmark 43% found the name appealing, with 30% disliking it. UK consumers were the most dismissive - 44% found the name appealing, but almost as many, 39%, disliked it.

Notes to editors

All figures, unless otherwise stated, are from YouGov Plc. All fieldwork was carried out online, sample sizes and fieldwork dates are set out below. All figures have been weighted to be representative of all adults in the country being surveyed, except the Middle Eastern sample which is representative of all urban adults.

Great Britain: sample size 2047, fieldwork 29th January – 1st February 2010

Germany: sample size 1054, fieldwork 29th January – 2nd February 2010

Denmark: sample size 503, fieldwork 2nd February – 4th February 2010

USA: sample size 1000, fieldwork 29th January – 1st February 2010

Middle East (Saudi Arabia, Qatar, Bahrain, Kuwait and United Arab Emirates): sample size 2252, fieldwork 3rd February – 9th February 2010

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About YouGov

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Since YouGov was launched in 2000, the Group has developed its engagement with people and online market research activities into an international research network with online panels of 2.2 million people in over thirty countries. YouGov currently has 15 offices worldwide, providing geographic coverage in the United Kingdom and Southern Europe, Germany, Central and Eastern Europe, Scandinavia & Northern Europe, Middle East and North Africa and USA and Canada.

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