

| All Demos                                                                                                         |          |         |             |               |              |           |           |                      |                         |                       |                        |                      |               |                  |                |                         |                        |                    |                   |                                            |                                           |                                  |                                |                     |                      |                       |
|-------------------------------------------------------------------------------------------------------------------|----------|---------|-------------|---------------|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|----------------------|---------------|------------------|----------------|-------------------------|------------------------|--------------------|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|-----------------------|
| B3 Now, thinking about our economic situation, how would you describe the current economic situation in? Is it... |          |         |             |               |              |           |           |                      |                         |                       |                        |                      |               |                  |                |                         |                        |                    |                   |                                            |                                           |                                  |                                |                     |                      |                       |
| Stub                                                                                                              | Stat     | Overall | Gender Male | Gender Female | Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married | Marital Status Other | Education Low | Education Medium | Education High | Chief Income Earner Yes | Chief Income Earner No | Business Owner Yes | Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive | Social Media Inactive |
|                                                                                                                   | base     | 12000   | 5989        | 6011          | 6071         | 3856      | 3073      | 2841                 | 4119                    | 3488                  | 5673                   | 6327                 | 3563          | 4508             | 3929           | 6596                    | 5404                   | 1484               | 10516             | 2494                                       | 9506                                      | 8057                             | 3006                           | 5022                | 3205                 | 2774                  |
|                                                                                                                   | unw_base | 17586   | 8616        | 8770          | 6396         | 5920      | 5264      | 3898                 | 6250                    | 5567                  | 8862                   | 8724                 | 3867          | 6848             | 6871           | 10173                   | 7413                   | 2189               | 15387             | 3679                                       | 13907                                     | 12303                            | 3832                           | 7148                | 4521                 | 4414                  |
| Very good                                                                                                         | freq     | 681     | 425         | 257           | 362          | 204       | 116       | 190                  | 206                     | 216                   | 413                    | 268                  | 168           | 204              | 310            | 464                     | 218                    | 218                | 464               | 301                                        | 381                                       | 519                              | 127                            | 372                 | 137                  | 112                   |
| Very good                                                                                                         | prop     | 6%      | 7%          | 4%            | 7%           | 5%        | 4%        | 7%                   | 6%                      | 6%                    | 7%                     | 4%                   | 5%            | 5%               | 8%             | 7%                      | 4%                     | 15%                | 6%                | 12%                                        | 6%                                        | 6%                               | 4%                             | 7%                  | 4%                   | 4%                    |
| Somewhat good                                                                                                     | freq     | 4033    | 2113        | 1920          | 1747         | 1258      | 1028      | 812                  | 1305                    | 1399                  | 2021                   | 2013                 | 966           | 1578             | 1490           | 2297                    | 1736                   | 491                | 3542              | 922                                        | 3112                                      | 2797                             | 914                            | 1619                | 970                  | 908                   |
| Somewhat good                                                                                                     | prop     | 34%     | 35%         | 32%           | 34%          | 33%       | 33%       | 29%                  | 32%                     | 40%                   | 36%                    | 32%                  | 27%           | 35%              | 38%            | 35%                     | 32%                    | 33%                | 34%               | 37%                                        | 33%                                       | 35%                              | 30%                            | 32%                 | 30%                  | 33%                   |
| Somewhat bad                                                                                                      | freq     | 4807    | 2295        | 2511          | 1931         | 1558      | 1318      | 1177                 | 1655                    | 1275                  | 2189                   | 2618                 | 1484          | 1847             | 1476           | 2530                    | 2277                   | 468                | 4340              | 814                                        | 3692                                      | 3142                             | 1261                           | 1886                | 1407                 | 1171                  |
| Somewhat bad                                                                                                      | prop     | 40%     | 38%         | 42%           | 38%          | 40%       | 43%       | 41%                  | 40%                     | 37%                   | 39%                    | 41%                  | 42%           | 41%              | 38%            | 38%                     | 42%                    | 31%                | 41%               | 33%                                        | 42%                                       | 30%                              | 42%                            | 38%                 | 44%                  | 42%                   |
| Very bad                                                                                                          | freq     | 2478    | 1158        | 1322          | 1031         | 836       | 611       | 662                  | 953                     | 595                   | 1050                   | 1428                 | 945           | 880              | 653            | 1304                    | 1174                   | 309                | 2170              | 457                                        | 2021                                      | 1599                             | 714                            | 1145                | 691                  | 582                   |
| Very bad                                                                                                          | prop     | 21%     | 19%         | 22%           | 20%          | 22%       | 20%       | 23%                  | 23%                     | 17%                   | 19%                    | 23%                  | 27%           | 20%              | 17%            | 20%                     | 22%                    | 21%                | 21%               | 18%                                        | 21%                                       | 20%                              | 24%                            | 23%                 | 22%                  | 21%                   |
| Top2Box                                                                                                           | freq     | 4715    | 2538        | 2177          | 2109         | 1462      | 1144      | 1002                 | 1511                    | 1617                  | 2434                   | 2281                 | 1133          | 1782             | 1800           | 2761                    | 1954                   | 709                | 4006              | 1222                                       | 3493                                      | 3316                             | 1041                           | 1981                | 1107                 | 1020                  |
| Top2Box                                                                                                           | prop     | 39%     | 42%         | 36%           | 42%          | 38%       | 37%       | 35%                  | 37%                     | 46%                   | 43%                    | 36%                  | 32%           | 40%              | 46%            | 42%                     | 36%                    | 46%                | 38%               | 48%                                        | 37%                                       | 41%                              | 35%                            | 40%                 | 35%                  | 37%                   |
| Low2Box                                                                                                           | freq     | 7285    | 3451        | 3834          | 2962         | 2394      | 1929      | 1839                 | 2608                    | 1870                  | 3239                   | 4046                 | 2429          | 2727             | 2129           | 3834                    | 3451                   | 775                | 6510              | 1271                                       | 6014                                      | 4741                             | 1965                           | 3031                | 2098                 | 1754                  |
| Low2Box                                                                                                           | prop     | 61%     | 58%         | 64%           | 58%          | 62%       | 63%       | 65%                  | 63%                     | 54%                   | 57%                    | 64%                  | 68%           | 60%              | 54%            | 58%                     | 64%                    | 52%                | 62%               | 51%                                        | 63%                                       | 59%                              | 65%                            | 60%                 | 65%                  | 63%                   |

|  |
|--|
|  |
|  |

| Stub          | Stat     | All Countries | Argentina | Australia |
|---------------|----------|---------------|-----------|-----------|
|               | base     | 12000         | 500       | 500       |
|               | unw_base | 17586         | 505       | 1004      |
| Very good     | freq     | 681           | 14        | 31        |
| Very good     | prop     | 6%            | 3%        | 6%        |
| Somewhat good | freq     | 4033          | 121       | 253       |
| Somewhat good | prop     | 34%           | 24%       | 51%       |
| Somewhat bad  | freq     | 4807          | 251       | 182       |
| Somewhat bad  | prop     | 40%           | 50%       | 36%       |
| Very bad      | freq     | 2478          | 115       | 34        |
| Very bad      | prop     | 21%           | 23%       | 7%        |
| Top2Box       | freq     | 4715          | 134       | 284       |
| Top2Box       | prop     | 39%           | 27%       | 57%       |
| Low2Box       | freq     | 7285          | 366       | 216       |
| Low2Box       | prop     | 61%           | 73%       | 43%       |

---



---

**B3 Now, thinking about our economic situation,**

---

| Belgium | Brazil | Canada | China | France | Germany | Great Britain |
|---------|--------|--------|-------|--------|---------|---------------|
| 500     | 500    | 500    | 500   | 500    | 500     | 500           |
| 500     | 1003   | 1002   | 1001  | 1002   | 1003    | 1001          |
| 7       | 11     | 19     | 46    | 12     | 37      | 15            |
| 1%      | 2%     | 4%     | 9%    | 2%     | 7%      | 3%            |
| 167     | 11     | 236    | 324   | 54     | 336     | 208           |
| 33%     | 2%     | 47%    | 65%   | 11%    | 67%     | 42%           |
| 254     | 106    | 214    | 119   | 300    | 115     | 225           |
| 51%     | 21%    | 43%    | 24%   | 60%    | 23%     | 45%           |
| 71      | 372    | 31     | 11    | 135    | 13      | 52            |
| 14%     | 74%    | 6%     | 2%    | 27%    | 3%      | 10%           |
| 175     | 22     | 255    | 370   | 65     | 372     | 223           |
| 35%     | 4%     | 51%    | 74%   | 13%    | 74%     | 45%           |
| 325     | 478    | 245    | 130   | 435    | 128     | 277           |
| 65%     | 96%    | 49%    | 26%   | 87%    | 26%     | 55%           |

---

**All Countries**

---

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

---

| Hungary | India | Israel | Italy | Japan | Mexico | Poland |
|---------|-------|--------|-------|-------|--------|--------|
| 500     | 500   | 500    | 500   | 500   | 500    | 500    |
| 500     | 501   | 502    | 1003  | 1005  | 507    | 504    |
| 2       | 84    | 15     | 12    | 8     | 7      | 20     |
| %       | 17%   | 3%     | 2%    | 2%    | 1%     | 4%     |
| 115     | 310   | 213    | 70    | 127   | 114    | 161    |
| 23%     | 62%   | 43%    | 14%   | 25%   | 23%    | 32%    |
| 264     | 83    | 224    | 273   | 258   | 213    | 252    |
| 53%     | 17%   | 45%    | 55%   | 52%   | 43%    | 50%    |
| 119     | 24    | 49     | 145   | 108   | 167    | 67     |
| 24%     | 5%    | 10%    | 29%   | 22%   | 33%    | 13%    |
| 117     | 393   | 228    | 82    | 135   | 121    | 181    |
| 23%     | 79%   | 46%    | 16%   | 27%   | 24%    | 36%    |
| 383     | 107   | 272    | 418   | 365   | 379    | 319    |
| 77%     | 21%   | 54%    | 84%   | 73%   | 76%    | 64%    |

| Russia | Saudi Arabia | South Africa | South Korea | Spain | Sweden | Turkey |
|--------|--------------|--------------|-------------|-------|--------|--------|
| 500    | 500          | 500          | 500         | 500   | 500    | 500    |
| 500    | 508          | 505          | 502         | 1000  | 517    | 505    |
| 10     | 213          | 4            | 6           | 10    | 31     | 26     |
| 2%     | 43%          | 1%           | 1%          | 2%    | 6%     | 5%     |
| 171    | 238          | 57           | 58          | 76    | 261    | 173    |
| 34%    | 48%          | 11%          | 12%         | 15%   | 52%    | 35%    |
| 238    | 38           | 231          | 246         | 202   | 166    | 159    |
| 48%    | 8%           | 46%          | 49%         | 40%   | 33%    | 32%    |
| 81     | 11           | 208          | 190         | 212   | 42     | 141    |
| 16%    | 2%           | 42%          | 38%         | 42%   | 8%     | 28%    |
| 181    | 451          | 61           | 65          | 86    | 292    | 200    |
| 36%    | 90%          | 12%          | 13%         | 17%   | 58%    | 40%    |
| 319    | 49           | 439          | 435         | 414   | 208    | 300    |
| 64%    | 10%          | 88%          | 87%         | 83%   | 42%    | 60%    |

|  |
|--|
|  |
|  |

| US   |
|------|
| 500  |
| 1006 |
| 44   |
| 9%   |
| 179  |
| 36%  |
| 196  |
| 39%  |
| 81   |
| 16%  |
| 223  |
| 45%  |
| 277  |
| 55%  |

**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 | 17586         | 2008          | 2015  |
| Very good     | freq     | 681           | 62            | 31    |
| Very good     | prop     | 6%            | 6%            | 2%    |
| Somewhat good | freq     | 4033          | 415           | 246   |
| Somewhat good | prop     | 34%           | 41%           | 16%   |
| Somewhat bad  | freq     | 4807          | 410           | 570   |
| Somewhat bad  | prop     | 40%           | 41%           | 38%   |
| Very bad      | freq     | 2478          | 112           | 653   |
| Very bad      | prop     | 21%           | 11%           | 44%   |
| Top2Box       | freq     | 4715          | 477           | 277   |
| Top2Box       | prop     | 39%           | 48%           | 18%   |
| Low2Box       | freq     | 7285          | 523           | 1223  |
| Low2Box       | prop     | 61%           | 52%           | 82%   |

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

| Europe | APAC | G-8  | BRIC | Middle East<br>Africa |
|--------|------|------|------|-----------------------|
| 4500   | 3000 | 4000 | 2000 | 2000                  |
| 7030   | 4513 | 7522 | 3005 | 2020                  |
| 145    | 184  | 156  | 150  | 258                   |
| 3%     | 6%   | 4%   | 7%   | 13%                   |
| 1448   | 1244 | 1380 | 817  | 681                   |
| 32%    | 41%  | 34%  | 41%  | 34%                   |
| 2050   | 1125 | 1818 | 546  | 652                   |
| 46%    | 38%  | 45%  | 27%  | 33%                   |
| 857    | 447  | 646  | 487  | 409                   |
| 19%    | 15%  | 16%  | 24%  | 20%                   |
| 1594   | 1428 | 1536 | 967  | 939                   |
| 35%    | 48%  | 38%  | 48%  | 47%                   |
| 2906   | 1572 | 2464 | 1033 | 1061                  |
| 65%    | 52%  | 62%  | 52%  | 53%                   |



|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 245         | 255           |
|               | unw_base | 505     | 228         | 277           |
| Very good     | freq     | 14      | 7           | 7             |
| Very good     | prop     | 3%      | 3%          | 3%            |
| Somewhat good | freq     | 121     | 57          | 64            |
| Somewhat good | prop     | 24%     | 23%         | 25%           |
| Somewhat bad  | freq     | 251     | 121         | 130           |
| Somewhat bad  | prop     | 50%     | 50%         | 51%           |
| Very bad      | freq     | 115     | 60          | 55            |
| Very bad      | prop     | 23%     | 24%         | 21%           |
| Top2Box       | freq     | 134     | 64          | 70            |
| Top2Box       | prop     | 27%     | 26%         | 28%           |
| Low2Box       | freq     | 366     | 181         | 184           |
| Low2Box       | prop     | 73%     | 74%         | 72%           |

---



---

**B3 Now, thinking about our economic situation,**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 248                     | 133              | 119              | 121                             | 129                                    | 167                                  | 139                                   |
| 290                     | 108              | 107              | 134                             | 128                                    | 154                                  | 124                                   |
| 11                      | 2                | 1                | 2                               | 6                                      | 5                                    | 1                                     |
| 4%                      | 1%               | 1%               | 2%                              | 5%                                     | 3%                                   | 1%                                    |
| 62                      | 31               | 28               | 28                              | 27                                     | 43                                   | 31                                    |
| 25%                     | 23%              | 23%              | 23%                             | 21%                                    | 26%                                  | 22%                                   |
| 125                     | 70               | 56               | 69                              | 63                                     | 77                                   | 69                                    |
| 50%                     | 52%              | 47%              | 57%                             | 49%                                    | 46%                                  | 50%                                   |
| 50                      | 31               | 34               | 22                              | 32                                     | 41                                   | 38                                    |
| 20%                     | 23%              | 28%              | 18%                             | 25%                                    | 24%                                  | 27%                                   |
| 73                      | 32               | 29               | 30                              | 33                                     | 49                                   | 32                                    |
| 29%                     | 24%              | 24%              | 25%                             | 26%                                    | 29%                                  | 23%                                   |
| 175                     | 101              | 90               | 91                              | 96                                     | 118                                  | 107                                   |
| 71%                     | 76%              | 76%              | 75%                             | 74%                                    | 71%                                  | 77%                                   |

---

**Argentina**

---

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

---

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 361                        | 170              | 205                 | 125               | 278                           | 222                          | 93                    |
| 381                        | 144              | 261                 | 100               | 263                           | 242                          | 89                    |
| 12                         | 4                | 5                   | 4                 | 8                             | 6                            | 5                     |
| 3%                         | 2%               | 3%                  | 3%                | 3%                            | 3%                           | 6%                    |
| 90                         | 43               | 48                  | 29                | 63                            | 58                           | 18                    |
| 25%                        | 25%              | 24%                 | 23%               | 23%                           | 26%                          | 19%                   |
| 182                        | 81               | 114                 | 56                | 137                           | 114                          | 44                    |
| 50%                        | 48%              | 55%                 | 45%               | 49%                           | 51%                          | 47%                   |
| 76                         | 41               | 38                  | 36                | 70                            | 44                           | 27                    |
| 21%                        | 24%              | 18%                 | 28%               | 25%                           | 20%                          | 29%                   |
| 102                        | 47               | 54                  | 33                | 71                            | 63                           | 23                    |
| 28%                        | 28%              | 26%                 | 26%               | 25%                           | 29%                          | 24%                   |
| 258                        | 123              | 151                 | 92                | 207                           | 158                          | 70                    |
| 72%                        | 72%              | 74%                 | 74%               | 75%                           | 71%                          | 76%                   |

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 407               | 130                                        | 370                                       | 328                              | 156                            | 359                 | 92                   |
| 416               | 125                                        | 380                                       | 319                              | 171                            | 361                 | 94                   |
| 8                 | 7                                          | 7                                         | 12                               | 1                              | 11                  | 1                    |
| 2%                | 5%                                         | 2%                                        | 4%                               | 1%                             | 3%                  | 1%                   |
| 103               | 31                                         | 89                                        | 73                               | 45                             | 93                  | 19                   |
| 25%               | 24%                                        | 24%                                       | 22%                              | 29%                            | 26%                 | 21%                  |
| 207               | 54                                         | 197                                       | 159                              | 80                             | 175                 | 51                   |
| 51%               | 41%                                        | 53%                                       | 49%                              | 51%                            | 49%                 | 55%                  |
| 88                | 38                                         | 76                                        | 83                               | 30                             | 80                  | 21                   |
| 22%               | 29%                                        | 21%                                       | 25%                              | 19%                            | 22%                 | 23%                  |
| 112               | 38                                         | 96                                        | 86                               | 46                             | 104                 | 20                   |
| 27%               | 29%                                        | 26%                                       | 26%                              | 30%                            | 29%                 | 22%                  |
| 295               | 92                                         | 273                                       | 242                              | 110                            | 254                 | 72                   |
| 73%               | 71%                                        | 74%                                       | 74%                              | 70%                            | 71%                 | 78%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 50                    |
| 50                    |
| 2                     |
| 4%                    |
| 8                     |
| 17%                   |
| 26                    |
| 52%                   |
| 14                    |
| 27%                   |
| 10                    |
| 21%                   |
| 40                    |
| 79%                   |

|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 248         | 252           |
|               | unw_base | 1004    | 390         | 614           |
| Very good     | freq     | 31      | 21          | 9             |
| Very good     | prop     | 6%      | 9%          | 4%            |
| Somewhat good | freq     | 253     | 128         | 125           |
| Somewhat good | prop     | 51%     | 52%         | 50%           |
| Somewhat bad  | freq     | 182     | 80          | 102           |
| Somewhat bad  | prop     | 36%     | 32%         | 40%           |
| Very bad      | freq     | 34      | 19          | 16            |
| Very bad      | prop     | 7%      | 8%          | 6%            |
| Top2Box       | freq     | 284     | 149         | 135           |
| Top2Box       | prop     | 57%     | 60%         | 53%           |
| Low2Box       | freq     | 216     | 99          | 117           |
| Low2Box       | prop     | 43%     | 40%         | 47%           |

---



---

**B3 Now, thinking about our economic situation,**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 197                     | 143              | 159              | 119                             | 251                                    | 130                                  | 233                                   |
| 208                     | 273              | 523              | 259                             | 497                                    | 248                                  | 533                                   |
| 18                      | 9                | 4                | 4                               | 18                                     | 9                                    | 15                                    |
| 9%                      | 6%               | 3%               | 3%                              | 7%                                     | 7%                                   | 7%                                    |
| 94                      | 76               | 83               | 55                              | 121                                    | 77                                   | 126                                   |
| 48%                     | 53%              | 52%              | 46%                             | 48%                                    | 59%                                  | 54%                                   |
| 69                      | 51               | 62               | 47                              | 96                                     | 39                                   | 79                                    |
| 35%                     | 36%              | 39%              | 39%                             | 38%                                    | 30%                                  | 34%                                   |
| 17                      | 7                | 10               | 14                              | 16                                     | 4                                    | 12                                    |
| 9%                      | 5%               | 6%               | 11%                             | 6%                                     | 3%                                   | 5%                                    |
| 112                     | 85               | 87               | 59                              | 139                                    | 86                                   | 142                                   |
| 57%                     | 59%              | 55%              | 49%                             | 55%                                    | 66%                                  | 61%                                   |
| 86                      | 59               | 72               | 60                              | 112                                    | 44                                   | 91                                    |
| 43%                     | 41%              | 45%              | 51%                             | 45%                                    | 34%                                  | 39%                                   |

---

**Australia**

---

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

---

| <b>Marital<br/>Status<br/>Other</b> | <b>Education<br/>Low</b> | <b>Education<br/>Medium</b> | <b>Education<br/>High</b> | <b>Chief<br/>Income<br/>Earner Yes</b> | <b>Chief<br/>Income<br/>Earner No</b> | <b>Business<br/>Owner Yes</b> |
|-------------------------------------|--------------------------|-----------------------------|---------------------------|----------------------------------------|---------------------------------------|-------------------------------|
| 267                                 | 158                      | 159                         | 184                       | 294                                    | 206                                   | 75                            |
| 471                                 | 305                      | 358                         | 341                       | 579                                    | 425                                   | 131                           |
| 15                                  | 11                       | 5                           | 15                        | 25                                     | 6                                     | 16                            |
| 6%                                  | 7%                       | 3%                          | 8%                        | 8%                                     | 3%                                    | 21%                           |
| 127                                 | 72                       | 77                          | 104                       | 143                                    | 110                                   | 34                            |
| 48%                                 | 46%                      | 48%                         | 57%                       | 49%                                    | 53%                                   | 45%                           |
| 103                                 | 64                       | 62                          | 56                        | 99                                     | 83                                    | 21                            |
| 38%                                 | 40%                      | 39%                         | 30%                       | 34%                                    | 40%                                   | 29%                           |
| 22                                  | 11                       | 15                          | 9                         | 27                                     | 7                                     | 4                             |
| 8%                                  | 7%                       | 9%                          | 5%                        | 9%                                     | 3%                                    | 5%                            |
| 142                                 | 83                       | 81                          | 119                       | 168                                    | 116                                   | 49                            |
| 53%                                 | 53%                      | 51%                         | 65%                       | 57%                                    | 56%                                   | 66%                           |
| 125                                 | 74                       | 77                          | 64                        | 126                                    | 90                                    | 25                            |
| 47%                                 | 47%                      | 49%                         | 35%                       | 43%                                    | 44%                                   | 34%                           |



| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 425               | 103                                        | 397                                       | 319                              | 111                            | 227                 | 125                  |
| 873               | 174                                        | 830                                       | 601                              | 188                            | 415                 | 241                  |
| 15                | 17                                         | 13                                        | 26                               | 3                              | 22                  | 4                    |
| 3%                | 17%                                        | 3%                                        | 8%                               | 3%                             | 10%                 | 3%                   |
| 220               | 51                                         | 202                                       | 163                              | 52                             | 115                 | 64                   |
| 52%               | 50%                                        | 51%                                       | 51%                              | 47%                            | 51%                 | 51%                  |
| 161               | 26                                         | 156                                       | 106                              | 48                             | 78                  | 52                   |
| 38%               | 25%                                        | 39%                                       | 33%                              | 43%                            | 34%                 | 42%                  |
| 30                | 9                                          | 26                                        | 24                               | 8                              | 13                  | 5                    |
| 7%                | 8%                                         | 6%                                        | 7%                               | 7%                             | 6%                  | 4%                   |
| 235               | 69                                         | 215                                       | 189                              | 55                             | 137                 | 67                   |
| 55%               | 67%                                        | 54%                                       | 59%                              | 50%                            | 60%                 | 54%                  |
| 191               | 35                                         | 182                                       | 130                              | 56                             | 90                  | 57                   |
| 45%               | 33%                                        | 46%                                       | 41%                              | 50%                            | 40%                 | 46%                  |

|  |
|--|
|  |
|  |

| Social<br>Media<br>Inactive |
|-----------------------------|
| 148                         |
| 348                         |
| 5                           |
| 3%                          |
| 75                          |
| 50%                         |
| 53                          |
| 35%                         |
| 16                          |
| 11%                         |
| 79                          |
| 54%                         |
| 69                          |
| 46%                         |

|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 252         | 248           |
|               | unw_base | 500     | 250         | 250           |
| Very good     | freq     | 7       | 5           | 3             |
| Very good     | prop     | 1%      | 2%          | 1%            |
| Somewhat good | freq     | 167     | 98          | 70            |
| Somewhat good | prop     | 33%     | 39%         | 28%           |
| Somewhat bad  | freq     | 254     | 120         | 134           |
| Somewhat bad  | prop     | 51%     | 48%         | 54%           |
| Very bad      | freq     | 71      | 30          | 42            |
| Very bad      | prop     | 14%     | 12%         | 17%           |
| Top2Box       | freq     | 175     | 102         | 73            |
| Top2Box       | prop     | 35%     | 41%         | 29%           |
| Low2Box       | freq     | 325     | 149         | 176           |
| Low2Box       | prop     | 65%     | 59%         | 71%           |

---



---

**B3 Now, thinking about our economic situation,**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 186                     | 155              | 159              | 131                             | 144                                    | 114                                  | 204                                   |
| 156                     | 174              | 170              | 119                             | 147                                    | 126                                  | 214                                   |
| 1                       | 3                | 3                | 3                               | 2                                      | 3                                    | 2                                     |
| 1%                      | 2%               | 2%               | 2%                              | 1%                                     | 2%                                   | 1%                                    |
| 68                      | 48               | 52               | 30                              | 51                                     | 48                                   | 72                                    |
| 36%                     | 31%              | 33%              | 23%                             | 35%                                    | 42%                                  | 36%                                   |
| 87                      | 82               | 85               | 75                              | 66                                     | 51                                   | 105                                   |
| 47%                     | 53%              | 54%              | 57%                             | 46%                                    | 45%                                  | 51%                                   |
| 30                      | 22               | 19               | 24                              | 25                                     | 12                                   | 24                                    |
| 16%                     | 14%              | 12%              | 18%                             | 17%                                    | 10%                                  | 12%                                   |
| 69                      | 51               | 55               | 32                              | 53                                     | 50                                   | 75                                    |
| 37%                     | 33%              | 34%              | 25%                             | 37%                                    | 44%                                  | 37%                                   |
| 117                     | 104              | 104              | 99                              | 91                                     | 63                                   | 129                                   |
| 63%                     | 67%              | 66%              | 75%                             | 63%                                    | 56%                                  | 63%                                   |

---

**Belgium**

---

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

---

| <b>Marital<br/>Status<br/>Other</b> | <b>Education<br/>Low</b> | <b>Education<br/>Medium</b> | <b>Education<br/>High</b> | <b>Chief<br/>Income<br/>Earner Yes</b> | <b>Chief<br/>Income<br/>Earner No</b> | <b>Business<br/>Owner Yes</b> |
|-------------------------------------|--------------------------|-----------------------------|---------------------------|----------------------------------------|---------------------------------------|-------------------------------|
| 296                                 | 146                      | 194                         | 161                       | 312                                    | 188                                   | 33                            |
| 286                                 | 66                       | 268                         | 166                       | 330                                    | 170                                   | 34                            |
| 5                                   | 2                        | .                           | 6                         | 7                                      | .                                     | 4                             |
| 2%                                  | 1%                       | .                           | 4%                        | 2%                                     | .                                     | 12%                           |
| 95                                  | 34                       | 66                          | 68                        | 110                                    | 57                                    | 11                            |
| 32%                                 | 23%                      | 34%                         | 42%                       | 35%                                    | 31%                                   | 32%                           |
| 149                                 | 82                       | 97                          | 74                        | 152                                    | 102                                   | 14                            |
| 50%                                 | 56%                      | 50%                         | 46%                       | 49%                                    | 54%                                   | 43%                           |
| 47                                  | 28                       | 31                          | 13                        | 43                                     | 29                                    | 5                             |
| 16%                                 | 19%                      | 16%                         | 8%                        | 14%                                    | 15%                                   | 13%                           |
| 100                                 | 36                       | 66                          | 73                        | 117                                    | 57                                    | 14                            |
| 34%                                 | 25%                      | 34%                         | 46%                       | 38%                                    | 31%                                   | 43%                           |
| 196                                 | 110                      | 128                         | 87                        | 194                                    | 131                                   | 19                            |
| 66%                                 | 75%                      | 66%                         | 54%                       | 62%                                    | 69%                                   | 57%                           |

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 467               | 64                                         | 436                                       | 299                              | 132                            | 141                 | 144                  |
| 466               | 67                                         | 433                                       | 325                              | 107                            | 140                 | 155                  |
| 4                 | 4                                          | 4                                         | 6                                | .                              | 4                   | 1                    |
| 1%                | 6%                                         | 1%                                        | 2%                               | .                              | 3%                  | 1%                   |
| 157               | 23                                         | 144                                       | 106                              | 34                             | 50                  | 51                   |
| 34%               | 36%                                        | 33%                                       | 35%                              | 26%                            | 36%                 | 36%                  |
| 239               | 32                                         | 221                                       | 143                              | 78                             | 68                  | 74                   |
| 51%               | 51%                                        | 51%                                       | 48%                              | 59%                            | 48%                 | 51%                  |
| 67                | 5                                          | 67                                        | 45                               | 21                             | 19                  | 18                   |
| 14%               | 7%                                         | 15%                                       | 15%                              | 16%                            | 14%                 | 12%                  |
| 161               | 27                                         | 148                                       | 111                              | 34                             | 54                  | 53                   |
| 34%               | 42%                                        | 34%                                       | 37%                              | 26%                            | 38%                 | 37%                  |
| 306               | 37                                         | 288                                       | 187                              | 98                             | 87                  | 92                   |
| 66%               | 58%                                        | 66%                                       | 63%                              | 74%                            | 62%                 | 63%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 214                   |
| 205                   |
| 2                     |
| 1%                    |
| 66                    |
| 31%                   |
| 112                   |
| 52%                   |
| 35                    |
| 16%                   |
| 68                    |
| 32%                   |
| 146                   |
| 68%                   |

|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 232         | 268           |
|               | unw_base | 1003    | 490         | 513           |
| Very good     | freq     | 11      | 10          | 1             |
| Very good     | prop     | 2%      | 4%          | 1%            |
| Somewhat good | freq     | 11      | 7           | 4             |
| Somewhat good | prop     | 2%      | 3%          | 2%            |
| Somewhat bad  | freq     | 106     | 57          | 49            |
| Somewhat bad  | prop     | 21%     | 24%         | 18%           |
| Very bad      | freq     | 372     | 158         | 213           |
| Very bad      | prop     | 74%     | 68%         | 80%           |
| Top2Box       | freq     | 22      | 17          | 6             |
| Top2Box       | prop     | 4%      | 7%          | 2%            |
| Low2Box       | freq     | 478     | 215         | 262           |
| Low2Box       | prop     | 96%     | 93%         | 98%           |



---



---

**B3 Now, thinking about our economic situation,**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 285                     | 148              | 67               | 83                              | 312                                    | 63                                   | 179                                   |
| 514                     | 310              | 179              | 116                             | 618                                    | 197                                  | 380                                   |
| 6                       | 4                | 1                | 4                               | 3                                      | 1                                    | 2                                     |
| 2%                      | 2%               | 2%               | 4%                              | 1%                                     | 1%                                   | 1%                                    |
| 6                       | 3                | 2                | 2                               | 8                                      | 2                                    | 5                                     |
| 2%                      | 2%               | 3%               | 2%                              | 3%                                     | 2%                                   | 3%                                    |
| 56                      | 37               | 14               | 23                              | 64                                     | 13                                   | 31                                    |
| 19%                     | 25%              | 21%              | 28%                             | 20%                                    | 21%                                  | 17%                                   |
| 217                     | 104              | 51               | 54                              | 238                                    | 47                                   | 140                                   |
| 76%                     | 71%              | 75%              | 66%                             | 76%                                    | 75%                                  | 78%                                   |
| 13                      | 7                | 3                | 5                               | 11                                     | 2                                    | 8                                     |
| 4%                      | 5%               | 4%               | 6%                              | 4%                                     | 3%                                   | 4%                                    |
| 272                     | 141              | 64               | 78                              | 301                                    | 60                                   | 171                                   |
| 96%                     | 95%              | 96%              | 94%                             | 96%                                    | 97%                                  | 96%                                   |

---

**Brazil**

---

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

---

| <b>Marital<br/>Status<br/>Other</b> | <b>Education<br/>Low</b> | <b>Education<br/>Medium</b> | <b>Education<br/>High</b> | <b>Chief<br/>Income<br/>Earner Yes</b> | <b>Chief<br/>Income<br/>Earner No</b> | <b>Business<br/>Owner Yes</b> |
|-------------------------------------|--------------------------|-----------------------------|---------------------------|----------------------------------------|---------------------------------------|-------------------------------|
| 321                                 | 157                      | 262                         | 81                        | 238                                    | 262                                   | 67                            |
| 623                                 | 94                       | 538                         | 371                       | 531                                    | 472                                   | 159                           |
| 9                                   | 6                        | 3                           | 2                         | 7                                      | 4                                     | 5                             |
| 3%                                  | 4%                       | 1%                          | 2%                        | 3%                                     | 1%                                    | 7%                            |
| 6                                   | .                        | 8                           | 4                         | 8                                      | 3                                     | 3                             |
| 2%                                  | .                        | 3%                          | 5%                        | 4%                                     | 1%                                    | 5%                            |
| 75                                  | 33                       | 57                          | 16                        | 50                                     | 56                                    | 18                            |
| 23%                                 | 21%                      | 22%                         | 19%                       | 21%                                    | 21%                                   | 26%                           |
| 231                                 | 118                      | 194                         | 60                        | 172                                    | 199                                   | 41                            |
| 72%                                 | 75%                      | 74%                         | 74%                       | 73%                                    | 76%                                   | 62%                           |
| 15                                  | 6                        | 11                          | 6                         | 16                                     | 7                                     | 8                             |
| 5%                                  | 4%                       | 4%                          | 7%                        | 7%                                     | 3%                                    | 12%                           |
| 306                                 | 151                      | 251                         | 76                        | 222                                    | 255                                   | 59                            |
| 95%                                 | 96%                      | 96%                         | 93%                       | 93%                                    | 97%                                   | 88%                           |

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 433               | 97                                         | 403                                       | 303                              | 185                            | 313                 | 122                  |
| 844               | 231                                        | 772                                       | 691                              | 288                            | 673                 | 223                  |
| 6                 | 5                                          | 6                                         | 6                                | 4                              | 5                   | 0                    |
| 1%                | 5%                                         | 1%                                        | 2%                               | 2%                             | 2%                  | %                    |
| 8                 | 5                                          | 7                                         | 9                                | 2                              | 10                  | 2                    |
| 2%                | 5%                                         | 2%                                        | 3%                               | 1%                             | 3%                  | 1%                   |
| 88                | 25                                         | 81                                        | 61                               | 42                             | 69                  | 25                   |
| 20%               | 26%                                        | 20%                                       | 20%                              | 23%                            | 22%                 | 20%                  |
| 331               | 62                                         | 309                                       | 226                              | 138                            | 229                 | 96                   |
| 76%               | 64%                                        | 77%                                       | 75%                              | 74%                            | 73%                 | 78%                  |
| 14                | 10                                         | 13                                        | 16                               | 6                              | 15                  | 2                    |
| 3%                | 10%                                        | 3%                                        | 5%                               | 3%                             | 5%                  | 1%                   |
| 419               | 88                                         | 390                                       | 287                              | 180                            | 298                 | 120                  |
| 97%               | 90%                                        | 97%                                       | 95%                              | 97%                            | 95%                 | 99%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 65                    |
| 107                   |
| 5                     |
| 8%                    |
| 0                     |
| %                     |
| 13                    |
| 19%                   |
| 47                    |
| 72%                   |
| 6                     |
| 8%                    |
| 60                    |
| 92%                   |

|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 242         | 258           |
|               | unw_base | 1002    | 482         | 520           |
| Very good     | freq     | 19      | 9           | 10            |
| Very good     | prop     | 4%      | 4%          | 4%            |
| Somewhat good | freq     | 236     | 116         | 120           |
| Somewhat good | prop     | 47%     | 48%         | 46%           |
| Somewhat bad  | freq     | 214     | 105         | 109           |
| Somewhat bad  | prop     | 43%     | 43%         | 42%           |
| Very bad      | freq     | 31      | 13          | 19            |
| Very bad      | prop     | 6%      | 5%          | 7%            |
| Top2Box       | freq     | 255     | 125         | 130           |
| Top2Box       | prop     | 51%     | 52%         | 50%           |
| Low2Box       | freq     | 245     | 117         | 128           |
| Low2Box       | prop     | 49%     | 48%         | 50%           |

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 171          | 154       | 175       | 83                   | 141                     | 215                   | 236                    |
| 305          | 309       | 388       | 133                  | 253                     | 508                   | 513                    |
| 8            | 6         | 5         | 1                    | 6                       | 8                     | 9                      |
| 5%           | 4%        | 3%        | 2%                   | 4%                      | 4%                    | 4%                     |
| 88           | 63        | 85        | 38                   | 65                      | 110                   | 116                    |
| 51%          | 41%       | 49%       | 46%                  | 46%                     | 51%                   | 49%                    |
| 56           | 79        | 79        | 35                   | 61                      | 88                    | 104                    |
| 32%          | 51%       | 45%       | 42%                  | 44%                     | 41%                   | 44%                    |
| 19           | 6         | 6         | 8                    | 9                       | 9                     | 8                      |
| 11%          | 4%        | 4%        | 10%                  | 6%                      | 4%                    | 3%                     |
| 96           | 69        | 89        | 40                   | 70                      | 118                   | 125                    |
| 56%          | 45%       | 51%       | 48%                  | 50%                     | 55%                   | 53%                    |
| 75           | 85        | 85        | 43                   | 70                      | 97                    | 112                    |
| 44%          | 55%       | 49%       | 52%                  | 50%                     | 45%                   | 47%                    |

## Canada

Thinking about our economic situation, how would you describe the current economic situation?

| Marital Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|-------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 264                     | 227              | 196                 | 77                | 257                           | 243                          | 59                    |
| 489                     | 185              | 430                 | 387               | 561                           | 441                          | 126                   |
| 10                      | 11               | 4                   | 3                 | 10                            | 9                            | 5                     |
| 4%                      | 5%               | 2%                  | 4%                | 4%                            | 4%                           | 9%                    |
| 120                     | 93               | 100                 | 43                | 115                           | 121                          | 26                    |
| 46%                     | 41%              | 51%                 | 56%               | 45%                           | 50%                          | 44%                   |
| 110                     | 105              | 83                  | 26                | 119                           | 95                           | 22                    |
| 42%                     | 46%              | 42%                 | 34%               | 46%                           | 39%                          | 37%                   |
| 23                      | 18               | 9                   | 4                 | 13                            | 19                           | 6                     |
| 9%                      | 8%               | 5%                  | 6%                | 5%                            | 8%                           | 10%                   |
| 130                     | 104              | 104                 | 47                | 125                           | 130                          | 31                    |
| 49%                     | 46%              | 53%                 | 61%               | 49%                           | 53%                          | 53%                   |
| 134                     | 123              | 92                  | 30                | 132                           | 113                          | 28                    |
| 51%                     | 54%              | 47%                 | 39%               | 51%                           | 47%                          | 47%                   |

situation in? Is it...

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 441               | 78                                         | 422                                       | 307                              | 133                            | 209                 | 145                  |
| 876               | 175                                        | 827                                       | 668                              | 199                            | 426                 | 285                  |
| 13                | 3                                          | 16                                        | 12                               | 5                              | 12                  | 5                    |
| 3%                | 4%                                         | 4%                                        | 4%                               | 4%                             | 6%                  | 3%                   |
| 210               | 36                                         | 200                                       | 146                              | 57                             | 99                  | 63                   |
| 48%               | 46%                                        | 47%                                       | 48%                              | 43%                            | 47%                 | 43%                  |
| 192               | 32                                         | 182                                       | 129                              | 60                             | 81                  | 71                   |
| 44%               | 41%                                        | 43%                                       | 42%                              | 45%                            | 39%                 | 49%                  |
| 26                | 7                                          | 24                                        | 19                               | 11                             | 16                  | 7                    |
| 6%                | 9%                                         | 6%                                        | 6%                               | 8%                             | 8%                  | 5%                   |
| 223               | 39                                         | 216                                       | 159                              | 62                             | 111                 | 67                   |
| 51%               | 50%                                        | 51%                                       | 52%                              | 47%                            | 53%                 | 47%                  |
| 217               | 39                                         | 206                                       | 148                              | 71                             | 98                  | 77                   |
| 49%               | 50%                                        | 49%                                       | 48%                              | 53%                            | 47%                 | 53%                  |



|  |
|--|
|  |
|  |

| Social Media Inactive | Canada Region Quebec | Canada Region Praries | Canada Region British Columbia | Canada Region Ontario | Canada Region Atlantic | Canada Region Alberta |
|-----------------------|----------------------|-----------------------|--------------------------------|-----------------------|------------------------|-----------------------|
| 147                   | 120                  | 32                    | 67                             | 192                   | 36                     | 53                    |
| 291                   | 264                  | 76                    | 117                            | 359                   | 62                     | 124                   |
| 2                     | 6                    | 1                     | 2                              | 7                     | 1                      | 2                     |
| 1%                    | 5%                   | 2%                    | 4%                             | 3%                    | 3%                     | 4%                    |
| 74                    | 55                   | 16                    | 40                             | 93                    | 15                     | 17                    |
| 51%                   | 46%                  | 50%                   | 60%                            | 48%                   | 42%                    | 32%                   |
| 62                    | 55                   | 15                    | 21                             | 80                    | 17                     | 26                    |
| 42%                   | 46%                  | 46%                   | 31%                            | 42%                   | 48%                    | 50%                   |
| 9                     | 5                    | 1                     | 4                              | 12                    | 2                      | 7                     |
| 6%                    | 4%                   | 2%                    | 6%                             | 6%                    | 7%                     | 14%                   |
| 76                    | 60                   | 17                    | 42                             | 99                    | 16                     | 19                    |
| 52%                   | 50%                  | 52%                   | 63%                            | 52%                   | 46%                    | 36%                   |
| 71                    | 60                   | 15                    | 25                             | 92                    | 19                     | 34                    |
| 48%                   | 50%                  | 48%                   | 37%                            | 48%                   | 54%                    | 64%                   |

|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 255         | 245           |
|               | unw_base | 1001    | 505         | 496           |
| Very good     | freq     | 46      | 25          | 20            |
| Very good     | prop     | 9%      | 10%         | 8%            |
| Somewhat good | freq     | 324     | 150         | 175           |
| Somewhat good | prop     | 65%     | 59%         | 71%           |
| Somewhat bad  | freq     | 119     | 72          | 48            |
| Somewhat bad  | prop     | 24%     | 28%         | 19%           |
| Very bad      | freq     | 11      | 7           | 3             |
| Very bad      | prop     | 2%      | 3%          | 1%            |
| Top2Box       | freq     | 370     | 175         | 195           |
| Top2Box       | prop     | 74%     | 69%         | 79%           |
| Low2Box       | freq     | 130     | 79          | 51            |
| Low2Box       | prop     | 26%     | 31%         | 21%           |

---



---

**B3 Now, thinking about our economic situation,**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 209                     | 203              | 88               | 38                              | 143                                    | 319                                  | 358                                   |
| 573                     | 334              | 94               | 83                              | 297                                    | 621                                  | 652                                   |
| 24                      | 17               | 5                | 2                               | 10                                     | 33                                   | 35                                    |
| 12%                     | 8%               | 5%               | 5%                              | 7%                                     | 10%                                  | 10%                                   |
| 139                     | 123              | 63               | 23                              | 91                                     | 210                                  | 232                                   |
| 67%                     | 60%              | 71%              | 62%                             | 63%                                    | 66%                                  | 65%                                   |
| 42                      | 57               | 19               | 11                              | 39                                     | 69                                   | 84                                    |
| 20%                     | 28%              | 22%              | 30%                             | 27%                                    | 22%                                  | 23%                                   |
| 3                       | 6                | 1                | 1                               | 3                                      | 6                                    | 7                                     |
| 2%                      | 3%               | 1%               | 2%                              | 2%                                     | 2%                                   | 2%                                    |
| 163                     | 139              | 67               | 25                              | 101                                    | 243                                  | 267                                   |
| 78%                     | 69%              | 77%              | 68%                             | 71%                                    | 76%                                  | 75%                                   |
| 46                      | 64               | 20               | 12                              | 42                                     | 76                                   | 91                                    |
| 22%                     | 31%              | 23%              | 32%                             | 29%                                    | 24%                                  | 25%                                   |

## China

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 142                        | .                | 417                 | 83                | 316                           | 184                          | 71                    |
| 349                        | .                | 821                 | 180               | 606                           | 395                          | 158                   |
| 11                         | .                | 38                  | 7                 | 35                            | 11                           | 18                    |
| 8%                         | .                | 9%                  | 9%                | 11%                           | 6%                           | 25%                   |
| 92                         | .                | 271                 | 53                | 199                           | 125                          | 45                    |
| 65%                        | .                | 65%                 | 64%               | 63%                           | 68%                          | 63%                   |
| 36                         | .                | 101                 | 18                | 75                            | 44                           | 8                     |
| 25%                        | .                | 24%                 | 22%               | 24%                           | 24%                          | 11%                   |
| 3                          | .                | 6                   | 4                 | 7                             | 4                            | 1                     |
| 2%                         | .                | 2%                  | 5%                | 2%                            | 2%                           | 1%                    |
| 103                        | .                | 309                 | 61                | 234                           | 136                          | 63                    |
| 73%                        | .                | 74%                 | 73%               | 74%                           | 74%                          | 88%                   |
| 39                         | .                | 108                 | 22                | 82                            | 48                           | 8                     |
| 27%                        | .                | 26%                 | 27%               | 26%                           | 26%                          | 12%                   |

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 429               | 168                                        | 332                                       | 426                              | 40                             | .                   | .                    |
| 843               | 357                                        | 644                                       | 865                              | 95                             | .                   | .                    |
| 28                | 27                                         | 19                                        | 42                               | 3                              | .                   | .                    |
| 6%                | 16%                                        | 6%                                        | 10%                              | 7%                             | .                   | .                    |
| 280               | 107                                        | 217                                       | 270                              | 29                             | .                   | .                    |
| 65%               | 64%                                        | 65%                                       | 63%                              | 72%                            | .                   | .                    |
| 112               | 31                                         | 89                                        | 105                              | 8                              | .                   | .                    |
| 26%               | 18%                                        | 27%                                       | 25%                              | 19%                            | .                   | .                    |
| 10                | 3                                          | 7                                         | 10                               | 1                              | .                   | .                    |
| 2%                | 2%                                         | 2%                                        | 2%                               | 2%                             | .                   | .                    |
| 307               | 134                                        | 236                                       | 312                              | 32                             | .                   | .                    |
| 72%               | 80%                                        | 71%                                       | 73%                              | 79%                            | .                   | .                    |
| 122               | 34                                         | 96                                        | 115                              | 9                              | .                   | .                    |
| 28%               | 20%                                        | 29%                                       | 27%                              | 21%                            | .                   | .                    |



|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 247         | 253           |
|               | unw_base | 1002    | 458         | 544           |
| Very good     | freq     | 12      | 6           | 5             |
| Very good     | prop     | 2%      | 3%          | 2%            |
| Somewhat good | freq     | 54      | 39          | 14            |
| Somewhat good | prop     | 11%     | 16%         | 6%            |
| Somewhat bad  | freq     | 300     | 137         | 162           |
| Somewhat bad  | prop     | 60%     | 56%         | 64%           |
| Very bad      | freq     | 135     | 64          | 71            |
| Very bad      | prop     | 27%     | 26%         | 28%           |
| Top2Box       | freq     | 65      | 46          | 20            |
| Top2Box       | prop     | 13%     | 19%         | 8%            |
| Low2Box       | freq     | 435     | 201         | 233           |
| Low2Box       | prop     | 87%     | 81%         | 92%           |

---



---

**B3 Now, thinking about our economic situation,**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 185                     | 149              | 166              | 105                             | 214                                    | 99                                   | 230                                   |
| 314                     | 366              | 322              | 147                             | 447                                    | 281                                  | 488                                   |
| 11                      | 1                | 0                | 11                              | 1                                      | .                                    | 4                                     |
| 6%                      | %                | %                | 10%                             | %                                      | .                                    | 2%                                    |
| 29                      | 15               | 11               | 12                              | 16                                     | 11                                   | 22                                    |
| 15%                     | 10%              | 6%               | 12%                             | 8%                                     | 11%                                  | 9%                                    |
| 105                     | 94               | 101              | 50                              | 131                                    | 67                                   | 136                                   |
| 57%                     | 63%              | 61%              | 48%                             | 61%                                    | 68%                                  | 59%                                   |
| 40                      | 40               | 55               | 31                              | 66                                     | 21                                   | 68                                    |
| 22%                     | 27%              | 33%              | 30%                             | 31%                                    | 21%                                  | 30%                                   |
| 39                      | 15               | 11               | 23                              | 17                                     | 11                                   | 26                                    |
| 21%                     | 10%              | 7%               | 22%                             | 8%                                     | 11%                                  | 11%                                   |
| 145                     | 134              | 155              | 82                              | 197                                    | 88                                   | 204                                   |
| 79%                     | 90%              | 93%              | 78%                             | 92%                                    | 89%                                  | 89%                                   |



## France

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 270                        | 133              | 219                 | 147               | 282                           | 218                          | 23                    |
| 514                        | 46               | 368                 | 588               | 633                           | 369                          | 42                    |
| 8                          | 9                | 1                   | 1                 | 10                            | 1                            | 1                     |
| 3%                         | 7%               | %                   | 1%                | 4%                            | 1%                           | 3%                    |
| 32                         | 20               | 16                  | 18                | 29                            | 25                           | 8                     |
| 12%                        | 15%              | 7%                  | 12%               | 10%                           | 11%                          | 36%                   |
| 164                        | 67               | 136                 | 97                | 165                           | 134                          | 6                     |
| 61%                        | 50%              | 62%                 | 66%               | 59%                           | 62%                          | 28%                   |
| 67                         | 37               | 67                  | 31                | 77                            | 58                           | 7                     |
| 25%                        | 28%              | 30%                 | 21%               | 27%                           | 27%                          | 33%                   |
| 40                         | 29               | 17                  | 19                | 39                            | 26                           | 9                     |
| 15%                        | 22%              | 8%                  | 13%               | 14%                           | 12%                          | 39%                   |
| 230                        | 104              | 202                 | 128               | 242                           | 192                          | 14                    |
| 85%                        | 78%              | 92%                 | 87%               | 86%                           | 88%                          | 61%                   |

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 477               | 52                                         | 448                                       | 306                              | 123                            | 169                 | 150                  |
| 960               | 121                                        | 881                                       | 732                              | 171                            | 304                 | 329                  |
| 11                | 7                                          | 5                                         | 11                               | 0                              | 11                  | 0                    |
| 2%                | 13%                                        | 1%                                        | 4%                               | %                              | 7%                  | %                    |
| 46                | 10                                         | 44                                        | 28                               | 20                             | 26                  | 12                   |
| 10%               | 19%                                        | 10%                                       | 9%                               | 16%                            | 16%                 | 8%                   |
| 293               | 21                                         | 278                                       | 188                              | 68                             | 88                  | 103                  |
| 61%               | 41%                                        | 62%                                       | 61%                              | 55%                            | 52%                 | 69%                  |
| 128               | 14                                         | 121                                       | 79                               | 34                             | 43                  | 35                   |
| 27%               | 27%                                        | 27%                                       | 26%                              | 28%                            | 26%                 | 23%                  |
| 57                | 17                                         | 49                                        | 39                               | 21                             | 38                  | 12                   |
| 12%               | 32%                                        | 11%                                       | 13%                              | 17%                            | 22%                 | 8%                   |
| 421               | 36                                         | 399                                       | 267                              | 103                            | 131                 | 138                  |
| 88%               | 68%                                        | 89%                                       | 87%                              | 83%                            | 78%                 | 92%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 180                   |
| 369                   |
| .                     |
| .                     |
| 15                    |
| 8%                    |
| 108                   |
| 60%                   |
| 57                    |
| 31%                   |
| 15                    |
| 8%                    |
| 165                   |
| 92%                   |

|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 253         | 247           |
|               | unw_base | 1003    | 493         | 510           |
| Very good     | freq     | 37      | 25          | 11            |
| Very good     | prop     | 7%      | 10%         | 5%            |
| Somewhat good | freq     | 336     | 178         | 157           |
| Somewhat good | prop     | 67%     | 70%         | 64%           |
| Somewhat bad  | freq     | 115     | 46          | 69            |
| Somewhat bad  | prop     | 23%     | 18%         | 28%           |
| Very bad      | freq     | 13      | 4           | 9             |
| Very bad      | prop     | 3%      | 1%          | 4%            |
| Top2Box       | freq     | 372     | 204         | 169           |
| Top2Box       | prop     | 74%     | 80%         | 69%           |
| Low2Box       | freq     | 128     | 50          | 78            |
| Low2Box       | prop     | 26%     | 20%         | 31%           |

---



---

**B3 Now, thinking about our economic situation,**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 171                     | 160              | 169              | 120                             | 129                                    | 191                                  | 184                                   |
| 251                     | 387              | 365              | 222                             | 261                                    | 412                                  | 411                                   |
| 13                      | 11               | 12               | 9                               | 6                                      | 19                                   | 13                                    |
| 8%                      | 7%               | 7%               | 7%                              | 5%                                     | 10%                                  | 7%                                    |
| 119                     | 105              | 112              | 67                              | 90                                     | 138                                  | 129                                   |
| 70%                     | 65%              | 66%              | 56%                             | 70%                                    | 72%                                  | 70%                                   |
| 35                      | 40               | 40               | 40                              | 31                                     | 30                                   | 38                                    |
| 20%                     | 25%              | 24%              | 33%                             | 24%                                    | 16%                                  | 20%                                   |
| 4                       | 4                | 5                | 5                               | 3                                      | 4                                    | 5                                     |
| 2%                      | 3%               | 3%               | 4%                              | 2%                                     | 2%                                   | 3%                                    |
| 132                     | 116              | 124              | 76                              | 96                                     | 157                                  | 142                                   |
| 78%                     | 72%              | 73%              | 63%                             | 74%                                    | 82%                                  | 77%                                   |
| 38                      | 44               | 45               | 45                              | 33                                     | 34                                   | 42                                    |
| 22%                     | 28%              | 27%              | 37%                             | 26%                                    | 18%                                  | 23%                                   |

---

**Germany**

---

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

---

| <b>Marital<br/>Status<br/>Other</b> | <b>Education<br/>Low</b> | <b>Education<br/>Medium</b> | <b>Education<br/>High</b> | <b>Chief<br/>Income<br/>Earner Yes</b> | <b>Chief<br/>Income<br/>Earner No</b> | <b>Business<br/>Owner Yes</b> |
|-------------------------------------|--------------------------|-----------------------------|---------------------------|----------------------------------------|---------------------------------------|-------------------------------|
| 316                                 | 87                       | 286                         | 127                       | 341                                    | 159                                   | 36                            |
| 592                                 | 52                       | 709                         | 242                       | 698                                    | 305                                   | 81                            |
| 24                                  | 3                        | 22                          | 12                        | 26                                     | 10                                    | 2                             |
| 8%                                  | 3%                       | 8%                          | 10%                       | 8%                                     | 7%                                    | 7%                            |
| 207                                 | 46                       | 192                         | 97                        | 228                                    | 107                                   | 24                            |
| 65%                                 | 53%                      | 67%                         | 77%                       | 67%                                    | 67%                                   | 66%                           |
| 77                                  | 37                       | 62                          | 16                        | 80                                     | 35                                    | 8                             |
| 24%                                 | 42%                      | 22%                         | 12%                       | 23%                                    | 22%                                   | 22%                           |
| 8                                   | 1                        | 10                          | 1                         | 6                                      | 6                                     | 2                             |
| 2%                                  | 2%                       | 3%                          | 1%                        | 2%                                     | 4%                                    | 5%                            |
| 231                                 | 49                       | 214                         | 109                       | 255                                    | 118                                   | 26                            |
| 73%                                 | 56%                      | 75%                         | 86%                       | 75%                                    | 74%                                   | 73%                           |
| 85                                  | 38                       | 72                          | 17                        | 86                                     | 42                                    | 10                            |
| 27%                                 | 44%                      | 25%                         | 14%                       | 25%                                    | 26%                                   | 27%                           |

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 464               | 85                                         | 415                                       | 332                              | 139                            | 141                 | 176                  |
| 922               | 189                                        | 814                                       | 711                              | 222                            | 289                 | 348                  |
| 34                | 10                                         | 26                                        | 23                               | 11                             | 15                  | 15                   |
| 7%                | 12%                                        | 6%                                        | 7%                               | 8%                             | 10%                 | 9%                   |
| 312               | 58                                         | 278                                       | 231                              | 88                             | 90                  | 120                  |
| 67%               | 67%                                        | 67%                                       | 70%                              | 63%                            | 64%                 | 68%                  |
| 107               | 15                                         | 100                                       | 71                               | 34                             | 31                  | 37                   |
| 23%               | 18%                                        | 24%                                       | 21%                              | 25%                            | 22%                 | 21%                  |
| 11                | 2                                          | 10                                        | 6                                | 6                              | 5                   | 3                    |
| 2%                | 3%                                         | 3%                                        | 2%                               | 4%                             | 4%                  | 2%                   |
| 347               | 68                                         | 304                                       | 255                              | 99                             | 105                 | 136                  |
| 75%               | 80%                                        | 73%                                       | 77%                              | 71%                            | 74%                 | 77%                  |
| 118               | 17                                         | 110                                       | 77                               | 40                             | 36                  | 40                   |
| 25%               | 20%                                        | 27%                                       | 23%                              | 29%                            | 26%                 | 23%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 183                   |
| 366                   |
| 7                     |
| 4%                    |
| 125                   |
| 68%                   |
| 46                    |
| 25%                   |
| 4                     |
| 2%                    |
| 132                   |
| 72%                   |
| 51                    |
| 28%                   |



|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 249         | 251           |
|               | unw_base | 1001    | 507         | 494           |
| Very good     | freq     | 15      | 9           | 6             |
| Very good     | prop     | 3%      | 4%          | 3%            |
| Somewhat good | freq     | 208     | 103         | 105           |
| Somewhat good | prop     | 42%     | 41%         | 42%           |
| Somewhat bad  | freq     | 225     | 108         | 117           |
| Somewhat bad  | prop     | 45%     | 43%         | 47%           |
| Very bad      | freq     | 52      | 30          | 22            |
| Very bad      | prop     | 10%     | 12%         | 9%            |
| Top2Box       | freq     | 223     | 112         | 112           |
| Top2Box       | prop     | 45%     | 45%         | 45%           |
| Low2Box       | freq     | 277     | 138         | 139           |
| Low2Box       | prop     | 55%     | 55%         | 55%           |

---



---

**B3 Now, thinking about our economic situation,**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 196                     | 154              | 150              | 67                              | 262                                    | 135                                  | 226                                   |
| 302                     | 353              | 346              | 133                             | 526                                    | 269                                  | 491                                   |
| 9                       | 3                | 3                | 1                               | 6                                      | 8                                    | 9                                     |
| 4%                      | 2%               | 2%               | 2%                              | 2%                                     | 6%                                   | 4%                                    |
| 84                      | 62               | 62               | 17                              | 112                                    | 65                                   | 98                                    |
| 43%                     | 40%              | 42%              | 25%                             | 43%                                    | 48%                                  | 43%                                   |
| 86                      | 71               | 68               | 35                              | 121                                    | 50                                   | 100                                   |
| 44%                     | 46%              | 45%              | 53%                             | 46%                                    | 37%                                  | 44%                                   |
| 17                      | 18               | 17               | 13                              | 24                                     | 12                                   | 19                                    |
| 9%                      | 12%              | 11%              | 20%                             | 9%                                     | 9%                                   | 8%                                    |
| 93                      | 65               | 65               | 18                              | 117                                    | 73                                   | 106                                   |
| 47%                     | 42%              | 44%              | 27%                             | 45%                                    | 54%                                  | 47%                                   |
| 104                     | 89               | 84               | 49                              | 145                                    | 62                                   | 119                                   |
| 53%                     | 58%              | 56%              | 73%                             | 55%                                    | 46%                                  | 53%                                   |

---

**Great Britain**

---

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

---

| <b>Marital<br/>Status<br/>Other</b> | <b>Education<br/>Low</b> | <b>Education<br/>Medium</b> | <b>Education<br/>High</b> | <b>Chief<br/>Income<br/>Earner Yes</b> | <b>Chief<br/>Income<br/>Earner No</b> | <b>Business<br/>Owner Yes</b> |
|-------------------------------------|--------------------------|-----------------------------|---------------------------|----------------------------------------|---------------------------------------|-------------------------------|
| 274                                 | 146                      | 114                         | 240                       | 297                                    | 203                                   | 43                            |
| 510                                 | 294                      | 217                         | 490                       | 622                                    | 379                                   | 92                            |
| 6                                   | 4                        | 5                           | 6                         | 11                                     | 5                                     | 6                             |
| 2%                                  | 3%                       | 4%                          | 3%                        | 4%                                     | 2%                                    | 14%                           |
| 110                                 | 50                       | 47                          | 111                       | 128                                    | 80                                    | 20                            |
| 40%                                 | 34%                      | 41%                         | 46%                       | 43%                                    | 39%                                   | 46%                           |
| 125                                 | 72                       | 49                          | 104                       | 125                                    | 100                                   | 11                            |
| 45%                                 | 49%                      | 43%                         | 43%                       | 42%                                    | 49%                                   | 25%                           |
| 33                                  | 20                       | 13                          | 20                        | 34                                     | 18                                    | 7                             |
| 12%                                 | 14%                      | 11%                         | 8%                        | 11%                                    | 9%                                    | 15%                           |
| 117                                 | 54                       | 52                          | 117                       | 139                                    | 84                                    | 26                            |
| 43%                                 | 37%                      | 46%                         | 49%                       | 47%                                    | 42%                                   | 60%                           |
| 157                                 | 92                       | 62                          | 123                       | 159                                    | 118                                   | 17                            |
| 57%                                 | 63%                      | 54%                         | 51%                       | 53%                                    | 58%                                   | 40%                           |

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 457               | 62                                         | 438                                       | 341                              | 123                            | 196                 | 126                  |
| 909               | 133                                        | 868                                       | 689                              | 229                            | 380                 | 257                  |
| 9                 | 8                                          | 8                                         | 13                               | 2                              | 9                   | 5                    |
| 2%                | 12%                                        | 2%                                        | 4%                               | 2%                             | 5%                  | 4%                   |
| 188               | 29                                         | 179                                       | 151                              | 42                             | 80                  | 52                   |
| 41%               | 46%                                        | 41%                                       | 44%                              | 34%                            | 41%                 | 41%                  |
| 214               | 17                                         | 208                                       | 144                              | 62                             | 83                  | 59                   |
| 47%               | 27%                                        | 47%                                       | 42%                              | 51%                            | 43%                 | 46%                  |
| 46                | 9                                          | 43                                        | 33                               | 16                             | 23                  | 11                   |
| 10%               | 15%                                        | 10%                                       | 10%                              | 13%                            | 12%                 | 8%                   |
| 197               | 36                                         | 187                                       | 164                              | 44                             | 89                  | 57                   |
| 43%               | 58%                                        | 43%                                       | 48%                              | 36%                            | 46%                 | 45%                  |
| 259               | 26                                         | 251                                       | 178                              | 79                             | 106                 | 69                   |
| 57%               | 42%                                        | 57%                                       | 52%                              | 64%                            | 54%                 | 55%                  |

|  |
|--|
|  |
|  |

| Social<br>Media<br>Inactive |
|-----------------------------|
| 178                         |
| 364                         |
| 1                           |
| 1%                          |
| 76                          |
| 43%                         |
| 83                          |
| 46%                         |
| 18                          |
| 10%                         |
| 77                          |
| 43%                         |
| 101                         |
| 57%                         |

|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 247         | 253           |
|               | unw_base | 500     | 258         | 242           |
| Very good     | freq     | 2       | 2           | .             |
| Very good     | prop     | %       | 1%          | .             |
| Somewhat good | freq     | 115     | 64          | 52            |
| Somewhat good | prop     | 23%     | 26%         | 20%           |
| Somewhat bad  | freq     | 264     | 127         | 137           |
| Somewhat bad  | prop     | 53%     | 51%         | 54%           |
| Very bad      | freq     | 119     | 55          | 64            |
| Very bad      | prop     | 24%     | 22%         | 25%           |
| Top2Box       | freq     | 117     | 65          | 52            |
| Top2Box       | prop     | 23%     | 26%         | 20%           |
| Low2Box       | freq     | 383     | 182         | 201           |
| Low2Box       | prop     | 77%     | 74%         | 80%           |

---



---

**B3 Now, thinking about our economic situation,**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 182                     | 168              | 150              | 139                             | 285                                    | 20                                   | 191                                   |
| 219                     | 141              | 140              | 141                             | 275                                    | 24                                   | 180                                   |
| 2                       | .                | .                | 1                               | 1                                      | .                                    | .                                     |
| 1%                      | .                | .                | %                               | %                                      | .                                    | .                                     |
| 50                      | 41               | 25               | 34                              | 65                                     | 7                                    | 39                                    |
| 28%                     | 24%              | 16%              | 25%                             | 23%                                    | 32%                                  | 21%                                   |
| 89                      | 87               | 88               | 69                              | 151                                    | 11                                   | 114                                   |
| 49%                     | 52%              | 58%              | 50%                             | 53%                                    | 56%                                  | 60%                                   |
| 41                      | 40               | 38               | 35                              | 69                                     | 2                                    | 38                                    |
| 23%                     | 24%              | 25%              | 25%                             | 24%                                    | 12%                                  | 20%                                   |
| 52                      | 41               | 25               | 35                              | 66                                     | 7                                    | 39                                    |
| 28%                     | 24%              | 16%              | 25%                             | 23%                                    | 32%                                  | 21%                                   |
| 130                     | 127              | 126              | 104                             | 220                                    | 14                                   | 152                                   |
| 72%                     | 76%              | 84%              | 75%                             | 77%                                    | 68%                                  | 79%                                   |

## Hungary

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 309                        | 107              | 294                 | 99                | 281                           | 219                          | 41                    |
| 320                        | 160              | 222                 | 118               | 271                           | 229                          | 39                    |
| 2                          | 1                | .                   | 1                 | 1                             | 1                            | 1                     |
| 1%                         | 1%               | .                   | 1%                | %                             | %                            | 3%                    |
| 76                         | 23               | 69                  | 24                | 66                            | 50                           | 13                    |
| 25%                        | 21%              | 23%                 | 24%               | 23%                           | 23%                          | 31%                   |
| 150                        | 53               | 159                 | 52                | 149                           | 114                          | 19                    |
| 49%                        | 50%              | 54%                 | 52%               | 53%                           | 52%                          | 47%                   |
| 81                         | 30               | 66                  | 23                | 65                            | 54                           | 8                     |
| 26%                        | 28%              | 23%                 | 23%               | 23%                           | 25%                          | 19%                   |
| 78                         | 24               | 69                  | 24                | 66                            | 51                           | 14                    |
| 25%                        | 22%              | 23%                 | 25%               | 24%                           | 23%                          | 34%                   |
| 231                        | 83               | 225                 | 75                | 215                           | 168                          | 27                    |
| 75%                        | 78%              | 77%                 | 75%               | 76%                           | 77%                          | 66%                   |



| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 459               | 54                                         | 446                                       | 315                              | 119                            | 186                 | 238                  |
| 461               | 55                                         | 445                                       | 302                              | 135                            | 185                 | 232                  |
| 0                 | 1                                          | 0                                         | 1                                | 0                              | 1                   | 1                    |
| %                 | 2%                                         | %                                         | %                                | %                              | %                   | %                    |
| 103               | 17                                         | 98                                        | 77                               | 28                             | 43                  | 51                   |
| 22%               | 31%                                        | 22%                                       | 24%                              | 23%                            | 23%                 | 21%                  |
| 245               | 24                                         | 240                                       | 163                              | 62                             | 91                  | 136                  |
| 53%               | 45%                                        | 54%                                       | 52%                              | 52%                            | 49%                 | 57%                  |
| 111               | 12                                         | 108                                       | 75                               | 29                             | 51                  | 51                   |
| 24%               | 22%                                        | 24%                                       | 24%                              | 25%                            | 27%                 | 21%                  |
| 103               | 18                                         | 99                                        | 78                               | 28                             | 43                  | 52                   |
| 22%               | 34%                                        | 22%                                       | 25%                              | 24%                            | 23%                 | 22%                  |
| 356               | 36                                         | 347                                       | 238                              | 91                             | 142                 | 186                  |
| 78%               | 66%                                        | 78%                                       | 75%                              | 76%                            | 77%                 | 78%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 76                    |
| 83                    |
| .                     |
| .                     |
| 22                    |
| 29%                   |
| 37                    |
| 49%                   |
| 17                    |
| 23%                   |
| 22                    |
| 29%                   |
| 54                    |
| 71%                   |

|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 256         | 244           |
|               | unw_base | 501     | 257         | 244           |
| Very good     | freq     | 84      | 43          | 41            |
| Very good     | prop     | 17%     | 17%         | 17%           |
| Somewhat good | freq     | 310     | 159         | 151           |
| Somewhat good | prop     | 62%     | 62%         | 62%           |
| Somewhat bad  | freq     | 83      | 41          | 42            |
| Somewhat bad  | prop     | 17%     | 16%         | 17%           |
| Very bad      | freq     | 24      | 14          | 10            |
| Very bad      | prop     | 5%      | 6%          | 4%            |
| Top2Box       | freq     | 393     | 201         | 192           |
| Top2Box       | prop     | 79%     | 78%         | 79%           |
| Low2Box       | freq     | 107     | 55          | 51            |
| Low2Box       | prop     | 21%     | 22%         | 21%           |

---



---

**B3 Now, thinking about our economic situation,**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 267                     | 163              | 70               | 72                              | 87                                     | 341                                  | 306                                   |
| 255                     | 175              | 71               | 69                              | 87                                     | 345                                  | 324                                   |
| 47                      | 30               | 7                | 14                              | 18                                     | 52                                   | 58                                    |
| 17%                     | 18%              | 10%              | 19%                             | 20%                                    | 15%                                  | 19%                                   |
| 168                     | 95               | 46               | 37                              | 52                                     | 220                                  | 186                                   |
| 63%                     | 58%              | 66%              | 52%                             | 60%                                    | 65%                                  | 61%                                   |
| 39                      | 31               | 13               | 17                              | 10                                     | 56                                   | 48                                    |
| 14%                     | 19%              | 18%              | 24%                             | 11%                                    | 16%                                  | 16%                                   |
| 14                      | 6                | 4                | 4                               | 7                                      | 13                                   | 14                                    |
| 5%                      | 4%               | 6%               | 5%                              | 8%                                     | 4%                                   | 5%                                    |
| 215                     | 125              | 53               | 51                              | 70                                     | 273                                  | 244                                   |
| 81%                     | 77%              | 76%              | 71%                             | 81%                                    | 80%                                  | 80%                                   |
| 52                      | 38               | 17               | 21                              | 17                                     | 69                                   | 62                                    |
| 19%                     | 23%              | 24%              | 29%                             | 19%                                    | 20%                                  | 20%                                   |

---

**India**

---

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

---

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 194                        | .                | 65                  | 435               | 289                           | 211                          | 156                   |
| 177                        | .                | 59                  | 442               | 298                           | 203                          | 158                   |
| 26                         | .                | 7                   | 77                | 66                            | 17                           | 47                    |
| 13%                        | .                | 10%                 | 18%               | 23%                           | 8%                           | 30%                   |
| 123                        | .                | 43                  | 267               | 167                           | 143                          | 79                    |
| 64%                        | .                | 66%                 | 61%               | 58%                           | 68%                          | 51%                   |
| 34                         | .                | 9                   | 74                | 40                            | 43                           | 22                    |
| 18%                        | .                | 14%                 | 17%               | 14%                           | 20%                          | 14%                   |
| 10                         | .                | 7                   | 17                | 16                            | 8                            | 8                     |
| 5%                         | .                | 10%                 | 4%                | 6%                            | 4%                           | 5%                    |
| 149                        | .                | 49                  | 344               | 233                           | 160                          | 126                   |
| 77%                        | .                | 76%                 | 79%               | 81%                           | 76%                          | 81%                   |
| 45                         | .                | 15                  | 91                | 56                            | 51                           | 30                    |
| 23%                        | .                | 24%                 | 21%               | 19%                           | 24%                          | 19%                   |

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 344               | 284                                        | 216                                       | 406                              | 78                             | 411                 | 61                   |
| 343               | 288                                        | 213                                       | 415                              | 69                             | 412                 | 60                   |
| 37                | 70                                         | 14                                        | 74                               | 8                              | 76                  | 6                    |
| 11%               | 25%                                        | 6%                                        | 18%                              | 10%                            | 18%                 | 10%                  |
| 231               | 159                                        | 151                                       | 247                              | 51                             | 253                 | 43                   |
| 67%               | 56%                                        | 70%                                       | 61%                              | 66%                            | 62%                 | 70%                  |
| 61                | 44                                         | 39                                        | 65                               | 15                             | 65                  | 10                   |
| 18%               | 16%                                        | 18%                                       | 16%                              | 19%                            | 16%                 | 16%                  |
| 16                | 11                                         | 13                                        | 19                               | 4                              | 16                  | 3                    |
| 5%                | 4%                                         | 6%                                        | 5%                               | 5%                             | 4%                  | 4%                   |
| 267               | 229                                        | 164                                       | 321                              | 59                             | 329                 | 49                   |
| 78%               | 81%                                        | 76%                                       | 79%                              | 76%                            | 80%                 | 80%                  |
| 77                | 55                                         | 52                                        | 84                               | 19                             | 81                  | 12                   |
| 22%               | 19%                                        | 24%                                       | 21%                              | 24%                            | 20%                 | 20%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 28                    |
| 29                    |
| 2                     |
| 6%                    |
| 13                    |
| 48%                   |
| 8                     |
| 29%                   |
| 5                     |
| 17%                   |
| 15                    |
| 54%                   |
| 13                    |
| 46%                   |

|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 245         | 255           |
|               | unw_base | 502     | 244         | 258           |
| Very good     | freq     | 15      | 13          | 2             |
| Very good     | prop     | 3%      | 5%          | 1%            |
| Somewhat good | freq     | 213     | 111         | 102           |
| Somewhat good | prop     | 43%     | 45%         | 40%           |
| Somewhat bad  | freq     | 224     | 103         | 121           |
| Somewhat bad  | prop     | 45%     | 42%         | 48%           |
| Very bad      | freq     | 49      | 18          | 30            |
| Very bad      | prop     | 10%     | 8%          | 12%           |
| Top2Box       | freq     | 228     | 124         | 103           |
| Top2Box       | prop     | 46%     | 51%         | 41%           |
| Low2Box       | freq     | 272     | 121         | 151           |
| Low2Box       | prop     | 54%     | 49%         | 59%           |



---



---

**B3 Now, thinking about our economic situation,**

---

| Age Under<br>35 | Age 35-49 | Age 50-64 | Household<br>Income Low | Household<br>Income<br>Medium | Household<br>Income<br>High | Marital<br>Status<br>Married |
|-----------------|-----------|-----------|-------------------------|-------------------------------|-----------------------------|------------------------------|
| 225             | 154       | 121       | .                       | .                             | .                           | 313                          |
| 221             | 172       | 109       | .                       | .                             | .                           | 310                          |
| 2               | 5         | 8         | .                       | .                             | .                           | 13                           |
| 1%              | 3%        | 6%        | .                       | .                             | .                           | 4%                           |
| 89              | 66        | 58        | .                       | .                             | .                           | 137                          |
| 40%             | 43%       | 48%       | .                       | .                             | .                           | 44%                          |
| 106             | 69        | 48        | .                       | .                             | .                           | 137                          |
| 47%             | 45%       | 40%       | .                       | .                             | .                           | 44%                          |
| 28              | 13        | 8         | .                       | .                             | .                           | 25                           |
| 12%             | 9%        | 6%        | .                       | .                             | .                           | 8%                           |
| 91              | 71        | 65        | .                       | .                             | .                           | 150                          |
| 40%             | 46%       | 54%       | .                       | .                             | .                           | 48%                          |
| 134             | 82        | 56        | .                       | .                             | .                           | 163                          |
| 60%             | 54%       | 46%       | .                       | .                             | .                           | 52%                          |

---

**Israel**

---

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

---

| <b>Marital<br/>Status<br/>Other</b> | <b>Education<br/>Low</b> | <b>Education<br/>Medium</b> | <b>Education<br/>High</b> | <b>Chief<br/>Income<br/>Earner Yes</b> | <b>Chief<br/>Income<br/>Earner No</b> | <b>Business<br/>Owner Yes</b> |
|-------------------------------------|--------------------------|-----------------------------|---------------------------|----------------------------------------|---------------------------------------|-------------------------------|
| 187                                 | 136                      | 124                         | 240                       | 207                                    | 293                                   | 56                            |
| 192                                 | 147                      | 113                         | 242                       | 200                                    | 302                                   | 59                            |
| 2                                   | 3                        | 7                           | 5                         | 6                                      | 9                                     | 5                             |
| 1%                                  | 2%                       | 6%                          | 2%                        | 3%                                     | 3%                                    | 9%                            |
| 76                                  | 50                       | 55                          | 108                       | 88                                     | 125                                   | 22                            |
| 40%                                 | 37%                      | 44%                         | 45%                       | 42%                                    | 43%                                   | 40%                           |
| 86                                  | 57                       | 54                          | 113                       | 99                                     | 124                                   | 24                            |
| 46%                                 | 42%                      | 43%                         | 47%                       | 48%                                    | 42%                                   | 42%                           |
| 23                                  | 26                       | 8                           | 15                        | 14                                     | 35                                    | 5                             |
| 12%                                 | 19%                      | 6%                          | 6%                        | 7%                                     | 12%                                   | 10%                           |
| 78                                  | 53                       | 62                          | 112                       | 94                                     | 134                                   | 27                            |
| 42%                                 | 39%                      | 50%                         | 47%                       | 45%                                    | 46%                                   | 48%                           |
| 110                                 | 83                       | 62                          | 128                       | 113                                    | 159                                   | 29                            |
| 58%                                 | 61%                      | 50%                         | 53%                       | 55%                                    | 54%                                   | 52%                           |

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 444               | 117                                        | 383                                       | 375                              | 103                            | .                   | .                    |
| 443               | 116                                        | 386                                       | 372                              | 103                            | .                   | .                    |
| 10                | 6                                          | 9                                         | 11                               | 1                              | .                   | .                    |
| 2%                | 5%                                         | 2%                                        | 3%                               | 1%                             | .                   | .                    |
| 190               | 48                                         | 165                                       | 160                              | 42                             | .                   | .                    |
| 43%               | 41%                                        | 43%                                       | 43%                              | 41%                            | .                   | .                    |
| 200               | 51                                         | 173                                       | 168                              | 47                             | .                   | .                    |
| 45%               | 43%                                        | 45%                                       | 45%                              | 46%                            | .                   | .                    |
| 43                | 13                                         | 36                                        | 36                               | 12                             | .                   | .                    |
| 10%               | 11%                                        | 9%                                        | 10%                              | 12%                            | .                   | .                    |
| 200               | 53                                         | 174                                       | 171                              | 43                             | .                   | .                    |
| 45%               | 45%                                        | 46%                                       | 46%                              | 42%                            | .                   | .                    |
| 243               | 64                                         | 209                                       | 204                              | 59                             | .                   | .                    |
| 55%               | 55%                                        | 54%                                       | 54%                              | 58%                            | .                   | .                    |



|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 248         | 252           |
|               | unw_base | 1003    | 503         | 500           |
| Very good     | freq     | 12      | 7           | 5             |
| Very good     | prop     | 2%      | 3%          | 2%            |
| Somewhat good | freq     | 70      | 42          | 28            |
| Somewhat good | prop     | 14%     | 17%         | 11%           |
| Somewhat bad  | freq     | 273     | 141         | 132           |
| Somewhat bad  | prop     | 55%     | 57%         | 52%           |
| Very bad      | freq     | 145     | 58          | 87            |
| Very bad      | prop     | 29%     | 24%         | 34%           |
| Top2Box       | freq     | 82      | 48          | 33            |
| Top2Box       | prop     | 16%     | 20%         | 13%           |
| Low2Box       | freq     | 418     | 200         | 219           |
| Low2Box       | prop     | 84%     | 80%         | 87%           |

---



---

**B3 Now, thinking about our economic situation,**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 161                     | 179              | 160              | 102                             | 198                                    | 127                                  | 246                                   |
| 316                     | 368              | 319              | 176                             | 398                                    | 287                                  | 495                                   |
| 4                       | 7                | 1                | 3                               | 5                                      | 2                                    | 7                                     |
| 3%                      | 4%               | 1%               | 3%                              | 3%                                     | 1%                                   | 3%                                    |
| 25                      | 22               | 23               | 6                               | 31                                     | 25                                   | 37                                    |
| 16%                     | 12%              | 14%              | 6%                              | 16%                                    | 20%                                  | 15%                                   |
| 92                      | 97               | 85               | 47                              | 112                                    | 75                                   | 129                                   |
| 57%                     | 54%              | 53%              | 46%                             | 56%                                    | 59%                                  | 53%                                   |
| 40                      | 54               | 51               | 47                              | 50                                     | 25                                   | 72                                    |
| 25%                     | 30%              | 32%              | 46%                             | 25%                                    | 20%                                  | 29%                                   |
| 29                      | 28               | 24               | 9                               | 36                                     | 27                                   | 44                                    |
| 18%                     | 16%              | 15%              | 9%                              | 18%                                    | 21%                                  | 18%                                   |
| 132                     | 151              | 136              | 93                              | 162                                    | 100                                  | 202                                   |
| 82%                     | 84%              | 85%              | 91%                             | 82%                                    | 79%                                  | 82%                                   |

---

**Italy**

---

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

---

| <b>Marital<br/>Status<br/>Other</b> | <b>Education<br/>Low</b> | <b>Education<br/>Medium</b> | <b>Education<br/>High</b> | <b>Chief<br/>Income<br/>Earner Yes</b> | <b>Chief<br/>Income<br/>Earner No</b> | <b>Business<br/>Owner Yes</b> |
|-------------------------------------|--------------------------|-----------------------------|---------------------------|----------------------------------------|---------------------------------------|-------------------------------|
| 254                                 | 213                      | 214                         | 73                        | 228                                    | 272                                   | 43                            |
| 508                                 | 241                      | 573                         | 189                       | 469                                    | 534                                   | 95                            |
| 5                                   | 6                        | 5                           | 1                         | 8                                      | 4                                     | 5                             |
| 2%                                  | 3%                       | 2%                          | 2%                        | 4%                                     | 1%                                    | 11%                           |
| 33                                  | 22                       | 32                          | 15                        | 38                                     | 32                                    | 6                             |
| 13%                                 | 10%                      | 15%                         | 20%                       | 17%                                    | 12%                                   | 14%                           |
| 144                                 | 112                      | 119                         | 42                        | 123                                    | 150                                   | 20                            |
| 57%                                 | 53%                      | 56%                         | 57%                       | 54%                                    | 55%                                   | 46%                           |
| 72                                  | 73                       | 57                          | 15                        | 59                                     | 86                                    | 12                            |
| 29%                                 | 34%                      | 27%                         | 20%                       | 26%                                    | 32%                                   | 28%                           |
| 37                                  | 28                       | 37                          | 16                        | 46                                     | 35                                    | 11                            |
| 15%                                 | 13%                      | 17%                         | 22%                       | 20%                                    | 13%                                   | 26%                           |
| 217                                 | 185                      | 177                         | 57                        | 182                                    | 236                                   | 32                            |
| 85%                                 | 87%                      | 83%                         | 78%                       | 80%                                    | 87%                                   | 74%                           |

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 457               | 69                                         | 431                                       | 285                              | 179                            | 280                 | 122                  |
| 908               | 162                                        | 841                                       | 611                              | 328                            | 568                 | 246                  |
| 7                 | 5                                          | 7                                         | 9                                | 3                              | 12                  | 0                    |
| 2%                | 7%                                         | 2%                                        | 3%                               | 1%                             | 4%                  | %                    |
| 63                | 14                                         | 56                                        | 45                               | 19                             | 43                  | 17                   |
| 14%               | 20%                                        | 13%                                       | 16%                              | 11%                            | 15%                 | 14%                  |
| 254               | 33                                         | 240                                       | 163                              | 91                             | 147                 | 73                   |
| 55%               | 48%                                        | 56%                                       | 57%                              | 51%                            | 53%                 | 60%                  |
| 133               | 18                                         | 127                                       | 68                               | 65                             | 79                  | 32                   |
| 29%               | 25%                                        | 30%                                       | 24%                              | 36%                            | 28%                 | 26%                  |
| 71                | 19                                         | 63                                        | 54                               | 22                             | 54                  | 17                   |
| 15%               | 27%                                        | 15%                                       | 19%                              | 12%                            | 19%                 | 14%                  |
| 386               | 51                                         | 368                                       | 231                              | 157                            | 226                 | 105                  |
| 85%               | 73%                                        | 85%                                       | 81%                              | 88%                            | 81%                 | 86%                  |



|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 98                    |
| 189                   |
| .                     |
| .                     |
| 10                    |
| 10%                   |
| 54                    |
| 55%                   |
| 34                    |
| 35%                   |
| 10                    |
| 10%                   |
| 88                    |
| 90%                   |

|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 251         | 249           |
|               | unw_base | 1005    | 588         | 417           |
| Very good     | freq     | 8       | 5           | 3             |
| Very good     | prop     | 2%      | 2%          | 1%            |
| Somewhat good | freq     | 127     | 76          | 51            |
| Somewhat good | prop     | 25%     | 30%         | 20%           |
| Somewhat bad  | freq     | 258     | 120         | 138           |
| Somewhat bad  | prop     | 52%     | 48%         | 55%           |
| Very bad      | freq     | 108     | 51          | 57            |
| Very bad      | prop     | 22%     | 20%         | 23%           |
| Top2Box       | freq     | 135     | 81          | 54            |
| Top2Box       | prop     | 27%     | 32%         | 22%           |
| Low2Box       | freq     | 365     | 170         | 195           |
| Low2Box       | prop     | 73%     | 68%         | 78%           |

---



---

**B3 Now, thinking about our economic situation,**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 169                     | 170              | 162              | 305                             | 170                                    | 25                                   | 252                                   |
| 227                     | 323              | 455              | 544                             | 389                                    | 72                                   | 579                                   |
| 2                       | 4                | 2                | 4                               | 3                                      | 1                                    | 5                                     |
| 1%                      | 2%               | 1%               | 1%                              | 2%                                     | 4%                                   | 2%                                    |
| 43                      | 39               | 45               | 65                              | 56                                     | 5                                    | 63                                    |
| 26%                     | 23%              | 28%              | 21%                             | 33%                                    | 22%                                  | 25%                                   |
| 85                      | 89               | 84               | 161                             | 84                                     | 13                                   | 133                                   |
| 50%                     | 52%              | 52%              | 53%                             | 49%                                    | 54%                                  | 53%                                   |
| 38                      | 38               | 31               | 76                              | 27                                     | 5                                    | 50                                    |
| 23%                     | 23%              | 19%              | 25%                             | 16%                                    | 20%                                  | 20%                                   |
| 46                      | 43               | 46               | 69                              | 59                                     | 7                                    | 69                                    |
| 27%                     | 25%              | 29%              | 23%                             | 35%                                    | 26%                                  | 27%                                   |
| 123                     | 127              | 115              | 236                             | 111                                    | 18                                   | 183                                   |
| 73%                     | 75%              | 71%              | 77%                             | 65%                                    | 74%                                  | 73%                                   |

---

**Japan**

---

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

---

| <b>Marital<br/>Status<br/>Other</b> | <b>Education<br/>Low</b> | <b>Education<br/>Medium</b> | <b>Education<br/>High</b> | <b>Chief<br/>Income<br/>Earner Yes</b> | <b>Chief<br/>Income<br/>Earner No</b> | <b>Business<br/>Owner Yes</b> |
|-------------------------------------|--------------------------|-----------------------------|---------------------------|----------------------------------------|---------------------------------------|-------------------------------|
| 248                                 | 267                      | 101                         | 132                       | 248                                    | 252                                   | 35                            |
| 426                                 | 296                      | 194                         | 515                       | 594                                    | 411                                   | 89                            |
| 3                                   | 4                        | 2                           | 3                         | 5                                      | 3                                     | 3                             |
| 1%                                  | 1%                       | 2%                          | 2%                        | 2%                                     | 1%                                    | 8%                            |
| 63                                  | 60                       | 25                          | 41                        | 66                                     | 60                                    | 8                             |
| 25%                                 | 22%                      | 25%                         | 31%                       | 27%                                    | 24%                                   | 21%                           |
| 125                                 | 128                      | 58                          | 71                        | 125                                    | 133                                   | 13                            |
| 50%                                 | 48%                      | 58%                         | 54%                       | 50%                                    | 53%                                   | 36%                           |
| 57                                  | 76                       | 15                          | 17                        | 52                                     | 56                                    | 12                            |
| 23%                                 | 28%                      | 15%                         | 13%                       | 21%                                    | 22%                                   | 34%                           |
| 66                                  | 64                       | 27                          | 44                        | 71                                     | 64                                    | 11                            |
| 27%                                 | 24%                      | 27%                         | 33%                       | 29%                                    | 25%                                   | 30%                           |
| 182                                 | 203                      | 74                          | 88                        | 177                                    | 189                                   | 25                            |
| 73%                                 | 76%                      | 73%                         | 67%                       | 71%                                    | 75%                                   | 70%                           |

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 465               | 55                                         | 445                                       | 338                              | 126                            | 48                  | 140                  |
| 916               | 152                                        | 853                                       | 723                              | 213                            | 102                 | 286                  |
| 5                 | 4                                          | 5                                         | 8                                | 1                              | 3                   | 2                    |
| 1%                | 7%                                         | 1%                                        | 2%                               | 1%                             | 6%                  | 1%                   |
| 119               | 14                                         | 113                                       | 91                               | 24                             | 14                  | 42                   |
| 26%               | 25%                                        | 25%                                       | 27%                              | 19%                            | 29%                 | 30%                  |
| 245               | 24                                         | 233                                       | 166                              | 75                             | 23                  | 70                   |
| 53%               | 44%                                        | 52%                                       | 49%                              | 60%                            | 48%                 | 50%                  |
| 95                | 13                                         | 94                                        | 73                               | 26                             | 9                   | 26                   |
| 21%               | 24%                                        | 21%                                       | 22%                              | 20%                            | 18%                 | 19%                  |
| 124               | 17                                         | 117                                       | 99                               | 24                             | 17                  | 44                   |
| 27%               | 31%                                        | 26%                                       | 29%                              | 19%                            | 35%                 | 31%                  |
| 340               | 38                                         | 327                                       | 239                              | 101                            | 32                  | 97                   |
| 73%               | 69%                                        | 74%                                       | 71%                              | 81%                            | 65%                 | 69%                  |

|  |
|--|
|  |
|  |

| Social<br>Media<br>Inactive |
|-----------------------------|
| 311                         |
| 617                         |
| 4                           |
| 1%                          |
| 71                          |
| 23%                         |
| 164                         |
| 53%                         |
| 72                          |
| 23%                         |
| 74                          |
| 24%                         |
| 237                         |
| 76%                         |

|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 239         | 261           |
|               | unw_base | 507     | 284         | 223           |
| Very good     | freq     | 7       | 3           | 3             |
| Very good     | prop     | 1%      | 1%          | 1%            |
| Somewhat good | freq     | 114     | 57          | 57            |
| Somewhat good | prop     | 23%     | 24%         | 22%           |
| Somewhat bad  | freq     | 213     | 122         | 91            |
| Somewhat bad  | prop     | 43%     | 51%         | 35%           |
| Very bad      | freq     | 167     | 58          | 109           |
| Very bad      | prop     | 33%     | 24%         | 42%           |
| Top2Box       | freq     | 121     | 60          | 60            |
| Top2Box       | prop     | 24%     | 25%         | 23%           |
| Low2Box       | freq     | 379     | 179         | 200           |
| Low2Box       | prop     | 76%     | 75%         | 77%           |

---



---

**B3 Now, thinking about our economic situation,**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 260                     | 150              | 90               | 174                             | 189                                    | 64                                   | 178                                   |
| 280                     | 143              | 84               | 149                             | 189                                    | 114                                  | 179                                   |
| 6                       | 1                | .                | 1                               | 4                                      | 1                                    | 2                                     |
| 2%                      | %                | .                | 1%                              | 2%                                     | 2%                                   | 1%                                    |
| 47                      | 37               | 30               | 41                              | 55                                     | 13                                   | 61                                    |
| 18%                     | 24%              | 33%              | 24%                             | 29%                                    | 21%                                  | 34%                                   |
| 147                     | 46               | 19               | 76                              | 63                                     | 35                                   | 59                                    |
| 57%                     | 31%              | 21%              | 44%                             | 33%                                    | 54%                                  | 33%                                   |
| 59                      | 66               | 41               | 56                              | 67                                     | 15                                   | 56                                    |
| 23%                     | 44%              | 46%              | 32%                             | 35%                                    | 23%                                  | 31%                                   |
| 53                      | 37               | 30               | 42                              | 59                                     | 14                                   | 63                                    |
| 21%                     | 25%              | 33%              | 24%                             | 31%                                    | 23%                                  | 35%                                   |
| 207                     | 112              | 60               | 132                             | 130                                    | 50                                   | 115                                   |
| 79%                     | 75%              | 67%              | 76%                             | 69%                                    | 77%                                  | 65%                                   |



---

**Mexico**

---

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

---

| <b>Marital<br/>Status<br/>Other</b> | <b>Education<br/>Low</b> | <b>Education<br/>Medium</b> | <b>Education<br/>High</b> | <b>Chief<br/>Income<br/>Earner Yes</b> | <b>Chief<br/>Income<br/>Earner No</b> | <b>Business<br/>Owner Yes</b> |
|-------------------------------------|--------------------------|-----------------------------|---------------------------|----------------------------------------|---------------------------------------|-------------------------------|
| 322                                 | 220                      | 161                         | 119                       | 258                                    | 242                                   | 111                           |
| 328                                 | 22                       | 266                         | 219                       | 277                                    | 230                                   | 133                           |
| 5                                   | .                        | 4                           | 3                         | 5                                      | 2                                     | 3                             |
| 2%                                  | .                        | 2%                          | 2%                        | 2%                                     | 1%                                    | 3%                            |
| 53                                  | 62                       | 26                          | 25                        | 65                                     | 48                                    | 25                            |
| 16%                                 | 28%                      | 16%                         | 21%                       | 25%                                    | 20%                                   | 22%                           |
| 154                                 | 85                       | 75                          | 53                        | 97                                     | 116                                   | 44                            |
| 48%                                 | 38%                      | 47%                         | 45%                       | 37%                                    | 48%                                   | 40%                           |
| 111                                 | 73                       | 56                          | 38                        | 90                                     | 76                                    | 40                            |
| 34%                                 | 33%                      | 35%                         | 32%                       | 35%                                    | 31%                                   | 36%                           |
| 58                                  | 62                       | 30                          | 28                        | 71                                     | 50                                    | 27                            |
| 18%                                 | 28%                      | 19%                         | 24%                       | 27%                                    | 21%                                   | 25%                           |
| 264                                 | 158                      | 131                         | 91                        | 187                                    | 193                                   | 84                            |
| 82%                                 | 72%                      | 81%                         | 76%                       | 73%                                    | 79%                                   | 75%                           |

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 389               | 158                                        | 342                                       | 315                              | 180                            | 254                 | 183                  |
| 374               | 169                                        | 338                                       | 354                              | 145                            | 332                 | 117                  |
| 4                 | 5                                          | 2                                         | 7                                | .                              | 7                   | .                    |
| 1%                | 3%                                         | 1%                                        | 2%                               | .                              | 3%                  | .                    |
| 89                | 31                                         | 83                                        | 72                               | 42                             | 62                  | 34                   |
| 23%               | 19%                                        | 24%                                       | 23%                              | 23%                            | 25%                 | 18%                  |
| 169               | 80                                         | 133                                       | 121                              | 88                             | 124                 | 75                   |
| 43%               | 51%                                        | 39%                                       | 38%                              | 49%                            | 49%                 | 41%                  |
| 127               | 43                                         | 124                                       | 116                              | 50                             | 61                  | 75                   |
| 33%               | 27%                                        | 36%                                       | 37%                              | 28%                            | 24%                 | 41%                  |
| 93                | 35                                         | 85                                        | 79                               | 42                             | 69                  | 34                   |
| 24%               | 22%                                        | 25%                                       | 25%                              | 23%                            | 27%                 | 18%                  |
| 296               | 123                                        | 257                                       | 237                              | 138                            | 185                 | 149                  |
| 76%               | 78%                                        | 75%                                       | 75%                              | 77%                            | 73%                 | 82%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 63                    |
| 58                    |
| .                     |
| .                     |
| 18                    |
| 28%                   |
| 15                    |
| 23%                   |
| 31                    |
| 49%                   |
| 18                    |
| 28%                   |
| 45                    |
| 72%                   |

|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 249         | 251           |
|               | unw_base | 504     | 252         | 252           |
| Very good     | freq     | 20      | 15          | 4             |
| Very good     | prop     | 4%      | 6%          | 2%            |
| Somewhat good | freq     | 161     | 98          | 63            |
| Somewhat good | prop     | 32%     | 39%         | 25%           |
| Somewhat bad  | freq     | 252     | 104         | 148           |
| Somewhat bad  | prop     | 50%     | 42%         | 59%           |
| Very bad      | freq     | 67      | 31          | 35            |
| Very bad      | prop     | 13%     | 13%         | 14%           |
| Top2Box       | freq     | 181     | 114         | 68            |
| Top2Box       | prop     | 36%     | 46%         | 27%           |
| Low2Box       | freq     | 319     | 136         | 183           |
| Low2Box       | prop     | 64%     | 54%         | 73%           |

---



---

**B3 Now, thinking about our economic situation,**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 202                     | 157              | 141              | 285                             | 126                                    | 4                                    | 262                                   |
| 183                     | 157              | 164              | 285                             | 141                                    | 5                                    | 274                                   |
| 14                      | 2                | 3                | 10                              | 7                                      | .                                    | 10                                    |
| 7%                      | 2%               | 2%               | 3%                              | 6%                                     | .                                    | 4%                                    |
| 67                      | 45               | 50               | 87                              | 58                                     | 3                                    | 90                                    |
| 33%                     | 28%              | 36%              | 30%                             | 46%                                    | .                                    | 34%                                   |
| 93                      | 90               | 69               | 149                             | 49                                     | 2                                    | 132                                   |
| 46%                     | 57%              | 49%              | 52%                             | 39%                                    | .                                    | 51%                                   |
| 27                      | 21               | 19               | 40                              | 12                                     | .                                    | 29                                    |
| 14%                     | 13%              | 13%              | 14%                             | 9%                                     | .                                    | 11%                                   |
| 81                      | 47               | 53               | 96                              | 65                                     | 3                                    | 100                                   |
| 40%                     | 30%              | 38%              | 34%                             | 52%                                    | .                                    | 38%                                   |
| 121                     | 110              | 88               | 189                             | 61                                     | 2                                    | 162                                   |
| 60%                     | 70%              | 62%              | 66%                             | 48%                                    | .                                    | 62%                                   |

---

**Poland**

---

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

---

| <b>Marital<br/>Status<br/>Other</b> | <b>Education<br/>Low</b> | <b>Education<br/>Medium</b> | <b>Education<br/>High</b> | <b>Chief<br/>Income<br/>Earner Yes</b> | <b>Chief<br/>Income<br/>Earner No</b> | <b>Business<br/>Owner Yes</b> |
|-------------------------------------|--------------------------|-----------------------------|---------------------------|----------------------------------------|---------------------------------------|-------------------------------|
| 238                                 | 74                       | 311                         | 115                       | 256                                    | 244                                   | 40                            |
| 230                                 | 12                       | 354                         | 138                       | 282                                    | 222                                   | 47                            |
| 10                                  | 8                        | 8                           | 4                         | 11                                     | 9                                     | 6                             |
| 4%                                  | .                        | 3%                          | 3%                        | 4%                                     | 4%                                    | 14%                           |
| 71                                  | 16                       | 97                          | 49                        | 102                                    | 59                                    | 15                            |
| 30%                                 | .                        | 31%                         | 42%                       | 40%                                    | 24%                                   | 37%                           |
| 120                                 | 37                       | 166                         | 49                        | 111                                    | 141                                   | 15                            |
| 50%                                 | .                        | 53%                         | 43%                       | 43%                                    | 58%                                   | 37%                           |
| 37                                  | 14                       | 40                          | 13                        | 33                                     | 34                                    | 5                             |
| 16%                                 | .                        | 13%                         | 11%                       | 13%                                    | 14%                                   | 12%                           |
| 81                                  | 24                       | 105                         | 53                        | 113                                    | 68                                    | 21                            |
| 34%                                 | .                        | 34%                         | 46%                       | 44%                                    | 28%                                   | 51%                           |
| 157                                 | 50                       | 206                         | 62                        | 144                                    | 175                                   | 20                            |
| 66%                                 | .                        | 66%                         | 54%                       | 56%                                    | 72%                                   | 49%                           |

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 460               | 86                                         | 414                                       | 344                              | 99                             | 275                 | 124                  |
| 457               | 102                                        | 402                                       | 359                              | 88                             | 272                 | 134                  |
| 14                | 8                                          | 12                                        | 19                               | .                              | 10                  | 2                    |
| 3%                | 9%                                         | 3%                                        | 6%                               | .                              | 4%                  | 1%                   |
| 146               | 38                                         | 124                                       | 124                              | 24                             | 95                  | 40                   |
| 32%               | 44%                                        | 30%                                       | 36%                              | 24%                            | 35%                 | 32%                  |
| 237               | 34                                         | 218                                       | 161                              | 65                             | 131                 | 69                   |
| 52%               | 39%                                        | 53%                                       | 47%                              | 65%                            | 48%                 | 56%                  |
| 62                | 7                                          | 60                                        | 40                               | 11                             | 39                  | 13                   |
| 13%               | 8%                                         | 15%                                       | 12%                              | 11%                            | 14%                 | 11%                  |
| 161               | 46                                         | 136                                       | 143                              | 24                             | 106                 | 41                   |
| 35%               | 53%                                        | 33%                                       | 42%                              | 24%                            | 38%                 | 33%                  |
| 299               | 41                                         | 278                                       | 201                              | 76                             | 170                 | 83                   |
| 65%               | 47%                                        | 67%                                       | 58%                              | 76%                            | 62%                 | 67%                  |

|  |
|--|
|  |
|  |

| Social<br>Media<br>Inactive |
|-----------------------------|
| 101                         |
| 98                          |
| 8                           |
| 8%                          |
| 26                          |
| 26%                         |
| 52                          |
| 52%                         |
| 14                          |
| 14%                         |
| 34                          |
| 34%                         |
| 67                          |
| 66%                         |



|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 238         | 262           |
|               | unw_base | 500     | 260         | 240           |
| Very good     | freq     | 10      | 6           | 4             |
| Very good     | prop     | 2%      | 3%          | 1%            |
| Somewhat good | freq     | 171     | 68          | 104           |
| Somewhat good | prop     | 34%     | 28%         | 40%           |
| Somewhat bad  | freq     | 238     | 108         | 130           |
| Somewhat bad  | prop     | 48%     | 45%         | 50%           |
| Very bad      | freq     | 81      | 57          | 25            |
| Very bad      | prop     | 16%     | 24%         | 9%            |
| Top2Box       | freq     | 181     | 74          | 107           |
| Top2Box       | prop     | 36%     | 31%         | 41%           |
| Low2Box       | freq     | 319     | 164         | 155           |
| Low2Box       | prop     | 64%     | 69%         | 59%           |

---



---

**B3 Now, thinking about our economic situation,**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 207                     | 158              | 136              | 43                              | 215                                    | 200                                  | 222                                   |
| 155                     | 218              | 127              | 25                              | 183                                    | 257                                  | 285                                   |
| 4                       | 3                | 3                | .                               | 5                                      | 5                                    | 8                                     |
| 2%                      | 2%               | 2%               | .                               | 2%                                     | 2%                                   | 4%                                    |
| 80                      | 50               | 42               | 8                               | 64                                     | 80                                   | 70                                    |
| 38%                     | 32%              | 31%              | 20%                             | 30%                                    | 40%                                  | 31%                                   |
| 101                     | 67               | 70               | 23                              | 108                                    | 87                                   | 104                                   |
| 49%                     | 42%              | 52%              | 53%                             | 50%                                    | 44%                                  | 47%                                   |
| 23                      | 38               | 21               | 12                              | 38                                     | 28                                   | 41                                    |
| 11%                     | 24%              | 15%              | 28%                             | 18%                                    | 14%                                  | 18%                                   |
| 83                      | 53               | 45               | 8                               | 69                                     | 85                                   | 78                                    |
| 40%                     | 34%              | 33%              | 20%                             | 32%                                    | 43%                                  | 35%                                   |
| 123                     | 104              | 91               | 35                              | 146                                    | 115                                  | 144                                   |
| 60%                     | 66%              | 67%              | 80%                             | 68%                                    | 57%                                  | 65%                                   |

---

**Russia**

---

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

---

| <b>Marital<br/>Status<br/>Other</b> | <b>Education<br/>Low</b> | <b>Education<br/>Medium</b> | <b>Education<br/>High</b> | <b>Chief<br/>Income<br/>Earner Yes</b> | <b>Chief<br/>Income<br/>Earner No</b> | <b>Business<br/>Owner Yes</b> |
|-------------------------------------|--------------------------|-----------------------------|---------------------------|----------------------------------------|---------------------------------------|-------------------------------|
| 278                                 | 84                       | 290                         | 126                       | 252                                    | 248                                   | 46                            |
| 215                                 | 42                       | 150                         | 308                       | 316                                    | 184                                   | 53                            |
| 2                                   | 2                        | 4                           | 3                         | 8                                      | 2                                     | 4                             |
| 1%                                  | 2%                       | 2%                          | 3%                        | 3%                                     | 1%                                    | 10%                           |
| 102                                 | 26                       | 106                         | 40                        | 83                                     | 88                                    | 15                            |
| 37%                                 | 30%                      | 36%                         | 32%                       | 33%                                    | 36%                                   | 34%                           |
| 134                                 | 36                       | 140                         | 62                        | 110                                    | 127                                   | 16                            |
| 48%                                 | 42%                      | 48%                         | 49%                       | 44%                                    | 51%                                   | 34%                           |
| 41                                  | 21                       | 40                          | 20                        | 50                                     | 31                                    | 10                            |
| 15%                                 | 25%                      | 14%                         | 16%                       | 20%                                    | 12%                                   | 23%                           |
| 104                                 | 28                       | 110                         | 44                        | 91                                     | 90                                    | 20                            |
| 37%                                 | 33%                      | 38%                         | 35%                       | 36%                                    | 36%                                   | 43%                           |
| 174                                 | 57                       | 180                         | 82                        | 161                                    | 158                                   | 26                            |
| 63%                                 | 67%                      | 62%                         | 65%                       | 64%                                    | 64%                                   | 57%                           |

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 454               | 68                                         | 432                                       | 344                              | 93                             | 198                 | 171                  |
| 447               | 90                                         | 410                                       | 384                              | 57                             | 185                 | 200                  |
| 5                 | 5                                          | 5                                         | 8                                | 2                              | 7                   | 2                    |
| 1%                | 8%                                         | 1%                                        | 2%                               | 2%                             | 4%                  | 1%                   |
| 156               | 26                                         | 145                                       | 115                              | 33                             | 73                  | 53                   |
| 34%               | 38%                                        | 34%                                       | 34%                              | 35%                            | 37%                 | 31%                  |
| 222               | 23                                         | 215                                       | 160                              | 45                             | 81                  | 95                   |
| 49%               | 33%                                        | 50%                                       | 46%                              | 48%                            | 41%                 | 55%                  |
| 71                | 14                                         | 67                                        | 61                               | 13                             | 37                  | 22                   |
| 16%               | 21%                                        | 15%                                       | 18%                              | 14%                            | 18%                 | 13%                  |
| 161               | 31                                         | 150                                       | 123                              | 35                             | 80                  | 54                   |
| 36%               | 46%                                        | 35%                                       | 36%                              | 38%                            | 41%                 | 32%                  |
| 293               | 37                                         | 282                                       | 221                              | 58                             | 118                 | 116                  |
| 64%               | 54%                                        | 65%                                       | 64%                              | 62%                            | 59%                 | 68%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 131                   |
| 115                   |
| 1                     |
| 1%                    |
| 46                    |
| 35%                   |
| 62                    |
| 47%                   |
| 23                    |
| 17%                   |
| 47                    |
| 35%                   |
| 85                    |
| 65%                   |

|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 292         | 208           |
|               | unw_base | 508     | 300         | 208           |
| Very good     | freq     | 213     | 133         | 80            |
| Very good     | prop     | 43%     | 45%         | 39%           |
| Somewhat good | freq     | 238     | 137         | 101           |
| Somewhat good | prop     | 48%     | 47%         | 48%           |
| Somewhat bad  | freq     | 38      | 16          | 22            |
| Somewhat bad  | prop     | 8%      | 6%          | 10%           |
| Very bad      | freq     | 11      | 6           | 5             |
| Very bad      | prop     | 2%      | 2%          | 3%            |
| Top2Box       | freq     | 451     | 270         | 181           |
| Top2Box       | prop     | 90%     | 92%         | 87%           |
| Low2Box       | freq     | 49      | 22          | 27            |
| Low2Box       | prop     | 10%     | 8%          | 13%           |

---



---

**B3 Now, thinking about our economic situation,**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 285                     | 169              | 46               | 232                             | 137                                    | 44                                   | 316                                   |
| 315                     | 168              | 25               | 243                             | 140                                    | 41                                   | 330                                   |
| 118                     | 64               | 31               | 108                             | 62                                     | 12                                   | 142                                   |
| 41%                     | 38%              | 68%              | 47%                             | 45%                                    | 28%                                  | 45%                                   |
| 131                     | 96               | 11               | 100                             | 64                                     | 29                                   | 152                                   |
| 46%                     | 57%              | 24%              | 43%                             | 47%                                    | 66%                                  | 48%                                   |
| 26                      | 8                | 4                | 14                              | 11                                     | 3                                    | 17                                    |
| 9%                      | 5%               | 8%               | 6%                              | 8%                                     | 6%                                   | 5%                                    |
| 10                      | 2                | .                | 10                              | .                                      | .                                    | 4                                     |
| 3%                      | 1%               | .                | 4%                              | .                                      | .                                    | 1%                                    |
| 249                     | 160              | 42               | 208                             | 126                                    | 41                                   | 295                                   |
| 87%                     | 94%              | 92%              | 90%                             | 92%                                    | 94%                                  | 93%                                   |
| 36                      | 9                | 4                | 24                              | 11                                     | 3                                    | 22                                    |
| 13%                     | 6%               | 8%               | 10%                             | 8%                                     | 6%                                   | 7%                                    |

---

**Saudi Arabia**

---

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

---

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 184                        | 122              | 135                 | 243               | 254                           | 246                          | 85                    |
| 178                        | 122              | 132                 | 254               | 263                           | 245                          | 91                    |
| 71                         | 50               | 59                  | 104               | 121                           | 92                           | 46                    |
| 39%                        | 41%              | 44%                 | 43%               | 48%                           | 37%                          | 54%                   |
| 85                         | 56               | 61                  | 121               | 121                           | 117                          | 30                    |
| 47%                        | 45%              | 45%                 | 50%               | 48%                           | 47%                          | 35%                   |
| 21                         | 12               | 12                  | 13                | 8                             | 29                           | 7                     |
| 11%                        | 10%              | 9%                  | 5%                | 3%                            | 12%                          | 9%                    |
| 7                          | 4                | 3                   | 4                 | 3                             | 8                            | 2                     |
| 4%                         | 3%               | 2%                  | 2%                | 1%                            | 3%                           | 3%                    |
| 156                        | 106              | 120                 | 225               | 242                           | 208                          | 76                    |
| 85%                        | 86%              | 89%                 | 93%               | 95%                           | 85%                          | 89%                   |
| 27                         | 17               | 15                  | 18                | 12                            | 38                           | 10                    |
| 15%                        | 14%              | 11%                 | 7%                | 5%                            | 15%                          | 11%                   |



| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 415               | 116                                        | 384                                       | 295                              | 174                            | 240                 | 165                  |
| 417               | 120                                        | 388                                       | 313                              | 166                            | 245                 | 168                  |
| 167               | 55                                         | 158                                       | 129                              | 66                             | 98                  | 68                   |
| 40%               | 47%                                        | 41%                                       | 44%                              | 38%                            | 41%                 | 41%                  |
| 208               | 49                                         | 189                                       | 147                              | 80                             | 120                 | 80                   |
| 50%               | 42%                                        | 49%                                       | 50%                              | 46%                            | 50%                 | 48%                  |
| 31                | 8                                          | 30                                        | 16                               | 21                             | 16                  | 15                   |
| 7%                | 7%                                         | 8%                                        | 5%                               | 12%                            | 7%                  | 9%                   |
| 9                 | 4                                          | 8                                         | 2                                | 7                              | 6                   | 2                    |
| 2%                | 3%                                         | 2%                                        | 1%                               | 4%                             | 2%                  | 1%                   |
| 375               | 104                                        | 347                                       | 277                              | 146                            | 218                 | 148                  |
| 90%               | 90%                                        | 90%                                       | 94%                              | 84%                            | 91%                 | 90%                  |
| 40                | 12                                         | 37                                        | 18                               | 28                             | 21                  | 17                   |
| 10%               | 10%                                        | 10%                                       | 6%                               | 16%                            | 9%                  | 10%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 95                    |
| 95                    |
| 47                    |
| 49%                   |
| 38                    |
| 40%                   |
| 7                     |
| 7%                    |
| 4                     |
| 4%                    |
| 84                    |
| 89%                   |
| 11                    |
| 11%                   |

|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 241         | 259           |
|               | unw_base | 505     | 206         | 299           |
| Very good     | freq     | 4       | 2           | 2             |
| Very good     | prop     | 1%      | 1%          | 1%            |
| Somewhat good | freq     | 57      | 32          | 25            |
| Somewhat good | prop     | 11%     | 13%         | 10%           |
| Somewhat bad  | freq     | 231     | 112         | 119           |
| Somewhat bad  | prop     | 46%     | 47%         | 46%           |
| Very bad      | freq     | 208     | 94          | 114           |
| Very bad      | prop     | 42%     | 39%         | 44%           |
| Top2Box       | freq     | 61      | 34          | 27            |
| Top2Box       | prop     | 12%     | 14%         | 10%           |
| Low2Box       | freq     | 439     | 206         | 233           |
| Low2Box       | prop     | 88%     | 86%         | 90%           |

---



---

**B3 Now, thinking about our economic situation,**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 284                     | 132              | 85               | 56                              | 118                                    | 326                                  | 189                                   |
| 163                     | 186              | 156              | 31                              | 109                                    | 365                                  | 254                                   |
| 2                       | 2                | .                | .                               | 1                                      | 3                                    | 2                                     |
| 1%                      | 1%               | .                | .                               | 1%                                     | 1%                                   | 1%                                    |
| 41                      | 13               | 3                | 23                              | 12                                     | 22                                   | 14                                    |
| 14%                     | 10%              | 4%               | 41%                             | 10%                                    | 7%                                   | 8%                                    |
| 133                     | 61               | 37               | 22                              | 46                                     | 163                                  | 81                                    |
| 47%                     | 46%              | 44%              | 39%                             | 39%                                    | 50%                                  | 43%                                   |
| 107                     | 56               | 45               | 11                              | 59                                     | 138                                  | 92                                    |
| 38%                     | 42%              | 53%              | 20%                             | 50%                                    | 42%                                  | 49%                                   |
| 43                      | 15               | 3                | 23                              | 13                                     | 24                                   | 16                                    |
| 15%                     | 11%              | 4%               | 41%                             | 11%                                    | 8%                                   | 8%                                    |
| 241                     | 117              | 82               | 33                              | 104                                    | 301                                  | 173                                   |
| 85%                     | 89%              | 96%              | 59%                             | 89%                                    | 92%                                  | 92%                                   |

---

**South Africa**

---

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

---

| <b>Marital<br/>Status<br/>Other</b> | <b>Education<br/>Low</b> | <b>Education<br/>Medium</b> | <b>Education<br/>High</b> | <b>Chief<br/>Income<br/>Earner Yes</b> | <b>Chief<br/>Income<br/>Earner No</b> | <b>Business<br/>Owner Yes</b> |
|-------------------------------------|--------------------------|-----------------------------|---------------------------|----------------------------------------|---------------------------------------|-------------------------------|
| 311                                 | 239                      | 122                         | 138                       | 268                                    | 232                                   | 110                           |
| 251                                 | 224                      | 143                         | 138                       | 287                                    | 218                                   | 120                           |
| 2                                   | 1                        | 1                           | 2                         | 2                                      | 2                                     | 2                             |
| 1%                                  | %                        | 1%                          | 2%                        | 1%                                     | 1%                                    | 1%                            |
| 43                                  | 18                       | 26                          | 14                        | 29                                     | 28                                    | 15                            |
| 14%                                 | 7%                       | 21%                         | 10%                       | 11%                                    | 12%                                   | 14%                           |
| 150                                 | 113                      | 50                          | 68                        | 132                                    | 99                                    | 59                            |
| 48%                                 | 47%                      | 41%                         | 49%                       | 49%                                    | 43%                                   | 53%                           |
| 116                                 | 107                      | 46                          | 54                        | 105                                    | 103                                   | 35                            |
| 37%                                 | 45%                      | 38%                         | 39%                       | 39%                                    | 44%                                   | 31%                           |
| 45                                  | 19                       | 26                          | 16                        | 31                                     | 30                                    | 17                            |
| 14%                                 | 8%                       | 22%                         | 11%                       | 11%                                    | 13%                                   | 15%                           |
| 266                                 | 221                      | 96                          | 123                       | 238                                    | 201                                   | 93                            |
| 86%                                 | 92%                      | 78%                         | 89%                       | 89%                                    | 87%                                   | 85%                           |

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 390               | 152                                        | 348                                       | 384                              | 99                             | 324                 | 110                  |
| 385               | 169                                        | 336                                       | 416                              | 59                             | 318                 | 121                  |
| 2                 | 2                                          | 2                                         | 4                                | .                              | 3                   | 1                    |
| 1%                | 1%                                         | 1%                                        | 1%                               | .                              | 1%                  | 1%                   |
| 42                | 25                                         | 33                                        | 37                               | 19                             | 36                  | 12                   |
| 11%               | 16%                                        | 9%                                        | 10%                              | 19%                            | 11%                 | 11%                  |
| 172               | 77                                         | 154                                       | 173                              | 49                             | 145                 | 58                   |
| 44%               | 51%                                        | 44%                                       | 45%                              | 49%                            | 45%                 | 53%                  |
| 174               | 49                                         | 159                                       | 170                              | 31                             | 140                 | 39                   |
| 44%               | 32%                                        | 46%                                       | 44%                              | 32%                            | 43%                 | 35%                  |
| 44                | 26                                         | 35                                        | 41                               | 19                             | 39                  | 13                   |
| 11%               | 17%                                        | 10%                                       | 11%                              | 19%                            | 12%                 | 12%                  |
| 346               | 126                                        | 313                                       | 343                              | 80                             | 285                 | 97                   |
| 89%               | 83%                                        | 90%                                       | 89%                              | 81%                            | 88%                 | 88%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 66                    |
| 66                    |
| .                     |
| .                     |
| 9                     |
| 14%                   |
| 28                    |
| 42%                   |
| 29                    |
| 44%                   |
| 9                     |
| 14%                   |
| 57                    |
| 86%                   |

|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 253         | 247           |
|               | unw_base | 502     | 282         | 220           |
| Very good     | freq     | 6       | 3           | 3             |
| Very good     | prop     | 1%      | 1%          | 1%            |
| Somewhat good | freq     | 58      | 36          | 22            |
| Somewhat good | prop     | 12%     | 14%         | 9%            |
| Somewhat bad  | freq     | 246     | 116         | 130           |
| Somewhat bad  | prop     | 49%     | 46%         | 53%           |
| Very bad      | freq     | 190     | 97          | 92            |
| Very bad      | prop     | 38%     | 39%         | 37%           |
| Top2Box       | freq     | 65      | 40          | 25            |
| Top2Box       | prop     | 13%     | 16%         | 10%           |
| Low2Box       | freq     | 435     | 213         | 222           |
| Low2Box       | prop     | 87%     | 84%         | 90%           |



---



---

**B3 Now, thinking about our economic situation,**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 191                     | 187              | 122              | 95                              | 168                                    | 237                                  | 276                                   |
| 146                     | 212              | 144              | 85                              | 170                                    | 247                                  | 309                                   |
| 2                       | 3                | 2                | 2                               | .                                      | 5                                    | 4                                     |
| 1%                      | 1%               | 1%               | 2%                              | .                                      | 2%                                   | 1%                                    |
| 24                      | 15               | 19               | 14                              | 20                                     | 25                                   | 31                                    |
| 13%                     | 8%               | 16%              | 14%                             | 12%                                    | 11%                                  | 11%                                   |
| 90                      | 89               | 66               | 43                              | 78                                     | 125                                  | 150                                   |
| 47%                     | 48%              | 55%              | 45%                             | 47%                                    | 53%                                  | 54%                                   |
| 75                      | 80               | 34               | 37                              | 70                                     | 82                                   | 91                                    |
| 39%                     | 43%              | 28%              | 39%                             | 42%                                    | 35%                                  | 33%                                   |
| 26                      | 18               | 21               | 15                              | 20                                     | 30                                   | 35                                    |
| 14%                     | 9%               | 17%              | 16%                             | 12%                                    | 12%                                  | 13%                                   |
| 165                     | 169              | 101              | 80                              | 148                                    | 207                                  | 241                                   |
| 86%                     | 91%              | 83%              | 84%                             | 88%                                    | 88%                                  | 87%                                   |

## South Korea

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 224                        | 11               | 119                 | 370               | 277                           | 223                          | 54                    |
| 193                        | 7                | 105                 | 390               | 305                           | 197                          | 63                    |
| 3                          | .                | .                   | 6                 | 5                             | 1                            | 2                     |
| 1%                         | .                | .                   | 2%                | 2%                            | %                            | 3%                    |
| 27                         | .                | 17                  | 41                | 35                            | 24                           | 8                     |
| 12%                        | .                | 14%                 | 11%               | 12%                           | 11%                          | 15%                   |
| 96                         | 6                | 53                  | 186               | 130                           | 116                          | 24                    |
| 43%                        | .                | 45%                 | 50%               | 47%                           | 52%                          | 45%                   |
| 98                         | 5                | 48                  | 137               | 107                           | 82                           | 20                    |
| 44%                        | .                | 40%                 | 37%               | 39%                           | 37%                          | 37%                   |
| 30                         | .                | 17                  | 47                | 40                            | 25                           | 10                    |
| 13%                        | .                | 14%                 | 13%               | 14%                           | 11%                          | 18%                   |
| 194                        | 11               | 101                 | 323               | 237                           | 199                          | 44                    |
| 87%                        | .                | 86%                 | 87%               | 86%                           | 89%                          | 82%                   |

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 446               | 98                                         | 402                                       | 371                              | 101                            | 169                 | 220                  |
| 439               | 112                                        | 390                                       | 397                              | 76                             | 169                 | 221                  |
| 5                 | 3                                          | 3                                         | 6                                | .                              | 4                   | 1                    |
| 1%                | 3%                                         | 1%                                        | 2%                               | .                              | 2%                  | %                    |
| 50                | 16                                         | 42                                        | 39                               | 14                             | 34                  | 9                    |
| 11%               | 17%                                        | 10%                                       | 11%                              | 14%                            | 20%                 | 4%                   |
| 222               | 48                                         | 198                                       | 192                              | 41                             | 78                  | 113                  |
| 50%               | 49%                                        | 49%                                       | 52%                              | 40%                            | 46%                 | 51%                  |
| 170               | 30                                         | 159                                       | 134                              | 47                             | 54                  | 97                   |
| 38%               | 31%                                        | 40%                                       | 36%                              | 46%                            | 32%                 | 44%                  |
| 55                | 20                                         | 45                                        | 46                               | 14                             | 37                  | 10                   |
| 12%               | 20%                                        | 11%                                       | 12%                              | 14%                            | 22%                 | 4%                   |
| 392               | 78                                         | 357                                       | 325                              | 87                             | 132                 | 210                  |
| 88%               | 80%                                        | 89%                                       | 88%                              | 86%                            | 78%                 | 96%                  |

|  |
|--|
|  |
|  |

| Social<br>Media<br>Inactive |
|-----------------------------|
| 110                         |
| 112                         |
| 2                           |
| 2%                          |
| 16                          |
| 14%                         |
| 55                          |
| 49%                         |
| 38                          |
| 35%                         |
| 17                          |
| 16%                         |
| 93                          |
| 84%                         |

|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 252         | 248           |
|               | unw_base | 1000    | 484         | 516           |
| Very good     | freq     | 10      | 5           | 5             |
| Very good     | prop     | 2%      | 2%          | 2%            |
| Somewhat good | freq     | 76      | 43          | 33            |
| Somewhat good | prop     | 15%     | 17%         | 13%           |
| Somewhat bad  | freq     | 202     | 102         | 100           |
| Somewhat bad  | prop     | 40%     | 40%         | 40%           |
| Very bad      | freq     | 212     | 103         | 110           |
| Very bad      | prop     | 42%     | 41%         | 44%           |
| Top2Box       | freq     | 86      | 48          | 38            |
| Top2Box       | prop     | 17%     | 19%         | 15%           |
| Low2Box       | freq     | 414     | 204         | 210           |
| Low2Box       | prop     | 83%     | 81%         | 85%           |

---



---

**B3 Now, thinking about our economic situation,**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 174                     | 198              | 128              | 264                             | 135                                    | 32                                   | 235                                   |
| 346                     | 413              | 241              | 557                             | 253                                    | 56                                   | 474                                   |
| 4                       | 3                | 2                | 6                               | 3                                      | 1                                    | 7                                     |
| 2%                      | 2%               | 2%               | 2%                              | 2%                                     | 3%                                   | 3%                                    |
| 21                      | 31               | 24               | 39                              | 21                                     | 9                                    | 43                                    |
| 12%                     | 16%              | 19%              | 15%                             | 16%                                    | 27%                                  | 18%                                   |
| 69                      | 83               | 50               | 94                              | 67                                     | 9                                    | 97                                    |
| 40%                     | 42%              | 39%              | 36%                             | 50%                                    | 28%                                  | 41%                                   |
| 80                      | 81               | 52               | 126                             | 44                                     | 13                                   | 88                                    |
| 46%                     | 41%              | 41%              | 48%                             | 32%                                    | 42%                                  | 38%                                   |
| 25                      | 34               | 26               | 44                              | 24                                     | 10                                   | 50                                    |
| 15%                     | 17%              | 20%              | 17%                             | 18%                                    | 31%                                  | 21%                                   |
| 149                     | 164              | 102              | 220                             | 111                                    | 22                                   | 185                                   |
| 85%                     | 83%              | 80%              | 83%                             | 82%                                    | 69%                                  | 79%                                   |

---

**Spain**

---

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

---

| <b>Marital<br/>Status<br/>Other</b> | <b>Education<br/>Low</b> | <b>Education<br/>Medium</b> | <b>Education<br/>High</b> | <b>Chief<br/>Income<br/>Earner Yes</b> | <b>Chief<br/>Income<br/>Earner No</b> | <b>Business<br/>Owner Yes</b> |
|-------------------------------------|--------------------------|-----------------------------|---------------------------|----------------------------------------|---------------------------------------|-------------------------------|
| 265                                 | 227                      | 118                         | 155                       | 268                                    | 232                                   | 44                            |
| 526                                 | 593                      | 82                          | 325                       | 524                                    | 476                                   | 85                            |
| 3                                   | 5                        | 1                           | 3                         | 7                                      | 2                                     | 1                             |
| 1%                                  | 2%                       | 1%                          | 2%                        | 3%                                     | 1%                                    | 3%                            |
| 33                                  | 33                       | 16                          | 27                        | 47                                     | 29                                    | 9                             |
| 12%                                 | 15%                      | 14%                         | 17%                       | 18%                                    | 12%                                   | 21%                           |
| 105                                 | 87                       | 48                          | 68                        | 103                                    | 99                                    | 14                            |
| 40%                                 | 38%                      | 40%                         | 44%                       | 38%                                    | 43%                                   | 32%                           |
| 124                                 | 102                      | 53                          | 57                        | 111                                    | 102                                   | 20                            |
| 47%                                 | 45%                      | 45%                         | 37%                       | 41%                                    | 44%                                   | 45%                           |
| 36                                  | 38                       | 17                          | 30                        | 55                                     | 31                                    | 10                            |
| 13%                                 | 17%                      | 15%                         | 20%                       | 20%                                    | 13%                                   | 24%                           |
| 229                                 | 189                      | 101                         | 124                       | 213                                    | 201                                   | 34                            |
| 87%                                 | 83%                      | 85%                         | 80%                       | 80%                                    | 87%                                   | 76%                           |

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 456               | 66                                         | 434                                       | 325                              | 153                            | 247                 | 144                  |
| 915               | 125                                        | 875                                       | 640                              | 317                            | 495                 | 275                  |
| 8                 | 3                                          | 7                                         | 8                                | 2                              | 8                   | 0                    |
| 2%                | 4%                                         | 2%                                        | 2%                               | 1%                             | 3%                  | %                    |
| 67                | 19                                         | 58                                        | 55                               | 16                             | 41                  | 21                   |
| 15%               | 28%                                        | 13%                                       | 17%                              | 10%                            | 17%                 | 15%                  |
| 188               | 21                                         | 181                                       | 135                              | 60                             | 95                  | 63                   |
| 41%               | 32%                                        | 42%                                       | 42%                              | 39%                            | 39%                 | 44%                  |
| 193               | 24                                         | 188                                       | 128                              | 75                             | 102                 | 60                   |
| 42%               | 36%                                        | 43%                                       | 39%                              | 49%                            | 41%                 | 41%                  |
| 75                | 21                                         | 65                                        | 62                               | 18                             | 49                  | 22                   |
| 16%               | 32%                                        | 15%                                       | 19%                              | 12%                            | 20%                 | 15%                  |
| 381               | 45                                         | 369                                       | 263                              | 135                            | 197                 | 122                  |
| 84%               | 68%                                        | 85%                                       | 81%                              | 88%                            | 80%                 | 85%                  |



|  |
|--|
|  |
|  |

| Social<br>Media<br>Inactive |
|-----------------------------|
| 110                         |
| 230                         |
| 1                           |
| 1%                          |
| 14                          |
| 13%                         |
| 44                          |
| 40%                         |
| 51                          |
| 46%                         |
| 15                          |
| 14%                         |
| 95                          |
| 86%                         |

|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 254         | 246           |
|               | unw_base | 517     | 254         | 263           |
| Very good     | freq     | 31      | 18          | 14            |
| Very good     | prop     | 6%      | 7%          | 6%            |
| Somewhat good | freq     | 261     | 138         | 123           |
| Somewhat good | prop     | 52%     | 54%         | 50%           |
| Somewhat bad  | freq     | 166     | 68          | 97            |
| Somewhat bad  | prop     | 33%     | 27%         | 39%           |
| Very bad      | freq     | 42      | 30          | 12            |
| Very bad      | prop     | 8%      | 12%         | 5%            |
| Top2Box       | freq     | 292     | 156         | 137           |
| Top2Box       | prop     | 58%     | 61%         | 56%           |
| Low2Box       | freq     | 208     | 98          | 109           |
| Low2Box       | prop     | 42%     | 39%         | 44%           |

---



---

**B3 Now, thinking about our economic situation,**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 194                     | 145              | 161              | 101                             | 226                                    | 98                                   | 143                                   |
| 111                     | 157              | 249              | 127                             | 234                                    | 88                                   | 173                                   |
| 10                      | 7                | 15               | 2                               | 15                                     | 11                                   | 14                                    |
| 5%                      | 5%               | 9%               | 2%                              | 7%                                     | 11%                                  | 9%                                    |
| 103                     | 75               | 83               | 47                              | 118                                    | 57                                   | 78                                    |
| 53%                     | 52%              | 52%              | 47%                             | 52%                                    | 59%                                  | 55%                                   |
| 65                      | 49               | 51               | 43                              | 71                                     | 27                                   | 40                                    |
| 34%                     | 34%              | 32%              | 43%                             | 31%                                    | 28%                                  | 28%                                   |
| 16                      | 15               | 11               | 8                               | 21                                     | 2                                    | 12                                    |
| 8%                      | 10%              | 7%               | 8%                              | 9%                                     | 2%                                   | 8%                                    |
| 113                     | 82               | 98               | 50                              | 133                                    | 68                                   | 92                                    |
| 58%                     | 56%              | 61%              | 49%                             | 59%                                    | 70%                                  | 64%                                   |
| 81                      | 63               | 63               | 52                              | 92                                     | 29                                   | 51                                    |
| 42%                     | 44%              | 39%              | 51%                             | 41%                                    | 30%                                  | 36%                                   |

---

**Sweden**

---

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

---

| <b>Marital<br/>Status<br/>Other</b> | <b>Education<br/>Low</b> | <b>Education<br/>Medium</b> | <b>Education<br/>High</b> | <b>Chief<br/>Income<br/>Earner Yes</b> | <b>Chief<br/>Income<br/>Earner No</b> | <b>Business<br/>Owner Yes</b> |
|-------------------------------------|--------------------------|-----------------------------|---------------------------|----------------------------------------|---------------------------------------|-------------------------------|
| 357                                 | 108                      | 232                         | 160                       | 358                                    | 142                                   | 45                            |
| 344                                 | 305                      | 100                         | 112                       | 358                                    | 159                                   | 49                            |
| 18                                  | 7                        | 15                          | 9                         | 18                                     | 14                                    | 6                             |
| 5%                                  | 7%                       | 6%                          | 6%                        | 5%                                     | 10%                                   | 14%                           |
| 183                                 | 44                       | 122                         | 95                        | 188                                    | 73                                    | 27                            |
| 51%                                 | 41%                      | 53%                         | 59%                       | 53%                                    | 51%                                   | 60%                           |
| 126                                 | 43                       | 75                          | 48                        | 116                                    | 50                                    | 5                             |
| 35%                                 | 40%                      | 32%                         | 30%                       | 32%                                    | 35%                                   | 11%                           |
| 30                                  | 14                       | 20                          | 8                         | 36                                     | 6                                     | 7                             |
| 9%                                  | 13%                      | 9%                          | 5%                        | 10%                                    | 4%                                    | 14%                           |
| 201                                 | 51                       | 137                         | 104                       | 206                                    | 87                                    | 34                            |
| 56%                                 | 48%                      | 59%                         | 65%                       | 57%                                    | 61%                                   | 74%                           |
| 156                                 | 56                       | 96                          | 56                        | 152                                    | 55                                    | 12                            |
| 44%                                 | 52%                      | 41%                         | 35%                       | 43%                                    | 39%                                   | 26%                           |

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 455               | 97                                         | 403                                       | 391                              | 80                             | 158                 | 167                  |
| 468               | 88                                         | 429                                       | 380                              | 84                             | 145                 | 160                  |
| 25                | 7                                          | 24                                        | 28                               | 3                              | 9                   | 12                   |
| 5%                | 7%                                         | 6%                                        | 7%                               | 4%                             | 6%                  | 7%                   |
| 234               | 45                                         | 217                                       | 202                              | 45                             | 87                  | 87                   |
| 51%               | 46%                                        | 54%                                       | 52%                              | 56%                            | 55%                 | 52%                  |
| 160               | 26                                         | 139                                       | 127                              | 27                             | 51                  | 52                   |
| 35%               | 27%                                        | 34%                                       | 32%                              | 34%                            | 32%                 | 31%                  |
| 35                | 19                                         | 23                                        | 35                               | 5                              | 11                  | 15                   |
| 8%                | 19%                                        | 6%                                        | 9%                               | 6%                             | 7%                  | 9%                   |
| 259               | 52                                         | 241                                       | 230                              | 48                             | 96                  | 99                   |
| 57%               | 53%                                        | 60%                                       | 59%                              | 60%                            | 61%                 | 59%                  |
| 196               | 45                                         | 162                                       | 161                              | 32                             | 62                  | 67                   |
| 43%               | 47%                                        | 40%                                       | 41%                              | 40%                            | 39%                 | 41%                  |

|  |
|--|
|  |
|  |

| Social<br>Media<br>Inactive |
|-----------------------------|
| 175                         |
| 212                         |
| 10                          |
| 6%                          |
| 87                          |
| 50%                         |
| 62                          |
| 36%                         |
| 16                          |
| 9%                          |
| 97                          |
| 55%                         |
| 78                          |
| 45%                         |

|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 252         | 248           |
|               | unw_base | 505     | 300         | 205           |
| Very good     | freq     | 26      | 21          | 6             |
| Very good     | prop     | 5%      | 8%          | 2%            |
| Somewhat good | freq     | 173     | 82          | 91            |
| Somewhat good | prop     | 35%     | 33%         | 37%           |
| Somewhat bad  | freq     | 159     | 89          | 71            |
| Somewhat bad  | prop     | 32%     | 35%         | 29%           |
| Very bad      | freq     | 141     | 61          | 80            |
| Very bad      | prop     | 28%     | 24%         | 32%           |
| Top2Box       | freq     | 200     | 103         | 97            |
| Top2Box       | prop     | 40%     | 41%         | 39%           |
| Low2Box       | freq     | 300     | 149         | 151           |
| Low2Box       | prop     | 60%     | 59%         | 61%           |

---



---

**B3 Now, thinking about our economic situation,**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 242                     | 176              | 82               | 23                              | 148                                    | 329                                  | 283                                   |
| 253                     | 188              | 64               | 19                              | 110                                    | 376                                  | 289                                   |
| 16                      | 9                | 1                | .                               | 13                                     | 14                                   | 19                                    |
| 7%                      | 5%               | 2%               | .                               | 8%                                     | 4%                                   | 7%                                    |
| 104                     | 47               | 22               | 11                              | 52                                     | 110                                  | 94                                    |
| 43%                     | 27%              | 27%              | .                               | 35%                                    | 33%                                  | 33%                                   |
| 71                      | 59               | 29               | 4                               | 42                                     | 113                                  | 96                                    |
| 29%                     | 33%              | 36%              | .                               | 28%                                    | 34%                                  | 34%                                   |
| 51                      | 61               | 29               | 8                               | 41                                     | 93                                   | 75                                    |
| 21%                     | 35%              | 36%              | .                               | 28%                                    | 28%                                  | 26%                                   |
| 120                     | 57               | 23               | 11                              | 65                                     | 124                                  | 113                                   |
| 50%                     | 32%              | 28%              | .                               | 44%                                    | 38%                                  | 40%                                   |
| 122                     | 119              | 59               | 12                              | 83                                     | 205                                  | 170                                   |
| 50%                     | 68%              | 72%              | .                               | 56%                                    | 62%                                  | 60%                                   |



## Turkey

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 217                        | 299              | 43                  | 158               | 257                           | 243                          | 49                    |
| 216                        | 138              | 78                  | 289               | 311                           | 194                          | 57                    |
| 8                          | 18               | 1                   | 8                 | 19                            | 7                            | 2                     |
| 4%                         | 6%               | 2%                  | 5%                | 8%                            | 3%                           | 4%                    |
| 79                         | 119              | 17                  | 37                | 74                            | 99                           | 12                    |
| 36%                        | 40%              | 41%                 | 23%               | 29%                           | 41%                          | 25%                   |
| 63                         | 82               | 13                  | 64                | 90                            | 70                           | 16                    |
| 29%                        | 28%              | 31%                 | 40%               | 35%                           | 29%                          | 33%                   |
| 67                         | 80               | 12                  | 50                | 74                            | 67                           | 19                    |
| 31%                        | 27%              | 27%                 | 31%               | 29%                           | 28%                          | 38%                   |
| 87                         | 137              | 18                  | 45                | 93                            | 106                          | 14                    |
| 40%                        | 46%              | 42%                 | 28%               | 36%                           | 44%                          | 29%                   |
| 130                        | 162              | 25                  | 113               | 164                           | 137                          | 35                    |
| 60%                        | 54%              | 58%                 | 72%               | 64%                           | 56%                          | 71%                   |

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 451               | 132                                        | 368                                       | 284                              | 147                            | 246                 | 179                  |
| 448               | 155                                        | 350                                       | 351                              | 103                            | 273                 | 175                  |
| 24                | 9                                          | 17                                        | 18                               | 7                              | 12                  | 9                    |
| 5%                | 7%                                         | 5%                                        | 6%                               | 5%                             | 5%                  | 5%                   |
| 161               | 35                                         | 138                                       | 89                               | 63                             | 77                  | 68                   |
| 36%               | 27%                                        | 37%                                       | 31%                              | 42%                            | 31%                 | 38%                  |
| 143               | 47                                         | 112                                       | 101                              | 36                             | 79                  | 62                   |
| 32%               | 36%                                        | 30%                                       | 36%                              | 25%                            | 32%                 | 35%                  |
| 122               | 40                                         | 101                                       | 76                               | 41                             | 79                  | 40                   |
| 27%               | 30%                                        | 27%                                       | 27%                              | 28%                            | 32%                 | 22%                  |
| 185               | 45                                         | 155                                       | 107                              | 70                             | 88                  | 77                   |
| 41%               | 34%                                        | 42%                                       | 38%                              | 47%                            | 36%                 | 43%                  |
| 265               | 88                                         | 213                                       | 177                              | 78                             | 158                 | 102                  |
| 59%               | 66%                                        | 58%                                       | 62%                              | 53%                            | 64%                 | 57%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 75                    |
| 57                    |
| 6                     |
| 8%                    |
| 29                    |
| 38%                   |
| 18                    |
| 24%                   |
| 22                    |
| 30%                   |
| 34                    |
| 46%                   |
| 41                    |
| 54%                   |

|  |
|--|
|  |
|  |

| Stub          | Stat     | Overall | Gender Male | Gender Female |
|---------------|----------|---------|-------------|---------------|
|               | base     | 500     | 247         | 253           |
|               | unw_base | 1006    | 541         | 465           |
| Very good     | freq     | 44      | 33          | 10            |
| Very good     | prop     | 9%      | 13%         | 4%            |
| Somewhat good | freq     | 179     | 94          | 85            |
| Somewhat good | prop     | 36%     | 38%         | 34%           |
| Somewhat bad  | freq     | 196     | 81          | 115           |
| Somewhat bad  | prop     | 39%     | 33%         | 46%           |
| Very bad      | freq     | 81      | 39          | 42            |
| Very bad      | prop     | 16%     | 16%         | 17%           |
| Top2Box       | freq     | 223     | 128         | 95            |
| Top2Box       | prop     | 45%     | 52%         | 38%           |
| Low2Box       | freq     | 277     | 120         | 158           |
| Low2Box       | prop     | 55%     | 48%         | 62%           |

---



---

**B3 Now, thinking about**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 183                     | 150              | 167              | 81                              | 192                                    | 209                                  | 272                                   |
| 293                     | 291              | 422              | 101                             | 398                                    | 474                                  | 601                                   |
| 28                      | 9                | 7                | 4                               | 13                                     | 26                                   | 34                                    |
| 15%                     | 6%               | 4%               | 6%                              | 7%                                     | 12%                                  | 13%                                   |
| 66                      | 62               | 51               | 27                              | 55                                     | 90                                   | 92                                    |
| 36%                     | 41%              | 31%              | 33%                             | 29%                                    | 43%                                  | 34%                                   |
| 64                      | 52               | 80               | 29                              | 91                                     | 71                                   | 106                                   |
| 35%                     | 35%              | 48%              | 36%                             | 47%                                    | 34%                                  | 39%                                   |
| 26                      | 26               | 29               | 21                              | 33                                     | 22                                   | 39                                    |
| 14%                     | 17%              | 18%              | 26%                             | 17%                                    | 11%                                  | 14%                                   |
| 93                      | 71               | 58               | 31                              | 68                                     | 116                                  | 126                                   |
| 51%                     | 48%              | 35%              | 39%                             | 35%                                    | 55%                                  | 47%                                   |
| 89                      | 79               | 109              | 50                              | 124                                    | 93                                   | 145                                   |
| 49%                     | 52%              | 65%              | 61%                             | 65%                                    | 45%                                  | 53%                                   |

## US

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 228                        | 231              | 127                 | 142               | 280                           | 220                          | 68                    |
| 405                        | 372              | 307                 | 327               | 595                           | 411                          | 139                   |
| 10                         | 13               | 7                   | 23                | 41                            | 3                            | 24                    |
| 4%                         | 6%               | 6%                  | 16%               | 15%                           | 1%                           | 35%                   |
| 87                         | 79               | 41                  | 60                | 105                           | 74                           | 19                    |
| 38%                        | 34%              | 32%                 | 42%               | 37%                           | 34%                          | 28%                   |
| 90                         | 93               | 53                  | 50                | 96                            | 101                          | 17                    |
| 39%                        | 40%              | 42%                 | 35%               | 34%                           | 46%                          | 25%                   |
| 42                         | 46               | 26                  | 9                 | 39                            | 42                           | 8                     |
| 19%                        | 20%              | 20%                 | 6%                | 14%                           | 19%                          | 12%                   |
| 96                         | 92               | 48                  | 83                | 146                           | 77                           | 43                    |
| 42%                        | 40%              | 38%                 | 58%               | 52%                           | 35%                          | 63%                   |
| 132                        | 140              | 79                  | 59                | 134                           | 143                          | 25                    |
| 58%                        | 60%              | 62%                 | 42%               | 48%                           | 65%                          | 37%                   |

---

s it...

---

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 432               | 99                                         | 401                                       | 324                              | 132                            | 232                 | 101                  |
| 867               | 204                                        | 802                                       | 685                              | 219                            | 459                 | 194                  |
| 20                | 30                                         | 13                                        | 39                               | 3                              | 33                  | 2                    |
| 5%                | 31%                                        | 3%                                        | 12%                              | 3%                             | 14%                 | 2%                   |
| 160               | 38                                         | 141                                       | 118                              | 47                             | 78                  | 31                   |
| 37%               | 39%                                        | 35%                                       | 37%                              | 36%                            | 34%                 | 31%                  |
| 179               | 19                                         | 177                                       | 124                              | 50                             | 87                  | 46                   |
| 41%               | 19%                                        | 44%                                       | 38%                              | 38%                            | 38%                 | 45%                  |
| 73                | 11                                         | 70                                        | 43                               | 31                             | 34                  | 21                   |
| 17%               | 11%                                        | 17%                                       | 13%                              | 24%                            | 15%                 | 21%                  |
| 180               | 68                                         | 154                                       | 157                              | 51                             | 111                 | 33                   |
| 42%               | 69%                                        | 38%                                       | 49%                              | 38%                            | 48%                 | 33%                  |
| 252               | 30                                         | 247                                       | 167                              | 82                             | 121                 | 67                   |
| 58%               | 31%                                        | 62%                                       | 51%                              | 62%                            | 52%                 | 67%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive | US Region Northeast | US Region Midwest | US Region South | US Region West |
|-----------------------|---------------------|-------------------|-----------------|----------------|
| 167                   | 91                  | 110               | 184             | 115            |
| 353                   | 170                 | 218               | 392             | 226            |
| 8                     | 11                  | 8                 | 12              | 12             |
| 5%                    | 12%                 | 7%                | 7%              | 11%            |
| 70                    | 29                  | 37                | 69              | 44             |
| 42%                   | 31%                 | 34%               | 38%             | 38%            |
| 63                    | 37                  | 45                | 73              | 41             |
| 38%                   | 41%                 | 41%               | 40%             | 36%            |
| 26                    | 14                  | 19                | 30              | 18             |
| 16%                   | 16%                 | 18%               | 16%             | 15%            |
| 78                    | 40                  | 46                | 81              | 56             |
| 47%                   | 44%                 | 42%               | 44%             | 49%            |
| 89                    | 51                  | 64                | 103             | 59             |
| 53%                   | 56%                 | 58%               | 56%             | 51%            |



|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 12000   | 5989        | 6011          |
|                         | unw_base | 17586   | 8816        | 8770          |
| 7 – Very strong economy | freq     | 369     | 233         | 136           |
| 7 – Very strong economy | prop     | 3%      | 4%          | 2%            |
| 6                       | freq     | 788     | 441         | 347           |
| 6                       | prop     | 7%      | 7%          | 6%            |
| 5                       | freq     | 2417    | 1274        | 1144          |
| 5                       | prop     | 20%     | 21%         | 19%           |
| 4                       | freq     | 3438    | 1664        | 1774          |
| 4                       | prop     | 29%     | 28%         | 30%           |
| 3                       | freq     | 2596    | 1239        | 1358          |
| 3                       | prop     | 22%     | 21%         | 23%           |
| 2                       | freq     | 1192    | 589         | 603           |
| 2                       | prop     | 10%     | 10%         | 10%           |
| 1 – Very weak economy   | freq     | 1200    | 550         | 650           |
| 1 – Very weak economy   | prop     | 10%     | 9%          | 11%           |
| Top3Box                 | freq     | 3574    | 1947        | 1627          |
| Top3Box                 | prop     | 30%     | 33%         | 27%           |
| Low3Box                 | freq     | 4988    | 2378        | 2610          |
| Low3Box                 | prop     | 42%     | 40%         | 43%           |
|                         | mean     | 4.29    | 4.2         | 4.38          |
|                         | median   | 4       | 4           | 4             |

---



---

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

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 5071                    | 3856             | 3073             | 2841                            | 4119                                   | 3488                                 | 5673                                  |
| 6396                    | 5926             | 5264             | 3898                            | 6250                                   | 5567                                 | 8862                                  |
| 205                     | 103              | 61               | 99                              | 97                                     | 115                                  | 208                                   |
| 4%                      | 3%               | 2%               | 3%                              | 2%                                     | 3%                                   | 4%                                    |
| 347                     | 252              | 188              | 140                             | 240                                    | 287                                  | 421                                   |
| 7%                      | 7%               | 6%               | 5%                              | 6%                                     | 8%                                   | 7%                                    |
| 1058                    | 764              | 595              | 406                             | 806                                    | 829                                  | 1222                                  |
| 21%                     | 20%              | 19%              | 14%                             | 20%                                    | 24%                                  | 22%                                   |
| 1537                    | 1048             | 852              | 816                             | 1180                                   | 996                                  | 1587                                  |
| 30%                     | 27%              | 28%              | 29%                             | 29%                                    | 29%                                  | 28%                                   |
| 1061                    | 841              | 694              | 706                             | 910                                    | 689                                  | 1167                                  |
| 21%                     | 22%              | 23%              | 25%                             | 22%                                    | 20%                                  | 21%                                   |
| 422                     | 400              | 370              | 307                             | 430                                    | 336                                  | 552                                   |
| 8%                      | 10%              | 12%              | 11%                             | 10%                                    | 10%                                  | 10%                                   |
| 441                     | 447              | 312              | 367                             | 456                                    | 235                                  | 516                                   |
| 9%                      | 12%              | 10%              | 13%                             | 11%                                    | 7%                                   | 9%                                    |
| 1610                    | 1119             | 845              | 645                             | 1143                                   | 1231                                 | 1851                                  |
| 32%                     | 29%              | 27%              | 23%                             | 28%                                    | 35%                                  | 33%                                   |
| 1924                    | 1688             | 1376             | 1380                            | 1796                                   | 1260                                 | 2234                                  |
| 38%                     | 44%              | 45%              | 49%                             | 44%                                    | 36%                                  | 39%                                   |
| 4.17                    | 4.36             | 4.4              | 4.51                            | 4.38                                   | 4.09                                 | 4.2                                   |
| 4                       | 4                | 4                | 4                               | 4                                      | 4                                    | 4                                     |

## All Demos

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 6327                       | 3563             | 4508                | 3929              | 6596                          | 5404                         | 1484                  |
| 8724                       | 3867             | 6848                | 6871              | 10173                         | 7413                         | 2189                  |
| 161                        | 99               | 110                 | 159               | 246                           | 123                          | 114                   |
| 3%                         | 3%               | 2%                  | 4%                | 4%                            | 2%                           | 8%                    |
| 367                        | 167              | 300                 | 321               | 473                           | 315                          | 150                   |
| 6%                         | 5%               | 7%                  | 8%                | 7%                            | 6%                           | 10%                   |
| 1195                       | 573              | 956                 | 888               | 1391                          | 1026                         | 311                   |
| 19%                        | 16%              | 21%                 | 23%               | 21%                           | 19%                          | 21%                   |
| 1850                       | 1012             | 1286                | 1139              | 1812                          | 1626                         | 393                   |
| 29%                        | 28%              | 29%                 | 29%               | 27%                           | 30%                          | 27%                   |
| 1430                       | 855              | 944                 | 797               | 1357                          | 1240                         | 246                   |
| 23%                        | 24%              | 21%                 | 20%               | 21%                           | 23%                          | 17%                   |
| 640                        | 373              | 455                 | 364               | 651                           | 541                          | 124                   |
| 10%                        | 10%              | 10%                 | 9%                | 10%                           | 10%                          | 8%                    |
| 684                        | 483              | 457                 | 261               | 666                           | 534                          | 145                   |
| 11%                        | 14%              | 10%                 | 7%                | 10%                           | 10%                          | 10%                   |
| 1723                       | 840              | 1366                | 1368              | 2110                          | 1464                         | 575                   |
| 27%                        | 24%              | 30%                 | 35%               | 32%                           | 27%                          | 39%                   |
| 2754                       | 1711             | 1856                | 1421              | 2674                          | 2315                         | 515                   |
| 44%                        | 48%              | 41%                 | 36%               | 41%                           | 43%                          | 35%                   |
| 4.37                       | 4.52             | 4.3                 | 4.08              | 4.24                          | 4.35                         | 3.98                  |
| 4                          | 4                | 4                   | 4                 | 4                             | 4                            | 4                     |

---

onomy.

---

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 10516             | 2494                                       | 9506                                      | 8057                             | 3006                           | 5022                | 3205                 |
| 15397             | 3679                                       | 13907                                     | 12303                            | 3832                           | 7148                | 4521                 |
| 255               | 158                                        | 211                                       | 283                              | 72                             | 192                 | 60                   |
| 2%                | 6%                                         | 2%                                        | 4%                               | 2%                             | 4%                  | 2%                   |
| 637               | 249                                        | 538                                       | 584                              | 146                            | 320                 | 182                  |
| 6%                | 10%                                        | 6%                                        | 7%                               | 5%                             | 6%                  | 6%                   |
| 2107              | 584                                        | 1834                                      | 1704                             | 540                            | 1011                | 580                  |
| 20%               | 23%                                        | 19%                                       | 21%                              | 18%                            | 20%                 | 18%                  |
| 3044              | 658                                        | 2780                                      | 2289                             | 879                            | 1384                | 905                  |
| 29%               | 26%                                        | 29%                                       | 28%                              | 29%                            | 28%                 | 28%                  |
| 2351              | 399                                        | 2198                                      | 1691                             | 695                            | 1019                | 819                  |
| 22%               | 16%                                        | 23%                                       | 21%                              | 23%                            | 20%                 | 26%                  |
| 1068              | 210                                        | 982                                       | 780                              | 316                            | 530                 | 334                  |
| 10%               | 8%                                         | 10%                                       | 10%                              | 10%                            | 11%                 | 10%                  |
| 1055              | 237                                        | 963                                       | 727                              | 358                            | 565                 | 325                  |
| 10%               | 9%                                         | 10%                                       | 9%                               | 12%                            | 11%                 | 10%                  |
| 2999              | 990                                        | 2584                                      | 2570                             | 758                            | 1523                | 821                  |
| 29%               | 40%                                        | 27%                                       | 32%                              | 25%                            | 30%                 | 26%                  |
| 4473              | 845                                        | 4143                                      | 3197                             | 1369                           | 2114                | 1478                 |
| 43%               | 34%                                        | 44%                                       | 40%                              | 46%                            | 42%                 | 46%                  |
| 4.33              | 3.99                                       | 4.37                                      | 4.21                             | 4.45                           | 4.31                | 4.42                 |
| 4                 | 4                                          | 4                                         | 4                                | 4                              | 4                   | 4                    |

|  |
|--|
|  |
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 2774                  |
| 4414                  |
| 63                    |
| 2%                    |
| 119                   |
| 4%                    |
| 460                   |
| 17%                   |
| 881                   |
| 32%                   |
| 662                   |
| 24%                   |
| 298                   |
| 11%                   |
| 290                   |
| 10%                   |
| 642                   |
| 23%                   |
| 1251                  |
| 45%                   |
| 4.45                  |
| 4                     |

|  |
|--|
|  |
|  |

| Stub                    | Stat     | All Countries | Argentina | Australia |
|-------------------------|----------|---------------|-----------|-----------|
|                         | base     | 12000         | 500       | 500       |
|                         | unw_base | 17586         | 505       | 1004      |
| 7 – Very strong economy | freq     | 369           | 10        | 17        |
| 7 – Very strong economy | prop     | 3%            | 2%        | 3%        |
| 6                       | freq     | 788           | 19        | 37        |
| 6                       | prop     | 7%            | 4%        | 7%        |
| 5                       | freq     | 2417          | 60        | 157       |
| 5                       | prop     | 20%           | 12%       | 31%       |
| 4                       | freq     | 3438          | 118       | 166       |
| 4                       | prop     | 29%           | 24%       | 33%       |
| 3                       | freq     | 2596          | 114       | 87        |
| 3                       | prop     | 22%           | 23%       | 17%       |
| 2                       | freq     | 1192          | 75        | 21        |
| 2                       | prop     | 10%           | 15%       | 4%        |
| 1 – Very weak economy   | freq     | 1200          | 105       | 16        |
| 1 – Very weak economy   | prop     | 10%           | 21%       | 3%        |
| Top3Box                 | freq     | 3574          | 88        | 211       |
| Top3Box                 | prop     | 30%           | 18%       | 42%       |
| Low3Box                 | freq     | 4988          | 293       | 124       |
| Low3Box                 | prop     | 42%           | 59%       | 25%       |
|                         | mean     | 4.29          | 4.9       | 3.79      |
|                         | median   | 4             | 5         | 4         |

---



---

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

---

| Belgium | Brazil | Canada | China | France | Germany | Great Britain |
|---------|--------|--------|-------|--------|---------|---------------|
| 500     | 500    | 500    | 500   | 500    | 500     | 500           |
| 500     | 1003   | 1002   | 1001  | 1002   | 1003    | 1001          |
| 2       | 9      | 7      | 26    | 2      | 25      | 9             |
| %       | 2%     | 1%     | 5%    | %      | 5%      | 2%            |
| 10      | 12     | 25     | 89    | 15     | 67      | 20            |
| 2%      | 2%     | 5%     | 18%   | 3%     | 13%     | 4%            |
| 82      | 48     | 132    | 177   | 68     | 154     | 118           |
| 16%     | 10%    | 26%    | 35%   | 14%    | 31%     | 24%           |
| 168     | 89     | 180    | 129   | 146    | 154     | 185           |
| 34%     | 18%    | 36%    | 26%   | 29%    | 31%     | 37%           |
| 155     | 114    | 98     | 50    | 142    | 65      | 116           |
| 31%     | 23%    | 20%    | 10%   | 28%    | 13%     | 23%           |
| 47      | 79     | 37     | 16    | 66     | 22      | 35            |
| 9%      | 16%    | 7%     | 3%    | 13%    | 4%      | 7%            |
| 36      | 148    | 20     | 13    | 60     | 13      | 17            |
| 7%      | 30%    | 4%     | 3%    | 12%    | 3%      | 3%            |
| 94      | 70     | 164    | 292   | 85     | 246     | 147           |
| 19%     | 14%    | 33%    | 58%   | 17%    | 49%     | 29%           |
| 238     | 341    | 156    | 79    | 269    | 99      | 168           |
| 48%     | 68%    | 31%    | 16%   | 54%    | 20%     | 34%           |
| 4.5     | 5.23   | 4.06   | 3.38  | 4.7    | 3.57    | 4.11          |
| 4       | 5      | 4      | 3     | 5      | 4       | 4             |

## All Countries

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

| Hungary | India | Israel | Italy | Japan | Mexico | Poland |
|---------|-------|--------|-------|-------|--------|--------|
| 500     | 500   | 500    | 500   | 500   | 500    | 500    |
| 500     | 501   | 502    | 1003  | 1005  | 507    | 504    |
| 7       | 31    | 28     | 1     | 2     | 1      | 13     |
| 1%      | 6%    | 6%     | %     | %     | %      | 3%     |
| 15      | 54    | 78     | 10    | 7     | 3      | 37     |
| 3%      | 11%   | 16%    | 2%    | 1%    | 1%     | 7%     |
| 52      | 165   | 190    | 60    | 58    | 78     | 83     |
| 10%     | 33%   | 38%    | 12%   | 12%   | 16%    | 17%    |
| 129     | 171   | 138    | 115   | 163   | 138    | 149    |
| 26%     | 34%   | 28%    | 23%   | 33%   | 28%    | 30%    |
| 130     | 51    | 46     | 125   | 162   | 146    | 126    |
| 26%     | 10%   | 9%     | 25%   | 32%   | 29%    | 25%    |
| 85      | 21    | 13     | 87    | 65    | 36     | 48     |
| 17%     | 4%    | 3%     | 17%   | 13%   | 7%     | 10%    |
| 82      | 8     | 7      | 103   | 43    | 98     | 44     |
| 16%     | 2%    | 1%     | 21%   | 9%    | 20%    | 9%     |
| 74      | 249   | 296    | 71    | 66    | 82     | 133    |
| 15%     | 50%   | 59%    | 14%   | 13%   | 16%    | 27%    |
| 297     | 80    | 66     | 315   | 271   | 280    | 218    |
| 59%     | 16%   | 13%    | 63%   | 54%   | 56%    | 44%    |
| 4.89    | 3.51  | 3.33   | 5.05  | 4.69  | 4.85   | 4.32   |
| 5       | 4     | 3      | 5     | 5     | 5      | 4      |



---

onomy.

---

| Russia | Saudi Arabia | South Africa | South Korea | Spain | Sweden | Turkey |
|--------|--------------|--------------|-------------|-------|--------|--------|
| 500    | 500          | 500          | 500         | 500   | 500    | 500    |
| 500    | 508          | 505          | 502         | 1000  | 517    | 505    |
| 8      | 108          | 3            | 3           | 1     | 16     | 16     |
| 2%     | 22%          | 1%           | 1%          | %     | 3%     | 3%     |
| 23     | 96           | 12           | 8           | 10    | 69     | 31     |
| 5%     | 19%          | 2%           | 2%          | 2%    | 14%    | 6%     |
| 88     | 124          | 43           | 46          | 59    | 179    | 85     |
| 18%    | 25%          | 9%           | 9%          | 12%   | 36%    | 17%    |
| 160    | 101          | 134          | 129         | 127   | 164    | 134    |
| 32%    | 20%          | 27%          | 26%         | 25%   | 33%    | 27%    |
| 97     | 41           | 144          | 155         | 142   | 57     | 130    |
| 19%    | 8%           | 29%          | 31%         | 28%   | 11%    | 26%    |
| 56     | 21           | 72           | 92          | 93    | 8      | 58     |
| 11%    | 4%           | 14%          | 18%         | 19%   | 2%     | 12%    |
| 69     | 8            | 92           | 67          | 68    | 7      | 46     |
| 14%    | 2%           | 18%          | 13%         | 14%   | 1%     | 9%     |
| 118    | 328          | 58           | 56          | 70    | 264    | 133    |
| 24%    | 66%          | 12%          | 11%         | 14%   | 53%    | 27%    |
| 222    | 71           | 308          | 314         | 304   | 72     | 234    |
| 44%    | 14%          | 62%          | 63%         | 61%   | 14%    | 47%    |
| 4.52   | 2.94         | 4.97         | 4.94        | 4.9   | 3.46   | 4.37   |
| 4      | 3            | 5            | 5           | 5     | 3      | 4      |

|  |
|--|
|  |
|  |

| US   |
|------|
| 500  |
| 1006 |
| 25   |
| 5%   |
| 41   |
| 8%   |
| 113  |
| 23%  |
| 150  |
| 30%  |
| 102  |
| 20%  |
| 36   |
| 7%   |
| 32   |
| 6%   |
| 179  |
| 36%  |
| 171  |
| 34%  |
| 4    |
| 4    |

**All Regions**

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

| Stub                    | Stat     | All Countries | North America | LATAM |
|-------------------------|----------|---------------|---------------|-------|
|                         | base     | 12000         | 1000          | 1500  |
|                         | unw_base | 17586         | 2008          | 2015  |
| 7 – Very strong economy | freq     | 369           | 32            | 20    |
| 7 – Very strong economy | prop     | 3%            | 3%            | 1%    |
| 6                       | freq     | 788           | 66            | 34    |
| 6                       | prop     | 7%            | 7%            | 2%    |
| 5                       | freq     | 2417          | 246           | 187   |
| 5                       | prop     | 20%           | 25%           | 12%   |
| 4                       | freq     | 3438          | 330           | 345   |
| 4                       | prop     | 29%           | 33%           | 23%   |
| 3                       | freq     | 2596          | 201           | 373   |
| 3                       | prop     | 22%           | 20%           | 25%   |
| 2                       | freq     | 1192          | 73            | 190   |
| 2                       | prop     | 10%           | 7%            | 13%   |
| 1 – Very weak economy   | freq     | 1200          | 52            | 351   |
| 1 – Very weak economy   | prop     | 10%           | 5%            | 23%   |
| Top3Box                 | freq     | 3574          | 343           | 240   |
| Top3Box                 | prop     | 30%           | 34%           | 16%   |
| Low3Box                 | freq     | 4988          | 326           | 914   |
| Low3Box                 | prop     | 42%           | 33%           | 61%   |
|                         | mean     | 4.29          | 4.03          | 4.99  |
|                         | median   | 4             | 4             | 5     |

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

| Europe | APAC | G-8  | BRIC | Middle East<br>Africa |
|--------|------|------|------|-----------------------|
| 4500   | 3000 | 4000 | 2000 | 2000                  |
| 7030   | 4513 | 7522 | 3005 | 2020                  |
| 77     | 85   | 78   | 73   | 155                   |
| 2%     | 3%   | 2%   | 4%   | 8%                    |
| 253    | 217  | 208  | 178  | 218                   |
| 6%     | 7%   | 5%   | 9%   | 11%                   |
| 853    | 690  | 791  | 478  | 442                   |
| 19%    | 23%  | 20%  | 24%  | 22%                   |
| 1337   | 919  | 1253 | 549  | 507                   |
| 30%    | 31%  | 31%  | 27%  | 25%                   |
| 1059   | 602  | 908  | 312  | 362                   |
| 24%    | 20%  | 23%  | 16%  | 18%                   |
| 492    | 272  | 405  | 173  | 164                   |
| 11%    | 9%   | 10%  | 9%   | 8%                    |
| 429    | 215  | 357  | 238  | 153                   |
| 10%    | 7%   | 9%   | 12%  | 8%                    |
| 1183   | 992  | 1077 | 729  | 815                   |
| 26%    | 33%  | 27%  | 36%  | 41%                   |
| 1980   | 1090 | 1670 | 722  | 678                   |
| 44%    | 36%  | 42%  | 36%  | 34%                   |
| 4.39   | 4.14 | 4.34 | 4.16 | 3.9                   |
| 4      | 4    | 4    | 4    | 4                     |

|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 245         | 255           |
|                         | unw_base | 505     | 228         | 277           |
| 7 – Very strong economy | freq     | 10      | 6           | 4             |
| 7 – Very strong economy | prop     | 2%      | 2%          | 2%            |
| 6                       | freq     | 19      | 12          | 7             |
| 6                       | prop     | 4%      | 5%          | 3%            |
| 5                       | freq     | 60      | 28          | 31            |
| 5                       | prop     | 12%     | 12%         | 12%           |
| 4                       | freq     | 118     | 57          | 62            |
| 4                       | prop     | 24%     | 23%         | 24%           |
| 3                       | freq     | 114     | 58          | 56            |
| 3                       | prop     | 23%     | 24%         | 22%           |
| 2                       | freq     | 75      | 38          | 37            |
| 2                       | prop     | 15%     | 15%         | 14%           |
| 1 – Very weak economy   | freq     | 105     | 47          | 58            |
| 1 – Very weak economy   | prop     | 21%     | 19%         | 23%           |
| Top3Box                 | freq     | 88      | 46          | 42            |
| Top3Box                 | prop     | 18%     | 19%         | 17%           |
| Low3Box                 | freq     | 293     | 143         | 151           |
| Low3Box                 | prop     | 59%     | 58%         | 59%           |
|                         | mean     | 4.9     | 4.83        | 4.96          |
|                         | median   | 5       | 5           | 5             |

---



---

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

---

| Age Under<br>35 | Age 35-49 | Age 50-64 | Household<br>Income Low | Household<br>Income<br>Medium | Household<br>Income<br>High | Marital<br>Status<br>Married |
|-----------------|-----------|-----------|-------------------------|-------------------------------|-----------------------------|------------------------------|
| 248             | 133       | 119       | 121                     | 129                           | 167                         | 139                          |
| 290             | 108       | 107       | 134                     | 128                           | 154                         | 124                          |
| 6               | 4         | .         | 3                       | 2                             | 5                           | 2                            |
| 3%              | 3%        | .         | 2%                      | 1%                            | 3%                          | 2%                           |
| 10              | 4         | 5         | 3                       | 5                             | 7                           | 4                            |
| 4%              | 3%        | 4%        | 3%                      | 4%                            | 4%                          | 3%                           |
| 32              | 10        | 18        | 11                      | 14                            | 23                          | 17                           |
| 13%             | 7%        | 15%       | 9%                      | 11%                           | 14%                         | 12%                          |
| 68              | 29        | 21        | 28                      | 34                            | 37                          | 26                           |
| 28%             | 22%       | 18%       | 23%                     | 26%                           | 22%                         | 19%                          |
| 63              | 26        | 25        | 33                      | 30                            | 27                          | 30                           |
| 25%             | 20%       | 21%       | 27%                     | 23%                           | 16%                         | 22%                          |
| 26              | 27        | 21        | 13                      | 19                            | 31                          | 27                           |
| 11%             | 20%       | 18%       | 11%                     | 15%                           | 19%                         | 19%                          |
| 42              | 34        | 29        | 30                      | 26                            | 37                          | 33                           |
| 17%             | 26%       | 24%       | 25%                     | 20%                           | 22%                         | 24%                          |
| 49              | 17        | 23        | 17                      | 21                            | 34                          | 23                           |
| 20%             | 13%       | 20%       | 14%                     | 16%                           | 20%                         | 17%                          |
| 131             | 88        | 74        | 76                      | 75                            | 95                          | 90                           |
| 53%             | 66%       | 63%       | 63%                     | 58%                           | 57%                         | 65%                          |
| 4.69            | 5.17      | 5.05      | 5.01                    | 4.9                           | 4.9                         | 5.09                         |
| 5               | 5         | 5         | 5                       | 5                             | 5                           | 5                            |

## Argentina

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

| Marital Status Other | Education Low | Education Medium | Education High | Chief Income Earner Yes | Chief Income Earner No | Business Owner Yes |
|----------------------|---------------|------------------|----------------|-------------------------|------------------------|--------------------|
| 361                  | 170           | 205              | 125            | 278                     | 222                    | 93                 |
| 381                  | 144           | 261              | 100            | 263                     | 242                    | 89                 |
| 8                    | 3             | 4                | 3              | 6                       | 4                      | 4                  |
| 2%                   | 2%            | 2%               | 2%             | 2%                      | 2%                     | 4%                 |
| 14                   | 7             | 8                | 4              | 10                      | 9                      | 4                  |
| 4%                   | 4%            | 4%               | 3%             | 4%                      | 4%                     | 5%                 |
| 43                   | 19            | 26               | 15             | 34                      | 25                     | 9                  |
| 12%                  | 11%           | 13%              | 12%            | 12%                     | 11%                    | 10%                |
| 92                   | 40            | 51               | 27             | 68                      | 50                     | 20                 |
| 26%                  | 23%           | 25%              | 22%            | 24%                     | 23%                    | 22%                |
| 84                   | 39            | 51               | 25             | 46                      | 69                     | 17                 |
| 23%                  | 23%           | 25%              | 20%            | 16%                     | 31%                    | 18%                |
| 47                   | 22            | 26               | 27             | 46                      | 29                     | 12                 |
| 13%                  | 13%           | 13%              | 21%            | 17%                     | 13%                    | 13%                |
| 71                   | 40            | 39               | 25             | 68                      | 37                     | 27                 |
| 20%                  | 24%           | 19%              | 20%            | 24%                     | 17%                    | 29%                |
| 65                   | 29            | 38               | 21             | 50                      | 38                     | 17                 |
| 18%                  | 17%           | 18%              | 17%            | 18%                     | 17%                    | 18%                |
| 203                  | 101           | 116              | 77             | 159                     | 134                    | 56                 |
| 56%                  | 59%           | 56%              | 61%            | 57%                     | 60%                    | 60%                |
| 4.83                 | 4.94          | 4.81             | 4.99           | 4.97                    | 4.82                   | 5                  |
| 5                    | 5             | 5                | 5              | 5                       | 5                      | 5                  |

---

onomy.

---

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 407               | 130                                        | 370                                       | 328                              | 156                            | 359                 | 92                   |
| 416               | 125                                        | 380                                       | 319                              | 171                            | 361                 | 94                   |
| 6                 | 4                                          | 5                                         | 9                                | 1                              | 8                   | 1                    |
| 2%                | 3%                                         | 1%                                        | 3%                               | %                              | 2%                  | 1%                   |
| 14                | 7                                          | 12                                        | 13                               | 5                              | 15                  | 2                    |
| 3%                | 5%                                         | 3%                                        | 4%                               | 3%                             | 4%                  | 2%                   |
| 51                | 14                                         | 46                                        | 34                               | 23                             | 44                  | 12                   |
| 13%               | 11%                                        | 13%                                       | 10%                              | 15%                            | 12%                 | 13%                  |
| 98                | 34                                         | 85                                        | 77                               | 39                             | 93                  | 17                   |
| 24%               | 26%                                        | 23%                                       | 23%                              | 25%                            | 26%                 | 18%                  |
| 97                | 18                                         | 96                                        | 63                               | 46                             | 76                  | 25                   |
| 24%               | 14%                                        | 26%                                       | 19%                              | 30%                            | 21%                 | 27%                  |
| 63                | 17                                         | 58                                        | 58                               | 16                             | 53                  | 16                   |
| 15%               | 13%                                        | 16%                                       | 18%                              | 10%                            | 15%                 | 17%                  |
| 77                | 37                                         | 68                                        | 75                               | 27                             | 70                  | 20                   |
| 19%               | 28%                                        | 18%                                       | 23%                              | 17%                            | 20%                 | 21%                  |
| 71                | 25                                         | 63                                        | 56                               | 28                             | 66                  | 15                   |
| 18%               | 19%                                        | 17%                                       | 17%                              | 18%                            | 19%                 | 16%                  |
| 237               | 72                                         | 222                                       | 195                              | 89                             | 199                 | 60                   |
| 58%               | 55%                                        | 60%                                       | 60%                              | 57%                            | 55%                 | 66%                  |
| 4.88              | 4.93                                       | 4.89                                      | 4.96                             | 4.8                            | 4.82                | 5.06                 |
| 5                 | 5                                          | 5                                         | 5                                | 5                              | 5                   | 5                    |



|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 50                    |
| 50                    |
| 1                     |
| 2%                    |
| 2                     |
| 4%                    |
| 4                     |
| 9%                    |
| 8                     |
| 16%                   |
| 14                    |
| 27%                   |
| 6                     |
| 12%                   |
| 15                    |
| 30%                   |
| 7                     |
| 15%                   |
| 34                    |
| 69%                   |
| 5.17                  |
| 5                     |

|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 248         | 252           |
|                         | unw_base | 1004    | 390         | 614           |
| 7 – Very strong economy | freq     | 17      | 12          | 5             |
| 7 – Very strong economy | prop     | 3%      | 5%          | 2%            |
| 6                       | freq     | 37      | 21          | 16            |
| 6                       | prop     | 7%      | 8%          | 6%            |
| 5                       | freq     | 157     | 80          | 77            |
| 5                       | prop     | 31%     | 32%         | 30%           |
| 4                       | freq     | 166     | 75          | 90            |
| 4                       | prop     | 33%     | 30%         | 36%           |
| 3                       | freq     | 87      | 40          | 47            |
| 3                       | prop     | 17%     | 16%         | 19%           |
| 2                       | freq     | 21      | 12          | 10            |
| 2                       | prop     | 4%      | 5%          | 4%            |
| 1 – Very weak economy   | freq     | 16      | 8           | 8             |
| 1 – Very weak economy   | prop     | 3%      | 3%          | 3%            |
| Top3Box                 | freq     | 211     | 113         | 97            |
| Top3Box                 | prop     | 42%     | 46%         | 39%           |
| Low3Box                 | freq     | 124     | 59          | 64            |
| Low3Box                 | prop     | 25%     | 24%         | 25%           |
|                         | mean     | 3.79    | 3.71        | 3.87          |
|                         | median   | 4       | 4           | 4             |

---



---

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

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 197                     | 143              | 159              | 119                             | 251                                    | 130                                  | 233                                   |
| 208                     | 273              | 523              | 259                             | 497                                    | 248                                  | 533                                   |
| 14                      | 2                | 1                | 2                               | 11                                     | 4                                    | 8                                     |
| 7%                      | 2%               | %                | 2%                              | 4%                                     | 3%                                   | 3%                                    |
| 16                      | 9                | 12               | 6                               | 20                                     | 11                                   | 17                                    |
| 8%                      | 6%               | 7%               | 5%                              | 8%                                     | 9%                                   | 7%                                    |
| 70                      | 43               | 43               | 32                              | 76                                     | 49                                   | 73                                    |
| 36%                     | 30%              | 27%              | 27%                             | 30%                                    | 37%                                  | 31%                                   |
| 60                      | 52               | 54               | 45                              | 77                                     | 44                                   | 79                                    |
| 30%                     | 36%              | 34%              | 38%                             | 31%                                    | 34%                                  | 34%                                   |
| 29                      | 26               | 32               | 20                              | 52                                     | 15                                   | 38                                    |
| 15%                     | 18%              | 20%              | 17%                             | 21%                                    | 11%                                  | 16%                                   |
| 3                       | 8                | 10               | 7                               | 10                                     | 4                                    | 12                                    |
| 2%                      | 5%               | 6%               | 6%                              | 4%                                     | 3%                                   | 5%                                    |
| 4                       | 4                | 8                | 7                               | 5                                      | 4                                    | 6                                     |
| 2%                      | 2%               | 5%               | 6%                              | 2%                                     | 3%                                   | 3%                                    |
| 100                     | 55               | 55               | 40                              | 107                                    | 64                                   | 98                                    |
| 51%                     | 38%              | 35%              | 33%                             | 43%                                    | 49%                                  | 42%                                   |
| 37                      | 37               | 50               | 35                              | 67                                     | 22                                   | 56                                    |
| 19%                     | 26%              | 31%              | 29%                             | 27%                                    | 17%                                  | 24%                                   |
| 3.52                    | 3.88             | 4.05             | 4.06                            | 3.76                                   | 3.61                                 | 3.78                                  |
| 3                       | 4                | 4                | 4                               | 4                                      | 4                                    | 4                                     |

## Australia

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

| Marital Status Other | Education Low | Education Medium | Education High | Chief Income Earner Yes | Chief Income Earner No | Business Owner Yes |
|----------------------|---------------|------------------|----------------|-------------------------|------------------------|--------------------|
| 267                  | 158           | 159              | 184            | 294                     | 206                    | 75                 |
| 471                  | 305           | 358              | 341            | 579                     | 425                    | 131                |
| 9                    | 6             | 0                | 10             | 11                      | 6                      | 11                 |
| 4%                   | 4%            | %                | 6%             | 4%                      | 3%                     | 14%                |
| 19                   | 11            | 8                | 18             | 24                      | 13                     | 11                 |
| 7%                   | 7%            | 5%               | 10%            | 8%                      | 6%                     | 14%                |
| 84                   | 50            | 48               | 59             | 88                      | 69                     | 20                 |
| 31%                  | 32%           | 30%              | 32%            | 30%                     | 33%                    | 27%                |
| 87                   | 55            | 57               | 54             | 93                      | 73                     | 21                 |
| 33%                  | 35%           | 36%              | 29%            | 32%                     | 36%                    | 29%                |
| 48                   | 24            | 32               | 30             | 52                      | 34                     | 6                  |
| 18%                  | 16%           | 20%              | 17%            | 18%                     | 17%                    | 8%                 |
| 9                    | 4             | 8                | 9              | 14                      | 7                      | 2                  |
| 4%                   | 3%            | 5%               | 5%             | 5%                      | 4%                     | 3%                 |
| 10                   | 6             | 6                | 3              | 12                      | 4                      | 4                  |
| 4%                   | 4%            | 4%               | 2%             | 4%                      | 2%                     | 5%                 |
| 112                  | 68            | 56               | 87             | 123                     | 87                     | 41                 |
| 42%                  | 43%           | 35%              | 47%            | 42%                     | 42%                    | 55%                |
| 68                   | 35            | 46               | 43             | 78                      | 45                     | 12                 |
| 25%                  | 22%           | 29%              | 23%            | 27%                     | 22%                    | 16%                |
| 3.8                  | 3.75          | 4.01             | 3.64           | 3.82                    | 3.75                   | 3.32               |
| 4                    | 4             | 4                | 4              | 4                       | 4                      | 3                  |

---

onomy.

---

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 425               | 103                                        | 397                                       | 319                              | 111                            | 227                 | 125                  |
| 873               | 174                                        | 830                                       | 601                              | 188                            | 415                 | 241                  |
| 7                 | 15                                         | 2                                         | 17                               | .                              | 15                  | 1                    |
| 2%                | 14%                                        | 1%                                        | 5%                               | .                              | 7%                  | 1%                   |
| 26                | 16                                         | 20                                        | 27                               | 5                              | 22                  | 6                    |
| 6%                | 16%                                        | 5%                                        | 9%                               | 5%                             | 10%                 | 5%                   |
| 137               | 30                                         | 127                                       | 99                               | 42                             | 78                  | 39                   |
| 32%               | 29%                                        | 32%                                       | 31%                              | 38%                            | 34%                 | 32%                  |
| 144               | 24                                         | 142                                       | 103                              | 35                             | 60                  | 50                   |
| 34%               | 23%                                        | 36%                                       | 32%                              | 31%                            | 27%                 | 40%                  |
| 81                | 12                                         | 75                                        | 52                               | 19                             | 39                  | 24                   |
| 19%               | 11%                                        | 19%                                       | 16%                              | 17%                            | 17%                 | 19%                  |
| 19                | 2                                          | 19                                        | 12                               | 6                              | 8                   | 3                    |
| 5%                | 2%                                         | 5%                                        | 4%                               | 5%                             | 4%                  | 3%                   |
| 12                | 4                                          | 11                                        | 9                                | 4                              | 5                   | 1                    |
| 3%                | 4%                                         | 3%                                        | 3%                               | 3%                             | 2%                  | 1%                   |
| 169               | 61                                         | 149                                       | 143                              | 48                             | 114                 | 46                   |
| 40%               | 59%                                        | 38%                                       | 45%                              | 43%                            | 50%                 | 37%                  |
| 112               | 18                                         | 106                                       | 73                               | 29                             | 52                  | 28                   |
| 26%               | 17%                                        | 27%                                       | 23%                              | 26%                            | 23%                 | 23%                  |
| 3.87              | 3.24                                       | 3.93                                      | 3.68                             | 3.9                            | 3.58                | 3.84                 |
| 4                 | 3                                          | 4                                         | 4                                | 4                              | 3                   | 4                    |

|  |
|--|
|  |
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 148                   |
| 348                   |
| 2                     |
| 1%                    |
| 8                     |
| 6%                    |
| 40                    |
| 27%                   |
| 56                    |
| 38%                   |
| 24                    |
| 16%                   |
| 9                     |
| 6%                    |
| 9                     |
| 6%                    |
| 50                    |
| 33%                   |
| 43                    |
| 29%                   |
| 4.07                  |
| 4                     |

|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 252         | 248           |
|                         | unw_base | 500     | 250         | 250           |
| 7 – Very strong economy | freq     | 2       | 1           | 1             |
| 7 – Very strong economy | prop     | %       | %           | %             |
| 6                       | freq     | 10      | 5           | 5             |
| 6                       | prop     | 2%      | 2%          | 2%            |
| 5                       | freq     | 82      | 53          | 29            |
| 5                       | prop     | 16%     | 21%         | 12%           |
| 4                       | freq     | 168     | 81          | 87            |
| 4                       | prop     | 34%     | 32%         | 35%           |
| 3                       | freq     | 155     | 76          | 80            |
| 3                       | prop     | 31%     | 30%         | 32%           |
| 2                       | freq     | 47      | 28          | 19            |
| 2                       | prop     | 9%      | 11%         | 7%            |
| 1 – Very weak economy   | freq     | 36      | 8           | 28            |
| 1 – Very weak economy   | prop     | 7%      | 3%          | 11%           |
| Top3Box                 | freq     | 94      | 59          | 35            |
| Top3Box                 | prop     | 19%     | 23%         | 14%           |
| Low3Box                 | freq     | 238     | 112         | 126           |
| Low3Box                 | prop     | 48%     | 44%         | 51%           |
|                         | mean     | 4.5     | 4.36        | 4.64          |
|                         | median   | 4       | 4           | 5             |

---



---

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

---

| Age Under<br>35 | Age 35-49 | Age 50-64 | Household<br>Income Low | Household<br>Income<br>Medium | Household<br>Income<br>High | Marital<br>Status<br>Married |
|-----------------|-----------|-----------|-------------------------|-------------------------------|-----------------------------|------------------------------|
| 186             | 155       | 159       | 131                     | 144                           | 114                         | 204                          |
| 156             | 174       | 170       | 119                     | 147                           | 126                         | 214                          |
| 1               | 1         | .         | 2                       | .                             | .                           | .                            |
| 1%              | 1%        | .         | 2%                      | .                             | .                           | .                            |
| 3               | 4         | 2         | 3                       | 1                             | 5                           | 3                            |
| 2%              | 3%        | 2%        | 3%                      | %                             | 4%                          | 2%                           |
| 26              | 28        | 28        | 13                      | 21                            | 26                          | 44                           |
| 14%             | 18%       | 18%       | 10%                     | 15%                           | 23%                         | 21%                          |
| 67              | 54        | 46        | 34                      | 56                            | 40                          | 68                           |
| 36%             | 35%       | 29%       | 26%                     | 39%                           | 35%                         | 33%                          |
| 60              | 45        | 51        | 48                      | 43                            | 27                          | 59                           |
| 32%             | 29%       | 32%       | 37%                     | 30%                           | 23%                         | 29%                          |
| 19              | 11        | 17        | 19                      | 11                            | 11                          | 15                           |
| 10%             | 7%        | 10%       | 15%                     | 8%                            | 9%                          | 7%                           |
| 10              | 12        | 14        | 11                      | 12                            | 6                           | 15                           |
| 5%              | 8%        | 9%        | 8%                      | 9%                            | 5%                          | 7%                           |
| 30              | 33        | 31        | 19                      | 22                            | 30                          | 47                           |
| 16%             | 21%       | 19%       | 14%                     | 15%                           | 27%                         | 23%                          |
| 88              | 68        | 82        | 79                      | 66                            | 43                          | 89                           |
| 47%             | 44%       | 51%       | 60%                     | 46%                           | 38%                         | 44%                          |
| 4.49            | 4.42      | 4.59      | 4.71                    | 4.56                          | 4.26                        | 4.41                         |
| 4               | 4         | 5         | 5                       | 4                             | 4                           | 4                            |



## Belgium

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

| Marital Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|-------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 296                     | 146              | 194                 | 161               | 312                           | 188                          | 33                    |
| 286                     | 66               | 268                 | 166               | 330                           | 170                          | 34                    |
| 2                       | .                | 1                   | 1                 | 2                             | .                            | 1                     |
| 1%                      | .                | 1%                  | 1%                | 1%                            | .                            | 4%                    |
| 6                       | 2                | 3                   | 5                 | 7                             | 2                            | 3                     |
| 2%                      | 1%               | 2%                  | 3%                | 2%                            | 1%                           | 10%                   |
| 38                      | 10               | 31                  | 41                | 55                            | 27                           | 5                     |
| 13%                     | 7%               | 16%                 | 25%               | 17%                           | 15%                          | 16%                   |
| 101                     | 42               | 71                  | 56                | 95                            | 73                           | 10                    |
| 34%                     | 29%              | 37%                 | 35%               | 30%                           | 39%                          | 30%                   |
| 96                      | 62               | 52                  | 41                | 101                           | 54                           | 8                     |
| 33%                     | 43%              | 27%                 | 26%               | 33%                           | 29%                          | 25%                   |
| 31                      | 15               | 21                  | 10                | 29                            | 18                           | 2                     |
| 11%                     | 10%              | 11%                 | 6%                | 9%                            | 10%                          | 6%                    |
| 21                      | 15               | 14                  | 7                 | 23                            | 13                           | 3                     |
| 7%                      | 10%              | 7%                  | 4%                | 7%                            | 7%                           | 10%                   |
| 47                      | 12               | 35                  | 47                | 64                            | 30                           | 10                    |
| 16%                     | 8%               | 18%                 | 29%               | 21%                           | 16%                          | 29%                   |
| 149                     | 92               | 88                  | 58                | 153                           | 85                           | 14                    |
| 50%                     | 63%              | 45%                 | 36%               | 49%                           | 45%                          | 41%                   |
| 4.56                    | 4.85             | 4.5                 | 4.17              | 4.48                          | 4.52                         | 4.19                  |
| 5                       | 5                | 4                   | 4                 | 4                             | 4                            | 4                     |

onomy.

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 467               | 64                                         | 436                                       | 299                              | 132                            | 141                 | 144                  |
| 466               | 67                                         | 433                                       | 325                              | 107                            | 140                 | 155                  |
| 1                 | 1                                          | 1                                         | 2                                | .                              | 1                   | .                    |
| %                 | 2%                                         | %                                         | 1%                               | .                              | 1%                  | .                    |
| 6                 | 3                                          | 6                                         | 7                                | 1                              | 3                   | 4                    |
| 1%                | 5%                                         | 1%                                        | 2%                               | 1%                             | 2%                  | 3%                   |
| 77                | 15                                         | 67                                        | 56                               | 12                             | 24                  | 32                   |
| 16%               | 24%                                        | 15%                                       | 19%                              | 9%                             | 17%                 | 22%                  |
| 158               | 20                                         | 148                                       | 107                              | 39                             | 55                  | 41                   |
| 34%               | 32%                                        | 34%                                       | 36%                              | 30%                            | 39%                 | 28%                  |
| 147               | 15                                         | 141                                       | 84                               | 52                             | 29                  | 50                   |
| 32%               | 23%                                        | 32%                                       | 28%                              | 40%                            | 21%                 | 35%                  |
| 45                | 6                                          | 41                                        | 22                               | 16                             | 16                  | 11                   |
| 10%               | 9%                                         | 9%                                        | 7%                               | 12%                            | 12%                 | 7%                   |
| 33                | 3                                          | 32                                        | 21                               | 11                             | 12                  | 7                    |
| 7%                | 5%                                         | 7%                                        | 7%                               | 9%                             | 9%                  | 5%                   |
| 84                | 20                                         | 74                                        | 66                               | 14                             | 28                  | 35                   |
| 18%               | 31%                                        | 17%                                       | 22%                              | 10%                            | 20%                 | 25%                  |
| 224               | 24                                         | 214                                       | 126                              | 79                             | 58                  | 68                   |
| 48%               | 37%                                        | 49%                                       | 42%                              | 60%                            | 41%                 | 47%                  |
| 4.52              | 4.16                                       | 4.54                                      | 4.38                             | 4.78                           | 4.46                | 4.37                 |
| 4                 | 4                                          | 4                                         | 4                                | 5                              | 4                   | 4                    |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 214                   |
| 205                   |
| 1                     |
| %                     |
| 3                     |
| 1%                    |
| 27                    |
| 12%                   |
| 72                    |
| 34%                   |
| 76                    |
| 35%                   |
| 20                    |
| 9%                    |
| 17                    |
| 8%                    |
| 30                    |
| 14%                   |
| 112                   |
| 52%                   |
| 4.61                  |
| 5                     |

|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 232         | 268           |
|                         | unw_base | 1003    | 490         | 513           |
| 7 – Very strong economy | freq     | 9       | 7           | 2             |
| 7 – Very strong economy | prop     | 2%      | 3%          | 1%            |
| 6                       | freq     | 12      | 7           | 6             |
| 6                       | prop     | 2%      | 3%          | 2%            |
| 5                       | freq     | 48      | 25          | 24            |
| 5                       | prop     | 10%     | 11%         | 9%            |
| 4                       | freq     | 89      | 47          | 42            |
| 4                       | prop     | 18%     | 20%         | 16%           |
| 3                       | freq     | 114     | 59          | 55            |
| 3                       | prop     | 23%     | 25%         | 20%           |
| 2                       | freq     | 79      | 32          | 47            |
| 2                       | prop     | 16%     | 14%         | 17%           |
| 1 – Very weak economy   | freq     | 148     | 56          | 93            |
| 1 – Very weak economy   | prop     | 30%     | 24%         | 35%           |
| Top3Box                 | freq     | 70      | 38          | 32            |
| Top3Box                 | prop     | 14%     | 16%         | 12%           |
| Low3Box                 | freq     | 341     | 147         | 194           |
| Low3Box                 | prop     | 68%     | 63%         | 72%           |
|                         | mean     | 5.23    | 5           | 5.43          |
|                         | median   | 5       | 5           | 6             |

---



---

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

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 285                     | 148              | 67               | 83                              | 312                                    | 63                                   | 179                                   |
| 514                     | 310              | 179              | 116                             | 618                                    | 197                                  | 380                                   |
| 5                       | 3                | 1                | 2                               | 3                                      | 2                                    | 1                                     |
| 2%                      | 2%               | 1%               | 3%                              | 1%                                     | 3%                                   | 1%                                    |
| 5                       | 4                | 3                | 2                               | 8                                      | 2                                    | 5                                     |
| 2%                      | 3%               | 4%               | 2%                              | 3%                                     | 3%                                   | 3%                                    |
| 27                      | 15               | 6                | 5                               | 34                                     | 6                                    | 16                                    |
| 10%                     | 10%              | 9%               | 6%                              | 11%                                    | 10%                                  | 9%                                    |
| 53                      | 28               | 9                | 14                              | 60                                     | 9                                    | 35                                    |
| 19%                     | 19%              | 13%              | 17%                             | 19%                                    | 14%                                  | 20%                                   |
| 71                      | 33               | 10               | 16                              | 74                                     | 18                                   | 37                                    |
| 25%                     | 22%              | 16%              | 19%                             | 24%                                    | 28%                                  | 21%                                   |
| 51                      | 15               | 12               | 18                              | 46                                     | 9                                    | 21                                    |
| 18%                     | 10%              | 18%              | 22%                             | 15%                                    | 14%                                  | 12%                                   |
| 72                      | 50               | 26               | 26                              | 88                                     | 17                                   | 63                                    |
| 25%                     | 34%              | 39%              | 32%                             | 28%                                    | 28%                                  | 35%                                   |
| 38                      | 22               | 10               | 9                               | 45                                     | 10                                   | 23                                    |
| 13%                     | 15%              | 15%              | 11%                             | 14%                                    | 16%                                  | 13%                                   |
| 194                     | 98               | 49               | 60                              | 208                                    | 44                                   | 121                                   |
| 68%                     | 66%              | 73%              | 73%                             | 67%                                    | 70%                                  | 68%                                   |
| 5.18                    | 5.23             | 5.47             | 5.4                             | 5.19                                   | 5.15                                 | 5.33                                  |
| 5                       | 5                | 6                | 6                               | 5                                      | 5                                    | 5                                     |

## Brazil

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

| Marital Status Other | Education Low | Education Medium | Education High | Chief Income Earner Yes | Chief Income Earner No | Business Owner Yes |
|----------------------|---------------|------------------|----------------|-------------------------|------------------------|--------------------|
| 321                  | 157           | 262              | 81             | 238                     | 262                    | 67                 |
| 623                  | 94            | 538              | 371            | 531                     | 472                    | 159                |
| 8                    | 6             | 2                | 1              | 5                       | 4                      | 3                  |
| 2%                   | 4%            | 1%               | 1%             | 2%                      | 2%                     | 4%                 |
| 8                    | 3             | 8                | 2              | 6                       | 6                      | 2                  |
| 2%                   | 2%            | 3%               | 2%             | 3%                      | 2%                     | 3%                 |
| 32                   | 10            | 28               | 10             | 25                      | 23                     | 9                  |
| 10%                  | 7%            | 11%              | 12%            | 11%                     | 9%                     | 14%                |
| 54                   | 23            | 52               | 14             | 38                      | 51                     | 15                 |
| 17%                  | 15%           | 20%              | 17%            | 16%                     | 19%                    | 23%                |
| 77                   | 34            | 63               | 17             | 53                      | 61                     | 15                 |
| 24%                  | 22%           | 24%              | 21%            | 22%                     | 23%                    | 23%                |
| 58                   | 29            | 36               | 15             | 32                      | 47                     | 6                  |
| 18%                  | 18%           | 14%              | 18%            | 14%                     | 18%                    | 10%                |
| 85                   | 51            | 75               | 22             | 78                      | 70                     | 15                 |
| 27%                  | 33%           | 29%              | 28%            | 33%                     | 27%                    | 23%                |
| 47                   | 20            | 38               | 13             | 36                      | 34                     | 14                 |
| 15%                  | 13%           | 14%              | 16%            | 15%                     | 13%                    | 21%                |
| 220                  | 114           | 173              | 54             | 163                     | 178                    | 37                 |
| 69%                  | 73%           | 66%              | 67%            | 69%                     | 68%                    | 56%                |
| 5.18                 | 5.34          | 5.18             | 5.19           | 5.26                    | 5.21                   | 4.79               |
| 5                    | 6             | 5                | 5              | 5                       | 5                      | 5                  |

onomy.

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 433               | 97                                         | 403                                       | 303                              | 185                            | 313                 | 122                  |
| 844               | 231                                        | 772                                       | 691                              | 288                            | 673                 | 223                  |
| 6                 | 3                                          | 6                                         | 6                                | 4                              | 5                   | 0                    |
| 1%                | 3%                                         | 2%                                        | 2%                               | 2%                             | 2%                  | %                    |
| 10                | 4                                          | 8                                         | 11                               | 1                              | 7                   | 5                    |
| 2%                | 5%                                         | 2%                                        | 4%                               | 1%                             | 2%                  | 4%                   |
| 39                | 14                                         | 35                                        | 31                               | 16                             | 35                  | 10                   |
| 9%                | 14%                                        | 9%                                        | 10%                              | 8%                             | 11%                 | 8%                   |
| 74                | 21                                         | 68                                        | 55                               | 31                             | 55                  | 21                   |
| 17%               | 21%                                        | 17%                                       | 18%                              | 17%                            | 18%                 | 17%                  |
| 98                | 20                                         | 94                                        | 74                               | 37                             | 78                  | 30                   |
| 23%               | 20%                                        | 23%                                       | 24%                              | 20%                            | 25%                 | 24%                  |
| 72                | 15                                         | 64                                        | 40                               | 38                             | 46                  | 23                   |
| 17%               | 15%                                        | 16%                                       | 13%                              | 20%                            | 15%                 | 19%                  |
| 133               | 21                                         | 127                                       | 86                               | 59                             | 88                  | 33                   |
| 31%               | 22%                                        | 32%                                       | 28%                              | 32%                            | 28%                 | 27%                  |
| 56                | 21                                         | 49                                        | 48                               | 20                             | 46                  | 15                   |
| 13%               | 22%                                        | 12%                                       | 16%                              | 11%                            | 15%                 | 12%                  |
| 304               | 56                                         | 285                                       | 200                              | 134                            | 211                 | 86                   |
| 70%               | 57%                                        | 71%                                       | 66%                              | 72%                            | 67%                 | 70%                  |
| 5.3               | 4.84                                       | 5.33                                      | 5.12                             | 5.41                           | 5.18                | 5.26                 |
| 5                 | 5                                          | 5                                         | 5                                | 6                              | 5                   | 5                    |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 65                    |
| 107                   |
| 4                     |
| 6%                    |
| 1                     |
| 1%                    |
| 4                     |
| 6%                    |
| 12                    |
| 19%                   |
| 6                     |
| 10%                   |
| 10                    |
| 15%                   |
| 28                    |
| 43%                   |
| 9                     |
| 13%                   |
| 44                    |
| 68%                   |
| 5.43                  |
| 6                     |



|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 242         | 258           |
|                         | unw_base | 1002    | 482         | 520           |
| 7 – Very strong economy | freq     | 7       | 3           | 4             |
| 7 – Very strong economy | prop     | 1%      | 1%          | 1%            |
| 6                       | freq     | 25      | 13          | 12            |
| 6                       | prop     | 5%      | 5%          | 5%            |
| 5                       | freq     | 132     | 67          | 65            |
| 5                       | prop     | 26%     | 28%         | 25%           |
| 4                       | freq     | 180     | 88          | 92            |
| 4                       | prop     | 36%     | 36%         | 36%           |
| 3                       | freq     | 98      | 44          | 55            |
| 3                       | prop     | 20%     | 18%         | 21%           |
| 2                       | freq     | 37      | 15          | 22            |
| 2                       | prop     | 7%      | 6%          | 9%            |
| 1 – Very weak economy   | freq     | 20      | 12          | 8             |
| 1 – Very weak economy   | prop     | 4%      | 5%          | 3%            |
| Top3Box                 | freq     | 164     | 83          | 81            |
| Top3Box                 | prop     | 33%     | 34%         | 31%           |
| Low3Box                 | freq     | 156     | 71          | 84            |
| Low3Box                 | prop     | 31%     | 29%         | 33%           |
|                         | mean     | 4.06    | 4.04        | 4.08          |
|                         | median   | 4       | 4           | 4             |

---



---

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

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 171                     | 154              | 175              | 83                              | 141                                    | 215                                  | 236                                   |
| 305                     | 309              | 388              | 133                             | 253                                    | 508                                  | 513                                   |
| 2                       | 3                | 2                | .                               | 3                                      | 4                                    | 3                                     |
| 1%                      | 2%               | 1%               | .                               | 2%                                     | 2%                                   | 1%                                    |
| 10                      | 8                | 7                | 7                               | 9                                      | 6                                    | 9                                     |
| 6%                      | 5%               | 4%               | 8%                              | 6%                                     | 3%                                   | 4%                                    |
| 52                      | 35               | 46               | 16                              | 32                                     | 67                                   | 66                                    |
| 30%                     | 22%              | 26%              | 20%                             | 23%                                    | 31%                                  | 28%                                   |
| 61                      | 62               | 58               | 34                              | 48                                     | 74                                   | 81                                    |
| 36%                     | 40%              | 33%              | 41%                             | 34%                                    | 35%                                  | 34%                                   |
| 26                      | 33               | 40               | 15                              | 32                                     | 41                                   | 50                                    |
| 15%                     | 21%              | 23%              | 18%                             | 22%                                    | 19%                                  | 21%                                   |
| 13                      | 11               | 13               | 6                               | 10                                     | 17                                   | 20                                    |
| 8%                      | 7%               | 8%               | 8%                              | 7%                                     | 8%                                   | 8%                                    |
| 8                       | 4                | 8                | 5                               | 8                                      | 6                                    | 7                                     |
| 4%                      | 3%               | 5%               | 6%                              | 5%                                     | 3%                                   | 3%                                    |
| 63                      | 45               | 55               | 23                              | 44                                     | 77                                   | 78                                    |
| 37%                     | 29%              | 32%              | 28%                             | 31%                                    | 36%                                  | 33%                                   |
| 47                      | 48               | 61               | 26                              | 49                                     | 63                                   | 77                                    |
| 27%                     | 31%              | 35%              | 31%                             | 35%                                    | 30%                                  | 32%                                   |
| 3.99                    | 4.05             | 4.14             | 4.14                            | 4.12                                   | 4.01                                 | 4.07                                  |
| 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 economy

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 264                        | 227              | 196                 | 77                | 257                           | 243                          | 59                    |
| 489                        | 185              | 430                 | 387               | 561                           | 441                          | 126                   |
| 3                          | 5                | 1                   | 1                 | 5                             | 2                            | 3                     |
| 1%                         | 2%               | %                   | 1%                | 2%                            | 1%                           | 5%                    |
| 17                         | 12               | 7                   | 6                 | 14                            | 11                           | 2                     |
| 6%                         | 5%               | 4%                  | 7%                | 5%                            | 5%                           | 3%                    |
| 66                         | 56               | 53                  | 23                | 59                            | 74                           | 19                    |
| 25%                        | 25%              | 27%                 | 31%               | 23%                           | 30%                          | 32%                   |
| 99                         | 77               | 77                  | 27                | 100                           | 81                           | 19                    |
| 38%                        | 34%              | 39%                 | 35%               | 39%                           | 33%                          | 32%                   |
| 48                         | 53               | 33                  | 12                | 51                            | 48                           | 9                     |
| 18%                        | 23%              | 17%                 | 16%               | 20%                           | 20%                          | 15%                   |
| 18                         | 15               | 17                  | 5                 | 20                            | 18                           | 6                     |
| 7%                         | 7%               | 9%                  | 7%                | 8%                            | 7%                           | 10%                   |
| 13                         | 9                | 9                   | 2                 | 9                             | 11                           | 2                     |
| 5%                         | 4%               | 4%                  | 3%                | 3%                            | 4%                           | 4%                    |
| 86                         | 73               | 60                  | 30                | 78                            | 86                           | 24                    |
| 33%                        | 32%              | 31%                 | 39%               | 30%                           | 35%                          | 40%                   |
| 79                         | 77               | 59                  | 20                | 79                            | 76                           | 17                    |
| 30%                        | 34%              | 30%                 | 26%               | 31%                           | 31%                          | 29%                   |
| 4.05                       | 4.06             | 4.13                | 3.9               | 4.06                          | 4.06                         | 3.95                  |
| 4                          | 4                | 4                   | 4                 | 4                             | 4                            | 4                     |

y today and 1 means a very weak economy.

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 441               | 78                                         | 422                                       | 307                              | 133                            | 209                 | 145                  |
| 876               | 175                                        | 827                                       | 668                              | 199                            | 426                 | 285                  |
| 4                 | 1                                          | 6                                         | 5                                | 0                              | 4                   | 2                    |
| 1%                | 1%                                         | 1%                                        | 2%                               | %                              | 2%                  | 2%                   |
| 23                | 1                                          | 24                                        | 15                               | 8                              | 9                   | 10                   |
| 5%                | 2%                                         | 6%                                        | 5%                               | 6%                             | 4%                  | 7%                   |
| 113               | 26                                         | 106                                       | 82                               | 29                             | 64                  | 29                   |
| 26%               | 33%                                        | 25%                                       | 27%                              | 22%                            | 31%                 | 20%                  |
| 162               | 25                                         | 155                                       | 111                              | 50                             | 68                  | 50                   |
| 37%               | 32%                                        | 37%                                       | 36%                              | 38%                            | 32%                 | 35%                  |
| 90                | 14                                         | 85                                        | 58                               | 31                             | 36                  | 38                   |
| 20%               | 18%                                        | 20%                                       | 19%                              | 24%                            | 17%                 | 26%                  |
| 31                | 8                                          | 30                                        | 23                               | 9                              | 16                  | 9                    |
| 7%                | 10%                                        | 7%                                        | 8%                               | 7%                             | 8%                  | 7%                   |
| 18                | 3                                          | 17                                        | 12                               | 5                              | 12                  | 5                    |
| 4%                | 4%                                         | 4%                                        | 4%                               | 4%                             | 6%                  | 3%                   |
| 140               | 28                                         | 136                                       | 102                              | 37                             | 77                  | 42                   |
| 32%               | 36%                                        | 32%                                       | 33%                              | 28%                            | 37%                 | 29%                  |
| 139               | 25                                         | 131                                       | 93                               | 45                             | 64                  | 52                   |
| 31%               | 32%                                        | 31%                                       | 30%                              | 34%                            | 31%                 | 36%                  |
| 4.08              | 4.09                                       | 4.05                                      | 4.04                             | 4.15                           | 4.04                | 4.1                  |
| 4                 | 4                                          | 4                                         | 4                                | 4                              | 4                   | 4                    |

|  |
|--|
|  |
|  |

| Social Media Inactive | Canada Region Quebec | Canada Region Praries | Canada Region British Columbia | Canada Region Ontario | Canada Region Atlantic | Canada Region Alberta |
|-----------------------|----------------------|-----------------------|--------------------------------|-----------------------|------------------------|-----------------------|
| 147                   | 120                  | 32                    | 67                             | 192                   | 36                     | 53                    |
| 291                   | 264                  | 76                    | 117                            | 359                   | 62                     | 124                   |
| 0                     | 2                    | 0                     | 2                              | 2                     | .                      | 0                     |
| %                     | 2%                   | 1%                    | 2%                             | 1%                    | .                      | %                     |
| 6                     | 4                    | 5                     | 1                              | 12                    | 1                      | 2                     |
| 4%                    | 3%                   | 17%                   | 2%                             | 6%                    | 2%                     | 4%                    |
| 39                    | 29                   | 10                    | 24                             | 50                    | 12                     | 8                     |
| 27%                   | 24%                  | 30%                   | 36%                            | 26%                   | 33%                    | 15%                   |
| 62                    | 42                   | 14                    | 25                             | 76                    | 9                      | 15                    |
| 43%                   | 35%                  | 42%                   | 38%                            | 39%                   | 25%                    | 28%                   |
| 25                    | 29                   | 3                     | 8                              | 35                    | 11                     | 13                    |
| 17%                   | 24%                  | 8%                    | 12%                            | 18%                   | 31%                    | 24%                   |
| 12                    | 7                    | 1                     | 4                              | 13                    | 2                      | 10                    |
| 8%                    | 6%                   | 2%                    | 5%                             | 7%                    | 7%                     | 19%                   |
| 3                     | 6                    | .                     | 3                              | 5                     | 1                      | 5                     |
| 2%                    | 5%                   | .                     | 4%                             | 2%                    | 3%                     | 10%                   |
| 45                    | 35                   | 16                    | 27                             | 64                    | 12                     | 10                    |
| 31%                   | 29%                  | 48%                   | 40%                            | 33%                   | 34%                    | 19%                   |
| 40                    | 42                   | 3                     | 15                             | 52                    | 14                     | 28                    |
| 27%                   | 35%                  | 10%                   | 22%                            | 27%                   | 40%                    | 53%                   |
| 4.05                  | 4.15                 | 3.46                  | 3.89                           | 3.98                  | 4.17                   | 4.68                  |
| 4                     | 4                    | 4                     | 4                              | 4                     | 4                      | 5                     |

|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 255         | 245           |
|                         | unw_base | 1001    | 505         | 496           |
| 7 – Very strong economy | freq     | 26      | 15          | 10            |
| 7 – Very strong economy | prop     | 5%      | 6%          | 4%            |
| 6                       | freq     | 89      | 41          | 48            |
| 6                       | prop     | 18%     | 16%         | 20%           |
| 5                       | freq     | 177     | 84          | 93            |
| 5                       | prop     | 35%     | 33%         | 38%           |
| 4                       | freq     | 129     | 66          | 63            |
| 4                       | prop     | 26%     | 26%         | 26%           |
| 3                       | freq     | 50      | 30          | 20            |
| 3                       | prop     | 10%     | 12%         | 8%            |
| 2                       | freq     | 16      | 9           | 7             |
| 2                       | prop     | 3%      | 4%          | 3%            |
| 1 – Very weak economy   | freq     | 13      | 9           | 4             |
| 1 – Very weak economy   | prop     | 3%      | 4%          | 1%            |
| Top3Box                 | freq     | 292     | 140         | 151           |
| Top3Box                 | prop     | 58%     | 55%         | 62%           |
| Low3Box                 | freq     | 79      | 48          | 31            |
| Low3Box                 | prop     | 16%     | 19%         | 13%           |
|                         | mean     | 3.38    | 3.46        | 3.29          |
|                         | median   | 3       | 3           | 3             |

---



---

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

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 209                     | 203              | 88               | 38                              | 143                                    | 319                                  | 358                                   |
| 573                     | 334              | 94               | 83                              | 297                                    | 621                                  | 652                                   |
| 15                      | 9                | 2                | 2                               | 7                                      | 16                                   | 16                                    |
| 7%                      | 4%               | 2%               | 7%                              | 5%                                     | 5%                                   | 4%                                    |
| 39                      | 34               | 16               | 5                               | 20                                     | 64                                   | 69                                    |
| 18%                     | 17%              | 18%              | 15%                             | 14%                                    | 20%                                  | 19%                                   |
| 77                      | 70               | 30               | 8                               | 50                                     | 119                                  | 126                                   |
| 37%                     | 34%              | 34%              | 21%                             | 35%                                    | 37%                                  | 35%                                   |
| 56                      | 47               | 26               | 14                              | 44                                     | 71                                   | 86                                    |
| 27%                     | 23%              | 30%              | 39%                             | 31%                                    | 22%                                  | 24%                                   |
| 15                      | 27               | 8                | 4                               | 14                                     | 32                                   | 39                                    |
| 7%                      | 13%              | 10%              | 12%                             | 10%                                    | 10%                                  | 11%                                   |
| 5                       | 9                | 3                | 1                               | 3                                      | 12                                   | 12                                    |
| 2%                      | 4%               | 3%               | 2%                              | 2%                                     | 4%                                   | 3%                                    |
| 3                       | 7                | 3                | 2                               | 5                                      | 5                                    | 9                                     |
| 1%                      | 4%               | 3%               | 5%                              | 4%                                     | 2%                                   | 3%                                    |
| 131                     | 113              | 48               | 16                              | 77                                     | 199                                  | 211                                   |
| 63%                     | 56%              | 54%              | 43%                             | 54%                                    | 62%                                  | 59%                                   |
| 22                      | 43               | 14               | 7                               | 22                                     | 49                                   | 60                                    |
| 11%                     | 21%              | 16%              | 19%                             | 16%                                    | 15%                                  | 17%                                   |
| 3.2                     | 3.51             | 3.49             | 3.6                             | 3.48                                   | 3.3                                  | 3.38                                  |
| 3                       | 3                | 3                | 4                               | 3                                      | 3                                    | 3                                     |

## China

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

| Marital Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|-------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 142                     | .                | 417                 | 83                | 316                           | 184                          | 71                    |
| 349                     | .                | 821                 | 180               | 606                           | 395                          | 158                   |
| 10                      | .                | 21                  | 4                 | 18                            | 7                            | 10                    |
| 7%                      | .                | 5%                  | 5%                | 6%                            | 4%                           | 14%                   |
| 20                      | .                | 73                  | 16                | 55                            | 34                           | 20                    |
| 14%                     | .                | 17%                 | 20%               | 18%                           | 18%                          | 28%                   |
| 51                      | .                | 147                 | 30                | 114                           | 63                           | 20                    |
| 36%                     | .                | 35%                 | 36%               | 36%                           | 34%                          | 27%                   |
| 43                      | .                | 111                 | 18                | 73                            | 56                           | 11                    |
| 30%                     | .                | 27%                 | 22%               | 23%                           | 31%                          | 15%                   |
| 11                      | .                | 43                  | 7                 | 37                            | 13                           | 9                     |
| 7%                      | .                | 10%                 | 8%                | 12%                           | 7%                           | 13%                   |
| 5                       | .                | 11                  | 5                 | 10                            | 7                            | 0                     |
| 3%                      | .                | 3%                  | 6%                | 3%                            | 4%                           | 1%                    |
| 3                       | .                | 10                  | 3                 | 9                             | 3                            | 1                     |
| 2%                      | .                | 2%                  | 3%                | 3%                            | 2%                           | 2%                    |
| 81                      | .                | 241                 | 50                | 188                           | 104                          | 50                    |
| 57%                     | .                | 58%                 | 61%               | 59%                           | 57%                          | 70%                   |
| 19                      | .                | 64                  | 15                | 56                            | 23                           | 11                    |
| 13%                     | .                | 15%                 | 18%               | 18%                           | 13%                          | 15%                   |
| 3.36                    | .                | 3.37                | 3.39              | 3.38                          | 3.37                         | 2.93                  |
| 3                       | .                | 3                   | 3                 | 3                             | 3                            | 3                     |



onomy.

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 429               | 168                                        | 332                                       | 426                              | 40                             | .                   | .                    |
| 843               | 357                                        | 644                                       | 865                              | 95                             | .                   | .                    |
| 16                | 15                                         | 11                                        | 21                               | 4                              | .                   | .                    |
| 4%                | 9%                                         | 3%                                        | 5%                               | 10%                            | .                   | .                    |
| 69                | 42                                         | 47                                        | 78                               | 5                              | .                   | .                    |
| 16%               | 25%                                        | 14%                                       | 18%                              | 12%                            | .                   | .                    |
| 157               | 54                                         | 123                                       | 153                              | 13                             | .                   | .                    |
| 37%               | 32%                                        | 37%                                       | 36%                              | 33%                            | .                   | .                    |
| 119               | 30                                         | 99                                        | 104                              | 14                             | .                   | .                    |
| 28%               | 18%                                        | 30%                                       | 24%                              | 35%                            | .                   | .                    |
| 41                | 18                                         | 32                                        | 46                               | 3                              | .                   | .                    |
| 10%               | 11%                                        | 10%                                       | 11%                              | 6%                             | .                   | .                    |
| 16                | 7                                          | 10                                        | 15                               | 0                              | .                   | .                    |
| 4%                | 4%                                         | 3%                                        | 4%                               | 1%                             | .                   | .                    |
| 11                | 3                                          | 10                                        | 10                               | 1                              | .                   | .                    |
| 3%                | 2%                                         | 3%                                        | 2%                               | 2%                             | .                   | .                    |
| 242               | 111                                        | 181                                       | 251                              | 22                             | .                   | .                    |
| 56%               | 66%                                        | 54%                                       | 59%                              | 55%                            | .                   | .                    |
| 68                | 27                                         | 52                                        | 71                               | 4                              | .                   | .                    |
| 16%               | 16%                                        | 16%                                       | 17%                              | 10%                            | .                   | .                    |
| 3.45              | 3.14                                       | 3.5                                       | 3.38                             | 3.27                           | .                   | .                    |
| 3                 | 3                                          | 3                                         | 3                                | 3                              | .                   | .                    |

|  |
|--|
|  |
|  |
|  |

[illegible]

|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 247         | 253           |
|                         | unw_base | 1002    | 458         | 544           |
| 7 – Very strong economy | freq     | 2       | 1           | 1             |
| 7 – Very strong economy | prop     | %       | %           | 1%            |
| 6                       | freq     | 15      | 8           | 6             |
| 6                       | prop     | 3%      | 3%          | 3%            |
| 5                       | freq     | 68      | 45          | 23            |
| 5                       | prop     | 14%     | 18%         | 9%            |
| 4                       | freq     | 146     | 74          | 72            |
| 4                       | prop     | 29%     | 30%         | 28%           |
| 3                       | freq     | 142     | 62          | 80            |
| 3                       | prop     | 28%     | 25%         | 32%           |
| 2                       | freq     | 66      | 28          | 38            |
| 2                       | prop     | 13%     | 11%         | 15%           |
| 1 – Very weak economy   | freq     | 60      | 29          | 32            |
| 1 – Very weak economy   | prop     | 12%     | 12%         | 13%           |
| Top3Box                 | freq     | 85      | 54          | 31            |
| Top3Box                 | prop     | 17%     | 22%         | 12%           |
| Low3Box                 | freq     | 269     | 119         | 150           |
| Low3Box                 | prop     | 54%     | 48%         | 59%           |
|                         | mean     | 4.7     | 4.56        | 4.84          |
|                         | median   | 5       | 4           | 5             |

---



---

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

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 185                     | 149              | 166              | 105                             | 214                                    | 99                                   | 230                                   |
| 314                     | 366              | 322              | 147                             | 447                                    | 281                                  | 488                                   |
| 2                       | 1                | .                | 2                               | .                                      | 0                                    | 0                                     |
| 1%                      | 1%               | .                | 2%                              | .                                      | %                                    | %                                     |
| 7                       | 3                | 5                | 5                               | 6                                      | 3                                    | 9                                     |
| 4%                      | 2%               | 3%               | 5%                              | 3%                                     | 3%                                   | 4%                                    |
| 39                      | 14               | 15               | 15                              | 27                                     | 15                                   | 23                                    |
| 21%                     | 9%               | 9%               | 15%                             | 13%                                    | 16%                                  | 10%                                   |
| 60                      | 46               | 39               | 31                              | 66                                     | 23                                   | 62                                    |
| 33%                     | 31%              | 23%              | 30%                             | 31%                                    | 23%                                  | 27%                                   |
| 48                      | 47               | 48               | 24                              | 62                                     | 31                                   | 64                                    |
| 26%                     | 31%              | 29%              | 23%                             | 29%                                    | 31%                                  | 28%                                   |
| 13                      | 21               | 32               | 13                              | 25                                     | 17                                   | 37                                    |
| 7%                      | 14%              | 19%              | 13%                             | 12%                                    | 17%                                  | 16%                                   |
| 16                      | 17               | 27               | 14                              | 27                                     | 9                                    | 34                                    |
| 9%                      | 12%              | 16%              | 13%                             | 13%                                    | 9%                                   | 15%                                   |
| 48                      | 18               | 20               | 22                              | 33                                     | 19                                   | 33                                    |
| 26%                     | 12%              | 12%              | 21%                             | 15%                                    | 19%                                  | 14%                                   |
| 77                      | 85               | 107              | 51                              | 115                                    | 57                                   | 135                                   |
| 42%                     | 57%              | 64%              | 49%                             | 54%                                    | 58%                                  | 59%                                   |
| 4.35                    | 4.8              | 5.01             | 4.59                            | 4.73                                   | 4.71                                 | 4.86                                  |
| 4                       | 5                | 5                | 4                               | 5                                      | 5                                    | 5                                     |

## France

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

| Marital Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|-------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 270                     | 133              | 219                 | 147               | 282                           | 218                          | 23                    |
| 514                     | 46               | 368                 | 588               | 633                           | 369                          | 42                    |
| 2                       | .                | 2                   | 1                 | 1                             | 1                            | 0                     |
| 1%                      | .                | 1%                  | 1%                | %                             | 1%                           | 2%                    |
| 6                       | 6                | 5                   | 4                 | 9                             | 5                            | 1                     |
| 2%                      | 4%               | 2%                  | 3%                | 3%                            | 2%                           | 3%                    |
| 45                      | 22               | 24                  | 22                | 43                            | 25                           | 9                     |
| 17%                     | 17%              | 11%                 | 15%               | 15%                           | 12%                          | 40%                   |
| 84                      | 33               | 67                  | 46                | 84                            | 62                           | 4                     |
| 31%                     | 25%              | 30%                 | 31%               | 30%                           | 28%                          | 17%                   |
| 78                      | 22               | 76                  | 44                | 80                            | 63                           | 3                     |
| 29%                     | 17%              | 35%                 | 30%               | 28%                           | 29%                          | 14%                   |
| 29                      | 27               | 20                  | 19                | 29                            | 37                           | 3                     |
| 11%                     | 20%              | 9%                  | 13%               | 10%                           | 17%                          | 12%                   |
| 26                      | 23               | 26                  | 12                | 36                            | 25                           | 3                     |
| 10%                     | 17%              | 12%                 | 8%                | 13%                           | 11%                          | 11%                   |
| 52                      | 28               | 30                  | 27                | 53                            | 32                           | 10                    |
| 19%                     | 21%              | 14%                 | 18%               | 19%                           | 15%                          | 46%                   |
| 134                     | 72               | 122                 | 75                | 145                           | 124                          | 8                     |
| 50%                     | 54%              | 56%                 | 51%               | 51%                           | 57%                          | 38%                   |
| 4.57                    | 4.83             | 4.71                | 4.58              | 4.64                          | 4.78                         | 4.19                  |
| 4                       | 5                | 5                   | 5                 | 5                             | 5                            | 4                     |

onomy.

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 477               | 52                                         | 448                                       | 306                              | 123                            | 169                 | 150                  |
| 960               | 121                                        | 881                                       | 732                              | 171                            | 304                 | 329                  |
| 2                 | 0                                          | 2                                         | 2                                | 1                              | 1                   | 1                    |
| %                 | 1%                                         | %                                         | 1%                               | 1%                             | %                   | %                    |
| 14                | 1                                          | 14                                        | 10                               | 4                              | 8                   | 1                    |
| 3%                | 2%                                         | 3%                                        | 3%                               | 3%                             | 5%                  | 1%                   |
| 59                | 19                                         | 49                                        | 38                               | 21                             | 32                  | 21                   |
| 12%               | 36%                                        | 11%                                       | 12%                              | 17%                            | 19%                 | 14%                  |
| 142               | 9                                          | 136                                       | 85                               | 40                             | 43                  | 42                   |
| 30%               | 17%                                        | 30%                                       | 28%                              | 32%                            | 25%                 | 28%                  |
| 139               | 12                                         | 130                                       | 98                               | 29                             | 42                  | 48                   |
| 29%               | 23%                                        | 29%                                       | 32%                              | 24%                            | 25%                 | 32%                  |
| 64                | 7                                          | 59                                        | 39                               | 15                             | 25                  | 20                   |
| 13%               | 13%                                        | 13%                                       | 13%                              | 12%                            | 15%                 | 13%                  |
| 58                | 4                                          | 56                                        | 34                               | 13                             | 19                  | 17                   |
| 12%               | 8%                                         | 13%                                       | 11%                              | 11%                            | 11%                 | 11%                  |
| 75                | 20                                         | 65                                        | 50                               | 26                             | 40                  | 23                   |
| 16%               | 39%                                        | 15%                                       | 16%                              | 21%                            | 24%                 | 16%                  |
| 261               | 23                                         | 246                                       | 171                              | 58                             | 86                  | 85                   |
| 55%               | 44%                                        | 55%                                       | 56%                              | 47%                            | 51%                 | 57%                  |
| 4.73              | 4.3                                        | 4.75                                      | 4.7                              | 4.56                           | 4.59                | 4.75                 |
| 5                 | 4                                          | 5                                         | 5                                | 4                              | 5                   | 5                    |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 180                   |
| 369                   |
| 1                     |
| 1%                    |
| 6                     |
| 3%                    |
| 15                    |
| 8%                    |
| 61                    |
| 34%                   |
| 52                    |
| 29%                   |
| 21                    |
| 12%                   |
| 24                    |
| 13%                   |
| 22                    |
| 12%                   |
| 98                    |
| 54%                   |
| 4.76                  |
| 5                     |

|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 253         | 247           |
|                         | unw_base | 1003    | 493         | 510           |
| 7 – Very strong economy | freq     | 25      | 15          | 10            |
| 7 – Very strong economy | prop     | 5%      | 6%          | 4%            |
| 6                       | freq     | 67      | 42          | 26            |
| 6                       | prop     | 13%     | 16%         | 10%           |
| 5                       | freq     | 154     | 86          | 68            |
| 5                       | prop     | 31%     | 34%         | 27%           |
| 4                       | freq     | 154     | 67          | 88            |
| 4                       | prop     | 31%     | 26%         | 35%           |
| 3                       | freq     | 65      | 28          | 37            |
| 3                       | prop     | 13%     | 11%         | 15%           |
| 2                       | freq     | 22      | 10          | 12            |
| 2                       | prop     | 4%      | 4%          | 5%            |
| 1 – Very weak economy   | freq     | 13      | 6           | 7             |
| 1 – Very weak economy   | prop     | 3%      | 2%          | 3%            |
| Top3Box                 | freq     | 246     | 143         | 103           |
| Top3Box                 | prop     | 49%     | 56%         | 42%           |
| Low3Box                 | freq     | 99      | 44          | 56            |
| Low3Box                 | prop     | 20%     | 17%         | 23%           |
|                         | mean     | 3.57    | 3.41        | 3.73          |
|                         | median   | 4       | 3           | 4             |



---



---

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

---

| Age Under<br>35 | Age 35-49 | Age 50-64 | Household<br>Income Low | Household<br>Income<br>Medium | Household<br>Income<br>High | Marital<br>Status<br>Married |
|-----------------|-----------|-----------|-------------------------|-------------------------------|-----------------------------|------------------------------|
| 171             | 160       | 169       | 120                     | 129                           | 191                         | 184                          |
| 251             | 387       | 365       | 222                     | 261                           | 412                         | 411                          |
| 8               | 8         | 9         | 6                       | 5                             | 10                          | 8                            |
| 5%              | 5%        | 6%        | 5%                      | 4%                            | 5%                          | 4%                           |
| 21              | 23        | 24        | 15                      | 11                            | 33                          | 25                           |
| 12%             | 14%       | 14%       | 12%                     | 9%                            | 18%                         | 13%                          |
| 55              | 53        | 46        | 26                      | 46                            | 63                          | 63                           |
| 32%             | 33%       | 27%       | 22%                     | 36%                           | 33%                         | 34%                          |
| 54              | 49        | 51        | 38                      | 38                            | 59                          | 57                           |
| 32%             | 30%       | 30%       | 31%                     | 30%                           | 31%                         | 31%                          |
| 21              | 21        | 23        | 21                      | 16                            | 18                          | 21                           |
| 12%             | 13%       | 14%       | 18%                     | 13%                           | 9%                          | 11%                          |
| 9               | 3         | 10        | 9                       | 9                             | 3                           | 6                            |
| 5%              | 2%        | 6%        | 7%                      | 7%                            | 2%                          | 3%                           |
| 3               | 5         | 6         | 5                       | 3                             | 3                           | 4                            |
| 2%              | 3%        | 3%        | 5%                      | 2%                            | 2%                          | 2%                           |
| 84              | 83        | 79        | 47                      | 63                            | 107                         | 96                           |
| 49%             | 52%       | 47%       | 39%                     | 49%                           | 56%                         | 52%                          |
| 32              | 28        | 39        | 35                      | 28                            | 24                          | 31                           |
| 19%             | 18%       | 23%       | 29%                     | 22%                           | 13%                         | 17%                          |
| 3.56            | 3.5       | 3.63      | 3.83                    | 3.68                          | 3.34                        | 3.51                         |
| 4               | 3         | 4         | 4                       | 4                             | 3                           | 3                            |

## Germany

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

| Marital Status Other | Education Low | Education Medium | Education High | Chief Income Earner Yes | Chief Income Earner No | Business Owner Yes |
|----------------------|---------------|------------------|----------------|-------------------------|------------------------|--------------------|
| 316                  | 87            | 286              | 127            | 341                     | 159                    | 36                 |
| 592                  | 52            | 709              | 242            | 698                     | 305                    | 81                 |
| 17                   | 3             | 14               | 9              | 18                      | 7                      | 2                  |
| 5%                   | 3%            | 5%               | 7%             | 5%                      | 4%                     | 7%                 |
| 43                   | 9             | 35               | 24             | 50                      | 17                     | 4                  |
| 13%                  | 11%           | 12%              | 19%            | 15%                     | 11%                    | 11%                |
| 90                   | 18            | 96               | 40             | 109                     | 45                     | 14                 |
| 29%                  | 20%           | 34%              | 31%            | 32%                     | 28%                    | 40%                |
| 98                   | 26            | 94               | 34             | 101                     | 53                     | 10                 |
| 31%                  | 30%           | 33%              | 27%            | 30%                     | 33%                    | 29%                |
| 44                   | 18            | 31               | 16             | 42                      | 23                     | 4                  |
| 14%                  | 21%           | 11%              | 12%            | 12%                     | 14%                    | 11%                |
| 15                   | 10            | 9                | 3              | 13                      | 9                      | 1                  |
| 5%                   | 11%           | 3%               | 2%             | 4%                      | 5%                     | 3%                 |
| 9                    | 4             | 7                | 2              | 7                       | 6                      | .                  |
| 3%                   | 4%            | 3%               | 1%             | 2%                      | 4%                     | .                  |
| 150                  | 29            | 145              | 72             | 177                     | 69                     | 20                 |
| 48%                  | 34%           | 50%              | 57%            | 52%                     | 43%                    | 57%                |
| 68                   | 31            | 48               | 20             | 62                      | 37                     | 5                  |
| 22%                  | 36%           | 17%              | 16%            | 18%                     | 23%                    | 14%                |
| 3.6                  | 4.06          | 3.53             | 3.31           | 3.49                    | 3.73                   | 3.36               |
| 4                    | 4             | 3                | 3              | 3                       | 4                      | 3                  |

---

onomy.

---

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 464               | 85                                         | 415                                       | 332                              | 139                            | 141                 | 176                  |
| 922               | 189                                        | 814                                       | 711                              | 222                            | 289                 | 348                  |
| 23                | 9                                          | 16                                        | 17                               | 7                              | 12                  | 8                    |
| 5%                | 10%                                        | 4%                                        | 5%                               | 5%                             | 9%                  | 4%                   |
| 64                | 14                                         | 54                                        | 48                               | 17                             | 19                  | 27                   |
| 14%               | 16%                                        | 13%                                       | 14%                              | 12%                            | 13%                 | 15%                  |
| 139               | 29                                         | 125                                       | 100                              | 47                             | 43                  | 64                   |
| 30%               | 34%                                        | 30%                                       | 30%                              | 34%                            | 31%                 | 37%                  |
| 144               | 22                                         | 133                                       | 107                              | 39                             | 41                  | 47                   |
| 31%               | 25%                                        | 32%                                       | 32%                              | 28%                            | 29%                 | 27%                  |
| 61                | 10                                         | 55                                        | 42                               | 16                             | 18                  | 22                   |
| 13%               | 12%                                        | 13%                                       | 13%                              | 11%                            | 13%                 | 12%                  |
| 21                | 1                                          | 20                                        | 12                               | 8                              | 4                   | 4                    |
| 4%                | 2%                                         | 5%                                        | 4%                               | 6%                             | 3%                  | 2%                   |
| 13                | 1                                          | 12                                        | 8                                | 5                              | 4                   | 4                    |
| 3%                | 1%                                         | 3%                                        | 2%                               | 4%                             | 3%                  | 2%                   |
| 226               | 51                                         | 195                                       | 164                              | 71                             | 74                  | 99                   |
| 49%               | 60%                                        | 47%                                       | 49%                              | 51%                            | 53%                 | 56%                  |
| 94                | 12                                         | 87                                        | 61                               | 29                             | 26                  | 30                   |
| 20%               | 14%                                        | 21%                                       | 18%                              | 21%                            | 18%                 | 17%                  |
| 3.58              | 3.21                                       | 3.64                                      | 3.53                             | 3.61                           | 3.44                | 3.43                 |
| 4                 | 3                                          | 4                                         | 4                                | 3                              | 3                   | 3                    |

|  |
|--|
|  |
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 183                   |
| 366                   |
| 5                     |
| 3%                    |
| 21                    |
| 12%                   |
| 46                    |
| 25%                   |
| 67                    |
| 36%                   |
| 25                    |
| 14%                   |
| 14                    |
| 8%                    |
| 4                     |
| 2%                    |
| 73                    |
| 40%                   |
| 44                    |
| 24%                   |
| 3.79                  |
| 4                     |

|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 249         | 251           |
|                         | unw_base | 1001    | 507         | 494           |
| 7 – Very strong economy | freq     | 9       | 6           | 3             |
| 7 – Very strong economy | prop     | 2%      | 2%          | 1%            |
| 6                       | freq     | 20      | 9           | 11            |
| 6                       | prop     | 4%      | 4%          | 5%            |
| 5                       | freq     | 118     | 62          | 56            |
| 5                       | prop     | 24%     | 25%         | 22%           |
| 4                       | freq     | 185     | 82          | 103           |
| 4                       | prop     | 37%     | 33%         | 41%           |
| 3                       | freq     | 116     | 61          | 55            |
| 3                       | prop     | 23%     | 24%         | 22%           |
| 2                       | freq     | 35      | 21          | 15            |
| 2                       | prop     | 7%      | 8%          | 6%            |
| 1 – Very weak economy   | freq     | 17      | 9           | 9             |
| 1 – Very weak economy   | prop     | 3%      | 3%          | 3%            |
| Top3Box                 | freq     | 147     | 77          | 70            |
| Top3Box                 | prop     | 29%     | 31%         | 28%           |
| Low3Box                 | freq     | 168     | 90          | 78            |
| Low3Box                 | prop     | 34%     | 36%         | 31%           |
|                         | mean     | 4.11    | 4.12        | 4.09          |
|                         | median   | 4       | 4           | 4             |

---



---

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

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 196                     | 154              | 150              | 67                              | 262                                    | 135                                  | 226                                   |
| 302                     | 353              | 346              | 133                             | 526                                    | 269                                  | 491                                   |
| 4                       | 3                | 2                | .                               | 3                                      | 4                                    | 5                                     |
| 2%                      | 2%               | 1%               | .                               | 1%                                     | 3%                                   | 2%                                    |
| 10                      | 5                | 6                | 2                               | 9                                      | 9                                    | 9                                     |
| 5%                      | 3%               | 4%               | 2%                              | 4%                                     | 6%                                   | 4%                                    |
| 47                      | 34               | 37               | 8                               | 59                                     | 43                                   | 54                                    |
| 24%                     | 22%              | 25%              | 12%                             | 23%                                    | 32%                                  | 24%                                   |
| 72                      | 58               | 55               | 27                              | 101                                    | 43                                   | 86                                    |
| 37%                     | 37%              | 37%              | 40%                             | 39%                                    | 32%                                  | 38%                                   |
| 47                      | 38               | 30               | 20                              | 60                                     | 26                                   | 48                                    |
| 24%                     | 25%              | 20%              | 30%                             | 23%                                    | 19%                                  | 21%                                   |
| 12                      | 9                | 14               | 7                               | 18                                     | 8                                    | 18                                    |
| 6%                      | 6%               | 10%              | 10%                             | 7%                                     | 6%                                   | 8%                                    |
| 5                       | 7                | 6                | 4                               | 11                                     | 2                                    | 7                                     |
| 2%                      | 5%               | 4%               | 5%                              | 4%                                     | 2%                                   | 3%                                    |
| 61                      | 42               | 44               | 10                              | 71                                     | 56                                   | 68                                    |
| 31%                     | 27%              | 29%              | 14%                             | 27%                                    | 41%                                  | 30%                                   |
| 63                      | 55               | 50               | 30                              | 90                                     | 36                                   | 72                                    |
| 32%                     | 35%              | 34%              | 45%                             | 34%                                    | 27%                                  | 32%                                   |
| 4.03                    | 4.16             | 4.15             | 4.49                            | 4.17                                   | 3.82                                 | 4.07                                  |
| 4                       | 4                | 4                | 4                               | 4                                      | 4                                    | 4                                     |

## Great Britain

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

| Marital Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|-------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 274                     | 146              | 114                 | 240               | 297                           | 203                          | 43                    |
| 510                     | 294              | 217                 | 490               | 622                           | 379                          | 92                    |
| 4                       | 2                | 2                   | 5                 | 4                             | 4                            | 2                     |
| 1%                      | 1%               | 2%                  | 2%                | 1%                            | 2%                           | 6%                    |
| 11                      | 5                | 5                   | 11                | 14                            | 7                            | 2                     |
| 4%                      | 3%               | 4%                  | 5%                | 5%                            | 3%                           | 6%                    |
| 64                      | 22               | 27                  | 69                | 75                            | 44                           | 14                    |
| 23%                     | 15%              | 24%                 | 29%               | 25%                           | 21%                          | 32%                   |
| 99                      | 59               | 41                  | 85                | 108                           | 77                           | 11                    |
| 36%                     | 40%              | 36%                 | 35%               | 36%                           | 38%                          | 26%                   |
| 68                      | 38               | 29                  | 49                | 63                            | 52                           | 8                     |
| 25%                     | 26%              | 26%                 | 20%               | 21%                           | 26%                          | 19%                   |
| 18                      | 14               | 5                   | 16                | 22                            | 13                           | 4                     |
| 7%                      | 10%              | 4%                  | 7%                | 7%                            | 7%                           | 10%                   |
| 11                      | 7                | 5                   | 5                 | 11                            | 6                            | 0                     |
| 4%                      | 5%               | 4%                  | 2%                | 4%                            | 3%                           | 1%                    |
| 79                      | 28               | 34                  | 85                | 93                            | 54                           | 19                    |
| 29%                     | 19%              | 30%                 | 35%               | 31%                           | 27%                          | 44%                   |
| 96                      | 59               | 39                  | 70                | 97                            | 71                           | 13                    |
| 35%                     | 40%              | 34%                 | 29%               | 33%                           | 35%                          | 30%                   |
| 4.14                    | 4.35             | 4.09                | 3.97              | 4.09                          | 4.13                         | 3.82                  |
| 4                       | 4                | 4                   | 4                 | 4                             | 4                            | 4                     |

onomy.

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 457               | 62                                         | 438                                       | 341                              | 123                            | 196                 | 126                  |
| 909               | 133                                        | 868                                       | 689                              | 229                            | 380                 | 257                  |
| 6                 | 3                                          | 6                                         | 7                                | 1                              | 3                   | 2                    |
| 1%                | 5%                                         | 1%                                        | 2%                               | 1%                             | 2%                  | 2%                   |
| 18                | 4                                          | 16                                        | 16                               | 3                              | 10                  | 6                    |
| 4%                | 6%                                         | 4%                                        | 5%                               | 3%                             | 5%                  | 4%                   |
| 104               | 20                                         | 98                                        | 92                               | 18                             | 47                  | 36                   |
| 23%               | 32%                                        | 22%                                       | 27%                              | 15%                            | 24%                 | 28%                  |
| 173               | 17                                         | 167                                       | 118                              | 50                             | 66                  | 47                   |
| 38%               | 28%                                        | 38%                                       | 35%                              | 41%                            | 34%                 | 37%                  |
| 108               | 11                                         | 105                                       | 75                               | 33                             | 46                  | 28                   |
| 24%               | 18%                                        | 24%                                       | 22%                              | 27%                            | 24%                 | 22%                  |
| 31                | 6                                          | 29                                        | 22                               | 11                             | 14                  | 5                    |
| 7%                | 10%                                        | 7%                                        | 6%                               | 9%                             | 7%                  | 4%                   |
| 17                | 1                                          | 16                                        | 11                               | 6                              | 9                   | 3                    |
| 4%                | 1%                                         | 4%                                        | 3%                               | 5%                             | 4%                  | 2%                   |
| 128               | 27                                         | 120                                       | 115                              | 23                             | 61                  | 43                   |
| 28%               | 43%                                        | 27%                                       | 34%                              | 19%                            | 31%                 | 34%                  |
| 155               | 18                                         | 150                                       | 108                              | 50                             | 69                  | 36                   |
| 34%               | 29%                                        | 34%                                       | 32%                              | 41%                            | 35%                 | 29%                  |
| 4.13              | 3.81                                       | 4.15                                      | 4.02                             | 4.35                           | 4.12                | 3.95                 |
| 4                 | 4                                          | 4                                         | 4                                | 4                              | 4                   | 4                    |



|  |
|--|
|  |
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 178                   |
| 364                   |
| 3                     |
| 2%                    |
| 5                     |
| 3%                    |
| 35                    |
| 20%                   |
| 73                    |
| 41%                   |
| 41                    |
| 23%                   |
| 16                    |
| 9%                    |
| 6                     |
| 3%                    |
| 43                    |
| 24%                   |
| 63                    |
| 35%                   |
| 4.2                   |
| 4                     |

|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 247         | 253           |
|                         | unw_base | 500     | 258         | 242           |
| 7 – Very strong economy | freq     | 7       | 4           | 3             |
| 7 – Very strong economy | prop     | 1%      | 2%          | 1%            |
| 6                       | freq     | 15      | 9           | 6             |
| 6                       | prop     | 3%      | 4%          | 3%            |
| 5                       | freq     | 52      | 25          | 27            |
| 5                       | prop     | 10%     | 10%         | 11%           |
| 4                       | freq     | 129     | 65          | 64            |
| 4                       | prop     | 26%     | 26%         | 25%           |
| 3                       | freq     | 130     | 57          | 73            |
| 3                       | prop     | 26%     | 23%         | 29%           |
| 2                       | freq     | 85      | 45          | 41            |
| 2                       | prop     | 17%     | 18%         | 16%           |
| 1 – Very weak economy   | freq     | 82      | 42          | 40            |
| 1 – Very weak economy   | prop     | 16%     | 17%         | 16%           |
| Top3Box                 | freq     | 74      | 38          | 36            |
| Top3Box                 | prop     | 15%     | 15%         | 14%           |
| Low3Box                 | freq     | 297     | 144         | 153           |
| Low3Box                 | prop     | 59%     | 58%         | 61%           |
|                         | mean     | 4.89    | 4.88        | 4.89          |
|                         | median   | 5       | 5           | 5             |

---



---

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

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 182                     | 168              | 150              | 139                             | 285                                    | 20                                   | 191                                   |
| 219                     | 141              | 140              | 141                             | 275                                    | 24                                   | 180                                   |
| 4                       | 2                | 1                | 1                               | 6                                      | .                                    | 1                                     |
| 2%                      | 1%               | 1%               | %                               | 2%                                     | .                                    | 1%                                    |
| 5                       | 8                | 2                | 4                               | 11                                     | .                                    | 5                                     |
| 3%                      | 5%               | 2%               | 3%                              | 4%                                     | .                                    | 2%                                    |
| 23                      | 19               | 10               | 14                              | 29                                     | 3                                    | 17                                    |
| 12%                     | 11%              | 7%               | 10%                             | 10%                                    | 15%                                  | 9%                                    |
| 53                      | 41               | 36               | 36                              | 72                                     | 5                                    | 51                                    |
| 29%                     | 24%              | 24%              | 26%                             | 25%                                    | 26%                                  | 27%                                   |
| 52                      | 44               | 34               | 34                              | 78                                     | 5                                    | 53                                    |
| 29%                     | 26%              | 23%              | 24%                             | 27%                                    | 27%                                  | 28%                                   |
| 25                      | 20               | 41               | 22                              | 50                                     | 3                                    | 33                                    |
| 14%                     | 12%              | 27%              | 16%                             | 17%                                    | 15%                                  | 17%                                   |
| 21                      | 34               | 27               | 29                              | 40                                     | 4                                    | 31                                    |
| 12%                     | 20%              | 18%              | 21%                             | 14%                                    | 18%                                  | 16%                                   |
| 31                      | 29               | 13               | 19                              | 46                                     | 3                                    | 23                                    |
| 17%                     | 17%              | 9%               | 13%                             | 16%                                    | 15%                                  | 12%                                   |
| 98                      | 98               | 102              | 85                              | 168                                    | 12                                   | 117                                   |
| 54%                     | 58%              | 68%              | 61%                             | 59%                                    | 59%                                  | 61%                                   |
| 4.67                    | 4.86             | 5.18             | 5.02                            | 4.81                                   | 4.95                                 | 4.95                                  |
| 5                       | 5                | 5                | 5                               | 5                                      | 5                                    | 5                                     |

## Hungary

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

| Marital Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|-------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 309                     | 107              | 294                 | 99                | 281                           | 219                          | 41                    |
| 320                     | 160              | 222                 | 118               | 271                           | 229                          | 39                    |
| 6                       | 3                | 2                   | 2                 | 3                             | 4                            | 1                     |
| 2%                      | 3%               | 1%                  | 2%                | 1%                            | 2%                           | 2%                    |
| 11                      | 6                | 6                   | 4                 | 7                             | 8                            | 2                     |
| 3%                      | 5%               | 2%                  | 4%                | 3%                            | 4%                           | 4%                    |
| 35                      | 13               | 28                  | 10                | 23                            | 28                           | 4                     |
| 11%                     | 12%              | 10%                 | 10%               | 8%                            | 13%                          | 10%                   |
| 78                      | 24               | 73                  | 32                | 73                            | 56                           | 14                    |
| 25%                     | 23%              | 25%                 | 33%               | 26%                           | 26%                          | 35%                   |
| 77                      | 26               | 78                  | 26                | 71                            | 59                           | 12                    |
| 25%                     | 24%              | 27%                 | 27%               | 25%                           | 27%                          | 29%                   |
| 52                      | 12               | 57                  | 16                | 55                            | 30                           | 2                     |
| 17%                     | 12%              | 19%                 | 16%               | 20%                           | 14%                          | 6%                    |
| 51                      | 23               | 50                  | 8                 | 49                            | 33                           | 6                     |
| 16%                     | 22%              | 17%                 | 8%                | 17%                           | 15%                          | 15%                   |
| 51                      | 21               | 36                  | 16                | 34                            | 40                           | 6                     |
| 17%                     | 20%              | 12%                 | 17%               | 12%                           | 18%                          | 15%                   |
| 180                     | 61               | 185                 | 50                | 174                           | 123                          | 20                    |
| 58%                     | 57%              | 63%                 | 51%               | 62%                           | 56%                          | 50%                   |
| 4.84                    | 4.81             | 5.01                | 4.59              | 5                             | 4.74                         | 4.63                  |
| 5                       | 5                | 5                   | 5                 | 5                             | 5                            | 4                     |

---

onomy.

---

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 459               | 54                                         | 446                                       | 315                              | 119                            | 186                 | 238                  |
| 461               | 55                                         | 445                                       | 302                              | 135                            | 185                 | 232                  |
| 6                 | 2                                          | 4                                         | 4                                | 2                              | 4                   | 2                    |
| 1%                | 4%                                         | 1%                                        | 1%                               | 2%                             | 2%                  | 1%                   |
| 14                | 3                                          | 13                                        | 12                               | 3                              | 6                   | 4                    |
| 3%                | 5%                                         | 3%                                        | 4%                               | 3%                             | 3%                  | 2%                   |
| 48                | 9                                          | 43                                        | 36                               | 12                             | 21                  | 20                   |
| 10%               | 17%                                        | 10%                                       | 11%                              | 10%                            | 11%                 | 8%                   |
| 115               | 18                                         | 111                                       | 74                               | 41                             | 51                  | 60                   |
| 25%               | 33%                                        | 25%                                       | 24%                              | 34%                            | 27%                 | 25%                  |
| 118               | 12                                         | 118                                       | 88                               | 27                             | 45                  | 70                   |
| 26%               | 22%                                        | 26%                                       | 28%                              | 23%                            | 24%                 | 29%                  |
| 83                | 3                                          | 82                                        | 51                               | 19                             | 28                  | 43                   |
| 18%               | 6%                                         | 18%                                       | 16%                              | 16%                            | 15%                 | 18%                  |
| 76                | 6                                          | 75                                        | 50                               | 15                             | 31                  | 40                   |
| 17%               | 12%                                        | 17%                                       | 16%                              | 13%                            | 17%                 | 17%                  |
| 68                | 14                                         | 60                                        | 52                               | 17                             | 31                  | 25                   |
| 15%               | 26%                                        | 13%                                       | 16%                              | 14%                            | 17%                 | 11%                  |
| 277               | 22                                         | 275                                       | 190                              | 61                             | 103                 | 153                  |
| 60%               | 40%                                        | 62%                                       | 60%                              | 51%                            | 56%                 | 64%                  |
| 4.91              | 4.29                                       | 4.96                                      | 4.86                             | 4.72                           | 4.79                | 5.02                 |
| 5                 | 4                                          | 5                                         | 5                                | 5                              | 5                   | 5                    |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 76                    |
| 83                    |
| 2                     |
| 2%                    |
| 5                     |
| 7%                    |
| 10                    |
| 14%                   |
| 18                    |
| 24%                   |
| 15                    |
| 20%                   |
| 15                    |
| 20%                   |
| 11                    |
| 14%                   |
| 17                    |
| 22%                   |
| 41                    |
| 54%                   |
| 4.68                  |
| 5                     |

|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 256         | 244           |
|                         | unw_base | 501     | 257         | 244           |
| 7 – Very strong economy | freq     | 31      | 13          | 18            |
| 7 – Very strong economy | prop     | 6%      | 5%          | 7%            |
| 6                       | freq     | 54      | 32          | 22            |
| 6                       | prop     | 11%     | 12%         | 9%            |
| 5                       | freq     | 165     | 91          | 74            |
| 5                       | prop     | 33%     | 35%         | 30%           |
| 4                       | freq     | 171     | 79          | 92            |
| 4                       | prop     | 34%     | 31%         | 38%           |
| 3                       | freq     | 51      | 24          | 28            |
| 3                       | prop     | 10%     | 9%          | 11%           |
| 2                       | freq     | 21      | 14          | 8             |
| 2                       | prop     | 4%      | 5%          | 3%            |
| 1 – Very weak economy   | freq     | 8       | 5           | 3             |
| 1 – Very weak economy   | prop     | 2%      | 2%          | 1%            |
| Top3Box                 | freq     | 249     | 136         | 113           |
| Top3Box                 | prop     | 50%     | 53%         | 47%           |
| Low3Box                 | freq     | 80      | 42          | 38            |
| Low3Box                 | prop     | 16%     | 16%         | 16%           |
|                         | mean     | 3.51    | 3.5         | 3.51          |
|                         | median   | 4       | 3           | 4             |

---



---

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

---

| Age Under<br>35 | Age 35-49 | Age 50-64 | Household<br>Income Low | Household<br>Income<br>Medium | Household<br>Income<br>High | Marital<br>Status<br>Married |
|-----------------|-----------|-----------|-------------------------|-------------------------------|-----------------------------|------------------------------|
| 267             | 163       | 70        | 72                      | 87                            | 341                         | 306                          |
| 255             | 175       | 71        | 69                      | 87                            | 345                         | 324                          |
| 21              | 7         | 2         | 5                       | 7                             | 18                          | 22                           |
| 8%              | 5%        | 3%        | 7%                      | 8%                            | 5%                          | 7%                           |
| 22              | 26        | 6         | 5                       | 12                            | 37                          | 44                           |
| 8%              | 16%       | 8%        | 8%                      | 14%                           | 11%                         | 14%                          |
| 86              | 53        | 26        | 23                      | 26                            | 115                         | 96                           |
| 32%             | 32%       | 37%       | 32%                     | 30%                           | 34%                         | 31%                          |
| 95              | 52        | 24        | 16                      | 31                            | 124                         | 95                           |
| 35%             | 32%       | 34%       | 22%                     | 36%                           | 36%                         | 31%                          |
| 28              | 17        | 7         | 17                      | 4                             | 30                          | 30                           |
| 10%             | 10%       | 10%       | 23%                     | 5%                            | 9%                          | 10%                          |
| 12              | 5         | 5         | 5                       | 4                             | 12                          | 13                           |
| 4%              | 3%        | 7%        | 7%                      | 5%                            | 4%                          | 4%                           |
| 4               | 3         | 1         | 1                       | 2                             | 5                           | 7                            |
| 1%              | 2%        | 1%        | 1%                      | 2%                            | 1%                          | 2%                           |
| 129             | 86        | 33        | 34                      | 45                            | 170                         | 161                          |
| 48%             | 53%       | 48%       | 47%                     | 52%                           | 50%                         | 53%                          |
| 43              | 24        | 13        | 22                      | 10                            | 47                          | 49                           |
| 16%             | 15%       | 18%       | 31%                     | 12%                           | 14%                         | 16%                          |
| 3.51            | 3.43      | 3.66      | 3.71                    | 3.39                          | 3.49                        | 3.44                         |
| 4               | 3         | 4         | 4                       | 3                             | 4                           | 3                            |



## India

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

| Marital Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|-------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 194                     | .                | 65                  | 435               | 289                           | 211                          | 156                   |
| 177                     | .                | 59                  | 442               | 298                           | 203                          | 158                   |
| 9                       | .                | 3                   | 28                | 26                            | 4                            | 22                    |
| 5%                      | .                | 4%                  | 6%                | 9%                            | 2%                           | 14%                   |
| 10                      | .                | 2                   | 52                | 41                            | 13                           | 25                    |
| 5%                      | .                | 3%                  | 12%               | 14%                           | 6%                           | 16%                   |
| 69                      | .                | 26                  | 139               | 100                           | 64                           | 43                    |
| 35%                     | .                | 40%                 | 32%               | 35%                           | 30%                          | 27%                   |
| 75                      | .                | 24                  | 146               | 81                            | 90                           | 47                    |
| 39%                     | .                | 38%                 | 34%               | 28%                           | 43%                          | 30%                   |
| 22                      | .                | 7                   | 45                | 22                            | 30                           | 10                    |
| 11%                     | .                | 10%                 | 10%               | 7%                            | 14%                          | 6%                    |
| 8                       | .                | 4                   | 18                | 13                            | 8                            | 5                     |
| 4%                      | .                | 5%                  | 4%                | 5%                            | 4%                           | 3%                    |
| 1                       | .                | .                   | 8                 | 5                             | 3                            | 5                     |
| %                       | .                | .                   | 2%                | 2%                            | 1%                           | 3%                    |
| 88                      | .                | 30                  | 219               | 168                           | 81                           | 89                    |
| 45%                     | .                | 47%                 | 50%               | 58%                           | 38%                          | 57%                   |
| 31                      | .                | 10                  | 70                | 40                            | 40                           | 19                    |
| 16%                     | .                | 16%                 | 16%               | 14%                           | 19%                          | 12%                   |
| 3.61                    | .                | 3.64                | 3.49              | 3.31                          | 3.77                         | 3.2                   |
| 4                       | .                | 4                   | 3                 | 3                             | 4                            | 3                     |

---

onomy.

---

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 344               | 284                                        | 216                                       | 406                              | 78                             | 411                 | 61                   |
| 343               | 288                                        | 213                                       | 415                              | 69                             | 412                 | 60                   |
| 9                 | 28                                         | 2                                         | 27                               | 4                              | 29                  | 2                    |
| 3%                | 10%                                        | 1%                                        | 7%                               | 5%                             | 7%                  | 3%                   |
| 29                | 43                                         | 11                                        | 53                               | 1                              | 50                  | 4                    |
| 8%                | 15%                                        | 5%                                        | 13%                              | 1%                             | 12%                 | 6%                   |
| 122               | 88                                         | 76                                        | 133                              | 26                             | 143                 | 17                   |
| 35%               | 31%                                        | 35%                                       | 33%                              | 33%                            | 35%                 | 27%                  |
| 124               | 82                                         | 89                                        | 130                              | 31                             | 126                 | 31                   |
| 36%               | 29%                                        | 41%                                       | 32%                              | 40%                            | 31%                 | 51%                  |
| 42                | 26                                         | 25                                        | 38                               | 13                             | 39                  | 5                    |
| 12%               | 9%                                         | 12%                                       | 9%                               | 17%                            | 10%                 | 9%                   |
| 16                | 11                                         | 10                                        | 18                               | 3                              | 17                  | 2                    |
| 5%                | 4%                                         | 5%                                        | 4%                               | 4%                             | 4%                  | 3%                   |
| 3                 | 5                                          | 3                                         | 8                                | .                              | 6                   | 1                    |
| 1%                | 2%                                         | 1%                                        | 2%                               | .                              | 1%                  | 1%                   |
| 160               | 159                                        | 90                                        | 213                              | 31                             | 222                 | 22                   |
| 46%               | 56%                                        | 41%                                       | 52%                              | 39%                            | 54%                 | 36%                  |
| 61                | 43                                         | 38                                        | 63                               | 16                             | 62                  | 8                    |
| 18%               | 15%                                        | 17%                                       | 16%                              | 20%                            | 15%                 | 13%                  |
| 3.64              | 3.31                                       | 3.76                                      | 3.45                             | 3.74                           | 3.42                | 3.71                 |
| 4                 | 3                                          | 4                                         | 3                                | 4                              | 3                   | 4                    |

|  |
|--|
|  |
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 28                    |
| 29                    |
| .                     |
| .                     |
| .                     |
| .                     |
| 5                     |
| 17%                   |
| 13                    |
| 48%                   |
| 6                     |
| 23%                   |
| 3                     |
| 10%                   |
| 1                     |
| 3%                    |
| 5                     |
| 17%                   |
| 10                    |
| 36%                   |
| 4.35                  |
| 4                     |

|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 245         | 255           |
|                         | unw_base | 502     | 244         | 258           |
| 7 – Very strong economy | freq     | 28      | 16          | 12            |
| 7 – Very strong economy | prop     | 6%      | 7%          | 5%            |
| 6                       | freq     | 78      | 37          | 41            |
| 6                       | prop     | 16%     | 15%         | 16%           |
| 5                       | freq     | 190     | 96          | 94            |
| 5                       | prop     | 38%     | 39%         | 37%           |
| 4                       | freq     | 138     | 67          | 71            |
| 4                       | prop     | 28%     | 27%         | 28%           |
| 3                       | freq     | 46      | 23          | 23            |
| 3                       | prop     | 9%      | 9%          | 9%            |
| 2                       | freq     | 13      | 5           | 9             |
| 2                       | prop     | 3%      | 2%          | 3%            |
| 1 – Very weak economy   | freq     | 7       | 2           | 5             |
| 1 – Very weak economy   | prop     | 1%      | 1%          | 2%            |
| Top3Box                 | freq     | 296     | 149         | 146           |
| Top3Box                 | prop     | 59%     | 61%         | 58%           |
| Low3Box                 | freq     | 66      | 29          | 37            |
| Low3Box                 | prop     | 13%     | 12%         | 15%           |
|                         | mean     | 3.33    | 3.26        | 3.39          |
|                         | median   | 3       | 3           | 3             |

---



---

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

---

| Age Under<br>35 | Age 35-49 | Age 50-64 | Household<br>Income Low | Household<br>Income<br>Medium | Household<br>Income<br>High | Marital<br>Status<br>Married |
|-----------------|-----------|-----------|-------------------------|-------------------------------|-----------------------------|------------------------------|
| 225             | 154       | 121       | .                       | .                             | .                           | 313                          |
| 221             | 172       | 109       | .                       | .                             | .                           | 310                          |
| 14              | 7         | 7         | .                       | .                             | .                           | 23                           |
| 6%              | 5%        | 6%        | .                       | .                             | .                           | 8%                           |
| 39              | 21        | 18        | .                       | .                             | .                           | 43                           |
| 17%             | 14%       | 15%       | .                       | .                             | .                           | 14%                          |
| 80              | 62        | 48        | .                       | .                             | .                           | 121                          |
| 35%             | 40%       | 39%       | .                       | .                             | .                           | 39%                          |
| 62              | 43        | 33        | .                       | .                             | .                           | 86                           |
| 28%             | 28%       | 27%       | .                       | .                             | .                           | 27%                          |
| 23              | 15        | 9         | .                       | .                             | .                           | 27                           |
| 10%             | 9%        | 7%        | .                       | .                             | .                           | 9%                           |
| 6               | 4         | 3         | .                       | .                             | .                           | 9                            |
| 3%              | 3%        | 2%        | .                       | .                             | .                           | 3%                           |
| 1               | 2         | 4         | .                       | .                             | .                           | 3                            |
| %               | 1%        | 3%        | .                       | .                             | .                           | 1%                           |
| 133             | 90        | 73        | .                       | .                             | .                           | 187                          |
| 59%             | 59%       | 60%       | .                       | .                             | .                           | 60%                          |
| 30              | 21        | 16        | .                       | .                             | .                           | 40                           |
| 13%             | 14%       | 13%       | .                       | .                             | .                           | 13%                          |
| 3.28            | 3.37      | 3.35      | .                       | .                             | .                           | 3.29                         |
| 3               | 3         | 3         | .                       | .                             | .                           | 3                            |

## Israel

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

| Marital Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|-------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 187                     | 136              | 124                 | 240               | 207                           | 293                          | 56                    |
| 192                     | 147              | 113                 | 242               | 200                           | 302                          | 59                    |
| 5                       | 7                | 6                   | 16                | 14                            | 14                           | 3                     |
| 3%                      | 5%               | 5%                  | 6%                | 7%                            | 5%                           | 6%                    |
| 35                      | 21               | 21                  | 36                | 23                            | 55                           | 9                     |
| 19%                     | 15%              | 17%                 | 15%               | 11%                           | 19%                          | 16%                   |
| 69                      | 55               | 43                  | 91                | 82                            | 108                          | 20                    |
| 37%                     | 41%              | 35%                 | 38%               | 39%                           | 37%                          | 35%                   |
| 52                      | 32               | 32                  | 74                | 59                            | 79                           | 18                    |
| 28%                     | 24%              | 26%                 | 31%               | 28%                           | 27%                          | 31%                   |
| 19                      | 14               | 13                  | 19                | 21                            | 25                           | 3                     |
| 10%                     | 10%              | 10%                 | 8%                | 10%                           | 9%                           | 6%                    |
| 4                       | 2                | 8                   | 3                 | 6                             | 8                            | 3                     |
| 2%                      | 2%               | 6%                  | 1%                | 3%                            | 3%                           | 6%                    |
| 3                       | 5                | 1                   | 1                 | 3                             | 4                            | .                     |
| 2%                      | 3%               | 1%                  | %                 | 2%                            | 1%                           | .                     |
| 108                     | 82               | 71                  | 143               | 119                           | 177                          | 32                    |
| 58%                     | 61%              | 57%                 | 59%               | 57%                           | 60%                          | 57%                   |
| 27                      | 21               | 22                  | 24                | 30                            | 37                           | 7                     |
| 14%                     | 16%              | 17%                 | 10%               | 14%                           | 13%                          | 12%                   |
| 3.39                    | 3.38             | 3.42                | 3.25              | 3.38                          | 3.29                         | 3.32                  |
| 3                       | 3                | 3                   | 3                 | 3                             | 3                            | 3                     |

onomy.

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 444               | 117                                        | 383                                       | 375                              | 103                            | .                   | .                    |
| 443               | 116                                        | 386                                       | 372                              | 103                            | .                   | .                    |
| 25                | 5                                          | 23                                        | 21                               | 7                              | .                   | .                    |
| 6%                | 5%                                         | 6%                                        | 6%                               | 7%                             | .                   | .                    |
| 69                | 12                                         | 66                                        | 51                               | 22                             | .                   | .                    |
| 16%               | 10%                                        | 17%                                       | 14%                              | 22%                            | .                   | .                    |
| 170               | 37                                         | 153                                       | 157                              | 24                             | .                   | .                    |
| 38%               | 31%                                        | 40%                                       | 42%                              | 23%                            | .                   | .                    |
| 120               | 47                                         | 91                                        | 108                              | 25                             | .                   | .                    |
| 27%               | 40%                                        | 24%                                       | 29%                              | 24%                            | .                   | .                    |
| 43                | 9                                          | 37                                        | 27                               | 17                             | .                   | .                    |
| 10%               | 8%                                         | 10%                                       | 7%                               | 16%                            | .                   | .                    |
| 10                | 6                                          | 7                                         | 7                                | 5                              | .                   | .                    |
| 2%                | 5%                                         | 2%                                        | 2%                               | 5%                             | .                   | .                    |
| 7                 | 0                                          | 7                                         | 3                                | 3                              | .                   | .                    |
| 2%                | %                                          | 2%                                        | 1%                               | 3%                             | .                   | .                    |
| 264               | 54                                         | 241                                       | 230                              | 53                             | .                   | .                    |
| 59%               | 47%                                        | 63%                                       | 61%                              | 52%                            | .                   | .                    |
| 60                | 16                                         | 50                                        | 37                               | 25                             | .                   | .                    |
| 13%               | 14%                                        | 13%                                       | 10%                              | 24%                            | .                   | .                    |
| 3.33              | 3.53                                       | 3.26                                      | 3.27                             | 3.48                           | .                   | .                    |
| 3                 | 4                                          | 3                                         | 3                                | 3                              | .                   | .                    |

---

---

---



|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 248         | 252           |
|                         | unw_base | 1003    | 503         | 500           |
| 7 – Very strong economy | freq     | 1       | 1           | .             |
| 7 – Very strong economy | prop     | %       | %           | .             |
| 6                       | freq     | 10      | 7           | 3             |
| 6                       | prop     | 2%      | 3%          | 1%            |
| 5                       | freq     | 60      | 36          | 24            |
| 5                       | prop     | 12%     | 15%         | 9%            |
| 4                       | freq     | 115     | 64          | 51            |
| 4                       | prop     | 23%     | 26%         | 20%           |
| 3                       | freq     | 125     | 54          | 72            |
| 3                       | prop     | 25%     | 22%         | 28%           |
| 2                       | freq     | 87      | 43          | 44            |
| 2                       | prop     | 17%     | 17%         | 17%           |
| 1 – Very weak economy   | freq     | 103     | 44          | 58            |
| 1 – Very weak economy   | prop     | 21%     | 18%         | 23%           |
| Top3Box                 | freq     | 71      | 43          | 27            |
| Top3Box                 | prop     | 14%     | 18%         | 11%           |
| Low3Box                 | freq     | 315     | 140         | 174           |
| Low3Box                 | prop     | 63%     | 57%         | 69%           |
|                         | mean     | 5.05    | 4.89        | 5.21          |
|                         | median   | 5       | 5           | 5             |

---



---

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

---

| Age Under<br>35 | Age 35-49 | Age 50-64 | Household<br>Income Low | Household<br>Income<br>Medium | Household<br>Income<br>High | Marital<br>Status<br>Married |
|-----------------|-----------|-----------|-------------------------|-------------------------------|-----------------------------|------------------------------|
| 161             | 179       | 160       | 102                     | 198                           | 127                         | 246                          |
| 316             | 368       | 319       | 176                     | 398                           | 287                         | 495                          |
| .               | 0         | 0         | .                       | 1                             | .                           | 1                            |
| .               | %         | %         | .                       | %                             | .                           | %                            |
| 3               | 4         | 3         | 0                       | 5                             | 4                           | 4                            |
| 2%              | 2%        | 2%        | %                       | 3%                            | 3%                          | 2%                           |
| 19              | 24        | 17        | 5                       | 27                            | 22                          | 33                           |
| 12%             | 13%       | 11%       | 5%                      | 14%                           | 17%                         | 14%                          |
| 44              | 42        | 29        | 19                      | 46                            | 32                          | 57                           |
| 27%             | 24%       | 18%       | 19%                     | 23%                           | 25%                         | 23%                          |
| 44              | 41        | 40        | 20                      | 52                            | 37                          | 60                           |
| 27%             | 23%       | 25%       | 20%                     | 26%                           | 29%                         | 24%                          |
| 25              | 31        | 30        | 16                      | 34                            | 22                          | 42                           |
| 16%             | 18%       | 19%       | 16%                     | 17%                           | 17%                         | 17%                          |
| 26              | 36        | 41        | 41                      | 33                            | 12                          | 49                           |
| 16%             | 20%       | 25%       | 40%                     | 17%                           | 9%                          | 20%                          |
| 23              | 28        | 20        | 6                       | 33                            | 25                          | 38                           |
| 14%             | 16%       | 12%       | 5%                      | 17%                           | 20%                         | 15%                          |
| 95              | 109       | 111       | 77                      | 119                           | 70                          | 151                          |
| 59%             | 61%       | 69%       | 75%                     | 60%                           | 55%                         | 62%                          |
| 4.9             | 5         | 5.25      | 5.66                    | 4.91                          | 4.68                        | 5.01                         |
| 5               | 5         | 5         | 6                       | 5                             | 5                           | 5                            |

## Italy

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

| Marital Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|-------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 254                     | 213              | 214                 | 73                | 228                           | 272                          | 43                    |
| 508                     | 241              | 573                 | 189               | 469                           | 534                          | 95                    |
| .                       | .                | 1                   | .                 | 1                             | .                            | 0                     |
| .                       | .                | %                   | .                 | %                             | .                            | 1%                    |
| 6                       | 4                | 4                   | 3                 | 7                             | 3                            | 2                     |
| 2%                      | 2%               | 2%                  | 4%                | 3%                            | 1%                           | 5%                    |
| 26                      | 25               | 25                  | 10                | 30                            | 30                           | 7                     |
| 10%                     | 12%              | 12%                 | 14%               | 13%                           | 11%                          | 16%                   |
| 58                      | 49               | 48                  | 17                | 55                            | 60                           | 10                    |
| 23%                     | 23%              | 22%                 | 24%               | 24%                           | 22%                          | 24%                   |
| 65                      | 46               | 60                  | 19                | 56                            | 70                           | 10                    |
| 26%                     | 21%              | 28%                 | 27%               | 24%                           | 26%                          | 22%                   |
| 45                      | 33               | 40                  | 15                | 39                            | 48                           | 7                     |
| 18%                     | 15%              | 18%                 | 20%               | 17%                           | 18%                          | 17%                   |
| 53                      | 57               | 37                  | 8                 | 41                            | 62                           | 6                     |
| 21%                     | 27%              | 17%                 | 11%               | 18%                           | 23%                          | 15%                   |
| 33                      | 28               | 29                  | 13                | 38                            | 33                           | 9                     |
| 13%                     | 13%              | 14%                 | 18%               | 17%                           | 12%                          | 22%                   |
| 163                     | 136              | 137                 | 42                | 135                           | 179                          | 23                    |
| 64%                     | 64%              | 64%                 | 58%               | 59%                           | 66%                          | 54%                   |
| 5.09                    | 5.18             | 5.01                | 4.79              | 4.92                          | 5.15                         | 4.73                  |
| 5                       | 5                | 5                   | 5                 | 5                             | 5                            | 5                     |

onomy.

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 457               | 69                                         | 431                                       | 285                              | 179                            | 280                 | 122                  |
| 908               | 162                                        | 841                                       | 611                              | 328                            | 568                 | 246                  |
| 0                 | 0                                          | 0                                         | 1                                | .                              | 1                   | .                    |
| %                 | %                                          | %                                         | %                                | .                              | %                   | .                    |
| 8                 | 2                                          | 8                                         | 7                                | 2                              | 6                   | 2                    |
| 2%                | 3%                                         | 2%                                        | 2%                               | 1%                             | 2%                  | 2%                   |
| 53                | 11                                         | 49                                        | 40                               | 15                             | 37                  | 14                   |
| 12%               | 16%                                        | 11%                                       | 14%                              | 9%                             | 13%                 | 11%                  |
| 104               | 18                                         | 97                                        | 73                               | 37                             | 69                  | 30                   |
| 23%               | 26%                                        | 22%                                       | 26%                              | 21%                            | 25%                 | 25%                  |
| 116               | 15                                         | 110                                       | 69                               | 44                             | 68                  | 33                   |
| 25%               | 22%                                        | 26%                                       | 24%                              | 25%                            | 24%                 | 27%                  |
| 79                | 13                                         | 74                                        | 50                               | 33                             | 44                  | 22                   |
| 17%               | 19%                                        | 17%                                       | 17%                              | 18%                            | 16%                 | 18%                  |
| 96                | 10                                         | 93                                        | 45                               | 47                             | 54                  | 21                   |
| 21%               | 14%                                        | 22%                                       | 16%                              | 26%                            | 19%                 | 17%                  |
| 61                | 13                                         | 57                                        | 48                               | 18                             | 44                  | 16                   |
| 13%               | 19%                                        | 13%                                       | 17%                              | 10%                            | 16%                 | 13%                  |
| 291               | 38                                         | 276                                       | 164                              | 124                            | 166                 | 76                   |
| 64%               | 55%                                        | 64%                                       | 58%                              | 69%                            | 59%                 | 62%                  |
| 5.08              | 4.79                                       | 5.09                                      | 4.88                             | 5.29                           | 4.96                | 4.99                 |
| 5                 | 5                                          | 5                                         | 5                                | 5                              | 5                   | 5                    |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 98                    |
| 189                   |
| .                     |
| .                     |
| 2                     |
| 2%                    |
| 9                     |
| 9%                    |
| 15                    |
| 16%                   |
| 24                    |
| 25%                   |
| 21                    |
| 22%                   |
| 27                    |
| 28%                   |
| 10                    |
| 10%                   |
| 72                    |
| 74%                   |
| 5.39                  |
| 5                     |

|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 251         | 249           |
|                         | unw_base | 1005    | 588         | 417           |
| 7 – Very strong economy | freq     | 2       | 1           | 2             |
| 7 – Very strong economy | prop     | %       | %           | 1%            |
| 6                       | freq     | 7       | 5           | 2             |
| 6                       | prop     | 1%      | 2%          | 1%            |
| 5                       | freq     | 58      | 36          | 22            |
| 5                       | prop     | 12%     | 14%         | 9%            |
| 4                       | freq     | 163     | 75          | 88            |
| 4                       | prop     | 33%     | 30%         | 35%           |
| 3                       | freq     | 162     | 79          | 84            |
| 3                       | prop     | 32%     | 31%         | 34%           |
| 2                       | freq     | 65      | 33          | 33            |
| 2                       | prop     | 13%     | 13%         | 13%           |
| 1 – Very weak economy   | freq     | 43      | 24          | 20            |
| 1 – Very weak economy   | prop     | 9%      | 9%          | 8%            |
| Top3Box                 | freq     | 66      | 41          | 25            |
| Top3Box                 | prop     | 13%     | 16%         | 10%           |
| Low3Box                 | freq     | 271     | 135         | 136           |
| Low3Box                 | prop     | 54%     | 54%         | 55%           |
|                         | mean     | 4.69    | 4.67        | 4.71          |
|                         | median   | 5       | 5           | 5             |

---



---

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

---

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 169          | 170       | 162       | 305                  | 170                     | 25                    | 252                    |
| 227          | 323       | 455       | 544                  | 389                     | 72                    | 579                    |
| 1            | 1         | 0         | 1                    | 1                       | .                     | 2                      |
| %            | 1%        | %         | %                    | 1%                      | .                     | 1%                     |
| 2            | 2         | 2         | 4                    | 1                       | 1                     | 4                      |
| 1%           | 1%        | 1%        | 1%                   | 1%                      | 4%                    | 1%                     |
| 24           | 12        | 21        | 24                   | 29                      | 5                     | 30                     |
| 14%          | 7%        | 13%       | 8%                   | 17%                     | 19%                   | 12%                    |
| 62           | 52        | 48        | 88                   | 65                      | 10                    | 81                     |
| 37%          | 31%       | 30%       | 29%                  | 38%                     | 39%                   | 32%                    |
| 45           | 60        | 57        | 108                  | 49                      | 5                     | 82                     |
| 27%          | 35%       | 35%       | 35%                  | 29%                     | 21%                   | 33%                    |
| 16           | 28        | 22        | 47                   | 16                      | 2                     | 34                     |
| 9%           | 16%       | 13%       | 15%                  | 10%                     | 7%                    | 13%                    |
| 18           | 14        | 11        | 32                   | 9                       | 2                     | 19                     |
| 11%          | 8%        | 7%        | 11%                  | 5%                      | 9%                    | 8%                     |
| 27           | 15        | 23        | 30                   | 31                      | 6                     | 36                     |
| 16%          | 9%        | 15%       | 10%                  | 18%                     | 23%                   | 14%                    |
| 79           | 102       | 90        | 187                  | 74                      | 9                     | 135                    |
| 47%          | 60%       | 56%       | 61%                  | 44%                     | 38%                   | 54%                    |
| 4.59         | 4.82      | 4.66      | 4.86                 | 4.44                    | 4.36                  | 4.65                   |
| 4            | 5         | 5         | 5                    | 4                       | 4                     | 5                      |

## Japan

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

| Marital Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|-------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 248                     | 267              | 101                 | 132               | 248                           | 252                          | 35                    |
| 426                     | 296              | 194                 | 515               | 594                           | 411                          | 89                    |
| .                       | 1                | 0                   | 1                 | 1                             | 1                            | 1                     |
| .                       | %                | %                   | 1%                | %                             | %                            | 3%                    |
| 3                       | 5                | 0                   | 1                 | 4                             | 3                            | 2                     |
| 1%                      | 2%               | %                   | 1%                | 1%                            | 1%                           | 5%                    |
| 28                      | 28               | 7                   | 22                | 33                            | 25                           | 6                     |
| 11%                     | 10%              | 7%                  | 17%               | 13%                           | 10%                          | 16%                   |
| 82                      | 75               | 41                  | 47                | 74                            | 89                           | 5                     |
| 33%                     | 28%              | 40%                 | 36%               | 30%                           | 35%                          | 14%                   |
| 80                      | 92               | 27                  | 43                | 79                            | 83                           | 8                     |
| 32%                     | 34%              | 27%                 | 33%               | 32%                           | 33%                          | 23%                   |
| 31                      | 39               | 16                  | 10                | 34                            | 31                           | 8                     |
| 13%                     | 15%              | 16%                 | 8%                | 14%                           | 12%                          | 22%                   |
| 24                      | 28               | 9                   | 6                 | 23                            | 20                           | 6                     |
| 10%                     | 10%              | 9%                  | 5%                | 9%                            | 8%                           | 17%                   |
| 31                      | 33               | 8                   | 25                | 38                            | 28                           | 8                     |
| 12%                     | 12%              | 8%                  | 19%               | 15%                           | 11%                          | 23%                   |
| 136                     | 159              | 52                  | 60                | 136                           | 135                          | 22                    |
| 55%                     | 59%              | 52%                 | 46%               | 55%                           | 53%                          | 62%                   |
| 4.73                    | 4.8              | 4.76                | 4.42              | 4.69                          | 4.69                         | 4.85                  |
| 5                       | 5                | 5                   | 4                 | 5                             | 5                            | 5                     |



onomy.

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 465               | 55                                         | 445                                       | 338                              | 126                            | 48                  | 140                  |
| 916               | 152                                        | 853                                       | 723                              | 213                            | 102                 | 286                  |
| 1                 | 1                                          | 1                                         | 1                                | 1                              | 1                   | 0                    |
| %                 | 2%                                         | %                                         | %                                | 1%                             | 3%                  | %                    |
| 5                 | 2                                          | 5                                         | 6                                | 0                              | 1                   | 1                    |
| 1%                | 3%                                         | 1%                                        | 2%                               | %                              | 1%                  | 1%                   |
| 52                | 12                                         | 45                                        | 44                               | 12                             | 8                   | 18                   |
| 11%               | 22%                                        | 10%                                       | 13%                              | 9%                             | 17%                 | 13%                  |
| 158               | 11                                         | 152                                       | 105                              | 44                             | 18                  | 52                   |
| 34%               | 20%                                        | 34%                                       | 31%                              | 35%                            | 36%                 | 37%                  |
| 154               | 15                                         | 148                                       | 108                              | 42                             | 12                  | 44                   |
| 33%               | 27%                                        | 33%                                       | 32%                              | 33%                            | 25%                 | 32%                  |
| 58                | 9                                          | 56                                        | 43                               | 18                             | 5                   | 15                   |
| 12%               | 16%                                        | 13%                                       | 13%                              | 14%                            | 10%                 | 11%                  |
| 37                | 6                                          | 37                                        | 31                               | 9                              | 4                   | 10                   |
| 8%                | 10%                                        | 8%                                        | 9%                               | 7%                             | 9%                  | 7%                   |
| 58                | 15                                         | 51                                        | 51                               | 13                             | 10                  | 19                   |
| 12%               | 27%                                        | 12%                                       | 15%                              | 10%                            | 21%                 | 14%                  |
| 249               | 30                                         | 241                                       | 182                              | 69                             | 21                  | 69                   |
| 54%               | 53%                                        | 54%                                       | 54%                              | 55%                            | 43%                 | 49%                  |
| 4.68              | 4.57                                       | 4.71                                      | 4.67                             | 4.71                           | 4.43                | 4.6                  |
| 5                 | 5                                          | 5                                         | 5                                | 5                              | 4                   | 4                    |

|  |
|--|
|  |
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 311                   |
| 617                   |
| 0                     |
| %                     |
| 5                     |
| 2%                    |
| 31                    |
| 10%                   |
| 94                    |
| 30%                   |
| 106                   |
| 34%                   |
| 45                    |
| 15%                   |
| 29                    |
| 9%                    |
| 37                    |
| 12%                   |
| 180                   |
| 58%                   |
| 4.77                  |
| 5                     |

|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 239         | 261           |
|                         | unw_base | 507     | 284         | 223           |
| 7 – Very strong economy | freq     | 1       | .           | 1             |
| 7 – Very strong economy | prop     | %       | .           | %             |
| 6                       | freq     | 3       | 2           | 1             |
| 6                       | prop     | 1%      | 1%          | %             |
| 5                       | freq     | 78      | 36          | 42            |
| 5                       | prop     | 16%     | 15%         | 16%           |
| 4                       | freq     | 138     | 81          | 57            |
| 4                       | prop     | 28%     | 34%         | 22%           |
| 3                       | freq     | 146     | 60          | 86            |
| 3                       | prop     | 29%     | 25%         | 33%           |
| 2                       | freq     | 36      | 17          | 19            |
| 2                       | prop     | 7%      | 7%          | 7%            |
| 1 – Very weak economy   | freq     | 98      | 43          | 55            |
| 1 – Very weak economy   | prop     | 20%     | 18%         | 21%           |
| Top3Box                 | freq     | 82      | 38          | 44            |
| Top3Box                 | prop     | 16%     | 16%         | 17%           |
| Low3Box                 | freq     | 280     | 120         | 160           |
| Low3Box                 | prop     | 56%     | 50%         | 61%           |
|                         | mean     | 4.85    | 4.77        | 4.93          |
|                         | median   | 5       | 5           | 5             |

---



---

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

---

| Age Under<br>35 | Age 35-49 | Age 50-64 | Household<br>Income Low | Household<br>Income<br>Medium | Household<br>Income<br>High | Marital<br>Status<br>Married |
|-----------------|-----------|-----------|-------------------------|-------------------------------|-----------------------------|------------------------------|
| 260             | 150       | 90        | 174                     | 189                           | 64                          | 178                          |
| 280             | 143       | 84        | 149                     | 189                           | 114                         | 179                          |
| 0               | .         | 1         | 0                       | 1                             | .                           | .                            |
| %               | .         | 1%        | %                       | %                             | .                           | .                            |
| 1               | 1         | 1         | .                       | 2                             | 1                           | 1                            |
| %               | 1%        | 1%        | .                       | 1%                            | 2%                          | 1%                           |
| 42              | 21        | 16        | 32                      | 33                            | 12                          | 42                           |
| 16%             | 14%       | 17%       | 18%                     | 18%                           | 19%                         | 24%                          |
| 83              | 32        | 23        | 32                      | 52                            | 24                          | 42                           |
| 32%             | 22%       | 25%       | 18%                     | 28%                           | 38%                         | 24%                          |
| 66              | 42        | 38        | 64                      | 51                            | 15                          | 43                           |
| 25%             | 28%       | 42%       | 37%                     | 27%                           | 24%                         | 24%                          |
| 20              | 12        | 4         | 11                      | 19                            | 3                           | 12                           |
| 8%              | 8%        | 5%        | 7%                      | 10%                           | 5%                          | 7%                           |
| 49              | 42        | 8         | 34                      | 31                            | 8                           | 38                           |
| 19%             | 28%       | 9%        | 19%                     | 16%                           | 13%                         | 21%                          |
| 43              | 22        | 17        | 32                      | 35                            | 13                          | 43                           |
| 17%             | 15%       | 19%       | 19%                     | 19%                           | 21%                         | 24%                          |
| 134             | 95        | 50        | 109                     | 101                           | 27                          | 93                           |
| 52%             | 64%       | 56%       | 63%                     | 54%                           | 42%                         | 52%                          |
| 4.79            | 5.12      | 4.57      | 4.89                    | 4.76                          | 4.5                         | 4.76                         |
| 5               | 5         | 5         | 5                       | 5                             | 4                           | 5                            |

## Mexico

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

| Marital Status Other | Education Low | Education Medium | Education High | Chief Income Earner Yes | Chief Income Earner No | Business Owner Yes |
|----------------------|---------------|------------------|----------------|-------------------------|------------------------|--------------------|
| 322                  | 220           | 161              | 119            | 258                     | 242                    | 111                |
| 328                  | 22            | 266              | 219            | 277                     | 230                    | 133                |
| 1                    | .             | 1                | .              | 1                       | .                      | .                  |
| %                    | .             | 1%               | .              | %                       | .                      | .                  |
| 1                    | .             | 1                | 2              | 3                       | .                      | .                  |
| %                    | .             | %                | 2%             | 1%                      | .                      | .                  |
| 36                   | 46            | 16               | 16             | 29                      | 49                     | 16                 |
| 11%                  | 21%           | 10%              | 14%            | 11%                     | 20%                    | 15%                |
| 96                   | 51            | 48               | 39             | 73                      | 65                     | 34                 |
| 30%                  | 23%           | 30%              | 33%            | 28%                     | 27%                    | 30%                |
| 103                  | 70            | 50               | 26             | 78                      | 67                     | 39                 |
| 32%                  | 32%           | 31%              | 22%            | 30%                     | 28%                    | 35%                |
| 24                   | .             | 21               | 16             | 18                      | 19                     | 10                 |
| 8%                   | .             | 13%              | 13%            | 7%                      | 8%                     | 9%                 |
| 60                   | 53            | 25               | 20             | 56                      | 43                     | 12                 |
| 19%                  | 24%           | 15%              | 17%            | 22%                     | 18%                    | 11%                |
| 39                   | 46            | 18               | 18             | 33                      | 49                     | 16                 |
| 12%                  | 21%           | 11%              | 15%            | 13%                     | 20%                    | 15%                |
| 187                  | 123           | 95               | 62             | 152                     | 128                    | 61                 |
| 58%                  | 56%           | 59%              | 52%            | 59%                     | 53%                    | 55%                |
| 4.9                  | 4.83          | 4.9              | 4.83           | 4.94                    | 4.75                   | 4.72               |
| 5                    | 5             | 5                | 5              | 5                       | 5                      | 5                  |

onomy.

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 389               | 158                                        | 342                                       | 315                              | 180                            | 254                 | 183                  |
| 374               | 169                                        | 338                                       | 354                              | 145                            | 332                 | 117                  |
| 1                 | 0                                          | 1                                         | 1                                | .                              | 1                   | .                    |
| %                 | %                                          | %                                         | %                                | .                              | %                   | .                    |
| 3                 | 2                                          | 1                                         | 3                                | .                              | 3                   | .                    |
| 1%                | 1%                                         | %                                         | 1%                               | .                              | 1%                  | .                    |
| 62                | 20                                         | 58                                        | 42                               | 36                             | 49                  | 15                   |
| 16%               | 13%                                        | 17%                                       | 13%                              | 20%                            | 19%                 | 8%                   |
| 104               | 42                                         | 96                                        | 88                               | 48                             | 69                  | 61                   |
| 27%               | 27%                                        | 28%                                       | 28%                              | 27%                            | 27%                 | 34%                  |
| 106               | 35                                         | 111                                       | 110                              | 35                             | 65                  | 54                   |
| 27%               | 22%                                        | 32%                                       | 35%                              | 20%                            | 26%                 | 29%                  |
| 27                | 11                                         | 25                                        | 28                               | 7                              | 23                  | 8                    |
| 7%                | 7%                                         | 7%                                        | 9%                               | 4%                             | 9%                  | 4%                   |
| 86                | 47                                         | 51                                        | 43                               | 53                             | 44                  | 45                   |
| 22%               | 30%                                        | 15%                                       | 14%                              | 30%                            | 17%                 | 25%                  |
| 66                | 23                                         | 59                                        | 46                               | 36                             | 53                  | 15                   |
| 17%               | 14%                                        | 17%                                       | 15%                              | 20%                            | 21%                 | 8%                   |
| 219               | 93                                         | 187                                       | 181                              | 96                             | 132                 | 107                  |
| 56%               | 59%                                        | 55%                                       | 58%                              | 53%                            | 52%                 | 58%                  |
| 4.89              | 5.1                                        | 4.74                                      | 4.78                             | 4.97                           | 4.73                | 5.04                 |
| 5                 | 5                                          | 5                                         | 5                                | 5                              | 5                   | 5                    |

|  |
|--|
|  |
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 63                    |
| 58                    |
| .                     |
| .                     |
| .                     |
| .                     |
| 14                    |
| 22%                   |
| 8                     |
| 12%                   |
| 27                    |
| 43%                   |
| 6                     |
| 9%                    |
| 9                     |
| 14%                   |
| 14                    |
| 22%                   |
| 41                    |
| 66%                   |
| 4.8                   |
| 5                     |

|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 249         | 251           |
|                         | unw_base | 504     | 252         | 252           |
| 7 – Very strong economy | freq     | 13      | 12          | 1             |
| 7 – Very strong economy | prop     | 3%      | 5%          | %             |
| 6                       | freq     | 37      | 26          | 10            |
| 6                       | prop     | 7%      | 11%         | 4%            |
| 5                       | freq     | 83      | 47          | 35            |
| 5                       | prop     | 17%     | 19%         | 14%           |
| 4                       | freq     | 149     | 67          | 82            |
| 4                       | prop     | 30%     | 27%         | 33%           |
| 3                       | freq     | 126     | 60          | 65            |
| 3                       | prop     | 25%     | 24%         | 26%           |
| 2                       | freq     | 48      | 19          | 29            |
| 2                       | prop     | 10%     | 8%          | 11%           |
| 1 – Very weak economy   | freq     | 44      | 16          | 28            |
| 1 – Very weak economy   | prop     | 9%      | 7%          | 11%           |
| Top3Box                 | freq     | 133     | 86          | 47            |
| Top3Box                 | prop     | 27%     | 34%         | 19%           |
| Low3Box                 | freq     | 218     | 96          | 122           |
| Low3Box                 | prop     | 44%     | 39%         | 49%           |
|                         | mean     | 4.32    | 4.04        | 4.59          |
|                         | median   | 4       | 4           | 4             |



---



---

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

---

| Age Under<br>35 | Age 35-49 | Age 50-64 | Household<br>Income Low | Household<br>Income<br>Medium | Household<br>Income<br>High | Marital<br>Status<br>Married |
|-----------------|-----------|-----------|-------------------------|-------------------------------|-----------------------------|------------------------------|
| 202             | 157       | 141       | 285                     | 126                           | 4                           | 262                          |
| 183             | 157       | 164       | 285                     | 141                           | 5                           | 274                          |
| 11              | 2         | .         | 9                       | 4                             | .                           | 3                            |
| 6%              | 1%        | .         | 3%                      | 3%                            | .                           | 1%                           |
| 9               | 12        | 15        | 20                      | 14                            | 1                           | 24                           |
| 5%              | 8%        | 11%       | 7%                      | 11%                           | .                           | 9%                           |
| 27              | 30        | 25        | 34                      | 38                            | .                           | 50                           |
| 13%             | 19%       | 18%       | 12%                     | 30%                           | .                           | 19%                          |
| 74              | 33        | 42        | 101                     | 28                            | 3                           | 72                           |
| 37%             | 21%       | 30%       | 35%                     | 22%                           | .                           | 27%                          |
| 53              | 41        | 32        | 73                      | 23                            | 1                           | 66                           |
| 26%             | 26%       | 23%       | 26%                     | 18%                           | .                           | 25%                          |
| 17              | 21        | 11        | 22                      | 15                            | .                           | 28                           |
| 8%              | 13%       | 7%        | 8%                      | 12%                           | .                           | 11%                          |
| 11              | 17        | 16        | 27                      | 5                             | .                           | 19                           |
| 5%              | 11%       | 12%       | 9%                      | 4%                            | .                           | 7%                           |
| 48              | 44        | 40        | 62                      | 55                            | 1                           | 77                           |
| 24%             | 28%       | 29%       | 22%                     | 44%                           | .                           | 29%                          |
| 80              | 79        | 59        | 122                     | 43                            | 1                           | 113                          |
| 40%             | 50%       | 42%       | 43%                     | 34%                           | .                           | 43%                          |
| 4.19            | 4.47      | 4.33      | 4.35                    | 3.93                          | 3.93                        | 4.28                         |
| 4               | 5         | 4         | 4                       | 4                             | 4                           | 4                            |

## Poland

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

| Marital Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|-------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 238                     | 74               | 311                 | 115               | 256                           | 244                          | 40                    |
| 230                     | 12               | 354                 | 138               | 282                           | 222                          | 47                    |
| 11                      | 8                | 4                   | 2                 | 1                             | 12                           | .                     |
| 4%                      | .                | 1%                  | 1%                | %                             | 5%                           | .                     |
| 13                      | 10               | 22                  | 4                 | 24                            | 13                           | 2                     |
| 5%                      | .                | 7%                  | 4%                | 9%                            | 5%                           | 4%                    |
| 32                      | .                | 60                  | 23                | 56                            | 26                           | 12                    |
| 14%                     | .                | 19%                 | 20%               | 22%                           | 11%                          | 29%                   |
| 78                      | 13               | 102                 | 35                | 74                            | 75                           | 16                    |
| 33%                     | .                | 33%                 | 31%               | 29%                           | 31%                          | 41%                   |
| 60                      | 30               | 69                  | 27                | 61                            | 65                           | 5                     |
| 25%                     | .                | 22%                 | 23%               | 24%                           | 27%                          | 12%                   |
| 20                      | 5                | 29                  | 13                | 24                            | 24                           | 3                     |
| 9%                      | .                | 9%                  | 12%               | 9%                            | 10%                          | 9%                    |
| 25                      | 7                | 26                  | 11                | 16                            | 28                           | 2                     |
| 11%                     | .                | 8%                  | 9%                | 6%                            | 11%                          | 5%                    |
| 56                      | 18               | 85                  | 29                | 81                            | 51                           | 13                    |
| 23%                     | .                | 27%                 | 25%               | 32%                           | 21%                          | 33%                   |
| 105                     | 43               | 124                 | 51                | 101                           | 117                          | 11                    |
| 44%                     | .                | 40%                 | 44%               | 39%                           | 48%                          | 26%                   |
| 4.36                    | 4.25             | 4.29                | 4.43              | 4.2                           | 4.44                         | 4.08                  |
| 4                       | 5                | 4                   | 4                 | 4                             | 4                            | 4                     |

---

onomy.

---

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 460               | 86                                         | 414                                       | 344                              | 99                             | 275                 | 124                  |
| 457               | 102                                        | 402                                       | 359                              | 88                             | 272                 | 134                  |
| 13                | 1                                          | 12                                        | 11                               | 3                              | 5                   | .                    |
| 3%                | 1%                                         | 3%                                        | 3%                               | 3%                             | 2%                  | .                    |
| 35                | 9                                          | 28                                        | 30                               | 3                              | 23                  | 6                    |
| 8%                | 10%                                        | 7%                                        | 9%                               | 4%                             | 9%                  | 5%                   |
| 71                | 25                                         | 58                                        | 66                               | 9                              | 52                  | 13                   |
| 15%               | 29%                                        | 14%                                       | 19%                              | 9%                             | 19%                 | 11%                  |
| 133               | 25                                         | 125                                       | 99                               | 35                             | 85                  | 45                   |
| 29%               | 29%                                        | 30%                                       | 29%                              | 36%                            | 31%                 | 36%                  |
| 121               | 12                                         | 114                                       | 79                               | 35                             | 66                  | 38                   |
| 26%               | 14%                                        | 27%                                       | 23%                              | 35%                            | 24%                 | 31%                  |
| 45                | 11                                         | 37                                        | 36                               | 6                              | 19                  | 14                   |
| 10%               | 13%                                        | 9%                                        | 11%                              | 6%                             | 7%                  | 11%                  |
| 42                | 4                                          | 40                                        | 23                               | 7                              | 24                  | 7                    |
| 9%                | 4%                                         | 10%                                       | 7%                               | 8%                             | 9%                  | 6%                   |
| 119               | 35                                         | 98                                        | 107                              | 15                             | 81                  | 20                   |
| 26%               | 40%                                        | 24%                                       | 31%                              | 15%                            | 29%                 | 16%                  |
| 207               | 27                                         | 191                                       | 138                              | 49                             | 109                 | 59                   |
| 45%               | 31%                                        | 46%                                       | 40%                              | 49%                            | 40%                 | 48%                  |
| 4.34              | 3.99                                       | 4.39                                      | 4.19                             | 4.47                           | 4.22                | 4.49                 |
| 4                 | 4                                          | 4                                         | 4                                | 4                              | 4                   | 4                    |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 101                   |
| 98                    |
| 8                     |
| 8%                    |
| 7                     |
| 7%                    |
| 17                    |
| 17%                   |
| 19                    |
| 19%                   |
| 21                    |
| 21%                   |
| 15                    |
| 15%                   |
| 13                    |
| 13%                   |
| 32                    |
| 32%                   |
| 50                    |
| 49%                   |
| 4.37                  |
| 4                     |

|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 238         | 262           |
|                         | unw_base | 500     | 260         | 240           |
| 7 – Very strong economy | freq     | 8       | 7           | 1             |
| 7 – Very strong economy | prop     | 2%      | 3%          | %             |
| 6                       | freq     | 23      | 3           | 20            |
| 6                       | prop     | 5%      | 1%          | 8%            |
| 5                       | freq     | 88      | 43          | 45            |
| 5                       | prop     | 18%     | 18%         | 17%           |
| 4                       | freq     | 160     | 61          | 100           |
| 4                       | prop     | 32%     | 26%         | 38%           |
| 3                       | freq     | 97      | 42          | 55            |
| 3                       | prop     | 19%     | 18%         | 21%           |
| 2                       | freq     | 56      | 41          | 15            |
| 2                       | prop     | 11%     | 17%         | 6%            |
| 1 – Very weak economy   | freq     | 69      | 42          | 27            |
| 1 – Very weak economy   | prop     | 14%     | 18%         | 10%           |
| Top3Box                 | freq     | 118     | 52          | 66            |
| Top3Box                 | prop     | 24%     | 22%         | 25%           |
| Low3Box                 | freq     | 222     | 125         | 96            |
| Low3Box                 | prop     | 44%     | 53%         | 37%           |
|                         | mean     | 4.52    | 4.76        | 4.3           |
|                         | median   | 4       | 5           | 4             |

---



---

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

---

| Age Under<br>35 | Age 35-49 | Age 50-64 | Household<br>Income Low | Household<br>Income<br>Medium | Household<br>Income<br>High | Marital<br>Status<br>Married |
|-----------------|-----------|-----------|-------------------------|-------------------------------|-----------------------------|------------------------------|
| 207             | 158       | 136       | 43                      | 215                           | 200                         | 222                          |
| 155             | 218       | 127       | 25                      | 183                           | 257                         | 285                          |
| 5               | .         | 2         | .                       | 3                             | 5                           | 5                            |
| 3%              | .         | 2%        | .                       | 1%                            | 2%                          | 2%                           |
| 13              | 3         | 7         | 4                       | 14                            | 5                           | 5                            |
| 6%              | 2%        | 5%        | 10%                     | 6%                            | 2%                          | 2%                           |
| 37              | 33        | 19        | 2                       | 30                            | 45                          | 41                           |
| 18%             | 21%       | 14%       | 6%                      | 14%                           | 23%                         | 19%                          |
| 87              | 41        | 33        | 23                      | 66                            | 58                          | 61                           |
| 42%             | 26%       | 24%       | 54%                     | 30%                           | 29%                         | 27%                          |
| 42              | 31        | 24        | 3                       | 37                            | 49                          | 55                           |
| 20%             | 19%       | 18%       | 7%                      | 17%                           | 25%                         | 25%                          |
| 9               | 20        | 27        | 3                       | 25                            | 24                          | 23                           |
| 4%              | 13%       | 20%       | 7%                      | 12%                           | 12%                         | 11%                          |
| 15              | 30        | 24        | 7                       | 42                            | 14                          | 32                           |
| 7%              | 19%       | 17%       | 17%                     | 19%                           | 7%                          | 14%                          |
| 54              | 36        | 28        | 7                       | 46                            | 54                          | 51                           |
| 26%             | 23%       | 20%       | 16%                     | 21%                           | 27%                         | 23%                          |
| 65              | 81        | 75        | 13                      | 104                           | 88                          | 110                          |
| 32%             | 51%       | 55%       | 30%                     | 48%                           | 44%                         | 49%                          |
| 4.13            | 4.78      | 4.81      | 4.45                    | 4.68                          | 4.36                        | 4.59                         |
| 4               | 5         | 5         | 4                       | 4                             | 4                           | 4                            |

## Russia

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

| Marital Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|-------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 278                     | 84               | 290                 | 126               | 252                           | 248                          | 46                    |
| 215                     | 42               | 150                 | 308               | 316                           | 184                          | 53                    |
| 3                       | .                | 5                   | 2                 | 7                             | 0                            | 4                     |
| 1%                      | .                | 2%                  | 2%                | 3%                            | %                            | 8%                    |
| 18                      | 3                | 16                  | 4                 | 10                            | 13                           | .                     |
| 6%                      | 3%               | 6%                  | 3%                | 4%                            | 5%                           | .                     |
| 46                      | 8                | 61                  | 19                | 46                            | 42                           | 8                     |
| 17%                     | 9%               | 21%                 | 15%               | 18%                           | 17%                          | 17%                   |
| 99                      | 38               | 86                  | 36                | 62                            | 98                           | 15                    |
| 36%                     | 46%              | 30%                 | 29%               | 25%                           | 40%                          | 32%                   |
| 42                      | 13               | 49                  | 34                | 46                            | 50                           | 5                     |
| 15%                     | 16%              | 17%                 | 27%               | 18%                           | 20%                          | 11%                   |
| 33                      | 7                | 31                  | 18                | 37                            | 19                           | 9                     |
| 12%                     | 8%               | 11%                 | 14%               | 15%                           | 7%                           | 19%                   |
| 37                      | 15               | 41                  | 12                | 42                            | 26                           | 6                     |
| 13%                     | 18%              | 14%                 | 10%               | 17%                           | 11%                          | 13%                   |
| 67                      | 10               | 82                  | 25                | 63                            | 55                           | 11                    |
| 24%                     | 12%              | 28%                 | 20%               | 25%                           | 22%                          | 25%                   |
| 112                     | 35               | 122                 | 64                | 126                           | 95                           | 20                    |
| 40%                     | 42%              | 42%                 | 51%               | 50%                           | 38%                          | 43%                   |
| 4.46                    | 4.7              | 4.44                | 4.59              | 4.64                          | 4.39                         | 4.48                  |
| 4                       | 4                | 4                   | 5                 | 5                             | 4                            | 4                     |

onomy.

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 454               | 68                                         | 432                                       | 344                              | 93                             | 198                 | 171                  |
| 447               | 90                                         | 410                                       | 384                              | 57                             | 185                 | 200                  |
| 4                 | 4                                          | 4                                         | 6                                | .                              | 3                   | 3                    |
| 1%                | 5%                                         | 1%                                        | 2%                               | .                              | 2%                  | 2%                   |
| 23                | 1                                          | 21                                        | 17                               | .                              | 12                  | 5                    |
| 5%                | 2%                                         | 5%                                        | 5%                               | .                              | 6%                  | 3%                   |
| 80                | 14                                         | 73                                        | 57                               | 18                             | 34                  | 27                   |
| 18%               | 21%                                        | 17%                                       | 17%                              | 20%                            | 17%                 | 16%                  |
| 146               | 23                                         | 138                                       | 111                              | 39                             | 66                  | 40                   |
| 32%               | 33%                                        | 32%                                       | 32%                              | 42%                            | 33%                 | 24%                  |
| 92                | 9                                          | 88                                        | 71                               | 12                             | 32                  | 48                   |
| 20%               | 13%                                        | 20%                                       | 21%                              | 13%                            | 16%                 | 28%                  |
| 47                | 9                                          | 47                                        | 40                               | 11                             | 24                  | 21                   |
| 10%               | 14%                                        | 11%                                       | 12%                              | 12%                            | 12%                 | 12%                  |
| 63                | 8                                          | 61                                        | 43                               | 13                             | 27                  | 26                   |
| 14%               | 12%                                        | 14%                                       | 12%                              | 14%                            | 14%                 | 15%                  |
| 107               | 19                                         | 99                                        | 80                               | 18                             | 50                  | 35                   |
| 23%               | 28%                                        | 23%                                       | 23%                              | 20%                            | 25%                 | 21%                  |
| 202               | 27                                         | 195                                       | 154                              | 36                             | 82                  | 95                   |
| 44%               | 39%                                        | 45%                                       | 45%                              | 39%                            | 42%                 | 56%                  |
| 4.52              | 4.36                                       | 4.54                                      | 4.5                              | 4.59                           | 4.46                | 4.71                 |
| 4                 | 4                                          | 4                                         | 4                                | 4                              | 4                   | 5                    |



|  |
|--|
|  |
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 131                   |
| 115                   |
| 1                     |
| 1%                    |
| 5                     |
| 4%                    |
| 27                    |
| 20%                   |
| 54                    |
| 41%                   |
| 17                    |
| 13%                   |
| 11                    |
| 9%                    |
| 16                    |
| 12%                   |
| 33                    |
| 25%                   |
| 44                    |
| 34%                   |
| 4.35                  |
| 4                     |

|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 292         | 208           |
|                         | unw_base | 508     | 300         | 208           |
| 7 – Very strong economy | freq     | 108     | 74          | 33            |
| 7 – Very strong economy | prop     | 22%     | 25%         | 16%           |
| 6                       | freq     | 96      | 55          | 41            |
| 6                       | prop     | 19%     | 19%         | 20%           |
| 5                       | freq     | 124     | 70          | 54            |
| 5                       | prop     | 25%     | 24%         | 26%           |
| 4                       | freq     | 101     | 57          | 44            |
| 4                       | prop     | 20%     | 20%         | 21%           |
| 3                       | freq     | 41      | 19          | 22            |
| 3                       | prop     | 8%      | 7%          | 11%           |
| 2                       | freq     | 21      | 11          | 9             |
| 2                       | prop     | 4%      | 4%          | 4%            |
| 1 – Very weak economy   | freq     | 8       | 5           | 4             |
| 1 – Very weak economy   | prop     | 2%      | 2%          | 2%            |
| Top3Box                 | freq     | 328     | 200         | 128           |
| Top3Box                 | prop     | 66%     | 68%         | 62%           |
| Low3Box                 | freq     | 71      | 35          | 35            |
| Low3Box                 | prop     | 14%     | 12%         | 17%           |
|                         | mean     | 2.94    | 2.81        | 3.11          |
|                         | median   | 3       | 3           | 3             |

---



---

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

---

| Age Under<br>35 | Age 35-49 | Age 50-64 | Household<br>Income Low | Household<br>Income<br>Medium | Household<br>Income<br>High | Marital<br>Status<br>Married |
|-----------------|-----------|-----------|-------------------------|-------------------------------|-----------------------------|------------------------------|
| 285             | 169       | 46        | 232                     | 137                           | 44                          | 316                          |
| 315             | 168       | 25        | 243                     | 140                           | 41                          | 330                          |
| 57              | 33        | 18        | 58                      | 23                            | 10                          | 69                           |
| 20%             | 19%       | 40%       | 25%                     | 17%                           | 22%                         | 22%                          |
| 55              | 32        | 9         | 38                      | 31                            | 13                          | 64                           |
| 19%             | 19%       | 20%       | 16%                     | 22%                           | 29%                         | 20%                          |
| 72              | 49        | 4         | 55                      | 33                            | 14                          | 80                           |
| 25%             | 29%       | 8%        | 24%                     | 24%                           | 32%                         | 25%                          |
| 52              | 40        | 9         | 43                      | 35                            | 7                           | 64                           |
| 18%             | 24%       | 20%       | 19%                     | 25%                           | 16%                         | 20%                          |
| 29              | 9         | 4         | 22                      | 10                            | .                           | 24                           |
| 10%             | 5%        | 8%        | 10%                     | 7%                            | .                           | 8%                           |
| 14              | 4         | 2         | 9                       | 4                             | .                           | 12                           |
| 5%              | 3%        | 4%        | 4%                      | 3%                            | .                           | 4%                           |
| 5               | 3         | .         | 6                       | 1                             | .                           | 3                            |
| 2%              | 2%        | .         | 3%                      | 1%                            | .                           | 1%                           |
| 184             | 113       | 31        | 151                     | 88                            | 37                          | 213                          |
| 65%             | 67%       | 68%       | 65%                     | 64%                           | 84%                         | 67%                          |
| 48              | 17        | 6         | 37                      | 15                            | .                           | 39                           |
| 17%             | 10%       | 12%       | 16%                     | 11%                           | .                           | 12%                          |
| 3.01            | 2.92      | 2.49      | 2.94                    | 2.95                          | 2.43                        | 2.87                         |
| 3               | 3         | 2         | 3                       | 3                             | 2                           | 3                            |

## Saudi Arabia

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

| Marital Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|-------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 184                     | 122              | 135                 | 243               | 254                           | 246                          | 85                    |
| 178                     | 122              | 132                 | 254               | 263                           | 245                          | 91                    |
| 38                      | 28               | 31                  | 48                | 69                            | 39                           | 24                    |
| 21%                     | 23%              | 23%                 | 20%               | 27%                           | 16%                          | 28%                   |
| 33                      | 14               | 29                  | 53                | 52                            | 44                           | 20                    |
| 18%                     | 12%              | 22%                 | 22%               | 21%                           | 18%                          | 23%                   |
| 44                      | 24               | 33                  | 67                | 63                            | 61                           | 18                    |
| 24%                     | 20%              | 25%                 | 28%               | 25%                           | 25%                          | 21%                   |
| 37                      | 39               | 23                  | 39                | 47                            | 54                           | 15                    |
| 20%                     | 32%              | 17%                 | 16%               | 19%                           | 22%                          | 17%                   |
| 17                      | 10               | 11                  | 20                | 13                            | 28                           | 6                     |
| 9%                      | 8%               | 8%                  | 8%                | 5%                            | 11%                          | 7%                    |
| 9                       | 5                | 5                   | 12                | 5                             | 15                           | 2                     |
| 5%                      | 4%               | 3%                  | 5%                | 2%                            | 6%                           | 2%                    |
| 5                       | 2                | 2                   | 4                 | 4                             | 4                            | 2                     |
| 3%                      | 2%               | 2%                  | 2%                | 2%                            | 2%                           | 2%                    |
| 115                     | 67               | 94                  | 168               | 184                           | 144                          | 62                    |
| 63%                     | 54%              | 70%                 | 69%               | 73%                           | 59%                          | 72%                   |
| 31                      | 17               | 18                  | 36                | 23                            | 48                           | 9                     |
| 17%                     | 14%              | 13%                 | 15%               | 9%                            | 19%                          | 10%                   |
| 3.05                    | 3.1              | 2.82                | 2.92              | 2.67                          | 3.21                         | 2.65                  |
| 3                       | 3                | 3                   | 3                 | 3                             | 3                            | 2                     |

---

onomy.

---

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 415               | 116                                        | 384                                       | 295                              | 174                            | 240                 | 165                  |
| 417               | 120                                        | 388                                       | 313                              | 166                            | 245                 | 168                  |
| 84                | 29                                         | 78                                        | 72                               | 30                             | 54                  | 30                   |
| 20%               | 25%                                        | 20%                                       | 24%                              | 17%                            | 22%                 | 18%                  |
| 77                | 28                                         | 68                                        | 57                               | 29                             | 52                  | 34                   |
| 19%               | 24%                                        | 18%                                       | 19%                              | 17%                            | 22%                 | 21%                  |
| 106               | 24                                         | 101                                       | 76                               | 44                             | 67                  | 40                   |
| 26%               | 20%                                        | 26%                                       | 26%                              | 25%                            | 28%                 | 24%                  |
| 86                | 22                                         | 79                                        | 58                               | 38                             | 39                  | 35                   |
| 21%               | 19%                                        | 21%                                       | 20%                              | 22%                            | 16%                 | 21%                  |
| 36                | 8                                          | 34                                        | 19                               | 19                             | 19                  | 11                   |
| 9%                | 7%                                         | 9%                                        | 7%                               | 11%                            | 8%                  | 7%                   |
| 19                | 2                                          | 18                                        | 8                                | 12                             | 6                   | 11                   |
| 5%                | 2%                                         | 5%                                        | 3%                               | 7%                             | 2%                  | 7%                   |
| 7                 | 3                                          | 5                                         | 5                                | 3                              | 4                   | 3                    |
| 2%                | 3%                                         | 1%                                        | 2%                               | 2%                             | 2%                  | 2%                   |
| 267               | 81                                         | 247                                       | 205                              | 103                            | 173                 | 105                  |
| 64%               | 70%                                        | 64%                                       | 69%                              | 59%                            | 72%                 | 63%                  |
| 62                | 13                                         | 57                                        | 32                               | 33                             | 28                  | 26                   |
| 15%               | 11%                                        | 15%                                       | 11%                              | 19%                            | 12%                 | 15%                  |
| 2.99              | 2.74                                       | 2.99                                      | 2.79                             | 3.19                           | 2.78                | 3.06                 |
| 3                 | 3                                          | 3                                         | 3                                | 3                              | 3                   | 3                    |

|  |
|--|
|  |
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 95                    |
| 95                    |
| 24                    |
| 25%                   |
| 10                    |
| 11%                   |
| 17                    |
| 18%                   |
| 27                    |
| 28%                   |
| 12                    |
| 12%                   |
| 4                     |
| 4%                    |
| 2                     |
| 2%                    |
| 51                    |
| 54%                   |
| 17                    |
| 18%                   |
| 3.11                  |
| 3                     |

|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 241         | 259           |
|                         | unw_base | 505     | 206         | 299           |
| 7 – Very strong economy | freq     | 3       | 1           | 2             |
| 7 – Very strong economy | prop     | 1%      | 1%          | 1%            |
| 6                       | freq     | 12      | 11          | 1             |
| 6                       | prop     | 2%      | 5%          | %             |
| 5                       | freq     | 43      | 17          | 26            |
| 5                       | prop     | 9%      | 7%          | 10%           |
| 4                       | freq     | 134     | 63          | 71            |
| 4                       | prop     | 27%     | 26%         | 28%           |
| 3                       | freq     | 144     | 78          | 66            |
| 3                       | prop     | 29%     | 32%         | 26%           |
| 2                       | freq     | 72      | 31          | 41            |
| 2                       | prop     | 14%     | 13%         | 16%           |
| 1 – Very weak economy   | freq     | 92      | 39          | 53            |
| 1 – Very weak economy   | prop     | 18%     | 16%         | 20%           |
| Top3Box                 | freq     | 58      | 30          | 28            |
| Top3Box                 | prop     | 12%     | 12%         | 11%           |
| Low3Box                 | freq     | 308     | 148         | 160           |
| Low3Box                 | prop     | 62%     | 62%         | 62%           |
|                         | mean     | 4.97    | 4.89        | 5.05          |
|                         | median   | 5       | 5           | 5             |

---



---

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

---

| Age Under<br>35 | Age 35-49 | Age 50-64 | Household<br>Income Low | Household<br>Income<br>Medium | Household<br>Income<br>High | Marital<br>Status<br>Married |
|-----------------|-----------|-----------|-------------------------|-------------------------------|-----------------------------|------------------------------|
| 284             | 132       | 85        | 56                      | 118                           | 326                         | 189                          |
| 163             | 186       | 156       | 31                      | 109                           | 365                         | 254                          |
| 2               | 1         | .         | .                       | 1                             | 2                           | 1                            |
| 1%              | 1%        | .         | .                       | 1%                            | 1%                          | %                            |
| 7               | 3         | 3         | .                       | 1                             | 12                          | 4                            |
| 2%              | 2%        | 3%        | .                       | 1%                            | 4%                          | 2%                           |
| 24              | 13        | 6         | 4                       | 10                            | 29                          | 14                           |
| 8%              | 10%       | 7%        | 7%                      | 9%                            | 9%                          | 7%                           |
| 88              | 32        | 14        | 29                      | 27                            | 78                          | 44                           |
| 31%             | 24%       | 16%       | 51%                     | 23%                           | 24%                         | 23%                          |
| 79              | 36        | 29        | 12                      | 30                            | 102                         | 56                           |
| 28%             | 27%       | 35%       | 21%                     | 25%                           | 31%                         | 30%                          |
| 35              | 21        | 17        | 2                       | 14                            | 56                          | 33                           |
| 12%             | 16%       | 19%       | 3%                      | 12%                           | 17%                         | 18%                          |
| 49              | 27        | 16        | 10                      | 35                            | 47                          | 37                           |
| 17%             | 20%       | 19%       | 17%                     | 29%                           | 14%                         | 20%                          |
| 33              | 16        | 9         | 4                       | 12                            | 42                          | 19                           |
| 12%             | 12%       | 11%       | 7%                      | 10%                           | 13%                         | 10%                          |
| 162             | 84        | 62        | 24                      | 79                            | 205                         | 126                          |
| 57%             | 63%       | 73%       | 42%                     | 67%                           | 63%                         | 67%                          |
| 4.88            | 5.05      | 5.16      | 4.73                    | 5.25                          | 4.91                        | 5.11                         |
| 5               | 5         | 5         | 4                       | 5                             | 5                           | 5                            |



## South Africa

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

| Marital Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|-------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 311                     | 239              | 122                 | 138               | 268                           | 232                          | 110                   |
| 251                     | 224              | 143                 | 138               | 287                           | 218                          | 120                   |
| 2                       | 2                |                     | 1                 | 2                             | 1                            | 1                     |
| 1%                      | 1%               |                     | 1%                | 1%                            | %                            | 1%                    |
| 8                       | 2                | 2                   | 8                 | 12                            | 0                            | 8                     |
| 3%                      | 1%               | 2%                  | 6%                | 4%                            | %                            | 7%                    |
| 29                      | 10               | 24                  | 9                 | 30                            | 13                           | 10                    |
| 9%                      | 4%               | 20%                 | 7%                | 11%                           | 5%                           | 9%                    |
| 90                      | 69               | 26                  | 39                | 56                            | 78                           | 31                    |
| 29%                     | 29%              | 21%                 | 28%               | 21%                           | 34%                          | 28%                   |
| 88                      | 70               | 33                  | 41                | 74                            | 70                           | 28                    |
| 28%                     | 29%              | 27%                 | 30%               | 28%                           | 30%                          | 26%                   |
| 39                      | 39               | 16                  | 17                | 43                            | 29                           | 11                    |
| 12%                     | 16%              | 13%                 | 13%               | 16%                           | 12%                          | 10%                   |
| 54                      | 49               | 21                  | 22                | 50                            | 41                           | 21                    |
| 18%                     | 20%              | 17%                 | 16%               | 19%                           | 18%                          | 19%                   |
| 39                      | 13               | 26                  | 19                | 44                            | 14                           | 19                    |
| 13%                     | 6%               | 21%                 | 14%               | 17%                           | 6%                           | 17%                   |
| 181                     | 157              | 71                  | 80                | 168                           | 140                          | 60                    |
| 58%                     | 66%              | 58%                 | 58%               | 62%                           | 60%                          | 55%                   |
| 4.89                    | 5.14             | 4.83                | 4.81              | 4.94                          | 5.02                         | 4.78                  |
| 5                       | 5                | 5                   | 5                 | 5                             | 5                            | 5                     |

onomy.

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 390               | 152                                        | 348                                       | 384                              | 99                             | 324                 | 110                  |
| 385               | 169                                        | 336                                       | 416                              | 59                             | 318                 | 121                  |
| 2                 | 2                                          | 1                                         | 3                                | .                              | 2                   | 1                    |
| 1%                | 1%                                         | %                                         | 1%                               | .                              | 1%                  | 1%                   |
| 4                 | 6                                          | 6                                         | 7                                | 4                              | 10                  | 2                    |
| 1%                | 4%                                         | 2%                                        | 2%                               | 4%                             | 3%                  | 2%                   |
| 33                | 22                                         | 21                                        | 34                               | 7                              | 28                  | 11                   |
| 9%                | 14%                                        | 6%                                        | 9%                               | 7%                             | 9%                  | 10%                  |
| 103               | 40                                         | 94                                        | 89                               | 41                             | 94                  | 27                   |
| 26%               | 26%                                        | 27%                                       | 23%                              | 41%                            | 29%                 | 25%                  |
| 116               | 36                                         | 108                                       | 109                              | 30                             | 79                  | 45                   |
| 30%               | 24%                                        | 31%                                       | 28%                              | 30%                            | 24%                 | 41%                  |
| 61                | 20                                         | 52                                        | 59                               | 11                             | 54                  | 11                   |
| 16%               | 13%                                        | 15%                                       | 15%                              | 11%                            | 17%                 | 10%                  |
| 71                | 26                                         | 66                                        | 83                               | 6                              | 57                  | 13                   |
| 18%               | 17%                                        | 19%                                       | 22%                              | 6%                             | 18%                 | 12%                  |
| 40                | 30                                         | 28                                        | 44                               | 11                             | 40                  | 14                   |
| 10%               | 20%                                        | 8%                                        | 11%                              | 11%                            | 12%                 | 13%                  |
| 247               | 82                                         | 226                                       | 251                              | 47                             | 190                 | 69                   |
| 63%               | 54%                                        | 65%                                       | 65%                              | 47%                            | 59%                 | 63%                  |
| 5.03              | 4.75                                       | 5.07                                      | 5.09                             | 4.55                           | 4.94                | 4.81                 |
| 5                 | 5                                          | 5                                         | 5                                | 4                              | 5                   | 5                    |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 66                    |
| 66                    |
| .                     |
| .                     |
| 1                     |
| 1%                    |
| 3                     |
| 5%                    |
| 13                    |
| 20%                   |
| 20                    |
| 31%                   |
| 7                     |
| 11%                   |
| 21                    |
| 32%                   |
| 4                     |
| 6%                    |
| 49                    |
| 74%                   |
| 5.42                  |
| 5                     |

|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 253         | 247           |
|                         | unw_base | 502     | 282         | 220           |
| 7 – Very strong economy | freq     | 3       | 3           | .             |
| 7 – Very strong economy | prop     | 1%      | 1%          | .             |
| 6                       | freq     | 8       | 6           | 2             |
| 6                       | prop     | 2%      | 2%          | 1%            |
| 5                       | freq     | 46      | 31          | 15            |
| 5                       | prop     | 9%      | 12%         | 6%            |
| 4                       | freq     | 129     | 65          | 65            |
| 4                       | prop     | 26%     | 26%         | 26%           |
| 3                       | freq     | 155     | 67          | 88            |
| 3                       | prop     | 31%     | 27%         | 36%           |
| 2                       | freq     | 92      | 48          | 44            |
| 2                       | prop     | 18%     | 19%         | 18%           |
| 1 – Very weak economy   | freq     | 67      | 33          | 34            |
| 1 – Very weak economy   | prop     | 13%     | 13%         | 14%           |
| Top3Box                 | freq     | 56      | 40          | 17            |
| Top3Box                 | prop     | 11%     | 16%         | 7%            |
| Low3Box                 | freq     | 314     | 149         | 166           |
| Low3Box                 | prop     | 63%     | 59%         | 67%           |
|                         | mean     | 4.94    | 4.84        | 5.05          |
|                         | median   | 5       | 5           | 5             |

---



---

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

---

| Age Under<br>35 | Age 35-49 | Age 50-64 | Household<br>Income Low | Household<br>Income<br>Medium | Household<br>Income<br>High | Marital<br>Status<br>Married |
|-----------------|-----------|-----------|-------------------------|-------------------------------|-----------------------------|------------------------------|
| 191             | 187       | 122       | 95                      | 168                           | 237                         | 276                          |
| 146             | 212       | 144       | 85                      | 170                           | 247                         | 309                          |
| 1               | .         | 2         | .                       | .                             | 3                           | 1                            |
| %               | .         | 1%        | .                       | .                             | 1%                          | %                            |
| 2               | 5         | 1         | .                       | 2                             | 6                           | 7                            |
| 1%              | 3%        | 1%        | .                       | 1%                            | 3%                          | 3%                           |
| 16              | 8         | 22        | 5                       | 13                            | 28                          | 28                           |
| 8%              | 4%        | 18%       | 5%                      | 8%                            | 12%                         | 10%                          |
| 40              | 45        | 45        | 20                      | 44                            | 66                          | 92                           |
| 21%             | 24%       | 37%       | 21%                     | 26%                           | 28%                         | 33%                          |
| 69              | 58        | 28        | 38                      | 42                            | 75                          | 75                           |
| 36%             | 31%       | 23%       | 40%                     | 25%                           | 32%                         | 27%                          |
| 28              | 46        | 18        | 13                      | 38                            | 41                          | 49                           |
| 15%             | 25%       | 15%       | 14%                     | 22%                           | 17%                         | 18%                          |
| 36              | 25        | 6         | 19                      | 31                            | 18                          | 23                           |
| 19%             | 13%       | 5%        | 20%                     | 18%                           | 7%                          | 8%                           |
| 19              | 13        | 25        | 5                       | 14                            | 37                          | 36                           |
| 10%             | 7%        | 20%       | 5%                      | 9%                            | 16%                         | 13%                          |
| 133             | 129       | 52        | 70                      | 110                           | 134                         | 148                          |
| 69%             | 69%       | 43%       | 74%                     | 65%                           | 57%                         | 54%                          |
| 5.1             | 5.11      | 4.45      | 5.22                    | 5.15                          | 4.69                        | 4.72                         |
| 5               | 5         | 4         | 5                       | 5                             | 5                           | 5                            |

## South Korea

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

| Marital Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|-------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 224                     | 11               | 119                 | 370               | 277                           | 223                          | 54                    |
| 193                     | 7                | 105                 | 390               | 305                           | 197                          | 63                    |
| 2                       | .                | .                   | 3                 | 3                             | .                            | 2                     |
| 1%                      | .                | .                   | 1%                | 1%                            | .                            | 3%                    |
| 1                       | .                | .                   | 8                 | 7                             | 1                            | 2                     |
| %                       | .                | .                   | 2%                | 2%                            | %                            | 3%                    |
| 18                      | .                | 10                  | 36                | 30                            | 16                           | 8                     |
| 8%                      | .                | 8%                  | 10%               | 11%                           | 7%                           | 15%                   |
| 37                      | 5                | 23                  | 101               | 71                            | 59                           | 12                    |
| 17%                     | .                | 19%                 | 27%               | 26%                           | 26%                          | 21%                   |
| 80                      | 3                | 41                  | 111               | 72                            | 83                           | 11                    |
| 36%                     | .                | 35%                 | 30%               | 26%                           | 37%                          | 21%                   |
| 43                      | 1                | 26                  | 65                | 57                            | 36                           | 10                    |
| 19%                     | .                | 22%                 | 18%               | 20%                           | 16%                          | 18%                   |
| 44                      | 2                | 18                  | 47                | 39                            | 28                           | 9                     |
| 20%                     | .                | 15%                 | 13%               | 14%                           | 13%                          | 17%                   |
| 20                      | .                | 10                  | 46                | 39                            | 17                           | 12                    |
| 9%                      | .                | 8%                  | 13%               | 14%                           | 8%                           | 22%                   |
| 166                     | 6                | 86                  | 223               | 167                           | 147                          | 31                    |
| 74%                     | .                | 72%                 | 60%               | 60%                           | 66%                          | 57%                   |
| 5.22                    | 4.95             | 5.17                | 4.87              | 4.91                          | 4.99                         | 4.79                  |
| 5                       | 5                | 5                   | 5                 | 5                             | 5                            | 5                     |

---

onomy.

---

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 446               | 98                                         | 402                                       | 371                              | 101                            | 169                 | 220                  |
| 439               | 112                                        | 390                                       | 397                              | 76                             | 169                 | 221                  |
| 1                 | 2                                          | 1                                         | 3                                | .                              | 1                   | .                    |
| %                 | 2%                                         | %                                         | 1%                               | .                              | %                   | .                    |
| 6                 | 3                                          | 4                                         | 8                                | .                              | 7                   | 1                    |
| 1%                | 3%                                         | 1%                                        | 2%                               | .                              | 4%                  | %                    |
| 38                | 14                                         | 32                                        | 33                               | 10                             | 25                  | 15                   |
| 8%                | 14%                                        | 8%                                        | 9%                               | 10%                            | 15%                 | 7%                   |
| 118               | 33                                         | 96                                        | 98                               | 23                             | 44                  | 44                   |
| 26%               | 34%                                        | 24%                                       | 26%                              | 23%                            | 26%                 | 20%                  |
| 144               | 20                                         | 135                                       | 114                              | 34                             | 46                  | 78                   |
| 32%               | 21%                                        | 33%                                       | 31%                              | 34%                            | 27%                 | 35%                  |
| 82                | 14                                         | 78                                        | 71                               | 17                             | 26                  | 51                   |
| 18%               | 14%                                        | 19%                                       | 19%                              | 17%                            | 15%                 | 23%                  |
| 58                | 11                                         | 55                                        | 45                               | 17                             | 20                  | 32                   |
| 13%               | 12%                                        | 14%                                       | 12%                              | 17%                            | 12%                 | 14%                  |
| 45                | 19                                         | 37                                        | 44                               | 10                             | 33                  | 15                   |
| 10%               | 19%                                        | 9%                                        | 12%                              | 10%                            | 19%                 | 7%                   |
| 284               | 46                                         | 268                                       | 229                              | 68                             | 92                  | 160                  |
| 64%               | 47%                                        | 67%                                       | 62%                              | 67%                            | 55%                 | 73%                  |
| 4.96              | 4.59                                       | 5.03                                      | 4.9                              | 5.07                           | 4.7                 | 5.17                 |
| 5                 | 4                                          | 5                                         | 5                                | 5                              | 5                   | 5                    |

|  |
|--|
|  |
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 110                   |
| 112                   |
| 2                     |
| 2%                    |
| .                     |
| .                     |
| 6                     |
| 6%                    |
| 41                    |
| 37%                   |
| 31                    |
| 28%                   |
| 16                    |
| 14%                   |
| 15                    |
| 14%                   |
| 8                     |
| 7%                    |
| 62                    |
| 56%                   |
| 4.87                  |
| 5                     |



|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 252         | 248           |
|                         | unw_base | 1000    | 484         | 516           |
| 7 – Very strong economy | freq     | 1       | 0           | 1             |
| 7 – Very strong economy | prop     | %       | %           | %             |
| 6                       | freq     | 10      | 7           | 3             |
| 6                       | prop     | 2%      | 3%          | 1%            |
| 5                       | freq     | 59      | 32          | 27            |
| 5                       | prop     | 12%     | 13%         | 11%           |
| 4                       | freq     | 127     | 69          | 58            |
| 4                       | prop     | 25%     | 27%         | 23%           |
| 3                       | freq     | 142     | 69          | 73            |
| 3                       | prop     | 28%     | 28%         | 29%           |
| 2                       | freq     | 93      | 44          | 49            |
| 2                       | prop     | 19%     | 18%         | 20%           |
| 1 – Very weak economy   | freq     | 68      | 31          | 37            |
| 1 – Very weak economy   | prop     | 14%     | 12%         | 15%           |
| Top3Box                 | freq     | 70      | 38          | 31            |
| Top3Box                 | prop     | 14%     | 15%         | 13%           |
| Low3Box                 | freq     | 304     | 145         | 159           |
| Low3Box                 | prop     | 61%     | 57%         | 64%           |
|                         | mean     | 4.9     | 4.81        | 4.99          |
|                         | median   | 5       | 5           | 5             |

---



---

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

---

| Age Under<br>35 | Age 35-49 | Age 50-64 | Household<br>Income Low | Household<br>Income<br>Medium | Household<br>Income<br>High | Marital<br>Status<br>Married |
|-----------------|-----------|-----------|-------------------------|-------------------------------|-----------------------------|------------------------------|
| 174             | 198       | 128       | 264                     | 135                           | 32                          | 235                          |
| 346             | 413       | 241       | 557                     | 253                           | 56                          | 474                          |
| 0               | 1         | .         | 0                       | 1                             | .                           | 1                            |
| %               | %         | .         | %                       | 1%                            | .                           | %                            |
| 4               | 3         | 3         | 5                       | 4                             | 0                           | 5                            |
| 2%              | 1%        | 2%        | 2%                      | 3%                            | 1%                          | 2%                           |
| 17              | 24        | 18        | 24                      | 21                            | 7                           | 34                           |
| 10%             | 12%       | 14%       | 9%                      | 16%                           | 21%                         | 15%                          |
| 48              | 49        | 29        | 69                      | 30                            | 7                           | 58                           |
| 28%             | 25%       | 23%       | 26%                     | 22%                           | 21%                         | 25%                          |
| 47              | 57        | 39        | 69                      | 47                            | 7                           | 67                           |
| 27%             | 29%       | 30%       | 26%                     | 35%                           | 23%                         | 29%                          |
| 33              | 34        | 26        | 52                      | 21                            | 8                           | 40                           |
| 19%             | 17%       | 21%       | 20%                     | 15%                           | 26%                         | 17%                          |
| 25              | 30        | 13        | 44                      | 11                            | 3                           | 29                           |
| 14%             | 15%       | 10%       | 17%                     | 8%                            | 8%                          | 13%                          |
| 21              | 28        | 21        | 29                      | 26                            | 7                           | 40                           |
| 12%             | 14%       | 16%       | 11%                     | 19%                           | 22%                         | 17%                          |
| 105             | 121       | 78        | 166                     | 80                            | 18                          | 137                          |
| 60%             | 61%       | 61%       | 63%                     | 59%                           | 57%                         | 58%                          |
| 4.93            | 4.92      | 4.84      | 5.02                    | 4.68                          | 4.75                        | 4.8                          |
| 5               | 5         | 5         | 5                       | 5                             | 5                           | 5                            |

## Spain

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

| Marital Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|-------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 265                     | 227              | 118                 | 155               | 268                           | 232                          | 44                    |
| 526                     | 593              | 82                  | 325               | 524                           | 476                          | 85                    |
| .                       | 1                | .                   | .                 | 1                             | .                            | .                     |
| .                       | %                | .                   | .                 | %                             | .                            | .                     |
| 5                       | 7                | .                   | 2                 | 7                             | 3                            | 1                     |
| 2%                      | 3%               | .                   | 2%                | 2%                            | 1%                           | 2%                    |
| 25                      | 24               | 14                  | 21                | 37                            | 22                           | 6                     |
| 9%                      | 10%              | 12%                 | 14%               | 14%                           | 9%                           | 13%                   |
| 68                      | 60               | 27                  | 39                | 69                            | 57                           | 9                     |
| 26%                     | 26%              | 23%                 | 25%               | 26%                           | 25%                          | 21%                   |
| 75                      | 61               | 33                  | 49                | 65                            | 77                           | 13                    |
| 28%                     | 27%              | 28%                 | 31%               | 24%                           | 33%                          | 30%                   |
| 53                      | 40               | 27                  | 27                | 51                            | 43                           | 6                     |
| 20%                     | 17%              | 23%                 | 17%               | 19%                           | 18%                          | 14%                   |
| 38                      | 34               | 17                  | 17                | 38                            | 30                           | 9                     |
| 15%                     | 15%              | 15%                 | 11%               | 14%                           | 13%                          | 20%                   |
| 29                      | 32               | 14                  | 24                | 45                            | 25                           | 7                     |
| 11%                     | 14%              | 12%                 | 15%               | 17%                           | 11%                          | 15%                   |
| 167                     | 135              | 77                  | 92                | 154                           | 150                          | 28                    |
| 63%                     | 59%              | 65%                 | 59%               | 57%                           | 65%                          | 64%                   |
| 4.99                    | 4.88             | 5.06                | 4.82              | 4.85                          | 4.97                         | 5                     |
| 5                       | 5                | 5                   | 5                 | 5                             | 5                            | 5                     |

onomy.

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 456               | 66                                         | 434                                       | 325                              | 153                            | 247                 | 144                  |
| 915               | 125                                        | 875                                       | 640                              | 317                            | 495                 | 275                  |
| 1                 | 0                                          | 1                                         | 1                                | .                              | 1                   | .                    |
| %                 | 1%                                         | %                                         | %                                | .                              | %                   | .                    |
| 9                 | 1                                          | 9                                         | 5                                | 3                              | 6                   | 3                    |
| 2%                | 1%                                         | 2%                                        | 1%                               | 2%                             | 2%                  | 2%                   |
| 53                | 13                                         | 46                                        | 45                               | 10                             | 36                  | 14                   |
| 12%               | 20%                                        | 11%                                       | 14%                              | 7%                             | 15%                 | 10%                  |
| 117               | 14                                         | 113                                       | 82                               | 39                             | 59                  | 43                   |
| 26%               | 21%                                        | 26%                                       | 25%                              | 26%                            | 24%                 | 30%                  |
| 129               | 19                                         | 124                                       | 93                               | 43                             | 64                  | 45                   |
| 28%               | 28%                                        | 29%                                       | 29%                              | 28%                            | 26%                 | 31%                  |
| 87                | 8                                          | 86                                        | 60                               | 30                             | 51                  | 20                   |
| 19%               | 11%                                        | 20%                                       | 19%                              | 20%                            | 21%                 | 14%                  |
| 59                | 12                                         | 56                                        | 39                               | 27                             | 30                  | 19                   |
| 13%               | 18%                                        | 13%                                       | 12%                              | 18%                            | 12%                 | 13%                  |
| 63                | 14                                         | 55                                        | 50                               | 14                             | 43                  | 17                   |
| 14%               | 21%                                        | 13%                                       | 15%                              | 9%                             | 17%                 | 12%                  |
| 276               | 38                                         | 266                                       | 192                              | 100                            | 145                 | 84                   |
| 60%               | 57%                                        | 61%                                       | 59%                              | 66%                            | 59%                 | 58%                  |
| 4.89              | 4.8                                        | 4.92                                      | 4.84                             | 5.1                            | 4.83                | 4.85                 |
| 5                 | 5                                          | 5                                         | 5                                | 5                              | 5                   | 5                    |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 110                   |
| 230                   |
| .                     |
| .                     |
| 1                     |
| 1%                    |
| 9                     |
| 8%                    |
| 25                    |
| 23%                   |
| 33                    |
| 30%                   |
| 22                    |
| 20%                   |
| 20                    |
| 18%                   |
| 10                    |
| 9%                    |
| 75                    |
| 68%                   |
| 5.14                  |
| 5                     |

|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 254         | 246           |
|                         | unw_base | 517     | 254         | 263           |
| 7 – Very strong economy | freq     | 16      | 7           | 9             |
| 7 – Very strong economy | prop     | 3%      | 3%          | 4%            |
| 6                       | freq     | 69      | 39          | 30            |
| 6                       | prop     | 14%     | 15%         | 12%           |
| 5                       | freq     | 179     | 77          | 102           |
| 5                       | prop     | 36%     | 30%         | 41%           |
| 4                       | freq     | 164     | 86          | 79            |
| 4                       | prop     | 33%     | 34%         | 32%           |
| 3                       | freq     | 57      | 36          | 21            |
| 3                       | prop     | 11%     | 14%         | 9%            |
| 2                       | freq     | 8       | 4           | 5             |
| 2                       | prop     | 2%      | 1%          | 2%            |
| 1 – Very weak economy   | freq     | 7       | 6           | 0             |
| 1 – Very weak economy   | prop     | 1%      | 3%          | %             |
| Top3Box                 | freq     | 264     | 122         | 142           |
| Top3Box                 | prop     | 53%     | 48%         | 58%           |
| Low3Box                 | freq     | 72      | 46          | 26            |
| Low3Box                 | prop     | 14%     | 18%         | 11%           |
|                         | mean     | 3.46    | 3.56        | 3.35          |
|                         | median   | 3       | 4           | 3             |

---



---

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

---

| Age Under<br>35 | Age 35-49 | Age 50-64 | Household<br>Income Low | Household<br>Income<br>Medium | Household<br>Income<br>High | Marital<br>Status<br>Married |
|-----------------|-----------|-----------|-------------------------|-------------------------------|-----------------------------|------------------------------|
| 194             | 145       | 161       | 101                     | 226                           | 98                          | 143                          |
| 111             | 157       | 249       | 127                     | 234                           | 88                          | 173                          |
| 6               | 7         | 4         | 1                       | 5                             | 7                           | 8                            |
| 3%              | 5%        | 2%        | 1%                      | 2%                            | 8%                          | 6%                           |
| 24              | 18        | 27        | 5                       | 34                            | 26                          | 19                           |
| 12%             | 13%       | 17%       | 5%                      | 15%                           | 27%                         | 13%                          |
| 76              | 57        | 46        | 28                      | 87                            | 33                          | 48                           |
| 39%             | 39%       | 29%       | 27%                     | 39%                           | 33%                         | 34%                          |
| 72              | 34        | 58        | 46                      | 69                            | 26                          | 47                           |
| 37%             | 24%       | 36%       | 46%                     | 30%                           | 27%                         | 33%                          |
| 15              | 23        | 19        | 18                      | 25                            | 5                           | 14                           |
| 8%              | 16%       | 12%       | 18%                     | 11%                           | 5%                          | 10%                          |
| 2               | 3         | 4         | 2                       | 6                             | .                           | 3                            |
| 1%              | 2%        | 2%        | 2%                      | 3%                            | .                           | 2%                           |
| .               | 4         | 3         | 1                       | 0                             | .                           | 4                            |
| .               | 2%        | 2%        | 1%                      | %                             | .                           | 3%                           |
| 105             | 82        | 77        | 34                      | 126                           | 66                          | 75                           |
| 54%             | 56%       | 48%       | 33%                     | 56%                           | 68%                         | 53%                          |
| 17              | 29        | 27        | 21                      | 31                            | 5                           | 21                           |
| 9%              | 20%       | 16%       | 21%                     | 14%                           | 5%                          | 15%                          |
| 3.37            | 3.48      | 3.54      | 3.84                    | 3.41                          | 2.95                        | 3.45                         |
| 3               | 3         | 4         | 4                       | 3                             | 3                           | 3                            |

## Sweden

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

| Marital Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|-------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 357                     | 108              | 232                 | 160               | 358                           | 142                          | 45                    |
| 344                     | 305              | 100                 | 112               | 358                           | 159                          | 49                    |
| 8                       | 3                | 7                   | 6                 | 11                            | 5                            | 7                     |
| 2%                      | 3%               | 3%                  | 4%                | 3%                            | 3%                           | 15%                   |
| 50                      | 11               | 34                  | 24                | 45                            | 24                           | 14                    |
| 14%                     | 10%              | 15%                 | 15%               | 13%                           | 17%                          | 30%                   |
| 130                     | 34               | 92                  | 53                | 126                           | 53                           | 14                    |
| 37%                     | 32%              | 40%                 | 33%               | 35%                           | 37%                          | 31%                   |
| 118                     | 38               | 67                  | 59                | 117                           | 47                           | 10                    |
| 33%                     | 35%              | 29%                 | 37%               | 33%                           | 33%                          | 22%                   |
| 43                      | 16               | 23                  | 18                | 48                            | 9                            | 0                     |
| 12%                     | 15%              | 10%                 | 11%               | 13%                           | 6%                           | 1%                    |
| 5                       | 4                | 3                   | 1                 | 4                             | 4                            | 1                     |
| 1%                      | 4%               | 1%                  | %                 | 1%                            | 3%                           | 1%                    |
| 3                       | 1                | 5                   | .                 | 6                             | 1                            | .                     |
| 1%                      | 1%               | 2%                  | .                 | 2%                            | 1%                           | .                     |
| 189                     | 48               | 133                 | 83                | 182                           | 82                           | 34                    |
| 53%                     | 45%              | 57%                 | 52%               | 51%                           | 58%                          | 76%                   |
| 51                      | 21               | 32                  | 19                | 59                            | 13                           | 1                     |
| 14%                     | 20%              | 14%                 | 12%               | 16%                           | 9%                           | 2%                    |
| 3.46                    | 3.66             | 3.42                | 3.38              | 3.51                          | 3.32                         | 2.68                  |
| 3                       | 4                | 3                   | 3                 | 3                             | 3                            | 3                     |



onomy.

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 455               | 97                                         | 403                                       | 391                              | 80                             | 158                 | 167                  |
| 468               | 88                                         | 429                                       | 380                              | 84                             | 145                 | 160                  |
| 10                | 7                                          | 9                                         | 14                               | 2                              | 10                  | 3                    |
| 2%                | 7%                                         | 2%                                        | 4%                               | 2%                             | 6%                  | 2%                   |
| 55                | 19                                         | 50                                        | 58                               | 9                              | 15                  | 38                   |
| 12%               | 19%                                        | 12%                                       | 15%                              | 11%                            | 9%                  | 23%                  |
| 165               | 34                                         | 145                                       | 136                              | 38                             | 61                  | 63                   |
| 36%               | 35%                                        | 36%                                       | 35%                              | 47%                            | 38%                 | 38%                  |
| 154               | 25                                         | 139                                       | 132                              | 20                             | 54                  | 42                   |
| 34%               | 26%                                        | 34%                                       | 34%                              | 25%                            | 34%                 | 25%                  |
| 56                | 6                                          | 51                                        | 42                               | 10                             | 15                  | 14                   |
| 12%               | 6%                                         | 13%                                       | 11%                              | 13%                            | 10%                 | 9%                   |
| 8                 | 1                                          | 8                                         | 3                                | 2                              | 3                   | 4                    |
| 2%                | 1%                                         | 2%                                        | 1%                               | 2%                             | 2%                  | 2%                   |
| 7                 | 5                                          | 1                                         | 6                                | 0                              | 0                   | 2                    |
| 1%                | 6%                                         | %                                         | 2%                               | %                              | %                   | 1%                   |
| 229               | 59                                         | 204                                       | 208                              | 48                             | 85                  | 104                  |
| 50%               | 61%                                        | 51%                                       | 53%                              | 60%                            | 54%                 | 63%                  |
| 71                | 12                                         | 60                                        | 51                               | 12                             | 19                  | 21                   |
| 16%               | 12%                                        | 15%                                       | 13%                              | 15%                            | 12%                 | 12%                  |
| 3.54              | 3.29                                       | 3.5                                       | 3.41                             | 3.44                           | 3.39                | 3.28                 |
| 3                 | 3                                          | 3                                         | 3                                | 3                              | 3                   | 3                    |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 175                   |
| 212                   |
| 3                     |
| 2%                    |
| 17                    |
| 10%                   |
| 55                    |
| 31%                   |
| 68                    |
| 39%                   |
| 27                    |
| 15%                   |
| 1                     |
| 1%                    |
| 4                     |
| 2%                    |
| 75                    |
| 43%                   |
| 32                    |
| 18%                   |
| 3.68                  |
| 4                     |

|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 252         | 248           |
|                         | unw_base | 505     | 300         | 205           |
| 7 – Very strong economy | freq     | 16      | 10          | 6             |
| 7 – Very strong economy | prop     | 3%      | 4%          | 2%            |
| 6                       | freq     | 31      | 19          | 13            |
| 6                       | prop     | 6%      | 7%          | 5%            |
| 5                       | freq     | 85      | 43          | 42            |
| 5                       | prop     | 17%     | 17%         | 17%           |
| 4                       | freq     | 134     | 64          | 69            |
| 4                       | prop     | 27%     | 26%         | 28%           |
| 3                       | freq     | 130     | 65          | 65            |
| 3                       | prop     | 26%     | 26%         | 26%           |
| 2                       | freq     | 58      | 32          | 26            |
| 2                       | prop     | 12%     | 13%         | 10%           |
| 1 – Very weak economy   | freq     | 46      | 19          | 27            |
| 1 – Very weak economy   | prop     | 9%      | 7%          | 11%           |
| Top3Box                 | freq     | 133     | 72          | 61            |
| Top3Box                 | prop     | 27%     | 28%         | 25%           |
| Low3Box                 | freq     | 234     | 116         | 118           |
| Low3Box                 | prop     | 47%     | 46%         | 47%           |
|                         | mean     | 4.37    | 4.29        | 4.45          |
|                         | median   | 4       | 4           | 4             |

---



---

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

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 242                     | 176              | 82               | 23                              | 148                                    | 329                                  | 283                                   |
| 253                     | 188              | 64               | 19                              | 110                                    | 376                                  | 289                                   |
| 11                      | 3                | 2                | .                               | 6                                      | 10                                   | 10                                    |
| 4%                      | 2%               | 3%               | .                               | 4%                                     | 3%                                   | 4%                                    |
| 17                      | 10               | 4                | 2                               | 9                                      | 20                                   | 17                                    |
| 7%                      | 6%               | 5%               | .                               | 6%                                     | 6%                                   | 6%                                    |
| 49                      | 25               | 11               | 4                               | 30                                     | 51                                   | 42                                    |
| 20%                     | 14%              | 13%              | .                               | 20%                                    | 15%                                  | 15%                                   |
| 69                      | 44               | 21               | 4                               | 31                                     | 98                                   | 85                                    |
| 28%                     | 25%              | 26%              | .                               | 21%                                    | 30%                                  | 30%                                   |
| 61                      | 43               | 26               | 8                               | 36                                     | 86                                   | 69                                    |
| 25%                     | 25%              | 31%              | .                               | 25%                                    | 26%                                  | 24%                                   |
| 22                      | 22               | 14               | 2                               | 17                                     | 39                                   | 35                                    |
| 9%                      | 12%              | 18%              | .                               | 12%                                    | 12%                                  | 13%                                   |
| 13                      | 29               | 4                | 3                               | 18                                     | 24                                   | 25                                    |
| 5%                      | 17%              | 5%               | .                               | 12%                                    | 7%                                   | 9%                                    |
| 78                      | 38               | 17               | 6                               | 45                                     | 81                                   | 69                                    |
| 32%                     | 22%              | 21%              | .                               | 30%                                    | 25%                                  | 24%                                   |
| 96                      | 94               | 44               | 12                              | 72                                     | 149                                  | 129                                   |
| 40%                     | 54%              | 53%              | .                               | 49%                                    | 45%                                  | 46%                                   |
| 4.11                    | 4.68             | 4.49             | 4.54                            | 4.4                                    | 4.35                                 | 4.38                                  |
| 4                       | 5                | 5                | 5                               | 4                                      | 4                                    | 4                                     |

## Turkey

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

| Marital Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|-------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 217                     | 299              | 43                  | 158               | 257                           | 243                          | 49                    |
| 216                     | 138              | 78                  | 289               | 311                           | 194                          | 57                    |
| 6                       | 10               | 1                   | 5                 | 11                            | 5                            | 1                     |
| 3%                      | 3%               | 3%                  | 3%                | 4%                            | 2%                           | 2%                    |
| 15                      | 19               | 2                   | 11                | 13                            | 18                           | 5                     |
| 7%                      | 6%               | 4%                  | 7%                | 5%                            | 7%                           | 10%                   |
| 43                      | 54               | 8                   | 23                | 36                            | 49                           | 7                     |
| 20%                     | 18%              | 19%                 | 15%               | 14%                           | 20%                          | 14%                   |
| 49                      | 84               | 11                  | 39                | 64                            | 70                           | 21                    |
| 22%                     | 28%              | 26%                 | 24%               | 25%                           | 29%                          | 42%                   |
| 61                      | 65               | 13                  | 51                | 71                            | 59                           | 9                     |
| 28%                     | 22%              | 31%                 | 32%               | 28%                           | 24%                          | 18%                   |
| 23                      | 35               | 5                   | 18                | 35                            | 23                           | 6                     |
| 10%                     | 12%              | 12%                 | 12%               | 14%                           | 9%                           | 12%                   |
| 21                      | 32               | 2                   | 11                | 27                            | 19                           | 1                     |
| 10%                     | 11%              | 5%                  | 7%                | 10%                           | 8%                           | 2%                    |
| 64                      | 83               | 11                  | 38                | 60                            | 72                           | 13                    |
| 29%                     | 28%              | 26%                 | 24%               | 24%                           | 30%                          | 26%                   |
| 104                     | 132              | 21                  | 81                | 133                           | 101                          | 16                    |
| 48%                     | 44%              | 48%                 | 51%               | 52%                           | 42%                          | 32%                   |
| 4.36                    | 4.36             | 4.35                | 4.4               | 4.49                          | 4.25                         | 4.08                  |
| 4                       | 4                | 4                   | 5                 | 5                             | 4                            | 4                     |

---

onomy.

---

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 451               | 132                                        | 368                                       | 284                              | 147                            | 246                 | 179                  |
| 448               | 155                                        | 350                                       | 351                              | 103                            | 273                 | 175                  |
| 15                | 6                                          | 11                                        | 10                               | 5                              | 12                  | 2                    |
| 3%                | 4%                                         | 3%                                        | 4%                               | 3%                             | 5%                  | 1%                   |
| 26                | 9                                          | 23                                        | 18                               | 11                             | 13                  | 11                   |
| 6%                | 6%                                         | 6%                                        | 6%                               | 8%                             | 5%                  | 6%                   |
| 78                | 21                                         | 64                                        | 39                               | 33                             | 31                  | 45                   |
| 17%               | 16%                                        | 17%                                       | 14%                              | 22%                            | 12%                 | 25%                  |
| 113               | 38                                         | 96                                        | 80                               | 37                             | 66                  | 49                   |
| 25%               | 29%                                        | 26%                                       | 28%                              | 25%                            | 27%                 | 28%                  |
| 121               | 28                                         | 102                                       | 75                               | 35                             | 58                  | 50                   |
| 27%               | 21%                                        | 28%                                       | 26%                              | 24%                            | 23%                 | 28%                  |
| 52                | 20                                         | 38                                        | 39                               | 15                             | 37                  | 11                   |
| 12%               | 15%                                        | 10%                                       | 14%                              | 10%                            | 15%                 | 6%                   |
| 45                | 11                                         | 35                                        | 23                               | 12                             | 30                  | 11                   |
| 10%               | 8%                                         | 9%                                        | 8%                               | 8%                             | 12%                 | 6%                   |
| 120               | 35                                         | 98                                        | 67                               | 49                             | 55                  | 58                   |
| 27%               | 27%                                        | 27%                                       | 24%                              | 33%                            | 22%                 | 32%                  |
| 218               | 59                                         | 174                                       | 137                              | 62                             | 125                 | 71                   |
| 48%               | 45%                                        | 47%                                       | 48%                              | 42%                            | 51%                 | 40%                  |
| 4.41              | 4.35                                       | 4.38                                      | 4.41                             | 4.21                           | 4.53                | 4.17                 |
| 4                 | 4                                          | 4                                         | 4                                | 4                              | 5                   | 4                    |

|  |
|--|
|  |
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 75                    |
| 57                    |
| 2                     |
| 3%                    |
| 8                     |
| 10%                   |
| 10                    |
| 13%                   |
| 18                    |
| 24%                   |
| 22                    |
| 29%                   |
| 10                    |
| 14%                   |
| 5                     |
| 7%                    |
| 20                    |
| 26%                   |
| 37                    |
| 50%                   |
| 4.34                  |
| 4                     |

|  |
|--|
|  |
|  |

| Stub                    | Stat     | Overall | Gender Male | Gender Female |
|-------------------------|----------|---------|-------------|---------------|
|                         | base     | 500     | 247         | 253           |
|                         | unw_base | 1006    | 541         | 465           |
| 7 – Very strong economy | freq     | 25      | 18          | 7             |
| 7 – Very strong economy | prop     | 5%      | 7%          | 3%            |
| 6                       | freq     | 41      | 26          | 15            |
| 6                       | prop     | 8%      | 11%         | 6%            |
| 5                       | freq     | 113     | 64          | 50            |
| 5                       | prop     | 23%     | 26%         | 20%           |
| 4                       | freq     | 150     | 66          | 84            |
| 4                       | prop     | 30%     | 27%         | 33%           |
| 3                       | freq     | 102     | 47          | 55            |
| 3                       | prop     | 20%     | 19%         | 22%           |
| 2                       | freq     | 36      | 9           | 27            |
| 2                       | prop     | 7%      | 4%          | 11%           |
| 1 – Very weak economy   | freq     | 32      | 18          | 15            |
| 1 – Very weak economy   | prop     | 6%      | 7%          | 6%            |
| Top3Box                 | freq     | 179     | 108         | 72            |
| Top3Box                 | prop     | 36%     | 44%         | 28%           |
| Low3Box                 | freq     | 171     | 73          | 97            |
| Low3Box                 | prop     | 34%     | 30%         | 38%           |
|                         | mean     | 4       | 3.79        | 4.21          |
|                         | median   | 4       | 4           | 4             |



---



---

**B6 Rate the current state of the economy in your l**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 183                     | 150              | 167              | 81                              | 192                                    | 209                                  | 272                                   |
| 293                     | 291              | 422              | 101                             | 398                                    | 474                                  | 601                                   |
| 15                      | 5                | 5                | 4                               | 6                                      | 15                                   | 18                                    |
| 8%                      | 3%               | 3%               | 5%                              | 3%                                     | 7%                                   | 6%                                    |
| 22                      | 10               | 9                | 5                               | 13                                     | 22                                   | 26                                    |
| 12%                     | 7%               | 6%               | 6%                              | 7%                                     | 11%                                  | 10%                                   |
| 41                      | 35               | 38               | 14                              | 40                                     | 55                                   | 62                                    |
| 22%                     | 23%              | 22%              | 17%                             | 21%                                    | 26%                                  | 23%                                   |
| 56                      | 44               | 50               | 24                              | 63                                     | 57                                   | 73                                    |
| 31%                     | 29%              | 30%              | 29%                             | 33%                                    | 27%                                  | 27%                                   |
| 32                      | 31               | 40               | 19                              | 42                                     | 37                                   | 57                                    |
| 17%                     | 21%              | 24%              | 23%                             | 22%                                    | 18%                                  | 21%                                   |
| 9                       | 14               | 13               | 7                               | 15                                     | 13                                   | 18                                    |
| 5%                      | 9%               | 8%               | 9%                              | 8%                                     | 6%                                   | 6%                                    |
| 8                       | 11               | 13               | 9                               | 13                                     | 10                                   | 18                                    |
| 4%                      | 8%               | 8%               | 11%                             | 7%                                     | 5%                                   | 7%                                    |
| 78                      | 50               | 52               | 23                              | 59                                     | 92                                   | 106                                   |
| 43%                     | 33%              | 31%              | 28%                             | 31%                                    | 44%                                  | 39%                                   |
| 48                      | 56               | 66               | 35                              | 70                                     | 60                                   | 93                                    |
| 27%                     | 37%              | 39%              | 43%                             | 37%                                    | 29%                                  | 34%                                   |
| 3.69                    | 4.15             | 4.21             | 4.31                            | 4.14                                   | 3.75                                 | 3.93                                  |
| 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<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 228                        | 231              | 127                 | 142               | 280                           | 220                          | 68                    |
| 405                        | 372              | 307                 | 327               | 595                           | 411                          | 139                   |
| 7                          | 13               | 1                   | 11                | 23                            | 2                            | 14                    |
| 3%                         | 5%               | 1%                  | 8%                | 8%                            | 1%                           | 20%                   |
| 15                         | 11               | 12                  | 19                | 28                            | 13                           | 11                    |
| 7%                         | 5%               | 9%                  | 13%               | 10%                           | 6%                           | 16%                   |
| 51                         | 44               | 28                  | 41                | 69                            | 45                           | 14                    |
| 22%                        | 19%              | 22%                 | 29%               | 24%                           | 20%                          | 20%                   |
| 77                         | 79               | 35                  | 36                | 77                            | 73                           | 16                    |
| 34%                        | 34%              | 28%                 | 25%               | 27%                           | 33%                          | 23%                   |
| 45                         | 50               | 26                  | 26                | 55                            | 47                           | 6                     |
| 20%                        | 22%              | 21%                 | 18%               | 20%                           | 22%                          | 9%                    |
| 18                         | 17               | 14                  | 5                 | 15                            | 21                           | 4                     |
| 8%                         | 7%               | 11%                 | 4%                | 6%                            | 9%                           | 6%                    |
| 14                         | 18               | 10                  | 4                 | 13                            | 19                           | 4                     |
| 6%                         | 8%               | 8%                  | 3%                | 5%                            | 9%                           | 5%                    |
| 74                         | 67               | 41                  | 71                | 120                           | 60                           | 38                    |
| 32%                        | 29%              | 33%                 | 50%               | 43%                           | 27%                          | 56%                   |
| 78                         | 85               | 50                  | 35                | 84                            | 87                           | 14                    |
| 34%                        | 37%              | 40%                 | 25%               | 30%                           | 39%                          | 20%                   |
| 4.09                       | 4.15             | 4.22                | 3.55              | 3.76                          | 4.31                         | 3.24                  |
| 4                          | 4                | 4                   | 4                 | 4                             | 4                            | 3                     |

---

1 means a very weak economy.

---

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 432               | 99                                         | 401                                       | 324                              | 132                            | 232                 | 101                  |
| 867               | 204                                        | 802                                       | 685                              | 219                            | 459                 | 194                  |
| 11                | 17                                         | 8                                         | 22                               | 2                              | 20                  | 2                    |
| 3%                | 17%                                        | 2%                                        | 7%                               | 1%                             | 9%                  | 2%                   |
| 30                | 17                                         | 24                                        | 30                               | 8                              | 23                  | 9                    |
| 7%                | 17%                                        | 6%                                        | 9%                               | 6%                             | 10%                 | 9%                   |
| 100               | 20                                         | 94                                        | 80                               | 26                             | 52                  | 25                   |
| 23%               | 20%                                        | 23%                                       | 25%                              | 19%                            | 22%                 | 25%                  |
| 134               | 19                                         | 131                                       | 95                               | 43                             | 63                  | 31                   |
| 31%               | 19%                                        | 33%                                       | 29%                              | 33%                            | 27%                 | 31%                  |
| 96                | 18                                         | 84                                        | 58                               | 32                             | 48                  | 18                   |
| 22%               | 19%                                        | 21%                                       | 18%                              | 24%                            | 21%                 | 18%                  |
| 32                | 3                                          | 33                                        | 24                               | 8                              | 12                  | 10                   |
| 7%                | 3%                                         | 8%                                        | 7%                               | 6%                             | 5%                  | 10%                  |
| 29                | 5                                          | 28                                        | 15                               | 14                             | 14                  | 6                    |
| 7%                | 5%                                         | 7%                                        | 5%                               | 10%                            | 6%                  | 6%                   |
| 141               | 53                                         | 126                                       | 133                              | 35                             | 95                  | 36                   |
| 33%               | 54%                                        | 31%                                       | 41%                              | 27%                            | 41%                 | 35%                  |
| 157               | 26                                         | 144                                       | 97                               | 53                             | 74                  | 34                   |
| 36%               | 27%                                        | 36%                                       | 30%                              | 40%                            | 32%                 | 33%                  |
| 4.12              | 3.33                                       | 4.16                                      | 3.82                             | 4.32                           | 3.81                | 4.08                 |
| 4                 | 3                                          | 4                                         | 4                                | 4                              | 4                   | 4                    |

|  |
|--|
|  |
|  |

| Social Media Inactive | US Region Northeast | US Region Midwest | US Region South | US Region West |
|-----------------------|---------------------|-------------------|-----------------|----------------|
| 167                   | 91                  | 110               | 184             | 115            |
| 353                   | 170                 | 218               | 392             | 226            |
| 3                     | 6                   | 3                 | 8               | 8              |
| 2%                    | 7%                  | 3%                | 4%              | 7%             |
| 9                     | 9                   | 7                 | 16              | 9              |
| 5%                    | 10%                 | 7%                | 8%              | 8%             |
| 36                    | 15                  | 27                | 43              | 28             |
| 22%                   | 17%                 | 25%               | 23%             | 24%            |
| 56                    | 29                  | 34                | 59              | 28             |
| 33%                   | 32%                 | 31%               | 32%             | 24%            |
| 36                    | 18                  | 26                | 31              | 28             |
| 22%                   | 19%                 | 23%               | 17%             | 24%            |
| 14                    | 7                   | 7                 | 13              | 9              |
| 9%                    | 8%                  | 7%                | 7%              | 8%             |
| 12                    | 7                   | 5                 | 15              | 5              |
| 7%                    | 8%                  | 5%                | 8%              | 4%             |
| 49                    | 30                  | 37                | 66              | 45             |
| 29%                   | 33%                 | 34%               | 36%             | 39%            |
| 63                    | 32                  | 38                | 59              | 42             |
| 38%                   | 35%                 | 35%               | 32%             | 37%            |
| 4.22                  | 4.02                | 4.04              | 4.02            | 3.92           |
| 4                     | 4                   | 4                 | 4               | 4              |

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 12000   | 5989        | 6011          |
|                   | unw_base | 17586   | 8816        | 8770          |
| Much stronger     | freq     | 555     | 277         | 278           |
| Much stronger     | prop     | 5%      | 5%          | 5%            |
| Somewhat stronger | freq     | 2262    | 1177        | 1086          |
| Somewhat stronger | prop     | 19%     | 20%         | 18%           |
| About the same    | freq     | 6513    | 3197        | 3316          |
| About the same    | prop     | 54%     | 53%         | 55%           |
| Somewhat weaker   | freq     | 1918    | 946         | 972           |
| Somewhat weaker   | prop     | 16%     | 16%         | 16%           |
| Much weaker       | freq     | 752     | 394         | 359           |
| Much weaker       | prop     | 6%      | 7%          | 6%            |
| Top2Box           | freq     | 2817    | 1454        | 1364          |
| Top2Box           | prop     | 23%     | 24%         | 23%           |
| Low2Box           | freq     | 2670    | 1339        | 1331          |
| Low2Box           | prop     | 22%     | 22%         | 22%           |

---

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

---

| Age Under<br>35 | Age 35-49 | Age 50-64 | Household<br>Income Low | Household<br>Income<br>Medium | Household<br>Income<br>High | Marital<br>Status<br>Married |
|-----------------|-----------|-----------|-------------------------|-------------------------------|-----------------------------|------------------------------|
| 5071            | 3856      | 3073      | 2841                    | 4119                          | 3488                        | 5673                         |
| 6396            | 5926      | 5264      | 3898                    | 6250                          | 5567                        | 8862                         |
| 336             | 144       | 75        | 145                     | 169                           | 171                         | 284                          |
| 7%              | 4%        | 2%        | 5%                      | 4%                            | 5%                          | 5%                           |
| 1138            | 648       | 476       | 461                     | 765                           | 802                         | 1065                         |
| 22%             | 17%       | 15%       | 16%                     | 19%                           | 23%                         | 19%                          |
| 2612            | 2142      | 1759      | 1545                    | 2259                          | 1765                        | 3071                         |
| 52%             | 56%       | 57%       | 54%                     | 55%                           | 51%                         | 54%                          |
| 724             | 635       | 559       | 483                     | 660                           | 552                         | 908                          |
| 14%             | 16%       | 18%       | 17%                     | 16%                           | 16%                         | 16%                          |
| 261             | 287       | 205       | 207                     | 267                           | 199                         | 345                          |
| 5%              | 7%        | 7%        | 7%                      | 6%                            | 6%                          | 6%                           |
| 1474            | 792       | 551       | 606                     | 934                           | 972                         | 1349                         |
| 29%             | 21%       | 18%       | 21%                     | 23%                           | 28%                         | 24%                          |
| 985             | 922       | 763       | 690                     | 926                           | 750                         | 1253                         |
| 19%             | 24%       | 25%       | 24%                     | 22%                           | 22%                         | 22%                          |

---

**All Demos**

---

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

---

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 6327                       | 3563             | 4508                | 3929              | 6596                          | 5404                         | 1484                  |
| 8724                       | 3867             | 6848                | 6871              | 10173                         | 7413                         | 2189                  |
| 271                        | 179              | 180                 | 196               | 337                           | 217                          | 172                   |
| 4%                         | 5%               | 4%                  | 5%                | 5%                            | 4%                           | 12%                   |
| 1198                       | 551              | 900                 | 811               | 1279                          | 983                          | 378                   |
| 19%                        | 15%              | 20%                 | 21%               | 19%                           | 18%                          | 25%                   |
| 3442                       | 1938             | 2449                | 2126              | 3430                          | 3083                         | 653                   |
| 54%                        | 54%              | 54%                 | 54%               | 52%                           | 57%                          | 44%                   |
| 1010                       | 608              | 713                 | 597               | 1127                          | 791                          | 187                   |
| 16%                        | 17%              | 16%                 | 15%               | 17%                           | 15%                          | 13%                   |
| 408                        | 287              | 265                 | 200               | 422                           | 330                          | 93                    |
| 6%                         | 8%               | 6%                  | 5%                | 6%                            | 6%                           | 6%                    |
| 1468                       | 730              | 1080                | 1007              | 1617                          | 1201                         | 550                   |
| 23%                        | 20%              | 24%                 | 26%               | 25%                           | 22%                          | 37%                   |
| 1417                       | 895              | 979                 | 796               | 1549                          | 1121                         | 281                   |
| 22%                        | 25%              | 22%                 | 20%               | 23%                           | 21%                          | 19%                   |

---

weaker than it is now?

---

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 10516             | 2494                                       | 9506                                      | 8057                             | 3006                           | 5022                | 3205                 |
| 15397             | 3679                                       | 13907                                     | 12303                            | 3832                           | 7148                | 4521                 |
| 383               | 209                                        | 346                                       | 383                              | 153                            | 346                 | 98                   |
| 4%                | 8%                                         | 4%                                        | 5%                               | 5%                             | 7%                  | 3%                   |
| 1885              | 661                                        | 1602                                      | 1596                             | 544                            | 1167                | 521                  |
| 18%               | 26%                                        | 17%                                       | 20%                              | 18%                            | 23%                 | 16%                  |
| 5860              | 1119                                       | 5394                                      | 4274                             | 1677                           | 2369                | 1872                 |
| 56%               | 45%                                        | 57%                                       | 53%                              | 56%                            | 47%                 | 58%                  |
| 1731              | 362                                        | 1556                                      | 1318                             | 438                            | 772                 | 558                  |
| 16%               | 15%                                        | 16%                                       | 16%                              | 15%                            | 15%                 | 17%                  |
| 659               | 143                                        | 609                                       | 487                              | 195                            | 367                 | 155                  |
| 6%                | 6%                                         | 6%                                        | 6%                               | 6%                             | 7%                  | 5%                   |
| 2267              | 870                                        | 1948                                      | 1979                             | 697                            | 1513                | 619                  |
| 22%               | 35%                                        | 20%                                       | 25%                              | 23%                            | 30%                 | 19%                  |
| 2389              | 505                                        | 2165                                      | 1805                             | 633                            | 1140                | 713                  |
| 23%               | 20%                                        | 23%                                       | 22%                              | 21%                            | 23%                 | 22%                  |



|  |
|--|
|  |
|  |
|  |

| Social<br>Media<br>Inactive |
|-----------------------------|
| 2774                        |
| 4414                        |
| 76                          |
| 3%                          |
| 309                         |
| 11%                         |
| 1688                        |
| 61%                         |
| 480                         |
| 17%                         |
| 220                         |
| 8%                          |
| 385                         |
| 14%                         |
| 700                         |
| 25%                         |

| Stub              | Stat     | All Countries | Argentina | Australia |
|-------------------|----------|---------------|-----------|-----------|
|                   | base     | 12000         | 500       | 500       |
|                   | unw_base | 17586         | 505       | 1004      |
| Much stronger     | freq     | 555           | 90        | 14        |
| Much stronger     | prop     | 5%            | 18%       | 3%        |
| Somewhat stronger | freq     | 2262          | 199       | 81        |
| Somewhat stronger | prop     | 19%           | 40%       | 16%       |
| About the same    | freq     | 6513          | 123       | 316       |
| About the same    | prop     | 54%           | 25%       | 63%       |
| Somewhat weaker   | freq     | 1918          | 46        | 76        |
| Somewhat weaker   | prop     | 16%           | 9%        | 15%       |
| Much weaker       | freq     | 752           | 42        | 14        |
| Much weaker       | prop     | 6%            | 8%        | 3%        |
| Top2Box           | freq     | 2817          | 290       | 95        |
| Top2Box           | prop     | 23%           | 58%       | 19%       |
| Low2Box           | freq     | 2670          | 87        | 89        |
| Low2Box           | prop     | 22%           | 17%       | 18%       |

---

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

---

| Belgium | Brazil | Canada | China | France | Germany | Great Britain |
|---------|--------|--------|-------|--------|---------|---------------|
| 500     | 500    | 500    | 500   | 500    | 500     | 500           |
| 500     | 1003   | 1002   | 1001  | 1002   | 1003    | 1001          |
| 2       | 88     | 9      | 29    | 9      | 9       | 8             |
| %       | 18%    | 2%     | 6%    | 2%     | 2%      | 2%            |
| 42      | 176    | 79     | 218   | 21     | 72      | 67            |
| 8%      | 35%    | 16%    | 44%   | 4%     | 14%     | 13%           |
| 313     | 131    | 324    | 205   | 324    | 317     | 354           |
| 63%     | 26%    | 65%    | 41%   | 65%    | 63%     | 71%           |
| 112     | 43     | 66     | 42    | 101    | 87      | 53            |
| 22%     | 9%     | 13%    | 8%    | 20%    | 17%     | 11%           |
| 32      | 62     | 22     | 6     | 45     | 15      | 18            |
| 6%      | 12%    | 4%     | 1%    | 9%     | 3%      | 4%            |
| 44      | 264    | 88     | 247   | 29     | 81      | 75            |
| 9%      | 53%    | 18%    | 49%   | 6%     | 16%     | 15%           |
| 143     | 105    | 88     | 48    | 146    | 102     | 71            |
| 29%     | 21%    | 18%    | 10%   | 29%    | 20%     | 14%           |

---

**All Countries**

---

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

---

| Hungary | India | Israel | Italy | Japan | Mexico | Poland |
|---------|-------|--------|-------|-------|--------|--------|
| 500     | 500   | 500    | 500   | 500   | 500    | 500    |
| 500     | 501   | 502    | 1003  | 1005  | 507    | 504    |
| 4       | 58    | 6      | 4     | 3     | 24     | 9      |
| 1%      | 12%   | 1%     | 1%    | 1%    | 5%     | 2%     |
| 55      | 224   | 47     | 68    | 61    | 97     | 77     |
| 11%     | 45%   | 9%     | 14%   | 12%   | 19%    | 15%    |
| 312     | 185   | 378    | 308   | 268   | 244    | 273    |
| 62%     | 37%   | 76%    | 62%   | 54%   | 49%    | 55%    |
| 96      | 28    | 66     | 62    | 118   | 111    | 101    |
| 19%     | 6%    | 13%    | 12%   | 24%   | 22%    | 20%    |
| 33      | 5     | 3      | 57    | 50    | 24     | 40     |
| 7%      | 1%    | 1%     | 11%   | 10%   | 5%     | 8%     |
| 59      | 282   | 53     | 72    | 64    | 121    | 86     |
| 12%     | 56%   | 11%    | 14%   | 13%   | 24%    | 17%    |
| 129     | 34    | 69     | 119   | 167   | 135    | 141    |
| 26%     | 7%    | 14%    | 24%   | 33%   | 27%    | 28%    |

---

weaker than it is now?

---

| Russia | Saudi Arabia | South Africa | South Korea | Spain | Sweden | Turkey |
|--------|--------------|--------------|-------------|-------|--------|--------|
| 500    | 500          | 500          | 500         | 500   | 500    | 500    |
| 500    | 508          | 505          | 502         | 1000  | 517    | 505    |
| 10     | 95           | 9            | 3           | 5     | 10     | 27     |
| 2%     | 19%          | 2%           | 1%          | 1%    | 2%     | 5%     |
| 94     | 170          | 46           | 48          | 104   | 33     | 81     |
| 19%    | 34%          | 9%           | 10%         | 21%   | 7%     | 16%    |
| 295    | 168          | 231          | 224         | 310   | 362    | 245    |
| 59%    | 34%          | 46%          | 45%         | 62%   | 72%    | 49%    |
| 59     | 53           | 154          | 154         | 57    | 79     | 104    |
| 12%    | 11%          | 31%          | 31%         | 11%   | 16%    | 21%    |
| 42     | 13           | 60           | 71          | 23    | 16     | 43     |
| 8%     | 3%           | 12%          | 14%         | 5%    | 3%     | 9%     |
| 104    | 266          | 55           | 51          | 110   | 44     | 108    |
| 21%    | 53%          | 11%          | 10%         | 22%   | 9%     | 22%    |
| 101    | 66           | 214          | 225         | 80    | 95     | 147    |
| 20%    | 13%          | 43%          | 45%         | 16%   | 19%    | 29%    |

|  |
|--|
|  |
|  |

| US   |
|------|
| 500  |
| 1006 |
| 29   |
| 6%   |
| 101  |
| 20%  |
| 303  |
| 61%  |
| 50   |
| 10%  |
| 18   |
| 4%   |
| 130  |
| 26%  |
| 67   |
| 13%  |

**All Regions**

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

| Stub              | Stat     | All Countries | North America | LATAM |
|-------------------|----------|---------------|---------------|-------|
|                   | base     | 12000         | 1000          | 1500  |
|                   | unw_base | 17586         | 2008          | 2015  |
| Much stronger     | freq     | 555           | 38            | 203   |
| Much stronger     | prop     | 5%            | 4%            | 14%   |
| Somewhat stronger | freq     | 2262          | 180           | 472   |
| Somewhat stronger | prop     | 19%           | 18%           | 31%   |
| About the same    | freq     | 6513          | 626           | 498   |
| About the same    | prop     | 54%           | 63%           | 33%   |
| Somewhat weaker   | freq     | 1918          | 116           | 200   |
| Somewhat weaker   | prop     | 16%           | 12%           | 13%   |
| Much weaker       | freq     | 752           | 40            | 128   |
| Much weaker       | prop     | 6%            | 4%            | 9%    |
| Top2Box           | freq     | 2817          | 218           | 674   |
| Top2Box           | prop     | 23%           | 22%           | 45%   |
| Low2Box           | freq     | 2670          | 156           | 328   |
| Low2Box           | prop     | 22%           | 16%           | 22%   |

ocal area to be much stronger, somewhat stronger, about

| Europe | APAC | G-8  | BRIC | Middle East<br>Africa |
|--------|------|------|------|-----------------------|
| 4500   | 3000 | 4000 | 2000 | 2000                  |
| 7030   | 4513 | 7522 | 3005 | 2020                  |
| 60     | 117  | 80   | 185  | 138                   |
| 1%     | 4%   | 2%   | 9%   | 7%                    |
| 540    | 726  | 563  | 712  | 345                   |
| 12%    | 24%  | 14%  | 36%  | 17%                   |
| 2873   | 1493 | 2493 | 816  | 1022                  |
| 64%    | 50%  | 62%  | 41%  | 51%                   |
| 749    | 476  | 597  | 172  | 377                   |
| 17%    | 16%  | 15%  | 9%   | 19%                   |
| 278    | 187  | 266  | 115  | 119                   |
| 6%     | 6%   | 7%   | 6%   | 6%                    |
| 600    | 843  | 643  | 897  | 482                   |
| 13%    | 28%  | 16%  | 45%  | 24%                   |
| 1027   | 664  | 863  | 287  | 496                   |
| 23%    | 22%  | 22%  | 14%  | 25%                   |



| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 245         | 255           |
|                   | unw_base | 505     | 228         | 277           |
| Much stronger     | freq     | 90      | 35          | 55            |
| Much stronger     | prop     | 18%     | 14%         | 22%           |
| Somewhat stronger | freq     | 199     | 99          | 100           |
| Somewhat stronger | prop     | 40%     | 40%         | 39%           |
| About the same    | freq     | 123     | 66          | 57            |
| About the same    | prop     | 25%     | 27%         | 22%           |
| Somewhat weaker   | freq     | 46      | 21          | 25            |
| Somewhat weaker   | prop     | 9%      | 8%          | 10%           |
| Much weaker       | freq     | 42      | 25          | 17            |
| Much weaker       | prop     | 8%      | 10%         | 7%            |
| Top2Box           | freq     | 290     | 134         | 156           |
| Top2Box           | prop     | 58%     | 55%         | 61%           |
| Low2Box           | freq     | 87      | 45          | 42            |
| Low2Box           | prop     | 17%     | 18%         | 17%           |

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

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 248          | 133       | 119       | 121                  | 129                     | 167                   | 139                    |
| 290          | 108       | 107       | 134                  | 128                     | 154                   | 124                    |
| 52           | 20        | 19        | 23                   | 16                      | 30                    | 30                     |
| 21%          | 15%       | 16%       | 19%                  | 12%                     | 18%                   | 21%                    |
| 108          | 45        | 47        | 39                   | 54                      | 70                    | 48                     |
| 43%          | 33%       | 40%       | 32%                  | 42%                     | 42%                   | 35%                    |
| 45           | 49        | 29        | 34                   | 37                      | 37                    | 42                     |
| 18%          | 37%       | 25%       | 28%                  | 29%                     | 22%                   | 30%                    |
| 22           | 11        | 13        | 14                   | 10                      | 16                    | 9                      |
| 9%           | 8%        | 11%       | 12%                  | 8%                      | 9%                    | 7%                     |
| 22           | 9         | 11        | 10                   | 12                      | 13                    | 10                     |
| 9%           | 7%        | 9%        | 9%                   | 9%                      | 8%                    | 7%                     |
| 160          | 64        | 66        | 63                   | 70                      | 100                   | 78                     |
| 64%          | 48%       | 55%       | 52%                  | 54%                     | 60%                   | 56%                    |
| 43           | 20        | 24        | 25                   | 22                      | 29                    | 19                     |
| 18%          | 15%       | 20%       | 20%                  | 17%                     | 17%                   | 14%                    |

---

**Argentina**

---

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

---

| <b>Marital<br/>Status<br/>Other</b> | <b>Education<br/>Low</b> | <b>Education<br/>Medium</b> | <b>Education<br/>High</b> | <b>Chief<br/>Income<br/>Earner Yes</b> | <b>Chief<br/>Income<br/>Earner No</b> | <b>Business<br/>Owner Yes</b> |
|-------------------------------------|--------------------------|-----------------------------|---------------------------|----------------------------------------|---------------------------------------|-------------------------------|
| 361                                 | 170                      | 205                         | 125                       | 278                                    | 222                                   | 93                            |
| 381                                 | 144                      | 261                         | 100                       | 263                                    | 242                                   | 89                            |
| 60                                  | 43                       | 27                          | 21                        | 46                                     | 44                                    | 21                            |
| 17%                                 | 25%                      | 13%                         | 17%                       | 17%                                    | 20%                                   | 22%                           |
| 151                                 | 61                       | 94                          | 44                        | 112                                    | 88                                    | 41                            |
| 42%                                 | 36%                      | 46%                         | 36%                       | 40%                                    | 40%                                   | 44%                           |
| 81                                  | 32                       | 51                          | 41                        | 73                                     | 50                                    | 20                            |
| 22%                                 | 19%                      | 25%                         | 32%                       | 26%                                    | 23%                                   | 22%                           |
| 36                                  | 15                       | 22                          | 9                         | 22                                     | 24                                    | 5                             |
| 10%                                 | 9%                       | 11%                         | 7%                        | 8%                                     | 11%                                   | 5%                            |
| 32                                  | 20                       | 12                          | 10                        | 25                                     | 16                                    | 6                             |
| 9%                                  | 12%                      | 6%                          | 8%                        | 9%                                     | 7%                                    | 6%                            |
| 212                                 | 104                      | 120                         | 65                        | 158                                    | 132                                   | 62                            |
| 59%                                 | 61%                      | 59%                         | 52%                       | 57%                                    | 59%                                   | 67%                           |
| 68                                  | 34                       | 34                          | 19                        | 47                                     | 40                                    | 11                            |
| 19%                                 | 20%                      | 16%                         | 15%                       | 17%                                    | 18%                                   | 12%                           |

---

weaker than it is now?

---

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 407               | 130                                        | 370                                       | 328                              | 156                            | 359                 | 92                   |
| 416               | 125                                        | 380                                       | 319                              | 171                            | 361                 | 94                   |
| 69                | 26                                         | 64                                        | 51                               | 35                             | 66                  | 14                   |
| 17%               | 20%                                        | 17%                                       | 15%                              | 23%                            | 18%                 | 15%                  |
| 158               | 47                                         | 153                                       | 138                              | 58                             | 141                 | 40                   |
| 39%               | 36%                                        | 41%                                       | 42%                              | 38%                            | 39%                 | 44%                  |
| 103               | 37                                         | 87                                        | 85                               | 32                             | 85                  | 26                   |
| 25%               | 28%                                        | 23%                                       | 26%                              | 20%                            | 24%                 | 28%                  |
| 41                | 12                                         | 34                                        | 28                               | 16                             | 34                  | 8                    |
| 10%               | 9%                                         | 9%                                        | 9%                               | 10%                            | 9%                  | 9%                   |
| 36                | 9                                          | 33                                        | 26                               | 14                             | 32                  | 3                    |
| 9%                | 7%                                         | 9%                                        | 8%                               | 9%                             | 9%                  | 4%                   |
| 227               | 73                                         | 217                                       | 188                              | 94                             | 207                 | 54                   |
| 56%               | 56%                                        | 59%                                       | 57%                              | 60%                            | 58%                 | 59%                  |
| 77                | 21                                         | 66                                        | 54                               | 30                             | 66                  | 12                   |
| 19%               | 16%                                        | 18%                                       | 17%                              | 19%                            | 18%                 | 13%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 50                    |
| 50                    |
| 10                    |
| 21%                   |
| 18                    |
| 36%                   |
| 12                    |
| 25%                   |
| 3                     |
| 6%                    |
| 6                     |
| 13%                   |
| 28                    |
| 56%                   |
| 9                     |
| 19%                   |

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 248         | 252           |
|                   | unw_base | 1004    | 390         | 614           |
| Much stronger     | freq     | 14      | 10          | 4             |
| Much stronger     | prop     | 3%      | 4%          | 2%            |
| Somewhat stronger | freq     | 81      | 49          | 32            |
| Somewhat stronger | prop     | 16%     | 20%         | 13%           |
| About the same    | freq     | 316     | 143         | 173           |
| About the same    | prop     | 63%     | 58%         | 69%           |
| Somewhat weaker   | freq     | 76      | 37          | 39            |
| Somewhat weaker   | prop     | 15%     | 15%         | 15%           |
| Much weaker       | freq     | 14      | 9           | 4             |
| Much weaker       | prop     | 3%      | 4%          | 2%            |
| Top2Box           | freq     | 95      | 59          | 36            |
| Top2Box           | prop     | 19%     | 24%         | 14%           |
| Low2Box           | freq     | 89      | 46          | 43            |
| Low2Box           | prop     | 18%     | 19%         | 17%           |

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

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 197          | 143       | 159       | 119                  | 251                     | 130                   | 233                    |
| 208          | 273       | 523       | 259                  | 497                     | 248                   | 533                    |
| 10           | 3         | 1         | 5                    | 7                       | 2                     | 9                      |
| 5%           | 2%        | %         | 4%                   | 3%                      | 2%                    | 4%                     |
| 43           | 21        | 17        | 12                   | 44                      | 24                    | 37                     |
| 22%          | 15%       | 11%       | 10%                  | 18%                     | 19%                   | 16%                    |
| 112          | 92        | 112       | 76                   | 157                     | 83                    | 146                    |
| 57%          | 64%       | 70%       | 64%                  | 63%                     | 64%                   | 63%                    |
| 29           | 23        | 23        | 23                   | 34                      | 19                    | 35                     |
| 15%          | 16%       | 14%       | 19%                  | 14%                     | 14%                   | 15%                    |
| 2            | 4         | 7         | 3                    | 8                       | 2                     | 6                      |
| 1%           | 3%        | 4%        | 2%                   | 3%                      | 2%                    | 2%                     |
| 53           | 24        | 18        | 18                   | 51                      | 26                    | 46                     |
| 27%          | 17%       | 11%       | 15%                  | 20%                     | 20%                   | 20%                    |
| 32           | 27        | 30        | 26                   | 43                      | 21                    | 41                     |
| 16%          | 19%       | 19%       | 21%                  | 17%                     | 16%                   | 18%                    |

---

**Australia**

---

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

---

| <b>Marital<br/>Status<br/>Other</b> | <b>Education<br/>Low</b> | <b>Education<br/>Medium</b> | <b>Education<br/>High</b> | <b>Chief<br/>Income<br/>Earner Yes</b> | <b>Chief<br/>Income<br/>Earner No</b> | <b>Business<br/>Owner Yes</b> |
|-------------------------------------|--------------------------|-----------------------------|---------------------------|----------------------------------------|---------------------------------------|-------------------------------|
| 267                                 | 158                      | 159                         | 184                       | 294                                    | 206                                   | 75                            |
| 471                                 | 305                      | 358                         | 341                       | 579                                    | 425                                   | 131                           |
| 5                                   | 2                        | 5                           | 8                         | 10                                     | 4                                     | 8                             |
| 2%                                  | 1%                       | 3%                          | 4%                        | 3%                                     | 2%                                    | 10%                           |
| 44                                  | 25                       | 17                          | 39                        | 52                                     | 29                                    | 24                            |
| 16%                                 | 16%                      | 11%                         | 21%                       | 18%                                    | 14%                                   | 32%                           |
| 169                                 | 103                      | 106                         | 107                       | 179                                    | 137                                   | 33                            |
| 64%                                 | 65%                      | 67%                         | 58%                       | 61%                                    | 67%                                   | 45%                           |
| 40                                  | 22                       | 25                          | 28                        | 43                                     | 32                                    | 6                             |
| 15%                                 | 14%                      | 16%                         | 15%                       | 15%                                    | 16%                                   | 9%                            |
| 8                                   | 5                        | 5                           | 3                         | 10                                     | 4                                     | 3                             |
| 3%                                  | 3%                       | 3%                          | 2%                        | 3%                                     | 2%                                    | 4%                            |
| 49                                  | 27                       | 22                          | 46                        | 62                                     | 33                                    | 32                            |
| 18%                                 | 17%                      | 14%                         | 25%                       | 21%                                    | 16%                                   | 43%                           |
| 48                                  | 28                       | 31                          | 31                        | 53                                     | 36                                    | 9                             |
| 18%                                 | 18%                      | 19%                         | 17%                       | 18%                                    | 18%                                   | 13%                           |



weaker than it is now?

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 425               | 103                                        | 397                                       | 319                              | 111                            | 227                 | 125                  |
| 873               | 174                                        | 830                                       | 601                              | 188                            | 415                 | 241                  |
| 6                 | 8                                          | 6                                         | 10                               | 4                              | 14                  | .                    |
| 1%                | 8%                                         | 2%                                        | 3%                               | 3%                             | 6%                  | .                    |
| 57                | 34                                         | 47                                        | 60                               | 15                             | 54                  | 18                   |
| 13%               | 33%                                        | 12%                                       | 19%                              | 13%                            | 24%                 | 15%                  |
| 283               | 49                                         | 267                                       | 192                              | 73                             | 123                 | 85                   |
| 66%               | 47%                                        | 67%                                       | 60%                              | 66%                            | 54%                 | 68%                  |
| 69                | 9                                          | 67                                        | 47                               | 18                             | 32                  | 20                   |
| 16%               | 9%                                         | 17%                                       | 15%                              | 16%                            | 14%                 | 16%                  |
| 11                | 4                                          | 10                                        | 9                                | 2                              | 4                   | 1                    |
| 2%                | 4%                                         | 2%                                        | 3%                               | 2%                             | 2%                  | 1%                   |
| 63                | 42                                         | 53                                        | 71                               | 18                             | 68                  | 18                   |
| 15%               | 41%                                        | 13%                                       | 22%                              | 16%                            | 30%                 | 15%                  |
| 80                | 13                                         | 76                                        | 56                               | 20                             | 36                  | 21                   |
| 19%               | 12%                                        | 19%                                       | 18%                              | 18%                            | 16%                 | 17%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 148                   |
| 348                   |
| 0                     |
| %                     |
| 8                     |
| 6%                    |
| 108                   |
| 72%                   |
| 24                    |
| 16%                   |
| 8                     |
| 5%                    |
| 9                     |
| 6%                    |
| 32                    |
| 22%                   |

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 252         | 248           |
|                   | unw_base | 500     | 250         | 250           |
| Much stronger     | freq     | 2       | 1           | 1             |
| Much stronger     | prop     | %       | %           | %             |
| Somewhat stronger | freq     | 42      | 26          | 16            |
| Somewhat stronger | prop     | 8%      | 10%         | 6%            |
| About the same    | freq     | 313     | 165         | 148           |
| About the same    | prop     | 63%     | 66%         | 59%           |
| Somewhat weaker   | freq     | 112     | 49          | 62            |
| Somewhat weaker   | prop     | 22%     | 20%         | 25%           |
| Much weaker       | freq     | 32      | 10          | 22            |
| Much weaker       | prop     | 6%      | 4%          | 9%            |
| Top2Box           | freq     | 44      | 27          | 17            |
| Top2Box           | prop     | 9%      | 11%         | 7%            |
| Low2Box           | freq     | 143     | 60          | 84            |
| Low2Box           | prop     | 29%     | 24%         | 34%           |

---

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

---

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 186          | 155       | 159       | 131                  | 144                     | 114                   | 204                    |
| 156          | 174       | 170       | 119                  | 147                     | 126                   | 214                    |
| .            | 2         | .         | 2                    | .                       | .                     | 1                      |
| .            | 1%        | .         | 1%                   | .                       | .                     | %                      |
| 21           | 11        | 10        | 9                    | 7                       | 14                    | 18                     |
| 11%          | 7%        | 6%        | 7%                   | 5%                      | 13%                   | 9%                     |
| 113          | 96        | 104       | 70                   | 97                      | 75                    | 140                    |
| 61%          | 62%       | 65%       | 53%                  | 68%                     | 66%                   | 69%                    |
| 41           | 36        | 34        | 38                   | 32                      | 17                    | 32                     |
| 22%          | 23%       | 22%       | 29%                  | 22%                     | 15%                   | 16%                    |
| 12           | 10        | 11        | 13                   | 8                       | 7                     | 13                     |
| 6%           | 6%        | 7%        | 10%                  | 6%                      | 7%                    | 6%                     |
| 21           | 13        | 10        | 11                   | 7                       | 14                    | 19                     |
| 11%          | 9%        | 6%        | 8%                   | 5%                      | 13%                   | 9%                     |
| 52           | 46        | 45        | 51                   | 40                      | 25                    | 45                     |
| 28%          | 29%       | 28%       | 39%                  | 28%                     | 22%                   | 22%                    |

## Belgium

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 296                        | 146              | 194                 | 161               | 312                           | 188                          | 33                    |
| 286                        | 66               | 268                 | 166               | 330                           | 170                          | 34                    |
| 1                          | .                | 1                   | 1                 | 1                             | 1                            | 1                     |
| %                          | .                | %                   | 1%                | %                             | %                            | 4%                    |
| 24                         | 6                | 14                  | 22                | 26                            | 16                           | 6                     |
| 8%                         | 4%               | 7%                  | 14%               | 8%                            | 8%                           | 17%                   |
| 173                        | 81               | 123                 | 108               | 199                           | 114                          | 22                    |
| 58%                        | 56%              | 64%                 | 67%               | 64%                           | 61%                          | 67%                   |
| 80                         | 43               | 46                  | 23                | 66                            | 46                           | 2                     |
| 27%                        | 29%              | 24%                 | 14%               | 21%                           | 24%                          | 7%                    |
| 19                         | 16               | 10                  | 6                 | 20                            | 12                           | 2                     |
| 6%                         | 11%              | 5%                  | 4%                | 6%                            | 6%                           | 5%                    |
| 25                         | 6                | 15                  | 24                | 27                            | 16                           | 7                     |
| 8%                         | 4%               | 8%                  | 15%               | 9%                            | 9%                           | 20%                   |
| 98                         | 59               | 56                  | 29                | 86                            | 58                           | 4                     |
| 33%                        | 40%              | 29%                 | 18%               | 27%                           | 31%                          | 13%                   |

weaker than it is now?

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 467               | 64                                         | 436                                       | 299                              | 132                            | 141                 | 144                  |
| 466               | 67                                         | 433                                       | 325                              | 107                            | 140                 | 155                  |
| 1                 | 1                                          | 1                                         | 2                                | .                              | 1                   | .                    |
| %                 | 2%                                         | %                                         | 1%                               | .                              | 1%                  | .                    |
| 36                | 11                                         | 31                                        | 29                               | 10                             | 15                  | 11                   |
| 8%                | 17%                                        | 7%                                        | 10%                              | 7%                             | 11%                 | 8%                   |
| 290               | 41                                         | 271                                       | 188                              | 78                             | 86                  | 101                  |
| 62%               | 65%                                        | 62%                                       | 63%                              | 59%                            | 61%                 | 70%                  |
| 109               | 8                                          | 104                                       | 65                               | 35                             | 28                  | 26                   |
| 23%               | 12%                                        | 24%                                       | 22%                              | 26%                            | 20%                 | 18%                  |
| 30                | 3                                          | 29                                        | 16                               | 10                             | 11                  | 7                    |
| 6%                | 4%                                         | 7%                                        | 5%                               | 7%                             | 8%                  | 5%                   |
| 37                | 12                                         | 32                                        | 31                               | 10                             | 16                  | 11                   |
| 8%                | 19%                                        | 7%                                        | 10%                              | 7%                             | 11%                 | 8%                   |
| 139               | 10                                         | 133                                       | 80                               | 45                             | 39                  | 33                   |
| 30%               | 16%                                        | 31%                                       | 27%                              | 34%                            | 27%                 | 23%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 214                   |
| 205                   |
| 1                     |
| %                     |
| 16                    |
| 7%                    |
| 126                   |
| 59%                   |
| 58                    |
| 27%                   |
| 14                    |
| 6%                    |
| 17                    |
| 8%                    |
| 72                    |
| 33%                   |

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 232         | 268           |
|                   | unw_base | 1003    | 490         | 513           |
| Much stronger     | freq     | 88      | 34          | 54            |
| Much stronger     | prop     | 18%     | 15%         | 20%           |
| Somewhat stronger | freq     | 176     | 74          | 102           |
| Somewhat stronger | prop     | 35%     | 32%         | 38%           |
| About the same    | freq     | 131     | 68          | 63            |
| About the same    | prop     | 26%     | 29%         | 24%           |
| Somewhat weaker   | freq     | 43      | 23          | 20            |
| Somewhat weaker   | prop     | 9%      | 10%         | 8%            |
| Much weaker       | freq     | 62      | 34          | 29            |
| Much weaker       | prop     | 12%     | 14%         | 11%           |
| Top2Box           | freq     | 264     | 108         | 156           |
| Top2Box           | prop     | 53%     | 47%         | 58%           |
| Low2Box           | freq     | 105     | 56          | 49            |
| Low2Box           | prop     | 21%     | 24%         | 18%           |



---

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

---

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 285          | 148       | 67        | 83                   | 312                     | 63                    | 179                    |
| 514          | 310       | 179       | 116                  | 618                     | 197                   | 380                    |
| 59           | 21        | 8         | 19                   | 50                      | 8                     | 28                     |
| 21%          | 14%       | 12%       | 23%                  | 16%                     | 13%                   | 16%                    |
| 98           | 53        | 24        | 28                   | 120                     | 18                    | 59                     |
| 34%          | 36%       | 36%       | 33%                  | 38%                     | 28%                   | 33%                    |
| 70           | 43        | 18        | 21                   | 81                      | 17                    | 42                     |
| 25%          | 29%       | 26%       | 25%                  | 26%                     | 27%                   | 24%                    |
| 28           | 11        | 5         | 7                    | 25                      | 7                     | 20                     |
| 10%          | 7%        | 7%        | 8%                   | 8%                      | 11%                   | 11%                    |
| 30           | 20        | 12        | 8                    | 36                      | 13                    | 30                     |
| 11%          | 14%       | 18%       | 10%                  | 11%                     | 21%                   | 17%                    |
| 157          | 74        | 33        | 47                   | 170                     | 26                    | 87                     |
| 55%          | 50%       | 49%       | 57%                  | 55%                     | 41%                   | 49%                    |
| 58           | 31        | 17        | 15                   | 61                      | 20                    | 50                     |
| 20%          | 21%       | 25%       | 18%                  | 19%                     | 32%                   | 28%                    |

---

**Brazil**

---

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

---

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 321                        | 157              | 262                 | 81                | 238                           | 262                          | 67                    |
| 623                        | 94               | 538                 | 371               | 531                           | 472                          | 159                   |
| 60                         | 34               | 45                  | 9                 | 41                            | 47                           | 12                    |
| 19%                        | 22%              | 17%                 | 12%               | 17%                           | 18%                          | 19%                   |
| 117                        | 58               | 87                  | 31                | 76                            | 100                          | 24                    |
| 36%                        | 37%              | 33%                 | 38%               | 32%                           | 38%                          | 36%                   |
| 89                         | 34               | 77                  | 20                | 64                            | 67                           | 16                    |
| 28%                        | 22%              | 29%                 | 25%               | 27%                           | 26%                          | 25%                   |
| 23                         | 7                | 26                  | 10                | 23                            | 20                           | 7                     |
| 7%                         | 5%               | 10%                 | 12%               | 10%                           | 8%                           | 11%                   |
| 32                         | 23               | 28                  | 11                | 34                            | 28                           | 6                     |
| 10%                        | 15%              | 11%                 | 14%               | 14%                           | 11%                          | 10%                   |
| 177                        | 92               | 131                 | 40                | 117                           | 147                          | 36                    |
| 55%                        | 59%              | 50%                 | 50%               | 49%                           | 56%                          | 55%                   |
| 55                         | 31               | 54                  | 21                | 57                            | 48                           | 14                    |
| 17%                        | 20%              | 21%                 | 25%               | 24%                           | 18%                          | 21%                   |

---

weaker than it is now?

---

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 433               | 97                                         | 403                                       | 303                              | 185                            | 313                 | 122                  |
| 844               | 231                                        | 772                                       | 691                              | 288                            | 673                 | 223                  |
| 76                | 18                                         | 70                                        | 53                               | 34                             | 56                  | 20                   |
| 17%               | 18%                                        | 17%                                       | 18%                              | 18%                            | 18%                 | 16%                  |
| 152               | 32                                         | 143                                       | 106                              | 65                             | 114                 | 44                   |
| 35%               | 33%                                        | 36%                                       | 35%                              | 35%                            | 36%                 | 36%                  |
| 115               | 26                                         | 105                                       | 78                               | 50                             | 82                  | 34                   |
| 26%               | 27%                                        | 26%                                       | 26%                              | 27%                            | 26%                 | 28%                  |
| 36                | 12                                         | 31                                        | 30                               | 12                             | 24                  | 8                    |
| 8%                | 13%                                        | 8%                                        | 10%                              | 7%                             | 8%                  | 7%                   |
| 56                | 9                                          | 53                                        | 35                               | 25                             | 37                  | 15                   |
| 13%               | 9%                                         | 13%                                       | 12%                              | 13%                            | 12%                 | 13%                  |
| 227               | 50                                         | 214                                       | 160                              | 99                             | 169                 | 64                   |
| 52%               | 52%                                        | 53%                                       | 53%                              | 53%                            | 54%                 | 53%                  |
| 91                | 21                                         | 84                                        | 65                               | 37                             | 61                  | 24                   |
| 21%               | 21%                                        | 21%                                       | 21%                              | 20%                            | 20%                 | 19%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 65                    |
| 107                   |
| 13                    |
| 19%                   |
| 18                    |
| 27%                   |
| 15                    |
| 22%                   |
| 10                    |
| 16%                   |
| 10                    |
| 15%                   |
| 30                    |
| 46%                   |
| 20                    |
| 31%                   |

|  |
|--|
|  |
|  |

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 242         | 258           |
|                   | unw_base | 1002    | 482         | 520           |
| Much stronger     | freq     | 9       | 3           | 6             |
| Much stronger     | prop     | 2%      | 1%          | 2%            |
| Somewhat stronger | freq     | 79      | 39          | 40            |
| Somewhat stronger | prop     | 16%     | 16%         | 16%           |
| About the same    | freq     | 324     | 156         | 168           |
| About the same    | prop     | 65%     | 64%         | 65%           |
| Somewhat weaker   | freq     | 66      | 30          | 36            |
| Somewhat weaker   | prop     | 13%     | 13%         | 14%           |
| Much weaker       | freq     | 22      | 14          | 8             |
| Much weaker       | prop     | 4%      | 6%          | 3%            |
| Top2Box           | freq     | 88      | 42          | 46            |
| Top2Box           | prop     | 18%     | 17%         | 18%           |
| Low2Box           | freq     | 88      | 44          | 44            |
| Low2Box           | prop     | 18%     | 18%         | 17%           |

---



---

**B7 Looking ahead six months from now, do you expect**

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 171                     | 154              | 175              | 83                              | 141                                    | 215                                  | 236                                   |
| 305                     | 309              | 388              | 133                             | 253                                    | 508                                  | 513                                   |
| 2                       | 4                | 3                | 1                               | 3                                      | 3                                    | 4                                     |
| 1%                      | 3%               | 2%               | 1%                              | 2%                                     | 1%                                   | 1%                                    |
| 42                      | 14               | 23               | 15                              | 23                                     | 33                                   | 32                                    |
| 25%                     | 9%               | 13%              | 18%                             | 16%                                    | 15%                                  | 14%                                   |
| 100                     | 108              | 117              | 56                              | 92                                     | 137                                  | 155                                   |
| 58%                     | 70%              | 67%              | 68%                             | 65%                                    | 64%                                  | 66%                                   |
| 22                      | 23               | 22               | 8                               | 18                                     | 31                                   | 35                                    |
| 13%                     | 15%              | 13%              | 10%                             | 13%                                    | 14%                                  | 15%                                   |
| 6                       | 6                | 10               | 3                               | 5                                      | 11                                   | 11                                    |
| 4%                      | 4%               | 6%               | 4%                              | 4%                                     | 5%                                   | 5%                                    |
| 44                      | 18               | 26               | 16                              | 25                                     | 36                                   | 36                                    |
| 26%                     | 12%              | 15%              | 19%                             | 18%                                    | 17%                                  | 15%                                   |
| 28                      | 29               | 32               | 11                              | 24                                     | 42                                   | 46                                    |
| 16%                     | 19%              | 18%              | 13%                             | 17%                                    | 19%                                  | 19%                                   |

## Canada

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 264                        | 227              | 196                 | 77                | 257                           | 243                          | 59                    |
| 489                        | 185              | 430                 | 387               | 561                           | 441                          | 126                   |
| 5                          | 5                | 3                   | 1                 | 4                             | 5                            | 3                     |
| 2%                         | 2%               | 1%                  | 1%                | 2%                            | 2%                           | 5%                    |
| 47                         | 35               | 32                  | 12                | 44                            | 35                           | 11                    |
| 18%                        | 15%              | 16%                 | 16%               | 17%                           | 14%                          | 19%                   |
| 169                        | 150              | 124                 | 50                | 166                           | 158                          | 32                    |
| 64%                        | 66%              | 63%                 | 65%               | 65%                           | 65%                          | 54%                   |
| 32                         | 24               | 32                  | 10                | 32                            | 34                           | 10                    |
| 12%                        | 11%              | 16%                 | 13%               | 13%                           | 14%                          | 16%                   |
| 11                         | 12               | 6                   | 3                 | 10                            | 12                           | 3                     |
| 4%                         | 5%               | 3%                  | 5%                | 4%                            | 5%                           | 5%                    |
| 52                         | 40               | 34                  | 13                | 48                            | 40                           | 14                    |
| 20%                        | 18%              | 17%                 | 17%               | 19%                           | 16%                          | 24%                   |
| 43                         | 37               | 38                  | 13                | 42                            | 46                           | 13                    |
| 16%                        | 16%              | 20%                 | 17%               | 16%                           | 19%                          | 22%                   |

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

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 441               | 78                                         | 422                                       | 307                              | 133                            | 209                 | 145                  |
| 876               | 175                                        | 827                                       | 668                              | 199                            | 426                 | 285                  |
| 6                 | 2                                          | 7                                         | 6                                | 1                              | 5                   | 3                    |
| 1%                | 2%                                         | 2%                                        | 2%                               | 1%                             | 2%                  | 2%                   |
| 68                | 12                                         | 67                                        | 52                               | 23                             | 45                  | 20                   |
| 15%               | 15%                                        | 16%                                       | 17%                              | 17%                            | 21%                 | 14%                  |
| 291               | 47                                         | 277                                       | 189                              | 88                             | 124                 | 94                   |
| 66%               | 60%                                        | 66%                                       | 62%                              | 66%                            | 59%                 | 65%                  |
| 57                | 14                                         | 53                                        | 45                               | 14                             | 26                  | 23                   |
| 13%               | 17%                                        | 13%                                       | 15%                              | 10%                            | 13%                 | 16%                  |
| 19                | 4                                          | 18                                        | 14                               | 7                              | 10                  | 4                    |
| 4%                | 5%                                         | 4%                                        | 4%                               | 6%                             | 5%                  | 3%                   |
| 74                | 14                                         | 74                                        | 58                               | 24                             | 49                  | 23                   |
| 17%               | 18%                                        | 18%                                       | 19%                              | 18%                            | 24%                 | 16%                  |
| 76                | 18                                         | 71                                        | 59                               | 21                             | 36                  | 27                   |
| 17%               | 23%                                        | 17%                                       | 19%                              | 16%                            | 17%                 | 19%                  |



|  |
|--|
|  |
|  |

| Social Media Inactive | Canada Region Quebec | Canada Region Praries | Canada Region British Columbia | Canada Region Ontario | Canada Region Atlantic | Canada Region Alberta |
|-----------------------|----------------------|-----------------------|--------------------------------|-----------------------|------------------------|-----------------------|
| 147                   | 120                  | 32                    | 67                             | 192                   | 36                     | 53                    |
| 291                   | 264                  | 76                    | 117                            | 359                   | 62                     | 124                   |
| 1                     | 2                    | 0                     | 3                              | 2                     | 1                      | 1                     |
| 1%                    | 2%                   | 1%                    | 4%                             | 1%                    | 2%                     | 1%                    |
| 15                    | 14                   | 4                     | 14                             | 31                    | 8                      | 7                     |
| 10%                   | 12%                  | 14%                   | 21%                            | 16%                   | 23%                    | 14%                   |
| 106                   | 81                   | 25                    | 42                             | 126                   | 24                     | 25                    |
| 72%                   | 68%                  | 79%                   | 63%                            | 66%                   | 67%                    | 48%                   |
| 17                    | 17                   | 2                     | 6                              | 25                    | 3                      | 14                    |
| 12%                   | 14%                  | 6%                    | 9%                             | 13%                   | 8%                     | 26%                   |
| 8                     | 5                    | 0                     | 2                              | 8                     | 0                      | 6                     |
| 5%                    | 4%                   | 1%                    | 3%                             | 4%                    | %                      | 11%                   |
| 16                    | 17                   | 5                     | 17                             | 33                    | 9                      | 8                     |
| 11%                   | 14%                  | 14%                   | 25%                            | 17%                   | 25%                    | 15%                   |
| 25                    | 22                   | 2                     | 8                              | 32                    | 3                      | 20                    |
| 17%                   | 18%                  | 7%                    | 12%                            | 17%                   | 8%                     | 38%                   |

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 255         | 245           |
|                   | unw_base | 1001    | 505         | 496           |
| Much stronger     | freq     | 29      | 13          | 16            |
| Much stronger     | prop     | 6%      | 5%          | 6%            |
| Somewhat stronger | freq     | 218     | 99          | 119           |
| Somewhat stronger | prop     | 44%     | 39%         | 48%           |
| About the same    | freq     | 205     | 115         | 90            |
| About the same    | prop     | 41%     | 45%         | 37%           |
| Somewhat weaker   | freq     | 42      | 24          | 17            |
| Somewhat weaker   | prop     | 8%      | 9%          | 7%            |
| Much weaker       | freq     | 6       | 3           | 3             |
| Much weaker       | prop     | 1%      | 1%          | 1%            |
| Top2Box           | freq     | 247     | 112         | 135           |
| Top2Box           | prop     | 49%     | 44%         | 55%           |
| Low2Box           | freq     | 48      | 27          | 20            |
| Low2Box           | prop     | 10%     | 11%         | 8%            |

---

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

---

| Age Under<br>35 | Age 35-49 | Age 50-64 | Household<br>Income Low | Household<br>Income<br>Medium | Household<br>Income<br>High | Marital<br>Status<br>Married |
|-----------------|-----------|-----------|-------------------------|-------------------------------|-----------------------------|------------------------------|
| 209             | 203       | 88        | 38                      | 143                           | 319                         | 358                          |
| 573             | 334       | 94        | 83                      | 297                           | 621                         | 652                          |
| 17              | 10        | 2         | 1                       | 11                            | 16                          | 17                           |
| 8%              | 5%        | 2%        | 3%                      | 8%                            | 5%                          | 5%                           |
| 101             | 79        | 38        | 16                      | 49                            | 154                         | 156                          |
| 48%             | 39%       | 44%       | 43%                     | 34%                           | 48%                         | 44%                          |
| 76              | 89        | 40        | 16                      | 65                            | 124                         | 148                          |
| 36%             | 44%       | 46%       | 42%                     | 45%                           | 39%                         | 41%                          |
| 15              | 21        | 6         | 4                       | 15                            | 23                          | 32                           |
| 7%              | 10%       | 6%        | 11%                     | 10%                           | 7%                          | 9%                           |
| 0               | 4         | 2         | 0                       | 4                             | 1                           | 4                            |
| %               | 2%        | 2%        | 1%                      | 3%                            | %                           | 1%                           |
| 118             | 89        | 40        | 17                      | 60                            | 170                         | 173                          |
| 56%             | 44%       | 46%       | 46%                     | 42%                           | 53%                         | 48%                          |
| 15              | 25        | 7         | 5                       | 19                            | 24                          | 37                           |
| 7%              | 12%       | 9%        | 12%                     | 13%                           | 8%                          | 10%                          |

## China

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 142                        | .                | 417                 | 83                | 316                           | 184                          | 71                    |
| 349                        | .                | 821                 | 180               | 606                           | 395                          | 158                   |
| 12                         | .                | 25                  | 4                 | 20                            | 9                            | 16                    |
| 8%                         | .                | 6%                  | 5%                | 6%                            | 5%                           | 22%                   |
| 63                         | .                | 180                 | 38                | 137                           | 81                           | 36                    |
| 44%                        | .                | 43%                 | 46%               | 43%                           | 44%                          | 51%                   |
| 57                         | .                | 172                 | 33                | 125                           | 80                           | 14                    |
| 40%                        | .                | 41%                 | 40%               | 40%                           | 43%                          | 20%                   |
| 9                          | .                | 34                  | 8                 | 30                            | 12                           | 4                     |
| 6%                         | .                | 8%                  | 9%                | 9%                            | 6%                           | 5%                    |
| 2                          | .                | 6                   | .                 | 4                             | 2                            | 1                     |
| 1%                         | .                | 1%                  | .                 | 1%                            | 1%                           | 1%                    |
| 74                         | .                | 205                 | 42                | 157                           | 90                           | 52                    |
| 52%                        | .                | 49%                 | 51%               | 50%                           | 49%                          | 73%                   |
| 11                         | .                | 40                  | 8                 | 34                            | 14                           | 5                     |
| 8%                         | .                | 10%                 | 9%                | 11%                           | 7%                           | 7%                    |

weaker than it is now?

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 429               | 168                                        | 332                                       | 426                              | 40                             | .                   | .                    |
| 843               | 357                                        | 644                                       | 865                              | 95                             | .                   | .                    |
| 13                | 19                                         | 10                                        | 24                               | 3                              | .                   | .                    |
| 3%                | 11%                                        | 3%                                        | 6%                               | 8%                             | .                   | .                    |
| 182               | 84                                         | 135                                       | 185                              | 19                             | .                   | .                    |
| 43%               | 50%                                        | 41%                                       | 44%                              | 48%                            | .                   | .                    |
| 191               | 52                                         | 153                                       | 173                              | 15                             | .                   | .                    |
| 44%               | 31%                                        | 46%                                       | 41%                              | 37%                            | .                   | .                    |
| 38                | 12                                         | 30                                        | 37                               | 3                              | .                   | .                    |
| 9%                | 7%                                         | 9%                                        | 9%                               | 7%                             | .                   | .                    |
| 5                 | 2                                          | 4                                         | 6                                | .                              | .                   | .                    |
| 1%                | 1%                                         | 1%                                        | 1%                               | .                              | .                   | .                    |
| 195               | 103                                        | 144                                       | 210                              | 22                             | .                   | .                    |
| 46%               | 61%                                        | 44%                                       | 49%                              | 56%                            | .                   | .                    |
| 43                | 14                                         | 34                                        | 43                               | 3                              | .                   | .                    |
| 10%               | 8%                                         | 10%                                       | 10%                              | 7%                             | .                   | .                    |

---

---

---

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 247         | 253           |
|                   | unw_base | 1002    | 458         | 544           |
| Much stronger     | freq     | 9       | 1           | 7             |
| Much stronger     | prop     | 2%      | 1%          | 3%            |
| Somewhat stronger | freq     | 21      | 14          | 7             |
| Somewhat stronger | prop     | 4%      | 6%          | 3%            |
| About the same    | freq     | 324     | 166         | 158           |
| About the same    | prop     | 65%     | 67%         | 62%           |
| Somewhat weaker   | freq     | 101     | 50          | 52            |
| Somewhat weaker   | prop     | 20%     | 20%         | 20%           |
| Much weaker       | freq     | 45      | 16          | 30            |
| Much weaker       | prop     | 9%      | 6%          | 12%           |
| Top2Box           | freq     | 29      | 15          | 14            |
| Top2Box           | prop     | 6%      | 6%          | 6%            |
| Low2Box           | freq     | 146     | 65          | 81            |
| Low2Box           | prop     | 29%     | 26%         | 32%           |

---

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

---

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 185          | 149       | 166       | 105                  | 214                     | 99                    | 230                    |
| 314          | 366       | 322       | 147                  | 447                     | 281                   | 488                    |
| 8            | 1         | 0         | 5                    | 4                       | .                     | 4                      |
| 4%           | 1%        | %         | 5%                   | 2%                      | .                     | 2%                     |
| 12           | 6         | 3         | 8                    | 7                       | 5                     | 7                      |
| 6%           | 4%        | 2%        | 7%                   | 3%                      | 5%                    | 3%                     |
| 129          | 97        | 99        | 65                   | 141                     | 61                    | 138                    |
| 70%          | 65%       | 59%       | 62%                  | 66%                     | 61%                   | 60%                    |
| 21           | 34        | 46        | 16                   | 45                      | 24                    | 58                     |
| 12%          | 23%       | 28%       | 15%                  | 21%                     | 25%                   | 25%                    |
| 15           | 12        | 18        | 11                   | 18                      | 9                     | 23                     |
| 8%           | 8%        | 11%       | 10%                  | 8%                      | 9%                    | 10%                    |
| 19           | 7         | 3         | 13                   | 10                      | 5                     | 10                     |
| 11%          | 4%        | 2%        | 12%                  | 5%                      | 5%                    | 5%                     |
| 36           | 46        | 64        | 27                   | 63                      | 33                    | 81                     |
| 20%          | 31%       | 39%       | 26%                  | 29%                     | 34%                   | 35%                    |



## France

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 270                        | 133              | 219                 | 147               | 282                           | 218                          | 23                    |
| 514                        | 46               | 368                 | 588               | 633                           | 369                          | 42                    |
| 5                          | 7                | 1                   | 1                 | 4                             | 5                            | 1                     |
| 2%                         | 5%               | %                   | 1%                | 1%                            | 2%                           | 3%                    |
| 14                         | 6                | 8                   | 7                 | 15                            | 6                            | 0                     |
| 5%                         | 4%               | 4%                  | 5%                | 5%                            | 3%                           | 1%                    |
| 186                        | 77               | 145                 | 102               | 179                           | 145                          | 14                    |
| 69%                        | 58%              | 66%                 | 69%               | 64%                           | 66%                          | 64%                   |
| 43                         | 30               | 43                  | 28                | 64                            | 38                           | 3                     |
| 16%                        | 23%              | 20%                 | 19%               | 23%                           | 17%                          | 12%                   |
| 22                         | 13               | 23                  | 9                 | 20                            | 25                           | 4                     |
| 8%                         | 10%              | 11%                 | 6%                | 7%                            | 12%                          | 20%                   |
| 19                         | 13               | 9                   | 8                 | 19                            | 10                           | 1                     |
| 7%                         | 10%              | 4%                  | 6%                | 7%                            | 5%                           | 4%                    |
| 65                         | 43               | 66                  | 37                | 84                            | 63                           | 7                     |
| 24%                        | 33%              | 30%                 | 25%               | 30%                           | 29%                          | 32%                   |

---

weaker than it is now?

---

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 477               | 52                                         | 448                                       | 306                              | 123                            | 169                 | 150                  |
| 960               | 121                                        | 881                                       | 732                              | 171                            | 304                 | 329                  |
| 8                 | 0                                          | 8                                         | 7                                | 1                              | 4                   | 1                    |
| 2%                | %                                          | 2%                                        | 2%                               | 1%                             | 3%                  | 1%                   |
| 21                | 9                                          | 12                                        | 17                               | 2                              | 12                  | 3                    |
| 4%                | 16%                                        | 3%                                        | 6%                               | 2%                             | 7%                  | 2%                   |
| 310               | 27                                         | 297                                       | 189                              | 95                             | 98                  | 108                  |
| 65%               | 51%                                        | 66%                                       | 62%                              | 77%                            | 58%                 | 72%                  |
| 99                | 10                                         | 91                                        | 69                               | 9                              | 42                  | 29                   |
| 21%               | 19%                                        | 20%                                       | 22%                              | 7%                             | 25%                 | 19%                  |
| 41                | 7                                          | 39                                        | 24                               | 17                             | 13                  | 9                    |
| 9%                | 13%                                        | 9%                                        | 8%                               | 13%                            | 8%                  | 6%                   |
| 29                | 9                                          | 21                                        | 24                               | 4                              | 16                  | 4                    |
| 6%                | 17%                                        | 5%                                        | 8%                               | 3%                             | 9%                  | 2%                   |
| 139               | 17                                         | 130                                       | 93                               | 25                             | 55                  | 39                   |
| 29%               | 32%                                        | 29%                                       | 30%                              | 20%                            | 33%                 | 26%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 180                   |
| 369                   |
| 3                     |
| 2%                    |
| 7                     |
| 4%                    |
| 118                   |
| 65%                   |
| 30                    |
| 17%                   |
| 22                    |
| 12%                   |
| 10                    |
| 6%                    |
| 53                    |
| 29%                   |

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 253         | 247           |
|                   | unw_base | 1003    | 493         | 510           |
| Much stronger     | freq     | 9       | 7           | 2             |
| Much stronger     | prop     | 2%      | 3%          | 1%            |
| Somewhat stronger | freq     | 72      | 42          | 30            |
| Somewhat stronger | prop     | 14%     | 17%         | 12%           |
| About the same    | freq     | 317     | 153         | 164           |
| About the same    | prop     | 63%     | 60%         | 67%           |
| Somewhat weaker   | freq     | 87      | 44          | 43            |
| Somewhat weaker   | prop     | 17%     | 17%         | 17%           |
| Much weaker       | freq     | 15      | 7           | 8             |
| Much weaker       | prop     | 3%      | 3%          | 3%            |
| Top2Box           | freq     | 81      | 49          | 32            |
| Top2Box           | prop     | 16%     | 19%         | 13%           |
| Low2Box           | freq     | 102     | 52          | 51            |
| Low2Box           | prop     | 20%     | 20%         | 21%           |

---

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

---

| Age Under<br>35 | Age 35-49 | Age 50-64 | Household<br>Income Low | Household<br>Income<br>Medium | Household<br>Income<br>High | Marital<br>Status<br>Married |
|-----------------|-----------|-----------|-------------------------|-------------------------------|-----------------------------|------------------------------|
| 171             | 160       | 169       | 120                     | 129                           | 191                         | 184                          |
| 251             | 387       | 365       | 222                     | 261                           | 412                         | 411                          |
| 2               | 2         | 6         | 5                       | 1                             | 3                           | 3                            |
| 1%              | 1%        | 3%        | 4%                      | 1%                            | 2%                          | 1%                           |
| 37              | 18        | 17        | 17                      | 17                            | 30                          | 24                           |
| 22%             | 11%       | 10%       | 14%                     | 13%                           | 16%                         | 13%                          |
| 98              | 105       | 114       | 72                      | 82                            | 123                         | 119                          |
| 57%             | 65%       | 67%       | 60%                     | 63%                           | 64%                         | 65%                          |
| 29              | 30        | 28        | 21                      | 28                            | 30                          | 33                           |
| 17%             | 19%       | 16%       | 17%                     | 22%                           | 16%                         | 18%                          |
| 5               | 6         | 4         | 6                       | 1                             | 5                           | 4                            |
| 3%              | 4%        | 3%        | 5%                      | 1%                            | 3%                          | 2%                           |
| 39              | 19        | 23        | 22                      | 18                            | 32                          | 27                           |
| 23%             | 12%       | 14%       | 18%                     | 14%                           | 17%                         | 15%                          |
| 34              | 36        | 32        | 27                      | 30                            | 36                          | 37                           |
| 20%             | 23%       | 19%       | 22%                     | 23%                           | 19%                         | 20%                          |

## Germany

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 316                        | 87               | 286                 | 127               | 341                           | 159                          | 36                    |
| 592                        | 52               | 709                 | 242               | 698                           | 305                          | 81                    |
| 7                          | 4                | 3                   | 1                 | 8                             | 1                            | 1                     |
| 2%                         | 5%               | 1%                  | 1%                | 2%                            | 1%                           | 2%                    |
| 48                         | 16               | 35                  | 21                | 48                            | 24                           | 5                     |
| 15%                        | 19%              | 12%                 | 16%               | 14%                           | 15%                          | 15%                   |
| 197                        | 50               | 184                 | 83                | 212                           | 104                          | 21                    |
| 62%                        | 57%              | 64%                 | 66%               | 62%                           | 65%                          | 59%                   |
| 54                         | 14               | 55                  | 18                | 60                            | 27                           | 7                     |
| 17%                        | 16%              | 19%                 | 14%               | 18%                           | 17%                          | 20%                   |
| 11                         | 3                | 9                   | 3                 | 12                            | 4                            | 2                     |
| 3%                         | 3%               | 3%                  | 3%                | 3%                            | 2%                           | 4%                    |
| 54                         | 21               | 38                  | 22                | 56                            | 25                           | 6                     |
| 17%                        | 24%              | 13%                 | 17%               | 17%                           | 15%                          | 17%                   |
| 65                         | 16               | 65                  | 21                | 72                            | 30                           | 9                     |
| 21%                        | 19%              | 23%                 | 17%               | 21%                           | 19%                          | 24%                   |

weaker than it is now?

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 464               | 85                                         | 415                                       | 332                              | 139                            | 141                 | 176                  |
| 922               | 189                                        | 814                                       | 711                              | 222                            | 289                 | 348                  |
| 8                 | 3                                          | 6                                         | 7                                | 2                              | 4                   | 3                    |
| 2%                | 4%                                         | 1%                                        | 2%                               | 2%                             | 3%                  | 2%                   |
| 67                | 15                                         | 57                                        | 44                               | 25                             | 28                  | 26                   |
| 14%               | 18%                                        | 14%                                       | 13%                              | 18%                            | 20%                 | 15%                  |
| 295               | 46                                         | 271                                       | 215                              | 84                             | 81                  | 111                  |
| 64%               | 54%                                        | 65%                                       | 65%                              | 60%                            | 57%                 | 63%                  |
| 80                | 17                                         | 70                                        | 57                               | 23                             | 22                  | 30                   |
| 17%               | 20%                                        | 17%                                       | 17%                              | 17%                            | 15%                 | 17%                  |
| 14                | 4                                          | 11                                        | 9                                | 4                              | 7                   | 5                    |
| 3%                | 5%                                         | 3%                                        | 3%                               | 3%                             | 5%                  | 3%                   |
| 75                | 18                                         | 63                                        | 51                               | 27                             | 32                  | 29                   |
| 16%               | 21%                                        | 15%                                       | 15%                              | 20%                            | 23%                 | 17%                  |
| 94                | 21                                         | 81                                        | 66                               | 28                             | 28                  | 35                   |
| 20%               | 25%                                        | 20%                                       | 20%                              | 20%                            | 20%                 | 20%                  |

|  |
|--|
|  |
|  |

| Social<br>Media<br>Inactive |
|-----------------------------|
| 183                         |
| 366                         |
| 2                           |
| 1%                          |
| 18                          |
| 10%                         |
| 124                         |
| 68%                         |
| 35                          |
| 19%                         |
| 3                           |
| 2%                          |
| 20                          |
| 11%                         |
| 38                          |
| 21%                         |



| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 249         | 251           |
|                   | unw_base | 1001    | 507         | 494           |
| Much stronger     | freq     | 8       | 6           | 2             |
| Much stronger     | prop     | 2%      | 2%          | 1%            |
| Somewhat stronger | freq     | 67      | 31          | 37            |
| Somewhat stronger | prop     | 13%     | 12%         | 15%           |
| About the same    | freq     | 354     | 170         | 185           |
| About the same    | prop     | 71%     | 68%         | 74%           |
| Somewhat weaker   | freq     | 53      | 31          | 23            |
| Somewhat weaker   | prop     | 11%     | 12%         | 9%            |
| Much weaker       | freq     | 18      | 12          | 5             |
| Much weaker       | prop     | 4%      | 5%          | 2%            |
| Top2Box           | freq     | 75      | 37          | 38            |
| Top2Box           | prop     | 15%     | 15%         | 15%           |
| Low2Box           | freq     | 71      | 43          | 28            |
| Low2Box           | prop     | 14%     | 17%         | 11%           |

---

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

---

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 196          | 154       | 150       | 67                   | 262                     | 135                   | 226                    |
| 302          | 353       | 346       | 133                  | 526                     | 269                   | 491                    |
| 3            | 3         | 2         | 0                    | 1                       | 6                     | 5                      |
| 2%           | 2%        | 1%        | 1%                   | %                       | 4%                    | 2%                     |
| 36           | 16        | 15        | 3                    | 37                      | 23                    | 27                     |
| 18%          | 10%       | 10%       | 5%                   | 14%                     | 17%                   | 12%                    |
| 135          | 112       | 107       | 53                   | 184                     | 90                    | 160                    |
| 69%          | 73%       | 72%       | 80%                  | 70%                     | 67%                   | 71%                    |
| 17           | 17        | 19        | 6                    | 31                      | 12                    | 27                     |
| 9%           | 11%       | 13%       | 9%                   | 12%                     | 9%                    | 12%                    |
| 5            | 6         | 6         | 4                    | 8                       | 4                     | 6                      |
| 3%           | 4%        | 4%        | 5%                   | 3%                      | 3%                    | 3%                     |
| 39           | 19        | 17        | 3                    | 38                      | 29                    | 33                     |
| 20%          | 12%       | 11%       | 5%                   | 15%                     | 21%                   | 14%                    |
| 22           | 23        | 26        | 10                   | 40                      | 16                    | 33                     |
| 11%          | 15%       | 17%       | 15%                  | 15%                     | 12%                   | 15%                    |

## Great Britain

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 274                        | 146              | 114                 | 240               | 297                           | 203                          | 43                    |
| 510                        | 294              | 217                 | 490               | 622                           | 379                          | 92                    |
| 2                          | 3                | .                   | 5                 | 7                             | 0                            | 3                     |
| 1%                         | 2%               | .                   | 2%                | 3%                            | %                            | 8%                    |
| 40                         | 11               | 17                  | 39                | 39                            | 28                           | 9                     |
| 15%                        | 7%               | 15%                 | 16%               | 13%                           | 14%                          | 22%                   |
| 194                        | 106              | 83                  | 165               | 208                           | 146                          | 26                    |
| 71%                        | 72%              | 73%                 | 69%               | 70%                           | 72%                          | 61%                   |
| 26                         | 17               | 11                  | 25                | 31                            | 22                           | 3                     |
| 10%                        | 12%              | 9%                  | 10%               | 11%                           | 11%                          | 6%                    |
| 12                         | 9                | 2                   | 6                 | 12                            | 6                            | 1                     |
| 4%                         | 6%               | 2%                  | 3%                | 4%                            | 3%                           | 3%                    |
| 42                         | 14               | 17                  | 44                | 46                            | 28                           | 13                    |
| 15%                        | 9%               | 15%                 | 18%               | 16%                           | 14%                          | 30%                   |
| 38                         | 27               | 13                  | 31                | 43                            | 28                           | 4                     |
| 14%                        | 18%              | 11%                 | 13%               | 15%                           | 14%                          | 9%                    |

weaker than it is now?

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 457               | 62                                         | 438                                       | 341                              | 123                            | 196                 | 126                  |
| 909               | 133                                        | 868                                       | 689                              | 229                            | 380                 | 257                  |
| 4                 | 5                                          | 3                                         | 7                                | 0                              | 4                   | 1                    |
| 1%                | 7%                                         | 1%                                        | 2%                               | %                              | 2%                  | 1%                   |
| 58                | 12                                         | 55                                        | 51                               | 13                             | 34                  | 17                   |
| 13%               | 19%                                        | 13%                                       | 15%                              | 10%                            | 17%                 | 14%                  |
| 328               | 37                                         | 317                                       | 237                              | 91                             | 124                 | 94                   |
| 72%               | 59%                                        | 72%                                       | 69%                              | 74%                            | 63%                 | 74%                  |
| 50                | 6                                          | 47                                        | 35                               | 13                             | 26                  | 9                    |
| 11%               | 10%                                        | 11%                                       | 10%                              | 10%                            | 13%                 | 7%                   |
| 16                | 2                                          | 15                                        | 11                               | 6                              | 8                   | 5                    |
| 4%                | 3%                                         | 4%                                        | 3%                               | 5%                             | 4%                  | 4%                   |
| 62                | 17                                         | 58                                        | 58                               | 13                             | 38                  | 19                   |
| 14%               | 27%                                        | 13%                                       | 17%                              | 11%                            | 19%                 | 15%                  |
| 67                | 9                                          | 62                                        | 46                               | 19                             | 34                  | 14                   |
| 15%               | 14%                                        | 14%                                       | 14%                              | 15%                            | 17%                 | 11%                  |

|  |
|--|
|  |
|  |

| Social<br>Media<br>Inactive |
|-----------------------------|
| 178                         |
| 364                         |
| 3                           |
| 2%                          |
| 16                          |
| 9%                          |
| 136                         |
| 76%                         |
| 18                          |
| 10%                         |
| 5                           |
| 3%                          |
| 19                          |
| 10%                         |
| 24                          |
| 13%                         |

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 247         | 253           |
|                   | unw_base | 500     | 258         | 242           |
| Much stronger     | freq     | 4       | 2           | 2             |
| Much stronger     | prop     | 1%      | 1%          | 1%            |
| Somewhat stronger | freq     | 55      | 27          | 28            |
| Somewhat stronger | prop     | 11%     | 11%         | 11%           |
| About the same    | freq     | 312     | 150         | 162           |
| About the same    | prop     | 62%     | 61%         | 64%           |
| Somewhat weaker   | freq     | 96      | 54          | 42            |
| Somewhat weaker   | prop     | 19%     | 22%         | 17%           |
| Much weaker       | freq     | 33      | 14          | 19            |
| Much weaker       | prop     | 7%      | 6%          | 7%            |
| Top2Box           | freq     | 59      | 29          | 30            |
| Top2Box           | prop     | 12%     | 12%         | 12%           |
| Low2Box           | freq     | 129     | 68          | 61            |
| Low2Box           | prop     | 26%     | 28%         | 24%           |

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

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 182          | 168       | 150       | 139                  | 285                     | 20                    | 191                    |
| 219          | 141       | 140       | 141                  | 275                     | 24                    | 180                    |
| 3            | 1         | .         | 1                    | 3                       | .                     | .                      |
| 2%           | 1%        | .         | %                    | 1%                      | .                     | .                      |
| 18           | 23        | 14        | 15                   | 32                      | 3                     | 20                     |
| 10%          | 14%       | 9%        | 11%                  | 11%                     | 13%                   | 10%                    |
| 122          | 98        | 92        | 89                   | 176                     | 12                    | 123                    |
| 67%          | 58%       | 61%       | 64%                  | 62%                     | 60%                   | 64%                    |
| 29           | 29        | 38        | 24                   | 57                      | 6                     | 40                     |
| 16%          | 17%       | 25%       | 17%                  | 20%                     | 27%                   | 21%                    |
| 10           | 17        | 6         | 11                   | 17                      | .                     | 8                      |
| 5%           | 10%       | 4%        | 8%                   | 6%                      | .                     | 4%                     |
| 21           | 24        | 14        | 16                   | 35                      | 3                     | 20                     |
| 11%          | 14%       | 9%        | 11%                  | 12%                     | 13%                   | 10%                    |
| 39           | 46        | 44        | 34                   | 74                      | 6                     | 48                     |
| 22%          | 27%       | 30%       | 25%                  | 26%                     | 27%                   | 25%                    |

## Hungary

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 309                        | 107              | 294                 | 99                | 281                           | 219                          | 41                    |
| 320                        | 160              | 222                 | 118               | 271                           | 229                          | 39                    |
| 4                          | 2                | 1                   | 1                 | 3                             | 1                            | .                     |
| 1%                         | 2%               | %                   | 1%                | 1%                            | 1%                           | .                     |
| 35                         | 11               | 33                  | 11                | 31                            | 24                           | 8                     |
| 11%                        | 10%              | 11%                 | 11%               | 11%                           | 11%                          | 20%                   |
| 189                        | 70               | 176                 | 66                | 160                           | 152                          | 23                    |
| 61%                        | 65%              | 60%                 | 67%               | 57%                           | 69%                          | 57%                   |
| 56                         | 17               | 62                  | 18                | 63                            | 33                           | 8                     |
| 18%                        | 16%              | 21%                 | 18%               | 23%                           | 15%                          | 20%                   |
| 25                         | 7                | 23                  | 3                 | 24                            | 9                            | 1                     |
| 8%                         | 6%               | 8%                  | 3%                | 8%                            | 4%                           | 3%                    |
| 39                         | 13               | 34                  | 12                | 34                            | 25                           | 8                     |
| 13%                        | 12%              | 11%                 | 12%               | 12%                           | 12%                          | 20%                   |
| 81                         | 24               | 84                  | 21                | 87                            | 42                           | 9                     |
| 26%                        | 22%              | 29%                 | 21%               | 31%                           | 19%                          | 23%                   |



weaker than it is now?

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 459               | 54                                         | 446                                       | 315                              | 119                            | 186                 | 238                  |
| 461               | 55                                         | 445                                       | 302                              | 135                            | 185                 | 232                  |
| 4                 | 1                                          | 3                                         | 3                                | 1                              | 3                   | .                    |
| 1%                | 2%                                         | 1%                                        | 1%                               | 1%                             | 2%                  | .                    |
| 47                | 11                                         | 44                                        | 36                               | 15                             | 26                  | 18                   |
| 10%               | 21%                                        | 10%                                       | 11%                              | 13%                            | 14%                 | 8%                   |
| 289               | 29                                         | 283                                       | 196                              | 76                             | 104                 | 160                  |
| 63%               | 53%                                        | 63%                                       | 62%                              | 63%                            | 56%                 | 67%                  |
| 88                | 11                                         | 85                                        | 57                               | 22                             | 39                  | 49                   |
| 19%               | 20%                                        | 19%                                       | 18%                              | 19%                            | 21%                 | 20%                  |
| 32                | 2                                          | 31                                        | 23                               | 5                              | 14                  | 12                   |
| 7%                | 4%                                         | 7%                                        | 7%                               | 4%                             | 8%                  | 5%                   |
| 51                | 12                                         | 47                                        | 39                               | 17                             | 29                  | 18                   |
| 11%               | 23%                                        | 10%                                       | 12%                              | 14%                            | 15%                 | 8%                   |
| 120               | 13                                         | 116                                       | 81                               | 27                             | 53                  | 60                   |
| 26%               | 24%                                        | 26%                                       | 26%                              | 23%                            | 28%                 | 25%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 76                    |
| 83                    |
| 1                     |
| 2%                    |
| 11                    |
| 15%                   |
| 47                    |
| 62%                   |
| 9                     |
| 12%                   |
| 7                     |
| 10%                   |
| 12                    |
| 16%                   |
| 17                    |
| 22%                   |

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 256         | 244           |
|                   | unw_base | 501     | 257         | 244           |
| Much stronger     | freq     | 58      | 23          | 35            |
| Much stronger     | prop     | 12%     | 9%          | 15%           |
| Somewhat stronger | freq     | 224     | 133         | 90            |
| Somewhat stronger | prop     | 45%     | 52%         | 37%           |
| About the same    | freq     | 185     | 84          | 100           |
| About the same    | prop     | 37%     | 33%         | 41%           |
| Somewhat weaker   | freq     | 28      | 14          | 14            |
| Somewhat weaker   | prop     | 6%      | 5%          | 6%            |
| Much weaker       | freq     | 5       | 2           | 3             |
| Much weaker       | prop     | 1%      | 1%          | 1%            |
| Top2Box           | freq     | 282     | 156         | 126           |
| Top2Box           | prop     | 56%     | 61%         | 52%           |
| Low2Box           | freq     | 34      | 16          | 18            |
| Low2Box           | prop     | 7%      | 6%          | 7%            |

---

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

---

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 267          | 163       | 70        | 72                   | 87                      | 341                   | 306                    |
| 255          | 175       | 71        | 69                   | 87                      | 345                   | 324                    |
| 36           | 17        | 5         | 6                    | 12                      | 40                    | 45                     |
| 14%          | 10%       | 7%        | 9%                   | 13%                     | 12%                   | 15%                    |
| 119          | 77        | 29        | 34                   | 36                      | 154                   | 139                    |
| 44%          | 47%       | 41%       | 47%                  | 41%                     | 45%                   | 45%                    |
| 94           | 59        | 31        | 24                   | 32                      | 128                   | 100                    |
| 35%          | 36%       | 45%       | 34%                  | 37%                     | 38%                   | 33%                    |
| 16           | 7         | 5         | 6                    | 6                       | 16                    | 18                     |
| 6%           | 5%        | 7%        | 9%                   | 7%                      | 5%                    | 6%                     |
| 3            | 3         | .         | 1                    | 1                       | 3                     | 3                      |
| 1%           | 2%        | .         | 2%                   | 1%                      | 1%                    | 1%                     |
| 155          | 93        | 33        | 40                   | 47                      | 194                   | 184                    |
| 58%          | 57%       | 48%       | 56%                  | 55%                     | 57%                   | 60%                    |
| 18           | 10        | 5         | 8                    | 7                       | 19                    | 22                     |
| 7%           | 6%        | 7%        | 11%                  | 8%                      | 6%                    | 7%                     |

## India

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 194                        | .                | 65                  | 435               | 289                           | 211                          | 156                   |
| 177                        | .                | 59                  | 442               | 298                           | 203                          | 158                   |
| 13                         | .                | 5                   | 53                | 46                            | 12                           | 37                    |
| 7%                         | .                | 8%                  | 12%               | 16%                           | 6%                           | 24%                   |
| 85                         | .                | 31                  | 193               | 130                           | 94                           | 58                    |
| 44%                        | .                | 48%                 | 44%               | 45%                           | 45%                          | 37%                   |
| 84                         | .                | 20                  | 165               | 96                            | 89                           | 50                    |
| 43%                        | .                | 30%                 | 38%               | 33%                           | 42%                          | 32%                   |
| 10                         | .                | 8                   | 21                | 14                            | 14                           | 10                    |
| 5%                         | .                | 12%                 | 5%                | 5%                            | 7%                           | 6%                    |
| 2                          | .                | 1                   | 4                 | 3                             | 2                            | 1                     |
| 1%                         | .                | 2%                  | 1%                | 1%                            | 1%                           | 1%                    |
| 98                         | .                | 36                  | 246               | 175                           | 107                          | 95                    |
| 50%                        | .                | 56%                 | 56%               | 61%                           | 50%                          | 61%                   |
| 12                         | .                | 9                   | 25                | 17                            | 16                           | 11                    |
| 6%                         | .                | 14%                 | 6%                | 6%                            | 8%                           | 7%                    |

weaker than it is now?

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 344               | 284                                        | 216                                       | 406                              | 78                             | 411                 | 61                   |
| 343               | 288                                        | 213                                       | 415                              | 69                             | 412                 | 60                   |
| 21                | 48                                         | 10                                        | 56                               | 3                              | 53                  | 3                    |
| 6%                | 17%                                        | 5%                                        | 14%                              | 3%                             | 13%                 | 4%                   |
| 166               | 130                                        | 94                                        | 182                              | 34                             | 191                 | 26                   |
| 48%               | 46%                                        | 43%                                       | 45%                              | 43%                            | 47%                 | 43%                  |
| 135               | 87                                         | 98                                        | 142                              | 34                             | 139                 | 31                   |
| 39%               | 31%                                        | 45%                                       | 35%                              | 44%                            | 34%                 | 50%                  |
| 18                | 14                                         | 14                                        | 23                               | 5                              | 21                  | 2                    |
| 5%                | 5%                                         | 6%                                        | 6%                               | 7%                             | 5%                  | 3%                   |
| 4                 | 4                                          | 1                                         | 3                                | 2                              | 5                   | .                    |
| 1%                | 2%                                         | %                                         | 1%                               | 3%                             | 1%                  | .                    |
| 187               | 178                                        | 104                                       | 238                              | 36                             | 245                 | 29                   |
| 54%               | 63%                                        | 48%                                       | 59%                              | 47%                            | 60%                 | 47%                  |
| 23                | 19                                         | 15                                        | 26                               | 7                              | 26                  | 2                    |
| 7%                | 7%                                         | 7%                                        | 6%                               | 10%                            | 6%                  | 3%                   |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 28                    |
| 29                    |
| 2                     |
| 7%                    |
| 6                     |
| 22%                   |
| 15                    |
| 52%                   |
| 5                     |
| 19%                   |
| .                     |
| .                     |
| 8                     |
| 29%                   |
| 5                     |
| 19%                   |

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 245         | 255           |
|                   | unw_base | 502     | 244         | 258           |
| Much stronger     | freq     | 6       | 5           | 1             |
| Much stronger     | prop     | 1%      | 2%          | %             |
| Somewhat stronger | freq     | 47      | 24          | 23            |
| Somewhat stronger | prop     | 9%      | 10%         | 9%            |
| About the same    | freq     | 378     | 177         | 201           |
| About the same    | prop     | 76%     | 72%         | 79%           |
| Somewhat weaker   | freq     | 66      | 38          | 28            |
| Somewhat weaker   | prop     | 13%     | 16%         | 11%           |
| Much weaker       | freq     | 3       | 1           | 2             |
| Much weaker       | prop     | 1%      | 1%          | 1%            |
| Top2Box           | freq     | 53      | 29          | 24            |
| Top2Box           | prop     | 11%     | 12%         | 9%            |
| Low2Box           | freq     | 69      | 40          | 29            |
| Low2Box           | prop     | 14%     | 16%         | 12%           |



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

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 225          | 154       | 121       | .                    | .                       | .                     | 313                    |
| 221          | 172       | 109       | .                    | .                       | .                     | 310                    |
| 5            | .         | 1         | .                    | .                       | .                     | 6                      |
| 2%           | .         | 1%        | .                    | .                       | .                     | 2%                     |
| 33           | 7         | 8         | .                    | .                       | .                     | 22                     |
| 14%          | 4%        | 6%        | .                    | .                       | .                     | 7%                     |
| 160          | 126       | 92        | .                    | .                       | .                     | 239                    |
| 71%          | 82%       | 76%       | .                    | .                       | .                     | 77%                    |
| 27           | 18        | 21        | .                    | .                       | .                     | 44                     |
| 12%          | 12%       | 17%       | .                    | .                       | .                     | 14%                    |
| 0            | 2         | 0         | .                    | .                       | .                     | 2                      |
| %            | 2%        | %         | .                    | .                       | .                     | 1%                     |
| 38           | 7         | 9         | .                    | .                       | .                     | 27                     |
| 17%          | 4%        | 7%        | .                    | .                       | .                     | 9%                     |
| 27           | 21        | 21        | .                    | .                       | .                     | 46                     |
| 12%          | 14%       | 17%       | .                    | .                       | .                     | 15%                    |

---

**Israel**

---

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

---

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 187                        | 136              | 124                 | 240               | 207                           | 293                          | 56                    |
| 192                        | 147              | 113                 | 242               | 200                           | 302                          | 59                    |
| 0                          | 4                | 0                   | 2                 | 3                             | 3                            | 5                     |
| %                          | 3%               | %                   | 1%                | 2%                            | 1%                           | 9%                    |
| 25                         | 23               | 9                   | 16                | 10                            | 37                           | 4                     |
| 14%                        | 17%              | 7%                  | 7%                | 5%                            | 13%                          | 7%                    |
| 139                        | 91               | 98                  | 189               | 151                           | 227                          | 41                    |
| 74%                        | 67%              | 79%                 | 79%               | 73%                           | 78%                          | 72%                   |
| 21                         | 16               | 16                  | 34                | 41                            | 25                           | 6                     |
| 11%                        | 12%              | 13%                 | 14%               | 20%                           | 9%                           | 11%                   |
| 2                          | 2                | 0                   | 1                 | 2                             | 1                            | 0                     |
| 1%                         | 2%               | %                   | %                 | 1%                            | %                            | %                     |
| 26                         | 26               | 9                   | 17                | 14                            | 39                           | 9                     |
| 14%                        | 20%              | 7%                  | 7%                | 7%                            | 13%                          | 16%                   |
| 23                         | 18               | 17                  | 34                | 43                            | 26                           | 6                     |
| 12%                        | 13%              | 13%                 | 14%               | 21%                           | 9%                           | 11%                   |

weaker than it is now?

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 444               | 117                                        | 383                                       | 375                              | 103                            | .                   | .                    |
| 443               | 116                                        | 386                                       | 372                              | 103                            | .                   | .                    |
| 1                 | 4                                          | 2                                         | 4                                | 2                              | .                   | .                    |
| %                 | 3%                                         | 1%                                        | 1%                               | 2%                             | .                   | .                    |
| 43                | 12                                         | 35                                        | 31                               | 11                             | .                   | .                    |
| 10%               | 11%                                        | 9%                                        | 8%                               | 10%                            | .                   | .                    |
| 337               | 82                                         | 296                                       | 286                              | 77                             | .                   | .                    |
| 76%               | 70%                                        | 77%                                       | 76%                              | 75%                            | .                   | .                    |
| 60                | 18                                         | 47                                        | 51                               | 12                             | .                   | .                    |
| 13%               | 16%                                        | 12%                                       | 14%                              | 12%                            | .                   | .                    |
| 3                 | 0                                          | 3                                         | 2                                | 1                              | .                   | .                    |
| 1%                | %                                          | 1%                                        | 1%                               | 1%                             | .                   | .                    |
| 44                | 16                                         | 37                                        | 36                               | 12                             | .                   | .                    |
| 10%               | 14%                                        | 10%                                       | 10%                              | 12%                            | .                   | .                    |
| 63                | 19                                         | 50                                        | 53                               | 13                             | .                   | .                    |
| 14%               | 16%                                        | 13%                                       | 14%                              | 13%                            | .                   | .                    |

---

---

---

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 248         | 252           |
|                   | unw_base | 1003    | 503         | 500           |
| Much stronger     | freq     | 4       | 3           | 1             |
| Much stronger     | prop     | 1%      | 1%          | %             |
| Somewhat stronger | freq     | 68      | 36          | 32            |
| Somewhat stronger | prop     | 14%     | 15%         | 13%           |
| About the same    | freq     | 308     | 157         | 151           |
| About the same    | prop     | 62%     | 63%         | 60%           |
| Somewhat weaker   | freq     | 62      | 28          | 34            |
| Somewhat weaker   | prop     | 12%     | 11%         | 14%           |
| Much weaker       | freq     | 57      | 24          | 33            |
| Much weaker       | prop     | 11%     | 10%         | 13%           |
| Top2Box           | freq     | 72      | 39          | 33            |
| Top2Box           | prop     | 14%     | 16%         | 13%           |
| Low2Box           | freq     | 119     | 52          | 68            |
| Low2Box           | prop     | 24%     | 21%         | 27%           |

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

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 161          | 179       | 160       | 102                  | 198                     | 127                   | 246                    |
| 316          | 368       | 319       | 176                  | 398                     | 287                   | 495                    |
| 0            | 2         | 2         | .                    | 3                       | 0                     | 4                      |
| %            | 1%        | 1%        | .                    | 1%                      | %                     | 1%                     |
| 26           | 26        | 17        | 10                   | 27                      | 23                    | 36                     |
| 16%          | 14%       | 11%       | 9%                   | 14%                     | 18%                   | 15%                    |
| 100          | 108       | 100       | 54                   | 125                     | 87                    | 154                    |
| 62%          | 60%       | 62%       | 53%                  | 63%                     | 68%                   | 63%                    |
| 19           | 22        | 21        | 17                   | 23                      | 13                    | 21                     |
| 12%          | 12%       | 13%       | 17%                  | 12%                     | 10%                   | 9%                     |
| 16           | 21        | 20        | 22                   | 21                      | 4                     | 31                     |
| 10%          | 12%       | 13%       | 21%                  | 10%                     | 3%                    | 13%                    |
| 26           | 28        | 18        | 10                   | 30                      | 23                    | 40                     |
| 16%          | 15%       | 12%       | 9%                   | 15%                     | 18%                   | 16%                    |
| 35           | 43        | 42        | 39                   | 44                      | 17                    | 52                     |
| 21%          | 24%       | 26%       | 38%                  | 22%                     | 13%                   | 21%                    |

## Italy

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 254                        | 213              | 214                 | 73                | 228                           | 272                          | 43                    |
| 508                        | 241              | 573                 | 189               | 469                           | 534                          | 95                    |
| 0                          | 1                | 3                   | .                 | 3                             | 1                            | 1                     |
| %                          | %                | 1%                  | .                 | 1%                            | %                            | 2%                    |
| 32                         | 25               | 29                  | 15                | 31                            | 37                           | 10                    |
| 13%                        | 12%              | 13%                 | 20%               | 14%                           | 14%                          | 23%                   |
| 154                        | 128              | 136                 | 44                | 144                           | 164                          | 27                    |
| 61%                        | 60%              | 64%                 | 61%               | 63%                           | 60%                          | 62%                   |
| 41                         | 26               | 27                  | 9                 | 32                            | 30                           | 2                     |
| 16%                        | 12%              | 13%                 | 12%               | 14%                           | 11%                          | 6%                    |
| 26                         | 33               | 19                  | 5                 | 19                            | 39                           | 3                     |
| 10%                        | 16%              | 9%                  | 7%                | 8%                            | 14%                          | 7%                    |
| 33                         | 26               | 31                  | 15                | 34                            | 39                           | 11                    |
| 13%                        | 12%              | 15%                 | 20%               | 15%                           | 14%                          | 25%                   |
| 67                         | 59               | 47                  | 14                | 51                            | 69                           | 5                     |
| 27%                        | 28%              | 22%                 | 19%               | 22%                           | 25%                          | 12%                   |

weaker than it is now?

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 457               | 69                                         | 431                                       | 285                              | 179                            | 280                 | 122                  |
| 908               | 162                                        | 841                                       | 611                              | 328                            | 568                 | 246                  |
| 3                 | 2                                          | 2                                         | 2                                | 0                              | 3                   | .                    |
| 1%                | 3%                                         | %                                         | 1%                               | %                              | 1%                  | .                    |
| 58                | 13                                         | 55                                        | 44                               | 20                             | 41                  | 19                   |
| 13%               | 19%                                        | 13%                                       | 16%                              | 11%                            | 15%                 | 15%                  |
| 282               | 44                                         | 264                                       | 173                              | 109                            | 168                 | 78                   |
| 62%               | 64%                                        | 61%                                       | 61%                              | 61%                            | 60%                 | 64%                  |
| 60                | 5                                          | 57                                        | 39                               | 22                             | 36                  | 15                   |
| 13%               | 8%                                         | 13%                                       | 14%                              | 12%                            | 13%                 | 12%                  |
| 55                | 4                                          | 53                                        | 26                               | 27                             | 31                  | 10                   |
| 12%               | 6%                                         | 12%                                       | 9%                               | 15%                            | 11%                 | 8%                   |
| 61                | 15                                         | 57                                        | 47                               | 20                             | 45                  | 19                   |
| 13%               | 22%                                        | 13%                                       | 16%                              | 11%                            | 16%                 | 15%                  |
| 114               | 10                                         | 110                                       | 65                               | 49                             | 67                  | 25                   |
| 25%               | 14%                                        | 26%                                       | 23%                              | 27%                            | 24%                 | 21%                  |



|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 98                    |
| 189                   |
| 0                     |
| %                     |
| 8                     |
| 8%                    |
| 62                    |
| 64%                   |
| 11                    |
| 11%                   |
| 16                    |
| 17%                   |
| 8                     |
| 8%                    |
| 27                    |
| 28%                   |

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 251         | 249           |
|                   | unw_base | 1005    | 588         | 417           |
| Much stronger     | freq     | 3       | 0           | 3             |
| Much stronger     | prop     | 1%      | %           | 1%            |
| Somewhat stronger | freq     | 61      | 39          | 22            |
| Somewhat stronger | prop     | 12%     | 16%         | 9%            |
| About the same    | freq     | 268     | 131         | 137           |
| About the same    | prop     | 54%     | 52%         | 55%           |
| Somewhat weaker   | freq     | 118     | 55          | 63            |
| Somewhat weaker   | prop     | 24%     | 22%         | 25%           |
| Much weaker       | freq     | 50      | 25          | 24            |
| Much weaker       | prop     | 10%     | 10%         | 10%           |
| Top2Box           | freq     | 64      | 40          | 25            |
| Top2Box           | prop     | 13%     | 16%         | 10%           |
| Low2Box           | freq     | 167     | 80          | 87            |
| Low2Box           | prop     | 33%     | 32%         | 35%           |

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

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 169          | 170       | 162       | 305                  | 170                     | 25                    | 252                    |
| 227          | 323       | 455       | 544                  | 389                     | 72                    | 579                    |
| 1            | 1         | 1         | 2                    | 0                       | 1                     | 2                      |
| %            | 1%        | 1%        | 1%                   | %                       | 3%                    | 1%                     |
| 20           | 22        | 20        | 29                   | 26                      | 6                     | 31                     |
| 12%          | 13%       | 12%       | 9%                   | 15%                     | 25%                   | 12%                    |
| 101          | 85        | 82        | 162                  | 95                      | 11                    | 137                    |
| 60%          | 50%       | 51%       | 53%                  | 56%                     | 45%                   | 54%                    |
| 32           | 44        | 42        | 77                   | 36                      | 4                     | 63                     |
| 19%          | 26%       | 26%       | 25%                  | 21%                     | 17%                   | 25%                    |
| 15           | 18        | 16        | 35                   | 12                      | 2                     | 20                     |
| 9%           | 11%       | 10%       | 12%                  | 7%                      | 9%                    | 8%                     |
| 20           | 23        | 21        | 31                   | 27                      | 7                     | 33                     |
| 12%          | 14%       | 13%       | 10%                  | 16%                     | 28%                   | 13%                    |
| 47           | 62        | 58        | 112                  | 48                      | 7                     | 82                     |
| 28%          | 36%       | 36%       | 37%                  | 29%                     | 27%                   | 33%                    |

## Japan

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 248                        | 267              | 101                 | 132               | 248                           | 252                          | 35                    |
| 426                        | 296              | 194                 | 515               | 594                           | 411                          | 89                    |
| 1                          | 1                | 1                   | 0                 | 1                             | 2                            | 1                     |
| %                          | 1%               | 1%                  | %                 | %                             | 1%                           | 3%                    |
| 31                         | 27               | 11                  | 23                | 38                            | 24                           | 7                     |
| 12%                        | 10%              | 11%                 | 18%               | 15%                           | 9%                           | 21%                   |
| 131                        | 143              | 54                  | 71                | 123                           | 145                          | 13                    |
| 53%                        | 54%              | 53%                 | 54%               | 50%                           | 58%                          | 37%                   |
| 55                         | 64               | 26                  | 29                | 61                            | 57                           | 9                     |
| 22%                        | 24%              | 26%                 | 22%               | 25%                           | 23%                          | 26%                   |
| 30                         | 32               | 9                   | 8                 | 25                            | 24                           | 5                     |
| 12%                        | 12%              | 9%                  | 6%                | 10%                           | 10%                          | 15%                   |
| 32                         | 29               | 12                  | 24                | 39                            | 25                           | 8                     |
| 13%                        | 11%              | 12%                 | 18%               | 16%                           | 10%                          | 23%                   |
| 85                         | 96               | 35                  | 37                | 86                            | 81                           | 14                    |
| 34%                        | 36%              | 35%                 | 28%               | 35%                           | 32%                          | 40%                   |

weaker than it is now?

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 465               | 55                                         | 445                                       | 338                              | 126                            | 48                  | 140                  |
| 916               | 152                                        | 853                                       | 723                              | 213                            | 102                 | 286                  |
| 2                 | 1                                          | 2                                         | 1                                | 2                              | 2                   | .                    |
| %                 | 2%                                         | %                                         | %                                | 1%                             | 3%                  | .                    |
| 54                | 12                                         | 49                                        | 44                               | 12                             | 10                  | 22                   |
| 12%               | 22%                                        | 11%                                       | 13%                              | 10%                            | 21%                 | 16%                  |
| 255               | 21                                         | 248                                       | 179                              | 73                             | 22                  | 80                   |
| 55%               | 37%                                        | 56%                                       | 53%                              | 58%                            | 46%                 | 57%                  |
| 109               | 16                                         | 102                                       | 78                               | 29                             | 12                  | 28                   |
| 23%               | 29%                                        | 23%                                       | 23%                              | 23%                            | 25%                 | 20%                  |
| 44                | 6                                          | 44                                        | 36                               | 10                             | 2                   | 10                   |
| 10%               | 10%                                        | 10%                                       | 11%                              | 8%                             | 5%                  | 7%                   |
| 56                | 13                                         | 51                                        | 45                               | 14                             | 12                  | 22                   |
| 12%               | 24%                                        | 11%                                       | 13%                              | 11%                            | 25%                 | 16%                  |
| 153               | 21                                         | 146                                       | 114                              | 39                             | 14                  | 38                   |
| 33%               | 39%                                        | 33%                                       | 34%                              | 31%                            | 30%                 | 27%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 311                   |
| 617                   |
| 1                     |
| %                     |
| 29                    |
| 9%                    |
| 166                   |
| 53%                   |
| 78                    |
| 25%                   |
| 37                    |
| 12%                   |
| 30                    |
| 10%                   |
| 115                   |
| 37%                   |

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 239         | 261           |
|                   | unw_base | 507     | 284         | 223           |
| Much stronger     | freq     | 24      | 16          | 9             |
| Much stronger     | prop     | 5%      | 7%          | 3%            |
| Somewhat stronger | freq     | 97      | 50          | 46            |
| Somewhat stronger | prop     | 19%     | 21%         | 18%           |
| About the same    | freq     | 244     | 120         | 124           |
| About the same    | prop     | 49%     | 50%         | 48%           |
| Somewhat weaker   | freq     | 111     | 43          | 69            |
| Somewhat weaker   | prop     | 22%     | 18%         | 26%           |
| Much weaker       | freq     | 24      | 11          | 12            |
| Much weaker       | prop     | 5%      | 5%          | 5%            |
| Top2Box           | freq     | 121     | 66          | 55            |
| Top2Box           | prop     | 24%     | 28%         | 21%           |
| Low2Box           | freq     | 135     | 54          | 81            |
| Low2Box           | prop     | 27%     | 23%         | 31%           |

---

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

---

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 260          | 150       | 90        | 174                  | 189                     | 64                    | 178                    |
| 280          | 143       | 84        | 149                  | 189                     | 114                   | 179                    |
| 20           | 2         | 2         | 4                    | 9                       | 4                     | 5                      |
| 8%           | 2%        | 2%        | 2%                   | 5%                      | 7%                    | 3%                     |
| 52           | 15        | 30        | 16                   | 47                      | 15                    | 16                     |
| 20%          | 10%       | 33%       | 9%                   | 25%                     | 23%                   | 9%                     |
| 129          | 89        | 25        | 103                  | 73                      | 35                    | 114                    |
| 50%          | 60%       | 28%       | 59%                  | 39%                     | 54%                   | 64%                    |
| 47           | 36        | 28        | 45                   | 50                      | 6                     | 35                     |
| 18%          | 24%       | 31%       | 26%                  | 27%                     | 10%                   | 19%                    |
| 12           | 7         | 5         | 6                    | 10                      | 4                     | 8                      |
| 4%           | 5%        | 6%        | 3%                   | 5%                      | 6%                    | 5%                     |
| 72           | 17        | 32        | 19                   | 56                      | 19                    | 21                     |
| 28%          | 12%       | 35%       | 11%                  | 29%                     | 30%                   | 12%                    |
| 59           | 43        | 34        | 51                   | 60                      | 10                    | 43                     |
| 23%          | 29%       | 37%       | 29%                  | 32%                     | 16%                   | 24%                    |



## Mexico

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 322                        | 220              | 161                 | 119               | 258                           | 242                          | 111                   |
| 328                        | 22               | 266                 | 219               | 277                           | 230                          | 133                   |
| 20                         | 7                | 12                  | 6                 | 10                            | 15                           | 6                     |
| 6%                         | 3%               | 7%                  | 5%                | 4%                            | 6%                           | 6%                    |
| 80                         | 37               | 32                  | 28                | 59                            | 37                           | 17                    |
| 25%                        | 17%              | 20%                 | 23%               | 23%                           | 15%                          | 16%                   |
| 130                        | 99               | 85                  | 60                | 91                            | 153                          | 60                    |
| 40%                        | 45%              | 53%                 | 50%               | 35%                           | 63%                          | 54%                   |
| 77                         | 77               | 21                  | 13                | 84                            | 27                           | 21                    |
| 24%                        | 35%              | 13%                 | 11%               | 33%                           | 11%                          | 19%                   |
| 16                         | .                | 12                  | 12                | 14                            | 10                           | 6                     |
| 5%                         | .                | 7%                  | 10%               | 5%                            | 4%                           | 6%                    |
| 100                        | 43               | 44                  | 34                | 69                            | 52                           | 24                    |
| 31%                        | 20%              | 27%                 | 28%               | 27%                           | 21%                          | 21%                   |
| 92                         | 77               | 33                  | 25                | 98                            | 37                           | 28                    |
| 29%                        | 35%              | 20%                 | 21%               | 38%                           | 15%                          | 25%                   |

weaker than it is now?

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 389               | 158                                        | 342                                       | 315                              | 180                            | 254                 | 183                  |
| 374               | 169                                        | 338                                       | 354                              | 145                            | 332                 | 117                  |
| 18                | 10                                         | 15                                        | 15                               | 10                             | 14                  | 9                    |
| 5%                | 6%                                         | 4%                                        | 5%                               | 5%                             | 6%                  | 5%                   |
| 79                | 25                                         | 72                                        | 75                               | 22                             | 57                  | 35                   |
| 20%               | 16%                                        | 21%                                       | 24%                              | 12%                            | 23%                 | 19%                  |
| 184               | 59                                         | 185                                       | 133                              | 106                            | 128                 | 79                   |
| 47%               | 37%                                        | 54%                                       | 42%                              | 59%                            | 50%                 | 43%                  |
| 90                | 57                                         | 54                                        | 72                               | 39                             | 43                  | 55                   |
| 23%               | 36%                                        | 16%                                       | 23%                              | 22%                            | 17%                 | 30%                  |
| 17                | 7                                          | 17                                        | 20                               | 3                              | 12                  | 6                    |
| 4%                | 4%                                         | 5%                                        | 6%                               | 2%                             | 5%                  | 3%                   |
| 97                | 35                                         | 86                                        | 89                               | 31                             | 71                  | 44                   |
| 25%               | 22%                                        | 25%                                       | 28%                              | 17%                            | 28%                 | 24%                  |
| 107               | 64                                         | 71                                        | 93                               | 43                             | 55                  | 61                   |
| 28%               | 41%                                        | 21%                                       | 29%                              | 24%                            | 22%                 | 33%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 63                    |
| 58                    |
| 1                     |
| 2%                    |
| 5                     |
| 8%                    |
| 38                    |
| 60%                   |
| 14                    |
| 22%                   |
| 5                     |
| 8%                    |
| 6                     |
| 10%                   |
| 19                    |
| 30%                   |

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 249         | 251           |
|                   | unw_base | 504     | 252         | 252           |
| Much stronger     | freq     | 9       | 3           | 6             |
| Much stronger     | prop     | 2%      | 1%          | 2%            |
| Somewhat stronger | freq     | 77      | 32          | 45            |
| Somewhat stronger | prop     | 15%     | 13%         | 18%           |
| About the same    | freq     | 273     | 135         | 138           |
| About the same    | prop     | 55%     | 54%         | 55%           |
| Somewhat weaker   | freq     | 101     | 57          | 43            |
| Somewhat weaker   | prop     | 20%     | 23%         | 17%           |
| Much weaker       | freq     | 40      | 21          | 19            |
| Much weaker       | prop     | 8%      | 8%          | 8%            |
| Top2Box           | freq     | 86      | 36          | 51            |
| Top2Box           | prop     | 17%     | 14%         | 20%           |
| Low2Box           | freq     | 141     | 78          | 62            |
| Low2Box           | prop     | 28%     | 31%         | 25%           |

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

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 202          | 157       | 141       | 285                  | 126                     | 4                     | 262                    |
| 183          | 157       | 164       | 285                  | 141                     | 5                     | 274                    |
| 6            | 2         | 2         | 4                    | 4                       | .                     | 5                      |
| 3%           | 1%        | 1%        | 2%                   | 3%                      | .                     | 2%                     |
| 34           | 16        | 27        | 42                   | 21                      | 1                     | 42                     |
| 17%          | 10%       | 19%       | 15%                  | 17%                     | .                     | 16%                    |
| 119          | 84        | 70        | 167                  | 65                      | 2                     | 140                    |
| 59%          | 53%       | 50%       | 59%                  | 52%                     | .                     | 53%                    |
| 36           | 34        | 32        | 50                   | 28                      | 1                     | 56                     |
| 18%          | 21%       | 23%       | 18%                  | 22%                     | .                     | 21%                    |
| 7            | 22        | 11        | 21                   | 8                       | .                     | 19                     |
| 4%           | 14%       | 8%        | 7%                   | 6%                      | .                     | 7%                     |
| 40           | 18        | 28        | 47                   | 25                      | 1                     | 47                     |
| 20%          | 11%       | 20%       | 16%                  | 20%                     | .                     | 18%                    |
| 43           | 55        | 43        | 71                   | 36                      | 1                     | 75                     |
| 21%          | 35%       | 30%       | 25%                  | 28%                     | .                     | 29%                    |

## Poland

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 238                        | 74               | 311                 | 115               | 256                           | 244                          | 40                    |
| 230                        | 12               | 354                 | 138               | 282                           | 222                          | 47                    |
| 5                          | .                | 7                   | 3                 | 5                             | 4                            | 3                     |
| 2%                         | .                | 2%                  | 2%                | 2%                            | 2%                           | 7%                    |
| 35                         | 5                | 53                  | 19                | 47                            | 30                           | 10                    |
| 15%                        | .                | 17%                 | 16%               | 18%                           | 12%                          | 25%                   |
| 133                        | 39               | 170                 | 63                | 123                           | 150                          | 19                    |
| 56%                        | .                | 55%                 | 55%               | 48%                           | 62%                          | 48%                   |
| 45                         | 17               | 62                  | 22                | 59                            | 42                           | 6                     |
| 19%                        | .                | 20%                 | 19%               | 23%                           | 17%                          | 14%                   |
| 21                         | 13               | 19                  | 8                 | 22                            | 17                           | 3                     |
| 9%                         | .                | 6%                  | 7%                | 9%                            | 7%                           | 6%                    |
| 39                         | 5                | 60                  | 21                | 52                            | 34                           | 13                    |
| 17%                        | .                | 19%                 | 18%               | 20%                           | 14%                          | 32%                   |
| 66                         | 29               | 81                  | 31                | 82                            | 59                           | 8                     |
| 28%                        | .                | 26%                 | 27%               | 32%                           | 24%                          | 20%                   |

---

weaker than it is now?

---

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 460               | 86                                         | 414                                       | 344                              | 99                             | 275                 | 124                  |
| 457               | 102                                        | 402                                       | 359                              | 88                             | 272                 | 134                  |
| 6                 | 2                                          | 7                                         | 5                                | 3                              | 6                   | 1                    |
| 1%                | 2%                                         | 2%                                        | 2%                               | 3%                             | 2%                  | 1%                   |
| 67                | 18                                         | 59                                        | 51                               | 18                             | 50                  | 19                   |
| 15%               | 20%                                        | 14%                                       | 15%                              | 18%                            | 18%                 | 15%                  |
| 254               | 43                                         | 230                                       | 186                              | 61                             | 138                 | 76                   |
| 55%               | 50%                                        | 56%                                       | 54%                              | 61%                            | 50%                 | 61%                  |
| 95                | 20                                         | 81                                        | 77                               | 14                             | 54                  | 24                   |
| 21%               | 23%                                        | 20%                                       | 22%                              | 14%                            | 20%                 | 19%                  |
| 37                | 4                                          | 36                                        | 24                               | 3                              | 26                  | 4                    |
| 8%                | 5%                                         | 9%                                        | 7%                               | 3%                             | 10%                 | 3%                   |
| 73                | 20                                         | 67                                        | 57                               | 21                             | 57                  | 20                   |
| 16%               | 23%                                        | 16%                                       | 16%                              | 21%                            | 21%                 | 16%                  |
| 133               | 24                                         | 117                                       | 101                              | 18                             | 80                  | 28                   |
| 29%               | 28%                                        | 28%                                       | 29%                              | 18%                            | 29%                 | 23%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 101                   |
| 98                    |
| 2                     |
| 2%                    |
| 7                     |
| 7%                    |
| 59                    |
| 58%                   |
| 23                    |
| 23%                   |
| 10                    |
| 10%                   |
| 9                     |
| 9%                    |
| 33                    |
| 33%                   |



| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 238         | 262           |
|                   | unw_base | 500     | 260         | 240           |
| Much stronger     | freq     | 10      | 7           | 3             |
| Much stronger     | prop     | 2%      | 3%          | 1%            |
| Somewhat stronger | freq     | 94      | 44          | 50            |
| Somewhat stronger | prop     | 19%     | 19%         | 19%           |
| About the same    | freq     | 295     | 113         | 183           |
| About the same    | prop     | 59%     | 47%         | 70%           |
| Somewhat weaker   | freq     | 59      | 46          | 13            |
| Somewhat weaker   | prop     | 12%     | 19%         | 5%            |
| Much weaker       | freq     | 42      | 28          | 13            |
| Much weaker       | prop     | 8%      | 12%         | 5%            |
| Top2Box           | freq     | 104     | 51          | 52            |
| Top2Box           | prop     | 21%     | 22%         | 20%           |
| Low2Box           | freq     | 101     | 74          | 27            |
| Low2Box           | prop     | 20%     | 31%         | 10%           |

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

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 207          | 158       | 136       | 43                   | 215                     | 200                   | 222                    |
| 155          | 218       | 127       | 25                   | 183                     | 257                   | 285                    |
| 6            | 2         | 2         | .                    | 1                       | 8                     | 10                     |
| 3%           | 1%        | 2%        | .                    | 1%                      | 4%                    | 4%                     |
| 39           | 26        | 29        | 6                    | 31                      | 50                    | 35                     |
| 19%          | 17%       | 21%       | 15%                  | 14%                     | 25%                   | 16%                    |
| 140          | 89        | 66        | 31                   | 131                     | 104                   | 123                    |
| 68%          | 56%       | 49%       | 72%                  | 61%                     | 52%                   | 55%                    |
| 13           | 26        | 20        | 4                    | 30                      | 24                    | 29                     |
| 6%           | 17%       | 15%       | 9%                   | 14%                     | 12%                   | 13%                    |
| 9            | 14        | 18        | 2                    | 21                      | 14                    | 26                     |
| 4%           | 9%        | 13%       | 4%                   | 10%                     | 7%                    | 12%                    |
| 45           | 28        | 31        | 6                    | 33                      | 58                    | 44                     |
| 22%          | 18%       | 23%       | 15%                  | 15%                     | 29%                   | 20%                    |
| 22           | 41        | 38        | 6                    | 52                      | 38                    | 55                     |
| 10%          | 26%       | 28%       | 13%                  | 24%                     | 19%                   | 25%                    |

## Russia

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 278                        | 84               | 290                 | 126               | 252                           | 248                          | 46                    |
| 215                        | 42               | 150                 | 308               | 316                           | 184                          | 53                    |
| 0                          | .                | 6                   | 4                 | 8                             | 2                            | 4                     |
| %                          | .                | 2%                  | 3%                | 3%                            | 1%                           | 8%                    |
| 59                         | 10               | 68                  | 16                | 50                            | 44                           | 8                     |
| 21%                        | 12%              | 24%                 | 12%               | 20%                           | 18%                          | 18%                   |
| 173                        | 58               | 162                 | 75                | 130                           | 165                          | 22                    |
| 62%                        | 69%              | 56%                 | 60%               | 52%                           | 66%                          | 48%                   |
| 30                         | 7                | 33                  | 19                | 44                            | 16                           | 5                     |
| 11%                        | 9%               | 11%                 | 15%               | 17%                           | 6%                           | 11%                   |
| 16                         | 9                | 22                  | 11                | 20                            | 22                           | 7                     |
| 6%                         | 10%              | 7%                  | 9%                | 8%                            | 9%                           | 15%                   |
| 60                         | 10               | 74                  | 20                | 58                            | 46                           | 12                    |
| 21%                        | 12%              | 25%                 | 16%               | 23%                           | 19%                          | 26%                   |
| 46                         | 16               | 54                  | 31                | 64                            | 37                           | 12                    |
| 16%                        | 19%              | 19%                 | 25%               | 25%                           | 15%                          | 26%                   |

weaker than it is now?

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 454               | 68                                         | 432                                       | 344                              | 93                             | 198                 | 171                  |
| 447               | 90                                         | 410                                       | 384                              | 57                             | 185                 | 200                  |
| 6                 | 4                                          | 6                                         | 8                                | .                              | 7                   | 1                    |
| 1%                | 5%                                         | 1%                                        | 2%                               | .                              | 4%                  | 1%                   |
| 86                | 15                                         | 79                                        | 62                               | 17                             | 40                  | 31                   |
| 19%               | 22%                                        | 18%                                       | 18%                              | 18%                            | 20%                 | 18%                  |
| 273               | 36                                         | 259                                       | 199                              | 64                             | 107                 | 100                  |
| 60%               | 53%                                        | 60%                                       | 58%                              | 68%                            | 54%                 | 59%                  |
| 54                | 6                                          | 53                                        | 50                               | 4                              | 26                  | 29                   |
| 12%               | 9%                                         | 12%                                       | 14%                              | 5%                             | 13%                 | 17%                  |
| 35                | 8                                          | 34                                        | 26                               | 8                              | 19                  | 9                    |
| 8%                | 11%                                        | 8%                                        | 8%                               | 9%                             | 9%                  | 6%                   |
| 92                | 18                                         | 85                                        | 70                               | 17                             | 47                  | 32                   |
| 20%               | 27%                                        | 20%                                       | 20%                              | 18%                            | 24%                 | 19%                  |
| 89                | 14                                         | 87                                        | 76                               | 13                             | 44                  | 38                   |
| 20%               | 20%                                        | 20%                                       | 22%                              | 14%                            | 22%                 | 22%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 131                   |
| 115                   |
| 1                     |
| 1%                    |
| 23                    |
| 18%                   |
| 88                    |
| 67%                   |
| 5                     |
| 4%                    |
| 14                    |
| 10%                   |
| 25                    |
| 19%                   |
| 18                    |
| 14%                   |

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 292         | 208           |
|                   | unw_base | 508     | 300         | 208           |
| Much stronger     | freq     | 95      | 53          | 42            |
| Much stronger     | prop     | 19%     | 18%         | 20%           |
| Somewhat stronger | freq     | 170     | 99          | 71            |
| Somewhat stronger | prop     | 34%     | 34%         | 34%           |
| About the same    | freq     | 168     | 103         | 65            |
| About the same    | prop     | 34%     | 35%         | 31%           |
| Somewhat weaker   | freq     | 53      | 26          | 26            |
| Somewhat weaker   | prop     | 11%     | 9%          | 13%           |
| Much weaker       | freq     | 13      | 10          | 3             |
| Much weaker       | prop     | 3%      | 4%          | 1%            |
| Top2Box           | freq     | 266     | 153         | 113           |
| Top2Box           | prop     | 53%     | 52%         | 54%           |
| Low2Box           | freq     | 66      | 37          | 29            |
| Low2Box           | prop     | 13%     | 13%         | 14%           |

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

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 285          | 169       | 46        | 232                  | 137                     | 44                    | 316                    |
| 315          | 168       | 25        | 243                  | 140                     | 41                    | 330                    |
| 58           | 27        | 11        | 55                   | 15                      | 6                     | 63                     |
| 20%          | 16%       | 24%       | 24%                  | 11%                     | 15%                   | 20%                    |
| 96           | 52        | 22        | 73                   | 56                      | 18                    | 110                    |
| 34%          | 31%       | 48%       | 31%                  | 41%                     | 41%                   | 35%                    |
| 88           | 71        | 9         | 80                   | 45                      | 16                    | 102                    |
| 31%          | 42%       | 20%       | 34%                  | 33%                     | 36%                   | 32%                    |
| 36           | 13        | 4         | 18                   | 20                      | 4                     | 33                     |
| 13%          | 8%        | 8%        | 8%                   | 14%                     | 9%                    | 10%                    |
| 6            | 7         | .         | 7                    | 3                       | .                     | 8                      |
| 2%           | 4%        | .         | 3%                   | 2%                      | .                     | 3%                     |
| 154          | 79        | 33        | 127                  | 70                      | 24                    | 173                    |
| 54%          | 46%       | 72%       | 55%                  | 51%                     | 55%                   | 55%                    |
| 42           | 20        | 4         | 25                   | 22                      | 4                     | 41                     |
| 15%          | 12%       | 8%        | 11%                  | 16%                     | 9%                    | 13%                    |

---

**Saudi Arabia**

---

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

---

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 184                        | 122              | 135                 | 243               | 254                           | 246                          | 85                    |
| 178                        | 122              | 132                 | 254               | 263                           | 245                          | 91                    |
| 32                         | 29               | 24                  | 42                | 56                            | 40                           | 22                    |
| 18%                        | 24%              | 18%                 | 17%               | 22%                           | 16%                          | 26%                   |
| 60                         | 34               | 52                  | 85                | 91                            | 80                           | 28                    |
| 33%                        | 28%              | 38%                 | 35%               | 36%                           | 32%                          | 33%                   |
| 67                         | 45               | 40                  | 83                | 82                            | 86                           | 22                    |
| 36%                        | 37%              | 30%                 | 34%               | 32%                           | 35%                          | 26%                   |
| 20                         | 11               | 16                  | 26                | 16                            | 37                           | 8                     |
| 11%                        | 9%               | 12%                 | 11%               | 6%                            | 15%                          | 9%                    |
| 5                          | 3                | 3                   | 8                 | 9                             | 4                            | 5                     |
| 3%                         | 2%               | 2%                  | 3%                | 4%                            | 2%                           | 6%                    |
| 92                         | 63               | 76                  | 127               | 146                           | 119                          | 50                    |
| 50%                        | 52%              | 56%                 | 52%               | 58%                           | 48%                          | 59%                   |
| 25                         | 14               | 18                  | 34                | 25                            | 41                           | 13                    |
| 13%                        | 11%              | 14%                 | 14%               | 10%                           | 17%                          | 15%                   |



weaker than it is now?

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 415               | 116                                        | 384                                       | 295                              | 174                            | 240                 | 165                  |
| 417               | 120                                        | 388                                       | 313                              | 166                            | 245                 | 168                  |
| 74                | 19                                         | 76                                        | 59                               | 32                             | 49                  | 27                   |
| 18%               | 17%                                        | 20%                                       | 20%                              | 18%                            | 20%                 | 16%                  |
| 142               | 51                                         | 119                                       | 105                              | 56                             | 82                  | 55                   |
| 34%               | 44%                                        | 31%                                       | 36%                              | 32%                            | 34%                 | 33%                  |
| 146               | 29                                         | 139                                       | 93                               | 62                             | 76                  | 61                   |
| 35%               | 25%                                        | 36%                                       | 32%                              | 36%                            | 32%                 | 37%                  |
| 45                | 10                                         | 43                                        | 28                               | 22                             | 26                  | 17                   |
| 11%               | 9%                                         | 11%                                       | 10%                              | 13%                            | 11%                 | 10%                  |
| 8                 | 6                                          | 7                                         | 10                               | 2                              | 7                   | 6                    |
| 2%                | 6%                                         | 2%                                        | 3%                               | 1%                             | 3%                  | 3%                   |
| 216               | 71                                         | 195                                       | 164                              | 88                             | 131                 | 82                   |
| 52%               | 61%                                        | 51%                                       | 56%                              | 50%                            | 55%                 | 49%                  |
| 53                | 16                                         | 50                                        | 38                               | 24                             | 33                  | 22                   |
| 13%               | 14%                                        | 13%                                       | 13%                              | 14%                            | 14%                 | 13%                  |

|  |
|--|
|  |
|  |

| Social<br>Media<br>Inactive |
|-----------------------------|
| 95                          |
| 95                          |
| 19                          |
| 20%                         |
| 33                          |
| 35%                         |
| 31                          |
| 33%                         |
| 10                          |
| 11%                         |
| 1                           |
| 1%                          |
| 53                          |
| 56%                         |
| 11                          |
| 12%                         |

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 241         | 259           |
|                   | unw_base | 505     | 206         | 299           |
| Much stronger     | freq     | 9       | 4           | 5             |
| Much stronger     | prop     | 2%      | 2%          | 2%            |
| Somewhat stronger | freq     | 46      | 25          | 21            |
| Somewhat stronger | prop     | 9%      | 10%         | 8%            |
| About the same    | freq     | 231     | 122         | 110           |
| About the same    | prop     | 46%     | 51%         | 42%           |
| Somewhat weaker   | freq     | 154     | 63          | 91            |
| Somewhat weaker   | prop     | 31%     | 26%         | 35%           |
| Much weaker       | freq     | 60      | 27          | 33            |
| Much weaker       | prop     | 12%     | 11%         | 13%           |
| Top2Box           | freq     | 55      | 29          | 26            |
| Top2Box           | prop     | 11%     | 12%         | 10%           |
| Low2Box           | freq     | 214     | 89          | 124           |
| Low2Box           | prop     | 43%     | 37%         | 48%           |

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

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 284          | 132       | 85        | 56                   | 118                     | 326                   | 189                    |
| 163          | 186       | 156       | 31                   | 109                     | 365                   | 254                    |
| 7            | 1         | 0         | 1                    | 2                       | 6                     | 3                      |
| 3%           | 1%        | 1%        | 2%                   | 2%                      | 2%                    | 2%                     |
| 27           | 14        | 4         | 12                   | 10                      | 24                    | 15                     |
| 10%          | 11%       | 5%        | 21%                  | 8%                      | 7%                    | 8%                     |
| 136          | 57        | 38        | 30                   | 56                      | 145                   | 76                     |
| 48%          | 43%       | 45%       | 54%                  | 48%                     | 44%                   | 40%                    |
| 86           | 38        | 31        | 10                   | 30                      | 114                   | 66                     |
| 30%          | 29%       | 36%       | 18%                  | 26%                     | 35%                   | 35%                    |
| 27           | 21        | 11        | 3                    | 19                      | 37                    | 29                     |
| 10%          | 16%       | 13%       | 5%                   | 16%                     | 11%                   | 15%                    |
| 34           | 16        | 5         | 13                   | 12                      | 30                    | 17                     |
| 12%          | 12%       | 6%        | 23%                  | 10%                     | 9%                    | 9%                     |
| 113          | 59        | 42        | 13                   | 50                      | 151                   | 95                     |
| 40%          | 45%       | 49%       | 23%                  | 42%                     | 46%                   | 50%                    |

## South Africa

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 311                        | 239              | 122                 | 138               | 268                           | 232                          | 110                   |
| 251                        | 224              | 143                 | 138               | 287                           | 218                          | 120                   |
| 6                          | 3                | 1                   | 5                 | 6                             | 3                            | 5                     |
| 2%                         | 1%               | 1%                  | 4%                | 2%                            | 1%                           | 5%                    |
| 31                         | 16               | 23                  | 7                 | 22                            | 24                           | 12                    |
| 10%                        | 7%               | 19%                 | 5%                | 8%                            | 10%                          | 11%                   |
| 155                        | 111              | 53                  | 68                | 131                           | 100                          | 52                    |
| 50%                        | 46%              | 43%                 | 49%               | 49%                           | 43%                          | 47%                   |
| 88                         | 84               | 33                  | 38                | 76                            | 78                           | 28                    |
| 28%                        | 35%              | 27%                 | 27%               | 28%                           | 34%                          | 25%                   |
| 30                         | 25               | 14                  | 21                | 33                            | 26                           | 13                    |
| 10%                        | 11%              | 11%                 | 15%               | 12%                           | 11%                          | 12%                   |
| 38                         | 19               | 24                  | 12                | 28                            | 27                           | 17                    |
| 12%                        | 8%               | 19%                 | 9%                | 10%                           | 12%                          | 15%                   |
| 118                        | 109              | 46                  | 58                | 109                           | 105                          | 41                    |
| 38%                        | 46%              | 38%                 | 42%               | 41%                           | 45%                          | 37%                   |

weaker than it is now?

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 390               | 152                                        | 348                                       | 384                              | 99                             | 324                 | 110                  |
| 385               | 169                                        | 336                                       | 416                              | 59                             | 318                 | 121                  |
| 4                 | 2                                          | 7                                         | 5                                | 4                              | 8                   | 1                    |
| 1%                | 1%                                         | 2%                                        | 1%                               | 4%                             | 2%                  | 1%                   |
| 34                | 18                                         | 28                                        | 34                               | 10                             | 26                  | 11                   |
| 9%                | 12%                                        | 8%                                        | 9%                               | 10%                            | 8%                  | 10%                  |
| 179               | 81                                         | 150                                       | 173                              | 49                             | 142                 | 60                   |
| 46%               | 53%                                        | 43%                                       | 45%                              | 49%                            | 44%                 | 55%                  |
| 126               | 35                                         | 119                                       | 120                              | 30                             | 106                 | 29                   |
| 32%               | 23%                                        | 34%                                       | 31%                              | 31%                            | 33%                 | 26%                  |
| 47                | 17                                         | 43                                        | 52                               | 5                              | 42                  | 9                    |
| 12%               | 11%                                        | 12%                                       | 14%                              | 6%                             | 13%                 | 8%                   |
| 38                | 20                                         | 35                                        | 39                               | 14                             | 34                  | 13                   |
| 10%               | 13%                                        | 10%                                       | 10%                              | 14%                            | 10%                 | 12%                  |
| 173               | 52                                         | 162                                       | 172                              | 36                             | 148                 | 37                   |
| 44%               | 34%                                        | 47%                                       | 45%                              | 36%                            | 46%                 | 34%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 66                    |
| 66                    |
| .                     |
| .                     |
| 9                     |
| 13%                   |
| 29                    |
| 43%                   |
| 19                    |
| 29%                   |
| 9                     |
| 14%                   |
| 9                     |
| 13%                   |
| 29                    |
| 44%                   |

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 253         | 247           |
|                   | unw_base | 502     | 282         | 220           |
| Much stronger     | freq     | 3       | 2           | 1             |
| Much stronger     | prop     | 1%      | 1%          | %             |
| Somewhat stronger | freq     | 48      | 29          | 19            |
| Somewhat stronger | prop     | 10%     | 11%         | 8%            |
| About the same    | freq     | 224     | 111         | 113           |
| About the same    | prop     | 45%     | 44%         | 46%           |
| Somewhat weaker   | freq     | 154     | 73          | 81            |
| Somewhat weaker   | prop     | 31%     | 29%         | 33%           |
| Much weaker       | freq     | 71      | 37          | 34            |
| Much weaker       | prop     | 14%     | 15%         | 14%           |
| Top2Box           | freq     | 51      | 31          | 20            |
| Top2Box           | prop     | 10%     | 12%         | 8%            |
| Low2Box           | freq     | 225     | 111         | 114           |
| Low2Box           | prop     | 45%     | 44%         | 46%           |



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

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 191          | 187       | 122       | 95                   | 168                     | 237                   | 276                    |
| 146          | 212       | 144       | 85                   | 170                     | 247                   | 309                    |
| 1            | 1         | 1         | 1                    | .                       | 2                     | 1                      |
| %            | %         | 1%        | 1%                   | .                       | 1%                    | %                      |
| 18           | 9         | 21        | 8                    | 12                      | 29                    | 34                     |
| 9%           | 5%        | 18%       | 8%                   | 7%                      | 12%                   | 12%                    |
| 70           | 90        | 64        | 37                   | 77                      | 110                   | 141                    |
| 37%          | 48%       | 53%       | 39%                  | 46%                     | 47%                   | 51%                    |
| 66           | 60        | 27        | 33                   | 57                      | 63                    | 72                     |
| 35%          | 32%       | 22%       | 35%                  | 34%                     | 27%                   | 26%                    |
| 36           | 27        | 8         | 17                   | 22                      | 32                    | 28                     |
| 19%          | 15%       | 7%        | 18%                  | 13%                     | 14%                   | 10%                    |
| 19           | 10        | 22        | 9                    | 12                      | 30                    | 35                     |
| 10%          | 5%        | 18%       | 9%                   | 7%                      | 13%                   | 13%                    |
| 102          | 88        | 36        | 50                   | 80                      | 96                    | 100                    |
| 53%          | 47%       | 29%       | 52%                  | 47%                     | 40%                   | 36%                    |

## South Korea

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 224                        | 11               | 119                 | 370               | 277                           | 223                          | 54                    |
| 193                        | 7                | 105                 | 390               | 305                           | 197                          | 63                    |
| 2                          | .                | .                   | 3                 | 2                             | 1                            | 1                     |
| 1%                         | .                | .                   | 1%                | 1%                            | %                            | 1%                    |
| 14                         | 2                | 6                   | 40                | 34                            | 15                           | 8                     |
| 6%                         | .                | 5%                  | 11%               | 12%                           | 7%                           | 14%                   |
| 83                         | 4                | 52                  | 168               | 116                           | 108                          | 27                    |
| 37%                        | .                | 44%                 | 45%               | 42%                           | 48%                          | 50%                   |
| 82                         | .                | 40                  | 114               | 88                            | 66                           | 10                    |
| 36%                        | .                | 34%                 | 31%               | 32%                           | 29%                          | 18%                   |
| 44                         | 5                | 21                  | 46                | 37                            | 34                           | 9                     |
| 19%                        | .                | 18%                 | 12%               | 13%                           | 15%                          | 17%                   |
| 16                         | 2                | 6                   | 43                | 35                            | 16                           | 8                     |
| 7%                         | .                | 5%                  | 12%               | 13%                           | 7%                           | 15%                   |
| 125                        | 5                | 61                  | 159               | 125                           | 100                          | 19                    |
| 56%                        | .                | 51%                 | 43%               | 45%                           | 45%                          | 35%                   |

weaker than it is now?

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 446               | 98                                         | 402                                       | 371                              | 101                            | 169                 | 220                  |
| 439               | 112                                        | 390                                       | 397                              | 76                             | 169                 | 221                  |
| 2                 | 1                                          | 2                                         | 3                                | .                              | .                   | 1                    |
| %                 | 1%                                         | %                                         | 1%                               | .                              | .                   | %                    |
| 41                | 17                                         | 31                                        | 40                               | 4                              | 25                  | 15                   |
| 9%                | 18%                                        | 8%                                        | 11%                              | 4%                             | 15%                 | 7%                   |
| 197               | 49                                         | 175                                       | 166                              | 46                             | 65                  | 98                   |
| 44%               | 50%                                        | 44%                                       | 45%                              | 46%                            | 39%                 | 45%                  |
| 144               | 20                                         | 134                                       | 114                              | 32                             | 47                  | 81                   |
| 32%               | 20%                                        | 33%                                       | 31%                              | 32%                            | 28%                 | 37%                  |
| 62                | 11                                         | 60                                        | 49                               | 18                             | 32                  | 25                   |
| 14%               | 12%                                        | 15%                                       | 13%                              | 18%                            | 19%                 | 11%                  |
| 43                | 18                                         | 33                                        | 43                               | 4                              | 25                  | 16                   |
| 10%               | 18%                                        | 8%                                        | 12%                              | 4%                             | 15%                 | 7%                   |
| 206               | 31                                         | 194                                       | 162                              | 51                             | 79                  | 106                  |
| 46%               | 31%                                        | 48%                                       | 44%                              | 50%                            | 46%                 | 48%                  |

|  |
|--|
|  |
|  |

| Social<br>Media<br>Inactive |
|-----------------------------|
| 110                         |
| 112                         |
| 2                           |
| 2%                          |
| 8                           |
| 7%                          |
| 60                          |
| 55%                         |
| 26                          |
| 23%                         |
| 14                          |
| 13%                         |
| 10                          |
| 9%                          |
| 40                          |
| 36%                         |

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 252         | 248           |
|                   | unw_base | 1000    | 484         | 516           |
| Much stronger     | freq     | 5       | 4           | 2             |
| Much stronger     | prop     | 1%      | 1%          | 1%            |
| Somewhat stronger | freq     | 104     | 49          | 55            |
| Somewhat stronger | prop     | 21%     | 20%         | 22%           |
| About the same    | freq     | 310     | 155         | 155           |
| About the same    | prop     | 62%     | 62%         | 63%           |
| Somewhat weaker   | freq     | 57      | 30          | 27            |
| Somewhat weaker   | prop     | 11%     | 12%         | 11%           |
| Much weaker       | freq     | 23      | 14          | 9             |
| Much weaker       | prop     | 5%      | 6%          | 4%            |
| Top2Box           | freq     | 110     | 53          | 57            |
| Top2Box           | prop     | 22%     | 21%         | 23%           |
| Low2Box           | freq     | 80      | 44          | 36            |
| Low2Box           | prop     | 16%     | 17%         | 15%           |

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

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 174          | 198       | 128       | 264                  | 135                     | 32                    | 235                    |
| 346          | 413       | 241       | 557                  | 253                     | 56                    | 474                    |
| 2            | 2         | 1         | 2                    | 2                       | 1                     | 3                      |
| 1%           | 1%        | 1%        | 1%                   | 1%                      | 3%                    | 1%                     |
| 37           | 36        | 32        | 49                   | 36                      | 7                     | 55                     |
| 21%          | 18%       | 25%       | 19%                  | 27%                     | 21%                   | 24%                    |
| 116          | 124       | 71        | 164                  | 84                      | 16                    | 134                    |
| 67%          | 62%       | 55%       | 62%                  | 62%                     | 52%                   | 57%                    |
| 16           | 25        | 17        | 33                   | 10                      | 8                     | 28                     |
| 9%           | 12%       | 13%       | 12%                  | 7%                      | 24%                   | 12%                    |
| 4            | 12        | 7         | 17                   | 3                       | .                     | 14                     |
| 2%           | 6%        | 5%        | 6%                   | 2%                      | .                     | 6%                     |
| 39           | 37        | 33        | 51                   | 38                      | 8                     | 58                     |
| 22%          | 19%       | 26%       | 19%                  | 28%                     | 24%                   | 25%                    |
| 19           | 37        | 24        | 50                   | 13                      | 8                     | 43                     |
| 11%          | 19%       | 18%       | 19%                  | 9%                      | 24%                   | 18%                    |

## Spain

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 265                        | 227              | 118                 | 155               | 268                           | 232                          | 44                    |
| 526                        | 593              | 82                  | 325               | 524                           | 476                          | 85                    |
| 3                          | 4                | .                   | 1                 | 4                             | 2                            | 0                     |
| 1%                         | 2%               | .                   | 1%                | 1%                            | 1%                           | 1%                    |
| 49                         | 44               | 24                  | 36                | 57                            | 47                           | 15                    |
| 18%                        | 20%              | 20%                 | 23%               | 21%                           | 20%                          | 35%                   |
| 176                        | 139              | 75                  | 97                | 159                           | 151                          | 21                    |
| 66%                        | 61%              | 63%                 | 62%               | 60%                           | 65%                          | 48%                   |
| 29                         | 25               | 15                  | 17                | 33                            | 24                           | 4                     |
| 11%                        | 11%              | 13%                 | 11%               | 12%                           | 11%                          | 10%                   |
| 8                          | 15               | 4                   | 4                 | 15                            | 8                            | 3                     |
| 3%                         | 7%               | 3%                  | 3%                | 6%                            | 3%                           | 6%                    |
| 51                         | 48               | 24                  | 37                | 61                            | 49                           | 16                    |
| 19%                        | 21%              | 20%                 | 24%               | 23%                           | 21%                          | 36%                   |
| 37                         | 40               | 19                  | 21                | 48                            | 32                           | 7                     |
| 14%                        | 18%              | 16%                 | 14%               | 18%                           | 14%                          | 16%                   |

weaker than it is now?

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 456               | 66                                         | 434                                       | 325                              | 153                            | 247                 | 144                  |
| 915               | 125                                        | 875                                       | 640                              | 317                            | 495                 | 275                  |
| 5                 | 2                                          | 4                                         | 4                                | 1                              | 5                   | 0                    |
| 1%                | 3%                                         | 1%                                        | 1%                               | 1%                             | 2%                  | %                    |
| 89                | 20                                         | 84                                        | 72                               | 26                             | 62                  | 31                   |
| 19%               | 30%                                        | 19%                                       | 22%                              | 17%                            | 25%                 | 22%                  |
| 289               | 37                                         | 274                                       | 197                              | 102                            | 141                 | 96                   |
| 63%               | 55%                                        | 63%                                       | 61%                              | 67%                            | 57%                 | 67%                  |
| 53                | 5                                          | 52                                        | 37                               | 16                             | 29                  | 13                   |
| 12%               | 8%                                         | 12%                                       | 11%                              | 11%                            | 12%                 | 9%                   |
| 20                | 2                                          | 21                                        | 15                               | 8                              | 10                  | 4                    |
| 4%                | 3%                                         | 5%                                        | 4%                               | 5%                             | 4%                  | 3%                   |
| 94                | 22                                         | 88                                        | 76                               | 27                             | 66                  | 32                   |
| 21%               | 33%                                        | 20%                                       | 23%                              | 17%                            | 27%                 | 22%                  |
| 73                | 8                                          | 72                                        | 52                               | 24                             | 39                  | 16                   |
| 16%               | 12%                                        | 17%                                       | 16%                              | 16%                            | 16%                 | 11%                  |



|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 110                   |
| 230                   |
| 0                     |
| %                     |
| 11                    |
| 10%                   |
| 74                    |
| 67%                   |
| 16                    |
| 14%                   |
| 9                     |
| 8%                    |
| 12                    |
| 11%                   |
| 24                    |
| 22%                   |

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 254         | 246           |
|                   | unw_base | 517     | 254         | 263           |
| Much stronger     | freq     | 10      | 4           | 7             |
| Much stronger     | prop     | 2%      | 1%          | 3%            |
| Somewhat stronger | freq     | 33      | 13          | 21            |
| Somewhat stronger | prop     | 7%      | 5%          | 8%            |
| About the same    | freq     | 362     | 185         | 176           |
| About the same    | prop     | 72%     | 73%         | 72%           |
| Somewhat weaker   | freq     | 79      | 37          | 42            |
| Somewhat weaker   | prop     | 16%     | 15%         | 17%           |
| Much weaker       | freq     | 16      | 15          | 1             |
| Much weaker       | prop     | 3%      | 6%          | %             |
| Top2Box           | freq     | 44      | 17          | 27            |
| Top2Box           | prop     | 9%      | 6%          | 11%           |
| Low2Box           | freq     | 95      | 52          | 43            |
| Low2Box           | prop     | 19%     | 20%         | 17%           |

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

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 194          | 145       | 161       | 101                  | 226                     | 98                    | 143                    |
| 111          | 157       | 249       | 127                  | 234                     | 88                    | 173                    |
| 6            | 4         | 0         | 4                    | 7                       | .                     | 4                      |
| 3%           | 3%        | %         | 4%                   | 3%                      | .                     | 3%                     |
| 17           | 11        | 5         | 4                    | 10                      | 6                     | 7                      |
| 9%           | 8%        | 3%        | 4%                   | 4%                      | 6%                    | 5%                     |
| 141          | 98        | 123       | 77                   | 164                     | 77                    | 101                    |
| 73%          | 67%       | 76%       | 76%                  | 73%                     | 79%                   | 71%                    |
| 26           | 25        | 28        | 16                   | 35                      | 14                    | 23                     |
| 13%          | 17%       | 18%       | 16%                  | 16%                     | 14%                   | 16%                    |
| 4            | 7         | 5         | 1                    | 10                      | 0                     | 9                      |
| 2%           | 5%        | 3%        | 1%                   | 4%                      | %                     | 6%                     |
| 23           | 15        | 5         | 7                    | 16                      | 6                     | 11                     |
| 12%          | 11%       | 3%        | 7%                   | 7%                      | 6%                    | 7%                     |
| 30           | 32        | 33        | 17                   | 45                      | 15                    | 31                     |
| 15%          | 22%       | 20%       | 17%                  | 20%                     | 15%                   | 22%                    |

## Sweden

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 357                        | 108              | 232                 | 160               | 358                           | 142                          | 45                    |
| 344                        | 305              | 100                 | 112               | 358                           | 159                          | 49                    |
| 7                          | 2                | 7                   | 2                 | 10                            | .                            | 4                     |
| 2%                         | 2%               | 3%                  | 1%                | 3%                            | .                            | 8%                    |
| 26                         | 7                | 15                  | 11                | 26                            | 7                            | 2                     |
| 7%                         | 7%               | 7%                  | 7%                | 7%                            | 5%                           | 5%                    |
| 260                        | 77               | 165                 | 120               | 246                           | 116                          | 33                    |
| 73%                        | 72%              | 71%                 | 75%               | 69%                           | 82%                          | 72%                   |
| 57                         | 18               | 37                  | 25                | 61                            | 18                           | 2                     |
| 16%                        | 17%              | 16%                 | 15%               | 17%                           | 12%                          | 5%                    |
| 7                          | 3                | 10                  | 3                 | 15                            | 1                            | 5                     |
| 2%                         | 3%               | 4%                  | 2%                | 4%                            | 1%                           | 10%                   |
| 33                         | 9                | 22                  | 13                | 37                            | 7                            | 6                     |
| 9%                         | 9%               | 9%                  | 8%                | 10%                           | 5%                           | 13%                   |
| 63                         | 21               | 46                  | 27                | 76                            | 19                           | 7                     |
| 18%                        | 20%              | 20%                 | 17%               | 21%                           | 13%                          | 15%                   |

weaker than it is now?

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 455               | 97                                         | 403                                       | 391                              | 80                             | 158                 | 167                  |
| 468               | 88                                         | 429                                       | 380                              | 84                             | 145                 | 160                  |
| 7                 | 4                                          | 7                                         | 9                                | 1                              | 5                   | 5                    |
| 1%                | 4%                                         | 2%                                        | 2%                               | 2%                             | 3%                  | 3%                   |
| 31                | 4                                          | 29                                        | 17                               | 14                             | 18                  | 7                    |
| 7%                | 4%                                         | 7%                                        | 4%                               | 17%                            | 11%                 | 4%                   |
| 329               | 73                                         | 289                                       | 283                              | 58                             | 109                 | 127                  |
| 72%               | 75%                                        | 72%                                       | 72%                              | 73%                            | 69%                 | 76%                  |
| 77                | 6                                          | 73                                        | 68                               | 6                              | 22                  | 23                   |
| 17%               | 6%                                         | 18%                                       | 17%                              | 8%                             | 14%                 | 14%                  |
| 11                | 10                                         | 6                                         | 14                               | 1                              | 4                   | 5                    |
| 2%                | 10%                                        | 1%                                        | 4%                               | 1%                             | 3%                  | 3%                   |
| 38                | 8                                          | 36                                        | 26                               | 15                             | 23                  | 12                   |
| 8%                | 8%                                         | 9%                                        | 7%                               | 19%                            | 14%                 | 7%                   |
| 88                | 16                                         | 79                                        | 82                               | 7                              | 26                  | 27                   |
| 19%               | 16%                                        | 20%                                       | 21%                              | 8%                             | 16%                 | 17%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive |
|-----------------------|
| 175                   |
| 212                   |
| 0                     |
| %                     |
| 9                     |
| 5%                    |
| 125                   |
| 71%                   |
| 34                    |
| 19%                   |
| 7                     |
| 4%                    |
| 9                     |
| 5%                    |
| 41                    |
| 23%                   |

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 252         | 248           |
|                   | unw_base | 505     | 300         | 205           |
| Much stronger     | freq     | 27      | 18          | 9             |
| Much stronger     | prop     | 5%      | 7%          | 4%            |
| Somewhat stronger | freq     | 81      | 45          | 36            |
| Somewhat stronger | prop     | 16%     | 18%         | 15%           |
| About the same    | freq     | 245     | 116         | 129           |
| About the same    | prop     | 49%     | 46%         | 52%           |
| Somewhat weaker   | freq     | 104     | 51          | 54            |
| Somewhat weaker   | prop     | 21%     | 20%         | 22%           |
| Much weaker       | freq     | 43      | 23          | 20            |
| Much weaker       | prop     | 9%      | 9%          | 8%            |
| Top2Box           | freq     | 108     | 63          | 46            |
| Top2Box           | prop     | 22%     | 25%         | 18%           |
| Low2Box           | freq     | 147     | 74          | 73            |
| Low2Box           | prop     | 29%     | 29%         | 30%           |

---

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

---

| Age Under 35 | Age 35-49 | Age 50-64 | Household Income Low | Household Income Medium | Household Income High | Marital Status Married |
|--------------|-----------|-----------|----------------------|-------------------------|-----------------------|------------------------|
| 242          | 176       | 82        | 23                   | 148                     | 329                   | 283                    |
| 253          | 188       | 64        | 19                   | 110                     | 376                   | 289                    |
| 17           | 9         | 2         | 1                    | 11                      | 15                    | 15                     |
| 7%           | 5%        | 2%        | .                    | 8%                      | 5%                    | 5%                     |
| 51           | 25        | 5         | 2                    | 31                      | 49                    | 43                     |
| 21%          | 14%       | 6%        | .                    | 21%                     | 15%                   | 15%                    |
| 122          | 80        | 42        | 14                   | 76                      | 155                   | 137                    |
| 51%          | 46%       | 51%       | .                    | 52%                     | 47%                   | 49%                    |
| 41           | 38        | 25        | 6                    | 16                      | 83                    | 64                     |
| 17%          | 22%       | 31%       | .                    | 11%                     | 25%                   | 23%                    |
| 11           | 24        | 8         | 1                    | 14                      | 28                    | 24                     |
| 5%           | 13%       | 10%       | .                    | 9%                      | 9%                    | 8%                     |
| 68           | 34        | 7         | 3                    | 42                      | 63                    | 58                     |
| 28%          | 19%       | 8%        | .                    | 29%                     | 19%                   | 20%                    |
| 52           | 62        | 33        | 7                    | 29                      | 111                   | 88                     |
| 21%          | 35%       | 41%       | .                    | 20%                     | 34%                   | 31%                    |



## Turkey

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 217                        | 299              | 43                  | 158               | 257                           | 243                          | 49                    |
| 216                        | 138              | 78                  | 289               | 311                           | 194                          | 57                    |
| 12                         | 19               | 2                   | 7                 | 14                            | 13                           | 3                     |
| 6%                         | 6%               | 4%                  | 4%                | 5%                            | 6%                           | 6%                    |
| 38                         | 51               | 8                   | 22                | 39                            | 42                           | 10                    |
| 18%                        | 17%              | 19%                 | 14%               | 15%                           | 17%                          | 20%                   |
| 107                        | 152              | 20                  | 73                | 117                           | 128                          | 17                    |
| 49%                        | 51%              | 46%                 | 46%               | 46%                           | 52%                          | 35%                   |
| 40                         | 49               | 10                  | 45                | 59                            | 45                           | 17                    |
| 18%                        | 17%              | 23%                 | 28%               | 23%                           | 19%                          | 34%                   |
| 19                         | 28               | 3                   | 12                | 28                            | 15                           | 2                     |
| 9%                         | 9%               | 8%                  | 7%                | 11%                           | 6%                           | 5%                    |
| 51                         | 70               | 10                  | 28                | 53                            | 56                           | 13                    |
| 23%                        | 23%              | 23%                 | 18%               | 21%                           | 23%                          | 26%                   |
| 59                         | 77               | 13                  | 56                | 87                            | 60                           | 19                    |
| 27%                        | 26%              | 31%                 | 36%               | 34%                           | 25%                          | 39%                   |

weaker than it is now?

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 451               | 132                                        | 368                                       | 284                              | 147                            | 246                 | 179                  |
| 448               | 155                                        | 350                                       | 351                              | 103                            | 273                 | 175                  |
| 24                | 8                                          | 19                                        | 16                               | 11                             | 16                  | 5                    |
| 5%                | 6%                                         | 5%                                        | 6%                               | 7%                             | 6%                  | 3%                   |
| 71                | 23                                         | 58                                        | 49                               | 27                             | 31                  | 36                   |
| 16%               | 17%                                        | 16%                                       | 17%                              | 18%                            | 13%                 | 20%                  |
| 228               | 54                                         | 191                                       | 128                              | 77                             | 110                 | 102                  |
| 50%               | 41%                                        | 52%                                       | 45%                              | 52%                            | 45%                 | 57%                  |
| 87                | 32                                         | 72                                        | 63                               | 25                             | 55                  | 32                   |
| 19%               | 24%                                        | 20%                                       | 22%                              | 17%                            | 22%                 | 18%                  |
| 40                | 16                                         | 27                                        | 28                               | 9                              | 34                  | 4                    |
| 9%                | 12%                                        | 7%                                        | 10%                              | 6%                             | 14%                 | 2%                   |
| 95                | 31                                         | 77                                        | 65                               | 37                             | 47                  | 41                   |
| 21%               | 23%                                        | 21%                                       | 23%                              | 25%                            | 19%                 | 23%                  |
| 128               | 48                                         | 99                                        | 91                               | 33                             | 89                  | 36                   |
| 28%               | 36%                                        | 27%                                       | 32%                              | 22%                            | 36%                 | 20%                  |

|  |
|--|
|  |
|  |

| Social<br>Media<br>Inactive |
|-----------------------------|
| 75                          |
| 57                          |
| 6                           |
| 8%                          |
| 14                          |
| 18%                         |
| 33                          |
| 44%                         |
| 18                          |
| 24%                         |
| 5                           |
| 6%                          |
| 20                          |
| 26%                         |
| 22                          |
| 30%                         |

|  |
|--|
|  |
|  |

| Stub              | Stat     | Overall | Gender Male | Gender Female |
|-------------------|----------|---------|-------------|---------------|
|                   | base     | 500     | 247         | 253           |
|                   | unw_base | 1006    | 541         | 465           |
| Much stronger     | freq     | 29      | 22          | 7             |
| Much stronger     | prop     | 6%      | 9%          | 3%            |
| Somewhat stronger | freq     | 101     | 57          | 43            |
| Somewhat stronger | prop     | 20%     | 23%         | 17%           |
| About the same    | freq     | 303     | 136         | 167           |
| About the same    | prop     | 61%     | 55%         | 66%           |
| Somewhat weaker   | freq     | 50      | 22          | 28            |
| Somewhat weaker   | prop     | 10%     | 9%          | 11%           |
| Much weaker       | freq     | 18      | 10          | 8             |
| Much weaker       | prop     | 4%      | 4%          | 3%            |
| Top2Box           | freq     | 130     | 79          | 50            |
| Top2Box           | prop     | 26%     | 32%         | 20%           |
| Low2Box           | freq     | 67      | 32          | 35            |
| Low2Box           | prop     | 13%     | 13%         | 14%           |

---



---

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

---

| <b>Age Under<br/>35</b> | <b>Age 35-49</b> | <b>Age 50-64</b> | <b>Household<br/>Income Low</b> | <b>Household<br/>Income<br/>Medium</b> | <b>Household<br/>Income<br/>High</b> | <b>Marital<br/>Status<br/>Married</b> |
|-------------------------|------------------|------------------|---------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|
| 183                     | 150              | 167              | 81                              | 192                                    | 209                                  | 272                                   |
| 293                     | 291              | 422              | 101                             | 398                                    | 474                                  | 601                                   |
| 15                      | 9                | 5                | 3                               | 8                                      | 18                                   | 21                                    |
| 8%                      | 6%               | 3%               | 4%                              | 4%                                     | 9%                                   | 8%                                    |
| 56                      | 26               | 19               | 17                              | 34                                     | 48                                   | 52                                    |
| 31%                     | 18%              | 11%              | 20%                             | 18%                                    | 23%                                  | 19%                                   |
| 96                      | 94               | 114              | 49                              | 123                                    | 119                                  | 157                                   |
| 52%                     | 63%              | 68%              | 60%                             | 64%                                    | 57%                                  | 58%                                   |
| 13                      | 14               | 23               | 8                               | 21                                     | 18                                   | 32                                    |
| 7%                      | 9%               | 14%              | 10%                             | 11%                                    | 9%                                   | 12%                                   |
| 4                       | 7                | 7                | 5                               | 6                                      | 6                                    | 10                                    |
| 2%                      | 4%               | 4%               | 6%                              | 3%                                     | 3%                                   | 4%                                    |
| 71                      | 36               | 23               | 20                              | 41                                     | 66                                   | 73                                    |
| 39%                     | 24%              | 14%              | 24%                             | 22%                                    | 32%                                  | 27%                                   |
| 17                      | 20               | 31               | 13                              | 27                                     | 24                                   | 41                                    |
| 9%                      | 14%              | 18%              | 16%                             | 14%                                    | 12%                                  | 15%                                   |

## US

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

| Marital<br>Status<br>Other | Education<br>Low | Education<br>Medium | Education<br>High | Chief<br>Income<br>Earner Yes | Chief<br>Income<br>Earner No | Business<br>Owner Yes |
|----------------------------|------------------|---------------------|-------------------|-------------------------------|------------------------------|-----------------------|
| 228                        | 231              | 127                 | 142               | 280                           | 220                          | 68                    |
| 405                        | 372              | 307                 | 327               | 595                           | 411                          | 139                   |
| 8                          | 8                | 4                   | 17                | 27                            | 2                            | 15                    |
| 3%                         | 3%               | 3%                  | 12%               | 10%                           | 1%                           | 22%                   |
| 49                         | 40               | 23                  | 37                | 65                            | 36                           | 22                    |
| 22%                        | 17%              | 18%                 | 26%               | 23%                           | 16%                          | 32%                   |
| 145                        | 148              | 80                  | 75                | 155                           | 148                          | 26                    |
| 64%                        | 64%              | 63%                 | 53%               | 55%                           | 67%                          | 38%                   |
| 18                         | 25               | 15                  | 10                | 25                            | 25                           | 4                     |
| 8%                         | 11%              | 12%                 | 7%                | 9%                            | 11%                          | 6%                    |
| 8                          | 10               | 5                   | 3                 | 9                             | 9                            | 1                     |
| 4%                         | 4%               | 4%                  | 2%                | 3%                            | 4%                           | 2%                    |
| 57                         | 48               | 28                  | 54                | 92                            | 38                           | 37                    |
| 25%                        | 21%              | 22%                 | 38%               | 33%                           | 17%                          | 54%                   |
| 26                         | 35               | 20                  | 13                | 33                            | 34                           | 6                     |
| 11%                        | 15%              | 16%                 | 9%                | 12%                           | 16%                          | 8%                    |

---

ewhat weaker, or much weaker than it is now?

---

| Business Owner No | Senior Executive Decision Maker Leader Yes | Senior Executive Decision Maker Leader No | Employment Status Total Employed | Employment Status Not Employed | Social Media Active | Social Media Passive |
|-------------------|--------------------------------------------|-------------------------------------------|----------------------------------|--------------------------------|---------------------|----------------------|
| 432               | 99                                         | 401                                       | 324                              | 132                            | 232                 | 101                  |
| 867               | 204                                        | 802                                       | 685                              | 219                            | 459                 | 194                  |
| 14                | 20                                         | 9                                         | 26                               | 2                              | 22                  | 2                    |
| 3%                | 20%                                        | 2%                                        | 8%                               | 2%                             | 9%                  | 2%                   |
| 79                | 34                                         | 67                                        | 68                               | 29                             | 64                  | 15                   |
| 18%               | 35%                                        | 17%                                       | 21%                              | 22%                            | 28%                 | 15%                  |
| 277               | 35                                         | 267                                       | 193                              | 78                             | 115                 | 71                   |
| 64%               | 36%                                        | 67%                                       | 60%                              | 59%                            | 50%                 | 71%                  |
| 45                | 6                                          | 43                                        | 28                               | 16                             | 24                  | 10                   |
| 11%               | 6%                                         | 11%                                       | 9%                               | 12%                            | 11%                 | 10%                  |
| 16                | 3                                          | 15                                        | 9                                | 7                              | 7                   | 2                    |
| 4%                | 3%                                         | 4%                                        | 3%                               | 6%                             | 3%                  | 2%                   |
| 93                | 54                                         | 76                                        | 94                               | 31                             | 86                  | 17                   |
| 22%               | 55%                                        | 19%                                       | 29%                              | 24%                            | 37%                 | 17%                  |
| 62                | 9                                          | 59                                        | 36                               | 23                             | 31                  | 12                   |
| 14%               | 9%                                         | 15%                                       | 11%                              | 18%                            | 13%                 | 12%                  |

|  |
|--|
|  |
|  |

| Social Media Inactive | US Region Northeast | US Region Midwest | US Region South | US Region West |
|-----------------------|---------------------|-------------------|-----------------|----------------|
| 167                   | 91                  | 110               | 184             | 115            |
| 353                   | 170                 | 218               | 392             | 226            |
| 5                     | 8                   | 4                 | 9               | 8              |
| 3%                    | 8%                  | 3%                | 5%              | 7%             |
| 22                    | 18                  | 13                | 46              | 25             |
| 13%                   | 19%                 | 12%               | 25%             | 21%            |
| 116                   | 52                  | 82                | 106             | 64             |
| 70%                   | 57%                 | 74%               | 57%             | 55%            |
| 16                    | 11                  | 10                | 16              | 13             |
| 9%                    | 12%                 | 10%               | 9%              | 11%            |
| 9                     | 3                   | 1                 | 8               | 6              |
| 5%                    | 3%                  | 1%                | 4%              | 5%             |
| 26                    | 25                  | 17                | 55              | 33             |
| 16%                   | 28%                 | 15%               | 30%             | 29%            |
| 24                    | 14                  | 11                | 24              | 19             |
| 15%                   | 15%                 | 10%               | 13%             | 16%            |