

Socialogue

HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
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,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		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)	18503	9116	9387	6959	6338	5206	4972	7301	5161	9220	9283	5152	6555	6796	10239	8264	2081	16422	3403	15100	12829	5674	8152	5191	5160
Base: All Respondents (wtd)	12500	6231	6269	5478	3999	3023	3661	4775	3258	5712	6788	4380	4649	3471	6623	5877	1365	11135	2166	10334	8308	4192	5433	3690	3377
5 (Completely agree)	1808	918	889	723	592	493	576	679	463	847	961	788	541	479	961	847	223	1585	343	1465	1175	632	837	497	474
	14%	15%	14%	13%	15%	16%	16%	14%	14%	15%	14%	18%	12%	14%	15%	14%	16%	14%	16%	14%	14%	15%	15%	13%	14%
4	2800	1415	1385	1221	874	705	719	1052	892	1432	1368	908	957	935	1508	1292	307	2493	516	2284	1925	875	1252	838	710
	22%	23%	22%	22%	22%	23%	20%	22%	27%	25%	20%	21%	21%	27%	23%	22%	22%	22%	24%	22%	23%	21%	23%	23%	21%
							F	FG	J					KL							U		X		
3	3877	1976	1900	1680	1284	913	1122	1518	971	1765	2111	1357	1452	1067	2052	1824	391	3486	623	3254	2596	1281	1587	1147	1143
	31%	32%	30%	31%	32%	30%	31%	32%	30%	31%	31%	31%	31%	31%	31%	31%	29%	31%	29%	31%	31%	31%	29%	31%	34%
																			R						VW
2	1944	940	1003	904	616	424	552	698	533	829	1114	605	821	518	994	949	197	1746	316	1627	1244	700	824	622	497
	16%	15%	16%	16%	15%	14%	15%	15%	16%	15%	16%	14%	18%	15%	15%	16%	14%	16%	15%	16%	15%	17%	15%	17%	15%
				E			G			I				KM							T		VX		
1 (Completely disagree)	2072	982	1090	950	633	489	692	828	399	839	1233	722	878	472	1108	964	248	1824	368	1704	1368	704	933	587	552
	17%	16%	17%	17%	16%	16%	19%	17%	12%	15%	18%	16%	19%	14%	17%	16%	18%	16%	17%	16%	16%	17%	16%	16%	16%
			A				H	H			I		M	KM											
Sigma	12500	6231	6269	5478	3999	3023	3661	4775	3258	5712	6788	4380	4649	3471	6623	5877	1365	11135	2166	10334	8308	4192	5433	3690	3377
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	4608	2333	2275	1944	1466	1198	1295	1731	1355	2279	2329	1696	1498	1414	2468	2140	530	4078	859	3749	3100	1507	2088	1335	1184
	37%	37%	36%	35%	37%	40%	35%	36%	42%	40%	34%	39%	32%	41%	37%	36%	39%	37%	40%	36%	37%	36%	38%	36%	35%
						CD			FG	J			L						S				VX		
Low2Box - (2/1 Completely disagree)	4015	1922	2094	1854	1249	912	1244	1526	932	1668	2347	1327	1699	990	2102	1913	445	3571	684	3332	2612	1404	1757	1209	1050
	32%	31%	33%	34%	31%	30%	34%	32%	29%	29%	35%	30%	37%	29%	32%	33%	33%	32%	32%	32%	31%	33%	32%	33%	31%
			A	DE			H	H			I		KM								T				

Socialogue
HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.
Proportions/Means: - Column Proportions:
Columns Tested (5%): 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
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/P/Q/R/S/T/U/V/W/X/Y
Minimum Base: 30 (*), Small Base: 100 (*)

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Norway	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	Y
Base: All Respondents (unwtd)	18503	501	1000	500	1000	1000	1000	1000	1000	1000	500	1000	500	1000	1000	500	500	501	500	501	500	500	1000	500	500	1000
Base: All Respondents (wtd)	12500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
5 (Completely agree)	1808	94	46	54	56	69	67	33	85	68	77	101	121	154	94	73	18	53	56	109	59	34	39	22	133	91
	14%	19%	9%	11%	11%	14%	13%	7%	17%	14%	15%	20%	24%	31%	19%	15%	4%	11%	11%	22%	12%	7%	8%	4%	27%	18%
4		BCDEGIPQRT UVW	PW	GPUW	GPUVW	BGPUVW	GPUVW	P	BCDGIQRTU VW	BGPUVW	BCDGPQUVW	BCDEFGIOP QRTUVW	BCDEFGHIJN OPQRTUVWY	ABCDEFGHIJK LNOPQRSTU VWY	BCDEGIPQRT UVW	BGPUVW		GPUW	GPUW	BCDEFGIOP QRTUVW	GPUVW		P		ABCEFGHIJK NOPQRTUVW Y	BCDEGIPQRT UVW
	2800	73	135	91	48	123	143	51	163	140	93	160	154	162	164	77	55	79	68	103	120	154	70	73	153	148
3	22%	15%	27%	18%	10%	25%	29%	10%	33%	28%	19%	32%	31%	32%	33%	15%	11%	16%	14%	21%	24%	31%	14%	15%	31%	30%
		DG	ACDGIOPQRS VW	DGP		ACDGIOPQR VW	ACDGIOPQRS VW		ABCEGIOPQR STUVW	ACDGIOPQRS VW	DGPRV	ABCEGIOPQ RSTVW	ACDEGIOPQR STVW	ABCEGIUOP QRSTVW	ABCEGIUOP QRSTVW	DG		DG	D	ADGPRV	ACDGIOPQR VW	ACDEGIOPQR STVW	DG		ACDEGIOPQR STVW	ACDEGIOPQR STVW
2	3877	162	181	151	111	169	204	110	179	169	174	145	145	142	166	138	118	165	166	143	153	198	162	136	130	158
	31%	32%	36%	30%	22%	34%	41%	22%	36%	34%	35%	29%	29%	28%	33%	28%	24%	33%	33%	29%	31%	40%	32%	27%	26%	32%
1 (Completely disagree)		DGP	CDGKLMOPS WX	DGP		DGKMOPX	CDGKLMOPS TVWXY		CDGKLMOPS WX	DGKMOPX	DGKMOPX	DG	DG	DG	DGMPX			DGPX	DGPX	DG	DGP	ACDEGIKLMN OPQSTVWXY	DGPX			DGPX
	1944	66	83	86	83	84	62	99	52	81	88	45	48	26	42	92	146	105	96	72	97	72	86	127	46	62
Sigma	16%	13%	17%	17%	17%	17%	12%	20%	10%	16%	18%	9%	10%	5%	8%	18%	29%	21%	19%	14%	19%	14%	17%	25%	9%	12%
		KMN	HKLMNXY	HKLMNXY	HKLMNXY	HKLMNXY	M	AFHKLMNSU XY	M	HKLMNXY	HKLMNXY	M	M		M	HKLMNXY	ABCEFGHIJK LMNOQRSTU VXY	AFHKLMNSU XY	AFHKLMNXY	KLMNX	AFHKLMNUX Y	HKLMNX	HKLMNXY	ABCEFGHIJK MNSUVXY	M	KMN
1 (Completely disagree)	2072	105	54	119	201	55	25	208	21	42	67	49	32	17	34	120	163	99	114	72	71	42	143	142	38	40
	17%	21%	11%	24%	40%	11%	5%	42%	4%	8%	13%	10%	6%	3%	7%	24%	33%	20%	23%	14%	14%	8%	29%	28%	8%	8%
Sigma		BEFHUKLMNS TUXY	FHLMN	BEFHUKLMNS TUXY	ABCEFHUKLM NOPQRSTUV WXY	FHILMNXY		ABCEFHUKLM NOPQRSTUV WXY	HM	FHIKLMNUXY	FHLMN	M		HM	BEFHUKLMNS TUXY	ABCEFHUKLM NOQRSTUXY	BEFHUKLMNIT UXY	BEFHUKLMNS TUXY	FHIKLMNUXY	FHIKLMNUXY	HM	ABEFHUKLM NQRSTUXY	BEFHUKLMN GSTUXY	HM	HM	
	12500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Summary	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top2Box - (5 Completely agree/4)	4608	166	182	145	105	192	210	84	248	208	171	261	275	315	258	150	73	132	124	213	179	188	109	95	286	239
	37%	33%	36%	29%	21%	38%	42%	17%	50%	47%	34%	52%	55%	63%	52%	30%	15%	26%	25%	43%	36%	38%	22%	19%	57%	48%
Low2Box - (2/1 Completely disagree)		DGPQRVW	CDGPQRVW	DGPVW	GP	CDGQPQRVW	ACDGPQRV W		ABCEFGIOP QRSTUVW	ABCEFGIOPQR TVW	DGPQRVW	ABCEFGIOP QRSTUVW	ABCEFGIOP QRSTUVWY	ABCEFGHIJK LNOPQRSTU VWXY	ABCEFGIOP QRSTUVW	DGPVW		DGPW	GP	ACDGIOPQR VW	CDGPQRVW	CDGQPQRVW	GP		ABCEFGHIJ OPQRSTUVW Y	ABCEFGIOP QRSTUVW
	4015	171	137	204	284	139	87	306	73	123	155	93	80	42	76	212	309	203	210	144	168	114	229	269	83	102
Sigma	32%	34%	27%	41%	57%	28%	17%	61%	15%	25%	31%	19%	16%	8%	15%	42%	62%	41%	42%	29%	34%	23%	46%	54%	17%	20%
		BEFHUKLMNU XY	FHKLMNXY	BEFHUKLMNS TUXY	ABCEFHUKLM NOQRSTUVX Y	FHKLMNUXY	M	ABCEFHUKLM NOQRSTUVX Y	M	FHKLMNXY	FHIKLMNUXY	HM	M		M	ABEFHUKLM NSTUXY	ABCEFHUKLM NOQRSTUVX Y	BEFHUKLMNS TUXY	ABEFHUKLM NSTUXY	FHKLMNXY	BEFHUKLMNU XY	HLMNX	ABEFHUKLM NSTUXY	ABCEFHUKLM NOQRSTUVX Y	M	HLMN

Socialogue

HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

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

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

- Column Means:

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

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

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18503	2000	2001	7501	5500	7500	3500	1501
Base: All Respondents (wtd)	12500	1000	1500	5000	3500	4000	2000	1500
5 (Completely agree)	1808	161	223	604	519	650	280	302
	14%	16%	15%	12%	15%	16%	14%	20%
		C	C		C	CF	C	ABCDEF
4	2800	271	198	976	979	1018	419	376
	22%	27%	13%	20%	28%	25%	21%	25%
		BCF		B	BCEF	BCF	B	BCF
3	3877	327	412	1505	1206	1260	627	426
	31%	33%	27%	30%	34%	32%	31%	28%
		BCG			BCEFG	BG	B	
2	1944	146	241	894	447	542	285	215
	16%	15%	16%	18%	13%	14%	14%	14%
			DE	ADEFG				
1 (Completely disagree)	2072	95	426	1020	350	530	389	181
	17%	10%	28%	20%	10%	13%	19%	12%
			ACDEFG	ADEG		AD	ADEG	A
Sigma	12500	1000	1500	5000	3500	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%
Summary								
Top2Box - (5 Completely agree/4)	4608	431	421	1580	1497	1668	699	678
	37%	43%	28%	32%	43%	42%	35%	45%
		BCF		B	BCF	BCF	BC	BCEF
Low2Box - (2/1 Completely disagree)	4015	241	667	1914	797	1072	674	396
	32%	24%	44%	38%	23%	27%	34%	26%
			ACDEFG	ADEFG		AD	ADEG	D

Socialogue
HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
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,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		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)	501	214	287	219	166	116	187	210	104	174	327	168	180	153	239	262	73	428	82	419	355	146	323	128	50
Base: All Respondents (wtd)	500	245	255	248	148	104	223	209	68	154	346	327	118	55	226	274	64	436	61	439	315	185	302	139	59
5 (Completely agree)	94	52	41	32	30	31	37	42	15	33	61	63	22	9	46	48	13	81	11	83	53	41	53	30	11
	19%	21%	16%	13%	20%	30%	17%	20%	22%	21%	18%	19%	20%	19%	16%	20%	20%	19%	18%	19%	17%	22%	18%	22%	18%
						C*																			
4	73	35	38	37	19	16	31	30	12	27	46	53	14	6	29	43	9	63	7	66	47	26	46	18	9
	15%	14%	15%	15%	13%	15%	14%	14%	17%	18%	13%	16%	12%	10%	13%	16%	14%	15%	11%	15%	15%	14%	15%	13%	15%
						*			*								*		*					*	*
3	162	94	68	91	43	28	79	66	17	43	119	110	34	18	83	80	20	143	24	139	108	54	94	42	26
	32%	39%	27%	37%	29%	27%	35%	32%	25%	28%	35%	34%	29%	32%	37%	29%	31%	33%	39%	32%	34%	29%	31%	30%	44%
		B				*			*								*		*					*	*
2	66	24	42	33	18	15	25	33	8	22	44	36	19	11	25	41	7	59	7	59	38	29	38	20	9
	13%	10%	17%	13%	12%	15%	11%	16%	12%	14%	13%	11%	16%	20%	11%	15%	11%	14%	12%	13%	12%	16%	13%	14%	15%
						*			*								*		*					*	*
1 (Completely disagree)	105	40	65	54	38	13	50	38	16	29	76	65	28	12	43	62	15	90	13	92	69	36	71	29	5
	21%	16%	26%	22%	26%	13%	23%	18%	24%	19%	22%	20%	24%	21%	19%	23%	23%	21%	21%	21%	22%	19%	23%	21%	9%
		A			E	*			*								*		*					*	*
Sigma	500	245	255	248	148	104	223	209	68	154	346	327	118	55	226	274	64	436	61	439	315	185	302	139	59
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	166	87	79	70	49	48	68	72	26	60	107	115	36	14	76	91	22	144	18	149	100	66	99	48	19
	33%	35%	31%	28%	33%	46%	31%	34%	39%	39%	31%	35%	31%	26%	33%	33%	35%	33%	29%	34%	32%	36%	33%	35%	32%
						C*			*								*		*				*	*	
Low2Box - (2/1 Completely disagree)	171	64	108	87	56	28	76	71	25	51	120	101	48	23	68	104	22	149	20	151	107	64	109	49	14
	34%	26%	42%	35%	38%	27%	34%	34%	37%	33%	35%	31%	40%	41%	30%	38%	34%	34%	33%	34%	34%	35%	36%	35%	23%
		A				*			*								*		*				*	*	

[Table of Contents](#)

Socialogae

HA2.1. I would rather wait for something to catch on before I try it! Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

Columns Tested (5%): 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,c/d/e

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,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c,d/e

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

	Australia Total	Australia																															
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		METRO		NON-METRO		VIC/TAS		Region		Social Media			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	Active	Passive	Inactive	
		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	c	d	e	
Base: All Respondents (unwtd)	1000	421	579	336	341	323	222	511	267	516	484	304	317	379	525	475	107	893	123	877	623	377	614	386	291	322	214	90	83	384	270	346	
Base: All Respondents (wtd)	500	248	252	197	157	146	122	259	120	233	267	131	295	74	260	240	47	453	56	444	299	201	294	206	140	158	113	44	45	190	137	174	
5 (Completely agree)	46	26	21	10	19	17	15	22	10	21	25	12	27	8	32	15	4	43	4	43	25	21	31	16	14	16	5	7	4	16	10	21	
	9%	10%	8%	5%	12%	12%	13%	8%	8%	9%	9%	9%	9%	11%	12%	6%	8%	9%	7%	10%	8%	11%	10%	8%	10%	10%	5%	15%	10%	8%	7%	12%	
					C	C									O		*		*									Z*	*				
4	135	61	74	51	37	47	25	82	28	69	67	32	85	19	72	64	22	113	23	113	84	52	80	55	39	42	34	7	14	55	37	43	
	27%	25%	29%	26%	24%	32%	21%	32%	23%	29%	25%	24%	29%	25%	28%	26%	47%	25%	41%	25%	28%	26%	27%	27%	28%	26%	30%	17%	31%	29%	27%	25%	
					D		FH								Q*		S*																
3	181	92	89	67	65	49	50	89	42	84	97	46	108	27	95	86	9	172	14	168	109	73	108	74	52	58	41	16	14	60	53	68	
	36%	37%	35%	34%	41%	34%	42%	34%	35%	36%	36%	35%	37%	36%	36%	36%	20%	38%	25%	38%	36%	36%	37%	36%	37%	37%	37%	36%	37%	32%	32%	39%	39%
																*	P	*	R									*	*				
2	83	42	41	46	17	20	19	39	24	35	47	26	41	16	34	48	6	76	9	74	45	37	48	34	20	28	18	8	8	35	23	26	
	17%	17%	16%	23%	11%	13%	16%	15%	20%	15%	18%	20%	14%	21%	13%	20%	13%	17%	16%	17%	15%	19%	16%	17%	14%	18%	16%	18%	17%	18%	17%	15%	
				OE									L	N	*		*		*									*	*				
1 (Completely disagree)	54	27	27	23	18	13	11	27	16	24	30	16	34	5	27	27	6	49	7	47	36	18	27	27	15	14	14	6	4	25	14	15	
	11%	11%	11%	12%	12%	9%	9%	10%	14%	10%	11%	12%	11%	6%	10%	11%	12%	11%	12%	11%	12%	9%	9%	13%	11%	9%	13%	13%	13%	10%	13%	10%	9%
													M	M			*		*									*	*				
Sigma	500	248	252	197	157	146	122	259	120	233	267	131	295	74	260	240	47	453	56	444	299	201	294	206	140	158	113	44	45	190	137	174	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary	182	87	95	61	56	64	41	104	37	90	92	44	111	27	104	78	26	156	26	155	109	73	111	71	53	57	39	14	18	71	47	64	
Top2Box - (5 Completely agree/4)	36%	35%	38%	31%	36%	44%	33%	40%	31%	39%	34%	33%	38%	36%	40%	33%	55%	34%	47%	35%	36%	36%	38%	34%	38%	36%	35%	32%	41%	37%	34%	37%	
Low2Box - (2/1 Completely disagree)				C													Q*		S*									*	*				
	137	69	68	68	36	33	30	66	41	59	78	42	75	20	62	75	12	125	15	121	82	55	76	61	35	43	33	14	12	59	37	41	
	27%	28%	27%	35%	23%	22%	25%	25%	34%	25%	29%	32%	25%	27%	24%	31%	25%	28%	28%	28%	27%	27%	27%	26%	30%	25%	27%	29%	32%	27%	31%	27%	24%
				OE				G							N	*	*	*	*									*	*				

Table of Contents

Socialogue
HA2.1. [i] would rather wait for something to catch on before i try it] Please indicate how much you agree or disagree with each statement below
Proportions/Mean: - Column Proportions:
Columns Tested (5%): 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/c
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,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Language		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	North	Center	South	French	Flemish	Active	Passive	Inactive
		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	c
Base: All Respondents (unwtd)	500	253	247	150	175	175	124	170	100	188	312	125	229	146	301	199	26	474	50	450	304	196	-	-	-	214	286	100	148	252
Base: All Respondents (wtd)	500	251	249	184	159	157	132	171	90	179	321	172	186	142	291	209	22	478	44	456	288	212	-	-	-	209	291	101	145	255
5 (Completely agree)	54	26	28	9	18	28	17	28	4	23	31	28	15	11	34	21	3	51	7	48	27	27	-	-	-	24	30	9	18	28
	11%	10%	11%	5%	11%	18%	13%	16%	5%	13%	10%	16%	8%	8%	12%	10%	15%	11%	15%	10%	10%	13%	-	-	-	12%	10%	9%	12%	11%
4	91	49	42	29	31	31	25	28	23	35	56	28	36	27	54	36	9	87	8	83	60	31	-	-	-	19	72	12	28	51
	18%	19%	17%	16%	20%	20%	19%	16%	25%	20%	17%	16%	20%	19%	19%	17%	15%	18%	17%	18%	21%	15%	-	-	-	9%	25%	12%	20%	20%
3	151	77	74	64	43	44	32	55	22	51	99	50	48	52	86	65	6	145	10	141	93	57	-	-	-	55	96	34	39	78
	30%	31%	30%	35%	27%	28%	24%	32%	25%	29%	31%	29%	26%	37%	29%	31%	27%	30%	22%	31%	32%	27%	-	-	-	26%	33%	33%	27%	31%
2	86	47	39	33	32	20	21	28	16	29	57	26	39	20	49	37	7	79	12	74	46	40	-	-	-	37	49	16	25	45
	17%	19%	16%	18%	20%	13%	16%	16%	18%	16%	18%	15%	21%	14%	17%	17%	29%	17%	27%	16%	16%	19%	-	-	-	18%	17%	16%	17%	17%
1 (Completely disagree)	119	53	66	49	35	34	37	32	25	40	78	41	46	31	69	50	9	116	8	110	61	57	-	-	-	74	45	31	34	54
	24%	21%	27%	27%	22%	22%	28%	19%	28%	23%	24%	24%	25%	22%	24%	24%	13%	24%	19%	24%	21%	27%	-	-	-	35%	15%	31%	24%	21%
Sigma	500	251	249	184	159	157	132	171	90	179	321	172	186	142	291	209	22	478	44	456	288	212	-	-	-	209	291	101	145	255
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	-	100%	100%	100%	100%	100%
Summary																														
Top2Box - (5 Completely agree/4)	145	75	70	38	49	59	42	56	27	58	87	56	52	38	88	57	7	138	14	131	87	58	-	-	-	43	102	21	46	79
	29%	30%	28%	20%	31%	37%	32%	33%	30%	33%	27%	32%	28%	27%	30%	27%	30%	29%	32%	29%	30%	27%	-	-	-	21%	35%	20%	32%	31%
Low2Box - (2/1 Completely disagree)	204	99	105	82	67	54	58	60	41	69	135	67	86	52	118	87	10	195	20	184	107	97	-	-	-	111	93	47	59	98
	41%	40%	42%	45%	42%	35%	44%	35%	46%	39%	42%	39%	46%	36%	40%	41%	43%	41%	46%	40%	37%	46%	-	-	-	53%	32%	46%	41%	39%

[Table of Contents](#)

Socialogue

HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

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

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,P/Q,R/S,T/U,V/W/X

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

	Brazil Total	Brazil																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		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)	1000	422	578	557	277	166	236	727	37	396	604	146	556	298	417	583	130	870	191	809	709	291	717	179	104
Base: All Respondents (wtd)	500	232	268	285	144	71	143	343	14	194	306	157	262	81	205	295	63	437	91	409	346	154	344	90	66
5 (Completely agree)	56	26	30	33	16	7	24	31	1	21	36	25	25	7	25	31	8	48	11	46	36	21	37	10	9
	11%	11%	11%	12%	11%	10%	17%	9%	10%	11%	12%	16%	10%	8%	12%	11%	13%	11%	12%	11%	10%	13%	11%	12%	14%
							G		*			LM					*								*
4	48	23	25	25	14	9	10	37	1	22	27	18	23	7	26	22	7	41	10	38	35	13	33	11	4
	10%	10%	9%	9%	10%	13%	7%	11%	9%	11%	9%	12%	9%	9%	13%	8%	11%	9%	11%	9%	10%	9%	10%	12%	6%
									*						O		*								*
3	111	53	58	68	31	12	26	83	3	36	75	31	62	19	43	69	10	102	18	94	76	36	73	23	15
	22%	23%	22%	24%	22%	18%	18%	24%	24%	19%	25%	20%	24%	23%	21%	23%	16%	23%	20%	23%	22%	23%	21%	26%	23%
									*								*								*
2	83	38	45	52	24	7	26	52	5	28	54	21	45	17	28	55	14	69	17	66	54	29	55	15	12
	17%	16%	17%	18%	17%	10%	18%	15%	34%	15%	18%	14%	17%	21%	14%	19%	22%	16%	18%	16%	16%	19%	16%	17%	19%
									G*								*								*
1 (Completely disagree)	201	92	109	107	58	36	57	141	3	87	115	62	108	32	83	118	24	177	35	166	145	56	145	31	25
	40%	40%	41%	38%	41%	50%	40%	41%	23%	45%	37%	39%	41%	39%	40%	40%	38%	41%	39%	41%	42%	36%	42%	34%	38%
							C		*	J							*								*
Sigma	500	232	268	285	144	71	143	343	14	194	306	157	262	81	205	295	63	437	91	409	346	154	344	90	66
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	105	49	55	59	30	16	35	67	3	42	62	43	48	14	51	54	15	89	21	84	71	34	70	21	13
	21%	21%	21%	21%	21%	22%	24%	20%	19%	22%	20%	27%	18%	17%	25%	18%	24%	20%	23%	20%	20%	22%	20%	23%	20%
									*			LM			O		*								*
Low2Box - (2/1 Completely disagree)	284	130	154	159	83	43	83	193	8	115	169	83	152	49	111	173	38	246	52	232	199	85	201	45	38
	57%	56%	58%	56%	57%	60%	58%	56%	57%	59%	55%	53%	58%	60%	54%	59%	60%	56%	57%	57%	58%	55%	58%	50%	57%
									*								*								*

[Table of Contents](#)

Proportions/Means: - Column Proportions:
Columns Tested (5%): 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,c/d/e
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,P,Q,R/S,T,U,V/W/X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																															
		Household Income														Business Owner																	
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Senior/Executive/Decision		Employment Status		Region		Social Media										
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	Active	Passive	Inactive	
		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	c	d	e	
Base: All Respondents (unwtd)	1000	443	557	345	347	308	182	408	410	469	531	385	454	161	492	508	92	908	122	878	677	323	7	49	68	95	109	-	404	275	352	296	352
Base: All Respondents (wtd)	500	247	253	178	180	143	92	201	207	230	270	186	223	91	254	246	47	453	64	436	342	158	24	33	46	54	-	205	138	180	147	173	
5 (Completely agree)	69	36	33	19	22	28	22	13	30	27	39	29	30	11	33	46	64	10	60	46	23	7	5	5	6	5	-	23	19	20	22	27	
	14%	15%	13%	11%	16%	16%	14%	15%	13%	13%	14%	16%	13%	12%	13%	15%	12%	14%	15%	14%	13%	15%	27%	15%	11%	11%	-	13%	14%	11%	15%	15%	
4	123	63	60	43	41	39	14	54	54	58	47	51	25	63	59	8	113	7	111	84	39	7	12	16	-	58	2	28	39	42	42	42	
	25%	25%	24%	24%	23%	27%	15%	27%	26%	28%	21%	25%	23%	27%	25%	24%	20%	25%	18%	26%	25%	24%	9%	23%	25%	29%	-	28%	20%	22%	28%	24%	
3	169	84	84	56	64	49	39	68	79	90	61	78	30	88	81	18	151	21	148	115	54	9	10	19	10	44	64	30	44	60	60	60	
	34%	34%	33%	32%	36%	34%	42%	31%	33%	34%	33%	33%	35%	33%	33%	38%	33%	33%	34%	34%	34%	34%	37%	31%	41%	30%	-	34%	32%	36%	30%	35%	
2	84	41	43	36	27	21	12	33	39	36	47	29	40	14	43	41	*	76	13	70	57	27	4	*	9	10	-	31	23	34	22	28	
	17%	17%	17%	20%	15%	14%	13%	16%	19%	16%	17%	16%	18%	16%	17%	17%	15%	17%	21%	16%	17%	17%	23%	19%	19%	-	15%	16%	19%	15%	16%		
1 (Completely disagree)	55	23	32	24	20	12	14	22	19	17	19	26	11	26	30	7	49	8	47	40	16	3	3	2	6	-	19	23	23	16	16	16	
	11%	9%	13%	13%	11%	8%	15%	11%	9%	8%	14%	10%	12%	12%	10%	12%	15%	11%	13%	11%	12%	10%	11%	9%	4%	11%	-	9%	17%	13%	11%	9%	
Sigma	500	247	253	178	180	143	92	201	207	230	270	186	223	91	254	246	47	453	64	436	342	158	24	33	46	54	-	205	138	180	147	173	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	
Summary	192	99	93	62	69	62	27	84	81	99	97	76	80	36	97	95	15	177	21	171	130	62	9	12	17	22	-	85	47	59	64	69	
Top2Box - (5 Completely agree/4)	38%	40%	37%	35%	38%	C	29%	42%	39%	41%	36%	41%	36%	39%	38%	39%	32%	39%	33%	38%	38%	39%	35%	37%	36%	39%	-	42%	34%	33%	43%	40%	
Low2Box - (2/1 Completely disagree)	139	64	75	59	47	33	26	55	58	55	84	48	66	25	69	71	14	125	22	117	97	43	7	10	11	16	-	49	46	57	39	44	
	28%	26%	30%	23%	26%	23%	26%	27%	28%	24%	1	13%	26%	30%	27%	27%	29%	30%	28%	24%	27%	28%	23%	28%	32%	22%	-	24%	23%	31%	26%	25%	

<http://www.elsevier.com/locate/jmb>

Socialogue

HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

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

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,P/Q,R/S,T/U,V/W/X

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

	China Total	China																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		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)	1000	518	482	425	425	150	56	273	671	719	281	94	293	613	672	328	86	914	306	694	877	123	632	286	82
Base: All Respondents (wtd)	500	249	251	200	188	111	53	201	246	346	154	295	155	50	300	200	34	466	114	386	391	109	263	146	92
5 (Completely agree)	67	42	25	37	19	11	5	25	37	45	22	43	18	6	40	27	8	59	14	52	49	17	40	20	7
	13%	17%	10%	18%	10%	10%	10%	12%	15%	13%	14%	15%	11%	12%	13%	14%	22%	13%	13%	14%	13%	16%	15%	14%	8%
	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	143	57	85	64	52	28	7	56	79	102	40	67	56	20	85	58	10	132	28	115	112	31	72	51	20
4	29%	23%	34%	32%	27%	25%	14%	28%	32%	30%	26%	23%	36%	39%	28%	29%	30%	28%	25%	30%	29%	28%	27%	35%	22%
	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	**
	204	113	90	67	89	47	28	89	87	141	62	129	60	15	123	80	14	190	52	152	161	43	101	60	43
	41%	45%	36%	33%	47%	43%	52%	44%	35%	41%	41%	44%	38%	31%	41%	40%	41%	41%	46%	39%	41%	40%	38%	41%	47%
3	*	*	*	*	*	*	**	*	*	*	*	M*	*	*	*	*	**	*	*	*	*	*	*	*	**
	62	25	37	25	19	18	10	18	34	44	18	39	17	6	37	25	1	60	11	51	48	13	30	13	18
	12%	10%	15%	12%	10%	16%	19%	9%	14%	13%	12%	13%	11%	13%	12%	13%	4%	13%	9%	13%	12%	12%	11%	9%	20%
	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	**
2	25	11	14	8	10	7	3	13	9	14	11	18	4	3	16	9	1	24	8	17	21	4	20	1	3
	5%	5%	5%	4%	5%	6%	5%	6%	4%	4%	7%	6%	3%	5%	5%	5%	3%	5%	7%	4%	5%	4%	8%	1%	4%
	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	W	*	**
	500	249	251	200	188	111	53	201	246	346	154	295	155	50	300	200	34	466	114	386	391	109	263	146	92
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	210	99	110	100	70	39	13	81	116	147	63	110	74	26	125	85	18	192	43	167	161	48	111	71	27
	42%	40%	44%	50%	37%	35%	24%	40%	47%	42%	41%	37%	48%	51%	42%	43%	53%	41%	37%	43%	41%	44%	42%	49%	29%
	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	**
Low2Box - (2/1 Completely disagree)	87	36	50	33	29	25	13	31	43	58	29	56	21	9	52	34	2	84	19	68	69	18	50	15	21
	17%	15%	20%	16%	15%	22%	24%	15%	17%	17%	19%	19%	14%	18%	17%	17%	7%	18%	17%	17%	18%	16%	19%	10%	23%
	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	**

[Table of Contents](#)

Socialogue
HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
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,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		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)	1000	506	494	315	304	381	177	478	203	391	609	389	289	322	627	373	31	969	61	939	634	366	223	313	464
Base: All Respondents (wtd)	500	247	253	191	151	158	94	240	92	182	318	168	209	124	300	200	16	484	25	475	318	182	116	153	230
5 (Completely agree)	33	18	15	9	12	12	8	16	6	15	18	13	16	4	21	12	2	32	1	32	21	12	11	10	12
	7%	7%	6%	5%	8%	8%	9%	7%	7%	8%	6%	8%	8%	3%	7%	6%	10%	7%	4%	7%	7%	7%	10%	6%	5%
												M	M				**		*				X		
4	51	29	22	22	13	15	10	20	13	17	34	16	23	11	32	18	4	46	5	46	36	15	20	14	17
	10%	12%	9%	12%	9%	10%	11%	8%	14%	9%	11%	10%	11%	9%	11%	9%	26%	10%	18%	10%	11%	8%	17%	9%	7%
									G								**		S*				WX		
3	110	52	58	44	37	30	21	52	19	38	72	35	47	27	67	43	4	106	7	103	71	38	24	31	54
	22%	21%	23%	23%	24%	19%	22%	22%	21%	21%	23%	21%	23%	22%	22%	21%	25%	22%	27%	22%	22%	21%	21%	20%	24%
																	**		*						
2	99	53	45	43	27	29	18	42	23	34	65	28	43	27	60	39	1	98	4	95	60	39	19	29	51
	20%	22%	18%	23%	18%	20%	18%	25%	19%	20%	17%	21%	22%	20%	19%	19%	5%	20%	15%	20%	19%	21%	16%	19%	22%
								G									**		*						
1 (Completely disagree)	208	95	113	73	62	73	36	110	31	78	130	75	79	54	120	88	5	203	9	199	130	78	43	69	96
	42%	38%	45%	38%	41%	46%	39%	46%	34%	43%	41%	45%	38%	43%	40%	44%	34%	42%	36%	42%	41%	43%	37%	45%	42%
						C		H									**		*						
Sigma	500	247	253	191	151	158	94	240	92	182	318	168	209	124	300	200	16	484	25	475	318	182	116	153	230
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	84	46	37	31	25	27	18	36	19	32	52	29	39	16	53	30	6	78	6	78	57	27	31	24	29
	17%	19%	15%	16%	17%	17%	20%	15%	20%	18%	16%	17%	19%	13%	18%	15%	37%	16%	22%	16%	18%	15%	26%	16%	12%
																	**		*				WX		
Low2Box - (2/1 Completely disagree)	306	148	158	116	89	101	55	152	54	112	195	103	122	81	180	127	6	300	13	293	190	117	62	98	147
	61%	60%	62%	61%	59%	64%	58%	63%	59%	61%	61%	62%	58%	66%	60%	63%	38%	62%	51%	62%	60%	64%	53%	64%	64%
																	**		*				V		V

[Table of Contents](#)

Socialogue
HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
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,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		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)	1000	521	479	289	356	355	211	297	387	410	590	186	621	193	669	331	75	925	178	822	735	265	240	301	459
Base: All Respondents (wtd)	500	252	248	172	179	149	113	147	185	192	308	113	285	101	325	175	34	466	84	416	357	143	121	152	227
5 (Completely agree)	85	38	47	22	25	38	20	32	26	37	48	28	43	14	51	34	6	79	13	72	57	28	21	23	40
	17%	15%	19%	13%	14%	26%	18%	21%	14%	19%	16%	24%	15%	14%	16%	20%	17%	17%	15%	17%	16%	20%	18%	15%	18%
4	163	83	80	56	58	49	39	42	65	67	96	36	90	37	109	54	10	153	22	141	117	46	39	52	72
	33%	33%	32%	33%	32%	33%	35%	28%	35%	35%	31%	32%	32%	36%	33%	31%	29%	33%	26%	34%	33%	32%	32%	34%	32%
																	*								
3	179	94	86	66	68	45	42	51	64	62	118	37	109	34	115	64	12	167	30	149	131	48	40	54	86
	36%	37%	35%	38%	38%	30%	37%	34%	34%	32%	38%	32%	38%	33%	35%	37%	35%	36%	36%	36%	37%	34%	33%	36%	38%
				E	E												*								
2	52	25	26	21	19	11	7	17	21	19	33	6	33	13	35	17	6	46	15	37	39	13	16	16	20
	10%	10%	11%	12%	11%	8%	6%	12%	12%	10%	11%	5%	12%	13%	11%	9%	18%	10%	17%	9%	11%	9%	14%	10%	9%
						F	F										Q*	S					X		
1 (Completely disagree)	21	12	8	7	8	5	5	6	9	6	14	7	9	4	15	5	*	20	4	16	13	8	4	7	10
	4%	5%	3%	4%	4%	4%	4%	4%	5%	3%	5%	7%	3%	4%	5%	3%	1%	4%	5%	4%	4%	5%	4%	4%	4%
																	*								
Sigma	500	252	248	172	179	149	113	147	185	192	308	113	285	101	325	175	34	466	84	416	357	143	121	152	227
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	248	121	127	78	83	87	59	73	91	104	144	64	133	51	159	89	16	232	35	213	174	74	60	75	112
	50%	48%	51%	45%	46%	58%	53%	50%	49%	54%	47%	56%	47%	50%	49%	51%	46%	50%	41%	51%	49%	52%	50%	50%	49%
						CD			J					L			*		R						
Low2Box - (2/1 Completely disagree)	73	38	35	28	27	17	12	24	31	25	47	13	43	17	51	22	6	66	19	53	52	21	21	22	29
	15%	15%	14%	17%	15%	11%	10%	16%	17%	13%	15%	11%	15%	17%	16%	13%	19%	14%	23%	13%	15%	14%	17%	15%	13%
								F									*		S						

[Table of Contents](#)

Socialogue
HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
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,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

		Hungary Total	Hungary																							
			Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
			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)		500	261	239	190	151	159	162	243	16	201	299	156	228	116	281	219	28	472	27	473	292	208	182	220	98
Base: All Respondents (wtd)		500	244	256	202	139	159	163	245	13	198	302	129	294	77	272	228	26	474	26	474	284	216	180	223	97
5 (Completely agree)		77	36	41	22	27	29	20	45	1	25	53	33	33	11	48	30	6	71	6	71	47	30	31	31	15
		15%	15%	16%	11%	19%	18%	12%	18%	9%	12%	18%	25%	11%	15%	17%	13%	24%	15%	25%	15%	17%	14%	17%	14%	15%
					C					**			LM				**		**							*
4		93	51	43	37	26	30	32	40	4	40	53	21	54	19	52	41	5	88	6	87	53	40	31	42	19
		19%	21%	17%	19%	19%	19%	20%	16%	35%	20%	18%	16%	18%	24%	19%	18%	19%	19%	24%	18%	19%	19%	17%	19%	20%
										**							**		**							*
3		174	85	89	74	45	55	58	84	4	68	106	38	108	28	93	81	6	168	6	168	95	79	68	66	40
		35%	35%	35%	37%	32%	35%	35%	34%	28%	34%	35%	30%	37%	36%	34%	36%	24%	35%	25%	35%	34%	37%	38%	30%	42%
										**							**		**							W*
2		88	45	43	35	22	30	28	44	4	42	46	16	59	13	47	41	3	85	4	83	49	39	30	47	10
		18%	18%	17%	18%	16%	19%	17%	18%	28%	21%	15%	12%	20%	17%	17%	18%	11%	18%	17%	18%	17%	18%	17%	21%	10%
										**							**		**							*
1 (Completely disagree)		67	27	40	33	19	16	26	31	-	24	44	22	40	6	33	35	6	62	2	65	40	28	20	35	12
		13%	11%	16%	16%	14%	10%	16%	13%	-	12%	15%	17%	13%	8%	12%	15%	22%	13%	9%	14%	14%	13%	11%	16%	13%
										**			M				**		**							*
Sigma		500	244	256	202	139	159	163	245	13	198	302	129	294	77	272	228	26	474	26	474	284	216	180	223	97
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box - (5 Completely agree/4)		171	87	84	59	53	59	52	85	6	65	106	53	87	30	100	71	11	159	13	158	100	71	62	74	34
		34%	36%	33%	29%	38%	37%	32%	35%	44%	33%	35%	41%	30%	39%	37%	31%	43%	34%	49%	33%	35%	33%	35%	33%	35%
										**			L				**		**							*
Low2Box - (2/1 Completely disagree)		155	72	83	68	41	45	54	75	4	65	90	38	98	19	79	76	9	146	7	148	89	66	50	83	22
		31%	30%	32%	34%	30%	28%	33%	31%	28%	33%	30%	29%	33%	24%	29%	33%	33%	31%	26%	31%	31%	31%	28%	37%	23%
										**							**		**					X		*

[Table of Contents](#)

Socialogue

HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

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

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,P/Q,R/S,T/U,V/W/X

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

	India Total	India																							
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media				
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive	
		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)	1000	511	489	505	332	163	384	352	264	645	355	1	120	879	495	505	258	742	463	537	779	221	732	185	83
Base: All Respondents (wtd)	500	258	242	276	150	73	197	174	129	304	196	1	64	435	243	257	129	371	227	273	384	116	370	89	42
5 (Completely agree)	101	52	50	55	33	13	44	36	21	60	41	-	13	88	55	46	27	74	46	55	80	21	75	16	10
	20%	20%	20%	20%	22%	18%	22%	21%	16%	20%	21%	-	20%	20%	23%	18%	21%	20%	20%	20%	21%	18%	20%	18%	23%
													**												
4	160	78	82	87	47	26	62	52	46	100	59	-	20	139	77	83	34	126	74	86	125	35	123	26	11
	32%	30%	34%	31%	32%	35%	31%	30%	36%	33%	30%	-	32%	32%	32%	32%	26%	34%	32%	32%	31%	33%	29%	26%	
												**					P							*	
3	145	74	71	77	43	25	51	56	39	87	59	1	17	128	66	79	31	114	60	86	108	38	103	33	10
	29%	29%	29%	28%	29%	34%	26%	32%	30%	29%	30%	100%	26%	29%	27%	31%	24%	31%	26%	31%	28%	32%	28%	37%	23%
												**											VX	*	
2	45	24	21	27	14	5	19	13	13	26	19	-	5	40	21	24	15	30	23	22	35	9	37	6	3
	9%	9%	9%	10%	9%	6%	10%	8%	10%	8%	10%	-	8%	9%	9%	9%	12%	8%	10%	8%	9%	8%	10%	6%	6%
												**													
1 (Completely disagree)	49	31	18	30	13	5	21	17	11	31	17	-	9	40	24	24	21	28	25	24	37	12	31	9	9
	10%	12%	7%	11%	9%	7%	11%	10%	8%	10%	9%	-	14%	9%	10%	10%	16%	8%	11%	9%	10%	10%	8%	10%	21%
		B										**					Q								VW*
Sigma	500	258	242	276	150	73	197	174	129	304	196	1	64	435	243	257	129	371	227	273	384	116	370	89	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	261	129	132	142	80	39	106	88	67	161	100	-	34	228	132	129	61	200	120	141	205	57	198	42	21
	52%	50%	55%	51%	53%	53%	54%	51%	52%	53%	51%	-	52%	52%	54%	50%	48%	54%	53%	52%	53%	49%	54%	47%	50%
Low2Box - (2/1 Completely disagree)												**													
	93	55	39	57	27	9	40	30	23	57	37	-	14	80	45	49	36	57	47	46	72	21	68	14	11
	19%	21%	16%	21%	18%	13%	20%	17%	18%	19%	19%	-	21%	18%	19%	19%	28%	15%	21%	17%	19%	19%	18%	16%	27%
		B		E								**					Q							W*	

Socialogues

HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

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

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,P/Q,R/S,T/U,V/W/X

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

		Indonesia Total	Indonesia																							
			Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive	
		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)		500	283	217	267	164	69	71	252	177	288	212	172	37	291	242	258	78	422	145	355	413	87	338	134	28
Base: All Respondents (wtd)		500	250	250	282	161	58	72	254	174	275	225	175	36	290	229	271	73	427	139	361	412	88	338	135	27
5 (Completely agree)		121	63	58	73	37	11	21	60	39	55	66	42	13	66	53	68	17	104	33	88	98	23	82	29	10
		24%	25%	23%	26%	23%	20%	29%	24%	23%	20%	29%	24%	36%	23%	23%	25%	23%	24%	23%	24%	24%	26%	24%	22%	36%
							*			I			*												*	
4		154	68	86	94	41	19	15	78	61	86	68	51	8	96	71	83	24	131	47	108	129	25	106	39	9
		31%	27%	35%	33%	25%	33%	21%	31%	35%	31%	30%	29%	21%	33%	31%	31%	32%	31%	33%	30%	31%	28%	31%	29%	33%
							*	*		F			*	*			*	*			*	*				**
3		145	80	64	70	54	20	22	71	51	82	63	55	8	82	64	80	19	126	34	110	115	30	95	44	6
		29%	32%	26%	25%	33%	35%	31%	28%	29%	30%	28%	32%	22%	28%	28%	30%	26%	29%	25%	31%	28%	33%	28%	32%	22%
							*	*					*				*				*	*				**
2		48	22	26	27	17	4	7	25	16	31	18	13	4	31	23	25	7	41	13	36	40	8	34	14	1
		10%	9%	10%	10%	11%	6%	10%	10%	9%	11%	8%	8%	12%	11%	10%	9%	9%	10%	9%	10%	10%	9%	10%	10%	3%
							*	*					*	*			*	*			*	*				**
1 (Completely disagree)		32	17	15	17	12	3	6	20	6	22	11	13	3	16	17	15	7	25	13	19	29	3	21	10	2
		6%	7%	6%	6%	8%	5%	8%	8%	4%	8%	5%	7%	8%	6%	8%	5%	10%	6%	10%	5%	7%	4%	6%	7%	6%
							*	*					*	*			*	*			*	*				**
Sigma		500	250	250	282	161	58	72	254	174	275	225	175	36	290	229	271	73	427	139	361	412	88	338	135	27
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box - (5 Completely agree/4)		275	130	145	167	77	31	37	138	100	142	133	93	21	161	124	151	40	235	79	196	227	48	188	68	18
		55%	52%	58%	59%	48%	53%	50%	54%	58%	51%	59%	53%	58%	56%	54%	56%	55%	55%	57%	54%	55%	54%	56%	51%	69%
					D		*	*					*	*			*	*			*	*				**
Low2Box - (2/1 Completely disagree)		80	40	41	44	30	7	13	44	23	52	28	26	7	47	40	40	14	66	26	54	69	11	55	23	2
		16%	16%	16%	16%	18%	12%	19%	17%	13%	19%	13%	15%	20%	16%	18%	15%	19%	16%	19%	15%	17%	12%	16%	17%	9%
							*	*					*	*			*	*			*	*				**

Socialogue
HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
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,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		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)	1000	509	491	261	421	318	213	400	236	489	511	330	537	133	536	464	84	916	146	854	634	366	539	239	222
Base: All Respondents (wtd)	500	250	250	181	189	130	120	198	102	228	272	243	198	58	244	256	39	461	63	437	293	207	272	119	109
5 (Completely agree)	154	71	83	49	59	46	45	53	30	74	80	76	63	15	74	79	14	140	23	130	85	68	80	42	32
	31%	28%	33%	27%	31%	35%	38%	27%	29%	32%	29%	31%	32%	26%	30%	31%	35%	30%	37%	30%	29%	33%	29%	35%	29%
4	162	85	77	59	56	47	33	67	40	73	89	71	68	24	77	85	12	150	19	142	99	63	93	36	33
	32%	34%	31%	32%	30%	36%	28%	34%		32%	33%	29%	34%	41%	31%	33%	30%	33%	31%	33%	34%	30%	34%	30%	30%
																	*								
3	142	75	68	58	55	29	30	60	27	64	78	72	54	17	74	69	10	133	16	127	87	55	73	32	37
	28%	30%	27%	32%	29%	22%	25%	30%	26%	28%	29%	29%	27%	29%	30%	27%	25%	29%	25%	29%	30%	27%	27%	27%	34%
																	*								
2	26	11	14	9	12	5	7	12	2	11	15	14	10	2	14	11	1	24	3	23	16	10	14	8	4
	5%	4%	6%	5%	6%	4%	6%	6%	2%	5%	5%	6%	5%	3%	6%	4%	4%	5%	4%	5%	5%	5%	5%	7%	3%
																	*								
1 (Completely disagree)	17	8	8	7	7	3	5	6	3	5	11	11	4	1	5	11	3	14	2	15	6	11	13	1	3
	3%	3%	3%	4%	4%	3%	4%	3%	3%	2%	4%	5%	2%	2%	2%	4%	7%	3%	4%	3%	2%	5%	5%	1%	3%
																	*								
Sigma	500	250	250	181	189	130	120	198	102	228	272	243	198	58	244	256	39	461	63	437	293	207	272	119	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	315	156	160	108	115	92	78	120	70	147	169	146	131	38	151	164	25	290	43	273	184	131	172	78	65
	63%	62%	64%	60%	61%	71%	65%	61%	69%	64%	62%	60%	66%	66%	62%	64%	65%	63%	68%	62%	63%	63%	63%	66%	60%
																	*								
Low2Box - (2/1 Completely disagree)	42	20	23	15	19	9	11	18	5	16	26	26	14	3	20	23	4	38	5	37	22	20	27	9	7
	8%	8%	9%	8%	10%	7%	9%	9%	5%	7%	10%	10%	7%	5%	8%	9%	10%	8%	8%	9%	7%	10%	10%	8%	6%
																	*								

[Table of Contents](#)

Socialogue
HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
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,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		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)	1000	527	473	264	359	377	618	319	63	558	442	328	215	457	519	481	56	944	102	898	708	292	81	250	669
Base: All Respondents (wtd)	500	251	249	185	149	166	339	138	23	248	252	295	90	115	230	270	27	473	41	459	334	166	38	115	347
5 (Completely agree)	94	46	48	29	26	39	66	24	4	45	49	61	15	19	45	49	7	87	8	86	62	32	5	26	63
	19%	18%	19%	16%	17%	24%	19%	17%	18%	18%	19%	21%	16%	16%	20%	18%	25%	18%	20%	19%	19%	19%	13%	23%	18%
4	164	81	83	47	51	66	109	47	8	96	69	91	32	41	76	88	8	156	14	150	103	61	11	45	108
	33%	32%	33%	25%	34%	40%	32%	34%	34%	38%	27%	31%	36%	36%	33%	33%	29%	33%	33%	33%	31%	37%	28%	39%	31%
3	166	84	82	75	50	42	114	45	7	73	94	101	28	37	76	90	10	156	14	152	115	52	14	29	123
	33%	33%	33%	40%	34%	25%	34%	33%	28%	29%	37%	34%	31%	32%	33%	33%	37%	33%	34%	33%	34%	31%	38%	25%	35%
2				E	E				*	I							*		*			*		W	
	42	19	23	22	10	10	24	15	3	18	24	22	10	11	16	26	1	41	3	39	29	13	4	9	29
1 (Completely disagree)	8%	7%	9%	12%	7%	6%	7%	11%	12%	7%	9%	7%	11%	9%	7%	10%	4%	9%	6%	9%	9%	8%	10%	8%	8%
				E					*								*		*			*			
Sigma	34	21	13	13	12	9	26	6	2	17	17	21	5	7	17	17	1	32	2	31	26	8	4	6	23
	7%	8%	5%	7%	8%	6%	8%	5%	7%	7%	7%	7%	6%	6%	7%	6%	4%	7%	6%	7%	8%	5%	10%	5%	7%
Summary	500	251	249	185	149	166	339	138	23	248	252	295	90	115	230	270	27	473	41	459	334	166	38	115	347
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top2Box - (5 Completely agree/4)	258	128	130	76	77	105	175	71	12	141	117	151	47	60	121	137	15	243	22	236	165	93	16	71	171
Low2Box - (2/1 Completely disagree)	52%	51%	52%	41%	51%	64%	52%	51%	52%	57%	47%	51%	52%	52%	53%	51%	55%	51%	54%	51%	49%	56%	42%	62%	49%
	76	39	36	35	22	19	49	22	4	35	41	43	15	18	33	43	2	73	5	71	54	21	8	15	53
	15%	16%	15%	19%	15%	11%	15%	16%	19%	14%	16%	15%	16%	16%	14%	16%	8%	16%	12%	15%	16%	13%	21%	13%	15%
				E					*								*		*			*			

Socialogue

HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

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

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,P/Q,R/S,T/U,V/W/X

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

	Mexico Total	Mexico																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		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)	500	253	247	256	157	87	337	134	29	205	295	141	157	202	287	213	128	372	159	341	345	155	291	139	70
Base: All Respondents (wtd)	500	239	261	270	157	73	383	97	20	189	311	321	103	76	270	230	107	393	130	370	324	176	255	151	93
5 (Completely agree)	73	48	24	28	36	9	57	10	6	22	50	55	8	10	36	37	14	58	18	54	46	27	31	20	22
	15%	20%	9%	10%	23%	12%	15%	10%	29%	12%	16%	17%	7%	14%	13%	16%	13%	15%	14%	15%	14%	15%	12%	13%	23%
		B			C*	*		*	**						L		*		*		*	*	*	*	*
4	77	41	36	45	16	16	56	19	2	35	43	48	18	12	49	29	16	61	22	55	46	31	40	26	11
	15%	17%	14%	17%	10%	22%	15%	20%	11%	18%	14%	15%	17%	15%	18%	13%	15%	16%	17%	15%	14%	18%	16%	17%	12%
					*	*		*	**								*		*		*	*	*	*	*
3	138	55	83	80	38	19	106	28	4	43	95	82	32	24	73	65	36	102	37	101	87	51	69	43	27
	28%	23%	32%	30%	24%	27%	28%	28%	20%	23%	31%	26%	32%	31%	27%	28%	33%	26%	28%	27%	27%	29%	27%	28%	29%
					*	*		*	**								*		*		*	*	*	*	*
2	92	42	50	49	35	8	75	16	1	46	46	66	17	10	46	46	10	83	16	76	64	29	47	29	16
	18%	18%	19%	18%	22%	11%	20%	16%	6%	25%	15%	20%	16%	13%	17%	20%	9%	21%	12%	21%	20%	16%	18%	19%	17%
					*	*		*	**	J							*	P	*		*	*	*	*	*
1 (Completely disagree)	120	52	68	68	32	20	88	25	7	43	77	71	29	20	66	54	31	88	37	83	81	39	68	34	18
	24%	22%	26%	25%	20%	28%	23%	26%	34%	23%	25%	22%	28%	27%	24%	24%	29%	23%	29%	22%	25%	22%	27%	22%	19%
					*	*		*	**								*		*		*	*	*	*	*
Sigma	500	239	261	270	157	73	383	97	20	189	311	321	103	76	270	230	107	393	130	370	324	176	255	151	93
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	150	89	61	73	52	25	113	29	8	57	93	103	25	22	85	65	30	120	40	110	92	58	72	46	33
	30%	38%	23%	27%	33%	34%	30%	30%	40%	30%	30%	32%	24%	29%	31%	28%	28%	30%	31%	30%	28%	33%	28%	30%	35%
		B			*	*		*	**								*		*		*	*	*	*	*
Low2Box - (2/1 Completely disagree)	212	94	118	117	66	29	163	41	8	89	123	136	45	30	112	100	41	171	53	159	145	67	115	63	34
	42%	39%	45%	43%	42%	39%	43%	42%	40%	47%	39%	42%	44%	40%	42%	43%	38%	44%	41%	43%	45%	38%	45%	42%	36%
					*	*		*	**								*		*		*	*	*	*	*

Socialogue

HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

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

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,P/Q,R/S,T/U,V/W/X

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

	Poland Total	Poland																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		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)	501	244	257	188	153	160	329	102	8	255	246	49	362	90	248	253	44	457	66	435	308	193	235	177	89
Base: All Respondents (wtd)	500	248	252	215	149	136	339	90	9	236	264	104	327	69	229	271	42	458	62	438	280	220	235	173	92
5 (Completely agree)	53	26	27	14	21	17	36	13	1	30	23	14	32	7	27	25	4	48	8	45	30	22	24	18	11
	11%	10%	11%	7%	14%	13%	11%	14%	10%	13%	9%	14%	10%	9%	12%	9%	10%	11%	12%	10%	11%	10%	10%	10%	12%
				C				*	**				*		*			*		*					
4	79	44	35	36	22	22	51	17	5	43	36	18	55	7	41	38	5	75	10	70	43	36	40	25	15
	16%	18%	14%	17%	14%	16%	15%	19%	59%	18%	14%	17%	17%	10%	18%	14%	11%	16%	16%	16%	15%	16%	17%	14%	16%
							*	**				*		*			*		*						*
3	165	87	77	64	54	47	112	28	1	83	81	29	111	25	75	90	13	151	16	149	95	70	73	64	28
	33%	35%	31%	30%	36%	34%	33%	31%	10%	35%	31%	28%	34%	36%	33%	33%	31%	33%	26%	34%	34%	32%	31%	37%	30%
							*	**				*		*			*		*						*
2	105	50	54	46	33	26	68	18	1	43	61	24	67	13	44	60	5	100	10	95	59	46	48	37	19
	21%	20%	22%	21%	22%	19%	20%	20%	14%	18%	23%	23%	21%	19%	19%	22%	11%	22%	15%	22%	21%	21%	20%	22%	21%
							*	**				*		*			*		*						*
1 (Completely disagree)	99	41	58	56	19	24	71	15	1	36	63	19	62	18	41	58	15	83	19	80	53	46	50	29	20
	20%	16%	23%	26%	13%	17%	21%	16%	8%	15%	24%	18%	19%	26%	18%	21%	36%	18%	31%	18%	19%	21%	21%	17%	22%
				D			*	**			I	*		*			Q*		S*						*
Sigma	500	248	252	215	149	136	339	90	9	236	264	104	327	69	229	271	42	458	62	438	280	220	235	173	92
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	132	70	62	50	43	39	87	30	6	73	59	32	86	14	69	63	9	123	18	114	73	59	64	43	25
	26%	28%	25%	23%	29%	29%	26%	33%	68%	31%	22%	31%	26%	20%	30%	23%	21%	27%	28%	26%	26%	27%	27%	25%	28%
							*	**			J	*		*			*		*						*
Low2Box - (2/1 Completely disagree)	203	91	112	101	52	50	140	32	2	79	124	43	129	31	86	118	20	183	29	175	111	92	98	66	39
	41%	37%	44%	47%	35%	37%	41%	36%	22%	34%	47%	41%	40%	44%	37%	43%	47%	40%	46%	40%	40%	42%	42%	38%	42%
				D			*	**			I	*		*			*		*						*

[Table of Contents](#)

Socialogue

HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

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

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,P/Q,R/S,T/U,V/W/X

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

	Russia Total	Russia																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		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)	500	259	241	156	173	171	38	246	190	267	233	82	270	148	274	226	39	461	64	436	346	154	137	212	151
Base: All Respondents (wtd)	500	241	259	211	165	124	40	265	166	251	249	146	265	89	238	262	37	463	59	441	319	181	135	207	158
5 (Completely agree)	56	26	29	15	20	20	4	36	14	26	30	22	24	11	29	26	2	54	8	48	43	13	20	17	19
	11%	11%	11%	7%	12%	16%	11%	13%	9%	10%	12%	15%	13%	9%	12%	10%	5%	12%	13%	11%	13%	7%	15%	8%	12%
							*					*					**					*			
	68	34	34	33	22	13	2	30	28	36	32	14	37	17	32	36	5	63	3	65	47	20	19	34	15
4	14%	14%	13%	15%	13%	11%	4%	11%	17%	14%	13%	9%	14%	20%	13%	14%	12%	14%	5%	15%	15%	11%	14%	17%	9%
							*					*		K			**		*		*		*		
	166	78	88	68	56	43	13	90	57	93	73	46	92	28	69	97	7	159	13	153	105	61	39	68	60
	33%	32%	34%	32%	34%	34%	32%	34%	34%	37%	29%	32%	35%	32%	29%	37%	19%	34%	22%	35%	33%	34%	29%	33%	38%
2							*					*					**		*			*			
	96	41	55	44	28	24	10	44	35	36	60	25	56	15	44	52	12	85	17	80	50	47	26	43	27
	19%	17%	21%	21%	17%	19%	25%	17%	21%	14%	24%	17%	21%	17%	18%	20%	31%	18%	28%	18%	16%	26%	20%	21%	17%
							*					*					**		*		*		*		
1 (Completely disagree)	114	61	53	51	39	24	11	65	32	61	53	39	58	17	64	50	12	102	19	96	75	39	31	45	38
	23%	25%	20%	24%	24%	19%	28%	25%	19%	24%	21%	27%	22%	20%	27%	19%	32%	22%	31%	22%	23%	22%	23%	22%	24%
							*					*					**		*		*		*		
	500	241	259	211	165	124	40	265	166	251	249	146	265	89	238	262	37	463	59	441	319	181	135	207	158
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	124	61	63	48	42	34	6	66	42	61	62	35	60	28	62	62	7	117	11	113	90	33	38	51	34
	25%	25%	24%	23%	26%	27%	15%	25%	26%	24%	25%	24%	23%	32%	26%	24%	18%	25%	18%	26%	28%	18%	29%	25%	21%
Low2Box - (2/1 Completely disagree)							*					*					**		*		U		*		
	210	102	108	95	67	48	21	109	67	97	114	65	113	32	108	103	23	187	35	175	124	86	58	88	65
	42%	42%	42%	45%	41%	39%	53%	41%	40%	38%	46%	44%	43%	37%	45%	39%	63%	40%	59%	40%	39%	48%	43%	43%	41%
							*					*					**		S*			*			

[Table of Contents](#)

Socialogue

HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

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

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,P/Q,R/S,T/U,V/W/X

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

		Saudi Arabia		Saudi Arabia																					
	Saudi Arabia Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		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)	501	261	240	297	161	43	247	130	48	277	224	127	135	239	218	283	62	439	71	430	282	219	256	155	90
Base: All Respondents (wtd)	500	283	217	295	147	57	277	112	27	252	248	290	145	65	203	297	54	446	59	441	241	259	217	161	122
5 (Completely agree)	109	58	51	63	30	17	68	23	5	56	54	72	26	12	47	62	12	98	11	98	58	51	42	35	33
	22%	21%	24%	21%	20%	30%	24%	20%	18%	22%	22%	25%	18%	18%	23%	21%	22%	22%	19%	22%	24%	20%	19%	22%	27%
					*	**		*	**								*		*				*	*	
4	103	60	43	57	33	13	56	27	6	59	45	61	28	15	40	63	7	96	13	90	54	49	49	36	19
	21%	21%	20%	19%	22%	23%	20%	24%	22%	23%	18%	21%	19%	23%	20%	21%	13%	22%	22%	20%	23%	19%	22%	22%	15%
					*	**		*	**								*		*				*	*	
3	143	84	59	78	47	17	68	35	13	73	70	75	46	22	57	86	19	124	22	121	70	73	63	47	32
	29%	30%	27%	27%	32%	30%	25%	31%	46%	29%	28%	26%	32%	33%	28%	29%	35%	28%	37%	27%	29%	28%	29%	29%	26%
					*	**		*	**								*		*				*	*	
2	72	45	27	49	19	4	36	12	3	27	45	46	19	8	22	51	10	63	8	64	25	47	31	25	17
	14%	16%	13%	17%	13%	6%	13%	11%	11%	11%	18%	16%	13%	12%	11%	17%	18%	14%	14%	15%	10%	18%	14%	15%	14%
					*	**		*	**								*		*				*	*	
1 (Completely disagree)	72	36	36	47	19	6	49	15	1	38	34	37	26	10	38	34	6	66	4	68	34	38	32	18	22
	14%	13%	17%	16%	13%	10%	18%	13%	3%	15%	14%	13%	18%	15%	18%	12%	12%	15%	7%	15%	14%	15%	11%	18%	
					*	**		*	**								*		*				*	*	
Sigma	500	283	217	295	147	57	277	112	27	252	248	290	145	65	203	297	54	446	59	441	241	259	217	161	122
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	213	119	94	120	62	30	124	50	11	114	98	132	54	26	87	126	19	194	24	189	113	100	91	70	52
	43%	42%	43%	41%	42%	53%	45%	45%	40%	45%	40%	46%	37%	41%	43%	42%	35%	43%	41%	43%	47%	39%	42%	44%	42%
					*	**		*	**								*		*				*	*	
Low2Box - (2/1 Completely disagree)	144	81	64	96	38	10	85	27	4	65	79	83	45	17	59	85	16	129	13	132	59	86	63	43	39
	29%	29%	29%	33%	26%	17%	31%	24%	14%	26%	32%	29%	31%	26%	29%	29%	29%	29%	22%	30%	24%	33%	29%	27%	32%
					*	**		*	**								*		*				*	*	

[Table of Contents](#)

Socialogue

HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

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

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,P/Q,R/S,T/U,V/W/X

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

	South Africa Total	South Africa																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive	
		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)	500	219	281	264	148	88	39	96	365	239	261	246	143	111	277	223	123	377	187	313	415	85	313	139	48	
Base: All Respondents (wtd)	500	240	260	287	126	88	51	96	354	213	287	261	132	107	259	241	113	387	173	327	388	112	316	137	47	
5 (Completely agree)	59	22	38	34	13	12	-	16	43	33	26	35	14	9	31	28	15	44	26	33	54	5	42	14	3	
	12%	9%	14%	12%	11%	14%	-	16%	12%	15%	9%	14%	11%	9%	12%	12%	13%	11%	15%	10%	14%	4%	13%	10%	6%	
							*	F*	F	J											U	*			*	
	120	61	59	66	28	26	19	18	83	52	67	64	30	26	51	69	30	89	40	80	91	29	74	29	17	
	24%	25%	23%	23%	22%	30%	37%	19%	24%	25%	23%	24%	23%	24%	20%	29%	27%	23%	23%	24%	24%	26%	23%	21%	37%	
4							G*	*								N					*				W*	
	153	81	72	94	36	23	16	28	109	61	92	84	39	30	89	64	31	122	49	104	111	42	89	52	13	
	31%	34%	28%	33%	28%	26%	32%	29%	31%	29%	32%	32%	29%	28%	34%	27%	28%	32%	28%	32%	29%	38%	28%	38%	27%	
						*	*	*													*		V	*		
	97	45	51	53	31	13	7	17	72	40	57	43	27	26	48	49	19	77	35	62	77	20	65	24	8	
3	19%	19%	20%	18%	25%	15%	14%	18%	20%	19%	20%	17%	20%	24%	18%	20%	17%	20%	20%	19%	20%	18%	21%	17%	17%	
						*	*	*													*				*	
	71	31	40	40	17	14	9	17	46	27	45	34	21	16	41	31	17	54	23	48	55	16	47	18	6	
	14%	13%	15%	14%	14%	16%	18%	17%	13%	13%	15%	13%	16%	15%	16%	13%	15%	14%	13%	15%	14%	14%	15%	13%	13%	
						*	*	*													*				*	
Sigma	500	240	260	287	126	88	51	96	354	213	287	261	132	107	259	241	113	387	173	327	388	112	316	137	47	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																										
	Top2Box - (5 Completely agree/4)	179	82	96	99	42	38	19	33	127	85	94	99	44	35	82	97	45	133	66	113	145	34	115	43	20
		36%	34%	37%	35%	33%	43%	37%	35%	36%	40%	33%	38%	34%	33%	32%	40%	40%	34%	38%	35%	37%	30%	36%	32%	43%
Low2Box - (2/1 Completely disagree)							*	*	*												*				*	
	168	77	91	93	48	27	16	34	118	67	101	77	48	42	88	80	36	132	58	110	132	36	112	42	14	
	34%	32%	35%	32%	39%	30%	31%	36%	33%	31%	35%	30%	37%	39%	34%	33%	32%	34%	33%	34%	34%	32%	35%	31%	30%	
						*	*	*													*				*	

[Table of Contents](#)

Socialogue
HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
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,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		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)	500	238	262	172	196	132	63	193	244	318	182	9	128	363	269	231	63	437	99	401	376	124	184	206	110
Base: All Respondents (wtd)	500	252	248	211	186	103	67	199	234	290	210	10	135	354	261	239	60	440	91	409	366	134	185	203	112
5 (Completely agree)	34	16	18	18	12	3	1	12	21	18	16	-	8	26	18	16	7	27	8	26	25	9	14	12	8
	7%	6%	7%	9%	7%	3%	2%	6%	9%	6%	8%	-	6%	7%	7%	7%	12%	6%	8%	6%	7%	6%	8%	6%	7%
4							*		F			**													
	154	86	68	63	57	33	11	61	83	99	56	3	26	125	91	63	12	143	30	125	124	30	69	67	18
	31%	34%	27%	30%	31%	32%	16%	31%	35%	34%	26%	27%	20%	35%	35%	26%	19%	32%	32%	31%	34%	22%	37%	33%	16%
3							*	F	F			**			O		*	P	*		U		X	X	
	198	98	100	81	77	41	33	83	83	114	85	5	65	129	95	104	22	176	29	170	137	62	69	82	47
	40%	39%	40%	38%	41%	40%	49%	42%	35%	39%	40%	46%	48%	36%	36%	43%	37%	40%	32%	42%	37%	46%	37%	40%	42%
2							*					**		M			*		*						
	72	30	42	29	25	18	8	27	37	40	32	1	21	49	36	36	12	59	17	55	48	23	22	27	22
	14%	12%	17%	14%	14%	17%	12%	13%	16%	14%	15%	13%	15%	14%	14%	15%	20%	14%	18%	13%	13%	17%	12%	13%	20%
1 (Completely disagree)												**					*		*						
	42	23	19	20	14	8	14	17	11	20	22	2	16	25	21	21	7	35	9	33	31	11	10	15	17
	8%	9%	8%	9%	8%	8%	21%	9%	5%	7%	10%	15%	12%	7%	8%	9%	12%	8%	10%	8%	8%	6%	7%	15%	VW
Sigma	500	252	248	211	186	103	67	199	234	290	210	10	135	354	261	239	60	440	91	409	366	134	185	203	112
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	188	102	86	82	70	37	12	73	104	116	72	3	34	151	109	79	19	169	37	151	150	38	83	79	26
	38%	40%	35%	39%	38%	35%	18%	36%	44%	40%	34%	27%	25%	43%	42%	33%	31%	38%	41%	37%	41%	29%	45%	39%	23%
Low2Box - (2/1 Completely disagree)							*	F	F			**		O		*	*	X	*						
	114	52	61	48	40	26	22	44	47	60	54	3	36	74	57	57	19	94	25	88	79	34	32	42	39
	23%	21%	25%	23%	21%	25%	33%	22%	20%	21%	26%	28%	27%	21%	22%	24%	32%	21%	28%	22%	22%	25%	18%	21%	35%
							H*					**					*		*					VW	

Socialogue

HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

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

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,P/Q,R/S,T/U,V/W/X

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

	Spain Total	Spain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		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)	1000	496	504	327	392	281	571	254	48	503	497	650	85	265	537	463	97	903	100	900	597	403	500	267	233
Base: All Respondents (wtd)	500	252	248	205	173	122	278	131	25	225	275	249	115	136	265	235	48	452	49	451	290	210	260	132	108
5 (Completely agree)	39	22	18	16	11	13	25	8	2	20	19	20	8	11	25	15	3	37	3	37	22	17	21	10	9
	8%	9%	7%	8%	6%	11%	9%	6%	8%	9%	7%	8%	7%	8%	9%	6%	5%	8%	6%	8%	8%	8%	8%	7%	9%
4	70	38	31	27	26	17	39	20	4	38	32	37	15	18	37	32	6	63	7	63	39	30	34	15	21
	14%	15%	13%	13%	15%	14%	14%	16%	17%	17%	12%	15%	13%	13%	14%	14%	14%	14%	14%	14%	14%	14%	13%	12%	19%
									*	J			*				*		*						VW
3	162	88	74	64	60	38	80	51	8	77	85	84	31	47	92	70	15	147	15	147	105	56	80	44	38
	32%	35%	30%	31%	35%	31%	29%	39%	31%	34%	31%	34%	27%	34%	35%	30%	31%	33%	31%	33%	36%	27%	31%	33%	35%
							F	*					*				*		*		U				
2	86	42	45	34	29	24	45	25	6	37	50	39	21	26	41	46	9	78	7	79	50	37	45	24	18
	17%	17%	18%	17%	17%	19%	16%	19%	26%	16%	18%	16%	18%	19%	15%	20%	19%	17%	15%	18%	17%	18%	17%	18%	17%
1 (Completely disagree)	143	62	81	64	47	31	88	27	5	53	89	69	39	34	71	72	15	128	17	126	73	70	81	40	22
	29%	25%	33%	31%	27%	26%	32%	20%	19%	24%	32%	28%	34%	25%	27%	31%	32%	28%	35%	28%	25%	33%	31%	30%	20%
			A				G		*		I		*				*		*		T	X	X		
Sigma	500	252	248	205	173	122	278	131	25	225	275	249	115	136	265	235	48	452	49	451	290	210	260	132	108
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	109	60	49	43	37	30	64	28	6	58	51	57	23	29	62	47	9	100	10	99	62	48	54	25	30
	22%	24%	20%	21%	21%	24%	23%	22%	24%	26%	19%	23%	20%	21%	23%	20%	19%	22%	20%	22%	21%	23%	21%	19%	28%
Low2Box - (2/1 Completely disagree)	229	104	125	98	76	55	133	52	11	90	139	108	60	61	111	118	24	205	24	205	123	106	126	63	40
	46%	41%	51%	48%	44%	45%	48%	40%	45%	40%	51%	44%	53%	44%	42%	50%	50%	45%	49%	45%	42%	51%	48%	48%	37%
			A						*		I		*		N		*		*		T	X	X		

Socialogue
HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
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,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		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)	500	257	243	158	157	185	174	204	72	126	374	334	75	91	357	143	42	458	57	443	334	166	130	149	221
Base: All Respondents (wtd)	500	254	246	185	142	173	160	191	82	117	383	105	262	132	374	126	53	447	75	425	374	126	146	160	193
5 (Completely agree)	22	15	7	6	4	12	8	11	2	9	13	7	10	6	21	1	-	22	1	21	18	4	2	11	9
	4%	6%	3%	3%	3%	7%	5%	6%	2%	7%	3%	7%	4%	4%	5%	1%	-	5%	1%	5%	5%	3%	1%	7%	4%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*
	73	44	29	39	20	15	19	36	9	14	59	14	41	18	57	16	11	62	8	65	62	11	17	29	27
	15%	17%	12%	21%	14%	9%	12%	19%	10%	12%	15%	14%	16%	13%	15%	13%	21%	14%	10%	15%	17%	9%	12%	18%	14%
4		*	*	E*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	**	*	*	*	*	*	*
	136	67	69	40	33	63	37	58	24	32	104	24	65	47	97	39	15	121	20	116	105	31	31	36	69
	27%	27%	28%	21%	23%	37%	23%	31%	29%	27%	27%	23%	25%	35%	26%	31%	28%	27%	26%	27%	28%	25%	21%	22%	36%
		*	*	*	*	*	*	*	*	*	*	*	*	*	K*	*	*	**	*	**	*	*	*	*	*
	127	53	73	44	45	38	47	36	19	27	100	24	73	31	88	38	8	119	13	114	79	47	41	45	40
3	25%	21%	30%	24%	32%	22%	30%	19%	23%	23%	26%	22%	28%	23%	24%	31%	15%	27%	17%	27%	21%	38%	28%	28%	21%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	**	*	*	*	*	*	*
	142	74	69	57	41	45	48	50	29	35	107	36	74	32	111	31	19	123	34	108	110	32	54	39	49
	28%	29%	28%	31%	29%	26%	30%	26%	35%	30%	28%	34%	28%	24%	30%	25%	36%	28%	45%	25%	29%	26%	37%	24%	25%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	**	*	*	*	*	*
2	500	254	246	185	142	173	160	191	82	117	383	105	262	132	374	126	53	447	75	425	374	126	146	160	193
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Summary																								
	Top2Box - (5 Completely agree/4)	95	59	36	45	24	27	27	47	10	23	72	21	51	23	78	17	11	84	8	87	80	15	19	40
1 (Completely disagree)	19%	23%	15%	24%	17%	15%	17%	25%	12%	20%	19%	20%	19%	17%	21%	14%	21%	19%	11%	20%	21%	12%	13%	25%	19%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*
	269	127	142	101	85	83	95	85	48	62	207	60	147	62	200	69	27	242	47	222	189	80	96	84	89
	54%	50%	58%	55%	60%	48%	60%	45%	59%	53%	54%	57%	56%	47%	53%	55%	51%	54%	63%	52%	51%	64%	66%	53%	46%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	**	*	*	X*	*	*

[Table of Contents](#)

Socialogue
HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
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,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		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)	500	290	210	296	164	40	12	135	353	250	250	138	73	289	285	215	69	431	193	307	364	136	304	154	42
Base: All Respondents (wtd)	500	252	248	262	173	65	11	136	353	252	248	143	78	279	278	222	69	431	182	318	345	155	307	150	43
5 (Completely agree)	133	64	69	70	42	21	5	36	92	59	74	41	26	65	69	64	19	114	44	89	82	51	81	40	13
	27%	26%	28%	27%	24%	*	47%	26%	26%	23%	30%	29%	34%	23%	25%	29%	27%	27%	24%	28%	24%	33%	26%	27%	29%
4	153	74	79	74	56	22	2	32	119	80	74	34	21	98	86	67	20	133	61	93	115	38	102	43	9
	31%	30%	32%	28%	33%	35%	18%	24%	34%	32%	30%	24%	27%	35%	31%	30%	30%	31%	33%	29%	33%	25%	33%	28%	20%
						*	**		G				*	K			*								*
3	130	67	63	66	54	10	2	42	86	73	58	43	19	67	78	52	20	110	47	83	93	38	79	39	13
	26%	27%	25%	25%	31%	16%	18%	31%	24%	29%	23%	30%	25%	24%	28%	23%	29%	26%	26%	26%	27%	24%	26%	26%	30%
2						*	**						*				*								*
	46	23	23	27	14	5	1	9	36	26	20	14	3	29	26	19	8	38	18	28	34	12	24	19	3
	9%	9%	9%	10%	8%	7%	10%	6%	10%	10%	8%	10%	4%	10%	9%	9%	11%	9%	10%	9%	10%	8%	8%	12%	6%
1 (Completely disagree)	38	23	15	25	7	6	1	17	20	15	23	11	8	19	18	20	2	36	13	25	22	16	21	10	6
	8%	9%	6%	9%	4%	9%	8%	13%	6%	6%	9%	7%	10%	7%	7%	9%	3%	8%	7%	8%	6%	10%	7%	7%	15%
				D		*	**	H					*				*								*
Sigma	500	252	248	262	173	65	11	136	353	252	248	143	78	279	278	222	69	431	182	318	345	155	307	150	43
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	286	139	147	144	98	44	7	68	211	138	148	76	47	163	155	131	39	247	104	182	197	89	182	83	21
	57%	55%	59%	55%	57%	68%	*	50%	60%	55%	60%	53%	61%	59%	56%	59%	57%	57%	57%	57%	57%	58%	59%	55%	49%
Low2Box - (2/1 Completely disagree)						*	**						*				*								*
	83	46	38	52	21	11	2	26	56	41	43	24	11	48	44	39	10	74	30	53	55	28	45	29	9
	17%	18%	15%	20%	12%	16%	18%	19%	16%	16%	17%	17%	14%	17%	16%	18%	14%	17%	17%	17%	16%	18%	15%	19%	21%
				D		*	**						*				*								*

Socialogue

HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

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

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,P/Q,R/S,T/U,V/W/X

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

	Great Britain	Great Britain																							
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		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)	1000	501	499	329	347	324	181	499	216	429	571	223	326	451	618	382	93	907	136	864	651	349	382	259	359
Base: All Respondents (wtd)	500	246	254	185	168	147	91	247	108	206	294	108	168	224	300	200	46	454	66	434	324	176	195	131	175
5 (Completely agree)	68	32	36	17	21	30	19	30	11	31	37	24	19	25	42	26	6	62	10	58	37	31	27	13	28
	14%	13%	14%	9%	13%	20%	21%	12%	10%	15%	13%	23%	11%	11%	14%	13%	13%	14%	14%	13%	12%	17%	14%	10%	16%
						CD		GH				LM									T				W
	140	73	67	50	50	39	23	69	35	61	79	21	47	71	87	52	13	127	20	120	97	43	48	41	51
4	28%	30%	26%	27%	30%	27%	25%	28%	32%	29%	27%	20%	28%	32%	29%	26%	28%	28%	30%	28%	30%	24%	25%	31%	29%
													K	K			*								
	169	80	89	66	59	44	32	85	31	65	103	41	57	71	94	75	14	154	19	149	106	63	66	42	61
	34%	33%	35%	35%	35%	30%	35%	35%	28%	32%	35%	38%	34%	32%	31%	37%	31%	34%	29%	34%	33%	35%	34%	32%	35%
2															N	*									
	81	44	37	34	26	21	10	42	24	36	45	13	27	42	49	32	8	73	10	71	57	24	33	25	24
	16%	18%	15%	18%	16%	14%	11%	17%	22%	18%	15%	12%	16%	19%	16%	16%	18%	16%	15%	16%	18%	14%	17%	19%	14%
							F	F						K			*								
1 (Completely disagree)	42	17	25	18	11	13	8	21	8	13	29	8	18	15	27	15	4	38	8	34	26	16	20	11	11
	8%	7%	10%	10%	7%	9%	8%	9%	7%	6%	10%	8%	11%	7%	9%	7%	9%	8%	11%	8%	8%	9%	11%	8%	6%
											I						*					X			
	500	246	254	185	168	147	91	247	108	206	294	108	168	224	300	200	46	454	66	434	324	176	195	131	175
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Summary																								
Top2Box - (5 Completely agree/4)	208	105	103	67	72	69	42	99	45	92	116	46	66	96	130	78	19	189	29	178	134	73	76	53	79
	42%	43%	40%	36%	43%	47%	46%	40%	42%	45%	39%	42%	39%	43%	43%	39%	42%	42%	44%	41%	42%	42%	39%	41%	45%
Low2Box - (2/1 Completely disagree)						C											*								
	123	61	62	52	37	34	17	63	32	49	74	21	45	57	77	47	12	111	18	106	83	41	53	36	35
	25%	25%	25%	28%	22%	23%	19%	26%	30%	24%	25%	20%	27%	26%	26%	23%	27%	24%	27%	24%	26%	23%	27%	27%	20%
								F									*					X	X		

[Table of Contents](#)

Socialogue
HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
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,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	United States	the US																							
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		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)	1000	462	538	309	313	378	131	448	421	639	361	347	354	299	529	471	143	857	164	836	660	340	419	215	366
Base: All Respondents (wtd)	500	247	253	182	155	162	81	209	210	302	198	232	127	141	260	240	65	435	76	424	324	176	206	101	193
5 (Completely agree)	91	52	39	32	30	29	16	34	41	55	36	47	19	26	52	40	17	74	17	75	63	28	42	13	36
	18%	21%	15%	18%	19%	18%	20%	16%	19%	18%	18%	20%	15%	18%	20%	16%	26%	17%	22%	18%	19%	16%	21%	13%	19%
		B															Q						W		
4	148	79	69	50	44	54	20	60	68	95	53	62	37	50	80	68	20	128	26	122	98	50	59	30	59
	30%	32%	27%	28%	28%	33%	25%	29%	32%	32%	27%	26%	29%		36%	31%	31%	29%	34%	29%	30%	29%	29%	30%	30%
														K											
3	158	76	82	61	47	51	25	67	66	99	59	74	41	44	83	75	20	138	23	136	108	51	52	40	66
	32%	31%	32%	33%	30%	31%	31%	32%	32%	33%	30%	32%	32%	31%	32%	31%	31%	32%	30%	32%	33%	29%	25%	40%	34%
																							V	V	
2	62	22	41	27	19	16	11	28	23	34	28	29	20	14	24	39	4	58	7	56	33	29	31	11	20
	12%	9%	16%	15%	12%	10%	14%	13%	11%	11%	14%	12%	15%	10%	9%	16%	7%	13%	9%	13%	10%	16%	15%	11%	10%
		A													N		P					T			
1 (Completely disagree)	40	17	23	12	15	12	8	20	12	18	22	21	11	7	21	19	3	37	4	35	22	18	21	6	12
	8%	7%	9%	7%	10%	8%	10%	10%	6%	6%	11%	9%	9%	5%	8%	8%	4%	9%	6%	8%	7%	10%	10%	6%	6%
									H		I														
Sigma	500	247	253	182	155	162	81	209	210	302	198	232	127	141	260	240	65	435	76	424	324	176	206	101	193
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	239	132	107	83	74	83	36	95	108	150	89	108	55	76	132	108	38	202	42	197	161	78	102	43	94
	48%	53%	43%	45%	47%	51%	45%	45%	52%	50%	45%	47%	43%	54%	51%	45%	58%	46%	56%	46%	50%	45%	49%	43%	49%
		B												L			Q								
Low2Box - (2/1 Completely disagree)	102	39	63	39	35	28	19	48	35	52	50	50	31	21	45	57	7	95	11	91	56	47	52	18	32
	20%	16%	25%	22%	22%	17%	24%	23%	17%	17%	25%	22%	24%	15%	17%	24%	11%	22%	14%	22%	17%	26%	25%	17%	17%
			A					H			I	M	M		N		P					T	WX		

Socialogue

HA2.1. [I would rather wait for something to catch on before I try it] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

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

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,P/Q,R/S,T/U,V/W/X

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

	Norway Total	Norway																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		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)	500	247	253	84	159	257	7	220	232	268	232	22	371	107	325	175	54	446	111	389	411	89	158	170	172
Base: All Respondents (wtd)	500	253	247	189	165	146	21	223	208	217	283	19	376	105	306	194	50	450	106	394	369	131	161	196	143
5 (Completely agree)	18	5	13	10	5	3	-	9	6	5	13	-	16	3	7	11	4	15	4	14	8	10	10	7	2
	4%	2%	5%	*	3%	2%	-	4%	3%	2%	5%	-	4%	3%	2%	6%	7%	3%	4%	4%	2%	8%	6%	3%	2%
4	55	16	38	30	13	12	6	29	17	21	34	3	43	10	32	23	3	52	4	51	24	31	22	22	11
	11%	7%	16%	16%	8%	8%	30%	13%	8%	10%	12%	11%	9%	10%	12%	6%	12%	4%	13%	7%	24%	13%	11%	8%	
		A	*				**					**		*		*	*		R		T*	*	*	*	
3	118	56	62	41	36	40	6	61	41	45	73	6	92	21	77	41	10	108	28	90	90	28	36	40	42
	24%	22%	25%	22%	22%	28%	27%	27%	20%	21%	26%	30%	24%	20%	25%	21%	19%	24%	26%	23%	24%	21%	22%	20%	30%
				*			**					**	*	*	*	*	*		*		*	*	*	*	
2	146	87	59	59	53	35	9	52	66	62	84	6	106	35	94	52	16	130	28	118	112	34	50	67	30
	29%	35%	24%	31%	32%	24%	43%	23%	32%	29%	30%	30%	28%	33%	31%	27%	33%	29%	27%	30%	30%	26%	31%	34%	21%
		B	*	*			**					**	*	*	*	*	*		*		*	*	*	X*	
1 (Completely disagree)	163	87	75	49	57	56	-	72	78	84	78	5	121	37	96	67	17	145	42	121	135	28	44	60	58
	33%	34%	31%	26%	35%	39%	-	32%	37%	39%	28%	26%	32%	36%	31%	34%	35%	32%	39%	31%	36%	21%	27%	31%	41%
			*	*			**			J		**	*	*	*	*	*		*		*	*	*	*	V
Sigma	500	253	247	189	165	146	21	223	208	217	283	19	376	105	306	194	50	450	106	394	369	131	161	196	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	73	22	52	40	19	15	6	38	22	26	48	3	58	12	39	35	7	67	8	65	32	41	31	29	13
	15%	9%	21%	21%	11%	10%	30%	17%	11%	12%	17%	14%	16%	12%	13%	18%	13%	15%	8%	17%	9%	31%	19%	15%	9%
		A	E*				**					**	*	*	*	*	*		*		T*	X*	*	*	
Low2Box - (2/1 Completely disagree)	309	175	134	108	110	91	9	124	144	146	162	10	226	72	190	119	34	275	70	239	247	62	94	127	88
	62%	69%	54%	57%	67%	62%	43%	56%	69%	67%	57%	55%	60%	68%	62%	61%	68%	61%	66%	61%	67%	47%	58%	65%	61%
		B	*	*			**		G			**	*	*	*	*	*		*		U	*	*	*	