

Q. What follows are a series of communication type devices, please indicate if you, another adult member of your household or a child currently use each today.

Base: All answering

	Device Penetration			
	Wave 1 (January 2011)	Wave 2 (August 2011)	Wave 3 (January 2012)	Wave 4 (August 2012)
Sample Size: Unweighted	(n=50,000)	(n=46,000)	(n=46,000)	(n=40,000)
Smartphone	23%	30%	34%	40%
Tablet	3%	6%	10%	15%
eReader	4%	7%	10%	12%

Note: Brands with 3% or greater mention shown

Q. For each of the following mobile devices you use, please select the brand of each device.

Base: All answering who use a Smartphone

	Smartphone Brand Penetration			
	Wave 1 (January 2011)	Wave 2 (August 2011)	Wave 3 (January 2012)	Wave 4 (August 2012)
Sample Size: Unweighted	(n=12,900)	(n=12,475)	(n=14,637)	(n=14,116)
Apple	23%	25%	28%	29%
BlackBerry	41%	38%	33%	27%
Android (Net)*	26%	27%	31%	36%
Samsung	9%	10%	13%	18%
LG	6%	6%	8%	7%
HTC	4%	5%	5%	6%
Motorola	4%	3%	3%	3%
Sony	2%	3%	2%	2%
Nokia	4%	3%	2%	3%

Note: Brands with 3% or greater mention shown

* Estimate based on brands of handset typically running on the Android Platform

Q. For each of the following mobile devices you use, please select the brand of each device.

Base: All answering who use a Tablet

	Tablet Brand Penetration			
	Wave 1 (January 2011)	Wave 2 (August 2011)	Wave 3 (January 2012)	Wave 4 (August 2012)
Sample Size: Unweighted	(n=1,378)	(n=2,657)	(n=4,928)	(n=6,374)
Apple	78%	56%	47%	42%
BlackBerry	0%	10%	18%	19%
Samsung	4%	5%	8%	9%
Acer	0%	6%	5%	6%
Asus	0%	2%	2%	4%
HP	0%	4%	4%	3%
Dell	0%	3%	2%	2%
Motorola	0%	3%	2%	1%

Note: Brands with 3% or greater mention shown

Q. For each of the following mobile devices you use, please select the brand of each device.

Base: All answering who use an eReader

	Tablet Brand Penetration			
	Wave 1 (January 2011)	Wave 2 (August 2011)	Wave 3 (January 2012)	Wave 4 (August 2012)
Sample Size: Unweighted	(n=2,624)	(n=3,877)	(n=5,960)	(n=5,923)
Kobo	29%	36%	46%	47%
Kindle	25%	25%	24%	23%
Sony	30%	23%	18%	17%
Aluraktek	3%	3%	3%	2%

Note: Brands with 3% or greater mention shown