

A hand holding a globe is the central visual element on the left side of the slide. The globe is rendered in shades of blue and cyan. A diagonal line runs from the top left towards the bottom right, separating the globe from the text area. Several overlapping circles in dark blue, teal, yellow, and orange are positioned along this diagonal line. The background is a gradient of blue and cyan.

*Global @dvisor*

# The Economic Pulse of the World

Citizens in 25 Countries Assess the Current State of their Country's Economy for a Total Global Perspective

# These are the findings of the *Global @dvisor* Wave 83 (G@83), an Ipsos survey conducted between June 24<sup>th</sup> and July 8<sup>th</sup>, 2016.

- The survey instrument is conducted monthly in 25 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.
- For the results of the survey presented herein, an international sample of 18,048 adults aged 18-64 in the US, Israel and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, Israel, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.1 percentage points and of 500 accurate to +/- 4.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.
- In countries where internet penetration is approximately 60% or higher the data output is comparable the general population. Of the 25 countries surveyed online, 16 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Israel, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and United States. The eight remaining countries surveyed –Brazil (53% Internet penetration among the citizenry), China (46%), India (19%), Mexico (41%), Russia (59%), Saudi Arabia (59%), South Africa (47%) and Turkey (47%)—have lower levels of connectivity therefore are not reflective of the general population; however, the online sample in these countries are particularly valuable in their own right as they are more urban/educated/income than their fellow citizens and are often referred to as “Upper Deck Consumer Citizens”.

## ANALYTIC COMPONENTS...

There are three analytic components that make up the findings of this monthly Economic Pulse report. Each question is tracked and analyzed from questions dealing with:

### ① The currently perceived macroeconomic state of the respondent's country:

- Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

### ② The currently perceived state of the local economy:

- Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

### ③ A six month outlook for the local economy:

- Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?



**THE  
WORLD at  
a GLANCE**

# Summary

- Last month Great Britain voted in a national referendum to leave the European Union. While the true impact of “Brexit” is not yet known, the global economic assessment average is up two points this month, with four in 10 (40%) global citizens rating their national economies as “good”. Except for Great Britain (37%, -11 pts.), most of the European countries are in the positive territory this month, most notably Sweden (74%, +9 pts.), Poland (38%, +7 pts.) and Belgium (33%, +6 pts.).
- The local economic assessment average is in the positive territory as well this month, as three in 10 (30%) of global respondents rate the state of economy in their local area as “good”. With oil prices rising last month to their highest level since July 2015, the most significant gains have been posted by countries with resource-based economies, such as Saudi Arabia (70%, +6 pts.) and Russia (23%, +6 pts.). At the same time, significant declines have been posted by countries such as Israel (50%, -6 pts.) and Sweden (51%, -6 pts.).
- After remaining unchanged for 2 months in a row, the future outlook for local economy is up one point, with over one quarter (26%) of respondents saying the economy in their local area will be stronger in the next 6 months. With large gains posted by countries such as Peru (67%, +9 pts.), Saudi Arabia (64%, +6 pts.) Sweden (16%, +4 pts.) and China (52%, +3 pts.), only a handful of countries experience a notable decline since last sounding: Israel (12%, -5 pts.), Mexico (27%, -3 pts.), Italy (9%, -3 pts.) and Argentina (54%, -3 pts.)

# Global Average of National Economic Assessment Up Two Points: 40%

- The average global economic assessment of national economies surveyed in 25 countries is up two points with 40% of global citizens rating their national economies as 'good'.
- Saudi Arabia (91%) once again is at the top in the national economic assessment category, followed by India (81%), Germany (78%), Sweden (74%), China (71%), Peru (61%), Canada (57%) and Australia (56%). Once again, Brazil (8%) is at the bottom of the national assessment, followed by South Africa (12%), South Korea (13%), France (13%), Italy (13%), Spain (14%), Mexico (14%), Hungary (18%) and Argentina (19%).
- *Countries with the greatest improvements in this wave:* Sweden (74%, +9 pts.), Poland (38%, +7 pts.), Peru (61%, +7 pts.), Belgium (33%, +6 pts.), Australia (56%, +5 pts.), Germany (78%, +4 pts.), Canada (57%, +4pts.), South Korea (13%, +3pts.) and Saudi Arabia (91%, +3 pts.).
- *Countries with the greatest declines:* Great Britain (37%, -11 pts.), Mexico (14%, -5 pts.), Argentina (19%, -2 pts.), Italy (13%, -1 pts.) and South Africa (12%, -1 pts.).

# Global Average of Local Economic Assessment (30%) Up One Point

- When asked to assess their local economy, an average of 30% of those surveyed in 25 countries agree that the state of the current economy in their local area is 'good'. The local economic assessment is up one point since last month.
- Saudi Arabia (70%) has the top spot in the local assessment category, followed by China (57%), India (55%), Germany (55%), Sweden (51%), Israel (50%), the United States (39%) Canada (37%) and Australia (37%). Mexico (10%) dropped to the lowest spot this month, followed by South Africa (11%), Japan (11%), Italy (12%), South Korea (13%), Spain (14%), Brazil (14%), Hungary (14%) and France (14%).
- *Countries with the greatest improvements in this wave:* Saudi Arabia (70%, +6 pts.), Russia (23%, +6 pts.), Australia (37%, +5 pts.), Germany (55%, +4 pts.), Belgium (20%, +4 pts.), Spain (14%, +3 pts.), South Korea (13%, +3 pts.) and Canada (37%, +3 pts.).
- *Countries with the greatest declines in this wave:* Israel (50%, -6 pts.), Sweden (51%, -6 pts.), Italy (12%, -4 pts.), Hungary (14%, -2 pts.), Japan (11%, -2 pts.), Mexico (10%, -2 pts.), France (14%, -1 pts.) and Poland (26%, -1 pts.).

# Global Average of Future Outlook for Local Economy (26%) Up One Point

- The future outlook is up one point since last month, with an average of one quarter (26%) of global citizens surveyed in 25 countries expecting their local economy to be stronger six months from now.
- Peru (67%) takes the lead in this assessment category, followed by Saudi Arabia (64%), India (62%), Brazil (57%), Argentina (54%), China (52%), the United States (31%), Mexico (27%), Turkey (26%) and Russia (18%). France (6%), has the lowest future outlook score this month again, followed by Belgium (8%), Japan (9%), South Korea (9%), Italy (9%), Great Britain (12%), Hungary (12%), and Israel (12%).
- *Countries with the greatest improvements in this wave:* Peru (67%, +9 pts.), Saudi Arabia (64%, +6 pts.), Sweden (16%, +4 pts.), China (52%, +3 pts.), the United States (31%, +2 pts.), Great Britain (12%, +2 pts.), Germany (18%, +2 pts.) and Brazil (57%, +2 pts.).
- *Countries with the greatest declines in this wave:* Israel (12%, -5 pts.), Argentina (54%, -3 pts.), Italy (9%, -3 pts.), Mexico (27%, -3 pts.), Russia (18%, -2 pts.), South Korea (9%, -1 pts.) and Spain (16%, -1 pts.).



Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

# 1. National Economic Assessments: Countries at a Glance Compared to the Last Wave...

Those Countries Where the Local National Economic Assessment...							
is HIGHEST this month		has experienced an IMPROVEMENT since last sounding		has experienced a DECLINE since last sounding		is LOWEST this month	
Saudi Arabia	91%	Sweden	9%	Great Britain	-11%	Great Britain	37%
India	81%	Poland	7%	Mexico	-5%	Belgium	33%
Germany	78%	Peru	7%	Argentina	-2%	Russia	27%
Sweden	74%	Belgium	6%	Italy	-1%	Japan	21%
China	71%	Australia	5%	South Africa	-1%	Argentina	19%
Peru	61%	Germany	4%			Hungary	18%
Canada	57%	Canada	4%			Mexico	14%
Australia	56%	South Korea	3%			Spain	14%
Israel	50%	Saudi Arabia	3%			Italy	13%
US	49%	Turkey	2%			France	13%
Turkey	41%	Japan	2%			South Korea	13%
Poland	38%	Israel	2%			South Africa	12%
		France	2%			Brazil	8%

Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

# 1. National Economic Assessment: Regions at a Glance Compared to the Last Wave...

<b>REGION</b> <b>(in descending</b> <b>order by NET)</b>	<b>NET</b> <b>'Good'</b>	<b>CHANGE</b> <b>(since last sounding)</b>
North America	53%	3%
Middle East/Africa	49%	2%
BRIC	47%	1%
APAC	45%	2%
G-8 Countries	37%	0%
Europe	35%	1%
LATAM	25%	0%

Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy

## 2. Local Economic Assessment: Countries at a Glance Compared to the Last Wave...

Those Countries Where the Local Area Economic Assessment...							
is HIGHEST this month		has experienced an IMPROVEMENT since last sounding		has experienced a DECLINE since last sounding		is LOWEST this month	
Saudi Arabia	70%	Saudi Arabia	6%	Israel	-6%	Poland	26%
China	57%	Russia	6%	Sweden	-6%	Russia	23%
India	55%	Australia	5%	Italy	-4%	Belgium	20%
Germany	55%	Germany	4%	Hungary	-2%	Argentina	18%
Sweden	51%	Belgium	4%	Japan	-2%	Hungary	14%
Israel	50%	Spain	3%	Mexico	-2%	France	14%
US	39%	South Korea	3%	France	-1%	Brazil	14%
Canada	37%	Canada	3%	Poland	-1%	Spain	14%
Australia	37%	Peru	2%			South Korea	13%
Peru	30%	China	2%			Italy	12%
Turkey	29%	Brazil	2%			Japan	11%
Great Britain	27%	India	1%			South Africa	11%
		Argentina	1%			Mexico	10%

Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy

## 2. Local Economic Assessment: Regions at a Glance Compared to the Last Wave...

<b>REGION (in descending order by NET)</b>	<b>NET 'Strong' Top 3 Box (5-6-7)</b>	<b>CHANGE (since last sounding)</b>
<b>Middle East/Africa</b>	<b>40%</b>	<b>0%</b>
<b>North America</b>	<b>38%</b>	<b>2%</b>
<b>BRIC</b>	<b>37%</b>	<b>3%</b>
<b>APAC</b>	<b>33%</b>	<b>3%</b>
<b>G-8 Countries</b>	<b>27%</b>	<b>1%</b>
<b>Europe</b>	<b>26%</b>	<b>0%</b>
<b>LATAM</b>	<b>18%</b>	<b>1%</b>

Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

### 3. Six Month Outlook on the Local Economy: Countries at a Glance Compared to the Last Wave...

Countries where the Assessment of the Local Economic Strengthening ...							
is HIGHEST this month		has experienced an IMPROVEMENT since last sounding		has experienced a DECLINE since last sounding		is LOWEST this month	
Peru	67%	Peru	9%	Israel	-5%	Canada	18%
Saudi Arabia	64%	Saudi Arabia	6%	Argentina	-3%	Germany	18%
India	62%	Sweden	4%	Italy	-3%	Spain	16%
Brazil	57%	China	3%	Mexico	-3%	South Africa	16%
Argentina	54%	US	2%	Russia	-2%	Sweden	16%
China	52%	Great Britain	2%	South Korea	-1%	Israel	12%
US	31%	Germany	2%	Spain	-1%	Hungary	12%
Mexico	27%	Brazil	2%			Great Britain	12%
Turkey	26%	Turkey	1%			Italy	9%
Russia	18%	India	1%			South Korea	9%
Poland	18%	Hungary	1%			Japan	9%
Australia	18%	France	1%			Belgium	8%
		Canada	1%			France	6%

Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

### 3. Six Month Outlook on Local Economy: Regions at a Glance Compared to Last Wave...

<b>REGION (in descending order by NET)</b>	<b>NET 'Stronger'</b>	<b>CHANGE (since last sounding)</b>
<b>LATAM</b>	<b>51%</b>	<b>1%</b>
<b>BRIC</b>	<b>47%</b>	<b>1%</b>
<b>Middle East/Africa</b>	<b>30%</b>	<b>1%</b>
<b>APAC</b>	<b>28%</b>	<b>0%</b>
<b>North America</b>	<b>25%</b>	<b>2%</b>
<b>G-8 Countries</b>	<b>15%</b>	<b>0%</b>
<b>Europe</b>	<b>13%</b>	<b>1%</b>

# DETAILED FINDINGS



# 1 Assessing The Current Economic Situation .....

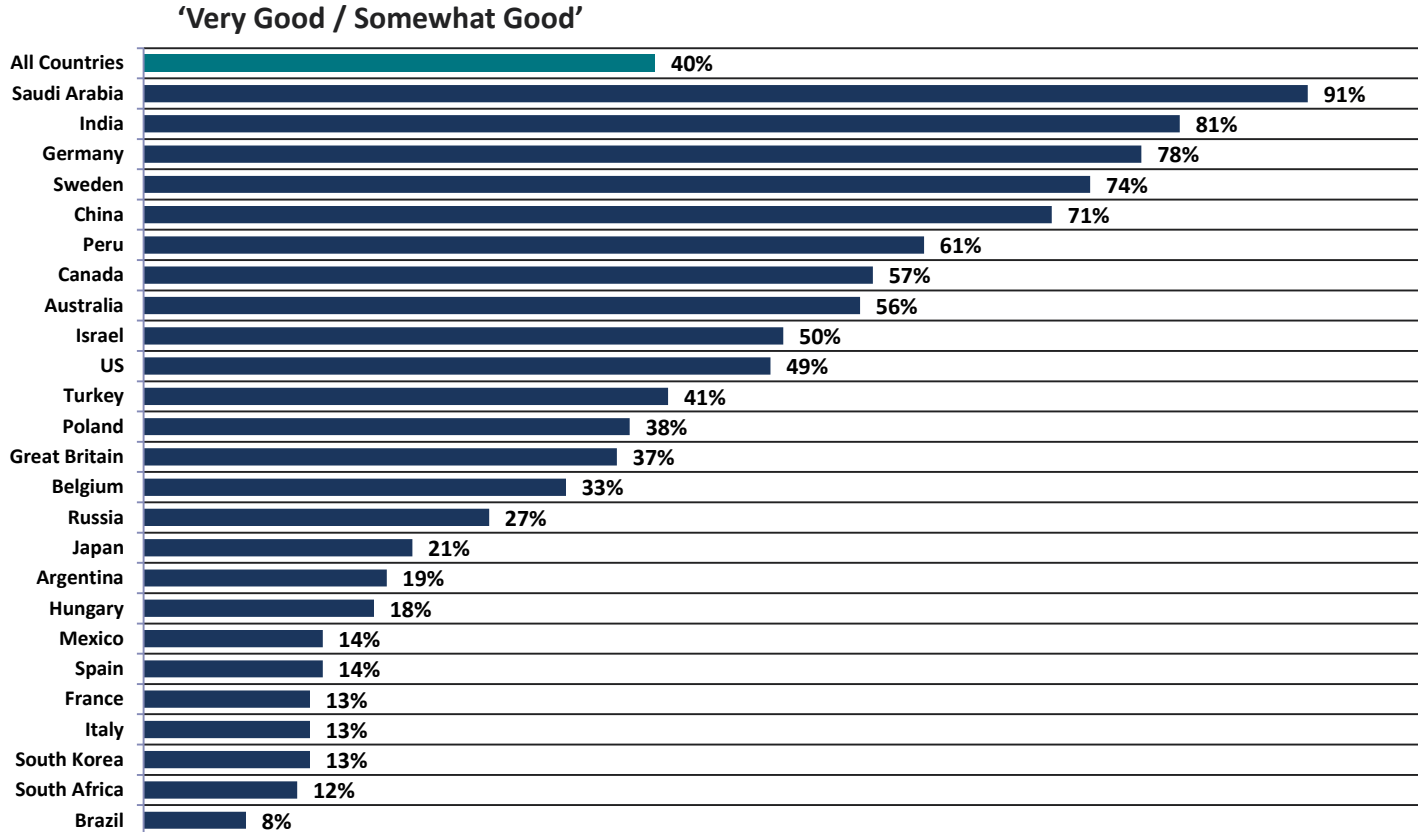
in Their Country





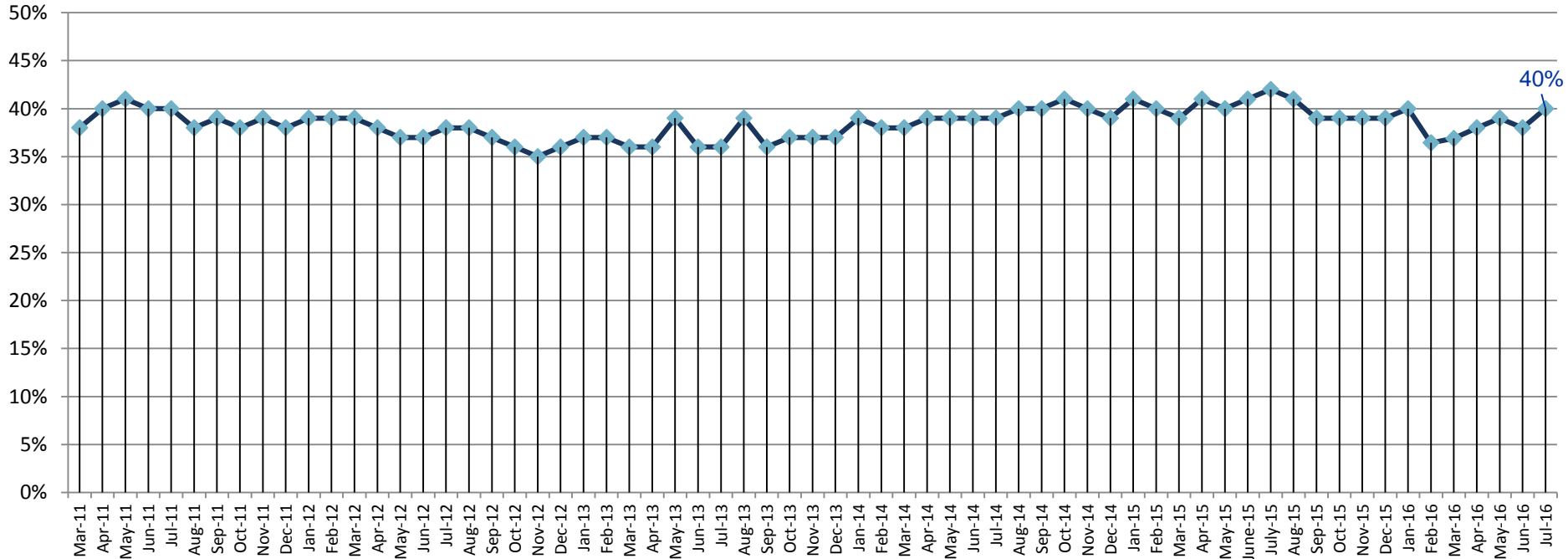
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

## Global Citizens Assess the Current Economic Situation in their Country as “Good”



# Global Average Tracked - Global Citizens Assess the Current Economic Situation in their Country as “Good”...

## Total Good



Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

## For All Countries Tracked: Citizens Assess the Current Economic Situation in their Country as “Good”

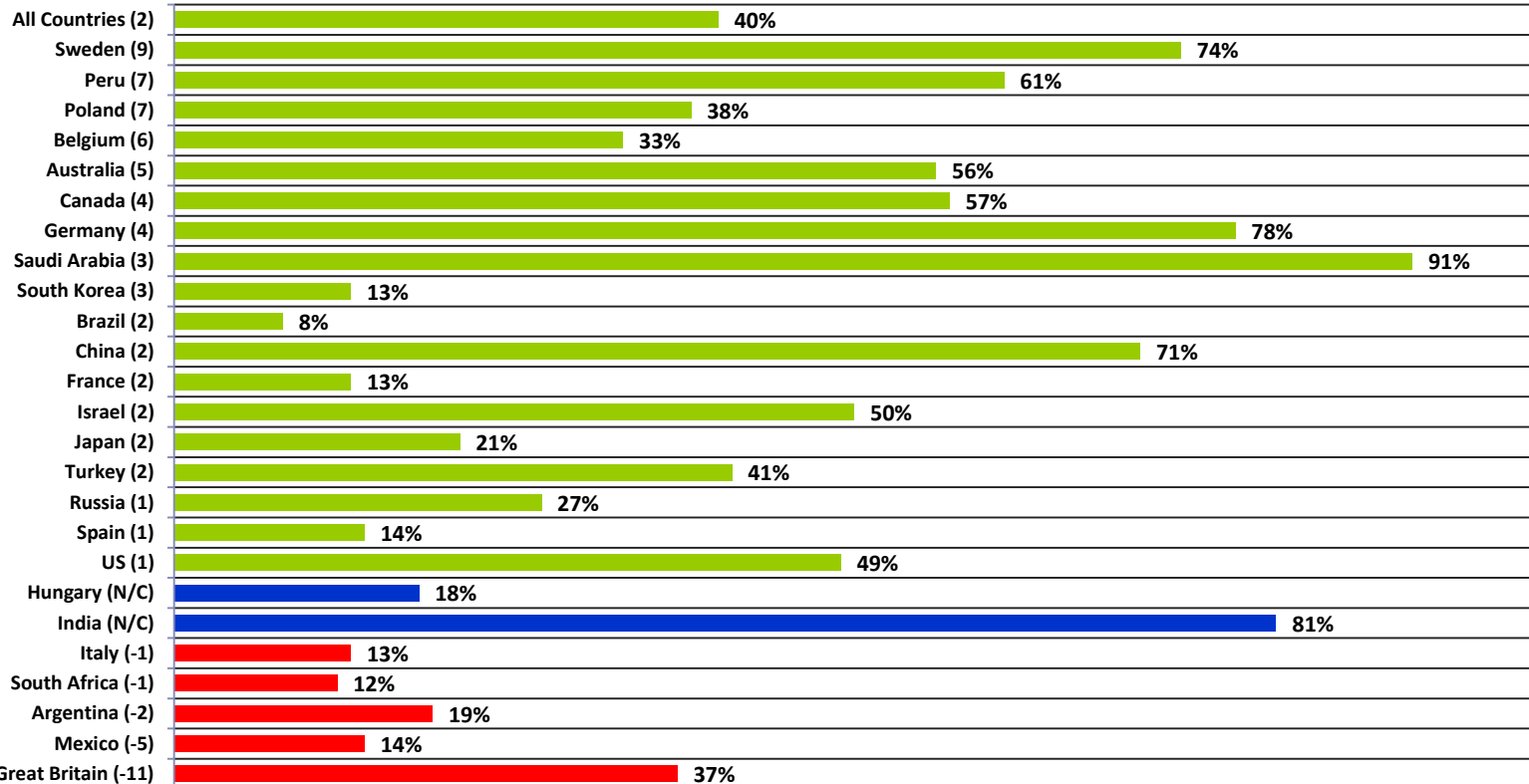
	Jul '13	Aug '13	Sep '13	Oct '13	Nov '13	Dec '13	Jan '14	Feb '14	Mar '14	Apr '14	May '14	Jun '14	Jul '14	Aug '14	Sep '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	Apr '15	May '15	Jun e '15	July '15	Aug '15	Sep '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16		
<b>Total</b>	36%	39%	36%	37%	37%	37%	39%	38%	38%	39%	39%	39%	39%	40%	40%	41%	40%	39%	41%	40%	39%	41%	40%	41%	42%	41%	39%	39%	39%	40%	36%	37%	38%	39%	38%	40%			
<b>Argentina</b>	28%	27%	31%	31%	26%	26%	28%	21%	18%	17%	18%	24%	21%	24%	19%	21%	19%	20%	21%	24%	25%	29%	28%	28%	29%	24%	28%	29%	29%	27%	28%	24%	15%	15%	17%	21%	19%		
<b>Australia</b>	57%	56%	62%	64%	63%	58%	59%	57%	54%	60%	53%	52%	56%	57%	58%	65%	63%	57%	58%	56%	51%	54%	56%	56%	57%	56%	54%	53%	55%	57%	59%	56%	52%	52%	59%	51%	56%		
<b>Belgium</b>	37%	38%	36%	34%	31%	30%	40%	37%	37%	40%	42%	39%	41%	40%	37%	35%	33%	31%	33%	39%	41%	35%	38%	44%	46%	45%	42%	35%	43%	35%	40%	38%	39%	33%	36%	27%	33%		
<b>Brazil</b>	26%	28%	30%	35%	34%	35%	37%	26%	24%	26%	20%	31%	24%	25%	26%	32%	23%	22%	17%	12%	11%	11%	14%	9%	12%	10%	6%	8%	8%	4%	8%	8%	7%	8%	7%	6%	8%		
<b>Canada</b>	65%	66%	64%	66%	68%	63%	62%	63%	66%	64%	65%	63%	70%	68%	65%	65%	67%	66%	63%	59%	61%	57%	63%	60%	65%	47%	45%	51%	52%	51%	44%	34%	36%	49%	52%	53%	57%		
<b>China</b>	66%	62%	61%	65%	61%	72%	63%	69%	69%	68%	66%	65%	69%	73%	74%	70%	78%	71%	80%	71%	75%	79%	76%	75%	72%	70%	68%	69%	72%	74%	66%	61%	67%	67%	65%	69%	71%		
<b>France</b>	6%	9%	8%	10%	5%	6%	8%	8%	10%	9%	9%	7%	8%	6%	5%	7%	6%	7%	7%	10%	9%	11%	11%	12%	11%	11%	10%	14%	12%	13%	18%	9%	12%	12%	13%	11%	13%		
<b>Germany</b>	69%	67%	69%	68%	73%	73%	75%	74%	76%	75%	75%	76%	77%	75%	79%	75%	74%	75%	81%	76%	79%	74%	76%	75%	78%	79%	77%	73%	71%	74%	79%	72%	67%	74%	73%	74%	78%		
<b>Great Britain</b>	23%	24%	24%	29%	26%	27%	28%	36%	36%	37%	43%	39%	41%	45%	42%	41%	45%	39%	46%	44%	48%	51%	51%	55%	49%	48%	53%	48%	45%	45%	48%	49%	49%	39%	44%	48%	37%		
<b>Hungary</b>	12%	11%	14%	10%	12%	17%	17%	14%	17%	24%	18%	17%	20%	18%	16%	23%	13%	15%	16%	16%	13%	19%	15%	17%	18%	19%	16%	20%	19%	23%	16%	19%	20%	22%	16%	18%	18%		
<b>India</b>	53%	54%	40%	51%	52%	56%	58%	61%	58%	60%	66%	75%	65%	72%	80%	80%	81%	81%	80%	80%	80%	82%	78%	83%	82%	79%	79%	82%	76%	79%	84%	76%	82%	81%	80%	81%	81%		
<b>Israel</b>																				36%	34%	46%	47%	48%	51%	53%	52%	44%	42%	46%	42%	47%	43%	52%	42%	48%	50%		
<b>Italy</b>	5%	8%	6%	5%	6%	6%	5%	7%	6%	10%	9%	7%	9%	8%	7%	8%	8%	7%	8%	8%	9%	10%	9%	11%	10%	12%	14%	13%	13%	16%	13%	14%	13%	14%	14%	14%	13%		
<b>Japan</b>	21%	21%	24%	21%	24%	25%	27%	29%	25%	26%	26%	29%	28%	27%	22%	20%	19%	19%	23%	26%	31%	31%	31%	30%	36%	30%	27%	29%	26%	27%	29%	26%	23%	21%	19%	19%	21%		
<b>Mexico</b>	28%	30%	23%	22%	22%	21%	20%	23%	24%	19%	20%	25%	26%	24%	22%	29%	23%	20%	19%	22%	16%	30%	16%	28%	33%	20%	21%	23%	27%	24%	24%	17%	23%	24%	20%	19%	14%		
<b>Peru</b>																																							
<b>Poland</b>	20%	23%	20%	22%	24%	22%	24%	25%	22%	25%	31%	25%	26%	26%	28%	31%	35%	33%	28%	27%	29%	30%	29%	33%	29%	35%	36%	30%	36%	35%	33%	29%	36%	31%	31%	38%			
<b>Russia</b>	34%	30%	31%	27%	29%	28%	28%	32%	39%	50%	58%	47%	50%	59%	53%	47%	41%	36%	26%	28%	32%	33%	43%	36%	37%	38%	34%	30%	29%	36%	32%	21%	28%	25%	28%	26%	27%		
<b>Saudi Arabia</b>	84%	82%	87%	85%	80%	82%	86%	85%	86%	89%	87%	85%	87%	85%	84%	87%	85%	84%	87%	84%	87%	94%	92%	93%	90%	91%	91%	90%	87%	90%	91%	90%	86%	88%	89%	86%	91%	88%	91%
<b>South Africa</b>	20%	25%	21%	27%	27%	27%	24%	17%	21%	18%	28%	23%	21%	24%	26%	22%	26%	23%	26%	27%	18%	25%	17%	20%	17%	21%	16%	19%	18%	12%	12%	13%	9%	11%	17%	13%	12%		
<b>South Korea</b>	17%	20%	20%	19%	21%	17%	17%	23%	16%	23%	19%	17%	15%	17%	16%	14%	11%	12%	13%	13%	13%	14%	16%	15%	14%	14%	14%	18%	12%	13%	11%	13%	13%	13%	13%	10%	13%		
<b>Spain</b>	4%	5%	6%	4%	5%	6%	7%	8%	6%	10%	10%	8%	9%	11%	10%	7%	10%	9%	11%	12%	13%	12%	16%	13%	16%	20%	19%	17%	17%	17%	18%	14%	15%	15%	14%	13%	14%		
<b>Sweden</b>	76%	70%	71%	67%	77%	60%	72%	69%	80%	66%	64%	75%	73%	70%	77%	67%	67%	74%	72%	73%	69%	66%	65%	66%	66%	70%	65%	72%	63%	58%	65%	56%	63%	69%	68%	65%	74%		
<b>Turkey</b>	47%	46%	46%	50%	48%	45%	43%	39%	40%	44%	45%	45%	44%	49%	47%	43%	46%	39%	45%	43%	39%	36%	38%	32%	38%	39%	28%	29%	42%	40%	45%	36%	38%	40%	42%	39%	41%		
<b>United States</b>	33%	34%	33%	23%	30%	35%	35%	31%	31%	36%	37%	38%	33%	35%	36%	42%	41%	44%	51%	47%	47%	48%	47%	44%	43%	48%	42%	43%	44%	45%	45%	44%	45%	46%	48%	48%	49%		

Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

## Countries Ranked and Marked By Change In Assessment From Last Month (Left Column)

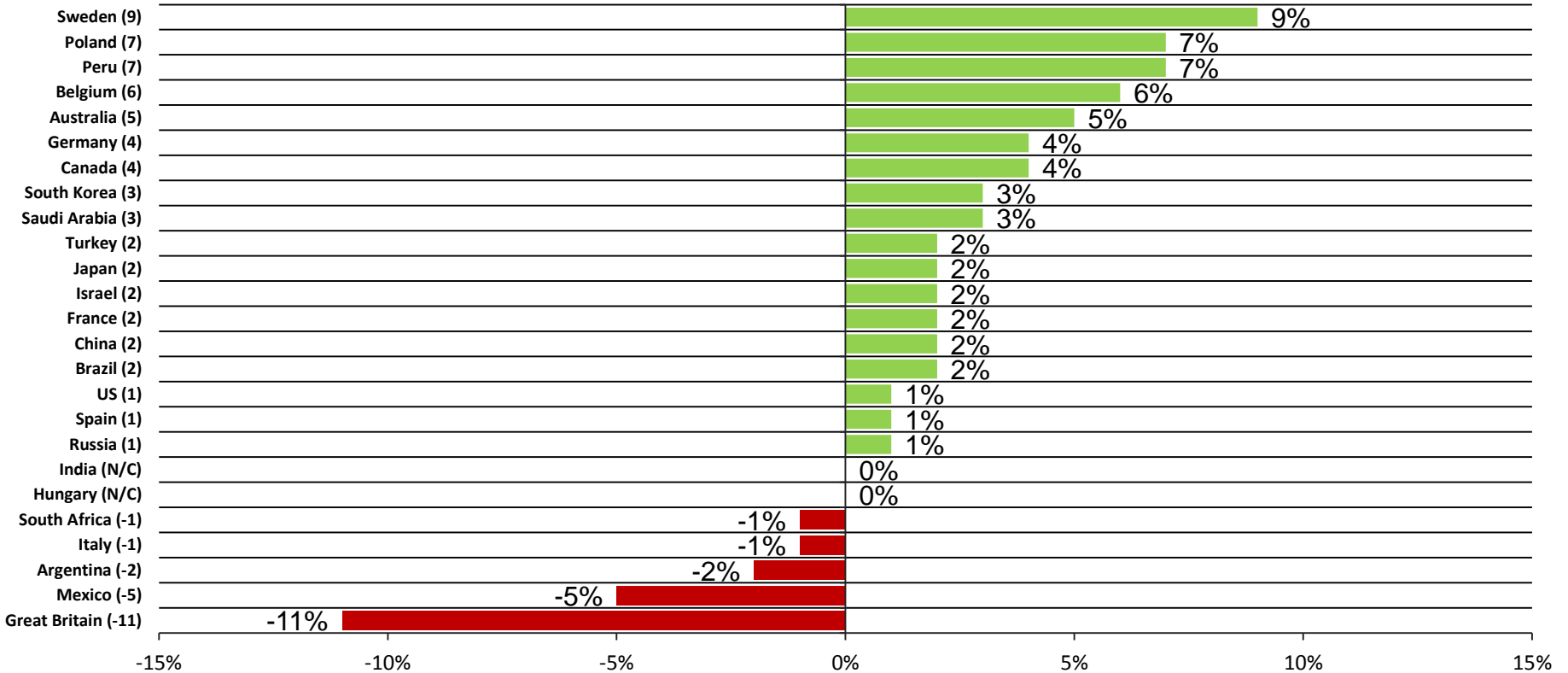
**Green** marks countries experiencing improvement;  
**Blue** marks countries with no change from last month;  
**Red** marks countries experiencing a decline;

**% Very Good / Somewhat Good**



Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

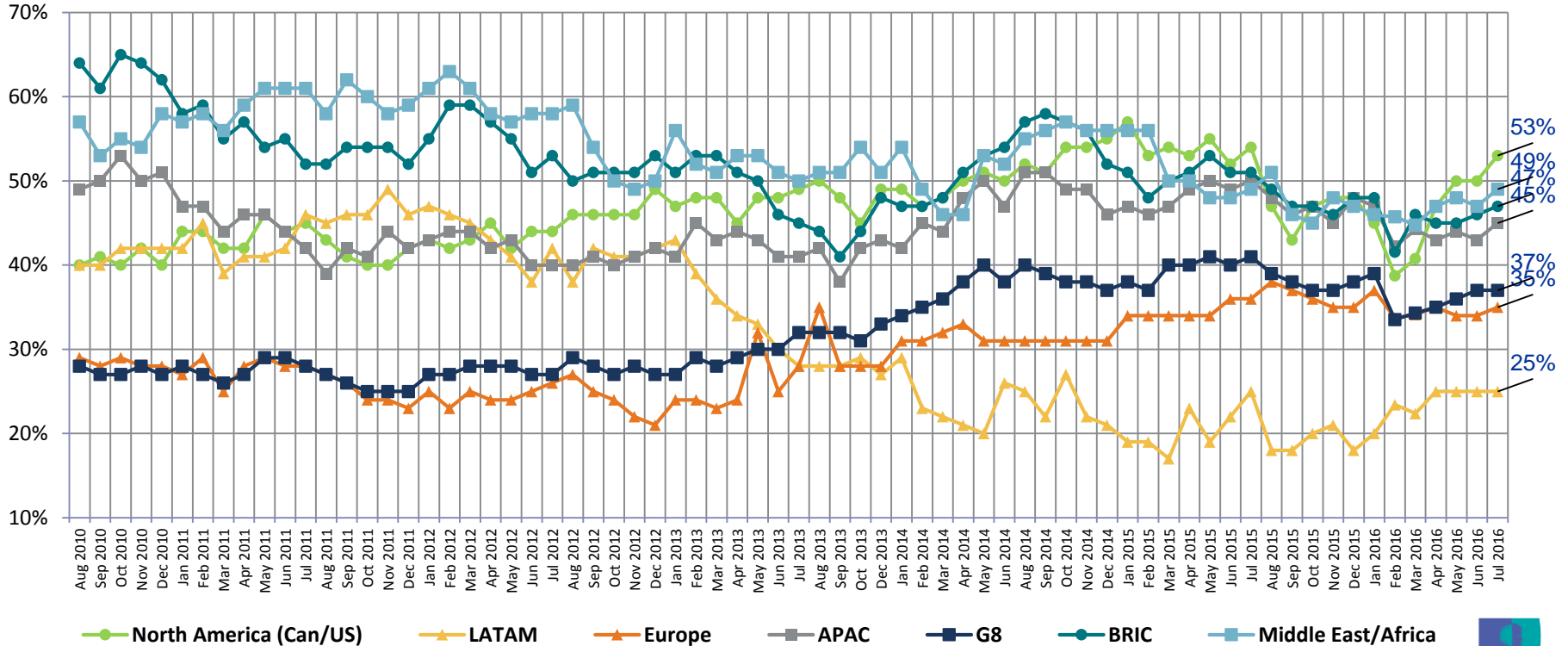
## Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:



Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

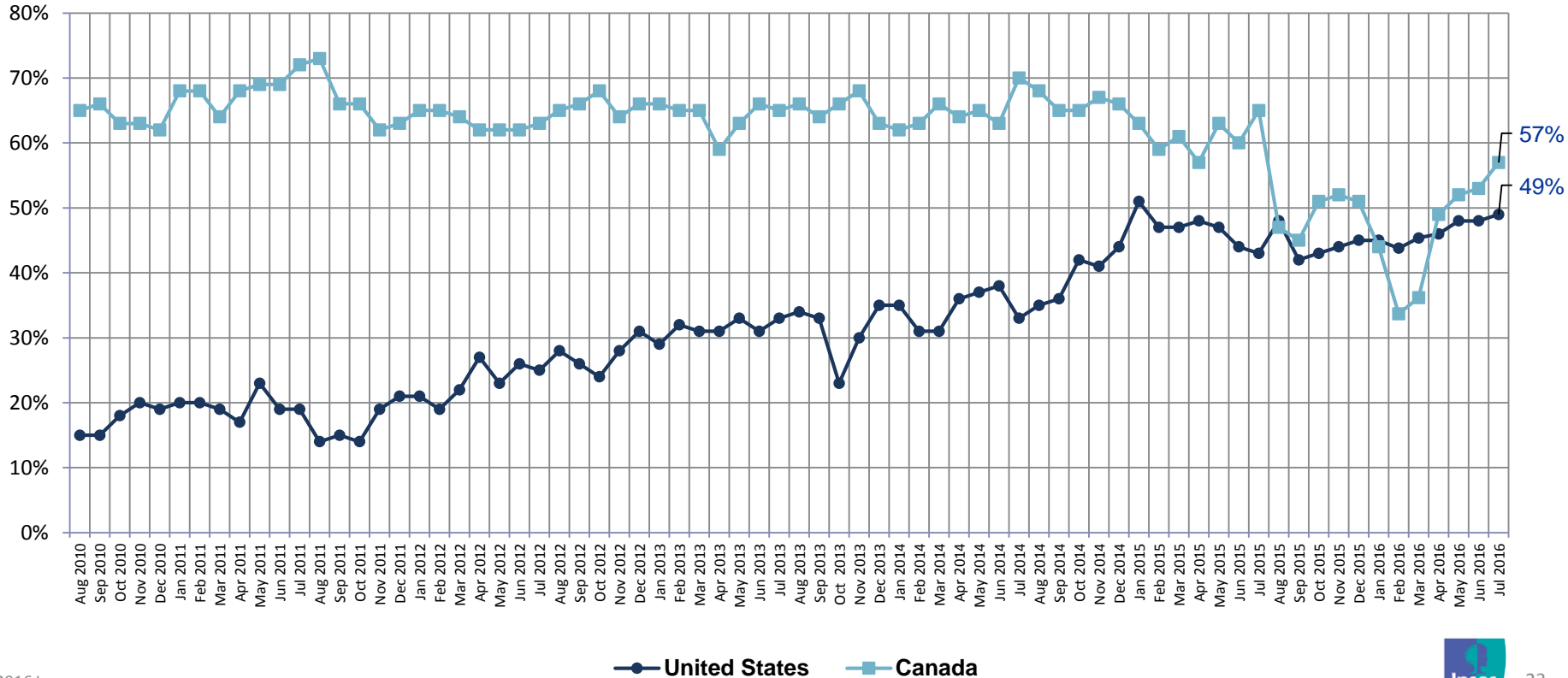
# Assessing the Current Economic Situation by All Regions:

## Very Good / Somewhat Good



# North American (Canada/US) Countries - Assessing the Current Economic Situation

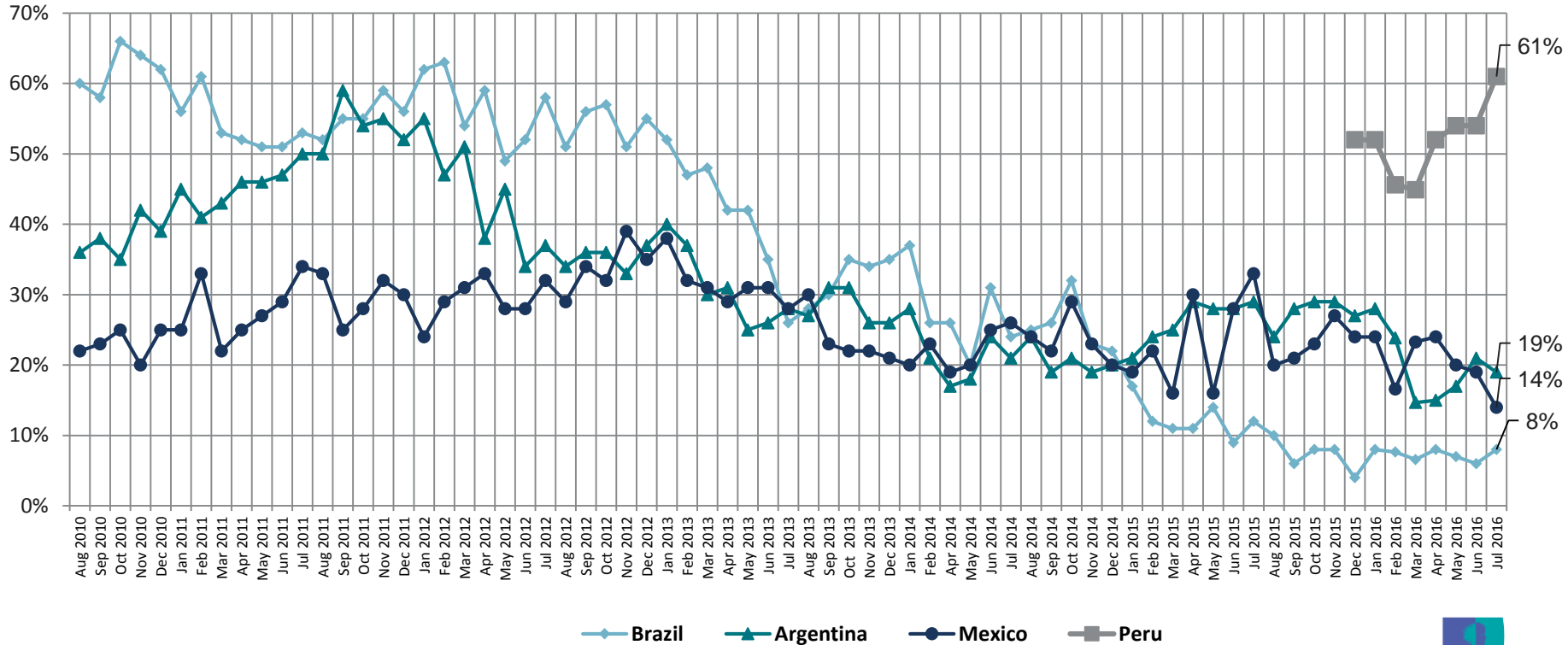
## Very Good / Somewhat Good



Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

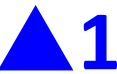
# LATAM Countries - Assessing the Current Economic Situation

## Very Good / Somewhat Good



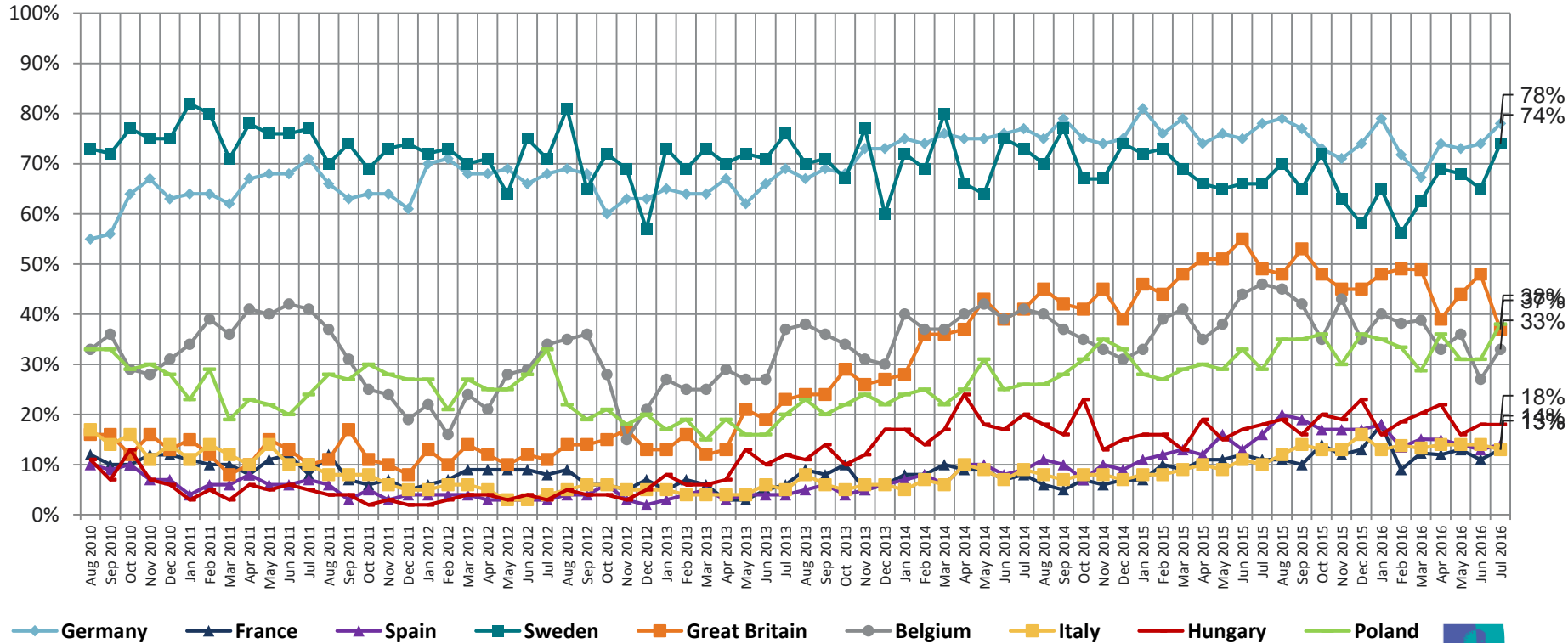


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



# European Countries - Assessing the Current Economic Situation

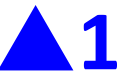
## Very Good / Somewhat Good





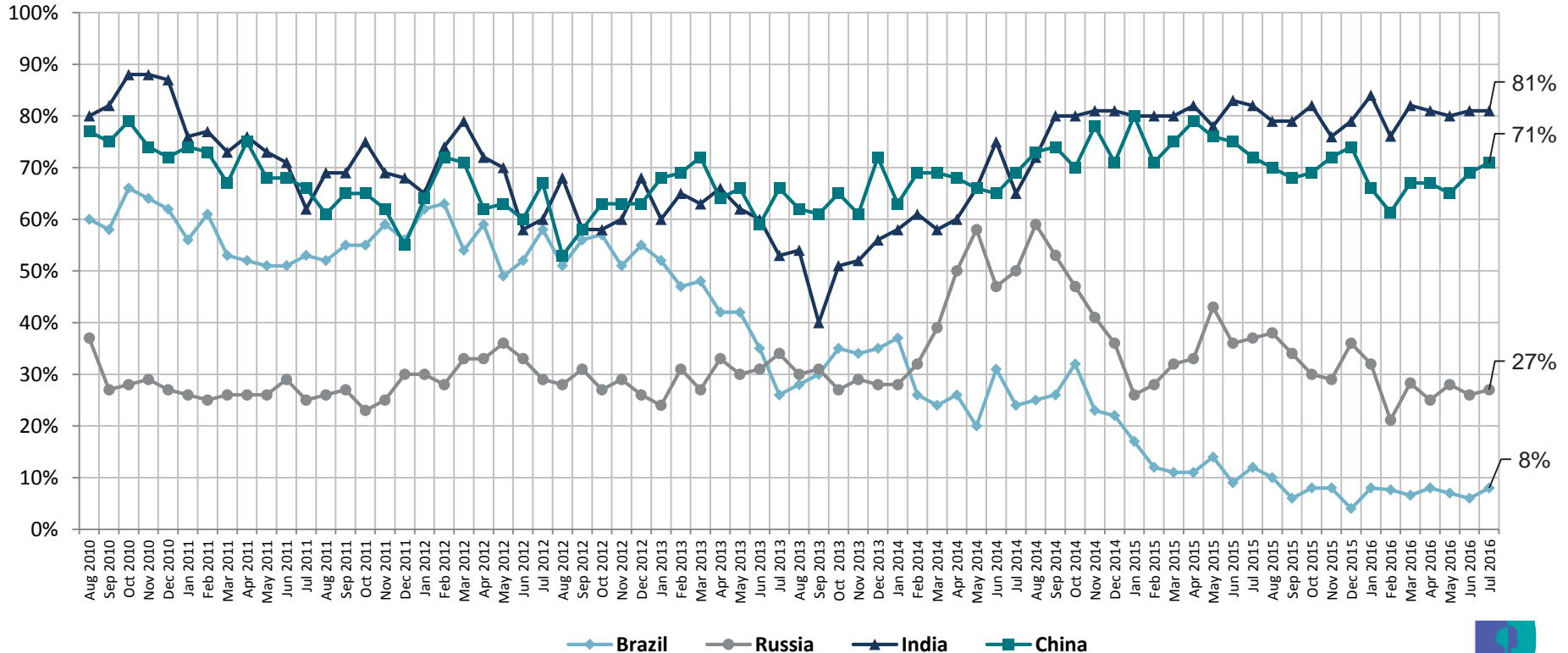


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



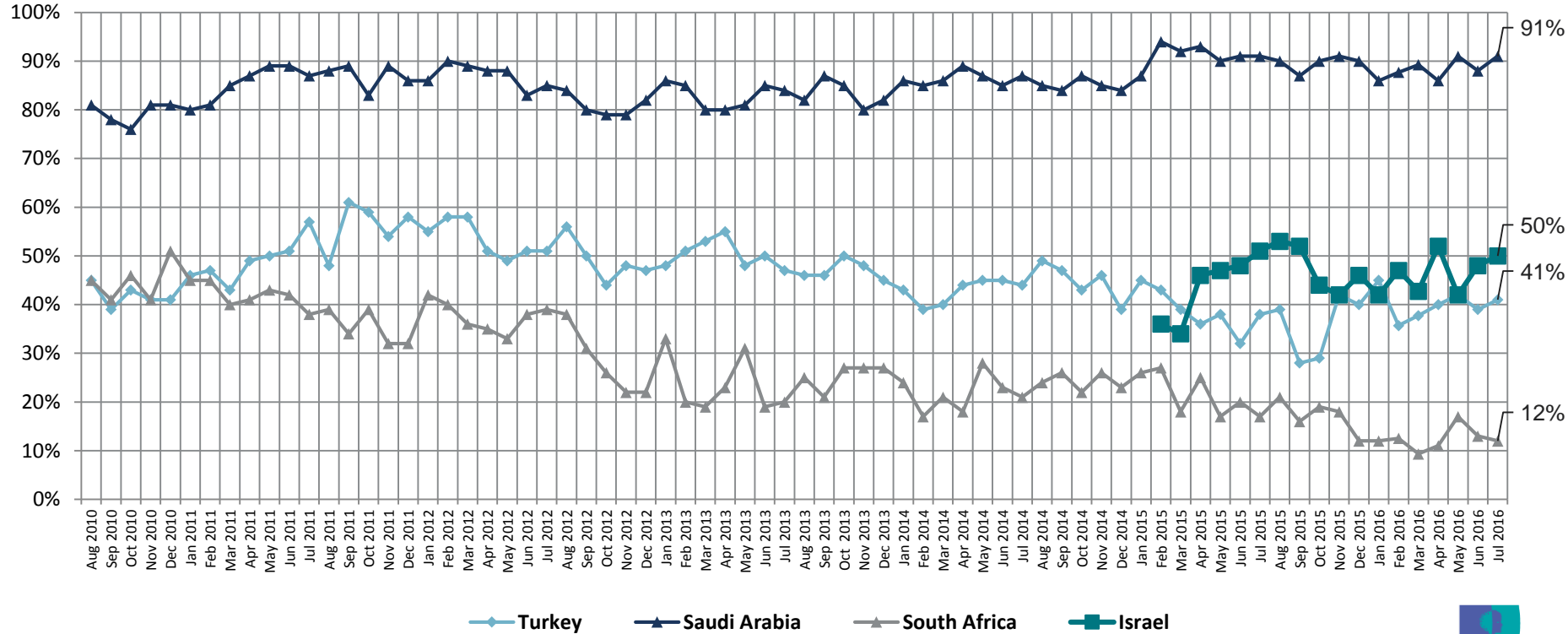
# BRIC Countries - Assessing the Current Economic Situation

## Very Good / Somewhat Good



# Middle East/African Countries - Assessing the Current Economic Situation

## Very Good / Somewhat Good



## 2 Assessing The Economy...

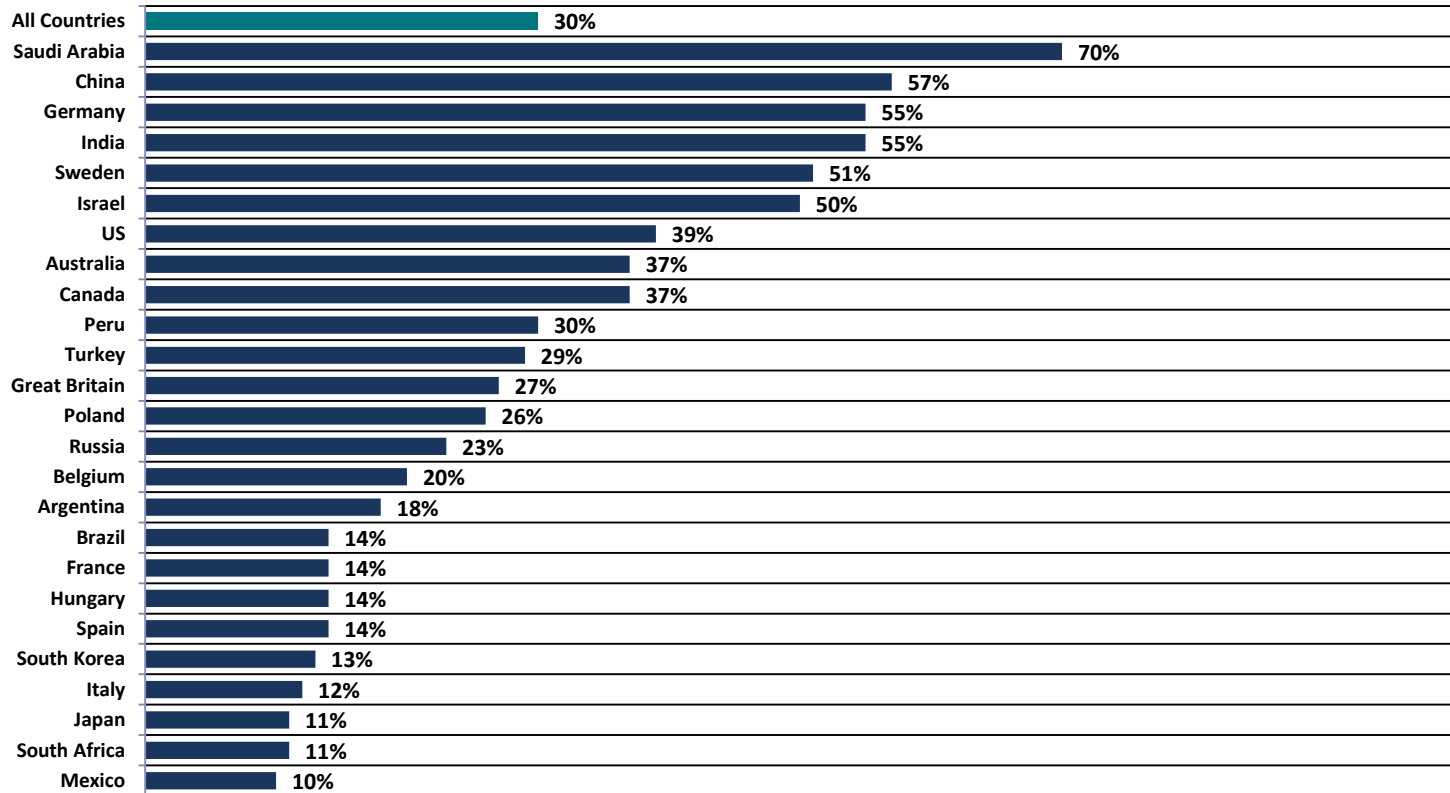
...in Their Local Area



Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy

# Citizen Consumers Who Say The Economy In Their Local Area is Strong...

% Strong (Top 3: 5-6-7)

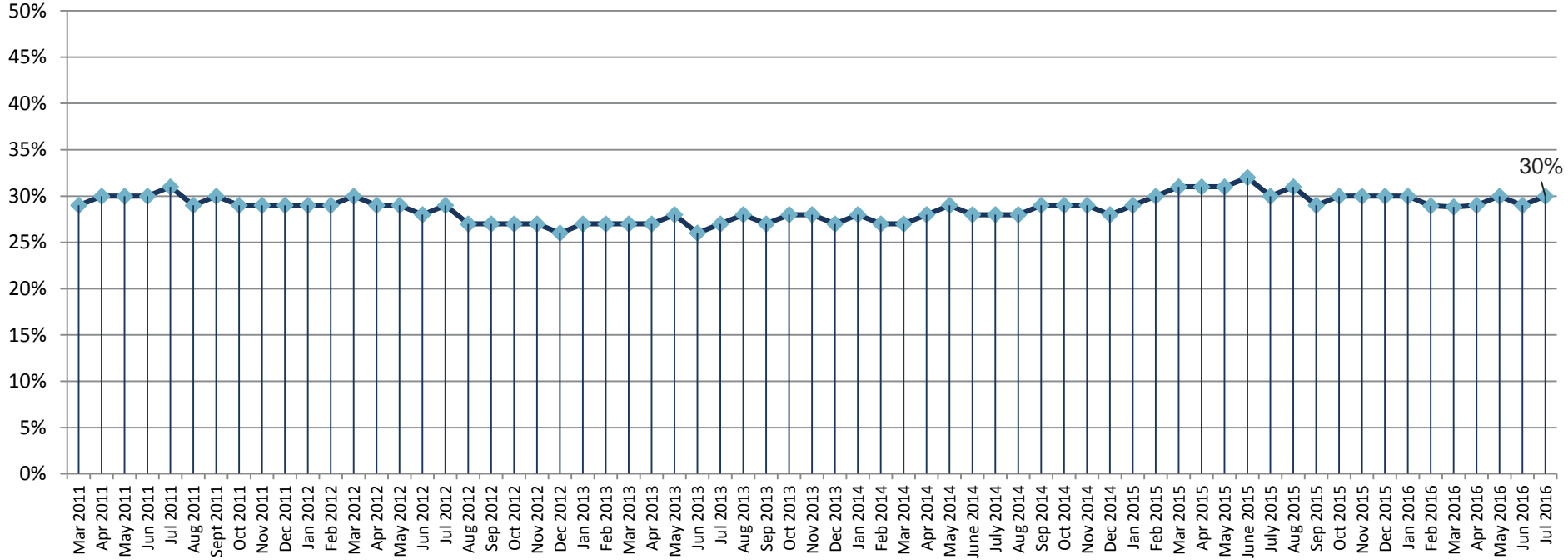


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



# Citizen Consumers Who Say The Economy In Their Local Area is Strong

Total - % Strong (Top 3: 5-6-7)





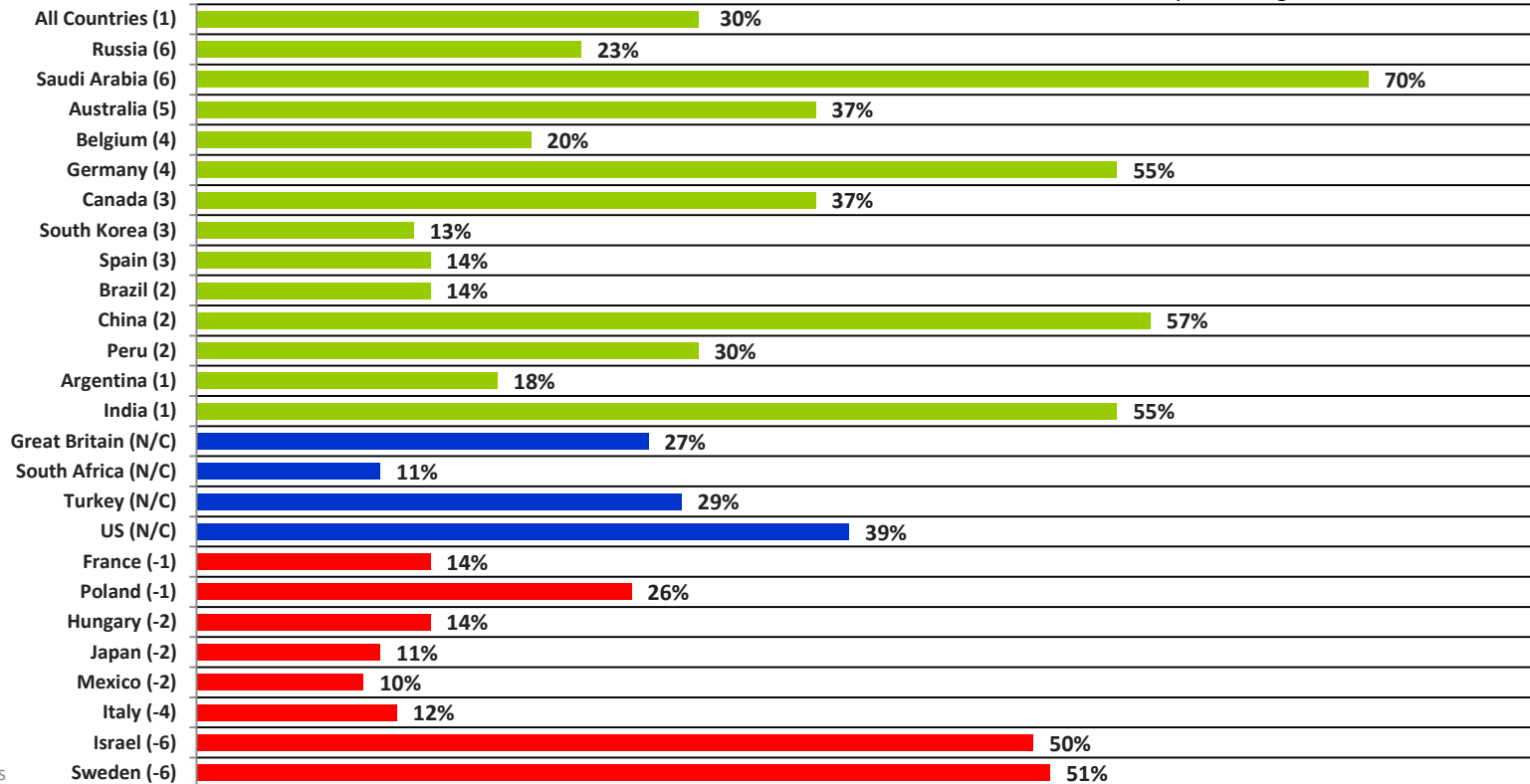
## Citizen Consumers Who Say The Economy In Their Local Area is Strong

	Jul '13	Aug '13	Sep '13	Oct '13	Nov '13	Dec '13	Jan '14	Feb '14	Mar '14	Apr '14	May '14	Jun '14	Jul '14	Aug '14	Sep '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	Apr '15	May '15	Jun '15	July '15	Aug '15	Sep '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16		
<b>Total</b>	27%	28%	27%	28%	28%	27%	28%	27%	27%	28%	29%	28%	28%	28%	29%	29%	29%	28%	29%	30%	31%	31%	31%	32%	30%	31%	29%	30%	30%	30%	30%	29%	29%	29%	30%	29%	30%	29%	30%
<b>Argentina</b>	22%	20%	24%	26%	24%	22%	20%	20%	17%	13%	15%	23%	18%	17%	15%	20%	21%	17%	17%	19%	22%	22%	21%	19%	21%	20%	20%	22%	22%	18%	20%	20%	14%	16%	18%	17%	18%		
<b>Australia</b>	39%	37%	38%	39%	40%	36%	38%	39%	36%	40%	36%	35%	37%	39%	41%	42%	40%	38%	37%	35%	35%	34%	32%	34%	34%	35%	35%	33%	36%	42%	32%	38%	34%	33%	39%	32%	37%		
<b>Belgium</b>	22%	22%	22%	20%	20%	20%	23%	21%	19%	24%	25%	22%	24%	24%	20%	21%	22%	14%	20%	23%	23%	20%	21%	25%	26%	26%	24%	22%	26%	19%	19%	24%	26%	19%	21%	16%	20%		
<b>Brazil</b>	28%	31%	31%	32%	33%	33%	30%	23%	22%	31%	22%	30%	28%	25%	30%	30%	29%	26%	25%	22%	20%	18%	17%	14%	14%	16%	12%	14%	18%	14%	16%	13%	10%	13%	14%	12%	14%		
<b>Canada</b>	45%	44%	44%	45%	47%	44%	42%	41%	44%	40%	42%	42%	49%	47%	46%	48%	47%	41%	41%	40%	37%	35%	40%	40%	40%	32%	35%	31%	34%	33%	32%	21%	24%	33%	33%	34%	37%		
<b>China</b>	48%	47%	46%	49%	49%	53%	45%	52%	51%	52%	48%	47%	53%	53%	56%	51%	63%	60%	66%	53%	56%	63%	60%	60%	58%	53%	49%	54%	57%	58%	54%	50%	54%	55%	54%	55%	57%		
<b>France</b>	12%	11%	11%	12%	10%	12%	12%	12%	12%	13%	13%	12%	11%	10%	12%	11%	12%	10%	12%	15%	11%	12%	14%	11%	13%	12%	12%	15%	15%	17%	20%	16%	15%	13%	16%	15%	14%		
<b>Germany</b>	48%	43%	50%	45%	50%	51%	51%	51%	54%	52%	55%	55%	53%	52%	57%	47%	52%	55%	56%	53%	55%	53%	53%	55%	54%	58%	56%	52%	51%	49%	56%	53%	52%	54%	51%	51%	55%		
<b>Great Britain</b>	20%	21%	17%	21%	22%	20%	21%	25%	26%	25%	28%	26%	29%	30%	29%	31%	33%	28%	33%	32%	38%	38%	41%	42%	34%	35%	36%	33%	29%	29%	33%	32%	33%	24%	30%	27%	27%		
<b>Hungary</b>	12%	11%	10%	10%	9%	12%	15%	12%	13%	13%	13%	12%	13%	13%	12%	15%	14%	13%	12%	12%	13%	14%	14%	15%	13%	16%	13%	14%	15%	15%	16%	15%	17%	17%	15%	16%	14%		
<b>India</b>	36%	34%	27%	32%	32%	36%	34%	37%	35%	38%	43%	47%	44%	47%	52%	53%	53%	51%	56%	50%	58%	53%	51%	56%	53%	52%	56%	53%	55%	50%	61%	52%	55%	57%	57%	54%	55%		
<b>Israel</b>																				51%	49%	51%	56%	57%	59%	56%	59%	56%	53%	59%	50%	58%	53%	59%	55%	56%	50%		
<b>Italy</b>	8%	8%	8%	7%	7%	6%	7%	9%	10%	11%	9%	9%	12%	8%	9%	11%	10%	8%	10%	11%	12%	11%	8%	12%	11%	11%	13%	13%	13%	14%	13%	13%	13%	13%	13%	14%	16%	12%	
<b>Japan</b>	10%	11%	12%	10%	12%	13%	12%	16%	13%	14%	14%	15%	15%	13%	11%	11%	10%	10%	12%	15%	17%	17%	16%	16%	18%	16%	15%	16%	12%	13%	11%	15%	12%	12%	11%	13%	11%		
<b>Mexico</b>	18%	22%	18%	20%	20%	13%	20%	17%	19%	17%	16%	16%	21%	17%	16%	17%	18%	16%	17%	15%	14%	16%	15%	12%	22%	23%	10%	19%	24%	16%	20%	9%	18%	16%	24%	12%	10%		
<b>Peru</b>																																							
<b>Poland</b>	14%	14%	19%	16%	22%	18%	18%	16%	21%	19%	23%	21%	19%	21%	23%	22%	24%	23%	19%	17%	22%	20%	22%	21%	18%	24%	21%	29%	20%	27%	26%	28%	19%	22%	25%	27%	26%		
<b>Russia</b>	20%	17%	21%	17%	22%	18%	16%	22%	28%	31%	32%	25%	26%	33%	35%	30%	27%	26%	29%	22%	30%	27%	27%	32%	24%	29%	24%	25%	23%	24%	18%	24%	23%	20%	21%	17%	23%		
<b>Saudi Arabia</b>	58%	56%	57%	63%	56%	56%	58%	58%	57%	64%	67%	59%	58%	62%	60%	62%	61%	61%	56%	68%	73%	72%	67%	71%	62%	65%	60%	65%	62%	66%	59%	61%	68%	59%	68%	64%	70%		
<b>South Africa</b>	23%	20%	17%	20%	22%	25%	18%	17%	17%	15%	20%	16%	16%	22%	19%	18%	19%	15%	16%	18%	16%	16%	16%	17%	12%	19%	11%	16%	13%	12%	10%	10%	8%	9%	17%	11%	11%		
<b>South Korea</b>	13%	16%	20%	20%	18%	16%	17%	21%	14%	21%	16%	13%	16%	14%	14%	12%	13%	9%	12%	13%	10%	11%	15%	13%	13%	13%	14%	13%	12%	11%	10%	13%	14%	12%	12%	10%	13%		
<b>Spain</b>	6%	7%	8%	7%	7%	7%	6%	8%	6%	9%	11%	10%	10%	9%	9%	8%	9%	9%	10%	13%	13%	13%	12%	15%	12%	14%	15%	13%	15%	14%	15%	11%	13%	13%	12%	11%	14%		
<b>Sweden</b>	56%	53%	50%	54%	52%	49%	55%	51%	60%	49%	51%	53%	56%	51%	59%	48%	47%	53%	54%	59%	53%	51%	51%	62%	54%	53%	58%	60%	50%	53%	59%	58%	57%	55%	57%	57%	51%		
<b>Turkey</b>	38%	35%	35%	37%	38%	37%	31%	31%	30%	37%	35%	36%	33%	39%	33%	36%	35%	27%	30%	29%	38%	30%	29%	28%	27%	31%	23%	23%	33%	27%	39%	29%	33%	30%	31%	29%	29%		
<b>United States</b>	29%	29%	28%	25%	26%	27%	29%	25%	28%	27%	28%	29%	30%	30%	33%	35%	34%	40%	38%	40%	39%	38%	37%	35%	38%	35%	37%	36%	36%	36%	40%	40%	38%	40%	39%	39%			

Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy...

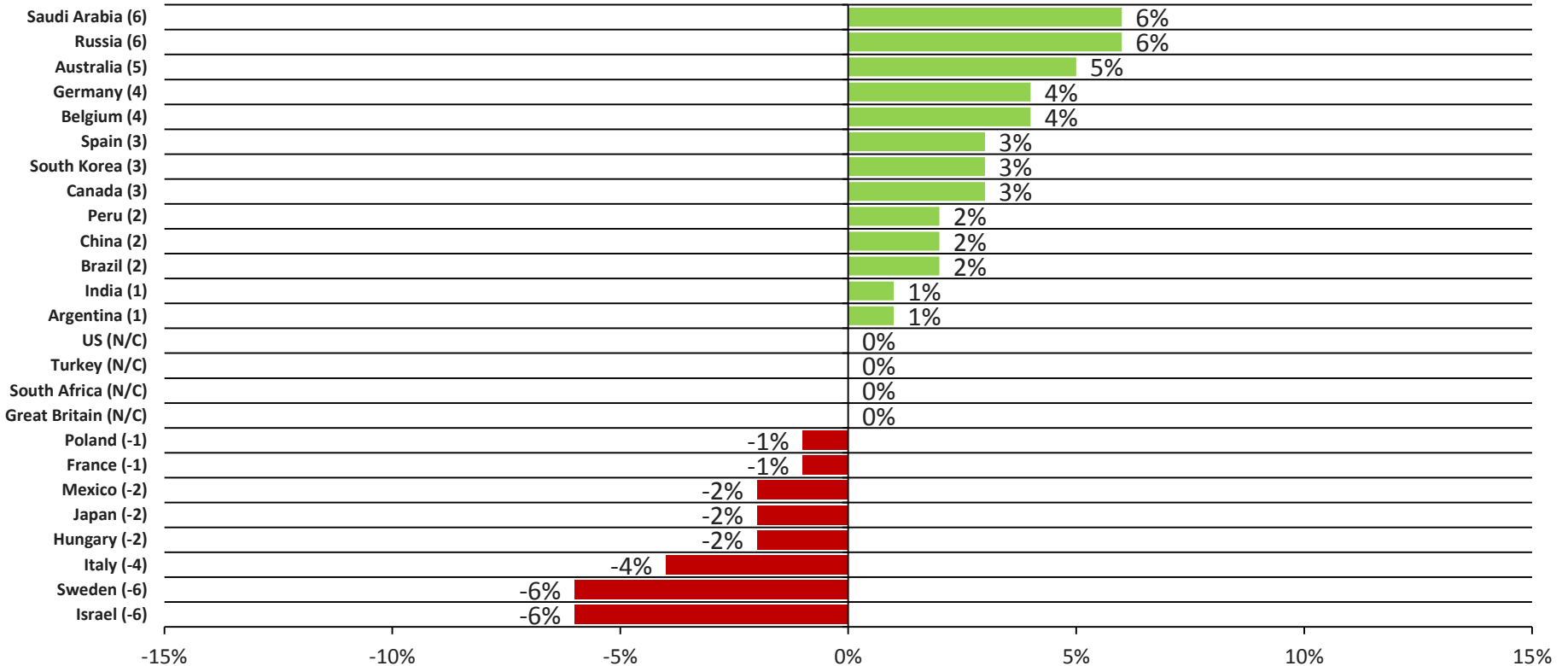
## Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):

**Green** marks countries experiencing improvement;  
**Blue** marks countries with no change from last month;  
**Red** marks countries experiencing a decline;



Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy...

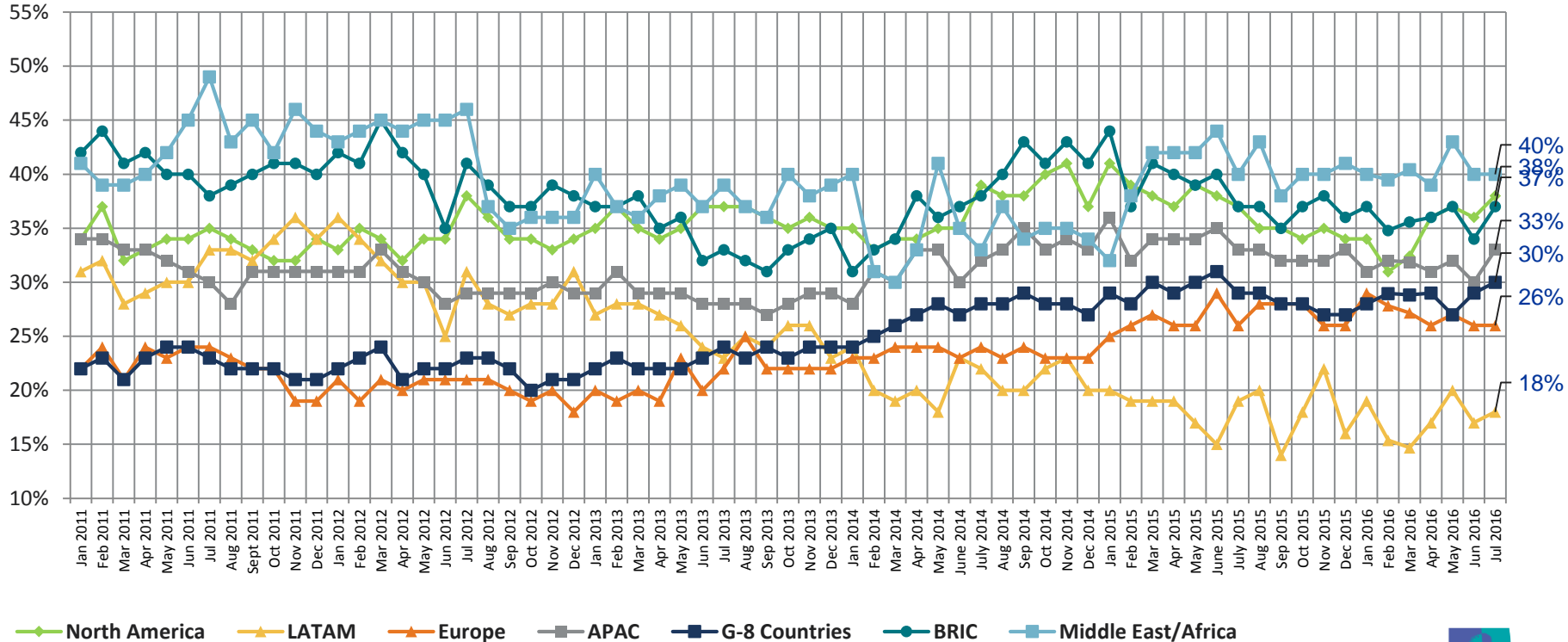
## Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:



Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

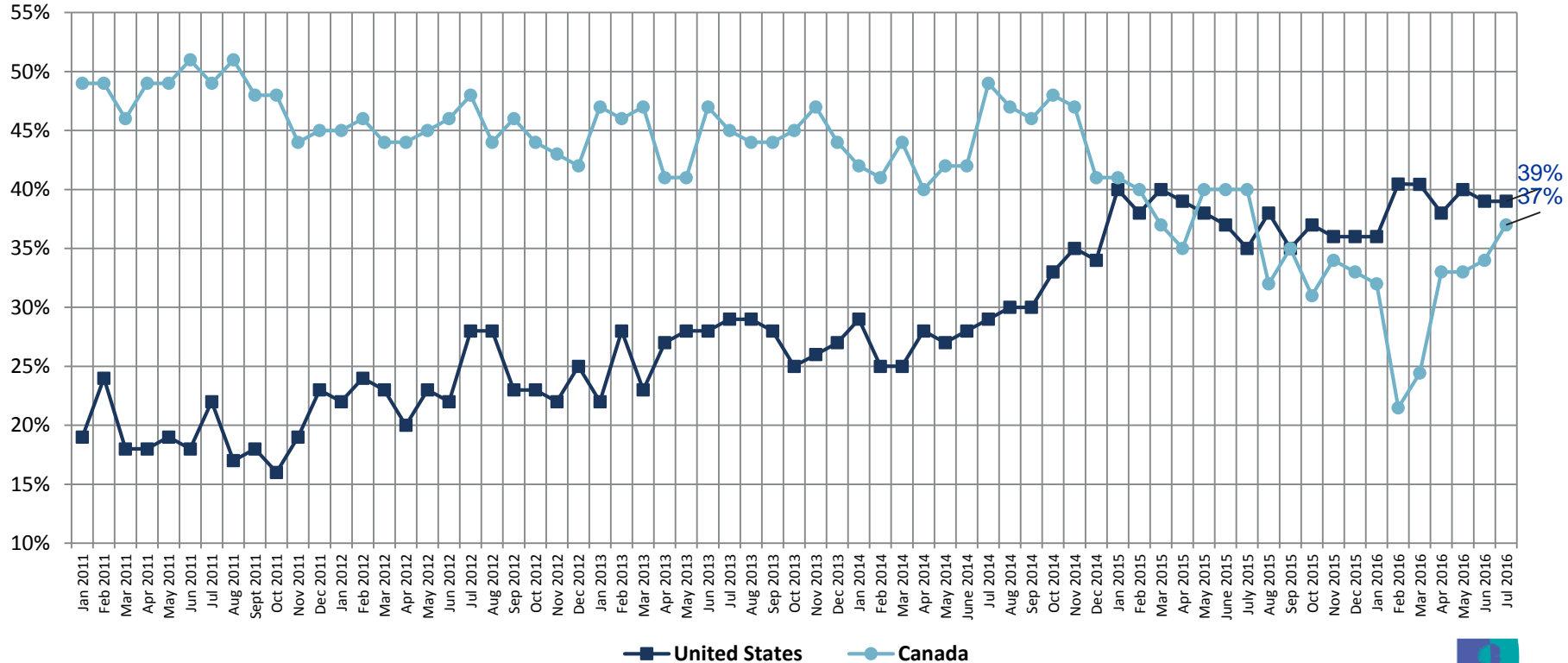
# All Regions - Assess the Strength of Their Local Economy

## % Strong (Top 3 5-6-7)



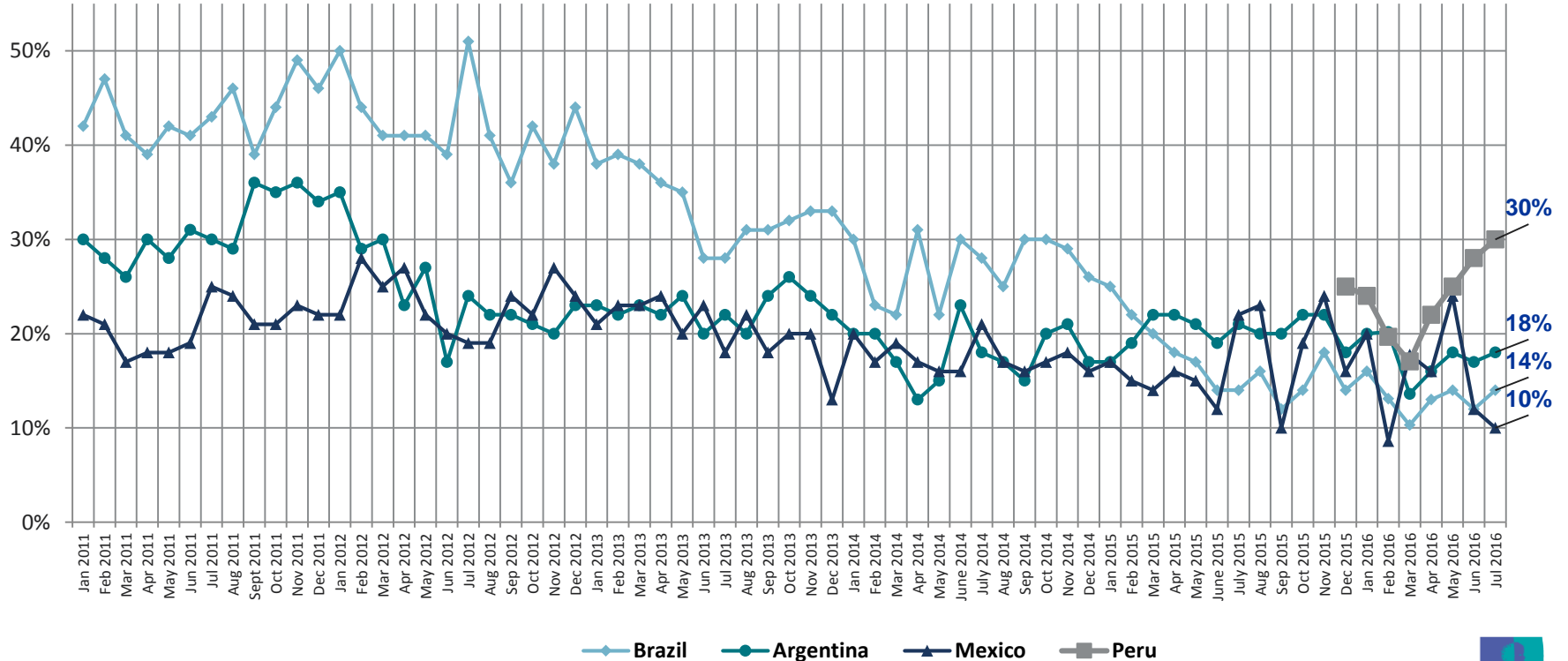
# North American Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)



# LATAM Countries - Assess the Strength of Their Local Economy

## % Strong (Top 3 5-6-7)



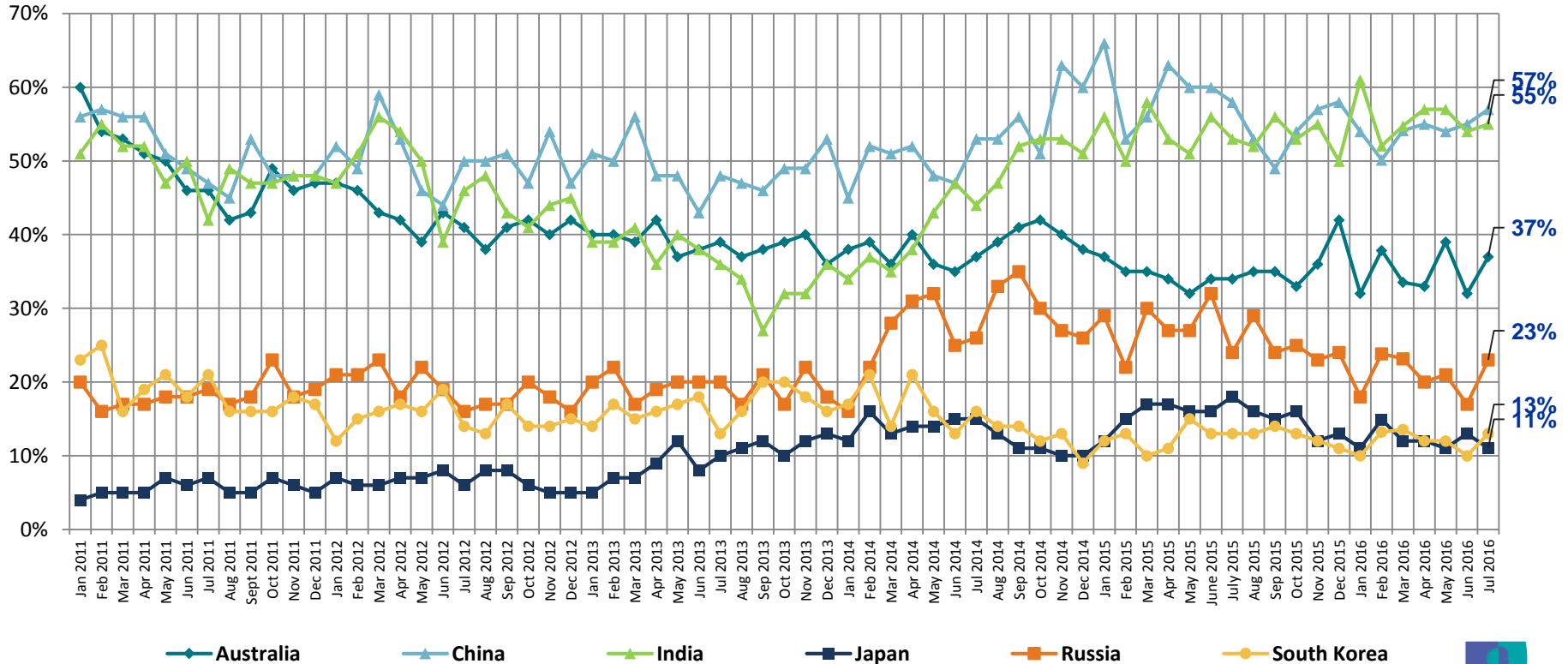


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



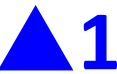
# APAC Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)



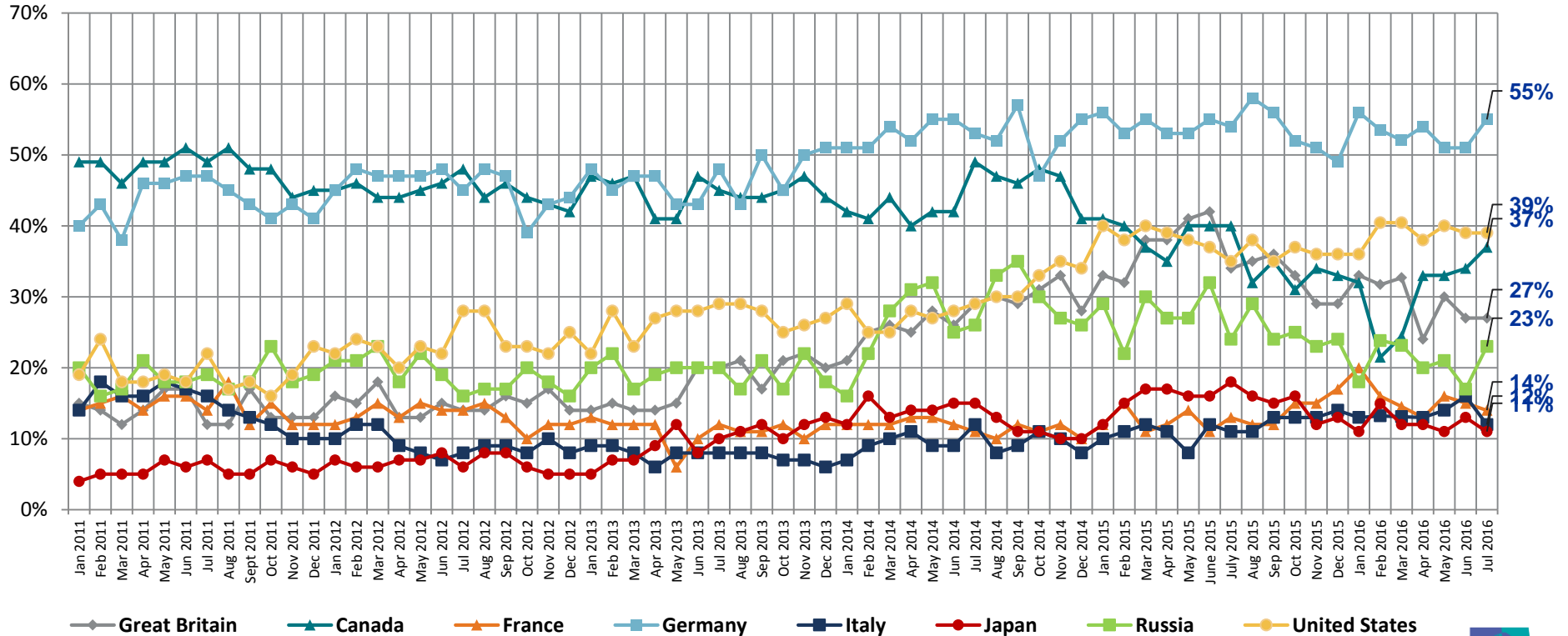


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



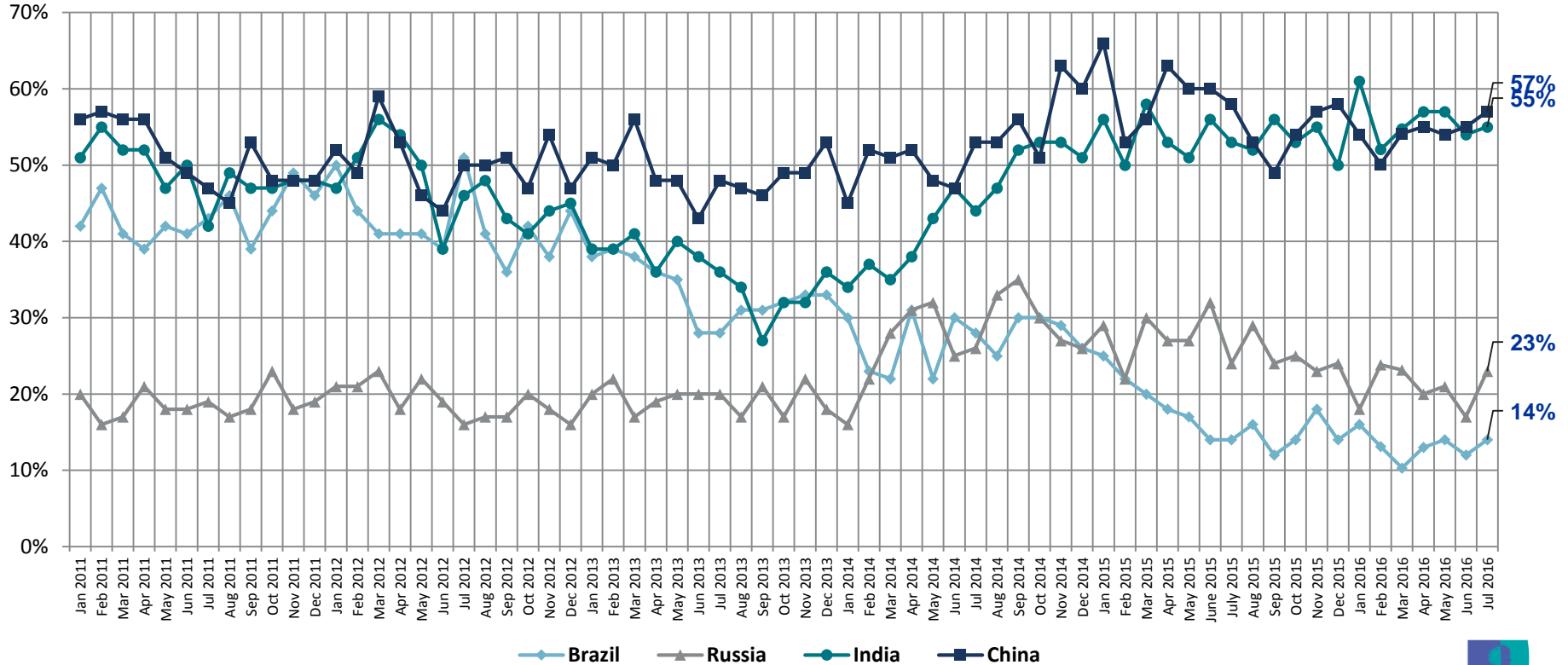
# G8 Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)



# BRIC Countries - Assess the Strength of Their Local Economy

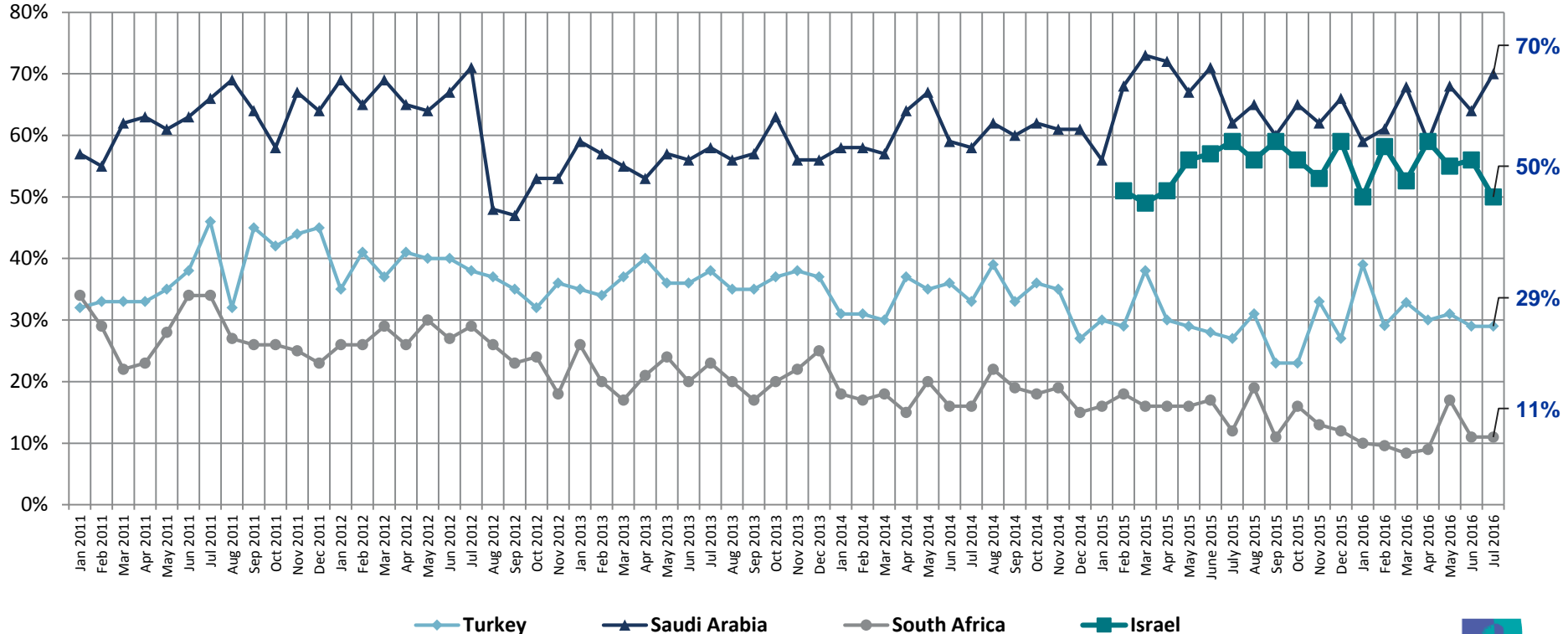
% Strong (Top 3 5-6-7)



Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

# Middle East/African Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)



# ③ Assessing the Strength of The Local Economy...

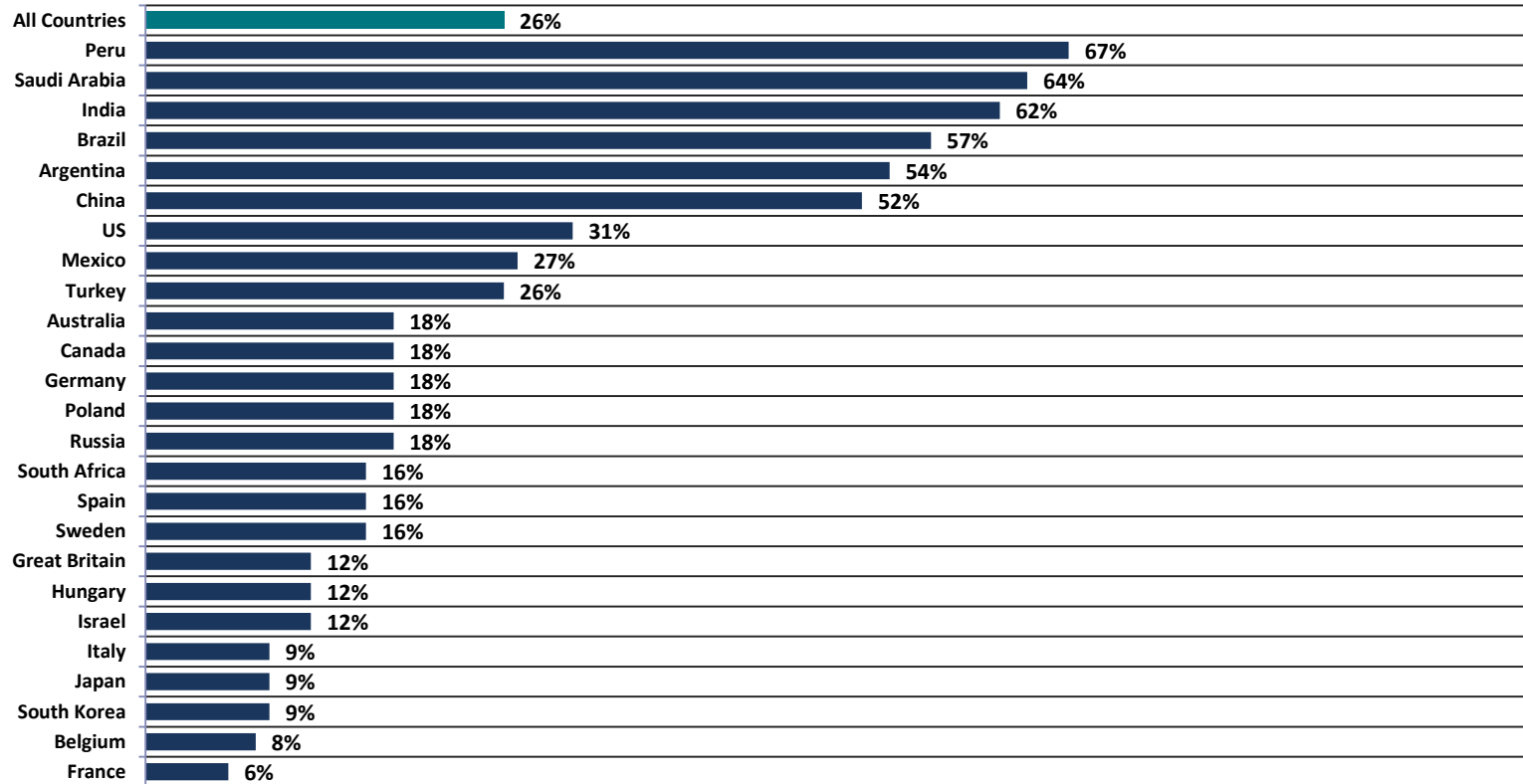
...Six Months From Now



Looking ahead 6 months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

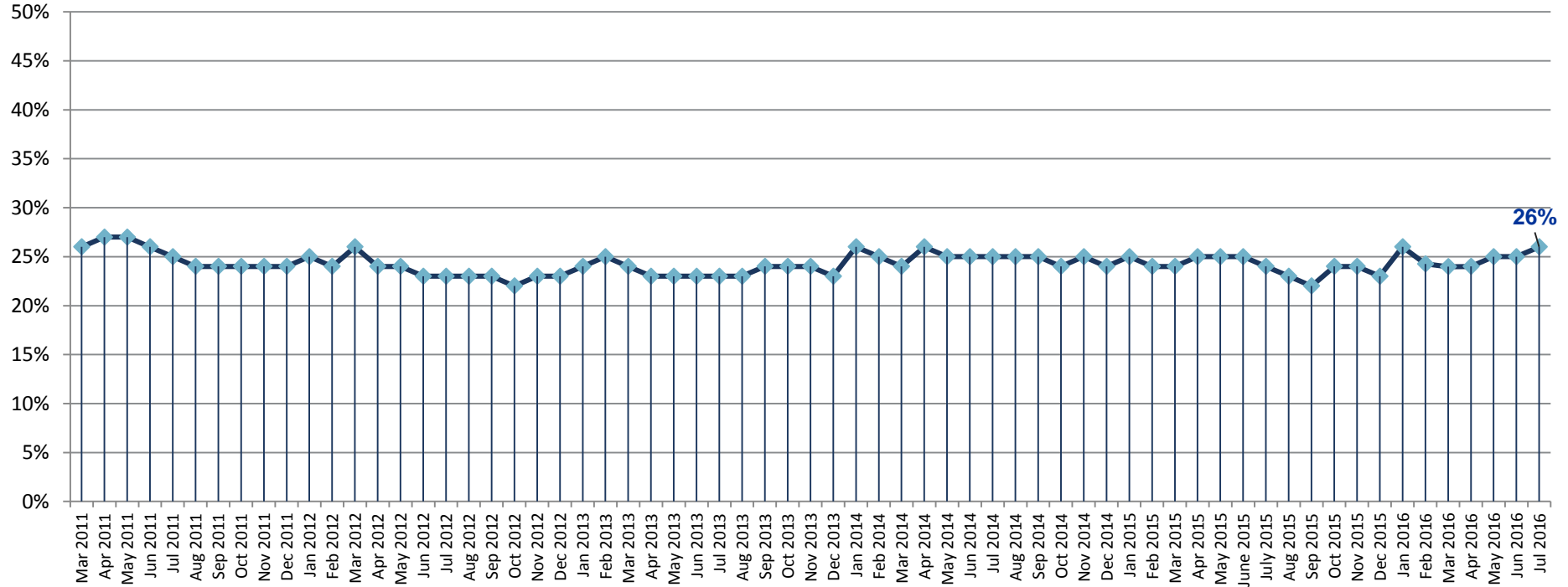
## Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months...

% Much Stronger / Somewhat Stronger



## Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months...

Global Total  
% Much Stronger / Somewhat Stronger



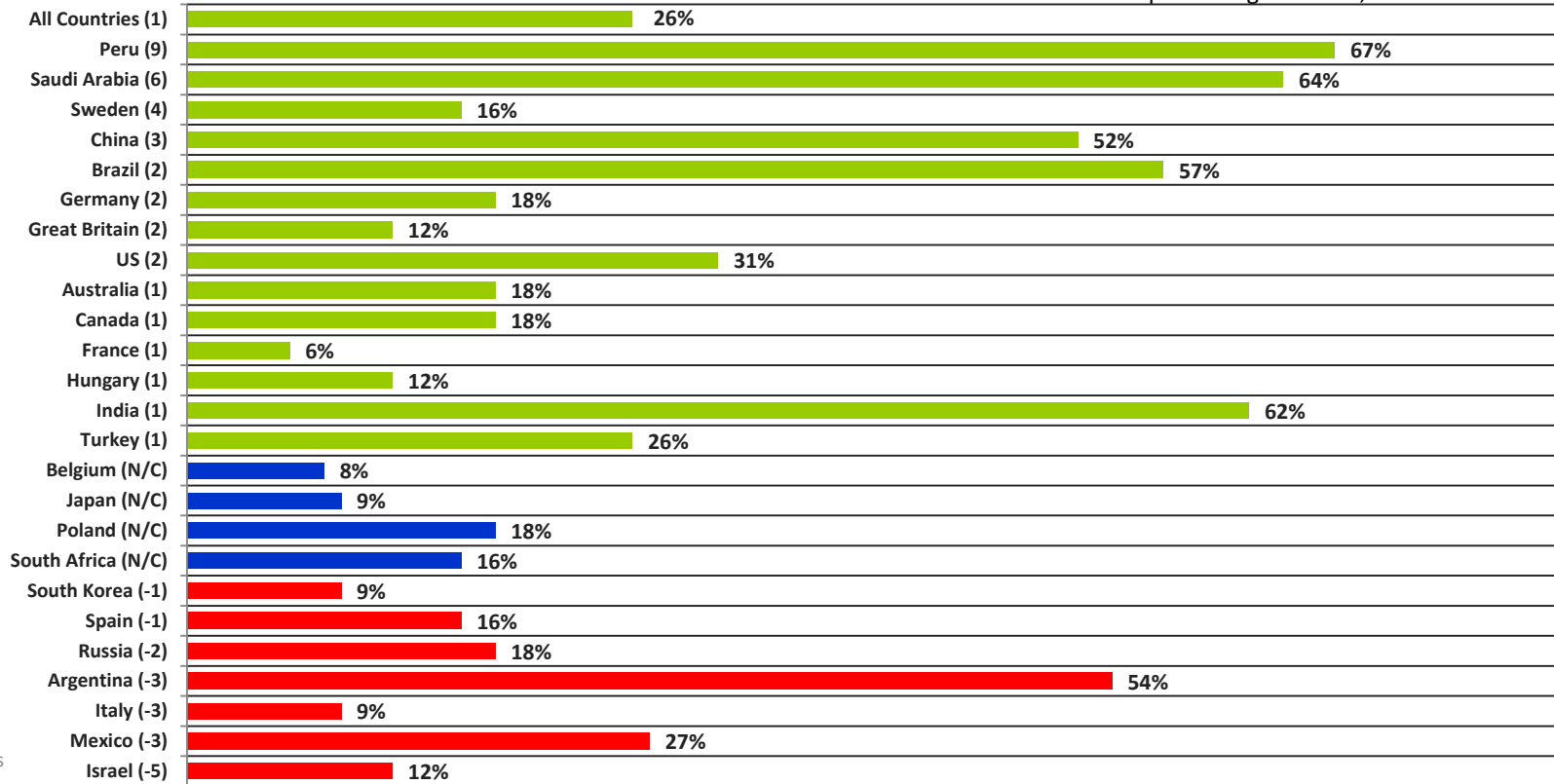
# Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months...

	Jul '13	Aug '13	Sep '13	Oct '13	Nov '13	Dec '13	Jan '14	Feb '14	Mar '14	Apr '14	May '14	Jun '14	Jul '14	Aug '14	Sep '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	Apr '15	May '15	Jun '15	July '15	Aug '15	Sep '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	
<b>Total</b>	23%	23%	24%	24%	24%	23%	26%	25%	24%	26%	25%	25%	25%	25%	24%	25%	24%	25%	24%	25%	25%	25%	25%	25%	24%	23%	22%	24%	24%	23%	26%	24%	24%	24%	24%	25%	25%	26%
<b>Argentina</b>	37%	41%	39%	37%	41%	37%	39%	37%	33%	31%	31%	31%	33%	35%	31%	31%	34%	27%	33%	32%	32%	33%	34%	33%	36%	37%	35%	42%	61%	58%	65%	56%	49%	53%	59%	57%	54%	
<b>Australia</b>	15%	19%	29%	21%	20%	18%	15%	16%	16%	17%	16%	13%	13%	15%	19%	18%	17%	18%	15%	17%	13%	18%	12%	17%	16%	15%	16%	20%	17%	19%	15%	14%	12%	14%	18%	17%	18%	
<b>Belgium</b>	7%	16%	12%	12%	9%	10%	14%	11%	8%	8%	16%	9%	11%	10%	11%	10%	11%	6%	12%	10%	10%	11%	12%	14%	14%	12%	11%	9%	12%	9%	10%	10%	12%	7%	11%	8%	8%	
<b>Brazil</b>	60%	64%	63%	62%	62%	61%	68%	64%	58%	58%	56%	57%	62%	57%	57%	64%	58%	57%	55%	51%	52%	53%	51%	51%	53%	52%	52%	52%	51%	53%	53%	53%	53%	54%	54%	55%	57%	
<b>Canada</b>	17%	19%	17%	16%	20%	16%	18%	18%	18%	19%	18%	14%	18%	16%	18%	14%	18%	19%	18%	17%	16%	17%	19%	15%	16%	13%	16%	18%	24%	18%	15%	17%	16%	19%	20%	17%	18%	
<b>China</b>	39%	35%	35%	39%	40%	44%	40%	40%	36%	41%	39%	37%	36%	42%	41%	37%	53%	46%	51%	44%	49%	50%	52%	52%	52%	46%	47%	44%	52%	49%	48%	41%	47%	49%	44%	49%	52%	
<b>France</b>	4%	5%	5%	6%	3%	5%	6%	4%	5%	7%	6%	4%	3%	3%	2%	4%	4%	4%	4%	5%	5%	7%	5%	5%	5%	5%	4%	6%	5%	6%	11%	5%	5%	6%	8%	5%	6%	
<b>Germany</b>	15%	17%	19%	16%	20%	21%	19%	19%	18%	21%	20%	17%	19%	16%	18%	14%	15%	14%	17%	21%	16%	16%	16%	15%	17%	16%	16%	17%	15%	16%	17%	15%	12%	15%	13%	16%	18%	
<b>Great Britain</b>	17%	17%	15%	18%	20%	17%	20%	24%	21%	21%	21%	18%	19%	21%	20%	18%	19%	18%	19%	17%	21%	21%	22%	25%	19%	18%	19%	14%	15%	16%	14%	12%	10%	12%	10%	12%	10%	12%
<b>Hungary</b>	8%	11%	11%	10%	11%	14%	17%	13%	12%	14%	14%	10%	11%	11%	13%	16%	11%	9%	8%	11%	10%	11%	8%	11%	10%	10%	8%	9%	12%	12%	11%	11%	11%	12%	9%	11%	12%	
<b>India</b>	43%	40%	41%	42%	43%	46%	51%	48%	50%	53%	60%	70%	62%	61%	71%	69%	71%	65%	62%	64%	67%	59%	61%	66%	63%	56%	62%	63%	58%	56%	69%	57%	65%	63%	59%	61%	62%	
<b>Israel</b>																				8%	15%	18%	13%	18%	11%	10%	14%	10%	11%	15%	13%	13%	9%	14%	17%	12%		
<b>Italy</b>	13%	14%	14%	13%	9%	13%	14%	13%	15%	13%	16%	15%	15%	12%	10%	10%	9%	8%	14%	12%	11%	13%	11%	12%	12%	11%	11%	14%	13%	14%	14%	12%	11%	11%	9%	12%	9%	
<b>Japan</b>	18%	15%	18%	18%	15%	15%	19%	18%	15%	13%	14%	13%	15%	12%	12%	10%	10%	12%	13%	14%	15%	17%	14%	14%	15%	13%	12%	12%	11%	13%	11%	11%	9%	10%	7%	9%	9%	
<b>Mexico</b>	34%	33%	35%	32%	33%	27%	34%	34%	29%	31%	31%	31%	34%	26%	30%	32%	31%	30%	33%	38%	25%	30%	28%	30%	30%	30%	22%	41%	32%	24%	32%	31%	26%	27%	30%	27%		
<b>Peru</b>																													47%	49%	53%	48%	47%	58%	58%	67%		
<b>Poland</b>	12%	13%	11%	16%	13%	12%	17%	14%	14%	14%	17%	15%	17%	15%	15%	17%	18%	18%	13%	12%	15%	20%	16%	16%	17%	18%	16%	15%	14%	17%	13%	16%	14%	18%	16%	18%		
<b>Russia</b>	13%	13%	14%	15%	15%	15%	14%	17%	19%	26%	26%	24%	17%	34%	27%	27%	19%	20%	26%	18%	26%	25%	24%	33%	22%	30%	21%	20%	24%	21%	19%	31%	24%	21%	22%	20%	18%	
<b>Saudi Arabia</b>	52%	51%	51%	48%	49%	51%	52%	49%	49%	59%	53%	56%	54%	55%	52%	48%	50%	51%	47%	60%	66%	58%	63%	66%	58%	58%	48%	55%	49%	53%	51%	51%	52%	51%	62%	58%	64%	
<b>South Africa</b>	12%	13%	11%	15%	14%	16%	12%	13%	15%	11%	13%	15%	18%	16%	18%	15%	20%	16%	15%	16%	12%	13%	13%	11%	10%	13%	11%	12%	15%	11%	13%	13%	13%	15%	18%	16%	16%	
<b>South Korea</b>	14%	17%	15%	18%	13%	13%	14%	15%	14%	18%	13%	10%	11%	12%	11%	10%	11%	9%	10%	11%	9%	12%	13%	11%	12%	9%	14%	11%	12%	10%	8%	10%	10%	10%	12%	10%	9%	
<b>Spain</b>	15%	17%	21%	15%	19%	19%	18%	18%	19%	18%	19%	17%	19%	18%	20%	13%	17%	16%	20%	20%	20%	20%	20%	20%	23%	21%	23%	22%	21%	21%	22%	23%	19%	19%	19%	14%	17%	16%
<b>Sweden</b>	9%	13%	13%	15%	11%	10%	13%	13%	15%	13%	20%	12%	12%	14%	13%	16%	16%	14%	11%	10%	11%	16%	13%	8%	16%	11%	11%	12%	8%	9%	5%	10%	11%	14%	12%	16%		
<b>Turkey</b>	27%	25%	26%	28%	26%	26%	24%	26%	26%	27%	25%	27%	24%	29%	22%	23%	25%	22%	26%	22%	22%	24%	24%	25%	20%	23%	21%	20%	32%	22%	35%	26%	24%	27%	24%	25%	26%	
<b>United States</b>	26%	26%	23%	22%	22%	23%	25%	21%	19%	23%	23%	21%	22%	23%	21%	27%	26%	26%	29%	27%	29%	27%	28%	29%	24%	26%	24%	24%	25%	26%	23%	25%	26%	27%	29%	29%	31%	

Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

## Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):

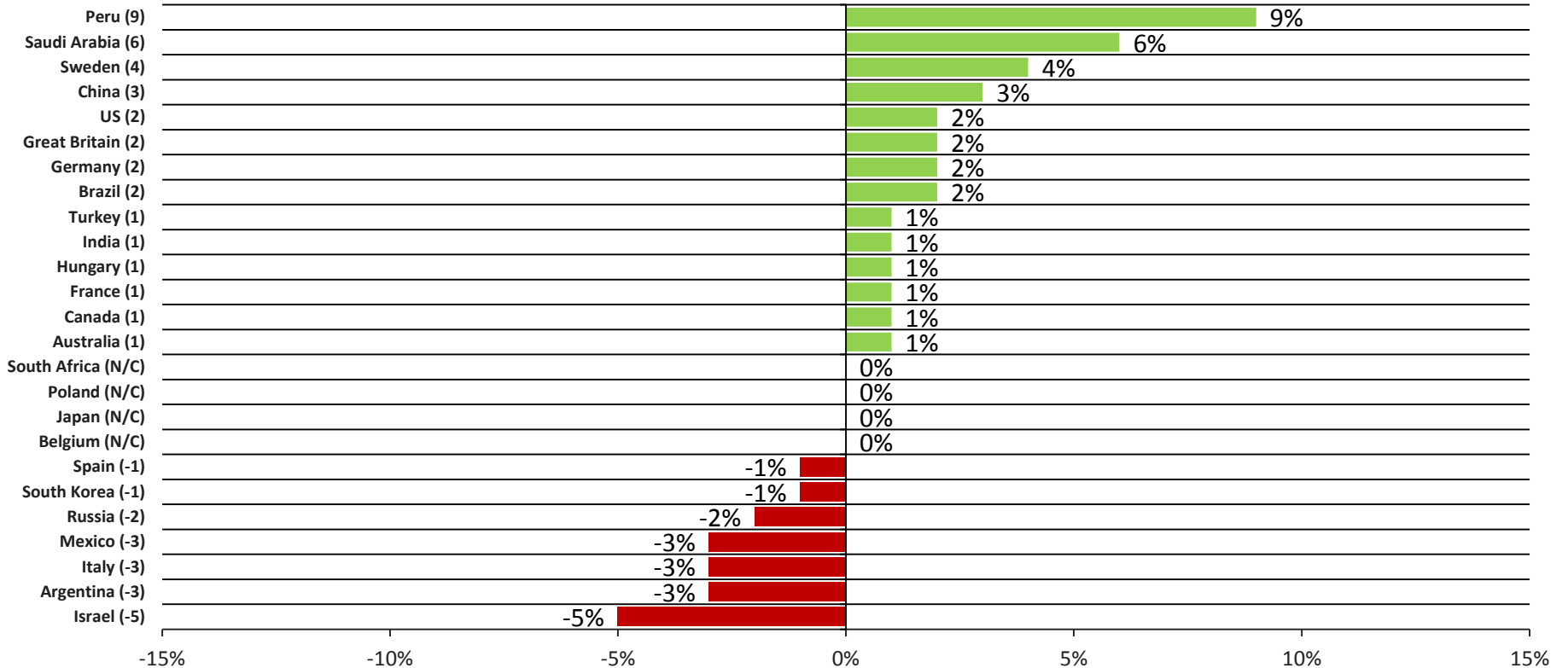
**Green** marks countries experiencing improvement;  
**Blue** marks countries with no change from last month;  
**Red** marks countries experiencing a decline;





Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

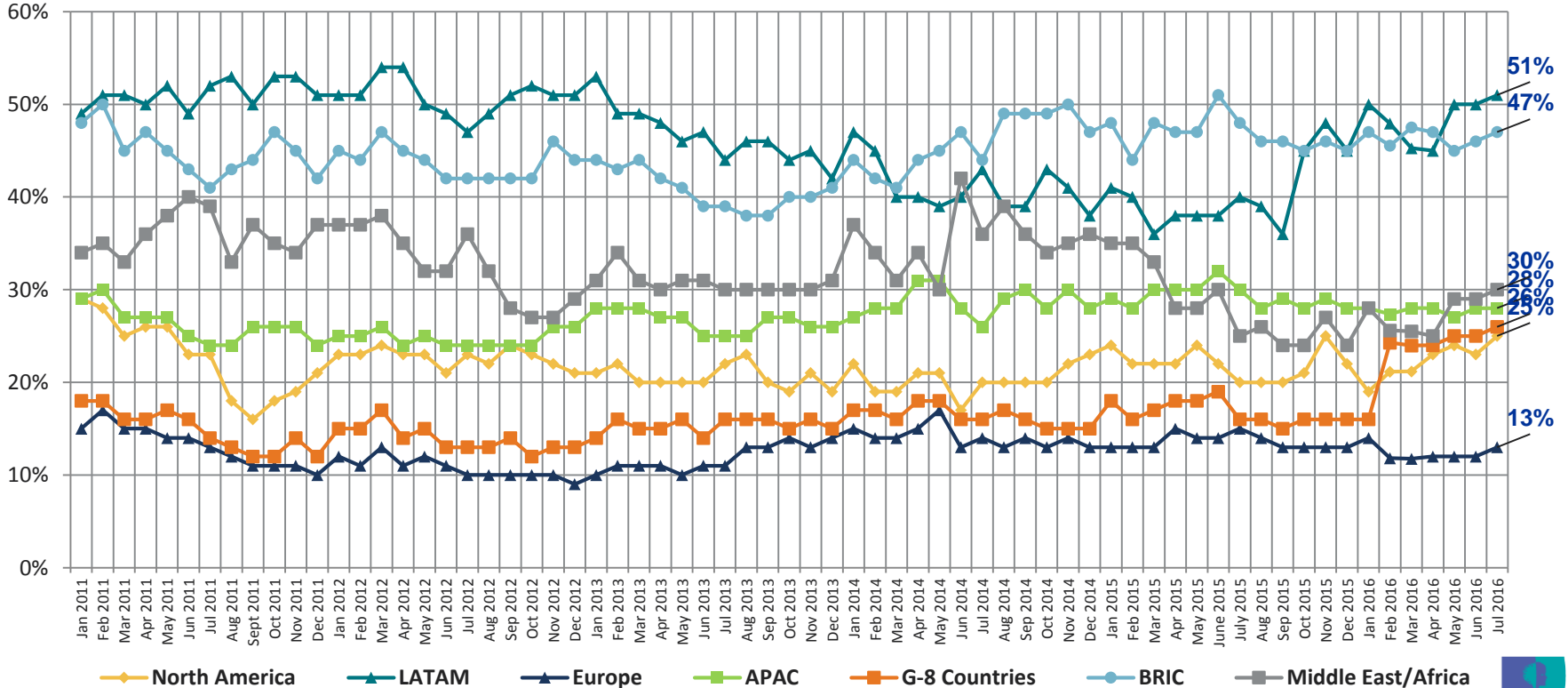
## Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:



Looking ahead 6 months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

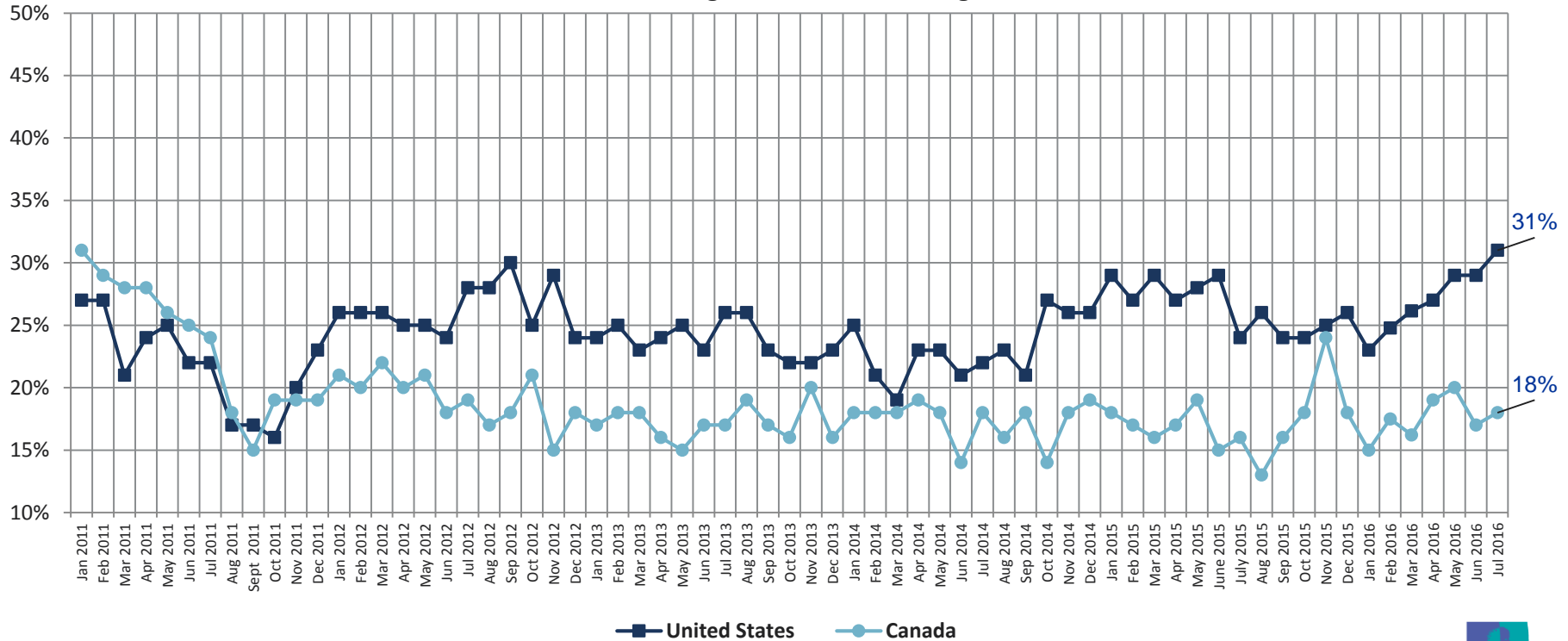
# All Regions - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

## % Much Stronger / Somewhat Stronger



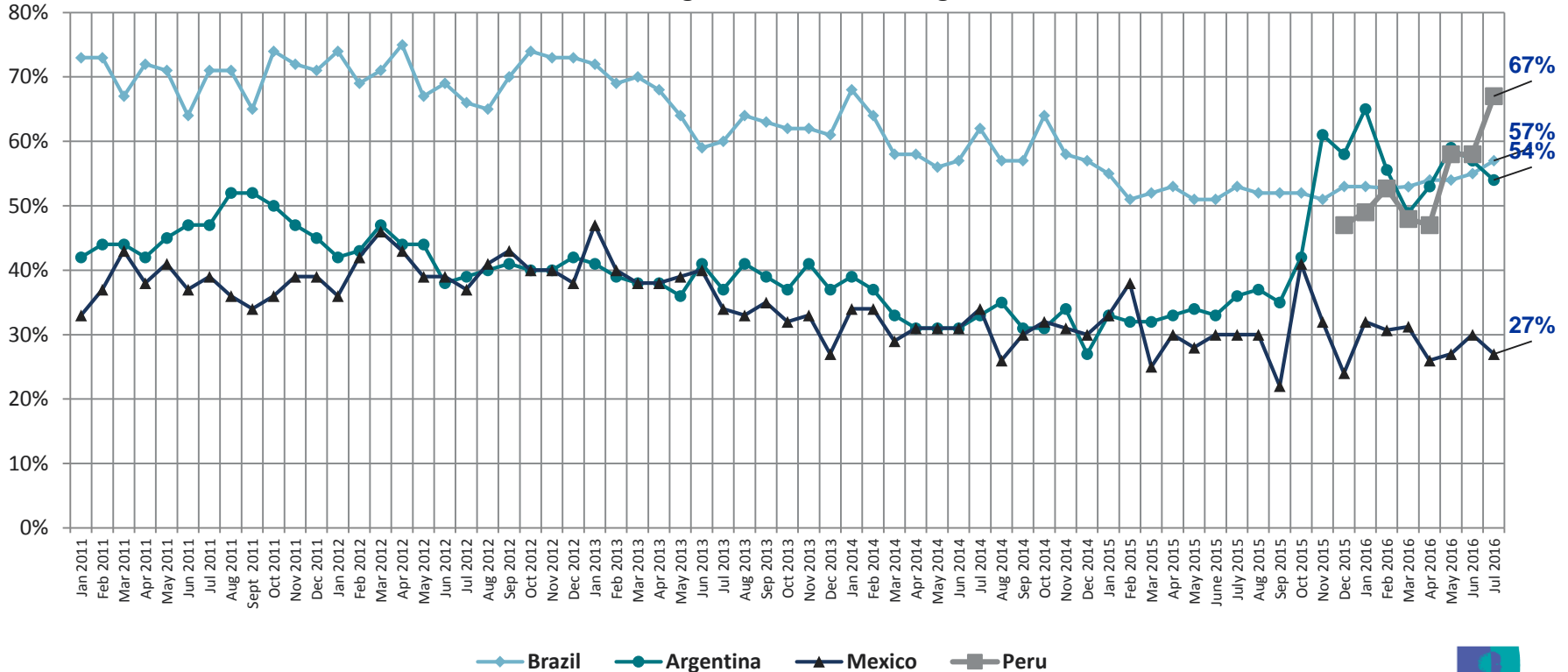
# North American Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

% Much Stronger / Somewhat Stronger



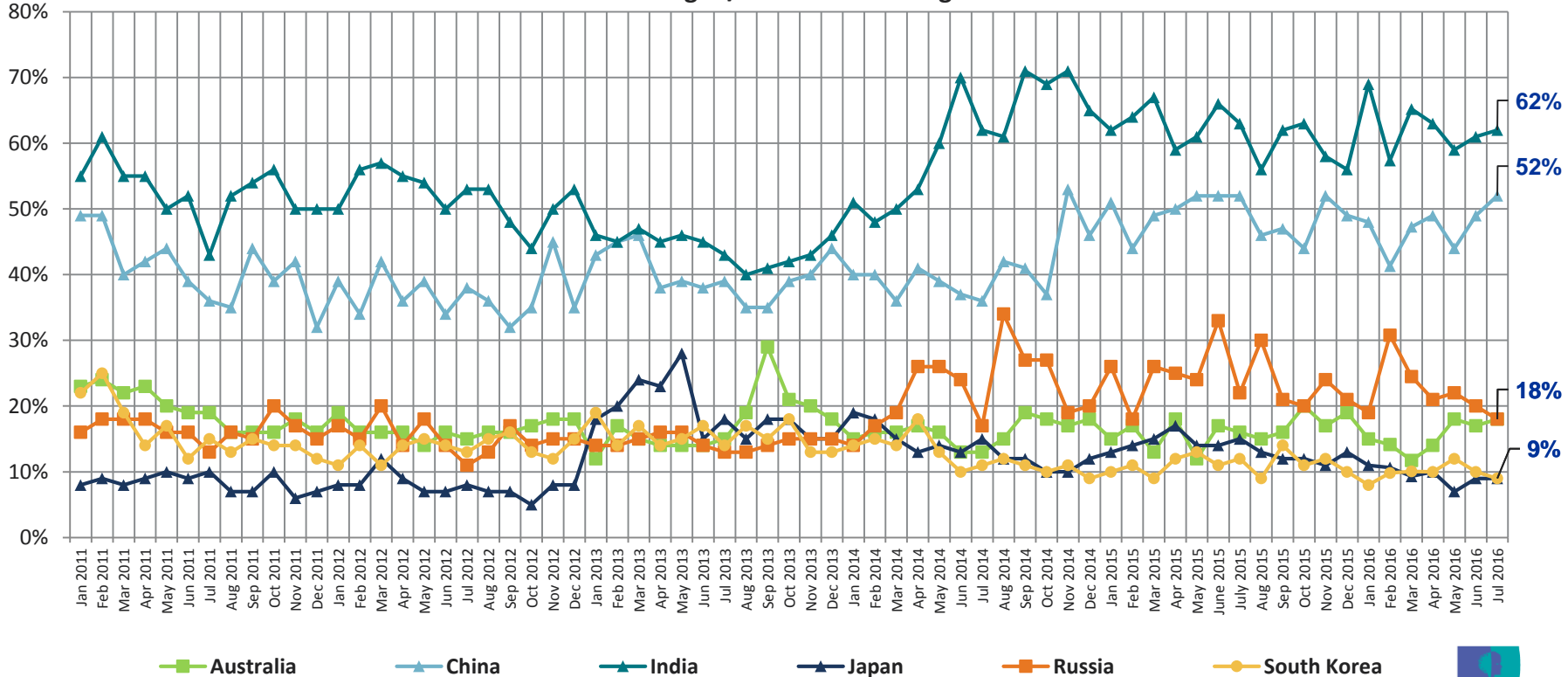
# LATAM Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

% Much Stronger / Somewhat Stronger



# APAC Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

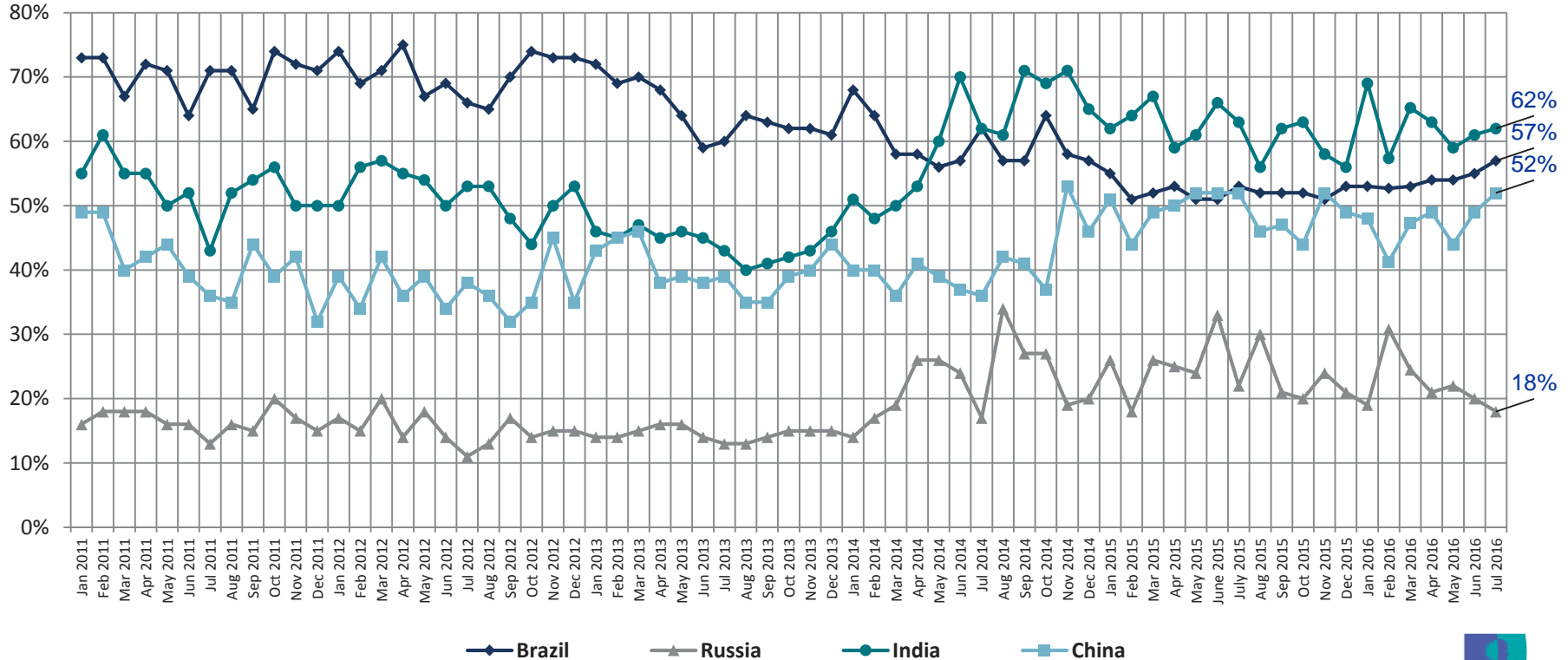
% Much Stronger / Somewhat Stronger



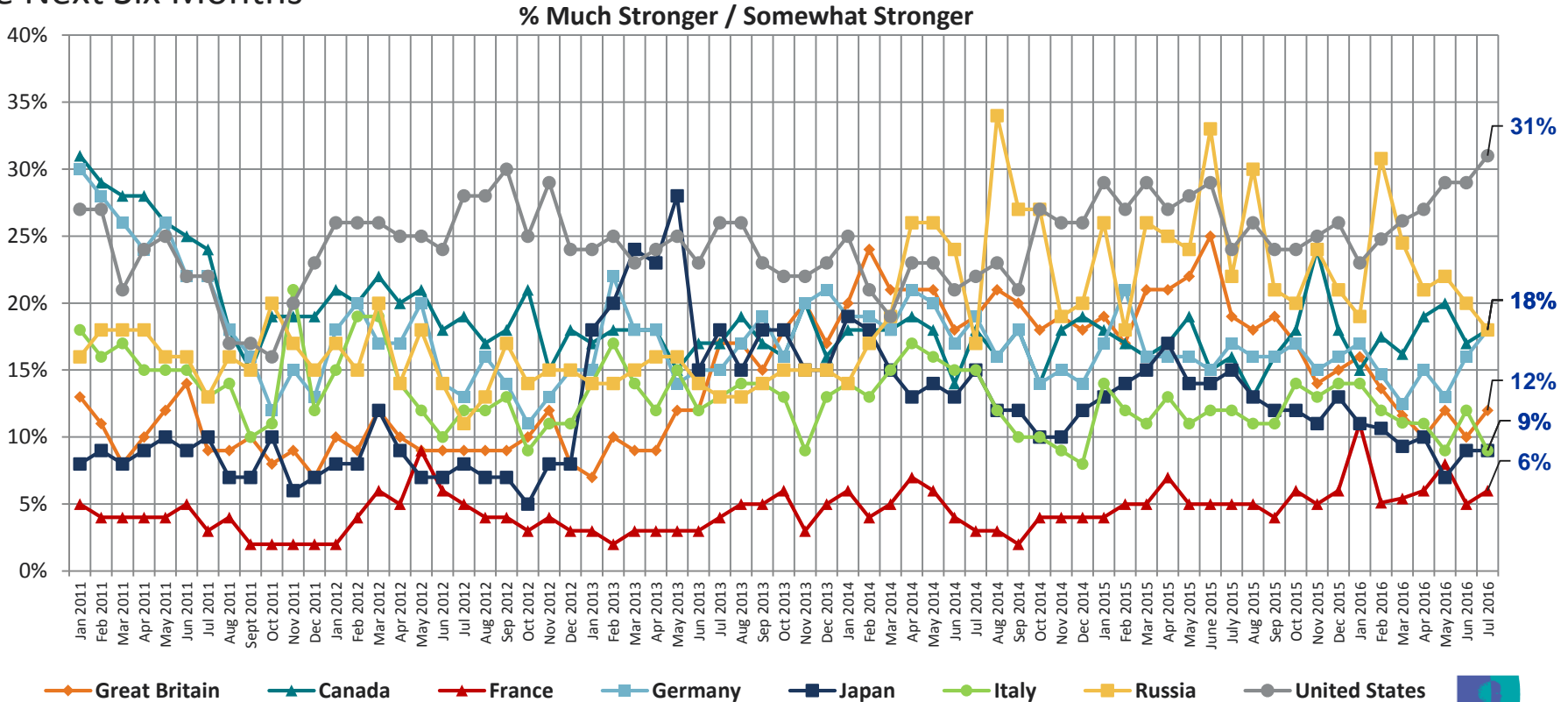


# BRIC Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

% Much Stronger / Somewhat Stronger

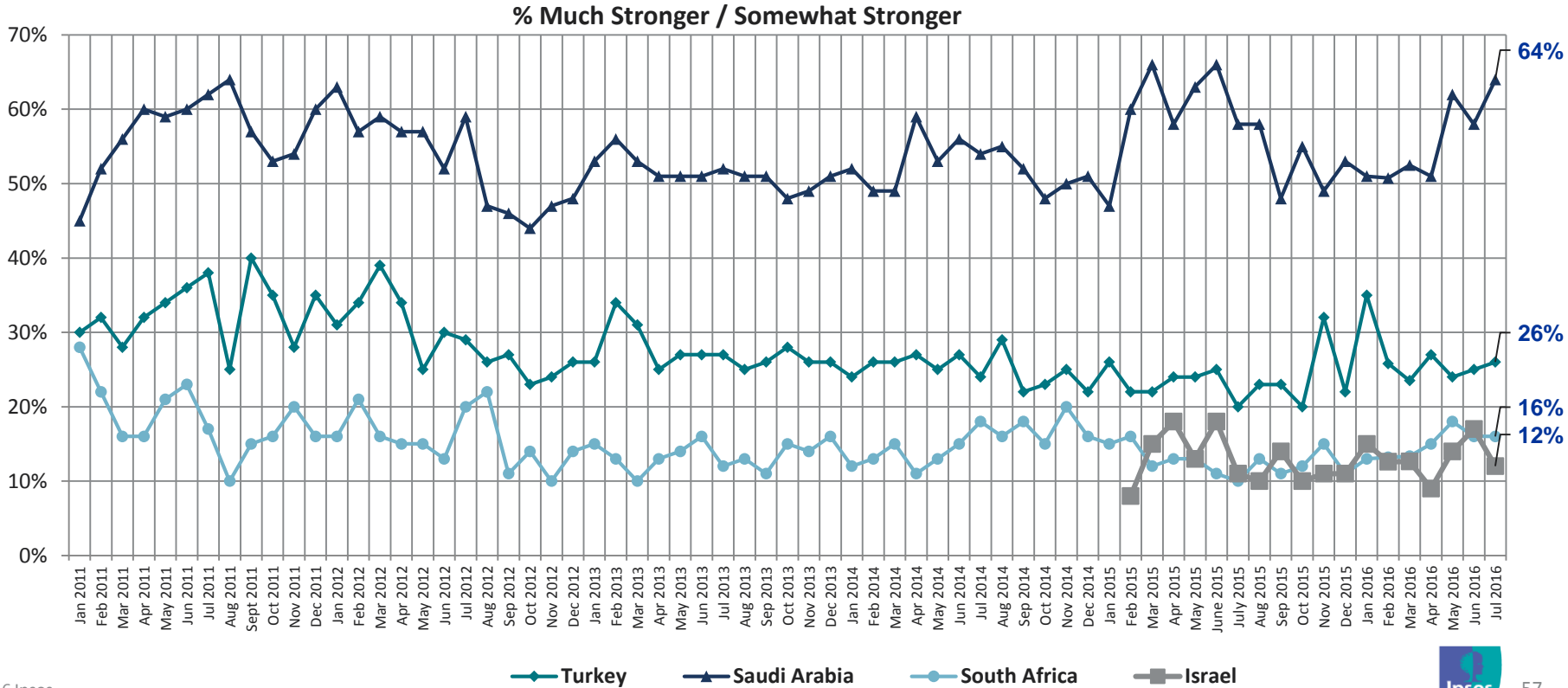


# G8 Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months





# Middle East/African Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months



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