



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!

**About Ipsos OTX:**

Ipsos OTX (Ipsos Open Thinking Exchange) 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](mailto:ipsosopenthinkingexchange@ipsos.com).

**About Ipsos and Ipsos Global @dvisor:**

Ipsos is the world's third largest market research company. With offices in 84 countries, Ipsos offers a complete line of custom, syndicated, omnibus, panel and online research products and services. Ipsos Global @dvisor is a 24-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.