



No matter where we are, we're always connected, with each of us using an average of 2.3 devices. So, when it comes to our technology products, small and portable is what we like. While most of us use mobile phones (82%), laptops, used by two-thirds (66%), have surpassed the standard desktop computer (60%). And, 17% of us are already using tablets. Given the multiplicity of devices in use, it becomes increasingly important for brands to have an online presence that is optimized for computers, tablets and mobile phones, alike. Once upon a time, that would have been considered thinking big. Today, it's just thinking smart.

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.

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