TEXTING VS CALLING **WE CONDUCTED A SURVEY WITH 35 PARTICIPANTS... DOES YOUR AGE AFFECT YOUR PREFERENCE?** 29% CALL 43% CALL 86% CALL 43% CALL 71% CALL **71% TEXT** 57% TEXT 57% TEXT 29% TEXT 14% TEXT 25-34 18-24 35-44 **DAILY TEXTS AND CALLS Average Number** Mean calls per day 10 20 30 10 20 30 40 50 Mean texts per day 2010 2011 WHY DO YOU PREFER TO TEXT? **TEXTS VS CALLS SAY THEY HAVE GREATER ACCESIBILITY** 37% **GET AN IMMEDIATE RESPONSE** 31% **BELIEVE IT IS BETTER FOR MAINTAINING** 12% **PRIVACY** THINK IT RELIEVES THEM FROM SOCIAL 12% **PRESSURE** 45% SAY THAT IT IS HELPFUL WHEN STORING **INFORMATION RECIEVED FROM OTHERS** WHY DO YOU PREFER TO CALL? SAY IT IS THE EASIEST METHOD OF 31% COMMUNICATION 54% BELIEVE IT IS MORE PERSONAL TO 21% **CALL SOMEONE** THINK IT CAUSES LESS CONFUSION 21% **GET AN IMMEDIATE RESPONSE** 16% (ESPECIALLY DURING EMERGENCIES) **SAY THAT IT SAVES THEM TIME**

OVER 560 MILLION TEXTS ARE SENT MONTHLY WORDLWIDE

18-24
EXCHANGE
3,853 TEXTS
A MONTH

25-34
EXCHANGE
2,240 TEXTS
A MONTH

35-44
EXCHANGE
1,557 TEXTS
A MONTH

45-54
EXCHANGE
998 TEXTS
A MONTH

55+ EXCHANGE 491 TEXTS A MONTH