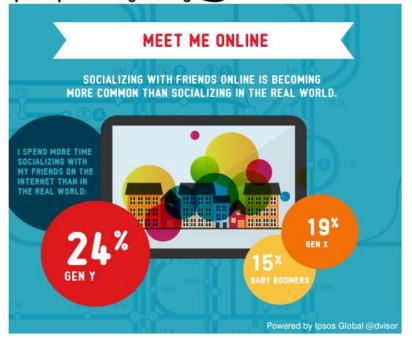
Socialogue Socialogue





Is online socializing about proximity or preference? Regardless, it's a pretty safe bet that the percentage will be on the rise if the current analysis by generations tells a predictive story. Just 15% of Baby Boomers and 19% of Gen X say online trumps in-person socialization. But among Gen Y, the youngest and most tech-savvy age group, one out of every four (24%) claim they socialize more online than off. Think about it: online you can interact with dozens of your nearest and dearest at once. Seeing each of them personally would take a party, a plan, a trip. Marketers, get ready. Aging Boomers will rely on the internet more as the years go by and going places gets tougher, Gen X and Gen Y are picking up steam and the generation behind them (Gen Z) are just about hardwired to the internet. It is unlikely that the amount of time people spend online in a social capacity is headed for a dip.

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.