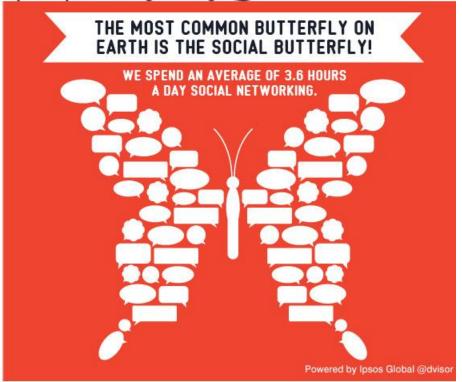
socialogue Description of the Indian State of





The monarchs may migrate thousands of miles annually, but the most active butterfly worldwide is the human social butterfly which, without moving an inch, spends hours (3.6) every day socializing online (among those who social network). That could easily be 25% of the time one is awake! Those under 35 clock in an average 4.2 hours a day social networking, 35-49 year olds spend an average 3.1 hours daily and those over 50 spend the least amount of time, 2.8 hours a day. Sturdy as their little wings are, the monarch butterfly could never traverse a path as far-reaching as the world's social networks.

About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) 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.

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