



*Global @dvisor*

# The Economic Pulse of the World

Citizens in 26 Countries Assess the Current State of their Country's Economy for a Total Global Perspective

# These are the findings of the *Global @dvisor* Wave 98 (G@98), an Ipsos survey conducted between June 23<sup>rd</sup> and July 7<sup>th</sup>, 2017.

- The survey instrument is conducted monthly in 26 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, Serbia, 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 18,557 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, Serbia, 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.
- 17 of the 26 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Israel, Italy, Japan, Poland, Serbia, South Korea, Spain, Sweden, and United States).
- Brazil, China, India, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens. We refer to these respondents as “Upper Deck Consumer Citizens”. They are not nationally representative of their country.

## 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

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

- The average global economic assessment of national economies surveyed in 26 countries is down two points with 43% of global citizens rating their national economies as 'good'.
- Saudi Arabia (80%) and India (80%) share the top spot in the national economic assessment category this month, followed by Germany (79%), China (78%), Sweden (72%), Canada (62%), United States (57%), Australia (56%), Israel (52%), and Peru (52%). South Africa (9%) is at the lowest spot in this assessment, followed by Brazil (12%), Italy (17%), Hungary (19%), Argentina (19%), Mexico (22%), France (24%), South Korea (24%) and Spain (24%).
- *Countries with the greatest improvements in this wave:* Russia (36%, +4 pts.), Sweden (72%, +3 pts.), Canada (62%, +3 pts.), Turkey (40%, +3 pts.), Brazil (12%, +3 pts.), Spain (24%, +2 pts.), Poland (48%, +2 pts.), Serbia (33%, +1 pts.) and South Korea (24%, +1 pts.).
- *Countries with the greatest declines:* Peru (52%, -17 pts.), Hungary (19%, -8 pts.), Israel (52%, -7 pts.), the United States (57%, -5 pts.), South Africa (9%, -5 pts.), China (78%, -4 pts.), Saudi Arabia (80%, -4 pts.), Argentina (19%, -3 pts.), Mexico (22%, -3 pts.), Great Britain (39%, -3 pts.), Germany (79%, -3 pts.), Australia (56%, -2 pts.) and India (80%, -2 pts.).

# Global Average of Local Economic Assessment (33%) Unchanged

- When asked to assess their local economy, one third (33%) of those surveyed in 26 countries agree that the state of the current economy in their local area is 'good'. The local economic assessment is unchanged since last sounding.
- China (65%) is the top country in the local assessment category, followed by Saudi Arabia (64%), India (62%), Germany (62%), Sweden (56%), Israel (54%), the United States (46%), Canada (44%), Australia (39%) and Poland (35%). South Africa (10%) is the lowest ranked country in this category this month, followed by Serbia (11%), Argentina (16%), Japan (16%), Italy (16%), Brazil (16%), Mexico (17%), Hungary (18%), Spain (21%), France (23%) and South Korea (23%).
- *Countries with the greatest improvements in this wave:* South Korea (23%, +4 pts.), Poland (35%, +4 pts.), Spain (21%, +4 pts.), China (65%, +3 pts.), Canada (44%, +3 pts.), France (23%, +2 pts.), Russia (24%, +2 pts.) and Belgium (30%, +2 pts.).
- *Countries with the greatest declines in this wave:* Peru (25%, -11 pts.), the United States (46%, -7 pts.), South Africa (10%, -4 pts.), Hungary (18%, -4 pts.), Great Britain (31%, -3 pts.), Argentina (16%, -3 pts.), Israel (54%, -2 pts.), Serbia (11%, -2 pts.), Japan (16%, -2 pts.) and Italy (16%, -1 pts.).

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

- The future outlook is down one point since last month, with just over one quarter (26%) of global citizens surveyed in 26 countries expecting their local economy to be stronger six months from now.
- India (64%) remains at the top of this assessment category, followed by Peru (53%), Brazil (52%), Saudi Arabia (52%), China (48%), Argentina (39%), the United States (34%), South Korea (32%), Turkey (30%) and Mexico (23%). Italy (19%) has the lowest future outlook score this month, followed by Japan (11%), Great Britain (11%), Hungary (12%), France (12%), Sweden (14%), Australia (14%), South Africa (14%), Belgium (15%) and Israel (15%).
- *Countries with the greatest improvements in this wave:* Belgium (15%, +5 pts.), Serbia (19%, +4 pts.), Turkey (30%, +4 pts.) and Canada (18%, +1pts.).
- *Countries with the greatest declines in this wave:* China (48%, -6 pts.), South Korea (32%, -5 pts.), the United States (34%, -5 pts.), Argentina (39%, -5 pts.), Mexico (23%, -4 pts.), Saudi Arabia (52%, -3 pts.), Brazil (52%, -3 pts.), Italy (9%, -3 pts.), Sweden (14%, -3 pts.), Spain (18%, -3 pts.), Hungary (12%, -2 pts.), Poland (21%, -2 pts.), India (64%, -2 pts.), Australia (14%, -2 pts.) and Germany (17%, -2 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	80%	Russia	4%	Peru	-17%	Great Britain	39%
India	80%	Turkey	3%	Hungary	-8%	Japan	37%
Germany	79%	Sweden	3%	Israel	-7%	Russia	36%
China	78%	Canada	3%	South Africa	-5%	Serbia	33%
Sweden	72%	Brazil	3%	US	-5%	France	24%
Canada	62%	Spain	2%	China	-4%	South Korea	24%
US	57%	Poland	2%	Saudi Arabia	-4%	Spain	24%
Australia	56%	South Korea	1%	Argentina	-3%	Mexico	22%
Peru	52%	Serbia	1%	Germany	-3%	Hungary	19%
Israel	52%			Great Britain	-3%	Argentina	19%
Belgium	48%			Mexico	-3%	Italy	17%
Poland	48%			Australia	-2%	Brazil	12%
Turkey	40%			India	-2%	South Africa	9%



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...

REGION (in descending order by NET)	NET 'Good'	CHANGE (since last sounding)
North America	60%	-1%
APAC	52%	-1%
BRIC	51%	-1%
Middle East/Africa	45%	-4%
G-8 Countries	44%	-1%
Europe	40%	-1%
LATAM	26%	-5%

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	65%	Spain	4%	Peru	-11%	Peru	25%
Saudi Arabia	64%	South Korea	4%	US	-7%	Russia	24%
Germany	62%	Poland	4%	Hungary	-4%	France	23%
India	62%	China	3%	South Africa	-4%	South Korea	23%
Sweden	56%	Canada	3%	Argentina	-3%	Spain	21%
Israel	54%	Russia	2%	Great Britain	-3%	Hungary	18%
US	46%	France	2%	Israel	-2%	Mexico	17%
Canada	44%	Belgium	2%	Japan	-2%	Argentina	16%
Australia	39%	Sweden	1%	Serbia	-2%	Japan	16%
Poland	35%	Saudi Arabia	1%	Italy	-1%	Italy	16%
Great Britain	31%	Mexico	1%			Brazil	16%
Turkey	31%	India	1%			Serbia	11%
Belgium	30%	Germany	1%			South Africa	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...

REGION (in descending order by NET)	NET 'Strong' Top 3 Box (5-6-7)	CHANGE (since last sounding)
North America	45%	-2%
BRIC	42%	2%
Middle East/Africa	40%	-1%
APAC	38%	1%
G-8 Countries	33%	0%
Europe	30%	0%
LATAM	19%	-3%

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	
India	64%	Belgium	5%	China	-6%	Russia	18%
Peru	53%	Turkey	4%	Argentina	-5%	Canada	18%
Brazil	52%	Serbia	4%	South Korea	-5%	Germany	17%
Saudi Arabia	52%	Canada	1%	US	-5%	Israel	15%
China	48%			Mexico	-4%	Belgium	15%
Argentina	39%			Brazil	-3%	Sweden	14%
US	34%			Italy	-3%	Australia	14%
South Korea	32%			Saudi Arabia	-3%	South Africa	14%
Turkey	30%			Spain	-3%	Hungary	12%
Mexico	23%			Sweden	-3%	France	12%
Poland	21%			Australia	-2%	Great Britain	11%
Serbia	19%			Germany	-2%	Japan	11%
Spain	18%			Hungary	-2%	Italy	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...

REGION (in descending order by NET)	NET 'Stronger'	CHANGE (since last sounding)
BRIC	46%	-2%
LATAM	42%	-3%
APAC	31%	-3%
Middle East/Africa	28%	1%
North America	26%	-2%
G-8 Countries	16%	-2%
Europe	15%	-1%

# DETAILED FINDINGS



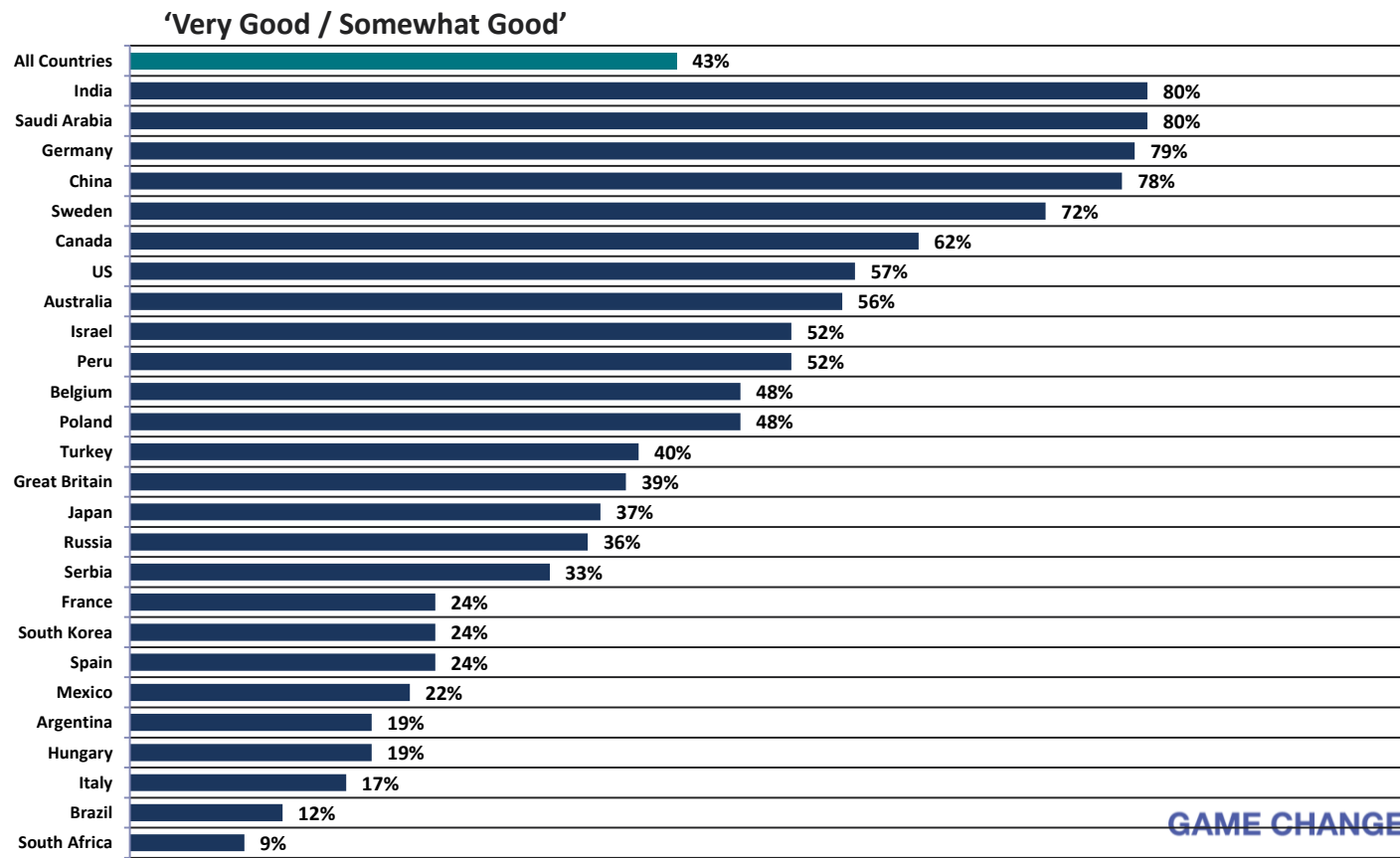
# 1 Assessing The Current Economic Situation .....

## 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”

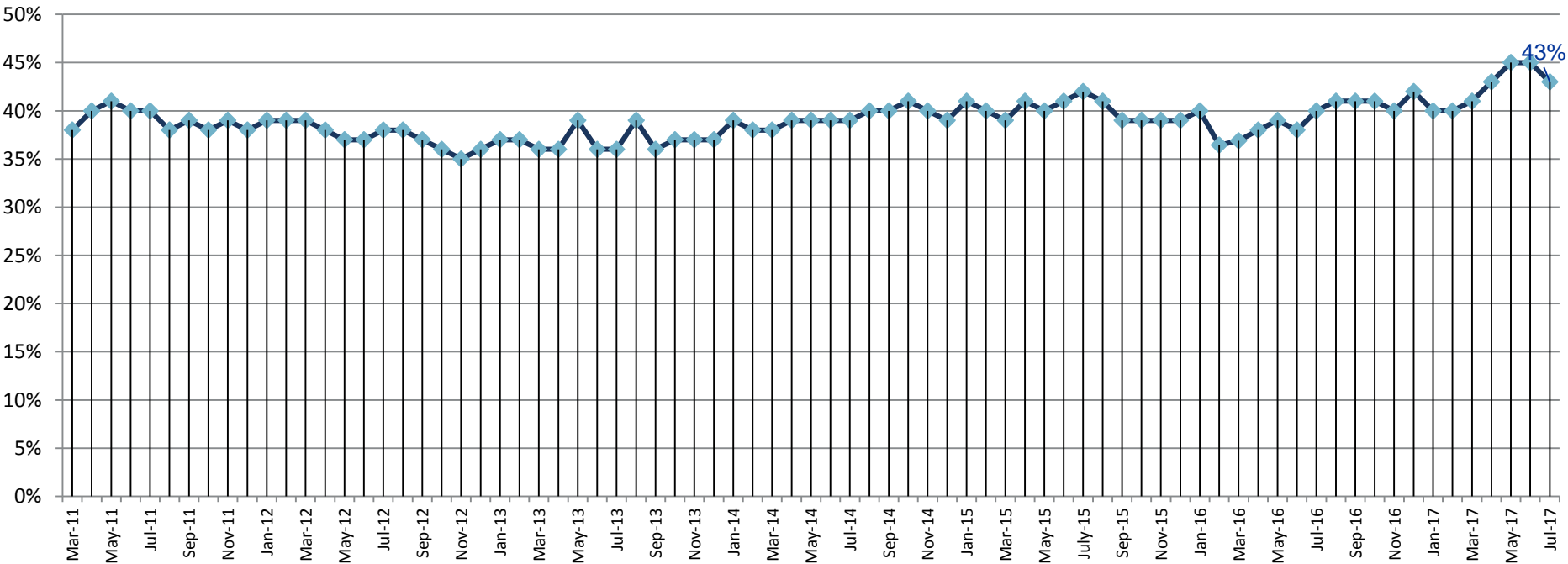




Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



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



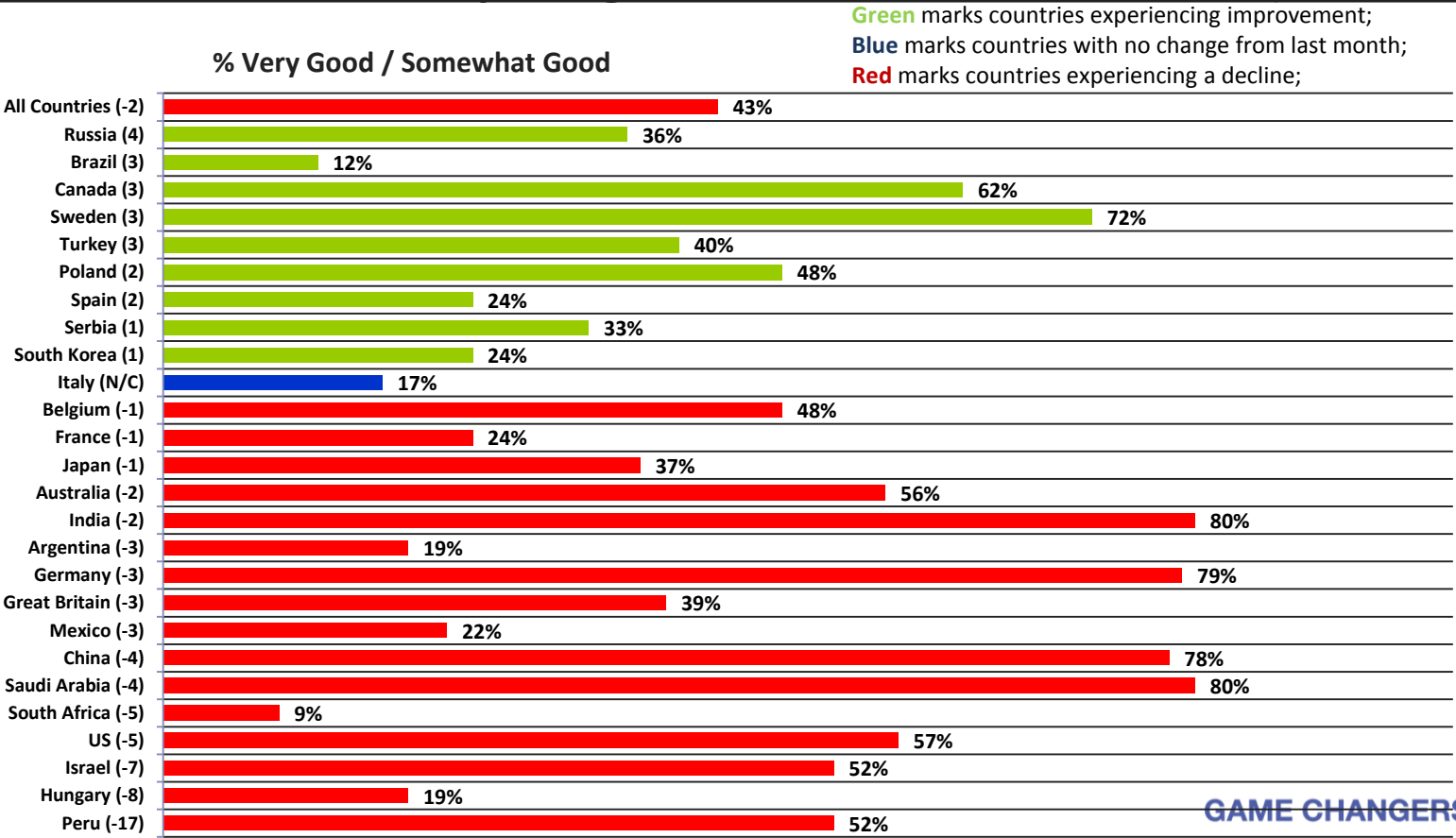
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

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

	Jul '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	Jan '17	Feb '17	Mar '17	Apr '17	May '17	Jun '17	Jul '17
Total	39%	40%	40%	41%	40%	39%	41%	40%	39%	41%	40%	41%	42%	41%	39%	39%	39%	39%	40%	36%	37%	38%	39%	38%	40%	41%	41%	41%	40%	42%	40%	40%	41%	43%	45%	45%	43%
Argentina	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%	20%	23%	21%	21%	27%	22%	19%
Australia	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%	60%	57%	58%	60%	59%	58%	56%
Belgium	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%	37%	41%	34%	45%	47%	49%	48%
Brazil	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%	12%	7%	9%	9%	13%	9%	10%	11%	9%	10%	9%	12%
Canada	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%	52%	55%	56%	59%	56%	59%	62%
China	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%	74%	76%	78%	80%	81%	82%	78%
France	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%	16%	14%	17%	15%	17%	25%	24%
Germany	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%	77%	74%	81%	79%	81%	82%	79%
Great Britain	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%	43%	44%	44%	48%	47%	42%	39%
Hungary	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%	25%	23%	22%	22%	25%	27%	19%
India	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%	78%	80%	77%	82%	83%	82%	80%
Israel								36%	34%	46%	47%	48%	51%	53%	52%	44%	42%	46%	42%	47%	43%	52%	42%	48%	50%	48%	52%	53%	49%	46%	46%	48%	54%	57%	60%	59%	52%
Italy	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%	15%	13%	15%	14%	18%	15%	15%	16%	12%	14%	17%	17%
Japan	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%	29%	32%	30%	34%	34%	38%	37%
Mexico	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%	14%	14%	17%	20%	27%	25%	22%
Peru																		52%	52%	46%	45%	52%	54%	54%	61%	62%	69%	65%	65%	72%	67%	61%	60%	62%	77%	69%	52%
Poland	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%	36%	35%	40%	41%	44%	46%	48%
Russia	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%	33%	32%	33%	34%	35%	32%	36%
Saudi Arabia	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%	80%	78%	74%	79%	87%	84%	80%
Serbia																																21%	27%	32%	31%	32%	33%
South Africa	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%	16%	18%	18%	17%	13%	14%	9%
South Korea	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%	14%	13%	15%	10%	15%	7%	7%	7%	10%	13%	23%	24%
Spain	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%	16%	16%	15%	13%	17%	16%	18%	21%	22%	22%	24%	
Sweden	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%	69%	69%	70%	69%	77%	69%	72%
Turkey	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%	37%	29%	38%	39%	42%	37%	40%
United States	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%	52%	55%	57%	59%	57%	62%	57%

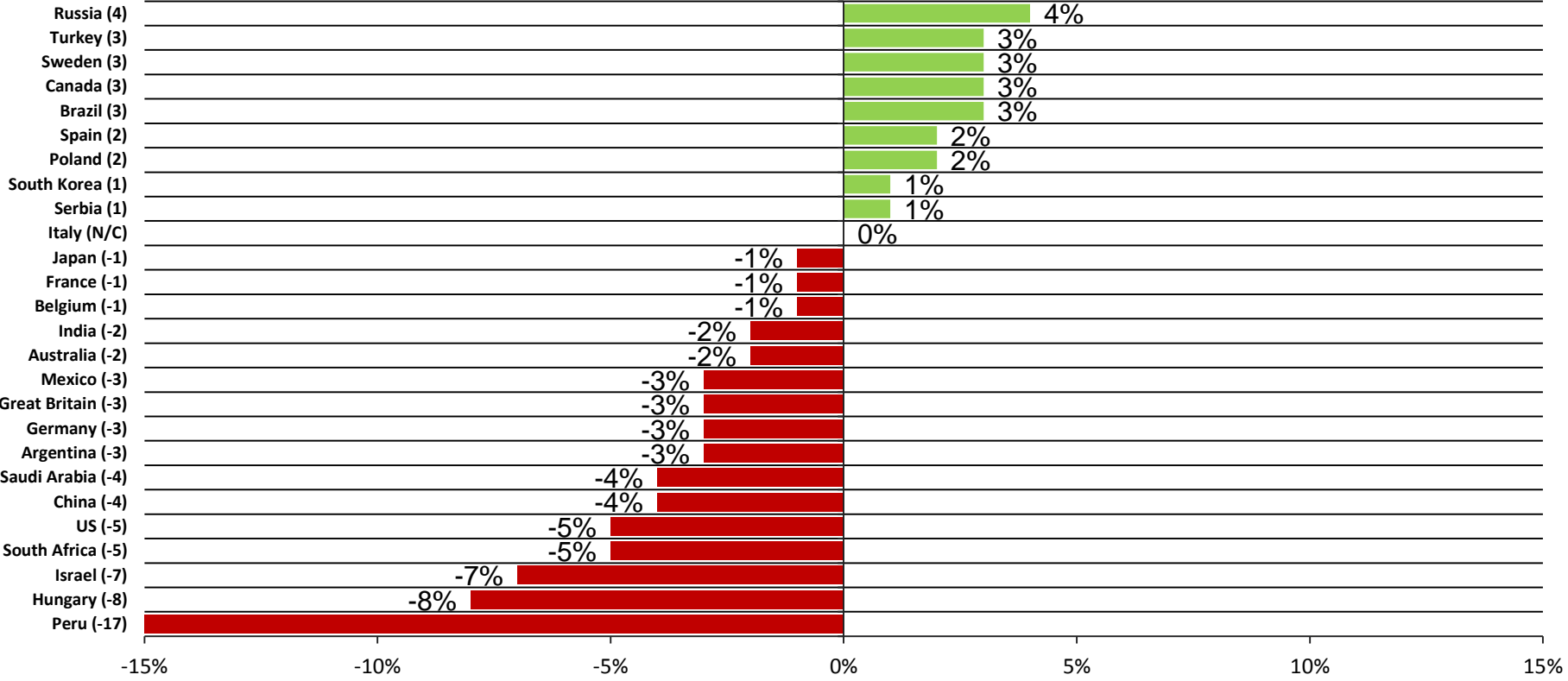
Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

# 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?

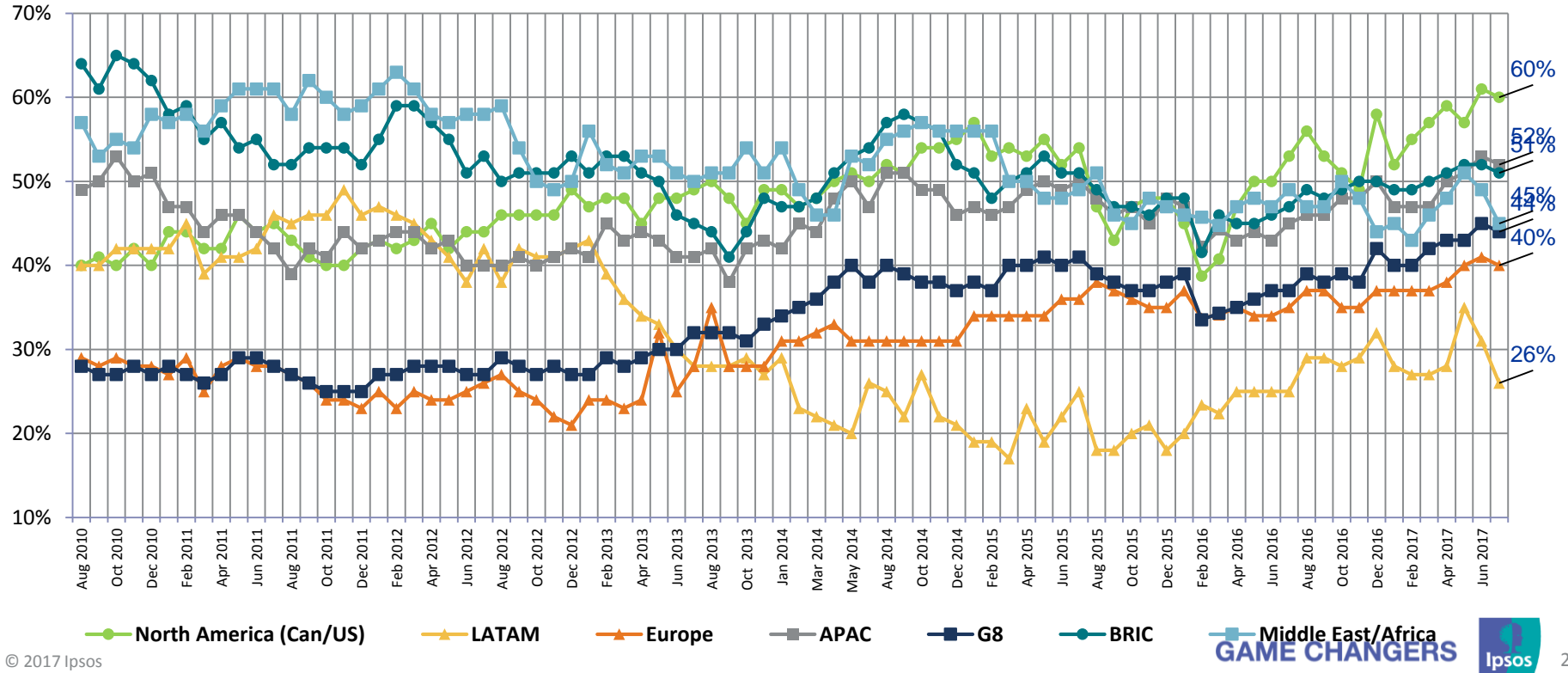
## Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:



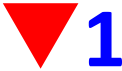
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

# Assessing the Current Economic Situation by All Regions:

Very Good / Somewhat Good

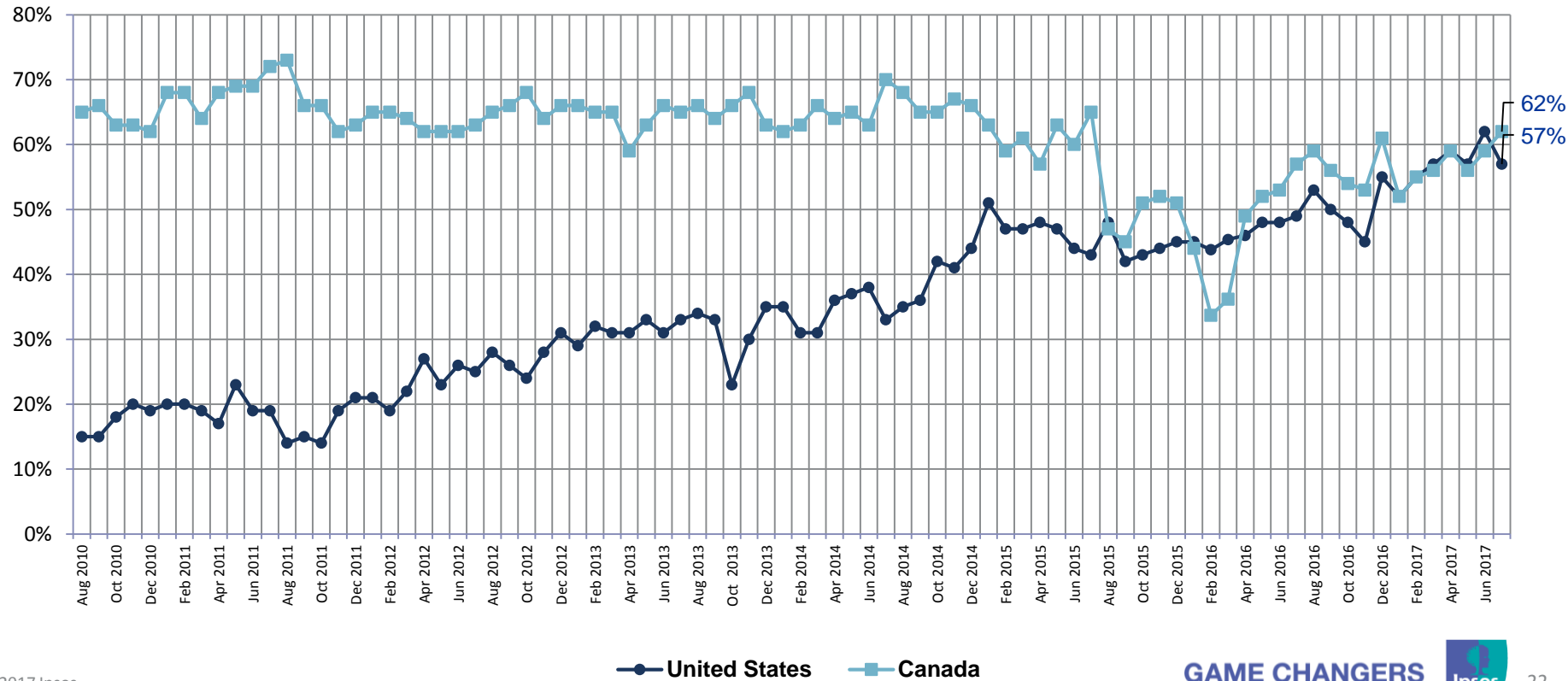


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



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

Very Good / Somewhat Good

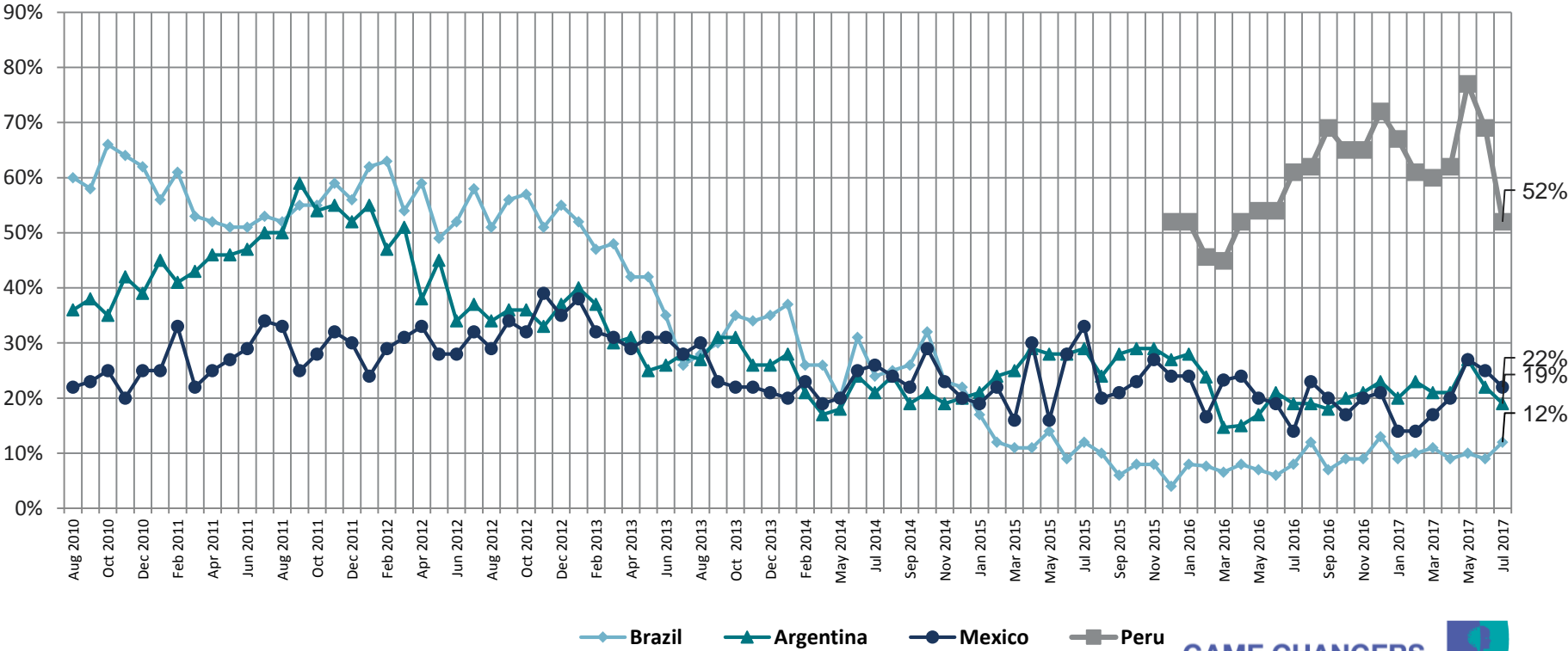


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

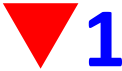


# LATAM Countries - Assessing the Current Economic Situation

## Very Good / Somewhat Good

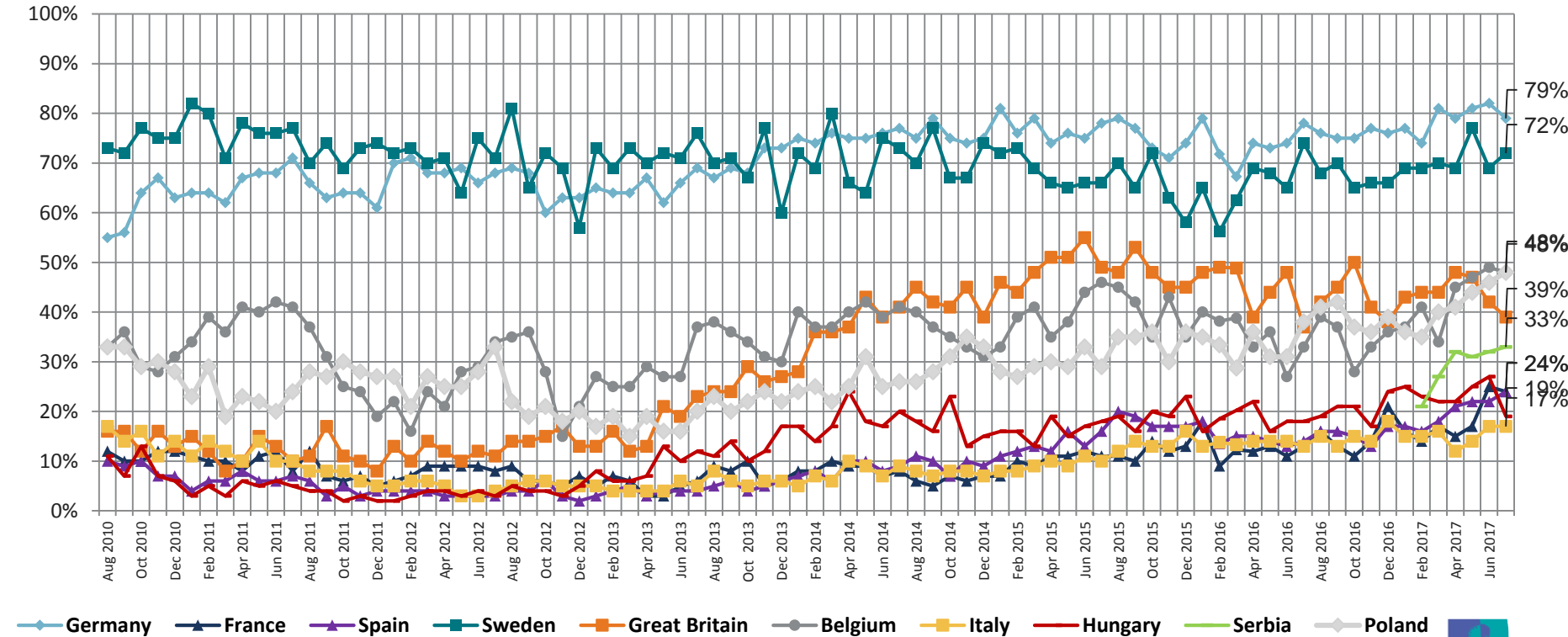


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



# European Countries - Assessing the Current Economic Situation

## Very Good / Somewhat Good



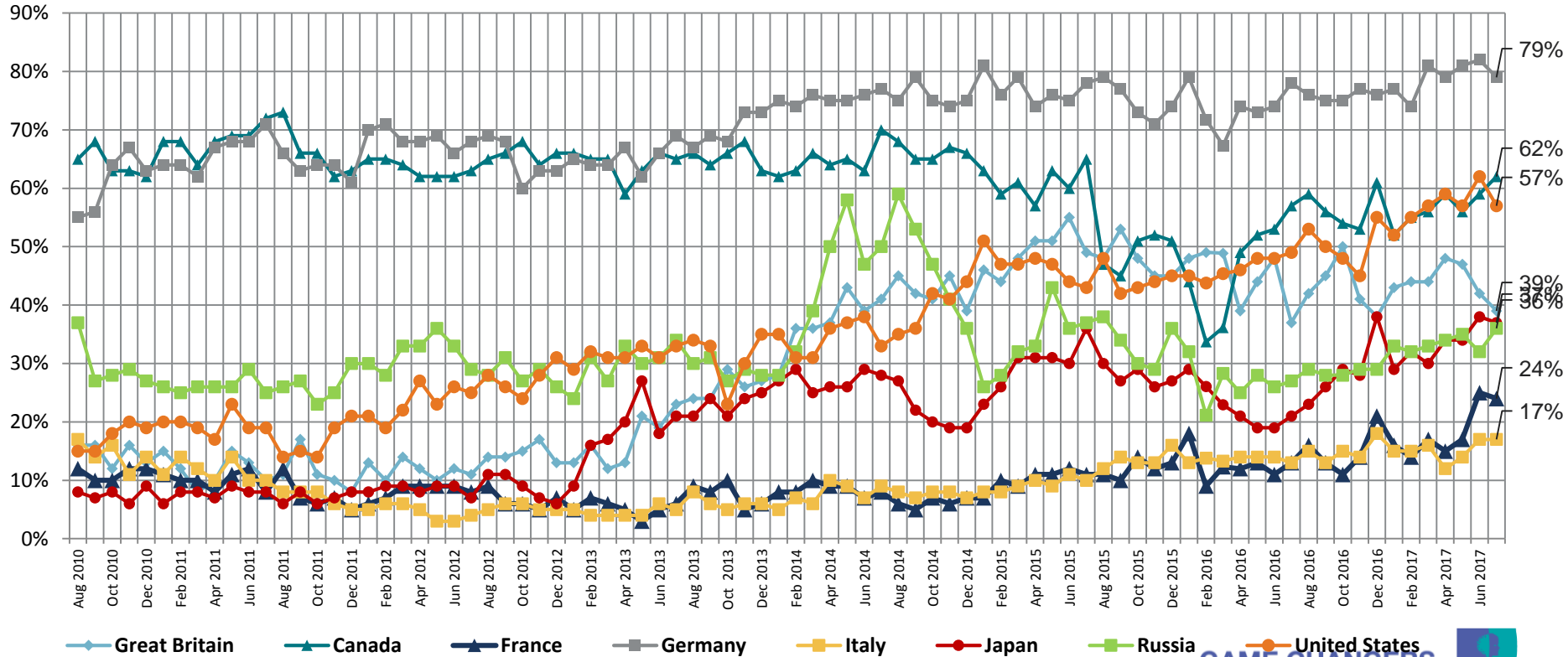


**Very Good / Somewhat Good**



# G8 Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good

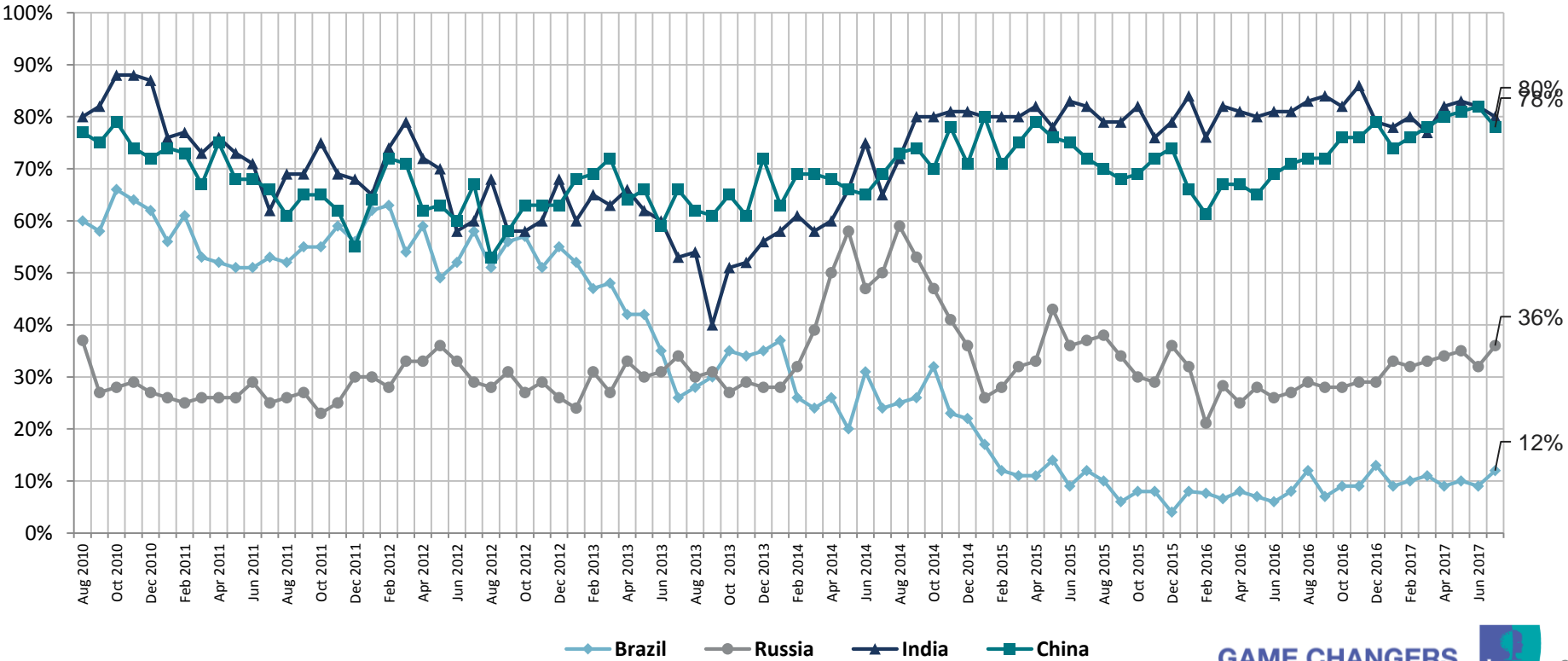


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



# BRIC Countries - Assessing the Current Economic Situation

## Very Good / Somewhat Good

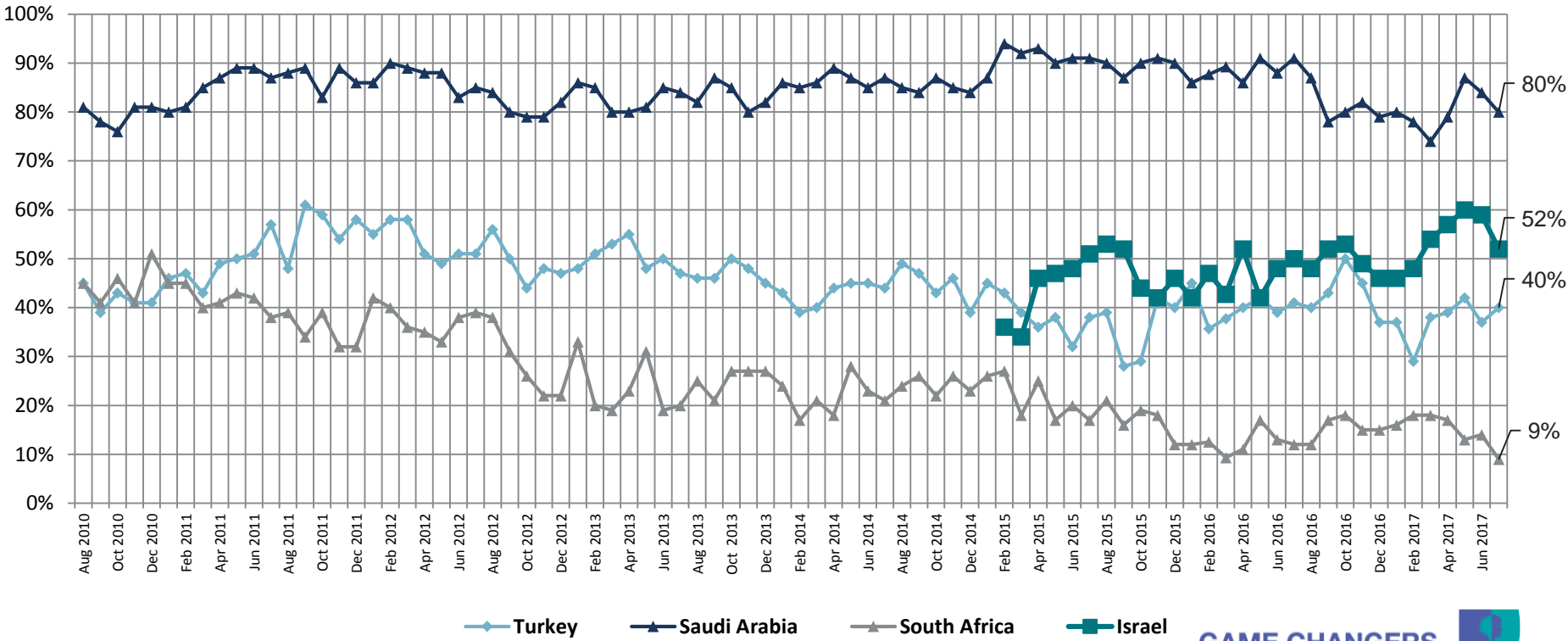


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



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

## Very Good / Somewhat Good



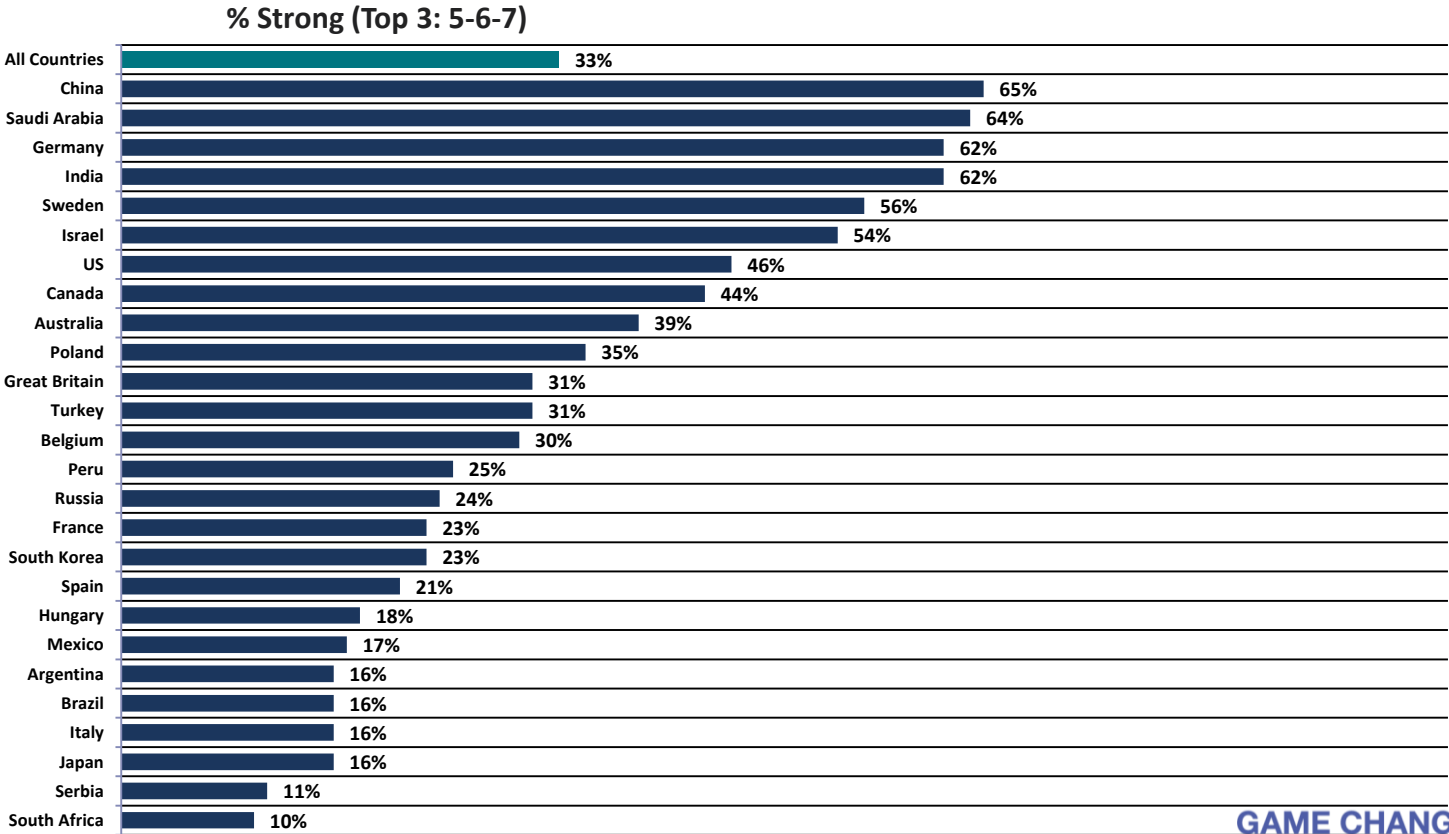
## 2 Assessing The Economy...

...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

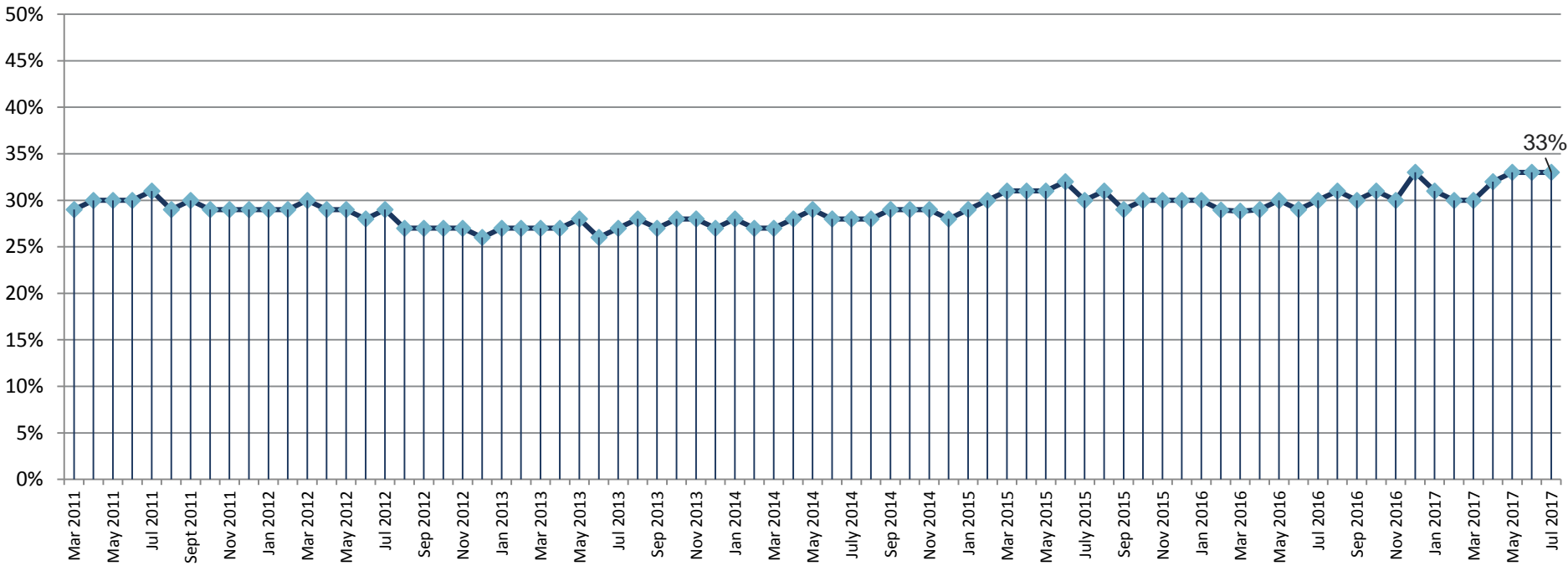
# Citizen Consumers Who Say The Economy In Their Local Area is Strong...



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)



% Strong (Top 3 5-6-7)

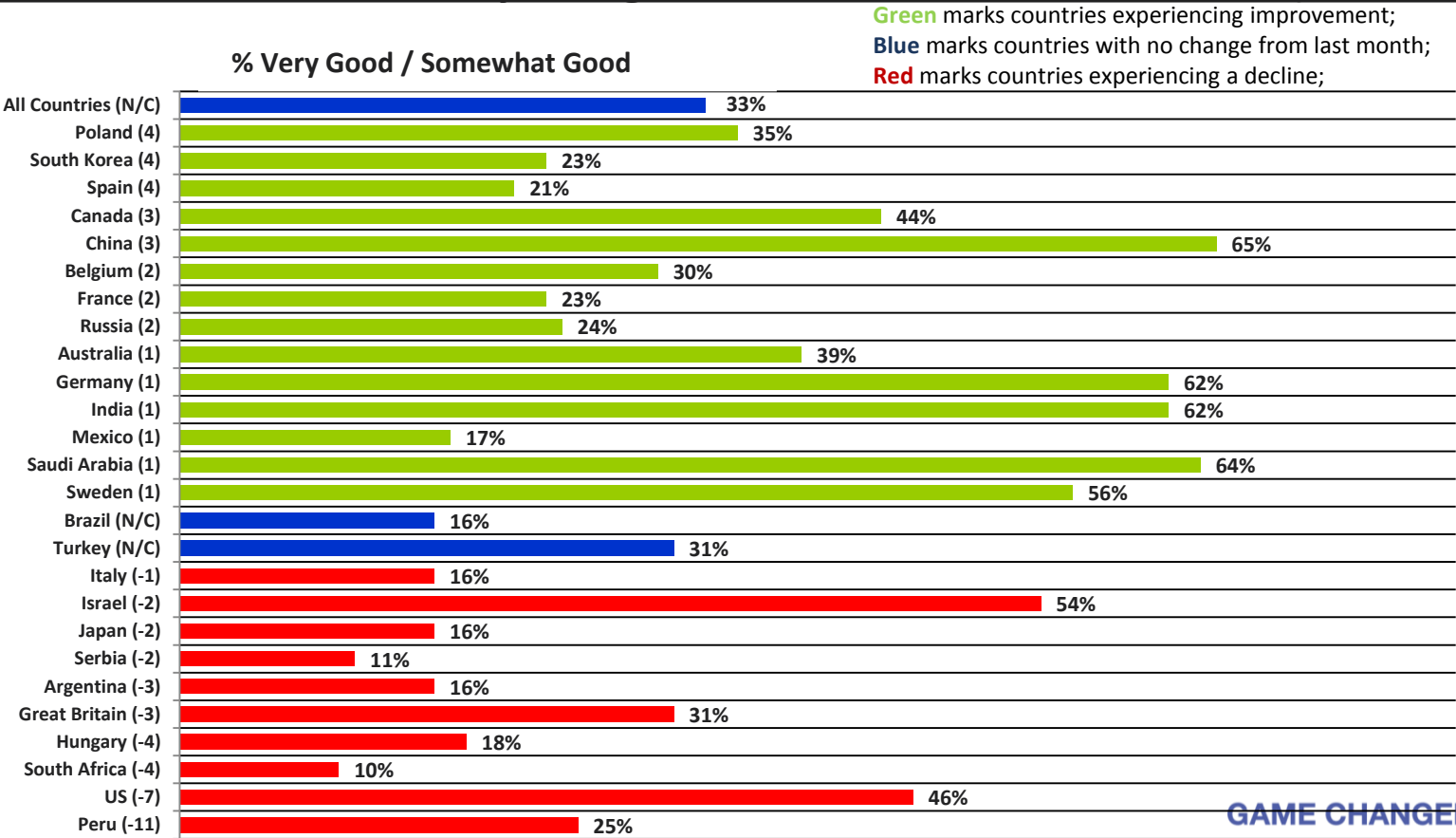
## Citizen Consumers Who Say The Economy In Their Local Area is Strong

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



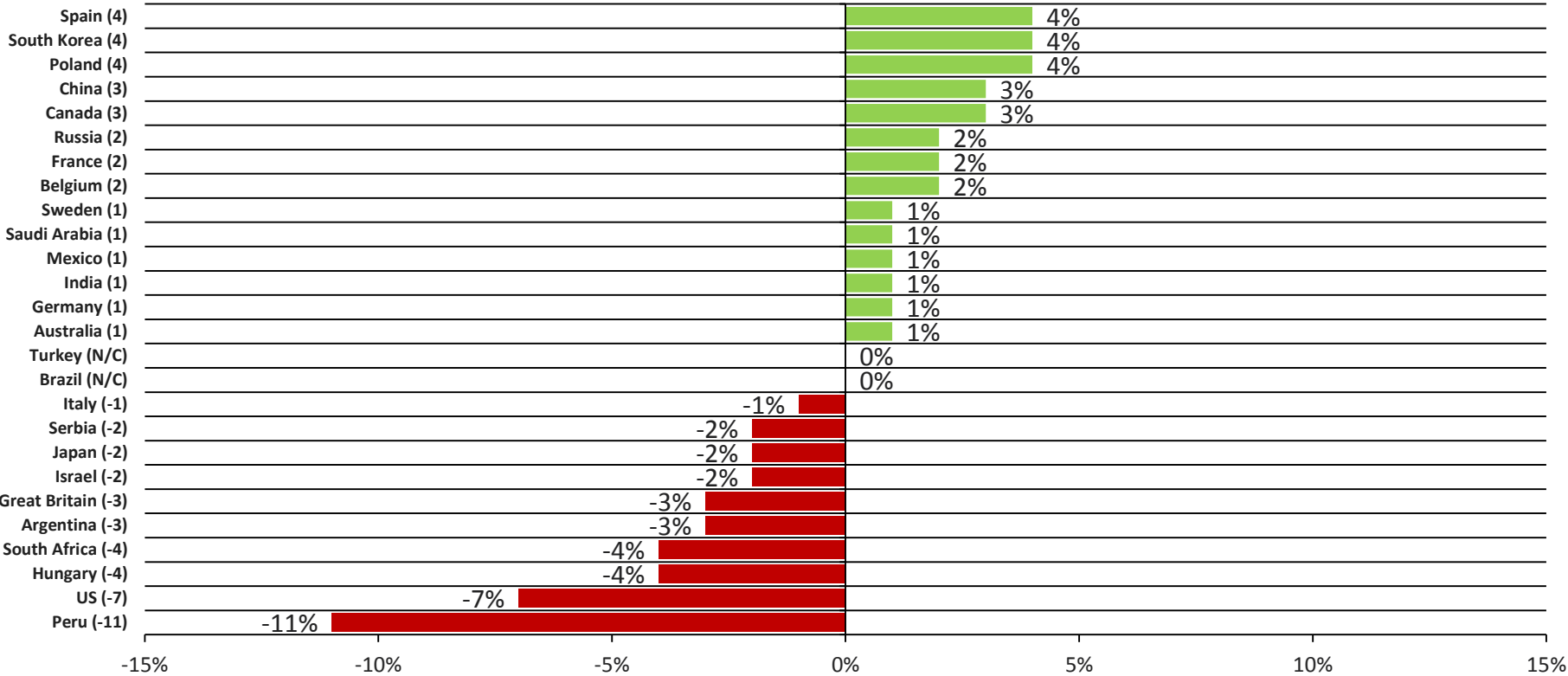
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy...

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



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...

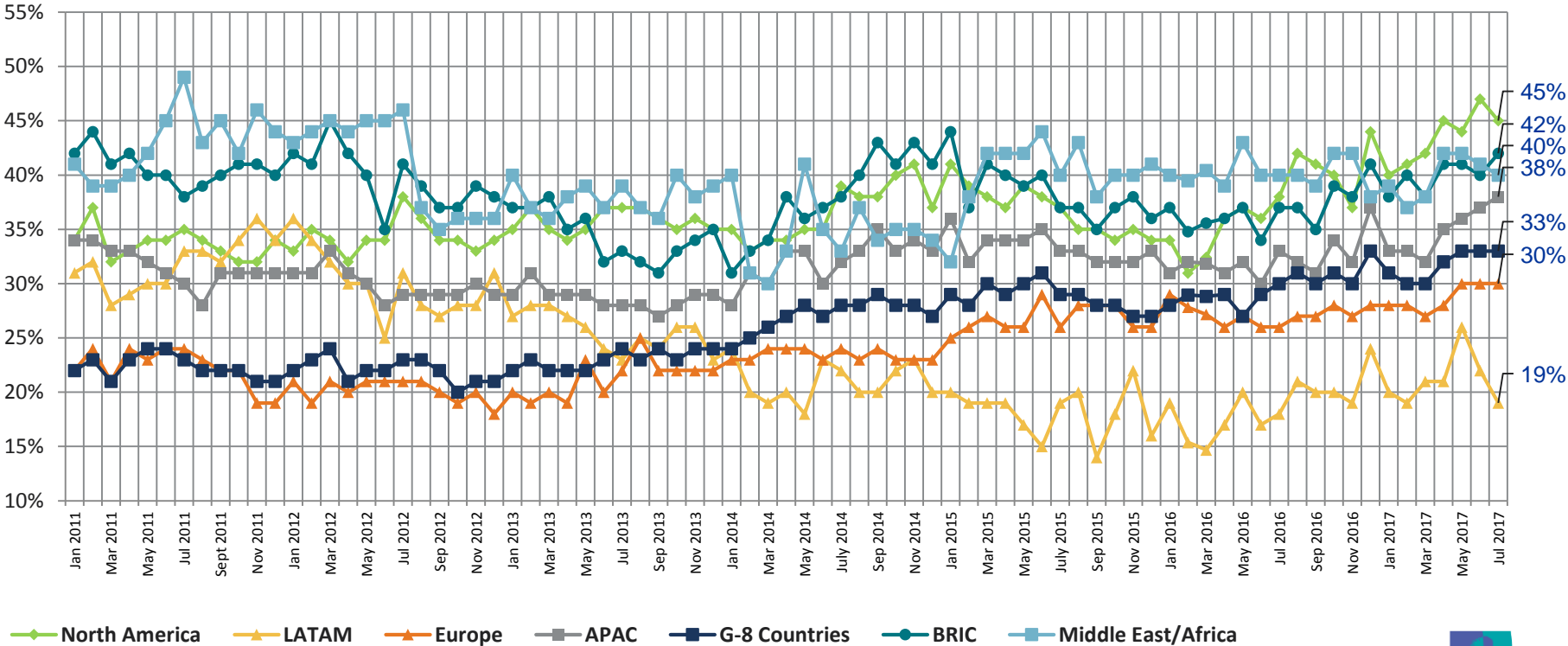
## Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:



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)

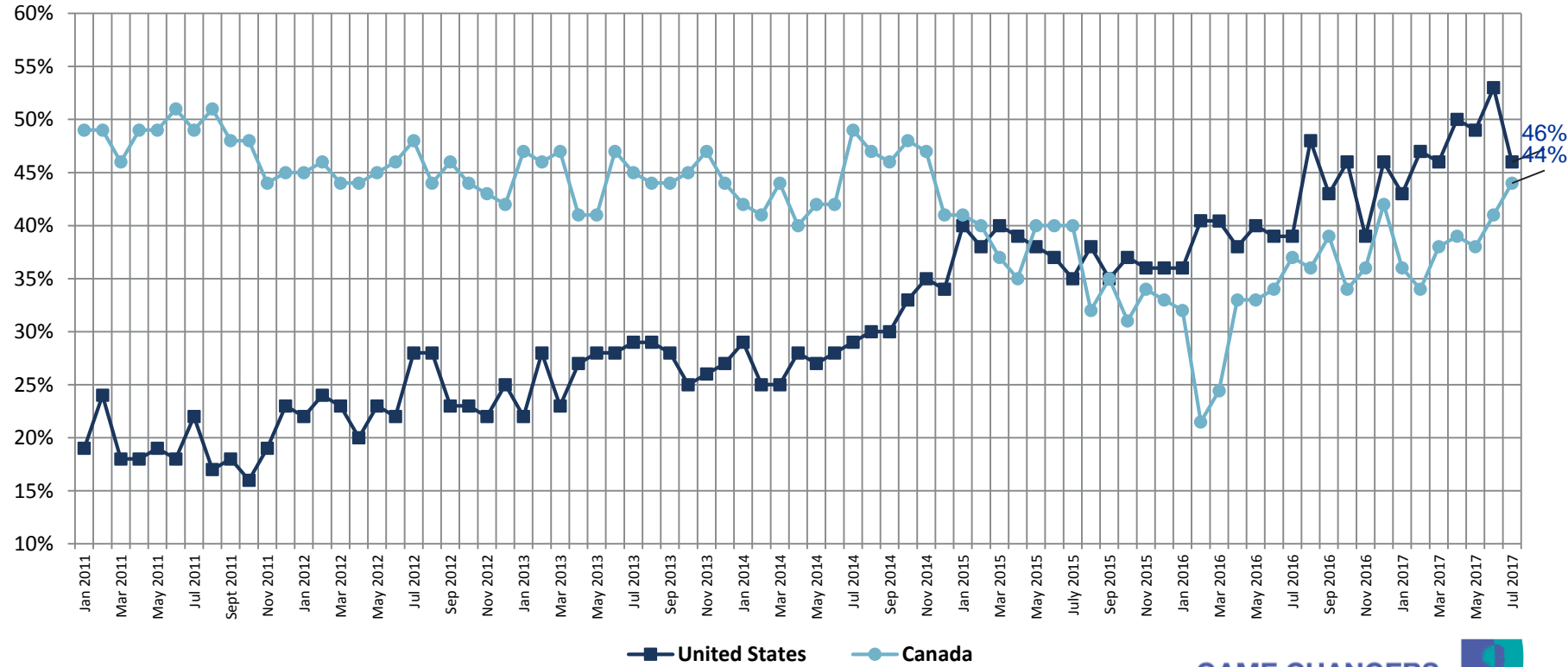


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



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

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

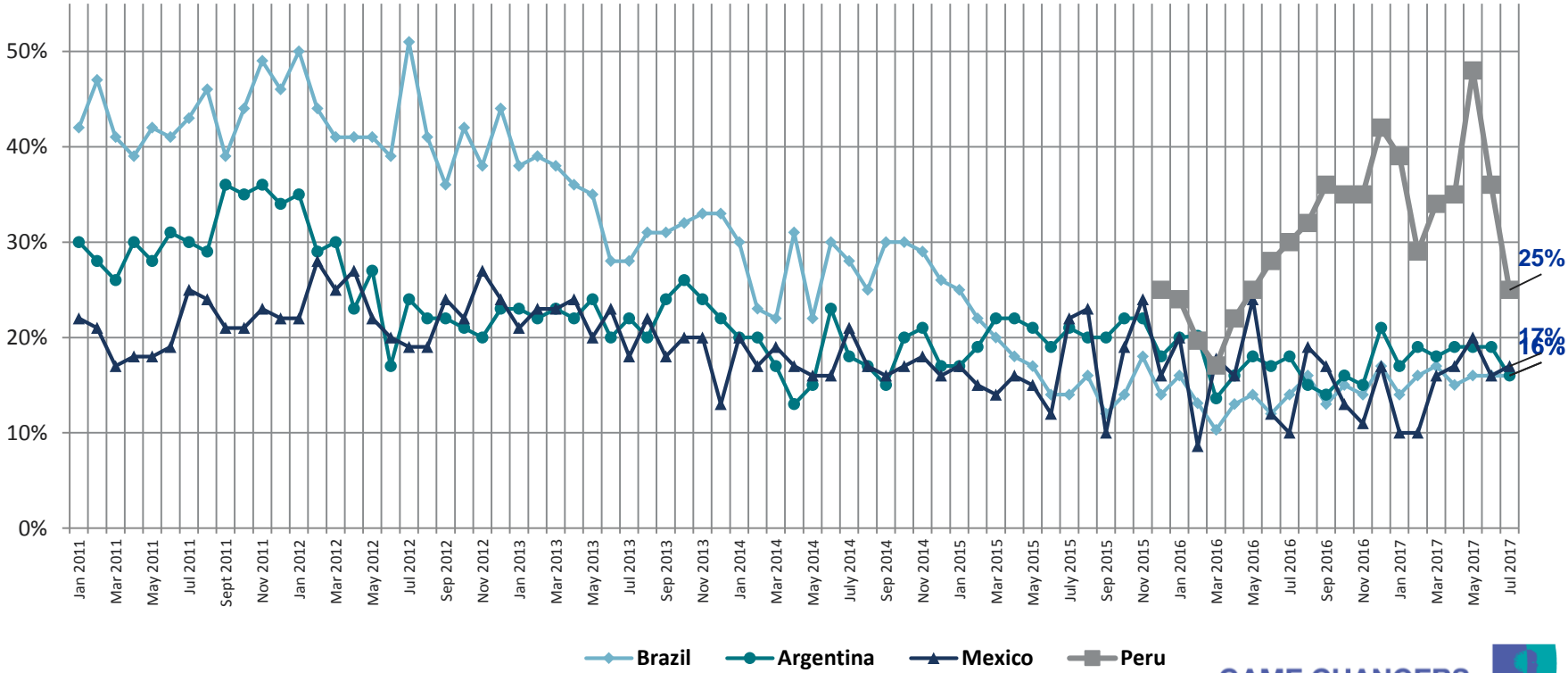


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



# LATAM Countries - Assess the Strength of Their Local Economy

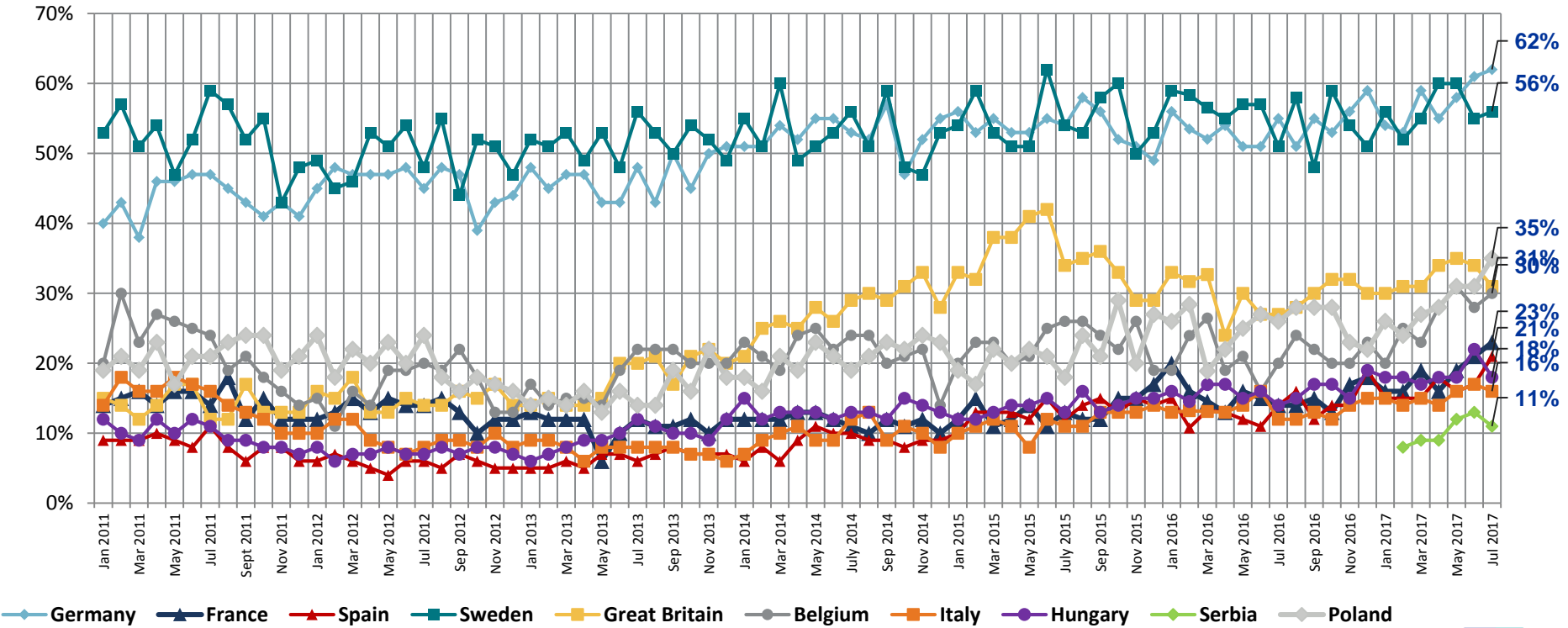
## % Strong (Top 3 5-6-7)



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)

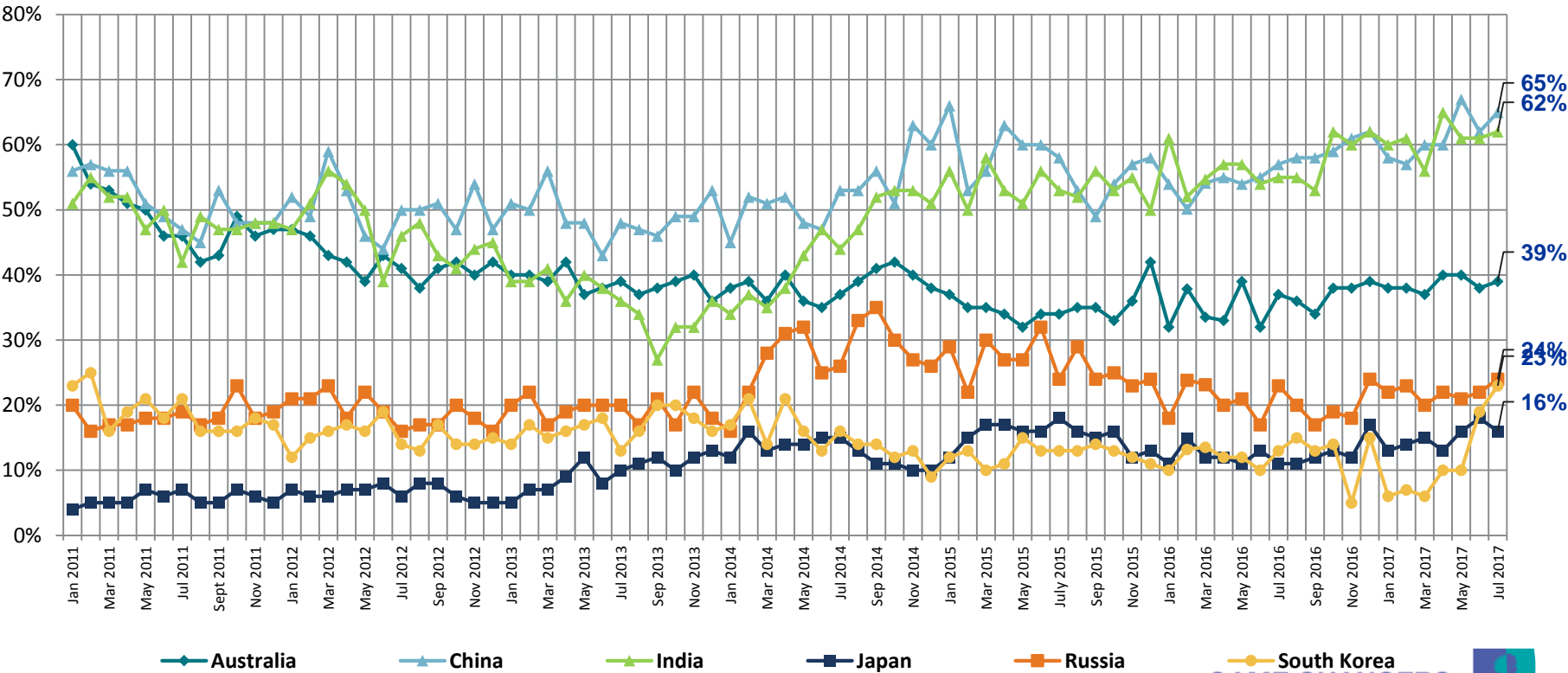


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



# APAC Countries - Assess the Strength of Their Local Economy

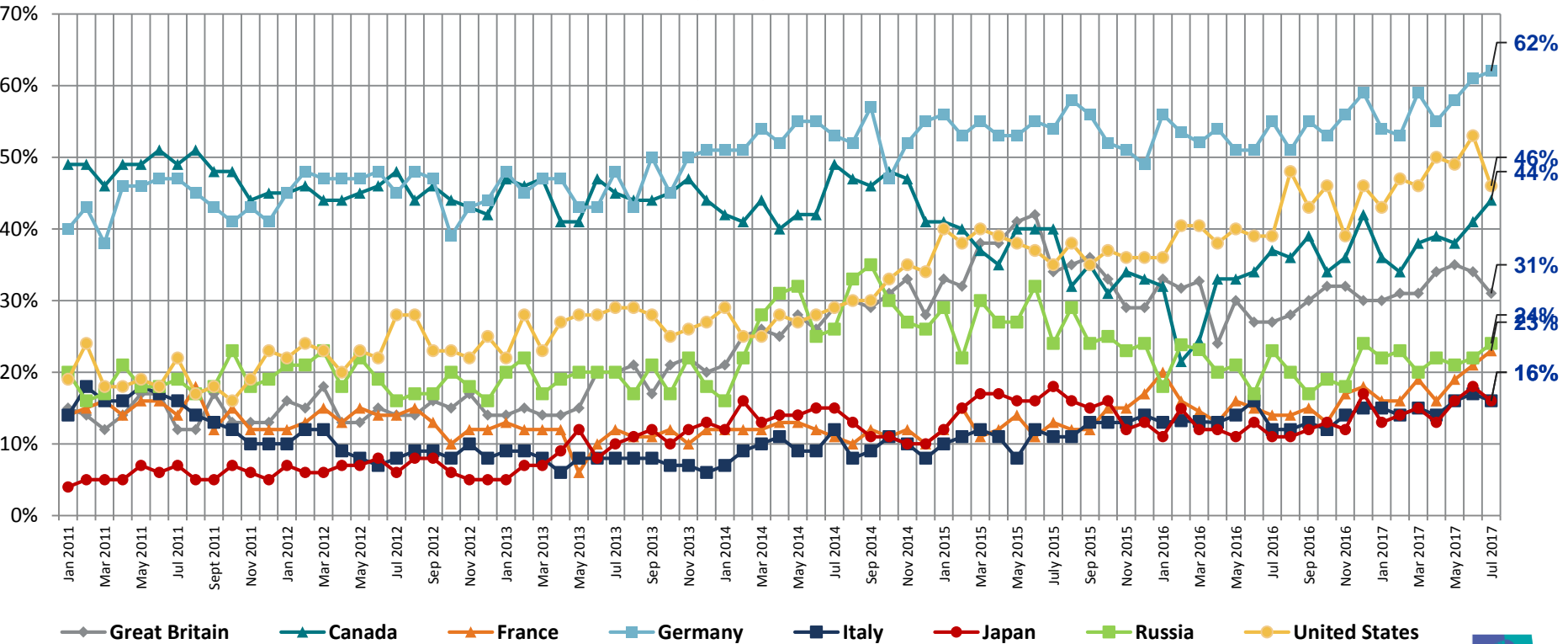
% Strong (Top 3 5-6-7)



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)



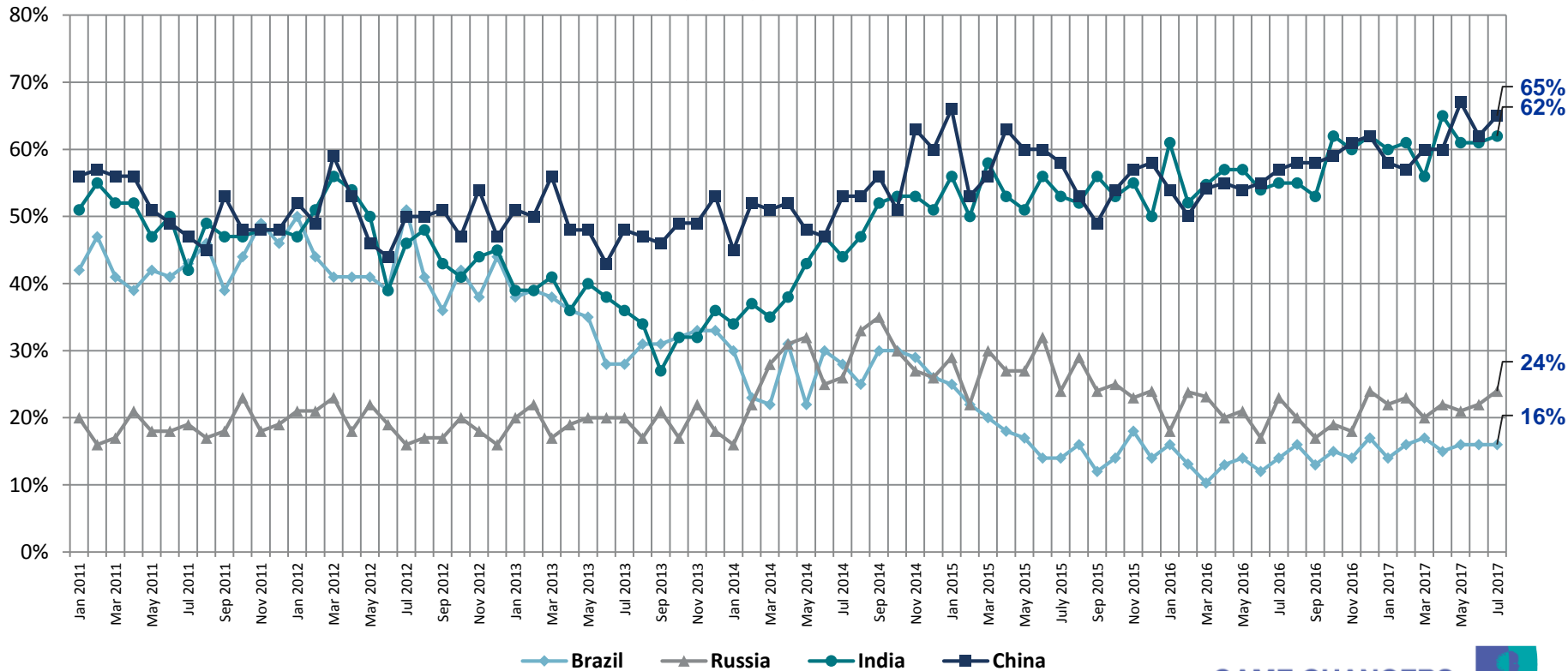


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



# BRIC Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

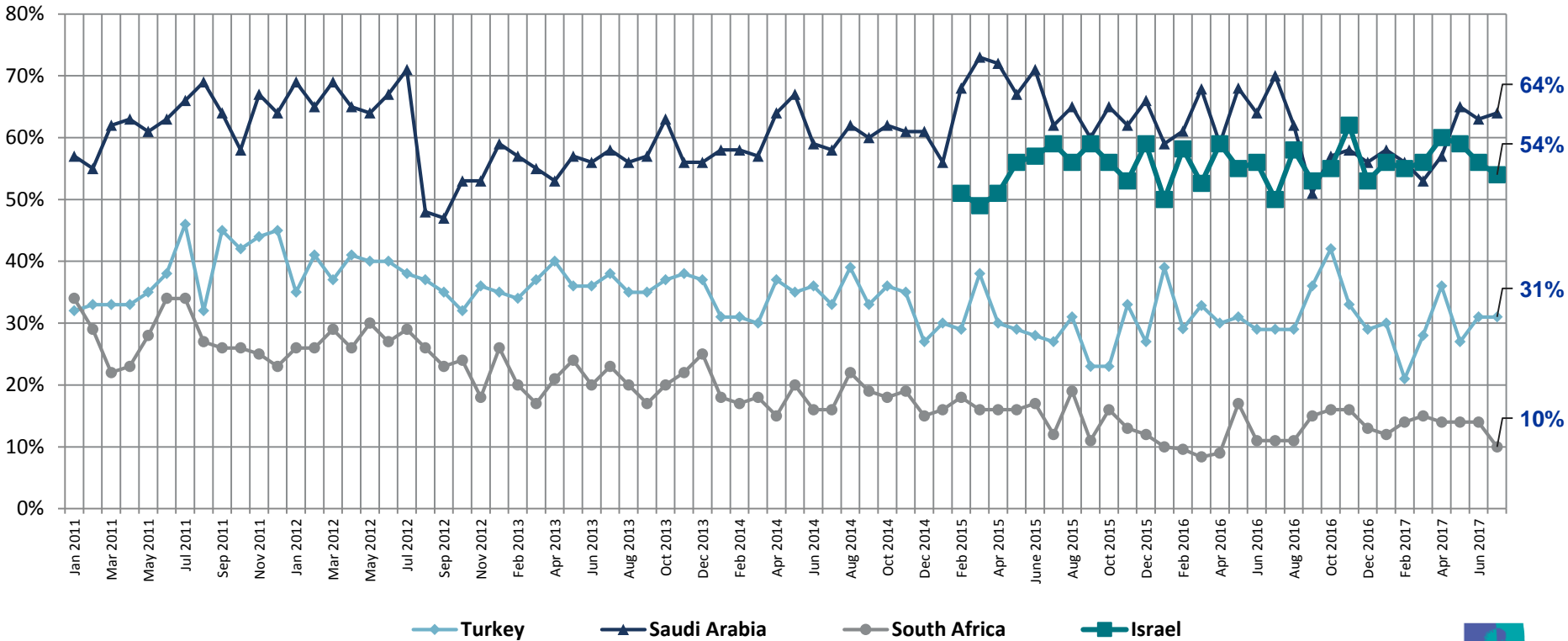


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



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

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



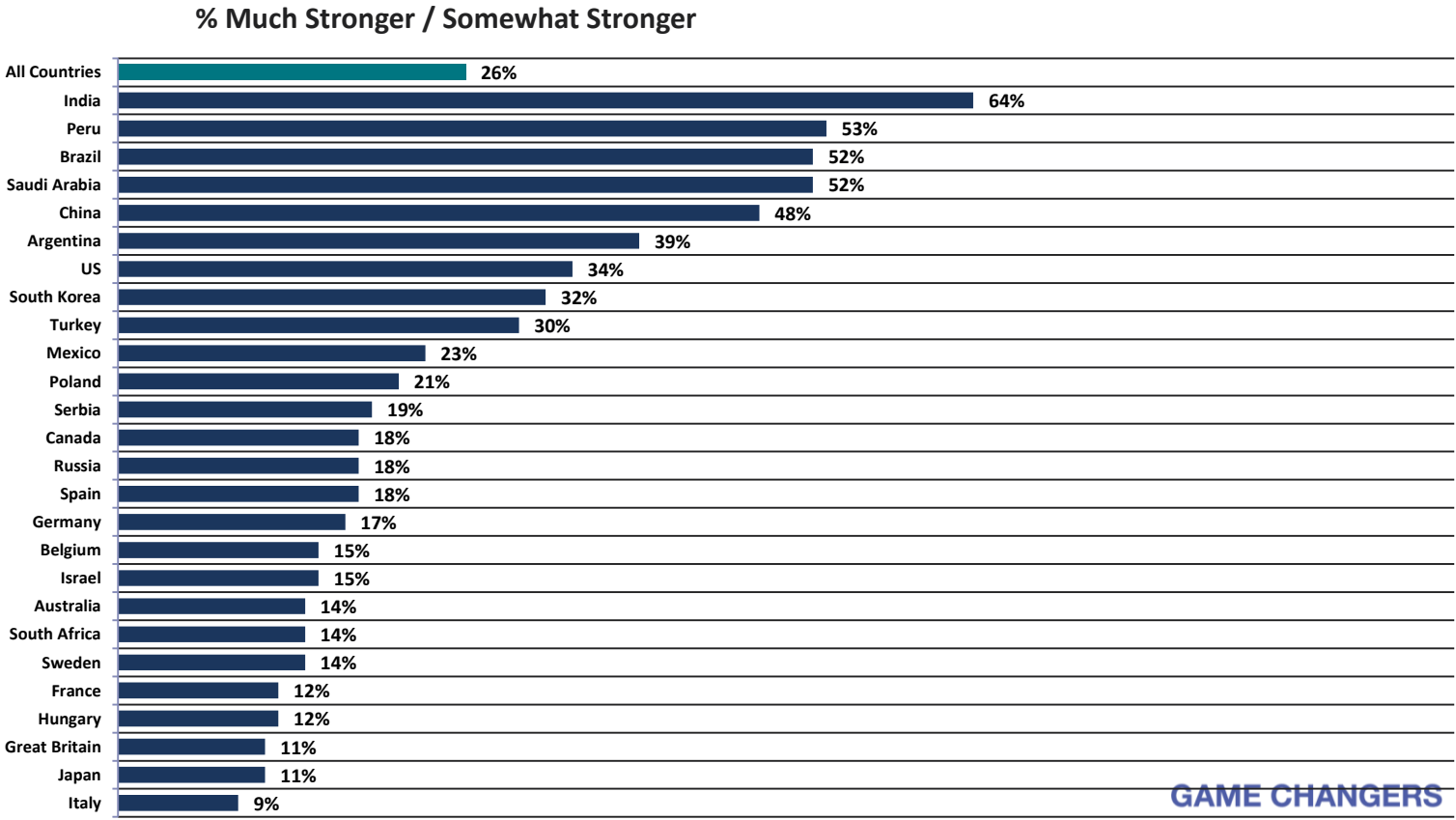
## ③ Assessing the Strength of The Local Economy...

...Six Months From Now

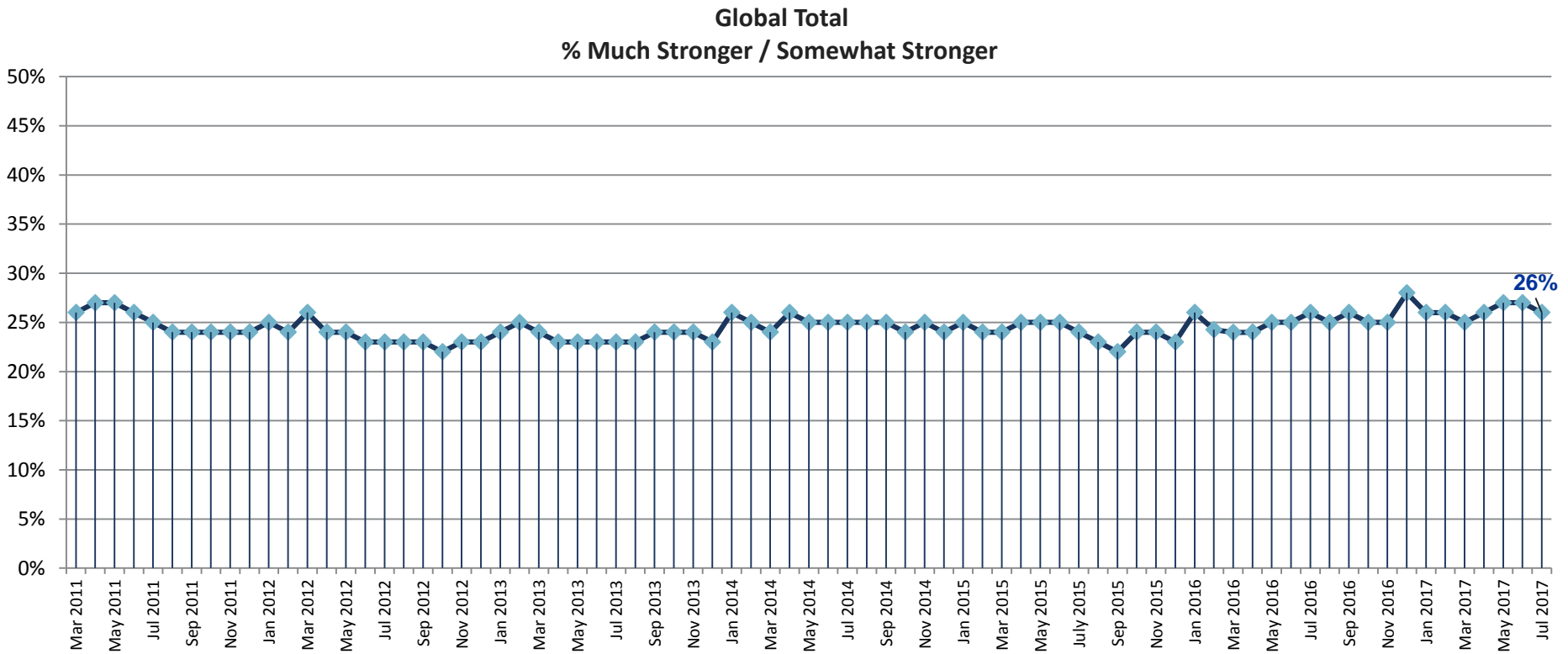


Looking ahead 6 months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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



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



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

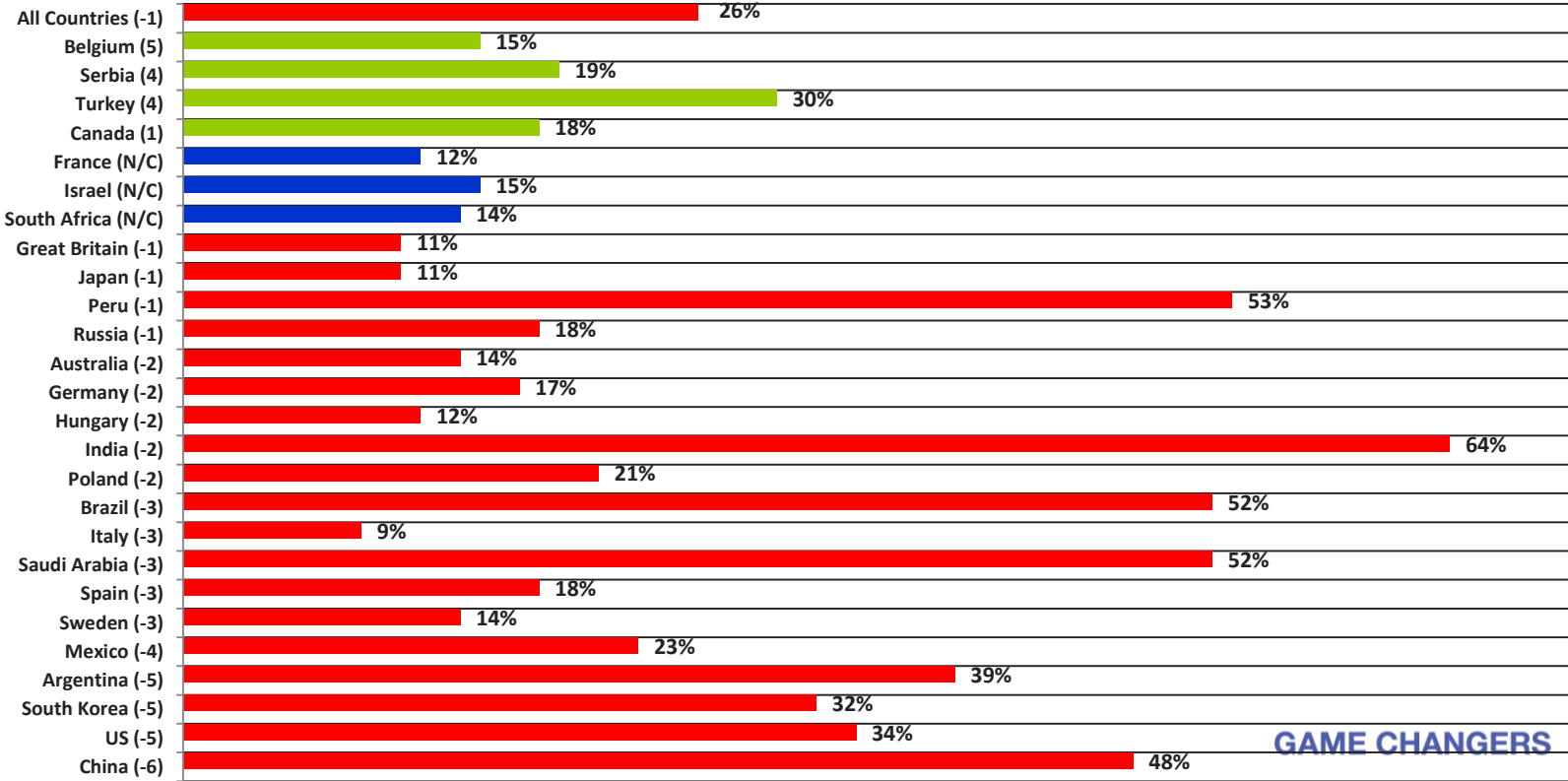
	Jul '14	Aug '14	Sep '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	Apr '15	May '15	June '15	July '15	Aug '15	Sep '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16	Jan '17	Feb '17	Mar '17	Apr '17	May '17	Jun '17	Jul '17	
Total	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%	28%	26%	26%	25%	26%	27%	27%	26%	
Argentina	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%	45%	46%	42%	49%	51%	44%	39%	
Australia	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%	17%	16%	17%	16%	16%	14%		
Belgium	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%	12%	11%	10%	13%	12%	10%	15%	
Brazil	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%	56%	59%	59%	59%	54%	59%	62%	58%	55%	48%	55%	52%	
Canada	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%	18%	16%	18%	18%	18%	17%	18%	
China	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%	53%	52%	57%	53%	56%	54%	48%	
France	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%	8%	8%	7%	6%	9%	12%	12%	
Germany	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%	19%	17%	17%	19%	19%	19%	17%	
Great Britain	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%	13%	13%	15%	11%	12%	14%	12%	11%
Hungary	11%	11%	13%	16%	11%	9%	8%	11%	10%	11%	8%	11%	10%	10%	10%	8%	9%	12%	12%	11%	11%	11%	12%	9%	11%	12%	11%	13%	11%	9%	13%	15%	11%	10%	15%	14%	12%	
India	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%	65%	67%	62%	69%	70%	66%	64%	
Israel								8%	15%	18%	13%	18%	11%	10%	14%	10%	11%	11%	15%	13%	13%	9%	14%	17%	12%	14%	18%	13%	13%	10%	9%	17%	16%	12%	16%	15%	15%	
Italy	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%	8%	10%	9%	9%	10%	10%	8%	11%	8%	8%	12%	9%	
Japan	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%	9%	11%	11%	9%	11%	12%	11%	
Mexico	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%	20%	20%	27%	26%	28%	27%	23%	
Peru																		47%	49%	53%	48%	47%	58%	58%	67%	69%	65%	60%	64%	58%	52%	46%	54%	48%	53%	54%	53%	
Poland	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%	18%	16%	21%	20%	23%	23%	21%	
Russia	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%	22%	22%	19%	18%	19%	19%	18%	
Saudi Arabia	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%	55%	51%	49%	52%	64%	55%	52%	
Serbia																																11%	15%	20%	18%	15%	19%	
South Africa	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%	16%	20%	22%	13%	16%	13%	19%	16%	16%	13%	14%	14%	
South Korea	11%	12%	11%	10%	11%	9%	10%	11%	9%	12%	10%	11%	12%	9%	14%	11%	12%	10%	8%	10%	10%	10%	12%	10%	9%	10%	9%	9%	5%	17%	8%	10%	10%	13%	13%	37%	32%	
Spain	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%	20%	19%	18%	20%	23%	21%	18%	
Sweden	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%	20%	10%	16%	22%	27%	17%	14%	
Turkey	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%	31%	25%	27%	34%	31%	26%	30%	
United States	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%	38%	42%	40%	39%	37%	39%	34%	

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):

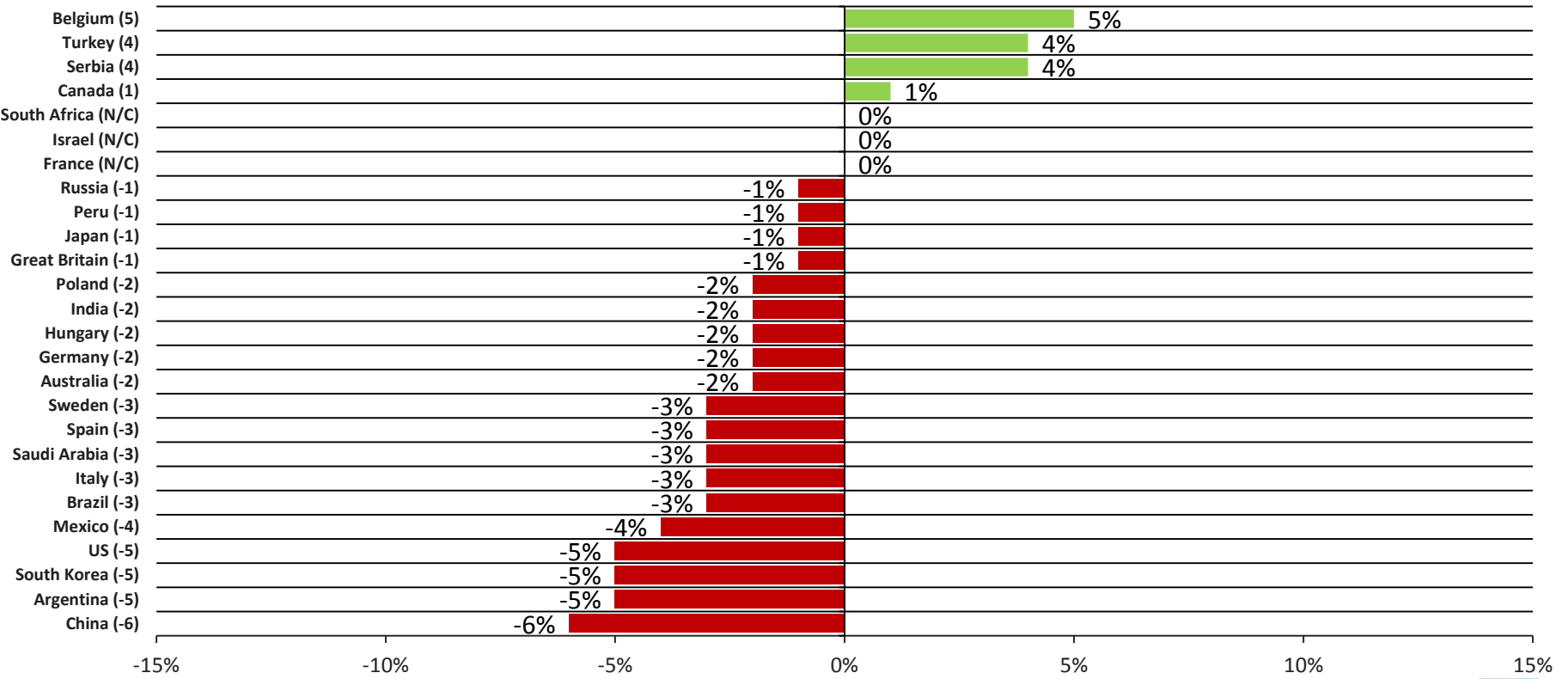
Green marks countries experiencing improvement;  
Blue marks countries with no change from last month;  
Red marks countries experiencing a decline;

% Very Good / Somewhat Good



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:

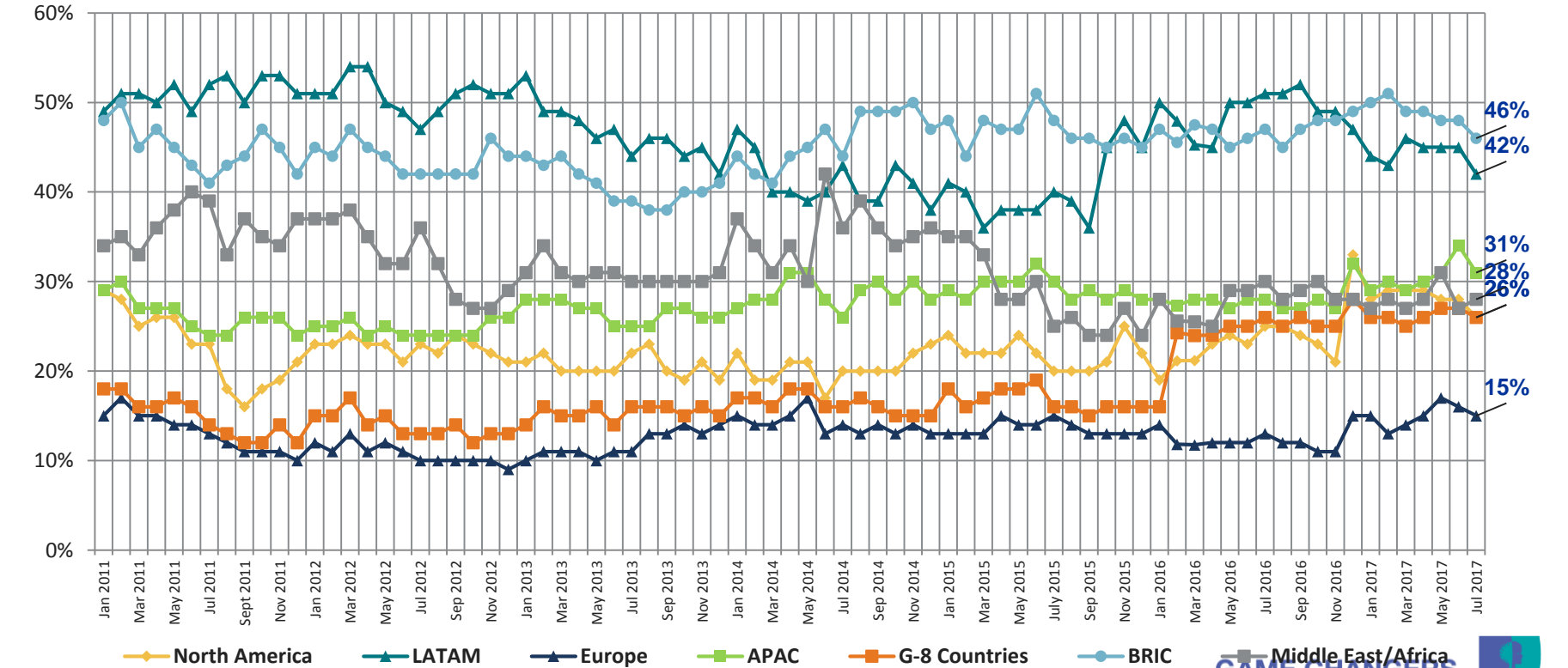




Looking ahead 6 months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

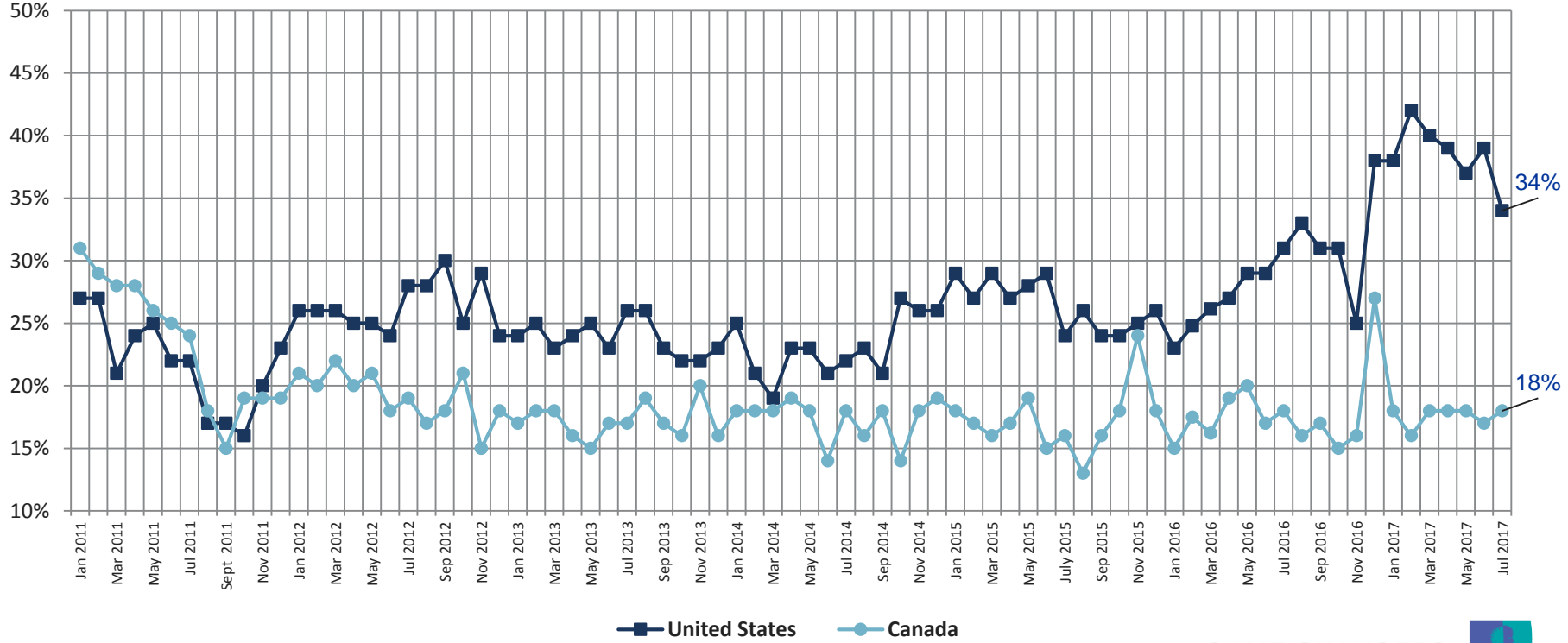
% Much Stronger / Somewhat Stronger





# 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

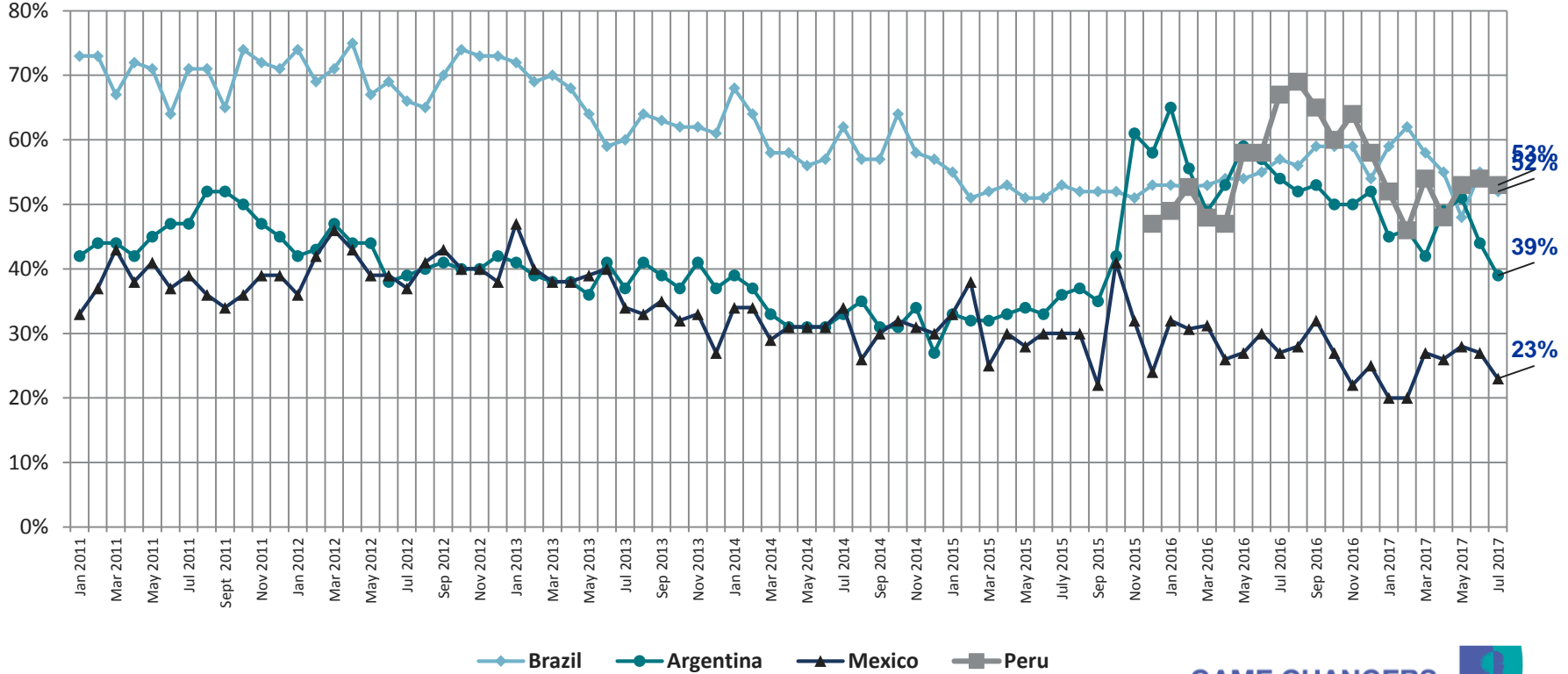


Looking ahead 6 months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?



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

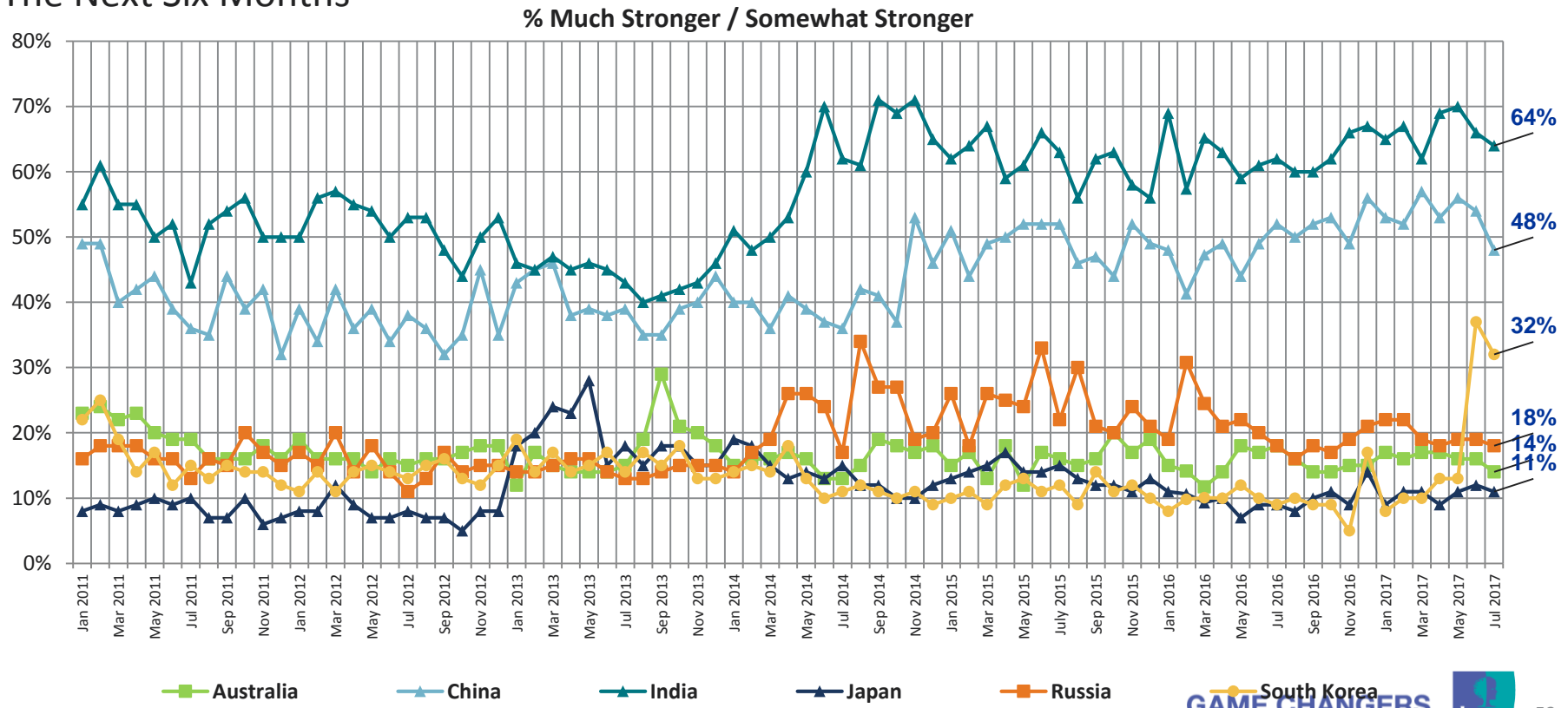
% Much Stronger / Somewhat Stronger



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?



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

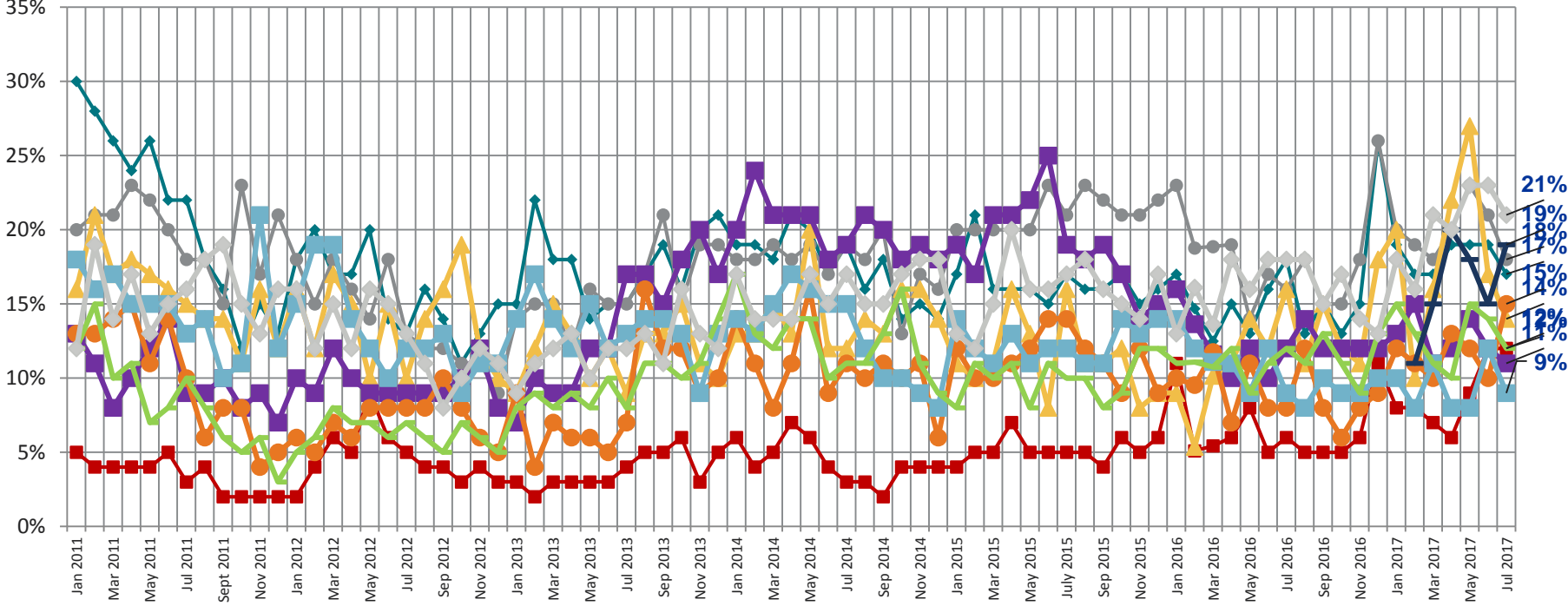


Looking ahead 6 months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?



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

% Much Stronger / Somewhat Stronger



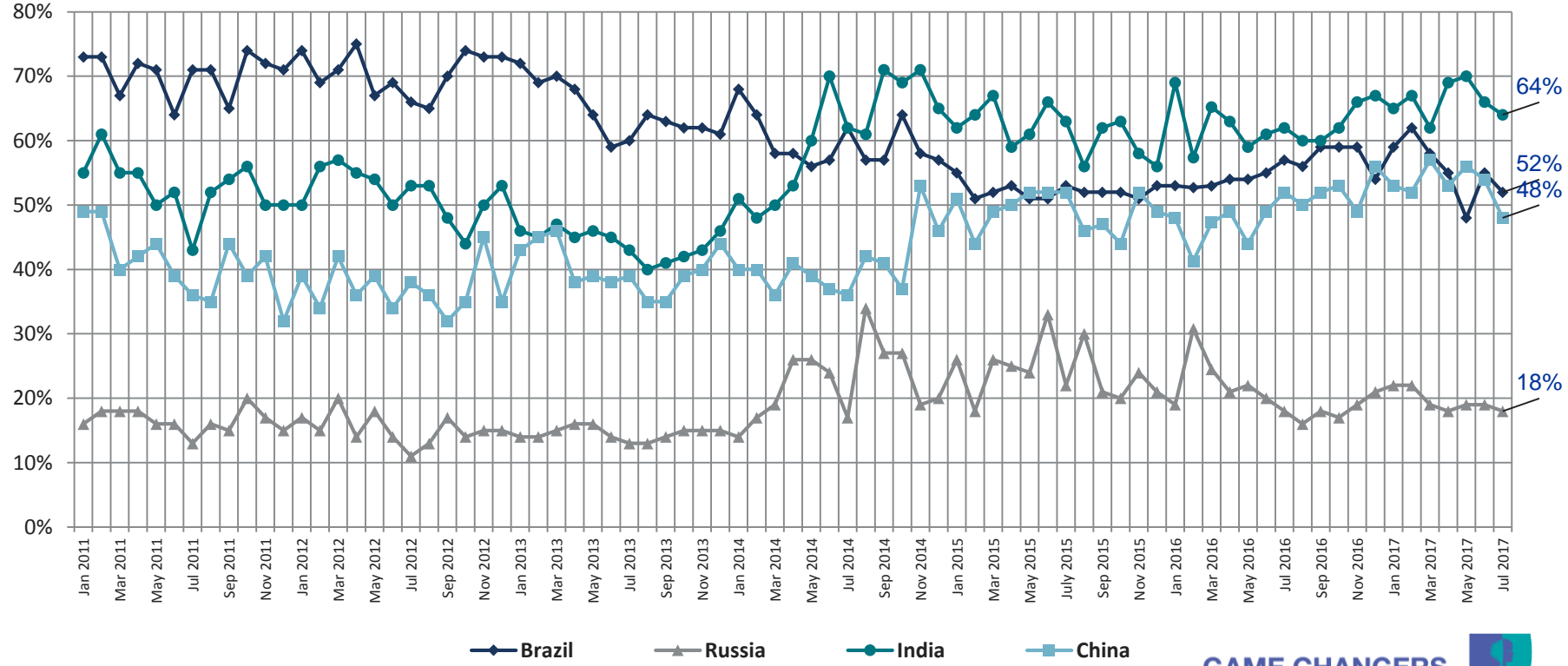
Germany France Spain Sweden Great Britain Belgium Italy Hungary Serbia Poland

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?



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

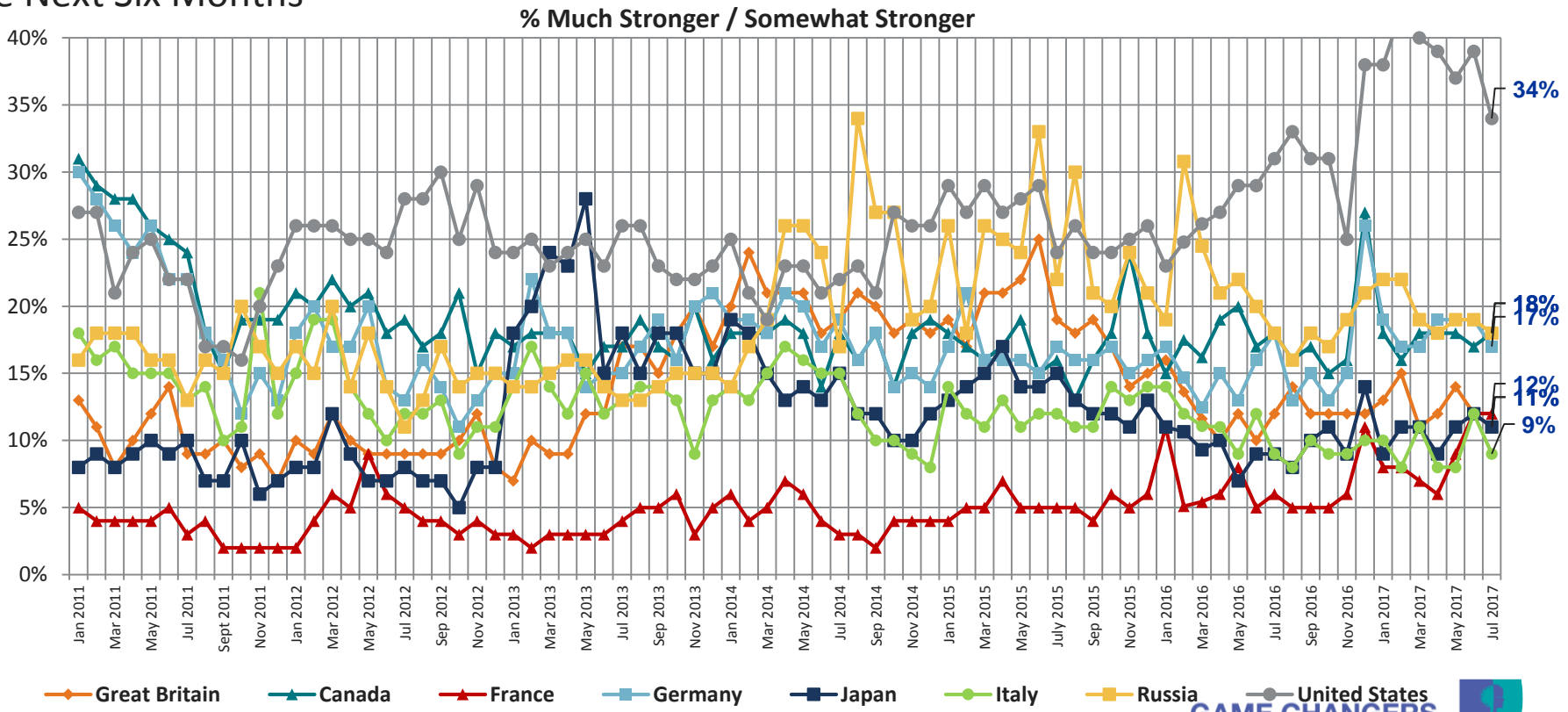
% Much Stronger / Somewhat Stronger



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?

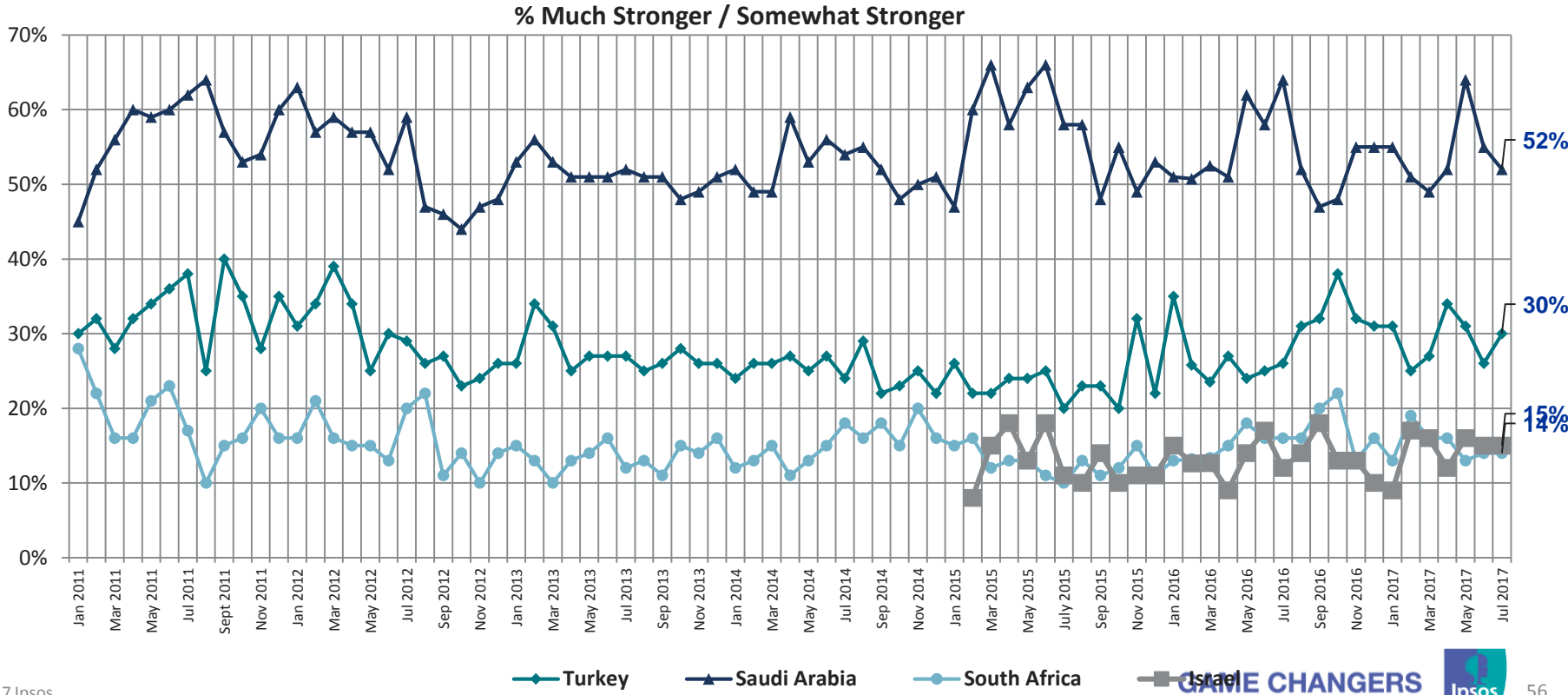


# G8 Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months



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?

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





# About Ipsos

- Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry.
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