

**U.S. Regional  
Tablet Market  
Forecast, 2011-  
2016**

Market Study  
2Q 2012





---

# U.S. Regional Tablet Market Forecast, 2011-2016

---

## Market Study

Published 2Q 2012  
Version 1.0  
Report Number: 02Q2012-03

*iGR* Inc.  
12400 W. Hwy 71  
Suite 350 PMB 341  
Austin TX 78738

# Table of Contents

---

<b>Abstract</b> .....	<b>1</b>
<b>Executive Summary</b> .....	<b>3</b>
Figure A: U.S. Total Tablet Sales, 2010 & 2011 .....	3
Figure B: U.S. Tablet Sales by Region 2011 & 2016.....	4
<b>U.S. Tablets, 2011</b> .....	<b>5</b>
<b>What is a Tablet?</b> .....	<b>5</b>
Figure 1: Key Attributes of a Tablet Computer .....	5
Figure 2: OS Mix of Tablets in Use by U.S. Consumers.....	6
Figure 3: OEM Mix of Tablets in Use by U.S. Consumers .....	7
<b>Tablet Purchasing Considerations &amp; Trends</b> .....	<b>7</b>
Figure 4: Important Factors in Tablet Purchase .....	8
<b>U.S. Tablet Sales Overall, 2010 - 2011</b> .....	<b>9</b>
<b>Tablet Sales, 2010 - 2011</b> .....	<b>9</b>
Table 1: U.S. Total Tablet Sales, 2010-2011 .....	9
Figure 5: U.S. Total Tablet Sales, 2010-2011 .....	9
<b>U.S. Tablet Sales by OS, 2010 - 2011</b> .....	<b>10</b>
Table 2: U.S. Tablet Sales by OS, 2010-2011 (units).....	10
Figure 6: U.S. Tablet Sales by OS, 2010-2011 (% share) .....	11
<b>Tablet Market Drivers 2012 - 2016</b> .....	<b>12</b>
<b>U.S. Tablet Market: The Regional Perspective</b> .....	<b>12</b>
Figure 7: U.S. Tablet Use by Location, 2011 (Indexed).....	13
Figure 8: U.S. Rural User Intent to Purchase: Tablets, Dec 2010 .....	14
Figure 9: U.S. Rural User Intent to Purchase: Tablets, Dec 2011 .....	14
Tablet Price, Hardware & Software.....	15
Wireless Connectivity.....	16
<b>U.S. Rural Tablet Sales Forecast, 2011-2016</b> .....	<b>17</b>
<b>U.S. Rural Tablet Sales Forecast, 2011 - 2016</b> .....	<b>17</b>
Table 3: U.S. Tablet Sales 2011-2016 by Region (units) .....	17
Table 4: U.S. Tablet Sales 2011-2016 by Region (% share) .....	17
Figure 10: U.S. Tablet Sales by Region, 2011-2016 (% share) .....	18
<b>U.S. Rural Tablet OS Forecast, 2011 - 2016</b> .....	<b>18</b>
Figure 11: Overall U.S. Tablet Sales by OS, 2011-2016 (units) .....	19
<b>Methodology</b> .....	<b>21</b>
<b>iGR End User Quantitative and Qualitative Studies</b> .....	<b>21</b>
<b>Definitions</b> .....	<b>23</b>
<b>General</b> .....	<b>23</b>
<b>Device Types</b> .....	<b>23</b>
<b>Services</b> .....	<b>24</b>

Quoting information from an iGillottResearch publication: external — any iGillottResearch information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from iGillottResearch. iGillottResearch reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company's internal communications activities does not require permission from iGillottResearch. The use of large portions or the reproduction of any iGillottResearch document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2012 iGillottResearch, Inc. Reproduction is forbidden unless authorized.

FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.

**Network Technology ..... 24**  
**About *iGR* .....29**  
**Disclaimer ..... 29**

Quoting information from an *iGillottResearch* publication: external — any *iGillottResearch* information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from *iGillottResearch*. *iGillottResearch* reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company’s internal communications activities does not require permission from *iGillottResearch*. The use of large portions or the reproduction of any *iGillottResearch* document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2012 *iGillottResearch*, Inc. Reproduction is forbidden unless authorized.

FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.

## Abstract

---

When Apple introduced its initial iPad in 2010, it sparked an entirely new category of mobile devices. Today, tablet sales across U.S. users are growing, and tablets are inching their way into the classroom, workplace, and home. In addition, with users demanding more and more connectivity and content, tablets appear poised to continue on their upward trajectory into the future.

Yet, in the U.S. tablet use varies by demographic variables. *iGR* has consistently found that younger, well-off college graduates tend to buy tablets, but also that those in urban (including suburban) regions, tend to be buying more tablets as compared to their rural counterparts. As such, we sought to examine the state of rural tablet sales within the U.S. market and provide our predictions as to that specific group of users and what they are likely to purchase in the future.

As time goes on, will rural users in the U.S. adopt tablets? And if so, what types of tablets will they buy?

The following report discusses *iGR*'s forecast of U.S. tablet sales from 2011-2016, specifically in terms of rural users.

Key Questions Addressed:

- What is a tablet device?
- What tablets (both in terms of OEM and operating system (OS)) are in use across U.S. users?
- How many tablets were sold in the U.S. in 2010 and 2011?
- How many tablets will be sold in the U.S. from 2011-2016?
- What share of U.S. tablet sales will be attributable to urban (includes suburban) users from 2011-2016?
- What share of U.S. tablet sales will be attributable to rural users from 2011-2016?
- What tablet operating systems (OSes) are likely to be in use by rural users?
- What device trends will impact U.S. tablet sales from 2011-2016?

This report is recommended for:

- Cellular carriers, particularly those in regional/ smaller markets in the U.S.
- Private/ Independent mobile device retailers with U.S. customers
- Mobile device OEMs interested in the U.S. market

- Mobile software developers creating content for U.S. end users
- Financial and investment analysts.