

ENTERTAINMENT VALUE TRUMPS BUSINESS USE AMONG FIRST-GEN iPad USERS Survey Reveals “Unexpected Delights” of iPad and Wish List for iPad 2

AUBURN HILLS, MI – March 8, 2011 – Just 30 days prior to the launch of Apple’s iPad 2, a study among current iPad owners and intenders points to a clear distinction in how the iPad is being incorporated in consumers’ lives. According to results from a survey conducted in Gongos Research’s *Consumer Village*—an online research community of over 22,000 active members—the first-generation iPad is primarily used as a “for me” device providing convenience and enjoyment.

Beyond the portability and “cool factor” of the slim device, several “unexpected delights” surfaced, supporting the theme that consumers largely use their iPads for entertainment purposes, rather than for professional use. Qualitative, open-ended responses from 400 consumers revealed three particularly distinct characteristics that make the tablet preferable to other devices:

- Immediate connectivity (*relative to laptops and desktops*)
- Large screen size (*relative to smartphones*)
- Superior resolution (*relative to most computing devices*)

With a vast library of apps, including book readers, games and social networking, consumers noted a multitude of ways that make the iPad easy to incorporate into their lives. Conversely, one of the most commonly mentioned drawbacks is the absence of camera and video functionality – a wish-list item that will now come standard on the iPad 2.

Results from the survey also show that consumers would be more apt to integrate the iPad into their professional lives if the tablet offered the following features:

- USB port(s)
- SD card drive
- More printer connection options

“Regardless if the iPad 2 addresses the entire wish list of first-generation iPad users, one thing is clear,” said John Gongos, CEO of Gongos Research. “The iPad, and tablets in general, are about mobility, which allows consumers to be more productive in all aspects of their lives.”

The survey and open-ended query were fielded among men and women between January 26 and February 1. Gongos Research manages [Consumer Village](#), its proprietary [metaCommunity](#)®— a large-scale “community of communities” used for quantitative and qualitative research. A Flash

Poll/Conversation is an activity initiated in Consumer Village which enables companies to ask up to five questions in order to gain instant insights. A sub-community called *Airwaves* was launched in September 2010 to specifically engage [mobile users](#) in research.

The i°Communities mobile app is available as a free download for the iPhone, iPod touch and iPad in the [iTunes App Store](#). Other users can also [join](#) Consumer Village on the company's website.

Since 1991, Gongos Research has worked with leading companies including Best Buy, Hallmark Cards, Mars Snackfood, Domino's Pizza, Visa, U.S. Bank and GM. In 2007, the company was first named to the Inc. 5000 list of "The Fastest Growing Private Companies in America," and in 2008 became a Honomichl Top 50 U.S. marketing research organization.

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