Only a Minority of Global Respondents Would Rather Wait for Something to Catch On Before Trying It

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Only four in ten (37%) agree â€“ give a rating of five (14%) or four (22%) on a five-point agreement scale â€“ they would rather wait for something to catch on before they try it. The majority of global citizens do not agree: 32% disagree â€“ give a rating of one (17%) or two (16%) â€“ 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 â€“ the global innovation center for Ipsos, the worldâ€™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%).For more information regarding this article please visit: www.ipsos-na.com | @IpsosMORI Follow Market Research World on Twitter or join in the conversation with our LinkedIn Group