



More than half of us, 56%, prefer planning for tomorrow instead of living for today. In the Age of Social Media, those planning ahead may not only be thinking about finances or retirement. Rather, they may be planning for a future where they will not want a professor, a potential employer or future friends to know what they've been up to via a medium that is almost impossible to "clean up." Posts have a way of catching up with you. Once they're out in the universe, they're there to stay!

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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