

Four in Five Adults Say that Being Able to Charge their Devices Wirelessly Would Make Life Easier

Three-Quarters Could Use a Better Way to Charge all the Electronic Devices in their Household



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Four in Five Adults Say that Being Able to Charge their Devices Wirelessly Would Make Life Easier

Three-Quarters Could Use a Better Way to Charge all the Electronic Devices in their Household

New York, NY – Four in five adults (79%) believe that being able to charge their devices wirelessly would make their lives easier, according to a new Ipsos poll conducted on behalf of Duracell, a leading manufacturer of high-performance alkaline batteries. The survey shows that women are even more enthusiastic about charging their devices wirelessly than are men, as 82% of women agree – including 49% who *completely agree* – compared to 76% of men.

Parents are also particularly resolute in saying that charging their devices wirelessly would make their lives easier, as 86% of them agree – including 50% who *completely agree*.

These are some of the findings of an Ipsos poll conducted October 19-21, 2010. For the survey, a national sample of 1,723 adults over the age of 18 –including 500 parents living with children under 18– from Ipsos' U.S. online panel was interviewed online. Quota sampling and weighting were employed to balance demographics and ensure that the sample's composition reflects that of the actual U.S. adult population according to Census data and to provide results that are intended to approximate a probability sample. An unweighted probability sample of 1,723 respondents, with a 100% response rate, would have an estimated margin of error of +/-2.4 percentage points, 19 times out of 20 of what the results would have been had the entire adult population of the United States been polled. In case of parents, an unweighted probability sample of 500 respondents, with a 100% response rate, would have an estimated margin of error of +/-4.4 percentage points, 19 times out of 20 of what the results would have been had the entire adult population of the United States with children this age been polled.

All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

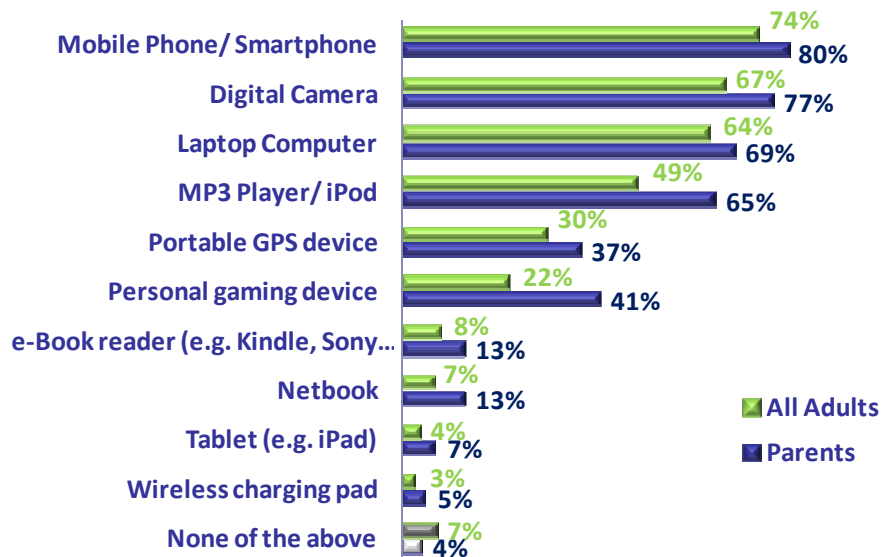
Having a Better Way to Charge Their Devices

The study results show that three in four adults (74%) agree that they could use a better way to charge all the electronic devices in their household. Perhaps this is because over half of adults (57%) and two-thirds of parents (65%) include charging their phones in their daily to-do list. At the same time, almost one in three adults (31%) and two in five parents (41%) say they have a tendency to misplace chargers.

This is particularly important when taking into account the amount of mobile electronic devices owned by Americans. The study results show that three in four adults (74%) say they themselves or someone in their household own a mobile phone or Smartphone; 67% say they own a digital camera; 64% a laptop computer; 49% an MP3 player or iPod; as well as considerable proportions that own portable GPS devices, personal gaming devices, etc.

Parents tend to have even more electronic devices in their household, which could be a reason why they are even more likely than the general public to agree that they could use a better way to charge their devices (81%).

Do you or anyone in your household own any of following electronic devices that require charging?



Source: Ipsos Public Affairs
 Base: 1,723 Adults (including 500 Parents) interviewed online
 Field date: October 19 – 21, 2010

Most Americans Love Gadgets but Not their Cords

According to the study, most Americans (57%), and to a greater extent, parents (63%), say they love gadgets. Two in three adults (66%) also say that mobile electronics help them accomplish things that they need to do during the day, and three-quarters (74%) even say that technology helps simplify their lives.

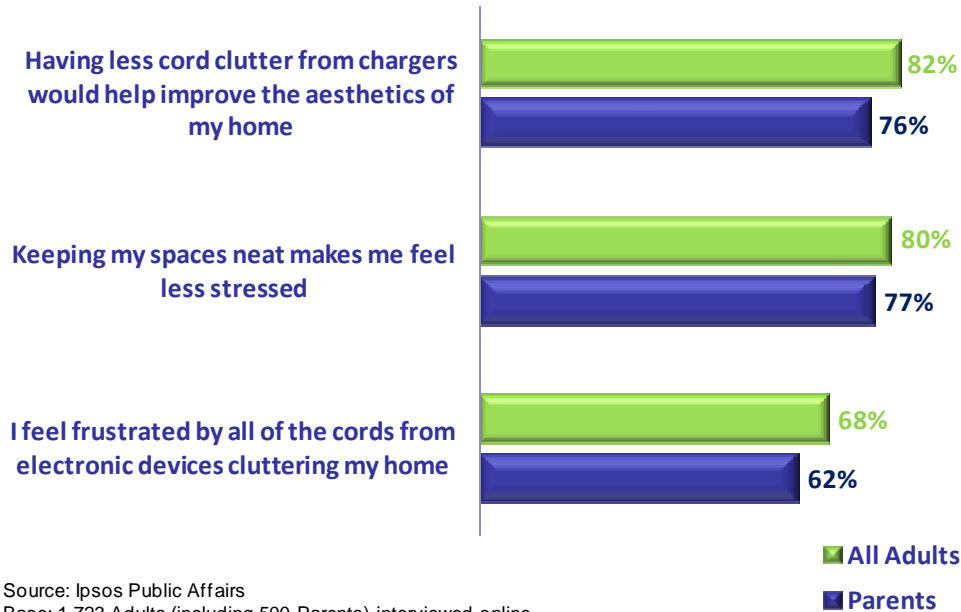
Parents are even more enthusiastic about electronics, as three-quarters (75%) agree that mobile devices help them accomplish things they need to do during the day, while four in five (80%) say that technology helps simplify their life.

However, Americans' love for gadgets and electronics does not translate into love for their charging cords. Six in ten Americans (59%) say they dislike charging cords, and over three-quarters of adults (78%) and over four in five parents (85%) say that having a different charger for each electronic device can be annoying.

For Most, Less Cords Represent Better Looking Homes

With so many devices in the household that need to be plugged in, it is not a surprise that three-quarters of adults (76%) and 82% of parents, agree that having less cord clutter from chargers would help improve the aesthetics of their home. Furthermore, around two thirds (62% of all adults and 68% of parents) agree that they feel frustrated by all of the cords from electronic devices cluttering their home. Especially, when most of them say that keeping their spaces neat makes them feel less stressed (77% of all adults and 80% of parents.)

How much do you agree or disagree with each of the following statements?
(Completely/ Somewhat Agree)

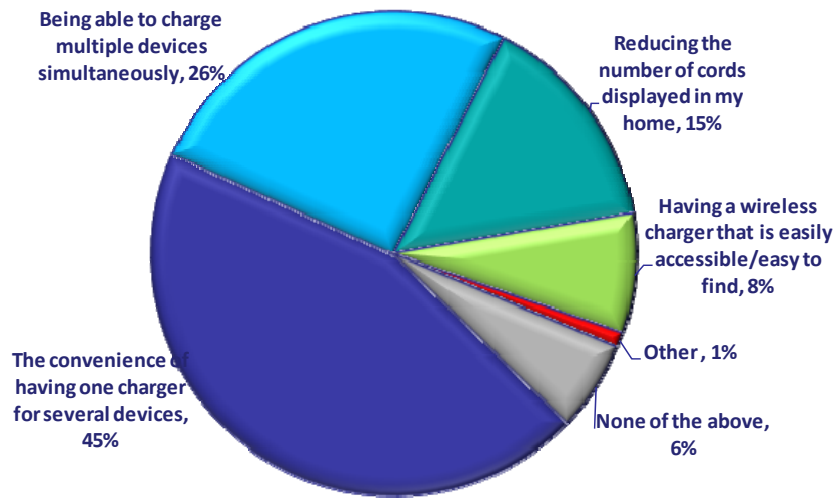


One Outlet and One Place to Charge Several Devices

With so much animosity toward charging cords, it is understandable that four in five adults (79%) and 84% of parents say that having one central place to charge their devices would keep them better organized. Similarly, 86% of adults and 90% of parents believe that it would be convenient to charge multiple devices at once by just using one outlet.

Convenience of having one charger for several electronic devices was also the most commonly selected benefits of a charging pad, defined as a device that allows charging mobile devices wirelessly by just placing the device that needs to be charged on top of the pad, and can charge up to four devices simultaneously. Following the convenience of having just one charger (selected by 45%), Americans selected being able to charge multiple devices simultaneously (26%); reducing the number of cords displayed in their home (15%); and, having a wireless charger that is easily accessible and easy to find (8%) as the top benefits from this wireless charging pad. In contrast, just 6% of Americans said this charging pad did not have any of the aforementioned benefits.

Which of the following would you say is the top benefit of the charging pad described?



Source: Ipsos Public Affairs
Base: 1,723 Adults interviewed online
Field date: October 19 – 21, 2010

Product Description: Please read the following description before you answer the next question. A wireless charging pad is a device that allows charging mobile devices such as smart phones by just placing the device that needs to be charged on top of the pad. All you have to do is plug in the charging pad (the size of a mouse pad) into an outlet, equip your device with an adapter, and drop your device onto the pad to be charged. The pad can simultaneously charge up to four devices wirelessly.

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