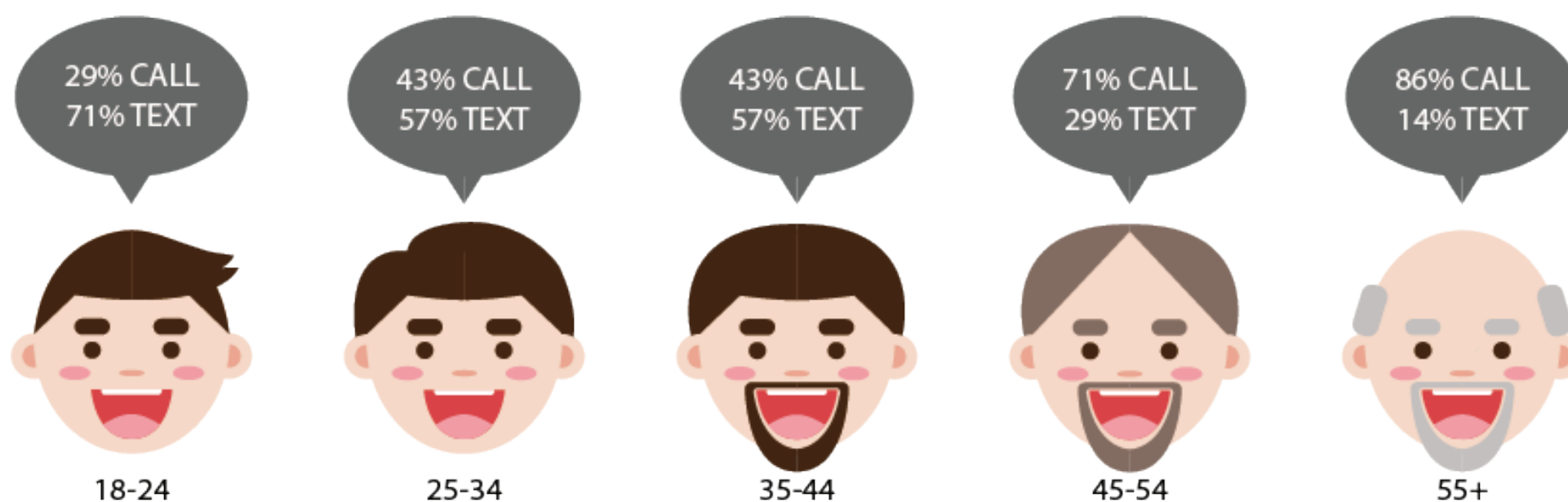


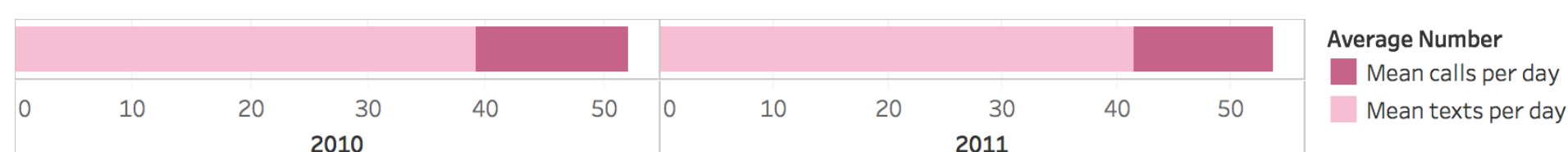
# TEXTING VS CALLING

WE CONDUCTED A SURVEY WITH 35 PARTICIPANTS...

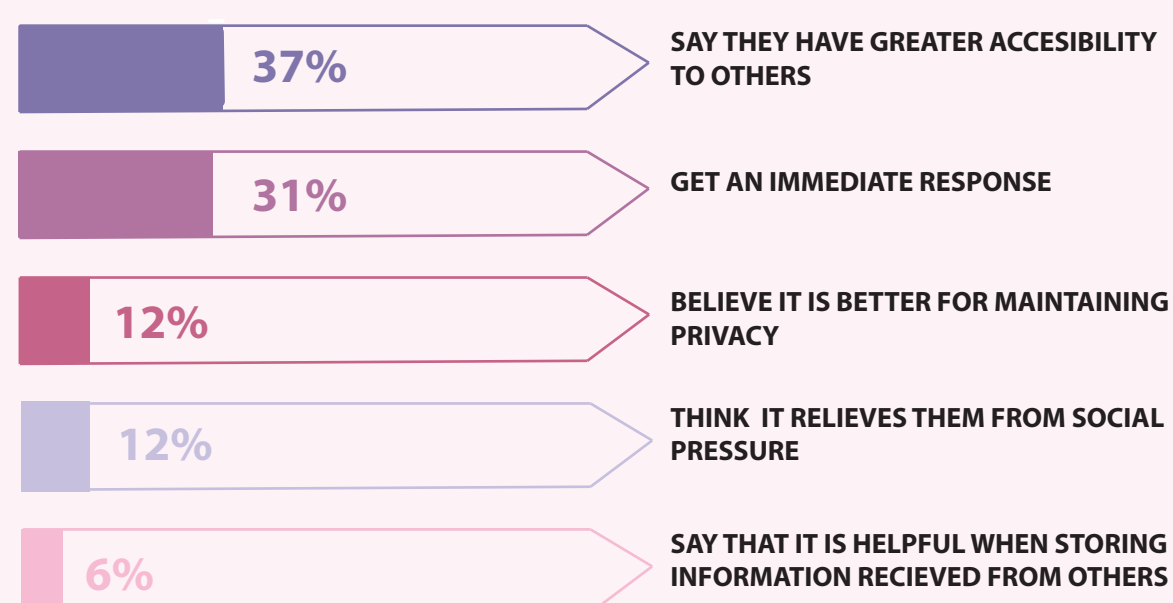
DOES YOUR AGE AFFECT YOUR PREFERENCE?



DAILY TEXTS AND CALLS



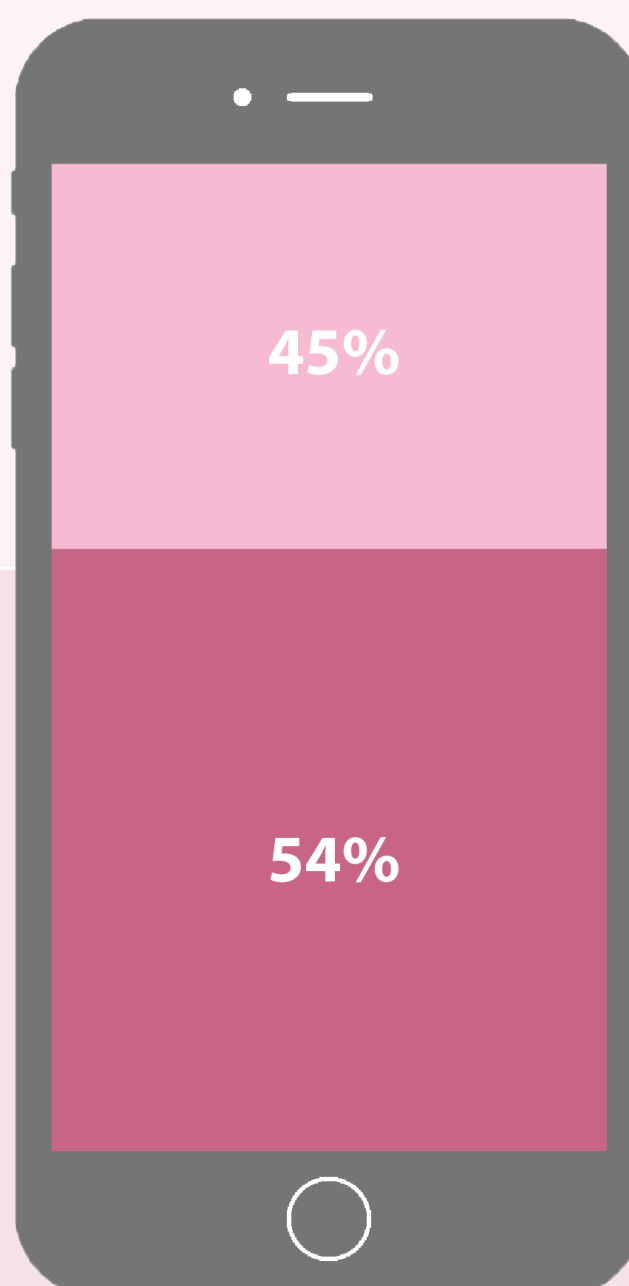
WHY DO YOU PREFER TO TEXT?



WHY DO YOU PREFER TO CALL?



TEXTS VS CALLS



OVER 560 MILLION TEXTS ARE SENT MONTHLY WORLDWIDE

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