High Satisfaction Rates Support A Bright Future For Tablets

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More than two-thirds of owners are happy with the internet experience on the devices

Tablets have seen a lot of hype since 2010â€™s launch of the iPad, but the excitement may be justified, according to research on consumer satisfaction with the devices.

According to December 2010 research from The NPD Group, current tablet owners are highly satisfied with their devices.

More than two-thirds expressed satisfaction with the internet browsing and email experiences on their tablet, and 60% said the same of social networking.

About three in 10 were doing these activities less often on their PCs as a result.

These satisfaction levels were higher than those of smartphone owners conducting the same activities.

According to a September 2010 survey by the Pew Internet & American Life Project, tablet ownership was most common among millennials and members of Generation X, 5% of whom had an iPad or similar device.

The overall rate of adoption was just 4%, a figure sure to rise based on the excitement of current owners and the expressed plans of many other consumers.

Vision Critical found in November 2010 that 11% of US adults who did not already have an iPad were interested in purchasing one in the next six months.
That was up from 9% who said the same in March 2010. Again, younger respondents had the greatest levels of interest, at more than one in five.

eMarketer estimated in December that 24 million tablets, including 19.4 million iPads, would be sold in the US this year, more than doubling last yearâ€™s sales figures.

Worldwide, eMarketer forecasts 43.6 million tablet sales this year, up from 15.7 million in 2010. More than three in four tablets sold around the world will be an iPad.

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