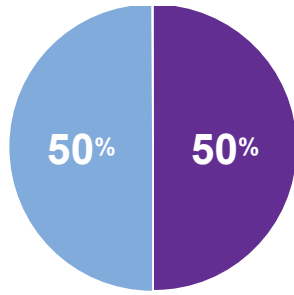




# Waiting for Apple's Tablet

Profile of those "very" interested in an Apple Tablet

## GENDER—NOT JUST FOR MALES...

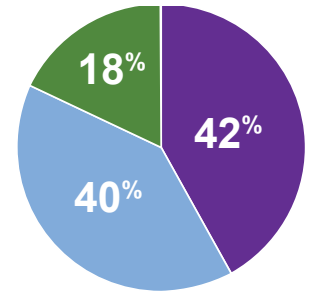


Female Male

## AVERAGE AGE

34  
years

## HOW OLD ARE THEY?



12-29 30-49 50+

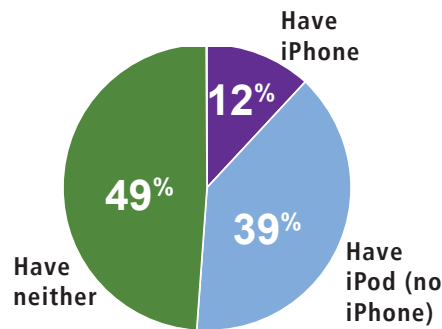
## GADGETS THEY OWN

50% HAVE SMARTPHONES

75% HAVE LAPTOPS

2.5 AVERAGE # OF COMPUTERS IN THE HOME

## EXPANDING THE MARKET OF THE POTENTIAL BUYERS...



## CURRENT WIRELESS CARRIER

33% at&t

26% verizon

14% Sprint

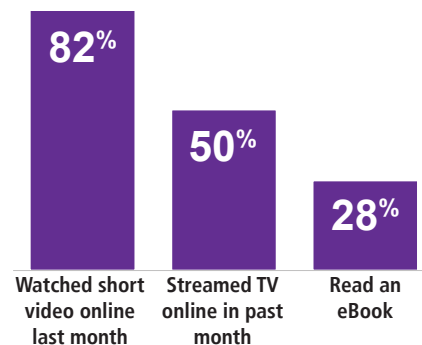
11% T-Mobile

## % WHO ARE HISPANIC, AFRICAN AMERICAN OR ASIAN AMERICAN

38%

1.5X NATIONAL AVERAGE

## VIDEO, TV, eBooks



## AMONG TABLET BUYERS WITH VIDEO IPODS

61%

WATCHED A MOVIE ON THAT DEVICE VS. 46% AVERAGE