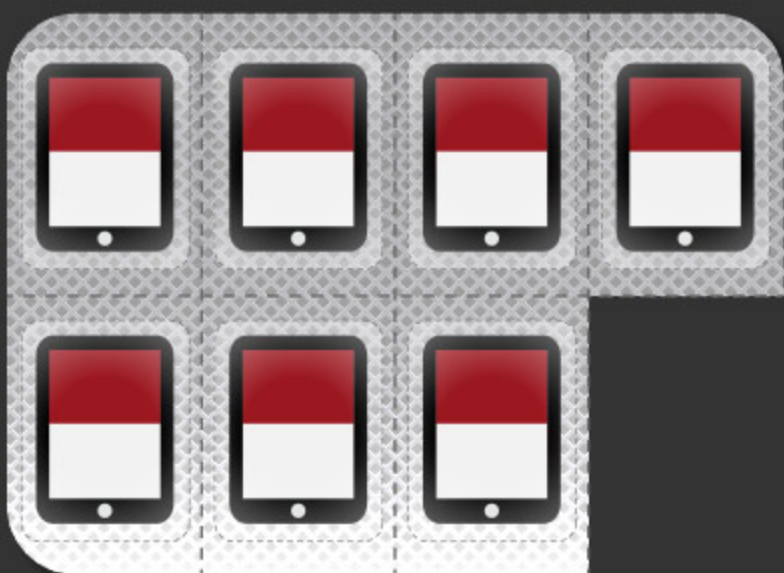# socialogue™

Ipsos Open Thinking Exchange

RX: TAKE ONE TABLET EVERY 24 HOURS

ONE OUT OF FIVE
CITE THEIR TABLET AS THEIR PRIMARY COMPUTER

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Among tablet users, one out of five (19%) say their tablet is their primary computer. Among those under 35, it's nearly one out of every four (23%). Given the number of people who want to have digital technology at their fingertips and who do not need the full computing capacity offered by desktops and laptops, the dominance of tablets is sure to keep growing. Marketers can avoid headaches tablet users may experience by creating an easy wellness program: make sure it's easy for tablet users to do everything on your site via a tablet, so that people don't have to use a computer to visit your site if they want to stick with their tablet.