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Is the Apple iPad still worth more to consumers than Android tablets?

New iGR study shows that consumers are willing to pay 52 percent more for an Apple iPad than for an Android tablet

AUSTIN, Texas, July 13th, 2012 – The tablet market continues to grow, but how much are consumers willing to spend on these popular devices? While there are many answers to that question, *iGR*'s research suggests that the main variable is whether or not the tablet is an Apple iPad.

In late 2011, *iGR* published a report called *The Apple Premium* in which it quantified the dollar amount that might compel an individual to switch from intending to purchase an Apple iPad to another, competing tablet. *iGR* found that a competing tablet would have to be significantly less expensive than the baseline \$499 iPad 2. *iGR* called this price difference the "Apple Premium."

In its May 2012 consumer survey, *iGR* repeated the question and found that the "Apple Premium" has dropped 5 percent - consumers are not willing to pay quite as much of a premium for an iPad. However, there is good news for Apple: consumers are willing to pay 52 percent more, on average, for an iPad than for an Android-based tablet.

"Although there is a slight decrease in this Apple Premium from the same study in late 2011, it is still a very significant difference," said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. "Our research shows that consumers are still willing to pay more for an Apple iPad than for competing Android tablets, despite the introduction of new models. While the 'Apple Premium' has dropped, it is clear that Apple still commands a significant price advantage in the market."

iGR's research shows that all consumers are not willing to spend the same amount for a tablet. *iGR* found that there is a relationship between this price point and many demographic variables, such as age, marital status, and age of children. *iGR* also found relationships between the consumers' current use of technology and how much they were willing to spend on both iPads and Android-based tablets.

iGR's new market research report, *Apple Premium 2012*, provides details on the prices that consumers have reported being willing to spend.

The following key questions are addressed in the new research study:

- On average, how much more are consumers willing to spend on an Apple 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?

The information in this report will be valuable for:

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

The new report can be purchased and downloaded directly from *iGR's* website at www.iGR-inc.com. Alternatively, contact Iain Gillott at (512) 263-5682 or at iain@iGR-inc.com for additional details.

About iGR

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now entering its twelfth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

iGR researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile applications; bandwidth demand and use; small cell architectures; DAS; LTE; WiMAX; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at www.igr-inc.com.