

[Macro-economic environment]. How favourable or unfavourable are the following right now when it comes to your business's ability to create financial value for customers and shareholders?

		Total Wave	
	Total	Wave 2	Wave 1
	A	B	C
Base: Total Respondents	300	150	150
Very favourable (4)	83	37	46
	28%	25%	31%
Somewhat favourable (3)	154	72	82
	51%	48%	55%
Not very favourable (2)	43	30	13
	14%	20%	9%
		C	
Not at all favourable (1)	12	7	5
	4%	5%	3%
Don't know enough to say	8	4	4
	3%	3%	3%
	100%	100%	100%
Summary			
Top 2 Box (Net)	237	109	128
	79%	73%	85%
			B
Bottom 2 Box (Net)	55	37	18
	18%	25%	12%
		C	
Mean	3.05	2.95	3.16
			B
Std. Dev.	0.77	0.81	0.72
Std. Err.	0.05	0.07	0.06

Overlap formulae used

- Column Means:

Columns Tested (5%): A, B/C

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

- Column Proportions:

Columns Tested (5%): A, B/C