



When it comes to new technology and services, people fall into one of two groups: 25% want it now and 75% are more cautious, preferring to “let them fix the bugs first” or “see if it really becomes something” or “wait until I have to have it.” The former group gets envious looks and bragging rights if what they’ve purchased truly does become the next best thing. But for most of us, taking some time before making the plunge into the “new” is more comfortable than trailblazing. Ready for a trip into outer space? Still plenty of time to be in that 25%!

#### About Ipsos Open Thinking Exchange:

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