

Stub	Stat	Overall	Gender Male	Gender Female
	base	12500	6234	6266
	unw_base	18145	8936	9209
Right direction	freq	4771	2589	2182
Right direction	prop	38%	42%	35%
Wrong track	freq	7729	3645	4084
Wrong track	prop	62%	58%	65%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
5342	4050	3108	3106	4136	3561	5789
6222	6309	5614	4133	6330	5630	9127
2044	1572	1155	1062	1490	1658	2481
38%	39%	37%	34%	36%	47%	43%
3298	2478	1953	2045	2646	1903	3307
62%	61%	63%	66%	64%	53%	57%

All Demos

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
6711	3579	4845	4076	6732	5767	1663
9018	4027	7046	7072	10316	7829	2335
2289	1216	1818	1736	2709	2062	799
34%	34%	38%	43%	40%	36%	48%
4422	2362	3027	2340	4023	3706	864
66%	66%	62%	57%	60%	64%	52%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
10837	2620	9880	8274	3237	.	.
15810	3830	14315	12510	4050	.	.
3972	1243	3527	3289	1135	.	.
37%	47%	36%	40%	35%	.	.
6865	1376	6353	4985	2102	.	.
63%	53%	64%	60%	65%	.	.

Inactive_Social_Media
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Stub	Stat	All Countries	Argentina	Australia
	base	12500	500	500
	unw_base	18145	504	1101
Right direction	freq	4771	342	239
Right direction	prop	38%	68%	48%
Wrong track	freq	7729	158	261
Wrong track	prop	62%	32%	52%

B5 Generally speaking, would you say things in tl

Belgium	Brazil	Canada	China	France	Germany	Great Britain
500	500	500	500	500	500	500
501	1002	1003	1001	1001	1004	1005
176	44	285	446	100	176	204
35%	9%	57%	89%	20%	35%	41%
324	456	215	54	400	324	296
65%	91%	43%	11%	80%	65%	59%

All Countries

Which country are heading in the right direction, or are they off on the wrong track?

Hungary	India	Israel	Italy	Japan	Mexico	Peru
500	500	500	500	500	500	500
504	501	500	1000	1005	502	500
108	359	161	99	213	77	97
22%	72%	32%	20%	43%	15%	19%
392	141	339	401	287	423	403
78%	28%	68%	80%	57%	85%	81%

Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden
500	500	500	500	500	500	500
500	502	505	500	500	1002	500
150	298	389	52	126	139	127
30%	60%	78%	10%	25%	28%	25%
350	202	111	448	374	361	373
70%	40%	22%	90%	75%	72%	75%

Turkey	US
500	500
502	1000
195	169
39%	34%
305	331
61%	66%

All Regions	
B5 Generally speaking, would you say things in this country are heading i	

Stub	Stat	All Countries	North America	LATAM
	base	12500	1000	1500
	unw_base	18145	2003	2008
Right direction	freq	4771	454	462
Right direction	prop	38%	45%	31%
Wrong track	freq	7729	546	1038
Wrong track	prop	62%	55%	69%

on the right direction, or are they off on the wrong track?

Europe	APAC	G-8	BRIC	Middle East Africa
4500	3000	4000	2000	2000
7017	4610	7520	3006	2007
1279	1681	1544	1146	798
28%	56%	39%	57%	40%
3221	1319	2456	854	1202
72%	44%	61%	43%	60%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	504	208	296
Right direction	freq	342	166	176
Right direction	prop	68%	68%	69%
Wrong track	freq	158	80	79
Wrong track	prop	32%	32%	31%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
248	149	103	121	109	167	145
238	161	105	128	112	158	145
155	105	81	79	79	117	106
62%	71%	79%	66%	73%	70%	73%
93	44	21	42	30	50	39
38%	29%	21%	34%	27%	30%	27%

Argentina

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
355	170	205	125	271	229	87
359	153	259	92	261	243	79
236	109	135	97	189	152	68
66%	64%	66%	78%	70%	67%	78%
119	61	70	28	82	77	19
34%	36%	34%	22%	30%	33%	22%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
413	122	378	319	161	.	.
425	110	394	312	171	.	.
274	86	255	223	103	.	.
66%	71%	68%	70%	64%	.	.
139	36	122	96	58	.	.
34%	29%	32%	30%	36%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1101	502	599
Right direction	freq	239	125	114
Right direction	prop	48%	50%	45%
Wrong track	freq	261	123	138
Wrong track	prop	52%	50%	55%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
197	139	164	113	245	142	227
160	316	625	268	556	277	590
95	68	77	44	118	77	119
48%	49%	47%	39%	48%	54%	52%
102	71	87	69	127	65	108
52%	51%	53%	61%	52%	46%	48%

Australia

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
273	153	157	190	279	221	53
511	356	392	353	655	446	114
120	63	69	108	134	105	28
44%	41%	44%	57%	48%	48%	53%
153	91	88	82	145	116	25
56%	59%	56%	43%	52%	52%	47%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
447	89	411	305	123	.	.
987	176	925	649	210	.	.
212	48	192	157	50	.	.
47%	54%	47%	52%	41%	.	.
236	41	220	147	72	.	.
53%	46%	53%	48%	59%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	501	258	243
Right direction	freq	176	93	83
Right direction	prop	35%	37%	34%
Wrong track	freq	324	159	165
Wrong track	prop	65%	63%	66%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
186	165	149	88	163	135	203
168	170	163	86	165	135	213
65	64	47	28	49	65	82
35%	39%	32%	32%	30%	48%	41%
121	101	101	59	114	70	121
65%	61%	68%	68%	70%	52%	59%

Belgium

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
297	146	194	161	293	207	35
288	117	241	143	304	197	36
94	35	71	70	103	72	12
32%	24%	37%	44%	35%	35%	35%
203	111	123	90	190	134	23
68%	76%	63%	56%	65%	65%	65%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
465	60	440	296	139	.	.
465	60	441	303	129	.	.
164	26	150	108	43	.	.
35%	44%	34%	37%	31%	.	.
302	34	290	187	97	.	.
65%	56%	66%	63%	69%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	232	268
	unw_base	1002	413	589
Right direction	freq	44	19	25
Right direction	prop	9%	8%	9%
Wrong track	freq	456	213	243
Wrong track	prop	91%	92%	91%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	144	71	94	322	61	191
513	304	185	138	618	187	396
22	15	6	5	31	6	14
8%	10%	9%	5%	10%	10%	7%
263	129	65	89	290	55	178
92%	90%	91%	95%	90%	90%	93%

Brazil

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
309	157	262	81	236	264	81
606	105	554	343	495	507	171
30	10	23	11	27	17	18
10%	6%	9%	13%	11%	6%	22%
279	147	239	70	209	247	63
90%	94%	91%	87%	89%	94%	78%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
419	112	388	322	162	.	.
831	234	768	664	305	.	.
26	21	23	33	10	.	.
6%	19%	6%	10%	6%	.	.
394	91	365	290	153	.	.
94%	81%	94%	90%	94%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	242	258
	unw_base	1003	413	590
Right direction	freq	285	135	150
Right direction	prop	57%	56%	58%
Wrong track	freq	215	107	108
Wrong track	prop	43%	44%	42%

B5 Generally spea

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
171	158	171	123	146	164	194
248	331	424	184	290	406	460
115	74	97	75	76	98	103
67%	47%	57%	61%	52%	60%	53%
56	85	74	49	70	66	92
33%	53%	43%	39%	48%	40%	47%

Canada

king, would you say things in this country are heading in the right direction, or are they

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
306	227	196	77	277	223	50
543	227	435	341	584	419	110
182	126	111	48	152	133	24
60%	55%	57%	62%	55%	59%	49%
124	101	85	29	125	90	26
40%	45%	43%	38%	45%	41%	51%

off on the wrong track?

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
450	72	428	262	172	.	.
893	161	842	589	254	.	.
261	38	246	139	108	.	.
58%	53%	58%	53%	63%	.	.
190	33	182	123	64	.	.
42%	47%	42%	47%	37%	.	.

Inactive_Social_Media	Canada Region Quebec	Canada Region Praries	Canada Region British Columbia	Canada Region Ontario	Canada Region Atlantic	Canada Region Alberta
.	120	32	67	192	36	53
.	283	80	102	387	73	78
.	66	22	41	113	22	20
.	55%	69%	61%	59%	61%	38%
.	54	10	26	79	14	33
.	45%	31%	39%	41%	39%	62%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	1001	475	526
Right direction	freq	446	221	225
Right direction	prop	89%	87%	91%
Wrong track	freq	54	33	21
Wrong track	prop	11%	13%	9%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
209	195	96	45	135	320	355
525	347	129	94	268	639	689
190	170	86	38	121	287	319
91%	87%	90%	84%	89%	90%	90%
19	26	10	7	14	33	36
9%	13%	10%	16%	11%	10%	10%

China

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
145	.	417	83	311	189	73
312	.	823	178	609	392	158
126	.	370	76	277	169	67
87%	.	89%	91%	89%	90%	91%
18	.	47	7	35	20	6
13%	.	11%	9%	11%	10%	9%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
427	149	351	431	43	.	.
843	315	686	873	91	.	.
379	135	311	382	40	.	.
89%	91%	88%	89%	92%	.	.
48	14	40	49	3	.	.
11%	9%	12%	11%	8%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	246	254
	unw_base	1001	448	553
Right direction	freq	100	59	42
Right direction	prop	20%	24%	16%
Wrong track	freq	400	188	212
Wrong track	prop	80%	76%	84%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	151	164	98	202	119	228
189	421	391	118	388	360	482
47	23	30	27	43	22	38
26%	15%	18%	27%	22%	19%	17%
137	128	134	71	159	97	190
74%	85%	82%	73%	78%	81%	83%

France

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
272	133	219	148	285	215	55
519	43	318	640	655	346	85
62	36	30	34	61	40	30
23%	27%	14%	23%	21%	18%	54%
209	97	189	114	224	176	25
77%	73%	86%	77%	79%	82%	46%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
445	63	437	316	136	.	.
916	176	825	751	153	.	.
71	24	76	62	30	.	.
16%	38%	17%	20%	22%	.	.
374	39	361	254	106	.	.
84%	62%	83%	80%	78%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	1004	436	568
Right direction	freq	176	98	78
Right direction	prop	35%	39%	32%
Wrong track	freq	324	156	168
Wrong track	prop	65%	61%	68%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
171	172	157	99	107	230	229
206	462	336	170	200	522	533
62	63	51	25	38	89	84
37%	36%	32%	25%	35%	39%	37%
108	110	106	74	70	141	144
63%	64%	68%	75%	65%	61%	63%

Germany

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
271	87	286	127	299	200	42
471	48	678	278	577	427	101
92	29	92	55	113	62	21
34%	34%	32%	43%	38%	31%	50%
180	58	194	72	186	138	21
66%	66%	68%	57%	62%	69%	50%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
458	91	409	339	116	.	.
903	203	801	725	194	.	.
155	42	134	126	39	.	.
34%	47%	33%	37%	33%	.	.
303	49	275	213	77	.	.
66%	53%	67%	63%	67%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	250	250
	unw_base	1005	502	503
Right direction	freq	204	108	96
Right direction	prop	41%	43%	38%
Wrong track	freq	296	141	155
Wrong track	prop	59%	57%	62%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
196	152	152	76	239	133	206
313	341	351	153	485	265	453
86	55	62	26	93	66	88
44%	36%	41%	34%	39%	50%	43%
110	97	89	50	146	67	118
56%	64%	59%	66%	61%	50%	57%

Great Britain

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
294	146	122	232	274	226	45
552	293	233	479	587	418	94
116	47	53	103	115	88	23
39%	32%	44%	45%	42%	39%	51%
178	99	69	129	159	137	22
61%	68%	56%	55%	58%	61%	49%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
455	71	429	339	131	.	.
911	150	855	698	238	.	.
181	30	174	141	47	.	.
40%	42%	40%	42%	36%	.	.
274	41	255	198	84	.	.
60%	58%	60%	58%	64%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	504	268	236
Right direction	freq	108	64	43
Right direction	prop	22%	26%	17%
Wrong track	freq	392	183	210
Wrong track	prop	78%	74%	83%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
182	162	156	138	270	21	179
187	164	153	142	263	25	177
43	44	21	31	61	7	37
24%	27%	13%	23%	23%	32%	21%
139	118	136	107	209	14	142
76%	73%	87%	77%	77%	68%	79%

Hungary

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
321	107	294	99	280	220	39
327	158	208	138	292	212	42
71	18	65	25	74	33	9
22%	17%	22%	25%	27%	15%	22%
250	89	229	74	205	187	30
78%	83%	78%	75%	73%	85%	78%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
461	46	454	315	104	.	.
462	49	455	315	110	.	.
99	13	95	76	21	.	.
21%	27%	21%	24%	20%	.	.
362	33	359	240	83	.	.
79%	73%	79%	76%	80%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	257	243
	unw_base	501	252	249
Right direction	freq	359	191	168
Right direction	prop	72%	75%	69%
Wrong track	freq	141	65	75
Wrong track	prop	28%	25%	31%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
267	152	81	62	89	349	309
232	172	97	59	87	355	334
179	123	58	39	59	262	243
67%	81%	71%	63%	65%	75%	79%
88	29	23	23	31	87	66
33%	19%	29%	37%	35%	25%	21%

India

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
191	1	52	447	302	198	154
167	1	49	451	306	195	152
117	1	31	327	229	130	127
61%	.	59%	73%	76%	66%	82%
74	.	21	119	72	68	27
39%	.	41%	27%	24%	34%	18%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
346	281	219	411	77	.	.
349	285	216	417	70	.	.
232	220	139	312	42	.	.
67%	78%	64%	76%	54%	.	.
113	61	80	99	35	.	.
33%	22%	36%	24%	46%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	500	243	257
Right direction	freq	161	91	69
Right direction	prop	32%	37%	27%
Wrong track	freq	339	154	185
Wrong track	prop	68%	63%	73%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
225	160	116	.	.	.	308
224	152	124	.	.	.	310
74	47	40	.	.	.	104
33%	29%	35%	.	.	.	34%
151	113	76	.	.	.	204
67%	71%	65%	.	.	.	66%

Israel

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
192	136	124	240	209	291	57
190	136	123	241	227	273	56
57	50	37	74	77	84	24
30%	37%	30%	31%	37%	29%	43%
135	86	87	166	132	207	33
70%	63%	70%	69%	63%	71%	57%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
443	122	378	386	97	.	.
444	131	369	385	100	.	.
136	46	114	122	32	.	.
31%	38%	30%	32%	33%	.	.
307	76	263	264	65	.	.
69%	62%	70%	68%	67%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1000	487	513
Right direction	freq	99	60	39
Right direction	prop	20%	24%	15%
Wrong track	freq	401	187	213
Wrong track	prop	80%	76%	85%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
161	189	150	114	192	118	235
325	362	313	204	388	264	479
31	35	33	17	38	34	52
19%	18%	22%	15%	20%	29%	22%
130	154	117	98	155	84	183
81%	82%	78%	85%	80%	71%	78%

Italy

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
265	213	214	73	235	265	47
521	241	566	193	493	507	94
47	32	48	19	55	44	14
18%	15%	23%	27%	24%	17%	30%
218	181	166	54	180	221	32
82%	85%	77%	73%	76%	83%	70%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
453	72	428	285	183	.	.
906	156	844	604	331	.	.
85	22	78	69	24	.	.
19%	30%	18%	24%	13%	.	.
368	51	350	216	159	.	.
81%	70%	82%	76%	87%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	251	249
	unw_base	1005	580	425
Right direction	freq	213	119	94
Right direction	prop	43%	47%	38%
Wrong track	freq	287	132	155
Wrong track	prop	57%	53%	62%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
169	167	164	303	164	33	250
232	365	408	551	373	81	567
69	66	78	115	83	15	113
41%	39%	48%	38%	50%	45%	45%
100	102	86	188	82	18	137
59%	61%	52%	62%	50%	55%	55%

Japan

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
250	267	101	132	240	260	26
438	275	221	509	572	433	63
100	113	43	57	116	96	14
40%	42%	42%	43%	49%	37%	53%
150	154	58	75	123	164	12
60%	58%	58%	57%	51%	63%	47%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
474	45	455	331	129	.	.
942	116	889	718	214	.	.
199	27	186	143	56	.	.
42%	60%	41%	43%	44%	.	.
275	18	270	187	72	.	.
58%	40%	59%	57%	56%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	240	260
	unw_base	502	247	255
Right direction	freq	77	40	37
Right direction	prop	15%	17%	14%
Wrong track	freq	423	200	223
Wrong track	prop	85%	83%	86%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
260	168	72	212	140	98	218
276	154	72	149	182	127	200
26	41	11	41	14	21	58
10%	24%	15%	19%	10%	22%	27%
234	127	61	171	126	76	159
90%	76%	85%	81%	90%	78%	73%

Mexico

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
282	221	161	119	266	234	139
302	23	239	240	283	219	133
19	38	20	19	41	36	36
7%	17%	12%	16%	15%	15%	26%
264	183	141	99	224	198	103
93%	83%	88%	84%	85%	85%	74%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
361	151	349	336	153	.	.
369	170	332	359	130	.	.
41	30	47	59	17	.	.
11%	20%	13%	18%	11%	.	.
320	121	302	276	136	.	.
89%	80%	87%	82%	89%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	246	254
	unw_base	500	222	278
Right direction	freq	97	64	33
Right direction	prop	19%	26%	13%
Wrong track	freq	403	182	221
Wrong track	prop	81%	74%	87%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
271	160	70	250	155	20	136
280	157	63	242	161	22	134
45	37	15	45	39	4	29
17%	23%	22%	18%	25%	20%	21%
225	123	54	205	116	16	108
83%	77%	78%	82%	75%	80%	79%

Peru

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
364	.	385	115	271	229	130
366	.	333	167	267	233	131
69	.	80	17	53	44	24
19%	.	21%	15%	20%	19%	18%
295	.	305	98	218	185	107
81%	.	79%	85%	80%	81%	82%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
370	174	326	337	159	.	.
369	178	322	338	158	.	.
74	35	63	62	33	.	.
20%	20%	19%	18%	21%	.	.
296	139	263	275	125	.	.
80%	80%	81%	82%	79%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	249	251
	unw_base	500	271	229
Right direction	freq	150	87	62
Right direction	prop	30%	35%	25%
Wrong track	freq	350	161	189
Wrong track	prop	70%	65%	75%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
202	158	140	277	111	7	262
165	171	164	264	134	8	284
76	42	31	80	39	1	69
38%	27%	22%	29%	35%	.	26%
126	116	109	198	73	6	193
62%	73%	78%	71%	65%	.	74%

Poland

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
238	74	311	115	239	261	40
216	15	317	168	267	233	49
81	40	71	39	72	78	17
34%	.	23%	34%	30%	30%	42%
157	34	240	76	168	183	23
66%	.	77%	66%	70%	70%	58%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
460	73	427	308	124	.	.
451	93	407	337	89	.	.
133	26	124	85	46	.	.
29%	35%	29%	28%	37%	.	.
327	47	303	223	78	.	.
71%	65%	71%	72%	63%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	239	261
	unw_base	502	285	217
Right direction	freq	298	159	139
Right direction	prop	60%	67%	53%
Wrong track	freq	202	80	122
Wrong track	prop	40%	33%	47%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
207	176	117	31	230	194	228
137	245	120	26	181	263	284
110	109	78	18	120	129	154
53%	62%	67%	57%	52%	67%	67%
97	67	39	14	110	65	75
47%	38%	33%	43%	48%	33%	33%

Russia

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
272	84	290	126	269	231	43
218	36	156	310	308	194	48
144	50	173	74	163	135	30
53%	60%	60%	59%	61%	58%	71%
128	34	117	52	106	96	12
47%	40%	40%	41%	39%	42%	29%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
457	64	436	370	77	.	.
454	82	420	406	50	.	.
267	45	253	223	47	.	.
59%	70%	58%	60%	61%	.	.
190	19	183	146	30	.	.
41%	30%	42%	40%	39%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	292	208
	unw_base	505	289	216
Right direction	freq	389	230	160
Right direction	prop	78%	79%	77%
Wrong track	freq	111	62	48
Wrong track	prop	22%	21%	23%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	169	47	235	121	49	291
335	154	16	241	129	49	290
220	140	29	183	93	33	234
77%	83%	.	78%	77%	68%	80%
65	28	18	52	28	16	57
23%	17%	.	22%	23%	32%	20%

Saudi Arabia

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
209	140	125	235	236	264	72
215	133	130	242	235	270	86
155	114	100	175	189	200	61
74%	82%	80%	74%	80%	76%	84%
53	25	24	61	47	64	11
26%	18%	20%	26%	20%	24%	16%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
428	109	391	268	213	.	.
419	117	388	283	204	.	.
328	95	295	208	168	.	.
77%	87%	75%	78%	79%	.	.
99	15	96	60	45	.	.
23%	13%	25%	22%	21%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	240	260
	unw_base	500	216	284
Right direction	freq	52	23	29
Right direction	prop	10%	10%	11%
Wrong track	freq	448	217	230
Wrong track	prop	90%	90%	89%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
284	125	91	63	131	306	186
152	161	187	47	122	331	250
36	12	4	10	18	25	15
13%	10%	5%	16%	14%	8%	8%
248	113	87	53	113	281	171
87%	90%	95%	84%	86%	92%	92%

South Africa

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
314	246	115	139	248	252	106
250	240	130	130	279	221	109
37	24	10	19	24	29	18
12%	10%	8%	13%	10%	11%	17%
277	222	105	121	224	223	88
88%	90%	92%	87%	90%	89%	83%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
394	160	340	350	129	.	.
391	161	339	367	90	.	.
34	27	26	38	12	.	.
9%	17%	8%	11%	9%	.	.
360	133	314	312	117	.	.
91%	83%	92%	89%	91%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	253	247
	unw_base	500	291	209
Right direction	freq	126	72	53
Right direction	prop	25%	29%	22%
Wrong track	freq	374	181	194
Wrong track	prop	75%	71%	78%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
191	192	116	91	188	221	288
129	227	144	78	186	236	328
28	46	52	11	49	66	91
14%	24%	45%	12%	26%	30%	32%
164	147	64	80	139	156	197
86%	76%	55%	88%	74%	70%	68%

South Korea

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
212	6	104	390	271	229	56
172	4	89	407	306	194	66
35	2	31	93	73	52	23
16%	.	30%	24%	27%	23%	42%
177	4	73	297	197	177	32
84%	.	70%	76%	73%	77%	58%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
444	102	398	370	98	.	.
434	122	378	397	70	.	.
102	41	85	105	13	.	.
23%	40%	21%	28%	13%	.	.
342	61	313	265	85	.	.
77%	60%	79%	72%	87%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1002	509	493
Right direction	freq	139	73	67
Right direction	prop	28%	29%	27%
Wrong track	freq	361	179	181
Wrong track	prop	72%	71%	73%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
174	185	141	251	151	29	232
323	388	291	526	281	54	486
41	53	46	64	50	9	71
23%	28%	33%	25%	33%	32%	31%
133	132	95	188	101	20	161
77%	72%	67%	75%	67%	68%	69%

Spain

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
268	227	118	155	270	230	46
516	576	96	330	544	458	93
69	56	41	42	82	58	22
26%	25%	35%	27%	30%	25%	47%
200	171	77	112	188	172	24
74%	75%	65%	73%	70%	75%	53%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
454	68	432	329	141	.	.
909	136	866	666	271	.	.
117	24	115	96	34	.	.
26%	36%	27%	29%	24%	.	.
336	43	317	233	107	.	.
74%	64%	73%	71%	76%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	253	247
	unw_base	500	269	231
Right direction	freq	127	82	44
Right direction	prop	25%	33%	18%
Wrong track	freq	373	171	202
Wrong track	prop	75%	67%	82%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
194	145	161	114	206	91	125
87	145	268	122	221	89	168
45	29	52	22	54	30	33
23%	20%	32%	19%	26%	33%	27%
149	116	109	92	152	61	92
77%	80%	68%	81%	74%	67%	73%

Sweden

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
375	108	232	160	351	149	44
332	314	88	98	340	160	50
93	35	63	29	79	48	10
25%	32%	27%	18%	22%	32%	22%
281	73	169	131	272	101	34
75%	68%	73%	82%	78%	68%	78%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
456	77	423	361	104	.	.
450	78	422	359	69	.	.
117	19	108	92	26	.	.
26%	24%	26%	25%	25%	.	.
339	58	315	269	78	.	.
74%	76%	74%	75%	75%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	502	324	178
Right direction	freq	195	112	83
Right direction	prop	39%	45%	33%
Wrong track	freq	305	140	165
Wrong track	prop	61%	55%	67%

B5 Generally speaking, would you say things in this cou

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
242	168	90	26	129	346	284
310	150	42	25	115	362	274
99	67	30	16	66	112	133
41%	40%	33%	64%	52%	32%	47%
143	101	60	9	62	234	151
59%	60%	67%	36%	48%	68%	53%

Turkey

Country are heading in the right direction, or are they off on the wrong track?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
216	299	33	168	241	259	74
228	141	57	304	288	214	83
62	128	11	56	98	97	41
29%	43%	34%	33%	41%	38%	56%
154	171	22	112	143	161	33
71%	57%	66%	67%	59%	62%	44%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
426	152	348	266	137	.	.
419	188	314	328	135	.	.
154	76	119	111	53	.	.
36%	50%	34%	42%	39%	.	.
272	76	229	156	84	.	.
64%	50%	66%	58%	61%	.	.

Inactive_Social_Media
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1000	528	472
Right direction	freq	169	97	72
Right direction	prop	34%	39%	29%
Wrong track	freq	331	150	180
Wrong track	prop	66%	61%	71%

B5 Generally speaking, would

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
183	147	170	81	190	209	276
268	289	443	118	425	415	601
85	46	38	22	59	83	92
47%	31%	22%	27%	31%	40%	33%
97	102	132	59	131	126	185
53%	69%	78%	73%	69%	60%	67%

US

you say things in this country are heading in the right direction, or are they off on the w

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
224	232	127	141	278	222	70
399	392	311	297	582	418	132
77	60	40	70	111	58	38
35%	26%	31%	49%	40%	26%	55%
146	172	87	72	167	164	32
65%	74%	69%	51%	60%	74%	45%

rong track?

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Social_Media	Passive_Social_Media
430	96	404	324	128	.	.
868	183	817	667	214	.	.
131	48	121	117	41	.	.
30%	50%	30%	36%	32%	.	.
299	48	283	207	87	.	.
70%	50%	70%	64%	68%	.	.

Inactive_Social_Media	US Region Northeast	US Region Midwest	US Region South	US Region West
.	91	110	184	115
.	192	223	349	236
.	31	37	58	44
.	34%	34%	31%	38%
.	60	72	126	72
.	66%	66%	69%	62%