Tablet Market Research

June 2024

Content

Study Overview

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Online survey to understand tablet purchaser and intender behaviors and to identify differences by retail channel

2000 Consumers completed the survey in June 2024

- **851 P12M Purchasers:** Purchased a tablet in the past 12 months
- **1079 12M+ Purchasers:** Purchased a tablet more than 12 months ago
- **976 N12M Intenders:** Plan to purchase a tablet in the next 12 months

Purchasers were asked about their **past behaviors** relating to their last tablet purchase
Intenders were asked about their **planned behaviors** when buying their next tablet

Groups are not mutually exclusive

Findings are also analysed by retailer where they purchased/plan to purchase a tablet

Summary of Key Findings

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Tablet Behaviors

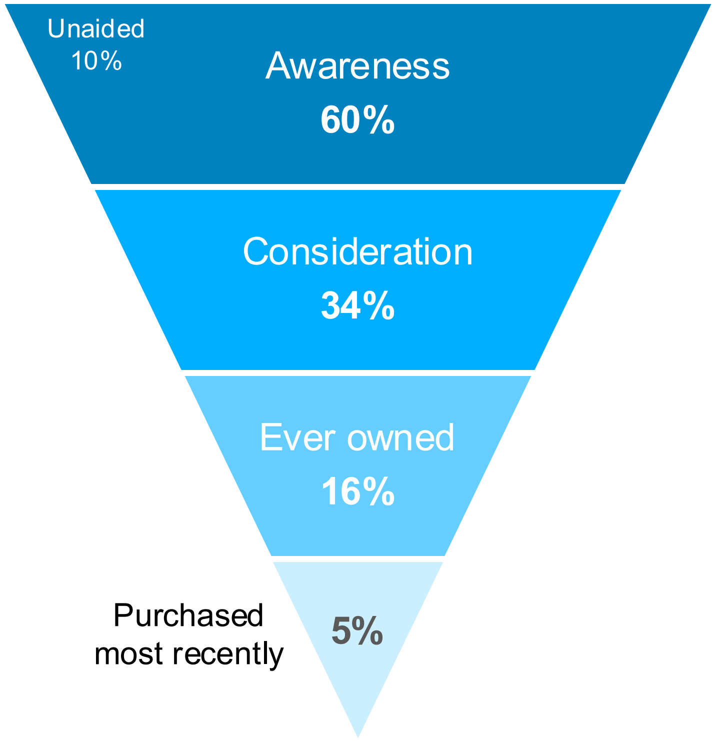
- In-person shopping is still very prevalent for tablets. While research includes a mix of online and in-person methods, more than half buy in-person. And, the ability to shop in-store is a top reason for choosing a retailer.
- Most important tablet decision factors are price, battery life, large screen size and operating speed.
- On average, P12M purchasers spend $400 for a tablet – which is $40 more than those who purchased 12+ months ago. But, they are still spending less than they were willing to spend which is up to $490.
- On average, consumers buy 2 accessories along with their tablet, most commonly a case and screen protector. People use tablets most for social media, TV/movies, email and online shopping.
- 45% of P12M Purchasers and 32% of 12M+ Purchasers are open to switching tablet brands in the future. They would be most motivated to switch by price. And, to further support this, a price discount is the most appealing promotional offer.

Summary of Key Findings

Brand Metrics

60% of P12M Purchasers have heard of the Google Pixel tablet and 34% considered it, yet only 5% purchased one in the past 12 months, leaving room to grow conversions. The biggest reasons for not buying a Pixel among those who considered it are price, bad reviews and poor storage/features.

Pixel



	Awareness	Purchased Most Recently
iPad	91%	47%
Samsung Galaxy Tab	79%	25%
amazon fire	74%	16%
Pixel	60%	5%
Microsoft Surface	48%	3%

Summary of Key Findings

Retailers

Retailer use hasn't changed between those who purchased a tablet in the past 12 months, those who purchased one longer ago, or those planning to purchase in the next 12 months.

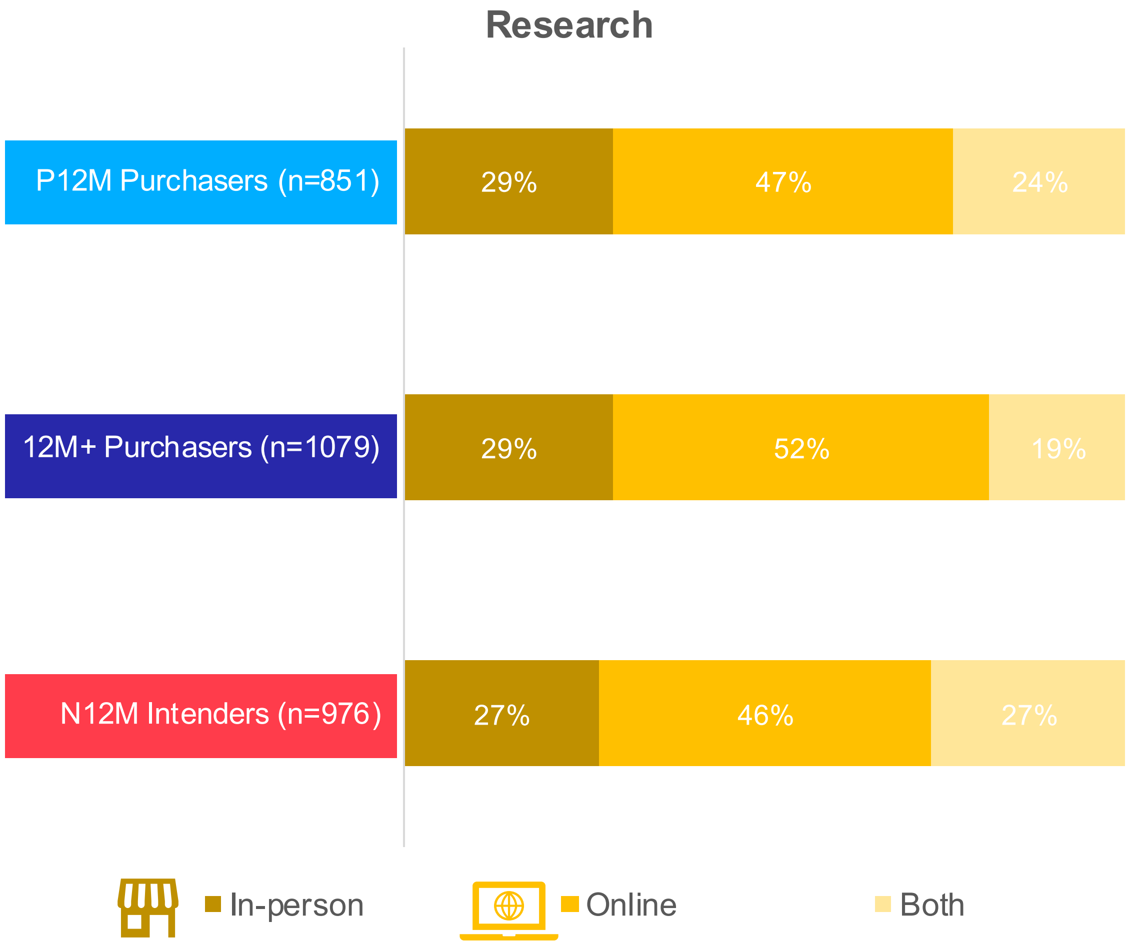
	Amazon	Best Buy	Walmart	Cell carrier (T-Mobile, Verizon, AT&T)	Manufacturer (Apple, Google, Microsoft, Samsung)	Target	Costco, Sam's Club	Local/regional electronics stores
% of purchases	~30%	Each ~20%		Each 10%		Each <5%		
Notable differences between shoppers at each retailer	Low tablet spend ($277) Less iPad buyers because 43% buy Amazon Fire	More male (54%)	Lower income ($48,500) More rural (32%) & south (15-23%)	Attract people with promotions Fairly low tablet spend ($376)	Higher income ($86,100) High tablet spend ($679) Most buy iPads (87%)	Younger (39 mean age) Most buy iPads (70%)		*Not analyzed*

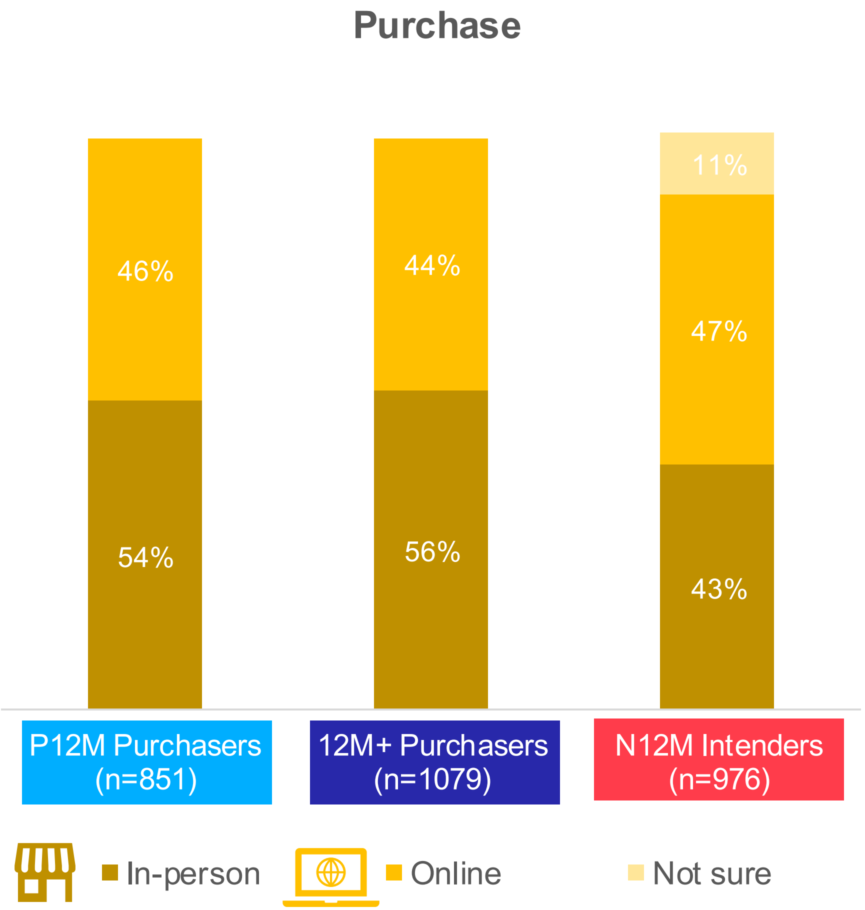
Detailed Findings: Purchasers & Intenders

Buying Behaviors

In-person vs. Online Shopping

Online research is more prevalent than in-person research, but more than half ultimately buy a tablet in-person, a trend that has not changed over the past few years.

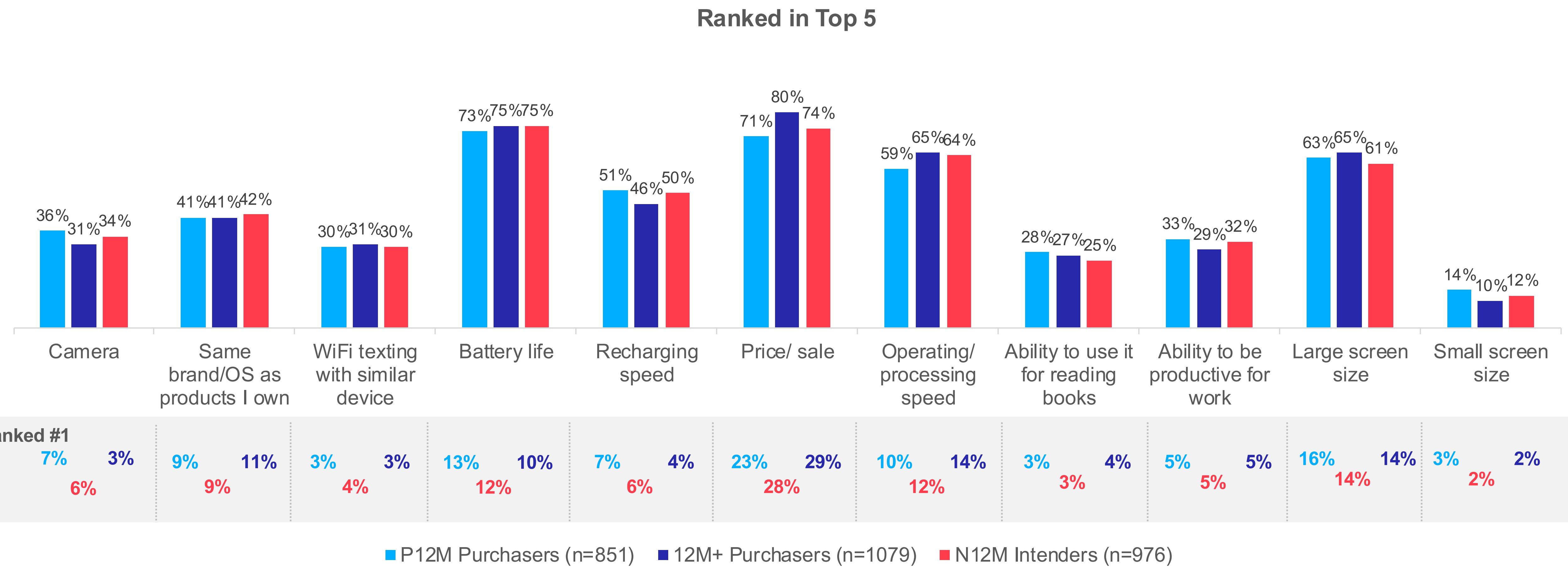




Q13. Prior to actually buying, how did you research, get information, and shop for a tablet? Q26. Prior to actually buying, how do you plan to research, get information, and shop for your next tablet? Q12. Did you buy your [pipe tablet] in-person or online? Q25. Do you plan to buy your next tablet in-person or online?

Decision Factors

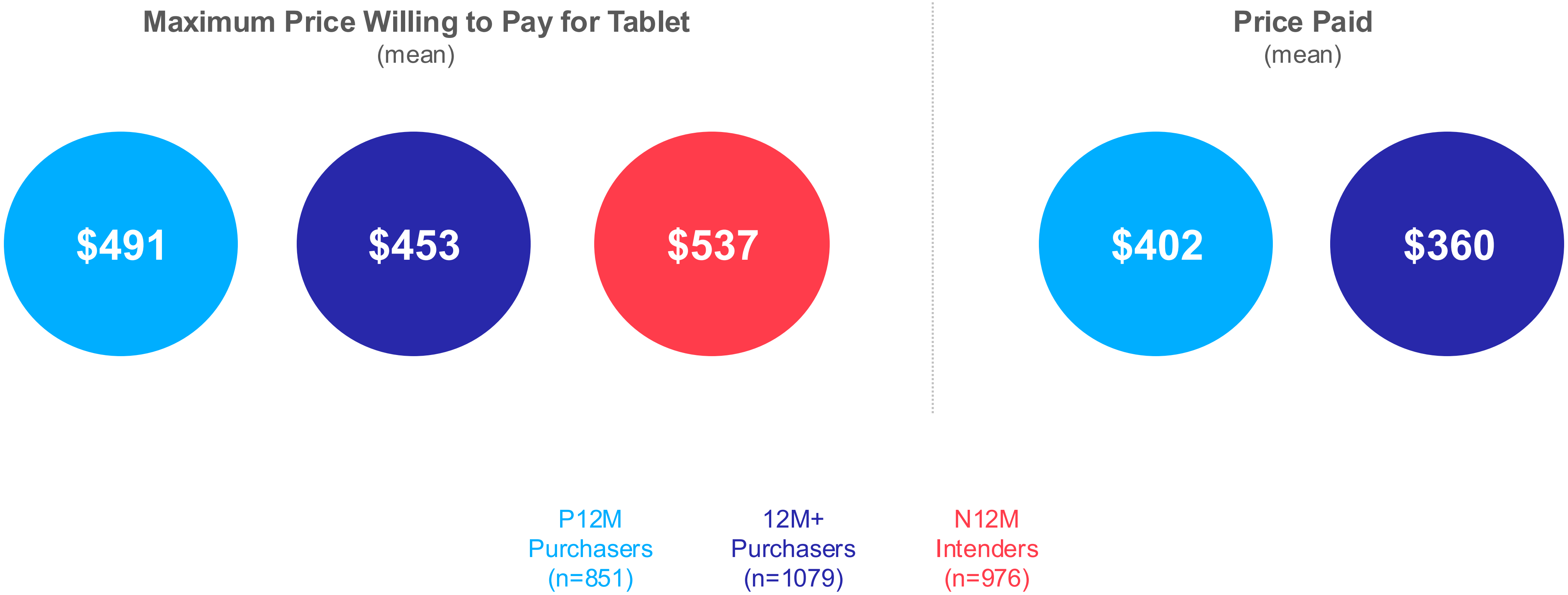
Price, battery life, large screen size and operating speed are the most important factors for tablet purchase decisions.



Q18. Rank your Top 5 of the following in order of importance when deciding which tablet to buy the last time you purchased one. Q30. Rank your Top 5 of the following in order of importance when deciding which tablet to buy the next time you purchase one.

Spend

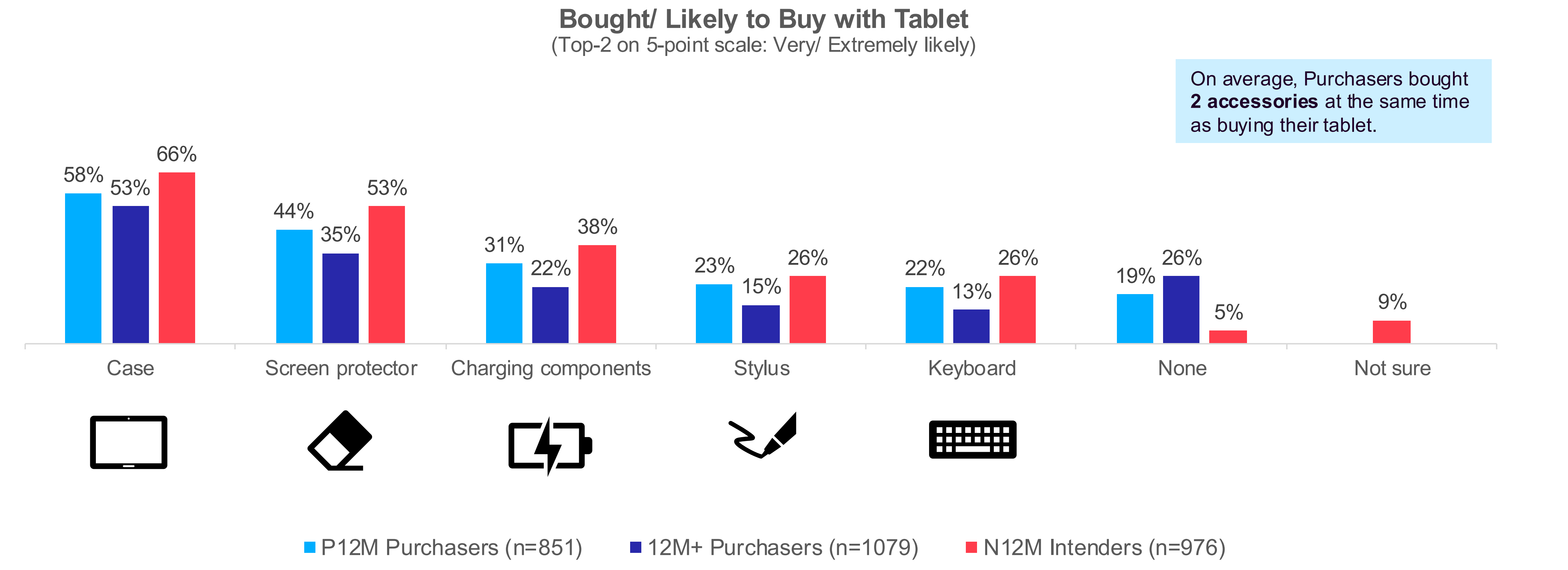
On average, consumers spent $40 more on their tablet in the past 12 months than the did 12+ months ago, but are still spending less than they were willing to spend. Intenders are willing to spend even more in the coming months.



Q19. What was the maximum amount you were willing to spend when you were shopping for your [pipe tablet] (regardless of how much you actually paid)? Q31. What is the maximum amount you are willing to spend for a tablet? Q20. And, how much did you actually pay for your [pipe tablet]?

Accessories

More than half bought a case along with their tablet, and nearly half also purchased a screen protector.

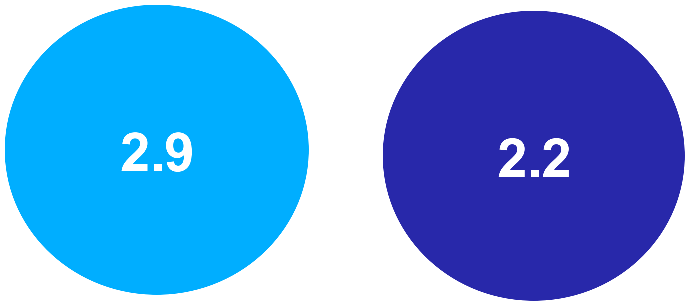


Q21. Which, if any, accessories did you buy at the same time you bought your [pipe tablet]? Q32. Which, if any, accessories do you plan to buy at the same time when you buy a tablet?

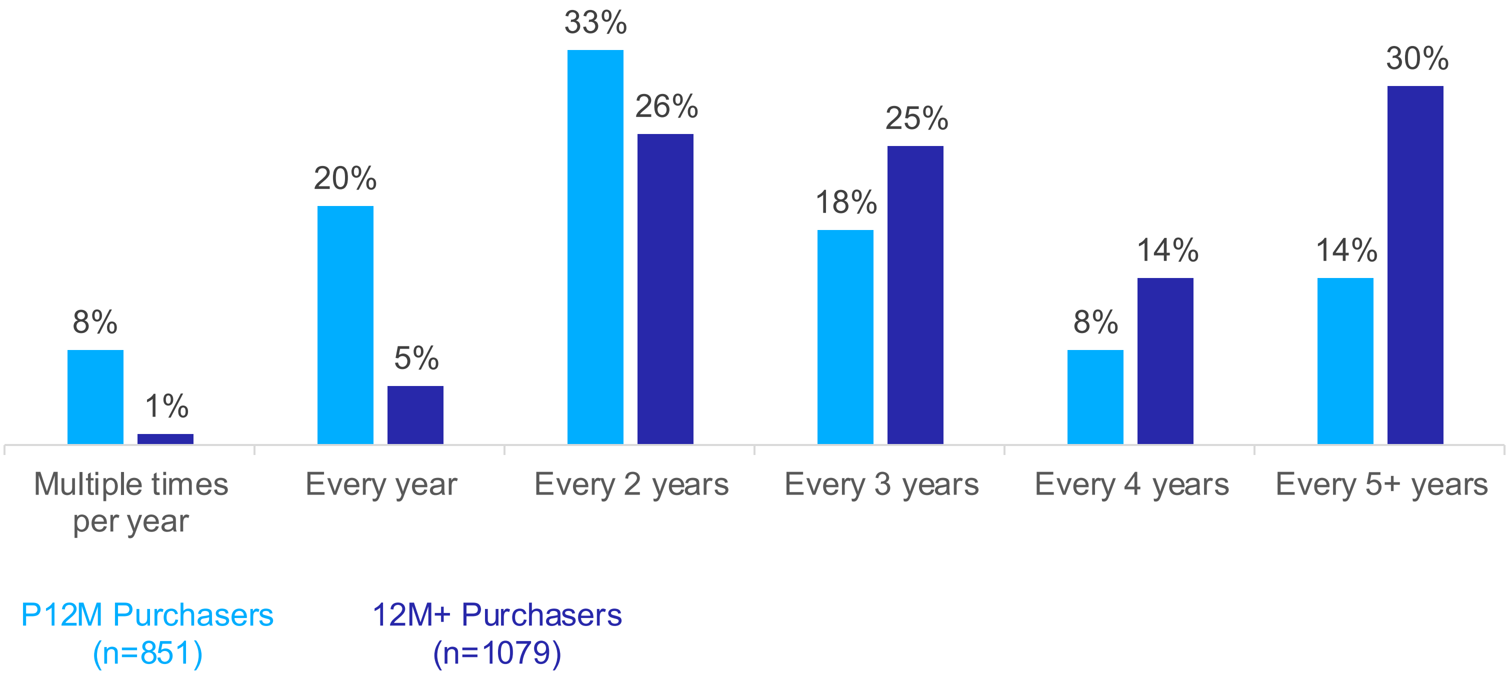
Purchase Frequency

On average, consumers have owned 2-3 tablets ever. People who have purchased a tablet in the past 12 months buy one more frequently than those who purchased their last one longer ago.

of Tablets Ever Purchased
(mean)



Frequency of Buying Tablets

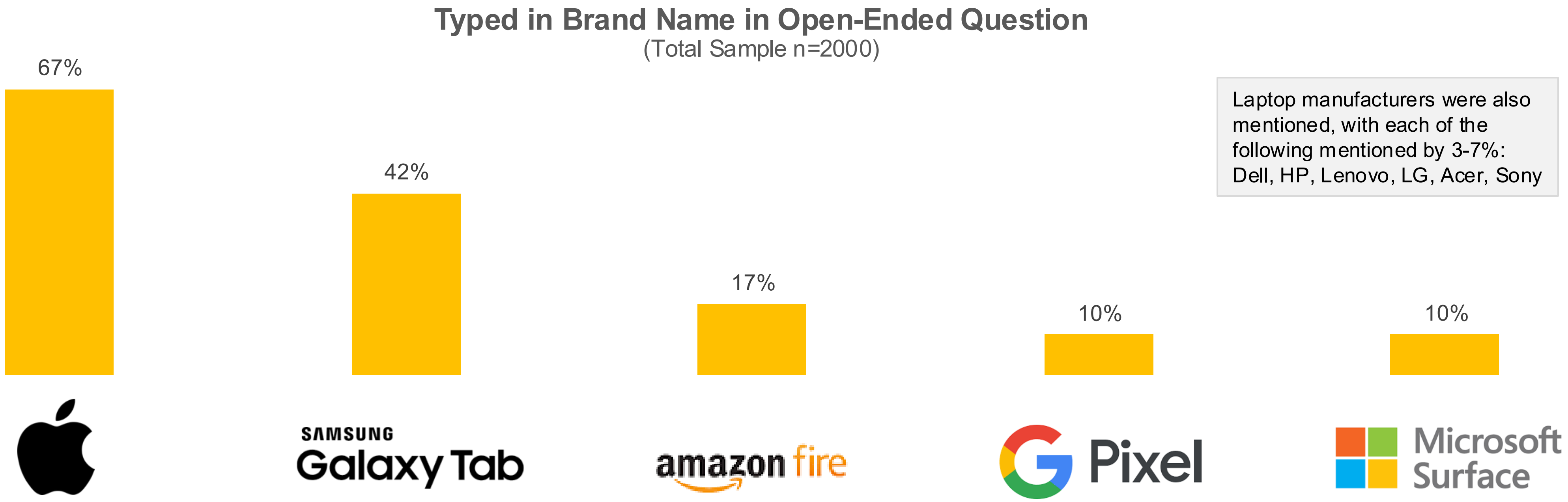


Q38. Including [pipe tablet], how many tablets have you ever purchased? Q41. Typically, how often do you a buy new tablet?

Brands & Decision Factors

Unaided Brand Awareness

Apple iPad has the greatest unaided awareness among tablet brands, with two-thirds of respondents mentioning it on an open-ended basis. More than 40% mention Samsung Galaxy. Google Pixel is mentioned by 10% of respondents.



Q4. What brands of tablets have you heard of? Open-end

Tablet Brand Metrics

Intenders are planning to buy the Google Pixel Tablet and Surface at higher rates than past purchases, whereas iPad and Galaxy planned purchases are on a slight downward trend.

	iPad			Samsung Galaxy Tab			amazon fire			Google Pixel			Microsoft Surface		
Awareness	91%	92%	92%	79%	78%	81%	74%	72%	75%	60%	56%	63%	48%	52%	55%
Consideration	67%	66%	61%	56%	50%	48%	43%	36%	34%	34%	24%	32%	28%	24%	28%
Ever owned	65%	57%	53%	51%	38%	47%	38%	33%	38%	16%	7%	11%	14%	10%	13%
Purchased most recently/ Plan to purchase	47%	48%	45%	25%	22%	23%	16%	17%	13%	5%	2%	8%	3%	4%	6%

P12M Purchasers (n=851) 12M+ Purchasers (n=1079) N12M Intenders (n=976)

Q5. Which of the following tablet brands have you heard of? Q15. Which brands did you consider when researching/shopping foryour most recent tablet? Q28. Which tablet brands will you consider buying in the next 12 months? Q42. Which brand tablet(s) other than [pipe tablet] have you ever owned? Q8. Which tablet did you buy most recently? Q29. And, which brand are you most likely to buy?

Reasons for Choosing Certain Brands Over Others

Reasons for buying an iPad and not an Android

Among Purchasers who considered an Android brand n=592

- Apple has good reputation
- Aligns with my phone
- Used to this product/ already have it
- Best quality for the price
- Warranty
- Better product

Reasons for buying an Android other than a Google Pixel Tablet

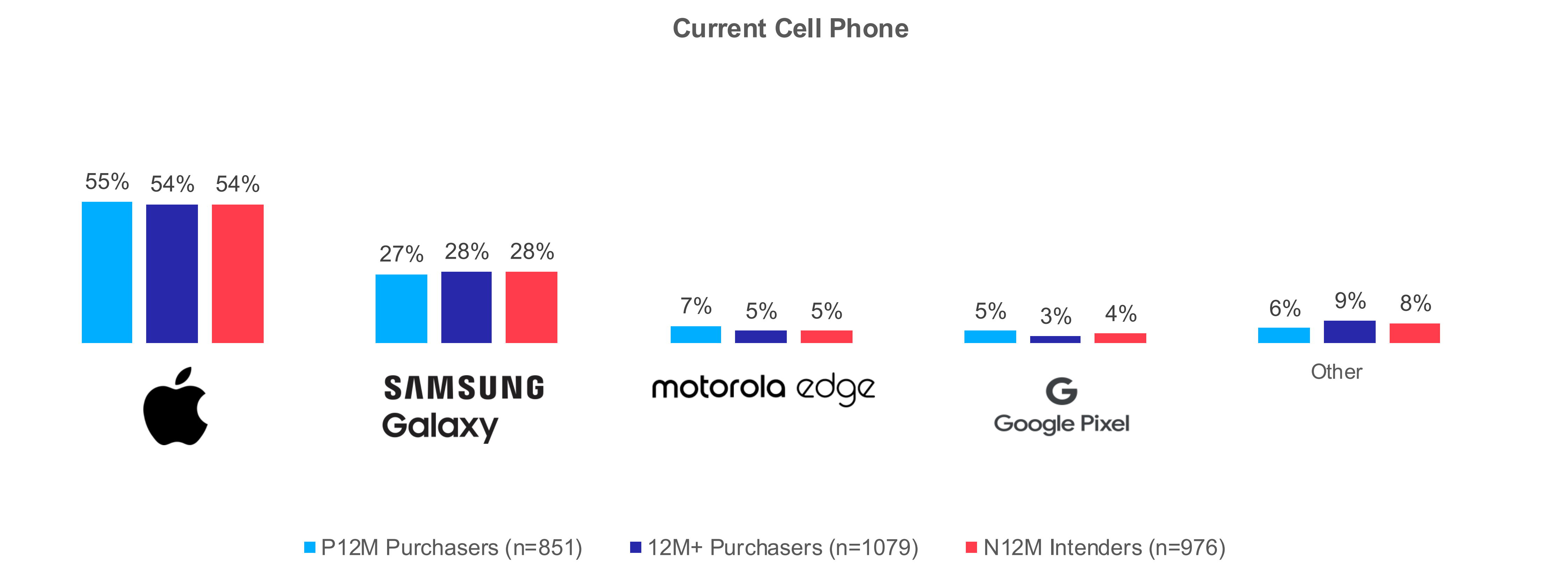
Among Purchasers who considered a Google Pixel n=266

- Better deal, too expensive
- Not for me, I like other products
- Bad reviews, issues with the product
- Not enough storage or features

Q16. Why did you decide to buy an Apple iPad instead of an android tablet? Q17. Why did you decide not to buy a Google PixelTablet?

Cell Phone Brand

Just more than half of consumers have an iPhone and just more than one-quarter have a Galaxy phone. 3-5% have a Google Pixel phone.



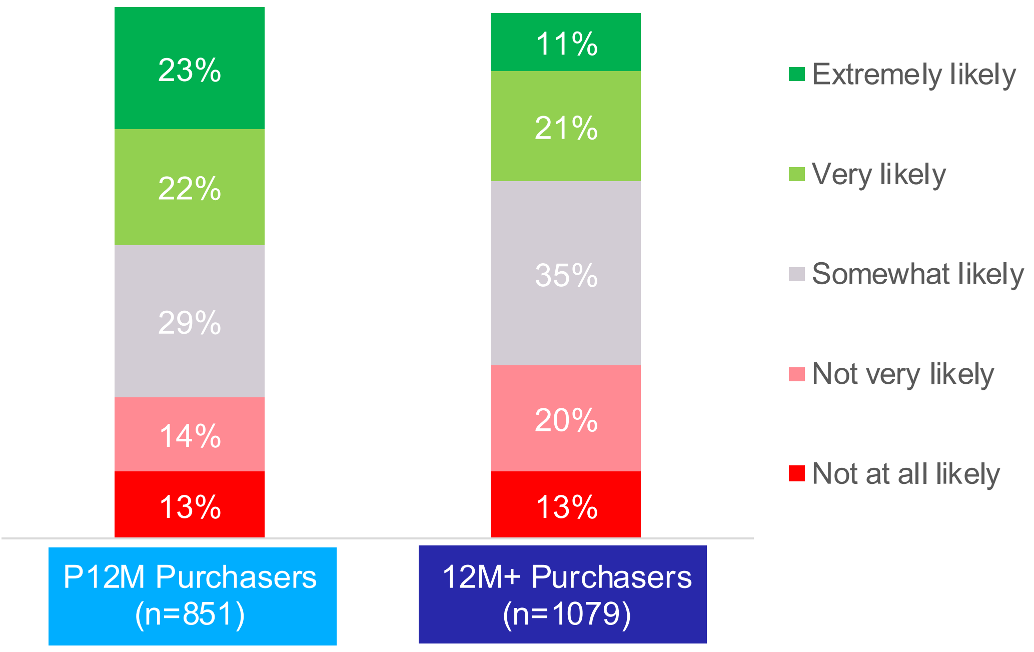
Q48. Which cell phone do you currently have?

Future Purchases

Future Purchases

45% of P12M Purchasers are very/extremely likely to switch tablet brands. Price is the biggest motivator to switch, followed by better features and ease of use. Few say there is nothing that could motivate them to switch brands.

Likelihood of Buying Different Brand Tablet in Future



Motivators to Switch Brands

	P12M Purchasers (n=851)	12M+ Purchasers (n=1079)
Better price	54%	57%
Better specs and features	38%	38%
Ease of operation	37%	37%
Free/ no cost device	37%	37%
Compatibility with existing devices	31%	31%
Ease of device setup/ transfer stuff	28%	30%
Free gift with purchase (e.g., earbuds, etc.)	26%	24%
Improved photo/ video sharing between devices/ family & friends	21%	16%
Facetime compatible	20%	16%
Positive influencer reviews	18%	12%
iMessage compatible (no more green and blue bubbles)	9%	8%
Nothing would motivate me to switch	8%	11%

Q22. In the future, how likely are you to consider getting a tablet that's a brand other than [pipe tablet]? Q23. What wouldit take for you to consider switching tablet brands?

Promotion Offers

A price discount is the most appealing offer, followed by BOGO.

Offer is Appealing

(Top-2 Box on 5-point scale: Very appealing/ Extremely appealing)

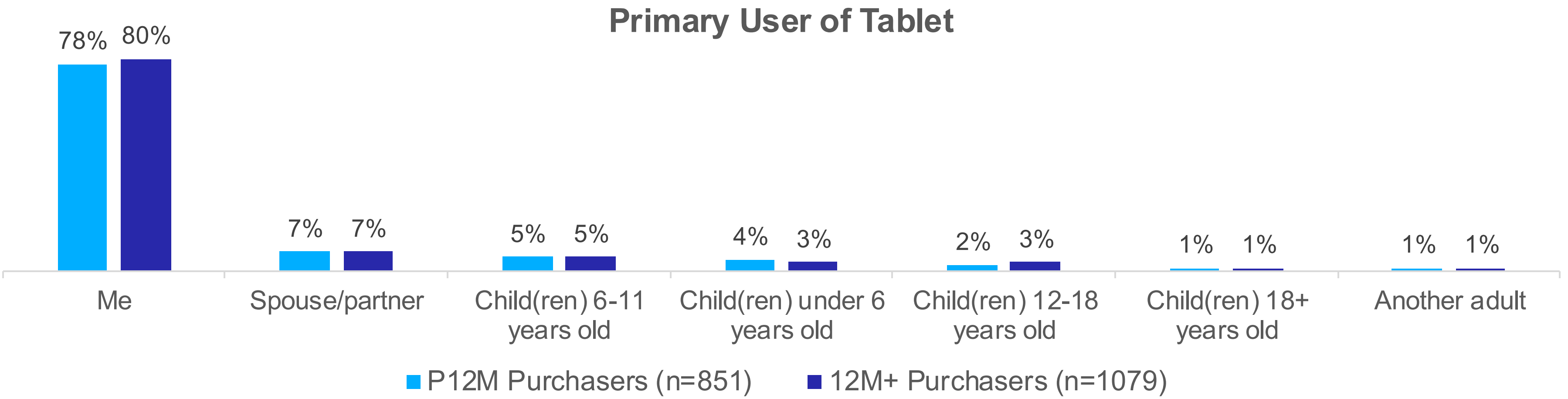
Rank	Offer	P12M Purchasers (n=851)	12M+ Purchasers (n=1079)	N12M Intenders (n=976)
1	Discount on price	79%	82%	88%
2	Buy One Get One (BOGO)	69%	61%	71%
3	Gift with purchase - smartwatch	64%	56%	67%
4	Trade-in an old tablet for a discount on a new one	60%	56%	61%
5	Gift with purchase - earbuds	59%	47%	61%

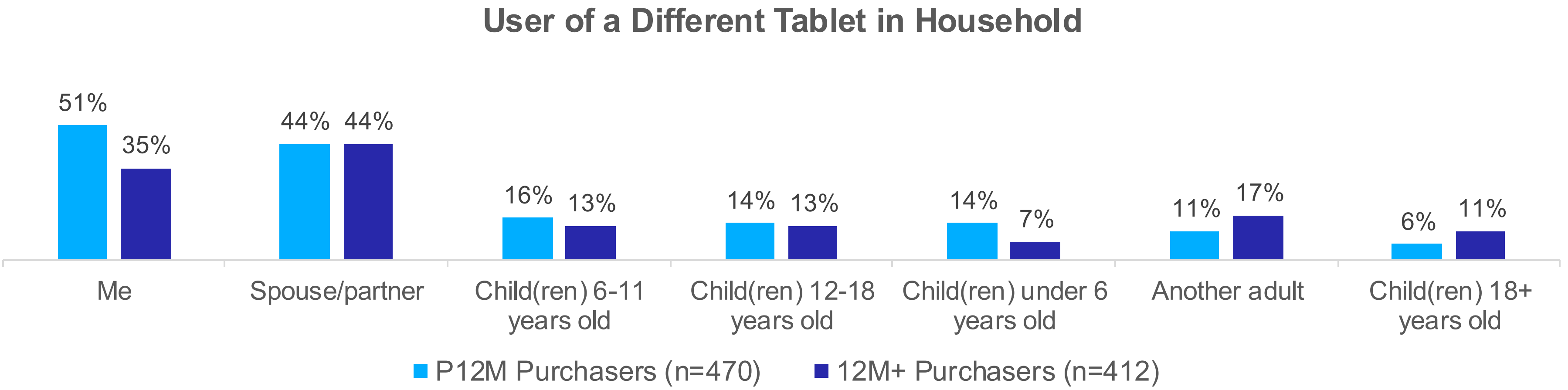
Q34. How appealing would each of the following offers be when shopping for a tablet?

Tablet Use

Tablet Users

On average, households have 1-2 tablets. The majority of buyers' tablet purchase was for themselves.





Q39. And, how many tablets currently get used in your household? Q35. Who is the primary user of your [pipe tablet]? Q43. Whowill be the primary users of your next tablet? Q40. Who in your household uses a different tablet, other than your [pipe tablet]?

Intended Use vs. Actual Use

People use their tablet exactly as they expect to use it. Social media, TV/movies, email and online shopping top the list.

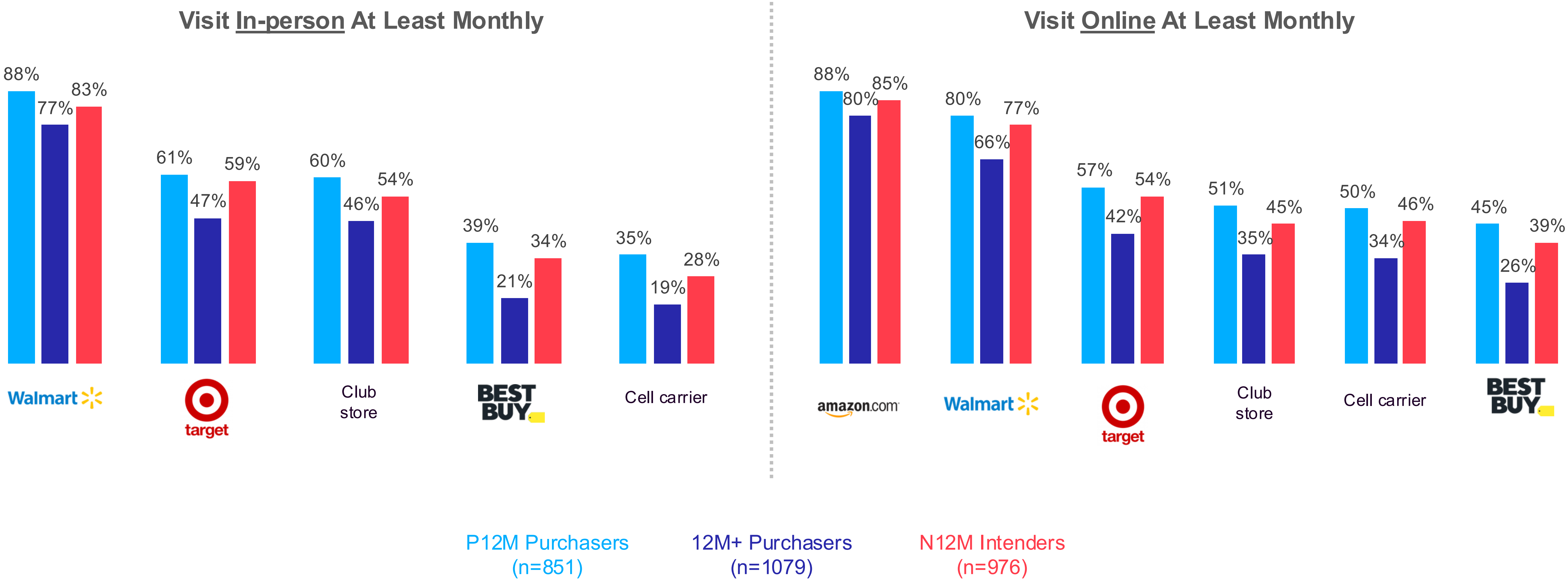
	Intended Use			Actual Use	
	P12M Purchasers (n=851)	12M+ Purchasers (n=1079)	N12M Intenders (n=976)	P12M Purchasers (n=851)	12M+ Purchasers (n=1079)
Social media	55%	53%	59%	54%	54%
Watch TV/movies	55%	48%	59%	52%	48%
Personal email	50%	53%	58%	47%	52%
Shop online	48%	46%	52%	46%	46%
Listen to music/podcasts	42%	39%	49%	44%	37%
Reading	38%	44%	44%	37%	38%
Recipes while cooking	27%	24%	29%	27%	24%
Work email	24%	18%	25%	23%	17%
Work, other than email	22%	20%	23%	21%	18%
Kids entertainment	20%	14%	18%	21%	14%
Homework	17%	10%	14%	14%	9%
Operate smart home products such as thermostat or door locks	12%	8%	14%	12%	9%

Q36. Before buying your [pipe tablet], how did you intend to use it? 44. How do you intend to use your next tablet? Q37. And,how are you actually using your [pipe tablet]?

Retail/ Media Behaviors & Demographics

General Retail Behaviors

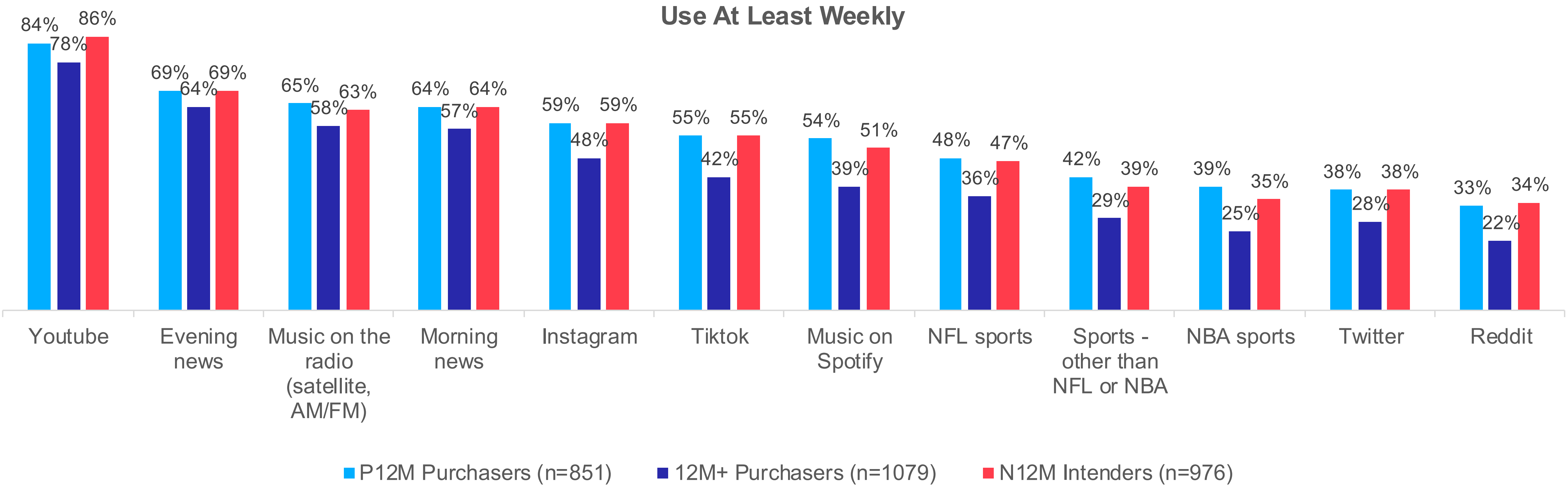
Many tablet buyers/intenders visit Walmart, Target and club stores in-person and/or online at least monthly. Most also visit Amazon monthly.



Q45. Typically, how often do you visit each of the following in-person? Q46. Typically, how often do you visit each of the following online or in an app?

Media Consumption

Tablet buyers/intenders commonly watch YouTube and the evening & morning news and listen to music on the radio. Many also use Instagram and TikTok.



Use Daily	Youtube	Evening news	Music on the radio	Morning news	Instagram	Tiktok	Music on Spotify	NFL sports	Sports - other than NFL or NBA	NBA sports	Twitter	Reddit
P12M Purchasers	53%	35%	32%	38%	36%	37%	26%	12%	14%	11%	17%	11%
12M+ Purchasers	49%	36%	26%	31%	31%	27%	19%	7%	7%	6%	15%	8%
N12M Intenders	58%	34%	31%	35%	37%	36%	25%	10%	12%	9%	20%	12%

Q47. Typically, how often do you consume each of the following?

Demographics

	P12M Purchasers (n=851)	12M+ Purchasers (n=1079)	N12M Intenders (n=976)
Mean Age	43	50	46
Gender			
Male	47%	47%	48%
Female	53%	52%	52%
Marital Status			
Single, never married	35%	32%	35%
Live with partner	12%	8%	10%
Married	42%	41%	42%
Separated/divorced/widowed	11%	19%	14%
Children in Household			
No children	41%	49%	45%
Youngest child is under 6	16%	8%	13%
Youngest child is 6-11	15%	9%	14%
Youngest child is 12-17	13%	10%	13%
Youngest child is 18+	6%	8%	7%
All children left household	9%	17%	9%

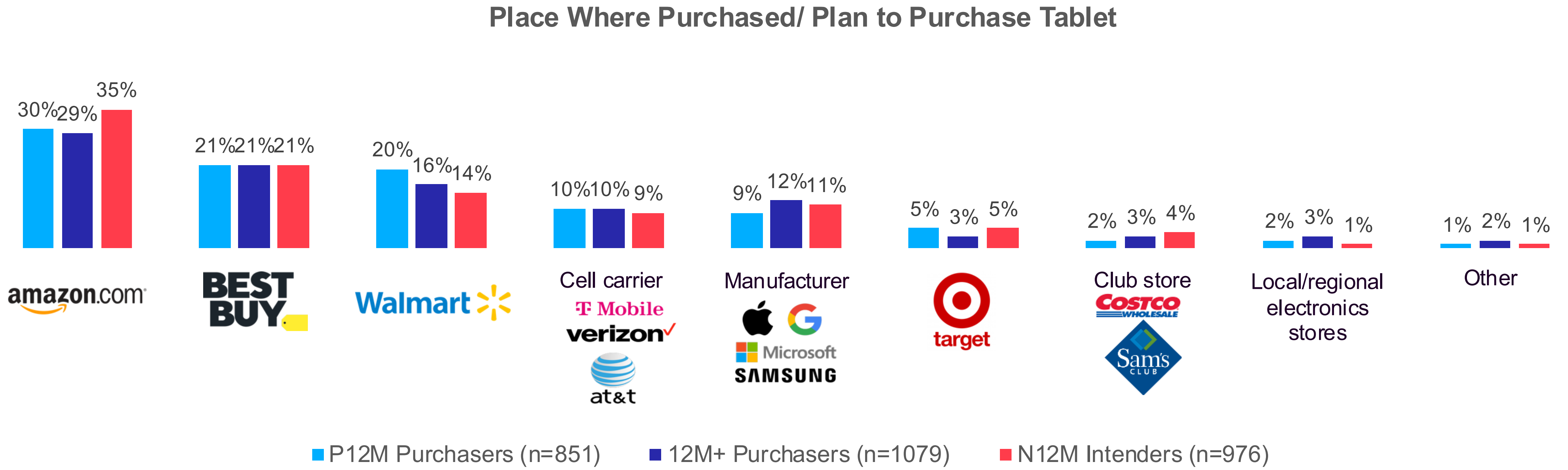
	P12M Purchasers (n=851)	12M+ Purchasers (n=1079)	N12M Intenders (n=976)
Household Income			
Less than $49,999	44%	45%	44%
$50,000-99,999	33%	34%	34%
$100,000-149,999	13%	11%	13%
$150,000+	8%	6%	8%
Prefer not to say	2%	4%	1%
Type of Area			
Urban	35%	30%	35%
Suburban	44%	50%	45%
Rural	21%	20%	19%
Region			
Northeast	18%	17%	17%
Midwest	22%	21%	21%
South	40%	44%	43%
West	19%	18%	19%

Q1. What is your age? Q2. Are you… Q3. In what state do you live? Q49. Which best describes your marital status? Q50. Which best describes the children living in your household? Q51. In which type of area do you live? Q52. What is your annual household income, before taxes?

Detailed Findings: Retail Channels

Retail Channel

30% buy a tablet from Amazon. After that, Best Buy and Walmart are most common, followed by cell carrier and manufacturers. Consumers plan to buy a tablet at retailers in similar patterns as those who have actually purchased.



For this section of the report, findings by retail channel, both purchaser groups are combined into Total Purchasers. Intenders are analyzed separately on subsequent slides.

Q9. Where did you buy your [pipe tablet]?

Reasons for Choosing Retailer

Convenience and where they normally shop for other things are key reasons people choose a retailer to buy a tablet for more broad-based retailers. Cell carriers are effective at attracting people based on their promotions.

	Amazon (n=570)	Best Buy (n=413)	Target (n=77)	Walmart (n=343)	Cell Carrier (n=191)	Manufacturer (n=210)
Ease of delivery/fast shipping	63%	15%	21%	17%	16%	30%
It's where I normally shop	42%	40%	44%	44%	21%	29%
Convenience	39%	44%	31%	42%	29%	31%
Ability to shop in-store	-	43%	36%	37%	28%	38%
Return policies	21%	19%	21%	15%	8%	20%
Retailer-specific promotion	18%	18%	23%	11%	34%	20%
Loyalty programs	15%	19%	26%	9%	23%	14%
Customer service post purchase	12%	17%	10%	9%	15%	20%
Retailer aligns with my values	9%	11%	17%	11%	7%	10%
Ability to talk to a sales associate	7%	32%	14%	17%	20%	32%

Q11. Why did you buy your [pipe tablet] from a [pipe retailer]?

Reasons for Choosing Retailer

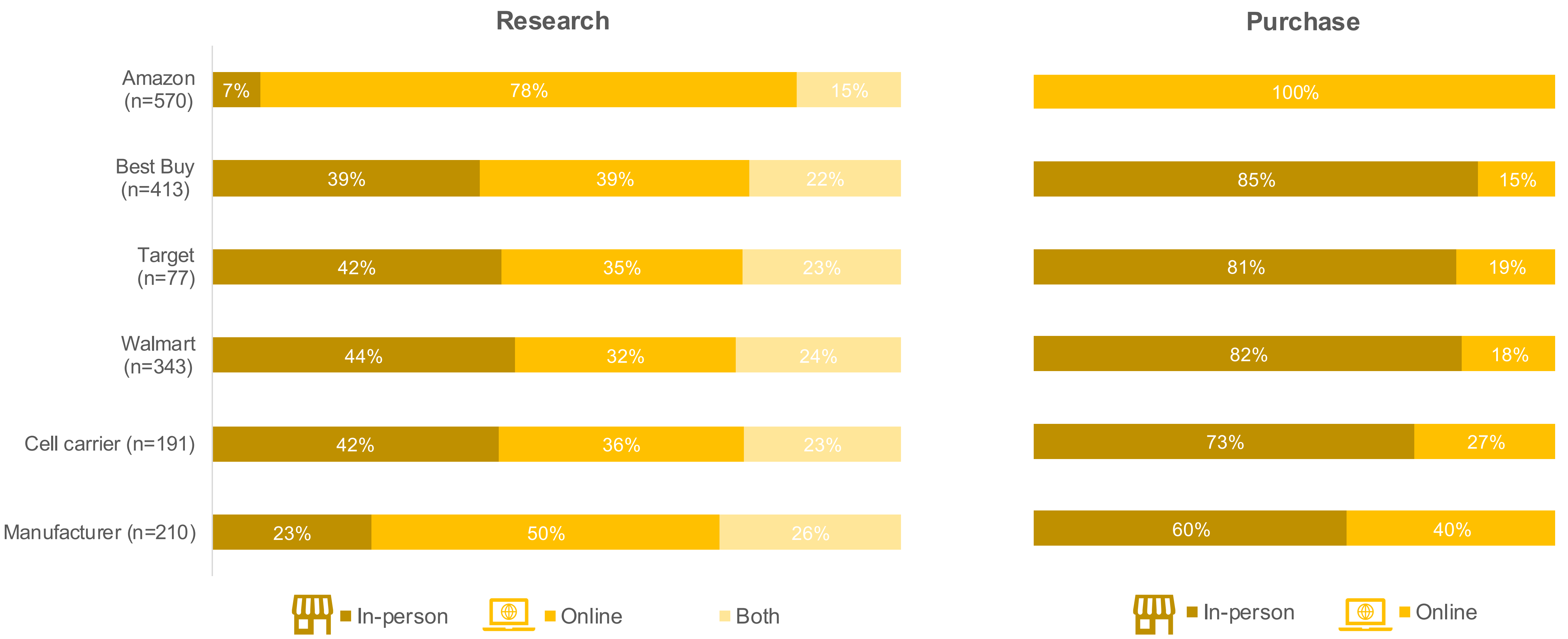
Intenders' reasons for why they plan to purchase a tablet from a particular retailer generally align with purchasers' reasons.

	Amazon (n=339)	Best Buy (n=209)	Target (n=44)	Walmart (n=140)	Cell carrier (n=86)	Manufacturer (n=105)
Ease of delivery/fast shipping	65%	14%	20%	15%	27%	42%
It's where I normally shop	44%	37%	48%	49%	34%	32%
Convenience	40%	42%	34%	51%	42%	32%
Ability to shop in-store	-	48%	45%	41%	36%	42%
Return policies	29%	28%	20%	28%	14%	25%
Loyalty programs	19%	22%	25%	15%	27%	21%
Retailer-specific promotion	19%	16%	25%	13%	33%	23%
Customer service post purchase	18%	21%	16%	17%	23%	23%
Retailer aligns with my values	12%	16%	20%	11%	8%	14%
Ability to talk to a sales associate	10%	41%	30%	23%	41%	33%

Q24. Why do you plan to buy your next tablet from a [pipe retailer]?

In-person vs. Online Shopping

Regardless of where they purchased their tablet, consumers do a mix of online and in-person research. However, other than Amazon, more buy in-person than online across all other retailers.

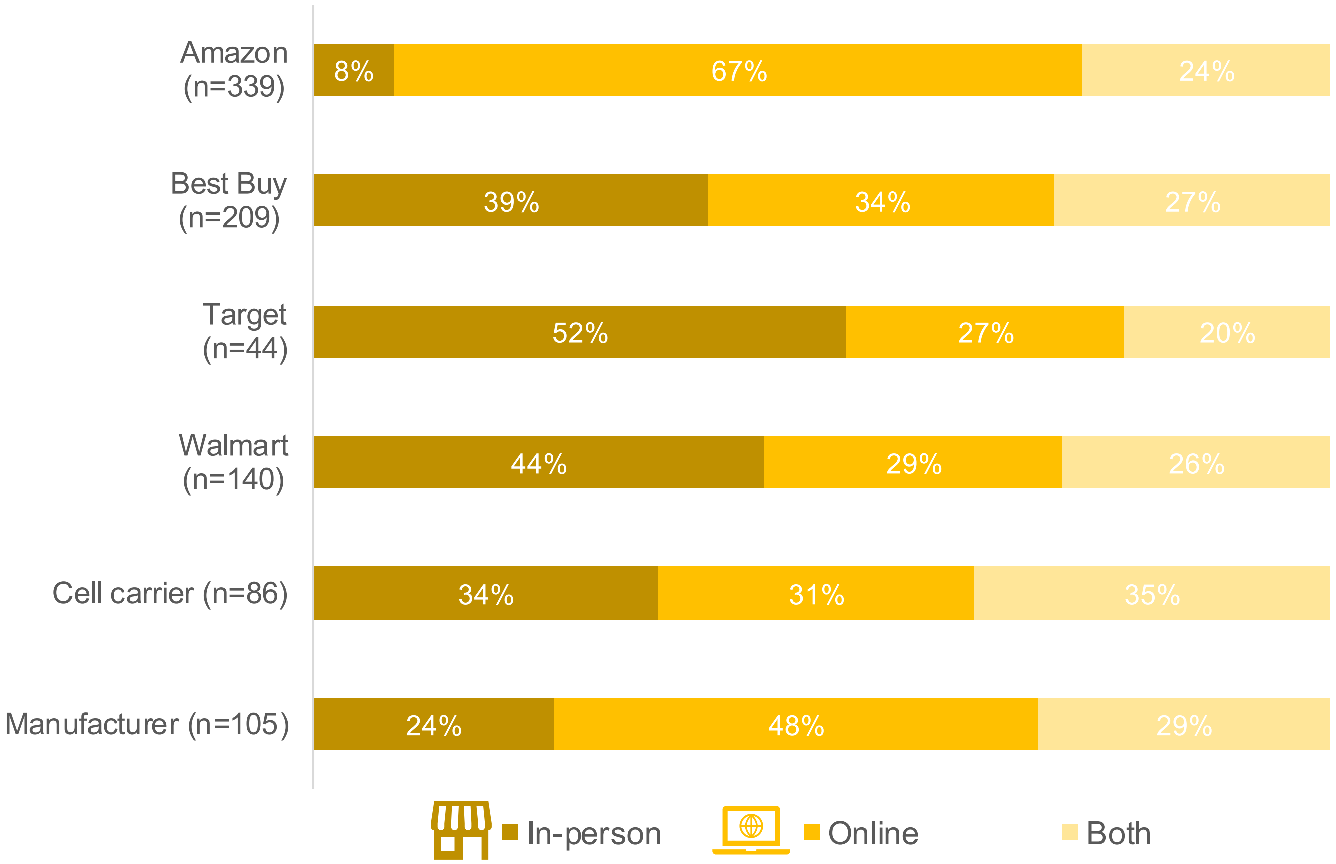


Q13. Prior to actually buying, how did you research, get information, and shop for a tablet? Q12. Did you buy you [pipe tablet] in-person or online?

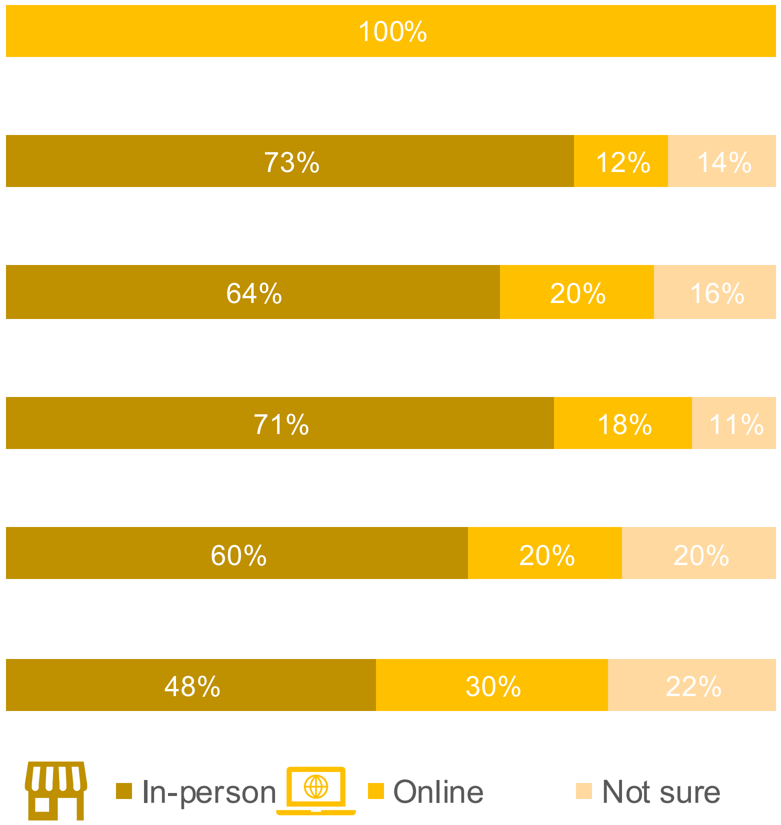
In-person vs. Online Shopping

Intenders plan to do a mix of online and in-person research. And like Purchasers, other than those who plan to buy from Amazon, more plan to buy in-person than online.

Research



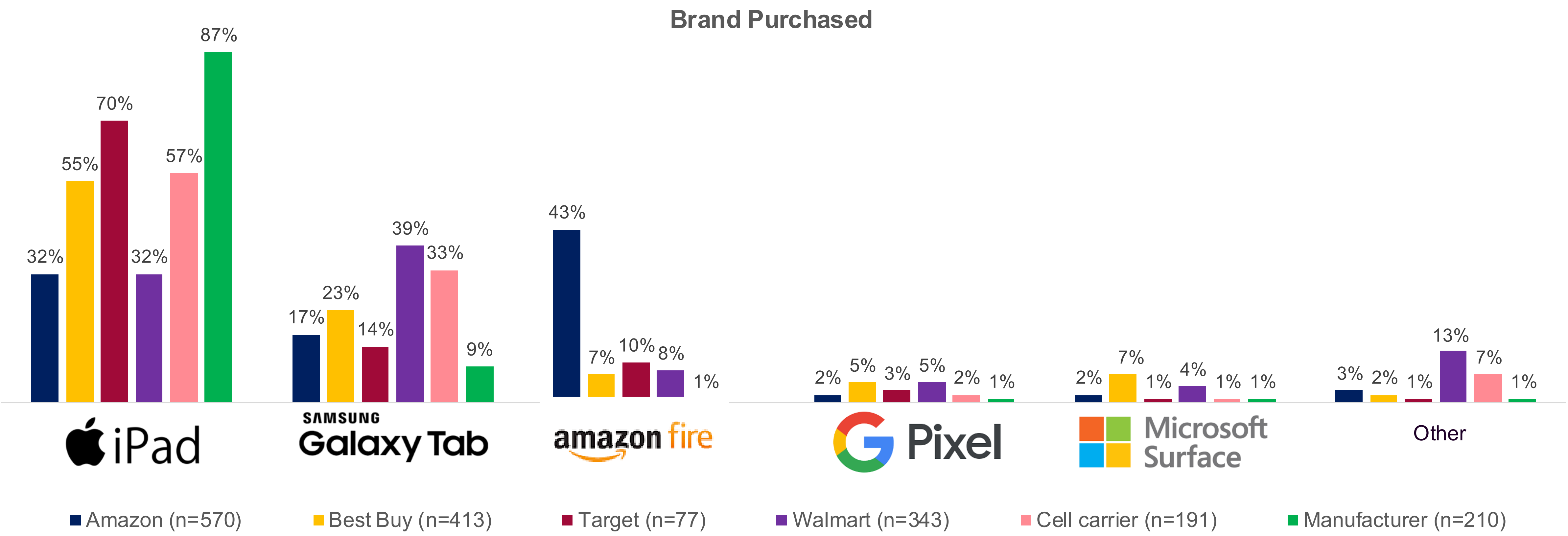
Purchase



Q26. Prior to actually buying, how do you plan to research, get information, and shop for your next tablet? Q25. Do you planto buy your next tablet in-person or online?

Tablet Brand

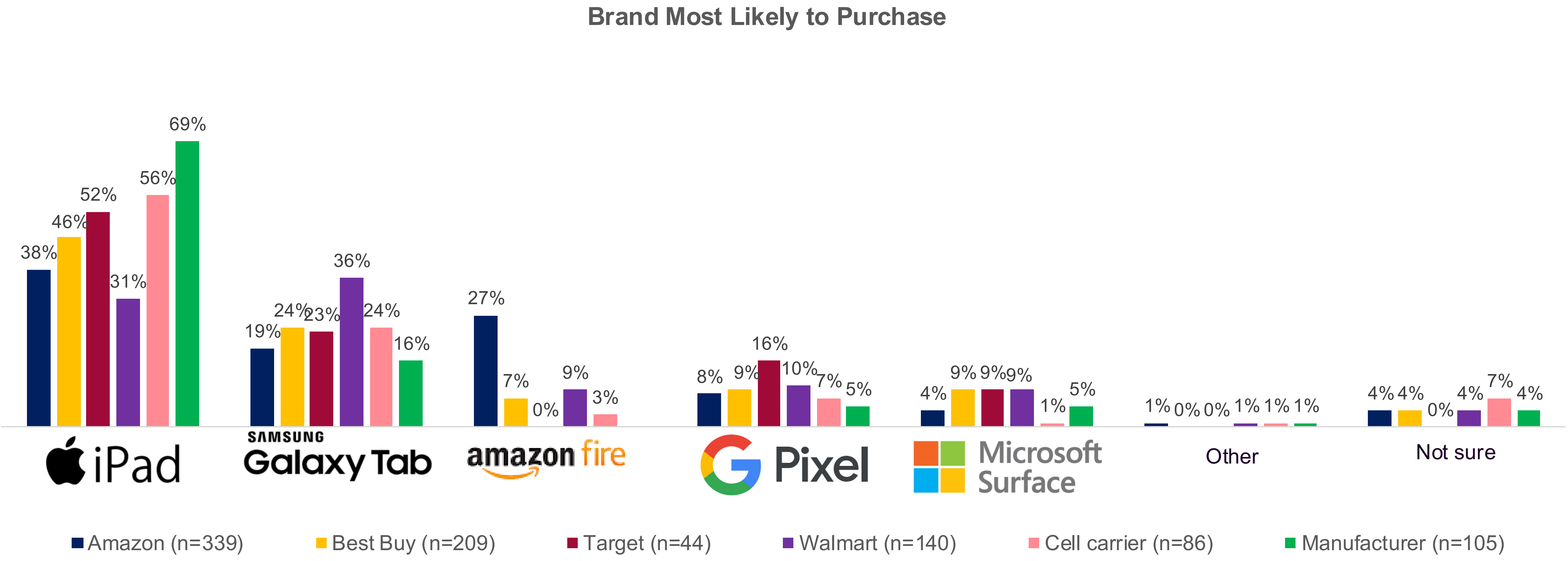
The vast majority of people who buy tablets at a manufacturer are buying from an Apple store. iPads are purchased more at Best Buy and Target and less often at Walmart, suggesting higher end consumers. Galaxies are more often purchased at Walmart, suggesting lower end consumers. Google Pixel Tablets are more often purchased at Best Buy and Walmart – signalling two different market segments.



Q8. Which tablet did you buy most recently?

Tablet Brand

Intended tablet brands among those who plan to shop at each retailer align with past purchaser behaviors. However, Google Pixel intenders align with Target more than those who actually purchased a Pixel did.



Q29. And, which brand are you most likely to buy?

Decision Factors

Top decision factors are the same regardless of which retailer a tablet is purchased.

Ranked in Top 5	Amazon (n=570)	Best Buy (n=413)	Target (n=77)	Walmart (n=343)	Cell carrier (n=191)	Manufacturer (n=210)
Price/sale	80%	71%	73%	79%	80%	61%
Battery life	75%	73%	68%	76%	72%	73%
Large screen	66%	62%	64%	66%	62%	62%
Operating speed/processing power	64%	60%	60%	58%	66%	67%
Recharging speed	50%	49%	39%	56%	46%	38%
Same brand/OS as other products I own	39%	42%	44%	33%	47%	55%
Ability to use it for reading books	36%	28%	26%	22%	20%	21%
Camera	30%	32%	43%	38%	31%	32%
Ability to be productive for work	27%	38%	32%	28%	25%	43%
Wi-Fi texting with similar device	24%	31%	35%	30%	45%	39%
Small screen	10%	14%	17%	14%	6%	10%

Q18. Rank your Top 5 of the following in order of importance when deciding which tablet to buy the last time you purchased one.

Decision Factors

As with Purchasers, Intenders' top decision factors aren't impacted by which retailer they plan to buy a tablet.

Ranked in Top 5	Amazon (n=339)	Best Buy (n=209)	Target (n=44)	Walmart (n=140)	Cell carrier (n=86)	Manufacturer (n=105)
Price/sale	82%	66%	64%	74%	84%	64%
Battery life	78%	72%	70%	71%	70%	81%
Large screen	65%	59%	50%	63%	60%	55%
Operating speed/processing power	63%	67%	50%	63%	63%	65%
Recharging speed	52%	47%	45%	49%	55%	53%
Same brand/OS as other products I own	39%	46%	36%	41%	41%	52%
Camera	34%	33%	41%	41%	34%	29%
Wi-Fi texting with similar device	26%	27%	36%	29%	37%	39%
Ability to use it for reading books	26%	28%	39%	19%	19%	20%
Ability to be productive for work	25%	41%	41%	33%	34%	31%
Small screen	9%	14%	27%	16%	5%	10%

Q30. Rank your Top 5 of the following in order of importance when deciding which tablet to buy the next time you purchase one

Spend

People buying a tablet from Amazon or Walmart spend less on average than those buying at Best Buy, Target, or especially manufacturers (which largely equates to Apple).

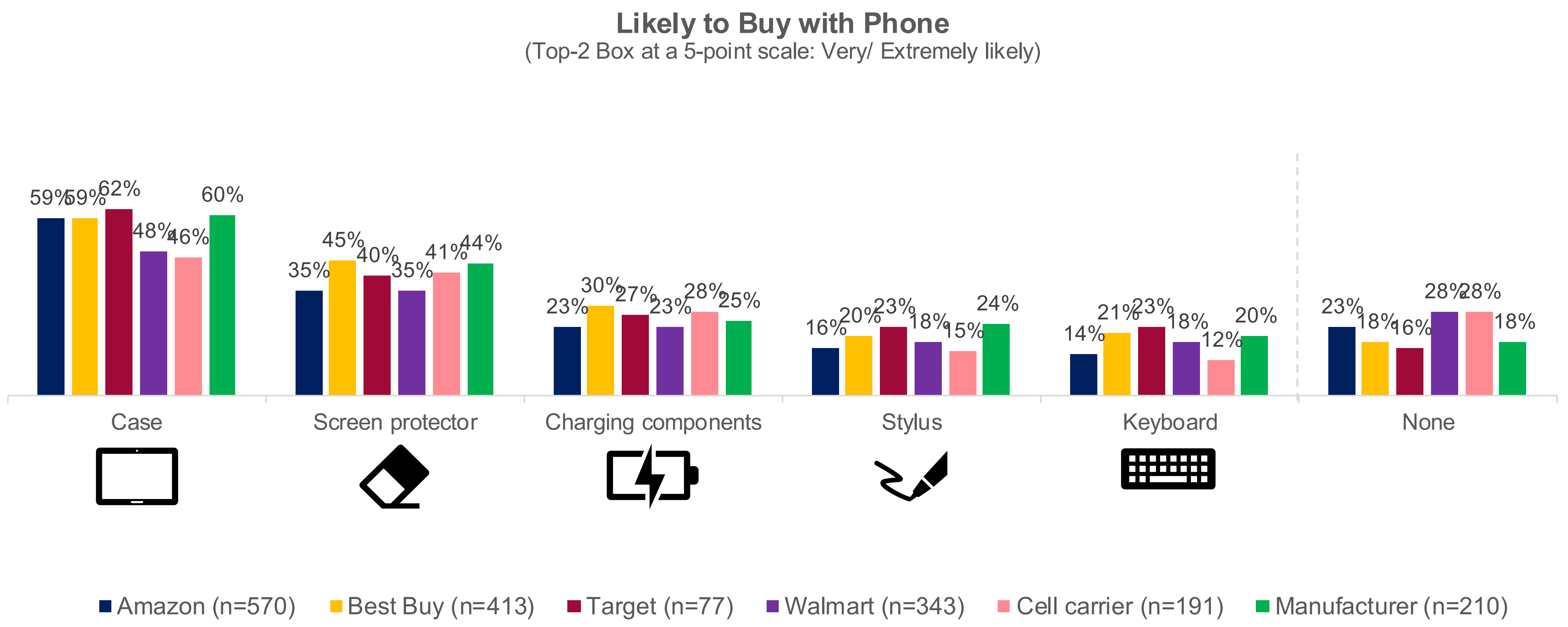
Price Paid for Tablet (mean)

Retailer	Price Paid (mean)
Amazon (n=570)	$277
Best Buy (n=413)	$468
Target (n=77)	$476
Walmart (n=343)	$300
Cell carrier (n=191)	$376
Manufacturer (n=210)	$679

Q20. And, how much did you actually pay for your [pipe tablet]?

Accessories

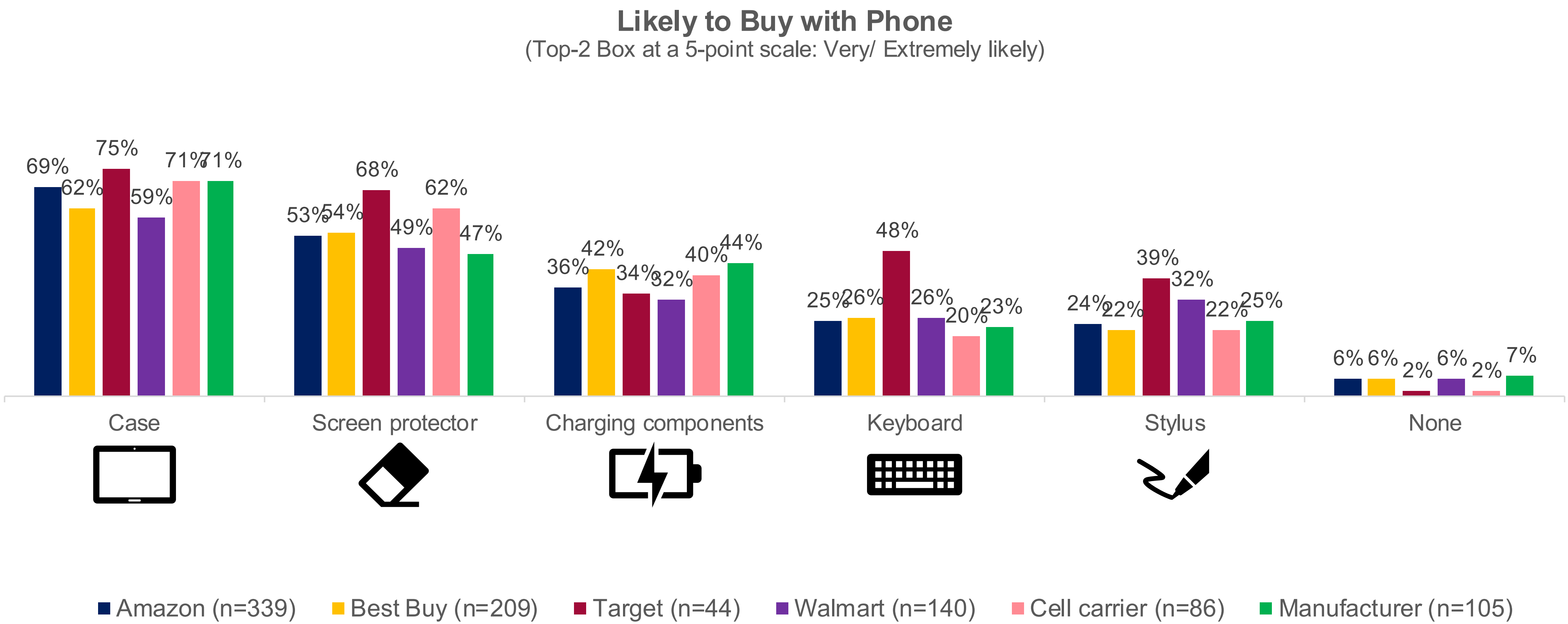
Consumers are most likely to buy an accessory along with their tablet at Best Buy, Target or a manufacturer.



Q21. Which, if any, accessories did you buy at the same time you bought your [pipe tablet]?

Accessories

Across retail channels, the majority of Intenders plan to buy at least one accessory along with their tablet.



Q32. Which, if any, accessories do you plan to buy at the same time when you buy a tablet?

Tablet Promotion Offers

Regardless of where they plan to buy a tablet, consumers agree that the most appealing tablet offer is a discount off the price.

Offer is Appealing

(Top-2 Box on 5-point scale: Very/ Extremely appealing)

	Offer	Amazon (n=570)	Best Buy (n=413)	Target (n=77)	Walmart (n=343)	Cell carrier (n=191)	Manufacturer (n=210)
1	Discount on price	84%	82%	73%	76%	82%	79%
2	Buy One Get One (BOGO)	65%	65%	61%	64%	66%	60%
3	Gift with purchase - smartwatch	60%	64%	68%	56%	57%	60%
4	Trade-in an old tablet for a discount on a new one	57%	60%	61%	56%	57%	59%
5	Gift with purchase - earbuds	51%	56%	65%	53%	51%	52%

Q34. How appealing would each of the following offers be when shopping for a tablet?

Tablet Promotion Offers

As with Purchasers, Intenders find a discount most appealing. Intenders who plan to buy at Target also like a smartwatch offered free with the purchase of a tablet.

Offer is Appealing

(Top-2 Box on 5-point scale: Very/ Extremely appealing)

	Offer	Amazon (n=339)	Best Buy (n=209)	Target (n=44)	Walmart (n=140)	Cell carrier (n=86)	Manufacturer (n=105)
1	Discount on price	90%	84%	80%	88%	93%	88%
2	Buy One Get One (BOGO)	73%	68%	66%	71%	78%	67%
3	Gift with purchase - smartwatch	66%	67%	82%	64%	69%	65%
4	Trade-in an old tablet for a discount on a new one	63%	62%	66%	54%	63%	59%
5	Gift with purchase - earbuds	60%	61%	70%	64%	63%	63%

Q34. How appealing would each of the following offers be when shopping for a tablet?

Demographics

Best Buy shoppers are more male and Target shoppers are younger.

	Amazon (n=570)	Best Buy (n=413)	Target (n=77)	Walmart (n=343)	Cell carrier (n=191)	Manufacturer (n=210)
Mean Age	49	46	38	45	49	47
Gender						
Male	45%	54%	43%	41%	45%	48%
Female	55%	46%	57%	59%	55%	50%
Marital Status						
Single, never married	26%	39%	45%	38%	36%	28%
Married, Live with partner	56%	47%	43%	42%	48%	63%
Separated/divorced/widowed	18%	14%	12%	19%	17%	8%
Children in Household						
No children	39%	51%	49%	47%	45%	48%
Youngest child is under 6	14%	10%	10%	10%	13%	12%
Youngest child is 6-11	13%	9%	16%	14%	11%	10%
Youngest child is 12-17	10%	11%	13%	10%	14%	12%
Youngest child is 18+	7%	8%	3%	8%	6%	5%
All children left the household	18%	12%	9%	10%	12%	12%

Green highlight = greater than other retailers

Q1. What is your age? Q2. Are you… Q49. Which best describes your marital status? Q50. Which best describes the children living in your household?

Demographics

Walmart shoppers have lower income and are more likely to live in rural areas in the South. People who shop at manufacturers have higher income.

	Amazon (n=570)	Best Buy (n=413)	Target (n=77)	Walmart (n=343)	Cell carrier (n=191)	Manufacturer (n=210)
Household Income						
Less than $49,999	44%	40%	36%	64%	46%	26%
$50,000 - $99,999	34%	37%	43%	23%	36%	36%
$100,000 - $149,999	11%	13%	12%	9%	9%	20%
$150,000+	9%	7%	5%	2%	6%	13%
Mean	$67,600	$67,800	$67,600	$48,500	$62,300	$86,100
Type of Area						
Urban	31%	32%	30%	31%	37%	33%
Suburban	46%	52%	52%	36%	46%	54%
Rural	23%	15%	18%	32%	17%	12%
Region						
Northeast	19%	19%	23%	13%	10%	26%
Midwest	23%	21%	19%	21%	24%	18%
South	42%	40%	35%	53%	42%	31%
West	16%	20%	22%	13%	24%	25%

Green highlight = greater than other retailers

Q3. In what state do you live? Q51. In which type of area do you live? Q52. What is your annual household income, before taxes?

Demographics

	Amazon (n=339)	Best Buy (n=209)	Target (n=44)	Walmart (n=140)	Cell carrier (n=86)	Manufacturer (n=105)
Mean Age	47	43	38	44	47	46
Gender						
Male	47%	54%	43%	40%	37%	57%
Female	53%	46%	57%	60%	63%	42%
Marital Status						
Single, never married	32%	34%	39%	41%	42%	30%
Married, Live with partner	50%	55%	57%	41%	46%	58%
Separated/divorced/widowed	17%	11%	5%	17%	13%	13%
Children in Household						
No children	43%	48%	32%	46%	50%	50%
Youngest child is under 6	14%	12%	18%	12%	7%	15%
Youngest child is 6-11	13%	14%	18%	14%	16%	8%
Youngest child is 12-17	13%	12%	20%	10%	15%	10%
Youngest child is 18+	8%	6%	9%	10%	2%	7%
All children have left the household	9%	8%	2%	8%	9%	10%

Green highlight = greater than other retailers

Q1. What is your age? Q2. Are you… Q49. Which best describes your marital status? Q50. Which best describes the children living in your household?

Demographics

	Amazon (n=339)	Best Buy (n=209)	Target (n=44)	Walmart (n=140)	Cell carrier (n=86)	Manufacturer (n=105)
Household Income						
Less than $49,999	46%	38%	27%	64%	47%	30%
$50,000 - $99,999	32%	39%	52%	24%	41%	33%
$100,000 - $149,999	14%	14%	9%	9%	8%	19%
$150,000+	8%	9%	9%	2%	5%	15%
Mean	$66,700	$72,100	$75,000	$49,100	$60,500	$84,700
Type of Area						
Urban	34%	37%	39%	34%	38%	36%
Suburban	44%	51%	50%	35%	42%	49%
Rural	22%	11%	11%	31%	20%	15%
Region						
Northeast	16%	21%	20%	11%	12%	25%
Midwest	24%	17%	18%	26%	19%	17%
South	43%	46%	32%	49%	43%	36%
West	16%	16%	30%	15%	27%	22%

Q3. In what state do you live? Q51. In which type of area do you live? Q52. What is your annual household income, before taxes?

Green highlight = greater than other retailers

Thank you!