

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 2012)	Wave 3 (January 2012)	Wave 4 (August 2012)	Wave 5 (January 2013)
<b>Sample Size: Unweighted</b>	(n=50,000)	(n=46,000)	(n=46,000)	(n=40,000)	(n=40,000)
Smartphone	23%	30%	34%	40%	47%
Tablet	3%	6%	10%	15%	21%
eReader	4%	7%	10%	12%	14%

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 2012)	Wave 3 (January 2012)	Wave 4 (August 2012)	Wave 5 (January 2013)
<b>Sample Size: Unweighted</b>	(n=12,900)	(n=12,475)	(n=14,637)	(n=14,116)	(n=14,091)
Apple	23%	25%	28%	29%	32%
BlackBerry	41%	38%	33%	27%	23%
Android (Net)*	26%	27%	31%	36%	38%
Samsung	9%	10%	13%	18%	23%
LG	6%	6%	8%	7%	5%
HTC	4%	5%	5%	6%	6%
Motorola	4%	3%	3%	3%	2%
Sony	2%	3%	2%	2%	2%
Nokia	4%	3%	2%	3%	2%

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 2012)	Wave 3 (January 2012)	Wave 4 (August 2012)	Wave 5 (January 2013)
<b>Sample Size: Unweighted</b>	(n=1,378)	(n=2,657)	(n=4,928)	(n=6,374)	(n=7,933)
Apple	78%	56%	47%	42%	45%
BlackBerry	0%	10%	18%	19%	16%
Samsung	4%	5%	8%	9%	13%
Acer	0%	6%	5%	6%	5%
Asus	0%	2%	2%	4%	4%
Google Nexus	0%	0%	0%	0%	3%
HP	2%	4%	4%	3%	2%
Dell	0%	3%	2%	2%	2%
Motorola	0%	3%	2%	1%	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 2012)	Wave 3 (January 2012)	Wave 4 (August 2012)	Wave 5 (January 2013)
<b>Sample Size: Unweighted</b>	(n=2,624)	(n=3,877)	(n=5,960)	(n=5,923)	(n=6,246)
Kobo	29%	36%	46%	47%	54%
Kindle	25%	25%	24%	23%	23%
Sony	30%	23%	18%	17%	16%
Aluraktek	3%	3%	3%	2%	2%

Note: Brands with 3% or greater mention shown

Q. At this stage, what brands are you considering for each of the following mobile devices?

Base: All answering with intention to buy/replace their Smartphone

	Smartphone Brands Under Consideration				
	Wave 1 (January 2011)	Wave 2 (August 2012)	Wave 3 (January 2012)	Wave 4 (August 2012)	Wave 5 (January 2013)
Sample Size: Unweighted	(n=13,149)	(n=13,002)	(n=13,613)	(n=13,007)	(n=10,846)
Apple	54%	54%	57%	56%	51%
BlackBerry	58%	49%	40%	29%	34%
Samsung	21%	25%	32%	42%	48%
HTC	12%	16%	15%	14%	13%
LG	15%	14%	15%	13%	12%
Motorola	12%	11%	9%	13%	6%
Sony	7%	8%	8%	7%	6%
Nokia	10%	8%	8%	7%	7%

Note: Brands with 3% or greater mention shown

Q. At this stage, what brands are you considering for each of the following mobile devices?

Base: All answering with intention to buy/replace their Tablet

	Tablet Brands Under Consideration				
	Wave 1 (January 2011)	Wave 2 (August 2012)	Wave 3 (January 2012)	Wave 4 (August 2012)	Wave 5 (January 2013)
Sample Size: Unweighted	(n=7,560)	(n=8,809)	(n=9,833)	(n=9,134)	(n=7,546)
Apple	78%	64%	62%	59%	58%
Samsung	14%	19%	26%	28%	34%
BlackBerry	21%	28%	22%	16%	18%
Acer	NA	12%	13%	14%	13%
Google Nexus	NA	NA	NA	8%	11%
Microsoft Surface	NA	NA	NA	NA	11%
Asus	NA	5%	7%	8%	10%
Dell	NA	8%	9%	8%	7%
Toshiba	NA	8%	10%	8%	7%
HP	NA	13%	10%	7%	6%
HTC	NA	NA	NA	4%	4%
Motorola	NA	7%	6%	4%	3%

Note: Brands with 3% or greater mention shown

Q. At this stage, what brands are you considering for each of the following mobile devices?

Base: All answering with intention to buy/replace their eReader

	eReader Brands Under Consideration				
	Wave 1 (January 2011)	Wave 2 (August 2012)	Wave 3 (January 2012)	Wave 4 (August 2012)	Wave 5 (January 2013)
Sample Size: Unweighted	(n=7,119)	(n=7,193)	(n=7,258)	(n=6,139)	(n=4,519)
Kobo	31%	36%	42%	39%	46%
Kindle	50%	56%	53%	47%	56%
Sony	45%	33%	31%	29%	30%
Aluraktek	3%	2%	2%	1%	4%

Note: Brands with 3% or greater mention shown