

**INDEPENDENT RESEARCH STUDY JULY 07
REGARDING CHILD LOCATION DEVICES**

Overall 93% of adults think the Child Tracker concept is 'useful', and almost two in three (62%) feel it is 'very useful'. The main use is seen to be 'knowing where children are/ finding them when lost (85%), which is the key USP for the device.

Without considering likely price, 24% claim they would be likely to consider purchasing such a device.

The (unprompted) expected purchase price of the unit was (mean average) c.£80. (£81) Whilst 40% of respondents felt the purchase price would be £50 or less, 14% felt it would be more than £100.

The expected (mean) monthly subscription fee was estimated by respondents at just under £11 overall (£10.86). 45% of all respondents felt the monthly fee would be more than £7.

Looking at your target prices; 9% of adults would expect the unit to cost £150 or more to buy, and 47% thought the monthly subscription price would be more than £5.

At a (purchase) price of £150, 60% told us such a device was 'Good Value for Money' (16% claimed it was 'very good value'), and 22% adults said they would be likely to buy at this price of which 8% of all households had an adult who claimed to be *very likely* to buy at your prices (i.e. an estimated 1.993 million adults from households). The monthly subscription price of £4.99 was seen as 'good value for money' by 92% of all respondents (very good value for money by 55%).

Thus at £150 the market potential i.e. the estimated numbers who are 'very likely' to buy is in the range c.1.176m-2.810m, a best estimate of 1.993million.

Predictably virtually all (92%) of those claiming to be 'very likely' to purchase already have internet access (via mobile or home computer)

The most popular uses for the device are:

For parents to keep children safe (92%)

For emergency services to find those at risk (87%)

For carers to keep track of elderly (80%)

For leisure parks/centres for timed access (74%)

For play/nursery schools (69%)

For pets (67%)