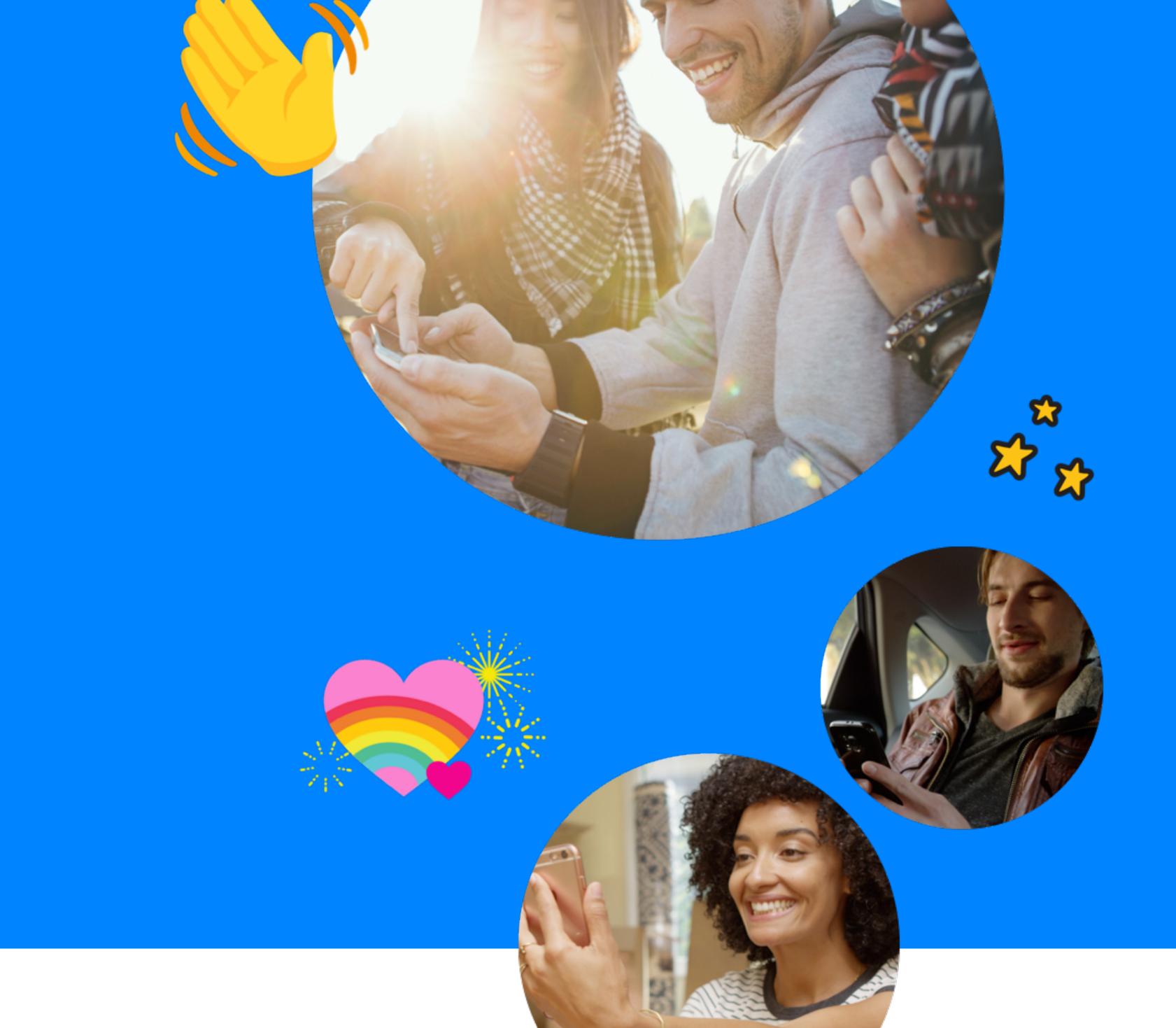


The Art of Communication: Messages That Matter

The art of conversation is thriving globally



Devices Lead to More Communication

There is widespread agreement that communication has changed as people embrace more varied methods. However instead of distancing friends and family, our diversifying toolkit is associated with a rise in the vibrancy and fulfillment of our social lives.

MESSAGING

INCREASE IN TYPES OF COMMUNICATION IN THE PAST TWO YEARS

Percentage of people who increased their use of each communciation channel.

EMAIL

48% 38% 37% 67% 47% 47% 16% 14%

FACE-TO-FACE

VIDEO CHAT

MORE MODES OF COMMUNICATION = GREATER SOCIAL SATISFACTION

- 91% **OF TEENAGERS** (13-18) MESSAGE
 - 80% **EVERY DAY** OF ADULTS (19-64) MESSAGE **EVERY DAY**
- HAVE GREAT CONVERSATIONS DAILY

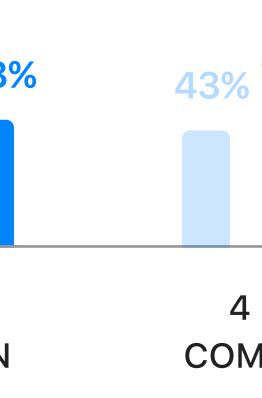
SOCIAL MEDIA

HAVE MORE AUTHENTIC RELATIONSHIPS

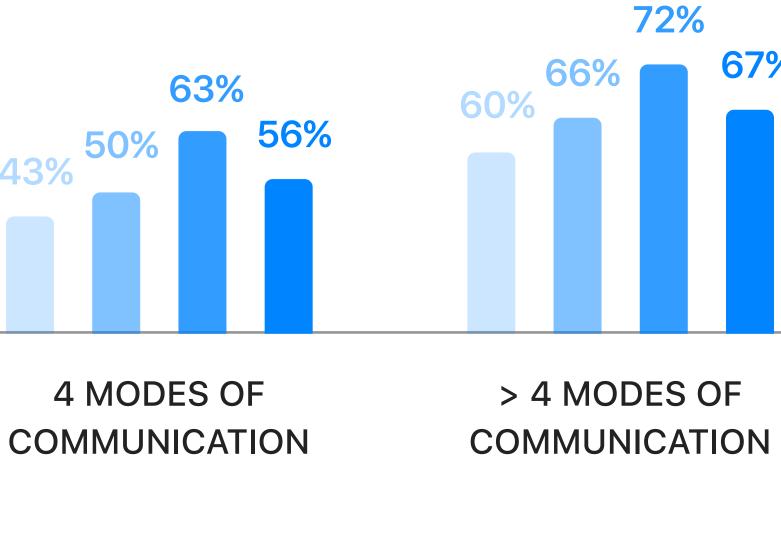
HAVE MORE AUTHENTIC CONVERSATIONS

COMMUNICATE WITH MORE PEOPLE

- < 3 MODES OF
- 3 MODES OF COMMUNICATION COMMUNICATION



PHONE CALL



WRITE A LETTER

TYPE A LETTER

Sidebar Conversations Foster Solidarity

Most people admit to using messaging for sidebar conversations, and a majority have these conversations daily.

79%

TEENS

82% MILLENNIALS 64%

GEN-X'ERS

49% BOOMERS

SAY MESSAGING MAKES THEM FEEL CLOSER TO FRIENDS, VS 36% OF THOSE WHO DON'T SIDEBAR

SAY CONVERSATIONS ARE MORE INTIMATE, VS. 31% OF THOSE WHO DON'T SIDEBAR



SIDEBAR CONVERSATIONS

USAGE CROSSES BOUNDARIES

Various country and age groups indulge in sidebar conversations daily or more.





81% BR







39% AU







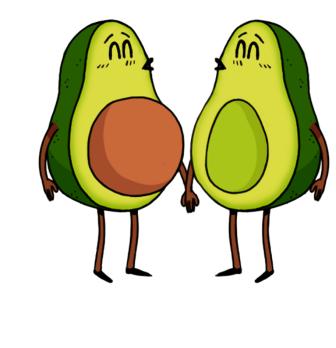


55% US

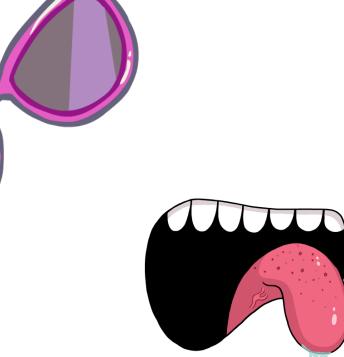




















WHO HAS MORE

"GREAT CONVERSATIONS"?



A New Visual Language of Hieroglyphics

The majority of messagers communicate visually, which encourage more frequent connection, more fulfilling conversations, and increased creative emotional expression than using words alone.

57% **HAVE RESPONDED** TO A MESSAGE **USING A GIF**

56% **HAVE SENT A MESSAGE USING ONLY EMOJIS**



30s

FREQUENT VISUAL MESSAGERS

51%

32%

NON- FREQUENT VISUAL MESSAGERS

Keeping in Touch Thrives as Never Before

Many people trust their written skills more than their small talk or ability to speak in public. Messaging helps people self-moderate their thoughts,

FACE-TO-FACE INTERACTIONS ARE INCREASING ALL OVER THE WORLD.

information, and ideas.













+8% UK



67%

ARE MESSAGING **MORE THAN THEY** DID 2 YEARS AGO

38%

ARE TALKING MORE **FACE-TO-FACE THAN** THEY DID 2 YEARS AGO 52%

INCREASED LIKELIHOOD THAT THOSE WHO MESSAGE ALSO TALK FACE-TO-FACE

51%

REPORT MESSAGING REPLACES THEIR OTHER FORMS OF COMMUNICATION

57% OF MOMS WHOSE MESSAGING HAS **INCREASED ARE ALSO TALKING** REGULARLY TO MORE PEOPLE

OF THOSE WHO MESSAGE MORE HAVE MORE AUTHENTIC CONVERSATIONS

OF THOSE WHO MESSAGE MORE HAVE MORE AUTHENTIC RELATIONSHIPS

Messaging and Authenticity

authentic relationships. People say they are often bolder, more open, and honest when they communicate via messaging.

34%

19%

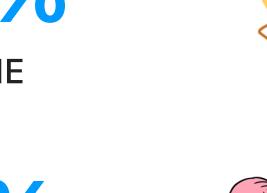
INTIMATE

People who message more have more

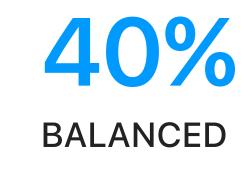
ELEMENTS OF A GREAT CONVERSATION



DEEP







EFFICIENT

49%









21% HILARIOUS

11%

SURPRISING

35%





begun on a dating app.



PHONE CALL

26% **FACE-TO-FACE**

