

Ipsos OTX socialogue™



The social networks might just be flooded as 2014 approaches and we usher it in. Two thirds of us globally, 67%, are very or somewhat likely to tweet or post greetings on a social network on or around New Years. One third of us (33%), however, are somewhat or very unlikely to be posting New Year's greetings on a social network. Ipsos is in a category the research did not cover: "absolutely will" tweet or post good wishes for the new year. Wishing all our clients, partners and colleagues a healthy, happy, prosperous, fun-filled, digitally-active 2014!

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.

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.