



Apple iPad

Consumers' Perceptions and Attitudes

Apple's introduction of iPad, the large, touch-screen format device, may have an impact on other technology devices. Will consumers feel the need to consolidate their devices such as the netbook, smart phone, and e-reader, to name a few? NPD's new report, *Apple iPad: Consumers' Perceptions and Attitudes*, explores this exciting new product introduction in today's dynamic marketplace.

Learn about consumers' attitudes and dynamics related to their mobile eco-systems and which devices will be most affected by the iPad.

Study Content

- Awareness
- Interest level
- Purchase intent
- Planned tasks using an iPad
- Most important features of the iPad
- Current devices owned
- Devices planning to purchase
- Tasks performed by each device
- Devices likely to be retired or not purchased because of iPad
- Demographics

Study Details

- Field Date – February 25 - March 4, 2010
- Sample Size – 1,000 U.S.-representative adults

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