

# Apple Premium 2012

Market Brief  
Third Quarter, 2012





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## A Market Brief

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*iGR*

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## Abstract

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This report provides a summary of the prices that consumers reported being willing to spend on both Apple iPads and Android-based tablets. The data in this report is based on a Web-based survey of 1,014 U.S. consumers that *iGR* fielded during the first week of May 2012.

Key questions addressed:

- On average, how much more are consumers willing to spend on an iPad than an Android-based tablet?
- What percentage of consumers would not consider buying any tablet other than an iPad?
- How much are consumers willing to pay for an iPad, according to various demographic variables?
- How much are consumers willing to pay for an iPad, according to their current cell phone or household computing device?
- How much are consumers willing to pay for an Android-based tablet, according to various demographic variables?
- How much are consumers willing to pay for an Android-based tablet, according to their current cell phone or household computing device?

Who should read this report?

- Mobile operators
- Device OEMs
- Content providers and distributors
- Financial analysts and investors.

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