



tablet panel

WANT TO KNOW MORE ABOUT TABLET USERS?

The use of smartphones and tablet devices is rising at an ever increasing rate, and as researchers it's important to offer participants the choice of how they complete surveys. Gone are the days where researchers would deliver just an online survey to be completed only on a PC or laptop. Participants now want to complete surveys on their own terms using a device of their choice. Tablets are always on or near the participant allowing them to take part in research 'in the moment', with less reliance on recall, rather than retrospectively.

The Ipsos Tablet Panel can reach more than 15,500 tablet owners across seven markets in Europe which allows us to provide you with a valuable sampling source to service project needs.

We also have our own mobile application, Ipsos Mobile, which allows participants to download an app to their smartphone or tablet and take part in research surveys wherever they are, whenever they want.



HOW CAN THE IPSOS TABLET PANEL HELP YOUR BUSINESS?

Via the tablet panel we can ask respondents to complete diaries, one-off surveys, take photos, create videos, show mocked up static or video images.

This can be used to help you conduct:
Concept / Product Testing; Detailed Behavioural Profiling and Segmentations; Brand Equity Studies; Audience Measurement and Content Evaluation Testing.

If you want to know more about tablet users and how they affect your business contact the Ipsos Tablet Panel, available across Europe.

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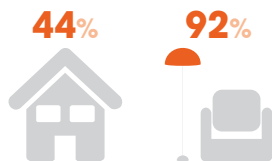
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SOME INTERESTING FACTS ABOUT TABLETS



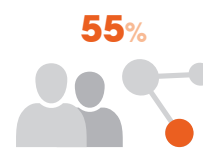
The tablet market is niche but growing, **1 in 10** consumers now own a tablet in the UK



Usage is predominantly in-home – **92%** of owners use their tablet in the living room, and **44% only** use their tablet at home

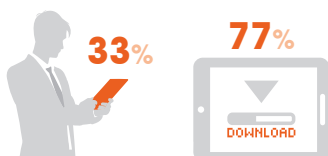


Those using their tablet outside are open to paying for internet access – a **third** of owners are connecting their tablet to the internet via 3G services



A significant amount of social network traffic is coming from tablets – **55%** of owners are accessing social networking sites via their tablet

Tech tracker Q3 '12



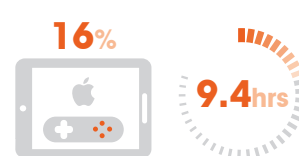
Ownership increases significantly amongst the business elite. Those most senior business executives in the UK – **33%** own tablet with **77%** of them downloading new apps on a monthly basis

BE:EUROPE 2012



Tablets are helping to change TV viewing behaviour – **three quarters** of viewers now watch TV whilst using another screen like the iPad

MediaCT Multi-screen World US



Children are adopting tablets as a gaming device – **16%** of kids are playing games on an iPad and those who do are spending an average of **9.4** hours a week gaming

GameTrack Q2 '12



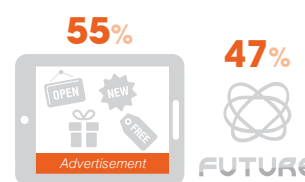
Tablets are an alternative to traditional print media – **6.5 million** adults have viewed either a newspaper or magazine on a tablet, smartphone or e-reader in the last 12 months

National Readership Survey 2012



Tablet owners are comfortable with the value of ad funded content – almost **two thirds** would prefer tablet apps to have lower upfront costs with more ads than higher upfront costs with fewer ads

IAB Tablet Ad formats study 2012



Consumers expect big things from advertising on tablets – **55%** of owners agree that advertising on tablets can do things that advertising on other media can't, and **47%** agree that "tablets are the future of advertising"

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