

SIGNAL

Optimism Index
October 2019

Topline Analysis

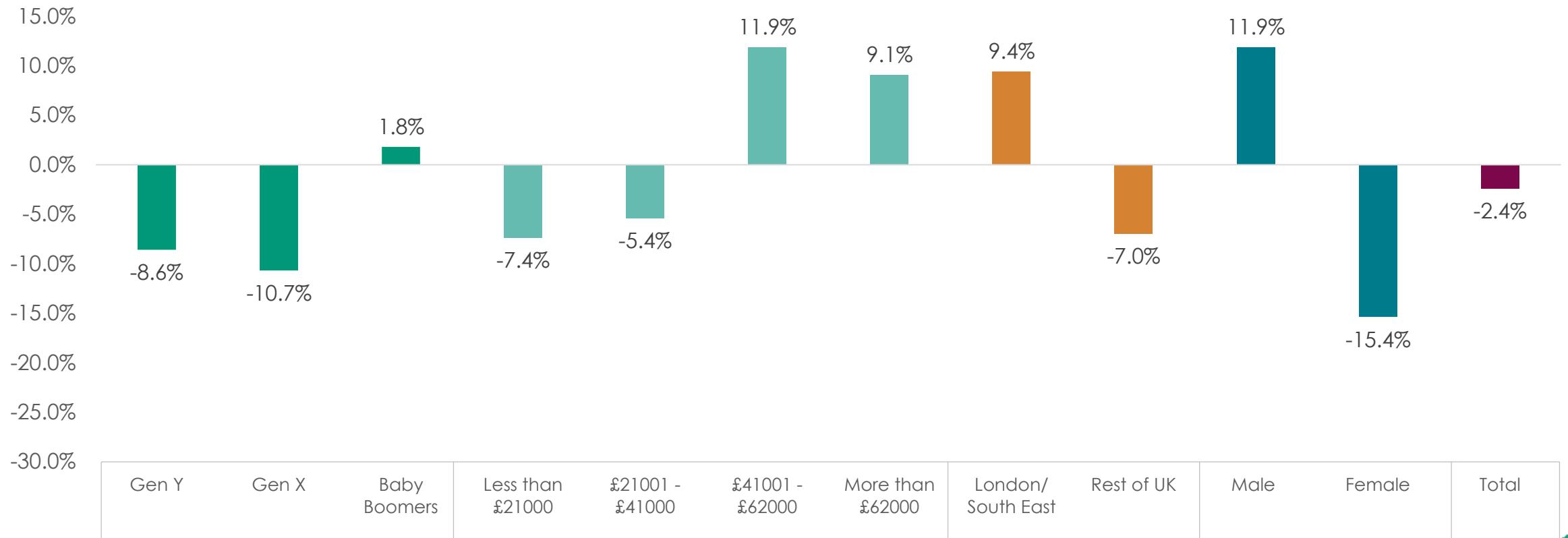


Prepared by Trajectory



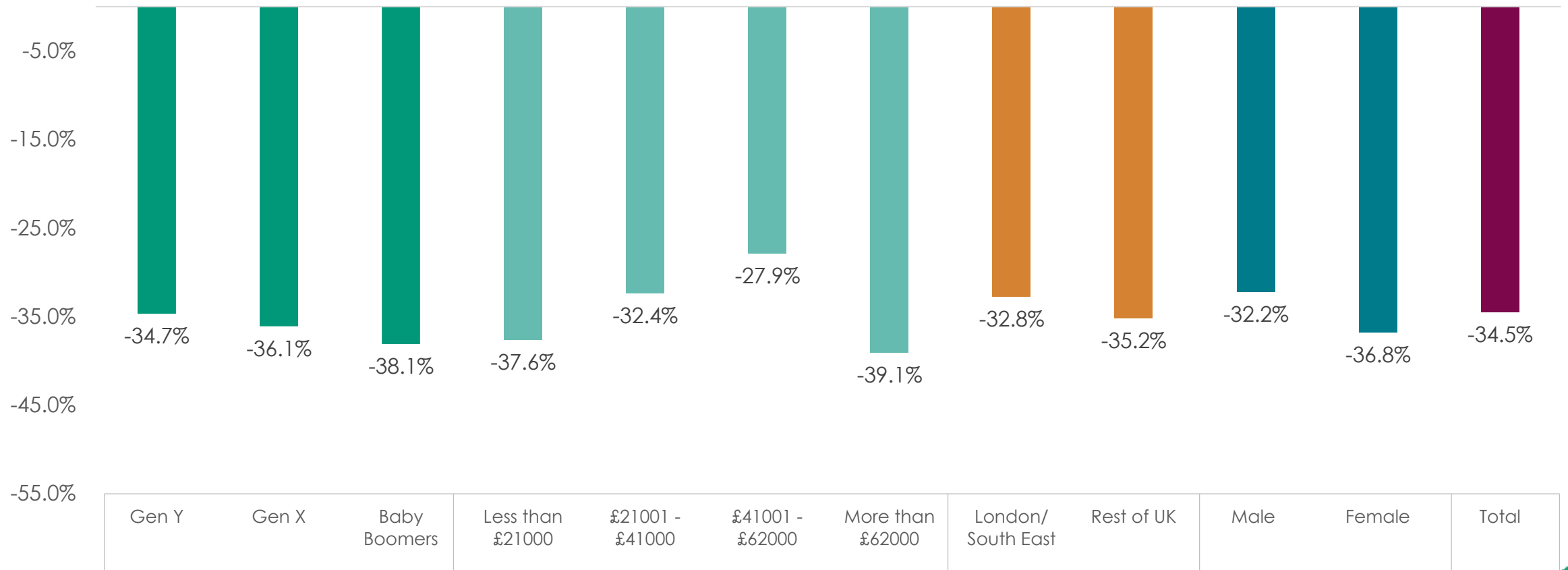
In general, would you say that life is better, worse or about the same as it was 50 years ago for people like you?

% Net Saying Better



Using the statements below, please state how much you trust.... Leaders of multinational businesses

% Net Trust



Using the statements below, please state how much you trust.... Leaders of national businesses

% Net Trust



Using the statements below, please state how much you trust.... Politicians

% Net Trust



Using the statements below, please state how much you trust.... Newspapers in your country

% Net Trust



Using the statements below, please state how much you trust....
Television in your country

% Net Trust



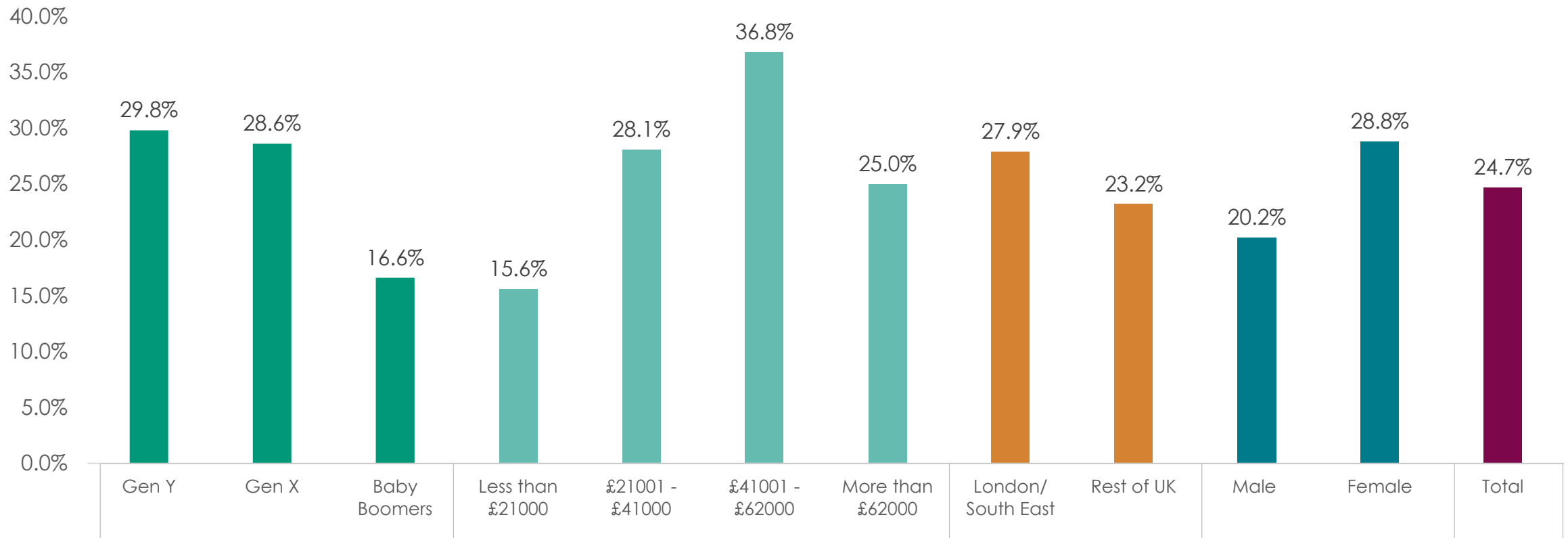
Using the statements below, please state how much you trust.... Social media comments/blogs

% Net Trust



Using the statements below, please state how much you trust.... People of another nationality

% Net Trust



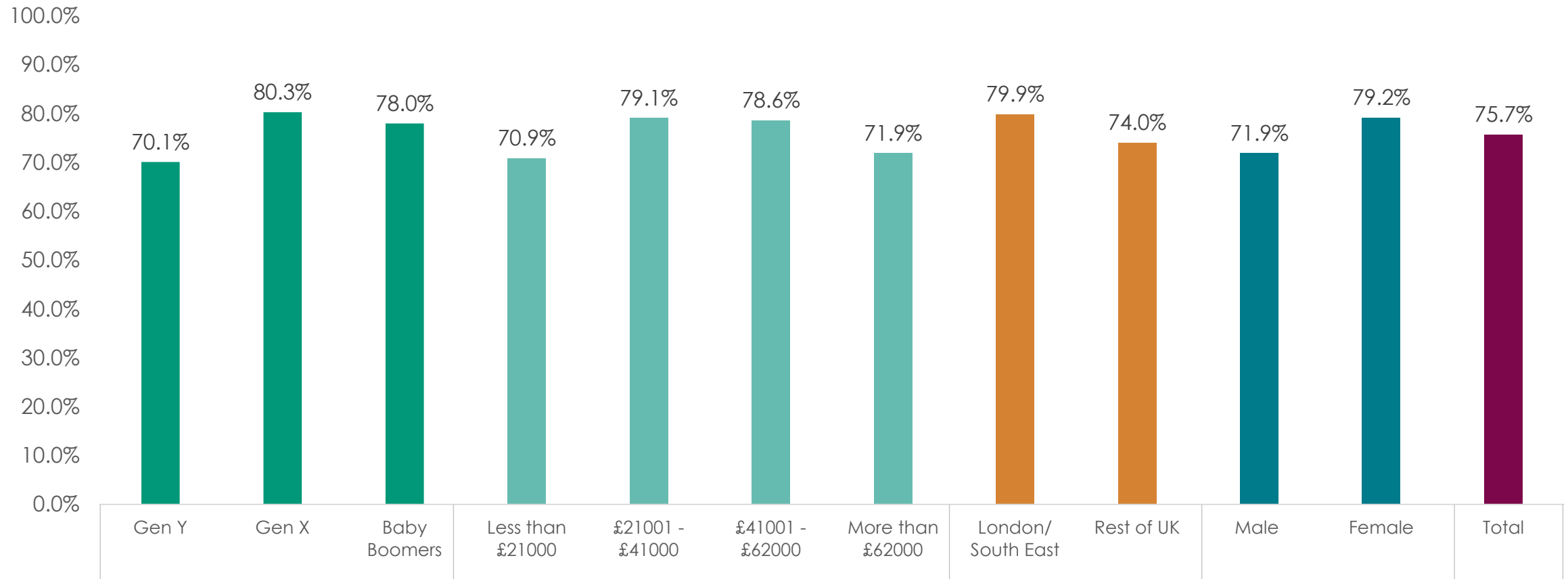
Please state if you agree or disagree with the following statement –
I see myself as a world citizen

% Total Agreement



Please state if you agree or disagree with the following statement –
The world today is a more dangerous place than it used to be

% Total Agreement



Please state if you agree or disagree with the following statement –
Generally, new technology has a positive impact on society

% Total Agreement



Do you think the economic situation in the UK will improve, stay the same or get worse in the next 12 months?

% Net Confidence



Do you think the financial situation of your household will improve, stay the same or get worse in the next 12 months?

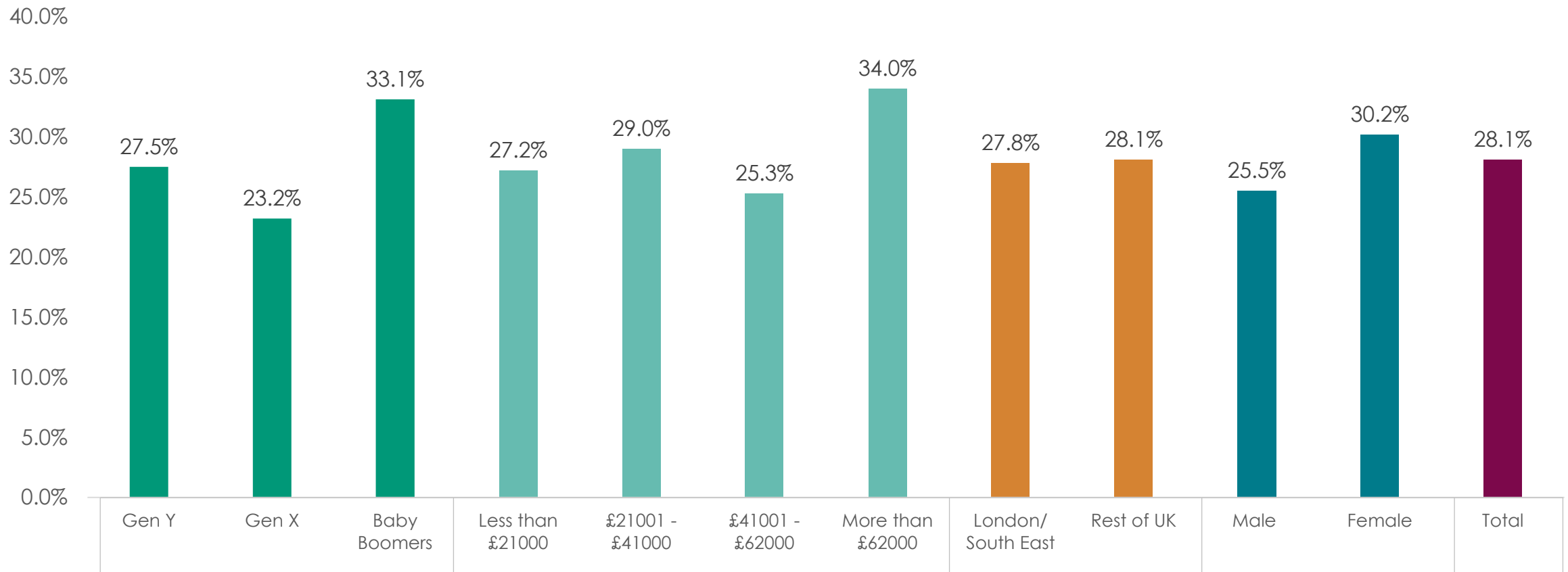
% Net Confidence



TRAJECTORY

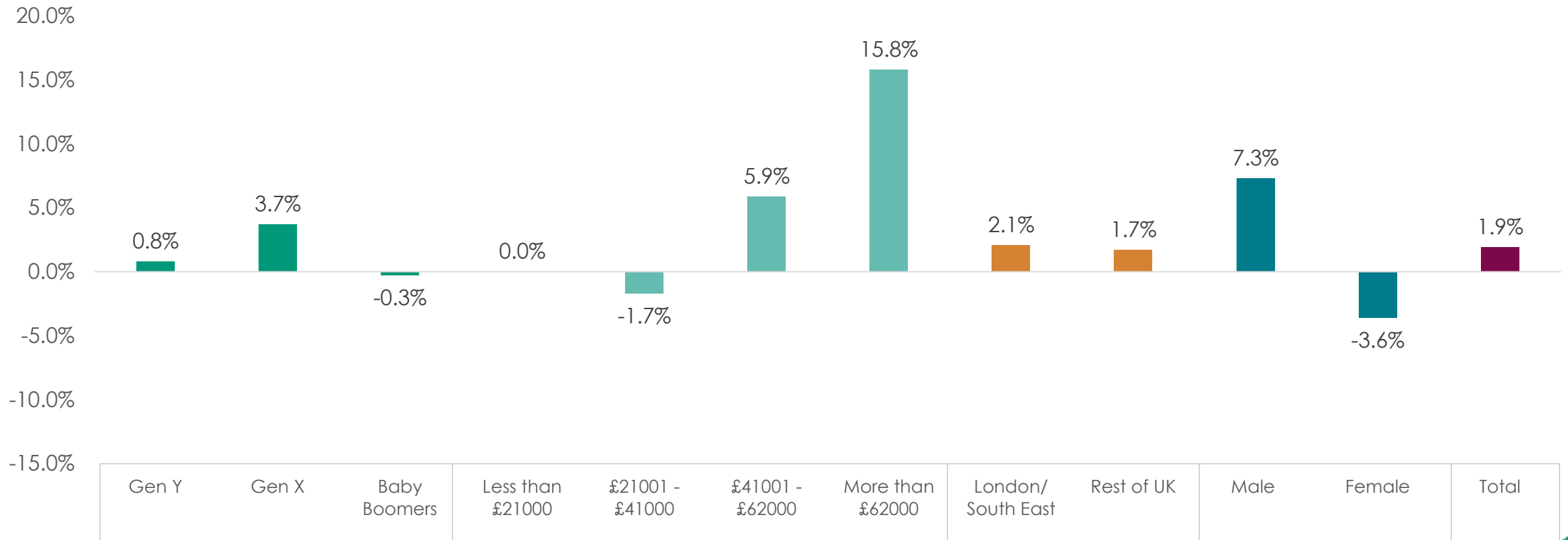
Please indicate on a scale from 1-10 where 1 = no choice and control and 10 = complete choice and control, how much freedom of choice and control you feel you have in your life

% Saying 8-10 out of 10



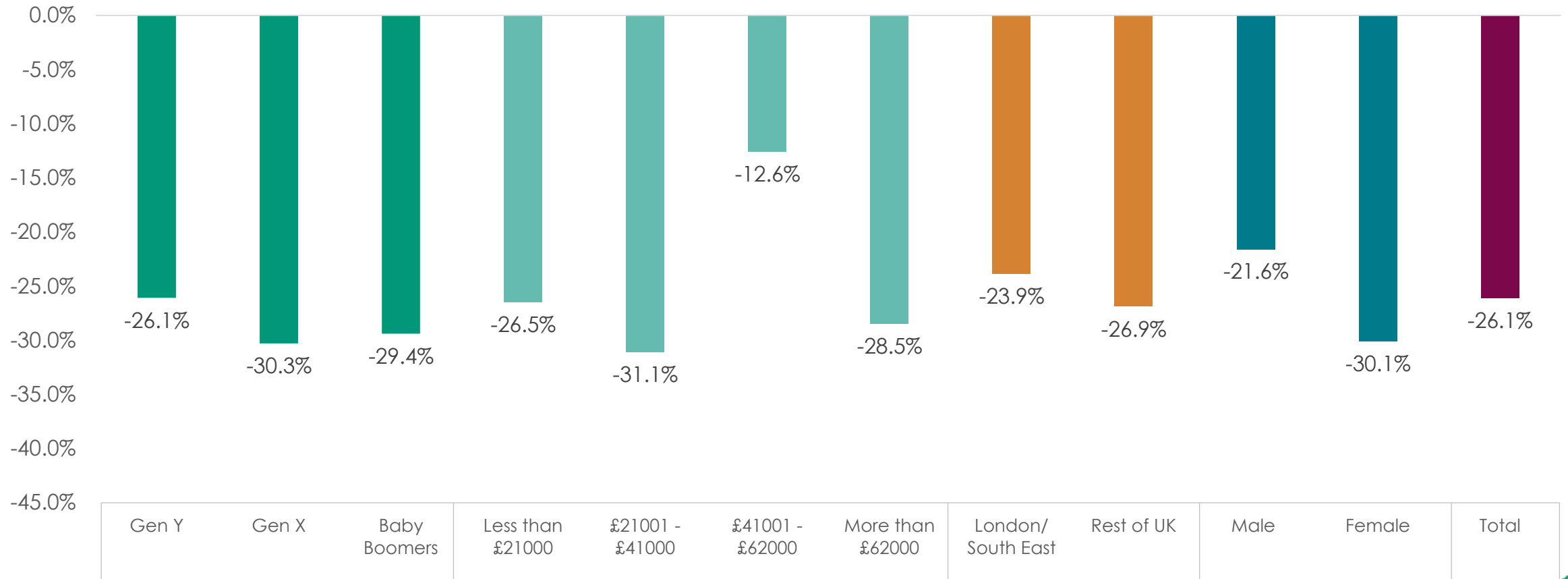
Over the next few weeks, how will you change the following? The amount I spend on groceries and everyday items

% Net Spend Change

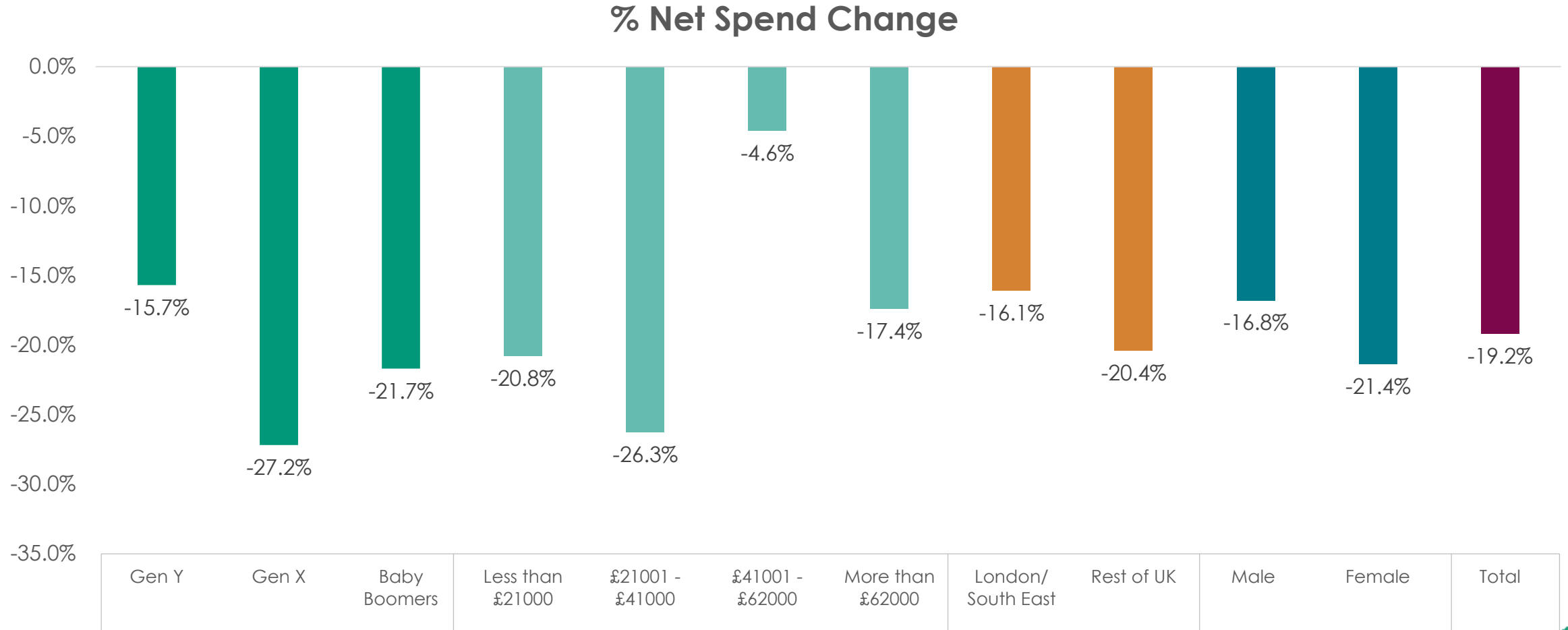


Over the next few weeks, how will you change the following? The amount I spend on out of home food and drink

% Net Spend Change

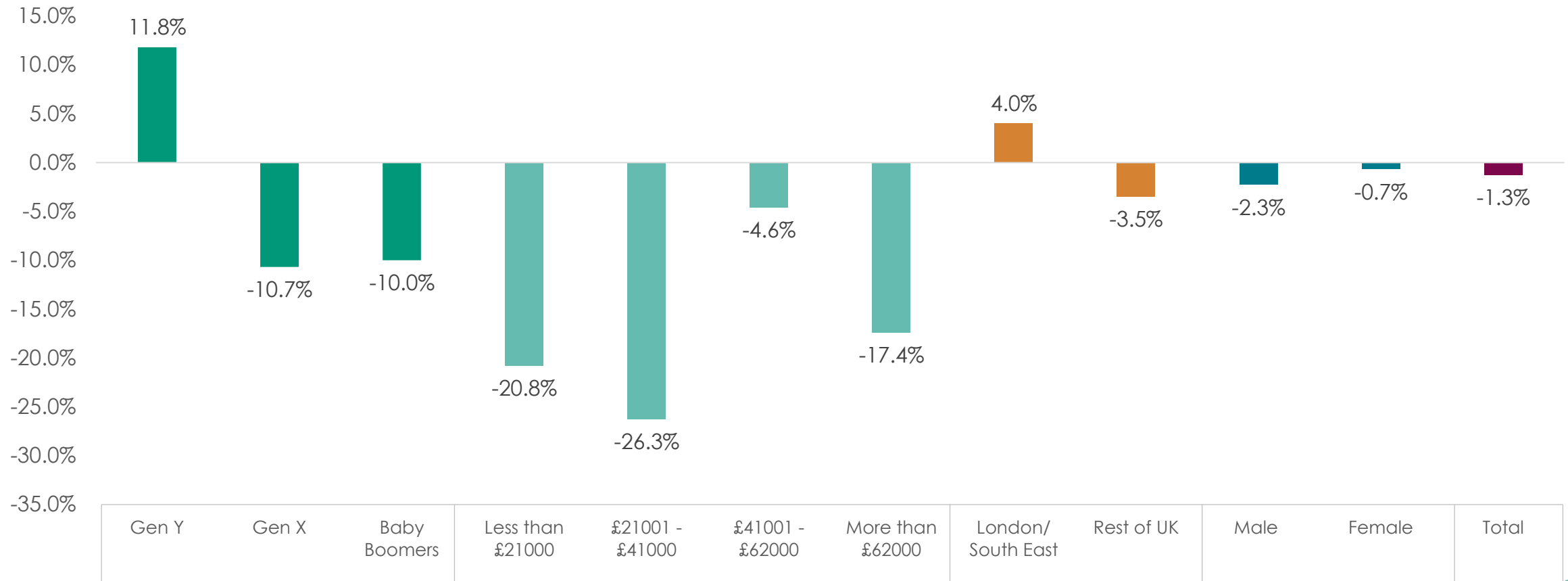


Over the next few weeks, how will you change the following? The amount I spend on other out of home leisure activities



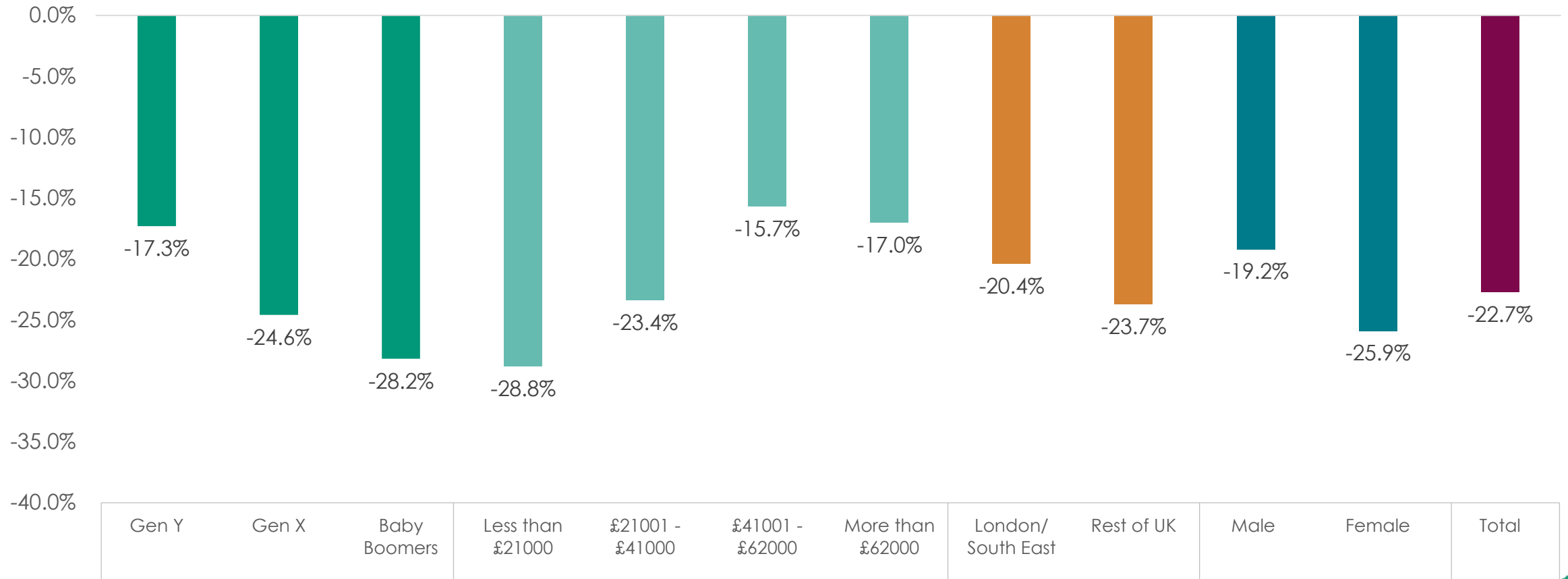
Over the next few weeks, how will you change the following? The amount I save

% Net Spend Change



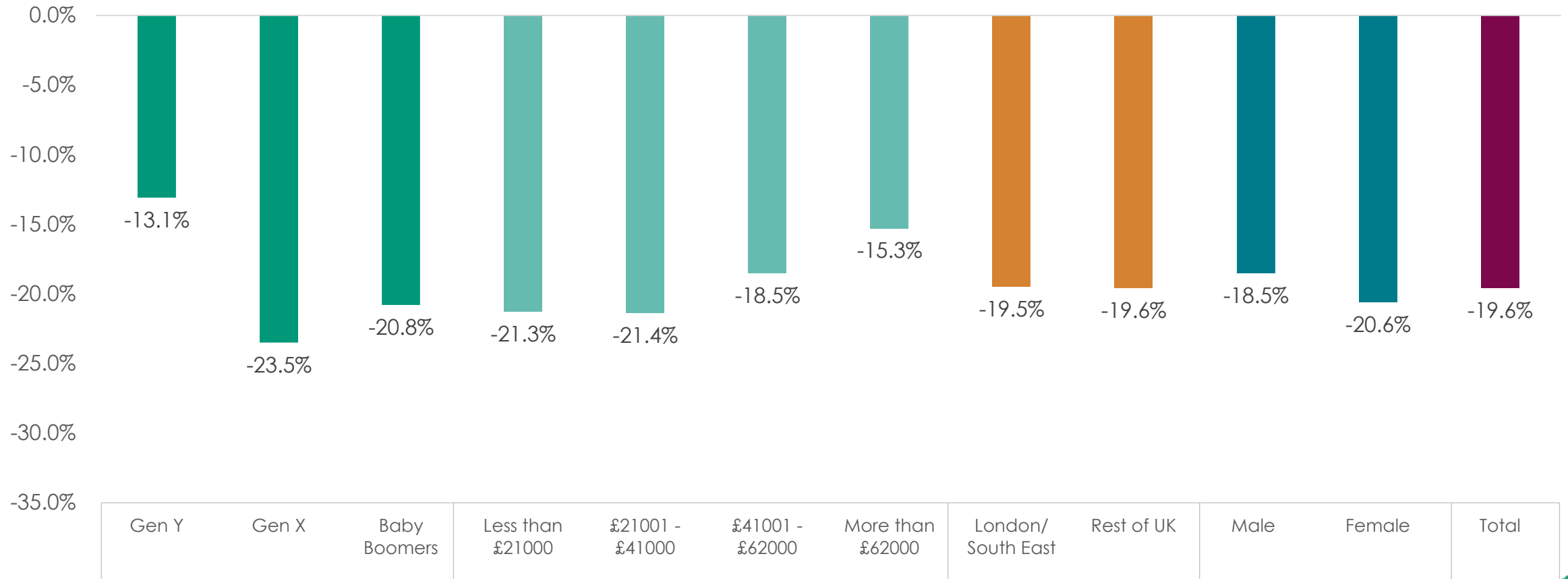
Over the next few weeks, how will you change the following? The amount I spend on 'big ticket items'

% Net Spend Change



Over the next few weeks, how will you change the following? The amount I spend on subscriptions to products and services

% Net Spend Change



TRAJECTORY

Each month Trajectory survey up to 2000 adults in Great Britain on a range of issues including consumer confidence, personal choice and control, social trust, opportunities in technology, optimism and their place in the world.

This data is analysed and produces The Optimism Index. The data presented here is a snapshot of the full data, which can be used for bespoke analyses on request – including time-series analysis (from 2011 onwards) and global comparisons.

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