

Wednesday, 6 April 2016

Keyakinan Konsumen Indonesia dari Roy Morgan hampir tidak berubah pada angka 147.1 di bulan Februari

Keyakinan Konsumen Indonesia dari Roy Morgan di bulan Februari hampir tanpa perubahan di angka 147.1 (turun 0.3 poin). Namun demikian, Keyakinan Konsumen kini 7pts lebih rendah dibanding setahun yang lalu di Februari 2015 yaitu 154.1, namun jelas di atas rata-rata jangka panjang (2005-2016) yaitu 131.8.

Kini 40% dari masyarakat Indonesia (naik 2ppt) menyatakan bahwa keuangan keluarga mereka kini 'lebih baik' dari setahun yang lalu (**tertinggi untuk indikator ini sejak Agustus 2015**) dibandingkan hanya 10% (tidak berubah) menyatakan keuangan keluarga 'lebih buruk' (**kembali ini terendah untuk indikator ini selama lebih dari setahun sejak Nopember 2014**).

Tambah lagi kini 68% dari masyarakat (naik 1ppt) memperkirakan bahwa keuangan keluarga akan 'lebih baik' di waktu yang sama di tahun depan (**kembali ini tertinggi untuk indikator ini sejak Agustus 2015**) dibandingkan 5% (naik 2ppt) memperkirakan akan 'lebih buruk'.

Dalam hal ekonomi Indonesia kini 79% masyarakat (turun 2ppt) memperkirakan bahwa Indonesia akan mengalami 'masa yang baik' secara finansial selama jangka waktu 12 bulan ke depan dan 21% (naik 2ppt) memperkirakan akan mengalami 'masa yang buruk'.

Tambah lagi, kini 89% masyarakat (turun 2ppt) memperkirakan bahwa ekonomi Indonesia akan mengalami 'masa yang baik' selama lima tahun ke depan dan hanya 10% (naik 1ppt) memperkirakan akan mengalami 'masa yang buruk'.

Kini lebih dari separuh, 52% masyarakat (naik 3ppt) menyatakan bahwa 'sekarang waktu yang baik untuk membeli' barang rumah tangga yang mahal (**tertinggi untuk indikator ini sejak Agustus 2015**), dan 46% (turun 2ppt) yang menyatakan bahwa 'kini waktu yang buruk untuk membeli' barang tersebut.

Debnath Guharoy, Roy Morgan Regional Director, Asia, menyatakan:

"Sebaliknya dari negara G20 pada umumnya, konsumen Indonesia masih optimis. Pekerjaan baru dari pembangunan infrastruktur telah membantu banyak keluarga, dan tanda-tanda konstruksi yang dilihat meyakinkan masyarakat umum bahwa progres sedang terjadi. Secara signifikan lebih dari separuh konsumen percaya bahwa kini waktu yang baik untuk membeli peralatan rumah tangga yang besar, naik dua poin dari bulan sebelumnya. Suatu indikasi terbaik bahwa konsumen mulai membuka dompetnya. Seiring dengan menguatnya rupiah, harga konsumen akan menjadi stabil yang mana akan makin menaikkan keyakinan konsumen.

Tingkat Keyakinan Konsumen bulanan dari Roy Morgan didasarkan pada wawancara tatap-muka dengan 2,147 responden, di seluruh Indonesia bukan hanya di beberapa kota besar. Survei ini dilakukan di 22 Kota Besar, 22 Kota kecil dan desa di sekitarnya, yang secara statistik mewakili seluruh Indonesia. Laki-laki dan perempuan umur 14 tahun ke atas dipilih secara random selama bulan Februari 2016.

Untuk keterangan lebih lanjut hubungi:

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Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. The following table gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. The figures are approximate and for general guidance only, and assume a simple random sample. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

<u>Sample Size</u>	<u>Percentage Estimate</u>			
	<u>40%-60%</u>	<u>25% or 75%</u>	<u>10% or 90%</u>	<u>5% or 95%</u>
1,000	±3.0	±2.7	±1.9	±1.4
2,000	±2.2	±1.9	±1.3	±1.0

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Roy Morgan Indonesian Consumer Confidence (2005 – 2016)

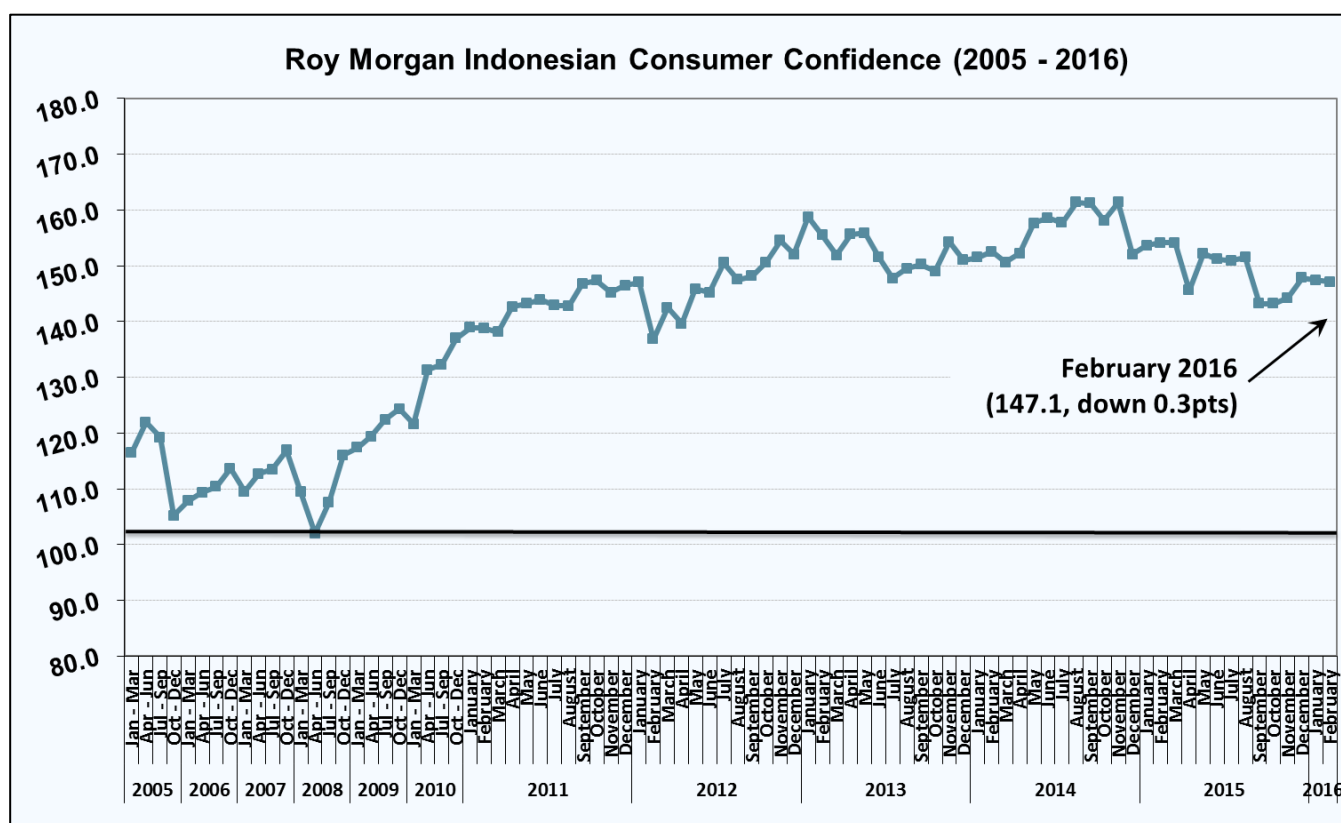
Quarterly Roy Morgan Indonesian Consumer Confidence Rating

Year	Jan–Mar Quarter	Apr–Jun Quarter	Jul–Sep Quarter	Oct–Dec Quarter	Yearly Average
2005	116.5	121.9	119.2	105.2	115.7
2006	107.8	109.3	110.4	113.6	110.3
2007	109.5	112.7	113.5	116.9	113.2
2008	109.4	102.0	107.6	116.0	108.8
2009	117.4	119.4	122.4	124.3	120.9
2010	121.6	131.3	132.3	137.0	130.6

Monthly Roy Morgan Indonesian Consumer Confidence Rating

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
2011	138.9	138.8	138.1	142.6	143.2	143.9	142.9	142.8	146.8	147.3	145.2	146.5	143.1
2012	147.0	136.8	142.5	139.6	145.8	145.2	150.5	147.5	148.1	150.6	154.5	152.0	146.7
2013	158.7	155.5	151.9	155.6	155.9	151.5	147.7	149.5	150.2	149.0	154.3	151.0	152.6
2014	151.5	152.5	150.6	152.2	157.6	158.6	157.7	161.4	161.2	158.1	161.4	152.0	156.2
2015	153.6	154.1	154.1	145.6	152.2	151.2	150.9	151.5	143.2	143.2	144.2	147.8	149.3
2016	147.4	147.1											147.3

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Results for the Roy Morgan Indonesian Consumer Confidence Rating* for the component questions (2005 - 2007) are as follows:

	2005				2006				2007					
	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec		
Interviews	5,707	6,376	6,362	6,244	6,393	6,233	6,312	6,297	6,685	6,815	6,729	6,758		
Q1 Would you say you and your family are better off financially or worse off than you were at this time last year?														
Over the <u>past</u> year	Better off		23	28	26	20	21	20	20	20	18	20	16	20
	Worse off		21	24	26	40	39	37	34	34	36	34	31	30
Question 1 difference	2	4	0	-20	-18	-17	-14	-14	-18	-14	-15	-10		
Q2 This time next year, do you and your family expect to be better off financially or worse off than you are now?														
	Better off		46	49	49	40	41	37	40	38	39	44	45	46
	Worse off		7	5	6	15	16	12	12	9	10	11	10	10
Question 2 difference	39	44	43	25	25	25	28	29	29	33	35	36		
Q3 Thinking of economic conditions in Indonesia as a whole. In the next 12 months, do you expect we'll have good times financially, bad times or some good and some bad?														
	Good Times		42	45	71	60	62	61	59	65	59	61	60	60
	Bad Times		18	12	28	39	38	37	40	34	40	38	40	39
Question 3 difference	24	33	43	21	24	24	19	31	19	23	20	21		
Q4 Looking ahead, what would you say it is more likely, that in Indonesia as a whole, we'll have continuous good times during the next five years or so – or we'll have bad times – or some good and some bad?														
	Good times		51	56	78	79	80	82	81	82	79	80	81	82
	Bad times		12	8	21	21	19	18	18	18	21	20	19	18
Question 4 difference	39	48	57	58	61	64	63	64	58	60	62	64		
Q5 Generally, do you think now is a good time – or a bad time – for people to buy major household items?														
	Good time to buy		6	8	25	18	20	22	25	27	27	28	29	35
	Bad time to buy		27	28	72	76	73	71	69	69	68	67	67	61
Question 5 difference	-21	-20	-47	-58	-53	-49	-44	-42	-41	-39	-38	-26		
Roy Morgan Indonesian Consumer Confidence Rating	116.5	121.9	119.2	105.2	107.8	109.3	110.4	113.6	109.5	112.7	113.5	116.9		

*The Roy Morgan Consumer Confidence Rating is 100.0 plus the simple unweighted average of the difference between the percentage of respondents who give a favourable and those who give unfavourable answers to five key questions.

Results for the Roy Morgan Indonesian Consumer Confidence Rating* for the component questions (2008 - 2010) are as follows:

	2008				2009				2010					
	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec		
Interviews	6,596	6,781	6,790	6,777	6,540	6,234	6,269	6,188	6,132	9,196	7,056	6,269		
Q1 Would you say you and your family are better off financially or worse off than you were at this time last year?														
Over the <u>past</u> year	Better off		19	18	18	20	20	17	20	21	19	26	28	31
	Worse off		34	42	37	31	29	30	25	26	28	20	19	16
Question 1 difference	-15	-24	-19	-11	-9	-13	-5	-5	-9	6	9	15		
Q2 This time next year, do you and your family expect to be better off financially or worse off than you are now?														
	Better off		44	40	44	47	45	43	44	45	42	41	49	51
	Worse off		14	18	13	8	8	7	6	8	8	6	6	7
Question 2 difference	30	22	31	39	37	36	38	37	34	35	43	44		
Q3 Thinking of economic conditions in Indonesia as a whole. In the next 12 months, do you expect we'll have good times financially, bad times or some good and some bad?														
	Good Times		53	51	53	58	61	65	67	65	66	74	77	79
	Bad Times		47	49	47	42	39	35	33	35	34	25	22	20
Question 3 difference	6	2	6	16	22	30	34	30	32	49	55	59		
Q4 Looking ahead, what would you say it is more likely, that in Indonesia as a whole, we'll have continuous good times during the next five years or so – or we'll have bad times – or some good and some bad?														
	Good times		76	73	77	85	84	85	87	88	88	88	87	89
	Bad times		24	27	23	15	16	14	13	11	12	11	12	10
Question 4 difference	52	46	54	70	68	71	74	77	76	77	75	79		
Q5 Generally, do you think now is a good time – or a bad time – for people to buy major household items?														
	Good time to buy		35	31	32	31	34	36	35	40	36	38	37	39
	Bad time to buy		62	67	66	67	65	62	63	58	61	58	58	54
Question 5 difference	-27	-36	-34	-36	-31	-26	-28	-18	-25	-20	-21	-15		
Roy Morgan Indonesian Consumer Confidence Rating	109.4	102.0	107.6	116.0	117.4	119.4	122.4	124.3	121.6	131.3	132.3	137.0		

*The Roy Morgan Consumer Confidence Rating is 100.0 plus the simple unweighted average of the difference between the percentage of respondents who give a favourable and those who give unfavourable answers to five key questions.

Results for the Roy Morgan Indonesian Consumer Confidence Rating* for the component questions (2011) are as follows:

	2011												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Interviews	2,090	2,084	2,080	2,059	2,091	2,090	2,062	2,029	2,020	2,091	2,088	2,089	
Q1 Would you say you and your family are better off financially or worse off than you were at this time last year?													
Over the <u>past</u> year	Better off	33	28	31	34	37	37	36	36	36	38	38	38
	Worse off	13	13	15	13	13	13	12	14	12	11	12	14
Question 1 difference		20	15	16	21	24	24	24	22	24	27	26	24
Q2 This time next year, do you and your family expect to be better off financially or worse off than you are now?													
	Better off	53	50	53	53	53	52	51	54	56	55	57	55
	Worse off	5	5	5	6	6	5	5	6	3	3	2	5
Question 2 difference		48	45	48	47	47	47	46	48	53	52	55	50
Q3 Thinking of economic conditions in Indonesia as a whole. In the next 12 months, do you expect we'll have good times financially, bad times or some good and some bad?													
	Good Times	80	82	81	80	81	83	81	79	84	83	80	82
	Bad Times	20	18	19	20	18	17	18	21	16	17	19	18
Question 3 difference		60	64	62	60	63	66	63	58	68	66	61	64
Q4 Looking ahead, what would you say it is more likely, that in Indonesia as a whole, we'll have continuous good times during the next five years or so – or we'll have bad times – or some good and some bad?													
	Good times	88	89	88	90	89	89	89	88	91	90	88	89
	Bad times	12	10	11	10	11	11	10	12	8	10	12	11
Question 4 difference		76	79	77	80	78	78	79	76	83	80	76	78
Q5 Generally, do you think now is a good time – or a bad time – for people to buy major household items?													
	Good time to buy	43	43	42	50	50	50	49	53	51	54	52	57
	Bad time to buy	53	52	54	45	46	45	46	43	45	42	44	41
Question 5 difference		-10	-9	-12	5	4	5	3	10	6	12	8	16
Roy Morgan Indonesian Consumer Confidence Rating		138.9	138.8	138.1	142.6	143.2	143.9	142.9	142.8	146.8	147.3	145.2	146.5

*The Roy Morgan Consumer Confidence Rating is 100.0 plus the simple unweighted average of the difference between the percentage of respondents who give a favourable and those who give unfavourable answers to five key questions.

Results for the Roy Morgan Indonesian Consumer Confidence Rating* for the component questions (2012) are as follows:

	2012												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Interviews	2,092	2,106	2,106	2,004	2,107	1,994	1,988	2,095	2,102	2,078	2,069	2,107	
Q1 Would you say you and your family are better off financially or worse off than you were at this time last year?													
Over the <u>past</u> year	Better off	41	37	40	37	43	41	46	41	42	44	42	44
	Worse off	12	18	17	16	13	12	12	14	13	11	10	11
Question 1 difference		29	19	23	21	30	29	34	27	29	33	32	33
Q2 This time next year, do you and your family expect to be better off financially or worse off than you are now?													
	Better off	59	54	60	59	62	60	67	64	67	66	67	67
	Worse off	3	7	5	4	5	5	4	4	3	4	2	3
Question 2 difference		56	47	55	55	57	55	63	60	64	62	65	64
Q3 Thinking of economic conditions in Indonesia as a whole. In the next 12 months, do you expect we'll have good times financially, bad times or some good and some bad?													
	Good Times	79	74	75	73	76	79	79	78	79	80	82	80
	Bad Times	20	26	25	26	23	20	20	20	21	20	17	19
Question 3 difference		59	48	50	47	53	59	59	58	58	60	65	61
Q4 Looking ahead, what would you say it is more likely, that in Indonesia as a whole, we'll have continuous good times during the next five years or so – or we'll have bad times – or some good and some bad?													
	Good times	87	82	87	84	86	88	89	90	87	88	92	90
	Bad times	12	17	13	15	13	12	11	10	12	12	8	10
Question 4 difference		75	65	74	69	73	76	78	80	75	76	84	80
Q5 Generally, do you think now is a good time – or a bad time – for people to buy major household items?													
	Good time to buy	56	51	53	50	56	50	57	54	55	58	61	59
	Bad time to buy	40	46	43	44	40	44	38	42	40	36	34	37
Question 5 difference		16	5	10	6	16	6	19	12	15	22	27	22
Roy Morgan Indonesian Consumer Confidence Rating		147.0	136.8	142.5	139.6	145.8	145.2	150.5	147.5	148.1	150.6	154.5	152.0

*The Roy Morgan Consumer Confidence Rating is 100.0 plus the simple unweighted average of the difference between the percentage of respondents who give a favourable and those who give unfavourable answers to five key questions.

Results for the Roy Morgan Indonesian Consumer Confidence Rating* for the component questions (2013) are as follows:

		2013											
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Interviews		2,035	1,939	2,011	2,049	2,127	2,004	2,131	2,051	2,150	2,032	2,029	2,144
Q1 Would you say you and your family are better off financially or worse off than you were at this time last year?													
Over the <u>past</u> year	Better off	49	46	45	44	48	47	43	46	45	41	44	42
	Worse off	8	10	11	9	10	11	13	11	12	11	11	12
Question 1 difference		41	36	34	35	38	36	30	35	33	30	33	30
Q2 This time next year, do you and your family expect to be better off financially or worse off than you are now?													
	Better off	72	71	69	69	71	71	68	72	69	72	71	72
	Worse off	2	2	3	3	3	3	3	3	3	4	4	4
Question 2 difference		70	69	66	66	68	68	65	69	66	68	67	68
Q3 Thinking of economic conditions in Indonesia as a whole. In the next 12 months, do you expect we'll have good times financially, bad times or some good and some bad?													
	Good Times	83	82	81	80	84	79	77	76	78	78	83	79
	Bad Times	16	18	18	20	16	21	22	23	21	22	16	20
Question 3 difference		67	64	63	60	68	58	55	53	57	56	67	59
Q4 Looking ahead, what would you say it is more likely, that in Indonesia as a whole, we'll have continuous good times during the next five years or so – or we'll have bad times – or some good and some bad?													
	Good times	93	90	88	91	91	89	88	87	91	90	90	89
	Bad times	7	10	11	8	8	10	11	13	9	10	10	11
Question 4 difference		86	80	77	83	83	79	77	74	82	80	80	78
Q5 Generally, do you think now is a good time – or a bad time – for people to buy major household items?													
	Good time to buy	63	61	56	65	58	56	54	57	54	53	60	58
	Bad time to buy	33	33	37	31	36	40	42	40	41	42	36	39
Question 5 difference		30	28	19	34	22	16	12	17	13	11	24	19
Roy Morgan Indonesian Consumer Confidence Rating		158.7	155.5	151.9	155.6	155.9	151.5	147.7	149.5	150.2	149.0	154.3	151.0

*The Roy Morgan Consumer Confidence Rating is 100.0 plus the simple unweighted average of the difference between the percentage of respondents who give a favourable and those who give unfavourable answers to five key questions.

Results for the Roy Morgan Indonesian Consumer Confidence Rating* for the component questions (2014) are as follows:

		2014											
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Interviews		2,010	1,934	2,100	2,067	2,024	1,973	2,144	2,138	1,891	1,700	1,699	1,741
Q1 Would you say you and your family are better off financially or worse off than you were at this time last year?													
Over the <u>past</u> year	Better off	43	42	44	44	47	44	44	47	47	47	50	40
	Worse off	11	12	12	10	11	10	8	6	8	8	9	12
Question 1 difference		32	30	32	34	36	34	36	41	39	39	41	28
Q2 This time next year, do you and your family expect to be better off financially or worse off than you are now?													
	Better off	70	71	71	68	74	73	72	72	74	74	75	69
	Worse off	4	5	4	4	3	2	2	2	2	2	3	4
Question 2 difference		66	66	67	64	71	71	70	70	72	72	72	65
Q3 Thinking of economic conditions in Indonesia as a whole. In the next 12 months, do you expect we'll have good times financially, bad times or some good and some bad?													
	Good Times	79	82	79	82	85	86	85	87	87	83	88	84
	Bad Times	20	17	20	17	14	13	14	13	13	16	11	16
Question 3 difference		59	65	59	65	71	73	71	74	74	67	77	68
Q4 Looking ahead, what would you say it is more likely, that in Indonesia as a whole, we'll have continuous good times during the next five years or so – or we'll have bad times – or some good and some bad?													
	Good times	90	90	88	88	91	94	93	94	94	92	94	92
	Bad times	10	10	12	12	8	6	6	6	5	7	6	8
Question 4 difference		80	80	76	76	83	88	87	88	89	85	88	84
Q5 Generally, do you think now is a good time – or a bad time – for people to buy major household items?													
	Good time to buy	58	59	57	59	62	62	61	65	64	62	63	56
	Bad time to buy	38	38	38	37	35	35	36	31	32	34	34	41
Question 5 difference		20	21	19	22	27	27	25	34	32	28	29	15
Roy Morgan Indonesian Consumer Confidence Rating		151.5	152.5	150.6	152.2	157.6	158.6	157.7	161.4	161.2	158.1	161.4	152.0

*The Roy Morgan Consumer Confidence Rating is 100.0 plus the simple unweighted average of the difference between the percentage of respondents who give a favourable and those who give unfavourable answers to five key questions.

Results for the Roy Morgan Indonesian Consumer Confidence Rating* for the component questions (2015) are as follows:

	2015												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Interviews	1,700	1,700	1,700	1,700	1,700	1,700	1,699	1,699	1,699	1,699	1,700	1,700	
Q1 Would you say you and your family are better off financially or worse off than you were at this time last year?													
Over the <u>past</u> year	Better off	38	40	43	38	43	42	41	42	38	37	37	37
	Worse off	10	13	11	12	11	12	12	12	12	15	13	11
Question 1 difference		28	27	32	26	32	30	29	30	26	22	24	26
Q2 This time next year, do you and your family expect to be better off financially or worse off than you are now?													
	Better off	67	69	71	66	71	67	68	69	64	67	68	68
	Worse off	4	4	4	3	4	4	4	5	5	5	5	6
Question 2 difference		63	65	67	63	67	63	64	64	59	62	63	62
Q3 Thinking of economic conditions in Indonesia as a whole. In the next 12 months, do you expect we'll have good times financially, bad times or some good and some bad?													
	Good Times	85	88	85	77	83	84	84	84	76	77	78	81
	Bad Times	14	12	15	23	17	16	16	16	24	23	22	18
Question 3 difference		71	76	70	54	66	68	68	68	52	54	56	63
Q4 Looking ahead, what would you say it is more likely, that in Indonesia as a whole, we'll have continuous good times during the next five years or so – or we'll have bad times – or some good and some bad?													
	Good times	93	93	91	88	90	90	90	90	88	88	89	90
	Bad times	6	7	8	12	9	9	10	10	12	12	11	9
Question 4 difference		87	86	83	76	81	81	80	80	76	76	78	81
Q5 Generally, do you think now is a good time – or a bad time – for people to buy major household items?													
	Good time to buy	58	57	58	53	56	55	56	57	50	50	48	51
	Bad time to buy	39	41	39	44	41	41	42	41	47	48	48	44
Question 5 difference		19	16	19	9	15	14	14	16	3	2	0	7
Roy Morgan Indonesian Consumer Confidence Rating		153.6	154.1	154.1	145.6	152.2	151.2	150.9	151.5	143.2	143.2	144.2	147.8

*The Roy Morgan Consumer Confidence Rating is 100.0 plus the simple unweighted average of the difference between the percentage of respondents who give a favourable and those who give unfavourable answers to five key questions.

Results for the Roy Morgan Indonesian Consumer Confidence Rating* for the component questions (2016) are as follows:

	2016											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Interviews	2,146	2,147										
Q1 Would you say you and your family are better off financially or worse off than you were at this time last year?												
Over the <u>past</u> year	Better off	38	40									
	Worse off	10	10									
Question 1 difference	28	30										
Q2 This time next year, do you and your family expect to be better off financially or worse off than you are now?												
	Better off	67	68									
	Worse off	3	5									
Question 2 difference	64	63										
Q3 Thinking of economic conditions in Indonesia as a whole. In the next 12 months, do you expect we'll have good times financially, bad times or some good and some bad?												
	Good Times	81	79									
	Bad Times	19	21									
Question 3 difference	62	58										
Q4 Looking ahead, what would you say it is more likely, that in Indonesia as a whole, we'll have continuous good times during the next five years or so – or we'll have bad times – or some good and some bad?												
	Good times	91	89									
	Bad times	9	10									
Question 4 difference	82	79										
Q5 Generally, do you think now is a good time – or a bad time – for people to buy major household items?												
	Good time to buy	49	52									
	Bad time to buy	48	46									
Question 5 difference	1	6										
Roy Morgan Indonesian Consumer Confidence Rating	147.4	147.1										

*The Roy Morgan Consumer Confidence Rating is 100.0 plus the simple unweighted average of the difference between the percentage of respondents who give a favourable and those who give unfavourable answers to five key questions.