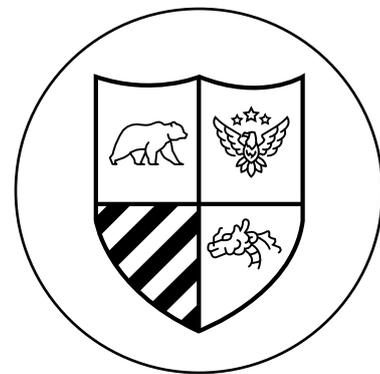




## Cold War II Index



Rapid and scalable data collection



We reach the most diverse and unbiased voices available



Real-time data collection and delivery



Access to every province in China



100% compliant under GDPR



External validation by G7 government agencies

The Cold War II Index tracks - in Russia, the US, and China - six public sentiment indicators related to the geopolitical conflict and five current and future economic conditions indicators. The Index runs 24/7 and, unlike typical polls in these countries, draws on broad-based, anonymous, non-incented opinion.

The Index is based on answers to these questions from respondents in Russia, the US, and China:

### Geopolitical

- [Russia and US respondents only] In my country, people view the US-Russia [Russia-US] relationship as:
  - Allied: both countries formally cooperate to reach shared goals
  - Cordial: both countries generally approve of one another
  - Co-existing: both countries are generally neutral toward one another
  - Adversarial: both countries are opponents or rivals
  - Enemies: both countries are hostile toward one another
- [China and Russia respondents only] In my country, people view the China-Russia [Russia-China] relationship as:
  - Allied: both countries formally cooperate to reach shared goals
  - Cordial: both countries generally approve of one another
  - Co-existing: both countries are generally neutral toward one another
  - Adversarial: both countries are opponents or rivals
  - Enemies: both countries are hostile toward one another





3. [US and China respondents only] In my country, people view the China-US [US-China] relationship as:
  - a. Allied: both countries formally cooperate to reach shared goals
  - b. Cordial: both countries generally approve of one another
  - c. Co-existing: both countries are generally neutral toward one another
  - d. Adversarial: both countries are opponents or rivals
  - e. Enemies: both countries are hostile toward one another
  
4. To what extent do you agree or disagree with the following: People should support their country even if their country's actions and policies are in the wrong.
  - a. Strongly agree
  - b. Agree
  - c. Neither agree nor disagree
  - d. Disagree
  - e. Strongly disagree
  
5. In the midst of a global power struggle, which group currently has the upper-hand?
  - a. US, Europe, and their allies
  - b. China, Russia, and their allies
  
6. If the US, Europe, and their allies [China, Russia, and their allies] were to fall behind in the global power struggle, which of the below would be most threatened?
  - a. My country's political system
  - b. My country's cultural identity and values
  - c. My country's standing in the world
  - d. My country's economic growth

### **Economic**

7. Which best describes your overall spending this month compared to the previous month on things like eating out, furniture, electronics, and clothing? My spending has:
  - a. Increased
  - b. Decreased
  - c. Stayed the same



8. Which of these best describes your views about your financial situation?
- Very optimistic about the future
  - Slightly optimistic about the future
  - Slightly pessimistic about the future
  - Very pessimistic about the future
  - Optimistic about the future
9. Think about the prices of goods and services that your family bought over the past year. A year from now, do you think those prices will be:
- Much higher
  - Somewhat higher
  - No change
  - Somewhat lower
  - Much lower
10. How do you plan to change your level of investment in the stock market over the next month?
- Invest more
  - Invest the same
  - Invest less
  - I don't invest in the stock market
11. Which statement best reflects your view on COVID-19 when making decisions about yourself and your family [e.g., travel, work, housing]?
- COVID is here to stay. We will have to learn to live with it.
  - COVID is temporary. Life will or has already returned to a preCOVID normal.

### **Demographic**

12. What is your age and gender?
13. Which best describes your work status?
- Working full time
  - Working part time
  - Unemployed / I've had job interviews in the past month
  - Unemployed / I've actively applied in the past month (e.g., submitted an application, emailed an employer), but have not had an interview
  - Student / retired / not actively looking for work



14. Approximately how much is your household income every year? (Before taxes)

- a. Respondents see country-specific income brackets to select from

15. What is the highest level of education you have completed?

- a. Less than high school
- b. High school
- c. Associate's degree / vocational training
- d. Bachelor's degree
- e. Master's degree or higher

16. What is your marital status?

- a. Single (never married)
- b. Married
- c. Widowed
- d. Divorced / Separated

17. Where do you live?

- a. Large city
- b. Suburb
- c. Rural area / farm
- d. Small town / village

**Some survey questions may be subject to change.**