

socialogue™

Ipsos Open Thinking Exchange



There is an old song that says, “Make new friends, but keep the old; one is silver and the other is gold.” Our purchase preferences seem to echo the verse’s sentiment that life is enriched by both the tried and true – and the new. More than half of us, 52%, like to try new brands and products. Maybe that’s why so many traditional brands put “new” in front of their product names. Forty-eight percent of us, though, prefer sticking with brands we know, filling pantries, drawers and shelves with the products we are familiar with. No wonder manufacturers and product managers go to great lengths to cultivate customer loyalty among both audiences: they need to be able to elicit excitement from those who prefer the new, as well as from those who tend to opt for the tried and true!

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.

About Ipsos and Ipsos Global @dvisor:

Ipsos is the world's third largest market research company. With offices in 85 countries, Ipsos offers a complete line of custom, syndicated, omnibus, panel and online research products and services. Ipsos Global @dvisor is a 25-country online monthly syndicated research service used to generate information for media and clients. Each month, 500-1,000 interviews are completed per country among 16-64 year old males and females.