

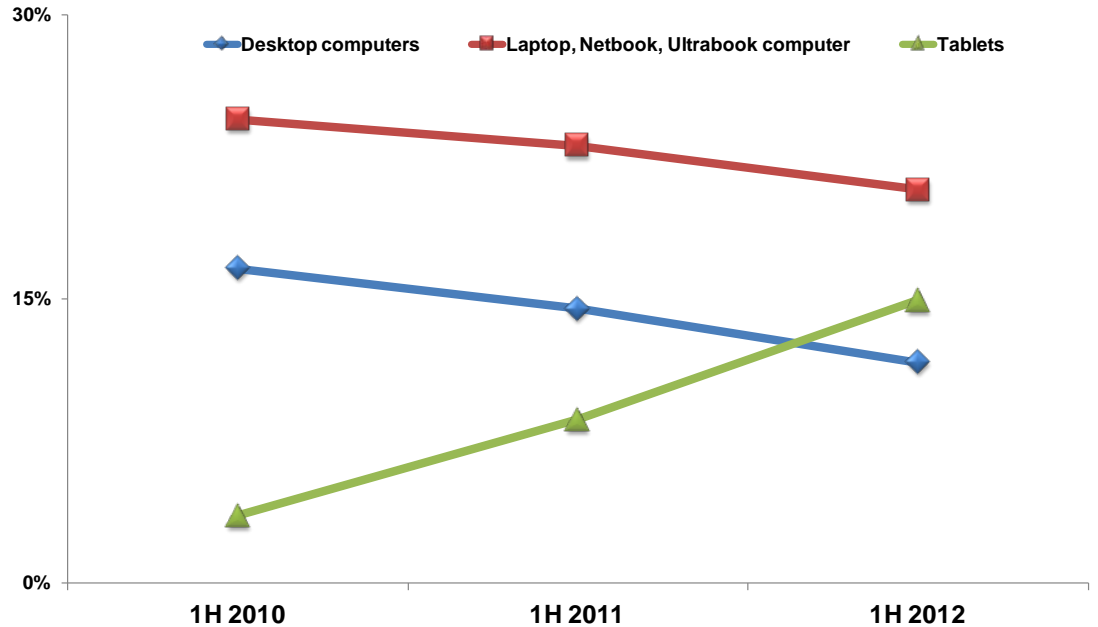
By **John Barrett**, *Director, Consumer Analytics*, and **Yilan Jiang**, *Manager, Consumer Research*, **Parks Associates**

SYNOPSIS

This research analyzes the market for laptops and tablets and the tensions between these product categories.

It presents Parks Associates' latest data on purchase patterns, tests consumer demand for Ultrabook laptops, and gauges how Ultrabooks will impact the laptop and tablet markets. Specific attention is also given to the Microsoft Surface product and how it will be received by the tablet market.

**1H Computing Device Purchases (2010 - 2012)**  
(U.S. Broadband Households)



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ANALYST INSIGHT

“Tablets and laptops are both appealing options for consumers, and some purchase one at the expense of the other. Ultrabooks will impact this dynamic by making laptops a more appealing choice in comparison to tablets, but Ultrabook prices will need to come down. Consumers are unwilling to pay a premium for them.”

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

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Number of Slides: 91  
Published by Parks Associates

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