

Ipsos OTX socialogue™



Three in four people globally, 73%, have texted family or friends on holidays and special occasions when they are far away. Mobile phones and tablets may have become the camera of choice for many, with 65% claiming to have used one to take photos at gatherings. Not yet as popular are online video chat platforms such as Skype and FaceTime, as four in ten (42%) say they have used such a platform when communicating with loved ones. Bottom line, to paraphrase an old standard: When people aren't with the ones they love, they love the devices they have in order to close the distance.

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. 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.

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.