

# TABLETS The Fourth Screen Goes Mainstream

Tablets are taking their place as the fourth screen in consumers' lives, joining TV, PCs and smartphones as the gateway to digital media consumption. Insights from comScore TabLens reveal today's U.S. tablet consumer.

## RISE OF THE CONNECTED CONSUMER



**1 in 4**  
Smartphone Owners  
**USE A  
TABLET**

## TODAY'S U.S. TABLET USER



U.S. Tablet Owners Are  
**50% MALE** and  
**50% FEMALE**

**55%**  
of Tablet Owners Have  
a **HOUSEHOLD  
INCOME** of



## READ THIS



**3 in 5**  
**READ  
BOOKS**  
on Their Tablet

## FRIEND, TWEET, CONNECT

**2 in 3** Access  
**SOCIAL NETWORKS**



**1 in 3** Access  
Social Networks  
**ALMOST DAILY**



## NAME THAT TUNE

**50%**  
**LISTEN TO  
MUSIC**



## LET'S PLAY

**7 in 10**  
**PLAY GAMES**



## WATCH THIS

**1 in 4** Viewers  
**PAY TO  
WATCH VIDEO**



## BROWSE, SHOP, BUY

**39%**  
**PURCHASE  
PHYSICAL  
GOODS**  
On Their Tablet



## TOP PURCHASE CATEGORIES:

- #1 **CLOTHING/  
ACCESSORIES**
- #2 **BOOKS**
- #3 **TICKETS**



## MONEY MANAGER

**44%**  
Access **BANK  
ACCOUNTS**  
**36%** Access  
**CREDIT CARDS**

