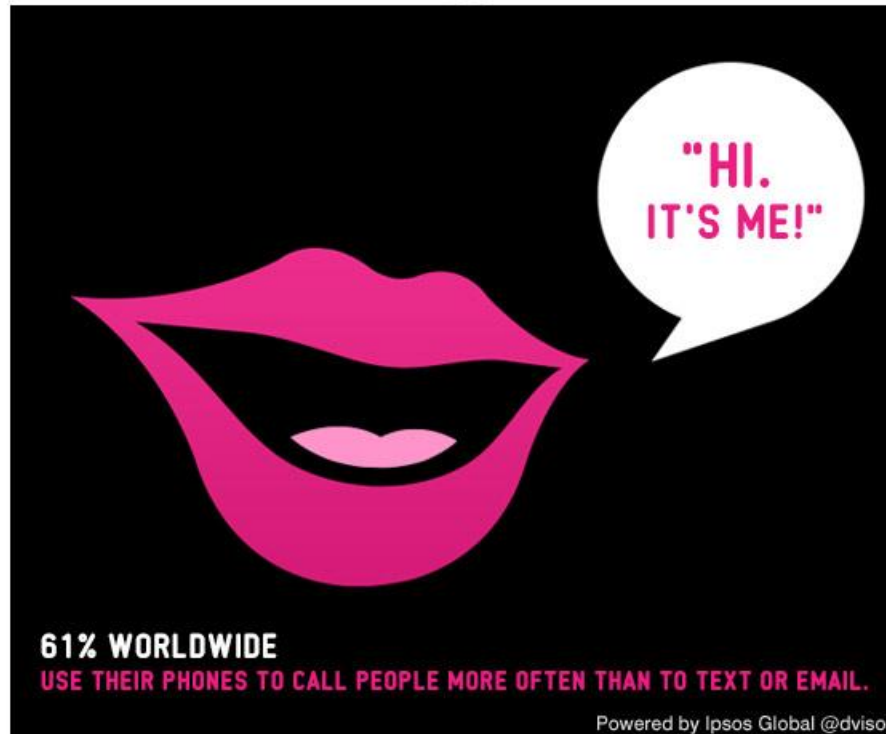


Ipsos OTX sociallogue™



Despite the various types of communication we can now do with a phone, it appears that using the phone for its original purpose – calling someone – is still its primary purpose for most. Globally, 61% of those who use a phone as a communication device use it mainly for calling. Nearly one-third, 32%, say they text more often than calling or emailing. And, only 7% claim they email from their phones more often than texting or calling. Not surprisingly, those under 35 are more likely to text on their phones (42%) than their older counterparts (28% among 35-49 year olds and 18% among 50-64 year olds). Perhaps younger generations might need to change Carly Rae Jepsen's song "Call Me Maybe" to "Text Me Maybe."

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.

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