comScore.

comScore Releases Results of Study on Apple iPad and E-Reader Consumer Attitudes, Behaviors and Purchase Intent

--iPad Matches Amazon Kindle in Awareness and Purchase Intent --Consumers Indicate Willingness to Pay for Digital Content for iPads and e-Readers, With Highest Receptivity among Younger Adults

RESTON, Va., March 22, 2010 /PRNewswire via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released the results of a survey of 2,176 Internet users regarding their awareness, attitudes and opinions of the Apple iPad and other e-readers/tablet devices. Results were analyzed across age and gender profiles, as well as the "iOwners" consumer segment, defined as those owning either an iPhone or iPod Touch. The complete results of the study are available for purchase (details included at bottom).

(Logo: http://www.newscom.com/cgi-bin/prnh/20080115/COMSCORELOGO)

"The tablet and e-reader market is developing at a breakneck pace right now, and Apple's entry into the market is sure to accelerate mainstream consumer adoption," said Serge Matta, comScore executive vice president. "These devices have the potential to be incredibly disruptive to the way consumers currently access digital content. While only time will tell exactly how consumer behavior will change, our research suggests that not only will a variety of markets be impacted by the introduction of these devices but also that there are substantial opportunities for those in the digital content ecosystem."

E-Reader Awareness and Purchase Intent

Consumers were asked several questions regarding their awareness of various e-readers and tablet devices and their past purchase behavior or intent to purchase these devices. The results showed very high awareness of the iPad out of the gate, with an aided awareness of 65 percent, the same as that of the Amazon Kindle e-reader. Overall, consumers have demonstrated a high level of interest in these types of devices with between 58 percent and 69 percent of consumers having conducted online research of the top five devices. Amazon Kindle rated highest in terms of current device ownership at 6 percent of all Internet users, followed by Sony Reader at 4 percent. The iPad rated highest in terms of consumers seriously considering purchase over the next three months at 15 percent of Internet users, with the Kindle at 14 percent.

E-Reader Awareness and Purchase Intent
March 12-16, 2010
Total U.S. Internet Audience, n=2,176
Source: comScore, Inc.

	Percent of Respondents			
	Aided Awareness	Researched Online	Bought	Seriously Considered Buying in Next 3 Months
Amazon Kindle	65%	69%	6%	14%
Apple iPad	65%	66%	1%	15%
Barnes & Noble Nook	28%	63%	2%	10%
Sony Reader	39%	65%	4%	9%
Samsung Papyrus	11%	58%	1%	8%

iPad Usage Intentions

Consumers were also questioned about which features and activities they would be most likely to use if they owned an iPad, with responses indicating that they viewed the iPad differently than a traditional e-reader. Just 37 percent of respondents indicated they were "likely" or "very likely" (i.e. top 2 boxes) to read books on the device, 9 percentage points higher than those who indicated they would be "unlikely" or "very unlikely" (bottom 2 boxes). Nearly half indicated a high likelihood of using the iPad for browsing the Internet (50 percent) and email (48 percent), while more than one third said they would use it for listening to music (38 percent), reading books (37 percent), maintaining an address book/contact list (37 percent), watching videos/movies (36 percent), storing and viewing photos (35 percent) and reading newspapers and magazines (34 percent).

iPad Usage Intentions
Q: "If you owned an iPad, how likely would you be to use the following features of activities on the device?" (7-point scale)
March 12-16, 2010
Total U.S. Internet Audience, n=2,176
Source: comScore, Inc.

	Percent of Respondents		
	Likely (Top 2 Boxes)	Unlikely (Bottom 2 Boxes)	Differential
Read books	37%	28%	9
Read the newspaper/magazines	34%	30%	4
Browse the Internet	50%	21%	29
Email	48%	21%	27
Watch videos/movies	36%	28%	8
Listen to music	38%	26%	12
Maintain an address book/contact list	37%	27%	10
Use a calendar	33%	29%	4
Store and view photos	35%	26%	9
Download apps from the iTunes App Store	26%	36%	-10
Play arcade, card games, word games or number puzzles	30%	32%	-2
Play action, strategy, role playing, 1st person shooter games	22%	44%	-22

"iOwners" Represent Attractive Target Segment for Digital Content

Results also showed that iOwners exhibited very different characteristics and receptivity to the purchase and use of digital content than non-iOwners. 52 percent of iOwners said they were willing or very willing to pay for newspaper and magazine subscriptions specially formatted for e-readers, compared to just 22 percent of non-iOwners. Similarly, 50 percent of iOwners who also own an e-reader said they had spent at least $60 on e-books in the past three months compared to only 24 percent of non-iOwners. These findings suggest that those who are already familiar and comfortable with making digital content purchases via iTunes may have a relatively higher receptivity to making similar purchases for the iPad.

Additional Findings

Several additional findings emerged from the research:

- Male and female survey participants had nearly identical favorability around the choice of the name "iPad" In the case of both genders, approximately 49 percent had a positive impression of the name, 27 percent were indifferent, and 24 percent had a negative impression.
- While ownership of an iPhone or iPod Touch was a strong predictor of those who have already ordered an iPad, it was not a strong predictor of purchase intent. 3 percent of iOwners had already purchased the iPad compared to 1 percent of non-iOwners, but 15 percent of each consumer segment indicated an intention to purchase the device in the next three months.
- iOwners had significantly higher awareness of the iPad than non-iOwners, with 84 percent of iOwners having heard of the iPad compared to 61 percent of non-iOwners. 22 percent of iOwners also indicated they had seen an iPad commercial on TV compared to just 12 percent of non-iOwners.
- The most important device attributes (top 2 boxes on a 7-point scale) that consumers indicated they would like to have included in the iPad were: ability to use multiple applications/programs at once (43 percent), having a screen the same size as a laptop or desktop computer (37 percent) and having a built-in camera (34 percent). Among iOwners, the percentages were substantially higher at 56, 66 and 51 percent, respectively.
- Consumers were asked about whether they would use an iPad "instead of" or "in addition to" other digital devices, and

indicated the highest likelihood of substituting for the iPod Touch (37 percent). Despite widespread belief that the iPad might threaten netbook adoption, only 22 percent of consumers said they would use it instead of the device.

- Consumers' existing carrier service appears to be a significant determinant of purchase intent, with 25 percent of AT&T Wireless customers who are aware of the iPad saying they intend to purchase the device in the next three months compared to just 10 percent of Verizon customers.
- 34 percent of males indicated they were likely to use the iPad for playing action/strategy/role-playing games compared to 28 percent of females. More than half of 18-24 year olds (53 percent) said they were likely to use the iPad for this form of gaming, 15 percentage points higher than 25-34 year olds, the next highest age segment.
- Younger consumers indicated a high willingness to pay for news and magazines specially formatted for e-readers. 68 percent of 25-34 year olds and 59 percent of 35-44 year olds said they were willing to pay for this content, representing substantially higher percentages than people age 45 and older.

Complete Study Results Available for Purchase

Included in the survey are questions addressing consumer perceptions of device functionality and wifi capability, purchase intent, past spending behavior, and the impact of e-reader/tablet ownership on usage of other digital devices. All responses also include cross-tabbed results by age and gender profiles, iOwnership, and primary mobile device carriers and OEMs.

To purchase the complete results of the study, please email learnmore@comscore.com.

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital marketing intelligence. For more information, please visit www.comscore.com/companyinfo.

Follow us on Twitter

http://twitter.com/comScore

http://twitter.com/gfulgoni

http://twitter.com/m_abraham

SOURCE comScore, Inc.