

Early Bird Gets the Worm: Only a Minority of Global Respondents (37%) Would Rather Wait for Something to Catch On Before Trying It

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Global – Only four in ten (37%) agree – give a rating of five (14%) or four (22%) on a five-point agreement scale – they would rather wait for something to catch on before they try it. The majority of global citizens do not agree: 32% disagree – give a rating of one (17%) or two (16%) – while three in ten (31%) do not have a strong opinion either way and give a rating of three. The findings reflect a new poll of 18,503 online respondents conducted by Ipsos OTX – the global innovation center for Ipsos, the world's third largest market and opinion research firm.

The most hesitant to try before something catches on reside in: Italy (63%), Turkey (57%), Indonesia (55%), India (52%), Japan (52%), Germany (50%) and the United States (48%). Those in the middle of the pack are from: Saudi Arabia (43%), China (42%), Great Britain (42%), Canada (38%), South Korea (38%), Australia (36%), South Africa (36%), Hungary (34%), Argentina (33%), Mexico (30%) and Belgium (29%). Those least likely to agree are from: Poland (26%), Russia (25%), Spain (22%), Brazil (21%), Sweden (19%), France (17%) and Norway (15%).

Those with a high level of household income (42%) appear more likely than those with middle (36%) or low (35%) levels. Older global citizens (aged 50-64: 40%) are more likely to prefer to wait before trying than their younger counterparts (35-49: 37% and under 35: 35%).



These are findings of the research led by Ipsos Open Thinking Exchange (Ipsos OTX) collected by Ipsos Global @dvisor as part of Sociologue, an ongoing publication that features conversation-starting commentary on social media trends and behavior. The research was conducted on the “G@48” wave between August 6-20th, 2013. The monthly Global @dvisor data output is derived from a balanced online sample in 25 countries around the world via the Ipsos Online Panel system. For the results of the survey presented herein, an international sample of 18,503 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, Indonesia, Mexico, Norway, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points and one of 500 is accurate to +/- 5.0 percentage points in their respective general populations. In countries where internet penetration is approximately 60% or higher the data output is weighted to reflect the general population. Of the 24 countries surveyed, 15 yield results that are representative: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and United States. The nine remaining countries surveyed –Brazil (45.6% Internet penetration among the citizenry), China (41%), India (11.4%), Indonesia (22.1%), Mexico (36.5%), Russia (47.7%), Saudi Arabia (49%), South Africa (17.4%) and Turkey (45.7%) – have lower levels of connectivity therefore cannot be weighted to be general population representative; however, the online sample in these countries are particularly valuable in their own right as they are more urban/educated/income than their fellow citizens and are often referred to as “Upper Deck Consumer Citizens”.

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