

# US consumers rushing into tablets, survey finds

October 31 2012

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Customers get a look at tablets at Microsoft's pop-up store, set up on the corner of 46th Street in Times Square on October 26 in New York. Some 31 percent of US consumers have purchased tablet computers, and most of the others want one, a survey showed.

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The [Consumer Electronics Association](#) said in a quarterly outlook report

that tablet ownership among Americans who use the Internet more than doubled from a year ago, when the percentage owning tablets was 14 percent.

The survey found around two-thirds of online consumers expect to purchase a tablet sometime in the future, with 45 percent planning to purchase one within the next two years.

A separate survey this year by the association found tablets are the most wanted gift on adults' overall holiday wish lists.

"The tablet market continues to see incredible growth and is showing no signs of slowing down," said Kevin Tillmann, senior research analyst with CEA.

"We expect tablets to play a big role in the upcoming holiday shopping season; not only in sales but also in complementary purchases such as accessories and gift cards."

Watching movies remains the most popular use of a tablet, followed by messaging, listening to music and [social networking](#), the association said.

Another report predicted global sales of [tablet computers](#) are expected to surge to 126.6 million in 2012.

The survey by IHS iSuppli predicted a robust 56 percent annual increase in shipments for the [tablet market](#) in 2012, from 82.1 million units in 2011.

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Citation: US consumers rushing into tablets, survey finds (2012, October 31) retrieved 21 June 2024 from <https://phys.org/news/2012-10-consumers-tablets-survey.html>

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