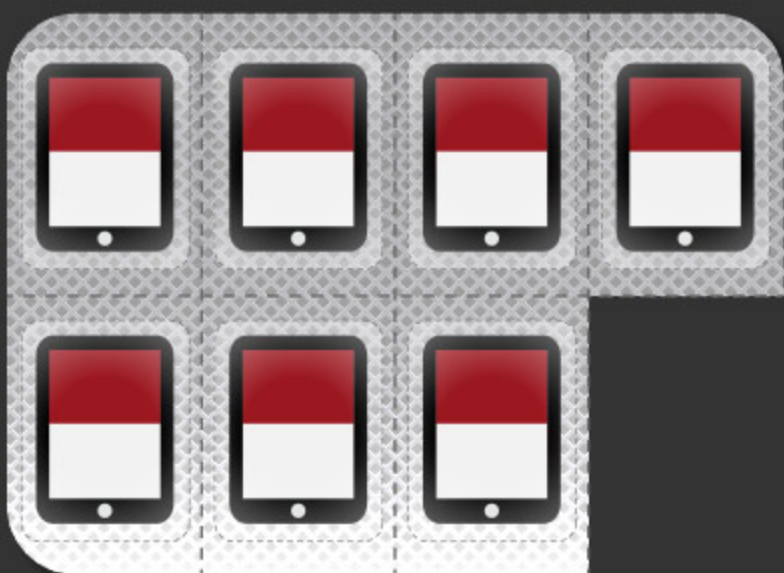


**RX: TAKE ONE TABLET EVERY 24 HOURS**

**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.**

#### About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Sociallogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at [ipsosopenthinkingexchange@ipsos.com](mailto:ipsosopenthinkingexchange@ipsos.com).

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Ipsos is the world's third largest market research company. With offices in 84 countries, Ipsos offers a complete line of custom, syndicated, omnibus, panel and online research products and services. Ipsos Global @dvisor is a 24-country online monthly syndicated research service used to generate information for media and clients. Each month, 500-1,000 interviews are completed per country among 16-64 year old males and females.