

**YouGov**  
**Snapchat Spectacles**

US\_nat Sample: 26th - 27th September 2016



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIS\_q1. Over the weekend Snapchat announced they will be releasing "Spectacles" this fall. "Spectacles" are smart glasses which look like sunglasses that can record 10 second video clips with a first-person view. The footage can then be directly transferred to the users Snapchat app. The expected price will be \$129.99. Based on this information how interested, if at all, would you be in purchasing "Spectacles"?

Unweighted base	1119	494	625	276	385	458	219	257	431	212	818	116	106	79
<b>Base: All US adults</b>	1101	542	559	336	360	405	206	233	445	216	726	131	165	79
Very interested	4%	4%	4%	6%	5%	1%	5%	3%	4%	3%	2%	10%	4%	9%
Somewhat interested	9%	10%	8%	15%	8%	6%	7%	8%	11%	9%	8%	11%	16%	7%
Not very interested	17%	16%	17%	17%	19%	14%	19%	16%	17%	15%	16%	14%	15%	28%
Not at all interested	70%	70%	71%	61%	69%	79%	69%	73%	68%	73%	74%	64%	65%	56%

ZIS\_q2. How comfortable or uncomfortable would you be if a stranger was wearing Spectacles around you?

Unweighted base	1119	494	625	276	385	458	219	257	431	212	818	116	106	79
<b>Base: All US adults</b>	1101	542	559	336	360	405	206	233	445	216	726	131	165	79
Very comfortable	6%	8%	4%	7%	6%	5%	5%	6%	5%	7%	6%	8%	3%	5%
Somewhat comfortable	7%	8%	5%	11%	4%	5%	9%	7%	5%	7%	5%	9%	10%	7%
Neither comfortable nor uncomfortable	25%	29%	21%	24%	25%	26%	24%	20%	31%	19%	21%	31%	38%	25%
Somewhat uncomfortable	21%	20%	23%	27%	19%	20%	21%	22%	20%	24%	24%	15%	16%	22%
Very uncomfortable	25%	19%	32%	18%	31%	27%	26%	29%	23%	25%	29%	22%	12%	27%
Don't know	16%	16%	16%	14%	16%	18%	15%	15%	16%	18%	15%	16%	22%	13%
Net: Comfortable	12%	16%	9%	18%	10%	9%	13%	13%	11%	13%	11%	17%	13%	13%
Net: Not comfortable	47%	39%	55%	45%	50%	46%	47%	51%	43%	50%	53%	36%	28%	49%

ZIS\_q2a. How comfortable or uncomfortable would you be if a friend was wearing Spectacles around you?

Unweighted base	1119	494	625	276	385	458	219	257	431	212	818	116	106	79
<b>Base: All US adults</b>	1101	542	559	336	360	405	206	233	445	216	726	131	165	79
Very comfortable	9%	11%	7%	11%	9%	7%	11%	6%	9%	9%	9%	12%	7%	9%
Somewhat comfortable	11%	11%	11%	18%	7%	8%	13%	10%	11%	10%	12%	10%	8%	12%
Neither comfortable nor uncomfortable	30%	32%	28%	28%	32%	30%	23%	29%	35%	29%	25%	36%	49%	27%
Somewhat uncomfortable	20%	18%	22%	21%	19%	20%	24%	23%	18%	18%	24%	14%	8%	20%
Very uncomfortable	15%	13%	18%	9%	16%	20%	15%	18%	12%	20%	18%	11%	7%	17%
Don't know	15%	15%	14%	13%	17%	14%	14%	14%	15%	15%	13%	17%	20%	15%
Net: Comfortable	20%	22%	18%	29%	16%	16%	25%	17%	20%	18%	20%	22%	15%	21%
Net: Not comfortable	35%	31%	40%	31%	35%	40%	39%	40%	30%	38%	42%	25%	16%	37%

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US\_nat Sample: 26th - 27th September 2016



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

ZIS\_q1. Over the weekend Snapchat announced they will be releasing "Spectacles" this fall. "Spectacles" are smart glasses which look like sunglasses that can record 10 second video clips with a first-person view. The footage can then be directly transferred to the users Snapchat app. The expected price will be \$129.99. Based on this information how interested, if at all, would you be in purchasing "Spectacles"?

Unweighted base	1119	403	381	215	120	609	15	116	50	271	58
<b>Base: All US adults</b>	1101	466	344	189	102	567	16	105	46	312	54
Very interested	4%	4%	4%	4%	5%	4%	29%	3%	-	3%	3%
Somewhat interested	9%	10%	9%	9%	6%	8%	24%	5%	2%	14%	8%
Not very interested	17%	15%	19%	18%	15%	17%	5%	19%	8%	17%	15%
Not at all interested	70%	71%	69%	70%	74%	71%	42%	73%	89%	65%	74%

ZIS\_q2. How comfortable or uncomfortable would you be if a stranger was wearing Spectacles around you?

Unweighted base	1119	403	381	215	120	609	15	116	50	271	58
<b>Base: All US adults</b>	1101	466	344	189	102	567	16	105	46	312	54
Very comfortable	6%	5%	6%	6%	6%	6%	4%	2%	2%	6%	7%
Somewhat comfortable	7%	5%	9%	7%	5%	6%	21%	7%	-	8%	3%
Neither comfortable nor uncomfortable	25%	29%	25%	18%	19%	23%	44%	34%	28%	25%	23%
Somewhat uncomfortable	21%	15%	24%	31%	23%	21%	-	22%	11%	25%	23%
Very uncomfortable	25%	24%	24%	28%	32%	28%	10%	27%	28%	19%	27%
Don't know	16%	21%	12%	10%	16%	16%	21%	7%	31%	17%	16%
Net: Comfortable	12%	10%	15%	13%	10%	12%	26%	9%	2%	14%	10%
Net: Not comfortable	47%	39%	48%	59%	55%	49%	10%	49%	39%	44%	51%

ZIS\_q2a. How comfortable or uncomfortable would you be if a friend was wearing Spectacles around you?

Unweighted base	1119	403	381	215	120	609	15	116	50	271	58
<b>Base: All US adults</b>	1101	466	344	189	102	567	16	105	46	312	54
Very comfortable	9%	9%	9%	8%	6%	7%	27%	7%	10%	11%	11%
Somewhat comfortable	11%	8%	13%	14%	10%	11%	10%	9%	4%	11%	18%
Neither comfortable nor uncomfortable	30%	35%	28%	24%	26%	28%	28%	41%	33%	32%	23%
Somewhat uncomfortable	20%	13%	25%	24%	28%	21%	-	23%	10%	20%	24%
Very uncomfortable	15%	15%	14%	19%	14%	19%	14%	15%	20%	10%	8%
Don't know	15%	19%	10%	11%	15%	14%	21%	6%	23%	16%	15%
Net: Comfortable	20%	17%	22%	23%	17%	19%	37%	16%	14%	22%	29%
Net: Not comfortable	35%	28%	39%	43%	42%	39%	14%	38%	30%	30%	33%

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US\_nat Sample: 26th - 27th September 2016



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIS\_q1. Over the weekend Snapchat announced they will be releasing "Spectacles" this fall. "Spectacles" are smart glasses which look like sunglasses that can record 10 second video clips with a first-person view. The footage can then be directly transferred to the users Snapchat app. The expected price will be \$129.99. Based on this information how interested, if at all, would you be in purchasing "Spectacles"?

Unweighted base	1119	334	785	418	324	226	151
<b>Base: All US adults</b>	1101	325	776	425	314	219	142
Very interested	4%	9%	2%	5%	5%	2%	2%
Somewhat interested	9%	14%	7%	13%	9%	5%	6%
Not very interested	17%	18%	16%	19%	16%	17%	11%
Not at all interested	70%	60%	75%	64%	70%	76%	81%

ZIS\_q2. How comfortable or uncomfortable would you be if a stranger was wearing Spectacles around you?

Unweighted base	1119	334	785	418	324	226	151
<b>Base: All US adults</b>	1101	325	776	425	314	219	142
Very comfortable	6%	7%	5%	5%	9%	4%	3%
Somewhat comfortable	7%	9%	6%	7%	9%	5%	2%
Neither comfortable nor uncomfortable	25%	24%	25%	27%	23%	27%	20%
Somewhat uncomfortable	21%	20%	22%	19%	21%	26%	24%
Very uncomfortable	25%	27%	25%	26%	23%	25%	27%
Don't know	16%	13%	17%	16%	15%	14%	23%
Net: Comfortable	12%	16%	11%	12%	18%	9%	5%
Net: Not comfortable	47%	47%	47%	45%	44%	51%	52%

ZIS\_q2a. How comfortable or uncomfortable would you be if a friend was wearing Spectacles around you?

Unweighted base	1119	334	785	418	324	226	151
<b>Base: All US adults</b>	1101	325	776	425	314	219	142
Very comfortable	9%	12%	7%	9%	13%	5%	3%
Somewhat comfortable	11%	13%	10%	11%	13%	11%	7%
Neither comfortable nor uncomfortable	30%	30%	30%	33%	28%	31%	24%
Somewhat uncomfortable	20%	18%	21%	17%	21%	23%	22%
Very uncomfortable	15%	14%	16%	14%	14%	17%	22%
Don't know	15%	12%	16%	16%	11%	13%	21%
Net: Comfortable	20%	26%	17%	20%	26%	16%	11%
Net: Not comfortable	35%	33%	37%	30%	35%	40%	45%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

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Unweighted base	1119	936	415	321	409	84	311	81	325	24	167	8	45	18	155
<b>Base: All US adults</b>	1101	916	419	304	433	85	293	87	336	35	189	8	45	19	159
Very interested	4%	4%	5%	4%	6%	10%	3%	9%	8%	5%	11%	23%	-	-	2%
Somewhat interested	9%	9%	9%	8%	12%	16%	8%	8%	13%	11%	14%	11%	10%	19%	7%
Not very interested	17%	18%	22%	21%	20%	27%	25%	19%	21%	35%	25%	11%	20%	27%	12%
Not at all interested	70%	69%	64%	67%	61%	48%	64%	64%	58%	48%	50%	55%	70%	54%	79%

ZIS\_q2. How comfortable or uncomfortable would you be if a stranger was wearing Spectacles around you?

Unweighted base	1119	936	415	321	409	84	311	81	325	24	167	8	45	18	155
<b>Base: All US adults</b>	1101	916	419	304	433	85	293	87	336	35	189	8	45	19	159
Very comfortable	6%	6%	8%	7%	9%	11%	5%	11%	9%	5%	9%	34%	8%	5%	3%
Somewhat comfortable	7%	7%	8%	8%	11%	8%	6%	5%	10%	2%	11%	11%	12%	4%	2%
Neither comfortable nor uncomfortable	25%	25%	23%	24%	26%	24%	25%	22%	25%	30%	26%	13%	20%	3%	24%
Somewhat uncomfortable	21%	21%	21%	24%	22%	16%	27%	30%	23%	43%	27%	20%	22%	4%	19%
Very uncomfortable	25%	25%	27%	22%	19%	25%	29%	23%	23%	18%	19%	22%	20%	25%	25%
Don't know	16%	15%	13%	15%	13%	17%	9%	9%	11%	2%	8%	-	18%	59%	26%
Net: Comfortable	12%	13%	16%	14%	20%	18%	10%	16%	18%	8%	20%	45%	20%	9%	5%
Net: Not comfortable	47%	47%	48%	47%	41%	40%	56%	53%	46%	61%	45%	42%	42%	30%	45%

ZIS\_q2a. How comfortable or uncomfortable would you be if a friend was wearing Spectacles around you?

Unweighted base	1119	936	415	321	409	84	311	81	325	24	167	8	45	18	155
<b>Base: All US adults</b>	1101	916	419	304	433	85	293	87	336	35	189	8	45	19	159
Very comfortable	9%	10%	13%	9%	14%	21%	9%	14%	13%	8%	14%	34%	7%	-	2%
Somewhat comfortable	11%	12%	13%	13%	14%	9%	15%	12%	16%	13%	20%	11%	19%	4%	4%
Neither comfortable nor uncomfortable	30%	30%	27%	31%	30%	27%	28%	25%	28%	45%	30%	35%	19%	18%	30%
Somewhat uncomfortable	20%	20%	20%	19%	19%	13%	25%	29%	22%	17%	19%	20%	17%	4%	18%
Very uncomfortable	15%	14%	15%	14%	11%	14%	14%	11%	11%	7%	8%	-	16%	-	19%
Don't know	15%	13%	12%	14%	13%	15%	8%	10%	11%	10%	10%	-	21%	74%	26%
Net: Comfortable	20%	22%	26%	22%	28%	30%	25%	25%	28%	21%	34%	45%	26%	4%	7%
Net: Not comfortable	35%	35%	35%	33%	30%	28%	39%	40%	33%	24%	27%	20%	33%	4%	37%

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US\_nat Sample: 26th - 27th September 2016



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIS\_q4a. In which, if any of the following locations do you think it would be appropriate to wear Spectacles? Please select all that apply.

Unweighted base	1119	494	625	276	385	458	219	257	431	212	818	116	106	79
<b>Base: All US adults</b>	1101	542	559	336	360	405	206	233	445	216	726	131	165	79
In a restaurant	12%	17%	7%	16%	12%	8%	12%	10%	12%	13%	9%	11%	20%	17%
At work	8%	11%	5%	10%	7%	8%	8%	9%	6%	6%	11%	11%	13%	
At home	48%	50%	46%	56%	47%	42%	43%	47%	50%	49%	48%	41%	50%	54%
At a concert or sports event	35%	37%	34%	39%	33%	33%	36%	38%	31%	40%	36%	36%	29%	37%
While on public transportation	17%	21%	12%	18%	16%	16%	13%	18%	19%	15%	17%	18%	12%	25%
At the gym	10%	14%	6%	14%	8%	9%	8%	11%	10%	12%	9%	12%	13%	11%
Public places (e.g., parks, malls, etc.)	28%	33%	23%	31%	25%	28%	24%	29%	29%	28%	27%	29%	27%	31%
Other	6%	8%	3%	8%	5%	4%	3%	4%	8%	4%	5%	4%	7%	11%
Not applicable - I don't think any locations would be appropriate	31%	27%	35%	21%	34%	36%	36%	32%	28%	32%	33%	24%	32%	22%

ZIS\_qgoogle\_aware. Have you ever heard of Google Glass?

Unweighted base	1119	494	625	276	385	458	219	257	431	212	818	116	106	79
<b>Base: All US adults</b>	1101	542	559	336	360	405	206	233	445	216	726	131	165	79
Yes, and I know what it is	34%	43%	26%	49%	36%	20%	34%	32%	35%	36%	36%	30%	28%	45%
Yes, but I've only heard the name	24%	22%	26%	20%	24%	28%	22%	28%	23%	25%	24%	23%	26%	24%
No, I have never heard of Google Glass	41%	35%	47%	31%	40%	52%	44%	40%	42%	39%	41%	47%	46%	31%

ZIS\_q3. Do you believe this product compares positively or negatively to Google Glass?

Unweighted base	640	314	326	177	244	219	121	152	239	128	478	59	50	53
<b>Base: All US adults aware of Google Glass</b>	644	350	295	232	218	194	115	139	258	132	431	69	89	55
Much more positively	4%	5%	3%	5%	4%	3%	3%	4%	3%	7%	3%	10%	3%	7%
Somewhat more positively	11%	12%	10%	16%	10%	6%	7%	9%	16%	6%	9%	22%	16%	8%
Neither positively nor negatively	42%	40%	44%	38%	49%	38%	45%	44%	39%	43%	42%	31%	54%	40%
Somewhat more negatively	12%	12%	11%	17%	10%	7%	10%	13%	11%	13%	12%	12%	5%	14%
Much more negatively	6%	7%	4%	6%	6%	5%	3%	8%	6%	6%	5%	5%	9%	5%
Don't know	26%	24%	28%	17%	22%	42%	32%	22%	25%	25%	29%	21%	13%	27%
Net: Positively	15%	17%	13%	21%	14%	9%	11%	13%	19%	13%	11%	32%	19%	14%
Net: Negatively	17%	19%	16%	24%	16%	11%	13%	21%	16%	20%	18%	17%	14%	19%

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US\_nat Sample: 26th - 27th September 2016



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

ZIS\_q4a. In which, if any of the following locations do you think it would be appropriate to wear Spectacles? Please select all that apply.

Unweighted base	1119	403	381	215	120	609	15	116	50	271	58
<b>Base: All US adults</b>	1101	466	344	189	102	567	16	105	46	312	54
In a restaurant	12%	9%	15%	14%	7%	10%	16%	19%	8%	14%	4%
At work	8%	8%	9%	11%	3%	7%	6%	13%	9%	9%	8%
At home	48%	47%	46%	53%	51%	44%	69%	48%	39%	56%	46%
At a concert or sports event	35%	29%	42%	43%	27%	32%	16%	42%	28%	39%	44%
While on public transportation	17%	13%	22%	21%	10%	13%	10%	22%	10%	23%	17%
At the gym	10%	9%	11%	12%	7%	7%	14%	14%	2%	17%	3%
Public places (e.g., parks, malls, etc.)	28%	25%	31%	32%	19%	25%	11%	30%	20%	33%	32%
Other	6%	5%	7%	6%	2%	5%	-	6%	5%	8%	5%
Not applicable - I don't think any locations would be appropriate	31%	35%	27%	28%	33%	35%	20%	31%	41%	23%	27%

ZIS\_qgoogle\_aware. Have you ever heard of Google Glass?

Unweighted base	1119	403	381	215	120	609	15	116	50	271	58
<b>Base: All US adults</b>	1101	466	344	189	102	567	16	105	46	312	54
Yes, and I know what it is	34%	24%	39%	44%	49%	31%	35%	29%	15%	45%	41%
Yes, but I've only heard the name	24%	24%	23%	24%	28%	26%	17%	30%	18%	19%	25%
No, I have never heard of Google Glass	41%	52%	38%	32%	23%	43%	48%	41%	67%	36%	34%

ZIS\_q3. Do you believe this product compares positively or negatively to Google Glass?

Unweighted base	640	183	225	140	92	344	6	68	18	167	37
<b>Base: All US adults aware of Google Glass</b>	644	222	214	129	79	323	8	62	15	199	36
Much more positively	4%	5%	4%	4%	1%	5%	10%	3%	-	3%	7%
Somewhat more positively	11%	13%	12%	7%	8%	8%	11%	10%	-	18%	5%
Neither positively nor negatively	42%	37%	48%	41%	42%	45%	54%	40%	13%	39%	46%
Somewhat more negatively	12%	10%	8%	17%	14%	11%	-	6%	19%	16%	6%
Much more negatively	6%	8%	4%	7%	3%	5%	-	10%	12%	7%	-
Don't know	26%	27%	24%	24%	32%	27%	25%	32%	56%	19%	36%
Net: Positively	15%	18%	16%	11%	9%	13%	21%	13%	-	20%	12%
Net: Negatively	17%	18%	12%	24%	17%	16%	-	15%	31%	23%	6%

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIS\_q4a. In which, if any of the following locations do you think it would be appropriate to wear Spectacles? Please select all that apply.

Unweighted base	1119	334	785	418	324	226	151
<b>Base: All US adults</b>	1101	325	776	425	314	219	142
In a restaurant	12%	12%	11%	11%	18%	9%	5%
At work	8%	9%	8%	9%	10%	6%	4%
At home	48%	51%	47%	48%	51%	46%	43%
At a concert or sports event	35%	34%	36%	32%	38%	40%	30%
While on public transportation	17%	16%	17%	17%	21%	13%	11%
At the gym	10%	7%	11%	10%	14%	8%	5%
Public places (e.g., parks, malls, etc.)	28%	25%	29%	25%	35%	27%	21%
Other	6%	5%	6%	8%	5%	3%	6%
Not applicable - I don't think any locations would be appropriate	31%	29%	32%	28%	27%	35%	42%

ZIS\_qgoogle\_aware. Have you ever heard of Google Glass?

Unweighted base	1119	334	785	418	324	226	151
<b>Base: All US adults</b>	1101	325	776	425	314	219	142
Yes, and I know what it is	34%	34%	35%	27%	38%	50%	25%
Yes, but I've only heard the name	24%	25%	23%	23%	24%	23%	29%
No, I have never heard of Google Glass	41%	41%	42%	50%	38%	28%	47%

ZIS\_q3. Do you believe this product compares positively or negatively to Google Glass?

Unweighted base	640	196	444	204	198	165	73
<b>Base: All US adults aware of Google Glass</b>	644	193	451	215	195	159	75
Much more positively	4%	8%	2%	6%	5%	2%	-
Somewhat more positively	11%	11%	11%	17%	8%	9%	4%
Neither positively nor negatively	42%	47%	40%	43%	39%	49%	30%
Somewhat more negatively	12%	9%	13%	8%	14%	15%	7%
Much more negatively	6%	5%	6%	4%	8%	7%	3%
Don't know	26%	20%	28%	22%	26%	18%	56%
Net: Positively	15%	19%	13%	23%	13%	11%	4%
Net: Negatively	17%	14%	19%	12%	22%	22%	10%

**YouGov**  
**Snapchat Spectacles**

US\_nat Sample: 26th - 27th September 2016



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

ZIS\_q4a. In which, if any of the following locations do you think it would be appropriate to wear Spectacles? Please select all that apply.

Unweighted base	1119	936	415	321	409	84	311	81	325	24	167	8	45	18	155
<b>Base: All US adults</b>	1101	916	419	304	433	85	293	87	336	35	189	8	45	19	159
In a restaurant	12%	11%	15%	17%	18%	18%	9%	18%	13%	21%	18%	23%	12%	15%	10%
At work	8%	9%	9%	10%	13%	12%	5%	12%	8%	3%	7%	23%	4%	15%	6%
At home	48%	49%	53%	53%	54%	56%	51%	67%	52%	63%	57%	56%	56%	18%	36%
At a concert or sports event	35%	37%	43%	45%	40%	42%	42%	54%	45%	49%	44%	31%	37%	19%	23%
While on public transportation	17%	18%	19%	27%	24%	20%	17%	32%	16%	14%	20%	34%	27%	15%	11%
At the gym	10%	10%	11%	11%	15%	18%	8%	12%	11%	18%	13%	-	11%	9%	6%
Public places (e.g., parks, malls, etc.)	28%	29%	32%	38%	37%	38%	27%	43%	29%	27%	30%	42%	32%	15%	22%
Other	6%	5%	6%	7%	7%	9%	5%	10%	5%	17%	4%	-	12%	31%	12%
Not applicable - I don't think any locations would be appropriate	31%	30%	25%	23%	21%	22%	30%	9%	20%	5%	17%	-	28%	49%	45%

ZIS\_qgoogle\_aware. Have you ever heard of Google Glass?

Unweighted base	1119	936	415	321	409	84	311	81	325	24	167	8	45	18	155
<b>Base: All US adults</b>	1101	916	419	304	433	85	293	87	336	35	189	8	45	19	159
Yes, and I know what it is	34%	34%	49%	48%	47%	57%	44%	66%	48%	64%	51%	79%	42%	9%	19%
Yes, but I've only heard the name	24%	24%	22%	23%	20%	16%	23%	22%	20%	26%	21%	-	32%	8%	28%
No, I have never heard of Google Glass	41%	41%	29%	29%	33%	27%	34%	12%	32%	10%	28%	21%	26%	83%	53%

ZIS\_q3. Do you believe this product compares positively or negatively to Google Glass?

Unweighted base	640	532	287	226	264	61	199	72	214	22	114	6	34	4	78
<b>Base: All US adults aware of Google Glass</b>	644	537	298	215	289	62	195	76	227	32	136	6	33	3	75
Much more positively	4%	4%	5%	4%	6%	13%	3%	7%	6%	6%	10%	30%	6%	-	-
Somewhat more positively	11%	11%	13%	10%	17%	17%	14%	14%	17%	23%	18%	14%	13%	-	4%
Neither positively nor negatively	42%	43%	37%	44%	39%	34%	38%	34%	35%	32%	30%	14%	38%	26%	49%
Somewhat more negatively	12%	12%	13%	11%	10%	7%	15%	15%	12%	3%	16%	29%	8%	-	11%
Much more negatively	6%	5%	9%	5%	9%	6%	8%	5%	6%	22%	9%	14%	6%	-	6%
Don't know	26%	25%	22%	26%	20%	22%	23%	25%	24%	13%	17%	-	29%	74%	31%
Net: Positively	15%	16%	18%	14%	23%	30%	16%	21%	23%	29%	27%	43%	19%	-	4%
Net: Negatively	17%	17%	22%	16%	19%	13%	23%	20%	18%	26%	26%	42%	13%	-	16%