



While the warp speed of technological advancement in the early '80s made "early adapter" a household phrase, the willingness or caution people feel about trying something before it has truly caught on probably represents a difference in temperament that has always been in play. Today, only 37% globally say they would rather wait for something to catch on before trying it. This may be as true for the veggie du jour (all hail the kale) as it is for a new fashion trend and as valid for a new medication as for a new technology. While the percentage of "waiters" might be influenced by price, category and other variables, overall, six in ten (63%) appear unmoved by the need to wait for something to catch on. Perhaps they prefer to go for the "worm" ... in a good way!

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