

GLOBAL CONSUMER CONFIDENCE AT-A-GLANCE

August 2017



GLOBAL CONSUMER CONFIDENCE AT-A-GLANCE

Primary Index

August 2017



Largest gains

- South Korea
- Turkey
- Canada

Largest drops

- Saudi Arabia

Global Average: 48.9
(3-month change: +0.7)

Highest (over 60) in:
China, India, Sweden, US

Lowest (below 40) in:
Italy, Brazil, S. Africa

Up in 6 countries:
S. Korea, Turkey, France, Canada, Poland, Hungary

Down in 1 country:
S. Arabia

Country
Index/3-month change

● ● ● ● ●

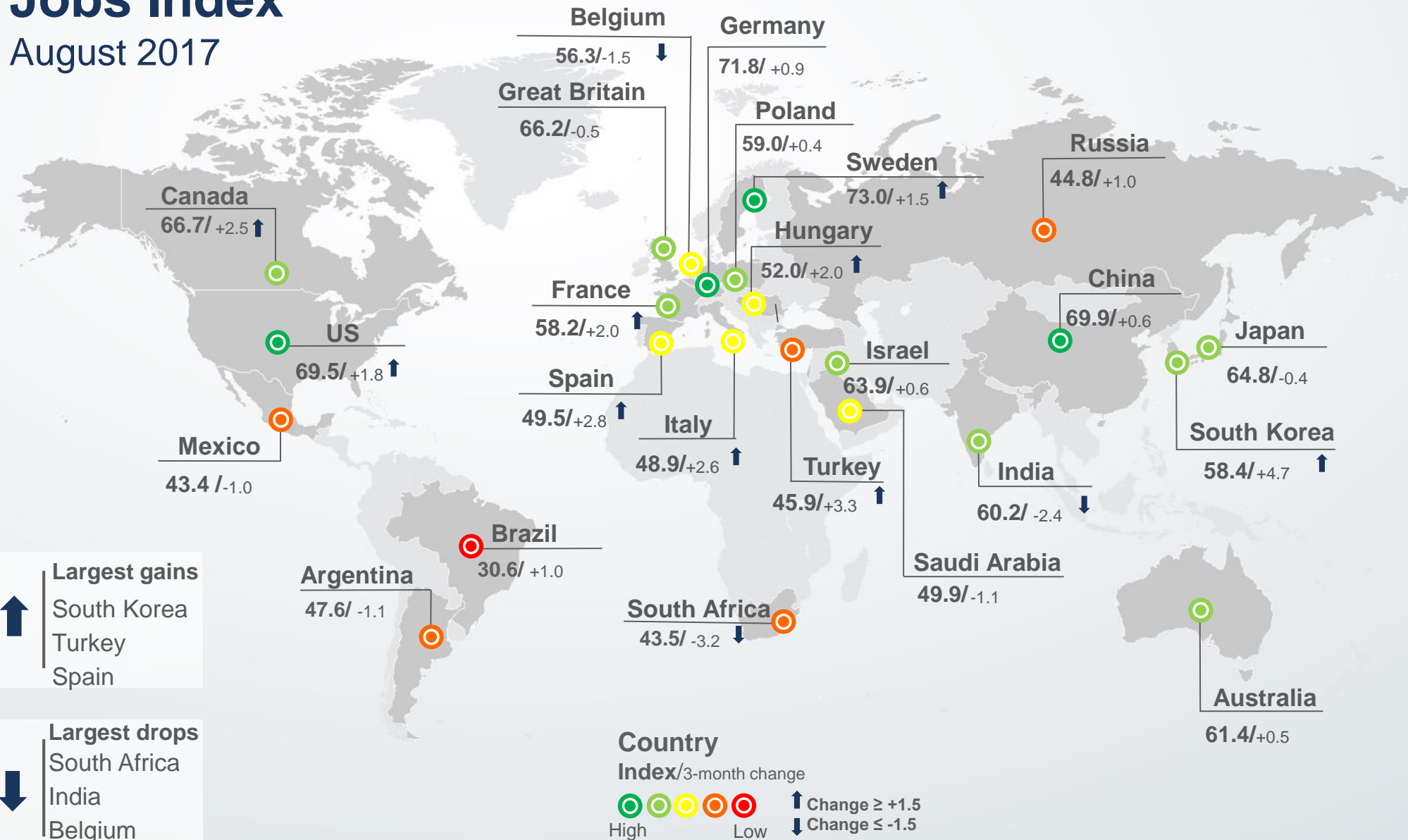
High Low

↑ Change ≥ +1.5
 ↓ Change ≤ -1.5

GLOBAL CONSUMER CONFIDENCE AT-A-GLANCE

Jobs Index

August 2017



Global Average: 56.6
(3-month change: +0.8)

Highest (over 65) in:
Sweden, Germany, China.
US, Canada, G. Britain

Lowest (below 45) in:
Brazil, Mexico, S. Africa,
Russia,

Up in 9 countries:
S. Korea, Turkey,
Spain, Italy, Canada,
France, Hungary, US,
Sweden,

Down in 3 countries:
S. Africa, India, Belgium,

Largest gains
↑ South Korea
Turkey
Spain

Largest drops
↓ South Africa
India
Belgium

Country
Index/3-month change

● ● ● ● ●

High Low

↑ Change ≥ +1.5
↓ Change ≤ -1.5

GLOBAL CONSUMER CONFIDENCE AT-A-GLANCE

Expectations Index

August 2017



Global Average: 57.8
(3-month change: +0.2)

Highest (over 70) in:
India, China

Lowest (below 50) in:
S. Africa, Italy, Turkey

Up in 1 country:
S. Korea

Down in 2 countries:
S. Arabia, Argentina

Largest gains
↑ South Korea

Largest drops
↓ Saudi Arabia
↓ Argentina

Country
Index/3-month change

● ● ● ● ●

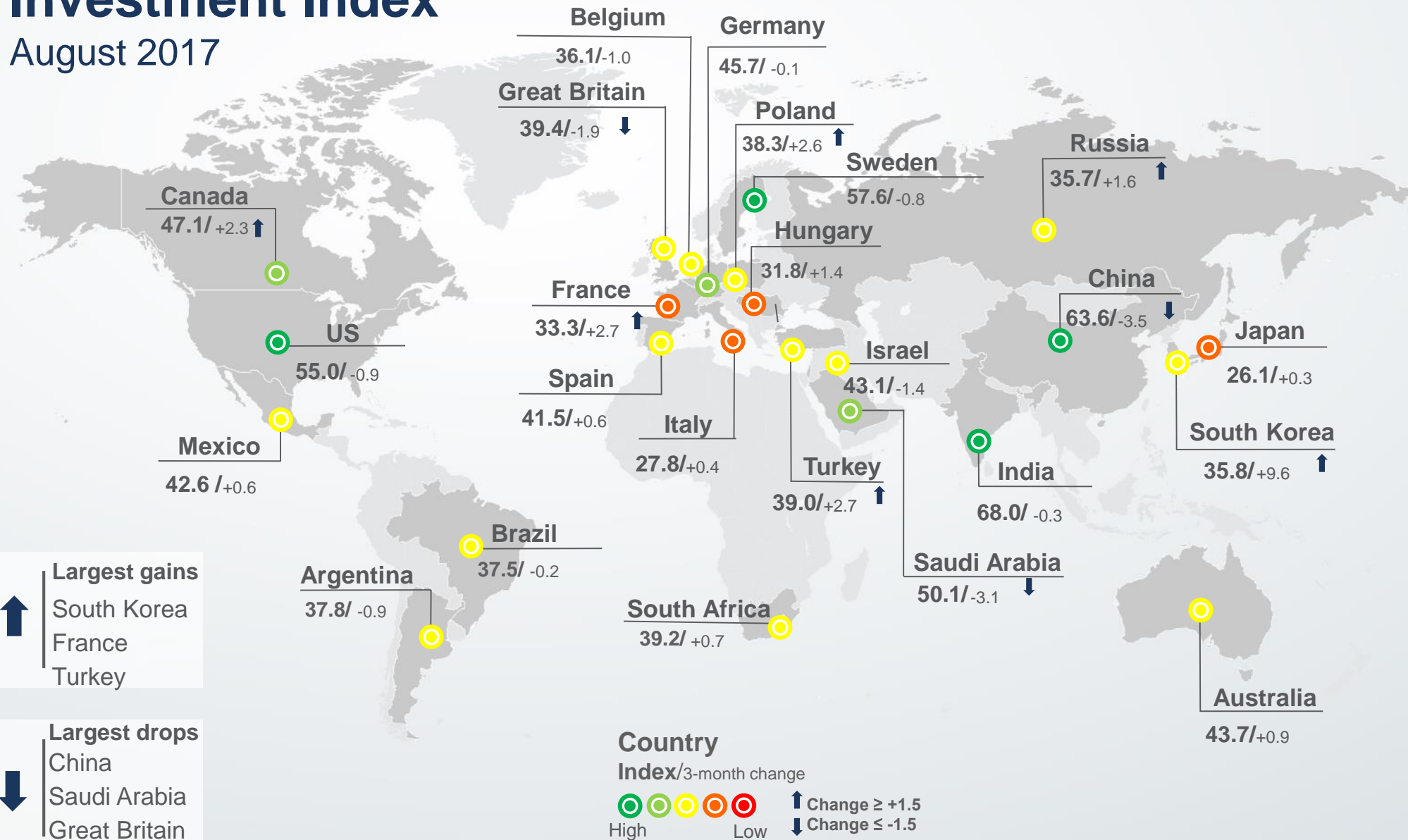
High Low

↑ Change ≥ +1.5
↓ Change ≤ -1.5

GLOBAL CONSUMER CONFIDENCE AT-A-GLANCE

Investment Index

August 2017



Global Average: 42.3
(3-month change: +0.5)

Highest (over 55) in:
India, China, Sweden, US

Lowest (below 35) in:
Japan, Italy, Hungary, France

Up in 6 countries:
South Korea, France, Turkey, Poland, Canada, Russia

Down in 3 countries:
China, S. Arabia, G. Britain

- Largest gains**
 - South Korea
 - France
 - Turkey
- Largest drops**
 - China
 - Saudi Arabia
 - Great Britain

Country
Index/3-month change

● ● ● ● ●

High Low

↑ Change ≥ +1.5
↓ Change ≤ -1.5

GLOBAL CONSUMER CONFIDENCE AT-A-GLANCE



Trends – Primary Index and Jobs Index

Primary Index	New	3 months	6 months	12 months	3 years	5 years	7 years
	Aug-17	May-17	Feb-17	Aug-16	Aug-14	Aug-12	Aug-10
Argentina	44.0	45.4	45.5	46.8	37.2	40.9	48.6
Australia	51.2	50.5	49.4	48.9	45.7	46.1	53.3
Belgium	45.7	45.6	43.1	44.3	43.3	42.4	43.7
Brazil	38.6	38.4	40.7	36.7	50.5	60.5	61.8
Canada	54.8	52.6	50.6	52.8	56.2	53.5	54.1
China	67.0	68.3	65.4	64.7	61.7	55.6	61.3
France	43.8	41.6	41.0	39.7	34.7	37.2	37.5
Germany	56.7	56.6	55.0	55.2	53.9	50.0	49.9
Hungary	40.8	39.2	41.0	38.3	32.9	21.7	31.7
India	66.1	67.3	66.5	65.7	64.9	61.4	61.4
Italy	37.2	36.2	36.2	34.7	29.8	25.5	35.9
Japan	42.6	42.4	42.5	39.9	42.0	37.7	35.5
Mexico	43.4	43.2	35.9	38.9	41.1	42.7	41.2
Poland	48.0	46.1	42.2	44.1	36.1	32.7	39.7
Russia	40.8	39.8	39.9	37.2	47.6	41.1	41.1
South Korea	47.1	37.6	36.9	37.6	40.9	38.3	42.7
Spain	45.3	43.9	42.7	39.9	33.5	21.9	31.8
Sweden	62.6	62.5	61.3	63.3	62.9	58.4	59.6
Saudi Arabia	52.6	55.3	54.8	61.5	61.0	61.3	58.6
South Africa	39.2	39.9	42.6	39.3	41.1	45.0	47.8
Great Britain	49.5	50.8	50.8	49.7	50.4	40.8	40.5
US	60.6	60.6	59.0	57.2	52.8	49.3	44.4
Turkey	42.8	40.2	38.9	40.4	45.1	46.9	42.4
Israel	52.7	53.4	50.7	50.6			
TOTAL	48.9	48.2	47.2	47.0	45.9	44.7	46.8

Jobs Index	New	3 months	6 months	12 months	3 years	5 years	7 years
	Aug-17	May-17	Feb-17	Aug-16	Aug-14	Aug-12	Aug-10
Argentina	47.6	48.7	49.5	51.1	41.2	43.5	53.6
Australia	61.4	60.9	58.6	57.8	54.7	54.2	62.5
Belgium	56.3	57.8	56.3	59.1	55.0	55.5	55.5
Brazil	30.6	29.6	30.4	27.4	46.1	56.7	57.2
Canada	66.7	64.2	61.2	64.0	67.8	64.1	61.8
China	69.9	69.3	67.8	66.4	68.5	59.5	61.2
France	58.2	56.2	53.7	54.7	49.6	50.7	48.6
Germany	71.8	70.9	68.7	71.1	67.9	64.8	62.4
Hungary	52.0	50.0	51.6	49.3	39.3	28.1	38.3
India	60.2	62.6	62.5	61.6	64.4	59.3	62.8
Italy	48.9	46.3	46.8	45.4	36.5	33.1	43.0
Japan	64.8	65.2	63.2	63.2	64.5	59.2	54.4
Mexico	43.4	44.4	39.3	37.0	38.7	38.0	36.9
Poland	59.0	58.6	55.7	55.8	43.3	38.7	45.3
Russia	44.8	43.8	42.9	41.4	56.8	48.0	43.6
South Korea	58.4	53.7	53.3	53.6	54.8	51.5	52.8
Spain	49.5	46.7	45.8	42.5	34.1	22.4	31.1
Sweden	73.0	71.5	73.7	76.0	71.8	69.9	70.2
Saudi Arabia	49.9	51.0	52.6	59.7	66.8	62.6	60.5
South Africa	43.5	46.7	47.6	44.9	45.1	50.9	48.3
Great Britain	66.2	66.7	66.3	65.2	62.8	53.5	50.7
US	69.5	67.7	66.5	63.3	64.0	55.3	49.8
Turkey	45.9	42.6	43.5	45.1	51.0	49.7	41.6
Israel	63.9	63.3	62.7	61.2			
TOTAL	56.6	55.8	55.0	54.9	53.7	51.3	52.2

GLOBAL CONSUMER CONFIDENCE AT-A-GLANCE

Trends – Expectations Index and Investment Index

Expectations Index	New	3 months	6 months	12 months	3 years	5 years	7 years
	Aug-17	May-17	Feb-17	Aug-16	Aug-14	Aug-12	Aug-10
Argentina	60.7	63.3	63.2	67.3	54.6	60.9	67.0
Australia	58.0	57.8	56.8	56.4	53.3	54.6	64.3
Belgium	53.5	53.1	51.3	52.3	51.2	51.6	56.5
Brazil	62.5	62.3	65.4	62.9	68.6	76.2	78.5
Canada	60.8	60.4	59.2	59.6	62.1	61.2	64.6
China	71.5	71.3	69.6	68.6	66.0	62.5	68.2
France	51.1	51.1	49.5	47.4	44.2	46.2	48.5
Germany	62.6	63.3	61.6	61.1	62.3	58.6	62.4
Hungary	53.4	52.4	53.9	50.9	48.0	36.8	51.9
India	72.8	74.2	73.3	71.1	74.6	68.0	68.1
Italy	48.4	48.8	48.9	47.4	47.0	43.3	52.8
Japan	51.9	52.1	51.2	49.1	52.9	47.4	46.5
Mexico	55.5	55.0	46.4	52.0	54.7	60.5	58.7
Poland	57.4	56.0	52.8	53.4	48.7	46.6	54.5
Russia	52.7	53.4	54.1	51.3	58.4	50.8	53.3
South Korea	59.7	47.9	45.6	45.8	51.1	50.3	55.6
Spain	55.2	54.3	53.9	51.0	48.5	38.4	49.8
Sweden	63.8	64.4	63.2	63.2	63.6	63.6	66.2
Saudi Arabia	57.9	62.4	62.5	69.1	71.4	68.3	65.9
South Africa	47.8	47.6	52.1	48.7	50.8	54.4	62.0
Great Britain	54.6	55.5	55.6	53.4	59.8	51.4	52.8
US	65.2	66.0	66.4	62.8	61.1	59.9	57.9
Turkey	49.4	48.1	46.8	49.0	52.2	53.4	54.4
Israel	61.4	61.6	60.5	60.5			
TOTAL	57.8	57.6	56.8	56.4	56.5	55.4	59.4

Investment Index	New	3 months	6 months	12 months	3 years	5 years	7 years
	Aug-17	May-17	Feb-17	Aug-16	Aug-14	Aug-12	Aug-10
Argentina	37.8	38.7	38.9	38.9	30.8	34.6	41.2
Australia	43.7	42.8	42.6	42.2	38.7	39.3	44.4
Belgium	36.1	37.1	33.7	34.3	35.1	33.3	33.9
Brazil	37.5	37.7	40.7	35.2	48.7	59.5	61.2
Canada	47.1	44.8	43.3	46.1	49.2	46.1	47.0
China	63.6	67.1	62.9	63.5	57.0	51.3	59.5
France	33.3	30.6	31.9	29.8	24.2	27.6	28.7
Germany	45.7	45.8	44.9	44.2	43.0	39.3	39.3
Hungary	31.8	30.4	32.8	30.1	26.1	14.4	22.2
India	68.0	68.3	67.3	67.6	63.4	62.1	59.6
Italy	27.8	27.4	27.5	25.7	21.6	16.0	27.2
Japan	26.1	25.8	27.6	23.7	24.8	23.3	22.0
Mexico	42.6	42.0	34.2	38.6	40.6	41.6	40.8
Poland	38.3	35.7	31.4	34.8	28.2	24.9	31.0
Russia	35.7	34.1	33.8	30.7	38.7	35.8	36.5
South Korea	35.8	26.2	26.5	27.7	30.8	27.7	33.3
Spain	41.5	40.9	39.6	36.8	30.3	17.8	27.9
Sweden	57.6	58.4	55.8	58.2	60.6	52.3	53.3
Saudi Arabia	50.1	53.2	52.0	58.8	51.6	56.4	53.8
South Africa	39.2	38.5	41.9	37.9	40.2	41.0	45.8
Great Britain	39.4	41.3	41.9	41.6	40.8	31.8	31.5
US	55.0	55.9	53.4	53.4	46.3	44.7	39.7
Turkey	39.0	36.4	33.7	35.0	39.5	43.2	38.4
Israel	43.1	44.5	40.5	40.9			
TOTAL	42.3	41.8	40.8	40.7	39.1	38.7	40.7

GLOBAL CONSUMER CONFIDENCE AT-A-GLANCE

Methodology (1 of 2)

These findings are based on data from Thomson Reuters/Ipsos' Primary Consumer Sentiment Index (PCSI) collected in a monthly survey of consumers from 24 countries via Ipsos' Global @dvisor online survey platform. For this survey, Ipsos interviews a total of 17,500+ adults aged 18-64 in the United States of America, Canada, and Israel, and age 16-64 in all 21 other countries each month. The monthly sample consists of 1,000+ individuals in each of Australia, Brazil, Canada, China, France, Germany, Italy, Japan, Spain, Great Britain and the USA, and 500+ individuals in each of Argentina, Belgium, Hungary, India, Israel, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey.

Data collected each month are weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the country's most recent census data. Data collected each month are also weighted to give each country an equal weight in the total "global" sample. Online surveys can be taken as representative of the general working age population in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, and the United States. Online samples in Brazil, China, India, Israel, Mexico, Russia, Saudi Arabia, South Africa and Turkey are more urban, more educated and/or more affluent than the general population and the results should be viewed as reflecting the views of a more "connected" population.

Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of the Thomson Reuters/Ipsos online polls is measured using a Bayesian Credibility Interval. Here, the poll has a credibility interval of +/- 2.0 points for countries where the 3-month sample is 3,000+ and +/- 2.9 points for countries where the 3-month sample is 1,500+. For more information on the Ipsos use of credibility intervals, please go to www.ipsos-na.com/news-polls/pressrelease.aspx?id=5836.

The results reported each month in the Thomson Reuters/Ipsos' Primary Consumer Sentiment Index (go to <https://financial.thomsonreuters.com/en/products/data-analytics/market-data/indices/ipsos-surveys.html>) are based only on that month's data (hence, the base for each country is 500+ or 1,000+) and comparisons are made against results from other months which are also each based on one month's data. In contrast, the results reported any given month in Ipsos's Global Consumer Confidence at-a-Glance are based on data collected not only that month, but also during to the two previous months and consist of past 3-month "rolling averages". This technique allows for tripling the sample size for each metric. Hence, the base for any country ranges from 1,500+ to 3,000+. This increases the reliability of the findings and the statistical significance of reported variations over time. However, to heighten the freshness of the findings reported any given month, the data from the same month is given a weight of 45%, the data from the previous month a lesser weight of 35%, and the data from the earliest of the three months an even lesser weight of 20%.

The Thomson Reuters/Ipsos Primary Consumer Sentiment Index (PCSI), ongoing since 2010, is a monthly survey of consumer attitudes on the current and future state of local economies, personal finance situations, savings and confidence to make large investments. The PCSI metrics reported each month for each of the 24 countries surveyed consist of a "Primary Index" based on all 11 questions below and of several "sub-indices" each based on a subset of these 11 questions. Those sub-indices include an Expectations Index; Investment Index; and, Jobs Index.

GLOBAL CONSUMER CONFIDENCE AT-A-GLANCE

Methodology (2 of 2)

The questions used for the PCSI and for Ipsos's Global Consumer Confidence at-a-Glance are the following:

1. Now, thinking about our economic situation, how would you describe the current economic situation in [COUNTRY]? Is it... very good, somewhat good, somewhat bad or very bad*
2. 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. 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?*
4. Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak
5. Looking ahead six months from now, do you expect your personal financial situation to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?
6. Compared to 6 months ago, are you NOW more or less comfortable making a major purchase, like a home or car?
7. Compared to 6 months ago, are you NOW more or less comfortable making other household purchases?
8. Compared to 6 months ago, are you NOW more or less confident about job security for yourself, your family and other people you know personally?
9. Compared to 6 months ago, are you NOW more or less confident of your ability to invest in the future, including your ability to save money for your retirement or your children's education?
10. Thinking of the last 6 months, have you, someone in your family or someone else you know personally lost their job as a result of economic conditions?
11. Now look ahead at the next six months. How likely is it that you, someone in your family or someone else you know personally will lose their job in the next six months as a result of economic conditions?

The PCSI Index is benchmarked to a baseline of 100 assigned at its introduction in January 2010. Index number is calculated by utilizing data from the survey results. Responses are divided into aggregated Top Box (Reward) numbers and Bottom Box (Penalty) numbers. Using Shapely Value Analysis, values were generated for the penalty and reward for each question. The magnitude of each question is the difference between the reward and penalty. An Importance factor, which the ultimate weight of the particular question in the index, is the magnitude of each question divided by the total magnitude of all questions. A Top Box Weight for each question is calculated by dividing the Reward by the magnitude of each question. Similarly, the Bottom Weight for each question is calculated by dividing the Penalty for each question by magnitude of the same. The Index Value for each question is calculated by using the formula: $\text{Importance} \times (\text{Top Box Wt} * \text{Top Box \%}) - (\text{Bottom Box Wt} * \text{Bottom box \%})$.

The most recent Global @dvisor fieldwork periods were:

- August 2017 wave: July 24 - August 5
- July 2017 wave: June 23 - July 9
- June 2017 wave: May 26 - Jun3 7
- May 2017 wave: April 21 - May 5
- April 2017 wave: March 24 - April 12
- March 2017 wave : February 17 - March 8

* Trended percentage results to each of these three questions are reported monthly in Ipsos's Economic Pulse of World (go to https://www.ipsos.com/en/economic-pulse-world?language_content_entity=en).

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(MORE BIO INFO: <http://spotlight.ipsosna.com/index.php/author/clifford-young/>)