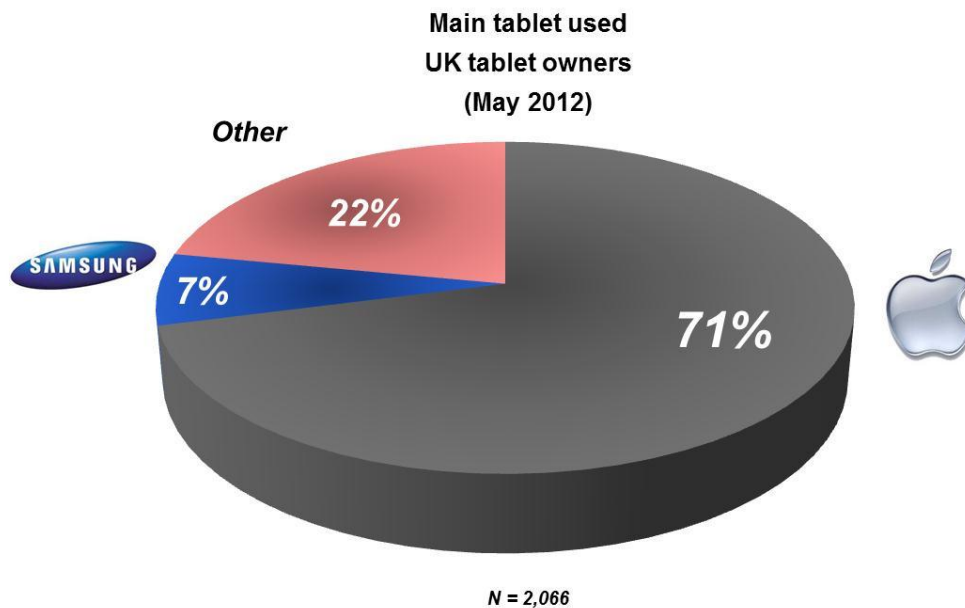


**For immediate release**

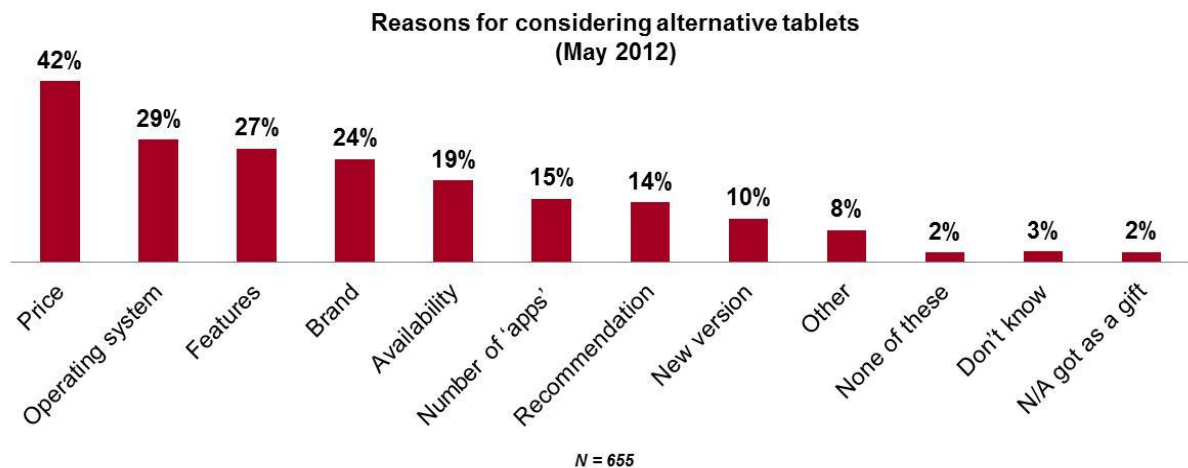
**29 June 2012**

### **Apple remains dominant in UK tablet market, but competition is catching up**

The UK tablet market grew such that in 2012 8% of the UK population owned one, according to YouGov's latest quarterly Tablet Tracker report (May 2012). YouGov estimates that this equates to roughly 3 million owners in the UK. Apple's iPad range is still dominant in this market, with over 70% share; the new iPad alone has captured 11% of the market since its release earlier in the year.



However, Apple's overall share has slipped four percentage points since last quarter, due to growing competition including Samsung which now has a 7% share in the market. Whilst the new iPad enjoys industry-leading satisfaction scores across most performance measures, thus securing Apple's position in this market, the iPads' performance measures under-index in Price and Value for Money. Furthermore, Samsung rivals iPad 2 across many performance scores, particularly Sturdiness and Reliability. Lastly, nearly half of current tablet owners (45%) are considering switching their devices, with Price being the main consideration for the market, at large, and for iPad owners in particular.



John Gilbert, Consulting Director of YouGov's Technology and Telecoms sector summarised: "This trend is to be expected. No brand can maintain 90% plus share in a new and growing device market. With the older (and solvent) generation adopting tablets at a growing rate, and spending over £400, it is much too lucrative an opportunity for competition to ignore."

Gilbert continued: "Whilst Apple continues to set the standards of tablet quality, Samsung and other manufacturers are fast approaching and exceeding Apple on price metrics. As the tablet market taps into the Early and Late Majority technology users, Apple may expect a declining share in a growing market."

YouGov's Tablet Tracker will closely monitor the future impact of Microsoft's recent entry in the tablet market with its Surface product.

**-ENDS-**

**Notes to editors:**

Figures, unless otherwise stated, are from YouGov Plc.

Total sample size is 2,066 nationally representative respondents. A booster sample of 1,466 tablet owners was also interviewed. Fieldwork was undertaken between 30th April and 2<sup>nd</sup> May 2012. The survey was carried out online.

\*A 'tablet prospect' is defined as a consumer looking to purchase a tablet in the next two years.

**Enquiries:**

John Gilbert

Consulting Director, Technology & Telecoms Consulting

T: +44(0)20 7012 6000

E: [john.gilbert@yougov.com](mailto:john.gilbert@yougov.com)

Giovanna Clark

PR Executive

T: +44(0)20 7012 6069

E: [giovanna.clark@yougov.com](mailto:giovanna.clark@yougov.com)

**General YouGov enquiries:**

T: +44(0)20 7012 6000

E: [info@yougov.co.uk](mailto:info@yougov.co.uk)

W: [yougov.co.uk](http://yougov.co.uk)

**About YouGov's Tablet Track**

Since August 2010, YouGov has been tracking the tablet market quarterly. Now in its eighth wave of research, the study interviews 1500 tablet owners in addition to 2000 respondents representative of the national population to understand their views towards tablets. The project is a syndicated study produced every quarter (next wave due September 2012).

**About YouGov**

YouGov is an international, full service market research agency offering added value consultancy, qualitative research, field and tab services, syndicated products such as the daily brand perception tracker BrandIndex and social media analysis tool SoMA, fast turnaround omnibus and comprehensive market intelligence reports. YouGov's sector specialist teams serve financial, media, technology and telecoms, FMCG and public sector markets.

YouGov is considered a pioneer of online market research and has a panel of 2.5 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

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