



These days, mobile phones go everywhere with their owners . . . including the bedroom, where beeps and buzzes and ringtones can provide the sound track for an amorous evening. When it comes to choosing between their hanky panky or their mobile phones, 22% (and 30% of females) would give up sex before they would give up their phones. This varies by region, with Latin Americans less likely to give up sex (10%) and those in the APAC Countries more likely to (31%). It's a good thing for mobile phone manufacturers and carriers that some people's relationship with their phone is too strong to break!

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. Socialogue™ 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.

About Ipsos and Ipsos Global @dvisor:

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.