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iGR forecasts 54 percent CAGR increase of Tablet Sales in U.S. Rural Markets from 2011 to 2016

New research from iGR shows tablet sales in U.S. rural markets were just 2 percent of total U.S. sales in 2011

AUSTIN, Texas, April 19th, 2012 – New research from iGR shows that not all tablet users are the same, particularly with respect to market location. Currently, the majority of U.S. tablet users live in urban or suburban regions. This is due to the relatively high price of tablet devices, the lack of availability and awareness of tablet devices in rural areas, and the lag of higher-speed wireless networks in remote areas.

iGR's research shows that in 2011, just 2 percent of tablet sales in the U.S. were in rural markets. By 2016, this is expected to grow to 11 percent of total tablet sales.

iGR believes that the increase in rural smartphone sales will come about due to:

- Increased availability of tablet devices at lower price points and across venues (e.g., wireless carriers, big box retailers, electronics retailers, etc.)
- Improved tablet quality and thus capability
- Growing adoption of tablets into many a U.S. user's lifestyle both at work/ school and at home.

"iGR has consistently found that younger, well-off college graduates tend to buy tablets," said Iain Gillott, president and founder of iGR, a market research consultancy focused on the wireless & mobile industry, "But also those in urban (including suburban) regions tend to buy more tablets as compared to their rural counterparts. Over the next few years, as consumers find more uses for tablets in their work and personal lives, iGR expects the growth of tablets in rural markets to outstrip sales growth in urban and suburban areas."

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. As such, it is not surprising that U.S. users have begun adopting tablets into their mobile lifestyle.

iGR has been monitoring U.S. tablet sales since Apple introduced the iPad in 2010, and since that time, tablet sales have grown to reach 28.1 million by the end of 2011. Note that *iGR* measures sales as devices bought by end users. That said, *iGR*'s research indicates that rural U.S. consumers are approximately 20 percent less likely to own a tablet device as compared to their urban or suburban counterparts

iGR's new market research report, [U.S. Regional Tablet Market Forecast, 2011-2016](#), looks at (something) and addresses the following questions:

- 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 device trends will impact U.S. tablet sales from 2011-2016?
- What share of U.S. tablet sales will be attributable to urban (includes suburban) users from 2011-2016?
- What is the likelihood to rural consumers to buy a tablet?

The new report can be purchased and downloaded directly from *iGR*'s website, providing immediate access to a digital copy of the research. Alternatively, contact Iain Gillott at (512) 263-5682 or at iain@igr-inc.com for additional details on this report as well as information on the **Wireless and Mobile Landscape** advisory service.

U.S. Regional Tablet Market Forecast, 2011 – 2016:

https://igr-inc.com/Advisory_And_Subscription_Services/Rural_markets/Regional_Tablet_Forecast.asp

Wireless and Mobile Landscape Research Advisory and Subscription Service:

https://igr-inc.com/Advisory_And_Subscription_Services/Wireless_And_Mobile_Landscape/

About *iGR*

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now entering its twelfth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

iGR researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile applications; bandwidth demand and use; small cell architectures; DAS; LTE; WiMAX; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC

A more complete profile of the company can be found at www.igr-inc.com.