

## In groups

Laurie and Winifred Bauer

Q 39 asked about terms for popular people or groups, and was the positive equivalent of Q40 (which asked about loners):

**39** A very popular person or group of people can be called:

As with the previous pair of questions, the number of non-responses differs between the two members of the pair. The most common answer for this question was no response at all. (This included the answer *popular*, which was provided in the question.) There were a very large number of different responses, the vast majority occurring only once. Very little grouping of items was possible, and the terms were divided up into thematic groups to make the analysis more manageable. A large number of the responses were rather irrelevant, and this simply served to underline the fact that most students do not have a specific term for popular people. This contrasts with the answers to Q 40.

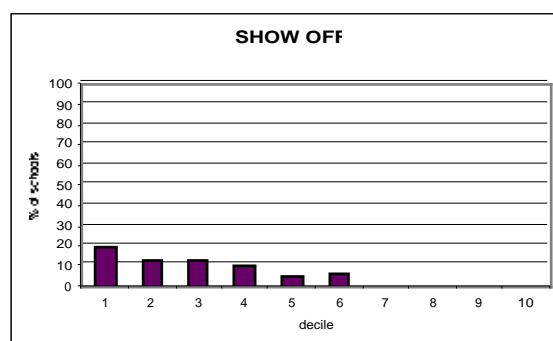
The following thematic groups were identified: words for 'popular'; words for specific groups/types of people (including the names of popular individuals, like Jonah Lomu); words for leaders; words for snobs and stuck up people; words for general groups; general purr words; general abuse words. This left a small residue of terms each of which occurred only once, which could be ignored. The seven words for 'popular' (e.g. *pops*, *the pops*, *the populars*) all occurred once only, and so were ignored.

There were 16 terms for specific groups (e.g. *Homey G's*, *spikies*, *skaties*, *three musketeers*), but all but two were reported only once. The most frequent term (with 4 reports) was *Homey G's*. Since these reports were not clustered, they were also ignored.

There were 21 different words for leaders (e.g. *leaders*, *queen bee*, *stars*, *top cat*, *stud muffin*), and only two had more than one or two reports. These were *leaders* (6) and *stars* (6). These reports were not clustered, and were also judged to be insignificant.

There were 12 different words in the 'snob/stuck up' category (e.g. *snobs*, *show off*, *fab slabs*, *catty*, *stuck up*, *high up*, *up themselves*), and the majority were single occurrence items. *Snobs* (12) and *show off(s)* (9) were the only two with sufficient reports to be worth considering further. *Snobs* was dotted round the country from Northland to Otago, with no observable pattern. *Show off* was reported from Auckland to Southland, but the distribution was rather strange, with 4 reports in Auckland and three in Southland, and the other two in the timber belt and Hawkes Bay. It is unclear whether this has any significance. However, it is perhaps worth noting that *show off* was reported only from decile 1-6 schools, which may indicate a social attitude towards popularity, see the graph on the next page.

The general words for groups were the terms which most closely answered the question as it was intended. There were still 15 different terms, with the majority reported only once, (e.g. *rad gang*, *groupies*, *the tribe*, *gangster*) but there were a small number of more frequent items. These were: *gang* (36), *cool crowd* (16), *in group* (11), *clang* (4), *the A group* (4), *the group* (4). The first three were considered further. *Gang* (precisely how this term is used was not always clear from the responses, but *the gang* was commonest) was reported from Northland to



Southland, but it was not evenly distributed across the country, although the following figures do not really indicate the clustering that was reported:

	Northern Region		Central Region		Southern Region	
	No.	% of total	No.	% of total	No.	% of total
<b>Schools</b>	57	38	78	52	14	9
<b>Gang</b>	16	44	17	47	3	8

Almost all the Central Region reports were in the northern part of the South Island, (10 reports north of Ashburton) where this term had very little opposition.

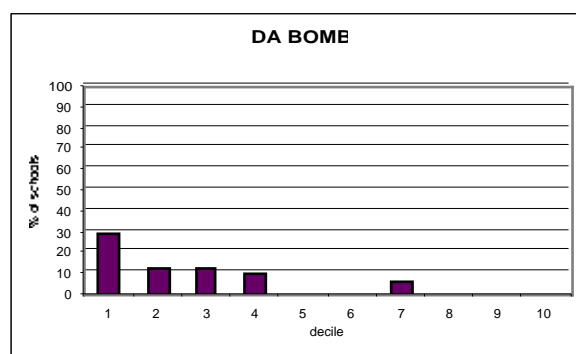
*Cool crowd* was reported from Northland to Southland, but the majority of reports were in the North Island:

	North Island		South Island	
	No.	%	No.	%
<b>Schools</b>	93	62	57	38
<b>Cool crowd</b>	14	88	2	13

(The South Island reports came from Nelson and Southland.)

*In group* was reported from Northland to central Otago, with no sign of regionalisation.

The other terms in this group showed no sign of clustering, and were ignored. 21 general purr words were reported, but the majority were still single occurrence (e.g. *hotshot*, *staunch*, *tops*, *groovy*, *the best*, *super*, *cool eggs*, *choice*, *hip*, *sweet*). There were three terms with higher frequency: *cool* (25), *da bomb* (9), *the man* (7). *Cool* was dotted throughout the country with no sign of patterning, although there was a little patch of popularity in Auckland (7 reports). *Da bomb* was also found from Northland to Southland, but there was only one report in the South Island, from the far south in the area which often reports mixed forms. It is also perhaps worth noting that it was largely reported from low decile schools, as the graph shows.



*The man* showed no sign of patterning.

The general abuse terms were also largely low frequency terms, (e.g. *arse-wipes*, *wannabes*, *sheep*, *bimbos*, *tarts*, *dicks*, *gay*, *goody-goody*, *baddy-bads*). Only *try-hards* (12) was frequent enough to be worth considering further. It was reported from Northland to Southland, but 7 of the reports came from Auckland and Northland, with the remainder dotted through the country.

	Northern Region		Central Region		Southern Region	
	No.	% of total	No.	% of total	No.	% of total
<b>Schools</b>	57	38	78	52	14	9
<b><i>Tryhard</i></b>	8	67	2	17	2	17

Thus overall, there is little sign of regionalisation or social differentiation in these terms. Since this question was included to counterbalance Q 40, this is not really surprising.

### Statistical Analysis

The terms *cool crowd*, *da bomb*, *gang* and *show off* were included in the statistical analysis.

*Cool crowd* was less common in the Central Region than in the Northern Region (p-value 0.0430). It is significantly more common in the North Island than the South (p-value 0.0413), and is more common in urban schools than in rural ones (p-value 0.0020). There are thus several interactions to consider for *cool crowd*.

When the interaction between Main Region and Island was investigated, this showed that neither factor is significant when the other is taken into account. The p-value for the Northern – Central contrast when Island is taken into account is 0.4202. The p-value for Island variation when Main Region is taken into account is 0.1392. Thus Island is probably a little stronger in its effect, but the difference is not great. Either of these factors can thus largely account for the other.

The interaction between Main Region and the Urban/Rural factor was also investigated. This showed that each is significant when the other is taken into account, but the Urban/Rural factor is stronger. The p-value for Urban/Rural variation when Main Region variation is taken into account is 0.0008. (Note that this is even lower than the p-value for the Urban/Rural factor taken alone.) The p-value for the Northern – Central contrast when Urban/Rural distribution is taken into account is 0.0183. Thus the tendency for *cool crowd* to be urban is stronger than the tendency for it to be Northern.

The interaction between Island and Urban/Rural was also investigated in relation to *cool crowd*. This showed that Urban/Rural has a stronger effect than Island. The p-value for Urban/Rural variation when Island is taken into account is 0.0027. The p-value for Island variation when the Urban/Rural factor is taken into account is 0.0647, i.e. not significant.

Thus overall, the most important factor influencing the distribution of *cool crowd* is the Urban/Rural pattern: this form is urban. The two regional factors do not differ greatly in their explanatory value, but Island is possibly a little stronger than Main Region.

*Da bomb* was significantly low decile (p-value 0.0034).

*Gang* did not correlate significantly with any of the factors considered.

*Show off* was significantly low decile (p-value 0.0011). It was less common in the Central Region than the Southern Region (p-value 0.0111). It was also less common in the Central Region than the Northern Region (p-value 0.0338).

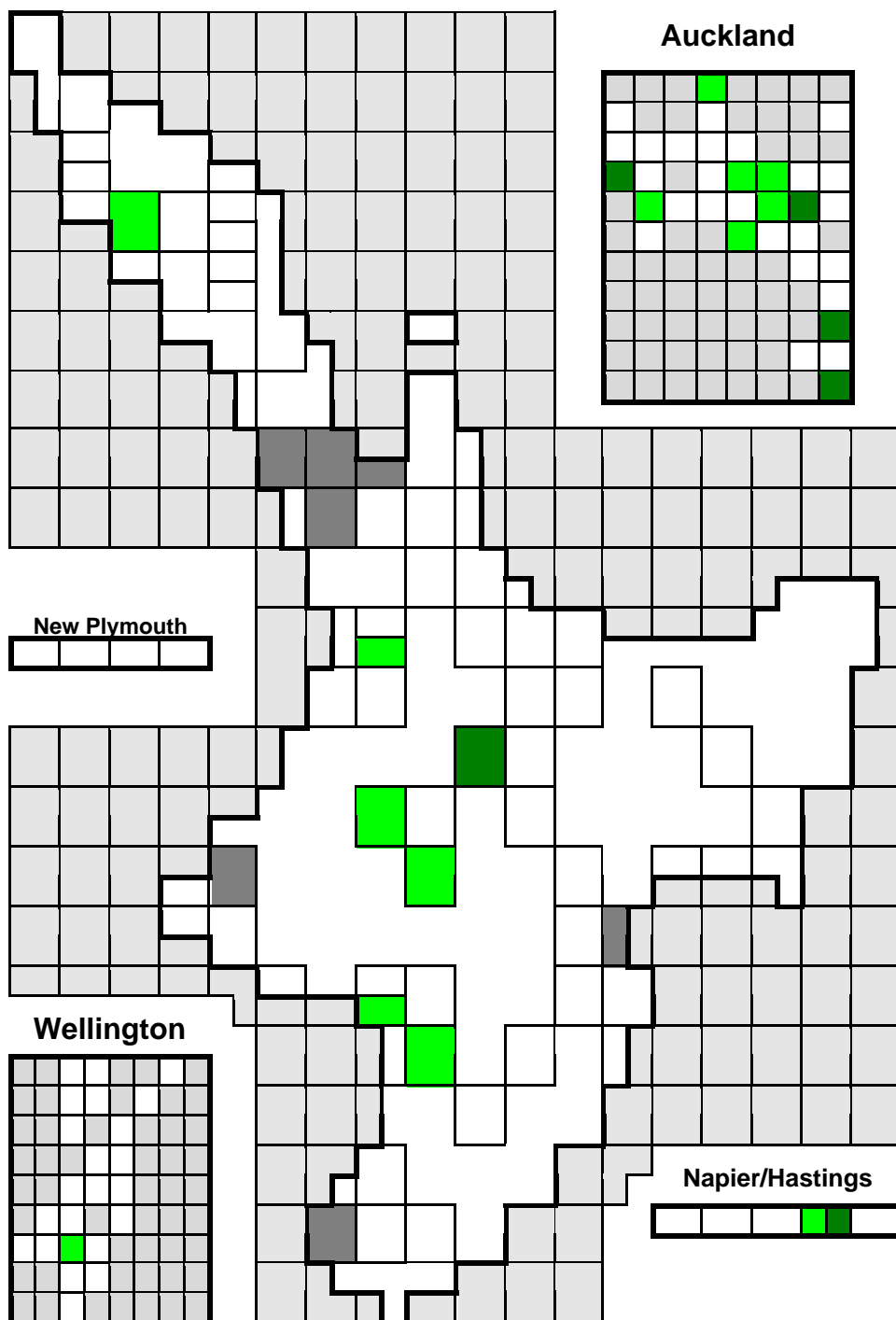
The interaction between Main Region and Decile was investigated in relation to *show off*. This showed that the p-value for Decile variation when Main Region is taken into account is 0.0021. The p-value for the Central – Southern Region contrast when Decile is taken into account is still significant, at 0.0206, but this is less significant than the figure for Decile. The p-value for the Northern – Central Region contrast when Decile is taken into account is not significant (0.1448). Thus Decile has a stronger effect than either of the regional contrasts for *show off*.

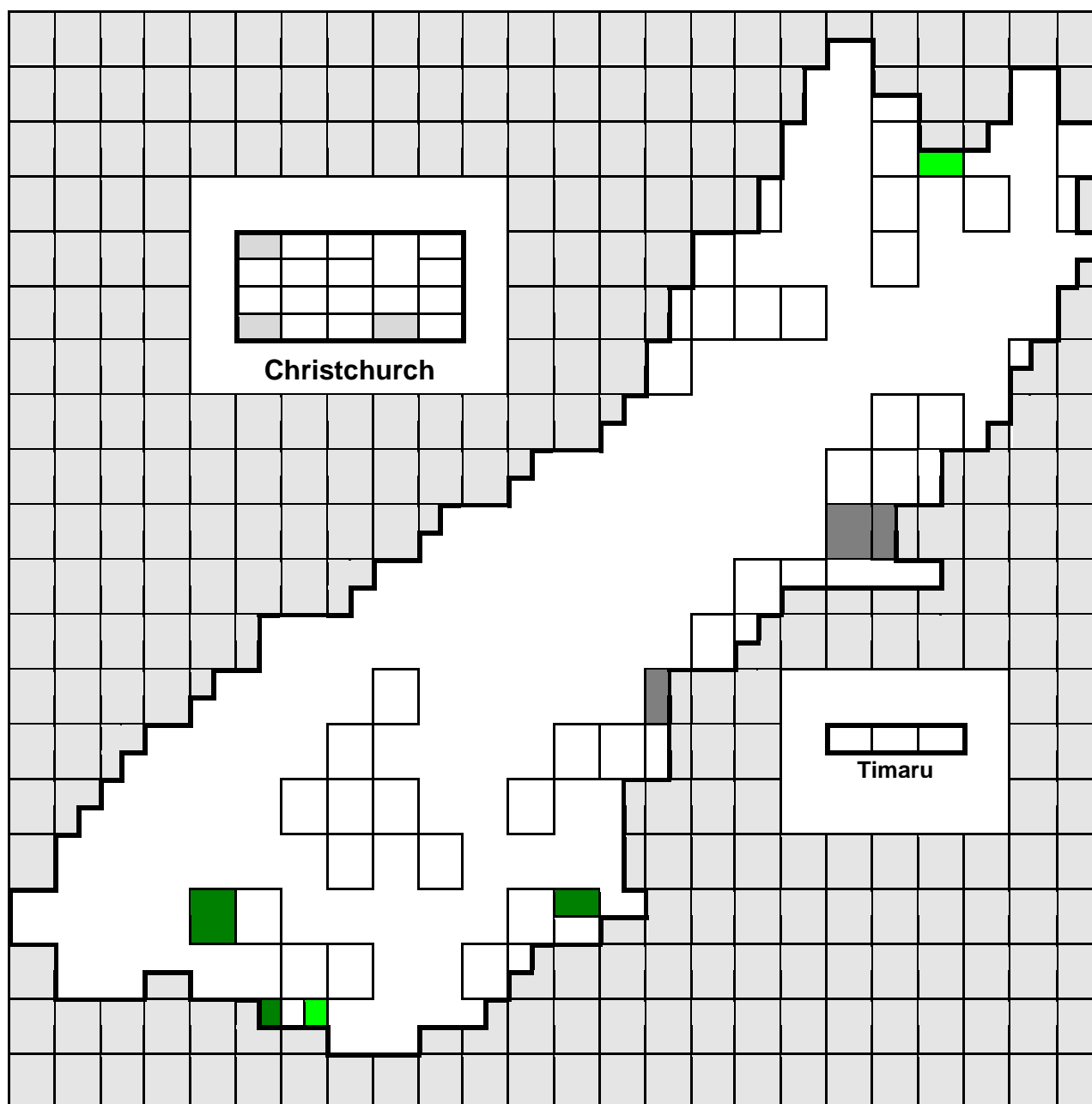
### **Summary**

This set of data does not provide particularly strong evidence for regionalisation, although there is a little in evidence. There is slightly more evidence for social differentiation, and some for the importance of the urban/rural distinction.

A map of the more interesting items follows.

**Map: cool crowd, show off**





### Key

Note that the insets are not to scale, nor all on the same scale for practical reasons. Each box represents one school in both urban and rural areas.



cool crowd



See urban map insert



show off

### Q39 Statistics: Popular People

#### Popular People by Decile

Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates  
Empirical 95% Confidence Limits

parameter		Estimate	Std Err	Lower	Upper	Z	Pr> Z
intercept	0.0000	.	.	.	.	.	
item	cool_crd	-2.2076	0.6768	-3.5341	-0.8810	-3.262	0.0011
item	d_bomb	-0.4634	0.6602	-1.7573	0.8305	-.7020	0.4827
item	gang	-0.7663	0.4199	-1.5893	0.0567	-1.825	0.0680
item	show_off	-0.7711	0.5955	-1.9383	0.3961	-1.295	0.1954
decile*item	cool_crd	0.0153	0.1063	-0.1931	0.2237	0.1441	0.8854
decile*item	d_bomb	-0.5589	0.1908	-0.9329	-0.1849	-2.929	<b>0.0034</b>
decile*item	gang	-0.0680	0.0676	-0.2004	0.0645	-1.006	0.3146
decile*item	show_off	-0.4565	0.1401	-0.7311	-0.1819	-3.258	<b>0.0011</b>
scale	0.9562	.	.	.	.	.	

#### Popular People by Main Region

Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates  
Empirical 95% Confidence Limits

parameter		Est.	Std Err	Lower	Upper	Z	Pr> Z
intercept	0.0000	.	.	.	.	.	
item	cool_crd	-2.5649	1.0377	-4.5989	-0.5310	-2.472	0.0134
item	d_bomb	-2.5649	1.0377	-4.5989	-0.5310	-2.472	0.0134
item	gang	-1.2993	0.6513	-2.5759	-0.0227	-1.995	0.0461
item	show_off	-1.2993	0.6513	-2.5759	-0.0227	-1.995	0.0461
item*region1	cool_crd, 1	1.0174	1.0946	-1.1280	3.1628	0.9294	0.3527
item*region1	cool_crd, 2	-0.1161	1.1361	-2.3427	2.1106	-.1022	0.9186
item*region1	cool_crd, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	d_bomb, 1	0.2231	1.1385	-2.0083	2.4545	0.1960	0.8446
item*region1	d_bomb, 2	-1.0726	1.2610	-3.5441	1.3988	-.8506	0.3950
item*region1	d_bomb, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	gang, 1	0.3583	0.7149	-1.0429	1.7595	0.5012	0.6163
item*region1	gang, 2	0.0216	0.7067	-1.3635	1.4068	0.0306	0.9756
item*region1	gang, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	show_off, 1	-1.0425	0.8022	-2.6147	0.5297	-1.300	0.1937
item*region1	show_off, 2	-3.0445	1.1988	-5.3942	-0.6948	-2.540	<b>0.0111</b>
item*region1	show_off, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	1.0000	.	.	.	.	.	

#### CONTRAST Statement Results

Contrast	DF	ChiSquare	Pr>Chi	Type
1 -2 for cool_crd	1	4.0973	<b>0.0430</b>	LR
1 -2 for d_bomb	1	2.5751	0.1086	LR
1 -2 for gang	1	0.6974	0.4036	LR
1 2- for show_off	1	4.5068	<b>0.0338</b>	LR

**Popular People by Sub-Region**

## Analysis Of Initial Parameter Estimates

parameter		DF	Estimate	Std Err	ChiSquare	Pr>Chi
intercept	0	0.00	0.0000	.	.	
item	cool_crd	1	-2.5649	1.0377	6.1090	0.0134
item	d_bomb	1	-2.5649	1.0377	6.1090	0.0134
item	gang	1	-1.2993	0.6513	3.9792	0.0461
item	show_off	1	-1.2993	0.6513	3.9792	0.0461
item*region2	cool_crd, 1	1	0.9555	1.5089	0.4010	0.5266
item*region2	cool_crd, 2	1	-23.8004	216811.094	0.0000	0.9999
item*region2	cool_crd, 3	1	1.7918	1.1491	2.4312	0.1189
item*region2	cool_crd, 4	1	0.5281	1.2057	0.1918	0.6614
item*region2	cool_crd, 5	1	0.1671	1.4724	0.0129	0.9097
item*region2	cool_crd, 6	1	0.7191	1.2095	0.3535	0.5521
item*region2	cool_crd, 7	1	0.4855	1.4839	0.1071	0.7435
item*region2	cool_crd, 8	1	-23.8004	216811.094	0.0000	0.9999
item*region2	cool_crd, 9	1	-23.8004	125175.944	0.0000	0.9998
item*region2	cool_crd, 10	1	-23.8004	167941.152	0.0000	0.9999
item*region2	cool_crd, 11	0	0.0000	0.0000	.	.
item*region2	d_bomb, 1	1	0.9555	1.5089	0.4010	0.5266
item*region2	d_bomb, 2	1	-23.8004	216811.094	0.0000	0.9999
item*region2	d_bomb, 3	1	0.8910	1.2136	0.5390	0.4628
item*region2	d_bomb, 4	1	-0.6539	1.4550	0.2020	0.6531
item*region2	d_bomb, 5	1	0.1671	1.4724	0.0129	0.9097
item*region2	d_bomb,6	1	-0.4796	1.4576	0.1083	0.7421
item*region2	d_bomb,7	1	-23.8004	177025.517	0.0000	0.9999
item*region2	d_bomb, 8	1	-23.8004	216811.094	0.0000	0.9999
item*region2	d_bomb, 9	1	-23.8004	125175.944	0.0000	0.9998
item*region2	d_bomb, 10	1	-23.8004	167941.152	0.0000	0.9999
item*region2	d_bomb, 11	0	0.0000	0.0000	.	.
item*region2	gang, 1	1	0.6061	1.0836	0.3129	0.5759
item*region2	gang, 2	1	-25.0660	216811.094	0.0000	0.9999
item*region2	gang, 3	1	0.9808	0.8001	1.5028	0.2202
item*region2	gang, 4	1	0.0953	0.8006	0.0142	0.9052
item*region2	gang, 5	1	-0.3102	1.0120	0.0939	0.7593
item*region2	gang, 6	1	-0.2048	0.8543	0.0575	0.8105
item*region2	gang, 7	1	1.0761	0.9350	1.3247	0.2498
item*region2	gang, 8	1	-0.3102	1.2745	0.0592	0.8077
item*region2	gang, 9	1	0.3438	0.8374	0.1685	0.6814
item*region2	gang, 10	1	-0.8979	1.2391	0.5252	0.4687
item*region2	gang, 11	0	0.0000	0.0000	.	.
item*region2	show_off, 1	1	-25.0660	216811.094	0.0000	0.9999
item*region2	show_off, 2	1	-25.0660	216811.094	0.0000	0.9999
item*region2	show_off, 3	1	-0.0225	0.8608	0.0007	0.9792



item*region2	show_off, 4	1	-1.9196	1.2101	2.5165	0.1127
item*region2	show_off, 5	1	-1.0986	1.2309	0.7966	0.3721
item*region2	show_off, 6	1	-25.0660	113225.901	0.0000	0.9998
item*region2	show_off, 7	1	-25.0660	177025.517	0.0000	0.9999
item*region2	show_off, 8	1	-25.0660	216811.094	0.0000	0.9999
item*region2	show_off, 9	1	-25.0660	125175.944	0.0000	0.9998
item*region2	show_off, 10	1	-25.0660	167941.152	0.0000	0.9999
item*region2	show_off, 11	0	0.0000	0.0000	.	.
scale	0	1.00	0.0000	.	.	

### Popular People by Island

Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates

Empirical 95% Confidence Limits

parameter		Estimate	Std Err	Lower	Upper	Z	Pr> Z
intercept	0.0000	.	.	.	.	.	
item	cool_crd	-3.3142	0.7198	-4.7251	-1.9033	-4.604	0.0000
item	d_bomb	-4.0254	1.0089	-6.0027	-2.0480	-3.990	0.0001
item	gang	-1.1221	0.3077	-1.7252	-0.5190	-3.647	0.0003
item	show_off	-2.8904	0.5932	-4.0530	-1.7278	-4.873	0.0000
item*island	cool_crd, 1	1.5838	0.7761	0.0627	3.1048	2.0408	<b>0.0413</b>
item*island	cool_crd, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*island	d_bomb, 1	1.6621	1.0745	-0.4439	3.7682	1.5469	0.1219
item*island	d_bomb, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*island	gang, 1	-0.0495	0.3927	-0.8192	0.7202	-.1260	0.8997
item*island	gang, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*island	show_off, 1	0.2162	0.7280	-1.2107	1.6431	0.2970	0.7665
item*island	show_off, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	1.0000	.	.	.	.	.	

**Popular People by Catholic**

Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates

Empirical 95% Confidence Limits

parameter		Est.	Std Err	Lower	Upper	Z	Pr> Z
intercept	0.0000	.	.	.	.	.	
item	cool_crd	-1.4663	0.6405	-2.7217	-0.2110	-2.289	0.0221
item	d_bomb	-2.7081	1.0328	-4.7323	-0.6838	-2.622	0.0087
item	gang	-1.9459	0.7559	-3.4275	-0.4643	-2.574	0.0100
item	show_off	-2.7081	1.0328	-4.7323	-0.6838	-2.622	0.0087
item*catholic	cool_crd, 1	-0.8279	0.7085	-2.2165	0.5608	-1.168	0.2426
item*catholic	cool_crd, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*catholic	d_bomb, 1	-0.0247	1.0954	-2.1715	2.1222	-.0225	0.9820
item*catholic	d_bomb, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*catholic	gang, 1	0.8575	0.7823	-0.6758	2.3907	1.0961	0.2730
item*catholic	gang, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*catholic	show_off, 1	-0.0247	1.0954	-2.1715	2.1222	-.0225	0.9820
item*catholic	show_off, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	1.0000	.	.	.	.	.	

**Popular People by Urban/Rural**

Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates

Empirical 95% Confidence Limits

parameter		Est.	Std Err	Lower	Upper	Z	Pr> Z
intercept	0.0000	.	.	.	.	.	
item	cool_crd	-1.2637	0.3141	-1.8793	-0.6481	-4.023	0.0001
item	d_bomb	-2.3795	0.4675	-3.2958	-1.4633	-5.090	0.0000
item	gang	-1.1676	0.3060	-1.7674	-0.5678	-3.815	0.0001
item	show_off	-2.1785	0.4307	-3.0228	-1.3343	-5.058	0.0000
item*urb_rur	cool_crd, 1	-2.0565	0.6664	-3.3626	-0.7505	-3.086	<b>0.0020</b>
item*urb_rur	cool_crd, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*urb_rur	d_bomb, 1	-0.6409	0.6933	-1.9998	0.7180	-.9243	0.3553
item*urb_rur	d_bomb, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*urb_rur	gang, 1	0.0998	0.3934	-0.6712	0.8707	0.2536	0.7998
item*urb_rur	gang, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*urb_rur	show_off, 1	-1.1417	0.7286	-2.5698	0.2864	-1.567	0.1171
item*urb_rur	show_off, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	1.0000	.	.	.	.	.	

**Popular People by Main Region and Island, Model 2 (no sig. figs. Model 1)**

Analysis Of Initial Parameter Estimates

parameter		DF	Estimate	Std Err	ChiSquare	Pr>Chi
intercept	0	0.00	0.0000	.	.	
item	cool_crd	1	-2.5649	1.0377	6.1090	0.0134
item	d_bomb	1	-2.5649	1.0377	6.1090	0.0134
item	gang	1	-1.2993	0.6513	3.9792	0.0461
item	show_off	1	-1.2993	0.6513	3.9792	0.0461
item*region1	cool_crd, 1	1	-0.6726	1.5825	0.1806	0.6708
item*region1	cool_crd, 2	1	-1.1727	1.4494	0.6547	0.4185
item*region1	cool_crd, 3	0	0.0000	0.0000	.	.
item*region1	d_bomb, 1	1	-23.3389	1.1385	420.2449	<b>0.0001</b>
item*region1	d_bomb, 2	1	-23.8004	1.2678	352.4454	<b>0.0001</b>
item*region1	d_bomb, 3	0	0.0000	0.0000	.	.
item*region1	gang, 1	1	0.8660	0.9135	0.8987	0.3431
item*region1	gang, 2	1	0.2314	0.7392	0.0980	0.7542
item*region1	gang, 3	0	0.0000	0.0000	.	.
item*region1	show_off, 1	1	-23.8815	0.8022	886.3238	<b>0.0001</b>
item*region1	show_off, 2	1	-25.0660	1.2057	432.2257	<b>0.0001</b>
item*region1	show_off, 3	0	0.0000	0.0000	.	.
item*island	cool_crd, 1	1	1.6900	1.1428	2.1867	0.1392
item*island	cool_crd, 2	0	0.0000	0.0000	.	.
item*island	d_bomb, 1	0	23.5620	0.0000	.	.
item*island	d_bomb, 2	0	0.0000	0.0000	.	.
item*island	gang, 1	1	-0.5077	0.5686	0.7972	0.3719
item*island	gang, 2	0	0.0000	0.0000	.	.
item*island	show_off, 1	0	22.8390	0.0000	.	.
item*island	show_off, 2	0	0.0000	0.0000	.	.
scale	0	1.00	0.0000	.	.	

## CONTRAST Statement Results

Contrast	DF	ChiSquare	Pr>Chi	Type
1 -2 for cool_crd	1	0.6498	0.4202	LR

**Popular People by Main Region and Urban/Rural Model 2 (no sig. figs. Model 1)**

Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates

Empirical 95% Confidence Limits

parameter		Est.	Std Err	Lower	Upper	Z	Pr> Z
intercept	0.0000	.	.	.	.	.	
item	cool_crd	-1.4278	1.0845	-3.5533	0.6978	-1.317	0.1880
item	d_bomb	-1.9311	1.0016	-3.8943	0.0321	-1.928	0.0539
item	gang	-1.4314	0.7190	-2.8406	-0.0222	-1.991	0.0465
item	show_off	-0.3391	0.8005	-1.9080	1.2298	-.4236	0.6718
item*region1	cool_crd, 1	0.8776	1.1089	-1.2957	3.0509	0.7914	0.4287
item*region1	cool_crd, 2	-0.4951	1.1471	-2.7434	1.7533	-.4316	0.6661

item*region1	cool_crd,3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	d_bomb, 1	0.1142	1.1452	-2.1302	2.3587	0.0997	0.9205
item*region1	d_bomb, 2	-1.1845	1.2011	-3.5387	1.1697	-.9862	0.3241
item*region1	d_bomb, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	gang, 1	0.3981	0.7195	-1.0121	1.8083	0.5533	0.5801
item*region1	gang, 2	0.1632	0.7133	-1.2348	1.5611	0.2288	0.8191
item*region1	gang, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	show_off, 1	-1.2809	0.8638	-2.9739	0.4120	-1.483	0.1381
item*region1	show_off, 2	-3.3657	1.1887	-5.6955	-1.0359	-2.831	<b>0.0046</b>
item*region1	show_off, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*urb_rur	cool_crd, 1	-2.1318	0.6342	-3.3747	-0.8888	-3.362	<b>0.0008</b>
item*urb_rur	cool_crd, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*urb_rur	d_bomb, 1	-0.9807	0.7032	-2.3589	0.3976	-1.395	0.1631
item*urb_rur	d_bomb, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*urb_rur	gang, 1	0.1760	0.3934	-0.5952	0.9471	0.4472	0.6547
item*urb_rur	gang, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*urb_rur	show_off, 1	-1.5055	0.7387	-2.9534	-0.0576	-2.038	<b>0.0416</b>
item*urb_rur	show_off, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	0.9160	.	.	.	.	.	

## CONTRAST Statement Results

Contrast	DF	ChiSquare	Pr>Chi	Type
1 -2 for cool_crd	1	5.5704	<b>0.0183</b>	LR

**Popular People by Island and Urban/rural Model 2 (no sig. figs. Model 1)**

Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates

Empirical 95% Confidence Limits

parameter		Est.	Std Err	Lower	Upper	Z	Pr> Z
intercept	0.0000	.	.	.	.	.	
item	cool_crd	-2.3105	0.7145	-3.7109	-0.9100	-3.234	0.0012
item	d_bomb	-3.6231	0.9011	-5.3893	-1.8569	-4.021	0.0001
item	gang	-1.1027	0.3797	-1.8469	-0.3584	-2.904	0.0037
item	show_off	-2.1801	0.5675	-3.2924	-1.0677	-3.841	0.0001
item*island	cool_crd, 1	1.3585	0.7355	-0.0830	2.7999	1.8472	0.0647
item*island	cool_crd, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*island	d_bomb, 1	1.5230	1.0025	-0.4418	3.4879	1.5193	0.1287
item*island	d_bomb, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*island	gang, 1	-0.0924	0.3933	-0.8633	0.6785	-.2350	0.8142
item*island	gang, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*island	show_off, 1	0.0058	0.7042	-1.3744	1.3860	0.0082	0.9935
item*island	show_off, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*urb_rur	cool_crd, 1	-1.9538	0.6524	-3.2325	-0.6752	-2.995	<b>0.0027</b>
item*urb_rur	cool_crd, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*urb_rur	d_bomb, 1	-0.4809	0.6791	-1.8118	0.8500	-.7082	0.4788
item*urb_rur	d_bomb, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000

item*urb_rur	gang, 1	0.0943	0.3923	-0.6745	0.8632	0.2405	0.8100
item*urb_rur	gang, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*urb_rur	show_off, 1	-1.1299	0.6920	-2.4862	0.2265	-1.633	0.1025
item*urb_rur	show_off, 2	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	0.9810	.	.	.	.	.	

### Popular People by Decile and Main Region Model 1

Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates

Empirical 95% Confidence Limits

parameter		Est.	Std Err	Lower	Upper	Z	Pr> Z
intercept	0.0000	.	.	.	.	.	
item	cool_crd	0.4716	1.8386	-3.1319	4.0752	0.2565	0.7976
item	d_bomb	0.4716	1.8626	-3.1790	4.1223	0.2532	0.8001
item	gang	-1.5231	1.3482	-4.1656	1.1194	-1.130	0.2586
item	show_off	1.3377	1.2368	-1.0863	3.7618	1.0816	0.2794
decile*item	cool_crd	-0.8607	0.4069	-1.6581	-0.0633	-2.116	<b>0.0344</b>
decile*item	d_bomb	-0.8607	0.4106	-1.6655	-0.0560	-2.096	<b>0.0361</b>
decile*item	gang	0.0443	0.2028	-0.3532	0.4418	0.2186	0.8270
decile*item	show_off	-0.5593	0.2950	-1.1374	0.0189	-1.896	0.0580
item*region1	cool_crd, 1	-2.7068	2.0579	-6.7402	1.3267	-1.315	0.1884
item*region1	cool_crd, 2	-3.8771	2.2155	-8.2194	0.4651	-1.750	0.0801
item*region1	cool_crd, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	d_bomb, 1	-1.5716	2.0787	-5.6457	2.5025	-.7561	0.4496
item*region1	d_bomb, 2	-0.6617	2.1591	-4.8934	3.5700	-.3065	0.7592
item*region1	d_bomb, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	gang, 1	0.8192	1.4804	-2.0823	3.7207	0.5534	0.5800
item*region1	gang, 2	0.7761	1.5111	-2.1856	3.7377	0.5136	0.6075
item*region1	gang, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	show_off, 1	-2.2673	1.4702	-5.1489	0.6142	-1.542	0.1230
item*region1	show_off, 2	-3.7057	1.5803	-6.8029	-0.6084	-2.345	<b>0.0190</b>
item*region1	show_off, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
dec*itm*rg1	cool_crd, 1	0.9947	0.4340	0.1440	1.8454	2.2917	<b>0.0219</b>
dec*itm*rg1	cool_crd, 2	0.9706	0.4374	0.1133	1.8279	2.2189	<b>0.0265</b>
dec*itm*rg1	cool_crd, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
dec*itm*rg1	d_bomb, 1	0.5495	0.4690	-0.3697	1.4686	1.1717	0.2413
dec*itm*rg1	d_bomb, 2	0.0152	0.5663	-1.0947	1.1252	0.0269	0.9785
dec*itm*rg1	d_bomb, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
dec*itm*rg1	gang, 1	-0.0927	0.2309	-0.5452	0.3599	-.4014	0.6881
dec*itm*rg1	gang, 2	-0.1279	0.2277	-0.5742	0.3183	-.5620	0.5741
dec*itm*rg1	gang, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
dec*itm*rg1	show_off, 1	0.1935	0.3426	-0.4781	0.8650	0.5646	0.5723
dec*itm*rg1	show_off, 2	0.1774	0.3071	-0.4245	0.7792	0.5776	0.5635
dec*itm*rg1	show_off, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
scale	0.9112	.	.	.	.	.	

**Popular People by Decile and Main Region Model 1**

Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates

Empirical 95% Confidence Limits

parameter		Est.	Std Err	Lower	Upper	Z	Pr> Z
intercept	0.0000	.	.	.	.	.	
item	cool_crd	-2.9700	1.3597	-5.6349	-0.3051	-2.184	0.0289
item	d_bomb	-0.6590	1.5663	-3.7288	2.4108	-.4208	0.6739
item	gang	-0.9812	0.7685	-2.4875	0.5250	-1.277	0.2017
item	show_off	0.7019	1.0211	-1.2994	2.7032	0.6874	0.4918
item*region1	cool_crd, 1	1.0467	1.0506	-1.0124	3.1058	0.9963	0.3191
item*region1	cool_crd, 2	-0.1365	1.0362	-2.1673	1.8944	-.1317	0.8952
item*region1	cool_crd, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	d_bomb, 1	0.1151	1.4372	-2.7018	2.9319	0.0801	0.9362
item*region1	d_bomb, 2	-0.5601	1.4956	-3.4914	2.3713	-.3745	0.7080
item*region1	d_bomb, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	gang, 1	0.3099	0.7415	-1.1434	1.7632	0.4179	0.6760
item*region1	gang, 2	0.0969	0.7347	-1.3430	1.5368	0.1318	0.8951
item*region1	gang, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
item*region1	show_off, 1	-1.4456	0.9604	-3.3280	0.4368	-1.505	0.1323
item*region1	show_off, 2	-2.8879	1.2474	-5.3328	-0.4430	-2.315	<b>0.0206</b>
item*region1	show_off, 3	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
decile*item	cool_crd	0.0705	0.1121	-0.1493	0.2903	0.6289	0.5294
decile*item	d_bomb	-0.4940	0.2078	-0.9013	-0.0868	-2.377	<b>0.0174</b>
decile*item	gang	-0.0588	0.0706	-0.1970	0.0795	-.8327	0.4050
decile*item	show_off	-0.4236	0.1378	-0.6936	-0.1535	-3.074	<b>0.0021</b>
scale	0.9355	.	.	.	.	.	

## CONTRAST Statement Results

Contrast	DF	ChiSquare	Pr>Chi	Type
1 -2 for show_off	1	2.1260	0.1448	LR

**Popular People by Decile in Northern Region**

Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates

Empirical 95% Confidence Limits

parameter		Est.	Std Err	Lower	Upper	Z	Pr> Z
intercept	0.0000	.	.	.	.	.	
item	cool_crd	-2.2013	0.9190	-4.0025	-0.4001	-2.395	0.0166
item	d_bomb	-1.0465	0.9102	-2.8305	0.7374	-1.150	0.2502
item	gang	-0.6740	0.6020	-1.8538	0.5059	-1.120	0.2629
item	show_off	-0.8746	0.7753	-2.3942	0.6449	-1.128	0.2593
decile*item	cool_crd	0.1271	0.1509	-0.1686	0.4228	0.8427	0.3994
decile*item	d_bomb	-0.3255	0.2312	-0.7787	0.1277	-1.408	0.1593
decile*item	gang	-0.0548	0.1091	-0.2686	0.1590	-.5024	0.6154
decile*item	show_off	-0.3810	0.1733	-0.7207	-0.0413	-2.198	<b>0.0280</b>
scale	0.9724	.	.	.	.	.	

**Popular People by Decile in Central Region**

Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates

Empirical 95% Confidence Limits

parameter		Est.	Std Err	Lower	Upper	Z	Pr> Z
intercept	0.0000	.	.	.	.	.	
item	cool_crd	-3.4408	1.2500	-5.8908	-0.9908	-2.753	0.0059
item	d_bomb	-0.1042	1.0740	-2.2091	2.0007	-.0970	0.9227
item	gang	-0.7589	0.6863	-2.1039	0.5862	-1.106	0.2688
item	show_off	-2.3380	0.9539	-4.2076	-0.4684	-2.451	0.0142
decile*item	cool_crd	0.1151	0.1620	-0.2024	0.4326	0.7108	0.4772
decile*item	d_bomb	-0.8768	0.4059	-1.6724	-0.0812	-2.160	<b>0.0308</b>
decile*item	gang	-0.0817	0.1052	-0.2879	0.1245	-.7764	0.4375
decile*item	show_off	-0.3900	0.1115	-0.6085	-0.1714	-3.497	<b>0.0005</b>
scale	0.8893	.	.	.	.	.	

**Popular People by Decile in Southern Region**

Analysis Of GEE Parameter Estimates – Empirical Standard Error Estimates

Empirical 95% Confidence Limits

parameter		Est.	Std Err	Lower	Upper	Z	Pr> Z
intercept	0.0000	.	.	.	.	.	
item	cool_crd	0.2381	1.8206	-3.3302	3.8065	0.1308	0.8959
item	d_bomb	0.2381	1.8108	-3.3111	3.7873	0.1315	0.8954
item	gang	-1.4444	1.3164	-4.0244	1.1356	-1.097	0.2725
item	show_off	1.3456	1.2798	-1.1627	3.8540	1.0515	0.2930
decile*item	cool_crd	-0.7778	0.3487	-1.4612	-0.0944	-2.231	<b>0.0257</b>
decile*item	d_bomb	-0.7778	0.3461	-1.4562	-0.0995	-2.247	<b>0.0246</b>
decile*item	gang	0.0196	0.1972	-0.3670	0.4062	0.0996	0.9207
decile*item	show_off	-0.5693	0.3085	-1.1741	0.0354	-1.845	0.0650
scale	0.7987	.	.	.	.	.	