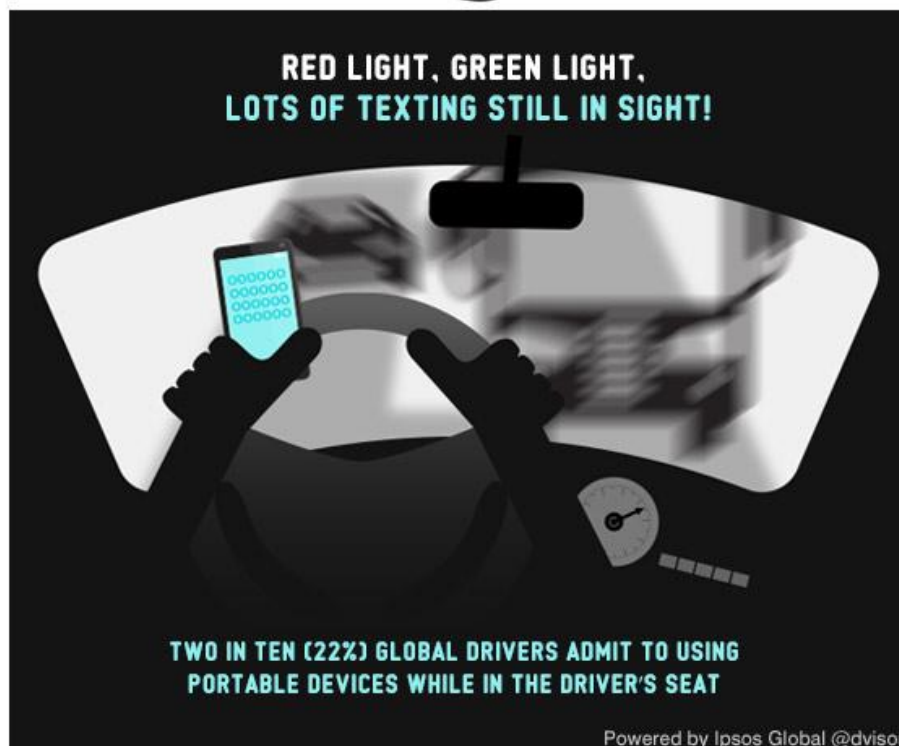


Ipsos OTX sociallogue™



Two in ten (22%) drivers worldwide confess that they text, email or use social media while they are driving. Despite the potentially fatal consequences of the activity, these global citizens appear willing to take the risk while behind the wheel, even if at a stop sign or red light. For those younger than 35, the percentage jumps to three in ten (31%). All children learn that red means stop and green means go. Maybe when they are old enough to drive and use a portable device, the lesson that has to be better taught is red means stop and so does green!

About Ipsos OTX:

Ipsos OTX (Ipsos Open Thinking Exchange) 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. Sociallogue™ 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.