

Apple iPad Report

New Surveys Measure Future Consumer Demand and the Reactions of New iPad Owners

Andy Golub and Paul Carton

Overview: Back in our February Apple iPad survey report we found “The pre-launch demand for the new iPad is greater than the pre-launch demand for the original iPhone.” It wasn’t surprising, therefore, when in early May Apple announced 1 million iPads sold in the first month – and reported that sales had outpaced those of the original iPhone.

But now that the iPad has been on the market for several weeks, ChangeWave has just completed two brand new surveys:

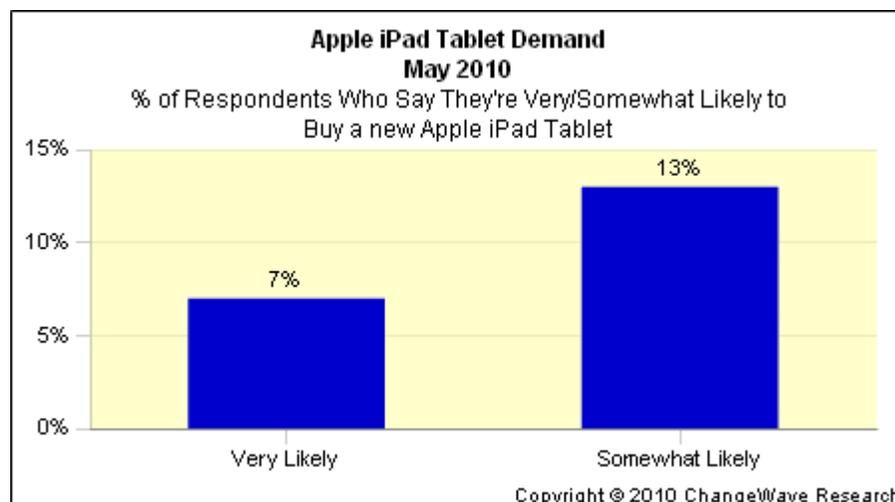
- A May survey of 3,174 consumers to measure future demand for the iPad, and
- A second survey of 153 new iPad owners to discover their actual impressions of the new tablet device.

First, a look at demand trends for the iPad.

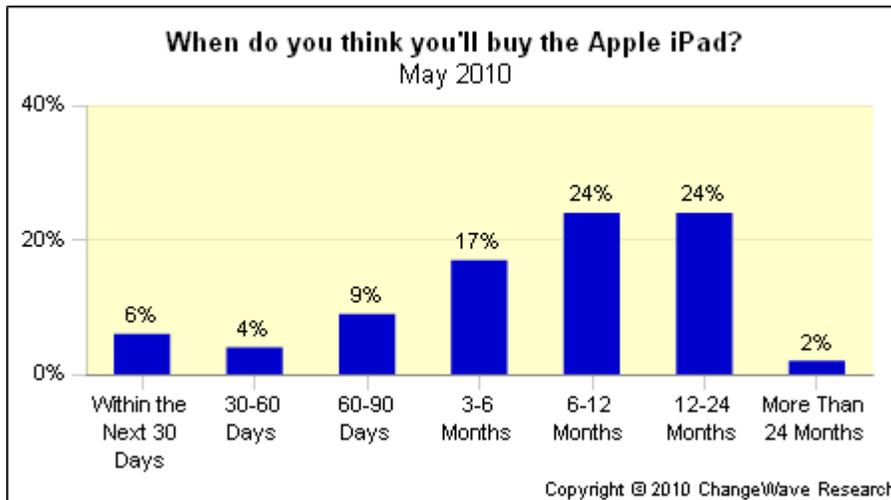
Future Demand Trends

Consumer demand for the Apple tablet going forward is even stronger than the extraordinary pre-launch demand we recorded back in our February ChangeWave survey.

A total of 7% of respondents now say they’re *Very Likely* to buy an iPad and another 13% say they are *Somewhat Likely* – the highest level of consumer interest we’ve seen to date, and far surpassing February’s pre-launch demand survey (4% *Very Likely*; 9% *Somewhat Likely*).

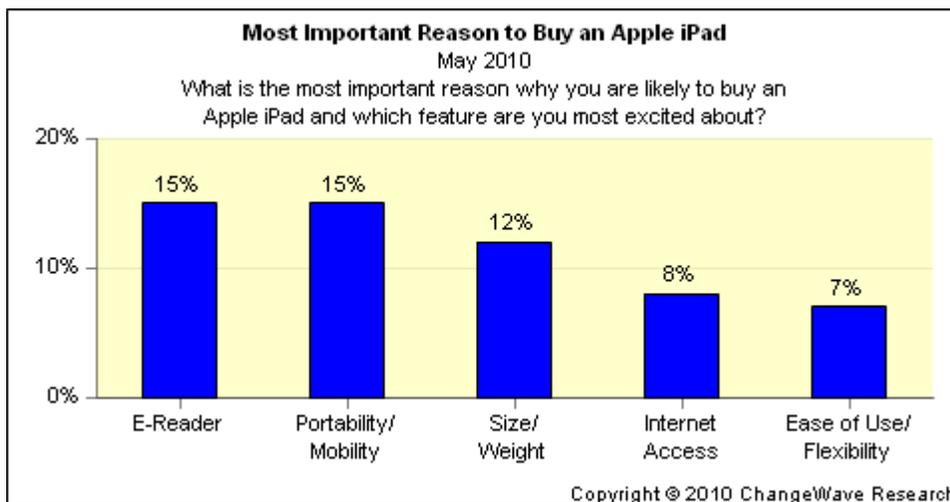


To follow-up, we asked likely buyers when they plan on purchasing an iPad, and found better than one-in-three (36%) saying they'll do so in the next 6 months.



Why All the Excitement?

What is it about the iPad that is generating the most excitement among likely buyers? Our survey shows it's a combination of things, led by its *e-Reader functionality* (15%), *Portability* (15%), *Size/Weight* (12%), *Access to the Internet* (8%), and the *Ease of Use* (7%).



Respondent KHR03116 looks forward to using the iPad for “books and entertainment – plus the color e-Reader because more magazines and media will opt in now that Apple is involved.” As JRM05540 puts it, he plans to “cancel newspaper subscriptions and read them all online.”

PLU92846 cites the iPad's portability and web access: “You can take it to work and in and out of cars. Plus it has web access on the go that you can really read (the iPhone is too small.)” FGO47266 adds it's “smaller than a netbook and notebook, and easier to read than a BlackBerry.”

Bottom Line. The survey demand trends strongly suggest Apple is outpacing the already lofty 2010 sales estimates of Wall Street and industry analysts. With an astonishing one-in-five respondents saying they're Very or Somewhat Likely to buy an iPad, it's clear large numbers of consumers believe Apple has come up with an exciting convergence device.

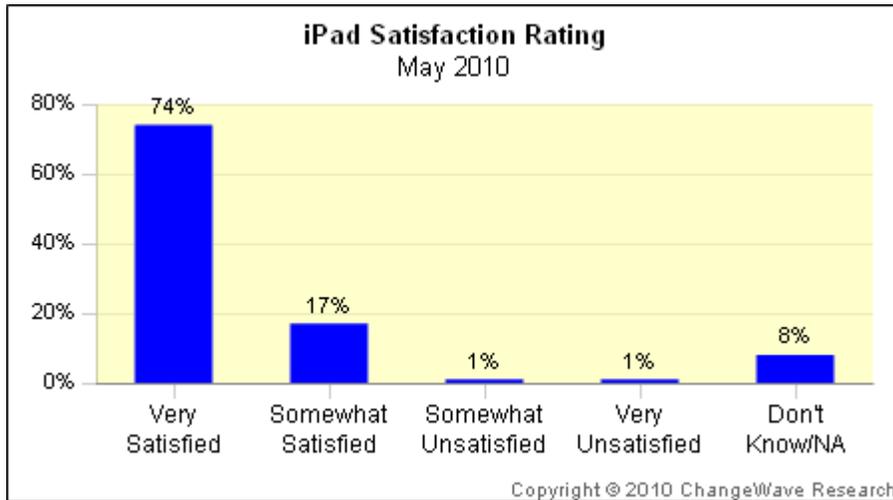
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But how do new owners really feel about their iPads? Is the Apple tablet device actually living up to all of the hype?

New Owners Weigh In On Their iPads

We asked 153 new Apple iPad owners a series of questions to garner their reactions to the new tablet device – beginning with their level of customer satisfaction.

Overall, how satisfied are you with the Apple iPad?

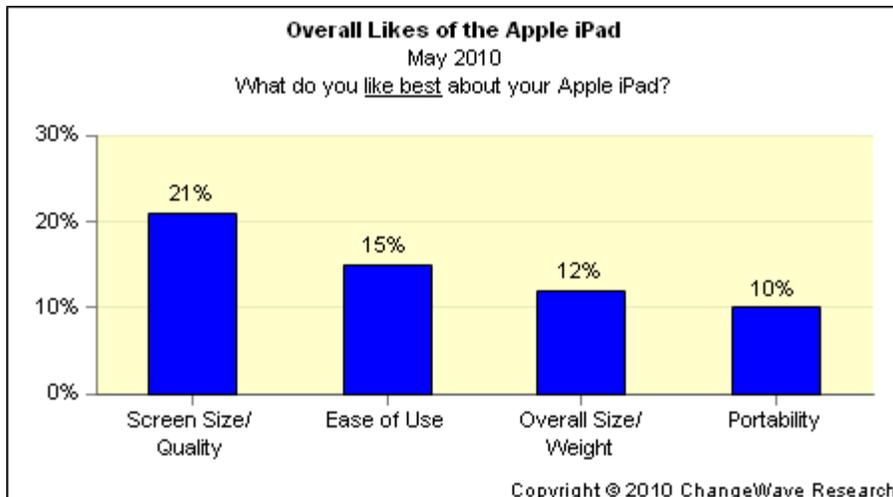


In terms of overall satisfaction, the vast majority of owners believe the iPad is delivering on its promises – with three-in-four (74%) saying they're *Very Satisfied* with their new tablet, and another 17% say they're *Somewhat Satisfied*.

The iPad ratings are nearly identical to the highest rated Smart Phone among consumers – the Apple iPhone. But we note that Apple has now reached these nosebleed levels with a brand new product – which is quite difficult to accomplish under normal circumstances.

Top Likes and Dislikes. We asked owners what they liked best and disliked most about their new iPads.

What do you like best about your Apple iPad?



Screen Size and Quality (21%) top the list of iPad likes, followed by *Ease of Use* (15%), the *Overall Size and Weight* (12%), and *Portability* (10%).

Some actual owner responses:

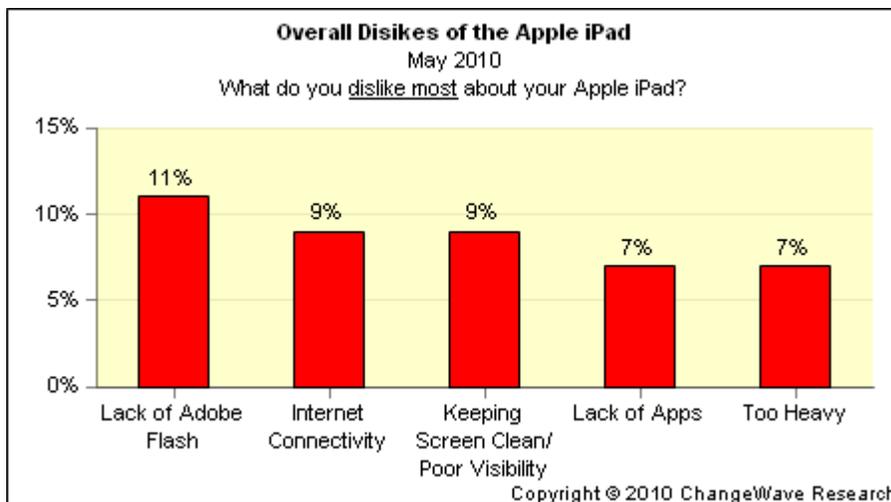
Respondent SKI9571 writes that he most likes the “Large bright screen and easy, familiar iPhone interface.” For LSC85053 it’s the “Screen size and resolution, the ease of use, and the number of apps.” And for DAR49714, “The user experience is like nothing I have ever experienced on a computer.”

WIN22317 most appreciates the iPad because it’s “...a social device and highly portable. We keep it in our living room and family room – and people just pick it up to surf the web, trade info, look at photos, etc.”

And ADU12519 writes “It makes a great family device. My wife and 5 year old daughter can each pick up the device and operate it with no assistance needed. We can bring it into bed and check email, play games with our child, etc. I wouldn’t think to do this with a laptop.”

Not all is perfect with the new device, however, as seen when we asked owners about their dislikes:

What do you dislike most about your Apple iPad?



The top dislike reported by new owners was *Lack of Adobe Flash* (11%), followed by *Internet Connectivity Issues* (9%) and *Poor Screen Visibility/Keeping it Clean* (9%).

What SYS17529 dislikes most is “...opening 3rd party files (like PDF’s) and the lack of flash support.” For YAR03876, the biggest problem “...is the Wi-Fi connection quality. My iPad shows very low connection strength only a couple of rooms away from the Wi-Fi Router. In that same room, my iPhone and laptop show full-strength connections – it’s very frustrating. Also, the iTunes book store is not that great – poor selection and poor browsing ability.”

In terms of visibility issues, SRF0172 finds the iPad “...is difficult to use outside, due to the reflection of the screen.” HMI18195 writes the “...screen is so pretty I am always cleaning off fingerprints,” and JOS18017 complains his iPad is “...heavy and it’s difficult to see the screen without glare. It’s also difficult to prop up so you can both see and type on it.”

Despite these problems, our ChangeWave survey uncovered no ‘smoking gun’ dislikes. There wasn’t any one problem with the iPad that was cited by a large number of respondents.

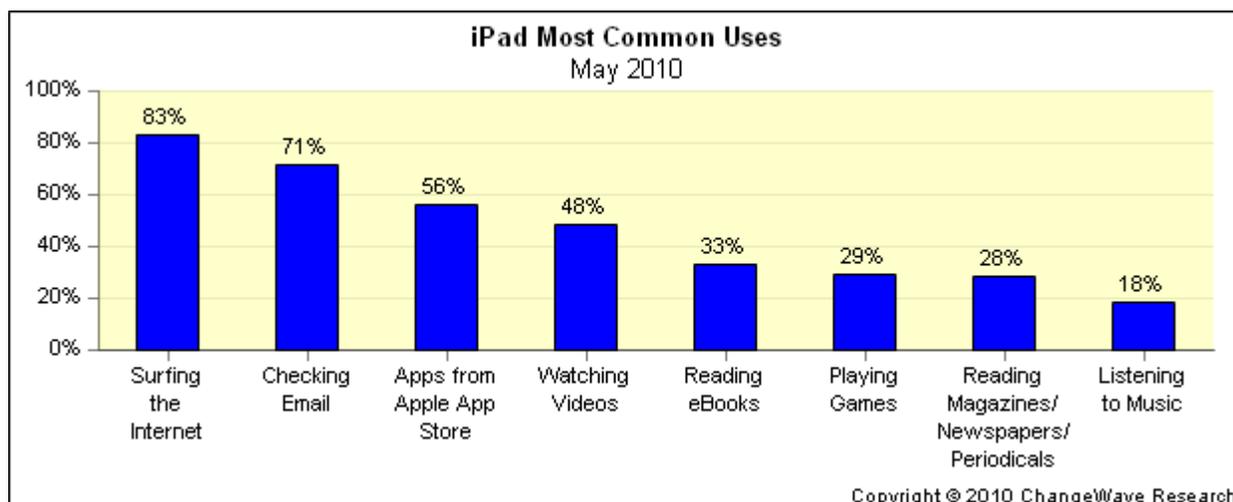
From a manufacturing perspective, this is a particularly important finding that bodes well for the device's future.

How Are Owners Using Their iPads?

What are owners actually doing with their iPads? To find out, we presented them with a list of 16 possible iPad uses and asked them to tell us which ones they were utilizing most.

The following chart summarizes the 8 most common uses reported by new iPad owners

From the list of possible iPad uses, which ones have you utilized the most with your new iPad?*



*Note that individual respondents were allowed to choose up to 5 uses each.

The survey findings show the degree to which the iPad is meeting the challenge of becoming a truly convergent device. First and foremost, new owners are *Surfing the Internet* (83%) and *Checking Email* (71%). But 56% also report they are using *Apps from the Apple Store*, and 48% say they are *Watching Videos*, 33% *Reading eBooks* and 29% *Playing Games*.

Importantly, nearly three-in-ten owners (28%) report they use their iPad to *Read Magazines, Newspapers and Periodicals*. This is a key finding that we provide further evidence on in a later section of this report (see p. 7, "Shaking Up the e-Reader Market").

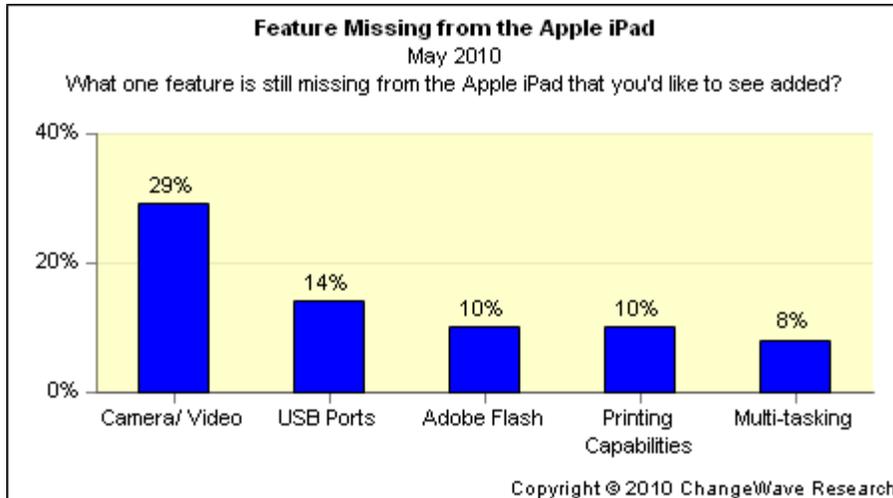
Missing Features

Owners were also asked to tell us the one feature they feel is still missing from their iPads.

Here we do find a potential smoking gun. The lack of a *Camera/Video* (29%) is by far the most coveted missing feature of current iPad models.

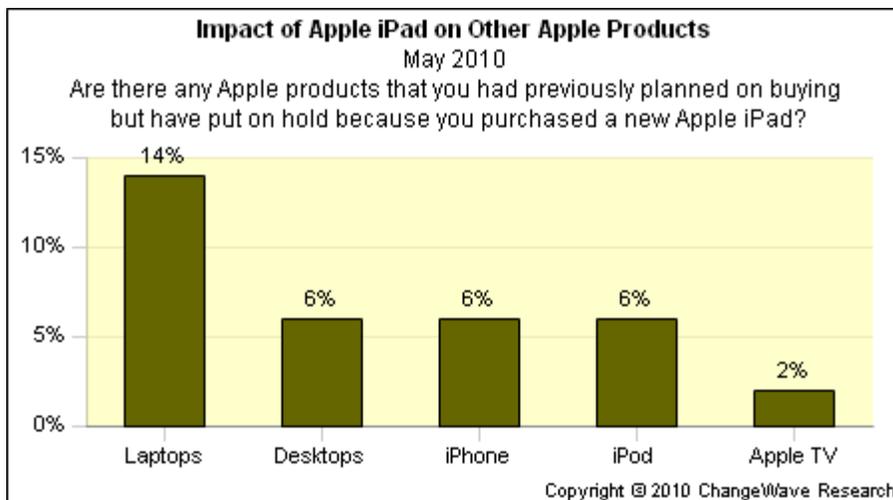
Lack of *USB Ports* (14%), *Adobe Flash* (10%), *Printing Capabilities* (10%) and *Multitasking* (8%) were also mentioned by respondents.

What one feature is still missing from the Apple iPad that you'd like to see added?



Impact of the iPad on Other Apple Products. It's improbable that more than a million people could purchase an iPad within weeks of its release without there being at least some downside to other Apple products – and there is. When we asked owners if they had previously planned on buying other Apple products that they've now put on hold since buying the iPad, we did find a relatively small degree of cannibalization of other Apple products

Looking at the following list of Apple products, are there any that you had previously planned on buying but have put on hold because you purchased a new Apple iPad? (Check All That Apply)



While the biggest negative impact appears to be on Mac Laptops (14%), we note there is also a positive counterbalancing iPad 'halo' effect that is working to Apple's advantage.

Simply put, our most recent Consumer PC survey shows a 4-pt surge in planned purchases of Mac Laptops – matching the biggest one-quarter move we've seen for Macs in 3 years. The likeliest reason for the surge in Mac buying is a 'halo' effect brought on by the iPad itself.

In other words, the iPad release and surrounding publicity has also led to a significant increase in interest and store traffic for Apple products generally – which appears to be more than making up for any product cannibalization that the iPad is causing for Apple.

Shaking Up the e-Reader Market

We took a close-up look at the e-Reader market to gauge the iPad’s impact – and the ChangeWave survey results show the iPad profoundly shaking up this market.

As part of our May survey, 245 respondents identified themselves as currently owning an e-Reader. We then asked this group a series of questions:

Which of the following eBook Readers do you currently own?

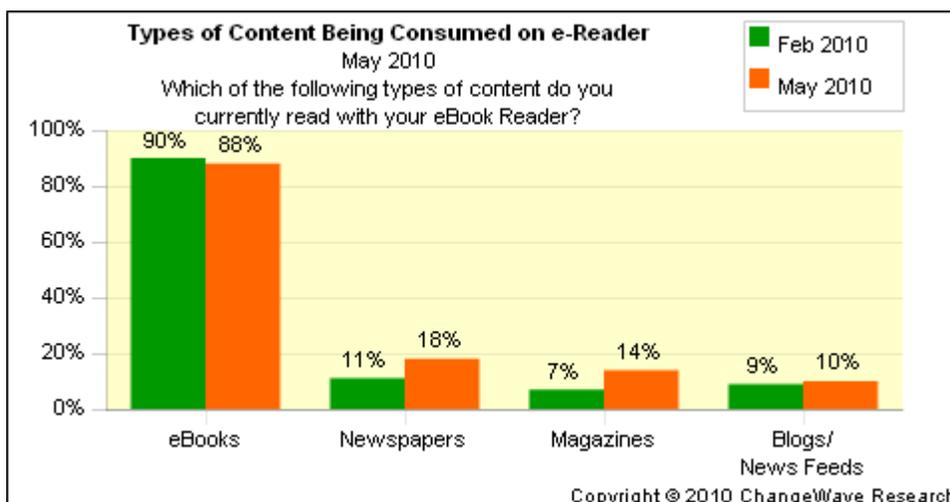
	Current Survey May '10
Kindle (Amazon)	62%
iPad (Apple)	16%
Sony Reader (Sony)	7%
A Smart Phone with eBook Capability	7%
Nook (Barnes & Noble)	3%
Other	7%

Among consumers who already own an eBook Reader, the Amazon Kindle (62%) remains the leader by a wide margin, but we note that the Apple iPad (16%) is already registering a 16% share of the e-Reader market just weeks after its initial release.

A Major Transformation in Content – The Rise of e-Newspapers and e-Magazines

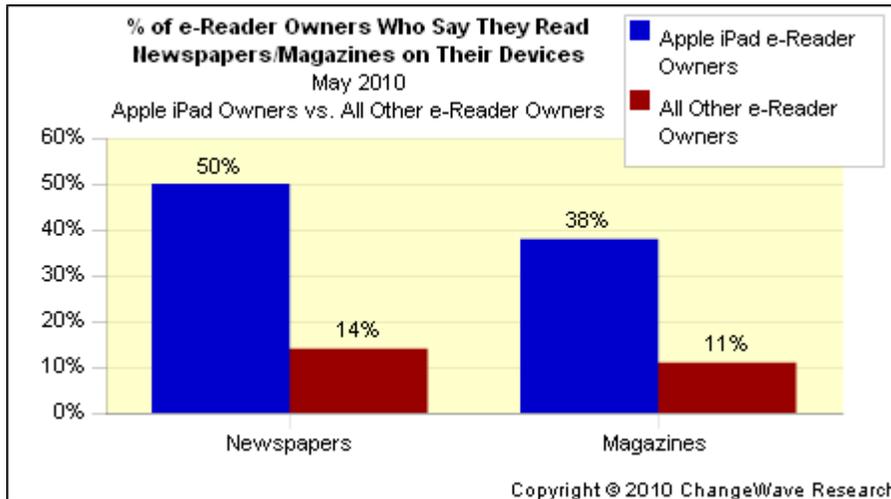
Back in February 2010 and once again in May, we asked e-Reader owners to tell us the type of content they were reading with their devices. When we compare the responses from February (before the iPad launch) with the responses from May (after the iPad launch) we find a major transformation in progress regarding e-Reader content.

Which of the following types of content do you currently read with your eBook Reader?



The percentage reporting they read *Newspapers* (18%) on their e-Reader has surged 7-pts since February – as has the percentage who report they’re reading *Magazines* (14%; up 7-pts).

Importantly, a close-up look at our May results has uncovered major differences in the type of content being consumed by iPad readers vs. all other e-Readers – a finding of particular significance to the print and news media industry.



Fully half of iPad e-Readers (50%) say they read *Newspapers* on their tablet device compared to just 14% of all other e-Reader owners. Likewise, 38% of iPad e-Readers say they read *Magazines* compared to 11% of all other e-Reader owners.

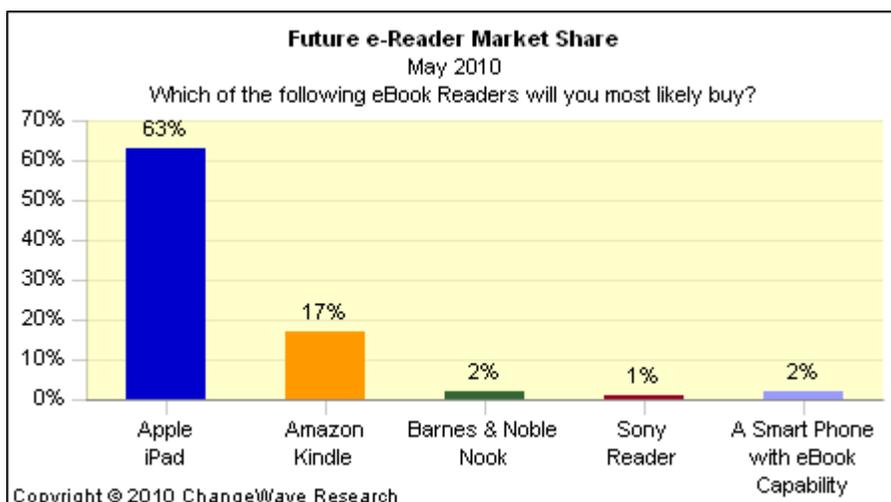
In short, more than 3 times as many iPad e-Reader owners say they read Newspapers and Magazines as do all other e-Reader owners.

The e-Reader Market Going Forward

A total of 3% of consumers say they are *Very Likely* to buy an e-Reader over the next 90 days and 8% say they are *Somewhat Likely* – a robust level of demand identical to that of our February survey results.

Just how big of an impact is the iPad having on the overall e-Reader market? The following chart shows which e-Readers consumers say they are most likely to buy in the next 90 days:

Which of the following eBook Readers will you most likely buy?



Summary of Key Findings

<p>Consumer Demand Continues to Surge For Apple iPad</p> <ul style="list-style-type: none"> • 7% of respondents say they're <i>Very Likely</i> to buy an Apple iPad • 13% <i>Somewhat Likely</i> • Highest level of consumer interest to date – far surpassing February's pre-launch survey findings <p>Likely Buyers – Timing of Purchase</p> <ul style="list-style-type: none"> • 36% of likely buyers say they plan on buying the iPad in next 6 months <p>Features Generating Most Excitement</p> <ul style="list-style-type: none"> • e-Reader Functionality (15%) • Portability/Mobility (15%) • Size/Weight (12%) 	<p>Extraordinarily High Satisfaction Ratings</p> <ul style="list-style-type: none"> • 77% of iPad owners report they are <i>Very Satisfied</i> with the tablet device • 17% <i>Somewhat Satisfied</i> • Nearly identical to the highly rated Apple iPhone <p>iPad Owner Likes and Dislikes</p> <p>Top Likes:</p> <ul style="list-style-type: none"> • <i>Screen Size/Quality</i> (21%) • <i>Ease of Use</i> (15%) • <i>Overall Size/Weight</i> (12%) • <i>Portability</i> (10%) <p>Top Dislikes:</p> <ul style="list-style-type: none"> • <i>Lack of Adobe Flash</i> (11%) • <i>Internet Connectivity</i> (9%) • <i>Keeping the Screen Clean/Poor Visibility</i> (9%) 	<p>Most Common iPad Uses Among Owners</p> <ul style="list-style-type: none"> • Surfing the Internet (83%) • Checking Email (71%) • Apps from App Store (56%) • Watching Videos (48%) • Reading eBooks (33%) <p>Features Missing from iPad</p> <ul style="list-style-type: none"> • Camera/Video (29%) • USB Ports (14%) • Adobe Flash (10%) <p>Shaking Up e-Reader Market</p> <ul style="list-style-type: none"> • 63% of planned e-Reader buyers say they'll get an iPad • 17% say they'll get an Amazon Kindle • iPad owners more than 3 times as likely to read Newspapers/ Magazines as other e-Reader owners
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The ChangeWave Research Network is a group of 25,000 highly qualified business, technology, and medical professionals – as well as early adopter consumers – who work in leading companies of select industries. They are credentialed professionals who spend their everyday lives on the frontline of technological change. ChangeWave surveys its Network members weekly on a range of business and consumer topics, and converts the information into a series of proprietary quantitative and qualitative reports.



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The Findings

Introduction: Back in our February Apple iPad survey report we found “The pre-launch demand for the new iPad is greater than the pre-launch demand for the original iPhone.” It wasn’t surprising, therefore, when in early May Apple announced 1 million iPads sold in the first month – and reported that sales had outpaced those of the original iPhone.

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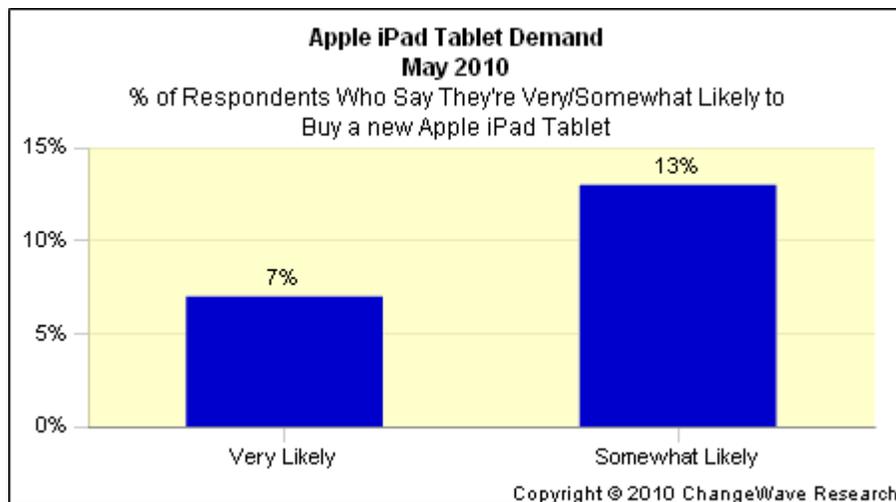
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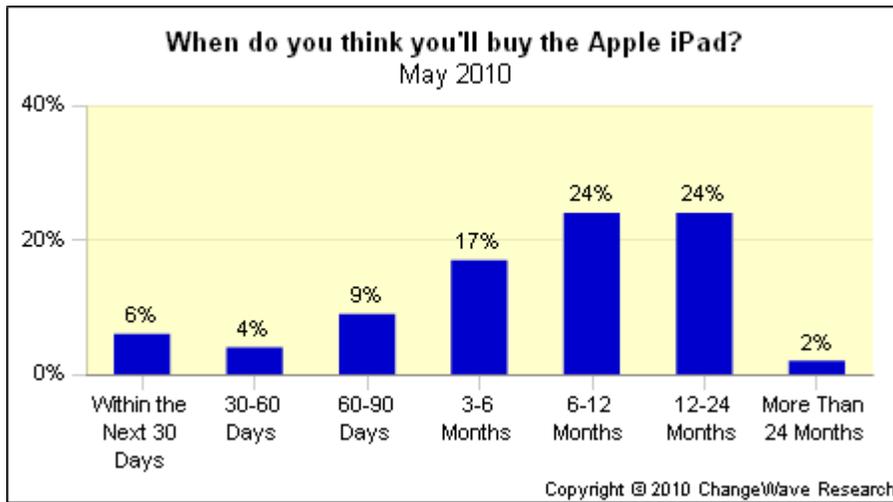


How likely is it that you will buy a new Apple iPad tablet for yourself or someone else (e.g., a family member) in the future?

	Current Survey May '10
Very Likely	7%
Somewhat Likely	13%
Unlikely	73%
Don't Know	7%

ChangeWave Research: Apple iPad Report

To follow-up, we asked likely buyers when they plan on purchasing an iPad, and found better than one-in-three (36%) saying they'll do so in the next 6 months.



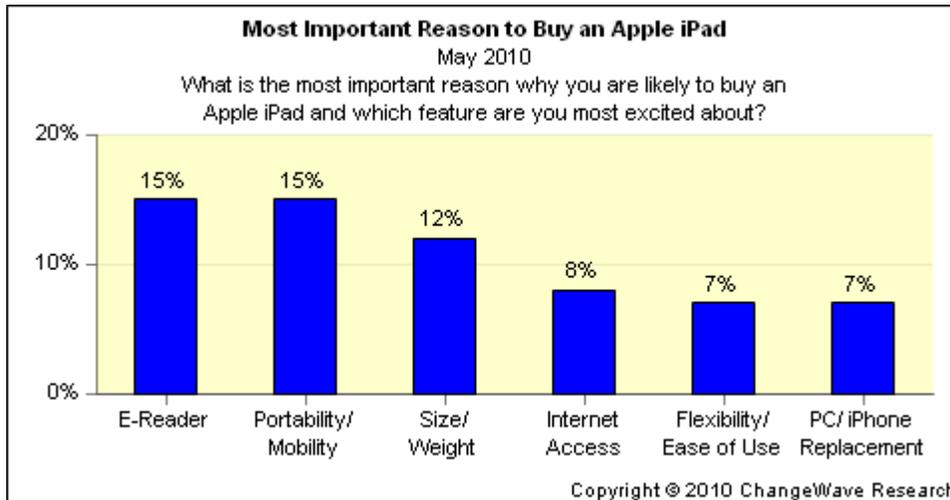
When do you think you'll buy the Apple iPad?

	Current Survey May '10
Within the Next 30 Days	6%
30-60 days	4%
60-90 Days	9%
3-6 Months	17%
6-12 Months	24%
12-24 Months	24%
More Than 24 Months	2%
Don't Know/NA	13%

Why All the Excitement?

What is it about the iPad that is generating the most excitement among likely buyers? Our survey shows it's a combination of things, led by its *e-Reader functionality* (15%), *Portability* (15%), *Size/Weight* (12%), *Access to the Internet* (8%), and the *Ease of Use* (7%).

What is the most important reason why you are likely to buy an Apple iPad and which feature are you most excited about?



E-Reader	15%
Portability/ Mobility	15%
Size/ Weight	12%
Internet Access	8%
Flexibility/ Ease of Use	7%
PC/ iPhone Replacement	7%
Because of Apple	4%
As a Gift/ For Family Members	4%
Apps	3%
Cool	3%
3G	3%
Other	21%

Respondent KHR03116 looks forward to using the iPad for “books and entertainment – plus the color e-Reader because more magazines and media will opt in now that Apple is involved.” As JRM05540 puts it, he plans to “cancel newspaper subscriptions and read them all online.”

PLU92846 cites the iPad’s portability and web access: “You can take it to work and in and out of cars. Plus it has web access on the go that you can really read (the iPhone is too small.)” FGO47266 adds it’s “smaller than a netbook and notebook, and easier to read than a BlackBerry.”

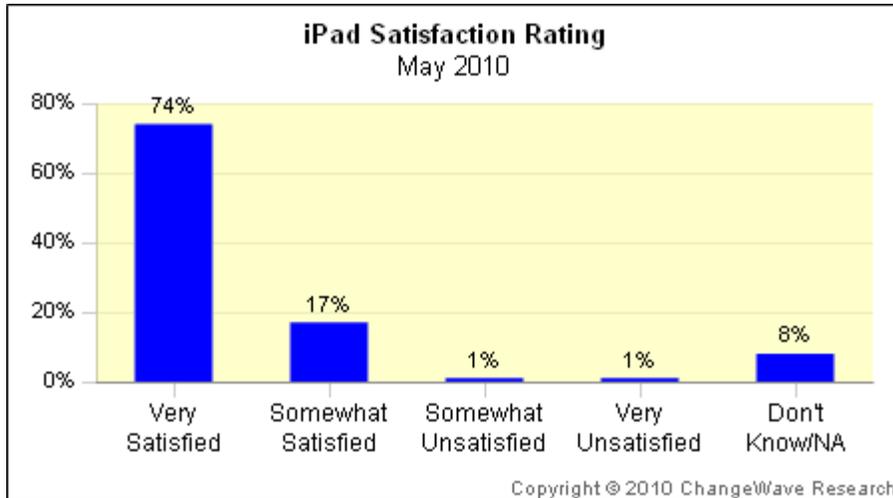
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(B) New Owners Weigh In On Their iPads

We asked 153 new Apple iPad owners a series of questions to garner their reactions to the new tablet device – beginning with their level of customer satisfaction.

Overall, how satisfied are you with the Apple iPad?

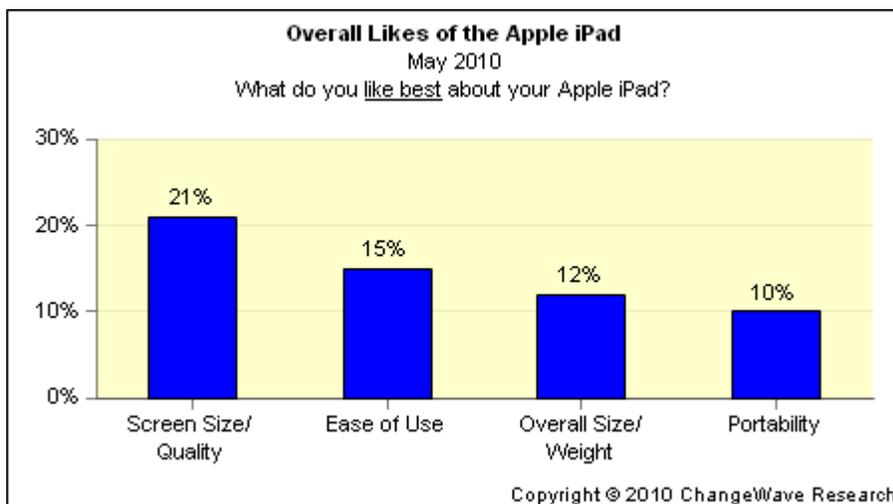


In terms of overall satisfaction, the vast majority of owners believe the iPad is delivering on its promises – with three-in-four (74%) saying they're *Very Satisfied* with their new tablet, and another 17% say they're *Somewhat Satisfied*.

The iPad ratings are nearly identical to the highest rated Smart Phone among consumers – the Apple iPhone. But we note that Apple has now reached these nosebleed levels with a brand new product – which is quite difficult to accomplish under normal circumstances.

Top Likes and Dislikes. We asked owners what they liked best and disliked most about their new iPads.

What do you like best about your Apple iPad?



Screen Size/Quality	21%
Ease of Use	15%
Overall Size/ Weight	12%
Portability	10%
Internet Access	4%
Speed	4%
E-Reader	3%
Apps	3%
Laptop Replacement	3%
Form Factor	2%
Battery Life	2%
Convenient	2%
Other	17%

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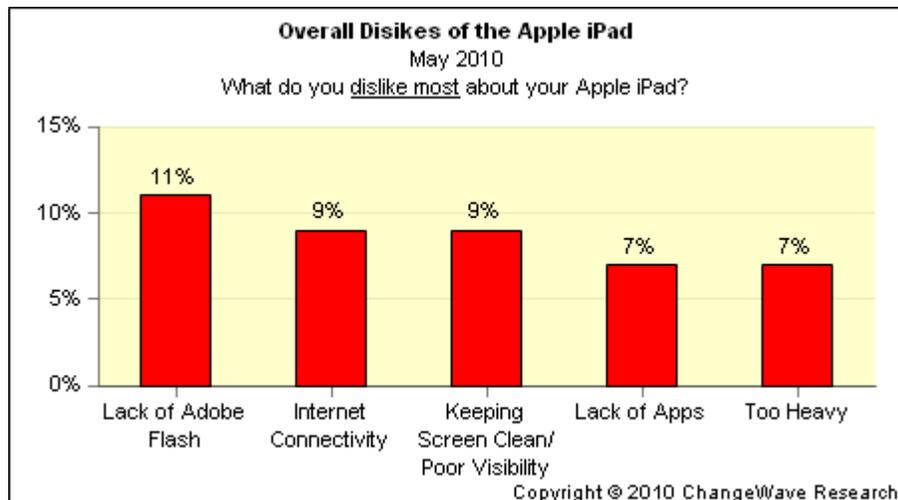
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WIN22317 most appreciates the iPad because it’s “...a social device and highly portable. We keep it in our living room and family room – and people just pick it up to surf the web, trade info, look at photos, etc.”

And ADU12519 writes “It makes a great family device. My wife and 5 year old daughter can each pick up the device and operate it with no assistance needed. We can bring it into bed and check email, play games with our child, etc. I wouldn’t think to do this with a laptop.”

Not all is perfect with the new device, however, as seen when we asked owners about their dislikes:

What do you dislike most about your Apple iPad?



Lack of Adobe Flash	11%
Internet Connectivity	9%
Keeping Screen Clean/ Poor Visibility	9%
Lack of Apps	7%
Too Heavy	7%
Lack of 3G	7%
Unable to Print	6%
Lack of Multitasking Capabilities	6%
No USB Port	6%
Lack of Camera	5%
File Handling	5%
Keyboard	3%
Difficult to Use	2%
Price	2%
Other	17%

The top dislike reported by new owners was *Lack of Adobe Flash* (11%), followed by *Internet Connectivity Issues* (9%) and *Poor Screen Visibility/Keeping it Clean* (9%).

What SYS17529 dislikes most is "...opening 3rd party files (like PDF's) and the lack of flash support." For YAR03876, the biggest problem "...is the Wi-Fi connection quality. My iPad shows very low connection strength only a couple of rooms away from the Wi-Fi Router. In that same room, my iPhone and laptop show full-strength connections – it's very frustrating. Also, the iTunes book store is not that great – poor selection and poor browsing ability."

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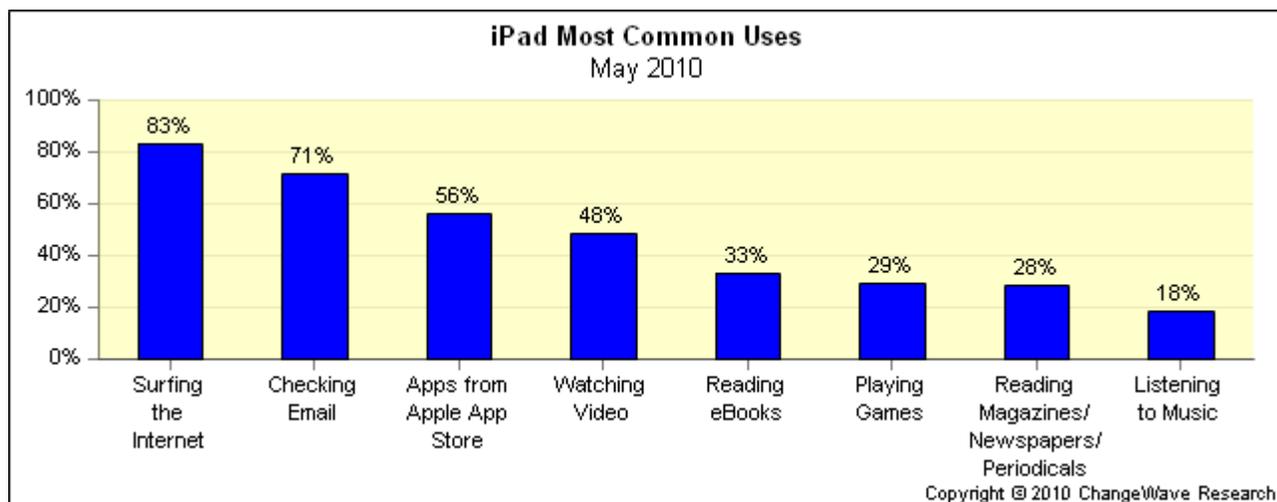
Despite these problems, our ChangeWave survey uncovered no 'smoking gun' dislikes. There wasn't any one problem with the iPad that was cited by a large number of respondents. From a manufacturing perspective, this is a particularly important finding that bodes well for the device's future.

How Are Owners Using Their iPads?

What are owners actually doing with their iPads? To find out, we presented them with a list of 16 possible iPad uses and asked them to tell us which ones they were utilizing most.

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From the list of possible iPad uses, which ones have you utilized the most with your new iPad?*



*Note that individual respondents were allowed to choose up to 5 uses each.

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Surfing the Internet	83%
Checking Email	71%
Apps from the Apple App Store	56%
Watching Video	48%
Reading eBooks	33%
Playing Games	29%
Reading Magazines/Newspapers/Periodicals	28%
Listening to Music	18%
Google Maps	14%
iWork Documents/ Spreadsheets/ Presentation Programs	12%
Working Away From the Office	10%
Storing/Managing Photos	8%
Making Phone Calls Over the Internet	3%
Blogging	2%
GPS Navigation	2%
Editing Video	1%
Other	5%

The survey findings show the degree to which the iPad is meeting the challenge of becoming a truly convergent device. First and foremost, new owners are *Surfing the Internet* (83%) and *Checking Email* (71%). But 56% also report they are using *Apps from the Apple Store*, and 48% say they are *Watching Videos*, 33% *Reading eBooks* and 29% *Playing Games*.

Importantly, nearly three-in-ten owners (28%) report they use their iPad to *Read Magazines, Newspapers and Periodicals*. This is a key finding that we provide further evidence on in a later section of this report (see p. 20, "Shaking Up the e-Reader Market").

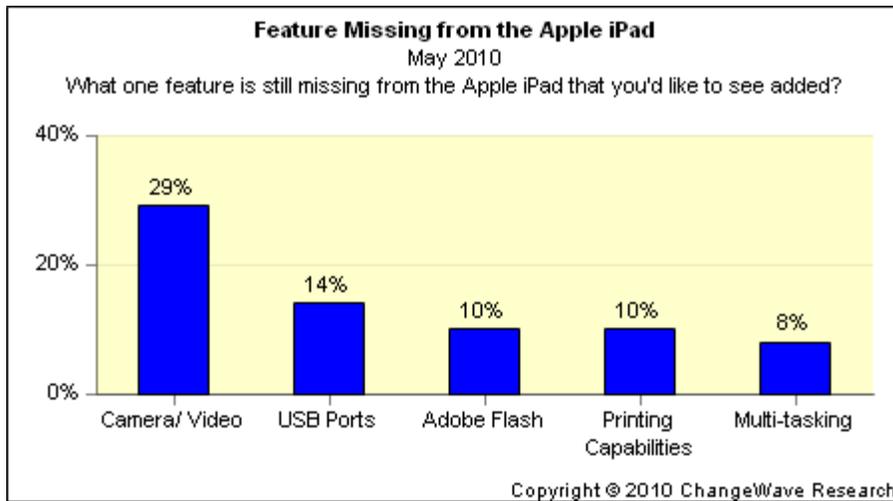
Missing Features

Owners were also asked to tell us the one feature they feel is still missing from their iPads.

Here we do find a potential smoking gun. The lack of a *Camera/Video* (29%) is by far the most coveted missing feature of current iPad models.

Lack of *USB Ports* (14%), *Adobe Flash* (10%), *Printing Capabilities* (10%) and *Multitasking* (8%) were also mentioned by respondents.

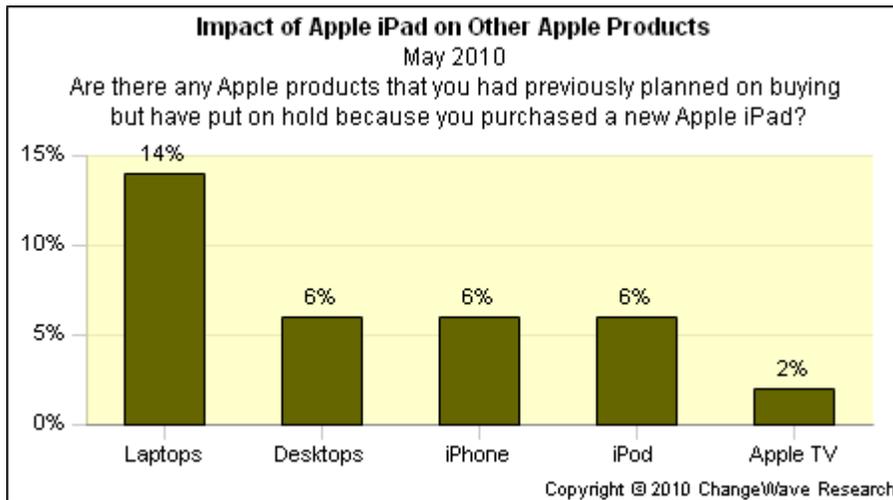
What one feature is still missing from the Apple iPad that you'd like to see added?



Camera/ Video	29%
USB Ports	14%
Adobe Flash	10%
Printing Capabilities	10%
Multitasking	8%
Tethering / Connecting to External Devices	4%
Better File Handling	3%
3G	2%
Word Processor	2%
Better WiFi	2%
Other	17%

Impact of the iPad on Other Apple Products. It's improbable that more than a million people could purchase an iPad within weeks of its release without there being at least some downside to other Apple products – and there is. When we asked owners if they had previously planned on buying other Apple products that they've now put on hold since buying the iPad, we did find a relatively small degree of cannibalization of other Apple products

Looking at the following list of Apple products, are there any that you had previously planned on buying but have put on hold because you purchased a new Apple iPad? (Check All That Apply)



While the biggest negative impact appears to be on Mac Laptops (14%), we note there is also a positive counterbalancing iPad ‘halo’ effect that is working to Apple’s advantage.

Simply put, our most recent Consumer PC survey shows a 4-pt surge in planned purchases of Mac Laptops – matching the biggest one-quarter move we’ve seen for Macs in 3 years. The likeliest reason for the surge in Mac buying is a ‘halo’ effect brought on by the iPad itself.

In other words, the iPad release and surrounding publicity has also led to a significant increase in interest and store traffic for Apple products generally – which appears to be more than making up for any product cannibalization that the iPad is causing for Apple.

	Current Survey May '10
MacBook	4%
MacBook Pro	7%
MacBook Air	3%
Mac Mini	2%
iMac	3%
Mac Pro	1%
Apple TV	2%
iPhone 3G	2%
iPhone 3GS	4%
iPod Shuffle	2%
iPod Nano	2%
iPod Touch	1%
iPod Classic	1%
None of the Above	62%
Don't Know	4%
Other	2%

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Shaking Up the e-Reader Market

We took a close-up look at the e-Reader market to gauge the iPad’s impact – and the ChangeWave survey results show the iPad profoundly shaking up this market.

As part of our May survey, 245 respondents identified themselves as currently owning an e-Reader. We then asked this group a series of questions:

Which of the following eBook Readers do you currently own?

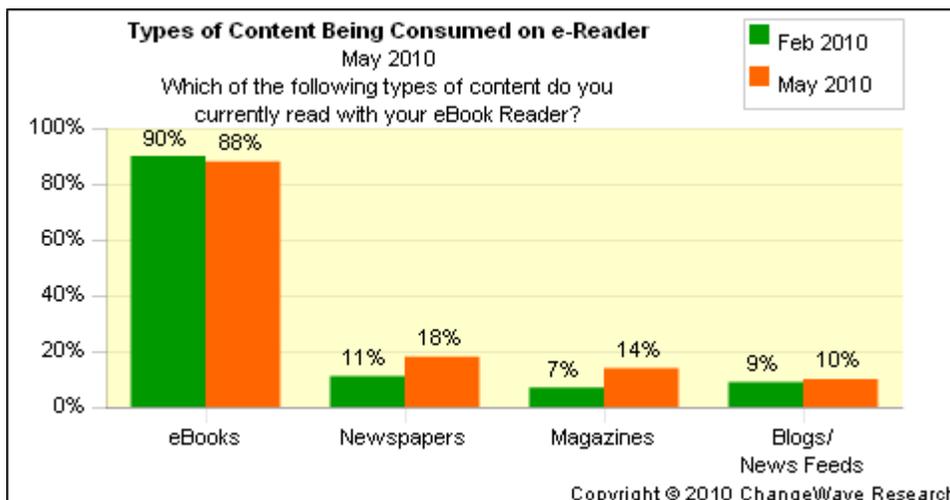
	Current Survey May '10
Kindle (Amazon)	62%
iPad (Apple)	16%
Sony Reader (Sony)	7%
A Smart Phone with eBook Capability	7%
Nook (Barnes & Noble)	3%
Other	7%

Among consumers who already own an eBook Reader, the Amazon Kindle (62%) remains the leader by a wide margin, but we note that the Apple iPad (16%) is already registering a 16% share of the e-Reader market just weeks after its initial release.

A Major Transformation in Content – The Rise of e-Newspapers and e-Magazines

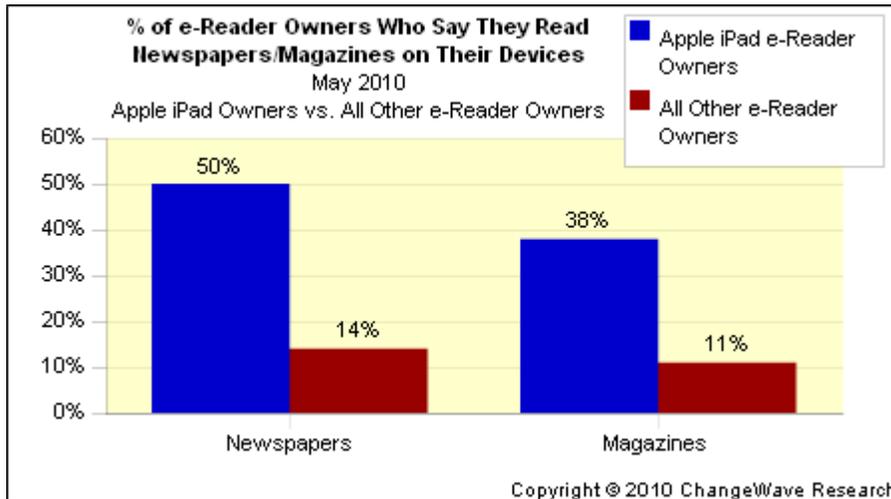
Back in February 2010 and once again in May, we asked e-Reader owners to tell us the type of content they were reading with their devices. When we compare the responses from February (before the iPad launch) with the responses from May (after the iPad launch) we find a major transformation in progress regarding e-Reader content.

Which of the following types of content do you currently read with your eBook Reader?



The percentage reporting they read *Newspapers* (18%) on their e-Reader has surged 7-pts since February – as has the percentage who report they’re reading *Magazines* (14%; up 7-pts).

Importantly, a close-up look at our May results has uncovered major differences in the type of content being consumed by iPad readers vs. all other e-Readers – a finding of particular significance to the print and news media industry.



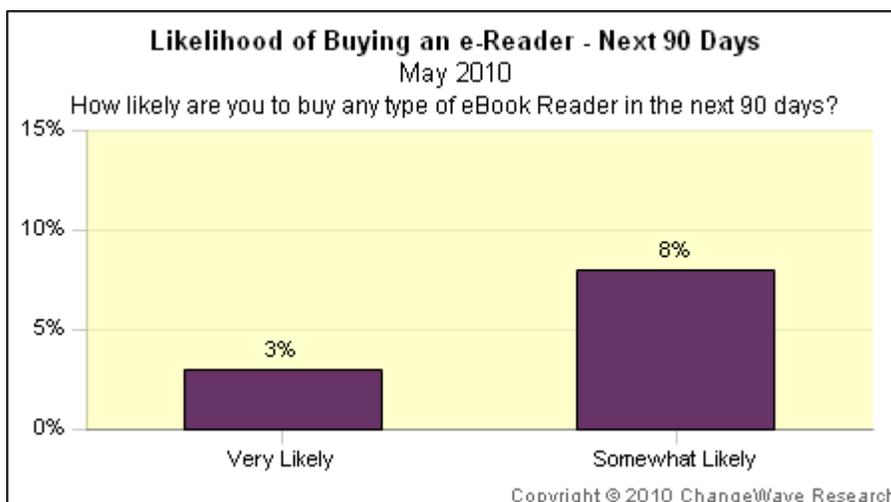
Fully half of iPad e-Readers (50%) say they read *Newspapers* on their device compared to just 14% of all other e-Reader owners. Likewise, 38% of iPad e-Readers say they read *Magazines* compared to 11% of all other e-Reader owners.

In short, more than 3 times as many iPad e-Reader owners say they read Newspapers and Magazines than do all other e-Reader owners.

The e-Reader Market Going Forward

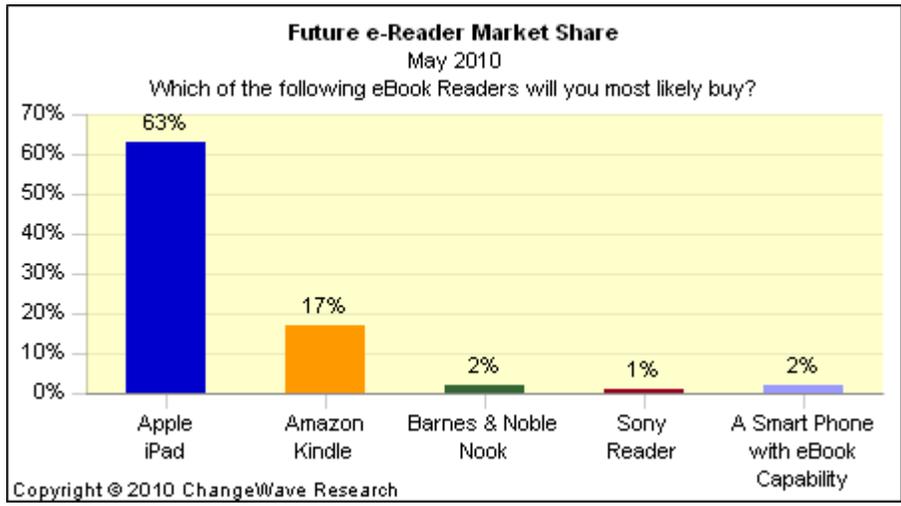
A total of 3% of consumers say they are *Very Likely* to buy an e-Reader over the next 90 days and 8% say they are *Somewhat Likely* – a robust level of demand identical to that of our February survey results.

How likely are you to buy any type of eBook Reader in the next 90 days?



Just how big of an impact is the iPad having on the overall e-Reader market? The following chart shows which e-Readers consumers say they are most likely to buy in the next 90 days:

Which of the following eBook Readers will you most likely buy?



Which of the following eBook Readers will you most likely buy?

	Current Survey May '10
iPad (Apple)	63%
Kindle (Amazon)	17%
Nook (Barnes & Noble)	2%
Sony Reader (Sony)	1%
A Smart Phone with eBook Capability	2%
Don't Know /NA	14%
Other	1%

ChangeWave Research Methodology

This report presents the findings of recent ChangeWave surveys, conducted between April 29 – May 10, 2010:

- A survey of 3,174 consumers to measure future demand for the iPad tablet, and
- A second survey of 153 new iPad owners to discover their real impressions of the new device.

ChangeWave's proprietary research and business intelligence gathering system is based upon the systematic gathering of valuable business and investment information directly over the Internet from accredited members.

The Research Network is assembled from senior technology and business executives in leading companies of select industries. More than half of members (53%) have advanced degrees (e.g., Master's or Ph.D.) and 91% have at least a four-year bachelor's degree.

The business and investment intelligence provided by ChangeWave provides a real-time view of companies, technologies and business trends in key market sectors, along with an in-depth perspective of the macro economy – well in advance of other available sources.

About ChangeWave Research

ChangeWave Research, a subsidiary of InvestorPlace Media, LLC, identifies and quantifies "change" in industries and companies through surveying a network of thousands of business executives and professionals working in more than 20 industries.

The ChangeWave Research Network is a group of 25,000 highly qualified business, technology, and medical professionals – as well as early adopter consumers – who work in leading companies of select industries. They are credentialed professionals who spend their everyday lives on the frontline of technological change. ChangeWave surveys its Network members weekly on a range of business and consumer topics, and converts the information into a series of proprietary quantitative and qualitative reports.

ChangeWave delivers its products and services on the Web at www.ChangeWaveResearch.com.

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