admob
by Google

Tablet Survey
March 2011
Tablet Survey Summary

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

This report includes results from a tablet survey that was run in the US in March 2011. The survey had 1,430 respondents.
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)

- Read a paper book: 59%
- Listen to the radio: 52%
- Use my desktop/laptop: 43%
- Use my smartphone: 41%
- Watch TV: 34%
- None of the above: 11%
Tablets are used widely for playing games, searching for information and emailing

Select all the ways in which you use your tablet:

- Playing games: 84%
- Searching for information: 78%
- Emailing: 74%
- Reading the news: 61%
- Accessing a social network: 56%
- Consuming entertainment (music, videos): 51%
- Reading e-books: 46%
- Shopping online: 42%
- Other: 19%
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?

- Less than 15 minutes: 4%
- 15-30 minutes: 7%
- 30 minutes - 1 hour: 21%
- 1-2 hours: 30%
- 2+ hours: 38%
82% of respondents primarily use their tablet at home

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

- 82% of respondents
- 11% when they're on the go
- 7% when they're at work
The vast majority of respondents use their tablet more frequently on weekdays

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

69% of respondents use their tablet more frequently on weekdays.

31% of respondents use their tablet more frequently on 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?

- Day: 38%
- Night: 62%
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?

- Yes: 77%
- No: 23%
28% of respondents said that the tablet is their primary computer

Is the tablet your primary computer?

- Yes: 28%
- No: 72%