



Commuting, saluting, reporting or courting. In restaurants, at the beach, at dinner tables and, yes, even in bathrooms, it does seem as if people's ears have sprouted mobile phones from which they cannot or will not detach. But, given the choice of giving up their mobile phones or computers, 65% of people would sacrifice their mobile phones and hang on to their computers. For the majority, bigger is still better.

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.

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