



Most of the world (91%) plans to stay up to watch 2012 turn into 2013. But the proverbial champagne will not always be flowing. Despite the iconic image of people toasting the new year, champagne in hand, only one in five (21%) claim they will be sipping champagne or any other cocktail as 2012 is bid adieu... despite the fact that most of us will be in social situations. One thing we can count on is that most people will use social media to share their celebrations and to wish the world a Happy New Year. Wherever you are, whatever you are doing at 12:00 a.m. January 1 in your part of the world, Ipsos OTX Sociallogue wishes you a happy and healthy new year.

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. Sociallogue™ 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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