# Top Tablet Computer Makers Worldwide, 2012

**Market Share Reporter**

*Market shares are shown for the year-to-date August 2012.*

<table>
<thead>
<tr>
<th>Maker</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple</td>
<td>64.40</td>
</tr>
<tr>
<td>Samsung</td>
<td>9.90</td>
</tr>
<tr>
<td>Amazon</td>
<td>4.90</td>
</tr>
<tr>
<td>Asus</td>
<td>2.80</td>
</tr>
<tr>
<td>Barnes and Noble</td>
<td>2.40</td>
</tr>
<tr>
<td>Other</td>
<td>15.60</td>
</tr>
</tbody>
</table>


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from 01/01/1997 to 05/31/2000 in General OneFile
Make your tablet your main computer

BY RICK BROIDA

THE “LAPTOP KILLER” of tablets has yet to emerge, but you can configure a powerful enough slate to let you retire your laptop. Microsoft’s Surface 2 (go.pcworld.com/surface2rev) and Surface Pro 2 (go.pcworld.com/surfacepro2) tablets work natively with the Office productivity suite, which comes free with every Surface 2 and is also available for the Surface Pro 2. Both have roomy, 10.6-inch displays. Add a Touch or Type Cover, and you have a fine hybrid device.

People who own iOS and Android tablets have other productivity options, aside from Office. If you equip your tablet with the right apps and accessories, it just might replace a conventional laptop.
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Secondly, the importance of organic and all-natural labeling decreases with age. The only exception is the youngest age group. While organic/all natural may be more important to younger consumers, they are often less likely to have the income necessary to purchase these options. However, operators should be aware that college students are now being exposed to organic and all-natural options in their college dining halls and may come to expect this when they start to use restaurants more heavily.

For older consumers, these claims may not be as appealing since they have lived the majority of their lives with nonorganic items and do not see any adverse effects they can directly link back to their food.

**Figure 49: Ingredient and preparation criteria for healthy meals, by age, February 2012**

“Which of the following are the most important ingredient or preparation criteria you consider when choosing a “healthy meal” at a restaurant?”

<table>
<thead>
<tr>
<th>Base: internet users aged 18+ who ordered a healthy meal at a restaurant in the past month</th>
<th>All</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Fresh ingredients</td>
<td>55</td>
<td>39</td>
<td>51</td>
<td>56</td>
<td>61</td>
<td>57</td>
<td>61</td>
</tr>
<tr>
<td>Grilled and/or baked preparation</td>
<td>46</td>
<td>35</td>
<td>36</td>
<td>43</td>
<td>50</td>
<td>54</td>
<td>56</td>
</tr>
<tr>
<td>More fruits or vegetables than the average meal</td>
<td>34</td>
<td>31</td>
<td>33</td>
<td>36</td>
<td>34</td>
<td>34</td>
<td>36</td>
</tr>
<tr>
<td>No additives/preservatives</td>
<td>23</td>
<td>18</td>
<td>23</td>
<td>21</td>
<td>21</td>
<td>27</td>
<td>29</td>
</tr>
</tbody>
</table>

Source: Mintel
U.S. Consumers / Lifestyles Database

Quick Search

Custom Search

Expand All  Select All

Lifestyles

Lifestyles are scored based on level of interest from 0 to 9 in our database. 0 meaning no interest; 9 meaning heavy interest. Selecting Lifestyles from the categories below will include individuals with a score of 6 and higher (6 to 9).

- Apparel / Fashion / Beauty
- Arts / History / Science
- Books / Magazines
- Charitable Donor
- Cooking / Wine
- Collectibles
- Hobbies / Crafts / Sewing
- Health / Diet / Fitness
- Home Improvement / Decor
- Motor Vehicles / Motor sports
- Outdoor Recreation
- Personal Finance / Self-Help
- Pets / Animals
- Photography
- Politics / Religion / News
- Purchase Behavior
- Sports
- Technology / Entertainment
- Travel
### Matrix View

<table>
<thead>
<tr>
<th>ZIP Code/Children Present</th>
<th>Yes</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>75217</td>
<td>16,351</td>
<td>16,351</td>
</tr>
<tr>
<td>75228</td>
<td>9,750</td>
<td>9,750</td>
</tr>
<tr>
<td>75248</td>
<td>6,882</td>
<td>6,882</td>
</tr>
<tr>
<td>Total</td>
<td>32,983</td>
<td>32,983</td>
</tr>
</tbody>
</table>
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