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## SURVEY SAYS: 70% Of iPad 2 Buyers Were First-Time iPad Owners

Dan Frommer | Mar. 13, 2011, 9:42 PM | 2,302 | 15



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Piper Jaffray's Gene Munster and team surveyed 236 people in line for the iPad 2 on Friday.

Munster just summarized his findings in a note:

- Most people were buying their first iPads as opposed to upgrading. Some 70% of iPad 2 buyers were new to the iPad, whereas about 23% of iPhone 4 buyers last summer were new to the iPhone.
- 47% of buyers picked up iPad 3G units, which cost \$130 more.
- 41% bought the 32GB model, up from 32% who bought the 32GB model of the original iPad. And the 64GB models gained slight share, he says. (So average selling price went up.)
- 65% of buyers owned an iPhone (halo effect!), 24% own a Kindle.

Munster still thinks Apple sold about 400,000 to 500,000 iPads this past weekend, vs. 300,000 original iPads during its launch weekend last April.

This was limited by stock -- Apple sold out of iPad 2s quickly.

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**Summary**

Apple Inc. is an American multinational corporation that designs and markets consumer electronics, computer software, and personal computers. The company's best-known hardware products include the Macintosh line of computers... [More »](#)



**Summary**

The iPad is Apple's tablet computer, unveiled in January, 2010, and launched in April, 2010. The second generation of the iPad -- the iPad 2 -- was unveiled on March 2, 2011. It will be available for sale in the U.S. on March... [More »](#)



**Summary**

iPad 2 is the newest version of Apple's iPad tablet. It was unveiled on March 2, 2011. It became available for sale on Friday, March 11, 2011 in the U.S. and will be available on March 25, 2011 in selected countries worldwide... [More »](#)

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15 Comments



**joeinmiami** ✕✕✕ on Mar 13, 9:53 PM said:  
Those are some really strong numbers, Dan.

7 likes 0 dislikes  
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**Dave B** on Mar 13, 10:04 PM said:

and they taste great with wasabi dipping sauce.

3 likes 1 dislike  
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**Frank Castle** on Mar 13, 10:24 PM said:

That sampling size is questionable to determine much of anything. 236 people?

1 like 13 dislikes  
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**FalKirk** on Mar 14, 2:22 AM said:

@Frank Castle: Actually, a sample size of 236 from an estimated population of 600,000 gives a margin of error of about 6% which is pretty good.

5 likes 0 dislikes  
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**Sammy the Walrus IV** (URL) on Mar 14, 7:55 AM said:

6 likes 0 dislikes  
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@Frank Castle: sampling with 100-200 estimates is actually pretty efficient.

Statistics 101.

**The CW** (URL) on Mar 13, 10:24 PM said:

 9  0

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Worth remembering that iPad 1's debut was WiFi only. This debut not only includes 3G models but AT&T and Verizon. This may add to the total initial day volume.

**Keith Dsouza** (URL) on Mar 13, 10:26 PM said:

 2  11

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Why can't we have headlines like - Survey says out of 236 people only 165 bought new iPad? instead of 70% bought new iPad?

**Frank Castle** on Mar 13, 11:03 PM said:

 0  12

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@Keith Dsouza: Shhhh Apple headlines are meant to be taken at face value and not validated. You want actual reporting?

LOL

Here's the proper headline:

Well known Apple analyst samples 236 line waiters and determines whopping 70% are first time buyers!

Or

Munster lays on the mustard - 70% of weekend buyers new to iPad's magic!

**Milind** on Mar 13, 10:29 PM said:

 3  4

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Exactly! Don't you think the title should have been 70% \*of 236\* people were first time buyers? This is the kind of breathless reporting that always reminds me of [http://www.youtube.com/v/Sr4pPAn-m5g&hl=en\\_US&fs=1&](http://www.youtube.com/v/Sr4pPAn-m5g&hl=en_US&fs=1&)



**joeinmiami** ✖✖✖ on Mar 13, 10:49 PM said:

 9  0

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Don't forget that the next, best-selling tablet is selling about 2 units per store, per day with no lines and no waiting.

OOOF!

**Beltway Greg** on Mar 13, 11:26 PM said:

 2  0

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Incredible. The world's best company just got a little bester!

See you at \$400. It's never been so healthy to be overweight.

Beltway Greg Long and Strong since 1997.

**Dave**, on Mar 14, 12:47 AM said:

<http://offbeatchina.com>



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**Bravofett** on Mar 14, 1:39 AM said:

....the same percentage of people are using their unemployment checks to buy one.



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**Ted Poe (URL)** on Mar 14, 3:39 AM said:

According to other news sources Apple may have sold 500,000 iPad 2 tablets on the weekend. Retail stores ran out of the precious iPad 2. This is a good indication that Apple will sell millions in the coming weeks as the manufacturer prepares to ship them to the stores. Apple fans will come out and buy them no matter what they cost. . But the iPad 2 can also be obtained for free if you follow certain conditions at <http://www.digitalundivide.com>



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**Dominik (URL)** on Mar 14, 3:59 PM said:

This is a very fun time for enthusiast of electronic devies.



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Who would have ever thought that Apple, the company that no one thought complete compete against Microsoft would dominate mobile computing?

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