

Global @divisor: Consumer Confidence
B1. Taking all things together, would you say you are...
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	18153	9099	9054	6778	6323	5052	5131	6978	4944	9141	9012	5003	6275	6875	10200	7953	2101	16052	3358	14795	12408	5745	7304	4746	5094
Base: All Respondents (wtd)	12000	5978	6022	5289	3830	2881	3775	4458	2999	5548	6452	4339	4260	3400	6317	5683	1345	10655	2043	9957	7815	4185	4998	3342	3160
Very happy	2414	1185	1229	1279	687	448	712	924	675	1253	1161	855	730	830	1254	1161	428	1987	613	1801	1673	741	1281	557	528
	20%	20%	20%	24%	18%	16%	19%	21%	22%	23%	18%	20%	17%	24%	20%	20%	32%	19%	30%	18%	21%	18%	26%	17%	17%
				DE	E		F	F	J			L		KL		Q		S		U		WX			
Rather happy	6630	3267	3363	2869	2132	1628	1849	2519	1804	3146	3484	2279	2479	1872	3497	3132	670	5959	1089	5540	4381	2249	2650	1860	1760
	55%	55%	56%	54%	56%	57%	49%	56%	60%	57%	54%	53%	58%	55%	55%	55%	50%	56%	53%	56%	56%	54%	53%	56%	56%
								F	FG	J			KM	K			P				U		V	V	
Not very happy	2475	1257	1218	967	857	652	956	891	458	988	1487	973	898	604	1318	1157	209	2266	292	2183	1512	963	915	802	686
	21%	21%	20%	18%	22%	23%	25%	20%	15%	18%	23%	22%	21%	18%	21%	20%	16%	21%	14%	22%	19%	23%	18%	24%	22%
					C	C	GH	H		I	M	M					P		R		T		VX	V	
Not happy at all	481	269	212	174	154	153	258	124	62	162	319	233	154	95	248	233	38	443	49	433	249	232	151	123	187
	4%	4%	4%	3%	4%	5%	7%	3%	2%	3%	5%	5%	4%	3%	4%	4%	3%	4%	2%	4%	3%	6%	3%	4%	6%
		B				CD	GH			I	LM	M					P		R		T		VW		
Sigma	12000	5978	6022	5289	3830	2881	3775	4458	2999	5548	6452	4339	4260	3400	6317	5683	1345	10655	2043	9957	7815	4185	4998	3342	3160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very happy/Rather happy)	9044	4452	4592	4148	2819	2077	2561	3443	2479	4398	4645	3133	3209	2702	4751	4293	1098	7946	1702	7341	6054	2990	3932	2416	2288
	75%	74%	76%	78%	74%	72%	68%	77%	83%	79%	72%	72%	75%	79%	75%	76%	82%	75%	83%	74%	77%	71%	79%	72%	72%
		A	DE					F	FG	J			K	KL			Q		S		U		WX		
Low2Box (Not very happy/Not happy at all)	2956	1526	1430	1141	1011	805	1214	1016	520	1150	1806	1206	1052	698	1566	1390	247	2709	340	2616	1762	1194	1066	926	873
	25%	26%	24%	22%	26%	28%	32%	23%	17%	21%	28%	28%	25%	21%	25%	24%	18%	25%	17%	26%	23%	29%	21%	28%	28%
		B			C	C	GH	H		I		LM	M				P		R		T		V	V	

[Table of Contents](#)

Global @divisor: Consumer Confidence

B1. Taking all things together, would you say you are...

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	18153	501	1001	503	1019	1010	1009	1014	1015	1000	501	1003	510	1007	1007	507	508	510	504	500	508	1008	501	506	1001
Base: All Respondents (wtd)	12000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
Very happy	2414	108	96	84	166	119	48	54	55	82	41	205	274	44	62	192	62	55	102	129	28	59	109	111	129
	20%	22%	19%	17%	33%	24%	10%	11%	11%	16%	8%	41%	55%	9%	12%	38%	12%	11%	20%	26%	6%	12%	22%	22%	26%
		FGHJMN PQT U	FGHJMN PQT U	FGHJMQTU	ABCEFGHIJ MN PQRS TU VW X	BCFGHIJMN PQRS TU		T	T	FGHJMN PQT U		ABCEFGHIJ MN PQRS TU VW X	ABCEFGHIJ MN PQRS TU VW X	T	JMT	ABCEFGHIJ MN PQRS TU VW X	JMT	T	FGHJMN PQT U	BCFGHIJMN PQRS TU		JMT	FGHJMN PQT U	FGHJMN PQT U	BCFGHIJMN PQRS TU
Rather happy	6630	216	326	325	246	309	360	341	331	317	223	213	187	300	268	175	301	240	280	277	279	233	318	275	290
	55%	43%	65%	65%	49%	62%	72%	68%	66%	63%	45%	43%	37%	60%	54%	35%	60%	48%	56%	55%	56%	47%	64%	55%	58%
		O	ADIKLNOQRS TUWX	ADIKLNOQRS TUWX	KLO	ADIKLNOQST UW	ADEIJKLMNO PQRS TUWX	ADEIJKLMNO PQRS TUWX	ADEIJKLMNO PQRS TUWX	ADIKLNOQRS TUWX	LO	O		ADIKLNOQU	AJKLOU		ADIKLNOQU	LO	AJKLOQU	AJKLOQU	ADIKLOQU	LO	ADIKLNOQU W	AJKLOU	ADIKLOQU
Not very happy	2475	146	70	80	77	62	72	98	95	91	169	74	40	125	123	121	111	183	94	85	171	159	64	99	65
	21%	29%	14%	16%	15%	12%	14%	20%	19%	18%	34%	15%	8%	25%	25%	24%	22%	37%	19%	17%	34%	32%	13%	20%	13%
		BCDEFGHIKLP RSVWX	L	L	L	L	L	BDEKL VX	BDEKL VX	BEKL X	BCDEFGHIKL MNOPRS VWX	L		BCDEFGHIKLR SVWX	BCDEFGHIKLR SVX	BCDEFGIKLSV X	BCDEFLV X	ABCEFGHIK LMNOPRSVW X	ELX	EL	BCDEFGHIKL MNOPRSVW X	BCDEFGHIKL MNOPRSVW X		BDEKL VX	L
Not happy at all	481	29	8	12	11	10	20	6	19	9	67	8	-	32	46	12	25	21	24	9	22	49	9	14	15
	4%	6%	2%	2%	2%	2%	4%	1%	4%	2%	13%	2%	-	6%	9%	2%	5%	4%	5%	2%	4%	10%	2%	3%	3%
		BCDEGIKLOS VWX	L	L	L	L	L	GL	L	BDEGIKLS	L	ABCEFGHIK LMNOPQRST VWX	L		BCDEGHIKLO SVWX	ABCEFGHIK LMOPQRSTV WX	L	BDEGIKLSV	BEGIKLS	BDEGIKLS	L	BDEGIKLS	ABCEFGHIK LMOPQRSTV WX	L	GL
Sigma	12000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very happy/Rather happy)	9044	325	421	408	412	428	408	396	386	399	264	418	460	344	330	367	363	296	382	406	307	292	427	386	419
	75%	65%	84%	82%	82%	86%	82%	79%	77%	80%	53%	84%	92%	69%	66%	73%	73%	59%	76%	81%	61%	58%	85%	77%	84%
		JU	AGHIJMNOP QRTUW	AJMNOPQTU	AHJMNOPQR TUW	AGHIJMNOP QRTUW	AJMNOPQTU	AJMNOPQTU	AJMNQTU	AJMNOPQTU		AGHIJMNOP QRTUW	ABCEFGHIK MNOPQRSTU VWX	JQTU	JQU	AJNQTU	AJNQTU		AJMNQTU	AJMNOPQTU	J		AGHIJMNOPQ RTUW	AJMNQTU	AGHIJMNOP QRTUW
Low2Box (Not very happy/Not happy at all)	2956	175	79	92	88	72	92	104	114	101	236	82	40	156	170	133	137	204	118	94	193	208	73	114	81
	25%	35%	16%	18%	18%	14%	18%	21%	23%	20%	47%	16%	8%	31%	34%	27%	27%	41%	24%	19%	39%	42%	15%	23%	16%
		BCDEFGHIKL OPRSVWX	L	L	L	L	L	BEKL VX	BDEKL VX	BEKL X	ABCEFGHIK LMNOPRS TV WX	L		BCDEFGHIKLR SVWX	BCDEFGHIKLR OPRSVWX	BCDEFGIKLSV X	BCDEFGIKLSV X	BCDEFGHIKL MNOPRSVW X	BDEKL VX	L	BCDEFGHIKL MOPRSVW X	ABCEFGHIK LMNOPRSVW X	L	BDEKL VX	L

Global @dvisor: Consumer Confidence

B1. Taking all things together, would you say you are...

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18153	2011	2027	7057	5548	7564	3541	1510
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Very happy	2414	249	466	590	768	602	474	342
	20%	25%	31%	13%	22%	15%	24%	23%
		CDE	ACDEFG		CE	C	CE	CE
Rather happy	6630	598	638	2688	1873	2396	1060	833
	55%	60%	43%	60%	54%	60%	53%	56%
		BDFG		BDFG	B	BDFG	B	B
Not very happy	2475	128	344	992	733	843	406	278
	21%	13%	23%	22%	21%	21%	20%	19%
			AG	AG	A	A	A	A
Not happy at all	481	25	53	230	127	159	61	47
	4%	3%	4%	5%	4%	4%	3%	3%
				ABDEFG	A	A		
Sigma	12000	1000	1500	4500	3500	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%
Summary								
Top2Box (Very happy/Rather happy)	9044	847	1103	3278	2641	2998	1534	1175
	75%	85%	74%	73%	75%	75%	77%	78%
		BCDEFG			C	C	C	BCE
Low2Box (Not very happy/Not happy at all)	2956	153	397	1222	859	1002	466	325
	25%	15%	26%	27%	25%	25%	23%	22%
			AG	ADEFG	A	AG	A	A

Global @dvisor: Consumer Confidence

B1. Taking all things together, would you say you are...

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	501	237	264	206	177	118	163	209	129	167	334	181	144	176	279	222	60	441	86	415	332	169	310	130	61
Base: All Respondents (wtd)	500	245	255	248	143	108	214	198	88	159	341	327	118	55	253	247	50	450	68	432	290	210	295	129	76
Very happy	108	41	67	62	27	19	54	33	21	31	77	74	24	11	50	59	11	97	17	91	54	55	67	25	16
	22%	17%	26%	25%	19%	17%	25%	17%	24%	20%	23%	23%	20%	20%	20%	24%	23%	22%	26%	21%	18%	26%	23%	19%	21%
			A				*			*								*		*			*		*
Rather happy	216	118	98	116	62	39	84	91	41	72	144	146	50	20	108	108	22	195	35	181	139	77	128	51	37
	43%	48%	38%	47%	43%	36%	39%	46%	46%	45%	42%	45%	42%	37%	43%	44%	44%	43%	52%	42%	48%	37%	43%	40%	49%
						*			*								*		*		U		*		*
Not very happy	146	69	77	60	48	38	68	56	22	49	98	93	34	19	84	62	14	132	12	134	80	66	84	47	15
	29%	28%	30%	24%	33%	35%	32%	28%	25%	31%	29%	28%	29%	35%	33%	25%	29%	29%	18%	31%	28%	31%	28%	37%	19%
						*			*								*		*		R		X*		*
Not happy at all	29	17	13	10	7	13	9	17	4	7	22	14	11	5	11	18	3	27	3	26	17	12	16	6	8
	6%	7%	5%	4%	5%	12%	4%	8%	4%	4%	7%	4%	9%	8%	4%	7%	5%	6%	5%	6%	6%	6%	5%	4%	11%
						C*			*								*		*				*		*
Sigma	500	245	255	248	143	108	214	198	88	159	341	327	118	55	253	247	50	450	68	432	290	210	295	129	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very happy/Rather happy)	325	159	165	178	89	58	138	125	62	103	221	220	73	31	158	166	33	292	53	272	193	132	195	76	53
	65%	65%	65%	72%	62%	53%	64%	63%	70%	65%	65%	67%	62%	57%	62%	67%	66%	65%	77%	63%	66%	63%	66%	59%	70%
				E		*			*			M					*		S*				*		*
Low2Box (Not very happy/Not happy at all)	175	86	90	70	54	51	76	73	26	56	120	107	45	24	95	80	17	159	15	160	97	78	99	53	23
	35%	35%	35%	28%	38%	47%	36%	37%	30%	35%	35%	33%	38%	43%	38%	33%	34%	35%	23%	37%	34%	37%	34%	41%	30%
						C*			*				K				*		*		R		*		*

Global @dvisor: Consumer Confidence

B1. Taking all things together, would you say you are...

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																															
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		METRO	NON-METRO	VIC/TAS	Region				Social Media			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed				NSW/ACT	QLD	SA/NT	WA	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U				V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	1001	422	579	206	337	458	231	517	253	539	462	320	346	335	586	415	120	881	156	845	631	370	-	-	-	-	-	-	-	-	332	248	421
Base: All Respondents (wtd)	500	248	252	196	155	148	119	261	120	225	275	131	295	74	289	211	54	446	76	424	297	203	-	-	-	-	-	-	-	-	197	119	183
Very happy	96	44	52	44	21	30	19	49	28	54	41	25	56	15	48	47	9	86	15	81	53	43	-	-	-	-	-	-	-	-	41	17	37
	19%	18%	21%	23%	14%	20%	16%	19%	23%	24%	15%	19%	19%	20%	17%	22%	17%	19%	20%	19%	18%	21%	-	-	-	-	-	-	-	-	21%	15%	20%
Rather happy	326	166	160	122	109	95	70	178	78	147	179	80	195	51	200	126	34	292	48	278	208	118	-	-	-	-	-	-	-	-	118	89	119
	65%	67%	63%	62%	70%	64%	59%	68%	65%	65%	65%	61%	66%	68%	69%	60%	63%	65%	63%	65%	70%	58%	-	-	-	-	-	-	-	-	60%	74%	65%
Not very happy	70	34	37	29	21	20	26	32	12	23	48	23	40	8	36	35	8	63	10	60	32	38	-	-	-	-	-	-	-	-	33	13	24
	14%	14%	15%	15%	14%	14%	22%	12%	10%	10%	17%	17%	13%	11%	12%	16%	14%	14%	13%	14%	11%	19%	-	-	-	-	-	-	-	-	17%	11%	13%
Not happy at all	8	5	4	1	4	3	3	3	3	2	7	3	4	1	5	3	3	5	3	5	4	5	-	-	-	-	-	-	-	-	5	*	3
	2%	2%	1%	1%	3%	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	1%	6%	1%	4%	1%	1%	2%	-	-	-	-	-	-	-	-	3%	*	1%
Sigma	500	248	252	196	155	148	119	261	120	225	275	131	295	74	289	211	54	446	76	424	297	203	-	-	-	-	-	-	-	-	197	119	183
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	-	-	-	-	-	-	100%	100%	100%
Summary																																	
Top2Box (Very happy/Rather happy)	421	210	212	167	130	125	89	226	106	201	220	106	251	65	248	173	43	379	63	358	261	160	-	-	-	-	-	-	-	-	159	106	157
	84%	85%	84%	85%	84%	84%	75%	87%	88%	89%	80%	80%	85%	88%	86%	82%	80%	85%	83%	85%	88%	79%	-	-	-	-	-	-	-	-	80%	89%	85%
							F	F		J							*		*		U												
Low2Box (Not very happy/Not happy at all)	79	38	40	30	25	23	29	35	15	24	54	26	44	9	41	37	11	68	13	66	36	43	-	-	-	-	-	-	-	-	39	13	27
	16%	15%	16%	15%	16%	16%	25%	13%	12%	11%	20%	20%	15%	12%	14%	18%	20%	15%	17%	15%	12%	21%	-	-	-	-	-	-	-	-	20%	11%	15%
							GH			I							*		*		T												

Global @dvisor: Consumer Confidence

B1. Taking all things together, would you say you are...

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		Belgium Total	Belgium																							
			Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	503	257	246	173	146	184	131	174	99	186	317	75	282	146	325	178	28	475	48	455	308	195	104	143	256	
Base: All Respondents (wtd)	500	251	249	184	150	166	139	173	87	179	321	172	186	142	310	190	24	476	45	455	278	222	93	140	267	
Very happy	84	40	43	39	19	26	16	29	17	39	45	31	30	22	46	38	7	77	7	77	42	42	19	21	43	
	17%	16%	17%	21%	13%	16%	11%	16%	20%	22%	14%	18%	16%	16%	15%	20%	28%	16%	15%	17%	15%	19%	21%	15%	16%	
							*		*			*					**		*			*				
Rather happy	325	168	157	120	103	102	89	118	57	115	210	96	123	105	207	118	13	312	31	293	198	127	61	101	162	
	65%	67%	63%	65%	68%	62%	64%	68%	65%	64%	65%	56%	66%	74%	67%	62%	54%	65%	69%	65%	71%	57%	66%	72%	61%	
							*		*			*		K			**		*		U		*			
Not very happy	80	35	44	15	27	37	30	23	13	24	55	36	30	13	53	27	4	76	7	73	33	47	12	17	51	
	16%	14%	18%	8%	18%	23%	22%	13%	14%	14%	17%	21%	16%	9%	17%	14%	18%	16%	15%	16%	12%	21%	13%	12%	19%	
				C	C		*		*			M*					**		*		T		*			
Not happy at all	12	8	4	11	1	-	4	3	1	1	11	9	2	1	5	7	-	12	-	12	5	7	*	1	10	
	2%	3%	2%	6%	1%	-	3%	2%	1%	1%	3%	5%	1%	1%	2%	4%	-	3%	-	3%	2%	3%	1%	1%	4%	
				E			*		*			*					**		*			*				
Sigma	500	251	249	184	150	166	139	173	87	179	321	172	186	142	310	190	24	476	45	455	278	222	93	140	267	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																										
Top2Box (Very happy/Rather happy)	408	208	200	159	121	128	104	147	74	153	255	127	154	128	253	156	20	388	38	370	240	168	80	122	206	
	82%	83%	81%	86%	81%	77%	75%	85%	84%	86%	79%	74%	83%	90%	81%	82%	82%	82%	85%	81%	86%	76%	86%	87%	77%	
							*		*			*		K			**		*		U		*	X		
Low2Box (Not very happy/Not happy at all)	92	43	48	26	29	37	34	26	14	26	66	45	32	14	58	34	4	87	7	85	38	54	13	18	61	
	18%	17%	19%	14%	19%	23%	25%	15%	16%	14%	21%	26%	17%	10%	19%	18%	18%	18%	15%	19%	14%	24%	14%	13%	23%	
							*		*			M*					**		*		T		*		W	

Global @dvisor: Consumer Confidence

B1. Taking all things together, would you say you are...

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1019	505	514	544	294	181	210	760	49	412	607	143	569	307	499	520	179	840	214	805	743	276	706	189	124
	500	232	268	285	137	77	136	347	17	190	310	157	262	81	218	282	78	422	90	410	342	158	336	96	69
	166	74	91	98	48	20	40	117	9	67	99	50	87	29	67	98	32	134	35	131	114	52	123	22	20
	33%	32%	34%	34%	35%	26%	29%	34%	34%	50%	35%	32%	32%	33%	36%	31%	35%	41%	32%	39%	32%	33%	37%	23%	29%
Rather happy									FG*								Q					W		*	
	246	113	134	138	64	45	70	170	6	94	153	77	126	43	116	130	37	210	47	200	170	77	154	55	37
	49%	49%	50%	48%	46%	58%	51%	49%	36%	49%	49%	49%	48%	53%	54%	46%	47%	50%	52%	49%	50%	48%	46%	57%	54%
						CD			*						O								V		
Not very happy	77	41	36	43	24	10	25	50	2	26	51	27	42	8	30	47	9	68	8	69	52	25	51	16	10
	15%	18%	13%	15%	18%	13%	18%	14%	14%	14%	16%	17%	16%	10%	14%	17%	11%	16%	9%	17%	15%	16%	15%	17%	14%
Not happy at all									*			M	M						R					*	
	11	4	7	6	2	3	2	9	-	4	7	3	7	1	4	7	*	10	-	11	6	5	7	2	1
Sigma	2%	2%	3%	2%	1%	4%	1%	3%	-	2%	2%	2%	3%	1%	2%	2%	1%	2%	-	3%	2%	3%	2%	2%	2%
	500	232	268	285	137	77	136	347	17	190	310	157	262	81	218	282	78	422	90	410	342	158	336	96	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very happy/Rather happy)	412	187	225	236	111	65	109	288	15	160	252	126	213	72	184	228	68	344	82	330	284	128	277	77	57
	82%	81%	84%	83%	81%	84%	80%	83%	86%	84%	81%	81%	81%	89%	84%	81%	88%	81%	91%	81%	83%	81%	83%	81%	84%
Low2Box (Not very happy/Not happy at all)									*					KL					S					*	
	88	45	43	49	26	13	27	59	2	30	58	30	49	9	34	54	9	79	8	79	58	30	58	18	11
	18%	19%	16%	17%	19%	16%	20%	17%	14%	16%	19%	19%	19%	11%	16%	19%	12%	19%	9%	19%	17%	19%	17%	19%	16%

Global @dvisor: Consumer Confidence

B1. Taking all things together, would you say you are...

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e

Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total		Canada																														
			Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						Social Media			
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	Active	Passive	Inactive		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e		
Base: All Respondents (unwtd)	1010	534	476	261	329	420	173	385	452	516	494	337	455	218	546	464	118	892	144	866	675	335	71	60	86	155	-	397	241	338	280	392	
Base: All Respondents (wtd)	500	247	253	177	169	153	93	193	213	232	268	186	223	91	256	244	55	445	67	433	325	175	34	29	42	77	-	199	118	177	139	184	
Very happy	61	119	58	47	34	38	19	39	62	73	46	42	48	29	65	55	16	104	22	98	82	37	7	9	6	20	-	48	30	46	30	44	
	24%	25%	23%	26%	20%	25%	20%	20%	29%	32%	17%	23%	21%	32%	25%	22%	29%	23%	32%	23%	25%	21%	20%	30%	14%	26%	-	24%	25%	26%	22%	24%	
Rather happy	309	144	165	99	109	100	55	120	134	139	169	120	139	49	153	155	33	276	41	268	202	106	23	18	28	45	-	123	72	108	87	113	
	62%	58%	65%	56%	64%	65%	59%	62%	63%	60%	63%	65%	62%	54%	60%	63%	60%	62%	61%	62%	62%	61%	68%	63%	66%	59%	-	62%	61%	61%	63%	61%	
Not very happy	62	39	23	28	22	12	16	32	14	16	46	20	31	11	31	31	6	56	5	57	36	26	3	2	6	11	-	24	15	20	19	24	
	12%	16%	9%	16%	13%	8%	17%	17%	7%	7%	17%	11%	14%	13%	12%	13%	11%	13%	7%	13%	11%	15%	9%	7%	15%	15%	-	12%	13%	11%	13%	13%	
Not happy at all	10	3	7	3	4	3	3	3	4	3	7	3	5	1	6	4	-	10	-	10	4	5	1	-	2	1	-	5	1	2	4	4	
	2%	1%	3%	2%	2%	2%	4%	1%	2%	1%	3%	2%	2%	1%	2%	1%	-	2%	-	2%	1%	3%	3%	-	5%	1%	-	2%	1%	3%	3%	2%	
Sigma	500	247	253	177	169	153	93	193	213	232	268	186	223	91	256	244	55	445	67	433	325	175	34	29	42	77	-	199	118	177	139	184	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%
Summary																																	
Top2Box (Very happy/Rather happy)	428	205	223	146	144	138	74	158	195	213	215	163	187	78	218	210	49	379	63	365	284	144	30	27	34	65	-	171	102	154	117	157	
	86%	83%	88%	82%	85%	90%	79%	82%	91%	92%	80%	88%	84%	86%	85%	86%	82%	85%	84%	88%	82%	88%	93%	88%	93%	80%	85%	-	86%	86%	87%	84%	85%
Low2Box (Not very happy/Not happy at all)	72	42	30	31	26	15	19	35	18	19	53	23	36	13	37	35	6	66	5	67	41	31	4	2	8	12	-	29	17	23	22	27	
	14%	17%	12%	18%	15%	10%	21%	18%	9%	8%	20%	12%	16%	14%	15%	14%	11%	15%	7%	16%	12%	18%	12%	7%	20%	15%	-	14%	14%	13%	16%	15%	

Global @divisor: Consumer Confidence
B1. Taking all things together, would you say you are...
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1009	519	490	385	500	124	44	259	706	796	213	78	226	705	717	292	107	902	330	679	920	89	-	-	-
Base: All Respondents (wtd)	500	249	251	200	179	121	69	207	224	357	143	295	155	50	288	212	55	445	98	402	404	96	-	-	-
Very happy	48	24	24	24	13	11	3	24	21	38	10	25	15	7	32	16	10	38	17	31	35	13	-	-	-
	10%	10%	10%	12%	7%	9%	4%	12%	9%	11%	7%	9%	10%	14%	11%	8%	18%	9%	18%	8%	9%	14%	-	-	-
	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	S*	*	**	**	-	-	-
Rather happy	360	167	193	161	117	82	56	142	162	240	120	219	106	35	196	164	37	323	71	289	292	68	-	-	-
	72%	67%	77%	80%	65%	68%	81%	69%	72%	67%	84%	74%	68%	70%	68%	77%	68%	72%	73%	72%	72%	71%	-	-	-
		*	*	D*	*	*	**	*	*	I*	*	*	*	*	*	*	**	*	*	*	**	**	-	-	-
Not very happy	72	41	31	14	39	19	6	33	33	61	11	37	28	7	43	29	6	66	8	64	62	10	-	-	-
	14%	17%	12%	7%	22%	16%	8%	16%	15%	17%	8%	13%	18%	14%	15%	14%	11%	15%	8%	16%	15%	11%	-	-	-
	*	*	*	*	C*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	**	**	-	-	-
Not happy at all	20	17	3	2	10	8	4	7	8	18	2	14	5	1	16	4	1	19	1	19	16	4	-	-	-
	4%	7%	1%	1%	5%	7%	6%	4%	4%	5%	1%	5%	4%	1%	6%	2%	2%	4%	1%	5%	4%	5%	-	-	-
		B*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	**	**	-	-	-
Sigma	500	249	251	200	179	121	69	207	224	357	143	295	155	50	288	212	55	445	98	402	404	96	-	-	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	-
Summary																									
Top2Box (Very happy/Rather happy)	408	191	217	185	130	93	59	166	183	278	130	244	121	42	228	180	47	360	88	320	327	81	-	-	-
	82%	77%	87%	92%	73%	77%	85%	80%	82%	78%	91%	83%	78%	85%	79%	85%	86%	81%	90%	79%	81%	85%	-	-	-
	*	*	*	DE*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	**	**	-	-	-
Low2Box (Not very happy/Not happy at all)	92	58	34	15	49	28	10	41	41	79	13	51	34	8	59	33	7	85	9	83	78	15	-	-	-
	18%	23%	13%	8%	27%	23%	15%	20%	18%	22%	9%	17%	22%	15%	21%	15%	14%	19%	10%	21%	19%	15%	-	-	-
	*	*	*	*	C*	C*	**	*	*	*	*	*	M	*	*	*	**	*	*	*	**	**	-	-	-

Global @divisor: Consumer Confidence
B1. Taking all things together, would you say you are...
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents (unwtd)	1014	513	501	342	331	341	213	440	223	383	631	391	295	328	603	411	31	983	60	954	607	407	225	308	481	
Base: All Respondents (wtd)	500	247	253	191	163	146	106	222	102	178	322	168	209	124	287	213	15	485	27	473	301	199	112	152	235	
Very happy	54	27	28	24	17	13	8	24	11	24	31	20	19	16	27	28	3	51	4	50	28	27	15	15	24	
	11%	11%	11%	13%	10%	9%	8%	11%	11%	13%	9%	12%	9%	13%	9%	13%	19%	11%	15%	11%	9%	13%	14%	10%	10%	
																	**		*		T					
Rather happy	341	172	169	133	104	104	66	148	77	125	216	109	145	87	191	151	9	332	17	325	209	132	78	110	153	
	68%	70%	67%	70%	64%	71%	62%	67%	75%	71%	67%	65%	69%	70%	66%	71%	**	62%	68%	62%	69%	69%	66%	69%	72%	65%
						D				FG								**		*						
Not very happy	98	45	53	32	40	27	28	49	13	26	72	36	44	18	66	33	3	96	6	92	61	37	16	27	55	
	20%	18%	21%	17%	24%	18%	27%	22%	13%	15%	22%	21%	21%	14%	23%	15%	17%	20%	22%	20%	20%	19%	15%	18%	23%	
						C				H					O		**		*						V	
Not happy at all	6	3	3	1	3	2	3	*	1	3	4	2	1	3	4	2	*	6	*	6	3	3	3	*	3	
	1%	1%	1%	*	2%	1%	3%	*	1%	1%	1%	1%	*	3%	1%	1%	2%	1%	1%	1%	1%	1%	2%	*	1%	
						G				G					L		**		*				W			
Sigma	500	247	253	191	163	146	106	222	102	178	322	168	209	124	287	213	15	485	27	473	301	199	112	152	235	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																										
Top2Box (Very happy/Rather happy)	396	199	197	158	120	117	74	173	88	149	246	129	163	103	217	178	12	383	21	375	236	159	93	125	177	
	79%	80%	78%	83%	74%	80%	70%	78%	86%	84%	76%	77%	78%	83%	76%	84%	81%	79%	77%	79%	79%	80%	83%	82%	75%	
						D				F					N		**		*				X	X		
Low2Box (Not very happy/Not happy at all)	104	48	56	33	43	29	32	49	14	29	76	38	45	21	70	35	3	102	6	98	64	40	19	27	58	
	21%	20%	22%	17%	26%	20%	30%	22%	14%	16%	24%	23%	22%	17%	24%	16%	19%	21%	23%	21%	21%	20%	17%	18%	25%	
						CE			GH	H		I			O		**		*						VW	

[Table of Contents](#)

Global @divisor: Consumer Confidence

B1. Taking all things together, would you say you are...

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																							
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media				
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1015	526	489	315	343	357	308	246	300	345	670	187	653	175	695	320	83	932	194	821	664	351	290	303	422
Base: All Respondents (wtd)	500	253	247	172	176	152	154	119	144	162	338	113	285	101	335	165	38	462	92	408	320	180	148	148	204
Very happy	55	28	27	20	20	15	12	14	21	26	29	13	34	8	35	20	6	49	13	42	35	20	18	16	22
	11%	11%	11%	12%	11%	10%	8%	12%	15%	16%	9%	11%	12%	8%	11%	12%	16%	11%	14%	10%	11%	11%	12%	11%	11%
										F	J						*								
Rather happy	331	167	163	121	115	95	85	80	107	110	220	66	186	79	218	112	25	305	67	263	223	107	102	95	134
	66%	66%	66%	70%	66%	62%	55%	67%	74%	68%	65%	58%	65%	78%	65%	68%	68%	66%	73%	65%	70%	60%	69%	64%	66%
				E				F	F	F	I				KL		*	S	90	9	86	53	43	24	33
Not very happy	95	46	49	26	34	36	47	20	13	20	75	27	56	12	68	27	*	9	20	10%	86	53	43	24	33
	19%	18%	20%	15%	19%	24%	30%	17%	9%	13%	22%	24%	20%	12%	20%	16%	13%	20%	10%	21%	16%	24%	16%	22%	19%
						C	GH	H	M	I	M						*	T							
Not happy at all	19	11	8	5	7	7	11	4	3	5	14	8	9	2	13	6	1	18	3	16	9	10	4	4	10
	4%	5%	3%	3%	4%	5%	7%	3%	2%	3%	4%	7%	3%	2%	4%	3%	3%	4%	3%	4%	3%	6%	3%	3%	5%
						H				L							*				T				
Sigma	500	253	247	172	176	152	154	119	144	162	338	113	285	101	335	165	38	462	92	408	320	180	148	148	204
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very happy/Rather happy)	386	195	191	141	135	109	97	94	128	136	250	79	220	87	254	132	32	354	80	306	259	127	120	111	155
	77%	77%	77%	82%	77%	72%	63%	79%	89%	84%	74%	69%	77%	86%	76%	80%	84%	77%	87%	75%	81%	71%	81%	75%	76%
Low2Box (Not very happy/Not happy at all)				E				F	FG	J			K	KL			*	X							
	114	57	57	31	40	43	57	25	16	25	89	35	65	15	81	33	6	108	12	102	61	53	29	37	48
	23%	23%	23%	18%	23%	28%	37%	21%	11%	16%	26%	31%	23%	14%	24%	20%	16%	23%	13%	25%	19%	29%	19%	25%	24%
						C	GH	H		I		LM	M				*		R		T				

[Table of Contents](#)

Global @divisor: Consumer Confidence
B1. Taking all things together, would you say you are...
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media				
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	501	255	246	189	146	166	201	230	9	204	297	123	266	112	243	258	35	466	33	468	281	220	184	226	91
Base: All Respondents (wtd)	500	244	256	202	136	162	212	222	7	201	299	129	294	77	238	262	36	464	33	467	275	225	183	226	91
Very happy	41	20	22	22	16	3	18	21	1	16	25	10	23	8	21	21	11	30	8	34	17	24	18	17	6
	8%	8%	8%	11%	12%	2%	8%	9%	13%	8%	8%	8%	8%	10%	9%	8%	30%	7%	23%	7%	6%	11%	10%	7%	7%
				E	E					**							Q*		S*						*
Rather happy	223	101	122	106	52	65	87	107	4	86	136	39	144	40	92	131	18	204	19	203	133	89	82	102	38
	45%	41%	48%	53%	38%	40%	41%	48%	62%	43%	46%	30%	49%	52%	38%	50%	50%	44%	58%	44%	48%	40%	45%	45%	42%
				DE					**				K	K		N	*		*						*
Not very happy	169	93	76	64	50	55	70	75	2	74	95	58	90	21	93	76	7	162	5	164	96	73	64	80	26
	34%	38%	30%	32%	37%	34%	33%	34%	24%	37%	32%	45%	31%	27%	39%	29%	18%	35%	14%	35%	35%	33%	35%	35%	28%
									**			LM			O		*		*		R				*
Not happy at all	67	31	37	10	18	39	38	20	-	25	43	22	37	9	33	34	1	67	2	66	30	38	19	27	21
	13%	13%	14%	5%	13%	24%	18%	9%	-	12%	14%	17%	13%	11%	14%	13%	2%	14%	5%	14%	11%	17%	11%	12%	24%
				C	CD	G			**						P		*		*						VW*
Sigma	500	244	256	202	136	162	212	222	7	201	299	129	294	77	238	262	36	464	33	467	275	225	183	226	91
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very happy/Rather happy)	264	120	143	128	68	68	105	127	5	102	162	49	167	47	112	151	29	235	27	237	150	114	100	119	44
	53%	49%	56%	63%	50%	42%	49%	57%	76%	51%	54%	38%	57%	62%	47%	58%	80%	51%	81%	51%	55%	51%	55%	53%	48%
				DE					**				K	K		N	Q*		S*						*
Low2Box (Not very happy/Not happy at all)	236	124	113	74	68	94	108	95	2	99	138	80	127	29	126	110	7	229	6	230	125	111	83	106	47
	47%	51%	44%	37%	50%	58%	51%	43%	24%	49%	46%	62%	43%	38%	53%	42%	20%	49%	19%	49%	45%	49%	45%	47%	52%
				C	C				**			LM			O		*	P	*	R					*

[Table of Contents](#)

Global @dvisor: Consumer Confidence

B1. Taking all things together, would you say you are...

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1003	508	495	459	352	192	399	338	266	692	311	3	121	879	512	491	256	747	493	510	758	245	708	212	83
	500	258	242	276	150	74	211	165	125	307	193	2	68	431	244	256	125	375	236	264	364	136	361	99	40
	205	116	89	128	51	26	85	69	51	123	82	-	24	181	116	89	63	142	113	92	159	46	161	26	18
	41%	45%	37%	46%	34%	36%	40%	42%	41%	40%	43%	-	36%	42%	48%	35%	50%	38%	48%	35%	44%	34%	44%	26%	46%
Rather happy	213	99	114	105	74	35	81	74	57	142	71	*	31	182	93	119	46	167	94	119	150	63	153	48	11
	43%	38%	47%	38%	49%	47%	39%	45%	46%	46%	37%	24%	45%	42%	38%	47%	37%	44%	40%	45%	41%	47%	42%	49%	29%
	8			DE								**			O		Q		S		U		W		W*
	213	99	114	105	74	35	81	74	57	142	71	*	31	182	93	119	46	167	94	119	150	63	153	48	11
Not very happy	43%	38%	47%	38%	49%	47%	39%	45%	46%	46%	37%	24%	45%	42%	38%	47%	37%	44%	40%	45%	41%	47%	42%	49%	29%
	74	40	34	39	22	12	39	19	15	40	34	1	12	60	32	42	14	60	25	49	51	22	44	23	7
	15%	15%	14%	14%	15%	17%	19%	12%	12%	13%	18%	76%	18%	14%	13%	16%	11%	16%	11%	18%	14%	16%	12%	23%	17%
							GH				I	**								R				V	*
Not happy at all	8	4	4	5	4	*	6	2	1	3	5	-	*	8	3	5	2	7	3	5	4	4	3	2	3
	2%	2%	2%	2%	2%	*	3%	1%	1%	1%	3%	-	1%	2%	1%	2%	1%	2%	1%	2%	1%	3%	1%	2%	8%
							H					**								T				VW*	
	500	258	242	276	150	74	211	165	125	307	193	2	68	431	244	256	125	375	236	264	364	136	361	99	40
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very happy/Rather happy)	418	214	204	232	125	61	166	143	109	264	154	*	55	363	209	209	109	309	208	210	309	109	314	74	30
	84%	83%	84%	84%	83%	83%	79%	87%	87%	86%	80%	24%	81%	84%	86%	81%	87%	82%	88%	80%	85%	80%	87%	75%	75%
Low2Box (Not very happy/Not happy at all)	82	44	38	44	25	13	45	21	16	43	39	1	13	68	35	48	16	66	28	54	56	27	48	24	10
	16%	17%	16%	16%	17%	17%	21%	13%	13%	14%	20%	76%	19%	16%	14%	19%	13%	18%	12%	20%	15%	20%	13%	25%	25%
							GH				I	**								R				V	V*

[Table of Contents](#)

Global @dvisor: Consumer Confidence

B1. Taking all things together, would you say you are...

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Indonesia Total	Indonesia																							
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media				
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	510	254	256	250	197	63	40	261	209	320	190	160	35	315	265	245	60	450	143	367	450	60	328	158	24
Base: All Respondents (wtd)	500	250	250	282	161	57	51	262	187	283	217	171	36	293	249	251	57	443	135	365	428	72	322	155	23
Very happy	274	139	135	158	86	29	17	153	103	169	105	84	24	166	130	143	42	232	85	189	244	30	184	81	8
	55%	56%	54%	56%	54%	51%	34%	59%	55%	60%	48%	49%	66%	57%	52%	57%	74%	52%	63%	52%	57%	42%	57%	53%	34%
								F	F	F	I		*	*			Q*	S	U		*			**	
Rather happy	187	92	95	99	65	23	27	84	76	104	82	66	9	111	102	84	14	172	41	145	155	31	122	58	7
	37%	37%	38%	35%	41%	39%	52%	32%	40%	37%	38%	39%	25%	38%	41%	34%	25%	39%	30%	40%	36%	44%	38%	37%	32%
						*	G*					*					*	P			*			**	
Not very happy	40	19	20	24	10	5	7	24	8	10	29	21	3	16	17	23	1	39	9	31	29	10	16	8	
	8%	8%	8%	9%	6%	10%	14%	9%	4%	4%	14%	12%	9%	5%	7%	9%	2%	9%	7%	8%	7%	14%	5%	10%	34%
						*	H*			I	M	*					*				*		V	**	
Sigma	500	250	250	282	161	57	51	262	187	283	217	171	36	293	249	251	57	443	135	365	428	72	322	155	23
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very happy/Rather happy)	460	231	230	257	152	52	44	238	179	273	187	150	33	278	233	228	56	404	126	334	399	61	306	139	15
	92%	92%	92%	91%	94%	90%	86%	91%	96%	96%	86%	88%	91%	95%	93%	91%	98%	91%	93%	92%	93%	86%	95%	90%	66%
						*	*		F	J		*	K				*				*	W		**	
Low2Box (Not very happy/Not happy at all)	40	19	20	24	10	5	7	24	8	10	29	21	3	16	17	23	1	39	9	31	29	10	16	8	
	8%	8%	8%	9%	6%	10%	14%	9%	4%	4%	14%	12%	9%	5%	7%	9%	2%	9%	7%	8%	7%	14%	5%	10%	34%
						*	H*			I	M	*					*				*		V	**	

[Table of Contents](#)

Global @divisor: Consumer Confidence

B1. Taking all things together, would you say you are...

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1007	511	496	337	394	276	224	396	227	475	532	364	534	109	506	501	102	905	153	854	609	398	525	235	247
Base: All Respondents (wtd)	500	250	250	181	187	132	121	193	106	234	266	243	198	58	246	254	48	452	71	429	293	207	258	115	127
Very happy	44	26	18	19	15	9	7	21	9	22	22	17	21	5	24	20	9	35	11	33	29	15	27	7	10
	9%	10%	7%	11%	8%	7%	6%	11%	8%	9%	8%	7%	11%	9%	10%	8%	18%	8%	15%	8%	10%	7%	10%	6%	8%
								F									Q*		S						
Rather happy	300	150	150	115	110	74	64	113	75	145	155	135	126	39	149	151	23	276	42	258	183	117	163	68	69
	60%	60%	60%	64%	59%	56%	53%	59%	71%	62%	58%	55%	63%	68%	61%	59%	48%	61%	59%	60%	62%	56%	63%	59%	54%
								FG									*	P					X		
Not very happy	125	59	66	38	49	38	33	52	20	53	72	71	43	11	59	66	13	112	14	111	66	58	55	33	36
	25%	23%	26%	21%	26%	29%	28%	27%	19%	23%	27%	29%	21%	18%	24%	26%	27%	25%	19%	26%	23%	28%	21%	29%	29%
						C	H	H				LM					*						V	V	
Not happy at all	32	16	16	9	12	10	16	7	2	14	18	20	9	3	14	18	3	28	4	27	15	17	13	7	12
	6%	6%	6%	5%	7%	8%	13%	4%	2%	6%	7%	8%	5%	5%	6%	7%	7%	6%	6%	6%	5%	8%	5%	6%	10%
							GH					L					*							V	
Sigma	500	250	250	181	187	132	121	193	106	234	266	243	198	58	246	254	48	452	71	429	293	207	258	115	127
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very happy/Rather happy)	344	176	168	134	125	84	71	134	84	167	177	152	147	45	173	171	32	312	53	291	212	132	190	75	79
	69%	70%	67%	74%	67%	63%	59%	69%	79%	71%	66%	62%	74%	77%	70%	67%	66%	69%	74%	68%	72%	64%	74%	65%	62%
				DE				F	FG				K	K			*				U		WX		
Low2Box (Not very happy/Not happy at all)	156	74	82	47	61	48	50	59	22	67	89	91	52	13	73	84	16	140	18	138	81	75	68	40	49
	31%	30%	33%	26%	33%	37%	41%	31%	21%	29%	34%	38%	26%	23%	30%	33%	34%	31%	26%	32%	28%	36%	26%	35%	38%
					C	C	GH	H				LM					*				T		V	V	

Global @divisor: Consumer Confidence
B1. Taking all things together, would you say you are...
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1007	515	492	364	402	241	616	336	55	539	468	340	217	450	475	532	45	962	81	926	674	333	99	251	657
Base: All Respondents (wtd)	500	251	249	186	171	143	322	154	24	267	233	295	90	115	221	279	20	480	36	464	322	178	45	121	334
Very happy	62	25	37	27	21	14	34	21	6	41	21	31	13	18	26	36	4	58	8	54	38	24	9	18	36
	12%	10%	15%	15%	12%	10%	11%	14%	26%	15%	9%	11%	15%	15%	12%	13%	20%	12%	23%	12%	12%	14%	19%	15%	11%
									F*	J				K			*		S*			X*			
	268	119	150	94	94	81	163	92	14	164	105	162	46	60	111	158	9	259	17	251	167	102	24	59	185
Rather happy	54%	47%	60%	50%	55%	56%	51%	59%	58%	61%	45%	55%	51%	52%	50%	56%	47%	54%	47%	54%	52%	57%	53%	49%	55%
			A					F	J								*		*						
	123	72	52	45	42	37	88	32	4	54	70	70	24	29	61	62	4	120	8	116	87	36	9	30	84
	25%	29%	21%	24%	25%	26%	27%	21%	15%	20%	30%	24%	26%	25%	28%	22%	19%	25%	21%	25%	27%	20%	21%	25%	25%
Not very happy			B					*		I							*		*		U		*		
	46	35	11	20	14	12	37	9	*	9	37	31	7	8	22	24	3	43	3	43	30	16	3	13	30
	9%	14%	4%	11%	8%	8%	11%	6%	1%	3%	16%	11%	8%	7%	10%	9%	15%	9%	9%	9%	9%	9%	7%	11%	9%
			B				GH		*		I						*		*				*		
Not happy at all	500	251	249	186	171	143	322	154	24	267	233	295	90	115	221	279	20	480	36	464	322	178	45	121	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very happy/Rather happy)	330	144	186	121	115	94	197	113	20	205	126	193	59	78	137	193	13	317	25	305	204	126	32	77	221
	66%	57%	75%	65%	67%	66%	61%	73%	84%	77%	54%	66%	66%	68%	62%	69%	66%	66%	70%	66%	63%	71%	73%	64%	66%
Low2Box (Not very happy/Not happy at all)			A					F	F*	J					N		*		*			T	*		
	170	107	63	65	56	49	124	41	4	62	107	102	31	37	83	86	7	163	11	159	117	52	12	44	114
	34%	43%	25%	35%	33%	34%	39%	27%	16%	23%	46%	34%	34%	32%	38%	31%	34%	34%	30%	34%	37%	29%	27%	36%	34%
			B				GH		*		I				O		*		*		U		*		

[Table of Contents](#)

Global @dvisor: Consumer Confidence

B1. Taking all things together, would you say you are...

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

		Mexico Total	Mexico																							
			Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	507	248	259	247	183	77	366	130	11	212	295	145	164	198	286	221	125	382	141	366	373	134	314	121	72	
Base: All Respondents (wtd)	500	239	261	270	164	66	402	90	8	182	318	321	103	76	264	236	110	390	112	388	336	164	294	123	83	
Very happy	192	81	110	103	64	25	158	30	4	79	113	124	38	29	106	85	59	133	57	135	145	46	131	37	24	
	38%	34%	42%	38%	39%	*	37%	33%	46%	43%	35%	39%	37%	38%	40%	36%	53%	34%	51%	35%	43%	28%	45%	30%	29%	
Rather happy	175	94	81	100	52	23	132	41	2	68	107	103	42	30	86	88	30	145	33	142	108	67	98	52	25	
	35%	39%	31%	37%	31%	35%	33%	46%	25%	38%	33%	32%	40%	39%	33%	37%	27%	37%	29%	37%	32%	41%	33%	42%	31%	
Not very happy	121	60	61	58	45	18	100	18	2	32	89	87	20	15	65	56	20	101	20	101	76	45	63	31	27	
	24%	25%	23%	22%	27%	27%	25%	20%	29%	18%	28%	27%	19%	19%	25%	24%	18%	26%	18%	26%	22%	28%	21%	26%	32%	
Not happy at all	12	3	10	8	4	*	11	1	-	2	10	7	4	2	6	7	1	11	2	10	7	6	3	3	7	
	2%	1%	4%	3%	2%	1%	3%	1%	-	1%	3%	2%	4%	3%	2%	3%	1%	3%	2%	3%	2%	3%	1%	2%	8%	
Sigma	500	239	261	270	164	66	402	90	8	182	318	321	103	76	264	236	110	390	112	388	336	164	294	123	83	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																										
Top2Box (Very happy/Rather happy)	367	175	191	203	116	48	290	71	6	147	219	228	80	59	193	174	89	278	90	276	254	113	229	89	49	
	73%	74%	73%	75%	70%	72%	72%	78%	71%	81%	69%	71%	77%	78%	73%	73%	80%	71%	80%	71%	75%	69%	78%	72%	59%	
Low2Box (Not very happy/Not happy at all)	133	63	70	67	49	18	112	20	2	34	99	93	23	17	71	63	22	112	22	111	83	51	65	34	34	
	27%	26%	27%	25%	30%	28%	28%	22%	29%	19%	31%	29%	23%	22%	27%	27%	20%	29%	20%	29%	25%	31%	22%	28%	41%	

[Table of Contents](#)

Global @divisor: Consumer Confidence
B1. Taking all things together, would you say you are...
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	508	251	257	192	139	177	331	97	4	262	246	40	377	91	252	256	41	467	67	441	311	197	236	188	84
Base: All Respondents (wtd)	500	248	252	215	137	148	337	83	3	236	264	104	327	69	229	271	38	462	63	437	286	214	234	177	89
Very happy	62	32	30	40	12	11	39	11	1	29	34	10	45	7	27	35	5	57	4	58	35	27	29	19	15
	12%	13%	12%	19%	9%	7%	12%	14%	28%	12%	13%	10%	14%	10%	12%	13%	14%	12%	7%	13%	12%	13%	12%	11%	17%
Rather happy																									
	DE							*	**			*		*			*		*						*
	301	152	150	127	79	95	194	60	2	152	150	54	196	52	140	161	26	275	46	255	178	123	143	110	48
	60%	61%	59%	59%	58%	64%	58%	73%	72%	64%	57%	52%	60%	75%	61%	60%	71%	59%	73%	58%	62%	57%	61%	62%	54%
Not very happy								F*	**					KL*			*		S*						*
	111	49	63	34	39	38	83	11	-	51	60	26	75	10	54	58	3	108	9	102	63	49	52	41	18
	22%	20%	25%	16%	29%	26%	25%	13%	-	22%	23%	25%	23%	14%	23%	21%	9%	23%	15%	23%	22%	23%	22%	23%	20%
				C	C	G	*	**				*		*			*		*						*
Not happy at all	25	16	9	15	6	4	21	1	-	4	21	13	11	1	9	16	3	23	3	22	10	15	10	7	8
	5%	6%	4%	7%	5%	3%	6%	1%	-	2%	8%	13%	4%	1%	4%	6%	7%	5%	5%	5%	4%	7%	4%	4%	9%
Sigma																									
	G	*	**					*	**			I	LM*	*			*		*						*
	500	248	252	215	137	148	337	83	3	236	264	104	327	69	229	271	38	462	63	437	286	214	234	177	89
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very happy/Rather happy)	363	183	180	166	91	106	233	71	3	180	183	64	240	59	167	197	32	332	50	313	213	150	172	129	63
	73%	74%	71%	77%	67%	71%	69%	86%	100%	76%	69%	62%	74%	85%	73%	73%	84%	72%	80%	72%	75%	70%	73%	73%	71%
Low2Box (Not very happy/Not happy at all)								F*	**			*		KL*			*		*						*
	137	64	72	48	46	42	104	11	-	56	81	40	86	11	63	74	6	131	12	124	73	64	62	48	26
	27%	26%	29%	23%	33%	29%	31%	14%	-	24%	31%	38%	26%	15%	27%	27%	16%	28%	20%	28%	25%	30%	27%	27%	29%
							G	*	**			M*	M	*			*		*						*

[Table of Contents](#)

Global @divisor: Consumer Confidence

B1. Taking all things together, would you say you are...

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		Russia Total		Russia																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive			
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X			
Base: All Respondents (unwtd)	510	265	245	128	193	189	45	226	212	277	233	93	274	143	292	218	35	475	44	466	345	165	142	235	133			
	500	241	259	211	169	120	60	223	186	256	244	146	265	89	243	257	31	469	40	460	316	184	143	220	137			
	55	22	34	31	19	6	8	27	16	31	24	23	25	8	23	33	6	49	7	48	30	26	19	23	13			
	11%	9%	13%	15%	11%	5%	14%	12%	9%	12%	10%	15%	9%	9%	9%	13%	21%	10%	19%	10%	9%	14%	13%	11%	10%			
Rather happy				E*	E		**					*					**		**			*		*				
	240	111	130	102	83	55	22	98	105	146	95	58	131	52	123	117	16	224	20	220	158	83	69	106	66			
	48%	46%	50%	48%	49%	46%	37%	44%	56%	57%	39%	39%	49%	58%	51%	46%	53%	48%	51%	48%	50%	45%	48%	48%	48%			
							**		G	J		*		K			**		**			*		*				
Not very happy	183	93	89	73	58	51	24	90	57	73	110	60	98	25	83	99	7	175	11	171	119	64	46	83	53			
	37%	39%	34%	35%	35%	43%	39%	40%	31%	29%	45%	41%	37%	28%	34%	39%	24%	37%	29%	37%	38%	35%	32%	38%	39%			
				*			**				I	*					**		**			*		*				
Not happy at all	21	15	7	5	8	8	6	8	8	7	15	6	11	4	13	8	1	21	1	21	9	12	9	8	5			
	4%	6%	3%	2%	5%	7%	10%	3%	4%	3%	6%	4%	4%	5%	5%	3%	2%	4%	2%	5%	3%	7%	6%	3%	4%			
				*			**					*					**		**			*		*				
	500	241	259	211	169	120	60	223	186	256	244	146	265	89	243	257	31	469	40	460	316	184	143	220	137			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
Summary																												
Top2Box (Very happy/Rather happy)	296	133	163	133	102	61	30	126	121	177	119	80	156	59	146	150	22	273	28	268	187	108	88	129	79			
	59%	55%	63%	63%	61%	51%	51%	56%	65%	69%	49%	55%	59%	67%	60%	58%	74%	58%	70%	58%	59%	59%	62%	59%	57%			
				E*			**			J		*					**		**			*		*				
Low2Box (Not very happy/Not happy at all)	204	108	96	78	67	59	30	97	65	80	124	66	109	29	97	108	8	196	12	192	128	76	55	91	58			
	41%	45%	37%	37%	39%	49%	49%	44%	35%	31%	51%	45%	41%	33%	40%	42%	26%	42%	30%	42%	41%	41%	38%	41%	43%			
				*		C	**				I	*					**		**			*		*				

[Table of Contents](#)

Global @divisor: Consumer Confidence
B1. Taking all things together, would you say you are...
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

		Saudi Arabia		Saudi Arabia																					
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	504	308	196	291	176	37	261	130	41	316	188	121	132	251	249	255	91	413	98	406	319	185	289	133	82
	500	283	217	295	159	46	307	101	18	295	205	290	145	65	221	279	89	411	89	411	270	230	253	147	100
	102	76	26	60	31	11	67	23	3	65	37	58	28	16	63	38	22	79	24	78	75	27	54	29	19
	20%	27%	12%	20%	20%	23%	22%	23%	15%	22%	18%	20%	20%	24%	29%	14%	25%	19%	27%	19%	28%	12%	21%	20%	19%
Rather happy	280	139	141	164	89	27	159	59	14	163	117	157	85	38	103	177	60	221	50	230	133	148	154	71	56
	56%	49%	65%	56%	56%	59%	52%	59%	77%	55%	57%	54%	59%	59%	47%	63%	67%	54%	56%	56%	49%	64%	61%	48%	56%
	8	*	**	*	**	*	*	*	**	*	*	N	*	*	O	*	*	*	*	*	U	*	*	*	*
	280	139	141	164	89	27	159	59	14	163	117	157	85	38	103	177	60	221	50	230	133	148	154	71	56
Not very happy	94	59	35	52	34	8	62	18	1	57	37	55	29	10	48	46	5	89	12	82	54	40	38	38	17
	19%	21%	16%	17%	22%	18%	20%	18%	6%	19%	18%	19%	20%	15%	22%	17%	6%	22%	14%	20%	20%	18%	15%	26%	17%
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	24	10	14	19	4	-	19	*	*	9	15	20	2	1	6	18	2	22	3	21	8	15	6	9	8
Not happy at all	5%	3%	7%	7%	3%	-	6%	*	2%	3%	7%	7%	1%	2%	3%	6%	2%	5%	3%	5%	3%	7%	2%	6%	8%
	*	*	*	*	*	*	*	*	*	*	*	L	*	*	*	*	*	*	*	*	*	*	*	*	*
	500	283	217	295	159	46	307	101	18	295	205	290	145	65	221	279	89	411	89	411	270	230	253	147	100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very happy/Rather happy)	382	215	167	224	120	38	226	82	16	229	154	215	113	54	167	215	82	300	74	308	208	174	208	100	74
	76%	76%	77%	76%	76%	82%	74%	82%	92%	78%	75%	74%	78%	83%	76%	77%	92%	73%	83%	75%	77%	76%	82%	68%	74%
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	Q*	*	*	*	*	W	*	*	*
Low2Box (Not very happy/Not happy at all)	118	68	50	71	39	8	81	18	1	66	52	75	32	11	54	64	7	110	15	103	62	56	44	48	26
	24%	24%	23%	24%	24%	18%	26%	18%	8%	22%	25%	26%	22%	17%	24%	23%	8%	27%	17%	25%	23%	24%	18%	32%	26%
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	P	*	*	*	V*	*	*	*

Global @divisor: Consumer Confidence
B1. Taking all things together, would you say you are...
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

		South Africa																							
	South Africa Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	225	275	228	153	119	43	104	353	255	245	196	146	158	288	212	110	390	168	332	414	86	311	124	65
Base: All Respondents (wtd)	500	240	260	287	113	101	52	119	330	213	287	230	126	144	248	252	107	393	157	343	366	134	309	124	68
Very happy	129	58	71	74	29	25	13	32	84	61	67	61	37	31	59	70	34	94	53	76	93	36	78	31	20
	26%	24%	27%	26%	26%	25%	25%	27%	26%	29%	23%	27%	29%	21%	24%	28%	32%	24%	34%	22%	25%	27%	25%	25%	30%
							**	*									*		S		*		*	*	
Rather happy	277	128	149	169	59	49	22	62	193	108	170	128	66	84	139	138	52	225	77	201	202	75	171	70	36
	55%	53%	57%	59%	53%	49%	43%	52%	59%	51%	59%	55%	52%	58%	56%	55%	49%	57%	49%	58%	55%	56%	55%	56%	54%
							**	*									*		49%		*		*	*	
Not very happy	85	49	37	41	21	24	16	24	45	38	47	40	20	25	43	42	17	68	23	62	63	23	54	23	9
	17%	20%	14%	14%	18%	24%	31%	20%	14%	18%	16%	18%	16%	17%	17%	17%	16%	17%	15%	18%	17%	17%	17%	19%	13%
							**	**									*				*		**	*	
Not happy at all	9	6	3	2	4	3	1	1	7	6	3	1	3	5	7	2	3	6	4	5	9	-	6	-	2
	2%	2%	1%	1%	3%	3%	2%	1%	2%	3%	1%	*	3%	3%	3%	1%	2%	2%	3%	1%	2%	-	2%	-	4%
							**	*									*				*		*	*	
	500	240	260	287	113	101	52	119	330	213	287	230	126	144	248	252	107	393	157	343	366	134	309	124	68
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very happy/Rather happy)	406	186	220	243	89	74	35	94	277	169	237	189	103	114	198	208	87	320	129	277	295	111	249	101	57
	81%	77%	85%	85%	78%	74%	68%	79%	84%	79%	83%	82%	81%	80%	80%	83%	81%	81%	83%	81%	81%	83%	81%	81%	84%
				E			**	*									*				*		*	*	
Low2Box (Not very happy/Not happy at all)	94	54	40	43	24	27	17	25	52	44	50	41	23	29	51	43	20	74	27	67	71	23	60	23	11
	19%	23%	15%	15%	22%	26%	32%	21%	16%	21%	17%	18%	19%	20%	20%	17%	19%	19%	17%	19%	19%	17%	19%	19%	16%
						C	**	*									*				*		*	*	

[Table of Contents](#)

Global @divisor: Consumer Confidence
B1. Taking all things together, would you say you are...
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																							
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media				
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	508	266	242	196	167	145	73	188	247	294	214	9	130	369	264	244	61	447	81	427	372	136	161	230	117
Base: All Respondents (wtd)	500	253	247	211	178	111	74	189	237	274	226	9	131	360	249	251	54	446	70	430	360	140	157	226	117
Very happy	28	15	13	17	8	3	2	5	21	14	15	1	8	19	11	17	3	25	4	24	20	8	13	7	8
	6%	6%	5%	8%	4%	3%	3%	3%	9%	5%	6%	12%	6%	5%	4%	7%	6%	6%	6%	5%	6%	8%	3%	7%	
				E			*		G			**					*		*			W			
Rather happy	279	136	143	113	102	64	31	105	142	168	111	4	65	210	135	144	24	255	33	245	205	74	96	124	59
	56%	54%	58%	54%	57%	58%	42%	56%	60%	61%	49%	43%	50%	58%	54%	57%	44%	57%	48%	57%	57%	53%	61%	55%	51%
							*		F	J		**					*		*						
Not very happy	171	91	80	74	57	39	30	74	66	86	85	4	48	119	87	83	21	149	27	144	119	52	42	86	43
	34%	36%	32%	35%	32%	35%	41%	39%	28%	31%	38%	44%	37%	33%	35%	33%	40%	34%	39%	33%	33%	37%	27%	38%	36%
							H*	H				**					*		*				V		
Not happy at all	22	11	11	6	12	5	10	5	8	7	16	-	9	13	16	6	6	17	5	17	17	6	6	9	7
	4%	4%	5%	3%	7%	5%	14%	2%	3%	2%	7%	-	7%	4%	6%	3%	10%	4%	7%	4%	5%	4%	4%	4%	6%
							GH*				I	**			O		Q*		*						
Sigma	500	253	247	211	178	111	74	189	237	274	226	9	131	360	249	251	54	446	70	430	360	140	157	226	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very happy/Rather happy)	307	151	156	131	109	67	33	110	163	182	125	5	73	229	146	161	27	280	37	269	225	82	109	131	67
	61%	60%	63%	62%	61%	60%	45%	58%	69%	66%	55%	56%	56%	63%	59%	64%	50%	63%	54%	63%	62%	59%	69%	58%	58%
							*		FG	J		**					*		*				WX		
Low2Box (Not very happy/Not happy at all)	193	102	92	80	69	44	41	79	74	92	101	4	57	132	103	90	27	166	32	161	135	58	48	96	50
	39%	40%	37%	38%	39%	40%	55%	42%	31%	34%	45%	44%	44%	37%	41%	36%	50%	37%	46%	37%	38%	41%	31%	42%	42%
							H*	H			I	**					*		*				V		V

Global @divisor: Consumer Confidence
B1. Taking all things together, would you say you are...
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1008	509	499	357	387	264	598	228	45	485	523	645	75	288	532	476	92	916	89	919	579	429	503	266	239
Base: All Respondents (wtd)	500	252	248	205	175	120	288	117	22	217	283	249	115	136	253	247	47	453	48	452	274	226	256	135	109
Very happy	59	28	31	34	18	7	35	15	1	19	40	28	11	20	31	28	9	49	10	49	38	21	41	7	10
	12%	11%	13%	17%	10%	6%	12%	13%	6%	9%	14%	11%	10%	14%	12%	11%	20%	11%	21%	11%	14%	9%	16%	5%	9%
				DE						*		I		*			Q*		S*			WX			
Rather happy	233	109	125	105	73	55	123	58	16	109	124	107	59	67	114	119	24	209	25	208	135	99	129	63	41
	47%	43%	50%	51%	42%	46%	43%	50%	73%	50%	44%	43%	52%	49%	45%	48%	51%	46%	52%	46%	49%	44%	51%	47%	37%
				D						FG*			*				*		*			X			
Not very happy	159	86	73	50	70	38	94	37	4	68	91	83	35	41	83	76	11	147	10	148	79	80	66	54	39
	32%	34%	29%	25%	40%	32%	33%	31%	17%	31%	32%	33%	31%	30%	33%	31%	24%	33%	22%	33%	29%	35%	26%	40%	35%
				C			H		*			*		*			*		*			V		V	
Not happy at all	49	30	20	15	14	20	36	7	1	21	29	31	9	9	25	24	2	47	3	47	23	27	19	11	20
	10%	12%	8%	7%	8%	17%	12%	6%	4%	9%	10%	13%	8%	7%	10%	10%	5%	10%	6%	10%	8%	12%	7%	8%	18%
					CD		G		*		M		*				*		*				VW		
Sigma	500	252	248	205	175	120	288	117	22	217	283	249	115	136	253	247	47	453	48	452	274	226	256	135	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very happy/Rather happy)	292	136	156	139	91	61	158	73	17	128	164	135	70	86	145	147	33	259	35	257	172	120	171	70	51
	58%	54%	63%	68%	52%	51%	55%	63%	79%	59%	58%	54%	61%	63%	57%	60%	71%	57%	73%	57%	63%	53%	67%	52%	47%
			A	DE						F*			*	K			Q*		S*		U		WX		
Low2Box (Not very happy/Not happy at all)	208	116	92	65	84	58	130	43	5	89	119	114	44	50	108	100	14	194	13	195	102	106	85	65	58
	42%	46%	37%	32%	48%	49%	45%	37%	21%	41%	42%	46%	39%	37%	43%	40%	29%	43%	27%	43%	37%	47%	33%	48%	53%
			B			C	C	H		*			M	*			*	P	*	R		T		V	V

[Table of Contents](#)

Global @divisor: Consumer Confidence
B1. Taking all things together, would you say you are...
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	501	250	251	162	161	178	153	223	63	158	343	316	78	107	331	170	42	459	63	438	336	165	161	138	202
Base: All Respondents (wtd)	500	253	247	185	154	161	126	235	75	144	356	105	262	132	319	181	46	454	69	431	373	127	175	151	175
Very happy	109	52	57	42	30	37	20	52	22	43	66	27	49	33	64	45	10	99	13	96	87	21	38	33	38
	22%	21%	23%	22%	19%	23%	16%	22%	29%	30%	19%	26%	19%	25%	20%	25%	22%	22%	19%	22%	23%	17%	22%	22%	22%
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	**	**	*	*	*	*	*
Rather happy	318	176	142	118	104	96	74	157	48	92	225	61	184	73	211	106	32	286	53	265	236	81	114	97	107
	64%	69%	58%	64%	67%	60%	59%	67%	64%	64%	63%	58%	70%	55%	66%	59%	70%	63%	76%	62%	63%	64%	65%	64%	61%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	**	**	*	*	*	*	*
Not very happy	64	22	42	24	18	22	25	23	5	8	56	12	29	23	36	28	3	61	3	61	45	19	19	18	28
	13%	9%	17%	13%	11%	14%	20%	10%	6%	6%	16%	11%	11%	17%	11%	16%	7%	13%	5%	14%	12%	15%	11%	12%	16%
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	**	**	*	*	*	*	*
Not happy at all	9	4	6	2	3	4	6	2	*	-	9	5	-	4	8	1	*	9	*	9	5	5	4	3	2
	2%	1%	2%	1%	2%	3%	5%	1%	*	-	3%	5%	-	3%	3%	1%	1%	2%	1%	2%	1%	4%	2%	2%	1%
	*	*	*	*	*	*	*	*	*	*	*	L	*	*	*	*	**	**	**	**	*	*	*	*	*
Sigma	500	253	247	185	154	161	126	235	75	144	356	105	262	132	319	181	46	454	69	431	373	127	175	151	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very happy/Rather happy)	427	228	199	160	133	134	94	209	70	135	291	88	233	106	275	152	42	385	66	361	324	103	152	131	145
	85%	90%	81%	86%	87%	83%	75%	89%	94%	94%	82%	84%	89%	80%	86%	84%	92%	85%	95%	84%	87%	81%	87%	87%	83%
	*	*	*	*	*	*	*	F*	F*	J*		*	*	*	*	*	**	**	**	**	*	*	*	*	*
Low2Box (Not very happy/Not happy at all)	73	25	48	26	21	27	31	25	5	8	65	17	29	27	44	29	4	70	4	70	49	24	23	20	30
	15%	10%	19%	14%	13%	17%	25%	11%	6%	6%	18%	16%	11%	20%	14%	16%	8%	15%	5%	16%	13%	19%	13%	13%	17%
	*	*	*	*	*	*	GH*	*	*	*	I	*	*	*	*	*	**	**	**	**	*	*	*	*	*

[Table of Contents](#)

Global @dvisor: Consumer Confidence

B1. Taking all things together, would you say you are...

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	506	301	205	291	178	37	19	115	372	279	227	132	66	308	312	194	69	437	193	313	365	141	286	166	54
Base: All Respondents (wtd)	500	252	248	262	178	60	18	114	368	270	230	142	71	287	291	209	67	433	181	319	332	168	276	174	50
Very happy	111	53	58	79	27	5	10	25	76	61	50	34	11	67	63	48	26	85	46	65	75	37	58	36	16
	22%	21%	23%	30%	15%	8%	55%	22%	21%	23%	22%	24%	16%	23%	22%	23%	39%	20%	25%	20%	22%	22%	21%	21%	33%
Rather happy	275	144	132	128	110	38	2	59	214	155	120	74	38	163	161	114	27	249	98	177	184	91	156	97	22
	55%	57%	53%	49%	62%	63%	11%	52%	58%	57%	52%	52%	54%	57%	55%	54%	40%	57%	54%	56%	55%	54%	57%	56%	45%
Not very happy				C		*	**						*				*	P							*
	99	48	52	48	35	16	5	24	71	48	51	26	21	52	58	41	14	85	36	63	67	32	56	36	8
	20%	19%	21%	18%	20%	26%	26%	21%	19%	18%	22%	18%	30%	18%	20%	20%	21%	20%	20%	20%	20%	19%	20%	21%	15%
Not happy at all						*	**						*				*								*
	14	7	7	7	5	2	1	6	7	6	8	8	1	6	8	6	-	14	1	13	7	8	6	5	3
	3%	3%	3%	3%	3%	3%	8%	6%	2%	2%	4%	6%	1%	2%	3%	3%	-	3%	1%	4%	2%	5%	2%	3%	7%
Sigma						*	**	H					*				*		R						*
	500	252	248	262	178	60	18	114	368	270	230	142	71	287	291	209	67	433	181	319	332	168	276	174	50
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very happy/Rather happy)	386	197	189	207	137	42	12	84	290	216	170	108	49	229	224	162	53	334	144	242	259	128	214	133	39
	77%	78%	76%	79%	77%	70%	66%	74%	79%	80%	74%	76%	69%	80%	77%	78%	79%	77%	79%	76%	78%	76%	78%	77%	78%
Low2Box (Not very happy/Not happy at all)						*	**						*				*								*
	114	55	59	55	40	18	6	30	78	54	59	34	22	58	67	47	14	100	37	76	74	40	62	41	11
	23%	22%	24%	21%	23%	30%	34%	26%	21%	20%	26%	24%	31%	20%	23%	22%	21%	23%	21%	24%	22%	24%	22%	23%	22%

Global @dvisor: Consumer Confidence

B1. Taking all things together, would you say you are...

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1000	490	510	339	331	330	168	531	194	434	566	244	336	420	624	376	86	914	130	870	678	322	372	255	373
Base: All Respondents (wtd)	500	246	254	185	168	147	85	264	97	209	291	122	170	209	306	194	42	458	64	436	338	162	190	128	182
Very happy	82	40	43	33	24	25	11	40	21	46	37	20	27	35	48	34	6	77	12	71	53	29	36	21	26
	16%	16%	17%	18%	14%	17%	13%	15%	22%	22%	13%	16%	16%	17%	16%	18%	14%	17%	19%	16%	16%	18%	19%	16%	14%
										FG	J						*								
Rather happy	317	162	155	120	108	89	49	173	64	135	182	76	113	128	190	126	29	288	43	273	223	94	120	78	119
	63%	66%	61%	65%	64%	61%	57%	65%	66%	65%	63%	62%	66%	61%	62%	65%	68%	63%	68%	63%	66%	58%	63%	61%	65%
Not very happy																	*				U				
	91	38	53	29	34	28	22	47	10	26	65	25	27	39	62	29	6	86	7	84	55	36	30	28	34
Not happy at all	18%	16%	21%	16%	20%	19%	26%	18%	10%	13%	22%	20%	16%	19%	20%	15%	13%	19%	11%	19%	16%	22%	16%	22%	18%
							GH	H			I				O		*				R				
Sigma	9	7	3	3	2	4	3	4	2	2	7	1	2	6	6	3	2	7	2	7	6	3	3	1	4
	2%	3%	1%	2%	1%	3%	3%	1%	2%	1%	2%	1%	1%	3%	2%	2%	4%	2%	3%	2%	2%	2%	2%	1%	2%
																	*								
Sigma	500	246	254	185	168	147	85	264	97	209	291	122	170	209	306	194	42	458	64	436	338	162	190	128	182
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very happy/Rather happy)	399	201	198	153	132	114	60	213	86	181	219	96	140	163	239	161	35	365	55	344	276	123	156	99	144
	80%	82%	78%	83%	79%	78%	70%	81%	88%	86%	75%	79%	83%	78%	78%	83%	82%	80%	86%	79%	82%	76%	82%	77%	79%
Low2Box (Not very happy/Not happy at all)																	*				U				
	101	45	56	32	36	32	25	51	12	28	72	26	30	45	68	33	8	93	9	92	61	40	33	29	38
	20%	18%	22%	17%	21%	22%	30%	19%	12%	14%	25%	21%	17%	22%	22%	17%	18%	20%	14%	21%	18%	24%	18%	23%	21%
							GH	H			I						*				T				

[Table of Contents](#)

Global @dvisor: Consumer Confidence

B1. Taking all things together, would you say you are...

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y,Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y,Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				Social Media			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	1001	430	571	316	307	378	121	455	425	595	406	360	354	287	519	482	125	876	149	852	664	337	191	238	346	226	380	207	414	
Base: All Respondents (wtd)	500	247	253	182	155	162	81	210	209	279	221	232	127	141	261	239	62	438	74	426	325	175	91	110	184	115	185	99	216	
Very happy	129	64	65	52	37	40	17	48	65	83	46	45	32	53	72	57	24	105	27	102	94	35	23	25	48	33	56	18	55	
	26%	26%	26%	29%	24%	25%	21%	23%	31%	30%	21%	19%	25%	37%	28%	24%	39%	24%	37%	24%	29%	20%	26%	23%	26%	29%	30%	18%	26%	
									FG	J				KL				Q	S		U						a			
Rather happy	290	143	146	95	96	99	45	129	116	166	123	141	74	75	157	133	30	259	40	250	189	101	49	67	107	67	107	69	114	
	58%	58%	58%	52%	62%	61%	55%	62%	55%	60%	56%	61%	59%	53%	60%	56%	49%	59%	53%	59%	58%	58%	54%	61%	58%	58%	58%	58%	53%	
						C											P										Zb			
Not very happy	65	31	34	27	17	21	12	28	26	25	41	35	18	13	26	39	7	59	6	59	36	30	13	15	25	12	20	11	34	
	13%	13%	14%	15%	11%	13%	15%	13%	12%	9%	18%	15%	14%	9%	10%	16%	11%	13%	9%	14%	11%	17%	15%	14%	13%	11%	11%	11%	16%	
Not happy at all	15	9	7	8	5	2	7	5	3	4	11	12	3	1	5	10	1	14	1	14	6	9	6	3	4	3	2	1	12	
	3%	4%	3%	4%	3%	1%	9%	2%	1%	2%	5%	5%	2%	*	2%	4%	2%	3%	3%	2%	5%	6%	2%	2%	3%	3%	1%	1%	6%	
					E		GH				I	M	M								T	X						Za		
Sigma	500	247	253	182	155	162	81	210	209	279	221	232	127	141	261	239	62	438	74	426	325	175	91	110	184	115	185	99	216	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																														
Top2Box (Very happy/Rather happy)	419	208	212	147	133	139	62	177	181	250	169	186	106	127	229	190	54	365	67	352	283	136	72	92	155	100	163	87	169	
	84%	84%	84%	81%	86%	86%	76%	84%	86%	90%	77%	80%	84%	90%	88%	79%	88%	83%	90%	83%	87%	78%	79%	84%	84%	87%	88%	88%	78%	
									F	J				KL	O			S		U						V	b	b		
Low2Box (Not very happy/Not happy at all)	81	40	41	35	22	23	19	33	29	29	52	47	21	13	32	49	8	73	8	73	42	39	19	18	29	15	22	12	47	
	16%	16%	16%	19%	14%	14%	24%	16%	14%	10%	23%	20%	16%	10%	12%	21%	12%	17%	10%	17%	13%	22%	21%	16%	16%	13%	12%	12%	22%	
							H				I	M	M			N				R		T	Y					Za		

[Table of Contents](#)