

# **Hiding Behind a Virtual Pen: Four in Ten (43%) Globally Say Things in Text or Email They Would Not Say Voice-to-Voice or Person-to-Person**

**Public Release Date: October 1, 2013**



*Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company. With offices in 85 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,789 billion (2.300 billion USD) in 2012.*

Visit [www.ipsos-na.com](http://www.ipsos-na.com) to learn more about Ipsos offerings and capabilities.

*For copies of other news releases, please visit:  
<http://www.ipsos-na.com/news-polls/>.*



## **Hiding Behind a Virtual Pen: Four in Ten (43%) Globally Say Things in Text or Email They Would Not Say Voice-to-Voice or Person-to-Person**

**Global** – Four in ten (43%) global respondents admit they say things in text/email that they would not say voice-to-voice or person-to-person, finds a new poll conducted among 18,502 adults in 25 countries by Ipsos OTX – the global innovation center for Ipsos, the world’s third largest market and opinion research firm.

Strong majorities in China (90%) and South Korea (80%) say they text or email things they would not say over the phone or in person. Seven in ten of those in Indonesia (76%), India (69%) and Saudi Arabia (67%) say so. Following next are Turkey (58%), Brazil (48%), Japan (46%), South Africa (45%), Argentina (42%), Mexico (42%) and Russia (39%). Only three in ten or less in most of the countries surveyed say they reserve some communication for text or email: Canada (34%), Australia (33%), France (33%), Great Britain (32%), Poland (32%), Belgium (31%), Italy (31%), United States (30%), Germany (25%), Hungary (24%), Spain (24%), Norway (22%) and Sweden (22%).

Demographically, age appears to be the most significant variable as those under the age of 35 (54%) are considerably more likely than those aged 35-49 (41%) and those 50-64 (26%) to text/email things they won’t say out loud. Education is also a significant factor as half (50%) of those with a high level of education so they do so compared with four in ten among those with low (43%) and high (38%) education. Similarly, income appears to be a factor as well (46% of those with a



high level of household income will engage in the behavior compared with 43% of those with medium or low income). Women (44%) appear slightly more likely than men (42%) to say so.

**Do you say things in text/email that you would not say  
voice-to-voice or person-to-person?**

	<b>Yes</b>	<b>No</b>
<b>TOTAL</b>	<b>43%</b>	<b>57%</b>
<b>China</b>	90%	10%
<b>South Korea</b>	80%	20%
<b>Indonesia</b>	76%	24%
<b>India</b>	69%	31%
<b>Saudi Arabia</b>	67%	33%
<b>Turkey</b>	58%	42%
<b>Brazil</b>	48%	52%
<b>Japan</b>	46%	54%
<b>South Africa</b>	45%	55%
<b>Argentina</b>	42%	58%
<b>Mexico</b>	42%	58%
<b>Russia</b>	39%	61%
<b>Canada</b>	34%	66%
<b>Australia</b>	33%	67%
<b>France</b>	33%	67%
<b>Great Britain</b>	32%	68%
<b>Poland</b>	32%	68%
<b>Belgium</b>	31%	69%
<b>Italy</b>	31%	69%
<b>United States</b>	30%	70%
<b>Germany</b>	25%	75%



<b>Hungary</b>	24%	76%
<b>Spain</b>	24%	76%
<b>Norway</b>	22%	78%
<b>Sweden</b>	22%	78%

*These are findings of the research led by Ipsos Open Thinking Exchange (Ipsos OTX) collected by Ipsos Global @dvisor as part of Sociologue, an ongoing publication that features conversation-starting commentary on social media trends and behavior. The research was conducted on the “G@47” wave between August 6th and August 20th, 2013. The monthly Global @dvisor data output is derived from a balanced online sample in 24 countries around the world via the Ipsos Online Panel system. For the results of the survey presented herein, an international sample of 18,503 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, Indonesia, Mexico, Norway, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points and one of 500 is accurate to +/- 5.0 percentage points in their respective general populations. In countries where internet penetration is approximately 60% or higher the data output is weighted to reflect the general population. Of the 24 countries surveyed, 16 yield results that are representative: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Norway, Poland, South Korea, Spain, Sweden, United Kingdom and United States. The nine remaining countries surveyed—Brazil (45.6% Internet penetration among the citizenry), China (41%), India (11.4%), Indonesia (22.1%), Mexico (36.5%), Russia (47.7%), Saudi Arabia (49%), South Africa (17.4%) and Turkey (45.7%)—have lower levels of connectivity therefore cannot be weighted to be general population representative; however, the online sample in these countries are*



*particularly valuable in their own right as they are more urban/educated/income than their fellow citizens and are often referred to as “Upper Deck Consumer Citizens”.*

**-30-**

**For more information on this news release, please contact:**

***Jill Wiltfong***  
***Senior Vice President, Marketing***  
***Ipsos Open Thinking Exchange***  
***310.736.3440***  
***[jill.wiltfong@ipsos.com](mailto:jill.wiltfong@ipsos.com)***

***News releases are available at: <http://www.ipsos-na.com/news-polls/>***

### **About Ipsos Open Thinking Exchange (Ipsos OTX)**

This global innovation center is comprised of a multi-disciplinary team of researchers, strategists, digital natives, and design technologists is blending advancements in technology and a cultural shift toward social interactions to create the future of research, one that is immersive, collaborative, authentic and relevant. Among other assignments and activities, the team produces *Socialogue* which is an ongoing publication that features 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](mailto:ipsosopenthinkingexchange@ipsos.com).