

SOCIALOGUE

Would you rather ... ?

		All Countries																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	18680	9849	8831	7405	6571	4704	5721	7541	5024	9084	9596	5391	6465	6824	10421	8259	12745	5935	2189	16491	3677	15003	
Base: All Respondents (wtd)	12000	5991	6009	5274	3964	2762	3981	4629	3141	5512	6488	4370	4173	3456	6188	5812	7782	4218	1299	10701	2107	9893	
Wait for new technology products and services to catch on before you buy them	9017	4474	4543	3737	2999	2281	2944	3516	2354	4204	4813	3211	3236	2570	4636	4381	5782	3234	944	8073	1463	7554	
	75%	75%	76%	71%	76%	83%	74%	76%	75%	76%	74%	73%	78%	74%	75%	75%	74%	77%	73%	75%	69%	76%	
					C	CD					J			KM				P				T	
Be one of the first people you know to buy new technology products and services	2983	1517	1466	1538	964	481	1037	1114	787	1308	1675	1160	938	886	1552	1431	2000	983	355	2628	644	2339	
	25%	25%	24%	29%	24%	17%	26%	24%	25%	24%	26%	27%	22%	26%	25%	25%	26%	23%	27%	25%	31%	24%	
				DE	E							I	L		L			Q				U	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U

SOCIALOGUE

Would you rather ... ?

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	18680	506	1008	502	1013	1009	1002	1016	1002	1010	1001	1007	525	1012	1009	509	500	502	506	501	511	1014	502	505	1008
Base: All Respondents (wtd)	12000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Wait for new technology products and services to catch on before you buy them	9017	363	415	411	375	421	308	394	396	404	466	320	321	403	401	300	337	376	377	360	388	373	380	324	404
	75%	73%	83%	82%	75%	84%	62%	79%	79%	81%	93%	64%	64%	81%	80%	60%	67%	75%	75%	72%	78%	75%	76%	65%	81%
		FKLO	GKLOPQRSTU	FKLOPQRSU	FKLOPW	IKLMNOPQRSTU	VW	AFKLOPUW	AFKLOPUW	DFKLOPOSU	HIKLMNOPQRSTU	VWX		ADFKLOPOSU	AFKLOPSUW			FKLOPW	FKLOPW	FO	FKLOPW	FKLOPW	FKLOPW		AFKLOPOSUW
Be one of the first people you know to buy new technology products and services	2983	137	85	89	125	79	192	106	104	96	34	180	179	97	99	200	163	124	123	140	112	127	120	176	96
	25%	27%	17%	18%	25%	16%	38%	21%	21%	19%	7%	36%	36%	19%	20%	40%	33%	25%	25%	28%	22%	25%	24%	35%	19%
		BCEGHUMNX	J	J	BCEIJM	J	EGHJMNQRS	BEJ	EJ	J		ABCDEFGHIJMNQR	DEGHJMNQR	EJ	EJ	IEGHJMNQRSEGHJMNQR	BCEIJMX	BCEIJM	BCEIJMNX	BEJ	BCEGHJMNX	BEJ	IEGHJMNQR	J	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X

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Would you rather ... ?

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18680	2017	2028	7559	5564	7568	3524	1512
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Wait for new technology products and services to catch on before you buy them	9017	825	1039	3564	2529	3199	1379	1061
	75%	82%	69%	79%	72%	80%	69%	71%
		BCDEFG		BDFG	F	BDFG		
Be one of the first people you know to buy new technology products and services	2983	175	461	936	971	801	621	439
	25%	18%	31%	21%	28%	20%	31%	29%
			ACE	A	ACE	A	ACDE	ACE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G

SOCIALOGUE

Would you rather ... ?

		Argentina																					
	Argentina	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	506	179	327	255	153	98	214	127	165	165	341	214	160	132	230	276	285	221	38	468	60	446	
Base: All Respondents (wtd)	500	245	255	248	147	105*	225	131*	144	165	335	326	118	55	234	266	276	224	36**	464	55*	445	
Wait for new technology products and services to catch on before you buy them	363	170	193	171	109	83	157	94	113	133	230	237	90	36	160	203	198	165	18	346	35	328	
	73%	70%	76%	69%	74%	79%	70%	72%	78%	81%	69%	73%	76%	65%	68%	77%	72%	74%	50%	74%	63%	74%	
											J												
Be one of the first people you know to buy new technology products and services	137	75	62	77	38	22	68	37	32	32	104	89	28	19	74	62	78	59	18	119	20	116	
	27%	30%	24%	31%	26%	21%	30%	28%	22%	19%	31%	27%	24%	35%	32%	23%	28%	26%	50%	26%	37%	26%	
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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Would you rather ... ?

		India																					
	India	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1007	801	206	702	277	28	250	483	274	667	340	6	78	923	739	268	928	79	329	678	694	313	
Base: All Respondents (wtd)	500	258	242	276	178	46**	143*	226	131	313	187	7**	57*	436	289	211	428	72*	150	350	291	209	
Wait for new technology products and services to catch on before you buy them	320	171	149	161	131	29	85	149	86	214	106	4	33	283	182	138	281	40	102	218	196	124	
	64%	66%	62%	58%	73%	62%	59%	66%	66%	68%	57%	59%	58%	65%	63%	65%	66%	55%	68%	62%	67%	60%	
					C						J												
Be one of the first people you know to buy new technology products and services	180	87	93	115	47	17	58	77	45	99	80	3	24	153	107	73	147	32	48	132	95	85	
	36%	34%	38%	42%	27%	38%	41%	34%	34%	32%	43%	41%	42%	35%	37%	35%	34%	45%	32%	38%	33%	40%	
				D							I												

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Would you rather ... ?

		Mexico																					
	Mexico	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	509	337	172	203	218	88	363	132	14	233	276	143	163	203	296	213	374	135	62	447	120	389	
Base: All Respondents (wtd)	500	238	262*	270	154	76*	405	88*	7**	198*	302	321	103	76	236	264	310	190*	42**	458	76*	424	
Wait for new technology products and services to catch on before you buy them	300	142	159	145	100	55	251	46	3	127	174	185	65	51	153	148	183	117	20	280	45	255	
	60%	59%	61%	54%	65%	72%	62%	53%	47%	64%	57%	58%	63%	67%	65%	56%	59%	62%	47%	61%	59%	60%	
Be one of the first people you know to buy new technology products and services	200	97	103	125	53	21	155	41	4	71	129	136	38	25	84	116	127	73	22	178	31	168	
	40%	41%	39%	46%	35%	28%	38%	47%	53%	36%	43%	42%	37%	33%	35%	44%	41%	38%	53%	39%	41%	40%	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Would you rather ... ?

		Spain																					
	Spain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1014	492	522	399	433	182	647	316	51	499	515	636	86	292	519	495	612	402	81	933	102	912	
Base: All Respondents (wtd)	500	252	248	205	201	94	315	159	26*	238	262	249	114*	137	259	241	298	202	40*	460	55*	445	
Wait for new technology products and services to catch on before you buy them	373	189	184	146	153	75	237	119	18	183	190	183	90	100	192	181	222	151	35	338	40	333	
	75%	75%	74%	71%	76%	79%	75%	75%	69%	77%	73%	74%	79%	73%	74%	75%	75%	75%	87%	74%	73%	75%	
Be one of the first people you know to buy new technology products and services																			S				
	127	63	64	59	48	19	79	40	8	55	72	66	24	37	66	60	75	51	5	121	15	112	
	25%	25%	26%	29%	24%	21%	25%	25%	31%	23%	27%	26%	21%	27%	26%	25%	25%	25%	13%	26%	27%	25%	
																			R				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Would you rather ... ?

		South Africa																					
	South Africa	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	501	228	273	109	197	195	20	106	375	296	205	197	143	161	303	198	419	82	141	360	207	294	
Base: All Respondents (wtd)	500	240*	260*	287*	125	89	15**	155*	330	202	298*	219*	126*	156*	241	259*	390	110**	100*	400	161*	339*	
Wait for new technology products and services to catch on before you buy them	360	164	196	208	80	71	11	106	243	144	216	160	98	102	150	210	268	92	74	286	100	260	
	72%	68%	75%	73%	64%	80%	75%	68%	74%	71%	73%	73%	78%	65%	62%	81%	69%	84%	74%	71%	62%	77%	
						D										N						T	
Be one of the first people you know to buy new technology products and services	140	76	64	78	45	17	4	49	87	58	82	59	28	54	91	49	122	18	26	114	61	79	
	28%	32%	25%	27%	36%	20%	25%	32%	26%	29%	27%	27%	22%	35%	38%	19%	31%	16%	26%	29%	38%	23%	
					E										O							U	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Would you rather ... ?

		Great Britain																				
	Great Britain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1010	514	496	347	333	330	236	593	181	394	616	295	335	380	563	447	612	398	71	939	112	898
Base: All Respondents (wtd)	500	246	254	185	160	155	120	291	89	187	313	146	171	183	267	233	296	204	34*	466	53	447
Wait for new technology products and services to catch on before you buy them	404	190	214	135	131	138	99	237	68	157	247	118	136	150	220	184	238	166	26	378	39	365
	81%	77%	84%	73%	82%	89%	83%	81%	77%	84%	79%	81%	80%	82%	82%	79%	80%	82%	76%	81%	73%	82%
			A		C	CD																T
Be one of the first people you know to buy new technology products and services	96	56	40	50	29	16	21	54	20	30	66	28	35	33	47	49	58	38	8	88	14	82
	19%	23%	16%	27%	18%	11%	17%	19%	23%	16%	21%	19%	20%	18%	18%	21%	20%	18%	24%	19%	27%	18%
		B		DE	E																	U

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Would you rather ... ?

		US																					
	US	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1008	514	494	278	314	416	158	254	596	642	366	191	362	455	566	442	664	344	151	857	192	816	
Base: All Respondents (wtd)	500	248	252	182	154	164	76	110	315	305	195	232	127	141	254	246	306	194	67*	433	83	417	
Wait for new technology products and services to catch on before you buy them	404	193	210	140	120	144	64	90	250	257	147	184	111	110	199	205	246	158	58	346	69	335	
	81%	78%	83%	76%	78%		88%	84%	82%	84%	76%	79%	87%	78%	78%	83%	80%	81%	87%	80%	83%	80%	
						CD				J			KM										
Be one of the first people you know to buy new technology products and services	96	54	42	43	34	19	12	20	64	49	48	49	16	31	55	42	60	36	9	88	14	82	
	19%	22%	17%	24%	22%	12%	16%	18%	20%	16%	24%	21%	13%	22%	22%	17%	20%	19%	13%	20%	17%	20%	
				E	E						I	L		L									

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

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Would you rather ... ?

		Saudi Arabia																					
	Saudi Arabia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	506	350	156	325	171	10	189	80	143	334	172	123	149	234	250	256	351	155	70	436	108	398	
Base: All Respondents (wtd)	500	283	217*	295	176*	29**	181	77*	147*	299	201	120*	156*	224	189	311	285	215*	64*	436	113*	387	
Wait for new technology products and services to catch on before you buy them	377	209	168	213	138	26	126	58	123	226	151	78	122	177	144	233	220	158	52	325	94	283	
	75%	74%	77%	72%	78%	92%	69%	75%	83%	76%	75%	65%	78%	79%	76%	75%	77%	73%	81%	75%	84%	73%	
									F					K									
Be one of the first people you know to buy new technology products and services	123	74	49	82	38	2	55	19	24	73	50	43	33	47	45	78	66	57	12	111	18	105	
	25%	26%	23%	28%	22%	8%	31%	25%	17%	24%	25%	35%	22%	21%	24%	25%	23%	27%	19%	25%	16%	27%	
							H					M											

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

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		Canada																													
	Canada	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader										
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	CANADA-PRAIRIES	CANADA-ATLANTIC	CANADA-ALBERTA	CANADA-BRITISH COLUMBIA	NORTHWEST TERRITORIES	CANADA-ONTARIO	CANADA-QUEBEC		
	A	B		C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b		
Base: All Respondents (unwtd)	1009	527	482	283	340	386	230	420	359	403	606	371	500	138	561	448	691	318	110	899	135	874	71	89	90	150	0	391	218		
Base: All Respondents (wtd)	900	247	253	178	166	156	114	206	180	191	309	186	224	91	264	236	338	162	53	447	66	434	37*	43*	45*	75	--	190	110		
Wait for new technology products and services to catch on before you buy them	421	199	222	142	138	141	98	168	155	165	256	155	188	78	218	203	282	139	43	378	52	369	31	38	37	59	0	169	87		
	84%	81%	88%	80%	83%	90%	85%	82%	86%	86%	83%	83%	84%	86%	83%	86%	84%	85%	80%	85%	78%	85%	83%	89%	82%	79%	-	89%	79%		
		A				CD																		b				Yb			
Be one of the first people you know to buy new technology products and services	79	48	31	35	28	16	17	37	25	26	53	31	35	12	46	33	55	24	11	68	14	65	6	5	8	15	0	22	23		
	16%	19%	12%	20%	17%	10%	15%	18%	14%	14%	17%	17%	16%	14%	17%	14%	16%	15%	20%	15%	22%	15%	17%	11%	18%	21%	-	11%	21%		
		B		E	E																				a				Wa		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U - V/W/X/Y/Z/a/b * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Would you rather ... ?

		France																					
	France	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1016	486	530	342	352	322	232	564	220	366	650	394	293	329	614	402	668	348	42	974	88	928	
Base: All Respondents (wtd)	500	247	253	191	155	155	119	277	105	173	327	168	209	124	296	204	318	182	21*	479	42*	458	
Wait for new technology products and services to catch on before you buy them	394	193	202	145	116	133	93	223	79	141	253	136	162	96	238	157	248	147	17	377	29	365	
	79%	78%	80%	76%	75%	86%	78%	80%	76%	82%	77%	81%	78%	77%	80%	77%	78%	81%	82%	79%	70%	80%	
						CD																T	
Be one of the first people you know to buy new technology products and services	106	54	51	46	39	21	26	54	26	32	74	31	46	28	58	47	70	35	4	102	13	93	
	21%	22%	20%	24%	25%	14%	22%	20%	24%	18%	23%	19%	22%	23%	20%	23%	22%	19%	18%	21%	30%	20%	
				E	E																	U	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Would you rather ... ?

		Germany																					
	Germany	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1002	529	473	332	310	360	237	285	314	369	633	211	588	203	641	361	734	268	101	901	200	802	
Base: All Respondents (wtd)	500	253	247	172	157	171	120	141	154	180	320	113	285	101	310	190	359	141	49*	451	96	404	
Wait for new technology products and services to catch on before you buy them	396	195	201	127	116	153	100	108	121	147	249	95	222	79	246	150	282	114	38	357	70	326	
	79%	77%	81%	74%	74%	89%	83%	76%	78%	82%	78%	84%	78%	78%	79%	79%	79%	81%	79%	79%	73%	81%	
						CD																T	
Be one of the first people you know to buy new technology products and services	104	58	46	45	41	18	21	34	34	33	71	18	63	23	64	40	77	27	10	94	26	78	
	21%	23%	19%	26%	26%	11%	17%	24%	22%	18%	22%	16%	22%	22%	21%	21%	21%	19%	21%	21%	27%	19%	
				E	E																U		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Would you rather ... ?

		Australia																													
	Australia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		REGION								
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	Yes	No	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b		
Base: All Respondents (unwtd)	1008	474	534	273	356	379	236	519	253	522	486	315	325	368	559	449	637	371	119	889	162	846	0	0	0	0	0	0	0	0	
Base: All Respondents (wtd)	500	248	252	197	156	147	121	269	110	227	273	132	294	74	260	240	312	188	56*	445	72*	428	**	**	**	**	**	**	**	**	
Wait for new technology products and services to catch on before you buy them	415	202	214	150	132	133	98	227	90	189	226	114	247	55	213	202	256	159	44	371	57	358	0	0	0	0	0	0	0	0	
	83%	81%	85%	76%	85%	90%	81%	85%	81%	83%	83%	87%	84%	74%	82%	84%	82%	85%	80%	83%	79%	84%	-	-	-	-	-	-	-	-	
				C		CD						M	M																		
Be one of the first people you know to buy new technology products and services	85	46	38	46	24	14	22	42	21	38	47	18	48	19	47	38	56	29	11	74	15	70	0	0	0	0	0	0	0	0	
	17%	19%	15%	24%	15%	10%	19%	15%	19%	17%	17%	13%	16%	26%	18%	16%	18%	15%	20%	17%	21%	16%	-	-	-	-	-	-	-	-	
				DE	E									KL																	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U - V/W - X/Y/Z/a/b * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Would you rather ... ?

		Japan																				
	Japan	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1009	511	498	452	358	199	625	316	68	509	500	337	223	449	467	542	667	342	73	936	93	916
Base: All Respondents (wtd)	500	251	249	186	165	149	296	166	38*	269	231	173	107	220	238	262	328	172	38*	462	51*	449
Wait for new technology products and services to catch on before you buy them	401	193	208	144	135	122	237	133	30	218	183	142	88	171	182	219	256	145	29	372	40	361
	80%	77%	84%	77%	82%	81%	80%	80%	78%	81%	79%	82%	82%	78%	77%	83%	78%	84%	77%	80%	78%	80%
			A													N		P				
Be one of the first people you know to buy new technology products and services	99	58	41	42	30	28	58	33	8	51	49	31	19	49	55	44	72	27	9	90	11	88
	20%	23%	16%	23%	18%	19%	20%	20%	22%	19%	21%	18%	18%	22%	23%	17%	22%	16%	23%	20%	22%	20%
		B													O		Q					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Would you rather ... ?

		South Korea																					
	South Korea	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	511	254	257	162	216	133	91	231	189	335	176	17	163	331	253	258	347	164	75	436	113	398	
Base: All Respondents (wtd)	500	253	247	210	179	110	97*	230	173	300	200	22**	166	312	231	269	321	179	66*	434	99	401	
Wait for new technology products and services to catch on before you buy them	388	199	188	155	149	83	71	189	128	241	146	13	125	250	184	203	255	133	49	339	74	313	
	78%	79%	76%	74%	83%	75%	73%	82%	74%	80%	73%	58%	75%	80%	80%	76%	79%	74%	73%	78%	75%	78%	
					C			H															
Be one of the first people you know to buy new technology products and services	112	53	59	55	30	27	26	41	46	59	53	9	41	62	47	66	67	46	18	95	24	88	
	22%	21%	24%	26%	17%	25%	27%	18%	26%	20%	27%	42%	25%	20%	20%	24%	21%	26%	27%	22%	25%	22%	
				D				G															

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Would you rather ... ?

		Russia																					
	Russia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	502	241	261	130	231	141	57	262	183	233	269	86	300	116	266	236	376	126	27	475	50	452	
Base: All Respondents (wtd)	500	241	259	211	177	112	72*	264	164	215	285	146*	266	88	233	267	355	145*	25**	475	47*	453	
Wait for new technology products and services to catch on before you buy them	376	187	189	145	143	88	53	193	131	162	214	107	202	68	177	199	271	106	18	359	32	345	
	75%	78%	73%	69%	80%	79%	73%	73%	80%	76%	75%	73%	76%	77%	76%	74%	76%	73%	72%	75%	68%	76%	
					C																		
Be one of the first people you know to buy new technology products and services	124	53	70	66	35	23	20	71	33	53	71	39	64	21	56	68	85	39	7	117	15	109	
	25%	22%	27%	31%	20%	21%	27%	27%	20%	24%	25%	27%	24%	23%	24%	26%	24%	27%	28%	25%	32%	24%	
				D																			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Would you rather ... ?

		Sweden																					
	Sweden	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	502	262	240	162	145	195	227	230	45	128	374	337	73	92	344	158	296	206	40	462	49	453	
Base: All Respondents (wtd)	500	253	247*	185*	155*	159*	206*	226*	69**	119*	381	105	263*	133*	344	156*	335	165*	53**	447	63**	437	
Wait for new technology products and services to catch on before you buy them	380	197	183	127	121	132	160	167	53	80	300	85	188	106	281	99	250	130	29	351	37	343	
	76%	78%	74%	68%	78%	83%	78%	74%	77%	68%	79%	81%	72%	80%	82%	64%	74%	79%	55%	78%	60%	78%	
															O								
Be one of the first people you know to buy new technology products and services	120	56	64	59	34	27	46	59	16	39	81	20	74	26	63	57	86	34	24	96	25	95	
	24%	22%	26%	32%	22%	17%	22%	26%	23%	32%	21%	19%	28%	20%	18%	36%	26%	21%	45%	22%	40%	22%	
																N							

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Would you rather ... ?

		Indonesia																					
	Indonesia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	525	262	263	237	209	79	107	244	174	346	179	214	31	280	244	281	428	97	75	450	135	390	
Base: All Respondents (wtd)	500	250	250	281	158	60*	141*	215	144	279	221	234	29**	237	207	293	381	119*	66*	434	112	388	
Wait for new technology products and services to catch on before you buy them	321	157	165	179	97	46	91	131	100	176	146	147	22	153	129	193	240	82	39	282	66	255	
	64%	63%	66%	64%	61%	76%	64%	61%	69%	63%	66%	63%	76%	64%	62%	66%	63%	69%	59%	65%	59%	66%	
						D																	
Be one of the first people you know to buy new technology products and services	179	93	85	102	61	15	50	84	44	103	75	87	7	85	78	100	142	37	27	152	46	133	
	36%	37%	34%	36%	39%	24%	36%	39%	31%	37%	34%	37%	24%	36%	38%	34%	37%	31%	41%	35%	41%	34%	
					E																		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Would you rather ... ?

		Turkey																					
	Turkey	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	505	377	128	398	97	10	39	213	253	224	281	164	89	252	268	237	338	167	72	433	166	339	
Base: All Respondents (wtd)	500	252	248*	263	187*	51**	30**	174*	296*	266*	234	165*	91*	244*	245*	255*	312	188*	85**	415	167*	333	
Wait for new technology products and services to catch on before you buy them	324	182	141	167	123	33	20	108	196	185	139	108	50	165	178	146	199	124	65	259	114	210	
	65%	72%	57%	64%	66%	65%	65%	62%	66%	69%	59%	66%	55%	68%	72%	57%	64%	66%	76%	62%	68%	63%	
		B													O								
Be one of the first people you know to buy new technology products and services	176	70	107	96	63	18	11	66	100	81	95	57	41	78	67	109	113	64	20	156	53	123	
	35%	28%	43%	36%	34%	35%	35%	38%	34%	31%	41%	34%	45%	32%	28%	43%	36%	34%	24%	38%	32%	37%	
			A													N							

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Would you rather ... ?

		Hungary																					
	Hungary	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1001	517	484	372	300	329	405	444	18	422	579	331	495	175	528	473	575	426	77	924	72	929	
Base: All Respondents (wtd)	500	244	256	202	146	152	200	222	8**	202	298	129	294	77	259	241	288	212	39*	461	36*	464	
Wait for new technology products and services to catch on before you buy them	466	224	242	186	139	142	187	207	8	188	277	121	274	71	242	224	268	198	34	431	32	434	
	93%	92%	95%	92%	95%	93%	93%	93%	95%	93%	93%	93%	93%	93%	93%	93%	93%	93%	89%	93%	89%	93%	
Be one of the first people you know to buy new technology products and services	34	20	14	16	7	11	14	15	0	14	20	9	20	6	17	17	20	14	4	30	4	31	
	7%	8%	5%	8%	5%	7%	7%	7%	5%	7%	7%	7%	7%	7%	7%	7%	7%	7%	11%	7%	11%	7%	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Would you rather ... ?

		Poland																					
	Poland	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	500	259	241	192	165	143	384	103	13	255	245	74	328	98	306	194	300	200	51	449	76	424	
Base: All Respondents (wtd)	500	248	252	215	156	130	396	93*	10**	243	257	104*	327	70*	291	209	286	214	47*	453	68*	432	
Wait for new technology products and services to catch on before you buy them	337	174	162	143	102	91	270	60	7	163	173	63	220	54	198	138	197	140	29	308	43	293	
	67%	70%	64%	67%	66%	70%	68%	65%	66%	67%	67%	60%	67%	77%	68%	66%	69%	65%	61%	68%	64%	68%	
														K									
Be one of the first people you know to buy new technology products and services	163	74	90	72	53	38	127	33	4	80	84	41	107	16	92	71	89	74	19	145	25	139	
	33%	30%	36%	33%	34%	30%	32%	35%	34%	33%	33%	40%	33%	23%	32%	34%	31%	35%	39%	32%	36%	32%	
													M										

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Would you rather ... ?

		China																				
	China	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1002	506	496	422	489	91	74	250	678	689	313	79	252	671	689	313	880	122	117	885	341	661
Base: All Respondents (wtd)	500	249	251*	200*	201*	98**	83**	179*	238	325	175*	295*	155	50	318	182*	410	90*	37**	463	108*	392
Wait for new technology products and services to catch on before you buy them	308	163	144	133	124	50	52	110	146	202	106	170	106	32	191	117	254	54	30	277	60	247
	62%	66%	57%	66%	62%	51%	63%	61%	61%	62%	61%	58%	68%	64%	60%	64%	62%	60%	81%	60%	56%	63%
Be one of the first people you know to buy new technology products and services	192	86	107	67	77	48	31	69	92	124	69	125	49	18	127	65	156	36	7	185	48	144
	38%	34%	43%	34%	38%	49%	37%	39%	39%	38%	39%	42%	32%	36%	40%	36%	38%	40%	19%	40%	44%	37%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Would you rather ... ?

		Brazil																					
	Brazil	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1013	483	530	481	343	189	253	729	31	397	616	170	568	275	426	587	698	315	129	884	194	819	
Base: All Respondents (wtd)	500	244	256	271	158	72*	185*	309	6**	183	317	363	108	30	186	314	288	212	52*	448	73*	427	
Wait for new technology products and services to catch on before you buy them	375	174	201	193	118	64	126	244	5	153	222	268	83	24	126	249	215	160	31	344	48	327	
	75%	71%	79%	71%	75%	89%	68%	79%	76%	83%	70%	74%	77%	81%	68%	79%	74%	76%	60%	77%	66%	76%	
						CD		F		J						N				R			
Be one of the first people you know to buy new technology products and services	125	71	54	78	39	8	59	65	1	31	94	95	24	5	60	65	74	52	21	104	25	100	
	25%	29%	21%	29%	25%	11%	32%	21%	24%	17%	30%	26%	23%	19%	32%	21%	26%	24%	40%	23%	34%	24%	
				E	E		G				I				O				S				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Would you rather ... ?

		Italy																					
	Italy	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1012	483	529	379	381	252	270	424	318	456	556	326	543	143	491	521	569	443	114	898	164	848	
Base: All Respondents (wtd)	500	250	250	181	181	138	140	212	148	237	263	244	199	58	247	253	272	228	57	443	76	424	
Wait for new technology products and services to catch on before you buy them	403	200	202	143	144	115	113	171	118	189	214	197	159	46	201	202	221	182	46	356	59	344	
	81%	80%	81%	79%	79%	84%	81%	81%	79%	80%	81%	81%	80%	80%	81%	80%	81%	80%	81%	80%	77%	81%	
Be one of the first people you know to buy new technology products and services	97	50	48	38	37	22	26	41	30	48	49	46	39	12	47	51	52	46	11	87	17	80	
	19%	20%	19%	21%	21%	16%	19%	19%	21%	20%	19%	19%	20%	20%	19%	20%	19%	20%	19%	20%	23%	19%	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U

SOCIALOGUE

Would you rather ... ?

		Belgium																									
	Belgium	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		Region			Language	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	North	Center	South	French	Flemish
Base: All Respondents (unwid)	502	263	239	170	183	149	177	216	109	200	302	160	218	124	298	204	296	206	24	478	44	458	255	115	132	220	282
Base: All Respondents (wid)	500	251	249	184	172	144	180	211	109	195	305	172	186	142	291	209	288	212	24**	476	43*	457	249	115	136	224	276
Wait for new technology products and services to catch on before you buy them	411	205	206	139	139	133	148	178	85	164	247	142	154	115	234	177	235	176	18	393	30	381	218	90	103	169	243
	82%	81%	83%	76%	81%	93% CD	82%	84%	78%	84%	81%	82%	83%	81%	80%	85%	82%	83%	76%	83%	70%	83% T	88% WX	78%	76%	75%	88% Y
Be one of the first people you know to buy new technology products and services	89	47	42	45	33	11	32	33	23	31	58	31	31	27	57	32	52	37	6	83	13	76	31	25	33	56	33
	18%	19%	17%	24%	19%	7%	18%	16%	22%	16%	19%	18%	17%	19%	20%	15%	18%	17%	24%	17%	30%	17%	12%	22%	24%	25%	12%
				E	E																U		V	V		Z	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U - V/W/X - Y/Z * small base; ** very small base (under 30) ineligible for sig testing