## Table 4: Sentiment Analysis—Behavioral Comparison

| | | Positive | Negative | Neutral | Valid *n* |
|---|---|---|---|---|---|
| **All participants** | | 1228 (94.2%) | 258 (19.8%) | 1295 (99.4%) | 1303 |
| How would you rate your overall health? | Poor | 44 (91.7%) | 11 (22.9%) | 48 (100%) | 48 |
| | Fair | 208 (92.4%) | 60 (26.7%) | 225 (100%) | 225 |
| | Average | 344 (94.5%) | 82 (22.5%) | 362 (99.5%) | 364 |
| | Good | 498 (94.5%) | 84 (15.9%) | 522 (99.1%) | 527 |
| | Excellent | 134 (96.4%) | 21 (15.1%) | 138 (99.3%) | 139 |
| | Sig. | 0.52 | 0.004** | 0.608 | |
| How clearly can you imagine your future self generally? | Not at all clearly | 111 (88.1%) | 46 (36.5%) | 126 (100%) | 126 |
| | Slightly clearly | 309 (95.1%) | 79 (24.3%) | 325 (100%) | 325 |
| | Moderately clearly | 453 (94.4%) | 78 (16.3%) | 476 (99.2%) | 480 |
| | Very clearly | 238 (94.8%) | 36 (14.3%) | 250 (99.6%) | 251 |
| | Extremely clearly | 117 (96.7%) | 19 (15.7%) | 118 (97.5%) | 121 |
| | Sig. | 0.030* | <0.001** | 0.036* | |
| How connected do you feel to your future self generally? | Not at all connected | 138 (91.4%) | 49 (32.5%) | 151 (100%) | 151 |
| | Slightly connected | 286 (92.9%) | 73 (23.7%) | 307 (99.7%) | 308 |
| | Moderately connected | 396 (95.2%) | 73 (17.5%) | 412 (99%) | 416 |
| | Very connected | 292 (95.1%) | 46 (15%) | 307 (100%) | 307 |
| | Extremely connected | 116 (95.9%) | 17 (14%) | 118 (97.5%) | 121 |
| | Sig. | 0.281 | <0.001** | 0.027* | |
| Experience of loneliness[1] | Not lonely | 681 (95.9%) | 106 (14.9%) | 707 (99.6%) | 710 |
| | Lonely | 547 (92.2%) | 152 (25.6%) | 588 (99.2%) | 593 |
| | Sig. | 0.005 | <0.001 | 0.333 | |
| How would you rate your overall level of experience with technology? | Not experienced at all | 44 (88%) | 17 (34%) | 50 (100%) | 50 |
| | A little experienced | 256 (95.5%) | 65 (24.3%) | 267 (99.6%) | 268 |
| | Somewhat experienced | 435 (92.9%) | 92 (19.7%) | 465 (99.4%) | 468 |
| | Quite experienced | 317 (96.1%) | 51 (15.5%) | 328 (99.4%) | 330 |
| | Very experienced | 176 (94.1%) | 33 (17.6%) | 185 (98.9%) | 187 |
| | Sig. | 0.097 | 0.007** | 0.877 | |
| How would you rate your overall level of trust in technology? | Very low trust | 37 (84.1%) | 14 (31.8%) | 44 (100%) | 44 |
| | Low trust | 160 (92.5%) | 55 (31.8%) | 173 (100%) | 173 |
| | Some trust | 657 (95.1%) | 114 (16.5%) | 689 (99.7%) | 691 |
| | High trust | 291 (94.2%) | 61 (19.7%) | 304 (98.4%) | 309 |
| | Very high trust | 82 (96.5%) | 14 (16.5%) | 84 (98.8%) | 85 |
| | Sig. | 0.026* | <0.001** | 0.089 | |
| How interested are you in learning about new technologies? | Not interested at all | 102 (92.7%) | 31 (28.2%) | 110 (100%) | 110 |
| | A little interested | 253 (92%) | 70 (25.5%) | 274 (99.6%) | 275 |
| | Somewhat interested | 408 (95.1%) | 73 (17%) | 425 (99.1%) | 429 |
| | Quite interested | 284 (95%) | 54 (18.1%) | 298 (99.7%) | 299 |
| | Very interested | 181 (95.3%) | 30 (15.8%) | 188 (98.9%) | 190 |
| | Sig. | 0.371 | 0.005** | 0.617 | |
| How would you rate yourself as being an avoider or an early adopter of new technology? | Avoid as long as possible | 111 (87.4%) | 43 (33.9%) | 127 (100%) | 127 |
| | Try after most others have tried | 316 (95.2%) | 66 (19.9%) | 331 (99.7%) | 332 |
| | Try after many others have tried | 413 (95.2%) | 78 (18%) | 430 (99.1%) | 434 |
| | Try after few others have tried | 248 (95.4%) | 51 (19.6%) | 258 (99.2%) | 260 |
| | Try as soon as possible | 140 (93.3%) | 20 (13.3%) | 149 (99.3%) | 150 |
| | Sig. | 0.011* | <0.001** | 0.717 | |
| Do you think your retirement savings plan is currently on track? | Yes | 308 (96.9%) | 53 (16.7%) | 312 (98.1%) | 318 |
| | No | 422 (91.7%) | 109 (23.7%) | 459 (99.8%) | 460 |
| | Don't know | 109 (94.8%) | 21 (18.3%) | 115 (100%) | 115 |
| | Sig. | 0.012* | 0.047* | 0.020* | |
| To what extent have you thought about saving for retirement? | Not at all | 106 (91.4%) | 29 (25%) | 116 (100%) | 116 |
| | A little bit | 162 (91%) | 41 (23%) | 177 (99.4%) | 178 |
| | Some | 225 (94.5%) | 55 (23.1%) | 236 (99.2%) | 238 |
| | A good deal | 201 (95.7%) | 34 (16.2%) | 208 (99%) | 210 |
| | A great deal | 145 (96%) | 24 (15.9%) | 149 (98.7%) | 151 |
| | Sig. | 0.165 | 0.112 | 0.794 | |

Footnotes: Each cell shows the number of respondents, with percentage representing the proportion of the corresponding behavioral segment, that provided at least one word with the sentiment noted for each column. Significance values are based on a chi-square test of independence (*: significant at α = 0.05, **: significant at α = 0.01).
[1] Loneliness is determined using the 3-item Short Scale adaptation of the UCLA Loneliness Scale, which includes questions on relational connectedness, social connected-ness and self-perceived isolation (Hughes et al. 2004).