

Connected Devices: How We Use Tablets In The U.S.

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With new entrants like the Samsung Galaxy and the Motorola Xoom, the market for tablet computers is heating up in the United States, even though iPad continues to dominate the conversation and market.

That's the word from The Nielsen Company's latest in-depth research on mobile connected devices, which was fielded Spring 2011.

Among the other findings:

- * Around half of all tablet owners reported being the only ones in their household using their particular tablet, while 43 percent said they shared the tablet with others.

Eight percent said that while they own a tablet used by other household members, they do not use it themselves.

When asked whether they used other connected devices more often or less often since purchasing a tablet, 35 percent of tablet owners who also owned a desktop computer reported using their desktop less often or not at all, while 32 percent of those who also owned laptops, said they used their laptop less often or never since acquiring a tablet.

Twenty-seven percent of those who also own eReaders said they use their eReader less often or not at all the same percentage as those who also own portable media players. One-in-four tablet owners who own portable games consoles are using those devices less often, if at all, since purchasing a tablet.

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