Stub	Stat	Overall	Gender Male	Gender Female
	base	12000	5999	6001
	unw_base	17560	8831	8729
Very good	freq	749	486	263
Very good	prop	6%	8%	4%
Somewhat good	freq	4138	2138	2000
Somewhat good	prop	34%	36%	33%
Somewhat bad	freq	4617	2183	2434
Somewhat bad	prop	38%	36%	41%
Very bad	freq	2496	1191	1305
Very bad	prop	21%	20%	22%
Top2Box	freq	4887	2625	2263
Top2Box	prop	41%	44%	38%
Low2Box	freq	7113	3374	3738
Low2Box	prop	59%	56%	62%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
5131	3801	3068	3345	4118	3491	5724
6634	5864	5062	4559	6148	5369	8703
385	228	137	224	231	239	442
8%	6%	4%	7%	6%	7%	8%
1778	1289	1071	905	1384	1446	2128
35%	34%	35%	27%	34%	41%	37%
1962	1443	1212	1344	1640	1260	2042
38%	38%	40%	40%	40%	36%	36%
1006	841	648	871	863	546	1112
20%	22%	21%	26%	21%	16%	19%
2163	1517	1208	1129	1615	1685	2570
42%	40%	39%	34%	39%	48%	45%
2968	2284	1860	2216	2503	1806	3154
58%	60%	61%	66%	61%	52%	55%

All Demos

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
6276	3550	4548	3902	6310	5690	1377
8857	4808	6028	6724	9737	7823	2012
308	185	205	359	491	259	196
5%	5%	5%	9%	8%	5%	14%
2010	1021	1601	1516	2300	1838	496
32%	29%	35%	39%	36%	32%	36%
2575	1474	1796	1347	2259	2358	436
41%	42%	39%	35%	36%	41%	32%
1383	870	946	680	1260	1235	249
22%	25%	21%	17%	20%	22%	18%
2318	1206	1806	1875	2791	2097	692
37%	34%	40%	48%	44%	37%	50%
3958	2344	2742	2027	3520	3593	685
63%	66%	60%	52%	56%	63%	50%

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
10623	2336	9164	7848	3092	1056	460
15548	3468	13590	11784	4128	1445	754
553	291	435	551	159	121	26
5%	12%	5%	7%	5%	11%	6%
3643	919	2910	2878	913	475	197
34%	39%	32%	37%	30%	45%	43%
4181	737	3767	2913	1277	336	177
39%	32%	41%	37%	41%	32%	39%
2247	388	2053	1506	743	125	60
21%	17%	22%	19%	24%	12%	13%
4196	1210	3344	3429	1072	596	223
39%	52%	36%	44%	35%	56%	48%
6428	1125	5820	4419	2020	461	237
61%	48%	64%	56%	65%	44%	52%

Social Media Inactive			
	400		
	798		
	19		
	5%		
	168		
	42%		
	158		
	39%		
	56		
	14%		
	187		
	47%		
	214		
	53%		

		All		
Stub	Stat	Countries	Argentina	Australia
	base	12000	500	500
	unw_base	17560	501	1002
Very good	freq	749	11	32
Very good	prop	6%	2%	6%
Somewhat good	freq	4138	96	258
Somewhat good	prop	34%	19%	52%
Somewhat bad	freq	4617	274	176
Somewhat bad	prop	38%	55%	35%
Very bad	freq	2496	119	35
Very bad	prop	21%	24%	7%
Top2Box	freq	4887	107	290
Top2Box	prop	41%	21%	58%
Low2Box	freq	7113	393	210
Low2Box	prop	59%	79%	42%

Belgium	Brazil	Canada	China	Egypt	France	Germany
500	500	500	500	500	500	500
501	1002	1003	1000	502	999	1000
8	15	36	50	23	1	39
2%	3%	7%	10%	5%	%	8%
159	68	280	348	309	35	369
32%	14%	56%	70%	62%	7%	74%
271	174	150	90	113	325	81
54%	35%	30%	18%	23%	65%	16%
61	243	34	12	54	139	11
12%	49%	7%	2%	11%	28%	2%
167	83	316	398	333	36	407
33%	17%	63%	80%	67%	7%	81%
333	417	184	102	167	464	93
67%	83%	37%	20%	33%	93%	19%

All Countries

Great						
Britain	Hungary	India	Italy	Japan	Mexico	Poland
500	500	500	500	500	500	500
1021	500	504	1001	1003	500	505
16	5	92	7	8	10	11
3%	1%	18%	1%	2%	2%	2%
215	75	310	33	106	86	128
43%	15%	62%	7%	21%	17%	26%
218	215	77	253	259	240	267
44%	43%	15%	51%	52%	48%	53%
51	205	22	208	127	164	95
10%	41%	4%	42%	25%	33%	19%
231	80	401	40	114	96	139
46%	16%	80%	8%	23%	19%	28%
269	420	99	460	386	404	361
54%	84%	20%	92%	77%	81%	72%

	Saudi		South			
Russia	Arabia	South Africa	Korea	Spain	Sweden	Turkey
500	500	500	500	500	500	500
502	501	501	500	1005	503	502
11	207	8	7	4	54	39
2%	41%	2%	1%	1%	11%	8%
121	228	120	60	50	304	185
24%	46%	24%	12%	10%	61%	37%
282	59	243	256	157	114	146
56%	12%	49%	51%	31%	23%	29%
86	7	129	177	289	28	130
17%	1%	26%	35%	58%	6%	26%
132	434	129	67	54	358	224
26%	87%	26%	13%	11%	72%	45%
368	66	371	433	446	142	276
74%	13%	74%	87%	89%	28%	55%

US	
	500
	1002
	56
	11%
·	197
	39%
	177
	35%
	70
	14%
	253
	51%
	247
	49%

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

Stub	Stat	All Countries	North America	LATAM
	base	12000	1000	1500
	unw_base	17560	2005	2003
Very good	freq	749	93	35
Very good	prop	6%	9%	2%
Somewhat good	freq	4138	476	250
Somewhat good	prop	34%	48%	17%
Somewhat bad	freq	4617	327	688
Somewhat bad	prop	38%	33%	46%
Very bad	freq	2496	104	526
Very bad	prop	21%	10%	35%
Top2Box	freq	4887	569	286
Top2Box	prop	41%	57%	19%
Low2Box	freq	7113	431	1214
Low2Box	prop	59%	43%	81%

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

Europe	APAC	G-8	BRIC	Middle East Africa
4500	3000	4000	2000	2000
7035	4511	7531	3008	2006
145	199	175	167	278
3%	7%	4%	8%	14%
1367	1202	1354	847	842
30%	40%	34%	42%	42%
1901	1140	1745	623	560
42%	38%	44%	31%	28%
1087	459	726	363	320
24%	15%	18%	18%	16%
1512	1401	1529	1014	1120
34%	47%	38%	51%	56%
2988	1599	2471	986	880
66%	53%	62%	49%	44%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	501	208	293
Very good	freq	11	6	5
Very good	prop	2%	2%	2%
Somewhat good	freq	96	56	40
Somewhat good	prop	19%	23%	16%
Somewhat bad	freq	274	134	140
Somewhat bad	prop	55%	55%	55%
Very bad	freq	119	49	70
Very bad	prop	24%	20%	28%
Top2Box	freq	107	62	45
Top2Box	prop	21%	25%	18%
Low2Box	freq	393	183	210
Low2Box	prop	79%	75%	82%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
248	149	103	132	224	144	139
214	170	117	136	217	148	158
8	2	0	5	5	1	2
3%	2%	%	4%	2%	1%	1%
48	30	17	18	51	26	24
20%	20%	17%	14%	23%	18%	17%
137	78	59	68	125	81	70
55%	53%	57%	52%	56%	56%	50%
54	38	28	40	43	36	43
22%	25%	27%	31%	19%	25%	31%
57	33	17	23	57	27	26
23%	22%	17%	18%	25%	19%	19%
191	116	86	108	168	117	113
77%	78%	83%	82%	75%	81%	81%

Argentina

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
361	170	205	125	229	271	60
343	193	163	145	234	267	60
9	5	3	2	5	6	1
3%	3%	2%	2%	2%	2%	2%
72	32	43	21	49	47	11
20%	19%	21%	17%	21%	18%	19%
204	93	115	66	123	151	32
56%	55%	56%	53%	54%	56%	54%
77	40	44	35	53	67	16
21%	24%	21%	28%	23%	25%	26%
81	37	47	23	54	53	12
22%	22%	23%	19%	23%	20%	20%
280	133	158	102	176	217	48
78%	78%	77%	81%	77%	80%	80%

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
440	89	411	318			0
441	91	410	336		-	0
10	2	9	4	5		0
2%	2%	2%	1%	3%		%
85	21	75	61	28		0
19%	24%	18%	19%	19%		%
241	50	224	180	73		0
55%	56%	55%	57%	51%		%
104	17	103	73	38		0
24%	19%	25%	23%	26%		%
95	23	84	65	33	•	0
21%	25%	20%	21%	23%		%
345	67	327	253	110	ū	0
79%	75%	80%	79%	77%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
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	%
	0
	%
	0
	%

L

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1002	444	558
Very good	freq	32	23	9
Very good	prop	6%	9%	3%
Somewhat good	freq	258	125	133
Somewhat good	prop	52%	51%	53%
Somewhat bad	freq	176	85	90
Somewhat bad	prop	35%	34%	36%
Very bad	freq	35	14	21
Very bad	prop	7%	6%	8%
Top2Box	freq	290	148	141
Top2Box	prop	58%	60%	56%
Low2Box	freq	210	100	111
Low2Box	prop	42%	40%	44%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
197	152	151	109	255	136	237
153	338	511	241	516	245	549
16	6	9	11	15	6	20
8%	4%	6%	10%	6%	4%	8%
104	82	72	50	126	83	128
53%	54%	48%	46%	49%	61%	54%
65	53	58	37	99	40	70
33%	35%	39%	34%	39%	29%	30%
12	11	12	11	15	8	18
6%	7%	8%	10%	6%	6%	8%
120	89	81	60	140	89	148
61%	58%	54%	55%	55%	65%	63%
78	63	70	49	115	47	88
39%	42%	46%	45%	45%	35%	37%

Australia

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
263	144	145	211	277	223	45
453	296	336	370	587	415	103
11	4	5	23	25	7	3
4%	2%	4%	11%	9%	3%	6%
130	69	74	115	138	120	24
49%	48%	51%	54%	50%	54%	54%
105	58	54	64	95	80	15
40%	40%	37%	30%	34%	36%	34%
17	13	12	10	19	16	3
6%	9%	8%	5%	7%	7%	6%
141	73	79	138	163	127	27
54%	51%	54%	65%	59%	57%	60%
122	71	66	73	114	97	18
46%	49%	46%	35%	41%	43%	40%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
455	82	418	313	129	160	115
899	162	840	616	203	314	225
29	7	25	26	4	13	8
6%	8%	6%	8%	3%	8%	7%
234	41	217	170	57	71	58
51%	50%	52%	54%	44%	44%	50%
160	28	148	99	55	66	44
35%	34%	35%	32%	43%	41%	38%
32	6	29	18	13	10	5
7%	7%	7%	6%	10%	6%	5%
262	48	241	196	61	84	66
58%	59%	58%	63%	47%	52%	57%
192	34	177	116	68	76	49
42%	41%	42%	37%	53%	48%	43%

Social Media Inactive				
124				
315				
6				
5%				
66				
53%				
42				
33%				
10				
8%				
72				
58%				
52				
42%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	501	252	249
Very good	freq	8	6	2
Very good	prop	2%	2%	1%
Somewhat good	freq	159	88	72
Somewhat good	prop	32%	35%	29%
Somewhat bad	freq	271	128	143
Somewhat bad	prop	54%	51%	58%
Very bad	freq	61	30	31
Very bad	prop	12%	12%	13%
Top2Box	freq	167	93	74
Top2Box	prop	33%	37%	30%
Low2Box	freq	333	158	174
Low2Box	prop	67%	63%	70%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
186	146	169	122	150	124	197
195	142	164	123	154	121	195
4	1	3	2	3	2	5
2%	1%	2%	2%	2%	1%	2%
66	46	47	25	46	51	80
36%	32%	28%	21%	31%	41%	41%
94	82	96	74	80	62	95
51%	56%	57%	61%	54%	50%	48%
21	17	23	21	21	9	17
11%	12%	14%	17%	14%	7%	9%
71	47	50	27	49	53	85
38%	32%	29%	22%	32%	43%	43%
115	99	119	95	101	71	112
62%	68%	71%	78%	68%	57%	57%

Belgium

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
303	146	194	161	291	209	33
306	104	272	125	292	209	32
3	0	4	3	5	3	1
1%	%	2%	2%	2%	1%	4%
79	33	61	65	95	64	13
26%	23%	31%	41%	33%	31%	39%
176	89	104	78	150	122	18
58%	61%	54%	49%	51%	58%	55%
44	24	25	13	41	20	1
15%	16%	13%	8%	14%	10%	2%
83	33	65	69	100	67	14
27%	23%	34%	43%	34%	32%	43%
220	113	128	92	191	142	19
73%	77%	66%	57%	66%	68%	57%

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
467	54	446	292	138		0
469	54	447	297	138	•	0
7	1	7	5	2		0
1%	2%	1%	2%	1%		%
147	18	141	103	32	•	0
31%	34%	32%	35%	23%		%
253	30	241	148	86		0
54%	56%	54%	51%	62%		%
61	4	57	35	19		0
13%	8%	13%	12%	13%		%
153	19	148	108	34		0
33%	36%	33%	37%	24%		%
314	34	298	183	105		0
67%	64%	67%	63%	76%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%

L

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	232	268
	unw_base	1002	518	484
Very good	freq	15	8	7
Very good	prop	3%	3%	3%
Somewhat good	freq	68	35	33
Somewhat good	prop	14%	15%	12%
Somewhat bad	freq	174	85	90
Somewhat bad	prop	35%	36%	33%
Very bad	freq	243	105	138
Very bad	prop	49%	45%	51%
Top2Box	freq	83	43	41
Top2Box	prop	17%	18%	15%
Low2Box	freq	417	189	227
Low2Box	prop	83%	82%	85%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	140	75	126	310	64	175
563	263	176	186	627	189	363
12	1	2	5	8	2	4
4%	1%	2%	4%	3%	3%	2%
38	14	16	23	35	10	24
13%	10%	22%	19%	11%	16%	14%
101	50	23	39	110	25	60
36%	36%	30%	31%	36%	39%	34%
134	74	35	59	157	27	87
47%	53%	46%	46%	51%	42%	50%
50	15	18	29	42	12	28
18%	11%	24%	23%	14%	19%	16%
235	125	57	98	267	52	147
82%	89%	76%	77%	86%	81%	84%

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
325	157	262	81	217	283	70
639	112	542	348	470	532	153
11	7	4	4	8	7	7
3%	4%	2%	5%	4%	3%	10%
44	23	34	11	30	39	12
14%	15%	13%	14%	14%	14%	16%
114	52	92	29	79	95	19
35%	33%	35%	36%	36%	34%	26%
156	75	131	36	101	141	33
48%	48%	50%	45%	47%	50%	47%
55	30	39	15	38	46	18
17%	19%	15%	19%	17%	16%	26%
270	127	224	66	180	237	52
83%	81%	85%	81%	83%	84%	74%

	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
430	112	388	327	134		0
849	238	764	681	245	-	0
8	11	4	10	4		0
2%	10%	1%	3%	3%		%
57	18	50	49	16		0
13%	16%	13%	15%	12%		%
156	34	140	111	47		0
36%	30%	36%	34%	35%		%
209	49	193	157	67		0
49%	44%	50%	48%	50%		%
65	29	54	60	20		0
15%	26%	14%	18%	15%		%
365	83	334	267	114		0
85%	74%	86%	82%	85%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%

L

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	242	258
	unw_base	1003	515	488
Very good	freq	36	19	17
Very good	prop	7%	8%	7%
Somewhat good	freq	280	141	139
Somewhat good	prop	56%	58%	54%
Somewhat bad	freq	150	67	83
Somewhat bad	prop	30%	28%	32%
Very bad	freq	34	16	18
Very bad	prop	7%	6%	7%
Top2Box	freq	316	160	156
Top2Box	prop	63%	66%	61%
Low2Box	freq	184	83	101
Low2Box	prop	37%	34%	39%

B3 Now, thi

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
171	142	187	72	165	201	245
295	326	382	123	311	453	522
18	6	12	6	10	15	15
11%	4%	7%	9%	6%	7%	6%
95	76	109	39	91	117	146
56%	54%	58%	54%	55%	58%	60%
43	50	58	24	51	57	72
25%	35%	31%	33%	31%	28%	29%
15	10	8	4	12	13	11
9%	7%	5%	5%	8%	6%	5%
113	82	121	45	101	132	161
66%	58%	65%	62%	62%	65%	66%
58	60	66	27	63	69	83
34%	42%	35%	38%	38%	35%	34%

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
255	227	196	77	280	220	53
481	249	415	339	606	397	121
21	16	15	6	24	13	9
8%	7%	7%	7%	8%	6%	17%
134	128	106	46	153	127	29
52%	56%	54%	60%	55%	58%	54%
78	65	63	22	84	67	13
31%	29%	32%	28%	30%	30%	24%
22	18	13	3	20	14	3
9%	8%	6%	4%	7%	6%	5%
155	144	120	52	177	139	38
61%	63%	61%	67%	63%	63%	71%
101	83	76	25	103	81	16
39%	37%	39%	33%	37%	37%	29%

ituation in? Is it...

	Senior Executive	Senior Executive	Employmen		Social	Social
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
447	82	418	331	115	ū	0
882	187	816	701	189	•	0
27	9	28	25	8		0
6%	10%	7%	8%	7%		%
251	49	231	185	68	•	0
56%	59%	55%	56%	59%		%
137	20	130	96	31	•	0
31%	25%	31%	29%	27%		%
31	4	29	24	8	•	0
7%	5%	7%	7%	7%		%
278	57	259	210	75	•	0
62%	70%	62%	63%	66%		%
168	25	159	121	39		0
38%	30%	38%	37%	34%		%

Social Media Inactive	Canada Region Quebec	Canada Region Praries	Canada Region British Columbia	Canada Region Ontario	Canada Region Atlantic	Canada Region Alberta
0	120	32	67	192	36	53
0	213	71	162	358	90	109
0	7	4	3	15	2	5
%	6%	13%	4%	8%	7%	10%
0	59	20	41	113	17	30
%	50%	61%	62%	59%	47%	56%
0	44	7	21	51	13	14
%	37%	20%	31%	27%	37%	27%
0	10	2	2	13	3	4
%	8%	6%	3%	7%	9%	7%
0	66	24	44	128	19	35
%	55%	74%	65%	67%	54%	66%
0	54	8	23	64	17	18
%	45%	26%	35%	33%	46%	34%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	255	245
	unw_base	1000	502	498
Very good	freq	50	25	25
Very good	prop	10%	10%	10%
Somewhat good	freq	348	163	185
Somewhat good	prop	70%	64%	75%
Somewhat bad	freq	90	57	33
Somewhat bad	prop	18%	23%	13%
Very bad	freq	12	9	3
Very bad	prop	2%	3%	1%
Top2Box	freq	398	189	209
Top2Box	prop	80%	74%	85%
Low2Box	freq	102	66	36
Low2Box	prop	20%	26%	15%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
209	204	87	23	140	337	377
497	422	81	39	211	750	721
26	16	8	0	17	33	38
12%	8%	9%	1%	12%	10%	10%
152	137	58	19	88	241	255
73%	67%	67%	80%	63%	71%	68%
28	46	17	4	29	57	72
13%	23%	19%	18%	21%	17%	19%
3	5	4	0	6	6	12
1%	2%	5%	1%	4%	2%	3%
178	153	66	19	105	273	293
85%	75%	76%	81%	75%	81%	78%
31	51	21	4	34	64	84
15%	25%	24%	19%	25%	19%	22%

China

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
123	0	417	83	307	193	59
279	0	304	696	679	321	117
12	0	40	10	31	19	17
10%	%	10%	12%	10%	10%	30%
93	0	292	55	208	140	33
76%	%	70%	67%	68%	73%	56%
18	0	74	16	56	34	6
14%	%	18%	19%	18%	18%	10%
0	0	10	2	12	1	2
%	%	2%	2%	4%	%	3%
105	0	332	65	239	159	51
85%	%	80%	79%	78%	82%	86%
18	0	85	18	68	34	8
15%	%	20%	21%	22%	18%	14%

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
441	153	347	456	24		0
883	390	610	907	79		0
32	30	20	49	1	•	0
7%	19%	6%	11%	3%		%
315	101	246	306	22		0
71%	66%	71%	67%	91%		%
84	19	71	89	1		0
19%	12%	20%	19%	5%		%
10	3	9	12	0		0
2%	2%	3%	3%	1%		%
347	131	267	355	23		0
79%	86%	77%	78%	94%		%
94	22	81	101	1		0
21%	14%	23%	22%	6%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	502	293	209
Very good	freq	23	15	8
Very good	prop	5%	6%	3%
Somewhat good	freq	309	153	157
Somewhat good	prop	62%	60%	64%
Somewhat bad	freq	113	62	51
Somewhat bad	prop	23%	24%	21%
Very bad	freq	54	24	30
Very bad	prop	11%	9%	12%
Top2Box	freq	333	168	165
Top2Box	prop	67%	66%	67%
Low2Box	freq	167	86	81
Low2Box	prop	33%	34%	33%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	136	78	82	29	205	284
278	119	105	84	30	207	294
15	4	5	4	0	8	14
5%	3%	6%	5%	%	4%	5%
154	94	61	48	18	122	184
54%	69%	78%	58%	61%	60%	65%
75	27	11	22	11	44	62
26%	20%	14%	27%	37%	21%	22%
42	11	1	8	1	31	24
15%	8%	2%	10%	3%	15%	8%
169	98	66	52	18	131	198
59%	72%	84%	63%	61%	64%	70%
116	38	13	30	11	75	85
41%	28%	16%	37%	39%	36%	30%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
216	94	182	224	182	318	31
208	98	175	229	209	293	32
10	2	4	17	13	11	1
4%	2%	2%	8%	7%	3%	3%
125	61	119	129	115	194	13
58%	65%	65%	57%	63%	61%	44%
51	23	40	49	42	71	11
24%	25%	22%	22%	23%	22%	37%
31	7	19	29	13	42	5
14%	7%	10%	13%	7%	13%	16%
134	64	123	146	128	205	15
62%	68%	68%	65%	70%	64%	48%
82	30	59	78	54	113	16
38%	32%	32%	35%	30%	36%	52%

	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
469	0	0	274	226		0
470	0	0	288	214		0
22	0	0	17	6	•	0
5%	%	%	6%	3%		%
296	0	0	176	134		0
63%	%	%	64%	59%		%
102	0	0	57	55	•	0
22%	%	%	21%	25%		%
50	0	0	24	31		0
11%	%	%	9%	14%		%
318	0	0	193	140		0
68%	%	%	70%	62%		%
151	0	0	81	86		0
32%	%	%	30%	38%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	999	464	535
Very good	freq	1	0	1
Very good	prop	%	%	%
Somewhat good	freq	35	18	16
Somewhat good	prop	7%	7%	6%
Somewhat bad	freq	325	160	165
Somewhat bad	prop	65%	65%	65%
Very bad	freq	139	68	71
Very bad	prop	28%	27%	28%
Top2Box	freq	36	19	17
Top2Box	prop	7%	8%	7%
Low2Box	freq	464	228	236
Low2Box	prop	93%	92%	93%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	152	163	78	204	147	190
282	349	368	147	415	302	413
0	0	1	0	1	1	0
%	%	1%	%	%	%	%
17	7	11	6	12	13	14
9%	4%	6%	8%	6%	9%	7%
123	100	103	44	135	102	126
67%	65%	63%	57%	66%	70%	66%
44	46	49	27	57	31	50
24%	30%	30%	35%	28%	21%	26%
17	7	12	6	12	13	14
9%	4%	7%	8%	6%	9%	7%
167	145	151	72	192	134	176
91%	96%	93%	92%	94%	91%	93%

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
310	133	219	147	285	215	23
586	348	305	346	582	417	48
1	1	1	0	1	0	1
%	1%	%	%	%	%	4%
21	9	14	13	20	15	2
7%	6%	6%	9%	7%	7%	8%
199	79	140	105	185	140	13
64%	59%	64%	71%	65%	65%	54%
89	45	65	30	79	60	8
29%	34%	29%	20%	28%	28%	34%
22	9	14	13	21	15	3
7%	7%	6%	9%	7%	7%	12%
288	124	205	135	264	200	20
93%	93%	94%	91%	93%	93%	88%

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
477	40	460	321	111		0
951	86	913	652	194	ē	0
0	1	1	1	0		0
%	2%	%	%	%		%
33	6	29	23	7		0
7%	15%	6%	7%	7%		%
312	23	302	212	71	•	0
66%	57%	66%	66%	64%		%
131	11	128	85	32		0
27%	27%	28%	27%	29%		%
33	7	29	24	8		0
7%	16%	6%	8%	7%		%
444	33	431	297	103		0
93%	84%	94%	92%	93%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	1000	524	476
Very good	freq	39	27	12
Very good	prop	8%	11%	5%
Somewhat good	freq	369	185	184
Somewhat good	prop	74%	73%	74%
Somewhat bad	freq	81	35	46
Somewhat bad	prop	16%	14%	19%
Very bad	freq	11	7	5
Very bad	prop	2%	3%	2%
Top2Box	freq	407	212	196
Top2Box	prop	81%	83%	79%
Low2Box	freq	93	42	51
Low2Box	prop	19%	17%	21%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
171	161	169	111	120	179	186
296	350	354	221	249	356	389
14	13	12	6	5	23	13
8%	8%	7%	5%	4%	13%	7%
129	116	124	77	94	132	137
76%	72%	73%	69%	78%	74%	74%
25	26	29	25	18	22	32
15%	16%	17%	22%	15%	12%	17%
2	5	4	4	4	2	4
1%	3%	2%	4%	3%	1%	2%
143	129	136	82	98	155	150
84%	80%	80%	74%	82%	87%	81%
28	32	33	29	22	24	36
16%	20%	20%	26%	18%	13%	19%

Germany

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
314	87	287	127	333	167	44
611	172	632	196	674	326	88
26	5	18	16	29	10	6
8%	6%	6%	12%	9%	6%	15%
232	61	211	96	246	122	30
74%	70%	74%	76%	74%	73%	67%
49	17	51	14	50	31	6
16%	19%	18%	11%	15%	19%	13%
8	4	7	1	8	3	2
2%	5%	2%	%	2%	2%	5%
257	66	229	112	276	132	36
82%	76%	80%	89%	83%	79%	82%
57	21	57	15	58	35	8
18%	24%	20%	11%	17%	21%	18%

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
456	96	404	346	94		0
912	190	810	708	167		0
32	15	24	30	6		0
7%	16%	6%	9%	6%		%
339	67	302	256	67		0
74%	70%	75%	74%	72%		%
76	9	72	52	19		0
17%	10%	18%	15%	20%		%
9	4	7	8	2		0
2%	4%	2%	2%	2%		%
371	82	325	286	73		0
81%	86%	80%	83%	78%		%
85	14	79	61	21		0
19%	14%	20%	17%	22%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	249	251
	unw_base	1021	492	529
Very good	freq	16	12	4
Very good	prop	3%	5%	2%
Somewhat good	freq	215	113	102
Somewhat good	prop	43%	45%	41%
Somewhat bad	freq	218	98	119
Somewhat bad	prop	44%	39%	48%
Very bad	freq	51	26	25
Very bad	prop	10%	10%	10%
Top2Box	freq	231	125	106
Top2Box	prop	46%	50%	42%
Low2Box	freq	269	124	144
Low2Box	prop	54%	50%	58%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
196	146	158	64	241	147	219
323	328	370	132	495	296	483
11	3	1	3	8	3	7
6%	2%	1%	4%	3%	2%	3%
96	62	57	17	99	81	100
49%	43%	36%	27%	41%	55%	46%
74	67	77	32	111	52	87
38%	46%	49%	51%	46%	35%	40%
15	13	22	11	22	12	25
8%	9%	14%	18%	9%	8%	11%
107	66	58	20	107	84	107
55%	45%	37%	31%	44%	57%	49%
89	80	100	44	134	63	112
45%	55%	63%	69%	56%	43%	51%

Great Britain

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
281	149	103	249	299	201	51
538	315	194	512	624	397	108
9	5	4	8	12	4	4
3%	3%	4%	3%	4%	2%	9%
115	51	46	117	131	84	18
41%	35%	45%	47%	44%	42%	36%
130	72	42	104	123	94	21
46%	48%	41%	42%	41%	47%	40%
26	21	11	19	32	19	8
9%	14%	11%	8%	11%	9%	15%
125	56	50	125	143	88	23
44%	38%	49%	50%	48%	44%	45%
156	92	53	124	156	113	28
56%	62%	51%	50%	52%	56%	55%

	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	91	409	326	121	138	93
913	189	832	664	233	273	194
12	6	10	12	3	6	2
3%	7%	2%	4%	3%	4%	2%
197	46	169	152	46	54	41
44%	50%	41%	47%	38%	40%	44%
197	30	187	133	56	57	43
44%	33%	46%	41%	46%	42%	47%
44	9	42	28	16	20	7
10%	10%	10%	9%	13%	14%	7%
208	52	179	165	49	60	43
46%	57%	44%	51%	40%	44%	46%
241	39	230	161	72	77	50
54%	43%	56%	49%	60%	56%	54%

Social Media Inactive
90
197
1
1%
36
40%
45
49%
9
10%
37
41%
54
59%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	500	256	244
Very good	freq	5	3	2
Very good	prop	1%	1%	1%
Somewhat good	freq	75	46	29
Somewhat good	prop	15%	19%	11%
Somewhat bad	freq	215	94	121
Somewhat bad	prop	43%	38%	48%
Very bad	freq	205	104	101
Very bad	prop	41%	42%	40%
Top2Box	freq	80	49	31
Top2Box	prop	16%	20%	12%
Low2Box	freq	420	198	222
Low2Box	prop	84%	80%	88%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
182	154	165	210	220	9	201
193	146	161	212	216	11	194
2	0	3	2	3	0	3
1%	%	2%	1%	1%	%	2%
25	22	28	22	46	2	29
14%	14%	17%	10%	21%	%	15%
85	71	59	97	87	5	89
47%	46%	36%	46%	40%	%	44%
69	61	75	89	85	3	79
38%	40%	45%	42%	38%	%	39%
27	22	31	24	48	2	33
15%	14%	19%	11%	22%	%	16%
154	132	134	186	172	7	168
85%	86%	81%	89%	78%	%	84%

Hungary

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
299	107	294	99	254	246	28
306	147	231	122	255	245	31
2	1	3	1	3	2	1
1%	1%	1%	1%	1%	1%	3%
46	18	39	18	47	28	4
15%	17%	13%	19%	19%	11%	15%
126	43	132	41	99	116	15
42%	40%	45%	41%	39%	47%	52%
126	45	121	39	105	100	9
42%	42%	41%	39%	41%	41%	30%
47	19	41	19	50	30	5
16%	18%	14%	20%	20%	12%	18%
252	88	253	80	204	216	23
84%	82%	86%	80%	80%	88%	82%

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
472	38	462	285			Passive
469	39	461	287	123	•	0
4	1	4	201	123	•	0
1%	2%	1%	1%	1%		%
71	9	66	44	16	_	0
15%	23%	14%	16%	13%		%
201	18	197	130	49		0
43%	48%	43%	46%			%
196	10	195	108	57		0
42%	27%	42%	38%	46%		%
75	9	70	47	17		0
16%	25%	15%	16%	14%		%
397	29	392	239	106		0
84%	75%	85%	84%	86%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	256	244
	unw_base	504	258	246
Very good	freq	92	53	38
Very good	prop	18%	21%	16%
Somewhat good	freq	310	154	156
Somewhat good	prop	62%	60%	64%
Somewhat bad	freq	77	40	37
Somewhat bad	prop	15%	15%	15%
Very bad	freq	22	10	12
Very bad	prop	4%	4%	5%
Top2Box	freq	401	207	194
Top2Box	prop	80%	81%	80%
Low2Box	freq	99	50	49
Low2Box	prop	20%	19%	20%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
267	148	85	181	173	146	310
235	167	102	174	180	150	344
55	28	9	31	30	30	64
20%	19%	11%	17%	18%	20%	21%
151	96	63	114	109	86	198
57%	65%	74%	63%	63%	59%	64%
45	21	11	27	27	24	39
17%	14%	13%	15%	15%	16%	13%
16	3	2	9	6	7	8
6%	2%	3%	5%	4%	5%	3%
206	123	72	146	140	116	262
77%	83%	84%	81%	81%	79%	85%
61	24	13	35	33	31	48
23%	17%	16%	19%	19%	21%	15%

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
190	3	56	441	276	224	123
160	2	50	452	287	217	129
27	3	6	83	64	27	39
14%	%	11%	19%	23%	12%	32%
112	0	31	279	177	133	67
59%	%	55%	63%	64%	59%	54%
37	0	15	62	29	48	13
20%	%	27%	14%	10%	22%	11%
14	0	4	18	6	16	4
7%	%	8%	4%	2%	7%	3%
139	3	37	362	242	160	106
73%	%	65%	82%	87%	71%	86%
51	0	19	79	35	64	17
27%	%	35%	18%	13%	29%	14%

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
377	275	225	393	91	390	75
375	286	218	408	77	389	79
53	64	27	76	12	76	10
14%	23%	12%	19%	13%	20%	14%
243	165	145	254	47	241	49
64%	60%	64%	65%	51%	62%	65%
63	37	40	50	23	55	13
17%	13%	18%	13%	25%	14%	17%
18	9	13	12	9	17	3
5%	3%	6%	3%	10%	4%	4%
295	229	172	330	59	318	59
78%	83%	76%	84%	65%	81%	79%
81	45	53	63	32	72	16
22%	17%	24%	16%	35%	19%	21%

Social Media Inactive
35
36
5
14%
20
55%
9
24%
2
6%
25
70%
11
30%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1001	529	472
Very good	freq	7	6	1
Very good	prop	1%	2%	1%
Somewhat good	freq	33	19	14
Somewhat good	prop	7%	8%	5%
Somewhat bad	freq	253	125	128
Somewhat bad	prop	51%	50%	51%
Very bad	freq	208	98	109
Very bad	prop	42%	40%	43%
Top2Box	freq	40	25	15
Top2Box	prop	8%	10%	6%
Low2Box	freq	460	223	237
Low2Box	prop	92%	90%	94%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
161	180	159	114	194	98	245
344	352	305	216	394	207	478
3	4	0	3	4	0	5
2%	2%	%	3%	2%	%	2%
11	12	10	5	15	8	18
7%	7%	6%	5%	8%	8%	7%
81	91	81	48	97	62	123
50%	51%	51%	42%	50%	63%	50%
66	73	68	58	77	28	99
41%	41%	43%	51%	40%	29%	40%
14	16	10	8	19	9	23
9%	9%	6%	7%	10%	9%	9%
147	164	149	106	175	90	222
91%	91%	94%	93%	90%	91%	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
255	213	214	73	248	252	40
523	317	541	143	510	491	83
2	5	2	0	6	2	4
1%	2%	1%	1%	2%	1%	9%
15	8	16	9	22	11	3
6%	4%	7%	12%	9%	4%	8%
130	111	107	34	120	133	17
51%	52%	50%	47%	48%	53%	43%
108	89	89	29	101	107	16
43%	42%	41%	40%	41%	42%	40%
17	13	18	9	27	12	7
7%	6%	8%	13%	11%	5%	17%
238	201	196	64	221	240	33
93%	94%	92%	87%	89%	95%	83%

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
460	77	423	292	160	-	0
918	161	840	606	310	•	0
4	6	1	6	1		0
1%	8%	%	2%	%		%
29	7	25	24	5	•	0
6%	10%	6%	8%	3%		%
235	38	215	151	75		0
51%	49%	51%	52%	47%		%
192	26	181	112	78	•	0
42%	34%	43%	38%	49%		%
33	13	27	29	6		0
7%	17%	6%	10%	4%		%
427	64	396	263	154		0
93%	83%	94%	90%	96%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	251	249
	unw_base	1003	561	442
Very good	freq	8	6	2
Very good	prop	2%	2%	1%
Somewhat good	freq	106	59	46
Somewhat good	prop	21%	24%	19%
Somewhat bad	freq	259	119	141
Somewhat bad	prop	52%	47%	56%
Very bad	freq	127	67	60
Very bad	prop	25%	27%	24%
Top2Box	freq	114	65	49
Top2Box	prop	23%	26%	19%
Low2Box	freq	386	186	201
Low2Box	prop	77%	74%	81%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
169	171	160	350	126	24	254
389	338	276	688	255	60	476
2	3	3	3	4	1	3
1%	2%	2%	1%	3%	2%	1%
35	35	36	60	37	8	56
21%	20%	23%	17%	30%	35%	22%
93	82	84	182	64	14	133
55%	48%	52%	52%	51%	56%	52%
38	52	37	105	20	2	62
23%	30%	23%	30%	16%	6%	24%
37	37	39	63	42	9	59
22%	22%	24%	18%	33%	37%	23%
131	134	121	287	84	15	195
78%	78%	76%	82%	67%	63%	77%

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
246	267	101	132	219	281	23
527	371	214	418	459	544	53
5	6	0	1	5	3	1
2%	2%	%	1%	2%	1%	3%
50	54	20	31	53	52	7
20%	20%	20%	24%	24%	19%	31%
126	128	56	75	102	157	9
51%	48%	56%	57%	47%	56%	38%
65	79	24	24	58	69	6
27%	30%	24%	18%	27%	25%	28%
54	61	20	32	59	55	8
22%	23%	20%	25%	27%	20%	34%
191	206	80	99	160	226	15
78%	77%	80%	75%	73%	80%	66%

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
477	38	462	295	166		0
950	81	922	624	313		0
8	2	6	6	2		0
2%	7%	1%	2%	1%		%
98	12	94	72	27		0
21%	32%	20%	24%	16%		%
251	14	245	145	99		0
52%	37%	53%	49%	60%		%
121	9	118	73	38	•	0
25%	25%	25%	25%	23%		%
106	14	99	78	29	•	0
22%	38%	21%	26%	18%		%
371	23	363	217	137		0
78%	62%	79%	74%	82%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	240	260
	unw_base	500	208	292
Very good	freq	10	6	3
Very good	prop	2%	3%	1%
Somewhat good	freq	86	54	32
Somewhat good	prop	17%	22%	12%
Somewhat bad	freq	240	104	136
Somewhat bad	prop	48%	43%	52%
Very bad	freq	164	76	88
Very bad	prop	33%	32%	34%
Top2Box	freq	96	60	36
Top2Box	prop	19%	25%	14%
Low2Box	freq	404	180	224
Low2Box	prop	81%	75%	86%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
260	164	76	375	116	9	204
269	144	87	352	134	14	190
8	1	0	7	2	1	5
3%	1%	%	2%	2%	%	2%
37	37	13	56	28	2	44
14%	22%	17%	15%	24%	%	22%
134	69	37	184	53	4	96
52%	42%	48%	49%	45%	%	47%
81	57	27	128	34	2	60
31%	35%	35%	34%	29%	%	29%
45	38	13	63	30	3	49
17%	23%	17%	17%	26%	%	24%
215	126	63	312	86	6	155
83%	77%	83%	83%	74%	%	76%

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
296	220	161	119	254	246	97
310	139	165	196	249	251	106
5	5	2	3	9	1	5
2%	2%	1%	2%	3%	%	5%
42	36	26	25	51	35	20
14%	16%	16%	21%	20%	14%	20%
144	112	79	50	107	133	45
49%	51%	49%	42%	42%	54%	46%
104	68	55	41	88	77	28
35%	31%	34%	35%	34%	31%	29%
47	41	27	27	60	36	24
16%	19%	17%	23%	24%	15%	25%
249	179	134	91	195	210	73
84%	81%	83%	77%	76%	85%	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
403	142	358	339	144	ū	0
394	152	348	344	139	•	0
5	7	3	6	3		0
1%	5%	1%	2%	2%		%
67	30	56	69	15	•	0
17%	21%	16%	20%	10%		%
196	59	181	155	74		0
49%	42%	51%	46%	51%		%
136	46	118	109	52	•	0
34%	33%	33%	32%	36%		%
72	37	59	75	18		0
18%	26%	16%	22%	13%		%
331	105	299	264	126		0
82%	74%	84%	78%	87%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	249	251
	unw_base	505	248	257
Very good	freq	11	10	1
Very good	prop	2%	4%	%
Somewhat good	freq	128	62	66
Somewhat good	prop	26%	25%	26%
Somewhat bad	freq	267	120	146
Somewhat bad	prop	53%	48%	58%
Very bad	freq	95	57	38
Very bad	prop	19%	23%	15%
Top2Box	freq	139	72	67
Top2Box	prop	28%	29%	27%
Low2Box	freq	361	177	184
Low2Box	prop	72%	71%	73%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
202	160	138	283	114	10	265
189	168	148	286	119	11	274
3	8	0	5	4	0	7
1%	5%	%	2%	4%	%	3%
53	36	39	67	31	3	65
26%	22%	28%	24%	28%	%	24%
107	87	72	152	64	3	146
53%	55%	52%	54%	56%	%	55%
39	29	27	59	14	3	47
19%	18%	20%	21%	13%	%	18%
56	44	39	72	36	3	72
28%	27%	28%	26%	31%	%	27%
146	116	99	211	78	6	193
72%	73%	72%	74%	69%	%	73%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
235	74	311	115	236	264	47
231	45	354	106	247	258	50
4	1	5	4	7	3	2
2%	2%	2%	3%	3%	1%	5%
63	16	77	35	59	68	14
27%	22%	25%	30%	25%	26%	30%
121	40	165	61	127	139	23
51%	55%	53%	53%	54%	53%	48%
47	16	64	15	41	54	8
20%	22%	21%	13%	17%	20%	17%
67	18	82	39	67	72	16
28%	24%	26%	34%	28%	27%	34%
168	56	229	76	169	193	31
72%	76%	74%	66%	72%	73%	66%

Business	Senior Executive Decision Maker	Senior Executive Decision Maker	Employmen t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
453	90	410	294	140	ū	0
455	95	410	308	128		0
8	4	7	10	1	•	0
2%	4%	2%	3%	1%		%
114	27	101	79	31	•	0
25%	31%	25%	27%	22%		%
244	45	222	161	74		0
54%	50%	54%	55%	53%		%
87	14	81	45	34		0
19%	15%	20%	15%	24%		%
122	31	107	89	32		0
27%	35%	26%	30%	23%		%
330	58	303	205	108		0
73%	65%	74%	70%	77%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	238	262
	unw_base	502	255	247
Very good	freq	11	4	7
Very good	prop	2%	1%	3%
Somewhat good	freq	121	71	50
Somewhat good	prop	24%	30%	19%
Somewhat bad	freq	282	124	158
Somewhat bad	prop	56%	52%	60%
Very bad	freq	86	39	47
Very bad	prop	17%	17%	18%
Top2Box	freq	132	75	57
Top2Box	prop	26%	31%	22%
Low2Box	freq	368	164	205
Low2Box	prop	74%	69%	78%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
207	150	143	48	202	212	269
154	185	163	28	194	252	287
6	5	1	2	3	2	8
3%	3%	%	4%	1%	1%	3%
31	44	47	15	43	54	67
15%	29%	33%	31%	21%	26%	25%
137	75	70	28	116	120	148
66%	50%	49%	59%	58%	56%	55%
34	27	26	3	40	36	46
16%	18%	18%	6%	20%	17%	17%
36	48	48	17	45	57	75
18%	32%	33%	35%	22%	27%	28%
171	102	96	31	157	156	194
82%	68%	67%	65%	78%	73%	72%

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
231	84	290	126	223	277	39
215	44	168	290	268	234	54
3	0	8	3	2	8	1
1%	%	3%	2%	1%	3%	3%
54	29	62	30	66	55	15
24%	34%	21%	24%	30%	20%	38%
134	47	171	64	114	168	14
58%	56%	59%	51%	51%	60%	35%
40	8	49	29	40	46	9
17%	10%	17%	23%	18%	17%	23%
57	29	70	33	68	63	16
25%	34%	24%	26%	31%	23%	42%
174	55	220	93	154	214	23
75%	66%	76%	74%	69%	77%	58%

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
461	74	426	322	115		0
448	94	408	375	65		0
9	2	8	10	0		0
2%	3%	2%	3%	%		%
106	17	104	74	26		0
23%	23%	24%	23%	23%		%
268	40	242	184	72		0
58%	54%	57%	57%	62%		%
77	15	71	54	17	•	0
17%	20%	17%	17%	15%		%
115	20	112	84	26	•	0
25%	26%	26%	26%	23%		%
345	55	313	238	89	•	0
75%	74%	74%	74%	77%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	292	208
	unw_base	501	236	265
Very good	freq	207	136	71
Very good	prop	41%	46%	34%
Somewhat good	freq	228	128	99
Somewhat good	prop	46%	44%	48%
Somewhat bad	freq	59	25	34
Somewhat bad	prop	12%	9%	16%
Very bad	freq	7	3	4
Very bad	prop	1%	1%	2%
Top2Box	freq	434	264	170
Top2Box	prop	87%	90%	82%
Low2Box	freq	66	28	38
Low2Box	prop	13%	10%	18%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	171	44	256	134	59	275
261	190	50	255	134	56	284
103	78	25	108	51	29	134
36%	45%	57%	42%	38%	49%	49%
136	74	17	110	66	24	113
48%	43%	39%	43%	50%	41%	41%
40	17	2	34	15	6	25
14%	10%	4%	13%	12%	10%	9%
5	2	0	4	1	0	3
2%	1%	%	1%	1%	%	1%
239	152	43	218	117	53	247
84%	89%	96%	85%	88%	90%	90%
45	19	2	37	17	6	28
16%	11%	4%	15%	12%	10%	10%

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
225	149	132	219	225	275	79
217	153	124	224	208	293	73
73	64	48	95	108	98	38
32%	43%	36%	43%	48%	36%	48%
115	64	63	100	97	131	30
51%	43%	48%	46%	43%	48%	38%
34	19	21	20	19	40	10
15%	13%	16%	9%	8%	15%	12%
4	2	0	5	1	6	1
2%	1%	%	2%	%	2%	1%
187	128	112	195	205	230	69
83%	86%	84%	89%	91%	83%	87%
38	21	21	24	20	46	11
17%	14%	16%	11%	9%	17%	13%

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
421	114	386	269	197		0
428	107	394	251	214		0
168	51	155	121	71		0
40%	45%	40%	45%	36%		%
198	48	180	115	95		0
47%	42%	46%	43%	48%		%
49	14	45	31	28		0
12%	13%	12%	11%	14%		%
6	0	7	1	3		0
1%	%	2%	%	2%		%
366	99	335	237	166		0
87%	87%	87%	88%	84%		%
55	14	51	32	31		0
13%	13%	13%	12%	16%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	240	260
	unw_base	501	227	274
Very good	freq	8	6	2
Very good	prop	2%	3%	1%
Somewhat good	freq	120	63	58
Somewhat good	prop	24%	26%	22%
Somewhat bad	freq	243	110	132
Somewhat bad	prop	49%	46%	51%
Very bad	freq	129	61	67
Very bad	prop	26%	25%	26%
Top2Box	freq	129	69	60
Top2Box	prop	26%	29%	23%
Low2Box	freq	371	172	200
Low2Box	prop	74%	71%	77%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
284	131	86	42	131	326	213
233	160	108	32	124	345	249
5	3	1	1	2	6	6
2%	2%	1%	2%	1%	2%	3%
78	29	13	11	37	72	47
27%	22%	16%	26%	28%	22%	22%
138	66	38	22	59	162	93
49%	51%	45%	52%	45%	50%	44%
63	33	33	8	34	86	66
22%	25%	39%	20%	26%	27%	31%
83	32	14	12	39	78	53
29%	24%	17%	29%	29%	24%	25%
201	99	72	30	93	248	159
71%	76%	83%	71%	71%	76%	75%

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
287	251	137	112	268	232	112
252	233	145	123	287	214	128
2	3	2	4	8	1	5
1%	1%	1%	4%	3%	%	5%
73	58	29	33	71	49	31
26%	23%	21%	30%	27%	21%	28%
150	135	61	46	116	127	45
52%	54%	45%	41%	43%	55%	41%
62	55	45	28	74	55	31
22%	22%	33%	25%	28%	24%	27%
76	61	31	37	79	50	36
26%	24%	23%	33%	29%	22%	32%
212	190	106	75	190	182	76
74%	76%	77%	67%	71%	78%	68%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
388	179	321	383	95	280	106
373	194	307	404	69	282	113
3	5	3	7	1	5	1
1%	3%	1%	2%	1%	2%	1%
90	49	71	100	16	74	22
23%	27%	22%	26%	17%	27%	21%
197	80	162	178	56	136	49
51%	45%	50%	46%	59%	48%	46%
98	44	85	98	22	65	34
25%	25%	26%	26%	23%	23%	32%
93	54	75	107	17	79	23
24%	30%	23%	28%	18%	28%	22%
295	124	247	276	78	201	83
76%	70%	77%	72%	82%	72%	78%

Social Media Inactive		
58		
65		
2		
3%		
7		
12%		
29		
49%		
21		
36%		
9		
15%		
50		
85%		

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	253	247
	unw_base	500	274	226
Very good	freq	7	6	1
Very good	prop	1%	2%	%
Somewhat good	freq	60	33	27
Somewhat good	prop	12%	13%	11%
Somewhat bad	freq	256	130	127
Somewhat bad	prop	51%	51%	51%
Very bad	freq	177	84	93
Very bad	prop	35%	33%	38%
Top2Box	freq	67	39	28
Top2Box	prop	13%	16%	11%
Low2Box	freq	433	214	219
Low2Box	prop	87%	84%	89%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
191	186	123	76	184	240	297
177	182	141	72	180	248	316
2	3	2	0	3	4	5
1%	2%	1%	%	2%	2%	2%
23	18	18	11	19	30	41
12%	10%	15%	14%	10%	13%	14%
104	86	66	37	95	124	147
54%	47%	54%	49%	52%	51%	49%
62	78	37	28	66	83	105
32%	42%	30%	37%	36%	34%	35%
26	21	20	11	22	34	46
13%	12%	16%	14%	12%	14%	15%
166	165	103	65	162	206	251
87%	88%	84%	86%	88%	86%	85%

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
203	9	119	372	282	218	69
184	7	108	385	303	197	74
2	0	0	7	6	1	4
1%	%	%	2%	2%	%	5%
19	1	9	50	36	24	13
9%	%	8%	13%	13%	11%	19%
110	7	67	182	140	116	31
54%	%	57%	49%	50%	53%	45%
72	1	42	134	100	77	21
35%	%	35%	36%	35%	35%	30%
21	1	9	57	42	25	17
10%	%	8%	15%	15%	11%	25%
182	9	109	315	240	193	52
90%	%	92%	85%	85%	89%	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
431	101	399	376	101	-	0
426	109	391	393	81	•	0
3	4	3	5	2		0
1%	4%	1%	1%	2%		%
47	12	48	45	9		0
11%	12%	12%	12%	9%		%
225	51	205	192	57		0
52%	50%	51%	51%	56%		%
156	33	143	134	33		0
36%	33%	36%	36%	33%		%
50	17	50	50	11		0
12%	17%	13%	13%	11%		%
381	84	349	326	90		0
88%	83%	87%	87%	89%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1005	505	500
Very good	freq	4	1	3
Very good	prop	1%	%	1%
Somewhat good	freq	50	28	22
Somewhat good	prop	10%	11%	9%
Somewhat bad	freq	157	84	73
Somewhat bad	prop	31%	33%	29%
Very bad	freq	289	138	151
Very bad	prop	58%	55%	61%
Top2Box	freq	54	29	25
Top2Box	prop	11%	12%	10%
Low2Box	freq	446	223	223
Low2Box	prop	89%	88%	90%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
174	188	138	283	130	24	239
333	380	292	590	244	42	489
1	2	1	4	0	0	1
1%	1%	1%	1%	%	%	%
14	20	16	24	20	5	27
8%	11%	12%	8%	15%	19%	11%
56	57	43	90	43	9	73
32%	30%	31%	32%	33%	40%	31%
103	109	78	166	68	10	137
59%	58%	56%	59%	52%	41%	57%
15	22	17	28	20	5	29
9%	12%	12%	10%	15%	19%	12%
159	166	121	255	110	19	210
91%	88%	88%	90%	85%	81%	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
261	227	118	155	260	240	45
516	639	81	285	518	487	92
3	2	0	2	3	1	2
1%	1%	%	1%	1%	%	5%
23	20	11	18	30	20	6
9%	9%	9%	12%	12%	8%	14%
83	77	36	44	79	78	18
32%	34%	30%	28%	30%	32%	40%
152	127	72	90	148	141	18
58%	56%	61%	58%	57%	59%	41%
25	22	11	21	33	21	8
10%	10%	9%	13%	13%	9%	19%
236	205	107	134	227	219	36
90%	90%	91%	87%	87%	91%	81%

Business	Senior Executive Decision Maker	Senior Executive Decision Maker	Employmen t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
455	60	440	297	170		0
913	115	890	577	364		0
2	1	3	2	2		0
%	2%	1%	1%	1%		%
44	12	38	36	11		0
10%	20%	9%	12%	6%		%
139	20	137	94	51		0
30%	33%	31%	32%	30%		%
271	27	262	165	106	•	0
60%	44%	60%	55%	63%		%
45	14	40	38	13		0
10%	22%	9%	13%	7%		%
410	47	399	259	158		0
90%	78%	91%	87%	93%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	503	261	242
Very good	freq	54	41	14
Very good	prop	11%	16%	6%
Somewhat good	freq	304	142	162
Somewhat good	prop	61%	56%	66%
Somewhat bad	freq	114	62	52
Somewhat bad	prop	23%	24%	21%
Very bad	freq	28	10	18
Very bad	prop	6%	4%	7%
Top2Box	freq	358	182	176
Top2Box	prop	72%	72%	71%
Low2Box	freq	142	72	70
Low2Box	prop	28%	28%	29%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
194	150	156	115	230	94	158
148	168	187	130	217	88	177
18	16	20	7	23	18	23
9%	11%	13%	6%	10%	20%	15%
124	83	96	58	148	61	102
64%	56%	61%	50%	64%	65%	64%
44	42	28	44	49	8	26
23%	28%	18%	39%	21%	9%	16%
8	8	13	5	11	6	7
4%	5%	8%	5%	5%	7%	5%
142	100	116	65	171	79	125
73%	67%	74%	57%	74%	85%	79%
52	50	41	50	59	14	33
27%	33%	26%	43%	26%	15%	21%

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
342	108	232	160	323	177	76
326	323	78	102	337	166	66
31	3	23	28	41	13	12
9%	3%	10%	18%	13%	7%	16%
202	64	144	95	199	105	52
59%	60%	62%	60%	61%	59%	68%
88	32	51	31	63	51	11
26%	29%	22%	19%	20%	29%	15%
21	8	15	5	20	8	0
6%	8%	6%	3%	6%	5%	%
232	68	166	123	240	118	64
68%	63%	72%	77%	74%	67%	85%
109	40	66	36	83	59	12
32%	37%	28%	23%	26%	33%	15%

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	109	391	381	89		0
437	88	415	349			0
42	13	41	45	9		0
10%	12%	11%	12%	10%		%
252	69	234	235	56		0
59%	64%	60%	62%	64%		%
103	18	96	81	19		0
24%	16%	25%	21%	22%		%
28	8	20	19	4	•	0
7%	8%	5%	5%	4%		%
294	82	275	281	65	•	0
69%	76%	70%	74%	74%		%
130	26	116	100	23	ū	0
31%	24%	30%	26%	26%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	253	247
	unw_base	502	291	211
Very good	freq	39	30	10
Very good	prop	8%	12%	4%
Somewhat good	freq	185	95	90
Somewhat good	prop	37%	38%	36%
Somewhat bad	freq	146	59	87
Somewhat bad	prop	29%	23%	35%
Very bad	freq	130	69	61
Very bad	prop	26%	27%	25%
Top2Box	freq	224	124	100
Top2Box	prop	45%	49%	40%
Low2Box	freq	276	128	148
Low2Box	prop	55%	51%	60%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
242	166	92	11	143	345	271
293	158	51	12	136	354	263
22	9	8	3	13	23	23
9%	5%	9%	%	9%	7%	9%
89	55	41	6	50	129	117
37%	33%	44%	%	35%	37%	43%
76	42	27	1	36	109	65
31%	26%	30%	%	25%	32%	24%
55	60	16	1	45	84	65
23%	36%	17%	%	31%	24%	24%
111	64	49	9	62	152	141
46%	38%	53%	%	44%	44%	52%
131	102	43	2	81	193	130
54%	62%	47%	%	56%	56%	48%

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
229	299	46	155	268	232	61
239	144	80	278	301	201	61
16	25	3	12	30	9	8
7%	8%	6%	8%	11%	4%	13%
67	112	18	54	95	89	27
29%	38%	39%	35%	36%	38%	44%
81	77	16	53	74	72	14
35%	26%	35%	34%	28%	31%	23%
65	85	9	36	69	61	12
28%	28%	20%	23%	26%	26%	20%
83	137	21	66	125	99	34
36%	46%	46%	43%	47%	43%	57%
146	162	25	89	143	133	26
64%	54%	54%	57%	53%	57%	43%

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
439	152	348	311	119		0
441	166	336	358	103		0
32	21	18	28	7		0
7%	14%	5%	9%	6%		%
158	63	122	120	32		0
36%	41%	35%	39%	27%		%
131	37	109	83	49		0
30%	24%	31%	27%	41%		%
118	31	99	79	32		0
27%	21%	28%	25%	27%		%
190	84	140	149	38		0
43%	55%	40%	48%	32%		%
250	68	208	162	81		0
57%	45%	60%	52%	68%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1002	510	492
Very good	freq	56	39	17
Very good	prop	11%	16%	7%
Somewhat good	freq	197	107	90
Somewhat good	prop	39%	43%	36%
Somewhat bad	freq	177	75	102
Somewhat bad	prop	35%	30%	41%
Very bad	freq	70	27	43
Very bad	prop	14%	11%	17%
Top2Box	freq	253	146	107
Top2Box	prop	51%	59%	42%
Low2Box	freq	247	102	146
Low2Box	prop	49%	41%	58%

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	161	81	182	210	275
320	319	363	80	396	464	595
29	17	10	5	18	32	36
16%	11%	6%	6%	10%	15%	13%
71	64	62	24	75	86	111
39%	41%	39%	29%	41%	41%	40%
58	57	63	30	66	71	92
32%	36%	39%	37%	36%	34%	33%
25	20	25	23	23	21	37
14%	12%	16%	28%	13%	10%	13%
100	81	72	28	93	118	147
55%	51%	45%	35%	51%	56%	53%
83	76	88	53	89	92	129
45%	49%	55%	65%	49%	44%	47%

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
225	233	127	141	273	227	68
407	357	351	294	551	451	150
20	23	6	28	45	11	24
9%	10%	5%	20%	17%	5%	35%
86	73	55	69	111	86	21
38%	31%	43%	49%	41%	38%	30%
85	98	44	35	83	94	17
38%	42%	35%	25%	30%	41%	25%
33	39	22	9	34	36	7
15%	17%	17%	7%	12%	16%	10%
106	95	61	96	156	97	44
47%	41%	48%	69%	57%	43%	65%
118	137	66	44	117	130	24
53%	59%	52%	31%	43%	57%	35%

s it...

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
432	90	410	309	149	89	71
852	194	808	650	262	187	143
33	28	28	45	9	21	5
8%	31%	7%	15%	6%	23%	7%
176	31	166	129	51	34	26
41%	34%	40%	42%	34%	38%	37%
160	23	154	102	57	22	28
37%	25%	38%	33%	38%	25%	40%
63	8	62	33	32	12	11
15%	9%	15%	11%	22%	14%	16%
209	58	194	174	60	54	32
48%	65%	47%	56%	40%	61%	44%
223	31	216	135	89	34	40
52%	35%	53%	44%	60%	39%	56%

Social Media Inactive	US Region Northeast	US Region Midwest	US Region South	US Region West
92	91	110	184	115
185	169	223	354	256
5	7	12	22	15
5%	7%	11%	12%	13%
40	42	47	62	46
43%	46%	42%	34%	40%
34	32	40	68	37
37%	35%	37%	37%	32%
13	10	11	32	16
14%	11%	10%	17%	14%
44	49	58	84	62
48%	53%	53%	46%	54%
48	42	51	100	53
52%	47%	47%	54%	46%

Stub	Stat	Overall	Gender Male	Gender Female
	base	12000	5999	6001
	unw_base	17560	8831	8729
7 – Very strong economy	freq	328	209	119
7 – Very strong economy	prop	3%	3%	2%
6	freq	734	445	289
6	prop	6%	7%	5%
5	freq	2475	1286	1188
5	prop	21%	21%	20%
4	freq	3316	1598	1718
4	prop	28%	27%	29%
3	freq	2644	1304	1340
3	prop	22%	22%	22%
2	freq	1307	603	704
2	prop	11%	10%	12%
1 – Very weak economy	freq	1197	554	643
1 – Very weak economy	prop	10%	9%	11%
Top3Box	freq	3536	1940	1596
Top3Box	prop	29%	32%	27%
Low3Box	freq	5148	2461	2687
Low3Box	prop	43%	41%	45%
	mean	4.33	4.23	4.43
	median	4	4	4

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
5131	3801	3068	3345	4118	3491	5724
6634	5864	5062	4559	6148	5369	8703
162	116	50	80	116	112	201
3%	3%	2%	2%	3%	3%	4%
320	231	183	163	208	309	384
6%	6%	6%	5%	5%	9%	7%
1106	741	628	501	859	919	1251
22%	19%	20%	15%	21%	26%	22%
1503	985	828	881	1192	924	1516
29%	26%	27%	26%	29%	26%	26%
1113	853	677	792	929	697	1202
22%	22%	22%	24%	23%	20%	21%
494	462	351	454	430	311	613
10%	12%	11%	14%	10%	9%	11%
433	412	351	473	384	218	556
8%	11%	11%	14%	9%	6%	10%
1588	1088	860	745	1183	1340	1836
31%	29%	28%	22%	29%	38%	32%
2041	1727	1380	1719	1743	1226	2372
40%	45%	45%	51%	42%	35%	41%
4.23	4.38	4.42	4.61	4.32	4.03	4.26
4	4	4	5	4	4	4

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
6276	3550	4548	3902	6310	5690	1377
8857	4808	6028	6724	9737	7823	2012
127	89	98	141	211	117	90
2%	3%	2%	4%	3%	2%	7%
350	170	279	285	464	270	128
6%	5%	6%	7%	7%	5%	9%
1223	592	947	935	1387	1088	313
19%	17%	21%	24%	22%	19%	23%
1800	989	1252	1075	1629	1686	346
29%	28%	28%	28%	26%	30%	25%
1442	829	1033	782	1306	1338	247
23%	23%	23%	20%	21%	24%	18%
694	445	470	393	682	625	140
11%	13%	10%	10%	11%	11%	10%
640	436	469	291	630	566	112
10%	12%	10%	7%	10%	10%	8%
1700	851	1324	1362	2062	1474	531
27%	24%	29%	35%	33%	26%	39%
2776	1710	1972	1466	2619	2529	499
44%	48%	43%	38%	42%	44%	36%
4.39	4.51	4.35	4.13	4.26	4.41	4.02
4	4	4	4	4	4	4

onomy.

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
10623	2336	9164	7848	3092	1056	460
15548	3468	13590	11784	4128	1445	754
237	134	182	252	57	53	6
2%	6%	2%	3%	2%	5%	1%
606	228	482	530	146	75	30
6%	10%	5%	7%	5%	7%	7%
2162	579	1792	1752	513	306	118
20%	25%	20%	22%	17%	29%	26%
2970	602	2539	2137	889	311	152
28%	26%	28%	27%	29%	29%	33%
2397	408	2115	1668	755	190	99
23%	17%	23%	21%	24%	18%	22%
1167	204	1079	800	375	74	28
11%	9%	12%	10%	12%	7%	6%
1084	180	975	708	358	48	24
10%	8%	11%	9%	12%	5%	5%
3005	942	2457	2534	716	434	155
28%	40%	27%	32%	23%	41%	34%
4649	792	4169	3176	1487	311	152
44%	34%	45%	40%	48%	29%	33%
4.37	3.96	4.42	4.23	4.52	3.87	4.07
4	4	4	4	4	4	4

Soci	
Med	ia
Inacti	ive
	400
	798
	8
	2%
	22
	5%
	90
	23%
	136
	34%
	78
	19%
	33
	8%

34 8% 120 30% 145 36% 4.22

		All		
Stub	Stat	Countries	Argentina	Australia
	base	12000	500	500
	unw_base	17560	501	1002
7 – Very strong economy	freq	328	2	8
7 – Very strong economy	prop	3%	%	2%
6	freq	734	17	27
6	prop	6%	3%	5%
5	freq	2475	66	152
5	prop	21%	13%	30%
4	freq	3316	112	184
4	prop	28%	22%	37%
3	freq	2644	117	82
3	prop	22%	23%	16%
2	freq	1307	80	26
2	prop	11%	16%	5%
1 – Very weak economy	freq	1197	106	21
1 – Very weak economy	prop	10%	21%	4%
Top3Box	freq	3536	85	187
Top3Box	prop	29%	17%	37%
Low3Box	freq	5148	303	129
Low3Box	prop	43%	61%	26%
	mean	4.33	4.98	3.93
	median	4	5	4

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

Belgium	Brazil	Canada	China	Egypt	France	Germany
500	500	500	500	500	500	500
501	1002	1003	1000	502	999	1000
	16	16	31	11	2	20
	3%	3%	6%	2%	%	4%
11	32	36	81	23	3	84
2%	6%	7%	16%	5%	1%	17%
88	75	156	218	103	54	174
18%	15%	31%	44%	21%	11%	35%
167	129	160	108	175	141	137
33%	26%	32%	22%	35%	28%	27%
142	108	80	45	121	161	55
28%	22%	16%	9%	24%	32%	11%
55	61	30	6	24	74	21
11%	12%	6%	1%	5%	15%	4%
38	79	23	11	41	65	9
8%	16%	5%	2%	8%	13%	2%
99	123	207	330	138	59	278
20%	25%	41%	66%	28%	12%	56%
234	248	133	62	187	300	85
47%	50%	27%	12%	37%	60%	17%
4.51	4.56	3.87	3.23	4.22	4.88	3.44
4	4	4	3	4	5	3

All Countries

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

Great Britain	Hungary	India	Italy	Japan	Mexico	Poland
	•			•		
500	500	500	500	500	500	500
1021	500	504	1001	1003	500	505
9	6	35	3	1	8	4
2%	1%	7%	1%	%	2%	1%
29	9	51	7	7	17	19
6%	2%	10%	1%	1%	3%	4%
126	44	197	40	52	60	73
25%	9%	39%	8%	10%	12%	15%
171	103	132	92	153	119	130
34%	21%	26%	18%	31%	24%	26%
111	131	59	122	176	136	126
22%	26%	12%	24%	35%	27%	25%
35	98	15	101	72	75	90
7%	20%	3%	20%	14%	15%	18%
19	108	12	134	40	86	59
4%	22%	2%	27%	8%	17%	12%
164	59	282	51	60	84	96
33%	12%	56%	10%	12%	17%	19%
166	337	85	357	288	297	275
33%	67%	17%	71%	58%	59%	55%
4.05	5.14	3.44	5.32	4.74	4.85	4.72
4	5	3	5	5	5	5

onomy.

	Saudi		South			
Russia	Arabia	South Africa	Korea	Spain	Sweden	Turkey
500	500	500	500	500	500	500
502	501	501	500	1005	503	502
6	79	8	2	3	21	19
1%	16%	2%	%	1%	4%	4%
21	77	13	4	8	84	32
4%	15%	3%	1%	2%	17%	6%
119	123	59	55	42	163	100
24%	25%	12%	11%	8%	33%	20%
126	139	159	147	111	141	137
25%	28%	32%	29%	22%	28%	27%
114	46	139	158	135	56	135
23%	9%	28%	32%	27%	11%	27%
58	18	69	86	98	27	50
12%	4%	14%	17%	20%	5%	10%
56	19	54	48	104	8	28
11%	4%	11%	10%	21%	2%	6%
146	278	80	61	52	269	151
29%	56%	16%	12%	10%	54%	30%
229	83	261	292	337	91	213
46%	17%	52%	58%	67%	18%	43%
4.44	3.25	4.66	4.81	5.16	3.48	4.19
4	3	5	5	5	3	4

US	
	500
	1002
	17
	3%
	43
	9%
	137
	27%
	145
	29%
	91
	18%
	37
	7%
	29
	6%
	198
	40%
	157
	31%
	3.95
	4

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	12000	1000	1500
	unw_base	17560	2005	2003
7 – Very strong economy	freq	328	33	27
7 – Very strong economy	prop	3%	3%	2%
6	freq	734	79	66
6	prop	6%	8%	4%
5	freq	2475	293	200
5	prop	21%	29%	13%
4	freq	3316	305	359
4	prop	28%	31%	24%
3	freq	2644	171	361
3	prop	22%	17%	24%
2	freq	1307	67	217
2	prop	11%	7%	14%
1 – Very weak economy	freq	1197	52	271
1 – Very weak economy	prop	10%	5%	18%
Top3Box	freq	3536	405	293
Top3Box	prop	29%	41%	20%
Low3Box	freq	5148	290	848
Low3Box	prop	43%	29%	57%
	mean	4.33	3.91	4.8
	median	4	4	5

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

Europe	APAC	G-8	BRIC	Middle East Africa
4500	3000	4000	2000	2000
7035	4511	7531	3008	2006
68	83	75	88	117
2%	3%	2%	4%	6%
254	191	230	184	145
6%	6%	6%	9%	7%
804	792	857	608	385
18%	26%	21%	30%	19%
1192	850	1124	495	609
26%	28%	28%	25%	30%
1039	633	910	327	441
23%	21%	23%	16%	22%
598	263	428	140	162
13%	9%	11%	7%	8%
545	188	376	157	141
12%	6%	9%	8%	7%
1127	1065	1162	881	647
25%	36%	29%	44%	32%
2181	1085	1714	624	744
48%	36%	43%	31%	37%
4.52	4.1	4.34	3.92	4.08
4	4	4	4	4

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	501	208	293
7 – Very strong economy	freq	2	1	1
7 – Very strong economy	prop	%	%	1%
6	freq	17	7	10
6	prop	3%	3%	4%
5	freq	66	37	29
5	prop	13%	15%	11%
4	freq	112	64	48
4	prop	22%	26%	19%
3	freq	117	56	61
3	prop	23%	23%	24%
2	freq	80	35	45
2	prop	16%	14%	18%
1 – Very weak economy	freq	106	45	61
1 – Very weak economy	prop	21%	18%	24%
Top3Box	freq	85	45	40
Top3Box	prop	17%	18%	16%
Low3Box	freq	303	136	167
Low3Box	prop	61%	56%	65%
	mean	4.98	4.85	5.1
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
248	149	103	132	224	144	139
214	170	117	136	217	148	158
2	1	0	0	2	0	0
1%	1%	%	%	1%	%	%
11	5	1	8	8	2	2
5%	4%	1%	6%	3%	1%	1%
34	18	15	11	38	16	15
14%	12%	14%	9%	17%	11%	11%
61	31	19	27	56	28	35
25%	21%	19%	21%	25%	20%	25%
62	29	25	30	49	37	23
25%	20%	25%	23%	22%	26%	17%
36	28	16	17	31	32	28
15%	19%	15%	13%	14%	22%	20%
42	37	27	37	40	29	37
17%	25%	26%	28%	18%	20%	27%
46	24	15	19	48	18	17
19%	16%	15%	15%	21%	12%	12%
140	94	69	85	120	98	87
57%	63%	66%	65%	54%	68%	63%
4.81	5.11	5.19	5.14	4.76	5.17	5.23
5	5	5	5	5	5	5

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
361	170	205	125	229	271	60
343	193	163	145	234	267	60
2	1	0	2	2	1	1
1%	%	%	1%	1%	%	2%
15	11	4	2	7	10	3
4%	6%	2%	2%	3%	4%	4%
51	23	26	17	32	34	4
14%	14%	13%	13%	14%	13%	6%
77	35	48	29	54	58	15
21%	21%	23%	23%	23%	21%	24%
94	43	47	26	46	70	16
26%	25%	23%	21%	20%	26%	27%
52	20	39	21	38	42	9
14%	12%	19%	17%	16%	16%	14%
69	37	41	28	51	55	13
19%	22%	20%	23%	22%	20%	22%
69	35	30	21	41	45	7
19%	20%	15%	16%	18%	16%	12%
216	100	127	76	135	168	38
60%	59%	62%	61%	59%	62%	63%
4.88	4.87	5.04	5.02	4.97	4.98	5.01
5	5	5	5	5	5	5

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
440	89	411	318			0
441	91	410	336	120	-	0
1	2	1	2	0		0
%	2%	%	1%	%		%
15	3	14	9	7	-	0
3%	3%	3%	3%	5%		%
62	12	54	40	16	-	0
14%	14%	13%	13%	11%	•	%
97	23	89	77	30	-	0
22%	25%	22%	24%	21%	•	%
100	20	97	70	37		0
23%	22%	24%	22%	26%		%
71	10	70	52	22	•	0
16%	11%	17%	16%	15%		%
93	20	86	67	30		0
21%	22%	21%	21%	21%		%
78	17	68	51	23		0
18%	19%	17%	16%	16%		%
265	50	253	189	89		0
60%	56%	62%	60%	63%		%
4.97	4.85	5	4.98	4.99		0
5	5	5	5	5		0

Social
Media
Imaatista

Inactive 0 0 0 % 0 % 0 % 0 % 0 % 0 % 0 % 0 % 0 % 0

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	248	252
	unw_base	1002	444	558
7 – Very strong economy	freq	8	6	2
7 – Very strong economy	prop	2%	3%	1%
6	freq	27	14	13
6	prop	5%	6%	5%
5	freq	152	70	82
5	prop	30%	28%	33%
4	freq	184	84	100
4	prop	37%	34%	40%
3	freq	82	49	33
3	prop	16%	20%	13%
2	freq	26	14	12
2	prop	5%	6%	5%
1 – Very weak economy	freq	21	11	10
1 – Very weak economy	prop	4%	4%	4%
Top3Box	freq	187	90	97
Top3Box	prop	37%	36%	38%
Low3Box	freq	129	73	55
Low3Box	prop	26%	30%	22%
	mean	3.93	3.97	3.9
	median	4	4	4

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
197	152	151	109	255	136	237
153	338	511	241	516	245	549
4	2	2	0	5	2	5
2%	1%	1%	%	2%	2%	2%
11	8	8	8	13	6	14
6%	5%	5%	7%	5%	4%	6%
75	40	36	36	64	52	74
38%	26%	24%	33%	25%	38%	31%
75	53	56	34	103	47	82
38%	35%	37%	31%	41%	35%	34%
16	33	32	15	52	16	39
8%	22%	22%	13%	20%	11%	17%
9	8	9	7	12	7	10
5%	5%	6%	7%	5%	5%	4%
6	7	7	9	6	6	13
3%	5%	5%	8%	2%	4%	5%
90	50	46	44	83	60	93
46%	33%	31%	41%	32%	44%	39%
31	49	48	31	69	29	62
16%	32%	32%	28%	27%	21%	26%
3.71	4.06	4.09	4.03	3.95	3.83	3.92
4	4	4	4	4	4	4

Australia

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
263	144	145	211	277	223	45
453	296	336	370	587	415	103
3	0	2	6	6	2	3
1%	%	1%	3%	2%	1%	7%
13	7	6	14	18	9	1
5%	5%	4%	6%	7%	4%	3%
78	43	42	67	76	75	12
29%	30%	29%	32%	28%	34%	28%
103	56	56	73	96	88	15
39%	39%	39%	34%	35%	40%	33%
42	22	24	37	50	32	7
16%	15%	16%	17%	18%	14%	15%
16	11	8	8	15	11	6
6%	7%	5%	4%	6%	5%	13%
8	6	7	7	15	6	1
3%	4%	5%	3%	5%	3%	2%
94	50	50	87	101	86	17
36%	35%	35%	41%	36%	39%	37%
67	38	39	52	80	49	13
25%	27%	27%	24%	29%	22%	30%
3.94	4.03	4.01	3.81	3.98	3.88	3.93
4	4	4	4	4	4	4

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	82	418	313	129	160	115
899	162	840	616	203	314	225
5	6	3	6	1	4	1
1%	7%	1%	2%	1%	2%	1%
26	3	24	19	6	5	8
6%	4%	6%	6%	5%	3%	7%
139	22	130	101	36	54	30
31%	27%	31%	32%	28%	34%	26%
169	25	160	113	47	54	45
37%	30%	38%	36%	36%	34%	39%
75	14	67	48	23	24	23
17%	17%	16%	15%	18%	15%	20%
20	8	19	13	9	11	3
5%	9%	4%	4%	7%	7%	3%
20	4	16	12	6	8	4
4%	5%	4%	4%	5%	5%	3%
170	31	156	126	43	62	40
37%	38%	37%	40%	34%	39%	35%
115	26	102	73	39	44	30
25%	32%	25%	23%	30%	27%	26%
3.93	3.96	3.93	3.85	4.07	3.98	3.91
4	4	4	4	4	4	4

Social Media Inactive				
	124			
	315			
	1			
	1%			
	8			
	7%			
	32			
	26%			
	49			
	40%			
	22			
	18%			
	7			
	6%			
	4			
	4%			
	41			
	33%			
	33			
	27%			
	3.97			

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	252	248
	unw_base	501	252	249
6	freq	11	9	2
6	prop	2%	4%	1%
5	freq	88	48	40
5	prop	18%	19%	16%
4	freq	167	76	91
4	prop	33%	30%	37%
3	freq	142	72	70
3	prop	28%	29%	28%
2	freq	55	27	28
2	prop	11%	11%	11%
1 – Very weak economy	freq	38	20	18
1 – Very weak economy	prop	8%	8%	7%
Top3Box	freq	99	57	42
Top3Box	prop	20%	23%	17%
Low3Box	freq	234	119	115
Low3Box	prop	47%	47%	46%
	mean	4.51	4.47	4.54
	median	4	4	4

Age Under	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
186	146	169	122	150	124	197
195	142	164	123	154	121	195
8	3	1	3	3	5	4
4%	2%	%	2%	2%	4%	2%
38	22	28	14	24	30	44
20%	15%	17%	12%	16%	24%	22%
61	47	59	49	43	37	67
33%	32%	35%	40%	29%	30%	34%
47	45	50	29	51	39	56
25%	31%	29%	24%	34%	31%	28%
18	19	17	17	17	5	15
10%	13%	10%	14%	11%	4%	8%
14	9	14	10	13	8	11
8%	6%	9%	8%	9%	6%	6%
46	25	29	17	26	35	48
25%	17%	17%	14%	17%	28%	24%
79	73	81	56	81	52	82
43%	50%	48%	46%	54%	42%	42%
4.39	4.57	4.58	4.61	4.63	4.27	4.35
4	5	4	4	5	4	4

Belgium

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
303	146	194	161	291	209	33
306	104	272	125	292	209	32
8	3	4	4	7	4	1
2%	2%	2%	2%	2%	2%	2%
44	23	31	34	51	37	8
15%	16%	16%	21%	18%	18%	23%
100	34	66	67	88	79	13
33%	23%	34%	41%	30%	38%	41%
86	46	59	36	86	56	7
28%	32%	30%	23%	29%	27%	21%
40	23	18	13	35	19	4
13%	16%	9%	8%	12%	9%	13%
26	17	15	6	24	14	0
9%	11%	8%	4%	8%	7%	%
52	26	36	38	58	41	8
17%	18%	19%	24%	20%	20%	25%
152	86	91	56	145	89	11
50%	59%	47%	35%	50%	43%	34%
4.61	4.79	4.51	4.25	4.56	4.44	4.2
5	5	4	4	4	4	4

	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
467	54	446	292	138		0
469	54	447	297	138		0
10	1	10	8	3		0
2%	1%	2%	3%	2%		%
81	12	76	59	18		0
17%	22%	17%	20%	13%		%
154	15	151	90	49		0
33%	29%	34%	31%	35%		%
135	18	123	84	37		0
29%	34%	28%	29%	27%		%
50	6	48	28	18		0
11%	12%	11%	10%	13%		%
38	1	37	22	14		0
8%	1%	8%	8%	10%		%
91	13	87	67	21		0
19%	24%	19%	23%	15%		%
222	25	208	134	68		0
48%	47%	47%	46%	50%		%
4.53	4.37	4.52	4.45	4.65		0
4	4	4	4	4		0

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	0

			Condon	O an don
Stub	Stat	Overall	Gender Male	Gender Female
	base	500	232	268
	unw_base	1002	518	484
7 – Very strong economy	freq	16	12	5
7 – Very strong economy	prop	3%	5%	2%
6	freq	32	14	18
6	prop	6%	6%	7%
5	freq	75	36	38
5	prop	15%	16%	14%
4	freq	129	70	59
4	prop	26%	30%	22%
3	freq	108	49	59
3	prop	22%	21%	22%
2	freq	61	24	37
2	prop	12%	10%	14%
1 – Very weak economy	freq	79	27	51
1 – Very weak economy	prop	16%	12%	19%
Top3Box	freq	123	62	61
Top3Box	prop	25%	27%	23%
Low3Box	freq	248	100	148
Low3Box	prop	50%	43%	55%
	mean	4.56	4.34	4.75
	median	4	4	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	140	75	126	310	64	175
563	263	176	186	627	189	363
8	7	2	2	12	3	5
3%	5%	2%	1%	4%	4%	3%
18	9	5	10	17	6	10
6%	7%	6%	8%	5%	9%	6%
39	23	13	13	52	9	22
14%	16%	17%	10%	17%	15%	13%
73	35	21	32	78	18	45
26%	25%	27%	26%	25%	29%	26%
63	28	17	22	71	15	42
22%	20%	22%	17%	23%	23%	24%
36	15	10	20	34	8	24
13%	11%	13%	16%	11%	12%	13%
47	23	9	28	46	5	27
16%	16%	12%	22%	15%	7%	15%
65	38	20	24	81	18	37
23%	28%	26%	19%	26%	28%	21%
147	66	35	70	151	27	93
51%	48%	47%	55%	49%	43%	53%
4.62	4.47	4.46	4.85	4.5	4.25	4.64
5	4	4	5	4	4	5

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
325	157	262	81	217	283	70
639	112	542	348	470	532	153
12	5	7	4	9	7	6
4%	3%	3%	5%	4%	3%	8%
22	12	15	6	11	21	7
7%	7%	6%	7%	5%	8%	10%
52	16	41	17	36	38	13
16%	10%	16%	21%	17%	14%	19%
83	43	67	19	61	68	17
26%	27%	26%	24%	28%	24%	25%
66	33	62	13	44	65	13
20%	21%	24%	16%	20%	23%	19%
38	22	30	10	30	31	5
12%	14%	11%	12%	14%	11%	7%
52	26	40	13	27	52	9
16%	17%	15%	16%	12%	18%	13%
86	33	63	27	56	67	26
26%	21%	24%	33%	26%	24%	37%
156	81	132	35	101	148	27
48%	52%	50%	44%	46%	52%	39%
4.51	4.63	4.57	4.38	4.46	4.63	4.08
4	5	5	4	4	5	4

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
430	112	388	327	134		0
849	238	764	681	245	ē	0
11	7	9	14	3	-	0
2%	6%	2%	4%	2%	-	%
25	8	24	16	15	-	0
6%	7%	6%	5%	11%	•	%
61	20	54	55	14	•	0
14%	18%	14%	17%	11%		%
111	30	98	93	26		0
26%	27%	25%	28%	20%		%
95	21	88	61	34	•	0
22%	18%	23%	19%	25%		%
56	13	48	41	17		0
13%	12%	12%	13%	12%		%
70	12	66	48	25		0
16%	11%	17%	15%	19%		%
97	36	87	84	32		0
23%	32%	23%	26%	24%		%
221	46	202	150	76		0
51%	41%	52%	46%	57%		%
4.64	4.23	4.65	4.49	4.68		0
5	4	5	4	5		0

Social
Media
Imaatista

Inactive 0 0 0 % 0 % 0 % 0 % 0 % 0 % 0 % 0 % 0 % 0

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	242	258
	unw_base	1003	515	488
7 – Very strong economy	freq	16	11	5
7 – Very strong economy	prop	3%	5%	2%
6	freq	36	23	13
6	prop	7%	10%	5%
5	freq	156	71	85
5	prop	31%	29%	33%
4	freq	160	77	83
4	prop	32%	32%	32%
3	freq	80	36	44
3	prop	16%	15%	17%
2	freq	30	14	16
2	prop	6%	6%	6%
1 – Very weak economy	freq	23	10	13
1 – Very weak economy	prop	5%	4%	5%
Top3Box	freq	207	105	102
Top3Box	prop	41%	43%	40%
Low3Box	freq	133	61	73
Low3Box	prop	27%	25%	28%
	mean	3.87	3.77	3.96
	median	4	4	4

B6 Rate the current state of the econo

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
171	142	187	72	165	201	245
295	326	382	123	311	453	522
9	5	2	2	8	5	7
5%	3%	1%	3%	5%	3%	3%
11	10	14	5	10	15	16
7%	7%	8%	7%	6%	8%	7%
57	38	61	20	47	75	83
33%	27%	32%	28%	29%	37%	34%
52	47	60	22	56	58	75
31%	33%	32%	30%	34%	29%	31%
18	29	33	13	29	30	41
10%	21%	18%	18%	17%	15%	17%
12	7	12	6	10	11	16
7%	5%	6%	9%	6%	6%	6%
12	6	5	4	6	7	8
7%	4%	3%	5%	4%	3%	3%
77	53	77	28	64	95	105
45%	37%	41%	38%	39%	47%	43%
41	42	50	23	45	48	64
24%	29%	27%	32%	27%	24%	26%
3.83	3.91	3.88	4	3.86	3.77	3.84
4	4	4	4	4	4	4

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
255	227	196	77	280	220	53
481	249	415	339	606	397	121
9	10	4	2	13	3	4
4%	5%	2%	2%	4%	1%	8%
20	15	14	7	23	13	5
8%	7%	7%	8%	8%	6%	9%
73	72	56	28	86	70	18
29%	32%	29%	37%	31%	32%	34%
84	70	67	23	85	74	14
33%	31%	34%	30%	30%	34%	26%
39	34	33	13	42	38	7
15%	15%	17%	16%	15%	18%	13%
15	15	11	4	18	12	3
6%	7%	6%	5%	6%	6%	5%
15	11	11	1	14	9	3
6%	5%	6%	1%	5%	4%	5%
102	97	74	36	121	86	27
40%	43%	38%	47%	43%	39%	51%
69	60	55	18	74	59	12
27%	26%	28%	23%	26%	27%	23%
3.9	3.84	3.97	3.71	3.83	3.93	3.62
4	4	4	4	4	4	3

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
447	82	418	331	115		0
882	187	816	701	189		0
11	5	11	11	5		0
3%	6%	3%	3%	4%		%
31	9	27	24	6		0
7%	11%	6%	7%	5%		%
137	25	131	105	35		0
31%	30%	31%	32%	30%		%
146	25	135	106	37		0
33%	30%	32%	32%	32%		%
73	11	69	52	19		0
16%	13%	17%	16%	17%		%
28	4	26	18	6		0
6%	5%	6%	6%	5%		%
20	4	19	14	7		0
4%	4%	5%	4%	6%		%
180	38	169	140	46		0
40%	47%	40%	42%	40%		%
121	19	114	84	33		0
27%	23%	27%	25%	28%		%
3.9	3.68	3.91	3.83	3.93		0
4	4	4	4	4		0

Social Media Inactive	Canada Region Quebec	Canada Region Praries	Canada Region British Columbia	Canada Region Ontario	Canada Region Atlantic	Canada Region Alberta
0	120	32	67	192	36	53
0	213	71	162	358	90	109
0	3	2	2	4	1	3
%	3%	6%	2%	2%	4%	6%
0	5	4	3	15	2	7
%	4%	13%	5%	8%	4%	13%
0	27	12	30	61	9	16
%	23%	36%	45%	32%	26%	31%
0	48	11	17	63	8	13
%	40%	33%	25%	33%	22%	24%
0	21	4	9	31	6	10
%	17%	12%	13%	16%	18%	18%
0	8		6	9	4	3
%	6%		8%	5%	13%	6%
0	8	0	1	7	5	1
%	7%	1%	2%	4%	13%	2%
0	35	18	35	81	12	27
%	29%	55%	51%	42%	34%	50%
0	36	4	16	48	15	14
%	30%	12%	23%	25%	43%	27%
0	4.12	3.33	3.75	3.83	4.35	3.62
0	4	3	3	4	4	4

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	255	245
	unw_base	1000	502	498
7 – Very strong economy	freq	31	15	16
7 – Very strong economy	prop	6%	6%	7%
6	freq	81	40	40
6	prop	16%	16%	16%
5	freq	218	100	117
5	prop	44%	39%	48%
4	freq	108	56	52
4	prop	22%	22%	21%
3	freq	45	28	17
3	prop	9%	11%	7%
2	freq	6	6	0
2	prop	1%	2%	%
1 – Very weak economy	freq	11	9	2
1 – Very weak economy	prop	2%	3%	1%
Top3Box	freq	330	156	174
Top3Box	prop	66%	61%	71%
Low3Box	freq	62	42	20
Low3Box	prop	12%	17%	8%
	mean	3.23	3.37	3.09
	median	3	3	3

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
209	204	87	23	140	337	377
497	422	81	39	211	750	721
19	12	0	2	9	20	24
9%	6%	%	10%	7%	6%	6%
38	31	13	1	17	64	66
18%	15%	15%	3%	12%	19%	17%
94	82	41	10	50	157	159
45%	40%	47%	42%	36%	47%	42%
42	46	20	8	38	62	76
20%	22%	23%	35%	27%	19%	20%
14	22	9	2	17	25	38
7%	11%	10%	9%	12%	8%	10%
0	6	0	0	3	3	4
%	3%	%	%	2%	1%	1%
2	5	4	0	5	6	11
1%	3%	4%	%	4%	2%	3%
150	125	54	13	76	241	249
72%	61%	62%	55%	55%	71%	66%
16	33	13	2	26	34	53
8%	16%	15%	10%	18%	10%	14%
3.02	3.36	3.46	3.33	3.48	3.12	3.24
3	3	3	3	3	3	3

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
123	0	417	83	307	193	59
279	0	304	696	679	321	117
7	0	27	4	18	13	5
6%	%	6%	5%	6%	7%	9%
15	0	64	17	59	22	17
12%	%	15%	20%	19%	12%	29%
59	0	182	35	131	87	22
48%	%	44%	43%	43%	45%	37%
33	0	91	17	60	48	7
27%	%	22%	21%	20%	25%	12%
7	0	38	7	27	18	4
6%	%	9%	9%	9%	9%	7%
2	0	5	1	2	4	0
2%	%	1%	2%	1%	2%	%
0	0	10	1	11	0	3
%	%	2%	1%	3%	%	5%
81	0	273	56	207	122	44
66%	%	66%	68%	68%	63%	75%
9	0	52	10	40	22	7
8%	%	13%	11%	13%	12%	13%
3.2	0	3.25	3.17	3.22	3.25	3.01
3	0	3	3	3	3	3

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
441	153	347	456			0
883	390	610	907	79	•	0
26	14	17	29	0		0
6%	9%	5%	6%	1%		%
64	42	39	79	1		0
14%	27%	11%	17%	5%		%
196	63	154	188	16	•	0
44%	41%	44%	41%	65%		%
101	18	91	100	5		0
23%	12%	26%	22%	20%		%
41	12	33	43	2	•	0
9%	8%	9%	9%	8%		%
6	1	6	6	0		0
1%	%	2%	1%	1%		%
8	3	7	11	0		0
2%	2%	2%	2%	%		%
285	119	211	297	17		0
65%	78%	61%	65%	71%		%
54	16	46	60	2		0
12%	11%	13%	13%	9%		%
3.26	2.92	3.37	3.24	3.32		0
3	3	3	3	3		0

Social
Media
Imaatista

Inactive 0 0 0 % 0 % 0 % 0 % 0 % 0 % 0 % 0 % 0 % 0

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	254	246
	unw_base	502	293	209
7 – Very strong economy	freq	11	3	8
7 – Very strong economy	prop	2%	1%	3%
6	freq	23	15	8
6	prop	5%	6%	3%
5	freq	103	62	41
5	prop	21%	25%	17%
4	freq	175	83	92
4	prop	35%	33%	38%
3	freq	121	59	63
3	prop	24%	23%	26%
2	freq	24	12	13
2	prop	5%	5%	5%
1 – Very weak economy	freq	41	20	21
1 – Very weak economy	prop	8%	8%	9%
Top3Box	freq	138	81	57
Top3Box	prop	28%	32%	23%
Low3Box	freq	187	90	97
Low3Box	prop	37%	35%	39%
	mean	4.22	4.15	4.29
	median	4	4	4

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	136	78	82	29	205	284
278	119	105	84	30	207	294
8	1	2	2	0	8	6
3%	1%	2%	3%	%	4%	2%
7	10	6	2	2	14	16
3%	7%	8%	3%	6%	7%	6%
65	19	20	16	6	42	52
23%	14%	25%	19%	21%	20%	18%
96	51	27	31	11	68	98
34%	38%	35%	37%	38%	33%	35%
71	33	17	14	5	49	67
25%	24%	22%	18%	19%	24%	24%
12	10	2	4	4	8	18
4%	7%	3%	5%	14%	4%	6%
25	13	4	14	1	17	27
9%	9%	5%	16%	3%	8%	9%
80	30	28	20	8	64	74
28%	22%	36%	24%	27%	31%	26%
109	55	23	32	10	73	111
38%	41%	29%	39%	36%	36%	39%
4.23	4.36	3.94	4.44	4.22	4.1	4.29
4	4	4	4	4	4	4

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
216	94	182	224	182	318	31
208	98	175	229	209	293	32
5	2	2	7	3	9	2
3%	2%	1%	3%	1%	3%	5%
7	4	6	14	11	12	0
3%	4%	3%	6%	6%	4%	%
51	12	38	53	37	66	9
24%	13%	21%	24%	20%	21%	29%
77	36	70	69	58	117	8
35%	38%	39%	31%	32%	37%	27%
55	25	48	49	46	76	8
25%	26%	26%	22%	25%	24%	25%
7	4	5	15	11	13	3
3%	5%	3%	7%	6%	4%	11%
14	11	13	18	16	25	1
7%	11%	7%	8%	9%	8%	3%
64	18	46	74	51	87	10
30%	19%	25%	33%	28%	27%	34%
76	40	66	82	73	114	12
35%	42%	36%	36%	40%	36%	39%
4.13	4.41	4.22	4.14	4.27	4.19	4.13
4	4	4	4	4	4	4

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
469	0	0	274	226	•	0
470	0	0	288	214	-	0
10	0	0	3	8	•	0
2%	%	%	1%	4%		%
23	0	0	18	5		0
5%	%	%	7%	2%		%
94	0	0	51	52	•	0
20%	%	%	19%	23%		%
167	0	0	98	77		0
36%	%	%	36%	34%		%
114	0	0	68	53		0
24%	%	%	25%	24%		%
21	0	0	18	7		0
5%	%	%	6%	3%		%
40	0	0	17	24		0
9%	%	%	6%	11%		%
127	0	0	73	65		0
27%	%	%	27%	29%		%
175	0	0	103	84		0
37%	%	%	37%	37%		%
4.23	0	0	4.2	4.24		0
4	0	0	4	4		0

Social
Media
Imaatista

Inactive 0 0 0 % 0 % 0 % 0 % 0 % 0 % 0 % 0 % 0 % 0

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	999	464	535
7 – Very strong economy	freq	2	0	2
7 – Very strong economy	prop	%	%	1%
6	freq	3	2	1
6	prop	1%	1%	1%
5	freq	54	28	26
5	prop	11%	12%	10%
4	freq	141	77	64
4	prop	28%	31%	25%
3	freq	161	82	79
3	prop	32%	33%	31%
2	freq	74	31	43
2	prop	15%	13%	17%
1 – Very weak economy	freq	65	27	38
1 – Very weak economy	prop	13%	11%	15%
Top3Box	freq	59	30	29
Top3Box	prop	12%	12%	11%
Low3Box	freq	300	140	161
Low3Box	prop	60%	57%	63%
	mean	4.88	4.78	4.98
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	152	163	78	204	147	190
282	349	368	147	415	302	413
1	0	1	0	2	0	2
%	%	1%	%	1%	%	1%
0	1	2	0	1	2	1
%	1%	1%	%	%	1%	%
26	14	14	8	20	21	21
14%	9%	8%	11%	10%	14%	11%
49	44	48	18	57	49	52
27%	29%	29%	22%	28%	33%	27%
62	50	50	25	71	41	54
33%	33%	30%	32%	35%	28%	29%
22	27	26	11	28	20	33
12%	18%	16%	15%	14%	14%	17%
25	16	24	15	26	15	28
13%	11%	15%	20%	13%	10%	15%
28	15	16	9	22	23	23
15%	10%	10%	11%	11%	16%	12%
108	93	100	52	125	75	115
59%	61%	61%	66%	61%	51%	61%
4.81	4.89	4.95	5.09	4.88	4.67	4.93
5	5	5	5	5	5	5

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
310	133	219	147	285	215	23
586	348	305	346	582	417	48
0	1	1	0	0	2	0
%	1%	%	%	%	1%	1%
2	1	0	2	2	1	0
1%	1%	%	1%	1%	1%	%
33	13	22	19	31	23	2
11%	10%	10%	13%	11%	10%	8%
89	29	70	42	84	57	9
29%	22%	32%	28%	29%	26%	37%
107	42	69	50	95	66	3
34%	31%	32%	34%	33%	31%	13%
41	21	31	22	41	34	4
13%	16%	14%	15%	14%	16%	18%
37	26	26	13	32	33	5
12%	20%	12%	9%	11%	16%	23%
36	15	23	21	34	25	2
12%	11%	10%	14%	12%	12%	9%
185	89	127	84	167	133	12
60%	67%	58%	57%	59%	62%	54%
4.84	5.09	4.85	4.74	4.83	4.95	5.05
5	5	5	5	5	5	5

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
477	40	460	321	111		0
951	86	913	652	194	•	0
2	0	2	0	1	•	0
%	%	%	%	1%		%
3	0	3	3	0	-	0
1%	%	1%	1%	%		%
52	4	50	38	12	-	0
11%	11%	11%	12%	11%		%
132	15	126	95	24	-	0
28%	38%	27%	30%	22%		%
158	10	150	103	37	-	0
33%	26%	33%	32%	33%		%
70	6	69	44	20	•	0
15%	14%	15%	14%	18%		%
60	5	61	38	16	-	0
13%	11%	13%	12%	15%		%
57	4	55	41	14	-	0
12%	11%	12%	13%	12%		%
288	21	280	186		•	0
60%	52%	61%	58%	66%		%
4.87	4.78	4.89	4.81	4.99		0
5	5	5	5	5	•	0

Social
Media
Inactive

			O milan	O m do m
Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	1000	524	476
7 – Very strong economy	freq	20	15	5
7 - Very strong economy	prop	4%	6%	2%
6	freq	84	48	37
6	prop	17%	19%	15%
5	freq	174	88	86
5	prop	35%	35%	35%
4	freq	137	61	76
4	prop	27%	24%	31%
3	freq	55	28	27
3	prop	11%	11%	11%
2	freq	21	9	12
2	prop	4%	4%	5%
1 – Very weak economy	freq	9	5	4
1 – Very weak economy	prop	2%	2%	2%
Top3Box	freq	278	150	128
Top3Box	prop	56%	59%	52%
Low3Box	freq	85	43	42
Low3Box	prop	17%	17%	17%
	mean	3.44	3.35	3.54
	median	3	3	3

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
171	161	169	111	120	179	186
296	350	354	221	249	356	389
7	4	9	3	5	8	8
4%	3%	5%	3%	4%	5%	4%
32	26	26	13	17	41	29
19%	16%	16%	12%	14%	23%	16%
60	60	54	36	43	69	62
35%	37%	32%	32%	36%	39%	33%
49	41	47	32	35	37	52
29%	26%	28%	29%	29%	21%	28%
14	19	22	19	12	16	23
8%	12%	13%	17%	10%	9%	12%
6	7	7	4	7	5	10
4%	4%	4%	4%	6%	3%	5%
1	4	4	4	1	2	2
1%	2%	3%	4%	1%	1%	1%
100	90	89	52	65	118	99
58%	56%	52%	47%	54%	66%	53%
22	30	34	27	21	23	35
13%	18%	20%	25%	17%	13%	19%
3.32	3.5	3.51	3.72	3.5	3.2	3.49
3	3	3	4	3	3	3

Germany

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
314	87	287	127	333	167	44
611	172	632	196	674	326	88
12	4	10	6	16	4	3
4%	5%	3%	5%	5%	2%	6%
55	12	45	28	55	29	6
18%	13%	16%	22%	17%	17%	14%
112	30	93	50	124	50	15
36%	35%	33%	40%	37%	30%	34%
85	22	89	26	85	52	10
27%	25%	31%	21%	26%	31%	24%
32	12	31	12	35	20	8
10%	14%	11%	9%	10%	12%	17%
10	5	12	4	12	9	2
3%	5%	4%	3%	3%	5%	4%
7	3	6	1	6	3	1
2%	3%	2%	%	2%	2%	1%
179	46	148	84	195	83	24
57%	53%	52%	67%	59%	50%	54%
50	19	50	16	53	32	10
16%	22%	17%	13%	16%	19%	23%
3.42	3.57	3.52	3.18	3.38	3.56	3.5
3	3	3	3	3	4	3

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
456	96	404	346	94		0
912	190	810	708	167		0
17	6	14	17	2	-	0
4%	6%	4%	5%	2%	-	%
78	17	68	55	17	-	0
17%	18%	17%	16%	18%		%
159	33	141	123	31	•	0
35%	35%	35%	36%	32%		%
127	26	111	95	26		0
28%	27%	28%	28%	28%		%
47	9	46	36	11	•	0
10%	9%	11%	11%	12%		%
19	4	16	14	4		0
4%	5%	4%	4%	5%		%
9	1	8	5	3		0
2%	1%	2%	1%	4%		%
255	56	223	195	49		0
56%	58%	55%	56%	52%		%
75	14	70	55	19		0
16%	15%	17%	16%	20%		%
3.44	3.34	3.47	3.41	3.58		0
3	3	3	3	3		0

Social
Media
Inactive

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	249	251
	unw_base	1021	492	529
7 – Very strong economy	freq	9	6	3
7 – Very strong economy	prop	2%	2%	1%
6	freq	29	18	10
6	prop	6%	7%	4%
5	freq	126	66	60
5	prop	25%	26%	24%
4	freq	171	77	94
4	prop	34%	31%	37%
3	freq	111	54	57
3	prop	22%	22%	23%
2	freq	35	20	15
2	prop	7%	8%	6%
1 – Very weak economy	freq	19	8	11
1 – Very weak economy	prop	4%	3%	4%
Top3Box	freq	164	90	74
Top3Box	prop	33%	36%	29%
Low3Box	freq	166	82	83
Low3Box	prop	33%	33%	33%
	mean	4.05	3.99	4.12
	median	4	4	4

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
196	146	158	64	241	147	219
323	328	370	132	495	296	483
5	4	0	0	2	6	4
3%	3%	%	1%	1%	4%	2%
12	8	8	2	13	12	13
6%	6%	5%	3%	6%	8%	6%
54	39	32	9	61	45	57
28%	27%	20%	14%	25%	30%	26%
74	40	57	20	81	50	70
38%	27%	36%	32%	33%	34%	32%
35	38	39	19	60	24	50
18%	26%	25%	30%	25%	16%	23%
9	12	15	9	15	8	15
4%	8%	9%	15%	6%	6%	7%
8	4	7	4	9	3	10
4%	3%	4%	7%	4%	2%	4%
71	52	41	11	77	62	74
36%	36%	26%	17%	32%	42%	34%
51	54	61	33	84	35	75
26%	37%	38%	51%	35%	24%	34%
3.91	4.04	4.24	4.58	4.09	3.76	4.07
4	4	4	5	4	4	4

Great Britain

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
281	149	103	249	299	201	51
538	315	194	512	624	397	108
6	2	3	4	7	3	2
2%	1%	3%	2%	2%	1%	3%
15	5	5	18	20	9	3
6%	4%	5%	7%	7%	5%	6%
69	30	27	69	76	50	11
24%	20%	26%	28%	25%	25%	22%
100	50	37	83	97	74	14
36%	34%	36%	33%	32%	37%	27%
61	40	21	50	67	44	13
22%	27%	21%	20%	22%	22%	25%
21	12	7	16	21	15	5
7%	8%	7%	7%	7%	7%	11%
9	8	2	8	11	8	3
3%	6%	2%	3%	4%	4%	7%
90	37	35	91	103	61	16
32%	25%	34%	37%	34%	30%	31%
91	61	30	74	99	67	21
32%	41%	29%	30%	33%	33%	42%
4.04	4.29	3.95	3.96	4.02	4.1	4.23
4	4	4	4	4	4	4

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
449	91	409	326		138	93
913	189	832	664	233	273	194
8	3	6	7	3	5	2
2%	3%	2%	2%	2%	4%	3%
26	6	23	24	3	8	4
6%	6%	6%	7%	2%	6%	5%
115	23	102	85	27	35	25
26%	25%	25%	26%	22%	25%	27%
157	31	140	109	42	41	31
35%	34%	34%	33%	35%	30%	34%
99	19	92	72	27	30	23
22%	21%	23%	22%	22%	22%	25%
30	6	30	20	12	11	6
7%	6%	7%	6%	10%	8%	7%
15	3	15	10	7	7	1
3%	4%	4%	3%	6%	5%	1%
148	32	132	116	33	48	32
33%	35%	32%	36%	27%	35%	34%
144	28	137	102	46	49	30
32%	31%	34%	31%	38%	35%	32%
4.03	3.97	4.07	3.96	4.25	4.06	3.97
4	4	4	4	4	4	4

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Social Media Inactive					
	90				
	197				
	0				
	%				
	3				
	3%				
	19				
	21%				
	35				
	39%				
	19				
	21%				
	8				
	9%				
	5				
	6%				
	23				
	25%				
	33				
	36%				
	4.28				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	500	256	244
7 – Very strong economy	freq	6	4	2
7 – Very strong economy	prop	1%	2%	1%
6	freq	9	5	4
6	prop	2%	2%	2%
5	freq	44	27	17
5	prop	9%	11%	7%
4	freq	103	50	53
4	prop	21%	20%	21%
3	freq	131	67	64
3	prop	26%	27%	25%
2	freq	98	39	60
2	prop	20%	16%	24%
1 – Very weak economy	freq	108	55	53
1 – Very weak economy	prop	22%	22%	21%
Top3Box	freq	59	36	23
Top3Box	prop	12%	15%	9%
Low3Box	freq	337	161	177
Low3Box	prop	67%	65%	70%
	mean	5.14	5.05	5.23
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
182	154	165	210	220	9	201
193	146	161	212	216	11	194
3	2	1	1	5	0	5
2%	1%	1%	1%	2%	%	2%
7	1	2	3	3	0	2
4%	%	1%	1%	1%	%	1%
20	12	12	12	26	2	21
11%	8%	7%	6%	12%	%	10%
46	31	27	47	43	2	38
25%	20%	16%	22%	20%	%	19%
47	42	42	51	58	4	52
26%	28%	26%	24%	26%	%	26%
32	32	34	46	44	1	37
18%	21%	21%	22%	20%	%	19%
27	34	47	51	41	0	46
15%	22%	29%	24%	19%	%	23%
30	15	14	16	34	2	28
17%	10%	9%	8%	15%	%	14%
106	108	124	148	143	5	135
58%	71%	75%	70%	65%	%	67%
4.81	5.24	5.42	5.3	5.01	4.4	5.11
5	5	5	5	5	5	5

Hungary

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
299	107	294	99	254	246	28
306	147	231	122	255	245	31
1	3	2	1	4	2	1
%	3%	1%	1%	2%	1%	3%
7	2	2	5	5	4	1
2%	2%	1%	5%	2%	1%	3%
23	8	25	11	24	20	3
8%	8%	9%	11%	9%	8%	11%
65	23	60	21	45	58	12
22%	21%	20%	21%	18%	24%	42%
79	23	83	25	64	67	8
26%	21%	28%	26%	25%	27%	28%
61	18	59	22	49	49	2
20%	16%	20%	22%	19%	20%	6%
62	31	62	15	62	46	2
21%	29%	21%	15%	24%	19%	8%
31	13	30	16	34	26	5
10%	12%	10%	17%	13%	10%	17%
203	71	204	62	175	162	12
68%	67%	69%	63%	69%	66%	41%
5.16	5.21	5.19	4.91	5.18	5.1	4.38
5	5	5	5	5	5	4

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
472	38	462	285		•	0
469	39	461	287	123	•	0
6	1	5	4	1	ē	0
1%	2%	1%	1%	1%		%
8	1	8	2	4		0
2%	2%	2%	1%	3%		%
41	5	39	30	8	•	0
9%	14%	8%	11%	6%		%
91	16	87	64	28		0
19%	41%	19%	23%	23%		%
123	6	125	72	38		0
26%	17%	27%	25%	31%		%
97	6	93	53	22		0
20%	15%	20%	18%	18%		%
106	3	105	60	22		0
22%	9%	23%	21%	18%		%
55	7	52	37	13		0
12%	19%	11%	13%	10%		%
326	15	322	185	82		0
69%	40%	70%	65%	67%		%
5.19	4.47	5.2	5.09	5.06		0
5	4	5	5	5		0

Social
Media
Inactive

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	256	244
	unw_base	504	258	246
7 – Very strong economy	freq	35	16	19
7 – Very strong economy	prop	7%	6%	8%
6	freq	51	29	21
6	prop	10%	11%	9%
5	freq	197	100	97
5	prop	39%	39%	40%
4	freq	132	65	67
4	prop	26%	25%	28%
3	freq	59	33	27
3	prop	12%	13%	11%
2	freq	15	8	6
2	prop	3%	3%	3%
1 – Very weak economy	freq	12	6	6
1 – Very weak economy	prop	2%	2%	3%
Top3Box	freq	282	145	137
Тор3Вох	prop	56%	56%	56%
Low3Box	freq	85	46	39
Low3Box	prop	17%	18%	16%
	mean	3.44	3.45	3.43
	median	3	3	3

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
267	148	85	181	173	146	310
235	167	102	174	180	150	344
24	9	2	14	11	9	22
9%	6%	3%	8%	6%	6%	7%
30	16	5	16	15	20	34
11%	11%	6%	9%	9%	13%	11%
99	61	37	62	71	64	129
37%	41%	43%	34%	41%	44%	42%
68	34	30	47	51	35	78
26%	23%	35%	26%	29%	24%	25%
34	19	6	26	21	12	32
13%	13%	7%	15%	12%	8%	10%
8	4	3	7	3	5	9
3%	3%	3%	4%	2%	3%	3%
5	5	2	8	2	2	5
2%	3%	3%	5%	1%	1%	2%
152	86	44	92	97	93	184
57%	58%	52%	51%	56%	64%	60%
46	28	11	42	25	18	47
17%	19%	13%	23%	15%	13%	15%
3.38	3.47	3.58	3.6	3.4	3.29	3.37
3	3	3	3	3	3	3

India 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
190	3	56	441	276	224	123
160	2	50	452	287	217	129
13	0	3	31	24	11	17
7%	%	6%	7%	9%	5%	14%
16	0	5	46	32	19	16
9%	%	9%	10%	12%	8%	13%
68	1	18	178	112	84	47
36%	%	32%	40%	41%	38%	38%
54	0	13	119	73	59	29
28%	%	24%	27%	27%	26%	23%
27	0	14	45	24	35	8
14%	%	25%	10%	9%	16%	7%
5	0	3	12	4	10	3
3%	%	5%	3%	2%	5%	3%
7	1	0	10	6	5	3
3%	%	%	2%	2%	2%	2%
98	1	26	255	168	114	80
51%	%	46%	58%	61%	51%	65%
38	1	17	67	35	51	15
20%	%	30%	15%	13%	23%	12%
3.56	4.95	3.68	3.4	3.29	3.63	3.14
3	3	4	3	3	3	3

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
377	275	225	393	91	390	75
375	286	218	408	77	389	79
18	27	8	28	5	29	2
5%	10%	4%	7%	6%	8%	2%
35	27	23	39	11	43	5
9%	10%	10%	10%	12%	11%	7%
150	114	83	167	26	155	30
40%	42%	37%	42%	29%	40%	40%
104	74	59	105	20	100	25
27%	27%	26%	27%	22%	26%	34%
51	18	41	35	21	44	11
14%	7%	18%	9%	23%	11%	14%
11	8	6	10	5	9	2
3%	3%	3%	2%	5%	2%	2%
9	7	5	9	2	8	1
2%	2%	2%	2%	3%	2%	1%
202	168	114	234	42	228	36
54%	61%	51%	60%	46%	59%	49%
71	33	52	54	28	61	13
19%	12%	23%	14%	31%	16%	18%
3.54	3.29	3.62	3.37	3.71	3.37	3.63
3	3	3	3	4	3	4

Social Media Inactive		
	35	
	36	
	4	
	11%	
	2	
	6%	
	12	
	33%	
	7	
	19%	
	4	
	11%	
	4	
	11%	
	3	
	9%	
	18	
	50%	
	11 31%	

3.82

Chulh	Stat	Overall	Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	248	252
7 Vary strong soonsmy	unw_base	1001	529	472
7 – Very strong economy	freq	3	3	1
7 – Very strong economy	prop	1%	1%	%
6	freq	7	4	3
6	prop	1%	2%	1%
5	freq	40	22	18
5	prop	8%	9%	7%
4	freq	92	46	46
4	prop	18%	19%	18%
3	freq	122	61	62
3	prop	24%	24%	25%
2	freq	101	45	55
2	prop	20%	18%	22%
1 – Very weak economy	freq	134	67	66
1 – Very weak economy	prop	27%	27%	26%
Top3Box	freq	51	28	22
Top3Box	prop	10%	11%	9%
Low3Box	freq	357	173	184
Low3Box	prop	71%	70%	73%
	mean	5.32	5.27	5.37
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
161	180	159	114	194	98	245
344	352	305	216	394	207	478
1	1	1	3	1	0	1
1%	1%	%	2%	%	%	1%
3	3	2	1	4	1	4
2%	1%	1%	1%	2%	1%	2%
15	13	13	6	17	12	21
9%	7%	8%	5%	9%	12%	9%
32	28	32	18	38	22	44
20%	16%	20%	16%	20%	22%	18%
47	42	34	21	50	31	52
29%	23%	21%	18%	26%	32%	21%
24	43	33	23	35	18	53
15%	24%	21%	20%	18%	18%	22%
39	51	44	43	49	16	70
25%	28%	28%	38%	25%	16%	28%
19	17	15	9	21	13	27
12%	9%	10%	8%	11%	13%	11%
110	135	111	87	134	64	175
69%	75%	70%	76%	69%	65%	71%
5.18	5.43	5.34	5.58	5.25	5.02	5.36
5	6	5	6	5	5	6

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
255	213	214	73	248	252	40
523	317	541	143	510	491	83
2	2	1	0	3	1	1
1%	1%	1%	%	1%	%	3%
3	1	4	2	4	3	2
1%	1%	2%	2%	2%	1%	6%
19	18	15	8	21	19	2
8%	8%	7%	11%	8%	8%	5%
49	39	41	13	45	47	10
19%	18%	19%	17%	18%	19%	26%
70	50	55	17	56	67	6
28%	24%	26%	24%	23%	26%	16%
47	42	43	15	51	49	7
19%	20%	20%	21%	21%	19%	18%
64	60	55	18	68	66	11
25%	28%	26%	25%	27%	26%	27%
24	21	20	9	28	23	5
9%	10%	10%	13%	11%	9%	14%
182	153	153	51	175	182	24
71%	72%	71%	70%	71%	72%	61%
5.28	5.36	5.3	5.26	5.31	5.33	5.07
5	5	5	5	5	5	5

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	77	423	292	160		0
918	161	840	606	310	-	0
2	3	1	2	1	•	0
1%	4%	%	1%	%		%
5	3	4	5	0	-	0
1%	4%	1%	2%	%		%
38	8	32	25	13	-	0
8%	11%	8%	8%	8%		%
82	16	76	56	25	-	0
18%	21%	18%	19%	15%		%
116	15	107	73	40	-	0
25%	20%	25%	25%	25%		%
93	12	88	56	34	•	0
20%	16%	21%	19%	21%	•	%
123	19	115	75	47		0
27%	25%	27%	26%	29%		%
45	14	37	32	14		0
10%	18%	9%	11%	9%		%
333	47	310	204	121		0
72%	61%	73%	70%	76%		%
5.34	4.96	5.39	5.26	5.46		0
5	5	5	5	6		0

Social
Media
Inactive

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	251	249
	unw_base	1003	561	442
7 – Very strong economy	freq	1	0	1
7 – Very strong economy	prop	%	%	%
6	freq	7	3	4
6	prop	1%	1%	1%
5	freq	52	28	24
5	prop	10%	11%	9%
4	freq	153	71	82
4	prop	31%	28%	33%
3	freq	176	82	94
3	prop	35%	33%	38%
2	freq	72	41	30
2	prop	14%	16%	12%
1 – Very weak economy	freq	40	26	15
1 – Very weak economy	prop	8%	10%	6%
Top3Box	freq	60	32	28
Тор3Вох	prop	12%	13%	11%
Low3Box	freq	288	149	139
Low3Box	prop	58%	59%	56%
	mean	4.74	4.82	4.66
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
169	171	160	350	126	24	254
389	338	276	688	255	60	476
1	0	0	1	0	0	0
%	%	%	%	%	%	%
3	2	2	3	3	1	3
2%	1%	1%	1%	3%	2%	1%
19	15	18	29	17	6	33
11%	9%	11%	8%	14%	25%	13%
54	45	54	93	51	8	77
32%	26%	34%	27%	41%	34%	30%
60	62	54	135	35	7	92
36%	36%	34%	38%	27%	28%	36%
22	31	18	56	14	2	34
13%	18%	12%	16%	11%	8%	13%
10	17	14	35	5	1	16
6%	10%	9%	10%	4%	3%	6%
23	17	20	32	21	7	35
14%	10%	12%	9%	17%	27%	14%
91	110	87	225	53	9	142
54%	64%	54%	64%	42%	39%	56%
4.62	4.91	4.69	4.9	4.41	4.22	4.67
5	5	5	5	4	4	5

Japan 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 means a very weak economy a very weak

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
246	267	101	132	219	281	23
527	371	214	418	459	544	53
1	1	0	0	1	0	0
%	%	%	%	%	%	%
4	4	1	2	3	4	0
2%	1%	1%	1%	1%	1%	1%
19	26	9	17	25	27	3
8%	10%	9%	13%	11%	10%	14%
76	82	27	43	60	93	6
31%	31%	27%	33%	27%	33%	28%
84	85	45	46	68	107	5
34%	32%	45%	35%	31%	38%	22%
37	43	12	16	38	34	5
15%	16%	12%	12%	17%	12%	23%
24	27	6	8	24	16	3
10%	10%	6%	6%	11%	6%	12%
24	30	10	19	29	31	4
10%	11%	10%	14%	13%	11%	16%
145	155	63	70	131	157	13
59%	58%	63%	53%	60%	56%	56%
4.82	4.81	4.76	4.6	4.83	4.67	4.85
5	5	5	5	5	5	5

	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	38	462	295	166	•	0
950	81	922	624	313	•	0
1	0	1	0	1		0
%	%	%	%	%		%
6	0	6	4	2		0
1%	1%	1%	1%	1%		%
49	7	45	34	14		0
10%	18%	10%	12%	9%		%
146	12	141	88	55		0
31%	32%	30%	30%	33%		%
171	9	167	101	61		0
36%	24%	36%	34%	37%		%
66	4	68	45	21		0
14%	11%	15%	15%	13%		%
38	6	35	23	12		0
8%	15%	8%	8%	7%		%
56	7	53	38	17		0
12%	19%	11%	13%	10%		%
275	18	269	169	94		0
58%	49%	58%	57%	57%		%
4.74	4.7	4.75	4.74	4.71		0
5	4	5	5	5		0

Social
Media
Inactive

Stub	Stat	Overall	Gender Male	Gender Female
Stub	base	500	240	260
		500	240	292
7 – Very strong economy	unw_base freq	8	6	292
7 – Very strong economy	· ·	2%	3%	1%
6	prop	17	10	7
6	freq	3%	4%	3%
5	prop	+		
	freq	60	38	22
5	prop	12%	16%	8%
4	freq	119	58	61
4	prop	24%	24%	23%
3	freq	136	65	71
3	prop	27%	27%	27%
2	freq	75	27	48
2	prop	15%	11%	18%
1 – Very weak economy	freq	86	36	50
1 – Very weak economy	prop	17%	15%	19%
Top3Box	freq	84	54	30
Top3Box	prop	17%	23%	12%
Low3Box	freq	297	128	169
Low3Box	prop	59%	53%	65%
	mean	4.85	4.63	5.06
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
260	164	76	375	116	9	204
269	144	87	352	134	14	190
7	0	1	4	4	1	3
3%	%	1%	1%	3%	%	1%
7	8	2	16	1	0	9
3%	5%	3%	4%	%	%	4%
31	21	7	34	24	1	24
12%	13%	10%	9%	21%	%	12%
70	40	10	90	25	4	46
27%	24%	13%	24%	21%	%	22%
71	39	25	102	33	1	54
27%	24%	33%	27%	29%	%	26%
37	27	12	58	16	1	35
14%	16%	15%	15%	14%	%	17%
37	30	19	71	14	2	33
14%	18%	25%	19%	12%	%	16%
45	29	10	54	29	2	36
17%	18%	14%	14%	25%	%	18%
145	96	56	230	63	3	122
56%	58%	74%	62%	54%	%	60%
4.73	4.89	5.21	4.94	4.6	4.48	4.84
5	5	5	5	5	4	5

Mexico

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
296	220	161	119	254	246	97
310	139	165	196	249	251	106
5	5	2	1	3	5	2
2%	2%	1%	1%	1%	2%	2%
8	11	2	4	13	4	6
3%	5%	1%	3%	5%	1%	6%
35	25	19	16	34	26	8
12%	11%	12%	13%	13%	10%	8%
73	50	41	28	59	60	25
25%	23%	26%	23%	23%	25%	26%
82	60	40	36	57	79	24
28%	27%	25%	30%	22%	32%	25%
40	32	26	17	35	40	17
13%	15%	16%	14%	14%	16%	18%
53	37	32	17	54	32	15
18%	17%	20%	14%	21%	13%	15%
48	41	22	21	50	34	16
16%	19%	14%	18%	20%	14%	16%
175	129	98	70	146	151	56
59%	59%	61%	59%	57%	61%	58%
4.86	4.79	4.99	4.78	4.86	4.84	4.8
5	5	5	5	5	5	5

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
403	142	358	339		•	0
394	152	348	344	139	•	0
6	2	6	7	1	-	0
2%	2%	2%	2%	1%		%
11	8	9	12	5		0
3%	6%	2%	4%	3%		%
52	21	39	46	11	•	0
13%	15%	11%	13%	8%		%
93	36	82	85	30		0
23%	26%	23%	25%	21%		%
111	30	105	91	41		0
28%	21%	29%	27%	29%		%
58	24	51	45	27		0
14%	17%	14%	13%	19%		%
71	20	66	53	29		0
18%	14%	18%	16%	20%		%
69	31	53	65	17		0
17%	22%	15%	19%	12%		%
241	74	223	190	97		0
60%	52%	62%	56%	68%		%
4.87	4.66	4.93	4.74	5.11		0
5	5	5	5	5		0

Social
Media
Inactive

Stub	Stat	Overall	Gender Male	Gender Female
Otub	base	500	249	251
	unw_base	505	248	257
7 – Very strong economy	freq	4	3	1
7 – Very strong economy	prop	1%	1%	%
6	freq	19	10	8
6	prop	4%	4%	3%
5	freq	73	44	29
5	prop	15%	18%	12%
4	freq	130	52	77
4	prop	26%	21%	31%
3	freq	126	56	70
3	prop	25%	22%	28%
2	freq	90	53	37
2	prop	18%	21%	15%
1 – Very weak economy	freq	59	30	29
1 – Very weak economy	prop	12%	12%	11%
Тор3Вох	freq	96	57	38
Тор3Вох	prop	19%	23%	15%
Low3Box	freq	275	139	135
Low3Box	prop	55%	56%	54%
	mean	4.72	4.72	4.72
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
202	160	138	283	114	10	265
189	168	148	286	119	11	274
1	1	1	4	0	0	1
1%	1%	1%	1%	%	%	1%
7	4	8	12	4	0	7
4%	2%	6%	4%	3%	%	3%
38	14	22	36	23	3	34
19%	8%	16%	13%	20%	%	13%
58	40	32	71	33	4	60
29%	25%	23%	25%	29%	%	23%
45	50	31	69	23	3	78
22%	31%	23%	24%	20%	%	29%
42	24	23	56	20	0	46
21%	15%	17%	20%	17%	%	18%
11	27	21	35	11	0	38
5%	17%	15%	12%	10%	%	14%
46	19	30	52	26	3	42
23%	12%	22%	18%	23%	%	16%
98	101	76	160	54	3	163
48%	63%	55%	56%	48%	%	61%
4.52	4.97	4.74	4.76	4.58	3.94	4.88
4	5	5	5	4	4	5

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
235	74	311	115	236	264	47
231	45	354	106	247	258	50
2	1	1	1	4	0	0
1%	2%	%	1%	1%	%	%
12	5	10	4	12	7	3
5%	6%	3%	3%	5%	3%	7%
40	6	46	21	41	33	11
17%	9%	15%	18%	17%	12%	23%
70	24	81	24	55	75	13
30%	33%	26%	21%	23%	28%	28%
47	14	87	24	56	69	9
20%	19%	28%	21%	24%	26%	20%
43	17	46	27	42	48	6
18%	23%	15%	23%	18%	18%	13%
21	6	39	14	27	32	5
9%	8%	13%	12%	11%	12%	10%
53	13	57	26	56	39	14
23%	17%	18%	23%	24%	15%	30%
112	37	173	64	124	150	20
47%	50%	56%	56%	53%	57%	42%
4.54	4.62	4.74	4.75	4.61	4.82	4.36
4	5	5	5	5	5	4

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business Owner No	Maker Leader Yes	Maker Leader No	Total	t Status Not	Media Active	Media Passive
			Employed	Employed	Active	
453	90	410	294	140	-	0
455	95	410	308	128	•	0
1%	0 %	<u>4</u> 1%	4 1%	0 %	•	0 %
					•	
15 3%	7 7%	12 3%	12 4%	3 2%	•	0 %
					•	
62	20	53 13%	51	12 8%	-	0 %
14%	22%		17%		•	
117	22	107	68	45	-	0
26%	25%	26%	23%	32%		%
116	17	108	79	33	·	0
26%	19%	26%	27%	24%	•	%
84	14	76	46	35	-	0
19%	15%	19%	16%	25%		%
55	10	49	34	12	-	0
12%	11%	12%	12%	9%		%
81	27	69	67	15	•	0
18%	30%	17%	23%			%
255	40	234	159			0
56%	45%	57%	54%	57%		%
4.76	4.45	4.78	4.64	4.86		0
5	4	5	5	5	-	0

Social
Media
Inactive

Ottal	01-1	OII	Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	238	262
7 Vanuatrana agamami	unw_base	502	255	247
7 – Very strong economy	freq	6	2	4
7 – Very strong economy	prop	1%	1%	1%
6	freq	21	14	7
6	prop	4%	6%	3%
5	freq	119	66	53
5	prop	24%	28%	20%
4	freq	126	54	72
4	prop	25%	23%	27%
3	freq	114	51	64
3	prop	23%	21%	24%
2	freq	58	27	31
2	prop	12%	12%	12%
1 – Very weak economy	freq	56	24	32
1 – Very weak economy	prop	11%	10%	12%
Top3Box	freq	146	82	63
Top3Box	prop	29%	34%	24%
Low3Box	freq	229	102	126
Low3Box	prop	46%	43%	48%
	mean	4.44	4.33	4.55
	median	4	4	4

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
207	150	143	48	202	212	269
154	185	163	28	194	252	287
4	1	1	0	1	1	5
2%	1%	%	%	%	%	2%
4	6	11	0	6	15	12
2%	4%	8%	%	3%	7%	5%
51	28	39	11	43	57	64
25%	19%	27%	24%	21%	27%	24%
62	45	19	8	57	49	66
30%	30%	13%	17%	28%	23%	24%
56	30	29	17	38	54	63
27%	20%	20%	37%	19%	26%	24%
16	10	32	6	27	26	31
8%	7%	22%	12%	13%	12%	11%
14	29	13	5	31	11	28
7%	19%	9%	10%	15%	5%	10%
59	36	51	11	49	73	81
29%	24%	35%	24%	24%	34%	30%
86	69	74	28	96	91	122
41%	46%	52%	59%	47%	43%	45%
4.28	4.63	4.48	4.67	4.63	4.23	4.38
4	4	5	5	4	4	4

Russia 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
231	84	290	126	223	277	39
215	44	168	290	268	234	54
1	0	4	2	1	4	1
%	%	1%	2%	1%	2%	2%
8	2	15	4	13	8	2
4%	3%	5%	3%	6%	3%	6%
55	29	65	26	54	65	7
24%	34%	22%	20%	24%	23%	18%
60	27	69	31	53	72	9
26%	32%	24%	24%	24%	26%	23%
51	10	77	28	40	75	8
22%	12%	26%	22%	18%	27%	20%
28	10	30	19	32	26	4
12%	12%	10%	15%	14%	10%	9%
29	7	32	18	30	27	9
12%	8%	11%	14%	13%	10%	22%
64	31	83	31	68	78	10
28%	37%	29%	25%	31%	28%	25%
107	26	138	64	101	128	20
46%	32%	48%	51%	45%	46%	52%
4.51	4.19	4.43	4.63	4.49	4.41	4.72
4	4	4	5	4	4	5

	Senior Executive	Senior Executive	Employmen			
Business Owner No	Decision Maker Leader Yes	Decision Maker Leader No	t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
461	74	426	322	115		0
448	94	408	375	65	•	0
5	1	5	5	0	•	0
1%	1%	1%	2%	%		%
19	5	16	16	2	-	0
4%	7%	4%	5%	2%		%
112	9	110	77	25	-	0
24%	12%	26%	24%	22%	•	%
116	23	103	74	34	-	0
25%	31%	24%	23%	30%	•	%
106	16	98	70	35		0
23%	21%	23%	22%	31%		%
55	4	54	38	7	•	0
12%	6%	13%	12%	7%	•	%
47	16	40	42	11	•	0
10%	21%	10%	13%	9%	•	%
136	16	130	98	27	•	0
29%	21%	31%	30%	24%		%
208	36	193	149	54		0
45%	48%	45%	46%	47%		%
4.42	4.66	4.41	4.46	4.46		0
4	4	4	4	4		0

Social
Media
Inactive

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	292	208
	unw_base	501	236	265
7 – Very strong economy	freq	79	56	22
7 – Very strong economy	prop	16%	19%	11%
6	freq	77	51	25
6	prop	15%	18%	12%
5	freq	123	72	51
5	prop	25%	25%	25%
4	freq	139	72	67
4	prop	28%	25%	32%
3	freq	46	24	22
3	prop	9%	8%	11%
2	freq	18	6	12
2	prop	4%	2%	6%
1 – Very weak economy	freq	19	10	9
1 – Very weak economy	prop	4%	3%	4%
Top3Box	freq	278	180	98
Тор3Вох	prop	56%	62%	47%
Low3Box	freq	83	40	43
Low3Box	prop	17%	14%	20%
	mean	3.25	3.05	3.54
	median	3	3	4

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	171	44	256	134	59	275
261	190	50	255	134	56	284
33	37	9	37	22	11	57
11%	22%	20%	15%	17%	19%	21%
42	25	10	37	20	12	48
15%	14%	23%	14%	15%	21%	17%
65	44	14	58	29	20	72
23%	26%	33%	23%	22%	35%	26%
86	45	9	73	38	11	59
30%	26%	19%	28%	29%	19%	22%
35	11	0	27	15	2	23
12%	6%	%	11%	12%	3%	8%
13	4	1	13	4	0	7
5%	2%	3%	5%	3%	%	3%
12	6	1	10	4	2	9
4%	4%	2%	4%	3%	4%	3%
139	106	33	132	72	44	177
49%	62%	76%	52%	54%	75%	64%
60	21	2	51	23	4	39
21%	12%	5%	20%	17%	7%	14%
3.48	3.02	2.73	3.37	3.24	2.81	2.99
4	3	3	3	3	3	3

Saudi Arabia

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
225	149	132	219	225	275	79
217	153	124	224	208	293	73
21	25	11	42	48	30	16
9%	17%	8%	19%	21%	11%	20%
29	23	20	34	40	36	14
13%	15%	15%	15%	18%	13%	17%
52	30	34	59	58	66	23
23%	20%	26%	27%	26%	24%	30%
79	46	40	53	52	86	18
35%	31%	30%	24%	23%	31%	23%
23	11	17	18	11	35	4
10%	7%	13%	8%	5%	13%	5%
11	8	4	6	6	12	2
5%	5%	3%	3%	3%	4%	2%
10	6	4	8	8	11	2
5%	4%	3%	4%	4%	4%	3%
101	78	66	135	147	132	53
45%	52%	50%	61%	65%	48%	67%
44	25	26	32	26	57	8
20%	17%	20%	14%	11%	21%	10%
3.57	3.29	3.48	3.09	2.95	3.5	2.92
4	3	4	3	3	4	3

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
421	114	386	269	197	ě	0
428	107	394	251	214	•	0
62	22	57	53	20		0
15%	19%	15%	20%	10%		%
63	23	54	46	24	•	0
15%	20%	14%	17%	12%	•	%
100	30	94	62	48	•	0
24%	26%	24%	23%	24%	•	%
121	29	110	68	65	-	0
29%	25%	28%	25%	33%		%
42	4	41	24	22	-	0
10%	4%	11%	9%	11%	•	%
16	2	16	8	10		0
4%	1%	4%	3%	5%	•	%
17	4	15	9	8	•	0
4%	4%	4%	3%	4%		%
225	75	204	161	92	•	0
53%	66%	53%	60%	47%		%
75	10	73	40	41		0
18%	9%	19%	15%	21%		%
3.32	2.93	3.35	3.08	3.55		0
3	3	3	3	4		0

Social
Media
Inactive

Ottolk	C4-4	Overall	Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	240	260
7. \(\frac{1}{2}\)	unw_base	501	227	274
7 – Very strong economy	freq	8	3	5
7 – Very strong economy	prop	2%	1%	2%
6	freq	13	9	4
6	prop	3%	4%	1%
5	freq	59	26	33
5	prop	12%	11%	13%
4	freq	159	81	77
4	prop	32%	34%	30%
3	freq	139	69	70
3	prop	28%	29%	27%
2	freq	69	30	39
2	prop	14%	13%	15%
1 – Very weak economy	freq	54	22	31
1 – Very weak economy	prop	11%	9%	12%
Top3Box	freq	80	38	42
Top3Box	prop	16%	16%	16%
Low3Box	freq	261	121	140
Low3Box	prop	52%	50%	54%
	mean	4.66	4.6	4.72
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
284	131	86	42	131	326	213
233	160	108	32	124	345	249
3	3	2	0	2	6	2
1%	2%	2%	%	1%	2%	1%
5	7	1	2	2	9	8
2%	5%	1%	4%	1%	3%	4%
33	15	11	1	15	43	30
11%	12%	13%	2%	11%	13%	14%
101	35	22	16	47	95	57
36%	27%	26%	39%	36%	29%	27%
83	32	24	11	36	91	55
29%	25%	27%	27%	28%	28%	26%
34	26	9	6	15	48	33
12%	20%	11%	15%	12%	15%	15%
25	12	17	5	14	34	29
9%	9%	19%	13%	11%	10%	14%
41	25	14	3	18	59	39
14%	19%	16%	7%	14%	18%	18%
142	70	49	23	66	172	117
50%	54%	58%	55%	50%	53%	55%
4.61	4.64	4.85	4.84	4.67	4.63	4.74
4	5	5	5	5	5	5

South Africa

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
287	251	137	112	268	232	112
252	233	145	123	287	214	128
6	3	2	3	5	3	5
2%	1%	1%	3%	2%	1%	4%
5	3	2	7	10	2	8
2%	1%	2%	6%	4%	1%	7%
29	23	22	15	36	23	14
10%	9%	16%	13%	13%	10%	12%
102	89	35	34	76	83	26
35%	36%	26%	31%	28%	36%	23%
84	69	40	29	74	64	30
29%	28%	29%	26%	28%	28%	27%
37	37	19	13	40	29	16
13%	15%	14%	12%	15%	13%	15%
25	26	17	10	26	27	13
9%	10%	12%	9%	10%	12%	12%
41	29	26	25	51	28	26
14%	12%	19%	22%	19%	12%	24%
145	133	76	53	141	121	60
50%	53%	55%	47%	53%	52%	53%
4.6	4.73	4.71	4.43	4.6	4.72	4.52
5	5	5	4	5	5	5

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
388	179	321	383		280	106
373	194	307	404	69	282	113
3	6	1	6	0	6	0
1%	4%	%	2%	%	2%	%
5	8	5	12	0	7	5
1%	4%	2%	3%	%	2%	5%
45	25	34	51	5	42	12
12%	14%	11%	13%	6%	15%	12%
133	51	108	115	40	91	29
34%	29%	33%	30%	42%	32%	27%
108	48	91	109	26	79	30
28%	27%	28%	28%	27%	28%	28%
53	23	46	53	14	36	14
14%	13%	14%	14%	15%	13%	13%
41	17	37	37	10	20	15
10%	9%	11%	10%	11%	7%	15%
53	39	40	69	5	55	17
14%	22%	13%	18%	6%	20%	16%
202	88	174	198	50	135	59
52%	49%	54%	52%	53%	48%	56%
4.7	4.47	4.76	4.6	4.83	4.49	4.77
5	4	5	5	5	4	5

Social Media Inactive

Inactive 58 65 2 4% 0 % 3 5% 15 26% 15 26% 10 17% 13 22% 9% 38 65%

> 5.1 5

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	253	247
	unw_base	500	274	226
7 – Very strong economy	freq	2	2	0
7 – Very strong economy	prop	%	1%	%
6	freq	4	4	0
6	prop	1%	2%	%
5	freq	55	30	25
5	prop	11%	12%	10%
4	freq	147	71	76
4	prop	29%	28%	31%
3	freq	158	84	74
3	prop	32%	33%	30%
2	freq	86	44	42
2	prop	17%	18%	17%
1 – Very weak economy	freq	48	18	30
1 – Very weak economy	prop	10%	7%	12%
Top3Box	freq	61	37	25
Top3Box	prop	12%	14%	10%
Low3Box	freq	292	146	146
Low3Box	prop	58%	58%	59%
	mean	4.81	4.72	4.91
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
191	186	123	76	184	240	297
177	182	141	72	180	248	316
1	1	0	0	1	1	1
%	1%	%	%	1%	%	%
2	2	1	1	2	2	2
1%	1%	1%	1%	1%	1%	1%
14	17	24	5	15	36	39
7%	9%	19%	6%	8%	15%	13%
59	46	42	29	57	61	88
31%	24%	34%	38%	31%	25%	30%
66	65	27	22	64	72	91
34%	35%	22%	29%	35%	30%	31%
30	35	21	11	28	47	48
16%	19%	17%	15%	15%	20%	16%
19	20	9	8	18	22	28
10%	11%	7%	10%	10%	9%	9%
17	20	24	5	18	38	42
9%	11%	20%	7%	10%	16%	14%
116	120	56	41	110	141	167
60%	65%	46%	54%	60%	59%	56%
4.86	4.92	4.57	4.82	4.83	4.79	4.76
5	5	4	5	5	5	5

South Korea

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
203	9	119	372	282	218	69
184	7	108	385	303	197	74
1	0	0	2	2	0	1
%	%	%	1%	1%	%	2%
3	0	0	4	4	1	0
1%	%	%	1%	1%	%	%
16	0	10	45	33	22	13
8%	%	8%	12%	12%	10%	19%
58	3	44	100	73	73	24
29%	%	37%	27%	26%	34%	34%
67	6	36	116	90	67	14
33%	%	30%	31%	32%	31%	21%
38	0	21	66	54	33	15
19%	%	18%	18%	19%	15%	22%
20	0	8	40	26	22	2
10%	%	7%	11%	9%	10%	2%
20	0	10	51	39	22	14
10%	%	8%	14%	14%	10%	20%
125	6	65	221	170	122	31
62%	%	55%	59%	60%	56%	46%
4.88	4.65	4.78	4.82	4.82	4.8	4.49
5	5	5	5	5	5	4

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
431	101	399	376			0
426	109	391	393	81	•	0
1	1	1	2	0	ē	0
%	1%	%	1%	%		%
4	1	4	4	0	-	0
1%	1%	1%	1%	%		%
42	14	41	41	11	-	0
10%	14%	10%	11%	11%	•	%
123	32	115	104	34	-	0
29%	31%	29%	28%	34%	•	%
143	26	131	120	34		0
33%	26%	33%	32%	33%		%
71	21	65	68	14	•	0
16%	21%	16%	18%	14%		%
46	6	42	37	7		0
11%	6%	11%	10%	7%		%
47	16	46	47	11		0
11%	15%	11%	12%	11%		%
261	54	238	225	55		0
60%	53%	60%	60%	55%		%
4.86	4.68	4.84	4.83	4.73		0
5	5	5	5	5		0

Social
Media
Inactive

Stub	Stat	Overall	Gender Male	Gender Female
Ctub	base	500	252	248
	unw_base	1005	505	500
7 – Very strong economy	freq	3	2	1
7 – Very strong economy	prop	1%	1%	%
6	freq	8	6	2
6	prop	2%	2%	1%
5	freq	42	25	17
5	prop	8%	10%	7%
4	freq	111	58	53
4	prop	22%	23%	21%
3	freq	135	75	60
3	prop	27%	30%	24%
2	freq	98	37	61
2	prop	20%	15%	24%
1 – Very weak economy	freq	104	49	55
1 – Very weak economy	prop	21%	20%	22%
Тор3Вох	freq	52	32	20
Top3Box	prop	10%	13%	8%
Low3Box	freq	337	162	175
Low3Box	prop	67%	64%	71%
	mean	5.16	5.02	5.3
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
174	188	138	283	130	24	239
333	380	292	590	244	42	489
1	1	0	2	0	1	1
1%	1%	%	1%	%	3%	1%
2	1	5	4	2	2	4
1%	%	3%	1%	2%	7%	2%
13	16	13	23	12	2	16
7%	8%	10%	8%	10%	8%	7%
39	42	29	58	34	5	57
23%	23%	21%	20%	26%	21%	24%
53	50	33	73	37	9	63
31%	26%	24%	26%	28%	37%	26%
35	37	25	59	26	1	42
20%	20%	18%	21%	20%	6%	18%
30	40	34	65	19	4	55
17%	21%	25%	23%	15%	18%	23%
16	18	18	29	15	4	22
9%	10%	13%	10%	11%	18%	9%
118	127	92	197	82	14	160
68%	68%	66%	70%	63%	61%	67%
5.11	5.19	5.18	5.23	4.99	4.72	5.18
5	5	5	5	5	5	5

Spain 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
261	227	118	155	260	240	45
516	639	81	285	518	487	92
1	1	0	2	2	0	2
%	%	%	1%	1%	%	4%
4	3	3	2	5	2	0
1%	1%	2%	1%	2%	1%	1%
25	18	11	12	23	18	5
10%	8%	9%	8%	9%	8%	11%
53	54	19	38	59	52	10
20%	24%	16%	24%	23%	22%	22%
72	59	36	40	68	67	15
28%	26%	30%	26%	26%	28%	34%
56	43	20	35	49	49	6
21%	19%	17%	22%	19%	21%	14%
49	49	29	26	54	51	7
19%	21%	25%	17%	21%	21%	15%
30	22	14	16	31	21	7
12%	10%	12%	10%	12%	9%	16%
178	151	86	101	170	167	28
68%	66%	72%	65%	66%	70%	62%
5.13	5.16	5.25	5.09	5.1	5.22	4.8
5	5	5	5	5	5	5

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	60	440	297	170		0
913	115	890	577	364		0
1	2	1	2	1	•	0
%	3%	%	1%	%	-	%
7	2	6	7	1	-	0
2%	3%	1%	2%	%		%
37	10	32	30	9	-	0
8%	16%	7%	10%	5%	•	%
101	12	99	72	30	-	0
22%	19%	23%	24%	18%	•	%
120	18	118	78	53		0
26%	29%	27%	26%	31%		%
92	8	90	54	37	•	0
20%	14%	20%	18%	22%		%
98	10	94	55	40	•	0
21%	16%	21%	18%	24%		%
45	13	39	39	11		0
10%	22%	9%	13%	6%		%
310	36	302	186	129		0
68%	59%	69%	63%	76%		%
5.19	4.74	5.21	5.01	5.37		0
5	5	5	5	5		0

Social
Media
Inactive

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	254	246
	unw_base	503	261	242
7 – Very strong economy	freq	21	17	4
7 – Very strong economy	prop	4%	7%	2%
6	freq	84	56	28
6	prop	17%	22%	11%
5	freq	163	76	87
5	prop	33%	30%	36%
4	freq	141	66	74
4	prop	28%	26%	30%
3	freq	56	26	30
3	prop	11%	10%	12%
2	freq	27	12	15
2	prop	5%	5%	6%
1 – Very weak economy	freq	8	2	7
1 – Very weak economy	prop	2%	1%	3%
Top3Box	freq	269	149	120
Top3Box	prop	54%	59%	49%
Low3Box	freq	91	39	52
Low3Box	prop	18%	15%	21%
	mean	3.48	3.27	3.69
	median	3	3	4

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
194	150	156	115	230	94	158
148	168	187	130	217	88	177
0	11	10	0	13	8	19
%	7%	6%	%	5%	8%	12%
30	27	27	11	27	37	36
16%	18%	17%	10%	12%	39%	23%
64	51	48	27	87	25	42
33%	34%	31%	24%	38%	27%	26%
67	35	39	40	63	19	40
35%	23%	25%	35%	27%	20%	25%
22	19	15	25	21	3	7
11%	13%	10%	22%	9%	4%	5%
8	6	12	9	14	2	12
4%	4%	8%	7%	6%	2%	8%
3	1	5	2	5	0	3
1%	%	3%	2%	2%	%	2%
94	89	85	39	127	70	96
49%	59%	55%	34%	55%	74%	61%
33	26	32	36	40	5	22
17%	17%	21%	31%	18%	6%	14%
3.59	3.3	3.5	3.98	3.5	2.78	3.18
4	3	3	4	3	3	3

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
342	108	232	160	323	177	76
326	323	78	102	337	166	66
3	2	13	6	13	8	5
1%	2%	6%	4%	4%	5%	7%
48	13	36	35	58	27	16
14%	12%	16%	22%	18%	15%	21%
122	34	72	57	106	57	31
36%	32%	31%	35%	33%	32%	41%
101	34	63	44	88	53	17
30%	31%	27%	27%	27%	30%	22%
48	14	33	9	36	19	2
14%	13%	14%	5%	11%	11%	3%
14	7	11	8	17	9	5
4%	6%	5%	5%	5%	5%	6%
6	4	3	1	5	4	0
2%	4%	1%	1%	1%	2%	%
172	49	122	98	177	92	52
50%	46%	52%	61%	55%	52%	68%
68	25	47	18	58	32	7
20%	23%	20%	12%	18%	18%	10%
3.62	3.76	3.48	3.28	3.46	3.52	3.14
3	4	3	3	3	3	3

onomy.

	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
424	109	391	381	89		0
437	88	415	349	98		0
16	7	14	16	2		0
4%	7%	3%	4%	2%		%
68	27	57	62	19		0
16%	25%	15%	16%	21%		%
132	33	130	132	27		0
31%	31%	33%	35%	31%		%
124	27	114	102	31		0
29%	25%	29%	27%	35%		%
53	6	50	47	4		0
13%	5%	13%	12%	4%		%
22	6	21	18	4		0
5%	5%	5%	5%	4%		%
8	3	5	4	3		0
2%	3%	1%	1%	3%		%
217	68	201	210	48		0
51%	62%	51%	55%	54%		%
83	14	76	69	10		0
20%	13%	20%	18%	11%		%
3.54	3.23	3.55	3.46	3.41		0
3	3	3	3	3		0

Social
Media
Imaatista

Inactive 0 0 0 % 0 % 0 % 0 % 0 % 0 % 0 % 0 % 0 % 0

0

Otal	04-4	O	Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	253	247
7 \/	unw_base	502	291	211
7 – Very strong economy	freq	19	13	6
7 – Very strong economy	prop	4%	5%	3%
6	freq	32	19	13
6	prop	6%	8%	5%
5	freq	100	55	45
5	prop	20%	22%	18%
4	freq	137	69	68
4	prop	27%	27%	28%
3	freq	135	57	78
3	prop	27%	22%	32%
2	freq	50	25	25
2	prop	10%	10%	10%
1 – Very weak economy	freq	28	16	12
1 – Very weak economy	prop	6%	6%	5%
Top3Box	freq	151	86	64
Top3Box	prop	30%	34%	26%
Low3Box	freq	213	98	115
Low3Box	prop	43%	39%	46%
	mean	4.19	4.09	4.3
	median	4	4	4

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
242	166	92	11	143	345	271
293	158	51	12	136	354	263
9	9	1	0	7	12	11
4%	5%	1%	%	5%	3%	4%
15	7	10	2	8	22	19
6%	4%	11%	%	6%	6%	7%
52	32	15	5	29	66	61
22%	20%	16%	%	20%	19%	23%
71	38	27	3	38	96	78
29%	23%	29%	%	27%	28%	29%
61	43	31	2	42	90	61
25%	26%	34%	%	30%	26%	22%
22	27	1	0	10	39	27
9%	16%	1%	%	7%	11%	10%
12	10	6	0	8	20	14
5%	6%	7%	%	5%	6%	5%
76	48	26	7	44	100	91
31%	29%	29%	%	31%	29%	34%
95	79	39	2	61	150	102
39%	48%	42%	%	42%	43%	38%
4.13	4.32	4.15	3.43	4.14	4.24	4.09
4	4	4	3	4	4	4

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
229	299	46	155	268	232	61
239	144	80	278	301	201	61
8	12	2	5	12	7	6
3%	4%	5%	4%	4%	3%	9%
13	18	4	10	20	12	3
6%	6%	8%	7%	7%	5%	4%
38	59	7	33	61	39	19
17%	20%	15%	21%	23%	17%	31%
59	78	16	43	56	80	11
26%	26%	34%	28%	21%	35%	18%
74	81	16	39	78	57	16
32%	27%	34%	25%	29%	24%	26%
23	34	1	16	23	27	5
10%	11%	1%	10%	8%	12%	8%
14	18	1	9	18	10	2
6%	6%	3%	5%	7%	4%	3%
59	89	13	49	93	58	27
26%	30%	28%	32%	35%	25%	44%
111	132	18	63	119	94	23
48%	44%	38%	41%	44%	40%	38%
4.32	4.24	4.01	4.16	4.15	4.24	3.85
4	4	4	4	4	4	4

onomy.

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
439	152	348	311	119		0
441	166	336	358	103		0
14	10	9	17	2	-	0
3%	7%	3%	6%	2%	-	%
29	13	19	20	6	-	0
7%	9%	5%	6%	5%	•	%
81	42	58	66	14	•	0
18%	27%	17%	21%	12%		%
126	29	108	82	38		0
29%	19%	31%	26%	32%		%
119	45	90	83	32	•	0
27%	30%	26%	27%	27%		%
45	8	42	28	19		0
10%	5%	12%	9%	16%		%
26	5	23	14	8		0
6%	3%	7%	4%	7%		%
124	65	86	104	22		0
28%	43%	25%	33%	18%		%
189	58	154	125	59		0
43%	38%	44%	40%	50%		%
4.24	3.85	4.34	4.07	4.54		0
4	4	4	4	4		0

Social
Media
Inactive

Inactive 0 0 0 % 0 % 0 % 0 % 0 % 0 % 0 % 0 % 0 % 0

0

			Candar	Condon
Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1002	510	492
7 – Very strong economy	freq	17	13	4
7 - Very strong economy	prop	3%	5%	2%
6	freq	43	32	11
6	prop	9%	13%	4%
5	freq	137	71	66
5	prop	27%	29%	26%
4	freq	145	61	84
4	prop	29%	25%	33%
3	freq	91	44	46
3	prop	18%	18%	18%
2	freq	37	15	22
2	prop	7%	6%	9%
1 – Very weak economy	freq	29	11	18
1 – Very weak economy	prop	6%	4%	7%
Top3Box	freq	198	116	82
Top3Box	prop	40%	47%	32%
Low3Box	freq	157	71	86
Low3Box	prop	31%	28%	34%
	mean	3.95	3.73	4.17
	median	4	4	4

B6 Rate the current state of the economy in your I

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
183	157	161	81	182	210	275
320	319	363	80	396	464	595
10	4	3	2	5	11	13
6%	3%	2%	2%	3%	5%	5%
16	12	15	5	12	25	25
9%	8%	9%	6%	7%	12%	9%
50	46	41	19	46	64	78
27%	30%	26%	24%	25%	31%	28%
56	46	43	16	58	60	77
31%	30%	27%	20%	32%	29%	28%
33	24	33	22	38	28	46
18%	16%	21%	27%	21%	13%	17%
9	16	12	8	14	13	25
5%	10%	7%	9%	8%	6%	9%
9	8	13	10	9	9	12
5%	5%	8%	12%	5%	4%	4%
76	63	60	26	64	100	116
41%	40%	37%	32%	35%	48%	42%
51	48	58	39	60	50	83
28%	30%	36%	48%	33%	24%	30%
3.82	3.97	4.09	4.39	4.03	3.69	3.87
4	4	4	4	4	4	4

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
225	233	127	141	273	227	68
407	357	351	294	551	451	150
5	8	0	9	15	2	9
2%	4%	%	6%	6%	1%	13%
18	15	11	17	33	11	14
8%	6%	9%	12%	12%	5%	21%
59	53	36	49	77	60	13
26%	23%	28%	35%	28%	26%	20%
69	67	40	39	66	79	14
31%	29%	31%	28%	24%	35%	21%
45	50	23	18	46	44	10
20%	21%	18%	13%	17%	20%	15%
12	21	8	7	19	18	5
5%	9%	6%	5%	7%	8%	7%
17	19	9	1	17	12	2
8%	8%	7%	1%	6%	5%	3%
82	76	47	75	125	73	36
37%	33%	37%	53%	46%	32%	54%
74	90	40	27	82	75	17
33%	39%	32%	19%	30%	33%	25%
4.05	4.18	4.06	3.48	3.8	4.13	3.37
4	4	4	3	4	4	3

1 means a very weak economy.

	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
432	90	410	309	149	89	71
852	194	808	650	262	187	143
9	10	8	16	0	9	1
2%	11%	2%	5%	%	10%	2%
29	15	28	33	7	11	8
7%	17%	7%	11%	4%	13%	11%
124	26	111	95	33	21	22
29%	29%	27%	31%	22%	23%	30%
131	17	128	79	52	25	22
30%	19%	31%	26%	35%	28%	31%
80	14	77	48	34	13	12
19%	15%	19%	16%	23%	14%	18%
32	5	32	24	10	6	3
7%	6%	8%	8%	7%	7%	5%
27	3	27	13	12	5	3
6%	3%	7%	4%	8%	5%	5%
162	51	147	144	40	41	30
37%	57%	36%	47%	27%	46%	42%
140	21	135	86	57	23	19
32%	24%	33%	28%	38%	26%	27%
4.04	3.4	4.07	3.76	4.29	3.65	3.86
4	3	4	4	4	4	4

Social Media Inactive	US Region Northeast	US Region Midwest	US Region South	US Region West
92	91	110	184	115
185	169	223	354	256
0	4	3	6	4
1%	5%	3%	3%	3%
8	8	8	16	11
9%	8%	8%	9%	10%
24	29	30	51	27
26%	32%	28%	28%	23%
29	27	37	46	35
32%	30%	34%	25%	31%
17	12	19	37	23
19%	13%	17%	20%	20%
4	7	9	14	7
5%	7%	8%	8%	6%
8	5	3	13	8
9%	5%	3%	7%	7%
33	41	42	74	42
36%	45%	38%	40%	36%
30	23	31	64	38
33%	26%	28%	35%	33%
4.1	3.82	3.91	4.02	4
4	4	4	4	4

Stub	Stat	Overall	Gender Male	Gender Female
	base	12000	5999	6001
	unw_base	17560	8831	8729
Much stronger	freq	597	322	275
Much stronger	prop	5%	5%	5%
Somewhat stronger	freq	2421	1271	1150
Somewhat stronger	prop	20%	21%	19%
About the same	freq	6553	3140	3413
About the same	prop	55%	52%	57%
Somewhat weaker	freq	1758	897	861
Somewhat weaker	prop	15%	15%	14%
Much weaker	freq	671	369	303
Much weaker	prop	6%	6%	5%
Top2Box	freq	3018	1593	1425
Top2Box	prop	25%	27%	24%
Low2Box	freq	2429	1266	1163
Low2Box	prop	20%	21%	19%

Age Under	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
5131	3801	3068	3345	4118	3491	5724
6634	5864	5062	4559	6148	5369	8703
338	177	82	184	214	164	309
7%	5%	3%	6%	5%	5%	5%
1175	737	509	646	791	821	1206
23%	19%	17%	19%	19%	24%	21%
2730	2057	1766	1755	2291	1838	3032
53%	54%	58%	52%	56%	53%	53%
662	597	499	523	591	523	845
13%	16%	16%	16%	14%	15%	15%
227	232	212	237	231	144	332
4%	6%	7%	7%	6%	4%	6%
1512	915	590	830	1004	986	1515
29%	24%	19%	25%	24%	28%	26%
889	829	711	760	822	667	1177
17%	22%	23%	23%	20%	19%	21%

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
6276	3550	4548	3902	6310	5690	1377
8857	4808	6028	6724	9737	7823	2012
287	181	180	236	313	284	144
5%	5%	4%	6%	5%	5%	10%
1215	628	889	904	1310	1111	361
19%	18%	20%	23%	21%	20%	26%
3521	1983	2542	2028	3350	3203	622
56%	56%	56%	52%	53%	56%	45%
912	524	681	553	953	805	180
15%	15%	15%	14%	15%	14%	13%
340	234	256	181	384	287	70
5%	7%	6%	5%	6%	5%	5%
1503	809	1069	1140	1623	1395	505
24%	23%	24%	29%	26%	25%	37%
1252	758	937	734	1337	1092	249
20%	21%	21%	19%	21%	19%	18%

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
10623	2336	9164	7848	3092	1056	460
15548	3468	13590	11784	4128	1445	754
453	217	332	424	144	106	15
4%	9%	4%	5%	5%	10%	3%
2059	651	1566	1701	568	301	75
19%	28%	17%	22%	18%	29%	16%
5931	1064	5279	4178	1771	487	291
56%	46%	58%	53%	57%	46%	63%
1578	288	1442	1118	451	130	62
15%	12%	16%	14%	15%	12%	13%
602	115	545	427	158	32	16
6%	5%	6%	5%	5%	3%	4%
2512	868	1899	2125	713	407	90
24%	37%	21%	27%	23%	39%	20%
2180	404	1987	1545	609	162	78
21%	17%	22%	20%	20%	15%	17%

Soci Med Inacti	ia
	400
	798
	7
	2%
	62
	15%
	266
	66%
	45
	11%
	21
	5%
	69
	17%
	66
	17%

		All		
Stub	Stat	Countries	Argentina	Australia
	base	12000	500	500
	unw_base	17560	501	1002
Much stronger	freq	597	48	7
Much stronger	prop	5%	10%	1%
Somewhat stronger	freq	2421	119	68
Somewhat stronger	prop	20%	24%	14%
About the same	freq	6553	209	316
About the same	prop	55%	42%	63%
Somewhat weaker	freq	1758	83	91
Somewhat weaker	prop	15%	17%	18%
Much weaker	freq	671	41	18
Much weaker	prop	6%	8%	4%
Top2Box	freq	3018	167	75
Top2Box	prop	25%	33%	15%
Low2Box	freq	2429	123	109
Low2Box	prop	20%	25%	22%

Belgium	Brazil	Canada	China	Egypt	France	Germany
500	500	500	500	500	500	500
501	1002	1003	1000	502	999	1000
1	88	11	40	47	2	5
%	18%	2%	8%	9%	%	1%
58	187	80	213	204	21	81
12%	37%	16%	43%	41%	4%	16%
304	161	304	209	210	340	351
61%	32%	61%	42%	42%	68%	70%
103	35	85	30	28	104	53
21%	7%	17%	6%	6%	21%	11%
33	29	20	8	11	34	10
7%	6%	4%	2%	2%	7%	2%
59	276	92	253	251	22	86
12%	55%	18%	51%	50%	4%	17%
136	63	105	37	39	138	63
27%	13%	21%	7%	8%	28%	13%

All Countries

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Great Britain	Llungon	India	ltoly	lonon	Mayica	Dolond
Dritain	Hungary	muia	Italy	Japan	Mexico	Poland
500	500	500	500	500	500	500
1021	500	504	1001	1003	500	505
10	6	89	9	3	37	8
2%	1%	18%	2%	1%	7%	2%
87	32	220	59	63	128	59
17%	6%	44%	12%	13%	26%	12%
347	298	161	287	263	226	287
69%	60%	32%	57%	53%	45%	57%
45	106	22	79	118	70	120
9%	21%	4%	16%	24%	14%	24%
11	58	9	65	53	39	26
2%	12%	2%	13%	11%	8%	5%
97	38	309	68	66	165	67
19%	8%	62%	14%	13%	33%	13%
56	164	31	144	171	109	146
11%	33%	6%	29%	34%	22%	29%

weaker than it is now?

	Saudi		South			
Russia	Arabia	South Africa	Korea	Spain	Sweden	Turkey
500	500	500	500	500	500	500
502	501	501	500	1005	503	502
15	67	13	2	8	12	43
3%	13%	3%	%	2%	2%	9%
115	168	62	46	93	44	90
23%	34%	12%	9%	19%	9%	18%
245	206	291	295	318	391	241
49%	41%	58%	59%	64%	78%	48%
83	49	97	114	51	48	100
17%	10%	19%	23%	10%	10%	20%
42	10	37	42	31	5	27
8%	2%	7%	8%	6%	1%	5%
131	236	75	48	101	56	132
26%	47%	15%	10%	20%	11%	26%
125	59	134	156	82	53	126
25%	12%	27%	31%	16%	11%	25%

US 500 1002
1002
25
5%
123
25%
293
59%
45
9%
14
3%
147
29%
60
12%

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	12000	1000	1500
	unw_base	17560	2005	2003
Much stronger	freq	597	36	174
Much stronger	prop	5%	4%	12%
Somewhat stronger	freq	2421	203	434
Somewhat stronger	prop	20%	20%	29%
About the same	freq	6553	597	597
About the same	prop	55%	60%	40%
Somewhat weaker	freq	1758	130	187
Somewhat weaker	prop	15%	13%	12%
Much weaker	freq	671	34	108
Much weaker	prop	6%	3%	7%
Top2Box	freq	3018	239	608
Top2Box	prop	25%	24%	41%
Low2Box	freq	2429	164	296
Low2Box	prop	20%	16%	20%

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

Europe	APAC	G-8	BRIC	Middle East Africa
4500	3000	4000	2000	2000
7035	4511	7531	3008	2006
60	156	79	233	171
1%	5%	2%	12%	9%
534	726	630	735	524
12%	24%	16%	37%	26%
2924	1488	2429	776	948
65%	50%	61%	39%	47%
709	457	612	169	274
16%	15%	15%	8%	14%
273	172	250	87	84
6%	6%	6%	4%	4%
594	882	709	968	694
13%	29%	18%	48%	35%
982	629	862	256	358
22%	21%	22%	13%	18%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	501	208	293
Much stronger	freq	48	20	28
Much stronger	prop	10%	8%	11%
Somewhat stronger	freq	119	53	65
Somewhat stronger	prop	24%	22%	26%
About the same	freq	209	106	103
About the same	prop	42%	43%	40%
Somewhat weaker	freq	83	45	37
Somewhat weaker	prop	17%	18%	15%
Much weaker	freq	41	20	21
Much weaker	prop	8%	8%	8%
Top2Box	freq	167	74	94
Top2Box	prop	33%	30%	37%
Low2Box	freq	123	65	59
Low2Box	prop	25%	27%	23%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
248	149	103	132	224	144	139
214	170	117	136	217	148	158
28	16	4	19	24	5	10
11%	11%	4%	14%	11%	4%	7%
66	34	19	38	51	30	25
27%	23%	18%	29%	23%	21%	18%
108	59	42	48	97	64	62
44%	40%	40%	37%	43%	44%	45%
34	27	21	14	36	33	23
14%	18%	20%	11%	16%	23%	17%
11	12	18	13	17	11	18
4%	8%	17%	10%	7%	8%	13%
95	50	23	57	75	36	36
38%	34%	22%	43%	33%	25%	26%
45	39	39	27	52	45	41
18%	26%	38%	20%	23%	31%	29%

Argentina

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

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
361	170	205	125	229	271	60
343	193	163	145	234	267	60
38	19	18	12	16	32	4
11%	11%	9%	10%	7%	12%	7%
93	44	44	31	49	70	14
26%	26%	21%	25%	21%	26%	24%
147	73	84	53	95	114	25
41%	43%	41%	42%	42%	42%	41%
60	25	37	21	47	36	13
17%	14%	18%	17%	20%	13%	21%
23	10	23	8	21	19	5
6%	6%	11%	6%	9%	7%	8%
131	62	62	43	66	102	18
36%	37%	30%	34%	29%	37%	30%
83	35	60	29	68	55	17
23%	20%	29%	23%	30%	20%	29%

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
440	89	411	318	143		0
441	91	410	336	120	•	0
44	10	39	30	14	•	0
10%	11%	9%	9%	10%	•	%
105	23	96	72	39	•	0
24%	26%	23%	23%	27%	•	%
185	32	177	134	60	•	0
42%	36%	43%	42%	42%		%
70	17	65	59	20	•	0
16%	19%	16%	19%	14%	•	%
36	7	34	23	9	•	0
8%	8%	8%	7%	6%	•	%
149	33	134	101	53		0
34%	37%	33%	32%	37%		%
106	25	99	82	29		0
24%	28%	24%	26%	20%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
_	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1002	444	558
Much stronger	freq	7	4	3
Much stronger	prop	1%	2%	1%
Somewhat stronger	freq	68	35	33
Somewhat stronger	prop	14%	14%	13%
About the same	freq	316	156	160
About the same	prop	63%	63%	63%
Somewhat weaker	freq	91	42	49
Somewhat weaker	prop	18%	17%	19%
Much weaker	freq	18	10	9
Much weaker	prop	4%	4%	3%
Top2Box	freq	75	40	35
Top2Box	prop	15%	16%	14%
Low2Box	freq	109	52	57
Low2Box	prop	22%	21%	23%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
197	152	151	109	255	136	237
153	338	511	241	516	245	549
4	1	2	0	5	2	4
2%	1%	1%	%	2%	1%	2%
36	18	14	16	29	23	30
18%	12%	9%	15%	11%	17%	13%
121	97	98	66	162	88	149
61%	64%	65%	60%	64%	65%	63%
31	30	31	23	50	19	44
15%	20%	20%	21%	20%	14%	18%
5	6	7	4	9	5	10
2%	4%	5%	4%	3%	4%	4%
41	19	15	16	34	25	34
21%	13%	10%	15%	14%	18%	14%
35	36	38	27	59	23	54
18%	24%	25%	25%	23%	17%	23%

Australia

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
263	144	145	211	277	223	45
453	296	336	370	587	415	103
3	0	3	4	5	2	1
1%	%	2%	2%	2%	1%	2%
38	18	16	35	36	32	9
14%	12%	11%	17%	13%	15%	20%
167	100	93	123	170	146	25
63%	69%	64%	58%	61%	65%	54%
47	22	29	41	55	36	10
18%	15%	20%	19%	20%	16%	21%
8	5	5	9	12	7	1
3%	3%	3%	4%	4%	3%	2%
41	18	18	39	40	35	10
16%	12%	13%	18%	15%	16%	22%
55	26	34	49	67	42	11
21%	18%	23%	23%	24%	19%	23%

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
455	82	418	313	129	160	115
899	162	840	616	203	314	225
6	4	3	7	0	5	0
1%	5%	1%	2%	%	3%	%
59	14	54	41	23	19	12
13%	18%	13%	13%	18%	12%	11%
291	45	271	197	79	91	74
64%	55%	65%	63%	61%	57%	65%
81	15	76	56	23	38	24
18%	18%	18%	18%	18%	23%	20%
17	4	14	12	4	8	4
4%	5%	3%	4%	3%	5%	3%
65	18	57	48	23	24	13
14%	22%	14%	15%	18%	15%	11%
99	19	90	68	27	45	27
22%	23%	22%	22%	21%	28%	24%

Social Media Inactive				
	124			
	315			
	1			
	1%			
	17			
	14%			
	87			
	70%			
	15			
	12%			
	4			
	3%			
	18			
	15%			
	19			
	15%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	501	252	249
Much stronger	freq	1	1	0
Much stronger	prop	%	1%	%
Somewhat stronger	freq	58	40	18
Somewhat stronger	prop	12%	16%	7%
About the same	freq	304	139	166
About the same	prop	61%	55%	67%
Somewhat weaker	freq	103	57	45
Somewhat weaker	prop	21%	23%	18%
Much weaker	freq	33	14	19
Much weaker	prop	7%	6%	8%
Top2Box	freq	59	41	18
Top2Box	prop	12%	16%	7%
Low2Box	freq	136	72	64
Low2Box	prop	27%	29%	26%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
186	146	169	122	150	124	197
195	142	164	123	154	121	195
0	1	0	0	1	0	1
%	1%	%	%	1%	%	1%
22	12	25	16	14	20	26
12%	8%	15%	13%	10%	16%	13%
119	86	100	63	94	74	128
64%	59%	59%	51%	63%	59%	65%
31	36	36	33	29	25	33
17%	25%	21%	27%	20%	20%	17%
14	11	8	11	11	5	9
8%	7%	5%	9%	7%	4%	5%
22	13	25	16	16	20	27
12%	9%	15%	13%	10%	16%	14%
45	47	44	44	40	30	42
24%	32%	26%	36%	27%	24%	22%

Belgium

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
303	146	194	161	291	209	33
306	104	272	125	292	209	32
0	0	0	1	1	0	0
%	%	%	1%	%	%	%
33	13	22	23	40	18	4
11%	9%	11%	14%	14%	9%	13%
177	88	121	95	168	137	21
58%	60%	63%	59%	58%	65%	63%
70	31	42	30	60	43	7
23%	21%	22%	19%	20%	21%	21%
24	14	9	11	22	11	1
8%	10%	4%	7%	8%	5%	3%
33	13	22	24	41	18	4
11%	9%	11%	15%	14%	9%	13%
94	45	51	41	82	54	8
31%	31%	26%	25%	28%	26%	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
467	54	446	292	138		0
469	54	447	297	138	ŭ.	0
1	0	1	1	0	•	0
%	%	%	%	%		%
54	9	50	37	11	•	0
12%	16%	11%	13%	8%		%
284	32	273	177	81	•	0
61%	59%	61%	61%	59%		%
96	9	94	55	37		0
21%	17%	21%	19%	27%		%
32	4	29	21	9		0
7%	8%	6%	7%	7%		%
55	9	51	38	11		0
12%	16%	11%	13%	8%		%
128	13	123	76	46	•	0
27%	25%	27%	26%	34%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
_	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	232	268
	unw_base	1002	518	484
Much stronger	freq	88	35	54
Much stronger	prop	18%	15%	20%
Somewhat stronger	freq	187	79	108
Somewhat stronger	prop	37%	34%	40%
About the same	freq	161	80	81
About the same	prop	32%	34%	30%
Somewhat weaker	freq	35	22	13
Somewhat weaker	prop	7%	10%	5%
Much weaker	freq	29	17	12
Much weaker	prop	6%	7%	4%
Top2Box	freq	276	114	162
Top2Box	prop	55%	49%	60%
Low2Box	freq	63	39	25
Low2Box	prop	13%	17%	9%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	140	75	126	310	64	175
563	263	176	186	627	189	363
59	20	9	30	52	6	24
21%	14%	12%	24%	17%	9%	14%
108	54	25	44	122	22	69
38%	39%	33%	35%	39%	35%	39%
83	46	32	43	92	26	59
29%	33%	42%	34%	30%	40%	34%
19	11	4	5	22	7	12
7%	8%	6%	4%	7%	12%	7%
16	8	5	4	22	3	11
5%	6%	7%	3%	7%	4%	6%
167	74	34	74	174	28	93
59%	53%	45%	59%	56%	44%	53%
35	19	10	9	44	10	23
12%	14%	13%	7%	14%	16%	13%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
325	157	262	81	217	283	70
639	112	542	348	470	532	153
64	34	44	11	33	55	11
20%	21%	17%	13%	15%	20%	15%
118	58	97	32	84	103	31
36%	37%	37%	40%	39%	37%	44%
102	53	84	24	74	87	20
31%	34%	32%	29%	34%	31%	28%
23	5	20	9	17	18	4
7%	3%	8%	11%	8%	6%	6%
18	7	16	5	10	18	5
6%	4%	6%	7%	5%	6%	7%
183	91	141	43	117	159	42
56%	58%	54%	53%	54%	56%	59%
40	12	37	15	27	37	9
12%	8%	14%	18%	12%	13%	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
430	112	388	327	134		0
849	238	764	681	245	•	0
78	21	67	57	27	•	0
18%	19%	17%	17%	20%	•	%
156	46	141	124	48	•	0
36%	41%	36%	38%	36%		%
141	28	133	105	42	•	0
33%	25%	34%	32%	31%		%
30	8	26	26	8	-	0
7%	7%	7%	8%	6%	•	%
24	8	20	16	9	-	0
6%	7%	5%	5%	7%	•	%
234	68	208	181	75	Ē	0
54%	61%	54%	55%	56%		%
54	17	47	41	17	•	0
13%	15%	12%	13%	12%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
_	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	242	258
	unw_base	1003	515	488
Much stronger	freq	11	8	3
Much stronger	prop	2%	3%	1%
Somewhat stronger	freq	80	38	42
Somewhat stronger	prop	16%	16%	16%
About the same	freq	304	132	172
About the same	prop	61%	54%	67%
Somewhat weaker	freq	85	50	35
Somewhat weaker	prop	17%	21%	14%
Much weaker	freq	20	14	6
Much weaker	prop	4%	6%	2%
Top2Box	freq	92	47	45
Top2Box	prop	18%	19%	17%
Low2Box	freq	105	64	41
Low2Box	prop	21%	26%	16%

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
171	142	187	72	165	201	245
295	326	382	123	311	453	522
8	2	2	1	5	5	6
4%	1%	1%	2%	3%	2%	2%
35	14	31	10	36	26	36
21%	10%	17%	14%	22%	13%	15%
96	88	120	48	93	116	149
56%	62%	64%	66%	56%	58%	61%
23	31	30	10	27	44	48
14%	22%	16%	14%	16%	22%	19%
9	7	4	3	5	10	7
5%	5%	2%	4%	3%	5%	3%
43	16	33	11	41	31	41
25%	11%	18%	16%	25%	15%	17%
32	39	34	13	31	54	55
19%	27%	18%	18%	19%	27%	22%

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
255	227	196	77	280	220	53
481	249	415	339	606	397	121
5	5	4	2	9	2	4
2%	2%	2%	3%	3%	1%	8%
45	40	26	15	46	34	11
18%	18%	13%	19%	16%	16%	21%
155	137	125	42	163	141	26
61%	60%	64%	54%	58%	64%	50%
37	36	33	15	51	34	8
14%	16%	17%	20%	18%	15%	16%
13	9	8	3	12	8	3
5%	4%	4%	4%	4%	4%	6%
50	45	29	17	55	37	15
20%	20%	15%	22%	20%	17%	29%
50	45	41	18	63	42	12
20%	20%	21%	23%	22%	19%	22%

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

Davis	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
447	82	418	. ,	115		0
882	187	816	701	189		0
7	2	9	7	4		0
2%	3%	2%	2%	3%		%
69	17	64	56	15		0
16%	20%	15%	17%	13%		%
277	47	256	192	77		0
62%	58%	61%	58%	67%		%
76	13	72	61	14		0
17%	15%	17%	18%	12%		%
17	4	16	14	5		0
4%	4%	4%	4%	4%		%
76	19	73	64	19		0
17%	23%	17%	19%	16%		%
93	16	89	75	19		0
21%	20%	21%	23%	16%		%

Social Media Inactive	Canada Region Quebec	Canada Region Praries	Canada Region British Columbia	Canada Region Ontario	Canada Region Atlantic	Canada Region Alberta
0	120	32	67	192	36	53
0	213	71	162	358	90	109
0	2	1	2	4	1	1
%	2%	2%	3%	2%	2%	2%
0	14	6	14	37	3	8
%	11%	17%	20%	19%	8%	15%
0	77	18	40	118	27	24
%	64%	54%	60%	62%	74%	46%
0	23	8	10	27	2	15
%	19%	24%	14%	14%	6%	28%
0	4	1	2	5	3	5
%	3%	3%	3%	3%	9%	9%
0	16	6	16	41	4	9
%	13%	19%	23%	22%	10%	17%
0	27	9	11	32	5	20
%	23%	27%	17%	17%	15%	37%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	255	245
	unw_base	1000	502	498
Much stronger	freq	40	20	20
Much stronger	prop	8%	8%	8%
Somewhat stronger	freq	213	97	116
Somewhat stronger	prop	43%	38%	47%
About the same	freq	209	110	99
About the same	prop	42%	43%	40%
Somewhat weaker	freq	30	22	8
Somewhat weaker	prop	6%	9%	3%
Much weaker	freq	8	6	2
Much weaker	prop	2%	2%	1%
Top2Box	freq	253	117	136
Top2Box	prop	51%	46%	55%
Low2Box	freq	37	27	10
Low2Box	prop	7%	11%	4%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
209	204	87	23	140	337	377
497	422	81	39	211	750	721
22	12	6	0	14	26	33
11%	6%	7%	1%	10%	8%	9%
110	77	26	14	48	151	150
53%	38%	30%	58%	35%	45%	40%
68	96	45	8	62	139	163
33%	47%	52%	36%	44%	41%	43%
7	17	7	1	10	19	24
3%	8%	8%	5%	7%	6%	6%
1	2	4	0	5	2	7
1%	1%	4%	%	4%	1%	2%
133	89	32	14	62	177	183
63%	44%	37%	59%	45%	53%	48%
8	19	10	1	15	21	31
4%	9%	12%	5%	11%	6%	8%

China

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
123	0	417	83	307	193	59
279	0	304	696	679	321	117
8	0	33	7	25	15	12
6%	%	8%	9%	8%	8%	20%
63	0	171	42	136	78	33
51%	%	41%	50%	44%	40%	57%
46	0	180	29	119	90	6
38%	%	43%	35%	39%	47%	11%
6	0	25	4	19	10	5
5%	%	6%	5%	6%	5%	9%
0	0	7	1	7	0	2
%	%	2%	1%	2%	%	3%
71	0	204	49	161	93	45
57%	%	49%	59%	52%	48%	77%
6	0	32	5	27	10	7
5%	%	8%	6%	9%	5%	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
441	153	347	456	24	ě	0
883	390	610	907	79	•	0
29	22	18	40	1	•	0
6%	15%	5%	9%	3%		%
180	85	128	192	15	•	0
41%	56%	37%	42%	61%		%
203	32	177	187	9	•	0
46%	21%	51%	41%	36%		%
24	11	18	30	0		0
6%	7%	5%	6%	%		%
6	2	5	8	0		0
1%	1%	2%	2%	%		%
208	107	146	232	16	•	0
47%	70%	42%	51%	64%		%
30	14	24	37	0	•	0
7%	9%	7%	8%	%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
_	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	502	293	209
Much stronger	freq	47	23	24
Much stronger	prop	9%	9%	10%
Somewhat stronger	freq	204	111	92
Somewhat stronger	prop	41%	44%	38%
About the same	freq	210	97	113
About the same	prop	42%	38%	46%
Somewhat weaker	freq	28	12	16
Somewhat weaker	prop	6%	5%	6%
Much weaker	freq	11	11	0
Much weaker	prop	2%	4%	%
Top2Box	freq	251	134	117
Top2Box	prop	50%	53%	47%
Low2Box	freq	39	23	16
Low2Box	prop	8%	9%	6%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	136	78	82	29	205	284
278	119	105	84	30	207	294
19	13	15	10	4	19	34
7%	10%	19%	12%	15%	9%	12%
98	71	34	30	13	98	122
35%	52%	43%	36%	45%	48%	43%
143	40	28	30	9	76	101
50%	29%	36%	36%	32%	37%	36%
17	9	2	6	0	10	19
6%	7%	3%	7%	%	5%	7%
8	3	0	6	2	2	8
3%	2%	%	8%	7%	1%	3%
118	85	48	40	18	117	156
41%	62%	62%	49%	60%	57%	55%
25	12	2	12	2	12	27
9%	9%	3%	15%	7%	6%	10%

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

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
216	94	182	224	182	318	31
208	98	175	229	209	293	32
14	8	12	27	23	24	3
6%	9%	7%	12%	13%	8%	11%
82	31	73	100	70	134	12
38%	33%	40%	45%	38%	42%	41%
109	47	82	81	71	139	12
51%	50%	45%	36%	39%	44%	40%
8	5	9	13	10	18	3
4%	6%	5%	6%	5%	6%	8%
3	2	6	3	8	3	0
1%	2%	3%	1%	4%	1%	%
95	40	85	127	93	158	16
44%	42%	47%	56%	51%	50%	51%
11	7	15	17	18	21	3
5%	8%	8%	7%	10%	7%	8%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
469	0	0	274	226	•	0
470	0	0	288	214	•	0
44	0	0	26	21	•	0
9%	%	%	10%	9%	•	%
191	0	0	125	79	•	0
41%	%	%	46%	35%	•	%
198	0	0	101	109	•	0
42%	%	%	37%	48%		%
25	0	0	12	15	•	0
5%	%	%	4%	7%	•	%
11	0	0	9	2	•	0
2%	%	%	3%	1%	•	%
235	0	0	151	100		0
50%	%	%	55%	44%		%
36	0	0	21	18	•	0
8%	%	%	8%	8%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
_	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	999	464	535
Much stronger	freq	2	1	1
Much stronger	prop	%	%	%
Somewhat stronger	freq	21	13	8
Somewhat stronger	prop	4%	5%	3%
About the same	freq	340	167	172
About the same	prop	68%	68%	68%
Somewhat weaker	freq	104	50	54
Somewhat weaker	prop	21%	20%	21%
Much weaker	freq	34	17	18
Much weaker	prop	7%	7%	7%
Top2Box	freq	22	13	9
Top2Box	prop	4%	5%	3%
Low2Box	freq	138	66	72
Low2Box	prop	28%	27%	28%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	152	163	78	204	147	190
282	349	368	147	415	302	413
0	1	1	0	1	1	0
%	%	1%	%	%	%	%
8	5	8	4	7	9	8
4%	3%	5%	5%	3%	6%	4%
133	105	101	52	134	101	118
72%	69%	62%	66%	65%	69%	62%
33	34	36	15	48	29	45
18%	23%	22%	19%	23%	20%	24%
11	7	17	7	15	6	18
6%	4%	10%	9%	7%	4%	10%
8	6	9	4	7	10	8
4%	4%	6%	5%	4%	7%	4%
44	41	53	22	63	35	64
24%	27%	32%	28%	31%	24%	33%

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

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
310	133	219	147	285	215	23
586	348	305	346	582	417	48
1	0	1	0	1	0	1
%	%	1%	%	%	%	4%
13	3	9	8	15	6	1
4%	3%	4%	5%	5%	3%	6%
222	84	151	105	190	150	13
72%	63%	69%	71%	67%	69%	57%
59	32	44	27	62	42	4
19%	24%	20%	19%	22%	20%	19%
16	14	13	7	17	17	3
5%	10%	6%	5%	6%	8%	13%
14	4	11	8	16	6	2
4%	3%	5%	5%	6%	3%	10%
74	46	58	35	79	60	8
24%	34%	26%	23%	28%	28%	33%

	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	40	460	321	111	•	0
951	86	913	652	194	•	0
1	1	1	1	0	•	0
%	2%	%	%	%		%
19	2	18	15	4	-	0
4%	6%	4%	5%	4%		%
327	26	314	216	80	-	0
68%	64%	68%	67%	72%	•	%
99	9	95	70	18	-	0
21%	22%	21%	22%	16%	•	%
31	2	32	18	9	•	0
6%	6%	7%	6%	8%	•	%
20	3	19	17	4		0
4%	8%	4%	5%	4%		%
130	11	127	89	27		0
27%	28%	28%	28%	24%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
_	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	1000	524	476
Much stronger	freq	5	4	1
Much stronger	prop	1%	1%	1%
Somewhat stronger	freq	81	42	39
Somewhat stronger	prop	16%	17%	16%
About the same	freq	351	173	178
About the same	prop	70%	68%	72%
Somewhat weaker	freq	53	30	23
Somewhat weaker	prop	11%	12%	9%
Much weaker	freq	10	5	6
Much weaker	prop	2%	2%	2%
Top2Box	freq	86	46	40
Top2Box	prop	17%	18%	16%
Low2Box	freq	63	35	28
Low2Box	prop	13%	14%	12%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
171	161	169	111	120	179	186
296	350	354	221	249	356	389
2	2	1	0	2	3	1
1%	1%	1%	%	1%	1%	%
31	28	21	12	20	39	32
18%	18%	13%	11%	17%	22%	17%
116	108	126	81	86	111	127
68%	68%	75%	73%	71%	62%	68%
19	19	15	12	12	24	22
11%	12%	9%	11%	10%	13%	12%
2	3	5	5	1	3	3
1%	2%	3%	5%	1%	1%	2%
33	30	22	12	22	42	33
19%	19%	13%	11%	18%	23%	18%
21	22	21	17	13	27	25
12%	14%	12%	16%	10%	15%	14%

Germany

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
314	87	287	127	333	167	44
611	172	632	196	674	326	88
4	0	3	130	5	0	1
1%	1%	1%	1%	1%	<u> </u>	2%
48	12	45	24	57	24	13
15%	14%	16%	19%	17%	14%	30%
224	64	201	87	229	122	25
71%	74%	70%	68%	69%	73%	56%
30	8	32	13	35	18	4
10%	9%	11%	10%	11%	11%	10%
7	3	7	1	8	2	1
2%	3%	2%	1%	2%	1%	2%
52	12	48	26	61	24	14
17%	14%	17%	20%	18%	15%	32%
38	11	38	14	43	20	5
12%	12%	13%	11%	13%	12%	12%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
456	96	404	346	94		0
912	190	810	708	167	-	0
4	2	3	5	0	-	0
1%	2%	1%	1%	%		%
67	25	55	65	10	-	0
15%	27%	14%	19%	10%	•	%
326	57	294	237	70	-	0
72%	60%	73%	68%	74%	•	%
49	8	45	33	13	•	0
11%	8%	11%	10%	14%		%
9	2	8	7	1	•	0
2%	2%	2%	2%	1%	•	%
71	28	58	69	10	Ē	0
16%	29%	14%	20%	10%		%
58	10	53	40	15	•	0
13%	11%	13%	12%	16%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
_	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	249	251
	unw_base	1021	492	529
Much stronger	freq	10	7	2
Much stronger	prop	2%	3%	1%
Somewhat stronger	freq	87	49	38
Somewhat stronger	prop	17%	20%	15%
About the same	freq	347	163	184
About the same	prop	69%	65%	73%
Somewhat weaker	freq	45	23	22
Somewhat weaker	prop	9%	9%	9%
Much weaker	freq	11	6	5
Much weaker	prop	2%	2%	2%
Top2Box	freq	97	57	40
Top2Box	prop	19%	23%	16%
Low2Box	freq	56	29	27
Low2Box	prop	11%	12%	11%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
196	146	158	64	241	147	219
323	328	370	132	495	296	483
7	2	0	1	4	5	4
3%	2%	%	2%	2%	3%	2%
42	25	20	6	40	36	37
22%	17%	12%	9%	17%	25%	17%
127	108	112	43	170	97	153
65%	74%	71%	68%	71%	66%	70%
18	8	19	10	21	8	19
9%	5%	12%	16%	9%	6%	9%
2	2	6	4	6	1	5
1%	2%	4%	6%	2%	1%	2%
49	28	20	7	44	41	42
25%	19%	13%	11%	18%	28%	19%
20	10	26	14	27	9	24
10%	7%	16%	21%	11%	6%	11%

Great Britain

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
281	149	103	249	299	201	51
538	315	194	512	624	397	108
5	3	3	4	7	3	3
2%	2%	3%	2%	2%	1%	6%
50	17	18	52	54	33	9
18%	12%	18%	21%	18%	16%	18%
194	109	69	169	202	145	32
69%	74%	67%	68%	68%	72%	63%
26	14	11	20	27	18	5
9%	10%	11%	8%	9%	9%	10%
6	5	2	4	8	3	2
2%	3%	2%	2%	3%	1%	4%
55	20	21	56	61	36	12
20%	14%	21%	22%	20%	18%	24%
32	19	13	24	35	21	7
11%	13%	12%	10%	12%	10%	14%

	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
449	91	409	326	121	138	93
913	189	832	664	233	273	194
6	5	5	8	2	4	0
1%	5%	1%	2%	2%	3%	1%
78	19	69	70	11	29	14
17%	21%	17%	22%	9%	21%	15%
315	60	287	220	88	83	71
70%	65%	70%	68%	73%	61%	76%
40	6	39	23	15	17	7
9%	7%	10%	7%	13%	12%	8%
9	2	9	5	4	4	1
2%	2%	2%	1%	3%	3%	1%
85	24	73	78	13	33	14
19%	26%	18%	24%	11%	24%	15%
49	8	48	28	19	21	8
11%	9%	12%	9%	16%	15%	9%

Social Media Inactive				
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197	7			
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1%	ó			
11	1			
12%	ó			
68	3			
75%	ó			
7	7			
8%	ó			
4	1			
4%	ó			
11	1			
13%	ó			
1′	1			
12%	ó			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	500	256	244
Much stronger	freq	6	4	2
Much stronger	prop	1%	2%	1%
Somewhat stronger	freq	32	14	18
Somewhat stronger	prop	6%	6%	7%
About the same	freq	298	149	149
About the same	prop	60%	60%	59%
Somewhat weaker	freq	106	48	57
Somewhat weaker	prop	21%	20%	23%
Much weaker	freq	58	31	27
Much weaker	prop	12%	13%	11%
Top2Box	freq	38	18	20
Top2Box	prop	8%	7%	8%
Low2Box	freq	164	79	84
Low2Box	prop	33%	32%	33%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
182	154	165	210	220	9	201
193	146	161	212	216	11	194
1	1	3	1	4	0	5
1%	1%	2%	1%	2%	%	2%
17	9	7	12	17	2	13
9%	6%	4%	6%	8%	%	6%
108	95	95	126	128	6	119
59%	62%	57%	60%	58%	%	59%
41	26	38	46	49	1	46
23%	17%	23%	22%	22%	%	23%
14	22	22	25	22	1	18
8%	14%	13%	12%	10%	%	9%
18	10	10	13	21	2	18
10%	6%	6%	6%	10%	%	9%
56	48	60	71	71	2	64
31%	31%	36%	34%	32%	%	32%

Hungary

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Marital				Chief	Chief	
Status Other	Education Low	Education Medium	Education High	Income Earner Yes	Income Earner No	Business Owner Yes
299	107	294	99	254	246	28
306	147	231	122	255	245	31
300	147	3	2	3	3	31
	10/					1 20/
%	1%	1%	2%	1%	1%	3%
20	4	20	8	17	16	4
7%	4%	7%	8%	7%	6%	15%
179	65	177	55	151	147	14
60%	61%	60%	56%	60%	60%	50%
59	19	63	24	55	51	5
20%	18%	21%	24%	22%	21%	20%
40	17	32	10	28	30	4
14%	16%	11%	10%	11%	12%	13%
21	6	23	10	20	19	5
7%	5%	8%	10%	8%	8%	18%
100	36	94	34	83	81	9
33%	33%	32%	34%	33%	33%	33%

	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
472	38	462	285	123	•	0
469	39	461	287	123	•	0
5	1	5	2	1	•	0
1%	2%	1%	1%	1%	•	%
28	8	25	22	8	•	0
6%	21%	5%	8%	7%	•	%
284	23	276	171	77	•	0
60%	59%	60%	60%	63%		%
100	4	102	59	23	•	0
21%	10%	22%	21%	19%	•	%
55	3	55	31	14		0
12%	8%	12%	11%	11%	•	%
33	9	29	25	9		0
7%	23%	6%	9%	7%		%
155	7	157	90	37		0
33%	18%	34%	31%	30%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
_	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	256	244
	unw_base	504	258	246
Much stronger	freq	89	52	38
Much stronger	prop	18%	20%	15%
Somewhat stronger	freq	220	106	114
Somewhat stronger	prop	44%	41%	47%
About the same	freq	161	81	80
About the same	prop	32%	32%	33%
Somewhat weaker	freq	22	14	8
Somewhat weaker	prop	4%	6%	3%
Much weaker	freq	9	4	5
Much weaker	prop	2%	2%	2%
Top2Box	freq	309	157	151
Top2Box	prop	62%	61%	62%
Low2Box	freq	31	18	12
Low2Box	prop	6%	7%	5%

Age Under	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
267	148	85	181	173	146	310
235	167	102	174	180	150	344
52	29	8	35	30	23	52
20%	19%	10%	19%	18%	16%	17%
113	66	40	70	80	71	147
42%	45%	47%	38%	46%	48%	47%
80	46	35	61	55	44	100
30%	31%	41%	34%	32%	30%	32%
16	5	1	10	5	7	9
6%	4%	1%	5%	3%	5%	3%
6	2	1	5	3	1	3
2%	1%	1%	3%	2%	1%	1%
165	95	48	105	110	94	198
62%	64%	57%	58%	64%	64%	64%
22	7	2	15	8	8	12
8%	5%	2%	8%	5%	5%	4%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
190	3	56	441	276	224	123
160	2	50	452	287	217	129
37	1	8	79	58	31	32
20%	%	15%	18%	21%	14%	26%
73	0	23	197	128	92	54
38%	%	40%	45%	46%	41%	44%
61	0	17	144	75	86	31
32%	%	30%	33%	27%	38%	25%
12	0	7	15	11	11	5
7%	%	12%	3%	4%	5%	4%
6	1	1	6	5	3	2
3%	%	3%	1%	2%	1%	2%
110	1	31	276	185	123	86
58%	%	55%	63%	67%	55%	69%
19	1	8	21	16	15	7
10%	%	15%	5%	6%	7%	5%

	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
377	275	225	393	91	390	75
375	286	218	408	77	389	79
57	56	33	72	15	77	10
15%	21%	14%	18%	16%	20%	13%
166	133	87	183	32	178	26
44%	48%	39%	47%	35%	46%	34%
130	72	89	119	33	114	37
34%	26%	39%	30%	36%	29%	50%
17	10	12	14	8	17	2
5%	3%	5%	4%	9%	4%	3%
6	4	5	5	3	4	0
2%	1%	2%	1%	3%	1%	%
223	189	119	255	47	255	35
59%	69%	53%	65%	52%	65%	47%
24	14	17	19	11	21	2
6%	5%	8%	5%	12%	5%	3%

Social Media Inactive				
	35			
	36			
	3			
	8%			
	16			
	44%			
	10			
	28%			
	2			
	7%			
	5			
	13%			
	18			
	52%			
	7			
	20%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1001	529	472
Much stronger	freq	9	4	5
Much stronger	prop	2%	2%	2%
Somewhat stronger	freq	59	30	29
Somewhat stronger	prop	12%	12%	12%
About the same	freq	287	142	145
About the same	prop	57%	57%	58%
Somewhat weaker	freq	79	39	40
Somewhat weaker	prop	16%	16%	16%
Much weaker	freq	65	33	32
Much weaker	prop	13%	13%	13%
Top2Box	freq	68	34	34
Top2Box	prop	14%	14%	14%
Low2Box	freq	144	72	73
Low2Box	prop	29%	29%	29%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
161	180	159	114	194	98	245
344	352	305	216	394	207	478
4	2	3	3	3	3	6
2%	1%	2%	2%	1%	3%	2%
22	18	19	10	24	15	28
14%	10%	12%	8%	13%	15%	12%
91	108	88	62	104	63	136
57%	60%	55%	55%	54%	64%	56%
27	24	28	18	38	11	38
17%	14%	18%	16%	19%	11%	16%
16	28	21	21	25	7	37
10%	16%	13%	19%	13%	7%	15%
26	20	22	12	27	17	34
16%	11%	14%	11%	14%	17%	14%
43	52	49	39	62	18	75
27%	29%	31%	35%	32%	18%	31%

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
255	213	214	73	248	252	40
523	317	541	143	510	491	83
3	3	4	3	3	6	2
1%	1%	2%	3%	1%	3%	5%
31	25	24	11	29	31	5
12%	12%	11%	14%	12%	12%	12%
151	118	123	47	139	148	22
59%	55%	57%	64%	56%	59%	56%
41	36	36	7	42	37	4
16%	17%	17%	10%	17%	15%	11%
29	32	27	6	36	29	7
11%	15%	13%	8%	14%	12%	16%
34	27	28	13	31	37	7
13%	13%	13%	18%	13%	15%	16%
69	68	63	13	77	67	11
27%	32%	30%	18%	31%	27%	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
460	77	423	292	160		0
918	161	840	606	310	ŭ.	0
7	3	6	5	4	•	0
2%	4%	1%	2%	2%	•	%
55	10	49	38	14	•	0
12%	13%	12%	13%	9%		%
265	44	243	167	93	•	0
58%	57%	58%	57%	58%		%
75	10	69	46	27		0
16%	13%	16%	16%	17%		%
59	10	56	38	21		0
13%	12%	13%	13%	13%		%
62	13	55	43	18	•	0
13%	17%	13%	15%	11%		%
133	20	124	83	49	•	0
29%	26%	29%	28%	31%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
_	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	251	249
	unw_base	1003	561	442
Much stronger	freq	3	2	1
Much stronger	prop	1%	1%	%
Somewhat stronger	freq	63	38	25
Somewhat stronger	prop	13%	15%	10%
About the same	freq	263	115	148
About the same	prop	53%	46%	59%
Somewhat weaker	freq	118	61	57
Somewhat weaker	prop	24%	24%	23%
Much weaker	freq	53	35	18
Much weaker	prop	11%	14%	7%
Top2Box	freq	66	40	26
Top2Box	prop	13%	16%	10%
Low2Box	freq	171	96	75
Low2Box	prop	34%	38%	30%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
169	171	160	350	126	24	254
389	338	276	688	255	60	476
1	2	0	1	1	1	1
%	1%	%	%	1%	3%	%
23	16	23	36	21	6	37
14%	10%	15%	10%	17%	27%	15%
99	82	81	183	68	12	135
59%	48%	51%	52%	54%	48%	53%
35	48	35	85	30	4	58
21%	28%	22%	24%	24%	15%	23%
10	23	19	45	6	2	23
6%	14%	12%	13%	5%	8%	9%
24	18	24	37	22	7	38
14%	11%	15%	11%	17%	29%	15%
45	71	55	130	36	5	82
27%	42%	34%	37%	29%	22%	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
246	267	101	132	219	281	23
527	371	214	418	459	544	53
2	1	0	1	1	2	1
1%	1%	%	1%	%	1%	5%
26	35	8	20	33	30	3
11%	13%	8%	15%	15%	11%	13%
128	139	57	67	100	163	10
52%	52%	56%	51%	46%	58%	43%
60	55	28	35	55	64	5
24%	21%	28%	26%	25%	23%	20%
30	36	8	9	31	22	4
12%	13%	8%	7%	14%	8%	20%
28	36	8	21	34	32	4
11%	14%	8%	16%	16%	11%	17%
89	91	36	44	85	86	9
36%	34%	35%	33%	39%	31%	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
477	38	462	295		·	0
950	81	922	624	313		0
2	1	2	3	0	-	0
%	3%	%	1%	%		%
60	6	57	39	22		0
13%	17%	12%	13%	13%		%
253	17	246	146	99	•	0
53%	46%	53%	50%	59%		%
114	6	113	75	33	Ē	0
24%	15%	24%	25%	20%		%
49	7	46	33	13		0
10%	20%	10%	11%	8%		%
62	7	59	41	22		0
13%	19%	13%	14%	13%		%
162	13	158	108	46		0
34%	35%	34%	36%	28%		%

Social Media Inactive	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	240	260
	unw_base	500	208	292
Much stronger	freq	37	15	22
Much stronger	prop	7%	6%	8%
Somewhat stronger	freq	128	65	62
Somewhat stronger	prop	26%	27%	24%
About the same	freq	226	111	115
About the same	prop	45%	46%	44%
Somewhat weaker	freq	70	28	42
Somewhat weaker	prop	14%	12%	16%
Much weaker	freq	39	21	18
Much weaker	prop	8%	9%	7%
Top2Box	freq	165	81	84
Top2Box	prop	33%	34%	32%
Low2Box	freq	109	49	60
Low2Box	prop	22%	20%	23%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
260	164	76	375	116	9	204
269	144	87	352	134	14	190
26	9	3	28	9	1	17
10%	5%	4%	7%	8%	%	8%
67	47	14	100	27	1	46
26%	29%	18%	27%	23%	%	22%
117	73	36	165	55	6	97
45%	45%	47%	44%	47%	%	47%
35	22	13	53	16	1	28
13%	14%	17%	14%	14%	%	14%
15	12	11	28	10	1	16
6%	8%	15%	7%	8%	%	8%
93	56	17	128	35	2	63
36%	34%	22%	34%	31%	%	31%
50	35	24	81	26	2	44
19%	21%	31%	22%	22%	%	22%

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
296	220	161	119	254	246	97
310	139	165	196	249	251	106
20	26	6	5	13	24	8
7%	12%	4%	4%	5%	10%	8%
82	58	41	29	74	54	29
28%	26%	26%	24%	29%	22%	29%
129	100	69	58	102	124	45
44%	45%	43%	49%	40%	50%	46%
42	25	28	18	42	28	10
14%	11%	17%	15%	17%	11%	10%
23	12	17	10	22	17	6
8%	5%	11%	8%	9%	7%	6%
102	84	47	34	87	78	36
34%	38%	29%	28%	34%	32%	37%
64	37	45	27	65	44	16
22%	17%	28%	23%	25%	18%	16%

	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
403	142	358	339	144	•	0
394	152	348	344	139	•	0
30	10	27	27	8	•	0
7%	7%	8%	8%	5%	•	%
99	45	83	94	30	•	0
25%	32%	23%	28%	21%		%
181	61	165	143	76	•	0
45%	43%	46%	42%	53%		%
60	17	53	48	21		0
15%	12%	15%	14%	14%		%
33	8	31	28	10		0
8%	6%	9%	8%	7%		%
129	55	110	121	38	•	0
32%	39%	31%	36%	26%		%
93	25	84	75	30		0
23%	18%	23%	22%	21%		%

Social Media Inactive	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	249	251
	unw_base	505	248	257
Much stronger	freq	8	6	2
Much stronger	prop	2%	2%	1%
Somewhat stronger	freq	59	35	25
Somewhat stronger	prop	12%	14%	10%
About the same	freq	287	131	156
About the same	prop	57%	53%	62%
Somewhat weaker	freq	120	60	60
Somewhat weaker	prop	24%	24%	24%
Much weaker	freq	26	17	8
Much weaker	prop	5%	7%	3%
Top2Box	freq	67	40	27
Top2Box	prop	13%	16%	11%
Low2Box	freq	146	77	68
Low2Box	prop	29%	31%	27%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
202	160	138	283	114	10	265
189	168	148	286	119	11	274
3	2	2	6	2	0	7
2%	1%	2%	2%	2%	%	3%
26	20	13	35	18	1	29
13%	13%	10%	12%	16%	%	11%
124	83	80	161	61	7	142
61%	52%	58%	57%	53%	%	53%
40	46	34	68	28	1	73
20%	29%	25%	24%	25%	%	28%
9	9	8	13	5	1	15
5%	5%	6%	5%	4%	%	6%
29	22	16	40	20	1	35
14%	14%	11%	14%	18%	%	13%
49	54	42	82	33	2	88
24%	34%	30%	29%	29%	%	33%

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
235	74	311	115	236	264	47
231	45	354	106	247	258	50
1	1	2	4	4	4	4
1%	2%	1%	4%	2%	1%	8%
31	6	35	18	38	21	9
13%	9%	11%	16%	16%	8%	18%
146	42	186	59	130	158	21
62%	57%	60%	52%	55%	60%	45%
47	19	75	26	50	70	13
20%	26%	24%	23%	21%	27%	27%
11	5	13	8	14	11	1
5%	6%	4%	7%	6%	4%	2%
32	8	37	22	42	25	12
14%	10%	12%	19%	18%	9%	26%
57	24	88	33	64	82	14
24%	32%	28%	29%	27%	31%	29%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
453	90	410	294	140	•	0
455	95	410	308	128	•	0
4	4	4	7	0	•	0
1%	5%	1%	2%	%	•	%
51	15	44	40	11	•	0
11%	17%	11%	14%	8%		%
266	42	246	165	88	•	0
59%	46%	60%	56%	63%		%
107	22	98	65	38	-	0
24%	25%	24%	22%	27%		%
25	6	19	17	3		0
5%	7%	5%	6%	2%		%
55	19	48	47	11	•	0
12%	22%	12%	16%	8%		%
132	29	117	82	41	•	0
29%	32%	28%	28%	29%		%

Social Media Inactive	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	238	262
	unw_base	502	255	247
Much stronger	freq	15	7	8
Much stronger	prop	3%	3%	3%
Somewhat stronger	freq	115	62	53
Somewhat stronger	prop	23%	26%	20%
About the same	freq	245	110	134
About the same	prop	49%	46%	51%
Somewhat weaker	freq	83	40	43
Somewhat weaker	prop	17%	17%	16%
Much weaker	freq	42	19	23
Much weaker	prop	8%	8%	9%
Top2Box	freq	131	69	62
Top2Box	prop	26%	29%	24%
Low2Box	freq	125	59	65
Low2Box	prop	25%	25%	25%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
207	150	143	48	202	212	269
154	185	163	28	194	252	287
10	5	0	0	4	4	9
5%	3%	%	%	2%	2%	3%
51	27	37	14	46	46	56
25%	18%	26%	29%	23%	22%	21%
96	83	66	19	108	105	139
46%	55%	46%	40%	53%	49%	52%
39	20	24	11	27	40	39
19%	13%	17%	24%	14%	19%	14%
11	15	16	4	17	18	26
5%	10%	11%	7%	8%	8%	10%
62	32	37	14	50	50	65
30%	21%	26%	29%	25%	24%	24%
50	35	40	15	44	57	65
24%	24%	28%	31%	22%	27%	24%

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
231	84	290	126	223	277	39
215	44	168	290	268	234	54
6	0	10	5	8	7	3
3%	%	3%	4%	4%	3%	7%
59	33	60	22	57	58	8
26%	40%	21%	17%	26%	21%	21%
106	38	149	57	93	152	17
46%	45%	52%	46%	42%	55%	44%
44	9	48	27	44	38	5
19%	10%	16%	21%	20%	14%	12%
16	4	23	15	21	22	6
7%	5%	8%	12%	9%	8%	16%
65	33	70	27	65	65	11
28%	40%	24%	22%	29%	24%	28%
60	13	71	41	65	60	11
26%	15%	24%	33%	29%	22%	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
461	74	426	322	115		0
448	94	408	375	65	•	0
12	3	12	14	1	•	0
3%	4%	3%	4%	1%		%
107	17	99	74	25	•	0
23%	23%	23%	23%	22%	•	%
227	33	212	143	68	•	0
49%	44%	50%	44%	59%		%
78	11	72	60	16		0
17%	15%	17%	19%	14%		%
36	10	32	30	5	•	0
8%	14%	7%	9%	4%		%
119	20	110	88	26		0
26%	27%	26%	27%	23%		%
114	21	104	90	21	•	0
25%	29%	24%	28%	18%		%

Social Media Inactive	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	292	208
	unw_base	501	236	265
Much stronger	freq	67	45	22
Much stronger	prop	13%	15%	11%
Somewhat stronger	freq	168	97	71
Somewhat stronger	prop	34%	33%	34%
About the same	freq	206	113	93
About the same	prop	41%	39%	45%
Somewhat weaker	freq	49	29	20
Somewhat weaker	prop	10%	10%	9%
Much weaker	freq	10	7	2
Much weaker	prop	2%	3%	1%
Top2Box	freq	236	142	93
Top2Box	prop	47%	49%	45%
Low2Box	freq	59	37	22
Low2Box	prop	12%	13%	11%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	171	44	256	134	59	275
261	190	50	255	134	56	284
32	29	7	36	14	12	46
11%	17%	16%	14%	11%	21%	17%
102	50	17	86	40	18	84
36%	29%	39%	34%	30%	31%	30%
119	74	13	108	59	19	111
42%	43%	30%	42%	44%	32%	40%
26	16	7	19	18	9	30
9%	9%	16%	8%	13%	16%	11%
6	3	0	6	2	0	5
2%	2%	%	2%	1%	%	2%
133	79	24	122	55	30	129
47%	46%	54%	48%	41%	52%	47%
32	19	7	25	20	9	35
11%	11%	16%	10%	15%	16%	13%

Saudi Arabia

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
225	149	132	219	225	275	79
217	153	124	224	208	293	73
22	26	13	29	39	28	17
10%	17%	10%	13%	17%	10%	21%
85	49	47	73	72	96	26
38%	33%	35%	33%	32%	35%	32%
95	56	62	88	90	116	25
42%	38%	47%	40%	40%	42%	32%
19	15	9	25	19	30	10
8%	10%	7%	12%	8%	11%	12%
5	3	2	4	5	5	1
2%	2%	2%	2%	2%	2%	1%
106	74	60	102	111	125	43
47%	50%	45%	46%	49%	45%	54%
24	18	11	30	24	35	11
11%	12%	8%	14%	11%	13%	14%

	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
421	114	386	269	197		0
428	107	394	251	214	ŭ.	0
51	22	45	39	22		0
12%	19%	12%	14%	11%		%
142	34	135	84	74	•	0
34%	29%	35%	31%	37%		%
180	43	163	108	84	•	0
43%	38%	42%	40%	43%		%
39	12	37	30	17		0
9%	11%	10%	11%	9%		%
9	4	6	7	1		0
2%	3%	2%	3%	%		%
193	56	180	123	95		0
46%	49%	47%	46%	48%		%
48	15	43	37	18		0
11%	14%	11%	14%	9%		%

Social Media Inactive	
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	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	240	260
	unw_base	501	227	274
Much stronger	freq	13	6	6
Much stronger	prop	3%	3%	2%
Somewhat stronger	freq	62	40	23
Somewhat stronger	prop	12%	16%	9%
About the same	freq	291	127	163
About the same	prop	58%	53%	63%
Somewhat weaker	freq	97	49	48
Somewhat weaker	prop	19%	21%	19%
Much weaker	freq	37	18	19
Much weaker	prop	7%	7%	7%
Top2Box	freq	75	46	29
Top2Box	prop	15%	19%	11%
Low2Box	freq	134	67	67
Low2Box	prop	27%	28%	26%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
284	131	86	42	131	326	213
233	160	108	32	124	345	249
7	4	2	3	4	6	6
3%	3%	2%	6%	3%	2%	3%
45	13	4	6	13	44	21
16%	10%	5%	13%	10%	13%	10%
161	80	50	19	84	188	123
57%	61%	58%	46%	64%	57%	58%
50	26	21	12	20	66	45
18%	20%	24%	27%	15%	20%	21%
20	7	10	3	10	23	18
7%	6%	11%	7%	8%	7%	9%
52	18	6	8	17	50	27
18%	13%	7%	20%	13%	15%	13%
70	34	30	15	30	89	63
25%	26%	35%	34%	23%	27%	30%

South Africa

Marital				Chief	Chief	
Status Other	Education	Education Medium	Education	Income Earner Yes	Income Earner No	Business Owner Yes
	Low	2 22 22	High			
287	251	137	112	268	232	112
252	233	145	123	287	214	128
7	6	3	4	7	6	8
2%	2%	2%	4%	3%	3%	7%
41	28	19	16	34	28	14
14%	11%	14%	14%	13%	12%	13%
168	151	74	67	158	133	59
58%	60%	54%	59%	59%	57%	53%
53	47	29	21	50	47	24
18%	19%	21%	19%	19%	20%	21%
18	19	13	4	19	18	7
6%	8%	10%	4%	7%	8%	6%
48	34	21	20	41	34	22
17%	14%	16%	18%	15%	15%	20%
71	66	42	26	69	65	31
25%	26%	31%	23%	26%	28%	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
388	179	321	383	95	280	106
373	194	307	404	69	282	113
5	8	5	12	0	8	3
1%	4%	2%	3%	%	3%	2%
48	29	33	49	12	49	6
12%	17%	10%	13%	13%	18%	6%
232	96	195	225	54	157	70
60%	54%	61%	59%	57%	56%	66%
74	36	61	71	21	51	17
19%	20%	19%	19%	22%	18%	17%
29	10	27	26	7	15	10
8%	5%	8%	7%	7%	5%	9%
53	37	38	61	12	57	9
14%	21%	12%	16%	13%	20%	8%
103	46	88	97	28	67	27
27%	26%	27%	25%	30%	24%	26%

Social Media Inactive			
	58		
	65		
	2		
	4%		
	3		
	5%		
	37		
	63%		
	11		
	18%		
	6		
	10%		
	5		
	9%		
	17		
	28%		

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	253	247
	unw_base	500	274	226
Much stronger	freq	2	2	0
Much stronger	prop	%	1%	%
Somewhat stronger	freq	46	29	18
Somewhat stronger	prop	9%	11%	7%
About the same	freq	295	144	152
About the same	prop	59%	57%	61%
Somewhat weaker	freq	114	60	54
Somewhat weaker	prop	23%	24%	22%
Much weaker	freq	42	19	23
Much weaker	prop	8%	8%	9%
Top2Box	freq	48	30	18
Top2Box	prop	10%	12%	7%
Low2Box	freq	156	79	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	186	123	76	184	240	297
177	182	141	72	180	248	316
1	1	0	0	1	1	2
%	1%	%	%	1%	%	1%
11	17	18	3	12	31	37
6%	9%	15%	4%	7%	13%	12%
120	94	81	56	109	130	162
63%	51%	66%	73%	59%	54%	54%
42	56	16	13	44	57	69
22%	30%	13%	17%	24%	24%	23%
18	17	8	4	17	21	28
9%	9%	6%	6%	9%	9%	9%
12	18	18	3	14	31	39
6%	10%	15%	4%	7%	13%	13%
60	73	24	17	61	78	97
31%	39%	19%	22%	33%	33%	33%

South Korea

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
203	9	119	372	282	218	69
184	7	108	385	303	197	74
0	0	0	2	2	0	1
%	%	%	1%	1%	%	2%
10	0	5	41	31	16	15
5%	%	4%	11%	11%	7%	21%
134	8	84	204	157	139	38
66%	%	71%	55%	56%	64%	56%
45	2	20	93	69	45	13
22%	%	17%	25%	24%	21%	18%
15	0	10	32	24	18	3
7%	%	9%	9%	9%	8%	4%
10	0	5	43	33	16	16
5%	%	4%	12%	12%	7%	23%
60	2	30	125	93	63	15
29%	%	25%	34%	33%	29%	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
431	101	399	376	101	-	0
426	109	391	393	81	•	0
1	1	1	2	0	•	0
%	1%	%	1%	%		%
32	16	30	38	5	•	0
7%	16%	8%	10%	5%	•	%
257	57	239	210	68	•	0
60%	56%	60%	56%	68%		%
101	23	91	90	21		0
23%	23%	23%	24%	21%		%
40	4	38	35	7		0
9%	4%	10%	9%	7%		%
33	17	31	40	5	•	0
8%	17%	8%	11%	5%		%
141	27	129	125	27	•	0
33%	27%	32%	33%	27%		%

Social Media Inactive	
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	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1005	505	500
Much stronger	freq	8	4	4
Much stronger	prop	2%	2%	1%
Somewhat stronger	freq	93	46	47
Somewhat stronger	prop	19%	18%	19%
About the same	freq	318	161	157
About the same	prop	64%	64%	63%
Somewhat weaker	freq	51	24	27
Somewhat weaker	prop	10%	10%	11%
Much weaker	freq	31	17	14
Much weaker	prop	6%	7%	6%
Top2Box	freq	101	50	50
Top2Box	prop	20%	20%	20%
Low2Box	freq	82	41	41
Low2Box	prop	16%	16%	16%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
174	188	138	283	130	24	239
333	380	292	590	244	42	489
3	5	0	4	1	1	3
1%	3%	%	2%	1%	5%	1%
33	25	35	53	28	5	45
19%	13%	25%	19%	21%	20%	19%
117	127	73	173	84	16	147
67%	68%	53%	61%	65%	67%	62%
18	17	17	33	11	1	25
10%	9%	12%	12%	8%	6%	11%
4	14	13	19	6	1	19
2%	7%	9%	7%	5%	2%	8%
35	30	35	58	29	6	48
20%	16%	26%	20%	22%	25%	20%
22	30	30	52	17	2	44
12%	16%	21%	18%	13%	8%	18%

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
261	227	118	155	260	240	45
516	639	81	285	518	487	92
5	4	1	2	5	3	1
2%	2%	1%	1%	2%	1%	3%
48	43	23	27	46	47	12
18%	19%	19%	17%	18%	20%	28%
170	141	76	101	163	155	25
65%	62%	64%	66%	63%	64%	55%
26	24	11	16	27	24	4
10%	11%	9%	10%	11%	10%	8%
12	15	8	8	19	12	3
5%	7%	6%	5%	7%	5%	6%
53	47	24	29	51	50	14
20%	21%	21%	19%	20%	21%	31%
38	39	18	24	46	36	6
15%	17%	15%	16%	18%	15%	14%

	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	60	440	297	170	•	0
913	115	890	577	364		0
6	4	4	5	3	•	0
1%	6%	1%	2%	2%	•	%
80	12	81	50	35	•	0
18%	20%	18%	17%	21%		%
293	38	280	196	104	•	0
64%	63%	64%	66%	61%		%
48	4	47	28	19		0
10%	7%	11%	9%	11%		%
28	2	29	18	8		0
6%	3%	7%	6%	5%		%
87	16	85	55	39	•	0
19%	27%	19%	18%	23%		%
75	6	76	46	28		0
17%	10%	17%	15%	16%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
_	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	503	261	242
Much stronger	freq	12	10	2
Much stronger	prop	2%	4%	1%
Somewhat stronger	freq	44	24	20
Somewhat stronger	prop	9%	9%	8%
About the same	freq	391	191	201
About the same	prop	78%	75%	82%
Somewhat weaker	freq	48	26	22
Somewhat weaker	prop	10%	10%	9%
Much weaker	freq	5	3	2
Much weaker	prop	1%	1%	1%
Top2Box	freq	56	34	22
Top2Box	prop	11%	13%	9%
Low2Box	freq	53	29	23
Low2Box	prop	11%	12%	10%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
194	150	156	115	230	94	158
148	168	187	130	217	88	177
9	0	3	1	3	1	3
5%	%	2%	1%	1%	1%	2%
13	18	12	9	15	14	13
7%	12%	8%	8%	7%	15%	8%
162	113	117	91	188	69	123
83%	76%	75%	79%	82%	73%	77%
10	17	22	12	21	10	19
5%	11%	14%	11%	9%	10%	12%
0	2	2	0	2	0	0
%	1%	1%	%	1%	%	%
22	18	15	11	18	15	16
12%	12%	10%	9%	8%	16%	10%
10	18	24	13	24	10	20
5%	12%	16%	11%	10%	10%	13%

Sweden

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
342	108	232	160	323	177	76
326	323	78	102	337	166	66
9	2	3	7	0	12	0
3%	2%	1%	4%	%	7%	%
31	10	24	10	34	9	7
9%	10%	10%	6%	11%	5%	9%
269	82	179	130	252	140	61
79%	77%	77%	81%	78%	79%	81%
29	11	26	11	33	15	7
8%	10%	11%	7%	10%	9%	9%
4	2	0	3	4	1	0
1%	2%	%	2%	1%	1%	%
40	13	27	17	35	21	7
12%	12%	12%	10%	11%	12%	10%
33	13	26	14	36	16	7
10%	12%	11%	9%	11%	9%	9%

	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	109	391	381	89	•	0
437	88	415	349	98		0
12	0	12	5	7	•	0
3%	%	3%	1%	8%	•	%
36	13	31	37	6	•	0
9%	12%	8%	10%	7%	•	%
330	84	308	299	70	•	0
78%	77%	79%	79%	80%		%
41	12	36	36	5	•	0
10%	11%	9%	9%	5%	•	%
4	0	5	3	1	•	0
1%	%	1%	1%	1%	•	%
48	13	43	42	12		0
11%	12%	11%	11%	14%		%
46	12	41	39	6	•	0
11%	11%	10%	10%	6%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
_	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	253	247
	unw_base	502	291	211
Much stronger	freq	43	23	20
Much stronger	prop	9%	9%	8%
Somewhat stronger	freq	90	56	33
Somewhat stronger	prop	18%	22%	13%
About the same	freq	241	111	131
About the same	prop	48%	44%	53%
Somewhat weaker	freq	100	44	56
Somewhat weaker	prop	20%	18%	22%
Much weaker	freq	27	19	8
Much weaker	prop	5%	7%	3%
Top2Box	freq	132	79	53
Top2Box	prop	26%	31%	22%
Low2Box	freq	126	63	64
Low2Box	prop	25%	25%	26%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
242	166	92	11	143	345	271
293	158	51	12	136	354	263
26	12	6	3	16	23	17
11%	7%	6%	%	11%	7%	6%
43	31	16	4	28	58	56
18%	18%	18%	%	19%	17%	21%
124	75	42	4	74	163	126
51%	45%	46%	%	51%	47%	47%
37	36	27	0	17	83	53
15%	22%	29%	%	12%	24%	20%
13	12	2	0	8	18	19
5%	7%	2%	%	6%	5%	7%
68	42	22	7	44	81	73
28%	26%	24%	%	31%	24%	27%
49	49	28	0	26	101	72
20%	29%	31%	%	18%	29%	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
229	299	46	155	268	232	61
239	144	80	278	301	201	61
26	30	3	10	24	19	15
11%	10%	6%	6%	9%	8%	25%
34	59	9	22	55	34	12
15%	20%	19%	14%	21%	15%	20%
115	139	24	78	115	126	21
50%	47%	51%	50%	43%	54%	35%
47	60	8	32	55	45	10
20%	20%	18%	21%	20%	19%	16%
7	11	3	13	19	7	3
3%	4%	6%	8%	7%	3%	4%
60	89	12	32	79	53	27
26%	30%	25%	21%	29%	23%	45%
54	71	11	45	74	52	12
24%	24%	24%	29%	28%	23%	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
439	152	348	311	119	-	0
441	166	336	358	103	•	0
28	19	23	29	14	-	0
6%	13%	7%	9%	12%	•	%
77	38	51	65	14	•	0
18%	25%	15%	21%	12%	•	%
220	64	177	149	64	•	0
50%	42%	51%	48%	54%		%
90	20	80	48	21		0
21%	13%	23%	15%	17%	•	%
24	10	17	20	6		0
5%	7%	5%	6%	5%	•	%
105	58	75	94	28		0
24%	38%	21%	30%	23%		%
114	30	96	67	27		0
26%	20%	28%	22%	23%		%

Social Media Inactive	
	0
	0
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
	0
	%
_	0
	%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1002	510	492
Much stronger	freq	25	19	6
Much stronger	prop	5%	8%	2%
Somewhat stronger	freq	123	70	52
Somewhat stronger	prop	25%	28%	21%
About the same	freq	293	132	161
About the same	prop	59%	53%	64%
Somewhat weaker	freq	45	19	26
Somewhat weaker	prop	9%	8%	10%
Much weaker	freq	14	8	7
Much weaker	prop	3%	3%	3%
Top2Box	freq	147	89	58
Top2Box	prop	29%	36%	23%
Low2Box	freq	60	27	33
Low2Box	prop	12%	11%	13%

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	161	81	182	210	275
320	319	363	80	396	464	595
14	6	5	1	7	17	19
8%	4%	3%	1%	4%	8%	7%
51	42	30	19	42	56	61
28%	27%	19%	24%	23%	27%	22%
97	92	104	42	115	119	165
53%	58%	65%	51%	63%	57%	60%
16	13	16	14	12	15	22
9%	9%	10%	17%	7%	7%	8%
5	4	6	5	6	2	9
3%	2%	3%	6%	3%	1%	3%
65	48	34	20	49	73	80
36%	31%	21%	25%	27%	35%	29%
21	17	22	19	18	18	31
12%	11%	13%	23%	10%	8%	11%

US

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
225	233	127	141	273	227	68
407	357	351	294	551	451	150
6	9	3	13	21	4	12
3%	4%	2%	9%	8%	2%	18%
62	41	31	50	76	46	25
28%	18%	25%	36%	28%	21%	37%
128	149	77	67	145	148	27
57%	64%	60%	48%	53%	65%	40%
23	24	13	9	20	25	3
10%	10%	10%	6%	7%	11%	4%
6	9	4	1	11	3	0
3%	4%	3%	1%	4%	1%	1%
68	50	34	64	97	50	37
30%	21%	27%	45%	35%	22%	55%
29	33	16	10	31	28	3
13%	14%	13%	7%	11%	13%	5%

ewhat weaker, or much weaker than it is now?

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
432	90	410	309	149	89	71
852	194	808	650	262	187	143
13	16	9	23	1	12	2
3%	18%	2%	7%	1%	14%	3%
97	34	89	90	26	26	17
23%	38%	22%	29%	18%	29%	24%
266	33	259	166	97	42	39
62%	37%	63%	54%	65%	48%	55%
42	5	41	23	17	7	11
10%	5%	10%	8%	12%	8%	16%
14	1	13	7	7	1	2
3%	1%	3%	2%	5%	2%	2%
110	50	97	112	27	38	19
25%	56%	24%	36%	18%	43%	27%
56	6	54	30	24	8	13
13%	7%	13%	10%	16%	9%	18%

Social Media Inactive	US Region Northeast	US Region Midwest	US Region South	US Region West
92	91	110	184	115
185	169	223	354	256
0	4	4	10	6
%	5%	4%	6%	5%
16	22	31	43	27
17%	24%	29%	23%	23%
64	55	66	106	65
70%	61%	60%	58%	57%
9	8	7	17	14
10%	8%	6%	9%	12%
3	2	2	7	3
3%	2%	2%	4%	3%
16	26	35	53	33
17%	29%	32%	29%	28%
12	10	8	25	17
13%	11%	8%	13%	15%