



Eighty-one percent of people say they would rather talk in person than on the phone. While we're so connected to mobile phones, computers and tablets, friends and family still like to converse face-to-face. Lots of business people, too, prefer in-person meetings to phone conferences. Although we have no choice but to talk on the phone to those who are too far away to see in person, there are still times when our preference and our behavior are out of sync . . . such as when we opt to call a person sitting across an office rather than walk over or when we get one step further from talking by sending an email.

About Ipsos Open Thinking Exchange:

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