

Q3105 Which of the following types of technology, if any, have you used to set or achieve a specific goal such as losing weight, quitting smoking, better management of money, learning a new skill or concept, etc.? Please select all that apply.

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2015	466	574	515	460	613	276	357	393	376	953	285	124	157	197	190	1062	328	152	200	196	186
Weighted Base	2015	428	687	433	467	611	331	342	352	378	979	309	164*	169*	168	169	1036	301	167*	174	184	210
Used Technology To Set/Achieve Goal (Net)	1094 54%	208 49%	384 56% bd	210 48%	291 62% BD	510 84% GHIJ	198 60% hIJ	171 50% IJ	115 33%	101 27%	540 55%	266 86% MNOP	96 58% nOP	74 44% P	60 36% p	43 26%	554 53%	244 81% STUV	102 61% UV	97 56% UVn	54 29%	57 27%
Mobile app (e.g., My Fitness Pal, Brainly, Livestrong)	601 30%	110 26%	241 35% BD	100 23%	150 32% bD	359 59% GHIJ	103 31% hIJ	79 23% IJ	35 10%	24 6%	269 27%	168 54% MNOP	51 31% NOP	25 15% P	16 10%	8 5%	332 32% k	191 63% STUVI	52 31% UV	54 31% UVN	19 10%	17 8%
Social media (e.g., Facebook 30-day challenge, Weight Watchers group)	479 24%	100 23% d	177 26% D	73 17%	129 28% D	257 42% GHIJ	88 26% hIJ	64 19% IJ	33 9%	37 10%	211 22%	132 43% MNOP	37 23% nOP	19 11%	11 7%	12 7%	268 26% k	125 42% sTUV	51 30% UV	45 26% UVN	22 12%	26 12%
Website (e.g., Mint.com, Learnvest, Babbel)	443 22%	99 23% d	162 24% D	72 17%	110 24% D	236 39% GHIJ	82 25% IJ	61 18% IJ	37 11%	27 7%	253 26% Q	134 43% MNOPr	43 26% P	31 18% P	31 18% PU	14 8%	190 18%	102 34% sTUV	39 23% UV	30 17% UV	6 3%	12 6%
Gaming console (e.g., Wii, Xbox, Playstation)	409 20%	89 21%	145 21%	78 18%	97 21% D	223 37% GHIJ	85 26% HIJ	58 17% IJ	27 8%	15 4%	237 24% Q	132 43% mNOPR	50 30% OP	33 20% OP	11 6%	11 7% v	172 17% TUUV	91 30% TUV	35 21% UV	25 14% V	16 9% V	4 2%
Wearable device (e.g., FitBit, Jawbone Up, smartwatch)	303 15%	61 14%	107 16%	59 14%	76 16% D	119 19% IJ	64 19% IJ	52 15% J	38 11%	30 8%	137 14% Q	54 18% OP	31 19% OP	25 15% p	15 9%	11 6%	166 16% uV	64 21% uV	33 20% v	28 16% v	23 12%	19 9%
Online game (e.g., SimCity, Bite Club, Rocksmith)	185 9%	37 9%	72 10%	31 7%	46 10% D	109 18% GHIJ	28 8% IJ	25 7% J	14 4%	8 2%	101 10% MNOPr	68 22% OP	15 9% P	9 5%	6 3%	3 2%	84 8% UV	42 14% UV	13 8% v	17 10% V	9 5%	4 2%
Other	107 5%	18 4%	40 6%	18 4%	30 6%	46 8% ij	19 6%	17 5%	13 4%	13 3%	67 7% Q	32 10% oPR	10 6%	11 7%	7 4%	7 4%	40 4%	14 5%	9 5%	5 3%	6 3%	6 3%
None	921 46%	220 51% cE	302 44%	223 52% cE	175 38%	101 16%	133 40% F	172 50% Fg	238 67% FGH	278 73% FGH	439 45%	43 14%	69 42% L	95 56% Lmt	108 64% LM	125 74% LMNo	482 47%	58 19%	64 39% R	77 44% R	130 71% RST	152 73% RST
Sigma	3447 171%	733 171%	1245 181%	655 151%	814 174%	1450 237%	602 182%	528 154%	435 123%	432 114%	1713 175%	763 247%	306 186%	248 147%	204 121%	191 113%	1734 167%	687 228%	296 177%	280 161%	231 125%	241 115%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - LMN/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base

Q3105 Which of the following types of technology, if any, have you used to set or achieve a specific goal such as losing weight, quitting smoking, better management of money, learning a new skill or concept, etc.? Please select all that apply.

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Un-emp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2015	879	382	242	308	682	672	661	1065	950	193	422	584	1431	467	1548	1257	683	1009	1006
Weighted Base	2015	735	337	246	495	843	582	591	1097	918	198	428	643	1372	508	1507	1278	669	1053	962
Used Technology To Set/Achieve Goal (Net)	1094	369	169	143	306	390	341	363	700	394	161	122	449	645	350	743	654	395	523	571
	54%	50%	50%	58% b	62% BC	46%	59%	61% F	64% JL	43% L	81% IJL	28%	70% N	47%	69% P	49%	51%	59% Q	50%	59%
Mobile app (e.g., My Fitness Pal, Brainly, Livestrong)	601	191	110	83	174	193	210	198	391	210	119	41	292	309	215	386	354	221	279	322
	30%	26%	33% b	34% b	35% B	23%	36% F	34% F	36% JL	23% L	60% IJL	9%	45% N	23%	42% P	26%	28%	33% q	27%	33% S
Social media (e.g., Facebook 30-day challenge, Weight Watchers group)	479	165	81	53	135	178	159	143	304	174	79	46	224	255	179	300	287	169	228	251
	24%	22%	24%	21%	27% B	21%	27% F	24%	28% JL	19% L	40% IJL	11%	35% N	19%	35% P	20%	22%	25%	22%	26% s
Website (e.g., Mint.com, Learnvest, Babbel)	443	135	75	62	137	127	152	164	302	141	66	38	187	256	154	289	264	160	199	244
	22%	18%	22%	25% b	28% B	15%	26% F	28% F	28% JL	15% L	33% JL	9%	29% N	19%	30% P	19%	21%	24%	19%	25% S
Gaming console (e.g., Wii, Xbox, Playstation)	409	156	57	56	90	186	124	98	283	126	73	25	208	200	158	250	229	153	183	226
	20%	21%	17%	23%	18% h	22% h	21% h	17%	26% JL	14% L	37% IJL	6%	32% N	15%	31% P	17%	18%	23% Q	17%	23% S
Wearable device (e.g., FitBit, Jawbone Up, smartwatch)	303	74	53	42	116	70	104	128	202	101	28	40	122	181	106	197	195	93	179	124
	15%	10%	16% B	17% B	23% BC	8%	18% F	22% F	18% JL	11% L	14% L	9%	19% N	13%	21% P	13%	15%	14%	17% T	13%
Online game (e.g., SimCity, Bite Club, Rocksmith)	185	80	31	13	36	91	50	43	111	73	38	13	92	93	61	123	98	75	63	122
	9%	11% D	9%	5%	7% h	11% h	9% h	7%	10% L	8% L	19% IJL	3%	14% N	7%	12% P	8%	8%	11% q	6%	13% S
Other	107	54	18	9	10	49	33	25	68	39	23	14	33	74	26	80	57	47	47	60
	5%	7% dE	5% e	4%	2% e	6% e	6% e	4%	6% I	4% I	12% IJL	3%	5% I	5%	5% I	5%	4%	7% q	4%	6% q
None	921	365	168	103	188	452	241	228	397	524	37	306	194	727	158	763	624	274	531	391
	46%	50% dE	50% E	42%	38% GH	54% GH	41%	39%	36% K	57% IK	19%	72% IJK	30% M	53% M	31% O	51% O	49% R	41% R	50% T	41% T
Sigma	3447	1221	592	419	887	1347	1073	1027	2059	1387	463	523	1353	2094	1058	2389	2108	1190	1708	1739
	171%	166% dE	176% E	171%	179% e	160% e	184% e	174% e	188% I	151% I	233% IJL	122% IJK	210% M	153% M	208% O	159% O	165% R	178% R	162% T	181% T

Proportions/Means: Columns Tested (5%, 10% nsk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used.

Q3110 You indicated you have used technology to set or achieve a specific goal. What was the goal you were trying to achieve? Please select all that apply.

Base: Used Technology To Set/Achieve Goal

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1003	201	300	249	253	496	155	153	113	86	450	231	65	53	58	43	553	265	90	100	55	43
Weighted Base	1094	208	384	210	291	510	198*	171*	115*	101*	540	266	96*	74*	60*	43*	554	244	102*	97*	54*	57**
Weight or fitness goal	784 72%	152 73%	287 75%	149 71%	196 67%	367 72% j	157 79%	119 70%	82 71%	60 59%	341 63%	159 60%	71 74% lo	51 69%	34 56%	25 58%	443 80% K	208 85% TL	86 84% t	68 70%	48 88% IO	34 60%
Learn a new skill or refresh an existing skill (e.g., math, foreign language)	403 37%	73 35%	150 39%	67 32%	113 39%	259 51% GHIJ	58 29%	42 25%	25 22%	18 18%	225 42% Q MNOP	148 55%	34 36%	23 31%	12 20%	9 20%	178 32%	112 46% STU	24 24%	19 20%	13 24%	10 17%
Change diet	376 34%	72 34%	139 36%	64 31%	101 35%	189 37%	72 37%	51 30%	31 27%	33 32%	158 29%	84 32%	24 26%	22 29%	13 21%	15 35%	218 39% K	105 43% tL	48 47% tM	30 31%	18 34%	17 31%
Better manage finances	298 27%	48 23%	123 32% bD	42 20%	85 29% d	157 31% H	59 30% H	30 17%	31 27%	21 21%	171 32% Q	93 35%	29 30%	16 21%	23 38% u	10 24%	127 23%	64 26% t	31 30% T	14 14%	9 16%	11 18%
Quit smoking (or other substance use)	89 8%	13 6%	39 10%	18 9%	20 7%	39 8%	24 12% h	8 5%	11 9%	7 7%	64 12% Q	31 12% R	13 14%	6 8%	10 16% u	3 7%	26 5%	8 3%	11 11% Rt	2 2%	1 2%	4 6%
Other	55 5%	7 3%	15 4%	8 4%	25 9% bcd	20 4%	4 2%	11 6%	7 6%	13 13% FG	34 6%	15 6%	4 4%	7 9%	5 9%	3 6%	21 4%	5 2%	*	4 4%	2 3%	10 18%
Sigma	2005 183%	364 175%	753 196%	349 166%	540 185%	1031 202%	375 190%	261 153%	187 163%	151 150%	991 184%	530 199%	175 183%	125 169%	96 160%	65 150%	1014 183%	501 206%	200 196%	136 141%	91 167%	85 150%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - L/M/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q3110 You indicated you have used technology to set or achieve a specific goal. What was the goal you were trying to achieve? Please select all that apply.

Base: Used Technology To Set/Achieve Goal

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Un-emp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1003	401	186	133	176	282	354	367	624	379	162	102	404	599	322	681	570	395	460	543
Weighted Base	1094	369	169	143*	306	390	341	363	700	394	161	122*	449	645	350	743	654	395	523	571
Weight or fitness goal	784 72%	242 66%	134 79% B	117 82% B	224 73%	250 64%	270 79% F	264 73% i	513 73%	271 69%	120 74%	81 67%	350 78% N	434 67%	287 82% P	497 67%	484 74%	268 68%	408 78% T	376 66%
Learn a new skill or refresh an existing skill (e.g., math, foreign language)	403 37%	154 42% D	59 35%	38 27%	108 35%	161 41% h	124 36%	118 32%	247 35% L	156 40% L	100 62% JL	23 19%	178 40% N	224 35%	123 35%	280 38%	210 32%	164 42% Q	147 28%	255 45% S
Change diet	376 34%	124 34%	71 42%	48 34%	97 32%	120 31%	149 44% FH	108 30%	245 35%	132 33%	54 33%	38 31%	168 37% N	208 32%	136 39%	241 32%	232 36%	129 33%	195 37%	182 32%
Better manage finances	298 27%	91 25%	60 35% BD	24 16%	113 37% BD	85 22%	102 30% i	111 31% F	215 31% JK	83 21%	35 21%	39 32% J	130 29% N	168 26%	104 30%	194 26%	167 26%	123 31%	129 25%	169 30%
Quit smoking (or other substance use)	89 8%	47 13% cdE	10 6%	7 5%	18 6%	57 14% GH	19 5%	14 4%	62 9%	27 7%	9 5%	8 6%	36 8% N	54 8%	29 8%	60 8%	52 8%	37 9%	31 6%	58 10% s
Other	55 5%	24 6% E	11 6% E	6 4%	5 2%	24 6%	20 6%	10 3%	30 4%	25 6%	9 6%	15 12% IJ	18 4% N	36 6%	10 3%	44 6%	34 5%	15 4%	25 5%	30 5%
Sigma	2005 183%	682 185%	344 204%	240 168%	564 184%	696 178%	684 201%	626 173%	1312 187%	693 176%	326 203%	205 168%	881 196% N	1124 174%	688 196%	1317 177%	1179 180%	737 186%	935 179%	1070 187%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

Q3115 How successful were you in achieving your goal? If you have set or achieved more than one goal using technology, please think of the most recent time when answering this question.

27 Apr 2015
 Table 5

Base: Used Technology To Set/Achieve Goal

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1003	201	300	249	253	496	155	153	113	86	450	231	65	53	58	43	553	265	90	100	55	43
Weighted Base	1094	208	384	210	291	510	198*	171*	115*	101*	540	266	96*	74*	60*	43*	554	244	102*	97*	54*	57**
Had Success Using Technology To Reach Goal (Net)	843 77%	159 76%	302 79%	157 75%	224 77%	410 80%	158 80%	126 74%	75 65%	74 74%	444 82%	226 85% or	78 82%	61 82%	43 72%	36 82%	399 72%	185 76% u	80 78% u	65 67%	32 58%	38 67%
I reached my goal.	292 27%	48 23%	118 31%	47 23%	79 27%	166 32% Hij	56 28% I	35 20%	16 14%	20 20%	181 34% Q	108 40% OR	30 32%	20 27%	9 15%	14 33% o	111 20%	58 24%	25 25%	15 15%	7 13%	6 10%
I reached my goal, but did not maintain it.	125 11%	31 15%	39 10%	18 9%	37 13%	73 14% I	16 8%	20 12% i	5 4%	11 11%	69 13%	38 14%	9 9%	14 19% ot	3 5%	5 12%	56 10%	35 14% u	7 7%	6 7%	2 3%	6 10%
I made a lot of progress toward my goal, but did not achieve it.	220 20%	48 23%	81 21%	39 18%	51 18%	96 19%	47 24%	31 18%	27 23%	19 19%	107 20%	50 19%	24 25%	10 14%	16 27%	7 17%	112 20%	46 19%	23 23%	20 21%	10 19%	12 21%
I made a little bit of progress toward my goal.	207 19%	32 15%	65 17%	53 25% Bc	58 20%	76 15%	40 20%	40 23%	27 24%	24 24%	86 16%	30 11%	16 16%	16 22%	15 25% L	9 21%	120 22% k	46 19% I	24 24%	24 24%	12 23%	15 25%
I did not make any progress toward my goal.	25 2%	8 4%	7 2%	3 1%	7 2%	10 2%	6 3%	6 3%	2 1%	2 2%	11 2%	4 2%	3 3%	1 1%	2 2%	1 2%	14 3%	6 2%	2 2%	5 5%	* 1%	1 1%
I am still working towards achieving my goal.	226 21%	42 20%	75 19%	50 24%	60 21%	90 18%	34 17%	39 23%	38 33% FG	25 25%	86 16%	37 14%	14 15%	12 17%	16 26% I	7 16%	141 25% K	53 22% I	20 20%	27 28%	22 41% RS	18 32%
Sigma	1094 100%	208 100%	384 100%	210 100%	291 100%	510 100%	198 100%	171 100%	115 100%	101 100%	540 100%	266 100%	96 100%	74 100%	60 100%	43 100%	554 100%	244 100%	102 100%	97 100%	54 100%	57 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - L/M/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q3115 How successful were you in achieving your goal? If you have set or achieved more than one goal using technology, please think of the most recent time when answering this question.

Base: Used Technology To Set/Achieve Goal

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1003	401	186	133	176	282	354	367	624	379	162	102	404	599	322	681	570	395	460	543
Weighted Base	1094	369	169	143*	306	390	341	363	700	394	161	122*	449	645	350	743	654	395	523	571
Had Success Using Technology To Reach Goal (Net)	843 77%	283 77%	125 74%	109 76%	245 80%	301 77%	249 73%	293 81%	539 77%	304 77%	128 80%	92 75%	348 77%	495 77%	282 81%	561 75%	490 75%	315 80%	407 78%	436 76%
I reached my goal.	292 27%	102 28%	37 22%	39 27%	89 29%	97 25%	77 23%	118 33%	191 27%	101 26%	49 31%	22 18%	107 24%	185 29%	89 25%	204 27%	172 26%	110 28%	145 28%	147 26%
I reached my goal, but did not maintain it.	125 11%	45 12%	19 11%	17 12%	28 9%	47 12%	37 11%	41 11%	80 11%	44 11%	22 14%	10 8%	71 16%	54 8%	53 15%	71 10%	64 10%	49 12%	58 11%	66 12%
I made a lot of progress toward my goal, but did not achieve it.	220 20%	81 22%	31 18%	31 21%	64 21%	78 20%	71 21%	71 20%	139 20%	80 20%	27 17%	30 25%	80 18%	140 22%	66 19%	153 21%	140 21%	73 18%	104 20%	116 20%
I made a little bit of progress toward my goal.	207 19%	55 15%	37 22%	23 16%	64 21%	80 20%	64 19%	63 17%	128 18%	78 20%	30 18%	29 24%	90 20%	116 18%	74 21%	133 18%	114 17%	83 21%	99 19%	107 19%
I did not make any progress toward my goal.	25 2%	9 2%	2 1%	4 3%	5 2%	14 4%	9 2%	2 1%	16 2%	9 2%	2 1%	- -	17 4%	8 1%	10 3%	14 2%	18 3%	6 2%	13 2%	11 2%
I am still working towards achieving my goal.	226 21%	77 21%	43 25%	30 21%	56 18%	76 19%	83 24%	68 19%	145 21%	81 21%	31 19%	30 25%	85 19%	141 22%	58 17%	168 23%	145 22%	74 19%	103 20%	124 22%
Sigma	1094 100%	369 100%	169 100%	143 100%	306 100%	390 100%	341 100%	363 100%	700 100%	394 100%	161 100%	122 100%	449 100%	645 100%	350 100%	743 100%	654 100%	395 100%	523 100%	571 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

Q3120 How much do you attribute your success to the use of technology?

Base: Had Success Using Technology To Reach Goal

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	754	150	229	190	185	395	116	104	76	63	356	192	49	41	40	34	398	203	67	63	36	29
Weighted Base	843	159*	302	157	224	410	158*	126*	75*	74*	444	226	78*	61**	43**	36**	399	185	80*	65*	32**	38**
Technology Helped Reach Goal (Net)	810 96%	155 97%	292 97%	146 93%	217 97%	404 99% HIJ	150 95%	117 93%	69 92%	69 94%	424 96%	222 98%	75 96%	56 93%	39 90%	32 89%	386 97%	182 99% t	75 95%	61 94%	30 94%	37 98%
Technology was crucial to achieving my goal.	102 12%	21 13%	25 8%	21 13%	36 16% c	58 14%	20 12%	11 9%	6 8%	8 11%	55 12%	32 14%	11 14%	10 16%	1 3%	* 1%	48 12%	25 14% T	9 11%	2 3%	4 14%	8 20%
Technology was a large part of achieving my goal.	350 42%	59 37%	132 44%	59 38%	100 45%	178 43%	71 45%	54 43%	25 33%	22 30%	194 44%	102 45%	31 40%	27 44%	17 40%	16 46%	156 39%	75 41%	40 50%	27 42%	8 24%	6 15%
Technology helped me a little bit in achieving my goal.	357 42%	75 47%	135 45%	66 42%	81 36%	169 41%	59 38%	52 41%	38 51%	39 53%	175 40%	87 39%	33 42%	20 33%	20 47%	15 42%	182 46%	82 44%	27 33%	32 50%	18 56%	24 63%
Technology did not help at all in achieving my goal.	33 4%	4 3%	10 3%	11 7%	8 3%	6 1%	8 5%	8 7% F	6 8% F	5 6% F	19 4%	4 2%	3 4%	4 7%	4 10%	4 11%	14 3%	2 1%	4 5%	4 6% r	2 6%	1 2%
Sigma	843 100%	159 100%	302 100%	157 100%	224 100%	410 100%	158 100%	126 100%	75 100%	74 100%	444 100%	226 100%	78 100%	61 100%	43 100%	36 100%	399 100%	185 100%	80 100%	65 100%	32 100%	38 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - L/M/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q3120 How much do you attribute your success to the use of technology?

Base: Had Success Using Technology To Reach Goal

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Unemp.	Student	Retired	Yes	No	Yes	No	Homeowner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	754	306	135	101	133	213	252	289	466	288	129	76	303	451	247	507	417	308	340	414
Weighted Base	843	283	125*	109*	245*	301	249	293	539	304	128*	92*	348	495	282	561	490	315	407	436
Technology Helped Reach Goal (Net)	810 96%	276 97%	118 95%	103 94%	235 96%	291 97%	240 96%	279 95%	513 95%	297 98%	126 98%	87 95%	336 97%	473 96%	271 96%	539 96%	469 96%	305 97%	389 96%	420 96%
Technology was crucial to achieving my goal.	102 12%	37 13%	16 13%	6 6%	35 14%	34 11%	28 11%	40 14%	57 11%	46 15%	18 14%	10 11%	43 12%	60 12%	40 14%	62 11%	65 13%	28 9%	44 11%	58 13%
Technology was a large part of achieving my goal.	350 42%	124 44%	52 42%	43 39%	101 41%	144 48%	104 42%	102 35%	245 45%	105 35%	58 45%	22 24%	152 44%	199 40%	125 44%	226 40%	187 38%	156 49%	166 41%	184 42%
Technology helped me a little bit in achieving my goal.	357 42%	115 41%	50 40%	54 49%	99 40%	113 38%	108 43%	137 47%	212 39%	146 48%	50 39%	55 60%	142 41%	215 43%	106 38%	251 45%	217 44%	121 39%	179 44%	178 41%
Technology did not help at all in achieving my goal.	33 4%	8 3%	7 5%	6 6%	10 4%	10 3%	9 4%	14 5%	26 5%	7 2%	2 2%	4 5%	11 3%	22 4%	11 4%	22 4%	22 4%	10 3%	18 4%	16 4%
Sigma	843 100%	283 100%	125 100%	109 100%	245 100%	301 100%	249 100%	293 100%	539 100%	304 100%	128 100%	92 100%	348 100%	495 100%	282 100%	561 100%	490 100%	315 100%	407 100%	436 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

Q3125 Why didn't technology help in achieving your goal? Please select all that apply.

Base: Technology Didn't Help Reach Goal

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	37	6	11	13	7	9	6	9	6	7	20	4	3	5	3	5	17	5	3	4	3	2
Weighted Base	33*	4**	10**	11**	8**	6**	8**	8**	6**	5**	19**	4**	3**	4**	4**	4**	14**	2**	4**	4**	2**	1**
It didn't capture or keep my interest.	12 38%	1 23%	3 33%	5 49%	3 36%	3 43%	3 36%	4 53%	1 21%	1 28%	4 22%	2 46%	1 34%	1 15%	* 10%	* 10%	8 60%	1 39%	2 38%	4 94%	1 47%	1 100%
It was too much work to keep up with.	12 36%	2 54%	2 20%	2 21%	5 66%	2 41%	5 60%	2 21%	1 17%	2 39%	5 27%	1 26%	1 25%	1 34%	- -	2 49%	7 48%	2 61%	4 88%	* 6%	1 53%	- -
I was uncomfortable sharing my information.	3 9%	1 35%	1 6%	- -	1 11%	2 26%	1 11%	- -	- -	1 11%	2 11%	1 18%	1 25%	- -	- -	1 14%	1 7%	1 36%	- -	- -	- -	- -
It was too expensive.	2 6%	- -	- -	* 3%	2 20%	* 6%	1 11%	- -	- -	1 15%	2 8%	- -	1 25%	- -	- -	1 18%	* 3%	* 15%	- -	- -	- -	- -
It was a poorly designed program.	1 2%	1 13%	- -	* 2%	- -	* 4%	- -	- -	- -	1 11%	1 3%	- -	- -	- -	- -	1 14%	* 2%	* 9%	- -	- -	- -	- -
Other	10 31%	1 33%	5 47%	4 39%	- -	1 21%	3 35%	2 26%	4 62%	* 7%	10 51%	1 36%	2 66%	2 51%	4 90%	* 9%	1 4%	- -	1 12%	- -	- -	- -
Sigma	40 122%	7 158%	11 106%	12 115%	10 132%	9 141%	12 154%	8 100%	6 100%	5 111%	23 121%	5 126%	6 174%	4 100%	4 100%	4 114%	17 123%	4 161%	6 138%	4 100%	2 100%	1 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - L/M/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q3125 Why didn't technology help in achieving your goal? Please select all that apply.

Base: Technology Didn't Help Reach Goal

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Unemp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	37	10	10	5	8	11	14	12	25	12	4	7	11	26	11	26	24	11	21	16
Weighted Base	33*	8**	7**	6**	10**	10**	9**	14**	26**	7**	2**	4**	11**	22**	11**	22**	22**	10**	18**	16**
It didn't capture or keep my interest.	12 38%	2 26%	4 56%	2 31%	4 40%	3 27%	3 37%	6 46%	10 38%	3 37%	1 46%	1 30%	6 53%	6 30%	6 53%	6 30%	8 35%	4 43%	6 36%	6 39%
It was too much work to keep up with.	12 36%	4 46%	2 24%	-	6 55%	1 10%	4 47%	7 47%	9 37%	2 31%	2 72%	2 51%	2 22%	9 42%	2 22%	9 42%	9 40%	2 16%	4 24%	8 49%
I was uncomfortable sharing my information.	3 9%	1 8%	1 8%	-	1 8%	1 12%	1 10%	1 6%	2 9%	1 9%	1 43%	1 12%	1 7%	2 10%	1 7%	2 10%	1 6%	1 7%	1 7%	2 11%
It was too expensive.	2 6%	-	1 10%	-	1 8%	* 4%	1 8%	1 6%	1 3%	1 15%	-	-	1 11%	1 3%	1 11%	1 3%	2 9%	-	1 6%	1 5%
It was a poorly designed program.	1 2%	-	1 8%	-	-	1 5%	* 2%	-	1 2%	* 3%	* 11%	1 12%	-	1 4%	-	1 4%	1 2%	* 2%	1 3%	* 1%
Other	10 31%	3 39%	2 26%	4 69%	1 13%	6 57%	1 13%	3 25%	10 39%	* 5%	-	* 7%	5 43%	6 25%	5 43%	6 25%	6 29%	4 41%	6 36%	4 26%
Sigma	40 122%	10 120%	9 132%	6 100%	13 125%	11 115%	11 117%	18 130%	33 128%	7 100%	4 172%	5 112%	15 137%	25 114%	15 137%	25 114%	26 122%	11 110%	20 112%	20 132%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q3130 Which of the following describe why you have never used technology to help set or achieve goals? Please select all that apply.

Base: Never Used Technology To Set/Achieve Goal

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1012	265	274	266	207	117	121	204	280	290	503	54	59	104	139	147	509	63	62	100	141	143
Weighted Base	921	220	302	223	175	101*	133*	172	238	278	439	43**	69*	95*	108*	125*	482	58*	64*	77*	130*	152
I don't have a need for it.	480 52%	121 55%	167 55%	107 48%	85 48%	53 53%	56 42%	85 49%	116 49%	169 61%	237 54%	27 64%	28 40%	49 51%	61 56%	73 58%	243 50%	26 45%	28 44%	36 47%	55 43%	97 63%
I prefer not to.	252 27%	59 27%	73 24%	69 31%	51 29%	15 15%	36 27%	43 25%	82 34%	76 28%	117 27%	6 15%	21 31%	20 21%	34 31%	36 28%	135 28%	9 15%	15 24%	22 29%	48 37%	41 27%
I am uncomfortable sharing my information.	150 16%	29 13%	50 17%	39 17%	32 18%	10 10%	22 16%	18 10%	53 22%	47 17%	58 13%	5 12%	7 10%	13 14%	16 15%	18 14%	91 19%	5 9%	15 23%	5 6%	37 28%	30 20%
I haven't found a program that does what I need.	125 14%	27 12%	39 13%	40 18%	20 11%	19 19%	19 15%	33 19%	24 10%	31 11%	67 15%	2 5%	12 18%	22 23%	13 12%	17 14%	58 12%	17 29%	7 11%	11 14%	10 8%	13 9%
It's too expensive.	111 12%	24 11%	41 14%	27 12%	18 10%	12 12%	18 14%	16 9%	36 15%	29 11%	36 8%	2 4%	4 5%	7 8%	10 9%	14 11%	75 16%	10 17%	15 23%	9 11%	26 20%	16 10%
I don't know how.	96 10%	20 9%	32 11%	23 10%	20 12%	9 9%	19 14%	12 7%	24 10%	32 12%	44 10%	5 12%	10 14%	8 8%	7 6%	14 11%	52 11%	4 7%	9 14%	4 5%	17 13%	18 12%
Other	53 6%	17 8%	13 4%	12 6%	11 6%	8 8%	5 4%	12 7%	10 4%	18 6%	23 5%	3 6%	3 4%	6 6%	5 5%	7 5%	30 6%	5 9%	2 3%	7 9%	5 4%	11 7%
Sigma	1266 137%	297 135%	415 137%	318 142%	236 134%	126 125%	175 131%	218 127%	345 145%	403 145%	582 132%	50 118%	84 123%	124 131%	145 135%	178 142%	684 142%	75 131%	91 141%	94 122%	199 153%	225 148%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - L/M/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Q3130 Which of the following describe why you have never used technology to help set or achieve goals? Please select all that apply.

Base: Never Used Technology To Set/Achieve Goal

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Unemp.	Student	Retired	Yes	No	Yes	No	Homeowner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1012	478	196	109	132	400	318	294	441	571	31	320	180	832	145	867	687	288	549	463
Weighted Base	921	365	168	103*	188	452	241	228	397	524	37**	306	194*	727	158*	763	624	274	531	391
I don't have a need for it.	480 52%	187 51%	87 52%	51 49%	113 60%	229 51%	130 54%	121 53%	209 52%	271 52%	27 71%	180 59%	85 44%	395 54%	62 39%	418 55%	331 53%	143 52%	261 49%	218 56%
I prefer not to.	252 27%	95 26%	43 26%	38 37% be	43 23%	117 26%	66 28%	69 30%	96 24%	155 30%	5 14%	96 31%	62 32%	190 26%	58 37% P	194 25%	171 27%	75 27%	158 30%	93 24%
I am uncomfortable sharing my information.	150 16%	61 17%	26 15%	19 18%	30 16%	68 15%	46 19%	36 16%	66 17%	84 16%	5 12%	53 17%	20 10%	130 18% m	18 11%	132 17%	110 18%	38 14%	96 18%	54 14%
I haven't found a program that does what I need.	125 14%	42 12%	31 18% b	18 17%	30 16%	70 16% G	20 8%	35 15% G	59 15%	66 13%	4 10%	33 11%	31 16%	95 13%	26 17%	99 13%	94 15%	31 11%	75 14%	50 13%
It's too expensive.	111 12%	61 17% DE	22 13% E	7 7%	9 5%	59 13%	33 14%	19 8%	43 11%	68 13% I	4 11%	32 10%	19 10%	92 13%	15 9%	96 13%	72 12%	37 13%	66 12%	45 12%
I don't know how.	96 10%	44 12% de	28 16% DE	5 5%	11 6%	56 12%	19 8%	20 9%	37 9%	58 11%	3 8%	40 13%	18 9%	77 11%	14 9%	82 11%	57 9%	32 12%	59 11%	36 9%
Other	53 6%	18 5%	8 5%	5 4%	12 6%	23 5%	13 5%	17 8%	24 6%	29 6%	2 5%	17 6%	6 3%	48 7%	5 3%	48 6%	35 6%	12 4%	31 6%	22 6%
Sigma	1266 137%	507 139%	244 145%	141 138%	249 132%	621 137%	328 136%	317 139%	534 134%	732 140%	49 132%	451 147%	240 123%	1026 141%	197 125%	1069 140%	871 139%	368 134%	747 141%	519 133%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

1	1	Q3105 Which of the following types of technology, if any, have you used to set or achieve a specific goal such as losing weight, quitting smoking, better management of money, learning a new skill or concept, etc.? Please select all that apply.
2	2	Q3105 Which of the following types of technology, if any, have you used to set or achieve a specific goal such as losing weight, quitting smoking, better management of money, learning a new skill or concept, etc.? Please select all that apply.
3	3	Q3110 You indicated you have used technology to set or achieve a specific goal. What was the goal you were trying to achieve? Please select all that apply.
4	4	Q3110 You indicated you have used technology to set or achieve a specific goal. What was the goal you were trying to achieve? Please select all that apply.
5	5	Q3115 How successful were you in achieving your goal? If you have set or achieved more than one goal using technology, please think of the most recent time when answering this question.
6	6	Q3115 How successful were you in achieving your goal? If you have set or achieved more than one goal using technology, please think of the most recent time when answering this question.
7	7	Q3120 How much do you attribute your success to the use of technology?
8	8	Q3120 How much do you attribute your success to the use of technology?
9	9	Q3125 Why didn't technology help in achieving your goal? Please select all that apply.
10	10	Q3125 Why didn't technology help in achieving your goal? Please select all that apply.
11	11	Q3130 Which of the following describe why you have never used technology to help set or achieve goals? Please select all that apply.
12	12	Q3130 Which of the following describe why you have never used technology to help set or achieve goals? Please select all that apply.