









































Total	Gender		Age					Region				Family Life Cycle				
	Female	Male	18-29	30-39	40-49	50-59	60+	Helsinki – Uusimaa	Southern Finland	Western Finland	Northern and Eastern Finland	Pre Family	Young Family	Adult Family	Active Empty Nesters	Senior Citizens/Inactive Empty Nesters
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P

Who would you rather was president of the USA?

Base	1007	517	490	187	159	158	172	331	292	223	254	239	267	115	159	211	255
Donald Trump	9%	4%	14%	9%	15%	9%	11%	6%	7%	9%	10%	11%	12%	11%	9%	9%	6%
			A				G						P				
Hillary Clinton	78%	84%	71%	69%	66%	78%	79%	87%	78%	81%	74%	77%	70%	65%	80%	82%	85%
		B				D	CD	CDEF		J					LM	LM	LM
Don't know	13%	12%	14%	22%	19%	13%	10%	8%	15%	9%	17%	12%	18%	24%	11%	9%	9%
				EFG	FG						I		OP	NOP			
Total Sum	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Do you think the world has got better or worse in the past 12 months, or has there been no change?

Base	1007	517	490	187	159	158	172	331	292	223	254	239	267	115	159	211	255
Better	4%	2%	6%	6%	4%	4%	3%	3%	4%	4%	4%	3%	4%	4%	7%	3%	2%
			A												P		
No change	20%	18%	23%	23%	27%	22%	21%	14%	19%	20%	24%	19%	24%	27%	23%	20%	12%
			A	G	G	G							P	P	P	P	
Worse	72%	76%	68%	62%	61%	73%	74%	81%	73%	73%	68%	74%	64%	62%	68%	76%	83%
		B				CD	CD	CDE							LM	LMN	
Don't know	4%	4%	4%	8%	7%	1%	2%	2%	4%	3%	4%	5%	7%	8%	2%	1%	2%
				EFG	EFG								NOP	NOP			
Total Sum	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Total	Urbanization						Household income (gross)				Occupation					
	Capital city area	City (population above 100,000) - but not capital city area	Urban, population 50,000-100,000	Urban, population 10,000-49,999	Urban, population below 10,000	Outside an urban area - rural area	Less than 40,499 euros	40,500 - 94,499 euros	94,500 euros or more	Don't know/Don't want to say	Not employed	Student / apprentice / trainee	Office worker	Skilled/unskilled worker	Self-employed	Other
	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f

**Who would you rather was president of the USA?**

<b>Base</b>	1007	229	254	166	194	76	88	456	311	52	188	414	80	195	232	46	39
Donald Trump	9%	6%	12%	8%	13%	6%	6%	9%	9%	9%	11%	7%	8%	10%	10%	15%	18%
		Q	Q		Q	*	*			*			*			*	a*
Hillary Clinton	78%	78%	73%	78%	76%	81%	89%	78%	81%	85%	69%	81%	67%	80%	76%	78%	65%
						*	QRST*	Z	Z	Z*		bf	*	bf		*	*
Don't know	13%	15%	15%	14%	12%	13%	5%	14%	10%	6%	20%	12%	26%	10%	15%	7%	17%
		V	V	V		*	*			*	XY		acde*			*	*
<b>Total Sum</b>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**Do you think the world has got better or worse in the past 12 months, or has there been no change?**

<b>Base</b>	1007	229	254	166	194	76	88	456	311	52	188	414	80	195	232	46	39
Better	4%	6%	4%	2%	3%	2%	7%	3%	7%	4%	-	3%	2%	4%	4%	11%	5%
						*	*	Z	WZ	Z*			*			ab*	*
No change	20%	16%	25%	23%	22%	15%	16%	17%	24%	32%	19%	13%	26%	26%	25%	30%	27%
			Q			*	*		W	W*			a*	a	a	a*	a*
Worse	72%	74%	67%	72%	72%	79%	72%	75%	67%	61%	73%	81%	61%	67%	67%	59%	68%
						R*	*	XY	*	*		bode	*			*	*
Don't know	4%	4%	5%	3%	3%	3%	5%	4%	1%	4%	7%	4%	11%	3%	4%	-	-
						*	*	X		*	X		acdef*			*	*
<b>Total Sum</b>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Total	Education				Social Media (use at least every month)						Managerial Responsibility		
	Primary and Lower secondary school	Upper secondary school / Post-secondary	University/University College/Research Courses	Don't want to disclose	Facebook	LinkedIn	Google+	Twitter	Instagram	None of these	I have managerial responsibility	I have no managerial responsibility	I'm not working/I do not work
	g	h	i	j	k	l	m	n	o	p	q	r	s

**Who would you rather was president of the USA?**

	Base	g	h	i	j	k	l	m	n	o	p	q	r	s
1007	120	634	238	15	757	158	257	172	221	162	113	368	491	
Donald Trump	9%	9%	11%	5%	7%	9%	9%	9%	10%	9%	10%	13%	10%	8%
Hillary Clinton	78%	73%	76%	84%	86%	77%	81%	78%	78%	79%	78%	72%	79%	77%
Don't know	13%	18%	13%	11%	7%	14%	10%	13%	12%	13%	12%	15%	11%	15%
Total Sum	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**Do you think the world has got better or worse in the past 12 months, or has there been no change?**

	Base	g	h	i	j	k	l	m	n	o	p	q	r	s
1007	120	634	238	15	757	158	257	172	221	162	113	368	491	
Better	4%	2%	3%	6%	6%	5%	8%	5%	9%	7%	2%	8%	4%	3%
No change	20%	9%	21%	25%	-	21%	26%	20%	22%	23%	17%	27%	26%	15%
Worse	72%	79%	72%	66%	94%	70%	63%	72%	66%	64%	77%	62%	66%	78%
Don't know	4%	9%	3%	4%	-	4%	3%	3%	4%	6%	4%	3%	3%	5%
Total Sum	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%