



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.

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