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BUSINESS USERS REPLACING LAPTOPS WITH TABLETS; NEARLY HALF OF TABLET USERS EXPECT TO BUY ANOTHER TABLET IN NEXT SIX MONTHS

New Study Reveals Usage, Preferences and Purchase Intent of Tablets by Business Users

LOS ANGELES (JUNE 15, 2011) – Tablet computers are threatening laptop usage in the workplace at a much higher rate than previously believed as business users flock to iPad 2s, and show interest in PlayBooks, Xooms, Galaxy Tabs and the soon to be released TouchPads, according to a forthcoming study by Resolve Market Research.

More than half (57%) of business users say their tablet has fully or partially replaced their laptop for work-related activities and nearly half of tablet owners (46%) say they are so pleased with their new tablets that they intend to buy another tablet in the next six months.

The report, “The Business of Tablets,” provides the first study of enterprise usage on tablets and the most thorough analysis of owners to date, revealing just how much the new devices are changing behavior and preferences—and how that is impacting the use of smartphones, PCs and TV viewing experiences.

“Workplace usage of tablets has stronger momentum than anyone realized and business users are quickly adapting their habits to use the tablet right at their desk instead of their primary laptop,” said Elaine B. Coleman, Ph.D., Chief Research Officer of Resolve Market Research. “These early adopters are among the most influential users in the workplace and will drive enterprise purchase decisions over the next major purchase cycles.”

Not surprisingly, apps are driving usage and purchase consideration as nearly 80% of owners say having consistent apps across devices is their most important need—even more than having the same UI (72%).

Among the report’s key findings:

- 57% have fully or partially replaced their laptop with a tablet for work-related activities
- One-third (33%) of current tablet owners already own more than one tablet
- Nearly half (46%) say they intend to buy another tablet in the next 6 months

- 70% expect to own at least two tablets one year from now
- Business tablet users are driving awareness of tier 2 and 3 tablets and more than one third (36%) plan to consider other brands for their next tablet.
- Apple currently dominates the tablet market for personal use. Interestingly, onboarders of the new iPad 2 are mainly business tablet users.
- A 10" tablet is the size most preferred with 63% choosing 10" as the size "small enough to fit in my purse or briefcase."

"Adoption and usage of technology move at the speed of innovation, so successful companies need to stay on top of these trends as they unfold," said Aric Ackerman, CEO of Resolve Market Research. "The insights from 'The Business of Tablets' will shape competitive decision-making for every company involved in mobile distribution and content."

In surveying enterprise users, Resolve Market Research went beyond those who only purchased a tablet with the intention of using it for multiple purposes. The business tablet users surveyed were those who explicitly stated they used their tablet for business purposes at least 40% of the time. They represent a wide range of industries (15+), roles and business sizes, while holding prominent positions within their companies (managerial level or higher). Given productivity apps and business software should build in popularity, the sample we collected will be highly directional for firms looking at the multi-dimensional tablet owner.

"The Business of Tablets" study was executed via an online survey from April 13th 2011 to April 28th 2011 among a US national sample of N=1000 Business and Personal Tablet Owners/Regular Users. The study was sponsored by HP, ABC Television and AVAYA. The sample was provided by CINT and programming was implemented by Decipher.

The full study will be released this summer. To learn more or purchase a full report on "The Business of Tablets" study, please visit our website at www.resolvevnr.com

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