		All		
Stub	Stat	Countries	Argentina	Australia
	base	12499	500	500
	unw_base	19605	503	1007
Very bad	freq	2509	135	36
Very bad	prop	20%	27%	7%
Somewhat bad	freq	5106	278	163
Somewhat bad	prop	41%	56%	33%
Somewhat good	freq	4143	79	265
Somewhat good	prop	33%	16%	53%
Very good	freq	742	8	36
Very good	prop	6%	2%	7%
Top2Box	freq	4884	87	301
Top2Box	prop	39%	17%	60%
Low2Box	freq	7615	413	199
Low2Box	prop	61%	83%	40%

Belgium	Brazil	Canada	China	France	Germany	Hungary
499	500	500	500	500	500	500
533	1018	1019	1064	1063	1086	508
58	182	27	15	147	19	141
12%	36%	5%	3%	29%	4%	28%
243	187	155	145	309	105	241
49%	37%	31%	29%	62%	21%	48%
184	103	286	306	41	343	113
37%	21%	57%	61%	8%	69%	23%
14	29	32	35	3	33	5
3%	6%	6%	7%	1%	7%	1%
198	132	318	340	44	376	118
40%	26%	64%	68%	9%	75%	24%
302	368	182	160	456	124	382
60%	74%	36%	32%	91%	25%	76%

All Countries

India	Indonesia	Italy	Japan	Mexico	Poland	Russia
500	500	500	500	500	500	500
1051	506	1089	1263	506	514	501
52	59	222	96	130	98	46
10%	12%	44%	19%	26%	20%	9%
149	190	229	275	277	276	203
30%	38%	46%	55%	55%	55%	41%
231	220	38	125	85	121	215
46%	44%	8%	25%	17%	24%	43%
69	31	10	5	8	5	36
14%	6%	2%	1%	2%	1%	7%
300	251	48	129	93	125	250
60%	50%	10%	26%	19%	25%	50%
200	249	452	371	407	375	250
40%	50%	90%	74%	81%	75%	50%

Saudi		South				Great
Arabia	South Africa	Korea	Spain	Sweden	Turkey	Britain
500	500	500	500	500	500	500
504	502	516	1076	517	512	1100
10	161	118	307	37	105	59
2%	32%	24%	61%	7%	21%	12%
45	249	268	145	133	177	255
9%	50%	54%	29%	27%	35%	51%
221	86	108	35	285	178	172
44%	17%	22%	7%	57%	36%	34%
224	4	6	13	45	41	14
45%	1%	1%	3%	9%	8%	3%
444	90	114	48	330	218	186
89%	18%	23%	10%	66%	44%	37%
56	410	386	452	170	282	314
11%	82%	77%	90%	34%	56%	63%

US	Egypt
500	500
1087	560
109	140
22%	28%
210	198
42%	40%
148	156
30%	31%
32	5
6%	1%
180	161
36%	32%
320	339
64%	68%

All Regions
B3 Now, thinking about our economic situation, how would you de

04.1	0.1	All	North	
Stub	Stat	Countries	America	LATAM
	base	12499	1000	1500
	unw_base	19605	2106	2027
Very bad	freq	2509	137	446
Very bad	prop	20%	14%	30%
Somewhat bad	freq	5106	365	742
Somewhat bad	prop	41%	36%	49%
Somewhat good	freq	4143	435	267
Somewhat good	prop	33%	43%	18%
Very good	freq	742	64	45
Very good	prop	6%	6%	3%
Top2Box	freq	4884	499	311
Top2Box	prop	39%	50%	21%
Low2Box	freq	7615	501	1189
Low2Box	prop	61%	50%	79%

scribe the current economic situation in? Is it...

Europe	APAC	G-8	BRIC	Middle East Africa
4499	3500	4000	2000	2000
7486	5908	8208	3634	2078
1089	421	726	295	417
24%	12%	18%	15%	21%
1937	1393	1741	683	669
43%	40%	44%	34%	33%
1332	1469	1368	854	641
30%	42%	34%	43%	32%
142	217	165	168	273
3%	6%	4%	8%	14%
1474	1686	1533	1022	914
33%	48%	38%	51%	46%
3025	1814	2467	978	1086
67%	52%	62%	49%	54%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	503	209	294
Very bad	freq	135	61	75
Very bad	prop	27%	25%	29%
Somewhat bad	freq	278	142	136
Somewhat bad	prop	56%	58%	53%
Somewhat good	freq	79	41	38
Somewhat good	prop	16%	17%	15%
Very good	freq	8	1	6
Very good	prop	2%	1%	3%
Top2Box	freq	87	42	45
Top2Box	prop	17%	17%	18%
Low2Box	freq	413	203	210
Low2Box	prop	83%	83%	82%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
248	157	95	197	207	97	158
247	166	90	177	214	112	164
59	54	21	64	47	24	38
24%	35%	22%	33%	23%	25%	24%
141	82	56	99	130	49	89
57%	52%	59%	50%	63%	51%	56%
42	20	17	31	26	21	27
17%	13%	18%	16%	13%	22%	17%
6	0	1	3	3	2	4
2%	%	2%	1%	1%	2%	3%
48	21	18	34	29	23	31
19%	13%	19%	17%	14%	24%	20%
200	136	77	163	177	73	127
81%	87%	81%	83%	86%	76%	80%

Argentina

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
342	327	119	55	246	254	63
339	223	160	120	248	255	68
97	84	32	19	68	67	13
28%	26%	27%	35%	28%	26%	20%
189	185	67	26	141	137	32
55%	57%	57%	48%	57%	54%	50%
52	53	18	8	35	43	17
15%	16%	15%	15%	14%	17%	26%
4	5	2	1	1	6	2
1%	1%	2%	2%	1%	3%	3%
56	58	19	9	37	50	19
16%	18%	16%	17%	15%	20%	30%
286	269	99	46	209	204	44
84%	82%	84%	83%	85%	80%	70%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
437	73	427	282	198	272	142
435	77	426	303	182	290	133
123	17	118	74	53	68	41
28%	23%	28%	26%	26%	25%	29%
247	36	242	156	116	153	78
56%	50%	57%	55%	58%	56%	55%
62	17	62	48	27	48	19
14%	24%	14%	17%	13%	18%	13%
6	3	5	4	3	3	4
1%	4%	1%	1%	2%	1%	3%
68	20	67	52	30	52	23
16%	27%	16%	19%	15%	19%	16%
369	53	361	230	169	221	119
84%	73%	84%	81%	85%	81%	84%

Social Media Inactive				
86				
80				
27				
31%				
47				
55%				
12				
14%				
0				
1%				
12				
14%				
74				
86%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1007	449	558
Very bad	freq	36	25	11
Very bad	prop	7%	10%	4%
Somewhat bad	freq	163	69	94
Somewhat bad	prop	33%	28%	37%
Somewhat good	freq	265	136	129
Somewhat good	prop	53%	55%	51%
Very good	freq	36	18	18
Very good	prop	7%	7%	7%
Top2Box	freq	301	154	147
Top2Box	prop	60%	62%	58%
Low2Box	freq	199	94	105
Low2Box	prop	40%	38%	42%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
196	157	147	135	252	113	212
194	397	416	232	530	245	529
7	19	10	21	11	3	12
3%	12%	7%	16%	4%	3%	6%
52	60	51	47	89	26	70
27%	38%	35%	35%	35%	23%	33%
119	69	77	56	135	74	116
61%	44%	53%	42%	54%	66%	55%
19	10	8	10	17	9	14
9%	6%	5%	8%	7%	8%	7%
138	79	85	66	152	83	130
70%	50%	58%	49%	60%	74%	61%
59	79	61	69	100	30	82
30%	50%	42%	51%	40%	26%	39%

Australia

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
288	132	294	74	274	226	58
478	317	320	370	581	426	123
24	9	24	2	28	8	4
8%	7%	8%	3%	10%	3%	8%
93	44	99	20	85	78	16
32%	33%	34%	27%	31%	35%	28%
149	68	153	44	142	123	31
52%	52%	52%	59%	52%	54%	53%
22	10	18	8	19	17	7
8%	8%	6%	10%	7%	8%	12%
171	79	171	51	161	140	37
59%	60%	58%	69%	59%	62%	65%
117	53	123	23	113	86	20
41%	40%	42%	31%	41%	38%	35%

Business	Senior Executive Decision Maker	Senior Executive Decision Maker	Employmen t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
442	64	436	293	194	196	127
884	143	864	627	350	350	260
31	6	30	15	19	12	5
7%	9%	7%	5%	10%	6%	4%
147	16	147	96	62	67	40
33%	25%	34%	33%	32%	34%	32%
235	35	230	162	97	99	75
53%	54%	53%	55%	50%	50%	59%
29	7	29	20	16	19	7
7%	11%	7%	7%	8%	10%	6%
264	42	259	182	113	117	82
60%	66%	59%	62%	58%	60%	65%
178	22	177	111	81	79	45
40%	34%	41%	38%	42%	40%	35%

Social Media Inactive				
177	7			
397	7			
19	9			
11%	ó			
56	3			
32%	ó			
92	2			
52%	ó			
10)			
6%	ó			
102	2			
58%	ó			
75	5			
42%	ó			

Stub	Stat	Overall	Gender Male	Gender Female
	base	499	251	248
	unw_base	533	274	259
Very bad	freq	58	24	34
Very bad	prop	12%	10%	14%
Somewhat bad	freq	243	120	123
Somewhat bad	prop	49%	48%	50%
Somewhat good	freq	184	100	83
Somewhat good	prop	37%	40%	34%
Very good	freq	14	6	7
Very good	prop	3%	2%	3%
Top2Box	freq	198	107	91
Top2Box	prop	40%	43%	37%
Low2Box	freq	302	144	157
Low2Box	prop	60%	57%	63%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
184	160	155	157	153	99	180
186	184	163	148	173	119	212
22	20	16	23	17	7	24
12%	12%	11%	15%	11%	7%	13%
80	88	76	84	69	48	78
44%	55%	49%	54%	45%	49%	43%
77	50	56	43	64	42	73
42%	31%	36%	27%	42%	43%	41%
4	2	7	7	4	1	5
2%	2%	5%	4%	2%	1%	3%
81	53	64	50	68	44	78
44%	33%	41%	32%	44%	44%	43%
102	107	92	107	86	56	102
56%	67%	59%	68%	56%	56%	57%

Belgium

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
320	172	185	142	314	185	38
321	97	292	144	338	195	43
34	33	17	8	33	25	7
11%	19%	9%	6%	10%	14%	18%
165	78	94	71	144	100	14
52%	45%	51%	50%	46%	54%	36%
111	53	70	61	126	58	16
35%	31%	38%	43%	40%	32%	42%
9	9	3	2	12	2	2
3%	5%	2%	1%	4%	1%	4%
120	61	74	63	137	60	17
38%	36%	40%	44%	44%	33%	46%
200	111	111	79	177	125	21
62%	64%	60%	56%	56%	67%	54%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
461	49	450	252	227	121	122
490	60	473	296	216	132	134
51	5	53	25	27	12	11
11%	11%	12%	10%	12%	10%	9%
230	16	227	114	123	49	62
50%	33%	51%	45%	54%	40%	51%
168	26	157	108	71	50	49
36%	54%	35%	43%	31%	41%	40%
12	2	12	5	6	10	
3%	3%	3%	2%	3%	8%	
180	28	170	112	77	60	49
39%	57%	38%	45%	34%	49%	40%
281	21	280	139	150	61	73
61%	43%	62%	55%	66%	51%	60%

Social Media Inactive					
	257				
	267				
	34				
	13%				
	133				
	52%				
	86				
	33%				
	4				
	2%				
	90				
·	35%				
	167				
	65%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	1018	444	574
Very bad	freq	182	72	109
Very bad	prop	36%	29%	43%
Somewhat bad	freq	187	79	107
Somewhat bad	prop	37%	32%	42%
Somewhat good	freq	103	72	32
Somewhat good	prop	21%	29%	12%
Very good	freq	29	22	7
Very good	prop	6%	9%	3%
Top2Box	freq	132	93	39
Top2Box	prop	26%	38%	15%
Low2Box	freq	368	152	217
Low2Box	prop	74%	62%	85%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
271	151	79	170	323	7	189
462	354	202	191	786	41	457
89	54	39	81	97	4	69
33%	36%	49%	47%	30%	61%	37%
102	65	19	55	129	2	80
38%	43%	25%	33%	40%	25%	42%
58	28	17	25	78	1	30
21%	18%	22%	15%	24%	10%	16%
22	4	3	9	19	0	10
8%	2%	4%	5%	6%	4%	6%
80	31	21	34	97	1	40
30%	21%	26%	20%	30%	14%	21%
191	119	58	136	226	6	149
70%	79%	74%	80%	70%	86%	79%

Brazil how would you describe the current economic situation in? Is it...

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
311	363	107	29	226	274	83
561	120	560	338	512	506	153
112	134	37	11	76	106	17
36%	37%	35%	36%	34%	38%	20%
107	131	44	11	82	105	28
34%	36%	41%	37%	36%	38%	33%
73	74	22	7	54	49	25
24%	20%	21%	24%	24%	18%	31%
18	24	4	1	14	15	13
6%	7%	4%	3%	6%	5%	15%
92	98	26	8	68	64	38
29%	27%	24%	27%	30%	23%	46%
219	265	81	22	158	210	44
71%	73%	76%	73%	70%	77%	54%

Business	Senior Executive Decision Maker	Senior Executive Decision Maker	Employmen t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
417	108	392	313	169	305	93
865	221	797	704	283	693	203
165	27	155	102	75	113	29
40%	25%	40%	33%	44%	37%	31%
159	35	152	126	51	116	35
38%	32%	39%	40%	30%	38%	37%
78	31	72	69	31	66	26
19%	28%	18%	22%	18%	22%	28%
16	16	13	15	13	10	3
4%	15%	3%	5%	8%	3%	3%
93	47	85	85	44	76	29
22%	43%	22%	27%	26%	25%	31%
324	61	307	228	126	229	64
78%	57%	78%	73%	74%	75%	69%

Social					
Med					
Inacti	ive				
	102				
	122				
	39				
	39%				
	36				
	35%				
	11				
	11%				
	15				
	15%				
	26				
	26%				
	75				
	74%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1019	469	550
Very bad	freq	27	15	12
Very bad	prop	5%	6%	5%
Somewhat bad	freq	155	70	85
Somewhat bad	prop	31%	28%	34%
Somewhat good	freq	286	141	145
Somewhat good	prop	57%	57%	57%
Very good	freq	32	21	11
Very good	prop	6%	9%	4%
Top2Box	freq	318	162	156
Top2Box	prop	64%	66%	62%
Low2Box	freq	182	85	97
Low2Box	prop	36%	34%	38%

B3 Now, thi

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
177	167	156	87	144	201	222
310	324	385	166	294	421	481
11	8	9	8	11	5	10
6%	5%	6%	9%	7%	3%	4%
54	53	48	29	51	50	60
30%	32%	30%	33%	35%	25%	27%
98	96	92	44	74	131	135
56%	57%	59%	50%	51%	65%	61%
14	10	8	6	9	15	17
8%	6%	5%	7%	6%	7%	7%
113	105	100	50	83	146	152
64%	63%	64%	57%	57%	72%	68%
65	61	56	37	61	56	70
36%	37%	36%	43%	43%	28%	32%

Canada

nking about our economic situation, how would you describe the current economic s

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
278	186	223	91	264	236	57
538	375	451	193	535	484	115
17	14	12	1	14	13	3
6%	8%	5%	1%	5%	6%	5%
95	59	74	22	71	84	16
34%	32%	33%	24%	27%	35%	28%
151	100	127	60	159	128	27
54%	54%	57%	66%	60%	54%	48%
15	13	11	8	20	12	11
5%	7%	5%	9%	8%	5%	19%
166	112	138	68	179	139	38
60%	61%	62%	75%	68%	59%	66%
112	73	86	23	85	97	19
40%	39%	38%	25%	32%	41%	34%

ituation in? Is it...

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
443	71	429	310	183	176	146
904	140	879	630	375	342	299
24	4	23	16	11	9	5
5%	5%	5%	5%	6%	5%	4%
139	17	138	91	61	59	44
31%	24%	32%	29%	33%	34%	30%
259	38	248	184	99	96	88
58%	53%	58%	59%	54%	54%	60%
21	12	19	19	12	12	9
5%	17%	4%	6%	7%	7%	6%
280	50	268	203	112	108	97
63%	71%	62%	66%	61%	62%	66%
163	21	161	107	72	68	49
37%	29%	38%	34%	39%	38%	34%

Social Media Inactive	Canada Region Quebec	Canada Region Praries	Canada Region British Columbia	Canada Region Ontario	Canada Region Atlantic	Canada Region Alberta
178	138	30	70	194	31	36
378	277	63	139	399	63	77
13	11	2	3	9	1	0
7%	8%	7%	4%	5%	3%	1%
52	46	7	22	64	12	4
29%	33%	24%	31%	33%	39%	12%
102	75	18	41	108	16	28
58%	54%	61%	58%	56%	52%	78%
11	7	3	5	13	2	3
6%	5%	9%	7%	7%	6%	9%
113	82	21	45	121	18	32
64%	59%	70%	65%	62%	58%	87%
65	56	9	25	73	13	5
36%	41%	30%	35%	38%	42%	13%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	249	251
	unw_base	1064	511	553
Very bad	freq	15	11	4
Very bad	prop	3%	4%	2%
Somewhat bad	freq	145	74	71
Somewhat bad	prop	29%	30%	28%
Somewhat good	freq	306	149	157
Somewhat good	prop	61%	60%	62%
Very good	freq	35	16	19
Very good	prop	7%	6%	8%
Top2Box	freq	340	165	176
Top2Box	prop	68%	66%	70%
Low2Box	freq	160	84	75
Low2Box	prop	32%	34%	30%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
201	189	110	61	195	244	363
461	453	150	63	278	723	805
10	1	4	1	4	10	9
5%	1%	3%	2%	2%	4%	3%
41	64	40	16	57	71	116
20%	34%	36%	26%	29%	29%	32%
136	111	58	37	124	144	209
68%	59%	53%	61%	64%	59%	57%
14	12	9	6	10	18	29
7%	7%	8%	11%	5%	8%	8%
150	124	67	44	134	162	238
75%	66%	61%	72%	69%	67%	65%
51	65	44	17	61	81	126
25%	34%	39%	28%	31%	33%	35%

China

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
137	295	155	50	296	204	50
259	93	250	721	726	338	84
5	10	4	1	10	5	4
4%	3%	2%	2%	3%	2%	7%
29	78	54	13	84	61	9
21%	26%	35%	26%	28%	30%	17%
97	186	89	31	172	133	25
71%	63%	57%	63%	58%	65%	50%
6	22	9	5	30	5	13
4%	7%	6%	9%	10%	3%	26%
103	207	97	36	202	138	38
75%	70%	63%	72%	68%	68%	75%
34	88	58	14	94	66	12
25%	30%	37%	28%	32%	32%	25%

Business	Senior Executive Decision Maker	Senior Executive Decision Maker	Employmen t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
450	99	401	395	104		
980	315	749	954	106		
11	4	11	10	4	•	
2%	4%	3%	3%	3%		
136	11	134	117	28	•	
30%	11%	33%	30%	27%		
281	64	242	236	70		
62%	64%	60%	60%	67%		
22	21	14	32	3	•	
5%	21%	4%	8%	3%		
303	84	256	268	73		
67%	85%	64%	68%	70%		
147	15	144	128	31		
33%	15%	36%	32%	30%		

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Social Media Inactive	
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	_

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	560	228	332
Very bad	freq	140	74	67
Very bad	prop	28%	29%	27%
Somewhat bad	freq	198	97	101
Somewhat bad	prop	40%	38%	41%
Somewhat good	freq	156	78	78
Somewhat good	prop	31%	31%	32%
Very good	freq	5	5	
Very good	prop	1%	2%	
Top2Box	freq	161	83	78
Top2Box	prop	32%	33%	32%
Low2Box	freq	339	171	168
Low2Box	prop	68%	67%	68%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	140	75	41	29	293	286
330	160	70	46	35	332	355
91	39	11	18	14	54	64
32%	28%	15%	44%	50%	18%	22%
118	53	27	8	10	131	109
42%	38%	35%	18%	35%	45%	38%
74	45	38	14	4	105	110
26%	32%	50%	33%	16%	36%	39%
2	3		2		3	2
1%	2%		5%		1%	1%
76	48	38	16	4	108	112
27%	34%	50%	38%	16%	37%	39%
209	92	38	26	24	185	173
73%	66%	50%	62%	84%	63%	61%

Egypt
how would you describe the current economic situation in? Is it...

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
214	63	175	262	170	330	27
205	63	163	334	169	391	29
76	20	47	73	47	94	11
36%	32%	27%	28%	27%	28%	42%
89	20	76	102	63	135	7
42%	32%	43%	39%	37%	41%	26%
46	22	51	84	57	99	7
21%	34%	29%	32%	34%	30%	28%
3	1	2	2	2	3	1
1%	2%	1%	1%	1%	1%	5%
49	23	52	86	60	102	9
23%	36%	30%	33%	35%	31%	33%
165	41	123	175	110	229	18
77%	64%	70%	67%	65%	69%	67%

Business	Senior Executive Decision Maker	Senior Executive Decision Maker	Employmen t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
473		-	274	226		
531			309	251		
129		-	78	62		
27%			29%	27%		
192	ī	ŭ.	107	91		
40%	•	•	39%	40%		
149	•	•	85	71		
31%			31%	31%		
4	•	ē	3	2		
1%			1%	1%		
153			88	73		
32%			32%	32%		
321		•	185	153		
68%			68%	68%		

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Social Media Inactive	
	_
	_

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1063	542	521
Very bad	freq	147	66	82
Very bad	prop	29%	27%	32%
Somewhat bad	freq	309	159	150
Somewhat bad	prop	62%	64%	59%
Somewhat good	freq	41	20	20
Somewhat good	prop	8%	8%	8%
Very good	freq	3	2	1
Very good	prop	1%	1%	1%
Top2Box	freq	44	22	22
Top2Box	prop	9%	9%	9%
Low2Box	freq	456	225	231
Low2Box	prop	91%	91%	91%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
191	163	146	88	224	115	208
349	361	353	173	471	266	466
53	50	45	25	69	29	67
28%	31%	31%	29%	31%	25%	32%
117	102	90	52	135	78	124
62%	62%	61%	58%	60%	68%	60%
19	10	11	10	19	7	16
10%	6%	8%	12%	8%	6%	8%
1	1	0	1	1	1	1
1%	1%	%	1%	1%	1%	1%
20	12	12	11	20	8	17
11%	7%	8%	13%	9%	7%	8%
170	151	135	77	204	107	191
89%	93%	92%	87%	91%	93%	92%

France how would you describe the current economic situation in? Is it...

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
292	168	209	124	289	211	17
597	384	334	345	642	421	41
81	56	63	28	77	71	6
28%	33%	30%	22%	27%	33%	33%
184	99	129	80	185	124	9
63%	59%	62%	65%	64%	59%	51%
25	12	14	15	25	15	2
8%	7%	7%	12%	9%	7%	12%
2	0	2	1	2	1	1
1%	%	1%	1%	1%	%	4%
27	12	16	16	28	16	3
9%	7%	8%	13%	10%	8%	16%
265	155	193	108	261	195	14
91%	93%	92%	87%	90%	92%	84%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business Owner No	Maker Leader Yes	Maker Leader No	Total Employed	t Status Not Employed	Media Active	Media Passive
483	32	468	312	186	113	142
1022	78	985	671	389	244	304
142	10	137	88	58	25	43
29%	31%	29%	28%	31%	22%	30%
300	18	291	193		71	93
62%	57%	62%	62%	62%	63%	65%
39	3	38	28	13	15	7
8%	9%	8%	9%	7%	13%	5%
2	1	2	3	0	2	
%	3%	%	1%	%	2%	
41	4	40	31	13	17	7
9%	13%	8%	10%	7%	15%	5%
442	28	428	282	173	97	135
91%	87%	92%	90%	93%	85%	95%

Social Media Inactive				
	245			
	515			
	80			
	33%			
	145			
	59%			
	19			
	8%			
	1			
	%			
	20			
	8%			
	224			
	92%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1086	520	566
Very bad	freq	19	10	10
Very bad	prop	4%	4%	4%
Somewhat bad	freq	105	43	62
Somewhat bad	prop	21%	17%	25%
Somewhat good	freq	343	177	166
Somewhat good	prop	69%	70%	67%
Very good	freq	33	23	10
Very good	prop	7%	9%	4%
Top2Box	freq	376	200	176
Top2Box	prop	75%	79%	71%
Low2Box	freq	124	53	71
Low2Box	prop	25%	21%	29%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
172	176	152	143	137	154	184
307	386	393	309	305	336	425
3	11	5	10	3	2	7
2%	6%	4%	7%	3%	1%	4%
31	37	37	41	29	22	36
18%	21%	24%	29%	21%	14%	20%
123	117	103	86	97	115	133
71%	67%	68%	60%	71%	75%	72%
16	11	7	6	7	15	8
9%	6%	4%	4%	5%	10%	4%
139	128	109	92	105	130	141
80%	73%	72%	64%	76%	84%	77%
34	48	43	51	33	24	43
20%	27%	28%	36%	24%	16%	23%

Germany

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
316	113	285	101	337	163	45
661	186	694	206	734	352	103
12	11	7	1	14	5	2
4%	9%	2%	1%	4%	3%	5%
68	32	60	13	70	34	8
22%	28%	21%	13%	21%	21%	18%
209	69	200	74	225	117	27
66%	61%	70%	73%	67%	72%	60%
26	2	18	13	27	6	8
8%	2%	6%	13%	8%	4%	17%
235	71	219	86	253	123	35
74%	63%	77%	85%	75%	76%	77%
81	42	67	15	84	40	11
26%	37%	23%	15%	25%	24%	23%

Business	Senior Executive Decision Maker	Senior Executive Decision Maker	Employmen t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
455	78	422	321	164	127	165
983	178	908	715	337	265	358
17	3	16	9	9	5	5
4%	4%	4%	3%	5%	4%	3%
96	14	90	71	32	21	33
21%	18%	21%	22%	20%	16%	20%
316	50	293	218	114	85	117
69%	64%	69%	68%	69%	67%	71%
26	11	22	23	9	16	10
6%	14%	5%	7%	6%	13%	6%
341	61	315	242	123	101	126
75%	78%	75%	75%	75%	80%	77%
113	17	106	80	41	26	38
25%	22%	25%	25%	25%	20%	23%

208 463 9 4%
9
4%
770
51
24%
141
68%
7
3%
148
71%
60
29%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	246	254
	unw_base	1100	548	552
Very bad	freq	59	32	27
Very bad	prop	12%	13%	10%
Somewhat bad	freq	255	112	144
Somewhat bad	prop	51%	45%	57%
Somewhat good	freq	172	95	77
Somewhat good	prop	34%	39%	30%
Very good	freq	14	7	7
Very good	prop	3%	3%	3%
Top2Box	freq	186	102	84
Top2Box	prop	37%	42%	33%
Low2Box	freq	314	144	170
Low2Box	prop	63%	58%	67%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	158	156	90	261	96	195
380	349	371	197	575	211	440
21	18	19	13	35	5	19
12%	11%	12%	15%	13%	5%	10%
93	79	84	46	137	41	89
50%	50%	53%	51%	53%	43%	46%
63	59	50	28	82	46	81
34%	37%	32%	31%	31%	48%	41%
8	3	3	2	7	4	6
4%	2%	2%	3%	3%	4%	3%
71	62	54	30	89	50	87
38%	39%	34%	34%	34%	52%	44%
114	97	103	59	172	46	109
62%	61%	66%	66%	66%	48%	56%

Great Britain

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
305	121	160	219	319	181	41
660	272	349	479	711	389	93
39	20	21	18	38	21	4
13%	16%	13%	8%	12%	11%	10%
166	63	80	112	158	98	17
54%	52%	50%	51%	49%	54%	41%
91	34	55	82	113	59	18
30%	28%	35%	38%	35%	32%	43%
8	4	4	6	11	4	2
3%	3%	3%	3%	3%	2%	6%
99	38	60	88	124	62	20
33%	32%	37%	40%	39%	35%	49%
205	83	100	131	196	118	21
67%	68%	63%	60%	61%	65%	51%

Business	Senior Executive Decision Maker	Senior Executive Decision Maker	Employmen t Status	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Total Employed	Employed	Active	Passive
459	56	444	329	166	181	112
1007	125	975	724	365	393	245
54	4	55	37	22	23	11
12%	7%	12%	11%	13%	12%	10%
238	21	234	166	86	87	60
52%	38%	53%	50%	52%	48%	53%
154	28	144	116	54	63	40
34%	49%	32%	35%	33%	35%	36%
12	3	11	11	4	9	0
3%	6%	2%	3%	2%	5%	%
166	31	155	127	58	72	41
36%	55%	35%	39%	35%	40%	37%
293	25	289	203	108	109	71
64%	45%	65%	61%	65%	60%	63%

Social Media Inactive				
207				
462				
25				
12%				
109				
53%				
68				
33%				
5				
2%				
73				
35%				
134				
65%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	244	256
	unw_base	508	222	286
Very bad	freq	141	64	77
Very bad	prop	28%	26%	30%
Somewhat bad	freq	241	114	127
Somewhat bad	prop	48%	47%	50%
Somewhat good	freq	113	62	51
Somewhat good	prop	23%	26%	20%
Very good	freq	5	4	2
Very good	prop	1%	1%	1%
Top2Box	freq	118	66	53
Top2Box	prop	24%	27%	21%
Low2Box	freq	382	178	203
Low2Box	prop	76%	73%	79%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
202	137	161	228	207	8	184
193	150	165	227	212	9	188
50	35	55	71	50	1	51
25%	26%	34%	31%	24%		28%
104	65	72	106	107	3	81
52%	48%	44%	46%	52%		44%
44	36	33	47	50	3	50
22%	27%	20%	21%	24%		27%
4		1	3		1	2
2%		1%	1%			1%
48	36	34	51	50	4	53
24%	27%	21%	22%	24%		29%
154	101	127	177	157	4	132
76%	73%	79%	78%	76%		71%

Hungary

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
316	130	294	77	254	246	44
320	138	261	109	258	250	44
90	31	91	19	65	75	12
28%	24%	31%	24%	26%	31%	27%
160	64	138	39	134	107	18
51%	49%	47%	51%	53%	44%	41%
63	30	64	19	53	61	13
20%	23%	22%	24%	21%	25%	29%
3	4	1		2	3	1
1%	3%	%		1%	1%	3%
66	34	65	19	55	63	14
21%	27%	22%	24%	22%	26%	32%
250	95	229	58	199	183	30
79%	73%	78%	76%	78%	74%	68%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
456	38	462	269	229	202	228
464	40	468	275	230	206	230
129	8	132	70	67	67	59
28%	22%	29%	26%	29%	33%	26%
223	18	223	130	111	90	111
49%	48%	48%	48%	48%	44%	49%
100	9	104	66	48	42	57
22%	24%	22%	24%	21%	21%	25%
4	2	3	2	3	3	1
1%	6%	1%	1%	1%	2%	%
105	12	107	68	51	45	58
23%	31%	23%	25%	22%	22%	25%
352	27	355	201	178	157	170
77%	69%	77%	75%	78%	78%	75%

Social Media Inactive				
	70			
	72			
	15			
	21%			
	40			
	57%			
	15			
	21%			
	1			
	1%			
	16			
	22%			
	55			
	78%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	258	242
	unw_base	1051	570	481
Very bad	freq	52	29	23
Very bad	prop	10%	11%	9%
Somewhat bad	freq	149	81	67
Somewhat bad	prop	30%	32%	28%
Somewhat good	freq	231	115	115
Somewhat good	prop	46%	45%	48%
Very good	freq	69	32	37
Very good	prop	14%	12%	15%
Top2Box	freq	300	147	152
Top2Box	prop	60%	57%	63%
Low2Box	freq	200	111	90
Low2Box	prop	40%	43%	37%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
276	147	77	76	74	351	305
490	359	202	138	155	758	719
33	11	9	9	8	35	27
12%	7%	11%	12%	11%	10%	9%
81	46	21	17	24	108	98
29%	32%	28%	23%	32%	31%	32%
115	72	43	35	29	166	141
42%	49%	57%	46%	39%	47%	46%
48	18	3	14	13	41	38
17%	12%	4%	19%	18%	12%	13%
163	90	47	49	42	208	179
59%	61%	61%	66%	57%	59%	59%
113	57	30	26	32	143	126
41%	39%	39%	34%	43%	41%	41%

India
how would you describe the current economic situation in? Is it...

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
195	3	60	438	257	243	135
332	4	115	932	578	473	294
25	1	10	41	23	29	9
13%		16%	9%	9%	12%	7%
50	1	18	130	68	80	30
26%		30%	30%	26%	33%	22%
90	1	27	203	118	112	56
46%		45%	46%	46%	46%	42%
31		6	63	48	21	39
16%		9%	14%	18%	9%	29%
120	1	32	266	166	134	96
62%		54%	61%	64%	55%	71%
75	1	27	172	91	109	40
38%		46%	39%	36%	45%	29%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
365	245	255	386	107	384	82
757	541	510	843	193	790	184
42	19	33	34	17	33	11
12%	8%	13%	9%	16%	9%	13%
118	65	83	112	34	111	29
32%	27%	33%	29%	32%	29%	35%
174	108	122	179	48	176	39
48%	44%	48%	46%	45%	46%	48%
30	53	16	61	7	64	4
8%	22%	6%	16%	7%	17%	4%
204	161	138	241	56	240	43
56%	66%	54%	62%	52%	63%	52%
161	84	116	146	51	143	39
44%	34%	46%	38%	48%	37%	48%

Social
Media
Inactive
35
77
9
25%
10
28%
15
43%
1
4%
16
47%
18
53%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	250	250
	unw_base	506	222	284
Very bad	freq	59	28	31
Very bad	prop	12%	11%	12%
Somewhat bad	freq	190	91	99
Somewhat bad	prop	38%	36%	40%
Somewhat good	freq	220	110	111
Somewhat good	prop	44%	44%	44%
Very good	freq	31	22	9
Very good	prop	6%	9%	4%
Top2Box	freq	251	131	120
Top2Box	prop	50%	52%	48%
Low2Box	freq	249	119	130
Low2Box	prop	50%	48%	52%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
281	167	52	56	260	185	292
246	202	58	44	258	204	329
39	14	6	10	29	20	33
14%	9%	11%	18%	11%	11%	11%
102	62	26	19	103	69	111
36%	37%	50%	33%	39%	37%	38%
125	78	18	23	117	80	130
44%	47%	34%	41%	45%	44%	44%
16	12	3	4	11	16	18
6%	7%	6%	7%	4%	8%	6%
141	90	20	27	128	96	148
50%	54%	39%	48%	49%	52%	51%
141	77	32	29	131	89	144
50%	46%	61%	52%	51%	48%	49%

Indonesia

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
208	200	29	271	247	253	71
177	182	29	295	254	252	71
26	26	5	28	23	36	8
12%	13%	18%	10%	9%	14%	11%
79	75	9	106	84	106	18
38%	38%	29%	39%	34%	42%	25%
91	82	13	125	119	102	30
44%	41%	46%	46%	48%	40%	43%
13	17	2	12	22	9	15
6%	9%	6%	5%	9%	4%	21%
103	99	15	137	141	111	46
50%	49%	52%	51%	57%	44%	64%
105	101	14	134	107	142	26
50%	51%	48%	49%	43%	56%	36%

Business	Senior Executive Decision Maker	Senior Executive Decision Maker	Employmen t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
429	128	372	422	77	318	162
435	133	373	438	66	312	174
50	12	46	49	9	38	15
12%	10%	12%	12%	12%	12%	9%
172	35	155	156	33	101	80
40%	28%	42%	37%	43%	32%	50%
190	57	163	189	31	152	62
44%	45%	44%	45%	40%	48%	39%
16	23	8	27	4	27	4
4%	18%	2%	6%	5%	8%	3%
206	80	171	216	34	179	66
48%	63%	46%	51%	45%	56%	41%
223	48	201	205	42	139	95
52%	37%	54%	49%	55%	44%	59%

Social Media Inactive		
20)	
20)	
5	,	
25%)	
9)	
45%)	
6	,	
30%)	
6	,	
30%)	
14		
70%)	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	250	250
	unw_base	1089	570	519
Very bad	freq	222	105	118
Very bad	prop	44%	42%	47%
Somewhat bad	freq	229	117	112
Somewhat bad	prop	46%	47%	45%
Somewhat good	freq	38	23	15
Somewhat good	prop	8%	9%	6%
Very good	freq	10	5	5
Very good	prop	2%	2%	2%
Top2Box	freq	48	28	20
Top2Box	prop	10%	11%	8%
Low2Box	freq	452	222	230
Low2Box	prop	90%	89%	92%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
181	186	133	123	198	104	238
380	412	297	243	438	248	512
72	89	61	61	89	36	99
40%	48%	46%	49%	45%	34%	42%
87	80	63	54	87	56	119
48%	43%	47%	44%	44%	54%	50%
17	14	8	5	18	10	17
9%	7%	6%	4%	9%	9%	7%
5	3	2	3	4	2	3
3%	2%	1%	3%	2%	2%	1%
22	17	10	8	23	12	20
12%	9%	7%	7%	11%	11%	8%
159	169	123	115	176	92	218
88%	91%	93%	93%	89%	89%	92%

Italy
how would you describe the current economic situation in? Is it...

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
262	244	199	58	244	256	55
577	367	569	153	568	521	124
123	114	84	24	101	122	21
47%	47%	42%	42%	41%	47%	38%
110	111	92	26	110	119	23
42%	46%	46%	46%	45%	47%	41%
21	15	16	7	25	14	8
8%	6%	8%	12%	10%	5%	14%
7	3	6	0	9	1	4
3%	1%	3%	1%	4%	1%	7%
28	18	23	7	33	15	12
11%	8%	11%	13%	14%	6%	21%
234	225	176	50	211	241	43
89%	92%	89%	87%	86%	94%	79%

Business	Senior Executive Decision Maker	Senior Executive Decision Maker	Employmen t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
445	73	427	281	211	283	106
965	172	917	655	415	645	226
202	25	197	112	107	126	47
45%	35%	46%	40%	51%	44%	44%
207	33	196	137	88	123	54
46%	45%	46%	49%	42%	43%	51%
30	10	28	25	12	26	5
7%	13%	7%	9%	6%	9%	5%
6	5	5	7	3	9	0
1%	7%	1%	2%	2%	3%	%
37	15	34	32	15	35	5
8%	20%	8%	11%	7%	12%	5%
408	59	393	250	195	248	100
92%	80%	92%	89%	93%	88%	95%

Socia	I
Media	3
Inactiv	'e
	111
	218
	50
	45%
	53
	48%
	7
	7%
	1
	1%
	8
	7%
	103
	93%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	251	249
	unw_base	1263	603	660
Very bad	freq	96	51	44
Very bad	prop	19%	20%	18%
Somewhat bad	freq	275	128	147
Somewhat bad	prop	55%	51%	59%
Somewhat good	freq	125	69	56
Somewhat good	prop	25%	27%	22%
Very good	freq	5	3	2
Very good	prop	1%	1%	1%
Top2Box	freq	129	72	58
Top2Box	prop	26%	29%	23%
Low2Box	freq	371	179	191
Low2Box	prop	74%	71%	77%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	161	154	307	160	33	272
495	404	364	784	398	81	675
37	33	26	67	25	4	47
20%	20%	17%	22%	16%	11%	17%
97	90	88	172	85	17	152
52%	56%	57%	56%	53%	53%	56%
49	37	39	66	47	12	70
26%	23%	26%	22%	29%	35%	26%
3	2	0	2	3	0	3
1%	1%	%	1%	2%	1%	1%
51	38	40	68	49	12	73
28%	24%	26%	22%	31%	37%	27%
134	122	114	239	110	21	199
72%	76%	74%	78%	69%	63%	73%

Japan how would you describe the current economic situation in? Is it...

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
228	152	110	238	242	258	23
588	386	283	594	589	674	56
49	37	22	36	45	51	3
21%	24%	20%	15%	18%	20%	12%
122	81	61	134	133	142	11
54%	53%	55%	56%	55%	55%	49%
55	33	26	65	62	63	9
24%	22%	24%	27%	25%	25%	39%
2	1	1	3	3	1	
1%	1%	1%	1%	1%	1%	
56	34	27	68	65	65	9
25%	23%	25%	29%	27%	25%	39%
171	118	83	170	178	193	14
75%	77%	75%	71%	73%	75%	61%

	Senior Executive	Senior Executive	Employmen			
Business Owner No	Decision Maker Leader Yes	Decision Maker Leader No	t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
477	36	464	345	. ,	36	107
1207	86	1177	859		92	270
93	6	90	65	25	7	16
19%	16%	19%	19%	18%	19%	15%
263	19	256	192	78	15	63
55%	52%	55%	56%	55%	42%	59%
116	10	114	84	38	12	28
24%	29%	25%	24%	27%	34%	26%
5	1	3	4	1	2	
1%	3%	1%	1%	1%	5%	
120	12	118	88	38	14	28
25%	32%	25%	25%	27%	40%	26%
356	25	346	257	103	22	79
75%	68%	75%	75%	73%	60%	74%

		-
		-

Social Media Inactive			
	357		
	901		
	73		
	20%		
	197		
_	55%		
	85		
	24%		
	3		
	1%		
	87		
	25%		
	269		
	75%		

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	238	262
	unw_base	506	278	228
Very bad	freq	130	56	74
Very bad	prop	26%	23%	28%
Somewhat bad	freq	277	126	152
Somewhat bad	prop	55%	53%	58%
Somewhat good	freq	85	49	36
Somewhat good	prop	17%	20%	14%
Very good	freq	8	8	0
Very good	prop	2%	3%	%
Top2Box	freq	93	57	36
Top2Box	prop	19%	24%	14%
Low2Box	freq	407	182	225
Low2Box	prop	81%	76%	86%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
270	171	58	394	100	6	185
318	140	48	377	124	5	193
63	41	25	108	17	5	60
23%	24%	42%	27%	17%		32%
163	93	21	229	48		86
60%	54%	36%	58%	48%		47%
40	36	9	50	34	1	33
15%	21%	15%	13%	34%		18%
4	1	3	7	1	0	6
2%	%	6%	2%	1%		3%
44	37	12	57	35	1	39
16%	21%	21%	14%	35%		21%
226	135	46	337	65	5	146
84%	79%	79%	86%	65%		79%

Mexico
how would you describe the current economic situation in? Is it...

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
315	321	103	76	263	237	118
313	136	186	184	289	217	112
69	81	25	24	60	69	26
22%	25%	24%	31%	23%	29%	22%
191	193	50	34	141	136	67
61%	60%	49%	44%	54%	58%	57%
52	42	26	17	54	30	22
17%	13%	25%	22%	21%	13%	19%
2	5	2	2	8	1	3
1%	1%	2%	2%	3%	%	2%
54	47	27	19	62	31	25
17%	15%	27%	24%	24%	13%	21%
261	274	75	58	201	206	92
83%	85%	73%	76%	76%	87%	79%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
382	133	367	307	186	302	131
394	141	365	336	166	325	121
104	30	99	74	49	82	30
27%	23%	27%	24%	27%	27%	23%
211	68	209	164	113	155	87
55%	51%	57%	53%	61%	52%	67%
62	31	53	61	24	60	13
16%	23%	15%	20%	13%	20%	10%
6	3	5	8	0	4	0
2%	3%	1%	3%	%	1%	%
68	35	58	69	24	64	13
18%	26%	16%	22%	13%	21%	10%
315	99	308	238	162	238	117
82%	74%	84%	78%	87%	79%	90%

Social Media Inactive			
	68		
	60		
	17		
	25%		
	35		
	51%		
	12		
	18%		
	4		
	6%		
	16		
	23%		
	52		
	77%		

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	514	255	259
Very bad	freq	98	50	49
Very bad	prop	20%	20%	19%
Somewhat bad	freq	276	126	150
Somewhat bad	prop	55%	51%	60%
Somewhat good	freq	121	69	51
Somewhat good	prop	24%	28%	20%
Very good	freq	5	3	2
Very good	prop	1%	1%	1%
Top2Box	freq	125	72	53
Top2Box	prop	25%	29%	21%
Low2Box	freq	375	176	199
Low2Box	prop	75%	71%	79%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
215	136	149	314	96	4	261
191	160	163	312	114	5	284
41	29	29	64	13		42
19%	21%	19%	20%	13%		16%
122	73	81	172	52	3	148
57%	54%	54%	55%	54%		57%
48	34	38	74	30	1	68
22%	25%	25%	24%	32%		26%
4		1	3	2		4
2%		1%	1%	2%		1%
52	34	39	77	32	1	71
24%	25%	26%	25%	33%		27%
163	102	110	236	64	3	190
76%	75%	74%	75%	67%		73%

Poland

how would you describe the current economic situation in? Is it...

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
239	104	327	69	239	261	53
230	48	367	99	254	260	61
57	24	61	14	50	49	8
24%	23%	19%	20%	21%	19%	15%
128	58	188	30	117	159	24
54%	56%	58%	43%	49%	61%	44%
53	22	74	25	67	53	18
22%	21%	23%	36%	28%	20%	34%
1		4	1	5		4
%		1%	1%	2%		7%
54	22	78	25	72	53	22
23%	21%	24%	37%	30%	20%	41%
185	82	249	44	167	208	31
77%	79%	76%	63%	70%	80%	59%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
447	80	420	290	194	226	180
453	90	424	330	171	233	192
91	11	87	54	40	43	35
20%	14%	21%	19%	21%	19%	20%
253	36	241	146	121	120	102
57%	44%	57%	50%	62%	53%	56%
102	30	90	85	33	58	43
23%	38%	21%	29%	17%	26%	24%
1	3	2	5		5	
%	4%	%	2%		2%	
103	33	92	89	33	63	43
23%	41%	22%	31%	17%	28%	24%
343	47	328	201	161	163	137
77%	59%	78%	69%	83%	72%	76%

Social Media Inactive				
	94			
	89			
	20			
	22%			
	55			
	58%			
	19			
_	20%			
•				
	19			
	20%			
	75			
	80%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	241	259
	unw_base	501	235	266
Very bad	freq	46	29	17
Very bad	prop	9%	12%	7%
Somewhat bad	freq	203	89	114
Somewhat bad	prop	41%	37%	44%
Somewhat good	freq	215	106	109
Somewhat good	prop	43%	44%	42%
Very good	freq	36	17	19
Very good	prop	7%	7%	7%
Top2Box	freq	250	123	128
Top2Box	prop	50%	51%	49%
Low2Box	freq	250	118	132
Low2Box	prop	50%	49%	51%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
211	164	125	41	242	192	230
176	157	168	38	237	205	243
22	15	9	5	21	16	19
10%	9%	7%	13%	9%	8%	8%
83	62	58	20	98	76	87
40%	37%	47%	49%	41%	40%	38%
90	77	48	15	110	80	111
43%	47%	38%	36%	46%	42%	48%
15	10	10	1	13	20	13
7%	6%	8%	2%	5%	10%	6%
106	87	57	16	123	100	125
50%	53%	46%	38%	51%	52%	54%
105	77	67	26	119	92	106
50%	47%	54%	62%	49%	48%	46%

Russia how would you describe the current economic situation in? Is it...

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
270	146	266	88	234	266	47
258	109	280	112	251	250	50
28	14	23	9	20	26	3
10%	10%	9%	10%	9%	10%	7%
116	59	103	40	94	109	15
43%	41%	39%	46%	40%	41%	32%
103	63	116	36	105	110	23
38%	43%	44%	41%	45%	41%	48%
22	9	23	3	15	21	6
8%	6%	9%	3%	6%	8%	12%
126	73	139	39	120	131	29
47%	50%	52%	44%	51%	49%	61%
144	73	127	49	114	135	19
53%	50%	48%	56%	49%	51%	39%

Business	Senior Executive Decision Maker	Senior Executive Decision Maker	Employmen t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
453	68	432	311	173	165	217
451	73	428	327	158	162	225
43	6	41	25	19	12	18
9%	8%	9%	8%	11%	7%	8%
188	25	178	128	67	71	87
41%	37%	41%	41%	39%	43%	40%
192	30	185	133	75	65	100
42%	44%	43%	43%	44%	39%	46%
30	7	28	25	11	17	11
7%	11%	7%	8%	6%	10%	5%
222	37	213	157	86	82	111
49%	55%	49%	51%	50%	49%	51%
231	31	219	153	86	83	105
51%	45%	51%	49%	50%	51%	49%

Socia Medi Inactiv	a
	118
	114
	17
	14%
	44
	37%
	50
	42%
	8
	6%
	57
	49%
	61
	51%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	283	217
	unw_base	504	212	292
Very bad	freq	10	4	6
Very bad	prop	2%	2%	3%
Somewhat bad	freq	45	16	29
Somewhat bad	prop	9%	6%	13%
Somewhat good	freq	221	116	105
Somewhat good	prop	44%	41%	48%
Very good	freq	224	147	77
Very good	prop	45%	52%	36%
Top2Box	freq	444	263	182
Top2Box	prop	89%	93%	84%
Low2Box	freq	56	20	35
Low2Box	prop	11%	7%	16%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
295	151	53	264	134	45	297
369	107	28	282	125	37	268
8	-	2	4	4	-	3
3%		4%	2%	3%		1%
34	12		28	9	2	20
11%	8%		11%	7%	4%	7%
133	67	21	105	72	24	128
45%	44%	39%	40%	54%	52%	43%
120	73	30	126	49	20	146
41%	48%	57%	48%	37%	44%	49%
253	140	51	231	122	44	274
86%	92%	96%	88%	91%	96%	92%
42	12	2	32	13	2	23
14%	8%	4%	12%	9%	4%	8%

Saudi Arabia

how would you describe the current economic situation in? Is it...

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
203	138	149	213	210	290	58
236	143	152	209	157	347	52
7	3	3	5	4	6	2
3%	2%	2%	2%	2%	2%	4%
26	13	17	16	10	35	3
13%	9%	11%	8%	5%	12%	5%
93	58	67	95	87	134	21
46%	42%	45%	45%	41%	46%	35%
78	65	62	97	110	114	33
38%	47%	42%	45%	52%	39%	56%
171	123	129	192	196	248	53
84%	89%	87%	90%	93%	86%	91%
33	15	19	21	14	42	5
16%	11%	13%	10%	7%	14%	9%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
442	72	428	265	221	211	176
452	61	443	222	269	205	180
8	2	8	3	7	5	2
2%	3%	2%	1%	3%	2%	1%
42	5	40	16	28	20	10
10%	7%	9%	6%	13%	10%	6%
200	30	191	114	103	82	95
45%	41%	45%	43%	46%	39%	54%
191	35	188	131	83	103	68
43%	49%	44%	50%	38%	49%	39%
391	65	379	246	186	186	163
89%	90%	89%	93%	84%	88%	93%
50	7	48	19	35	25	13
11%	10%	11%	7%	16%	12%	7%

Social Media Inactive
113
119
3
2%
15
13%
44
39%
52
46%
96
85%
17
15%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	240	260
	unw_base	502	204	298
Very bad	freq	161	65	96
Very bad	prop	32%	27%	37%
Somewhat bad	freq	249	122	126
Somewhat bad	prop	50%	51%	49%
Somewhat good	freq	86	49	37
Somewhat good	prop	17%	20%	14%
Very good	freq	4	3	1
Very good	prop	1%	1%	%
Top2Box	freq	90	52	38
Top2Box	prop	18%	22%	14%
Low2Box	freq	410	188	223
Low2Box	prop	82%	78%	86%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
287	125	88	63	131	307	193
244	154	104	40	137	325	232
88	36	37	22	42	98	63
31%	29%	42%	35%	32%	32%	33%
136	68	45	17	70	162	99
48%	54%	51%	28%	53%	53%	51%
58	21	6	21	18	46	30
20%	17%	7%	34%	14%	15%	16%
4			2	1	1	1
1%			4%	1%	%	%
62	21	6	24	19	47	31
22%	17%	7%	37%	15%	15%	16%
224	104	82	39	112	259	162
78%	83%	93%	63%	85%	85%	84%

South Africa

how would you describe the current economic situation in? Is it...

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
307	285	122	93	246	254	74
270	267	136	99	278	224	75
98	95	35	31	92	69	29
32%	33%	29%	34%	37%	27%	39%
150	142	64	43	112	137	32
49%	50%	53%	46%	45%	54%	44%
56	49	22	15	39	48	11
18%	17%	18%	16%	16%	19%	14%
3			4	4		2
1%			4%	2%		3%
59	49	22	19	42	48	13
19%	17%	18%	21%	17%	19%	17%
248	237	99	74	204	206	61
81%	83%	82%	79%	83%	81%	83%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business Owner No	Maker Leader Yes	Maker Leader No	Total Employed	t Status Not Employed	Media Active	Media Passive
426	133	367	379	119	306	151
427	140	362	420	79	303	157
133	55	107	131	29	96	45
31%	41%	29%	35%	25%	31%	30%
216	61	187	190	58	155	78
51%	46%	51%	50%	49%	51%	52%
75	14	72	54	32	51	28
18%	11%	20%	14%	27%	17%	19%
2	3	1	4		4	
%	2%	%	1%		1%	
77	17	73	57	32	55	28
18%	13%	20%	15%	27%	18%	19%
349	116	294	321	87	251	122
82%	87%	80%	85%	73%	82%	81%

Social Media Inactive				
	43			
	42			
	20			
47	7%			
	16			
38	3%			
	7			
16	3%			
	7			
16	3%			
	36			
84	1%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	516	288	228
Very bad	freq	118	47	71
Very bad	prop	24%	19%	29%
Somewhat bad	freq	268	139	129
Somewhat bad	prop	54%	55%	52%
Somewhat good	freq	108	61	46
Somewhat good	prop	22%	24%	19%
Very good	freq	6	5	1
Very good	prop	1%	2%	%
Top2Box	freq	114	66	48
Top2Box	prop	23%	26%	19%
Low2Box	freq	386	186	200
Low2Box	prop	77%	74%	81%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
211	189	101	86	172	243	290
168	213	135	76	175	265	332
62	41	15	26	34	58	58
30%	22%	15%	30%	20%	24%	20%
109	100	60	47	101	120	154
52%	53%	59%	55%	59%	50%	53%
37	45	26	12	35	61	73
18%	24%	26%	14%	20%	25%	25%
2	3	1	1	2	3	5
1%	2%	1%	1%	1%	1%	2%
39	48	26	13	37	65	79
19%	25%	26%	15%	21%	27%	27%
171	141	74	73	135	178	211
81%	75%	74%	85%	79%	73%	73%

South Korea

how would you describe the current economic situation in? Is it...

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
210	7	126	367	253	247	66
184	5	122	389	291	225	79
60	1	28	89	43	75	11
29%		22%	24%	17%	30%	17%
114	3	72	193	139	129	34
54%		57%	53%	55%	52%	51%
34	2	27	79	66	42	17
16%		21%	21%	26%	17%	25%
1			6	5	1	4
%			2%	2%	%	7%
35	2	27	85	71	43	21
17%		21%	23%	28%	17%	32%
175	4	100	282	182	204	45
83%		79%	77%	72%	83%	68%

	Senior Executive	Senior Executive	Employmen		Social	Sasial
Business Owner No	Decision Maker Leader Yes	Decision Maker Leader No	t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
434	95	405	353	. ,	162	229
437	116	400	387	101	177	231
107	16	102	81	30	31	58
25%	17%	25%	23%	25%	19%	25%
234	50	218	192	61	72	131
54%	53%	54%	54%	52%	44%	57%
91	26	81	75	27	54	38
21%	28%	20%	21%	23%	34%	17%
2	3	4	5		5	1
%	3%	1%	1%		3%	%
93	29	85	80	27	59	39
21%	31%	21%	23%	23%	37%	17%
341	66	320	273	91	102	190
79%	69%	79%	77%	77%	63%	83%

Social Media Inactive				
	109			
	108			
	29			
	26%			
	65			
	60%			
	15			
	14%			
	15			
	14%			
	94			
	86%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1076	547	529
Very bad	freq	307	152	155
Very bad	prop	61%	60%	63%
Somewhat bad	freq	145	74	71
Somewhat bad	prop	29%	29%	28%
Somewhat good	freq	35	18	18
Somewhat good	prop	7%	7%	7%
Very good	freq	13	8	4
Very good	prop	3%	3%	2%
Top2Box	freq	48	26	22
Top2Box	prop	10%	10%	9%
Low2Box	freq	452	226	226
Low2Box	prop	90%	90%	91%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
205	175	120	266	139	23	227
379	417	280	598	282	52	523
124	113	70	176	73	12	136
60%	65%	59%	66%	52%	52%	60%
58	49	38	68	47	8	67
28%	28%	31%	26%	34%	34%	30%
17	9	9	14	16	2	19
8%	5%	8%	5%	11%	8%	8%
6	4	3	7	4	1	5
3%	2%	2%	3%	3%	6%	2%
23	13	12	21	19	3	24
11%	7%	10%	8%	14%	14%	10%
182	162	108	245	120	20	203
89%	93%	90%	92%	86%	86%	90%

Spain how would you describe the current economic situation in? Is it...

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
273	249	115	136	251	249	50
553	672	104	300	562	514	110
171	160	71	76	145	162	24
63%	64%	62%	56%	58%	65%	49%
78	69	31	44	71	74	15
28%	28%	27%	33%	28%	30%	31%
16	15	10	10	23	12	6
6%	6%	9%	8%	9%	5%	12%
8	5	3	5	11	2	4
3%	2%	2%	4%	4%	1%	9%
24	19	13	16	35	13	10
9%	8%	11%	12%	14%	5%	21%
249	230	102	121	216	236	39
91%	92%	89%	88%	86%	95%	79%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
450	62	438	283		276	129
966	131	945	623	439	574	278
283	28	279	164	139	163	81
63%	45%	64%	58%	66%	59%	63%
130	19	126	84	59	73	43
29%	30%	29%	30%	28%	27%	34%
29	11	25	25	10	28	3
7%	17%	6%	9%	5%	10%	3%
8	5	8	10	3	12	1
2%	8%	2%	4%	1%	4%	1%
38	16	32	35	13	40	5
8%	25%	7%	12%	6%	14%	4%
413	46	406	248	198	236	124
92%	75%	93%	88%	94%	86%	96%

Social Media Inactive				
	95			
	224			
	63			
	67%			
	28			
	29%			
	4			
	4%			
	4			
	4%			
	91			
	96%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	517	256	261
Very bad	freq	37	16	21
Very bad	prop	7%	6%	8%
Somewhat bad	freq	133	67	66
Somewhat bad	prop	27%	26%	27%
Somewhat good	freq	285	151	134
Somewhat good	prop	57%	60%	54%
Very good	freq	45	19	26
Very good	prop	9%	8%	10%
Top2Box	freq	330	171	160
Top2Box	prop	66%	67%	65%
Low2Box	freq	170	83	87
Low2Box	prop	34%	33%	35%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	148	167	151	216	71	129
170	161	186	174	204	61	150
9	14	13	13	19	0	2
5%	10%	8%	9%	9%	1%	2%
52	39	42	53	50	9	29
28%	26%	25%	35%	23%	13%	22%
108	83	94	72	134	47	89
58%	56%	57%	48%	62%	66%	69%
17	11	17	12	14	14	10
9%	8%	10%	8%	6%	20%	7%
124	95	111	85	147	62	98
67%	64%	67%	56%	68%	87%	76%
61	53	55	66	69	10	31
33%	36%	33%	44%	32%	13%	24%

Sweden

how would you describe the current economic situation in? Is it...

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
371	105	263	132	323	177	58
367	347	70	100	339	178	48
35	7	26	3	21	16	2
9%	7%	10%	3%	6%	9%	3%
104	35	66	31	79	54	7
28%	33%	25%	24%	24%	30%	12%
196	55	146	84	191	94	44
53%	52%	56%	63%	59%	53%	76%
35	8	23	14	32	13	6
10%	7%	9%	11%	10%	7%	10%
232	63	170	98	223	107	50
63%	60%	65%	74%	69%	60%	85%
139	42	93	35	100	70	8
37%	40%	35%	26%	31%	40%	15%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business Owner No	Maker Leader Yes	Maker Leader No	Total Employed	t Status Not Employed	Media Active	Media Passive
			. ,	. ,		
442	66	434	331	160	183	129
469	56	461	319	186	147	133
35	2	35	11	26	18	10
8%	2%	8%	3%	16%	10%	8%
126	9	124	74	53	40	40
28%	13%	29%	22%	33%	22%	31%
241	49	237	212	71	102	68
55%	74%	55%	64%	44%	56%	52%
39	7	38	33	11	23	12
9%	10%	9%	10%	7%	13%	9%
281	56	275	246	82	125	79
64%	84%	63%	74%	51%	68%	61%
161	10	159	85	78	58	50
36%	16%	37%	26%	49%	32%	39%

Social Media Inactive				
	188			
	237			
	9			
	5%			
	52			
	28%			
	116			
	62%			
	10			
	6%			
	126			
	67%			
	61			
	33%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	512	278	234
Very bad	freq	105	30	75
Very bad	prop	21%	12%	30%
Somewhat bad	freq	177	97	79
Somewhat bad	prop	35%	39%	32%
Somewhat good	freq	178	101	77
Somewhat good	prop	36%	40%	31%
Very good	freq	41	25	16
Very good	prop	8%	10%	7%
Top2Box	freq	218	125	93
Top2Box	prop	44%	50%	38%
Low2Box	freq	282	127	155
Low2Box	prop	56%	50%	62%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
262	173	65	10	130	360	283
276	175	61	9	128	375	302
59	32	15	5	30	69	49
22%	18%	23%		23%	19%	17%
81	64	32	1	36	139	98
31%	37%	50%		28%	39%	34%
101	63	13	2	52	124	109
39%	37%	21%		40%	34%	39%
22	14	4	1	11	28	28
8%	8%	7%		9%	8%	10%
123	77	18	3	64	152	137
47%	45%	27%		49%	42%	48%
139	95	47	7	67	208	146
53%	55%	73%		51%	58%	52%

Turkey
how would you describe the current economic situation in? Is it...

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
217	141	62	297	282	218	69
210	136	64	312	306	206	75
56	31	12	62	55	50	10
26%	22%	20%	21%	20%	23%	14%
79	49	24	103	95	82	21
36%	35%	39%	35%	34%	38%	30%
69	46	21	112	105	72	27
32%	32%	33%	38%	37%	33%	39%
13	16	5	20	27	14	11
6%	11%	8%	7%	10%	6%	17%
82	61	25	132	132	86	39
38%	43%	41%	44%	47%	39%	56%
135	80	36	165	150	132	30
62%	57%	59%	56%	53%	61%	44%

Business	Senior Executive Decision Maker	Senior Executive Decision Maker	Employmen t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
431	174	326	317	178	313	149
437	190	322	344	163	324	150
95	25	80	51	53	70	27
22%	15%	24%	16%	30%	23%	18%
156	64	112	114	61	107	62
36%	37%	34%	36%	34%	34%	41%
151	63	115	122	52	109	50
35%	36%	35%	39%	29%	35%	34%
29	21	19	29	12	26	10
7%	12%	6%	9%	7%	8%	7%
180	84	134	151	64	135	60
42%	48%	41%	48%	36%	43%	41%
251	90	192	166	114	178	89
58%	52%	59%	52%	64%	57%	59%

Social Media Inactive				
38				
38				
7				
20%				
8				
20%				
18				
47%				
5				
13%				
23				
60%				
15				
40%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1087	517	570
Very bad	freq	109	51	59
Very bad	prop	22%	20%	23%
Somewhat bad	freq	210	95	116
Somewhat bad	prop	42%	38%	46%
Somewhat good	freq	148	81	68
Somewhat good	prop	30%	33%	27%
Very good	freq	32	22	10
Very good	prop	6%	9%	4%
Top2Box	freq	180	102	78
Top2Box	prop	36%	41%	31%
Low2Box	freq	320	145	174
Low2Box	prop	64%	59%	69%

B3 Now, thinking about

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
183	158	159	76	201	203	264
286	389	412	142	456	435	623
34	35	41	26	43	35	59
18%	22%	26%	35%	21%	17%	22%
76	66	68	31	90	78	113
42%	42%	43%	41%	45%	38%	43%
52	49	47	15	55	74	77
28%	31%	30%	20%	28%	37%	29%
21	8	3	3	12	16	15
12%	5%	2%	4%	6%	8%	6%
73	57	50	18	68	90	92
40%	36%	31%	24%	34%	44%	35%
110	101	109	58	133	113	172
60%	64%	69%	76%	66%	56%	65%

US

our economic situation, how would you describe the current economic situation in? I

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
236	232	127	141	268	232	58
464	422	360	305	598	489	132
50	60	32	17	48	62	11
21%	26%	25%	12%	18%	27%	19%
97	89	59	62	108	102	20
41%	38%	46%	44%	40%	44%	35%
71	69	29	51	88	60	19
30%	30%	23%	36%	33%	26%	32%
18	14	7	11	24	8	8
7%	6%	6%	8%	9%	4%	14%
88	83	36	62	112	68	27
37%	36%	28%	44%	42%	30%	46%
148	150	91	79	156	164	32
63%	64%	72%	56%	58%	70%	54%

s it...

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
442	73	427	323	173	181	95
955	164	923	716	361	389	214
98	13	97	60	48	33	25
22%	17%	23%	19%	28%	18%	26%
190	24	186	130	79	72	43
43%	33%	44%	40%	45%	40%	46%
130	24	124	106	42	54	24
29%	33%	29%	33%	24%	30%	26%
24	12	20	27	5	23	2
6%	17%	5%	8%	3%	12%	2%
154	37	144	133	46	76	26
35%	50%	34%	41%	27%	42%	28%
288	37	283	190	126	105	68
65%	50%	66%	59%	73%	58%	72%

Social Media Inactive	US Region Northeast	US Region Midwest	US Region South	US Region West
224	102	109	176	113
484	213	243	381	250
52	22	21	43	23
23%	22%	19%	25%	20%
95	40	51	69	50
42%	39%	47%	39%	44%
70	34	29	53	32
31%	34%	26%	30%	28%
8	5	8	11	8
3%	5%	7%	6%	7%
78	40	37	64	40
35%	39%	34%	36%	35%
147	62	73	112	73
65%	61%	66%	64%	65%

		All		
Stub	Stat	Countries	Argentina	Australia
	base	12499	500	500
	unw_base	19605	503	1007
1 – Very weak economy	freq	1316	134	16
1 – Very weak economy	prop	11%	27%	3%
2	freq	1212	95	28
2	prop	10%	19%	6%
3	freq	2808	96	85
3	prop	22%	19%	17%
4	freq	3630	109	171
4	prop	29%	22%	34%
5	freq	2421	50	165
5	prop	19%	10%	33%
6	freq	686	7	25
6	prop	5%	1%	5%
7 – Very strong economy	freq	427	8	11
7 – Very strong economy	prop	3%	2%	2%
Top3Box	freq	3534	65	201
Top3Box	prop	28%	13%	40%
Low3Box	freq	5335	326	129
Low3Box	prop	43%	65%	26%

B6 Rate the current state of the economy in your local area using a s

Belgium	Brazil	Canada	China	France	Germany	Hungary
499	500	500	500	500	500	500
533	1018	1019	1064	1063	1086	508
32	68	23	14	66	14	107
6%	14%	5%	3%	13%	3%	21%
35	46	16	8	73	19	91
7%	9%	3%	2%	15%	4%	18%
141	85	83	83	151	58	125
28%	17%	17%	17%	30%	12%	25%
174	147	179	133	143	150	112
35%	29%	36%	27%	29%	30%	22%
103	83	140	178	60	161	49
21%	17%	28%	36%	12%	32%	10%
12	40	44	68	5	76	14
2%	8%	9%	14%	1%	15%	3%
4	32	16	16	2	21	1
1%	6%	3%	3%	%	4%	%
118	155	199	262	67	258	65
24%	31%	40%	52%	13%	52%	13%
208	199	122	105	290	92	323
42%	40%	24%	21%	58%	18%	65%

All Countries

scale from 1 to 7, where 7 means a very strong economy today and 1 means a very we

India	Indonesia	Italy	Japan	Mexico	Poland	Russia
500	500	500	500	500	500	500
1051	506	1089	1263	506	514	501
25	20	156	41	74	62	54
5%	4%	31%	8%	15%	12%	11%
32	33	86	47	59	74	42
6%	7%	17%	9%	12%	15%	8%
91	95	113	167	124	121	114
18%	19%	23%	33%	25%	24%	23%
161	168	93	176	159	146	136
32%	34%	19%	35%	32%	29%	27%
126	153	40	61	70	76	101
25%	31%	8%	12%	14%	15%	20%
37	24	8	5	11	14	31
7%	5%	2%	1%	2%	3%	6%
28	7	5	2	4	7	22
6%	1%	1%	%	1%	1%	4%
191	184	53	68	85	97	154
38%	37%	11%	14%	17%	19%	31%
148	147	354	255	256	257	209
30%	29%	71%	51%	51%	51%	42%

ak economy.

Saudi		South				Great
Arabia	South Africa	Korea	Spain	Sweden	Turkey	Britain
500	500	500	500	500	500	500
504	502	516	1076	517	512	1100
18	60	32	114	10	33	28
4%	12%	6%	23%	2%	7%	6%
13	65	60	104	19	33	42
3%	13%	12%	21%	4%	7%	8%
39	168	165	151	59	119	118
8%	34%	33%	30%	12%	24%	24%
110	130	139	85	165	129	188
22%	26%	28%	17%	33%	26%	38%
96	67	90	36	146	118	100
19%	13%	18%	7%	29%	24%	20%
87	6	10	6	66	43	15
17%	1%	2%	1%	13%	9%	3%
136	5	4	5	35	23	8
27%	1%	1%	1%	7%	5%	2%
320	77	104	47	247	185	123
64%	15%	21%	9%	49%	37%	25%
70	293	257	369	89	186	188
14%	59%	51%	74%	18%	37%	38%

US	Egypt
500	500
1087	560
52	63
10%	13%
35	56
7%	11%
124	133
25%	27%
146	179
29%	36%
98	55
20%	11%
27	6
5%	1%
16	8
3%	2%
142	69
28%	14%
212	252
42%	50%

All Regions

B6 Rate the current state of the economy in your local area using a scale from

		All	North	
Stub	Stat	Countries	America	LATAM
	base	12499	1000	1500
	unw_base	19605	2106	2027
1 – Very weak economy	freq	1316	75	276
1 – Very weak economy	prop	11%	8%	18%
2	freq	1212	51	200
2	prop	10%	5%	13%
3	freq	2808	208	304
3	prop	22%	21%	20%
4	freq	3630	325	415
4	prop	29%	33%	28%
5	freq	2421	238	202
5	prop	19%	24%	13%
6	freq	686	71	57
6	prop	5%	7%	4%
7 – Very strong economy	freq	427	32	45
7 – Very strong economy	prop	3%	3%	3%
Top3Box	freq	3534	341	305
Top3Box	prop	28%	34%	20%
Low3Box	freq	5335	334	780
Low3Box	prop	43%	33%	52%

1 1 to 7, where 7 means a very strong economy today and 1

Europe	APAC	G-8	BRIC	Middle East Africa
4499	3500	4000	2000	2000
7486	5908	8208	3634	2078
590	202	434	160	174
13%	6%	11%	8%	9%
542	250	360	128	168
12%	7%	9%	6%	8%
1038	799	929	373	459
23%	23%	23%	19%	23%
1256	1085	1212	578	549
28%	31%	30%	29%	27%
770	875	762	487	336
17%	25%	19%	24%	17%
216	200	210	176	142
5%	6%	5%	9%	7%
88	90	92	99	172
2%	3%	2%	5%	9%
1073	1165	1064	762	650
24%	33%	27%	38%	33%
2169	1251	1723	660	801
48%	36%	43%	33%	40%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	503	209	294
1 – Very weak economy	freq	134	64	70
1 – Very weak economy	prop	27%	26%	27%
2	freq	95	50	46
2	prop	19%	20%	18%
3	freq	96	48	47
3	prop	19%	20%	19%
4	freq	109	47	62
4	prop	22%	19%	24%
5	freq	50	28	22
5	prop	10%	12%	9%
6	freq	7	3	3
6	prop	1%	1%	1%
7 – Very strong economy	freq	8	4	4
7 – Very strong economy	prop	2%	2%	2%
Top3Box	freq	65	36	30
Top3Box	prop	13%	15%	12%
Low3Box	freq	326	162	163
Low3Box	prop	65%	66%	64%

B6 Rate the current state of the economy in your local area using a scale f

				Household	Household	Marital
Age Under			Household	Income	Income	Status
35	Age 35-49	Age 50-64	Income Low	Medium	High	Married
248	157	95	197	207	97	158
247	166	90	177	214	112	164
55	55	24	60	57	18	44
22%	35%	26%	30%	28%	18%	28%
43	32	20	41	31	23	31
17%	21%	21%	21%	15%	24%	20%
53	30	14	35	44	16	25
21%	19%	14%	18%	21%	17%	16%
57	24	28	41	44	25	34
23%	15%	29%	21%	21%	26%	21%
32	13	5	17	22	12	18
13%	8%	5%	9%	10%	12%	12%
4	2	0	1	5	1	4
2%	1%	%	1%	2%	1%	2%
4	0	4	1	4	3	3
2%	%	4%	1%	2%	3%	2%
40	16	9	20	31	15	25
16%	10%	10%	10%	15%	15%	16%
151	117	58	136	132	57	100
61%	74%	61%	69%	64%	59%	63%

Argentina

rom 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy

Marital Status Other	Education Low	Education Medium	Education	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
			High			
342	327	119	55	246	254	63
339	223	160	120	248	255	68
91	88	28	18	70	65	21
27%	27%	24%	32%	28%	25%	34%
64	67	20	9	51	45	10
19%	20%	17%	16%	21%	18%	17%
71	55	30	11	45	50	6
21%	17%	25%	21%	18%	20%	10%
76	74	28	8	45	64	16
22%	23%	23%	14%	18%	25%	25%
32	34	10	7	29	21	5
9%	10%	8%	13%	12%	8%	7%
3	4	2	1	3	4	1
1%	1%	1%	2%	1%	2%	2%
5	5	2	1	3	5	4
1%	2%	1%	2%	1%	2%	6%
40	43	13	9	35	30	9
12%	13%	11%	16%	14%	12%	15%
226	210	78	38	166	160	38
66%	64%	66%	69%	68%	63%	60%

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	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
437	73	427	282	198	272	142
435	77	426	303	182	290	133
113	19	115	75	52	76	37
26%	27%	27%	27%	26%	28%	26%
85	18	78	52	40	48	35
19%	24%	18%	19%	20%	17%	25%
90	9	87	57	37	49	22
21%	12%	20%	20%	19%	18%	15%
93	13	96	55	49	57	33
21%	18%	22%	20%	25%	21%	23%
46	10	40	33	15	31	15
10%	14%	9%	12%	7%	11%	10%
6	1	6	4	3	5	1
1%	1%	1%	1%	1%	2%	1%
5	3	5	5	3	7	
1%	4%	1%	2%	1%	2%	
56	14	52	42	20	43	16
13%	19%	12%	15%	10%	16%	11%
288	46	280	185		172	93
66%	63%	65%	65%	65%	63%	66%

Social Media Inactive				
	86			
	80			
	22			
2	5%			
	13			
1	5%			
	25			
2	9%			
	20			
2	3%			
	4			
	5%			
	1			
	1%			
	1			
	2%			
	7			
	8%			
	60			

70%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1007	449	558
1 – Very weak economy	freq	16	9	7
1 – Very weak economy	prop	3%	4%	3%
2	freq	28	17	10
2	prop	6%	7%	4%
3	freq	85	39	45
3	prop	17%	16%	18%
4	freq	171	74	96
4	prop	34%	30%	38%
5	freq	165	84	81
5	prop	33%	34%	32%
6	freq	25	14	10
6	prop	5%	6%	4%
7 – Very strong economy	freq	11	10	1
7 – Very strong economy	prop	2%	4%	%
Top3Box	freq	201	108	93
Top3Box	prop	40%	43%	37%
Low3Box	freq	129	66	63
Low3Box	prop	26%	27%	25%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
196	157	147	135	252	113	212
194	397	416	232	530	245	529
4	7	5	11	4	2	4
2%	5%	4%	8%	1%	1%	2%
8	9	11	8	16	3	12
4%	6%	7%	6%	6%	3%	6%
25	33	26	28	38	18	39
13%	21%	18%	21%	15%	16%	18%
65	57	49	46	90	35	71
33%	36%	33%	34%	36%	31%	33%
77	44	44	33	91	41	69
39%	28%	30%	25%	36%	36%	33%
10	7	8	8	7	9	13
5%	4%	5%	6%	3%	8%	6%
7	1	3		6	5	3
4%	%	2%		2%	4%	1%
95	51	55	41	104	55	85
48%	32%	38%	31%	41%	49%	40%
37	49	43	48	58	23	56
19%	32%	29%	35%	23%	21%	26%

Australia

rom 1 to 7, where 7 means a very strong economy today and 1 means a very weak eco

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
288	132	294	74	274	226	58
478	317	320	370	581	426	123
12	5	9	2	13	3	1
4%	4%	3%	3%	5%	1%	1%
15	5	19	3	19	9	5
5%	4%	7%	5%	7%	4%	9%
46	20	56	9	48	36	12
16%	15%	19%	12%	18%	16%	20%
100	49	100	22	90	81	18
35%	38%	34%	29%	33%	36%	32%
96	44	90	31	81	84	14
33%	33%	30%	42%	30%	37%	25%
12	8	12	5	15	10	2
4%	6%	4%	7%	5%	4%	4%
8	0	8	2	8	3	5
3%	%	3%	3%	3%	1%	9%
115	52	110	38	104	96	22
40%	40%	37%	52%	38%	43%	38%
73	30	85	14	81	48	17
25%	23%	29%	19%	29%	21%	30%

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
442	64	436	293	194	196	127
884	143	864	627	350	350	260
16	2	15	9	7	2	6
4%	3%	3%	3%	3%	1%	4%
23	6	21	17	10	12	7
5%	10%	5%	6%	5%	6%	6%
73	11	74	51	33	30	19
17%	17%	17%	18%	17%	15%	15%
152	20	151	100	64	63	47
34%	31%	35%	34%	33%	32%	37%
151	20	145	93	68	73	39
34%	31%	33%	32%	35%	37%	31%
22	3	22	16	9	7	8
5%	4%	5%	5%	4%	4%	7%
6	3	8	7	4	8	0
1%	5%	2%	2%	2%	4%	%
178	26	175	116	81	88	48
40%	40%	40%	39%	42%	45%	38%
111	19	110	78	49	45	32
25%	29%	25%	26%	25%	23%	25%

177 397 8 5%
8 5%
5%
_
8
5%
36
20%
61
34%
53
30%
9
5%
3
1%
64
36%
52
29%

Stub	Stat	Overall	Gender Male	Gender Female
	base	499	251	248
	unw_base	533	274	259
1 – Very weak economy	freq	32	10	22
1 – Very weak economy	prop	6%	4%	9%
2	freq	35	19	16
2	prop	7%	7%	6%
3	freq	141	77	64
3	prop	28%	31%	26%
4	freq	174	79	94
4	prop	35%	32%	38%
5	freq	103	58	44
5	prop	21%	23%	18%
6	freq	12	7	5
6	prop	2%	3%	2%
7 – Very strong economy	freq	4	1	3
7 – Very strong economy	prop	1%	%	1%
Top3Box	freq	118	65	53
Top3Box	prop	24%	26%	21%
Low3Box	freq	208	106	101
Low3Box	prop	42%	42%	41%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
184	160	155	157	153	99	180
186	184	163	148	173	119	212
12	7	13	16	7	2	6
7%	5%	8%	10%	4%	2%	3%
9	15	10	13	13	5	10
5%	10%	7%	8%	8%	5%	6%
46	53	42	48	33	35	60
25%	33%	27%	31%	22%	35%	33%
60	61	52	56	61	23	57
33%	38%	33%	36%	40%	23%	32%
50	22	30	18	34	31	41
27%	14%	20%	12%	22%	31%	23%
2	2	8	4	4	3	5
1%	1%	5%	3%	2%	3%	3%
3		1	2	2	-	1
2%		%	1%	2%		%
55	24	39	24	40	34	46
30%	15%	25%	15%	26%	34%	26%
68	75	64	77	52	43	76
37%	47%	41%	49%	34%	43%	43%

Belgium

rom 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
320	172	185	142	314	185	38
321	97	292	144	338	195	43
26	18	10	5	16	16	3
8%	10%	5%	3%	5%	9%	8%
25	9	13	12	23	12	2
8%	5%	7%	8%	7%	6%	6%
81	52	52	37	86	55	13
25%	30%	28%	26%	27%	30%	35%
117	64	66	44	111	63	8
37%	37%	35%	31%	35%	34%	22%
61	23	38	42	67	35	7
19%	13%	20%	30%	21%	19%	19%
7	5	6	1	8	4	2
2%	3%	3%	1%	2%	2%	4%
3	2	1	1	4		2
1%	1%	1%	1%	1%		6%
72	30	44	44	79	39	11
22%	17%	24%	31%	25%	21%	29%
131	79	75	54	125	83	19
41%	46%	41%	38%	40%	45%	49%

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
461	49	450	252	227	121	122
490	60	473	296	216	132	134
29	1	31	13	17	8	4
6%	2%	7%	5%	7%	7%	3%
33	2	33	18	16	7	8
7%	4%	7%	7%	7%	6%	7%
127	17	123	73	62	36	28
28%	35%	27%	29%	27%	30%	23%
165	9	164	79	85	37	45
36%	19%	36%	32%	37%	30%	37%
95	15	87	61	39	25	31
21%	31%	19%	24%	17%	20%	25%
10	2	10	4	8	5	5
2%	3%	2%	2%	3%	4%	4%
2	2	2	3	1	3	1
%	5%	%	1%	%	3%	%
107	19	99	68	47	32	36
23%	39%	22%	27%	21%	27%	30%
189	21	187	104	94	52	40
41%	42%	42%	41%	42%	43%	33%

Social				
Media				
Inactiv	/e			
	257			
	267			
	20			
	8%			
	19			
	8%			
	76			
	30%			
	91			
	36%			
	47			
	18%			
	2			
	1%			
	49			
-	19%			
	116			
	45%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	1018	444	574
1 – Very weak economy	freq	68	21	46
1 – Very weak economy	prop	14%	9%	18%
2	freq	46	22	24
2	prop	9%	9%	9%
3	freq	85	25	60
3	prop	17%	10%	23%
4	freq	147	82	65
4	prop	29%	33%	25%
5	freq	83	44	39
5	prop	17%	18%	15%
6	freq	40	32	8
6	prop	8%	13%	3%
7 – Very strong economy	freq	32	18	14
7 – Very strong economy	prop	6%	7%	6%
Top3Box	freq	155	94	61
Top3Box	prop	31%	38%	24%
Low3Box	freq	199	69	130
Low3Box	prop	40%	28%	51%

Age Under	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
271	151	79	170	323	7	189
462	354	202	191	786	41	457
31	24	13	24	44	0	23
11%	16%	16%	14%	14%	5%	12%
19	21	6	21	21	3	17
7%	14%	8%	13%	7%	43%	9%
47	26	12	40	45	1	34
17%	17%	15%	23%	14%	9%	18%
75	49	23	44	101	2	64
28%	32%	29%	26%	31%	26%	34%
51	22	10	18	64	1	29
19%	15%	12%	10%	20%	14%	15%
31	2	7	8	32	0	11
11%	1%	9%	4%	10%	2%	6%
18	7	8	16	17	0	12
7%	5%	10%	9%	5%	1%	6%
99	31	25	41	112	1	51
37%	21%	31%	24%	35%	17%	27%
97	71	31	85	109	4	73
36%	47%	39%	50%	34%	57%	39%

Brazil rom 1 to 7, where 7 means a very strong economy today and 1 means a very weak eco

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
311	363	107	29	226	274	83
561	120	560	338	512	506	153
45	51	13	3	40	28	7
14%	14%	13%	10%	18%	10%	8%
29	33	10	3	19	27	3
9%	9%	9%	12%	8%	10%	4%
51	58	22	5	32	53	9
16%	16%	20%	18%	14%	19%	11%
82	104	34	9	74	72	26
26%	29%	32%	29%	33%	26%	31%
54	59	18	6	27	55	13
17%	16%	17%	19%	12%	20%	16%
29	32	6	2	8	31	7
9%	9%	5%	6%	4%	11%	9%
21	26	5	2	25	8	18
7%	7%	4%	5%	11%	3%	21%
104	117	28	9	61	94	38
33%	32%	26%	31%	27%	34%	46%
125	142	45	12	91	108	19
40%	39%	42%	40%	40%	39%	23%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
417	108	392	313	169	305	93
865	221	797	704	283	693	203
61	7	61	46	18	35	13
15%	7%	15%	15%	11%	11%	14%
42	7	39	28	17	27	3
10%	6%	10%	9%	10%	9%	3%
76	15	70	46	34	48	18
18%	14%	18%	15%	20%	16%	19%
121	33	114	94	49	94	31
29%	31%	29%	30%	29%	31%	33%
70	21	62	51	26	62	12
17%	19%	16%	16%	16%	20%	12%
32	8	32	31	9	15	13
8%	7%	8%	10%	5%	5%	14%
15	17	15	17	16	24	4
4%	16%	4%	5%	9%	8%	4%
117	46	109	99	51	102	29
28%	42%	28%	32%	30%	33%	31%
180	29	169	120	69	110	34
43%	27%	43%	38%	41%	36%	36%

Social Media Inactive				
102				
122				
20				
20%				
15				
15%				
20				
19%				
22				
22%				
9				
9%				
11				
11%				
5				
5%				
24				
24%				
55				
54%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1019	469	550
1 – Very weak economy	freq	23	13	10
1 – Very weak economy	prop	5%	5%	4%
2	freq	16	8	8
2	prop	3%	3%	3%
3	freq	83	37	47
3	prop	17%	15%	18%
4	freq	179	82	97
4	prop	36%	33%	38%
5	freq	140	68	71
5	prop	28%	28%	28%
6	freq	44	26	17
6	prop	9%	11%	7%
7 – Very strong economy	freq	16	13	3
7 – Very strong economy	prop	3%	5%	1%
Top3Box	freq	199	107	92
Top3Box	prop	40%	43%	36%
Low3Box	freq	122	58	64
Low3Box	prop	24%	23%	25%

B6 Rate the current state of the econo

				Household	Household	Marital
Age Under			Household	Income	Income	Status
35	Age 35-49	Age 50-64	Income Low	Medium	High	Married
177	167	156	87	144	201	222
310	324	385	166	294	421	481
5	7	11	5	10	4	10
3%	4%	7%	6%	7%	2%	5%
2	7	7	3	7	4	7
1%	4%	4%	4%	5%	2%	3%
25	34	25	15	27	28	38
14%	20%	16%	18%	19%	14%	17%
71	58	50	36	46	71	74
40%	35%	32%	41%	32%	35%	33%
49	45	46	18	36	68	65
28%	27%	29%	20%	25%	34%	29%
18	12	14	6	13	20	21
10%	7%	9%	6%	9%	10%	9%
7	5	4	4	4	6	8
4%	3%	2%	5%	3%	3%	3%
75	61	63	27	54	94	93
42%	37%	41%	32%	37%	47%	42%
32	48	43	24	44	36	55
18%	29%	27%	27%	31%	18%	25%

Canada

my in your local area using a scale from 1 to 7, where 7 means a very strong econom

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
278	186	223	91	264	236	57
538	375	451	193	535	484	115
13	13	8	2	12	11	3
5%	7%	4%	2%	5%	5%	5%
9	7	7	2	10	6	4
3%	4%	3%	2%	4%	3%	6%
46	33	40	10	41	42	7
16%	18%	18%	11%	15%	18%	12%
105	68	78	33	87	92	20
38%	37%	35%	36%	33%	39%	35%
75	43	68	29	78	62	14
27%	23%	31%	31%	29%	26%	24%
23	15	17	11	25	19	6
8%	8%	8%	12%	9%	8%	11%
8	5	5	5	12	4	4
3%	3%	2%	6%	5%	2%	7%
106	64	91	45	114	84	24
38%	34%	41%	49%	43%	36%	42%
67	54	55	13	62	60	13
24%	29%	25%	15%	24%	25%	23%

y today and 1 means a very weak economy.

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
443	71	429	310	183	176	146
904	140	879	630	375	342	299
20	3	21	12	10	7	5
5%	4%	5%	4%	6%	4%	4%
12	4	12	11	5	5	2
3%	5%	3%	4%	3%	3%	2%
76	8	76	51	31	32	24
17%	11%	18%	17%	17%	18%	16%
159	26	153	108	69	60	55
36%	36%	36%	35%	38%	34%	38%
126	17	122	92	46	47	42
28%	24%	29%	30%	25%	27%	29%
37	10	34	26	17	18	14
8%	14%	8%	8%	9%	10%	10%
12	5	11	10	5	8	3
3%	6%	3%	3%	3%	4%	2%
175	32	167	128	68	72	59
40%	45%	39%	41%	37%	41%	41%
109	14	108	74	46	44	31
25%	19%	25%	24%	25%	25%	22%

Social Media Inactive	Canada Region Quebec	Canada Region Praries	Canada Region British Columbia	Canada Region Ontario	Canada Region Atlantic	Canada Region Alberta
178	138		70	194	31	
378	277		139	399	63	
11	8		2	12	1	-
6%	6%		3%	6%	3%	
9	5	1	2	7	1	
5%	3%	5%	3%	3%	4%	
27	27	3	10	34	8	1
15%	20%	11%	14%	17%	27%	3%
64	50	13	22	70	13	12
36%	36%	42%	31%	36%	43%	32%
51	33	7	28	53	5	13
28%	24%	25%	40%	27%	17%	37%
12	11	4	5	15	2	7
7%	8%	14%	7%	8%	6%	20%
5	5	1	2	5	0	3
3%	3%	3%	2%	2%	1%	9%
67	48	13	34	72	7	24
38%	35%	42%	49%	37%	24%	65%
47	40	5	14	52	10	1
26%	29%	16%	20%	27%	33%	3%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	249	251
	unw_base	1064	511	553
1 – Very weak economy	freq	14	10	4
1 – Very weak economy	prop	3%	4%	2%
2	freq	8	4	4
2	prop	2%	1%	2%
3	freq	83	52	30
3	prop	17%	21%	12%
4	freq	133	75	58
4	prop	27%	30%	23%
5	freq	178	70	108
5	prop	36%	28%	43%
6	freq	68	31	37
6	prop	14%	13%	15%
7 – Very strong economy	freq	16	7	9
7 – Very strong economy	prop	3%	3%	4%
Top3Box	freq	262	108	154
Top3Box	prop	52%	43%	61%
Low3Box	freq	105	66	39
Low3Box	prop	21%	26%	15%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
201	189	110	61	195	244	363
461	453	150	63	278	723	805
9	1	4	1	4	9	9
4%	1%	3%	1%	2%	4%	3%
0	4	4	0	6	1	8
%	2%	3%	%	3%	1%	2%
19	34	30	6	28	49	68
10%	18%	27%	9%	14%	20%	19%
58	50	25	20	58	55	91
29%	27%	23%	33%	30%	23%	25%
70	76	32	33	68	76	126
35%	40%	29%	55%	35%	31%	35%
35	18	15	1	21	46	47
17%	10%	14%	2%	11%	19%	13%
10	5	1	0	9	7	14
5%	3%	1%	%	5%	3%	4%
114	100	48	34	99	129	187
57%	53%	44%	57%	50%	53%	51%
29	39	37	6	39	60	85
14%	21%	34%	10%	20%	24%	23%

China

rom 1 to 7, where 7 means a very strong economy today and 1 means a very weak eco

Marital Status	Education	Education	Education	Chief Income	Chief Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
137	295	155	50	296	204	50
259	93	250	721	726	338	84
5	10	3	1	9	5	4
3%	3%	2%	2%	3%	2%	7%
0	3	4	1	3	4	-
%	1%	2%	3%	1%	2%	-
14	48	29	6	55	28	9
11%	16%	19%	11%	19%	14%	19%
42	77	44	12	71	63	6
31%	26%	28%	24%	24%	31%	12%
52	107	53	19	93	85	3
38%	36%	34%	37%	32%	41%	6%
22	41	19	9	49	19	20
16%	14%	12%	17%	17%	9%	41%
2	10	4	3	15	1	8
2%	3%	2%	6%	5%	1%	16%
75	157	75	30	158	105	31
55%	53%	49%	61%	53%	51%	62%
20	61	36	8	68	37	13
14%	21%	23%	16%	23%	18%	26%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
450	99	401	395	104		
980	315	749	954	106		
10	4	10	10	4		
2%	4%	2%	3%	4%		
8	0	8	4	4		
2%	%	2%	1%	4%		
73	11	72	74	9		
16%	11%	18%	19%	9%		
127	15	118	99	33		
28%	15%	30%	25%	32%		
175	30	148	138	40		
39%	30%	37%	35%	38%		
48	30	38	55	13		
11%	30%	10%	14%	13%		
8	10	7	16	0		
2%	10%	2%	4%	%		
231	69	193	209	54		
51%	70%	48%	53%	52%		
92	15	89	88	17		
20%	15%	22%	22%	16%		

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	Social Media Inactive	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	560	228	332
1 – Very weak economy	freq	63	37	26
1 – Very weak economy	prop	13%	15%	10%
2	freq	56	25	31
2	prop	11%	10%	13%
3	freq	133	70	63
3	prop	27%	28%	26%
4	freq	179	84	95
4	prop	36%	33%	39%
5	freq	55	27	27
5	prop	11%	11%	11%
6	freq	6	5	1
6	prop	1%	2%	%
7 – Very strong economy	freq	8	5	3
7 – Very strong economy	prop	2%	2%	1%
Top3Box	freq	69	38	31
Top3Box	prop	14%	15%	13%
Low3Box	freq	252	132	120
Low3Box	prop	50%	52%	49%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	140	75	41	29	293	286
330	160	70	46	35	332	355
38	17	7	11	7	24	35
13%	12%	10%	28%	25%	8%	12%
35	14	7	6	3	33	26
12%	10%	9%	14%	9%	11%	9%
73	45	15	5	9	89	86
26%	32%	20%	13%	30%	31%	30%
92	48	40	12	8	107	101
32%	34%	53%	30%	27%	37%	35%
39	10	6	2	1	33	29
14%	7%	7%	5%	5%	11%	10%
4	2		2	1	2	3
1%	1%		4%	4%	1%	1%
4	3	1	3		4	7
1%	2%	1%	7%		1%	2%
47	16	6	6	3	39	39
16%	11%	9%	16%	9%	13%	13%
146	76	29	22	18	146	147
51%	55%	39%	54%	64%	50%	51%

Egypt rom 1 to 7, where 7 means a very strong economy today and 1 means a very weak eco

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
214	63	175	262	170	330	27
205	63	163	334	169	391	29
27	14	21	28	31	32	6
13%	22%	12%	11%	18%	10%	23%
31	7	15	34	17	39	4
14%	12%	9%	13%	10%	12%	14%
47	5	38	90	41	92	7
22%	8%	22%	34%	24%	28%	27%
79	24	76	79	54	125	5
37%	37%	44%	30%	32%	38%	19%
25	9	18	27	20	34	3
12%	15%	10%	10%	12%	10%	10%
4	2	2	2	2	4	
2%	4%	1%	1%	1%	1%	
1	2	4	2	4	4	2
1%	3%	2%	1%	2%	1%	7%
30	13	24	31	26	43	5
14%	21%	14%	12%	15%	13%	17%
106	26	74	151	90	163	17
49%	41%	43%	58%	53%	49%	64%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
473			274	226		
531			309	251		
57		•	38	25		
12%			14%	11%		
53		•	33	23		
11%			12%	10%		
126			82	51		
27%		•	30%	22%		
174			81	98		
37%			30%	43%		
52		•	32	22		
11%			12%	10%		
6			1	5		
1%			%	2%		
6		-	5	2		
1%			2%	1%		
64			39			
14%			14%	13%		
235			154	99		
50%			56%	44%		

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	Social Media Inactive	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1063	542	521
1 – Very weak economy	freq	66	23	43
1 – Very weak economy	prop	13%	9%	17%
2	freq	73	36	37
2	prop	15%	14%	15%
3	freq	151	81	70
3	prop	30%	33%	28%
4	freq	143	69	74
4	prop	29%	28%	29%
5	freq	60	34	26
5	prop	12%	14%	10%
6	freq	5	3	2
6	prop	1%	1%	1%
7 – Very strong economy	freq	2	2	
7 – Very strong economy	prop	%	1%	
Top3Box	freq	67	39	28
Top3Box	prop	13%	16%	11%
Low3Box	freq	290	139	151
Low3Box	prop	58%	56%	60%

A 11 . 1				Household	Household	Marital
Age Under	A OF 40	A 50 04	Household	Income	Income	Status
35	Age 35-49	Age 50-64	Income Low	Medium	High	Married
191	163	146	88	224	115	208
349	361	353	173	471	266	466
23	23	20	17	30	9	25
12%	14%	14%	19%	13%	8%	12%
22	27	24	9	36	18	32
11%	17%	17%	11%	16%	15%	15%
59	46	47	19	71	38	71
31%	28%	32%	21%	31%	33%	34%
60	47	36	28	59	33	56
32%	29%	24%	32%	26%	29%	27%
26	17	18	14	26	15	22
13%	10%	12%	15%	11%	13%	11%
2	2	1	1	2	1	1
1%	1%	1%	2%	1%	1%	%
	2		0	1	0	1
	1%		%	%	%	%
27	21	19	15	29	16	24
14%	13%	13%	17%	13%	14%	11%
103	96	91	45	137	65	128
54%	59%	63%	51%	61%	57%	62%

France rom 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy today and 1 mea

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
292	168	209	124	289	211	17
597	384	334	345	642	421	41
40	26	29	11	32	33	2
14%	16%	14%	9%	11%	16%	11%
41	29	30	15	45	29	3
14%	17%	14%	12%	15%	14%	16%
80	45	68	38	87	64	4
28%	27%	33%	31%	30%	30%	22%
87	47	56	41	83	60	5
30%	28%	27%	33%	29%	29%	28%
38	19	23	18	39	22	3
13%	12%	11%	15%	13%	10%	17%
4	1	3	1	2	2	1
1%	%	1%	1%	1%	1%	3%
1	1	1	0	1	0	0
%	%	%	%	%	%	3%
43	21	27	19	43	24	4
15%	12%	13%	16%	15%	12%	23%
162	100	126	64	164	126	8
55%	60%	61%	51%	57%	60%	49%

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
483	32	468	312	186	113	142
1022	78	985	671	389	244	304
64	3	62	38	28	12	16
13%	10%	13%	12%	15%	11%	11%
70	3	70	48	25	13	21
15%	9%	15%	15%	13%	11%	15%
148	10	141	96	55	29	49
31%	32%	30%	31%	29%	26%	34%
138	10	133	87	56	37	40
29%	32%	28%	28%	30%	33%	28%
57	4	56	40	21	19	15
12%	13%	12%	13%	11%	17%	10%
4	1	4	3	2	2	2
1%	2%	1%	1%	1%	2%	1%
1	1	1	1	0	1	
%	2%	%	%	%	1%	
63	5	62	44	23	22	16
13%	17%	13%	14%	12%	20%	11%
282	16	274	182	107	54	86
58%	51%	58%	58%	57%	48%	60%

Social Media Inactive				
	245			
	515			
	37			
	15%			
	40			
	16%			
	73			
	30%			
	66			
	27%			
	26			
	11%			
	1			
	1%			
	1			

%

29 12%

150 61%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1086	520	566
1 – Very weak economy	freq	14	6	8
1 – Very weak economy	prop	3%	3%	3%
2	freq	19	9	11
2	prop	4%	3%	4%
3	freq	58	26	32
3	prop	12%	10%	13%
4	freq	150	66	85
4	prop	30%	26%	34%
5	freq	161	84	78
5	prop	32%	33%	31%
6	freq	76	45	31
6	prop	15%	18%	13%
7 – Very strong economy	freq	21	17	4
7 – Very strong economy	prop	4%	7%	2%
Top3Box	freq	258	145	112
Top3Box	prop	52%	58%	45%
Low3Box	freq	92	41	51
Low3Box	prop	18%	16%	21%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
172	176	152	143	137	154	184
307	386	393	309	305	336	425
1	8	5	6	4	1	5
1%	5%	4%	4%	3%	1%	3%
4	7	9	10	3	3	8
2%	4%	6%	7%	2%	2%	5%
16	20	22	25	14	14	19
9%	12%	15%	17%	10%	9%	10%
54	55	42	49	43	35	53
31%	31%	27%	34%	31%	23%	29%
58	54	49	37	46	56	61
34%	30%	33%	26%	34%	36%	33%
30	26	20	14	20	35	30
18%	15%	13%	10%	14%	23%	16%
9	7	4	3	7	10	8
5%	4%	3%	2%	5%	6%	4%
98	86	74	54	73	101	99
57%	49%	49%	38%	53%	65%	54%
21	35	36	41	21	18	32
12%	20%	24%	28%	15%	12%	18%

Germany

rom 1 to 7, where 7 means a very strong economy today and 1 means a very weak eco

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
	-					
316	113	285	101	337	163	45
661	186	694	206	734	352	103
10	8	5	1	10	4	2
3%	7%	2%	1%	3%	2%	4%
11	8	9	3	12	7	2
3%	7%	3%	3%	4%	4%	4%
39	12	40	6	41	17	4
12%	11%	14%	6%	12%	10%	9%
98	41	86	23	93	57	9
31%	36%	30%	23%	28%	35%	21%
100	32	92	37	110	51	15
32%	28%	32%	36%	33%	31%	32%
46	9	42	25	53	23	8
14%	8%	15%	25%	16%	14%	18%
13	3	12	6	16	5	6
4%	2%	4%	6%	5%	3%	12%
159	44	146	68	179	78	28
50%	38%	51%	67%	53%	48%	62%
60	29	53	10	64	28	8
19%	25%	19%	10%	19%	17%	17%

	Senior	Senior				
	Executive	Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
455	78	422	321	164	127	165
983	178	908	715	337	265	358
13	2	12	7	6	3	4
3%	3%	3%	2%	4%	2%	3%
17	3	17	10	8	5	5
4%	3%	4%	3%	5%	4%	3%
54	7	51	35	22	14	19
12%	9%	12%	11%	13%	11%	11%
141	21	129	96	49	33	50
31%	27%	31%	30%	30%	26%	30%
146	24	137	106	50	41	57
32%	30%	33%	33%	31%	32%	35%
68	15	61	47	28	23	23
15%	19%	14%	15%	17%	18%	14%
15	7	14	20	1	8	7
3%	9%	3%	6%	1%	6%	4%
229	45	213	173	79	72	87
50%	57%	50%	54%	48%	57%	53%
84	12	80	53	36	22	28
19%	15%	19%	17%	22%	18%	17%

Social Media
Inactive
2
4
3

208
463
7
3%
9
4%
25
12%
68
33%
63
30%
29
14%
6
3%
99
47%
42
20%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	246	254
	unw_base	1100	548	552
1 – Very weak economy	freq	28	16	12
1 – Very weak economy	prop	6%	6%	5%
2	freq	42	24	18
2	prop	8%	10%	7%
3	freq	118	51	67
3	prop	24%	21%	26%
4	freq	188	88	101
4	prop	38%	36%	40%
5	freq	100	55	45
5	prop	20%	23%	18%
6	freq	15	8	8
6	prop	3%	3%	3%
7 – Very strong economy	freq	8	4	4
7 – Very strong economy	prop	2%	2%	2%
Тор3Вох	freq	123	67	56
Top3Box	prop	25%	27%	22%
Low3Box	freq	188	91	97
Low3Box	prop	38%	37%	38%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	158	156	90	261	96	195
380	349	371	197	575	211	440
13	5	10	7	14	3	7
7%	3%	6%	7%	5%	3%	4%
14	13	15	11	21	7	15
8%	8%	9%	13%	8%	7%	8%
42	35	41	24	70	14	48
23%	22%	26%	27%	27%	14%	24%
66	65	57	31	93	37	68
36%	41%	36%	35%	36%	38%	35%
38	33	29	12	51	29	47
21%	21%	18%	13%	19%	30%	24%
6	5	5	3	7	5	8
3%	3%	3%	3%	3%	5%	4%
5	2	1	1	5	1	3
3%	1%	1%	2%	2%	1%	2%
49	39	35	16	63	36	58
27%	25%	22%	18%	24%	37%	30%
70	54	65	42	105	24	70
38%	34%	42%	47%	40%	25%	36%

Great Britain

rom 1 to 7, where 7 means a very strong economy today and 1 means a very weak eco

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
305	121	160	219	319	181	41
660	272	349	479	711	389	93
21	12	7	9	16	12	2
7%	10%	5%	4%	5%	7%	5%
27	11	15	16	25	17	3
9%	9%	9%	7%	8%	9%	6%
70	28	41	50	78	41	9
23%	23%	25%	23%	24%	22%	21%
120	48	58	82	113	75	11
40%	40%	36%	37%	35%	41%	28%
53	19	31	49	69	31	13
17%	16%	20%	23%	22%	17%	32%
8	3	4	8	11	4	3
2%	3%	3%	4%	4%	2%	6%
5	0	3	5	7	1	1
2%	%	2%	2%	2%	1%	2%
66	23	39	62	87	36	17
22%	19%	24%	28%	27%	20%	40%
119	51	63	75	119	69	13
39%	42%	39%	34%	37%	38%	32%

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
459	56	444	329	166	181	112
1007	125	975	724	365	393	245
26	2	26	14	14	11	4
6%	4%	6%	4%	8%	6%	4%
39	4	38	26	15	15	10
9%	6%	9%	8%	9%	8%	9%
110	9	109	77	41	42	23
24%	17%	25%	23%	25%	23%	21%
177	17	171	123	62	63	40
39%	31%	39%	37%	37%	35%	36%
87	18	82	73	27	35	30
19%	32%	19%	22%	16%	19%	27%
13	4	12	10	5	8	4
3%	7%	3%	3%	3%	5%	3%
7	2	6	6	2	7	
2%	4%	1%	2%	1%	4%	
107	24	100	89	34	51	34
23%	43%	22%	27%	20%	28%	30%
175	15	173	118	70	68	38
38%	27%	39%	36%	42%	38%	34%

Social					
Media					
Inactive	е				
	207				
	462				
	13				
	6%				
	17				
	8%				
	54				
2	26%				
	85				
	11%				
	35				
1	7%				
	4				
	2%				
	1				
	%				
	39				
1	9%				
	83				
4	10%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	244	256
	unw_base	508	222	286
1 – Very weak economy	freq	107	53	54
1 – Very weak economy	prop	21%	22%	21%
2	freq	91	41	50
2	prop	18%	17%	20%
3	freq	125	56	69
3	prop	25%	23%	27%
4	freq	112	56	57
4	prop	22%	23%	22%
5	freq	49	31	18
5	prop	10%	13%	7%
6	freq	14	7	8
6	prop	3%	3%	3%
7 – Very strong economy	freq	1	1	
7 – Very strong economy	prop	%	%	
Top3Box	freq	65	39	26
Top3Box	prop	13%	16%	10%
Low3Box	freq	323	150	173
Low3Box	prop	65%	61%	68%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
202	137	161	228	207	8	184
193	150	165	227	212	9	188
31	26	49	50	44	2	45
15%	19%	31%	22%	21%		25%
30	31	30	44	32	1	31
15%	23%	19%	19%	15%		17%
56	34	36	61	51	3	44
28%	25%	22%	27%	25%		24%
60	23	29	42	54	1	41
30%	17%	18%	18%	26%		22%
16	19	15	26	18	•	17
8%	14%	9%	11%	9%		9%
8	4	2	5	7	1	5
4%	3%	1%	2%	3%		3%
1	•	•			•	
1%						
25	23	17	31	25	1	23
12%	17%	10%	13%	12%		12%
116	91	116	155	127	6	120
58%	66%	72%	68%	61%		65%

Hungary

rom 1 to 7, where 7 means a very strong economy today and 1 means a very weak eco

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
316	130	294	77	254	246	44
320	138	261	109	258	250	44
62	34	60	13	58	49	6
19%	26%	20%	17%	23%	20%	14%
60	20	59	11	47	44	9
19%	16%	20%	15%	18%	18%	21%
81	34	73	18	64	61	12
26%	26%	25%	24%	25%	25%	27%
71	27	61	24	54	58	7
23%	21%	21%	32%	21%	24%	16%
32	12	30	8	23	26	7
10%	9%	10%	10%	9%	11%	15%
9	1	11	2	8	7	3
3%	1%	4%	3%	3%	3%	7%
1	1				1	
%	1%				%	
42	14	41	10	31	34	10
13%	11%	14%	13%	12%	14%	22%
202	88	192	42	169	154	27
64%	68%	65%	55%	66%	63%	62%

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
456	38	462	269	229	202	228
464	40	468	275	230	206	230
101	6	101	54	51	50	46
22%	16%	22%	20%	22%	25%	20%
82	10	81	52	38	34	44
18%	25%	18%	19%	17%	17%	19%
113	7	119	68	57	51	52
25%	17%	26%	25%	25%	25%	23%
105	8	104	59	54	40	59
23%	22%	23%	22%	24%	20%	26%
42	7	42	27	22	23	19
9%	17%	9%	10%	10%	12%	8%
11	1	13	9	5	5	7
3%	2%	3%	3%	2%	2%	3%
1		1		1	-	1
%		%		%		%
55	8	57	36	29	28	27
12%	20%	12%	13%	13%	14%	12%
296	22	301	174	146	134	142
65%	58%	65%	65%	64%	66%	62%

Social Media Inactive					
70					
72					
12					
16%					
14					
19%					
22					
32%					
14					
19%					
7					
10%					
2					
3%					
9					
13%					
47					

67%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	258	242
	unw_base	1051	570	481
1 – Very weak economy	freq	25	15	9
1 – Very weak economy	prop	5%	6%	4%
2	freq	32	19	14
2	prop	6%	7%	6%
3	freq	91	51	40
3	prop	18%	20%	16%
4	freq	161	77	85
4	prop	32%	30%	35%
5	freq	126	63	62
5	prop	25%	25%	26%
6	freq	37	18	19
6	prop	7%	7%	8%
7 – Very strong economy	freq	28	15	13
7 – Very strong economy	prop	6%	6%	5%
Top3Box	freq	191	96	94
Top3Box	prop	38%	37%	39%
Low3Box	freq	148	85	63
Low3Box	prop	30%	33%	26%

Agollador			Hayaahald	Household	Household	Marital
Age Under 35	Age 35-49	Age 50-64	Household Income Low	Income Medium	Income High	Status Married
276	147	77	76	74	351	305
490	359	202	138	155	758	719
13	8	3	5	4	15	14
5%	6%	4%	7%	6%	4%	5%
19	11	3	4	5	24	18
7%	7%	4%	6%	6%	7%	6%
48	25	18	15	13	62	63
17%	17%	23%	20%	18%	18%	21%
87	47	27	21	23	118	95
32%	32%	35%	28%	31%	34%	31%
66	39	21	18	18	90	79
24%	26%	27%	23%	24%	26%	26%
23	10	4	5	7	25	20
8%	7%	5%	7%	10%	7%	7%
19	7	1	7	4	16	15
7%	5%	1%	9%	6%	5%	5%
109	56	26	30	29	132	114
39%	38%	33%	40%	39%	38%	38%
80	44	24	24	22	101	95
29%	30%	31%	32%	30%	29%	31%

India rom 1 to 7, where 7 means a very strong economy today and 1 means a very weak eco

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
195	3	60	438	257	243	135
332	4	115	932	578	473	294
11	1	7	17	12	13	8
5%		11%	4%	5%	5%	6%
14		4	28	13	19	5
7%		7%	6%	5%	8%	4%
28	0	10	80	44	47	20
14%		17%	18%	17%	19%	15%
66	1	18	143	75	86	41
34%		30%	33%	29%	35%	30%
47		16	109	69	57	29
24%		28%	25%	27%	23%	21%
17		3	35	23	14	15
9%		5%	8%	9%	6%	11%
12	1	2	25	21	7	18
6%		3%	6%	8%	3%	14%
76	1	21	169	113	78	62
39%		35%	39%	44%	32%	46%
53	1	21	126	69	79	32
27%		35%	29%	27%	32%	24%

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
365	245	255	386	107	384	82
757	541	510	843	193	790	184
17	9	16	18	7	15	5
5%	4%	6%	5%	6%	4%	6%
28	11	21	23	8	25	6
8%	5%	8%	6%	7%	6%	8%
71	42	49	68	22	63	18
20%	17%	19%	18%	20%	17%	22%
120	70	92	122	38	123	28
33%	28%	36%	32%	35%	32%	34%
97	67	58	100	23	100	18
26%	27%	23%	26%	22%	26%	22%
23	24	13	31	5	34	2
6%	10%	5%	8%	5%	9%	3%
9	23	5	24	4	24	4
3%	9%	2%	6%	4%	6%	4%
129	114	76	155	33	158	24
35%	47%	30%	40%	30%	41%	30%
116	61	87	109	37	103	30
32%	25%	34%	28%	34%	27%	36%

_			

Social Media Inactive					
	35				
	77				
	5				
	15%				
	1				
	4%				
	9				
	26%				
	11				
	31%				
	7				
	20%				
	1				
	4%				
	8				
	23%				
	16				
	45%				

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	250	250
	unw_base	506	222	284
1 - Very weak economy	freq	20	14	6
1 - Very weak economy	prop	4%	6%	2%
2	freq	33	15	18
2	prop	7%	6%	7%
3	freq	95	42	52
3	prop	19%	17%	21%
4	freq	168	71	97
4	prop	34%	28%	39%
5	freq	153	90	63
5	prop	31%	36%	25%
6	freq	24	12	13
6	prop	5%	5%	5%
7 – Very strong economy	freq	7	6	1
7 – Very strong economy	prop	1%	2%	%
Тор3Вох	freq	184	108	77
Тор3Вох	prop	37%	43%	31%
Low3Box	freq	147	71	76
Low3Box	prop	29%	29%	30%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
281	167	52	56	260	185	292
246	202	58	44	258	204	329
11	6	3	2	11	7	19
4%	4%	6%	3%	4%	4%	7%
26	6	1	7	15	11	15
9%	4%	2%	12%	6%	6%	5%
52	29	14	10	48	37	51
18%	18%	26%	17%	18%	20%	17%
99	57	13	21	89	59	88
35%	34%	25%	37%	34%	32%	30%
82	55	17	10	91	52	96
29%	33%	32%	18%	35%	28%	33%
8	11	5	3	7	14	19
3%	7%	10%	6%	3%	8%	6%
4	3	-	3	1	3	4
1%	2%	•	5%	%	2%	1%
94	68	22	16	99	70	119
34%	41%	42%	29%	38%	38%	41%
88	42	18	19	73	56	85
31%	25%	34%	33%	28%	30%	29%

Indonesia

rom 1 to 7, where 7 means a very strong economy today and 1 means a very weak eco

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
208	200	29	271	247	253	71
177	182	29	295	254	252	71
1	10	3	8	14	6	2
%	5%	9%	3%	5%	3%	3%
18	16	2	14	14	19	8
9%	8%	8%	5%	6%	7%	11%
44	32	4	59	45	50	7
21%	16%	13%	22%	18%	20%	10%
80	63	13	92	72	96	22
38%	32%	44%	34%	29%	38%	31%
57	66	7	81	83	71	20
27%	33%	24%	30%	33%	28%	28%
6	8	1	15	14	11	7
3%	4%	3%	6%	5%	4%	10%
3	5		2	7		5
1%	2%		1%	3%		7%
66	78	8	98	103	81	32
31%	39%	26%	36%	42%	32%	45%
63	58	9	81	72	75	17
30%	29%	30%	30%	29%	30%	24%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status		Social	Social
Business	Maker	Maker	Total	Employmen t Status Not	Media	Media
	Leader Yes				Active	Passive
Owner No		Leader No	Employed	Employed		
429	128	372	422		318	162
435	133	373	438		312	174
18	2	18	20		11	5
4%	2%	5%	5%		3%	3%
25	9	24	31	2	26	7
6%	7%	6%	7%	3%	8%	4%
87	18	77	76	19	54	39
20%	14%	21%	18%	24%	17%	24%
146	32	136	133	35	93	66
34%	25%	37%	31%	45%	29%	41%
133	47	107	134	19	110	39
31%	36%	29%	32%	24%	35%	24%
17	15	9	21	3	18	6
4%	12%	2%	5%	4%	6%	4%
2	6	1	7		6	1
%	4%	%	2%		2%	%
152	67	117	162	21	135	46
36%	53%	31%	38%	28%	42%	28%
130	29	119	127	21	90	50
30%	22%	32%	30%	27%	28%	31%

Social Media Inactive					
20					
20					
4					
21%					
2					
12%					
10					
47%					
4					
20%					
-					
4					
20%					
7					
33%					

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	250	250
	unw_base	1089	570	519
1 – Very weak economy	freq	156	66	90
1 – Very weak economy	prop	31%	26%	36%
2	freq	86	46	39
2	prop	17%	19%	16%
3	freq	113	59	54
3	prop	23%	24%	22%
4	freq	93	47	46
4	prop	19%	19%	18%
5	freq	40	23	17
5	prop	8%	9%	7%
6	freq	8	5	2
6	prop	2%	2%	1%
7 – Very strong economy	freq	5	3	2
7 – Very strong economy	prop	1%	1%	1%
Top3Box	freq	53	31	21
Тор3Вох	prop	11%	13%	9%
Low3Box	freq	354	172	183
Low3Box	prop	71%	69%	73%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
181	186	133	123	198	104	238
380	412	297	243	438	248	512
51	62	42	51	61	18	75
28%	33%	32%	41%	31%	18%	32%
29	34	22	24	31	17	40
16%	18%	17%	20%	16%	16%	17%
38	39	36	22	44	32	54
21%	21%	27%	18%	22%	30%	23%
42	31	20	15	39	22	46
23%	17%	15%	12%	20%	21%	19%
15	16	9	7	16	12	17
8%	8%	7%	6%	8%	11%	7%
2	3	3	1	4	2	4
1%	2%	2%	1%	2%	2%	2%
4	1	0	2	2	1	1
2%	1%	%	2%	1%	1%	%
20	20	12	11	23	14	22
11%	11%	9%	9%	11%	14%	9%
119	135	100	97	136	67	170
66%	73%	76%	79%	69%	65%	71%

Italy rom 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy today and 1 mean

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
262	244	199	58	244	256	55
577	367	569	153	568	521	124
80	87	54	14	66	90	13
31%	36%	27%	25%	27%	35%	24%
46	43	33	9	40	45	9
17%	18%	17%	16%	16%	18%	17%
59	46	52	15	61	52	14
22%	19%	26%	26%	25%	20%	25%
47	42	38	13	44	49	8
18%	17%	19%	22%	18%	19%	14%
22	20	14	5	22	17	6
9%	8%	7%	8%	9%	7%	12%
4	3	4	1	7	1	2
1%	1%	2%	3%	3%	%	4%
4	2	3	0	4	1	2
2%	1%	2%	1%	2%	%	4%
31	25	21	7	33	20	11
12%	10%	11%	12%	14%	8%	19%
185	176	140	38	167	187	37
71%	72%	70%	67%	68%	73%	67%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
445	73	427	281	211	283	106
965	172	917	655	415	645	226
142	16	139	75	78	83	33
32%	22%	33%	27%	37%	29%	31%
76	11	74	46	38	51	17
17%	15%	17%	17%	18%	18%	16%
100	19	94	69	41	61	24
22%	26%	22%	24%	20%	21%	23%
85	14	79	60	33	51	22
19%	19%	18%	21%	16%	18%	21%
33	7	32	24	15	27	7
7%	10%	8%	8%	7%	10%	7%
6	3	5	6	1	5	2
1%	4%	1%	2%	1%	2%	2%
3	2	3	2	3	5	0
1%	3%	1%	1%	2%	2%	%
42	12	40	32	20	37	9
9%	17%	9%	11%	9%	13%	9%
318	47	308	190	158	195	74
71%	64%	72%	68%	75%	69%	70%

Social Media Inactive	
mactive	
	•

85 77%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	251	249
	unw_base	1263	603	660
1 – Very weak economy	freq	41	21	20
1 – Very weak economy	prop	8%	8%	8%
2	freq	47	26	21
2	prop	9%	10%	9%
3	freq	167	86	81
3	prop	33%	34%	33%
4	freq	176	80	96
4	prop	35%	32%	38%
5	freq	61	34	28
5	prop	12%	13%	11%
6	freq	5	3	2
6	prop	1%	1%	1%
7 – Very strong economy	freq	2	1	1
7 – Very strong economy	prop	%	%	%
Top3Box	freq	68	38	31
Top3Box	prop	14%	15%	12%
Low3Box	freq	255	133	122
Low3Box	prop	51%	53%	49%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	161	154	307	160	33	272
495	404	364	784	398	81	675
17	16	8	33	7	1	16
9%	10%	5%	11%	5%	3%	6%
12	18	18	32	13	2	26
7%	11%	12%	10%	8%	7%	10%
61	52	54	104	53	10	93
33%	32%	35%	34%	33%	30%	34%
67	55	54	107	56	13	96
36%	34%	35%	35%	35%	38%	35%
24	19	19	28	27	6	37
13%	11%	12%	9%	17%	19%	14%
2	1	1	2	2	1	2
1%	1%	1%	1%	1%	2%	1%
2	0	•	1	1		1
1%	%		%	1%		%
28	20	20	32	30	7	40
15%	13%	13%	10%	19%	21%	15%
90	86	80	169	73	14	136
49%	53%	52%	55%	46%	41%	50%

Japan rom 1 to 7, where 7 means a very strong economy today and 1 means a very weak eco

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
228	152	110	238	242	258	23
588	386	283	594	589	674	56
25	16	10	15	17	24	2
11%	11%	9%	6%	7%	9%	11%
21	19	14	14	24	23	5
9%	13%	13%	6%	10%	9%	20%
74	52	30	85	88	79	5
32%	34%	27%	36%	36%	31%	22%
80	49	44	84	77	99	5
35%	32%	40%	35%	32%	38%	23%
25	14	13	35	32	30	5
11%	9%	12%	15%	13%	12%	21%
2	2		3	2	2	1
1%	1%		1%	1%	1%	4%
1	1		2	2	1	
%	1%		1%	1%	%	
28	16	13	39	36	33	6
12%	11%	12%	16%	15%	13%	25%
120	87	53	115	129	126	12
53%	57%	48%	48%	53%	49%	52%

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
477	36	464	345	141	36	107
1207	86	1177	859	367	92	270
39	4	37	30	8	1	6
8%	10%	8%	9%	6%	3%	6%
43	5	42	34	13	4	9
9%	14%	9%	10%	9%	11%	8%
162	9	158	116	46	12	39
34%	26%	34%	34%	33%	32%	37%
171	9	167	119	53	11	36
36%	26%	36%	34%	38%	29%	33%
56	7	54	42	19	7	17
12%	20%	12%	12%	13%	19%	16%
4	1	4	3	1	1	0
1%	3%	1%	1%	1%	3%	%
2	0	2	2	1	1	
%	1%	%	%	1%	2%	
63	9	60	46	20	9	17
13%	24%	13%	13%	15%	24%	16%
243	18	237	179	68	17	54
51%	50%	51%	52%	48%	46%	51%

Social
Media
Inactive
,

Media						
Inactive						
357						
901						
34						
9%						
35						
10%						
116						
33%						
130						
36%						
38						
11%						
3						
1%						
2						
%						
42						
12%						

184 52%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	238	262
	unw_base	506	278	228
1 – Very weak economy	freq	74	24	50
1 – Very weak economy	prop	15%	10%	19%
2	freq	59	32	27
2	prop	12%	14%	10%
3	freq	124	55	68
3	prop	25%	23%	26%
4	freq	159	76	83
4	prop	32%	32%	32%
5	freq	70	39	31
5	prop	14%	16%	12%
6	freq	11	8	2
6	prop	2%	4%	1%
7 – Very strong economy	freq	4	4	
7 – Very strong economy	prop	1%	2%	
Тор3Вох	freq	85	52	33
Top3Box	prop	17%	22%	13%
Low3Box	freq	256	111	145
Low3Box	prop	51%	47%	55%

Age Under	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
270	171	58	394	100	6	185
318	140	48	377	124	5	193
40	26	7	58	15	1	28
15%	15%	13%	15%	15%		15%
26	20	13	47	8	4	24
10%	12%	23%	12%	8%		13%
75	35	13	102	21		45
28%	21%	23%	26%	21%		24%
101	51	7	123	36	1	43
37%	30%	11%	31%	36%		23%
24	33	13	51	18	1	37
9%	19%	22%	13%	18%		20%
3	7	1	9	2	-	5
1%	4%	2%	2%	2%		2%
1		3	4	0	-	4
%		6%	1%	%		2%
28	39	18	64	20	1	46
10%	23%	30%	16%	20%		25%
141	81	34	207	44	5	97
52%	47%	58%	53%	44%		52%

Mexico

Movital				Ohiof	Ohiof	
Marital	Education .	Education		Chief	Chief	Ducinasa
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
315	321	103	76	263	237	118
313	136	186	184	289	217	112
46	46	15	13	40	34	17
15%	14%	15%	17%	15%	14%	14%
35	38	9	11	28	30	15
11%	12%	9%	15%	11%	13%	13%
79	76	27	20	59	64	21
25%	24%	26%	27%	23%	27%	18%
116	113	27	19	80	79	39
37%	35%	26%	26%	30%	33%	33%
32	40	20	10	46	24	19
10%	12%	19%	13%	17%	10%	16%
6	5	4	2	6	5	5
2%	2%	3%	3%	2%	2%	4%
1	3	1	0	4	0	1
%	1%	1%	%	2%	%	1%
39	48	24	12	56	29	25
12%	15%	24%	16%	21%	12%	21%
160	160	52	45	128	129	53
51%	50%	50%	58%	48%	54%	45%

	Senior	Senior				
	Executive	Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
382	133	367	307	186	302	131
394	141	365	336	166	325	121
57	19	54	45	28	40	19
15%	14%	15%	15%	15%	13%	15%
44	10	49	35	21	34	21
11%	8%	13%	11%	11%	11%	16%
102	23	101	67	56	77	37
27%	17%	27%	22%	30%	26%	28%
120	52	107	107	50	96	38
31%	39%	29%	35%	27%	32%	29%
50	22	47	40	30	46	13
13%	17%	13%	13%	16%	15%	10%
6	5	6	9	2	7	3
1%	4%	2%	3%	1%	2%	2%
4	1	3	4		1	0
1%	1%	1%	1%		%	%
60	29	56	53	32	54	16
16%	22%	15%	17%	17%	18%	12%
203	52	204	147	105	151	77
53%	39%	56%	48%	56%	50%	59%

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Social Media Inactive				
	68			
	60			
	14			
	21%			
	4			
	6%			
	10			
	14%			
	25			
	37%			
	10			
	15%			
	1			
	1%			
	3			
	5%			
	15			
	22%			
	28			
	41%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	514	255	259
1 – Very weak economy	freq	62	24	38
1 – Very weak economy	prop	12%	10%	15%
2	freq	74	42	31
2	prop	15%	17%	12%
3	freq	121	61	60
3	prop	24%	25%	24%
4	freq	146	68	78
4	prop	29%	27%	31%
5	freq	76	39	37
5	prop	15%	16%	15%
6	freq	14	9	6
6	prop	3%	4%	2%
7 – Very strong economy	freq	7	5	2
7 – Very strong economy	prop	1%	2%	1%
Top3Box	freq	97	52	45
Top3Box	prop	19%	21%	18%
Low3Box	freq	257	128	129
Low3Box	prop	51%	51%	51%

Age Under			Household	Household Income	Household Income	Marital Status
35	Age 35-49	Age 50-64	Income Low	Medium	High	Married
215	136	149	314	96		261
191	160	163	312	114	-	284
20	26	17	38	9		38
9%	19%	11%	12%	10%		15%
31	15	28	51	13	1	32
14%	11%	19%	16%	14%		12%
46	39	36	73	21	1	71
21%	28%	24%	23%	21%		27%
72	36	38	92	28	2	73
34%	27%	25%	29%	29%		28%
35	18	23	45	20		38
16%	13%	15%	14%	21%		15%
5	2	8	9	4		8
2%	1%	5%	3%	4%		3%
6	1		5	1	-	2
3%	%		2%	1%		1%
46	20	30	59	25		47
22%	15%	20%	19%	26%		18%
96	80	81	162	43	2	141
45%	58%	54%	52%	45%		54%

Poland rom 1 to 7, where 7 means a very strong economy today and 1 means a very weak eco

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
239	104	327	69	239	261	53
230	48	367	99	254	260	61
24	14	40	8	28	34	5
10%	14%	12%	11%	12%	13%	9%
42	18	45	11	41	33	5
17%	17%	14%	16%	17%	13%	9%
50	13	87	20	57	63	15
21%	13%	27%	29%	24%	24%	29%
74	39	94	13	62	84	13
31%	38%	29%	19%	26%	32%	24%
38	15	48	12	37	39	11
16%	15%	15%	17%	15%	15%	22%
7	2	10	2	11	4	3
3%	2%	3%	3%	5%	1%	6%
5	2	2	3	2	5	1
2%	2%	1%	4%	1%	2%	1%
50	20	60	17	50	47	15
21%	19%	18%	24%	21%	18%	29%
115	45	173	39	126	130	25
48%	43%	53%	56%	53%	50%	47%

	Senior	Senior				
	Executive	Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
447	80	420	290	194	226	180
453	90	424	330	171	233	192
57	7	56	37	23	25	25
13%	8%	13%	13%	12%	11%	14%
69	10	64	38	33	30	26
15%	12%	15%	13%	17%	13%	15%
105	18	102	74	45	52	44
24%	23%	24%	26%	23%	23%	25%
133	23	123	85	56	63	59
30%	29%	29%	29%	29%	28%	33%
64	16	59	45	28	41	20
14%	20%	14%	15%	15%	18%	11%
11	3	11	9	5	9	5
3%	4%	3%	3%	3%	4%	3%
6	3	4	2	5	6	
1%	4%	1%	1%	2%	3%	
82	23	74	56	38	57	25
18%	28%	18%	19%	20%	25%	14%
232	35	222	149	100	106	96
52%	43%	53%	51%	52%	47%	53%

Social Media Inactive				
	94			
	89			
	13			
	14%			
	17			
	18%			
	24			
	26%			
	24			
	25%			
	15			
	15%			
	1			
	1%			
	15			
	16%			
	55			
	58%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	241	259
	unw_base	501	235	266
1 – Very weak economy	freq	54	27	26
1 – Very weak economy	prop	11%	11%	10%
2	freq	42	17	25
2	prop	8%	7%	9%
3	freq	114	53	61
3	prop	23%	22%	23%
4	freq	136	58	78
4	prop	27%	24%	30%
5	freq	101	54	47
5	prop	20%	23%	18%
6	freq	31	14	17
6	prop	6%	6%	7%
7 – Very strong economy	freq	22	17	6
7 – Very strong economy	prop	4%	7%	2%
Тор3Вох	freq	154	85	70
Тор3Вох	prop	31%	35%	27%
Low3Box	freq	209	97	112
Low3Box	prop	42%	40%	43%

Age Under	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
211	164	125	41	242	192	230
176	157	168	38	237	205	243
19	25	10	7	31	11	21
9%	15%	8%	17%	13%	6%	9%
17	12	13	5	21	14	22
8%	7%	10%	12%	9%	7%	9%
57	25	32	10	58	41	49
27%	15%	26%	24%	24%	21%	21%
55	44	37	10	69	48	64
26%	27%	29%	24%	28%	25%	28%
39	37	25	5	40	55	54
18%	23%	20%	12%	17%	28%	24%
14	10	7	2	11	17	13
7%	6%	5%	4%	5%	9%	6%
10	11	2	3	12	6	8
5%	7%	1%	7%	5%	3%	3%
63	58	34	10	63	78	75
30%	35%	27%	23%	26%	41%	33%
93	62	54	22	110	66	91
44%	38%	44%	53%	46%	34%	40%

Russia rom 1 to 7, where 7 means a very strong economy today and 1 means a very weak eco

					2	
Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
270	146	266	88	234	266	47
258	109	280	112	251	250	50
33	19	26	8	25	29	3
12%	13%	10%	9%	11%	11%	6%
20	7	25	9	16	25	4
7%	5%	10%	10%	7%	10%	8%
65	26	66	22	51	63	6
24%	18%	25%	25%	22%	24%	13%
72	42	68	26	67	70	11
27%	29%	26%	29%	29%	26%	23%
47	30	55	16	51	50	17
17%	21%	21%	18%	22%	19%	37%
18	11	14	6	14	17	2
7%	7%	5%	7%	6%	6%	5%
14	10	11	1	10	12	4
5%	7%	4%	1%	4%	4%	8%
79	51	80	23	75	79	23
29%	35%	30%	26%	32%	30%	49%
118	52	118	39	92	117	13
44%	36%	44%	44%	39%	44%	27%

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
453	68	432	311	173	165	217
451	73	428	327	158	162	225
51	6	48	34	19	13	16
11%	9%	11%	11%	11%	8%	7%
38	6	36	24	15	13	25
8%	8%	8%	8%	9%	8%	12%
107	13	101	65	44	33	56
24%	18%	23%	21%	26%	20%	26%
125	18	118	86	43	42	62
28%	27%	27%	28%	25%	25%	29%
84	17	84	69	31	38	46
19%	25%	19%	22%	18%	23%	21%
29	4	27	20	11	15	8
6%	6%	6%	7%	6%	9%	4%
19	4	18	12	10	12	3
4%	6%	4%	4%	6%	7%	1%
131	26	129	102	51	64	58
29%	38%	30%	33%	30%	39%	27%
196	24	185	123	79	59	97
43%	35%	43%	40%	46%	36%	45%

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Social Media Inactive				
	118			
	114			
	24			
	21%			
	4			
	3%			
	24			
	20%			
	33			
	28%			
	18			
	15%			
	8			
	7%			
	7			
	6%			
	33			
	28%			
	52			
	44%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	283	217
	unw_base	504	212	292
1 – Very weak economy	freq	18	11	6
1 - Very weak economy	prop	4%	4%	3%
2	freq	13	5	8
2	prop	3%	2%	4%
3	freq	39	16	23
3	prop	8%	6%	11%
4	freq	110	52	58
4	prop	22%	18%	27%
5	freq	96	44	52
5	prop	19%	16%	24%
6	freq	87	58	29
6	prop	17%	21%	13%
7 – Very strong economy	freq	136	96	40
7 – Very strong economy	prop	27%	34%	18%
Тор3Вох	freq	320	199	121
Тор3Вох	prop	64%	70%	56%
Low3Box	freq	70	32	38
Low3Box	prop	14%	11%	17%

Age Under	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
					riigii	21 2 21
295	151	53	264	134		297
369	107	28	282	125		268
12	4	2	9	6		10
4%	3%	4%	3%	4%		4%
10	3		10	1		5
3%	2%		4%	1%		2%
34	5	•	25	7	1	19
11%	4%		9%	5%	3%	6%
67	27	16	59	29	12	55
23%	18%	30%	22%	22%	27%	19%
59	26	10	49	23	10	51
20%	17%	20%	19%	17%	22%	17%
46	37	5	40	26	14	55
15%	24%	9%	15%	19%	32%	19%
67	49	20	72	41	7	101
23%	32%	38%	27%	31%	16%	34%
172	112	35	161	90	32	207
58%	74%	66%	61%	67%	70%	70%
56	13	2	44	14	1	34
19%	8%	4%	17%	11%	3%	11%

Saudi Arabia

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
203	138	149	213	210	290	58
236	143	152	209	157	347	52
7	4	7	7	11	7	3
4%	3%	5%	3%	5%	2%	4%
8	4	4	6	4	10	
4%	3%	2%	3%	2%	3%	
20	14	13	12	7	32	6
10%	10%	9%	6%	4%	11%	10%
55	29	37	43	32	78	8
27%	21%	25%	20%	15%	27%	14%
45	23	27	46	34	63	8
22%	17%	18%	22%	16%	22%	14%
32	17	21	50	44	43	14
16%	12%	14%	23%	21%	15%	24%
36	48	39	49	78	58	19
17%	35%	27%	23%	37%	20%	33%
113	87	87	145	156	164	42
55%	63%	59%	68%	74%	57%	71%
36	21	24	25	22	48	9
18%	16%	16%	12%	11%	17%	15%

	Senior	Senior				
	Executive	Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
442	72	428	265	221	211	176
452	61	443	222	269	205	180
15	2	16	11	5	9	4
3%	2%	4%	4%	2%	4%	2%
13		13	4	9	5	5
3%		3%	2%	4%	2%	3%
33	5	34	10	28	21	9
7%	7%	8%	4%	13%	10%	5%
102	14	96	49	59	41	43
23%	19%	22%	18%	27%	19%	25%
88	11	86	41	53	44	35
20%	15%	20%	16%	24%	21%	20%
73	22	66	57	29	44	33
17%	30%	15%	22%	13%	21%	19%
117	20	117	93	39	47	46
27%	27%	27%	35%	18%	22%	26%
278	52	268	192	120	135	115
63%	72%	63%	72%	54%	64%	65%
61	6	64	25	42	35	18
14%	9%	15%	9%	19%	17%	10%

Social Media Inactive					
113					
119					
5					
5%					
3					
3%					
9					
8%					
26					
23%					
17					
15%					
10					
9%					
44					
39%					
70					
62%					
17					
15%					

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	240	260
	unw_base	502	204	298
1 – Very weak economy	freq	60	28	32
1 – Very weak economy	prop	12%	12%	12%
2	freq	65	28	37
2	prop	13%	12%	14%
3	freq	168	79	89
3	prop	34%	33%	34%
4	freq	130	56	74
4	prop	26%	24%	28%
5	freq	67	40	27
5	prop	13%	17%	10%
6	freq	6	4	2
6	prop	1%	2%	1%
7 – Very strong economy	freq	5	4	1
7 – Very strong economy	prop	1%	2%	%
Top3Box	freq	77	48	29
Тор3Вох	prop	15%	20%	11%
Low3Box	freq	293	136	157
Low3Box	prop	59%	57%	60%

Age Under	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
287	125	88	63	131	307	193
244	154	104	40	137	325	232
27	18	15	4	15	40	24
9%	14%	17%	6%	12%	13%	12%
32	17	16	9	14	42	28
11%	14%	18%	15%	10%	14%	14%
99	38	31	16	51	101	68
34%	30%	36%	25%	39%	33%	35%
84	30	15	17	42	71	42
29%	24%	17%	27%	32%	23%	22%
37	21	9	15	4	48	28
13%	16%	11%	23%	3%	16%	15%
3	2	1		3	2	2
1%	1%	1%		2%	1%	1%
5		•	2	2	1	1
2%	-		4%	1%	%	%
45	22	10	17	9	52	31
16%	18%	12%	27%	7%	17%	16%
157	73	63	29	80	184	120
55%	58%	71%	46%	61%	60%	62%

South Africa

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
307	285	122	93	246	254	74
270	267	136	99	278	224	75
35	35	15	10	36	24	8
12%	12%	12%	11%	15%	9%	11%
38	38	13	14	34	32	8
12%	13%	11%	15%	14%	12%	11%
100	103	40	25	76	92	23
32%	36%	33%	27%	31%	36%	32%
88	72	34	24	65	65	23
29%	25%	28%	26%	27%	26%	31%
39	33	17	16	32	35	11
13%	12%	14%	18%	13%	14%	16%
4	2	3	1	3	3	
1%	1%	2%	1%	1%	1%	
4	3		2	2	3	
1%	1%		2%	1%	1%	
46	38	20	19	36	41	11
15%	13%	16%	20%	15%	16%	16%
173	175	68	50	145	148	39
56%	61%	56%	53%	59%	58%	54%

	Senior	Senior				
	Executive	Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
426	133	367	379	119	306	151
427	140	362	420	79	303	157
52	19	41	51	8	36	17
12%	14%	11%	13%	7%	12%	11%
57	23	43	47	18	40	21
13%	17%	12%	12%	15%	13%	14%
145	40	129	128	39	95	52
34%	30%	35%	34%	33%	31%	35%
107	34	96	95	35	83	43
25%	25%	26%	25%	29%	27%	29%
55	16	50	50	17	43	16
13%	12%	14%	13%	14%	14%	11%
6	1	5	6		6	
1%	1%	1%	1%		2%	
5	1	4	3	2	4	1
1%	1%	1%	1%	2%	1%	1%
66	18	59	58	19	52	17
15%	14%	16%	15%	16%	17%	11%
254	81	212	225	65	171	90
59%	61%	58%	60%	55%	56%	60%

Social Media Inactive				
43				
42				
6				
14%				
5				
11%				
21 49%				
9%				
8				
17%				
17 70				
8				
17%				
32				
74%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	516	288	228
1 – Very weak economy	freq	32	18	14
1 – Very weak economy	prop	6%	7%	6%
2	freq	60	25	35
2	prop	12%	10%	14%
3	freq	165	81	83
3	prop	33%	32%	34%
4	freq	139	68	71
4	prop	28%	27%	29%
5	freq	90	51	39
5	prop	18%	20%	16%
6	freq	10	7	3
6	prop	2%	3%	1%
7 – Very strong economy	freq	4	2	2
7 – Very strong economy	prop	1%	1%	1%
Top3Box	freq	104	60	44
Тор3Вох	prop	21%	24%	18%
Low3Box	freq	257	124	133
Low3Box	prop	51%	49%	54%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
211	189	101	86	172	243	290
168	213	135	76	175	265	332
17	12	3	7	11	13	13
8%	7%	3%	8%	7%	5%	4%
30	25	6	10	16	34	29
14%	13%	6%	12%	9%	14%	10%
78	55	32	33	62	69	93
37%	29%	31%	39%	36%	29%	32%
53	51	34	26	47	66	90
25%	27%	34%	30%	27%	27%	31%
28	39	24	9	29	52	57
13%	20%	24%	10%	17%	21%	20%
4	5	1	1	4	6	6
2%	3%	1%	1%	2%	2%	2%
2	1	1	-	2	2	2
1%	%	1%		1%	1%	1%
33	45	26	9	35	60	65
16%	24%	26%	11%	20%	25%	22%
124	93	41	50	90	117	135
59%	49%	40%	59%	52%	48%	46%

South Korea

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
210		126	367	253	247	66
184		122	389	291	225	79
19		9	23	15	17	6
9%		7%	6%	6%	7%	10%
32	1	21	38	26	35	8
15%		17%	10%	10%	14%	13%
72	2	40	123	74	91	14
34%		32%	33%	29%	37%	21%
49	2	35	102	74	65	18
23%		28%	28%	29%	26%	27%
33	2	21	66	56	34	16
16%		17%	18%	22%	14%	25%
4		•	10	8	2	2
2%			3%	3%	1%	3%
2		•	4	1	3	1
1%			1%	%	1%	2%
39	2	21	80	65	39	19
19%		17%	22%	26%	16%	29%
122	3	70	184	115	143	28
58%		55%	50%	45%	58%	43%

	Senior	Senior				
	Executive	Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
434	95	405	353	118	162	229
437	116	400	387	101	177	231
26	8	24	20	9	10	13
6%	8%	6%	6%	7%	6%	6%
52	7	53	44	14	18	27
12%	7%	13%	12%	12%	11%	12%
151	22	143	118	38	40	91
35%	23%	35%	33%	32%	25%	40%
121	32	106	95	35	45	58
28%	34%	26%	27%	30%	28%	25%
74	22	68	67	18	41	35
17%	23%	17%	19%	15%	25%	15%
8	3	7	8	2	7	2
2%	3%	2%	2%	2%	4%	1%
3	1	3	1	1	1	2
1%	1%	1%	%	1%	1%	1%
85	26	78	76	21	49	39
20%	27%	19%	21%	18%	30%	17%
229	37	220	183	61	67	132
53%	39%	54%	52%	52%	42%	58%

Social Media Inactive				
109				
108				
9				
8%				
15				
14%				
34				
31%				
35				
32%				
13				
12%				
1				
1%				
1				
1%				
16				
14%				
58				
53%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1076	547	529
1 – Very weak economy	freq	114	60	54
1 – Very weak economy	prop	23%	24%	22%
2	freq	104	52	52
2	prop	21%	21%	21%
3	freq	151	68	83
3	prop	30%	27%	33%
4	freq	85	49	36
4	prop	17%	19%	14%
5	freq	36	15	21
5	prop	7%	6%	8%
6	freq	6	5	1
6	prop	1%	2%	%
7 – Very strong economy	freq	5	4	1
7 – Very strong economy	prop	1%	1%	%
Top3Box	freq	47	23	23
Тор3Вох	prop	9%	9%	9%
Low3Box	freq	369	179	189
Low3Box	prop	74%	71%	76%

				Household	Household	Marital
Age Under 35	Age 35-49	Age 50-64	Household Income Low	Income Medium	Income High	Status Married
205	175	120		139	•	227
			266		23	
379	417	280	598	282	52	523
50	38	26	72	22	4	44
24%	22%	22%	27%	16%	17%	19%
39	41	24	56	28	6	47
19%	23%	20%	21%	20%	28%	21%
58	55	38	80	42	6	70
28%	31%	32%	30%	30%	26%	31%
31	31	23	40	31	4	45
15%	18%	19%	15%	22%	17%	20%
21	8	8	12	15	2	15
10%	4%	6%	5%	11%	8%	7%
4	1	1	4	1	1	4
2%	1%	1%	1%	1%	4%	2%
3	2	0	3	1	1	2
1%	1%	%	1%	1%	2%	1%
27	11	9	18	16	3	21
13%	6%	8%	7%	12%	14%	9%
147	134	88	208	92	16	161
72%	76%	74%	78%	66%	70%	71%

Spain rom 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy a very weak

Chief Chief **Marital Status Education Education Education** Income **Business** Income Other Low Medium High **Earner Yes Earner No Owner Yes** 273 249 115 136 251 249 50 553 672 104 300 562 514 110 70 66 22 26 55 59 6 22% 26% 26% 19% 19% 24% 13% 12 57 56 19 29 51 53 21% 22% 17% 21% 20% 21% 24% 48 74 77 15 81 66 37 30% 26% 32% 35% 29% 31% 30% 39 20 22 7 44 44 41 14% 17% 17% 16% 17% 16% 14% 5 21 13 13 10 18 18 8% 5% 11% 7% 7% 7% 11% 2% 1% 2% % 4% 1% 1% 2 3 3 1 1 4 1 1% 1% 2% % 4% 1% 1% 27 19 9 26 18 17 12 9% 7% 15% 9% 11% 8% 19% 208 188 78 103 180 189 33 76% 75% 68% 75% 72% 76% 67%

	Senior Executive	Senior Executive	Employmen			
Business	Decision Maker	Decision Maker	t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
450	62	438	283	211	276	129
966	131	945	623	439	574	278
108	10	104	55	57	67	22
24%	16%	24%	20%	27%	24%	17%
92	13	91	59	44	55	31
20%	21%	21%	21%	21%	20%	24%
136	16	135	90	58	77	46
30%	25%	31%	32%	28%	28%	36%
78	9	76	48	36	46	23
17%	15%	17%	17%	17%	17%	18%
30	7	28	23	12	24	6
7%	12%	6%	8%	6%	9%	5%
4	4	2	4	2	5	0
1%	7%	%	1%	1%	2%	%
3	2	2	4	1	3	1
1%	4%	1%	1%	%	1%	1%
37	14	32	30	15	32	7
8%	23%	7%	11%	7%	12%	6%
335	39	330	205	160	198	99
74%	63%	75%	72%	76%	72%	77%

Social
Media
Inactiv
mactiv

Media						
Inactive						
95						
224						
25						
27%						
19						
20%						
27						
29%						
16						
17%						
6						
6%						
1						
1%						
1						
1%						
7						
7%						
72						
75%						

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	517	256	261
1 – Very weak economy	freq	10	4	6
1 – Very weak economy	prop	2%	2%	2%
2	freq	19	10	9
2	prop	4%	4%	4%
3	freq	59	33	26
3	prop	12%	13%	11%
4	freq	165	82	83
4	prop	33%	32%	34%
5	freq	146	74	72
5	prop	29%	29%	29%
6	freq	66	36	30
6	prop	13%	14%	12%
7 – Very strong economy	freq	35	14	21
7 – Very strong economy	prop	7%	6%	8%
Top3Box	freq	247	124	122
Top3Box	prop	49%	49%	50%
Low3Box	freq	89	48	41
Low3Box	prop	18%	19%	17%

Age Under			Household	Household Income	Household Income	Marital Status
35	Age 35-49	Age 50-64	Income Low	Medium	High	Married
185	148	167	151	216	71	129
170	161	186	174	204	61	150
1	5	5	7	3	0	1
1%	3%	3%	5%	2%	%	1%
3	5	10	6	7	1	5
2%	4%	6%	4%	3%	2%	4%
26	18	15	30	14	1	12
14%	12%	9%	20%	7%	2%	9%
88	41	36	57	83	10	32
47%	27%	22%	38%	38%	15%	24%
38	55	52	32	67	30	38
21%	37%	31%	21%	31%	42%	29%
19	18	29	5	29	23	32
10%	12%	18%	3%	13%	32%	24%
10	6	19	13	13	6	10
5%	4%	11%	9%	6%	8%	8%
67	79	100	50	108	58	80
36%	53%	60%	33%	50%	82%	62%
30	28	30	43	25	3	18
16%	19%	18%	29%	11%	4%	14%

Sweden

					211.6	
Marital	Edwardon	Edwardon	Edwardon	Chief	Chief	D
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
371	105	263		323	177	
367	347	70	-	339	178	-
10	3	7	-	6	4	-
3%	3%	3%		2%	3%	
14	6	7	6	12	6	2
4%	6%	3%	5%	4%	4%	4%
47	16	25	18	32	27	4
13%	15%	10%	14%	10%	15%	7%
133	38	98	29	108	57	10
36%	37%	37%	22%	33%	32%	18%
108	28	74	43	103	43	23
29%	27%	28%	32%	32%	24%	39%
34	10	29	27	36	30	15
9%	10%	11%	20%	11%	17%	26%
25	3	23	9	26	10	4
7%	3%	9%	7%	8%	5%	7%
167	41	126	79	164	82	42
45%	39%	48%	60%	51%	46%	72%
71	25	39	24	51	38	6
19%	24%	15%	18%	16%	21%	10%

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	Senior	Senior				
	Executive	Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
442		434	331	160	183	129
469		461	319	186	147	133
10		10	0	10	4	4
2%		2%	%	6%	2%	3%
17	3	15	6	12	9	1
4%	5%	4%	2%	8%	5%	1%
55	6	54	25	34	21	16
13%	8%	12%	8%	21%	12%	13%
154	10	155	100	58	64	48
35%	15%	36%	30%	37%	35%	37%
123	24	121	114	31	37	38
28%	37%	28%	34%	19%	20%	29%
51	17	49	54	10	24	18
11%	25%	11%	16%	6%	13%	14%
31	6	29	32	4	23	4
7%	10%	7%	10%	2%	13%	3%
205	47	199	199	45	84	60
46%	72%	46%	60%	28%	46%	46%
83	9	80	32	57	35	22
19%	13%	18%	10%	36%	19%	17%

Social Media Inactive					
188					
237					
2					
1%					
8					
4%					
22					
12%					
53					
28%					
71					
38%					
24					
13%					
8					
4%					
103					
55%					

32 17%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	512	278	234
1 – Very weak economy	freq	33	10	23
1 – Very weak economy	prop	7%	4%	9%
2	freq	33	14	20
2	prop	7%	5%	8%
3	freq	119	53	66
3	prop	24%	21%	27%
4	freq	129	60	69
4	prop	26%	24%	28%
5	freq	118	71	47
5	prop	24%	28%	19%
6	freq	43	28	14
6	prop	9%	11%	6%
7 – Very strong economy	freq	23	16	8
7 – Very strong economy	prop	5%	6%	3%
Top3Box	freq	185	115	69
Top3Box	prop	37%	46%	28%
Low3Box	freq	186	77	109
Low3Box	prop	37%	30%	44%

B6 Rate the current state of the economy in your local area using a scale f

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
262	173	65	10	130	360	283
276	175	61	9	128	375	302
19	8	6	3	13	17	15
7%	5%	9%		10%	5%	5%
15	16	2		8	25	17
6%	9%	4%		6%	7%	6%
58	44	18	3	25	92	64
22%	25%	28%		19%	26%	23%
72	38	20		34	96	69
27%	22%	31%		26%	27%	25%
63	45	11	3	32	84	75
24%	26%	17%		25%	23%	26%
23	14	5	1	12	29	29
9%	8%	8%		9%	8%	10%
13	8	2		7	17	14
5%	5%	4%		5%	5%	5%
99	67	19	4	51	130	118
38%	39%	29%		39%	36%	42%
92	68	26	6	46	134	96
35%	39%	40%		35%	37%	34%

Turkey rom 1 to 7, where 7 means a very strong economy today and 1 means a very weak eco

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
217	141	62	297	282	218	69
210	136	64	312	306	206	75
19	13	6	14	21	12	6
9%	9%	10%	5%	8%	6%	8%
17	7	5	22	19	14	4
8%	5%	8%	7%	7%	7%	6%
55	32	9	79	62	57	12
25%	22%	14%	26%	22%	26%	18%
60	37	16	77	68	61	15
28%	26%	26%	26%	24%	28%	22%
44	29	21	68	68	50	19
20%	21%	34%	23%	24%	23%	28%
14	13	3	26	30	13	9
7%	9%	5%	9%	11%	6%	14%
9	10	2	12	13	10	3
4%	7%	3%	4%	5%	5%	4%
67	53	26	106	111	73	32
31%	37%	42%	36%	40%	34%	46%
91	52	20	114	102	84	22
42%	37%	32%	39%	36%	38%	32%

onomy.

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
431	174	326	317	178	313	149
437	190	322	344	163	324	150
28	9	25	17	16	21	8
6%	5%	8%	5%	9%	7%	5%
29	10	24	22	12	24	9
7%	6%	7%	7%	7%	8%	6%
107	38	81	74	45	73	36
25%	22%	25%	23%	25%	23%	24%
114	40	89	76	53	76	45
26%	23%	27%	24%	30%	24%	30%
99	48	70	82	36	72	39
23%	28%	22%	26%	20%	23%	26%
33	18	25	34	8	31	8
8%	10%	8%	11%	4%	10%	5%
20	11	12	13	9	16	5
5%	6%	4%	4%	5%	5%	4%
153	77	107	129	52	119	52
36%	44%	33%	41%	29%	38%	35%
164	57	129	112	72	118	52
38%	33%	40%	35%	41%	38%	35%

Social
Media
Inactive
38
38
4
12%
11
29%
9
23%
8
20%
4
12%
2
5%
14
37%
15
40%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1087	517	570
1 – Very weak economy	freq	52	25	27
1 – Very weak economy	prop	10%	10%	11%
2	freq	35	13	22
2	prop	7%	5%	9%
3	freq	124	59	66
3	prop	25%	24%	26%
4	freq	146	70	76
4	prop	29%	28%	30%
5	freq	98	53	45
5	prop	20%	22%	18%
6	freq	27	16	12
6	prop	5%	6%	5%
7 – Very strong economy	freq	16	11	5
7 – Very strong economy	prop	3%	4%	2%
Top3Box	freq	142	80	62
Тор3Вох	prop	28%	32%	24%
Low3Box	freq	212	98	114
Low3Box	prop	42%	39%	45%

B6 Rate the current state of the economy in your I

				Household	Household	Marital
Age Under			Household	Income	Income	Status
35	Age 35-49	Age 50-64	Income Low	Medium	High	Married
183	158	159	76	201	203	264
286	389	412	142	456	435	623
14	21	17	15	20	16	28
8%	13%	11%	20%	10%	8%	11%
6	15	14	8	13	12	24
3%	10%	9%	10%	7%	6%	9%
46	36	43	21	55	44	65
25%	23%	27%	27%	27%	22%	25%
53	49	44	21	59	60	74
29%	31%	28%	28%	29%	30%	28%
40	27	31	8	41	46	51
22%	17%	20%	10%	21%	22%	19%
14	7	7	2	8	16	16
7%	4%	4%	3%	4%	8%	6%
10	3	3	2	5	9	6
6%	2%	2%	2%	2%	5%	2%
64	37	41	12	54	71	73
35%	23%	26%	15%	27%	35%	28%
66	72	74	43	88	72	117
36%	46%	46%	57%	44%	35%	44%

US ocal area using a scale from 1 to 7, where 7 means a very strong economy today and

Marital Status	Education	Education	Education	Chief Income	Chief Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
236	232	127	141	268	232	58
464	422	360	305	598	489	132
25	31	13	8	26	27	3
10%	13%	11%	5%	10%	12%	5%
11	15	15	5	16	20	4
5%	6%	11%	4%	6%	8%	6%
60	57	33	35	66	59	14
25%	25%	26%	25%	24%	25%	25%
72	72	36	37	70	77	18
31%	31%	29%	27%	26%	33%	30%
47	40	23	35	58	41	9
20%	17%	18%	25%	22%	18%	15%
12	9	3	15	20	8	6
5%	4%	3%	11%	7%	3%	10%
10	7	3	6	14	2	5
4%	3%	3%	4%	5%	1%	9%
68	57	30	56	92	50	20
29%	24%	23%	40%	34%	22%	34%
95	103	61	47	107	105	21
40%	45%	48%	34%	40%	45%	35%

1 means a very weak economy.

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
442	73	427	323	173	181	95
955	164	923	716	361	389	214
50	4	49	30	22	14	11
11%	5%	11%	9%	13%	8%	11%
32	4	31	21	14	12	8
7%	6%	7%	7%	8%	6%	9%
110	17	108	75	48	41	28
25%	23%	25%	23%	28%	23%	29%
129	20	126	92	53	48	27
29%	27%	30%	29%	30%	27%	28%
89	13	85	70	27	36	16
20%	18%	20%	22%	16%	20%	17%
22	9	18	21	7	16	4
5%	13%	4%	6%	4%	9%	4%
11	6	10	14	2	14	1
2%	9%	2%	4%	1%	8%	1%
122	29	113	105	36	66	21
28%	39%	26%	32%	21%	36%	22%
191	24	188	126	84	67	47
43%	33%	44%	39%	49%	37%	50%

Social Media Inactive	US Region Northeast	US Region Midwest	US Region South	US Region West
224	102	109	176	113
484	213	243	381	250
28	9	9	22	12
12%	9%	9%	13%	11%
15	7	10	12	6
7%	6%	9%	7%	5%
55	25	31	33	35
25%	25%	29%	19%	31%
71	34	32	55	26
32%	33%	29%	31%	23%
47	18	17	36	27
21%	18%	16%	20%	24%
7	4	6	12	5
3%	4%	5%	7%	4%
1	5	4	5	2
1%	5%	3%	3%	2%
55	28	26	54	34
25%	27%	24%	31%	30%
98	40	51	68	53
44%	40%	47%	38%	47%

		All		
Stub	Stat	Countries	Argentina	Australia
	base	12499	500	500
	unw_base	19605	503	1007
Much weaker	freq	692	59	22
Much weaker	prop	6%	12%	4%
Somewhat weaker	freq	1598	83	81
Somewhat weaker	prop	13%	17%	16%
About the same	freq	6969	201	313
About the same	prop	56%	40%	63%
Somewhat stronger	freq	2644	112	78
Somewhat stronger	prop	21%	22%	16%
Much stronger	freq	596	45	7
Much stronger	prop	5%	9%	1%
Top2Box	freq	3240	157	84
Top2Box	prop	26%	31%	17%
Low2Box	freq	2290	142	103
Low2Box	prop	18%	28%	21%

B7 Looking ahead six months from now, do you expect the economy in your local a

Belgium	Brazil	Canada	China	France	Germany	Hungary
499	500	500	500	500	500	500
533	1018	1019	1064	1063	1086	508
19	41	10	6	38	14	32
4%	8%	2%	1%	8%	3%	6%
69	20	45	27	97	48	116
14%	4%	9%	5%	19%	10%	23%
355	149	349	264	332	336	281
71%	30%	70%	53%	66%	67%	56%
52	164	84	167	33	95	67
11%	33%	17%	33%	7%	19%	13%
4	126	11	36	1	8	4
1%	25%	2%	7%	%	2%	1%
56	290	95	203	34	103	71
11%	58%	19%	41%	7%	21%	14%
88	61	56	34	134	62	148
18%	12%	11%	7%	27%	12%	30%

All Countries

rea to be much stronger, somewhat stronger, about the same, somewhat weaker, or r

India	Indonesia	Italy	Japan	Mexico	Poland	Russia
500	500	500	500	500	500	500
1051	506	1089	1263	506	514	501
15	7	63	41	25	27	30
3%	1%	13%	8%	5%	5%	6%
37	14	67	115	50	110	36
7%	3%	13%	23%	10%	22%	7%
184	249	283	278	270	295	304
37%	50%	57%	56%	54%	59%	61%
209	194	79	62	130	63	118
42%	39%	16%	12%	26%	13%	24%
55	36	8	3	25	5	12
11%	7%	2%	1%	5%	1%	2%
264	230	87	65	155	68	130
53%	46%	17%	13%	31%	14%	26%
51	21	130	157	75	137	66
10%	4%	26%	31%	15%	27%	13%

nuch weaker than it is now?

Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	Great Britain
500		500	500	500	500	500
504	502	516	1076	517	512	1100
7	54	25	43	9	38	15
1%	11%	5%	9%	2%	8%	3%
19	125	81	70	44	100	43
4%	25%	16%	14%	9%	20%	9%
179	269	303	299	383	229	339
36%	54%	61%	60%	77%	46%	68%
192	41	87	83	52	105	96
38%	8%	17%	17%	10%	21%	19%
103	11	4	6	12	27	7
21%	2%	1%	1%	2%	5%	1%
295	53	91	88	64	133	104
59%	11%	18%	18%	13%	27%	21%
26	179	106	113	53	138	58
5%	36%	21%	23%	11%	28%	12%

Egypt
500
560
26
5%
52
10%
214
43%
183
37%
25
5%
207
41%
78
16%

All Regions

B7 Looking ahead six months from now, do you expect the economy in your lo

		All	North	
Stub	Stat	Countries	America	LATAM
	base	12499	1000	1500
	unw_base	19605	2106	2027
Much weaker	freq	692	37	125
Much weaker	prop	6%	4%	8%
Somewhat weaker	freq	1598	95	153
Somewhat weaker	prop	13%	10%	10%
About the same	freq	6969	660	620
About the same	prop	56%	66%	41%
Somewhat stronger	freq	2644	182	406
Somewhat stronger	prop	21%	18%	27%
Much stronger	freq	596	26	196
Much stronger	prop	5%	3%	13%
Top2Box	freq	3240	208	602
Top2Box	prop	26%	21%	40%
Low2Box	freq	2290	132	278
Low2Box	prop	18%	13%	19%

cal area to be much stronger, somewhat stronger, about the

Europe	APAC	G-8	BRIC	Middle East Africa
4499	3500	4000	2000	2000
7486	5908	8208	3634	2078
260	145	237	92	125
6%	4%	6%	5%	6%
663	391	501	120	296
15%	11%	13%	6%	15%
2902	1896	2532	901	892
64%	54%	63%	45%	45%
619	915	665	658	522
14%	26%	17%	33%	26%
56	153	66	229	166
1%	4%	2%	11%	8%
675	1068	730	887	688
15%	31%	18%	44%	34%
923	537	738	212	420
21%	15%	18%	11%	21%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	503	209	294
Much weaker	freq	59	28	31
Much weaker	prop	12%	11%	12%
Somewhat weaker	freq	83	44	40
Somewhat weaker	prop	17%	18%	16%
About the same	freq	201	109	92
About the same	prop	40%	45%	36%
Somewhat stronger	freq	112	52	60
Somewhat stronger	prop	22%	21%	23%
Much stronger	freq	45	12	33
Much stronger	prop	9%	5%	13%
Top2Box	freq	157	65	93
Top2Box	prop	31%	26%	36%
Low2Box	freq	142	71	71
Low2Box	prop	28%	29%	28%

ooking ahead six months from now, do you expect the economy in your local area to

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
248	157	95	197	207	97	158
247	166	90	177	214	112	164
22	29	7	22	26	11	21
9%	18%	8%	11%	12%	11%	13%
36	24	24	30	37	16	25
14%	15%	25%	15%	18%	16%	16%
107	57	37	71	84	46	71
43%	36%	39%	36%	41%	47%	45%
52	42	19	54	40	18	30
21%	27%	20%	28%	19%	18%	19%
31	6	8	19	20	7	11
12%	4%	9%	10%	10%	7%	7%
83	48	27	73	60	24	41
33%	30%	28%	37%	29%	25%	26%
58	53	31	52	63	27	46
23%	34%	33%	27%	31%	27%	29%

Argentina

be much stronger, somewhat stronger, about the same, somewhat weaker, or much v

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
342	327	119	55	246	254	63
339	223	160	120	248	255	68
38	35	15	9	25	34	6
11%	11%	13%	17%	10%	13%	10%
58	51	22	10	51	32	11
17%	15%	19%	19%	21%	13%	18%
130	125	54	22	97	104	22
38%	38%	45%	41%	39%	41%	35%
82	80	22	10	59	53	19
24%	25%	18%	19%	24%	21%	31%
34	36	6	3	14	31	4
10%	11%	5%	5%	6%	12%	6%
116	117	28	13	73	84	23
34%	36%	23%	23%	30%	33%	37%
96	85	37	20	76	66	18
28%	26%	31%	36%	31%	26%	28%

weaker than it is now?

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
437	73	427	282	198	272	142
435	77	426	303	182	290	133
53	3	56	35	22	30	15
12%	4%	13%	12%	11%	11%	10%
72	13	70	51	30	43	27
16%	18%	16%	18%	15%	16%	19%
179	33	168	117	73	105	55
41%	45%	39%	41%	37%	39%	39%
93	18	94	58	50	70	30
21%	25%	22%	21%	25%	26%	21%
41	6	39	22	22	24	15
9%	8%	9%	8%	11%	9%	11%
134	24	133	80	73	94	45
31%	33%	31%	28%	37%	35%	32%
124	16	126	85	52	73	42
28%	22%	29%	30%	26%	27%	29%

Social Media Inactive				
	86			
	80			
	15			
	17%			
	13			
	15%			
	41			
	48%			
	12			
	14%			
	6			
	7%			
	17			
	20%			
	27			
	32%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1007	449	558
Much weaker	freq	22	13	8
Much weaker	prop	4%	5%	3%
Somewhat weaker	freq	81	43	38
Somewhat weaker	prop	16%	17%	15%
About the same	freq	313	144	168
About the same	prop	63%	58%	67%
Somewhat stronger	freq	78	43	35
Somewhat stronger	prop	16%	17%	14%
Much stronger	freq	7	4	2
Much stronger	prop	1%	2%	1%
Top2Box	freq	84	47	37
Top2Box	prop	17%	19%	15%
Low2Box	freq	103	57	46
Low2Box	prop	21%	23%	18%

ooking ahead six months from now, do you expect the economy in your local area to

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
196	157	147	135	252	113	212
194	397	416	232	530	245	529
7	6	8	12	8	2	7
4%	4%	6%	9%	3%	2%	4%
22	32	27	24	37	20	40
11%	20%	18%	18%	15%	18%	19%
130	95	88	82	165	66	127
66%	60%	60%	61%	66%	58%	60%
34	22	23	16	39	22	35
17%	14%	15%	12%	16%	20%	16%
3	2	1	1	2	3	2
2%	2%	1%	1%	1%	3%	1%
37	24	23	17	42	25	37
19%	15%	16%	13%	17%	22%	17%
29	38	35	36	45	22	48
15%	24%	24%	26%	18%	20%	23%

Australia

be much stronger, somewhat stronger, about the same, somewhat weaker, or much v

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
288	132	294	74	274	226	58
478	317	320	370	581	426	123
14	5	15	2	17	5	4
5%	4%	5%	2%	6%	2%	6%
41	13	58	10	53	28	8
14%	10%	20%	13%	19%	12%	14%
186	91	174	47	156	157	30
64%	69%	59%	64%	57%	70%	52%
43	20	44	14	44	34	13
15%	15%	15%	19%	16%	15%	22%
5	2	4	1	4	2	3
2%	1%	1%	2%	2%	1%	6%
48	22	47	15	49	36	16
17%	17%	16%	21%	18%	16%	28%
55	19	73	11	70	33	12
19%	14%	25%	15%	25%	15%	20%

weaker than it is now?

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
442	64	436	293	194	196	127
884	143	864	627	350	350	260
18	3	18	12	9	6	3
4%	5%	4%	4%	4%	3%	2%
73	8	73	48	31	34	19
17%	12%	17%	16%	16%	17%	15%
283	37	275	179	127	116	79
64%	58%	63%	61%	65%	59%	62%
65	15	63	50	26	37	24
15%	24%	14%	17%	13%	19%	19%
3	1	6	4	2	4	1
1%	1%	1%	2%	1%	2%	1%
68	16	69	55	28	40	25
15%	25%	16%	19%	14%	21%	20%
91	11	92	60	39	40	23
21%	18%	21%	20%	20%	20%	18%

Social Media Inactive				
	177			
	397			
	13			
	7%			
	28			
	16%			
	118			
	67%			
	17			
	10%			
	2			
	1%			
	19			
	10%			
	40			
	23%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	499	251	248
	unw_base	533	274	259
Much weaker	freq	19	7	11
Much weaker	prop	4%	3%	5%
Somewhat weaker	freq	69	32	37
Somewhat weaker	prop	14%	13%	15%
About the same	freq	355	180	175
About the same	prop	71%	72%	70%
Somewhat stronger	freq	52	31	21
Somewhat stronger	prop	11%	12%	9%
Much stronger	freq	4		4
Much stronger	prop	1%		2%
Top2Box	freq	56	31	25
Top2Box	prop	11%	12%	10%
Low2Box	freq	88	40	48
Low2Box	prop	18%	16%	20%

ooking ahead six months from now, do you expect the economy in your local area to

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
184	160	155	157	153	99	180
186	184	163	148	173	119	212
8	5	6	12	3	1	3
4%	3%	4%	7%	2%	1%	2%
15	33	21	29	20	11	22
8%	20%	14%	19%	13%	11%	12%
130	116	108	100	113	74	134
71%	72%	70%	64%	73%	74%	75%
30	7	16	15	17	14	18
16%	4%	10%	9%	11%	14%	10%
1		3	2	1		2
%		2%	1%	%		1%
30	7	19	17	18	14	20
17%	4%	13%	11%	11%	14%	11%
23	38	28	41	23	12	25
12%	24%	18%	26%	15%	12%	14%

Belgium

be much stronger, somewhat stronger, about the same, somewhat weaker, or much v

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
320	172	185	142	314	185	38
321	97	292	144	338	195	43
16	10	7	2	14	5	2
5%	6%	4%	1%	4%	3%	6%
47	27	27	15	48	22	5
15%	16%	15%	11%	15%	12%	14%
220	120	127	108	221	134	24
69%	69%	69%	76%	70%	72%	64%
35	12	24	17	28	25	5
11%	7%	13%	12%	9%	13%	14%
2	3	1		4		1
1%	2%	%		1%		2%
36	15	24	17	32	25	6
11%	9%	13%	12%	10%	13%	16%
63	38	34	17	61	27	8
20%	22%	18%	12%	20%	14%	20%

weaker than it is now?

	Senior Executive	Senior Executive	Employmen	F	On sint	On alal
Business	Decision Maker	Decision Maker	t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
461	49	450	252	227	121	122
490	60	473	296	216	132	134
16	1	18	7	10	5	4
4%	1%	4%	3%	5%	4%	3%
64	5	64	42	23	14	19
14%	11%	14%	17%	10%	12%	16%
330	35	320	177	167	76	89
72%	71%	71%	70%	74%	63%	74%
47	8	44	25	24	23	9
10%	16%	10%	10%	11%	19%	8%
3	1	3	1	2	2	
1%	1%	1%	%	1%	2%	
50	9	48	26	26	25	9
11%	17%	11%	10%	11%	21%	8%
80	6	82	49	34	20	23
17%	12%	18%	19%	15%	16%	19%

Social Media Inactive				
257				
267				
10				
4%				
36				
14%				
189				
74%				
20				
8%				
2				
1%				
22				
8%				
46				
18%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	1018	444	574
Much weaker	freq	41	17	24
Much weaker	prop	8%	7%	10%
Somewhat weaker	freq	20	7	13
Somewhat weaker	prop	4%	3%	5%
About the same	freq	149	82	67
About the same	prop	30%	34%	26%
Somewhat stronger	freq	164	78	86
Somewhat stronger	prop	33%	32%	34%
Much stronger	freq	126	60	65
Much stronger	prop	25%	25%	26%
Top2Box	freq	290	138	151
Top2Box	prop	58%	57%	59%
Low2Box	freq	61	24	37
Low2Box	prop	12%	10%	15%

ooking ahead six months from now, do you expect the economy in your local area to

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
271	151	79	170	323	7	189
462	354	202	191	786	41	457
26	15	1	21	20	0	7
9%	10%	1%	12%	6%	4%	3%
4	11	5	8	10	1	10
2%	7%	6%	5%	3%	13%	5%
82	48	18	44	104	1	58
30%	32%	23%	26%	32%	17%	31%
84	48	32	51	109	4	69
31%	32%	40%	30%	34%	58%	36%
74	28	23	45	80	1	46
27%	19%	29%	26%	25%	9%	24%
158	77	55	96	189	5	115
58%	51%	70%	57%	58%	66%	61%
30	26	5	29	31	1	16
11%	17%	7%	17%	9%	17%	9%

Brazil
be much stronger, somewhat stronger, about the same, somewhat weaker, or much v

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
311	363	107	29	226	274	83
561	120	560	338	512	506	153
35	36	3	2	20	21	9
11%	10%	3%	6%	9%	8%	10%
10	11	6	3	10	10	2
3%	3%	6%	9%	4%	4%	2%
91	102	36	11	61	88	21
29%	28%	33%	39%	27%	32%	26%
95	113	40	11	71	93	23
31%	31%	37%	37%	31%	34%	28%
79	101	22	3	63	62	28
26%	28%	20%	10%	28%	23%	34%
175	214	62	14	134	155	51
56%	59%	58%	47%	60%	57%	61%
45	47	10	4	30	31	11
14%	13%	9%	15%	13%	11%	13%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
417	108	392	313	169	305	93
865	221	797	704	283	693	203
33	9	32	19	19	16	12
8%	8%	8%	6%	11%	5%	12%
18	3	17	15	4	8	11
4%	2%	4%	5%	2%	3%	12%
128	29	120	106	38	83	22
31%	27%	31%	34%	22%	27%	24%
141	31	134	106	50	108	26
34%	28%	34%	34%	30%	35%	28%
98	37	88	67	59	90	22
23%	34%	23%	21%	35%	30%	24%
239	68	222	172	109	198	48
57%	63%	57%	55%	64%	65%	52%
51	11	50	34	23	24	23
12%	11%	13%	11%	14%	8%	24%

Social Media Inactive					
	102				
	122				
	14				
	14%				
	1				
	1%				
	43				
	43%				
	30				
	30%				
	13				
	13%				
	43				
	43%				
	15				
	15%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1019	469	550
Much weaker	freq	10	7	3
Much weaker	prop	2%	3%	1%
Somewhat weaker	freq	45	23	22
Somewhat weaker	prop	9%	9%	9%
About the same	freq	349	161	188
About the same	prop	70%	65%	74%
Somewhat stronger	freq	84	47	37
Somewhat stronger	prop	17%	19%	15%
Much stronger	freq	11	9	3
Much stronger	prop	2%	3%	1%
Top2Box	freq	95	55	40
Top2Box	prop	19%	22%	16%
Low2Box	freq	56	30	25
Low2Box	prop	11%	12%	10%

B7 Looking ahead six months from now, do you expe

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
177	167	156	87	144	201	222
310	324	385	166	294	421	481
4	4	3	3	5	0	4
2%	2%	2%	4%	4%	%	2%
10	18	17	10	14	14	22
6%	11%	11%	12%	10%	7%	10%
125	118	107	59	101	140	148
71%	71%	68%	68%	70%	69%	67%
34	22	28	12	19	43	44
19%	13%	18%	14%	14%	21%	20%
4	6	2	2	4	4	4
2%	3%	1%	3%	3%	2%	2%
38	28	29	14	23	47	47
21%	17%	19%	16%	16%	23%	21%
14	21	20	14	20	14	26
8%	13%	13%	16%	14%	7%	12%

Canada

ect the economy in your local area to be much stronger, somewhat stronger, about the

Marital Status	Education	Education	Education	Chief Income	Chief Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
278	186	223	91	264	236	57
538	375	451	193	535	484	115
6	7	3	0	6	4	2
2%	4%	1%	%	2%	2%	4%
23	19	21	6	21	24	5
8%	10%	9%	6%	8%	10%	8%
201	124	163	63	175	174	36
72%	67%	73%	69%	67%	74%	63%
40	32	33	18	53	31	11
14%	17%	15%	20%	20%	13%	19%
8	3	4	4	8	3	4
3%	2%	2%	4%	3%	1%	6%
48	36	37	22	61	34	15
17%	19%	17%	24%	23%	14%	25%
30	26	24	6	27	28	7
11%	14%	11%	6%	10%	12%	12%

e same, somewhat weaker, or much weaker than it is now?

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
443	71	429	310	183	176	146
904	140	879	630	375	342	299
8	2	8	5	4	3	1
2%	3%	2%	2%	2%	2%	%
40	5	40	24	22	17	13
9%	7%	9%	8%	12%	10%	9%
313	45	304	220	125	112	106
71%	63%	71%	71%	68%	63%	73%
73	15	69	52	31	38	24
16%	21%	16%	17%	17%	22%	17%
8	4	7	9	1	6	2
2%	6%	2%	3%	1%	3%	1%
80	19	76	61	32	44	26
18%	27%	18%	20%	18%	25%	18%
49	7	49	29	26	21	14
11%	10%	11%	9%	14%	12%	9%

Social Media Inactive	Canada Region Quebec	Canada Region Praries	Canada Region British Columbia	Canada Region Ontario	Canada Region Atlantic	Canada Region Alberta
178	138	30	70	194	31	36
378	277	63	139	399	63	77
6	4		1	4	1	
4%	3%		1%	2%	3%	
15	11	3	7	19	4	2
8%	8%	10%	10%	10%	11%	4%
131	100	22	46	132	24	25
74%	73%	73%	66%	68%	76%	70%
21	21	5	13	33	3	8
12%	15%	15%	19%	17%	10%	23%
4	2	1	2	5		1
2%	2%	2%	3%	3%		2%
25	23	5	16	39	3	9
14%	17%	17%	22%	20%	10%	25%
21	15	3	8	23	4	2
12%	11%	10%	11%	12%	14%	4%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	249	251
	unw_base	1064	511	553
Much weaker	freq	6	5	1
Much weaker	prop	1%	2%	%
Somewhat weaker	freq	27	20	7
Somewhat weaker	prop	5%	8%	3%
About the same	freq	264	118	145
About the same	prop	53%	48%	58%
Somewhat stronger	freq	167	95	72
Somewhat stronger	prop	33%	38%	29%
Much stronger	freq	36	10	26
Much stronger	prop	7%	4%	10%
Top2Box	freq	203	105	97
Top2Box	prop	41%	42%	39%
Low2Box	freq	34	26	8
Low2Box	prop	7%	10%	3%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
201	189	110	61	195	244	363
461	453	150	63	278	723	805
2	1	4	1	0	6	5
1%	%	3%	1%	%	2%	1%
12	7	8	3	6	18	17
6%	4%	7%	5%	3%	7%	5%
84	110	70	28	108	127	192
42%	58%	64%	47%	55%	52%	53%
86	56	25	19	68	80	118
43%	29%	23%	32%	35%	33%	33%
16	16	4	9	13	14	31
8%	8%	3%	15%	7%	6%	9%
103	71	29	29	80	93	150
51%	38%	26%	47%	41%	38%	41%
14	8	12	4	7	23	22
7%	4%	10%	6%	3%	10%	6%

China

Marital Status	Education	Education	Education	Chief Income	Chief Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
137	295	155	50	296	204	50
259	93	250	721	726	338	84
1	3	3	1	5	1	
1%	1%	2%	1%	2%	%	
10	13	10	4	17	10	10
8%	4%	7%	8%	6%	5%	20%
72	162	80	22	138	126	9
53%	55%	51%	44%	47%	62%	19%
49	88	58	20	106	61	19
36%	30%	38%	40%	36%	30%	38%
4	28	4	3	29	6	12
3%	10%	3%	7%	10%	3%	23%
53	116	63	24	135	67	31
39%	39%	40%	47%	46%	33%	61%
12	16	13	4	23	11	10
8%	6%	8%	9%	8%	5%	20%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
450	99	401	395	104	-	
980	315	749	954	106	-	
6	0	6	6	0	-	
1%	%	2%	2%	%	•	
17	9	18	22	5	•	
4%	9%	5%	6%	5%	•	
254	20	244	192	72	•	
57%	20%	61%	48%	69%		
148	50	117	142	24	•	
33%	50%	29%	36%	23%		
24	20	15	33	3	•	
5%	20%	4%	8%	3%		
172	70	132	175	27		
38%	71%	33%	44%	26%		
24	9	24	29	5		
5%	9%	6%	7%	5%		

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Social Media Inactive	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	560	228	332
Much weaker	freq	26	14	12
Much weaker	prop	5%	5%	5%
Somewhat weaker	freq	52	22	30
Somewhat weaker	prop	10%	9%	12%
About the same	freq	214	109	105
About the same	prop	43%	43%	43%
Somewhat stronger	freq	183	92	91
Somewhat stronger	prop	37%	36%	37%
Much stronger	freq	25	17	7
Much stronger	prop	5%	7%	3%
Top2Box	freq	207	109	98
Top2Box	prop	41%	43%	40%
Low2Box	freq	78	36	42
Low2Box	prop	16%	14%	17%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	140	75	41	29	293	286
330	160	70	46	35	332	355
18	8	1	4	1	11	9
6%	5%	1%	9%	2%	4%	3%
35	13	4	5	2	36	25
12%	9%	6%	13%	6%	12%	9%
123	58	34	8	9	127	126
43%	41%	45%	19%	30%	44%	44%
101	48	34	18	16	107	108
35%	35%	45%	43%	55%	37%	38%
9	13	3	7	2	11	17
3%	9%	3%	16%	7%	4%	6%
110	61	36	24	18	119	125
39%	44%	48%	59%	62%	40%	44%
52	21	5	9	2	47	34
18%	15%	7%	22%	8%	16%	12%

Egypt
be much stronger, somewhat stronger, about the same, somewhat weaker, or much v

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Marital	Education	Education	Education	Chief	Chief	Business
Status Other	Education Low	Medium	High	Income Earner Yes	Income Earner No	Owner Yes
		2 22 22	•			
214	63	175	262	170	330	27
205	63	163	334	169	391	29
16	5	7	13	8	18	5
8%	8%	4%	5%	5%	5%	18%
28	7	20	25	13	39	3
13%	12%	11%	10%	8%	12%	11%
88	20	77	117	70	145	7
41%	32%	44%	45%	41%	44%	28%
75	25	61	97	67	116	9
35%	39%	35%	37%	39%	35%	34%
7	6	10	9	12	13	3
3%	9%	6%	3%	7%	4%	10%
82	31	71	106	79	129	12
38%	48%	41%	40%	46%	39%	44%
44	12	27	39	21	57	8
21%	20%	16%	15%	12%	17%	28%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
473			274	226		
531			309	251		
21			17	9		
4%	•		6%	4%		
50	•		30	22		
10%			11%	10%		
207			117	98		
44%			43%	43%		
174			97	85		
37%			36%	38%		
22			13	12		
5%			5%	5%		
196			110	97		
41%	-	-	40%	43%		
71			47	31		
15%			17%	14%		

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Social Media Inactive	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1063	542	521
Much weaker	freq	38	14	23
Much weaker	prop	8%	6%	9%
Somewhat weaker	freq	97	46	51
Somewhat weaker	prop	19%	18%	20%
About the same	freq	332	167	165
About the same	prop	66%	68%	65%
Somewhat stronger	freq	33	19	14
Somewhat stronger	prop	7%	8%	5%
Much stronger	freq	1	1	
Much stronger	prop	%	%	
Top2Box	freq	34	20	14
Top2Box	prop	7%	8%	5%
Low2Box	freq	134	60	74
Low2Box	prop	27%	24%	29%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
191	163	146	88	224	115	208
349	361	353	173	471	266	466
12	13	12	7	16	7	18
6%	8%	8%	8%	7%	6%	8%
33	35	29	18	42	23	42
17%	21%	20%	21%	19%	20%	20%
132	106	94	56	149	77	136
69%	65%	64%	63%	67%	67%	65%
14	8	11	6	16	8	12
7%	5%	7%	7%	7%	7%	6%
	1	0	0	0	0	0
	%	%	%	%	%	%
14	8	11	7	17	9	12
7%	5%	8%	8%	8%	8%	6%
45	48	41	26	58	29	60
24%	30%	28%	29%	26%	25%	29%

France be much stronger, somewhat stronger, about the same, somewhat weaker, or much v

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
292	168	209	124	289	211	17
597	384	334	345	642	421	41
20	18	15	5	19	19	1
7%	11%	7%	4%		9%	6%
55	34	37	26	56	41	6
19%	20%	18%	21%	19%	19%	37%
195	107	144	81	193	138	6
67%	64%	69%	66%		66%	36%
21	8	14	11	20	13	3
7%	5%	6%	9%	7%	6%	18%
1	1		0	1		0
%	%		%	%		3%
22	9	14	11	21	13	4
7%	5%	6%	9%	7%	6%	21%
75	52	51	31	75	59	7
26%	31%	25%	25%		28%	43%

	Senior Executive	Senior Executive	Employmen			
Rusinasa	Decision Maker	Decision Maker	t Status	Employmen	Social Media	Social Media
Business Owner No	Leader Yes	Leader No	Total Employed	t Status Not Employed	Active	Passive
483	32	468	312	186	113	142
1022	78	985	671	389	244	304
37	2	35	25	12	6	7
8%	6%	8%	8%	7%	5%	5%
90	8	89	64	31	22	25
19%	24%	19%	21%	17%	20%	18%
326	19	313	202	130	73	103
67%	59%	67%	65%	70%	64%	72%
30	3	30	20	12	11	7
6%	8%	6%	7%	7%	10%	5%
1	1	0	1	0	1	-
%	2%	%	%	%	1%	
30	3	31	21	13	12	7
6%	11%	7%	7%	7%	11%	5%
127	10	124	90	44	28	32
26%	31%	27%	29%	23%	25%	23%

Social Media Inactive				
	245			
	515			
	24			
	10%			
	49			
	20%			
	156			
	64%			
	15			
	6%			
	15			
	6%			
	74			
	30%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1086	520	566
Much weaker	freq	14	7	7
Much weaker	prop	3%	3%	3%
Somewhat weaker	freq	48	25	23
Somewhat weaker	prop	10%	10%	9%
About the same	freq	336	162	174
About the same	prop	67%	64%	70%
Somewhat stronger	freq	95	52	42
Somewhat stronger	prop	19%	21%	17%
Much stronger	freq	8	6	2
Much stronger	prop	2%	2%	1%
Top2Box	freq	103	59	44
Top2Box	prop	21%	23%	18%
Low2Box	freq	62	32	30
Low2Box	prop	12%	13%	12%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
172	176	152	143	137	154	184
307	386	393	309	305	336	425
2	8	4	5	3	2	5
1%	4%	2%	4%	2%	1%	3%
13	17	18	17	14	12	16
8%	10%	12%	12%	10%	8%	8%
106	124	106	100	87	101	130
62%	70%	70%	70%	63%	66%	71%
47	27	21	20	32	35	30
27%	15%	14%	14%	23%	23%	16%
3	0	4	2	1	4	3
2%	%	3%	1%	1%	3%	2%
50	28	25	21	33	39	33
29%	16%	16%	15%	24%	25%	18%
16	25	21	22	17	14	21
9%	14%	14%	15%	13%	9%	11%

Germany

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
316	113	285	101	337	163	45
661	186	694	206	734	352	103
9	10	3	1	10	4	2
3%	9%	1%	1%	3%	3%	4%
32	8	29	12	34	14	4
10%	7%	10%	11%	10%	9%	8%
205	77	195	63	221	114	26
65%	68%	68%	62%	66%	70%	57%
64	18	54	22	65	30	11
20%	16%	19%	22%	19%	18%	25%
5	1	4	3	7	1	2
2%	1%	1%	3%	2%	1%	5%
70	19	59	25	72	31	14
22%	17%	21%	25%	21%	19%	30%
41	18	31	13	43	18	6
13%	16%	11%	13%	13%	11%	13%

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
455	78	422	321	164	127	165
983	178	908	715	337	265	358
12	2	12	7	6	3	4
3%	3%	3%	2%	3%	2%	2%
44	7	41	33	14	17	13
10%	9%	10%	10%	9%	13%	8%
310	46	290	210	115	67	121
68%	59%	69%	65%	70%	53%	73%
83	20	75	66	28	36	25
18%	25%	18%	20%	17%	28%	15%
6	3	5	6	2	4	2
1%	4%	1%	2%	1%	3%	1%
89	23	80	72	30	40	27
20%	29%	19%	22%	18%	32%	16%
56	9	52	40	20	20	17
12%	12%	12%	12%	12%	15%	10%

Social Media Inactive				
	208			
	463			
	7			
	3%			
	18			
	9%			
	147			
	71%			
	33			
	16%			
	2			
	1%			
	35			
	17%			
	25			
	12%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	246	254
	unw_base	1100	548	552
Much weaker	freq	15	6	9
Much weaker	prop	3%	2%	4%
Somewhat weaker	freq	43	25	18
Somewhat weaker	prop	9%	10%	7%
About the same	freq	339	156	183
About the same	prop	68%	63%	72%
Somewhat stronger	freq	96	53	43
Somewhat stronger	prop	19%	22%	17%
Much stronger	freq	7	6	1
Much stronger	prop	1%	2%	1%
Top2Box	freq	104	59	45
Top2Box	prop	21%	24%	18%
Low2Box	freq	58	31	27
Low2Box	prop	12%	13%	11%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	158	156	90	261	96	195
380	349	371	197	575	211	440
3	4	8	3	8	2	5
2%	3%	5%	3%	3%	2%	3%
15	11	16	10	25	4	18
8%	7%	10%	11%	10%	4%	9%
124	112	102	63	177	58	128
67%	71%	65%	70%	68%	60%	66%
38	30	29	12	48	28	41
20%	19%	19%	14%	18%	29%	21%
4	1	2	1	2	4	3
2%	1%	1%	2%	1%	4%	1%
42	31	31	14	50	32	43
23%	19%	20%	15%	19%	33%	22%
19	15	24	13	34	6	24
10%	10%	15%	14%	13%	7%	12%

Great Britain

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
305	121	160	219	319	181	41
660	272	349	479	711	389	93
10	6	4	5	11	4	0
3%	5%	2%	2%	3%	2%	1%
24	14	13	16	25	17	4
8%	12%	8%	7%	8%	10%	10%
210	85	108	145	209	130	22
69%	70%	68%	67%	65%	72%	52%
55	16	32	48	68	28	15
18%	13%	20%	22%	21%	16%	36%
5	1	3	4	6	1	0
2%	1%	2%	2%	2%	1%	1%
60	17	35	52	74	29	15
20%	14%	22%	24%	23%	16%	37%
34	20	17	21	36	21	4
11%	16%	10%	10%	11%	12%	11%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
459	56	444	329	166	181	112
1007	125	975	724	365	393	245
15	0	15	8	7	6	1
3%	1%	3%	3%	4%	3%	1%
39	4	39	25	17	16	12
8%	7%	9%	8%	11%	9%	11%
317	30	308	220	115	110	77
69%	54%	69%	67%	69%	61%	69%
81	20	76	71	25	44	22
18%	35%	17%	22%	15%	24%	20%
7	1	6	5	2	4	0
2%	2%	1%	2%	1%	2%	%
88	21	82	76	27	48	23
19%	38%	19%	23%	16%	26%	20%
53	4	53	33	24	23	13
12%	8%	12%	10%	14%	13%	11%

Social Media Inactive
207
462
8
4%
14
7%
152
73%
30
15%
3
1%
33
16%
22
11%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	244	256
	unw_base	508	222	286
Much weaker	freq	32	15	17
Much weaker	prop	6%	6%	7%
Somewhat weaker	freq	116	65	51
Somewhat weaker	prop	23%	27%	20%
About the same	freq	281	130	151
About the same	prop	56%	53%	59%
Somewhat stronger	freq	67	33	34
Somewhat stronger	prop	13%	14%	13%
Much stronger	freq	4	1	3
Much stronger	prop	1%	1%	1%
Top2Box	freq	71	34	37
Top2Box	prop	14%	14%	14%
Low2Box	freq	148	80	68
Low2Box	prop	30%	33%	27%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
202	137	161	228	207	8	184
193	150	165	227	212	9	188
13	7	11	20	8		8
7%	5%	7%	9%	4%		5%
41	31	44	49	47	3	49
20%	22%	27%	21%	22%		27%
118	82	81	125	124	4	101
58%	60%	50%	55%	60%		55%
28	16	24	30	29	1	24
14%	11%	15%	13%	14%		13%
2	1	1	4			2
1%	1%	1%	2%			1%
30	16	25	34	29	1	25
15%	12%	16%	15%	14%		14%
54	38	55	69	54	3	58
27%	28%	34%	30%	26%		31%

Hungary

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
316	130	294	77	254	246	44
320	138	261	109	258	250	44
24	12	16	4	15	17	4
8%	9%	5%	6%	6%	7%	8%
67	24	77	14	63	53	12
21%	19%	26%	19%	25%	21%	27%
180	72	166	43	139	141	20
57%	56%	56%	56%	55%	57%	46%
44	20	32	15	35	32	8
14%	15%	11%	20%	14%	13%	19%
2	1	3		1	3	
1%	1%	1%		%	1%	
46	21	35	15	36	35	8
15%	16%	12%	20%	14%	14%	19%
90	36	93	18	78	70	15
29%	28%	32%	24%	31%	28%	35%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
456	38	462	269	229	202	228
464	40	468	275	230	206	230
29	5	27	15	15	14	14
6%	13%	6%	6%	7%	7%	6%
104	9	107	59	56	58	46
23%	23%	23%	22%	25%	29%	20%
261	17	264	156	124	101	135
57%	44%	57%	58%	54%	50%	59%
59	7	60	36	31	26	32
13%	17%	13%	13%	14%	13%	14%
4	1	3	2	2	2	2
1%	3%	1%	1%	1%	1%	1%
63	8	63	38	33	29	34
14%	21%	14%	14%	15%	14%	15%
133	13	135	74	72	72	59
29%	35%	29%	28%	31%	36%	26%

Social Media Inactive			
	70		
	72		
	4		
	6%		
	12		
	18%		
	45		
	63%		
	9		
	13%		
	9		
	13%		
	17		
	24%		

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	258	242
	unw_base	1051	570	481
Much weaker	freq	15	8	7
Much weaker	prop	3%	3%	3%
Somewhat weaker	freq	37	21	16
Somewhat weaker	prop	7%	8%	7%
About the same	freq	184	91	93
About the same	prop	37%	35%	39%
Somewhat stronger	freq	209	110	100
Somewhat stronger	prop	42%	42%	41%
Much stronger	freq	55	29	26
Much stronger	prop	11%	11%	11%
Top2Box	freq	264	139	126
Top2Box	prop	53%	54%	52%
Low2Box	freq	51	28	23
Low2Box	prop	10%	11%	9%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
276	147	77	76	74	351	305
490	359	202	138	155	758	719
8	5	2	3	4	7	9
3%	3%	3%	4%	6%	2%	3%
21	12	4	7	4	25	17
7%	8%	5%	9%	6%	7%	6%
97	56	32	29	23	133	121
35%	38%	42%	38%	31%	38%	40%
119	60	31	30	30	149	124
43%	40%	40%	40%	41%	43%	41%
32	15	8	7	12	36	34
12%	11%	10%	10%	16%	10%	11%
151	75	38	37	42	185	157
55%	51%	50%	49%	57%	53%	52%
28	16	6	10	9	33	27
10%	11%	8%	13%	12%	9%	9%

India
be much stronger, somewhat stronger, about the same, somewhat weaker, or much v

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
195	3	60	438	257	243	135
332	4	115	932	578	473	294
5		3	11	7	7	5
3%		6%	3%	3%	3%	4%
19		3	34	15	22	6
10%	-	5%	8%	6%	9%	4%
63	1	25	159	82	102	38
32%		42%	36%	32%	42%	28%
86	1	25	183	113	97	63
44%		41%	42%	44%	40%	46%
22	1	3	51	40	15	24
11%		6%	12%	16%	6%	18%
107	2	28	234	153	112	87
55%		47%	54%	59%	46%	64%
25		6	45	22	29	11
13%		11%	10%	9%	12%	8%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
365	245	255	386	107	384	82
757	541	510	843	193	790	184
10	7	8	11	3	8	3
3%	3%	3%	3%	3%	2%	3%
31	13	24	26	10	30	5
9%	5%	9%	7%	9%	8%	6%
146	73	111	135	46	126	40
40%	30%	44%	35%	43%	33%	49%
146	114	95	167	41	171	30
40%	46%	37%	43%	38%	45%	36%
31	39	16	48	7	49	5
9%	16%	6%	12%	7%	13%	6%
178	153	112	215	48	220	34
49%	62%	44%	56%	44%	57%	42%
41	20	32	37	13	38	8
11%	8%	12%	10%	12%	10%	9%

Social Media Inactive				
	35			
	77			
	4			
	10%			
	2			
	7%			
	19			
	55%			
	8			
	24%			
	1			
	4%			
	10			
	28%			
	6			
	17%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	250	250
	unw_base	506	222	284
Much weaker	freq	7	6	1
Much weaker	prop	1%	2%	%
Somewhat weaker	freq	14	5	9
Somewhat weaker	prop	3%	2%	4%
About the same	freq	249	115	134
About the same	prop	50%	46%	54%
Somewhat stronger	freq	194	96	98
Somewhat stronger	prop	39%	39%	39%
Much stronger	freq	36	28	8
Much stronger	prop	7%	11%	3%
Top2Box	freq	230	124	106
Top2Box	prop	46%	50%	42%
Low2Box	freq	21	11	10
Low2Box	prop	4%	4%	4%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
281	167	52	56	260	185	292
246	202	58	44	258	204	329
4	3		1	4	2	6
1%	2%		2%	2%	1%	2%
8	4	2		7	7	8
3%	2%	5%		3%	4%	3%
128	90	31	20	136	93	149
45%	54%	60%	36%	52%	50%	51%
122	57	15	29	101	64	108
44%	34%	28%	52%	39%	35%	37%
19	13	4	5	12	19	20
7%	8%	7%	10%	4%	10%	7%
142	70	19	34	112	83	129
50%	42%	36%	62%	43%	45%	44%
12	7	2	1	11	9	14
4%	4%	5%	2%	4%	5%	5%

Indonesia

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Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
208	200	29	271	247	253	71
177	182	29	295	254	252	71
1	2	1	4	7		1
%	1%	4%	1%	3%		1%
7	2	2	10	4	10	3
3%	1%	7%	4%	2%	4%	4%
100	96	18	135	110	139	30
48%	48%	62%	50%	45%	55%	41%
86	83	6	105	99	95	21
41%	42%	21%	39%	40%	38%	30%
15	16	2	18	27	9	17
7%	8%	6%	6%	11%	3%	23%
101	100	8	122	126	104	38
48%	50%	27%	45%	51%	41%	53%
7	4	3	14	11	10	4
4%	2%	11%	5%	4%	4%	6%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
429	128	372	422	77	318	162
435	133	373	438	66	312	174
6	2	5	7		3	2
1%	1%	1%	2%		1%	1%
11	4	10	12	2	10	5
3%	3%	3%	3%	3%	3%	3%
220	50	199	207	42	139	97
51%	39%	53%	49%	55%	44%	60%
173	43	151	161	32	136	53
40%	34%	41%	38%	42%	43%	33%
19	29	7	35	1	30	5
4%	22%	2%	8%	1%	10%	3%
192	72	158	196	33	166	58
45%	56%	42%	47%	43%	52%	36%
17	6	15	19	2	13	7
4%	4%	4%	4%	3%	4%	4%

Social Media Inactive
20
20
2
9%
13
62%
6
28%
6
28%
2
9%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	250	250
	unw_base	1089	570	519
Much weaker	freq	63	33	30
Much weaker	prop	13%	13%	12%
Somewhat weaker	freq	67	36	32
Somewhat weaker	prop	13%	14%	13%
About the same	freq	283	137	147
About the same	prop	57%	55%	59%
Somewhat stronger	freq	79	42	37
Somewhat stronger	prop	16%	17%	15%
Much stronger	freq	8	3	5
Much stronger	prop	2%	1%	2%
Top2Box	freq	87	44	42
Top2Box	prop	17%	18%	17%
Low2Box	freq	130	69	61
Low2Box	prop	26%	28%	24%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
181	186	133	123	198	104	238
380	412	297	243	438	248	512
21	27	15	20	21	12	31
12%	14%	11%	17%	11%	11%	13%
21	27	20	20	22	16	33
11%	14%	15%	16%	11%	15%	14%
105	99	79	64	120	56	131
58%	53%	59%	52%	60%	54%	55%
29	30	19	16	32	20	38
16%	16%	14%	13%	16%	19%	16%
5	3	0	2	4	1	4
2%	2%	%	2%	2%	1%	2%
34	33	19	18	36	21	42
19%	18%	15%	15%	18%	20%	18%
42	54	35	41	43	27	64
23%	29%	26%	33%	22%	26%	27%

Italy be much stronger, somewhat stronger, about the same, somewhat weaker, or much v

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
262	244	199	58	244	256	55
577	367	569	153	568	521	124
32	37	20	6	32	31	7
12%	15%	10%	10%	13%	12%	12%
34	37	22	9	35	32	9
13%	15%	11%	15%	15%	12%	16%
152	139	113	32	130	154	27
58%	57%	57%	55%	53%	60%	50%
40	29	39	12	42	37	10
15%	12%	19%	20%	17%	14%	18%
4	3	5		5	3	2
2%	1%	3%		2%	1%	4%
44	31	44	12	47	40	12
17%	13%	22%	20%	19%	16%	23%
66	73	42	15	67	63	15
25%	30%	21%	25%	28%	24%	28%

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
445	73	427	281	211	283	106
965	172	917	655	415	645	226
56	7	56	28	34	38	10
13%	10%	13%	10%	16%	13%	9%
59	11	56	40	26	40	13
13%	15%	13%	14%	12%	14%	12%
256	38	245	159	120	152	64
58%	52%	58%	57%	57%	54%	60%
69	14	64	51	25	47	19
15%	19%	15%	18%	12%	17%	18%
5	3	5	3	5	7	1
1%	4%	1%	1%	2%	2%	1%
74	17	69	54	30	54	19
17%	23%	16%	19%	14%	19%	18%
115	18	112	68	60	78	23
26%	25%	26%	24%	28%	27%	22%

Social Media Inactive				
	111			
	218			
	15			
	14%			
	14			
	13%			
	68			
	61%			
	13			
	12%			
	0			
	%			
	14			
	12%			
	29			
	27%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	251	249
	unw_base	1263	603	660
Much weaker	freq	41	20	21
Much weaker	prop	8%	8%	9%
Somewhat weaker	freq	115	57	58
Somewhat weaker	prop	23%	23%	23%
About the same	freq	278	138	140
About the same	prop	56%	55%	56%
Somewhat stronger	freq	62	33	29
Somewhat stronger	prop	12%	13%	12%
Much stronger	freq	3	2	1
Much stronger	prop	1%	1%	%
Top2Box	freq	65	35	30
Top2Box	prop	13%	14%	12%
Low2Box	freq	157	77	79
Low2Box	prop	31%	31%	32%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	161	154	307	160	33	272
495	404	364	784	398	81	675
15	14	12	31	8	2	20
8%	9%	8%	10%	5%	6%	7%
40	39	37	76	34	6	61
21%	24%	24%	25%	21%	17%	22%
106	87	85	166	92	20	151
57%	54%	55%	54%	58%	59%	56%
22	20	19	33	24	6	39
12%	13%	13%	11%	15%	17%	14%
2	1	0	1	2		2
1%	%	%	%	1%		1%
24	21	20	34	26	6	41
13%	13%	13%	11%	16%	17%	15%
55	53	49	107	42	8	80
30%	33%	32%	35%	26%	23%	30%

Japan be much stronger, somewhat stronger, about the same, somewhat weaker, or much v

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
228	152	110	238	242	258	
						23
588	386	283	594	589	674	56
21	18	10	14	16	25	2
9%	12%	9%	6%	7%	10%	10%
55	39	27	49	61	54	3
24%	26%	25%	20%	25%	21%	13%
127	79	61	138	134	144	13
56%	52%	55%	58%	55%	56%	54%
24	15	12	35	29	34	5
10%	10%	11%	15%	12%	13%	21%
1	0		3	2	1	0
1%	%		1%	1%	%	2%
25	16	12	37	31	34	5
11%	10%	11%	16%	13%	13%	23%
76	57	37	62	77	79	5
33%	38%	34%	26%	32%	31%	23%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
477	36	464	345	141	36	107
1207	86	1177	859	367	92	270
39	2	39	29	9	1	6
8%	7%	8%	8%	6%	3%	5%
112	5	110	81	30	10	21
24%	15%	24%	24%	21%	26%	20%
265	20	258	191	82	16	64
56%	55%	56%	55%	58%	45%	60%
57	7	55	41	21	8	16
12%	19%	12%	12%	15%	23%	15%
3	1	2	3	0	1	
1%	3%	%	1%	%	3%	
60	8	57	44	21	9	16
13%	23%	12%	13%	15%	26%	15%
151	8	149	110	38	11	27
32%	22%	32%	32%	27%	30%	25%

Social Media Inactive				
	357			
	901			
	34			
	10%			
	84			
	24%			
	198			
	55%			
	38			
	11%			
	2			
	1%			
	40			
	11%			
	119			
	33%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	238	262
	unw_base	506	278	228
Much weaker	freq	25	12	13
Much weaker	prop	5%	5%	5%
Somewhat weaker	freq	50	24	25
Somewhat weaker	prop	10%	10%	10%
About the same	freq	270	126	144
About the same	prop	54%	53%	55%
Somewhat stronger	freq	130	66	64
Somewhat stronger	prop	26%	27%	25%
Much stronger	freq	25	11	14
Much stronger	prop	5%	4%	6%
Top2Box	freq	155	76	79
Top2Box	prop	31%	32%	30%
Low2Box	freq	75	36	39
Low2Box	prop	15%	15%	15%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
270	171	58	394	100	6	185
318	140	48	377	124	5	193
18	6	2	20	4	1	6
7%	3%	3%	5%	4%		3%
32	13	6	43	6		17
12%	7%	9%	11%	6%		9%
138	106	26	213	56	1	97
51%	62%	45%	54%	56%		52%
66	45	19	98	27	4	54
24%	26%	33%	25%	27%		29%
17	2	6	19	6	0	11
6%	1%	10%	5%	6%		6%
83	47	25	117	33	5	65
31%	27%	43%	30%	33%		35%
49	18	7	63	11	1	24
18%	11%	12%	16%	11%		13%

Mexico be much stronger, somewhat stronger, about the same, somewhat weaker, or much v

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
315	321	103	76	263	237	118
313	136	186	184	289	217	112
19	16	6	4	14	12	3
6%	5%	5%	5%	5%	5%	3%
33	31	9	10	25	25	6
10%	10%	8%	13%	10%	10%	5%
173	175	52	43	138	132	67
55%	55%	51%	56%	53%	56%	57%
76	84	29	18	68	62	35
24%	26%	28%	23%	26%	26%	30%
14	16	8	2	18	7	6
5%	5%	7%	2%	7%	3%	5%
90	99	36	19	86	69	41
29%	31%	35%	25%	33%	29%	35%
51	47	14	14	39	36	9
16%	15%	14%	18%	15%	15%	7%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
382	133	367	307	186	302	131
394	141	365	336	166	325	121
22	4	21	15	10	15	5
6%	3%	6%	5%	6%	5%	4%
44	5	45	25	25	33	10
12%	4%	12%	8%	14%	11%	8%
203	69	201	163	104	161	74
53%	52%	55%	53%	56%	53%	57%
95	47	83	90	36	80	37
25%	35%	23%	29%	19%	27%	28%
19	8	17	14	11	12	4
5%	6%	5%	4%	6%	4%	3%
113	55	100	104	47	92	41
30%	41%	27%	34%	25%	30%	31%
66	10	65	40	35	49	15
17%	7%	18%	13%	19%	16%	12%

Social Media Inactive				
68				
60				
5				
7%				
6				
10%				
34				
51%				
13				
19%				
9				
14%				
22				
32%				
11				
17%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	514	255	259
Much weaker	freq	27	15	12
Much weaker	prop	5%	6%	5%
Somewhat weaker	freq	110	56	54
Somewhat weaker	prop	22%	23%	21%
About the same	freq	295	137	158
About the same	prop	59%	55%	63%
Somewhat stronger	freq	63	38	25
Somewhat stronger	prop	13%	16%	10%
Much stronger	freq	5	2	3
Much stronger	prop	1%	1%	1%
Top2Box	freq	68	40	28
Top2Box	prop	14%	16%	11%
Low2Box	freq	137	71	66
Low2Box	prop	27%	29%	26%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
215	136	149	314	96	4	261
191	160	163	312	114	5	284
12	9	6	19	3		12
5%	7%	4%	6%	3%		4%
39	32	38	72	20	1	56
18%	24%	25%	23%	21%		21%
138	73	83	186	54	3	154
65%	54%	56%	59%	56%		59%
23	20	19	32	20		38
11%	15%	13%	10%	21%		15%
2	1	3	5			1
1%	%	2%	2%			%
25	21	22	37	20		39
12%	15%	15%	12%	21%		15%
51	42	44	91	23	1	68
24%	31%	30%	29%	24%		26%

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Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
239	104	327	69	239	261	53
230	48	367	99	254	260	61
16	8	15	4	13	14	3
7%	8%	5%	5%	5%	5%	5%
54	25	71	13	56	53	5
22%	24%	22%	19%	24%	20%	10%
141	62	197	37	130	165	27
59%	59%	60%	53%	54%	63%	50%
25	9	39	15	36	27	17
10%	9%	12%	21%	15%	10%	32%
4		4	1	3	2	2
2%		1%	1%	1%	1%	3%
29	9	44	15	40	29	19
12%	9%	13%	22%	17%	11%	35%
69	33	86	17	69	67	8
29%	32%	26%	25%	29%	26%	15%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
447	80	420	290	194	226	180
453	90	424	330	171	233	192
25	5	22	16	10	14	8
5%	7%	5%	6%	5%	6%	5%
104	7	103	61	45	46	39
23%	9%	24%	21%	23%	20%	22%
268	42	253	163	122	126	115
60%	52%	60%	56%	63%	56%	64%
46	24	39	46	16	37	16
10%	30%	9%	16%	8%	16%	9%
3	2	3	3	2	2	2
1%	2%	1%	1%	1%	1%	1%
50	26	42	50	18	39	18
11%	32%	10%	17%	9%	17%	10%
129	12	125	78	55	60	48
29%	15%	30%	27%	28%	27%	27%

Social Media Inactive				
	94			
	89			
	4			
	5%			
	24			
	26%			
	54			
	57%			
	10			
	11%			
	2			
	2%			
	12			
	12%			
	29			
	30%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	241	259
	unw_base	501	235	266
Much weaker	freq	30	18	11
Much weaker	prop	6%	8%	4%
Somewhat weaker	freq	36	16	20
Somewhat weaker	prop	7%	7%	8%
About the same	freq	304	136	168
About the same	prop	61%	57%	65%
Somewhat stronger	freq	118	64	54
Somewhat stronger	prop	24%	27%	21%
Much stronger	freq	12	6	7
Much stronger	prop	2%	2%	3%
Top2Box	freq	130	70	60
Top2Box	prop	26%	29%	23%
Low2Box	freq	66	34	31
Low2Box	prop	13%	14%	12%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
211	164	125	41	242	192	230
176	157	168	38	237	205	243
10	16	3	3	13	10	12
5%	10%	2%	6%	5%	5%	5%
11	14	11	1	18	14	14
5%	8%	9%	3%	7%	7%	6%
130	90	84	28	153	115	155
62%	55%	68%	67%	63%	60%	67%
56	36	26	7	52	50	47
26%	22%	21%	17%	21%	26%	20%
4	9		3	6	3	3
2%	5%		6%	3%	1%	1%
59	44	26	10	58	53	49
28%	27%	21%	23%	24%	28%	21%
22	30	14	4	31	24	26
10%	18%	11%	10%	13%	13%	11%

Russia be much stronger, somewhat stronger, about the same, somewhat weaker, or much v

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
270	146	266	88	234	266	47
258	109	280	112	251	250	50
18	11	14	4	12	17	3
7%	7%	5%	5%	5%	7%	5%
22	9	21	6	21	15	1
8%	6%	8%	6%	9%	6%	2%
149	80	164	60	141	163	27
55%	55%	62%	68%	60%	61%	56%
71	40	61	17	56	62	14
26%	27%	23%	20%	24%	23%	30%
10	6	5	1	4	9	3
4%	4%	2%	1%	2%	3%	6%
81	46	66	18	59	71	17
30%	32%	25%	20%	25%	27%	36%
40	20	35	10	33	32	4
15%	14%	13%	11%	14%	12%	8%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
453	68	432	311	173	165	217
451	73	428	327	158	162	225
27	4	25	19	10	11	9
6%	6%	6%	6%	6%	7%	4%
35	5	31	24	12	10	15
8%	8%	7%	8%	7%	6%	7%
278	36	268	188	103	90	148
61%	53%	62%	61%	59%	54%	68%
104	20	98	72	44	49	41
23%	30%	23%	23%	26%	30%	19%
10	3	10	7	4	4	3
2%	4%	2%	2%	2%	3%	2%
113	23	107	79	48	54	45
25%	34%	25%	26%	28%	33%	21%
62	10	56	43	22	21	24
14%	14%	13%	14%	13%	13%	11%

Social Media Inactive				
	118			
	114			
	9			
	8%			
	11			
	9%			
	66			
	56%			
	27			
	23%			
	5			
	4%			
	32			
	27%			
	20			
	17%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	283	217
	unw_base	504	212	292
Much weaker	freq	7	3	4
Much weaker	prop	1%	1%	2%
Somewhat weaker	freq	19	12	7
Somewhat weaker	prop	4%	4%	3%
About the same	freq	179	98	81
About the same	prop	36%	35%	37%
Somewhat stronger	freq	192	105	87
Somewhat stronger	prop	38%	37%	40%
Much stronger	freq	103	64	38
Much stronger	prop	21%	23%	18%
Top2Box	freq	295	170	125
Top2Box	prop	59%	60%	58%
Low2Box	freq	26	15	11
Low2Box	prop	5%	5%	5%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
295	151	53	264	134	45	297
369	107	28	282	125	37	268
6	1	-	4		-	2
2%	1%	•	1%			1%
12	5	2	11	7		11
4%	3%	4%	4%	5%		4%
103	57	19	91	50	18	101
35%	38%	36%	34%	37%	39%	34%
118	54	20	98	48	23	113
40%	36%	38%	37%	36%	50%	38%
56	35	12	60	29	5	70
19%	23%	22%	23%	22%	10%	24%
175	89	32	158	77	27	183
59%	59%	60%	60%	57%	61%	62%
18	6	2	15	7		13
6%	4%	4%	6%	5%		4%

Saudi Arabia

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
203	138	149	213	210	290	58
236	143	152	209	157	347	52
5	3	2	1	2	5	1
3%	2%	2%	1%	1%	2%	2%
8	6	4	9	10	9	
4%	4%	3%	4%	5%	3%	
78	45	64	70	65	115	18
38%	33%	43%	33%	31%	40%	30%
80	48	53	92	79	113	24
39%	35%	35%	43%	38%	39%	41%
33	36	26	41	55	48	16
16%	26%	18%	19%	26%	17%	27%
113	84	79	133	134	161	40
55%	61%	53%	62%	64%	56%	68%
13	9	6	10	12	14	1
6%	7%	4%	5%	6%	5%	2%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
442	72	428	265	221	211	176
452	61	443	222	269	205	180
6	1	6	2	3	3	-
1%	2%	1%	1%	1%	1%	-
19	1	18	14	5	8	8
4%	1%	4%	5%	2%	4%	5%
162	23	156	86	92	77	70
37%	32%	36%	33%	41%	36%	40%
168	30	162	96	90	84	70
38%	42%	38%	36%	41%	40%	40%
87	17	86	66	32	39	27
20%	23%	20%	25%	15%	19%	16%
255	47	248	162	122	124	97
58%	65%	58%	61%	55%	59%	55%
25	2	24	16	7	11	8
6%	3%	6%	6%	3%	5%	5%

Social Media Inactive
113
119
4
4%
3
2%
32
29%
38
33%
36
32%
74
65%
7
6%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	240	260
	unw_base	502	204	298
Much weaker	freq	54	26	28
Much weaker	prop	11%	11%	11%
Somewhat weaker	freq	125	63	62
Somewhat weaker	prop	25%	26%	24%
About the same	freq	269	126	142
About the same	prop	54%	53%	55%
Somewhat stronger	freq	41	17	24
Somewhat stronger	prop	8%	7%	9%
Much stronger	freq	11	8	3
Much stronger	prop	2%	3%	1%
Top2Box	freq	53	25	28
Top2Box	prop	11%	10%	11%
Low2Box	freq	179	89	90
Low2Box	prop	36%	37%	35%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
287	125	88	63	131	307	193
244	154	104	40	137	325	232
28	11	15	11	10	33	19
10%	9%	17%	17%	7%	11%	10%
75	28	22	12	29	84	48
26%	22%	25%	19%	22%	27%	25%
144	75	51	31	79	159	111
50%	59%	57%	49%	61%	52%	57%
28	12	1	3	10	29	12
10%	10%	1%	5%	7%	9%	6%
11			6	3	2	3
4%			10%	3%	1%	1%
40	12	1	9	13	30	15
14%	10%	1%	15%	10%	10%	8%
103	39	37	23	39	117	67
36%	31%	42%	36%	30%	38%	35%

South Africa

Marital Status	Education	Education	Education	Chief Income	Chief Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
307	285	122	93	246	254	74
270	267	136	99	278	224	75
35	32	12	10	26	28	5
11%	11%	10%	11%	11%	11%	6%
76	66	32	27	71	53	25
25%	23%	26%	29%	29%	21%	34%
158	164	64	40	125	144	38
51%	58%	53%	43%	51%	57%	51%
29	19	9	13	20	21	6
9%	7%	8%	14%	8%	8%	8%
9	4	5	2	3	8	
3%	1%	4%	3%	1%	3%	
38	23	14	16	24	29	6
12%	8%	12%	17%	10%	11%	8%
111	98	43	37	97	81	30
36%	34%	36%	40%	40%	32%	40%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
426	133	367	379	119	306	151
427	140	362	420	79	303	157
49	15	39	38	15	37	12
12%	11%	11%	10%	13%	12%	8%
100	41	84	104	21	81	33
23%	31%	23%	27%	18%	26%	22%
231	66	203	204	63	152	94
54%	49%	55%	54%	53%	50%	62%
35	11	30	29	12	29	8
8%	8%	8%	8%	10%	9%	5%
11	1	10	4	7	8	4
3%	1%	3%	1%	6%	3%	2%
47	12	41	33	19	37	12
11%	9%	11%	9%	16%	12%	8%
149	55	123	141	36	117	45
35%	42%	34%	37%	31%	38%	30%

Social Media Inactive
43
42
5
12%
11
26%
23
52%
4
10%
4
10%
16
37%

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	252	248
	unw_base	516	288	228
Much weaker	freq	25	12	14
Much weaker	prop	5%	5%	6%
Somewhat weaker	freq	81	43	38
Somewhat weaker	prop	16%	17%	15%
About the same	freq	303	145	158
About the same	prop	61%	58%	64%
Somewhat stronger	freq	87	53	34
Somewhat stronger	prop	17%	21%	14%
Much stronger	freq	4		4
Much stronger	prop	1%		2%
Top2Box	freq	91	53	38
Top2Box	prop	18%	21%	15%
Low2Box	freq	106	55	51
Low2Box	prop	21%	22%	21%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
211	189	101	86	172	243	290
168	213	135	76	175	265	332
12	8	5	5	8	12	10
6%	4%	5%	6%	5%	5%	4%
36	32	12	17	29	35	45
17%	17%	12%	20%	17%	14%	15%
127	114	63	49	108	146	178
60%	60%	62%	57%	63%	60%	61%
34	32	21	14	24	48	54
16%	17%	20%	17%	14%	20%	19%
1	2	1		3	1	3
1%	1%	1%		2%	%	1%
35	34	21	14	27	49	57
17%	18%	21%	17%	16%	20%	20%
49	41	17	22	37	47	55
23%	22%	16%	26%	21%	19%	19%

South Korea

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
210	7	126	367	253	247	66
184	5	122	389	291	225	79
15		7	18	10	15	4
7%	-	6%	5%	4%	6%	6%
36	1	20	60	43	38	13
17%	-	16%	16%	17%	15%	19%
125	3	79	221	145	158	31
60%	-	62%	60%	57%	64%	47%
33	2	20	65	53	34	19
16%		16%	18%	21%	14%	28%
1		1	3	2	2	
%		1%	1%	1%	1%	
34	2	21	68	55	36	19
16%		16%	18%	22%	15%	28%
51	1	27	78	53	53	16
24%		21%	21%	21%	21%	25%

	Senior Executive	Senior Executive	Employmen			
Dusiness	Decision	Decision	t Status	Employmen	Social	Social
Business Owner No	Maker Leader Yes	Maker Leader No	Total Employed	t Status Not Employed	Media Active	Media Passive
			. ,	. ,		
434	95	405	353		162	229
437	116	400	387	101	177	231
21	5	20	16	7	7	11
5%	6%	5%	5%	6%	4%	5%
68	15	66	60	16	24	39
16%	16%	16%	17%	13%	15%	17%
273	51	252	217	71	80	154
63%	54%	62%	61%	61%	49%	67%
68	24	63	58	23	51	24
16%	25%	16%	16%	20%	31%	10%
4		4	2			2
1%		1%	1%			1%
72	24	67	60	23	51	26
17%	25%	17%	17%	20%	31%	11%
90	20	86	76	23	31	49
21%	21%	21%	22%	20%	19%	22%

Social Media Inactive				
109				
108				
7				
7%				
18				
16%				
70				
64%				
12				
11%				
2				
2%				
14				
13%				
25				
23%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1076	547	529
Much weaker	freq	43	22	21
Much weaker	prop	9%	9%	8%
Somewhat weaker	freq	70	39	31
Somewhat weaker	prop	14%	16%	12%
About the same	freq	299	144	155
About the same	prop	60%	57%	62%
Somewhat stronger	freq	83	43	40
Somewhat stronger	prop	17%	17%	16%
Much stronger	freq	6	3	3
Much stronger	prop	1%	1%	1%
Top2Box	freq	88	46	42
Top2Box	prop	18%	18%	17%
Low2Box	freq	113	62	51
Low2Box	prop	23%	24%	21%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
205	175	120	266	139	23	227
379	417	280	598	282	52	523
19	13	12	29	8	-	15
9%	7%	10%	11%	6%		7%
27	28	16	43	16	3	31
13%	16%	13%	16%	11%	14%	14%
116	112	70	152	90	15	142
57%	64%	59%	57%	64%	64%	62%
40	21	21	38	26	4	36
20%	12%	17%	14%	18%	17%	16%
3	2	1	4	1	1	3
2%	1%	1%	2%	1%	4%	1%
43	23	22	42	26	5	39
21%	13%	18%	16%	19%	22%	17%
45	40	27	72	24	3	46
22%	23%	23%	27%	17%	14%	20%

Spain
be much stronger, somewhat stronger, about the same, somewhat weaker, or much v

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
273	249	115	136	251	249	50
553	672	104	300	562	514	110
28	27	10	6	24	19	2
10%	11%	9%	4%	10%	8%	4%
39	38	15	16	33	36	5
14%	15%	13%	12%	13%	15%	11%
157	145	67	87	145	153	29
58%	58%	59%	64%	58%	62%	59%
46	36	22	24	43	39	10
17%	15%	19%	18%	17%	16%	21%
3	3		3	5	1	3
1%	1%		2%	2%	1%	6%
49	39	22	27	48	41	13
18%	16%	19%	20%	19%	16%	27%
67	65	25	22	58	55	7
24%	26%	22%	16%	23%	22%	15%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
450	62	438	283	211	276	129
966	131	945	623	439	574	278
41	2	41	22	19	28	7
9%	4%	9%	8%	9%	10%	6%
64	10	60	36	33	36	20
14%	16%	14%	13%	16%	13%	16%
270	30	269	174	122	157	86
60%	49%	61%	61%	58%	57%	66%
72	17	65	46	36	50	15
16%	28%	15%	16%	17%	18%	12%
3	2	4	5	1	5	0
1%	4%	1%	2%	%	2%	%
75	20	69	51	37	55	16
17%	32%	16%	18%	17%	20%	12%
106	12	101	58	52	64	27
23%	20%	23%	20%	25%	23%	21%

Social Media Inactive				
	95			
	224			
	8			
	8%			
	13			
	14%			
	56			
	59%			
	17			
	18%			
	1			
	1%			
	18			
	19%			
	21			
	22%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	517	256	261
Much weaker	freq	9	1	8
Much weaker	prop	2%	%	3%
Somewhat weaker	freq	44	24	21
Somewhat weaker	prop	9%	9%	8%
About the same	freq	383	202	181
About the same	prop	77%	80%	73%
Somewhat stronger	freq	52	26	25
Somewhat stronger	prop	10%	10%	10%
Much stronger	freq	12	1	11
Much stronger	prop	2%	%	5%
Top2Box	freq	64	27	37
Top2Box	prop	13%	11%	15%
Low2Box	freq	53	25	29
Low2Box	prop	11%	10%	12%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	148	167	151	216	71	129
170	161	186	174	204	61	150
7	1	1	2	7	0	1
4%	1%	%	1%	3%	1%	%
22	8	15	21	14	6	12
12%	5%	9%	14%	6%	9%	9%
133	125	125	114	164	55	89
72%	84%	75%	76%	76%	76%	69%
16	9	26	11	24	9	27
9%	6%	16%	8%	11%	13%	21%
7	5		3	8	1	1
4%	3%		2%	4%	1%	1%
24	14	26	14	32	10	28
13%	9%	16%	10%	15%	14%	22%
29	9	15	22	20	7	13
16%	6%	9%	15%	9%	9%	10%

Sweden

Marital Status	Education	Education	Education	Chief Income	Chief Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
371	105	263	132	323	177	58
367	347	70	100	339	178	48
8	3	6	-	2	7	-
2%	3%	2%	٠	1%	4%	-
32	6	25	13	31	14	3
9%	6%	10%	10%	9%	8%	4%
294	83	198	101	258	125	51
79%	79%	76%	76%	80%	71%	87%
25	11	25	15	29	23	5
7%	11%	9%	11%	9%	13%	9%
11	1	8	3	3	9	0
3%	1%	3%	2%	1%	5%	%
36	13	32	18	32	31	5
10%	12%	12%	14%	10%	18%	9%
41	9	32	13	33	21	3
11%	8%	12%	10%	10%	12%	4%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Empleymen	Social	Social
Business	Maker	Maker	Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
442	66	434	331	160	183	129
469	56	461	319	186	147	133
9		9	0	8	6	0
2%	-	2%	%	5%	3%	%
42	3	42	17	27	19	15
9%	4%	10%	5%	17%	10%	11%
333	57	326	268	106	129	102
75%	87%	75%	81%	66%	70%	79%
47	6	46	39	12	21	10
11%	9%	11%	12%	8%	11%	7%
12	0	12	6	6	8	3
3%	%	3%	2%	4%	4%	2%
58	6	57	45	19	29	12
13%	9%	13%	14%	12%	16%	9%
51	3	51	18	35	25	15
11%	4%	12%	5%	22%	14%	12%

Social Media Inactive				
188	3			
237	,			
2	•			
1%)			
10)			
6%	,			
152	2			
81%	,			
21				
11%	,			
2	2			
1%)			
23	3			
12%	5			
13	3			
7%)			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	512	278	234
Much weaker	freq	38	13	25
Much weaker	prop	8%	5%	10%
Somewhat weaker	freq	100	50	49
Somewhat weaker	prop	20%	20%	20%
About the same	freq	229	109	120
About the same	prop	46%	43%	48%
Somewhat stronger	freq	105	63	42
Somewhat stronger	prop	21%	25%	17%
Much stronger	freq	27	16	11
Much stronger	prop	5%	6%	5%
Top2Box	freq	133	79	53
Top2Box	prop	27%	32%	22%
Low2Box	freq	138	64	74
Low2Box	prop	28%	25%	30%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
262	173	65	10	130	360	283
276	175	61	9	128	375	302
21	10	7	3	11	24	16
8%	6%	11%		9%	7%	6%
42	34	24		18	82	58
16%	20%	37%		13%	23%	21%
119	88	22	3	58	168	130
45%	51%	34%		45%	47%	46%
64	33	8	3	37	65	58
24%	19%	13%		29%	18%	21%
17	7	4		6	21	20
6%	4%	5%		5%	6%	7%
81	40	12	3	43	87	78
31%	23%	18%		33%	24%	28%
63	44	31	3	29	106	74
24%	26%	48%		22%	29%	26%

Turkey
be much stronger, somewhat stronger, about the same, somewhat weaker, or much v

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
217	141	62	297	282	218	69
210	136	64	312	306	206	75
22	15	4	19	21	18	4
10%	10%	7%	7%	7%	8%	6%
42	22	8	70	64	36	10
19%	16%	13%	24%	23%	16%	15%
99	61	31	136	116	113	27
46%	43%	51%	46%	41%	52%	40%
47	34	13	57	62	43	21
22%	24%	22%	19%	22%	20%	31%
7	9	5	13	19	9	6
3%	6%	8%	5%	7%	4%	9%
55	43	19	71	81	52	27
25%	31%	30%	24%	29%	24%	40%
64	37	12	89	85	53	14
29%	26%	19%	30%	30%	24%	21%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
431	174	326	317	178	313	149
437	190	322	344	163	324	150
34	9	29	18	19	28	6
8%	5%	9%	6%	11%	9%	4%
89	32	68	57	42	61	32
21%	18%	21%	18%	24%	20%	21%
202	74	155	147	81	129	84
47%	42%	48%	46%	45%	41%	56%
84	46	60	75	28	79	20
19%	26%	18%	24%	16%	25%	13%
21	14	14	20	7	15	8
5%	8%	4%	6%	4%	5%	5%
106	59	74	95	36	94	27
24%	34%	23%	30%	20%	30%	18%
124	41	97	75	61	90	38
29%	23%	30%	24%	34%	29%	25%

Social Media Inactive				
	38			
	38			
	4			
-	9%			
	7			
	18%			
	16			
	42%			
	7			
	18%			
	5			
_	12%			
	12			
	30%			
	11			
	28%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1087	517	570
Much weaker	freq	26	13	13
Much weaker	prop	5%	5%	5%
Somewhat weaker	freq	50	26	24
Somewhat weaker	prop	10%	11%	9%
About the same	freq	311	143	168
About the same	prop	62%	58%	66%
Somewhat stronger	freq	98	56	42
Somewhat stronger	prop	20%	23%	17%
Much stronger	freq	15	9	6
Much stronger	prop	3%	4%	2%
Top2Box	freq	113	65	48
Top2Box	prop	23%	26%	19%
Low2Box	freq	76	40	37
Low2Box	prop	15%	16%	15%

B7 Looking ahead six months from now, do you expect the econo

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
183	158	159	76	201	203	264
286	389	412	142	456	435	623
10	9	8	7	10	9	14
5%	6%	5%	9%	5%	4%	5%
12	14	24	9	20	18	30
7%	9%	15%	12%	10%	9%	11%
108	105	98	43	135	119	163
59%	67%	61%	56%	67%	59%	62%
45	27	26	14	32	49	50
25%	17%	16%	19%	16%	24%	19%
8	3	4	3	3	8	7
4%	2%	3%	4%	2%	4%	3%
53	30	30	17	35	58	57
29%	19%	19%	22%	18%	28%	22%
22	23	32	16	31	27	44
12%	14%	20%	22%	15%	13%	17%

US

omy in your local area to be much stronger, somewhat stronger, about the same, som

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
236	232	127	141	268	232	
						58
464	422	360	305	598	489	132
12	13	9	5	14	13	2
5%	6%	7%	3%	5%	5%	4%
20	25	15	10	27	23	7
9%	11%	12%	7%	10%	10%	13%
148	147	86	78	157	154	30
63%	63%	67%	56%	59%	66%	52%
48	38	16	43	60	38	14
20%	17%	13%	31%	22%	17%	24%
7	9	2	4	11	4	5
3%	4%	1%	3%	4%	2%	8%
55	48	18	47	71	42	18
23%	20%	14%	34%	26%	18%	32%
32	38	23	15	41	36	9
14%	16%	18%	11%	15%	15%	16%

ewhat weaker, or much weaker than it is now?

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
442	73	427	323	173	181	95
955	164	923	716	361	389	214
24	3	24	15	11	10	3
5%	4%	6%	5%	6%	6%	3%
43	7	43	28	21	17	15
10%	9%	10%	9%	12%	10%	16%
281	34	276	196	112	94	61
63%	47%	65%	61%	65%	52%	64%
84	23	75	73	25	48	15
19%	32%	18%	22%	14%	27%	16%
10	6	8	11	3	11	1
2%	8%	2%	3%	2%	6%	1%
94	29	83	84	28	59	16
21%	40%	20%	26%	16%	33%	17%
67	10	67	43	32	28	18
15%	13%	16%	13%	19%	15%	19%

Social Media Inactive	US Region Northeast	US Region Midwest	US Region South	US Region West
224	102	109	176	113
484	213	243	381	250
13	3	6	11	6
6%	3%	5%	6%	6%
18	10	11	19	10
8%	10%	10%	11%	9%
156	63	70	106	72
69%	61%	64%	60%	64%
35	23	20	33	21
15%	23%	19%	19%	19%
3	3	2	6	3
1%	3%	2%	4%	3%
38	26	22	40	24
17%	26%	21%	22%	22%
31	13	17	31	16
14%	13%	15%	17%	14%