

# *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 89 (G@89), an Ipsos survey conducted between November 25<sup>th</sup> and December 9<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 18,057 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.
- **The results for this wave include extra countries:** Chile, Colombia. While these have been added, the total average scores for each section have been calculated without taking these countries into account in order to keep the core 25 country tracking scores consistent with previous waves. Each country has 500+ completed. We occasionally add extra countries to the report in order to either benchmark them or track them on a less frequent basis (perhaps trimester or quarterly) for regional insight.
- 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**

# End of the Year Summary

- 2016 has been a turbulent year, with a number of global events, such as Brexit and the US presidential elections, influencing the global economic situation. Despite all the calamity of the outgoing year, all three Ipsos Global @dvisor economic assessment averages are finishing on a positive note.
- The national economic assessment average (42%) is up two points since last sounding. North America (58%, +9 pts.) is the winner with both the United States (55%, +10 pts.) and Canada (61%, +8 pts.) posting significant gains.
- The local economic average (33%) is up three points since last month, with both Latin America (24%, +5 pts.) and North America (44%, +7 pts.) well into the positive territory.
- The future local assessment (28%) is up three points since last sounding as well, posting the biggest single month gain since January of 2016, as well as the highest assessment score since February 2011.

	Dec '15	Jan '16	Feb'16	Mar'16	Apr'16	May'16	Jun'16	Jul'16	Aug'16	Sep'16	Oct'16	Nov'16	Dec'16	<b>1 year net score</b>
<b>National</b>	39%	40%	36%	37%	38%	39%	38%	40%	41%	41%	41%	40%	42%	▲ 3%
<b>Local</b>	30%	30%	29%	29%	29%	30%	29%	30%	31%	30%	31%	30%	33%	▲ 3%
<b>Future local</b>	23%	26%	24%	24%	24%	25%	25%	26%	25%	26%	25%	25%	28%	▲ 5%

# Global Average of National Economic Assessment Up Two Points: 42%

- The average global economic assessment of national economies surveyed in 25 countries is up two points with 42% of global citizens rating their national economies as 'good'.
- Three countries tied for the top position in the national economic assessment category: India (79%), Saudi Arabia (79%) and China (79%), followed by Germany (76%), Peru (72%), Sweden (66%), Australia (62%), Canada (61%) and the United States (55%). Despite gaining four points since sounding, Brazil (13%) still holds the lowest spot in this assessment, followed by South Korea (15%), South Africa (15%), Spain (17%), Italy (18%), France (21%), Mexico (21%), Argentina (23%) and Hungary (24%).
- *Countries with the greatest improvements in this wave:* the United States (55%, +10 pts.), Japan (38%, +10 pts.), Canada (61%, +8 pts.), Peru (72%, +7 pts.), Hungary (24%, +7 pts.), France (21%, +7 pts.), South Korea (15%, +5 pts.), Spain (17%, +4 pts.), Italy (18%, +4 pt.) and Brazil (13%, +4 pt.).
- *Countries with the greatest declines:* Turkey (37%, -8 pts.), India (79%, -7 pts.), Great Britain (38%, -3 pts.), Israel (46%, -3 pts.), Saudi Arabia and Germany (76%, -1 pts.).

# Global Average of Local Economic Assessment (33%) Up Three Points

- When asked to assess their local economy, one third (33%) 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 three points since last sounding.
- China (62%) and India share the lead in the local assessment category, followed by Germany (59%), Saudi Arabia (56%), Israel (53%), Sweden (51%), the United States (46%), Canada (42%), Peru (42%) and Australia (39%). South Africa (13%) is the lowest ranked country this month, followed by South Korea (15%), Italy (15%), Mexico (17%), Japan (17%), Brazil (17%), France (18%), Spain (19%), Hungary (19%), Argentina (21%) and Poland (22%).
- *Countries with the greatest improvements in this wave:* South Korea (15%, +10 pts.), the United States (46%, +7 pts.), Peru (42%, +7 pts.), Russia (24%, +6 pts.), Mexico (17%, +6 pts.), Canada (42%, +6 pts.), Argentina (21%, +6 pts.), Spain (19%, +5 pts.), Japan (17%, +5 pts.) and Hungary (19%, +4 pts.).
- *Countries with the greatest declines in this wave:* Israel (53%, -9 pts.), Turkey (29%, -4 pts.), South Africa (13%, -3 pts.), Sweden (51%, -3 pts.), Great Britain (30%, -2 pts.), Saudi Arabia (56%, -2 pts.) and Poland (22%, -1 pts.).

# Global Average of Future Outlook for Local Economy (28%) Up Three Points

- The future outlook is up three points since last month, with nearly three in 10 (28%) global citizens surveyed in 25 countries expecting their local economy to be stronger six months from now.
- India (67%) once again leads in this assessment category, followed by Peru (58%), China (56%), Saudi Arabia (55%), Brazil (54%), Argentina (52%), the United States (38%), Turkey (31%), Canada (27%), Spain (26%) and Germany (26%). Belgium (9%) has the lowest future outlook score this month, followed by Italy (10%), Israel (10%), France (11%), Great Britain (12%), Hungary (13%), Poland (13%), Japan (14%), Australia (15%) and South Africa (16%).
- *Countries with the greatest improvements in this wave:* the United States (38%, +13 pts.), South Korea (17%, +12 pts.), Germany (26%, +11 pts.), Canada (27%, +11 pts.), Spain (26%, +8 pts.), Sweden (18%, +7 pt.), China (56%, +7 pts.), Japan (14%, +5 pt.), France (11%, +5 pt.) and Hungary (13%, +4 pt.).
- *Countries with the greatest declines in this wave:* Peru (58%, -6 pts.), Brazil (54%, -5 pts.), Israel (10%, -3 pts.), Poland (13%, -1 pts.), and Turkey (31%, -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	
India	79%	US	10%	Turkey	-8%	Japan	38%
Saudi Arabia	79%	Japan	10%	India	-7%	Turkey	37%
China	79%	Canada	8%	Great Britain	-3%	Belgium	36%
Germany	76%	Peru	7%	Israel	-3%	Russia	29%
Peru	72%	Hungary	7%	Saudi Arabia	-3%	Hungary	24%
Sweden	66%	France	7%	Germany	-1%	Argentina	23%
Australia	62%	South Korea	5%			Mexico	21%
Canada	61%	Spain	4%			France	21%
US	55%	Italy	4%			Italy	18%
Israel	46%	Brazil	4%			Spain	17%
Poland	39%	Poland	3%			South Africa	15%
Great Britain	38%	China	3%			South Korea	15%
		Belgium	3%			Brazil	13%

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	58%	9%
APAC	50%	2%
BRIC	50%	0%
Middle East/Africa	44%	-4%
G-8 Countries	42%	4%
Europe	37%	2%
LATAM	32%	3%

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	
China	62%	South Korea	10%	Israel	-9%	Belgium	23%
India	62%	US	7%	Turkey	-4%	Poland	22%
Germany	59%	Peru	7%	South Africa	-3%	Argentina	21%
Saudi Arabia	56%	Russia	6%	Sweden	-3%	Hungary	19%
Israel	53%	Mexico	6%	Great Britain	-2%	Spain	19%
Sweden	51%	Canada	6%	Saudi Arabia	-2%	France	18%
US	46%	Argentina	6%	Poland	-1%	Brazil	17%
Canada	42%	Spain	5%			Japan	17%
Peru	42%	Japan	5%			Mexico	17%
Australia	39%	Hungary	4%			Italy	15%
Great Britain	30%	Germany	3%			South Korea	15%
Turkey	29%	Brazil	3%			South Africa	13%
Russia	24%	Belgium	3%				

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>
North America	44%	7%
BRIC	41%	3%
Middle East/Africa	38%	-4%
APAC	37%	5%
G-8 Countries	31%	3%
Europe	28%	1%
LATAM	24%	5%

### 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	
India	67%	US	13%	Peru	-6%	Russia	21%
Peru	58%	South Korea	12%	Brazil	-5%	Sweden	18%
China	56%	Germany	11%	Israel	-3%	South Korea	17%
Saudi Arabia	55%	Canada	11%	Poland	-1%	South Africa	16%
Brazil	54%	Spain	8%	Turkey	-1%	Australia	15%
Argentina	52%	Sweden	7%			Japan	14%
US	38%	China	7%			Poland	13%
Turkey	31%	Japan	5%			Hungary	13%
Canada	27%	France	5%			Great Britain	12%
Spain	26%	Hungary	4%			France	11%
Germany	26%	South Africa	3%			Israel	10%
Mexico	25%	Mexico	3%			Italy	10%
						Belgium	9%

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>BRIC</b>	<b>49%</b>	<b>1%</b>
<b>LATAM</b>	<b>47%</b>	<b>-2%</b>
<b>North America</b>	<b>33%</b>	<b>12%</b>
<b>APAC</b>	<b>32%</b>	<b>5%</b>
<b>Middle East/Africa</b>	<b>28%</b>	<b>0%</b>
<b>G-8 Countries</b>	<b>20%</b>	<b>6%</b>
<b>Europe</b>	<b>15%</b>	<b>4%</b>

# DETAILED FINDINGS



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

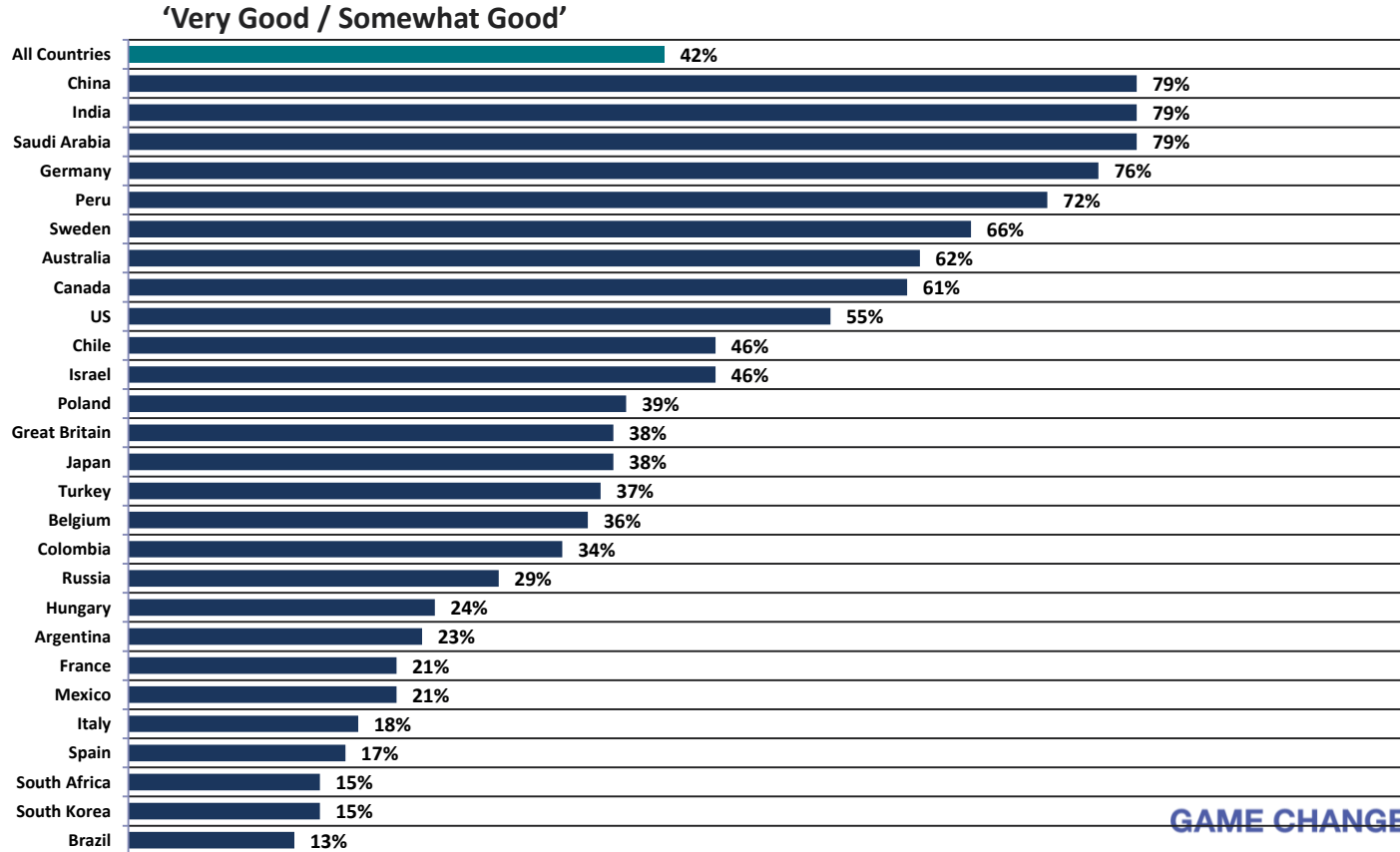
## in Their Country





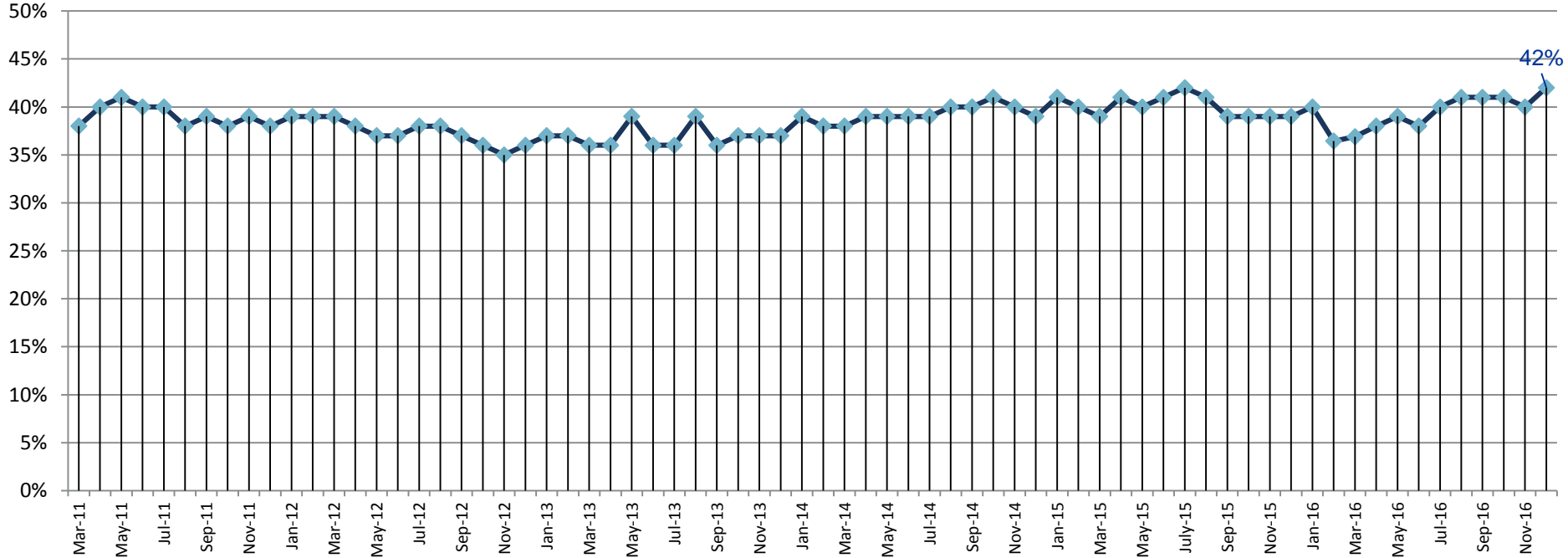
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

# 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



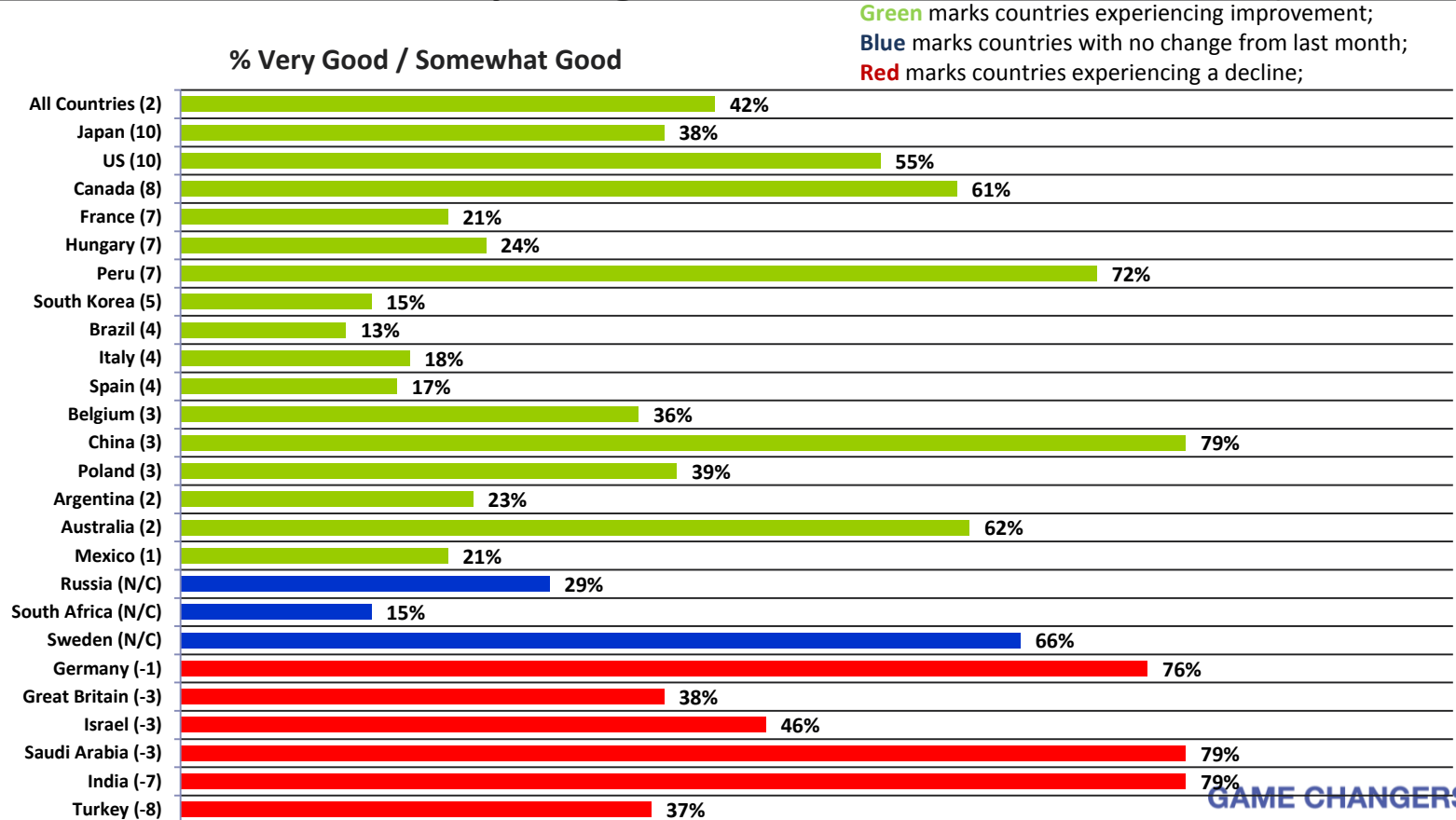
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

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

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

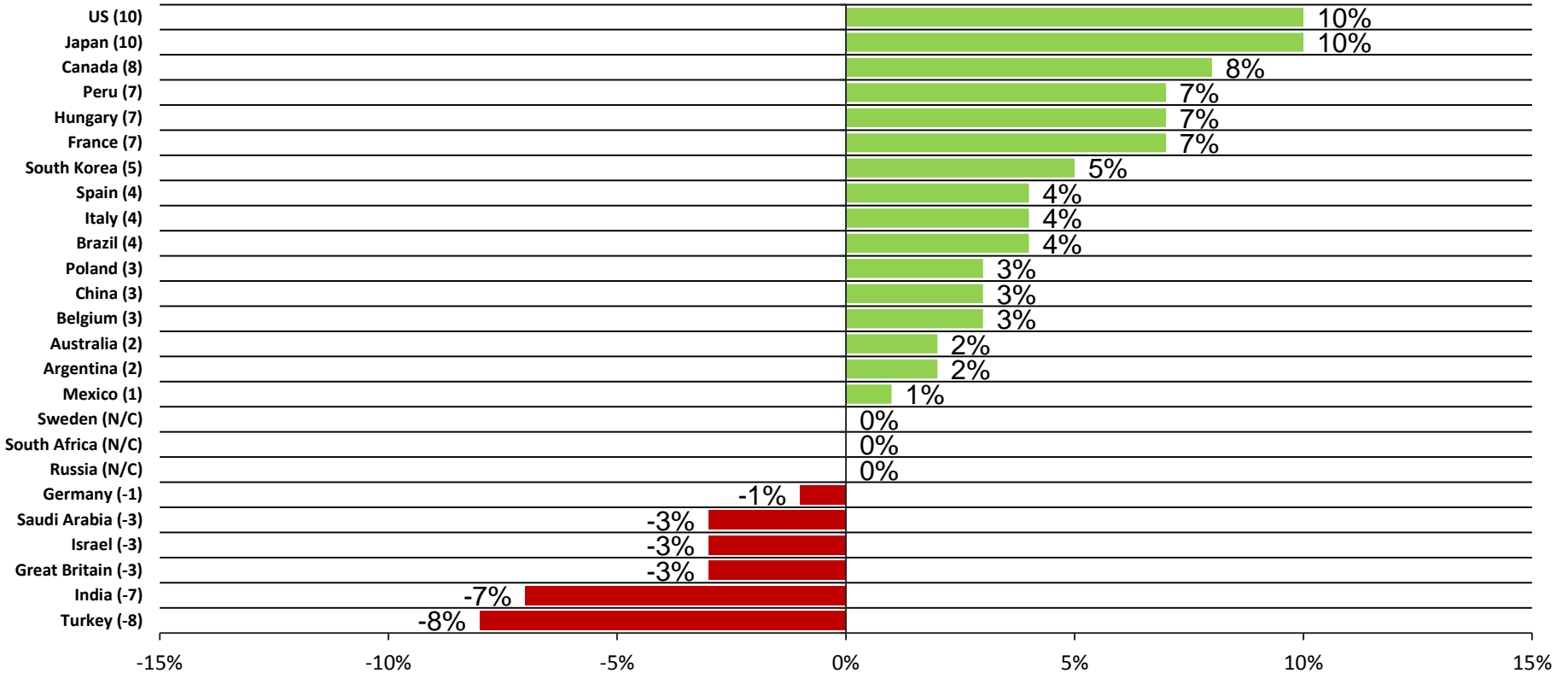
Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

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



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?

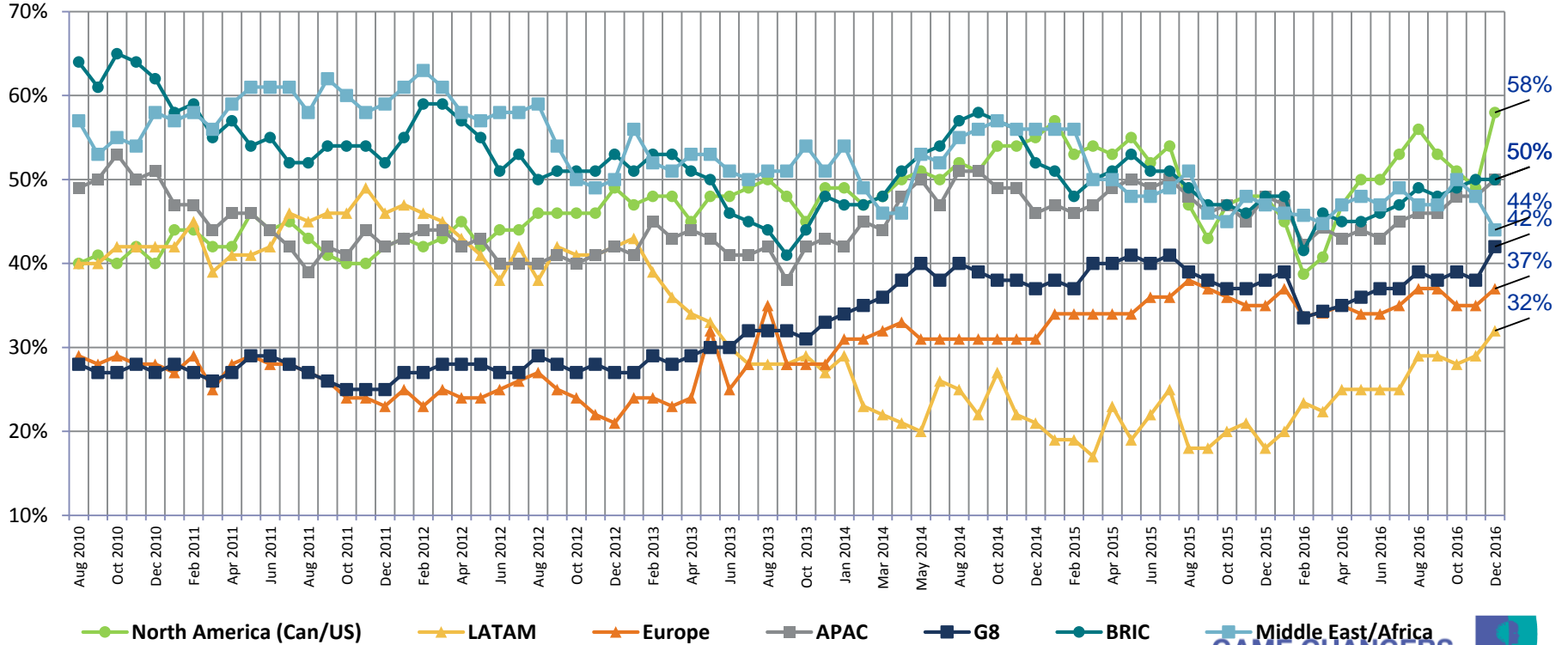
## Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:



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

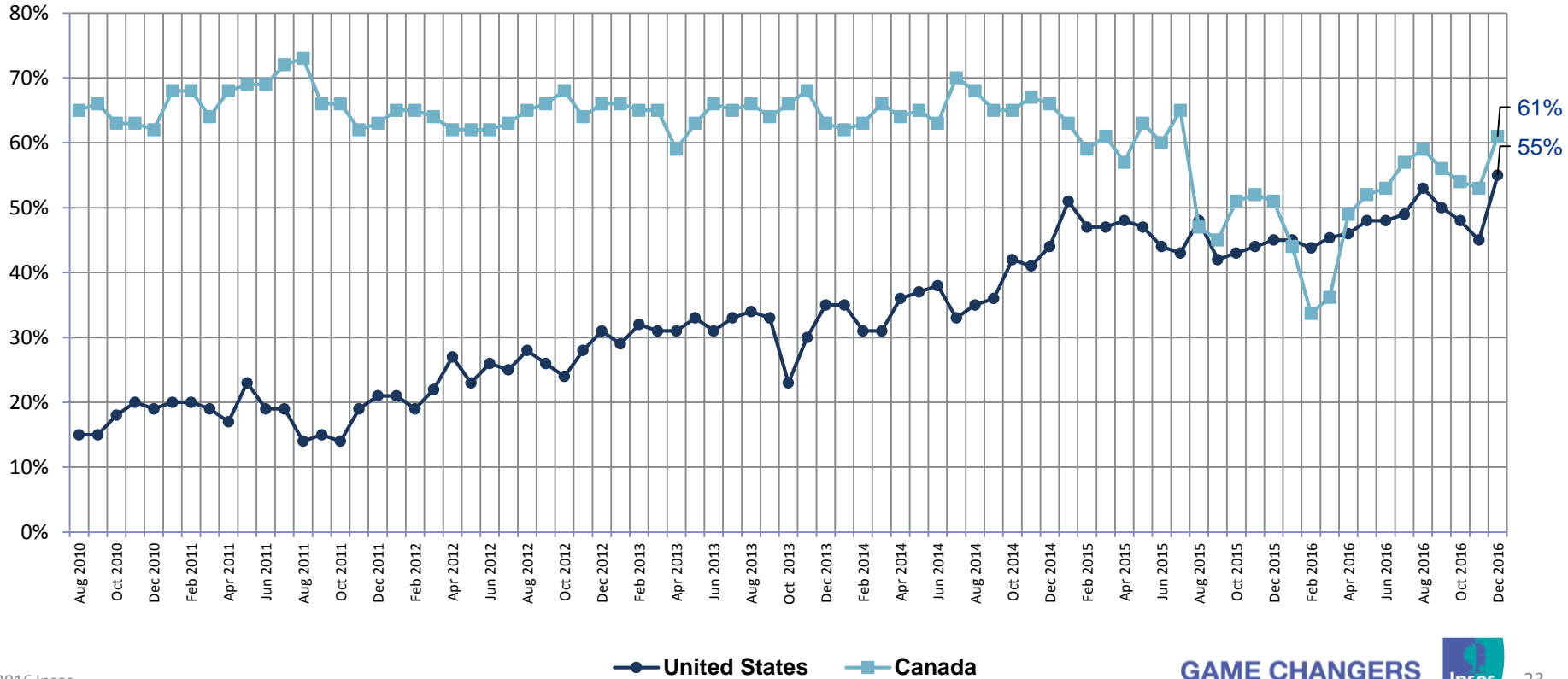


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



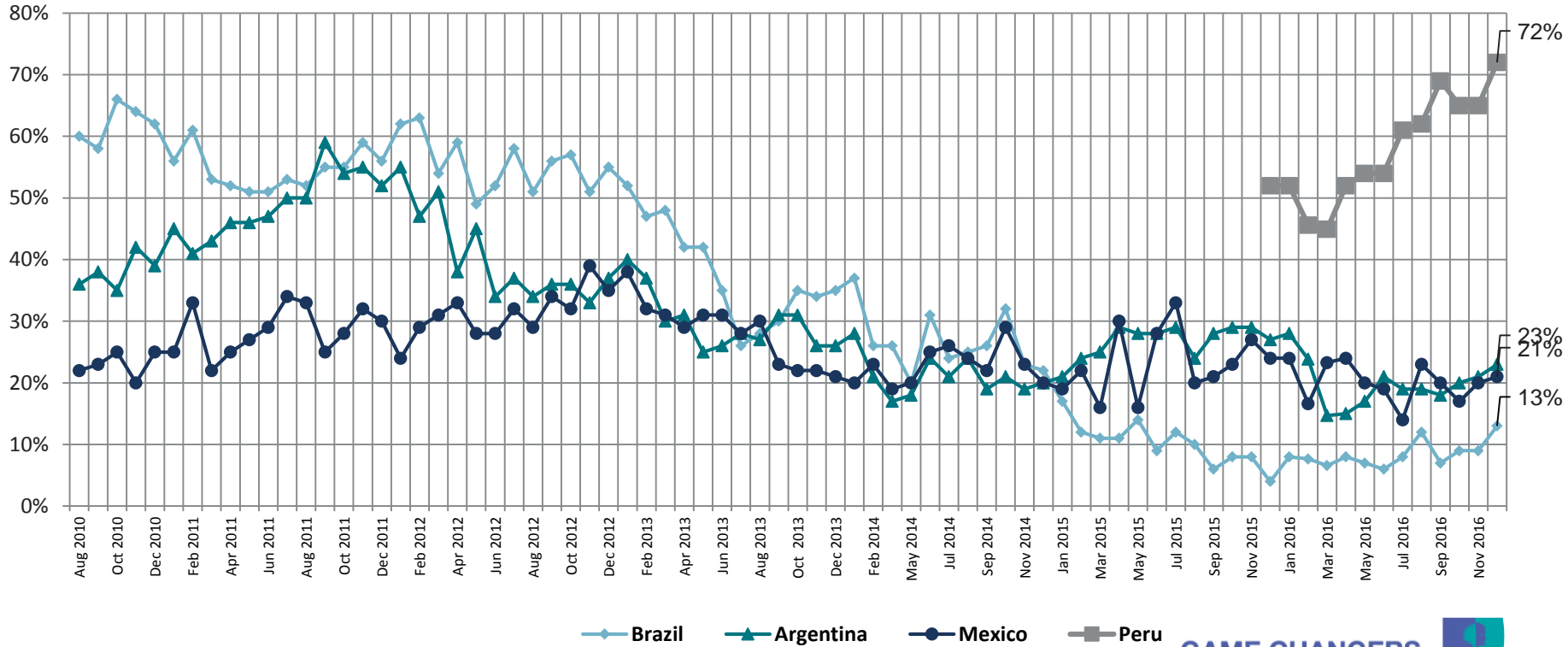
# North American (Canada/US) Countries - Assessing the Current Economic Situation

## Very Good / Somewhat Good



# LATAM Countries - Assessing the Current Economic Situation

## Very Good / Somewhat Good



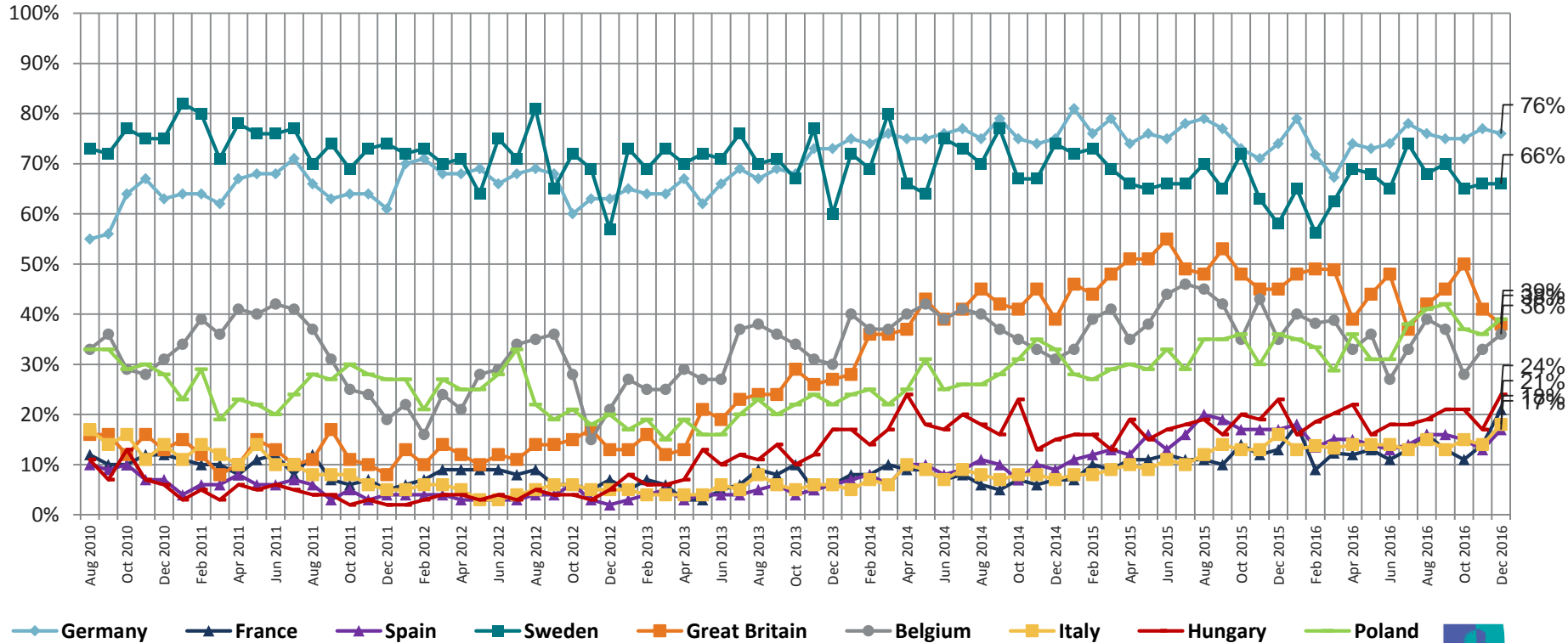


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



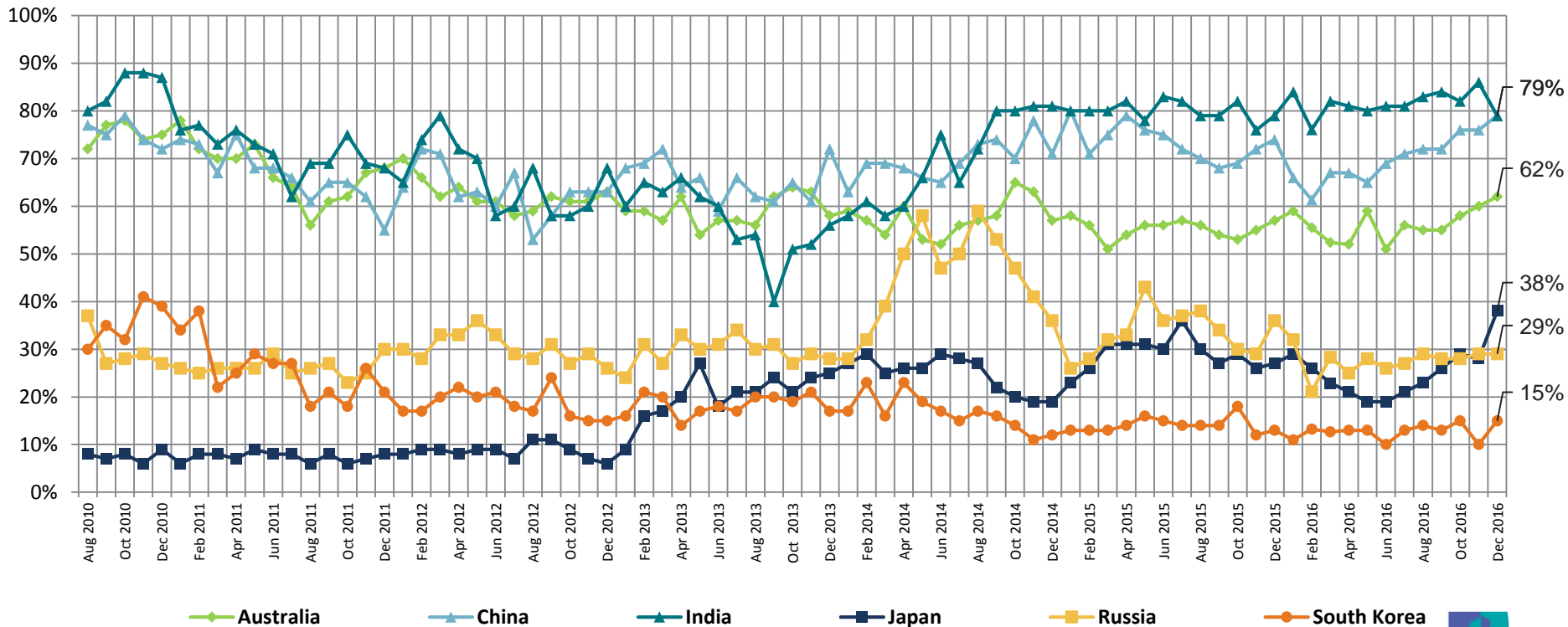
# European Countries - Assessing the Current Economic Situation

## Very Good / Somewhat Good



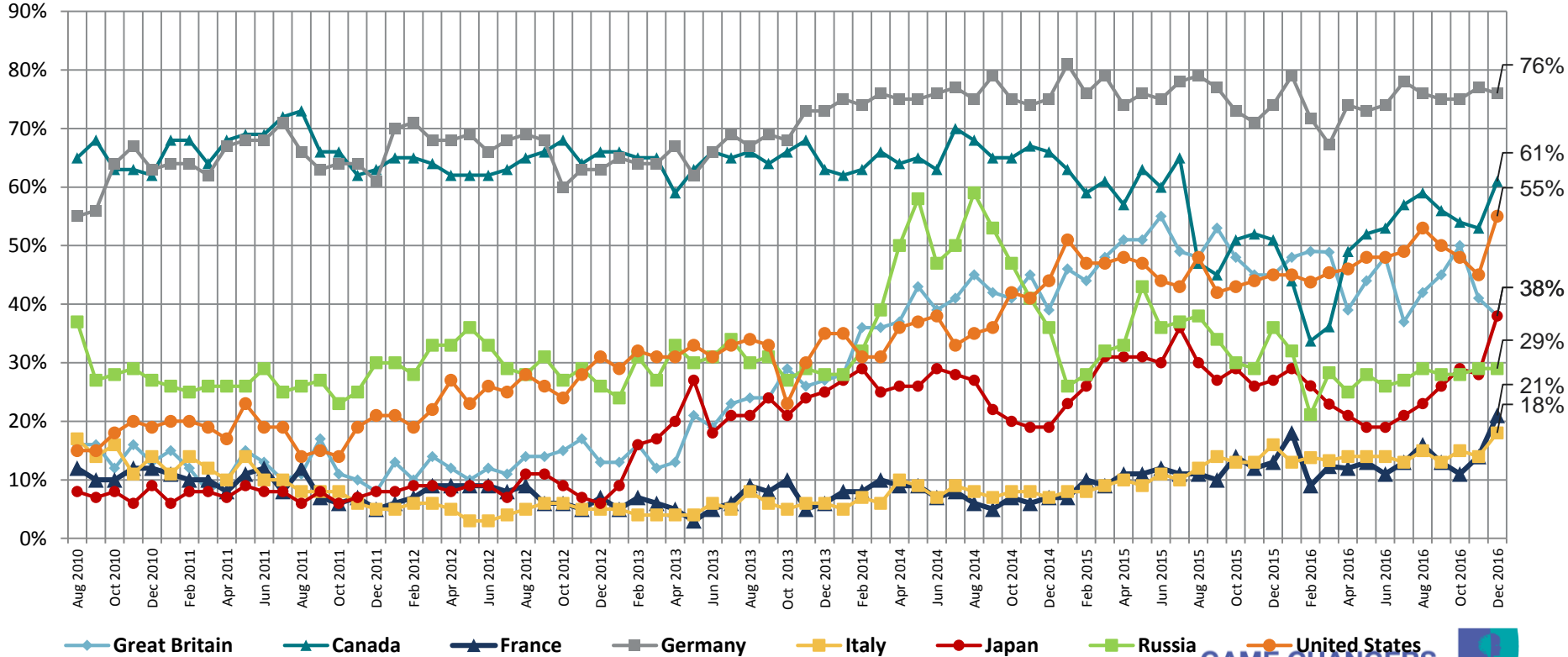
# APAC Countries - Assessing the Current Economic Situation

## Very Good / Somewhat Good



# G8 Countries - Assessing the Current Economic Situation

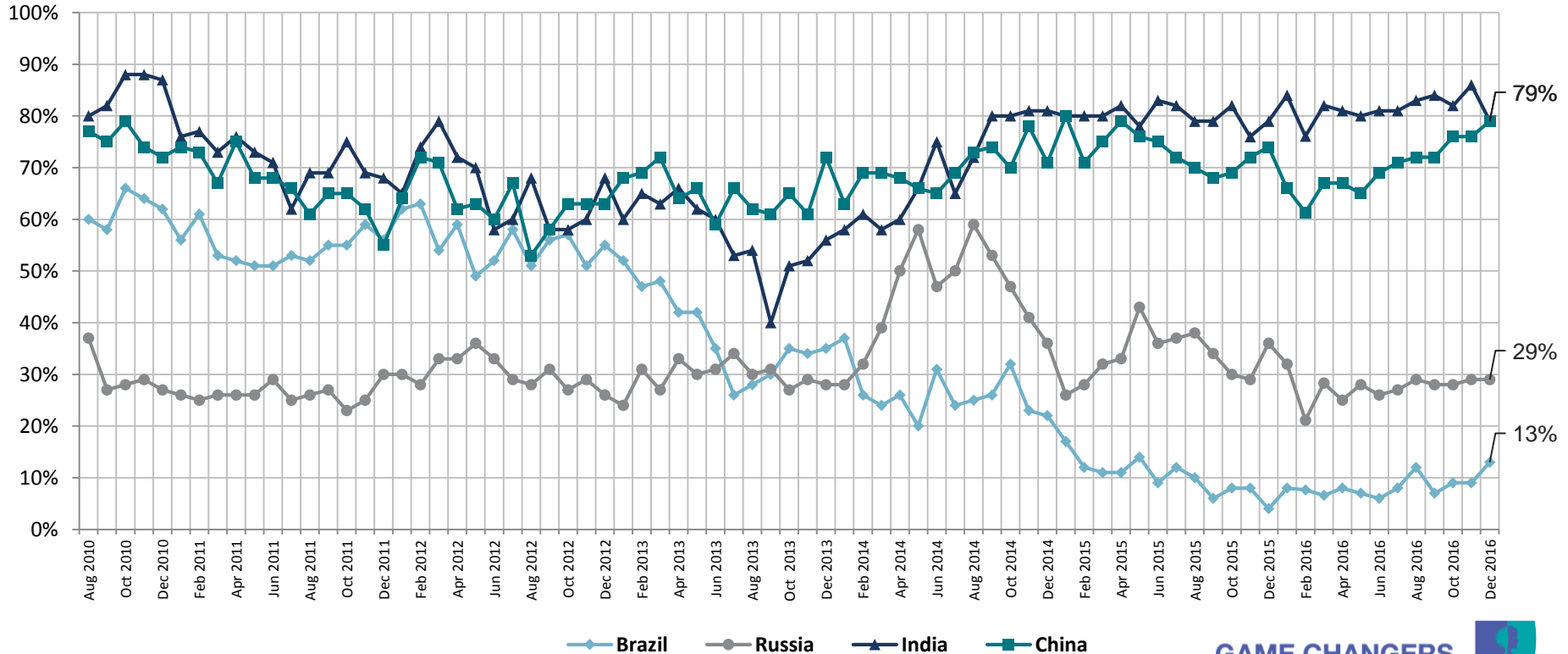
## Very Good / Somewhat Good



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?

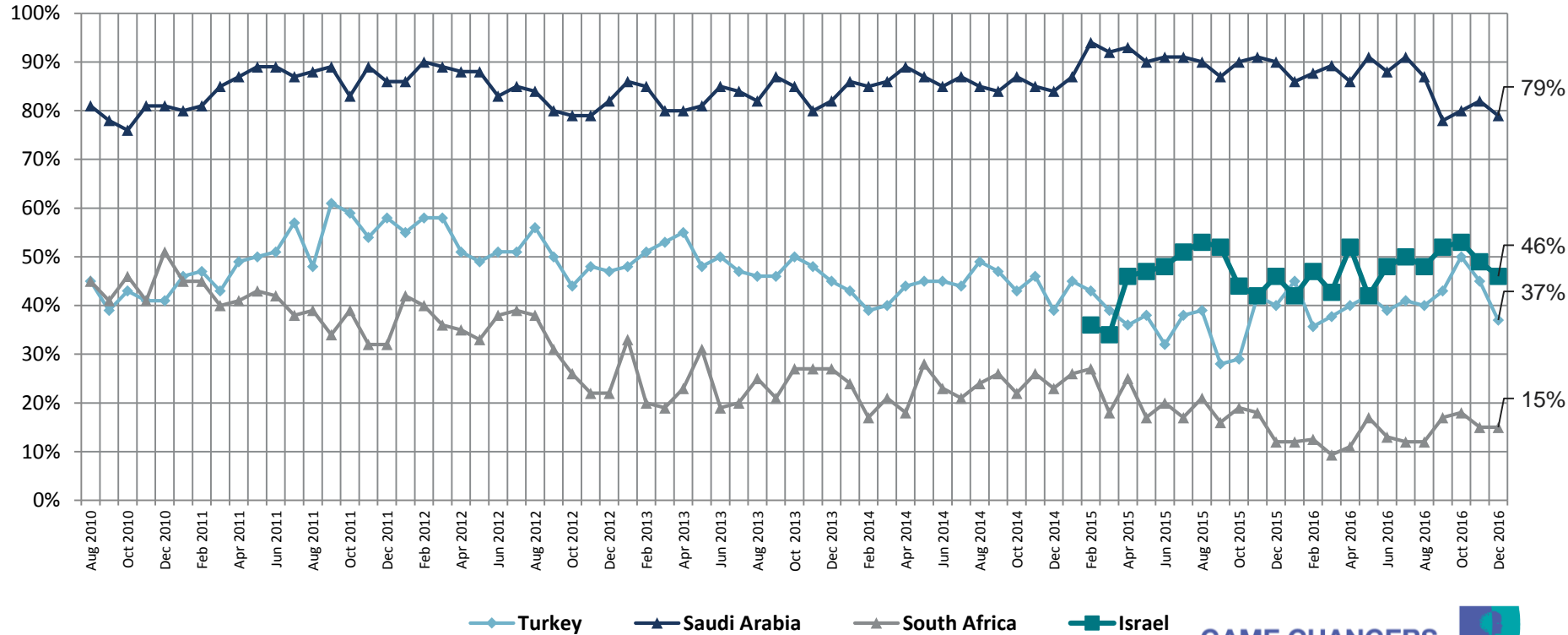
# BRIC Countries - Assessing the Current Economic Situation

## Very Good / Somewhat Good



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

## Very Good / Somewhat Good



## 2 Assessing The Economy...

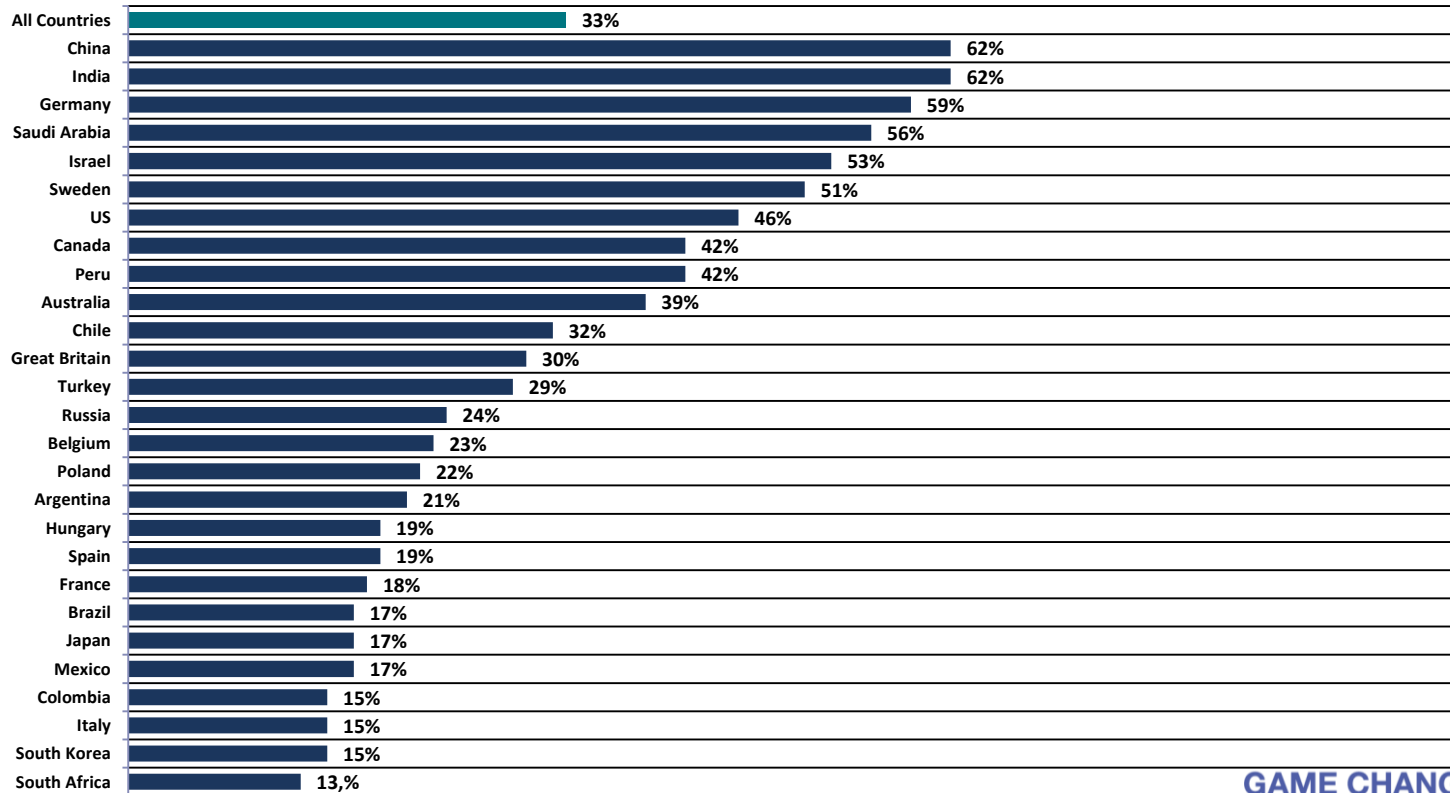
...in Their Local Area



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)

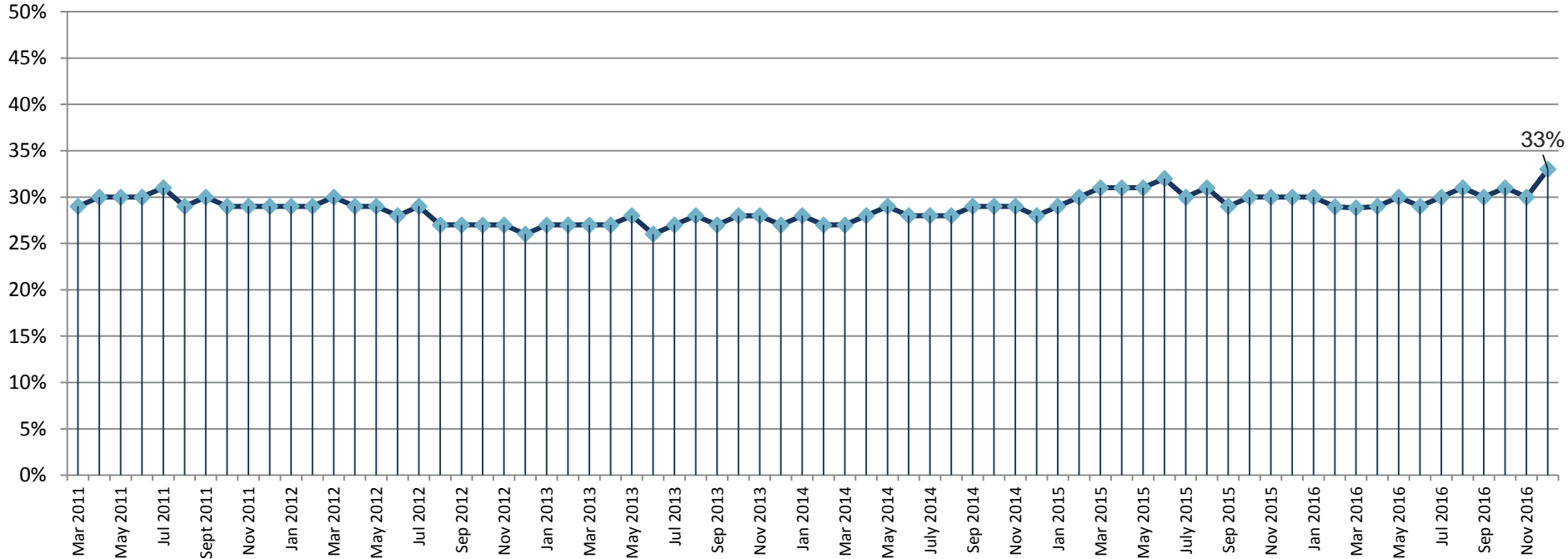


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



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

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





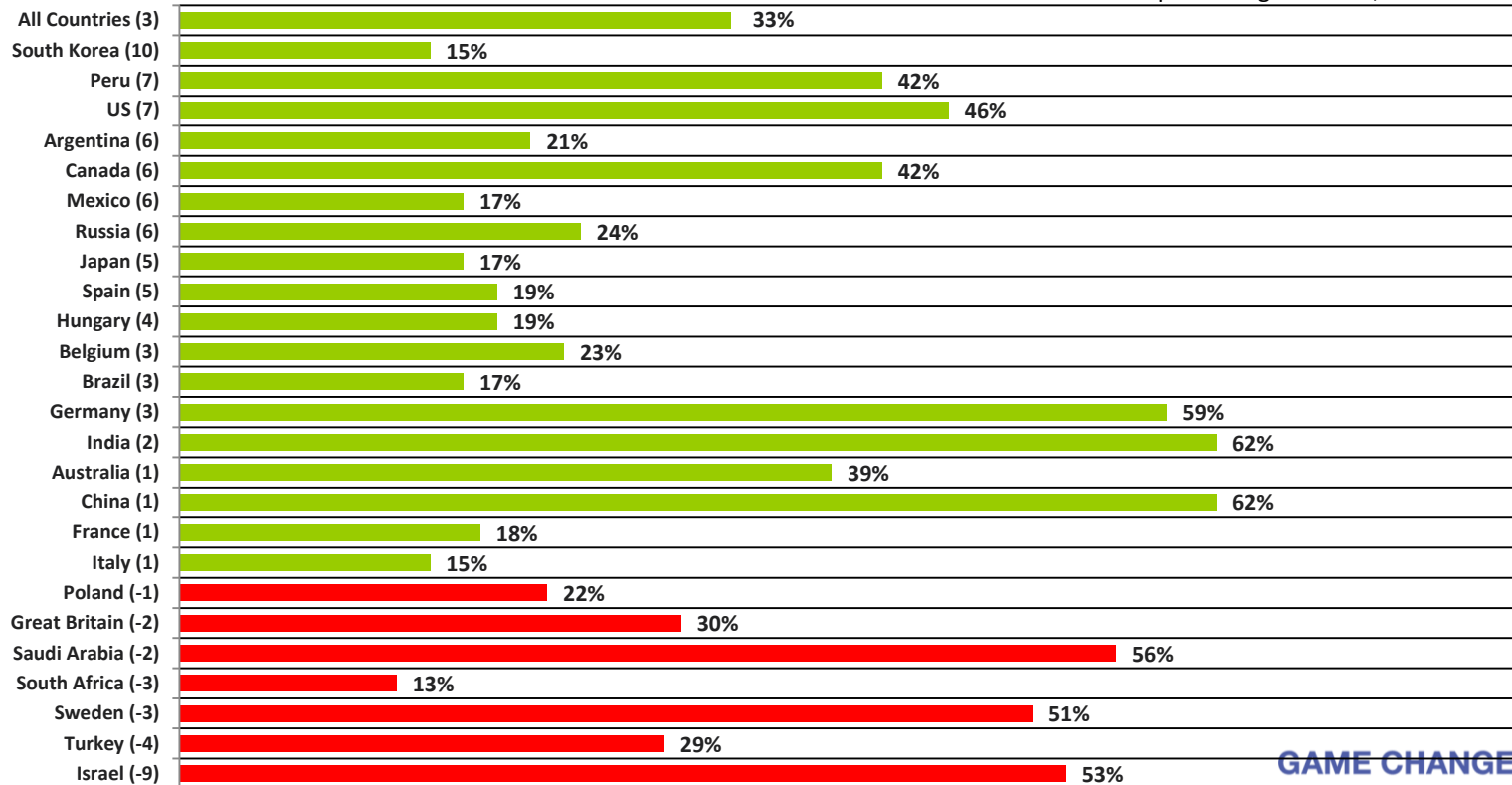
## Citizen Consumers Who Say The Economy In Their Local Area is Strong

	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	June '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	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16		
<b>Total</b>	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%	31%	30%	31%	30%	31%	30%	33%
<b>Argentina</b>	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%	15%	14%	16%	15%	21%		
<b>Australia</b>	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%	36%	34%	38%	38%	39%		
<b>Belgium</b>	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%	24%	26%	19%	21%	16%	20%	24%	22%	20%	20%	23%			
<b>Brazil</b>	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%	16%	13%	15%	14%	17%		
<b>Canada</b>	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%	36%	39%	34%	36%	42%		
<b>China</b>	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%	58%	58%	59%	61%	62%		
<b>France</b>	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%	14%	15%	13%	17%	18%		
<b>Germany</b>	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%	51%	55%	53%	56%	59%		
<b>Great Britain</b>	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%	28%	30%	32%	32%	30%		
<b>Hungary</b>	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%	15%	17%	17%	15%	19%		
<b>India</b>	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%	55%	53%	62%	60%	62%		
<b>Israel</b>															51%	49%	51%	56%	57%	59%	56%	59%	56%	53%	59%	50%	58%	53%	59%	55%	50%	58%	53%	55%	55%	62%	53%		
<b>Italy</b>	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%	14%	16%	12%	12%	13%	12%	14%	15%		
<b>Japan</b>	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%	11%	12%	13%	12%	17%		
<b>Mexico</b>	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%	19%	17%	13%	11%	17%		
<b>Peru</b>																									25%	24%	20%	17%	22%	25%	28%	30%	32%	36%	35%	35%	42%		
<b>Poland</b>	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%	28%	28%	28%	23%	22%		
<b>Russia</b>	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%	20%	17%	19%	18%	24%		
<b>Saudi Arabia</b>	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%	62%	51%	57%	58%	56%		
<b>South Africa</b>	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%	11%	15%	16%	16%	13%		
<b>South Korea</b>	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%	15%	13%	14%	5%	15%		
<b>Spain</b>	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%	16%	12%	14%	14%	19%		
<b>Sweden</b>	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%	58%	48%	59%	54%	51%		
<b>Turkey</b>	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%	29%	36%	42%	33%	29%		
<b>United States</b>	27%	29%	25%	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%	48%	43%	46%	39%	46%		

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...

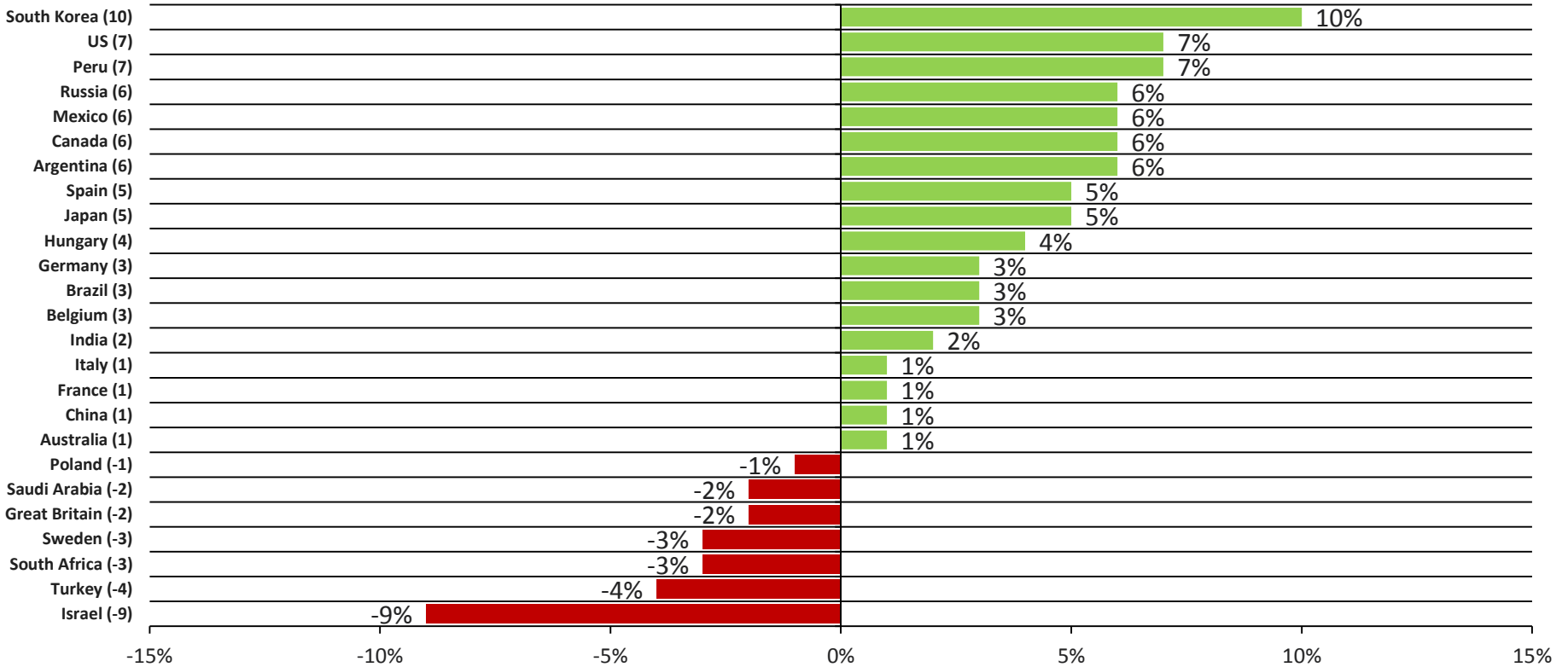
## Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):

**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...

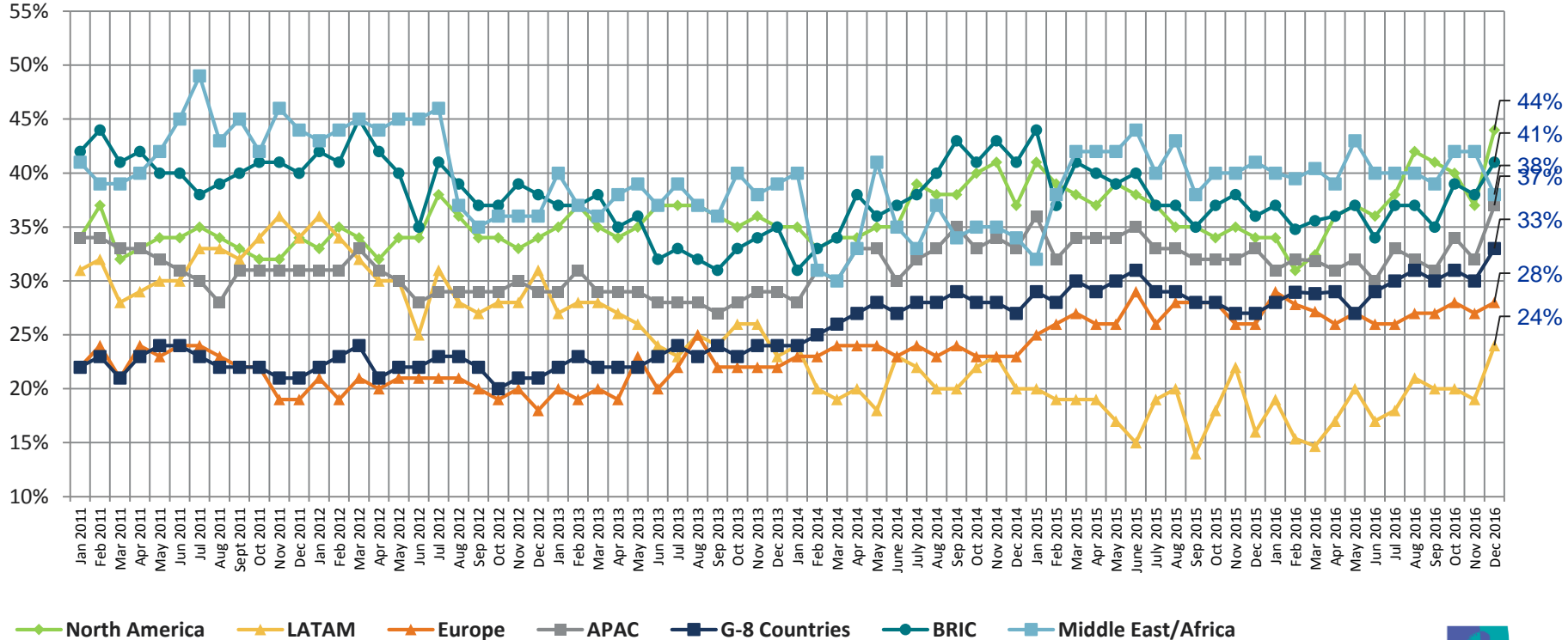
## Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:



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.

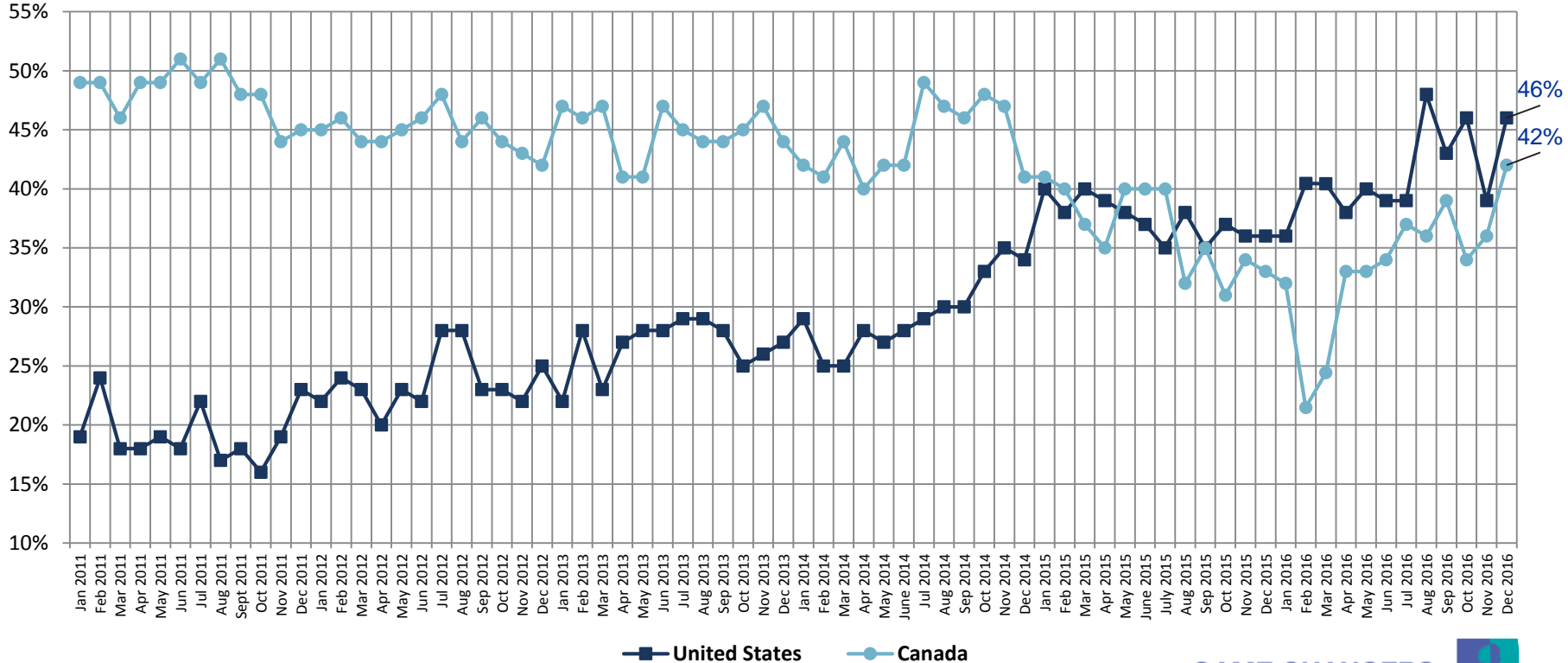
# All Regions - Assess the Strength of Their Local Economy

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



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

% Strong (Top 3 5-6-7)

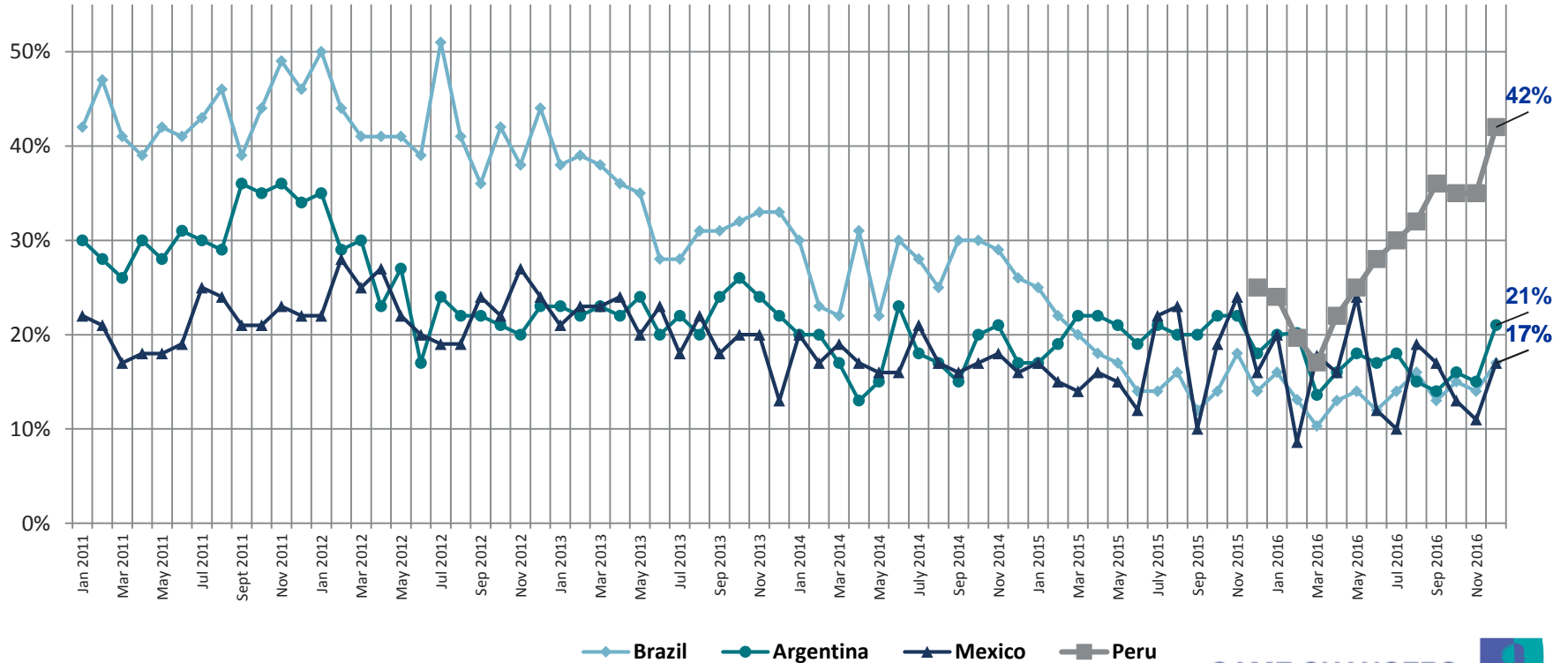


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

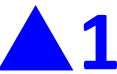


# LATAM Countries - Assess the Strength of Their Local Economy

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

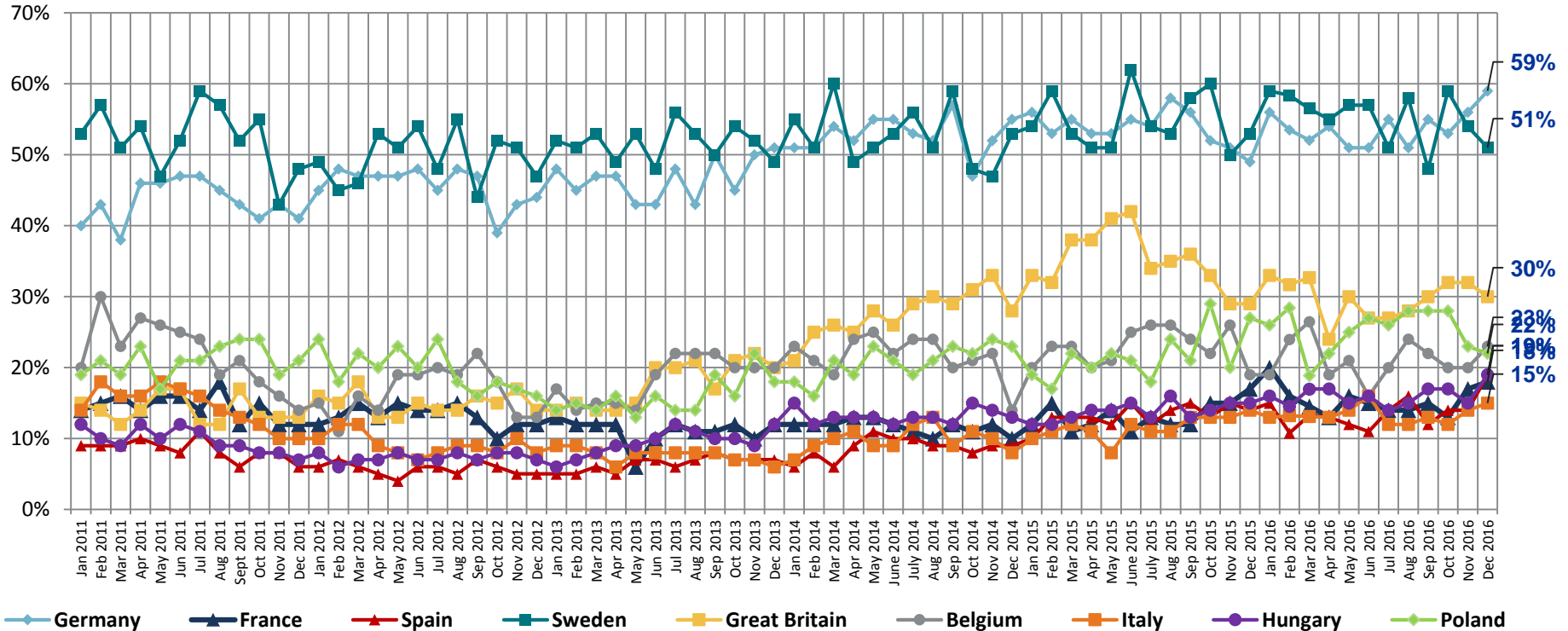


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



# European Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

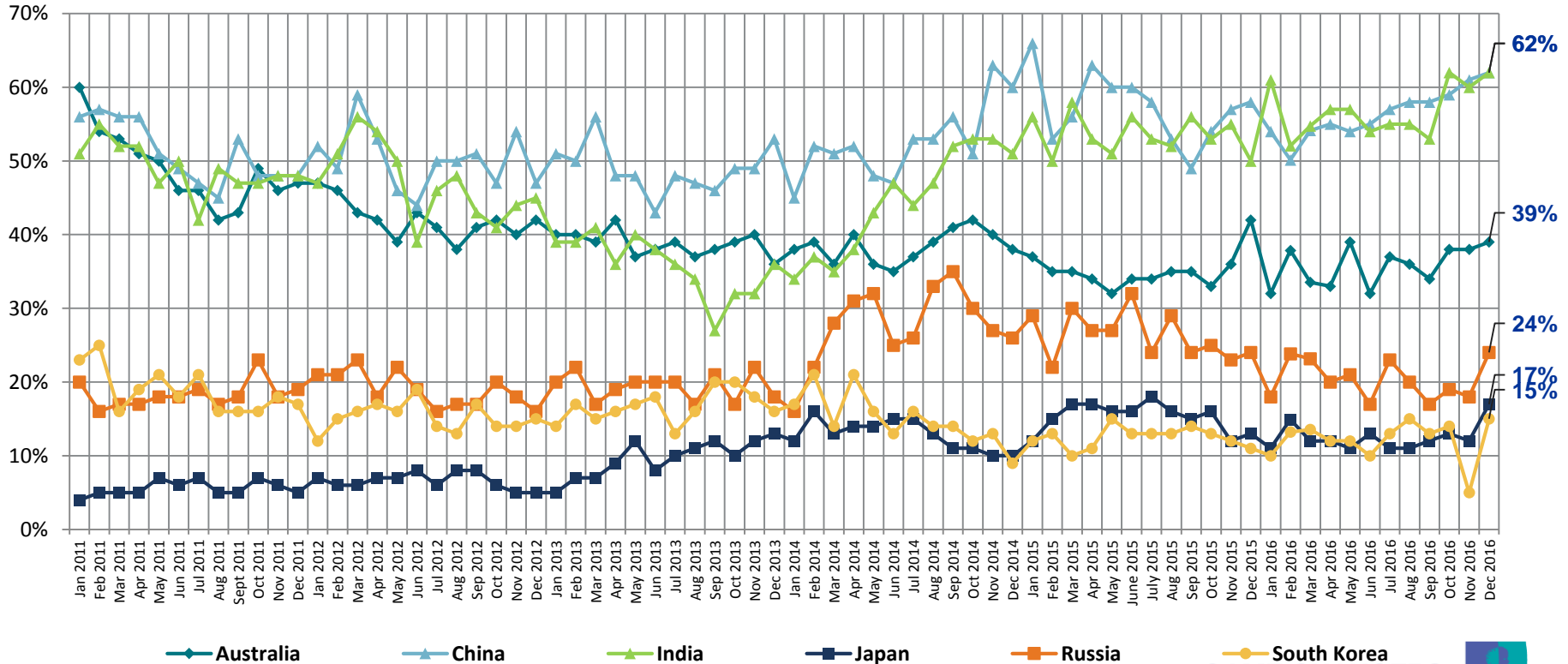


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



# APAC Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)



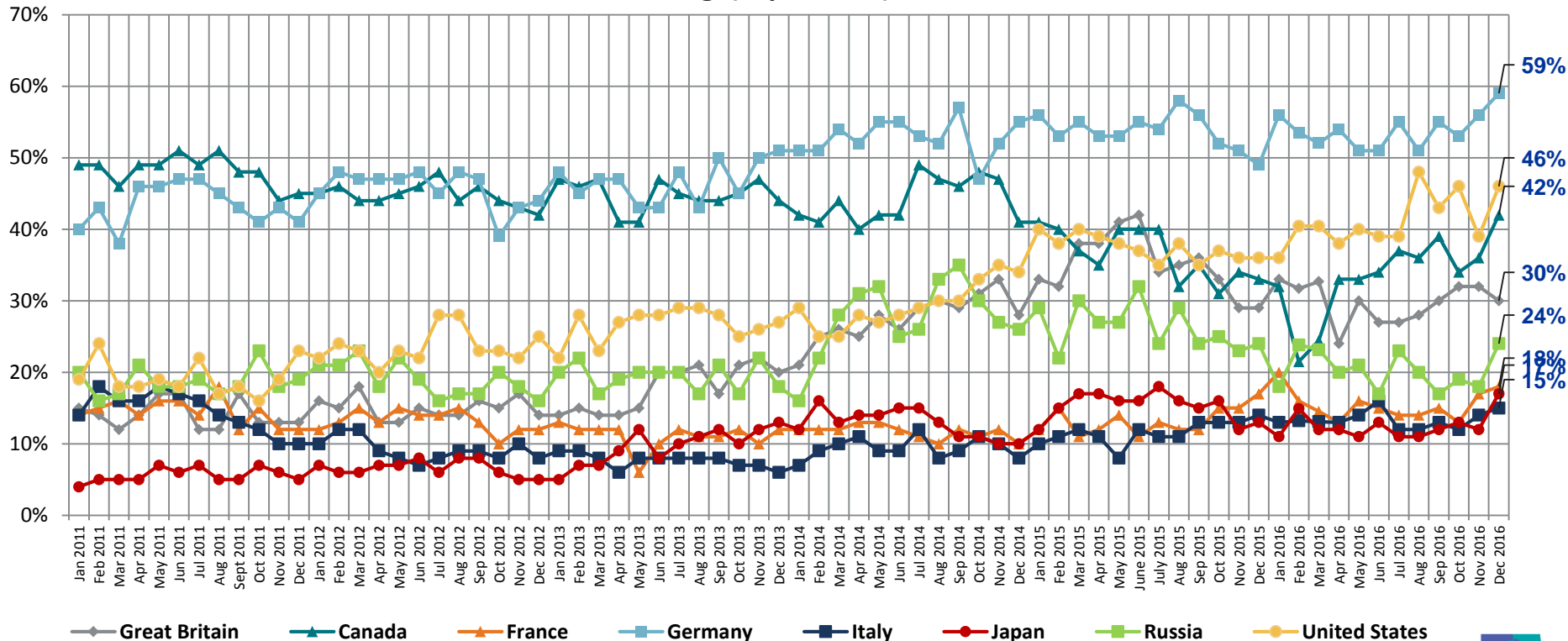


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



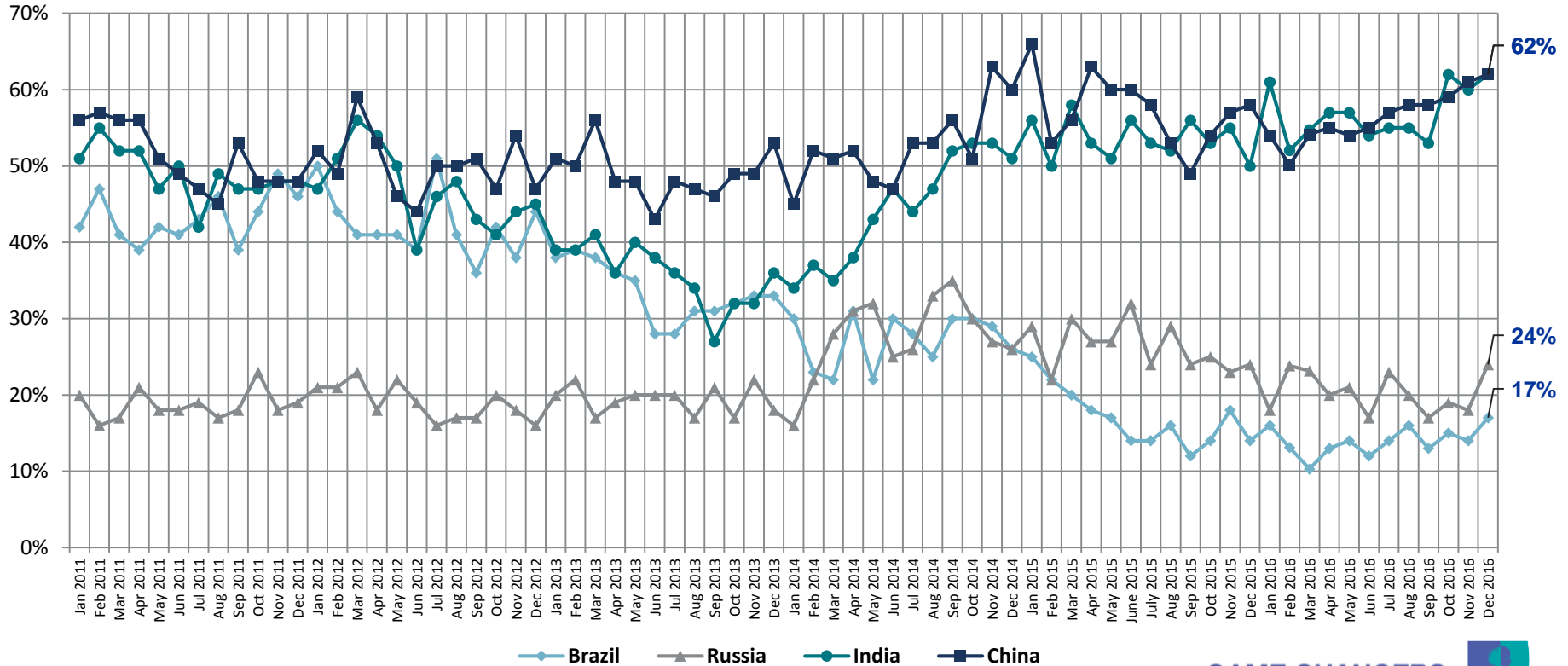
# G8 Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

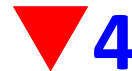


# BRIC Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

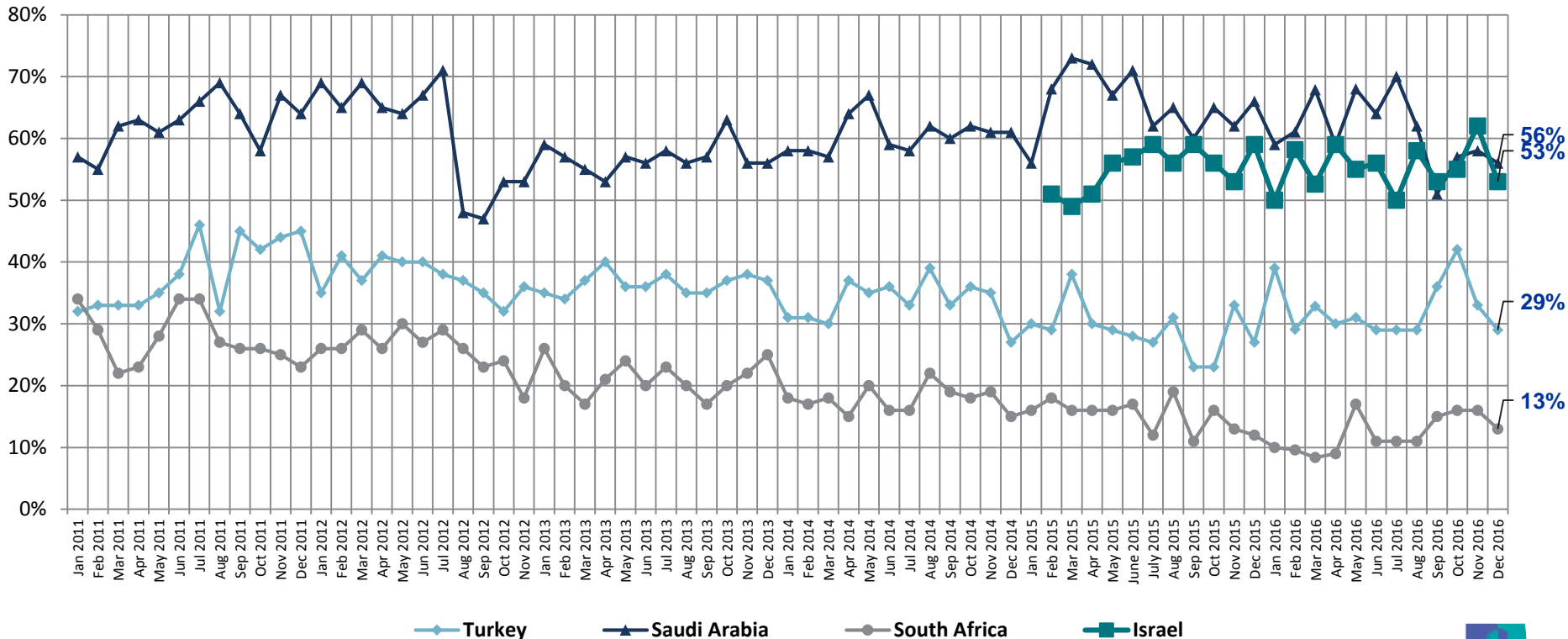


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



# 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...

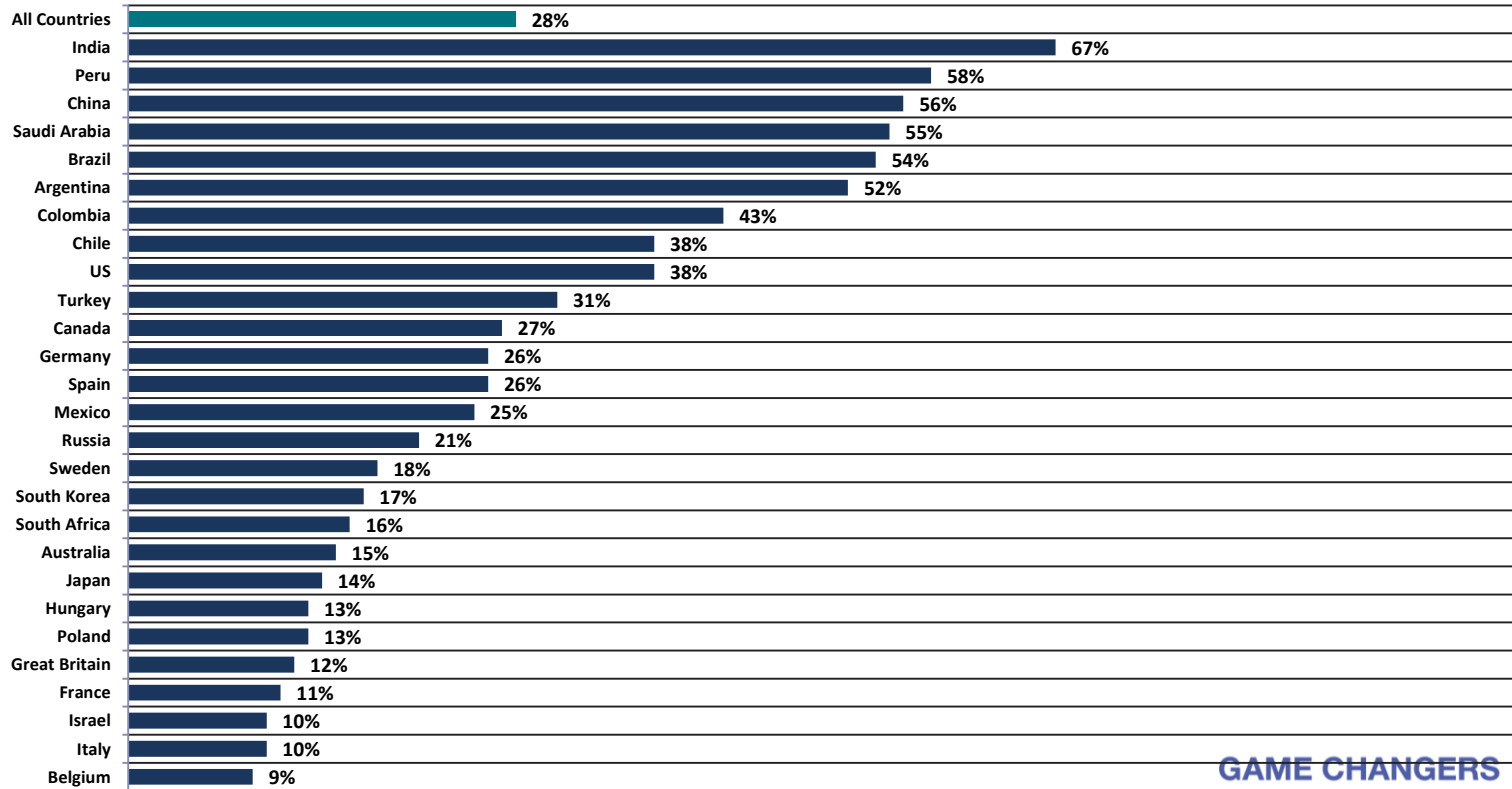
...Six Months From Now



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?

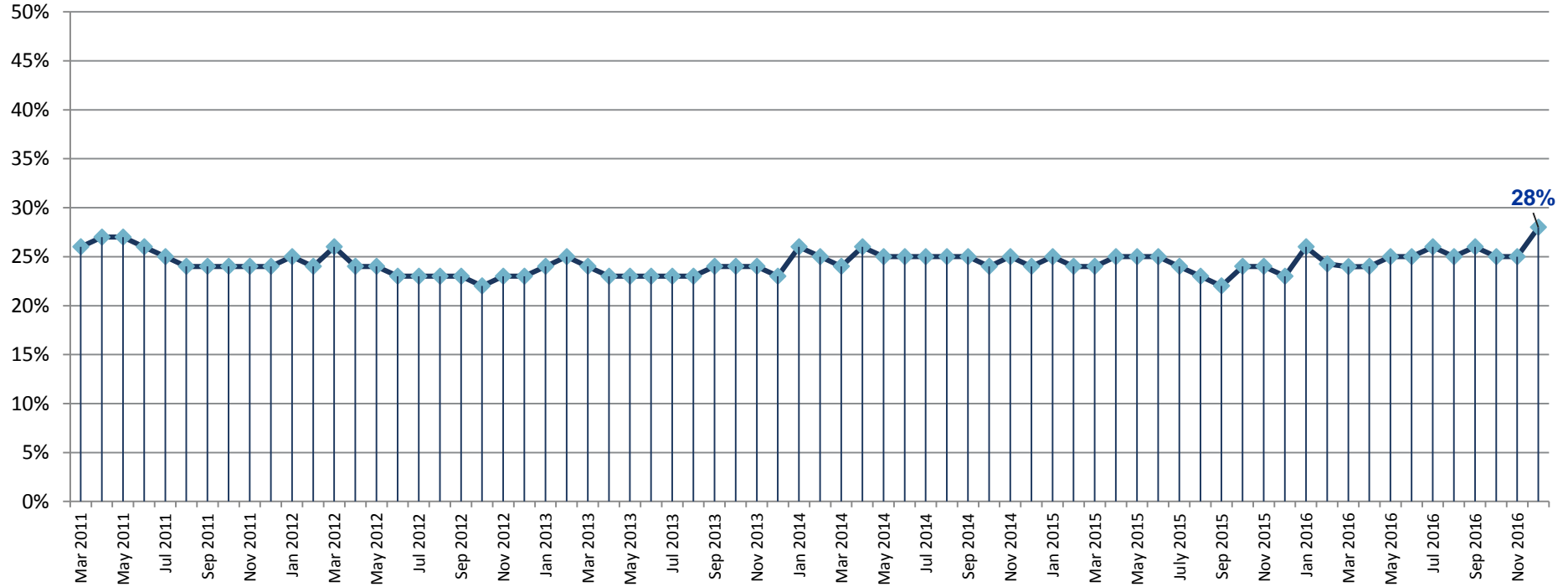
## Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months...

% 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



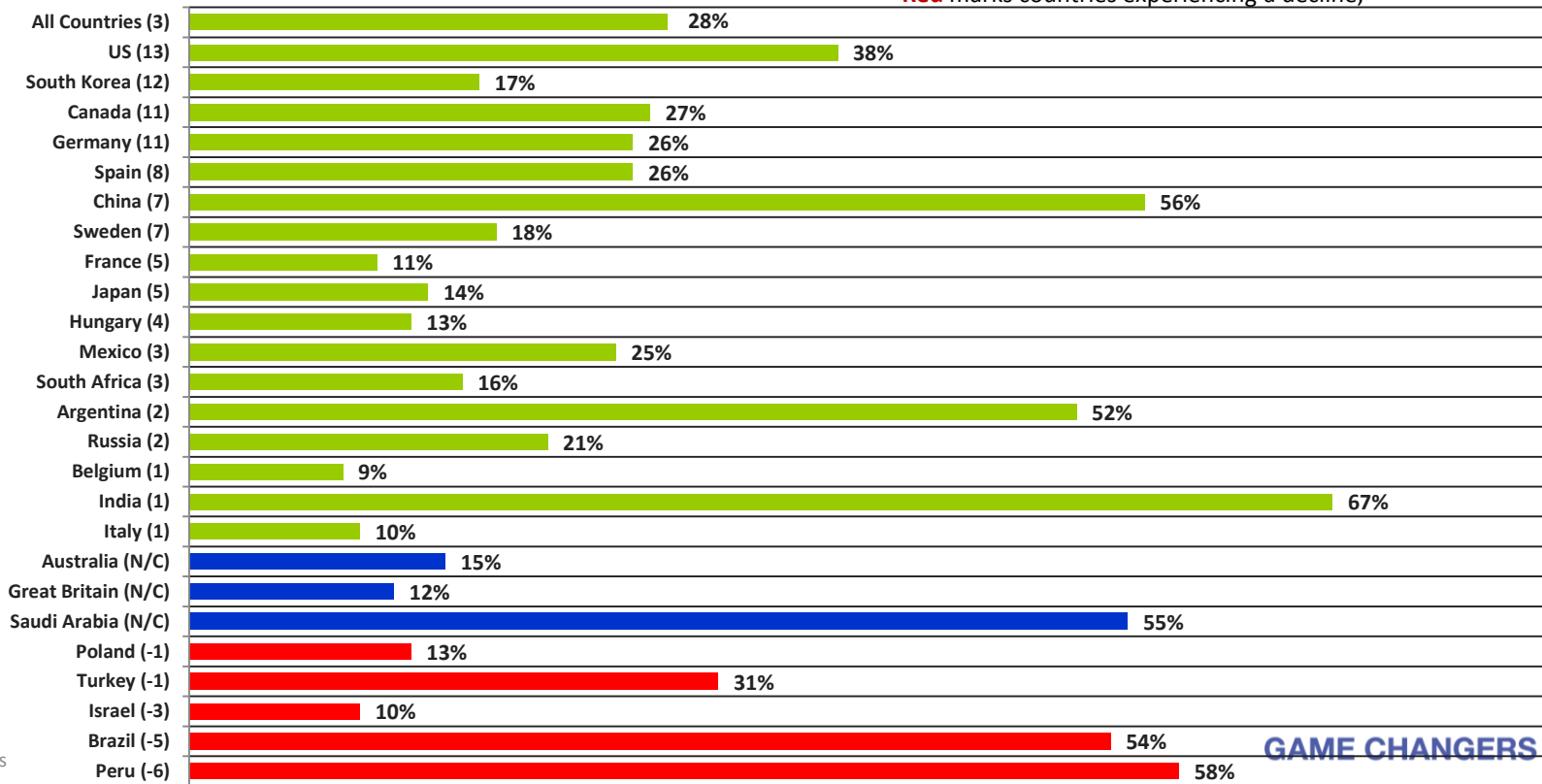
# Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months...

	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	June '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	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16	
<b>Total</b>	23%	26%	25%	24%	26%	25%	25%	25%	25%	25%	24%	25%	24%	25%	24%	24%	25%	25%	25%	24%	23%	22%	24%	24%	23%	26%	24%	24%	24%	25%	25%	26%	25%	26%	25%	25%	25%	28%
<b>Argentina</b>	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%	52%	53%	50%	50%	52%	
<b>Australia</b>	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%	16%	14%	14%	15%	15%	
<b>Belgium</b>	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%	12%	8%	6%	8%	9%	
<b>Brazil</b>	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%	54%	54%	55%	57%	56%	59%	59%	59%	59%	54%	
<b>Canada</b>	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%	16%	17%	15%	16%	27%	
<b>China</b>	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%	50%	52%	53%	49%	56%	
<b>France</b>	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%	5%	5%	5%	6%	11%	
<b>Germany</b>	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%	13%	15%	13%	15%	26%	
<b>Great Britain</b>	17%	20%	24%	21%	21%	21%	18%	19%	21%	20%	18%	19%	18%	19%	17%	21%	21%	22%	25%	19%	18%	19%	17%	14%	15%	16%	14%	12%	10%	12%	10%	12%	14%	12%	12%	12%	12%	
<b>Hungary</b>	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%	11%	13%	11%	9%	13%	
<b>India</b>	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%	60%	60%	62%	66%	67%	
<b>Israel</b>															8%	15%	18%	13%	18%	11%	10%	14%	10%	11%	11%	15%	13%	13%	9%	14%	17%	12%	14%	18%	13%	13%	10%	
<b>Italy</b>	13%	14%	13%	15%	13%	16%	15%	15%	12%	10%	10%	9%	8%	14%	12%	11%	13%	11%	12%	12%	11%	10%	11%	11%	11%	15%	13%	13%	9%	14%	17%	12%	14%	18%	13%	13%	10%	
<b>Japan</b>	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%	8%	10%	11%	9%	14%	
<b>Mexico</b>	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%	31%	26%	27%	30%	27%	28%	32%	27%	22%	25%	
<b>Peru</b>																									47%	49%	53%	48%	47%	58%	58%	67%	69%	65%	60%	64%	58%	
<b>Poland</b>	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%	18%	18%	15%	17%	14%	13%	
<b>Russia</b>	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%	16%	18%	17%	19%	21%	
<b>Saudi Arabia</b>	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%	52%	47%	48%	55%	55%	
<b>South Africa</b>	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%	20%	22%	13%	16%		
<b>South Korea</b>	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%	10%	9%	9%	5%	17%	
<b>Spain</b>	19%	18%	18%	19%	18%	19%	17%	19%	18%	20%	13%	17%	16%	20%	20%	20%	20%	20%	23%	21%	23%	22%	21%	21%	22%	23%	19%	19%	19%	14%	17%	16%	18%	15%	15%	18%	26%	
<b>Sweden</b>	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%	9%	5%	10%	11%	14%	12%	16%	11%	15%	12%	11%	18%	
<b>Turkey</b>	26%	24%	26%	26%	27%	25%	27%	24%	29%	22%	23%	25%	22%	26%	22%	22%	24%	24%	25%	20%	23%	23%	20%	32%	22%	35%	26%	24%	27%	24%	25%	26%	31%	32%	38%	32%	31%	
<b>United States</b>	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%	33%	31%	31%	25%	38%	

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):

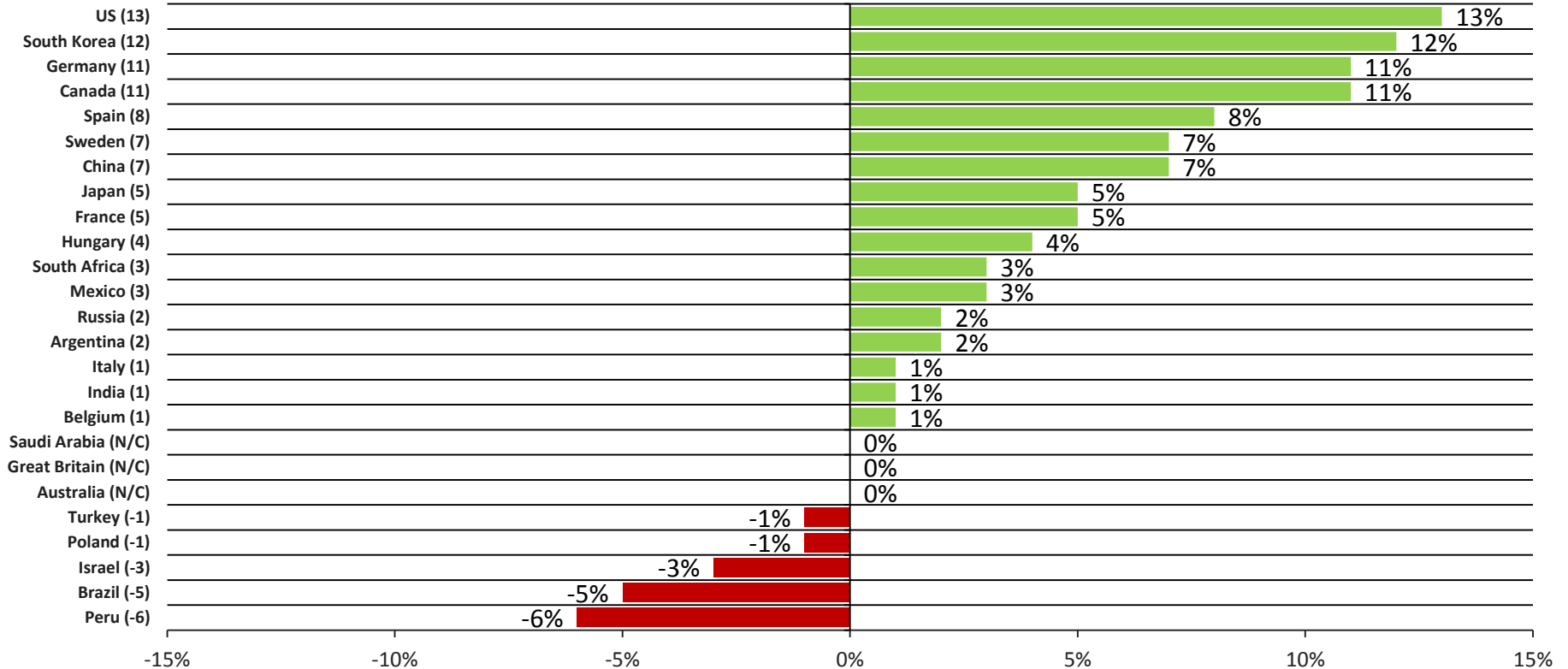
**Green** marks countries experiencing improvement;  
**Blue** marks countries with no change from last month;  
**Red** marks countries experiencing a decline;





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?

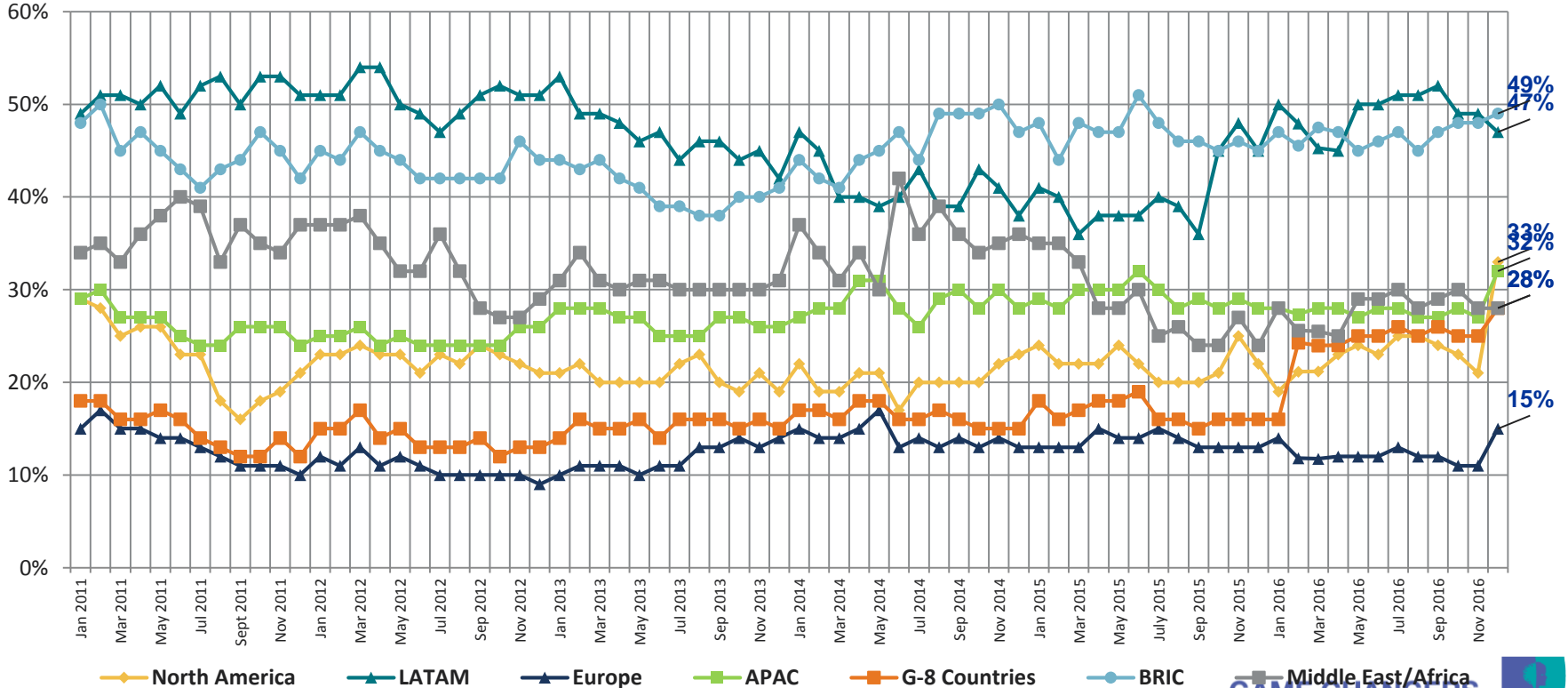
## Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:



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?

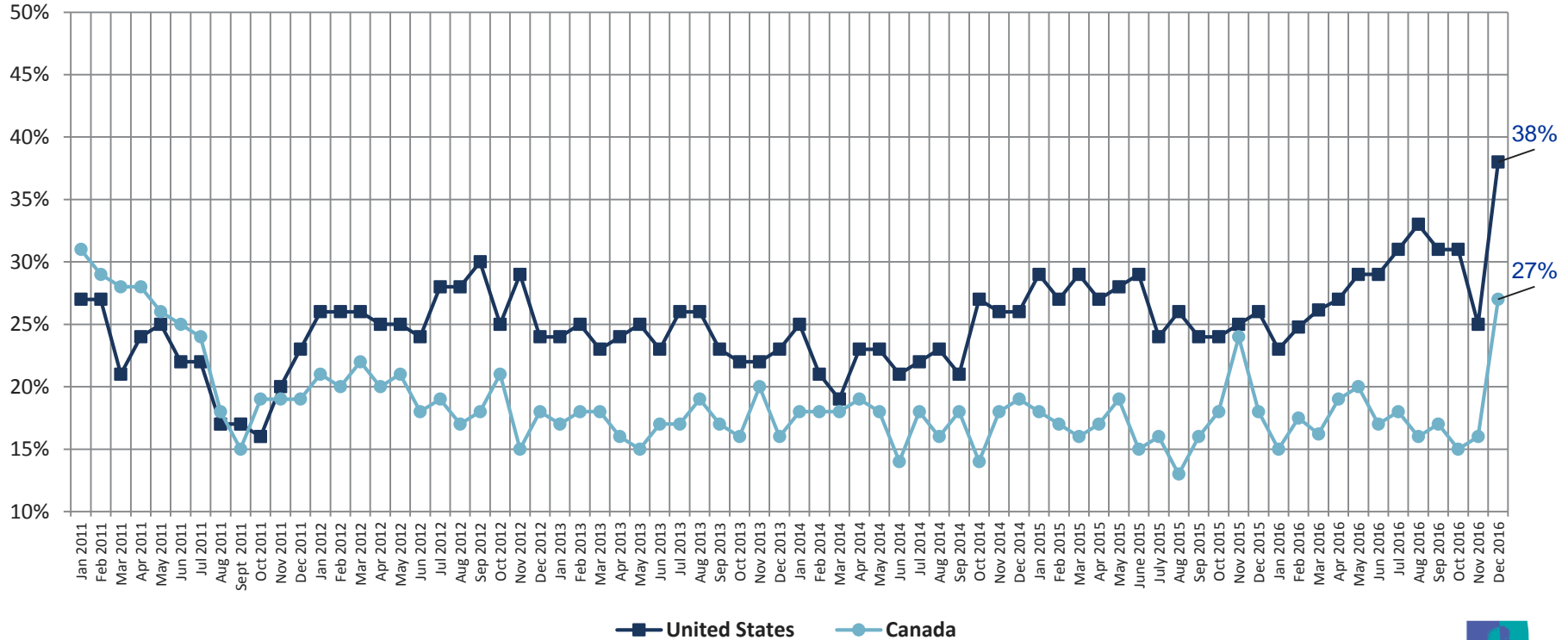
# All Regions - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

## % 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

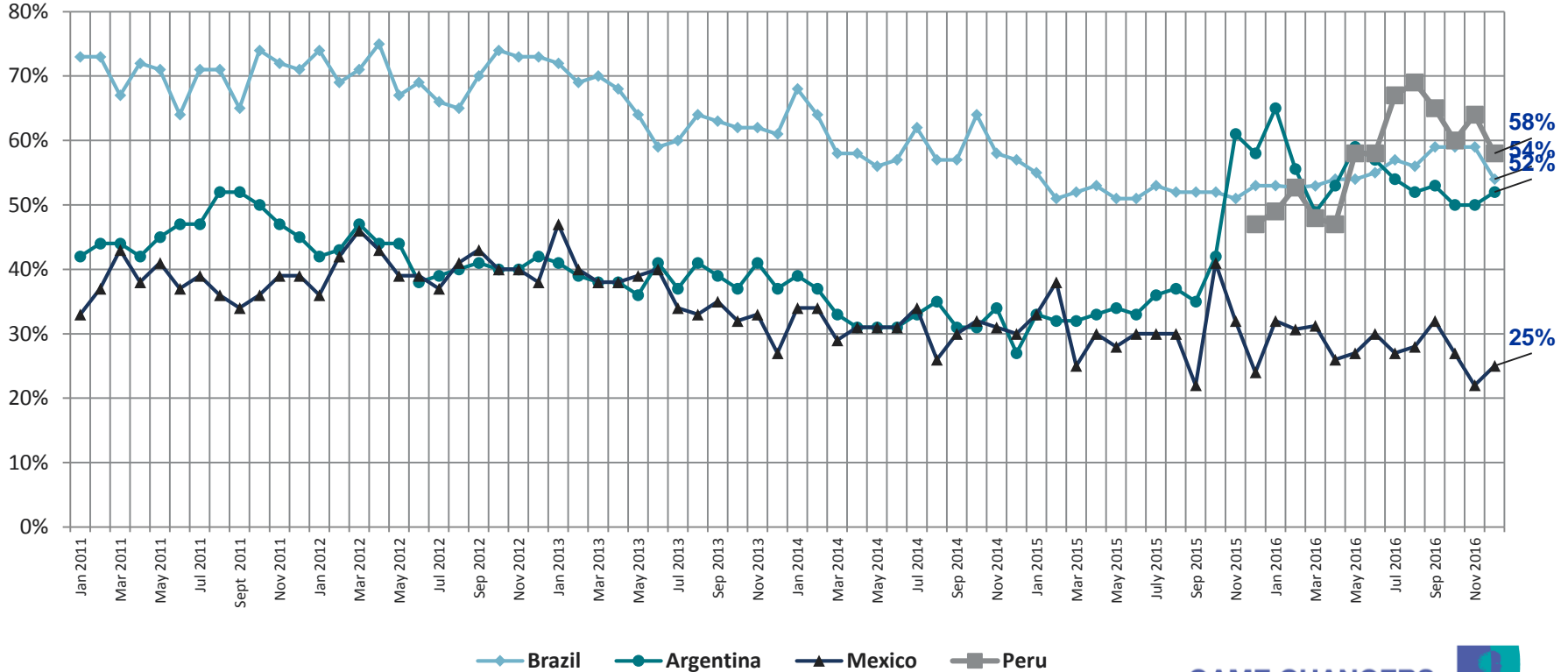
% Much Stronger / Somewhat Stronger





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

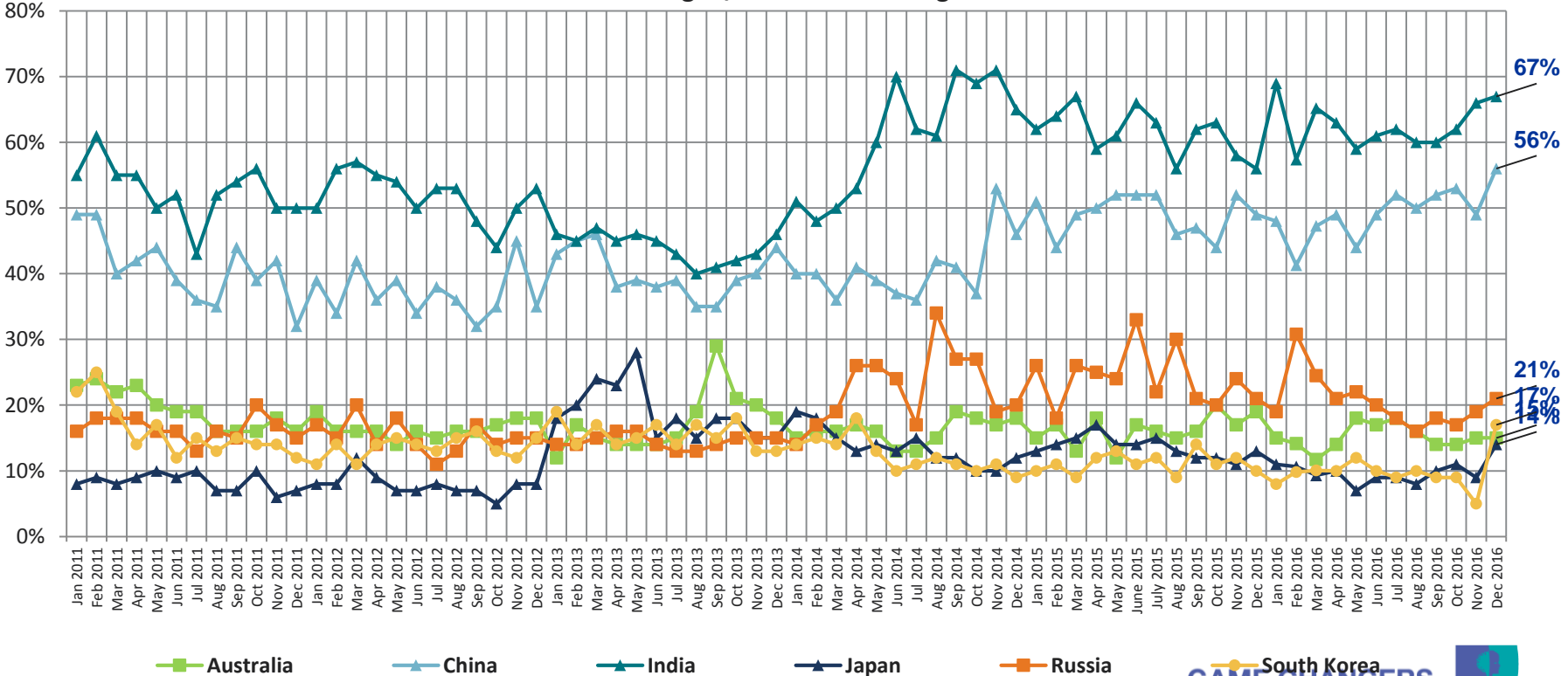
% Much Stronger / Somewhat Stronger





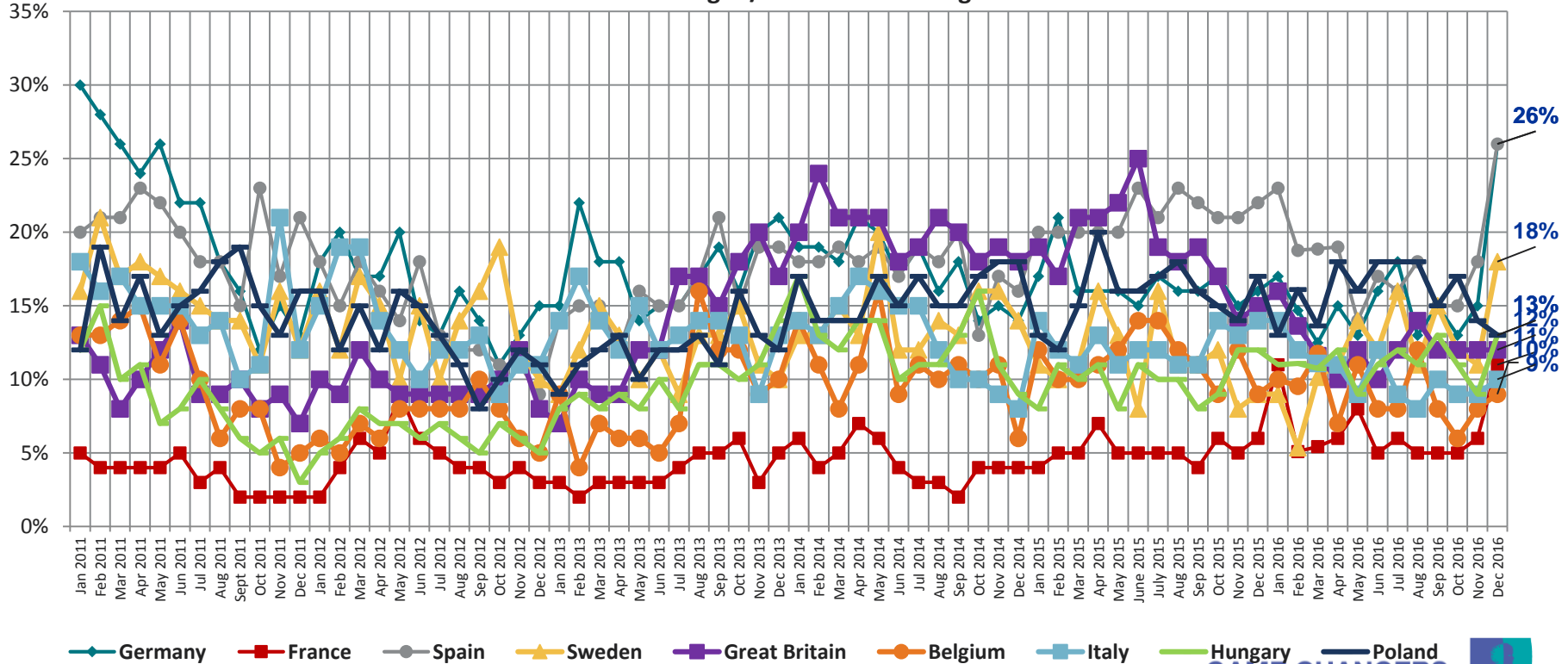
# APAC Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

% Much Stronger / Somewhat Stronger



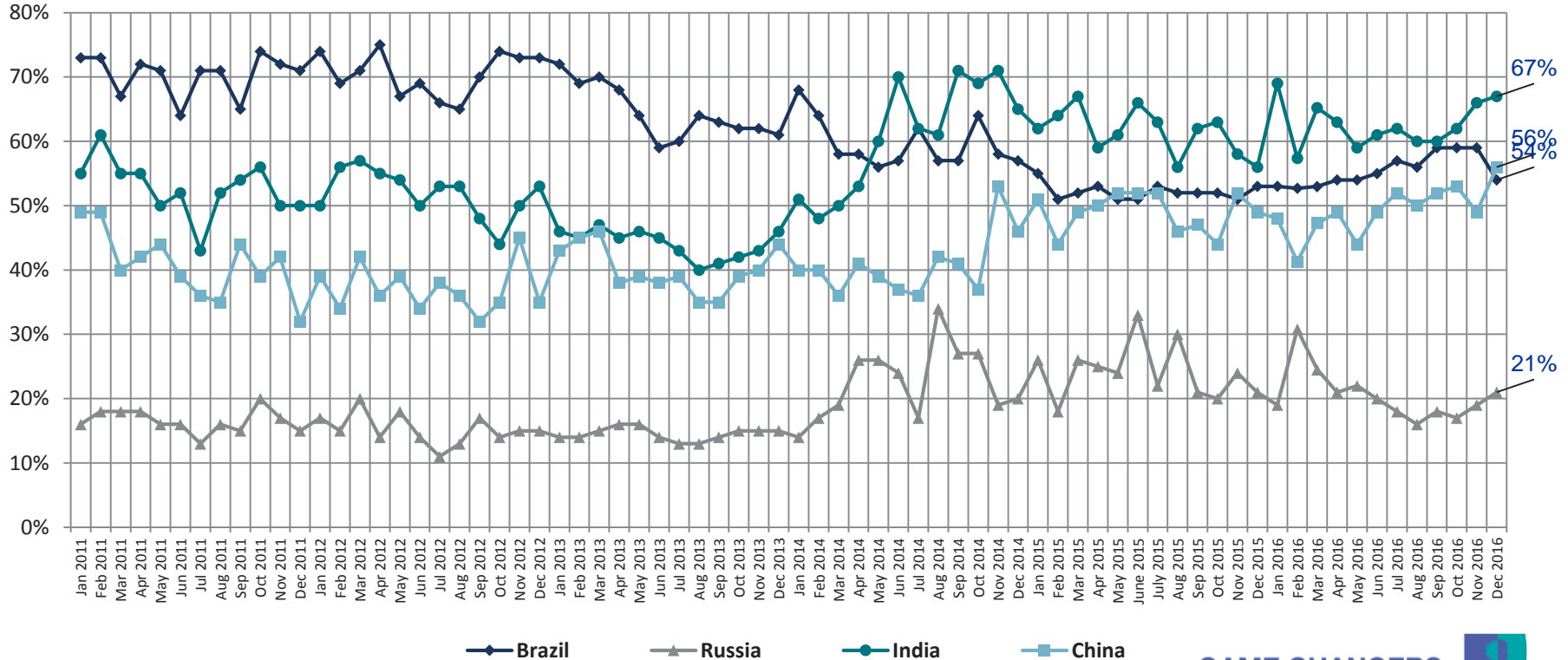
# European Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

% Much Stronger / Somewhat Stronger

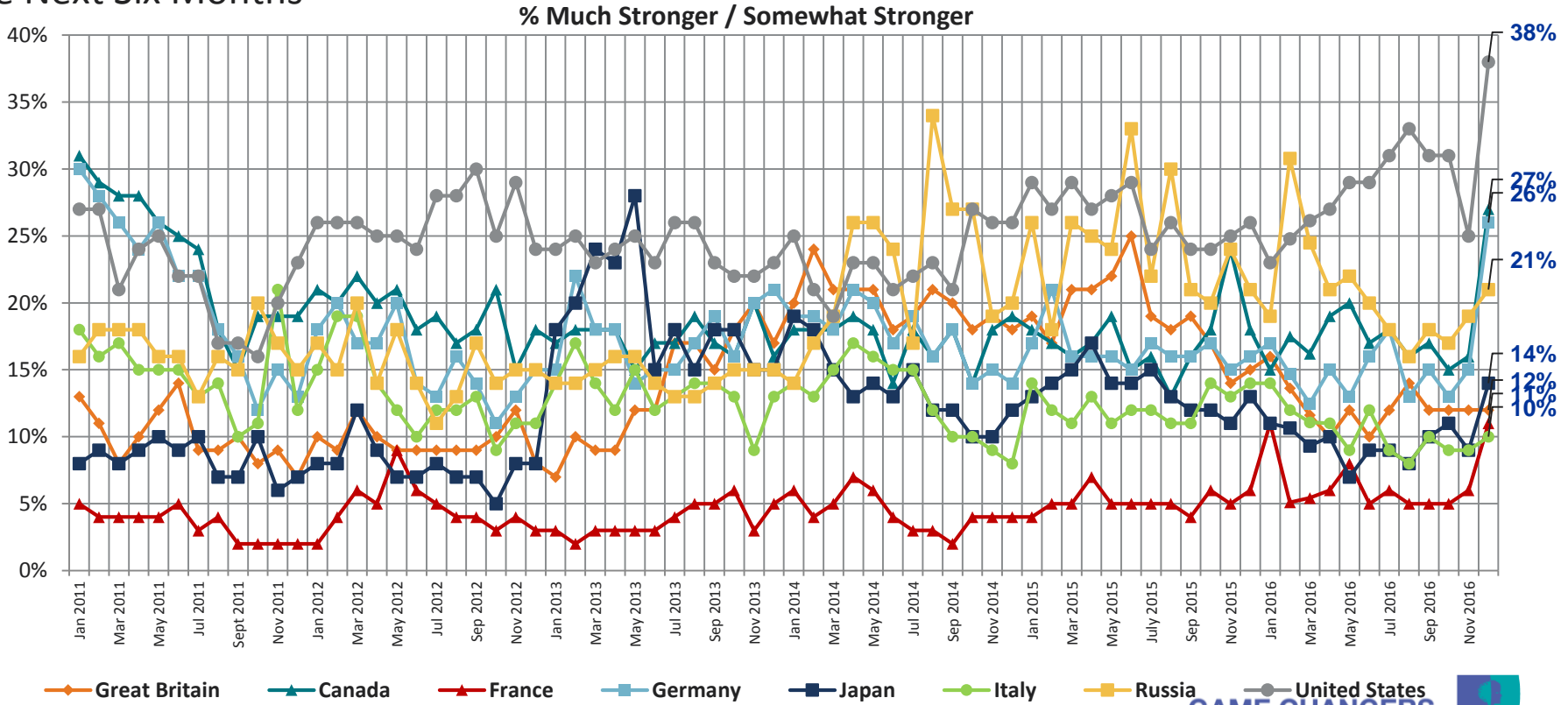


# BRIC Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

% Much Stronger / Somewhat Stronger

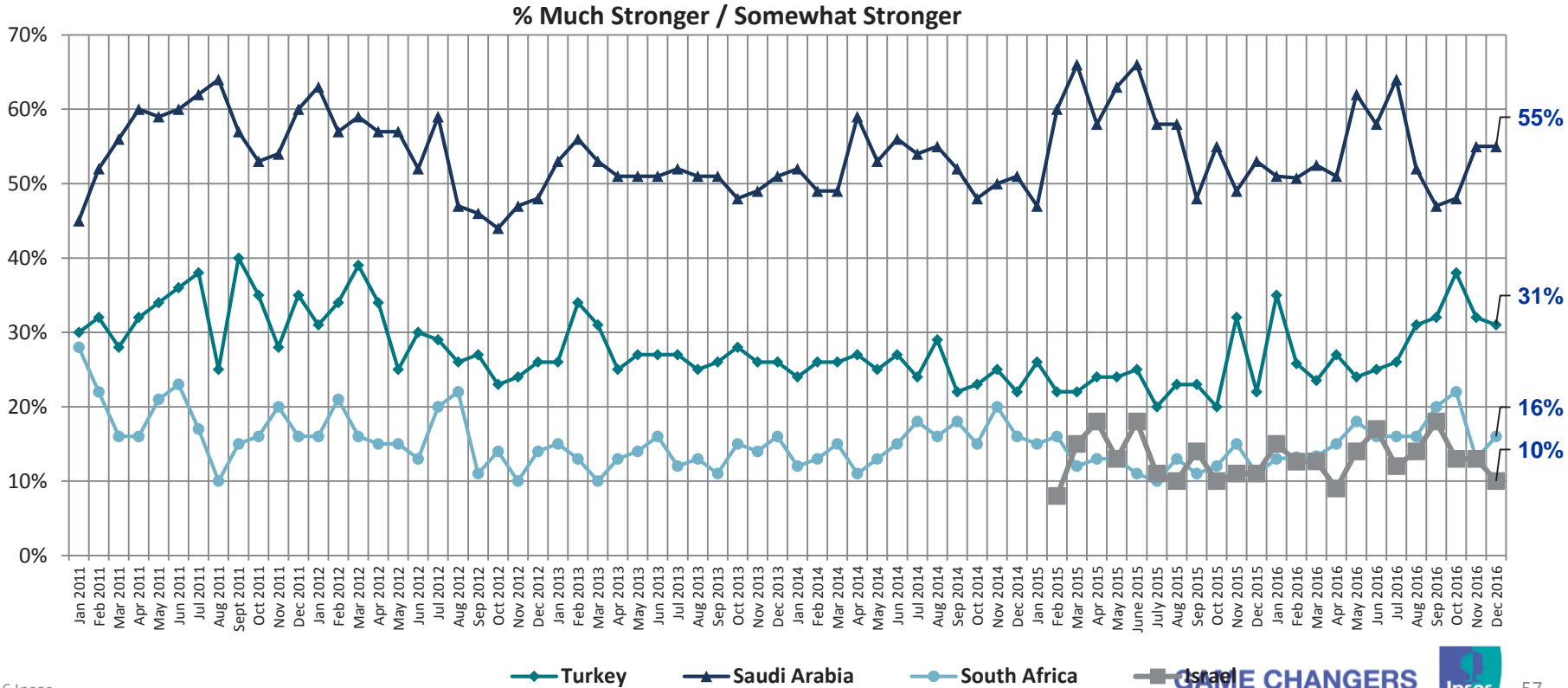


# G8 Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months





# 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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