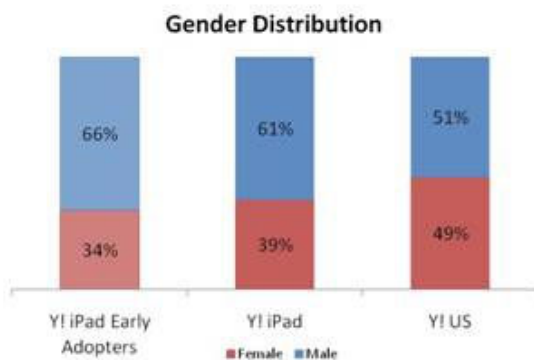


Early U.S. iPad Users are Mostly Male, Aged 21 to 44

Since its U.S. release at the end of April and a global release at the end of May, the majority of visitors to Yahoo properties from Apple's iPad device have been male, and aged 21 to 44, according to data released by the portal this week.

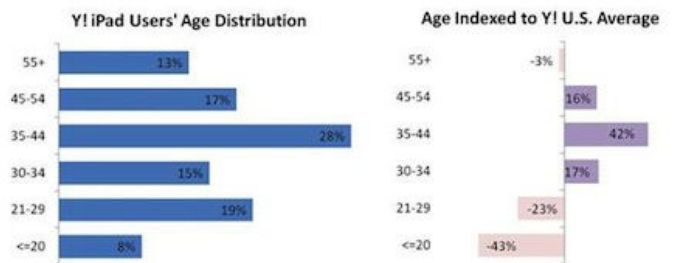
Yahoo released preliminary demographic data on iPad users just nine days after its U.S. launch, but says it has seen a seven-fold increase in users visiting its sites from the device in the two months following its full global launch.

Based on data collected from users who sign into Yahoo accounts on the device, the portal found 61 percent of U.S. iPad users to date have been male, considerably higher than the average number of male users across its sites, which stands at 51 percent. The distribution has become more gender-balanced since Yahoo's initial research, however, which suggested 66 percent of early iPad users were male.



Yahoo also reported 62 percent of iPad visitors were aged between 21 and 44 in the three months following its launch. The most concentrated distribution of visits came from users aged between 35 and 44,

however, with users in that bracket accounting for 28 percent of visits overall. Users aged between 21 and 29 were the second most active, accounting for 19 percent of visits.



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<http://www.clickz.com/clickz/stats/1721987/early-us-ipad-users-mostly-male-aged-21-44>