Stub	Stat	Overall	Gender Male	Gender Female
	base	12498	6239	6259
	unw_base	19242	9650	9592
Very bad	freq	2493	1108	1385
Very bad	prop	20%	18%	22%
Somewhat bad	freq	5106	2468	2638
Somewhat bad	prop	41%	40%	42%
Somewhat good	freq	4076	2138	1938
Somewhat good	prop	33%	34%	31%
Very good	freq	823	526	298
Very good	prop	7%	8%	5%
Top2Box	freq	4899	2664	2235
Top2Box	prop	39%	43%	36%
Low2Box	freq	7599	3575	4024
Low2Box	prop	61%	57%	64%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
5478	4005	3015	3620	4569	3457	5921
7387	6550	5305	4847	7189	5900	9801
1086	822	585	948	909	460	1053
20%	21%	19%	26%	20%	13%	18%
2109	1679	1318	1569	1891	1287	2372
38%	42%	44%	43%	41%	37%	40%
1847	1262	967	902	1490	1414	2032
34%	32%	32%	25%	33%	41%	34%
436	242	145	200	279	297	463
8%	6%	5%	6%	6%	9%	8%
2283	1504	1112	1102	1769	1711	2495
42%	38%	37%	30%	39%	49%	42%
3195	2501	1904	2518	2800	1747	3425
58%	62%	63%	70%	61%	51%	58%

# All Demos

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
6578	4432	4374	3693	6652	5846	1385
9441	5300	6639	7303	10695	8547	2177
1440	1187	743	563	1207	1286	259
22%	27%	17%	15%	18%	22%	19%
2734	1792	1885	1428	2630	2476	453
42%	40%	43%	39%	40%	42%	33%
2043	1209	1523	1344	2281	1795	467
31%	27%	35%	36%	34%	31%	34%
361	243	223	357	534	289	206
5%	5%	5%	10%	8%	5%	15%
2404	1452	1746	1701	2815	2084	673
37%	33%	40%	46%	42%	36%	49%
4174	2980	2628	1991	3837	3762	712
63%	67%	60%	54%	58%	64%	51%

	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
11113	2162	10337	8254	3991	5310	3456
17065	3550	15692	13264	5643	7955	4899
2234	337	2156	1516	912	1124	688
20%	16%	21%	18%	23%	21%	20%
4653	704	4402	3293	1720	2025	1513
42%	33%	43%	40%	43%	38%	44%
3609	832	3243	2841	1149	1692	1089
32%	39%	31%	34%	29%	32%	32%
617	289	535	604	211	469	166
6%	13%	5%	7%	5%	9%	5%
4226	1121	3778	3445	1359	2161	1255
38%	52%	37%	42%	34%	41%	36%
6887	1041	6558	4809	2632	3149	2201
62%	48%	63%	58%	66%	59%	64%

Social Media Inactive			
	3232		
	5358		
	662		
	20%		
	1419		
	44%		
	1004		
	31%		
	148		
	5%		
	1152		
	36%		
	2081		
	64%		

		All		
Stub	Stat	Countries	Argentina	Australia
	base	12498	500	500
	unw_base	19242	505	1016
Very bad	freq	2493	138	42
Very bad	prop	20%	28%	8%
Somewhat bad	freq	5106	271	193
Somewhat bad	prop	41%	54%	39%
Somewhat good	freq	4076	78	233
Somewhat good	prop	33%	16%	47%
Very good	freq	823	13	32
Very good	prop	7%	3%	6%
Top2Box	freq	4899	91	265
Top2Box	prop	39%	18%	53%
Low2Box	freq	7599	409	235
Low2Box	prop	61%	82%	47%

Belgium	Brazil	Canada	China	France	Germany	Great Britain
500	500	500	500	500	500	500
526	1008	1037	1030	1049	1020	1048
55	249	26	20	136	10	50
11%	50%	5%	4%	27%	2%	10%
234	149	149	149	318	114	236
47%	30%	30%	30%	64%	23%	47%
198	97	296	291	40	341	190
40%	19%	59%	58%	8%	68%	38%
13	5	28	40	5	35	24
3%	1%	6%	8%	1%	7%	5%
211	101	324	331	46	376	213
42%	20%	65%	66%	9%	75%	43%
289	399	176	169	454	124	286
58%	80%	35%	34%	91%	25%	57%

## **All Countries**

Hungary	India	Indonesia	Italy	Japan	Mexico	Poland
499	500	500	500	500	500	500
503	1052	507	1049	1163	503	506
152	37	43	218	90	146	77
30%	7%	9%	44%	18%	29%	15%
257	135	160	237	278	252	267
51%	27%	32%	47%	56%	50%	53%
90	242	256	34	125	95	149
18%	48%	51%	7%	25%	19%	30%
2	86	40	12	6	7	7
%	17%	8%	2%	1%	1%	1%
91	328	297	46	132	102	156
18%	66%	59%	9%	26%	20%	31%
408	172	203	454	368	398	344
82%	34%	41%	91%	74%	80%	69%

		Saudi		South		
Romania	Russia	Arabia	South Africa	Korea	Spain	Sweden
499	500	500	500	500	500	500
509	503	507	507	519	1054	522
159	32	17	113	131	303	24
32%	6%	3%	23%	26%	61%	5%
292	177	49	248	276	146	155
59%	35%	10%	50%	55%	29%	31%
37	259	186	124	87	39	260
7%	52%	37%	25%	17%	8%	52%
12	32	248	16	6	11	61
2%	6%	50%	3%	1%	2%	12%
48	291	433	140	93	50	320
10%	58%	87%	28%	19%	10%	64%
451	209	67	360	407	450	180
90%	42%	13%	72%	81%	90%	36%

Turkey	US
500	500
518	1081
116	109
23%	22%
158	205
32%	41%
186	143
37%	29%
39	43
8%	9%
225	186
45%	37%
275	314
55%	63%

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

Stub	Stat	All Countries	North America	LATAM
Otab	base	12498	1000	
	unw_base	19242	2118	
Very bad	freq	2493	136	533
Very bad	prop	20%	14%	36%
Somewhat bad	freq	5106	354	673
Somewhat bad	prop	41%	35%	45%
Somewhat good	freq	4076	439	270
Somewhat good	prop	33%	44%	18%
Very good	freq	823	71	25
Very good	prop	7%	7%	2%
Top2Box	freq	4899	510	295
Top2Box	prop	39%	51%	20%
Low2Box	freq	7599	490	1205
Low2Box	prop	61%	49%	80%

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

Europe	APAC	G-8	BRIC	Middle East Africa
4998	3500	4000	2000	1500
7786	5790	7950	3593	1532
1183	395	672	338	246
24%	11%	17%	17%	16%
2256	1368	1715	610	455
45%	39%	43%	30%	30%
1377	1493	1428	889	496
28%	43%	36%	44%	33%
182	244	185	164	303
4%	7%	5%	8%	20%
1559	1737	1613	1052	799
31%	50%	40%	53%	53%
3439	1763	2386	948	701
69%	50%	60%	47%	47%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	505	282	223
Very bad	freq	138	60	78
Very bad	prop	28%	25%	31%
Somewhat bad	freq	271	134	137
Somewhat bad	prop	54%	55%	54%
Somewhat good	freq	78	42	36
Somewhat good	prop	16%	17%	14%
Very good	freq	13	9	4
Very good	prop	3%	4%	2%
Top2Box	freq	91	51	40
Top2Box	prop	18%	21%	16%
Low2Box	freq	409	194	215
Low2Box	prop	82%	79%	84%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
248	145	107	196	202	102	161
214	165	126	151	218	136	187
73	44	21	49	62	27	40
29%	30%	20%	25%	31%	27%	25%
131	76	65	113	102	56	87
53%	52%	61%	58%	51%	54%	54%
38	22	19	25	36	17	29
15%	15%	18%	13%	18%	17%	18%
7	4	2	8	2	2	4
3%	3%	2%	4%	1%	2%	2%
45	26	21	34	38	19	33
18%	18%	19%	17%	19%	19%	21%
203	120	86	162	164	83	128
82%	82%	81%	83%	81%	81%	79%

# Argentina

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
339	327	119	55	244	256	66
318	202	167	136	290	215	78
97	94	30	13	55	83	22
29%	29%	26%	24%	23%	32%	33%
184	176	63	33	142	129	29
54%	54%	53%	60%	58%	50%	44%
49	46	24	8	38	40	11
14%	14%	21%	14%	16%	16%	17%
9	11	1	1	8	5	4
3%	3%	1%	2%	3%	2%	6%
58	57	26	9	46	45	15
17%	17%	22%	16%	19%	17%	23%
282	270	93	46	198	212	51
83%	83%	78%	84%	81%	83%	77%

	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
434	69	431	283	202	282	113
427	94	411	331	162	300	121
116	16	122	67	66	75	36
27%	23%	28%	24%	33%	27%	32%
242	34	237	159	105	145	66
56%	49%	55%	56%	52%	51%	59%
67	13	65	50	25	52	11
15%	19%	15%	18%	12%	18%	10%
9	6	7	7	6	11	
2%	9%	2%	3%	3%	4%	
76	19	72	58	31	63	11
17%	28%	17%	20%	15%	22%	10%
359	50	360	226	171	220	102
83%	72%	83%	80%	85%	78%	90%

Social Media Inactive
105
84
27
26%
60
58%
15
14%
2
2%
17
16%
88
84%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1016	471	545
Very bad	freq	42	19	23
Very bad	prop	8%	8%	9%
Somewhat bad	freq	193	93	100
Somewhat bad	prop	39%	37%	40%
Somewhat good	freq	233	117	116
Somewhat good	prop	47%	47%	46%
Very good	freq	32	19	13
Very good	prop	6%	8%	5%
Top2Box	freq	265	136	129
Top2Box	prop	53%	55%	51%
Low2Box	freq	235	112	123
Low2Box	prop	47%	45%	49%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
196	149	155	112	258	131	230
267	358	391	205	513	298	539
19	10	13	21	14	8	12
10%	7%	8%	19%	5%	6%	5%
67	62	63	46	102	45	92
34%	42%	41%	41%	39%	34%	40%
96	67	69	38	124	71	111
49%	45%	45%	34%	48%	54%	48%
14	9	9	6	18	8	15
7%	6%	6%	6%	7%	6%	6%
110	76	79	44	142	78	126
56%	51%	51%	40%	55%	60%	55%
86	72	76	67	115	52	104
44%	49%	49%	60%	45%	40%	45%

## Australia

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
270	132	294	74	286	214	60
477	297	309	410	591	425	137
30	15	23	4	27	15	5
11%	12%	8%	5%	9%	7%	8%
100	51	121	21	110	83	27
37%	38%	41%	28%	38%	39%	44%
122	59	133	41	128	105	23
45%	45%	45%	55%	45%	49%	38%
18	7	17	8	21	11	6
7%	5%	6%	11%	7%	5%	9%
140	66	150	49	149	116	28
52%	50%	51%	66%	52%	54%	47%
131	66	144	25	137	98	31
48%	50%	49%	34%	48%	46%	53%

	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
440	69	431	321	170	200	125
879	170	846	665	328	419	260
37	5	37	19	21	22	7
8%	8%	9%	6%	12%	11%	5%
166	28	165	130	59	73	52
38%	41%	38%	41%	35%	37%	41%
210	28	205	150	80	82	63
48%	41%	47%	47%	47%	41%	51%
27	7	25	22	11	23	3
6%	10%	6%	7%	6%	11%	2%
237	35	230	172	91	105	67
54%	51%	53%	54%	53%	52%	53%
203	33	201	149	79	95	59
46%	49%	47%	46%	47%	48%	47%

Social Media Inactive
175
337
14
8%
67
39%
87
50%
7
4%
94
54%
81
46%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	526	273	253
Very bad	freq	55	22	32
Very bad	prop	11%	9%	13%
Somewhat bad	freq	234	111	123
Somewhat bad	prop	47%	44%	50%
Somewhat good	freq	198	110	88
Somewhat good	prop	40%	44%	35%
Very good	freq	13	9	4
Very good	prop	3%	4%	2%
Top2Box	freq	211	119	92
Top2Box	prop	42%	47%	37%
Low2Box	freq	289	133	156
Low2Box	prop	58%	53%	63%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
184	167	148	123	157	126	200
168	178	180	132	169	127	215
14	21	20	25	13	6	21
8%	12%	13%	21%	8%	5%	11%
79	82	73	58	82	46	87
43%	49%	49%	47%	52%	36%	44%
82	62	54	38	61	63	84
45%	37%	36%	31%	39%	50%	42%
9	3	2	1	1	10	8
5%	2%	1%	1%	1%	8%	4%
91	65	56	40	62	73	92
49%	39%	37%	32%	40%	58%	46%
93	103	93	84	95	52	108
51%	61%	63%	68%	60%	42%	54%

## Belgium

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
300	172	186	142	290	210	31
311	156	265	105	311	215	30
33	32	19	4	35	20	3
11%	19%	10%	3%	12%	9%	9%
147	90	85	59	131	103	11
49%	52%	46%	41%	45%	49%	36%
114	49	80	70	115	83	13
38%	28%	43%	49%	40%	40%	41%
5	1	2	10	10	4	4
2%	1%	1%	7%	3%	2%	14%
120	50	82	79	125	87	17
40%	29%	44%	56%	43%	41%	55%
180	122	104	63	165	123	14
60%	71%	56%	44%	57%	59%	45%

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
469	44	456	295	193	102	167
496	43	483	312	201	111	161
52	4	50	31	22	12	13
11%	10%	11%	11%	11%	11%	8%
223	16	218	133	98	43	81
48%	37%	48%	45%	51%	42%	49%
185	18	180	122	69	42	69
40%	41%	40%	41%	36%	41%	41%
9	6	8	10	4	5	4
2%	13%	2%	3%	2%	5%	2%
194	23	188	131	73	47	73
41%	53%	41%	44%	38%	46%	44%
275	20	268	164	120	55	94
59%	47%	59%	56%	62%	54%	56%

Social Media Inactive	
23′	1
254	1
30	)
13%	ó
110	)
48%	ó
87	7
38%	ó
4	1
2%	ó
9′	1
39%	ó
140	)
61%	ó

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	1008	460	548
Very bad	freq	249	107	142
Very bad	prop	50%	44%	56%
Somewhat bad	freq	149	82	68
Somewhat bad	prop	30%	33%	27%
Somewhat good	freq	97	54	43
Somewhat good	prop	19%	22%	17%
Very good	freq	5	2	3
Very good	prop	1%	1%	1%
Top2Box	freq	101	56	46
Top2Box	prop	20%	23%	18%
Low2Box	freq	399	189	210
Low2Box	prop	80%	77%	82%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
271	148	82	184	304	13	188
455	330	223	162	771	75	453
135	72	42	93	151	6	83
50%	49%	52%	50%	50%	47%	44%
85	45	19	57	88	5	65
31%	31%	23%	31%	29%	41%	34%
50	27	20	34	62	1	38
18%	18%	24%	18%	20%	11%	20%
1	3	1	1	4	0	3
%	2%	1%	%	1%	1%	2%
51	30	20	34	66	1	41
19%	20%	25%	19%	22%	12%	22%
220	118	61	149	238	11	147
81%	80%	75%	81%	78%	88%	78%

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
312	363	107	29	234	266	51
555	113	516	379	491	517	145
167	196	42	12	109	140	28
53%	54%	39%	40%	47%	52%	56%
85	98	40	11	68	81	8
27%	27%	37%	38%	29%	31%	15%
59	67	24	6	52	45	14
19%	18%	22%	19%	22%	17%	27%
2	2	2	1	4	1	1
1%	1%	2%	3%	2%	%	1%
60	69	26	6	56	45	15
19%	19%	24%	22%	24%	17%	29%
251	294	82	23	178	221	36
81%	81%	76%	78%	76%	83%	71%

	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
449	74	426	327	149	295	101
863	192	816	732	251	710	195
221	31	218	168	67	136	55
49%	42%	51%	52%	45%	46%	54%
142	16	133	91	55	94	29
32%	22%	31%	28%	37%	32%	29%
83	25	72	63	27	62	17
18%	34%	17%	19%	18%	21%	17%
4	1	4	5	0	2	
1%	2%	1%	1%	%	1%	
87	26	75	67	28	64	17
19%	36%	18%	21%	18%	22%	17%
363	47	351	259	122	231	84
81%	64%	82%	79%	82%	78%	83%

Social Media Inactive				
105				
103				
58				
56%				
26				
24%				
18				
18%				
2				
2%				
21				
20%				
84				
80%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1037	478	559
Very bad	freq	26	13	14
Very bad	prop	5%	5%	5%
Somewhat bad	freq	149	74	75
Somewhat bad	prop	30%	30%	30%
Somewhat good	freq	296	143	153
Somewhat good	prop	59%	58%	60%
Very good	freq	28	17	11
Very good	prop	6%	7%	5%
Top2Box	freq	324	160	164
Top2Box	prop	65%	65%	65%
Low2Box	freq	176	87	89
Low2Box	prop	35%	35%	35%

## 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	173	149	67	157	206	231
314	347	376	133	322	436	510
9	11	7	8	8	4	10
5%	6%	5%	11%	5%	2%	4%
50	54	45	24	48	56	61
28%	31%	30%	35%	30%	27%	26%
107	101	89	33	96	129	145
60%	58%	60%	49%	61%	63%	63%
12	8	8	3	6	17	15
7%	4%	5%	5%	4%	8%	7%
119	108	97	36	102	146	160
67%	62%	65%	53%	65%	71%	69%
58	65	52	31	55	60	71
33%	38%	35%	47%	35%	29%	31%

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
269	186	223	91	261	239	40
527	379	469	189	535	502	85
17	13	10	3	14	12	
6%	7%	5%	4%	6%	5%	
88	59	67	22	72	77	13
33%	32%	30%	25%	28%	32%	33%
151	104	132	60	155	141	21
56%	56%	59%	66%	59%	59%	53%
13	10	13	5	19	9	6
5%	5%	6%	6%	7%	4%	14%
165	114	145	65	174	150	27
61%	61%	65%	72%	67%	63%	67%
105	72	78	26	87	89	13
39%	39%	35%	28%	33%	37%	33%

#### ituation in? Is 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
460	58	442	335	154	194	125
952	119	918	689	325	388	258
26	1	25	14	9	10	6
6%	2%	6%	4%	6%	5%	5%
136	18	131	97	48	56	38
30%	32%	30%	29%	31%	29%	30%
275	32	264	206	87	112	77
60%	55%	60%	61%	56%	58%	62%
22	7	22	18	10	17	4
5%	11%	5%	5%	7%	9%	4%
297	38	286	224	97	128	82
65%	66%	65%	67%	63%	66%	65%
162	19	156	112	58	66	43
35%	34%	35%	33%	37%	34%	35%

Social Media Inactive	Canada Region Quebec	Canada Region Praries	Canada Region British Columbia	Canada Region Ontario	Canada Region Atlantic	Canada Region Alberta
181	120	33	77	187	38	44
391	247	69	165	386	79	91
10	3	0	6	15	1	1
6%	2%	1%	7%	8%	3%	3%
56	37	9	21	63	11	8
31%	31%	28%	27%	34%	28%	19%
107	77	19	50	97	25	29
59%	64%	56%	64%	52%	65%	67%
7	3	5	1	13	1	5
4%	3%	15%	2%	7%	3%	11%
114	80	24	51	109	26	34
63%	67%	71%	66%	58%	69%	78%
67	40	10	26	78	12	10
37%	33%	29%	34%	42%	31%	22%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	249	251
	unw_base	1030	524	506
Very bad	freq	20	13	7
Very bad	prop	4%	5%	3%
Somewhat bad	freq	149	78	71
Somewhat bad	prop	30%	31%	28%
Somewhat good	freq	291	140	151
Somewhat good	prop	58%	56%	60%
Very good	freq	40	18	23
Very good	prop	8%	7%	9%
Top2Box	freq	331	158	173
Top2Box	prop	66%	63%	69%
Low2Box	freq	169	91	78
Low2Box	prop	34%	37%	31%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
201	185	115	73	178	250	345
431	478	121	54	244	732	789
8	10	2	4	5	10	12
4%	5%	2%	6%	3%	4%	4%
65	50	33	30	51	68	94
33%	27%	29%	41%	29%	27%	27%
113	108	71	38	103	151	219
56%	58%	62%	52%	58%	60%	63%
15	17	8	1	19	20	20
7%	9%	7%	2%	11%	8%	6%
128	125	79	39	122	171	239
64%	68%	69%	53%	68%	69%	69%
73	60	36	34	56	78	106
36%	32%	31%	47%	32%	31%	31%

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

### Chief Chief **Marital Status Education Education Education** Income Income **Business** Other Low Medium High **Earner Yes Earner No Owner Yes** 155 295 155 50 267 233 45 670 241 87 273 688 342 88 13 6 1 14 6 1 2% 5% 4% 4% 2% 5% 2% 55 42 69 11 93 14 80 29% 24% 35% 31% 27% 26% 34% 72 162 31 154 22 99 137 47% 55% 64% 61% 58% 59% 49% 20 28 30 10 12 13% 10% 5% 8% 11% 4% 25% 190 35 147 93 107 184 34 60% 64% 69% 69% 69% 63% 75% 62 105 48 15 83 85 12 40% 31% 31% 25% 36% 31% 37%

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
455	106	394	373	. ,		
942	301	729	933		•	
19	1	19	18	2		
4%	1%	5%	5%	1%		
138	26	123	104	37		
30%	24%	31%	28%	31%		
269	62	229	218	73		
59%	59%	58%	58%	61%		
29	17	24	33	8		
6%	16%	6%	9%	6%		
298	79	252	251	81		
65%	75%	64%	67%	68%		
157	27	142	122	39		•
35%	25%	36%	33%	32%		

_			

Social Media Inactive	
	_
	_

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1049	521	528
Very bad	freq	136	68	69
Very bad	prop	27%	27%	27%
Somewhat bad	freq	318	150	167
Somewhat bad	prop	64%	61%	66%
Somewhat good	freq	40	27	14
Somewhat good	prop	8%	11%	5%
Very good	freq	5	2	3
Very good	prop	1%	1%	1%
Top2Box	freq	46	29	17
Top2Box	prop	9%	12%	7%
Low2Box	freq	454	218	236
Low2Box	prop	91%	88%	93%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
191	154	155	93	242	107	188
396	329	324	199	491	233	388
43	43	50	25	68	27	57
23%	28%	32%	27%	28%	26%	30%
129	93	96	59	151	69	113
68%	60%	62%	63%	62%	65%	60%
15	16	9	8	19	10	16
8%	10%	6%	9%	8%	9%	9%
3	2		1	4	1	3
2%	2%		1%	2%	1%	1%
18	18	9	9	23	11	19
10%	12%	6%	10%	9%	10%	10%
172	136	146	84	220	96	170
90%	88%	94%	90%	91%	90%	90%

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
312	168	209	124	315	185	23
661	377	329	343	658	391	49
80	54	53	30	84	52	6
26%	32%	25%	25%	27%	28%	24%
205	103	135	79	197	120	12
66%	61%	65%	64%	63%	65%	51%
24	9	18	13	29	12	3
8%	6%	9%	11%	9%	6%	14%
3	2	3	1	5	1	2
1%	1%	1%	1%	1%	%	10%
27	11	21	14	34	12	6
9%	7%	10%	11%	11%	7%	24%
285	156	188	110	282	172	18
91%	93%	90%	89%	89%	93%	76%

	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	39	461	314	185	127	133
1000	87	962	653	394	270	285
131	13	124	84	53	32	34
27%	33%	27%	27%	29%	25%	26%
306	18	300	199	117	70	91
64%	47%	65%	63%	63%	55%	69%
37	5	36	27	14	20	7
8%	13%	8%	8%	7%	16%	6%
3	3	2	5	1	5	
1%	8%	1%	1%	%	4%	
40	8	38	31	15	25	7
8%	21%	8%	10%	8%	20%	6%
437	31	423	283	170	102	125
92%	79%	92%	90%	92%	80%	94%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1020	532	488
Very bad	freq	10	5	5
Very bad	prop	2%	2%	2%
Somewhat bad	freq	114	49	65
Somewhat bad	prop	23%	19%	26%
Somewhat good	freq	341	176	165
Somewhat good	prop	68%	70%	67%
Very good	freq	35	22	13
Very good	prop	7%	9%	5%
Top2Box	freq	376	198	178
Top2Box	prop	75%	78%	72%
Low2Box	freq	124	55	70
Low2Box	prop	25%	22%	28%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
172	169	159	123	133	166	207
251	367	402	226	281	363	465
3	3	4	5	2	1	2
2%	2%	3%	4%	2%	1%	1%
34	45	35	36	30	29	43
20%	27%	22%	29%	23%	17%	21%
119	110	111	79	91	118	148
69%	65%	70%	65%	68%	71%	71%
16	10	9	2	10	18	14
9%	6%	5%	2%	7%	11%	7%
135	121	120	82	100	136	162
78%	72%	75%	66%	76%	82%	78%
37	48	39	42	32	30	45
22%	28%	25%	34%	24%	18%	22%

# Germany

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
293	113	285	101	319	181	41
555	181	644	195	671	349	93
8	6	4	-	6	4	0
3%	5%	2%	٠	2%	2%	1%
71	35	68	11	69	45	9
24%	31%	24%	11%	22%	25%	23%
193	67	192	81	222	119	26
66%	60%	67%	80%	70%	66%	63%
21	5	21	9	21	14	5
7%	5%	7%	9%	7%	8%	13%
213	73	213	90	243	133	31
73%	64%	75%	89%	76%	73%	76%
79	40	73	11	76	49	10
27%	36%	25%	11%	24%	27%	24%

	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	91	409	341	144	120	162
927	203	817	729	264	234	326
10	0	10	3	6	2	2
2%	%	2%	1%	4%	1%	1%
105	15	99	75	36	23	33
23%	17%	24%	22%	25%	20%	20%
315	64	277	236	96	83	115
69%	70%	68%	69%	66%	69%	71%
30	11	23	27	6	12	12
6%	13%	6%	8%	4%	10%	8%
344	75	300	263	102	95	127
75%	83%	73%	77%	71%	79%	78%
115	16	109	78	42	25	35
25%	17%	27%	23%	29%	21%	22%

Social Media Inactive					
	218				
	460				
	7				
	3%				
	58				
	26%				
	144				
	66%				
	11				
	5%				
	154				
	71%				
	64				
	29%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	254
	unw_base	1048	535	513
Very bad	freq	50	24	26
Very bad	prop	10%	10%	10%
Somewhat bad	freq	236	109	127
Somewhat bad	prop	47%	45%	50%
Somewhat good	freq	190	95	95
Somewhat good	prop	38%	39%	37%
Very good	freq	24	17	7
Very good	prop	5%	7%	3%
Top2Box	freq	213	112	102
Top2Box	prop	43%	46%	40%
Low2Box	freq	286	134	152
Low2Box	prop	57%	54%	60%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	140	175	77	275	105	199
354	295	399	163	575	220	430
17	15	18	14	25	6	18
9%	11%	11%	18%	9%	6%	9%
79	69	88	42	130	41	87
43%	49%	50%	55%	47%	39%	44%
75	49	65	19	109	48	82
41%	35%	37%	25%	39%	46%	41%
13	7	4	2	12	9	12
7%	5%	2%	2%	4%	9%	6%
89	56	69	21	120	58	94
48%	40%	39%	27%	44%	55%	47%
96	84	106	56	155	47	105
52%	60%	61%	73%	56%	45%	53%

## **Great Britain**

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
300	138	140	222	315	184	40
618	294	294	460	668	380	86
32	16	14	20	30	20	2
11%	12%	10%	9%	10%	11%	4%
149	68	70	98	142	95	14
50%	49%	50%	44%	45%	51%	34%
108	51	50	89	125	65	19
36%	37%	35%	40%	40%	35%	49%
11	3	6	14	18	5	5
4%	2%	4%	6%	6%	3%	13%
119	54	56	104	144	70	25
40%	39%	40%	47%	46%	38%	62%
181	84	84	118	172	114	15
60%	61%	60%	53%	54%	62%	38%

	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
			. ,	. ,		
460	56	444	341	153	193	131
962	119	929	709	327	403	273
48	3	47	24	24	21	11
10%	6%	11%	7%	15%	11%	8%
223	17	220	157	77	92	55
48%	30%	49%	46%	50%	47%	42%
170	26	164	139	50	65	62
37%	46%	37%	41%	32%	33%	47%
19	10	14	21	2	17	3
4%	18%	3%	6%	2%	9%	3%
189	36	178	159	52	81	65
41%	64%	40%	47%	34%	42%	50%
271	20	266	182	101	112	66
59%	36%	60%	53%	66%	58%	50%

Social	
Media	
Inactive	
175	5
372	2
18	3
10%	6
90	)
51%	6
63	3
36%	6
2	4
2%	6
67	7
38%	6
108	3
62%	6

Stub	Stat	Overall	Gender Male	Gender Female
	base	499	244	255
	unw_base	503	242	261
Very bad	freq	152	69	83
Very bad	prop	30%	28%	32%
Somewhat bad	freq	257	125	131
Somewhat bad	prop	51%	51%	51%
Somewhat good	freq	90	49	41
Somewhat good	prop	18%	20%	16%
Very good	freq	2	1	1
Very good	prop	%	%	%
Top2Box	freq	91	50	42
Top2Box	prop	18%	20%	16%
Low2Box	freq	408	194	214
Low2Box	prop	82%	80%	84%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
202	140	158	171	250	4	194
212	137	154	167	254	5	194
56	30	66	65	64	1	59
28%	21%	41%	38%	25%		31%
106	80	71	77	145	2	104
52%	57%	45%	45%	58%		54%
39	29	22	29	41	1	31
19%	21%	14%	17%	16%		16%
1	1			1	1	
%	%			%		
40	30	22	29	42	1	31
20%	21%	14%	17%	17%		16%
162	110	136	142	208	3	163
80%	79%	86%	83%	83%		84%

# Hungary

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
306	130	294	76	273	226	39
309	124	255	124	273	230	44
92	50	84	17	78	74	10
30%	39%	29%	23%	28%	33%	26%
153	64	148	45	145	111	20
50%	49%	50%	59%	53%	49%	51%
59	16	61	13	49	41	8
19%	12%	21%	17%	18%	18%	21%
2		1	1	2		1
1%		%	1%	1%		2%
61	16	62	14	50	41	9
20%	12%	21%	18%	18%	18%	23%
245	114	232	62	223	185	30
80%	88%	79%	82%	82%	82%	77%

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
460	41	458	. ,	. ,	189	221
459	44	459	299	195	193	221
142	12	140	79	68	66	64
31%	29%	30%	27%	35%	35%	29%
237	18	239	168	83	93	119
51%	43%	52%	57%	42%	49%	54%
81	10	80	44	45	28	38
18%	24%	17%	15%	23%	15%	17%
1	2		2		2	
%	4%		1%		1%	
82	11	80	46	45	30	38
18%	28%	17%	16%	23%	16%	17%
378	30	379	248	151	159	183
82%	72%	83%	84%	77%	84%	83%

Social Media Inactive	
89	)
89	)
22	2
25%	ó
44	1
49%	ó
24	1
27%	ó
24	1
27%	ó
66	3
73%	ó

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	258	242
	unw_base	1052	612	440
Very bad	freq	37	22	15
Very bad	prop	7%	8%	6%
Somewhat bad	freq	135	64	70
Somewhat bad	prop	27%	25%	29%
Somewhat good	freq	242	126	116
Somewhat good	prop	48%	49%	48%
Very good	freq	86	46	41
Very good	prop	17%	18%	17%
Top2Box	freq	328	172	157
Top2Box	prop	66%	67%	65%
Low2Box	freq	172	86	85
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
276	150	74	73	79	348	306
531	345	176	139	166	747	696
23	10	5	9	6	23	22
8%	6%	6%	12%	7%	6%	7%
69	43	23	14	20	100	81
25%	28%	32%	20%	26%	29%	26%
126	79	37	34	35	173	152
45%	53%	50%	46%	44%	50%	50%
59	19	9	16	18	52	51
21%	12%	12%	22%	23%	15%	17%
185	98	46	50	53	225	204
67%	65%	62%	68%	67%	65%	67%
92	52	28	23	26	122	102
33%	35%	38%	32%	33%	35%	33%

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
194		56	443	278	222	131
356		112	938	634	418	281
15		5	32	16	21	5
8%		8%	7%	6%	10%	4%
54		16	119	60	75	21
28%		28%	27%	22%	34%	16%
89	1	29	212	136	106	58
46%		51%	48%	49%	48%	45%
35		7	79	67	20	46
18%		13%	18%	24%	9%	36%
124	1	36	291	203	126	105
64%		64%	66%	73%	57%	80%
69		20	151	76	96	26
36%		36%	34%	27%	43%	20%

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
369	258	242	393	99	379	81
771	565	487	854	183	793	174
32	16	21	25	10	20	9
9%	6%	9%	6%	10%	5%	11%
114	52	83	101	31	92	30
31%	20%	34%	26%	31%	24%	36%
184	126	116	191	49	187	38
50%	49%	48%	49%	49%	49%	47%
40	65	22	77	9	79	4
11%	25%	9%	20%	9%	21%	5%
224	190	138	268	58	267	43
61%	74%	57%	68%	59%	70%	52%
146	68	104	126	41	112	39
39%	26%	43%	32%	41%	30%	48%

Social Media Inactive
40
85
7
18%
14
34%
16
40%
3
7%
19
47%
21
53%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	250	250
	unw_base	507	248	259
Very bad	freq	43	22	21
Very bad	prop	9%	9%	8%
Somewhat bad	freq	160	70	90
Somewhat bad	prop	32%	28%	36%
Somewhat good	freq	256	129	128
Somewhat good	prop	51%	51%	51%
Very good	freq	40	29	11
Very good	prop	8%	12%	4%
Top2Box	freq	297	158	139
Top2Box	prop	59%	63%	55%
Low2Box	freq	203	92	111
Low2Box	prop	41%	37%	45%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
281	152	66	80	236	184	289
225	193	89	58	236	213	335
31	9	3	8	26	9	14
11%	6%	5%	11%	11%	5%	5%
88	50	22	31	76	53	99
31%	33%	34%	39%	32%	29%	34%
145	78	33	35	115	106	150
51%	52%	50%	44%	49%	57%	52%
18	15	7	5	19	16	26
7%	10%	11%	7%	8%	9%	9%
163	93	41	41	134	122	176
58%	61%	61%	51%	57%	66%	61%
118	59	26	40	102	62	113
42%	39%	39%	49%	43%	34%	39%

# Indonesia

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
211	170	26	304	236	264	76
172	161	28	318	252	255	76
29	26	1	16	13	30	5
14%	15%	2%	5%	6%	11%	6%
62	57	10	94	68	92	17
29%	34%	37%	31%	29%	35%	23%
106	74	12	170	132	125	40
50%	43%	47%	56%	56%	47%	52%
14	13	4	24	22	18	14
7%	8%	14%	8%	9%	7%	19%
120	87	16	194	154	143	54
57%	51%	60%	64%	65%	54%	71%
91	83	10	110	82	122	22
43%	49%	40%	36%	35%	46%	29%

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
424	142	358	410	83	329	146
431	151	356	433	67	322	160
38	8	35	25	18	23	17
9%	6%	10%	6%	22%	7%	12%
143	38	122	126	34	102	48
34%	27%	34%	31%	41%	31%	33%
217	74	182	223	27	177	69
51%	52%	51%	54%	33%	54%	47%
26	21	19	36	4	27	11
6%	15%	5%	9%	5%	8%	8%
243	95	201	260	31	204	80
57%	67%	56%	63%	37%	62%	55%
181	46	157	151	52	125	66
43%	33%	44%	37%	63%	38%	45%

Social Media Inactive				
2	25			
2	25			
	3			
14	%			
1	0			
39	%			
1	0			
42	%			
	1			
6	%			
1	2			
48	%			
1	3			
52	%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	250	250
	unw_base	1049	537	512
Very bad	freq	218	102	116
Very bad	prop	44%	41%	46%
Somewhat bad	freq	237	119	118
Somewhat bad	prop	47%	48%	47%
Somewhat good	freq	34	22	12
Somewhat good	prop	7%	9%	5%
Very good	freq	12	7	5
Very good	prop	2%	3%	2%
Top2Box	freq	46	29	17
Top2Box	prop	9%	12%	7%
Low2Box	freq	454	221	234
Low2Box	prop	91%	88%	93%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
181	185	134	130	187	106	220
340	409	300	246	398	250	467
82	77	59	70	79	36	90
45%	42%	44%	54%	42%	34%	41%
76	93	68	48	90	61	111
42%	50%	50%	37%	48%	58%	50%
16	12	6	7	13	7	15
9%	6%	5%	6%	7%	7%	7%
7	3	1	5	5	1	5
4%	2%	1%	4%	3%	1%	2%
23	15	7	12	18	8	20
13%	8%	6%	9%	10%	8%	9%
158	170	127	118	169	97	200
87%	92%	94%	91%	90%	92%	91%

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
280	244	199	58	224	276	37
582	314	580	155	503	546	87
128	119	77	21	94	124	13
46%	49%	39%	37%	42%	45%	36%
126	104	102	31	105	131	15
45%	42%	51%	54%	47%	48%	41%
19	14	15	4	16	18	4
7%	6%	8%	7%	7%	6%	11%
6	7	4	1	8	3	4
2%	3%	2%	3%	4%	1%	12%
26	21	19	5	25	21	8
9%	9%	10%	9%	11%	8%	23%
254	222	180	52	199	255	28
91%	91%	90%	91%	89%	92%	77%

	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
463	60	440	277	211	279	113
962	148	901	629		596	239
205	20	198	110	102	118	52
44%	33%	45%	40%	48%	42%	46%
222	29	208	138	93	129	57
48%	47%	47%	50%	44%	46%	50%
30	6	28	21	12	22	4
6%	10%	6%	7%	6%	8%	4%
7	5	6	8	4	11	
2%	9%	1%	3%	2%	4%	
37	12	34	29	16	33	4
8%	19%	8%	10%	7%	12%	4%
426	49	406	248	196	246	108
92%	81%	92%	90%	93%	88%	96%

Social Media Inactive
108
214
48
45%
52
48%
7
7%
1
1%
8
8%
100
92%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	251	249
	unw_base	1163	573	590
Very bad	freq	90	49	41
Very bad	prop	18%	19%	16%
Somewhat bad	freq	278	134	144
Somewhat bad	prop	56%	53%	58%
Somewhat good	freq	125	66	60
Somewhat good	prop	25%	26%	24%
Very good	freq	6	2	4
Very good	prop	1%	1%	2%
Top2Box	freq	132	68	64
Top2Box	prop	26%	27%	26%
Low2Box	freq	368	183	185
Low2Box	prop	74%	73%	74%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	161	154	302	166	33	272
505	342	316	710	379	74	606
29	33	28	66	19	5	47
16%	21%	18%	22%	11%	16%	17%
100	90	88	172	92	14	154
54%	56%	57%	57%	56%	43%	57%
54	34	37	60	53	13	68
29%	21%	24%	20%	32%	39%	25%
3	3	0	4	2	1	3
1%	2%	%	1%	1%	3%	1%
56	38	38	64	54	13	71
30%	23%	25%	21%	33%	41%	26%
129	123	116	238	111	19	201
70%	77%	75%	79%	67%	59%	74%

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	156	103	240	240	260	26
557	361	235	567	541	622	56
43	38	17	35	42	48	4
19%	24%	17%	15%	17%	18%	14%
125	83	62	134	134	145	10
55%	53%	60%	56%	56%	56%	38%
58	33	23	69	63	62	10
25%	21%	22%	29%	26%	24%	39%
3	3	1	2	2	5	2
1%	2%	1%	1%	1%	2%	9%
61	36	24	71	65	67	12
27%	23%	24%	30%	27%	26%	47%
168	120	79	169	175	193	14
73%	77%	76%	70%	73%	74%	53%

	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
474	42	458	356	135	33	99
1107	91	1072	815	326	79	230
86	7	83	68	20	8	16
18%	17%	18%	19%	15%	24%	16%
268	19	260	196	77	12	56
57%	44%	57%	55%	57%	35%	57%
115	15	110	88	36	11	26
24%	36%	24%	25%	27%	33%	26%
4	1	5	4	2	3	0
1%	3%	1%	1%	1%	8%	%
119	16	115	92	38	14	27
25%	39%	25%	26%	28%	41%	27%
354	26	343	263	97	20	72
75%	61%	75%	74%	72%	59%	73%

Social
Media
Inactive
368
854
66
18%
210
57%
88
24%
3
1%
92
25%
276
75%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	238	262
	unw_base	503	257	246
Very bad	freq	146	42	103
Very bad	prop	29%	18%	39%
Somewhat bad	freq	252	129	123
Somewhat bad	prop	50%	54%	47%
Somewhat good	freq	95	61	35
Somewhat good	prop	19%	25%	13%
Very good	freq	7	6	1
Very good	prop	1%	3%	%
Top2Box	freq	102	67	36
Top2Box	prop	20%	28%	14%
Low2Box	freq	398	172	226
Low2Box	prop	80%	72%	86%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
270	176	54	403	87	11	195
294	164	45	363	123	17	187
83	47	16	118	23	4	51
31%	27%	30%	29%	27%		26%
126	98	27	203	44	5	106
47%	56%	51%	50%	51%		54%
57	29	9	77	17	2	35
21%	17%	17%	19%	20%		18%
4	1	1	5	1	0	3
2%	1%	3%	1%	2%		1%
61	31	11	82	19	2	38
23%	17%	19%	20%	22%		19%
209	145	43	321	68	9	157
77%	83%	81%	80%	78%		81%

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
305	321	103	76	269	231	115
316	167	148	188	288	215	136
94	92	35	19	70	76	33
31%	29%	34%	25%	26%	33%	29%
146	168	47	38	134	118	54
48%	52%	45%	49%	50%	51%	47%
60	59	19	17	60	35	24
20%	18%	19%	22%	22%	15%	21%
4	3	1	3	5	2	3
1%	1%	1%	4%	2%	1%	3%
64	62	21	20	65	37	28
21%	19%	20%	26%	24%	16%	24%
241	259	82	57	204	194	87
79%	81%	80%	74%	76%	84%	76%

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
385	122	378	330	158	280	146
367	154	349	342	152	302	135
112	30	116	90	55	72	44
29%	24%	31%	27%	35%	26%	30%
198	59	193	168	80	147	73
51%	48%	51%	51%	50%	53%	50%
71	29	66	68	21	55	29
18%	24%	17%	21%	13%	20%	20%
3	4	3	4	3	6	
1%	3%	1%	1%	2%	2%	
75	33	69	72	23	61	29
19%	27%	18%	22%	15%	22%	20%
311	88	309	258	135	219	117
81%	73%	82%	78%	85%	78%	80%

Social Media Inactive		
	74	
	66	
	30	
	40%	
	32	
	43%	
	11	
	15%	
	1	
	1%	
	12	
	16%	
	62	
	84%	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	506	261	245
Very bad	freq	77	42	35
Very bad	prop	15%	17%	14%
Somewhat bad	freq	267	116	150
Somewhat bad	prop	53%	47%	60%
Somewhat good	freq	149	83	67
Somewhat good	prop	30%	33%	26%
Very good	freq	7	6	1
Very good	prop	1%	3%	%
Top2Box	freq	156	89	67
Top2Box	prop	31%	36%	27%
Low2Box	freq	344	159	185
Low2Box	prop	69%	64%	73%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
215	141	145	324	77	6	242
189	151	166	322	93	7	267
32	24	21	52	10	1	41
15%	17%	14%	16%	13%		17%
117	74	75	173	35	3	118
55%	53%	52%	54%	46%		49%
59	42	48	93	30	2	79
28%	30%	33%	29%	39%		33%
6		1	6	1		3
3%		1%	2%	2%		1%
65	42	49	99	31	2	82
31%	30%	34%	31%	41%		34%
149	98	96	225	46	4	159
69%	70%	66%	69%	59%		66%

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

2%

74

29%

184

71%

2%

27

77

26%

74%

#### Chief Chief **Marital Status Education Education Education** Income Income **Business** Other Low Medium High **Earner Yes Earner No Owner Yes** 258 104 327 69 232 268 43 112 239 50 344 259 247 48 9 36 14 51 11 37 40 14% 14% 16% 16% 16% 15% 21% 167 144 17 149 63 37 122 51% 54% 40% 58% 60% 54% 53% 25 20 80 15 70 105 69 27% 24% 32% 28% 30% 30% 34%

2%

21

48

30%

70%

2%

74

32%

159

68%

1%

109

33%

218

67%

2

4%

16

26

38%

62%

1%

83

31%

185

69%

	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
457	67	433	286	195	257	168
458	78	428	319	171	268	167
68	12	64	45	27	39	20
15%	18%	15%	16%	14%	15%	12%
249	26	241	146	113	134	94
55%	38%	56%	51%	58%	52%	56%
135	26	123	91	51	81	53
29%	39%	28%	32%	26%	32%	31%
5	3	4	4	3	3	2
1%	4%	1%	1%	2%	1%	1%
140	29	127	95	54	84	54
31%	43%	29%	33%	28%	33%	32%
317	38	306	191	140	173	114
69%	57%	71%	67%	72%	67%	68%

Social Media Inactive		
75		
71		
18		
23%		
39		
52%		
16		
21%		
3		
4%		
19		
25%		
57		
75%		

Stub	Stat	Overall	Gender Male	Gender Female
	base	499	249	251
	unw_base	509	270	239
Very bad	freq	159	63	96
Very bad	prop	32%	25%	38%
Somewhat bad	freq	292	150	142
Somewhat bad	prop	59%	60%	57%
Somewhat good	freq	37	26	11
Somewhat good	prop	7%	10%	4%
Very good	freq	12	10	2
Very good	prop	2%	4%	1%
Top2Box	freq	48	36	13
Top2Box	prop	10%	14%	5%
Low2Box	freq	451	213	238
Low2Box	prop	90%	86%	95%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
204	169	126	184	256	49	249
174	191	144	137	283	75	289
76	55	27	53	89	13	61
37%	33%	22%	29%	35%	26%	25%
107	103	83	120	139	29	153
52%	61%	65%	65%	54%	58%	62%
10	10	16	10	18	7	25
5%	6%	13%	6%	7%	15%	10%
11	1		1	10	1	9
5%	%		1%	4%	1%	4%
21	11	16	12	28	8	34
10%	7%	13%	6%	11%	16%	14%
183	158	110	173	228	42	214
90%	93%	87%	94%	89%	84%	86%

# Romania

#### 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
251	147	288	64	190	310	36
220	20	379	110	203	306	44
97	70	69	20	63	96	18
39%	48%	24%	31%	33%	31%	50%
139	70	186	36	101	191	16
55%	47%	65%	57%	53%	62%	44%
12		30	7	16	21	1
5%		10%	11%	8%	7%	4%
3	7	3	1	10	2	1
1%	5%	1%	2%	5%	1%	3%
14	7	33	8	26	23	2
6%	5%	11%	13%	14%	7%	7%
237	140	255	56	164	287	34
94%	95%	89%	87%	86%	93%	93%

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
463	52	447	280	. ,	197	219
465	68	441	315	181	234	197
141	23	136	95	61	60	67
30%	45%	30%	34%	29%	31%	30%
277	24	268	154	134	114	132
60%	47%	60%	55%	63%	58%	60%
35	3	34	19	17	18	13
8%	5%	8%	7%	8%	9%	6%
11	2	10	11		4	7
2%	4%	2%	4%		2%	3%
46	5	44	30	17	22	21
10%	9%	10%	11%	8%	11%	9%
417	47	404	249	194	174	198
90%	91%	90%	89%	92%	89%	91%

Social Media Inactive				
84				
78				
32				
38%				
46				
55%				
5				
6%				
1				
1%				
6				
7%				
78				
93%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	241	259
	unw_base	503	245	258
Very bad	freq	32	21	11
Very bad	prop	6%	9%	4%
Somewhat bad	freq	177	77	100
Somewhat bad	prop	35%	32%	39%
Somewhat good	freq	259	116	143
Somewhat good	prop	52%	48%	55%
Very good	freq	32	27	5
Very good	prop	6%	11%	2%
Top2Box	freq	291	143	148
Top2Box	prop	58%	59%	57%
Low2Box	freq	209	98	111
Low2Box	prop	42%	41%	43%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
211	163	126	46	228	197	243
155	174	174	38	223	214	267
7	15	10	7	13	11	23
3%	9%	8%	14%	6%	5%	9%
66	64	47	15	91	61	90
31%	40%	37%	33%	40%	31%	37%
123	74	62	19	115	110	114
58%	46%	49%	41%	50%	56%	47%
16	9	7	6	10	16	16
8%	5%	6%	12%	4%	8%	7%
139	83	69	24	125	125	130
66%	51%	55%	53%	55%	64%	54%
72	79	57	22	104	71	113
34%	49%	45%	47%	45%	36%	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
257	146	266	88	244	256	43
236	95	285	123	264	239	44
9	13	11	9	26	6	6
4%	9%	4%	10%	10%	3%	15%
87	45	98	33	78	99	9
34%	31%	37%	38%	32%	39%	21%
145	76	142	41	118	141	21
56%	52%	53%	47%	48%	55%	50%
16	11	16	5	23	9	6
6%	8%	6%	6%	9%	4%	14%
161	88	157	46	140	151	27
63%	60%	59%	53%	58%	59%	64%
96	58	109	42	104	105	16
37%	40%	41%	47%	42%	41%	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
457	54	446	329	160	169	217
459	59	444	351	142	170	218
26	6	26	22	10	12	12
6%	11%	6%	7%	6%	7%	5%
168	17	160	116	60	47	83
37%	31%	36%	35%	37%	28%	38%
238	23	236	166	83	91	112
52%	43%	53%	51%	52%	54%	52%
26	8	24	25	7	19	9
6%	14%	5%	8%	4%	11%	4%
264	31	260	192	90	110	122
58%	58%	58%	58%	56%	65%	56%
193	23	186	137	70	59	95
42%	42%	42%	42%	44%	35%	44%

Social Media Inactive				
114				
115				
9				
8%				
46				
40%				
56				
49%				
3				
3%				
59				
52%				
55				
48%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	283	217
	unw_base	507	214	293
Very bad	freq	17	12	6
Very bad	prop	3%	4%	3%
Somewhat bad	freq	49	23	26
Somewhat bad	prop	10%	8%	12%
Somewhat good	freq	186	90	96
Somewhat good	prop	37%	32%	44%
Very good	freq	248	159	89
Very good	prop	50%	56%	41%
Top2Box	freq	433	249	185
Top2Box	prop	87%	88%	85%
Low2Box	freq	67	34	32
Low2Box	prop	13%	12%	15%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
295	153	52	243	150	53	287
347	124	36	261	143	45	262
11	5	2	11	1	1	10
4%	3%	3%	4%	%	2%	4%
36	12	2	23	12	9	20
12%	8%	3%	10%	8%	16%	7%
116	60	10	102	52	16	99
39%	39%	20%	42%	35%	31%	34%
132	77	38	106	85	27	158
45%	50%	73%	44%	57%	51%	55%
248	137	48	209	138	43	256
84%	89%	93%	86%	92%	82%	89%
47	16	3	34	12	9	30
16%	11%	7%	14%	8%	18%	11%

#### 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
213	156	150	194	234	266	49
245	154	156	197	185	322	41
7	8	5	4	10	7	•
3%	5%	4%	2%	4%	3%	
29	16	13	20	16	34	3
14%	10%	9%	10%	7%	13%	6%
87	55	67	64	79	107	16
41%	35%	44%	33%	34%	40%	32%
90	77	65	106	129	118	30
42%	49%	43%	55%	55%	44%	62%
177	133	132	169	208	225	46
83%	85%	88%	87%	89%	85%	94%
36	24	19	24	26	41	3
17%	15%	12%	13%	11%	15%	6%

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
451	77	423	259	225	205	183
466	62	445	227	265	201	189
17	1	16	8	9	8	7
4%	1%	4%	3%	4%	4%	4%
46	3	46	19	28	18	18
10%	4%	11%	7%	13%	9%	10%
170	31	155	96	83	71	82
38%	41%	37%	37%	37%	34%	45%
217	41	206	137	105	108	77
48%	54%	49%	53%	47%	53%	42%
388	73	361	233	188	178	158
86%	95%	85%	90%	84%	87%	86%
64	4	63	26	37	27	25
14%	5%	15%	10%	16%	13%	14%

Social Media				
Inacti	ive			
	112			
	117			
	3			
	2%			
	13			
	11%			
	34			
	30%			
	63			
	57%			
	97			
	87%			
	15			
	13%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	240	260
	unw_base	507	226	281
Very bad	freq	113	32	81
Very bad	prop	23%	13%	31%
Somewhat bad	freq	248	124	123
Somewhat bad	prop	50%	52%	47%
Somewhat good	freq	124	71	53
Somewhat good	prop	25%	30%	20%
Very good	freq	16	12	4
Very good	prop	3%	5%	2%
Top2Box	freq	140	83	57
Top2Box	prop	28%	35%	22%
Low2Box	freq	360	156	204
Low2Box	prop	72%	65%	78%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
287	131	82	48	91	360	205
256	158	93	41	88	378	232
59	35	19	11	26	76	49
20%	27%	23%	22%	28%	21%	24%
136	63	49	19	43	185	111
47%	48%	60%	39%	47%	51%	54%
83	27	14	18	21	85	38
29%	20%	17%	38%	23%	24%	18%
9	7		1	2	13	7
3%	5%		2%	2%	4%	3%
92	34	14	19	22	98	44
32%	26%	17%	40%	24%	27%	22%
194	98	68	29	69	262	160
68%	74%	83%	60%	76%	73%	78%

## **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
295	231	142	127	267	233	112
275	225	153	129	289	218	119
64	51	34	28	53	59	31
22%	22%	24%	22%	20%	25%	27%
136	110	74	63	139	108	53
46%	48%	52%	50%	52%	46%	48%
87	64	30	31	63	61	20
29%	28%	21%	24%	24%	26%	18%
9	7	4	5	11	5	8
3%	3%	3%	4%	4%	2%	7%
95	70	34	36	74	66	28
32%	30%	24%	28%	28%	28%	25%
200	161	108	91	193	167	84
68%	70%	76%	72%	72%	72%	75%

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
388	172	328	411	87	343	114
388	186	321	441	63	342	118
82	38	75	96	15	73	26
21%	22%	23%	23%	18%	21%	23%
194	91	156	205	41	168	59
50%	53%	48%	50%	48%	49%	52%
104	36	88	96	28	88	28
27%	21%	27%	23%	33%	26%	24%
8	6	10	14	2	14	1
2%	3%	3%	3%	2%	4%	1%
112	42	98	110	30	102	29
29%	25%	30%	27%	35%	30%	25%
276	129	231	301	57	241	85
71%	75%	70%	73%	65%	70%	75%

Social Media
Inactive
43
47
13
30%
21
49%
8
19%
1
2%
9
21%
34
79%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	519	299	220
Very bad	freq	131	49	82
Very bad	prop	26%	19%	33%
Somewhat bad	freq	276	144	132
Somewhat bad	prop	55%	57%	54%
Somewhat good	freq	87	55	32
Somewhat good	prop	17%	22%	13%
Very good	freq	6	5	1
Very good	prop	1%	2%	%
Top2Box	freq	93	60	33
Top2Box	prop	19%	24%	13%
Low2Box	freq	407	193	215
Low2Box	prop	81%	76%	87%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
211	190	100	87	195	218	301
171	220	128	73	203	243	346
55	54	23	26	55	50	72
26%	28%	23%	30%	28%	23%	24%
110	110	56	50	96	131	171
52%	58%	57%	57%	49%	60%	57%
42	25	20	11	43	33	53
20%	13%	20%	13%	22%	15%	18%
4	2	1		2	4	5
2%	1%	1%		1%	2%	2%
45	26	21	11	45	37	58
22%	14%	21%	13%	23%	17%	19%
165	163	79	76	150	181	243
78%	86%	79%	87%	77%	83%	81%

## 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
199	8	125	367	286	214	58
173	5	113	401	333	186	68
59	3	35	94	68	63	19
30%		28%	26%	24%	30%	33%
105	3	64	208	154	122	22
53%		52%	57%	54%	57%	38%
34	2	26	59	59	28	15
17%		21%	16%	21%	13%	25%
1			6	5	1	2
%			2%	2%	%	4%
35	2	26	65	64	29	17
17%		21%	18%	22%	13%	29%
165	6	99	302	222	185	41
83%		79%	82%	78%	87%	71%

	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
442	89	411	390	94	182	221
451	108	411	431	72	196	221
112	24	108	108	20	38	62
25%	27%	26%	28%	21%	21%	28%
254	41	235	214	54	96	129
58%	46%	57%	55%	57%	53%	59%
72	21	65	62	21	41	29
16%	24%	16%	16%	22%	23%	13%
4	3	3	6		6	
1%	4%	1%	2%		3%	
75	25	68	68	21	47	29
17%	28%	17%	17%	22%	26%	13%
366	64	343	322	73	135	192
83%	72%	83%	83%	78%	74%	87%

Social Media Inactive				
	97			
	102			
	30			
	31%			
	51			
_	52%			
	16			
	17%			
	16			
	17%			
	81			
	83%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1054	531	523
Very bad	freq	303	142	162
Very bad	prop	61%	56%	65%
Somewhat bad	freq	146	82	64
Somewhat bad	prop	29%	33%	26%
Somewhat good	freq	39	21	18
Somewhat good	prop	8%	8%	7%
Very good	freq	11	7	4
Very good	prop	2%	3%	2%
Top2Box	freq	50	28	23
Top2Box	prop	10%	11%	9%
Low2Box	freq	450	224	226
Low2Box	prop	90%	89%	91%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
205	174	121	274	128	24	232
373	386	295	600	261	41	524
125	108	71	171	78	8	136
61%	62%	58%	62%	61%	33%	59%
55	54	37	73	37	11	69
27%	31%	31%	27%	29%	48%	30%
18	10	11	24	8	3	20
9%	6%	9%	9%	6%	14%	9%
7	3	2	6	5	1	7
3%	1%	2%	2%	4%	6%	3%
25	13	13	30	13	5	27
12%	7%	11%	11%	10%	20%	12%
180	161	108	244	115	19	205
88%	93%	89%	89%	90%	80%	88%

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
268	249	115	136	258	242	39
530	683	82	289	557	497	84
168	160	63	81	146	157	20
63%	64%	55%	59%	57%	65%	51%
77	63	41	42	79	67	9
29%	25%	36%	31%	31%	28%	22%
18	19	10	10	23	16	6
7%	8%	9%	7%	9%	6%	16%
5	7	1	3	10	2	4
2%	3%	1%	2%	4%	1%	11%
23	26	11	13	33	17	10
9%	10%	10%	10%	13%	7%	26%
245	223	103	123	225	224	28
91%	90%	90%	90%	87%	93%	74%

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
461	50	450	285	207	261	120
970	103	951	607	428	536	252
284	23	281	169	130	154	79
61%	46%	62%	59%	63%	59%	66%
138	13	133	86	58	71	33
30%	26%	30%	30%	28%	27%	28%
33	10	29	21	16	27	8
7%	20%	6%	8%	8%	10%	6%
7	4	7	9	3	10	0
2%	9%	2%	3%	1%	4%	%
40	14	36	30	19	37	8
9%	29%	8%	11%	9%	14%	7%
421	35	414	255	188	225	112
91%	71%	92%	89%	91%	86%	93%

Social				
Media				
Inactive				
119				
266				
71				
60%				
42				
35%				
4				
3%				
2				
1%				
6				
5%				
113				
95%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	522	275	247
Very bad	freq	24	12	12
Very bad	prop	5%	5%	5%
Somewhat bad	freq	155	62	94
Somewhat bad	prop	31%	24%	38%
Somewhat good	freq	260	144	116
Somewhat good	prop	52%	57%	47%
Very good	freq	61	36	25
Very good	prop	12%	14%	10%
Top2Box	freq	320	180	140
Top2Box	prop	64%	71%	57%
Low2Box	freq	180	74	106
Low2Box	prop	36%	29%	43%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	154	161	115	222	87	159
180	159	183	145	229	74	157
6	13	6	13	7	0	3
3%	8%	3%	12%	3%	%	2%
53	49	53	49	68	12	45
29%	32%	33%	43%	31%	13%	28%
112	71	77	45	134	42	83
60%	46%	48%	39%	60%	49%	52%
14	21	26	7	13	33	28
8%	14%	16%	6%	6%	38%	18%
126	92	103	52	147	75	112
68%	60%	64%	45%	66%	86%	70%
60	62	58	63	75	12	48
32%	40%	36%	55%	34%	14%	30%

## 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
341	105	263	132	342	158	77
365	344	90	88	330	192	64
21	6	11	7	18	7	0
6%	6%	4%	5%	5%	4%	%
111	34	86	35	109	46	25
32%	33%	33%	26%	32%	29%	32%
176	56	138	66	176	84	39
52%	53%	52%	50%	51%	53%	51%
32	9	28	25	40	21	12
9%	8%	10%	19%	12%	13%	16%
209	64	165	91	216	105	52
61%	61%	63%	68%	63%	66%	67%
132	41	97	42	127	53	25
39%	39%	37%	32%	37%	34%	33%

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
423	103	397	367	129	194	109
458	73	449	359	158	166	137
24		24	8	15	6	1
6%		6%	2%	12%	3%	1%
130	30	126	91	64	52	31
31%	29%	32%	25%	50%	27%	28%
220	55	205	214	43	108	60
52%	54%	52%	58%	33%	56%	55%
48	18	43	54	6	28	18
11%	18%	11%	15%	5%	14%	16%
269	73	247	268	49	135	77
64%	71%	62%	73%	38%	70%	71%
154	30	150	99	80	58	32
36%	29%	38%	27%	62%	30%	29%

Social Media Inactive				
	197			
	219			
	17			
	9%			
	73			
	37%			
	92			
	47%			
	15			
	8%			
	107			
	54%			
	90			
	46%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	518	247	271
Very bad	freq	116	44	72
Very bad	prop	23%	18%	29%
Somewhat bad	freq	158	78	81
Somewhat bad	prop	32%	31%	32%
Somewhat good	freq	186	103	84
Somewhat good	prop	37%	41%	34%
Very good	freq	39	27	12
Very good	prop	8%	11%	5%
Top2Box	freq	225	130	96
Top2Box	prop	45%	51%	39%
Low2Box	freq	275	122	152
Low2Box	prop	55%	49%	61%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
262	180	57	15	126	359	291
298	179	41	17	132	369	293
57	48	11	4	27	86	55
22%	27%	19%		21%	24%	19%
81	49	28	4	45	109	93
31%	27%	49%		35%	31%	32%
103	69	14	6	41	139	116
39%	38%	24%		32%	39%	40%
22	13	4	1	14	24	27
8%	7%	7%		11%	7%	9%
125	83	18	7	55	163	143
47%	46%	32%		44%	45%	49%
138	98	39	8	71	196	148
53%	54%	68%		56%	55%	51%

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
209	137	73	289	290	210	52
225	137	75	306	293	225	57
61	35	17	65	55	61	10
29%	26%	23%	22%	19%	29%	19%
65	47	25	87	88	71	11
31%	34%	34%	30%	30%	34%	21%
71	44	28	115	123	64	21
34%	32%	38%	40%	42%	30%	42%
12	12	4	23	25	14	10
6%	9%	6%	8%	9%	7%	18%
83	56	32	138	147	78	31
40%	40%	43%	48%	51%	37%	60%
126	82	42	151	143	132	21
60%	60%	57%	52%	49%	63%	40%

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
448	169	331	330	162	308	151
461	180	338	351	159	325	154
106	32	84	80	34	76	32
24%	19%	25%	24%	21%	25%	21%
148	38	121	90	63	88	57
33%	22%	36%	27%	39%	28%	38%
165	78	109	129	56	122	54
37%	46%	33%	39%	35%	40%	36%
30	21	18	30	9	22	8
7%	13%	5%	9%	5%	7%	5%
194	99	126	159	65	145	62
43%	59%	38%	48%	40%	47%	41%
254	70	205	171	98	164	89
57%	41%	62%	52%	60%	53%	59%

Social Media					
Inactive					
40					
39					
8					
20%					
14					
35%					
10					
25%					
9					
21%					
18					
46%					
22					
54%					

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1081	537	544
Very bad	freq	109	53	56
Very bad	prop	22%	22%	22%
Somewhat bad	freq	205	89	116
Somewhat bad	prop	41%	36%	46%
Somewhat good	freq	143	75	68
Somewhat good	prop	29%	30%	27%
Very good	freq	43	31	12
Very good	prop	9%	12%	5%
Top2Box	freq	186	105	80
Top2Box	prop	37%	43%	32%
Low2Box	freq	314	142	172
Low2Box	prop	63%	57%	68%

## **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	157	160	76	186	215	289
287	371	423	105	394	528	703
36	32	42	22	39	40	65
20%	20%	26%	28%	21%	19%	23%
64	69	71	31	76	87	120
35%	44%	44%	41%	41%	41%	42%
51	49	42	18	55	67	83
28%	31%	26%	24%	30%	31%	29%
31	6	5	5	16	21	20
17%	4%	3%	7%	9%	10%	7%
83	55	47	23	71	88	103
45%	35%	30%	30%	38%	41%	36%
100	101	113	53	115	127	186
55%	65%	70%	70%	62%	59%	64%

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
211	232	127	141	257	243	57
378	372	338	371	588	493	137
44	66	27	17	45	64	10
21%	28%	21%	12%	18%	26%	17%
85	94	56	56	96	110	18
40%	40%	44%	40%	37%	45%	32%
60	57	37	49	82	61	14
28%	24%	29%	35%	32%	25%	25%
23	17	7	19	35	8	15
11%	7%	5%	14%	13%	3%	26%
82	73	44	68	117	69	29
39%	32%	35%	48%	45%	28%	51%
129	159	83	72	141	174	28
61%	68%	65%	52%	55%	72%	49%

#### s it...

	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	61	439	327	171	191	93
944	152	929	738	339	397	208
99	10	100	59	48	43	18
22%	16%	23%	18%	28%	22%	19%
187	21	184	131	75	65	49
42%	34%	42%	40%	44%	34%	53%
129	15	128	103	40	46	25
29%	25%	29%	31%	23%	24%	27%
28	16	27	34	8	36	1
6%	26%	6%	10%	5%	19%	2%
156	31	155	137	48	82	26
35%	50%	35%	42%	28%	43%	28%
286	30	284	190	122	108	67
65%	50%	65%	58%	72%	57%	72%

Social Media Inactive	US Region Northeast	US Region Midwest	US Region South	US Region West
216	91	103	175	131
476	196	226	389	270
49	18	21	46	24
23%	19%	20%	27%	19%
91	36	45	65	60
42%	39%	44%	37%	46%
72	31	34	45	34
33%	34%	33%	26%	26%
5	8	3	19	13
2%	8%	3%	11%	10%
77	38	37	64	46
36%	42%	36%	36%	36%
140	53	66	111	84
64%	58%	64%	64%	64%

Stub	Stat	Overall	Gender Male	Gender Female
Stup	2 1111			
	base	12498	6239	6259
	unw_base	19242	9650	9592
1 – Very weak economy	freq	1376	635	741
1 - Very weak economy	prop	11%	10%	12%
2	freq	1329	621	708
2	prop	11%	10%	11%
3	freq	2795	1336	1458
3	prop	22%	21%	23%
4	freq	3434	1663	1771
4	prop	27%	27%	28%
5	freq	2448	1310	1138
5	prop	20%	21%	18%
6	freq	649	369	280
6	prop	5%	6%	4%
7 – Very strong economy	freq	468	304	164
7 – Very strong economy	prop	4%	5%	3%
Top3Box	freq	3565	1984	1582
Тор3Вох	prop	29%	32%	25%
Low3Box	freq	5500	2593	2907
Low3Box	prop	44%	42%	46%

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

Age Under	A 05 40	A 50 04	Household	Household Income	Household Income	Marital Status
35	Age 35-49	Age 50-64	Income Low	Medium	High	Married
5478	4005	3015	3620	4569	3457	5921
7387	6550	5305	4847	7189	5900	9801
523	497	356	608	485	184	640
10%	12%	12%	17%	11%	5%	11%
557	454	318	480	489	267	578
10%	11%	11%	13%	11%	8%	10%
1192	866	737	852	1057	705	1314
22%	22%	24%	24%	23%	20%	22%
1582	1059	793	926	1246	998	1575
29%	26%	26%	26%	27%	29%	27%
1115	756	577	490	906	907	1214
20%	19%	19%	14%	20%	26%	21%
259	243	148	123	232	259	349
5%	6%	5%	3%	5%	7%	6%
250	132	86	142	154	138	251
5%	3%	3%	4%	3%	4%	4%
1624	1130	811	754	1292	1304	1814
30%	28%	27%	21%	28%	38%	31%
2272	1816	1411	1939	2032	1156	2531
41%	45%	47%	54%	44%	33%	43%

All Demos

### 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
6578	4432	4374	3693	6652	5846	1385
9441	5300	6639	7303	10695	8547	2177
736	696	420	259	682	694	136
11%	16%	10%	7%	10%	12%	10%
752	563	437	329	683	647	129
11%	13%	10%	9%	10%	11%	9%
1481	972	1027	796	1440	1354	255
23%	22%	23%	22%	22%	23%	18%
1858	1152	1225	1056	1761	1672	330
28%	26%	28%	29%	26%	29%	24%
1234	717	870	860	1400	1048	312
19%	16%	20%	23%	21%	18%	23%
301	160	251	238	389	260	114
5%	4%	6%	6%	6%	4%	8%
217	170	142	155	298	170	109
3%	4%	3%	4%	4%	3%	8%
1751	1048	1264	1253	2086	1479	535
27%	24%	29%	34%	31%	25%	39%
2968	2231	1885	1384	2805	2695	520
45%	50%	43%	37%	42%	46%	38%

#### 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
11113	2162	10337	8254	3991	5310	3456
17065	3550	15692	13264	5643	7955	4899
1240	171	1204	796	535	580	359
11%	8%	12%	10%	13%	11%	10%
1200	186	1143	829	464	585	407
11%	9%	11%	10%	12%	11%	12%
2540	383	2411	1816	926	1135	857
23%	18%	23%	22%	23%	21%	25%
3104	546	2887	2293	1074	1360	940
28%	25%	28%	28%	27%	26%	27%
2136	538	1910	1728	691	1122	629
19%	25%	18%	21%	17%	21%	18%
535	174	475	472	165	286	173
5%	8%	5%	6%	4%	5%	5%
359	162	306	320	136	241	91
3%	7%	3%	4%	3%	5%	3%
3030	874	2691	2521	992	1649	893
27%	40%	26%	31%	25%	31%	26%
4979	741	4759	3441	1925	2301	1623
45%	34%	46%	42%	48%	43%	47%

Socia Medi	
Inacti	ve
	3232
	5358
	420
	13%
	322
	10%
	731
	23%
	976
	30%
	525
	16%
	145
	4%
	113
	3%
	783
	24%
	1473
	46%

		All		
Stub	Stat	Countries	Argentina	Australia
	base	12498	500	500
	unw_base	19242	505	1016
1 – Very weak economy	freq	1376	116	22
1 – Very weak economy	prop	11%	23%	4%
2	freq	1329	92	29
2	prop	11%	18%	6%
3	freq	2795	127	88
3	prop	22%	25%	18%
4	freq	3434	90	179
4	prop	27%	18%	36%
5	freq	2448	54	144
5	prop	20%	11%	29%
6	freq	649	15	29
6	prop	5%	3%	6%
7 – Very strong economy	freq	468	6	10
7 – Very strong economy	prop	4%	1%	2%
Top3Box	freq	3565	75	182
Top3Box	prop	29%	15%	36%
Low3Box	freq	5500	335	138
Low3Box	prop	44%	67%	28%

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

Belgium	Brazil	Canada	China	France	Germany	Great Britain
500	500	500	500	500	500	500
526	1008	1037	1030	1049	1020	1048
27	110	19	16	59	15	27
5%	22%	4%	3%	12%	3%	5%
53	75	19	15	80	23	38
11%	15%	4%	3%	16%	5%	8%
122	110	80	72	165	58	122
24%	22%	16%	14%	33%	12%	24%
172	95	173	157	130	131	171
34%	19%	35%	31%	26%	26%	34%
108	66	161	172	53	172	121
22%	13%	32%	34%	11%	34%	24%
15	17	32	45	10	77	13
3%	3%	6%	9%	2%	15%	3%
3	27	16	23	2	24	7
1%	5%	3%	5%	%	5%	1%
126	111	210	240	65	273	141
25%	22%	42%	48%	13%	55%	28%
202	295	117	103	305	96	187
40%	59%	23%	21%	61%	19%	38%

All Countries

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

Hungary	India	Indonesia	Italy	Japan	Mexico	Poland
499	500	500	500	500	500	500
503	1052	507	1049	1163	503	506
93	18	19	147	39	94	57
19%	4%	4%	29%	8%	19%	11%
84	20	13	98	49	64	69
17%	4%	3%	20%	10%	13%	14%
149	80	100	111	166	117	133
30%	16%	20%	22%	33%	23%	27%
108	168	174	98	175	147	125
22%	34%	35%	20%	35%	29%	25%
50	143	141	34	68	62	85
10%	29%	28%	7%	14%	12%	17%
12	36	43	5	1	11	19
2%	7%	9%	1%	%	2%	4%
4	34	10	7	3	5	11
1%	7%	2%	1%	1%	1%	2%
65	213	194	47	72	78	115
13%	43%	39%	9%	14%	16%	23%
326	118	132	356	253	275	260
65%	24%	26%	71%	51%	55%	52%

## ak economy.

		Saudi		South		
Romania	Russia	Arabia	South Africa	Korea	Spain	Sweden
499	500	500	500	500	500	500
509	503	507	507	519	1054	522
129	43	23	44	45	123	8
26%	9%	5%	9%	9%	25%	2%
115	39	18	58	59	96	20
23%	8%	4%	12%	12%	19%	4%
119	123	46	149	166	124	52
24%	25%	9%	30%	33%	25%	10%
77	136	78	149	150	102	165
15%	27%	16%	30%	30%	20%	33%
35	106	117	75	71	43	146
7%	21%	23%	15%	14%	9%	29%
11	32	74	15	7	7	72
2%	6%	15%	3%	1%	1%	14%
13	21	144	9	3	5	38
3%	4%	29%	2%	1%	1%	8%
60	159	335	99	80	55	256
12%	32%	67%	20%	16%	11%	51%
362	205	87	252	270	343	79
73%	41%	17%	50%	54%	69%	16%

Turkey	US
500	500
518	1081
30	52
6%	10%
57	49
11%	10%
102	113
20%	23%
135	149
27%	30%
122	98
24%	20%
31	19
6%	4%
22	20
4%	4%
176	137
35%	27%
190	214
38%	43%

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	12498	1000	1500
	unw_base	19242	2118	2016
1 - Very weak economy	freq	1376	71	320
1 - Very weak economy	prop	11%	7%	21%
2	freq	1329	68	230
2	prop	11%	7%	15%
3	freq	2795	193	355
3	prop	22%	19%	24%
4	freq	3434	323	331
4	prop	27%	32%	22%
5	freq	2448	259	182
5	prop	20%	26%	12%
6	freq	649	51	43
6	prop	5%	5%	3%
7 – Very strong economy	freq	468	37	39
7 – Very strong economy	prop	4%	4%	3%
Top3Box	freq	3565	347	264
Top3Box	prop	29%	35%	18%
Low3Box	freq	5500	331	905
Low3Box	prop	44%	33%	60%

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

Europe	APAC	G-8	BRIC	Middle East Africa
4998	3500	4000	2000	1500
7786	5790	7950	3593	1532
685	202	400	187	98
14%	6%	10%	9%	7%
675	223	394	149	133
14%	6%	10%	7%	9%
1155	794	938	385	298
23%	23%	23%	19%	20%
1279	1139	1163	556	361
26%	33%	29%	28%	24%
847	846	814	488	314
17%	24%	20%	24%	21%
241	193	189	131	121
5%	6%	5%	7%	8%
115	103	101	105	175
2%	3%	3%	5%	12%
1203	1141	1104	723	610
24%	33%	28%	36%	41%
2516	1219	1732	721	529
50%	35%	43%	36%	35%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	505	282	223
1 – Very weak economy	freq	116	54	62
1 – Very weak economy	prop	23%	22%	24%
2	freq	92	36	56
2	prop	18%	15%	22%
3	freq	127	58	69
3	prop	25%	24%	27%
4	freq	90	50	40
4	prop	18%	20%	16%
5	freq	54	33	21
5	prop	11%	13%	8%
6	freq	15	10	5
6	prop	3%	4%	2%
7 – Very strong economy	freq	6	5	1
7 – Very strong economy	prop	1%	2%	1%
Top3Box	freq	75	48	28
Top3Box	prop	15%	20%	11%
Low3Box	freq	335	148	187
Low3Box	prop	67%	60%	73%

Age Under	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
248	145	107	196	202	102	161
214	165	126	151	218	136	187
50	44	22	43	53	20	40
20%	30%	21%	22%	26%	20%	25%
54	26	12	40	27	25	21
22%	18%	11%	20%	14%	24%	13%
57	31	39	46	55	26	51
23%	21%	37%	23%	27%	26%	32%
53	22	15	39	35	16	23
21%	15%	14%	20%	17%	15%	14%
26	14	13	20	22	11	18
11%	10%	12%	10%	11%	11%	11%
6	5	5	6	8	2	5
2%	3%	4%	3%	4%	2%	3%
1	3	1	3	1	2	3
1%	2%	1%	1%	1%	2%	2%
34	22	19	29	31	15	26
14%	15%	18%	15%	16%	15%	16%
161	101	73	129	135	71	112
65%	69%	69%	66%	67%	70%	70%

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 High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
339	327	119	55	244	256	66
318	202	167	136	290	215	78
76	83	20	13	52	64	18
22%	25%	17%	23%	21%	25%	28%
71	57	20	15	47	45	10
21%	18%	17%	27%	19%	17%	16%
76	81	35	11	65	62	17
22%	25%	30%	20%	27%	24%	25%
67	49	29	12	39	51	10
20%	15%	25%	21%	16%	20%	14%
36	39	10	5	27	27	6
11%	12%	9%	9%	11%	10%	9%
11	12	3	0	10	5	2
3%	4%	2%	1%	4%	2%	3%
3	6	1		3	3	3
1%	2%	1%		1%	1%	4%
50	57	14	5	41	35	11
15%	17%	12%	9%	17%	14%	16%
223	221	75	38	165	170	45
66%	68%	64%	70%	68%	67%	69%

	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
434	69	431	283	202	282	113
427	94	411	331	162	300	121
98	15	101	68	46	64	25
23%	22%	24%	24%	23%	23%	22%
81	12	79	48	35	47	26
19%	18%	18%	17%	18%	17%	23%
110	17	110	74	50	72	28
25%	24%	26%	26%	25%	25%	25%
80	10	80	46	41	52	25
18%	14%	18%	16%	20%	18%	22%
48	5	49	34	19	30	8
11%	7%	11%	12%	10%	11%	7%
13	5	10	9	6	11	2
3%	8%	2%	3%	3%	4%	2%
3	5	1	3	3	6	
1%	7%	%	1%	2%	2%	
64	15	60	46	29	47	9
15%	22%	14%	16%	14%	17%	8%
290	44	291	191	131	183	79
67%	64%	68%	67%	65%	65%	70%

Social Media				
Inactive				
105				
84				
27 26%				
18 18%				
27 26%				
13				
12%				
16				
15%				
3				
3%				
070				
-				
19				
18%				
73				
70%				
. 070				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1016	471	545
1 – Very weak economy	freq	22	12	9
1 – Very weak economy	prop	4%	5%	4%
2	freq	29	14	15
2	prop	6%	5%	6%
3	freq	88	45	42
3	prop	18%	18%	17%
4	freq	179	74	105
4	prop	36%	30%	42%
5	freq	144	81	63
5	prop	29%	32%	25%
6	freq	29	15	14
6	prop	6%	6%	6%
7 – Very strong economy	freq	10	7	3
7 – Very strong economy	prop	2%	3%	1%
Top3Box	freq	182	103	80
Top3Box	prop	36%	41%	32%
Low3Box	freq	138	71	67
Low3Box	prop	28%	29%	27%

Age Under	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
196	149	155	112	258	131	230
267	358	391	205	513	298	539
8	5	8	11	7	3	10
4%	4%	5%	10%	3%	2%	4%
17	6	6	7	15	6	10
9%	4%	4%	7%	6%	5%	5%
29	30	29	20	44	24	39
15%	20%	19%	18%	17%	18%	17%
71	56	52	41	97	41	84
36%	38%	33%	37%	38%	32%	37%
56	43	45	25	76	43	66
29%	29%	29%	23%	29%	33%	29%
9	7	13	5	12	12	18
4%	5%	9%	4%	5%	9%	8%
6	1	3	3	6	1	2
3%	1%	2%	2%	2%	1%	1%
71	51	61	33	94	56	86
36%	34%	39%	29%	36%	43%	37%
54	41	42	38	67	33	59
28%	28%	27%	34%	26%	25%	26%

Australia

## 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
270	132	294	74	286	214	60
477	297	309	410	591	425	137
11	8	11	2	15	6	2
4%	6%	4%	3%	5%	3%	4%
19	7	19	3	18	11	2
7%	5%	6%	4%	6%	5%	4%
49	23	53	11	53	34	13
18%	18%	18%	15%	19%	16%	22%
95	44	110	25	90	90	17
35%	34%	37%	33%	31%	42%	28%
78	37	81	25	90	54	18
29%	28%	28%	34%	31%	25%	31%
11	8	15	6	15	14	5
4%	6%	5%	8%	5%	6%	8%
8	3	5	2	5	5	2
3%	2%	2%	3%	2%	2%	3%
96	48	101	33	110	73	25
36%	37%	34%	45%	38%	34%	42%
79	39	83	16	86	52	18
29%	29%	28%	22%	30%	24%	30%

	Senior Executive	Senior Executive	Employmen	Flavan	Casial	Casial
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
440	69	431	321	170	200	125
879	170	846	665	328	419	260
19	3	19	11	9	9	4
4%	4%	4%	4%	5%	5%	3%
26	5	24	21	7	11	8
6%	7%	6%	6%	4%	6%	7%
75	14	74	59	27	35	23
17%	20%	17%	19%	16%	18%	18%
163	20	159	114	61	66	47
37%	30%	37%	36%	36%	33%	38%
126	19	124	93	49	59	35
29%	28%	29%	29%	29%	29%	28%
24	5	24	18	11	12	8
5%	8%	5%	6%	6%	6%	6%
8	2	7	4	6	8	0
2%	3%	2%	1%	3%	4%	%
157	27	155	115	65	79	43
36%	40%	36%	36%	38%	39%	35%
120	21	117	91	43	56	35
27%	31%	27%	29%	26%	28%	28%

Social Media Inactive					
	175				
	337				
	8				
	5%				
	9				
	5%				
	30				
	17%				
	67				
	38%				
	49				
	28%				
	9				
	5%				
	2				
	1%				
	60				
	35%				
	47				
	27%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	526	273	253
1 – Very weak economy	freq	27	16	11
1 – Very weak economy	prop	5%	6%	5%
2	freq	53	19	34
2	prop	11%	7%	14%
3	freq	122	63	59
3	prop	24%	25%	24%
4	freq	172	87	85
4	prop	34%	34%	34%
5	freq	108	59	49
5	prop	22%	23%	20%
6	freq	15	6	10
6	prop	3%	2%	4%
7 – Very strong economy	freq	3	3	
7 – Very strong economy	prop	1%	1%	
Top3Box	freq	126	68	59
Top3Box	prop	25%	27%	24%
Low3Box	freq	202	97	104
Low3Box	prop	40%	39%	42%

				Household	Household	Marital
Age Under			Household	Income	Income	Status
35	Age 35-49	Age 50-64	Income Low	Medium	High	Married
184	167	148	123	157	126	200
168	178	180	132	169	127	215
10	10	7	15	7	3	9
6%	6%	4%	12%	4%	2%	4%
8	24	21	18	18	5	18
4%	14%	14%	15%	11%	4%	9%
44	38	40	25	46	25	49
24%	22%	27%	20%	29%	20%	24%
57	58	56	45	52	41	70
31%	35%	38%	36%	33%	33%	35%
57	29	22	18	30	42	44
31%	17%	15%	15%	19%	34%	22%
6	7	2	3	4	7	7
3%	4%	1%	2%	3%	6%	4%
2	1	1		1	3	3
1%	%	1%		%	2%	2%
65	37	24	21	35	52	55
35%	22%	16%	17%	22%	41%	27%
62	72	68	57	70	33	75
34%	43%	46%	47%	45%	26%	38%

Belgium

## 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
300	172	186	142	290	210	31
311	156	265	105	311	215	30
18	16	8	3	21	7	2
6%	9%	4%	2%	7%	3%	7%
35	30	15	8	32	20	1
12%	18%	8%	6%	11%	10%	2%
73	39	49	33	67	55	8
24%	23%	26%	24%	23%	26%	26%
102	57	77	38	100	72	10
34%	33%	41%	27%	34%	34%	33%
63	23	33	51	58	49	7
21%	14%	18%	36%	20%	24%	23%
8	6	3	6	9	6	1
3%	4%	2%	4%	3%	3%	4%
	-	1	3	3	-	2
		%	2%	1%		5%
72	30	37	60	71	56	10
24%	17%	20%	42%	24%	27%	33%
126	86	72	44	120	82	11
42%	50%	39%	31%	41%	39%	34%

	Senior Executive	Senior Executive	Employmen			
Business	Decision Maker	Decision Maker	t Status Total	t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
469	44	456	295	193	102	167
496	43	483	312	201	111	161
25	3	24	16	10	7	4
5%	7%	5%	6%	5%	7%	2%
52	3	50	27	25	11	16
11%	6%	11%	9%	13%	11%	9%
114	11	111	68	49	27	44
24%	25%	24%	23%	25%	27%	26%
162	14	158	104	63	27	55
34%	33%	35%	35%	33%	27%	33%
101	9	99	69	38	25	42
21%	21%	22%	23%	20%	24%	25%
14	1	15	9	7	2	6
3%	1%	3%	3%	3%	2%	3%
2	3		2	1	2	1
%	8%		1%	1%	2%	1%
116	13	113	80	45	29	49
25%	30%	25%	27%	24%	29%	29%
191	16	185	111	84	46	63
41%	37%	41%	38%	44%	45%	38%

Social Media Inactive					
	231				
	254				
	17				
	7%				
	26				
	11%				
	50				
	22%				
	89				
	39%				
	41				
	18%				
	7				
	3%				
	48				
	21%				
	93				
	40%				

Stub	Stat	Overall	Gender Male	Gender Female
Gtub	base	500	245	255
	unw_base	1008	460	548
1 – Very weak economy	freq	110	39	71
1 – Very weak economy	prop	22%	16%	28%
2	freq	75	37	38
2	prop	15%	15%	15%
3	freq	110	67	44
3	prop	22%	27%	17%
4	freq	95	41	54
4	prop	19%	17%	21%
5	freq	66	48	18
5	prop	13%	20%	7%
6	freq	17	6	11
6	prop	3%	2%	4%
7 – Very strong economy	freq	27	8	19
7 – Very strong economy	prop	5%	3%	7%
Тор3Вох	freq	111	62	49
Тор3Вох	prop	22%	25%	19%
Low3Box	freq	295	142	153
Low3Box	prop	59%	58%	60%

				Household	Household	Marital
Age Under 35	Age 35-49	Age 50-64	Household Income Low	Income Medium	Income High	Status Married
271	148	82	184	304	13	188
455	330	223	162	771	75	453
54	39	17	58	48	3	32
20%	26%	21%	32%	16%	27%	17%
50	23	2	32	41	1	39
18%	16%	2%	18%	14%	6%	21%
56	34	21	44	62	4	43
21%	23%	26%	24%	20%	33%	23%
63	18	15	20	73	2	31
23%	12%	18%	11%	24%	15%	16%
28	21	17	19	46	1	25
11%	14%	21%	10%	15%	10%	13%
6	5	7	0	16	1	4
2%	3%	8%	%	5%	6%	2%
14	9	4	10	17	0	16
5%	6%	5%	5%	6%	4%	8%
49	35	27	29	79	2	44
18%	23%	33%	16%	26%	20%	24%
159	96	40	135	152	8	113
59%	65%	49%	73%	50%	66%	60%

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
312	363	107	29	234	266	51
555	113	516	379	491	517	145
78	92	14	3	38	71	1
25%	25%	13%	10%	16%	27%	2%
36	63	9	3	47	28	14
12%	17%	8%	9%	20%	10%	27%
68	77	26	6	52	59	6
22%	21%	25%	22%	22%	22%	12%
64	57	28	9	36	59	15
20%	16%	26%	31%	15%	22%	30%
41	45	16	5	43	23	8
13%	12%	15%	18%	18%	9%	17%
13	7	9	2	9	8	4
4%	2%	8%	6%	4%	3%	8%
12	21	5	2	9	18	2
4%	6%	4%	5%	4%	7%	4%
66	73	29	8	61	50	15
21%	20%	27%	29%	26%	19%	29%
182	233	50	12	137	158	21
58%	64%	46%	41%	59%	59%	41%

	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
449	74	426	327	149	295	101
863	192	816	732	251	710	195
108	6	103	56	42	31	35
24%	9%	24%	17%	28%	11%	35%
61	14	61	53	17	55	6
14%	19%	14%	16%	12%	19%	6%
104	7	104	60	49	68	29
23%	9%	24%	18%	33%	23%	29%
80	15	80	77	15	70	18
18%	20%	19%	24%	10%	24%	17%
58	20	46	53	13	45	9
13%	28%	11%	16%	9%	15%	9%
13	5	13	11	6	10	2
3%	6%	3%	3%	4%	3%	2%
25	6	21	16	7	15	2
6%	9%	5%	5%	5%	5%	2%
96	31	79	80	26	70	13
21%	43%	19%	25%	17%	24%	13%
274	27	267	169	109	155	70
61%	37%	63%	52%	73%	52%	69%

Socie	al .					
Medi	Social					
Inacti						
	105					
	103					
	43					
	41%					
	14					
	13%					
	13					
	13%					
	7					
	7%					
	12					
	11%					
	5					
	5%					
	10					
	10%					
	27					
	26%					
	70					
	67%					

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1037	478	559
1 – Very weak economy	freq	19	11	8
1 – Very weak economy	prop	4%	4%	3%
2	freq	19	9	10
2	prop	4%	4%	4%
3	freq	80	42	38
3	prop	16%	17%	15%
4	freq	173	79	94
4	prop	35%	32%	37%
5	freq	161	77	84
5	prop	32%	31%	33%
6	freq	32	18	14
6	prop	6%	7%	6%
7 – Very strong economy	freq	16	12	5
7 – Very strong economy	prop	3%	5%	2%
Top3Box	freq	210	106	103
Top3Box	prop	42%	43%	41%
Low3Box	freq	117	61	56
Low3Box	prop	23%	25%	22%

## **B6** Rate the current state of the econo

Age Under			Household	Household Income	Household Income	Marital Status
35	Age 35-49	Age 50-64	Income Low	Medium	High	Married
177	173	149	67	157	206	231
314	347	376	133	322	436	510
6	7	5	5	6	3	8
3%	4%	3%	7%	4%	2%	3%
3	9	7	3	8	5	8
2%	5%	5%	4%	5%	2%	3%
24	28	28	15	20	32	37
13%	16%	19%	22%	13%	16%	16%
63	58	52	27	56	66	79
35%	34%	35%	40%	36%	32%	34%
60	59	43	12	52	77	76
34%	34%	29%	17%	33%	37%	33%
14	9	9	1	10	17	17
8%	5%	6%	2%	6%	8%	7%
8	3	5	5	5	7	7
4%	2%	4%	7%	3%	3%	3%
82	71	57	18	67	100	99
46%	41%	38%	26%	43%	49%	43%
33	44	40	22	34	40	52
19%	26%	27%	33%	22%	19%	23%

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
269	186	223	91	261	239	40
527	379	469	189	535	502	85
11	10	6	3	12	7	2
4%	5%	3%	3%	5%	3%	5%
11	9	7	3	8	10	4
4%	5%	3%	3%	3%	4%	10%
42	31	36	13	40	40	5
16%	17%	16%	14%	15%	17%	12%
94	66	77	31	89	85	9
35%	35%	34%	34%	34%	35%	22%
85	55	73	34	83	79	11
32%	29%	33%	37%	32%	33%	26%
16	9	17	6	17	15	4
6%	5%	8%	6%	7%	6%	11%
10	6	8	2	12	4	6
4%	3%	4%	2%	5%	2%	14%
111	70	98	42	112	98	21
41%	38%	44%	46%	43%	41%	51%
65	50	48	18	60	57	11
24%	27%	22%	20%	23%	24%	27%

# y today and 1 means a very weak economy.

	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
460	58	442	335	154	194	125
952	119	918	689	325	388	258
17	3	16	11	6	7	4
4%	5%	4%	3%	4%	3%	3%
14	6	12	12	6	9	6
3%	11%	3%	4%	4%	5%	5%
75	7	73	47	29	30	19
16%	12%	16%	14%	19%	16%	15%
164	15	159	116	55	60	45
36%	25%	36%	35%	36%	31%	36%
151	18	144	113	47	61	45
33%	31%	32%	34%	31%	31%	36%
28	5	27	24	7	17	4
6%	9%	6%	7%	4%	9%	3%
11	5	12	12	5	11	2
2%	8%	3%	3%	3%	6%	2%
189	27	183	148	59	89	51
41%	47%	41%	44%	38%	46%	41%
106	16	101	71	41	46	29
23%	27%	23%	21%	26%	24%	23%

Social Media Inactive	Canada Region Quebec	Canada Region Praries	Canada Region British Columbia	Canada Region Ontario	Canada Region Atlantic	Canada Region Alberta
181	120		77	187	38	44
391	247		165	386	79	91
8	3		4	10	1	0
4%	2%		5%	5%	3%	1%
4	3	1	2	8	4	0
2%	3%	3%	3%	4%	10%	1%
30	17	3	14	38	5	2
17%	14%	10%	18%	20%	13%	5%
69	47	12	24	64	13	14
38%	39%	35%	30%	34%	33%	32%
55	42	14	27	52	13	14
31%	34%	41%	36%	28%	34%	32%
12	5	3	5	10	2	7
7%	4%	8%	6%	5%	6%	17%
3	3	1	1	5	0	6
2%	3%	4%	1%	2%	1%	13%
70	50	18	34	67	16	27
39%	41%	53%	43%	36%	41%	61%
42	24	4	20	56	10	3
23%	20%	12%	26%	30%	26%	7%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	249	251
	unw_base	1030	524	506
1 – Very weak economy	freq	16	9	6
1 – Very weak economy	prop	3%	4%	3%
2	freq	15	14	1
2	prop	3%	5%	%
3	freq	72	27	45
3	prop	14%	11%	18%
4	freq	157	92	65
4	prop	31%	37%	26%
5	freq	172	68	104
5	prop	34%	27%	41%
6	freq	45	24	21
6	prop	9%	10%	8%
7 – Very strong economy	freq	23	15	8
7 – Very strong economy	prop	5%	6%	3%
Top3Box	freq	240	107	133
Top3Box	prop	48%	43%	53%
Low3Box	freq	103	50	53
Low3Box	prop	21%	20%	21%

Age Under			Household	Household Income	Household Income	Marital Status
35	Age 35-49	Age 50-64	Income Low	Medium	High	Married
201	185	115	73	178	250	345
431	478	121	54	244	732	789
6	5	5	6	8	2	10
3%	3%	4%	9%	4%	1%	3%
5	7	4	3	5	6	10
2%	4%	3%	4%	3%	3%	3%
26	29	17	14	19	39	52
13%	15%	15%	20%	11%	16%	15%
72	55	30	27	69	61	100
36%	30%	26%	37%	39%	24%	29%
67	56	50	17	46	110	130
33%	30%	43%	23%	26%	44%	38%
8	30	7	4	19	22	35
4%	16%	6%	6%	11%	9%	10%
17	4	2	1	12	9	7
9%	2%	2%	2%	7%	4%	2%
92	90	59	22	77	141	172
46%	48%	51%	30%	43%	57%	50%
37	40	26	24	32	47	73
18%	22%	23%	33%	18%	19%	21%

China

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
155	295	155	50	267	233	45
241	87	273	670	688	342	88
5	11	4	1	9	6	1
4%	4%	3%	1%	4%	3%	1%
4	10	3	2	11	4	4
3%	3%	2%	3%	4%	2%	8%
20	50	15	7	26	46	3
13%	17%	10%	13%	10%	20%	7%
57	100	43	14	79	78	9
37%	34%	28%	28%	29%	34%	20%
42	90	63	19	93	80	15
27%	31%	41%	38%	35%	34%	33%
10	21	18	6	37	8	8
6%	7%	11%	13%	14%	3%	18%
16	13	8	2	12	11	6
10%	4%	5%	4%	4%	5%	13%
68	124	89	27	142	98	29
44%	42%	57%	54%	53%	42%	64%
30	71	23	9	47	56	8
19%	24%	15%	18%	18%	24%	17%

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
455	106	394	373	119		
942	301	729	933	93		
15	1	15	7	9		
3%	1%	4%	2%	8%		
11	5	10	15		•	
2%	5%	3%	4%			
69	12	60	54	15		
15%	12%	15%	15%	12%		
148	19	138	111	42		
33%	18%	35%	30%	35%		
157	46	126	128	44		
35%	44%	32%	34%	37%		
37	14	31	41	4		
8%	14%	8%	11%	4%		
17	8	15	17	5		
4%	7%	4%	5%	4%		
211	68	172	186	54		
46%	65%	44%	50%	45%		
95	18	85	76	24		•
21%	17%	21%	20%	20%		

	Social Media Inactive	
•		_
		•
		•

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1049	521	528
1 – Very weak economy	freq	59	27	32
1 – Very weak economy	prop	12%	11%	13%
2	freq	80	39	42
2	prop	16%	16%	16%
3	freq	165	79	86
3	prop	33%	32%	34%
4	freq	130	66	63
4	prop	26%	27%	25%
5	freq	53	28	25
5	prop	11%	11%	10%
6	freq	10	7	3
6	prop	2%	3%	1%
7 – Very strong economy	freq	2	1	1
7 – Very strong economy	prop	%	%	1%
Тор3Вох	freq	65	36	29
Тор3Вох	prop	13%	15%	12%
Low3Box	freq	305	145	160
Low3Box	prop	61%	59%	63%

				Household	Household	Marital
Age Under			Household	Income	Income	Status
35	Age 35-49	Age 50-64	Income Low	Medium	High	Married
191	154	155	93	242	107	188
396	329	324	199	491	233	388
20	17	22	16	29	11	25
11%	11%	14%	17%	12%	10%	13%
22	32	26	15	41	13	34
11%	21%	17%	16%	17%	12%	18%
67	42	56	27	82	36	63
35%	27%	36%	28%	34%	33%	34%
52	42	35	24	58	31	44
27%	27%	23%	25%	24%	29%	23%
25	15	13	10	28	13	18
13%	10%	8%	11%	11%	12%	10%
3	5	2	2	5	3	3
2%	3%	1%	2%	2%	3%	2%
1	0	0	0	1	0	0
1%	%	%	%	%	%	%
30	20	15	12	33	16	22
16%	13%	10%	13%	14%	15%	12%
109	92	105	57	151	60	123
57%	59%	67%	62%	62%	56%	65%

France rom 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy today and 1 means a very weak economy today and 2 means a very weak economy today and 2 means a very weak economy today and 3 mea

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
312	168	209	124	315	185	23
661	377	329	343	658	391	49
34	28	20	11	32	27	3
11%	17%	10%	9%	10%	15%	15%
46	27	33	21	49	32	3
15%	16%	16%	17%	15%	17%	13%
102	53	74	38	109	56	8
33%	32%	36%	31%	35%	31%	33%
86	40	57	32	79	51	5
28%	24%	27%	26%	25%	27%	20%
35	14	20	19	37	16	3
11%	9%	10%	15%	12%	9%	14%
7	3	4	3	8	2	1
2%	2%	2%	3%	3%	1%	3%
2	1	1	0	1	1	0
1%	1%	%	%	%	1%	2%
44	19	24	22	46	19	4
14%	11%	12%	18%	15%	10%	19%
182	108	127	70	190	115	14
58%	65%	61%	56%	60%	62%	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
477	39	461	314	185	127	133
1000	87	962	653	394	270	285
56	4	56	31	28	14	12
12%	10%	12%	10%	15%	11%	9%
77	7	74	50	30	22	22
16%	17%	16%	16%	16%	17%	16%
158	14	151	110	55	33	51
33%	36%	33%	35%	30%	26%	38%
125	9	121	80	49	33	31
26%	22%	26%	25%	27%	26%	23%
50	4	49	34	19	22	15
10%	11%	11%	11%	10%	17%	11%
10	1	10	7	4	3	3
2%	2%	2%	2%	2%	2%	2%
2	1	1	2		2	0
%	2%	%	1%		1%	%
61	6	60	43	23	26	18
13%	15%	13%	14%	12%	21%	13%
291	24	281	191	113	68	84
61%	63%	61%	61%	61%	53%	63%

Social Media Inactive				
240				
494				
34				
14%				
37				
15%				
82				
34%				
66				
28%				
17				
7%				
4				
2%				
21				
9%				
153				
64%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1020	532	488
1 – Very weak economy	freq	15	6	9
1 – Very weak economy	prop	3%	2%	4%
2	freq	23	9	14
2	prop	5%	3%	6%
3	freq	58	25	33
3	prop	12%	10%	13%
4	freq	131	61	69
4	prop	26%	24%	28%
5	freq	172	90	82
5	prop	34%	36%	33%
6	freq	77	45	32
6	prop	15%	18%	13%
7 – Very strong economy	freq	24	16	9
7 – Very strong economy	prop	5%	6%	4%
Top3Box	freq	273	151	122
Top3Box	prop	55%	60%	49%
Low3Box	freq	96	40	56
Low3Box	prop	19%	16%	23%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
172	169	159	123	133	166	207
251	367	402	226	281	363	465
3	6	6	7	2	3	7
2%	3%	4%	5%	2%	2%	3%
6	7	10	7	6	6	10
3%	4%	6%	6%	4%	3%	5%
18	21	19	21	14	15	22
10%	13%	12%	17%	10%	9%	11%
41	45	44	32	39	33	50
24%	27%	28%	26%	29%	20%	24%
64	55	53	41	46	62	72
37%	33%	33%	34%	35%	37%	35%
29	28	19	14	17	36	36
17%	17%	12%	11%	13%	22%	17%
11	6	8	1	8	11	12
6%	4%	5%	1%	6%	7%	6%
104	89	80	57	72	109	119
60%	53%	50%	46%	54%	65%	57%
27	34	35	34	22	24	39
16%	20%	22%	28%	17%	14%	19%

Germany

Moultal				Ohiof	Ohiof	
Marital	Education	Education	Education	Chief	Chief	Business
Status		Medium		Income Earner Yes	Income	
Other	Low		High		Earner No	Owner Yes
293	113	285	101	319	181	41
555	181	644	195	671	349	93
9	6	7	2	9	6	2
3%	5%	2%	2%	3%	3%	5%
13	9	12	1	11	12	2
4%	8%	4%	1%	3%	6%	5%
36	18	36	5	37	21	4
12%	16%	12%	5%	12%	11%	9%
81	34	77	20	84	47	10
28%	30%	27%	20%	26%	26%	25%
100	33	96	43	112	61	16
34%	29%	34%	42%	35%	33%	38%
41	11	43	23	50	27	4
14%	10%	15%	22%	16%	15%	10%
13	2	14	8	16	8	3
4%	2%	5%	8%	5%	4%	8%
154	47	153	73	177	96	23
53%	41%	54%	72%	56%	53%	56%
57	33	55	8	57	38	8
20%	29%	19%	8%	18%	21%	19%

	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
459	91	409	341	144	120	162
927	203	817	729	264	234	326
13	3	13	7	7	3	3
3%	3%	3%	2%	5%	2%	2%
21	5	18	14	8	4	7
5%	5%	4%	4%	5%	4%	4%
54	8	50	36	20	10	24
12%	9%	12%	11%	14%	8%	15%
120	20	111	92	35	27	39
26%	22%	27%	27%	24%	22%	24%
157	34	139	121	48	45	55
34%	37%	34%	36%	33%	38%	34%
73	14	63	53	22	21	28
16%	15%	15%	16%	15%	17%	17%
21	8	16	18	5	11	6
5%	9%	4%	5%	4%	9%	4%
250	56	218	192	75	76	89
55%	61%	53%	56%	52%	64%	55%
88	15	81	57	34	17	33
19%	17%	20%	17%	24%	14%	21%

Social Media Inactive				
	218			
	460			
	10			
	5%			
	11			
	5%			
	24			
	11%			
	65			
	30%			
	72			
	33%			
	28			
	13%			
	7			
	3%			
	108			
	49%			
	46			
	21%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	254
	unw_base	1048	535	513
1 – Very weak economy	freq	27	13	14
1 – Very weak economy	prop	5%	5%	5%
2	freq	38	20	18
2	prop	8%	8%	7%
3	freq	122	57	65
3	prop	24%	23%	26%
4	freq	171	80	91
4	prop	34%	33%	36%
5	freq	121	63	58
5	prop	24%	26%	23%
6	freq	13	9	4
6	prop	3%	4%	2%
7 – Very strong economy	freq	7	3	4
7 – Very strong economy	prop	1%	1%	2%
Top3Box	freq	141	75	66
Тор3Вох	prop	28%	31%	26%
Low3Box	freq	187	90	97
Low3Box	prop	38%	37%	38%

Age Under	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	140	175	77	275	105	199
354	295	399	163	575	220	430
8	8	11	10	12	3	9
4%	6%	6%	13%	4%	3%	4%
14	10	14	6	27	4	15
8%	7%	8%	7%	10%	4%	8%
40	36	46	24	66	23	49
22%	26%	26%	32%	24%	22%	25%
69	42	60	25	100	29	60
37%	30%	34%	32%	37%	28%	30%
44	39	38	11	64	35	57
24%	28%	22%	14%	23%	34%	29%
6	3	4	1	3	7	6
3%	2%	2%	1%	1%	7%	3%
4	1	2	1	3	3	3
2%	1%	1%	1%	1%	3%	1%
53	44	44	12	70	46	66
29%	31%	25%	16%	25%	44%	33%
62	54	71	40	105	30	73
34%	38%	41%	52%	38%	29%	36%

### **Great Britain**

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
300	138	140	222	315	184	40
618	294	294	460	668	380	86
18	9	10	7	17	10	2
6%	7%	7%	3%	5%	5%	5%
23	10	10	18	22	16	2
8%	7%	7%	8%	7%	9%	5%
73	36	32	54	76	46	9
24%	26%	23%	24%	24%	25%	22%
111	50	56	66	110	61	11
37%	36%	40%	30%	35%	33%	27%
64	28	29	64	76	45	13
21%	20%	20%	29%	24%	24%	33%
6	2	2	8	10	3	1
2%	2%	2%	4%	3%	2%	2%
4	2	1	4	4	3	2
1%	2%	1%	2%	1%	2%	6%
74	33	32	76	90	51	17
25%	24%	23%	34%	28%	28%	42%
115	55	52	80	115	72	12
38%	40%	37%	36%	37%	39%	31%

	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
460	56	444	341	153	193	131
962	119	929	709	327	403	273
25	2	25	13	12	11	4
5%	3%	6%	4%	8%	6%	3%
37	2	37	21	16	15	12
8%	3%	8%	6%	11%	8%	9%
113	11	111	84	37	48	28
25%	20%	25%	25%	24%	25%	21%
160	15	156	116	54	61	45
35%	28%	35%	34%	35%	32%	34%
108	20	101	90	31	50	35
23%	36%	23%	26%	20%	26%	27%
12	2	10	10	2	4	5
3%	4%	2%	3%	1%	2%	4%
5	3	4	6	0	4	2
1%	5%	1%	2%	%	2%	1%
124	25	115	106	33	58	42
27%	45%	26%	31%	22%	30%	32%
175	15	172	119	66	75	44
38%	27%	39%	35%	43%	39%	34%

Socia Medi Inactiv	а
	175
	372
	12
	7%
	11
	6%
	46
	26%
	65
	37%
	35
	20%
	4
	2%
	2
	1%
	41
	24%

68 39%

Stub	Stat	Overall	Gender Male	Gender Female
	base	499	244	255
	unw_base	503	242	261
1 – Very weak economy	freq	93	42	51
1 – Very weak economy	prop	19%	17%	20%
2	freq	84	38	46
2	prop	17%	16%	18%
3	freq	149	80	69
3	prop	30%	33%	27%
4	freq	108	48	60
4	prop	22%	20%	23%
5	freq	50	28	22
5	prop	10%	11%	8%
6	freq	12	4	7
6	prop	2%	2%	3%
7 – Very strong economy	freq	4	3	1
7 – Very strong economy	prop	1%	1%	%
Top3Box	freq	65	35	30
Top3Box	prop	13%	14%	12%
Low3Box	freq	326	161	165
Low3Box	prop	65%	66%	65%

Age Under	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
202	140	158	171	250		194
212	137	154	167	254		194
23	24	46	42	37		47
11%	17%	29%	25%	15%		24%
35	20	29	33	43	1	31
18%	14%	18%	19%	17%		16%
65	41	43	42	78	2	52
32%	29%	27%	24%	31%		27%
47	33	28	35	58		42
23%	24%	18%	20%	23%		22%
24	18	8	16	26	1	17
12%	13%	5%	10%	10%		9%
5	2	5	3	7		6
3%	1%	3%	2%	3%		3%
3	1		-	2	1	
2%	%			1%		
32	21	12	19	34	1	22
16%	15%	8%	11%	14%		12%
123	85	117	117	158	3	130
61%	61%	74%	68%	63%		67%

Hungary

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
306	130	294	76	273	226	39
309	124	255	124	273	230	44
46	32	51	10	47	46	5
15%	25%	17%	13%	17%	20%	14%
53	22	53	10	44	40	6
17%	17%	18%	13%	16%	18%	15%
98	34	92	23	85	64	14
32%	27%	31%	30%	31%	28%	36%
67	24	65	19	60	48	8
22%	19%	22%	25%	22%	21%	21%
33	14	25	12	28	21	4
11%	10%	8%	15%	10%	9%	10%
6	1	8	2	5	6	1
2%	1%	3%	3%	2%	3%	3%
4	2	1	1	4		1
1%	2%	%	1%	1%		2%
43	17	34	15	38	28	6
14%	13%	11%	19%	14%	12%	14%
196	88	195	42	175	151	25
64%	68%	66%	56%	64%	67%	65%

	Senior	Senior				
	Executive	Executive	Employmen		Social	Coolel
Business	Decision Maker	Decision Maker	t Status Total	Employmen t Status Not	Social Media	Social Media
					Active	Passive
Owner No	Leader Yes	Leader No	Employed	Employed		
460	41	458	294	197	189	221
459	44	459	299	195	193	221
87	8	85	48	41	38	38
19%	19%	19%	16%	21%	20%	17%
78	7	77	45	38	31	41
17%	16%	17%	15%	19%	17%	18%
135	11	139	96	52	52	72
29%	26%	30%	33%	27%	27%	33%
100	9	99	62	45	38	43
22%	23%	22%	21%	23%	20%	19%
46	4	46	33	16	24	20
10%	9%	10%	11%	8%	13%	9%
10	1	10	7	3	3	8
2%	3%	2%	2%	2%	2%	3%
3	2	2	3	1	3	
1%	4%	%	1%	1%	1%	
60	7	59	43	21	30	28
13%	16%	13%	15%	11%	16%	13%
301	25	301	188	131	121	150
65%	61%	66%	64%	67%	64%	68%

Social Media Inactive					
-	89				
	89				
	16				
	18%				
	12				
	14%				
	26				
	29%				
	27				
	30%				
	6				
	6%				
	1				
	1%				
	1				
	1%				
	8				
	9%				
	54				
	61%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	258	242
	unw_base	1052	612	440
1 – Very weak economy	freq	18	10	8
1 – Very weak economy	prop	4%	4%	3%
2	freq	20	12	8
2	prop	4%	5%	3%
3	freq	80	37	43
3	prop	16%	14%	18%
4	freq	168	86	82
4	prop	34%	33%	34%
5	freq	143	73	70
5	prop	29%	28%	29%
6	freq	36	21	15
6	prop	7%	8%	6%
7 – Very strong economy	freq	34	18	16
7 – Very strong economy	prop	7%	7%	7%
Top3Box	freq	213	112	101
Top3Box	prop	43%	44%	42%
Low3Box	freq	118	59	59
Low3Box	prop	24%	23%	24%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
276	150	74	73	79	348	306
531	345	176	139	166	747	696
10	5	4	5	3	11	10
4%	3%	5%	6%	4%	3%	3%
9	9	3	3	2	14	14
3%	6%	3%	5%	3%	4%	4%
46	22	12	13	15	52	47
17%	15%	16%	18%	19%	15%	15%
89	55	24	25	23	120	104
32%	36%	33%	35%	29%	35%	34%
77	41	25	16	23	105	91
28%	27%	35%	21%	29%	30%	30%
22	13	2	4	6	26	21
8%	8%	2%	6%	7%	8%	7%
23	7	4	7	8	19	20
8%	5%	5%	9%	10%	5%	6%
122	60	31	27	37	150	132
44%	40%	42%	37%	46%	43%	43%
65	35	18	21	20	77	70
24%	23%	25%	29%	25%	22%	23%

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
194	1	56	443	278	222	131
356	2	112	938	634	418	281
9	0	4	14	9	9	4
5%		8%	3%	3%	4%	3%
6		1	19	10	10	5
3%		2%	4%	4%	4%	4%
33		7	73	35	45	18
17%		12%	17%	12%	20%	13%
64		23	145	85	83	30
33%		40%	33%	31%	37%	23%
53	1	13	130	91	53	40
27%		23%	29%	33%	24%	31%
15		3	33	25	11	15
8%		6%	7%	9%	5%	11%
14		5	29	23	11	19
7%		9%	6%	8%	5%	15%
81	1	21	191	139	74	74
42%		38%	43%	50%	34%	57%
48	0	12	106	54	64	26
25%		22%	24%	19%	29%	20%

	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
369	258	242	393	99	379	81
771	565	487	854	183	793	174
15	7	11	13	5	9	4
4%	3%	5%	3%	5%	2%	5%
15	9	11	16	3	13	5
4%	3%	5%	4%	3%	3%	6%
62	33	47	60	18	56	16
17%	13%	19%	15%	18%	15%	19%
138	72	96	130	35	120	31
37%	28%	40%	33%	36%	32%	39%
104	81	63	115	26	118	19
28%	31%	26%	29%	26%	31%	24%
21	30	6	32	5	33	3
6%	12%	3%	8%	5%	9%	3%
14	26	7	27	7	29	3
4%	10%	3%	7%	7%	8%	4%
139	137	76	174	38	180	25
38%	53%	32%	44%	38%	48%	31%
92	49	69	89	26	78	25
25%	19%	29%	23%	26%	21%	30%

Social Media Inactive				
40				
85				
5				
13%				
2				
6%				
8				
19%				
17				
42%				
6				
16%				
2				
4%				
8				
20%				
15				
38%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	250	250
	unw_base	507	248	259
1 – Very weak economy	freq	19	10	9
1 – Very weak economy	prop	4%	4%	3%
2	freq	13	6	6
2	prop	3%	3%	3%
3	freq	100	55	45
3	prop	20%	22%	18%
4	freq	174	78	96
4	prop	35%	31%	38%
5	freq	141	69	73
5	prop	28%	27%	29%
6	freq	43	27	17
6	prop	9%	11%	7%
7 – Very strong economy	freq	10	5	5
7 – Very strong economy	prop	2%	2%	2%
Top3Box	freq	194	100	94
Top3Box	prop	39%	40%	38%
Low3Box	freq	132	71	60
Low3Box	prop	26%	29%	24%

				Household	Household	Marital
Age Under			Household	Income	Income	Status
35	Age 35-49	Age 50-64	Income Low	Medium	High	Married
281	152	66	80	236	184	289
225	193	89	58	236	213	335
10	7	2	3	12	4	10
4%	4%	3%	3%	5%	2%	3%
8	2	2	2	8	3	8
3%	2%	3%	2%	3%	1%	3%
57	28	14	15	54	30	57
20%	18%	22%	19%	23%	16%	20%
103	50	21	36	75	63	97
37%	33%	32%	45%	32%	34%	33%
77	44	20	20	65	56	84
27%	29%	30%	25%	27%	30%	29%
22	18	4	4	19	20	26
8%	12%	5%	5%	8%	11%	9%
4	3	3		2	7	7
1%	2%	4%		1%	4%	2%
103	65	26	25	86	84	117
37%	43%	39%	31%	36%	46%	40%
76	37	19	20	74	37	75
27%	24%	28%	25%	32%	20%	26%

## Indonesia

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
211	170		304	236	264	76
172	161		318	252	255	76
9	11		8	8	11	3
4%	6%		3%	3%	4%	4%
5	5	2	6	5	7	
2%	3%	8%	2%	2%	3%	
42	37	7	55	49	50	11
20%	22%	28%	18%	21%	19%	15%
78	69	2	102	79	96	23
37%	41%	9%	34%	33%	36%	30%
57	35	10	96	68	73	18
27%	20%	39%	32%	29%	28%	24%
17	11	3	29	22	22	15
8%	6%	13%	10%	9%	8%	20%
3	2	1	7	5	5	5
1%	1%	3%	2%	2%	2%	7%
77	48	14	132	95	99	39
37%	28%	55%	44%	40%	38%	51%
56	53	9	69	62	69	14
27%	31%	36%	23%	26%	26%	19%

	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
424	142	358	410	83	329	146
431	151	356	433	67	322	160
16	6	13	12	7	8	8
4%	4%	4%	3%	8%	2%	5%
13	4	9	10	2	8	1
3%	3%	3%	2%	2%	3%	1%
89	18	82	83	15	62	32
21%	13%	23%	20%	19%	19%	22%
151	46	129	137	35	114	47
36%	32%	36%	33%	43%	35%	33%
123	42	99	121	18	98	43
29%	30%	28%	29%	22%	30%	29%
28	20	24	37	5	30	13
7%	14%	7%	9%	6%	9%	9%
5	6	3	10		8	2
1%	5%	1%	2%		3%	1%
156	68	126	168	23	136	57
37%	48%	35%	41%	28%	41%	39%
117	28	104	106	24	79	42
28%	20%	29%	26%	29%	24%	29%

Social Media Inactive				
	25			
	25			
	3			
	14%			
	3			
	12%			
	5			
	19%			
	12			
	49%			
	1			
	3%			
	1			
	3%			
	1			
	5%			
	11			
	45%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	250	250
	unw_base	1049	537	512
1 – Very weak economy	freq	147	69	78
1 – Very weak economy	prop	29%	28%	31%
2	freq	98	51	47
2	prop	20%	20%	19%
3	freq	111	49	62
3	prop	22%	20%	25%
4	freq	98	54	44
4	prop	20%	22%	18%
5	freq	34	20	14
5	prop	7%	8%	6%
6	freq	5	2	3
6	prop	1%	1%	1%
7 – Very strong economy	freq	7	5	2
7 – Very strong economy	prop	1%	2%	1%
Top3Box	freq	47	27	20
Top3Box	prop	9%	11%	8%
Low3Box	freq	356	169	187
Low3Box	prop	71%	68%	75%

				Household	Household	Marital
Age Under			Household	Income	Income	Status
35	Age 35-49	Age 50-64	Income Low	Medium	High	Married
181	185	134	130	187	106	220
340	409	300	246	398	250	467
53	60	34	57	54	16	68
29%	32%	25%	43%	29%	15%	31%
30	33	35	24	34	25	45
17%	18%	26%	18%	18%	23%	20%
38	43	30	23	50	25	49
21%	23%	22%	18%	27%	23%	22%
39	36	23	19	31	28	39
21%	19%	17%	14%	16%	26%	18%
14	10	11	4	14	10	14
8%	5%	8%	3%	8%	10%	7%
2	2	1	2	1	2	1
1%	1%	1%	1%	1%	2%	%
5	2	0	3	3	1	4
3%	1%	%	3%	2%	1%	2%
21	13	12	9	19	13	20
12%	7%	9%	7%	10%	12%	9%
121	136	99	103	137	65	162
67%	73%	74%	79%	73%	62%	74%

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 Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
280	244	199	58	224	276	37
582	314	580	155	503	546	87
79	81	53	13	67	80	9
28%	33%	27%	23%	30%	29%	25%
53	54	35	9	42	55	6
19%	22%	18%	15%	19%	20%	17%
61	47	49	15	52	59	8
22%	19%	25%	27%	23%	21%	21%
59	39	45	13	42	56	6
21%	16%	23%	23%	19%	20%	16%
20	17	12	5	15	19	5
7%	7%	6%	9%	7%	7%	14%
4	2	2	1	2	3	1
1%	1%	1%	3%	1%	1%	2%
3	4	2	1	5	2	2
1%	2%	1%	1%	2%	1%	5%
27	23	16	7	22	25	8
10%	10%	8%	12%	10%	9%	21%
194	181	137	37	160	195	23
69%	74%	69%	65%	72%	71%	63%

	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
463	60	440	277	211	279	113
962	148	901	629	397	596	239
138	13	134	76	70	82	30
30%	22%	30%	27%	33%	30%	27%
91	10	87	53	43	57	23
20%	17%	20%	19%	20%	21%	21%
103	12	99	65	43	55	30
22%	20%	23%	23%	20%	20%	27%
92	13	84	58	35	54	21
20%	22%	19%	21%	17%	19%	18%
29	8	26	17	16	19	7
6%	14%	6%	6%	8%	7%	6%
4	1	4	2	3	4	
1%	1%	1%	1%	1%	2%	
5	3	5	6	2	7	1
1%	5%	1%	2%	1%	2%	1%
39	12	35	25	20	30	8
8%	20%	8%	9%	10%	11%	7%
332	35	321	193	156	195	84
72%	58%	73%	70%	74%	70%	75%

Social Media
Inactive
108
214
34
31%
17
16%
25
23%
23
21%
8 8%
1 1%
1 /0
•
9
8%
76
70%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	251	249
	unw_base	1163	573	590
1 – Very weak economy	freq	39	25	14
1 – Very weak economy	prop	8%	10%	5%
2	freq	49	28	21
2	prop	10%	11%	8%
3	freq	166	76	90
3	prop	33%	30%	36%
4	freq	175	81	93
4	prop	35%	32%	37%
5	freq	68	38	30
5	prop	14%	15%	12%
6	freq	1	0	1
6	prop	%	%	%
7 – Very strong economy	freq	3	2	1
7 – Very strong economy	prop	1%	1%	%
Тор3Вох	freq	72	40	32
Top3Box	prop	14%	16%	13%
Low3Box	freq	253	129	124
Low3Box	prop	51%	51%	50%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	161	154	302	166	33	272
505	342	316	710	379	74	606
15	15	9	30	8	1	16
8%	9%	6%	10%	5%	4%	6%
16	19	14	37	12	-	29
9%	12%	9%	12%	7%		11%
55	55	56	106	50	10	91
30%	34%	36%	35%	30%	32%	33%
66	53	56	101	62	11	98
36%	33%	36%	33%	38%	35%	36%
31	19	18	26	33	9	36
17%	12%	12%	9%	20%	26%	13%
1			1	0		0
1%			%	%		%
0	1	1	1	0	1	1
%	1%	1%	%	%	3%	1%
33	20	19	28	34	9	38
18%	13%	12%	9%	21%	29%	14%
87	88	79	172	69	12	136
47%	55%	51%	57%	42%	36%	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	156	103	240	240	260	26
557	361	235	567	541	622	56
22	18	7	13	21	18	1
10%	12%	7%	6%	9%	7%	6%
20	16	14	18	26	23	3
9%	10%	14%	8%	11%	9%	11%
75	51	38	77	82	84	6
33%	33%	37%	32%	34%	32%	24%
77	56	31	87	74	100	6
34%	36%	30%	36%	31%	39%	22%
32	13	13	42	34	34	9
14%	8%	13%	17%	14%	13%	33%
1			1	1		
%		-	%	%		
1	1		2	1	1	1
1%	1%		1%	1%	1%	5%
34	14	13	45	37	35	10
15%	9%	13%	19%	15%	13%	38%
117	86	59	109	129	124	10
51%	55%	57%	45%	54%	48%	40%

	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
474	42	458	356	135	33	99
1107	91	1072	815	326	79	230
37	3	36	32	6	3	5
8%	7%	8%	9%	4%	9%	5%
46	5	43	36	11	5	9
10%	13%	9%	10%	8%	15%	9%
160	13	153	122	42	9	36
34%	30%	33%	34%	31%	27%	36%
169	10	165	116	55	5	32
36%	24%	36%	32%	41%	15%	33%
59	10	58	47	20	10	16
13%	23%	13%	13%	15%	29%	16%
1		1	1		0	0
%		%	%		1%	%
1	1	1	2	0	1	
%	3%	%	1%	%	4%	
62	11	61	50	21	11	17
13%	26%	13%	14%	15%	34%	17%
243	21	232	190	59	17	50
51%	50%	51%	54%	44%	51%	51%

Social Media Inactive				
	368			
	854			
	31			
	8%			
	35			
	9%			
	121			
	33%			
	137			
	37%			
	42			
	11%			
	0			
	%			
	1			
	%			
	44			
	12%			
	186			
	51%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	238	262
	unw_base	503	257	246
1 – Very weak economy	freq	94	34	60
1 – Very weak economy	prop	19%	14%	23%
2	freq	64	20	43
2	prop	13%	9%	17%
3	freq	117	56	61
3	prop	23%	24%	23%
4	freq	147	71	75
4	prop	29%	30%	29%
5	freq	62	43	19
5	prop	12%	18%	7%
6	freq	11	8	2
6	prop	2%	4%	1%
7 – Very strong economy	freq	5	4	1
7 – Very strong economy	prop	1%	2%	%
Top3Box	freq	78	56	22
Тор3Вох	prop	16%	23%	8%
Low3Box	freq	275	111	164
Low3Box	prop	55%	47%	63%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
270	176	54	403	87	11	195
294	164	45	363	123	17	187
50	35	10	75	19	1	40
18%	20%	19%	19%	21%		20%
42	19	3	53	11		14
15%	11%	5%	13%	12%		7%
52	45	20	95	17	5	57
19%	25%	38%	24%	20%		29%
82	52	13	121	22	4	54
30%	30%	24%	30%	25%		27%
36	23	4	46	16	0	22
13%	13%	7%	11%	19%		11%
5	2	4	8	2	0	7
2%	1%	7%	2%	2%		4%
4	0	0	4	0	0	1
2%	%	1%	1%	1%		%
45	25	8	58	18	1	30
17%	14%	15%	15%	21%		15%
143	99	33	223	46	6	111
53%	56%	61%	55%	53%		57%

Mexico

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
305	321	103	76	269	231	115
316	167	148	188	288	215	136
55	61	20	14	54	40	25
18%	19%	20%	18%	20%	17%	22%
49	44	12	8	30	34	14
16%	14%	12%	10%	11%	15%	12%
60	68	30	19	58	59	26
20%	21%	29%	25%	22%	25%	22%
93	101	26	20	80	66	33
31%	31%	25%	27%	30%	29%	29%
40	39	12	11	35	27	15
13%	12%	12%	14%	13%	12%	13%
4	5	2	3	9	1	2
1%	2%	2%	4%	3%	1%	2%
4	4		1	2	3	0
1%	1%		2%	1%	1%	%
48	48	15	16	47	31	18
16%	15%	14%	20%	17%	14%	16%
164	172	63	40	142	133	64
54%	54%	61%	53%	53%	58%	56%

	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
385	122	378	330	158	280	146
367	154	349	342	152	302	135
70	24	70	66	26	48	21
18%	20%	19%	20%	16%	17%	14%
50	15	49	40	23	37	23
13%	12%	13%	12%	15%	13%	16%
92	23	94	77	40	66	36
24%	19%	25%	23%	25%	24%	25%
114	38	109	93	49	81	45
30%	31%	29%	28%	31%	29%	31%
47	17	45	44	16	38	16
12%	14%	12%	13%	10%	14%	11%
8	2	8	8	2	6	3
2%	2%	2%	3%	1%	2%	2%
5	3	3	1	3	4	2
1%	2%	1%	%	2%	1%	1%
60	22	56	54	21	48	21
16%	18%	15%	16%	13%	17%	14%
211	62	213	184	89	151	80
55%	51%	56%	56%	56%	54%	55%

_		
_		

Social Media Inactive				
	74			
	66			
	25			
	34%			
	4			
	5%			
	15			
	20%			
	21			
	28%			
	8			
	11%			
	1			
	2%			
	10			
	13%			
	44			
	59%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	506	261	245
1 – Very weak economy	freq	57	33	24
1 – Very weak economy	prop	11%	13%	10%
2	freq	69	28	41
2	prop	14%	11%	16%
3	freq	133	60	73
3	prop	27%	24%	29%
4	freq	125	58	68
4	prop	25%	23%	27%
5	freq	85	47	38
5	prop	17%	19%	15%
6	freq	19	14	4
6	prop	4%	6%	2%
7 – Very strong economy	freq	11	7	4
7 – Very strong economy	prop	2%	3%	2%
Тор3Вох	freq	115	69	46
Top3Box	prop	23%	28%	18%
Low3Box	freq	260	122	138
Low3Box	prop	52%	49%	55%

Age Under	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
215	141	145	324	77		242
189	151	166	322	93		267
12	30	15	39	6		37
5%	21%	11%	12%	7%		15%
27	23	19	50	6	1	31
13%	16%	13%	15%	7%		13%
55	34	44	91	23	3	65
26%	24%	31%	28%	30%		27%
59	32	35	68	25	3	59
27%	22%	24%	21%	32%		24%
46	17	23	53	14	1	40
21%	12%	16%	16%	18%		17%
6	6	6	14	3		7
3%	4%	4%	4%	4%		3%
9	-	2	10	1		3
4%		1%	3%	1%		1%
62	23	30	77	18	1	49
29%	16%	21%	24%	23%		20%
94	87	79	179	34	3	133
44%	61%	55%	55%	45%		55%

Poland 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
258	104	327	69	232	268	43
239	50	344	112	259	247	48
21	15	33	9	23	35	6
8%	14%	10%	13%	10%	13%	15%
38	17	41	11	33	36	5
15%	17%	13%	16%	14%	13%	12%
68	23	92	19	62	71	12
26%	22%	28%	27%	27%	27%	27%
66	27	78	20	59	66	9
26%	26%	24%	29%	26%	25%	22%
45	19	58	8	42	43	6
17%	18%	18%	12%	18%	16%	15%
12	2	16	1	7	12	2
5%	2%	5%	2%	3%	4%	6%
9	2	9	1	6	5	2
3%	2%	3%	1%	3%	2%	4%
65	23	82	10	55	60	10
25%	22%	25%	15%	24%	22%	24%
127	55	166	39	118	142	23
49%	53%	51%	56%	51%	53%	53%

	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
457	67	433	286	195	257	168
458	78	428	319	171	268	167
51	9	49	28	27	27	16
11%	13%	11%	10%	14%	11%	10%
64	6	63	41	25	36	28
14%	9%	15%	14%	13%	14%	17%
122	15	119	78	50	66	46
27%	22%	27%	27%	26%	26%	27%
116	15	110	71	51	62	44
25%	23%	25%	25%	26%	24%	26%
79	13	72	50	30	50	29
17%	19%	17%	18%	15%	19%	17%
16	7	11	12	7	11	2
4%	11%	3%	4%	4%	4%	1%
9	2	9	7	4	5	3
2%	3%	2%	2%	2%	2%	2%
104	22	92	69	41	66	34
23%	33%	21%	24%	21%	26%	20%
237	29	230	146	103	129	90
52%	44%	53%	51%	53%	50%	54%

Social
Media
Inactive
75
71
14
18%
6
8%
21
28%
20
26%
6
8%
5
7%
3
4%
15
19%
41
55%

Stub	Stat	Overall	Gender Male	Gender Female
	base	499	249	251
	unw_base	509	270	239
1 – Very weak economy	freq	129	54	75
1 – Very weak economy	prop	26%	22%	30%
2	freq	115	56	59
2	prop	23%	22%	24%
3	freq	119	66	53
3	prop	24%	27%	21%
4	freq	77	39	38
4	prop	15%	16%	15%
5	freq	35	24	11
5	prop	7%	10%	5%
6	freq	11	7	5
6	prop	2%	3%	2%
7 – Very strong economy	freq	13	2	11
7 – Very strong economy	prop	3%	1%	4%
Top3Box	freq	60	33	27
Top3Box	prop	12%	13%	11%
Low3Box	freq	362	176	186
Low3Box	prop	73%	71%	74%

				Household	Household	Marital
Age Under			Household	Income	Income	Status
35	Age 35-49	Age 50-64	Income Low	Medium	High	Married
204	169	126	184	256	49	249
174	191	144	137	283	75	289
38	48	43	58	60	8	66
18%	28%	34%	32%	23%	17%	26%
44	49	22	45	58	8	53
22%	29%	17%	24%	23%	16%	21%
57	28	33	37	69	12	62
28%	17%	26%	20%	27%	24%	25%
33	29	15	23	42	12	37
16%	17%	12%	13%	16%	25%	15%
18	7	10	6	21	6	24
9%	4%	8%	3%	8%	13%	10%
1	8	2	4	5	2	6
1%	5%	1%	2%	2%	5%	3%
12	•	1	11	1		1
6%		1%	6%	1%		1%
32	15	13	21	27	9	32
16%	9%	10%	12%	11%	18%	13%
139	125	98	140	187	28	180
68%	74%	78%	76%	73%	58%	72%

Romania

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
251	147	288	64	190	310	36
220	20	379	110	203	306	44
63	49	69	11	52	77	10
25%	33%	24%	16%	27%	25%	27%
62	46	54	14	34	81	5
25%	31%	19%	22%	18%	26%	13%
57	21	79	19	46	73	11
23%	14%	28%	29%	24%	24%	31%
40	14	54	9	36	41	5
16%	9%	19%	14%	19%	13%	15%
11	7	20	8	16	19	3
4%	5%	7%	12%	8%	6%	8%
5		9	2	5	7	2
2%		3%	3%	3%	2%	4%
12	10	1	2	2	12	1
5%	7%	%	3%	1%	4%	2%
28	17	31	11	23	37	5
11%	12%	11%	18%	12%	12%	15%
183	116	203	44	131	231	25
73%	79%	70%	68%	69%	75%	71%

	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
463	52	447	280	211	197	219
465	68	441	315	181	234	197
119	10	119	72	54	40	55
26%	19%	27%	26%	26%	20%	25%
110	10	105	62	50	37	65
24%	19%	23%	22%	23%	19%	30%
108	17	102	65	52	50	45
23%	33%	23%	23%	24%	26%	21%
72	9	68	48	29	37	32
16%	17%	15%	17%	14%	19%	14%
32	3	32	21	13	17	17
7%	6%	7%	8%	6%	9%	8%
10	2	10	8	2	4	5
2%	3%	2%	3%	1%	2%	2%
12	2	11	2	11	12	
3%	3%	3%	1%	5%	6%	
55	7	53	32	27	33	22
12%	13%	12%	11%	13%	17%	10%
337	36	326	200	156	127	165
73%	70%	73%	71%	74%	64%	75%

Social
Media
Inactive

modia				
Inactive				
84				
78				
34				
41%				
13				
16%				
23				
28%				
9				
11%				
1				
1%				
2				
3%				
1				
1%				
4				
5%				

71 84%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	241	259
	unw_base	503	245	258
1 – Very weak economy	freq	43	19	24
1 – Very weak economy	prop	9%	8%	9%
2	freq	39	18	21
2	prop	8%	8%	8%
3	freq	123	49	74
3	prop	25%	20%	28%
4	freq	136	64	72
4	prop	27%	27%	28%
5	freq	106	61	45
5	prop	21%	25%	17%
6	freq	32	12	20
6	prop	6%	5%	8%
7 – Very strong economy	freq	21	17	4
7 – Very strong economy	prop	4%	7%	2%
Top3Box	freq	159	90	69
Top3Box	prop	32%	38%	27%
Low3Box	freq	205	86	118
Low3Box	prop	41%	36%	46%

Age Under			Household	Household Income	Household Income	Marital Status
35	Age 35-49	Age 50-64	Income Low	Medium	High	Married
211	163	126	46	228	197	243
155	174	174	38	223	214	267
13	16	14	10	20	10	27
6%	10%	11%	22%	9%	5%	11%
10	15	13	5	15	17	24
5%	10%	11%	11%	7%	8%	10%
50	49	24	9	65	43	66
24%	30%	19%	20%	28%	22%	27%
63	37	36	17	68	42	56
30%	23%	29%	36%	30%	22%	23%
47	33	27	3	42	55	50
22%	20%	21%	6%	18%	28%	20%
18	6	8		12	18	10
8%	4%	6%		5%	9%	4%
10	7	4	2	7	11	11
5%	4%	3%	5%	3%	6%	4%
75	45	39	5	61	85	70
36%	28%	31%	11%	27%	43%	29%
73	80	51	25	100	69	117
35%	49%	41%	53%	44%	35%	48%

Russia 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
257	146	266	88	244	256	43
236	95	285	123	264	239	44
16	15	13	14	26	16	4
6%	11%	5%	16%	11%	6%	10%
15	8	23	9	17	23	2
6%	5%	9%	10%	7%	9%	5%
56	33	69	21	59	64	7
22%	22%	26%	24%	24%	25%	17%
80	49	71	16	56	80	13
31%	34%	27%	18%	23%	31%	30%
56	21	67	18	56	51	10
22%	14%	25%	20%	23%	20%	23%
22	12	14	6	17	15	3
9%	8%	5%	7%	7%	6%	7%
10	8	9	5	14	7	4
4%	5%	3%	5%	6%	3%	9%
89	41	90	28	87	72	17
35%	28%	34%	32%	36%	28%	39%
88	56	105	44	101	103	13
34%	38%	39%	50%	42%	40%	31%

	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
457	54	446	329	160	169	217
459	59	444	351	142	170	218
38	7	36	26	17	17	16
8%	12%	8%	8%	10%	10%	7%
37	2	37	27	12	11	17
8%	3%	8%	8%	7%	7%	8%
116	10	113	87	35	39	52
25%	18%	25%	26%	22%	23%	24%
123	12	124	82	46	34	63
27%	23%	28%	25%	29%	20%	29%
96	16	90	73	31	50	42
21%	30%	20%	22%	20%	30%	19%
29	3	29	20	12	10	19
6%	6%	6%	6%	7%	6%	9%
17	4	17	14	7	7	9
4%	7%	4%	4%	4%	4%	4%
142	23	136	108	50	67	69
31%	43%	31%	33%	31%	40%	32%
191	19	186	140	64	67	85
42%	34%	42%	42%	40%	40%	39%

Social Media Inactive					
114					
115					
9					
8%					
11					
10%					
32					
28%					
39					
34%					
14					
13%					
3					
2%					

6 5%

23

52 46%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	283	217
	unw_base	507	214	293
1 – Very weak economy	freq	23	14	9
1 – Very weak economy	prop	5%	5%	4%
2	freq	18	8	10
2	prop	4%	3%	5%
3	freq	46	20	25
3	prop	9%	7%	12%
4	freq	78	34	44
4	prop	16%	12%	20%
5	freq	117	59	58
5	prop	23%	21%	27%
6	freq	74	46	29
6	prop	15%	16%	13%
7 – Very strong economy	freq	144	101	42
7 – Very strong economy	prop	29%	36%	20%
Top3Box	freq	335	206	129
Top3Box	prop	67%	73%	59%
Low3Box	freq	87	43	45
Low3Box	prop	17%	15%	21%

Age Under			Household	Household Income	Household Income	Marital Status
35	Age 35-49	Age 50-64	Income Low	Medium	High	Married
295	153	52	243	150	53	287
347	124	36	261	143	45	262
16	6	2	15	1	1	13
5%	4%	3%	6%	%	3%	5%
12	3	3	7	7	2	8
4%	2%	5%	3%	5%	4%	3%
30	13	2	27	9	4	23
10%	9%	4%	11%	6%	7%	8%
59	14	5	44	19	8	38
20%	9%	10%	18%	13%	15%	13%
65	41	11	51	40	16	64
22%	27%	22%	21%	27%	30%	22%
43	26	5	34	25	9	48
15%	17%	10%	14%	16%	16%	17%
70	51	23	65	49	13	95
24%	33%	45%	27%	33%	24%	33%
178	117	40	150	114	37	206
60%	77%	77%	62%	76%	71%	72%
59	22	6	49	17	8	43
20%	15%	12%	20%	11%	14%	15%

## Saudi Arabia

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
						Owner res
213	156	150	194	234	266	
245	154	156	197	185	322	
10	11	4	9	10	13	
5%	7%	3%	4%	4%	5%	
10	4	6	8	5	13	
5%	3%	4%	4%	2%	5%	
23	14	15	17	18	28	3
11%	9%	10%	9%	8%	10%	6%
40	19	23	36	24	54	7
19%	12%	16%	18%	10%	20%	14%
53	31	42	44	54	62	12
25%	20%	28%	23%	23%	23%	25%
27	19	19	37	33	41	8
13%	12%	13%	19%	14%	15%	16%
49	59	41	44	89	55	19
23%	38%	27%	23%	38%	21%	39%
129	109	101	125	177	158	39
61%	70%	68%	64%	76%	59%	80%
44	29	25	33	33	54	3
21%	19%	17%	17%	14%	20%	6%

	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
451		423	259	225	205	183
466	•	445	227	265	201	189
23		23	4	15	9	9
5%		6%	2%	7%	4%	5%
18		18	8	10	11	3
4%		4%	3%	5%	5%	2%
43	5	40	23	23	14	23
10%	7%	10%	9%	10%	7%	13%
71	12	66	38	40	27	37
16%	16%	16%	15%	18%	13%	20%
105	20	97	59	56	60	37
23%	26%	23%	23%	25%	29%	20%
66	12	63	39	30	28	36
15%	15%	15%	15%	13%	13%	20%
125	28	116	88	51	57	37
28%	36%	27%	34%	23%	28%	20%
296	59	276	187	137	145	110
66%	77%	65%	72%	61%	70%	60%
84	5	82	35	49	34	36
19%	7%	19%	13%	22%	16%	20%

Social Media Inactive					
	112				
	117				
	5				
	5%				
	4				
	4%				
	9				
	8%				
	14				
	12%				
	20				
	18%				
	10				
	9%				
	50				
	45%				
	80				
	72%				

18 16%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	240	260
	unw_base	507	226	281
1 – Very weak economy	freq	44	18	26
1 – Very weak economy	prop	9%	8%	10%
2	freq	58	25	33
2	prop	12%	11%	13%
3	freq	149	71	78
3	prop	30%	30%	30%
4	freq	149	63	86
4	prop	30%	26%	33%
5	freq	75	44	31
5	prop	15%	18%	12%
6	freq	15	11	5
6	prop	3%	4%	2%
7 – Very strong economy	freq	9	8	2
7 – Very strong economy	prop	2%	3%	1%
Тор3Вох	freq	99	62	37
Тор3Вох	prop	20%	26%	14%
Low3Box	freq	252	115	137
Low3Box	prop	50%	48%	53%

Age Under			Household	Household Income	Household Income	Marital Status
35	Age 35-49	Age 50-64	Income Low	Medium	High	Married
287	131	82	48	91	360	205
256	158	93	41	88	378	232
23	14	7	2	18	24	19
8%	11%	8%	5%	19%	7%	9%
29	18	11	6	19	34	23
10%	13%	14%	12%	21%	9%	11%
84	33	32	18	24	107	68
29%	25%	39%	37%	26%	30%	33%
91	37	21	17	19	114	59
32%	28%	26%	34%	20%	32%	29%
46	20	9	3	9	62	22
16%	15%	11%	7%	10%	17%	11%
8	5	2		3	12	8
3%	4%	2%		4%	3%	4%
4	5		3		7	6
1%	4%		5%		2%	3%
59	30	11	6	12	81	36
20%	23%	13%	12%	14%	22%	17%
137	65	50	26	60	166	110
48%	49%	61%	54%	66%	46%	54%

**South Africa** 

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
295	231	142	127	267	233	112
275	225	153	129	289	218	119
25	25	10	9	28	16	13
8%	11%	7%	7%	10%	7%	12%
35	26	19	13	31	28	14
12%	11%	14%	10%	12%	12%	13%
82	73	42	35	84	65	30
28%	31%	30%	27%	31%	28%	27%
90	62	44	43	69	80	31
31%	27%	31%	34%	26%	34%	28%
52	35	18	21	38	37	17
18%	15%	13%	16%	14%	16%	15%
8	6	5	4	10	6	3
3%	3%	3%	3%	4%	2%	2%
3	3	3	3	8	2	4
1%	1%	2%	2%	3%	1%	4%
63	45	27	28	55	44	24
21%	19%	19%	22%	21%	19%	21%
142	124	72	56	143	109	57
48%	54%	50%	44%	53%	47%	51%

	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
388	172	328	411	87	343	114
388	186	321	441	63	342	118
31	17	28	43	2	30	8
8%	10%	8%	10%	2%	9%	7%
44	19	40	48	10	37	9
11%	11%	12%	12%	11%	11%	8%
119	48	101	118	30	99	41
31%	28%	31%	29%	35%	29%	36%
118	52	97	121	27	102	34
30%	30%	30%	29%	32%	30%	30%
58	29	45	60	14	54	17
15%	17%	14%	15%	17%	16%	15%
13	2	13	12	3	13	3
3%	1%	4%	3%	4%	4%	2%
5	4	5	9		8	1
1%	2%	2%	2%		2%	1%
75	36	63	81	18	74	21
19%	21%	19%	20%	20%	22%	18%
195	84	168	209	42	167	59
50%	49%	51%	51%	48%	49%	52%

Social Media Inactive				
	43			
	47			
	6			
	14%			
	11			
	27%			
	9			
	21%			
	12			
	29%			
	3			
	8%			
	1			
	2%			
	4			
	9%			
	27			
	62%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	519	299	220
1 – Very weak economy	freq	45	25	20
1 – Very weak economy	prop	9%	10%	8%
2	freq	59	31	28
2	prop	12%	12%	11%
3	freq	166	73	93
3	prop	33%	29%	38%
4	freq	150	70	80
4	prop	30%	28%	32%
5	freq	71	48	22
5	prop	14%	19%	9%
6	freq	7	4	3
6	prop	1%	1%	1%
7 – Very strong economy	freq	3	2	1
7 – Very strong economy	prop	1%	1%	%
Top3Box	freq	80	54	26
Top3Box	prop	16%	21%	11%
Low3Box	freq	270	129	142
Low3Box	prop	54%	51%	57%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
211	190	100	87	195	218	301
171	220	128	73	203	243	346
18	19	8	8	20	18	27
8%	10%	8%	9%	10%	8%	9%
27	25	6	11	22	25	30
13%	13%	6%	13%	11%	12%	10%
72	63	31	35	65	66	99
34%	33%	31%	41%	33%	30%	33%
62	55	32	26	54	70	95
30%	29%	32%	30%	28%	32%	32%
28	24	19	7	30	34	42
13%	13%	19%	8%	15%	16%	14%
2	1	3	•	3	3	5
1%	1%	3%		2%	1%	2%
1	1	1		1	2	3
%	1%	1%		%	1%	1%
31	27	23	7	34	39	49
15%	14%	23%	8%	18%	18%	16%
117	108	45	54	107	109	156
56%	57%	45%	63%	55%	50%	52%

## South Korea

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
199	8	125	367	286	214	58
173	5	113	401	333	186	68
19	1	11	33	24	21	6
9%		9%	9%	8%	10%	11%
28	•	10	49	39	20	7
14%		8%	13%	13%	9%	12%
67	5	42	118	79	87	16
34%		34%	32%	28%	41%	27%
54	2	41	107	86	63	13
27%		33%	29%	30%	30%	22%
29		19	52	51	20	14
15%		15%	14%	18%	9%	24%
2		1	5	5	2	1
1%		1%	1%	2%	1%	2%
			3	3		2
			1%	1%		3%
31		20	60	58	22	17
16%		16%	16%	20%	10%	29%
114	6	63	200	142	128	29
57%		51%	55%	50%	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
442	89	411	390	94	182	221
451	108	411	431	72	196	221
39	9	36	37	7	16	15
9%	10%	9%	10%	7%	9%	7%
52	9	50	48	10	17	30
12%	10%	12%	12%	10%	10%	13%
150	24	142	126	33	55	81
34%	27%	34%	32%	36%	30%	37%
137	24	126	120	25	46	72
31%	27%	31%	31%	27%	25%	32%
57	19	52	51	18	42	20
13%	21%	13%	13%	19%	23%	9%
5	2	5	6	1	3	3
1%	2%	1%	1%	1%	2%	2%
1	2	1	3		3	
%	2%	%	1%		1%	
63	22	58	60	19	47	23
14%	25%	14%	15%	20%	26%	10%
241	42	228	211	50	89	126
55%	48%	55%	54%	53%	49%	57%


Social					
Med Inact					
	97				
	102				
	14				
	14%				
	12				
	12%				
	30				
	31%				
	32				
	33%				
	10				
	10%				
	•				
	10				
	10%				
	55				
	57%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1054	531	523
1 – Very weak economy	freq	123	52	71
1 – Very weak economy	prop	25%	21%	29%
2	freq	96	52	44
2	prop	19%	21%	18%
3	freq	124	64	61
3	prop	25%	25%	24%
4	freq	102	55	47
4	prop	20%	22%	19%
5	freq	43	23	20
5	prop	9%	9%	8%
6	freq	7	3	4
6	prop	1%	1%	2%
7 – Very strong economy	freq	5	3	2
7 – Very strong economy	prop	1%	1%	1%
Top3Box	freq	55	29	26
Top3Box	prop	11%	12%	10%
Low3Box	freq	343	168	175
Low3Box	prop	69%	67%	71%

# 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
205	174	121	274	128	24	232
373	386	295	600	261	41	524
47	47	29	78	25	2	59
23%	27%	24%	28%	19%	9%	25%
36	33	27	58	24	4	46
18%	19%	22%	21%	19%	18%	20%
52	43	29	60	39	5	51
25%	25%	24%	22%	30%	20%	22%
44	36	21	53	22	7	44
22%	21%	18%	19%	18%	31%	19%
20	10	13	20	12	5	24
10%	6%	11%	7%	10%	21%	10%
3	4	1	1	3	0	4
1%	2%	1%	%	3%	2%	2%
2	2	1	3	2		3
1%	1%	1%	1%	1%		1%
25	15	15	25	17	5	31
12%	9%	12%	9%	14%	23%	13%
135	123	85	196	88	11	157
66%	71%	70%	72%	69%	47%	68%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
268	249	115	136	258	242	39
530	683	82	289	557	497	84
64	69	23	31	63	60	8
24%	28%	20%	23%	24%	25%	22%
50	48	14	33	51	45	5
18%	19%	12%	25%	20%	19%	14%
73	59	32	33	64	60	8
27%	24%	28%	24%	25%	25%	20%
57	50	31	21	51	51	10
21%	20%	27%	15%	20%	21%	25%
19	17	11	15	22	21	5
7%	7%	10%	11%	9%	9%	12%
3	3	3	1	3	4	1
1%	1%	2%	1%	1%	2%	3%
2	3		2	4	1	1
1%	1%		1%	2%	%	4%
24	23	14	18	29	26	7
9%	9%	12%	13%	11%	11%	19%
186	176	70	98	178	165	22
70%	71%	61%	71%	69%	68%	56%

	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	50	450	285	207	261	120
970	103	951	607	428	536	252
114	10	113	70	49	68	23
25%	20%	25%	24%	24%	26%	20%
91	10	86	54	40	49	24
20%	19%	19%	19%	19%	19%	20%
117	9	115	72	51	57	32
25%	18%	26%	25%	25%	22%	27%
92	11	91	55	46	57	23
20%	21%	20%	19%	22%	22%	20%
38	7	36	26	17	24	13
8%	15%	8%	9%	8%	9%	11%
6	1	6	5	2	4	2
1%	2%	1%	2%	1%	2%	2%
4	2	3	3	2	2	1
1%	5%	1%	1%	1%	1%	1%
48	11	44	34	21	30	16
10%	21%	10%	12%	10%	11%	14%
322	29	315	196	140	174	80
70%	57%	70%	69%	68%	67%	67%

Social
Media
weula

Social					
Media					
Inactive					
119					
266					
32					
26%					
23					
19%					
35					
29%					
21					
18%					
6					
5%					
1					
1%					
2					
1%					
9					
7%					
89					
75%					

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	522	275	247
1 – Very weak economy	freq	8	2	6
1 – Very weak economy	prop	2%	1%	2%
2	freq	20	8	11
2	prop	4%	3%	5%
3	freq	52	24	27
3	prop	10%	10%	11%
4	freq	165	85	80
4	prop	33%	34%	32%
5	freq	146	66	80
5	prop	29%	26%	32%
6	freq	72	42	30
6	prop	14%	16%	12%
7 – Very strong economy	freq	38	26	12
7 – Very strong economy	prop	8%	10%	5%
Top3Box	freq	256	134	122
Top3Box	prop	51%	53%	50%
Low3Box	freq	79	35	44
Low3Box	prop	16%	14%	18%

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

Age Under			Household	Household Income	Household Income	Marital Status
35	Age 35-49	Age 50-64	Income Low	Medium	High	Married
185	154	161	115	222	87	159
180	159	183	145	229	74	157
1	4	3	5	2	0	2
1%	2%	2%	4%	1%	%	1%
5	9	6	7	5	3	1
3%	6%	3%	6%	2%	3%	1%
23	15	14	25	16	3	10
12%	10%	9%	22%	7%	3%	6%
72	48	45	36	71	20	51
39%	31%	28%	31%	32%	23%	32%
64	35	48	29	81	23	46
34%	22%	30%	25%	36%	26%	29%
11	32	29	9	35	26	35
6%	21%	18%	8%	16%	30%	22%
9	12	16	4	11	12	16
5%	8%	10%	3%	5%	13%	10%
84	79	93	41	127	60	96
45%	51%	58%	36%	57%	70%	60%
29	27	22	38	24	6	12
16%	18%	14%	33%	11%	7%	8%

Sweden

# 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
341	105	263	132	342	158	
365	344	90	88	330	192	
6	3	3	1	5	3	
2%	3%	1%	1%	1%	2%	
19	8	9	3	13	6	2
5%	8%	3%	2%	4%	4%	2%
42	12	30	10	39	13	0
12%	12%	11%	7%	11%	8%	%
114	39	70	55	108	57	19
33%	37%	27%	42%	31%	36%	24%
100	29	87	29	100	46	32
29%	28%	33%	22%	29%	29%	41%
38	7	42	23	50	22	20
11%	7%	16%	18%	15%	14%	26%
22	5	22	11	28	10	4
7%	5%	8%	8%	8%	6%	6%
160	42	151	63	178	78	56
47%	40%	57%	48%	52%	50%	73%
67	24	41	14	57	22	2
20%	23%	16%	11%	17%	14%	3%

	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
423		397	367	129	194	109
458		449	359	158	166	137
8		8	3	5	1	0
2%		2%	1%	4%	%	%
18	2	18	9	11	7	3
4%	2%	5%	2%	8%	3%	3%
52	7	45	26	23	23	14
12%	6%	11%	7%	18%	12%	13%
146	29	136	116	48	67	31
35%	28%	34%	32%	37%	34%	29%
114	35	111	119	27	61	40
27%	34%	28%	32%	21%	31%	37%
52	20	52	63	9	29	8
12%	20%	13%	17%	7%	15%	7%
33	10	27	31	6	7	12
8%	10%	7%	9%	5%	3%	11%
200	66	190	214	42	97	61
47%	64%	48%	58%	33%	50%	55%
77	8	71	38	39	30	17
18%	8%	18%	10%	30%	16%	16%

Social
Media
nactive
HACLIV

Media				
Inactive				
197				
219				
7				
4%				
10				
5%				
14				
7%				
67				
34%				
45				
23%				
35				
18%				
19				
10%				
99				
50%				
32				
16%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	518	247	271
1 – Very weak economy	freq	30	13	17
1 – Very weak economy	prop	6%	5%	7%
2	freq	57	23	34
2	prop	11%	9%	14%
3	freq	102	43	59
3	prop	20%	17%	24%
4	freq	135	69	65
4	prop	27%	28%	26%
5	freq	122	68	54
5	prop	24%	27%	22%
6	freq	31	18	13
6	prop	6%	7%	5%
7 – Very strong economy	freq	22	16	6
7 – Very strong economy	prop	4%	7%	2%
Top3Box	freq	176	103	73
Тор3Вох	prop	35%	41%	29%
Low3Box	freq	190	80	110
Low3Box	prop	38%	32%	44%

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

Age Under			Household	Household Income	Household Income	Marital Status
35	Age 35-49	Age 50-64	Income Low	Medium	High	Married
262	180	57		126	359	291
298	179	41		132	369	293
13	10	7		11	19	17
5%	5%	12%		9%	5%	6%
33	20	4	3	14	40	24
13%	11%	7%		11%	11%	8%
47	36	20	4	27	71	48
18%	20%	34%		22%	20%	17%
79	41	14	3	27	105	82
30%	23%	24%		21%	29%	28%
61	53	8	3	34	86	80
23%	29%	15%		27%	24%	27%
16	12	3	1	7	23	22
6%	7%	5%		6%	6%	7%
12	9	1	2	6	15	17
5%	5%	2%		4%	4%	6%
90	74	13	5	47	124	118
34%	41%	22%		37%	35%	41%
93	66	31	7	53	130	90
36%	36%	54%		42%	36%	31%

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
209	137	73	289	290	210	52
225	137	75	306	293	225	57
13	11	2	17	16	14	3
6%	8%	3%	6%	5%	7%	5%
33	15	6	36	34	24	8
16%	11%	8%	13%	12%	11%	16%
54	33	12	58	55	48	3
26%	24%	16%	20%	19%	23%	6%
52	33	24	77	74	61	13
25%	24%	32%	27%	25%	29%	24%
43	35	20	68	76	47	14
20%	25%	27%	23%	26%	22%	27%
10	6	5	21	19	12	6
5%	4%	7%	7%	6%	6%	12%
5	4	5	13	18	4	5
3%	3%	7%	4%	6%	2%	10%
58	45	30	101	112	63	25
28%	33%	41%	35%	39%	30%	49%
100	59	20	111	104	86	14
48%	43%	27%	38%	36%	41%	27%

	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
448	169	331	330	162	308	151
461	180	338	351	159	325	154
27	6	24	19	11	20	9
6%	3%	7%	6%	7%	7%	6%
49	18	39	44	13	35	14
11%	10%	12%	13%	8%	11%	9%
99	26	77	56	42	63	31
22%	15%	23%	17%	26%	20%	21%
122	46	89	85	47	73	51
27%	27%	27%	26%	29%	24%	33%
109	47	76	88	33	84	31
24%	28%	23%	27%	20%	27%	21%
25	15	16	21	10	20	8
6%	9%	5%	6%	6%	6%	5%
17	13	10	16	6	13	7
4%	7%	3%	5%	4%	4%	5%
151	74	102	125	49	117	46
34%	44%	31%	38%	30%	38%	31%
176	49	140	119	66	118	54
39%	29%	42%	36%	40%	38%	36%

Social Media Inactive				
	40			
	39			
	1			
	2%			
	8			
	21%			
	400/			
	19%			
	11			
	27%			
	7			
	17%			
	3			
	8%			
	2			
	6%			
	12			
	31%			
	17			
	42%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1081	537	544
1 – Very weak economy	freq	52	25	27
1 – Very weak economy	prop	10%	10%	11%
2	freq	49	22	27
2	prop	10%	9%	11%
3	freq	113	49	64
3	prop	23%	20%	25%
4	freq	149	74	76
4	prop	30%	30%	30%
5	freq	98	51	47
5	prop	20%	21%	18%
6	freq	19	11	8
6	prop	4%	4%	3%
7 – Very strong economy	freq	20	16	4
7 – Very strong economy	prop	4%	6%	2%
Top3Box	freq	137	78	59
Top3Box	prop	27%	32%	23%
Low3Box	freq	214	96	118
Low3Box	prop	43%	39%	47%

# B6 Rate the current state of the economy in your I

A or o I I to do o			Havaabald	Household	Household	Marital
Age Under	A === 25 40	A FO C4	Household	Income	Income	Status
35	Age 35-49	Age 50-64	Income Low	Medium	High	Married
183	157	160	76	186	215	289
287	371	423	105	394	528	703
15	17	20	12	21	15	34
8%	11%	12%	16%	11%	7%	12%
13	14	22	5	21	21	32
7%	9%	14%	7%	11%	10%	11%
46	30	37	16	48	43	63
25%	19%	23%	21%	26%	20%	22%
53	55	42	24	48	70	82
29%	35%	26%	32%	26%	33%	28%
33	32	32	14	36	44	54
18%	20%	20%	19%	20%	21%	19%
6	7	5	2	8	8	12
4%	5%	3%	3%	4%	4%	4%
16	1	3	2	4	14	12
9%	1%	2%	3%	2%	6%	4%
56	41	40	19	48	67	78
30%	26%	25%	25%	26%	31%	27%
74	61	79	33	90	78	129
41%	39%	49%	44%	48%	36%	45%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
211	232	127	141	257	243	57
378	372	338	371	588	493	137
18	30	13	9	23	29	3
8%	13%	10%	7%	9%	12%	6%
17	27	11	10	24	25	6
8%	12%	9%	7%	9%	10%	11%
50	53	34	26	50	63	11
24%	23%	27%	19%	19%	26%	19%
68	69	41	40	74	75	11
32%	30%	32%	28%	29%	31%	18%
44	40	21	37	55	43	12
21%	17%	17%	26%	21%	18%	20%
7	6	6	6	12	7	2
3%	3%	5%	5%	5%	3%	4%
8	7	1	12	19	1	12
4%	3%	1%	9%	7%	%	21%
59	54	28	55	86	51	26
28%	23%	22%	39%	33%	21%	45%
84	110	58	46	97	117	21
40%	47%	46%	33%	38%	48%	36%

#### 1 means a very weak economy.

	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
443	61	439	327	171	191	93
944	152	929	738	339	397	208
48	4	48	26	26	17	10
11%	7%	11%	8%	15%	9%	10%
43	5	44	28	20	20	10
10%	8%	10%	9%	11%	10%	10%
102	13	100	68	44	43	23
23%	21%	23%	21%	26%	23%	25%
139	11	138	104	45	47	30
31%	19%	31%	32%	27%	25%	32%
86	11	87	68	29	37	18
19%	18%	20%	21%	17%	19%	19%
17	4	15	15	4	9	3
4%	6%	3%	5%	2%	5%	3%
8	13	7	17	3	18	0
2%	21%	2%	5%	2%	9%	%
111	28	109	101	36	63	21
25%	45%	25%	31%	21%	33%	22%
193	22	192	122	89	80	42
44%	36%	44%	37%	52%	42%	46%

Social Media Inactive	US Region Northeast	US Region Midwest	US Region South	US Region West
216	91	103	175	131
476	196	226	389	270
25	7	11	20	13
12%	8%	11%	12%	10%
20	10	8	18	13
9%	11%	7%	10%	10%
47	16	27	41	29
22%	18%	26%	23%	22%
72	29	32	50	37
33%	32%	31%	29%	28%
43	19	18	28	32
20%	21%	18%	16%	25%
8	3	3	8	4
4%	4%	3%	5%	3%
2	5	4	9	3
1%	6%	3%	5%	2%
53	28	25	45	39
24%	31%	24%	26%	30%
91	34	46	80	55
42%	37%	44%	46%	42%

Stub	Stat	Overall	Gender Male	Gender Female
	base	12498	6239	6259
	unw_base	19242	9650	9592
Much weaker	freq	718	357	361
Much weaker	prop	6%	6%	6%
Somewhat weaker	freq	1621	805	816
Somewhat weaker	prop	13%	13%	13%
About the same	freq	6988	3352	3636
About the same	prop	56%	54%	58%
Somewhat stronger	freq	2551	1386	1165
Somewhat stronger	prop	20%	22%	19%
Much stronger	freq	620	339	281
Much stronger	prop	5%	5%	4%
Top2Box	freq	3171	1725	1446
Top2Box	prop	25%	28%	23%
Low2Box	freq	2339	1162	1177
Low2Box	prop	19%	19%	19%

# 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
5478	4005	3015	3620	4569	3457	5921
7387	6550	5305	4847	7189	5900	9801
269	254	196	283	259	127	332
5%	6%	6%	8%	6%	4%	6%
638	551	431	505	568	431	752
12%	14%	14%	14%	12%	12%	13%
2947	2240	1800	1959	2587	1907	3254
54%	56%	60%	54%	57%	55%	55%
1251	783	517	653	950	821	1255
23%	20%	17%	18%	21%	24%	21%
372	177	72	219	206	172	327
7%	4%	2%	6%	5%	5%	6%
1623	959	588	872	1156	993	1582
30%	24%	20%	24%	25%	29%	27%
907	805	627	788	827	557	1085
17%	20%	21%	22%	18%	16%	18%

All Demos

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
6578	4432	4374	3693	6652	5846	1385
9441	5300	6639	7303	10695	8547	2177
386	353	219	146	383	336	89
6%	8%	5%	4%	6%	6%	6%
869	591	574	456	876	745	134
13%	13%	13%	12%	13%	13%	10%
3734	2391	2652	1945	3637	3351	643
57%	54%	61%	53%	55%	57%	46%
1296	837	788	927	1393	1158	363
20%	19%	18%	25%	21%	20%	26%
293	261	141	218	364	256	157
4%	6%	3%	6%	5%	4%	11%
1590	1097	929	1145	1757	1414	520
24%	25%	21%	31%	26%	24%	38%
1255	943	793	603	1258	1081	223
19%	21%	18%	16%	19%	18%	16%

#### weaker than it is now?

	Senior Executive	Senior Executive	Employmen		0	
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
11113	2162	10337	8254	. ,	5310	3456
17065	3550	15692	13264	5643	7955	4899
630	112	606	459	234	308	151
6%	5%	6%	6%	6%	6%	4%
1487	237	1383	1072	516	673	497
13%	11%	13%	13%	13%	13%	14%
6345	980	6008	4537	2319	2672	2034
57%	45%	58%	55%	58%	50%	59%
2188	623	1928	1741	769	1287	655
20%	29%	19%	21%	19%	24%	19%
463	209	411	446	154	369	119
4%	10%	4%	5%	4%	7%	3%
2651	833	2339	2187	923	1657	775
24%	39%	23%	26%	23%	31%	22%
2116	349	1990	1531	749	981	647
19%	16%	19%	19%	19%	18%	19%

Social Media Inactive					
3232					
5358					
246					
8%					
408					
13%					
2033					
63%					
441					
14%					
104					
3%					
545					
17%					
654					
20%					

		All		
Stub	Stat	Countries	Argentina	Australia
	base	12498	500	500
	unw_base	19242	505	1016
Much weaker	freq	718	60	31
Much weaker	prop	6%	12%	6%
Somewhat weaker	freq	1621	82	104
Somewhat weaker	prop	13%	16%	21%
About the same	freq	6988	202	285
About the same	prop	56%	40%	57%
Somewhat stronger	freq	2551	119	66
Somewhat stronger	prop	20%	24%	13%
Much stronger	freq	620	38	13
Much stronger	prop	5%	8%	3%
Top2Box	freq	3171	157	79
Top2Box	prop	25%	31%	16%
Low2Box	freq	2339	141	135
Low2Box	prop	19%	28%	27%

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

Belgium	Brazil	Canada	China	France	Germany	Great Britain
500	500	500	500		500	500
526	1008	1037	1030		1020	1048
26	31	13	13	45	9	14
5%	6%	3%	3%	9%	2%	3%
74	29	41	43	110	41	43
15%	6%	8%	9%	22%	8%	9%
323	162	356	250	316	348	338
65%	32%	71%	50%	63%	70%	68%
74	169	81	167	26	93	96
15%	34%	16%	33%	5%	19%	19%
4	110	9	27	3	8	8
1%	22%	2%	5%	1%	2%	2%
78	278	90	194	29	101	104
16%	56%	18%	39%	6%	20%	21%
100	60	54	56	155	50	57
20%	12%	11%	11%	31%	10%	11%

# All Countries

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

Hungary	India	Indonesia	Italy	Japan	Mexico	Poland
499	500	500	500	500	500	500
503	1052	507	1049	1163	503	506
35	12	3	69	45	47	26
7%	2%	1%	14%	9%	9%	5%
102	27	19	53	114	52	110
20%	5%	4%	11%	23%	10%	22%
292	160	226	296	269	247	281
58%	32%	45%	59%	54%	49%	56%
66	226	202	69	68	127	68
13%	45%	40%	14%	14%	25%	14%
4	75	49	12	3	27	16
1%	15%	10%	2%	1%	5%	3%
70	301	251	82	71	154	84
14%	60%	50%	16%	14%	31%	17%
137	39	23	122	160	99	135
27%	8%	5%	24%	32%	20%	27%

#### nuch weaker than it is now?

		Saudi		South		
Romania	Russia	Arabia	South Africa	Korea	Spain	Sweden
499	500	500	500	500	500	500
509	503	507	507	519	1054	522
46	20	10	23	29	46	6
9%	4%	2%	5%	6%	9%	1%
59	35	17	103	106	64	20
12%	7%	3%	21%	21%	13%	4%
312	313	208	308	300	293	374
62%	63%	42%	62%	60%	59%	75%
76	112	162	55	59	88	94
15%	22%	32%	11%	12%	18%	19%
7	21	104	11	6	8	5
1%	4%	21%	2%	1%	2%	1%
83	132	265	66	64	96	100
17%	26%	53%	13%	13%	19%	20%
105	55	27	126	135	111	26
21%	11%	5%	25%	27%	22%	5%

US
500
1081
24
5%
58
12%
300
60%
92
18%
25
5%
117
23%
83
17%

# 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	12498	1000	1500
	unw_base	19242	2118	2016
Much weaker	freq	718	37	137
Much weaker	prop	6%	4%	9%
Somewhat weaker	freq	1621	100	164
Somewhat weaker	prop	13%	10%	11%
About the same	freq	6988	656	611
About the same	prop	56%	66%	41%
Somewhat stronger	freq	2551	173	415
Somewhat stronger	prop	20%	17%	28%
Much stronger	freq	620	34	174
Much stronger	prop	5%	3%	12%
Top2Box	freq	3171	207	589
Top2Box	prop	25%	21%	39%
Low2Box	freq	2339	137	300
Low2Box	prop	19%	14%	20%

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

Europe	APAC	G-8	BRIC	Middle East Africa
4998	3500	4000	2000	1500
7786	5790	7950	3593	1532
322	154	240	76	68
6%	4%	6%	4%	5%
676	449	496	134	233
14%	13%	12%	7%	16%
3172	1804	2537	885	745
63%	52%	63%	44%	50%
751	899	637	673	313
15%	26%	16%	34%	21%
76	194	89	232	141
2%	6%	2%	12%	9%
827	1094	726	906	454
17%	31%	18%	45%	30%
998	603	736	210	301
20%	17%	18%	10%	20%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	505	282	223
Much weaker	freq	60	30	30
Much weaker	prop	12%	12%	12%
Somewhat weaker	freq	82	49	33
Somewhat weaker	prop	16%	20%	13%
About the same	freq	202	98	104
About the same	prop	40%	40%	41%
Somewhat stronger	freq	119	53	66
Somewhat stronger	prop	24%	22%	26%
Much stronger	freq	38	15	22
Much stronger	prop	8%	6%	9%
Top2Box	freq	157	68	88
Top2Box	prop	31%	28%	35%
Low2Box	freq	141	79	63
Low2Box	prop	28%	32%	25%

# 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	145	107	196	202	102	161
214	165	126	151	218	136	187
19	25	16	15	31	14	22
8%	17%	15%	8%	15%	14%	14%
33	31	18	26	33	23	27
13%	22%	17%	13%	16%	22%	17%
102	49	51	75	83	44	65
41%	34%	48%	38%	41%	43%	40%
70	31	18	60	42	17	32
28%	21%	17%	31%	21%	17%	20%
24	10	4	20	13	5	15
10%	7%	4%	10%	7%	5%	9%
95	40	22	80	56	22	46
38%	28%	21%	41%	28%	21%	29%
52	56	34	41	63	37	49
21%	39%	31%	21%	31%	36%	31%

Argentina

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
339	327	119	55	244	256	66
318	202	167	136	290	215	78
38	38	15	6	32	27	15
11%	12%	13%	12%	13%	11%	23%
54	47	18	16	50	32	8
16%	15%	15%	29%	21%	12%	12%
137	133	46	22	93	109	26
40%	41%	39%	41%	38%	42%	40%
88	80	32	7	54	66	10
26%	24%	27%	13%	22%	26%	15%
23	28	7	3	15	23	7
7%	9%	6%	5%	6%	9%	10%
110	108	39	10	68	88	17
33%	33%	33%	18%	28%	34%	25%
92	85	34	23	82	59	23
27%	26%	28%	41%	34%	23%	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
434	69	431	283	202	282	113
427	94	411	331	162	300	121
45	9	50	41	17	38	7
10%	13%	12%	14%	8%	13%	7%
74	11	71	54	25	44	25
17%	16%	16%	19%	13%	16%	22%
176	29	173	106	90	112	50
40%	42%	40%	37%	45%	40%	44%
109	14	105	58	58	62	27
25%	20%	24%	21%	29%	22%	24%
31	6	32	24	11	26	4
7%	8%	7%	9%	6%	9%	4%
140	20	137	83	69	88	31
32%	28%	32%	29%	34%	31%	27%
119	20	121	95	42	81	32
27%	29%	28%	33%	21%	29%	28%

Social Media
Inactive
105
84
15
14%
13
13%
40
38%
30
29%
7
7%
37
36%
28
27%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1016	471	545
Much weaker	freq	31	16	15
Much weaker	prop	6%	7%	6%
Somewhat weaker	freq	104	49	55
Somewhat weaker	prop	21%	20%	22%
About the same	freq	285	134	151
About the same	prop	57%	54%	60%
Somewhat stronger	freq	66	40	26
Somewhat stronger	prop	13%	16%	10%
Much stronger	freq	13	9	4
Much stronger	prop	3%	4%	2%
Top2Box	freq	79	49	30
Top2Box	prop	16%	20%	12%
Low2Box	freq	135	65	70
Low2Box	prop	27%	26%	28%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
196	149	155	112	258	131	230
267	358	391	205	513	298	539
13	7	11	16	12	3	13
7%	4%	7%	14%	5%	3%	6%
42	31	30	23	54	28	46
22%	21%	20%	20%	21%	22%	20%
105	92	87	61	152	73	131
54%	62%	56%	54%	59%	56%	57%
27	17	23	6	35	25	34
14%	11%	15%	6%	13%	19%	15%
9	2	3	7	5	1	5
4%	1%	2%	6%	2%	1%	2%
35	18	26	13	40	27	39
18%	12%	17%	12%	15%	20%	17%
56	38	42	38	66	32	59
28%	26%	27%	34%	26%	24%	26%

Australia

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
270	132	294	74	286	214	60
477	297	309	410	591	425	137
18	12	16	4	21	10	4
7%	9%	5%	5%	7%	5%	6%
58	19	70	15	57	47	9
21%	14%	24%	20%	20%	22%	15%
154	88	159	38	157	128	31
57%	67%	54%	52%	55%	60%	52%
32	11	41	14	41	25	12
12%	8%	14%	19%	14%	12%	21%
8	2	8	4	9	4	4
3%	1%	3%	5%	3%	2%	6%
40	13	49	17	50	29	16
15%	10%	17%	24%	18%	14%	27%
76	31	86	18	78	57	13
28%	23%	29%	25%	27%	27%	22%

	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
440	69	431	321	170	200	125
879	170	846	665	328	419	260
27	4	27	15	13	12	9
6%	6%	6%	5%	7%	6%	7%
95	11	93	74	29	44	18
22%	16%	22%	23%	17%	22%	14%
254	34	252	177	104	105	86
58%	49%	58%	55%	61%	52%	68%
53	16	50	48	18	30	12
12%	24%	12%	15%	11%	15%	10%
10	4	10	7	6	9	0
2%	6%	2%	2%	4%	5%	%
63	20	59	55	24	40	13
14%	29%	14%	17%	14%	20%	10%
123	15	121	89	42	56	27
28%	22%	28%	28%	24%	28%	22%

Social Media Inactive			
	175		
	337		
	10		
	6%		
	42		
	24%		
	95		
	54%		
	24		
	14%		
	4		
_	2%		
	27		
	16%		
	52		
	30%		

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	526	273	253
Much weaker	freq	26	13	13
Much weaker	prop	5%	5%	5%
Somewhat weaker	freq	74	31	43
Somewhat weaker	prop	15%	12%	17%
About the same	freq	323	156	167
About the same	prop	65%	62%	67%
Somewhat stronger	freq	74	48	26
Somewhat stronger	prop	15%	19%	10%
Much stronger	freq	4	4	
Much stronger	prop	1%	2%	
Top2Box	freq	78	52	26
Top2Box	prop	16%	21%	10%
Low2Box	freq	100	44	56
Low2Box	prop	20%	18%	22%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
184	167	148	123	157	126	200
168	178	180	132	169	127	215
9	9	8	13	6	2	12
5%	5%	5%	10%	4%	2%	6%
24	23	27	22	28	11	31
13%	14%	18%	18%	18%	9%	15%
119	113	91	78	99	83	121
65%	67%	61%	64%	63%	66%	60%
29	23	22	9	23	27	34
16%	14%	15%	7%	14%	22%	17%
4		1	1	1	3	2
2%		%	1%	%	2%	1%
33	23	22	10	23	30	36
18%	14%	15%	8%	15%	24%	18%
33	32	35	35	34	13	43
18%	19%	24%	29%	22%	10%	22%

Belgium

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
300	172	186	142	290	210	31
311	156	265	105	311	215	30
13	13	10	3	18	7	1
4%	7%	5%	2%	6%	4%	4%
43	35	26	13	43	31	3
14%	20%	14%	9%	15%	15%	9%
202	108	124	91	188	135	18
67%	62%	67%	64%	65%	64%	59%
40	16	24	33	38	35	7
13%	9%	13%	24%	13%	17%	23%
2	1	1	2	3	1	2
1%	1%	1%	1%	1%	1%	5%
42	17	26	35	41	36	9
14%	10%	14%	25%	14%	17%	28%
56	48	36	16	61	39	4
19%	28%	19%	11%	21%	18%	13%

	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
469	44	456	295	193	102	167
496	43	483	312	201	111	161
24	1	25	16	9	8	4
5%	2%	5%	5%	5%	7%	2%
71	4	70	41	32	18	27
15%	9%	15%	14%	16%	18%	16%
304	29	293	198	117	57	102
65%	67%	64%	67%	61%	56%	61%
66	8	66	39	33	18	33
14%	18%	14%	13%	17%	18%	20%
3	2	3	2	2	2	1
1%	4%	1%	1%	1%	2%	%
69	10	68	41	35	20	34
15%	22%	15%	14%	18%	19%	20%
96	5	95	56	41	25	31
20%	11%	21%	19%	21%	25%	18%

Social Media Inactive				
	231			
	254			
	14			
	6%			
	29			
	13%			
	163			
	71%			
	22			
	10%			
	2			
	1%			
	24			
	10%			
	43			
	19%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	1008	460	548
Much weaker	freq	31	15	16
Much weaker	prop	6%	6%	6%
Somewhat weaker	freq	29	14	16
Somewhat weaker	prop	6%	6%	6%
About the same	freq	162	103	59
About the same	prop	32%	42%	23%
Somewhat stronger	freq	169	73	96
Somewhat stronger	prop	34%	30%	37%
Much stronger	freq	110	40	69
Much stronger	prop	22%	17%	27%
Top2Box	freq	278	113	165
Top2Box	prop	56%	46%	65%
Low2Box	freq	60	29	31
Low2Box	prop	12%	12%	12%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
271	148	82	184	304	13	188
455	330	223	162	771	75	453
20	5	6	10	20	1	5
7%	3%	7%	5%	7%	6%	2%
15	3	12	9	19	1	18
6%	2%	14%	5%	6%	10%	9%
85	55	22	58	98	6	53
32%	37%	27%	32%	32%	47%	28%
89	53	26	61	105	2	55
33%	36%	32%	34%	35%	16%	29%
61	32	16	45	62	3	57
23%	22%	20%	24%	20%	21%	30%
150	85	42	106	167	5	113
56%	58%	52%	58%	55%	37%	60%
35	8	17	19	39	2	22
13%	5%	21%	11%	13%	16%	12%

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

Manifest				Ohist	Ohint	
Marital Status	Education	Education	Education	Chief Income	Chief Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
312	363	107	29	234	266	51
555	113	516	379	491	517	145
26	25	4	2	17	14	5
8%	7%	4%	5%	7%	5%	10%
12	21	6	3	11	18	1
4%	6%	5%	10%	5%	7%	3%
109	114	37	11	76	86	16
35%	31%	34%	37%	33%	32%	31%
113	116	42	10	78	91	19
36%	32%	39%	35%	33%	34%	37%
52	88	18	4	52	58	10
17%	24%	17%	13%	22%	22%	19%
165	203	61	14	130	148	28
53%	56%	56%	48%	55%	56%	56%
38	46	10	5	28	32	7
12%	13%	9%	15%	12%	12%	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
449	74	426	327	149	295	101
863	192	816	732	251	710	195
25	5	25	22	8	18	5
6%	7%	6%	7%	5%	6%	5%
28	2	27	16	13	17	9
6%	3%	6%	5%	9%	6%	9%
146	24	138	109	45	92	33
33%	33%	32%	33%	30%	31%	33%
150	27	141	103	62	103	34
33%	37%	33%	31%	41%	35%	34%
100	15	95	76	21	64	20
22%	20%	22%	23%	14%	22%	20%
250	42	236	179	83	168	54
56%	57%	55%	55%	56%	57%	54%
53	7	53	39	21	35	14
12%	10%	12%	12%	14%	12%	14%

Social Media Inactive				
	105			
	103			
	8			
	8%			
	4			
	3%			
	37			
	35%			
	31			
	30%			
	25			
	24%			
	56			
	54%			
	12			
	11%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1037	478	559
Much weaker	freq	13	7	5
Much weaker	prop	3%	3%	2%
Somewhat weaker	freq	41	23	18
Somewhat weaker	prop	8%	9%	7%
About the same	freq	356	167	189
About the same	prop	71%	67%	75%
Somewhat stronger	freq	81	43	38
Somewhat stronger	prop	16%	17%	15%
Much stronger	freq	9	7	2
Much stronger	prop	2%	3%	1%
Top2Box	freq	90	50	40
Top2Box	prop	18%	20%	16%
Low2Box	freq	54	31	24
Low2Box	prop	11%	12%	9%

# 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	173	149	67	157	206	231
314	347	376	133	322	436	510
6	4	3	4	4	2	6
3%	2%	2%	6%	3%	1%	3%
9	16	16	8	13	14	21
5%	9%	11%	11%	8%	7%	9%
122	123	111	44	112	146	162
69%	71%	74%	66%	72%	71%	70%
34	28	19	8	26	41	40
19%	16%	13%	12%	16%	20%	17%
6	2	0	3	2	3	2
4%	1%	%	5%	1%	1%	1%
40	30	19	11	28	44	41
23%	18%	13%	17%	18%	21%	18%
15	20	19	12	17	17	27
9%	12%	13%	17%	11%	8%	12%

Canada

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
269	186	223	91	261	239	40
527	379	469	189	535	502	85
6	6	6	2	7	6	1
2%	3%	2%	2%	3%	2%	2%
21	17	17	8	23	18	4
8%	9%	8%	8%	9%	8%	10%
194	134	158	64	178	178	23
72%	72%	71%	71%	68%	75%	58%
41	26	39	16	45	36	9
15%	14%	17%	18%	17%	15%	23%
7	4	4	1	8	0	3
3%	2%	2%	1%	3%	%	7%
49	29	43	18	53	37	12
18%	16%	19%	19%	20%	15%	31%
27	23	23	9	30	24	5
10%	12%	10%	10%	12%	10%	12%

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

	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
460	58	442	335	154	194	125
952	119	918	689	325	388	258
12	1	12	9	3	4	3
3%	2%	3%	3%	2%	2%	2%
37	6	35	25	15	19	9
8%	11%	8%	7%	10%	10%	7%
333	33	323	237	111	125	95
72%	58%	73%	71%	72%	65%	76%
72	14	67	58	22	39	18
16%	25%	15%	17%	14%	20%	14%
6	2	6	6	3	7	1
1%	4%	1%	2%	2%	4%	%
77	17	73	64	25	46	19
17%	29%	16%	19%	16%	24%	15%
50	8	47	34	18	23	12
11%	13%	11%	10%	12%	12%	9%

Social Media Inactive	Canada Region Quebec	Canada Region Praries	Canada Region British Columbia	Canada Region Ontario	Canada Region Atlantic	Canada Region Alberta
181	120	33	77	187	38	44
391	247	69	165	386	79	91
7	3		4	6	0	0
4%	2%		5%	3%	1%	1%
13	8	1	4	21	5	2
7%	6%	3%	5%	11%	14%	5%
136	91	27	57	128	29	25
75%	75%	80%	74%	68%	75%	57%
24	18	5	13	28	3	13
13%	15%	15%	17%	15%	9%	30%
1	2	1		4	0	3
1%	1%	2%		2%	1%	6%
25	19	6	13	32	4	16
14%	16%	17%	17%	17%	10%	36%
20	11	1	7	27	6	3
11%	9%	3%	9%	14%	15%	7%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	249	251
	unw_base	1030	524	506
Much weaker	freq	13	11	2
Much weaker	prop	3%	5%	1%
Somewhat weaker	freq	43	37	6
Somewhat weaker	prop	9%	15%	2%
About the same	freq	250	101	148
About the same	prop	50%	41%	59%
Somewhat stronger	freq	167	86	82
Somewhat stronger	prop	33%	34%	33%
Much stronger	freq	27	13	13
Much stronger	prop	5%	5%	5%
Top2Box	freq	194	99	95
Top2Box	prop	39%	40%	38%
Low2Box	freq	56	49	8
Low2Box	prop	11%	19%	3%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
201	185	115	73	178	250	345
431	478	121	54	244	732	789
7	5	1	1	10	2	10
3%	3%	1%	1%	6%	1%	3%
15	19	9	4	17	22	36
7%	10%	8%	5%	10%	9%	10%
106	78	66	40	93	117	170
53%	42%	57%	55%	52%	47%	49%
62	67	38	27	47	93	117
31%	36%	33%	37%	27%	37%	34%
11	16	0	1	10	16	12
5%	9%	%	2%	6%	6%	3%
73	83	38	28	57	109	129
36%	45%	33%	38%	32%	44%	37%
22	24	11	5	28	23	46
11%	13%	9%	7%	16%	9%	13%

China

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
155	295	155	50	267	233	45
241	87	273	670	688	342	88
3	10	3	0	8	5	1
2%	3%	2%	1%	3%	2%	1%
7	30	10	4	29	14	4
4%	10%	6%	8%	11%	6%	8%
80	147	80	23	112	138	13
51%	50%	51%	46%	42%	59%	28%
50	91	57	20	94	73	16
32%	31%	37%	40%	35%	31%	35%
15	18	6	2	24	3	12
10%	6%	4%	5%	9%	1%	27%
65	109	63	23	118	76	28
42%	37%	41%	45%	44%	33%	62%
10	39	12	4	37	19	4
7%	13%	8%	9%	14%	8%	10%

	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
455	106	394	373	119		
942	301	729	933	93	-	
13	4	9	11	2	-	
3%	4%	2%	3%	1%		
39	9	34	37	6	-	
9%	8%	9%	10%	5%		
237	37	212	168	74	-	
52%	35%	54%	45%	62%	•	
151	39	128	130	37	-	
33%	37%	33%	35%	31%	•	
15	16	10	26	1	-	
3%	16%	3%	7%	1%		
166	56	139	156	38		
36%	53%	35%	42%	32%		
52	13	43	49	7	•	
11%	12%	11%	13%	6%		

_			

Social Media Inactive	
	_
	_
	_
<u> </u>	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1049	521	528
Much weaker	freq	45	21	24
Much weaker	prop	9%	8%	10%
Somewhat weaker	freq	110	55	54
Somewhat weaker	prop	22%	22%	21%
About the same	freq	316	153	163
About the same	prop	63%	62%	64%
Somewhat stronger	freq	26	16	10
Somewhat stronger	prop	5%	6%	4%
Much stronger	freq	3	2	1
Much stronger	prop	1%	1%	1%
Top2Box	freq	29	18	12
Top2Box	prop	6%	7%	5%
Low2Box	freq	155	76	78
Low2Box	prop	31%	31%	31%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
191	154	155	93	242	107	188
396	329	324	199	491	233	388
14	16	15	10	22	10	21
7%	11%	9%	11%	9%	9%	11%
38	37	35	20	52	22	41
20%	24%	22%	21%	21%	21%	22%
128	92	96	57	154	68	114
67%	60%	62%	61%	64%	64%	60%
9	8	9	5	12	7	12
5%	5%	6%	5%	5%	6%	6%
1	1	1	1	2		0
1%	1%	%	2%	1%		%
11	9	10	6	14	7	12
6%	6%	6%	7%	6%	6%	7%
52	53	49	30	74	32	62
27%	34%	32%	32%	31%	30%	33%

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
312	168	209	124	315	185	23
661	377	329	343	658	391	49
24	20	17	8	26	19	3
8%	12%	8%	6%	8%	10%	12%
68	38	47	25	72	38	6
22%	23%	23%	20%	23%	20%	24%
202	103	134	80	196	121	11
65%	61%	64%	64%	62%	65%	47%
14	5	10	11	19	7	3
5%	3%	5%	9%	6%	4%	11%
3	1	1	0	2	1	1
1%	1%	1%	%	1%	%	6%
17	7	11	12	21	8	4
5%	4%	5%	9%	7%	4%	17%
92	58	64	32	99	56	8
30%	35%	31%	26%	31%	30%	36%

	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	39	461	314	185	127	133
1000	87	962	653	394	270	285
42	4	41	25	20	9	11
9%	10%	9%	8%	11%	7%	8%
104	10	100	70	40	28	29
22%	25%	22%	22%	22%	22%	22%
305	19	297	200	115	78	87
64%	50%	64%	64%	62%	61%	65%
24	5	21	18	8	11	6
5%	12%	5%	6%	4%	9%	4%
2	1	2	1	2	1	
%	3%	%	%	1%	1%	
25	6	23	20	10	12	6
5%	16%	5%	6%	5%	10%	4%
146	13	141	95	60	37	40
31%	34%	31%	30%	32%	29%	30%

Social Media Inactive				
240				
494				
25				
10%				
52				
22%				
151				
63%				
10				
4%				
2				
1%				
11				
5%				
77				
32%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1020	532	488
Much weaker	freq	9	4	5
Much weaker	prop	2%	2%	2%
Somewhat weaker	freq	41	22	19
Somewhat weaker	prop	8%	9%	8%
About the same	freq	348	166	183
About the same	prop	70%	66%	74%
Somewhat stronger	freq	93	55	38
Somewhat stronger	prop	19%	22%	15%
Much stronger	freq	8	5	3
Much stronger	prop	2%	2%	1%
Top2Box	freq	101	60	41
Top2Box	prop	20%	24%	17%
Low2Box	freq	50	26	24
Low2Box	prop	10%	10%	10%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
172	169	159	123	133	166	207
251	367	402	226	281	363	465
2	4	4	4	2	3	4
1%	2%	2%	3%	2%	2%	2%
13	15	13	11	11	13	16
8%	9%	8%	9%	8%	8%	8%
114	122	112	93	90	110	142
66%	72%	71%	76%	68%	66%	69%
37	26	30	16	25	37	42
22%	15%	19%	13%	19%	22%	20%
6	2	1		4	3	3
3%	1%	%		3%	2%	1%
43	28	30	16	29	40	45
25%	17%	19%	13%	22%	24%	22%
15	19	16	14	13	16	20
9%	11%	10%	12%	10%	10%	10%

## Germany

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
293	113	285	101	319	181	41
555	181	644	195	671	349	93
5	5	4	0	4	5	
2%	5%	1%	%	1%	3%	
25	14	23	5	23	18	3
9%	12%	8%	5%	7%	10%	7%
206	78	202	68	218	130	27
70%	69%	71%	67%	68%	72%	65%
51	15	52	26	64	28	10
17%	13%	18%	25%	20%	16%	24%
6	2	4	2	8		1
2%	2%	1%	2%	3%		4%
57	17	56	28	73	28	11
19%	15%	20%	28%	23%	16%	27%
30	19	27	5	28	23	3
10%	16%	9%	5%	9%	12%	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
459	91	409	341	144	120	162
927	203	817	729	264	234	326
9		9	5	4	2	1
2%		2%	2%	3%	2%	1%
38	7	35	26	13	11	14
8%	7%	8%	8%	9%	9%	9%
321	59	290	236	102	69	114
70%	65%	71%	69%	71%	58%	71%
83	22	71	68	23	33	31
18%	24%	17%	20%	16%	27%	19%
7	3	5	7	2	5	1
2%	4%	1%	2%	1%	4%	1%
90	26	76	74	25	37	33
20%	28%	19%	22%	17%	31%	20%
47	7	44	31	17	13	15
10%	7%	11%	9%	12%	11%	9%

Social Media Inactive					
	218				
	460				
	6				
	3%				
	16				
	8%				
	165				
	75%				
	29				
	13%				
	2				
	1%				
	31				
	14%				
	23				
	10%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	254
	unw_base	1048	535	513
Much weaker	freq	14	8	6
Much weaker	prop	3%	3%	2%
Somewhat weaker	freq	43	17	26
Somewhat weaker	prop	9%	7%	10%
About the same	freq	338	162	176
About the same	prop	68%	66%	69%
Somewhat stronger	freq	96	53	43
Somewhat stronger	prop	19%	22%	17%
Much stronger	freq	8	5	3
Much stronger	prop	2%	2%	1%
Top2Box	freq	104	58	46
Top2Box	prop	21%	24%	18%
Low2Box	freq	57	26	32
Low2Box	prop	11%	10%	13%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	140	175	77	275	105	199
354	295	399	163	575	220	430
4	5	5	4	7	1	5
2%	4%	3%	6%	3%	1%	2%
13	14	16	10	24	7	16
7%	10%	9%	13%	9%	6%	8%
128	89	121	52	195	61	125
69%	64%	69%	67%	71%	58%	62%
35	30	31	10	47	33	50
19%	21%	18%	13%	17%	31%	25%
4	2	2	1	2	4	4
2%	2%	1%	1%	1%	4%	2%
39	32	33	11	49	36	54
21%	23%	19%	14%	18%	35%	27%
17	19	21	14	31	8	21
9%	14%	12%	18%	11%	7%	10%

### **Great Britain**

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Marital Status	Education	Education	Education	Chief Income	Chief Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
300	138	140	222	315	184	40
618	294	294	460	668	380	86
9	6	3	6	9	5	1
3%	4%	2%	2%	3%	3%	4%
27	15	13	15	25	18	2
9%	11%	9%	7%	8%	10%	4%
213	99	100	140	210	128	23
71%	71%	71%	63%	67%	69%	58%
46	18	21	56	64	32	10
15%	13%	15%	25%	20%	17%	26%
4	1	2	5	6	2	3
1%	1%	2%	2%	2%	1%	8%
50	19	24	61	71	33	14
17%	14%	17%	28%	22%	18%	35%
36	21	16	21	34	23	3
12%	15%	11%	9%	11%	13%	7%

	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
460	56	444	341	153	193	131
962	119	929	709	327	403	273
13	1	13	8	6	6	1
3%	2%	3%	2%	4%	3%	1%
42	3	40	24	17	20	11
9%	6%	9%	7%	11%	10%	8%
315	28	310	228	107	120	86
68%	50%	70%	67%	70%	62%	65%
85	19	77	74	22	41	32
19%	34%	17%	22%	15%	21%	25%
5	4	4	7	1	6	1
1%	7%	1%	2%	1%	3%	1%
90	23	81	81	23	47	33
20%	41%	18%	24%	15%	24%	25%
54	5	53	32	23	26	12
12%	8%	12%	9%	15%	13%	9%

Social Media Inactive				
	175			
	372			
	7			
	4%			
	12			
	7%			
	132			
	75%			
	22			
	13%			
	1			
	1%			
	24			
	14%			
	20			
	11%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	499	244	255
	unw_base	503	242	261
Much weaker	freq	35	16	19
Much weaker	prop	7%	7%	7%
Somewhat weaker	freq	102	46	56
Somewhat weaker	prop	20%	19%	22%
About the same	freq	292	142	150
About the same	prop	58%	58%	59%
Somewhat stronger	freq	66	36	30
Somewhat stronger	prop	13%	15%	12%
Much stronger	freq	4	3	1
Much stronger	prop	1%	1%	%
Top2Box	freq	70	39	31
Top2Box	prop	14%	16%	12%
Low2Box	freq	137	63	75
Low2Box	prop	27%	26%	29%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
202	140	158	171	250	4	194
212	137	154	167	254	5	194
9	7	19	20	8	1	21
5%	5%	12%	12%	3%		11%
37	31	35	35	47		40
18%	22%	22%	21%	19%		21%
128	79	85	92	156	1	107
63%	56%	54%	54%	62%		55%
26	22	18	22	37	1	26
13%	16%	12%	13%	15%		14%
2	2		1	2	1	
1%	1%		1%	1%		
28	24	18	23	39	2	26
14%	17%	12%	13%	16%		14%
46	37	54	55	55	1	61
23%	27%	34%	32%	22%		31%

Hungary

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Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
306	130	294	76	273	226	39
309	124	255	124	273	230	44
14	20	13	2	18	17	1
5%	15%	4%	3%	6%	8%	2%
62	36	52	14	58	44	8
20%	28%	18%	18%	21%	19%	21%
185	57	190	45	158	134	23
61%	44%	65%	60%	58%	59%	60%
40	14	39	14	36	30	6
13%	10%	13%	18%	13%	13%	15%
4	3		1	3	1	1
1%	2%		1%	1%	%	2%
44	17	39	15	39	31	7
14%	13%	13%	19%	14%	14%	17%
77	56	65	16	76	61	9
25%	43%	22%	21%	28%	27%	24%

	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
460	41	458	294	197	189	221
459	44	459	299	195	193	221
34	4	31	18	15	16	11
7%	10%	7%	6%	8%	9%	5%
94	7	95	55	42	38	49
20%	18%	21%	19%	21%	20%	22%
269	21	271	179	112	109	127
58%	52%	59%	61%	57%	57%	57%
60	8	59	38	27	25	32
13%	19%	13%	13%	14%	13%	14%
3	1	3	4		2	2
1%	2%	1%	1%		1%	1%
64	8	62	42	27	26	34
14%	20%	13%	14%	14%	14%	15%
128	11	126	73	57	54	60
28%	27%	27%	25%	29%	29%	27%

Social Media Inactive				
89	)			
89	)			
7				
8%	)			
15	;			
17%	)			
56	ì			
63%	)			
10	)			
11%	)			
10	)			
11%	)			
23	3			
26%	)			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	258	242
	unw_base	1052	612	440
Much weaker	freq	12	5	7
Much weaker	prop	2%	2%	3%
Somewhat weaker	freq	27	12	15
Somewhat weaker	prop	5%	4%	6%
About the same	freq	160	78	82
About the same	prop	32%	30%	34%
Somewhat stronger	freq	226	121	105
Somewhat stronger	prop	45%	47%	43%
Much stronger	freq	75	42	33
Much stronger	prop	15%	16%	14%
Top2Box	freq	301	164	138
Top2Box	prop	60%	63%	57%
Low2Box	freq	39	17	22
Low2Box	prop	8%	7%	9%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
276	150	74	73	79	348	306
531	345	176	139	166	747	696
9	2	1	3	2	7	4
3%	1%	2%	4%	3%	2%	1%
13	9	4	5	6	16	17
5%	6%	5%	6%	7%	5%	6%
80	51	28	26	23	110	96
29%	34%	38%	36%	30%	32%	31%
122	71	33	25	34	167	143
44%	47%	45%	35%	43%	48%	47%
52	17	7	14	14	48	45
19%	11%	9%	19%	17%	14%	15%
173	88	40	39	48	214	188
63%	59%	55%	54%	60%	62%	61%
23	11	5	7	8	24	22
8%	7%	7%	10%	10%	7%	7%

India
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Marital Status	Education	Education	Education	Chief Income	Chief Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
194		56	443	278	222	131
356		112	938	634	418	281
8	0	2	10	4	8	3
4%		4%	2%	2%	4%	2%
9		3	23	9	17	5
5%		6%	5%	3%	8%	4%
64		24	136	74	86	31
33%		43%	31%	27%	39%	24%
83	1	19	206	136	90	57
43%		34%	47%	49%	40%	44%
30		7	68	54	21	34
16%		13%	15%	20%	10%	26%
113	1	26	274	191	111	91
58%		47%	62%	69%	50%	70%
17	0	6	33	14	25	8
9%		10%	7%	5%	11%	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
369	258	242	393	99	379	81
771	565	487	854	183	793	174
9	6	7	10	1	6	1
3%	2%	3%	2%	1%	2%	1%
22	9	18	17	8	15	7
6%	3%	7%	4%	8%	4%	8%
129	61	98	117	39	103	38
35%	24%	41%	30%	40%	27%	47%
169	126	100	186	39	187	31
46%	49%	41%	47%	40%	49%	38%
41	57	19	64	11	67	5
11%	22%	8%	16%	11%	18%	6%
210	182	119	249	50	254	36
57%	71%	49%	63%	51%	67%	44%
31	14	24	27	9	21	7
8%	6%	10%	7%	9%	6%	9%

Social Media Inactive				
	40			
	85			
	5			
	13%			
	5			
	14%			
	18			
	46%			
	7			
	18%			
	4			
	9%			
	11			
	28%			
	10			
	26%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	250	250
	unw_base	507	248	259
Much weaker	freq	3	3	
Much weaker	prop	1%	1%	
Somewhat weaker	freq	19	8	12
Somewhat weaker	prop	4%	3%	5%
About the same	freq	226	112	114
About the same	prop	45%	45%	46%
Somewhat stronger	freq	202	100	102
Somewhat stronger	prop	40%	40%	41%
Much stronger	freq	49	28	21
Much stronger	prop	10%	11%	9%
Top2Box	freq	251	127	124
Top2Box	prop	50%	51%	49%
Low2Box	freq	23	11	12
Low2Box	prop	5%	4%	5%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
281	152	66	80	236	184	289
225	193	89	58	236	213	335
2	1	-		2	1	1
1%	1%	٠	•	1%	%	%
10	5	4		10	10	15
4%	3%	6%		4%	5%	5%
115	78	34	36	109	81	135
41%	51%	51%	45%	46%	44%	47%
120	57	25	34	93	75	115
43%	37%	38%	42%	40%	41%	40%
34	11	3	10	21	17	23
12%	8%	5%	13%	9%	9%	8%
154	68	29	44	115	92	138
55%	45%	43%	55%	49%	50%	48%
13	6	4		12	11	16
4%	4%	6%		5%	6%	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
211	170	26	304	236	264	76
172	161	28	318	252	255	76
2	2		1		3	3
1%	1%		%		1%	4%
5	5	1	14	8	12	2
2%	3%	2%	5%	3%	4%	2%
91	88	11	128	115	111	23
43%	52%	41%	42%	49%	42%	30%
87	62	11	128	98	104	34
41%	37%	43%	42%	42%	39%	45%
26	13	3	33	14	35	14
12%	8%	13%	11%	6%	13%	19%
113	75	15	161	113	138	49
53%	44%	57%	53%	48%	52%	64%
7	7	1	15	8	15	5
3%	4%	2%	5%	3%	6%	6%

	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
424	142	358	410	83	329	146
431	151	356	433	67	322	160
	3	-	1	2	3	
	2%		%	3%	1%	
18	7	13	17	2	10	8
4%	5%	4%	4%	3%	3%	6%
204	49	177	181	46	139	72
48%	35%	49%	44%	55%	42%	49%
168	63	139	166	29	144	51
40%	45%	39%	41%	35%	44%	35%
35	20	29	45	4	34	14
8%	14%	8%	11%	5%	10%	10%
202	83	168	211	33	178	65
48%	58%	47%	52%	40%	54%	45%
18	10	13	18	4	13	8
4%	7%	4%	4%	5%	4%	6%

25
25
1
6%
16
64%
7
28%
1
3%
8
30%
1
6%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	250	250
	unw_base	1049	537	512
Much weaker	freq	69	36	33
Much weaker	prop	14%	15%	13%
Somewhat weaker	freq	53	29	24
Somewhat weaker	prop	11%	12%	9%
About the same	freq	296	144	153
About the same	prop	59%	58%	61%
Somewhat stronger	freq	69	35	35
Somewhat stronger	prop	14%	14%	14%
Much stronger	freq	12	6	6
Much stronger	prop	2%	2%	3%
Top2Box	freq	82	40	41
Top2Box	prop	16%	16%	17%
Low2Box	freq	122	66	56
Low2Box	prop	24%	26%	23%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
181	185	134	130	187	106	220
340	409	300	246	398	250	467
22	29	19	34	19	6	30
12%	16%	14%	26%	10%	6%	14%
18	20	15	15	20	11	22
10%	11%	11%	12%	11%	10%	10%
107	108	81	62	117	69	128
59%	59%	60%	47%	62%	65%	58%
25	25	19	13	28	19	35
14%	14%	14%	10%	15%	18%	16%
9	3	1	6	3	1	5
5%	1%	1%	5%	2%	1%	2%
34	28	20	19	32	20	40
19%	15%	15%	15%	17%	19%	18%
40	49	33	49	39	17	52
22%	26%	25%	38%	21%	16%	24%

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
280	244	199	58	224	276	37
582	314	580	155	503	546	87
39	44	20	5	32	37	5
14%	18%	10%	9%	14%	13%	14%
31	25	23	5	26	27	5
11%	10%	12%	9%	11%	10%	14%
169	137	123	36	129	168	16
60%	56%	62%	63%	58%	61%	44%
34	30	30	9	31	38	9
12%	12%	15%	16%	14%	14%	24%
7	9	2	2	6	6	2
2%	4%	1%	3%	3%	2%	5%
41	38	32	11	37	44	11
15%	16%	16%	19%	17%	16%	29%
70	68	43	11	58	65	10
25%	28%	22%	19%	26%	23%	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
463	60	440	277	211	279	113
962	148	901	629	397	596	239
64	8	61	34	35	34	13
14%	14%	14%	12%	17%	12%	11%
48	6	47	33	20	34	10
10%	11%	11%	12%	9%	12%	9%
280	29	267	161	125	163	71
61%	48%	61%	58%	59%	58%	63%
61	14	56	45	23	39	17
13%	23%	13%	16%	11%	14%	15%
10	3	9	4	8	11	2
2%	5%	2%	2%	4%	4%	1%
71	16	65	49	31	49	19
15%	27%	15%	18%	15%	18%	17%
112	15	108	66	55	67	23
24%	24%	24%	24%	26%	24%	20%

Social Media Inactive				
	108			
	214			
	23			
2	21%			
	9			
	8%			
	63			
5	8%			
	13			
1	2%			
	13			
1	2%			
	32			
3	30%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	251	249
	unw_base	1163	573	590
Much weaker	freq	45	29	16
Much weaker	prop	9%	11%	7%
Somewhat weaker	freq	114	60	55
Somewhat weaker	prop	23%	24%	22%
About the same	freq	269	119	150
About the same	prop	54%	47%	60%
Somewhat stronger	freq	68	41	27
Somewhat stronger	prop	14%	16%	11%
Much stronger	freq	3	2	1
Much stronger	prop	1%	1%	%
Top2Box	freq	71	43	28
Top2Box	prop	14%	17%	11%
Low2Box	freq	160	89	71
Low2Box	prop	32%	35%	28%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	161	154	302	166	33	272
505	342	316	710	379	74	606
13	18	15	36	8	2	22
7%	11%	9%	12%	5%	5%	8%
36	42	37	78	30	6	65
19%	26%	24%	26%	18%	20%	24%
109	81	79	158	96	16	147
59%	51%	52%	52%	58%	49%	54%
28	19	21	29	32	7	37
15%	12%	14%	10%	19%	21%	14%
1	1	1	1	0	1	2
%	1%	1%	%	%	4%	1%
28	20	23	30	32	8	39
15%	12%	15%	10%	20%	26%	14%
48	60	52	114	38	8	86
26%	37%	34%	38%	23%	25%	32%

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	156	103	240	240	260	26
557	361	235	567	541	622	56
24	20	9	16	24	21	1
10%	13%	9%	7%	10%	8%	6%
50	34	27	53	59	55	5
22%	22%	26%	22%	25%	21%	20%
123	86	59	124	121	148	9
54%	55%	57%	52%	50%	57%	33%
31	15	8	45	34	34	9
14%	10%	8%	19%	14%	13%	36%
1	1		2	2	1	1
1%	1%		1%	1%	%	5%
32	16	8	47	36	35	11
14%	10%	8%	20%	15%	14%	42%
73	55	36	69	83	76	7
32%	35%	35%	29%	35%	29%	25%

	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
474	42	458	356	135	33	99
1107	91	1072	815	326	79	230
44	3	42	34	9	5	8
9%	7%	9%	9%	7%	16%	8%
109	12	103	87	27	9	25
23%	28%	22%	24%	20%	26%	25%
261	14	256	185	79	8	51
55%	32%	56%	52%	58%	24%	51%
58	12	56	48	20	9	16
12%	28%	12%	14%	15%	29%	16%
2	2	1	2	1	2	
%	4%	%	1%	1%	6%	
60	14	57	51	21	11	16
13%	33%	13%	14%	15%	34%	16%
153	15	145	120	36	14	32
32%	35%	32%	34%	27%	42%	33%

Social Media Inactive				
	368			
	854			
	32			
	9%			
	81			
	22%			
	210			
	57%			
	43			
	12%			
	1			
	%			
	44			
	12%			
	113			
	31%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	238	262
	unw_base	503	257	246
Much weaker	freq	47	10	37
Much weaker	prop	9%	4%	14%
Somewhat weaker	freq	52	22	30
Somewhat weaker	prop	10%	9%	12%
About the same	freq	247	117	129
About the same	prop	49%	49%	49%
Somewhat stronger	freq	127	77	50
Somewhat stronger	prop	25%	32%	19%
Much stronger	freq	27	12	15
Much stronger	prop	5%	5%	6%
Top2Box	freq	154	89	65
Top2Box	prop	31%	37%	25%
Low2Box	freq	99	32	67
Low2Box	prop	20%	13%	26%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
270	176	54	403	87	11	195
294	164	45	363	123	17	187
24	19	3	37	10		14
9%	11%	6%	9%	11%		7%
31	17	4	40	12	0	17
12%	10%	7%	10%	13%		9%
129	86	31	200	43	4	96
48%	49%	58%	50%	49%		49%
65	47	15	100	21	6	58
24%	27%	28%	25%	25%		30%
21	5	0	26	1	1	11
8%	3%	1%	6%	1%		6%
86	53	16	126	22	6	69
32%	30%	29%	31%	26%		35%
55	37	7	77	22	0	31
20%	21%	14%	19%	25%		16%

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
305	321	103	76	269	231	115
316	167	148	188	288	215	136
33	35	6	5	22	25	13
11%	11%	6%	7%	8%	11%	11%
35	25	17	10	33	19	12
12%	8%	16%	14%	12%	8%	10%
151	155	53	38	134	113	51
50%	48%	52%	50%	50%	49%	45%
69	86	21	20	68	59	32
23%	27%	20%	27%	25%	26%	28%
16	19	6	2	13	14	6
5%	6%	6%	2%	5%	6%	5%
86	105	27	22	81	73	38
28%	33%	26%	29%	30%	32%	33%
68	60	23	16	55	44	25
22%	19%	22%	21%	20%	19%	22%

	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
385	122	378	330	. ,	280	146
367	154	349	342	152	302	135
34	13	34	29	16	19	9
9%	11%	9%	9%	10%	7%	6%
40	11	41	39	12	34	14
10%	9%	11%	12%	8%	12%	10%
195	59	188	161	81	131	78
51%	48%	50%	49%	51%	47%	54%
95	36	92	84	40	79	37
25%	29%	24%	26%	26%	28%	25%
21	3	24	17	8	18	8
5%	3%	6%	5%	5%	6%	5%
116	39	116	101	48	97	44
30%	32%	31%	31%	31%	35%	30%
74	24	75	68	29	53	23
19%	20%	20%	21%	18%	19%	16%

Social Media Inactive				
	74			
	66			
	19			
2	26%			
	4			
	5%			
	38			
5	52%			
	11			
1	5%			
	2			
_	2%			
	13			
1	8%			
	23			
3	31%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	506	261	245
Much weaker	freq	26	12	13
Much weaker	prop	5%	5%	5%
Somewhat weaker	freq	110	54	56
Somewhat weaker	prop	22%	22%	22%
About the same	freq	281	134	147
About the same	prop	56%	54%	58%
Somewhat stronger	freq	68	40	28
Somewhat stronger	prop	14%	16%	11%
Much stronger	freq	16	8	8
Much stronger	prop	3%	3%	3%
Top2Box	freq	84	48	36
Top2Box	prop	17%	19%	14%
Low2Box	freq	135	66	69
Low2Box	prop	27%	27%	27%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
215	141	145	324	77	6	242
189	151	166	322	93	7	267
6	13	6	18	2	-	10
3%	9%	4%	6%	2%		4%
45	31	33	74	14	1	53
21%	22%	23%	23%	18%		22%
115	84	81	184	41	4	146
54%	60%	56%	57%	53%		61%
35	10	23	34	18	1	25
16%	7%	16%	11%	23%		10%
13	2	1	14	2		7
6%	2%	1%	4%	3%		3%
48	12	24	48	20	1	32
22%	9%	16%	15%	26%		13%
51	44	39	92	16	1	63
24%	31%	27%	28%	20%		26%

Poland 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
			•			
258	104	327	69	232	268	43
239	50	344	112	259	247	48
15	8	13	5	8	17	1
6%	8%	4%	7%	4%	6%	2%
57	32	66	12	43	66	8
22%	30%	20%	18%	19%	25%	19%
134	49	192	40	134	147	23
52%	47%	59%	58%	58%	55%	53%
43	9	49	11	39	29	10
17%	9%	15%	15%	17%	11%	24%
9	6	8	1	8	8	1
3%	6%	3%	2%	4%	3%	1%
52	15	57	12	47	37	11
20%	15%	17%	17%	20%	14%	26%
72	40	78	17	51	84	9
28%	38%	24%	25%	22%	31%	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
457	67	433	286	195	257	168
458	78	428	319	171	268	167
25	2	24	10	12	8	11
5%	3%	6%	4%	6%	3%	6%
101	13	96	59	48	60	38
22%	20%	22%	21%	25%	23%	22%
258	30	250	166	100	138	92
56%	45%	58%	58%	51%	54%	55%
58	20	48	40	28	45	20
13%	30%	11%	14%	14%	18%	12%
15	2	14	10	6	6	8
3%	3%	3%	3%	3%	2%	5%
73	22	62	50	34	51	28
16%	32%	14%	17%	18%	20%	17%
126	15	120	70	61	68	48
28%	22%	28%	24%	31%	26%	29%

Social Media Inactive				
	75			
	71			
	7			
	10%			
	12			
	16%			
	51			
	68%			
	3			
	4%			
	2			
	3%			
	5			
	7%			
	19			
	26%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	499	249	251
	unw_base	509	270	239
Much weaker	freq	46	18	28
Much weaker	prop	9%	7%	11%
Somewhat weaker	freq	59	24	35
Somewhat weaker	prop	12%	9%	14%
About the same	freq	312	158	154
About the same	prop	62%	64%	61%
Somewhat stronger	freq	76	46	30
Somewhat stronger	prop	15%	18%	12%
Much stronger	freq	7	3	4
Much stronger	prop	1%	1%	2%
Top2Box	freq	83	49	34
Top2Box	prop	17%	20%	14%
Low2Box	freq	105	42	63
Low2Box	prop	21%	17%	25%

Age Under	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
204	169	126		256	49	249
174	191	144	137	283	75	289
17	12	17	7	35	3	29
8%	7%	14%	4%	14%	7%	12%
15	26	18	27	26	3	14
7%	15%	15%	15%	10%	7%	6%
125	108	78	124	149	34	167
61%	64%	62%	67%	58%	68%	67%
46	21	10	23	43	9	33
22%	12%	8%	12%	17%	17%	13%
2	2	3	3	3	1	5
1%	1%	2%	2%	1%	1%	2%
48	23	13	26	46	9	38
23%	13%	10%	14%	18%	19%	15%
31	38	36	34	61	7	44
15%	22%	28%	19%	24%	13%	18%

Romania

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
251	147	288	64	190	310	36
220	20	379	110	203	306	44
17	13	30	3	14	32	6
7%	9%	10%	5%	7%	10%	18%
44	21	28	9	32	26	3
18%	14%	10%	14%	17%	9%	7%
145	88	182	41	116	196	21
58%	60%	63%	64%	61%	63%	59%
43	25	42	10	26	50	5
17%	17%	14%	15%	14%	16%	14%
2		6	1	2	5	1
1%		2%	2%	1%	2%	2%
45	25	47	11	28	55	6
18%	17%	16%	17%	15%	18%	16%
61	35	58	12	46	59	9
24%	23%	20%	19%	24%	19%	25%

	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
463	52	447	280	211	197	219
465	68	441	315	181	234	197
40	8	38	36	9	19	21
9%	15%	9%	13%	4%	10%	10%
56	6	53	47	11	25	26
12%	11%	12%	17%	5%	12%	12%
290	30	281	158	148	118	129
63%	59%	63%	57%	70%	60%	59%
71	7	69	35	41	31	41
15%	14%	15%	13%	19%	16%	19%
6	1	6	4	3	4	2
1%	2%	1%	1%	1%	2%	1%
77	8	75	39	43	35	42
17%	15%	17%	14%	21%	18%	19%
96	14	91	82	20	44	48
21%	26%	20%	29%	10%	22%	22%

Social Media Inactive				
	84			
	78			
	6			
	7%			
	8			
	9%			
	64			
	77%			
	5			
	5%			
	1			
	2%			
	6			
	7%			
	13			
	16%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	241	259
	unw_base	503	245	258
Much weaker	freq	20	10	10
Much weaker	prop	4%	4%	4%
Somewhat weaker	freq	35	21	14
Somewhat weaker	prop	7%	9%	5%
About the same	freq	313	137	176
About the same	prop	63%	57%	68%
Somewhat stronger	freq	112	64	48
Somewhat stronger	prop	22%	26%	18%
Much stronger	freq	21	9	12
Much stronger	prop	4%	4%	4%
Top2Box	freq	132	73	59
Top2Box	prop	26%	30%	23%
Low2Box	freq	55	31	24
Low2Box	prop	11%	13%	9%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
211	163	126	46	228	197	243
155	174	174	38	223	214	267
4	8	7	4	7	7	12
2%	5%	6%	9%	3%	4%	5%
10	14	11	3	19	8	22
5%	9%	9%	6%	8%	4%	9%
128	108	77	30	148	121	159
61%	66%	61%	64%	65%	62%	65%
60	25	27	6	48	49	37
28%	15%	22%	14%	21%	25%	15%
9	8	4	3	6	11	14
4%	5%	3%	7%	3%	6%	6%
69	32	32	10	55	60	51
33%	20%	25%	21%	24%	30%	21%
14	23	18	7	26	15	34
7%	14%	14%	15%	11%	8%	14%

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
257	146	266	88	244	256	43
236	95	285	123	264	239	44
8	6	7	7	14	5	1
3%	4%	2%	8%	6%	2%	3%
13	8	18	9	18	16	3
5%	5%	7%	10%	8%	6%	7%
154	89	174	50	145	168	25
60%	61%	65%	57%	59%	66%	59%
75	39	53	19	56	55	7
29%	27%	20%	22%	23%	22%	16%
7	4	14	3	10	11	6
3%	3%	5%	3%	4%	4%	14%
82	43	67	22	66	66	13
32%	29%	25%	25%	27%	26%	30%
21	14	25	16	33	22	4
8%	10%	9%	18%	13%	8%	10%

	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
457	54	446	329	160	169	217
459	59	444	351	142	170	218
18	5	15	13	7	5	7
4%	8%	3%	4%	4%	3%	3%
32	4	31	24	8	12	15
7%	7%	7%	7%	5%	7%	7%
288	25	288	209	100	96	138
63%	46%	65%	64%	62%	57%	64%
105	15	97	70	38	45	48
23%	27%	22%	21%	24%	26%	22%
15	6	15	13	7	12	9
3%	11%	3%	4%	4%	7%	4%
119	21	111	82	45	56	57
26%	39%	25%	25%	28%	33%	26%
50	8	46	37	15	17	22
11%	16%	10%	11%	9%	10%	10%

Social
Media
Inactive
114
115
7
7%
8
7%
80
70%
19
17%
19
17%
15
13%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	283	217
	unw_base	507	214	293
Much weaker	freq	10	6	4
Much weaker	prop	2%	2%	2%
Somewhat weaker	freq	17	9	7
Somewhat weaker	prop	3%	3%	3%
About the same	freq	208	108	100
About the same	prop	42%	38%	46%
Somewhat stronger	freq	162	92	70
Somewhat stronger	prop	32%	32%	32%
Much stronger	freq	104	68	36
Much stronger	prop	21%	24%	16%
Top2Box	freq	265	160	106
Top2Box	prop	53%	57%	49%
Low2Box	freq	27	15	12
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	153	52	243	150	53	287
347	124	36	261	143	45	262
8	2		4	1	1	6
3%	2%		2%	%	3%	2%
7	8	2	8	5	2	8
2%	5%	3%	3%	4%	3%	3%
129	61	17	94	65	27	111
44%	40%	33%	39%	44%	52%	39%
97	46	18	89	45	15	97
33%	30%	35%	37%	30%	29%	34%
54	35	15	48	34	7	65
18%	23%	29%	20%	22%	13%	23%
151	81	33	137	79	22	162
51%	53%	64%	56%	52%	42%	57%
15	11	2	12	6	3	13
5%	7%	3%	5%	4%	6%	5%

### Saudi Arabia

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
213	156	150	194	234	266	49
245	154	156	197	185	322	41
5	3	5	2	4	6	1
2%	2%	3%	1%	2%	2%	1%
9	9	1	6	7	9	1
4%	6%	1%	3%	3%	3%	1%
97	56	71	80	80	128	16
45%	36%	47%	41%	34%	48%	33%
65	52	42	67	83	78	13
30%	33%	28%	35%	36%	29%	27%
39	35	31	38	59	45	18
18%	23%	21%	20%	25%	17%	37%
103	88	73	105	143	123	31
48%	56%	48%	54%	61%	46%	65%
13	12	6	8	11	16	1
6%	8%	4%	4%	5%	6%	3%

	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
451	77	423	259	225	205	183
466	62	445	227	265	201	189
10	1	10	3	4	7	2
2%	1%	2%	1%	2%	3%	1%
16	2	15	9	7	7	7
4%	2%	4%	4%	3%	3%	4%
192	27	180	100	103	83	90
42%	36%	43%	39%	46%	41%	49%
148	22	140	88	68	72	53
33%	28%	33%	34%	30%	35%	29%
86	25	79	59	42	36	31
19%	33%	19%	23%	19%	18%	17%
234	47	219	147	111	108	84
52%	61%	52%	57%	49%	53%	46%
26	2	25	13	11	14	9
6%	3%	6%	5%	5%	7%	5%

Social Media Inactive				
	112			
	117			
	2			
	2%			
	3			
	2%			
	34			
	30%			
	37			
	33%			
	37			
	33%			
	73			
	66%			
	4			
	4%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	240	260
	unw_base	507	226	281
Much weaker	freq	23	11	12
Much weaker	prop	5%	4%	5%
Somewhat weaker	freq	103	43	60
Somewhat weaker	prop	21%	18%	23%
About the same	freq	308	147	161
About the same	prop	62%	61%	62%
Somewhat stronger	freq	55	30	25
Somewhat stronger	prop	11%	13%	9%
Much stronger	freq	11	9	2
Much stronger	prop	2%	4%	1%
Top2Box	freq	66	39	27
Top2Box	prop	13%	16%	10%
Low2Box	freq	126	53	72
Low2Box	prop	25%	22%	28%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
287	131	82	48	91	360	205
256	158	93	41	88	378	232
10	8	4	1	6	16	9
3%	6%	5%	2%	6%	4%	5%
63	25	15	12	21	70	37
22%	19%	18%	25%	23%	20%	18%
172	79	58	27	49	232	134
60%	60%	70%	55%	54%	64%	65%
35	14	5	7	14	34	18
12%	11%	7%	15%	15%	9%	9%
6	5		2	2	8	7
2%	4%		4%	2%	2%	3%
41	19	5	9	16	41	25
14%	15%	7%	19%	17%	11%	12%
73	33	19	13	26	87	46
26%	25%	23%	26%	29%	24%	22%

## **South Africa**

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
295	231	142	127	267	233	112
275	225	153	129	289	218	119
13	8	8	7	14	8	6
4%	4%	5%	5%	5%	4%	5%
67	57	25	20	53	50	17
23%	25%	18%	16%	20%	21%	15%
174	142	85	81	156	152	69
59%	62%	60%	64%	58%	65%	62%
37	19	20	16	32	23	16
13%	8%	14%	12%	12%	10%	14%
4	4	4	3	11		4
1%	2%	3%	2%	4%		4%
41	23	25	18	43	23	20
14%	10%	17%	15%	16%	10%	18%
80	66	33	27	68	58	23
27%	28%	23%	21%	25%	25%	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
388	172	328	411	87	343	114
388	186	321	441	63	342	118
17	6	17	21	2	18	2
4%	3%	5%	5%	2%	5%	2%
86	33	70	76	26	64	30
22%	19%	21%	19%	30%	19%	26%
239	109	199	257	49	209	74
62%	63%	61%	63%	57%	61%	65%
39	20	35	45	10	45	5
10%	12%	11%	11%	11%	13%	4%
7	4	7	11		7	3
2%	2%	2%	3%		2%	3%
46	24	42	56	10	52	8
12%	14%	13%	14%	11%	15%	7%
103	39	87	97	28	82	32
27%	22%	27%	24%	32%	24%	28%

Social Media Inactive			
43			
47			
3			
8%			
9			
21%			
25			
57%			
5			
12%			
1			
2%			
6			
14%			
12			
29%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	519	299	220
Much weaker	freq	29	15	14
Much weaker	prop	6%	6%	6%
Somewhat weaker	freq	106	51	55
Somewhat weaker	prop	21%	20%	22%
About the same	freq	300	147	153
About the same	prop	60%	58%	62%
Somewhat stronger	freq	59	35	23
Somewhat stronger	prop	12%	14%	9%
Much stronger	freq	6	4	2
Much stronger	prop	1%	2%	1%
Top2Box	freq	64	39	25
Top2Box	prop	13%	16%	10%
Low2Box	freq	135	66	69
Low2Box	prop	27%	26%	28%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
211	190	100	87	195	218	301
171	220	128	73	203	243	346
12	15	2	8	11	10	17
6%	8%	2%	9%	6%	5%	6%
42	44	20	16	47	42	60
20%	23%	20%	19%	24%	19%	20%
125	109	66	57	105	138	187
59%	58%	66%	66%	54%	63%	62%
29	20	10	5	31	23	33
14%	10%	10%	6%	16%	10%	11%
2	2	2		1	5	4
1%	1%	2%		%	2%	1%
32	21	11	5	31	28	37
15%	11%	11%	6%	16%	13%	12%
54	59	22	24	59	52	77
26%	31%	22%	28%	30%	24%	26%

## **South Korea**

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
199	8	125	367	286	214	58
173	5	113	401	333	186	68
12		10	20	16	13	4
6%		8%	5%	6%	6%	7%
46	•	27	79	62	44	11
23%		22%	21%	22%	21%	19%
113	8	70	222	166	134	29
57%		56%	61%	58%	63%	49%
26		17	42	38	21	11
13%		13%	11%	13%	10%	19%
2		2	4	4	2	3
1%		1%	1%	1%	1%	6%
27		18	46	42	22	15
14%		15%	13%	15%	10%	25%
59		37	99	78	57	15
29%		30%	27%	27%	27%	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
442	89	411	390	94	182	221
451	108	411	431	72	196	221
25	5	25	27	2	11	8
6%	5%	6%	7%	2%	6%	4%
95	22	84	86	18	35	58
22%	25%	20%	22%	19%	19%	26%
271	44	256	234	57	100	132
61%	49%	62%	60%	61%	55%	60%
47	15	44	39	16	31	23
11%	17%	11%	10%	17%	17%	10%
2	3	2	4	2	6	
1%	4%	1%	1%	2%	3%	
50	18	46	44	17	37	23
11%	21%	11%	11%	18%	20%	10%
120	27	108	113	20	46	66
27%	30%	26%	29%	21%	25%	30%

Soc Med Inac	dia
	97
	102
	10
	11%
	13
	13%
	69
	70%
	5
	5%
	5
	5%
	23
	24%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1054	531	523
Much weaker	freq	46	22	24
Much weaker	prop	9%	9%	10%
Somewhat weaker	freq	64	37	27
Somewhat weaker	prop	13%	15%	11%
About the same	freq	293	147	146
About the same	prop	59%	58%	59%
Somewhat stronger	freq	88	41	47
Somewhat stronger	prop	18%	16%	19%
Much stronger	freq	8	5	4
Much stronger	prop	2%	2%	2%
Top2Box	freq	96	45	51
Top2Box	prop	19%	18%	21%
Low2Box	freq	111	59	51
Low2Box	prop	22%	24%	21%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
205	174	121	274	128	24	232
373	386	295	600	261	41	524
18	16	12	27	11	1	23
9%	9%	10%	10%	8%	3%	10%
24	22	18	39	14	0	31
12%	13%	15%	14%	11%	2%	13%
123	101	69	165	73	12	131
60%	58%	57%	60%	57%	51%	57%
36	31	21	38	28	9	41
18%	18%	17%	14%	22%	40%	18%
4	4	1	5	2	1	6
2%	2%	1%	2%	1%	4%	2%
40	35	22	43	30	10	47
19%	20%	18%	16%	24%	44%	20%
42	39	30	66	25	1	54
20%	22%	25%	24%	19%	5%	23%

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
268	249	115	136	258	242	39
530	683	82	289	557	497	84
24	26	11	9	24	23	1
9%	11%	9%	7%	9%	9%	2%
33	37	11	17	41	23	3
12%	15%	10%	12%	16%	10%	9%
161	150	62	81	149	144	23
60%	60%	54%	59%	58%	59%	60%
47	32	29	28	39	49	10
17%	13%	25%	20%	15%	20%	26%
3	5	1	2	5	3	1
1%	2%	1%	2%	2%	1%	4%
49	36	30	30	44	52	12
18%	15%	26%	22%	17%	22%	30%
57	63	22	26	65	46	4
21%	25%	19%	19%	25%	19%	10%

	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	50	450	285	207	261	120
970	103	951	607	428	536	252
46	3	43	24	19	25	9
10%	6%	10%	8%	9%	10%	7%
61	4	61	39	24	35	16
13%	7%	14%	14%	11%	13%	13%
270	28	265	166	124	141	72
58%	57%	59%	58%	60%	54%	60%
78	13	75	51	37	54	22
17%	26%	17%	18%	18%	21%	19%
7	2	6	5	3	6	1
1%	4%	1%	2%	1%	2%	1%
85	15	82	56	40	60	24
18%	30%	18%	20%	19%	23%	20%
107	7	104	63	43	60	24
23%	13%	23%	22%	21%	23%	20%

_		
_		

119 266
266
12
10%
13
11%
80
67%
11
10%
2
1%
13
11%
26
22%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	522	275	247
Much weaker	freq	6	5	1
Much weaker	prop	1%	2%	%
Somewhat weaker	freq	20	12	8
Somewhat weaker	prop	4%	5%	3%
About the same	freq	374	177	197
About the same	prop	75%	70%	80%
Somewhat stronger	freq	94	55	39
Somewhat stronger	prop	19%	22%	16%
Much stronger	freq	5	4	1
Much stronger	prop	1%	2%	1%
Top2Box	freq	100	59	41
Top2Box	prop	20%	23%	17%
Low2Box	freq	26	17	9
Low2Box	prop	5%	7%	4%

## 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
185	154	161	115	222	87	159
180	159	183	145	229	74	157
4	0	2	2	2	1	1
2%	%	1%	2%	1%	2%	1%
8	10	2	8	3	4	2
4%	6%	1%	7%	2%	5%	1%
134	107	133	95	171	54	120
72%	69%	83%	82%	77%	62%	76%
36	36	22	8	44	26	34
19%	24%	14%	7%	20%	30%	21%
4	0	1	2	2	1	2
2%	%	1%	1%	1%	2%	1%
39	37	24	10	46	27	36
21%	24%	15%	8%	21%	31%	22%
12	10	4	11	5	6	3
6%	7%	2%	9%	2%	7%	2%

Sweden

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
341	105	263	132	342	158	77
365	344	90	88	330	192	64
5	2		4	5	1	1
2%	2%		3%	1%	1%	2%
18	5	11	4	11	9	1
5%	5%	4%	3%	3%	5%	2%
254	81	203	90	256	119	50
74%	78%	77%	68%	75%	75%	65%
60	14	49	32	68	26	24
18%	13%	19%	24%	20%	16%	31%
4	3		3	2	3	1
1%	2%		2%	1%	2%	1%
64	16	49	34	70	29	24
19%	15%	19%	26%	21%	19%	32%
23	7	11	8	16	10	3
7%	7%	4%	6%	5%	6%	3%

### 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
423	103	397	367	129	194	109
458	73	449	359	158	166	137
5	1	5	4	2	0	1
1%	1%	1%	1%	2%	%	1%
19	4	16	10	10	6	6
4%	4%	4%	3%	8%	3%	5%
324	66	309	271	100	143	80
77%	64%	78%	74%	78%	74%	73%
71	32	63	79	16	43	21
17%	31%	16%	21%	12%	22%	19%
5	1	5	4	1	2	1
1%	1%	1%	1%	1%	1%	1%
75	32	67	83	17	44	22
18%	31%	17%	23%	13%	23%	20%
24	5	21	14	12	6	7
6%	5%	5%	4%	9%	3%	7%

Social Media Inactive		
197		
219		
4		
2%		
8		
4%		
151		
77%		
31		
16%		
3		
1%		
34		
17%		
13		
6%		

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	518	247	271
Much weaker	freq	35	20	15
Much weaker	prop	7%	8%	6%
Somewhat weaker	freq	113	47	67
Somewhat weaker	prop	23%	18%	27%
About the same	freq	229	109	120
About the same	prop	46%	43%	49%
Somewhat stronger	freq	96	57	39
Somewhat stronger	prop	19%	23%	16%
Much stronger	freq	27	19	8
Much stronger	prop	5%	8%	3%
Top2Box	freq	123	76	47
Top2Box	prop	25%	30%	19%
Low2Box	freq	148	67	81
Low2Box	prop	30%	27%	33%

## 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
262	180	57	15	126	359	291
298	179	41	17	132	369	293
14	13	7		10	25	20
5%	7%	12%		8%	7%	7%
56	42	15	4	19	91	58
21%	23%	27%		15%	25%	20%
118	82	29	7	57	165	136
45%	45%	51%		45%	46%	47%
59	33	4	4	33	60	58
22%	18%	7%		26%	17%	20%
15	10	1	1	8	18	19
6%	6%	2%		6%	5%	6%
74	43	6	5	40	78	76
28%	24%	10%		32%	22%	26%
71	55	22	4	29	115	79
27%	31%	39%		23%	32%	27%

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

Marital Status	Education	Education	Education	Chief Income	Chief Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
209	137	73	289	290	210	52
225	137	75	306	293	225	57
14	14	2	18	28	7	8
7%	11%	3%	6%	10%	3%	15%
55	28	21	64	56	57	6
26%	20%	29%	22%	19%	27%	12%
94	61	33	136	126	103	17
45%	44%	45%	47%	43%	49%	33%
39	30	14	52	61	35	10
18%	22%	18%	18%	21%	17%	20%
8	4	3	19	19	7	10
4%	3%	5%	7%	7%	4%	20%
47	34	17	71	81	42	21
22%	25%	23%	25%	28%	20%	40%
69	42	24	82	84	64	14
33%	31%	32%	28%	29%	31%	27%

### weaker than it is now?

	Senior Executive	Senior Executive	Employmen t Status		Sacial	Social
Business	Decision Maker	Decision Maker	Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
448	169	331	330	162	308	151
461	180	338	351	159	325	154
27	13	22	30	5	28	5
6%	8%	7%	9%	3%	9%	3%
107	31	82	73	37	71	36
24%	18%	25%	22%	23%	23%	24%
213	65	165	134	92	130	80
47%	38%	50%	41%	57%	42%	53%
86	44	52	70	24	62	24
19%	26%	16%	21%	15%	20%	16%
16	15	11	23	4	18	6
4%	9%	3%	7%	2%	6%	4%
102	60	63	93	28	80	30
23%	35%	19%	28%	17%	26%	20%
134	44	104	102	42	98	41
30%	26%	31%	31%	26%	32%	27%

Social Media Inactive		
	40	
	39	
	2	
	4%	
	7	
	17%	
	19	
	47%	
	10	
	25%	
	3	
	8%	
	13	
	32%	
	9	
	21%	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1081	537	544
Much weaker	freq	24	12	12
Much weaker	prop	5%	5%	5%
Somewhat weaker	freq	58	31	27
Somewhat weaker	prop	12%	13%	11%
About the same	freq	300	137	163
About the same	prop	60%	55%	65%
Somewhat stronger	freq	92	50	42
Somewhat stronger	prop	18%	20%	17%
Much stronger	freq	25	17	8
Much stronger	prop	5%	7%	3%
Top2Box	freq	117	67	50
Top2Box	prop	23%	27%	20%
Low2Box	freq	83	44	39
Low2Box	prop	17%	18%	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	157	160	76	186	215	289
287	371	423	105	394	528	703
4	9	11	5	11	7	15
2%	6%	7%	6%	6%	3%	5%
19	16	23	9	25	22	39
11%	10%	14%	11%	13%	10%	14%
100	105	96	45	108	131	172
55%	67%	60%	59%	58%	61%	60%
41	23	28	13	38	40	50
22%	15%	17%	17%	20%	19%	17%
19	3	3	4	5	15	12
10%	2%	2%	6%	3%	7%	4%
59	27	31	17	43	55	62
32%	17%	19%	23%	23%	26%	21%
24	25	34	13	35	29	55
13%	16%	21%	18%	19%	14%	19%

US

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

Marital Status	Education	Education	Education	Chief	Chief	Business
Other	Low	Medium	High	Income Earner Yes	Income Earner No	Owner Yes
211	232	127	141	257	243	57
378	372	338	371	588	493	137
9	15	8	2	12	13	3
4%	6%	6%	2%	4%	5%	5%
19	34	11	13	24	34	4
9%	15%	9%	9%	9%	14%	7%
128	140	81	79	151	149	29
61%	60%	64%	56%	59%	62%	51%
42	34	26	33	49	43	11
20%	14%	20%	23%	19%	18%	20%
13	10	1	14	22	3	10
6%	4%	1%	10%	9%	1%	17%
55	43	27	46	71	46	21
26%	19%	21%	33%	27%	19%	37%
28	49	19	15	36	47	7
13%	21%	15%	11%	14%	19%	12%

### ewhat weaker, or much weaker than it is now?

	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	61	439	327	171	191	93
944	152	929	738	339	397	208
22	3	22	13	11	8	3
5%	4%	5%	4%	6%	4%	3%
54	5	53	33	25	20	10
12%	8%	12%	10%	14%	10%	11%
271	28	272	199	99	103	58
61%	46%	62%	61%	58%	54%	62%
81	13	79	62	30	39	21
18%	22%	18%	19%	18%	21%	23%
15	12	13	19	6	21	0
3%	19%	3%	6%	3%	11%	%
96	25	92	81	36	60	22
22%	41%	21%	25%	21%	31%	23%
76	8	75	47	35	28	14
17%	13%	17%	14%	21%	15%	15%

Social Media Inactive	US Region Northeast	US Region Midwest	US Region South	US Region West
216	91	103	175	131
476	196	226	389	270
13	4	4	11	4
6%	5%	4%	7%	3%
28	8	14	25	11
13%	9%	13%	14%	8%
140	58	62	95	85
65%	64%	60%	54%	65%
31	16	19	34	24
14%	17%	19%	19%	18%
4	5	4	9	7
2%	5%	3%	5%	5%
35	21	23	43	31
16%	23%	22%	25%	23%
41	12	18	37	15
19%	14%	18%	21%	12%