Stub	Stat	Overall	Gender Male	Gender Female
	base	12500	6236	6264
	unw_base	18043	9066	8977
Very good	freq	683	436	248
Very good	prop	5%	7%	4%
Somewhat good	freq	3871	2095	1776
Somewhat good	prop	31%	34%	28%
Somewhat bad	freq	5350	2530	2820
Somewhat bad	prop	43%	41%	45%
Very bad	freq	2596	1176	1420
Very bad	prop	21%	19%	23%
Top2Box	freq	4554	2531	2023
Top2Box	prop	36%	41%	32%
Low2Box	freq	7946	3705	4240
Low2Box	prop	64%	59%	68%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
5342	3971	3188	3225	4061	3642	5764
6792	6110	5141	4332	6254	5492	8779
374	207	102	192	167	262	398
7%	5%	3%	6%	4%	7%	7%
1724	1200	947	841	1217	1292	1824
32%	30%	30%	26%	30%	35%	32%
2120	1710	1519	1382	1806	1451	2455
40%	43%	48%	43%	44%	40%	43%
1123	853	619	811	872	637	1086
21%	21%	19%	25%	21%	17%	19%
2098	1407	1049	1033	1383	1554	2222
39%	35%	33%	32%	34%	43%	39%
3244	2564	2138	2193	2678	2088	3542
61%	65%	67%	68%	66%	57%	61%

All Demos

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
6736	3561	4879	4060	6895	5605	1558
9264	3924	7019	7100	10537	7506	2247
285	181	186	316	463	220	208
4%	5%	4%	8%	7%	4%	13%
2047	843	1523	1505	2280	1591	581
30%	24%	31%	37%	33%	28%	37%
2895	1617	2178	1556	2865	2485	497
43%	45%	45%	38%	42%	44%	32%
1509	921	992	683	1287	1308	272
22%	26%	20%	17%	19%	23%	17%
2332	1024	1709	1821	2744	1811	789
35%	29%	35%	45%	40%	32%	51%
4404	2537	3170	2238	4152	3794	769
65%	71%	65%	55%	60%	68%	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_Soci al_Media	Passive_So
10942	2442	10058	8454	2570		
15796	3607	14436	12856	3320		
476	329	354	512	126		
4%	13%	4%	6%	5%		
3290	916	2955	2779	701		-
30%	38%	29%	33%	27%		
4853	816	4534	3578	1079		
44%	33%	45%	42%	42%		-
2324	380	2215	1584	663		
21%	16%	22%	19%	26%		
3765	1245	3309	3292	827		
34%	51%	33%	39%	32%		
7177	1196	6749	5162	1743		
66%	49%	67%	61%	68%		

Inactive_So	

		All		
Stub	Stat	Countries	Argentina	Australia
	base	12500	500	500
	unw_base	18043	500	1002
Very good	freq	683	12	34
Very good	prop	5%	2%	7%
Somewhat good	freq	3871	107	243
Somewhat good	prop	31%	21%	49%
Somewhat bad	freq	5350	309	189
Somewhat bad	prop	43%	62%	38%
Very bad	freq	2596	72	33
Very bad	prop	21%	14%	7%
Top2Box	freq	4554	119	278
Top2Box	prop	36%	24%	56%
Low2Box	freq	7946	381	222
Low2Box	prop	64%	76%	44%

Belgium	Brazil	Canada	China	France	Germany	Great Britain
500	500	500	500	500	500	500
500	1004	1002	1000	1004	1001	1003
3	14	12	41	4	39	11
1%	3%	2%	8%	1%	8%	2%
188	24	157	266	41	320	234
38%	5%	31%	53%	8%	64%	47%
263	108	261	171	345	121	214
53%	22%	52%	34%	69%	24%	43%
46	354	71	23	110	20	41
9%	71%	14%	5%	22%	4%	8%
191	38	169	307	45	359	245
38%	8%	34%	61%	9%	72%	49%
309	462	331	193	455	141	255
62%	92%	66%	39%	91%	28%	51%

All Countries

Hungary	India	Israel	Italy	Japan	Mexico	Peru
500	500	500	500	500	500	500
501	504	502	1002	1000	506	500
2	94	14	5	7	12	3
%	19%	3%	1%	1%	2%	1%
91	287	221	64	123	71	225
18%	57%	44%	13%	25%	14%	45%
245	105	211	282	269	220	229
49%	21%	42%	56%	54%	44%	46%
162	15	54	149	101	197	43
32%	3%	11%	30%	20%	39%	9%
93	380	235	69	130	83	228
19%	76%	47%	14%	26%	17%	46%
407	120	265	431	370	417	272
81%	24%	53%	86%	74%	83%	54%

Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden
500	500	500	500	500	500	500
500	501	500	501	502	1001	500
16	7	204	8	9	8	26
3%	1%	41%	2%	2%	2%	5%
151	99	234	54	57	60	255
30%	20%	47%	11%	11%	12%	51%
282	289	56	158	233	218	178
56%	58%	11%	32%	47%	44%	36%
51	105	5	280	201	215	41
10%	21%	1%	56%	40%	43%	8%
167	106	439	63	66	68	281
33%	21%	88%	13%	13%	14%	56%
333	394	61	437	434	432	219
67%	79%	12%	87%	87%	86%	44%

Turkey	US
500	500
505	1002
49	49
10%	10%
130	170
26%	34%
185	211
37%	42%
137	70
27%	14%
178	219
36%	44%
322	281
64%	56%

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

Stub	Stat	All Countries	North America	LATAM
	base	12500	1000	1500
	unw_base	18043	2004	2010
Very good	freq	683	61	38
Very good	prop	5%	6%	3%
Somewhat good	freq	3871	326	202
Somewhat good	prop	31%	33%	13%
Somewhat bad	freq	5350	471	638
Somewhat bad	prop	43%	47%	43%
Very bad	freq	2596	141	622
Very bad	prop	21%	14%	41%
Top2Box	freq	4554	387	240
Top2Box	prop	36%	39%	16%
Low2Box	freq	7946	613	1260
Low2Box	prop	64%	61%	84%

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

Europe	APAC	G-8	BRIC	Middle East Africa
4500	3000	4000	2000	2000
7012	4509	7515	3009	2008
114	191	135	156	275
3%	6%	3%	8%	14%
1403	1075	1207	675	639
31%	36%	30%	34%	32%
2147	1255	1990	672	610
48%	42%	50%	34%	30%
836	478	668	497	476
19%	16%	17%	25%	24%
1517	1267	1342	831	915
34%	42%	34%	42%	46%
2983	1733	2658	1169	1085
66%	58%	66%	58%	54%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	500	208	292
Very good	freq	12	3	9
Very good	prop	2%	1%	3%
Somewhat good	freq	107	48	59
Somewhat good	prop	21%	20%	23%
Somewhat bad	freq	309	164	145
Somewhat bad	prop	62%	67%	57%
Very bad	freq	72	29	42
Very bad	prop	14%	12%	17%
Top2Box	freq	119	51	68
Top2Box	prop	24%	21%	27%
Low2Box	freq	381	194	187
Low2Box	prop	76%	79%	73%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
248	137	115	122	117	162	146
271	127	102	131	117	148	135
8	3	1	4	1	2	2
3%	2%	1%	3%	1%	1%	1%
57	25	25	21	28	40	30
23%	18%	22%	18%	24%	25%	21%
149	84	77	82	71	99	89
60%	61%	67%	67%	61%	61%	61%
34	26	12	15	17	21	25
14%	19%	10%	12%	14%	13%	17%
65	28	26	25	28	42	32
26%	20%	23%	21%	24%	26%	22%
183	109	88	97	88	119	114
74%	80%	77%	79%	76%	74%	78%

Argentina

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
354	170	205	125	276	224	60
365	169	236	95	259	241	63
10	5	5	2	5	7	2
3%	3%	2%	2%	2%	3%	3%
77	37	45	25	62	45	23
22%	22%	22%	20%	23%	20%	39%
220	99	124	86	171	138	30
62%	58%	61%	69%	62%	62%	50%
47	30	30	11	38	34	5
13%	18%	15%	9%	14%	15%	9%
87	41	50	28	67	52	25
25%	24%	25%	22%	24%	23%	41%
267	129	155	97	209	172	35
75%	76%	75%	78%	76%	77%	59%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So
440	84	416	332	76		
437	82	418	318	79		-
10	2	10	6	2		
2%	2%	2%	2%	3%		
84	28	80	71	16	•	
19%	33%	19%	22%	21%	•	
279	47	262	208	48	•	
63%	56%	63%	63%	63%		
66	8	63	47	10		-
15%	10%	15%	14%	13%		
94	29	90	77	18		
21%	35%	22%	23%	24%		
346	55	326	255	58		
79%	65%	78%	77%	76%		

Inactive_So	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1002	523	479
Very good	freq	34	22	12
Very good	prop	7%	9%	5%
Somewhat good	freq	243	121	122
Somewhat good	prop	49%	49%	48%
Somewhat bad	freq	189	87	102
Somewhat bad	prop	38%	35%	41%
Very bad	freq	33	18	16
Very bad	prop	7%	7%	6%
Top2Box	freq	278	143	134
Top2Box	prop	56%	58%	53%
Low2Box	freq	222	105	118
Low2Box	prop	44%	42%	47%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
197	147	156	99	246	155	243
332	318	352	195	489	318	519
16	10	8	4	20	10	23
8%	7%	5%	4%	8%	6%	9%
96	68	80	43	116	84	114
48%	46%	51%	43%	47%	54%	47%
74	56	59	41	93	56	90
38%	38%	38%	41%	38%	36%	37%
11	13	9	12	16	5	17
6%	9%	6%	12%	7%	4%	7%
112	78	88	47	137	94	137
57%	53%	56%	47%	56%	61%	56%
85	69	68	53	109	61	106
43%	47%	44%	53%	44%	39%	44%

Australia

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
257	137	151	212	306	194	70
483	268	308	426	641	361	143
11	7	7	20	30	5	11
4%	5%	5%	9%	10%	2%	15%
129	62	77	104	150	93	30
50%	46%	51%	49%	49%	48%	43%
100	59	54	76	105	84	25
39%	43%	36%	36%	34%	44%	36%
17	8	13	12	22	12	4
7%	6%	9%	6%	7%	6%	5%
141	70	84	124	180	98	41
55%	51%	55%	58%	59%	50%	58%
116	67	67	88	127	96	29
45%	49%	45%	42%	41%	50%	42%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
430	97	403	349	94	-	
859	202	800	709	168		
23	15	19	30	3	•	
5%	15%	5%	8%	3%	•	
213	39	204	173	42	•	
50%	40%	51%	49%	45%	•	
164	36	153	127	40		
38%	37%	38%	36%	42%		-
30	7	26	20	9		
7%	7%	7%	6%	9%		
237	54	223	203	45		
55%	56%	55%	58%	48%		
193	43	179	147	49		
45%	44%	45%	42%	52%		

Inactive_So	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	500	250	250
Very good	freq	3	3	1
Very good	prop	1%	1%	%
Somewhat good	freq	188	100	87
Somewhat good	prop	38%	40%	35%
Somewhat bad	freq	263	127	136
Somewhat bad	prop	53%	50%	55%
Very bad	freq	46	22	24
Very bad	prop	9%	9%	10%
Top2Box	freq	191	103	88
Top2Box	prop	38%	41%	35%
Low2Box	freq	309	149	160
Low2Box	prop	62%	59%	65%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
186	144	170	94	171	108	202
183	154	163	89	165	121	206
2	1	1		1	1	1
1%	%	%		1%	1%	%
72	60	55	25	62	52	76
39%	42%	32%	27%	36%	48%	37%
99	69	95	60	89	50	99
53%	48%	56%	64%	52%	46%	49%
12	15	19	9	19	6	26
7%	10%	11%	9%	11%	5%	13%
74	61	56	25	63	52	76
40%	42%	33%	27%	37%	48%	38%
112	83	114	69	108	56	126
60%	58%	67%	73%	63%	52%	62%

Belgium

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
298	146	194	160	299	201	21
294	89	279	132	310	190	23
3		2	1	3	1	1
1%		1%	1%	1%	%	6%
112	38	76	74	124	64	13
38%	26%	39%	46%	41%	32%	62%
163	94	99	71	143	120	7
55%	64%	51%	44%	48%	60%	33%
20	15	17	14	31	16	
7%	10%	9%	9%	10%	8%	
115	38	78	75	126	65	14
38%	26%	40%	47%	42%	32%	67%
183	108	116	85	173	136	7
62%	74%	60%	53%	58%	68%	33%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
479	46	454	315	126		
477	46	454	328	114		
2	1	2	3	1		
%	3%	%	1%	1%		
174	23	164	129	35		
36%	51%	36%	41%	28%		
256	19	244	154	75		
53%	41%	54%	49%	60%		-
46	2	44	30	15		
10%	5%	10%	9%	12%		
177	25	166	132	36		
37%	53%	37%	42%	28%		
302	22	287	184	90		
63%	47%	63%	58%	72%		

Inactive_So	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	232	268
	unw_base	1004	439	565
Very good	freq	14	7	7
Very good	prop	3%	3%	3%
Somewhat good	freq	24	14	11
Somewhat good	prop	5%	6%	4%
Somewhat bad	freq	108	62	46
Somewhat bad	prop	22%	27%	17%
Very bad	freq	354	149	205
Very bad	prop	71%	64%	76%
Top2Box	freq	38	21	17
Top2Box	prop	8%	9%	6%
Low2Box	freq	462	211	251
Low2Box	prop	92%	91%	94%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	137	77	182	288	30	182
533	285	186	292	623	89	369
9	3	2	7	5	2	10
3%	2%	3%	4%	2%	6%	5%
13	9	3	11	13	1	10
5%	6%	3%	6%	5%	2%	5%
59	30	20	35	68	5	45
21%	22%	25%	19%	24%	15%	25%
205	96	53	129	202	23	117
72%	70%	68%	71%	70%	76%	64%
21	12	5	18	18	2	20
7%	9%	6%	10%	6%	8%	11%
264	125	73	165	270	27	162
93%	91%	94%	90%	94%	92%	89%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
318	157	262	81	230	270	70
635	123	548	333	488	516	148
4	6	6	2	9	5	6
1%	4%	2%	2%	4%	2%	8%
14	11	11	2	16	8	7
4%	7%	4%	3%	7%	3%	10%
63	34	58	16	49	59	16
20%	22%	22%	20%	21%	22%	23%
237	106	187	61	156	197	42
74%	67%	71%	75%	68%	73%	60%
19	17	17	4	25	13	12
6%	11%	7%	5%	11%	5%	18%
300	140	245	77	205	256	58
94%	89%	93%	95%	89%	95%	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_Soci al_Media	Passive_So cial_Media
430	80	420	311	105	-	
856	172	832	664	202		
9	7	7	10	3	•	
2%	9%	2%	3%	3%	•	
17	6	18	17	4	•	
4%	8%	4%	6%	4%	•	
92	18	90	71	22		
21%	23%	21%	23%	21%		-
312	48	305	213	76		
73%	60%	73%	68%	72%		
26	14	25	27	7		
6%	17%	6%	9%	7%		
404	66	396	284	98		
94%	83%	94%	91%	93%		

Inactive_So	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	242	258
	unw_base	1002	445	557
Very good	freq	12	4	7
Very good	prop	2%	2%	3%
Somewhat good	freq	157	81	76
Somewhat good	prop	31%	33%	30%
Somewhat bad	freq	261	122	139
Somewhat bad	prop	52%	50%	54%
Very bad	freq	71	35	35
Very bad	prop	14%	15%	14%
Top2Box	freq	169	85	83
Top2Box	prop	34%	35%	32%
Low2Box	freq	331	157	174
Low2Box	prop	66%	65%	68%

B3 Now, th

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
171	151	178	63	192	188	212
309	310	383	115	356	421	455
6	3	3	2	2	7	5
3%	2%	1%	3%	1%	4%	2%
60	45	53	19	65	59	64
35%	30%	30%	30%	34%	31%	30%
81	81	98	31	99	98	116
47%	54%	55%	49%	51%	52%	55%
25	21	25	11	27	24	27
14%	14%	14%	17%	14%	13%	13%
65	48	55	21	67	66	69
38%	32%	31%	34%	35%	35%	33%
106	103	123	42	125	122	143
62%	68%	69%	66%	65%	65%	67%

Canada

ninking about our economic situation, how would you describe the current economic situation.

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
288	226	196	77	263	237	56
547	219	445	338	563	439	113
7	5	4	3	6	6	3
2%	2%	2%	4%	2%	3%	6%
93	59	74	24	90	67	21
32%	26%	38%	31%	34%	28%	38%
144	125	93	43	137	123	25
50%	55%	47%	55%	52%	52%	45%
44	37	26	7	31	40	7
15%	16%	13%	10%	12%	17%	12%
99	64	77	27	95	73	24
35%	28%	39%	35%	36%	31%	43%
188	162	119	50	168	163	32
65%	72%	61%	65%	64%	69%	57%

tuation 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	Active_Soci al_Media	Passive_So
444	65	435	312	109		
889	135	867	671	205		
9	4	8	8	1		
2%	6%	2%	3%	1%		
136	23	133	106	28		
31%	36%	31%	34%	26%		
236	29	231	158	63		
53%	45%	53%	51%	58%		-
64	8	63	40	17		
15%	13%	14%	13%	15%		
144	28	141	114	29		
32%	42%	32%	37%	27%		
300	38	294	198	80		
68%	58%	68%	63%	73%		

Inactive_So cial_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
	285	60	102	366	60	129
	2	0	3	5	-	1
	2%	1%	5%	2%		3%
	43	11	22	67	8	6
	36%	34%	32%	35%	23%	11%
	66	19	35	95	20	26
	55%	60%	52%	49%	55%	49%
	9	2	7	26	8	19
	8%	6%	11%	13%	22%	36%
	45	11	25	71	8	8
	38%	35%	37%	37%	23%	14%
	75	21	42	120	27	46
	62%	65%	63%	63%	77%	86%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	255	245
	unw_base	1000	499	501
Very good	freq	41	23	18
Very good	prop	8%	9%	7%
Somewhat good	freq	266	128	138
Somewhat good	prop	53%	50%	56%
Somewhat bad	freq	171	93	78
Somewhat bad	prop	34%	37%	32%
Very bad	freq	23	10	12
Very bad	prop	5%	4%	5%
Top2Box	freq	307	151	156
Top2Box	prop	61%	59%	63%
Low2Box	freq	193	104	90
Low2Box	prop	39%	41%	37%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
209	196	95	31	138	331	371
554	345	101	58	258	684	751
23	15	3	2	9	30	30
11%	8%	3%	7%	6%	9%	8%
122	96	48	17	75	173	192
59%	49%	50%	56%	54%	52%	52%
54	77	39	9	44	118	134
26%	39%	42%	29%	32%	36%	36%
9	9	5	3	10	10	15
4%	4%	5%	8%	7%	3%	4%
146	111	51	20	84	203	222
70%	56%	53%	63%	61%	61%	60%
63	85	44	11	54	128	149
30%	44%	47%	37%	39%	39%	40%

China

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
129		417	83	317	183	67
249		804	196	637	363	153
11		33	8	31	10	16
9%		8%	10%	10%	5%	23%
74		226	40	159	107	36
57%		54%	48%	50%	58%	54%
36		138	33	114	57	13
28%		33%	39%	36%	31%	20%
7		21	2	13	10	2
6%		5%	2%	4%	5%	3%
85		258	48	190	117	52
66%		62%	58%	60%	64%	77%
44		159	34	127	66	15
34%		38%	42%	40%	36%	23%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So
433	152	348	426	40		
847	346	654	893	68		
25	27	14	38	1		
6%	18%	4%	9%	2%		
230	83	183	220	27		
53%	55%	52%	52%	69%		
157	37	133	151	7		
36%	25%	38%	35%	19%		
21	5	18	17	4		
5%	3%	5%	4%	10%		
255	110	197	258	28		
59%	72%	57%	61%	71%		
178	42	151	168	11		
41%	28%	43%	39%	29%		

Inactive_So	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1004	467	537
Very good	freq	4	3	1
Very good	prop	1%	1%	%
Somewhat good	freq	41	27	14
Somewhat good	prop	8%	11%	6%
Somewhat bad	freq	345	163	182
Somewhat bad	prop	69%	66%	72%
Very bad	freq	110	54	56
Very bad	prop	22%	22%	22%
Top2Box	freq	45	30	15
Top2Box	prop	9%	12%	6%
Low2Box	freq	455	217	238
Low2Box	prop	91%	88%	94%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	158	157	101	232	87	208
298	378	328	165	453	268	467
2	1	1	1	2		1
1%	1%	%	1%	1%		1%
16	18	7	8	15	9	20
9%	11%	5%	8%	6%	11%	9%
134	97	113	68	162	62	143
73%	61%	72%	67%	70%	72%	69%
32	42	36	24	52	15	44
17%	27%	23%	23%	22%	18%	21%
18	19	8	10	17	9	21
10%	12%	5%	10%	8%	11%	10%
166	139	149	91	214	78	187
90%	88%	95%	90%	92%	89%	90%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
292	133	219	147	293	207	16
537	25	380	599	644	360	49
2		2	2	3	1	1
1%		1%	1%	1%	%	9%
22	6	14	21	29	12	2
7%	5%	6%	14%	10%	6%	15%
202	103	147	95	201	143	8
69%	77%	67%	64%	69%	69%	49%
66	24	56	30	60	50	4
23%	18%	26%	20%	20%	24%	27%
24	6	16	23	32	13	4
8%	5%	7%	15%	11%	6%	24%
268	127	203	125	261	194	12
92%	95%	93%	85%	89%	94%	76%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
484	33	467	290	110		
955	112	892	735	170		
2	2	2	3	1		
%	5%	%	1%	1%		
39	6	36	32	4		
8%	17%	8%	11%	4%		
337	18	326	199	71		
70%	56%	70%	68%	65%		
106	7	103	57	34		
22%	22%	22%	20%	31%		
41	7	38	35	5		
9%	22%	8%	12%	5%		
443	26	429	256	105		
91%	78%	92%	88%	95%		

Inactive_So	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	1001	501	500
Very good	freq	39	24	15
Very good	prop	8%	10%	6%
Somewhat good	freq	320	172	148
Somewhat good	prop	64%	68%	60%
Somewhat bad	freq	121	51	70
Somewhat bad	prop	24%	20%	28%
Very bad	freq	20	6	14
Very bad	prop	4%	2%	6%
Top2Box	freq	359	196	163
Top2Box	prop	72%	77%	66%
Low2Box	freq	141	57	84
Low2Box	prop	28%	23%	34%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
171	155	175	133	129	173	172
310	327	364	240	254	379	367
22	6	11	9	7	20	14
13%	4%	6%	7%	5%	11%	8%
110	96	115	68	83	126	111
64%	62%	66%	51%	65%	73%	65%
33	44	45	46	34	24	38
19%	28%	26%	35%	27%	14%	22%
6	9	5	10	5	4	8
4%	6%	3%	8%	4%	2%	5%
132	102	125	77	90	146	126
77%	66%	72%	58%	70%	84%	73%
39	53	50	56	39	28	46
23%	34%	28%	42%	30%	16%	27%

Germany

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
328	87	287	127	333	167	43
634	51	717	233	681	320	86
25	8	17	14	21	18	6
8%	9%	6%	11%	6%	11%	13%
208	42	182	95	217	103	24
64%	49%	64%	75%	65%	61%	55%
83	28	79	14	81	40	13
25%	32%	28%	11%	24%	24%	29%
12	9	8	3	14	6	1
4%	10%	3%	2%	4%	4%	3%
233	50	199	109	238	121	29
71%	58%	70%	86%	71%	72%	68%
95	37	87	17	95	46	14
29%	42%	30%	14%	29%	28%	32%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So
457	89	411	349	70		
915	182	819	716	141		
33	12	27	28	3		
7%	13%	7%	8%	4%		-
296	53	267	229	40		
65%	59%	65%	66%	57%		
108	24	97	81	23		
24%	27%	24%	23%	32%		-
19	1	19	10	5		
4%	1%	5%	3%	7%		
330	65	294	258	43		
72%	72%	72%	74%	61%		
127	25	116	91	28		
28%	28%	28%	26%	39%		

Inactive_So	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	249	251
	unw_base	1003	498	505
Very good	freq	11	6	5
Very good	prop	2%	2%	2%
Somewhat good	freq	234	124	109
Somewhat good	prop	47%	50%	44%
Somewhat bad	freq	214	96	118
Somewhat bad	prop	43%	39%	47%
Very bad	freq	41	23	18
Very bad	prop	8%	9%	7%
Top2Box	freq	245	130	115
Top2Box	prop	49%	52%	46%
Low2Box	freq	255	119	136
Low2Box	prop	51%	48%	54%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
196	148	156	68	227	146	210
298	344	361	141	454	298	455
6	3	2	2	5	4	6
3%	2%	1%	3%	2%	2%	3%
96	66	72	21	101	81	105
49%	44%	46%	31%	44%	55%	50%
80	66	68	33	107	53	86
41%	45%	44%	48%	47%	36%	41%
14	13	14	13	14	9	13
7%	9%	9%	19%	6%	6%	6%
103	69	74	23	106	85	111
52%	46%	47%	34%	47%	58%	53%
94	80	82	46	121	62	99
48%	54%	53%	66%	53%	42%	47%

Great Britain

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
290	157	108	235	292	208	46
548	310	204	489	621	382	97
6	2	3	6	10	2	3
2%	1%	3%	3%	3%	1%	7%
128	66	49	119	133	100	25
44%	42%	45%	50%	46%	48%	54%
128	70	46	98	125	89	16
44%	45%	42%	42%	43%	43%	34%
28	18	10	12	24	17	3
10%	12%	10%	5%	8%	8%	6%
134	68	52	125	143	102	28
46%	44%	48%	53%	49%	49%	61%
156	88	56	111	149	106	18
54%	56%	52%	47%	51%	51%	39%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So
454	64	436	350	69		
906	136	867	719	154		
8	4	7	10	1		
2%	7%	2%	3%	1%	•	
209	33	201	163	29		
46%	51%	46%	47%	42%		
198	23	191	154	29		
44%	36%	44%	44%	42%		-
38	4	37	22	10		
8%	6%	8%	6%	15%		
217	37	208	173	30		
48%	58%	48%	50%	44%	-	
237	27	228	176	39	-	
52%	42%	52%	50%	56%		

Inactive_So	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	501	268	233
Very good	freq	2		2
Very good	prop	%		1%
Somewhat good	freq	91	62	29
Somewhat good	prop	18%	25%	11%
Somewhat bad	freq	245	105	140
Somewhat bad	prop	49%	43%	55%
Very bad	freq	162	79	83
Very bad	prop	32%	32%	33%
Top2Box	freq	93	62	30
Top2Box	prop	19%	25%	12%
Low2Box	freq	407	185	223
Low2Box	prop	81%	75%	88%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
182	168	151	146	258	32	194
192	165	144	156	242	32	189
1		1		2		1
%		1%		1%		1%
32	35	24	24	46	13	43
18%	21%	16%	17%	18%	41%	22%
87	87	71	71	132	13	97
48%	52%	47%	49%	51%	41%	50%
61	46	55	50	79	6	53
34%	27%	37%	35%	31%	18%	28%
33	35	25	24	48	13	44
18%	21%	16%	17%	18%	41%	22%
149	132	126	122	211	19	151
82%	79%	84%	83%	82%	59%	78%

Hungary

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
306	107	294	99	285	215	49
312	176	207	118	290	211	48
1	•		2	2		1
%			2%	1%		2%
48	14	56	21	56	35	11
16%	13%	19%	21%	20%	16%	23%
148	53	142	51	135	110	22
48%	49%	48%	51%	47%	51%	44%
109	40	97	25	92	70	15
36%	38%	33%	25%	32%	32%	31%
49	14	56	23	58	35	12
16%	13%	19%	23%	20%	16%	25%
257	93	238	76	227	180	37
84%	87%	81%	77%	80%	84%	75%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
451	55	445	327	93		
453	52	449	328	101		
1	2		2			
%	3%		1%			
80	16	75	64	15		
18%	29%	17%	20%	16%		
223	23	223	166	41		
50%	41%	50%	51%	44%		-
147	15	148	96	37		
33%	27%	33%	29%	40%		
81	17	75	66	15		
18%	32%	17%	20%	16%		
370	37	370	261	78		
82%	68%	83%	80%	84%		

Inactive_So	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	256	244
	unw_base	504	269	235
Very good	freq	94	53	40
Very good	prop	19%	21%	17%
Somewhat good	freq	287	151	135
Somewhat good	prop	57%	59%	56%
Somewhat bad	freq	105	45	60
Somewhat bad	prop	21%	17%	25%
Very bad	freq	15	7	8
Very bad	prop	3%	3%	3%
Top2Box	freq	380	205	176
Top2Box	prop	76%	80%	72%
Low2Box	freq	120	52	68
Low2Box	prop	24%	20%	28%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
267	154	79	63	69	368	305
244	171	89	60	69	375	324
58	22	13	16	18	61	60
22%	15%	16%	25%	25%	16%	20%
148	93	45	33	36	218	178
55%	61%	57%	53%	52%	59%	58%
52	34	19	12	9	83	60
19%	22%	24%	20%	14%	22%	20%
9	5	2	2	6	7	8
3%	3%	2%	3%	9%	2%	3%
206	116	58	49	53	278	237
77%	75%	74%	77%	77%	76%	78%
61	38	21	14	16	90	68
23%	25%	26%	23%	23%	24%	22%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
195	1	45	454	297	203	162
180	1	43	460	306	198	162
34		11	82	75	19	54
17%		25%	18%	25%	9%	33%
109	1	20	265	169	118	82
56%		46%	58%	57%	58%	50%
45		13	91	46	58	26
23%		29%	20%	16%	29%	16%
7			15	7	8	
4%			3%	2%	4%	
143	1	32	347	243	137	136
73%		71%	77%	82%	68%	84%
52		13	106	54	66	26
27%		29%	23%	18%	32%	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_Soci al_Media	Passive_So
338	290	210	408	75		
342	295	209	417	69		
40	77	17	85	7		
12%	27%	8%	21%	9%		
205	152	135	236	42		-
61%	52%	64%	58%	55%		
78	55	50	78	22		
23%	19%	24%	19%	29%		-
15	6	9	9	5		
4%	2%	4%	2%	7%		
244	229	152	321	48		
72%	79%	72%	79%	64%		
93	61	59	88	27		
28%	21%	28%	21%	36%		

Inactive_So	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	502	236	266
Very good	freq	14	13	1
Very good	prop	3%	5%	%
Somewhat good	freq	221	137	85
Somewhat good	prop	44%	56%	33%
Somewhat bad	freq	211	79	133
Somewhat bad	prop	42%	32%	52%
Very bad	freq	54	17	37
Very bad	prop	11%	7%	14%
Top2Box	freq	235	150	86
Top2Box	prop	47%	61%	34%
Low2Box	freq	265	96	169
Low2Box	prop	53%	39%	66%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
225	158	117		•		306
213	166	123				296
4	8	2				9
2%	5%	2%				3%
96	64	61				153
43%	40%	52%				50%
95	70	46				116
42%	44%	39%				38%
29	17	7				28
13%	11%	6%				9%
100	71	64				163
44%	45%	55%				53%
125	87	53				144
56%	55%	45%				47%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
194	137	124	239	219	281	49
206	143	124	235	235	267	49
4	1	3	10	3	11	1
2%	%	3%	4%	2%	4%	2%
68	55	55	112	98	123	28
35%	40%	44%	47%	45%	44%	57%
96	59	51	101	94	118	11
49%	43%	41%	42%	43%	42%	23%
26	22	16	16	24	29	9
13%	16%	13%	7%	11%	10%	18%
72	55	58	122	101	134	29
37%	41%	47%	51%	46%	48%	59%
121	81	66	117	118	147	20
63%	59%	53%	49%	54%	52%	41%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So
451	100	400	365	111		-
453	113	389	373	102		
13	7	7	11	3		
3%	7%	2%	3%	3%		
193	50	171	161	44		-
43%	51%	43%	44%	40%		
200	32	179	158	45		
44%	32%	45%	43%	41%		-
45	10	44	35	18		
10%	10%	11%	10%	16%		
206	58	177	172	48		
46%	58%	44%	47%	43%		
245	42	223	193	63		
54%	42%	56%	53%	57%		

Inactive_So cial_Media

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1002	521	481
Very good	freq	5	4	2
Very good	prop	1%	1%	1%
Somewhat good	freq	64	37	26
Somewhat good	prop	13%	15%	10%
Somewhat bad	freq	282	144	137
Somewhat bad	prop	56%	58%	54%
Very bad	freq	149	63	87
Very bad	prop	30%	25%	34%
Top2Box	freq	69	41	28
Top2Box	prop	14%	17%	11%
Low2Box	freq	431	207	224
Low2Box	prop	86%	83%	89%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
161	184	155	145	196	81	232
338	375	289	241	406	197	452
3	2	0	1	2	2	2
2%	1%	%	1%	1%	2%	1%
24	19	20	17	28	12	30
15%	10%	13%	12%	14%	15%	13%
90	101	91	72	118	48	137
56%	55%	58%	50%	60%	58%	59%
44	61	44	55	47	20	63
27%	33%	28%	38%	24%	24%	27%
27	21	21	18	30	14	31
17%	12%	13%	12%	15%	17%	14%
134	162	135	127	166	67	201
83%	88%	87%	88%	85%	83%	86%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
268	213	214	73	248	252	44
550	217	551	234	505	497	98
4	3	2	1	4	1	3
1%	1%	1%	1%	2%	1%	7%
34	28	23	13	37	26	8
13%	13%	11%	17%	15%	10%	19%
144	115	124	43	137	144	19
54%	54%	58%	59%	55%	57%	44%
86	67	65	17	69	80	13
32%	32%	30%	23%	28%	32%	31%
38	31	25	13	42	28	11
14%	14%	12%	18%	17%	11%	26%
230	182	189	60	206	225	32
86%	86%	88%	82%	83%	89%	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_Soci al_Media	Passive_So cial_Media
456	74	426	299	163		
904	174	828	638	296		
2	3	2	3	2		
1%	4%	1%	1%	1%		
55	14	49	38	20		
12%	19%	12%	13%	12%		
263	34	247	175	83		
58%	46%	58%	59%	51%		-
136	22	127	83	57		
30%	30%	30%	28%	35%		
58	18	52	41	22		
13%	24%	12%	14%	14%	-	
399	56	374	258	140		
87%	76%	88%	86%	86%		

Inactive_So	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	251	249
	unw_base	1000	577	423
Very good	freq	7	5	2
Very good	prop	1%	2%	1%
Somewhat good	freq	123	74	49
Somewhat good	prop	25%	30%	20%
Somewhat bad	freq	269	118	151
Somewhat bad	prop	54%	47%	61%
Very bad	freq	101	54	47
Very bad	prop	20%	21%	19%
Top2Box	freq	130	80	51
Top2Box	prop	26%	32%	20%
Low2Box	freq	370	171	198
Low2Box	prop	74%	68%	80%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
169	168	164	319	148	33	250
238	382	380	569	342	89	566
4	2	2	4	2	1	4
2%	1%	1%	1%	2%	3%	1%
58	35	31	69	46	8	51
34%	21%	19%	22%	31%	24%	20%
74	91	103	170	83	16	148
44%	54%	63%	53%	56%	48%	59%
33	41	28	76	17	8	47
19%	24%	17%	24%	11%	25%	19%
61	36	32	73	48	9	55
36%	22%	20%	23%	33%	27%	22%
107	132	131	246	99	24	195
64%	78%	80%	77%	67%	73%	78%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
250	267	101	132	234	266	31
434	301	205	494	555	445	81
3	2	1	4	4	3	2
1%	1%	1%	3%	2%	1%	5%
72	67	18	39	64	59	9
29%	25%	17%	29%	27%	22%	30%
120	136	63	70	128	141	14
48%	51%	62%	53%	55%	53%	46%
54	61	20	20	38	64	6
22%	23%	20%	15%	16%	24%	19%
76	69	18	43	69	62	11
30%	26%	18%	32%	29%	23%	35%
174	198	83	89	165	205	20
70%	74%	82%	68%	71%	77%	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_Soci al_Media	Passive_So cial_Media
469	46	454	355	124		
919	128	872	760	198		
6	2	6	6	1		
1%	3%	1%	2%	1%		
114	14	109	84	37		
24%	30%	24%	24%	30%		
254	23	246	194	62		
54%	50%	54%	54%	50%		-
95	8	94	72	23		
20%	16%	21%	20%	19%		
120	15	115	90	39		
25%	33%	25%	25%	31%		
350	31	339	265	85		
75%	67%	75%	75%	69%		

Inactive_So	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	240	260
	unw_base	506	274	232
Very good	freq	12	10	2
Very good	prop	2%	4%	1%
Somewhat good	freq	71	28	42
Somewhat good	prop	14%	12%	16%
Somewhat bad	freq	220	100	120
Somewhat bad	prop	44%	42%	46%
Very bad	freq	197	102	95
Very bad	prop	39%	42%	37%
Top2Box	freq	83	39	44
Top2Box	prop	17%	16%	17%
Low2Box	freq	417	202	215
Low2Box	prop	83%	84%	83%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
260	164	76	198	145	102	224
303	134	69	155	193	104	171
12	1		2	1	9	1
5%	%		1%	1%	9%	1%
30	29	11	28	22	17	17
12%	18%	14%	14%	15%	17%	8%
110	67	43	75	63	57	115
42%	41%	57%	38%	44%	56%	51%
108	67	21	94	59	19	90
42%	41%	28%	47%	41%	18%	40%
42	30	11	30	23	27	18
16%	18%	14%	15%	16%	26%	8%
218	134	65	169	122	76	205
84%	82%	86%	85%	84%	74%	92%

Mexico

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
276	220	161	118	293	207	114
335	16	262	228	280	226	118
11	9	1	2	12	0	1
4%		1%	2%	4%	%	1%
53	27	25	18	53	17	23
19%		15%	15%	18%	8%	20%
105	106	68	46	120	101	64
38%		42%	39%	41%	49%	56%
107	78	67	52	108	89	26
39%		41%	44%	37%	43%	23%
64	36	26	20	66	17	24
23%		16%	17%	22%	8%	21%
212	184	135	98	228	189	90
77%		84%	83%	78%	92%	79%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So
386	119	381	331	65		
388	137	369	367	49		
11	11	2	12	1		
3%	9%	%	4%	1%	•	
48	24	46	61	4		
12%	20%	12%	18%	6%		
156	56	164	150	35		
41%	47%	43%	45%	54%		-
170	28	169	108	25		
44%	23%	44%	33%	38%		
59	35	48	73	5		
15%	29%	13%	22%	7%		
327	84	333	258	60		
85%	71%	87%	78%	93%		

Inactive_So	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	246	254
	unw_base	500	210	290
Very good	freq	3	3	
Very good	prop	1%	1%	
Somewhat good	freq	225	129	95
Somewhat good	prop	45%	53%	38%
Somewhat bad	freq	229	97	132
Somewhat bad	prop	46%	39%	52%
Very bad	freq	43	16	27
Very bad	prop	9%	7%	11%
Top2Box	freq	228	133	95
Top2Box	prop	46%	54%	38%
Low2Box	freq	272	114	158
Low2Box	prop	54%	46%	62%

				Household		Marital
Age Under	Ago 25 40	Ago 50 64	Household	Income	Household	Status
35	Age 35-49	Age 50-64	Income Low	Medium	Income High	Married
271	155	74	302	179	18	142
269	158	73	267	207	26	152
2	1		2	1	1	1
1%	1%		1%	%	4%	1%
107	75	43	105	107	13	76
39%	49%	58%	35%	60%	68%	54%
144	60	24	160	64	5	53
53%	39%	33%	53%	36%	28%	38%
18	19	7	35	8		11
6%	12%	10%	12%	4%		8%
109	76	43	107	108	13	77
40%	49%	58%	35%	60%	72%	55%
162	79	31	195	72	5	64
60%	51%	42%	65%	40%	28%	45%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
358		385	115	276	224	127
348		270	230	301	199	134
2	•	2	1	1	2	1
1%		1%	1%	%	1%	%
149		161	64	149	76	76
42%		42%	55%	54%	34%	60%
176		185	44	107	122	40
49%		48%	38%	39%	54%	31%
32		37	6	19	25	11
9%		10%	5%	7%	11%	8%
151		163	65	150	78	77
42%		42%	56%	55%	35%	60%
208		222	50	125	147	50
58%		58%	44%	45%	65%	40%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
373	157	343	343	60		
366	171	329	372	54		
3	3		1			
1%	2%		%			
149	93	132	159	26		
40%	59%	39%	46%	44%		
189	47	181	159	22		
51%	30%	53%	46%	36%		
33	14	29	24	12		
9%	9%	9%	7%	20%		
151	96	132	160	26		
41%	61%	39%	47%	44%		
222	61	211	182	33		
59%	39%	61%	53%	56%		

Inactive_So	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	249	251
	unw_base	500	265	235
Very good	freq	16	12	3
Very good	prop	3%	5%	1%
Somewhat good	freq	151	82	70
Somewhat good	prop	30%	33%	28%
Somewhat bad	freq	282	133	149
Somewhat bad	prop	56%	54%	59%
Very bad	freq	51	21	29
Very bad	prop	10%	9%	12%
Top2Box	freq	167	94	73
Top2Box	prop	33%	38%	29%
Low2Box	freq	333	155	178
Low2Box	prop	67%	62%	71%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
202	156	142	261	126	10	237
174	174	152	258	137	11	255
9	5	2	9	4	1	6
4%	3%	1%	4%	3%		3%
64	45	43	63	55	5	72
31%	29%	30%	24%	43%		30%
107	87	88	157	60	2	138
53%	56%	62%	60%	47%		58%
23	19	9	32	8	2	21
11%	12%	6%	12%	6%		9%
72	50	45	73	59	7	78
36%	32%	32%	28%	47%		33%
130	106	97	188	68	3	160
64%	68%	68%	72%	53%		67%

Poland

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
263	74	311	115	266	234	54
245	23	362	115	281	219	52
10	4	6	6	13	2	7
4%	5%	2%	5%	5%	1%	13%
80	19	94	39	88	64	24
30%	25%	30%	34%	33%	27%	45%
144	37	184	62	140	142	16
55%	50%	59%	54%	53%	61%	29%
30	15	28	8	25	26	7
11%	20%	9%	7%	9%	11%	13%
89	22	99	45	101	66	31
34%	30%	32%	39%	38%	28%	58%
173	52	212	70	165	168	23
66%	70%	68%	61%	62%	72%	42%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci	Passive_So
446	95	405	336	. ,		
448	100	400	353	93		
8	13	3	12	4		
2%	13%	1%	4%	3%		
127	39	112	111	29		
29%	41%	28%	33%	27%		
267	39	243	184	61		
60%	41%	60%	55%	56%		
44	4	46	29	16		
10%	5%	11%	9%	14%		
136	52	115	123	33		
30%	54%	28%	37%	30%		
310	43	290	213	77		
70%	46%	72%	63%	70%		

Inactive_So	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	239	261
	unw_base	501	251	250
Very good	freq	7	6	1
Very good	prop	1%	3%	%
Somewhat good	freq	99	45	54
Somewhat good	prop	20%	19%	21%
Somewhat bad	freq	289	131	158
Somewhat bad	prop	58%	55%	60%
Very bad	freq	105	56	49
Very bad	prop	21%	24%	19%
Top2Box	freq	106	51	54
Top2Box	prop	21%	21%	21%
Low2Box	freq	394	188	207
Low2Box	prop	79%	79%	79%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
207	169	125	49	175	248	239
160	211	130	20	157	287	296
5	2		1	2	4	3
2%	1%		2%	1%	2%	1%
37	35	26	17	22	49	53
18%	21%	21%	34%	12%	20%	22%
114	97	79	7	120	146	140
55%	57%	63%	15%	68%	59%	59%
51	35	20	24	32	48	43
25%	21%	16%	48%	18%	19%	18%
42	37	26	18	24	54	56
20%	22%	21%	36%	13%	22%	23%
165	131	98	31	152	194	183
80%	78%	79%	64%	87%	78%	77%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
261	84	290	126	263	237	31
205	32	137	332	312	189	39
4	1	4	1	5	2	3
2%	1%	1%	1%	2%	1%	8%
45	17	51	31	44	55	5
17%	20%	17%	25%	17%	23%	17%
149	51	174	65	161	127	19
57%	60%	60%	51%	62%	54%	63%
62	15	61	29	52	53	3
24%	18%	21%	23%	20%	22%	11%
50	18	55	32	49	57	8
19%	22%	19%	26%	19%	24%	26%
211	66	235	93	214	181	23
81%	78%	81%	74%	81%	76%	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_Soci al_Media	Passive_So cial_Media
469	59	441	307	122		-
462	78	423	386	58		
4	3	4	6	1		
1%	4%	1%	2%	1%		
93	12	86	51	31		
20%	21%	20%	17%	25%		
270	37	252	192	52		
57%	62%	57%	62%	42%		-
102	7	98	59	39		
22%	12%	22%	19%	32%		
98	15	91	57	32		
21%	26%	21%	18%	26%		
372	44	351	251	90		
79%	74%	79%	82%	74%		

Inactive_So	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	292	208
	unw_base	500	317	183
Very good	freq	204	132	72
Very good	prop	41%	45%	34%
Somewhat good	freq	234	128	106
Somewhat good	prop	47%	44%	51%
Somewhat bad	freq	56	29	27
Somewhat bad	prop	11%	10%	13%
Very bad	freq	5	2	4
Very bad	prop	1%	1%	2%
Top2Box	freq	439	261	178
Top2Box	prop	88%	89%	85%
Low2Box	freq	61	31	31
Low2Box	prop	12%	11%	15%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	159	56	261	115	42	274
253	185	62	258	121	45	307
105	72	27	110	42	19	124
37%	45%	48%	42%	37%	46%	45%
144	67	23	125	54	16	118
51%	42%	41%	48%	47%	37%	43%
32	20	5	22	17	7	29
11%	13%	8%	9%	15%	17%	11%
3		2	4	1		3
1%		3%	1%	1%		1%
249	139	50	235	96	35	242
88%	87%	89%	90%	84%	83%	88%
35	20	6	26	18	7	32
12%	13%	11%	10%	16%	17%	12%

Saudi Arabia

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
226	145	135	221	252	248	72
193	144	122	234	283	217	74
80	72	50	82	111	93	30
36%	50%	37%	37%	44%	37%	42%
116	53	71	111	111	123	36
51%	36%	53%	50%	44%	50%	51%
27	18	12	26	29	27	5
12%	13%	9%	12%	11%	11%	7%
3	2	2	2	1	4	
1%	1%	1%	1%	%	2%	
196	125	121	192	223	216	66
87%	86%	90%	87%	88%	87%	93%
30	20	13	28	30	32	5
13%	14%	10%	13%	12%	13%	7%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
428	105	395	289	181		
426	114	386	318	150		
174	54	151	119	71	•	
41%	51%	38%	41%	39%		
198	42	193	139	83		
46%	40%	49%	48%	46%		
51	10	47	30	23		
12%	9%	12%	11%	13%		-
5		5		4		
1%		1%		2%		
372	95	343	259	153		
87%	91%	87%	89%	85%		
56	10	52	30	27		
13%	9%	13%	11%	15%		

Inactive_So	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	241	259
	unw_base	501	211	290
Very good	freq	8	3	5
Very good	prop	2%	1%	2%
Somewhat good	freq	54	33	21
Somewhat good	prop	11%	14%	8%
Somewhat bad	freq	158	86	72
Somewhat bad	prop	32%	36%	28%
Very bad	freq	280	119	161
Very bad	prop	56%	49%	62%
Top2Box	freq	63	36	26
Top2Box	prop	13%	15%	10%
Low2Box	freq	437	204	233
Low2Box	prop	87%	85%	90%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
284	135	82	44	94	362	199
169	180	152	33	96	372	252
5	3		1	2	6	4
2%	2%		2%	2%	2%	2%
41	9	5	2	9	43	16
14%	7%	6%	6%	9%	12%	8%
92	43	23	17	22	119	61
32%	32%	28%	38%	24%	33%	31%
146	79	54	24	61	195	119
52%	59%	66%	54%	65%	54%	60%
46	12	5	3	10	49	19
16%	9%	6%	8%	11%	13%	10%
238	123	77	41	83	314	180
84%	91%	94%	92%	89%	87%	90%

South Africa

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
301	225	144	131	249	251	108
249	217	144	140	278	223	112
5	3	2	3	8	1	3
1%	1%	1%	2%	3%	%	3%
39	24	17	14	29	26	14
13%	10%	12%	10%	12%	10%	13%
96	65	47	45	78	80	30
32%	29%	33%	35%	31%	32%	27%
161	133	77	69	135	144	61
54%	59%	54%	53%	54%	58%	57%
43	27	19	17	36	26	17
14%	12%	13%	13%	15%	11%	16%
257	198	124	115	213	224	91
86%	88%	87%	87%	85%	89%	84%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
392	166	334	387	99		
389	166	335	410	63		
5	7	1	8		•	
1%	4%	%	2%		•	
40	18	36	43	11		
10%	11%	11%	11%	11%		
128	42	115	120	36		
33%	25%	35%	31%	37%		
218	98	182	216	51		
56%	59%	54%	56%	52%		
45	26	37	51	11		
12%	15%	11%	13%	11%		
346	140	297	336	88		
88%	85%	89%	87%	89%		

Inactive_So	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	253	247
	unw_base	502	254	248
Very good	freq	9	9	
Very good	prop	2%	3%	
Somewhat good	freq	57	34	23
Somewhat good	prop	11%	14%	9%
Somewhat bad	freq	233	129	105
Somewhat bad	prop	47%	51%	42%
Very bad	freq	201	81	119
Very bad	prop	40%	32%	48%
Top2Box	freq	66	43	23
Top2Box	prop	13%	17%	9%
Low2Box	freq	434	210	224
Low2Box	prop	87%	83%	91%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
191	183	126	93	164	243	292
174	191	137	88	164	250	309
2	5	2	1	3	5	9
1%	3%	1%	1%	2%	2%	3%
27	16	14	7	16	34	35
14%	9%	11%	8%	10%	14%	12%
76	89	68	43	73	118	146
40%	49%	54%	46%	44%	49%	50%
86	72	42	42	73	86	103
45%	40%	34%	45%	44%	36%	35%
29	21	16	8	19	39	43
15%	12%	12%	9%	11%	16%	15%
162	162	110	84	145	204	249
85%	88%	88%	91%	89%	84%	85%

South Korea

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
208	9	117	373	268	232	53
193	7	109	386	276	226	56
		2	7	7	2	4
		2%	2%	3%	1%	7%
23	1	14	42	30	27	11
11%		12%	11%	11%	12%	21%
88	7	53	174	128	105	17
42%		45%	47%	48%	45%	32%
97	1	49	151	103	98	21
47%		42%	40%	38%	42%	39%
23	1	16	49	37	29	15
11%		13%	13%	14%	13%	29%
185	8	102	324	231	203	38
89%		87%	87%	86%	87%	71%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
447	99	401	348	109	-	
446	103	399	362	94		
5	6	3	9		•	
1%	6%	1%	2%		•	
46	25	33	42	13	•	
10%	25%	8%	12%	12%	•	
216	41	192	159	50		
48%	42%	48%	46%	45%		-
180	27	174	138	47		
40%	27%	43%	40%	43%		
51	31	35	51	13		
11%	31%	9%	15%	12%		
396	68	366	297	97		
89%	69%	91%	85%	88%		

Inactive_So	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1001	486	515
Very good	freq	8	5	3
Very good	prop	2%	2%	1%
Somewhat good	freq	60	34	26
Somewhat good	prop	12%	14%	10%
Somewhat bad	freq	218	122	96
Somewhat bad	prop	44%	48%	39%
Very bad	freq	215	92	123
Very bad	prop	43%	36%	50%
Top2Box	freq	68	39	29
Top2Box	prop	14%	15%	12%
Low2Box	freq	432	213	219
Low2Box	prop	86%	85%	88%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
174	179	147	248	148	21	218
344	356	301	515	278	43	441
4	2	2	5	2		2
2%	1%	2%	2%	2%		1%
19	22	18	27	20	4	29
11%	12%	13%	11%	14%	17%	13%
78	77	63	98	75	11	92
45%	43%	43%	39%	51%	53%	42%
73	79	63	118	50	6	95
42%	44%	43%	48%	34%	30%	44%
23	24	21	32	23	4	31
13%	13%	14%	13%	15%	17%	14%
151	156	126	216	125	18	187
87%	87%	86%	87%	85%	83%	86%

Spain

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
282	227	118	155	261	239	44
560	578	87	336	522	479	81
6	2	1	4	7	0	2
2%	1%	1%	3%	3%	%	5%
31	26	12	21	32	28	11
11%	12%	10%	14%	12%	12%	24%
126	100	55	62	120	98	18
45%	44%	47%	40%	46%	41%	41%
120	99	49	66	102	112	13
42%	44%	42%	43%	39%	47%	30%
36	28	14	26	39	28	13
13%	12%	11%	17%	15%	12%	29%
246	199	105	129	222	210	31
87%	88%	89%	83%	85%	88%	71%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
456	61	439	321	155	•	
920	111	890	636	318	•	
6	4	4	6	2		
1%	6%	1%	2%	1%	•	
49	13	47	39	18		
11%	21%	11%	12%	12%	•	
200	27	191	147	59	•	
44%	45%	43%	46%	38%		-
201	18	197	129	77		
44%	29%	45%	40%	49%		
54	16	51	45	20		
12%	26%	12%	14%	13%	-	
401	45	388	276	135	-	
88%	74%	88%	86%	87%		

Inactive_So	

Stub	Stat	Overall	Gender Male	
	base	500	254	246
	unw_base	500	259	241
Very good	freq	26	18	8
Very good	prop	5%	7%	3%
Somewhat good	freq	255	129	126
Somewhat good	prop	51%	51%	51%
Somewhat bad	freq	178	86	92
Somewhat bad	prop	36%	34%	37%
Very bad	freq	41	21	20
Very bad	prop	8%	8%	8%
Top2Box	freq	281	147	134
Top2Box	prop	56%	58%	54%
Low2Box	freq	219	107	112
Low2Box	prop	44%	42%	46%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
194	148	158	99	215	118	145
77	200	223	109	205	127	179
4	7	14	3	11	9	13
2%	5%	9%	3%	5%	8%	9%
116	76	63	52	115	64	61
60%	52%	40%	52%	53%	54%	42%
62	53	63	36	78	41	62
32%	36%	40%	36%	36%	34%	43%
11	12	18	8	12	4	10
6%	8%	12%	9%	6%	3%	7%
121	83	77	55	125	74	73
62%	56%	49%	55%	58%	62%	51%
73	65	81	44	90	45	72
38%	44%	51%	45%	42%	38%	49%

Sweden

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
355	108	232	160	331	169	54
321	303	87	110	350	150	57
13	5	8	12	20	5	7
4%	5%	3%	8%	6%	3%	12%
195	52	98	105	165	90	27
55%	48%	42%	66%	50%	53%	51%
115	36	105	37	122	56	15
33%	33%	45%	23%	37%	33%	27%
32	15	21	5	24	17	5
9%	14%	9%	3%	7%	10%	10%
208	57	106	117	185	96	34
58%	53%	46%	74%	56%	57%	63%
147	51	126	42	146	73	20
42%	47%	54%	26%	44%	43%	37%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
446	76	424	389	73		-
443	83	417	377	65		
19	10	16	21	2		
4%	13%	4%	6%	3%		
228	42	213	207	38		
51%	56%	50%	53%	52%		
163	18	159	132	23		
37%	24%	38%	34%	32%		-
36	5	36	28	10		
8%	7%	9%	7%	13%		
247	52	229	229	40		
55%	69%	54%	59%	55%		
199	24	195	160	33		
45%	31%	46%	41%	45%		

Inactive_So	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	505	313	192
Very good	freq	49	26	23
Very good	prop	10%	10%	9%
Somewhat good	freq	130	82	48
Somewhat good	prop	26%	32%	19%
Somewhat bad	freq	185	83	102
Somewhat bad	prop	37%	33%	41%
Very bad	freq	137	62	75
Very bad	prop	27%	25%	30%
Top2Box	freq	178	107	71
Top2Box	prop	36%	43%	29%
Low2Box	freq	322	145	177
Low2Box	prop	64%	57%	71%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
242	171	87	22	106	371	283
271	168	66	17	88	400	294
29	19	1	3	11	35	33
12%	11%	2%		10%	9%	12%
77	43	10	7	26	97	79
32%	25%	11%		24%	26%	28%
77	68	40	7	39	139	104
32%	40%	46%		37%	37%	37%
59	42	36	5	31	101	67
25%	25%	41%		29%	27%	24%
106	61	11	10	36	132	112
44%	36%	13%		34%	36%	40%
136	110	76	12	70	239	171
56%	64%	87%		66%	64%	60%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
217	299	41	160	255	245	48
211	139	75	291	319	186	75
15	34	2	13	32	17	11
7%	11%	5%	8%	12%	7%	24%
51	67	13	50	66	64	16
24%	22%	31%	31%	26%	26%	32%
81	116	12	56	92	92	14
37%	39%	30%	35%	36%	38%	29%
70	83	14	40	65	72	7
32%	28%	35%	25%	26%	29%	15%
66	100	15	63	98	81	27
31%	34%	36%	40%	38%	33%	56%
150	199	27	96	157	164	21
69%	66%	64%	60%	62%	67%	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_Soci al_Media	Passive_So cial_Media
452	141	359	291	138		-
430	192	313	351	105	•	
38	19	30	30	16		
8%	13%	8%	10%	11%	•	
114	41	88	88	33		-
25%	29%	25%	30%	24%		
171	58	126	106	49		
38%	41%	35%	36%	36%		-
130	23	114	66	40		
29%	16%	32%	23%	29%		
152	60	118	119	48		
34%	43%	33%	41%	35%		
300	81	241	172	89		
66%	57%	67%	59%	65%		

Inactive_So	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1002	525	477
Very good	freq	49	40	10
Very good	prop	10%	16%	4%
Somewhat good	freq	170	93	76
Somewhat good	prop	34%	38%	30%
Somewhat bad	freq	211	78	133
Somewhat bad	prop	42%	32%	53%
Very bad	freq	70	36	34
Very bad	prop	14%	15%	14%
Top2Box	freq	219	133	86
Top2Box	prop	44%	54%	34%
Low2Box	freq	281	114	167
Low2Box	prop	56%	46%	66%

B3 Now, thinking about

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
183	147	170	81	183	209	276
285	306	411	160	380	408	572
34	11	4	3	11	35	36
19%	8%	3%	4%	6%	17%	13%
61	55	53	29	59	73	92
34%	37%	31%	36%	32%	35%	33%
68	64	79	30	85	82	116
37%	43%	47%	37%	46%	39%	42%
20	17	33	19	28	20	33
11%	12%	19%	23%	15%	9%	12%
95	66	58	32	70	108	127
52%	45%	34%	40%	38%	51%	46%
88	81	112	49	113	102	149
48%	55%	66%	60%	62%	49%	54%

US

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
224	232	127	141	289	211	68
430	373	313	316	600	402	136
14	12	11	26	43	6	30
6%	5%	9%	18%	15%	3%	44%
78	71	42	56	108	61	18
35%	31%	33%	40%	37%	29%	26%
95	108	53	50	103	108	15
42%	46%	42%	35%	36%	51%	21%
37	40	20	9	35	35	6
17%	17%	16%	7%	12%	17%	9%
91	84	53	82	151	68	48
41%	36%	42%	58%	52%	32%	70%
132	148	74	59	138	144	20
59%	64%	58%	42%	48%	68%	30%

; it...

Business	Senior Executive Decision Maker	Senior Executive Decision Maker	Employment Status Total	Employment Status Not	Active Soci	Passive So
Owner No	Leader Yes	Leader No	Employed	Employed	al_Media	cial_Media
432	90	410	324	94		
866	177	825	655	204		
19	36	13	46	2		
4%	40%	3%	14%	2%	•	
152	26	143	115	31	•	
35%	29%	35%	35%	33%	•	
196	21	190	126	38	•	
45%	24%	46%	39%	40%	•	
64	7	64	37	23		
15%	7%	16%	11%	25%		
171	62	157	161	33		
40%	69%	38%	50%	35%		
261	28	253	164	61		
60%	31%	62%	50%	65%		

Inactive_So cial_Media	US Region Northeast	US Region Midwest	US Region South	US Region West
	91	110	184	115
	157	223	374	248
	11	4	18	15
	12%	4%	10%	13%
	34	38	56	42
	37%	35%	30%	36%
	39	49	81	42
	43%	45%	44%	36%
	7	17	29	17
	8%	16%	16%	15%
	45	43	74	57
	49%	39%	40%	49%
	46	67	110	58
	51%	61%	60%	51%

Stub	Stat	Overall	Gender Male	Gender Female
Stub	2 1 2 1 2	12500	6236	6264
	base	18043	9066	8977
7 – Very strong economy	unw_base	348	220	128
7 – Very strong economy	freq	348	4%	2%
6	prop			
	freq	746		350
6	prop	6%	6%	6%
5	freq	2526	1402	1125
5	prop	20%	22%	18%
4	freq	3569	1669	1900
4	prop	29%	27%	30%
3	freq	2808	1341	1468
3	prop	22%	22%	23%
2	freq	1299	649	650
2	prop	10%	10%	10%
1 – Very weak economy	freq	1204	559	645
1 – Very weak economy	prop	10%	9%	10%
Top3Box	freq	3620	2018	1602
Top3Box	prop	29%	32%	26%
Low3Box	freq	5311	2549	2762
Low3Box	prop	42%	41%	44%
	mean	4.32	4.23	4.4
	median	4	4	4

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

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
5342	3971	3188	3225	4061	3642	5764
6792	6110	5141	4332	6254	5492	8779
185	104	58	91	73	125	203
3%	3%	2%	3%	2%	3%	4%
332	241	174	145	193	291	362
6%	6%	5%	4%	5%	8%	6%
1153	758	615	468	808	841	1209
22%	19%	19%	15%	20%	23%	21%
1564	1077	928	919	1206	1011	1582
29%	27%	29%	29%	30%	28%	27%
1099	944	766	758	994	771	1283
21%	24%	24%	24%	24%	21%	22%
513	430	356	391	413	356	609
10%	11%	11%	12%	10%	10%	11%
496	417	292	453	374	246	516
9%	10%	9%	14%	9%	7%	9%
1670	1104	846	704	1074	1257	1774
31%	28%	27%	22%	26%	35%	31%
2107	1790	1413	1602	1781	1373	2408
39%	45%	44%	50%	44%	38%	42%
4.23	4.38	4.38	4.58	4.38	4.12	4.26
4	4	4	4	4	4	4

All Demos

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
6736	3561	4879	4060	6895	5605	1558
9264	3924	7019	7100	10537	7506	2247
144	112	98	137	216	132	106
2%	3%	2%	3%	3%	2%	7%
385	144	296	306	422	324	130
6%	4%	6%	8%	6%	6%	8%
1317	578	952	995	1500	1026	372
20%	16%	20%	25%	22%	18%	24%
1987	1014	1432	1123	1904	1665	405
29%	28%	29%	28%	28%	30%	26%
1525	875	1100	834	1489	1320	289
23%	25%	23%	21%	22%	24%	19%
689	403	513	383	733	566	136
10%	11%	11%	9%	11%	10%	9%
688	436	487	281	632	572	119
10%	12%	10%	7%	9%	10%	8%
1846	834	1347	1439	2138	1482	608
27%	23%	28%	35%	31%	26%	39%
2903	1714	2100	1497	2853	2458	544
43%	48%	43%	37%	41%	44%	35%
4.36	4.5	4.36	4.1	4.27	4.37	3.98
4	4	4	4	4	4	4

iomy.

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
10942	2442	10058	8454	2570	-	
15796	3607	14436	12856	3320		
242	150	197	258	69		
2%	6%	2%	3%	3%		
616	235	511	565	111		
6%	10%	5%	7%	4%	•	
2154	596	1930	1805	459	•	
20%	24%	19%	21%	18%		
3164	624	2945	2377	714		
29%	26%	29%	28%	28%		
2520	456	2353	1866	618		
23%	19%	23%	22%	24%		
1162	202	1097	852	283		
11%	8%	11%	10%	11%		
1085	179	1025	732	315		
10%	7%	10%	9%	12%		
3012	982	2638	2628	640		
28%	40%	26%	31%	25%		
4767	836	4475	3449	1216	-	
44%	34%	44%	41%	47%	-	
4.36	3.95	4.41	4.24	4.48		
4	4	4	4	4	-	

Inactive_So cial_Media		
	Inactive So	
		•
		•
		•
		•
		•
		•

		All		
Stub	Stat	Countries	Argentina	Australia
	base	12500	500	500
	unw_base	18043	500	1002
7 – Very strong economy	freq	348	5	9
7 – Very strong economy	prop	3%	1%	2%
6	freq	746	13	28
6	prop	6%	3%	6%
5	freq	2526	83	152
5	prop	20%	17%	30%
4	freq	3569	167	168
4	prop	29%	33%	34%
3	freq	2808	123	94
3	prop	22%	25%	19%
2	freq	1299	50	29
2	prop	10%	10%	6%
1 – Very weak economy	freq	1204	60	19
1 – Very weak economy	prop	10%	12%	4%
Top3Box	freq	3620	101	189
Top3Box	prop	29%	20%	38%
Low3Box	freq	5311	232	142
Low3Box	prop	42%	46%	28%
	mean	4.32	4.56	3.95
	median	4	4	4

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

Belgium	Brazil	Canada	China	France	Germany	Great Britain
500	500	500	500	500	500	500
500	1004	1002	1000	1004	1001	1003
4	12	5	26	1	17	8
1%	2%	1%	5%	%	3%	2%
6	13	17	64	17	77	22
1%	3%	3%	13%	3%	15%	4%
110	40	86	161	62	173	129
22%	8%	17%	32%	12%	35%	26%
172	105	177	136	152	137	183
34%	21%	35%	27%	30%	27%	37%
141	125	134	73	158	63	107
28%	25%	27%	15%	32%	13%	21%
45	76	48	26	60	20	35
9%	15%	10%	5%	12%	4%	7%
22	129	33	14	49	12	17
4%	26%	7%	3%	10%	2%	3%
120	66	107	251	80	267	159
24%	13%	21%	50%	16%	53%	32%
208	329	216	113	268	95	159
42%	66%	43%	23%	54%	19%	32%
4.33	5.12	4.39	3.6	4.66	3.52	4.06
4	5	4	3	5	3	4

All Countries

Hungary	India	Israel	Italy	Japan	Mexico	Peru
500	500	500	500	500	500	500
501	504	502	1002	1000	506	500
3	29	23	2	1	13	2
1%	6%	5%	%	%	3%	%
14	55	72	13	7	7	10
3%	11%	14%	3%	1%	1%	2%
56	176	195	52	67	23	87
11%	35%	39%	10%	13%	5%	17%
106	162	119	110	168	118	216
21%	32%	24%	22%	34%	24%	43%
134	53	50	126	170	129	124
27%	11%	10%	25%	34%	26%	25%
88	10	30	92	51	66	34
18%	2%	6%	18%	10%	13%	7%
98	14	9	105	37	143	27
20%	3%	2%	21%	7%	29%	5%
73	260	291	66	75	43	98
15%	52%	58%	13%	15%	9%	20%
321	78	90	324	257	339	186
64%	16%	18%	65%	51%	68%	37%
5.03	3.48	3.46	5.09	4.59	5.23	4.33
5	3	3	5	5	5	4

k economy.

Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden
500	500	500	500	500	500	500
500	501	500	501	502	1001	500
5	5	100	1	1	1	21
1%	1%	20%	%	%	%	4%
28	19	72	6	8	6	92
6%	4%	14%	1%	2%	1%	18%
109	95	134	40	57	46	179
22%	19%	27%	8%	11%	9%	36%
157	117	110	130	115	139	132
31%	23%	22%	26%	23%	28%	26%
99	122	55	147	157	154	49
20%	24%	11%	29%	31%	31%	10%
63	66	14	103	97	78	16
13%	13%	3%	21%	19%	16%	3%
39	75	16	72	65	75	11
8%	15%	3%	14%	13%	15%	2%
142	119	305	48	66	54	292
28%	24%	61%	10%	13%	11%	58%
201	263	84	322	319	307	76
40%	53%	17%	64%	64%	61%	15%
4.32	4.66	3.11	5.03	4.94	4.94	3.38
4	5	3	5	5	5	3

Turkey	US
500	500
505	1002
29	25
6%	5%
39	40
8%	8%
78	137
16%	27%
126	145
25%	29%
132	89
26%	18%
66	32
13%	6%
31	32
6%	6%
146	202
29%	40%
229	153
46%	31%
4.23	3.91
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	12500	1000	1500
	unw_base	18043	2004	2010
7 – Very strong economy	freq	348	30	30
7 – Very strong economy	prop	3%	3%	2%
6	freq	746	57	33
6	prop	6%	6%	2%
5	freq	2526	223	147
5	prop	20%	22%	10%
4	freq	3569	322	390
4	prop	29%	32%	26%
3	freq	2808	224	376
3	prop	22%	22%	25%
2	freq	1299	80	192
2	prop	10%	8%	13%
1 – Very weak economy	freq	1204	65	332
1 – Very weak economy	prop	10%	7%	22%
Top3Box	freq	3620	310	209
Top3Box	prop	29%	31%	14%
Low3Box	freq	5311	369	901
Low3Box	prop	42%	37%	60%
	mean	4.32	4.15	4.97
	median	4	4	5

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

				Middle East
Europe	APAC	G-8	BRIC	Africa
4500	3000	4000	2000	2000
7012	4509	7515	3009	2008
61	72	64	73	153
1%	2%	2%	4%	8%
276	181	212	151	189
6%	6%	5%	8%	9%
915	707	799	472	447
20%	24%	20%	24%	22%
1289	867	1189	520	486
29%	29%	30%	26%	24%
1032	669	970	373	384
23%	22%	24%	19%	19%
499	280	405	179	213
11%	9%	10%	9%	11%
428	224	360	232	128
10%	7%	9%	12%	6%
1252	960	1076	696	790
28%	32%	27%	35%	39%
1959	1173	1735	784	725
44%	39%	43%	39%	36%
4.37	4.21	4.36	4.22	3.95
4	4	4	4	4

				Gender -
Stub	Stat	Overall	Gender Male	Female
	base	500	245	255
	unw_base	500	208	292
7 – Very strong economy	freq	5	1	4
7 – Very strong economy	prop	1%	%	1%
6	freq	13	6	7
6	prop	3%	3%	3%
5	freq	83	43	40
5	prop	17%	17%	16%
4	freq	167	89	78
4	prop	33%	36%	31%
3	freq	123	61	62
3	prop	25%	25%	24%
2	freq	50	22	28
2	prop	10%	9%	11%
1 – Very weak economy	freq	60	23	37
1 – Very weak economy	prop	12%	9%	14%
Top3Box	freq	101	50	51
Top3Box	prop	20%	20%	20%
Low3Box	freq	232	106	127
Low3Box	prop	46%	43%	50%
	mean	4.56	4.47	4.64
	median	4	4	4

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
248	137	115	122	117	162	146
271	127	102	131	117	148	135
2	1	2	1	-	1	3
1%	1%	2%	1%		%	2%
8	1	4	3	2	4	4
3%	1%	3%	2%	2%	3%	2%
42	23	17	17	25	25	21
17%	17%	15%	14%	21%	16%	14%
87	38	42	45	34	53	44
35%	28%	37%	37%	30%	33%	30%
53	41	29	31	31	38	39
21%	30%	25%	25%	27%	23%	27%
27	15	8	9	10	23	18
11%	11%	7%	7%	8%	14%	12%
29	18	13	16	14	18	18
12%	13%	11%	14%	12%	11%	12%
52	25	23	21	27	31	27
21%	18%	20%	17%	23%	19%	18%
109	74	50	56	55	79	75
44%	54%	43%	46%	47%	49%	51%
4.52	4.71	4.45	4.6	4.54	4.62	4.63
4	5	4	4	4	4	5

Argentina

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
354	170	205	125	276	224	60
365	169	236	95	259	241	63
2	2	2	1	2	3	1
1%	1%	1%	1%	1%	1%	1%
9	6	2	5	9	4	2
3%	3%	1%	4%	3%	2%	3%
63	33	35	15	46	37	14
18%	19%	17%	12%	17%	17%	23%
123	58	70	38	90	77	20
35%	34%	34%	31%	32%	34%	34%
84	42	45	35	61	62	12
24%	25%	22%	28%	22%	27%	20%
32	13	23	14	34	16	4
9%	8%	11%	11%	12%	7%	6%
42	16	28	16	35	25	7
12%	10%	13%	13%	13%	11%	11%
74	41	38	22	56	45	17
21%	24%	19%	18%	20%	20%	28%
157	71	96	65	130	102	23
44%	42%	47%	52%	47%	46%	38%
4.52	4.39	4.64	4.64	4.6	4.5	4.33
4	4	4	5	4	4	4

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
440	84	416	332	76		
437	82	418	318	79		
4	1	4	1	4		
1%	1%	1%	%	5%		
11	5	8	7	2		
2%	6%	2%	2%	2%	-	
69	19	64	53	12		
16%	22%	16%	16%	16%		
146	27	139	107	25	٠	
33%	33%	34%	32%	33%	•	
110	17	106	84	18		
25%	20%	25%	25%	24%		
46	6	44	40	6		
10%	7%	11%	12%	8%		
53	10	50	40	8		
12%	12%	12%	12%	11%		
84	24	77	61	18	-	
19%	29%	18%	18%	24%		
209	33	200	164	32	-	
48%	39%	48%	49%	43%		
4.59	4.33	4.6	4.65	4.35	-	
4	4	4	4	4		

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				Gender
Stub	Stat	Overall	Gender Male	Female
	base	500	248	252
	unw_base	1002	523	479
7 – Very strong economy	freq	9	6	4
7 – Very strong economy	prop	2%	2%	1%
6	freq	28	17	12
6	prop	6%	7%	5%
5	freq	152	79	73
5	prop	30%	32%	29%
4	freq	168	72	97
4	prop	34%	29%	38%
3	freq	94	46	48
3	prop	19%	18%	19%
2	freq	29	18	12
2	prop	6%	7%	5%
1 – Very weak economy	freq	19	11	8
1 – Very weak economy	prop	4%	4%	3%
Top3Box	freq	189	102	88
Тор3Вох	prop	38%	41%	35%
Low3Box	freq	142	74	68
Low3Box	prop	28%	30%	27%
	mean	3.95	3.94	3.95
	median	4	4	4

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
197	147	156	99	246	155	243
332	318	352	195	489	318	519
5	2	2	1	5	3	6
2%	2%	1%	1%	2%	2%	3%
12	7	9	6	12	10	14
6%	5%	5%	6%	5%	7%	6%
64	43	45	24	73	54	75
33%	29%	29%	25%	30%	35%	31%
67	48	53	34	86	49	78
34%	33%	34%	34%	35%	32%	32%
37	29	28	21	49	25	45
19%	20%	18%	21%	20%	16%	18%
8	10	11	6	14	9	16
4%	7%	7%	6%	6%	6%	7%
4	7	8	7	7	5	8
2%	5%	5%	7%	3%	3%	3%
81	53	56	31	91	67	95
41%	36%	36%	32%	37%	43%	39%
49	46	47	34	70	39	70
25%	31%	30%	34%	28%	25%	29%
3.81	4.03	4.04	4.15	3.94	3.83	3.92
4	4	4	4	4	4	4

Australia

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
257	137	151	212	306	194	70
483	268	308	426	641	361	143
3	4	4	2	6	3	3
1%	3%	2%	1%	2%	1%	4%
15	4	10	14	19	9	6
6%	3%	7%	7%	6%	5%	8%
77	39	43	70	100	52	19
30%	28%	28%	33%	33%	27%	27%
90	52	46	71	89	79	23
35%	38%	31%	33%	29%	41%	32%
49	26	31	36	60	35	15
19%	19%	21%	17%	19%	18%	22%
13	8	10	11	18	11	1
5%	6%	7%	5%	6%	6%	2%
10	5	7	7	14	5	3
4%	3%	5%	3%	5%	2%	4%
94	46	56	86	125	64	28
37%	34%	37%	41%	41%	33%	40%
72	39	49	55	92	50	20
28%	28%	32%	26%	30%	26%	28%
3.97	3.99	3.99	3.89	3.94	3.96	3.82
4	4	4	4	4	4	4

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
430	97	403	349	94		
859	202	800	709	168		
6	3	6	8	0		
1%	3%	1%	2%	1%		
22	8	21	20	6		
5%	8%	5%	6%	6%		
133	31	121	115	20		
31%	32%	30%	33%	21%		
146	27	142	110	39		
34%	27%	35%	31%	41%		
79	20	74	65	20	•	
18%	21%	18%	19%	21%		
28	4	25	20	4		
6%	4%	6%	6%	4%		
16	5	14	12	5		
4%	5%	4%	3%	5%		
162	42	148	143	26		
38%	43%	37%	41%	28%		
123	29	113	97	29		
29%	30%	28%	28%	31%		
3.97	3.85	3.97	3.89	4.1		
4	4	4	4	4		

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Q. 1				Gender
Stub	Stat	Overall	Gender Male	Female
	base .	500	252	248
	unw_base	500	250	250
7 – Very strong economy	freq	4	4	
7 – Very strong economy	prop	1%	1%	
6	freq	6	3	3
6	prop	1%	1%	1%
5	freq	110	55	55
5	prop	22%	22%	22%
4	freq	172	83	88
4	prop	34%	33%	36%
3	freq	141	70	71
3	prop	28%	28%	29%
2	freq	45	25	20
2	prop	9%	10%	8%
1 – Very weak economy	freq	22	11	11
1 – Very weak economy	prop	4%	5%	4%
Top3Box	freq	120	61	58
Top3Box	prop	24%	24%	24%
Low3Box	freq	208	107	102
Low3Box	prop	42%	42%	41%
	mean	4.33	4.33	4.33
	median	4	4	4

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
186	144	170	94	171	108	202
183	154	163	89	165	121	206
4			2	1		
2%			2%	1%		
3	1	2			4	4
1%	1%	1%			4%	2%
34	33	44	16	33	27	46
18%	23%	26%	17%	19%	25%	23%
69	52	50	32	73	34	63
37%	36%	30%	34%	42%	32%	31%
48	42	51	27	49	33	61
26%	29%	30%	29%	28%	30%	30%
22	8	14	11	12	7	16
12%	6%	9%	12%	7%	6%	8%
7	7	8	7	4	4	12
4%	5%	5%	7%	2%	4%	6%
40	34	46	17	34	31	50
21%	23%	27%	18%	20%	29%	25%
77	58	74	45	64	43	89
41%	40%	43%	48%	38%	40%	44%
4.34	4.32	4.32	4.53	4.27	4.21	4.38
4	4	4	4	4	4	4

Belgium

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
298	146	194	160	299	201	21
294	89	279	132	310	190	23
4	2	1	1	1	2	2
1%	1%	%	1%	%	1%	9%
2	2	2	2	1	5	
1%	1%	1%	2%	%	2%	
64	29	42	39	70	40	6
22%	20%	22%	24%	23%	20%	27%
109	45	71	56	104	68	13
37%	31%	37%	35%	35%	34%	60%
81	44	52	45	83	59	
27%	30%	27%	28%	28%	29%	
29	20	14	11	23	22	1
10%	14%	7%	7%	8%	11%	3%
10	5	11	6	18	4	
3%	3%	6%	4%	6%	2%	
70	32	45	42	72	48	8
23%	22%	23%	26%	24%	24%	37%
119	69	77	62	123	85	1
40%	47%	40%	39%	41%	42%	3%
4.3	4.42	4.33	4.24	4.35	4.29	3.52
4	4	4	4	4	4	4

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
479	46	454	315			
477	46	454	328	114		
2	1	2	1	2		
%	3%	1%	%	2%		
6		6	3	2	-	
1%		1%	1%	2%		
104	15	96	73	21		
22%	32%	21%	23%	17%	•	
159	14	157	117	35	•	
33%	31%	35%	37%	28%	•	
141	11	130	85	40	•	
30%	24%	29%	27%	32%		
44	3	42	26	17		
9%	7%	9%	8%	14%		
22	2	20	11	8		
5%	4%	4%	3%	6%		
112	16	104	76	26		
23%	34%	23%	24%	20%	-	
208	16	192	122	65		
43%	35%	42%	39%	52%		
4.36	4.1	4.35	4.28	4.52		
4	4	4	4	5		

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Stub	Stat	Overall	Gender Male	Gender Female
- Stab	base	500	232	268
	unw_base	1004	439	565
7 – Very strong economy	freq	12	7	5
7 – Very strong economy	prop	2%	3%	2%
6	freq	13	3	10
6	prop	3%	1%	4%
5	freq	40	23	17
5	prop	8%	10%	7%
4	freq	105	52	53
4	prop	21%	22%	20%
3	freq	125	53	72
3	prop	25%	23%	27%
2	freq	76	37	39
2	prop	15%	16%	15%
1 – Very weak economy	freq	129	58	71
1 – Very weak economy	prop	26%	25%	26%
Тор3Вох	freq	66	33	33
Тор3Вох	prop	13%	14%	12%
Low3Box	freq	329	147	182
Low3Box	prop	66%	64%	68%
	mean	5.12	5.08	5.16
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	137	77	182	288	30	182
533	285	186	292	623	89	369
6	4	2	5	4	3	8
2%	3%	3%	3%	1%	9%	4%
8	4	1	4	7	2	2
3%	3%	1%	2%	2%	6%	1%
22	13	5	16	22	2	17
8%	9%	7%	9%	8%	8%	9%
60	30	15	32	70	4	35
21%	22%	19%	17%	24%	13%	19%
72	31	22	45	73	7	47
25%	23%	28%	25%	25%	22%	26%
44	17	15	26	43	6	28
15%	12%	20%	14%	15%	20%	15%
73	38	18	54	69	6	45
25%	28%	23%	29%	24%	21%	25%
37	21	8	26	33	7	27
13%	15%	10%	14%	11%	23%	15%
188	86	55	125	185	19	120
66%	63%	71%	69%	64%	64%	66%
5.12	5.07	5.2	5.2	5.11	4.79	5.06
5	5	5	5	5	5	5

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
318	157	262	81	230	270	70
635	123	548	333	488	516	148
4	5	5	1	8	4	5
1%	3%	2%	2%	4%	1%	7%
11	4	7	3	6	7	4
3%	2%	3%	3%	2%	3%	6%
23	11	22	8	23	17	7
7%	7%	8%	10%	10%	6%	11%
70	29	59	17	42	63	15
22%	19%	22%	21%	18%	23%	21%
78	40	66	19	52	73	16
24%	25%	25%	24%	23%	27%	23%
48	20	40	16	36	40	11
15%	13%	15%	19%	15%	15%	15%
84	48	64	17	64	65	12
26%	31%	24%	21%	28%	24%	17%
39	20	34	12	37	29	17
12%	13%	13%	15%	16%	11%	24%
210	108	170	52	152	178	39
66%	69%	65%	64%	66%	66%	55%
5.15	5.21	5.09	5.04	5.12	5.13	4.6
5	5	5	5	5	5	5

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
430	80	420	311	105		
856	172	832	664	202		
7	3	9	8	1		
2%	4%	2%	3%	1%	-	
9	4	9	10	2	-	
2%	5%	2%	3%	2%		
33	10	30	30	7		
8%	13%	7%	10%	7%	•	
91	21	84	63	20	٠	
21%	26%	20%	20%	19%		
108	17	107	76	25		
25%	22%	26%	24%	24%		
65	10	66	48	18		
15%	13%	16%	16%	17%		
117	14	115	76	32		
27%	18%	27%	25%	30%		
49	18	48	48	10	-	
11%	22%	11%	15%	10%		
291	41	288	201	74		
68%	52%	69%	64%	71%		
5.21	4.65	5.21	5.05	5.35		
5	5	5	5	5		

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Cánh	Chat	Overall	Con don Molo	Gender
Stub	Stat	Overall	Gender Male	Female
	base .	500	242	258
- 1/	unw_base	1002	445	557
7 – Very strong economy	freq	5	1	4
7 – Very strong economy	prop	1%	1%	2%
6	freq	17	8	9
6	prop	3%	3%	3%
5	freq	86	37	49
5	prop	17%	15%	19%
4	freq	177	87	90
4	prop	35%	36%	35%
3	freq	134	71	63
3	prop	27%	29%	25%
2	freq	48	22	27
2	prop	10%	9%	10%
1 – Very weak economy	freq	33	17	17
1 – Very weak economy	prop	7%	7%	7%
Top3Box	freq	107	46	61
Top3Box	prop	21%	19%	24%
Low3Box	freq	216	109	107
Low3Box	prop	43%	45%	41%
	mean	4.39	4.44	4.34
	median	4	4	4

B6 Rate the current state of the econ

				Household		Marital
Age Under			Household	Income	Household	Status
35	Age 35-49	Age 50-64	Income Low	Medium	Income High	Married
171	151	178	63	192	188	212
309	310	383	115	356	421	455
4	1	1	2	1	2	2
2%	1%	%	3%	1%	1%	1%
6	6	5	2	8	6	6
3%	4%	3%	3%	4%	3%	3%
29	27	30	8	28	39	39
17%	18%	17%	13%	15%	21%	18%
64	51	61	23	70	63	72
38%	34%	34%	36%	36%	33%	34%
43	41	51	17	55	49	55
25%	27%	28%	27%	29%	26%	26%
15	13	20	7	17	17	24
9%	8%	11%	11%	9%	9%	11%
10	12	11	4	13	14	14
6%	8%	6%	6%	7%	7%	7%
38	34	35	12	38	46	46
22%	23%	20%	20%	20%	25%	22%
69	66	82	28	85	79	94
40%	44%	46%	44%	44%	42%	44%
4.31	4.4	4.47	4.38	4.41	4.36	4.43
4	4	4	4	4	4	4

Canada

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
288	226	196	77	263	237	56
547	219	445	338	563	439	113
3	1	3	1	3	2	3
1%	1%	1%	1%	1%	1%	5%
11	9	5	2	8	9	5
4%	4%	3%	3%	3%	4%	9%
47	29	38	19	49	36	9
16%	13%	19%	25%	19%	15%	15%
104	84	68	25	92	84	22
36%	37%	34%	32%	35%	36%	39%
79	67	47	20	73	62	9
28%	30%	24%	26%	28%	26%	16%
24	25	18	5	20	28	6
8%	11%	9%	7%	8%	12%	10%
19	11	18	4	18	16	3
7%	5%	9%	5%	7%	7%	5%
61	39	46	23	61	47	16
21%	17%	23%	29%	23%	20%	29%
122	103	83	30	111	105	17
43%	46%	42%	38%	42%	44%	31%
4.37	4.44	4.41	4.21	4.35	4.44	4.03
4	4	4	4	4	4	4

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	Active_Soci al_Media	Passive_So cial_Media
444	65	435	312	109		
889	135	867	671	205		
2	3	3	3	0		
1%	4%	1%	1%	%		
12	6	11	12	3	-	
3%	9%	2%	4%	3%	-	
77	10	76	57	15		
17%	15%	17%	18%	13%		
155	23	153	110	39	•	
35%	36%	35%	35%	36%	•	
125	12	123	81	33	•	
28%	18%	28%	26%	30%		
43	6	42	28	11		
10%	10%	10%	9%	10%		
31	5	28	22	9		
7%	8%	7%	7%	8%		
91	19	89	71	18		
21%	28%	20%	23%	16%		
199	23	193	131	52		
45%	36%	44%	42%	48%		
4.44	4.15	4.43	4.37	4.54		
4	4	4	4	4		

Inactive_So cial_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
	285	60	102	366	60	129
	1		2	1		0
	1%		4%	1%		1%
	6	1	3	5		2
	5%	3%	4%	3%		3%
	24	5	16	31	3	5
	20%	17%	24%	16%	9%	10%
	42	13	24	75	11	12
	35%	39%	36%	39%	32%	22%
	33	11	14	50	10	16
	27%	34%	21%	26%	27%	31%
	8	1	5	18	5	10
	7%	4%	8%	10%	14%	19%
	6	1	2	10	6	8
	5%	4%	3%	5%	18%	15%
	31	6	21	38	3	7
	26%	19%	32%	20%	9%	13%
	47	14	22	79	21	34
	39%	42%	32%	41%	60%	64%
	4.23	4.32	4.03	4.37	5.01	4.94
	4	4	4	4	5	5

				Gender
Stub	Stat	Overall	Gender Male	Female
	base	500	255	245
	unw_base	1000	499	501
7 – Very strong economy	freq	26	17	9
7 – Very strong economy	prop	5%	7%	4%
6	freq	64	34	31
6	prop	13%	13%	12%
5	freq	161	82	79
5	prop	32%	32%	32%
4	freq	136	56	80
4	prop	27%	22%	33%
3	freq	73	42	30
3	prop	15%	17%	12%
2	freq	26	17	10
2	prop	5%	7%	4%
1 – Very weak economy	freq	14	7	8
1 – Very weak economy	prop	3%	3%	3%
Тор3Вох	freq	251	133	118
Top3Box	prop	50%	52%	48%
Low3Box	freq	113	66	48
Low3Box	prop	23%	26%	19%
	mean	3.6	3.59	3.62
	median	3	3	4

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
209	196	95	31	138	331	371
554	345	101	58	258	684	751
15	7	3	2	7	16	15
7%	4%	3%	8%	5%	5%	4%
34	22	8	2	15	46	46
16%	11%	9%	7%	11%	14%	12%
73	62	25	10	39	113	119
35%	32%	27%	32%	28%	34%	32%
60	48	28	10	43	83	99
29%	24%	30%	31%	31%	25%	27%
16	38	19	3	23	47	62
8%	19%	20%	9%	16%	14%	17%
4	15	8	1	6	20	21
2%	8%	8%	3%	4%	6%	6%
7	4	4	3	6	6	9
3%	2%	4%	10%	4%	2%	2%
123	92	36	14	61	175	180
59%	47%	38%	47%	44%	53%	49%
27	57	30	7	34	73	92
13%	29%	32%	22%	25%	22%	25%
3.31	3.75	3.95	3.75	3.71	3.55	3.66
3	4	4	4	4	3	4

China

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
129		417	83	317	183	67
249		804	196	637	363	153
10		20	6	18	8	10
8%		5%	7%	6%	4%	14%
18		53	11	41	23	13
14%		13%	14%	13%	13%	19%
42		133	28	108	53	24
33%		32%	34%	34%	29%	35%
37		117	19	72	64	10
29%		28%	23%	23%	35%	15%
11		62	11	49	24	6
8%		15%	13%	15%	13%	9%
5		20	6	22	4	4
4%		5%	8%	7%	2%	5%
5		13	1	7	7	1
4%		3%	2%	2%	4%	2%
70		205	46	167	84	46
55%		49%	55%	53%	46%	69%
21		95	18	78	35	11
16%		23%	22%	25%	19%	16%
3.45		3.63	3.5	3.59	3.63	3.08
3		4	3	3	4	3

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
433	152	348	426	40		-
847	346	654	893	68		
16	15	10	22	3		
4%	10%	3%	5%	8%		
51	30	35	56	3	-	
12%	19%	10%	13%	9%		
137	54	107	139	14		
32%	35%	31%	33%	36%	٠	
126	25	111	111	11		
29%	17%	32%	26%	28%		
67	19	54	62	6		
15%	12%	15%	15%	14%		
23	6	20	26	1		
5%	4%	6%	6%	2%		
13	3	11	9	2		
3%	2%	3%	2%	4%		
204	98	152	217	21		
47%	65%	44%	51%	53%		
103	28	85	97	8		
24%	19%	24%	23%	20%		
3.69	3.22	3.77	3.58	3.53		
4	3	4	3	3		

Inactive_So cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
Stub	2 1 2 1 2 1	500	247	253
	base unw_base	1004	467	537
7 – Very strong economy		1004		337
7 – Very strong economy	freq	%	0 %	<u> </u>
6	prop			
	freq	17	14	3 1%
6	prop	3%	6%	
5	freq	62	31	31
5	prop	12%	12%	12%
4	freq	152	73	79
4	prop	30%	29%	31%
3	freq	158	74	85
3	prop	32%	30%	34%
2	freq	60	30	31
2	prop	12%	12%	12%
1 – Very weak economy	freq	49	26	24
1 – Very weak economy	prop	10%	10%	9%
Top3Box	freq	80	45	35
Тор3Вох	prop	16%	18%	14%
Low3Box	freq	268	129	139
Low3Box	prop	54%	52%	55%
	mean	4.66	4.61	4.7
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	158	157	101	232	87	208
298	378	328	165	453	268	467
1	0		-	1		0
%	%			%		%
13	2	2	3	12	1	3
7%	1%	1%	3%	5%	1%	1%
36	11	15	8	28	10	16
19%	7%	9%	8%	12%	12%	8%
51	55	47	26	75	26	70
28%	34%	30%	26%	33%	30%	34%
49	54	55	40	65	29	69
27%	34%	35%	39%	28%	33%	33%
16	19	26	12	25	14	28
9%	12%	16%	12%	11%	16%	13%
19	18	12	13	25	6	22
10%	11%	8%	13%	11%	7%	11%
50	13	17	11	40	11	19
27%	8%	11%	11%	17%	13%	9%
84	91	93	64	116	49	119
46%	57%	59%	64%	50%	56%	57%
4.4	4.82	4.79	4.88	4.6	4.71	4.81
4	5	5	5	5	5	5

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
292	133	219	147	293	207	16
537	25	380	599	644	360	49
1			1	1	0	
%			1%	%	%	-
14	8	6	4	6	11	1
5%	6%	3%	2%	2%	5%	8%
46	19	20	22	32	30	2
16%	14%	9%	15%	11%	14%	10%
82	41	65	46	94	58	7
28%	31%	30%	31%	32%	28%	40%
89	46	71	41	94	65	3
31%	34%	32%	28%	32%	31%	20%
33	9	31	21	37	23	2
11%	6%	14%	14%	13%	11%	14%
27	11	26	12	29	21	1
9%	8%	12%	8%	10%	10%	8%
60	27	26	27	39	41	3
21%	20%	12%	18%	13%	20%	18%
149	65	128	74	160	109	7
51%	49%	59%	50%	55%	52%	42%
4.55	4.46	4.82	4.59	4.71	4.58	4.45
5	4	5	5	5	5	4

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
484	33	467	290	110		
955	112	892	735	170	-	
1		1	1	0		
%		%	%	%		
16	2	15	5	3	-	
3%	7%	3%	2%	2%		
60	4	58	28	12		
12%	13%	12%	10%	11%	•	
145	11	141	98	23	٠	
30%	32%	30%	34%	20%	•	
155	9	149	93	38	•	
32%	28%	32%	32%	35%		
58	4	57	32	22		
12%	11%	12%	11%	20%		
48	3	46	34	13		
10%	9%	10%	12%	11%		
77	6	73	34	15		
16%	20%	16%	12%	14%		
261	16	252	159	73		
54%	48%	54%	55%	66%		
4.66	4.51	4.67	4.75	4.91		
5	4	5	5	5		

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				Gender
Stub	Stat	Overall	Gender Male	Female
	base	500	254	246
	unw_base	1001	501	500
7 – Very strong economy	freq	17	13	5
7 – Very strong economy	prop	3%	5%	2%
6	freq	77	42	35
6	prop	15%	17%	14%
5	freq	173	99	74
5	prop	35%	39%	30%
4	freq	137	61	76
4	prop	27%	24%	31%
3	freq	63	28	35
3	prop	13%	11%	14%
2	freq	20	9	12
2	prop	4%	3%	5%
1 – Very weak economy	freq	12	2	10
1 – Very weak economy	prop	2%	1%	4%
Top3Box	freq	267	154	113
Top3Box	prop	53%	61%	46%
Low3Box	freq	95	38	57
Low3Box	prop	19%	15%	23%
	mean	3.52	3.33	3.72
	median	3	3	4

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
171	155	175	133	129	173	172
310	327	364	240	254	379	367
9	3	4	5	4	7	4
6%	2%	2%	4%	3%	4%	3%
24	30	23	13	20	38	27
14%	19%	13%	9%	15%	22%	16%
68	48	57	39	47	63	57
40%	31%	33%	29%	36%	37%	33%
43	45	50	41	33	44	46
25%	29%	28%	31%	26%	25%	27%
21	16	26	17	22	16	26
12%	11%	15%	13%	17%	9%	15%
4	8	9	12	2	3	7
2%	5%	5%	9%	2%	2%	4%
0	5	6	7	1	2	4
%	3%	3%	6%	1%	1%	3%
102	81	85	56	70	109	88
60%	52%	49%	42%	54%	63%	51%
25	29	40	36	26	21	38
15%	19%	23%	27%	20%	12%	22%
3.33	3.55	3.68	3.88	3.49	3.23	3.59
3	3	4	4	3	3	3

Germany

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
328	87	287	127	333	167	43
634	51	717	233	681	320	86
13	4	10	4	9	8	2
4%	4%	3%	3%	3%	5%	4%
50	6	41	30	53	24	6
15%	6%	14%	24%	16%	14%	15%
116	27	94	52	118	55	16
35%	31%	33%	41%	35%	33%	38%
92	28	85	25	90	48	10
28%	32%	29%	20%	27%	28%	23%
37	13	40	10	40	23	6
11%	15%	14%	8%	12%	14%	14%
13	5	11	5	14	6	3
4%	6%	4%	4%	4%	4%	6%
7	5	5	1	9	2	
2%	6%	2%	1%	3%	1%	
179	36	145	86	180	88	24
55%	42%	51%	68%	54%	52%	56%
57	23	57	16	63	32	9
18%	26%	20%	12%	19%	19%	21%
3.48	3.87	3.55	3.21	3.53	3.49	3.48
3	4	3	3	3	3	3

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
457	89	411	349	70		
915	182	819	716	141		
15	4	13	14	1		
3%	4%	3%	4%	2%		
71	16	62	57	7		
15%	18%	15%	16%	11%		
157	35	138	123	22		
34%	40%	34%	35%	32%		
128	19	118	92	22		
28%	22%	29%	26%	31%	•	
57	11	52	46	9	•	
12%	12%	13%	13%	12%	•	
18	4	16	13	5	•	
4%	4%	4%	4%	7%		
12	•	12	4	4		
3%		3%	1%	6%		
243	55	212	194	31	-	
53%	62%	52%	56%	44%		
86	15	80	63	18	-	
19%	17%	20%	18%	25%		
3.52	3.34	3.56	3.44	3.86		
3	3	3	3	4		

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				Gender
Stub	Stat	Overall	Gender Male	Female
	base	500	249	251
	unw_base	1003	498	505
7 – Very strong economy	freq	8	4	4
7 – Very strong economy	prop	2%	2%	2%
6	freq	22	14	8
6	prop	4%	6%	3%
5	freq	129	67	62
5	prop	26%	27%	25%
4	freq	183	79	103
4	prop	37%	32%	41%
3	freq	107	57	50
3	prop	21%	23%	20%
2	freq	35	19	16
2	prop	7%	8%	6%
1 – Very weak economy	freq	17	9	8
1 – Very weak economy	prop	3%	4%	3%
Top3Box	freq	159	85	73
Top3Box	prop	32%	34%	29%
Low3Box	freq	159	85	74
Low3Box	prop	32%	34%	29%
	mean	4.06	4.06	4.06
	median	4	4	4

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
196	148	156	68	227	146	210
298	344	361	141	454	298	455
6	1	1	1	5	2	5
3%	1%	1%	1%	2%	2%	2%
6	9	7	2	8	9	12
3%	6%	4%	3%	4%	6%	6%
51	38	40	9	53	48	61
26%	25%	26%	14%	23%	33%	29%
75	55	52	27	87	45	71
38%	37%	33%	40%	38%	31%	34%
42	26	39	19	49	29	41
21%	17%	25%	27%	22%	20%	20%
9	13	12	6	15	10	15
5%	9%	8%	9%	7%	7%	7%
7	6	4	4	9	1	4
3%	4%	3%	6%	4%	1%	2%
63	48	48	12	66	60	78
32%	32%	31%	18%	29%	41%	37%
58	45	56	29	73	41	61
30%	30%	36%	43%	32%	28%	29%
4	4.08	4.13	4.4	4.1	3.86	3.93
4	4	4	4	4	4	4

Great Britain

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
290	157	108	235	292	208	46
548	310	204	489	621	382	97
3	1	2	5	7	1	3
1%	1%	2%	2%	2%	1%	6%
10	5	4	13	13	9	4
3%	3%	4%	6%	4%	4%	9%
68	33	28	68	77	51	11
23%	21%	26%	29%	26%	25%	24%
111	62	39	82	105	78	16
38%	40%	36%	35%	36%	37%	35%
66	38	22	47	58	49	7
23%	24%	21%	20%	20%	24%	14%
20	9	9	17	22	13	4
7%	6%	9%	7%	7%	6%	8%
13	9	3	5	11	6	2
4%	6%	3%	2%	4%	3%	4%
81	39	34	86	97	62	18
28%	25%	32%	36%	33%	30%	39%
98	56	35	68	90	68	12
34%	36%	32%	29%	31%	33%	26%
4.16	4.24	4.08	3.94	4.04	4.1	3.81
4	4	4	4	4	4	4

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
454	64	436	350			
906	136	867	719	154		
5	3	5	6	1		
1%	4%	1%	2%	1%		
18	6	16	18	2		
4%	9%	4%	5%	2%		
117	18	110	93		-	
26%	29%	25%	27%	21%	-	
167	21	161	126	26		
37%	33%	37%	36%	38%		
100	9	98	73	16		
22%	14%	22%	21%	23%		
31	4	31	24	6	•	
7%	6%	7%	7%	8%	•	
15	3	14	9	4	•	
3%	5%	3%	3%	6%		
140	27	132	117	17		
31%	42%	30%	34%	25%		
147	16	143	106	26		
32%	25%	33%	30%	37%	-	
4.09	3.81	4.1	4	4.27	-	
4	4	4	4	4		

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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	501	268	233
7 – Very strong economy	freq	3	2	1
7 – Very strong economy	prop	1%	1%	%
6	freq	14	7	7
6	prop	3%	3%	3%
5	freq	56	32	24
5	prop	11%	13%	9%
4	freq	106	60	46
4	prop	21%	24%	18%
3	freq	134	60	74
3	prop	27%	24%	29%
2	freq	88	45	43
2	prop	18%	18%	17%
1 – Very weak economy	freq	98	41	58
1 – Very weak economy	prop	20%	16%	23%
Тор3Вох	freq	73	41	32
Тор3Вох	prop	15%	17%	13%
Low3Box	freq	321	146	175
Low3Box	prop	64%	59%	69%
	mean	5.03	4.89	5.16
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
182	168	151	146	258	32	194
192	165	144	156	242	32	189
1	2		1	2		2
1%	1%		%	1%		1%
7	4	3	6	4	2	6
4%	2%	2%	4%	1%	7%	3%
31	16	9	11	27	9	25
17%	9%	6%	8%	11%	28%	13%
44	37	26	28	62	5	39
24%	22%	17%	19%	24%	16%	20%
43	51	41	37	76	8	51
23%	30%	27%	26%	30%	25%	26%
25	29	34	31	43	4	32
14%	17%	23%	21%	17%	11%	17%
31	30	37	32	45	4	39
17%	18%	25%	22%	17%	13%	20%
39	21	13	18	32	11	32
21%	13%	8%	12%	13%	35%	17%
99	109	113	100	164	16	122
54%	65%	75%	69%	63%	50%	63%
4.76	5.01	5.36	5.16	4.99	4.45	4.98
5	5	5	5	5	4	5

Hungary

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
306	107	294	99	285	215	49
312	176	207	118	290	211	48
1	1	2		2	1	2
%	1%	1%		1%	%	3%
8	1	9	4	7	7	
3%	1%	3%	4%	2%	3%	
31	6	37	13	26	30	8
10%	5%	13%	13%	9%	14%	17%
67	22	62	22	59	47	12
22%	20%	21%	22%	21%	22%	23%
83	26	78	30	77	57	10
27%	24%	27%	30%	27%	27%	21%
56	26	47	16	59	30	12
18%	24%	16%	16%	21%	14%	24%
59	26	58	14	55	43	6
19%	24%	20%	14%	19%	20%	12%
40	7	48	17	35	38	10
13%	7%	16%	17%	12%	18%	20%
199	78	183	60	191	130	28
65%	73%	62%	60%	67%	61%	57%
5.06	5.36	4.97	4.82	5.1	4.93	4.8
5	5	5	5	5	5	5

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
451	55	445	327	93		
453	52	449	328	101		
1	2	1	2	1		
%	3%	%	1%	1%		
14	1	13	9	2	-	
3%	3%	3%	3%	2%	-	
48	13	43	34	17		
11%	24%	10%	11%	18%		
95	11	96	75	18		
21%	19%	21%	23%	19%	•	
124	10	124	92	18		
28%	19%	28%	28%	20%	•	
77	11	78	60	15	•	
17%	20%	17%	18%	17%		
92	7	91	55	22		
20%	13%	20%	17%	24%		
63	16	57	46	19		
14%	29%	13%	14%	21%		
293	28	293	207	56	-	
65%	51%	66%	63%	60%		
5.05	4.59	5.08	4.97	5		
5	5	5	5	5	-	

Inactive_So cial_Media	
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				Gender
Stub	Stat	Overall	Gender Male	Female
	base	500	256	244
	unw_base	504	269	235
7 – Very strong economy	freq	29	18	11
7 – Very strong economy	prop	6%	7%	5%
6	freq	55	33	22
6	prop	11%	13%	9%
5	freq	176	94	81
5	prop	35%	37%	33%
4	freq	162	72	90
4	prop	32%	28%	37%
3	freq	53	27	26
3	prop	11%	11%	11%
2	freq	10	4	7
2	prop	2%	1%	3%
1 – Very weak economy	freq	14	8	6
1 – Very weak economy	prop	3%	3%	3%
Top3Box	freq	260	145	115
Top3Box	prop	52%	57%	47%
Low3Box	freq	78	39	39
Low3Box	prop	16%	15%	16%
	mean	3.48	3.39	3.58
	median	3	3	4

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
267	154	79	63	69	368	305
244	171	89	60	69	375	324
17	8	4	5	5	20	19
6%	5%	6%	8%	7%	5%	6%
29	18	8	5	8	43	38
11%	12%	10%	8%	11%	12%	12%
95	54	27	18	22	136	108
36%	35%	34%	29%	32%	37%	36%
78	55	29	23	25	115	103
29%	35%	37%	36%	36%	31%	34%
30	15	8	6	7	40	27
11%	10%	10%	10%	10%	11%	9%
7	3	1	2	1	8	4
3%	2%	1%	3%	1%	2%	1%
11	2	2	4	2	8	6
4%	1%	2%	6%	3%	2%	2%
142	80	39	28	34	198	165
53%	52%	49%	45%	50%	54%	54%
47	20	11	12	10	55	37
18%	13%	13%	19%	15%	15%	12%
3.51	3.43	3.49	3.66	3.48	3.45	3.38
3	3	4	4	4	3	3

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
195	1	45	454	297	203	162
180	1	43	460	306	198	162
11		4	25	27	2	22
5%	-	9%	6%	9%	1%	14%
17		4	51	36	19	22
9%		9%	11%	12%	10%	14%
67		9	167	108	67	58
34%	•	20%	37%	36%	33%	36%
59		19	143	87	76	49
30%		42%	32%	29%	37%	30%
26	1	8	44	26	27	9
13%		17%	10%	9%	13%	6%
7			10	5	5	
3%			2%	2%	3%	
8		1	13	8	6	2
4%		2%	3%	3%	3%	1%
95		17	243	171	89	102
49%	-	39%	53%	58%	44%	63%
41	1	9	68	39	39	11
21%		19%	15%	13%	19%	7%
3.64	5	3.56	3.47	3.32	3.73	3.05
4	5	4	3	3	4	3

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
338	290	210	408			
342	295	209	417	69		
7	27	3	26	3		
2%	9%	1%	6%	4%		
33	39	16	51	3	-	
10%	14%	7%	12%	4%		
118	104	72	152	19		
35%	36%	34%	37%	25%	٠	
113	82	80	124	33	٠	
34%	28%	38%	30%	44%	•	
44	27	26	37	13	•	
13%	9%	12%	9%	18%		
10	4	6	9			
3%	1%	3%	2%			
12	6	8	9	3		
4%	2%	4%	2%	4%		
158	170	90	229	26		
47%	59%	43%	56%	34%		
66	38	40	56	17	-	
20%	13%	19%	14%	22%		
3.69	3.28	3.77	3.39	3.83		
4	3	4	3	4		

Inactive_So cial_Media	
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				Gender
Stub	Stat	Overall	Gender Male	Female
	base	500	245	255
	unw_base	502	236	266
7 – Very strong economy	freq	23	14	10
7 – Very strong economy	prop	5%	6%	4%
6	freq	72	35	37
6	prop	14%	14%	15%
5	freq	195	110	85
5	prop	39%	45%	34%
4	freq	119	44	76
4	prop	24%	18%	30%
3	freq	50	23	27
3	prop	10%	9%	11%
2	freq	30	20	11
2	prop	6%	8%	4%
1 – Very weak economy	freq	9	1	9
1 – Very weak economy	prop	2%	%	3%
Тор3Вох	freq	291	158	133
Тор3Вох	prop	58%	65%	52%
Low3Box	freq	90	43	46
Low3Box	prop	18%	18%	18%
	mean	3.46	3.36	3.55
	median	3	3	3

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
225	158	117				306
213	166	123				296
8	8	7				15
4%	5%	6%				5%
25	25	22				47
11%	16%	18%				15%
75	66	54				122
33%	42%	46%				40%
60	35	24				79
27%	22%	21%				26%
32	12	7				27
14%	8%	6%				9%
23	5	2				11
10%	3%	2%				4%
2	6	1				6
1%	4%	1%				2%
109	100	83				184
48%	63%	71%				60%
56	24	10				44
25%	15%	9%				14%
3.69	3.37	3.12				3.37
4	3	3				3

Israel

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
194	137	124	239	219	281	49
206	143	124	235	235	267	49
9	7	2	14	7	16	
5%	5%	1%	6%	3%	6%	
25	17	21	34	23	49	4
13%	13%	17%	14%	11%	17%	8%
73	50	43	102	95	100	28
38%	36%	35%	43%	43%	36%	57%
41	28	31	59	58	61	8
21%	21%	25%	25%	26%	22%	16%
23	18	10	22	19	32	5
12%	13%	8%	9%	8%	11%	9%
20	14	10	6	15	15	1
10%	11%	8%	2%	7%	5%	1%
3	2	6	1	2	7	4
2%	1%	5%	%	1%	2%	9%
107	74	66	150	126	165	32
55%	54%	53%	63%	57%	59%	64%
46	34	26	29	36	54	10
24%	25%	21%	12%	16%	19%	19%
3.6	3.61	3.65	3.27	3.51	3.41	3.66
3	3	3	3	3	3	3

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
451	100	400	365			
453	113	389	373	102		
23	10	13	15	8		
5%	10%	3%	4%	7%		
68	14	59	60	10	-	
15%	14%	15%	16%	9%		
167	44	151	145	41		
37%	44%	38%	40%	37%	•	
111	19	100	83	27	•	
25%	19%	25%	23%	25%	•	
46	10	41	36	12	•	
10%	10%	10%	10%	11%		
30	2	28	23	6		
7%	2%	7%	6%	5%		
5	1	9	3	6		
1%	1%	2%	1%	5%		
259	68	223	220	59		
58%	68%	56%	60%	53%		
80	13	77	62	24		
18%	13%	19%	17%	22%		
3.43	3.14	3.54	3.4	3.61		
3	3	3	3	3		

Inactive_So cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1002	521	481
7 – Very strong economy	freq	2	0	1
7 – Very strong economy	prop	%	%	1%
6	freq	13	9	4
6	prop	3%	4%	2%
5	freq	52	29	23
5	prop	10%	12%	9%
4	freq	110	60	50
4	prop	22%	24%	20%
3	freq	126	59	67
3	prop	25%	24%	27%
2	freq	92	46	47
2	prop	18%	18%	19%
1 – Very weak economy	freq	105	46	60
1 – Very weak economy	prop	21%	18%	24%
Тор3Вох	freq	66	38	28
Тор3Вох	prop	13%	15%	11%
Low3Box	freq	324	150	174
Low3Box	prop	65%	61%	69%
	mean	5.09	4.97	5.21
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
161	184	155	145	196	81	232
338	375	289	241	406	197	452
0	1	0		-	1	0
%	1%	%			2%	%
4	5	4	1	6	5	4
2%	3%	2%	1%	3%	6%	2%
20	14	17	12	24	12	21
13%	8%	11%	8%	12%	15%	9%
37	45	28	26	46	22	56
23%	24%	18%	18%	23%	27%	24%
41	41	45	33	54	17	57
25%	22%	29%	23%	28%	21%	25%
26	33	33	27	36	13	45
16%	18%	21%	19%	19%	16%	20%
32	44	29	46	30	11	48
20%	24%	18%	32%	15%	13%	21%
24	20	22	13	30	18	26
15%	11%	14%	9%	15%	22%	11%
99	119	106	106	121	41	150
62%	65%	68%	73%	62%	51%	65%
5	5.16	5.09	5.45	4.93	4.63	5.12
5	5	5	6	5	5	5

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
268	213	214	73	248	252	44
550	217	551	234	505	497	98
1	1	0	0	0	1	1
1%	%	%	%	%	1%	3%
8	5	6	1	7	5	3
3%	2%	3%	2%	3%	2%	6%
30	19	21	12	30	22	5
11%	9%	10%	17%	12%	9%	11%
54	43	50	17	59	51	8
20%	20%	23%	23%	24%	20%	19%
69	52	54	20	62	64	12
26%	24%	25%	28%	25%	25%	27%
47	37	42	13	43	50	9
18%	18%	19%	18%	17%	20%	20%
57	55	42	8	47	59	6
21%	26%	20%	11%	19%	23%	14%
40	25	27	14	37	29	9
15%	12%	13%	19%	15%	12%	21%
174	145	137	42	152	172	26
65%	68%	64%	57%	61%	68%	60%
5.06	5.23	5.07	4.75	4.98	5.2	4.74
5	5	5	5	5	5	5

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
456	74	426	299			
904	174	828	638	296		
0	1	1	1	0		
%	1%	%	%	%		
10	5	7	8	4		
2%	7%	2%	3%	2%		
47	11	41	35		-	
10%	15%	10%	12%	8%	-	
102	17	93	73	28		
22%	23%	22%	24%	17%		
115	16	111	74	41		
25%	21%	26%	25%	25%		
84	13	80	55	30	•	
18%	17%	19%	19%	18%	•	
99	12	94	53	47	•	
22%	16%	22%	18%	29%		
57	17	49	44	17		
12%	23%	11%	15%	10%		
298	40	284	182	118		
65%	54%	67%	61%	72%	-	
5.12	4.69	5.16	4.97	5.36		
5	5	5	5	5		

Inactive_So cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	251	249
	unw_base	1000	577	423
7 – Very strong economy	freq	1	1	0
7 – Very strong economy	prop	%	%	%
6	freq	7	3	4
6	prop	1%	1%	2%
5	freq	67	35	31
5	prop	13%	14%	13%
4	freq	168	82	86
4	prop	34%	33%	35%
3	freq	170	84	85
3	prop	34%	34%	34%
2	freq	51	24	27
2	prop	10%	10%	11%
1 – Very weak economy	freq	37	21	15
1 – Very weak economy	prop	7%	8%	6%
Тор3Вох	freq	75	39	36
Top3Box	prop	15%	16%	14%
Low3Box	freq	257	130	127
Low3Box	prop	51%	52%	51%
	mean	4.59	4.61	4.58
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
169	168	164	319	148	33	250
238	382	380	569	342	89	566
1	0	0	1	0	0	1
%	%	%	%	%	1%	%
3	2	2	5	2	0	3
2%	1%	1%	1%	1%	1%	1%
29	18	19	33	28	6	31
17%	11%	12%	10%	19%	17%	13%
66	52	50	100	56	12	82
39%	31%	31%	31%	38%	36%	33%
41	64	64	113	45	12	91
25%	38%	39%	35%	30%	37%	36%
16	17	18	38	11	2	29
9%	10%	11%	12%	7%	6%	12%
13	15	9	31	5	1	14
7%	9%	6%	10%	4%	2%	6%
33	20	22	38	30	6	35
19%	12%	13%	12%	20%	19%	14%
70	95	92	181	61	15	134
41%	57%	56%	57%	41%	45%	53%
4.43	4.71	4.64	4.74	4.34	4.33	4.6
4	5	5	5	4	4	5

Japan

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
250	267	101	132	234	266	31
434	301	205	494	555	445	81
1		0	1	1	1	
%		%	1%	%	%	
4	2	2	2	3	3	1
2%	1%	2%	2%	1%	1%	2%
35	40	8	19	29	37	6
14%	15%	8%	15%	13%	14%	21%
87	86	31	52	81	87	10
35%	32%	30%	39%	35%	33%	31%
79	88	39	42	81	88	9
32%	33%	39%	32%	35%	33%	30%
22	29	13	9	24	27	4
9%	11%	13%	7%	10%	10%	12%
23	23	7	6	14	23	1
9%	9%	7%	5%	6%	8%	3%
40	42	10	22	33	41	7
16%	16%	10%	17%	14%	16%	23%
124	140	60	58	119	138	14
49%	52%	59%	44%	51%	52%	45%
4.59	4.64	4.74	4.4	4.57	4.61	4.4
4	5	5	4	5	5	4

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
469	46	454	355			
919	128	872	760	198		
1		1	1	0		
%		%	%	%		
6	1	6	4	3		
1%	3%	1%	1%	2%		
60	9	57	44	21	-	
13%	21%	13%	12%	17%	-	
159	15	153	121	45		
34%	33%	34%	34%	36%		
161	14	156	121	39		
34%	31%	34%	34%	32%		
47	5	46	38	10	•	
10%	10%	10%	11%	8%	•	
36	1	35	26	7	•	
8%	3%	8%	7%	5%		
68	11	64	49	24		
14%	23%	14%	14%	19%		
243	20	237	186	55		
52%	44%	52%	52%	45%	-	
4.61	4.33	4.62	4.62	4.41	-	
5	4	5	5	4	-	

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Stub	Stat	Overall	Gender Male	Gender Female
2 1 1 1 1	base	500	240	260
	unw_base	506	274	232
7 – Very strong economy	freq	13	11	2
7 – Very strong economy	prop	3%	5%	1%
6	freq	7	4	3
6	prop	1%	2%	1%
5	freq	23	13	10
5	prop	5%	6%	4%
4	freq	118	41	77
4	prop	24%	17%	30%
3	freq	129	68	61
3	prop	26%	28%	23%
2	freq	66	17	49
2	prop	13%	7%	19%
1 – Very weak economy	freq	143	85	58
1 – Very weak economy	prop	29%	35%	23%
Тор3Вох	freq	43	29	14
Тор3Вох	prop	9%	12%	6%
Low3Box	freq	339	170	169
Low3Box	prop	68%	71%	65%
	mean	5.23	5.26	5.21
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
260	164	76	198	145	102	224
303	134	69	155	193	104	171
11	2		10	2	1	2
4%	1%		5%	1%	1%	1%
4	1	2	2	4	1	2
1%	1%	3%	1%	3%	1%	1%
13	7	3	7	8	4	9
5%	4%	4%	3%	6%	4%	4%
71	14	34	35	26	38	43
27%	8%	44%	18%	18%	37%	19%
62	52	14	41	51	29	79
24%	32%	19%	21%	35%	28%	35%
18	39	9	33	18	13	40
7%	24%	12%	17%	12%	12%	18%
81	49	13	71	36	17	49
31%	30%	18%	36%	25%	16%	22%
27	10	6	18	14	6	13
11%	6%	7%	9%	10%	6%	6%
162	140	36	145	105	58	168
62%	86%	48%	73%	72%	57%	75%
5.12	5.6	4.85	5.41	5.19	4.92	5.28
5	6	4	6	5	5	5

Mexico

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
276	220	161	118	293	207	114
335	16	262	228	280	226	118
11	9	1	2	4	9	10
4%		1%	2%	1%	4%	9%
5		2	5	6	1	2
2%		1%	4%	2%	%	2%
15		14	9	14	9	5
5%		9%	8%	5%	4%	4%
76	52	42	23	76	43	17
27%		26%	20%	26%	21%	15%
50	54	41	35	76	53	49
18%		25%	29%	26%	26%	43%
26	25	25	16	46	20	8
10%		16%	14%	16%	10%	7%
95	81	35	28	71	72	23
34%		22%	23%	24%	35%	20%
30	9	18	16	24	19	17
11%		11%	14%	8%	9%	15%
171	159	101	79	194	145	79
62%		63%	67%	66%	70%	70%
5.2	5.44	5.07	5.06	5.18	5.31	4.82
5	5	5	5	5	5	5

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
386	119	381	331	65		
388	137	369	367	49		
2	3	10	12	0		
1%	3%	3%	4%	%		
5	5	2	6	1	-	
1%	4%	1%	2%	1%		
19	5	19	17	2		
5%	4%	5%	5%	3%		
101	20	98	60	31		
26%	17%	26%	18%	47%		
80	52	77	110	6		
21%	44%	20%	33%	10%		
59	10	56	32	3		
15%	9%	15%	10%	5%		
120	24	119	93	22		
31%	20%	31%	28%	34%		
26	12	31	35	3		
7%	10%	8%	11%	5%		
260	87	252	236	32		
67%	73%	66%	71%	48%		
5.36	5.03	5.3	5.18	5.14		
5	5	5	5	4		

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				Gender
Stub	Stat	Overall	Gender Male	Female
	base	500	246	254
	unw_base	500	210	290
7 – Very strong economy	freq	2	2	
7 – Very strong economy	prop	%	1%	
6	freq	10	7	3
6	prop	2%	3%	1%
5	freq	87	55	32
5	prop	17%	22%	13%
4	freq	216	113	103
4	prop	43%	46%	41%
3	freq	124	49	75
3	prop	25%	20%	30%
2	freq	34	13	22
2	prop	7%	5%	9%
1 – Very weak economy	freq	27	9	18
1 – Very weak economy	prop	5%	4%	7%
Top3Box	freq	98	63	35
Top3Box	prop	20%	26%	14%
Low3Box	freq	186	71	115
Low3Box	prop	37%	29%	45%
	mean	4.33	4.11	4.53
	median	4	4	4

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
271	155	74	302	179	18	142
269	158	73	267	207	26	152
	2			2		
	1%			1%		
6	4		4	6		1
2%	3%		1%	3%		1%
45	24	17	42	42	3	32
17%	16%	23%	14%	23%	15%	23%
124	63	28	130	74	12	58
46%	41%	38%	43%	41%	64%	41%
64	39	22	75	45	4	32
24%	25%	29%	25%	25%	21%	23%
20	10	4	27	7		8
7%	6%	6%	9%	4%		6%
11	13	3	24	3		10
4%	9%	4%	8%	2%		7%
51	30	17	46	50	3	33
19%	19%	23%	15%	28%	15%	24%
95	62	28	126	56	4	50
35%	40%	38%	42%	31%	21%	36%
4.3	4.39	4.28	4.5	4.06	4.06	4.31
4	4	4	4	4	4	4

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
358	•	385	115	276	224	127
348		270	230	301	199	134
2	•	2		2		2
%		%		1%		1%
8		7	3	8	2	3
2%		2%	3%	3%	1%	2%
55		64	23	57	30	29
15%		16%	20%	21%	13%	23%
158	•	160	56	114	102	52
44%		42%	48%	41%	46%	41%
92		102	22	64	60	26
26%		26%	19%	23%	27%	20%
26		26	8	20	14	9
7%		7%	7%	7%	6%	7%
17		24	3	12	15	8
5%		6%	2%	4%	7%	6%
65		72	26	66	32	33
18%		19%	23%	24%	14%	26%
135		153	33	96	90	42
38%		40%	29%	35%	40%	33%
4.33		4.38	4.15	4.22	4.45	4.21
4		4	4	4	4	4

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
373	157	343	343			
366	171	329	372	54		
	2		2			
	1%		%			
7	5	5	9	0	-	
2%	3%	1%	3%	1%	-	
58	29	58	68	8		
15%	19%	17%	20%	14%		
164	66	150	132	27		
44%	42%	44%	38%	45%	•	
99	33	91	93	14	•	
26%	21%	27%	27%	23%	٠	
26	12	22	20	4	•	
7%	8%	7%	6%	7%	•	
19	11	16	20	6	•	
5%	7%	5%	6%	10%	•	
65	36	62	78	9	•	
17%	23%	18%	23%	15%		
144	56	130	133	24		
39%	35%	38%	39%	40%	-	
4.37	4.29	4.34	4.3	4.52		
4	4	4	4	4		

Inactive_So cial_Media	
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				Gender
Stub	Stat	Overall	Gender Male	Female
	base	500	249	251
	unw_base	500	265	235
7 – Very strong economy	freq	5	1	4
7 – Very strong economy	prop	1%	1%	2%
6	freq	28	15	13
6	prop	6%	6%	5%
5	freq	109	61	48
5	prop	22%	24%	19%
4	freq	157	77	80
4	prop	31%	31%	32%
3	freq	99	52	47
3	prop	20%	21%	19%
2	freq	63	28	35
2	prop	13%	11%	14%
1 – Very weak economy	freq	39	16	23
1 – Very weak economy	prop	8%	6%	9%
Top3Box	freq	142	77	65
Top3Box	prop	28%	31%	26%
Low3Box	freq	201	95	105
Low3Box	prop	40%	38%	42%
	mean	4.32	4.24	4.4
	median	4	4	4

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
202	156	142	261	126	10	237
174	174	152	258	137	11	255
4	1	1	2	1		1
2%	1%	1%	1%	1%		%
9	8	11	13	13	2	15
4%	5%	8%	5%	10%		6%
46	33	29	51	37	2	50
23%	21%	20%	20%	29%		21%
70	45	42	88	36	4	75
35%	29%	30%	34%	28%		32%
37	33	29	50	18	1	46
18%	21%	20%	19%	14%		19%
30	17	16	35	12	2	30
15%	11%	11%	14%	9%		13%
6	19	14	21	10		21
3%	12%	10%	8%	8%		9%
59	42	41	66	51	4	66
29%	27%	29%	25%	40%		28%
73	69	59	106	40	2	96
36%	44%	42%	41%	31%		41%
4.19	4.45	4.35	4.39	4.04	3.82	4.36
4	4	4	4	4	4	4

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
263	74	311	115	266	234	54
245	23	362	115	281	219	52
5	3	2		1	4	1
2%	4%	1%		1%	2%	1%
13	5	16	7	18	10	5
5%	7%	5%	6%	7%	4%	8%
59	14	59	36	60	49	21
22%	19%	19%	31%	22%	21%	39%
82	22	109	26	86	71	17
31%	30%	35%	23%	32%	30%	32%
54	12	67	21	46	53	8
20%	16%	21%	18%	17%	23%	14%
33	18	34	12	33	30	1
13%	24%	11%	10%	12%	13%	1%
18		25	14	22	16	2
7%		8%	12%	8%	7%	3%
76	22	77	43	80	63	27
29%	30%	25%	37%	30%	27%	49%
104	29	125	46	101	100	10
40%	40%	40%	40%	38%	43%	19%
4.28	4.17	4.36	4.31	4.29	4.36	3.66
4	4	4	4	4	4	4

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
446	95	405	336			
448	100	400	353	93		
5	1	5	1	4		
1%	1%	1%	%	4%		
24	11	17	25	3	-	
5%	12%	4%	7%	2%	-	
87	37	72	80	21		
20%	39%	18%	24%	19%		
140	23	134	109	33	•	
31%	24%	33%	33%	30%	•	
92	14	85	60	20		
21%	15%	21%	18%	19%		
62	6	57	37	20		
14%	6%	14%	11%	18%		
37	4	34	23	9		
8%	5%	8%	7%	8%		
116	48	94	107	28		
26%	51%	23%	32%	25%	-	
191	24	177	120	49		
43%	25%	44%	36%	45%		
4.4	3.77	4.45	4.2	4.45		
4	3	4	4	4		

Inactive_So cial_Media	
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				Gender
Stub	Stat	Overall	Gender Male	Female
	base	500	239	261
	unw_base	501	251	250
7 – Very strong economy	freq	5	2	4
7 – Very strong economy	prop	1%	1%	1%
6	freq	19	6	13
6	prop	4%	3%	5%
5	freq	95	36	59
5	prop	19%	15%	23%
4	freq	117	60	57
4	prop	23%	25%	22%
3	freq	122	60	62
3	prop	24%	25%	24%
2	freq	66	44	23
2	prop	13%	18%	9%
1 – Very weak economy	freq	75	32	43
1 – Very weak economy	prop	15%	13%	16%
Top3Box	freq	119	44	76
Top3Box	prop	24%	18%	29%
Low3Box	freq	263	135	128
Low3Box	prop	53%	57%	49%
	mean	4.66	4.79	4.54
	median	5	5	4

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
207	169	125	49	175	248	239
160	211	130	20	157	287	296
5	0		-	0	5	4
3%	%			%	2%	2%
2	12	5	1	5	7	10
1%	7%	4%	3%	3%	3%	4%
56	25	14	12	30	46	33
27%	15%	11%	24%	17%	18%	14%
46	36	36	6	41	62	51
22%	21%	29%	12%	24%	25%	21%
35	52	36	5	51	62	56
17%	31%	29%	11%	29%	25%	23%
23	24	19	11	24	31	39
11%	14%	15%	22%	14%	12%	16%
39	20	16	14	24	35	46
19%	12%	13%	28%	14%	14%	19%
63	38	18	13	35	58	48
31%	22%	15%	27%	20%	23%	20%
98	95	70	30	99	128	141
47%	57%	56%	61%	56%	52%	59%
4.6	4.65	4.79	5.1	4.74	4.62	4.86
4	5	5	6	5	5	5

Russia

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
261	84	290	126	263	237	31
205	32	137	332	312	189	39
1		1	4	2	4	1
%		%	3%	1%	2%	4%
9	2	14	3	9	10	2
3%	3%	5%	2%	3%	4%	6%
62	34	41	20	44	51	6
24%	41%	14%	16%	17%	21%	20%
67	15	71	31	70	47	11
26%	18%	25%	25%	27%	20%	36%
66	11	81	30	74	49	6
25%	14%	28%	24%	28%	21%	19%
27	6	42	18	38	28	3
10%	7%	15%	14%	15%	12%	10%
29	15	40	20	25	49	2
11%	18%	14%	16%	10%	21%	6%
72	36	56	27	55	64	9
27%	43%	19%	21%	21%	27%	30%
123	33	162	68	137	126	11
47%	39%	56%	54%	52%	53%	34%
4.48	4.36	4.73	4.7	4.61	4.72	4.11
4	4	5	5	5	5	4

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
469	59	441	307	122		
462	78	423	386			
4	5	0	5			
1%	8%	%	2%			
17	2	17	12	6	-	
4%	4%	4%	4%	5%		
89	7	88	51	36		
19%	12%	20%	17%	29%		
106	19	98	82	14		
23%	33%	22%	27%	11%		
116	14	108	74	30		
25%	24%	25%	24%	24%	•	
63	6	60	43	12		
14%	11%	14%	14%	10%		
73	5	70	39	25		
16%	8%	16%	13%	21%		
110	15	105	68	41		
23%	25%	24%	22%	34%		
253	25	238	157	67		
54%	43%	54%	51%	55%		
4.7	4.25	4.71	4.61	4.68		
5	4	5	5	5		

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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	292	208
	unw_base	500	317	183
7 – Very strong economy	freq	100	67	33
7 – Very strong economy	prop	20%	23%	16%
6	freq	72	38	34
6	prop	14%	13%	16%
5	freq	134	91	43
5	prop	27%	31%	21%
4	freq	110	54	57
4	prop	22%	18%	27%
3	freq	55	24	31
3	prop	11%	8%	15%
2	freq	14	8	6
2	prop	3%	3%	3%
1 – Very weak economy	freq	16	10	5
1 – Very weak economy	prop	3%	4%	3%
Top3Box	freq	305	196	110
Top3Box	prop	61%	67%	53%
Low3Box	freq	84	42	42
Low3Box	prop	17%	14%	20%
	mean	3.11	2.98	3.28
	median	3	3	3

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	159	56	261	115	42	274
253	185	62	258	121	45	307
49	35	15	51	19	11	61
17%	22%	27%	19%	17%	25%	22%
48	16	8	38	17	7	34
17%	10%	14%	15%	15%	17%	12%
79	42	13	69	28	12	77
28%	26%	23%	26%	25%	28%	28%
65	35	11	60	30	8	56
23%	22%	19%	23%	26%	19%	20%
29	21	5	27	16	5	28
10%	13%	8%	10%	14%	11%	10%
7	5	2	8	4		8
2%	3%	3%	3%	3%		3%
8	5	3	10	1		10
3%	3%	5%	4%	1%		4%
176	93	36	157	64	30	173
62%	59%	64%	60%	56%	70%	63%
44	31	9	44	20	5	46
15%	20%	16%	17%	18%	11%	17%
3.1	3.17	2.96	3.14	3.18	2.73	3.07
3	3	3	3	3	3	3

Saudi Arabia

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
226	145	135	221	252	248	72
193	144	122	234	283	217	74
39	37	25	38	56	43	15
17%	25%	18%	17%	22%	18%	20%
38	17	21	34	29	43	14
17%	11%	16%	15%	11%	17%	19%
56	31	45	58	70	64	21
25%	21%	33%	26%	28%	26%	30%
55	41	26	44	47	63	12
24%	28%	19%	20%	19%	25%	17%
27	10	11	34	31	24	6
12%	7%	8%	15%	12%	10%	8%
6	2	7	5	10	4	3
3%	1%	5%	2%	4%	2%	4%
6	9	•	7	10	6	1
3%	6%		3%	4%	2%	1%
133	84	91	130	155	151	50
59%	58%	68%	59%	61%	61%	70%
39	20	18	46	50	34	10
17%	14%	13%	21%	20%	14%	13%
3.16	3.07	2.98	3.2	3.14	3.07	2.9
3	3	3	3	3	3	3

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
428	105	395	289	181		
426	114	386	318			
85	24	75	63	29		
20%	23%	19%	22%	16%		
58	15	57	44	26	-	
14%	14%	14%	15%	14%	-	
112	29	104	77	45		
26%	28%	26%	27%	25%		
98	20	90	56	48	٠	
23%	19%	23%	20%	27%	•	
49	9	46	31	21	•	
11%	8%	12%	11%	11%		
11	4	9	9	3		
3%	4%	2%	3%	2%		
15	3	12	8	8		
3%	3%	3%	3%	4%		
255	69	237	184	101		
60%	65%	60%	64%	56%		
75	16	68	48	32	-	
17%	16%	17%	17%	18%		
3.14	3.01	3.13	3.02	3.26		
3	3	3	3	3	-	

Inactive_So cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
Stub	base	500	241	259
	unw_base	501	211	290
7 – Very strong economy	freq	1	1	0
7 – Very strong economy	prop	%	%	%
6	freq	6	4	2
6	prop	1%	2%	1%
5	freq	40	26	15
5	prop	8%	11%	6%
4	freq	130	63	67
4	prop	26%	26%	26%
3	freq	147	56	91
3	prop	29%	23%	35%
2	freq	103	61	42
2	prop	21%	25%	16%
1 – Very weak economy	freq	72	30	43
1 – Very weak economy	prop	14%	12%	16%
Тор3Вох	freq	48	31	17
Top3Box	prop	10%	13%	7%
Low3Box	freq	322	147	175
Low3Box	prop	64%	61%	67%
	mean	5.03	4.96	5.08
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
284	135	82	44	94	362	199
169	180	152	33	96	372	252
	0	1	-	1		1
	%	1%		1%		%
4	0	2			6	3
2%	%	2%			2%	1%
24	11	6	1	3	37	18
8%	8%	7%	1%	3%	10%	9%
90	24	16	9	22	100	38
32%	18%	20%	20%	23%	28%	19%
86	37	23	16	30	100	55
30%	28%	29%	37%	32%	28%	28%
54	33	15	10	19	73	46
19%	25%	19%	24%	20%	20%	23%
25	29	18	8	19	46	39
9%	21%	23%	18%	20%	13%	19%
28	12	8	1	4	43	21
10%	9%	10%	1%	4%	12%	11%
165	99	57	35	68	219	140
58%	74%	70%	79%	72%	60%	70%
4.83	5.32	5.21	5.38	5.25	4.92	5.2
5	5	5	5	5	5	5

South Africa

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
301	225	144	131	249	251	108
249	217	144	140	278	223	112
0	1			1	-	
%	%			%		
4	3	2	1	2	4	5
1%	1%	1%	1%	1%	2%	5%
22	13	8	20	27	14	5
7%	6%	6%	15%	11%	5%	5%
92	63	37	30	52	78	18
31%	28%	26%	23%	21%	31%	16%
91	74	42	31	63	83	32
30%	33%	29%	23%	25%	33%	29%
57	37	31	35	62	41	29
19%	16%	22%	27%	25%	16%	27%
34	35	23	15	42	30	19
11%	15%	16%	11%	17%	12%	18%
27	17	10	21	30	18	11
9%	8%	7%	16%	12%	7%	10%
182	145	96	80	167	155	80
60%	65%	67%	61%	67%	62%	74%
4.91	5.02	5.12	4.93	5.12	4.94	5.21
5	5	5	5	5	5	5

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
392	166	334	387	99		
389	166	335	410	63		
1	0	1	1			
%	%	%	%			
1	5	1	3	3		
%	3%	%	1%	3%		
35	13	28	31	9		
9%	8%	8%	8%	9%		
112	30	100	96	31		
29%	18%	30%	25%	31%		
115	45	102	110	34	٠	
29%	27%	30%	29%	34%	٠	
73	43	60	86	13		
19%	26%	18%	22%	13%		
53	30	43	60	9		
14%	18%	13%	15%	9%		
37	19	29	35	12		
10%	11%	9%	9%	12%		
242	117	204	256	56	-	
62%	71%	61%	66%	57%		
4.97	5.17	4.95	5.09	4.73		
5	5	5	5	5		

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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	253	247
	unw_base	502	254	248
7 – Very strong economy	freq	1	1	
7 – Very strong economy	prop	%	%	
6	freq	8	6	2
6	prop	2%	2%	1%
5	freq	57	38	19
5	prop	11%	15%	8%
4	freq	115	53	62
4	prop	23%	21%	25%
3	freq	157	79	78
3	prop	31%	31%	31%
2	freq	97	48	48
2	prop	19%	19%	20%
1 – Very weak economy	freq	65	27	38
1 – Very weak economy	prop	13%	11%	15%
Тор3Вох	freq	66	45	21
Тор3Вох	prop	13%	18%	9%
Low3Box	freq	319	155	164
Low3Box	prop	64%	61%	67%
	mean	4.94	4.81	5.08
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
191	183	126	93	164	243	292
174	191	137	88	164	250	309
1			-	1		-
1%				1%		-
1	6	1	1	1	6	7
%	3%	1%	1%	1%	2%	2%
22	17	19	9	17	32	39
11%	9%	15%	10%	10%	13%	13%
32	45	38	19	34	62	79
17%	24%	31%	20%	21%	26%	27%
58	59	40	28	52	77	92
30%	32%	32%	30%	32%	32%	32%
44	37	16	18	42	37	43
23%	20%	12%	19%	26%	15%	15%
34	20	11	18	17	29	33
18%	11%	9%	20%	11%	12%	11%
23	22	20	10	19	38	45
12%	12%	16%	10%	11%	15%	15%
136	116	67	64	111	143	169
71%	63%	53%	69%	68%	59%	58%
5.16	4.9	4.67	5.17	5.01	4.8	4.77
5	5	5	5	5	5	5

South Korea

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
208	9	117	373	268	232	53
193	7	109	386	276	226	56
1		1		1		1
%		1%		%		2%
1		1	7	6	2	3
%		1%	2%	2%	1%	6%
19	1	13	44	39	18	13
9%		11%	12%	15%	8%	25%
36	4	28	83	59	56	7
18%		24%	22%	22%	24%	14%
65	4	32	121	75	83	12
31%		27%	33%	28%	36%	23%
53		25	72	50	47	10
26%		21%	19%	19%	20%	18%
32		19	47	38	27	7
16%		16%	12%	14%	12%	12%
21	1	15	51	46	20	17
10%		12%	14%	17%	9%	32%
150	4	75	240	162	157	28
72%		64%	64%	61%	67%	54%
5.18	4.35	5.02	4.93	4.88	5.01	4.55
5	4	5	5	5	5	5

iomy.

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
447	99	401	348			
446	103	399	362	94		
	1		1			
	1%		%			
5	6	2	8			
1%	6%	%	2%			
44	19	38	41	10		
10%	20%	10%	12%	9%		
107	27	88	81	20		
24%	28%	22%	23%	18%	•	
145	22	136	100	42		
32%	22%	34%	29%	38%	٠	
87	14	82	68	24		
19%	15%	20%	20%	22%		
59	9	56	49	14		
13%	10%	14%	14%	13%		
49	26	40	50	10		
11%	26%	10%	14%	9%	-	
291	45	274	217	80	-	
65%	46%	68%	62%	73%		
4.99	4.46	5.06	4.93	5.12		
5	4	5	5	5		

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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1001	486	515
7 – Very strong economy	freq	1	1	0
7 – Very strong economy	prop	%	%	%
6	freq	6	3	3
6	prop	1%	1%	1%
5	freq	46	26	20
5	prop	9%	10%	8%
4	freq	139	72	67
4	prop	28%	29%	27%
3	freq	154	75	79
3	prop	31%	30%	32%
2	freq	78	40	38
2	prop	16%	16%	15%
1 – Very weak economy	freq	75	34	41
1 – Very weak economy	prop	15%	14%	16%
Тор3Вох	freq	54	31	23
Тор3Вох	prop	11%	12%	9%
Low3Box	freq	307	149	157
Low3Box	prop	61%	59%	64%
	mean	4.94	4.88	5.01
	median	5	5	5

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

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
174	179	147	248	148	21	218
344	356	301	515	278	43	441
1	0			1		1
%	%			1%		%
1	4	2	1	3	1	3
1%	2%	1%	%	2%	6%	2%
15	18	14	20	17	2	21
8%	10%	9%	8%	11%	10%	10%
48	49	42	64	44	5	54
28%	27%	29%	26%	30%	26%	25%
54	58	42	77	50	7	76
31%	32%	29%	31%	34%	32%	35%
28	28	23	47	19	3	37
16%	15%	16%	19%	13%	15%	17%
28	22	24	40	14	2	26
16%	12%	16%	16%	10%	10%	12%
17	22	15	21	20	3	25
10%	12%	10%	9%	14%	16%	12%
109	108	89	163	83	12	139
63%	60%	61%	66%	56%	58%	64%
5	4.86	4.98	5.08	4.72	4.72	4.9
5	5	5	5	5	5	5

Spain

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
282	227	118	155	261	239	44
560	578	87	336	522	479	81
0	1	-	0	1		
%	%		%	%		
3	4		2	4	2	1
1%	2%		2%	1%	1%	3%
25	20	8	18	24	22	7
9%	9%	7%	12%	9%	9%	16%
85	59	41	39	71	69	13
30%	26%	35%	26%	27%	29%	29%
78	68	39	46	77	77	9
28%	30%	33%	30%	29%	32%	21%
42	38	16	25	44	35	7
15%	17%	13%	16%	17%	15%	16%
49	38	14	23	41	33	6
17%	17%	12%	15%	16%	14%	15%
28	24	8	21	29	25	8
10%	11%	7%	14%	11%	10%	19%
168	144	69	94	161	145	23
60%	63%	58%	61%	62%	61%	52%
4.98	5	4.88	4.91	4.96	4.92	4.75
5	5	5	5	5	5	5

iomy.

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
456	61	439	321	155		
920	111	890	636	318		
1	0	1	1			
%	1%	%	%			
5	1	5	5	1	-	
1%	2%	1%	1%	1%	-	
39	11	36	28	14		
9%	18%	8%	9%	9%		
126	22	117	95	37	٠	
28%	36%	27%	30%	24%	•	
144	12	142	95	51	•	
32%	19%	32%	30%	33%		
71	7	72	53	25		
16%	11%	16%	16%	16%		
68	8	67	44	26		
15%	13%	15%	14%	17%		
45	12	41	34	16		
10%	20%	9%	11%	10%		
284	26	281	192	102	-	
62%	43%	64%	60%	66%		
4.96	4.57	5	4.91	5.05		
5	4	5	5	5		

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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	500	259	241
7 – Very strong economy	freq	21	14	7
7 – Very strong economy	prop	4%	5%	3%
6	freq	92	40	52
6	prop	18%	16%	21%
5	freq	179	121	58
5	prop	36%	48%	23%
4	freq	132	48	84
4	prop	26%	19%	34%
3	freq	49	22	26
3	prop	10%	9%	11%
2	freq	16	6	11
2	prop	3%	2%	4%
1 – Very weak economy	freq	11	2	8
1 – Very weak economy	prop	2%	1%	3%
Top3Box	freq	292	176	116
Top3Box	prop	58%	69%	47%
Low3Box	freq	76	30	45
Low3Box	prop	15%	12%	18%
	mean	3.38	3.2	3.56
	median	3	3	4

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

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
194	148	158	99	215	118	145
77	200	223	109	205	127	179
7	3	11	1	3	12	10
3%	2%	7%	1%	1%	10%	7%
35	33	24	23	27	36	22
18%	22%	15%	23%	12%	30%	15%
84	52	43	20	109	35	52
43%	35%	27%	20%	51%	29%	36%
47	30	56	34	48	28	46
24%	20%	35%	34%	22%	24%	32%
12	21	15	11	15	8	9
6%	14%	10%	11%	7%	7%	6%
6	5	6	4	10	0	5
3%	3%	4%	4%	5%	%	3%
4	4	3	8	3		0
2%	3%	2%	8%	1%		%
125	88	78	44	139	82	84
65%	60%	49%	44%	65%	69%	58%
22	30	24	22	28	8	14
11%	20%	15%	22%	13%	7%	10%
3.29	3.42	3.45	3.72	3.4	2.87	3.26
3	3	4	4	3	3	3

Sweden

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
355	108	232	160	331	169	54
321	303	87	110	350	150	57
11	6	5	9	14	7	4
3%	6%	2%	6%	4%	4%	8%
70	14	47	31	56	36	12
20%	13%	20%	19%	17%	21%	22%
127	29	93	58	131	48	17
36%	27%	40%	36%	40%	29%	32%
86	33	54	44	82	50	18
24%	31%	23%	28%	25%	30%	33%
39	14	22	13	29	19	2
11%	13%	9%	8%	9%	12%	4%
12	6	7	4	12	5	0
3%	5%	3%	3%	4%	3%	%
10	6	5		7	4	
3%	5%	2%		2%	2%	
208	49	144	98	201	90	34
58%	46%	62%	61%	61%	54%	63%
61	25	34	17	48	28	2
17%	23%	14%	11%	14%	17%	4%
3.42	3.69	3.35	3.2	3.36	3.41	3.03
3	4	3	3	3	3	3

iomy.

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
446	76	424	389			
443	83	417	377	65		
16	8	13	18	3		
4%	11%	3%	5%	3%	-	
80	26	66	82	6	-	
18%	34%	16%	21%	8%		
162	21	158	147	21		
36%	27%	37%	38%	29%	٠	
114	18	115	95	24		
26%	24%	27%	25%	32%	•	
47	3	45	32	11		
10%	4%	11%	8%	15%		
16		16	10	5		
4%		4%	3%	7%		
11		11	5	4		
2%		3%	1%	6%		
258	55	237	246	30		
58%	72%	56%	63%	40%		
74	3	72	47	20		
16%	4%	17%	12%	27%		
3.42	2.77	3.49	3.24	3.9		
3	3	3	3	4		

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Stub	Stat	Overall	Gender Male	Female
	base	500	252	248
	unw_base	505	313	192
7 – Very strong economy	freq	29	16	13
7 – Very strong economy	prop	6%	6%	5%
6	freq	39	19	20
6	prop	8%	7%	8%
5	freq	78	47	31
5	prop	16%	18%	13%
4	freq	126	59	67
4	prop	25%	23%	27%
3	freq	132	61	71
3	prop	26%	24%	29%
2	freq	66	33	33
2	prop	13%	13%	13%
1 – Very weak economy	freq	31	18	13
1 – Very weak economy	prop	6%	7%	5%
Тор3Вох	freq	146	81	64
Тор3Вох	prop	29%	32%	26%
Low3Box	freq	229	112	116
Low3Box	prop	46%	45%	47%
	mean	4.23	4.2	4.26
	median	4	4	4

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

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
242	171	87	22	106	371	283
271	168	66	17	88	400	294
12	16	1	2	3	24	24
5%	10%	1%		3%	7%	9%
20	9	9	4	5	30	23
8%	5%	10%		5%	8%	8%
49	21	8	0	21	56	44
20%	12%	9%		20%	15%	16%
58	46	22	5	36	85	64
24%	27%	25%		34%	23%	22%
66	43	23	4	29	100	69
27%	25%	26%		27%	27%	24%
28	22	16	3	10	53	41
12%	13%	18%		9%	14%	14%
9	13	9	4	3	24	18
4%	8%	10%		3%	6%	6%
81	47	17	6	29	110	92
34%	27%	20%		28%	30%	32%
103	78	48	11	41	176	128
42%	46%	55%		39%	48%	45%
4.09	4.22	4.62	4.43	4.16	4.24	4.14
4	4	5	4	4	4	4

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
217	299	41	160	255	245	48
211	139	75	291	319	186	75
5	17	2	10	21	8	6
2%	6%	4%	6%	8%	3%	12%
16	22	2	15	22	17	5
7%	7%	4%	9%	9%	7%	11%
33	45	6	27	37	41	10
15%	15%	15%	17%	14%	17%	21%
62	74	12	39	53	73	9
29%	25%	29%	25%	21%	30%	19%
63	80	13	40	76	56	13
29%	27%	31%	25%	30%	23%	26%
25	44	3	20	30	36	4
11%	15%	7%	12%	12%	15%	8%
13	17	4	10	16	15	1
6%	6%	10%	6%	6%	6%	3%
54	84	10	52	80	66	21
25%	28%	23%	32%	31%	27%	44%
101	140	20	69	122	107	18
47%	47%	48%	43%	48%	44%	37%
4.34	4.26	4.38	4.13	4.15	4.31	3.7
4	4	4	4	4	4	4

iomy.

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
452	141	359	291	138		
430	192	313	351	105		
23	18	11	22	4		
5%	12%	3%	8%	3%		
33	9	30	23	9	-	
7%	6%	8%	8%	6%	-	
68	18	60	49	22		
15%	13%	17%	17%	16%		
117	35	91	68	36	•	
26%	24%	25%	24%	26%	•	
119	41	91	81	41	•	
26%	29%	25%	28%	30%		
62	13	53	31	17		
14%	9%	15%	11%	12%		
30	9	22	15	9		
7%	6%	6%	5%	7%		
124	44	101	95	35		
27%	31%	28%	33%	26%		
211	62	166	128	66	-	
47%	44%	46%	44%	48%		
4.29	4.03	4.31	4.09	4.35		
4	4	4	4	4		

Inactive_So cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1002	525	477
7 – Very strong economy	freq	25	18	7
7 – Very strong economy	prop	5%	7%	3%
6	freq	40	27	14
6	prop	8%	11%	5%
5	freq	137	73	64
5	prop	27%	29%	25%
4	freq	145	58	87
4	prop	29%	24%	34%
3	freq	89	39	50
3	prop	18%	16%	20%
2	freq	32	17	15
2	prop	6%	7%	6%
1 – Very weak economy	freq	32	16	16
1 – Very weak economy	prop	6%	6%	6%
Тор3Вох	freq	202	117	85
Top3Box	prop	40%	47%	34%
Low3Box	freq	153	72	81
Low3Box	prop	31%	29%	32%
	mean	3.91	3.76	4.06
	median	4	4	4

B6 Rate the current state of the economy in your

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	183	209	276
285	306	411	160	380	408	572
16	5	3	2	6	17	19
9%	4%	2%	2%	3%	8%	7%
19	11	11	6	8	25	24
10%	7%	6%	7%	4%	12%	9%
51	43	43	17	46	68	76
28%	29%	25%	21%	25%	33%	28%
52	45	48	25	57	51	83
29%	31%	28%	31%	31%	25%	30%
29	27	33	17	38	30	42
16%	18%	19%	21%	21%	15%	15%
7	6	18	6	14	9	17
4%	4%	11%	7%	8%	4%	6%
8	9	15	9	13	8	16
4%	6%	9%	11%	7%	4%	6%
86	59	56	24	60	110	119
47%	40%	33%	30%	33%	53%	43%
44	43	66	32	66	48	74
24%	29%	39%	39%	36%	23%	27%
3.61	3.91	4.24	4.29	4.14	3.55	3.79
4	4	4	4	4	3	4

US

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
224	232	127	141	289	211	68
430	373	313	316	600	402	136
6	10	6	9	21	4	14
3%	4%	5%	6%	7%	2%	20%
16	9	10	21	29	11	7
7%	4%	8%	15%	10%	5%	10%
61	60	30	48	86	51	24
27%	26%	23%	34%	30%	24%	35%
62	73	38	34	72	73	9
28%	31%	30%	24%	25%	34%	14%
47	46	24	18	46	43	7
21%	20%	19%	13%	16%	21%	11%
15	15	9	7	18	14	5
7%	7%	7%	5%	6%	6%	7%
16	19	9	4	17	15	3
7%	8%	7%	3%	6%	7%	4%
83	78	46	78	136	67	44
37%	34%	37%	55%	47%	32%	64%
79	81	42	29	81	72	15
35%	35%	33%	21%	28%	34%	22%
4.07	4.12	4	3.48	3.74	4.14	3.22
4	4	4	3	4	4	3

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	Active_Soci al_Media	Passive_So cial_Media
432	90	410	324	94		
866	177	825	655	204		
11	17	8	22	2	•	
3%	18%	2%	7%	2%		
34	12	28	31	6		
8%	14%	7%	9%	6%		
113	31	106	95	22		
26%	34%	26%	29%	23%		
136	12	133	91	22		
31%	14%	32%	28%	23%		
82	10	79	53	21		
19%	11%	19%	16%	23%		
27	5	27	18	8		
6%	6%	6%	6%	8%		
29	3	29	13	13		
7%	4%	7%	4%	14%		
158	60	143	148	29		
37%	66%	35%	46%	31%		
138	18	134	85	42		
32%	20%	33%	26%	45%		
4.02	3.16	4.08	3.71	4.4		
4	3	4	4	4		

Inactive_So cial_Media	US Region Northeast	US Region Midwest	US Region South	US Region West
	91	110	184	115
	157	223	374	248
	6	3	9	7
	6%	3%	5%	6%
	9	6	18	8
	10%	5%	10%	7%
	23	29	50	35
	26%	26%	27%	30%
	27	31	50	37
	29%	28%	27%	32%
	16	20	36	17
	18%	18%	19%	15%
	5	11	8	7
	6%	10%	5%	6%
	5	10	13	5
	5%	9%	7%	4%
	38	38	77	49
	42%	35%	42%	42%
	26	40	57	29
	29%	37%	31%	25%
	3.8	4.18	3.88	3.79
	4	4	4	4

Stub	Stat	Overall	Gender Male	Gender Female
	base	12500	6236	6264
	unw_base	18043	9066	8977
Much stronger	freq	555	304	250
Much stronger	prop	4%	5%	4%
Somewhat stronger	freq	2479	1283	1195
Somewhat stronger	prop	20%	21%	19%
About the same	freq	6684	3227	3457
About the same	prop	53%	52%	55%
Somewhat weaker	freq	2037	1017	1020
Somewhat weaker	prop	16%	16%	16%
Much weaker	freq	746	405	341
Much weaker	prop	6%	6%	5%
Top2Box	freq	3033	1588	1445
Top2Box	prop	24%	25%	23%
Low2Box	freq	2783	1422	1361
Low2Box	prop	22%	23%	22%

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
5342	3971	3188	3225	4061	3642	5764
6792	6110	5141	4332	6254	5492	8779
325	167	62	182	159	164	270
6%	4%	2%	6%	4%	4%	5%
1309	724	446	685	761	795	1159
24%	18%	14%	21%	19%	22%	20%
2712	2112	1859	1641	2259	1773	2972
51%	53%	58%	51%	56%	49%	52%
727	696	614	477	659	699	1009
14%	18%	19%	15%	16%	19%	18%
268	272	206	240	223	211	355
5%	7%	6%	7%	5%	6%	6%
1634	891	509	867	920	959	1429
31%	22%	16%	27%	23%	26%	25%
995	968	820	717	883	910	1364
19%	24%	26%	22%	22%	25%	24%

All Demos

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
6736	3561	4879	4060	6895	5605	1558
9264	3924	7019	7100	10537	7506	2247
285	154	216	184	330	224	160
4%	4%	4%	5%	5%	4%	10%
1320	625	1007	847	1369	1110	425
20%	18%	21%	21%	20%	20%	27%
3712	1927	2604	2153	3608	3076	621
55%	54%	53%	53%	52%	55%	40%
1028	599	772	666	1175	862	278
15%	17%	16%	16%	17%	15%	18%
391	256	280	210	413	333	74
6%	7%	6%	5%	6%	6%	5%
1605	779	1223	1031	1699	1334	585
24%	22%	25%	25%	25%	24%	38%
1419	855	1052	876	1588	1195	352
21%	24%	22%	22%	23%	21%	23%

eaker than it is now?

	Senior Executive Decision	Senior Executive Decision	Employment	Employment		
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed	Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
10942	2442	10058	8454	2570	•	
15796	3607	14436	12856	3320	•	
395	225	330	379	108	•	
4%	9%	3%	4%	4%	•	
2053	683	1796	1693	462	•	
19%	28%	18%	20%	18%	•	
6063	994	5689	4518	1389	•	
55%	41%	57%	53%	54%	•	
1759	428	1609	1402	411		
16%	18%	16%	17%	16%		
672	111	635	461	200	•	
6%	5%	6%	5%	8%		
2448	908	2126	2072	570		
22%	37%	21%	25%	22%		
2431	540	2243	1864	611		
22%	22%	22%	22%	24%		

Inactive_So	,
cial_Media	
	•
	•
	•
	<u> </u>

		All		
Stub	Stat	Countries	Argentina	Australia
	base	12500	500	500
	unw_base	18043	500	1002
Much stronger	freq	555	74	9
Much stronger	prop	4%	15%	2%
Somewhat stronger	freq	2479	204	61
Somewhat stronger	prop	20%	41%	12%
About the same	freq	6684	142	329
About the same	prop	53%	28%	66%
Somewhat weaker	freq	2037	48	83
Somewhat weaker	prop	16%	10%	17%
Much weaker	freq	746	33	17
Much weaker	prop	6%	7%	3%
Top2Box	freq	3033	278	71
Top2Box	prop	24%	56%	14%
Low2Box	freq	2783	81	100
Low2Box	prop	22%	16%	20%

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

Belgium	Brazil	Canada	China	France	Germany	Great Britain
500	500	500	500	500	500	500
500	1004	1002	1000	1004	1001	1003
2	85	9	33	1	7	6
%	17%	2%	7%	%	1%	1%
45	179	78	173	25	66	62
9%	36%	16%	35%	5%	13%	12%
345	152	312	209	357	322	355
69%	30%	62%	42%	71%	64%	71%
91	51	79	72	80	87	64
18%	10%	16%	14%	16%	17%	13%
17	33	22	12	37	18	12
3%	7%	4%	2%	7%	4%	2%
48	264	87	207	26	73	68
10%	53%	17%	41%	5%	15%	14%
108	85	100	84	117	105	77
22%	17%	20%	17%	23%	21%	15%

All Countries

area to be much stronger, somewhat stronger, about the same, somewhat weaker, or m

Hungary	India	Israel	Italy	Japan	Mexico	Peru
500	500	500	500	500	500	500
501	504	502	1002	1000	506	500
1	65	8	7	2	11	46
%	13%	2%	1%	%	2%	9%
55	222	55	53	51	142	218
11%	44%	11%	11%	10%	28%	44%
272	175	393	322	289	175	194
54%	35%	79%	64%	58%	35%	39%
128	32	36	63	110	114	38
26%	6%	7%	13%	22%	23%	8%
44	6	7	56	48	57	5
9%	1%	1%	11%	10%	11%	1%
55	287	63	60	53	153	264
11%	57%	13%	12%	11%	31%	53%
172	38	44	118	158	171	43
34%	8%	9%	24%	32%	34%	9%

uch weaker than it is now?

Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden
500	500	500	500	500	500	500
500	501	500	501	502	1001	500
14	8	87	3	6	6	0
3%	2%	17%	1%	1%	1%	%
67	146	167	63	43	88	26
13%	29%	33%	13%	9%	18%	5%
271	213	173	207	236	328	402
54%	43%	35%	41%	47%	66%	80%
131	76	61	161	148	45	59
26%	15%	12%	32%	30%	9%	12%
18	57	12	66	67	34	13
4%	11%	2%	13%	13%	7%	3%
80	154	254	66	49	94	27
16%	31%	51%	13%	10%	19%	5%
148	133	73	227	215	79	72
30%	27%	15%	45%	43%	16%	14%

Turkey	US
500	500
505	1002
33	32
7%	6%
96	92
19%	18%
210	301
42%	60%
124	56
25%	11%
36	20
7%	4%
129	124
26%	25%
161	75
32%	15%

All Regions

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

Stub	Stat	All Countries	North America	LATAM
	base	12500	1000	1500
	unw_base	18043	2004	2010
Much stronger	freq	555	41	170
Much stronger	prop	4%	4%	11%
Somewhat stronger	freq	2479	171	525
Somewhat stronger	prop	20%	17%	35%
About the same	freq	6684	613	469
About the same	prop	53%	61%	31%
Somewhat weaker	freq	2037	134	213
Somewhat weaker	prop	16%	13%	14%
Much weaker	freq	746	41	123
Much weaker	prop	6%	4%	8%
Top2Box	freq	3033	211	695
Top2Box	prop	24%	21%	46%
Low2Box	freq	2783	176	337
Low2Box	prop	22%	18%	22%

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

Europe	APAC	G-8	BRIC	Middle East Africa
4500	3000	4000	2000	2000
7012	4509	7515	3009	2008
44	123	71	191	131
1%	4%	2%	10%	7%
487	697	574	720	381
11%	23%	14%	36%	19%
2973	1451	2471	750	984
66%	48%	62%	37%	49%
748	521	615	230	383
17%	17%	15%	12%	19%
248	208	269	109	121
6%	7%	7%	5%	6%
531	820	646	911	512
12%	27%	16%	46%	26%
996	728	884	340	504
22%	24%	22%	17%	25%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	500	208	292
Much stronger	freq	74	32	42
Much stronger	prop	15%	13%	16%
Somewhat stronger	freq	204	94	110
Somewhat stronger	prop	41%	38%	43%
About the same	freq	142	73	68
About the same	prop	28%	30%	27%
Somewhat weaker	freq	48	26	22
Somewhat weaker	prop	10%	11%	9%
Much weaker	freq	33	20	13
Much weaker	prop	7%	8%	5%
Top2Box	freq	278	126	152
Top2Box	prop	56%	51%	60%
Low2Box	freq	81	46	35
Low2Box	prop	16%	19%	14%

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
248	137	115	122	117	162	146
271	127	102	131	117	148	135
45	15	14	25	13	16	21
18%	11%	12%	21%	11%	10%	15%
108	51	46	46	50	60	60
43%	37%	40%	38%	43%	37%	41%
60	45	36	33	36	52	38
24%	33%	32%	27%	31%	32%	26%
24	14	10	11	9	19	11
10%	10%	8%	9%	8%	12%	8%
11	13	9	6	9	14	16
4%	9%	8%	5%	7%	9%	11%
152	66	60	71	62	76	81
61%	48%	52%	58%	53%	47%	56%
35	27	19	18	18	34	27
14%	19%	16%	15%	15%	21%	18%

Argentina

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
354	170	205	125	276	224	60
365	169	236	95	259	241	63
52	36	30	8	34	40	8
15%	21%	15%	6%	12%	18%	13%
144	62	89	53	107	97	22
41%	37%	44%	42%	39%	43%	37%
103	52	54	35	81	61	16
29%	31%	26%	28%	29%	27%	27%
37	12	19	17	30	17	10
10%	7%	9%	14%	11%	8%	16%
17	8	12	12	23	10	4
5%	5%	6%	10%	8%	5%	7%
197	98	120	60	141	136	30
56%	58%	58%	48%	51%	61%	50%
54	20	31	30	53	27	14
15%	12%	15%	24%	19%	12%	23%

	Senior Executive Decision	Senior Executive Decision	Employment	Employment		
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed	Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
440	84	416	332	76		
437	82	418	318	79		
66	11	62	38	20	-	
15%	13%	15%	11%	26%		
182	29	175	139	25		
41%	35%	42%	42%	32%		
125	26	116	96	19	•	
28%	31%	28%	29%	26%	•	
38	13	35	32	9	•	
9%	15%	8%	10%	12%	•	
29	5	28	27	2	•	
7%	6%	7%	8%	3%	•	
248	40	237	177	45	•	
56%	48%	57%	53%	59%		
67	18	62	59	12		
15%	21%	15%	18%	16%		

Inactive_So	,
cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1002	523	479
Much stronger	freq	9	4	5
Much stronger	prop	2%	2%	2%
Somewhat stronger	freq	61	32	30
Somewhat stronger	prop	12%	13%	12%
About the same	freq	329	160	169
About the same	prop	66%	64%	67%
Somewhat weaker	freq	83	44	39
Somewhat weaker	prop	17%	18%	15%
Much weaker	freq	17	9	9
Much weaker	prop	3%	4%	3%
Top2Box	freq	71	35	35
Top2Box	prop	14%	14%	14%
Low2Box	freq	100	53	48
Low2Box	prop	20%	21%	19%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
197	147	156	99	246	155	243
332	318	352	195	489	318	519
5	3	1	1	5	2	7
3%	2%	1%	1%	2%	2%	3%
32	14	16	9	31	22	31
16%	10%	10%	9%	13%	14%	13%
126	94	109	67	162	100	152
64%	64%	70%	68%	66%	64%	63%
30	29	23	15	39	29	43
15%	20%	15%	15%	16%	19%	18%
5	6	7	7	8	2	11
2%	4%	5%	7%	3%	2%	4%
37	18	17	10	36	24	37
19%	12%	11%	10%	15%	16%	15%
35	35	30	22	47	31	53
18%	24%	19%	22%	19%	20%	22%

Australia

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
257	137	151	212	306	194	70
483	268	308	426	641	361	143
3	2	2	5	6	3	4
1%	1%	2%	2%	2%	1%	6%
31	14	12	36	40	22	8
12%	10%	8%	17%	13%	11%	12%
177	95	105	130	199	130	40
69%	69%	69%	61%	65%	67%	57%
40	21	26	35	50	33	16
15%	16%	17%	17%	16%	17%	22%
7	5	6	6	12	6	2
3%	4%	4%	3%	4%	3%	3%
33	16	14	41	46	24	13
13%	11%	9%	19%	15%	13%	18%
47	27	32	41	61	39	18
18%	19%	21%	19%	20%	20%	25%

	Senior Executive Decision	Senior Executive Decision	Employment	Employment		
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed	Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
430	97	403	349	94		
859	202	800	709	168		
5	5	5	7	2		
1%	5%	1%	2%	2%		
53	15	46	50	7		
12%	15%	12%	14%	7%		
289	52	277	224	67		
67%	54%	69%	64%	71%		
67	23	60	60	14		
16%	23%	15%	17%	15%		
16	3	15	9	5		
4%	3%	4%	2%	5%		
58	20	51	57	9		
14%	20%	13%	16%	9%		
83	26	75	69	19		
19%	26%	19%	20%	20%		

Inactive_So	,
cial_Media	
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	<u> </u>

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	500	250	250
Much stronger	freq	2	2	
Much stronger	prop	%	1%	
Somewhat stronger	freq	45	27	19
Somewhat stronger	prop	9%	11%	7%
About the same	freq	345	177	168
About the same	prop	69%	70%	68%
Somewhat weaker	freq	91	39	52
Somewhat weaker	prop	18%	15%	21%
Much weaker	freq	17	7	10
Much weaker	prop	3%	3%	4%
Top2Box	freq	48	29	19
Top2Box	prop	10%	12%	7%
Low2Box	freq	108	45	62
Low2Box	prop	22%	18%	25%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
186	144	170	94	171	108	202
183	154	163	89	165	121	206
2			2			
1%			2%			
19	16	10	11	12	15	14
10%	11%	6%	11%	7%	14%	7%
127	93	125	66	116	71	135
68%	65%	73%	70%	68%	66%	67%
33	29	28	13	37	19	45
18%	20%	17%	14%	21%	18%	22%
4	6	7	3	7	3	8
2%	4%	4%	3%	4%	2%	4%
22	16	10	12	12	15	14
12%	11%	6%	13%	7%	14%	7%
37	35	35	16	43	22	52
20%	24%	21%	17%	25%	20%	26%

Belgium

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
298	146	194	160	299	201	21
294	89	279	132	310	190	23
2	2	1			2	1
1%	1%	%			1%	3%
31	8	22	16	32	14	3
10%	6%	11%	10%	11%	7%	16%
210	100	128	117	211	134	15
70%	68%	66%	73%	70%	67%	70%
46	30	35	25	44	47	2
16%	21%	18%	16%	15%	23%	11%
9	6	8	2	13	4	
3%	4%	4%	2%	4%	2%	
33	10	22	16	32	16	4
11%	7%	12%	10%	11%	8%	19%
55	37	43	28	57	51	2
18%	25%	22%	17%	19%	25%	11%

Business	Senior Executive Decision Maker	Senior Executive Decision Maker	Employment Status Total	Employment Status Not	Active_Soci	Passive So
Owner No	Leader Yes	Leader No	Employed	Employed	al_Media	cial_Media
479	46	454	315	126		
477	46	454	328	114		
2		2		2		
%		1%		2%		
42	8	37	29	9		
9%	17%	8%	9%	7%		
330	27	318	224	82	•	
69%	59%	70%	71%	65%		
89	9	82	53	26		
19%	20%	18%	17%	21%		
17	2	15	8	7		
3%	4%	3%	3%	5%		
44	8	40	29	11		
9%	17%	9%	9%	9%		
105	11	96	62	33		
22%	24%	21%	20%	26%		

Inactive_So	,
cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	232	268
	unw_base	1004	439	565
Much stronger	freq	85	31	53
Much stronger	prop	17%	14%	20%
Somewhat stronger	freq	179	77	102
Somewhat stronger	prop	36%	33%	38%
About the same	freq	152	82	70
About the same	prop	30%	35%	26%
Somewhat weaker	freq	51	21	30
Somewhat weaker	prop	10%	9%	11%
Much weaker	freq	33	21	13
Much weaker	prop	7%	9%	5%
Top2Box	freq	264	109	155
Top2Box	prop	53%	47%	58%
Low2Box	freq	85	41	43
Low2Box	prop	17%	18%	16%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	137	77	182	288	30	182
533	285	186	292	623	89	369
56	22	7	38	45	2	29
20%	16%	9%	21%	16%	6%	16%
113	48	18	73	96	10	65
40%	35%	23%	40%	33%	34%	36%
72	45	34	52	91	9	57
25%	33%	44%	28%	32%	30%	32%
29	12	10	11	36	4	18
10%	9%	13%	6%	12%	13%	10%
15	10	8	9	19	5	12
5%	8%	11%	5%	7%	18%	7%
169	70	25	110	141	12	94
59%	51%	32%	61%	49%	40%	52%
44	23	18	20	55	9	30
15%	17%	23%	11%	19%	31%	17%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
318	157	262	81	230	270	70
635	123	548	333	488	516	148
56	34	43	7	29	56	14
17%	22%	16%	9%	12%	21%	20%
114	56	94	29	74	105	22
36%	36%	36%	35%	32%	39%	31%
95	46	81	25	81	70	21
30%	29%	31%	30%	35%	26%	30%
33	11	26	14	25	26	8
10%	7%	10%	17%	11%	10%	12%
21	9	18	6	21	12	5
7%	6%	7%	8%	9%	5%	7%
169	90	137	36	102	161	36
53%	58%	52%	44%	44%	60%	51%
54	20	43	21	47	38	13
17%	13%	17%	25%	20%	14%	19%

	Senior Executive Decision	Senior Executive Decision	Employment	Employment		
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed	Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
430	80	420	311	105		
856	172	832	664	202		
71	13	72	46	18	•	
16%	16%	17%	15%	17%	•	
157	27	152	107	39	•	
37%	34%	36%	34%	37%	•	•
131	28	124	97	37	•	•
30%	35%	30%	31%	35%	•	•
43	8	43	38	6		
10%	10%	10%	12%	6%		
29	4	29	25	5	•	•
7%	5%	7%	8%	5%	•	•
228	40	223	152	57		
53%	50%	53%	49%	54%		
71	12	73	62	11		
17%	15%	17%	20%	11%		

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cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	242	258
	unw_base	1002	445	557
Much stronger	freq	9	4	6
Much stronger	prop	2%	1%	2%
Somewhat stronger	freq	78	37	41
Somewhat stronger	prop	16%	15%	16%
About the same	freq	312	145	167
About the same	prop	62%	60%	65%
Somewhat weaker	freq	79	43	36
Somewhat weaker	prop	16%	18%	14%
Much weaker	freq	22	14	8
Much weaker	prop	4%	6%	3%
Top2Box	freq	87	41	47
Top2Box	prop	17%	17%	18%
Low2Box	freq	100	57	44
Low2Box	prop	20%	23%	17%

B7 Looking ahead six months from now, do you exp

Age Under			Household	Household Income	Household	Marital Status
35	Age 35-49	Age 50-64	Income Low	Medium	Income High	Married
171	151	178	63	192	188	212
309	310	383	115	356	421	455
7	2	1	2	5	2	3
4%	1%	%	3%	2%	1%	1%
33	27	19	10	28	29	32
19%	18%	10%	16%	14%	16%	15%
101	91	120	42	118	118	133
59%	60%	67%	67%	61%	62%	63%
24	24	30	6	33	32	32
14%	16%	17%	9%	17%	17%	15%
6	7	8	3	9	7	11
4%	5%	5%	5%	5%	4%	5%
40	29	19	12	32	31	35
23%	19%	11%	18%	17%	17%	16%
30	31	39	9	42	39	44
18%	21%	22%	15%	22%	21%	21%

Canada

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
288	226	196	77	263	237	56
547	219	445	338	563	439	113
6	4	4	1	6	3	4
2%	2%	2%	2%	2%	1%	7%
46	33	29	16	46	33	15
16%	14%	15%	21%	17%	14%	26%
179	146	123	43	156	156	27
62%	65%	63%	56%	59%	66%	49%
46	33	33	13	45	34	6
16%	14%	17%	17%	17%	14%	12%
10	11	8	3	10	11	4
4%	5%	4%	4%	4%	5%	6%
53	36	33	18	52	35	18
18%	16%	17%	23%	20%	15%	33%
56	44	40	16	55	45	10
20%	19%	20%	21%	21%	19%	18%

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

	Senior Executive Decision	Senior Executive Decision	Employment	Employment		
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed		Active_Soci al_Media	Passive_So cial_Media
444	65	435	312	109		
889	135	867	671	205		
5	4	5	4	1		
1%	6%	1%	1%	1%		
64	17	61	48	15		
14%	26%	14%	15%	14%		
285	31	281	196	70		
64%	47%	65%	63%	64%		
72	9	69	51	18		
16%	14%	16%	16%	16%		
18	4	18	14	5		
4%	6%	4%	4%	5%		
69	21	67	52	16		
16%	32%	15%	17%	15%		
90	13	87	65	23		
20%	21%	20%	21%	21%		

Inactive_So cial_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
	285	60	102	366	60	129
	2		2	3	1	0
	1%		4%	2%	4%	1%
	11	7	11	36	4	10
	9%	22%	17%	19%	10%	18%
	87	21	44	113	21	27
	72%	63%	65%	59%	58%	51%
	20	4	9	29	9	8
	16%	14%	13%	15%	24%	16%
	1	0	1	11	1	7
	1%	1%	2%	6%	3%	14%
	13	7	14	39	5	10
	10%	22%	20%	20%	14%	19%
	21	5	10	39	10	16
	17%	14%	15%	21%	27%	30%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	255	245
	unw_base	1000	499	501
Much stronger	freq	33	19	14
Much stronger	prop	7%	8%	6%
Somewhat stronger	freq	173	90	83
Somewhat stronger	prop	35%	35%	34%
About the same	freq	209	101	109
About the same	prop	42%	40%	44%
Somewhat weaker	freq	72	38	34
Somewhat weaker	prop	14%	15%	14%
Much weaker	freq	12	7	6
Much weaker	prop	2%	3%	2%
Top2Box	freq	207	110	97
Top2Box	prop	41%	43%	40%
Low2Box	freq	84	44	40
Low2Box	prop	17%	17%	16%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
209	196	95	31	138	331	371
554	345	101	58	258	684	751
19	10	4	3	7	24	23
9%	5%	4%	10%	5%	7%	6%
84	59	30	11	39	123	126
40%	30%	31%	37%	28%	37%	34%
83	86	41	13	64	132	155
40%	44%	43%	42%	46%	40%	42%
18	37	17	2	23	46	58
9%	19%	18%	8%	17%	14%	16%
5	4	4	1	5	6	9
2%	2%	4%	3%	4%	2%	2%
103	70	34	14	46	146	149
49%	36%	35%	47%	33%	44%	40%
23	41	21	3	29	52	67
11%	21%	22%	11%	21%	16%	18%

China

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
129		417	83	317	183	67
249		804	196	637	363	153
10	•	25	8	24	9	16
8%		6%	10%	8%	5%	24%
47		142	31	109	65	25
37%		34%	37%	34%	35%	38%
54		181	28	126	83	20
42%		43%	34%	40%	45%	29%
14		57	15	51	21	6
11%		14%	18%	16%	12%	8%
4		11	1	7	5	0
3%		3%	1%	2%	3%	1%
57		168	39	133	74	42
45%		40%	47%	42%	40%	62%
17		68	16	58	26	6
13%		16%	19%	18%	14%	9%

Business	Senior Executive Decision Maker	Senior Executive Decision Maker	Status Total	Employment Status Not	Active_Soci	Passive_So
Owner No	Leader Yes	Leader No	Employed	Employed	al_Media	cial_Media
433	152	348	426	40		
847	346	654	893	68		
17	21	12	28	2	•	
4%	14%	4%	7%	5%		
148	69	104	148	15		
34%	45%	30%	35%	37%		
189	41	168	174	18		
44%	27%	48%	41%	46%		
66	18	54	66	4		
15%	12%	15%	15%	10%		
12	2	10	10	1		
3%	1%	3%	2%	2%		
165	90	117	176	16		
38%	59%	33%	41%	42%		
78	20	64	75	5		
18%	13%	18%	18%	12%		

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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1004	467	537
Much stronger	freq	1	0	1
Much stronger	prop	%	%	%
Somewhat stronger	freq	25	18	6
Somewhat stronger	prop	5%	7%	2%
About the same	freq	357	168	189
About the same	prop	71%	68%	75%
Somewhat weaker	freq	80	35	45
Somewhat weaker	prop	16%	14%	18%
Much weaker	freq	37	25	13
Much weaker	prop	7%	10%	5%
Top2Box	freq	26	19	7
Top2Box	prop	5%	8%	3%
Low2Box	freq	117	60	57
Low2Box	prop	23%	24%	23%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	158	157	101	232	87	208
298	378	328	165	453	268	467
0	1		0	0	0	1
%	%		%	%	%	%
17	4	4	4	17	2	6
9%	2%	3%	4%	7%	3%	3%
128	114	116	70	155	68	146
69%	72%	73%	69%	67%	78%	70%
27	27	25	18	39	14	39
15%	17%	16%	18%	17%	16%	19%
12	13	12	9	20	3	16
7%	8%	8%	9%	9%	4%	8%
17	4	4	4	17	2	7
9%	3%	3%	4%	8%	3%	3%
39	40	38	27	59	17	56
21%	26%	24%	27%	26%	19%	27%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
292	133	219	147	293	207	16
537	25	380	599	644	360	49
0			1	1		
%			1%	%		
18	8	9	8	14	11	2
6%	6%	4%	5%	5%	5%	10%
211	96	156	106	204	153	8
72%	72%	71%	72%	70%	74%	51%
41	15	43	23	50	30	5
14%	11%	19%	15%	17%	14%	31%
21	15	12	10	24	13	1
7%	11%	6%	7%	8%	6%	8%
19	8	9	9	14	11	2
6%	6%	4%	6%	5%	5%	10%
62	30	55	33	74	43	6
21%	22%	25%	22%	25%	21%	39%

	Senior Executive Decision	Senior Executive Decision	Employment	Employment		
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed	Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
484	33	467	290	110		
955	112	892	735	170		
1		1	1			
%		%	%	•		
23	2	22	11	3		
5%	7%	5%	4%	3%		
349	20	338	209	74		
72%	59%	72%	72%	67%	•	
75	9	71	48	21		
15%	27%	15%	17%	19%		
36	2	35	22	13	•	
7%	6%	8%	8%	11%	•	
24	2	23	12	3		
5%	7%	5%	4%	3%		
111	11	106	70	33		
23%	34%	23%	24%	30%		

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cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	1001	501	500
Much stronger	freq	7	6	1
Much stronger	prop	1%	2%	1%
Somewhat stronger	freq	66	41	25
Somewhat stronger	prop	13%	16%	10%
About the same	freq	322	156	166
About the same	prop	64%	61%	67%
Somewhat weaker	freq	87	44	43
Somewhat weaker	prop	17%	17%	17%
Much weaker	freq	18	7	11
Much weaker	prop	4%	3%	4%
Top2Box	freq	73	47	27
Top2Box	prop	15%	18%	11%
Low2Box	freq	105	51	54
Low2Box	prop	21%	20%	22%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
171	155	175	133	129	173	172
310	327	364	240	254	379	367
5	2	0	3	0	3	2
3%	1%	%	2%	%	2%	1%
27	19	20	19	20	24	22
16%	12%	12%	14%	15%	14%	13%
106	94	121	86	80	110	108
62%	61%	69%	65%	62%	63%	63%
30	30	27	18	24	32	34
18%	20%	15%	14%	19%	19%	20%
3	9	6	7	4	5	6
2%	6%	3%	5%	3%	3%	3%
32	21	21	22	20	27	24
19%	14%	12%	16%	16%	15%	14%
33	39	33	25	28	37	40
19%	25%	19%	19%	22%	21%	23%

Germany

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
328	87	287	127	333	167	43
634	51	717	233	681	320	86
5	2	4	1	6	1	2
2%	2%	1%	1%	2%	1%	4%
45	17	33	16	43	23	11
14%	19%	12%	13%	13%	14%	25%
214	50	185	87	208	114	21
65%	58%	65%	68%	62%	68%	50%
53	15	53	19	63	25	8
16%	17%	18%	15%	19%	15%	19%
12	3	11	3	13	5	1
4%	4%	4%	2%	4%	3%	1%
50	19	37	18	49	24	13
15%	22%	13%	14%	15%	14%	29%
65	18	64	22	76	29	9
20%	21%	22%	18%	23%	17%	21%

	Senior Executive Decision	Senior Executive Decision	Employment	Employment		
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed	Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
457	89	411	349	. ,		
915	182	819	716	141		
5	5	2	5	1		
1%	5%	1%	2%	1%		
55	16	50	47	6		
12%	18%	12%	13%	9%		
300	48	274	222	47		
66%	54%	67%	64%	67%		
79	19	68	65	9		
17%	21%	17%	19%	13%		
17	2	16	10	7		
4%	2%	4%	3%	9%		
61	21	53	52	7		
13%	23%	13%	15%	10%		
96	21	84	74	16		
21%	23%	20%	21%	22%		

Inactive_So	,
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	249	251
	unw_base	1003	498	505
Much stronger	freq	6	4	2
Much stronger	prop	1%	2%	1%
Somewhat stronger	freq	62	34	28
Somewhat stronger	prop	12%	14%	11%
About the same	freq	355	169	186
About the same	prop	71%	68%	74%
Somewhat weaker	freq	64	34	30
Somewhat weaker	prop	13%	14%	12%
Much weaker	freq	12	8	4
Much weaker	prop	2%	3%	2%
Top2Box	freq	68	38	30
Top2Box	prop	14%	15%	12%
Low2Box	freq	77	42	35
Low2Box	prop	15%	17%	14%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
196	148	156	68	227	146	210
298	344	361	141	454	298	455
5	1		1	2	3	3
2%	1%		1%	1%	2%	2%
31	17	14	5	29	22	31
16%	11%	9%	8%	13%	15%	15%
132	105	118	46	161	104	149
67%	71%	76%	67%	71%	71%	71%
26	19	19	13	31	14	24
13%	13%	13%	19%	14%	10%	12%
3	6	4	3	5	3	2
1%	4%	2%	5%	2%	2%	1%
36	18	14	6	30	25	34
18%	12%	9%	9%	13%	17%	16%
28	25	23	16	36	17	26
14%	17%	15%	24%	16%	12%	13%

Great Britain

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
290	157	108	235	292	208	46
548	310	204	489	621	382	97
3	1	1	4	5	1	4
1%	%	1%	2%	2%	%	8%
31	18	11	33	35	27	6
11%	11%	10%	14%	12%	13%	13%
206	106	84	166	202	153	29
71%	68%	77%	70%	69%	74%	63%
40	28	9	28	42	23	6
14%	18%	8%	12%	14%	11%	12%
10	5	3	5	8	5	2
3%	3%	3%	2%	3%	2%	4%
34	18	12	38	40	28	10
12%	12%	11%	16%	14%	13%	21%
50	33	12	32	49	27	7
17%	21%	11%	14%	17%	13%	16%

	Senior Executive Decision	Senior Executive Decision	Employment	Employment		
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed	Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
454	64	436	350	69		
906	136	867	719	154		
2	3	3	5			
1%	5%	1%	1%		-	
56	11	51	48	5		
12%	17%	12%	14%	8%		
326	40	315	246	52		
72%	62%	72%	70%	75%		
59	8	56	43	9		
13%	13%	13%	12%	13%		
11	2	10	8	3		
2%	3%	2%	2%	4%		
59	14	54	53	5		
13%	22%	12%	15%	8%		
69	10	67	50	12		
15%	16%	15%	14%	17%		

Inactive_So	,
cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	501	268	233
Much stronger	freq	1	1	
Much stronger	prop	%	%	
Somewhat stronger	freq	55	27	27
Somewhat stronger	prop	11%	11%	11%
About the same	freq	272	138	134
About the same	prop	54%	56%	53%
Somewhat weaker	freq	128	62	66
Somewhat weaker	prop	26%	25%	26%
Much weaker	freq	44	19	25
Much weaker	prop	9%	8%	10%
Top2Box	freq	55	28	27
Top2Box	prop	11%	11%	11%
Low2Box	freq	172	81	91
Low2Box	prop	34%	33%	36%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
182	168	151	146	258	32	194
192	165	144	156	242	32	189
	1		1			
	%		%			
27	16	11	15	28	8	30
15%	10%	8%	10%	11%	24%	16%
99	97	76	83	138	18	102
55%	58%	50%	57%	53%	56%	53%
37	40	51	34	69	5	46
21%	24%	33%	23%	27%	17%	24%
18	14	13	13	23	1	16
10%	8%	9%	9%	9%	4%	8%
27	17	11	15	28	8	30
15%	10%	8%	11%	11%	24%	16%
55	54	64	47	92	7	62
30%	32%	42%	33%	36%	20%	32%

Hungary

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
306	107	294	99	285	215	49
312	176	207	118	290	211	48
1	1				1	
%	1%				%	
25	5	36	14	27	28	7
8%	5%	12%	14%	9%	13%	13%
170	61	158	54	148	124	21
56%	57%	54%	54%	52%	58%	43%
82	29	73	25	81	47	19
27%	27%	25%	26%	28%	22%	38%
29	11	27	6	29	15	3
9%	11%	9%	6%	10%	7%	5%
25	6	36	14	27	28	7
8%	6%	12%	14%	9%	13%	13%
110	40	100	31	110	62	21
36%	38%	34%	32%	39%	29%	43%

	Senior Executive Decision	Senior Executive Decision	Employment	Employment		
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed	Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
451	55	445	327	93		
453	52	449	328	101		
1		1	1			
%		%	%		-	
48	10	45	37	15		
11%	19%	10%	11%	17%		
251	25	248	182	47		
56%	45%	56%	56%	51%		
109	17	111	84	19		
24%	31%	25%	26%	21%		
42	3	42	23	11		
9%	5%	9%	7%	12%		
49	10	45	38	15		
11%	19%	10%	12%	17%		
151	19	153	108	30		
33%	36%	34%	33%	33%		

Inactive_So	,
cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	256	244
	unw_base	504	269	235
Much stronger	freq	65	43	22
Much stronger	prop	13%	17%	9%
Somewhat stronger	freq	222	110	112
Somewhat stronger	prop	44%	43%	46%
About the same	freq	175	85	90
About the same	prop	35%	33%	37%
Somewhat weaker	freq	32	18	14
Somewhat weaker	prop	6%	7%	6%
Much weaker	freq	6	2	4
Much weaker	prop	1%	1%	2%
Top2Box	freq	287	153	134
Top2Box	prop	57%	59%	55%
Low2Box	freq	38	19	19
Low2Box	prop	8%	8%	8%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
267	154	79	63	69	368	305
244	171	89	60	69	375	324
38	18	9	8	13	43	41
14%	12%	11%	13%	19%	12%	13%
115	70	37	26	29	167	143
43%	46%	46%	42%	42%	45%	47%
94	56	25	24	24	127	97
35%	36%	31%	38%	35%	34%	32%
15	10	7	3	3	26	21
6%	6%	9%	5%	4%	7%	7%
4		2	1		5	4
2%		2%	1%		1%	1%
154	88	45	35	42	210	183
58%	57%	57%	55%	61%	57%	60%
19	10	9	4	3	31	25
7%	6%	11%	7%	4%	8%	8%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
195	1	45	454	297	203	162
180	1	43	460	306	198	162
24		9	56	52	13	38
12%		20%	12%	17%	7%	23%
79		18	204	131	91	76
41%		39%	45%	44%	45%	47%
78	1	18	156	90	85	39
40%		39%	34%	30%	42%	24%
11		1	31	21	11	9
6%		2%	7%	7%	5%	5%
2			6	3	3	1
1%			1%	1%	1%	1%
104		26	260	183	104	114
53%		59%	57%	62%	51%	70%
13		1	37	24	14	10
7%		2%	8%	8%	7%	6%

	Senior Executive Decision	Senior Executive Decision	Employment	Employment		
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed	Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
338		210	. ,	. ,		
342	295	209		69		
27	49	16		4		
8%	17%	8%	15%	6%		
146	139	83	189	26		
43%	48%	39%	46%	35%		
136	81	94	128	40		
40%	28%	45%	31%	54%		
23	18	14	27	3		
7%	6%	7%	7%	4%		
5	3	3	3	1		
2%	1%	1%	1%	1%		
173	188	99	250	30		
51%	65%	47%	61%	41%		
29	21	17	30	4		
8%	7%	8%	7%	6%		

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cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	502	236	266
Much stronger	freq	8	5	3
Much stronger	prop	2%	2%	1%
Somewhat stronger	freq	55	40	15
Somewhat stronger	prop	11%	16%	6%
About the same	freq	393	174	220
About the same	prop	79%	71%	86%
Somewhat weaker	freq	36	25	12
Somewhat weaker	prop	7%	10%	5%
Much weaker	freq	7	2	5
Much weaker	prop	1%	1%	2%
Top2Box	freq	63	45	18
Top2Box	prop	13%	18%	7%
Low2Box	freq	44	27	17
Low2Box	prop	9%	11%	7%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
225	158	117				306
213	166	123				296
1	6	1				5
1%	4%	1%				2%
30	12	13				36
13%	8%	11%				12%
174	129	90				241
77%	81%	77%				79%
15	9	12				20
7%	6%	10%				7%
5	2	0				4
2%	1%	%				1%
31	18	14				41
14%	11%	12%				13%
20	11	12				24
9%	7%	11%				8%

Israel

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
194	137	124	239	219	281	49
206	143	124	235	235	267	49
3	0	1	7	3	6	0
2%	%	1%	3%	1%	2%	1%
19	15	16	24	25	30	11
10%	11%	13%	10%	11%	11%	22%
152	111	96	187	172	221	35
79%	81%	77%	78%	79%	79%	72%
16	10	6	20	17	19	3
8%	7%	5%	8%	8%	7%	5%
4	1	5	1	3	5	
2%	1%	4%	%	1%	2%	
22	15	16	31	27	36	11
11%	11%	13%	13%	12%	13%	23%
20	11	12	21	20	24	3
10%	8%	10%	9%	9%	9%	5%

	Senior Executive Decision	Senior Executive Decision	Employment	Employment		
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed	Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
451	100	400	365	111		
453	113	389	373	102		
8	6	3	8	1		
2%	6%	1%	2%	1%		
44	12	43	34	16		
10%	12%	11%	9%	15%		
358	74	319	291	85		
79%	75%	80%	80%	77%		
34	7	29	26	8		
7%	7%	7%	7%	8%		
7	0	7	6	0		
2%	%	2%	2%	%		
52	18	45	42	17		
11%	18%	11%	11%	15%		
41	8	36	32	9		
9%	8%	9%	9%	8%		

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cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1002	521	481
Much stronger	freq	7	5	2
Much stronger	prop	1%	2%	1%
Somewhat stronger	freq	53	30	23
Somewhat stronger	prop	11%	12%	9%
About the same	freq	322	159	163
About the same	prop	64%	64%	65%
Somewhat weaker	freq	63	25	38
Somewhat weaker	prop	13%	10%	15%
Much weaker	freq	56	29	26
Much weaker	prop	11%	12%	10%
Top2Box	freq	60	35	25
Top2Box	prop	12%	14%	10%
Low2Box	freq	118	54	64
Low2Box	prop	24%	22%	26%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
161	184	155	145	196	81	232
338	375	289	241	406	197	452
2	4	0	2	3	1	3
2%	2%	%	2%	2%	2%	1%
20	16	17	11	25	13	26
12%	9%	11%	7%	13%	16%	11%
104	112	106	86	129	56	149
64%	61%	68%	59%	66%	69%	64%
18	22	23	19	24	6	34
11%	12%	15%	13%	12%	8%	14%
17	30	9	27	15	5	20
10%	16%	6%	18%	8%	6%	9%
22	20	17	13	28	14	29
14%	11%	11%	9%	14%	18%	13%
35	51	32	46	39	11	54
22%	28%	21%	32%	20%	13%	23%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
268	213	214	73	248	252	44
550	217	551	234	505	497	98
4	4	2	1	5	2	3
2%	2%	1%	2%	2%	1%	6%
27	15	27	11	32	21	5
10%	7%	13%	15%	13%	8%	12%
173	137	138	46	154	168	27
64%	64%	65%	63%	62%	66%	62%
29	27	27	9	29	33	4
11%	13%	12%	13%	12%	13%	10%
35	30	20	5	28	27	5
13%	14%	9%	7%	11%	11%	10%
31	19	29	12	36	24	8
12%	9%	14%	17%	15%	9%	18%
65	57	47	15	57	61	9
24%	27%	22%	20%	23%	24%	20%

	Senior Executive Decision	Senior Executive Decision	Employment	Employment		
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed	Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
456	74	426	299	163		
904	174	828	638	296		
4	3	4	5	2		
1%	4%	1%	2%	1%		
48	12	41	36	11		
11%	16%	10%	12%	7%		
295	44	277	189	107		
65%	60%	65%	63%	66%	•	•
59	8	55	38	20		
13%	10%	13%	13%	13%		
51	8	48	31	22	•	•
11%	10%	11%	10%	14%	•	•
52	15	45	41	13		
11%	20%	11%	14%	8%		
110	15	103	69	43		
24%	20%	24%	23%	26%		

Inactive_So	,
cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	251	249
	unw_base	1000	577	423
Much stronger	freq	2	1	1
Much stronger	prop	%	%	%
Somewhat stronger	freq	51	33	18
Somewhat stronger	prop	10%	13%	7%
About the same	freq	289	137	152
About the same	prop	58%	54%	61%
Somewhat weaker	freq	110	52	58
Somewhat weaker	prop	22%	21%	23%
Much weaker	freq	48	28	20
Much weaker	prop	10%	11%	8%
Top2Box	freq	53	34	20
Top2Box	prop	11%	13%	8%
Low2Box	freq	158	81	78
Low2Box	prop	32%	32%	31%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
169	168	164	319	148	33	250
238	382	380	569	342	89	566
1	0	1	1		1	2
1%	%	1%	%		2%	1%
21	14	15	28	18	5	26
13%	9%	9%	9%	12%	15%	10%
107	94	87	177	92	20	131
64%	56%	53%	55%	62%	60%	52%
28	40	43	75	29	7	67
16%	24%	26%	24%	19%	20%	27%
11	20	17	38	9	1	25
7%	12%	10%	12%	6%	3%	10%
22	15	16	29	18	6	28
13%	9%	10%	9%	12%	17%	11%
39	59	60	114	37	8	92
23%	35%	37%	36%	25%	23%	37%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
250	267	101	132	234	266	31
434	301	205	494	555	445	81
1		2	1	0	2	1
%		2%	%	%	1%	2%
25	28	6	18	27	24	6
10%	10%	6%	13%	12%	9%	19%
158	155	57	77	129	160	15
63%	58%	57%	58%	55%	60%	47%
44	56	27	27	55	55	7
18%	21%	27%	21%	24%	21%	22%
23	28	10	10	22	26	3
9%	11%	10%	7%	10%	10%	8%
26	28	7	18	27	26	7
10%	10%	7%	14%	12%	10%	22%
67	85	37	37	78	81	9
27%	32%	36%	28%	33%	30%	31%

	Senior Executive Decision	Senior Executive Decision		Employment		
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed	Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
469	46	454	355			
919	128	872	760	198		
1	1	1	1	1		
%	2%	%	%	1%		
45	8	43	37	14		
10%	18%	9%	11%	11%		
274	22	266	205	73		
58%	49%	59%	58%	59%		
104	12	99	79	26		
22%	25%	22%	22%	21%		
45	2	45	33	10		
10%	5%	10%	9%	8%		
47	10	44	39	14		
10%	21%	10%	11%	12%		
149	14	144	112	37		
32%	31%	32%	31%	30%		

Inactive_So	,
cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	240	260
	unw_base	506	274	232
Much stronger	freq	11	4	7
Much stronger	prop	2%	2%	3%
Somewhat stronger	freq	142	53	89
Somewhat stronger	prop	28%	22%	34%
About the same	freq	175	102	73
About the same	prop	35%	42%	28%
Somewhat weaker	freq	114	43	71
Somewhat weaker	prop	23%	18%	27%
Much weaker	freq	57	38	19
Much weaker	prop	11%	16%	7%
Top2Box	freq	153	57	96
Top2Box	prop	31%	24%	37%
Low2Box	freq	171	81	91
Low2Box	prop	34%	34%	35%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
260	164	76	198	145	102	224
303	134	69	155	193	104	171
8	3	1	3	5	2	5
3%	2%	1%	1%	4%	2%	2%
64	71	7	60	51	11	73
24%	43%	10%	30%	35%	11%	33%
119	33	23	73	54	25	45
46%	20%	30%	37%	37%	25%	20%
44	31	39	29	22	58	61
17%	19%	52%	15%	15%	57%	27%
26	26	5	33	13	6	40
10%	16%	7%	16%	9%	6%	18%
71	74	8	63	56	13	79
27%	45%	11%	32%	39%	13%	35%
70	57	45	62	35	64	100
27%	35%	59%	31%	24%	63%	45%

Mexico

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
276	220	161	118	293	207	114
335	16	262	228	280	226	118
6		6	5	6	5	5
2%		4%	4%	2%	2%	4%
69	83	38	22	107	35	26
25%		23%	18%	37%	17%	23%
130	50	73	52	85	90	36
47%		45%	44%	29%	44%	32%
54	61	32	21	65	49	38
19%		20%	18%	22%	24%	33%
18	26	13	18	30	28	9
6%		8%	16%	10%	13%	8%
75	83	44	27	114	40	31
27%		27%	22%	39%	19%	27%
71	87	44	40	95	77	47
26%		28%	33%	32%	37%	41%

	Senior Executive Decision	Senior Executive Decision	Employment	Employment		
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed	Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
386	119	381	331	65		
388	137	369	367	49		
7	6	5	9	1		
2%	5%	1%	3%	2%		
116	47	95	90	4		
30%	39%	25%	27%	5%		
139	25	150	122	11		
36%	21%	39%	37%	17%	•	•
77	32	83	75	31		
20%	27%	22%	23%	48%		
48	9	48	34	18	•	•
12%	8%	13%	10%	28%	•	•
123	53	100	99	5		
32%	45%	26%	30%	7%		
124	41	131	109	49		
32%	34%	34%	33%	76%		

Inactive_So	,
cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	246	254
	unw_base	500	210	290
Much stronger	freq	46	24	22
Much stronger	prop	9%	10%	9%
Somewhat stronger	freq	218	100	118
Somewhat stronger	prop	44%	41%	46%
About the same	freq	194	97	97
About the same	prop	39%	39%	38%
Somewhat weaker	freq	38	23	15
Somewhat weaker	prop	8%	9%	6%
Much weaker	freq	5	3	2
Much weaker	prop	1%	1%	1%
Top2Box	freq	264	124	140
Top2Box	prop	53%	50%	55%
Low2Box	freq	43	26	17
Low2Box	prop	9%	11%	7%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
271	155	74	302	179	18	142
269	158	73	267	207	26	152
34	11		26	20		6
13%	7%		8%	11%		4%
134	58	25	138	76	3	62
50%	38%	34%	46%	42%	18%	44%
88	71	34	117	68	8	57
33%	46%	46%	39%	38%	45%	40%
12	12	13	18	13	7	16
5%	8%	18%	6%	7%	38%	12%
1	2	2	3	2		1
%	1%	2%	1%	1%		%
169	70	25	164	96	3	67
62%	45%	34%	54%	54%	18%	48%
14	15	15	21	15	7	17
5%	9%	20%	7%	8%	38%	12%

Peru
be much stronger, somewhat stronger, about the same, somewhat weaker, or much we

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
358		385	115	276	224	127
348		270	230	301	199	134
40		36	10	29	16	11
11%		9%	8%	11%	7%	9%
156		172	46	110	108	59
44%		45%	40%	40%	48%	47%
136		144	49	114	80	43
38%		37%	43%	41%	36%	34%
22		28	10	21	17	13
6%		7%	8%	8%	7%	10%
4		4	1	1	4	1
1%		1%	%	%	2%	%
196		208	55	139	124	70
55%		54%	48%	51%	55%	55%
26		33	10	23	20	14
7%		8%	9%	8%	9%	11%

	Senior Executive Decision	Senior Executive Decision	Employment	Employment		
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed	Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
373	157	343	343	60		
366	171	329	372	54		
35	15	31	32	9		
9%	10%	9%	9%	15%	•	
159	72	146	143	24	•	
43%	46%	43%	42%	41%		
150	55	138	134	20	•	
40%	35%	40%	39%	33%	•	
25	14	24	31	6		
7%	9%	7%	9%	9%		
4	1	4	2	2	•	
1%	%	1%	1%	3%	•	
193	87	176	175	33	•	
52%	55%	51%	51%	55%		
29	15	28	33	7		
8%	9%	8%	10%	12%		

Inactive_So	,
cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	249	251
	unw_base	500	265	235
Much stronger	freq	14	9	4
Much stronger	prop	3%	4%	2%
Somewhat stronger	freq	67	33	34
Somewhat stronger	prop	13%	13%	13%
About the same	freq	271	136	135
About the same	prop	54%	54%	54%
Somewhat weaker	freq	131	62	69
Somewhat weaker	prop	26%	25%	27%
Much weaker	freq	18	9	9
Much weaker	prop	4%	4%	4%
Top2Box	freq	80	42	38
Top2Box	prop	16%	17%	15%
Low2Box	freq	148	71	77
Low2Box	prop	30%	29%	31%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
202	156	142	261	126	10	237
174	174	152	258	137	11	255
4	4	6	6	6	2	9
2%	2%	4%	2%	4%		4%
40	14	13	27	19	3	32
20%	9%	9%	10%	15%		13%
102	89	80	147	71	4	124
50%	57%	56%	56%	56%		52%
48	42	41	75	26		64
24%	27%	29%	29%	20%		27%
8	7	2	6	5	1	9
4%	5%	2%	2%	4%		4%
44	17	19	33	24	5	41
22%	11%	13%	13%	19%		17%
56	49	44	81	31	1	73
28%	31%	31%	31%	24%		31%

Poland be much stronger, somewhat stronger, about the same, somewhat weaker, or much we

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
263	74	311	115	266	234	54
245	23	362	115	281	219	52
5	3	6	5	9	5	3
2%	4%	2%	4%	3%	2%	6%
35	16	37	14	30	37	12
13%	21%	12%	13%	11%	16%	22%
147	24	187	60	151	120	23
56%	33%	60%	52%	57%	51%	42%
67	28	74	29	68	63	15
26%	38%	24%	25%	26%	27%	28%
8	3	7	7	8	10	2
3%	4%	2%	6%	3%	4%	3%
40	18	43	20	39	41	15
15%	25%	14%	17%	15%	18%	27%
75	31	82	36	76	73	17
29%	42%	26%	31%	28%	31%	31%

	Senior Executive Decision	Senior Executive Decision	Employment	Employment		
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed		Active_Soci al_Media	Passive_So cial_Media
446	95	405	336	110		
448	100	400	353	93		
11	5	9	8	1		
2%	5%	2%	2%	1%		
55	18	49	40	22		
12%	19%	12%	12%	20%		
248	45	226	197	48		
56%	47%	56%	59%	44%		
116	22	109	80	36		
26%	24%	27%	24%	33%		
16	5	13	10	3		
4%	5%	3%	3%	2%		
66	23	57	48	23		
15%	24%	14%	14%	21%		
132	27	121	91	39		
30%	29%	30%	27%	35%		

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cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	239	261
	unw_base	501	251	250
Much stronger	freq	8	5	3
Much stronger	prop	2%	2%	1%
Somewhat stronger	freq	146	54	92
Somewhat stronger	prop	29%	23%	35%
About the same	freq	213	102	112
About the same	prop	43%	43%	43%
Somewhat weaker	freq	76	42	34
Somewhat weaker	prop	15%	17%	13%
Much weaker	freq	57	37	20
Much weaker	prop	11%	16%	8%
Top2Box	freq	154	59	95
Top2Box	prop	31%	25%	36%
Low2Box	freq	133	79	54
Low2Box	prop	27%	33%	21%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
207	169	125	49	175	248	239
160	211	130	20	157	287	296
3	4	1	1	1	5	3
1%	2%	1%	2%	1%	2%	1%
88	28	30	13	43	79	59
42%	17%	24%	27%	24%	32%	25%
81	80	53	17	82	99	108
39%	47%	42%	35%	47%	40%	45%
20	32	23	1	32	42	39
10%	19%	19%	2%	18%	17%	16%
15	24	17	17	17	23	30
7%	15%	14%	34%	10%	9%	13%
91	32	31	14	44	84	62
44%	19%	25%	29%	25%	34%	26%
35	57	41	17	49	65	69
17%	34%	33%	36%	28%	26%	29%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
261	84	290	126	263	237	31
205	32	137	332	312	189	39
4	2	3	2	4	4	3
2%	3%	1%	2%	1%	2%	9%
88	42	79	25	54	93	7
34%	50%	27%	20%	20%	39%	22%
106	31	117	65	126	87	16
40%	37%	40%	51%	48%	37%	52%
36	3	49	24	51	24	4
14%	3%	17%	19%	20%	10%	13%
27	6	42	10	28	29	1
10%	7%	14%	8%	11%	12%	4%
92	44	82	27	57	97	10
35%	53%	28%	22%	22%	41%	31%
63	8	90	34	79	53	5
24%	10%	31%	27%	30%	22%	17%

	Senior Executive Decision	Senior Executive Decision	Employment	Employment		
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed	Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
469	59	441	307	122		
462	78	423	386	58		
5	3	5	3	3		
1%	5%	1%	1%	3%		
140	15	132	67	59		
30%	25%	30%	22%	48%		
197	27	186	159	27		
42%	46%	42%	52%	22%		
71	10	65	51	14		
15%	18%	15%	17%	12%		
56	4	53	28	19		
12%	6%	12%	9%	15%		
144	17	137	70	62		
31%	30%	31%	23%	51%		
127	14	118	79	33		
27%	24%	27%	26%	27%		

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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	292	208
	unw_base	500	317	183
Much stronger	freq	87	54	33
Much stronger	prop	17%	19%	16%
Somewhat stronger	freq	167	102	65
Somewhat stronger	prop	33%	35%	31%
About the same	freq	173	91	82
About the same	prop	35%	31%	39%
Somewhat weaker	freq	61	37	25
Somewhat weaker	prop	12%	13%	12%
Much weaker	freq	12	7	4
Much weaker	prop	2%	3%	2%
Top2Box	freq	254	156	98
Top2Box	prop	51%	54%	47%
Low2Box	freq	73	44	29
Low2Box	prop	15%	15%	14%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	159	56	261	115	42	274
253	185	62	258	121	45	307
45	29	13	48	15	7	56
16%	18%	23%	18%	13%	17%	20%
98	49	20	97	32	13	84
35%	31%	35%	37%	28%	31%	31%
103	54	15	82	45	17	95
36%	34%	27%	31%	40%	39%	35%
31	23	7	27	23	4	35
11%	15%	13%	10%	20%	10%	13%
8	3	1	7		1	3
3%	2%	2%	3%		2%	1%
143	78	32	145	47	20	140
50%	49%	58%	56%	41%	48%	51%
38	27	8	34	23	5	38
13%	17%	15%	13%	20%	13%	14%

Saudi Arabia

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
226	145	135	221	252	248	72
193	144	122	234	283	217	74
31	28	27	32	52	35	15
14%	19%	20%	15%	21%	14%	22%
83	46	46	76	83	84	29
37%	32%	34%	34%	33%	34%	41%
78	50	46	77	76	97	17
34%	35%	34%	35%	30%	39%	23%
26	17	13	31	34	27	9
12%	11%	10%	14%	13%	11%	13%
9	4	3	4	7	5	1
4%	3%	2%	2%	3%	2%	1%
114	74	72	108	135	119	45
50%	51%	54%	49%	53%	48%	62%
35	21	17	36	41	32	10
15%	14%	12%	16%	16%	13%	14%

	Senior Executive Decision	Senior Executive Decision	Employment	Employment		
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed	Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
428	105	395	289	181		
426	114	386	318	150		
71	26	61	50	29		
17%	25%	15%	17%	16%		
138	38	129	100	58		
32%	36%	33%	35%	32%		
156	28	145	97	66	•	•
36%	27%	37%	34%	36%	•	•
52	11	50	37	22	•	•
12%	11%	13%	13%	12%	•	
11	2	10	5	7	•	
3%	2%	3%	2%	4%	•	
209	64	190	150	86	•	
49%	61%	48%	52%	48%		
63	13	60	42	29		
15%	13%	15%	14%	16%		

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cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	241	259
	unw_base	501	211	290
Much stronger	freq	3		3
Much stronger	prop	1%		1%
Somewhat stronger	freq	63	41	22
Somewhat stronger	prop	13%	17%	9%
About the same	freq	207	79	128
About the same	prop	41%	33%	49%
Somewhat weaker	freq	161	93	68
Somewhat weaker	prop	32%	39%	26%
Much weaker	freq	66	28	38
Much weaker	prop	13%	12%	15%
Top2Box	freq	66	41	25
Top2Box	prop	13%	17%	10%
Low2Box	freq	227	120	106
Low2Box	prop	45%	50%	41%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
284	135	82	44	94	362	199
169	180	152	33	96	372	252
1	2		1	0	2	1
%	2%		2%	1%	%	%
46	9	7	9	15	39	16
16%	7%	9%	20%	16%	11%	8%
127	54	27	22	36	149	78
45%	40%	32%	49%	39%	41%	39%
84	48	29	10	28	123	66
30%	35%	36%	23%	30%	34%	33%
26	21	18	2	14	50	38
9%	16%	23%	5%	15%	14%	19%
47	12	7	10	16	40	17
17%	9%	9%	23%	17%	11%	9%
110	69	48	12	42	172	104
39%	51%	59%	28%	45%	48%	52%

South Africa

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
301	225	144	131	249	251	108
249	217	144	140	278	223	112
2	2		2	1	2	
1%	1%		1%	1%	1%	
47	30	16	17	25	38	13
16%	14%	11%	13%	10%	15%	12%
129	99	58	51	98	110	29
43%	44%	40%	39%	39%	44%	27%
95	63	55	42	84	77	49
32%	28%	39%	32%	34%	31%	45%
28	31	15	20	42	24	18
9%	14%	10%	15%	17%	10%	17%
49	32	16	18	26	40	13
16%	14%	11%	14%	11%	16%	12%
122	94	70	62	125	101	67
41%	42%	49%	47%	50%	40%	62%

	Senior Executive Decision	Senior Executive Decision	Employment	Employment		
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed	Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
392	166	334	. ,	99		
389	166	335	410	63		
3	2	1	2	1		
1%	1%	%	1%	1%	-	
50	18	45	44	17		
13%	11%	14%	11%	17%		
179	50	158	148	54		
46%	30%	47%	38%	55%		
112	69	91	133	23		
29%	42%	27%	34%	23%		
48	27	39	59	4		
12%	16%	12%	15%	4%		
53	20	46	46	18		
14%	12%	14%	12%	18%		
160	96	130	192	27		
41%	58%	39%	50%	27%		

Inactive_So	,
cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	253	247
	unw_base	502	254	248
Much stronger	freq	6	4	2
Much stronger	prop	1%	2%	1%
Somewhat stronger	freq	43	26	18
Somewhat stronger	prop	9%	10%	7%
About the same	freq	236	115	121
About the same	prop	47%	46%	49%
Somewhat weaker	freq	148	77	71
Somewhat weaker	prop	30%	30%	29%
Much weaker	freq	67	31	36
Much weaker	prop	13%	12%	14%
Top2Box	freq	49	30	19
Top2Box	prop	10%	12%	8%
Low2Box	freq	215	108	107
Low2Box	prop	43%	43%	43%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
191	183	126	93	164	243	292
174	191	137	88	164	250	309
1	4	1	1	3	2	4
%	2%	1%	1%	2%	1%	1%
17	16	10	9	13	21	25
9%	9%	8%	10%	8%	9%	9%
82	81	73	46	80	110	147
43%	45%	58%	50%	49%	45%	50%
51	62	35	18	51	79	92
27%	34%	28%	20%	31%	32%	31%
40	19	7	18	17	31	24
21%	10%	6%	20%	11%	13%	8%
18	20	11	10	16	23	29
9%	11%	9%	11%	10%	10%	10%
91	81	42	37	69	110	117
48%	44%	34%	40%	42%	45%	40%

South Korea

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
208	9	117	373	268	232	53
193	7	109	386	276	226	56
2	•	1	5	4	2	3
1%		1%	1%	1%	1%	5%
18		13	30	28	15	10
9%		11%	8%	10%	7%	20%
89	6	60	169	120	116	17
43%		51%	45%	45%	50%	32%
56	1	25	122	82	67	19
27%		21%	33%	31%	29%	36%
42	1	18	47	34	32	4
20%		15%	13%	13%	14%	7%
20		14	35	32	17	13
10%		12%	9%	12%	7%	25%
99	3	43	169	116	99	23
47%		37%	45%	43%	43%	43%

Business	Senior Executive Decision Maker	Senior Executive Decision Maker	Status Total	Employment Status Not	Active_Soci	Passive_So
Owner No	Leader Yes	Leader No	Employed	Employed	al_Media	cial_Media
447	99	401	348			
446	103	399	362	94		
3	5	1	6			
1%	5%	%	2%		•	
33	22	22	34	9	٠	
7%	22%	5%	10%	9%	•	
219	33	203	155	49	•	
49%	34%	50%	45%	45%	•	
129	32	116	107	30	•	
29%	33%	29%	31%	28%	•	
63	7	60	46	21		
14%	7%	15%	13%	19%	•	
36	26	23	40	9	•	
8%	27%	6%	11%	9%		
192	39	176	153	51		
43%	39%	44%	44%	47%		

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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1001	486	515
Much stronger	freq	6	4	3
Much stronger	prop	1%	1%	1%
Somewhat stronger	freq	88	49	39
Somewhat stronger	prop	18%	19%	16%
About the same	freq	328	158	169
About the same	prop	66%	63%	68%
Somewhat weaker	freq	45	23	22
Somewhat weaker	prop	9%	9%	9%
Much weaker	freq	34	18	15
Much weaker	prop	7%	7%	6%
Top2Box	freq	94	52	41
Top2Box	prop	19%	21%	17%
Low2Box	freq	79	42	37
Low2Box	prop	16%	16%	15%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
174	179	147	248	148	21	218
344	356	301	515	278	43	441
3	2	1	4	1	1	3
2%	1%	1%	2%	%	5%	1%
37	27	24	40	31	3	43
21%	15%	16%	16%	21%	13%	20%
110	122	96	167	96	13	134
63%	68%	65%	67%	65%	60%	62%
13	19	13	22	11	3	23
7%	11%	9%	9%	8%	12%	11%
12	10	12	16	9	2	15
7%	5%	8%	6%	6%	8%	7%
39	29	25	44	31	4	46
23%	16%	17%	18%	21%	19%	21%
25	28	25	38	21	4	38
14%	16%	17%	15%	14%	21%	17%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
282	227	118	155	261	239	44
560	578	87	336	522	479	81
4	3	3	1	5	1	1
1%	1%	2%	1%	2%	%	3%
44	36	22	30	50	37	10
16%	16%	18%	19%	19%	16%	22%
193	151	74	103	163	164	31
68%	67%	62%	66%	62%	69%	70%
22	22	11	12	25	20	1
8%	10%	9%	8%	10%	8%	3%
19	15	10	9	17	16	1
7%	7%	8%	6%	7%	7%	2%
48	39	24	31	55	38	11
17%	17%	21%	20%	21%	16%	25%
41	37	20	21	43	36	2
14%	16%	17%	14%	16%	15%	5%

	Senior Executive Decision	Senior Executive Decision	Employment	Employment		
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed		Active_Soci al_Media	Passive_So cial_Media
456	61	439	321	155		
920	111	890	636	318		
5	2	4	4	2		
1%	4%	1%	1%	1%		
78	18	70	59	24		
17%	29%	16%	18%	16%		
297	33	294	213	100		
65%	55%	67%	66%	64%		
44	6	39	28	15		
10%	9%	9%	9%	9%		
33	2	32	17	14		
7%	3%	7%	5%	9%		
83	20	74	63	26		
18%	33%	17%	20%	17%		
76	7	71	45	29		
17%	12%	16%	14%	19%		

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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	500	259	241
Much stronger	freq	0	0	
Much stronger	prop	%	%	
Somewhat stronger	freq	26	16	10
Somewhat stronger	prop	5%	6%	4%
About the same	freq	402	199	203
About the same	prop	80%	78%	82%
Somewhat weaker	freq	59	32	27
Somewhat weaker	prop	12%	12%	11%
Much weaker	freq	13	7	6
Much weaker	prop	3%	3%	2%
Top2Box	freq	27	17	10
Top2Box	prop	5%	6%	4%
Low2Box	freq	72	39	33
Low2Box	prop	14%	15%	13%

' 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	148	158	99	215	118	145
77	200	223	109	205	127	179
0			0	•		0
%			%			%
11	10	5	7	14	4	2
6%	7%	3%	7%	6%	3%	1%
171	117	114	72	183	101	121
88%	79%	72%	72%	85%	85%	84%
11	17	30	20	16	9	16
6%	12%	19%	20%	7%	8%	11%
	4	9	0	3	5	5
	2%	6%	%	1%	4%	4%
12	10	5	7	14	4	3
6%	7%	3%	7%	6%	3%	2%
11	21	39	20	19	14	21
6%	14%	25%	21%	9%	12%	15%

Sweden

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
355	108	232	160	331	169	54
321	303	87	110	350	150	57
	0			0		0
	%			%		1%
24	7	14	6	23	3	2
7%	7%	6%	4%	7%	2%	4%
280	80	184	138	262	139	42
79%	74%	79%	86%	79%	83%	78%
43	19	26	14	40	18	5
12%	18%	11%	9%	12%	11%	9%
7	1	10	2	5	8	4
2%	1%	4%	1%	1%	5%	7%
24	8	14	6	24	3	3
7%	7%	6%	4%	7%	2%	5%
50	20	35	16	45	27	9
14%	19%	15%	10%	14%	16%	17%

eaker than it is now?

Dusiness	Senior Executive Decision	Senior Executive Decision		Employment Status Nat		Danaitra Ca
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed	Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
446	76	424	389	73		
443	83	417	377	65		
	0			0		
	1%			1%		
24	4	22	23	3		-
5%	5%	5%	6%	4%		
359	62	339	316	61		
81%	82%	80%	81%	84%		
54	5	54	39	9		
12%	7%	13%	10%	12%		
9	4	9	11			
2%	5%	2%	3%			
24	5	22	23	3		
5%	6%	5%	6%	5%		
63	9	63	50	9		
14%	12%	15%	13%	12%		

Inactive_So	,
cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	505	313	192
Much stronger	freq	33	18	15
Much stronger	prop	7%	7%	6%
Somewhat stronger	freq	96	60	37
Somewhat stronger	prop	19%	24%	15%
About the same	freq	210	107	103
About the same	prop	42%	42%	42%
Somewhat weaker	freq	124	50	74
Somewhat weaker	prop	25%	20%	30%
Much weaker	freq	36	17	19
Much weaker	prop	7%	7%	8%
Top2Box	freq	129	78	51
Top2Box	prop	26%	31%	21%
Low2Box	freq	161	68	93
Low2Box	prop	32%	27%	38%

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	171	87	22	106	371	283
271	168	66	17	88	400	294
17	15	1	2	6	25	22
7%	9%	1%		6%	7%	8%
58	30	8	5	23	69	58
24%	18%	10%		21%	19%	20%
113	64	33	8	52	151	112
47%	38%	38%		49%	41%	40%
44	48	33	4	20	100	69
18%	28%	37%		18%	27%	24%
11	13	12	4	6	27	22
4%	8%	14%		5%	7%	8%
75	45	9	6	29	94	80
31%	26%	10%		27%	25%	28%
54	62	45	8	25	127	91
22%	36%	51%		24%	34%	32%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
217	299	41	160	255	245	48
211	139	75	291	319	186	75
10	23	1	9	21	12	7
5%	8%	3%	5%	8%	5%	15%
38	55	7	34	53	43	16
18%	18%	17%	22%	21%	18%	34%
98	128	19	63	97	113	15
45%	43%	47%	40%	38%	46%	31%
55	71	11	43	69	56	8
25%	24%	25%	27%	27%	23%	16%
15	23	3	11	15	21	2
7%	8%	7%	7%	6%	9%	4%
49	77	9	43	74	55	23
23%	26%	21%	27%	29%	22%	49%
70	94	14	53	84	77	10
32%	31%	33%	33%	33%	31%	20%

eaker than it is now?

	Senior Executive Decision	Senior Executive Decision	Employment	Employment		
Business Owner No	Maker Leader Yes	Maker Leader No	Status Total Employed	Status Not Employed	Active_Soci al_Media	Passive_So cial_Media
452	141	359	291	138		
430	192	313	351	105		
26	18	15	24	7		
6%	13%	4%	8%	5%	•	
80	29	67	69	21		
18%	20%	19%	24%	15%		
196	47	163	106	76		
43%	34%	45%	37%	55%	•	•
117	40	84	77	19		
26%	28%	24%	27%	14%		
34	7	29	14	14	•	
8%	5%	8%	5%	10%		
106	47	82	93	29		
23%	33%	23%	32%	21%		
151	47	114	92	33		
33%	33%	32%	31%	24%		

Inactive_So	,
cial_Media	
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1002	525	477
Much stronger	freq	32	26	6
Much stronger	prop	6%	10%	2%
Somewhat stronger	freq	92	60	32
Somewhat stronger	prop	18%	24%	13%
About the same	freq	301	118	183
About the same	prop	60%	48%	72%
Somewhat weaker	freq	56	30	25
Somewhat weaker	prop	11%	12%	10%
Much weaker	freq	20	13	7
Much weaker	prop	4%	5%	3%
Top2Box	freq	124	86	38
Top2Box	prop	25%	35%	15%
Low2Box	freq	75	43	32
Low2Box	prop	15%	18%	13%

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

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	183	209	276
285	306	411	160	380	408	572
21	9	2	3	8	21	22
12%	6%	1%	3%	4%	10%	8%
40	26	26	15	24	50	57
22%	18%	15%	18%	13%	24%	21%
103	91	106	45	124	112	155
57%	62%	63%	55%	68%	53%	56%
15	17	24	12	22	20	35
8%	12%	14%	15%	12%	9%	13%
4	4	12	7	5	7	8
2%	3%	7%	8%	3%	3%	3%
61	35	28	17	32	71	79
33%	24%	16%	21%	18%	34%	28%
18	21	35	19	27	26	43
10%	14%	21%	23%	15%	13%	16%

US

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
224	232	127	141	289	211	68
430	373	313	316	600	402	136
10	10	9	13	27	5	17
4%	4%	7%	9%	9%	2%	26%
36	32	21	39	65	27	22
16%	14%	16%	28%	23%	13%	32%
146	151	79	70	153	148	18
65%	65%	62%	50%	53%	70%	26%
21	27	14	15	32	23	9
9%	11%	11%	11%	11%	11%	12%
11	12	4	3	11	9	2
5%	5%	3%	2%	4%	4%	4%
45	42	30	52	92	32	40
20%	18%	24%	37%	32%	15%	58%
32	38	18	19	43	32	11
14%	17%	14%	13%	15%	15%	16%

what weaker, or much weaker than it is now?

Business	Senior Executive Decision Maker	Senior Executive Decision Maker	Employment Status Total	Employment Status Not	Active_Soci	Passive So
Owner No	Leader Yes	Leader No	Employed	Employed	al_Media	cial_Media
432	90	410	324	94		
866	177	825	655	204		
14	22	10	30	1		
3%	24%	2%	9%	1%		
70	28	64	65	15		-
16%	31%	16%	20%	16%		
283	29	272	186	57		
66%	32%	66%	57%	61%		
47	9	47	34	12		
11%	10%	11%	10%	13%		
17	3	17	9	8		
4%	3%	4%	3%	9%		
84	50	74	96	16		
20%	55%	18%	30%	17%		
64	12	63	42	21		
15%	13%	15%	13%	22%		

Inactive_So cial_Media	US Region Northeast	US Region Midwest	US Region South	US Region West
	91	110	184	115
	157	223	374	248
	7	3	13	8
	8%	3%	7%	7%
	19	15	34	24
	21%	14%	19%	21%
	56	73	102	70
	62%	66%	55%	61%
	6	14	27	9
	7%	13%	14%	8%
	2	5	8	4
	3%	4%	5%	4%
	26	18	47	32
	29%	17%	26%	28%
	8	19	35	13
	9%	17%	19%	11%