Table of Contents

2. When considering your life compared to your parents, has technology made the following better, worse, or the same? - Better Summary

3_1. When considering your life compared to the life you expect your children to experience, do you expect technology will make Their ability to keep in touch with family and friends better, worse, or the same? - Their ability to keep in touch with family and friends

3_2. When considering your life compared to the life you expect your children to experience, do you expect technology will make Entertainment better, worse, or the same? - Entertainment
3_3. When considering your life compared to the life you expect your children to experience, do you expect technology will make Their job better, worse, or the same? - Their job
3_4. When considering your life compared to the life you expect your children to experience, do you expect technology will make Shopping better, worse, or the same? - Shopping
3_5. When considering your life compared to the life you expect your children to experience, do you expect technology will make Education better, worse, or the same? - Education
3_6. When considering your life compared to the life you expect your children to experience, do you expect technology will make Their overall life better, worse, or the same? - Their overall life

3_6. When considering your life compared to the life you expect your children to experience, do you expect technology will make Their overall life better, worse, or the same? - Their overall life

3_6. When considering your life compared to the life you expect your children to experience, do you expect technology will make Their overall life better, worse, or the same? - Their overall life

3. When considering your life compared to the life you expect your children to experience, do you expect technology will make the following better, worse, or the same? - Better Summary

3. When considering your life compared to the life you expect your children to experience, do you expect technology will make the following better, worse, or the same? - Better Summary

3. When considering your life compared to the life you expect your children to experience, do you expect technology will make the following better, worse, or the same? - Better Summary

4. What are the three areas of technological change that you are most excited about for the future?

4. What are the three areas of technological change that you are most excited about for the future?

4. What are the three areas of technological change that you are most excited about for the future?

5_1. Please indicate your level of agreement with the following statements. - The United States is one of the world's leaders in innovation.

5_1. Please indicate your level of agreement with the following statements. - The United States is one of the world's leaders in innovation.

5_1. Please indicate your level of agreement with the following statements. - The United States is one of the world's leaders in innovation.

5_2. Please indicate your level of agreement with the following statements. - Innovation is a big part of American culture and history.

5_2. Please indicate your level of agreement with the following statements. - Innovation is a big part of American culture and history.

5_2. Please indicate your level of agreement with the following statements. - Innovation is a big part of American culture and history.

5_3. Please indicate your level of agreement with the following statements. - Society should focus more on innovating to solve problems.

5_3. Please indicate your level of agreement with the following statements. - Society should focus more on innovating to solve problems.

5_3. Please indicate your level of agreement with the following statements. - Society should focus more on innovating to solve problems.

5_4. Please indicate your level of agreement with the following statements. - Society should approach innovation with more caution to ensure we aren't creating bigger problems than we solve.

5_4. Please indicate your level of agreement with the following statements. - Society should approach innovation with more caution to ensure we aren't creating bigger problems than we solve.

5_4. Please indicate your level of agreement with the following statements. - Society should approach innovation with more caution to ensure we aren't creating bigger problems than we solve.

5_5. Please indicate your level of agreement with the following statements. - Innovation is good for progress, but it also risks creating unforeseen problems.

5_5. Please indicate your level of agreement with the following statements. - Innovation is good for progress, but it also risks creating unforeseen problems.

5_5. Please indicate your level of agreement with the following statements. - Innovation is good for progress, but it also risks creating unforeseen problems.

5_6. Please indicate your level of agreement with the following statements. - In total, innovation tends to bring about more harm than good.

5_6. Please indicate your level of agreement with the following statements. - In total, innovation tends to bring about more harm than good.

5_6. Please indicate your level of agreement with the following statements. - In total, innovation tends to bring about more harm than good.

5. Please indicate your level of agreement with the following statements. - Agree Summary

5. Please indicate your level of agreement with the following statements. - Agree Summary

5. Please indicate your level of agreement with the following statements. - Agree Summary

5. Please indicate your level of agreement with the following statements. - Disagree Summary

5. Please indicate your level of agreement with the following statements. - Disagree Summary

5. Please indicate your level of agreement with the following statements. - Disagree Summary

6_1. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Our education system

6_1. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Our education system

6_1. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Our education system

6_2. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Our law and regulatory systems

6_2. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Our law and regulatory systems

6_2. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Our law and regulatory systems

6_3. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - American entrepreneurial spirit

6_3. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - American entrepreneurial spirit

6_3. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - American entrepreneurial spirit

6_4. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Government support and subsidy

6_4. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Government support and subsidy

6_4. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Government support and subsidy

6_5. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Immigration policy

6_5. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Immigration policy

6. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Important Summary

6. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Unimportant Summary

7. Which of the following do you think most drives innovators to come up with new ideas?

8. Among the following common settings for innovation, which do you believe produces the most innovation?

9_1. Do you expect to see any of the following in your lifetime? - The commercial use of self-driving vehicles

9_2. Do you expect to see any of the following in your lifetime? - Flying drones used to deliver packages ordered from online retailers

9_3. Do you expect to see any of the following in your lifetime? - Short-trip flying vehicles (like flying cars) that could be used to run quick errands

9_4. Do you expect to see any of the following in your lifetime? - Underground tunnels to automatically transport cars through traffic like a subway system

9_4. Do you expect to see any of the following in your lifetime? - Underground tunnels to automatically transport cars through traffic like a subway system

9_4. Do you expect to see any of the following in your lifetime? - Underground tunnels to automatically transport cars through traffic like a subway system

9_5. Do you expect to see any of the following in your lifetime? - Self-operating robots that can act, learn, and adapt without human influence (ex. Delivery drones or house cleaning robots)

9_5. Do you expect to see any of the following in your lifetime? - Self-operating robots that can act, learn, and adapt without human influence (ex. Delivery drones or house cleaning robots)

9_5. Do you expect to see any of the following in your lifetime? - Self-operating robots that can act, learn, and adapt without human influence (ex. Delivery drones or house cleaning robots)

9_6. Do you expect to see any of the following in your lifetime? - Chatbots that can approximate conversations well enough to fool a person into believing they are speaking to another person

9_6. Do you expect to see any of the following in your lifetime? - Chatbots that can approximate conversations well enough to fool a person into believing they are speaking to another person

9_6. Do you expect to see any of the following in your lifetime? - Chatbots that can approximate conversations well enough to fool a person into believing they are speaking to another person

9. Do you expect to see any of the following in your lifetime? - Grid Table

10_1. For the following statements, please indicate your level of agreement. - Self-driving cars will make drivers pay less attention to roads and will make driving more dangerous overall.

10_1. For the following statements, please indicate your level of agreement. - Self-driving cars will make drivers pay less attention to roads and will make driving more dangerous overall.

10_1. For the following statements, please indicate your level of agreement. - Self-driving cars will make drivers pay less attention to roads and will make driving more dangerous overall.

10_2. For the following statements, please indicate your level of agreement. - Self-driving cars will remove a lot of human error in driving and will make the roads safer.

10_2. For the following statements, please indicate your level of agreement. - Self-driving cars will remove a lot of human error in driving and will make the roads safer.

10_2. For the following statements, please indicate your level of agreement. - Self-driving cars will remove a lot of human error in driving and will make the roads safer.

10_3. For the following statements, please indicate your level of agreement. - Self-driving cars will help make teenagers safer, more competent drivers.

10_3. For the following statements, please indicate your level of agreement. - Self-driving cars will help make teenagers safer, more competent drivers.

10_3. For the following statements, please indicate your level of agreement. - Self-driving cars will help make teenagers safer, more competent drivers.

10_4. For the following statements, please indicate your level of agreement. - I worry that self-driving cars will struggle to adapt to unusual road conditions such as weather, pedestrians, bikers, or wild animals.

10_4. For the following statements, please indicate your level of agreement. - I worry that self-driving cars will struggle to adapt to unusual road conditions such as weather, pedestrians, bikers, or wild animals.

10_4. For the following statements, please indicate your level of agreement. - I worry that self-driving cars will struggle to adapt to unusual road conditions such as weather, pedestrians, bikers, or wild animals.

10_5. For the following statements, please indicate your level of agreement. - I would feel safer if I knew most cars on the road were self-driving.

10_6. For the following statements, please indicate your level of agreement. - Most drivers occasionally drive distracted.

10. For the following statements, please indicate your level of agreement. - Agree Summary

10. For the following statements, please indicate your level of agreement. - Disagree Summary

11_1. For the following statements, please indicate your level of agreement. - I would pay less attention to the road and more time relaxing if I had a self-driving car for my commute.

11_2. For the following statements, please indicate your level of agreement. - I would like self-driving cars to work like cruise control so that I could quickly turn it off and take over if I feel it's necessary.

11_3. For the following statements, please indicate your level of agreement. - Self-driving cars will make me a safer, more competent driver.

11_4. For the following statements, please indicate your level of agreement. - I trust self-driving cars to adapt as well or better than I do to unusual road conditions such as weather, pedestrians, bikers, or wild animals.

11_4. For the following statements, please indicate your level of agreement. - I trust self-driving cars to adapt as well or better than I do to unusual road conditions such as weather, pedestrians, bikers, or wild animals.

11_5. For the following statements, please indicate your level of agreement. - I would feel safer if I knew most cars on the road were self-driving.

11_5. For the following statements, please indicate your level of agreement. - I would feel safer if I knew most cars on the road were self-driving.

11_5. For the following statements, please indicate your level of agreement. - I would feel safer if I knew most cars on the road were self-driving.

11_6. For the following statements, please indicate your level of agreement. - I occasionally drive distracted.

11_6. For the following statements, please indicate your level of agreement. - I occasionally drive distracted.

11_6. For the following statements, please indicate your level of agreement. - I occasionally drive distracted.

11. For the following statements, please indicate your level of agreement. - Agree Summary

11. For the following statements, please indicate your level of agreement. - Agree Summary

11. For the following statements, please indicate your level of agreement. - Agree Summary

11. For the following statements, please indicate your level of agreement. - Disagree Summary

11. For the following statements, please indicate your level of agreement. - Disagree Summary

11. For the following statements, please indicate your level of agreement. - Disagree Summary

12_1. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Looks, style, and aesthetics

12_1. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Looks, style, and aesthetics

12_1. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Looks, style, and aesthetics

12_2. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Speed, handling, and performance

12_2. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Speed, handling, and performance

12_2. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Speed, handling, and performance

12_3. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Safety

12_3. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Safety

12_3. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Safety

12_4. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Fuel economy or environmental impact

12_4. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Fuel economy or environmental impact

12_4. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Fuel economy or environmental impact

12_5. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Comfort

12_5. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Comfort

12_5. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Comfort

12_6. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Technology features

12_6. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Technology features

12_6. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Technology features

12. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Mean Summary

12. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Mean Summary

12. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Mean Summary

13. Which of the following do you think will become popular first: self-driving vehicles or short-trip flying vehicles (like flying cars) for one or two people.

13. Which of the following do you think will become popular first: self-driving vehicles or short-trip flying vehicles (like flying cars) for one or two people.

13. Which of the following do you think will become popular first: self-driving vehicles or short-trip flying vehicles (like flying cars) for one or two people.

14. Do you currently use a computer, tablet, or smartphone for your job?

14. Do you currently use a computer, tablet, or smartphone for your job?

14. Do you currently use a computer, tablet, or smartphone for your job?

15. Has working with a computer, tablet, or smartphone made your job easier than not having that technology?

15. Has working with a computer, tablet, or smartphone made your job easier than not having that technology?

15. Has working with a computer, tablet, or smartphone made your job easier than not having that technology?

16. Do you think working with a computer, tablet or smartphone has made you more productive in your job compared to not having that technology?

16. Do you think working with a computer, tablet or smartphone has made you more productive in your job compared to not having that technology?

16. Do you think working with a computer, tablet or smartphone has made you more productive in your job compared to not having that technology?

17. In the next 10 years, do you expect that improvements in technology will make your job more or less in demand?
17. In the next 10 years, do you expect that improvements in technology will make your job more or less in demand?
17. In the next 10 years, do you expect that improvements in technology will make your job more or less in demand?
18. In the next 10 years, do you expect technology to require you to learn new skills to keep up with changes in your job responsibilities?

18. In the next 10 years, do you expect technology to require you to learn new skills to keep up with changes in your job responsibilities?

18. In the next 10 years, do you expect technology to require you to learn new skills to keep up with changes in your job responsibilities?

19. Have you ever used telemedicine (talked to a doctor over the phone or internet to perform a diagnosis of the problem you were having)?

19. Have you ever used telemedicine (talked to a doctor over the phone or internet to perform a diagnosis of the problem you were having)?

19. Have you ever used telemedicine (talked to a doctor over the phone or internet to perform a diagnosis of the problem you were having)?

20. Do you wear eyeglasses or contacts?
20. Do you wear eyeglasses or contacts?
20. Do you wear eyeglasses or contacts?
21. Do you believe that the person providing prescriptions for eyeglasses or contacts should need to be licensed?
21. Do you believe that the person providing prescriptions for eyeglasses or contacts should need to be licensed?
21. Do you believe that the person providing prescriptions for eyeglasses or contacts should need to be licensed?
Q20/Q21. Crosstab - Grid Table
22. Among the following, please select the items that you currently own.
22. Among the following, please select the items that you currently own.
22. Among the following, please select the items that you currently own.
23. Which of the following do you most often use as transportation?
23. Which of the following do you most often use as transportation?
23. Which of the following do you most often use as transportation?
24_1. Please indicate your level of agreement with the following statements. - New technology should have little upfront government regulation. Instead, consumers should decide whether they feel safe buying the newest technologies and should be allowed to sue or seek compensation later if they are harmed.

24_1. Please indicate your level of agreement with the following statements. - New technology should have little upfront government regulation. Instead, consumers should decide whether they feel safe buying the newest technologies and should be allowed to sue or seek compensation later if they are harmed.

24_1. Please indicate your level of agreement with the following statements. - New technology should have little upfront government regulation. Instead, consumers should decide whether they feel safe buying the newest technologies and should be allowed to sue or seek compensation later if they are harmed.

24_2. Please indicate your level of agreement with the following statements. - The government should use strict technological regulation to prevent unknown innovations from causing unforeseen problems in a mass market.

24_3. Please indicate your level of agreement with the following statements. - Strong market competition among tech companies helps create more innovative technologies at a faster pace.

24_4. Please indicate your level of agreement with the following statements. - There is too much power and wealth controlled by a select few highly innovative tech companies.

24. Please indicate your level of agreement with the following statements. - Agree Summary

24. Please indicate your level of agreement with the following statements. - Disagree Summary

25_1. Please indicate your level of agreement with the following statements. - I am willing to spend more money for a product that makes my life more convenient.

25_2. Please indicate your level of agreement with the following statements. - When I buy a tech product, I am more concerned with what that product does for me than whether it is a popular or new product.

25_3. Please indicate your level of agreement with the following statements. - I would trade some of my personal privacy for more convenience in my life.

25_3. Please indicate your level of agreement with the following statements. - I would trade some of my personal privacy for more convenience in my life.

25_4. Please indicate your level of agreement with the following statements. - I trust that new, innovative products sold in stores are safe for me to buy.

25_4. Please indicate your level of agreement with the following statements. - I trust that new, innovative products sold in stores are safe for me to buy.

25_4. Please indicate your level of agreement with the following statements. - I trust that new, innovative products sold in stores are safe for me to buy.

25_5. Please indicate your level of agreement with the following statements. - There is no harm in letting companies track your personal information like buying habits or common locations.

25_5. Please indicate your level of agreement with the following statements. - There is no harm in letting companies track your personal information like buying habits or common locations.

25_5. Please indicate your level of agreement with the following statements. - There is no harm in letting companies track your personal information like buying habits or common locations.

25. Please indicate your level of agreement with the following statements. - Agree Summary

25. Please indicate your level of agreement with the following statements. - Agree Summary

25. Please indicate your level of agreement with the following statements. - Agree Summary

25. Please indicate your level of agreement with the following statements. - Disagree Summary

25. Please indicate your level of agreement with the following statements. - Disagree Summary

25. Please indicate your level of agreement with the following statements. - Disagree Summary

26. Do you think more government involvement in the ride sharing market would have sped up or slowed down the emergence of companies like Uber or Lyft?

26. Do you think more government involvement in the ride sharing market would have sped up or slowed down the emergence of companies like Uber or Lyft?

26. Do you think more government involvement in the ride sharing market would have sped up or slowed down the emergence of companies like Uber or Lyft?

27. Do you think more government involvement will speed up or slow down the emergence of self-driving cars?

27. Do you think more government involvement will speed up or slow down the emergence of self-driving cars?

27. Do you think more government involvement will speed up or slow down the emergence of self-driving cars?

28. If a drug is deemed to be safe for use in Europe, Canada, or Japan do you think it should be available to Americans?

28. If a drug is deemed to be safe for use in Europe, Canada, or Japan do you think it should be available to Americans?

28. If a drug is deemed to be safe for use in Europe, Canada, or Japan do you think it should be available to Americans?

29. Which of the following statements do you feel is closest to the way you approach new technologies?

29. Which of the following statements do you feel is closest to the way you approach new technologies?

29. Which of the following statements do you feel is closest to the way you approach new technologies?

30. How would you describe the area in which you live?

30. How would you describe the area in which you live?

31. With which political party do you most identify?

Household Income

Household Income

Household Income

Gender

Gender

Gender

Age

Age

Age

Region

Region

Region

Education

Education

Education

Age & Presence Of Children

Age & Presence Of Children

Age & Presence Of Children

Marital Status

Marital Status

Marital Status

Employment

Employment

Employment

Race

Race

Race

Are you of Hispanic Ethnicity?

Are you of Hispanic Ethnicity?

Are you of Hispanic Ethnicity?

Metro status

Metro status

Metro status

2_1. When considering your life compared to your parents, has technology made Your ability to keep in touch with family and friends better, worse, or the same? - Your ability to keep in touch with family and friends

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	1690	785	905	459	601	629	618	528	544	279	363	653	395
Better	84%	81%	87%	77%	87%	87%	83%	81%	89%	78%	86%	86%	83%
			A		C	C			FG		I	I	
	201	100	100	68	61	72	82	74	45	41	52	68	41
The same	10%	10%	10%	11%	9%	10%	11%	11%	7%	11%	12%	9%	9%
	75	51	24	38	21	16	27	25	23	21	7	23	24
Worse	4%	5%	2%	6%	3%	2%	4%	4%	4%	6%	2%	3%	5%
		B		DE						J			J
	48	34	14	29	11	8	21	26	1	19	2	12	16
Don't know	2%	4%	1%	5%	2%	1%	3%	4%	*	5%	*	2%	3%
		B		DE			H	H		JK			J
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

2_1. When considering your life compared to your parents, has technology made Your ability to keep in touch with family and friends better, worse, or the same? - Your ability to keep in touch with family and friends

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
	1690	422	1268	892	798	836	166	339	349	914	776	1294	396	630	538	362
Better	84%	85%	84%	83%	85%	83%	81%	84%	88%	84%	83%	84%	83%	85%	81%	85%
									F							
	201	46	155	117	84	99	25	38	38	105	96	151	50	70	75	44
The same	10%	9%	10%	11%	9%	10%	12%	9%	10%	10%	10%	10%	11%	10%	11%	10%
	75	21	54	29	47	47	8	15	6	41	35	56	19	21	33	12
Worse	4%	4%	4%	3%	5%	5%	4%	4%	1%	4%	4%	4%	4%	3%	5%	3%
					C	H										
	48	8	39	32	16	24	7	13	4	23	25	36	12	16	15	10
Don't know	2%	2%	3%	3%	2%	2%	4%	3%	1%	2%	3%	2%	2%	2%	2%	2%
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

2_1. When considering your life compared to your parents, has technology made Your ability to keep in touch with family and friends better, worse, or the same? - Your ability to keep in touch with family and friends

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Better	1690	143	1511	36	1072	126	406	884	400
	84%	80%	86%	47%	92%	68%	76%	87%	87%
		C*	C	*	E			F	F
The same	201	21	163	17	63	37	68	96	37
	10%	12%	9%	23%	5%	20%	13%	9%	8%
		*		B*		D			
Worse	75	3	57	16	15	21	39	25	10
	4%	2%	3%	21%	1%	11%	7%	2%	2%
		*		AB*		D	GH		
Don't know	48	12	29	7	9	3	22	15	11
	2%	7%	2%	9%	1%	2%	4%	1%	2%
		B*		B*			G		
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

2_2. When considering your life compared to your parents, has technology made Entertainment better, worse, or the same? - Entertainment

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	1561	727	834	468	562	531	561	506	494	253	330	594	385
Better	78%	75%	80%	79%	81%	73%	75%	77%	81%	70%	78%	79%	81%
			A		E						I	I	I
	295	161	135	62	99	135	126	80	90	53	73	119	51
The same	15%	17%	13%	10%	14%	19%	17%	12%	15%	15%	17%	16%	11%
					CD	G					L		
	93	51	42	35	21	37	36	38	18	32	13	25	22
Worse	5%	5%	4%	6%	3%	5%	5%	6%	3%	9%	3%	3%	5%
										JK			
	64	32	32	30	12	23	24	29	12	21	9	17	17
Don't know	3%	3%	3%	5%	2%	3%	3%	4%	2%	6%	2%	2%	4%
				D						JK			
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

2_2. When considering your life compared to your parents, has technology made Entertainment better, worse, or the same? - Entertainment

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
	1561	399	1162	813	748	791	153	324	294	830	731	1179	383	595	496	334
Better	78%	80%	77%	76%	79%	79%	74%	80%	74%	77%	78%	77%	80%	81%	75%	78%
														N		
	295	72	223	162	133	136	34	52	72	162	134	222	74	109	103	58
The same	15%	15%	15%	15%	14%	14%	17%	13%	18%	15%	14%	14%	15%	15%	16%	14%
	93	15	78	56	37	47	12	14	19	53	40	78	15	17	39	21
Worse	5%	3%	5%	5%	4%	5%	6%	3%	5%	5%	4%	5%	3%	2%	6%	5%
															M	
	64	11	53	38	26	30	6	15	13	38	26	59	6	15	23	14
Don't know	3%	2%	3%	4%	3%	3%	3%	4%	3%	4%	3%	4%	1%	2%	4%	3%
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

2_2. When considering your life compared to your parents, has technology made Entertainment better, worse, or the same? - Entertainment

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Better	1561	131	1395	36	1012	117	391	817	353
	78%	73%	79%	47%	87%	62%	73%	80%	77%
		C*	C	*	E			F	
The same	295	30	254	11	125	29	92	139	64
	15%	17%	14%	14%	11%	16%	17%	14%	14%
		*		*					
Worse	93	5	70	18	14	37	28	38	27
	5%	3%	4%	24%	1%	20%	5%	4%	6%
		*		AB*		D			
Don't know	64	13	40	11	8	5	24	27	13
	3%	7%	2%	15%	1%	2%	5%	3%	3%
		B*		B*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

2_3. When considering your life compared to your parents, has technology made Your job better, worse, or the same? - Your job

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
	1212	590	622	346	447	419	382	419	411	180	260	483	290
Better	60%	61%	60%	58%	64%	58%	51%	64%	67%	50%	61%	64%	61%
					E			F	F		I	I	I
	453	221	231	141	139	173	199	116	137	88	104	161	100
The same	22%	23%	22%	24%	20%	24%	27%	18%	22%	25%	24%	21%	21%
							G						
	129	73	56	38	55	36	58	44	27	29	22	36	41
Worse	6%	8%	5%	6%	8%	5%	8%	7%	4%	8%	5%	5%	9%
					E								K
	220	87	134	69	54	98	108	74	39	62	39	75	45
Don't know	11%	9%	13%	12%	8%	13%	14%	11%	6%	17%	9%	10%	9%
			A			D	H	H		JKL			
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

2_3. When considering your life compared to your parents, has technology made Your job better, worse, or the same? - Your job

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Better	1212	318	894	586	626	725	96	174	217	672	539	882	330	460	397	246
	60%	64%	59%	55%	66%	72%	46%	43%	54%	62%	58%	57%	69%	62%	60%	58%
					C	FGH			G				K			
The same	453	99	353	251	202	181	81	99	91	229	224	369	84	163	147	109
	22%	20%	23%	23%	21%	18%	39%	25%	23%	21%	24%	24%	18%	22%	22%	26%
						EGH	E					L				
Worse	129	36	93	73	56	66	12	34	18	64	65	102	27	45	39	28
	6%	7%	6%	7%	6%	7%	6%	8%	5%	6%	7%	7%	6%	6%	6%	7%
Don't know	220	45	176	159	61	33	17	98	72	118	103	184	36	69	78	44
	11%	9%	12%	15%	6%	3%	8%	24%	18%	11%	11%	12%	8%	9%	12%	10%
				D			E	EF	EF							
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

2_3. When considering your life compared to your parents, has technology made Your job better, worse, or the same? - Your job

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Better	1212	117	1067	27	821	70	332	632	248
	60%	66%	61%	36%	71%	37%	62%	62%	54%
		C*	C	*	E		H	H	
The same	453	31	407	15	196	51	100	231	121
	22%	17%	23%	20%	17%	27%	19%	23%	26%
		*		*		D			F
Worse	129	4	107	18	42	41	48	51	30
	6%	2%	6%	24%	4%	22%	9%	5%	7%
		*		AB*		D	G		
Don't know	220	27	179	15	100	25	55	106	59
	11%	15%	10%	20%	9%	13%	10%	10%	13%
		*		B*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:
   Columns Tested (5%): A/B/C,D/E,F/G/H
   Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
   Columns Tested (5%): A/B/C,D/E,F/G/H
   Minimum Base: 30 (**), Small Base: 100 (*)

2_4. When considering your life compared to your parents, has technology made Shopping better, worse, or the same? - Shopping

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Better	1578	738	840	427	572	579	571	499	508	257	333	611	377
	78%	76%	81%	72%	82%	80%	76%	76%	83%	72%	79%	81%	79%
			A		C	C			FG		I	I	I
The same	300	156	144	104	84	112	118	108	74	54	67	116	64
	15%	16%	14%	18%	12%	15%	16%	17%	12%	15%	16%	15%	13%
				D									
Worse	81	42	40	30	25	26	38	21	22	24	14	16	27
	4%	4%	4%	5%	4%	4%	5%	3%	4%	7%	3%	2%	6%
										JK			K
Don't know	55	35	19	34	12	9	20	25	10	24	11	12	8
	3%	4%	2%	6%	2%	1%	3%	4%	2%	7%	3%	2%	2%
				DE						JKL			
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

2_4. When considering your life compared to your parents, has technology made Shopping better, worse, or the same? - Shopping

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Better	1578	385	1194	814	764	796	148	317	317	846	732	1186	392	596	506	336
	78%	77%	79%	76%	81%	79%	72%	78%	80%	78%	79%	77%	82%	81%	77%	79%
					C											
The same	300	82	218	175	125	141	37	56	65	153	147	243	57	101	104	63
	15%	17%	14%	16%	13%	14%	18%	14%	16%	14%	16%	16%	12%	14%	16%	15%
Worse	81	20	61	50	31	39	10	20	12	48	33	66	15	21	28	22
	4%	4%	4%	5%	3%	4%	5%	5%	3%	4%	4%	4%	3%	3%	4%	5%
Don't know	55	11	44	31	24	30	10	11	3	35	20	42	12	19	22	6
	3%	2%	3%	3%	3%	3%	5%	3%	1%	3%	2%	3%	3%	3%	3%	1%
						H	H									
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

2_4. When considering your life compared to your parents, has technology made Shopping better, worse, or the same? - Shopping

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Better	1578	133	1413	32	1016	121	388	830	360
	78%	75%	80%	42%	88%	65%	72%	81%	79%
		C*	C	*	E			F	
The same	300	27	252	21	115	32	95	136	69
	15%	15%	14%	27%	10%	17%	18%	13%	15%
		*		B*		D			
Worse	81	5	62	14	22	27	28	37	16
	4%	3%	4%	18%	2%	15%	5%	4%	4%
		*		AB*		D			
Don't know	55	13	32	10	7	7	25	17	12
	3%	7%	2%	13%	1%	4%	5%	2%	3%
		B*		B*		D	G		
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

2_5. When considering your life compared to your parents, has technology made Education better, worse, or the same? - Education

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
	1393	639	754	402	486	505	507	449	437	221	310	538	324
Better	69%	66%	72%	68%	70%	70%	68%	69%	71%	62%	73%	71%	68%
			A								I	I	
	327	179	148	92	120	115	138	89	100	63	67	120	78
The same	16%	18%	14%	15%	17%	16%	18%	14%	16%	17%	16%	16%	16%
		B					G						
	191	88	103	49	63	78	66	72	53	45	34	61	51
Worse	9%	9%	10%	8%	9%	11%	9%	11%	9%	12%	8%	8%	11%
	103	65	38	51	24	27	36	43	23	30	14	36	23
Don't know	5%	7%	4%	9%	3%	4%	5%	7%	4%	8%	3%	5%	5%
		B		DE						J			
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

2_5. When considering your life compared to your parents, has technology made Education better, worse, or the same? - Education

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Better	1393	353	1040	729	664	710	127	278	277	746	647	1032	361	546	439	284
	69%	71%	69%	68%	70%	71%	62%	69%	70%	69%	69%	67%	76%	74%	67%	67%
						F							K	NO		
The same	327	74	253	178	149	149	51	69	58	165	162	254	73	110	110	81
	16%	15%	17%	17%	16%	15%	25%	17%	15%	15%	17%	16%	15%	15%	17%	19%
							EH									
Worse	191	50	141	99	92	93	19	35	44	119	73	158	33	60	71	39
	9%	10%	9%	9%	10%	9%	9%	9%	11%	11%	8%	10%	7%	8%	11%	9%
Don't know	103	20	82	63	40	53	9	23	18	53	50	93	10	21	40	22
	5%	4%	5%	6%	4%	5%	4%	6%	4%	5%	5%	6%	2%	3%	6%	5%
												L			M	
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

2_5. When considering your life compared to your parents, has technology made Education better, worse, or the same? - Education

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Better	1393	126	1241	26	949	81	354	741	298
	69%	71%	71%	34%	82%	43%	66%	73%	65%
		C*	C	*	E			FH	
The same	327	27	279	20	135	31	108	139	80
	16%	15%	16%	27%	12%	17%	20%	14%	17%
		*		B*			G		
Worse	191	12	164	16	56	67	44	94	53
	9%	7%	9%	21%	5%	36%	8%	9%	12%
		*		AB*		D			
Don't know	103	13	76	14	19	7	30	46	27
	5%	7%	4%	19%	2%	4%	6%	5%	6%
		*		AB*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

　Columns Tested (5%): A/B/C,D/E,F/G/H

　Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

　Columns Tested (5%): A/B/C,D/E,F/G/H

　Minimum Base: 30 (**), Small Base: 100 (*)

2_6. When considering your life compared to your parents, has technology made Your overall life better, worse, or the same? - Your overall life

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	1348	636	712	344	475	529	487	437	425	208	294	534	312
Better	67%	66%	68%	58%	69%	73%	65%	67%	69%	58%	69%	71%	66%
					C	C					I	I	
	405	194	210	128	141	136	161	120	123	64	88	147	105
The same	20%	20%	20%	22%	20%	19%	22%	18%	20%	18%	21%	20%	22%
	140	76	64	52	47	41	59	51	31	51	23	32	34
Worse	7%	8%	6%	9%	7%	6%	8%	8%	5%	14%	5%	4%	7%
										JKL			
	121	65	57	70	31	20	41	46	35	35	19	43	25
Don't know	6%	7%	5%	12%	4%	3%	5%	7%	6%	10%	4%	6%	5%
				DE						JKL			
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

2_6. When considering your life compared to your parents, has technology made Your overall life better, worse, or the same? - Your overall life

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Better	1348	326	1022	677	671	686	131	238	293	742	606	1006	342	532	435	274
	67%	65%	67%	63%	71%	68%	63%	59%	74%	69%	65%	65%	72%	72%	66%	64%
					C	G			FG					NO		
The same	405	105	300	231	174	190	54	82	78	214	190	320	85	134	132	98
	20%	21%	20%	22%	18%	19%	26%	20%	20%	20%	20%	21%	18%	18%	20%	23%
Worse	140	41	99	77	63	74	12	37	17	80	60	110	30	42	58	23
	7%	8%	7%	7%	7%	7%	6%	9%	4%	7%	6%	7%	6%	6%	9%	5%
								H								
Don't know	121	26	96	84	37	55	10	47	9	47	75	101	20	29	36	32
	6%	5%	6%	8%	4%	5%	5%	12%	2%	4%	8%	7%	4%	4%	5%	8%
				D		H		EFH			I					M
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

2_6. When considering your life compared to your parents, has technology made Your overall life better, worse, or the same? - Your overall life

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Better	1348	123	1198	27	1023	44	351	701	297
	67%	69%	68%	36%	88%	24%	65%	69%	65%
		C*	C	*	E				
The same	405	32	352	21	97	55	108	200	96
	20%	18%	20%	28%	8%	29%	20%	20%	21%
		*		*		D			
Worse	140	6	115	19	18	80	40	65	36
	7%	3%	7%	26%	2%	43%	7%	6%	8%
		*		AB*		D			
Don't know	121	18	95	8	21	8	37	54	30
	6%	10%	5%	11%	2%	4%	7%	5%	7%
		*		*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

2. When considering your life compared to your parents, has technology made the following better, worse, or the same? - Better Summary

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Your ability to keep in touch with family and friends	1690	785	905	459	601	629	618	528	544	279	363	653	395
	84%	81%	87%	77%	87%	87%	83%	81%	89%	78%	86%	86%	83%
			A		C	C			FG		I	I	
Entertainment	1561	727	834	468	562	531	561	506	494	253	330	594	385
	78%	75%	80%	79%	81%	73%	75%	77%	81%	70%	78%	79%	81%
			A		E						I	I	I
Your job	1212	590	622	346	447	419	382	419	411	180	260	483	290
	60%	61%	60%	58%	64%	58%	51%	64%	67%	50%	61%	64%	61%
					E			F	F		I	I	I
Shopping	1578	738	840	427	572	579	571	499	508	257	333	611	377
	78%	76%	81%	72%	82%	80%	76%	76%	83%	72%	79%	81%	79%
			A		C	C			FG		I	I	I
Education	1393	639	754	402	486	505	507	449	437	221	310	538	324
	69%	66%	72%	68%	70%	70%	68%	69%	71%	62%	73%	71%	68%
			A								I	I	
Your overall life	1348	636	712	344	475	529	487	437	425	208	294	534	312
	67%	66%	68%	58%	69%	73%	65%	67%	69%	58%	69%	71%	66%
					C	C					I	I	

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

2. When considering your life compared to your parents, has technology made the following better, worse, or the same? - Better Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Your ability to keep in touch with family and friends	1690	422	1268	892	798	836	166	339	349	914	776	1294	396	630	538	362
	84%	85%	84%	83%	85%	83%	81%	84%	88%	84%	83%	84%	83%	85%	81%	85%
									F							
Entertainment	1561	399	1162	813	748	791	153	324	294	830	731	1179	383	595	496	334
	78%	80%	77%	76%	79%	79%	74%	80%	74%	77%	78%	77%	80%	81%	75%	78%
														N		
Your job	1212	318	894	586	626	725	96	174	217	672	539	882	330	460	397	246
	60%	64%	59%	55%	66%	72%	46%	43%	54%	62%	58%	57%	69%	62%	60%	58%
				C	FGH			G				K				
Shopping	1578	385	1194	814	764	796	148	317	317	846	732	1186	392	596	506	336
	78%	77%	79%	76%	81%	79%	72%	78%	80%	78%	79%	77%	82%	81%	77%	79%
					C											
Education	1393	353	1040	729	664	710	127	278	277	746	647	1032	361	546	439	284
	69%	71%	69%	68%	70%	71%	62%	69%	70%	69%	69%	67%	76%	74%	67%	67%
						F						K		NO		
Your overall life	1348	326	1022	677	671	686	131	238	293	742	606	1006	342	532	435	274
	67%	65%	67%	63%	71%	68%	63%	59%	74%	69%	65%	65%	72%	72%	66%	64%
					C	G			FG					NO		

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

2. When considering your life compared to your parents, has technology made the following better, worse, or the same? - Better Summary

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Your ability to keep in touch with family and friends	1690	143	1511	36	1072	126	406	884	400
	84%	80%	86%	47%	92%	68%	76%	87%	87%
		C*	C	*	E			F	F
Entertainment	1561	131	1395	36	1012	117	391	817	353
	78%	73%	79%	47%	87%	62%	73%	80%	77%
		C*	C	*	E			F	
Your job	1212	117	1067	27	821	70	332	632	248
	60%	66%	61%	36%	71%	37%	62%	62%	54%
		C*	C	*	E		H	H	
Shopping	1578	133	1413	32	1016	121	388	830	360
	78%	75%	80%	42%	88%	65%	72%	81%	79%
		C*	C	*	E			F	
Education	1393	126	1241	26	949	81	354	741	298
	69%	71%	71%	34%	82%	43%	66%	73%	65%
		C*	C	*	E			FH	
Your overall life	1348	123	1198	27	1023	44	351	701	297
	67%	69%	68%	36%	88%	24%	65%	69%	65%
		C*	C	*	E				

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:
  Columns Tested (5%): A/B/C,D/E,F/G/H
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E,F/G/H
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

3_1. When considering your life compared to the life you expect your children to experience, do you expect technology will make Their ability to keep in touch with family and friends better, worse, or the same? - Their ability to keep in touch with family and friends

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Better	1416	680	736	400	488	528	526	448	443	241	307	556	313
	70%	70%	71%	67%	70%	73%	70%	69%	72%	67%	72%	74% L	66%
The same	354	169	184	111	121	122	131	115	107	59	75	124	96
	18%	17%	18%	19%	17%	17%	18%	18%	18%	16%	18%	16%	20%
Worse	102	45	57	33	37	32	35	36	31	22	16	31	33
	5%	5%	5%	6%	5%	4%	5%	5%	5%	6%	4%	4%	7%
Don't know	142	77	66	50	48	44	56	54	32	37	27	45	34
	7%	8%	6%	8%	7%	6%	7%	8%	5%	10% K	6%	6%	7%
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

3_1. When considering your life compared to the life you expect your children to experience, do you expect technology will make Their ability to keep in touch with family and friends better, worse, or the same? - Their ability to keep in touch with family and friends

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
	1416	356	1060	743	673	707	132	290	288	757	659	1077	340	517	467	300
Better	70%	71%	70%	70%	71%	70%	64%	72%	72%	70%	71%	70%	71%	70%	71%	70%
	354	92	261	200	154	174	45	69	65	196	158	269	85	135	115	76
The same	18%	19%	17%	19%	16%	17%	22%	17%	16%	18%	17%	18%	18%	18%	17%	18%
	102	32	70	48	54	56	14	15	16	62	39	81	21	30	33	26
Worse	5%	6%	5%	4%	6%	6%	7%	4%	4%	6%	4%	5%	4%	4%	5%	6%
	142	17	125	79	64	68	15	31	29	67	75	111	32	54	47	25
Don't know	7%	3%	8%	7%	7%	7%	7%	8%	7%	6%	8%	7%	7%	7%	7%	6%
			A													
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

3_1. When considering your life compared to the life you expect your children to experience, do you expect technology will make Their ability to keep in touch with family and friends better, worse, or the same? - Their ability to keep in touch with family and friends

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Better	1416	135	1261	21	1043	76	365	736	315
	70%	75%	72%	27%	90%	41%	68%	72%	69%
		C*	C	*	E				
The same	354	22	307	24	96	51	83	175	96
	18%	12%	17%	32%	8%	27%	15%	17%	21%
		*		AB*		D			
Worse	102	3	83	16	18	49	32	50	19
	5%	2%	5%	21%	2%	26%	6%	5%	4%
		*		AB*		D			
Don't know	142	19	108	15	2	10	56	58	28
	7%	10%	6%	20%	*	6%	10%	6%	6%
		*		B*		D	G		
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

3_2. When considering your life compared to the life you expect your children to experience, do you expect technology will make Entertainment better, worse, or the same? - Entertainment

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	1345	655	690	390	465	490	501	424	421	227	293	534	291
Better	67%	68%	66%	66%	67%	68%	67%	65%	69%	63%	69%	71%	61%
											L	IL	
	372	176	196	113	133	126	131	118	124	53	81	138	100
The same	18%	18%	19%	19%	19%	17%	18%	18%	20%	15%	19%	18%	21%
	141	63	78	46	45	49	55	52	34	39	25	37	39
Worse	7%	6%	7%	8%	7%	7%	7%	8%	5%	11%	6%	5%	8%
										JK			
	156	76	79	45	50	61	61	60	35	39	25	47	45
Don't know	8%	8%	8%	8%	7%	8%	8%	9%	6%	11%	6%	6%	9%
										JK			
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

 Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

3_2. When considering your life compared to the life you expect your children to experience, do you expect technology will make Entertainment better, worse, or the same? - Entertainment

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	1345	353	992	695	650	662	139	282	262	730	616	1012	333	508	435	286
Better	67%	71%	65%	65%	69%	66%	68%	70%	66%	67%	66%	66%	70%	69%	66%	67%
	372	102	270	205	168	194	39	65	74	201	171	286	86	139	123	73
The same	18%	21%	18%	19%	18%	19%	19%	16%	19%	19%	18%	19%	18%	19%	19%	17%
	141	27	113	85	55	76	14	24	27	81	60	116	25	35	53	35
Worse	7%	6%	7%	8%	6%	8%	7%	6%	7%	7%	6%	8%	5%	5%	8%	8%
															M	
	156	15	141	85	71	74	14	34	34	71	85	123	33	55	50	33
Don't know	8%	3%	9%	8%	8%	7%	7%	8%	9%	7%	9%	8%	7%	7%	8%	8%
			A													
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
　Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
　Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
　Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
　Minimum Base: 30 (**), Small Base: 100 (*)

3_2. When considering your life compared to the life you expect your children to experience, do you expect technology will make Entertainment better, worse, or the same? - Entertainment

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Better	1345	122	1199	24	1033	62	346	697	303
	67%	68%	68%	32%	89%	33%	65%	68%	66%
		C*	C	*	E				
The same	372	32	323	17	98	53	94	187	91
	18%	18%	18%	22%	8%	28%	18%	18%	20%
		*		*		D			
Worse	141	6	114	21	12	68	37	68	36
	7%	3%	6%	28%	1%	36%	7%	7%	8%
		*		AB*		D			
Don't know	156	19	124	13	17	4	59	68	28
	8%	11%	7%	17%	1%	2%	11%	7%	6%
		*		B*			GH		
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

3_3. When considering your life compared to the life you expect your children to experience, do you expect technology will make Their job better, worse, or the same? - Their job

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
	1241	576	664	341	434	465	457	405	379	200	271	498	271
Better	62%	59%	64%	57%	63%	64%	61%	62%	62%	56%	64%	66%	57%
											I	IL	
	352	183	169	119	127	106	127	108	118	60	78	118	96
The same	18%	19%	16%	20%	18%	15%	17%	16%	19%	17%	18%	16%	20%
	151	84	67	47	46	58	54	44	53	42	26	44	38
Worse	7%	9%	6%	8%	7%	8%	7%	7%	9%	12%	6%	6%	8%
											JK		
	270	128	143	87	87	96	110	97	63	57	49	94	70
Don't know	13%	13%	14%	15%	13%	13%	15%	15%	10%	16%	11%	13%	15%
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

3_3. When considering your life compared to the life you expect your children to experience, do you expect technology will make Their job better, worse, or the same? - Their job

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Better	1241	330	910	650	591	624	115	252	250	669	571	930	310	467	404	263
	62%	66%	60%	61%	63%	62%	56%	62%	63%	62%	61%	61%	65%	63%	61%	62%
		B														
The same	352	95	258	183	170	188	45	57	62	205	147	263	89	131	119	77
	18%	19%	17%	17%	18%	19%	22%	14%	16%	19%	16%	17%	19%	18%	18%	18%
								G								
Worse	151	33	118	84	67	75	18	34	24	77	73	130	21	38	54	32
	7%	7%	8%	8%	7%	7%	9%	8%	6%	7%	8%	8%	4%	5%	8%	7%
												L				
Don't know	270	40	231	153	117	119	27	62	62	130	140	213	57	100	84	54
	13%	8%	15%	14%	12%	12%	13%	15%	16%	12%	15%	14%	12%	14%	13%	13%
			A													
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

3_3. When considering your life compared to the life you expect your children to experience, do you expect technology will make Their job better, worse, or the same? - Their job

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Better	1241	120	1102	18	998	46	337	634	269
	62%	67%	63%	24%	86%	25%	63%	62%	59%
		C*	C	*	E				
The same	352	26	304	23	95	44	86	175	92
	18%	14%	17%	30%	8%	24%	16%	17%	20%
		*		AB*		D			
Worse	151	11	122	18	23	77	32	86	33
	7%	6%	7%	24%	2%	41%	6%	8%	7%
		*		AB*		D			
Don't know	270	21	232	17	44	19	81	125	64
	13%	12%	13%	23%	4%	10%	15%	12%	14%
		*		B*		D			
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

3_4. When considering your life compared to the life you expect your children to experience, do you expect technology will make Shopping better, worse, or the same? - Shopping

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Better	1312	619	693	357	459	496	498	424	389	221	288	520	283
	65%	64%	66%	60%	66%	68%	67%	65%	63%	62%	68%	69%	60%
						C					L	L	
The same	426	206	221	143	145	138	145	135	146	72	94	146	115
	21%	21%	21%	24%	21%	19%	19%	21%	24%	20%	22%	19%	24%
Worse	100	57	43	35	27	38	35	33	32	23	18	32	27
	5%	6%	4%	6%	4%	5%	5%	5%	5%	6%	4%	4%	6%
Don't know	176	89	87	59	63	54	69	62	45	43	24	58	51
	9%	9%	8%	10%	9%	7%	9%	9%	7%	12%	6%	8%	11%
											J		J
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

3_4. When considering your life compared to the life you expect your children to experience, do you expect technology will make Shopping better, worse, or the same? - Shopping

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
	1312	324	988	707	605	635	127	275	275	697	615	994	317	502	419	272
Better	65%	65%	65%	66%	64%	63%	62%	68%	69%	64%	66%	65%	67%	68%	63%	64%
	426	117	309	220	206	231	47	73	75	248	178	318	109	138	155	90
The same	21%	24%	20%	21%	22%	23%	23%	18%	19%	23%	19%	21%	23%	19%	23%	21%
	100	30	70	47	53	54	14	15	17	60	40	90	10	29	33	28
Worse	5%	6%	5%	4%	6%	5%	7%	4%	4%	6%	4%	6%	2%	4%	5%	7%
												L				
	176	26	150	95	81	85	17	42	31	77	99	135	41	67	54	36
Don't know	9%	5%	10%	9%	9%	8%	8%	10%	8%	7%	11%	9%	9%	9%	8%	8%
			A								I					
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

3_4. When considering your life compared to the life you expect your children to experience, do you expect technology will make Shopping better, worse, or the same? - Shopping

	Total	Early Tech Adopter	Tech Pragmatist	Tech- Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Better	1312	124	1163	25	1013	62	337	673	302
	65%	70%	66%	33%	87%	33%	63%	66%	66%
		C*	C	*	E				
The same	426	31	380	16	123	57	100	216	110
	21%	17%	22%	21%	11%	31%	19%	21%	24%
		*		*		D			
Worse	100	6	77	18	10	59	36	47	18
	5%	3%	4%	23%	1%	32%	7%	5%	4%
		*		AB*		D			
Don't know	176	18	141	17	13	8	63	84	29
	9%	10%	8%	23%	1%	4%	12%	8%	6%
		*		AB*		D	H		
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

3_5. When considering your life compared to the life you expect your children to experience, do you expect technology will make Education better, worse, or the same? - Education

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Better	1260	601	660	348	438	474	464	408	388	212	261	503	285
	63%	62%	63%	59%	63%	65%	62%	62%	63%	59%	61%	67%	60%
												I	
The same	346	178	168	116	123	107	123	107	116	57	88	106	95
	17%	18%	16%	19%	18%	15%	16%	16%	19%	16%	21%	14%	20%
											K		K
Worse	210	93	117	70	67	73	78	69	63	48	45	66	51
	10%	10%	11%	12%	10%	10%	10%	11%	10%	13%	11%	9%	11%
Don't know	197	100	98	60	66	72	82	69	46	42	31	80	45
	10%	10%	9%	10%	9%	10%	11%	11%	7%	12%	7%	11%	9%
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

   Minimum Base: 30 (**), Small Base: 100 (*)

3_5. When considering your life compared to the life you expect your children to experience, do you expect technology will make Education better, worse, or the same? - Education

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Better	1260	337	924	678	583	642	116	257	246	690	570	942	318	490	409	249
	63%	68%	61%	63%	62%	64%	56%	63%	62%	64%	61%	61%	67%	66%	62%	58%
		B												O		
The same	346	86	260	178	168	166	51	65	64	186	160	272	74	114	123	84
	17%	17%	17%	17%	18%	17%	25%	16%	16%	17%	17%	18%	15%	15%	19%	20%
							EGH									
Worse	210	48	162	113	98	111	22	38	40	112	98	176	35	57	70	54
	10%	10%	11%	11%	10%	11%	11%	9%	10%	10%	10%	11%	7%	8%	11%	13%
																M
Don't know	197	26	171	101	96	87	18	45	48	94	104	147	51	76	58	39
	10%	5%	11%	9%	10%	9%	9%	11%	12%	9%	11%	10%	11%	10%	9%	9%
			A													
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

3_5. When considering your life compared to the life you expect your children to experience, do you expect technology will make Education better, worse, or the same? - Education

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Better	1260	117	1126	17	1006	55	332	650	278
	63%	66%	64%	23%	87%	30%	62%	64%	61%
		C*	C	*	E				
The same	346	34	291	21	93	37	91	172	83
	17%	19%	17%	28%	8%	20%	17%	17%	18%
		*		B*		D			
Worse	210	8	181	21	37	88	42	111	57
	10%	5%	10%	28%	3%	47%	8%	11%	13%
		*		AB*		D			F
Don't know	197	19	163	16	23	7	70	87	40
	10%	11%	9%	21%	2%	4%	13%	9%	9%
		*		B*			G		
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

3_6. When considering your life compared to the life you expect your children to experience, do you expect technology will make Their overall life better, worse, or the same? - Their overall life

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Better	1159	571	588	302	399	457	433	367	358	188	250	463	258
	58%	59%	56%	51%	58%	63%	58%	56%	58%	52%	59%	61%	54%
						C						I	
The same	371	179	192	113	140	119	133	122	117	65	73	131	102
	18%	18%	18%	19%	20%	16%	18%	19%	19%	18%	17%	17%	21%
Worse	187	85	102	68	53	66	62	69	56	40	44	55	48
	9%	9%	10%	11%	8%	9%	8%	11%	9%	11%	10%	7%	10%
Don't know	297	136	161	111	102	84	119	95	83	65	57	107	68
	15%	14%	15%	19%	15%	12%	16%	15%	14%	18%	13%	14%	14%
				E									
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

   Minimum Base: 30 (**), Small Base: 100 (*)

3_6. When considering your life compared to the life you expect your children to experience, do you expect technology will make Their overall life better, worse, or the same? - Their overall life

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	1159	285	874	611	548	570	109	237	243	631	528	867	292	453	371	234
Better	58%	57%	58%	57%	58%	57%	53%	59%	61%	58%	57%	56%	61%	61%	56%	55%
	371	114	257	189	182	199	48	58	67	207	165	290	82	133	130	78
The same	18%	23%	17%	18%	19%	20%	23%	14%	17%	19%	18%	19%	17%	18%	20%	18%
		B					G									
	187	56	131	95	92	89	20	42	35	111	76	157	30	47	72	45
Worse	9%	11%	9%	9%	10%	9%	10%	10%	9%	10%	8%	10%	6%	6%	11%	10%
															M	
	297	43	254	174	122	148	29	67	52	134	162	223	73	104	88	70
Don't know	15%	9%	17%	16%	13%	15%	14%	16%	13%	12%	17%	15%	15%	14%	13%	16%
			A								I					
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

3_6. When considering your life compared to the life you expect your children to experience, do you expect technology will make Their overall life better, worse, or the same? - Their overall life

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Better	1159	113	1025	22	1159	-	310	589	261
	58%	63%	58%	29%	100%	-	58%	58%	57%
		C*	C	*	E				
The same	371	33	320	18	-	-	99	186	86
	18%	19%	18%	24%	-	-	19%	18%	19%
		*		*					
Worse	187	6	162	18	-	187	37	98	51
	9%	4%	9%	24%	-	100%	7%	10%	11%
		*		AB*		D			
Don't know	297	26	253	18	-	-	90	147	60
	15%	15%	14%	23%	-	-	17%	14%	13%
		*		*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

3. When considering your life compared to the life you expect your children to experience, do you expect technology will make the following better, worse, or the same? - Better Summary

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Their ability to keep in touch with family and friends	1416	680	736	400	488	528	526	448	443	241	307	556	313
	70%	70%	71%	67%	70%	73%	70%	69%	72%	67%	72%	74%	66%
												L	
Entertainment	1345	655	690	390	465	490	501	424	421	227	293	534	291
	67%	68%	66%	66%	67%	68%	67%	65%	69%	63%	69%	71%	61%
											L	IL	
Their job	1241	576	664	341	434	465	457	405	379	200	271	498	271
	62%	59%	64%	57%	63%	64%	61%	62%	62%	56%	64%	66%	57%
											I	IL	
Shopping	1312	619	693	357	459	496	498	424	389	221	288	520	283
	65%	64%	66%	60%	66%	68%	67%	65%	63%	62%	68%	69%	60%
				C							L	L	
Education	1260	601	660	348	438	474	464	408	388	212	261	503	285
	63%	62%	63%	59%	63%	65%	62%	62%	63%	59%	61%	67%	60%
												I	
Their overall life	1159	571	588	302	399	457	433	367	358	188	250	463	258
	58%	59%	56%	51%	58%	63%	58%	56%	58%	52%	59%	61%	54%
				C								I	

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

3. When considering your life compared to the life you expect your children to experience, do you expect technology will make the following better, worse, or the same? - Better Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
Their ability to keep in touch with family and friends	1416	356	1060	743	673	707	132	290	288	757	659	1077	340	517	467	300
	70%	71%	70%	70%	71%	70%	64%	72%	72%	70%	71%	70%	71%	70%	71%	70%
Entertainment	1345	353	992	695	650	662	139	282	262	730	616	1012	333	508	435	286
	67%	71%	65%	65%	69%	66%	68%	70%	66%	67%	66%	66%	70%	69%	66%	67%
Their job	1241	330	910	650	591	624	115	252	250	669	571	930	310	467	404	263
	62%	66%	60%	61%	63%	62%	56%	62%	63%	62%	61%	61%	65%	63%	61%	62%
		B														
Shopping	1312	324	988	707	605	635	127	275	275	697	615	994	317	502	419	272
	65%	65%	65%	66%	64%	63%	62%	68%	69%	64%	66%	65%	67%	68%	63%	64%
Education	1260	337	924	678	583	642	116	257	246	690	570	942	318	490	409	249
	63%	68%	61%	63%	62%	64%	56%	63%	62%	64%	61%	61%	67%	66%	62%	58%
		B												O		
Their overall life	1159	285	874	611	548	570	109	237	243	631	528	867	292	453	371	234
	58%	57%	58%	57%	58%	57%	53%	59%	61%	58%	57%	56%	61%	61%	56%	55%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

3. When considering your life compared to the life you expect your children to experience, do you expect technology will make the following better, worse, or the same?
- Better Summary

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Their ability to keep in touch with family and friends	1416	135	1261	21	1043	76	365	736	315
	70%	75%	72%	27%	90%	41%	68%	72%	69%
		C*	C	*	E				
Entertainment	1345	122	1199	24	1033	62	346	697	303
	67%	68%	68%	32%	89%	33%	65%	68%	66%
		C*	C	*	E				
Their job	1241	120	1102	18	998	46	337	634	269
	62%	67%	63%	24%	86%	25%	63%	62%	59%
		C*	C	*	E				
Shopping	1312	124	1163	25	1013	62	337	673	302
	65%	70%	66%	33%	87%	33%	63%	66%	66%
		C*	C	*	E				
Education	1260	117	1126	17	1006	55	332	650	278
	63%	66%	64%	23%	87%	30%	62%	64%	61%
		C*	C	*	E				
Their overall life	1159	113	1025	22	1159	-	310	589	261
	58%	63%	58%	29%	100%	-	58%	58%	57%
		C*	C	*	E				

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E,F/G/H
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E,F/G/H
  Minimum Base: 30 (**), Small Base: 100 (*)

4. What are the three areas of technological change that you are most excited about for the future?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Medical innovation (medical devices, pharmacological breakthroughs, etc.)	1237	531	706	285	433	520	448	364	425	193	279	463	302
	61%	55%	68%	48%	62%	72%	60%	56%	69%	54%	66%	61%	64%
			A		C	CD			FG		I		I
Energy	663	332	331	193	238	233	229	207	227	119	129	254	161
	33%	34%	32%	32%	34%	32%	31%	32%	37%	33%	30%	34%	34%
Transportation	584	301	282	191	206	187	203	168	212	87	124	229	144
	29%	31%	27%	32%	30%	26%	27%	26%	35%	24%	29%	30%	30%
									FG				
Personal electronics	539	275	264	147	211	182	199	184	156	79	129	220	110
	27%	28%	25%	25%	30%	25%	27%	28%	25%	22%	30%	29%	23%
				E							IL	I	
Education	506	200	305	162	172	172	195	154	156	98	98	203	106
	25%	21%	29%	27%	25%	24%	26%	24%	26%	27%	23%	27%	22%
			A										
Space exploration	439	252	187	139	148	151	171	139	129	75	81	163	119
	22%	26%	18%	23%	21%	21%	23%	21%	21%	21%	19%	22%	25%
		B											
Entertainment	355	198	157	158	118	78	154	117	84	58	66	142	89
	18%	20%	15%	27%	17%	11%	21%	18%	14%	16%	15%	19%	19%
		B		DE	E		H						
Communication and social media (chat app, Facebook, Instagram, etc.)	185	73	112	64	66	55	75	63	46	26	49	74	37
	9%	8%	11%	11%	10%	8%	10%	10%	8%	7%	11%	10%	8%
			A										
Computing in the workplace	174	81	92	32	68	73	56	59	58	32	34	64	44
	9%	8%	9%	5%	10%	10%	7%	9%	10%	9%	8%	8%	9%
					C	C							
Agriculture	158	70	88	59	42	56	62	59	37	37	30	57	34
	8%	7%	8%	10%	6%	8%	8%	9%	6%	10%	7%	8%	7%
Aviation	124	80	44	46	42	36	40	38	46	30	21	37	36
	6%	8%	4%	8%	6%	5%	5%	6%	8%	8%	5%	5%	8%
		B											
Construction	110	68	42	55	26	29	44	48	17	17	25	45	24
	5%	7%	4%	9%	4%	4%	6%	7%	3%	5%	6%	6%	5%
		B		DE			H	H					
There are no areas where I'm excited about technology in the future	181	72	108	33	58	89	69	69	43	52	37	58	34
	9%	7%	10%	6%	8%	12%	9%	11%	7%	14%	9%	8%	7%
						CD				JKL			
Sigma	5252	2534	2719	1563	1828	1861	1945	1668	1639	901	1101	2008	1242
	261%	261%	261%	263%	263%	256%	260%	255%	267%	251%	260%	266%	261%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

4. What are the three areas of technological change that you are most excited about for the future?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Medical innovation (medical devices, pharmacological breakthroughs, etc.)	1237	284	953	651	586	579	115	244	299	679	558	962	276	461	431	235
	61%	57%	63%	61%	62%	58%	56%	60%	75%	63%	60%	63%	58%	63%	65%	55%
									EFG					O	O	
Energy	663	173	490	335	328	330	56	135	142	351	312	505	159	274	174	147
	33%	35%	32%	31%	35%	33%	27%	33%	36%	32%	34%	33%	33%	37%	26%	34%
														N		N
Transportation	584	172	412	297	286	324	55	102	103	308	275	452	132	221	188	127
	29%	35%	27%	28%	30%	32%	27%	25%	26%	28%	30%	29%	28%	30%	29%	30%
		B				GH										
Personal electronics	539	124	414	285	254	298	37	108	96	284	255	385	154	226	180	82
	27%	25%	27%	27%	27%	30%	18%	27%	24%	26%	27%	25%	32%	31%	27%	19%
						F							K	O	O	
Education	506	157	348	260	245	260	47	107	92	271	234	373	132	198	166	91
	25%	32%	23%	24%	26%	26%	23%	26%	23%	25%	25%	24%	28%	27%	25%	21%
		B														
Space exploration	439	86	353	240	199	196	55	99	88	203	236	338	100	157	140	101
	22%	17%	23%	22%	21%	19%	27%	24%	22%	19%	25%	22%	21%	21%	21%	24%
			A								I					
Entertainment	355	99	255	203	151	170	47	105	33	155	200	264	90	131	100	98
	18%	20%	17%	19%	16%	17%	23%	26%	8%	14%	21%	17%	19%	18%	15%	23%
						H	H	EH			I					N
Communication and social media (chat app, Facebook, Instagram, etc.)	185	64	120	85	100	90	15	47	33	110	74	127	58	81	62	30
	9%	13%	8%	8%	11%	9%	7%	12%	8%	10%	8%	8%	12%	11%	9%	7%
		B														
Computing in the workplace	174	40	134	86	88	112	11	17	34	97	76	135	39	62	64	32
	9%	8%	9%	8%	9%	11%	5%	4%	9%	9%	8%	9%	8%	8%	10%	8%
						FG			G							
Agriculture	158	44	114	72	86	78	18	29	33	97	61	135	23	60	58	27
	8%	9%	8%	7%	9%	8%	9%	7%	8%	9%	7%	9%	5%	8%	9%	6%
Aviation	124	27	97	53	71	71	17	18	18	57	68	85	39	39	37	37
	6%	5%	6%	5%	8%	7%	8%	4%	5%	5%	7%	6%	8%	5%	6%	9%
Construction	110	27	83	55	55	68	13	13	17	60	50	81	29	25	37	24
	5%	5%	6%	5%	6%	7%	6%	3%	4%	6%	5%	5%	6%	3%	6%	6%
						G										
There are no areas where I'm excited about technology in the future	181	30	151	124	57	71	28	38	43	105	75	147	33	42	63	55
	9%	6%	10%	12%	6%	7%	14%	9%	11%	10%	8%	10%	7%	6%	9%	13%
			A	D			E		E						M	M
Sigma	5252	1328	3924	2747	2506	2647	513	1061	1031	2777	2475	3987	1266	1979	1700	1086
	261%	267%	259%	257%	265%	263%	249%	262%	259%	257%	266%	259%	265%	269%	257%	255%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

4. What are the three areas of technological change that you are most excited about for the future?

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Medical innovation (medical devices, pharmacological breakthroughs, etc.)	1237	91	1135	11	772	95	285	648	304
	61%	51%	64%	15%	67%	51%	53%	63%	66%
		C*	AC	*	E			F	F
Energy	663	60	592	11	403	73	140	366	157
	33%	34%	34%	15%	35%	39%	26%	36%	34%
		C*	C	*				F	F
Transportation	584	37	538	9	348	45	148	304	131
	29%	20%	31%	12%	30%	24%	28%	30%	29%
		*	C	*					
Personal electronics	539	52	481	6	349	31	140	287	112
	27%	29%	27%	7%	30%	16%	26%	28%	24%
		C*	C	*	E				
Education	506	37	449	19	335	38	165	231	110
	25%	21%	26%	25%	29%	20%	31%	23%	24%
		*		*			G		
Space exploration	439	39	387	13	261	32	99	258	82
	22%	22%	22%	17%	23%	17%	19%	25%	18%
		*		*				FH	
Entertainment	355	39	309	6	247	27	129	164	61
	18%	22%	18%	8%	21%	15%	24%	16%	13%
		C*		*			GH		
Communication and social media (chat app, Facebook, Instagram, etc.)	185	24	155	6	122	17	55	84	45
	9%	14%	9%	7%	11%	9%	10%	8%	10%
		*		*					
Computing in the workplace	174	18	154	2	116	11	49	91	34
	9%	10%	9%	3%	10%	6%	9%	9%	7%
		*		*					
Agriculture	158	19	132	6	93	21	38	76	44
	8%	11%	7%	8%	8%	11%	7%	7%	10%
		*		*					
Aviation	124	17	103	5	60	12	33	72	19
	6%	9%	6%	6%	5%	6%	6%	7%	4%
		*		*					
Construction	110	14	87	9	54	8	36	51	23
	5%	8%	5%	11%	5%	4%	7%	5%	5%
		*		B*					
There are no areas where I'm excited about technology in the future	181	13	143	24	41	34	44	84	53
	9%	7%	8%	32%	4%	18%	8%	8%	11%
		*		AB*		D			
Sigma	5252	460	4664	128	3200	445	1363	2715	1175
	261%	258%	265%	169%	276%	238%	254%	266%	256%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

5_1. Please indicate your level of agreement with the following statements. - The United States is one of the world's leaders in innovation.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
	658	403	255	192	227	239	213	216	229	124	122	262	150
Strongly agree	33%	42%	24%	32%	33%	33%	29%	33%	37%	35%	29%	35%	31%
		B							F				
	893	393	500	261	295	337	331	285	277	147	197	333	216
Somewhat agree	44%	40%	48%	44%	42%	46%	44%	44%	45%	41%	46%	44%	45%
			A										
	269	101	168	74	102	92	117	91	61	40	64	102	63
Somewhat disagree	13%	10%	16%	13%	15%	13%	16%	14%	10%	11%	15%	13%	13%
			A				H						
	84	41	43	26	35	23	34	25	24	16	17	24	26
Strongly disagree	4%	4%	4%	4%	5%	3%	5%	4%	4%	5%	4%	3%	6%
	110	33	78	40	35	35	52	36	23	31	24	35	21
Don't know	5%	3%	7%	7%	5%	5%	7%	6%	4%	9%	6%	5%	4%
			A							KL			
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
	1551	796	755	453	522	576	544	501	506	271	319	595	366
Agree (Net)	77%	82%	72%	76%	75%	79%	73%	77%	82%	76%	75%	79%	77%
		B							F				
	353	142	210	101	137	115	151	116	85	56	81	126	90
Disagree (Net)	18%	15%	20%	17%	20%	16%	20%	18%	14%	16%	19%	17%	19%
			A				H						

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

5_1. Please indicate your level of agreement with the following statements. - The United States is one of the world's leaders in innovation.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Strongly agree	658	167	491	297	361	352	63	123	119	357	300	507	151	199	285	139
	33%	34%	32%	28%	38%	35%	31%	30%	30%	33%	32%	33%	32%	27%	43%	33%
					C										MO	
Somewhat agree	893	226	667	482	411	431	97	166	199	488	406	678	215	343	266	192
	44%	45%	44%	45%	44%	43%	47%	41%	50%	45%	44%	44%	45%	47%	40%	45%
									EG							
Somewhat disagree	269	60	209	161	108	139	23	59	48	129	140	200	69	115	61	58
	13%	12%	14%	15%	11%	14%	11%	15%	12%	12%	15%	13%	14%	16%	9%	14%
														N		
Strongly disagree	84	18	66	54	30	39	8	24	13	42	42	60	24	47	13	14
	4%	4%	4%	5%	3%	4%	4%	6%	3%	4%	5%	4%	5%	6%	2%	3%
														N		
Don't know	110	26	84	76	35	45	14	33	18	67	44	92	18	34	35	24
	5%	5%	6%	7%	4%	5%	7%	8%	5%	6%	5%	6%	4%	5%	5%	6%
				D				E								
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	1551	393	1158	779	772	783	160	289	319	845	706	1185	366	541	551	331
	77%	79%	76%	73%	82%	78%	78%	71%	80%	78%	76%	77%	77%	73%	83%	78%
					C	G			G						M	
Disagree (Net)	353	78	274	215	138	178	31	83	61	171	182	260	93	162	74	72
	18%	16%	18%	20%	15%	18%	15%	21%	15%	16%	20%	17%	19%	22%	11%	17%
				D										N		N

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

5_1. Please indicate your level of agreement with the following statements. - The United States is one of the world's leaders in innovation.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Strongly agree	658	91	533	33	424	48	218	300	140
	33%	51%	30%	44%	37%	26%	41%	29%	31%
		B*		B*	E		GH		
Somewhat agree	893	55	823	15	533	78	198	485	210
	44%	31%	47%	20%	46%	41%	37%	48%	46%
		*	AC	*				F	F
Somewhat disagree	269	15	241	12	132	25	62	137	70
	13%	9%	14%	16%	11%	13%	12%	13%	15%
		*		*					
Strongly disagree	84	9	69	6	35	26	26	50	9
	4%	5%	4%	8%	3%	14%	5%	5%	2%
		*		*		D	H	H	
Don't know	110	8	94	8	35	11	31	49	30
	5%	4%	5%	11%	3%	6%	6%	5%	7%
		*		*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	1551	147	1356	49	957	126	416	785	350
	77%	82%	77%	65%	83%	67%	78%	77%	76%
		C*	C	*	E				
Disagree (Net)	353	24	310	18	167	50	88	186	78
	18%	14%	18%	24%	14%	27%	16%	18%	17%
		*		*		D			

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

5_2. Please indicate your level of agreement with the following statements. - Innovation is a big part of American culture and history.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
	1067	572	496	309	382	376	377	341	349	183	201	421	262
Strongly agree	53%	59%	48%	52%	55%	52%	50%	52%	57%	51%	47%	56%	55%
		B										J	
	786	315	471	222	259	305	304	244	238	137	196	278	176
Somewhat agree	39%	32%	45%	37%	37%	42%	41%	37%	39%	38%	46%	37%	37%
			A								IKL		
	68	38	30	20	24	24	31	29	8	10	11	27	20
Somewhat disagree	3%	4%	3%	3%	3%	3%	4%	4%	1%	3%	3%	4%	4%
							H	H					
	32	21	10	12	12	8	9	13	10	9	2	14	7
Strongly disagree	2%	2%	1%	2%	2%	1%	1%	2%	2%	3%	*	2%	1%
										J			
	60	25	35	31	17	13	26	27	8	20	14	15	11
Don't know	3%	3%	3%	5%	2%	2%	3%	4%	1%	6%	3%	2%	2%
				E				H		K			
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
	1854	887	967	531	641	681	682	585	587	320	396	699	438
Agree (Net)	92%	91%	93%	89%	92%	94%	91%	90%	96%	89%	93%	93%	92%
					C				FG				
	100	59	41	32	36	32	40	41	19	19	13	41	27
Disagree (Net)	5%	6%	4%	5%	5%	4%	5%	6%	3%	5%	3%	5%	6%
									H				

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

5_2. Please indicate your level of agreement with the following statements. - Innovation is a big part of American culture and history.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	1067	264	804	540	527	553	96	219	200	566	501	835	232	382	384	225
Strongly agree	53%	53%	53%	51%	56%	55%	46%	54%	50%	52%	54%	54%	49%	52%	58%	53%
	786	198	589	423	363	373	87	156	171	437	350	585	202	318	222	165
Somewhat agree	39%	40%	39%	40%	38%	37%	42%	39%	43%	40%	38%	38%	42%	43%	34%	39%
														N		
	68	15	53	46	23	35	8	14	11	31	38	41	27	16	21	16
Somewhat disagree	3%	3%	4%	4%	2%	3%	4%	3%	3%	3%	4%	3%	6%	2%	3%	4%
													K			
	32	5	27	20	12	16	9	2	5	18	14	25	6	6	14	7
Strongly disagree	2%	1%	2%	2%	1%	2%	4%	*	1%	2%	1%	2%	1%	1%	2%	2%
							EGH									
	60	16	44	40	20	29	6	14	11	31	29	51	9	15	21	13
Don't know	3%	3%	3%	4%	2%	3%	3%	3%	3%	3%	3%	3%	2%	2%	3%	3%
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	1854	461	1392	964	890	926	183	375	370	1003	851	1420	434	700	605	390
Agree (Net)	92%	93%	92%	90%	94%	92%	89%	93%	93%	93%	91%	92%	91%	95%	92%	91%
					C									N		
	100	20	80	66	34	51	17	16	17	48	52	66	34	22	35	23
Disagree (Net)	5%	4%	5%	6%	4%	5%	8%	4%	4%	4%	6%	4%	7%	3%	5%	6%
				D												

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

5_2. Please indicate your level of agreement with the following statements. - Innovation is a big part of American culture and history.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Strongly agree	1067	113	926	29	685	90	312	527	229
	53%	63%	53%	38%	59%	48%	58%	52%	50%
		C*	C	*	E		H		
Somewhat agree	786	49	709	28	420	77	172	419	195
	39%	27%	40%	38%	36%	41%	32%	41%	43%
		*	A	*				F	F
Somewhat disagree	68	1	63	5	29	5	19	35	14
	3%	*	4%	6%	3%	3%	3%	3%	3%
		*		A*					
Strongly disagree	32	4	22	6	11	13	11	14	7
	2%	2%	1%	8%	1%	7%	2%	1%	1%
		*		B*		D			
Don't know	60	12	40	8	13	2	23	24	13
	3%	7%	2%	10%	1%	1%	4%	2%	3%
		B*		B*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	1854	162	1635	57	1105	167	484	946	424
	92%	90%	93%	76%	95%	89%	90%	93%	93%
		C*	C	*	E				
Disagree (Net)	100	5	85	11	40	18	30	50	21
	5%	3%	5%	14%	3%	10%	6%	5%	5%
		*		AB*		D			

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

5_3. Please indicate your level of agreement with the following statements. - Society should focus more on innovating to solve problems.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	794	407	386	247	294	253	275	271	248	115	164	310	206
Strongly agree	39%	42%	37%	42%	42%	35%	37%	41%	40%	32%	39%	41%	43%
					E							I	I
	926	435	491	251	305	371	356	284	286	180	204	346	196
Somewhat agree	46%	45%	47%	42%	44%	51%	48%	44%	47%	50%	48%	46%	41%
						CD							
	154	69	85	58	39	57	62	41	50	30	29	53	41
Somewhat disagree	8%	7%	8%	10%	6%	8%	8%	6%	8%	8%	7%	7%	9%
				D									
	21	12	8	7	10	4	12	9	-	7	4	7	3
Strongly disagree	1%	1%	1%	1%	1%	1%	2%	1%	-	2%	1%	1%	1%
							H	H					
	120	47	72	31	47	41	42	48	29	27	23	40	29
Don't know	6%	5%	7%	5%	7%	6%	6%	7%	5%	8%	5%	5%	6%
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
	1720	843	877	498	599	623	631	555	534	294	368	656	402
Agree (Net)	85%	87%	84%	84%	86%	86%	84%	85%	87%	82%	87%	87%	84%
	175	81	94	65	48	61	74	50	50	37	33	60	44
Disagree (Net)	9%	8%	9%	11%	7%	8%	10%	8%	8%	10%	8%	8%	9%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

5_3. Please indicate your level of agreement with the following statements. - Society should focus more on innovating to solve problems.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
	794	208	586	374	419	444	65	157	128	438	356	593	201	321	248	164
Strongly agree	39%	42%	39%	35%	44%	44%	32%	39%	32%	40%	38%	39%	42%	44%	38%	39%
					C	FH										
	926	234	692	517	409	439	98	182	208	487	439	733	193	338	297	196
Somewhat agree	46%	47%	46%	48%	43%	44%	47%	45%	52%	45%	47%	48%	40%	46%	45%	46%
									E							
	154	25	129	88	66	68	24	34	28	77	77	99	55	45	60	34
Somewhat disagree	8%	5%	9%	8%	7%	7%	12%	8%	7%	7%	8%	6%	12%	6%	9%	8%
			A										K			
	21	4	16	15	5	6	9	4	2	12	8	14	7	4	10	5
Strongly disagree	1%	1%	1%	1%	1%	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							EGH									
	120	27	92	76	44	49	11	28	32	68	51	99	21	28	46	28
Don't know	6%	5%	6%	7%	5%	5%	5%	7%	8%	6%	6%	6%	4%	4%	7%	7%
									E						M	
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	1720	441	1279	891	829	883	163	339	335	925	795	1326	394	659	545	360
Agree (Net)	85%	89%	84%	83%	88%	88%	79%	84%	84%	85%	85%	86%	83%	89%	83%	84%
					C	F								N		
	175	29	146	103	72	74	33	38	30	90	85	113	62	50	69	38
Disagree (Net)	9%	6%	10%	10%	8%	7%	16%	9%	8%	8%	9%	7%	13%	7%	10%	9%
			A				EH						K		M	

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

5_3. Please indicate your level of agreement with the following statements. - Society should focus more on innovating to solve problems.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Strongly agree	794	105	658	30	501	72	242	397	155
	39%	59%	37%	40%	43%	38%	45%	39%	34%
		BC*		*			H		
Somewhat agree	926	45	853	27	553	75	204	509	212
	46%	25%	48%	36%	48%	40%	38%	50%	46%
		*	A	*				F	F
Somewhat disagree	154	14	136	4	62	25	48	58	48
	8%	8%	8%	5%	5%	13%	9%	6%	10%
		*		*		D			G
Strongly disagree	21	2	16	3	10	6	11	3	7
	1%	1%	1%	3%	1%	3%	2%	*	2%
		*		*		D	G		G
Don't know	120	12	97	11	33	9	30	53	36
	6%	6%	5%	15%	3%	5%	6%	5%	8%
		*		B*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	1720	151	1511	58	1054	147	447	906	367
	85%	84%	86%	76%	91%	79%	83%	89%	80%
		*		*	E			FH	
Disagree (Net)	175	16	152	7	72	31	59	61	54
	9%	9%	9%	9%	6%	16%	11%	6%	12%
		*		*		D	G		G

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

5_4. Please indicate your level of agreement with the following statements. - Society should approach innovation with more caution to ensure we aren't creating bigger problems than we solve.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Strongly agree	750	363	387	266	260	224	287	235	228	151	143	263	194
	37%	37%	37%	45%	37%	31%	38%	36%	37%	42%	34%	35%	41%
				DE	E					J			
Somewhat agree	901	424	477	214	299	388	343	296	262	146	206	343	206
	45%	44%	46%	36%	43%	53%	46%	45%	43%	41%	49%	45%	43%
					CD								
Somewhat disagree	238	131	107	77	79	82	72	74	92	35	43	104	56
	12%	13%	10%	13%	11%	11%	10%	11%	15%	10%	10%	14%	12%
									F				
Strongly disagree	53	25	28	10	32	11	22	12	19	8	17	21	7
	3%	3%	3%	2%	5%	1%	3%	2%	3%	2%	4%	3%	1%
					CE						L		
Don't know	72	28	44	27	24	22	24	36	12	19	15	25	13
	4%	3%	4%	4%	3%	3%	3%	6%	2%	5%	4%	3%	3%
								H					
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Agree (Net)	1651	787	864	480	559	611	630	531	490	296	349	606	400
	82%	81%	83%	81%	81%	84%	84%	81%	80%	83%	82%	80%	84%
Disagree (Net)	291	156	135	87	111	93	94	87	111	43	60	125	63
	14%	16%	13%	15%	16%	13%	13%	13%	18%	12%	14%	17%	13%
									F				

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

5_4. Please indicate your level of agreement with the following statements. - Society should approach innovation with more caution to ensure we aren't creating bigger problems than we solve.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
	750	199	551	416	333	368	83	185	114	384	366	550	200	263	235	176
Strongly agree	37%	40%	36%	39%	35%	37%	40%	46%	29%	35%	39%	36%	42%	36%	36%	41%
						H	H	EH								
	901	205	696	465	436	444	86	155	216	526	375	706	195	331	303	182
Somewhat agree	45%	41%	46%	43%	46%	44%	42%	38%	54%	49%	40%	46%	41%	45%	46%	43%
									EFG	J						
	238	58	179	118	120	130	22	39	47	104	134	190	48	94	77	50
Somewhat disagree	12%	12%	12%	11%	13%	13%	11%	10%	12%	10%	14%	12%	10%	13%	12%	12%
											I					
	53	17	36	23	30	30	6	11	7	26	27	29	24	19	22	7
Strongly disagree	3%	4%	2%	2%	3%	3%	3%	3%	2%	2%	3%	2%	5%	3%	3%	2%
													K			
	72	18	55	47	25	34	10	15	15	42	30	62	10	30	23	11
Don't know	4%	4%	4%	4%	3%	3%	5%	4%	4%	4%	3%	4%	2%	4%	4%	3%
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	1651	404	1246	882	769	812	169	340	330	910	741	1256	394	594	538	358
Agree (Net)	82%	81%	82%	82%	81%	81%	82%	84%	83%	84%	80%	82%	83%	81%	81%	84%
										J						
	291	76	215	141	150	160	28	50	53	130	161	218	72	113	99	57
Disagree (Net)	14%	15%	14%	13%	16%	16%	13%	12%	13%	12%	17%	14%	15%	15%	15%	13%
											I					

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

5_4. Please indicate your level of agreement with the following statements. - Society should approach innovation with more caution to ensure we aren't creating bigger problems than we solve.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Strongly agree	750	63	645	42	370	112	201	372	177
	37%	35%	37%	56%	32%	60%	37%	36%	39%
		*		AB*		D			
Somewhat agree	901	65	812	24	561	58	218	470	213
	45%	36%	46%	32%	48%	31%	41%	46%	47%
		*	C	*	E				
Somewhat disagree	238	27	208	3	168	10	70	127	41
	12%	15%	12%	4%	14%	5%	13%	12%	9%
		*		*	E				
Strongly disagree	53	13	38	2	33	6	23	24	6
	3%	7%	2%	2%	3%	3%	4%	2%	1%
		B*		*			H		
Don't know	72	11	57	4	27	1	25	27	21
	4%	6%	3%	6%	2%	*	5%	3%	4%
		*		*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	1651	128	1457	66	931	170	419	842	390
	82%	71%	83%	88%	80%	91%	78%	83%	85%
		*	A	A*		D			F
Disagree (Net)	291	40	246	5	201	16	92	151	48
	14%	22%	14%	7%	17%	9%	17%	15%	10%
		BC*		*	E		H	H	

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

5_5. Please indicate your level of agreement with the following statements. - Innovation is good for progress, but it also risks creating unforeseen problems.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
	784	411	373	270	258	257	274	252	258	154	158	282	191
Strongly agree	39%	42%	36%	45%	37%	35%	37%	39%	42%	43%	37%	37%	40%
		B		DE									
	1004	447	557	240	347	417	377	325	303	153	225	392	235
Somewhat agree	50%	46%	53%	40%	50%	57%	50%	50%	49%	43%	53%	52%	49%
			A		C	CD					I	I	
	112	54	58	31	51	31	50	34	28	18	23	43	28
Somewhat disagree	6%	6%	6%	5%	7%	4%	7%	5%	5%	5%	5%	6%	6%
					E								
	49	31	19	24	20	6	17	14	19	14	10	12	13
Strongly disagree	2%	3%	2%	4%	3%	1%	2%	2%	3%	4%	2%	2%	3%
				E	E								
	64	28	36	29	18	16	30	29	5	20	8	27	8
Don't know	3%	3%	3%	5%	3%	2%	4%	4%	1%	6%	2%	4%	2%
				E			H	H		JL			
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
	1789	859	930	510	605	673	651	576	561	307	383	674	426
Agree (Net)	89%	88%	89%	86%	87%	93%	87%	88%	92%	85%	90%	89%	89%
						CD							
	161	85	77	55	70	36	67	48	47	32	33	55	42
Disagree (Net)	8%	9%	7%	9%	10%	5%	9%	7%	8%	9%	8%	7%	9%
				E	E								

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

5_5. Please indicate your level of agreement with the following statements. - Innovation is good for progress, but it also risks creating unforeseen problems.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	784	206	578	373	412	406	81	167	130	417	367	592	192	277	257	182
Strongly agree	39%	41%	38%	35%	44%	40%	39%	41%	33%	39%	39%	39%	40%	38%	39%	43%
					C	H		H								
	1004	234	770	566	438	485	94	190	235	550	454	771	234	364	333	201
Somewhat agree	50%	47%	51%	53%	46%	48%	45%	47%	59%	51%	49%	50%	49%	49%	50%	47%
				D					EFG							
	112	27	86	61	51	60	15	23	15	56	56	92	20	50	25	32
Somewhat disagree	6%	5%	6%	6%	5%	6%	7%	6%	4%	5%	6%	6%	4%	7%	4%	8%
														N		N
	49	14	35	25	24	22	11	9	7	25	24	25	24	26	17	4
Strongly disagree	2%	3%	2%	2%	3%	2%	5%	2%	2%	2%	3%	2%	5%	3%	3%	1%
							EH						K	O		
	64	16	47	44	19	32	5	16	11	34	30	57	7	20	28	7
Don't know	3%	3%	3%	4%	2%	3%	3%	4%	3%	3%	3%	4%	1%	3%	4%	2%
				D												
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	1789	440	1348	939	850	891	175	357	366	967	822	1363	426	641	591	383
Agree (Net)	89%	89%	89%	88%	90%	89%	85%	88%	92%	89%	88%	89%	89%	87%	89%	90%
									F							
	161	41	121	86	75	82	26	32	22	81	80	117	44	76	42	36
Disagree (Net)	8%	8%	8%	8%	8%	8%	13%	8%	5%	8%	9%	8%	9%	10%	6%	9%
							H							N		

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

5_5. Please indicate your level of agreement with the following statements. - Innovation is good for progress, but it also risks creating unforeseen problems.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Strongly agree	784	73	671	40	395	98	216	381	186
	39%	41%	38%	53%	34%	52%	40%	37%	41%
		*		B*		D			
Somewhat agree	1004	65	914	25	640	75	238	544	223
	50%	36%	52%	34%	55%	40%	44%	53%	49%
		*	AC	*	E			F	
Somewhat disagree	112	20	89	3	75	3	38	54	20
	6%	11%	5%	4%	6%	2%	7%	5%	4%
		B*		*	E				
Strongly disagree	49	10	39	*	27	9	22	18	9
	2%	5%	2%	1%	2%	5%	4%	2%	2%
		*		*			G		
Don't know	64	11	46	6	22	2	22	22	19
	3%	6%	3%	8%	2%	1%	4%	2%	4%
		*		B*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	1789	138	1585	66	1035	173	454	925	409
	89%	77%	90%	87%	89%	92%	85%	91%	89%
		*	A	*				F	
Disagree (Net)	161	30	128	4	103	12	60	72	29
	8%	17%	7%	5%	9%	6%	11%	7%	6%
		BC*		*			GH		

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

5_6. Please indicate your level of agreement with the following statements. - In total, innovation tends to bring about more harm than good.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
	224	154	70	102	67	54	68	103	52	45	41	82	55
Strongly agree	11%	16%	7%	17%	10%	7%	9%	16%	9%	12%	10%	11%	12%
		B		DE				FH					
	482	216	266	128	192	162	189	153	140	83	104	189	106
Somewhat agree	24%	22%	26%	21%	28%	22%	25%	23%	23%	23%	24%	25%	22%
					E								
	742	309	433	204	224	314	289	218	235	127	159	275	182
Somewhat disagree	37%	32%	42%	34%	32%	43%	39%	33%	38%	35%	38%	36%	38%
			A			CD							
	404	229	174	106	153	145	133	118	153	68	84	156	96
Strongly disagree	20%	24%	17%	18%	22%	20%	18%	18%	25%	19%	20%	21%	20%
		B							FG				
	162	63	99	55	57	50	68	61	33	37	36	53	37
Don't know	8%	6%	10%	9%	8%	7%	9%	9%	5%	10%	8%	7%	8%
			A					H					
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
	706	369	336	229	259	217	257	256	192	128	145	272	161
Agree (Net)	35%	38%	32%	39%	37%	30%	34%	39%	31%	36%	34%	36%	34%
		B		E	E			H					
	1146	539	607	310	378	459	422	336	388	194	243	431	278
Disagree (Net)	57%	55%	58%	52%	54%	63%	56%	51%	63%	54%	57%	57%	58%
						CD			G				

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

5_6. Please indicate your level of agreement with the following statements. - In total, innovation tends to bring about more harm than good.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
	224	71	153	90	133	138	17	39	29	134	89	171	53	66	94	48
Strongly agree	11%	14%	10%	8%	14%	14%	8%	10%	7%	12%	10%	11%	11%	9%	14%	11%
		B			C	H									M	
	482	138	343	290	192	242	52	107	81	267	215	371	111	157	159	107
Somewhat agree	24%	28%	23%	27%	20%	24%	25%	26%	20%	25%	23%	24%	23%	21%	24%	25%
				D												
	742	162	581	394	348	353	71	147	171	394	348	560	182	302	221	143
Somewhat disagree	37%	32%	38%	37%	37%	35%	35%	36%	43%	36%	37%	36%	38%	41%	33%	34%
									E					N		
	404	88	316	189	215	206	34	79	84	216	188	303	101	156	132	94
Strongly disagree	20%	18%	21%	18%	23%	21%	17%	20%	21%	20%	20%	20%	21%	21%	20%	22%
					C											
	162	39	123	107	56	65	32	33	33	72	91	132	30	55	55	35
Don't know	8%	8%	8%	10%	6%	7%	15%	8%	8%	7%	10%	9%	6%	8%	8%	8%
				D			EGH				I					
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	706	209	496	380	325	380	69	146	110	401	305	542	164	224	252	154
Agree (Net)	35%	42%	33%	36%	34%	38%	33%	36%	28%	37%	33%	35%	34%	30%	38%	36%
		B				H		H							M	
	1146	249	897	583	564	560	106	226	255	610	536	863	283	458	353	237
Disagree (Net)	57%	50%	59%	54%	60%	56%	51%	56%	64%	56%	58%	56%	59%	62%	53%	56%
			A						EFG					N		

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

5_6. Please indicate your level of agreement with the following statements. - In total, innovation tends to bring about more harm than good.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Strongly agree	224	50	149	25	126	37	102	85	37
	11%	28%	8%	34%	11%	20%	19%	8%	8%
		B*		B*		D	GH		
Somewhat agree	482	28	433	20	245	60	104	263	115
	24%	16%	25%	26%	21%	32%	19%	26%	25%
		*		*		D		F	
Somewhat disagree	742	41	683	19	418	60	169	405	169
	37%	23%	39%	25%	36%	32%	32%	40%	37%
		*	AC	*				F	
Strongly disagree	404	47	355	2	314	17	121	203	80
	20%	26%	20%	3%	27%	9%	23%	20%	17%
		C*	C	*	E				
Don't know	162	13	140	9	56	12	40	65	57
	8%	7%	8%	12%	5%	7%	8%	6%	13%
		*		*					FG
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	706	78	582	45	371	98	205	348	152
	35%	44%	33%	60%	32%	52%	38%	34%	33%
		B*		B*		D			
Disagree (Net)	1146	87	1038	21	732	77	290	607	248
	57%	49%	59%	28%	63%	41%	54%	60%	54%
		C*	C	*	E				

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

5. Please indicate your level of agreement with the following statements. - Agree Summary

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
The United States is one of the world's leaders in innovation.	1551	796	755	453	522	576	544	501	506	271	319	595	366
	77%	82%	72%	76%	75%	79%	73%	77%	82%	76%	75%	79%	77%
		B							F				
Innovation is a big part of American culture and history.	1854	887	967	531	641	681	682	585	587	320	396	699	438
	92%	91%	93%	89%	92%	94%	91%	90%	96%	89%	93%	93%	92%
						C			FG				
Society should focus more on innovating to solve problems.	1720	843	877	498	599	623	631	555	534	294	368	656	402
	85%	87%	84%	84%	86%	86%	84%	85%	87%	82%	87%	87%	84%
Society should approach innovation with more caution to ensure we aren't creating bigger problems than we solve.	1651	787	864	480	559	611	630	531	490	296	349	606	400
	82%	81%	83%	81%	81%	84%	84%	81%	80%	83%	82%	80%	84%
Innovation is good for progress, but it also risks creating unforeseen problems.	1789	859	930	510	605	673	651	576	561	307	383	674	426
	89%	88%	89%	86%	87%	93%	87%	88%	92%	85%	90%	89%	89%
						CD							
In total, innovation tends to bring about more harm than good.	706	369	336	229	259	217	257	256	192	128	145	272	161
	35%	38%	32%	39%	37%	30%	34%	39%	31%	36%	34%	36%	34%
		B		E	E			H					

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

5. Please indicate your level of agreement with the following statements. - Agree Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
The United States is one of the world's leaders in innovation.	1551	393	1158	779	772	783	160	289	319	845	706	1185	366	541	551	331
	77%	79%	76%	73%	82%	78%	78%	71%	80%	78%	76%	77%	77%	73%	83%	78%
					C	G			G						M	
Innovation is a big part of American culture and history.	1854	461	1392	964	890	926	183	375	370	1003	851	1420	434	700	605	390
	92%	93%	92%	90%	94%	92%	89%	93%	93%	93%	91%	92%	91%	95%	92%	91%
					C									N		
Society should focus more on innovating to solve problems.	1720	441	1279	891	829	883	163	339	335	925	795	1326	394	659	545	360
	85%	89%	84%	83%	88%	88%	79%	84%	84%	85%	85%	86%	83%	89%	83%	84%
					C	F								N		
Society should approach innovation with more caution to ensure we aren't creating bigger problems than we solve.	1651	404	1246	882	769	812	169	340	330	910	741	1256	394	594	538	358
	82%	81%	82%	82%	81%	81%	82%	84%	83%	84%	80%	82%	83%	81%	81%	84%
										J						
Innovation is good for progress, but it also risks creating unforeseen problems.	1789	440	1348	939	850	891	175	357	366	967	822	1363	426	641	591	383
	89%	89%	89%	88%	90%	89%	85%	88%	92%	89%	88%	89%	89%	87%	89%	90%
									F							
In total, innovation tends to bring about more harm than good.	706	209	496	380	325	380	69	146	110	401	305	542	164	224	252	154
	35%	42%	33%	36%	34%	38%	33%	36%	28%	37%	33%	35%	34%	30%	38%	36%
		B				H		H							M	

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

5. Please indicate your level of agreement with the following statements. - Agree Summary

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
The United States is one of the world's leaders in innovation.	1551	147	1356	49	957	126	416	785	350
	77%	82%	77%	65%	83%	67%	78%	77%	76%
		C*	C	*	E				
Innovation is a big part of American culture and history.	1854	162	1635	57	1105	167	484	946	424
	92%	90%	93%	76%	95%	89%	90%	93%	93%
		C*	C	*	E				
Society should focus more on innovating to solve problems.	1720	151	1511	58	1054	147	447	906	367
	85%	84%	86%	76%	91%	79%	83%	89%	80%
		*		*	E			FH	
Society should approach innovation with more caution to ensure we aren't creating bigger problems than we solve.	1651	128	1457	66	931	170	419	842	390
	82%	71%	83%	88%	80%	91%	78%	83%	85%
		*	A	A*		D			F
Innovation is good for progress, but it also risks creating unforeseen problems.	1789	138	1585	66	1035	173	454	925	409
	89%	77%	90%	87%	89%	92%	85%	91%	89%
		*	A	*				F	
In total, innovation tends to bring about more harm than good.	706	78	582	45	371	98	205	348	152
	35%	44%	33%	60%	32%	52%	38%	34%	33%
		B*		B*		D			

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

5. Please indicate your level of agreement with the following statements. - Disagree Summary

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
The United States is one of the world's leaders in innovation.	353	142	210	101	137	115	151	116	85	56	81	126	90
	18%	15%	20%	17%	20%	16%	20%	18%	14%	16%	19%	17%	19%
			A				H						
Innovation is a big part of American culture and history.	100	59	41	32	36	32	40	41	19	19	13	41	27
	5%	6%	4%	5%	5%	4%	5%	6%	3%	5%	3%	5%	6%
								H					
Society should focus more on innovating to solve problems.	175	81	94	65	48	61	74	50	50	37	33	60	44
	9%	8%	9%	11%	7%	8%	10%	8%	8%	10%	8%	8%	9%
Society should approach innovation with more caution to ensure we aren't creating bigger problems than we solve.	291	156	135	87	111	93	94	87	111	43	60	125	63
	14%	16%	13%	15%	16%	13%	13%	13%	18%	12%	14%	17%	13%
									F				
Innovation is good for progress, but it also risks creating unforeseen problems.	161	85	77	55	70	36	67	48	47	32	33	55	42
	8%	9%	7%	9%	10%	5%	9%	7%	8%	9%	8%	7%	9%
				E	E								
In total, innovation tends to bring about more harm than good.	1146	539	607	310	378	459	422	336	388	194	243	431	278
	57%	55%	58%	52%	54%	63%	56%	51%	63%	54%	57%	57%	58%
					CD				G				

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

5. Please indicate your level of agreement with the following statements. - Disagree Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
The United States is one of the world's leaders in innovation.	353	78	274	215	138	178	31	83	61	171	182	260	93	162	74	72
	18%	16%	18%	20%	15%	18%	15%	21%	15%	16%	20%	17%	19%	22%	11%	17%
				D										N		N
Innovation is a big part of American culture and history.	100	20	80	66	34	51	17	16	17	48	52	66	34	22	35	23
	5%	4%	5%	6%	4%	5%	8%	4%	4%	4%	6%	4%	7%	3%	5%	6%
				D												
Society should focus more on innovating to solve problems.	175	29	146	103	72	74	33	38	30	90	85	113	62	50	69	38
	9%	6%	10%	10%	8%	7%	16%	9%	8%	8%	9%	7%	13%	7%	10%	9%
			A				EH						K		M	
Society should approach innovation with more caution to ensure we aren't creating bigger problems than we solve.	291	76	215	141	150	160	28	50	53	130	161	218	72	113	99	57
	14%	15%	14%	13%	16%	16%	13%	12%	13%	12%	17%	14%	15%	15%	15%	13%
											I					
Innovation is good for progress, but it also risks creating unforeseen problems.	161	41	121	86	75	82	26	32	22	81	80	117	44	76	42	36
	8%	8%	8%	8%	8%	8%	13%	8%	5%	8%	9%	8%	9%	10%	6%	9%
							H							N		
In total, innovation tends to bring about more harm than good.	1146	249	897	583	564	560	106	226	255	610	536	863	283	458	353	237
	57%	50%	59%	54%	60%	56%	51%	56%	64%	56%	58%	56%	59%	62%	53%	56%
			A						EFG					N		

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

 Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

 Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

 Minimum Base: 30 (**), Small Base: 100 (*)

5. Please indicate your level of agreement with the following statements. - Disagree Summary

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
The United States is one of the world's leaders in innovation.	353	24	310	18	167	50	88	186	78
	18%	14%	18%	24%	14%	27%	16%	18%	17%
		*		*		D			
Innovation is a big part of American culture and history.	100	5	85	11	40	18	30	50	21
	5%	3%	5%	14%	3%	10%	6%	5%	5%
		*		AB*		D			
Society should focus more on innovating to solve problems.	175	16	152	7	72	31	59	61	54
	9%	9%	9%	9%	6%	16%	11%	6%	12%
		*		*		D	G		G
Society should approach innovation with more caution to ensure we aren't creating bigger problems than we solve.	291	40	246	5	201	16	92	151	48
	14%	22%	14%	7%	17%	9%	17%	15%	10%
		BC*		*	E		H	H	
Innovation is good for progress, but it also risks creating unforeseen problems.	161	30	128	4	103	12	60	72	29
	8%	17%	7%	5%	9%	6%	11%	7%	6%
		BC*		*			GH		
In total, innovation tends to bring about more harm than good.	1146	87	1038	21	732	77	290	607	248
	57%	49%	59%	28%	63%	41%	54%	60%	54%
		C*	C	*	E				

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

6_1. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Our education system

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (unwtd)	1522	692	830	315	590	617	580	639	303	290	416	531	285
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (wtd)	1551	796	755	453	522	576	544	501	506	271	319	595	366
Very important	855	469	387	246	308	301	303	276	277	155	191	313	197
	55%	59%	51%	54%	59%	52%	56%	55%	55%	57%	60%	53%	54%
		B			E								
Somewhat important	488	231	257	146	147	195	165	161	163	82	85	205	117
	31%	29%	34%	32%	28%	34%	30%	32%	32%	30%	27%	34%	32%
												J	
Somewhat unimportant	97	41	56	23	29	45	38	33	26	20	18	35	24
	6%	5%	7%	5%	6%	8%	7%	7%	5%	7%	6%	6%	7%
Very unimportant	45	28	17	16	16	13	13	11	21	5	15	14	11
	3%	4%	2%	4%	3%	2%	2%	2%	4%	2%	5%	2%	3%
Don't know	65	27	38	22	21	23	26	20	19	10	10	28	17
	4%	3%	5%	5%	4%	4%	5%	4%	4%	4%	3%	5%	5%
Sigma	1551	796	755	453	522	576	544	501	506	271	319	595	366
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Important (Net)	1344	700	644	393	455	496	468	436	440	237	275	518	313
	87%	88%	85%	87%	87%	86%	86%	87%	87%	87%	86%	87%	86%
Unimportant (Net)	142	69	73	39	46	58	51	44	47	24	33	49	35
	9%	9%	10%	9%	9%	10%	9%	9%	9%	9%	10%	8%	9%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

   Minimum Base: 30 (**), Small Base: 100 (*)

6_1. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Our education system

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (unwtd)	1522	376	1146	817	705	728	154	286	354	849	673	1321	201	479	595	324
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (wtd)	1551	393	1158	779	772	783	160	289	319	845	706	1185	366	541	551	331
Very important	855	237	618	439	416	442	86	163	164	470	386	640	215	297	313	183
	55%	60%	53%	56%	54%	57%	54%	56%	51%	56%	55%	54%	59%	55%	57%	55%
							*									
Somewhat important	488	109	380	240	249	236	50	89	114	261	227	378	111	183	167	104
	31%	28%	33%	31%	32%	30%	31%	31%	36%	31%	32%	32%	30%	34%	30%	31%
							*									
Somewhat unimportant	97	23	74	55	43	48	14	11	24	57	41	86	11	25	35	26
	6%	6%	6%	7%	6%	6%	8%	4%	7%	7%	6%	7%	3%	5%	6%	8%
							*									
Very unimportant	45	13	32	12	32	28	3	7	6	28	17	28	17	20	14	5
	3%	3%	3%	2%	4%	4%	2%	3%	2%	3%	2%	2%	5%	4%	3%	1%
					C		*									
Don't know	65	11	54	33	32	28	8	18	11	30	35	54	11	16	22	14
	4%	3%	5%	4%	4%	4%	5%	6%	3%	4%	5%	5%	3%	3%	4%	4%
							*									
Sigma	1551	393	1158	779	772	783	160	289	319	845	706	1185	366	541	551	331
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Important (Net)	1344	346	998	679	665	678	136	252	278	731	613	1018	326	480	480	286
	87%	88%	86%	87%	86%	87%	85%	87%	87%	87%	87%	86%	89%	89%	87%	87%
							*									
Unimportant (Net)	142	37	105	67	75	77	16	19	30	84	58	114	28	46	49	31
	9%	9%	9%	9%	10%	10%	10%	7%	9%	10%	8%	10%	8%	8%	9%	9%
							*									

6_1. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Our education system

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (unwtd)	**1522**	**112**	**1360**	**50**	**941**	**128**	**341**	**794**	**387**
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (wtd)	**1551**	**147**	**1356**	**49**	**957**	**126**	**416**	**785**	**350**
Very important	855	94	729	32	569	59	258	417	179
	55%	64%	54%	66%	59%	47%	62%	53%	51%
		*		*	E	*	GH		
Somewhat important	488	45	434	10	299	34	125	247	117
	31%	30%	32%	21%	31%	27%	30%	31%	33%
		*		*		*			
Somewhat unimportant	97	4	92	2	43	11	20	50	27
	6%	3%	7%	3%	5%	9%	5%	6%	8%
		*		*		*			
Very unimportant	45	*	43	1	19	14	7	28	9
	3%	*	3%	2%	2%	11%	2%	4%	3%
		*		*		D*			
Don't know	65	3	58	4	27	7	6	42	17
	4%	2%	4%	8%	3%	6%	1%	5%	5%
		*		*		*		F	F
Sigma	1551	147	1356	49	957	126	416	785	350
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Important (Net)	1344	139	1163	43	867	93	383	664	296
	87%	95%	86%	87%	91%	74%	92%	85%	85%
		B*		*	E	*	GH		
Unimportant (Net)	142	4	135	3	63	25	27	78	37
	9%	3%	10%	5%	7%	20%	6%	10%	11%
		*		*		D*			

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

6_2. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Our law and regulatory systems

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (unwtd)	1522	692	830	315	590	617	580	639	303	290	416	531	285
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (wtd)	1551	796	755	453	522	576	544	501	506	271	319	595	366
Very important	598	321	277	202	207	188	234	194	169	113	123	222	140
	39%	40%	37%	45%	40%	33%	43%	39%	33%	42%	39%	37%	38%
				E	E		H						
Somewhat important	658	339	318	170	225	263	203	214	241	109	129	262	157
	42%	43%	42%	38%	43%	46%	37%	43%	48%	40%	40%	44%	43%
									F				
Somewhat unimportant	156	73	83	33	48	74	52	50	54	23	41	62	30
	10%	9%	11%	7%	9%	13%	10%	10%	11%	8%	13%	10%	8%
						C							
Very unimportant	41	25	17	12	10	19	15	13	13	8	9	14	11
	3%	3%	2%	3%	2%	3%	3%	3%	3%	3%	3%	2%	3%
Don't know	98	38	60	35	31	32	40	29	29	19	18	35	27
	6%	5%	8%	8%	6%	6%	7%	6%	6%	7%	6%	6%	7%
			A										
Sigma	1551	796	755	453	522	576	544	501	506	271	319	595	366
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Important (Net)	1255	660	595	372	432	451	437	408	410	222	252	484	298
	81%	83%	79%	82%	83%	78%	80%	81%	81%	82%	79%	81%	81%
Unimportant (Net)	197	98	100	45	59	93	67	64	66	31	49	76	41
	13%	12%	13%	10%	11%	16%	12%	13%	13%	11%	15%	13%	11%
						CD							

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

6_2. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Our law and regulatory systems

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (unwtd)	**1522**	**376**	**1146**	**817**	**705**	**728**	**154**	**286**	**354**	**849**	**673**	**1321**	**201**	**479**	**595**	**324**
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (wtd)	**1551**	**393**	**1158**	**779**	**772**	**783**	**160**	**289**	**319**	**845**	**706**	**1185**	**366**	**541**	**551**	**331**
Very important	598	173	424	311	286	303	66	123	105	311	287	421	177	212	213	126
	39%	44%	37%	40%	37%	39%	41%	43%	33%	37%	41%	36%	48%	39%	39%	38%
		B					*	H					K			
Somewhat important	658	147	511	329	329	340	73	97	149	374	284	518	139	247	226	143
	42%	37%	44%	42%	43%	43%	45%	33%	47%	44%	40%	44%	38%	46%	41%	43%
						G	*		G							
Somewhat unimportant	156	42	114	70	86	76	10	29	41	89	67	129	26	43	58	36
	10%	11%	10%	9%	11%	10%	6%	10%	13%	11%	9%	11%	7%	8%	11%	11%
							*									
Very unimportant	41	8	34	19	23	24	1	9	7	28	14	35	6	11	24	5
	3%	2%	3%	2%	3%	3%	1%	3%	2%	3%	2%	3%	2%	2%	4%	1%
							*									
Don't know	98	23	75	50	48	39	11	31	17	44	54	81	17	29	30	22
	6%	6%	6%	6%	6%	5%	7%	11%	5%	5%	8%	7%	5%	5%	5%	7%
							*	EH								
Sigma	1551	393	1158	779	772	783	160	289	319	845	706	1185	366	541	551	331
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Important (Net)	1255	320	935	640	615	643	138	220	254	685	571	939	316	459	439	269
	81%	82%	81%	82%	80%	82%	86%	76%	80%	81%	81%	79%	87%	85%	80%	81%
							G*						K			
Unimportant (Net)	197	49	148	89	108	101	11	38	48	116	81	165	32	53	82	40
	13%	13%	13%	11%	14%	13%	7%	13%	15%	14%	11%	14%	9%	10%	15%	12%
							*		F						M	

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

6_2. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Our law and regulatory systems

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (unwtd)	**1522**	**112**	**1360**	**50**	**941**	**128**	**341**	**794**	**387**
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (wtd)	**1551**	**147**	**1356**	**49**	**957**	**126**	**416**	**785**	**350**
Very important	598	87	489	21	402	39	205	263	130
	39%	59%	36%	44%	42%	31%	49%	33%	37%
		B*		*		*	GH		
Somewhat important	658	48	591	19	430	48	148	375	134
	42%	33%	44%	38%	45%	38%	36%	48%	38%
		*		*		*		FH	
Somewhat unimportant	156	6	148	2	72	20	33	77	45
	10%	4%	11%	5%	7%	16%	8%	10%	13%
		*		*		D*			
Very unimportant	41	3	34	4	25	6	9	18	14
	3%	2%	2%	9%	3%	5%	2%	2%	4%
		*		B*		*			
Don't know	98	2	94	2	29	12	20	52	27
	6%	1%	7%	5%	3%	9%	5%	7%	8%
		*		*		D*			
Sigma	1551	147	1356	49	957	126	416	785	350
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Important (Net)	1255	135	1080	40	832	88	354	638	264
	81%	92%	80%	82%	87%	70%	85%	81%	75%
		B*		*	E	*	H	H	
Unimportant (Net)	197	9	181	7	96	26	43	95	60
	13%	6%	13%	13%	10%	21%	10%	12%	17%
		*		*		D*			F

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

6_3. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - American entrepreneurial spirit

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (unwtd)	**1522**	**692**	**830**	**315**	**590**	**617**	**580**	**639**	**303**	**290**	**416**	**531**	**285**
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (wtd)	**1551**	**796**	**755**	**453**	**522**	**576**	**544**	**501**	**506**	**271**	**319**	**595**	**366**
Very important	849	483	366	218	300	332	268	292	289	143	177	338	191
	55%	61%	49%	48%	57%	58%	49%	58%	57%	53%	55%	57%	52%
		B			C	C		F					
Somewhat important	548	245	304	174	171	203	208	159	181	95	113	202	138
	35%	31%	40%	38%	33%	35%	38%	32%	36%	35%	35%	34%	38%
			A										
Somewhat unimportant	66	31	36	28	23	16	28	20	18	10	13	24	19
	4%	4%	5%	6%	4%	3%	5%	4%	4%	4%	4%	4%	5%
				E									
Very unimportant	21	14	7	11	8	3	8	11	2	6	2	4	9
	1%	2%	1%	2%	2%	*	2%	2%	*	2%	1%	1%	2%
Don't know	66	24	42	23	20	23	32	19	14	17	14	26	9
	4%	3%	6%	5%	4%	4%	6%	4%	3%	6%	4%	4%	2%
			A										
Sigma	1551	796	755	453	522	576	544	501	506	271	319	595	366
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Important (Net)	1398	727	670	392	471	535	476	451	471	238	290	540	329
	90%	91%	89%	86%	90%	93%	87%	90%	93%	88%	91%	91%	90%
						C			F				
Unimportant (Net)	87	45	43	39	30	18	36	31	21	16	15	28	27
	6%	6%	6%	9%	6%	3%	7%	6%	4%	6%	5%	5%	8%
				E									

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

6_3. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - American entrepreneurial spirit

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (unwtd)	**1522**	**376**	**1146**	**817**	**705**	**728**	**154**	**286**	**354**	**849**	**673**	**1321**	**201**	**479**	**595**	**324**
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (wtd)	**1551**	**393**	**1158**	**779**	**772**	**783**	**160**	**289**	**319**	**845**	**706**	**1185**	**366**	**541**	**551**	**331**
Very important	849	213	637	393	457	453	68	146	183	478	371	673	176	274	350	179
	55%	54%	55%	50%	59%	58%	42%	50%	57%	57%	53%	57%	48%	51%	64%	54%
					C	F	*		F			L			MO	
Somewhat important	548	150	398	293	255	261	69	105	113	301	248	402	147	221	160	108
	35%	38%	34%	38%	33%	33%	43%	36%	35%	36%	35%	34%	40%	41%	29%	33%
							*								N	
Somewhat unimportant	66	16	50	41	26	40	4	13	9	29	38	48	19	14	20	22
	4%	4%	4%	5%	3%	5%	3%	5%	3%	3%	5%	4%	5%	3%	4%	7%
							*									M
Very unimportant	21	5	16	12	9	10	7	3	1	11	11	6	15	9	9	3
	1%	1%	1%	2%	1%	1%	4%	1%	*	1%	1%	*	4%	2%	2%	1%
							EH*						K			
Don't know	66	9	57	40	25	19	12	22	12	26	39	57	9	24	12	20
	4%	2%	5%	5%	3%	2%	7%	8%	4%	3%	6%	5%	2%	4%	2%	6%
							E*	E								N
Sigma	1551	393	1158	779	772	783	160	289	319	845	706	1185	366	541	551	331
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Important (Net)	1398	363	1035	686	712	714	137	251	296	779	618	1075	322	495	510	286
	90%	92%	89%	88%	92%	91%	85%	87%	93%	92%	88%	91%	88%	91%	93%	87%
					C		*		FG	J					O	
Unimportant (Net)	87	21	67	53	35	50	11	16	10	39	48	53	34	22	29	24
	6%	5%	6%	7%	4%	6%	7%	6%	3%	5%	7%	4%	9%	4%	5%	7%
							*						K			

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

6_3. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - American entrepreneurial spirit

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (unwtd)	**1522**	**112**	**1360**	**50**	**941**	**128**	**341**	**794**	**387**
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (wtd)	**1551**	**147**	**1356**	**49**	**957**	**126**	**416**	**785**	**350**
Very important	849	93	721	35	569	58	263	411	176
	55%	64%	53%	71%	59%	46%	63%	52%	50%
		*		B*	E	*	GH		
Somewhat important	548	44	495	9	312	49	110	304	134
	35%	30%	37%	18%	33%	39%	26%	39%	38%
		*	C	*		*		F	F
Somewhat unimportant	66	3	60	3	28	13	19	30	18
	4%	2%	4%	7%	3%	11%	4%	4%	5%
		*		*		D*			
Very unimportant	21	-	21	-	17	*	7	13	*
	1%	-	2%	-	2%	*	2%	2%	*
		*		*		*			
Don't know	66	6	59	2	32	5	17	27	22
	4%	4%	4%	3%	3%	4%	4%	3%	6%
		*		*		*			
Sigma	1551	147	1356	49	957	126	416	785	350
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Important (Net)	1398	138	1216	44	880	107	373	715	310
	90%	94%	90%	89%	92%	85%	90%	91%	89%
		*		*		*			
Unimportant (Net)	87	3	81	3	45	14	26	43	18
	6%	2%	6%	7%	5%	11%	6%	5%	5%
		*		*		D*			

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

6_4. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Government support and subsidy

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (unwtd)	1522	692	830	315	590	617	580	639	303	290	416	531	285
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (wtd)	1551	796	755	453	522	576	544	501	506	271	319	595	366
Very important	525	285	240	160	182	183	190	183	153	92	94	216	124
	34%	36%	32%	35%	35%	32%	35%	37%	30%	34%	30%	36%	34%
Somewhat important	665	322	343	181	224	260	227	200	238	113	150	252	150
	43%	40%	45%	40%	43%	45%	42%	40%	47%	41%	47%	42%	41%
Somewhat unimportant	199	113	86	55	59	86	70	68	62	39	47	76	38
	13%	14%	11%	12%	11%	15%	13%	14%	12%	14%	15%	13%	10%
Very unimportant	59	32	27	12	23	24	19	19	21	5	13	18	23
	4%	4%	4%	3%	4%	4%	3%	4%	4%	2%	4%	3%	6%
													I
Don't know	102	44	58	46	33	23	39	31	32	23	15	33	31
	7%	6%	8%	10%	6%	4%	7%	6%	6%	9%	5%	5%	8%
				E									
Sigma	1551	796	755	453	522	576	544	501	506	271	319	595	366
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Important (Net)	1190	607	584	341	407	443	417	383	391	204	244	468	274
	77%	76%	77%	75%	78%	77%	77%	76%	77%	75%	77%	79%	75%
Unimportant (Net)	258	145	113	66	82	110	88	87	83	44	59	94	61
	17%	18%	15%	15%	16%	19%	16%	17%	16%	16%	19%	16%	17%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

6_4. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Government support and subsidy

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (unwtd)	**1522**	**376**	**1146**	**817**	**705**	**728**	**154**	**286**	**354**	**849**	**673**	**1321**	**201**	**479**	**595**	**324**
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (wtd)	**1551**	**393**	**1158**	**779**	**772**	**783**	**160**	**289**	**319**	**845**	**706**	**1185**	**366**	**541**	**551**	**331**
	525	136	390	278	247	267	49	108	101	300	226	379	146	217	172	102
Very important	34%	35%	34%	36%	32%	34%	31%	38%	32%	35%	32%	32%	40%	40%	31%	31%
							*							NO		
	665	168	497	320	345	338	69	107	151	369	296	518	147	231	250	127
Somewhat important	43%	43%	43%	41%	45%	43%	43%	37%	47%	44%	42%	44%	40%	43%	45%	38%
							*		G							
	199	53	146	98	101	95	24	36	44	114	85	152	47	58	74	54
Somewhat unimportant	13%	14%	13%	13%	13%	12%	15%	13%	14%	14%	12%	13%	13%	11%	13%	16%
							*									
	59	17	42	34	25	33	5	9	12	31	27	53	5	8	30	13
Very unimportant	4%	4%	4%	4%	3%	4%	3%	3%	4%	4%	4%	4%	1%	1%	5%	4%
							*								M	
	102	19	83	49	54	49	14	29	11	31	72	83	20	28	25	35
Don't know	7%	5%	7%	6%	7%	6%	8%	10%	3%	4%	10%	7%	5%	5%	4%	11%
							H*	H			I					MN
	1551	393	1158	779	772	783	160	289	319	845	706	1185	366	541	551	331
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Summary																
	1190	304	886	598	593	605	118	215	252	668	522	897	294	448	422	228
Important (Net)	77%	77%	77%	77%	77%	77%	73%	74%	79%	79%	74%	76%	80%	83%	77%	69%
							*							NO		
	258	70	188	132	126	128	29	45	56	146	112	206	52	65	104	67
Unimportant (Net)	17%	18%	16%	17%	16%	16%	18%	16%	18%	17%	16%	17%	14%	12%	19%	20%
							*								M	M

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

6_4. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Government support and subsidy

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (unwtd)	**1522**	**112**	**1360**	**50**	**941**	**128**	**341**	**794**	**387**
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (wtd)	**1551**	**147**	**1356**	**49**	**957**	**126**	**416**	**785**	**350**
Very important	525	78	420	27	369	36	184	236	105
	34%	53%	31%	56%	39%	28%	44%	30%	30%
		B*		B*		*	GH		
Somewhat important	665	49	605	11	421	52	159	353	153
	43%	33%	45%	23%	44%	41%	38%	45%	44%
		*	C	*		*			
Somewhat unimportant	199	9	184	6	114	15	40	107	53
	13%	6%	14%	13%	12%	12%	10%	14%	15%
		*		*		*			
Very unimportant	59	4	53	2	26	11	10	29	20
	4%	3%	4%	4%	3%	9%	2%	4%	6%
		*		*		D*			
Don't know	102	6	94	2	28	12	24	60	19
	7%	4%	7%	4%	3%	9%	6%	8%	5%
		*		*		D*			
Sigma	1551	147	1356	49	957	126	416	785	350
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Important (Net)	1190	127	1025	38	790	88	342	589	259
	77%	87%	76%	79%	82%	70%	82%	75%	74%
		B*		*	E	*	GH		
Unimportant (Net)	258	13	236	8	139	26	50	136	72
	17%	9%	17%	17%	15%	21%	12%	17%	21%
		*		*		*			F

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

6_5. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Immigration policy

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (unwtd)	1522	692	830	315	590	617	580	639	303	290	416	531	285
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (wtd)	1551	796	755	453	522	576	544	501	506	271	319	595	366
Very important	507	290	218	160	174	173	191	161	155	91	100	197	119
	33%	36%	29%	35%	33%	30%	35%	32%	31%	34%	31%	33%	33%
		B											
Somewhat important	509	257	252	141	176	191	161	177	171	104	89	179	136
	33%	32%	33%	31%	34%	33%	30%	35%	34%	38%	28%	30%	37%
										J			J
Somewhat unimportant	260	131	128	74	81	105	84	76	100	44	68	99	49
	17%	17%	17%	16%	16%	18%	15%	15%	20%	16%	21%	17%	14%
											L		
Very unimportant	135	63	72	34	45	56	54	46	35	11	35	60	29
	9%	8%	9%	7%	9%	10%	10%	9%	7%	4%	11%	10%	8%
											I	I	
Don't know	140	55	85	45	45	50	54	41	46	21	28	60	32
	9%	7%	11%	10%	9%	9%	10%	8%	9%	8%	9%	10%	9%
			A										
Sigma	1551	796	755	453	522	576	544	501	506	271	319	595	366
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Important (Net)	1016	546	470	301	350	365	352	338	325	196	188	376	256
	65%	69%	62%	66%	67%	63%	65%	68%	64%	72%	59%	63%	70%
		B								JK			J
Unimportant (Net)	395	195	200	108	126	161	138	122	135	55	103	159	78
	25%	24%	27%	24%	24%	28%	25%	24%	27%	20%	32%	27%	21%
											IL		

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

 Minimum Base: 30 (**), Small Base: 100 (*)

6_5. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Immigration policy

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (unwtd)	**1522**	**376**	**1146**	**817**	**705**	**728**	**154**	**286**	**354**	**849**	**673**	**1321**	**201**	**479**	**595**	**324**
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (wtd)	**1551**	**393**	**1158**	**779**	**772**	**783**	**160**	**289**	**319**	**845**	**706**	**1185**	**366**	**541**	**551**	**331**
	507	160	347	248	259	267	45	97	98	291	216	361	146	163	202	98
Very important	33%	41%	30%	32%	34%	34%	28%	34%	31%	34%	31%	30%	40%	30%	37%	30%
		B					*						K			
	509	125	384	254	255	257	52	95	105	273	235	381	127	216	151	106
Somewhat important	33%	32%	33%	33%	33%	33%	32%	33%	33%	32%	33%	32%	35%	40%	27%	32%
							*							N		
	260	44	216	131	129	137	33	33	57	149	110	204	56	75	99	58
Somewhat unimportant	17%	11%	19%	17%	17%	17%	21%	12%	18%	18%	16%	17%	15%	14%	18%	18%
			A				G*									
	135	34	101	69	66	70	12	27	26	72	63	119	16	47	51	28
Very unimportant	9%	9%	9%	9%	9%	9%	7%	10%	8%	9%	9%	10%	4%	9%	9%	9%
							*					L				
	140	30	110	77	63	51	19	36	34	59	81	120	21	40	47	40
Don't know	9%	8%	10%	10%	8%	7%	12%	12%	11%	7%	11%	10%	6%	7%	9%	12%
							*	E	E		I					
	1551	393	1158	779	772	783	160	289	319	845	706	1185	366	541	551	331
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	1016	285	731	502	514	524	97	192	203	565	451	742	273	379	354	205
Important (Net)	65%	73%	63%	64%	67%	67%	60%	66%	64%	67%	64%	63%	75%	70%	64%	62%
		B					*						K			
	395	78	317	200	195	207	45	61	82	221	174	323	72	122	150	87
Unimportant (Net)	25%	20%	27%	26%	25%	26%	28%	21%	26%	26%	25%	27%	20%	23%	27%	26%
			A				*					L				

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

6_5. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Immigration policy

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (unwtd)	**1522**	**112**	**1360**	**50**	**941**	**128**	**341**	**794**	**387**
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (wtd)	**1551**	**147**	**1356**	**49**	**957**	**126**	**416**	**785**	**350**
Very important	507	71	408	28	338	42	175	220	112
	33%	49%	30%	58%	35%	33%	42%	28%	32%
		B*		B*		*	GH		
Somewhat important	509	53	449	7	333	30	137	277	94
	33%	36%	33%	15%	35%	24%	33%	35%	27%
		C*	C	*		*		H	
Somewhat unimportant	260	11	240	9	147	21	38	158	64
	17%	8%	18%	18%	15%	17%	9%	20%	18%
		*	A	*		*		F	F
Very unimportant	135	6	127	2	79	19	41	57	37
	9%	4%	9%	4%	8%	15%	10%	7%	11%
		*		*		*			
Don't know	140	5	133	3	60	14	26	72	42
	9%	3%	10%	5%	6%	11%	6%	9%	12%
		*		*		*			F
Sigma	1551	147	1356	49	957	126	416	785	350
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Important (Net)	1016	124	856	35	671	71	312	497	207
	65%	85%	63%	73%	70%	57%	75%	63%	59%
		B*		*	E	*	GH		
Unimportant (Net)	395	17	367	11	226	40	79	215	101
	25%	12%	27%	22%	24%	32%	19%	27%	29%
		*	A	*		*		F	F

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E,F/G/H
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E,F/G/H
  Minimum Base: 30 (**), Small Base: 100 (*)

6. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Important Summary

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (unwtd)	1522	692	830	315	590	617	580	639	303	290	416	531	285
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (wtd)	1551	796	755	453	522	576	544	501	506	271	319	595	366
Our education system	1344	700	644	393	455	496	468	436	440	237	275	518	313
	87%	88%	85%	87%	87%	86%	86%	87%	87%	87%	86%	87%	86%
Our law and regulatory systems	1255	660	595	372	432	451	437	408	410	222	252	484	298
	81%	83%	79%	82%	83%	78%	80%	81%	81%	82%	79%	81%	81%
American entrepreneurial spirit	1398	727	670	392	471	535	476	451	471	238	290	540	329
	90%	91%	89%	86%	90%	93%	87%	90%	93%	88%	91%	91%	90%
						C			F				
Government support and subsidy	1190	607	584	341	407	443	417	383	391	204	244	468	274
	77%	76%	77%	75%	78%	77%	77%	76%	77%	75%	77%	79%	75%
Immigration policy	1016	546	470	301	350	365	352	338	325	196	188	376	256
	65%	69%	62%	66%	67%	63%	65%	68%	64%	72%	59%	63%	70%
		B								JK			J

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

6. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Important Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (unwtd)	**1522**	**376**	**1146**	**817**	**705**	**728**	**154**	**286**	**354**	**849**	**673**	**1321**	**201**	**479**	**595**	**324**
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (wtd)	**1551**	**393**	**1158**	**779**	**772**	**783**	**160**	**289**	**319**	**845**	**706**	**1185**	**366**	**541**	**551**	**331**
Our education system	1344	346	998	679	665	678	136	252	278	731	613	1018	326	480	480	286
	87%	88%	86%	87%	86%	87%	85%	87%	87%	87%	87%	86%	89%	89%	87%	87%
							*									
Our law and regulatory systems	1255	320	935	640	615	643	138	220	254	685	571	939	316	459	439	269
	81%	82%	81%	82%	80%	82%	86%	76%	80%	81%	81%	79%	87%	85%	80%	81%
							G*						K			
American entrepreneurial spirit	1398	363	1035	686	712	714	137	251	296	779	618	1075	322	495	510	286
	90%	92%	89%	88%	92%	91%	85%	87%	93%	92%	88%	91%	88%	91%	93%	87%
					C		*		FG	J					O	
Government support and subsidy	1190	304	886	598	593	605	118	215	252	668	522	897	294	448	422	228
	77%	77%	77%	77%	77%	77%	73%	74%	79%	79%	74%	76%	80%	83%	77%	69%
							*							NO		
Immigration policy	1016	285	731	502	514	524	97	192	203	565	451	742	273	379	354	205
	65%	73%	63%	64%	67%	67%	60%	66%	64%	67%	64%	63%	75%	70%	64%	62%
		B					*						K			

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

6. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Important Summary

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (unwtd)	**1522**	**112**	**1360**	**50**	**941**	**128**	**341**	**794**	**387**
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (wtd)	**1551**	**147**	**1356**	**49**	**957**	**126**	**416**	**785**	**350**
Our education system	1344	139	1163	43	867	93	383	664	296
	87%	95%	86%	87%	91%	74%	92%	85%	85%
		B*		*	E	*	GH		
Our law and regulatory systems	1255	135	1080	40	832	88	354	638	264
	81%	92%	80%	82%	87%	70%	85%	81%	75%
		B*		*	E	*	H	H	
American entrepreneurial spirit	1398	138	1216	44	880	107	373	715	310
	90%	94%	90%	89%	92%	85%	90%	91%	89%
		*		*		*			
Government support and subsidy	1190	127	1025	38	790	88	342	589	259
	77%	87%	76%	79%	82%	70%	82%	75%	74%
		B*		*	E	*	GH		
Immigration policy	1016	124	856	35	671	71	312	497	207
	65%	85%	63%	73%	70%	57%	75%	63%	59%
		B*		*	E	*	GH		

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

6. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Unimportant Summary

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (unwtd)	1522	692	830	315	590	617	580	639	303	290	416	531	285
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (wtd)	1551	796	755	453	522	576	544	501	506	271	319	595	366
Our education system	142	69	73	39	46	58	51	44	47	24	33	49	35
	9%	9%	10%	9%	9%	10%	9%	9%	9%	9%	10%	8%	9%
Our law and regulatory systems	197	98	100	45	59	93	67	64	66	31	49	76	41
	13%	12%	13%	10%	11%	16%	12%	13%	13%	11%	15%	13%	11%
						CD							
American entrepreneurial spirit	87	45	43	39	30	18	36	31	21	16	15	28	27
	6%	6%	6%	9%	6%	3%	7%	6%	4%	6%	5%	5%	8%
				E									
Government support and subsidy	258	145	113	66	82	110	88	87	83	44	59	94	61
	17%	18%	15%	15%	16%	19%	16%	17%	16%	16%	19%	16%	17%
Immigration policy	395	195	200	108	126	161	138	122	135	55	103	159	78
	25%	24%	27%	24%	24%	28%	25%	24%	27%	20%	32%	27%	21%
											IL		

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
   Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
   Minimum Base: 30 (**), Small Base: 100 (*)

6. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Unimportant Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (unwtd)	1522	376	1146	817	705	728	154	286	354	849	673	1321	201	479	595	324
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (wtd)	1551	393	1158	779	772	783	160	289	319	845	706	1185	366	541	551	331
Our education system	142	37	105	67	75	77	16	19	30	84	58	114	28	46	49	31
	9%	9%	9%	9%	10%	10%	10%	7%	9%	10%	8%	10%	8%	8%	9%	9%
							*									
Our law and regulatory systems	197	49	148	89	108	101	11	38	48	116	81	165	32	53	82	40
	13%	13%	13%	11%	14%	13%	7%	13%	15%	14%	11%	14%	9%	10%	15%	12%
							*		F						M	
American entrepreneurial spirit	87	21	67	53	35	50	11	16	10	39	48	53	34	22	29	24
	6%	5%	6%	7%	4%	6%	7%	6%	3%	5%	7%	4%	9%	4%	5%	7%
							*						K			
Government support and subsidy	258	70	188	132	126	128	29	45	56	146	112	206	52	65	104	67
	17%	18%	16%	17%	16%	16%	18%	16%	18%	17%	16%	17%	14%	12%	19%	20%
							*								M	M
Immigration policy	395	78	317	200	195	207	45	61	82	221	174	323	72	122	150	87
	25%	20%	27%	26%	25%	26%	28%	21%	26%	26%	25%	27%	20%	23%	27%	26%
			A				*					L				

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

6. How important have the following been in ensuring the US has maintained a lead in the technology sector compared to the rest of the world? - Unimportant Summary

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (unwtd)	**1522**	**112**	**1360**	**50**	**941**	**128**	**341**	**794**	**387**
Base: Q5 (The United States is one of the world's leaders in innovation) = "Strongly agree/Somewhat agree" (wtd)	**1551**	**147**	**1356**	**49**	**957**	**126**	**416**	**785**	**350**
Our education system	142	4	135	3	63	25	27	78	37
	9%	3%	10%	5%	7%	20%	6%	10%	11%
		*		*		D*			
Our law and regulatory systems	197	9	181	7	96	26	43	95	60
	13%	6%	13%	13%	10%	21%	10%	12%	17%
		*		*		D*			F
American entrepreneurial spirit	87	3	81	3	45	14	26	43	18
	6%	2%	6%	7%	5%	11%	6%	5%	5%
		*		*		D*			
Government support and subsidy	258	13	236	8	139	26	50	136	72
	17%	9%	17%	17%	15%	21%	12%	17%	21%
		*		*		*			F
Immigration policy	395	17	367	11	226	40	79	215	101
	25%	12%	27%	22%	24%	32%	19%	27%	29%
		*	A	*		*		F	F

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

7. Which of the following do you think most drives innovators to come up with new ideas?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Seeking a solution to an existing problem	699	315	383	168	260	270	260	212	226	117	158	253	170
	35%	32%	37%	28%	38%	37%	35%	32%	37%	33%	37%	34%	36%
					C	C							
To make money	671	316	355	213	226	232	251	228	192	116	158	248	150
	33%	33%	34%	36%	33%	32%	34%	35%	31%	32%	37%	33%	31%
The desire to create something new	355	189	166	94	112	149	128	95	131	61	51	158	84
	18%	19%	16%	16%	16%	20%	17%	15%	21%	17%	12%	21%	18%
									G			J	
A desire to help people	155	88	67	64	48	43	58	59	38	18	33	63	41
	8%	9%	6%	11%	7%	6%	8%	9%	6%	5%	8%	8%	9%
				E									
Government regulation that incentivizes new answers	32	11	21	13	14	4	14	12	7	9	9	10	4
	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%	1%	1%
					E								
Other	8	5	3	6	2	1	1	7	-	3	1	-	5
	*	1%	*	1%	*	*	*	1%	-	1%	*	-	1%
								FH		K			K
Don't Know	94	47	47	36	31	27	34	41	19	36	15	22	22
	5%	5%	4%	6%	4%	4%	5%	6%	3%	10%	3%	3%	5%
								H		JKL			
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

7. Which of the following do you think most drives innovators to come up with new ideas?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Seeking a solution to an existing problem	699	167	532	353	346	342	57	146	153	374	325	546	153	278	227	143
	35%	34%	35%	33%	37%	34%	28%	36%	38%	35%	35%	36%	32%	38%	34%	33%
									F							
To make money	671	172	499	361	311	343	69	136	123	342	329	506	165	237	216	132
	33%	35%	33%	34%	33%	34%	34%	34%	31%	32%	35%	33%	35%	32%	33%	31%
The desire to create something new	355	84	270	181	174	180	37	58	79	196	158	277	77	131	123	73
	18%	17%	18%	17%	18%	18%	18%	14%	20%	18%	17%	18%	16%	18%	19%	17%
A desire to help people	155	37	117	86	69	79	15	40	22	82	73	98	56	56	48	41
	8%	8%	8%	8%	7%	8%	7%	10%	6%	8%	8%	6%	12%	8%	7%	10%
													K			
Government regulation that incentivizes new answers	32	13	19	17	15	16	7	7	2	22	10	24	9	11	8	9
	2%	3%	1%	2%	2%	2%	3%	2%	1%	2%	1%	2%	2%	1%	1%	2%
								H								
Other	8	*	8	6	2	4	3	2	1	4	4	8	-	4	3	1
	*	*	1%	1%	*	*	1%	*	*	*	*	1%	-	1%	*	*
Don't Know	94	24	71	66	28	41	19	17	17	63	32	77	17	20	36	29
	5%	5%	5%	6%	3%	4%	9%	4%	4%	6%	3%	5%	4%	3%	5%	7%
				D			EH			J					M	M
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

7. Which of the following do you think most drives innovators to come up with new ideas?

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Seeking a solution to an existing problem	699	63	627	8	444	48	162	378	159
	35%	35%	36%	11%	38%	26%	30%	37%	35%
		C*	C	*	E			F	
To make money	671	50	598	24	347	94	181	328	162
	33%	28%	34%	31%	30%	50%	34%	32%	35%
		*		*		D			
The desire to create something new	355	30	313	12	218	21	95	188	71
	18%	17%	18%	15%	19%	11%	18%	18%	16%
		*		*	E				
A desire to help people	155	20	128	7	104	11	55	68	32
	8%	11%	7%	10%	9%	6%	10%	7%	7%
		*		*					
Government regulation that incentivizes new answers	32	3	26	3	14	5	12	12	9
	2%	2%	1%	4%	1%	3%	2%	1%	2%
		*		*					
Other	8	2	2	5	2	1	6	2	*
	*	1%	*	6%	*	1%	1%	*	*
		B*		B*			G		
Don't Know	94	11	67	17	30	7	26	44	24
	5%	6%	4%	22%	3%	4%	5%	4%	5%
		*		AB*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

8. Among the following common settings for innovation, which do you believe produces the most innovation?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Individuals or startups in their own private spaces	728	341	386	210	234	283	273	222	233	117	154	262	195
	36%	35%	37%	35%	34%	39%	37%	34%	38%	33%	36%	35%	41%
Corporate research and development in the private sector	501	231	270	94	191	216	188	143	170	74	121	206	100
	25%	24%	26%	16%	27%	30%	25%	22%	28%	21%	29%	27%	21%
					C	C					IL		
Innovation designed for the U.S. military	211	131	80	81	67	63	66	65	80	47	39	82	43
	10%	13%	8%	14%	10%	9%	9%	10%	13%	13%	9%	11%	9%
		B		E									
University settings	194	102	92	83	53	58	78	71	45	48	40	60	46
	10%	10%	9%	14%	8%	8%	10%	11%	7%	13%	9%	8%	10%
				DE						K			
Government investment	85	52	34	39	36	10	24	40	22	11	16	39	20
	4%	5%	3%	7%	5%	1%	3%	6%	4%	3%	4%	5%	4%
				E	E			F					
Other	29	16	12	17	5	6	6	17	6	4	3	7	14
	1%	2%	1%	3%	1%	1%	1%	3%	1%	1%	1%	1%	3%
				D				F					J
Don't Know	267	99	168	71	107	89	114	96	57	58	51	100	58
	13%	10%	16%	12%	15%	12%	15%	15%	9%	16%	12%	13%	12%
			A				H	H					
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

8. Among the following common settings for innovation, which do you believe produces the most innovation?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Individuals or startups in their own private spaces	728	177	551	377	351	368	70	153	136	382	346	565	163	269	235	156
	36%	35%	36%	35%	37%	37%	34%	38%	34%	35%	37%	37%	34%	36%	36%	37%
Corporate research and development in the private sector	501	112	389	265	236	233	45	91	131	257	243	376	125	191	183	92
	25%	22%	26%	25%	25%	23%	22%	23%	33%	24%	26%	24%	26%	26%	28%	21%
									EFG							
Innovation designed for the U.S. military	211	52	158	104	107	116	25	32	38	120	90	162	49	48	73	61
	10%	10%	10%	10%	11%	12%	12%	8%	9%	11%	10%	11%	10%	7%	11%	14%
															M	M
University settings	194	43	151	87	107	96	24	40	34	97	97	133	61	90	51	39
	10%	9%	10%	8%	11%	10%	12%	10%	9%	9%	10%	9%	13%	12%	8%	9%
					C									N		
Government investment	85	37	49	45	41	53	5	22	6	54	31	61	25	44	26	12
	4%	7%	3%	4%	4%	5%	3%	5%	1%	5%	3%	4%	5%	6%	4%	3%
		B				H		H						O		
Other	29	7	22	20	9	15	6	4	3	14	15	26	2	7	9	10
	1%	1%	1%	2%	1%	1%	3%	1%	1%	1%	2%	2%	1%	1%	1%	2%
Don't Know	267	71	196	172	95	125	31	63	49	158	109	213	54	88	84	57
	13%	14%	13%	16%	10%	12%	15%	15%	12%	15%	12%	14%	11%	12%	13%	13%
				D												
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

8. Among the following common settings for innovation, which do you believe produces the most innovation?

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Individuals or startups in their own private spaces	728	36	676	17	419	66	179	374	174
	36%	20%	38%	22%	36%	35%	33%	37%	38%
		*	AC	*					
Corporate research and development in the private sector	501	38	451	11	322	45	121	279	100
	25%	21%	26%	15%	28%	24%	23%	27%	22%
		*		*				H	
Innovation designed for the U.S. military	211	28	176	7	126	28	41	116	54
	10%	16%	10%	9%	11%	15%	8%	11%	12%
		*		*					
University settings	194	27	160	7	119	13	66	86	42
	10%	15%	9%	10%	10%	7%	12%	8%	9%
		*		*					
Government investment	85	16	63	6	52	4	33	39	13
	4%	9%	4%	7%	4%	2%	6%	4%	3%
		B*		*			H		
Other	29	7	17	5	14	3	17	8	4
	1%	4%	1%	6%	1%	2%	3%	1%	1%
		B*		B*			GH		
Don't Know	267	26	217	23	108	29	78	117	72
	13%	15%	12%	31%	9%	16%	15%	11%	16%
		*		AB*	D				G
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

9_1. Do you expect to see any of the following in your lifetime? - The commercial use of self-driving vehicles

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Yes	1430	699	731	446	490	494	501	469	460	252	300	521	357
	71%	72%	70%	75%	71%	68%	67%	72%	75%	70%	71%	69%	75%
				E					F				
No	359	184	176	85	127	147	167	109	83	66	79	140	74
	18%	19%	17%	14%	18%	20%	22%	17%	14%	18%	19%	19%	16%
						C	GH						
Don't know	225	88	136	63	77	85	80	75	70	41	45	94	44
	11%	9%	13%	11%	11%	12%	11%	12%	11%	12%	11%	12%	9%
			A										
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

9_1. Do you expect to see any of the following in your lifetime? - The commercial use of self-driving vehicles

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	1430	376	1054	724	706	756	140	271	263	764	666	1072	358	560	455	289
Yes	71%	76%	70%	68%	75%	75%	68%	67%	66%	71%	72%	70%	75%	76%	69%	68%
		B			C	GH								NO		
	359	74	285	215	145	154	38	82	86	193	166	291	69	106	128	86
No	18%	15%	19%	20%	15%	15%	18%	20%	22%	18%	18%	19%	14%	14%	19%	20%
				D					E						M	M
	225	48	177	131	94	96	28	52	49	126	99	174	50	71	78	51
Don't know	11%	10%	12%	12%	10%	10%	14%	13%	12%	12%	11%	11%	11%	10%	12%	12%
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

9_1. Do you expect to see any of the following in your lifetime? - The commercial use of self-driving vehicles

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Yes	1430	143	1242	45	896	130	390	747	293
	71%	80%	71%	59%	77%	70%	73%	73%	64%
		C*		*			H	H	
No	359	18	320	21	171	39	96	164	100
	18%	10%	18%	28%	15%	21%	18%	16%	22%
		*		A*					G
Don't know	225	17	198	10	92	18	50	109	66
	11%	10%	11%	13%	8%	9%	9%	11%	14%
		*		*					F
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E,F/G/H
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E,F/G/H
  Minimum Base: 30 (**), Small Base: 100 (*)

9_2. Do you expect to see any of the following in your lifetime? - Flying drones used to deliver packages ordered from online retailers

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
	1640	792	848	506	549	585	584	527	529	282	359	599	400
Yes	81%	82%	81%	85%	79%	81%	78%	81%	86%	79%	85%	79%	84%
				D					FG		K		
	226	118	108	55	90	82	112	73	42	49	36	98	43
No	11%	12%	10%	9%	13%	11%	15%	11%	7%	14%	9%	13%	9%
							H	H		J		J	
	147	61	86	33	55	59	51	54	42	28	29	58	33
Don't know	7%	6%	8%	6%	8%	8%	7%	8%	7%	8%	7%	8%	7%
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

9_2. Do you expect to see any of the following in your lifetime? - Flying drones used to deliver packages ordered from online retailers

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
	1640	413	1227	837	803	831	156	331	321	878	762	1251	389	625	533	338
Yes	81%	83%	81%	78%	85%	83%	76%	82%	81%	81%	82%	81%	82%	85%	81%	79%
					C											
	226	51	175	143	84	101	34	44	47	116	111	165	62	73	76	54
No	11%	10%	12%	13%	9%	10%	17%	11%	12%	11%	12%	11%	13%	10%	12%	13%
				D			E									
	147	33	114	90	58	73	15	29	30	89	59	121	26	40	52	35
Don't know	7%	7%	8%	8%	6%	7%	8%	7%	8%	8%	6%	8%	5%	5%	8%	8%
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

9_2. Do you expect to see any of the following in your lifetime? - Flying drones used to deliver packages ordered from online retailers

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Yes	1640	141	1450	49	990	152	423	859	358
	81%	79%	82%	65%	85%	81%	79%	84%	78%
		*	C	*				FH	
No	226	26	185	15	102	25	69	97	60
	11%	15%	11%	20%	9%	13%	13%	10%	13%
		*		B*					
Don't know	147	11	125	12	67	10	44	63	40
	7%	6%	7%	15%	6%	5%	8%	6%	9%
		*		B*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

9_3. Do you expect to see any of the following in your lifetime? - Short-trip flying vehicles (like flying cars) that could be used to run quick errands

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
	660	382	278	249	236	175	216	225	219	102	134	252	172
Yes	33%	39%	27%	42%	34%	24%	29%	34%	36%	28%	32%	33%	36%
		B		DE	E			F	F				
	1028	464	564	258	346	424	410	318	300	198	225	384	221
No	51%	48%	54%	43%	50%	58%	55%	49%	49%	55%	53%	51%	46%
			A			CD	G						
	326	125	201	87	112	127	122	111	94	59	66	119	83
Don't know	16%	13%	19%	15%	16%	17%	16%	17%	15%	16%	15%	16%	17%
			A										
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

9_3. Do you expect to see any of the following in your lifetime? - Short-trip flying vehicles (like flying cars) that could be used to run quick errands

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
	660	206	454	317	343	378	60	129	93	365	295	440	220	264	201	138
Yes	33%	41%	30%	30%	36%	38%	29%	32%	23%	34%	32%	29%	46%	36%	30%	32%
		B			C	H		H					K			
	1028	223	804	567	461	486	107	198	236	551	477	845	183	355	350	225
No	51%	45%	53%	53%	49%	48%	52%	49%	59%	51%	51%	55%	38%	48%	53%	53%
			A						EG			L				
	326	68	258	186	140	142	39	77	68	167	159	252	74	118	110	63
Don't know	16%	14%	17%	17%	15%	14%	19%	19%	17%	15%	17%	16%	16%	16%	17%	15%
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

9_3. Do you expect to see any of the following in your lifetime? - Short-trip flying vehicles (like flying cars) that could be used to run quick errands

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Yes	660	88	538	34	440	52	213	316	131
	33%	49%	31%	45%	38%	28%	40%	31%	29%
		B*		B*	E		GH		
No	1028	73	923	31	558	116	239	544	245
	51%	41%	52%	41%	48%	62%	45%	53%	54%
		*	A	*		D		F	F
Don't know	326	17	299	10	162	19	85	160	81
	16%	10%	17%	14%	14%	10%	16%	16%	18%
		*		*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B/C,D/E,F/G/H

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B/C,D/E,F/G/H

   Minimum Base: 30 (**), Small Base: 100 (*)

9_4. Do you expect to see any of the following in your lifetime? - Underground tunnels to automatically transport cars through traffic like a subway system

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Yes	855	469	386	306	294	254	291	291	273	161	174	315	205
	42%	48%	37%	52%	42%	35%	39%	44%	44%	45%	41%	42%	43%
		B		DE	E								
No	760	359	400	185	261	314	289	248	223	130	171	272	186
	38%	37%	38%	31%	38%	43%	39%	38%	36%	36%	40%	36%	39%
						C							
Don't know	400	143	257	103	139	158	167	114	118	67	79	168	85
	20%	15%	25%	17%	20%	22%	22%	17%	19%	19%	19%	22%	18%
			A					G					
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

9_4. Do you expect to see any of the following in your lifetime? - Underground tunnels to automatically transport cars through traffic like a subway system

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	855	248	607	431	424	472	90	163	130	462	393	600	255	333	268	179
Yes	42%	50%	40%	40%	45%	47%	44%	40%	33%	43%	42%	39%	53%	45%	41%	42%
		B				H	H						K			
	760	168	592	407	353	364	63	147	185	405	355	612	147	265	256	164
No	38%	34%	39%	38%	37%	36%	31%	36%	47%	37%	38%	40%	31%	36%	39%	38%
									EFG			L				
	400	82	318	232	167	169	53	95	83	216	184	325	75	139	136	84
Don't know	20%	16%	21%	22%	18%	17%	26%	23%	21%	20%	20%	21%	16%	19%	21%	20%
							E	E								
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

9_4. Do you expect to see any of the following in your lifetime? - Underground tunnels to automatically transport cars through traffic like a subway system

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Yes	855	118	707	30	544	66	275	420	160
	42%	66%	40%	39%	47%	35%	51%	41%	35%
		BC*		*	E		GH	H	
No	760	43	682	35	427	93	171	397	192
	38%	24%	39%	46%	37%	50%	32%	39%	42%
		*	A	A*		D		F	F
Don't know	400	18	370	11	188	28	90	203	107
	20%	10%	21%	15%	16%	15%	17%	20%	23%
		*	A	*					F
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

9_5. Do you expect to see any of the following in your lifetime? - Self-operating robots that can act, learn, and adapt without human influence (ex. Delivery drones or house cleaning robots)

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Yes	1267	641	625	423	439	404	456	408	402	221	247	478	320
	63%	66%	60%	71%	63%	56%	61%	63%	66%	62%	58%	63%	67%
		B		DE	E								J
No	490	232	258	108	159	224	192	152	146	87	120	176	107
	24%	24%	25%	18%	23%	31%	26%	23%	24%	24%	28%	23%	22%
						CD							
Don't know	257	97	160	63	96	98	99	93	65	50	57	101	49
	13%	10%	15%	11%	14%	14%	13%	14%	11%	14%	13%	13%	10%
			A										
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

9_5. Do you expect to see any of the following in your lifetime? - Self-operating robots that can act, learn, and adapt without human influence (ex. Delivery drones or house cleaning robots)

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	1267	316	951	650	617	653	132	267	215	648	619	939	328	491	405	263
Yes	63%	64%	63%	61%	65%	65%	64%	66%	54%	60%	66%	61%	69%	67%	61%	62%
						H		H			I		K			
	490	118	372	267	222	238	46	83	123	288	202	387	103	165	170	106
No	24%	24%	25%	25%	24%	24%	22%	20%	31%	27%	22%	25%	22%	22%	26%	25%
									EG	J						
	257	64	193	152	105	115	29	55	59	147	110	211	46	81	86	58
Don't know	13%	13%	13%	14%	11%	11%	14%	14%	15%	14%	12%	14%	10%	11%	13%	14%
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

9_5. Do you expect to see any of the following in your lifetime? - Self-operating robots that can act, learn, and adapt without human influence (ex. Delivery drones or house cleaning robots)

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Yes	1267	132	1086	49	786	113	356	647	263
	63%	74%	62%	64%	68%	61%	67%	63%	58%
		B*		*			H		
No	490	29	443	18	260	54	113	251	127
	24%	16%	25%	24%	22%	29%	21%	25%	28%
		*		*					F
Don't know	257	18	230	9	113	20	67	122	68
	13%	10%	13%	12%	10%	11%	12%	12%	15%
		*		*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

9_6. Do you expect to see any of the following in your lifetime? - Chatbots that can approximate conversations well enough to fool a person into believing they are speaking to another person

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Yes	1262	632	631	420	428	414	442	413	407	223	269	455	316
	63%	65%	60%	71%	62%	57%	59%	63%	66%	62%	63%	60%	66%
				DE					F				
No	449	235	214	120	160	169	187	139	122	76	89	195	89
	22%	24%	21%	20%	23%	23%	25%	21%	20%	21%	21%	26%	19%
												L	
Don't know	303	105	198	54	106	142	118	101	84	60	66	106	70
	15%	11%	19%	9%	15%	20%	16%	15%	14%	17%	16%	14%	15%
			A		C	C							
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

9_6. Do you expect to see any of the following in your lifetime? - Chatbots that can approximate conversations well enough to fool a person into believing they are speaking to another person

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	1262	309	953	633	629	668	125	250	219	645	617	939	324	483	404	264
Yes	63%	62%	63%	59%	67%	66%	61%	62%	55%	60%	66%	61%	68%	66%	61%	62%
					C	H					I					
	449	120	328	252	197	222	49	82	96	255	193	360	89	150	157	99
No	22%	24%	22%	24%	21%	22%	24%	20%	24%	24%	21%	23%	19%	20%	24%	23%
	303	68	235	185	118	115	32	73	83	182	121	238	65	103	100	64
Don't know	15%	14%	16%	17%	13%	11%	16%	18%	21%	17%	13%	15%	14%	14%	15%	15%
				D				E	E							
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

9_6. Do you expect to see any of the following in your lifetime? - Chatbots that can approximate conversations well enough to fool a person into believing they are speaking to another person

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Yes	1262	121	1100	41	745	127	348	626	288
	63%	68%	63%	54%	64%	68%	65%	61%	63%
		*		*					
No	449	35	394	20	265	39	113	236	100
	22%	19%	22%	27%	23%	21%	21%	23%	22%
		*		*					
Don't know	303	23	265	14	149	22	75	159	70
	15%	13%	15%	19%	13%	12%	14%	16%	15%
		*		*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

9. Do you expect to see any of the following in your lifetime? - Grid Table

	Yes	No
	A	B
Base: All Respondents (unwtd)	2014	2014
Base: All Respondents (wtd)	2014	2014
The commercial use of self-driving vehicles	1430	359
	71%	18%
	B	
Flying drones used to deliver packages ordered from online retailers	1640	226
	81%	11%
	B	
Short-trip flying vehicles (like flying cars) that could be used to run quick errands	660	1028
	33%	51%
		A
Underground tunnels to automatically transport cars through traffic like a subway system	855	760
	42%	38%
	B	
Self-operating robots that can act, learn, and adapt without human influence (ex. Delivery drones or house cleaning robots)	1267	490
	63%	24%
	B	
Chatbots that can approximate conversations well enough to fool a person into believing they are speaking to another person	1262	449
	63%	22%
	B	

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B

  Minimum Base: 30 (**), Small Base: 100 (*)

10_1. For the following statements, please indicate your level of agreement. - Self-driving cars will make drivers pay less attention to roads and will make driving more dangerous overall.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1007**	**421**	**586**	**232**	**389**	**386**	**404**	**406**	**197**	**210**	**279**	**336**	**182**
Base: All Answering (wtd)	**1020**	**480**	**540**	**321**	**340**	**359**	**368**	**320**	**332**	**190**	**214**	**393**	**223**
	321	137	184	81	108	132	128	108	85	62	70	117	72
Strongly agree	31%	29%	34%	25%	32%	37%	35%	34%	26%	33%	33%	30%	32%
						C							
	431	209	222	153	132	146	151	132	147	75	77	186	92
Somewhat agree	42%	44%	41%	48%	39%	41%	41%	41%	44%	39%	36%	47%	41%
												J	
	141	70	71	45	49	47	45	40	56	25	32	59	25
Somewhat disagree	14%	15%	13%	14%	14%	13%	12%	13%	17%	13%	15%	15%	11%
	58	32	25	23	25	9	18	17	22	12	16	11	18
Strongly disagree	6%	7%	5%	7%	7%	3%	5%	5%	7%	7%	8%	3%	8%
				E	E						K		K
	69	31	38	19	26	24	26	23	21	16	18	19	17
Don't know	7%	6%	7%	6%	8%	7%	7%	7%	6%	8%	9%	5%	7%
	1020	480	540	321	340	359	368	320	332	190	214	393	223
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
	752	346	406	234	239	278	279	240	232	137	147	304	164
Agree (Net)	74%	72%	75%	73%	71%	78%	76%	75%	70%	72%	69%	77%	74%
												J	
	199	102	96	68	74	57	63	57	79	37	49	70	42
Disagree (Net)	19%	21%	18%	21%	22%	16%	17%	18%	24%	20%	23%	18%	19%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

10_1. For the following statements, please indicate your level of agreement. - Self-driving cars will make drivers pay less attention to roads and will make driving more dangerous overall.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	**1007**	**241**	**766**	**572**	**435**	**489**	**93**	**206**	**219**	**551**	**456**	**865**	**142**	**342**	**363**	**219**
Base: All Answering (wtd)	**1020**	**248**	**771**	**552**	**467**	**512**	**99**	**219**	**190**	**546**	**474**	**768**	**252**	**380**	**329**	**229**
	321	80	241	199	122	151	29	79	63	180	141	255	66	110	107	78
Strongly agree	31%	32%	31%	36%	26%	29%	29%	36%	33%	33%	30%	33%	26%	29%	32%	34%
				D			*									
	431	104	327	219	211	221	49	81	80	226	204	311	120	164	140	91
Somewhat agree	42%	42%	42%	40%	45%	43%	50%	37%	42%	41%	43%	40%	48%	43%	42%	40%
							*									
	141	28	113	61	80	72	12	30	27	77	64	110	31	51	46	32
Somewhat disagree	14%	11%	15%	11%	17%	14%	12%	14%	14%	14%	14%	14%	13%	13%	14%	14%
					C		*									
	58	21	37	29	29	36	5	10	6	32	26	34	24	23	15	18
Strongly disagree	6%	8%	5%	5%	6%	7%	5%	5%	3%	6%	6%	4%	10%	6%	5%	8%
							*						K			
	69	16	53	45	25	32	4	20	14	31	38	59	10	32	22	11
Don't know	7%	7%	7%	8%	5%	6%	4%	9%	7%	6%	8%	8%	4%	8%	7%	5%
							*									
	1020	248	771	552	467	512	99	219	190	546	474	768	252	380	329	229
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	752	183	568	419	333	372	78	159	143	406	346	566	186	274	247	169
Agree (Net)	74%	74%	74%	76%	71%	73%	79%	73%	75%	74%	73%	74%	74%	72%	75%	73%
							*									
	199	49	150	89	110	108	17	40	33	108	90	143	56	74	61	50
Disagree (Net)	19%	20%	19%	16%	23%	21%	17%	18%	17%	20%	19%	19%	22%	19%	18%	22%
					C		*									

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

10_1. For the following statements, please indicate your level of agreement. - Self-driving cars will make drivers pay less attention to roads and will make driving more dangerous overall.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Answering (unwtd)	**1007**	**76**	**895**	**36**	**575**	**103**	**241**	**536**	**230**
Base: All Answering (wtd)	**1020**	**109**	**871**	**39**	**598**	**90**	**293**	**514**	**213**
Strongly agree	321	37	257	27	168	39	113	140	68
	31%	34%	29%	70%	28%	43%	39%	27%	32%
		*		**		D*	G		
Somewhat agree	431	39	386	5	265	33	101	236	93
	42%	36%	44%	13%	44%	37%	35%	46%	44%
		*		**		*		F	
Somewhat disagree	141	10	130	1	94	8	45	70	26
	14%	9%	15%	4%	16%	9%	15%	14%	12%
		*		**		*			
Strongly disagree	58	15	42	-	40	7	13	28	17
	6%	14%	5%	-	7%	7%	4%	5%	8%
		B*		**		*			
Don't know	69	8	56	5	31	4	20	40	9
	7%	7%	6%	13%	5%	4%	7%	8%	4%
		*		**		*			
Sigma	1020	109	871	39	598	90	293	514	213
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	752	76	643	32	433	72	215	376	161
	74%	70%	74%	83%	72%	80%	73%	73%	76%
		*		**		*			
Disagree (Net)	199	25	172	1	134	15	58	98	43
	19%	23%	20%	4%	22%	16%	20%	19%	20%
		*		**		*			

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

10_2. For the following statements, please indicate your level of agreement. - Self-driving cars will remove a lot of human error in driving and will make the roads safer.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1007**	**421**	**586**	**232**	**389**	**386**	**404**	**406**	**197**	**210**	**279**	**336**	**182**
Base: All Answering (wtd)	**1020**	**480**	**540**	**321**	**340**	**359**	**368**	**320**	**332**	**190**	**214**	**393**	**223**
	149	101	48	82	43	24	41	61	47	37	23	46	44
Strongly agree	15%	21%	9%	26%	13%	7%	11%	19%	14%	19%	11%	12%	20%
		B		DE	E			F		JK			JK
	366	186	180	115	123	128	120	106	140	56	89	144	76
Somewhat agree	36%	39%	33%	36%	36%	36%	33%	33%	42%	30%	42%	37%	34%
											I		
	256	97	159	63	80	113	110	81	65	47	43	111	54
Somewhat disagree	25%	20%	29%	20%	24%	31%	30%	25%	20%	25%	20%	28%	24%
			A			CD	H					J	
	151	64	87	29	67	55	61	40	50	25	37	58	31
Strongly disagree	15%	13%	16%	9%	20%	15%	17%	13%	15%	13%	17%	15%	14%
				C									
	98	32	66	32	27	39	36	32	30	25	22	34	18
Don't know	10%	7%	12%	10%	8%	11%	10%	10%	9%	13%	10%	9%	8%
			A										
	1020	480	540	321	340	359	368	320	332	190	214	393	223
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
	515	287	228	197	167	152	162	167	187	93	112	190	120
Agree (Net)	51%	60%	42%	61%	49%	42%	44%	52%	56%	49%	53%	48%	54%
		B		DE					F				
	407	161	246	92	146	168	171	121	115	72	80	169	85
Disagree (Net)	40%	33%	46%	29%	43%	47%	46%	38%	35%	38%	37%	43%	38%
			A		C	C	GH						

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

10_2. For the following statements, please indicate your level of agreement. - Self-driving cars will remove a lot of human error in driving and will make the roads safer.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	**1007**	**241**	**766**	**572**	**435**	**489**	**93**	**206**	**219**	**551**	**456**	**865**	**142**	**342**	**363**	**219**
Base: All Answering (wtd)	**1020**	**248**	**771**	**552**	**467**	**512**	**99**	**219**	**190**	**546**	**474**	**768**	**252**	**380**	**329**	**229**
	149	41	108	64	85	93	18	30	8	80	69	96	53	49	47	45
Strongly agree	15%	17%	14%	12%	18%	18%	18%	14%	4%	15%	15%	13%	21%	13%	14%	20%
					C	H	H*	H					K			
	366	95	271	189	177	185	34	79	68	198	168	273	93	165	107	60
Somewhat agree	36%	38%	35%	34%	38%	36%	34%	36%	36%	36%	35%	36%	37%	43%	32%	26%
							*							NO		
	256	48	208	151	104	116	28	49	63	141	115	203	53	82	92	58
Somewhat disagree	25%	19%	27%	27%	22%	23%	28%	22%	33%	26%	24%	26%	21%	22%	28%	25%
			A				*		EG							
	151	39	112	86	65	80	12	30	30	79	72	116	35	43	50	49
Strongly disagree	15%	16%	14%	16%	14%	16%	12%	14%	16%	15%	15%	15%	14%	11%	15%	21%
							*									M
	98	26	72	61	36	39	7	30	22	48	49	80	18	41	33	18
Don't know	10%	10%	9%	11%	8%	8%	7%	14%	11%	9%	10%	10%	7%	11%	10%	8%
							*	E								
	1020	248	771	552	467	512	99	219	190	546	474	768	252	380	329	229
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	515	136	379	253	262	278	52	110	76	278	238	370	145	214	154	105
Agree (Net)	51%	55%	49%	46%	56%	54%	53%	50%	40%	51%	50%	48%	58%	56%	47%	46%
					C	H	*							NO		
	407	87	320	238	169	195	39	80	92	220	187	318	88	125	143	106
Disagree (Net)	40%	35%	41%	43%	36%	38%	40%	36%	49%	40%	39%	41%	35%	33%	43%	46%
							*		EG						M	M

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

10_2. For the following statements, please indicate your level of agreement. - Self-driving cars will remove a lot of human error in driving and will make the roads safer.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Answering (unwtd)	**1007**	**76**	**895**	**36**	**575**	**103**	**241**	**536**	**230**
Base: All Answering (wtd)	**1020**	**109**	**871**	**39**	**598**	**90**	**293**	**514**	**213**
Strongly agree	149	35	103	11	105	9	66	58	26
	15%	32%	12%	28%	18%	10%	22%	11%	12%
		B*		**		*	GH		
Somewhat agree	366	45	314	7	243	27	102	193	71
	36%	41%	36%	17%	41%	30%	35%	38%	33%
		*		**		*			
Somewhat disagree	256	9	242	5	142	23	58	134	64
	25%	8%	28%	13%	24%	25%	20%	26%	30%
		*	A	**		*			F
Strongly disagree	151	11	129	11	63	26	43	77	31
	15%	10%	15%	27%	11%	28%	15%	15%	14%
		*		**		D*			
Don't know	98	10	83	5	44	6	24	52	22
	10%	9%	10%	14%	7%	7%	8%	10%	10%
		*		**		*			
Sigma	1020	109	871	39	598	90	293	514	213
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	515	80	417	18	348	36	168	251	97
	51%	73%	48%	46%	58%	40%	57%	49%	46%
		B*		**	E	*	H		
Disagree (Net)	407	20	371	16	205	48	101	211	94
	40%	18%	43%	40%	34%	53%	34%	41%	44%
		*	A	**		D*			

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

10_3. For the following statements, please indicate your level of agreement. - Self-driving cars will help make teenagers safer, more competent drivers.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1007**	**421**	**586**	**232**	**389**	**386**	**404**	**406**	**197**	**210**	**279**	**336**	**182**
Base: All Answering (wtd)	**1020**	**480**	**540**	**321**	**340**	**359**	**368**	**320**	**332**	**190**	**214**	**393**	**223**
	111	67	44	52	40	20	22	48	41	20	14	44	34
Strongly agree	11%	14%	8%	16%	12%	5%	6%	15%	12%	10%	6%	11%	15%
		B		E	E			F	F				J
	253	134	119	86	72	95	84	90	78	49	56	105	43
Somewhat agree	25%	28%	22%	27%	21%	27%	23%	28%	24%	26%	26%	27%	19%
	283	117	166	100	80	103	114	69	100	54	60	111	58
Somewhat disagree	28%	24%	31%	31%	24%	29%	31%	22%	30%	29%	28%	28%	26%
							G						
	268	120	148	54	109	105	111	76	80	48	58	97	65
Strongly disagree	26%	25%	27%	17%	32%	29%	30%	24%	24%	25%	27%	25%	29%
					C	C							
	105	42	63	30	39	36	36	37	32	19	27	36	23
Don't know	10%	9%	12%	9%	12%	10%	10%	11%	10%	10%	13%	9%	10%
	1020	480	540	321	340	359	368	320	332	190	214	393	223
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
	364	201	163	137	112	115	106	138	119	69	70	149	76
Agree (Net)	36%	42%	30%	43%	33%	32%	29%	43%	36%	36%	33%	38%	34%
		B		DE				F					
	550	237	314	154	189	208	225	145	180	102	117	207	124
Disagree (Net)	54%	49%	58%	48%	56%	58%	61%	45%	54%	54%	55%	53%	55%
			A				G						

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
   Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
   Minimum Base: 30 (**), Small Base: 100 (*)

10_3. For the following statements, please indicate your level of agreement. - Self-driving cars will help make teenagers safer, more competent drivers.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	1007	241	766	572	435	489	93	206	219	551	456	865	142	342	363	219
Base: All Answering (wtd)	1020	248	771	552	467	512	99	219	190	546	474	768	252	380	329	229
	111	37	74	48	62	77	7	18	9	72	39	77	34	46	37	22
Strongly agree	11%	15%	10%	9%	13%	15%	7%	8%	5%	13%	8%	10%	14%	12%	11%	10%
						GH	*			J						
	253	63	190	127	126	126	22	52	53	135	118	189	63	108	85	41
Somewhat agree	25%	25%	25%	23%	27%	25%	22%	24%	28%	25%	25%	25%	25%	28%	26%	18%
							*							O		
	283	61	222	155	128	130	35	58	60	148	135	207	76	100	83	75
Somewhat disagree	28%	24%	29%	28%	27%	25%	36%	26%	32%	27%	29%	27%	30%	26%	25%	33%
							*									
	268	64	204	161	106	134	30	59	45	132	136	212	56	86	90	70
Strongly disagree	26%	26%	26%	29%	23%	26%	30%	27%	24%	24%	29%	28%	22%	23%	27%	30%
							*									
	105	24	81	61	45	45	5	33	22	60	46	83	22	40	35	21
Don't know	10%	10%	11%	11%	10%	9%	5%	15%	12%	11%	10%	11%	9%	11%	11%	9%
							*	E								
	1020	248	771	552	467	512	99	219	190	546	474	768	252	380	329	229
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	364	100	264	175	189	203	29	70	63	207	157	266	97	153	122	64
Agree (Net)	36%	40%	34%	32%	40%	40%	29%	32%	33%	38%	33%	35%	39%	40%	37%	28%
					C		*							O		
	550	124	426	316	234	264	65	116	105	279	271	418	132	186	172	145
Disagree (Net)	54%	50%	55%	57%	50%	52%	66%	53%	55%	51%	57%	54%	52%	49%	52%	63%
							*									MN

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

10_3. For the following statements, please indicate your level of agreement. - Self-driving cars will help make teenagers safer, more competent drivers.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Answering (unwtd)	**1007**	**76**	**895**	**36**	**575**	**103**	**241**	**536**	**230**
Base: All Answering (wtd)	**1020**	**109**	**871**	**39**	**598**	**90**	**293**	**514**	**213**
Strongly agree	111	39	61	11	77	9	58	33	20
	11%	36%	7%	28%	13%	9%	20%	6%	10%
		B*		**		*	GH		
Somewhat agree	253	30	216	6	181	16	74	132	47
	25%	28%	25%	16%	30%	17%	25%	26%	22%
		*		**	E	*			
Somewhat disagree	283	13	266	4	175	17	65	147	70
	28%	12%	31%	9%	29%	19%	22%	29%	33%
		*	A	**		*			F
Strongly disagree	268	13	243	11	115	41	71	146	50
	26%	12%	28%	29%	19%	46%	24%	28%	24%
		*	A	**		D*			
Don't know	105	13	85	7	49	8	25	56	25
	10%	12%	10%	19%	8%	9%	8%	11%	12%
		*		**		*			
Sigma	1020	109	871	39	598	90	293	514	213
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	364	70	277	17	258	24	132	165	67
	36%	64%	32%	44%	43%	27%	45%	32%	32%
		B*		**	E	*	GH		
Disagree (Net)	550	27	509	15	290	59	137	294	120
	54%	24%	58%	38%	49%	65%	47%	57%	57%
		*	A	**		D*		F	

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

10_4. For the following statements, please indicate your level of agreement. - I worry that self-driving cars will struggle to adapt to unusual road conditions such as weather, pedestrians, bikers, or wild animals.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1007**	**421**	**586**	**232**	**389**	**386**	**404**	**406**	**197**	**210**	**279**	**336**	**182**
Base: All Answering (wtd)	**1020**	**480**	**540**	**321**	**340**	**359**	**368**	**320**	**332**	**190**	**214**	**393**	**223**
Strongly agree	443	187	255	129	164	149	178	147	118	81	96	166	100
	43%	39%	47%	40%	48%	42%	48%	46%	35%	42%	45%	42%	45%
			A				H	H					
Somewhat agree	405	186	218	121	114	169	140	118	147	71	89	158	87
	40%	39%	40%	38%	34%	47%	38%	37%	44%	37%	41%	40%	39%
						D							
Somewhat disagree	87	55	32	29	30	29	28	28	31	14	17	40	17
	9%	12%	6%	9%	9%	8%	8%	9%	9%	7%	8%	10%	7%
		B											
Strongly disagree	39	27	13	14	20	5	7	9	22	7	7	11	13
	4%	6%	2%	4%	6%	1%	2%	3%	7%	4%	3%	3%	6%
		B			E				F				
Don't know	46	24	22	28	12	6	14	18	14	17	5	19	6
	5%	5%	4%	9%	4%	2%	4%	6%	4%	9%	2%	5%	2%
				DE						JL			
Sigma	1020	480	540	321	340	359	368	320	332	190	214	393	223
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Agree (Net)	847	374	474	251	278	319	318	265	264	152	185	323	187
	83%	78%	88%	78%	82%	89%	86%	83%	80%	80%	86%	82%	84%
			A			CD							
Disagree (Net)	126	82	44	43	50	34	36	37	53	21	25	51	30
	12%	17%	8%	13%	15%	9%	10%	12%	16%	11%	12%	13%	13%
		B											

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

10_4. For the following statements, please indicate your level of agreement. - I worry that self-driving cars will struggle to adapt to unusual road conditions such as weather, pedestrians, bikers, or wild animals.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	**1007**	**241**	**766**	**572**	**435**	**489**	**93**	**206**	**219**	**551**	**456**	**865**	**142**	**342**	**363**	**219**
Base: All Answering (wtd)	**1020**	**248**	**771**	**552**	**467**	**512**	**99**	**219**	**190**	**546**	**474**	**768**	**252**	**380**	**329**	**229**
	443	114	328	254	188	221	44	104	73	238	205	337	105	155	153	94
Strongly agree	43%	46%	43%	46%	40%	43%	45%	48%	38%	44%	43%	44%	42%	41%	46%	41%
							*									
	405	90	315	215	190	198	36	75	96	219	186	305	99	159	131	82
Somewhat agree	40%	36%	41%	39%	41%	39%	36%	34%	51%	40%	39%	40%	39%	42%	40%	36%
							*		EG							
	87	23	64	39	48	48	6	21	12	46	41	63	24	33	21	30
Somewhat disagree	9%	9%	8%	7%	10%	9%	6%	10%	6%	8%	9%	8%	9%	9%	6%	13%
							*									N
	39	10	29	18	21	26	4	5	5	21	18	22	17	13	14	12
Strongly disagree	4%	4%	4%	3%	5%	5%	4%	2%	3%	4%	4%	3%	7%	3%	4%	5%
							*									
	46	11	35	26	20	19	9	14	3	22	24	40	6	19	11	11
Don't know	5%	4%	5%	5%	4%	4%	9%	7%	2%	4%	5%	5%	3%	5%	3%	5%
							H*	H								
	1020	248	771	552	467	512	99	219	190	546	474	768	252	380	329	229
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	847	204	643	469	378	419	80	179	169	457	390	643	205	314	284	176
Agree (Net)	83%	82%	83%	85%	81%	82%	81%	82%	89%	84%	82%	84%	81%	83%	86%	77%
							*		E						O	
	126	34	93	57	69	74	10	26	17	67	59	85	41	47	34	42
Disagree (Net)	12%	14%	12%	10%	15%	14%	10%	12%	9%	12%	13%	11%	16%	12%	10%	18%
							*									N

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

10_4. For the following statements, please indicate your level of agreement. - I worry that self-driving cars will struggle to adapt to unusual road conditions such as weather, pedestrians, bikers, or wild animals.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Answering (unwtd)	**1007**	**76**	**895**	**36**	**575**	**103**	**241**	**536**	**230**
Base: All Answering (wtd)	**1020**	**109**	**871**	**39**	**598**	**90**	**293**	**514**	**213**
Strongly agree	443	41	375	26	242	50	125	215	102
	43%	38%	43%	67%	41%	55%	43%	42%	48%
		*		**		D*			
Somewhat agree	405	31	368	5	253	27	94	230	81
	40%	28%	42%	14%	42%	30%	32%	45%	38%
		*		**	E	*		F	
Somewhat disagree	87	18	67	1	58	5	35	42	10
	9%	17%	8%	4%	10%	6%	12%	8%	5%
		B*		**		*	H		
Strongly disagree	39	12	26	1	28	6	18	12	10
	4%	11%	3%	2%	5%	6%	6%	2%	5%
		B*		**		*	G		
Don't know	46	7	34	5	17	3	21	16	9
	5%	6%	4%	13%	3%	3%	7%	3%	4%
		*		**		*	G		
Sigma	1020	109	871	39	598	90	293	514	213
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	847	72	744	31	496	77	219	445	183
	83%	66%	85%	81%	83%	85%	75%	87%	86%
		*	A	**		*		F	F
Disagree (Net)	126	30	94	2	85	11	53	53	20
	12%	28%	11%	6%	14%	12%	18%	10%	10%
		B*		**		*	GH		

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

10_5. For the following statements, please indicate your level of agreement. - I would feel safer if I knew most cars on the road were self-driving.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1007**	**421**	**586**	**232**	**389**	**386**	**404**	**406**	**197**	**210**	**279**	**336**	**182**
Base: All Answering (wtd)	**1020**	**480**	**540**	**321**	**340**	**359**	**368**	**320**	**332**	**190**	**214**	**393**	**223**
Strongly agree	122	82	40	64	38	21	35	47	40	25	18	46	33
	12%	17%	7%	20%	11%	6%	10%	15%	12%	13%	8%	12%	15%
		B		DE	E								
Somewhat agree	187	108	79	63	73	51	59	55	73	31	43	76	38
	18%	22%	15%	20%	22%	14%	16%	17%	22%	16%	20%	19%	17%
		B			E								
Somewhat disagree	290	120	170	102	69	119	111	86	93	59	59	116	56
	28%	25%	32%	32%	20%	33%	30%	27%	28%	31%	28%	29%	25%
				D		D							
Strongly disagree	325	121	204	59	119	148	126	98	101	52	77	123	73
	32%	25%	38%	18%	35%	41%	34%	31%	30%	27%	36%	31%	33%
			A		C	C							
Don't know	95	49	46	34	41	20	36	34	25	24	17	32	22
	9%	10%	9%	11%	12%	6%	10%	11%	7%	12%	8%	8%	10%
					E								
Sigma	1020	480	540	321	340	359	368	320	332	190	214	393	223
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Agree (Net)	309	190	119	127	111	72	94	102	113	56	60	122	71
	30%	40%	22%	40%	33%	20%	25%	32%	34%	29%	28%	31%	32%
		B		E	E								
Disagree (Net)	615	241	374	160	188	267	238	183	194	111	136	239	129
	60%	50%	69%	50%	55%	74%	65%	57%	58%	58%	64%	61%	58%
			A			CD							

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

 Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

10_5. For the following statements, please indicate your level of agreement. - I would feel safer if I knew most cars on the road were self-driving.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	1007	241	766	572	435	489	93	206	219	551	456	865	142	342	363	219
Base: All Answering (wtd)	1020	248	771	552	467	512	99	219	190	546	474	768	252	380	329	229
	122	34	88	50	72	80	8	27	8	75	47	81	41	48	32	39
Strongly agree	12%	14%	11%	9%	15%	16%	8%	12%	4%	14%	10%	11%	16%	13%	10%	17%
					C	H	*	H								N
	187	49	138	92	95	101	23	40	23	103	84	126	61	76	56	39
Somewhat agree	18%	20%	18%	17%	20%	20%	23%	18%	12%	19%	18%	16%	24%	20%	17%	17%
						H	*									
	290	63	227	170	120	137	34	54	65	143	147	228	62	109	97	53
Somewhat disagree	28%	25%	29%	31%	26%	27%	35%	24%	34%	26%	31%	30%	24%	29%	30%	23%
							*									
	325	77	248	188	137	150	31	65	80	182	143	251	74	101	115	82
Strongly disagree	32%	31%	32%	34%	29%	29%	31%	30%	42%	33%	30%	33%	29%	27%	35%	36%
							*		EG						M	
	95	25	70	53	43	44	3	34	14	43	53	81	14	46	28	15
Don't know	9%	10%	9%	10%	9%	9%	3%	16%	8%	8%	11%	11%	6%	12%	9%	7%
							*	EFH								
	1020	248	771	552	467	512	99	219	190	546	474	768	252	380	329	229
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	309	83	226	142	167	181	31	67	31	178	131	207	102	124	88	78
Agree (Net)	30%	33%	29%	26%	36%	35%	31%	30%	16%	33%	28%	27%	41%	33%	27%	34%
					C	H*	H						K			
	615	140	475	357	258	287	65	118	144	325	290	480	135	210	213	136
Disagree (Net)	60%	56%	62%	65%	55%	56%	66%	54%	76%	60%	61%	62%	54%	55%	65%	59%
				D			*		EG						M	

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

 Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

 Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

 Minimum Base: 30 (**), Small Base: 100 (*)

10_5. For the following statements, please indicate your level of agreement. - I would feel safer if I knew most cars on the road were self-driving.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Answering (unwtd)	**1007**	**76**	**895**	**36**	**575**	**103**	**241**	**536**	**230**
Base: All Answering (wtd)	**1020**	**109**	**871**	**39**	**598**	**90**	**293**	**514**	**213**
Strongly agree	122	39	70	13	84	9	58	38	27
	12%	36%	8%	33%	14%	10%	20%	7%	13%
		B*		**		*	G		
Somewhat agree	187	26	158	3	129	7	60	93	35
	18%	24%	18%	9%	22%	8%	20%	18%	16%
		*		**	E	*			
Somewhat disagree	290	17	268	5	190	19	68	164	58
	28%	15%	31%	14%	32%	21%	23%	32%	27%
		*	A	**		*		F	
Strongly disagree	325	11	301	13	161	44	78	172	75
	32%	10%	35%	33%	27%	49%	27%	34%	35%
		*	A	**		D*			
Don't know	95	16	74	4	34	11	30	47	19
	9%	15%	9%	12%	6%	13%	10%	9%	9%
		*		**		D*			
Sigma	1020	109	871	39	598	90	293	514	213
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	309	65	228	16	213	16	117	131	61
	30%	59%	26%	42%	36%	18%	40%	25%	29%
		B*		**	E	*	GH		
Disagree (Net)	615	28	569	18	350	63	146	337	133
	60%	26%	65%	47%	59%	70%	50%	65%	62%
		*	A	**		*		F	F

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

10_6. For the following statements, please indicate your level of agreement. - Most drivers occasionally drive distracted.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1007**	**421**	**586**	**232**	**389**	**386**	**404**	**406**	**197**	**210**	**279**	**336**	**182**
Base: All Answering (wtd)	**1020**	**480**	**540**	**321**	**340**	**359**	**368**	**320**	**332**	**190**	**214**	**393**	**223**
Strongly agree	564	243	321	170	200	194	188	183	193	97	121	224	121
	55%	51%	59%	53%	59%	54%	51%	57%	58%	51%	57%	57%	54%
			A										
Somewhat agree	363	184	179	107	110	146	141	100	121	69	82	138	73
	36%	38%	33%	33%	32%	41%	38%	31%	37%	37%	38%	35%	33%
						D							
Somewhat disagree	62	31	31	22	25	15	36	16	10	11	8	24	18
	6%	7%	6%	7%	7%	4%	10%	5%	3%	6%	4%	6%	8%
							GH						
Strongly disagree	12	10	3	8	2	2	2	9	1	5	1	2	5
	1%	2%	*	2%	1%	1%	*	3%	*	2%	*	*	2%
								F					
Don't know	19	12	7	14	3	2	1	12	6	8	3	4	5
	2%	3%	1%	4%	1%	1%	*	4%	2%	4%	1%	1%	2%
				DE				F					
Sigma	1020	480	540	321	340	359	368	320	332	190	214	393	223
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Agree (Net)	927	427	500	277	310	340	328	283	315	167	203	362	195
	91%	89%	93%	86%	91%	95%	89%	89%	95%	88%	95%	92%	87%
						C			FG		IL		
Disagree (Net)	74	41	33	30	27	17	38	25	12	16	9	26	24
	7%	9%	6%	9%	8%	5%	10%	8%	3%	8%	4%	7%	11%
							H						J

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

10_6. For the following statements, please indicate your level of agreement. - Most drivers occasionally drive distracted.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	**1007**	**241**	**766**	**572**	**435**	**489**	**93**	**206**	**219**	**551**	**456**	**865**	**142**	**342**	**363**	**219**
Base: All Answering (wtd)	**1020**	**248**	**771**	**552**	**467**	**512**	**99**	**219**	**190**	**546**	**474**	**768**	**252**	**380**	**329**	**229**
	564	140	423	297	267	285	55	122	102	309	255	449	115	197	183	144
Strongly agree	55%	57%	55%	54%	57%	56%	56%	56%	54%	57%	54%	58%	46%	52%	56%	63%
							*					L				M
	363	86	277	196	166	173	30	80	79	186	177	266	97	146	117	66
Somewhat agree	36%	35%	36%	36%	36%	34%	31%	36%	42%	34%	37%	35%	38%	38%	36%	29%
							*									
	62	14	49	42	20	35	9	13	5	25	37	31	31	26	16	15
Somewhat disagree	6%	5%	6%	8%	4%	7%	9%	6%	3%	5%	8%	4%	12%	7%	5%	7%
							*						K			
	12	-	12	7	5	7	3	2	1	10	2	3	9	2	8	1
Strongly disagree	1%	-	2%	1%	1%	1%	3%	1%	*	2%	*	*	4%	*	2%	*
							*						K			
	19	8	10	10	9	12	1	3	3	15	4	19	-	9	5	3
Don't know	2%	3%	1%	2%	2%	2%	1%	1%	1%	3%	1%	2%	-	2%	1%	1%
							*									
	1020	248	771	552	467	512	99	219	190	546	474	768	252	380	329	229
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	927	226	700	493	433	458	85	202	181	495	431	715	212	343	300	210
Agree (Net)	91%	91%	91%	89%	93%	90%	86%	92%	96%	91%	91%	93%	84%	90%	91%	92%
							*		EF			L				
	74	14	61	49	26	41	12	15	6	35	39	34	40	28	25	16
Disagree (Net)	7%	5%	8%	9%	5%	8%	13%	7%	3%	6%	8%	4%	16%	7%	7%	7%
						H	H*						K			

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

10_6. For the following statements, please indicate your level of agreement. - Most drivers occasionally drive distracted.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Answering (unwtd)	**1007**	**76**	**895**	**36**	**575**	**103**	**241**	**536**	**230**
Base: All Answering (wtd)	**1020**	**109**	**871**	**39**	**598**	**90**	**293**	**514**	**213**
Strongly agree	564	67	475	23	337	57	157	297	110
	55%	61%	54%	58%	56%	63%	54%	58%	52%
		*		**		*			
Somewhat agree	363	31	323	9	221	27	98	182	82
	36%	28%	37%	23%	37%	30%	34%	35%	39%
		*		**		*			
Somewhat disagree	62	5	54	3	32	3	21	26	15
	6%	5%	6%	7%	5%	4%	7%	5%	7%
		*		**		*			
Strongly disagree	12	-	12	-	5	3	5	5	2
	1%	-	1%	-	1%	3%	2%	1%	1%
		*		**		*			
Don't know	19	7	8	4	2	-	11	4	3
	2%	6%	1%	12%	*	-	4%	1%	2%
		B*		**		*	G		
Sigma	1020	109	871	39	598	90	293	514	213
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	927	97	797	32	558	84	255	479	193
	91%	89%	92%	81%	93%	93%	87%	93%	91%
		*		**		*		F	
Disagree (Net)	74	5	66	3	37	6	26	31	17
	7%	5%	8%	7%	6%	7%	9%	6%	8%
		*		**		*			

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

10. For the following statements, please indicate your level of agreement. - Agree Summary

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1007**	**421**	**586**	**232**	**389**	**386**	**404**	**406**	**197**	**210**	**279**	**336**	**182**
Base: All Answering (wtd)	**1020**	**480**	**540**	**321**	**340**	**359**	**368**	**320**	**332**	**190**	**214**	**393**	**223**
Self-driving cars will make drivers pay less attention to roads and will make driving more dangerous overall.	752	346	406	234	239	278	279	240	232	137	147	304	164
	74%	72%	75%	73%	71%	78%	76%	75%	70%	72%	69%	77%	74%
												J	
Self-driving cars will remove a lot of human error in driving and will make the roads safer.	515	287	228	197	167	152	162	167	187	93	112	190	120
	51%	60%	42%	61%	49%	42%	44%	52%	56%	49%	53%	48%	54%
		B		DE					F				
Self-driving cars will help make teenagers safer, more competent drivers.	364	201	163	137	112	115	106	138	119	69	70	149	76
	36%	42%	30%	43%	33%	32%	29%	43%	36%	36%	33%	38%	34%
		B		DE				F					
I worry that self-driving cars will struggle to adapt to unusual road conditions such as weather, pedestrians, bikers, or wild animals.	847	374	474	251	278	319	318	265	264	152	185	323	187
	83%	78%	88%	78%	82%	89%	86%	83%	80%	80%	86%	82%	84%
			A			CD							
I would feel safer if I knew most cars on the road were self-driving.	309	190	119	127	111	72	94	102	113	56	60	122	71
	30%	40%	22%	40%	33%	20%	25%	32%	34%	29%	28%	31%	32%
			B	E	E								
Most drivers occasionally drive distracted.	927	427	500	277	310	340	328	283	315	167	203	362	195
	91%	89%	93%	86%	91%	95%	89%	89%	95%	88%	95%	92%	87%
				C					FG		IL		

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

10. For the following statements, please indicate your level of agreement. - Agree Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	**1007**	**241**	**766**	**572**	**435**	**489**	**93**	**206**	**219**	**551**	**456**	**865**	**142**	**342**	**363**	**219**
Base: All Answering (wtd)	**1020**	**248**	**771**	**552**	**467**	**512**	**99**	**219**	**190**	**546**	**474**	**768**	**252**	**380**	**329**	**229**
Self-driving cars will make drivers pay less attention to roads and will make driving more dangerous overall.	752	183	568	419	333	372	78	159	143	406	346	566	186	274	247	169
	74%	74%	74%	76%	71%	73%	79%	73%	75%	74%	73%	74%	74%	72%	75%	73%
							*									
Self-driving cars will remove a lot of human error in driving and will make the roads safer.	515	136	379	253	262	278	52	110	76	278	238	370	145	214	154	105
	51%	55%	49%	46%	56%	54%	53%	50%	40%	51%	50%	48%	58%	56%	47%	46%
				C		H	*							NO		
Self-driving cars will help make teenagers safer, more competent drivers.	364	100	264	175	189	203	29	70	63	207	157	266	97	153	122	64
	36%	40%	34%	32%	40%	40%	29%	32%	33%	38%	33%	35%	39%	40%	37%	28%
					C		*							O		
I worry that self-driving cars will struggle to adapt to unusual road conditions such as weather, pedestrians, bikers, or wild animals.	847	204	643	469	378	419	80	179	169	457	390	643	205	314	284	176
	83%	82%	83%	85%	81%	82%	81%	82%	89%	84%	82%	84%	81%	83%	86%	77%
							*		E						O	
I would feel safer if I knew most cars on the road were self-driving.	309	83	226	142	167	181	31	67	31	178	131	207	102	124	88	78
	30%	33%	29%	26%	36%	35%	31%	30%	16%	33%	28%	27%	41%	33%	27%	34%
					C	H	H*						K			
Most drivers occasionally drive distracted.	927	226	700	493	433	458	85	202	181	495	431	715	212	343	300	210
	91%	91%	91%	89%	93%	90%	86%	92%	96%	91%	91%	93%	84%	90%	91%	92%
							*		EF			L				

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

10. For the following statements, please indicate your level of agreement. - Agree Summary

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Answering (unwtd)	**1007**	**76**	**895**	**36**	**575**	**103**	**241**	**536**	**230**
Base: All Answering (wtd)	**1020**	**109**	**871**	**39**	**598**	**90**	**293**	**514**	**213**
Self-driving cars will make drivers pay less attention to roads and will make driving more dangerous overall.	752	76	643	32	433	72	215	376	161
	74%	70%	74%	83%	72%	80%	73%	73%	76%
		*		**		*			
Self-driving cars will remove a lot of human error in driving and will make the roads safer.	515	80	417	18	348	36	168	251	97
	51%	73%	48%	46%	58%	40%	57%	49%	46%
		B*		**	E	*	H		
Self-driving cars will help make teenagers safer, more competent drivers.	364	70	277	17	258	24	132	165	67
	36%	64%	32%	44%	43%	27%	45%	32%	32%
		B*		**	E	*	GH		
I worry that self-driving cars will struggle to adapt to unusual road conditions such as weather, pedestrians, bikers, or wild animals.	847	72	744	31	496	77	219	445	183
	83%	66%	85%	81%	83%	85%	75%	87%	86%
		*	A	**		*		F	F
I would feel safer if I knew most cars on the road were self-driving.	309	65	228	16	213	16	117	131	61
	30%	59%	26%	42%	36%	18%	40%	25%	29%
		B*		**	E	*	GH		
Most drivers occasionally drive distracted.	927	97	797	32	558	84	255	479	193
	91%	89%	92%	81%	93%	93%	87%	93%	91%
		*		**		*		F	

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:
  Columns Tested (5%): A/B/C,D/E,F/G/H
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E,F/G/H
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

10. For the following statements, please indicate your level of agreement. - Disagree Summary

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1007**	**421**	**586**	**232**	**389**	**386**	**404**	**406**	**197**	**210**	**279**	**336**	**182**
Base: All Answering (wtd)	**1020**	**480**	**540**	**321**	**340**	**359**	**368**	**320**	**332**	**190**	**214**	**393**	**223**
Self-driving cars will make drivers pay less attention to roads and will make driving more dangerous overall.	199	102	96	68	74	57	63	57	79	37	49	70	42
	19%	21%	18%	21%	22%	16%	17%	18%	24%	20%	23%	18%	19%
Self-driving cars will remove a lot of human error in driving and will make the roads safer.	407	161	246	92	146	168	171	121	115	72	80	169	85
	40%	33%	46%	29%	43%	47%	46%	38%	35%	38%	37%	43%	38%
			A		C	C	GH						
Self-driving cars will help make teenagers safer, more competent drivers.	550	237	314	154	189	208	225	145	180	102	117	207	124
	54%	49%	58%	48%	56%	58%	61%	45%	54%	54%	55%	53%	55%
			A				G						
I worry that self-driving cars will struggle to adapt to unusual road conditions such as weather, pedestrians, bikers, or wild animals.	126	82	44	43	50	34	36	37	53	21	25	51	30
	12%	17%	8%	13%	15%	9%	10%	12%	16%	11%	12%	13%	13%
		B											
I would feel safer if I knew most cars on the road were self-driving.	615	241	374	160	188	267	238	183	194	111	136	239	129
	60%	50%	69%	50%	55%	74%	65%	57%	58%	58%	64%	61%	58%
			A			CD							
Most drivers occasionally drive distracted.	74	41	33	30	27	17	38	25	12	16	9	26	24
	7%	9%	6%	9%	8%	5%	10%	8%	3%	8%	4%	7%	11%
							H						J

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

10. For the following statements, please indicate your level of agreement. - Disagree Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	**1007**	**241**	**766**	**572**	**435**	**489**	**93**	**206**	**219**	**551**	**456**	**865**	**142**	**342**	**363**	**219**
Base: All Answering (wtd)	**1020**	**248**	**771**	**552**	**467**	**512**	**99**	**219**	**190**	**546**	**474**	**768**	**252**	**380**	**329**	**229**
Self-driving cars will make drivers pay less attention to roads and will make driving more dangerous overall.	199	49	150	89	110	108	17	40	33	108	90	143	56	74	61	50
	19%	20%	19%	16%	23%	21%	17%	18%	17%	20%	19%	19%	22%	19%	18%	22%
					C		*									
Self-driving cars will remove a lot of human error in driving and will make the roads safer.	407	87	320	238	169	195	39	80	92	220	187	318	88	125	143	106
	40%	35%	41%	43%	36%	38%	40%	36%	49%	40%	39%	41%	35%	33%	43%	46%
							*		EG						M	M
Self-driving cars will help make teenagers safer, more competent drivers.	550	124	426	316	234	264	65	116	105	279	271	418	132	186	172	145
	54%	50%	55%	57%	50%	52%	66%	53%	55%	51%	57%	54%	52%	49%	52%	63%
							*									MN
I worry that self-driving cars will struggle to adapt to unusual road conditions such as weather, pedestrians, bikers, or wild animals.	126	34	93	57	69	74	10	26	17	67	59	85	41	47	34	42
	12%	14%	12%	10%	15%	14%	10%	12%	9%	12%	13%	11%	16%	12%	10%	18%
							*									N
I would feel safer if I knew most cars on the road were self-driving.	615	140	475	357	258	287	65	118	144	325	290	480	135	210	213	136
	60%	56%	62%	65%	55%	56%	66%	54%	76%	60%	61%	62%	54%	55%	65%	59%
				D			*		EG						M	
Most drivers occasionally drive distracted.	74	14	61	49	26	41	12	15	6	35	39	34	40	28	25	16
	7%	5%	8%	9%	5%	8%	13%	7%	3%	6%	8%	4%	16%	7%	7%	7%
						H	H*						K			

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

10. For the following statements, please indicate your level of agreement. - Disagree Summary

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Answering (unwtd)	**1007**	**76**	**895**	**36**	**575**	**103**	**241**	**536**	**230**
Base: All Answering (wtd)	**1020**	**109**	**871**	**39**	**598**	**90**	**293**	**514**	**213**
Self-driving cars will make drivers pay less attention to roads and will make driving more dangerous overall.	199	25	172	1	134	15	58	98	43
	19%	23%	20%	4%	22%	16%	20%	19%	20%
		*		**		*			
Self-driving cars will remove a lot of human error in driving and will make the roads safer.	407	20	371	16	205	48	101	211	94
	40%	18%	43%	40%	34%	53%	34%	41%	44%
		*	A	**		D*			
Self-driving cars will help make teenagers safer, more competent drivers.	550	27	509	15	290	59	137	294	120
	54%	24%	58%	38%	49%	65%	47%	57%	57%
		*	A	**		D*		F	
I worry that self-driving cars will struggle to adapt to unusual road conditions such as weather, pedestrians, bikers, or wild animals.	126	30	94	2	85	11	53	53	20
	12%	28%	11%	6%	14%	12%	18%	10%	10%
		B*		**		*	GH		
I would feel safer if I knew most cars on the road were self-driving.	615	28	569	18	350	63	146	337	133
	60%	26%	65%	47%	59%	70%	50%	65%	62%
		*	A	**		*		F	F
Most drivers occasionally drive distracted.	74	5	66	3	37	6	26	31	17
	7%	5%	8%	7%	6%	7%	9%	6%	8%
		*		**		*			

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:
  Columns Tested (5%): A/B/C,D/E,F/G/H
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E,F/G/H
  Minimum Base: 30 (**), Small Base: 100 (*)

11_1. For the following statements, please indicate your level of agreement. - I would pay less attention to the road and more time relaxing if I had a self-driving car for my commute.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1007**	**438**	**569**	**201**	**400**	**406**	**401**	**433**	**173**	**180**	**285**	**343**	**199**
Base: All Answering (wtd)	**994**	**491**	**503**	**273**	**354**	**367**	**380**	**333**	**281**	**169**	**210**	**363**	**253**
Strongly agree	180	107	73	72	74	34	60	64	57	41	35	66	37
	18%	22%	14%	27%	21%	9%	16%	19%	20%	24%	17%	18%	15%
		B		E	E								
Somewhat agree	259	139	120	66	92	101	86	85	88	39	51	93	75
	26%	28%	24%	24%	26%	27%	23%	25%	31%	23%	24%	26%	30%
Somewhat disagree	219	107	112	57	67	95	88	69	61	36	43	84	56
	22%	22%	22%	21%	19%	26%	23%	21%	22%	21%	20%	23%	22%
						D							
Strongly disagree	276	105	171	60	94	123	131	94	51	39	69	97	70
	28%	21%	34%	22%	26%	33%	35%	28%	18%	23%	33%	27%	28%
			A			C	H	H					
Don't know	61	33	28	17	28	16	15	22	24	13	12	22	14
	6%	7%	5%	6%	8%	4%	4%	7%	9%	8%	6%	6%	5%
Sigma	994	491	503	273	354	367	380	333	281	169	210	363	253
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Agree (Net)	439	246	193	138	166	134	146	148	145	80	87	160	113
	44%	50%	38%	51%	47%	37%	38%	44%	52%	47%	41%	44%	45%
		B		E	E				F				
Disagree (Net)	495	212	283	117	160	217	219	163	112	75	112	181	127
	50%	43%	56%	43%	45%	59%	58%	49%	40%	45%	53%	50%	50%
			A			CD	GH						

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

11_1. For the following statements, please indicate your level of agreement. - I would pay less attention to the road and more time relaxing if I had a self-driving car for my commute.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	**1007**	**246**	**761**	**560**	**447**	**469**	**112**	**197**	**229**	**563**	**444**	**879**	**128**	**332**	**357**	**214**
Base: All Answering (wtd)	**994**	**249**	**745**	**517**	**477**	**494**	**107**	**185**	**208**	**537**	**458**	**769**	**225**	**357**	**331**	**197**
	180	69	111	62	118	115	17	34	13	100	79	130	50	75	64	29
Strongly agree	18%	27%	15%	12%	25%	23%	16%	18%	6%	19%	17%	17%	22%	21%	19%	15%
		B			C	H	H*	H					*			
	259	70	189	116	143	133	32	35	59	157	102	207	52	100	90	47
Somewhat agree	26%	28%	25%	22%	30%	27%	30%	19%	29%	29%	22%	27%	23%	28%	27%	24%
					C		*			J			*			
	219	33	186	136	83	95	25	42	57	106	113	176	42	75	70	46
Somewhat disagree	22%	13%	25%	26%	17%	19%	24%	22%	27%	20%	25%	23%	19%	21%	21%	23%
			A	D			*		E				*			
	276	63	213	182	94	109	30	68	69	138	138	205	71	89	88	61
Strongly disagree	28%	25%	29%	35%	20%	22%	28%	37%	33%	26%	30%	27%	32%	25%	27%	31%
				D			*	E	E				*			
	61	15	45	22	39	42	3	6	9	35	26	51	10	18	20	15
Don't know	6%	6%	6%	4%	8%	8%	3%	3%	5%	6%	6%	7%	4%	5%	6%	7%
					C		*						*			
	994	249	745	517	477	494	107	185	208	537	458	769	225	357	331	197
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	439	138	301	177	261	248	49	69	73	258	181	337	102	175	154	75
Agree (Net)	44%	55%	40%	34%	55%	50%	46%	37%	35%	48%	40%	44%	45%	49%	46%	38%
		B			C	GH	*			J			*			
	495	96	399	318	177	204	55	110	126	244	250	381	114	164	158	107
Disagree (Net)	50%	38%	54%	61%	37%	41%	51%	59%	61%	46%	55%	50%	50%	46%	48%	54%
			A	D			*	E	E		I		*			

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

11_1. For the following statements, please indicate your level of agreement. - I would pay less attention to the road and more time relaxing if I had a self-driving car for my commute.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Answering (unwtd)	**1007**	**57**	**908**	**42**	**577**	**96**	**215**	**504**	**288**
Base: All Answering (wtd)	**994**	**69**	**889**	**37**	**562**	**97**	**243**	**506**	**245**
Strongly agree	180	21	153	6	118	19	54	91	34
	18%	30%	17%	16%	21%	19%	22%	18%	14%
		B*		*		*	H		
Somewhat agree	259	15	238	6	150	15	56	147	56
	26%	22%	27%	17%	27%	15%	23%	29%	23%
		*		*		*			
Somewhat disagree	219	14	196	8	129	18	60	111	48
	22%	21%	22%	22%	23%	19%	25%	22%	20%
		*		*		*			
Strongly disagree	276	10	254	12	146	38	54	131	91
	28%	14%	29%	34%	26%	39%	22%	26%	37%
		*		A*		*			FG
Don't know	61	9	48	4	18	7	19	26	16
	6%	13%	5%	11%	3%	7%	8%	5%	7%
		B*		*		*			
Sigma	994	69	889	37	562	97	243	506	245
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	439	36	391	12	268	33	110	238	90
	44%	52%	44%	33%	48%	35%	45%	47%	37%
		*		*		*		H	
Disagree (Net)	495	24	450	20	275	57	114	242	139
	50%	35%	51%	56%	49%	59%	47%	48%	57%
		*		*		*			G

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

11_2. For the following statements, please indicate your level of agreement. - I would like self-driving cars to work like cruise control so that I could quickly turn it off and take over if I feel it's necessary.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1007**	**438**	**569**	**201**	**400**	**406**	**401**	**433**	**173**	**180**	**285**	**343**	**199**
Base: All Answering (wtd)	**994**	**491**	**503**	**273**	**354**	**367**	**380**	**333**	**281**	**169**	**210**	**363**	**253**
Strongly agree	493	269	224	150	172	171	204	158	132	73	99	190	131
	50%	55%	45%	55%	49%	47%	54%	47%	47%	43%	47%	52%	52%
		B											
Somewhat agree	310	146	163	80	107	123	106	105	98	56	71	109	74
	31%	30%	32%	29%	30%	33%	28%	32%	35%	33%	34%	30%	29%
Somewhat disagree	58	28	30	12	26	20	20	17	21	8	12	16	22
	6%	6%	6%	5%	7%	5%	5%	5%	7%	5%	6%	4%	9%
Strongly disagree	89	31	58	20	32	37	34	34	21	21	19	32	17
	9%	6%	12%	7%	9%	10%	9%	10%	8%	12%	9%	9%	7%
			A										
Don't know	44	16	28	10	17	17	15	20	10	10	9	16	9
	4%	3%	6%	4%	5%	5%	4%	6%	3%	6%	4%	4%	3%
Sigma	994	491	503	273	354	367	380	333	281	169	210	363	253
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Agree (Net)	803	416	387	230	279	293	310	263	230	130	170	298	205
	81%	85%	77%	84%	79%	80%	82%	79%	82%	77%	81%	82%	81%
		B											
Disagree (Net)	147	59	88	33	58	56	54	51	42	29	31	48	40
	15%	12%	18%	12%	16%	15%	14%	15%	15%	17%	15%	13%	16%
			A										

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

 Minimum Base: 30 (**), Small Base: 100 (*)

11_2. For the following statements, please indicate your level of agreement. - I would like self-driving cars to work like cruise control so that I could quickly turn it off and take over if I feel it's necessary.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	**1007**	**246**	**761**	**560**	**447**	**469**	**112**	**197**	**229**	**563**	**444**	**879**	**128**	**332**	**357**	**214**
Base: All Answering (wtd)	**994**	**249**	**745**	**517**	**477**	**494**	**107**	**185**	**208**	**537**	**458**	**769**	**225**	**357**	**331**	**197**
	493	131	362	264	230	242	47	101	103	245	248	381	112	157	164	112
Strongly agree	50%	53%	49%	51%	48%	49%	44%	55%	49%	46%	54%	50%	50%	44%	50%	57%
							*				I		*			M
	310	77	233	149	161	156	42	50	62	176	134	232	78	140	96	46
Somewhat agree	31%	31%	31%	29%	34%	32%	39%	27%	30%	33%	29%	30%	35%	39%	29%	24%
							*						*	NO		
	58	15	44	34	24	26	6	12	14	41	17	48	10	16	25	14
Somewhat disagree	6%	6%	6%	7%	5%	5%	6%	7%	7%	8%	4%	6%	4%	4%	8%	7%
							*				J		*			
	89	19	70	51	38	44	10	16	20	48	41	74	15	27	28	17
Strongly disagree	9%	8%	9%	10%	8%	9%	9%	8%	9%	9%	9%	10%	7%	8%	8%	9%
							*						*			
	44	7	37	20	25	26	2	6	10	27	17	34	11	18	18	7
Don't know	4%	3%	5%	4%	5%	5%	2%	3%	5%	5%	4%	4%	5%	5%	5%	4%
							*						*			
	994	249	745	517	477	494	107	185	208	537	458	769	225	357	331	197
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	803	208	595	413	390	398	89	152	164	421	382	613	190	296	260	159
Agree (Net)	81%	84%	80%	80%	82%	81%	83%	82%	79%	78%	83%	80%	84%	83%	79%	81%
							*						*			
	147	33	114	85	62	70	16	28	34	89	58	123	25	43	53	31
Disagree (Net)	15%	13%	15%	16%	13%	14%	15%	15%	16%	17%	13%	16%	11%	12%	16%	16%
							*						*			

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

11_2. For the following statements, please indicate your level of agreement. - I would like self-driving cars to work like cruise control so that I could quickly turn it off and take over if I feel it's necessary.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Answering (unwtd)	**1007**	**57**	**908**	**42**	**577**	**96**	**215**	**504**	**288**
Base: All Answering (wtd)	**994**	**69**	**889**	**37**	**562**	**97**	**243**	**506**	**245**
Strongly agree	493	40	444	10	287	40	131	247	115
	50%	57%	50%	28%	51%	42%	54%	49%	47%
		C*	C	*		*			
Somewhat agree	310	16	284	9	198	33	72	163	74
	31%	24%	32%	25%	35%	35%	30%	32%	30%
		*		*		*			
Somewhat disagree	58	2	51	5	24	4	12	29	17
	6%	3%	6%	14%	4%	4%	5%	6%	7%
		*		*		*			
Strongly disagree	89	3	78	8	34	16	14	44	31
	9%	5%	9%	21%	6%	17%	6%	9%	13%
		*		AB*		D*			F
Don't know	44	7	32	4	17	3	14	22	8
	4%	11%	4%	12%	3%	3%	6%	4%	3%
		B*		B*		*			
Sigma	994	69	889	37	562	97	243	506	245
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	803	56	728	19	486	74	203	411	189
	81%	81%	82%	53%	86%	76%	84%	81%	77%
		C*	C	*		*			
Disagree (Net)	147	6	129	13	59	20	26	74	48
	15%	8%	14%	35%	10%	21%	11%	15%	20%
		*		AB*		D*			F

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

　Columns Tested (5%): A/B/C,D/E,F/G/H

　Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

　Columns Tested (5%): A/B/C,D/E,F/G/H

　Minimum Base: 30 (**), Small Base: 100 (*)

11_3. For the following statements, please indicate your level of agreement. - Self-driving cars will make me a safer, more competent driver.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1007**	**438**	**569**	**201**	**400**	**406**	**401**	**433**	**173**	**180**	**285**	**343**	**199**
Base: All Answering (wtd)	**994**	**491**	**503**	**273**	**354**	**367**	**380**	**333**	**281**	**169**	**210**	**363**	**253**
Strongly agree	106	74	33	52	38	16	30	40	36	17	22	44	23
	11%	15%	6%	19%	11%	4%	8%	12%	13%	10%	11%	12%	9%
		B		DE	E								
Somewhat agree	232	128	104	66	84	82	66	84	82	48	46	84	54
	23%	26%	21%	24%	24%	22%	17%	25%	29%	28%	22%	23%	22%
								F	F				
Somewhat disagree	259	118	142	54	96	110	102	80	77	37	58	90	74
	26%	24%	28%	20%	27%	30%	27%	24%	27%	22%	27%	25%	29%
						C							
Strongly disagree	289	128	161	69	96	124	144	87	58	49	54	112	74
	29%	26%	32%	25%	27%	34%	38%	26%	20%	29%	26%	31%	29%
							GH						
Don't know	108	44	64	33	40	35	37	43	29	17	30	34	27
	11%	9%	13%	12%	11%	10%	10%	13%	10%	10%	14%	9%	11%
Sigma	994	491	503	273	354	367	380	333	281	169	210	363	253
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Summary

	Total	Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
Agree (Net)	338	202	136	118	122	98	96	124	118	65	68	127	78
	34%	41%	27%	43%	35%	27%	25%	37%	42%	38%	32%	35%	31%
		B		E	E			F	F				
Disagree (Net)	548	245	303	122	192	234	247	167	135	87	112	202	148
	55%	50%	60%	45%	54%	64%	65%	50%	48%	51%	53%	56%	59%
			A			CD	GH						

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

11_3. For the following statements, please indicate your level of agreement. - Self-driving cars will make me a safer, more competent driver.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	**1007**	**246**	**761**	**560**	**447**	**469**	**112**	**197**	**229**	**563**	**444**	**879**	**128**	**332**	**357**	**214**
Base: All Answering (wtd)	**994**	**249**	**745**	**517**	**477**	**494**	**107**	**185**	**208**	**537**	**458**	**769**	**225**	**357**	**331**	**197**
	106	53	53	36	70	66	14	17	8	76	31	83	23	38	36	31
Strongly agree	11%	21%	7%	7%	15%	13%	13%	9%	4%	14%	7%	11%	10%	11%	11%	16%
			B		C	H	H*			J			*			
	232	55	177	103	128	128	15	36	53	136	96	166	65	85	78	41
Somewhat agree	23%	22%	24%	20%	27%	26%	14%	19%	26%	25%	21%	22%	29%	24%	23%	21%
					C	F	*		F				*			
	259	56	203	150	110	124	27	50	57	137	122	210	49	96	87	53
Somewhat disagree	26%	23%	27%	29%	23%	25%	25%	27%	28%	26%	27%	27%	22%	27%	26%	27%
							*						*			
	289	58	231	181	108	121	42	63	63	136	153	235	54	88	101	57
Strongly disagree	29%	23%	31%	29%	23%	25%	39%	34%	30%	25%	33%	30%	24%	25%	30%	29%
				D			E*	E			I		*			
	108	26	82	47	61	54	9	19	26	53	56	75	33	49	29	16
Don't know	11%	11%	11%	9%	13%	11%	9%	10%	12%	10%	12%	10%	15%	14%	9%	8%
							*						*			
	994	249	745	517	477	494	107	185	208	537	458	769	225	357	331	197
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	338	108	230	139	199	194	29	53	61	211	127	249	88	123	114	72
Agree (Net)	34%	43%	31%	27%	42%	39%	27%	29%	30%	39%	28%	32%	39%	35%	34%	36%
		B			C	FGH	*			J			*			
	548	115	433	331	217	245	69	113	121	273	275	444	104	184	188	109
Disagree (Net)	55%	46%	58%	64%	46%	50%	64%	61%	58%	51%	60%	58%	46%	52%	57%	55%
			A	D			E*	E			I	L	*			

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

11_3. For the following statements, please indicate your level of agreement. - Self-driving cars will make me a safer, more competent driver.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Answering (unwtd)	**1007**	**57**	**908**	**42**	**577**	**96**	**215**	**504**	**288**
Base: All Answering (wtd)	**994**	**69**	**889**	**37**	**562**	**97**	**243**	**506**	**245**
Strongly agree	106	23	76	7	60	16	47	43	16
	11%	34%	9%	19%	11%	16%	19%	9%	6%
		B*		B*		*	GH		
Somewhat agree	232	19	209	4	157	9	64	113	55
	23%	27%	24%	11%	28%	9%	26%	22%	22%
		*		*	E	*			
Somewhat disagree	259	15	234	10	154	16	57	143	59
	26%	21%	26%	28%	27%	17%	23%	28%	24%
		*		*		*			
Strongly disagree	289	3	275	11	134	45	51	145	93
	29%	4%	31%	31%	24%	47%	21%	29%	38%
		*	A	A*		D*			FG
Don't know	108	10	95	4	56	11	24	62	23
	11%	14%	11%	11%	10%	11%	10%	12%	9%
		*		*		*			
Sigma	994	69	889	37	562	97	243	506	245
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	338	42	285	11	217	25	111	156	71
	34%	61%	32%	31%	39%	26%	46%	31%	29%
		BC*		*		*	GH		
Disagree (Net)	548	18	509	21	289	61	108	288	152
	55%	26%	57%	59%	51%	64%	45%	57%	62%
		*	A	A*		*		F	F

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

11_4. For the following statements, please indicate your level of agreement. - I trust self-driving cars to adapt as well or better than I do to unusual road conditions such as weather, pedestrians, bikers, or wild animals.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1007**	**438**	**569**	**201**	**400**	**406**	**401**	**433**	**173**	**180**	**285**	**343**	**199**
Base: All Answering (wtd)	**994**	**491**	**503**	**273**	**354**	**367**	**380**	**333**	**281**	**169**	**210**	**363**	**253**
	123	79	44	61	40	22	44	34	45	20	20	48	36
Strongly agree	12%	16%	9%	23%	11%	6%	12%	10%	16%	12%	9%	13%	14%
		B		DE	E								
	240	134	106	71	86	83	77	95	68	42	57	82	58
Somewhat agree	24%	27%	21%	26%	24%	23%	20%	28%	24%	25%	27%	23%	23%
								F					
	285	123	162	64	110	111	92	99	95	51	55	104	74
Somewhat disagree	29%	25%	32%	23%	31%	30%	24%	30%	34%	30%	26%	29%	29%
			A										
	281	128	153	63	90	129	146	78	57	41	62	110	68
Strongly disagree	28%	26%	30%	23%	25%	35%	38%	23%	20%	24%	29%	30%	27%
						CD	GH						
	65	28	37	15	28	23	21	28	16	14	16	18	17
Don't know	7%	6%	7%	5%	8%	6%	5%	9%	6%	9%	8%	5%	7%
	994	491	503	273	354	367	380	333	281	169	210	363	253
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
	363	212	151	132	126	105	121	128	113	62	77	130	94
Agree (Net)	36%	43%	30%	48%	35%	29%	32%	38%	40%	37%	36%	36%	37%
		B		DE									
	566	251	315	126	200	240	238	177	152	93	117	215	142
Disagree (Net)	57%	51%	63%	46%	57%	65%	63%	53%	54%	55%	56%	59%	56%
			A			CD	G						

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

11_4. For the following statements, please indicate your level of agreement. - I trust self-driving cars to adapt as well or better than I do to unusual road conditions such as weather, pedestrians, bikers, or wild animals.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	**1007**	**246**	**761**	**560**	**447**	**469**	**112**	**197**	**229**	**563**	**444**	**879**	**128**	**332**	**357**	**214**
Base: All Answering (wtd)	**994**	**249**	**745**	**517**	**477**	**494**	**107**	**185**	**208**	**537**	**458**	**769**	**225**	**357**	**331**	**197**
	123	60	63	48	75	68	11	28	15	72	51	80	43	42	48	25
Strongly agree	12%	24%	8%	9%	16%	14%	11%	15%	7%	13%	11%	10%	19%	12%	14%	13%
		B			C	H	*	H					K*			
	240	51	188	112	128	137	24	29	50	132	108	184	56	92	79	42
Somewhat agree	24%	21%	25%	22%	27%	28%	22%	16%	24%	25%	24%	24%	25%	26%	24%	21%
						G	*						*			
	285	72	214	157	129	141	29	56	60	164	122	226	59	109	92	60
Somewhat disagree	29%	29%	29%	30%	27%	28%	27%	30%	29%	31%	27%	29%	26%	30%	28%	31%
							*						*			
	281	50	231	168	114	108	40	62	71	136	146	226	55	85	96	62
Strongly disagree	28%	20%	31%	32%	24%	22%	37%	34%	34%	25%	32%	29%	24%	24%	29%	31%
			A	D			E*	E	E				*			
	65	16	49	33	32	40	4	10	12	33	32	53	12	29	17	9
Don't know	7%	6%	7%	6%	7%	8%	4%	5%	6%	6%	7%	7%	5%	8%	5%	4%
							*						*			
	994	249	745	517	477	494	107	185	208	537	458	769	225	357	331	197
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	363	112	251	160	203	205	35	58	65	204	159	264	99	134	127	66
Agree (Net)	36%	45%	34%	31%	43%	42%	33%	31%	31%	38%	35%	34%	44%	38%	38%	34%
		B			C	GH	*						*			
	566	121	445	324	242	249	68	118	132	299	267	452	114	194	187	122
Disagree (Net)	57%	49%	60%	63%	51%	50%	64%	64%	63%	56%	58%	59%	51%	54%	57%	62%
			A	D			E*	E	E				*			

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

11_4. For the following statements, please indicate your level of agreement. - I trust self-driving cars to adapt as well or better than I do to unusual road conditions such as weather, pedestrians, bikers, or wild animals.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Answering (unwtd)	**1007**	**57**	**908**	**42**	**577**	**96**	**215**	**504**	**288**
Base: All Answering (wtd)	**994**	**69**	**889**	**37**	**562**	**97**	**243**	**506**	**245**
Strongly agree	123	25	91	7	76	15	59	43	20
	12%	36%	10%	20%	13%	16%	24%	9%	8%
		B*		*		*	GH		
Somewhat agree	240	27	206	6	153	17	49	143	48
	24%	40%	23%	17%	27%	18%	20%	28%	19%
		BC*		*		*		H	
Somewhat disagree	285	9	268	9	173	14	67	152	66
	29%	13%	30%	23%	31%	15%	28%	30%	27%
		*	A	*	E	*			
Strongly disagree	281	2	266	14	132	43	51	139	91
	28%	3%	30%	37%	24%	44%	21%	27%	37%
		*	A	A*		D*			FG
Don't know	65	6	58	1	28	7	16	29	20
	7%	9%	7%	2%	5%	7%	7%	6%	8%
		*		*		*			
Sigma	994	69	889	37	562	97	243	506	245
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	363	52	297	14	228	33	109	186	68
	36%	76%	33%	37%	41%	34%	45%	37%	28%
		BC*		*		*	H	H	
Disagree (Net)	566	11	534	22	305	57	118	291	157
	57%	15%	60%	61%	54%	59%	49%	57%	64%
		*	A	A*		*			F

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

11_5. For the following statements, please indicate your level of agreement. - I would feel safer if I knew most cars on the road were self-driving.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1007**	**438**	**569**	**201**	**400**	**406**	**401**	**433**	**173**	**180**	**285**	**343**	**199**
Base: All Answering (wtd)	**994**	**491**	**503**	**273**	**354**	**367**	**380**	**333**	**281**	**169**	**210**	**363**	**253**
Strongly agree	147	107	40	72	48	27	44	45	59	23	27	59	38
	15%	22%	8%	26%	13%	7%	11%	13%	21%	14%	13%	16%	15%
		B		DE	E				F				
Somewhat agree	196	111	84	62	68	66	59	68	69	41	46	68	41
	20%	23%	17%	23%	19%	18%	16%	20%	24%	24%	22%	19%	16%
									F				
Somewhat disagree	233	92	141	47	92	94	89	83	61	29	52	80	72
	23%	19%	28%	17%	26%	26%	23%	25%	22%	17%	25%	22%	28%
			A										I
Strongly disagree	330	137	193	63	118	149	154	109	67	53	68	126	83
	33%	28%	38%	23%	33%	41%	41%	33%	24%	32%	32%	35%	33%
			A		C	C	H						
Don't know	89	44	45	29	30	30	35	28	26	22	17	29	20
	9%	9%	9%	11%	8%	8%	9%	8%	9%	13%	8%	8%	8%
Sigma	994	491	503	273	354	367	380	333	281	169	210	363	253
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Agree (Net)	343	218	125	134	115	94	103	113	127	64	73	127	78
	34%	44%	25%	49%	33%	25%	27%	34%	45%	38%	35%	35%	31%
		B		DE					FG				
Disagree (Net)	563	229	334	110	209	244	242	192	128	82	120	206	155
	57%	47%	66%	40%	59%	66%	64%	58%	46%	49%	57%	57%	61%
			A		C	C	H	H					I

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

11_5. For the following statements, please indicate your level of agreement. - I would feel safer if I knew most cars on the road were self-driving.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	**1007**	**246**	**761**	**560**	**447**	**469**	**112**	**197**	**229**	**563**	**444**	**879**	**128**	**332**	**357**	**214**
Base: All Answering (wtd)	**994**	**249**	**745**	**517**	**477**	**494**	**107**	**185**	**208**	**537**	**458**	**769**	**225**	**357**	**331**	**197**
	147	60	87	45	102	93	10	25	19	99	48	104	43	55	49	30
Strongly agree	15%	24%	12%	9%	21%	19%	9%	13%	9%	18%	10%	13%	19%	15%	15%	15%
			B		C	FH	*			J			*			
	196	53	142	89	107	115	19	25	37	112	84	155	41	64	65	43
Somewhat agree	20%	21%	19%	17%	22%	23%	18%	13%	18%	21%	18%	20%	18%	18%	20%	22%
						G	*						*			
	233	54	179	134	99	111	28	50	45	122	111	187	46	83	77	50
Somewhat disagree	23%	22%	24%	26%	21%	22%	26%	27%	21%	23%	24%	24%	20%	23%	23%	25%
								*					*			
	330	66	264	198	132	130	43	75	83	162	168	260	70	115	121	60
Strongly disagree	33%	26%	35%	38%	28%	26%	40%	40%	40%	30%	37%	34%	31%	32%	37%	30%
			A	D			E*	E	E				*			
	89	16	73	52	37	45	7	11	25	42	47	64	25	41	19	14
Don't know	9%	6%	10%	10%	8%	9%	7%	6%	12%	8%	10%	8%	11%	11%	6%	7%
								*					*	N		
	994	249	745	517	477	494	107	185	208	537	458	769	225	357	331	197
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	343	114	229	133	209	208	29	49	56	211	132	258	84	119	114	73
Agree (Net)	34%	46%	31%	26%	44%	42%	27%	27%	27%	39%	29%	34%	37%	33%	34%	37%
		B			C	FGH	*			J			*			
	563	120	443	332	231	240	71	125	127	284	279	447	116	198	198	110
Disagree (Net)	57%	48%	59%	64%	49%	49%	66%	67%	61%	53%	61%	58%	52%	55%	60%	56%
			A	D			E*	E	E		I		*			

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

11_5. For the following statements, please indicate your level of agreement. - I would feel safer if I knew most cars on the road were self-driving.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Answering (unwtd)	**1007**	**57**	**908**	**42**	**577**	**96**	**215**	**504**	**288**
Base: All Answering (wtd)	**994**	**69**	**889**	**37**	**562**	**97**	**243**	**506**	**245**
Strongly agree	147	22	119	6	81	23	56	72	18
	15%	32%	13%	16%	14%	24%	23%	14%	7%
		B*		*		*	GH	H	
Somewhat agree	196	21	170	4	140	6	58	94	44
	20%	30%	19%	12%	25%	6%	24%	19%	18%
		*		*	E	*			
Somewhat disagree	233	14	208	11	149	18	47	121	65
	23%	20%	23%	30%	27%	18%	19%	24%	26%
		*		*		*			
Strongly disagree	330	8	309	13	157	44	60	170	100
	33%	11%	35%	37%	28%	46%	25%	34%	41%
		*	A	A*		D*			F
Don't know	89	5	82	2	34	6	21	49	19
	9%	7%	9%	6%	6%	6%	9%	10%	8%
		*		*		*			
Sigma	994	69	889	37	562	97	243	506	245
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	343	43	290	10	221	29	115	166	62
	34%	62%	33%	28%	39%	30%	47%	33%	25%
		BC*		*		*	GH		
Disagree (Net)	563	21	517	24	306	62	107	291	165
	57%	31%	58%	67%	55%	64%	44%	57%	67%
		*	A	A*		*		F	FG

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

11_6. For the following statements, please indicate your level of agreement. - I occasionally drive distracted.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1007**	**438**	**569**	**201**	**400**	**406**	**401**	**433**	**173**	**180**	**285**	**343**	**199**
Base: All Answering (wtd)	**994**	**491**	**503**	**273**	**354**	**367**	**380**	**333**	**281**	**169**	**210**	**363**	**253**
	88	52	36	47	33	8	22	44	23	21	17	28	22
Strongly agree	9%	11%	7%	17%	9%	2%	6%	13%	8%	12%	8%	8%	9%
				DE	E			F					
	402	185	217	121	147	134	130	127	144	64	87	152	100
Somewhat agree	40%	38%	43%	44%	41%	37%	34%	38%	51%	38%	41%	42%	40%
									FG				
	259	133	126	40	92	127	107	84	69	36	52	95	76
Somewhat disagree	26%	27%	25%	15%	26%	35%	28%	25%	24%	21%	25%	26%	30%
					C	CD							
	220	108	112	52	75	93	107	68	44	39	48	80	52
Strongly disagree	22%	22%	22%	19%	21%	25%	28%	20%	16%	23%	23%	22%	21%
							GH						
	26	13	13	13	8	5	13	11	1	9	6	8	2
Don't know	3%	3%	3%	5%	2%	1%	3%	3%	1%	6%	3%	2%	1%
										L			
	994	491	503	273	354	367	380	333	281	169	210	363	253
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
	490	237	253	168	179	142	152	171	167	85	103	180	122
Agree (Net)	49%	48%	50%	62%	51%	39%	40%	51%	59%	50%	49%	50%	48%
				DE	E			F	F				
	479	241	238	92	167	220	214	151	113	74	101	175	128
Disagree (Net)	48%	49%	47%	34%	47%	60%	56%	45%	40%	44%	48%	48%	51%
					C	CD	GH						

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
   Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
   Minimum Base: 30 (**), Small Base: 100 (*)

11_6. For the following statements, please indicate your level of agreement. - I occasionally drive distracted.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	**1007**	**246**	**761**	**560**	**447**	**469**	**112**	**197**	**229**	**563**	**444**	**879**	**128**	**332**	**357**	**214**
Base: All Answering (wtd)	**994**	**249**	**745**	**517**	**477**	**494**	**107**	**185**	**208**	**537**	**458**	**769**	**225**	**357**	**331**	**197**
	88	35	53	30	58	65	10	5	7	58	30	68	20	21	47	16
Strongly agree	9%	14%	7%	6%	12%	13%	10%	3%	4%	11%	7%	9%	9%	6%	14%	8%
		B			C	GH	GH*						*		M	
	402	112	290	190	212	212	48	72	70	217	185	315	87	142	150	75
Somewhat agree	40%	45%	39%	37%	44%	43%	45%	39%	34%	41%	40%	41%	39%	40%	45%	38%
					C	H	*						*			
	259	40	219	146	113	111	24	53	71	139	120	200	59	101	63	64
Somewhat disagree	26%	16%	29%	28%	24%	23%	22%	29%	34%	26%	26%	26%	26%	28%	19%	32%
			A				*		EF				*	N		N
	220	50	170	137	82	93	22	49	56	107	113	164	56	88	57	40
Strongly disagree	22%	20%	23%	27%	17%	19%	22%	26%	27%	20%	25%	21%	25%	25%	17%	21%
				D			*		E				*	N		
	26	12	14	14	12	12	3	7	3	15	10	21	4	5	15	2
Don't know	3%	5%	2%	3%	3%	2%	3%	4%	2%	3%	2%	3%	2%	1%	4%	1%
							*						*		M	
	994	249	745	517	477	494	107	185	208	537	458	769	225	357	331	197
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	490	148	342	220	270	277	59	76	78	275	215	383	107	163	197	91
Agree (Net)	49%	59%	46%	43%	57%	56%	55%	41%	37%	51%	47%	50%	47%	46%	59%	46%
		B			C	GH	H*						*		MO	
	479	90	389	283	195	204	46	102	127	246	232	364	114	189	120	104
Disagree (Net)	48%	36%	52%	55%	41%	41%	43%	55%	61%	46%	51%	47%	51%	53%	36%	53%
			A	D			*	E	EF				*	N		N

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

11_6. For the following statements, please indicate your level of agreement. - I occasionally drive distracted.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Answering (unwtd)	**1007**	**57**	**908**	**42**	**577**	**96**	**215**	**504**	**288**
Base: All Answering (wtd)	**994**	**69**	**889**	**37**	**562**	**97**	**243**	**506**	**245**
Strongly agree	88	16	64	8	39	8	41	31	16
	9%	23%	7%	23%	7%	9%	17%	6%	7%
		B*		B*		*	GH		
Somewhat agree	402	20	371	12	232	37	74	227	102
	40%	28%	42%	32%	41%	38%	30%	45%	41%
		*		*		*		F	F
Somewhat disagree	259	16	241	2	150	32	62	125	73
	26%	23%	27%	7%	27%	33%	25%	25%	30%
		*	C	*		*			
Strongly disagree	220	11	196	12	132	19	54	118	48
	22%	16%	22%	33%	24%	19%	22%	23%	19%
		*		*		*			
Don't know	26	7	17	2	8	1	13	6	7
	3%	10%	2%	6%	1%	1%	5%	1%	3%
		B*		*		*	G		
Sigma	994	69	889	37	562	97	243	506	245
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	490	35	435	20	271	45	115	258	118
	49%	51%	49%	54%	48%	47%	47%	51%	48%
		*		*		*			
Disagree (Net)	479	27	437	15	283	50	116	243	120
	48%	39%	49%	40%	50%	52%	48%	48%	49%
		*		*		*			

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

11. For the following statements, please indicate your level of agreement. - Agree Summary

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1007**	**438**	**569**	**201**	**400**	**406**	**401**	**433**	**173**	**180**	**285**	**343**	**199**
Base: All Answering (wtd)	**994**	**491**	**503**	**273**	**354**	**367**	**380**	**333**	**281**	**169**	**210**	**363**	**253**
I would pay less attention to the road and more time relaxing if I had a self-driving car for my commute.	439	246	193	138	166	134	146	148	145	80	87	160	113
	44%	50%	38%	51%	47%	37%	38%	44%	52%	47%	41%	44%	45%
		B		E	E				F				
I would like self-driving cars to work like cruise control so that I could quickly turn it off and take over if I feel it's necessary.	803	416	387	230	279	293	310	263	230	130	170	298	205
	81%	85%	77%	84%	79%	80%	82%	79%	82%	77%	81%	82%	81%
		B											
Self-driving cars will make me a safer, more competent driver.	338	202	136	118	122	98	96	124	118	65	68	127	78
	34%	41%	27%	43%	35%	27%	25%	37%	42%	38%	32%	35%	31%
		B		E	E			F	F				
I trust self-driving cars to adapt as well or better than I do to unusual road conditions such as weather, pedestrians, bikers, or wild animals.	363	212	151	132	126	105	121	128	113	62	77	130	94
	36%	43%	30%	48%	35%	29%	32%	38%	40%	37%	36%	36%	37%
		B		DE									
I would feel safer if I knew most cars on the road were self-driving.	343	218	125	134	115	94	103	113	127	64	73	127	78
	34%	44%	25%	49%	33%	25%	27%	34%	45%	38%	35%	35%	31%
		B		DE					FG				
I occasionally drive distracted.	490	237	253	168	179	142	152	171	167	85	103	180	122
	49%	48%	50%	62%	51%	39%	40%	51%	59%	50%	49%	50%	48%
				DE	E			F	F				

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

11. For the following statements, please indicate your level of agreement. - Agree Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	1007	246	761	560	447	469	112	197	229	563	444	879	128	332	357	214
Base: All Answering (wtd)	994	249	745	517	477	494	107	185	208	537	458	769	225	357	331	197
I would pay less attention to the road and more time relaxing if I had a self-driving car for my commute.	439	138	301	177	261	248	49	69	73	258	181	337	102	175	154	75
	44%	55%	40%	34%	55%	50%	46%	37%	35%	48%	40%	44%	45%	49%	46%	38%
		B			C	GH	*			J			*			
I would like self-driving cars to work like cruise control so that I could quickly turn it off and take over if I feel it's necessary.	803	208	595	413	390	398	89	152	164	421	382	613	190	296	260	159
	81%	84%	80%	80%	82%	81%	83%	82%	79%	78%	83%	80%	84%	83%	79%	81%
							*						*			
Self-driving cars will make me a safer, more competent driver.	338	108	230	139	199	194	29	53	61	211	127	249	88	123	114	72
	34%	43%	31%	27%	42%	39%	27%	29%	30%	39%	28%	32%	39%	35%	34%	36%
		B			C	FGH	*			J			*			
I trust self-driving cars to adapt as well or better than I do to unusual road conditions such as weather, pedestrians, bikers, or wild animals.	363	112	251	160	203	205	35	58	65	204	159	264	99	134	127	66
	36%	45%	34%	31%	43%	42%	33%	31%	31%	38%	35%	34%	44%	38%	38%	34%
		B			C	GH	*						*			
I would feel safer if I knew most cars on the road were self-driving.	343	114	229	133	209	208	29	49	56	211	132	258	84	119	114	73
	34%	46%	31%	26%	44%	42%	27%	27%	27%	39%	29%	34%	37%	33%	34%	37%
		B			C	FGH	*			J			*			
I occasionally drive distracted.	490	148	342	220	270	277	59	76	78	275	215	383	107	163	197	91
	49%	59%	46%	43%	57%	56%	55%	41%	37%	51%	47%	50%	47%	46%	59%	46%
		B			C	GH	H*						*		MO	

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

11. For the following statements, please indicate your level of agreement. - Agree Summary

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Answering (unwtd)	**1007**	**57**	**908**	**42**	**577**	**96**	**215**	**504**	**288**
Base: All Answering (wtd)	**994**	**69**	**889**	**37**	**562**	**97**	**243**	**506**	**245**
I would pay less attention to the road and more time relaxing if I had a self-driving car for my commute.	439	36	391	12	268	33	110	238	90
	44%	52%	44%	33%	48%	35%	45%	47%	37%
		*		*		*		H	
I would like self-driving cars to work like cruise control so that I could quickly turn it off and take over if I feel it's necessary.	803	56	728	19	486	74	203	411	189
	81%	81%	82%	53%	86%	76%	84%	81%	77%
		C*	C	*		*			
Self-driving cars will make me a safer, more competent driver.	338	42	285	11	217	25	111	156	71
	34%	61%	32%	31%	39%	26%	46%	31%	29%
		BC*		*		*	GH		
I trust self-driving cars to adapt as well or better than I do to unusual road conditions such as weather, pedestrians, bikers, or wild animals.	363	52	297	14	228	33	109	186	68
	36%	76%	33%	37%	41%	34%	45%	37%	28%
		BC*		*		*	H	H	
I would feel safer if I knew most cars on the road were self-driving.	343	43	290	10	221	29	115	166	62
	34%	62%	33%	28%	39%	30%	47%	33%	25%
		BC*		*		*	GH		
I occasionally drive distracted.	490	35	435	20	271	45	115	258	118
	49%	51%	49%	54%	48%	47%	47%	51%	48%
		*		*		*			

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
   Columns Tested (5%): A/B/C,D/E,F/G/H
   Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
   Columns Tested (5%): A/B/C,D/E,F/G/H
   Minimum Base: 30 (**), Small Base: 100 (*)

11. For the following statements, please indicate your level of agreement. - Disagree Summary

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1007**	**438**	**569**	**201**	**400**	**406**	**401**	**433**	**173**	**180**	**285**	**343**	**199**
Base: All Answering (wtd)	**994**	**491**	**503**	**273**	**354**	**367**	**380**	**333**	**281**	**169**	**210**	**363**	**253**
I would pay less attention to the road and more time relaxing if I had a self-driving car for my commute.	495	212	283	117	160	217	219	163	112	75	112	181	127
	50%	43%	56%	43%	45%	59%	58%	49%	40%	45%	53%	50%	50%
			A			CD	GH						
I would like self-driving cars to work like cruise control so that I could quickly turn it off and take over if I feel it's necessary.	147	59	88	33	58	56	54	51	42	29	31	48	40
	15%	12%	18%	12%	16%	15%	14%	15%	15%	17%	15%	13%	16%
			A										
Self-driving cars will make me a safer, more competent driver.	548	245	303	122	192	234	247	167	135	87	112	202	148
	55%	50%	60%	45%	54%	64%	65%	50%	48%	51%	53%	56%	59%
			A			CD	GH						
I trust self-driving cars to adapt as well or better than I do to unusual road conditions such as weather, pedestrians, bikers, or wild animals.	566	251	315	126	200	240	238	177	152	93	117	215	142
	57%	51%	63%	46%	57%	65%	63%	53%	54%	55%	56%	59%	56%
			A			CD	G						
I would feel safer if I knew most cars on the road were self-driving.	563	229	334	110	209	244	242	192	128	82	120	206	155
	57%	47%	66%	40%	59%	66%	64%	58%	46%	49%	57%	57%	61%
			A		C	C	H	H					I
I occasionally drive distracted.	479	241	238	92	167	220	214	151	113	74	101	175	128
	48%	49%	47%	34%	47%	60%	56%	45%	40%	44%	48%	48%	51%
				C	CD	GH							

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

11. For the following statements, please indicate your level of agreement. - Disagree Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	1007	246	761	560	447	469	112	197	229	563	444	879	128	332	357	214
Base: All Answering (wtd)	994	249	745	517	477	494	107	185	208	537	458	769	225	357	331	197
I would pay less attention to the road and more time relaxing if I had a self-driving car for my commute.	495	96	399	318	177	204	55	110	126	244	250	381	114	164	158	107
	50%	38%	54%	61%	37%	41%	51%	59%	61%	46%	55%	50%	50%	46%	48%	54%
			A	D			*	E	E		I		*			
I would like self-driving cars to work like cruise control so that I could quickly turn it off and take over if I feel it's necessary.	147	33	114	85	62	70	16	28	34	89	58	123	25	43	53	31
	15%	13%	15%	16%	13%	14%	15%	15%	16%	17%	13%	16%	11%	12%	16%	16%
							*						*			
Self-driving cars will make me a safer, more competent driver.	548	115	433	331	217	245	69	113	121	273	275	444	104	184	188	109
	55%	46%	58%	64%	46%	50%	64%	61%	58%	51%	60%	58%	46%	52%	57%	55%
			A	D			E*	E			I	L	*			
I trust self-driving cars to adapt as well or better than I do to unusual road conditions such as weather, pedestrians, bikers, or wild animals.	566	121	445	324	242	249	68	118	132	299	267	452	114	194	187	122
	57%	49%	60%	63%	51%	50%	64%	64%	63%	56%	58%	59%	51%	54%	57%	62%
			A	D			E*	E	E				*			
I would feel safer if I knew most cars on the road were self-driving.	563	120	443	332	231	240	71	125	127	284	279	447	116	198	198	110
	57%	48%	59%	64%	49%	49%	66%	67%	61%	53%	61%	58%	52%	55%	60%	56%
			A	D			E*	E	E		I		*			
I occasionally drive distracted.	479	90	389	283	195	204	46	102	127	246	232	364	114	189	120	104
	48%	36%	52%	55%	41%	41%	43%	55%	61%	46%	51%	47%	51%	53%	36%	53%
			A	D			*	E	EF				*	N		N

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

11. For the following statements, please indicate your level of agreement. - Disagree Summary

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Answering (unwtd)	**1007**	**57**	**908**	**42**	**577**	**96**	**215**	**504**	**288**
Base: All Answering (wtd)	**994**	**69**	**889**	**37**	**562**	**97**	**243**	**506**	**245**
I would pay less attention to the road and more time relaxing if I had a self-driving car for my commute.	495	24	450	20	275	57	114	242	139
	50%	35%	51%	56%	49%	59%	47%	48%	57%
		*		*		*			G
I would like self-driving cars to work like cruise control so that I could quickly turn it off and take over if I feel it's necessary.	147	6	129	13	59	20	26	74	48
	15%	8%	14%	35%	10%	21%	11%	15%	20%
		*		AB*		D*			F
Self-driving cars will make me a safer, more competent driver.	548	18	509	21	289	61	108	288	152
	55%	26%	57%	59%	51%	64%	45%	57%	62%
		*	A	A*		*		F	F
I trust self-driving cars to adapt as well or better than I do to unusual road conditions such as weather, pedestrians, bikers, or wild animals.	566	11	534	22	305	57	118	291	157
	57%	15%	60%	61%	54%	59%	49%	57%	64%
		*	A	A*		*			F
I would feel safer if I knew most cars on the road were self-driving.	563	21	517	24	306	62	107	291	165
	57%	31%	58%	67%	55%	64%	44%	57%	67%
		*	A	A*		*		F	FG
I occasionally drive distracted.	479	27	437	15	283	50	116	243	120
	48%	39%	49%	40%	50%	52%	48%	48%	49%
		*		*		*			

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

12_1. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Looks, style, and aesthetics

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Rank 1	117	79	37	77	26	14	43	45	28	27	21	44	24
	6%	8%	4%	13%	4%	2%	6%	7%	5%	8%	5%	6%	5%
		B		DE									
Rank 2	76	46	30	31	26	19	22	32	23	21	12	26	17
	4%	5%	3%	5%	4%	3%	3%	5%	4%	6%	3%	3%	3%
Rank 3	152	88	65	59	51	42	67	39	46	31	19	69	33
	8%	9%	6%	10%	7%	6%	9%	6%	7%	9%	5%	9%	7%
				E						J		J	
Rank 4	203	108	95	53	75	76	78	66	59	33	55	79	36
	10%	11%	9%	9%	11%	10%	10%	10%	10%	9%	13%	10%	8%
											L		
Rank 5	461	220	241	116	165	179	155	162	144	75	108	162	116
	23%	23%	23%	20%	24%	25%	21%	25%	23%	21%	26%	21%	24%
Rank 6	1006	430	575	259	351	396	382	310	314	172	209	375	249
	50%	44%	55%	44%	51%	55%	51%	47%	51%	48%	49%	50%	52%
			A			C							
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	4.9	4.7	5.1	4.5	5	5.2	4.9	4.8	5	4.7	5	4.9	5
			A		C	CD					I		
Standard Deviation	1.47	1.6	1.31	1.79	1.36	1.18	1.47	1.53	1.4	1.61	1.36	1.48	1.42
Standard Error	0.03	0.05	0.04	0.07	0.05	0.04	0.05	0.06	0.06	0.09	0.07	0.05	0.07

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

12_1. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Looks, style, and aesthetics

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Rank 1	117	43	74	63	54	70	15	28	4	53	64	86	31	38	30	39
	6%	9%	5%	6%	6%	7%	7%	7%	1%	5%	7%	6%	7%	5%	5%	9%
		B				H	H	H								MN
Rank 2	76	20	56	42	34	45	15	9	7	46	30	61	15	24	36	10
	4%	4%	4%	4%	4%	4%	7%	2%	2%	4%	3%	4%	3%	3%	5%	2%
						H	GH									
Rank 3	152	41	111	91	61	86	12	30	24	74	79	93	59	57	48	30
	8%	8%	7%	9%	6%	9%	6%	7%	6%	7%	8%	6%	12%	8%	7%	7%
													K			
Rank 4	203	51	152	106	97	107	14	42	40	113	90	156	47	68	73	43
	10%	10%	10%	10%	10%	11%	7%	10%	10%	10%	10%	10%	10%	9%	11%	10%
Rank 5	461	99	361	255	206	224	53	89	94	244	217	349	112	151	168	87
	23%	20%	24%	24%	22%	22%	26%	22%	24%	22%	23%	23%	23%	21%	25%	20%
Rank 6	1006	243	762	513	493	474	96	208	228	553	452	793	212	398	307	218
	50%	49%	50%	48%	52%	47%	47%	51%	57%	51%	49%	52%	45%	54%	46%	51%
									EF					N		
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Mean	4.9	4.8	5	4.9	5	4.8	4.8	4.9	5.3	4.9	4.9	5	4.7	5	4.9	4.8
			A						EFG							
Standard Deviation	1.47	1.62	1.41	1.48	1.45	1.54	1.6	1.48	1.09	1.43	1.51	1.45	1.52	1.44	1.43	1.6
Standard Error	0.03	0.07	0.04	0.05	0.05	0.05	0.11	0.07	0.05	0.04	0.05	0.04	0.07	0.05	0.06	0.08

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

12_1. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Looks, style, and aesthetics

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Rank 1	117	18	81	17	61	16	50	50	18
	6%	10%	5%	22%	5%	9%	9%	5%	4%
		B*		AB*			GH		
Rank 2	76	14	55	7	35	8	26	34	16
	4%	8%	3%	9%	3%	4%	5%	3%	3%
		B*		B*					
Rank 3	152	24	118	10	81	12	43	80	29
	8%	13%	7%	13%	7%	6%	8%	8%	6%
		B*		*					
Rank 4	203	31	162	10	108	18	60	96	46
	10%	17%	9%	13%	9%	10%	11%	9%	10%
		B*		*					
Rank 5	461	29	419	13	264	49	121	222	117
	23%	16%	24%	17%	23%	26%	23%	22%	26%
		*		*					
Rank 6	1006	63	925	18	610	84	236	538	232
	50%	35%	53%	24%	53%	45%	44%	53%	51%
		*	AC	*				F	
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Mean	4.9	4.3	5	3.7	5	4.8	4.6	5	5
		*	AC	*				F	F
Standard Deviation	1.47	1.7	1.38	1.9	1.42	1.58	1.64	1.42	1.34
Standard Error	0.03	0.13	0.03	0.22	0.04	0.12	0.07	0.04	0.06

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

12_2. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Speed, handling, and performance

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Rank 1	100	66	35	31	36	33	33	38	30	30	16	34	20
	5%	7%	3%	5%	5%	5%	4%	6%	5%	8%	4%	4%	4%
		B								JKL			
Rank 2	254	114	140	82	83	89	94	88	72	46	50	85	73
	13%	12%	13%	14%	12%	12%	13%	13%	12%	13%	12%	11%	15%
Rank 3	526	219	307	155	184	187	213	165	148	83	115	195	133
	26%	23%	29%	26%	27%	26%	28%	25%	24%	23%	27%	26%	28%
			A										
Rank 4	480	224	256	140	160	181	189	153	138	66	110	191	113
	24%	23%	25%	23%	23%	25%	25%	23%	22%	19%	26%	25%	24%
											I	I	
Rank 5	386	199	187	100	145	141	130	127	129	86	78	133	89
	19%	21%	18%	17%	21%	19%	17%	19%	21%	24%	18%	18%	19%
										K			
Rank 6	268	148	119	87	85	95	88	83	97	47	56	117	48
	13%	15%	11%	15%	12%	13%	12%	13%	16%	13%	13%	16%	10%
		B										L	
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	3.8	3.8	3.7	3.8	3.8	3.8	3.7	3.8	3.9	3.8	3.8	3.9	3.7
Standard Deviation	1.38	1.45	1.31	1.41	1.37	1.36	1.33	1.4	1.41	1.49	1.33	1.38	1.33
Standard Error	0.03	0.05	0.04	0.06	0.05	0.05	0.05	0.05	0.06	0.08	0.06	0.05	0.06

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

12_2. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Speed, handling, and performance

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
Rank 1	100	22	78	54	46	49	17	15	20	62	39	77	24	24	51	16
	5%	4%	5%	5%	5%	5%	8%	4%	5%	6%	4%	5%	5%	3%	8%	4%
															MO	
Rank 2	254	65	188	133	121	126	26	57	44	133	121	197	57	101	90	44
	13%	13%	12%	12%	13%	13%	13%	14%	11%	12%	13%	13%	12%	14%	14%	10%
Rank 3	526	136	390	281	245	265	57	109	96	279	247	382	144	187	180	102
	26%	27%	26%	26%	26%	26%	27%	27%	24%	26%	26%	25%	30%	25%	27%	24%
Rank 4	480	126	355	262	218	222	49	97	112	255	225	369	111	177	142	120
	24%	25%	23%	24%	23%	22%	24%	24%	28%	24%	24%	24%	23%	24%	21%	28%
									E							N
Rank 5	386	93	293	213	173	204	32	75	75	208	179	308	78	156	112	81
	19%	19%	19%	20%	18%	20%	16%	19%	19%	19%	19%	20%	16%	21%	17%	19%
Rank 6	268	56	212	126	141	140	26	51	51	146	121	204	63	92	86	64
	13%	11%	14%	12%	15%	14%	12%	13%	13%	14%	13%	13%	13%	13%	13%	15%
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Mean	3.8	3.7	3.8	3.8	3.8	3.8	3.6	3.8	3.8	3.8	3.8	3.8	3.7	3.8	3.7	3.9
															N	N
Standard Deviation	1.38	1.33	1.39	1.36	1.4	1.39	1.43	1.35	1.34	1.4	1.36	1.38	1.36	1.33	1.44	1.34
Standard Error	0.03	0.06	0.04	0.04	0.05	0.04	0.1	0.07	0.07	0.04	0.04	0.04	0.06	0.05	0.06	0.06

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

12_2. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Speed, handling, and performance

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
	100	17	75	8	44	12	23	52	26
Rank 1	5%	9%	4%	11%	4%	7%	4%	5%	6%
		B*		B*					
	254	20	221	13	133	28	70	120	64
Rank 2	13%	11%	13%	17%	11%	15%	13%	12%	14%
		*		*					
	526	39	472	15	316	47	139	260	127
Rank 3	26%	22%	27%	19%	27%	25%	26%	25%	28%
		*		*					
	480	27	438	15	285	54	126	241	113
Rank 4	24%	15%	25%	20%	25%	29%	23%	24%	25%
		*	A	*					
	386	41	326	20	219	29	98	209	79
Rank 5	19%	23%	19%	26%	19%	15%	18%	21%	17%
		*		*					
	268	35	228	5	161	16	81	138	49
Rank 6	13%	20%	13%	6%	14%	9%	15%	14%	11%
		C*		*					
	2014	179	1760	76	1159	187	536	1020	458
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
	3.8	3.9	3.8	3.5	3.8	3.6	3.8	3.8	3.7
Mean		*		*	E			H	
	1.38	1.59	1.35	1.48	1.34	1.33	1.39	1.38	1.35
Standard Deviation									
	0.03	0.12	0.03	0.17	0.04	0.1	0.06	0.04	0.06
Standard Error									

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

12_3. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Safety

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Rank 1	1113	451	662	296	373	445	426	335	352	177	250	439	248
	55%	46%	63%	50%	54%	61%	57%	51%	57%	49%	59%	58%	52%
			A			CD					I	I	
Rank 2	444	216	227	105	176	162	162	161	121	68	92	153	131
	22%	22%	22%	18%	25%	22%	22%	25%	20%	19%	22%	20%	28%
					C								IK
Rank 3	170	104	66	51	60	59	49	52	69	40	37	63	31
	8%	11%	6%	9%	9%	8%	7%	8%	11%	11%	9%	8%	6%
		B							F				
Rank 4	125	89	36	56	34	34	49	40	36	30	14	44	36
	6%	9%	3%	9%	5%	5%	7%	6%	6%	8%	3%	6%	8%
		B		DE						J			J
Rank 5	83	59	24	37	30	16	32	32	20	21	12	35	15
	4%	6%	2%	6%	4%	2%	4%	5%	3%	6%	3%	5%	3%
		B		E	E								
Rank 6	79	51	28	49	20	10	30	33	17	24	19	22	15
	4%	5%	3%	8%	3%	1%	4%	5%	3%	7%	5%	3%	3%
		B		DE						K			
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	1.9	2.2	1.7	2.3	1.9	1.7	1.9	2	1.9	2.2	1.8	1.9	1.9
		B		DE	E					JKL			
Standard Deviation	1.37	1.51	1.17	1.66	1.29	1.1	1.38	1.45	1.27	1.57	1.33	1.33	1.29
Standard Error	0.03	0.05	0.04	0.07	0.05	0.04	0.05	0.06	0.05	0.08	0.06	0.05	0.06

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

12_3. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Safety

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
	1113	276	837	614	500	506	121	240	246	612	502	852	261	411	364	235
Rank 1	55%	55%	55%	57%	53%	50%	59%	59%	62%	57%	54%	55%	55%	56%	55%	55%
								E	E							
	444	92	352	225	218	228	35	80	100	212	232	325	118	171	133	93
Rank 2	22%	18%	23%	21%	23%	23%	17%	20%	25%	20%	25%	21%	25%	23%	20%	22%
											I					
	170	50	120	81	89	89	19	39	22	106	64	127	43	61	48	50
Rank 3	8%	10%	8%	8%	9%	9%	9%	10%	6%	10%	7%	8%	9%	8%	7%	12%
																N
	125	27	98	60	65	81	13	19	12	63	62	103	21	53	40	18
Rank 4	6%	5%	6%	6%	7%	8%	6%	5%	3%	6%	7%	7%	4%	7%	6%	4%
						H										
	83	26	57	47	36	52	10	12	8	43	40	67	16	17	42	19
Rank 5	4%	5%	4%	4%	4%	5%	5%	3%	2%	4%	4%	4%	3%	2%	6%	4%
						H									M	
	79	27	52	43	36	50	7	15	8	47	32	62	17	24	34	11
Rank 6	4%	5%	3%	4%	4%	5%	3%	4%	2%	4%	3%	4%	4%	3%	5%	3%
						H										
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	1.9	2	1.9	1.9	2	2.1	1.9	1.8	1.6	1.9	1.9	2	1.9	1.9	2	1.9
Mean						GH	H	H								
Standard Deviation	1.37	1.49	1.33	1.38	1.36	1.47	1.38	1.31	1.09	1.4	1.34	1.4	1.3	1.28	1.5	1.28
Standard Error	0.03	0.07	0.03	0.04	0.04	0.05	0.1	0.07	0.05	0.04	0.04	0.04	0.06	0.05	0.06	0.06

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

12_3. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Safety

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Rank 1	1113	81	1011	22	673	89	271	578	265
	55%	45%	57%	29%	58%	48%	51%	57%	58%
		*	AC	*	E				
Rank 2	444	35	391	17	250	46	115	218	111
	22%	20%	22%	23%	22%	25%	21%	21%	24%
		*		*					
Rank 3	170	23	140	7	93	16	52	83	35
	8%	13%	8%	9%	8%	9%	10%	8%	8%
		*		*					
Rank 4	125	14	98	13	57	14	44	65	16
	6%	8%	6%	17%	5%	7%	8%	6%	4%
		*		B*			H		
Rank 5	83	16	60	7	49	7	22	44	17
	4%	9%	3%	9%	4%	4%	4%	4%	4%
		B*		B*					
Rank 6	79	10	60	10	37	15	33	32	14
	4%	5%	3%	13%	3%	8%	6%	3%	3%
		*		B*		D	G		
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Mean	1.9	2.3	1.9	3	1.9	2.2	2.1	1.9	1.8
		B*		AB*		D	GH		
Standard Deviation	1.37	1.57	1.31	1.78	1.32	1.55	1.51	1.34	1.26
Standard Error	0.03	0.12	0.03	0.2	0.04	0.11	0.07	0.04	0.06

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

12_4. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Fuel economy or environmental impact

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Rank 1	495	252	243	129	187	179	185	169	141	74	112	163	146
	25%	26%	23%	22%	27%	25%	25%	26%	23%	21%	26%	22%	31%
													IK
Rank 2	751	304	447	209	253	289	291	222	238	133	171	294	153
	37%	31%	43%	35%	36%	40%	39%	34%	39%	37%	40%	39%	32%
			A								L		
Rank 3	274	129	145	72	86	115	101	105	68	55	54	115	50
	14%	13%	14%	12%	12%	16%	13%	16%	11%	15%	13%	15%	10%
Rank 4	194	88	106	63	63	68	74	56	64	34	39	71	50
	10%	9%	10%	11%	9%	9%	10%	9%	10%	9%	9%	9%	10%
Rank 5	151	87	64	66	52	34	52	48	52	34	28	57	33
	8%	9%	6%	11%	7%	5%	7%	7%	8%	9%	7%	8%	7%
				E									
Rank 6	149	110	39	56	53	41	46	53	51	30	19	55	45
	7%	11%	4%	9%	8%	6%	6%	8%	8%	8%	5%	7%	9%
		B		E									J
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	2.6	2.8	2.4	2.8	2.6	2.5	2.5	2.6	2.7	2.8	2.4	2.6	2.6
		B		DE						J		J	
Standard Deviation	1.5	1.67	1.32	1.61	1.53	1.37	1.45	1.53	1.54	1.54	1.38	1.48	1.62
Standard Error	0.03	0.05	0.04	0.07	0.06	0.05	0.05	0.06	0.06	0.08	0.07	0.05	0.07

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

12_4. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Fuel economy or environmental impact

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
	495	113	382	240	255	268	42	92	93	260	235	374	121	205	136	104
Rank 1	25%	23%	25%	22%	27%	27%	20%	23%	23%	24%	25%	24%	25%	28%	21%	24%
															N	
	751	185	565	406	345	345	83	161	162	414	336	591	160	265	237	177
Rank 2	37%	37%	37%	38%	37%	34%	40%	40%	41%	38%	36%	38%	33%	36%	36%	41%
									E							
	274	57	217	163	111	121	30	55	67	143	131	227	47	92	99	48
Rank 3	14%	12%	14%	15%	12%	12%	15%	14%	17%	13%	14%	15%	10%	13%	15%	11%
									E							
	194	53	141	109	85	87	22	48	37	105	88	136	58	65	75	38
Rank 4	10%	11%	9%	10%	9%	9%	11%	12%	9%	10%	9%	9%	12%	9%	11%	9%
	151	37	114	79	73	86	17	29	19	74	77	110	42	61	47	35
Rank 5	8%	7%	8%	7%	8%	9%	8%	7%	5%	7%	8%	7%	9%	8%	7%	8%
						H										
	149	52	98	74	76	99	13	20	18	86	64	100	49	47	67	24
Rank 6	7%	10%	6%	7%	8%	10%	6%	5%	5%	8%	7%	7%	10%	6%	10%	6%
		B				GH									MO	
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Mean	2.6	2.7	2.6	2.6	2.6	2.7	2.6	2.6	2.5	2.6	2.6	2.6	2.8	2.5	2.8	2.5
						H									MO	
Standard Deviation	1.5	1.6	1.47	1.47	1.55	1.62	1.45	1.4	1.32	1.51	1.5	1.46	1.64	1.5	1.57	1.45
Standard Error	0.03	0.07	0.04	0.04	0.05	0.05	0.1	0.07	0.07	0.05	0.05	0.04	0.08	0.06	0.06	0.07

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

12_4. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Fuel economy or environmental impact

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Rank 1	495	32	447	16	275	55	120	257	117
	25%	18%	25%	21%	24%	29%	22%	25%	26%
		*		*					
Rank 2	751	46	687	18	455	69	181	393	177
	37%	26%	39%	24%	39%	37%	34%	39%	39%
		*	AC	*					
Rank 3	274	28	235	10	155	20	77	138	60
	14%	16%	13%	14%	13%	11%	14%	14%	13%
		*		*					
Rank 4	194	18	167	8	113	14	49	95	49
	10%	10%	9%	11%	10%	8%	9%	9%	11%
		*		*					
Rank 5	151	32	111	9	88	20	57	71	23
	8%	18%	6%	12%	8%	11%	11%	7%	5%
		B*		*			H		
Rank 6	149	22	113	14	73	9	52	65	33
	7%	13%	6%	19%	6%	5%	10%	6%	7%
		B*		B*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Mean	2.6	3.2	2.5	3.3	2.6	2.5	2.8	2.5	2.5
		B*		B*			GH		
Standard Deviation	1.5	1.7	1.45	1.82	1.46	1.49	1.61	1.46	1.46
Standard Error	0.03	0.13	0.03	0.21	0.04	0.11	0.07	0.05	0.07

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

12_5. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Comfort

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Rank 1	68	37	31	29	17	21	22	30	16	21	8	24	15
	3%	4%	3%	5%	2%	3%	3%	5%	3%	6%	2%	3%	3%
										J			
Rank 2	241	142	99	80	80	81	98	71	71	43	54	95	48
	12%	15%	9%	13%	12%	11%	13%	11%	12%	12%	13%	13%	10%
		B											
Rank 3	476	237	239	127	178	171	186	146	145	75	101	176	124
	24%	24%	23%	21%	26%	24%	25%	22%	24%	21%	24%	23%	26%
Rank 4	546	251	295	154	193	199	187	177	181	110	106	193	137
	27%	26%	28%	26%	28%	27%	25%	27%	30%	31%	25%	26%	29%
Rank 5	507	215	292	144	161	202	189	167	152	80	115	203	109
	25%	22%	28%	24%	23%	28%	25%	26%	25%	22%	27%	27%	23%
			A										
Rank 6	176	89	87	60	65	52	66	63	48	30	40	65	42
	9%	9%	8%	10%	9%	7%	9%	10%	8%	8%	9%	9%	9%
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	3.9	3.8	3.9	3.8	3.9	3.9	3.8	3.9	3.9	3.8	3.9	3.9	3.9
			A										
Standard Deviation	1.26	1.3	1.22	1.34	1.24	1.22	1.27	1.3	1.22	1.32	1.25	1.27	1.23
Standard Error	0.03	0.04	0.04	0.06	0.05	0.05	0.05	0.05	0.05	0.07	0.06	0.05	0.06

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

12_5. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Comfort

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
	68	20	48	32	36	37	7	11	13	47	21	53	15	21	32	9
Rank 1	3%	4%	3%	3%	4%	4%	3%	3%	3%	4%	2%	3%	3%	3%	5%	2%
										J						
	241	74	167	132	108	134	11	57	39	138	103	163	78	89	77	48
Rank 2	12%	15%	11%	12%	11%	13%	5%	14%	10%	13%	11%	11%	16%	12%	12%	11%
						F		F					K			
	476	110	366	256	220	234	48	91	102	260	216	395	81	157	158	116
Rank 3	24%	22%	24%	24%	23%	23%	23%	23%	26%	24%	23%	26%	17%	21%	24%	27%
												L				
	546	132	414	296	250	261	73	106	106	278	268	417	129	202	190	107
Rank 4	27%	27%	27%	28%	27%	26%	36%	26%	27%	26%	29%	27%	27%	27%	29%	25%
							EG									
	507	125	382	253	254	247	42	105	114	273	234	385	122	198	154	105
Rank 5	25%	25%	25%	24%	27%	25%	20%	26%	29%	25%	25%	25%	26%	27%	23%	25%
	176	38	139	100	76	92	24	35	25	87	90	124	52	70	50	42
Rank 6	9%	8%	9%	9%	8%	9%	12%	9%	6%	8%	10%	8%	11%	10%	8%	10%
								H								
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Mean	3.9	3.8	3.9	3.8	3.9	3.8	4	3.8	3.9	3.8	3.9	3.8	3.9	3.9	3.8	3.9
Standard Deviation	1.26	1.29	1.25	1.26	1.27	1.3	1.2	1.27	1.21	1.29	1.23	1.24	1.34	1.26	1.27	1.25
Standard Error	0.03	0.06	0.03	0.04	0.04	0.04	0.08	0.06	0.06	0.04	0.04	0.03	0.06	0.05	0.05	0.06

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

12_5. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Comfort

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Rank 1	68	8	50	10	29	8	34	22	12
	3%	5%	3%	13%	3%	4%	6%	2%	3%
		*		B*			GH		
Rank 2	241	23	209	9	125	28	52	142	46
	12%	13%	12%	12%	11%	15%	10%	14%	10%
		*		*					
Rank 3	476	33	418	25	263	50	109	245	121
	24%	19%	24%	33%	23%	27%	20%	24%	27%
		*		A*					
Rank 4	546	58	475	14	329	48	146	267	133
	27%	32%	27%	18%	28%	26%	27%	26%	29%
		*		*					
Rank 5	507	34	462	10	310	47	132	264	111
	25%	19%	26%	14%	27%	25%	25%	26%	24%
		*	C	*					
Rank 6	176	23	146	8	103	7	62	79	35
	9%	13%	8%	10%	9%	3%	12%	8%	8%
		*		*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Mean	3.9	3.9	3.9	3.4	3.9	3.6	3.9	3.8	3.9
		C*	C	*	E				
Standard Deviation	1.26	1.34	1.24	1.47	1.23	1.23	1.37	1.24	1.19
Standard Error	0.03	0.1	0.03	0.17	0.04	0.09	0.06	0.04	0.06

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

12_6. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Technology features

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	121	86	35	33	54	34	38	36	47	29	18	51	23
Rank 1	6%	9%	3%	5%	8%	5%	5%	6%	8%	8%	4%	7%	5%
		B			E					J			
	249	149	101	87	75	87	81	80	88	47	46	102	54
Rank 2	12%	15%	10%	15%	11%	12%	11%	12%	14%	13%	11%	14%	11%
		B											
	416	194	222	131	134	151	132	147	138	76	98	138	105
Rank 3	21%	20%	21%	22%	19%	21%	18%	22%	22%	21%	23%	18%	22%
								F					
	467	211	256	129	169	168	170	161	136	86	100	177	104
Rank 4	23%	22%	25%	22%	24%	23%	23%	25%	22%	24%	23%	23%	22%
	426	190	235	131	141	153	190	118	118	64	83	166	113
Rank 5	21%	20%	23%	22%	20%	21%	25%	18%	19%	18%	19%	22%	24%
							GH						
	336	142	194	83	121	132	137	112	87	56	81	121	77
Rank 6	17%	15%	19%	14%	17%	18%	18%	17%	14%	16%	19%	16%	16%
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	3.9	3.7	4.1	3.8	3.9	4	4.1	3.9	3.7	3.8	4	3.9	4
			A				GH						
Standard Deviation	1.45	1.52	1.37	1.43	1.49	1.43	1.43	1.44	1.48	1.49	1.41	1.48	1.41
Standard Error	0.03	0.05	0.04	0.06	0.06	0.05	0.05	0.06	0.06	0.08	0.07	0.05	0.06

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

   Minimum Base: 30 (**), Small Base: 100 (*)

12_6. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Technology features

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Rank 1	121	23	97	67	54	76	4	19	21	50	71	95	26	37	48	22
	6%	5%	6%	6%	6%	8%	2%	5%	5%	5%	8%	6%	5%	5%	7%	5%
						F					I					
Rank 2	249	61	188	132	118	128	36	41	45	140	110	200	49	86	89	55
	12%	12%	12%	12%	12%	13%	17%	10%	11%	13%	12%	13%	10%	12%	13%	13%
							G									
Rank 3	416	103	313	197	219	210	39	81	86	220	196	313	103	183	128	81
	21%	21%	21%	18%	23%	21%	19%	20%	22%	20%	21%	20%	22%	25%	19%	19%
					C									N		
Rank 4	467	110	357	238	229	248	35	94	90	268	199	356	111	171	141	102
	23%	22%	24%	22%	24%	25%	17%	23%	23%	25%	21%	23%	23%	23%	21%	24%
Rank 5	426	118	308	224	202	192	52	94	87	242	184	319	107	154	138	99
	21%	24%	20%	21%	21%	19%	25%	23%	22%	22%	20%	21%	22%	21%	21%	23%
Rank 6	336	82	253	213	122	151	40	76	68	163	172	253	83	105	117	67
	17%	17%	17%	20%	13%	15%	19%	19%	17%	15%	19%	16%	17%	14%	18%	16%
					D											
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Mean	3.9	4	3.9	4	3.8	3.8	4	4.1	4	3.9	3.9	3.9	4	3.9	3.9	3.9
				D				E								
Standard Deviation	1.45	1.42	1.46	1.5	1.4	1.47	1.45	1.42	1.44	1.4	1.52	1.46	1.42	1.39	1.51	1.43
Standard Error	0.03	0.06	0.04	0.05	0.05	0.05	0.1	0.07	0.07	0.04	0.05	0.04	0.07	0.05	0.06	0.07

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

12_6. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Technology features

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Rank 1	121	22	95	3	77	6	38	62	21
	6%	13%	5%	4%	7%	3%	7%	6%	5%
		B*		*					
Rank 2	249	41	198	11	161	8	92	113	45
	12%	23%	11%	14%	14%	4%	17%	11%	10%
		B*		*	E		GH		
Rank 3	416	31	376	9	251	41	117	214	85
	21%	17%	21%	12%	22%	22%	22%	21%	19%
		*		*					
Rank 4	467	31	420	16	266	39	111	255	100
	23%	17%	24%	21%	23%	21%	21%	25%	22%
		*		*					
Rank 5	426	27	382	16	229	37	105	209	111
	21%	15%	22%	22%	20%	20%	20%	20%	24%
		*		*					
Rank 6	336	26	289	20	175	56	72	167	96
	17%	15%	16%	27%	15%	30%	13%	16%	21%
		*		B*		D			F
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Mean	3.9	3.4	3.9	4.2	3.8	4.4	3.7	3.9	4.1
		*	A	A*		D		F	FG
Standard Deviation	1.45	1.63	1.42	1.53	1.46	1.4	1.48	1.43	1.43
Standard Error	0.03	0.12	0.03	0.18	0.04	0.1	0.06	0.04	0.07

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

12. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Mean Summary

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Safety	1.9	2.2	1.7	2.3	1.9	1.7	1.9	2	1.9	2.2	1.8	1.9	1.9
		B		DE	E					JKL			
Fuel economy or environmental impact	2.6	2.8	2.4	2.8	2.6	2.5	2.5	2.6	2.7	2.8	2.4	2.6	2.6
		B		DE						J		J	
Speed, handling, and performance	3.8	3.8	3.7	3.8	3.8	3.8	3.7	3.8	3.9	3.8	3.8	3.9	3.7
Comfort	3.9	3.8	3.9	3.8	3.9	3.9	3.8	3.9	3.9	3.8	3.9	3.9	3.9
			A										
Technology features	3.9	3.7	4.1	3.8	3.9	4	4.1	3.9	3.7	3.8	4	3.9	4
			A				GH						
Looks, style, and aesthetics	4.9	4.7	5.1	4.5	5	5.2	4.9	4.8	5	4.7	5	4.9	5
			A		C	CD					I		

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

　Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

　Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

　Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

　Minimum Base: 30 (**), Small Base: 100 (*)

12. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Mean Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
Safety	1.9	2	1.9	1.9	2	2.1	1.9	1.8	1.6	1.9	1.9	2	1.9	1.9	2	1.9
						GH	H	H								
Fuel economy or environmental impact	2.6	2.7	2.6	2.6	2.6	2.7	2.6	2.6	2.5	2.6	2.6	2.6	2.8	2.5	2.8	2.5
						H									MO	
Speed, handling, and performance	3.8	3.7	3.8	3.8	3.8	3.8	3.6	3.8	3.8	3.8	3.8	3.8	3.7	3.8	3.7	3.9
															N	N
Comfort	3.9	3.8	3.9	3.8	3.9	3.8	4	3.8	3.9	3.8	3.9	3.8	3.9	3.9	3.8	3.9
Technology features	3.9	4	3.9	4	3.8	3.8	4	4.1	4	3.9	3.9	3.9	4	3.9	3.9	3.9
				D				E								
Looks, style, and aesthetics	4.9	4.8	5	4.9	5	4.8	4.8	4.9	5.3	4.9	4.9	5	4.7	5	4.9	4.8
			A						EFG							

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

12. When considering today's average car and the future of cars, please rank the following types of car improvements with first being the improvement you would like to see manufacturers focus on first. - Mean Summary

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	2014	133	1803	78	1152	199	456	1040	518
Base: All Respondents (wtd)	2014	179	1760	76	1159	187	536	1020	458
Safety	1.9	2.3	1.9	3	1.9	2.2	2.1	1.9	1.8
		B*		AB*		D	GH		
Fuel economy or environmental impact	2.6	3.2	2.5	3.3	2.6	2.5	2.8	2.5	2.5
		B*		B*			GH		
Speed, handling, and performance	3.8	3.9	3.8	3.5	3.8	3.6	3.8	3.8	3.7
		*		*	E			H	
Comfort	3.9	3.9	3.9	3.4	3.9	3.6	3.9	3.8	3.9
		C*	C	*	E				
Technology features	3.9	3.4	3.9	4.2	3.8	4.4	3.7	3.9	4.1
		*	A	A*		D		F	FG
Looks, style, and aesthetics	4.9	4.3	5	3.7	5	4.8	4.6	5	5
		*	AC	*				F	F

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

13. Which of the following do you think will become popular first: self-driving vehicles or short-trip flying vehicles (like flying cars) for one or two people.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Self-driving vehicles	1553	768	785	448	519	586	577	473	503	269	336	579	369
	77%	79%	75%	75%	75%	81%	77%	72%	82%	75%	79%	77%	78%
						D			G				
Short-trip flying vehicles (like flying cars)	171	85	86	84	68	19	68	75	28	29	23	74	46
	8%	9%	8%	14%	10%	3%	9%	11%	4%	8%	5%	10%	10%
				E	E		H	H				J	J
Not sure	290	118	172	62	107	121	102	105	83	61	66	103	61
	14%	12%	16%	10%	15%	17%	14%	16%	14%	17%	16%	14%	13%
			A		C	C							
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
 Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
 Minimum Base: 30 (**), Small Base: 100 (*)

13. Which of the following do you think will become popular first: self-driving vehicles or short-trip flying vehicles (like flying cars) for one or two people.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	1553	379	1174	798	755	770	153	310	320	816	738	1159	394	595	501	327
Self-driving vehicles	77%	76%	77%	75%	80%	77%	74%	77%	80%	75%	79%	75%	83%	81%	76%	77%
					C								K			
	171	60	110	89	82	104	18	38	10	95	76	124	47	52	57	37
Short-trip flying vehicles (like flying cars)	8%	12%	7%	8%	9%	10%	9%	9%	3%	9%	8%	8%	10%	7%	9%	9%
		B				H	H	H								
	290	58	232	183	107	132	35	56	67	172	118	254	36	90	102	62
Not sure	14%	12%	15%	17%	11%	13%	17%	14%	17%	16%	13%	17%	7%	12%	16%	15%
				D								L				
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

13. Which of the following do you think will become popular first: self-driving vehicles or short-trip flying vehicles (like flying cars) for one or two people.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Self-driving vehicles	1553	133	1390	30	950	137	408	805	341
	77%	75%	79%	40%	82%	74%	76%	79%	74%
		C*	C	*	E				
Short-trip flying vehicles (like flying cars)	171	17	133	20	100	22	57	69	45
	8%	10%	8%	27%	9%	12%	11%	7%	10%
		*		AB*			G		
Not sure	290	28	237	25	110	28	71	146	73
	14%	16%	13%	33%	9%	15%	13%	14%	16%
		*		AB*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E,F/G/H
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E,F/G/H
  Minimum Base: 30 (**), Small Base: 100 (*)

14. Do you currently use a computer, tablet, or smartphone for your job?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Yes	1108	556	552	394	462	252	308	374	426	190	216	414	289
	55%	57%	53%	66%	67%	35%	41%	57%	70%	53%	51%	55%	61%
				E	E			F	FG				J
No	250	128	122	85	90	75	114	80	56	50	56	87	57
	12%	13%	12%	14%	13%	10%	15%	12%	9%	14%	13%	12%	12%
							H						
I don't currently have a job	656	287	369	115	142	399	326	199	131	119	153	254	130
	33%	30%	35%	19%	20%	55%	44%	31%	21%	33%	36%	34%	27%
			A			CD	GH	H			L		
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

14. Do you currently use a computer, tablet, or smartphone for your job?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	1108	335	773	446	662	861	129	82	36	610	498	787	321	400	361	236
Yes	55%	67%	51%	42%	70%	86%	63%	20%	9%	56%	54%	51%	67%	54%	55%	55%
		B			C	FGH	GH	H					K			
	250	63	187	176	74	130	73	22	25	126	124	201	49	93	82	44
No	12%	13%	12%	16%	8%	13%	36%	5%	6%	12%	13%	13%	10%	13%	12%	10%
				D		GH	EGH									
	656	99	557	447	209	14	4	300	337	347	309	548	108	244	217	147
I don't currently have a job	33%	20%	37%	42%	22%	1%	2%	74%	85%	32%	33%	36%	23%	33%	33%	35%
			A	D				EF	EFG			L				
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

14. Do you currently use a computer, tablet, or smartphone for your job?

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Yes	1108	131	945	32	655	98	325	566	217
	55%	74%	54%	42%	57%	53%	61%	55%	47%
		BC*		*			H	H	
No	250	15	216	19	121	24	74	112	64
	12%	8%	12%	25%	10%	13%	14%	11%	14%
		*		AB*					
I don't currently have a job	656	32	599	25	382	65	137	343	176
	33%	18%	34%	33%	33%	35%	26%	34%	38%
		*	A	A*				F	F
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

15. Has working with a computer, tablet, or smartphone made your job easier than not having that technology?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1050**	**452**	**598**	**285**	**511**	**254**	**330**	**477**	**243**	**194**	**280**	**363**	**213**
Base: All Answering (wtd)	**1108**	**556**	**552**	**394**	**462**	**252**	**308**	**374**	**426**	**190**	**216**	**414**	**289**
Yes, it's easier with a computer, tablet, or smartphone	820	394	425	283	343	193	236	272	311	135	160	305	220
	74%	71%	77%	72%	74%	77%	77%	73%	73%	71%	74%	74%	76%
No, it's not necessarily easier with a computer, tablet, or smartphone	103	58	45	35	38	31	25	35	43	27	19	36	22
	9%	10%	8%	9%	8%	12%	8%	9%	10%	14%	9%	9%	8%
My job would not exist without computers, tablets, or smartphones	186	104	82	76	81	28	47	66	73	29	37	73	47
	17%	19%	15%	19%	18%	11%	15%	18%	17%	15%	17%	18%	16%
				E									
	1108	556	552	394	462	252	308	374	426	190	216	414	289
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

15. Has working with a computer, tablet, or smartphone made your job easier than not having that technology?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	**1050**	**318**	**732**	**472**	**578**	**814**	**131**	**70**	**35**	**570**	**480**	**876**	**174**	**344**	**366**	**228**
Base: All Answering (wtd)	**1108**	**335**	**773**	**446**	**662**	**861**	**129**	**82**	**36**	**610**	**498**	**787**	**321**	**400**	**361**	**236**
Yes, it's easier with a computer, tablet, or smartphone	820	239	581	315	505	654	98	45	22	460	360	583	237	313	252	173
	74%	71%	75%	71%	76%	76%	76%	54%	62%	75%	72%	74%	74%	78%	70%	73%
						G	G*	*	**					N		
No, it's not necessarily easier with a computer, tablet, or smartphone	103	20	83	45	58	70	20	8	6	48	55	81	22	20	41	27
	9%	6%	11%	10%	9%	8%	15%	10%	17%	8%	11%	10%	7%	5%	11%	12%
							E*	*	**						M	M
My job would not exist without computers, tablets, or smartphones	186	76	110	86	100	137	11	30	7	102	84	123	62	67	68	35
	17%	23%	14%	19%	15%	16%	9%	36%	21%	17%	17%	16%	19%	17%	19%	15%
		B					*	EF*	**							
Sigma	1108	335	773	446	662	861	129	82	36	610	498	787	321	400	361	236
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

15. Has working with a computer, tablet, or smartphone made your job easier than not having that technology?

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Answering (unwtd)	**1050**	**99**	**921**	**30**	**614**	**96**	**267**	**552**	**231**
Base: All Answering (wtd)	**1108**	**131**	**945**	**32**	**655**	**98**	**325**	**566**	**217**
Yes, it's easier with a computer, tablet, or smartphone	820	86	713	21	505	66	242	409	169
	74%	65%	75%	65%	77%	67%	74%	72%	78%
		*		**		*			
No, it's not necessarily easier with a computer, tablet, or smartphone	103	3	95	5	42	17	34	45	24
	9%	2%	10%	15%	6%	17%	10%	8%	11%
		*	A	**		D*			
My job would not exist without computers, tablets, or smartphones	186	43	137	6	108	16	49	112	25
	17%	33%	14%	20%	16%	16%	15%	20%	11%
		B*		**		*		H	
Sigma	1108	131	945	32	655	98	325	566	217
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

16. Do you think working with a computer, tablet or smartphone has made you more productive in your job compared to not having that technology?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1050**	**452**	**598**	**285**	**511**	**254**	**330**	**477**	**243**	**194**	**280**	**363**	**213**
Base: All Answering (wtd)	**1108**	**556**	**552**	**394**	**462**	**252**	**308**	**374**	**426**	**190**	**216**	**414**	**289**
Yes, I'm clearly more productive with a computer, tablet, or smartphone	835	427	409	298	354	184	212	295	328	125	162	315	234
	75%	77%	74%	76%	77%	73%	69%	79%	77%	66%	75%	76%	81%
								F				I	I
It's hard to say if I'm more productive with a computer, tablet, or smartphone	230	108	122	76	92	62	76	61	93	55	46	86	43
	21%	19%	22%	19%	20%	25%	25%	16%	22%	29%	21%	21%	15%
							G			L			
No, I'm less productive with a computer, tablet, or smartphone	43	22	21	20	17	6	20	17	6	10	8	13	13
	4%	4%	4%	5%	4%	3%	6%	5%	1%	5%	4%	3%	4%
							H	H					
Sigma	1108	556	552	394	462	252	308	374	426	190	216	414	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

16. Do you think working with a computer, tablet or smartphone has made you more productive in your job compared to not having that technology?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	1050	318	732	472	578	814	131	70	35	570	480	876	174	344	366	228
Base: All Answering (wtd)	1108	335	773	446	662	861	129	82	36	610	498	787	321	400	361	236
Yes, I'm clearly more productive with a computer, tablet, or smartphone	835	263	572	317	518	681	78	51	25	481	354	583	252	316	280	162
	75%	79%	74%	71%	78%	79%	61%	62%	71%	79%	71%	74%	79%	79%	77%	69%
					C	FG	*	*	**	J				O		
It's hard to say if I'm more productive with a computer, tablet, or smartphone	230	56	173	109	121	151	44	25	9	103	126	170	60	72	67	67
	21%	17%	22%	24%	18%	18%	35%	30%	26%	17%	25%	22%	19%	18%	18%	29%
						E*	E*	**		I						MN
No, I'm less productive with a computer, tablet, or smartphone	43	15	28	20	23	29	6	7	1	25	18	35	9	12	15	6
	4%	5%	4%	4%	3%	3%	5%	8%	3%	4%	4%	4%	3%	3%	4%	2%
							*	*	**							
	1108	335	773	446	662	861	129	82	36	610	498	787	321	400	361	236
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

   Minimum Base: 30 (**), Small Base: 100 (*)

16. Do you think working with a computer, tablet or smartphone has made you more productive in your job compared to not having that technology?

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Answering (unwtd)	**1050**	**99**	**921**	**30**	**614**	**96**	**267**	**552**	**231**
Base: All Answering (wtd)	**1108**	**131**	**945**	**32**	**655**	**98**	**325**	**566**	**217**
Yes, I'm clearly more productive with a computer, tablet, or smartphone	835	119	693	24	543	45	248	428	160
	75%	91%	73%	74%	83%	46%	76%	76%	73%
		B*		**	E	*			
It's hard to say if I'm more productive with a computer, tablet, or smartphone	230	5	219	5	96	43	61	116	52
	21%	4%	23%	15%	15%	44%	19%	20%	24%
		*	A	**		D*			
No, I'm less productive with a computer, tablet, or smartphone	43	7	33	3	16	10	15	22	6
	4%	5%	3%	11%	2%	10%	5%	4%	3%
		*		**		D*			
Sigma	1108	131	945	32	655	98	325	566	217
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

17. In the next 10 years, do you expect that improvements in technology will make your job more or less in demand?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1309**	**571**	**738**	**346**	**621**	**342**	**454**	**574**	**281**	**250**	**359**	**439**	**261**
Base: All Answering (wtd)	**1358**	**684**	**674**	**479**	**552**	**327**	**422**	**454**	**482**	**240**	**272**	**501**	**346**
	323	193	130	126	133	64	90	112	121	58	46	147	72
More in demand	24%	28%	19%	26%	24%	20%	21%	25%	25%	24%	17%	29%	21%
		B										JL	
	688	339	349	237	282	169	197	225	266	110	144	247	187
About the same level of demand	51%	50%	52%	49%	51%	52%	47%	50%	55%	46%	53%	49%	54%
	211	97	114	73	87	51	80	66	65	49	48	59	55
Less in demand	16%	14%	17%	15%	16%	16%	19%	15%	14%	21%	18%	12%	16%
										K			
	136	55	81	44	49	43	55	51	30	23	34	48	31
Don't know	10%	8%	12%	9%	9%	13%	13%	11%	6%	10%	13%	10%	9%
							H	H					
	1358	684	674	479	552	327	422	454	482	240	272	501	346
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

17. In the next 10 years, do you expect that improvements in technology will make your job more or less in demand?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	**1309**	**377**	**932**	**657**	**652**	**946**	**202**	**95**	**66**	**705**	**604**	**1108**	**201**	**433**	**460**	**276**
Base: All Answering (wtd)	**1358**	**398**	**960**	**622**	**736**	**991**	**202**	**104**	**60**	**736**	**622**	**989**	**369**	**493**	**443**	**279**
	323	121	202	128	195	243	31	33	15	190	133	211	112	120	113	60
More in demand	24%	30%	21%	21%	26%	25%	15%	32%	25%	26%	21%	21%	30%	24%	26%	22%
		B			C	F		F*	*				K			
	688	190	498	305	383	535	107	30	16	366	322	520	168	264	215	144
About the same level of demand	51%	48%	52%	49%	52%	54%	53%	28%	27%	50%	52%	53%	46%	53%	49%	52%
						GH	GH	*	*							
	211	66	145	102	109	145	36	18	12	120	91	149	62	74	68	41
Less in demand	16%	17%	15%	16%	15%	15%	18%	17%	19%	16%	15%	15%	17%	15%	15%	15%
								*	*							
	136	21	115	87	49	67	28	23	17	59	77	109	27	35	47	34
Don't know	10%	5%	12%	14%	7%	7%	14%	22%	29%	8%	12%	11%	7%	7%	11%	12%
			A	D			E	E*	EF*		I					
	1358	398	960	622	736	991	202	104	60	736	622	989	369	493	443	279
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

17. In the next 10 years, do you expect that improvements in technology will make your job more or less in demand?

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Answering (unwtd)	**1309**	**114**	**1147**	**48**	**738**	**122**	**333**	**666**	**310**
Base: All Answering (wtd)	**1358**	**146**	**1161**	**51**	**777**	**122**	**399**	**677**	**282**
More in demand	323	90	216	17	220	18	133	139	50
	24%	61%	19%	33%	28%	15%	33%	21%	18%
		BC*		B*	E	*	GH		
About the same level of demand	688	38	640	10	397	63	167	370	150
	51%	26%	55%	20%	51%	52%	42%	55%	53%
		*	AC	*		*		F	F
Less in demand	211	9	189	13	103	31	61	107	44
	16%	6%	16%	26%	13%	25%	15%	16%	16%
		*	A	A*		D*			
Don't know	136	9	116	11	58	10	38	61	38
	10%	6%	10%	21%	7%	8%	9%	9%	13%
		*		AB*		*			
Sigma	1358	146	1161	51	777	122	399	677	282
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

18. In the next 10 years, do you expect technology to require you to learn new skills to keep up with changes in your job responsibilities?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1309**	**571**	**738**	**346**	**621**	**342**	**454**	**574**	**281**	**250**	**359**	**439**	**261**
Base: All Answering (wtd)	**1358**	**684**	**674**	**479**	**552**	**327**	**422**	**454**	**482**	**240**	**272**	**501**	**346**
I expect that my future job will require me to learn completely new skillsets	387	210	177	146	157	83	110	139	137	70	66	147	104
	28%	31%	26%	31%	28%	25%	26%	31%	28%	29%	24%	29%	30%
I expect to learn a few new skills to stay on top of my job	695	345	349	246	302	147	202	218	275	107	144	259	185
	51%	50%	52%	51%	55%	45%	48%	48%	57%	45%	53%	52%	54%
					E				FG				
I don't expect to need any new skills for my future job	161	83	78	47	52	62	62	58	41	32	35	58	37
	12%	12%	12%	10%	9%	19%	15%	13%	8%	13%	13%	12%	11%
					CD		H						
Don't know	115	46	69	40	40	35	48	38	29	31	27	38	19
	8%	7%	10%	8%	7%	11%	11%	8%	6%	13%	10%	8%	6%
							H			L			
Sigma	1358	684	674	479	552	327	422	454	482	240	272	501	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

18. In the next 10 years, do you expect technology to require you to learn new skills to keep up with changes in your job responsibilities?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	**1309**	**377**	**932**	**657**	**652**	**946**	**202**	**95**	**66**	**705**	**604**	**1108**	**201**	**433**	**460**	**276**
Base: All Answering (wtd)	**1358**	**398**	**960**	**622**	**736**	**991**	**202**	**104**	**60**	**736**	**622**	**989**	**369**	**493**	**443**	**279**
I expect that my future job will require me to learn completely new skillsets	387	116	270	139	247	288	47	34	17	219	168	268	119	157	125	62
	28%	29%	28%	22%	34%	29%	23%	33%	29%	30%	27%	27%	32%	32%	28%	22%
					C			*	*					O		
I expect to learn a few new skills to stay on top of my job	695	230	464	308	386	540	89	48	17	371	323	504	191	250	226	156
	51%	58%	48%	50%	53%	55%	44%	46%	29%	50%	52%	51%	52%	51%	51%	56%
		B				FH		*	*							
I don't expect to need any new skills for my future job	161	32	130	103	58	107	36	8	11	89	73	129	32	58	53	35
	12%	8%	14%	17%	8%	11%	18%	7%	18%	12%	12%	13%	9%	12%	12%	12%
			A	D			E	*	*							
Don't know	115	20	96	72	43	56	30	15	15	57	58	88	27	28	39	26
	8%	5%	10%	12%	6%	6%	15%	14%	25%	8%	9%	9%	7%	6%	9%	9%
			A	D			E	E*	E*							
Sigma	1358	398	960	622	736	991	202	104	60	736	622	989	369	493	443	279
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

18. In the next 10 years, do you expect technology to require you to learn new skills to keep up with changes in your job responsibilities?

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Answering (unwtd)	**1309**	**114**	**1147**	**48**	**738**	**122**	**333**	**666**	**310**
Base: All Answering (wtd)	**1358**	**146**	**1161**	**51**	**777**	**122**	**399**	**677**	**282**
I expect that my future job will require me to learn completely new skillsets	387	80	299	8	245	39	129	179	79
	28%	55%	26%	15%	31%	32%	32%	26%	28%
		BC*		*		*			
I expect to learn a few new skills to stay on top of my job	695	56	629	10	409	52	182	385	128
	51%	38%	54%	20%	53%	42%	46%	57%	45%
		*	AC	*		*		FH	
I don't expect to need any new skills for my future job	161	4	134	24	66	23	45	70	47
	12%	3%	12%	47%	9%	19%	11%	10%	17%
		*	A	AB*		D*			G
Don't know	115	6	100	9	57	8	43	43	29
	8%	4%	9%	18%	7%	6%	11%	6%	10%
		*		A*		*			
Sigma	1358	146	1161	51	777	122	399	677	282
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

19. Have you ever used telemedicine (talked to a doctor over the phone or internet to perform a diagnosis of the problem you were having)?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
	415	211	204	181	146	88	126	160	129	69	77	141	128
Yes	21%	22%	20%	30%	21%	12%	17%	24%	21%	19%	18%	19%	27%
				DE	E			F					IJK
	1556	734	823	382	543	631	608	471	478	275	346	594	341
No	77%	76%	79%	64%	78%	87%	81%	72%	78%	77%	82%	79%	72%
				C	CD	G					L	L	
	43	26	17	31	5	7	14	23	6	14	2	20	7
Not sure	2%	3%	2%	5%	1%	1%	2%	3%	1%	4%	*	3%	1%
				DE				H		J		J	
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

19. Have you ever used telemedicine (talked to a doctor over the phone or internet to perform a diagnosis of the problem you were having)?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Yes	415	135	280	201	214	236	39	95	45	228	186	310	105	162	129	81
	21%	27%	18%	19%	23%	23%	19%	23%	11%	21%	20%	20%	22%	22%	19%	19%
		B				H	H	H								
No	1556	348	1208	842	715	742	162	300	352	827	729	1195	361	559	518	336
	77%	70%	80%	79%	76%	74%	79%	74%	88%	76%	78%	78%	76%	76%	78%	79%
			A						EFG							
Not sure	43	15	28	27	16	28	5	10	1	27	16	32	11	16	14	10
	2%	3%	2%	3%	2%	3%	2%	2%	*	2%	2%	2%	2%	2%	2%	2%
						H	H	H								
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

19. Have you ever used telemedicine (talked to a doctor over the phone or internet to perform a diagnosis of the problem you were having)?

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Yes	415	57	336	22	246	43	140	193	81
	21%	32%	19%	29%	21%	23%	26%	19%	18%
		B*		*			GH		
No	1556	102	1407	47	902	142	377	815	365
	77%	57%	80%	63%	78%	76%	70%	80%	80%
		*	AC	*				F	F
Not sure	43	19	17	7	11	2	19	12	12
	2%	11%	1%	9%	1%	1%	4%	1%	3%
		B*		B*			G		
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

20. Do you wear eyeglasses or contacts?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Yes	1456	661	795	341	511	604	560	451	445	233	322	581	320
	72%	68%	76%	57%	74%	83%	75%	69%	73%	65%	76%	77%	67%
			A		C	CD	G				IL	IL	
No	558	310	249	254	182	122	187	203	169	125	102	175	156
	28%	32%	24%	43%	26%	17%	25%	31%	27%	35%	24%	23%	33%
		B		DE	E			F		JK			JK
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

20. Do you wear eyeglasses or contacts?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	1456	343	1113	773	683	711	134	278	334	804	652	1112	344	547	464	310
Yes	72%	69%	73%	72%	72%	71%	65%	69%	84%	74%	70%	72%	72%	74%	70%	73%
									EFG							
	558	155	403	297	262	295	73	127	64	279	279	425	133	190	196	116
No	28%	31%	27%	28%	28%	29%	35%	31%	16%	26%	30%	28%	28%	26%	30%	27%
						H	H	H								
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

20. Do you wear eyeglasses or contacts?

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Yes	1456	103	1299	54	848	131	347	757	352
	72%	58%	74%	71%	73%	70%	65%	74%	77%
		*	A	*				F	F
No	558	75	461	22	311	56	189	263	106
	28%	42%	26%	29%	27%	30%	35%	26%	23%
		B*		*			GH		
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

21. Do you believe that the person providing prescriptions for eyeglasses or contacts should need to be licensed?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
	1754	803	951	479	617	657	662	554	539	288	378	667	420
Yes, they should be licensed	87%	83%	91%	81%	89%	91%	89%	85%	88%	80%	89%	88%	88%
			A		C	C					I	I	I
	108	75	33	48	30	30	34	32	42	26	23	40	19
No, they should not need to be licensed	5%	8%	3%	8%	4%	4%	5%	5%	7%	7%	5%	5%	4%
		B		DE									
	152	93	59	67	46	39	51	68	33	44	23	49	36
Not sure	8%	10%	6%	11%	7%	5%	7%	10%	5%	12%	5%	6%	8%
		B		DE				FH		JK			
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

21. Do you believe that the person providing prescriptions for eyeglasses or contacts should need to be licensed?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
	1754	440	1314	947	807	854	173	362	365	931	823	1328	426	649	556	386
Yes, they should be licensed	87%	88%	87%	89%	85%	85%	84%	89%	92%	86%	88%	86%	89%	88%	84%	90%
									EF							N
	108	25	83	40	68	74	7	17	10	72	36	85	23	36	48	14
No, they should not need to be licensed	5%	5%	5%	4%	7%	7%	3%	4%	3%	7%	4%	6%	5%	5%	7%	3%
					C	H				J					O	
	152	33	119	82	70	77	26	26	22	80	72	124	28	52	57	26
Not sure	8%	7%	8%	8%	7%	8%	13%	6%	6%	7%	8%	8%	6%	7%	9%	6%
							GH									
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

21. Do you believe that the person providing prescriptions for eyeglasses or contacts should need to be licensed?

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Yes, they should be licensed	1754	141	1561	53	1050	157	439	911	404
	87%	79%	89%	70%	91%	84%	82%	89%	88%
		*	AC	*	E			F	F
No, they should not need to be licensed	108	14	83	11	53	17	38	44	26
	5%	8%	5%	15%	5%	9%	7%	4%	6%
		*		B*					
Not sure	152	24	116	12	56	14	59	65	28
	8%	13%	7%	16%	5%	7%	11%	6%	6%
		B*		B*			GH		
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

Q20/Q21. Crosstab - Grid Table

	Yes	No
	A	B
Base: All Answering (unwtd)	**1495**	**519**
Base: All Answering (wtd)	**1456**	**558**
Yes, they should be licensed	1318	436
	91%	78%
	B	
No, they should not need to be licensed	64	44
	4%	8%
		A
Not sure	74	78
	5%	14%
		A

Field Dates: 01/24-01/28

Statistics:

- Column Proportions:

   Columns Tested (5%): A/B

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B

   Minimum Base: 30 (**), Small Base: 100 (*)

22. Among the following, please select the items that you currently own.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Computer	1741	836	905	458	601	682	636	533	571	296	375	666	404
	86%	86%	87%	77%	87%	94%	85%	82%	93%	82%	88%	88%	85%
					C	CD			FG		I	I	
Smartphone	1690	766	924	492	634	564	621	513	556	283	344	659	404
	84%	79%	89%	83%	91%	78%	83%	78%	91%	79%	81%	87%	85%
			A		CE		G		FG			IJ	
Gas powered vehicle	1469	717	752	365	503	601	488	479	502	226	333	552	359
	73%	74%	72%	61%	73%	83%	65%	73%	82%	63%	78%	73%	75%
					C	CD		F	FG		I	I	I
Tablet	1229	556	673	354	453	422	402	394	433	206	260	461	301
	61%	57%	65%	60%	65%	58%	54%	60%	71%	58%	61%	61%	63%
			A		E			F	FG				
Landline phone	803	382	420	111	247	445	281	247	274	174	191	285	153
	40%	39%	40%	19%	36%	61%	38%	38%	45%	48%	45%	38%	32%
					C	CD				KL	KL		
Smart assistant or smart speaker (such as Alexa, Siri through a smart speaker, Google home, etc.)	577	314	263	216	211	150	145	187	244	100	92	228	157
	29%	32%	25%	36%	30%	21%	19%	29%	40%	28%	22%	30%	33%
		B		E	E			F	FG			J	J
Wearable technology (such as a smartwatch or fitbit)	575	250	325	212	212	150	130	205	240	95	114	214	153
	29%	26%	31%	36%	31%	21%	17%	31%	39%	27%	27%	28%	32%
			A	E	E			F	FG				
At least one other smart home device to pair with a smart assistant (for example smart lights, smart thermostat, or smart security system)	376	210	166	115	140	121	56	123	197	59	62	154	101
	19%	22%	16%	19%	20%	17%	8%	19%	32%	16%	15%	20%	21%
		B						F	FG			J	J
Cell phone that is not a smartphone	291	151	139	47	76	167	132	89	70	42	78	106	65
	14%	16%	13%	8%	11%	23%	18%	14%	11%	12%	18%	14%	14%
						CD	H				I		
Hybrid vehicle	118	76	42	44	33	42	27	42	49	20	19	35	43
	6%	8%	4%	7%	5%	6%	4%	6%	8%	6%	4%	5%	9%
		B						F	F				JK
Electric vehicle	42	35	7	22	18	2	7	15	21	10	9	14	8
	2%	4%	1%	4%	3%	*	1%	2%	3%	3%	2%	2%	2%
		B		E	E				F				
None of the above	38	25	13	33	4	1	6	31	1	21	2	6	8
	2%	3%	1%	5%	1%	*	1%	5%	*	6%	1%	1%	2%
				DE				FH		JKL			
Sigma	8947	4318	4630	2469	3132	3347	2931	2858	3158	1532	1879	3381	2156
	444%	445%	444%	416%	451%	461%	392%	437%	515%	427%	443%	447%	453%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

22. Among the following, please select the items that you currently own.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Computer	1741	412	1329	912	828	838	176	348	379	925	815	1322	419	641	551	394
	86%	83%	88%	85%	88%	83%	85%	86%	95%	85%	88%	86%	88%	87%	83%	92%
			A						EFG							MN
Smartphone	1690	439	1252	893	798	861	165	367	298	890	800	1279	411	627	532	371
	84%	88%	83%	83%	84%	86%	80%	91%	75%	82%	86%	83%	86%	85%	80%	87%
		B				H		EFH								N
Gas powered vehicle	1469	357	1112	770	699	751	130	262	326	849	620	1182	287	513	503	326
	73%	72%	73%	72%	74%	75%	63%	65%	82%	78%	67%	77%	60%	70%	76%	76%
						FG			EFG	J		L			M	
Tablet	1229	362	866	604	625	643	126	237	223	686	543	924	305	452	393	268
	61%	73%	57%	56%	66%	64%	61%	59%	56%	63%	58%	60%	64%	61%	60%	63%
		B			C	H										
Landline phone	803	161	641	447	356	326	77	145	255	451	351	613	189	324	279	147
	40%	32%	42%	42%	38%	32%	37%	36%	64%	42%	38%	40%	40%	44%	42%	35%
			A						EFG					O	O	
Smart assistant or smart speaker (such as Alexa, Siri through a smart speaker, Google home, etc.)	577	182	395	278	299	343	51	98	85	334	243	433	144	216	192	126
	29%	37%	26%	26%	32%	34%	25%	24%	21%	31%	26%	28%	30%	29%	29%	30%
		B			C	FGH										
Wearable technology (such as a smartwatch or fitbit)	575	161	414	270	305	357	50	105	63	340	235	443	132	231	172	110
	29%	32%	27%	25%	32%	36%	24%	26%	16%	31%	25%	29%	28%	31%	26%	26%
					C	FGH	H	H		J						
At least one other smart home device to pair with a smart assistant (for example smart lights, smart thermostat, or smart security system)	376	102	274	153	223	223	35	50	68	247	129	282	94	131	141	70
	19%	21%	18%	14%	24%	22%	17%	12%	17%	23%	14%	18%	20%	18%	21%	16%
					C	G				J						
Cell phone that is not a smartphone	291	58	233	178	113	114	31	50	95	152	139	229	61	95	97	66
	14%	12%	15%	17%	12%	11%	15%	12%	24%	14%	15%	15%	13%	13%	15%	15%
				D					EFG							
Hybrid vehicle	118	33	85	47	71	65	13	19	21	82	36	93	24	40	40	33
	6%	7%	6%	4%	8%	7%	6%	5%	5%	8%	4%	6%	5%	5%	6%	8%
					C					J						
Electric vehicle	42	17	25	4	37	33	7	2	1	34	8	31	11	14	21	5
	2%	3%	2%	*	4%	3%	3%	*	*	3%	1%	2%	2%	2%	3%	1%
					C	GH	GH			J						
None of the above	38	14	23	22	16	25	11	1	-	32	6	32	6	9	22	2
	2%	3%	2%	2%	2%	3%	5%	*	-	3%	1%	2%	1%	1%	3%	*
						GH	GH			J					MO	
Sigma	8947	2299	6648	4578	4369	4579	871	1684	1814	5024	3923	6865	2082	3294	2942	1919
	444%	462%	438%	428%	463%	455%	423%	416%	456%	464%	421%	447%	436%	447%	445%	450%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

22. Among the following, please select the items that you currently own.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Computer	1741	144	1550	47	1025	160	427	901	413
	86%	80%	88%	62%	88%	86%	80%	88%	90%
		C*	AC	*				F	F
Smartphone	1690	142	1516	32	999	148	419	889	382
	84%	80%	86%	43%	86%	79%	78%	87%	83%
		C*	C	*	E			F	
Gas powered vehicle	1469	105	1327	37	857	150	303	794	372
	73%	59%	75%	49%	74%	80%	56%	78%	81%
		*	AC	*				F	F
Tablet	1229	109	1097	23	734	106	302	661	266
	61%	61%	62%	30%	63%	57%	56%	65%	58%
		C*	C	*				FH	
Landline phone	803	46	720	36	471	83	188	414	201
	40%	26%	41%	48%	41%	44%	35%	41%	44%
		*	A	A*					F
Smart assistant or smart speaker (such as Alexa, Siri through a smart speaker, Google home, etc.)	577	79	485	13	360	49	159	316	101
	29%	44%	28%	17%	31%	26%	30%	31%	22%
		BC*		*			H	H	
Wearable technology (such as a smartwatch or fitbit)	575	68	494	14	369	28	151	313	111
	29%	38%	28%	18%	32%	15%	28%	31%	24%
		C*		*	E			H	
At least one other smart home device to pair with a smart assistant (for example smart lights, smart thermostat, or smart security system)	376	56	307	13	257	20	93	217	66
	19%	31%	17%	18%	22%	11%	17%	21%	14%
		B*		*	E			H	
Cell phone that is not a smartphone	291	24	247	19	179	31	78	133	79
	14%	13%	14%	26%	15%	17%	15%	13%	17%
		*		B*					
Hybrid vehicle	118	14	92	12	68	13	37	62	19
	6%	8%	5%	16%	6%	7%	7%	6%	4%
		*		B*					
Electric vehicle	42	7	27	8	20	7	21	17	3
	2%	4%	2%	10%	2%	4%	4%	2%	1%
		*		B*			GH		
None of the above	38	17	10	10	4	4	28	6	4
	2%	9%	1%	14%	*	2%	5%	1%	1%
		B*		B*		D	GH		
Sigma	8947	810	7873	265	5343	799	2206	4725	2017
	444%	454%	447%	350%	461%	427%	412%	463%	440%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E/F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E/F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

23. Which of the following do you most often use as transportation?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
	1694	787	907	433	589	671	581	558	554	267	370	660	398
Driving a car that I own or lease	84%	81%	87%	73%	85%	92%	78%	85%	90%	74%	87%	87%	84%
			A		C	CD		F	FG		I	I	I
	101	62	39	54	30	17	53	28	20	30	20	26	25
Walking	5%	6%	4%	9%	4%	2%	7%	4%	3%	8%	5%	3%	5%
		B		DE	E		GH			K			
	100	53	47	39	49	12	54	25	21	34	12	24	29
Public transportation	5%	5%	4%	7%	7%	2%	7%	4%	3%	10%	3%	3%	6%
				E	E		GH			JK			
Driving a car that I borrow from a friend or rent from a company	54	22	32	25	16	14	26	23	5	14	7	23	10
	3%	2%	3%	4%	2%	2%	3%	4%	1%	4%	2%	3%	2%
							H	H					
	47	32	15	30	7	10	21	13	13	12	12	18	5
Taxis and/or ride sharing services	2%	3%	1%	5%	1%	1%	3%	2%	2%	3%	3%	2%	1%
		B		DE									
	18	15	3	13	2	3	13	6	-	2	3	5	8
Biking	1%	2%	*	2%	*	*	2%	1%	-	*	1%	1%	2%
		B		DE			H						
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

23. Which of the following do you most often use as transportation?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	1694	428	1266	886	808	858	172	297	367	967	727	1324	370	579	582	376
Driving a car that I own or lease	84%	86%	83%	83%	86%	85%	83%	73%	92%	89%	78%	86%	78%	79%	88%	88%
						G	G		EFG	J		L			M	M
	101	22	79	66	35	45	6	42	8	34	67	80	21	51	31	7
Walking	5%	4%	5%	6%	4%	4%	3%	10%	2%	3%	7%	5%	4%	7%	5%	2%
				D				EFH			I			O	O	
	100	17	82	50	50	55	11	23	11	27	72	57	43	57	17	16
Public transportation	5%	4%	5%	5%	5%	5%	5%	6%	3%	3%	8%	4%	9%	8%	3%	4%
						H					I		K	NO		
	54	16	39	34	20	18	11	20	5	22	32	34	21	23	13	12
Driving a car that I borrow from a friend or rent from a company	3%	3%	3%	3%	2%	2%	5%	5%	1%	2%	3%	2%	4%	3%	2%	3%
							EH	EH								
	47	12	35	22	25	27	3	13	4	26	21	30	17	26	11	6
Taxis and/or ride sharing services	2%	2%	2%	2%	3%	3%	1%	3%	1%	2%	2%	2%	3%	4%	2%	1%
	18	3	15	13	6	2	4	10	2	7	12	13	6	*	7	10
Biking	1%	1%	1%	1%	1%	*	2%	2%	1%	1%	1%	1%	1%	*	1%	2%
							E	E							M	M
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

23. Which of the following do you most often use as transportation?

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Driving a car that I own or lease	1694	133	1510	52	1004	153	367	921	406
	84%	74%	86%	68%	87%	82%	68%	90%	89%
		*	AC	*				F	F
Walking	101	13	82	6	49	11	55	24	22
	5%	7%	5%	8%	4%	6%	10%	2%	5%
		*		*			GH		G
Public transportation	100	20	73	7	47	8	67	22	11
	5%	11%	4%	9%	4%	4%	13%	2%	2%
		B*		*			GH		
Driving a car that I borrow from a friend or rent from a company	54	8	44	3	29	2	21	18	16
	3%	4%	2%	4%	2%	1%	4%	2%	3%
		*		*			G		
Taxis and/or ride sharing services	47	5	37	5	20	10	19	26	2
	2%	3%	2%	7%	2%	6%	3%	3%	*
		*		B*		D	H	H	
Biking	18	1	14	3	11	2	7	10	2
	1%	1%	1%	4%	1%	1%	1%	1%	*
		*		B*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

24_1. Please indicate your level of agreement with the following statements. - New technology should have little upfront government regulation. Instead, consumers should decide whether they feel safe buying the newest technologies and should be allowed to sue or seek compensation later if they are harmed.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	299	195	104	119	103	77	107	108	83	51	55	109	83
Strongly agree	15%	20%	10%	20%	15%	11%	14%	17%	14%	14%	13%	14%	18%
		B		E	E								
	609	319	290	192	202	214	223	191	194	94	121	254	140
Somewhat agree	30%	33%	28%	32%	29%	30%	30%	29%	32%	26%	29%	34%	29%
		B										I	
	598	248	350	150	191	256	230	176	192	110	135	210	143
Somewhat disagree	30%	26%	34%	25%	28%	35%	31%	27%	31%	31%	32%	28%	30%
			A			CD							
	317	120	197	63	135	118	118	102	97	55	76	111	76
Strongly disagree	16%	12%	19%	11%	20%	16%	16%	16%	16%	15%	18%	15%	16%
			A		C	C							
	192	88	103	70	62	60	70	76	46	49	37	71	34
Don't know	10%	9%	10%	12%	9%	8%	9%	12%	8%	14%	9%	9%	7%
										L			
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
	907	514	394	311	306	291	330	300	278	145	176	363	223
Agree (Net)	45%	53%	38%	52%	44%	40%	44%	46%	45%	40%	42%	48%	47%
		B		DE									
	915	369	546	214	327	375	348	278	290	165	211	321	218
Disagree (Net)	45%	38%	52%	36%	47%	52%	47%	43%	47%	46%	50%	43%	46%
			A		C	C					K		

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

24_1. Please indicate your level of agreement with the following statements. - New technology should have little upfront government regulation. Instead, consumers should decide whether they feel safe buying the newest technologies and should be allowed to sue or seek compensation later if they are harmed.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
	299	90	208	152	147	184	30	54	32	167	132	215	83	105	118	48
Strongly agree	15%	18%	14%	14%	16%	18%	14%	13%	8%	15%	14%	14%	17%	14%	18%	11%
						H	H	H							O	
	609	169	440	321	288	281	66	129	133	320	289	457	151	211	214	133
Somewhat agree	30%	34%	29%	30%	30%	28%	32%	32%	34%	30%	31%	30%	32%	29%	32%	31%
	598	127	471	311	286	301	49	116	132	329	268	481	117	229	179	142
Somewhat disagree	30%	25%	31%	29%	30%	30%	24%	29%	33%	30%	29%	31%	25%	31%	27%	33%
	317	75	243	166	151	146	35	66	70	170	148	226	91	130	83	66
Strongly disagree	16%	15%	16%	15%	16%	15%	17%	16%	18%	16%	16%	15%	19%	18%	12%	16%
														N		
	192	37	154	119	72	94	26	40	31	96	95	158	34	61	66	38
Don't know	10%	8%	10%	11%	8%	9%	13%	10%	8%	9%	10%	10%	7%	8%	10%	9%
				D												
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	907	259	648	473	434	464	96	182	165	487	420	673	235	316	332	180
Agree (Net)	45%	52%	43%	44%	46%	46%	46%	45%	41%	45%	45%	44%	49%	43%	50%	42%
		B													MO	
	915	201	714	477	438	447	85	182	201	499	416	706	209	359	262	209
Disagree (Net)	45%	40%	47%	45%	46%	44%	41%	45%	51%	46%	45%	46%	44%	49%	40%	49%
			A											N		N

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

24_1. Please indicate your level of agreement with the following statements. - New technology should have little upfront government regulation. Instead, consumers should decide whether they feel safe buying the newest technologies and should be allowed to sue or seek compensation later if they are harmed.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Strongly agree	299	48	224	27	172	28	126	111	62
	15%	27%	13%	35%	15%	15%	23%	11%	13%
		B*		B*			GH		
Somewhat agree	609	60	534	14	372	49	149	330	130
	30%	34%	30%	19%	32%	26%	28%	32%	28%
		*		*					
Somewhat disagree	598	27	557	14	361	61	126	318	154
	30%	15%	32%	18%	31%	32%	23%	31%	34%
		*	AC	*				F	F
Strongly disagree	317	20	291	6	183	43	81	166	70
	16%	11%	17%	8%	16%	23%	15%	16%	15%
		*		*					
Don't know	192	23	154	15	70	7	54	95	43
	10%	13%	9%	20%	6%	4%	10%	9%	9%
		*		B*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	907	108	758	41	544	77	275	441	191
	45%	61%	43%	54%	47%	41%	51%	43%	42%
		B*		*			GH		
Disagree (Net)	915	47	848	20	545	103	207	484	224
	45%	27%	48%	26%	47%	55%	39%	47%	49%
		*	AC	*				F	F

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

24_2. Please indicate your level of agreement with the following statements. - The government should use strict technological regulation to prevent unknown innovations from causing unforeseen problems in a mass market.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Strongly agree	365	181	185	107	126	133	160	128	77	74	77	136	79
	18%	19%	18%	18%	18%	18%	21%	20%	13%	21%	18%	18%	17%
							H	H					
Somewhat agree	748	348	399	218	261	269	263	256	229	127	162	265	193
	37%	36%	38%	37%	38%	37%	35%	39%	37%	35%	38%	35%	41%
Somewhat disagree	480	244	236	141	165	174	154	145	181	68	109	197	106
	24%	25%	23%	24%	24%	24%	21%	22%	30%	19%	26%	26%	22%
									FG		I	I	
Strongly disagree	152	88	64	40	51	61	62	45	45	25	28	59	40
	8%	9%	6%	7%	7%	8%	8%	7%	7%	7%	7%	8%	8%
		B											
Don't know	269	110	159	89	92	88	108	80	81	65	48	98	58
	13%	11%	15%	15%	13%	12%	14%	12%	13%	18%	11%	13%	12%
			A							J			
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Agree (Net)	1113	529	584	324	387	402	423	384	306	201	239	401	271
	55%	54%	56%	55%	56%	55%	57%	59%	50%	56%	56%	53%	57%
								H					
Disagree (Net)	632	332	300	181	216	236	216	189	226	93	137	256	146
	31%	34%	29%	30%	31%	32%	29%	29%	37%	26%	32%	34%	31%
		B							FG			I	

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

24_2. Please indicate your level of agreement with the following statements. - The government should use strict technological regulation to prevent unknown innovations from causing unforeseen problems in a mass market.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	365	100	265	214	151	175	41	77	73	193	172	279	87	136	138	67
Strongly agree	18%	20%	17%	20%	16%	17%	20%	19%	18%	18%	18%	18%	18%	18%	21%	16%
	748	191	557	405	343	376	67	147	158	417	331	530	217	312	205	144
Somewhat agree	37%	38%	37%	38%	36%	37%	33%	36%	40%	38%	36%	35%	46%	42%	31%	34%
													K	NO		
	480	117	363	208	272	246	55	94	84	264	215	388	92	155	160	135
Somewhat disagree	24%	23%	24%	19%	29%	24%	27%	23%	21%	24%	23%	25%	19%	21%	24%	32%
					C											MN
	152	35	117	80	72	82	15	25	30	80	72	124	28	35	67	34
Strongly disagree	8%	7%	8%	7%	8%	8%	7%	6%	8%	7%	8%	8%	6%	5%	10%	8%
															M	
	269	55	214	163	106	127	27	62	53	129	140	216	53	99	92	47
Don't know	13%	11%	14%	15%	11%	13%	13%	15%	13%	12%	15%	14%	11%	13%	14%	11%
				D												
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	1113	291	822	620	493	550	108	224	231	610	503	809	304	448	343	211
Agree (Net)	55%	58%	54%	58%	52%	55%	52%	55%	58%	56%	54%	53%	64%	61%	52%	49%
				D									K	NO		
	632	151	480	287	344	328	71	119	114	344	288	512	120	190	226	169
Disagree (Net)	31%	30%	32%	27%	36%	33%	34%	29%	29%	32%	31%	33%	25%	26%	34%	39%
					C							L			M	M

Field Dates: 01/24-01/28

24_2. Please indicate your level of agreement with the following statements. - The government should use strict technological regulation to prevent unknown innovations from causing unforeseen problems in a mass market.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Strongly agree	365	51	288	26	221	34	135	139	91
	18%	29%	16%	34%	19%	18%	25%	14%	20%
		B*		B*			G		G
Somewhat agree	748	54	672	22	457	59	186	398	164
	37%	31%	38%	29%	39%	31%	35%	39%	36%
		*		*					
Somewhat disagree	480	42	428	9	291	56	97	271	112
	24%	24%	24%	12%	25%	30%	18%	27%	24%
		*	C	*				F	F
Strongly disagree	152	8	140	4	90	25	39	81	32
	8%	5%	8%	6%	8%	13%	7%	8%	7%
		*		*		D			
Don't know	269	22	232	15	100	13	78	131	59
	13%	12%	13%	19%	9%	7%	15%	13%	13%
		*		*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	1113	106	960	47	678	93	322	537	255
	55%	59%	55%	63%	59%	50%	60%	53%	56%
		*		*			G		
Disagree (Net)	632	50	568	14	381	81	136	352	144
	31%	28%	32%	18%	33%	43%	25%	35%	31%
		*	C	*		D		F	

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

24_3. Please indicate your level of agreement with the following statements. - Strong market competition among tech companies helps create more innovative technologies at a faster pace.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Strongly agree	760	434	325	232	259	269	262	236	261	136	135	297	192
	38%	45%	31%	39%	37%	37%	35%	36%	43%	38%	32%	39%	40%
		B							F			J	J
Somewhat agree	992	429	564	269	346	378	362	322	309	163	223	375	230
	49%	44%	54%	45%	50%	52%	48%	49%	50%	46%	53%	50%	48%
			A										
Somewhat disagree	96	45	51	38	21	37	50	29	16	19	25	28	24
	5%	5%	5%	6%	3%	5%	7%	4%	3%	5%	6%	4%	5%
				D			H						
Strongly disagree	28	16	12	10	10	8	13	14	1	9	4	9	6
	1%	2%	1%	2%	1%	1%	2%	2%	*	3%	1%	1%	1%
							H	H					
Don't know	138	46	92	45	58	35	60	52	26	31	37	47	24
	7%	5%	9%	8%	8%	5%	8%	8%	4%	9%	9%	6%	5%
			A		E		H	H					
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Agree (Net)	1752	863	889	500	605	647	624	559	570	300	358	672	422
	87%	89%	85%	84%	87%	89%	83%	86%	93%	84%	84%	89%	89%
						C			FG			IJ	
Disagree (Net)	124	61	63	48	31	44	63	43	18	28	29	37	30
	6%	6%	6%	8%	4%	6%	8%	7%	3%	8%	7%	5%	6%
				D			H	H					

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

24_3. Please indicate your level of agreement with the following statements. - Strong market competition among tech companies helps create more innovative technologies at a faster pace.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	760	196	564	353	406	414	64	142	140	425	335	570	190	247	290	167
Strongly agree	38%	39%	37%	33%	43%	41%	31%	35%	35%	39%	36%	37%	40%	34%	44%	39%
					C	F									M	
	992	242	751	547	445	461	113	196	223	523	469	773	219	399	300	200
Somewhat agree	49%	49%	50%	51%	47%	46%	55%	48%	56%	48%	50%	50%	46%	54%	45%	47%
									E					N		
	96	13	83	61	35	46	12	26	12	38	58	67	29	32	19	29
Somewhat disagree	5%	3%	5%	6%	4%	5%	6%	6%	3%	4%	6%	4%	6%	4%	3%	7%
			A								I					N
	28	10	18	18	10	11	8	6	3	19	9	17	10	7	10	8
Strongly disagree	1%	2%	1%	2%	1%	1%	4%	1%	1%	2%	1%	1%	2%	1%	2%	2%
							EH									
	138	38	100	90	48	74	9	35	20	78	60	110	28	52	42	23
Don't know	7%	8%	7%	8%	5%	7%	4%	9%	5%	7%	6%	7%	6%	7%	6%	5%
				D												
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	1752	438	1315	901	851	875	177	337	363	948	804	1343	409	647	590	367
Agree (Net)	87%	88%	87%	84%	90%	87%	86%	83%	91%	88%	86%	87%	86%	88%	89%	86%
					C				G							
	124	22	101	79	45	57	20	32	15	57	67	84	40	39	29	38
Disagree (Net)	6%	4%	7%	7%	5%	6%	10%	8%	4%	5%	7%	5%	8%	5%	4%	9%
							H	H								N

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
   Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
   Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
   Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
   Minimum Base: 30 (**), Small Base: 100 (*)

24_3. Please indicate your level of agreement with the following statements. - Strong market competition among tech companies helps create more innovative technologies at a faster pace.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Strongly agree	760	94	638	27	508	60	223	368	169
	38%	53%	36%	36%	44%	32%	42%	36%	37%
		B*		*	E				
Somewhat agree	992	57	912	23	560	91	235	532	225
	49%	32%	52%	30%	48%	48%	44%	52%	49%
		*	AC	*				F	
Somewhat disagree	96	1	90	6	40	18	17	53	26
	5%	*	5%	8%	3%	10%	3%	5%	6%
		*	A	A*		D			
Strongly disagree	28	6	18	4	9	10	12	9	6
	1%	3%	1%	6%	1%	5%	2%	1%	1%
		*		B*		D			
Don't know	138	21	101	15	42	9	48	58	32
	7%	12%	6%	20%	4%	5%	9%	6%	7%
		B*		B*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	1752	151	1551	50	1068	150	459	899	394
	87%	85%	88%	66%	92%	80%	86%	88%	86%
		C*	C	*	E				
Disagree (Net)	124	6	108	10	49	28	29	62	32
	6%	3%	6%	13%	4%	15%	5%	6%	7%
		*		AB*		D			

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

24_4. Please indicate your level of agreement with the following statements. - There is too much power and wealth controlled by a select few highly innovative tech companies.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	758	377	381	235	262	262	325	252	181	136	170	264	189
Strongly agree	38%	39%	37%	39%	38%	36%	44%	39%	29%	38%	40%	35%	40%
							H	H					
	783	364	419	226	270	286	256	250	277	137	160	308	178
Somewhat agree	39%	37%	40%	38%	39%	39%	34%	38%	45%	38%	38%	41%	37%
									F				
	234	124	110	62	80	92	76	66	92	37	57	87	52
Somewhat disagree	12%	13%	11%	10%	12%	13%	10%	10%	15%	10%	13%	12%	11%
									FG				
	71	36	35	17	18	36	21	24	26	9	10	27	26
Strongly disagree	4%	4%	3%	3%	3%	5%	3%	4%	4%	2%	2%	4%	5%
						D							J
	168	70	98	54	64	50	68	62	38	40	28	69	31
Don't know	8%	7%	9%	9%	9%	7%	9%	9%	6%	11%	7%	9%	6%
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
	1541	741	800	461	532	548	582	501	458	273	330	572	366
Agree (Net)	77%	76%	77%	78%	77%	75%	78%	77%	75%	76%	78%	76%	77%
	305	160	145	79	98	128	98	90	117	46	66	114	78
Disagree (Net)	15%	16%	14%	13%	14%	18%	13%	14%	19%	13%	16%	15%	16%
									FG				

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

24_4. Please indicate your level of agreement with the following statements. - There is too much power and wealth controlled by a select few highly innovative tech companies.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	758	181	577	406	352	360	81	170	147	395	363	582	177	314	186	195
Strongly agree	38%	36%	38%	38%	37%	36%	39%	42%	37%	37%	39%	38%	37%	43%	28%	46%
														N		N
	783	214	569	404	379	402	69	156	156	431	352	589	194	298	270	140
Somewhat agree	39%	43%	38%	38%	40%	40%	34%	39%	39%	40%	38%	38%	41%	40%	41%	33%
														O	O	
	234	48	186	105	129	131	29	34	41	129	104	185	49	62	109	47
Somewhat disagree	12%	10%	12%	10%	14%	13%	14%	8%	10%	12%	11%	12%	10%	8%	16%	11%
					C										M	
	71	17	54	37	35	31	9	13	19	50	22	50	21	8	37	20
Strongly disagree	4%	3%	4%	3%	4%	3%	4%	3%	5%	5%	2%	3%	4%	1%	6%	5%
										J					M	M
	168	39	129	118	50	83	18	32	35	78	90	131	37	54	58	24
Don't know	8%	8%	9%	11%	5%	8%	9%	8%	9%	7%	10%	9%	8%	7%	9%	6%
				D												
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	1541	394	1147	810	731	762	150	326	303	826	715	1171	370	612	456	335
Agree (Net)	77%	79%	76%	76%	77%	76%	73%	81%	76%	76%	77%	76%	78%	83%	69%	78%
														N		N
	305	65	240	142	163	161	37	46	60	179	126	235	70	70	146	68
Disagree (Net)	15%	13%	16%	13%	17%	16%	18%	11%	15%	17%	14%	15%	15%	10%	22%	16%
					C										MO	M

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

24_4. Please indicate your level of agreement with the following statements. - There is too much power and wealth controlled by a select few highly innovative tech companies.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Strongly agree	758	60	666	33	424	89	226	356	176
	38%	33%	38%	43%	37%	47%	42%	35%	38%
		*		*		D	G		
Somewhat agree	783	66	690	27	476	70	171	431	181
	39%	37%	39%	35%	41%	37%	32%	42%	40%
		*		*				F	F
Somewhat disagree	234	22	208	4	150	11	75	111	47
	12%	12%	12%	6%	13%	6%	14%	11%	10%
		*		*	E				
Strongly disagree	71	10	59	2	44	9	15	39	17
	4%	6%	3%	2%	4%	5%	3%	4%	4%
		*		*					
Don't know	168	21	137	10	66	9	49	83	36
	8%	12%	8%	14%	6%	5%	9%	8%	8%
		*		*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	1541	125	1356	59	900	158	397	787	357
	77%	70%	77%	78%	78%	85%	74%	77%	78%
		*		*					
Disagree (Net)	305	32	267	6	194	20	90	150	65
	15%	18%	15%	8%	17%	11%	17%	15%	14%
		*		*					

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

24. Please indicate your level of agreement with the following statements. - Agree Summary

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
New technology should have little upfront government regulation. Instead, consumers should decide whether they feel safe buying the newest technologies and should be allowed to sue or seek compensation later if they are harmed.	907	514	394	311	306	291	330	300	278	145	176	363	223
	45%	53%	38%	52%	44%	40%	44%	46%	45%	40%	42%	48%	47%
		B		DE									
The government should use strict technological regulation to prevent unknown innovations from causing unforeseen problems in a mass market.	1113	529	584	324	387	402	423	384	306	201	239	401	271
	55%	54%	56%	55%	56%	55%	57%	59%	50%	56%	56%	53%	57%
								H					
Strong market competition among tech companies helps create more innovative technologies at a faster pace.	1752	863	889	500	605	647	624	559	570	300	358	672	422
	87%	89%	85%	84%	87%	89%	83%	86%	93%	84%	84%	89%	89%
						C			FG			IJ	
There is too much power and wealth controlled by a select few highly innovative tech companies.	1541	741	800	461	532	548	582	501	458	273	330	572	366
	77%	76%	77%	78%	77%	75%	78%	77%	75%	76%	78%	76%	77%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

24. Please indicate your level of agreement with the following statements. - Agree Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
New technology should have little upfront government regulation. Instead, consumers should decide whether they feel safe buying the newest technologies and should be allowed to sue or seek compensation later if they are harmed.	907	259	648	473	434	464	96	182	165	487	420	673	235	316	332	180
	45%	52%	43%	44%	46%	46%	46%	45%	41%	45%	45%	44%	49%	43%	50%	42%
		B													MO	
The government should use strict technological regulation to prevent unknown innovations from causing unforeseen problems in a mass market.	1113	291	822	620	493	550	108	224	231	610	503	809	304	448	343	211
	55%	58%	54%	58%	52%	55%	52%	55%	58%	56%	54%	53%	64%	61%	52%	49%
				D									K	NO		
Strong market competition among tech companies helps create more innovative technologies at a faster pace.	1752	438	1315	901	851	875	177	337	363	948	804	1343	409	647	590	367
	87%	88%	87%	84%	90%	87%	86%	83%	91%	88%	86%	87%	86%	88%	89%	86%
				C				G								
There is too much power and wealth controlled by a select few highly innovative tech companies.	1541	394	1147	810	731	762	150	326	303	826	715	1171	370	612	456	335
	77%	79%	76%	76%	77%	76%	73%	81%	76%	76%	77%	76%	78%	83%	69%	78%
														N		N

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

24. Please indicate your level of agreement with the following statements. - Agree Summary

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
New technology should have little upfront government regulation. Instead, consumers should decide whether they feel safe buying the newest technologies and should be allowed to sue or seek compensation later if they are harmed.	907	108	758	41	544	77	275	441	191
	45%	61%	43%	54%	47%	41%	51%	43%	42%
		B*		*			GH		
The government should use strict technological regulation to prevent unknown innovations from causing unforeseen problems in a mass market.	1113	106	960	47	678	93	322	537	255
	55%	59%	55%	63%	59%	50%	60%	53%	56%
		*		*			G		
Strong market competition among tech companies helps create more innovative technologies at a faster pace.	1752	151	1551	50	1068	150	459	899	394
	87%	85%	88%	66%	92%	80%	86%	88%	86%
		C*	C	*	E				
There is too much power and wealth controlled by a select few highly innovative tech companies.	1541	125	1356	59	900	158	397	787	357
	77%	70%	77%	78%	78%	85%	74%	77%	78%
		*		*					

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

24. Please indicate your level of agreement with the following statements. - Disagree Summary

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
New technology should have little upfront government regulation. Instead, consumers should decide whether they feel safe buying the newest technologies and should be allowed to sue or seek compensation later if they are harmed.	915	369	546	214	327	375	348	278	290	165	211	321	218
	45%	38%	52%	36%	47%	52%	47%	43%	47%	46%	50%	43%	46%
			A		C	C					K		
The government should use strict technological regulation to prevent unknown innovations from causing unforeseen problems in a mass market.	632	332	300	181	216	236	216	189	226	93	137	256	146
	31%	34%	29%	30%	31%	32%	29%	29%	37%	26%	32%	34%	31%
		B							FG			I	
Strong market competition among tech companies helps create more innovative technologies at a faster pace.	124	61	63	48	31	44	63	43	18	28	29	37	30
	6%	6%	6%	8%	4%	6%	8%	7%	3%	8%	7%	5%	6%
				D			H	H					
There is too much power and wealth controlled by a select few highly innovative tech companies.	305	160	145	79	98	128	98	90	117	46	66	114	78
	15%	16%	14%	13%	14%	18%	13%	14%	19%	13%	16%	15%	16%
									FG				

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

 Minimum Base: 30 (**), Small Base: 100 (*)

24. Please indicate your level of agreement with the following statements. - Disagree Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
New technology should have little upfront government regulation. Instead, consumers should decide whether they feel safe buying the newest technologies and should be allowed to sue or seek compensation later if they are harmed.	915	201	714	477	438	447	85	182	201	499	416	706	209	359	262	209
	45%	40%	47%	45%	46%	44%	41%	45%	51%	46%	45%	46%	44%	49%	40%	49%
			A											N		N
The government should use strict technological regulation to prevent unknown innovations from causing unforeseen problems in a mass market.	632	151	480	287	344	328	71	119	114	344	288	512	120	190	226	169
	31%	30%	32%	27%	36%	33%	34%	29%	29%	32%	31%	33%	25%	26%	34%	39%
					C							L			M	M
Strong market competition among tech companies helps create more innovative technologies at a faster pace.	124	22	101	79	45	57	20	32	15	57	67	84	40	39	29	38
	6%	4%	7%	7%	5%	6%	10%	8%	4%	5%	7%	5%	8%	5%	4%	9%
						H	H									N
There is too much power and wealth controlled by a select few highly innovative tech companies.	305	65	240	142	163	161	37	46	60	179	126	235	70	70	146	68
	15%	13%	16%	13%	17%	16%	18%	11%	15%	17%	14%	15%	15%	10%	22%	16%
					C										MO	M

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

24. Please indicate your level of agreement with the following statements. - Disagree Summary

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
New technology should have little upfront government regulation. Instead, consumers should decide whether they feel safe buying the newest technologies and should be allowed to sue or seek compensation later if they are harmed.	915	47	848	20	545	103	207	484	224
	45%	27%	48%	26%	47%	55%	39%	47%	49%
		*	AC	*				F	F
The government should use strict technological regulation to prevent unknown innovations from causing unforeseen problems in a mass market.	632	50	568	14	381	81	136	352	144
	31%	28%	32%	18%	33%	43%	25%	35%	31%
		*	C	*		D	F		
Strong market competition among tech companies helps create more innovative technologies at a faster pace.	124	6	108	10	49	28	29	62	32
	6%	3%	6%	13%	4%	15%	5%	6%	7%
		*		AB*		D			
There is too much power and wealth controlled by a select few highly innovative tech companies.	305	32	267	6	194	20	90	150	65
	15%	18%	15%	8%	17%	11%	17%	15%	14%
		*		*					

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

25_1. Please indicate your level of agreement with the following statements. - I am willing to spend more money for a product that makes my life more convenient.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Strongly agree	415	239	176	154	163	98	124	141	149	95	72	146	102
	21%	25%	17%	26%	24%	13%	17%	22%	24%	26%	17%	19%	21%
		B		E	E			F	F	JK			
Somewhat agree	1092	515	577	319	369	404	367	364	361	169	231	421	271
	54%	53%	55%	54%	53%	56%	49%	56%	59%	47%	54%	56%	57%
								F	F			I	I
Somewhat disagree	303	125	178	70	97	137	156	77	69	45	74	119	65
	15%	13%	17%	12%	14%	19%	21%	12%	11%	12%	18%	16%	14%
			A			CD	GH						
Strongly disagree	109	47	62	20	39	50	57	34	18	25	26	34	24
	5%	5%	6%	3%	6%	7%	8%	5%	3%	7%	6%	5%	5%
						C	H						
Don't know	95	45	50	31	26	38	42	37	16	25	20	35	14
	5%	5%	5%	5%	4%	5%	6%	6%	3%	7%	5%	5%	3%
							H	H		L			
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Agree (Net)	1507	754	753	473	532	501	492	505	510	264	303	567	373
	75%	78%	72%	80%	77%	69%	66%	77%	83%	74%	71%	75%	78%
		B		E	E			F	FG				J
Disagree (Net)	412	172	240	90	136	186	213	111	88	69	101	153	89
	20%	18%	23%	15%	20%	26%	29%	17%	14%	19%	24%	20%	19%
			A			CD	GH						

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

25_1. Please indicate your level of agreement with the following statements. - I am willing to spend more money for a product that makes my life more convenient.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	415	133	282	188	227	263	39	67	46	229	186	303	112	146	162	81
Strongly agree	21%	27%	19%	18%	24%	26%	19%	17%	12%	21%	20%	20%	23%	20%	24%	19%
		B			C	GH	H									
	1092	265	827	551	541	529	121	220	222	587	505	836	256	428	353	224
Somewhat agree	54%	53%	55%	52%	57%	53%	59%	54%	56%	54%	54%	54%	54%	58%	53%	52%
					C											
	303	56	247	194	109	123	24	74	82	157	146	238	66	96	84	80
Somewhat disagree	15%	11%	16%	18%	12%	12%	12%	18%	21%	15%	16%	15%	14%	13%	13%	19%
			A	D				E	EF							MN
	109	27	82	77	32	44	14	25	25	58	51	84	25	31	32	26
Strongly disagree	5%	5%	5%	7%	3%	4%	7%	6%	6%	5%	6%	5%	5%	4%	5%	6%
				D												
	95	17	78	59	36	47	7	18	23	51	43	75	20	36	30	16
Don't know	5%	3%	5%	5%	4%	5%	3%	4%	6%	5%	5%	5%	4%	5%	5%	4%
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	1507	398	1109	740	767	791	160	287	268	816	691	1140	368	574	515	305
Agree (Net)	75%	80%	73%	69%	81%	79%	78%	71%	67%	75%	74%	74%	77%	78%	78%	71%
		B			C	GH	H									
	412	83	329	271	141	167	39	99	107	215	197	322	90	127	116	106
Disagree (Net)	20%	17%	22%	25%	15%	17%	19%	25%	27%	20%	21%	21%	19%	17%	18%	25%
				D				E	E							MN

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

25_1. Please indicate your level of agreement with the following statements. - I am willing to spend more money for a product that makes my life more convenient.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Strongly agree	415	100	296	19	292	12	157	189	69
	21%	56%	17%	26%	25%	6%	29%	19%	15%
		BC*		*	E		GH		
Somewhat agree	1092	61	1009	22	661	90	251	588	253
	54%	34%	57%	29%	57%	48%	47%	58%	55%
		*	AC	*				F	F
Somewhat disagree	303	5	286	12	142	61	64	159	81
	15%	3%	16%	16%	12%	32%	12%	16%	18%
		*	A	A*		D			F
Strongly disagree	109	1	98	10	38	17	30	51	28
	5%	*	6%	14%	3%	9%	6%	5%	6%
		*	A	AB*		D			
Don't know	95	12	71	12	26	8	34	34	27
	5%	7%	4%	15%	2%	4%	6%	3%	6%
		*		B*			G		G
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	1507	161	1305	42	953	101	408	777	322
	75%	90%	74%	55%	82%	54%	76%	76%	70%
		BC*	C	*	E			H	
Disagree (Net)	412	5	384	22	180	78	94	210	108
	20%	3%	22%	29%	15%	42%	17%	21%	24%
		*	A	A*		D			F

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

25_2. Please indicate your level of agreement with the following statements. - When I buy a tech product, I am more concerned with what that product does for me than whether it is a popular or new product.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
	1103	518	584	286	387	430	420	359	324	181	229	436	257
Strongly agree	55%	53%	56%	48%	56%	59%	56%	55%	53%	50%	54%	58%	54%
					C	C							
	728	353	375	218	247	262	259	236	233	128	167	255	178
Somewhat agree	36%	36%	36%	37%	36%	36%	35%	36%	38%	36%	39%	34%	37%
	100	47	53	41	37	22	36	21	44	14	17	44	25
Somewhat disagree	5%	5%	5%	7%	5%	3%	5%	3%	7%	4%	4%	6%	5%
				E					G				
	42	32	10	24	12	6	15	16	12	19	4	9	9
Strongly disagree	2%	3%	1%	4%	2%	1%	2%	2%	2%	5%	1%	1%	2%
		B		E						JKL			
	41	21	20	24	11	6	18	22	1	17	7	11	6
Don't know	2%	2%	2%	4%	2%	1%	2%	3%	*	5%	2%	1%	1%
				DE			H	H		JKL			
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
	1831	871	960	504	634	692	679	594	557	309	396	691	435
Agree (Net)	91%	90%	92%	85%	91%	95%	91%	91%	91%	86%	93%	91%	91%
					C	CD					I	I	
	142	79	63	65	49	28	50	37	55	33	21	54	34
Disagree (Net)	7%	8%	6%	11%	7%	4%	7%	6%	9%	9%	5%	7%	7%
				E	E						J		

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

25_2. Please indicate your level of agreement with the following statements. - When I buy a tech product, I am more concerned with what that product does for me than whether it is a popular or new product.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	1103	258	844	583	520	551	98	219	234	585	518	857	246	392	373	234
Strongly agree	55%	52%	56%	54%	55%	55%	48%	54%	59%	54%	56%	56%	52%	53%	56%	55%
									F							
	728	179	549	390	338	350	77	158	143	384	343	552	176	293	225	143
Somewhat agree	36%	36%	36%	36%	36%	35%	37%	39%	36%	36%	37%	36%	37%	40%	34%	34%
	100	39	61	52	48	56	16	15	13	66	35	68	33	32	25	33
Somewhat disagree	5%	8%	4%	5%	5%	6%	8%	4%	3%	6%	4%	4%	7%	4%	4%	8%
		B						H								N
	42	9	33	19	23	23	11	6	3	22	20	23	19	8	19	14
Strongly disagree	2%	2%	2%	2%	2%	2%	5%	1%	1%	2%	2%	1%	4%	1%	3%	3%
							GH						K		M	
	41	12	29	26	16	26	4	7	5	26	15	38	3	12	19	3
Don't know	2%	2%	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%	1%	2%	3%	1%
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	1831	437	1393	972	858	901	175	377	377	970	861	1408	422	684	598	377
Agree (Net)	91%	88%	92%	91%	91%	90%	85%	93%	95%	90%	92%	92%	89%	93%	90%	88%
			A					F	EF					O		
	142	48	94	72	71	79	27	21	16	87	55	91	52	41	44	47
Disagree (Net)	7%	10%	6%	7%	7%	8%	13%	5%	4%	8%	6%	6%	11%	6%	7%	11%
		B				H	EGH						K			MN

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

25_2. Please indicate your level of agreement with the following statements. - When I buy a tech product, I am more concerned with what that product does for me than whether it is a popular or new product.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Strongly agree	1103	94	972	37	644	111	292	557	254
	55%	53%	55%	49%	56%	59%	54%	55%	55%
		*		*					
Somewhat agree	728	55	651	23	435	55	174	384	170
	36%	31%	37%	30%	38%	29%	32%	38%	37%
		*		*					
Somewhat disagree	100	10	87	3	55	13	35	49	16
	5%	6%	5%	4%	5%	7%	7%	5%	3%
		*		*					
Strongly disagree	42	7	32	3	18	7	14	17	11
	2%	4%	2%	5%	2%	4%	3%	2%	2%
		*		*					
Don't know	41	13	18	10	7	2	21	12	7
	2%	7%	1%	13%	1%	1%	4%	1%	2%
		B*		B*			G		
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	1831	149	1622	60	1079	165	466	941	424
	91%	83%	92%	79%	93%	88%	87%	92%	92%
		*	AC	*				F	F
Disagree (Net)	142	16	119	7	73	20	49	67	27
	7%	9%	7%	9%	6%	11%	9%	7%	6%
		*		*					

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

25_3. Please indicate your level of agreement with the following statements. - I would trade some of my personal privacy for more convenience in my life.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Strongly agree	164	108	56	79	64	21	54	72	38	34	30	52	48
	8%	11%	5%	13%	9%	3%	7%	11%	6%	9%	7%	7%	10%
		B		E	E			FH					
Somewhat agree	475	264	211	182	168	125	160	139	176	78	104	185	108
	24%	27%	20%	31%	24%	17%	21%	21%	29%	22%	25%	25%	23%
		B		E	E				FG				
Somewhat disagree	643	286	357	165	205	273	220	203	221	105	117	259	162
	32%	29%	34%	28%	30%	38%	29%	31%	36%	29%	28%	34%	34%
						CD						J	
Strongly disagree	628	264	364	124	228	276	279	194	155	116	152	222	138
	31%	27%	35%	21%	33%	38%	37%	30%	25%	32%	36%	29%	29%
			A		C	C	GH				K		
Don't know	104	50	55	44	30	31	35	46	24	26	21	37	21
	5%	5%	5%	7%	4%	4%	5%	7%	4%	7%	5%	5%	4%
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Summary													
Agree (Net)	639	372	267	261	232	146	214	211	213	111	134	238	155
	32%	38%	26%	44%	33%	20%	29%	32%	35%	31%	32%	31%	33%
		B		DE	E								
Disagree (Net)	1271	550	722	289	432	549	499	397	376	221	269	481	300
	63%	57%	69%	49%	62%	76%	67%	61%	61%	62%	63%	64%	63%
			A		C	CD	G						

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

25_3. Please indicate your level of agreement with the following statements. - I would trade some of my personal privacy for more convenience in my life.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	164	47	116	71	93	99	22	34	9	103	60	129	35	61	65	25
Strongly agree	8%	9%	8%	7%	10%	10%	11%	8%	2%	10%	6%	8%	7%	8%	10%	6%
					C	H	H	H		J						
	475	148	327	213	262	260	42	98	74	246	229	347	128	193	153	101
Somewhat agree	24%	30%	22%	20%	28%	26%	20%	24%	19%	23%	25%	23%	27%	26%	23%	24%
		B			C	H										
	643	142	501	341	302	300	78	106	158	360	283	512	131	232	211	148
Somewhat disagree	32%	29%	33%	32%	32%	30%	38%	26%	40%	33%	30%	33%	27%	32%	32%	35%
							G		EG							
	628	138	490	380	248	289	61	143	135	319	309	459	169	217	192	129
Strongly disagree	31%	28%	32%	36%	26%	29%	30%	35%	34%	29%	33%	30%	35%	29%	29%	30%
				D												
	104	22	82	64	40	57	2	23	22	54	51	89	15	34	40	23
Don't know	5%	4%	5%	6%	4%	6%	1%	6%	6%	5%	5%	6%	3%	5%	6%	5%
						F		F	F							
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	639	196	443	284	354	359	65	132	83	350	289	477	162	254	218	127
Agree (Net)	32%	39%	29%	27%	38%	36%	31%	33%	21%	32%	31%	31%	34%	34%	33%	30%
		B			C	H	H	H								
	1271	280	991	722	550	589	139	249	293	679	592	971	300	449	403	277
Disagree (Net)	63%	56%	65%	67%	58%	59%	67%	62%	74%	63%	64%	63%	63%	61%	61%	65%
			A	D					EG							

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

25_3. Please indicate your level of agreement with the following statements. - I would trade some of my personal privacy for more convenience in my life.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Strongly agree	164	59	84	21	105	14	98	39	26
	8%	33%	5%	28%	9%	7%	18%	4%	6%
		B*		B*			GH		
Somewhat agree	475	45	420	10	282	39	133	256	86
	24%	25%	24%	13%	24%	21%	25%	25%	19%
		*		*				H	
Somewhat disagree	643	35	598	10	408	41	142	342	159
	32%	19%	34%	14%	35%	22%	26%	34%	35%
		*	AC	*	E			F	F
Strongly disagree	628	24	579	25	318	92	134	339	156
	31%	14%	33%	33%	27%	49%	25%	33%	34%
		*	A	A*		D		F	F
Don't know	104	15	80	9	45	1	29	44	31
	5%	9%	5%	12%	4%	1%	5%	4%	7%
		*		B*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	639	104	504	31	387	53	231	295	112
	32%	58%	29%	41%	33%	28%	43%	29%	24%
		BC*		B*			GH		
Disagree (Net)	1271	59	1177	35	727	133	275	681	315
	63%	33%	67%	47%	63%	71%	51%	67%	69%
		*	AC	*				F	F

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

25_4. Please indicate your level of agreement with the following statements. - I trust that new, innovative products sold in stores are safe for me to buy.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	393	231	162	155	136	103	155	136	102	70	73	147	103
Strongly agree	20%	24%	15%	26%	20%	14%	21%	21%	17%	19%	17%	19%	22%
		B		DE	E								
	1068	483	585	273	386	409	388	327	353	171	227	414	256
Somewhat agree	53%	50%	56%	46%	56%	56%	52%	50%	57%	48%	54%	55%	54%
			A		C	C			G				
	344	153	192	91	100	152	127	110	107	63	79	125	77
Somewhat disagree	17%	16%	18%	15%	14%	21%	17%	17%	17%	18%	19%	17%	16%
						D							
	75	32	43	16	28	31	34	22	20	17	20	24	15
Strongly disagree	4%	3%	4%	3%	4%	4%	5%	3%	3%	5%	5%	3%	3%
	134	73	61	60	44	30	43	58	33	39	25	45	25
Don't know	7%	8%	6%	10%	6%	4%	6%	9%	5%	11%	6%	6%	5%
				E				F		JKL			
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
	1461	714	747	427	521	512	543	463	454	240	300	561	359
Agree (Net)	73%	74%	72%	72%	75%	71%	73%	71%	74%	67%	71%	74%	75%
												I	I
	419	184	235	107	128	184	161	132	126	80	99	149	91
Disagree (Net)	21%	19%	23%	18%	18%	25%	22%	20%	21%	22%	23%	20%	19%
						CD							

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

25_4. Please indicate your level of agreement with the following statements. - I trust that new, innovative products sold in stores are safe for me to buy.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
	393	127	266	199	194	226	46	76	45	213	180	267	125	152	150	68
Strongly agree	20%	25%	18%	19%	21%	22%	22%	19%	11%	20%	19%	17%	26%	21%	23%	16%
			B			H	H	H					K		O	
	1068	241	827	558	510	529	92	219	227	575	493	805	262	435	341	189
Somewhat agree	53%	48%	55%	52%	54%	53%	45%	54%	57%	53%	53%	52%	55%	59%	52%	44%
									F					NO		
	344	83	261	184	160	147	45	69	83	181	163	296	48	81	113	113
Somewhat disagree	17%	17%	17%	17%	17%	15%	22%	17%	21%	17%	18%	19%	10%	11%	17%	26%
							E		E			L			M	MN
	75	14	61	46	29	32	11	13	20	42	33	58	17	19	24	22
Strongly disagree	4%	3%	4%	4%	3%	3%	5%	3%	5%	4%	4%	4%	4%	3%	4%	5%
	134	32	102	83	51	71	12	27	23	73	62	110	24	48	32	35
Don't know	7%	6%	7%	8%	5%	7%	6%	7%	6%	7%	7%	7%	5%	7%	5%	8%
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	1461	368	1093	756	705	755	138	296	271	788	673	1073	388	588	491	257
Agree (Net)	73%	74%	72%	71%	75%	75%	67%	73%	68%	73%	72%	70%	81%	80%	74%	60%
						H							K	NO	O	
	419	97	322	230	189	179	55	82	103	222	197	354	65	101	137	135
Disagree (Net)	21%	20%	21%	22%	20%	18%	27%	20%	26%	21%	21%	23%	14%	14%	21%	32%
							E		E			L			M	MN

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

25_4. Please indicate your level of agreement with the following statements. - I trust that new, innovative products sold in stores are safe for me to buy.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Strongly agree	393	73	297	23	242	31	143	177	73
	20%	41%	17%	30%	21%	17%	27%	17%	16%
		B*		B*			GH		
Somewhat agree	1068	71	976	21	683	72	260	565	243
	53%	40%	55%	27%	59%	38%	49%	55%	53%
		*	AC	*	E				
Somewhat disagree	344	19	313	12	168	47	71	178	95
	17%	11%	18%	15%	15%	25%	13%	17%	21%
		*		*		D			F
Strongly disagree	75	1	64	10	28	22	18	36	22
	4%	1%	4%	13%	2%	12%	3%	4%	5%
		*		AB*		D			
Don't know	134	14	110	10	38	16	44	64	25
	7%	8%	6%	14%	3%	8%	8%	6%	6%
		*		B*		D			
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	1461	144	1273	44	925	103	403	742	316
	73%	80%	72%	58%	80%	55%	75%	73%	69%
		C*	C	*	E				
Disagree (Net)	419	21	377	22	196	68	88	214	117
	21%	12%	21%	29%	17%	37%	16%	21%	26%
		*	A	A*		D			F

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

25_5. Please indicate your level of agreement with the following statements. - There is no harm in letting companies track your personal information like buying habits or common locations.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2014	859	1155	433	789	792	805	839	370	390	564	679	381
Base: All Respondents (wtd)	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	131	91	40	72	42	16	40	72	19	30	22	47	32
Strongly agree	7%	9%	4%	12%	6%	2%	5%	11%	3%	8%	5%	6%	7%
		B		DE	E			FH					
	416	227	189	131	161	125	153	116	147	78	79	152	107
Somewhat agree	21%	23%	18%	22%	23%	17%	20%	18%	24%	22%	19%	20%	22%
		B			E				G				
	627	287	340	190	206	231	212	192	223	97	139	244	147
Somewhat disagree	31%	30%	33%	32%	30%	32%	28%	29%	36%	27%	33%	32%	31%
									FG				
	769	338	431	173	258	338	318	242	209	128	174	284	183
Strongly disagree	38%	35%	41%	29%	37%	47%	43%	37%	34%	36%	41%	38%	38%
			A		C	CD	H						
	71	28	42	28	27	16	24	32	15	26	10	29	6
Don't know	4%	3%	4%	5%	4%	2%	3%	5%	2%	7%	2%	4%	1%
										JKL			
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
	548	318	230	203	203	141	193	188	167	108	101	199	139
Agree (Net)	27%	33%	22%	34%	29%	19%	26%	29%	27%	30%	24%	26%	29%
		B		E	E								
	1396	625	771	363	464	569	530	434	432	224	313	528	330
Disagree (Net)	69%	64%	74%	61%	67%	78%	71%	66%	70%	63%	74%	70%	69%
			A			CD					I	I	

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

25_5. Please indicate your level of agreement with the following statements. - There is no harm in letting companies track your personal information like buying habits or common locations.

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	131	45	87	60	71	78	16	28	8	85	46	98	33	44	60	18
Strongly agree	7%	9%	6%	6%	8%	8%	8%	7%	2%	8%	5%	6%	7%	6%	9%	4%
		B				H	H	H		J					O	
	416	124	292	211	206	221	44	73	77	221	195	309	107	165	140	89
Somewhat agree	21%	25%	19%	20%	22%	22%	22%	18%	19%	20%	21%	20%	22%	22%	21%	21%
		B														
	627	148	479	322	305	314	60	119	134	333	294	493	134	230	218	126
Somewhat disagree	31%	30%	32%	30%	32%	31%	29%	29%	34%	31%	32%	32%	28%	31%	33%	29%
	769	165	604	435	334	356	80	167	166	405	364	576	193	273	217	185
Strongly disagree	38%	33%	40%	41%	35%	35%	39%	41%	42%	37%	39%	37%	40%	37%	33%	43%
			A	D												N
	71	16	54	41	29	36	5	18	12	39	32	61	10	26	27	9
Don't know	4%	3%	4%	4%	3%	4%	2%	4%	3%	4%	3%	4%	2%	3%	4%	2%
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	548	168	379	271	277	300	61	101	85	306	241	407	140	209	199	107
Agree (Net)	27%	34%	25%	25%	29%	30%	30%	25%	21%	28%	26%	26%	29%	28%	30%	25%
		B				H										
	1396	313	1083	758	638	670	140	286	300	738	658	1069	327	502	435	310
Disagree (Net)	69%	63%	71%	71%	68%	67%	68%	71%	75%	68%	71%	70%	69%	68%	66%	73%
			A						E							

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

25_5. Please indicate your level of agreement with the following statements. - There is no harm in letting companies track your personal information like buying habits or common locations.

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Strongly agree	131	40	67	24	78	15	79	33	19
	7%	22%	4%	32%	7%	8%	15%	3%	4%
		B*		B*			GH		
Somewhat agree	416	49	361	6	285	23	127	198	92
	21%	28%	21%	8%	25%	12%	24%	19%	20%
		C*	C	*	E				
Somewhat disagree	627	35	585	6	385	44	128	361	138
	31%	20%	33%	9%	33%	24%	24%	35%	30%
		*	AC	*	E			F	
Strongly disagree	769	41	699	29	392	102	177	402	190
	38%	23%	40%	39%	34%	55%	33%	39%	42%
		*	A	A*		D			F
Don't know	71	13	48	9	19	3	26	26	19
	4%	7%	3%	12%	2%	1%	5%	3%	4%
		B*		B*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	548	89	428	30	363	38	205	231	111
	27%	50%	24%	40%	31%	20%	38%	23%	24%
		B*		B*	E		GH		
Disagree (Net)	1396	76	1284	36	777	146	305	762	329
	69%	42%	73%	47%	67%	78%	57%	75%	72%
		*	AC	*		D		F	F

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

25. Please indicate your level of agreement with the following statements. - Agree Summary

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
I am willing to spend more money for a product that makes my life more convenient.	1507	754	753	473	532	501	492	505	510	264	303	567	373
	75%	78%	72%	80%	77%	69%	66%	77%	83%	74%	71%	75%	78%
		B		E	E			F	FG				J
When I buy a tech product, I am more concerned with what that product does for me than whether it is a popular or new product.	1831	871	960	504	634	692	679	594	557	309	396	691	435
	91%	90%	92%	85%	91%	95%	91%	91%	91%	86%	93%	91%	91%
				C	CD						I	I	
I would trade some of my personal privacy for more convenience in my life.	639	372	267	261	232	146	214	211	213	111	134	238	155
	32%	38%	26%	44%	33%	20%	29%	32%	35%	31%	32%	31%	33%
		B		DE	E								
I trust that new, innovative products sold in stores are safe for me to buy.	1461	714	747	427	521	512	543	463	454	240	300	561	359
	73%	74%	72%	72%	75%	71%	73%	71%	74%	67%	71%	74%	75%
												I	I
There is no harm in letting companies track your personal information like buying habits or common locations.	548	318	230	203	203	141	193	188	167	108	101	199	139
	27%	33%	22%	34%	29%	19%	26%	29%	27%	30%	24%	26%	29%
		B		E	E								

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

25. Please indicate your level of agreement with the following statements. - Agree Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
I am willing to spend more money for a product that makes my life more convenient.	1507	398	1109	740	767	791	160	287	268	816	691	1140	368	574	515	305
	75%	80%	73%	69%	81%	79%	78%	71%	67%	75%	74%	74%	77%	78%	78%	71%
		B			C	GH	H									
When I buy a tech product, I am more concerned with what that product does for me than whether it is a popular or new product.	1831	437	1393	972	858	901	175	377	377	970	861	1408	422	684	598	377
	91%	88%	92%	91%	91%	90%	85%	93%	95%	90%	92%	92%	89%	93%	90%	88%
			A					F	EF					O		
I would trade some of my personal privacy for more convenience in my life.	639	196	443	284	354	359	65	132	83	350	289	477	162	254	218	127
	32%	39%	29%	27%	38%	36%	31%	33%	21%	32%	31%	31%	34%	34%	33%	30%
		B			C	H	H	H								
I trust that new, innovative products sold in stores are safe for me to buy.	1461	368	1093	756	705	755	138	296	271	788	673	1073	388	588	491	257
	73%	74%	72%	71%	75%	75%	67%	73%	68%	73%	72%	70%	81%	80%	74%	60%
						H							K	NO	O	
There is no harm in letting companies track your personal information like buying habits or common locations.	548	168	379	271	277	300	61	101	85	306	241	407	140	209	199	107
	27%	34%	25%	25%	29%	30%	30%	25%	21%	28%	26%	26%	29%	28%	30%	25%
		B				H										

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

25. Please indicate your level of agreement with the following statements. - Agree Summary

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
I am willing to spend more money for a product that makes my life more convenient.	1507	161	1305	42	953	101	408	777	322
	75%	90%	74%	55%	82%	54%	76%	76%	70%
		BC*	C	*	E			H	
When I buy a tech product, I am more concerned with what that product does for me than whether it is a popular or new product.	1831	149	1622	60	1079	165	466	941	424
	91%	83%	92%	79%	93%	88%	87%	92%	92%
		*	AC	*				F	F
I would trade some of my personal privacy for more convenience in my life.	639	104	504	31	387	53	231	295	112
	32%	58%	29%	41%	33%	28%	43%	29%	24%
		BC*		B*			GH		
I trust that new, innovative products sold in stores are safe for me to buy.	1461	144	1273	44	925	103	403	742	316
	73%	80%	72%	58%	80%	55%	75%	73%	69%
		C*	C	*	E				
There is no harm in letting companies track your personal information like buying habits or common locations.	548	89	428	30	363	38	205	231	111
	27%	50%	24%	40%	31%	20%	38%	23%	24%
		B*		B*	E		GH		

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

25. Please indicate your level of agreement with the following statements. - Disagree Summary

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
I am willing to spend more money for a product that makes my life more convenient.	412	172	240	90	136	186	213	111	88	69	101	153	89
	20%	18%	23%	15%	20%	26%	29%	17%	14%	19%	24%	20%	19%
			A			CD	GH						
When I buy a tech product, I am more concerned with what that product does for me than whether it is a popular or new product.	142	79	63	65	49	28	50	37	55	33	21	54	34
	7%	8%	6%	11%	7%	4%	7%	6%	9%	9%	5%	7%	7%
				E	E					J			
I would trade some of my personal privacy for more convenience in my life.	1271	550	722	289	432	549	499	397	376	221	269	481	300
	63%	57%	69%	49%	62%	76%	67%	61%	61%	62%	63%	64%	63%
			A		C	CD	G						
I trust that new, innovative products sold in stores are safe for me to buy.	419	184	235	107	128	184	161	132	126	80	99	149	91
	21%	19%	23%	18%	18%	25%	22%	20%	21%	22%	23%	20%	19%
						CD							
There is no harm in letting companies track your personal information like buying habits or common locations.	1396	625	771	363	464	569	530	434	432	224	313	528	330
	69%	64%	74%	61%	67%	78%	71%	66%	70%	63%	74%	70%	69%
			A			CD					I	I	

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

25. Please indicate your level of agreement with the following statements. - Disagree Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
I am willing to spend more money for a product that makes my life more convenient.	412	83	329	271	141	167	39	99	107	215	197	322	90	127	116	106
	20%	17%	22%	25%	15%	17%	19%	25%	27%	20%	21%	21%	19%	17%	18%	25%
				D				E	E							MN
When I buy a tech product, I am more concerned with what that product does for me than whether it is a popular or new product.	142	48	94	72	71	79	27	21	16	87	55	91	52	41	44	47
	7%	10%	6%	7%	7%	8%	13%	5%	4%	8%	6%	6%	11%	6%	7%	11%
		B				H	EGH						K			MN
I would trade some of my personal privacy for more convenience in my life.	1271	280	991	722	550	589	139	249	293	679	592	971	300	449	403	277
	63%	56%	65%	67%	58%	59%	67%	62%	74%	63%	64%	63%	63%	61%	61%	65%
			A	D					EG							
I trust that new, innovative products sold in stores are safe for me to buy.	419	97	322	230	189	179	55	82	103	222	197	354	65	101	137	135
	21%	20%	21%	22%	20%	18%	27%	20%	26%	21%	21%	23%	14%	14%	21%	32%
							E		E			L			M	MN
There is no harm in letting companies track your personal information like buying habits or common locations.	1396	313	1083	758	638	670	140	286	300	738	658	1069	327	502	435	310
	69%	63%	71%	71%	68%	67%	68%	71%	75%	68%	71%	70%	69%	68%	66%	73%
			A						E							

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

25. Please indicate your level of agreement with the following statements. - Disagree Summary

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
I am willing to spend more money for a product that makes my life more convenient.	412	5	384	22	180	78	94	210	108
	20%	3%	22%	29%	15%	42%	17%	21%	24%
		*	A	A*		D			F
When I buy a tech product, I am more concerned with what that product does for me than whether it is a popular or new product.	142	16	119	7	73	20	49	67	27
	7%	9%	7%	9%	6%	11%	9%	7%	6%
		*		*					
I would trade some of my personal privacy for more convenience in my life.	1271	59	1177	35	727	133	275	681	315
	63%	33%	67%	47%	63%	71%	51%	67%	69%
		*	AC	*				F	F
I trust that new, innovative products sold in stores are safe for me to buy.	419	21	377	22	196	68	88	214	117
	21%	12%	21%	29%	17%	37%	16%	21%	26%
		*	A	A*		D			F
There is no harm in letting companies track your personal information like buying habits or common locations.	1396	76	1284	36	777	146	305	762	329
	69%	42%	73%	47%	67%	78%	57%	75%	72%
		*	AC	*		D		F	F

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

26. Do you think more government involvement in the ride sharing market would have sped up or slowed down the emergence of companies like Uber or Lyft?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Slowed down	955	475	480	293	333	329	347	294	315	161	197	354	242
	47%	49%	46%	49%	48%	45%	46%	45%	51%	45%	46%	47%	51%
Sped Up	241	133	109	92	84	66	80	84	77	48	47	93	54
	12%	14%	10%	15%	12%	9%	11%	13%	13%	13%	11%	12%	11%
				E									
Not sure	818	363	454	209	277	332	321	276	221	150	180	308	179
	41%	37%	44%	35%	40%	46%	43%	42%	36%	42%	42%	41%	38%
			A			CD							
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

26. Do you think more government involvement in the ride sharing market would have sped up or slowed down the emergence of companies like Uber or Lyft?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Slowed down	955	227	728	460	495	515	91	175	174	511	445	752	203	331	340	208
	47%	46%	48%	43%	52%	51%	44%	43%	44%	47%	48%	49%	42%	45%	52%	49%
					C	GH									M	
Sped Up	241	75	166	103	138	134	23	44	40	137	105	168	74	99	78	41
	12%	15%	11%	10%	15%	13%	11%	11%	10%	13%	11%	11%	15%	13%	12%	10%
		B			C											
Not sure	818	195	622	506	311	356	92	186	184	435	382	617	201	307	242	178
	41%	39%	41%	47%	33%	35%	45%	46%	46%	40%	41%	40%	42%	42%	37%	42%
				D			E	E	E							
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

26. Do you think more government involvement in the ride sharing market would have sped up or slowed down the emergence of companies like Uber or Lyft?

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Slowed down	955	68	861	27	538	100	225	509	222
	47%	38%	49%	35%	46%	54%	42%	50%	48%
		*	C	*				F	
Sped Up	241	42	182	17	182	13	100	108	34
	12%	23%	10%	22%	16%	7%	19%	11%	7%
		B*		B*	E		GH		
Not sure	818	69	717	32	439	74	211	404	203
	41%	39%	41%	42%	38%	39%	39%	40%	44%
		*		*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

27. Do you think more government involvement will speed up or slow down the emergence of self-driving cars?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
	1056	523	533	301	363	392	382	322	352	172	215	399	269
Slow down	52%	54%	51%	51%	52%	54%	51%	49%	57%	48%	51%	53%	57%
									G				
	308	156	152	125	108	74	113	104	91	55	69	113	72
Speed up	15%	16%	15%	21%	16%	10%	15%	16%	15%	15%	16%	15%	15%
				E	E								
	650	293	358	168	222	260	253	228	169	132	140	243	135
Not sure	32%	30%	34%	28%	32%	36%	34%	35%	28%	37%	33%	32%	28%
						C		H					
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

27. Do you think more government involvement will speed up or slow down the emergence of self-driving cars?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	1056	249	807	522	534	554	97	206	199	589	467	832	224	355	384	229
Slow down	52%	50%	53%	49%	57%	55%	47%	51%	50%	54%	50%	54%	47%	48%	58%	54%
					C										M	
	308	109	200	157	151	170	32	64	41	181	127	212	97	136	90	51
Speed up	15%	22%	13%	15%	16%	17%	16%	16%	10%	17%	14%	14%	20%	18%	14%	12%
		B				H		H					K	NO		
	650	140	510	391	259	282	77	134	157	312	338	493	157	246	186	147
Not sure	32%	28%	34%	37%	27%	28%	37%	33%	40%	29%	36%	32%	33%	33%	28%	34%
				D			E		E		I					
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

27. Do you think more government involvement will speed up or slow down the emergence of self-driving cars?

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Slow down	1056	82	951	23	595	107	261	537	258
	52%	46%	54%	31%	51%	57%	49%	53%	56%
		*	C	*					F
Speed up	308	32	252	24	217	28	100	150	58
	15%	18%	14%	32%	19%	15%	19%	15%	13%
		*		B*			H		
Not sure	650	64	557	28	347	51	175	333	141
	32%	36%	32%	38%	30%	28%	33%	33%	31%
		*		*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

28. If a drug is deemed to be safe for use in Europe, Canada, or Japan do you think it should be available to Americans?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Yes	1327	671	656	399	451	478	495	416	416	212	285	481	349
	66%	69%	63%	67%	65%	66%	66%	64%	68%	59%	67%	64%	73%
		B									I		IK
No	256	118	138	90	87	79	97	83	76	65	48	88	55
	13%	12%	13%	15%	13%	11%	13%	13%	12%	18%	11%	12%	12%
										JKL			
Don't know	431	183	248	106	156	169	155	154	122	82	91	187	71
	21%	19%	24%	18%	22%	23%	21%	24%	20%	23%	21%	25%	15%
			A							L	L	L	
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

28. If a drug is deemed to be safe for use in Europe, Canada, or Japan do you think it should be available to Americans?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Yes	1327	309	1018	676	651	676	130	252	269	712	615	1016	311	532	394	282
	66%	62%	67%	63%	69%	67%	63%	62%	68%	66%	66%	66%	65%	72%	60%	66%
					C									N		
No	256	87	170	154	102	127	32	60	37	148	108	197	59	78	113	47
	13%	17%	11%	14%	11%	13%	16%	15%	9%	14%	12%	13%	12%	11%	17%	11%
		B						H							MO	
Don't know	431	102	328	240	191	203	44	93	91	222	209	324	107	126	153	98
	21%	21%	22%	22%	20%	20%	21%	23%	23%	21%	22%	21%	22%	17%	23%	23%
															M	
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

28. If a drug is deemed to be safe for use in Europe, Canada, or Japan do you think it should be available to Americans?

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Yes	1327	103	1187	37	798	126	344	698	285
	66%	58%	67%	49%	69%	67%	64%	68%	62%
		*	C	*				H	
No	256	26	207	23	142	32	96	104	56
	13%	15%	12%	31%	12%	17%	18%	10%	12%
		*		AB*			GH		
Don't know	431	49	366	15	219	30	96	218	117
	21%	28%	21%	20%	19%	16%	18%	21%	26%
		*		*					F
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

29. Which of the following statements do you feel is closest to the way you approach new technologies?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
I try my best to be one of the first to get my hands on new technology.	179	122	57	94	70	15	34	73	72	52	20	61	46
	9%	13%	5%	16%	10%	2%	4%	11%	12%	14%	5%	8%	10%
		B		DE	E			F	F	JK		J	J
I prefer to wait a little bit before I buy new technologies so the makers can work out the early kinks.	720	342	378	188	264	268	269	226	225	102	167	294	157
	36%	35%	36%	32%	38%	37%	36%	35%	37%	28%	39%	39%	33%
											I	I	
I usually buy new technology, but only as my old technology becomes obsolete or needs replacing.	821	351	470	223	292	305	331	251	239	139	174	315	193
	41%	36%	45%	38%	42%	42%	44%	38%	39%	39%	41%	42%	40%
			A				G						
Whenever possible, I prefer to use slightly older technologies that I am comfortable with.	219	103	116	57	51	111	92	66	60	49	47	64	59
	11%	11%	11%	10%	7%	15%	12%	10%	10%	14%	11%	8%	12%
						CD				K			
I avoid technology as much as possible.	76	53	22	33	17	26	22	36	17	17	17	21	21
	4%	5%	2%	5%	2%	4%	3%	6%	3%	5%	4%	3%	4%
		B		D				F					
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

29. Which of the following statements do you feel is closest to the way you approach new technologies?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
I try my best to be one of the first to get my hands on new technology.	179	65	114	70	109	126	14	35	4	111	67	128	51	50	65	47
	9%	13%	8%	7%	11%	13%	7%	9%	1%	10%	7%	8%	11%	7%	10%	11%
		B			C	H	H	H								
I prefer to wait a little bit before I buy new technologies so the makers can work out the early kinks.	720	173	547	379	341	361	71	133	155	386	334	530	190	310	223	124
	36%	35%	36%	35%	36%	36%	34%	33%	39%	36%	36%	34%	40%	42%	34%	29%
														NO		
I usually buy new technology, but only as my old technology becomes obsolete or needs replacing.	821	198	623	451	370	393	95	176	157	410	410	637	184	287	258	193
	41%	40%	41%	42%	39%	39%	46%	44%	39%	38%	44%	41%	39%	39%	39%	45%
											I					
Whenever possible, I prefer to use slightly older technologies that I am comfortable with.	219	37	182	128	91	82	20	47	70	119	99	172	47	66	85	46
	11%	7%	12%	12%	10%	8%	10%	12%	18%	11%	11%	11%	10%	9%	13%	11%
			A						EFG							
I avoid technology as much as possible.	76	25	51	42	33	44	7	12	12	55	20	70	5	23	30	17
	4%	5%	3%	4%	4%	4%	3%	3%	3%	5%	2%	5%	1%	3%	4%	4%
											J		L			
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

29. Which of the following statements do you feel is closest to the way you approach new technologies?

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
I try my best to be one of the first to get my hands on new technology.	179	179	-	-	113	6	88	67	23
	9%	100%	-	-	10%	3%	16%	7%	5%
		BC*		*	E		GH		
I prefer to wait a little bit before I buy new technologies so the makers can work out the early kinks.	720	-	720	-	475	45	178	383	159
	36%	-	41%	-	41%	24%	33%	38%	35%
		*	AC	*	E				
I usually buy new technology, but only as my old technology becomes obsolete or needs replacing.	821	-	821	-	448	81	162	451	207
	41%	-	47%	-	39%	44%	30%	44%	45%
		*	AC	*				F	F
Whenever possible, I prefer to use slightly older technologies that I am comfortable with.	219	-	219	-	102	36	73	94	52
	11%	-	12%	-	9%	19%	14%	9%	11%
		*	AC	*		D	G		
I avoid technology as much as possible.	76	-	-	76	22	18	35	25	16
	4%	-	-	100%	2%	10%	6%	2%	4%
		*		AB*		D	G		
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E,F/G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E,F/G/H

Minimum Base: 30 (**), Small Base: 100 (*)

30. How would you describe the area in which you live?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
	458	192	266	100	173	185	207	141	110	74	110	192	82
Rural	23%	20%	25%	17%	25%	25%	28%	22%	18%	21%	26%	25%	17%
			A		C	C	GH				L	L	
	1020	469	551	267	357	396	337	317	367	159	219	384	259
Suburban	51%	48%	53%	45%	51%	55%	45%	48%	60%	44%	52%	51%	54%
						C			FG				I
	536	310	226	227	164	145	203	196	137	126	96	180	135
Urban	27%	32%	22%	38%	24%	20%	27%	30%	22%	35%	23%	24%	28%
		B		DE				H		JK			
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

30. How would you describe the area in which you live?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Rural	458	109	349	300	158	183	59	118	99	264	194	391	67	116	183	107
	23%	22%	23%	28%	17%	18%	28%	29%	25%	24%	21%	25%	14%	16%	28%	25%
				D			E	E	E			L			M	M
Suburban	1020	249	771	507	513	524	80	191	225	571	449	788	232	369	323	227
	51%	50%	51%	47%	54%	52%	39%	47%	57%	53%	48%	51%	49%	50%	49%	53%
					C	F			FG							
Urban	536	139	397	263	273	299	67	96	74	247	289	358	178	252	155	93
	27%	28%	26%	25%	29%	30%	32%	24%	19%	23%	31%	23%	37%	34%	23%	22%
						H	H				I		K	NO		
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

30. How would you describe the area in which you live?

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Rural	458	23	418	16	261	51	-	-	458
	23%	13%	24%	22%	22%	27%	-	-	100%
		*	A	*					FG
Suburban	1020	67	928	25	589	98	-	1020	-
	51%	38%	53%	32%	51%	53%	-	100%	-
		*	AC	*				FH	
Urban	536	88	413	35	310	37	536	-	-
	27%	49%	23%	46%	27%	20%	100%	-	-
		B*		B*			GH		
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

31. With which political party do you most identify?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
	737	319	418	232	242	263	282	255	200	125	167	259	186
Democrat (Net)	37%	33%	40%	39%	35%	36%	38%	39%	33%	35%	39%	34%	39%
			A										
	301	127	174	80	99	122	131	86	84	54	61	114	72
Strong Democrat	15%	13%	17%	13%	14%	17%	18%	13%	14%	15%	14%	15%	15%
							G						
	249	100	149	90	84	75	84	97	68	41	56	81	71
Moderate Democrat	12%	10%	14%	15%	12%	10%	11%	15%	11%	11%	13%	11%	15%
			A	E									
	187	92	95	61	60	66	67	73	47	30	50	64	42
Lean Democrat	9%	9%	9%	10%	9%	9%	9%	11%	8%	8%	12%	9%	9%
	661	349	312	169	223	269	208	227	225	129	125	262	145
Republican (Net)	33%	36%	30%	28%	32%	37%	28%	35%	37%	36%	29%	35%	30%
		B				C		F	F				
	170	78	92	38	62	71	59	42	69	25	39	62	45
Lean Republican	8%	8%	9%	6%	9%	10%	8%	6%	11%	7%	9%	8%	9%
									G				
	240	128	112	55	84	101	70	84	86	58	44	93	46
Moderate Republican	12%	13%	11%	9%	12%	14%	9%	13%	14%	16%	10%	12%	10%
									F	JL			
	250	143	107	76	77	97	79	100	70	47	42	106	55
Strong Republican	12%	15%	10%	13%	11%	13%	11%	15%	11%	13%	10%	14%	12%
		B						F					
	427	225	202	127	155	145	161	121	145	74	90	167	96
Independent	21%	23%	19%	21%	22%	20%	21%	19%	24%	21%	21%	22%	20%
	49	25	24	14	18	18	22	15	12	6	10	20	13
Other	2%	3%	2%	2%	3%	2%	3%	2%	2%	2%	2%	3%	3%
	141	53	87	53	56	32	75	35	31	24	32	48	37
Don't know/Refuse	7%	5%	8%	9%	8%	4%	10%	5%	5%	7%	8%	6%	8%
			A	E	E		GH						
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

31. With which political party do you most identify?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Democrat (Net)	737	159	578	364	373	376	76	147	139	327	410	468	269	737	-	-
	37%	32%	38%	34%	40%	37%	37%	36%	35%	30%	44%	30%	56%	100%	-	-
			A		C						I		K	NO		
Strong Democrat	301	61	240	159	142	141	35	68	57	115	186	186	115	301	-	-
	15%	12%	16%	15%	15%	14%	17%	17%	14%	11%	20%	12%	24%	41%	-	-
											I		K	NO		
Moderate Democrat	249	55	194	114	135	135	23	50	41	122	127	148	101	249	-	-
	12%	11%	13%	11%	14%	13%	11%	12%	10%	11%	14%	10%	21%	34%	-	-
					C								K	NO		
Lean Democrat	187	44	143	90	97	100	18	29	41	90	97	135	52	187	-	-
	9%	9%	9%	8%	10%	10%	9%	7%	10%	8%	10%	9%	11%	25%	-	-
														NO		
Republican (Net)	661	170	491	333	328	322	74	112	153	443	218	606	55	-	661	-
	33%	34%	32%	31%	35%	32%	36%	28%	38%	41%	23%	39%	11%	-	100%	-
									EG	J		L			MO	
Lean Republican	170	45	125	88	82	82	15	35	39	106	65	155	16	-	170	-
	8%	9%	8%	8%	9%	8%	7%	9%	10%	10%	7%	10%	3%	-	26%	-
												L			MO	
Moderate Republican	240	63	177	122	118	118	26	38	59	169	71	229	12	-	240	-
	12%	13%	12%	11%	12%	12%	13%	9%	15%	16%	8%	15%	2%	-	36%	-
									G	J		L			MO	
Strong Republican	250	61	189	122	128	123	33	39	55	168	82	222	27	-	250	-
	12%	12%	12%	11%	14%	12%	16%	10%	14%	16%	9%	14%	6%	-	38%	-
										J		L			MO	
Independent	427	110	316	239	187	205	39	99	84	229	198	333	94	-	-	427
	21%	22%	21%	22%	20%	20%	19%	24%	21%	21%	21%	22%	20%	-	-	100%
																MN
Other	49	17	32	27	22	26	4	10	9	25	25	33	16	-	-	-
	2%	3%	2%	3%	2%	3%	2%	2%	2%	2%	3%	2%	3%	-	-	-
Don't know/Refuse	141	41	100	106	34	76	14	37	13	59	81	96	44	-	-	-
	7%	8%	7%	10%	4%	8%	7%	9%	3%	5%	9%	6%	9%	-	-	-
				D		H		H			I					
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

31. With which political party do you most identify?

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
	737	50	664	23	453	47	252	369	116
Democrat (Net)	37%	28%	38%	30%	39%	25%	47%	36%	25%
		*		*	E		GH	H	
	301	23	267	10	193	20	134	124	43
Strong Democrat	15%	13%	15%	13%	17%	11%	25%	12%	9%
		*		*			GH		
	249	12	230	7	156	16	67	138	44
Moderate Democrat	12%	7%	13%	9%	13%	9%	12%	14%	10%
		*		*					
	187	15	166	6	104	12	51	107	29
Lean Democrat	9%	8%	9%	8%	9%	6%	10%	10%	6%
		*		*				H	
	661	65	566	30	371	72	155	323	183
Republican (Net)	33%	37%	32%	39%	32%	38%	29%	32%	40%
		*		*					FG
	170	5	162	4	97	18	23	98	49
Lean Republican	8%	3%	9%	5%	8%	10%	4%	10%	11%
		*	A	*				F	F
	240	25	208	7	145	22	62	120	59
Moderate Republican	12%	14%	12%	9%	13%	12%	12%	12%	13%
		*		*					
	250	35	196	18	129	31	70	106	75
Strong Republican	12%	20%	11%	24%	11%	17%	13%	10%	16%
		B*		B*					G
	427	47	363	17	234	45	93	227	107
Independent	21%	26%	21%	22%	20%	24%	17%	22%	23%
		*		*					
	49	1	45	3	22	11	9	21	19
Other	2%	1%	3%	4%	2%	6%	2%	2%	4%
		*		*		D			G
	141	15	122	3	79	12	26	81	34
Don't know/Refuse	7%	8%	7%	4%	7%	7%	5%	8%	7%
		*		*					
	2014	179	1760	76	1159	187	536	1020	458
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

Household Income

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Under $15K	155	75	80	61	62	32	155	-	-	21	38	58	37
	8%	8%	8%	10%	9%	4%	21%	-	-	6%	9%	8%	8%
				E	E		GH						
$15K to less than $20K	96	52	43	26	25	45	96	-	-	13	20	48	15
	5%	5%	4%	4%	4%	6%	13%	-	-	3%	5%	6%	3%
						D	GH						
$20K to less than $25K	70	34	37	19	22	29	70	-	-	12	15	23	20
	3%	3%	4%	3%	3%	4%	9%	-	-	3%	4%	3%	4%
							GH						
$25K to less than $30K	78	27	51	12	28	38	78	-	-	12	24	30	12
	4%	3%	5%	2%	4%	5%	10%	-	-	3%	6%	4%	2%
						C	GH				L		
$30K to less than $40K	180	61	120	47	48	86	180	-	-	27	41	75	37
	9%	6%	11%	8%	7%	12%	24%	-	-	8%	10%	10%	8%
			A			D	GH						
$40K to less than $50K	168	71	97	45	57	67	168	-	-	26	39	62	41
	8%	7%	9%	8%	8%	9%	23%	-	-	7%	9%	8%	9%
							GH						
$50K to less than $75K	375	145	230	102	118	154	-	375	-	50	83	139	104
	19%	15%	22%	17%	17%	21%	-	57%	-	14%	19%	18%	22%
			A					FH					I
$75K to less than $100K	279	170	109	127	83	69	-	279	-	62	48	100	68
	14%	17%	10%	21%	12%	9%	-	43%	-	17%	11%	13%	14%
		B		DE				FH		J			
$100K to less than $150K	440	239	201	108	191	141	-	-	440	105	85	158	93
	22%	25%	19%	18%	28%	19%	-	-	72%	29%	20%	21%	19%
		B			CE				FG	JKL			
$150K or more	173	98	75	47	60	66	-	-	173	31	32	62	49
	9%	10%	7%	8%	9%	9%	-	-	28%	9%	7%	8%	10%
									FG				
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Under $50K	747	319	428	210	241	296	747	-	-	112	177	297	162
	37%	33%	41%	35%	35%	41%	100%	-	-	31%	42%	39%	34%
			A			D	GH				IL	I	
$50K-<$100K	653	314	339	230	201	223	-	653	-	112	131	239	172
	32%	32%	32%	39%	29%	31%	-	100%	-	31%	31%	32%	36%
				DE				FH					
$100K+	613	337	276	155	252	207	-	-	613	136	116	220	142
	30%	35%	26%	26%	36%	29%	-	-	100%	38%	27%	29%	30%
		B			CE				FG	JK			
Mean (,000)	78	83.7	72.8	76.2	81.9	75.8	27.6	72.4	145.4	87.6	71.5	74.9	81.5
		B					F	FG	JK			J
STD. DEV.	56.55	58.07	54.6	52.45	58.24	58.01	13.43	15.46	48.57	58.67	51.14	54.63	61.29
STD. ERR.	1.26	1.86	1.69	2.15	2.21	2.15	0.49	0.6	1.96	3.1	2.48	1.99	2.81

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

Household Income

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Under $15K	155	28	127	130	25	25	25	93	12	18	137	95	60	67	23	40
	8%	6%	8%	12%	3%	2%	12%	23%	3%	2%	15%	6%	13%	9%	3%	9%
				D			EH	EFH			I		K	N		N
$15K to less than $20K	96	21	75	83	12	20	9	35	31	17	78	62	34	35	29	12
	5%	4%	5%	8%	1%	2%	4%	9%	8%	2%	8%	4%	7%	5%	4%	3%
				D				E	E		I					
$20K to less than $25K	70	10	60	48	23	23	7	24	16	23	48	55	16	25	22	15
	3%	2%	4%	4%	2%	2%	3%	6%	4%	2%	5%	4%	3%	3%	3%	3%
				D				E			I					
$25K to less than $30K	78	15	63	65	13	27	6	23	21	28	50	60	18	32	26	12
	4%	3%	4%	6%	1%	3%	3%	6%	5%	3%	5%	4%	4%	4%	4%	3%
				D				E	E		I					
$30K to less than $40K	180	38	142	125	55	70	18	40	53	73	107	140	40	72	52	45
	9%	8%	9%	12%	6%	7%	9%	10%	13%	7%	12%	9%	8%	10%	8%	10%
				D					E		I					
$40K to less than $50K	168	31	137	104	65	74	23	35	36	82	86	140	28	52	56	37
	8%	6%	9%	10%	7%	7%	11%	9%	9%	8%	9%	9%	6%	7%	8%	9%
$50K to less than $75K	375	86	288	205	170	180	39	64	91	211	164	300	74	147	114	80
	19%	17%	19%	19%	18%	18%	19%	16%	23%	19%	18%	20%	16%	20%	17%	19%
									G							
$75K to less than $100K	279	88	191	111	168	196	23	23	37	201	78	208	71	109	113	41
	14%	18%	13%	10%	18%	19%	11%	6%	9%	19%	8%	14%	15%	15%	17%	10%
		B			C	FGH				J					O	
$100K to less than $150K	440	137	303	153	287	270	43	49	77	306	134	346	94	135	167	104
	22%	27%	20%	14%	30%	27%	21%	12%	19%	28%	14%	23%	20%	18%	25%	24%
		B			C	GH	G		G	J					M	
$150K or more	173	43	130	47	126	120	12	18	24	124	50	131	42	65	58	41
	9%	9%	9%	4%	13%	12%	6%	4%	6%	11%	5%	9%	9%	9%	9%	10%
					C	FGH				J						
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Summary

	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
Under $50K	747	144	604	555	193	240	89	251	168	241	506	551	196	282	208	161
	37%	29%	40%	52%	20%	24%	43%	62%	42%	22%	54%	36%	41%	38%	32%	38%
			A	D			E	EFH	E		I			N		
$50K-<$100K	653	174	479	315	338	376	63	87	128	412	241	508	145	255	227	121
	32%	35%	32%	29%	36%	37%	30%	22%	32%	38%	26%	33%	30%	35%	34%	28%
					C	G			G	J						
$100K+	613	180	434	200	413	390	55	67	102	429	184	477	136	200	225	145
	30%	36%	29%	19%	44%	39%	27%	17%	26%	40%	20%	31%	28%	27%	34%	34%
		B			C	FGH	G		G	J					M	
Mean (,000)	78	86	75.4	59.8	98.7	93.3	71	52	69.4	93.7	59.8	78.9	75.1	75.7	84.7	78.9
		B			C	FGH	G		G	J					M	
STD. DEV.	56.55	56.04	56.49	46.54	59.69	58.24	53.3	49.91	47.46	55.54	52.13	54.93	61.46	56.24	56.52	58.11
STD. ERR.	1.26	2.51	1.45	1.42	1.94	1.84	3.71	2.48	2.38	1.69	1.71	1.4	2.81	2.07	2.2	2.81

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

Household Income

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Under $15K	155	10	143	2	79	8	58	53	44
	8%	6%	8%	3%	7%	4%	11%	5%	10%
		*		*			G		G
$15K to less than $20K	96	3	91	2	51	9	24	39	33
	5%	2%	5%	2%	4%	5%	4%	4%	7%
		*		*					G
$20K to less than $25K	70	2	65	3	42	12	13	40	18
	3%	1%	4%	4%	4%	6%	2%	4%	4%
		*		*					
$25K to less than $30K	78	2	75	*	40	9	16	35	27
	4%	1%	4%	1%	3%	5%	3%	3%	6%
		*		*					
$30K to less than $40K	180	6	166	9	119	11	48	89	44
	9%	3%	9%	11%	10%	6%	9%	9%	10%
		*		A*					
$40K to less than $50K	168	10	152	6	102	13	44	81	43
	8%	6%	9%	8%	9%	7%	8%	8%	9%
		*		*					
$50K to less than $75K	375	28	336	10	222	39	85	199	90
	19%	16%	19%	14%	19%	21%	16%	20%	20%
		*		*					
$75K to less than $100K	279	45	208	26	146	30	111	117	51
	14%	25%	12%	34%	13%	16%	21%	12%	11%
		B*		B*			GH		
$100K to less than $150K	440	53	377	10	264	25	105	263	72
	22%	30%	21%	13%	23%	14%	20%	26%	16%
		C*		*	E			FH	
$150K or more	173	19	147	7	94	30	31	104	38
	9%	11%	8%	10%	8%	16%	6%	10%	8%
		*		*		D		F	
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Under $50K	747	34	692	22	433	62	203	337	207
	37%	19%	39%	29%	37%	33%	38%	33%	45%
		*	A	*					G
$50K-<$100K	653	73	544	36	367	69	196	317	141
	32%	41%	31%	48%	32%	37%	37%	31%	31%
		*		B*					
$100K+	613	72	524	17	358	56	137	367	110
	30%	40%	30%	23%	31%	30%	26%	36%	24%
		BC*		*				FH	
Mean (,000)	78	96.1	75.9	84.2	78.2	85.8	73.2	84.4	69.4
		B*		*				FH	
STD. DEV.	56.55	55.74	56.61	49.12	56.83	63.87	49.52	59.73	55.38
STD. ERR.	1.26	4.17	1.35	5.65	1.67	4.67	2.14	1.87	2.59

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

Gender

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Male	971	971	-	298	339	334	319	314	337	186	188	359	238
	48%	100%	-	50%	49%	46%	43%	48%	55%	52%	44%	48%	50%
		B							F				
Female	1043	-	1043	296	354	392	428	339	276	173	236	396	238
	52%	-	100%	50%	51%	54%	57%	52%	45%	48%	56%	52%	50%
			A				H						
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Gender

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
	971	225	746	484	487	562	64	146	198	538	432	732	239	319	349	225
Male	48%	45%	49%	45%	52%	56%	31%	36%	50%	50%	46%	48%	50%	43%	53%	53%
				C		FG			FG						M	M
	1043	273	770	586	457	443	142	259	199	544	499	805	238	418	312	202
Female	52%	55%	51%	55%	48%	44%	69%	64%	50%	50%	54%	52%	50%	57%	47%	47%
				D			EH	EH						NO		
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

Gender

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Male	971	122	796	53	571	85	310	469	192
	48%	68%	45%	70%	49%	46%	58%	46%	42%
		B*		B*			GH		
Female	1043	57	964	22	588	102	226	551	266
	52%	32%	55%	30%	51%	54%	42%	54%	58%
		*	AC	*				F	F
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

Age

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
18 - 34 (Net)	594	298	296	594	-	-	210	230	155	148	96	184	166
	29%	31%	28%	100%	-	-	28%	35%	25%	41%	23%	24%	35%
				DE				FH		JK			JK
18 - 24	124	63	62	124	-	-	50	31	44	34	23	40	27
	6%	6%	6%	21%	-	-	7%	5%	7%	10%	5%	5%	6%
				DE						K			
25 - 34	470	235	235	470	-	-	160	199	111	114	73	144	139
	23%	24%	23%	79%	-	-	21%	30%	18%	32%	17%	19%	29%
				DE				FH		JK			JK
35 - 54 (Net)	694	339	354	-	694	-	241	201	252	108	136	294	155
	34%	35%	34%	-	100%	-	32%	31%	41%	30%	32%	39%	33%
					CE			FG			IJ		
35 - 44	298	142	156	-	298	-	97	94	106	43	57	121	78
	15%	15%	15%	-	43%	-	13%	14%	17%	12%	13%	16%	16%
					CE								
45 - 54	396	197	199	-	396	-	144	107	145	66	79	174	78
	20%	20%	19%	-	57%	-	19%	16%	24%	18%	19%	23%	16%
					CE				G			L	
55 + (Net)	726	334	392	-	-	726	296	223	207	102	192	277	154
	36%	34%	38%	-	-	100%	40%	34%	34%	29%	45%	37%	32%
						CD					IKL	I	
55 - 64	365	150	215	-	-	365	141	105	119	49	86	144	86
	18%	15%	21%	-	-	50%	19%	16%	19%	14%	20%	19%	18%
			A			CD					I		
65+	361	184	177	-	-	361	155	118	88	53	106	133	68
	18%	19%	17%	-	-	50%	21%	18%	14%	15%	25%	18%	14%
						CD	H				IKL		
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	47.5	47.4	47.6	28.2	45.3	65.3	48.4	46.3	47.6	43.8	50.8	48.3	45.8
				C	CD	G					IKL	IL	
STD. DEV.	16.19	16.56	15.85	4.46	5.85	7.09	16.74	16.36	15.25	16.72	16.59	15.49	15.84
STD. ERR.	0.36	0.56	0.47	0.21	0.21	0.25	0.59	0.56	0.79	0.85	0.7	0.59	0.81
Median	48	47	48	29	46	64	49.45	45	48	42	52	48	44

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

Age

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2014	487	1527	1132	882	958	205	403	448	1114	900	1744	270	674	720	433
Base: All Respondents (wtd)	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
18 - 34 (Net)	594	188	407	292	302	353	94	148	-	249	345	426	168	232	169	127
	29%	38%	27%	27%	32%	35%	45%	36%		23%	37%	28%	35%	31%	26%	30%
			B			H	EH	H			I		K	N		
18 - 24	124	19	106	103	22	34	29	62	-	10	114	74	50	53	22	31
	6%	4%	7%	10%	2%	3%	14%	15%	-	1%	12%	5%	11%	7%	3%	7%
			A	D		H	EH	EH			I		K	N		N
25 - 34	470	169	301	189	280	319	65	86	-	239	231	352	118	179	147	96
	23%	34%	20%	18%	30%	32%	31%	21%	-	22%	25%	23%	25%	24%	22%	22%
			B		C	GH	GH	H								
35 - 54 (Net)	694	272	422	351	343	453	58	165	18	395	299	501	193	242	223	155
	34%	55%	28%	33%	36%	45%	28%	41%	4%	36%	32%	33%	40%	33%	34%	36%
			B			FH	H	FH					K			
35 - 44	298	151	147	133	165	196	26	71	5	164	134	205	93	112	79	65
	15%	30%	10%	12%	17%	20%	13%	18%	1%	15%	14%	13%	19%	15%	12%	15%
			B		C	H	H	H					K			
45 - 54	396	121	275	218	178	257	32	94	13	230	166	296	100	130	144	90
	20%	24%	18%	20%	19%	26%	16%	23%	3%	21%	18%	19%	21%	18%	22%	21%
			B			FH	H	H								
55 + (Net)	726	38	688	426	300	200	54	92	380	439	287	610	116	263	269	145
	36%	8%	45%	40%	32%	20%	26%	23%	96%	41%	31%	40%	24%	36%	41%	34%
			A	D					EFG	J		L				
55 - 64	365	22	343	221	144	162	32	81	89	232	133	300	65	131	140	71
	18%	4%	23%	21%	15%	16%	15%	20%	22%	21%	14%	20%	14%	18%	21%	17%
			A	D					E	J		L				
65+	361	16	345	206	156	37	22	11	291	207	154	310	51	132	129	74
	18%	3%	23%	19%	16%	4%	11%	3%	73%	19%	17%	20%	11%	18%	19%	17%
			A			EG		EFG			L					
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Summary

	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
Mean	47.5	39.9	50	48.3	46.5	42.9	42	41.4	68.1	49.9	44.7	48.8	43.4	47	49.4	47.2
			A	D					EFG	J		L			M	
STD. DEV.	16.19	10.47	16.94	16.71	15.54	12.49	16.18	14.24	7.85	14.79	17.27	16.25	15.31	16.57	16	15.78
STD. ERR.	0.36	0.47	0.43	0.5	0.52	0.4	1.13	0.71	0.37	0.44	0.58	0.39	0.93	0.64	0.6	0.76
Median	48	38	52	50	45	42	39	42	68	51	44	49	42	46	51	47

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

Age

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
	594	94	468	33	302	68	227	267	100
18 - 34 (Net)	29%	52%	27%	43%	26%	36%	42%	26%	22%
		B*		B*		D	GH		
	124	15	108	1	74	10	29	60	36
18 - 24	6%	8%	6%	2%	6%	6%	5%	6%	8%
		*		*					
	470	79	360	31	229	57	198	208	64
25 - 34	23%	44%	20%	41%	20%	31%	37%	20%	14%
		B*		B*		D	GH	H	
	694	70	607	17	399	53	164	357	173
35 - 54 (Net)	34%	39%	35%	22%	34%	28%	31%	35%	38%
		C*		*					
	298	42	248	8	162	23	84	153	61
35 - 44	15%	23%	14%	11%	14%	12%	16%	15%	13%
		B*		*					
	396	28	359	9	238	30	80	204	112
45 - 54	20%	16%	20%	11%	20%	16%	15%	20%	24%
		*		*					F
	726	15	685	26	457	66	145	396	185
55 + (Net)	36%	8%	39%	35%	39%	35%	27%	39%	40%
		*	A	A*				F	F
	365	5	347	13	230	36	71	189	105
55 - 64	18%	3%	20%	17%	20%	19%	13%	19%	23%
		*	A	A*				F	F
	361	10	338	14	228	30	74	207	80
65+	18%	6%	19%	18%	20%	16%	14%	20%	18%
		*	A	A*				F	
	2014	179	1760	76	1159	187	536	1020	458
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Mean	47.5	37.5	48.6	45.4	48.7	45.9	43.1	48.9	49.4
		*	A	A*				F	F
STD. DEV.	16.19	12.55	16.11	17.66	16.16	16.37	15.82	16.23	15.62
STD. ERR.	0.36	1.09	0.38	2	0.48	1.16	0.74	0.5	0.69
Median	48	34	49	38	50	45	38	49	51

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

Region

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
	359	186	173	148	108	102	112	112	136	359	-	-	-
Northeast	18%	19%	17%	25%	16%	14%	15%	17%	22%	100%	-	-	-
				DE					F	JKL			
	424	188	236	96	136	192	177	131	116	-	424	-	-
Midwest	21%	19%	23%	16%	20%	26%	24%	20%	19%	-	100%	-	-
					CD						IKL		
	756	359	396	184	294	277	297	239	220	-	-	756	-
South	38%	37%	38%	31%	42%	38%	40%	37%	36%	-	-	100%	-
				C	C							IJL	
	476	238	238	166	155	154	162	172	142	-	-	-	476
West	24%	25%	23%	28%	22%	21%	22%	26%	23%	-	-	-	100%
				E									IJK
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Region

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
Northeast	359	87	272	177	182	183	54	68	54	199	160	291	68	125	129	74
	18%	17%	18%	17%	19%	18%	26%	17%	14%	18%	17%	19%	14%	17%	20%	17%
							EGH									
Midwest	424	93	331	244	181	190	37	91	106	233	191	343	81	167	125	90
	21%	19%	22%	23%	19%	19%	18%	22%	27%	22%	21%	22%	17%	23%	19%	21%
									EF							
South	756	201	555	402	354	368	66	156	165	405	351	557	199	259	262	167
	38%	40%	37%	38%	37%	37%	32%	39%	42%	37%	38%	36%	42%	35%	40%	39%
West	476	117	358	247	229	264	49	90	72	246	229	346	130	186	145	96
	24%	24%	24%	23%	24%	26%	24%	22%	18%	23%	25%	22%	27%	25%	22%	22%
						H										
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

Region

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Northeast	359	52	290	17	188	40	126	159	74
	18%	29%	17%	22%	16%	21%	24%	16%	16%
		B*		*			GH		
Midwest	424	20	388	17	250	44	96	219	110
	21%	11%	22%	22%	22%	24%	18%	21%	24%
		*	A	*					
South	756	61	673	21	463	55	180	384	192
	38%	34%	38%	28%	40%	29%	34%	38%	42%
		*		*	E				F
West	476	46	409	21	258	48	135	259	82
	24%	25%	23%	28%	22%	25%	25%	25%	18%
		*		*			H	H	
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

Education

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
	2	-	2	1	1	-	1	1	-	-	-	1	1
Grade School	*	-	*	*	*	-	*	*	-	-	-	*	*
	39	20	19	20	10	9	25	11	3	5	7	12	16
Some High School	2%	2%	2%	3%	1%	1%	3%	2%	1%	1%	2%	2%	3%
							H						
	317	146	171	68	107	142	207	70	40	66	66	122	63
Graduated High School	16%	15%	16%	12%	15%	20%	28%	11%	7%	18%	16%	16%	13%
						C	GH	H					
	426	181	245	103	148	176	212	121	93	53	102	173	98
Some College	21%	19%	23%	17%	21%	24%	28%	18%	15%	15%	24%	23%	21%
			A			C	GH				I	I	
	285	136	149	100	86	99	109	113	63	54	69	93	70
Associate's degree (AA, AS, etc.)	14%	14%	14%	17%	12%	14%	15%	17%	10%	15%	16%	12%	15%
								H					
	601	299	301	207	218	176	150	236	215	120	113	220	148
Bachelor's degree (BA, BS, etc.)	30%	31%	29%	35%	31%	24%	20%	36%	35%	33%	27%	29%	31%
				E	E			F	F				
	344	188	156	95	124	124	43	102	198	62	68	133	81
Post Graduate Degree	17%	19%	15%	16%	18%	17%	6%	16%	32%	17%	16%	18%	17%
		B						F	FG				
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
	1070	484	586	292	351	426	555	315	200	177	244	402	247
No college degree	53%	50%	56%	49%	51%	59%	74%	48%	33%	49%	57%	53%	52%
			A			CD	GH	H		I			
	944	487	457	302	343	300	193	338	413	182	181	354	229
College degree	47%	50%	44%	51%	49%	41%	26%	52%	67%	51%	43%	47%	48%
		B		E	E			F	FG	J			

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Education

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
Grade School	2	1	1	2	-	1	-	1	-	-	2	2	-	1	1	-
	*	*	*	*	-	*	-	*	-	-	*	*	-	*	*	-
Some High School	39	10	29	39	-	11	7	17	4	14	25	29	10	11	5	12
	2%	2%	2%	4%		1%	3%	4%	1%	1%	3%	2%	2%	1%	1%	3%
				D				EH								N
Graduated High School	317	64	253	317	-	86	29	119	83	150	168	243	74	104	99	68
	16%	13%	17%	30%	-	9%	14%	29%	21%	14%	18%	16%	15%	14%	15%	16%
				D			E	EFH	E		I					
Some College	426	93	334	426	-	169	41	117	99	187	239	331	95	168	130	90
	21%	19%	22%	40%	-	17%	20%	29%	25%	17%	26%	22%	20%	23%	20%	21%
				D				E	E		I					
Associate's degree (AA, AS, etc.)	285	74	211	285	-	127	49	53	56	148	137	231	54	80	98	69
	14%	15%	14%	27%	-	13%	24%	13%	14%	14%	15%	15%	11%	11%	15%	16%
				D			EGH									M
Bachelor's degree (BA, BS, etc.)	601	153	448	-	601	373	57	75	95	367	233	452	149	231	214	120
	30%	31%	30%	-	64%	37%	28%	19%	24%	34%	25%	29%	31%	31%	32%	28%
					C	FGH	G			J						
Post Graduate Degree	344	104	240	-	344	239	23	22	60	216	128	248	95	142	114	68
	17%	21%	16%	-	36%	24%	11%	6%	15%	20%	14%	16%	20%	19%	17%	16%
		B			C	FGH			G	J						
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
No college degree	1070	241	829	1070	-	393	126	307	243	499	570	837	233	364	333	239
	53%	48%	55%	100%	-	39%	61%	76%	61%	46%	61%	54%	49%	49%	50%	56%
				D			E	EFH	E		I					
College degree	944	257	688	-	944	612	80	98	155	583	361	700	244	373	328	187
	47%	52%	45%	-	100%	61%	39%	24%	39%	54%	39%	46%	51%	51%	50%	44%
					C	FGH	G		G	J						

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

　Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

　Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

　Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

　Minimum Base: 30 (**), Small Base: 100 (*)

Education

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Grade School	2	-	2	-	1	-	-	1	1
	*	-	*	-	*	-	-	*	*
			*		*				
Some High School	39	7	32	-	24	2	11	14	14
	2%	4%	2%	-	2%	1%	2%	1%	3%
		*		*					
Graduated High School	317	16	285	16	184	25	68	137	112
	16%	9%	16%	21%	16%	13%	13%	13%	24%
		*		A*					FG
Some College	426	22	394	10	249	36	103	220	103
	21%	12%	22%	13%	22%	19%	19%	22%	23%
		*	A	*					
Associate's degree (AA, AS, etc.)	285	24	245	16	152	33	80	135	70
	14%	14%	14%	21%	13%	18%	15%	13%	15%
		*		*					
Bachelor's degree (BA, BS, etc.)	601	73	502	27	365	48	179	318	104
	30%	41%	29%	35%	31%	26%	33%	31%	23%
		B*		*			H	H	
Post Graduate Degree	344	36	301	7	184	44	94	195	54
	17%	20%	17%	9%	16%	23%	18%	19%	12%
		*		*		D	H	H	
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
No college degree	1070	70	958	42	611	95	263	507	300
	53%	39%	54%	56%	53%	51%	49%	50%	65%
		*	A	*					FG
College degree	944	109	802	33	548	92	273	513	158
	47%	61%	46%	44%	47%	49%	51%	50%	35%
		B*		*			H	H	

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

Age & Presence Of Children

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Under 6 only	133	58	75	93	40	-	33	59	41	21	23	51	38
	7%	6%	7%	16%	6%	-	4%	9%	7%	6%	5%	7%	8%
				DE	E			F					
6-12 Only	100	50	50	34	64	3	41	32	27	23	20	36	21
	5%	5%	5%	6%	9%	*	6%	5%	4%	6%	5%	5%	4%
				E	E								
13-17 Only	146	64	82	24	93	29	30	41	75	27	21	70	28
	7%	7%	8%	4%	13%	4%	4%	6%	12%	8%	5%	9%	6%
				CE					FG			J	
Under 6 and 6-12	47	17	30	21	25	1	14	20	13	6	14	16	11
	2%	2%	3%	4%	4%	*	2%	3%	2%	2%	3%	2%	2%
				E	E								
Under 6 and 13-17	4	*	3	1	3	-	-	4	-	-	*	2	2
	*	*	*	*	*	-	-	1%	-	-	*	*	*
6-12 and 13-17	61	31	30	13	43	5	21	17	24	10	12	23	16
	3%	3%	3%	2%	6%	1%	3%	3%	4%	3%	3%	3%	3%
				CE									
All 3	7	4	2	2	5	-	4	2	-	-	2	3	1
	*	*	*	*	1%	-	1%	*	-	-	1%	*	*
				E									
None Under 18	1516	746	770	407	422	688	604	479	434	272	331	555	358
	75%	77%	74%	68%	61%	95%	81%	73%	71%	76%	78%	73%	75%
				D		CD	GH						
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
With Kids	498	225	273	188	272	38	144	174	180	87	93	201	117
	25%	23%	26%	32%	39%	5%	19%	27%	29%	24%	22%	27%	25%
				E	CE			F	F				
No Kids	1516	746	770	407	422	688	604	479	434	272	331	555	358
	75%	77%	74%	68%	61%	95%	81%	73%	71%	76%	78%	73%	75%
				D		CD	GH						

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

Age & Presence Of Children

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
	133	133	-	59	74	83	16	31	3	107	26	95	38	49	50	18
Under 6 only	7%	27%		6%	8%	8%	8%	8%	1%	10%	3%	6%	8%	7%	8%	4%
		B				H	H	H		J						
	100	100	-	49	51	60	12	28	-	67	34	80	21	23	42	21
6-12 Only	5%	20%	-	5%	5%	6%	6%	7%	-	6%	4%	5%	4%	3%	6%	5%
		B				H	H	H		J					M	
	146	146	-	67	79	90	17	26	13	108	38	97	48	43	43	50
13-17 Only	7%	29%	-	6%	8%	9%	8%	6%	3%	10%	4%	6%	10%	6%	6%	12%
		B				H	H			J						MN
	47	47	-	28	19	27	5	15	-	38	9	39	8	16	14	11
Under 6 and 6-12	2%	9%	-	3%	2%	3%	2%	4%	-	3%	1%	3%	2%	2%	2%	3%
		B				H	H	H		J						
	4	4	-	2	2	1	2	1	-	3	*	4	-	2	1	1
Under 6 and 13-17	*	1%	-	*	*	*	1%	*	-	*	*	*	-	*	*	*
		B														
	61	61	-	30	31	46	4	12	-	45	16	43	18	25	16	10
6-12 and 13-17	3%	12%	-	3%	3%	5%	2%	3%	-	4%	2%	3%	4%	3%	2%	2%
		B				H	H	H		J						
	7	7	-	6	1	5	1	1	-	5	1	7	-	*	4	-
All 3	*	1%	-	1%	*	*	*	*	-	1%	*	*	-	*	1%	-
		B														
	1516	-	1516	829	688	694	150	290	382	709	808	1172	344	578	491	316
None Under 18	75%	-	100%	77%	73%	69%	73%	72%	96%	65%	87%	76%	72%	78%	74%	74%
			A						EFG		I					
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	498	498	-	241	257	311	56	115	16	374	124	365	133	159	170	110
With Kids	25%	100%	-	23%	27%	31%	27%	28%	4%	35%	13%	24%	28%	22%	26%	26%
		B				H	H	H		J						
	1516	-	1516	829	688	694	150	290	382	709	808	1172	344	578	491	316
No Kids	75%	-	100%	77%	73%	69%	73%	72%	96%	65%	87%	76%	72%	78%	74%	74%
			A						EFG		I					

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

Age & Presence Of Children

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Under 6 only	133	16	101	15	62	12	46	72	15
	7%	9%	6%	20%	5%	7%	9%	7%	3%
		*		B*			H	H	
6-12 Only	100	9	90	2	57	12	31	42	28
	5%	5%	5%	2%	5%	6%	6%	4%	6%
		*		*					
13-17 Only	146	26	117	3	87	23	22	85	39
	7%	14%	7%	4%	8%	12%	4%	8%	9%
		B*		*				F	F
Under 6 and 6-12	47	6	41	1	31	5	13	22	12
	2%	3%	2%	1%	3%	3%	2%	2%	3%
		*		*					
Under 6 and 13-17	4	-	4	-	4	-	-	2	2
	*	-	*	-	*	-	-	*	*
		*		*					
6-12 and 13-17	61	7	49	5	38	3	24	25	12
	3%	4%	3%	6%	3%	2%	5%	2%	3%
		*		*					
All 3	7	1	6	-	5	-	3	2	2
	*	*	*	-	*	-	1%	*	*
		*		*					
None Under 18	1516	114	1352	51	874	131	397	771	349
	75%	64%	77%	67%	75%	70%	74%	76%	76%
		*	A	*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
With Kids	498	65	408	25	285	56	139	249	109
	25%	36%	23%	33%	25%	30%	26%	24%	24%
		B*		*					
No Kids	1516	114	1352	51	874	131	397	771	349
	75%	64%	77%	67%	75%	70%	74%	76%	76%
		*	A	*					

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

Marital Status

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
	509	280	229	265	164	79	276	120	113	94	96	191	127
Single	25%	29%	22%	45%	24%	11%	37%	18%	18%	26%	23%	25%	27%
		B		DE	E		GH						
	131	44	87	62	45	24	52	49	29	29	23	42	37
Domestic Partnership	7%	5%	8%	10%	6%	3%	7%	8%	5%	8%	5%	6%	8%
			A	E	E								
	1083	538	544	249	395	439	241	412	429	199	233	405	246
Married	54%	55%	52%	42%	57%	60%	32%	63%	70%	55%	55%	54%	52%
					C	C		F	FG				
	80	23	56	-	12	68	49	23	8	10	25	29	16
Widowed	4%	2%	5%	-	2%	9%	7%	4%	1%	3%	6%	4%	3%
			A		C	CD	GH						
	212	85	126	17	79	116	129	49	33	27	47	89	49
Divorced or separated	11%	9%	12%	3%	11%	16%	17%	8%	5%	7%	11%	12%	10%
					C	CD	GH						
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
	1083	538	544	249	395	439	241	412	429	199	233	405	246
Married	54%	55%	52%	42%	57%	60%	32%	63%	70%	55%	55%	54%	52%
					C	C		F	FG				
	931	432	499	345	299	287	506	241	184	160	191	351	229
Other	46%	45%	48%	58%	43%	40%	68%	37%	30%	45%	45%	46%	48%
				DE			GH	H					

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Marital Status

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
	509	49	460	300	209	256	65	152	35	-	509	314	194	238	101	113
Single	25%	10%	30%	28%	22%	25%	32%	38%	9%	-	55%	20%	41%	32%	15%	27%
			A	D		H	H	EH			I		K	N		N
	131	33	98	82	49	71	13	37	10	-	131	100	31	63	25	23
Domestic Partnership	7%	7%	6%	8%	5%	7%	6%	9%	3%	-	14%	7%	7%	9%	4%	5%
						H		H			I			N		
	1083	374	709	499	583	568	100	173	242	1083	-	879	204	327	443	229
Married	54%	75%	47%	47%	62%	57%	48%	43%	61%	100%	-	57%	43%	44%	67%	54%
		B			C	G			FG	J		L			MO	M
	80	6	74	50	30	14	11	7	47	-	80	68	11	30	30	16
Widowed	4%	1%	5%	5%	3%	1%	6%	2%	12%	-	9%	4%	2%	4%	5%	4%
			A				EG		EFG		I					
	212	36	176	138	74	96	18	36	63	-	212	176	36	79	62	46
Divorced or separated	11%	7%	12%	13%	8%	10%	8%	9%	16%	-	23%	11%	8%	11%	9%	11%
			A	D					EFG		I					
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
	1083	374	709	499	583	568	100	173	242	1083	-	879	204	327	443	229
Married	54%	75%	47%	47%	62%	57%	48%	43%	61%	100%	-	57%	43%	44%	67%	54%
		B			C	G			FG	J		L			MO	M
	931	124	808	570	361	437	106	232	155	-	931	658	273	410	218	198
Other	46%	25%	53%	53%	38%	43%	52%	57%	39%	-	100%	43%	57%	56%	33%	46%
			A	D			H	EH			I		K	NO		N

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

Marital Status

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Single	509	50	448	11	264	39	177	234	98
	25%	28%	25%	15%	23%	21%	33%	23%	21%
		*		*			GH		
Domestic Partnership	131	4	122	4	79	10	47	65	20
	7%	2%	7%	6%	7%	5%	9%	6%	4%
		*		*			H		
Married	1083	111	916	55	631	111	247	571	264
	54%	62%	52%	73%	54%	59%	46%	56%	58%
		*		B*				F	F
Widowed	80	4	74	1	53	7	12	46	22
	4%	2%	4%	2%	5%	4%	2%	4%	5%
		*		*					
Divorced or separated	212	9	200	3	132	20	54	104	54
	11%	5%	11%	4%	11%	11%	10%	10%	12%
		*		*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Married	1083	111	916	55	631	111	247	571	264
	54%	62%	52%	73%	54%	59%	46%	56%	58%
		*		B*				F	F
Other	931	67	844	20	528	76	289	449	194
	46%	38%	48%	27%	46%	41%	54%	44%	42%
		*	C	*			GH		

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B/C,D/E,F/G/H

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B/C,D/E,F/G/H

   Minimum Base: 30 (**), Small Base: 100 (*)

Employment

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
Employed - full-time	874	484	390	319	404	152	187	327	360	163	168	317	227
	43%	50%	37%	54%	58%	21%	25%	50%	59%	45%	40%	42%	48%
		B		E	E			F	FG				J
Employed - part-time	206	64	142	94	58	54	89	63	55	54	37	66	49
	10%	7%	14%	16%	8%	7%	12%	10%	9%	15%	9%	9%	10%
			A	DE						JK			
Self-Employed	131	78	53	34	49	48	53	49	30	20	23	51	38
	7%	8%	5%	6%	7%	7%	7%	7%	5%	6%	5%	7%	8%
		B											
Retired	398	198	199	-	18	380	168	128	102	54	106	165	72
	20%	20%	19%	-	3%	52%	23%	20%	17%	15%	25%	22%	15%
				C	CD	H					IL	IL	
Student/Pupil	55	32	23	47	8	-	24	13	18	14	10	19	11
	3%	3%	2%	8%	1%	-	3%	2%	3%	4%	2%	3%	2%
				DE	E								
Military	4	1	3	-	4	-	-	1	3	-	-	4	-
	*	*	*	-	1%	-	-	*	1%	-	-	*	-
Homemaker	119	4	115	30	61	27	52	36	31	18	31	43	27
	6%	*	11%	5%	9%	4%	7%	6%	5%	5%	7%	6%	6%
			A		E								
Currently Unemployed	222	106	115	70	89	63	171	35	15	36	47	89	49
	11%	11%	11%	12%	13%	9%	23%	5%	2%	10%	11%	12%	10%
					E		GH	H					
(Dk/Ns)	5	3	2	-	4	2	4	1	-	-	2	1	3
	*	*	*	-	1%	*	1%	*	-	-	*	*	1%
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Full Time	1005	562	443	353	453	200	240	376	390	183	190	368	264
	50%	58%	43%	59%	65%	27%	32%	58%	64%	51%	45%	49%	56%
		B		E	E		F	F					J
Part Time	206	64	142	94	58	54	89	63	55	54	37	66	49
	10%	7%	14%	16%	8%	7%	12%	10%	9%	15%	9%	9%	10%
			A	DE						JK			
Not Emp.	405	146	259	148	165	92	251	87	67	68	91	156	90
	20%	15%	25%	25%	24%	13%	34%	13%	11%	19%	21%	21%	19%
			A	E	E		GH						
Retired	398	198	199	-	18	380	168	128	102	54	106	165	72
	20%	20%	19%	-	3%	52%	23%	20%	17%	15%	25%	22%	15%
				C	CD	H					IL	IL	

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Employment

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
	874	290	584	331	543	874	-	-	-	505	370	616	258	329	282	179
Employed - full-time	43%	58%	39%	31%	58%	87%	-	-	-	47%	40%	40%	54%	45%	43%	42%
		B			C	FGH				J		K				
	206	56	150	126	80	-	206	-	-	100	106	163	43	76	74	39
Employed - part-time	10%	11%	10%	12%	8%	-	100%	-	-	9%	11%	11%	9%	10%	11%	9%
				D			EGH									
	131	21	110	62	69	131	-	-	-	63	68	101	30	47	41	26
Self-Employed	7%	4%	7%	6%	7%	13%	-	-	-	6%	7%	7%	6%	6%	6%	6%
						FGH										
	398	16	382	243	155	-	-	-	398	242	155	347	51	139	153	84
Retired	20%	3%	25%	23%	16%	-	-	-	100%	22%	17%	23%	11%	19%	23%	20%
			A	D					EFG	J		L				
	55	8	47	44	11	-	-	55	-	6	49	26	29	31	5	9
Student/Pupil	3%	2%	3%	4%	1%	-	-	14%	-	1%	5%	2%	6%	4%	1%	2%
				D				EFH			I		K	N		
	4	1	3	1	3	-	-	4	-	1	3	1	3	3	-	1
Military	*	*	*	*	*	-	-	1%	-	*	*	*	1%	*	-	*
								E								
	119	71	48	85	34	-	-	119	-	102	17	103	16	29	52	27
Homemaker	6%	14%	3%	8%	4%	-	-	29%	-	9%	2%	7%	3%	4%	8%	6%
		B		D				EFH		J					M	
	222	34	187	173	49	-	-	222	-	61	160	177	44	83	54	61
Currently Unemployed	11%	7%	12%	16%	5%	-	-	55%	-	6%	17%	12%	9%	11%	8%	14%
			A	D				EFH			I					N
	5	*	5	5	1	-	-	5	-	2	3	3	2	1	-	1
(Dk/Ns)	*	*	*	*	*	-	-	1%	-	*	*	*	*	*	-	*
								EH								
	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Summary																
	1005	311	694	393	612	1005	-	-	-	568	437	717	288	376	322	205
Full Time	50%	63%	46%	37%	65%	100%	-	-	-	52%	47%	47%	60%	51%	49%	48%
		B			C	FGH				J		K				
	206	56	150	126	80	-	206	-	-	100	106	163	43	76	74	39
Part Time	10%	11%	10%	12%	8%	-	100%	-	-	9%	11%	11%	9%	10%	11%	9%
				D			EGH									
	405	115	290	307	98	-	-	405	-	173	232	310	95	147	112	99
Not Emp.	20%	23%	19%	29%	10%	-	-	100%	-	16%	25%	20%	20%	20%	17%	23%
				D				EFH			I					N
	398	16	382	243	155	-	-	-	398	242	155	347	51	139	153	84
Retired	20%	3%	25%	23%	16%	-	-	-	100%	22%	17%	23%	11%	19%	23%	20%
			A	D					EFG	J		L				

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
   Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
   Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
   Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
   Minimum Base: 30 (**), Small Base: 100 (*)

Employment

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Employed - full-time	874	117	716	42	493	83	271	448	155
	43%	65%	41%	56%	43%	45%	51%	44%	34%
		B*		B*			H	H	
Employed - part-time	206	14	185	7	109	20	67	80	59
	10%	8%	11%	9%	9%	11%	12%	8%	13%
		*		*			G		G
Self-Employed	131	9	120	2	77	6	28	76	27
	7%	5%	7%	3%	7%	3%	5%	7%	6%
		*		*					
Retired	398	4	382	12	243	35	74	225	99
	20%	2%	22%	16%	21%	19%	14%	22%	22%
		*	A	A*				F	F
Student/Pupil	55	14	41	-	36	8	11	30	13
	3%	8%	2%	-	3%	5%	2%	3%	3%
		B*		*					
Military	4	-	4	-	1	-	3	-	1
	*	-	*	-	*	-	1%	-	*
		*		*					
Homemaker	119	5	105	9	55	17	21	69	30
	6%	3%	6%	12%	5%	9%	4%	7%	6%
		*		A*					
Currently Unemployed	222	15	203	3	143	17	60	88	73
	11%	9%	12%	4%	12%	9%	11%	9%	16%
		*		*					G
(Dk/Ns)	5	1	4	-	3	-	1	4	1
	*	1%	*	-	*	-	*	*	*
		*		*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Full Time	1005	126	835	44	570	89	299	524	183
	50%	70%	47%	59%	49%	48%	56%	51%	40%
		B*		*			H	H	
Part Time	206	14	185	7	109	20	67	80	59
	10%	8%	11%	9%	9%	11%	12%	8%	13%
		*		*			G		G
Not Emp.	405	35	357	12	237	42	96	191	118
	20%	20%	20%	16%	20%	23%	18%	19%	26%
		*		*					FG
Retired	398	4	382	12	243	35	74	225	99
	20%	2%	22%	16%	21%	19%	14%	22%	22%
		*	A	A*				F	F

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

Race

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
	1537	732	805	426	501	610	551	508	477	291	343	557	346
White	76%	75%	77%	72%	72%	84%	74%	78%	78%	81%	81%	74%	73%
						CD				KL	KL		
	252	110	142	71	103	78	120	79	53	39	45	134	34
Black	13%	11%	14%	12%	15%	11%	16%	12%	9%	11%	11%	18%	7%
				E			H					IJL	
	121	74	47	57	51	13	35	27	59	16	17	27	61
Asian	6%	8%	4%	10%	7%	2%	5%	4%	10%	5%	4%	4%	13%
		B		E	E				FG				IJK
	104	55	49	40	39	25	41	39	24	13	19	37	35
Other	5%	6%	5%	7%	6%	3%	5%	6%	4%	4%	4%	5%	7%
				E									
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
	1537	732	805	426	501	610	551	508	477	291	343	557	346
White	76%	75%	77%	72%	72%	84%	74%	78%	78%	81%	81%	74%	73%
						CD				KL	KL		
	477	239	238	168	193	116	196	145	136	68	81	199	130
Other	24%	25%	23%	28%	28%	16%	26%	22%	22%	19%	19%	26%	27%
				E	E							IJ	IJ

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

Race

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
White	1537	365	1172	837	700	717	163	310	347	879	658	1537	-	468	606	333
	76%	73%	77%	78%	74%	71%	79%	77%	87%	81%	71%	100%	-	64%	92%	78%
									EFG	J		L			MO	M
Black	252	66	186	147	105	122	30	61	39	75	177	-	252	175	15	34
	13%	13%	12%	14%	11%	12%	15%	15%	10%	7%	19%	-	53%	24%	2%	8%
								H			I		K	NO		N
Asian	121	33	88	14	107	101	3	15	2	72	50	-	121	58	28	29
	6%	7%	6%	1%	11%	10%	2%	4%	*	7%	5%	-	25%	5%	4%	7%
					C	FGH		H					K	N		
Other	104	34	70	71	33	65	10	19	11	57	47	-	104	35	12	31
	5%	7%	5%	7%	4%	6%	5%	5%	3%	5%	5%	-	22%	5%	2%	7%
				D		H							K	N		N
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
White	1537	365	1172	837	700	717	163	310	347	879	658	1537	-	468	606	333
	76%	73%	77%	78%	74%	71%	79%	77%	87%	81%	71%	100%	-	64%	92%	78%
									EFG	J		L			MO	M
Other	477	133	344	233	244	288	43	95	51	204	273	-	477	269	55	94
	24%	27%	23%	22%	26%	29%	21%	23%	13%	19%	29%	-	100%	36%	8%	22%
						H	H	H			I		K	NO		N

Field Dates: 01/24-01/28
Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

Race

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
White	1537	128	1339	70	867	157	358	788	391
	76%	72%	76%	93%	75%	84%	67%	77%	85%
		*		AB*		D		F	FG
Black	252	22	225	4	147	12	100	115	37
	13%	13%	13%	6%	13%	6%	19%	11%	8%
		*		*			GH		
Asian	121	13	108	-	79	7	38	80	3
	6%	7%	6%	-	7%	4%	7%	8%	1%
		*		*			H	H	
Other	104	15	88	1	67	11	39	37	28
	5%	9%	5%	1%	6%	6%	7%	4%	6%
		*		*			G		
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
White	1537	128	1339	70	867	157	358	788	391
	76%	72%	76%	93%	75%	84%	67%	77%	85%
		*		AB*		D		F	FG
Other	477	51	421	5	292	30	178	232	67
	24%	28%	24%	7%	25%	16%	33%	23%	15%
		C*	C	*	E		GH	H	

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B/C,D/E,F/G/H

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B/C,D/E,F/G/H

   Minimum Base: 30 (**), Small Base: 100 (*)

Are you of Hispanic Ethnicity?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
	314	173	141	165	98	51	125	117	72	51	37	115	110
Yes	16%	18%	14%	28%	14%	7%	17%	18%	12%	14%	9%	15%	23%
		B		DE	E			H		J		J	IJK
	1674	785	890	421	587	667	614	523	537	304	383	631	358
No	83%	81%	85%	71%	85%	92%	82%	80%	88%	85%	90%	83%	75%
			A		C	CD			FG	L	IKL	L	
	26	13	13	8	9	9	8	13	4	4	4	10	8
(Dk/Ns)	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%
	2014	971	1043	594	694	726	747	653	613	359	424	756	476
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Are you of Hispanic Ethnicity?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
Yes	314	90	223	191	122	171	32	82	29	154	160	230	83	123	76	71
	16%	18%	15%	18%	13%	17%	16%	20%	7%	14%	17%	15%	17%	17%	12%	17%
				D		H	H	H							N	
No	1674	401	1273	866	808	819	172	318	365	913	762	1300	374	604	580	354
	83%	81%	84%	81%	86%	81%	83%	79%	92%	84%	82%	85%	78%	82%	88%	83%
					C				EFG			L			M	
(Dk/Ns)	26	6	20	12	14	16	2	5	4	16	10	6	20	10	4	2
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	*	4%	1%	1%	1%
													K			
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

Are you of Hispanic Ethnicity?

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
Yes	314	60	242	12	174	32	124	134	56
	16%	33%	14%	16%	15%	17%	23%	13%	12%
		BC*		*			GH		
No	1674	118	1494	62	971	152	403	876	396
	83%	66%	85%	82%	84%	81%	75%	86%	86%
		*	A	A*				F	F
(Dk/Ns)	26	1	24	2	15	3	10	10	6
	1%	*	1%	2%	1%	2%	2%	1%	1%
		*		*					
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E,F/G/H

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

Metro status

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2014**	**859**	**1155**	**433**	**789**	**792**	**805**	**839**	**370**	**390**	**564**	**679**	**381**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**	**726**	**747**	**653**	**613**	**359**	**424**	**756**	**476**
All <1M (Includes NON-METRO)	893	413	480	231	293	370	398	282	214	140	214	336	204
	44%	43%	46%	39%	42%	51%	53%	43%	35%	39%	50%	44%	43%
						CD	GH	H			I		
1M-4.9M	612	282	330	179	223	210	200	194	217	65	145	195	207
	30%	29%	32%	30%	32%	29%	27%	30%	35%	18%	34%	26%	43%
									F		IK	I	IJK
5M+	509	276	233	184	178	147	150	177	182	155	65	224	65
	25%	28%	22%	31%	26%	20%	20%	27%	30%	43%	15%	30%	14%
		B		E	E			F	F	JKL		JL	
Sigma	2014	971	1043	594	694	726	747	653	613	359	424	756	476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Metro status

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	**2014**	**487**	**1527**	**1132**	**882**	**958**	**205**	**403**	**448**	**1114**	**900**	**1744**	**270**	**674**	**720**	**433**
Base: All Respondents (wtd)	**2014**	**498**	**1516**	**1070**	**944**	**1005**	**206**	**405**	**398**	**1083**	**931**	**1537**	**477**	**737**	**661**	**427**
All <1M (Includes NON-METRO)	893	195	699	534	359	385	101	202	206	488	405	737	156	296	312	183
	44%	39%	46%	50%	38%	38%	49%	50%	52%	45%	43%	48%	33%	40%	47%	43%
			A	D			E	E	E			L			M	
1M-4.9M	612	164	447	290	322	323	57	121	110	333	278	457	155	222	207	138
	30%	33%	29%	27%	34%	32%	28%	30%	28%	31%	30%	30%	32%	30%	31%	32%
					C											
5M+	509	139	370	245	264	297	48	81	82	261	248	343	166	219	142	105
	25%	28%	24%	23%	28%	30%	23%	20%	21%	24%	27%	22%	35%	30%	21%	25%
					C	GH							K	N		
Sigma	2014	498	1516	1070	944	1005	206	405	398	1083	931	1537	477	737	661	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

Metro status

	Total	Early Tech Adopter	Tech Pragmatist	Tech-Phobic	Tech Optimist	Tech Pessimist	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	**2014**	**133**	**1803**	**78**	**1152**	**199**	**456**	**1040**	**518**
Base: All Respondents (wtd)	**2014**	**179**	**1760**	**76**	**1159**	**187**	**536**	**1020**	**458**
All <1M (Includes NON-METRO)	893	57	812	24	538	79	167	368	358
	44%	32%	46%	32%	46%	42%	31%	36%	78%
		*	AC	*					FG
1M-4.9M	612	53	534	24	327	63	162	390	60
	30%	30%	30%	32%	28%	34%	30%	38%	13%
		*		*			H	FH	
5M+	509	69	413	27	294	45	207	262	40
	25%	38%	23%	36%	25%	24%	39%	26%	9%
		B*		B*			GH	H	
Sigma	2014	179	1760	76	1159	187	536	1020	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 01/24-01/28

Statistics:

Overlap formulae used

- Column Proportions:

    Columns Tested (5%): A/B/C,D/E,F/G/H

    Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

    Columns Tested (5%): A/B/C,D/E,F/G/H

    Minimum Base: 30 (**), Small Base: 100 (*)