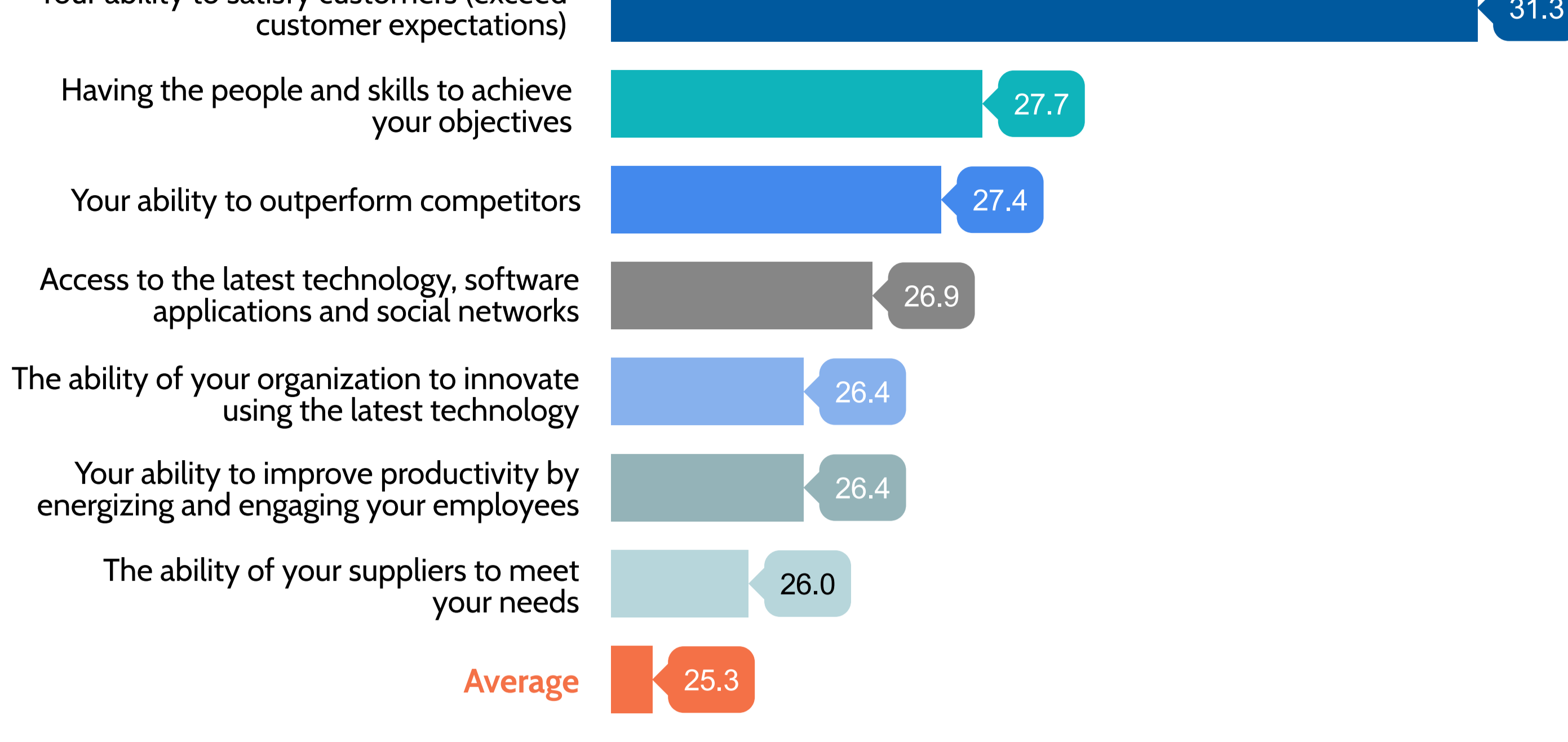


The Worldcom Confidence Index

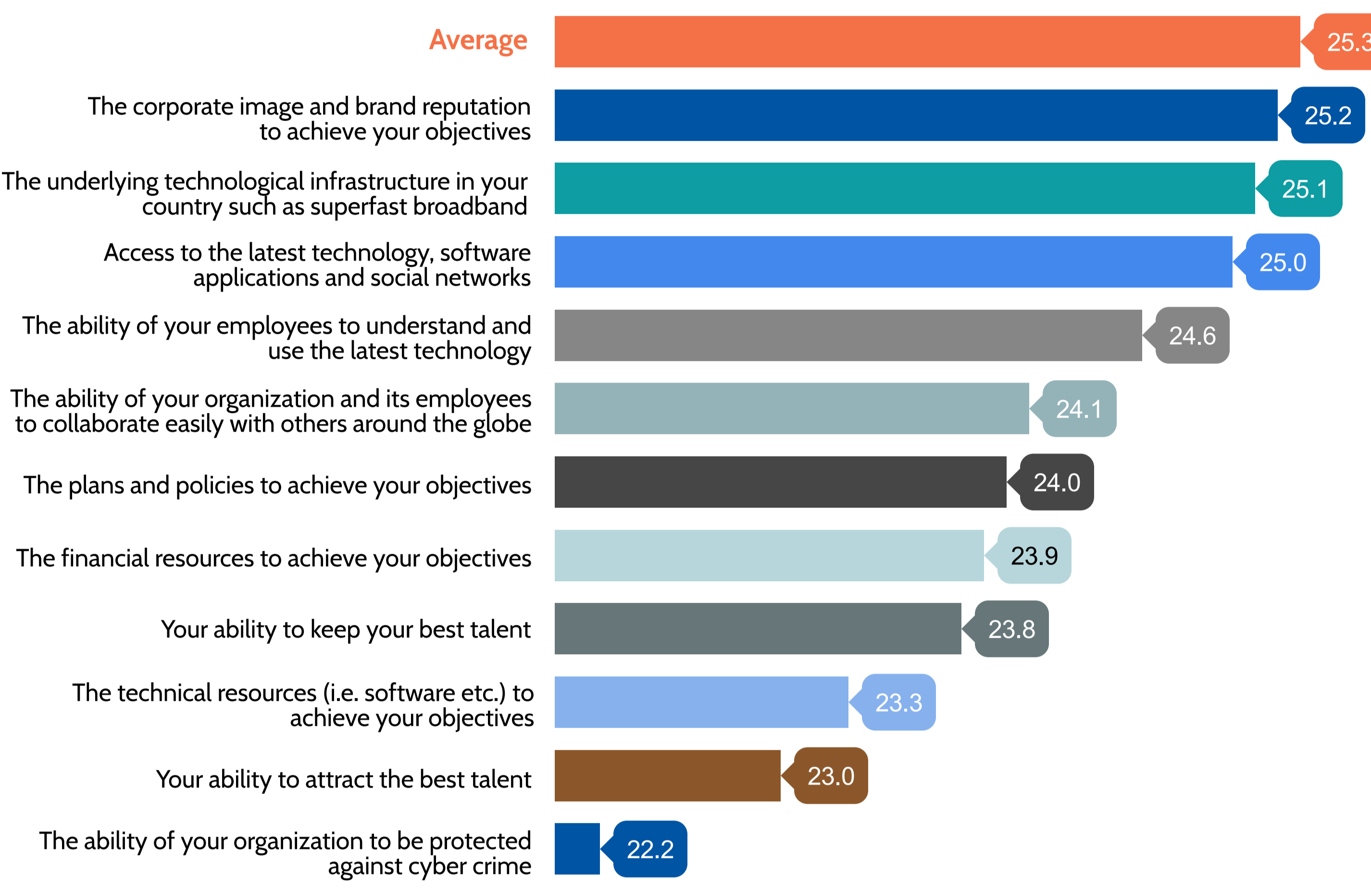
The responses from **585 CEOs and CMOs** enabled us to create a Confidence score. The Index score is calculated by adding the percentages for the extremely confident ranking of each demographic, and dividing by the number of demographic categories. The results are summarised below.

The results highlight some interesting differences in attitudes to confidence that should be taken into account when business planning.

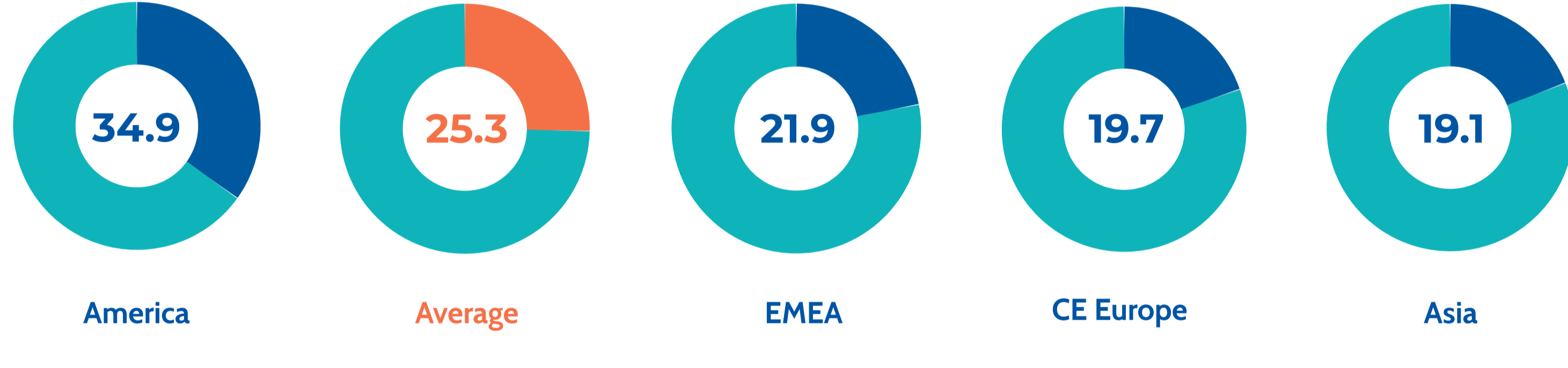
Business issues with above average confidence



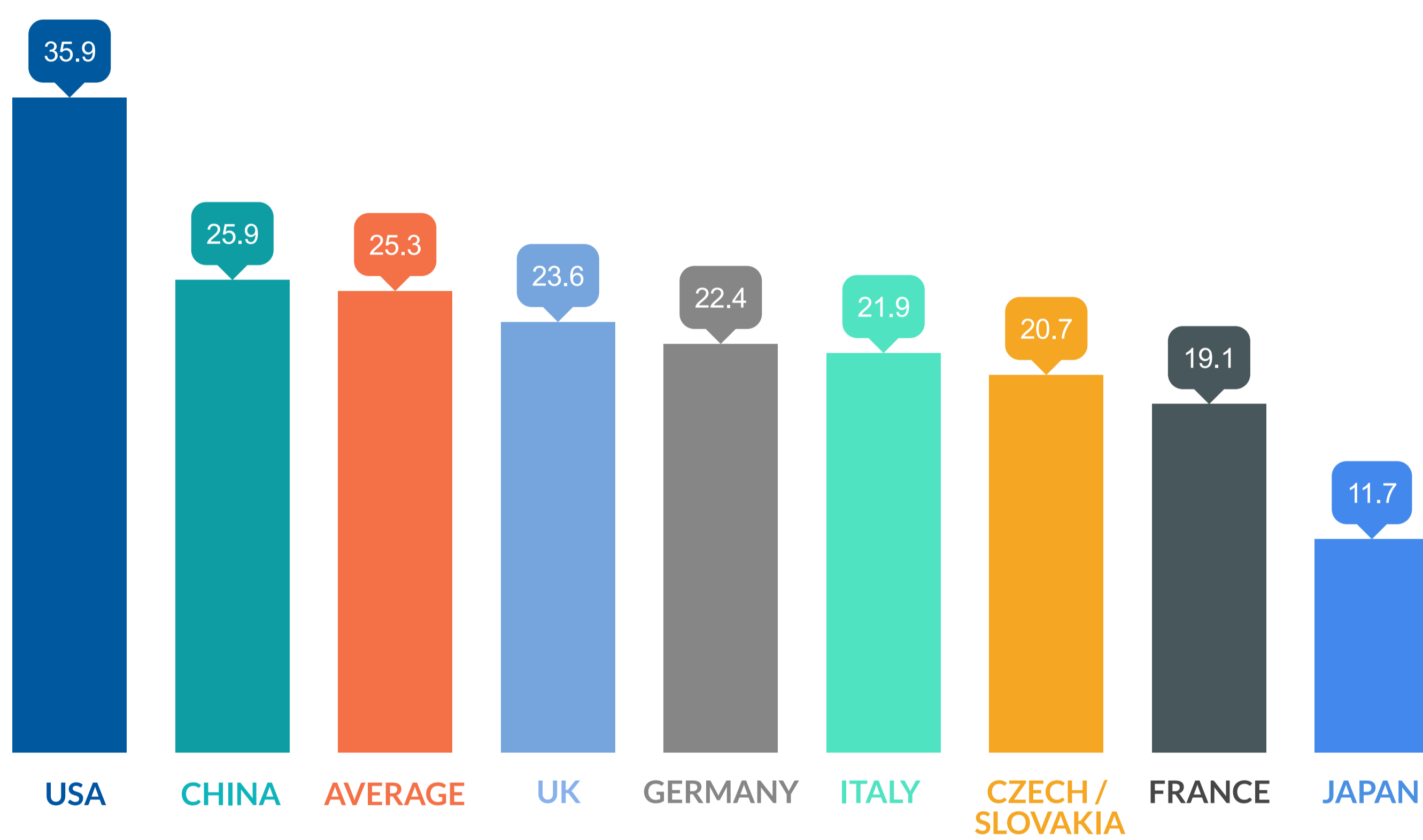
Business issues with below average confidence



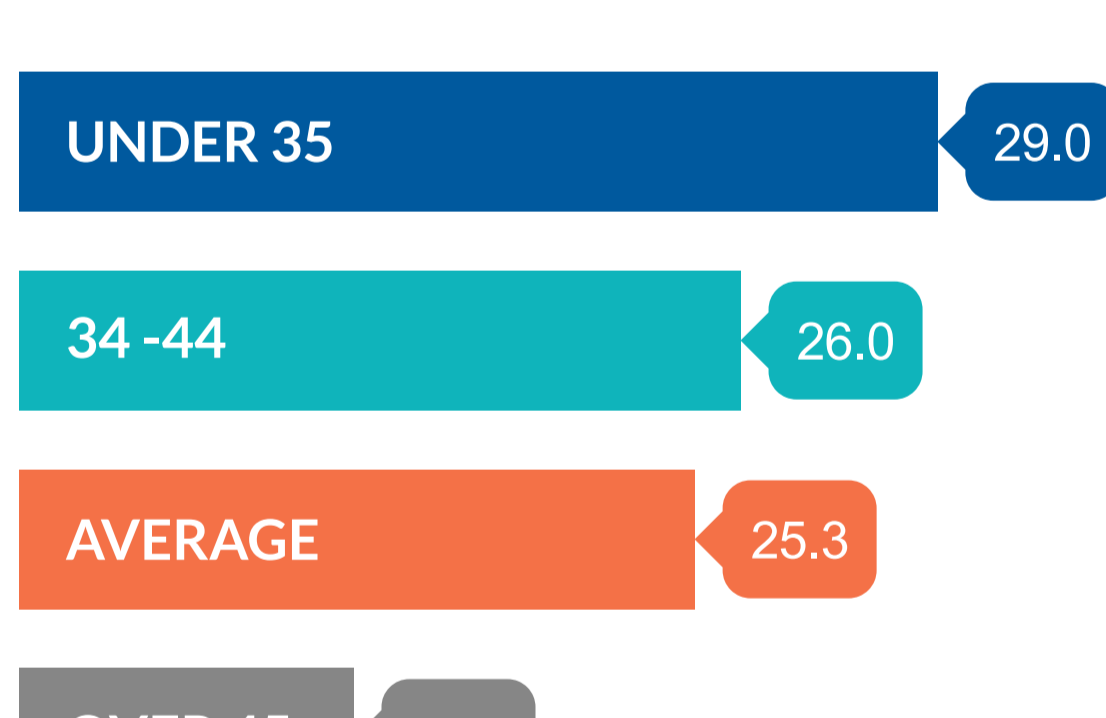
Leaders from America most confident



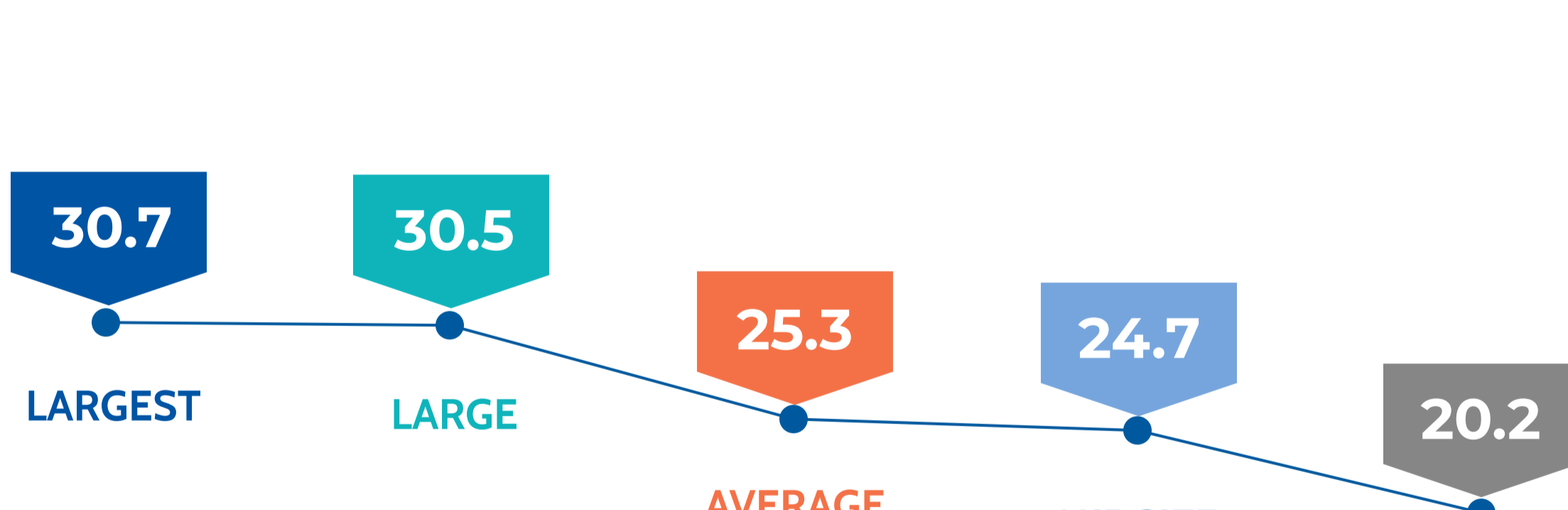
USA most confident country and three times more confident than Japan



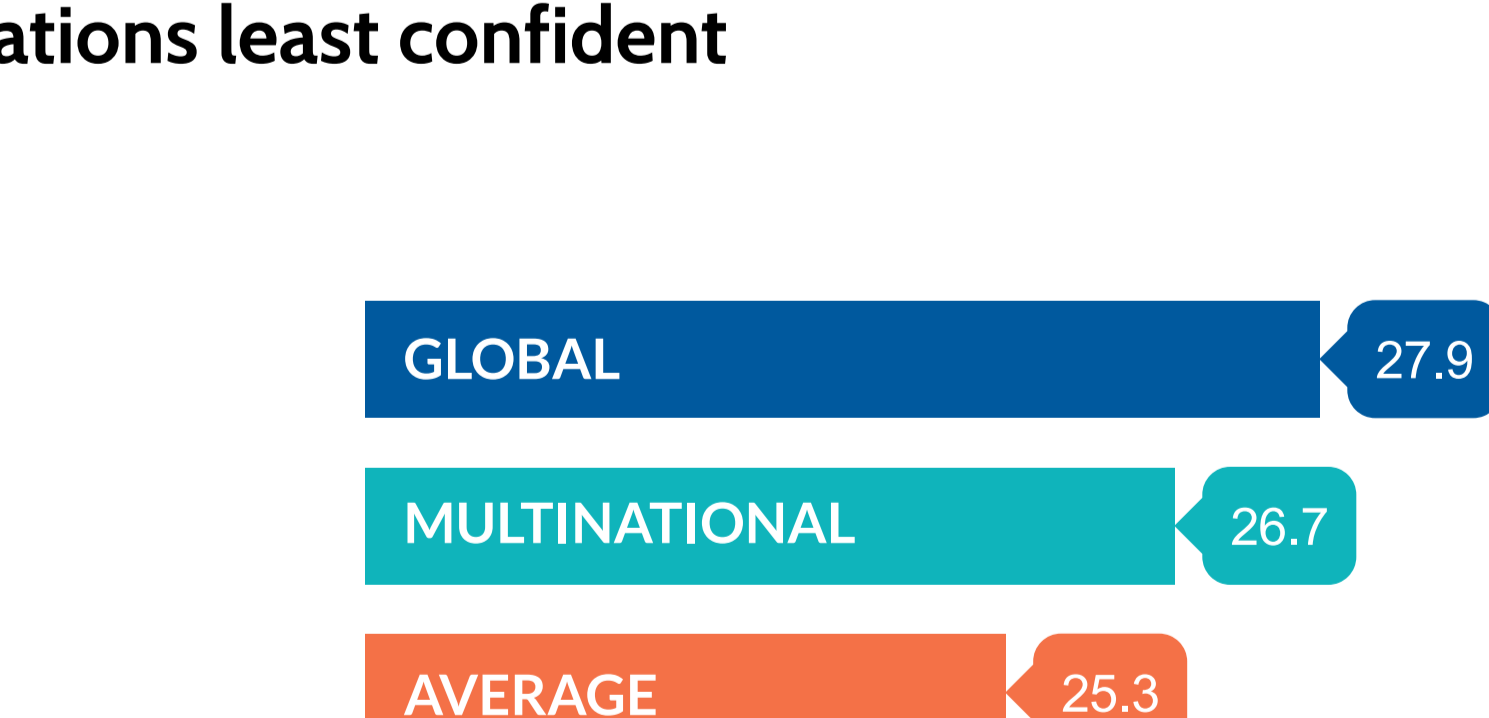
Leaders get less confident as they get older



Confidence declines as organisations get smaller



National organisations least confident



Men more confident than women

Confidence by Gender	
MALE	27.0
AVERAGE	25.3
FEMALE	22.1

CEOs more confident than CMOs

Confidence by Role	
CEO	28.3
AVERAGE	25.3
CMO/COO	21.5

In addition to the Global Report, reports are available for four regions: America, Asia, CE Europe and EMEA, and eight countries: China, Czech/Slovakia, France, Germany, Italy, Japan, UK and the USA.

For all the results please click [here](#).

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