

Is iPad Hurting PC Sales?

Written by Marco Attard
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Not according to NPD Group's 'iPad Owner Survey' report, at least.



The report says only 13% of iPad owners bought Apple's tablet instead of a PC, while for 24% it replaced a planned e-reader purchase.

48% of iPad owners own an Apple computer, and 38% own an iPhone.

NPD says iPad early adopters are tech-savvy, and buy products because they want, not need, them.

Meanwhile another survey by TBR of 500 iPad owners and future buyers claims 32% of those taking part bought or will buy the device to replace their PC. 44% of respondents said the tablet is their no. 1 computing device while just over 50% said the opposite.

TBR says the iPad created a third major device category, sitting between PC's and smartphones.

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