All Demos

B3 Now, thinking about our economic situation, how would you describe the current economic situation in? Is it...

																				Senior	Senior					
																				Executive	Executive	Employmen				
								Household	Household	Household	Marital	Marital				Chief	Chief			Decision	Decision	t Status	Employmen	Social	Social	Social
			Gender	Gender	Age Under			Income	Income	Income	Status	Status	Education	Education	Education	Income	Income	Business	Business	Maker	Maker	Total	t Status Not	Media	Media	Media
Stub	Stat	Overall	Male	Female	35	Age 35-49	Age 50-64	Low	Medium	High	Married	Other	Low	Medium	High		Earner No	Owner Yes		Leader Yes	Leader No	Employed	Employed	Active	Passive	Inactive
	base	12500	6234	6266	5342	4002	3156	3326	4123	3572	5760	6740	3572	4877	4051	6691	5809	1497	11003	2374	10126	8298	2613	5284	3231	2985
	unw_base	18107	9181	8926	6581	6156	5370	4391	6282	5566	8994	9113	4099		6897	10333	7774	2192	15915	3547	14560	12670	3463	7300	4720	4584
Very good	freq	748		273	371	269		209	206	259	408	340	202	196	349				567	283	464	569	117	417	129	
Very good	prop	6.%	7.6%	4.4%	6.9%	6.7%	3.4%	6.3%	5.%	7.3%	7.1%	5.%	5.7%	4.%	8.6%	7.4%	4.4%	12.%	5.2%	11.9%	4.6%	6.9%	4.5%	7.9%	4.%	4.5%
Somewhat good	freq	3865		1777	1709	1233		850	1257	1313	1902	1964	846	1565				507			3015	2739	709	1578	946	
Somewhat good	prop	30.9%	33.5%	28.4%	32.%	30.8%	29.2%	25.6%	30.5%	36.8%	33.%	29.1%	23.7%	32.1%	35.9%	32.7%	28.9%	33.8%	30.5%	35.8%	29.8%	33.%	27.2%	29.9%	29.3%	28.9%
Somewhat bad	freq	5126		2660	2117	1599	1410	1406	1688	1336	2266	2861	1505		1519		2470	521			4308	3306	1099	1980	1422	
Somewhat bad	prop	41.%	39.6%	42.5%	39.6%	40.%	44.7%	42.3%	41.%	37.4%	39.3%	42.4%		43.1%	37.5%		42.5%	34.8%	41.9%	34.5%	42.5%	39.8%	42.1%	37.5%	44.%	44.8%
Very bad	freq	2761	1204	1557	1144	900		861	972	664	1185	1576			728	1355					2338	1684	687	1309	733	
Very bad	prop	22.1%	19.3%	24.8%	21.4%	22.5%	22.7%	25.9%	23.6%	18.6%	20.6%	23.4%	28.5%	20.8%	18.%	20.3%	24.2%	19.3%	22.5%	17.8%	23.1%	20.3%	26.3%	24.8%	22.7%	21.9%
Top2Box	freq	4613	2563	2050	2080	1502	1030	1058	1463	1572	2310	2303	1049		1803	2679	1934	687			3479	3309	826	1995	1075	
Top2Box	prop	36.9%	41.1%	32.7%	39.%	37.5%	32.6%	31.8%	35.5%	44.%	40.1%	34.2%	29.4%	36.1%	44.5%	40.1%	33.3%	45.9%	35.7%	47.7%	34.4%	39.9%	31.6%	37.8%	33.3%	33.3%
Low2Box	freq	7887	3671	4216	3261	2500	2126	2267	2660	2000	3450	4437	2524	3116	2247	4011	3876	810	7077	1241	6646	4990	1787	3289	2156	1991
Low2Box	prop	63.1%	58.9%	67.3%	61.1%	62.5%	67.4%	68.2%	64.5%	56.%	59.9%	65.8%	70.6%	63.9%	55.5%	60.%	66.7%	54.1%	64.3%	52.3%	65.6%	60.1%	68.4%	62.3%	66.7%	66.7%

		All		
Stub	Stat	Countries	Argentina	Australia
	base	12500	500	500
	unw_base	18107	500	1002
Very good	freq	748	7	18
Very good	prop	6.%	1.4%	3.5%
Somewhat good	freq	3865	66	244
Somewhat good	prop	30.9%	13.3%	48.9%
Somewhat bad	freq	5126	335	205
Somewhat bad	prop	41.%	67.%	41.%
Very bad	freq	2761	91	33
Very bad	prop	22.1%	18.3%	6.6%
Top2Box	freq	4613	73	262
Top2Box	prop	36.9%	14.7%	52.4%
Low2Box	freq	7887	427	238
Low2Box	prop	63.1%	85.3%	47.6%

						Great
Belgium	Brazil	Canada	China	France	Germany	Britain
500	500	500	500	500	500	500
501	1006	1002	1001	1006	1006	1005
6	11	9	52	7	47	17
1.2%	2.3%	1.9%	10.4%	1.5%	9.5%	3.4%
188	21	171	283	54	289	227
37.6%	4.3%	34.3%	56.6%	10.9%	57.8%	45.5%
240	94	253	144	267	131	210
47.9%	18.7%	50.7%	28.9%	53.4%	26.2%	42.1%
66	373	66	20	172	33	45
13.3%	74.7%	13.2%	4.1%	34.3%	6.6%	9.%
194	33	181	335	62	336	244
38.8%	6.6%	36.2%	67.1%	12.3%	67.3%	48.9%
306	467	319	165	438	164	256
61.2%	93.4%	63.8%	33.%	87.7%	32.7%	51.1%

# **All Countries**

Hungary	India	Israel	Italy	Japan	Mexico	Peru
500	500	500	500	500	500	500
506	502	502	1007	1006	507	507
2	110	17	8	8	42	1
.5%	22.1%	3.3%	1.6%	1.7%	8.5%	.3%
99	300	197	58	106	74	223
19.7%	60.%	39.4%	11.7%	21.2%	14.8%	44.7%
256	77	242	273	278	210	222
51.3%	15.3%	48.3%	54.6%	55.6%	42.%	44.3%
143	13	45	161	108	174	54
28.5%	2.7%	8.9%	32.1%	21.5%	34.8%	10.7%
101	410	214	66	115	116	225
20.2%	82.%	42.7%	13.3%	22.9%	23.3%	44.9%
399	90	286	434	385	384	275
79.8%	18.%	57.3%	86.7%	77.1%	76.7%	55.1%

		Saudi		South		
Poland	Russia	Arabia	South Africa	Korea	Spain	Sweden
500	500	500	500	500	500	500
509	506	504	500	505	1003	508
5	14	208	3	11	12	43
1.%	2.8%	41.6%	.7%	2.2%	2.3%	8.7%
139	127	238	43	52	64	269
27.7%	25.5%	47.6%	8.7%	10.5%	12.8%	53.8%
278	271	47	189	215	228	133
55.5%	54.1%	9.4%	37.8%	43.%	45.6%	26.6%
79	88	7	264	222	197	54
15.8%	17.6%	1.3%	52.9%	44.3%	39.3%	10.8%
144	141	446	47	63	75	313
28.7%	28.3%	89.3%	9.4%	12.7%	15.1%	62.5%
356	359	54	453	437	425	187
71.3%	71.7%	10.8%	90.7%	87.3%	84.9%	37.5%

Turkey	US
500	500
503	1003
35	51
7.1%	10.1%
153	176
30.7%	35.2%
140	190
27.9%	38.%
172	83
34.4%	16.6%
189	227
37.8%	45.4%
311	273
62.3%	54.6%

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

Stub	Stat	All Countries	North America	LATAM
	base	12500	1000	2000
	unw_base	18107	2005	
Very good	freq	748	60	62
Very good	prop	6.%	6.%	3.1%
Somewhat good	freq	3865	348	385
Somewhat good	prop	30.9%	34.8%	19.3%
Somewhat bad	freq	5126	443	860
Somewhat bad	prop	41.%	44.3%	43.%
Very bad	freq	2761	149	692
Very bad	prop	22.1%	14.9%	34.6%
Top2Box	freq	4613	408	447
Top2Box	prop	36.9%	40.8%	22.4%
Low2Box	freq	7887	592	1553
Low2Box	prop	63.1%	59.2%	77.6%

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

Europe	APAC	G-8	BRIC	Middle East Africa
4500	3000	4000	2000	2000
7051	4522	7541	3015	2009
148	213	162	188	264
3.3%	7.1%	4.1%	9.4%	13.2%
1387	1113	1210	732	632
30.8%	37.1%	30.3%	36.6%	31.6%
2016	1189	1873	585	617
44.8%	39.7%	46.8%	29.3%	30.9%
949	484	754	495	487
21.1%	16.1%	18.9%	24.7%	24.4%
1536	1327	1372	920	895
34.1%	44.2%	34.3%	46.%	44.8%
2964	1673	2628	1080	1105
65.9%	55.8%	65.7%	54.%	55.2%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	500	231	269
Very good	freq	7	4	2
Very good	prop	1.4%	1.8%	1.%
Somewhat good	freq	66	44	22
Somewhat good	prop	13.3%	18.%	8.8%
Somewhat bad	freq	335	145	190
Somewhat bad	prop	67.%	59.4%	74.4%
Very bad	freq	91	51	40
Very bad	prop	18.3%	20.8%	15.8%
Top2Box	freq	73	49	25
Top2Box	prop	14.7%	19.8%	9.8%
Low2Box	freq	427	196	230
Low2Box	prop	85.3%	80.2%	90.2%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
248	136	116	130	99	189	127
259	129	112	133	105	181	121
5	2	1	5	1	1	1
1.8%	1.2%	.7%	4.2%	.7%	.4%	.6%
27	18	22	17	11	30	25
10.7%	13.1%	19.1%	13.4%	11.2%	15.8%	19.3%
168	88	79	78	67	130	85
67.7%	64.9%	68.1%	60.2%	67.2%	68.7%	66.8%
49	28	14	29	21	29	17
19.7%	20.9%	12.1%	22.3%	20.9%	15.1%	13.2%
31	19	23	23	12	31	25
12.6%	14.3%	19.7%	17.6%	11.9%	16.2%	20.%
217	116	93	107	88	158	102
87.5%	85.7%	80.3%	82.4%	88.1%	83.8%	80.%

# Argentina

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
373	170	205	125	264	236	85
379	137	273	90	260	240	83
6	2	3	2	2	5	1
1.7%	1.4%	1.4%	1.3%	.6%	2.3%	1.%
42	20	27	20	39	27	14
11.2%	11.8%	13.1%	15.7%	14.9%	11.5%	16.8%
250	109	137	89	175	161	57
67.1%	64.5%	66.9%	70.8%	66.%	68.2%	67.4%
75	38	38	15	49	42	13
20.%	22.3%	18.6%	12.3%	18.5%	18.%	14.8%
48	22	30	21	41	32	15
12.9%	13.2%	14.5%	17.%	15.5%	13.8%	17.8%
325	147	175	104	224	203	70
87.1%	86.8%	85.5%	83.%	84.5%	86.2%	82.2%

Duning	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business Owner No	Maker Leader Yes	Maker Leader No	Total Employed	t Status Not Employed	Media Active	Media Passive
415	111	389	345		329	121
417	105	395	339	71	331	122
6	1	6	2	2	6	1
1.5%	.7%	1.6%	.4%	3.2%	1.9%	.6%
52	19	47	53	4	38	24
12.6%	17.3%	12.2%	15.5%	5.5%	11.7%	19.4%
278	73	262	227	55	222	79
67.%	66.5%	67.2%	65.9%	75.6%	67.6%	64.8%
79	17	74	63	11	62	18
19.%	15.5%	19.1%	18.2%	15.8%	18.8%	15.1%
58	20	54	55	6	45	24
14.1%	18.%	13.8%	15.9%	8.6%	13.6%	20.%
357	91	336	290	67	284	97
86.%	82.%	86.3%	84.1%	91.4%	86.5%	80.%

Social Media Inactive
50
47
5
9.2%
34
68.6%
11
22.2%
5
9.2%
45
90.8%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1002	523	479
Very good	freq	18	8	10
Very good	prop	3.5%	3.2%	3.8%
Somewhat good	freq	244	123	121
Somewhat good	prop	48.9%	49.7%	48.1%
Somewhat bad	freq	205	98	107
Somewhat bad	prop	41.%	39.7%	42.2%
Very bad	freq	33	18	15
Very bad	prop	6.6%	7.4%	5.9%
Top2Box	freq	262	131	131
Top2Box	prop	52.4%	52.9%	51.9%
Low2Box	freq	238	117	121
Low2Box	prop	47.6%	47.1%	48.1%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
197	153	150	114	239	147	224
312	302	388	234	479	289	475
7	6	4	3	9	5	7
3.8%	4.2%	2.6%	2.8%	3.9%	3.6%	3.%
101	75	68	49	116	79	115
51.4%	49.1%	45.3%	42.8%	48.7%	53.9%	51.3%
81	60	64	49	99	58	88
40.9%	39.4%	42.7%	42.7%	41.3%	39.2%	39.1%
8	11	14	13	15	5	15
3.9%	7.4%	9.5%	11.8%	6.2%	3.4%	6.6%
109	82	72	52	125	85	122
55.2%	53.3%	47.9%	45.6%	52.5%	57.5%	54.3%
88	72	78	62	113	63	102
44.8%	46.8%	52.2%	54.4%	47.5%	42.5%	45.7%

#### Australia

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
276	150	168	182	286	214	58
527	298	352	352	590	412	121
11	6	4	7	11	6	3
4.%	3.9%	2.6%	4.1%	4.%	2.9%	4.6%
129	67	73	104	141	104	28
46.9%	44.8%	43.2%	57.5%	49.3%	48.3%	48.2%
117	69	74	62	110	95	22
42.5%	45.8%	44.%	34.1%	38.5%	44.3%	38.6%
18	8	17	8	23	10	5
6.7%	5.6%	10.1%	4.3%	8.2%	4.5%	8.6%
140	73	77	112	152	110	31
50.9%	48.6%	45.9%	61.6%	53.3%	51.2%	52.8%
136	77	91	70	133	105	27
49.1%	51.4%	54.1%	38.4%	46.7%	48.8%	47.2%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
442	79	421	317	128	200	129
881	161	841	630	237	387	256
15	3	15	13	4	9	3
3.4%	3.4%	3.6%	4.2%	2.8%	4.7%	2.4%
216	41	203	164	55	101	65
49.%	52.%	48.3%	51.7%	42.6%	50.5%	50.1%
182	29	176	122	60	79	55
41.3%	37.1%	41.7%	38.5%	47.1%	39.3%	42.4%
28	6	27	18	10	11	7
6.4%	7.5%	6.5%	5.7%	7.5%	5.5%	5.2%
231	44	218	177	58	110	68
52.4%	55.3%	51.9%	55.9%	45.4%	55.1%	52.5%
211	35	203	140	70	90	61
47.7%	44.7%	48.2%	44.1%	54.6%	44.9%	47.6%

Social Media Inactive
171
359
5
3.1%
79
46.1%
71
41.8%
15
9.%

84 49.2%

87 50.9%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	501	263	238
Very good	freq	6	4	2
Very good	prop	1.2%	1.6%	.9%
Somewhat good	freq	188	103	85
Somewhat good	prop	37.6%	41.%	34.1%
Somewhat bad	freq	240	117	123
Somewhat bad	prop	47.9%	46.5%	49.4%
Very bad	freq	66	27	39
Very bad	prop	13.3%	10.9%	15.7%
Top2Box	freq	194	107	87
Top2Box	prop	38.8%	42.6%	34.9%
Low2Box	freq	306	144	162
Low2Box	prop	61.2%	57.4%	65.1%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
186	150	164	100	153	133	200
160	160	181	99	163	133	209
3	3	•	1	3	•	4
1.5%	2.2%		1.4%	2.2%		2.%
87	53	47	19	59	69	71
46.8%	35.6%	28.9%	18.7%	38.3%	51.6%	35.6%
72	77	91	55	74	55	97
38.9%	51.3%	55.1%	54.9%	48.4%	41.1%	48.6%
24	16	26	25	17	10	27
12.8%	10.9%	16.%	25.%	11.2%	7.3%	13.7%
90	57	47	20	62	69	75
48.3%	37.9%	28.9%	20.1%	40.5%	51.6%	37.7%
96	93	117	80	91	65	125
51.7%	62.1%	71.1%	79.9%	59.5%	48.4%	62.3%

# Belgium

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
300	146	193	160	279	221	27
292	91	279	131	301	200	26
2		5	1	5	1	1
.7%		2.4%	.9%	1.7%	.6%	2.6%
117	44	67	77	101	87	11
38.8%	29.9%	34.8%	47.9%	36.1%	39.4%	40.2%
142	72	98	69	141	99	11
47.5%	49.5%	50.8%	43.1%	50.5%	44.7%	40.9%
39	30	23	13	33	34	4
13.%	20.6%	12.%	8.1%	11.7%	15.3%	16.4%
119	44	72	78	106	88	12
39.5%	29.9%	37.2%	48.8%	37.8%	40.%	42.8%
181	102	122	82	174	132	16
60.5%	70.1%	62.8%	51.2%	62.2%	60.%	57.2%

Business	Senior Executive Decision Maker	Senior Executive Decision Maker	Employmen t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
473	50	450	299	138	120	152
475	49	452	313	120	120	155
5	2	4	6		5	-
1.2%	4.%	.9%	2.1%		4.%	
177	19	169	126	41	42	63
37.4%	38.3%	37.5%	42.1%	29.8%	34.7%	41.2%
229	22	218	144	66	54	79
48.4%	43.9%	48.4%	48.3%	47.8%	44.8%	51.9%
62	7	59	23	31	20	11
13.1%	13.7%	13.2%	7.6%	22.5%	16.5%	6.9%
182	21	173	132	41	47	63
38.6%	42.4%	38.4%	44.1%	29.8%	38.7%	41.2%
290	29	277	167	97	74	90
61.4%	57.6%	61.6%	55.9%	70.3%	61.3%	58.8%

_			

Social Media Inactive				
227				
226				
1				
.6%				
83				
36.6%				
107				
47.%				
36				
15.8%				
84				
37.2%				
143				
62.8%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	232	268
	unw_base	1006	524	482
Very good	freq	11	9	3
Very good	prop	2.3%	3.7%	1.1%
Somewhat good	freq	21	13	8
Somewhat good	prop	4.3%	5.7%	3.1%
Somewhat bad	freq	94	47	47
Somewhat bad	prop	18.7%	20.2%	17.5%
Very bad	freq	373	164	210
Very bad	prop	74.7%	70.5%	78.3%
Top2Box	freq	33	22	11
Top2Box	prop	6.6%	9.4%	4.2%
Low2Box	freq	467	210	257
Low2Box	prop	93.4%	90.6%	95.8%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	144	71	180	295	25	184
502	293	211	283	630	93	377
8	1	2	3	8	1	4
2.9%	1.%	2.5%	1.4%	2.8%	2.5%	2.2%
13	7	1	5	15	1	8
4.7%	4.9%	1.7%	3.%	5.1%	4.6%	4.4%
51	28	15	29	62	3	31
17.7%	19.7%	20.8%	15.8%	21.%	13.3%	17.%
213	107	53	144	210	20	141
74.8%	74.4%	75.%	79.8%	71.2%	79.7%	76.5%
21	9	3	8	23	2	12
7.5%	5.9%	4.2%	4.4%	7.9%	7.1%	6.6%
264	136	68	172	272	23	172
92.5%	94.1%	95.8%	95.6%	92.1%	92.9%	93.4%

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
316	157	262	81	221	279	70
629	116	558	332	515	491	161
7	4	5	2	9	3	3
2.4%	2.6%	1.9%	2.9%	4.%	.9%	4.8%
13	7	10	4	9	12	4
4.2%	4.3%	3.9%	5.5%	4.2%	4.4%	5.5%
62	23	57	14	51	43	14
19.8%	14.6%	21.6%	17.3%	23.%	15.4%	20.1%
233	123	190	60	152	221	49
73.7%	78.5%	72.5%	74.3%	68.8%	79.4%	69.7%
21	11	15	7	18	15	7
6.6%	6.9%	5.8%	8.4%	8.2%	5.3%	10.2%
295	146	247	74	203	264	63
93.4%	93.1%	94.2%	91.6%	91.8%	94.7%	89.8%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
430	81	419	303	108	313	112
845	190	816	662	208	663	216
8	3	9	7	2	7	2
1.9%	3.3%	2.1%	2.5%	1.7%	2.3%	1.5%
18	4	17	14	4	16	2
4.1%	5.1%	4.1%	4.8%	4.%	5.1%	1.4%
80	18	76	62	15	60	22
18.5%	21.5%	18.2%	20.5%	14.%	19.1%	19.2%
325	57	316	219	87	230	87
75.5%	70.1%	75.6%	72.3%	80.3%	73.5%	77.9%
26	7	26	22	6	23	3
6.%	8.4%	6.2%	7.2%	5.8%	7.4%	2.9%
404	75	392	281	102	289	109
94.%	91.7%	93.8%	92.8%	94.2%	92.6%	97.2%

Social Media Inactive
75
127
3
3.4%
4
5.3%
13
16.7%
56
74.7%

8.7% 69 91.3%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	242	258
	unw_base	1002	510	492
Very good	freq	9	5	4
Very good	prop	1.9%	2.1%	1.7%
Somewhat good	freq	171	83	88
Somewhat good	prop	34.3%	34.3%	34.3%
Somewhat bad	freq	253	121	133
Somewhat bad	prop	50.7%	49.7%	51.5%
Very bad	freq	66	34	32
Very bad	prop	13.2%	13.8%	12.6%
Top2Box	freq	181	88	93
Top2Box	prop	36.2%	36.4%	35.9%
Low2Box	freq	319	154	165
Low2Box	prop	63.8%	63.6%	64.1%

#### B3 Now, thi

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
171	149	180	59	156	233	208
281	323	398	82	281	528	464
6	3	1		5	3	5
3.4%	1.9%	.4%		3.3%	1.2%	2.5%
60	54	57	24	60	77	72
34.9%	36.4%	32.%	40.9%	38.4%	33.1%	34.6%
87	71	95	29	73	122	97
51.%	47.6%	52.9%	49.5%	47.%	52.5%	46.7%
18	21	26	6	18	31	33
10.8%	14.1%	14.7%	9.7%	11.3%	13.2%	16.1%
65	57	58	24	65	80	77
38.3%	38.3%	32.4%	40.9%	41.7%	34.3%	37.1%
106	92	121	35	91	153	130
61.7%	61.7%	67.6%	59.2%	58.3%	65.7%	62.9%

Canada

#### nking about our economic situation, how would you describe the current economic si

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
292	227	196	77	257	243	47
538	213	400	389	582	420	111
4	4	3	3	7	2	2
1.4%	1.8%	1.4%	3.4%	2.7%	1.%	4.%
100	79	67	25	93	79	15
34.1%	34.8%	34.2%	33.1%	36.1%	32.4%	32.3%
156	110	100	43	129	124	23
53.4%	48.6%	51.%	55.9%	50.4%	50.9%	48.1%
32	34	26	6	28	38	7
11.1%	14.9%	13.4%	7.6%	10.9%	15.6%	15.6%
104	83	70	28	99	81	17
35.5%	36.6%	35.6%	36.5%	38.8%	33.4%	36.3%
189	144	126	49	157	162	30
64.5%	63.4%	64.4%	63.5%	61.3%	66.6%	63.7%

#### ituation in? Is it...

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
453	62	438	332	89	191	150
891	157	845	715	175	402	313
8	3	7	5	2	6	3
1.7%	4.3%	1.5%	1.6%	2.4%	2.9%	2.3%
156	18	153	119	26	65	58
34.5%	29.3%	35.%	35.9%	29.3%	33.8%	38.7%
231	31	222	164	46	96	69
50.9%	49.8%	50.8%	49.4%	52.1%	50.5%	46.3%
59	10	56	44	14	24	19
12.9%	16.6%	12.7%	13.2%	16.2%	12.8%	12.8%
164	21	160	124	28	70	61
36.2%	33.7%	36.5%	37.4%	31.6%	36.7%	41.%
289	41	278	208	61	121	89
63.9%	66.3%	63.5%	62.6%	68.4%	63.3%	59.1%

Social Media Inactive	Canada Region Quebec	Canada Region Praries	Canada Region British Columbia	Canada Region Ontario	Canada Region Atlantic	Canada Region Alberta
159	120	32	67	192	36	53
287	233	64	164	349	68	124
0	1	0	2	4	1	1
.2%	1.2%	1.5%	2.4%	2.%	4.1%	1.%
49	46	14	21	65	17	8
30.8%	38.3%	43.6%	32.%	33.9%	48.1%	14.9%
87	63	15	34	99	13	29
55.%	52.8%	45.6%	51.3%	51.5%	35.4%	55.3%
22	9	3	10	24	4	15
14.%	7.8%	9.3%	14.4%	12.6%	12.4%	28.8%
49	47	15	23	69	19	8
31.%	39.4%	45.1%	34.3%	35.9%	52.2%	15.9%
110	73	18	44	123	17	45
69.%	60.6%	54.9%	65.7%	64.1%	47.8%	84.2%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	255	245
	unw_base	1001	474	527
Very good	freq	52	23	29
Very good	prop	10.4%	8.9%	12.%
Somewhat good	freq	283	138	145
Somewhat good	prop	56.6%	54.2%	59.1%
Somewhat bad	freq	144	80	65
Somewhat bad	prop	28.9%	31.3%	26.4%
Very bad	freq	20	14	6
Very bad	prop	4.1%	5.6%	2.5%
Top2Box	freq	335	161	175
Top2Box	prop	67.1%	63.1%	71.1%
Low2Box	freq	165	94	71
Low2Box	prop	33.%	36.9%	28.9%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
209	202	89	36	131	333	363
484	387	130	61	258	682	744
26	17	9	4	11	37	39
12.5%	8.6%	9.7%	10.4%	8.4%	11.2%	10.9%
122	107	54	17	75	191	209
58.3%	53.1%	60.8%	48.%	57.2%	57.4%	57.5%
54	68	22	13	35	97	102
26.%	33.7%	24.7%	36.9%	26.4%	29.%	28.2%
7	9	4	2	11	8	12
3.1%	4.7%	4.8%	4.8%	8.1%	2.4%	3.4%
148	125	63	21	86	229	248
70.8%	61.6%	70.5%	58.3%	65.5%	68.6%	68.4%
61	78	26	15	45	105	115
29.2%	38.4%	29.5%	41.7%	34.5%	31.4%	31.6%

China

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
137		417	83	308	192	66
257		805	196	621	380	137
13	•	44	8	39	13	17
9.2%		10.5%	10.2%	12.6%	6.9%	25.2%
74		234	49	173	110	38
54.3%		56.1%	59.5%	56.3%	57.1%	57.6%
42		121	23	82	62	10
30.8%		29.1%	28.%	26.8%	32.3%	14.8%
8		18	2	13	7	2
5.7%		4.4%	2.4%	4.3%	3.7%	2.5%
87		277	58	212	123	55
63.5%		66.5%	69.6%	69.%	64.%	82.8%
50		140	25	96	69	11
36.5%		33.5%	30.4%	31.%	36.%	17.2%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
434	148	352	433	36	-	
864	314	687	892	61	•	-
35	29	23	46	1	•	•
8.2%	19.7%	6.5%	10.7%	3.5%		
245	81	202	244	20		
56.5%	54.9%	57.4%	56.4%	56.%		
135	34	110	126	13		
31.1%	23.3%	31.2%	29.%	35.%		
19	3	17	17	2		
4.3%	2.1%	4.9%	3.9%	5.5%		
280	110	225	290	22		
64.7%	74.6%	63.9%	67.1%	59.5%		
153	37	127	142	15		
35.4%	25.4%	36.1%	32.9%	40.5%		

Social	
Media	
Inactive	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1006	471	535
Very good	freq	7	4	4
Very good	prop	1.5%	1.5%	1.4%
Somewhat good	freq	54	32	23
Somewhat good	prop	10.9%	12.9%	8.9%
Somewhat bad	freq	267	130	137
Somewhat bad	prop	53.4%	52.6%	54.2%
Very bad	freq	172	82	90
Very bad	prop	34.3%	33.1%	35.5%
Top2Box	freq	62	35	26
Top2Box	prop	12.3%	14.3%	10.4%
Low2Box	freq	438	212	227
Low2Box	prop	87.7%	85.7%	89.6%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	159	156	108	228	94	220
281	361	364	206	473	196	483
5	2	1	4	2	0	3
2.6%	1.1%	.6%	3.3%	1.%	.5%	1.5%
31	14	10	10	23	8	15
16.6%	8.8%	6.2%	9.3%	10.1%	9.%	6.8%
100	81	86	54	121	55	118
54.1%	50.6%	55.4%	50.1%	53.1%	58.3%	53.8%
49	63	59	40	82	30	83
26.8%	39.6%	37.8%	37.3%	35.9%	32.2%	37.9%
35	16	11	14	25	9	18
19.1%	9.8%	6.8%	12.6%	11.1%	9.5%	8.3%
149	144	146	95	203	85	202
80.9%	90.2%	93.2%	87.4%	88.9%	90.6%	91.7%

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
280	133	219	147	293	207	22
523	234	492	280	608	398	45
4	2	3	3	4	3	3
1.4%	1.2%	1.4%	1.8%	1.5%	1.5%	13.1%
39	9	24	22	32	22	2
14.1%	6.5%	10.7%	15.%	10.9%	10.8%	7.%
149	64	115	88	154	112	10
53.%	48.2%	52.4%	59.5%	52.7%	54.3%	43.9%
88	59	78	35	102	69	8
31.5%	44.1%	35.5%	23.6%	34.9%	33.4%	35.9%
43	10	27	25	36	25	5
15.5%	7.6%	12.1%	16.9%	12.4%	12.2%	20.2%
237	123	193	123	257	182	18
84.5%	92.4%	87.9%	83.1%	87.6%	87.8%	79.8%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
478	38	462	305	112	138	140
961	77	929	648	238	273	268
4	2	5	4	1	4	1
.9%	6.4%	1.1%	1.2%	1.1%	2.8%	.8%
53	4	50	33	6	18	15
11.%	10.9%	10.9%	10.8%	5.8%	12.7%	10.7%
257	19	248	165	57	62	80
53.8%	51.3%	53.6%	54.1%	50.6%	44.8%	57.3%
164	12	160	104	47	55	44
34.2%	31.4%	34.6%	34.%	42.5%	39.7%	31.2%
57	7	55	37	8	21	16
11.9%	17.3%	11.9%	12.%	6.9%	15.5%	11.5%
421	31	407	268	104	117	124
88.1%	82.7%	88.1%	88.%	93.1%	84.5%	88.5%

Social Media
Inactive
222
465
2
1.1%
22
9.8%
125
56.2%
73
32.9%
24
10.9%
198
89.1%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	253	247
	unw_base	1006	484	522
Very good	freq	47	35	12
Very good	prop	9.5%	14.%	4.8%
Somewhat good	freq	289	147	142
Somewhat good	prop	57.8%	58.2%	57.4%
Somewhat bad	freq	131	57	74
Somewhat bad	prop	26.2%	22.6%	29.8%
Very bad	freq	33	13	19
Very bad	prop	6.6%	5.3%	7.9%
Top2Box	freq	336	183	153
Top2Box	prop	67.3%	72.2%	62.3%
Low2Box	freq	164	71	93
Low2Box	prop	32.7%	27.8%	37.7%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
171	160	170	136	129	173	177
297	350	359	239	264	374	380
22	18	7	10	13	18	16
12.7%	11.5%	4.4%	7.4%	9.8%	10.5%	9.%
103	84	102	68	71	115	107
60.3%	52.9%	59.9%	50.2%	54.9%	66.2%	60.4%
36	45	49	42	36	37	44
21.3%	28.5%	28.8%	31.2%	28.1%	21.1%	24.7%
10	11	12	15	9	4	11
5.7%	7.1%	6.9%	11.2%	7.2%	2.2%	6.%
124	103	109	78	83	133	123
73.%	64.4%	64.3%	57.6%	64.7%	76.7%	69.3%
46	57	61	58	45	40	54
27.%	35.6%	35.7%	42.4%	35.3%	23.3%	30.7%

# Germany

## 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
323	87	286	127	331	169	45
626	55	724	227	676	330	81
31	3	25	19	36	11	6
9.8%	4.%	8.6%	15.3%	10.9%	6.7%	13.8%
182	32	171	86	196	93	26
56.4%	37.1%	59.6%	67.8%	59.3%	54.9%	58.4%
87	37	76	18	79	52	11
27.%	43.1%	26.4%	14.1%	23.9%	30.7%	24.%
22	14	16	3	20	13	2
6.9%	15.8%	5.4%	2.7%	5.9%	7.8%	3.8%
213	36	195	105	232	104	32
66.2%	41.1%	68.2%	83.2%	70.2%	61.6%	72.2%
109	51	91	21	99	65	12
33.8%	58.9%	31.8%	16.8%	29.8%	38.4%	27.8%

	Senior Executive	Senior Executive	Employmen	_		
Business Owner No	Decision Maker Leader Yes	Decision Maker Leader No	t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
455	80	420	332		154	164
925	160	846	688	154	285	358
41	11	36	32	4	22	15
9.1%	14.2%	8.6%	9.5%	5.2%	14.3%	9.2%
263	49	240	201	34	86	102
57.7%	61.9%	57.%	60.7%	43.7%	55.8%	61.8%
120	17	114	83	28	36	42
26.4%	21.7%	27.%	25.1%	37.%	23.7%	25.7%
31	2	31	16	11	10	5
6.8%	2.2%	7.4%	4.7%	14.2%	6.2%	3.3%
304	61	276	233	38	108	117
66.8%	76.1%	65.6%	70.2%	48.8%	70.%	70.9%
151	19	145	99	39	46	48
33.2%	23.9%	34.4%	29.8%	51.2%	30.%	29.1%

Social Media Inactive
182
363
10
5.7%
102
55.9%
52
28.6%
18
9.7%
112
61.7%
70
38.3%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	249	251
	unw_base	1005	502	503
Very good	freq	17	11	6
Very good	prop	3.4%	4.4%	2.4%
Somewhat good	freq	227	117	111
Somewhat good	prop	45.5%	46.7%	44.3%
Somewhat bad	freq	210	101	110
Somewhat bad	prop	42.1%	40.3%	43.9%
Very bad	freq	45	21	24
Very bad	prop	9.%	8.6%	9.5%
Top2Box	freq	244	128	117
Top2Box	prop	48.9%	51.1%	46.6%
Low2Box	freq	256	122	134
Low2Box	prop	51.1%	48.9%	53.4%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
196	153	151	64	248	141	216
315	333	357	130	501	281	466
9	5	3		9	7	9
4.7%	3.4%	1.7%		3.7%	5.%	4.2%
95	70	63	22	108	77	104
48.4%	45.8%	41.5%	33.9%	43.7%	54.9%	47.9%
73	67	70	27	112	49	91
37.3%	43.9%	46.5%	42.3%	45.3%	35.%	42.2%
19	11	16	15	18	7	12
9.6%	6.9%	10.4%	23.9%	7.4%	5.1%	5.7%
104	75	65	22	117	84	113
53.1%	49.2%	43.1%	33.9%	47.4%	59.9%	52.1%
92	77	86	42	131	56	104
47.%	50.8%	56.9%	66.1%	52.6%	40.1%	47.9%

## **Great Britain**

## 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
284	164	119	217	303	197	37
539	335	233	437	630	375	76
8	4	3	10	12	4	3
2.8%	2.6%	2.5%	4.5%	4.1%	2.3%	9.4%
124	64	55	108	138	90	11
43.7%	39.2%	46.2%	49.9%	45.4%	45.6%	31.1%
119	70	52	88	127	84	18
42.%	42.8%	44.2%	40.5%	41.9%	42.4%	47.7%
33	25	9	11	26	19	4
11.6%	15.4%	7.2%	5.2%	8.6%	9.8%	11.9%
132	69	58	118	150	94	15
46.4%	41.8%	48.6%	54.4%	49.6%	47.8%	40.5%
152	96	61	99	153	103	22
53.6%	58.2%	51.4%	45.7%	50.4%	52.2%	59.5%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
463	58	442	345	79	195	136
929	119	886	701	174	382	274
13	5	12	14	1	11	2
2.9%	8.6%	2.7%	3.9%	1.1%	5.8%	1.8%
216	22	205	163	30	88	67
46.6%	38.8%	46.4%	47.2%	37.9%	45.3%	49.%
193	25	185	145	34	79	59
41.7%	43.5%	41.9%	42.2%	42.7%	40.3%	43.6%
41	5	40	23	14	17	8
8.8%	9.2%	9.%	6.7%	18.3%	8.6%	5.7%
229	27	217	176	31	100	69
49.6%	47.4%	49.1%	51.1%	39.%	51.1%	50.7%
234	30	225	169	48	95	67
50.5%	52.6%	50.9%	48.9%	61.%	48.9%	49.3%

Social Media Inactive
169
349
3
1.9%
72
42.9%
73
43.1%
21
12.2%

76 44.8% 93 55.2%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	506	267	239
Very good	freq	2	2	
Very good	prop	.5%	1.%	
Somewhat good	freq	99	64	35
Somewhat good	prop	19.7%	26.%	13.7%
Somewhat bad	freq	256	120	136
Somewhat bad	prop	51.3%	48.7%	53.8%
Very bad	freq	143	60	82
Very bad	prop	28.5%	24.4%	32.6%
Top2Box	freq	101	67	35
Top2Box	prop	20.2%	27.%	13.7%
Low2Box	freq	399	180	218
Low2Box	prop	79.8%	73.%	86.4%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
182	154	165	149	256	30	205
244	131	131	157	238	29	176
1	2	•		2	1	1
.4%	1.1%			.7%	2.6%	.7%
33	32	34	23	48	13	50
18.2%	20.5%	20.8%	15.2%	18.6%	43.1%	24.4%
98	73	85	71	143	9	99
54.2%	47.5%	51.6%	47.6%	55.8%	30.2%	48.2%
49	48	46	56	64	7	55
27.3%	30.9%	27.7%	37.3%	24.9%	24.1%	26.7%
34	33	34	23	49	14	52
18.6%	21.6%	20.8%	15.2%	19.3%	45.7%	25.1%
148	121	130	126	207	16	154
81.4%	78.4%	79.2%	84.8%	80.8%	54.3%	74.9%

Hungary

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
295	107	294	99	272	228	34
330	146	234	126	254	252	33
1	2		1	2	•	•
.3%	1.6%		.8%	.9%		
49	19	59	21	55	44	6
16.5%	17.6%	19.9%	21.5%	20.%	19.4%	18.3%
157	60	141	55	137	119	21
53.4%	55.7%	48.1%	56.%	50.4%	52.3%	59.8%
88	27	94	22	78	64	8
29.8%	25.1%	32.%	21.8%	28.7%	28.3%	21.9%
50	21	59	22	57	44	6
16.8%	19.2%	19.9%	22.2%	20.9%	19.4%	18.3%
245	86	235	77	215	183	28
83.2%	80.8%	80.1%	77.8%	79.1%	80.6%	81.7%

	Senior Executive	Senior Executive	Employmen	Flava-	On sint	On sint
Business	Decision Maker	Decision Maker	t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
466	48	452	330	106	174	246
473	51	455	317	135	175	251
2	2	1	2		1	1
.5%	3.7%	.2%	.8%		.4%	.4%
92	11	88	73	16	35	48
19.8%	22.4%	19.5%	22.%	15.5%	20.%	19.4%
236	20	236	164	60	83	135
50.6%	42.3%	52.2%	49.6%	56.9%	47.7%	54.8%
135	15	127	91	29	56	62
29.%	31.6%	28.2%	27.7%	27.7%	31.9%	25.4%
95	13	89	75	16	36	49
20.4%	26.1%	19.6%	22.7%	15.5%	20.4%	19.8%
371	35	363	255	90	139	198
79.6%	73.9%	80.4%	77.3%	84.6%	79.6%	80.2%

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ı				

Social Media Inactive
79
80
1
.9%
16
20.2%
38
48.%
24
30.9%
17
21.1%
63
78.9%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	256	244
	unw_base	502	226	276
Very good	freq	110	56	54
Very good	prop	22.1%	21.8%	22.3%
Somewhat good	freq	300	159	140
Somewhat good	prop	60.%	62.2%	57.7%
Somewhat bad	freq	77	34	43
Somewhat bad	prop	15.3%	13.2%	17.5%
Very bad	freq	13	7	6
Very bad	prop	2.7%	2.8%	2.5%
Top2Box	freq	410	215	195
Top2Box	prop	82.%	84.%	80.%
Low2Box	freq	90	41	49
Low2Box	prop	18.%	16.%	20.%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
267	140	93	75	86	339	306
224	154	124	66	83	353	340
59	38	14	19	20	71	66
22.1%	26.9%	14.6%	25.%	23.3%	21.1%	21.7%
159	87	54	36	54	209	191
59.5%	62.4%	58.%	48.4%	62.7%	61.9%	62.2%
42	11	23	16	8	52	46
15.7%	8.1%	25.2%	21.%	9.8%	15.5%	15.%
7	4	2	4	4	5	4
2.8%	2.7%	2.3%	5.7%	4.2%	1.6%	1.2%
218	125	68	55	74	281	257
81.6%	89.3%	72.5%	73.3%	86.%	82.9%	83.8%
49	15	26	20	12	58	50
18.5%	10.7%	27.5%	26.7%	14.%	17.1%	16.2%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
194		53	447	288	212	146
162		49	453	286	216	141
44		5	105	77	33	54
22.7%	•	10.2%	23.5%	26.8%	15.6%	37.1%
109		33	267	164	136	77
56.5%	-	63.%	59.6%	56.9%	64.2%	52.9%
31		14	62	40	36	12
15.9%	-	26.9%	14.%	13.9%	17.2%	8.4%
10			13	7	6	2
5.%	-		3.%	2.4%	3.%	1.6%
153		39	371	241	169	132
79.2%		73.1%	83.1%	83.7%	79.8%	90.%
40		14	76	47	43	15
20.8%		26.9%	16.9%	16.3%	20.2%	10.%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
354	280	220	420	67	400	74
361	281	221	426	61	401	75
56	78	32	102	8	99	7
15.9%	27.9%	14.6%	24.3%	11.5%	24.7%	9.4%
223	165	135	247	45	240	47
62.9%	59.%	61.2%	58.7%	67.4%	60.%	63.6%
64	31	45	60	13	53	16
18.2%	11.3%	20.5%	14.2%	19.3%	13.3%	21.7%
11	5	8	12	1	8	4
3.1%	1.8%	3.7%	2.9%	1.8%	1.9%	5.3%
279	243	167	349	53	339	54
78.8%	87.%	75.8%	83.%	78.9%	84.7%	73.%
75	37	53	72	14	61	20
21.3%	13.1%	24.2%	17.%	21.1%	15.3%	27.%

Social
Media
Inactive
26
26
4
16.8%
13
49.3%
7
27.9%
2
6.%
17
66.1%
9
33.9%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	246	254
	unw_base	502	250	252
Very good	freq	17	11	5
Very good	prop	3.3%	4.6%	2.1%
Somewhat good	freq	197	126	71
Somewhat good	prop	39.4%	51.2%	28.%
Somewhat bad	freq	242	93	149
Somewhat bad	prop	48.3%	37.8%	58.5%
Very bad	freq	45	16	29
Very bad	prop	8.9%	6.4%	11.4%
Top2Box	freq	214	137	77
Top2Box	prop	42.7%	55.8%	30.1%
Low2Box	freq	286	109	178
Low2Box	prop	57.3%	44.2%	69.9%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
225	156	119		•		311
220	147	135		-		300
7	3	7				13
3.%	1.6%	6.2%		•		4.1%
82	65	50				127
36.5%	41.4%	42.4%				40.8%
107	75	59				151
47.8%	48.%	49.8%				48.4%
29	14	2				21
12.8%	9.%	1.7%				6.6%
89	67	58				140
39.5%	43.%	48.5%				44.9%
136	89	61				171
60.5%	57.%	51.5%				55.1%

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
189	135	124	240	233	267	57
202	146	106	250	240	262	60
4	8	3	6	10	7	0
2.%	5.9%	2.4%	2.3%	4.1%	2.6%	.9%
70	53	45	99	98	99	29
37.1%	39.1%	36.4%	41.1%	41.9%	37.3%	51.9%
91	60	64	117	108	133	24
48.2%	44.5%	51.9%	48.7%	46.5%	50.%	43.%
24	14	12	19	18	27	2
12.7%	10.5%	9.3%	7.9%	7.5%	10.2%	4.2%
74	61	48	104	107	106	30
39.1%	45.1%	38.9%	43.5%	46.%	39.9%	52.8%
115	74	76	136	126	160	27
60.9%	55.%	61.2%	56.6%	54.%	60.1%	47.2%

	Senior Executive Decision	Senior Executive	Employmen t Status	Employmen	Social	Social
Business	Maker	Decision Maker	Total	Employmen t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
443	120	380	374	95	-	
442	118	384	376	95	-	
16	3	14	15	2	•	
3.6%	2.6%	3.6%	3.9%	2.1%		
168	50	147	148	34		
37.8%	41.9%	38.6%	39.5%	35.8%		
217	59	183	179	49		
49.%	48.8%	48.2%	47.7%	51.9%		
42	8	37	33	10		
9.5%	6.7%	9.6%	8.9%	10.2%		
184	53	160	162	36		
41.5%	44.4%	42.2%	43.4%	37.9%		
260	67	220	212	59		
58.5%	55.6%	57.8%	56.7%	62.1%		

Social	
Media	
Inactive	

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1007	531	476
Very good	freq	8	5	3
Very good	prop	1.6%	2.1%	1.1%
Somewhat good	freq	58	35	24
Somewhat good	prop	11.7%	14.%	9.4%
Somewhat bad	freq	273	143	130
Somewhat bad	prop	54.6%	57.8%	51.5%
Very bad	freq	161	65	96
Very bad	prop	32.1%	26.2%	37.9%
Top2Box	freq	66	40	27
Top2Box	prop	13.3%	16.1%	10.6%
Low2Box	freq	434	208	226
Low2Box	prop	86.7%	83.9%	89.4%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
161	191	148	142	201	75	233
314	401	292	243	417	181	478
4	4	0	5	1	2	5
2.4%	2.%	.3%	3.2%	.3%	2.8%	2.1%
26	16	17	13	24	14	23
15.9%	8.2%	11.5%	8.9%	11.9%	18.5%	10.1%
84	101	88	64	121	42	135
52.1%	53.%	59.4%	44.7%	60.1%	56.3%	58.1%
48	70	43	62	55	17	69
29.5%	36.9%	28.8%	43.3%	27.6%	22.4%	29.8%
30	19	17	17	25	16	28
18.4%	10.2%	11.8%	12.%	12.3%	21.3%	12.1%
131	171	131	125	176	59	204
81.6%	89.8%	88.2%	88.%	87.7%	78.7%	87.9%

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
267	213	214	73	229	271	44
529	248	543	216	484	523	97
3	3	3	2	5	3	4
1.2%	1.4%	1.2%	3.4%	2.2%	1.1%	9.1%
35	12	33	13	29	29	5
13.1%	5.8%	15.6%	17.3%	12.7%	10.9%	12.2%
138	107	124	42	124	149	22
51.6%	50.4%	58.%	57.%	54.3%	54.9%	50.1%
91	90	54	16	71	90	13
34.2%	42.4%	25.2%	22.3%	30.9%	33.2%	28.6%
38	15	36	15	34	32	9
14.3%	7.3%	16.8%	20.7%	14.9%	12.%	21.3%
229	197	178	58	195	239	35
85.7%	92.7%	83.2%	79.3%	85.1%	88.1%	78.7%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
456	79	421	277	188	297	100
910	182	825	616	328	604	208
4	4	4	5	3	5	2
.9%	5.7%	.9%	2.%	1.4%	1.5%	1.5%
53	13	46	33	20	45	7
11.6%	16.%	10.9%	12.%	10.8%	15.1%	7.5%
251	44	229	154	97	150	64
55.%	55.7%	54.4%	55.5%	51.5%	50.5%	64.5%
148	18	143	85	68	98	26
32.5%	22.8%	33.9%	30.6%	36.3%	32.9%	26.5%
57	17	49	39	23	49	9
12.5%	21.6%	11.7%	14.%	12.2%	16.6%	9.%
399	62	371	238	165	247	91
87.5%	78.4%	88.3%	86.%	87.8%	83.4%	91.%

<u> </u>	:	

Social Media Inactive
104
195
2
2.%
6
5.9%
59
56.9%
36
35.2%
8
7.9%
95
92.1%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	251	249
	unw_base	1006	580	426
Very good	freq	8	6	2
Very good	prop	1.7%	2.4%	1.%
Somewhat good	freq	106	58	48
Somewhat good	prop	21.2%	23.2%	19.2%
Somewhat bad	freq	278	131	147
Somewhat bad	prop	55.6%	52.1%	59.1%
Very bad	freq	108	56	52
Very bad	prop	21.5%	22.3%	20.7%
Top2Box	freq	115	64	50
Top2Box	prop	22.9%	25.6%	20.2%
Low2Box	freq	385	187	199
Low2Box	prop	77.1%	74.4%	79.8%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
169	166	166	297	165	38	255
250	361	395	546	356	104	558
3	3	3	3	4	2	6
1.7%	1.6%	1.8%	.9%	2.4%	4.5%	2.5%
49	27	31	52	41	14	48
28.9%	16.1%	18.6%	17.4%	24.8%	36.%	18.9%
90	96	92	169	89	20	144
53.2%	58.%	55.6%	56.8%	54.1%	52.9%	56.4%
27	40	40	74	31	3	56
16.3%	24.4%	23.9%	25.%	18.7%	6.6%	22.2%
51	29	34	54	45	15	54
30.5%	17.6%	20.4%	18.3%	27.2%	40.5%	21.4%
117	137	132	243	120	22	200
69.5%	82.4%	79.6%	81.7%	72.8%	59.5%	78.6%

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
245	267	101	132	254	246	30
448	281	203	522	581	425	76
2	5	0	3	4	4	2
.9%	2.%	.4%	2.%	1.7%	1.6%	5.7%
58	53	22	31	55	51	9
23.6%	20.%	21.4%	23.7%	21.6%	20.8%	28.8%
134	152	50	76	136	142	12
54.7%	56.8%	49.7%	57.7%	53.6%	57.7%	39.3%
51	57	29	22	59	49	8
20.8%	21.2%	28.5%	16.7%	23.1%	19.9%	26.2%
60	59	22	34	59	55	11
24.5%	22.%	21.9%	25.6%	23.4%	22.5%	34.5%
185	208	79	98	195	191	20
75.5%	78.%	78.1%	74.4%	76.7%	77.5%	65.5%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
470	52	448	336	133	42	128
930	135	871	727	213	92	285
7	3	5	7	1	2	1
1.4%	6.4%	1.1%	2.1%	1.1%	4.5%	.8%
97	14	92	74	29	14	25
20.7%	26.6%	20.6%	22.1%	21.9%	32.3%	19.7%
266	25	253	184	75	18	76
56.7%	48.%	56.5%	54.8%	56.6%	41.9%	59.2%
100	10	98	71	27	9	26
21.2%	19.1%	21.8%	21.%	20.3%	21.3%	20.3%
104	17	97	81	31	16	26
22.2%	33.%	21.7%	24.2%	23.%	36.8%	20.5%
365	35	350	255	103	27	102
77.8%	67.%	78.3%	75.9%	77.%	63.2%	79.5%

Social Media Inactive
330
629
5
1.7%
67
20.4%
185
56.%
73
22.%
73
22.1%
257

77.9%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	239	261
	unw_base	507	265	242
Very good	freq	42	14	28
Very good	prop	8.5%	5.9%	10.9%
Somewhat good	freq	74	48	26
Somewhat good	prop	14.8%	20.2%	9.8%
Somewhat bad	freq	210	112	98
Somewhat bad	prop	42.%	46.6%	37.7%
Very bad	freq	174	65	108
Very bad	prop	34.8%	27.3%	41.6%
Top2Box	freq	116	62	54
Top2Box	prop	23.3%	26.1%	20.7%
Low2Box	freq	384	177	207
Low2Box	prop	76.7%	73.9%	79.3%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
260	152	88	190	168	60	158
284	132	91	157	183	96	179
13	29	1	2	29	2	3
4.9%	19.1%	.9%	.8%	17.3%	2.8%	1.9%
53	13	8	44	16	10	17
20.4%	8.9%	8.6%	23.4%	9.8%	16.8%	11.1%
132	65	14	96	58	24	48
50.6%	42.6%	15.3%	50.6%	34.4%	39.8%	30.8%
63	45	67	48	65	24	89
24.1%	29.4%	75.3%	25.2%	38.6%	40.5%	56.3%
66	42	8	46	45	12	20
25.2%	28.%	9.5%	24.2%	27.%	19.7%	13.%
194	109	80	144	122	48	137
74.8%	72.%	90.5%	75.8%	73.%	80.3%	87.%

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
342	220	161	119	250	250	67
328	17	262	228	287	220	106
40	37	2	3	31	11	2
11.5%		1.3%	2.6%	12.6%	4.4%	3.7%
56	36	20	18	34	40	12
16.5%		12.2%	15.6%	13.8%	15.8%	17.7%
161	92	69	48	105	104	28
47.1%		43.1%	40.7%	42.2%	41.7%	41.8%
85	55	70	49	79	95	25
24.9%		43.5%	41.1%	31.5%	38.1%	36.7%
96	73	22	22	66	51	14
28.%		13.4%	18.2%	26.4%	20.2%	21.4%
246	147	139	97	184	200	53
72.%		86.6%	81.8%	73.6%	79.8%	78.6%

	Senior Executive	Senior Executive	Employmen			
Business	Decision Maker	Decision Maker	t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
433	81	419	255	39	360	107
401	132	375	345	51	331	120
40	2	40	32	•	42	
9.2%	3.1%	9.5%	12.4%		11.6%	
62	15	59	52	3	44	27
14.3%	18.3%	14.1%	20.4%	7.8%	12.4%	25.2%
182	33	176	89	20	144	51
42.%	41.3%	42.1%	34.9%	51.8%	40.%	48.%
149	30	144	82	16	130	28
34.5%	37.4%	34.3%	32.3%	40.4%	36.1%	26.7%
102	17	99	84	3	86	27
23.6%	21.4%	23.7%	32.8%	7.8%	24.%	25.2%
331	63	320	171	36	274	80
76.4%	78.6%	76.4%	67.2%	92.2%	76.1%	74.8%

Social
Media
Inactive
33
56
1
1.9%
3
7.8%
15
44.1%
15
46.1%
3
9.8%
30
90.2%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	246	254
	unw_base	507	234	273
Very good	freq	1	1	
Very good	prop	.3%	.5%	
Somewhat good	freq	223	112	111
Somewhat good	prop	44.7%	45.6%	43.8%
Somewhat bad	freq	222	112	109
Somewhat bad	prop	44.3%	45.7%	43.%
Very bad	freq	54	20	33
Very bad	prop	10.7%	8.2%	13.2%
Top2Box	freq	225	113	111
Top2Box	prop	44.9%	46.1%	43.8%
Low2Box	freq	275	133	143
Low2Box	prop	55.1%	53.9%	56.2%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
271	152	77	326	162	12	152
254	172	81	305	186	16	165
1	1	•	1	•	1	1
.3%	.4%		.2%			.5%
103	77	43	131	86	6	81
38.2%	50.6%	55.7%	40.2%	53.2%		53.1%
133	59	29	151	66	5	58
49.1%	39.1%	38.%	46.3%	40.5%		38.%
34	15	5	43	10		13
12.5%	9.9%	6.2%	13.3%	6.4%		8.5%
104	78	43	131	86	7	81
38.4%	51.%	55.7%	40.4%	53.2%		53.5%
167	74	34	194	76	5	71
61.6%	49.%	44.3%	59.6%	46.9%		46.5%

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
348		385	115	264	236	125
342		294	213	269	238	128
1			1	1	1	1
.2%			1.1%	.3%	.3%	.6%
143		174	49	135	88	55
41.%		45.3%	42.6%	51.3%	37.3%	43.5%
164		166	56	106	116	59
47.1%		43.2%	48.3%	40.1%	49.1%	47.%
41		45	9	22	32	11
11.7%		11.6%	8.%	8.3%	13.4%	9.%
143		174	50	136	89	55
41.2%		45.3%	43.7%	51.5%	37.5%	44.%
205		211	65	128	147	70
58.8%		54.7%	56.3%	48.5%	62.5%	56.%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
375	134	366	334	67	368	100
379	146	361	354	62	382	97
1	1	1	1		1	
.2%	.5%	.2%	.4%		.4%	
169	62	161	161	27	172	39
45.1%	46.6%	44.%	48.1%	41.1%	46.6%	38.9%
163	60	161	145	30	157	49
43.5%	44.9%	44.1%	43.4%	44.5%	42.6%	48.7%
42	11	43	27	10	38	12
11.3%	8.%	11.7%	8.1%	14.5%	10.5%	12.4%
169	63	161	162	27	173	39
45.2%	47.1%	44.1%	48.5%	41.1%	47.%	38.9%
205	71	204	172	39	195	61
54.8%	52.9%	55.9%	51.5%	59.%	53.%	61.1%

Social Media Inactive
32
28
13
40.1%
16
51.1%
3
8.8%
13
40.1%
19
59.9%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	249	251
	unw_base	509	256	253
Very good	freq	5	4	1
Very good	prop	1.%	1.8%	.3%
Somewhat good	freq	139	77	61
Somewhat good	prop	27.7%	31.1%	24.4%
Somewhat bad	freq	278	125	153
Somewhat bad	prop	55.5%	50.2%	60.8%
Very bad	freq	79	42	37
Very bad	prop	15.8%	17.%	14.5%
Top2Box	freq	144	82	62
Top2Box	prop	28.7%	32.8%	24.7%
Low2Box	freq	356	167	189
Low2Box	prop	71.3%	67.2%	75.3%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
202	156	142	323	98	10	273
176	172	161	289	136	10	287
3	2	•	3	2		2
1.5%	1.3%		1.%	1.8%		.9%
59	40	39	87	32	2	65
29.3%	25.9%	27.5%	27.%	32.6%		24.%
115	84	79	183	50	7	161
56.9%	54.%	55.2%	56.8%	50.8%		58.8%
25	29	25	49	14	1	45
12.3%	18.8%	17.3%	15.2%	14.8%		16.4%
62	42	39	91	34	2	68
30.8%	27.2%	27.5%	28.1%	34.4%		24.8%
140	113	103	232	64	8	205
69.2%	72.8%	72.5%	71.9%	65.6%		75.2%

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
227	74	311	115	237	263	39
222	26	237	246	272	237	45
3	2	•	3	3	2	1
1.2%	2.7%		2.6%	1.3%	.8%	3.6%
73	15	82	42	66	73	9
32.3%	20.8%	26.2%	36.3%	27.9%	27.6%	23.2%
117	37	184	56	131	147	22
51.5%	50.5%	59.2%	48.8%	55.4%	55.6%	56.%
34	19	45	14	37	42	7
15.%	26.%	14.6%	12.3%	15.5%	16.%	17.3%
76	17	82	45	69	75	11
33.5%	23.5%	26.2%	38.9%	29.2%	28.4%	26.7%
151	57	230	70	168	189	29
66.6%	76.5%	73.8%	61.1%	70.9%	71.6%	73.3%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
461	74	426	312	129	232	173
464	97	412	351	95	249	176
4	1	4	2	1	2	
.8%	1.9%	.8%	.8%	.5%	1.%	-
130	27	111	86	37	68	51
28.1%	37.2%	26.1%	27.5%	29.1%	29.5%	29.3%
255	36	242	177	67	123	105
55.5%	48.6%	56.7%	56.7%	52.%	53.%	61.%
72	9	70	47	24	38	17
15.6%	12.3%	16.3%	15.1%	18.4%	16.4%	9.7%
133	29	115	88	38	71	51
28.9%	39.1%	26.9%	28.2%	29.6%	30.6%	29.3%
327	45	311	224	91	161	122
71.1%	60.9%	73.1%	71.8%	70.5%	69.4%	70.7%

Social	
Media	
Inactive	
	(
	(
	_
2	Ω

2.8% 20 20.5% 49 51.7% 24 25.% 22 23.3% 73 76.7%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	238	262
	unw_base	506	260	246
Very good	freq	14	9	5
Very good	prop	2.8%	3.9%	1.8%
Somewhat good	freq	127	56	71
Somewhat good	prop	25.5%	23.6%	27.3%
Somewhat bad	freq	271	128	143
Somewhat bad	prop	54.1%	53.7%	54.5%
Very bad	freq	88	45	43
Very bad	prop	17.6%	18.8%	16.5%
Top2Box	freq	141	65	76
Top2Box	prop	28.3%	27.5%	29.%
Low2Box	freq	359	172	186
Low2Box	prop	71.7%	72.5%	71.%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
207	159	134	33	219	202	220
144	215	147	22	167	280	288
8	3	2	2	2	7	9
4.%	2.2%	1.8%	6.6%	1.%	3.7%	4.2%
61	42	25	12	66	42	51
29.3%	26.3%	18.8%	36.3%	30.3%	21.%	23.2%
112	80	79	8	124	114	109
54.1%	50.3%	58.8%	25.%	56.8%	56.6%	49.5%
26	34	28	11	26	38	51
12.7%	21.3%	20.7%	32.2%	11.9%	18.8%	23.1%
69	45	28	14	68	50	60
33.2%	28.4%	20.6%	42.9%	31.3%	24.6%	27.3%
138	114	106	19	150	152	160
66.8%	71.6%	79.5%	57.2%	68.7%	75.4%	72.7%

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
280	85	290	125	243	257	28
218	28	131	347	295	211	47
5	8	4	2	6	8	3
1.7%	9.3%	1.3%	1.8%	2.5%	3.1%	10.4%
76	18	92	17	50	77	3
27.3%	21.%	31.9%	13.9%	20.7%	30.%	10.8%
162	44	155	72	140	131	15
57.8%	51.6%	53.4%	57.5%	57.6%	50.9%	52.4%
37	15	39	34	47	41	7
13.2%	18.1%	13.4%	26.9%	19.2%	16.1%	26.5%
81	26	96	20	56	85	6
29.1%	30.3%	33.2%	15.6%	23.2%	33.1%	21.2%
198	59	194	106	186	172	22
71.%	69.7%	66.8%	84.4%	76.8%	66.9%	78.8%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
472	49	451	300	120	149	127
459	77	429	401	47	173	189
11	3	11	8	6	4	1
2.4%	6.5%	2.4%	2.8%	4.7%	2.7%	.7%
124	3	124	56	52	35	29
26.4%	6.7%	27.6%	18.8%	43.3%	23.3%	22.8%
256	31	240	162	51	80	74
54.2%	62.2%	53.3%	54.1%	42.6%	53.9%	58.6%
80	12	76	73	11	30	23
17.1%	24.7%	16.8%	24.4%	9.4%	20.1%	17.9%
136	6	135	65	58	39	30
28.7%	13.1%	30.%	21.5%	48.%	26.%	23.5%
337	43	316	235	63	110	97
71.3%	86.9%	70.1%	78.5%	52.%	74.%	76.5%

Social Media Inactive
224
144
9
4.1%
64
28.5%
116
51.8%
35
15.7%
73
32.5%
151

67.5%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	292	208
	unw_base	504	275	229
Very good	freq	208	140	68
Very good	prop	41.6%	47.9%	32.9%
Somewhat good	freq	238	124	114
Somewhat good	prop	47.6%	42.4%	54.9%
Somewhat bad	freq	47	24	23
Somewhat bad	prop	9.4%	8.2%	11.1%
Very bad	freq	7	4	2
Very bad	prop	1.3%	1.5%	1.%
Top2Box	freq	446	263	183
Top2Box	prop	89.3%	90.2%	87.9%
Low2Box	freq	54	28	25
Low2Box	prop	10.8%	9.8%	12.1%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	171	45	276	111	57	306
302	166	36	278	115	55	313
110	77	22	121	37	20	125
38.6%	45.%	48.2%	43.7%	33.8%	35.2%	41.%
129	86	23	121	62	32	153
45.4%	50.2%	51.8%	43.7%	56.5%	56.4%	50.1%
40	7		31	9	5	25
14.%	4.3%		11.4%	7.8%	8.4%	8.2%
6	1		3	2		2
2.%	.6%		1.2%	1.9%		.8%
239	162	45	241	100	53	279
84.%	95.1%	100.%	87.4%	90.3%	91.7%	91.1%
45	8		35	11	5	27
16.%	4.9%		12.6%	9.7%	8.4%	8.9%

## 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
194	136	122	243	251	249	74
191	134	119	251	244	260	74
83	67	47	94	119	89	26
42.7%	49.6%	38.3%	38.8%	47.4%	35.8%	34.5%
85	56	59	123	109	129	39
43.7%	41.2%	48.7%	50.7%	43.4%	51.9%	52.9%
22	10	15	22	20	27	8
11.4%	7.6%	12.1%	9.1%	7.9%	11.%	10.9%
4	2	1	3	3	3	1
2.2%	1.6%	.9%	1.4%	1.4%	1.3%	1.7%
168	123	106	217	228	218	65
86.4%	90.8%	87.1%	89.5%	90.7%	87.7%	87.4%
26	13	16	26	23	30	9
13.6%	9.2%	13.%	10.5%	9.3%	12.3%	12.6%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
426	116	384	307	162	218	166
430	114	390	308	168	217	171
183	51	157	145	55	80	71
42.9%	44.2%	40.9%	47.3%	34.1%	36.5%	42.7%
199	51	187	128	89	111	81
46.7%	44.3%	48.6%	41.8%	54.9%	51.1%	48.7%
39	11	36	29	17	24	13
9.2%	9.5%	9.4%	9.6%	10.3%	10.9%	8.%
5	2	4	4	1	3	1
1.3%	2.%	1.1%	1.4%	.8%	1.5%	.6%
381	103	344	273	144	191	152
89.6%	88.5%	89.5%	89.1%	88.9%	87.6%	91.4%
44	13	40	34	18	27	14
10.4%	11.5%	10.5%	11.%	11.1%	12.4%	8.6%

Social Media Inactive				
116				
116				
58				
49.7%				
46				
39.5%				
10				
8.8%				
2				
2.%				
104				
89.2%				
13				
10.8%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	240	260
	unw_base	500	211	289
Very good	freq	3	3	1
Very good	prop	.7%	1.1%	.3%
Somewhat good	freq	43	25	18
Somewhat good	prop	8.7%	10.5%	7.%
Somewhat bad	freq	189	104	85
Somewhat bad	prop	37.8%	43.3%	32.7%
Very bad	freq	264	108	156
Very bad	prop	52.9%	45.1%	60.%
Top2Box	freq	47	28	19
Top2Box	prop	9.4%	11.6%	7.2%
Low2Box	freq	453	213	241
Low2Box	prop	90.7%	88.4%	92.8%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
284	137	80	62	108	329	182
181	188	131	45	105	350	231
	3	•	1	1	2	2
	2.5%		1.5%	.7%	.6%	1.%
29	12	3	8	9	26	16
10.1%	8.5%	4.%	13.1%	8.6%	7.9%	9.%
105	52	32	20	36	133	77
37.%	38.%	40.5%	32.1%	33.6%	40.3%	42.5%
150	70	44	33	62	169	86
52.9%	51.1%	55.6%	53.3%	57.1%	51.4%	47.5%
29	15	3	9	10	28	18
10.1%	11.%	4.%	14.6%	9.2%	8.4%	10.%
255	122	77	53	98	302	163
89.9%	89.%	96.%	85.4%	90.8%	91.6%	90.%

# **South Africa**

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
318	227	119	154	254	246	93
269	218	133	149	280	220	101
2	1	1	2	3		1
.5%	.4%	.6%	1.2%	1.4%		1.%
27	17	11	15	26	17	14
8.5%	7.4%	9.6%	9.7%	10.2%	7.1%	15.4%
112	77	57	55	84	105	35
35.1%	34.%	48.%	35.6%	33.%	42.8%	37.8%
178	132	50	82	141	123	43
55.9%	58.2%	41.8%	53.5%	55.5%	50.1%	45.8%
29	18	12	17	29	17	15
9.%	7.8%	10.2%	10.9%	11.5%	7.1%	16.4%
290	210	106	137	225	228	78
91.%	92.2%	89.8%	89.1%	88.5%	92.9%	83.6%

	Senior Executive	Senior Executive	Employmen	F	Casial	Coolel
Business Owner No	Decision Maker Leader Yes	Decision Maker Leader No	t Status Total	t Status Not	Social Media Active	Social Media
407	154	346	Employed 388	Employed 94	317	Passive
						124
399	160	340	411	61	309	135
3	3	1	3		3	
.6%	1.6%	.3%	.9%		1.1%	•
29	16	27	31	11	32	10
7.1%	10.4%	7.9%	8.1%	11.9%	10.2%	7.8%
154	59	130	142	38	125	41
37.8%	38.3%	37.6%	36.7%	40.9%	39.5%	33.2%
221	77	188	211	44	156	73
54.5%	49.6%	54.3%	54.4%	47.3%	49.2%	58.9%
31	19	28	35	11	36	10
7.7%	12.1%	8.1%	9.%	11.9%	11.3%	7.8%
375	136	317	353	83	281	114
92.3%	88.%	91.9%	91.%	88.2%	88.7%	92.2%

Social Media Inactive
60
56
1
2.1%
23
38.5%
36
59.5%
1
2.1%
59
97.9%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	253	247
	unw_base	505	267	238
Very good	freq	11	11	
Very good	prop	2.2%	4.4%	
Somewhat good	freq	52	27	25
Somewhat good	prop	10.5%	10.9%	10.1%
Somewhat bad	freq	215	110	105
Somewhat bad	prop	43.%	43.4%	42.5%
Very bad	freq	222	104	117
Very bad	prop	44.3%	41.3%	47.4%
Top2Box	freq	63	39	25
Top2Box	prop	12.7%	15.3%	10.1%
Low2Box	freq	437	214	222
Low2Box	prop	87.3%	84.7%	90.%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
191	191	117	88	174	238	287
127	229	149	73	171	261	331
8	1	2	3	3	5	6
4.2%	.4%	2.%	3.6%	1.8%	2.1%	2.3%
15	27	10	6	21	25	38
8.1%	13.9%	8.7%	6.9%	12.2%	10.5%	13.2%
81	70	64	36	71	107	131
42.4%	36.5%	54.4%	41.1%	41.1%	45.1%	45.8%
87	94	41	43	78	101	111
45.3%	49.1%	34.9%	48.5%	44.9%	42.4%	38.8%
23	27	13	9	24	30	44
12.3%	14.4%	10.7%	10.5%	14.%	12.5%	15.4%
168	164	105	79	149	208	243
87.8%	85.6%	89.4%	89.5%	86.%	87.5%	84.6%

# South Korea

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
213	8	127	365	254	246	69
174	6	111	388	287	218	80
5	•	2	9	9	2	3
2.2%		1.9%	2.4%	3.4%	1.%	4.4%
15	1	12	39	34	18	15
6.8%		9.7%	10.7%	13.5%	7.4%	22.3%
83	2	62	152	107	107	24
39.2%		48.7%	41.5%	42.3%	43.7%	35.%
110	6	50	166	104	118	27
51.8%		39.6%	45.4%	40.8%	48.%	38.4%
19	1	15	48	43	20	18
9.%		11.6%	13.1%	16.9%	8.3%	26.6%
194	7	112	317	211	226	51
91.%		88.4%	86.9%	83.1%	91.7%	73.4%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
431	100	400	351	106	148	225
425	118	387	382	73	147	229
8	4	7	9	2	8	2
1.9%	4.1%	1.8%	2.5%	2.3%	5.7%	.7%
37	21	31	41	11	32	13
8.6%	21.4%	7.7%	11.6%	10.3%	21.4%	5.6%
191	31	184	146	40	46	103
44.3%	31.2%	45.9%	41.8%	38.%	31.3%	45.8%
195	43	179	155	52	62	108
45.3%	43.3%	44.6%	44.2%	49.4%	41.6%	47.9%
45	25	38	49	13	40	14
10.5%	25.5%	9.5%	14.%	12.6%	27.1%	6.3%
386	74	362	301	92	108	211
89.6%	74.5%	90.5%	86.%	87.4%	72.9%	93.7%

Social
Media
Inactive
127
129
1
.9%
8
6.4%
66
51.6%
52
41.2%
9
7.3%
118
92.7%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1003	505	498
Very good	freq	12	8	4
Very good	prop	2.3%	3.2%	1.5%
Somewhat good	freq	64	37	27
Somewhat good	prop	12.8%	14.7%	10.8%
Somewhat bad	freq	228	117	111
Somewhat bad	prop	45.6%	46.4%	44.7%
Very bad	freq	197	90	107
Very bad	prop	39.3%	35.8%	43.%
Top2Box	freq	75	45	31
Top2Box	prop	15.1%	17.8%	12.3%
Low2Box	freq	425	207	217
Low2Box	prop	84.9%	82.2%	87.7%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
174	191	135	253	149	26	238
340	375	288	527	290	48	491
5	4	3	7	2	1	6
3.%	2.%	1.9%	2.7%	1.2%	5.5%	2.4%
19	21	23	26	25	5	35
11.2%	11.3%	16.9%	10.5%	16.8%	17.8%	14.5%
75	94	59	110	73	16	112
43.2%	49.%	43.8%	43.6%	49.%	60.9%	47.2%
74	72	50	109	49	4	86
42.6%	37.8%	37.4%	43.2%	33.1%	15.9%	35.9%
25	25	25	33	27	6	40
14.2%	13.2%	18.8%	13.2%	18.%	23.2%	16.9%
149	166	110	219	122	20	198
85.8%	86.8%	81.2%	86.8%	82.1%	76.8%	83.1%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
262	227	118	155	254	246	39
512	601	90	312	520	483	86
6	4	3	5	7	4	4
2.3%	1.7%	2.3%	3.3%	2.9%	1.7%	11.%
29	27	13	24	34	30	9
11.2%	11.7%	11.%	15.7%	13.4%	12.1%	22.%
116	96	54	78	116	112	16
44.1%	42.2%	45.6%	50.5%	45.7%	45.5%	41.2%
111	101	49	47	96	100	10
42.4%	44.4%	41.2%	30.5%	38.%	40.8%	25.8%
35	30	16	29	42	34	13
13.4%	13.4%	13.3%	19.%	16.4%	13.8%	33.1%
227	197	102	125	212	212	26
86.6%	86.6%	86.7%	81.%	83.6%	86.2%	66.9%

	Senior Executive	Senior Executive	Employmen			
Business Owner No	Decision Maker Leader Yes	Decision Maker Leader No	t Status Total Employed	t Status Not Employed	Social Media Active	Social Media Passive
461	56	444	301	158	251	143
917	112	891	617	302	490	287
7	7	5	9	3	12	
1.6%	12.%	1.1%	2.9%	1.6%	4.6%	
55	8	56	42	15	32	15
12.%	14.%	12.6%	14.%	9.6%	12.6%	10.6%
212	30	198	147	60	116	70
45.9%	52.6%	44.7%	48.8%	38.2%	46.2%	48.6%
187	12	185	104	80	92	58
40.5%	21.4%	41.6%	34.4%	50.6%	36.6%	40.8%
63	15	61	51	18	43	15
13.6%	26.1%	13.7%	16.8%	11.2%	17.2%	10.6%
398	42	383	251	141	208	128
86.4%	74.%	86.3%	83.2%	88.8%	82.8%	89.4%

Social Media Inactive
106
226
17
16.1%
42
40.%
47
43.9%
17
16.1%
89
83.9%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	253	247
	unw_base	508	254	254
Very good	freq	43	30	13
Very good	prop	8.7%	11.9%	5.4%
Somewhat good	freq	269	139	131
Somewhat good	prop	53.8%	54.7%	52.9%
Somewhat bad	freq	133	63	70
Somewhat bad	prop	26.6%	24.9%	28.4%
Very bad	freq	54	21	33
Very bad	prop	10.8%	8.5%	13.3%
Top2Box	freq	313	169	144
Top2Box	prop	62.5%	66.6%	58.4%
Low2Box	freq	187	85	103
Low2Box	prop	37.5%	33.4%	41.7%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
194	161	145	86	240	106	149
89	169	250	108	230	106	201
8	15	20	8	17	17	18
4.3%	9.6%	13.5%	9.7%	7.2%	15.8%	12.1%
97	100	72	33	144	57	93
50.1%	62.5%	49.3%	38.3%	60.1%	54.%	62.3%
55	37	42	31	57	19	32
28.3%	22.9%	28.6%	35.4%	23.6%	17.8%	21.1%
34	8	13	14	22	13	7
17.4%	5.%	8.7%	16.6%	9.1%	12.5%	4.5%
105	116	91	41	162	74	111
54.4%	72.1%	62.8%	48.%	67.3%	69.7%	74.4%
89	45	54	45	79	32	38
45.6%	27.9%	37.2%	52.%	32.7%	30.3%	25.6%

## Sweden

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
351	108	232	160	306	194	69
307	306	93	109	317	191	67
25	4	19	21	20	23	8
7.3%	3.5%	8.1%	13.%	6.5%	12.1%	11.7%
176	52	129	88	172	98	32
50.2%	48.4%	55.5%	55.1%	56.2%	50.2%	46.2%
102	38	56	39	83	51	17
29.%	35.2%	24.1%	24.5%	27.%	26.%	24.1%
47	14	28	12	31	23	12
13.6%	13.%	12.3%	7.4%	10.3%	11.7%	17.9%
201	56	148	109	192	121	40
57.5%	51.9%	63.6%	68.1%	62.7%	62.3%	57.9%
149	52	85	51	114	73	29
42.5%	48.1%	36.4%	31.9%	37.3%	37.7%	42.1%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
431	87	413	382	89	186	144
441	93	415	374	72	138	157
35	13	31	31	8	23	8
8.2%	14.5%	7.5%	8.%	8.9%	12.5%	5.3%
237	47	222	221	37	97	77
55.1%	53.8%	53.9%	57.8%	41.6%	51.9%	53.4%
117	24	109	97	27	32	48
27.%	27.7%	26.4%	25.5%	30.2%	17.2%	33.5%
42	3	51	33	17	34	11
9.7%	4.%	12.3%	8.7%	19.3%	18.4%	7.8%
273	60	253	251	45	120	85
63.3%	68.3%	61.3%	65.8%	50.4%	64.4%	58.7%
158	28	160	131	44	66	60
36.8%	31.7%	38.7%	34.2%	49.6%	35.6%	41.3%

Social Media Inactive			
170			
213			
12			
7.4%			
95			
56.3%			
53			
31.2%			
9			
5.2%			
108			
63.7%			
62			
36.4%			

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	503	302	201
Very good	freq	35	29	6
Very good	prop	7.1%	11.5%	2.5%
Somewhat good	freq	153	102	51
Somewhat good	prop	30.7%	40.6%	20.6%
Somewhat bad	freq	140	72	67
Somewhat bad	prop	27.9%	28.6%	27.2%
Very bad	freq	172	49	123
Very bad	prop	34.4%	19.3%	49.7%
Top2Box	freq	189	132	57
Top2Box	prop	37.8%	52.1%	23.1%
Low2Box	freq	311	121	190
Low2Box	prop	62.3%	47.9%	76.9%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
242	170	88	17	111	371	290
254	206	43	11	75	417	325
22	12	1		12	23	23
9.%	7.3%	1.3%		10.6%	6.3%	8.%
85	53	15	4	28	122	95
35.%	31.3%	17.6%		24.8%	32.7%	32.7%
73	51	16	9	23	108	77
30.2%	29.7%	18.1%		20.5%	29.1%	26.6%
62	54	55	4	49	118	95
25.8%	31.7%	63.%		44.1%	31.9%	32.7%
106	66	17	4	39	145	118
44.%	38.6%	18.9%		35.4%	39.%	40.7%
136	104	71	13	72	226	172
56.%	61.4%	81.1%		64.6%	61.%	59.3%

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
210	299	33	168	273	227	51
178	130	61	312	328	175	63
12	21	4	11	25	10	9
5.7%	6.9%	12.1%	6.3%	9.3%	4.4%	18.3%
59	93	10	51	93	61	13
28.%	31.1%	30.1%	30.2%	33.9%	26.8%	26.1%
62	73	11	56	78	61	18
29.7%	24.4%	33.6%	33.%	28.6%	27.1%	35.3%
77	113	8	51	77	95	10
36.6%	37.6%	24.2%	30.5%	28.2%	41.8%	20.3%
71	113	14	61	118	71	23
33.7%	38.%	42.3%	36.5%	43.2%	31.2%	44.4%
139	186	19	107	155	156	28
66.3%	62.1%	57.7%	63.5%	56.8%	68.8%	55.6%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
449	151	349	294	127	273	166
440	206	297	380	88	299	164
26	23	12	26	8	27	6
5.8%	15.2%	3.5%	8.9%	5.9%	9.7%	3.8%
140	52	101	101	35	85	54
31.2%	34.7%	29.%	34.3%	27.6%	31.%	32.5%
122	38	101	79	39	68	47
27.1%	25.3%	29.%	26.9%	30.6%	24.9%	28.7%
161	37	134	88	46	94	58
35.9%	24.8%	38.5%	29.9%	35.8%	34.4%	35.1%
166	75	114	127	43	111	60
37.%	49.9%	32.5%	43.2%	33.6%	40.7%	36.2%
283	75	236	167	85	162	106
63.%	50.1%	67.5%	56.8%	66.4%	59.3%	63.8%

Social Media			
Inactive			
	61		
	40		

0 1
40
3
4.1%
15
24.6%
24
39.4%
19
31.9%
17
28.7%

44 71.3%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1003	516	487
Very good	freq	51	41	10
Very good	prop	10.1%	16.6%	3.8%
Somewhat good	freq	176	97	79
Somewhat good	prop	35.2%	39.4%	31.2%
Somewhat bad	freq	190	83	107
Somewhat bad	prop	38.%	33.6%	42.4%
Very bad	freq	83	26	57
Very bad	prop	16.6%	10.5%	22.7%
Top2Box	freq	227	139	88
Top2Box	prop	45.4%	56.%	35.%
Low2Box	freq	273	109	164
Low2Box	prop	54.6%	44.1%	65.%

# **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	150	167	81	196	209	275
287	300	416	97	376	503	612
29	15	6	5	13	32	32
16.1%	9.8%	3.9%	6.8%	6.5%	15.5%	11.7%
73	53	50	22	62	88	93
40.%	35.2%	30.1%	26.9%	31.6%	42.2%	33.6%
53	59	78	35	82	69	107
29.2%	39.1%	46.6%	43.2%	41.6%	33.1%	38.8%
27	24	32	19	40	19	44
14.7%	15.9%	19.4%	23.1%	20.3%	9.2%	16.%
102	68	57	27	75	121	125
56.1%	45.%	34.%	33.7%	38.1%	57.7%	45.3%
80	83	110	54	121	89	151
43.9%	55.%	66.%	66.3%	61.9%	42.3%	54.7%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
225	231	127	141	287	213	72
391	333	329	341	606	397	147
19	15	9	26	43	7	22
8.3%	6.5%	7.3%	18.6%	15.1%	3.4%	31.1%
84	73	43	60	111	65	28
37.2%	31.4%	33.8%	42.7%	38.7%	30.5%	39.3%
83	102	48	40	92	98	13
37.1%	44.%	37.9%	28.3%	32.2%	45.9%	17.3%
39	42	27	15	40	43	9
17.5%	18.1%	21.%	10.4%	14.%	20.2%	12.3%
102	88	52	87	155	72	51
45.5%	37.9%	41.1%	61.3%	53.8%	34.%	70.3%
123	144	75	55	133	140	21
54.6%	62.1%	58.9%	38.7%	46.2%	66.1%	29.7%

#### s it...

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
428	88	412	326	93	230	103
856	193	810	697	174	450	214
28	26	25	43	4	38	4
6.6%	29.8%	6.%	13.2%	4.2%	16.7%	3.9%
148	35	141	129	26	84	30
34.5%	40.3%	34.1%	39.4%	28.%	36.4%	29.2%
177	16	174	113	40	74	43
41.5%	18.8%	42.1%	34.6%	43.5%	32.2%	42.%
74	10	73	42	23	34	26
17.4%	11.2%	17.8%	12.8%	24.3%	14.7%	24.9%
176	61	165	172	30	122	34
41.1%	70.1%	40.1%	52.6%	32.2%	53.1%	33.1%
252	26	247	155	63	108	69
58.9%	30.%	59.9%	47.4%	67.8%	46.9%	66.9%

Social Media Inactive	US Region Northeast	US Region Midwest	US Region South	US Region West
166	91	110	184	115
339	203	194	376	230
8	9	6	17	18
5.%	9.9%	5.4%	9.5%	15.9%
62	29	44	67	37
37.3%	31.5%	40.%	36.3%	31.8%
72	39	45	62	44
43.5%	43.2%	41.2%	33.5%	38.1%
24	14	15	38	16
14.2%	15.5%	13.4%	20.7%	14.2%
70	38	50	84	55
42.3%	41.4%	45.4%	45.8%	47.7%
96	53	60	100	60
57.7%	58.6%	54.6%	54.2%	52.3%

Stub	Stat	Overall	Gender Male	Gender Female
	base	12500	6234	6266
	unw_base	18107	9181	8926
7 – Very strong economy	freq	385	240	145
7 – Very strong economy	prop	3.1%	3.9%	2.3%
6	freq	758	437	321
6	prop	6.1%	7.%	5.1%
5	freq	2461	1296	1164
5	prop	19.7%	20.8%	18.6%
4	freq	3502	1711	1791
4	prop	28.%	27.5%	28.6%
3	freq	2769	1331	1438
3	prop	22.2%	21.4%	23.%
2	freq	1289	615	673
2	prop	10.3%	9.9%	10.8%
1 – Very weak economy	freq	1336	603	732
1 – Very weak economy	prop	10.7%	9.7%	11.7%
Top3Box	freq	3604	1973	1631
Top3Box	prop	28.8%	31.7%	26.%
Low3Box	freq	5394	2550	2844
Low3Box	prop	43.2%	40.9%	45.4%
	mean	4.3377	4.2378	4.4371
	median	4	4	4

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

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
5342	4002	3156	3326	4123	3572	5760
6581	6156	5370	4391	6282	5566	8994
202	122	61	113	90	128	187
3.8%	3.1%	1.9%	3.4%	2.2%	3.6%	3.3%
332	257	169	128	213	297	417
6.2%	6.4%	5.4%	3.9%	5.2%	8.3%	7.2%
1089	770	602	453	806	869	1210
20.4%	19.2%	19.1%	13.6%	19.5%	24.3%	21.%
1545	1116	841	957	1167	974	1517
28.9%	27.9%	26.7%	28.8%	28.3%	27.3%	26.3%
1160	848	761	791	984	721	1248
21.7%	21.2%	24.1%	23.8%	23.9%	20.2%	21.7%
492	459	338	399	421	332	580
9.2%	11.5%	10.7%	12.%	10.2%	9.3%	10.1%
522	430	384	484	442	250	601
9.8%	10.7%	12.2%	14.6%	10.7%	7.%	10.4%
1623	1149	832	695	1109	1294	1814
30.4%	28.7%	26.4%	20.9%	26.9%	36.2%	31.5%
2174	1737	1483	1674	1847	1304	2429
40.7%	43.4%	47.%	50.3%	44.8%	36.5%	42.2%
4.2527	4.3509	4.4647	4.5989	4.4002	4.0814	4.2784
4	4	4	5	4	4	4

All Demos rom 1 to 7, where 7 means a very strong economy today and 1 means a very weak ecc

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
6740	3572	4877	4051	6691	5809	1497
9113	4099	7111	6897	10333	7774	2192
198	114	103	168	261	124	104
2.9%	3.2%	2.1%	4.2%	3.9%	2.1%	6.9%
341	153	254	351	443	315	145
5.1%	4.3%	5.2%	8.7%	6.6%	5.4%	9.7%
1251	565	980	917	1398	1063	335
18.6%	15.8%	20.1%	22.6%	20.9%	18.3%	22.4%
1985	996	1431	1076	1803	1700	378
29.5%	27.9%	29.3%	26.6%	27.%	29.3%	25.3%
1521	818	1077	874	1452	1317	272
22.6%	22.9%	22.1%	21.6%	21.7%	22.7%	18.2%
709	405	497	387	683	605	133
10.5%	11.4%	10.2%	9.6%	10.2%	10.4%	8.9%
735	521	536	279	650	686	131
10.9%	14.6%	11.%	6.9%	9.7%	11.8%	8.7%
1790	832	1336	1436	2102	1502	583
26.6%	23.3%	27.4%	35.4%	31.4%	25.9%	39.%
2965	1744	2110	1539	2785	2608	535
44.%	48.8%	43.3%	38.%	41.6%	44.9%	35.8%
4.3884	4.5539	4.386	4.0888	4.2541	4.4339	3.9963
4	4	4	4	4	4	4

#### nomy.

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
11003	2374	10126	8298	2613	5284	3231
15915	3547	14560	12670	3463	7300	4720
282	146	240	290	54	175	66
2.6%	6.1%	2.4%	3.5%	2.1%	3.3%	2.1%
613	234	525	541	134	320	178
5.6%	9.8%	5.2%	6.5%	5.2%	6.1%	5.5%
2126	569	1892	1752	473	987	601
19.3%	24.%	18.7%	21.1%	18.1%	18.7%	18.6%
3124	580	2923	2296	726	1459	930
28.4%	24.4%	28.9%	27.7%	27.8%	27.6%	28.8%
2497	449	2320	1781	613	1173	752
22.7%	18.9%	22.9%	21.5%	23.4%	22.2%	23.3%
1156	216	1072	854	266	560	394
10.5%	9.1%	10.6%	10.3%	10.2%	10.6%	12.2%
1205	181	1155	784	348	610	309
11.%	7.6%	11.4%	9.5%	13.3%	11.5%	9.6%
3021	948	2656	2583	661	1483	845
27.5%	39.9%	26.2%	31.1%	25.3%	28.1%	26.2%
4858	847	4547	3419	1226	2343	1456
44.2%	35.7%	44.9%	41.2%	46.9%	44.3%	45.1%
4.3841	3.9802	4.4215	4.2576	4.4917	4.3725	4.4064
4	4	4	4	4	4	4

Social Media Inactive						
2985						
4584						
91						
3.1%						
120						
4.%						
532						
17.8%						
849						
28.5%						
709						
23.8%						
292						
9.8%						
393						
13.2%						
742						
24.9%						
1394						
46.7%						
4.4778						
4						

		All		
Stub	Stat	Countries	Argentina	Australia
	base	12500	500	500
	unw_base	18107	500	1002
7 – Very strong economy	freq	385	6	5
7 – Very strong economy	prop	3.1%	1.1%	1.1%
6	freq	758	12	28
6	prop	6.1%	2.3%	5.6%
5	freq	2461	51	134
5	prop	19.7%	10.2%	26.8%
4	freq	3502	167	182
4	prop	28.%	33.4%	36.4%
3	freq	2769	134	101
3	prop	22.2%	26.9%	20.3%
2	freq	1289	62	31
2	prop	10.3%	12.4%	6.1%
1 – Very weak economy	freq	1336	68	19
1 – Very weak economy	prop	10.7%	13.6%	3.7%
Top3Box	freq	3604	68	168
Top3Box	prop	28.8%	13.6%	33.5%
Low3Box	freq	5394	265	150
Low3Box	prop	43.2%	53.%	30.1%
	mean	4.3377	4.7449	4.0222
	median	4	5	4

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

						Great
Belgium	Brazil	Canada	China	France	Germany	Britain
500	500	500	500	500	500	500
501	1006	1002	1001	1006	1006	1005
1	7	10	24	2	24	4
.3%	1.5%	2.%	4.8%	.5%	4.8%	.8%
18	7	10	74	9	90	28
3.7%	1.5%	2.%	14.8%	1.8%	18.%	5.6%
112	37	102	173	61	146	131
22.5%	7.3%	20.5%	34.6%	12.2%	29.2%	26.3%
171	102	174	127	142	137	173
34.3%	20.4%	34.7%	25.4%	28.5%	27.5%	34.7%
113	113	114	65	148	64	105
22.6%	22.7%	22.8%	13.%	29.7%	12.8%	21.%
39	74	51	22	63	23	37
7.8%	14.8%	10.2%	4.3%	12.6%	4.6%	7.5%
44	159	39	15	74	16	21
8.9%	31.8%	7.8%	3.1%	14.8%	3.1%	4.2%
132	51	122	271	73	260	163
26.5%	10.3%	24.4%	54.2%	14.5%	52.1%	32.7%
196	346	204	102	285	102	163
39.3%	69.3%	40.8%	20.4%	57.%	20.5%	32.7%
4.3413	5.3299	4.3631	3.5241	4.8178	3.5153	4.0857
4	5	4	3	5	3	4

All Countries

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

Hungary	India	Israel	Italy	Japan	Mexico	Peru
500	500	500	500	500	500	500
506	502	502	1007	1006	507	507
5	40	28	4	3	2	4
.9%	8.%	5.7%	.8%	.5%	.4%	.8%
14	64	66	8	6	15	6
2.8%	12.8%	13.3%	1.7%	1.3%	3.1%	1.3%
67	170	168	53	51	71	75
13.3%	34.%	33.7%	10.6%	10.2%	14.3%	15.%
102	160	138	107	151	130	195
20.4%	32.1%	27.5%	21.4%	30.2%	26.1%	39.1%
130	47	70	121	188	97	131
26.1%	9.3%	13.9%	24.2%	37.5%	19.4%	26.3%
94	14	21	88	57	64	52
18.7%	2.9%	4.2%	17.7%	11.3%	12.8%	10.3%
89	5	9	118	45	120	37
17.8%	1.%	1.7%	23.6%	9.%	24.%	7.3%
85	274	263	66	60	89	85
17.%	54.8%	52.6%	13.1%	12.%	17.8%	17.%
313	66	99	327	289	281	220
62.7%	13.2%	19.9%	65.5%	57.8%	56.2%	43.9%
4.9551	3.3449	3.5025	5.1388	4.7284	4.9517	4.4902
5	3	3	5	5	5	4

#### ak economy.

		Saudi		South		
Poland	Russia	Arabia	South Africa	Korea	Spain	Sweden
500	500	500	500	500	500	500
509	506	504	500	505	1003	508
5	6	95	4	5	4	38
1.%	1.2%	19.%	.7%	.9%	.9%	7.6%
18	9	103	3	7	13	74
3.5%	1.8%	20.5%	.6%	1.5%	2.6%	14.8%
72	101	142	35	56	49	170
14.3%	20.2%	28.4%	7.1%	11.2%	9.7%	34.%
146	132	101	107	105	142	145
29.1%	26.3%	20.2%	21.5%	21.%	28.4%	29.%
135	134	38	156	165	146	42
27.1%	26.7%	7.6%	31.3%	32.9%	29.3%	8.4%
63	49	13	108	92	74	15
12.6%	9.8%	2.5%	21.7%	18.3%	14.9%	3.1%
62	70	10	86	71	71	15
12.3%	14.%	1.9%	17.2%	14.2%	14.2%	3.1%
94	116	339	42	68	66	282
18.9%	23.2%	67.9%	8.4%	13.6%	13.3%	56.5%
260	253	60	351	327	292	73
52.%	50.5%	12.%	70.2%	65.5%	58.4%	14.5%
4.6485	4.6101	2.92	5.1599	4.9537	4.8398	3.371
5	5	3	5	5	5	3

Turkey	116	
rarkey	US	
500	500	
503	1003	
29	30	
5.7%	6.%	
33	41	
6.6%	8.1%	
102	131	
20.5%	26.3%	
116	150	
23.2%	29.9%	
119	93	
23.7%	18.5%	
53	30	
10.6%	6.%	
48	26	
9.7%	5.1%	
164	202	
32.8%	40.4%	
220	148	
44.%	29.6%	
4.2301	3.8531	
4	4	

All Regions

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

a		All	North	
Stub	Stat	Countries	America	LATAM
	base	12500	1000	2000
	unw_base	18107	2005	2520
7 – Very strong economy	freq	385	40	19
7 – Very strong economy	prop	3.1%	4.%	1.%
6	freq	758	50	41
6	prop	6.1%	5.%	2.%
5	freq	2461	234	234
5	prop	19.7%	23.4%	11.7%
4	freq	3502	323	595
4	prop	28.%	32.3%	29.7%
3	freq	2769	206	476
3	prop	22.2%	20.7%	23.8%
2	freq	1289	81	251
2	prop	10.3%	8.1%	12.6%
1 – Very weak economy	freq	1336	65	384
1 – Very weak economy	prop	10.7%	6.5%	19.2%
Top3Box	freq	3604	324	294
Top3Box	prop	28.8%	32.4%	14.7%
Low3Box	freq	5394	352	1112
Low3Box	prop	43.2%	35.2%	55.6%
	mean	4.3377	4.1081	4.8792
	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
7051	4522	7541	3015	2009
88	82	83	77	155
2.%	2.7%	2.1%	3.9%	7.8%
273	189	201	154	205
6.1%	6.3%	5.%	7.7%	10.3%
861	685	778	480	448
19.1%	22.8%	19.4%	24.%	22.4%
1266	857	1166	521	461
28.1%	28.6%	29.2%	26.1%	23.1%
1005	699	966	359	382
22.3%	23.3%	24.2%	17.9%	19.1%
497	264	398	159	195
11.1%	8.8%	10.%	7.9%	9.8%
510	225	408	250	153
11.3%	7.5%	10.2%	12.5%	7.6%
1222	956	1062	712	808
27.2%	31.9%	26.6%	35.6%	40.4%
2012	1187	1772	767	730
44.7%	39.6%	44.3%	38.4%	36.5%
4.4126	4.1972	4.389	4.2022	3.9531
4	4	4	4	4

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	500	231	269
7 – Very strong economy	freq	6	4	1
7 – Very strong economy	prop	1.1%	1.8%	.5%
6	freq	12	11	1
6	prop	2.3%	4.5%	.3%
5	freq	51	26	24
5	prop	10.2%	10.8%	9.6%
4	freq	167	80	87
4	prop	33.4%	32.6%	34.2%
3	freq	134	62	72
3	prop	26.9%	25.4%	28.3%
2	freq	62	30	32
2	prop	12.4%	12.4%	12.5%
1 – Very weak economy	freq	68	31	37
1 – Very weak economy	prop	13.6%	12.6%	14.7%
Top3Box	freq	68	42	26
Top3Box	prop	13.6%	17.1%	10.3%
Low3Box	freq	265	123	141
Low3Box	prop	53.%	50.4%	55.5%
	mean	4.7449	4.6265	4.8586
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
248	136	116	130	99	189	127
259	129	112	133	105	181	121
2	3	1	2	2	1	-
.9%	1.9%	.7%	1.7%	2.%	.8%	
5	2	4	1	1	8	3
2.1%	1.7%	3.5%	1.1%	1.4%	4.1%	2.4%
24	8	19	15	4	23	14
9.7%	5.7%	16.2%	11.8%	4.1%	12.1%	11.2%
83	49	35	50	28	62	40
33.3%	36.4%	30.3%	38.3%	28.2%	32.9%	31.7%
68	40	26	26	38	52	34
27.6%	29.6%	22.3%	20.%	38.4%	27.7%	26.4%
28	18	16	15	13	23	23
11.5%	13.5%	13.4%	11.6%	13.5%	12.2%	17.8%
37	15	16	20	12	20	13
15.%	11.1%	13.7%	15.6%	12.4%	10.3%	10.5%
32	13	24	19	7	32	17
12.7%	9.4%	20.4%	14.5%	7.5%	16.9%	13.6%
134	74	57	61	64	95	69
54.%	54.2%	49.3%	47.2%	64.4%	50.2%	54.6%
4.7874	4.7505	4.6477	4.7111	4.899	4.6044	4.7739
5	5	4	4	5	5	5

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
373	170	205	125	264	236	85
379	137	273	90	260	240	83
6	3	2	1	2	3	2
1.5%	1.5%	.8%	1.2%	.9%	1.4%	2.7%
9	5	2	4	9	3	7
2.3%	3.%	1.2%	3.4%	3.5%	1.1%	7.9%
36	14	24	13	27	23	8
9.8%	8.3%	11.7%	10.1%	10.3%	10.%	9.9%
127	62	73	32	84	83	25
34.%	36.6%	35.6%	25.5%	31.7%	35.4%	29.8%
101	42	51	42	74	61	22
27.1%	24.8%	24.8%	33.3%	27.9%	25.8%	25.3%
40	21	24	17	34	28	12
10.6%	12.7%	11.7%	13.4%	12.8%	12.%	13.8%
55	22	29	17	34	34	9
14.7%	13.1%	14.3%	13.2%	13.%	14.4%	10.7%
51	22	28	18	39	29	17
13.6%	12.9%	13.6%	14.6%	14.7%	12.4%	20.4%
195	86	104	75	142	123	42
52.4%	50.6%	50.7%	59.9%	53.7%	52.2%	49.8%
4.735	4.7066	4.7464	4.7945	4.7261	4.766	4.5129
5	5	5	5	5	5	4

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
415	111	389	345	73	329	121
417	105	395	339	71	331	122
3	2	3	2		3	1
.8%	2.%	.9%	.7%		1.%	.6%
5	8	3	10	1	6	1
1.2%	7.5%	.9%	2.8%	1.1%	2.%	1.%
42	13	38	34	9	31	16
10.2%	11.7%	9.7%	10.%	12.8%	9.6%	13.5%
142	28	139	120	22	108	46
34.2%	25.%	35.8%	34.8%	29.7%	33.%	38.%
113	32	103	92	19	83	37
27.2%	28.8%	26.4%	26.8%	25.9%	25.4%	30.9%
51	16	46	44	9	44	9
12.2%	14.9%	11.8%	12.8%	12.6%	13.4%	7.1%
59	11	57	42	13	51	11
14.2%	10.1%	14.6%	12.2%	18.%	15.6%	8.8%
51	23	45	46	10	41	18
12.2%	21.2%	11.4%	13.4%	13.9%	12.6%	15.2%
223	59	205	179	41	179	57
53.6%	53.8%	52.7%	51.8%	56.4%	54.5%	46.8%
4.7923	4.5603	4.7973	4.7153	4.8994	4.8258	4.5404
5	5	5	5	5	5	4

Social Media Inactive				
	50			
	47			
	1			
2.	7%			
	4			
8.				
	3			
5.	9%			
	13			
25.				
	14			
27.				
	9			
19	9.%			
4.6	6			
12	2.%			
4.0	8			
16.	7%			
	29			
58.	1%			
4	.71			
	5			

Stub	Stat	Overall	Gender Male	Gender Female
<u> </u>	base	500	248	252
	unw_base	1002	523	479
7 – Very strong economy	freq	5	3	2
7 – Very strong economy	prop	1.1%	1.2%	1.%
6	freq	28	15	13
6	prop	5.6%	6.%	5.3%
5	freq	134	62	71
5	prop	26.8%	25.2%	28.3%
4	freq	182	86	96
4	prop	36.4%	34.7%	38.1%
3	freq	101	48	53
3	prop	20.3%	19.5%	21.%
2	freq	31	18	12
2	prop	6.1%	7.5%	4.8%
1 – Very weak economy	freq	19	15	4
1 – Very weak economy	prop	3.7%	5.9%	1.5%
Top3Box	freq	168	80	87
Top3Box	prop	33.5%	32.4%	34.6%
Low3Box	freq	150	82	69
Low3Box	prop	30.1%	32.9%	27.3%
	mean	4.0222	4.1129	3.933
	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	153	150	114	239	147	224
312	302	388	234	479	289	475
4	1	0	3	2	0	1
1.9%	.9%	.3%	3.1%	.7%	.3%	.6%
9	10	9	6	13	10	15
4.8%	6.4%	6.%	5.2%	5.3%	6.5%	6.6%
61	33	39	22	63	48	61
31.%	21.8%	26.3%	19.3%	26.6%	33.%	27.1%
69	65	47	41	90	51	84
35.1%	42.7%	31.6%	36.3%	37.7%	34.4%	37.3%
39	28	34	21	50	30	45
19.7%	18.6%	22.7%	18.1%	21.1%	20.6%	20.1%
10	8	13	11	16	4	12
4.9%	5.3%	8.5%	9.8%	6.5%	2.6%	5.4%
5	7	7	9	5	4	7
2.6%	4.3%	4.6%	8.3%	2.1%	2.7%	2.9%
74	45	49	31	78	58	77
37.7%	29.1%	32.6%	27.6%	32.5%	39.7%	34.3%
54	43	54	41	71	38	64
27.2%	28.2%	35.8%	36.1%	29.8%	25.9%	28.4%
3.9109	4.0472	4.1433	4.2354	4.0134	3.8708	3.9758
4	4	4	4	4	4	4

Australia

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
276	150	168	182	286	214	58
527	298	352	352	590	412	121
4	4		2	3	3	
1.5%	2.6%		.9%	1.%	1.2%	-
13	9	9	11	17	11	4
4.9%	5.7%	5.2%	5.9%	6.1%	5.1%	6.9%
73	35	43	56	76	58	17
26.6%	23.3%	25.5%	30.9%	26.5%	27.2%	28.7%
98	57	60	65	96	86	20
35.7%	37.9%	35.8%	35.7%	33.6%	40.2%	34.2%
56	31	36	35	59	42	12
20.4%	20.5%	21.1%	19.3%	20.7%	19.6%	21.4%
18	12	11	8	23	8	2
6.7%	7.8%	6.3%	4.5%	7.9%	3.7%	3.7%
12	3	10	5	12	6	3
4.4%	2.2%	6.%	2.8%	4.2%	3.%	5.1%
91	47	52	69	96	72	21
32.9%	31.5%	30.7%	37.8%	33.6%	33.5%	35.6%
87	46	56	48	94	56	17
31.4%	30.6%	33.5%	26.5%	32.9%	26.4%	30.2%
4.0599	4.0045	4.1593	3.9096	4.0752	3.9515	4.0147
4	4	4	4	4	4	4

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
442	79	421	317	128	200	129
881	161	841	630	237	387	256
5		5	2	2	3	2
1.2%		1.3%	.8%	1.8%	1.6%	1.8%
24	5	23	18	6	12	8
5.5%	6.8%	5.4%	5.7%	4.8%	6.%	6.1%
117	22	112	92	29	61	38
26.5%	28.3%	26.5%	29.%	22.8%	30.7%	29.3%
162	30	152	115	51	66	45
36.7%	37.7%	36.2%	36.2%	39.8%	32.9%	34.6%
89	16	85	63	27	40	27
20.1%	20.8%	20.2%	19.9%	20.8%	19.9%	21.3%
28	3	28	16	8	10	6
6.4%	3.5%	6.6%	5.2%	6.4%	5.2%	4.9%
16	2	16	10	5	7	3
3.5%	3.%	3.9%	3.2%	3.7%	3.7%	2.%
147	28	140	113	38	77	48
33.3%	35.1%	33.2%	35.5%	29.3%	38.3%	37.2%
133	21	129	90	40	58	36
30.1%	27.3%	30.6%	28.3%	31.%	28.8%	28.2%
4.0232	3.9484	4.0359	3.973	4.0727	3.9394	3.9026
4	4	4	4	4	4	4

Social Media Inactive				
171				
359				
8				
4.8%				
35				
20.3%				
72				
41.9%				
34				
19.9%				
14				
8.%				
9				
5.%				

43 25.2%

56 32.9% 4.2095

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	501	263	238
7 – Very strong economy	freq	1	1	
7 – Very strong economy	prop	.3%	.6%	
6	freq	18	7	11
6	prop	3.7%	2.9%	4.5%
5	freq	112	56	57
5	prop	22.5%	22.1%	22.9%
4	freq	171	87	84
4	prop	34.3%	34.7%	33.9%
3	freq	113	57	56
3	prop	22.6%	22.8%	22.4%
2	freq	39	24	15
2	prop	7.8%	9.6%	6.%
1 – Very weak economy	freq	44	19	26
1 – Very weak economy	prop	8.9%	7.5%	10.3%
Top3Box	freq	132	64	68
Тор3Вох	prop	26.5%	25.5%	27.4%
Low3Box	freq	196	100	96
Low3Box	prop	39.3%	39.8%	38.8%
	mean	4.3413	4.3469	4.3356
	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	150	164	100	153	133	200
160	160	181	99	163	133	209
1				1	-	1
.8%				.9%		.4%
11	4	3	2	3	11	6
6.1%	2.6%	1.9%	1.9%	1.9%	8.1%	3.1%
45	32	35	16	33	38	46
24.5%	21.%	21.6%	16.%	21.5%	28.2%	23.2%
65	54	53	26	61	43	65
34.9%	35.9%	32.2%	26.2%	39.7%	32.%	32.3%
33	33	47	24	37	26	53
17.5%	22.2%	28.6%	23.5%	24.4%	19.8%	26.6%
13	16	11	15	8	9	9
6.8%	10.6%	6.4%	14.5%	5.4%	6.7%	4.4%
17	12	15	18	9	7	20
9.4%	7.7%	9.4%	17.9%	6.1%	5.3%	10.2%
58	35	38	18	37	48	53
31.4%	23.6%	23.4%	17.9%	24.4%	36.3%	26.6%
63	61	73	56	55	42	82
33.7%	40.5%	44.4%	55.9%	35.9%	31.8%	41.1%
4.2018	4.4033	4.4426	4.8646	4.2527	4.0485	4.3548
4	4	4	5	4	4	4

Belgium

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
300	146	193	160	279	221	27
292	91	279	131	301	200	26
1		1	-	1		1
.2%		.8%		.5%		2.6%
12	9	3	6	6	12	2
4.1%	6.2%	1.6%	4.%	2.2%	5.5%	7.%
66	26	35	51	63	49	7
22.%	17.7%	18.3%	31.8%	22.6%	22.3%	24.8%
107	41	79	52	101	70	7
35.6%	27.9%	40.8%	32.3%	36.2%	31.9%	26.8%
60	37	44	32	64	49	8
19.9%	25.1%	22.9%	19.9%	23.%	22.%	27.8%
30	13	15	11	20	19	2
10.1%	9.%	7.7%	6.8%	7.2%	8.6%	7.2%
24	21	15	9	23	21	1
8.%	14.1%	7.9%	5.3%	8.3%	9.6%	4.%
79	35	40	57	71	61	9
26.4%	23.9%	20.7%	35.8%	25.4%	27.8%	34.4%
114	70	75	51	108	89	11
38.%	48.2%	38.5%	32.%	38.5%	40.2%	38.9%
4.3323	4.5534	4.3833	4.0976	4.3369	4.3469	4.0745
4	4	4	4	4	4	4

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker Leader Yes	Maker	Total	t Status Not	Media Active	Media Passive
Owner No		Leader No	Employed	Employed		
473	50	450	299	138	120	152
475	49	452	313	120	120	155
1	1		1		1 22/	
.2%	2.9%		.5%		1.2%	-
17	3	16	9	7	10	3
3.5%	5.4%	3.5%	3.%	5.1%	8.3%	2.3%
106	13	100	74	27	25	40
22.3%	25.8%	22.1%	24.8%	19.5%	20.7%	26.2%
164	10	162	108	40	38	51
34.7%	19.8%	35.9%	36.%	28.9%	31.6%	33.4%
105	12	101	67	34	25	37
22.3%	23.7%	22.4%	22.3%	24.4%	20.5%	24.1%
37	7	32	21	13	7	12
7.8%	14.%	7.1%	7.1%	9.8%	5.7%	7.7%
43	4	40	19	17	15	10
9.2%	8.4%	8.9%	6.4%	12.5%	12.1%	6.3%
123	17	115	85	34	36	43
26.%	34.1%	25.6%	28.3%	24.5%	30.2%	28.5%
186	23	173	107	64	46	58
39.3%	46.1%	38.5%	35.7%	46.6%	38.2%	38.1%
4.3567	4.3161	4.3441	4.2338	4.5179	4.272	4.2765
4	4	4	4	4	4	4

Socia	al
Medi	а
Inacti	v

Media				
Inactive				
227				
226				
5				
2.2%				
47				
20.9%				
82				
36.3%				
51				
22.6%				
20				
9.%				
20				
8.9%				
53				
23.1%				
92				
40.6%				
4.4215				
4				

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	232	268
	unw_base	1006	524	482
7 – Very strong economy	freq	7	5	2
7 – Very strong economy	prop	1.5%	2.2%	.9%
6	freq	7	5	3
6	prop	1.5%	2.%	1.1%
5	freq	37	18	19
5	prop	7.3%	7.7%	7.1%
4	freq	102	50	52
4	prop	20.4%	21.4%	19.6%
3	freq	113	57	56
3	prop	22.7%	24.6%	21.%
2	freq	74	29	45
2	prop	14.8%	12.5%	16.7%
1 – Very weak economy	freq	159	69	90
1 – Very weak economy	prop	31.8%	29.7%	33.7%
Top3Box	freq	51	27	24
Top3Box	prop	10.3%	11.8%	9.%
Low3Box	freq	346	155	191
Low3Box	prop	69.3%	66.8%	71.4%
	mean	5.3299	5.2064	5.4368
	median	5	5	6

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	144	71	180	295	25	184
502	293	211	283	630	93	377
4	3	1	0	6	1	4
1.3%	1.8%	1.6%	.3%	2.1%	3.5%	2.2%
4	2	2	1	5	1	2
1.4%	1.2%	2.3%	.7%	1.8%	3.3%	1.%
26	7	4	12	22	2	9
9.1%	4.8%	5.3%	6.8%	7.6%	8.8%	5.2%
61	31	9	34	62	6	35
21.5%	21.7%	13.4%	18.7%	21.%	25.6%	19.3%
68	33	13	34	70	9	40
23.8%	22.6%	18.2%	19.%	23.8%	36.2%	21.6%
42	19	13	30	41	2	27
14.8%	13.%	18.1%	16.6%	14.1%	9.7%	14.5%
80	50	29	68	88	3	67
28.%	34.9%	41.2%	37.9%	29.7%	13.%	36.3%
34	11	6	14	34	4	15
11.8%	7.8%	9.2%	7.8%	11.4%	15.6%	8.3%
190	102	55	132	199	15	133
66.7%	70.5%	77.5%	73.5%	67.6%	58.8%	72.4%
5.2166	5.4057	5.6331	5.5695	5.2379	4.6856	5.4574
5	5	6	6	5	5	6

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
316	157	262	81	221	279	70
629	116	558	332	515	491	161
3	3	3	2	3	4	1
1.1%	1.6%	1.2%	2.1%	1.5%	1.5%	1.7%
6	3	2	2	5	3	0
1.8%	2.1%	.7%	2.8%	2.1%	1.%	.7%
27	6	23	7	16	20	8
8.6%	3.9%	8.9%	8.9%	7.3%	7.3%	11.4%
67	31	55	16	46	56	16
21.1%	19.7%	21.%	20.1%	21.%	20.%	23.5%
74	28	65	20	51	62	17
23.3%	17.8%	25.%	24.8%	23.1%	22.4%	24.%
47	23	37	14	37	37	7
14.9%	14.9%	14.%	16.9%	16.7%	13.2%	10.3%
92	63	77	20	63	96	20
29.3%	40.%	29.3%	24.4%	28.4%	34.6%	28.3%
36	12	28	11	24	27	10
11.4%	7.6%	10.8%	13.9%	10.9%	9.8%	13.8%
213	114	179	54	151	196	44
67.5%	72.8%	68.2%	66.1%	68.2%	70.2%	62.7%
5.2556	5.5478	5.2682	5.1086	5.2568	5.388	5.1171
5	6	5	5	5	5	5

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
430	81	419	303	108	313	112
845	190	816	662	208	663	216
6	1	7	4	3	6	
1.4%	1.1%	1.6%	1.3%	3.2%	2.%	•
7	1	7	3	2	5	2
1.6%	.8%	1.6%	.9%	2.1%	1.6%	2.1%
29	7	30	21	5	23	11
6.7%	8.8%	7.1%	7.%	4.8%	7.4%	9.4%
86	19	83	62	21	74	18
19.9%	23.4%	19.8%	20.6%	19.9%	23.6%	16.3%
97	16	98	73	21	74	22
22.5%	19.5%	23.3%	24.%	19.1%	23.6%	19.8%
67	14	59	51	14	50	18
15.5%	17.7%	14.2%	16.8%	13.4%	15.9%	16.3%
139	23	136	89	40	81	40
32.4%	28.7%	32.5%	29.4%	37.5%	25.9%	36.1%
42	9	43	28	11	35	13
9.7%	10.7%	10.2%	9.3%	10.1%	11.1%	11.5%
303	54	293	212	75	204	81
70.4%	65.9%	70.%	70.2%	70.%	65.4%	72.2%
5.3646	5.2726	5.341	5.3295	5.3994	5.1628	5.4692
5	5	5	5	6	5	6

_			

Social Media Inactive					
75					
127					
1					
1.4%					
3					
4.%					
10					
13.5%					
17					
23.%					
6					
7.9%					
38					
50.3%					
4					
5.3%					
61					
81.2%					
5.8155					
7					

Stub	Stat	Overall	Gender Male	Gender Female
360.0	base	500	242	258
	unw base	1002	510	492
7 – Very strong economy	freq	10	5	5
7 – Very strong economy	prop	2.%	2.2%	1.8%
6	freq	10	7	3
6	prop	2.%	2.7%	1.3%
5	freq	102	55	48
5	prop	20.5%	22.6%	18.5%
4	freq	174	76	98
4	prop	34.7%	31.4%	37.9%
3	freq	114	55	59
3	prop	22.8%	22.6%	22.9%
2	freq	51	23	28
2	prop	10.2%	9.5%	10.9%
1 – Very weak economy	freq	39	22	17
1 – Very weak economy	prop	7.8%	9.%	6.7%
Top3Box	freq	122	67	55
Top3Box	prop	24.4%	27.5%	21.5%
Low3Box	freq	204	100	105
Low3Box	prop	40.8%	41.1%	40.6%
	mean	4.3631	4.3393	4.3855
	median	4	4	4

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

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
171	149	180	59	156	233	208
281	323	398	82	281	528	464
6	3	2	3	4	3	3
3.4%	1.8%	.9%	5.2%	2.4%	1.4%	1.6%
3	3	4	0	3	5	6
1.6%	2.3%	2.1%	.8%	2.2%	2.1%	2.8%
36	29	37	9	34	49	47
21.3%	19.2%	20.7%	15.1%	22.%	21.%	22.5%
57	57	59	18	58	85	70
33.4%	38.3%	33.1%	30.9%	37.5%	36.5%	33.9%
47	26	42	16	32	50	40
27.3%	17.2%	23.1%	26.5%	20.6%	21.4%	19.4%
11	20	20	5	12	26	25
6.3%	13.7%	11.1%	8.%	7.8%	11.3%	12.%
12	11	16	8	12	15	17
6.7%	7.6%	9.1%	13.5%	7.5%	6.3%	8.%
45	35	42	12	41	57	56
26.3%	23.3%	23.6%	21.1%	26.6%	24.5%	26.8%
69	57	78	28	56	91	82
40.4%	38.5%	43.3%	48.%	35.9%	39.%	39.3%
4.2552	4.3817	4.4505	4.5081	4.2513	4.3363	4.3457
4	4	4	4	4	4	4

Canada

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
292	227	196	77	257	243	47
538	213	400	389	582	420	111
7	8	1	1	6	4	1
2.3%	3.6%	.6%	1.1%	2.4%	1.6%	1.4%
4	2	3	4	7	3	1
1.4%	1.1%	1.8%	5.1%	2.8%	1.1%	2.9%
56	46	40	16	57	46	8
19.%	20.3%	20.4%	21.1%	22.1%	18.8%	16.1%
103	75	72	26	85	88	18
35.3%	33.2%	36.9%	33.7%	33.3%	36.3%	38.9%
74	51	42	21	58	56	8
25.2%	22.3%	21.4%	27.8%	22.7%	22.8%	16.9%
26	24	21	6	21	30	6
9.%	10.5%	10.9%	7.7%	8.4%	12.2%	12.2%
23	20	16	3	22	17	5
7.7%	9.%	8.1%	3.5%	8.4%	7.2%	11.6%
67	57	44	21	70	52	10
22.8%	25.%	22.7%	27.3%	27.2%	21.5%	20.4%
123	95	79	30	102	103	19
41.9%	41.8%	40.4%	39.%	39.6%	42.2%	40.7%
4.3755	4.3722	4.42	4.1915	4.3012	4.4285	4.5006
4	4	4	4	4	4	4

### y today and 1 means a very weak economy.

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business Owner No	Maker Leader Yes	Maker Leader No	Total Employed	t Status Not Employed	Media Active	Media Passive
453	62	438	332	Employed 89	191	150
891	157	845	715	175	402	313
9	2	8	6	173	402	313
2.1%	3.1%	1.9%	1.7%	1.1%	2.%	1.7%
8	3	7	7	2	6	2
1.9%	5.%	1.5%	2.2%	2.2%	3.2%	1.3%
95	8	94	69	18	37	32
20.9%	13.4%	21.5%	20.7%	20.3%	19.2%	21.5%
155	23	151	120	26	70	60
34.3%	36.4%	34.5%	36.1%	29.1%	36.7%	39.7%
106	12	102	69	23	47	27
23.4%	19.7%	23.2%	20.8%	26.1%	24.4%	17.8%
45	8	43	32	11	14	18
10.%	12.9%	9.9%	9.7%	12.9%	7.1%	11.7%
34	6	33	29	7	14	9
7.4%	9.7%	7.6%	8.7%	8.4%	7.4%	6.3%
113	13	109	82	21	47	37
24.9%	21.4%	24.9%	24.7%	23.5%	24.4%	24.5%
185	26	178	130	42	74	54
40.9%	42.3%	40.6%	39.2%	47.4%	38.9%	35.8%
4.3489	4.4205	4.355	4.3595	4.493	4.2933	4.3072
4	4	4	4	4	4	4

Social Media Inactive	Canada Region Quebec	Canada Region Praries	Canada Region British Columbia	Canada Region Ontario	Canada Region Atlantic	Canada Region Alberta
159	120	32	67	192	36	53
287	233	64	164	349	68	124
4	2	2		6		
2.3%	1.4%	5.8%		3.4%		
2	1	1	4	3	-	1
1.1%	1.1%	3.4%	6.2%	1.4%		1.%
33	32	4	11	44	7	4
21.%	26.6%	13.6%	16.2%	22.8%	20.5%	7.8%
44	43	14	25	65	13	13
27.6%	35.7%	42.8%	37.9%	34.2%	35.8%	25.%
41	27	5	16	41	9	15
25.5%	22.2%	16.7%	24.6%	21.3%	25.6%	29.1%
20	7	4	5	19	4	13
12.6%	5.7%	11.4%	8.1%	9.8%	10.4%	23.9%
16	9	2	5	14	3	7
9.8%	7.2%	6.4%	7.%	7.2%	7.9%	13.3%
39	35	7	15	53	7	5
24.5%	29.1%	22.7%	22.4%	27.6%	20.5%	8.8%
76	42	11	27	73	16	35
48.%	35.2%	34.4%	39.7%	38.3%	43.8%	66.2%
4.5	4.2239	4.2087	4.3315	4.2673	4.4935	5.069
4	4	4	4	4	4	5

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	255	245
	unw_base	1001	474	527
7 – Very strong economy	freq	24	12	12
7 – Very strong economy	prop	4.8%	4.8%	4.8%
6	freq	74	35	39
6	prop	14.8%	13.6%	16.1%
5	freq	173	87	86
5	prop	34.6%	34.3%	34.8%
4	freq	127	55	72
4	prop	25.4%	21.8%	29.3%
3	freq	65	38	27
3	prop	13.%	15.1%	10.9%
2	freq	22	15	7
2	prop	4.3%	5.8%	2.8%
1 – Very weak economy	freq	15	12	4
1 – Very weak economy	prop	3.1%	4.7%	1.5%
Top3Box	freq	271	134	137
Top3Box	prop	54.2%	52.7%	55.7%
Low3Box	freq	102	65	37
Low3Box	prop	20.4%	25.6%	15.1%
	mean	3.5241	3.6489	3.3948
	median	3	3	3

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
209	202	89	36	131	333	363
484	387	130	61	258	682	744
13	7	4	2	5	16	17
6.2%	3.4%	4.6%	7.%	4.%	4.8%	4.7%
35	27	12	3	14	57	53
16.7%	13.4%	13.7%	7.6%	10.8%	17.2%	14.6%
75	69	29	14	41	118	129
35.9%	34.1%	32.4%	38.4%	31.5%	35.4%	35.5%
56	49	23	11	40	76	89
26.6%	24.%	25.9%	30.6%	30.9%	22.7%	24.6%
20	32	13	2	16	47	49
9.6%	15.8%	14.7%	4.7%	12.5%	14.1%	13.6%
7	11	4	2	6	14	15
3.3%	5.3%	4.6%	5.%	4.8%	4.1%	4.2%
4	8	4	2	7	6	10
1.8%	4.%	4.%	6.6%	5.5%	1.8%	2.8%
123	103	45	19	61	191	199
58.8%	50.9%	50.8%	53.1%	46.3%	57.4%	54.8%
31	51	21	6	30	66	75
14.7%	25.1%	23.3%	16.3%	22.8%	19.9%	20.6%
3.337	3.6746	3.6219	3.598	3.7353	3.4332	3.5172
3	3	3	3	4	3	3

China

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
137		417	83	308	192	66
257		805	196	621	380	137
7		21	3	17	7	7
5.1%		5.%	3.8%	5.6%	3.5%	10.2%
21		60	14	44	30	14
15.3%		14.3%	17.3%	14.4%	15.4%	21.8%
44		142	30	115	58	28
32.%		34.1%	36.8%	37.4%	29.9%	41.6%
38		107	20	66	61	11
27.7%		25.6%	24.6%	21.5%	31.8%	17.%
16		54	11	38	27	4
11.5%		12.9%	13.6%	12.3%	14.1%	6.2%
6		19	2	16	6	2
4.6%		4.6%	2.9%	5.2%	3.%	3.2%
5		14	1	11	4	
3.8%		3.5%	1.1%	3.6%	2.3%	
72		223	48	177	94	49
52.4%		53.4%	57.9%	57.5%	48.8%	73.6%
27		88	15	65	37	6
19.9%		21.%	17.5%	21.%	19.4%	9.4%
3.5424		3.5492	3.3982	3.5026	3.5586	2.969
3		3	3	3	4	3

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
434	148	352	433		•	•
864	314	687	892	61		
17	11	13	21	1		
4.%	7.4%	3.7%	4.9%	1.7%		
60	27	47	65	5	-	
13.7%	18.6%	13.2%	14.9%	12.4%	•	
145	57	116	152	12		
33.5%	38.7%	32.8%	35.1%	32.9%		
116	25	102	105	14		
26.7%	16.8%	29.%	24.2%	38.5%		
61	20	45	57	2		
14.1%	13.6%	12.8%	13.3%	6.8%		
20	5	16	21	1		
4.5%	3.7%	4.6%	4.8%	2.7%		
15	2	13	12	2		
3.6%	1.3%	3.8%	2.8%	5.%		
222	95	175	238	17		
51.2%	64.6%	49.8%	55.%	47.%	-	
96	27	75	90	5		
22.1%	18.5%	21.2%	20.9%	14.5%	-	
3.6088	3.2695	3.6307	3.5157	3.6435		
3	3	4	3	4		

Social Media Inactive	
	_

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	247	253
	unw_base	1006	471	535
7 – Very strong economy	freq	2	1	1
7 – Very strong economy	prop	.5%	.4%	.6%
6	freq	9	6	3
6	prop	1.8%	2.3%	1.3%
5	freq	61	37	24
5	prop	12.2%	14.9%	9.6%
4	freq	142	70	72
4	prop	28.5%	28.3%	28.6%
3	freq	148	73	76
3	prop	29.7%	29.5%	29.8%
2	freq	63	28	35
2	prop	12.6%	11.2%	14.%
1 – Very weak economy	freq	74	33	41
1 – Very weak economy	prop	14.8%	13.3%	16.1%
Top3Box	freq	73	44	29
Top3Box	prop	14.5%	17.6%	11.5%
Low3Box	freq	285	133	152
Low3Box	prop	57.%	54.%	59.9%
	mean	4.8178	4.7117	4.9212
	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	159	156	108	228	94	220
281	361	364	206	473	196	483
1	1	0	1	1		0
.7%	.3%	.3%	.9%	.6%		.2%
4	2	2	3	3	1	1
2.3%	1.6%	1.5%	3.2%	1.2%	1.5%	.6%
31	16	14	9	28	15	23
16.9%	9.7%	9.3%	8.7%	12.1%	16.1%	10.5%
62	47	34	33	60	27	54
33.4%	29.4%	21.8%	30.8%	26.2%	29.1%	24.6%
50	44	55	25	79	26	75
26.8%	27.7%	35.1%	23.5%	34.4%	27.1%	34.1%
17	24	22	14	25	14	29
9.3%	15.%	14.1%	12.6%	11.1%	15.2%	13.1%
19	26	28	22	33	10	37
10.5%	16.4%	18.1%	20.3%	14.4%	11.1%	16.9%
37	19	17	14	32	17	25
20.%	11.6%	11.1%	12.8%	13.9%	17.6%	11.3%
86	94	105	61	137	50	141
46.7%	59.%	67.2%	56.5%	59.9%	53.3%	64.1%
4.5317	4.9293	5.0419	4.921	4.8349	4.7156	4.9865
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 ecc

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
280	133	219	147	293	207	22
523	234	492	280	608	398	45
2	1	1		1	1	1
.7%	.7%	.6%		.3%	.7%	4.3%
8	3	3	4	6	3	0
2.8%	2.1%	1.3%	2.4%	2.1%	1.5%	1.7%
38	12	29	20	36	26	4
13.6%	9.1%	13.4%	13.4%	12.2%	12.4%	19.1%
88	32	60	51	79	64	6
31.5%	24.%	27.2%	34.4%	26.8%	30.8%	28.3%
73	37	64	48	87	62	2
26.2%	27.5%	29.%	32.6%	29.6%	29.8%	9.4%
34	15	32	16	40	23	5
12.2%	11.5%	14.6%	10.6%	13.5%	11.3%	24.1%
37	34	31	10	46	28	3
13.1%	25.2%	13.9%	6.5%	15.6%	13.6%	13.2%
48	16	33	23	43	30	6
17.1%	11.9%	15.3%	15.9%	14.6%	14.5%	25.1%
144	85	126	73	172	113	10
51.5%	64.1%	57.6%	49.8%	58.6%	54.7%	46.6%
4.6853	5.1045	4.8225	4.5512	4.8591	4.7592	4.6174
5	5	5	4	5	5	4

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
478	38	462	305	112	138	140
961	77	929	648	238	273	268
1	0	2	1	0	1	
.3%	1.2%	.4%	.2%	.4%	1.%	
9	0	9	6	1	2	5
1.8%	1.%	1.9%	1.9%	1.3%	1.3%	3.7%
57	6	55	40	7	20	19
11.9%	16.5%	11.9%	13.3%	6.1%	14.6%	13.6%
136	8	134	85	29	37	45
28.5%	21.4%	29.%	28.%	25.9%	26.6%	32.2%
146	11	137	92	35	36	43
30.6%	29.%	29.7%	30.%	31.2%	26.3%	30.4%
58	6	56	42	13	20	14
12.1%	17.2%	12.2%	13.8%	11.8%	14.8%	10.2%
71	5	69	39	26	21	14
14.8%	13.8%	14.8%	12.9%	23.3%	15.5%	10.%
67	7	66	47	9	23	24
14.%	18.6%	14.2%	15.3%	7.8%	16.8%	17.3%
275	23	262	173	74	78	71
57.5%	59.9%	56.8%	56.7%	66.3%	56.6%	50.5%
4.8272	4.8271	4.817	4.7888	5.1472	4.823	4.5956
5	5	5	5	5	5	5

Social Media Inactive					
	222				
	465				
	1				
	.4%				
	2				
	1.%				
	22				
	10.%				
	61				
	27.3%				
	70				
	31.4%				
	28				
	12.8%				
	38				
	17.3%				
	25				
	11.4%				
	136				
	61.4%				
	4.9547				
	5				

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	253	247
	unw_base	1006	484	522
7 – Very strong economy	freq	24	18	6
7 – Very strong economy	prop	4.8%	7.1%	2.5%
6	freq	90	54	36
6	prop	18.%	21.5%	14.5%
5	freq	146	71	75
5	prop	29.2%	28.%	30.4%
4	freq	137	61	76
4	prop	27.5%	24.1%	30.9%
3	freq	64	27	37
3	prop	12.8%	10.6%	15.1%
2	freq	23	12	11
2	prop	4.6%	4.7%	4.4%
1 – Very weak economy	freq	16	10	5
1 – Very weak economy	prop	3.1%	4.%	2.1%
Top3Box	freq	260	143	117
Top3Box	prop	52.1%	56.5%	47.4%
Low3Box	freq	102	49	53
Low3Box	prop	20.5%	19.3%	21.7%
	mean	3.5153	3.3999	3.634
	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	160	170	136	129	173	177
297	350	359	239	264	374	380
7	9	8	7	5	10	9
4.1%	5.8%	4.6%	4.9%	4.%	5.6%	5.1%
40	25	26	20	24	36	28
23.3%	15.5%	15.1%	14.7%	18.4%	20.9%	16.%
48	48	50	33	30	65	56
28.1%	30.3%	29.2%	24.%	23.3%	37.8%	31.7%
49	42	46	37	43	37	49
29.%	26.4%	27.1%	27.3%	33.2%	21.2%	27.6%
18	21	25	25	16	17	19
10.3%	13.2%	14.9%	18.2%	12.7%	10.%	10.8%
4	11	8	8	6	6	9
2.1%	7.1%	4.7%	6.2%	5.%	3.5%	5.2%
5	3	7	6	5	2	6
3.1%	1.7%	4.4%	4.7%	3.5%	.9%	3.6%
95	82	83	59	59	111	94
55.5%	51.7%	49.%	43.6%	45.7%	64.3%	52.8%
26	35	41	39	27	25	35
15.5%	22.%	24.%	29.1%	21.1%	14.5%	19.6%
3.3686	3.5364	3.6427	3.7658	3.6103	3.2346	3.5304
3	3	4	4	4	3	3

Germany

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
323	87	286	127	331	169	45
626	55	724	227	676	330	81
15	1	13	10	19	5	4
4.7%	1.7%	4.5%	7.7%	5.8%	2.9%	8.4%
62	11	46	32	60	30	10
19.1%	13.1%	16.2%	25.5%	18.1%	17.9%	23.1%
90	14	91	41	106	40	11
27.8%	16.2%	31.8%	32.2%	32.2%	23.4%	24.1%
89	32	78	27	80	58	10
27.5%	37.1%	27.2%	21.6%	24.1%	34.1%	23.2%
45	15	36	14	41	23	6
13.9%	16.9%	12.5%	10.7%	12.4%	13.6%	12.9%
14	10	11	2	16	7	1
4.2%	11.%	4.%	1.6%	4.8%	4.1%	1.9%
9	3	11	1	9	7	3
2.8%	4.%	3.8%	.9%	2.7%	3.9%	6.5%
166	27	151	83	185	75	25
51.6%	31.%	52.6%	65.3%	56.1%	44.2%	55.5%
68	28	58	17	66	37	9
20.9%	31.9%	20.3%	13.1%	19.9%	21.7%	21.3%
3.507	4.0336	3.5398	3.1034	3.4426	3.6573	3.4094
3	4	3	3	3	4	3

Business	Senior Executive Decision Maker	Senior Executive Decision Maker	Employmen t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
455	80	420	332	77	154	164
925	160	846	688	154	285	358
20	7	17	15	3	8	7
4.5%	8.6%	4.1%	4.6%	3.7%	5.3%	4.2%
80	16	74	57	10	32	31
17.5%	20.7%	17.5%	17.2%	13.3%	20.9%	18.6%
135	26	120	103	21	45	53
29.7%	32.3%	28.6%	31.%	26.9%	29.6%	32.5%
127	17	121	87	19	33	45
27.9%	20.9%	28.7%	26.3%	24.8%	21.7%	27.6%
58	9	55	45	12	21	19
12.8%	11.4%	13.%	13.6%	15.4%	13.6%	11.5%
22	2	21	15	7	9	6
4.9%	2.2%	5.%	4.6%	8.7%	6.%	3.9%
13	3	12	9	6	5	3
2.8%	3.9%	3.%	2.7%	7.2%	3.%	1.7%
235	49	211	175	34	86	91
51.7%	61.6%	50.2%	52.9%	43.9%	55.7%	55.3%
93	14	88	69	24	35	28
20.4%	17.5%	21.%	20.9%	31.3%	22.6%	17.1%
3.5257	3.2793	3.56	3.5151	3.896	3.4753	3.4223
3	3	3	3	4	3	3

Social Media Inactive				
1	82			
3	63			
	9			
5.1				
	27			
15.1				
	47			
25.9				
	59			
32.3	3%			
	24			
13.2	2%			
	7			
4	.%			
	8			
4.5				
	84			
46.1				
	39			
21.7				
3.6				
	4			

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	249	251
	unw_base	1005	502	503
7 – Very strong economy	freq	4	2	2
7 – Very strong economy	prop	.8%	.7%	.9%
6	freq	28	18	11
6	prop	5.6%	7.1%	4.2%
5	freq	131	64	67
5	prop	26.3%	25.6%	26.9%
4	freq	173	80	93
4	prop	34.7%	32.1%	37.1%
3	freq	105	58	47
3	prop	21.%	23.2%	18.9%
2	freq	37	21	17
2	prop	7.5%	8.2%	6.8%
1 – Very weak economy	freq	21	8	13
1 – Very weak economy	prop	4.2%	3.1%	5.2%
Top3Box	freq	163	83	80
Top3Box	prop	32.7%	33.3%	32.%
Low3Box	freq	163	86	77
Low3Box	prop	32.7%	34.5%	30.8%
	mean	4.0857	4.0722	4.0991
	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	153	151	64	248	141	216
315	333	357	130	501	281	466
2	1	1		2	1	2
.9%	.9%	.6%		.7%	.8%	.8%
11	10	7	1	13	13	14
5.6%	6.8%	4.5%	2.2%	5.1%	9.2%	6.6%
53	37	41	10	62	49	66
27.1%	24.5%	26.9%	16.3%	24.9%	34.8%	30.5%
67	58	47	22	89	42	71
34.4%	38.3%	31.3%	34.7%	35.9%	29.9%	32.9%
40	30	35	19	52	25	43
20.2%	19.9%	23.3%	29.2%	21.2%	17.6%	20.%
13	10	14	8	18	9	15
6.6%	6.6%	9.6%	12.3%	7.1%	6.3%	7.%
10	5	6	3	13	2	4
5.3%	3.%	3.9%	5.4%	5.3%	1.4%	2.1%
66	49	48	12	76	63	82
33.6%	32.3%	31.9%	18.5%	30.6%	44.7%	38.%
63	45	56	30	83	36	63
32.1%	29.5%	36.7%	46.8%	33.6%	25.3%	29.1%
4.0826	4.01	4.1659	4.4918	4.1422	3.7891	3.9389
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 ecc

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
284	164	119	217	303	197	37
539	335	233	437	630	375	76
2	2	1	2	2	2	0
.8%	1.1%	.5%	.8%	.7%	1.%	1.1%
14	7	5	16	19	9	4
4.9%	4.3%	4.4%	7.3%	6.3%	4.7%	10.5%
65	36	34	62	84	47	7
23.%	21.9%	28.3%	28.4%	27.8%	23.9%	18.7%
102	63	38	72	102	72	12
36.%	38.%	32.2%	33.4%	33.6%	36.3%	33.2%
62	35	27	43	64	41	8
21.8%	21.3%	22.8%	19.9%	21.1%	20.9%	21.3%
22	14	10	14	22	16	4
7.9%	8.3%	8.5%	6.3%	7.1%	8.1%	10.%
16	8	4	9	11	10	2
5.8%	5.%	3.4%	3.9%	3.5%	5.1%	5.3%
81	45	39	79	105	58	11
28.6%	27.3%	33.2%	36.5%	34.7%	29.5%	30.3%
100	57	41	65	96	67	14
35.4%	34.7%	34.6%	30.1%	31.7%	34.2%	36.6%
4.1977	4.1927	4.113	3.9896	4.0344	4.1644	4.14
4	4	4	4	4	4	4

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
463	58	442	345		195	136
929	119	886	701	174	382	274
929	0	4	3	0	1	2/4
.8%	.8%	.8%	.9%	.5%	.8%	.4%
24	5	23	19	4	14	10
5.2%	9.4%	5.1%	5.4%	5.4%	7.1%	7.1%
124	14	117	98	17	54	36
26.9%	24.9%	26.4%	28.4%	21.7%	27.6%	26.4%
161	19	154	121	28	66	47
34.8%	32.8%	34.9%	34.9%	35.3%	33.8%	34.6%
97	12	93	72	16	36	30
21.%	20.9%	21.%	20.7%	20.4%	18.6%	22.2%
34	5	32	23	10	15	9
7.3%	8.9%	7.3%	6.6%	12.2%	7.9%	6.4%
19	1	20	11	3	8	4
4.1%	2.2%	4.4%	3.1%	4.4%	4.3%	2.9%
152	20	143	120	22	69	46
32.9%	35.2%	32.4%	34.6%	27.7%	35.4%	33.9%
150	18	145	105		60	43
32.4%	32.1%	32.8%	30.4%	37.%	30.8%	31.5%
4.0813	3.9916	4.0979	4.0131	4.2394	4.0323	4.0193
4	4	4	4	4	4	4

Social Media Inactive				
169				
349				
2				
1.2%				
5				
2.7%				
41				
24.5%				
60				
35.7%				
39				
22.9%				
13				
8.%				
8				
5.%				
48				
28.5%				
60				
35.8%				
4.2009				
4				

Stub	Stat	Overall	Gender Male	Gender Female
0100	base	500	247	253
	unw base	506	267	239
7 – Very strong economy	freq	5	2	2
7 – Very strong economy	prop	.9%	1.%	.8%
6	freq	14	9	5
6	prop	2.8%	3.5%	2.%
5	freq	67	40	27
5	prop	13.3%	16.1%	10.7%
4	freq	102	59	43
4	prop	20.4%	24.%	16.8%
3	freq	130	55	75
3	prop	26.1%	22.4%	29.7%
2	freq	94	38	56
2	prop	18.7%	15.3%	22.%
1 – Very weak economy	freq	89	44	45
1 – Very weak economy	prop	17.8%	17.7%	18.%
Top3Box	freq	85	51	34
Top3Box	prop	17.%	20.6%	13.5%
Low3Box	freq	313	137	176
Low3Box	prop	62.7%	55.4%	69.7%
	mean	4.9551	4.8005	5.1061
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
182	154	165	149	256	30	205
244	131	131	157	238	29	176
4	1		1	1	1	1
2.1%	.5%		.5%	.5%	4.2%	.7%
3	6	5	2	11	0	7
1.7%	3.8%	2.9%	1.4%	4.1%	1.1%	3.3%
30	21	15	18	31	6	27
16.6%	13.8%	9.4%	12.4%	12.1%	20.9%	13.1%
46	32	24	24	58	6	32
25.6%	20.7%	14.3%	15.8%	22.8%	20.%	15.5%
48	35	47	39	66	7	50
26.7%	22.6%	28.7%	26.2%	25.9%	23.5%	24.1%
26	30	38	31	49	5	45
14.2%	19.7%	22.8%	20.7%	19.%	15.6%	22.%
24	29	36	34	40	4	43
13.2%	19.%	21.9%	23.%	15.6%	14.8%	21.2%
37	28	20	21	43	8	35
20.3%	18.%	12.3%	14.3%	16.7%	26.2%	17.2%
98	94	121	104	155	16	138
54.1%	61.3%	73.4%	69.9%	60.5%	53.8%	67.3%
4.6842	4.9625	5.247	5.199	4.8897	4.6331	5.0967
5	5	5	5	5	5	5

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
295	107	294	99	272	228	34
330	146	234	126	254	252	33
3	1	3		1	4	-
1.%	1.4%	1.%		.3%	1.7%	
7	2	7	5	8	6	2
2.3%	1.8%	2.5%	4.6%	2.9%	2.6%	5.5%
40	13	38	16	36	31	4
13.5%	11.8%	12.9%	16.3%	13.1%	13.6%	12.7%
70	25	57	20	60	42	5
23.8%	22.9%	19.4%	20.4%	22.1%	18.3%	13.8%
81	22	78	30	73	58	12
27.5%	20.8%	26.5%	30.7%	26.7%	25.4%	36.2%
48	17	61	15	49	44	7
16.4%	16.3%	20.8%	15.2%	18.2%	19.4%	20.1%
46	27	50	13	46	43	4
15.5%	25.1%	16.9%	12.9%	16.8%	19.1%	11.7%
50	16	48	21	44	41	6
16.8%	14.9%	16.4%	20.8%	16.2%	17.9%	18.2%
175	67	189	58	168	145	23
59.4%	62.2%	64.1%	58.8%	61.6%	63.9%	68.%
4.8565	5.092	4.9767	4.7431	4.9378	4.9758	4.8775
5	5	5	5	5	5	5

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
466	48	452	330	106	174	246
473	51	455	317	135	175	251
5		5	3	1	1	3
1.%		1.%	1.%	1.2%	.7%	1.%
12	3	11	10	3	5	7
2.5%	5.3%	2.5%	2.9%	2.8%	2.7%	2.9%
62	9	58	48	14	32	27
13.4%	18.6%	12.8%	14.4%	13.4%	18.3%	11.1%
97	11	90	71	25	30	57
20.9%	23.7%	20.%	21.6%	23.2%	17.2%	23.1%
118	11	119	86	28	48	61
25.4%	23.4%	26.4%	25.9%	26.%	27.6%	24.6%
87	8	86	63	16	28	52
18.6%	16.4%	19.%	19.2%	14.9%	15.8%	21.%
85	6	83	49	20	31	40
18.3%	12.7%	18.4%	15.%	18.5%	17.7%	16.4%
79	11	73	61	18	38	37
16.9%	23.8%	16.3%	18.3%	17.4%	21.7%	15.%
290	25	288	198	63	107	153
62.3%	52.5%	63.7%	60.1%	59.4%	61.1%	62.%
4.9608	4.6511	4.9874	4.8596	4.8873	4.865	4.9585
5	5	5	5	5	5	5

Socia Media Inactiv	1
	79
	80
	1
	.9%
	2
2	2.5%
	7
9	9.4%
	15
1	9.%
	22
27	7.5%
	14
18	3.1%
	18
22	2.6%
	10
12	2.8%
0.0	54
	3.2%
5.1	1432
	5

			Condon	Candan
Stub	Stat	Overall	Gender Male	Gender Female
	base	500	256	244
	unw_base	502	226	276
7 – Very strong economy	freq	40	18	22
7 – Very strong economy	prop	8.%	7.%	9.1%
6	freq	64	28	36
6	prop	12.8%	11.1%	14.6%
5	freq	170	105	65
5	prop	34.%	40.8%	26.8%
4	freq	160	79	81
4	prop	32.1%	30.9%	33.4%
3	freq	47	17	29
3	prop	9.3%	6.7%	12.1%
2	freq	14	7	8
2	prop	2.9%	2.6%	3.2%
1 – Very weak economy	freq	5	3	2
1 – Very weak economy	prop	1.%	1.1%	.9%
Top3Box	freq	274	151	123
Top3Box	prop	54.8%	58.8%	50.5%
Low3Box	freq	66	27	39
Low3Box	prop	13.2%	10.4%	16.1%
	mean	3.3449	3.3138	3.3777
	median	3	3	3

Age Under	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
267	140	93	75	86	339	306
224	154	124	66	83	353	340
26	9	5	11	9	20	24
9.8%	6.3%	5.3%	14.4%	10.4%	6.%	7.9%
29	28	7	6	9	49	45
10.8%	20.%	7.6%	7.8%	10.4%	14.5%	14.6%
84	49	37	20	32	117	109
31.3%	34.9%	40.2%	26.9%	37.6%	34.6%	35.5%
86	44	30	26	27	108	95
32.4%	31.5%	32.1%	34.2%	30.9%	31.9%	30.9%
33	7	7	8	7	32	23
12.3%	4.7%	7.6%	10.1%	8.3%	9.4%	7.6%
8	3	4	5	2	7	7
3.%	1.9%	3.9%	6.6%	2.4%	2.1%	2.2%
1	1	3			5	4
.4%	.8%	3.2%			1.5%	1.3%
139	85	49	37	50	186	178
52.%	61.1%	53.1%	49.1%	58.4%	55.1%	58.1%
42	10	14	13	9	44	34
15.6%	7.4%	14.8%	16.7%	10.7%	13.%	11.%
3.3683	3.1712	3.5383	3.3758	3.2339	3.3664	3.2727
3	3	3	4	3	3	3

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
194		53	447	288	212	146
162		49	453	286	216	141
16		3	37	29	11	22
8.1%		5.6%	8.3%	10.1%	5.1%	15.3%
19		5	58	37	27	25
9.9%		10.3%	13.1%	13.%	12.5%	16.8%
61		15	155	108	62	54
31.4%		27.9%	34.7%	37.5%	29.1%	37.1%
66		22	138	79	81	31
34.%		42.1%	30.9%	27.4%	38.5%	21.1%
23		7	40	21	26	9
12.1%		12.8%	8.9%	7.3%	12.1%	5.8%
8		1	14	8	6	5
3.9%		1.2%	3.%	2.9%	2.7%	3.1%
1			5	5		1
.6%			1.1%	1.8%		.6%
96		23	251	175	99	101
49.5%		43.8%	56.%	60.6%	46.8%	69.3%
32		7	58	34	31	14
16.5%		14.1%	13.1%	12.%	14.8%	9.6%
3.4592		3.5005	3.3265	3.2458	3.4796	2.9722
4		4	3	3	4	3

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
354	280	220	420	67	400	74
361	281	221	426	61	401	75
18	33	7	39	1	37	-
5.%	11.9%	3.1%	9.2%	1.9%	9.3%	-
39	41	23	53	10	55	8
11.1%	14.6%	10.5%	12.6%	15.%	13.7%	11.3%
115	109	61	149	16	138	28
32.6%	39.%	27.6%	35.4%	23.9%	34.4%	38.2%
130	67	94	123	31	124	26
36.6%	23.9%	42.5%	29.2%	47.2%	30.9%	35.9%
38	20	27	38	7	33	7
10.7%	7.1%	12.1%	9.1%	10.9%	8.2%	9.9%
10	8	6	14	1	9	4
2.7%	2.9%	2.8%	3.2%	1.%	2.2%	4.9%
4	2	3	5		5	-
1.2%	.6%	1.5%	1.2%		1.3%	
172	183	91	241	27	230	37
48.7%	65.5%	41.1%	57.3%	40.9%	57.4%	49.4%
52	30	36	57	8	47	11
14.6%	10.7%	16.4%	13.5%	11.9%	11.7%	14.7%
3.4989	3.1104	3.6431	3.3081	3.5309	3.2664	3.589
4	3	4	3	4	3	4

Social Media Inactive
26
26
3
10.4%
1
3.2%
4
15.1%
10
39.9%
6
24.3%
2
7.%
-
8
28.8%
8
31.3%
3.8549

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	246	254
	unw_base	502	250	252
7 – Very strong economy	freq	28	15	14
7 – Very strong economy	prop	5.7%	6.%	5.4%
6	freq	66	41	26
6	prop	13.3%	16.5%	10.2%
5	freq	168	83	85
5	prop	33.7%	33.8%	33.5%
4	freq	138	67	71
4	prop	27.5%	27.1%	27.9%
3	freq	70	30	40
3	prop	13.9%	12.1%	15.7%
2	freq	21	6	15
2	prop	4.2%	2.5%	5.9%
1 – Very weak economy	freq	9	5	3
1 – Very weak economy	prop	1.7%	2.2%	1.3%
Top3Box	freq	263	138	125
Top3Box	prop	52.6%	56.2%	49.1%
Low3Box	freq	99	41	58
Low3Box	prop	19.9%	16.7%	22.9%
	mean	3.5025	3.3884	3.6127
	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
225	156	119		•		311
220	147	135				300
12	10	7		-		13
5.2%	6.1%	5.9%				4.%
30	21	15	•	•		41
13.5%	13.4%	12.7%				13.2%
63	57	49				112
27.8%	36.3%	41.1%				36.1%
66	43	28				87
29.4%	27.6%	23.9%				27.9%
37	20	13				43
16.4%	12.5%	11.2%				13.8%
12	5	4				12
5.4%	3.4%	3.1%				3.7%
5	1	2				4
2.2%	.7%	2.1%				1.2%
105	87	71				166
46.6%	55.9%	59.8%		-		53.3%
54	26	19				58
24.%	16.6%	16.3%		-		18.7%
3.634	3.3966	3.393				3.5028
4	3	3		•		3

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
189	135	124	240	233	267	57
202	146	106	250	240	262	60
16	8	1	19	15	13	6
8.4%	5.7%	1.1%	8.%	6.4%	5.1%	11.2%
25	23	7	37	30	37	11
13.4%	16.7%	5.4%	15.4%	12.8%	13.7%	19.2%
56	38	52	78	82	87	22
29.6%	27.9%	41.9%	32.6%	35.%	32.5%	39.6%
51	48	33	56	59	78	10
26.9%	35.4%	26.9%	23.4%	25.4%	29.4%	18.1%
27	11	20	38	31	38	3
14.2%	8.4%	16.2%	15.9%	13.4%	14.4%	6.%
10	5	7	9	14	7	3
5.%	3.7%	5.5%	3.9%	6.%	2.7%	6.%
5	3	4	2	3	6	
2.5%	2.1%	3.1%	.8%	1.1%	2.2%	
97	68	60	135	126	137	40
51.4%	50.4%	48.3%	56.1%	54.1%	51.3%	70.%
41	19	31	49	48	52	7
21.7%	14.2%	24.8%	20.5%	20.5%	19.3%	11.9%
3.5021	3.4344	3.8069	3.3835	3.4899	3.5135	3.0635
3	3	4	3	3	3	3

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
443	120	380	374	95		
442	118	384	376	95	•	
22	7	22	16	8		
5.%	5.6%	5.7%	4.4%	7.9%		
56	17	49	49	14		
12.5%	14.6%	12.9%	13.2%	15.%		
146	50	119	140	21	•	•
32.9%	41.4%	31.2%	37.4%	22.4%		
127	30	108	99	32	•	•
28.7%	24.7%	28.4%	26.5%	33.6%		
66	10	60	53	13		
14.9%	8.4%	15.7%	14.1%	13.9%		
18	6	16	12	5		
4.%	4.6%	4.1%	3.3%	5.2%		
9	1	8	4	2		
1.9%	.7%	2.%	1.1%	1.9%		
223	74	189	206	43		
50.4%	61.6%	49.8%	54.9%	45.4%	-	
93	16	83	69	20		
20.9%	13.7%	21.8%	18.6%	21.%		
3.5587	3.3218	3.5595	3.473	3.5389		
3	3	4	3	4		

Social Media Inactive	
	_

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	248	252
	unw_base	1007	531	476
7 – Very strong economy	freq	4	3	1
7 – Very strong economy	prop	.8%	1.3%	.3%
6	freq	8	7	1
6	prop	1.7%	2.8%	.6%
5	freq	53	29	24
5	prop	10.6%	11.7%	9.6%
4	freq	107	57	50
4	prop	21.4%	23.1%	19.9%
3	freq	121	59	62
3	prop	24.2%	24.%	24.4%
2	freq	88	46	42
2	prop	17.7%	18.6%	16.7%
1 – Very weak economy	freq	118	46	72
1 – Very weak economy	prop	23.6%	18.6%	28.5%
Top3Box	freq	66	39	26
Top3Box	prop	13.1%	15.8%	10.5%
Low3Box	freq	327	151	176
Low3Box	prop	65.5%	61.2%	69.7%
	mean	5.1388	4.9565	5.3177
	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	191	148	142	201	75	233
314	401	292	243	417	181	478
2	1	1	1		2	2
1.2%	.8%	.5%	.9%		2.7%	1.%
3	2	3	1	3	3	5
2.2%	1.1%	1.8%	.8%	1.3%	4.6%	2.1%
20	19	14	8	24	13	23
12.3%	10.1%	9.6%	5.9%	12.1%	17.2%	10.%
38	44	25	26	45	19	50
23.6%	23.%	17.1%	18.4%	22.4%	25.3%	21.6%
35	48	38	28	56	18	58
21.6%	25.3%	25.7%	19.9%	27.9%	23.8%	24.8%
28	29	31	25	37	9	38
17.6%	15.%	21.1%	17.7%	18.3%	12.3%	16.5%
35	47	36	52	36	11	56
21.6%	24.8%	24.3%	36.5%	18.%	14.2%	24.1%
25	23	18	11	27	18	30
15.7%	11.9%	11.9%	7.5%	13.4%	24.5%	13.1%
98	124	105	105	129	38	152
60.8%	65.1%	71.1%	74.1%	64.2%	50.3%	65.3%
5.0121	5.151	5.2608	5.547	5.0377	4.5653	5.1287
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 ecc

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
267	213	214	73	229	271	44
529	248	543	216	484	523	97
2	2	1	1	2	2	1
.7%	1.%	.5%	1.5%	1.%	.7%	2.8%
3	-	4	5	6	2	3
1.2%		1.7%	6.3%	2.6%	.8%	5.7%
30	19	25	9	27	27	5
11.2%	9.1%	11.6%	12.4%	11.6%	9.8%	10.8%
57	35	53	19	47	60	8
21.3%	16.6%	24.6%	26.5%	20.8%	22.%	19.%
63	47	59	16	54	67	11
23.7%	22.%	27.3%	21.6%	23.8%	24.5%	24.7%
50	40	34	14	43	45	7
18.7%	18.6%	16.%	19.8%	18.7%	16.8%	15.2%
62	70	39	9	49	69	10
23.2%	32.8%	18.4%	12.%	21.5%	25.4%	21.7%
35	21	29	15	35	31	9
13.2%	10.1%	13.7%	20.1%	15.2%	11.3%	19.3%
175	156	132	39	146	181	27
65.6%	73.3%	61.7%	53.4%	64.%	66.7%	61.7%
5.1476	5.4551	4.9811	4.6787	5.059	5.206	4.897
5	6	5	5	5	5	5

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
456	79	421	277	188	297	100
910	182	825	616	328	604	208
3	2	2	3	1	2	0
.6%	2.5%	.5%	1.1%	.4%	.8%	.3%
6	4	5	6	1	6	2
1.3%	4.4%	1.1%	2.3%	.7%	1.9%	1.9%
48	13	41	29	19	30	13
10.6%	15.9%	9.7%	10.3%	10.%	10.2%	12.8%
99	16	91	61	41	64	22
21.7%	20.7%	21.6%	21.9%	22.%	21.6%	22.2%
110	21	100	75	40	79	21
24.2%	26.5%	23.8%	27.%	21.4%	26.6%	21.5%
82	11	77	52	27	50	21
17.9%	13.8%	18.4%	18.7%	14.3%	16.9%	21.2%
108	13	105	52	59	65	20
23.8%	16.2%	25.%	18.7%	31.3%	22.%	20.2%
57	18	47	38	21	38	15
12.5%	22.8%	11.3%	13.6%	11.1%	13.%	14.9%
300	45	283	179	126	194	63
65.8%	56.5%	67.1%	64.5%	66.9%	65.4%	62.8%
5.1624	4.7042	5.2206	5.0258	5.3108	5.0967	5.07
5	5	5	5	5	5	5

Social Media Inactive				
	104			
	195			
	1			
1.	4%			
	1			
	.6%			
	10			
9.	.8%			
	21			
20.	.2%			
	21			
20	0.%			
40	17			
16.	.4%			
0.1	33			
31.	.6%			
4.4	12			
11.	.8%			
00	71			
	.1%			
5.3				
	5			

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	251	249
	unw_base	1006	580	426
7 – Very strong economy	freq	3	3	-
7 – Very strong economy	prop	.5%	1.%	
6	freq	6	4	2
6	prop	1.3%	1.6%	1.%
5	freq	51	26	25
5	prop	10.2%	10.5%	9.9%
4	freq	151	77	73
4	prop	30.2%	30.9%	29.5%
3	freq	188	82	106
3	prop	37.5%	32.7%	42.4%
2	freq	57	32	25
2	prop	11.3%	12.6%	10.%
1 – Very weak economy	freq	45	27	18
1 – Very weak economy	prop	9.%	10.8%	7.2%
Top3Box	freq	60	33	27
Top3Box	prop	12.%	13.1%	10.9%
Low3Box	freq	289	141	148
Low3Box	prop	57.8%	56.1%	59.6%
	mean	4.7284	4.7346	4.7221
	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	166	166	297	165	38	255
250	361	395	546	356	104	558
1	-	2	1	2	-	2
.6%		.9%	.3%	1.1%		.6%
1	2	3	3	3	1	4
.8%	.9%	2.1%	.9%	1.7%	2.6%	1.7%
18	20	13	19	23	9	25
11.%	12.%	7.6%	6.5%	13.7%	24.6%	9.8%
63	39	49	86	49	15	76
37.6%	23.3%	29.5%	29.1%	29.9%	40.2%	30.%
56	66	66	117	61	9	97
33.3%	39.6%	39.8%	39.4%	37.%	25.1%	38.1%
17	20	20	37	18	2	29
9.9%	11.9%	12.1%	12.4%	11.%	4.5%	11.6%
11	20	13	34	9	1	21
6.7%	12.3%	8.%	11.6%	5.7%	3.1%	8.2%
21	21	18	22	27	10	31
12.4%	13.%	10.6%	7.6%	16.5%	27.2%	12.1%
84	106	99	188	89	12	147
50.%	63.8%	59.8%	63.4%	53.7%	32.7%	57.9%
4.5897	4.8643	4.7334	4.8994	4.5564	4.1359	4.7079
4	5	5	5	5	4	5

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
245	267	101	132	254	246	30
448	281	203	522	581	425	76
1	3	-	-	2	1	1
.4%	1.%			.6%	.4%	2.6%
2	3	•	3	4	3	1
.8%	1.3%		2.2%	1.5%	1.1%	4.5%
26	24	12	15	28	23	6
10.7%	9.%	11.7%	11.6%	11.1%	9.3%	20.5%
74	79	30	42	70	81	9
30.3%	29.5%	30.1%	31.7%	27.5%	32.9%	28.5%
91	103	35	49	95	92	7
37.%	38.6%	35.1%	37.3%	37.6%	37.5%	22.8%
27	28	15	14	30	27	4
11.%	10.6%	14.5%	10.4%	11.7%	11.%	14.5%
24	27	9	9	26	19	2
9.8%	10.2%	8.5%	6.9%	10.1%	7.9%	6.7%
29	30	12	18	33	27	8
11.9%	11.2%	11.7%	13.8%	13.2%	10.8%	27.6%
142	159	59	72	150	139	13
57.8%	59.3%	58.1%	54.6%	59.3%	56.3%	44.%
4.7496	4.759	4.7792	4.6275	4.752	4.704	4.3475
5	5	5	5	5	5	4

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
470	52	448	336		42	128
930	135	871	727	213	92	285
2	2	1	2	1		1
.4%	3.%	.2%	.5%	.8%		.6%
5	2	4	5	1	3	1
1.1%	3.7%	1.%	1.5%	1.%	7.6%	.6%
45	6	45	37	13	9	16
9.5%	12.2%	10.%	10.9%	9.7%	20.2%	12.2%
142	17	133	97	46	10	35
30.3%	33.3%	29.8%	28.9%	34.4%	23.7%	27.5%
181	15	173	126	48	12	52
38.5%	28.8%	38.6%	37.6%	35.9%	28.%	40.5%
52	8	49	39	14	4	13
11.1%	14.6%	10.9%	11.8%	10.4%	10.6%	10.1%
43	2	43	30	10	4	11
9.1%	4.4%	9.5%	9.%	7.9%	9.9%	8.6%
52	10	50	43	15	12	17
11.%	18.9%	11.2%	12.9%	11.4%	27.8%	13.4%
276	25	264	196	72	21	76
58.7%	47.8%	59.%	58.3%	54.1%	48.5%	59.2%
4.7531	4.4269	4.7636	4.7269	4.6627	4.4354	4.7124
5	4	5	5	5	4	5

Social Media Inactive				
	330			
	629			
	2			
	.6%			
	2			
	.7%			
	27			
	8.2%			
	106			
3	2.1%			
	124			
3	7.6%			
	39			
1	1.9%			
	30			
	9.%			
	31			
	9.4%			
	193			
	8.5%			
4.	7721			
	5			

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	239	261
	unw_base	507	265	242
7 – Very strong economy	freq	2	1	1
7 – Very strong economy	prop	.4%	.6%	.3%
6	freq	15	15	1
6	prop	3.1%	6.1%	.3%
5	freq	71	27	45
5	prop	14.3%	11.2%	17.1%
4	freq	130	92	38
4	prop	26.1%	38.5%	14.6%
3	freq	97	37	60
3	prop	19.4%	15.4%	23.2%
2	freq	64	24	40
2	prop	12.8%	9.9%	15.4%
1 – Very weak economy	freq	120	44	76
1 – Very weak economy	prop	24.%	18.4%	29.1%
Top3Box	freq	89	43	46
Top3Box	prop	17.8%	17.9%	17.7%
Low3Box	freq	281	104	177
Low3Box	prop	56.2%	43.6%	67.7%
	mean	4.9517	4.6501	5.2285
	median	5	4	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
260	152	88	190	168	60	158
284	132	91	157	183	96	179
1		1	2	0	-	0
.5%		.9%	.9%	.2%		.1%
13	2	1	0	3	2	3
4.9%	1.4%	.6%	.2%	1.6%	3.1%	2.2%
30	36	5	22	38	7	13
11.7%	23.7%	5.6%	11.6%	22.5%	12.1%	8.1%
93	27	10	69	37	19	27
35.7%	18.1%	11.4%	36.1%	22.2%	30.9%	17.4%
46	26	25	35	44	12	43
17.8%	17.1%	28.5%	18.4%	26.5%	20.2%	27.6%
26	31	7	17	16	7	17
10.1%	20.2%	8.%	9.1%	9.4%	11.2%	11.1%
50	30	40	45	29	14	53
19.3%	19.6%	45.%	23.6%	17.5%	22.5%	33.5%
45	38	6	24	41	9	16
17.2%	25.%	7.1%	12.8%	24.3%	15.1%	10.4%
123	86	72	97	90	32	114
47.2%	56.9%	81.5%	51.1%	53.5%	54.%	72.2%
4.7282	4.8987	5.6993	4.9256	4.7155	4.9209	5.3733
4	5	6	5	5	5	5

Mexico

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
342	220	161	119	250	250	67
328	17	262	228	287	220	106
2		1	1	1	1	1
.6%		.9%	.5%	.5%	.3%	1.9%
12	10	3	2	3	12	1
3.5%		1.8%	1.9%	1.2%	5.%	1.9%
59	45	11	15	44	27	10
17.1%		6.8%	12.9%	17.8%	10.7%	14.2%
103	61	45	24	79	51	18
30.%		27.7%	20.5%	31.7%	20.5%	26.5%
54	33	33	31	42	56	14
15.7%		20.4%	26.1%	16.6%	22.2%	20.8%
46	26	20	19	33	30	7
13.5%		12.2%	15.6%	13.4%	12.1%	11.1%
67	45	48	27	47	73	16
19.6%		30.1%	22.4%	18.8%	29.2%	23.7%
72	55	15	18	49	40	12
21.1%		9.6%	15.3%	19.5%	16.%	18.%
167	104	101	76	122	159	37
48.8%		62.7%	64.2%	48.8%	63.5%	55.5%
4.7577	4.6968	5.2186	5.0625	4.7794	5.1235	4.9013
4	4	5	5	4	5	5

	Senior Executive	Senior Executive	Employmen			
Business	Decision Maker	Decision Maker	t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
433	81	419	255	39	360	107
401	132	375	345	51	331	120
1	1	1	2	0	2	•
.2%	1.8%	.2%	.7%	.9%	.5%	
14	1	14	4	1	15	•
3.3%	1.6%	3.4%	1.5%	3.1%	4.3%	•
62	11	60	55	4	54	14
14.3%	13.7%	14.4%	21.8%	11.3%	15.1%	12.9%
113	23	108	62	6	86	33
26.%	28.2%	25.6%	24.5%	16.%	23.9%	31.3%
83	16	81	48	6	78	15
19.2%	20.1%	19.3%	18.7%	15.7%	21.5%	13.7%
56	8	55	28	4	34	28
13.%	10.4%	13.2%	11.1%	11.3%	9.3%	26.1%
104	19	100	55	16	91	17
24.%	24.2%	23.9%	21.8%	41.7%	25.4%	16.%
77	14	75	61	6	72	14
17.7%	17.1%	17.9%	23.9%	15.3%	19.9%	12.9%
244	44	237	131	27	203	60
56.3%	54.7%	56.5%	51.6%	68.8%	56.2%	55.9%
4.9595	4.9115	4.9594	4.7946	5.4339	4.912	5.0108
5	5	5	5	6	5	5

Social
Media
Inactive

Inactive				
33				
56				
0				
1.%				
3				
9.9%				
11				
32.6%				
5				
15.%				
2				
7.3%				
11				
34.2%				
4				
10.9%				
19				
56.5%				
5.1914				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	246	254
	unw_base	507	234	273
7 – Very strong economy	freq	4	1	3
7 – Very strong economy	prop	.8%	.5%	1.%
6	freq	6	3	3
6	prop	1.3%	1.2%	1.3%
5	freq	75	49	26
5	prop	15.%	19.8%	10.3%
4	freq	195	83	112
4	prop	39.1%	33.8%	44.1%
3	freq	131	67	65
3	prop	26.3%	27.%	25.5%
2	freq	52	30	22
2	prop	10.3%	12.1%	8.6%
1 – Very weak economy	freq	37	14	23
1 – Very weak economy	prop	7.3%	5.5%	9.1%
Top3Box	freq	85	53	32
Top3Box	prop	17.%	21.6%	12.7%
Low3Box	freq	220	110	110
Low3Box	prop	43.9%	44.6%	43.2%
	mean	4.4902	4.4393	4.5395
	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	152	77	326	162	12	152
254	172	81	305	186	16	165
2	2		2	2		1
.6%	1.6%		.5%	1.5%		.7%
0	4	1	2	2	2	3
.2%	3.%	1.7%	.7%	1.4%		1.9%
41	22	12	42	30	4	30
15.3%	14.3%	15.4%	12.8%	18.3%		19.5%
105	60	31	127	65	3	53
38.8%	39.3%	39.5%	39.1%	40.2%		35.1%
71	38	23	81	47	4	42
26.1%	25.2%	29.2%	24.8%	28.7%		27.6%
32	16	4	42	10		13
11.8%	10.5%	5.%	12.9%	6.%		8.6%
20	10	7	30	7		10
7.4%	6.3%	9.2%	9.2%	4.1%		6.5%
43	29	13	46	34	5	34
16.%	18.8%	17.1%	14.%	21.1%		22.2%
122	64	34	153	63	4	65
45.2%	42.%	43.4%	46.9%	38.8%		42.7%
4.543	4.4017	4.4789	4.6256	4.275	3.7492	4.387
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 ecc

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
348	-	385	115	264	236	125
342	-	294	213	269	238	128
3	•	4	-	4	-	2
.8%		1.%	•	1.5%		1.9%
3	•	5	1	2	5	1
1.%		1.3%	1.2%	.7%	1.9%	.9%
45		53	22	48	27	22
13.%		13.8%	18.9%	18.3%	11.3%	17.3%
142		151	45	90	105	48
40.8%		39.1%	38.8%	34.2%	44.5%	38.2%
89		95	36	72	59	37
25.7%		24.7%	31.7%	27.3%	25.1%	29.3%
39		45	7	28	24	9
11.1%		11.7%	5.7%	10.6%	10.1%	7.4%
27		32	4	20	17	6
7.7%		8.4%	3.7%	7.5%	7.1%	5.%
51		62	23	54	31	25
14.8%		16.1%	20.1%	20.5%	13.2%	20.1%
155		172	47	120	100	52
44.4%		44.8%	41.1%	45.4%	42.3%	41.7%
4.5352		4.5382	4.3296	4.468	4.5149	4.3429
4		4	4	4	4	4

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
375	134	366	334	67	368	100
379	146	361	354	62	382	97
2	2	2	3		4	-
.4%	1.8%	.4%	.8%		1.1%	
5	2	5	3	2	6	-
1.4%	1.2%	1.3%	.8%	3.5%	1.7%	
53	18	57	60	7	52	18
14.2%	13.7%	15.5%	18.%	9.9%	14.%	17.5%
147	52	143	132	27	143	46
39.3%	38.9%	39.1%	39.5%	39.9%	38.9%	46.3%
95	40	91	86	18	104	19
25.3%	29.8%	25.%	25.9%	26.6%	28.2%	19.3%
42	11	41	27	9	35	8
11.3%	8.2%	11.1%	8.1%	13.7%	9.4%	7.8%
30	9	28	23	4	25	9
8.1%	6.5%	7.6%	6.9%	6.3%	6.7%	9.1%
60	22	63	65	9	62	18
16.%	16.6%	17.2%	19.6%	13.5%	16.8%	17.5%
167	60	160	136	31	163	36
44.7%	44.5%	43.7%	40.9%	46.6%	44.3%	36.2%
4.5395	4.4429	4.5075	4.4072	4.5587	4.4648	4.4476
4	4	4	4	4	4	4

Social Media Inactive				
	32			
	28			
	-			
	6			
	18.5%			
	6			
	17.9%			
	8			
	25.5%			
	9			
	29.4%			
	3			
	8.8%			
	6			
	18.5%			
	20			
	63.6%			
	4.9204			
	5			

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	249	251
	unw_base	509	256	253
7 – Very strong economy	freq	5	3	2
7 – Very strong economy	prop	1.%	1.1%	.9%
6	freq	18	9	9
6	prop	3.5%	3.5%	3.6%
5	freq	72	46	26
5	prop	14.3%	18.6%	10.2%
4	freq	146	60	86
4	prop	29.1%	23.9%	34.3%
3	freq	135	63	72
3	prop	27.1%	25.4%	28.7%
2	freq	63	34	29
2	prop	12.6%	13.6%	11.6%
1 – Very weak economy	freq	62	35	27
1 – Very weak economy	prop	12.3%	13.9%	10.8%
Top3Box	freq	94	58	37
Top3Box	prop	18.9%	23.1%	14.6%
Low3Box	freq	260	132	128
Low3Box	prop	52.%	52.9%	51.1%
	mean	4.6485	4.6559	4.6412
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
202	156	142	323	98	10	273
176	172	161	289	136	10	287
3	2		3			
1.5%	1.3%		.8%			
5	7	6	11	6	-	12
2.2%	4.5%	4.4%	3.5%	5.8%		4.4%
28	21	23	45	14	1	31
14.%	13.3%	16.%	13.9%	14.8%		11.5%
75	39	32	91	33	4	82
37.%	25.1%	22.4%	28.1%	33.7%		30.1%
48	45	42	93	21	5	80
23.8%	28.8%	29.8%	28.7%	22.%		29.2%
19	18	25	40	18		38
9.6%	11.7%	17.9%	12.4%	18.1%		13.8%
24	24	14	41	5		30
11.9%	15.4%	9.6%	12.7%	5.6%		11.1%
36	30	29	59	20	1	43
17.7%	19.%	20.3%	18.1%	20.6%		15.8%
92	87	81	174	45	5	148
45.3%	55.9%	57.3%	53.8%	45.7%		54.1%
4.5578	4.7233	4.6955	4.6837	4.4853	4.4882	4.6988
4	5	5	5	4	5	5

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
227	74	311	115	237	263	39
222	26	237	246	272	237	45
5	2	2	1	1	4	
2.2%	2.7%	.8%	.6%	.3%	1.7%	
6	2	10	5	12	6	3
2.5%	3.3%	3.2%	4.6%	4.9%	2.3%	7.8%
40	13	36	23	40	32	5
17.8%	17.5%	11.6%	19.7%	16.8%	12.2%	12.1%
63	14	96	36	57	89	9
28.%	19.4%	30.7%	31.2%	24.%	33.8%	23.3%
56	18	88	29	71	64	13
24.6%	25.%	28.2%	25.4%	30.2%	24.3%	32.5%
25	8	44	11	29	34	8
11.2%	10.8%	14.%	10.%	12.2%	12.9%	20.%
31	16	36	10	28	34	2
13.8%	21.4%	11.5%	8.6%	11.7%	12.9%	4.4%
51	17	48	29	52	43	8
22.5%	23.5%	15.6%	24.9%	21.9%	16.2%	19.8%
112	42	167	51	128	132	22
49.5%	57.2%	53.7%	44.%	54.1%	50.1%	56.9%
4.5879	4.7856	4.7054	4.4062	4.6241	4.6705	4.5815
4	5	5	4	5	5	5

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
461	74	426	312	129	232	173
464	97	412	351	95	249	176
5		5	1	2	3	
1.1%		1.2%	.2%	1.8%	1.3%	
15	5	13	12	3	9	9
3.2%	7.%	2.9%	4.%	2.5%	3.7%	5.1%
67	13	59	41	20	35	25
14.5%	17.4%	13.8%	13.2%	15.7%	14.9%	14.7%
136	22	124	100	36	70	56
29.6%	29.9%	29.%	32.2%	27.6%	30.4%	32.6%
123	21	115	86	29	67	50
26.6%	28.%	26.9%	27.6%	22.6%	29.1%	28.8%
55	11	52	43	13	26	19
12.%	14.7%	12.2%	13.9%	10.3%	11.3%	11.2%
60	2	59	28	25	22	13
13.%	3.1%	13.9%	8.9%	19.5%	9.3%	7.7%
87	18	76	54	26	46	34
18.8%	24.4%	17.9%	17.4%	20.%	19.9%	19.8%
238	34	226	157	68	115	82
51.6%	45.8%	53.1%	50.4%	52.4%	49.7%	47.7%
4.6543	4.3533	4.6997	4.6034	4.7551	4.5343	4.4939
5	4	5	5	5	4	4

Social Media Inactive						
	96					
	84					
	2					
	2.1%					
	0					
	.4%					
	12					
	12.2%					
	19					
	19.9%					
	18					
	19.%					
	18					
	18.3%					
	27					
	28.%					
	14					
	14.8%					
	63					
	65.4%					
Ę	5.2039					
	5					

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	238	262
	unw_base	506	260	246
7 – Very strong economy	freq	6	6	0
7 – Very strong economy	prop	1.2%	2.3%	.1%
6	freq	9	9	0
6	prop	1.8%	3.6%	.1%
5	freq	101	34	67
5	prop	20.2%	14.3%	25.6%
4	freq	132	71	61
4	prop	26.3%	29.7%	23.3%
3	freq	134	59	75
3	prop	26.7%	24.7%	28.6%
2	freq	49	23	26
2	prop	9.8%	9.6%	10.1%
1 – Very weak economy	freq	70	38	32
1 – Very weak economy	prop	14.%	15.8%	12.3%
Top3Box	freq	116	48	68
Top3Box	prop	23.2%	20.2%	25.8%
Low3Box	freq	253	119	133
Low3Box	prop	50.5%	50.1%	50.9%
	mean	4.6101	4.6277	4.5941
	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
207	159	134	33	219	202	220
144	215	147	22	167	280	288
2	1	2	2	1	2	3
1.2%	.9%	1.5%	6.6%	.5%	1.2%	1.5%
4	3	3		4	3	4
1.7%	1.8%	1.9%		1.7%	1.6%	1.7%
64	17	20	3	58	40	42
31.1%	10.7%	14.8%	10.4%	26.5%	19.6%	19.1%
33	52	47	10	46	66	55
15.8%	32.5%	35.3%	30.6%	21.1%	32.8%	24.8%
64	38	31	11	71	36	53
31.%	24.%	23.3%	31.7%	32.6%	17.7%	24.1%
23	18	9	3	14	27	22
10.9%	11.%	6.8%	8.%	6.5%	13.2%	9.9%
17	30	22	4	24	28	42
8.4%	19.1%	16.5%	12.8%	11.1%	14.%	18.9%
70	21	24	6	63	45	49
33.9%	13.4%	18.1%	17.%	28.7%	22.4%	22.4%
104	86	62	17	110	91	117
50.3%	54.2%	46.6%	52.5%	50.2%	44.9%	52.9%
4.3994	4.8647	4.6327	4.5591	4.4727	4.5967	4.7346
5	5	4	5	5	4	5

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

Chief **Marital** Chief **Status Education Education Business** Education Income Income Other Low Medium High **Earner Yes Earner No Owner Yes** 280 85 290 125 243 257 28 218 28 131 347 295 211 47 3 .6% .9% 2.6% 1.% .7% 1.6% 9.8% 1.8% 1.7% 1.6% 2.3% 2.5% 1.1% 11 59 82 26 75 3 21.1% 9.5% 28.2% 9.% 10.6% 29.3% 11.8% 77 28 21 83 85 46 27.5% 24.6% 28.6% 22.3% 35.1% 18.1% 31.4% 81 33 66 35 61 72 28.8% 38.5% 22.9% 27.5% 25.3% 28.1% 10.7% 27 20 28 25 24 9.8% 1.4% 6.9% 22.4% 10.4% 9.3% 6.6% 28 18 32 20 38 32 10.9% 29.7% 10.1% 21.7% 15.9% 15.5% 12.5% 67 12 89 15 33 82 23.8% 13.9% 30.8% 11.9% 13.8% 32.% 21.6% 136 52 118 83 124 128 13 48.7% 40.7% 47.% 61.5% 65.8% 51.1% 49.9% 4.5118 4.8546 4.3497 5.0466 4.7489 4.4791 4.7168

	Senior Executive	Senior Executive	Employmen			
Business	Decision Maker	Decision Maker	t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
472	49	451	300	120	149	127
459	77	429	401	47	173	189
3	3	3	6		1	2
.7%	5.6%	.7%	1.9%		.4%	1.5%
9	0	9	6	3	4	5
1.9%	.6%	1.9%	2.1%	2.3%	2.6%	3.6%
98	6	95	31	51	13	16
20.7%	12.5%	21.1%	10.3%	42.5%	8.9%	12.7%
123	15	117	84	14	59	30
26.%	30.5%	25.9%	27.9%	11.5%	39.7%	23.8%
131	9	124	79	35	33	38
27.7%	18.7%	27.6%	26.3%	28.7%	22.4%	29.9%
47	6	44	36	8	20	21
10.%	11.3%	9.7%	12.1%	6.7%	13.6%	16.4%
62	10	60	58	10	19	15
13.%	20.9%	13.2%	19.5%	8.3%	12.5%	12.1%
110	9	107	43	54	18	23
23.3%	18.7%	23.7%	14.3%	44.8%	11.8%	17.9%
240	25	228	173	53	72	74
50.7%	50.9%	50.5%	57.8%	43.7%	48.5%	58.3%
4.6038	4.7361	4.5963	4.8861	4.2	4.7196	4.7442
5	5	5	5	4	4	5

Social Media
Inactive
224 144
3
1.5%
0
.2%
72
32.%
42
18.9%
62
27.8%
8
3.7%
36
16.%
76
33.7%
106
47.4%
4.4612
4

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	292	208
	unw_base	504	275	229
7 – Very strong economy	freq	95	68	27
7 – Very strong economy	prop	19.%	23.3%	12.9%
6	freq	103	60	42
6	prop	20.5%	20.7%	20.3%
5	freq	142	75	67
5	prop	28.4%	25.5%	32.4%
4	freq	101	55	46
4	prop	20.2%	18.7%	22.2%
3	freq	38	21	17
3	prop	7.6%	7.2%	8.1%
2	freq	13	8	5
2	prop	2.5%	2.7%	2.2%
1 – Very weak economy	freq	10	5	4
1 – Very weak economy	prop	1.9%	1.8%	2.%
Top3Box	freq	339	203	136
Top3Box	prop	67.9%	69.5%	65.5%
Low3Box	freq	60	34	26
Low3Box	prop	12.%	11.7%	12.3%
	mean	2.92	2.8133	3.0698
	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	171	45	276	111	57	306
302	166	36	278	115	55	313
45	38	12	56	18	9	65
15.9%	22.3%	25.8%	20.3%	16.4%	15.2%	21.1%
56	38	9	56	27	13	65
19.7%	22.3%	19.1%	20.2%	24.%	22.1%	21.3%
85	41	16	66	32	23	78
30.%	23.8%	35.7%	23.8%	29.2%	40.%	25.6%
60	35	6	61	22	8	60
21.1%	20.2%	13.7%	22.2%	20.1%	13.7%	19.7%
24	14		22	9	4	22
8.5%	7.9%		7.8%	7.8%	6.8%	7.3%
7	3	3	9	2		9
2.5%	1.7%	5.8%	3.4%	2.%		2.9%
6	3		6	1	1	6
2.2%	1.9%		2.3%	.7%	2.2%	2.1%
187	117	36	177	77	44	208
65.6%	68.3%	80.5%	64.3%	69.5%	77.3%	68.%
38	20	3	37	12	5	38
13.3%	11.5%	5.8%	13.6%	10.4%	9.%	12.3%
3.0303	2.8186	2.6054	2.9655	2.8746	2.8344	2.8773
3	3	3	3	3	3	3

## Saudi Arabia

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
194	136	122	243	251	249	74
191	134	119	251	244	260	74
30	34	14	47	58	36	12
15.6%	25.4%	11.2%	19.3%	23.2%	14.7%	15.8%
37	20	26	56	55	47	22
19.3%	14.9%	21.4%	23.2%	22.%	19.%	29.6%
64	29	36	76	66	76	20
32.8%	21.7%	29.7%	31.4%	26.1%	30.7%	27.%
40	32	28	40	43	58	17
20.8%	23.5%	23.4%	16.7%	17.2%	23.2%	23.3%
15	13	11	13	17	21	2
7.9%	9.5%	9.4%	5.5%	6.8%	8.3%	2.2%
4	3	3	7	8	5	2
1.9%	2.1%	2.2%	2.9%	3.%	2.%	2.2%
3	4	3	2	4	5	
1.7%	2.9%	2.7%	1.%	1.6%	2.2%	
131	84	76	179	179	160	54
67.7%	62.%	62.4%	73.9%	71.4%	64.3%	72.4%
22	20	17	23	29	31	3
11.5%	14.5%	14.3%	9.4%	11.4%	12.5%	4.3%
2.9872	2.9471	3.157	2.786	2.7782	3.0634	2.7297
3	3	3	3	3	3	3

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
426	116	384	307	162	218	166
430	114	390	308	168	217	171
83	25	70	72	18	30	27
19.5%	21.8%	18.1%	23.5%	10.9%	13.6%	16.5%
81	32	71	64	31	47	41
18.9%	27.2%	18.5%	20.7%	19.1%	21.7%	24.8%
122	28	114	80	56	63	47
28.6%	24.1%	29.7%	26.2%	34.4%	28.8%	28.1%
83	24	77	58	34	51	33
19.6%	20.5%	20.1%	18.9%	21.%	23.5%	20.%
36	6	32	20	16	21	9
8.5%	5.%	8.3%	6.5%	9.6%	9.5%	5.7%
11	2	11	10	3	4	4
2.6%	1.4%	2.9%	3.2%	1.8%	1.8%	2.5%
10		10	3	5	2	4
2.2%		2.5%	1.1%	3.2%	1.1%	2.5%
285	85	254	216	105	140	115
67.1%	73.2%	66.3%	70.4%	64.5%	64.1%	69.4%
57	7	53	33	24	27	18
13.3%	6.4%	13.7%	10.7%	14.6%	12.4%	10.6%
2.9532	2.637	3.0054	2.78	3.1737	3.0348	2.9087
3	3	3	3	3	3	3

Social Media Inactive				
116	j			
116	j			
38				
32.6%	_			
14				
12.3%	,			
32				
27.9%	,			
16				
14.1%	,			
8				
6.5%	,			
5				
4.%	,			
3				
2.6%	,			
85				
72.8%	,			
15				
13.1%	,			
2.7206	,			
3	,			

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	240	260
	unw_base	500	211	289
7 – Very strong economy	freq	4	3	1
7 – Very strong economy	prop	.7%	1.2%	.2%
6	freq	3	1	2
6	prop	.6%	.5%	.7%
5	freq	35	14	22
5	prop	7.1%	5.7%	8.3%
4	freq	107	54	53
4	prop	21.5%	22.4%	20.5%
3	freq	156	83	73
3	prop	31.3%	34.7%	28.1%
2	freq	108	51	57
2	prop	21.7%	21.3%	22.%
1 – Very weak economy	freq	86	34	52
1 – Very weak economy	prop	17.2%	14.1%	20.2%
Top3Box	freq	42	18	24
Top3Box	prop	8.4%	7.5%	9.2%
Low3Box	freq	351	169	182
Low3Box	prop	70.2%	70.1%	70.3%
	mean	5.1599	5.0908	5.224
	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	137	80	62	108	329	182
181	188	131	45	105	350	231
3	1			3	1	1
1.1%	.4%			2.7%	.2%	.3%
2	1	-			3	1
.8%	.5%				.9%	.7%
21	11	3	2	5	28	14
7.4%	8.1%	4.%	3.8%	5.%	8.4%	7.9%
66	27	14	15	27	66	29
23.1%	20.1%	17.8%	23.7%	24.5%	20.%	16.2%
93	39	24	14	26	116	52
32.7%	28.6%	30.6%	22.7%	24.4%	35.1%	28.7%
59	33	17	18	22	68	48
20.8%	23.9%	21.%	29.4%	20.1%	20.7%	26.3%
40	25	21	13	25	48	36
14.%	18.4%	26.6%	20.4%	23.2%	14.7%	19.9%
26	12	3	2	8	31	16
9.3%	9.%	4.%	3.8%	7.7%	9.4%	8.9%
192	97	62	45	73	232	136
67.6%	70.9%	78.2%	72.5%	67.8%	70.5%	74.9%
5.0429	5.2129	5.4849	5.3883	5.2124	5.0994	5.3073
5	5	5	5	5	5	5

**South Africa** 

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
318	227	119	154	254	246	93
269	218	133	149	280	220	101
3	3		1		4	1
.9%	1.3%		.4%		1.4%	.6%
2		-	3	2	1	
.5%			1.9%	.9%	.3%	
21	11	10	14	20	16	5
6.6%	4.8%	8.7%	9.1%	7.7%	6.4%	5.4%
78	45	26	36	51	57	24
24.4%	19.7%	22.1%	23.6%	20.%	23.%	26.%
104	71	40	45	81	75	30
32.8%	31.3%	33.7%	29.3%	32.%	30.5%	31.7%
61	54	19	35	52	57	16
19.1%	23.8%	16.3%	22.8%	20.4%	23.%	17.5%
50	43	23	20	49	38	18
15.7%	19.1%	19.3%	13.%	19.1%	15.3%	18.9%
26	14	10	17	22	20	6
8.%	6.1%	8.7%	11.4%	8.6%	8.2%	6.%
215	169	82	100	182	169	64
67.5%	74.2%	69.2%	65.1%	71.5%	68.9%	68.1%
5.0759	5.273	5.1528	4.9985	5.2063	5.112	5.1628
5	5	5	5	5	5	5

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
407		346	388		317	124
399	154 160	340	411	61	309	135
399	100	340	411	3	309	133
.7%	.4%	.9%	.1%	3.2%	1.1%	-
3	.470	.970	3	3.2 /0	1.170	
.7%	1.5%	.2%	.8%		•	2.4%
30	1.5 %	.270	30	3	26	2.470
7.5%	9.4%	6.1%	7.8%	3.3%	8.1%	6.8%
83	28	80	7.5%	27	75	23
20.4%	18.%	23.%	19.2%	28.9%	23.6%	18.8%
127		106	19.2 //			39
31.2%	51 32.8%	30.6%	30.6%	31 32.9%	101 31.8%	39
92	35 22.7%	73	88	20	69 21.7%	28
22.7%		21.2%	22.6%	20.9%		23.%
69	24	62	74	10	44	21
16.9%	15.4%	18.1%	18.9%	10.8%	13.8%	17.2%
36	17	25	34	6	29	11
8.9%	11.2%	7.1%	8.7%		9.2%	9.2%
287	109	242	280	61	213	89
70.7%	70.9%	69.9%	72.1%	64.7%	67.2%	71.9%
5.1593	5.1101	5.1822	5.2271	4.9453	5.0499	5.178
5	5	5	5	5	5	5

Me	cial dia ctive
	60
	56
	-
	1
	2.1%
	9
	15.7%
	17
	27.6%
	11
	19.2%
	21
	35.5%
	1
	2.1%
	49
	82.3%
	5.7031
	6

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	253	247
	unw_base	505	267	238
7 – Very strong economy	freq	5	5	-
7 – Very strong economy	prop	.9%	1.8%	
6	freq	7	5	3
6	prop	1.5%	1.9%	1.%
5	freq	56	27	29
5	prop	11.2%	10.8%	11.6%
4	freq	105	45	59
4	prop	21.%	18.%	24.1%
3	freq	165	98	66
3	prop	32.9%	38.9%	26.8%
2	freq	92	39	52
2	prop	18.3%	15.5%	21.2%
1 – Very weak economy	freq	71	33	38
1 – Very weak economy	prop	14.2%	13.1%	15.3%
Top3Box	freq	68	37	31
Тор3Вох	prop	13.6%	14.5%	12.6%
Low3Box	freq	327	171	157
Low3Box	prop	65.5%	67.5%	63.3%
	mean	4.9537	4.8929	5.016
	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	191	117	88	174	238	287
127	229	149	73	171	261	331
2		2	1		4	3
1.2%		2.%	.9%		1.6%	1.2%
3	3	1	1	2	4	5
1.8%	1.7%	.7%	1.3%	1.1%	1.9%	1.8%
24	17	15	4	26	26	35
12.6%	8.8%	12.6%	4.8%	15.1%	10.7%	12.1%
29	45	31	19	32	55	62
15.2%	23.5%	26.3%	21.%	18.3%	23.%	21.6%
61	64	39	33	48	84	106
31.9%	33.5%	33.6%	37.5%	27.6%	35.1%	37.%
39	39	14	15	39	38	47
20.3%	20.2%	12.2%	16.5%	22.7%	15.8%	16.3%
33	24	15	16	27	28	29
17.%	12.4%	12.6%	18.1%	15.4%	11.9%	10.%
30	20	18	6	28	34	43
15.6%	10.5%	15.3%	6.9%	16.1%	14.2%	15.1%
132	126	69	64	114	150	182
69.2%	66.%	58.4%	72.1%	65.6%	62.9%	63.3%
5.0396	4.9869	4.7598	5.1498	5.0185	4.8336	4.8021
5	5	5	5	5	5	5

## South Korea

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
213	8	127	365	254	246	69
174	6	111	388	287	218	80
1			5	5		2
.5%			1.2%	1.8%		2.7%
2		2	5	6	2	2
1.1%		1.5%	1.5%	2.3%	.7%	2.9%
21		18	38	25	31	14
9.9%		14.%	10.5%	9.9%	12.5%	20.2%
43	2	26	77	55	50	16
20.2%		20.8%	21.1%	21.5%	20.5%	22.5%
58	3	43	118	85	80	17
27.4%		34.3%	32.3%	33.3%	32.5%	24.2%
45	1	13	78	48	43	10
21.%		10.%	21.4%	19.%	17.7%	14.%
43	3	25	44	31	40	9
20.%		19.5%	12.%	12.3%	16.2%	13.5%
24		20	48	35	32	18
11.5%	-	15.5%	13.2%	14.%	13.2%	25.8%
146	7	81	240	164	163	36
68.4%		63.7%	65.7%	64.6%	66.4%	51.7%
5.1578	5.5276	4.9561	4.9401	4.8846	5.0252	4.5851
5	5	5	5	5	5	5

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
431	100	400	351	106	148	225
425	118	387	382	73	147	229
3	2	3	5		2	2
.6%	1.9%	.7%	1.3%		1.3%	.7%
5	4	3	7	1	5	2
1.3%	4.%	.9%	1.9%	.8%	3.2%	.7%
42	15	41	36	17	24	20
9.7%	14.9%	10.3%	10.3%	15.9%	16.4%	9.%
89	20	85	73	22	30	46
20.7%	20.4%	21.1%	20.8%	20.5%	20.1%	20.5%
148	28	137	110	35	44	79
34.3%	27.8%	34.2%	31.5%	33.1%	29.7%	35.1%
82	13	79	69	14	22	51
19.%	13.2%	19.6%	19.8%	13.4%	15.%	22.8%
62	18	53	51	17	21	25
14.3%	18.%	13.3%	14.5%	16.4%	14.4%	11.2%
50	21	47	47	18	31	23
11.6%	20.7%	11.8%	13.5%	16.7%	20.8%	10.4%
292	59	269	231	66	87	155
67.7%	58.9%	67.1%	65.8%	62.9%	59.1%	69.1%
5.0128	4.7955	4.9931	4.9667	4.9157	4.7631	5.0188
5	5	5	5	5	5	5

Social Media Inactive			
	127		
	129		
	1		
	.9%		
	1		
	.9%		
	11		
	9.%		
	29		
	22.9%		
	42		
	32.9%		
	18		
	14.2%		
	25		
	19.4%		
	14		
	10.7%		
	85		
	66.5%		
Į.	5.0605		
	5		

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	252	248
	unw_base	1003	505	498
7 – Very strong economy	freq	4	3	2
7 – Very strong economy	prop	.9%	1.2%	.6%
6	freq	13	6	7
6	prop	2.6%	2.5%	2.8%
5	freq	49	29	20
5	prop	9.7%	11.5%	7.9%
4	freq	142	70	72
4	prop	28.4%	27.9%	29.%
3	freq	146	74	72
3	prop	29.3%	29.3%	29.2%
2	freq	74	37	37
2	prop	14.9%	14.7%	15.1%
1 – Very weak economy	freq	71	33	38
1 – Very weak economy	prop	14.2%	13.%	15.5%
Top3Box	freq	66	38	28
Тор3Вох	prop	13.3%	15.1%	11.3%
Low3Box	freq	292	144	148
Low3Box	prop	58.4%	57.%	59.7%
	mean	4.8398	4.7769	4.9038
	median	5	5	5

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
174	191	135	253	149	26	238
340	375	288	527	290	48	491
3	2	0	3	0	-	2
1.5%	.8%	.3%	1.%	.2%		.8%
3	4	6	1	4	4	9
1.8%	2.2%	4.4%	.5%	2.4%	13.6%	3.6%
14	18	16	24	18	4	24
8.2%	9.6%	11.8%	9.4%	11.9%	13.8%	10.1%
44	59	39	70	48	6	69
25.3%	30.7%	29.2%	27.7%	32.1%	23.7%	28.9%
54	56	37	73	44	6	68
31.2%	29.1%	27.%	29.1%	29.5%	23.6%	28.5%
31	27	16	42	17	5	33
17.9%	14.4%	11.8%	16.6%	11.1%	19.5%	13.7%
25	25	21	40	19	1	35
14.3%	13.2%	15.5%	15.7%	12.7%	5.8%	14.6%
20	24	22	28	22	7	34
11.4%	12.6%	16.5%	10.9%	14.5%	27.4%	14.4%
110	108	73	155	80	13	135
63.3%	56.6%	54.4%	61.4%	53.4%	48.8%	56.7%
4.9365	4.809	4.759	4.9589	4.7258	4.3882	4.7989
5	5	5	5	5	4	5

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
262	227	118	155	254	246	39
512	601	90	312	520	483	86
3	2	3	-	3	2	-
1.%	.8%	2.3%		1.%	.8%	
5	3	6	5	5	8	2
1.8%	1.3%	4.8%	3.%	2.1%	3.2%	4.6%
25	24	6	18	27	22	5
9.4%	10.6%	5.2%	11.9%	10.5%	8.9%	13.6%
73	61	39	42	71	71	14
28.%	27.%	32.9%	27.1%	28.1%	28.7%	36.2%
79	63	34	50	73	73	8
30.%	27.7%	28.6%	32.1%	28.9%	29.6%	21.1%
42	35	17	22	37	38	7
16.%	15.5%	14.3%	14.5%	14.5%	15.3%	17.7%
36	39	14	18	38	33	3
13.9%	17.2%	12.%	11.5%	15.%	13.4%	6.8%
32	29	14	23	34	32	7
12.2%	12.7%	12.3%	14.9%	13.6%	12.9%	18.2%
157	137	65	90	148	144	18
59.9%	60.4%	54.8%	58.1%	58.3%	58.4%	45.6%
4.8771	4.9483	4.7132	4.7771	4.8492	4.8302	4.5414
5	5	5	5	5	5	4

#### nomy.

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business Owner No	Maker Leader Yes	Maker Leader No	Total Employed	t Status Not Employed	Media Active	Media Passive
461	56	444	301	158	251	143
917	112	891	617	302	490	287
4	2	3	3	2	4	
1.%	2.7%	.7%	.9%	1.%	1.7%	
11	3	10	9	3	6	4
2.5%	5.9%	2.2%	2.8%	1.6%	2.3%	2.5%
43	8	40	34	12	27	12
9.4%	14.7%	9.1%	11.3%	7.4%	10.9%	8.2%
128	18	124	83	43	65	44
27.7%	32.%	28.%	27.7%	27.3%	26.1%	30.7%
138	14	133	87	46	73	44
30.%	24.%	29.9%	29.%	29.2%	29.2%	30.8%
68	8	66	40	31	39	22
14.7%	14.4%	15.%	13.4%	19.4%	15.5%	15.2%
68	4	67	45	22	36	18
14.8%	6.4%	15.2%	15.%	14.1%	14.4%	12.6%
59	13	53	45	16	37	15
12.8%	23.3%	12.%	15.%	10.%	14.8%	10.7%
274	25	266	173	99	148	84
59.4%	44.8%	60.1%	57.4%	62.6%	59.1%	58.6%
4.8652	4.3745	4.8991	4.8131	4.9648	4.8315	4.8571
5	4	5	5	5	5	5

Social Media Inactive						
106						
226						
0						
.3%						
4						
3.6%						
10						
9.1%						
33						
30.8%						
29						
27.3%						
14						
13.%						
17						
15.9%						
14						
13.%						
60						
56.2%						
4.8362						
5						

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	253	247
	unw_base	508	254	254
7 – Very strong economy	freq	38	15	23
7 – Very strong economy	prop	7.6%	6.%	9.4%
6	freq	74	42	32
6	prop	14.8%	16.7%	13.%
5	freq	170	95	75
5	prop	34.%	37.5%	30.5%
4	freq	145	62	83
4	prop	29.%	24.3%	33.7%
3	freq	42	19	23
3	prop	8.4%	7.4%	9.5%
2	freq	15	9	6
2	prop	3.1%	3.6%	2.5%
1 – Very weak economy	freq	15	12	4
1 – Very weak economy	prop	3.1%	4.6%	1.5%
Top3Box	freq	282	152	130
Тор3Вох	prop	56.5%	60.1%	52.8%
Low3Box	freq	73	39	33
Low3Box	prop	14.5%	15.6%	13.5%
	mean	3.371	3.3953	3.3461
	median	3	3	3

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

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
194	161	145	86	240	106	149
89	169	250	108	230	106	201
20	14	5	4	14	17	4
10.3%	8.6%	3.2%	4.8%	5.7%	15.8%	2.6%
18	30	27	3	40	24	36
9.1%	18.4%	18.5%	3.7%	16.7%	22.2%	24.2%
61	65	44	20	88	41	61
31.4%	40.2%	30.7%	23.1%	36.7%	38.4%	40.5%
61	36	48	33	70	15	31
31.6%	22.3%	32.8%	38.3%	29.2%	14.5%	20.5%
22	6	13	18	15	2	10
11.4%	4.%	9.2%	20.4%	6.1%	2.1%	6.5%
4	9	2	1	7	7	5
2.%	5.7%	1.7%	1.1%	3.1%	6.6%	3.6%
8	1	6	8	6	0	3
4.1%	.8%	4.1%	8.7%	2.5%	.3%	2.%
99	108	76	27	142	81	101
50.8%	67.2%	52.3%	31.5%	59.1%	76.5%	67.3%
34	17	22	26	28	10	18
17.6%	10.5%	14.9%	30.2%	11.7%	9.1%	12.2%
3.4742	3.1514	3.4764	4.0389	3.3269	2.8605	3.2309
3	3	3	4	3	3	3

Sweden

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
351	108	232	160	306	194	69
307	306	93	109	317	191	67
34	3	19	16	36	3	17
9.8%	3.2%	8.%	10.1%	11.6%	1.4%	24.8%
38	8	33	32	49	25	13
10.8%	7.9%	14.3%	20.3%	16.1%	12.8%	18.9%
110	32	85	54	104	66	24
31.3%	29.3%	36.4%	33.7%	34.2%	33.7%	34.4%
114	42	70	34	74	71	14
32.6%	38.6%	30.1%	20.9%	24.2%	36.5%	19.6%
32	14	13	15	26	16	1
9.2%	13.%	5.5%	9.5%	8.5%	8.2%	2.%
10	2	10	4	6	9	
2.9%	1.5%	4.1%	2.7%	2.1%	4.7%	
12	7	4	5	10	5	0
3.5%	6.6%	1.6%	2.8%	3.4%	2.6%	.3%
182	44	136	103	189	93	54
51.9%	40.4%	58.8%	64.1%	61.9%	48.%	78.1%
54	23	26	24	42	30	2
15.5%	21.%	11.2%	15.%	13.9%	15.5%	2.3%
3.4308	3.8096	3.294	3.1876	3.2135	3.6185	2.564
3	4	3	3	3	4	3

#### nomy.

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
431	87	413	382	89	186	144
441	93	415	374	72	138	157
21	9	29	36		21	7
4.9%	10.3%	7.1%	9.5%		11.5%	5.1%
61	21	53	60	12	27	17
14.2%	24.%	12.9%	15.8%	13.8%	14.4%	11.9%
146	38	132	141	21	63	53
34.%	43.6%	32.%	37.%	23.2%	34.1%	36.7%
131	15	130	98	39	50	40
30.5%	16.9%	31.5%	25.7%	44.5%	27.1%	27.7%
41	3	39	22	14	13	17
9.4%	3.%	9.5%	5.7%	15.4%	7.1%	11.5%
15	0	15	15		5	6
3.6%	.5%	3.6%	3.9%		2.8%	4.2%
15	1	14	9	3	5	4
3.5%	1.7%	3.3%	2.3%	3.2%	2.9%	2.9%
229	68	215	238	33	112	78
53.%	77.9%	52.%	62.3%	37.%	60.%	53.7%
71	5	68	46	16	24	27
16.5%	5.2%	16.5%	12.%	18.6%	12.9%	18.6%
3.5003	2.866	3.4776	3.2353	3.7417	3.2402	3.528
3	3	3	3	4	3	3

Social Media Inactive						
170						
213						
9						
5.6%						
30						
17.8%						
54						
31.7%						
54						
32.%						
12						
7.2%						
4						
2.4%						
6						
3.3%						
93						
55.%						
22						
12.9%						
3.3808						
3						

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	252	248
	unw_base	503	302	201
7 – Very strong economy	freq	29	19	10
7 – Very strong economy	prop	5.7%	7.5%	4.%
6	freq	33	16	17
6	prop	6.6%	6.5%	6.8%
5	freq	102	70	32
5	prop	20.5%	27.8%	13.1%
4	freq	116	67	49
4	prop	23.2%	26.6%	19.7%
3	freq	119	55	64
3	prop	23.7%	21.6%	25.9%
2	freq	53	17	36
2	prop	10.6%	6.7%	14.5%
1 – Very weak economy	freq	48	9	40
1 – Very weak economy	prop	9.7%	3.5%	16.%
Top3Box	freq	164	105	59
Top3Box	prop	32.8%	41.7%	23.8%
Low3Box	freq	220	80	140
Low3Box	prop	44.%	31.8%	56.5%
	mean	4.2301	3.8236	4.6447
	median	4	4	5

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

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
242	170	88	17	111	371	290
254	206	43	11	75	417	325
18	6	5	2	5	21	12
7.4%	3.6%	5.3%		4.9%	5.7%	4.%
17	12	5		8	25	24
6.9%	6.8%	5.7%		7.%	6.8%	8.1%
49	42	11	4	21	77	66
20.4%	24.9%	12.1%		18.7%	20.8%	22.7%
57	37	22	3	16	97	70
23.5%	21.5%	25.5%		14.%	26.2%	24.%
62	28	28	6	34	78	54
25.8%	16.4%	32.3%		30.9%	21.%	18.7%
10	34	9	1	12	40	35
4.3%	19.9%	9.9%		10.3%	10.8%	12.1%
28	12	8		16	33	30
11.8%	7.%	9.2%		14.1%	8.8%	10.3%
84	60	20	6	34	124	101
34.7%	35.3%	23.1%		30.7%	33.3%	34.9%
101	74	45	8	62	151	119
41.8%	43.3%	51.4%		55.3%	40.6%	41.1%
4.1328	4.2795	4.4025	3.8911	4.4626	4.1759	4.2281
4	4	5	4	5	4	4

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
210	299	33	168	273	227	51
178	130	61	312	328	175	63
17	23	2	4	21	7	5
8.1%	7.6%	6.%	2.4%	7.8%	3.2%	8.9%
10	12	3	19	20	14	5
4.6%	4.%	7.9%	11.1%	7.2%	6.%	9.5%
36	68	5	30	55	48	18
17.4%	22.6%	14.5%	17.8%	19.9%	21.1%	35.2%
46	66	9	41	67	49	8
22.%	22.%	27.%	24.4%	24.5%	21.5%	15.1%
64	62	11	45	64	55	9
30.6%	20.9%	34.4%	26.8%	23.4%	24.1%	18.3%
18	38	1	14	30	23	2
8.5%	12.7%	2.7%	8.4%	11.%	10.1%	3.9%
18	31	2	15	17	32	5
8.8%	10.2%	7.6%	9.1%	6.1%	14.%	9.1%
63	102	9	53	95	69	27
30.1%	34.2%	28.3%	31.3%	34.9%	30.3%	53.7%
101	131	15	75	111	109	16
48.%	43.7%	44.7%	44.3%	40.6%	48.2%	31.3%
4.233	4.234	4.1437	4.2402	4.0613	4.4338	3.7233
4	4	4	4	4	4	3

#### nomy.

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
449	151	349	294	127	273	166
440	206	297	380	88	299	164
24	15	13	19	2	15	9
5.4%	10.1%	3.9%	6.5%	1.7%	5.6%	5.6%
28	15	18	28	5	20	12
6.3%	10.%	5.2%	9.5%	3.6%	7.2%	7.3%
84	36	66	58	34	59	36
18.8%	24.2%	18.9%	19.8%	26.9%	21.6%	21.6%
108	30	86	66	26	60	39
24.1%	19.8%	24.6%	22.6%	20.6%	21.8%	23.7%
109	34	85	65	35	63	39
24.4%	22.4%	24.3%	22.3%	27.8%	23.%	23.6%
51	10	43	32	7	31	17
11.3%	6.7%	12.3%	11.%	5.2%	11.5%	10.3%
44	10	38	25	18	25	13
9.8%	6.8%	10.9%	8.4%	14.2%	9.3%	8.%
137	67	97	105	41	94	57
30.5%	44.3%	27.9%	35.8%	32.2%	34.4%	34.5%
204	54	166	122	60	120	69
45.4%	36.%	47.5%	41.6%	47.2%	43.7%	41.9%
4.2876	3.818	4.4078	4.1114	4.4151	4.2085	4.1514
4	4	4	4	4	4	4

Social Media Inactive				
	61			
	40			
	4			
6	.7%			
	1			
2	.1%			
	8			
12	.5%			
	17			
27	.8%			
	17			
27	.5%			
	5			
7	.4%			
	10			
16	.1%			
	13			
21	.2%			
	31			
	1.%			
4.5	406			
	5			

			O and an	Oznakon
Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1003	516	487
7 – Very strong economy	freq	30	24	6
7 – Very strong economy	prop	6.%	9.5%	2.6%
6	freq	41	26	15
6	prop	8.1%	10.4%	5.9%
5	freq	131	73	59
5	prop	26.3%	29.3%	23.3%
4	freq	150	67	82
4	prop	29.9%	27.2%	32.6%
3	freq	93	37	55
3	prop	18.5%	15.%	22.%
2	freq	30	15	14
2	prop	6.%	6.3%	5.7%
1 – Very weak economy	freq	26	6	20
1 – Very weak economy	prop	5.1%	2.3%	7.9%
Top3Box	freq	202	122	80
Top3Box	prop	40.4%	49.2%	31.8%
Low3Box	freq	148	58	90
Low3Box	prop	29.6%	23.5%	35.6%
	mean	3.8531	3.5565	4.1443
	median	4	4	4

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

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
183	150	167	81	196	209	275
287	300	416	97	376	503	612
18	9	3	6	6	18	17
10.1%	5.8%	1.8%	7.9%	2.8%	8.7%	6.1%
22	9	10	3	15	22	25
11.9%	6.%	5.9%	3.7%	7.6%	10.6%	8.9%
54	36	41	14	47	68	68
29.6%	24.2%	24.5%	17.8%	24.2%	32.4%	24.8%
54	46	50	25	61	58	80
29.4%	30.5%	30.1%	30.7%	31.%	27.7%	29.2%
24	32	36	24	41	26	49
13.1%	21.4%	21.8%	29.6%	21.1%	12.4%	17.9%
6	8	15	5	12	11	18
3.4%	5.5%	9.3%	6.6%	6.3%	5.1%	6.7%
5	10	11	3	14	7	18
2.6%	6.6%	6.7%	3.7%	7.1%	3.1%	6.4%
94	54	54	24	68	108	110
51.6%	36.%	32.2%	29.4%	34.6%	51.7%	39.9%
35	50	63	32	68	43	85
19.%	33.6%	37.7%	39.9%	34.4%	20.6%	30.9%
3.4382	3.9875	4.1866	4.0485	4.0703	3.5237	3.8925
3	4	4	4	4	3	4

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
225	231	127	141	287	213	72
391	333	329	341	606	397	147
13	9	5	16	27	3	14
5.9%	4.%	3.6%	11.6%	9.5%	1.4%	19.3%
16	18	5	17	25	16	11
7.1%	7.8%	4.1%	12.3%	8.6%	7.5%	15.5%
63	52	34	45	84	48	20
28.1%	22.4%	26.9%	32.2%	29.1%	22.5%	28.1%
69	73	41	36	77	73	12
30.8%	31.7%	32.%	25.3%	26.7%	34.3%	16.7%
43	49	26	18	49	43	10
19.3%	21.3%	20.2%	12.4%	17.2%	20.3%	14.2%
12	16	9	5	15	15	3
5.2%	6.8%	7.%	3.8%	5.3%	6.9%	4.3%
8	14	8	4	10	15	1
3.6%	6.1%	6.4%	2.5%	3.6%	7.2%	2.%
92	79	44	79	135	67	45
41.1%	34.2%	34.5%	56.%	47.1%	31.4%	62.9%
63	79	43	26	75	73	15
28.1%	34.2%	33.5%	18.7%	26.2%	34.3%	20.5%
3.8049	4.032	4.0758	3.3602	3.6412	4.1396	3.1187
4	4	4	3	4	4	3

#### 1 means a very weak economy.

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
428	88	412	326	93	230	103
856	193	810	697	174	450	214
16	17	13	25	4	20	2
3.8%	19.3%	3.2%	7.7%	4.1%	8.8%	2.4%
29	12	28	30	6	26	5
6.9%	13.8%	6.9%	9.3%	6.%	11.4%	5.1%
111	27	105	98	20	66	23
26.%	30.5%	25.4%	30.1%	21.2%	28.6%	22.5%
138	14	135	90	27	49	40
32.2%	16.4%	32.8%	27.7%	28.6%	21.3%	39.%
82	12	81	52	24	43	20
19.2%	13.6%	19.6%	16.%	25.8%	18.5%	19.5%
27	5	25	18	7	15	8
6.3%	5.1%	6.2%	5.7%	7.7%	6.6%	8.%
24	1	25	12	6	11	4
5.7%	1.2%	6.%	3.6%	6.6%	4.8%	3.6%
157	56	146	154	29	112	31
36.6%	63.6%	35.5%	47.1%	31.2%	48.8%	29.9%
133	18	131	82	37	69	32
31.2%	20.%	31.7%	25.2%	40.1%	29.9%	31.1%
3.9772	3.1155	4.0101	3.6632	4.1567	3.6823	4.0657
4	3	4	4	4	4	4

Social Media Inactive	US Region Northeast	US Region Midwest	US Region South	US Region West
166	91	110	184	115
339	203	194	376	230
7	5	4	14	7
4.5%	6.%	3.7%	7.6%	5.8%
9	6	7	14	14
5.4%	6.9%	6.1%	7.6%	11.8%
42	21	29	51	29
25.4%	23.3%	26.9%	27.9%	25.6%
60	32	36	49	33
36.2%	34.6%	32.9%	26.8%	28.3%
30	16	22	31	24
17.9%	17.2%	20.5%	16.7%	20.5%
7	4	7	12	7
4.%	4.8%	5.9%	6.6%	6.1%
11	7	4	13	2
6.6%	7.2%	4.%	6.9%	1.9%
59	33	40	79	50
35.4%	36.2%	36.6%	43.1%	43.2%
47	27	33	55	33
28.4%	29.2%	30.5%	30.1%	28.5%
3.9572	3.9335	3.9441	3.8452	3.7156
4	4	4	4	4

Stub	Stat	Overall	Gender Male	Gender Female
	base	12500	6234	6266
	unw_base	18107	9181	8926
Much stronger	freq	657	350	307
Much stronger	prop	5.3%	5.6%	4.9%
Somewhat stronger	freq	2340	1235	1105
Somewhat stronger	prop	18.7%	19.8%	17.6%
About the same	freq	6602	3245	3357
About the same	prop	52.8%	52.1%	53.6%
Somewhat weaker	freq	2049	1001	1048
Somewhat weaker	prop	16.4%	16.1%	16.7%
Much weaker	freq	852	404	449
Much weaker	prop	6.8%	6.5%	7.2%
Top2Box	freq	2997	1584	1412
Top2Box	prop	24.%	25.4%	22.5%
Low2Box	freq	2902	1405	1497
Low2Box	prop	23.2%	22.5%	23.9%

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

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
5342	4002	3156	3326	4123	3572	5760
6581	6156	5370	4391	6282	5566	8994
401	185	71	255	184	163	285
7.5%	4.6%	2.2%	7.7%	4.5%	4.6%	5.%
1179	715	447	584	747	835	1128
22.1%	17.9%	14.2%	17.6%	18.1%	23.4%	19.6%
2676	2132	1793	1662	2262	1722	3010
50.1%	53.3%	56.8%	50.%	54.9%	48.2%	52.3%
766	689	594	564	671	621	957
14.3%	17.2%	18.8%	17.%	16.3%	17.4%	16.6%
320	282	251	261	259	231	380
6.%	7.1%	7.9%	7.8%	6.3%	6.5%	6.6%
1580	899	518	839	931	998	1413
29.6%	22.5%	16.4%	25.2%	22.6%	27.9%	24.5%
1086	971	845	824	930	852	1337
20.3%	24.3%	26.8%	24.8%	22.6%	23.9%	23.2%

All Demos

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

Marital Status	Education	Education	Education	Chief Income	Chief Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
6740	3572	4877	4051	6691	5809	1497
9113	4099	7111	6897	10333	7774	2192
371	206	245	206	361	296	145
5.5%	5.8%	5.%	5.1%	5.4%	5.1%	9.7%
1213	528	952	860	1291	1049	409
18.%	14.8%	19.5%	21.2%	19.3%	18.1%	27.3%
3591	1916	2589	2097	3443	3159	635
53.3%	53.6%	53.1%	51.8%	51.5%	54.4%	42.5%
1092	596	776	677	1167	883	210
16.2%	16.7%	15.9%	16.7%	17.4%	15.2%	14.%
472	326	316	211	429	423	97
7.%	9.1%	6.5%	5.2%	6.4%	7.3%	6.5%
1584	734	1196	1066	1652	1345	554
23.5%	20.6%	24.5%	26.3%	24.7%	23.1%	37.%
1565	922	1092	888	1596	1306	307
23.2%	25.8%	22.4%	21.9%	23.9%	22.5%	20.5%

# veaker than it is now?

Business	Senior Executive Decision Maker	Senior Executive Decision Maker	Employmen t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
11003	2374	10126	8298	2613	5284	3231
15915	3547	14560	12670	3463	7300	4720
512	211	445	461	119	378	125
4.7%	8.9%	4.4%	5.6%	4.6%	7.2%	3.9%
1931	680	1660	1619	452	1250	506
17.6%	28.6%	16.4%	19.5%	17.3%	23.7%	15.7%
5966	1000	5601	4315	1418	2445	1822
54.2%	42.1%	55.3%	52.%	54.3%	46.3%	56.4%
1840	355	1695	1393	423	819	578
16.7%	14.9%	16.7%	16.8%	16.2%	15.5%	17.9%
755	128	724	510	201	391	199
6.9%	5.4%	7.2%	6.2%	7.7%	7.4%	6.2%
2443	891	2106	2080	572	1628	631
22.2%	37.5%	20.8%	25.1%	21.9%	30.8%	19.5%
2594	483	2419	1904	624	1211	777
23.6%	20.3%	23.9%	22.9%	23.9%	22.9%	24.1%

Social Media Inactive				
2985				
4584				
109				
3.6%				
329				
11.%				
1760				
59.%				
547				
18.3%				
241				
8.1%				

437 14.7%

788 26.4%

		All		
Stub	Stat	Countries	Argentina	Australia
	base	12500	500	500
	unw_base	18107	500	1002
Much stronger	freq	657	57	8
Much stronger	prop	5.3%	11.5%	1.6%
Somewhat stronger	freq	2340	187	51
Somewhat stronger	prop	18.7%	37.4%	10.2%
About the same	freq	6602	172	334
About the same	prop	52.8%	34.4%	66.8%
Somewhat weaker	freq	2049	43	88
Somewhat weaker	prop	16.4%	8.6%	17.7%
Much weaker	freq	852	41	19
Much weaker	prop	6.8%	8.1%	3.9%
Top2Box	freq	2997	245	59
Top2Box	prop	24.%	48.9%	11.7%
Low2Box	freq	2902	84	108
Low2Box	prop	23.2%	16.7%	21.5%

# 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
501	1006	1002	1001	1006	1006	1005
2	94	10	32	4	5	5
.5%	18.7%	2.1%	6.3%	.8%	.9%	1.1%
57	171	71	205	23	58	53
11.3%	34.3%	14.1%	41.%	4.7%	11.6%	10.5%
310	129	314	197	318	316	349
62.%	25.9%	62.8%	39.3%	63.6%	63.2%	69.7%
100	57	79	56	109	96	79
20.%	11.4%	15.8%	11.2%	21.8%	19.1%	15.9%
31	49	26	11	46	26	14
6.3%	9.7%	5.2%	2.2%	9.2%	5.2%	2.8%
59	265	81	236	27	62	58
11.8%	53.%	16.2%	47.3%	5.4%	12.5%	11.6%
131	106	105	67	155	121	93
26.2%	21.2%	21.%	13.4%	31.%	24.3%	18.6%

# **All Countries**

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

Hungary	India	Israel	Italy	Japan	Mexico	Peru
500	500	500	500	500	500	500
506	502	502	1007	1006	507	507
3	66	13	7	4	51	65
.6%	13.1%	2.6%	1.4%	.8%	10.1%	13.%
51	260	50	49	43	106	175
10.2%	52.1%	10.1%	9.7%	8.5%	21.1%	35.%
292	151	378	308	258	208	228
58.4%	30.2%	75.6%	61.6%	51.5%	41.6%	45.6%
117	17	49	67	147	56	29
23.4%	3.3%	9.8%	13.4%	29.4%	11.2%	5.9%
37	6	10	69	49	80	3
7.4%	1.3%	1.9%	13.9%	9.8%	16.%	.6%
54	326	63	55	47	156	240
10.7%	65.2%	12.6%	11.1%	9.3%	31.2%	48.%
154	23	59	136	196	136	32
30.8%	4.6%	11.8%	27.3%	39.2%	27.2%	6.4%

# nuch weaker than it is now?

		Saudi		South		
Poland	Russia	Arabia	South Africa	Korea	Spain	Sweden
500	500	500	500	500	500	500
509	506	504	500	505	1003	508
12	32	92	10	3	10	7
2.4%	6.4%	18.3%	2.%	.6%	1.9%	1.4%
56	91	171	57	47	85	44
11.3%	18.1%	34.2%	11.4%	9.5%	16.9%	8.8%
275	260	168	240	219	325	334
54.9%	52.%	33.7%	47.9%	43.7%	65.1%	66.9%
129	68	63	129	165	56	80
25.7%	13.7%	12.6%	25.8%	33.1%	11.3%	15.9%
29	49	6	65	66	24	35
5.7%	9.9%	1.2%	12.9%	13.2%	4.8%	7.1%
68	123	262	67	50	94	51
13.6%	24.5%	52.5%	13.4%	10.1%	18.9%	10.2%
157	118	69	194	231	80	115
31.4%	23.5%	13.8%	38.7%	46.2%	16.%	23.%

Turkey	US
500	500
503	1003
34	33
6.8%	6.6%
84	98
16.7%	19.6%
209	310
41.9%	62.%
127	43
25.4%	8.7%
46	16
9.2%	3.2%
118	131
23.5%	26.2%
173	59
34.6%	11.9%

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

		All	North	
Stub	Stat	Countries	America	LATAM
	base	12500	1000	2000
	unw_base	18107	2005	2520
Much stronger	freq	657	43	266
Much stronger	prop	5.3%	4.3%	13.3%
Somewhat stronger	freq	2340	169	639
Somewhat stronger	prop	18.7%	16.9%	32.%
About the same	freq	6602	624	737
About the same	prop	52.8%	62.4%	36.9%
Somewhat weaker	freq	2049	122	185
Somewhat weaker	prop	16.4%	12.2%	9.3%
Much weaker	freq	852	42	172
Much weaker	prop	6.8%	4.2%	8.6%
Top2Box	freq	2997	212	905
Top2Box	prop	24.%	21.2%	45.3%
Low2Box	freq	2902	164	357
Low2Box	prop	23.2%	16.4%	17.9%

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

Europe	APAC	G-8	BRIC	Middle East Africa
4500	3000	4000	2000	2000
7051	4522	7541	3015	2009
55	144	100	223	148
1.2%	4.8%	2.5%	11.1%	7.4%
474	697	484	727	362
10.5%	23.2%	12.1%	36.4%	18.1%
2828	1417	2432	737	995
62.8%	47.3%	60.8%	36.8%	49.8%
832	541	688	198	368
18.5%	18.%	17.2%	9.9%	18.4%
311	201	295	116	126
6.9%	6.7%	7.4%	5.8%	6.3%
529	841	584	950	510
11.8%	28.%	14.6%	47.5%	25.5%
1143	742	984	313	495
25.4%	24.7%	24.6%	15.7%	24.7%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	500	231	269
Much stronger	freq	57	30	28
Much stronger	prop	11.5%	12.1%	10.9%
Somewhat stronger	freq	187	82	105
Somewhat stronger	prop	37.4%	33.6%	41.1%
About the same	freq	172	91	81
About the same	prop	34.4%	37.1%	31.8%
Somewhat weaker	freq	43	23	20
Somewhat weaker	prop	8.6%	9.5%	7.7%
Much weaker	freq	41	19	22
Much weaker	prop	8.1%	7.7%	8.5%
Top2Box	freq	245	112	133
Top2Box	prop	48.9%	45.7%	52.%
Low2Box	freq	84	42	41
Low2Box	prop	16.7%	17.2%	16.2%

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

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
248	136	116	130	99	189	127
259	129	112	133	105	181	121
30	13	14	18	11	22	16
12.3%	9.8%	11.7%	14.2%	10.8%	11.6%	12.6%
89	52	46	46	32	71	50
35.8%	38.5%	39.6%	35.7%	32.1%	37.4%	39.6%
89	48	35	48	38	64	42
35.8%	35.4%	30.2%	37.2%	38.2%	33.8%	33.%
22	9	13	10	11	16	9
8.7%	6.3%	11.%	7.3%	11.1%	8.2%	6.8%
19	13	9	7	8	17	10
7.5%	9.9%	7.4%	5.5%	7.8%	9.1%	8.%
119	66	60	65	43	93	66
48.1%	48.3%	51.4%	49.9%	42.9%	49.%	52.2%
40	22	21	17	19	33	19
16.1%	16.3%	18.4%	12.9%	18.9%	17.3%	14.8%

Argentina

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
373	170	205	125	264	236	85
379	137	273	90	260	240	83
41	24	22	11	33	25	10
11.1%	14.1%	10.9%	8.9%	12.4%	10.5%	12.1%
137	57	77	53	97	90	38
36.7%	33.8%	37.6%	42.1%	36.7%	38.3%	44.2%
130	62	65	46	87	85	24
34.9%	36.3%	31.5%	36.5%	32.8%	36.2%	27.9%
34	15	19	8	23	20	3
9.2%	8.9%	9.4%	6.8%	8.7%	8.4%	3.9%
31	12	22	7	25	16	10
8.2%	6.9%	10.6%	5.7%	9.5%	6.6%	11.9%
178	81	99	64	130	115	48
47.8%	47.9%	48.5%	51.1%	49.%	48.8%	56.3%
65	27	41	16	48	35	13
17.4%	15.8%	20.%	12.5%	18.2%	15.%	15.8%

# veaker than it is now?

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	Employmen t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
415	111	389	345	73	329	121
417	105	395	339	71	331	122
47	14	44	42	7	32	17
11.4%	12.5%	11.2%	12.1%	9.%	9.6%	13.7%
150	50	137	123	32	128	43
36.1%	45.5%	35.2%	35.8%	44.2%	39.%	35.%
148	28	144	120	23	111	47
35.7%	25.1%	37.%	34.7%	31.6%	33.6%	38.4%
40	4	39	29	8	25	10
9.5%	3.8%	9.9%	8.5%	11.%	7.7%	8.6%
31	14	26	31	3	33	5
7.4%	13.1%	6.7%	8.9%	4.2%	10.%	4.4%
197	64	180	165	39	160	59
47.4%	58.%	46.3%	47.9%	53.2%	48.6%	48.7%
70	19	65	60	11	58	16
16.9%	16.9%	16.7%	17.4%	15.2%	17.7%	13.%

Social Media Inactive
50
47
9
18.3%
17
33.%
15
29.6%
7
14.2%
2
4.9%

26 51.3%

10 19.1%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1002	523	479
Much stronger	freq	8	4	4
Much stronger	prop	1.6%	1.7%	1.5%
Somewhat stronger	freq	51	28	23
Somewhat stronger	prop	10.2%	11.4%	9.%
About the same	freq	334	155	179
About the same	prop	66.8%	62.6%	70.8%
Somewhat weaker	freq	88	47	41
Somewhat weaker	prop	17.7%	19.%	16.4%
Much weaker	freq	19	13	6
Much weaker	prop	3.9%	5.4%	2.3%
Top2Box	freq	59	32	26
Top2Box	prop	11.7%	13.%	10.5%
Low2Box	freq	108	60	47
Low2Box	prop	21.5%	24.4%	18.7%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
197	153	150	114	239	147	224
312	302	388	234	479	289	475
5	2	0	2	3	3	5
2.6%	1.5%	.3%	1.5%	1.4%	1.8%	2.2%
25	15	11	7	27	17	28
12.6%	9.7%	7.5%	6.4%	11.3%	11.3%	12.4%
132	101	101	79	157	98	144
66.9%	66.%	67.4%	69.%	65.9%	66.4%	64.5%
32	26	31	17	44	27	41
16.1%	17.%	20.5%	15.2%	18.4%	18.3%	18.1%
4	9	6	9	7	3	6
2.%	5.8%	4.3%	7.8%	3.%	2.3%	2.9%
30	17	12	9	30	19	33
15.1%	11.2%	7.8%	8.%	12.7%	13.1%	14.5%
36	35	37	26	51	30	47
18.1%	22.8%	24.8%	23.%	21.4%	20.6%	21.%

Australia

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
276	150	168	182	286	214	58
527	298	352	352	590	412	121
3	3	1	5	5	3	4
1.1%	1.8%	.3%	2.5%	1.8%	1.2%	6.5%
23	13	16	22	34	17	5
8.4%	8.5%	9.3%	12.4%	12.%	7.8%	9.2%
189	104	112	117	178	156	35
68.6%	69.6%	66.6%	64.5%	62.2%	72.9%	61.2%
48	23	32	33	55	34	10
17.3%	15.6%	18.8%	18.3%	19.2%	15.7%	17.9%
13	7	8	4	14	5	3
4.7%	4.4%	4.9%	2.4%	4.9%	2.4%	5.1%
26	15	16	27	39	19	9
9.5%	10.3%	9.6%	14.8%	13.8%	9.%	15.7%
61	30	40	38	69	39	13
21.9%	20.1%	23.7%	20.7%	24.1%	18.1%	23.%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
442	79	421	317	128	200	129
881	161	841	630	237	387	256
4	3	5	5	2	5	2
.9%	4.%	1.1%	1.7%	1.3%	2.6%	1.6%
46	10	41	37	12	26	14
10.3%	12.4%	9.8%	11.7%	9.1%	13.1%	10.6%
298	50	284	212	86	124	87
67.5%	63.5%	67.4%	66.9%	66.9%	62.2%	67.7%
78	14	74	50	24	37	23
17.6%	17.9%	17.6%	15.8%	18.9%	18.4%	17.6%
16	2	18	12	5	8	3
3.7%	2.2%	4.2%	3.9%	3.9%	3.8%	2.5%
50	13	46	42	13	31	16
11.2%	16.4%	10.9%	13.4%	10.4%	15.6%	12.2%
94	16	92	63	29	44	26
21.3%	20.1%	21.8%	19.8%	22.8%	22.2%	20.1%

Social Media Inactive
171
359
1
.3%
11
6.5%
122
71.4%
29
16.9%
8
4.9%
12
6.8%

37 21.8%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	501	263	238
Much stronger	freq	2	1	1
Much stronger	prop	.5%	.6%	.3%
Somewhat stronger	freq	57	29	28
Somewhat stronger	prop	11.3%	11.5%	11.1%
About the same	freq	310	153	157
About the same	prop	62.%	61.%	63.1%
Somewhat weaker	freq	100	48	52
Somewhat weaker	prop	20.%	19.2%	20.8%
Much weaker	freq	31	20	12
Much weaker	prop	6.3%	7.8%	4.7%
Top2Box	freq	59	30	28
Top2Box	prop	11.8%	12.1%	11.5%
Low2Box	freq	131	68	63
Low2Box	prop	26.2%	27.%	25.5%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
186	150	164	100	153	133	200
160	160	181	99	163	133	209
1	1	-		1	-	1
.8%	.5%			.9%		.4%
27	9	20	8	14	25	25
14.7%	6.2%	12.2%	7.7%	9.%	18.7%	12.7%
115	96	99	55	100	84	129
61.8%	64.1%	60.3%	54.5%	65.6%	62.8%	64.7%
29	37	34	25	32	24	34
15.6%	24.8%	20.4%	24.4%	20.7%	18.1%	17.2%
13	7	12	13	6	1	10
7.1%	4.5%	7.%	13.4%	3.8%	.5%	5.%
29	10	20	8	15	25	26
15.4%	6.7%	12.2%	7.7%	10.%	18.7%	13.%
42	44	45	38	37	25	44
22.7%	29.3%	27.5%	37.8%	24.5%	18.5%	22.2%

Belgium

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Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
300	146	193	160	279	221	27
292	91	279	131	301	200	26
1		2		1	1	1
.5%		1.2%		.5%	.4%	2.6%
31	20	13	24	23	33	5
10.4%	13.8%	6.5%	14.8%	8.3%	15.1%	18.9%
181	72	131	106	172	138	16
60.2%	49.6%	67.9%	66.2%	61.6%	62.5%	58.7%
65	40	39	21	64	35	2
21.8%	27.5%	19.9%	13.2%	23.1%	16.%	8.7%
21	13	9	9	18	13	3
7.1%	9.1%	4.5%	5.9%	6.5%	6.1%	11.1%
33	20	15	24	25	34	6
10.9%	13.8%	7.7%	14.8%	8.8%	15.5%	21.4%
87	53	47	31	82	49	5
28.9%	36.6%	24.4%	19.%	29.5%	22.1%	19.8%

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
473	50	450	299	138	120	152
475	49	452	313	120	120	155
2	1	1	2		2	
.3%	2.9%	.2%	.8%		1.9%	•
51	8	48	28	20	22	21
10.9%	17.%	10.7%	9.2%	14.2%	18.1%	14.1%
294	25	285	197	77	62	87
62.2%	51.1%	63.2%	66.%	56.1%	51.4%	56.8%
97	8	91	59	31	28	33
20.6%	16.7%	20.3%	19.6%	22.2%	23.2%	21.6%
28	6	25	13	10	7	11
6.%	12.3%	5.6%	4.4%	7.6%	5.5%	7.5%
53	10	49	30	20	24	21
11.2%	19.9%	10.9%	10.%	14.2%	20.%	14.1%
126	14	117	72	41	35	44
26.6%	29.%	25.9%	24.1%	29.8%	28.7%	29.1%

Social Media Inactive				
227				
226				
13				
5.8%				
162				
71.2%				
39				
17.1%				
13				
5.9%				
13				
5.8%				
52				
23.%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	232	268
	unw_base	1006	524	482
Much stronger	freq	94	34	59
Much stronger	prop	18.7%	14.7%	22.2%
Somewhat stronger	freq	171	73	98
Somewhat stronger	prop	34.3%	31.5%	36.7%
About the same	freq	129	67	62
About the same	prop	25.9%	29.%	23.1%
Somewhat weaker	freq	57	31	27
Somewhat weaker	prop	11.4%	13.2%	9.9%
Much weaker	freq	49	27	22
Much weaker	prop	9.7%	11.6%	8.1%
Top2Box	freq	265	107	158
Top2Box	prop	53.%	46.2%	58.8%
Low2Box	freq	106	57	48
Low2Box	prop	21.2%	24.8%	18.1%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	144	71	180	295	25	184
502	293	211	283	630	93	377
57	29	8	42	49	3	38
19.9%	20.2%	10.8%	23.3%	16.6%	11.2%	20.6%
105	46	20	57	106	8	64
36.8%	32.1%	28.4%	31.7%	35.9%	33.3%	34.6%
69	41	20	48	72	9	46
24.2%	28.2%	27.8%	26.7%	24.4%	37.7%	25.1%
30	17	10	16	38	3	21
10.5%	11.6%	14.7%	8.9%	13.%	11.3%	11.3%
25	11	13	17	30	2	16
8.6%	7.8%	18.3%	9.4%	10.2%	6.4%	8.5%
162	76	28	99	155	11	102
56.7%	52.4%	39.2%	55.%	52.5%	44.5%	55.2%
55	28	23	33	68	4	36
19.1%	19.5%	33.%	18.4%	23.2%	17.8%	19.8%

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

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
316	157	262	81	221	279	70
629	116	558	332	515	491	161
56	43	41	9	37	57	9
17.6%	27.4%	15.8%	11.5%	16.7%	20.3%	12.6%
108	51	93	28	77	94	26
34.1%	32.5%	35.4%	34.1%	34.8%	33.9%	36.6%
83	26	78	25	65	64	18
26.3%	16.5%	29.8%	31.1%	29.4%	23.1%	26.3%
36	18	27	11	25	32	7
11.5%	11.7%	10.5%	14.%	11.2%	11.6%	10.6%
33	19	23	8	18	31	10
10.5%	11.8%	8.6%	9.3%	8.%	11.1%	14.%
163	94	134	37	114	151	34
51.7%	59.9%	51.1%	45.6%	51.4%	54.2%	49.2%
69	37	50	19	43	63	17
22.%	23.6%	19.1%	23.2%	19.2%	22.7%	24.5%

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
430	81	419	303	108	313	112
845	190	816	662	208	663	216
85	10	84	60	20	58	21
19.7%	12.1%	20.%	19.7%	18.5%	18.6%	18.6%
146	29	142	106	37	116	35
33.9%	36.1%	33.9%	35.%	34.1%	37.%	31.4%
111	23	107	79	27	81	30
25.8%	27.9%	25.5%	26.2%	25.3%	25.8%	27.1%
50	9	48	34	13	34	16
11.6%	10.8%	11.5%	11.2%	12.3%	10.8%	14.1%
39	11	38	24	11	24	10
9.1%	13.1%	9.1%	7.9%	9.9%	7.8%	8.9%
230	39	226	166	57	174	56
53.6%	48.2%	53.9%	54.7%	52.5%	55.6%	50.%
89	19	86	58	24	58	26
20.6%	23.9%	20.6%	19.1%	22.1%	18.6%	22.9%

Social Media Inactive
75
127
15
19.5%
20
27.1%
18
24.1%
8
10.2%
14
19.1%
35
46.6%
22
29.3%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	242	258
	unw_base	1002	510	492
Much stronger	freq	10	5	5
Much stronger	prop	2.1%	2.2%	2.%
Somewhat stronger	freq	71	37	33
Somewhat stronger	prop	14.1%	15.4%	12.9%
About the same	freq	314	147	167
About the same	prop	62.8%	60.6%	64.9%
Somewhat weaker	freq	79	40	39
Somewhat weaker	prop	15.8%	16.5%	15.1%
Much weaker	freq	26	13	13
Much weaker	prop	5.2%	5.4%	5.%
Top2Box	freq	81	42	39
Top2Box	prop	16.2%	17.5%	15.%
Low2Box	freq	105	53	52
Low2Box	prop	21.%	21.9%	20.1%

# B7 Looking ahead six months from now, do you expe

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
171	149	180	59	156	233	208
281	323	398	82	281	528	464
6	1	3	1	2	5	1
3.7%	.7%	1.7%	1.5%	1.1%	2.3%	.6%
31	23	16	11	24	30	28
18.3%	15.5%	9.%	18.1%	15.7%	12.8%	13.7%
105	94	115	33	102	146	123
61.6%	62.7%	64.1%	55.5%	65.4%	62.7%	59.1%
19	25	35	8	24	39	41
11.1%	16.5%	19.5%	13.3%	15.2%	16.9%	19.7%
9	7	10	7	4	13	15
5.3%	4.6%	5.7%	11.6%	2.6%	5.4%	7.%
38	24	19	12	26	35	30
22.%	16.1%	10.7%	19.6%	16.8%	15.1%	14.2%
28	32	45	15	28	52	55
16.4%	21.1%	25.2%	24.9%	17.8%	22.3%	26.7%

Canada

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

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
292	227	196	77	257	243	47
538	213	400	389	582	420	111
9	5	3	2	9	1	1
3.2%	2.4%	1.8%	2.%	3.5%	.6%	2.2%
42	29	29	13	37	34	11
14.5%	12.8%	14.5%	16.9%	14.4%	13.8%	23.6%
191	147	120	47	159	155	24
65.5%	64.9%	61.3%	60.7%	61.9%	63.8%	52.1%
38	31	35	12	41	38	7
13.%	13.9%	17.8%	16.2%	15.9%	15.5%	14.4%
12	14	9	3	11	15	4
4.%	6.1%	4.6%	4.3%	4.3%	6.3%	7.7%
52	34	32	15	46	35	12
17.6%	15.2%	16.3%	18.9%	17.9%	14.4%	25.8%
50	45	44	16	52	53	10
16.9%	20.%	22.4%	20.4%	20.2%	21.8%	22.1%

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

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
453	62	438	332	89	191	150
891	157	845	715	175	402	313
9	1	9	8	2	7	3
2.1%	2.%	2.1%	2.4%	2.2%	3.5%	1.9%
60	14	56	43	15	31	27
13.1%	23.1%	12.8%	12.8%	16.4%	16.3%	18.%
290	34	280	214	49	118	87
63.9%	54.3%	64.%	64.3%	55.4%	61.9%	57.7%
72	9	70	52	18	26	26
15.9%	13.8%	16.%	15.8%	19.8%	13.7%	17.6%
23	4	22	15	6	9	7
5.%	6.8%	5.%	4.6%	6.3%	4.5%	4.9%
69	16	65	51	16	38	30
15.2%	25.1%	14.9%	15.3%	18.5%	19.9%	19.9%
95	13	92	68	23	35	34
20.9%	20.6%	21.%	20.4%	26.1%	18.2%	22.4%

Social Media Inactive	Canada Region Quebec	Canada Region Praries	Canada Region British Columbia	Canada Region Ontario	Canada Region Atlantic	Canada Region Alberta
159	120	32	67	192	36	53
287	233	64	164	349	68	124
1	2	2	1	6	0	-
.6%	1.4%	4.8%	.8%	3.3%	1.3%	
12	12	7	12	27	7	6
7.8%	9.9%	20.3%	17.5%	14.3%	19.2%	11.5%
109	88	18	44	119	17	28
68.7%	73.3%	56.5%	65.1%	62.2%	46.9%	53.%
26	15	4	9	29	8	14
16.5%	12.2%	12.%	13.9%	15.4%	21.7%	25.6%
10	4	2	2	9	4	5
6.4%	3.2%	6.4%	2.8%	4.8%	10.9%	9.9%
13	14	8	12	34	7	6
8.4%	11.3%	25.1%	18.3%	17.6%	20.5%	11.5%
36	18	6	11	39	12	19
22.9%	15.4%	18.5%	16.7%	20.2%	32.7%	35.5%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	255	245
	unw_base	1001	474	527
Much stronger	freq	32	14	17
Much stronger	prop	6.3%	5.7%	7.%
Somewhat stronger	freq	205	106	99
Somewhat stronger	prop	41.%	41.5%	40.4%
About the same	freq	197	93	103
About the same	prop	39.3%	36.7%	42.%
Somewhat weaker	freq	56	31	24
Somewhat weaker	prop	11.2%	12.4%	9.9%
Much weaker	freq	11	10	2
Much weaker	prop	2.2%	3.8%	.6%
Top2Box	freq	236	120	116
Top2Box	prop	47.3%	47.1%	47.4%
Low2Box	freq	67	41	26
Low2Box	prop	13.4%	16.1%	10.6%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
209	202	89	36	131	333	363
484	387	130	61	258	682	744
19	9	3	4	7	21	22
9.2%	4.5%	3.8%	11.2%	5.4%	6.2%	6.1%
98	73	34	12	47	146	148
47.1%	35.9%	37.9%	33.3%	35.9%	43.8%	40.7%
70	86	41	16	54	126	145
33.5%	42.4%	45.9%	45.4%	41.3%	37.9%	40.%
19	29	7	3	16	37	41
9.2%	14.4%	8.3%	8.2%	12.5%	11.%	11.4%
2	6	4	1	6	4	7
1.%	2.8%	4.%	1.9%	4.9%	1.2%	1.9%
118	82	37	16	54	166	170
56.3%	40.4%	41.7%	44.6%	41.3%	49.9%	46.7%
21	35	11	4	23	41	48
10.2%	17.2%	12.4%	10.%	17.4%	12.2%	13.3%

China

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Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
137		417	83	308	192	66
257	•	805	196	621	380	137
10	•	26	6	23	8	9
7.%		6.2%	7.%	7.6%	4.3%	13.4%
57		171	34	122	83	40
41.7%		40.9%	41.2%	39.7%	42.9%	59.7%
51		164	33	120	77	12
37.6%		39.2%	39.9%	39.%	39.9%	18.4%
15		47	9	35	21	5
10.6%		11.2%	11.2%	11.3%	11.%	7.5%
4		11	1	8	4	1
3.1%		2.6%	.7%	2.5%	1.9%	1.1%
67		196	40	146	91	48
48.7%		47.1%	48.2%	47.3%	47.3%	73.1%
19		57	10	42	25	6
13.7%		13.7%	11.9%	13.8%	12.8%	8.5%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
434	148	352	433	36		
864	314	687	892	61	-	
23	17	14	29	1	-	
5.2%	11.6%	4.1%	6.7%	1.7%		
165	74	131	174	19	•	
38.1%	50.1%	37.1%	40.3%	51.9%		
184	37	160	170	12	•	
42.5%	25.%	45.3%	39.4%	33.%		
51	18	38	51	4	•	
11.7%	12.2%	10.7%	11.7%	10.3%		
10	2	10	9	1	•	
2.4%	1.1%	2.7%	2.%	3.2%		
188	91	145	203	20	•	
43.3%	61.7%	41.2%	47.%	53.6%		
61	20	47	59	5		
14.2%	13.3%	13.5%	13.7%	13.4%		

_			

Social Media Inactive	
	_
	_
•	
	-

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1006	471	535
Much stronger	freq	4	2	2
Much stronger	prop	.8%	.6%	.9%
Somewhat stronger	freq	23	14	9
Somewhat stronger	prop	4.7%	5.7%	3.6%
About the same	freq	318	159	159
About the same	prop	63.6%	64.6%	62.6%
Somewhat weaker	freq	109	53	56
Somewhat weaker	prop	21.8%	21.4%	22.3%
Much weaker	freq	46	19	27
Much weaker	prop	9.2%	7.7%	10.5%
Top2Box	freq	27	16	11
Top2Box	prop	5.4%	6.4%	4.5%
Low2Box	freq	155	72	83
Low2Box	prop	31.%	29.1%	32.8%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	159	156	108	228	94	220
281	361	364	206	473	196	483
2	1	0	2	1	•	2
1.2%	.8%	.3%	2.%	.5%		.8%
11	7	6	9	7	4	11
6.%	4.1%	3.6%	8.4%	3.1%	4.5%	4.8%
126	95	97	58	150	63	137
68.2%	59.8%	62.%	53.7%	65.8%	66.6%	62.2%
34	38	37	26	51	18	48
18.4%	23.9%	23.7%	23.6%	22.2%	19.6%	22.%
11	18	16	13	19	9	22
6.2%	11.3%	10.4%	12.3%	8.5%	9.3%	10.1%
13	8	6	11	8	4	12
7.2%	5.%	3.8%	10.4%	3.6%	4.5%	5.6%
45	56	53	39	70	27	71
24.6%	35.2%	34.1%	35.9%	30.6%	28.9%	32.1%

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Marital	Education	Education	Education	Chief	Chief	Business
Status	Education		Education	Income	Income	
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
280	133	219	147	293	207	22
523	234	492	280	608	398	45
2	1	1	1	3	0	2
.7%	.8%	.6%	1.%	1.2%	.2%	9.3%
13	3	11	9	12	12	2
4.5%	2.4%	5.%	6.2%	3.9%	5.7%	10.1%
181	75	143	100	175	143	11
64.7%	56.3%	65.2%	67.8%	59.7%	69.1%	49.1%
61	33	45	31	73	36	5
21.7%	24.5%	20.7%	21.%	25.%	17.3%	20.6%
24	21	19	6	30	16	2
8.4%	16.%	8.5%	4.%	10.1%	7.8%	10.9%
15	4	12	11	15	12	4
5.3%	3.2%	5.6%	7.2%	5.1%	5.9%	19.4%
84	54	64	37	103	52	7
30.1%	40.5%	29.2%	25.%	35.1%	25.1%	31.5%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
478	38	462	305		138	140
961	77	929	648	238	273	268
2	2	2	2	0	2/3	200
.4%	5.2%	.4%	.8%	-	1.7%	.3%
21	3	20	13		9	.070
4.4%	8.3%	4.4%	4.1%		6.4%	2.9%
307	20	298	196		80	95
64.3%	53.5%	64.4%	64.2%		57.9%	68.1%
105	10	100	69	27	31	32
21.9%	25.2%	21.6%	22.7%		22.2%	22.6%
43	3	43	25	15	16	8
9.1%	7.9%	9.3%	8.1%		11.8%	6.1%
23	5	22	15	6	11	5
4.8%	13.4%	4.8%	5.%	5.4%	8.1%	3.2%
148	12	142	94	42	47	40
31.%	33.1%	30.8%	30.8%		34.%	28.7%

Social Media Inactive				
222				
465				
1				
.5%				
10				
4.7%				
143				
64.3%				
47				
21.1%				
21				
9.5%				

11 5.2%

68 30.6%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	253	247
	unw_base	1006	484	522
Much stronger	freq	5	4	1
Much stronger	prop	.9%	1.5%	.3%
Somewhat stronger	freq	58	36	22
Somewhat stronger	prop	11.6%	14.3%	8.8%
About the same	freq	316	157	159
About the same	prop	63.2%	62.%	64.5%
Somewhat weaker	freq	96	41	55
Somewhat weaker	prop	19.1%	16.1%	22.2%
Much weaker	freq	26	15	10
Much weaker	prop	5.2%	6.1%	4.2%
Top2Box	freq	62	40	22
Top2Box	prop	12.5%	15.8%	9.1%
Low2Box	freq	121	56	65
Low2Box	prop	24.3%	22.2%	26.4%

				Household	Household	Marital
Age Under 35	Age 35-49	Age 50-64	Household Income Low	Income Medium	Income High	Status Married
171	160	170	136	129	173	177
297	350	359	239	264	374	380
2	2	1	3	1	1	
1.2%	1.1%	.4%	2.%	.8%	.5%	
26	21	11	14	13	28	21
15.1%	12.9%	6.7%	10.3%	10.5%	16.%	11.8%
105	98	113	85	80	103	111
61.8%	61.5%	66.3%	62.6%	62.2%	59.4%	62.7%
30	31	34	25	26	36	36
17.7%	19.4%	20.3%	18.1%	20.1%	20.8%	20.2%
7	8	11	9	8	6	10
4.2%	5.%	6.3%	7.%	6.5%	3.3%	5.4%
28	22	12	17	14	29	21
16.3%	14.%	7.2%	12.3%	11.3%	16.5%	11.8%
37	39	45	34	34	42	45
21.9%	24.4%	26.6%	25.1%	26.5%	24.1%	25.5%

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Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
323	87	286	127	331	169	45
626	55	724	227	676	330	81
5	1	3	1	4	1	1
1.4%	1.7%	.9%	.5%	1.1%	.6%	1.3%
37	6	36	16	42	16	7
11.5%	6.4%	12.6%	12.9%	12.6%	9.5%	14.7%
205	50	182	84	205	112	24
63.5%	57.8%	63.4%	66.5%	61.8%	65.9%	53.1%
60	21	51	24	64	31	10
18.6%	24.2%	17.7%	19.%	19.5%	18.4%	22.8%
16	9	16	1	16	9	4
5.%	10.%	5.5%	1.2%	4.9%	5.6%	8.%
42	7	39	17	45	17	7
12.9%	8.1%	13.5%	13.3%	13.7%	10.%	16.1%
76	30	66	26	81	41	14
23.6%	34.1%	23.1%	20.2%	24.4%	24.%	30.8%

Business	Senior Executive Decision Maker	Senior Executive Decision Maker	Employmen t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
455	80	420	332	77	154	164
925	160	846	688	154	285	358
4	1	4	2	1	3	1
.9%	1.2%	.9%	.7%	1.%	2.1%	.6%
51	16	42	42	6	27	17
11.3%	19.8%	10.%	12.7%	8.2%	17.8%	10.5%
292	41	275	198	53	78	113
64.2%	51.7%	65.4%	59.6%	68.4%	50.9%	68.7%
85	17	79	75	9	32	29
18.8%	20.8%	18.8%	22.5%	12.1%	21.1%	17.5%
22	5	21	15	8	13	5
4.9%	6.5%	4.9%	4.5%	10.4%	8.2%	2.8%
55	17	46	44	7	31	18
12.1%	20.9%	10.9%	13.4%	9.1%	19.9%	11.1%
108	22	100	90	17	45	33
23.6%	27.3%	23.7%	27.%	22.5%	29.3%	20.2%

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Social Media Inactive					
182					
363					
0					
.2%					
13					
7.3%					
125					
68.7%					
35					
19.%					
9					
4.8%					
14					
7.5%					
43					
23.8%					

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	249	251
	unw_base	1005	502	503
Much stronger	freq	5	3	2
Much stronger	prop	1.1%	1.4%	.8%
Somewhat stronger	freq	53	28	24
Somewhat stronger	prop	10.5%	11.3%	9.7%
About the same	freq	349	165	184
About the same	prop	69.7%	66.%	73.4%
Somewhat weaker	freq	79	47	33
Somewhat weaker	prop	15.9%	18.7%	13.%
Much weaker	freq	14	6	8
Much weaker	prop	2.8%	2.6%	3.%
Top2Box	freq	58	32	26
Top2Box	prop	11.6%	12.7%	10.5%
Low2Box	freq	93	53	40
Low2Box	prop	18.6%	21.3%	16.%

Age Under	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
196	153	151	64	248	141	216
315	333	357	130	501	281	466
4	1	1	1	2	3	3
1.9%	.6%	.6%	1.7%	.7%	1.9%	1.5%
25	17	11	4	26	19	25
12.6%	11.4%	7.%	6.6%	10.7%	13.3%	11.4%
134	104	110	41	174	98	154
68.4%	68.4%	72.8%	64.7%	70.3%	69.8%	71.1%
29	24	26	14	40	19	31
14.9%	15.8%	17.1%	21.4%	16.3%	13.4%	14.2%
4	6	4	4	5	2	4
2.2%	3.8%	2.5%	5.6%	2.1%	1.6%	1.8%
28	18	11	5	28	21	28
14.4%	12.1%	7.6%	8.2%	11.4%	15.2%	12.9%
34	30	30	17	45	21	35
17.2%	19.6%	19.6%	27.1%	18.4%	15.%	16.%

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Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
284	164	119	217	303	197	37
539	335	233	437	630	375	76
2	2	1	2	4	2	2
.8%	1.3%	1.%	1.%	1.3%	.9%	4.5%
28	13	13	27	39	14	6
9.9%	7.9%	10.8%	12.4%	12.8%	7.1%	14.9%
195	113	86	150	204	144	22
68.7%	68.8%	72.%	69.2%	67.4%	73.3%	59.4%
48	30	18	32	48	31	6
17.1%	18.%	15.%	14.7%	15.8%	15.9%	17.1%
10	7	1	6	8	6	2
3.6%	4.%	1.2%	2.8%	2.7%	2.9%	4.2%
30	15	14	29	43	16	7
10.7%	9.2%	11.8%	13.4%	14.1%	7.9%	19.3%
59	36	19	38	56	37	8
20.7%	22.%	16.2%	17.4%	18.5%	18.8%	21.3%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
463	58	442	345	79	195	136
929	119	886	701	174	382	274
4	2	4	4	1	4	0
.8%	2.9%	.9%	1.1%	.7%	2.%	.3%
47	10	42	42	3	23	17
10.2%	17.7%	9.6%	12.3%	3.7%	11.6%	12.5%
327	35	314	242	55	129	96
70.6%	60.2%	71.%	70.3%	69.6%	66.%	70.7%
73	10	70	49	17	33	20
15.8%	16.8%	15.7%	14.3%	21.%	16.7%	14.6%
12	1	13	7	4	7	3
2.7%	2.5%	2.8%	2.1%	5.%	3.7%	1.9%
51	12	46	46	4	26	17
11.%	20.5%	10.5%	13.4%	4.5%	13.6%	12.8%
85	11	82	57	21	40	22
18.4%	19.3%	18.6%	16.4%	26.%	20.4%	16.5%

Social Media Inactive				
169				
349				
1				
.7%				
13				
7.7%				
124				
73.3%				
27				
15.9%				
4				
2.4%				
14				
8.4%				
31				
18.3%				

<u>.</u>			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	247	253
	unw_base	506	267	239
Much stronger	freq	3	0	2
Much stronger	prop	.6%	.2%	1.%
Somewhat stronger	freq	51	29	21
Somewhat stronger	prop	10.2%	11.9%	8.4%
About the same	freq	292	149	143
About the same	prop	58.4%	60.2%	56.7%
Somewhat weaker	freq	117	48	69
Somewhat weaker	prop	23.4%	19.3%	27.4%
Much weaker	freq	37	21	16
Much weaker	prop	7.4%	8.4%	6.4%
Top2Box	freq	54	30	24
Top2Box	prop	10.7%	12.1%	9.4%
Low2Box	freq	154	68	86
Low2Box	prop	30.8%	27.7%	33.9%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
182	154	165	149	256	30	205
244	131	131	157	238	29	176
3		•	1	•	•	1
1.6%			.8%			.4%
17	15	18	10	33	4	21
9.4%	10.%	11.2%	6.5%	12.7%	13.7%	10.5%
119	82	91	84	154	14	115
65.7%	53.4%	55.1%	56.3%	60.3%	48.7%	56.1%
32	44	41	40	54	10	50
17.7%	28.6%	24.9%	26.8%	21.1%	33.%	24.5%
10	12	15	14	15	1	18
5.6%	8.%	8.9%	9.6%	5.8%	4.6%	8.6%
20	15	18	11	33	4	22
11.%	10.%	11.2%	7.4%	12.7%	13.7%	10.8%
42	56	55	54	69	11	68
23.3%	36.6%	33.7%	36.3%	27.%	37.6%	33.1%

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Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
295	107	294	99	272	228	34
330	146	234	126	254	252	33
2	1	1	0		3	
.7%	1.2%	.4%	.5%		1.3%	
29	12	31	8	30	20	4
9.9%	11.1%	10.6%	7.8%	11.1%	9.%	12.9%
177	64	164	64	153	139	22
60.1%	59.7%	55.8%	64.9%	56.2%	61.1%	63.6%
67	20	75	22	67	50	7
22.6%	18.3%	25.6%	22.4%	24.8%	21.8%	21.4%
20	10	22	4	22	16	1
6.6%	9.7%	7.6%	4.5%	7.9%	6.9%	2.2%
31	13	32	8	30	23	4
10.7%	12.3%	11.%	8.3%	11.1%	10.3%	12.9%
86	30	98	27	89	65	8
29.3%	28.%	33.2%	26.9%	32.7%	28.6%	23.5%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
466	48	452	330	106	174	246
473	51	455	317	135	175	251
3	0	2	1	2	0	2
.6%	1.%	.6%	.4%	1.6%	.3%	1.%
46	8	43	38	8	25	20
10.%	16.3%	9.5%	11.4%	7.5%	14.1%	8.1%
270	22	270	185	70	96	154
58.1%	46.6%	59.7%	56.1%	65.8%	55.1%	62.6%
110	15	102	86	19	41	50
23.5%	31.7%	22.5%	26.1%	18.%	23.5%	20.3%
36	2	35	20	8	12	19
7.8%	4.4%	7.8%	6.%	7.1%	7.1%	7.9%
49	8	45	39	10	25	23
10.6%	17.3%	10.1%	11.8%	9.1%	14.3%	9.1%
146	17	137	106	27	53	70
31.4%	36.1%	30.3%	32.1%	25.1%	30.5%	28.2%

Social Media Inactive				
79				
80				
6				
7.8%				
42				
52.7%				
26				
32.7%				
5				
6.8%				
6				
7.8%				
31				
39.5%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	256	244
	unw_base	502	226	276
Much stronger	freq	66	30	35
Much stronger	prop	13.1%	11.9%	14.5%
Somewhat stronger	freq	260	146	115
Somewhat stronger	prop	52.1%	56.7%	47.2%
About the same	freq	151	67	84
About the same	prop	30.2%	26.3%	34.4%
Somewhat weaker	freq	17	9	8
Somewhat weaker	prop	3.3%	3.4%	3.2%
Much weaker	freq	6	4	2
Much weaker	prop	1.3%	1.7%	.8%
Top2Box	freq	326	176	150
Top2Box	prop	65.2%	68.6%	61.6%
Low2Box	freq	23	13	10
Low2Box	prop	4.6%	5.1%	4.%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
267	140	93	75	86	339	306
224	154	124	66	83	353	340
36	21	9	15	11	40	43
13.5%	15.%	9.5%	20.1%	12.6%	11.7%	13.9%
141	82	38	27	53	180	162
52.6%	58.5%	40.9%	36.2%	61.2%	53.3%	52.8%
78	34	39	27	18	105	89
29.2%	24.5%	41.8%	36.5%	21.1%	31.2%	29.%
11		5	2	4	10	10
4.3%		5.5%	3.2%	5.1%	2.9%	3.4%
1	3	2	3		3	3
.5%	2.1%	2.3%	4.%		1.%	.9%
176	103	47	42	64	220	204
66.1%	73.5%	50.3%	56.3%	73.8%	65.%	66.7%
13	3	7	5	4	13	13
4.7%	2.1%	7.9%	7.2%	5.1%	3.8%	4.3%

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Marital				Ohiof	Ohiof	
Marital Status	Education	Education	Education	Chief Income	Chief Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
194		53	447	288	212	146
162	•	49	453	286	216	141
23	•	2	63	39	27	29
	•	_				
12.%		4.2%	14.2%	13.5%	12.6%	20.%
98		26	235	163	97	86
50.9%		48.6%	52.5%	56.7%	45.9%	58.5%
62		22	129	70	81	26
32.2%		41.5%	28.9%	24.3%	38.3%	17.6%
6		2	15	12	5	4
3.2%	-	3.4%	3.3%	4.%	2.4%	3.%
3		1	5	4	2	1
1.8%		2.3%	1.1%	1.5%	.9%	.9%
122		28	298	202	124	115
62.8%		52.8%	66.7%	70.2%	58.5%	78.6%
10		3	20	16	7	6
5.%		5.7%	4.4%	5.5%	3.3%	3.8%

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
354	280	220	420	67	400	74
361	281	221	426	61	401	75
36	44	22	56	10	59	4
10.3%	15.6%	10.1%	13.3%	14.5%	14.6%	5.6%
175	162	98	227	27	215	40
49.4%	58.%	44.6%	54.1%	40.6%	53.8%	54.%
125	63	89	116	28	108	28
35.4%	22.3%	40.3%	27.7%	41.8%	26.9%	38.4%
12	10	6	14	2	15	•
3.5%	3.6%	2.9%	3.4%	3.2%	3.8%	
5	2	5	6		4	2
1.4%	.5%	2.2%	1.5%		.9%	2.%
211	206	120	283	37	274	44
59.7%	73.5%	54.7%	67.4%	55.1%	68.4%	59.5%
17	12	11	21	2	19	2
4.9%	4.1%	5.1%	4.9%	3.2%	4.7%	2.%

Social Media Inactive
26
26
3
11.7%
6
21.%
15
57.6%
1
5.%
1
4.7%
9
32.8%
3
9.7%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	246	254
	unw_base	502	250	252
Much stronger	freq	13	6	6
Much stronger	prop	2.6%	2.6%	2.6%
Somewhat stronger	freq	50	26	25
Somewhat stronger	prop	10.1%	10.5%	9.6%
About the same	freq	378	187	191
About the same	prop	75.6%	76.1%	75.1%
Somewhat weaker	freq	49	22	28
Somewhat weaker	prop	9.8%	8.8%	10.9%
Much weaker	freq	10	5	5
Much weaker	prop	1.9%	2.%	1.9%
Top2Box	freq	63	32	31
Top2Box	prop	12.6%	13.1%	12.2%
Low2Box	freq	59	27	32
Low2Box	prop	11.8%	10.8%	12.7%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
225	156	119				311
220	147	135				300
3	9	0		•		9
1.6%	5.7%	.4%				2.8%
28	10	13				27
12.3%	6.4%	10.6%		-		8.8%
166	118	94				242
73.9%	75.6%	78.8%		-		77.7%
23	16	9				31
10.5%	10.5%	7.9%	-			9.9%
4	3	3				2
1.8%	1.8%	2.4%		-		.8%
31	19	13				36
13.9%	12.1%	11.%				11.6%
27	19	12				33
12.2%	12.3%	10.2%				10.6%

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Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
189	135	124	240	233	267	57
202	146	106	250	240	262	60
4	6		7	6	7	4
2.2%	4.3%		2.9%	2.6%	2.5%	7.4%
23	14	18	18	19	31	8
12.1%	10.5%	14.3%	7.6%	8.1%	11.8%	14.2%
136	104	89	185	179	199	35
72.1%	77.2%	71.5%	76.8%	76.9%	74.5%	61.9%
19	10	15	25	24	25	8
9.8%	7.2%	11.9%	10.3%	10.5%	9.3%	14.2%
7	1	3	6	5	5	1
3.9%	.8%	2.4%	2.3%	2.%	1.9%	2.3%
27	20	18	25	25	38	12
14.3%	14.8%	14.3%	10.6%	10.7%	14.3%	21.6%
26	11	18	30	29	30	9
13.7%	8.%	14.2%	12.6%	12.4%	11.2%	16.5%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
443	120	380	374	95		
442	118	384	376	95	•	
9	7	6	12	0	-	
2.%	5.5%	1.7%	3.3%	.4%	•	
42	15	35	30	15	•	
9.5%	12.4%	9.3%	8.%	15.7%		
343	81	297	287	67		
77.4%	67.5%	78.1%	76.8%	71.1%		
41	15	34	38	10	•	
9.3%	12.9%	8.9%	10.2%	10.9%		
8	2	8	7	2	•	
1.9%	1.7%	2.%	1.8%	2.%		
51	21	42	42	15	-	
11.5%	17.9%	11.%	11.3%	16.1%		
50	17	41	45	12		
11.2%	14.6%	10.9%	12.%	12.9%		

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Social Media Inactive	
-	_
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-	
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CALL	Ctat	Overell	Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	248	252
	unw_base	1007	531	476
Much stronger	freq	7	5	2
Much stronger	prop	1.4%	2.%	.7%
Somewhat stronger	freq	49	25	23
Somewhat stronger	prop	9.7%	10.3%	9.2%
About the same	freq	308	155	153
About the same	prop	61.6%	62.7%	60.6%
Somewhat weaker	freq	67	35	32
Somewhat weaker	prop	13.4%	14.3%	12.6%
Much weaker	freq	69	27	43
Much weaker	prop	13.9%	10.8%	16.9%
Top2Box	freq	55	30	25
Top2Box	prop	11.1%	12.3%	9.9%
Low2Box	freq	136	62	74
Low2Box	prop	27.3%	25.1%	29.5%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
161	191	148	142	201	75	233
314	401	292	243	417	181	478
4	1	2	2	2	2	4
2.2%	.6%	1.4%	1.5%	.9%	2.7%	1.9%
19	15	15	13	18	8	25
11.7%	7.8%	10.%	9.3%	8.8%	11.1%	10.7%
101	115	92	75	132	50	141
62.8%	60.1%	62.3%	53.%	65.9%	65.9%	60.5%
20	30	17	24	26	8	27
12.5%	15.8%	11.2%	16.8%	13.1%	10.5%	11.5%
17	30	22	28	23	7	36
10.8%	15.6%	15.%	19.4%	11.3%	9.8%	15.4%
22	16	17	15	20	10	29
13.9%	8.4%	11.5%	10.8%	9.7%	13.8%	12.6%
38	60	39	52	49	15	62
23.3%	31.5%	26.2%	36.2%	24.4%	20.3%	26.9%

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Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
267	213	214	73	229	271	44
529	248	543	216	484	523	97
2	4	2	1	4	2	2
.9%	1.8%	.9%	1.5%	1.9%	.9%	4.5%
24	16	20	13	22	26	7
8.9%	7.3%	9.4%	17.9%	9.8%	9.7%	15.%
167	120	141	48	140	168	27
62.6%	56.3%	65.7%	65.2%	61.4%	61.8%	60.2%
40	33	28	7	34	33	4
15.1%	15.3%	13.%	9.1%	14.9%	12.2%	9.2%
34	41	24	5	28	42	5
12.6%	19.3%	11.1%	6.3%	12.1%	15.4%	11.1%
26	19	22	14	27	29	9
9.8%	9.1%	10.2%	19.3%	11.7%	10.6%	19.5%
74	74	51	11	62	75	9
27.6%	34.6%	24.%	15.5%	26.9%	27.6%	20.3%

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
456	79	421	277	188	297	100
910	182	825	616	328	604	208
5	4	3	5	1	6	•
1.%	4.6%	.7%	1.7%	.7%	2.2%	•
42	12	37	29	15	32	9
9.2%	15.%	8.7%	10.5%	8.1%	10.7%	8.7%
282	50	258	173	113	172	69
61.8%	63.5%	61.3%	62.4%	60.2%	58.%	68.7%
63	7	60	40	23	44	10
13.8%	9.%	14.2%	14.5%	12.2%	14.8%	10.1%
64	6	63	30	35	42	13
14.2%	8.%	15.%	10.9%	18.8%	14.3%	12.5%
47	16	40	34	17	38	9
10.3%	19.6%	9.5%	12.2%	8.8%	12.9%	8.7%
127	13	123	71	58	86	23
28.%	17.%	29.2%	25.5%	31.%	29.1%	22.7%

Social Media Inactive					
104					
195					
0					
.3%					
8					
7.9%					
68					
65.4%					
13					
12.4%					
14					
14.%					
9					
8.2%					
27					
26.4%					

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	251	249
	unw_base	1006	580	426
Much stronger	freq	4	3	0
Much stronger	prop	.8%	1.4%	.2%
Somewhat stronger	freq	43	26	17
Somewhat stronger	prop	8.5%	10.3%	6.8%
About the same	freq	258	120	137
About the same	prop	51.5%	47.9%	55.2%
Somewhat weaker	freq	147	71	76
Somewhat weaker	prop	29.4%	28.2%	30.5%
Much weaker	freq	49	31	18
Much weaker	prop	9.8%	12.2%	7.4%
Top2Box	freq	47	29	17
Top2Box	prop	9.3%	11.7%	7.%
Low2Box	freq	196	102	94
Low2Box	prop	39.2%	40.5%	37.9%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
169	166	166	297	165	38	255
250	361	395	546	356	104	558
1	2	1	2	2	-	2
.8%	1.%	.5%	.6%	1.4%		.8%
17	12	14	22	15	6	21
9.8%	7.5%	8.3%	7.5%	9.%	15.%	8.2%
93	86	79	147	91	20	126
55.2%	51.8%	47.6%	49.4%	54.9%	53.%	49.7%
45	44	57	90	46	11	81
26.8%	26.6%	34.7%	30.2%	27.6%	30.2%	31.7%
12	22	15	37	12	1	25
7.3%	13.1%	9.%	12.3%	7.1%	1.8%	9.7%
18	14	15	24	17	6	23
10.7%	8.5%	8.8%	8.%	10.4%	15.%	9.%
58	66	72	126	57	12	105
34.2%	39.8%	43.7%	42.6%	34.7%	32.%	41.4%

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Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
245	267	101	132	254	246	30
448	281	203	522	581	425	76
2	3	-	0	2	1	-
.8%	1.3%		.3%	1.%	.6%	
22	17	10	15	25	18	5
8.9%	6.5%	9.9%	11.6%	9.9%	7.2%	16.%
131	142	50	65	120	137	15
53.4%	53.2%	49.8%	49.3%	47.4%	55.7%	50.1%
66	79	30	39	75	71	8
27.%	29.5%	29.3%	29.2%	29.7%	29.%	26.6%
24	25	11	13	30	19	2
9.9%	9.5%	11.1%	9.6%	12.%	7.6%	7.4%
24	21	10	16	28	19	5
9.7%	7.9%	9.9%	11.9%	10.9%	7.7%	16.%
91	104	41	51	106	90	10
36.9%	38.9%	40.3%	38.8%	41.7%	36.5%	34.%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
470	52	448	336	133	42	128
930	135	871	727	213	92	285
4	1	3	3	1		0
.8%	1.5%	.7%	.9%	.8%		.3%
38	9	34	29	12	9	14
8.1%	16.4%	7.6%	8.8%	9.%	21.3%	10.7%
242	25	233	170	72	15	63
51.6%	47.9%	51.9%	50.5%	53.8%	35.%	49.%
139	15	132	99	40	14	39
29.5%	28.7%	29.4%	29.4%	30.1%	32.1%	30.4%
47	3	46	35	9	5	12
10.%	5.6%	10.3%	10.5%	6.4%	11.6%	9.6%
42	9	37	32	13	9	14
8.9%	17.9%	8.3%	9.6%	9.8%	21.3%	11.%
185	18	178	134	49	18	51
39.5%	34.2%	39.7%	39.8%	36.5%	43.7%	40.%

Social Media
Inactive
330
629
3
1.1%
20
6.1%
180
54.6%
94
28.6%
32
9.7%
24
7.1%
126
38.3%

			Gender	Gender
Stub	Stat	Overall	Male	Female
	base	500	239	261
	unw_base	507	265	242
Much stronger	freq	51	38	12
Much stronger	prop	10.1%	15.9%	4.8%
Somewhat stronger	freq	106	32	74
Somewhat stronger	prop	21.1%	13.4%	28.2%
About the same	freq	208	112	95
About the same	prop	41.6%	46.9%	36.6%
Somewhat weaker	freq	56	28	28
Somewhat weaker	prop	11.2%	11.6%	10.9%
Much weaker	freq	80	29	51
Much weaker	prop	16.%	12.2%	19.4%
Top2Box	freq	156	70	86
Top2Box	prop	31.2%	29.3%	33.%
Low2Box	freq	136	57	79
Low2Box	prop	27.2%	23.8%	30.4%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
260	152	88	190	168	60	158
284	132	91	157	183	96	179
44	5	1	31	6	2	6
17.%	3.4%	1.6%	16.6%	3.3%	3.5%	3.9%
40	43	22	11	74	14	38
15.4%	28.7%	25.%	6.%	43.9%	23.3%	24.1%
120	62	25	99	53	24	53
46.1%	41.2%	28.8%	52.%	31.6%	39.5%	33.6%
26	18	12	19	20	11	20
10.1%	11.9%	13.6%	9.9%	12.1%	18.4%	12.7%
30	23	28	29	15	9	40
11.5%	14.9%	31.1%	15.5%	9.1%	15.3%	25.7%
84	49	23	43	79	16	44
32.4%	32.%	26.6%	22.6%	47.2%	26.8%	28.%
56	41	40	48	36	20	60
21.5%	26.8%	44.7%	25.4%	21.2%	33.7%	38.4%

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Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
342	220	161	119	250	250	67
328	17	262	228	287	220	106
44	38	9	4	17	34	3
13.%		5.4%	3.%	6.7%	13.5%	5.%
68	53	31	22	59	46	16
19.8%		19.4%	18.3%	23.7%	18.5%	24.2%
155	84	72	52	112	96	28
45.2%		44.6%	43.5%	45.%	38.2%	41.7%
36	8	26	22	30	26	8
10.6%		16.3%	18.7%	12.2%	10.3%	12.4%
39	37	23	20	31	49	11
11.5%		14.3%	16.6%	12.4%	19.5%	16.7%
112	91	40	25	76	80	20
32.7%		24.8%	21.2%	30.4%	32.%	29.2%
76	45	49	42	61	75	19
22.1%		30.7%	35.3%	24.6%	29.8%	29.1%

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
433	81	419	255	39	360	107
401	132	375	345	51	331	120
47	3	47	29	3	39	10
10.9%	4.2%	11.3%	11.5%	6.8%	10.9%	9.2%
89	22	84	66	6	86	15
20.7%	26.8%	20.%	25.9%	14.1%	23.8%	14.5%
180	36	172	90	22	135	58
41.5%	44.2%	41.1%	35.3%	56.8%	37.4%	54.2%
48	9	47	39	3	38	11
11.1%	11.1%	11.3%	15.3%	7.2%	10.5%	10.3%
69	11	69	30	6	63	13
15.9%	13.8%	16.4%	12.%	15.1%	17.4%	11.8%
137	25	131	95	8	125	25
31.6%	30.9%	31.3%	37.5%	20.9%	34.7%	23.7%
117	20	116	69	9	101	24
26.9%	24.9%	27.7%	27.3%	22.3%	27.9%	22.1%

Social Media Inactive					
33					
56					
2					
4.7%					
4					
13.%					
15					
46.5%					
7					
22.%					
5					
13.7%					
6					
17.7%					
12					
35.8%					

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	246	254
	unw_base	507	234	273
Much stronger	freq	65	27	38
Much stronger	prop	13.%	10.8%	15.1%
Somewhat stronger	freq	175	91	84
Somewhat stronger	prop	35.%	36.8%	33.2%
About the same	freq	228	111	117
About the same	prop	45.6%	45.%	46.2%
Somewhat weaker	freq	29	16	13
Somewhat weaker	prop	5.9%	6.6%	5.1%
Much weaker	freq	3	2	1
Much weaker	prop	.6%	.7%	.4%
Top2Box	freq	240	117	123
Top2Box	prop	48.%	47.6%	48.3%
Low2Box	freq	32	18	14
Low2Box	prop	6.4%	7.4%	5.5%

Age Under			Household	Household Income	Household Income	Marital Status
35	Age 35-49	Age 50-64	Income Low	Medium	High	Married
271	152	77	326	162	12	152
254	172	81	305	186	16	165
46	11	8	47	16	2	13
16.9%	7.5%	10.2%	14.5%	9.8%		8.4%
109	43	23	119	52	4	51
40.3%	28.2%	29.7%	36.6%	32.2%		33.3%
102	88	38	137	85	5	80
37.6%	58.2%	49.2%	42.2%	52.6%		52.9%
13	9	7	20	8	1	8
4.9%	5.8%	9.5%	6.%	5.1%		5.1%
1	0	1	2	1		1
.5%	.3%	1.4%	.7%	.3%		.4%
155	54	31	166	68	6	63
57.1%	35.7%	39.9%	51.1%	42.%		41.7%
14	9	8	22	9	1	8
5.3%	6.1%	11.%	6.7%	5.4%		5.5%

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Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
348		385	115	264	236	125
342		294	213	269	238	128
52	•	50	15	36	29	17
15.%		13.%	13.%	13.6%	12.3%	13.5%
124		139	35	94	81	40
35.7%		36.2%	30.8%	35.6%	34.3%	32.2%
148		175	53	113	115	58
42.5%		45.4%	46.3%	42.9%	48.7%	46.6%
22		19	10	19	10	10
6.2%		5.%	8.6%	7.3%	4.2%	7.7%
2		1	2	2	1	
.6%		.3%	1.4%	.6%	.5%	
177		189	50	130	110	57
50.7%		49.2%	43.7%	49.2%	46.6%	45.6%
24		21	11	21	11	10
6.8%		5.4%	10.%	7.9%	4.7%	7.7%

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
375	134	366	334	67	368	100
379	146	361	354	62	382	97
48	17	48	44	10	50	12
12.9%	12.7%	13.1%	13.1%	15.4%	13.6%	12.3%
134	47	128	116	23	135	30
35.9%	34.8%	35.%	34.8%	33.8%	36.6%	30.3%
170	59	169	152	32	163	50
45.3%	44.1%	46.2%	45.6%	47.4%	44.2%	49.5%
20	10	19	21	2	19	7
5.2%	7.5%	5.3%	6.2%	3.4%	5.1%	7.3%
3	1	2	1		2	1
.8%	.9%	.4%	.3%		.6%	.5%
183	64	176	160	33	184	43
48.8%	47.5%	48.1%	47.9%	49.2%	50.1%	42.6%
22	11	21	22	2	21	8
6.%	8.5%	5.7%	6.5%	3.4%	5.7%	7.8%

Social Media Inactive
32
28
3
8.6%
10
31.3%
16
49.9%
3
10.2%
13
39.9%
3
10.2%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	249	251
	unw_base	509	256	253
Much stronger	freq	12	8	4
Much stronger	prop	2.4%	3.2%	1.6%
Somewhat stronger	freq	56	25	32
Somewhat stronger	prop	11.3%	10.%	12.6%
About the same	freq	275	136	138
About the same	prop	54.9%	54.8%	55.1%
Somewhat weaker	freq	129	64	64
Somewhat weaker	prop	25.7%	25.9%	25.6%
Much weaker	freq	29	15	13
Much weaker	prop	5.7%	6.2%	5.3%
Top2Box	freq	68	33	35
Top2Box	prop	13.6%	13.2%	14.1%
Low2Box	freq	157	80	77
Low2Box	prop	31.4%	32.1%	30.8%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
202	156	142	323	98	10	273
176	172	161	289	136	10	287
4	7	1	9	2	•	6
2.%	4.4%	.8%	2.9%	2.2%		2.4%
32	14	11	34	16		28
15.6%	9.1%	7.5%	10.5%	16.7%		10.3%
106	85	84	179	55	4	152
52.3%	54.7%	59.%	55.3%	55.9%		55.5%
49	39	40	82	21	6	75
24.4%	24.9%	28.4%	25.5%	21.5%		27.3%
12	11	6	19	4		12
5.7%	6.9%	4.4%	5.8%	3.7%		4.6%
35	21	12	43	19		35
17.6%	13.5%	8.2%	13.4%	19.%		12.7%
61	50	47	101	25	6	87
30.2%	31.8%	32.8%	31.3%	25.2%		31.8%

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Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
227	74	311	115	237	263	39
222	26	237	246	272	237	45
5	2	8	2	5	6	2
2.4%	2.7%	2.5%	1.9%	2.3%	2.4%	5.8%
28	11	27	18	33	24	5
12.4%	15.1%	8.7%	15.8%	13.8%	9.%	12.5%
123	36	180	59	122	152	19
54.2%	48.8%	57.8%	51.2%	51.7%	57.9%	49.1%
54	17	82	29	68	61	12
23.8%	23.3%	26.4%	25.6%	28.7%	23.%	30.7%
16	7	15	6	8	20	1
7.1%	10.1%	4.8%	5.5%	3.5%	7.7%	2.%
34	13	35	20	38	30	7
14.8%	17.8%	11.1%	17.7%	16.1%	11.4%	18.3%
70	25	97	36	76	81	13
31.%	33.4%	31.1%	31.1%	32.2%	30.7%	32.6%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employmen t Status Total Employed	Employmen t Status Not Employed	Social Media Active	Social Media Passive
461	74	426	312	129	232	173
464	97	412	351	95	249	176
10	2	10	8	2	9	1
2.1%	3.1%	2.3%	2.4%	1.8%	3.8%	.6%
51	15	42	37	17	31	22
11.2%	19.9%	9.8%	11.8%	13.3%	13.3%	12.9%
255	36	239	170	71	128	110
55.4%	48.8%	56.%	54.4%	55.4%	55.4%	63.4%
116	20	109	85	25	56	33
25.3%	26.7%	25.5%	27.2%	19.5%	24.3%	18.9%
28	1	28	13	13	7	7
6.1%	1.4%	6.5%	4.2%	10.%	3.2%	4.2%
61	17	51	44	19	40	23
13.2%	23.1%	12.%	14.2%	15.1%	17.1%	13.5%
144	21	136	98	38	64	40
31.3%	28.2%	32.%	31.4%	29.5%	27.5%	23.2%

	Social
	Media
_	

96 84 2 2.1% 3 3.4% 37 38.6% 40 41.4% 14.5% 55 5.5% 54 55.9%	weara					
84 2 2.1% 3 3.4% 37 38.6% 40 41.4% 14.5% 5 5.5%	Inactive					
2 2.1% 3 3.4% 37 38.6% 40 41.4% 14.5% 5 5.5%	96					
2.1% 3 3.4% 37 38.6% 40 41.4% 14 14.5% 5 5.5%	84					
3 3.4% 37 38.6% 40 41.4% 14.5% 5 5.5%	2					
3.4% 37 38.6% 40 41.4% 14 14.5% 5 5.5%	2.1%					
37 38.6% 40 41.4% 14 14.5% 5 5.5%	3					
38.6% 40 41.4% 14 14.5% 5 5.5%	3.4%					
40 41.4% 14 14.5% 5 5.5%						
41.4% 14 14.5% 5 5.5%	38.6%					
14 14.5% 5 5.5%	40					
14.5% 5 5.5% 54	41.4%					
5 5.5% 54	14					
5.5% 54	14.5%					
54	5					
	5.5%					
55.9%	54					
	55.9%					

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	238	262
	unw_base	506	260	246
Much stronger	freq	32	7	25
Much stronger	prop	6.4%	3.1%	9.4%
Somewhat stronger	freq	91	54	37
Somewhat stronger	prop	18.1%	22.6%	14.%
About the same	freq	260	106	153
About the same	prop	52.%	44.8%	58.5%
Somewhat weaker	freq	68	43	25
Somewhat weaker	prop	13.7%	18.2%	9.6%
Much weaker	freq	49	27	22
Much weaker	prop	9.9%	11.3%	8.6%
Top2Box	freq	123	61	61
Top2Box	prop	24.5%	25.7%	23.4%
Low2Box	freq	118	70	47
Low2Box	prop	23.5%	29.5%	18.1%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
207	159	134	33	219	202	220
144	215	147	22	167	280	288
28	4	0	3	28	2	3
13.5%	2.2%	.3%	8.5%	12.6%	.8%	1.2%
33	33	25	2	35	49	48
16.%	20.6%	18.5%	5.1%	16.1%	24.2%	21.6%
117	78	65	21	121	98	108
56.4%	49.%	48.5%	64.1%	55.4%	48.7%	49.%
19	24	26	3	18	29	35
9.1%	15.1%	19.1%	9.6%	8.1%	14.4%	15.8%
10	21	18	4	17	24	27
5.%	13.2%	13.6%	12.8%	7.9%	11.9%	12.5%
61	36	25	5	63	51	50
29.5%	22.8%	18.8%	13.5%	28.7%	25.%	22.8%
29	45	44	7	35	53	62
14.1%	28.2%	32.7%	22.4%	15.9%	26.3%	28.2%

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Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
			-			
280	85	290	125		257	28
218	28	131	347	295	211	47
29	4	26	2	3	29	3
10.5%	4.5%	9.%	1.7%	1.2%	11.3%	12.1%
43	6	66	18	35	55	6
15.3%	7.6%	22.9%	14.2%	14.5%	21.6%	19.9%
152	56	139	65	130	130	8
54.3%	66.2%	47.9%	51.8%	53.4%	50.6%	28.9%
34	8	34	26	50	19	6
12.%	9.8%	11.9%	20.4%	20.5%	7.3%	20.6%
22	10	24	15	25	24	5
7.8%	11.8%	8.4%	11.9%	10.5%	9.3%	18.6%
72	10	92	20	38	85	9
25.9%	12.1%	31.9%	15.9%	15.6%	32.9%	32.%
55	18	59	41	75	43	11
19.8%	21.7%	20.3%	32.4%	30.9%	16.6%	39.2%

	Senior Executive	Senior Executive	Employmen		0	
Business	Decision Maker	Decision Maker	t Status	Employmen t Status Not	Social Media	Social Media
Business Owner No	Leader Yes	Leader No	Total Employed	Employed	Active	Passive
			. ,			
472	49	451	300	120	149	127
459	77	429	401	47	173	189
29	3	29	5	26	4	3
6.1%	6.5%	6.4%	1.8%	21.5%	2.4%	2.3%
85	7	83	47	25	31	13
18.%	14.4%	18.5%	15.6%	20.6%	21.%	10.2%
252	20	240	149	58	75	83
53.3%	40.8%	53.2%	49.8%	48.6%	50.1%	65.7%
63	11	58	57	6	29	11
13.3%	22.%	12.8%	18.9%	4.7%	19.5%	8.9%
44	8	41	42	6	10	16
9.4%	16.2%	9.2%	13.9%	4.7%	7.%	12.9%
114	10	112	52	51	35	16
24.1%	21.%	24.9%	17.5%	42.%	23.4%	12.5%
107	19	99	98	11	39	28
22.6%	38.3%	21.9%	32.8%	9.4%	26.5%	21.8%

Social Media				
Inactive				
224				
144				
26				
11.4%				
46				
20.6%				
102				
45.4%				
28				
12.5%				
23				
10.1%				
72				
32.%				
51				
22.6%				

Stub	Stat	Overall	Gender Male	Gender Female
3 55.13	base	500	292	208
	unw base	504	275	229
Much stronger	freq	92	63	29
Much stronger	prop	18.3%	21.5%	13.8%
Somewhat stronger	freq	171	101	70
Somewhat stronger	prop	34.2%	34.5%	33.7%
About the same	freq	168	91	78
About the same	prop	33.7%	31.%	37.5%
Somewhat weaker	freq	63	36	27
Somewhat weaker	prop	12.6%	12.2%	13.2%
Much weaker	freq	6	2	4
Much weaker	prop	1.2%	.8%	1.8%
Top2Box	freq	262	164	99
Top2Box	prop	52.5%	56.%	47.5%
Low2Box	freq	69	38	31
Low2Box	prop	13.8%	13.%	15.%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	171	45	276	111	57	306
302	166	36	278	115	55	313
52	33	6	55	18	7	56
18.3%	19.6%	14.1%	20.1%	16.4%	11.6%	18.2%
98	57	16	98	34	20	104
34.3%	33.3%	36.5%	35.4%	30.8%	35.5%	34.%
93	59	17	81	45	22	104
32.5%	34.4%	38.1%	29.4%	40.7%	37.9%	34.%
38	20	5	39	11	9	41
13.5%	11.5%	11.2%	14.%	9.5%	15.%	13.6%
4	2		3	3		1
1.5%	1.1%		1.2%	2.6%		.3%
149	90	23	153	52	27	159
52.5%	52.9%	50.7%	55.5%	47.2%	47.1%	52.1%
43	22	5	42	13	9	43
15.%	12.6%	11.2%	15.1%	12.1%	15.%	13.9%

### Saudi Arabia

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
194	136	122	243	251	249	74
191	134	119	251	244	260	74
36	25	26	41	54	37	15
18.6%	18.2%	21.%	17.1%	21.6%	15.1%	20.4%
67	44	35	91	83	87	22
34.5%	32.8%	28.7%	37.7%	33.2%	35.2%	29.7%
65	49	41	78	81	88	31
33.2%	36.3%	33.5%	32.3%	32.1%	35.3%	42.4%
22	14	19	30	28	35	6
11.1%	10.4%	15.9%	12.2%	11.2%	14.%	7.5%
5	3	1	2	5	1	
2.6%	2.4%	.9%	.7%	2.%	.4%	
103	69	60	133	138	125	37
53.1%	51.%	49.7%	54.7%	54.7%	50.2%	50.1%
27	17	20	31	33	36	6
13.7%	12.7%	16.8%	13.%	13.2%	14.5%	7.5%

	Senior Executive	Senior Executive	Employmen		0	
Business	Decision Maker	Decision Maker	t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
426	116	384	307	162	218	166
430	114	390	308		217	171
77	28	63	68	18	30	31
18.%	24.6%	16.5%	22.2%	11.3%	13.8%	18.8%
149	42	129	105	59	68	63
34.9%	36.2%	33.5%	34.3%	36.4%	31.4%	38.2%
137	37	131	90	64	85	50
32.2%	32.%	34.2%	29.3%	39.6%	38.9%	30.3%
57	8	55	40	19	33	19
13.5%	7.2%	14.2%	12.9%	11.5%	15.%	11.5%
6		6	4	2	2	2
1.4%		1.6%	1.3%	1.2%	1.%	1.2%
225	70	192	173	77	98	95
52.9%	60.8%	50.%	56.4%	47.7%	45.1%	57.1%
64	8	61	44	21	35	21
14.9%	7.2%	15.8%	14.3%	12.7%	16.%	12.7%

Social Media Inactive				
116				
116				
30				
26.2%				
39				
33.6%				
33				
28.7%				
11				
9.8%				
2				
1.7%				
70				
59.8%				

13 11.5%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	240	260
	unw_base	500	211	289
Much stronger	freq	10	4	6
Much stronger	prop	2.%	1.5%	2.4%
Somewhat stronger	freq	57	34	23
Somewhat stronger	prop	11.4%	14.%	9.%
About the same	freq	240	129	110
About the same	prop	47.9%	53.8%	42.4%
Somewhat weaker	freq	129	47	82
Somewhat weaker	prop	25.8%	19.8%	31.5%
Much weaker	freq	65	26	38
Much weaker	prop	12.9%	11.%	14.7%
Top2Box	freq	67	37	30
Top2Box	prop	13.4%	15.5%	11.4%
Low2Box	freq	194	74	120
Low2Box	prop	38.7%	30.7%	46.2%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
284	137	80	62	108	329	182
181	188	131	45	105	350	231
7	2	1	5	2	4	2
2.4%	1.7%	.9%	7.4%	1.5%	1.1%	.9%
38	13	6	12	6	39	18
13.4%	9.4%	7.6%	18.8%	5.2%	12.%	9.7%
137	65	37	28	62	150	87
48.5%	47.3%	47.%	44.1%	57.%	45.6%	47.6%
67	37	25	10	30	89	48
23.8%	26.8%	31.6%	16.5%	27.9%	26.9%	26.2%
34	20	10	8	9	47	28
11.9%	14.9%	13.1%	13.1%	8.4%	14.4%	15.5%
45	15	7	16	7	43	19
15.8%	11.1%	8.4%	26.3%	6.7%	13.1%	10.6%
101	57	36	18	39	136	76
35.7%	41.6%	44.6%	29.6%	36.3%	41.3%	41.8%

**South Africa** 

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

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
318	227	119	154	254	246	93
269	218	133	149	280	220	101
8	7	2	1	10	-	1
2.6%	3.1%	1.7%	.6%	3.9%		1.4%
39	32	10	16	28	29	8
12.3%	14.%	8.%	10.1%	10.9%	11.8%	8.8%
153	92	70	77	123	117	45
48.1%	40.6%	59.2%	50.%	48.3%	47.5%	48.3%
81	65	19	45	64	65	29
25.6%	28.7%	15.8%	29.4%	25.%	26.6%	30.6%
36	31	18	15	30	35	10
11.4%	13.7%	15.3%	9.9%	11.8%	14.1%	10.9%
48	39	11	17	38	29	9
14.9%	17.%	9.7%	10.7%	14.8%	11.8%	10.1%
118	96	37	60	94	100	39
37.%	42.4%	31.1%	39.3%	36.8%	40.7%	41.6%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
407	154	346	388	94	317	124
399	160	340	411	61	309	135
9	5	5	8	2	6	4
2.1%	3.%	1.5%	2.%	2.5%	1.9%	3.2%
49	18	39	34	20	37	17
12.%	11.6%	11.3%	8.8%	21.%	11.8%	13.4%
194	70	170	180	49	159	58
47.8%	45.3%	49.1%	46.4%	52.2%	50.4%	46.8%
100	48	81	110	16	81	30
24.7%	31.3%	23.4%	28.2%	17.3%	25.7%	24.7%
54	14	51	57	7	33	15
13.4%	9.%	14.7%	14.7%	7.1%	10.3%	11.9%
57	22	44	42	22	43	21
14.1%	14.5%	12.8%	10.8%	23.4%	13.7%	16.7%
155	62	132	166	23	114	45
38.1%	40.2%	38.1%	42.9%	24.4%	36.%	36.6%

Soc Med Inac	dia
	60
	56
	3
	4.9%
	22
	37.4%
	17
	29.1%
	17
	28.6%
	3
	4.9%
	35
	57.7%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	253	247
	unw_base	505	267	238
Much stronger	freq	3	3	
Much stronger	prop	.6%	1.2%	
Somewhat stronger	freq	47	20	27
Somewhat stronger	prop	9.5%	7.9%	11.%
About the same	freq	219	112	107
About the same	prop	43.7%	44.3%	43.1%
Somewhat weaker	freq	165	83	82
Somewhat weaker	prop	33.1%	32.9%	33.3%
Much weaker	freq	66	35	31
Much weaker	prop	13.2%	13.7%	12.6%
Top2Box	freq	50	23	27
Top2Box	prop	10.1%	9.2%	11.%
Low2Box	freq	231	118	113
Low2Box	prop	46.2%	46.6%	45.9%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
191	191	117	88	174	238	287
127	229	149	73	171	261	331
		3	1	1	2	3
		2.6%	.9%	.4%	.6%	1.1%
13	17	17	1	18	29	36
6.8%	8.8%	14.8%	.9%	10.1%	12.2%	12.6%
68	98	52	43	70	105	135
35.5%	51.5%	44.4%	48.5%	40.5%	44.3%	47.2%
81	55	29	30	61	75	82
42.4%	28.8%	24.8%	34.%	34.9%	31.4%	28.7%
29	21	16	14	25	27	30
15.3%	10.9%	13.4%	15.7%	14.2%	11.5%	10.5%
13	17	20	2	18	30	39
6.8%	8.8%	17.4%	1.8%	10.5%	12.8%	13.7%
110	76	45	44	85	102	112
57.7%	39.7%	38.2%	49.7%	49.%	42.9%	39.1%

## South Korea

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
213	8	127	365	254	246	69
174	6	111	388	287	218	80
			3	3		2
			.8%	1.2%		2.2%
11		10	37	29	19	15
5.2%		7.9%	10.2%	11.3%	7.6%	21.4%
83	4	55	159	109	109	32
39.%		43.5%	43.7%	43.%	44.4%	45.7%
83	1	41	123	84	81	15
39.%		32.7%	33.7%	33.1%	33.%	22.%
36	3	20	42	29	37	6
16.8%		16.%	11.6%	11.4%	15.%	8.8%
11		10	40	32	19	16
5.2%		7.9%	11.1%	12.5%	7.6%	23.6%
119	4	62	165	113	118	21
55.8%		48.7%	45.3%	44.5%	48.%	30.8%

	Senior Executive	Senior Executive	Employmen	Flava-	On sint	On all all
Business	Decision Maker	Decision Maker	t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
431	100	400	351	106	148	225
425	118	387	382	73	147	229
2	2	2	3		2	2
.4%	1.5%	.4%	.9%		1.%	.7%
33	21	27	37	8	28	14
7.5%	20.7%	6.7%	10.6%	7.2%	18.7%	6.2%
187	42	177	150	46	42	113
43.4%	41.9%	44.1%	42.8%	43.2%	28.1%	50.1%
150	23	142	114	39	51	74
34.8%	23.6%	35.4%	32.6%	36.7%	34.5%	33.1%
60	12	54	46	14	26	22
13.9%	12.3%	13.4%	13.2%	12.9%	17.8%	10.%
34	22	28	40	8	29	16
7.9%	22.3%	7.%	11.5%	7.2%	19.7%	6.9%
210	36	196	160	52	77	97
48.7%	35.8%	48.8%	45.7%	49.6%	52.2%	43.%

Social
Media
Inactive
127
129
6
4.4%
64
50.6%
40
31.5%
17
13.5%
6
4.4%
57
44.9%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1003	505	498
Much stronger	freq	10	4	5
Much stronger	prop	1.9%	1.8%	2.1%
Somewhat stronger	freq	85	42	43
Somewhat stronger	prop	16.9%	16.6%	17.3%
About the same	freq	325	164	161
About the same	prop	65.1%	65.1%	65.1%
Somewhat weaker	freq	56	30	27
Somewhat weaker	prop	11.3%	11.8%	10.8%
Much weaker	freq	24	12	12
Much weaker	prop	4.8%	4.8%	4.7%
Top2Box	freq	94	46	48
Top2Box	prop	18.9%	18.3%	19.4%
Low2Box	freq	80	42	38
Low2Box	prop	16.%	16.6%	15.5%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
174	191	135	253	149	26	238
340	375	288	527	290	48	491
3	4	2	3	1	0	6
1.8%	2.4%	1.6%	1.4%	.4%	1.3%	2.5%
34	32	19	44	23	9	39
19.7%	16.7%	13.8%	17.6%	15.7%	33.1%	16.3%
107	126	93	156	107	12	158
61.6%	65.9%	68.5%	61.7%	72.1%	45.1%	66.3%
23	20	13	34	13	3	26
13.1%	10.7%	9.9%	13.3%	8.8%	13.2%	10.8%
7	8	8	15	5	2	10
4.%	4.4%	6.3%	6.%	3.1%	7.3%	4.1%
37	36	21	48	24	9	45
21.4%	19.%	15.4%	19.%	16.%	34.4%	18.8%
30	29	22	49	18	5	35
17.%	15.1%	16.1%	19.3%	11.9%	20.5%	14.9%

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Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
262	227	118	155	254	246	39
512	601	90	312	520	483	86
4	3	6	1	6	4	1
1.5%	1.1%	4.8%	1.%	2.4%	1.5%	3.%
46	34	26	25	39	46	11
17.5%	14.9%	22.%	16.1%	15.2%	18.7%	27.%
168	151	73	101	160	165	22
64.%	66.6%	62.2%	65.1%	63.2%	67.1%	56.7%
31	24	12	21	32	25	3
11.7%	10.4%	9.9%	13.6%	12.5%	10.1%	8.7%
14	16	1	7	17	6	2
5.4%	7.%	1.1%	4.3%	6.8%	2.6%	4.6%
50	36	32	26	45	50	12
19.%	16.%	26.9%	17.%	17.6%	20.2%	30.%
45	40	13	28	49	31	5
17.1%	17.4%	11.%	17.9%	19.3%	12.7%	13.3%

	Senior Executive Decision	Senior Executive Decision	Employmen t Status	Employmon	Social	Social
Business	Maker	Maker	Total	Employmen t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
461	56	444	301	158	251	143
917	112	891	617	302	490	287
9	5	5	8	2	7	3
1.9%	8.4%	1.1%	2.6%	1.2%	2.8%	1.9%
74	15	69	51	29	49	22
16.1%	27.4%	15.6%	17.%	18.%	19.7%	15.2%
303	29	297	195	103	157	94
65.8%	51.%	66.9%	64.6%	65.1%	62.5%	65.9%
53	6	50	34	19	25	19
11.5%	10.8%	11.3%	11.1%	12.1%	9.9%	13.2%
22	1	22	14	6	13	5
4.8%	2.4%	5.1%	4.7%	3.5%	5.1%	3.8%
83	20	74	59	30	56	24
17.9%	35.8%	16.7%	19.5%	19.3%	22.5%	17.1%
75	7	73	48	25	38	24
16.3%	13.2%	16.4%	15.9%	15.6%	15.%	17.%

Social Media Inactive				
106				
226				
14				
12.8%				
74				
70.1%				
13				
12.1%				
5				
5.1%				
14				
12.8%				
18				
17.2%				

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	253	247
	unw_base	508	254	254
Much stronger	freq	7	3	4
Much stronger	prop	1.4%	1.1%	1.8%
Somewhat stronger	freq	44	30	14
Somewhat stronger	prop	8.8%	11.8%	5.6%
About the same	freq	334	173	161
About the same	prop	66.9%	68.4%	65.3%
Somewhat weaker	freq	80	40	39
Somewhat weaker	prop	15.9%	15.9%	15.9%
Much weaker	freq	35	7	28
Much weaker	prop	7.1%	2.8%	11.5%
Top2Box	freq	51	33	18
Top2Box	prop	10.2%	12.9%	7.4%
Low2Box	freq	115	47	68
Low2Box	prop	23.%	18.7%	27.4%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
194	161	145	86	240	106	149
89	169	250	108	230	106	201
	6	1	3	2	1	2
	3.5%	1.%	3.7%	1.%	1.4%	1.6%
17	14	12	2	30	10	8
8.7%	9.%	8.6%	2.1%	12.3%	9.1%	5.7%
126	107	101	63	153	59	102
64.9%	66.7%	69.6%	72.8%	63.5%	55.%	68.1%
22	32	25	17	35	25	28
11.4%	20.1%	17.2%	20.%	14.7%	23.1%	18.9%
29	1	5	1	20	12	9
14.9%	.8%	3.6%	1.5%	8.5%	11.4%	5.7%
17	20	14	5	32	11	11
8.7%	12.4%	9.6%	5.8%	13.3%	10.5%	7.3%
51	34	30	18	56	37	37
26.4%	20.9%	20.8%	21.4%	23.2%	34.5%	24.6%

Sweden

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Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
351	108	232	160	306	194	69
307	306	93	109	317	191	67
5	0	7		3	4	
1.3%	.2%	2.9%		1.1%	1.9%	
35	9	17	17	31	13	4
10.1%	8.8%	7.5%	10.6%	10.2%	6.5%	5.8%
233	82	137	115	203	131	40
66.3%	75.9%	59.2%	72.%	66.5%	67.5%	58.7%
51	14	44	21	49	30	13
14.6%	12.7%	19.1%	13.4%	16.2%	15.5%	18.5%
27	3	26	6	19	17	12
7.6%	2.4%	11.3%	4.%	6.1%	8.6%	17.1%
40	10	24	17	34	16	4
11.4%	9.%	10.4%	10.6%	11.3%	8.4%	5.8%
78	16	71	28	68	47	25
22.3%	15.1%	30.5%	17.4%	22.3%	24.1%	35.6%

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
431	87	413	382	89	186	144
441	93	415	374	72	138	157
7	•	7	4		6	•
1.6%		1.7%	1.%		3.1%	
40	12	31	35	8	12	12
9.2%	14.1%	7.6%	9.2%	9.2%	6.5%	8.2%
294	57	278	260	57	104	102
68.2%	65.1%	67.3%	68.%	64.3%	55.9%	70.4%
67	15	64	60	12	37	26
15.5%	17.7%	15.5%	15.7%	13.8%	19.8%	18.2%
24	3	33	23	11	27	5
5.5%	3.1%	7.9%	6.1%	12.7%	14.7%	3.3%
47	12	39	39	8	18	12
10.9%	14.1%	9.3%	10.3%	9.2%	9.6%	8.2%
90	18	97	83	24	64	31
21.%	20.8%	23.4%	21.8%	26.5%	34.5%	21.4%

Social Media Inactive
170
213
1
.7%
20
11.7%
129
75.9%
16
9.7%
3
2.%
21
12.5%
20

11.7%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	503	302	201
Much stronger	freq	34	23	11
Much stronger	prop	6.8%	9.2%	4.3%
Somewhat stronger	freq	84	57	27
Somewhat stronger	prop	16.7%	22.4%	11.%
About the same	freq	209	111	98
About the same	prop	41.9%	44.1%	39.7%
Somewhat weaker	freq	127	48	79
Somewhat weaker	prop	25.4%	18.9%	32.1%
Much weaker	freq	46	14	32
Much weaker	prop	9.2%	5.5%	12.9%
Top2Box	freq	118	80	38
Top2Box	prop	23.5%	31.6%	15.3%
Low2Box	freq	173	61	111
Low2Box	prop	34.6%	24.3%	45.%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
242	170	88	17	111	371	290
254	206	43	11	75	417	325
23	11	•		9	24	21
9.4%	6.6%			8.5%	6.6%	7.3%
58	21	5	4	16	64	48
23.8%	12.1%	6.2%		14.%	17.3%	16.5%
102	69	39	11	52	146	121
42.1%	40.6%	44.%		47.%	39.2%	41.8%
40	54	34	2	24	102	71
16.3%	31.7%	38.2%		21.1%	27.4%	24.5%
20	15	10		10	35	29
8.4%	9.%	11.6%		9.3%	9.5%	9.9%
80	32	5	4	25	89	69
33.2%	18.7%	6.2%		22.5%	23.9%	23.9%
60	69	44	2	34	137	100
24.7%	40.7%	49.8%		30.4%	36.9%	34.4%

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

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
210	299	33	168	273	227	51
178	130	61	312	328	175	63
13	22	2	9	25	9	9
6.%	7.4%	6.9%	5.6%	9.2%	3.9%	16.9%
36	50	6	28	49	34	12
17.%	16.6%	17.7%	16.8%	18.%	15.2%	24.1%
88	129	14	67	102	108	15
42.1%	43.%	43.1%	39.6%	37.2%	47.6%	30.2%
56	71	8	48	77	50	13
26.7%	23.8%	24.9%	28.5%	28.2%	22.%	26.5%
17	27	2	16	20	26	1
8.2%	9.2%	7.5%	9.5%	7.4%	11.3%	2.4%
48	72	8	38	74	43	21
23.%	24.%	24.6%	22.4%	27.2%	19.1%	40.9%
73	99	11	64	97	76	15
34.9%	33.%	32.3%	37.9%	35.6%	33.4%	28.9%

	Senior Executive	Senior Executive	Employmen	F	0	0
Business	Decision Maker	Decision Maker	t Status Total	Employmen t Status Not	Social Media	Social Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
449	151	349	. ,		273	166
440	206	297	380		299	164
25	21	13	23	8	24	5
5.7%	13.9%	3.7%	7.7%	6.7%	8.9%	3.1%
71	35	49	58	19	47	21
15.9%	22.9%	14.1%	19.7%	14.8%	17.2%	12.9%
194	48	162	126	58	107	80
43.2%	31.7%	46.3%	42.9%	45.7%	39.2%	48.1%
114	36	92	64	27	73	48
25.3%	23.6%	26.2%	21.7%	21.3%	26.9%	28.8%
45	12	34	24	15	21	12
9.9%	7.9%	9.7%	8.1%	11.5%	7.9%	7.2%
97	55	62	80	27	71	26
21.6%	36.8%	17.8%	27.4%	21.5%	26.1%	15.9%
158	47	125	87	42	95	60
35.2%	31.5%	35.9%	29.7%	32.9%	34.7%	36.%

Social Media Inactive			
61			
40			
5			
7.6%			
15			
25.1%			
23			
37.%			
6			
9.8%			
12			
20.4%			
20			
32.8%			

18 30.2%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1003	516	487
Much stronger	freq	33	26	6
Much stronger	prop	6.6%	10.6%	2.5%
Somewhat stronger	freq	98	65	33
Somewhat stronger	prop	19.6%	26.3%	13.%
About the same	freq	310	131	179
About the same	prop	62.%	53.1%	70.8%
Somewhat weaker	freq	43	21	23
Somewhat weaker	prop	8.7%	8.4%	9.%
Much weaker	freq	16	4	12
Much weaker	prop	3.2%	1.7%	4.7%
Top2Box	freq	131	91	39
Top2Box	prop	26.2%	36.9%	15.6%
Low2Box	freq	59	25	34
Low2Box	prop	11.9%	10.%	13.7%

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

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
183	150	167	81	196	209	275
287	300	416	97	376	503	612
20	9	4	4	8	21	21
11.1%	5.7%	2.4%	5.2%	4.%	9.9%	7.7%
50	30	17	17	29	52	54
27.5%	20.2%	10.4%	20.6%	14.6%	24.9%	19.8%
97	96	117	47	134	118	166
53.1%	63.5%	70.4%	58.5%	68.4%	56.1%	60.3%
11	11	21	10	18	14	23
6.%	7.4%	12.8%	12.1%	9.2%	6.9%	8.5%
4	5	7	3	8	5	10
2.3%	3.3%	4.%	3.6%	3.8%	2.2%	3.8%
70	39	21	21	36	73	76
38.6%	25.8%	12.8%	25.8%	18.6%	34.8%	27.5%
15	16	28	13	26	19	34
8.4%	10.7%	16.8%	15.7%	13.%	9.1%	12.2%

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

Marital				Chief	Chief	
Status	Education	Education	Education	Income	Income	Business
Other	Low	Medium	High	Earner Yes	Earner No	Owner Yes
225	231	127	141	287	213	72
391	333	329	341	606	397	147
12	11	4	18	27	6	18
5.1%	5.%	3.%	12.4%	9.3%	2.8%	25.%
43	37	23	38	69	29	22
19.3%	16.2%	18.%	26.6%	24.1%	13.5%	30.8%
144	151	87	72	161	149	24
64.1%	65.4%	68.1%	51.%	55.9%	70.2%	33.3%
20	22	9	12	24	19	7
8.9%	9.7%	7.4%	8.2%	8.4%	9.1%	9.6%
6	9	4	3	6	9	1
2.5%	3.8%	3.5%	1.8%	2.3%	4.4%	1.3%
55	49	27	55	96	35	40
24.5%	21.2%	21.%	39.%	33.4%	16.3%	55.8%
26	31	14	14	31	29	8
11.4%	13.5%	11.%	10.%	10.7%	13.5%	11.%

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

	Senior Executive	Senior Executive	Employmen			
	Decision	Decision	t Status	Employmen	Social	Social
Business	Maker	Maker	Total	t Status Not	Media	Media
Owner No	Leader Yes	Leader No	Employed	Employed	Active	Passive
428	88	412	326	93	230	103
856	193	810	697	174	450	214
15	19	14	31	1	24	3
3.4%	21.5%	3.4%	9.4%	.6%	10.4%	3.1%
76	26	72	71	15	64	16
17.7%	30.%	17.4%	21.7%	16.1%	27.6%	15.6%
286	34	276	193	61	118	69
66.9%	38.6%	67.%	59.2%	65.7%	51.3%	67.2%
36	7	36	26	10	18	12
8.5%	8.2%	8.8%	7.9%	11.%	8.%	11.5%
15	2	14	6	6	6	3
3.5%	1.7%	3.5%	1.8%	6.5%	2.8%	2.6%
90	45	86	101	16	87	19
21.1%	51.6%	20.7%	31.1%	16.7%	38.%	18.7%
51	9	51	32	16	25	15
12.%	9.9%	12.3%	9.7%	17.6%	10.7%	14.1%

Social Media Inactive	US Region Northeast	US Region Midwest	US Region South	US Region West
166	91	110	184	115
339	203	194	376	230
6	7	4	11	11
3.5%	7.5%	3.5%	6.%	9.6%
18	18	19	35	26
10.9%	20.1%	17.2%	18.9%	22.5%
123	53	77	114	66
73.6%	58.1%	69.9%	61.9%	57.8%
13	8	9	17	9
7.9%	9.3%	8.3%	9.2%	7.8%
7	5	1	7	3
4.1%	5.%	1.1%	4.%	2.4%
24	25	23	46	37
14.4%	27.6%	20.8%	24.9%	32.1%
20	13	10	24	12
12.%	14.3%	9.4%	13.2%	10.2%