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Understanding Tablet Device Users

AdMob/Google
U.S., March 2011

Study Objectives & Methodology

Objectives:

To determine the following:

- How often are users using their tablet versus other devices?
- What are the primary activities performed on a tablet?
- What is the frequency and pattern of tablet usage?

Methodology:

- A survey served to 1,430 U.S. respondents in March 2011 administered through the AdMob network
- Respondents were self-selected (tablet users responding to an ad that ran across millions of tablets, no incentive provided)

Summary of this Tablet Study

Tablet usage is growing and sometimes surpasses time spent on desktop and TV

- 43% of respondents spend more time with their tablet than with their desktop/laptop
- 1 in 3 respondents spends more time with their tablet than they do watching TV

Tablets are used widely for playing games, searching for information and emailing

- Most popular activities on tablets include gaming (84%), searching for info (78%) and emailing (74%)
- Least popular include shopping (42%), reading e-books (46%) and consuming entertainment (51%)

People are spending at least an hour a day on their tablet and using it primarily at home

- 68% of respondents spend at least 1 hour a day on their tablet
- 82% of respondents primarily use their tablet at home

Tablets are used mostly on weekdays and in the night

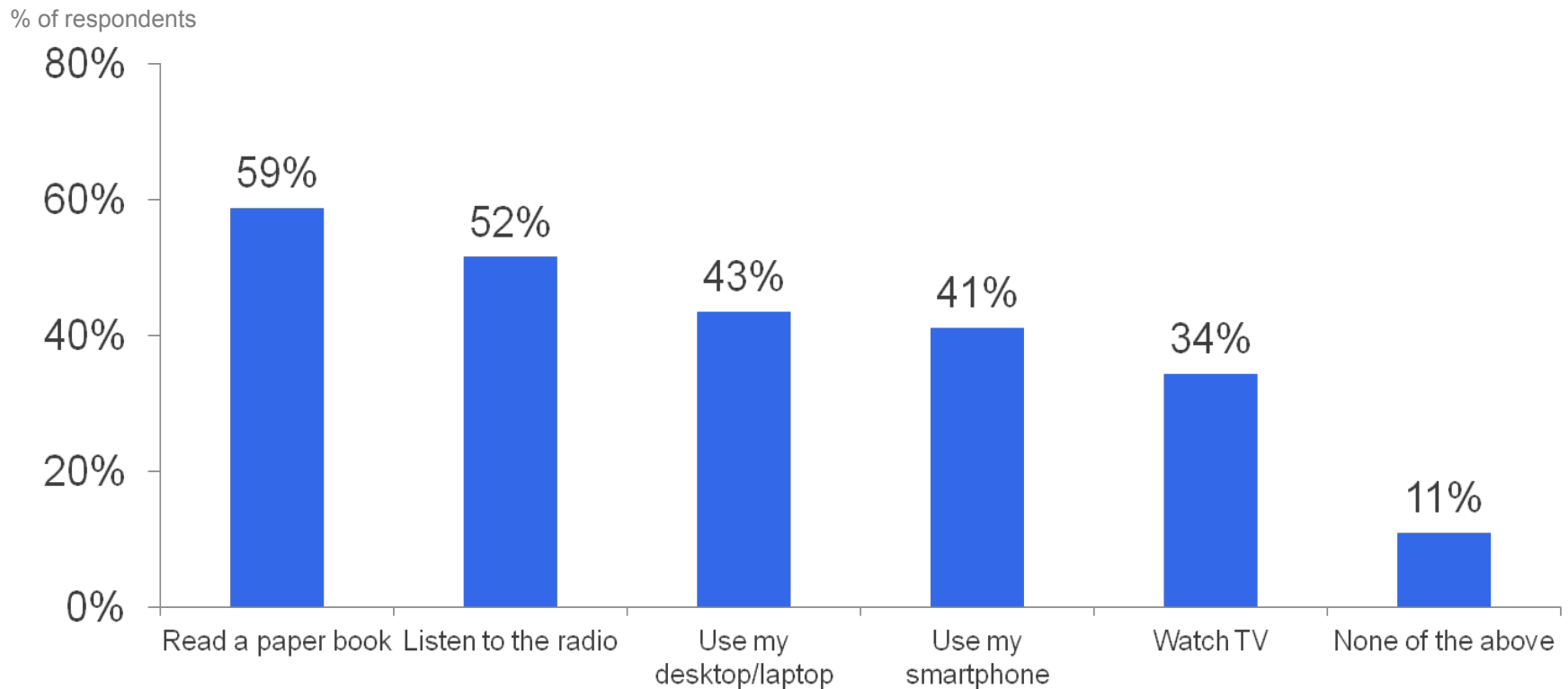
- 69% of respondents said they use their tablet more frequently on weekdays relative to weekends
- Tablets are used more during the night according to 62% of respondents

Tablets are replacing time spent with desktops/laptops

- 77% of respondents reported that their desktop/laptop usage decreased after getting a tablet
- 28% of respondents said that the tablet is their primary computer

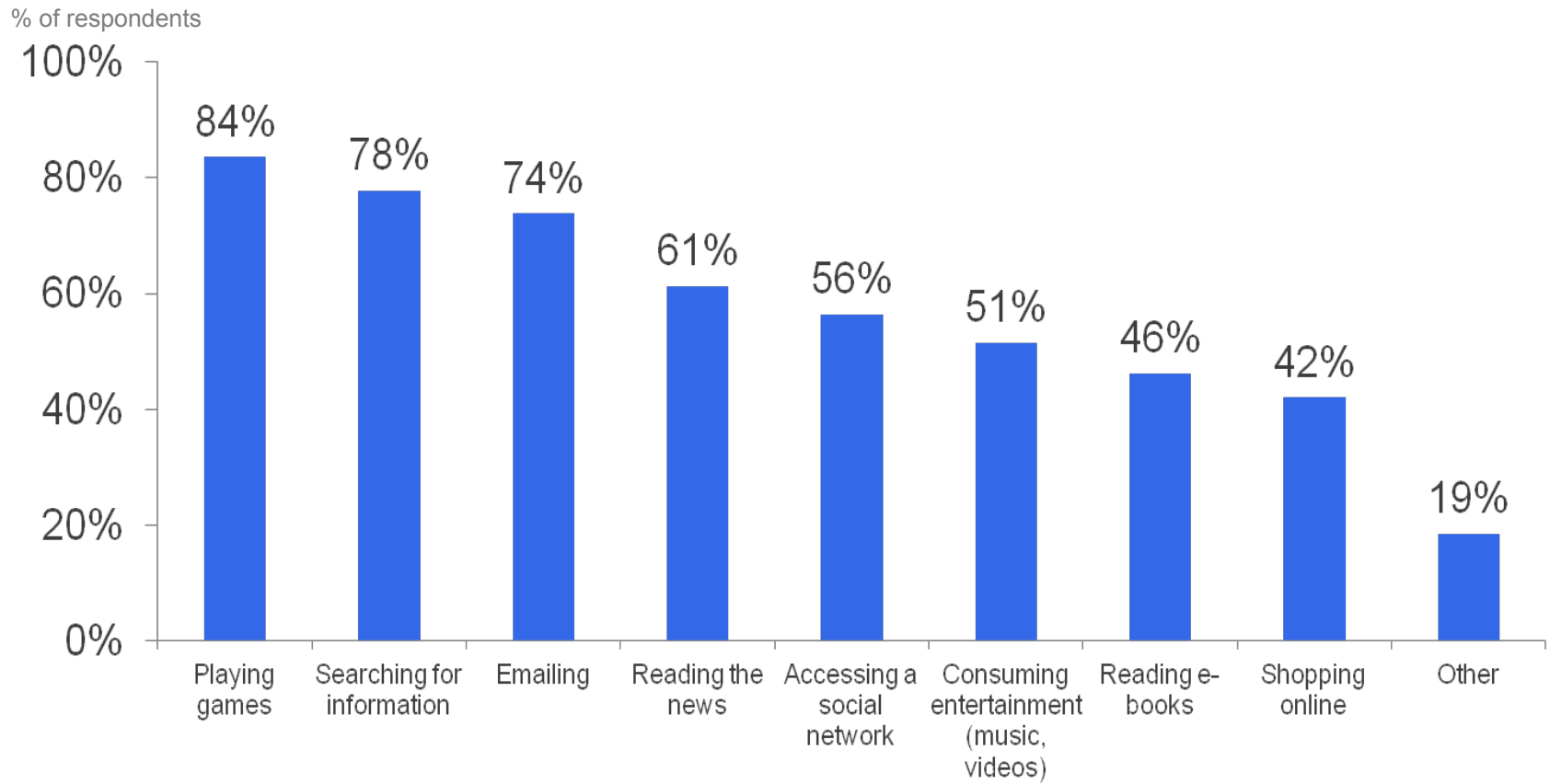
43% spend more time with their tablet than with their desktop; 1 in 3 respondents uses their tablet more than watching TV

I spend more time each day on my tablet than I: (select all that apply)



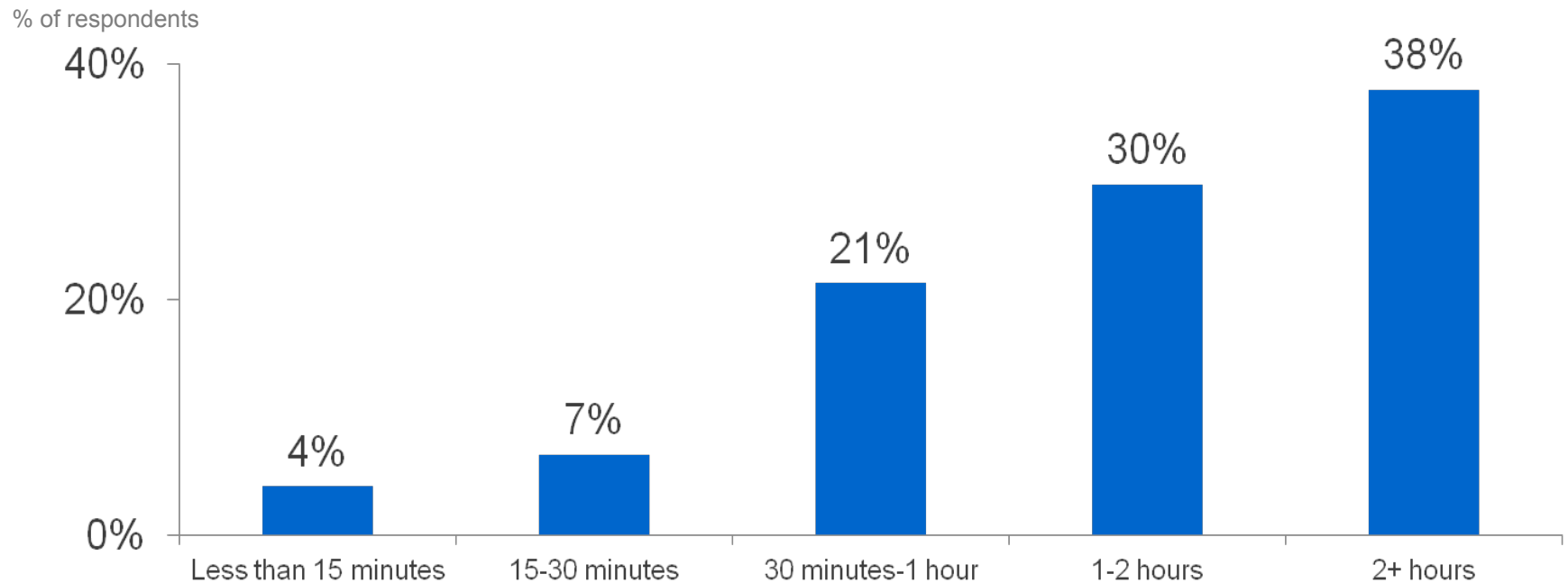
Tablets are used widely for playing games, searching for information and emailing

Select all the ways in which you use your tablet:



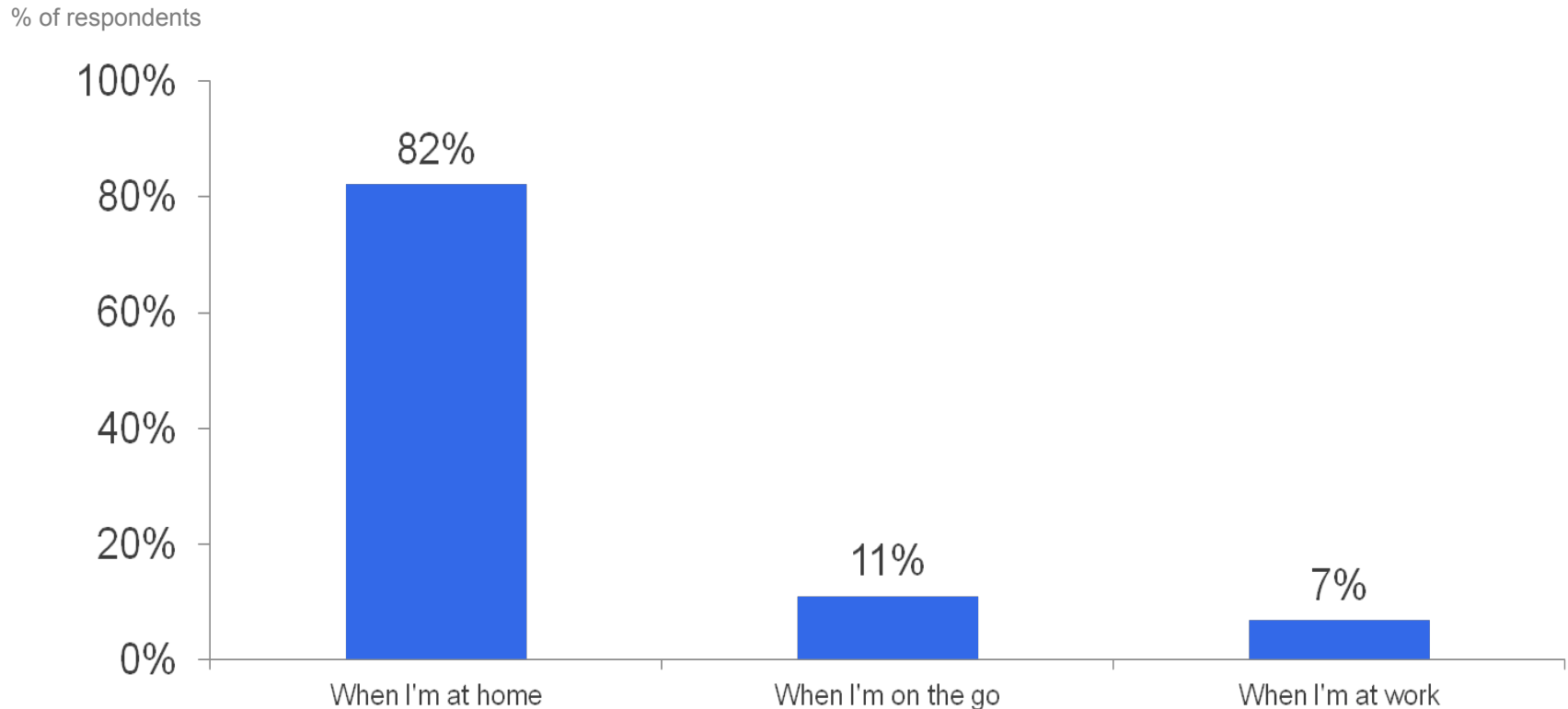
68% of respondents spend at least 1 hour a day on their tablet

On average, how much time do you spend using your tablet per day?



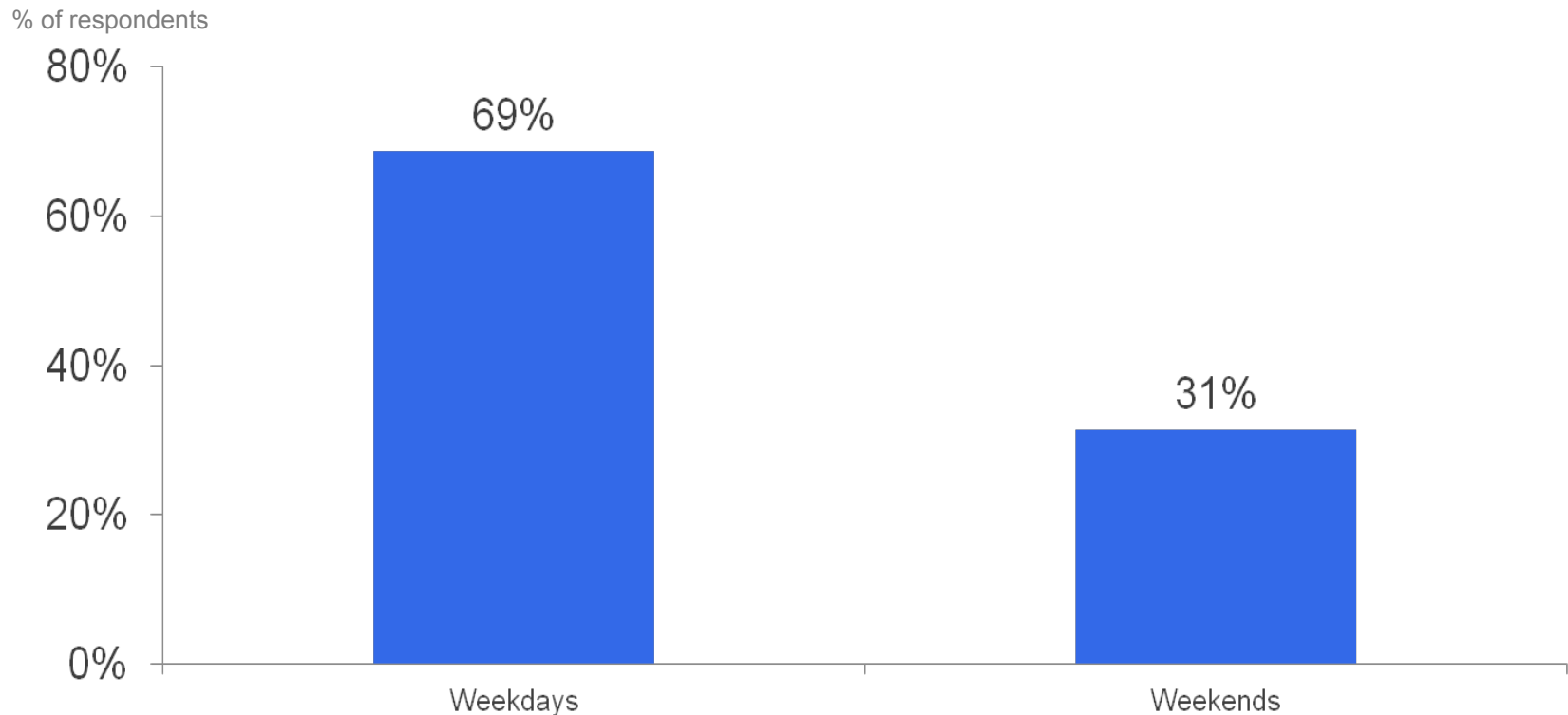
82% of respondents primarily use their tablet at home

When do you primarily use your tablet? (select one)



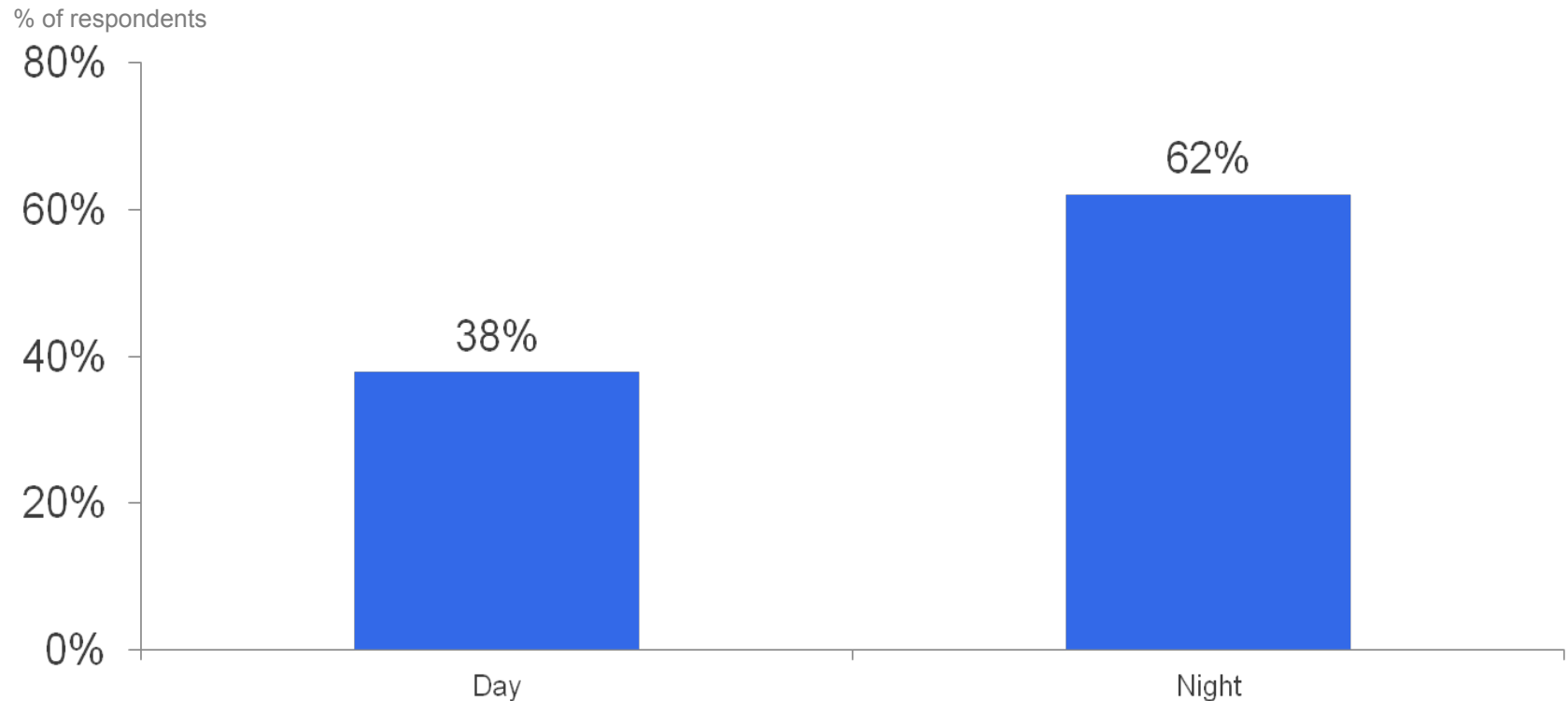
The vast majority of respondents use their tablet more frequently on weekdays

Do you use your tablet more frequently on weekdays or weekends?



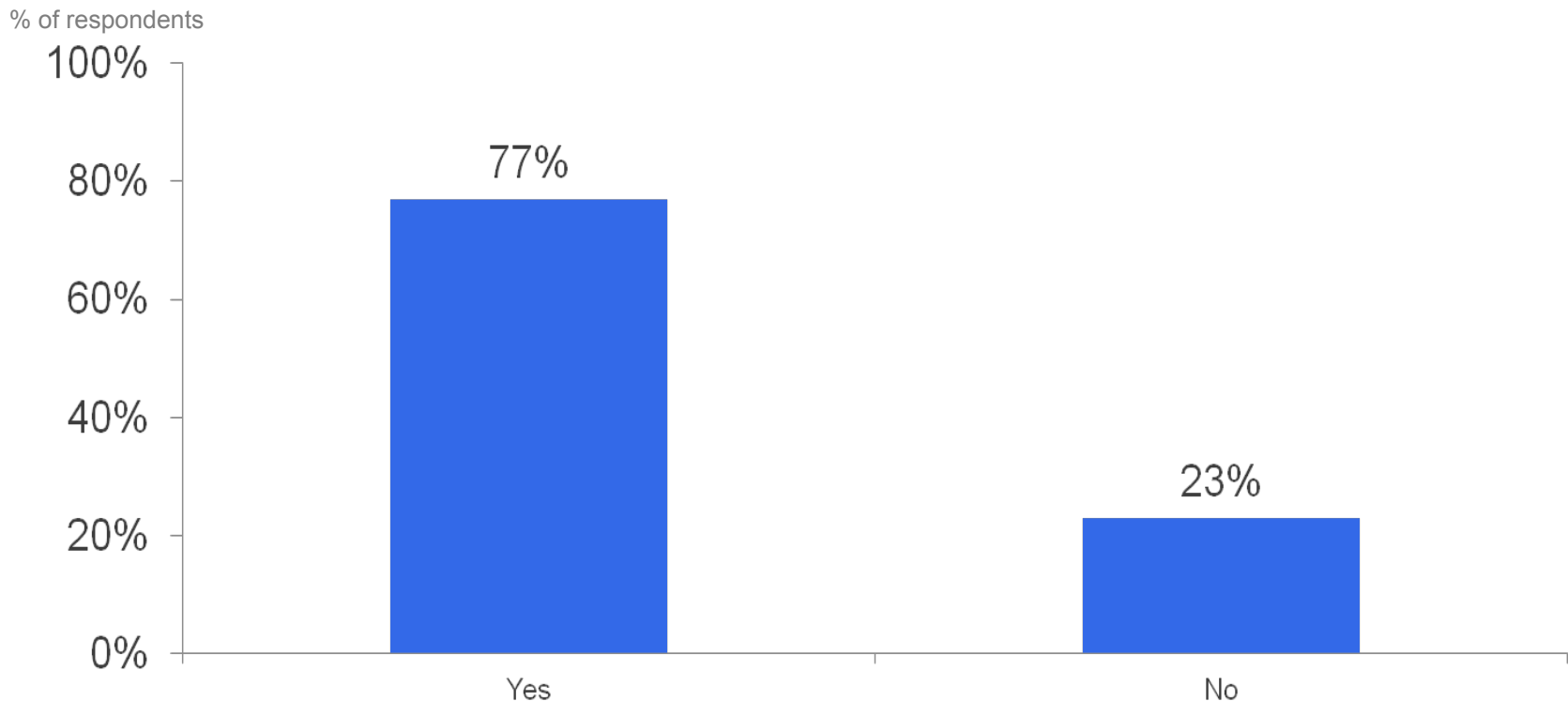
62% of respondents use their tablet more frequently at night

Do you use your tablet more frequently during the day or during the night?



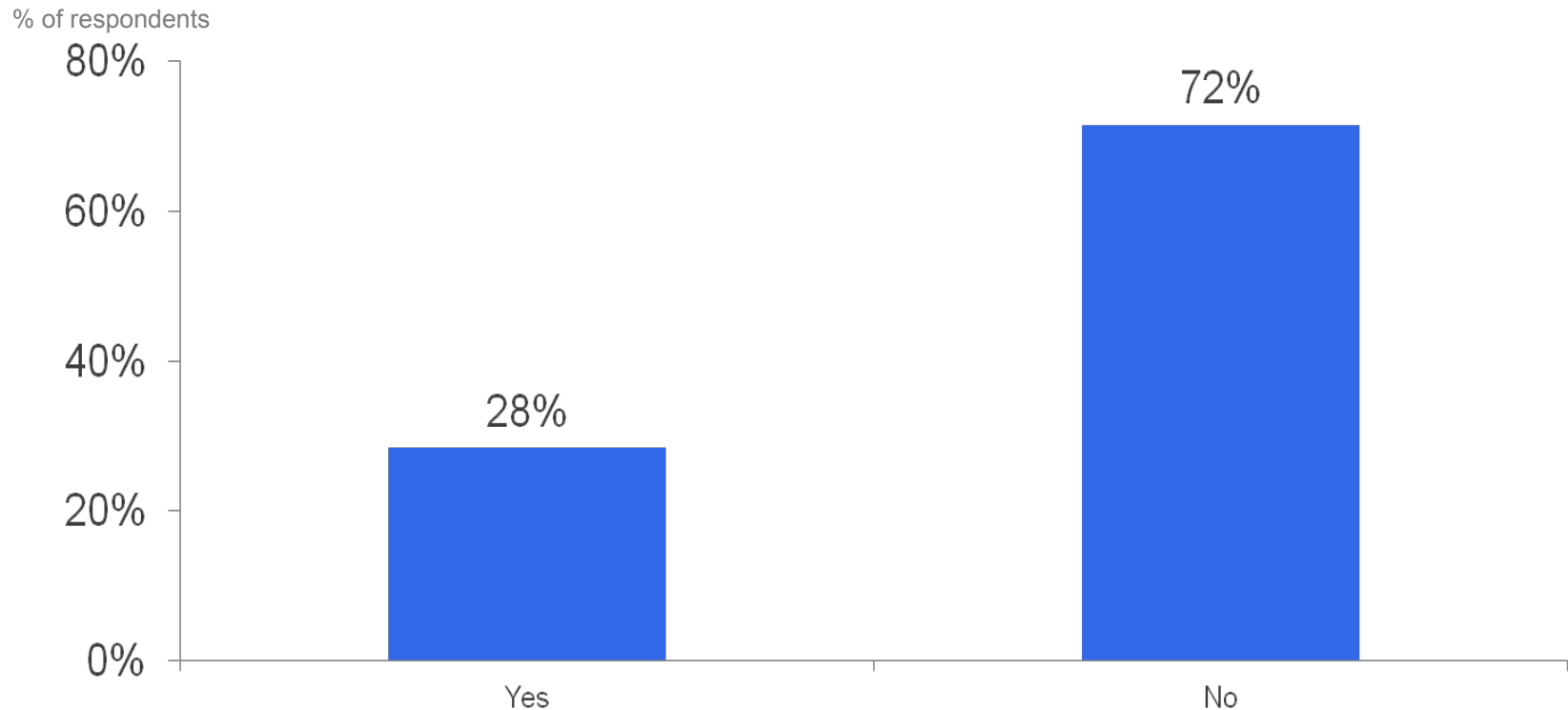
77% of respondents reported that their desktop/laptop usage decreased after they started using a tablet

Since you started using a tablet, has your desktop/laptop usage decreased?



28% of respondents said that the tablet is their primary computer

Is the tablet your primary computer?



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