Global Advisor

The Economic Pulse of the World

Citizens in 28 Countries Assess the Current State of their Country's Economy for a Total Global Perspective

A Global @dvisory – May 2018 – G@109
The Economic Pulse

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These are the findings of the *Global Advisor* Wave 109(G@109), an Ipsos survey conducted between April 20th and May 3rd, 2018.

- The survey instrument is conducted monthly in 28 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, Chile, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Malaysia, 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 21,268 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, Chile, Hungary, Israel, Malaysia, 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.

- 15 of the 28 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, and United States).

- Brazil, China, Chile, India, Israel, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Serbia, 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.

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?

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THE WORLD at a GLANCE

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Global Average of <u>National Economic Assessment Unchanged:</u> 47%

- The average **global economic assessment of national economies surveyed in 28 countries is remains unchanged this wave with 47% of global citizens rating their national economies as 'good'.**

- Despite losing 5 points since last sounding, China (84%) remains at the top spot in the national economic assessment category this month, followed by Germany (83%), Saudi Arabia (81%), India (74%), Israel (66%), Sweden (65%), the United States (63%), Australia (62%), Belgium (58%) and Poland (57%). Brazil (15%) has the lowest spot in this assessment, followed by Italy (18%), Argentina (21%), Spain (22%), South Africa (22%), Mexico (26%), France (28%), Hungary (31%) and Turkey (32%).

- *Countries with the greatest improvements in this wave*: Belgium (58%, +8 pts.), Poland (57%, +7 pts.), Great Britain (51%, +6 pts.), South Korea (33%, +5 pts.), Malaysia (45%, +5 pts.), Israel (66%, +4 pts.), Hungary (31%, +3 pts.), Germany (83%, +3 pts.), Russia (35%, +2 pts.) and Mexico (26%, +2 pts.).

- *Countries with the greatest declines*: Argentina (21%, -9 pts.), Canada (55%, -7 pts.), South Africa (22%, -7 pts.), China (84%, -5 pts.), Turkey (32%, -5 pts.), Chile (52%, -4 pts.), Sweden (65%, -4 pts.), the United States (63%, -3 pts.), India (74%, -2 pts.) and Italy (18%, -2 pts.).

Global Average of <u>Local Economic Assessment (36%) Up One Point</u>

- When asked to assess their local economy, **<u>over one third (36%) of those surveyed in 28 countries agree that the state of the current economy in their local area is 'good'. The local economic assessment is up one point since last sounding.</u>**

- China (72%) is the top country in the local assessment category once again, followed by Israel (66%), Saudi Arabia (62%), Germany (58%), the United States (58%), Sweden (57%), India (55%), Chile (46%), Canada (42%), Australia (41%) and Poland (38%). Serbia (14%) is the lowest ranked country in this category this month, followed by Italy (15%), Japan (18%), Spain (18%), Mexico (20%), South Africa (20%), Argentina (20%), Brazil (21%), Hungary (21%), Russia (23%) and France (24%).

- *Countries with the greatest improvements in this wave*: Russia (23%, +8 pts.), Poland (38%, +8 pts.), Malaysia (35%, +7 pts.), South Korea (28%, +4 pts.), Great Britain (35%, +3 pts.), Brazil (21%, +3 pts.), Belgium (36%, +3 pts.), the United States (58%, +2 pts.), Sweden (57%, +2 pts.), Peru (30%, +2 pts.) and Germany (58%, +2 pts.).

- *Countries with the greatest declines in this wave*: Chile (46%, -7 pts.), Italy (15%, -4 pts.), Argentina (20%, -3 pts.), Canada (42%, -3 pts.), China (72%, -3 pts.), India (55%, -3 pts.) and South Africa (20%, -3 pts.).

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Global Average of <u>Future Outlook for Local Economy (29%)</u> Unchanged

- **<u>The future outlook is down one point since last sounding, with nearly one third (29%) of global citizens surveyed in 28 countries expecting their local economy to be stronger six months from now.</u>**

- Saudi Arabia (61%) is at the top of this assessment category this wave, followed by China (59%), India (57%), Chile (55%), Brazil (54%), Peru (52%), Argentina (37%), the United States (37%), Mexico (35%), South Korea (33%) and Turkey (29%). Italy (10%) has the lowest future outlook score this month, followed by France (11%), Japan (12%), Belgium (12%), Hungary (15%), Sweden (16%), Israel (17%), Spain (17%), Canada (18) and Germany (18%).

- *Countries with the greatest improvements in this wave*: South Korea (33%, +9 pts.), Great Britain (19%, +7 pts.), Poland (27%, +5 pts.), Turkey (29%, +4 pts.), Saudi Arabia (61%, +4 pts.), the United States (37%, +3 pts.), Malaysia (26%, +3 pts.), Australia (19%, +3 pts.), Sweden (16%, +2 pts.), Mexico (35%, +2 pts.) and China (59%, +2 pts.).

- *Countries with the greatest declines in this wave*: Hungary (15%, -16 pts.), Argentina (37%, -5 pts.), Italy (10%, -5 pts.), Russia (19%, -5 pts.), South Africa (25%, -5 pts.), Chile (55%, -4 pts.), Spain (17%, -4 pts.), Belgium (12%, -3 pts.) and Israel (17%, -2 pts.).

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	
China	84%	Belgium	8%	Argentina	-9%	Malaysia	45%
Germany	83%	Poland	7%	Canada	-7%	Serbia	38%
Saudi Arabia	81%	Great Britain	6%	South Africa	-7%	Japan	37%
India	74%	South Korea	5%	China	-5%	Russia	35%
Israel	66%	Malaysia	5%	Turkey	-5%	South Korea	33%
Sweden	65%	Israel	4%	Chile	-4%	Turkey	32%
US	63%	Hungary	3%	Sweden	-4%	Hungary	31%
Australia	62%	Germany	3%	US	-3%	France	28%
Belgium	58%	Russia	2%	India	-2%	Mexico	26%
Poland	57%	Mexico	2%	Italy	-2%	South Africa	22%
Canada	55%	Saudi Arabia	1%	Australia	-1%	Spain	22%
Peru	54%	Brazil	1%	France	-1%	Argentina	21%
Chile	52%			Japan	-1%	Italy	18%
Great Britain	51%			Peru	-1%	Brazil	15%

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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	59%	-5%
APAC	54%	0%
BRIC	52%	-1%
Middle East/Africa	50%	-2%
G-8 Countries	46%	0%
Europe	45%	2%
LATAM	34%	-2%

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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	72%	Russia	8%	Chile	-7%	Peru	30%
Israel	66%	Poland	8%	Italy	-4%	Turkey	28%
Saudi Arabia	62%	Malaysia	7%	Argentina	-3%	South Korea	28%
Germany	58%	South Korea	4%	Canada	-3%	France	24%
US	58%	Great Britain	3%	China	-3%	Russia	23%
Sweden	57%	Brazil	3%	India	-3%	Hungary	21%
India	55%	Belgium	3%	South Africa	-3%	Brazil	21%
Chile	46%	US	2%	Australia	-1%	Argentina	20%
Canada	42%	Sweden	2%	France	-1%	South Africa	20%
Australia	41%	Peru	2%	Hungary	-1%	Mexico	20%
Poland	38%	Germany	2%	Spain	-1%	Spain	18%
Belgium	36%	Turkey	1%			Japan	18%
Great Britain	35%	Serbia	1%			Italy	15%
Malaysia	35%	Japan	1%			Serbia	14%

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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	50%	0%
Middle East/Africa	44%	0%
BRIC	43%	1%
APAC	39%	0%
G-8 Countries	34%	1%
Europe	32%	2%
LATAM	27%	-1%

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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**	
Saudi Arabia	61%	South Korea	9%	Hungary	-16%	Serbia	20%
China	59%	Great Britain	7%	Argentina	-5%	Russia	19%
India	57%	Poland	5%	Italy	-5%	Australia	19%
Chile	55%	Turkey	4%	Russia	-5%	Great Britain	19%
Brazil	54%	Saudi Arabia	4%	South Africa	-5%	Germany	18%
Peru	52%	US	3%	Chile	-4%	Canada	18%
Argentina	37%	Malaysia	3%	Spain	-4%	Spain	17%
US	37%	Australia	3%	Belgium	-3%	Israel	17%
Mexico	35%	Sweden	2%	Israel	-2%	Sweden	16%
South Korea	33%	Mexico	2%	Germany	-1%	Hungary	15%
Turkey	29%	China	2%	India	-1%	Belgium	12%
Poland	27%	Serbia	1%	Japan	-1%	Japan	12%
Malaysia	26%			Peru	-1%	France	11%
South Africa	25%					Italy	10%

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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	47%	-1%
LATAM	46%	-2%
APAC	33%	1%
Middle East/Africa	33%	0%
North America	28%	2%
G-8 Countries	18%	0%
Europe	16%	-2%

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DETAILED FINDINGS

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❶ Assessing The Current Economic Situation ......

in Their Country

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Global Citizens Assess the <u>Current Economic Situation</u> in their Country as "Good"

'Very Good / Somewhat Good'

Country	Percentage
All Countries	47%
China	84%
Germany	83%
Saudi Arabia	81%
India	74%
Israel	66%
Sweden	65%
US	63%
Australia	62%
Belgium	58%
Poland	57%
Canada	55%
Peru	54%
Chile	52%
Great Britain	51%
Malaysia	45%
Serbia	38%
Japan	37%
Russia	35%
South Korea	33%
Turkey	32%
Hungary	31%
France	28%
Mexico	26%
South Africa	22%
Spain	22%
Argentina	21%
Italy	18%
Brazil	15%

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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":...
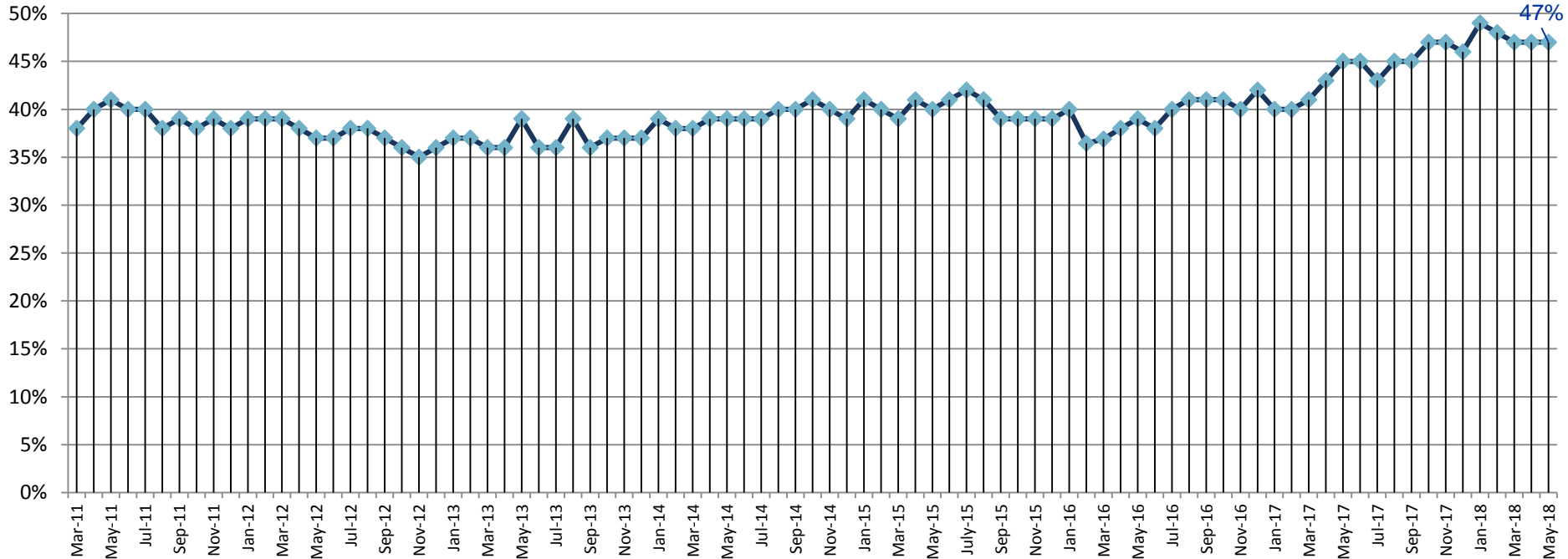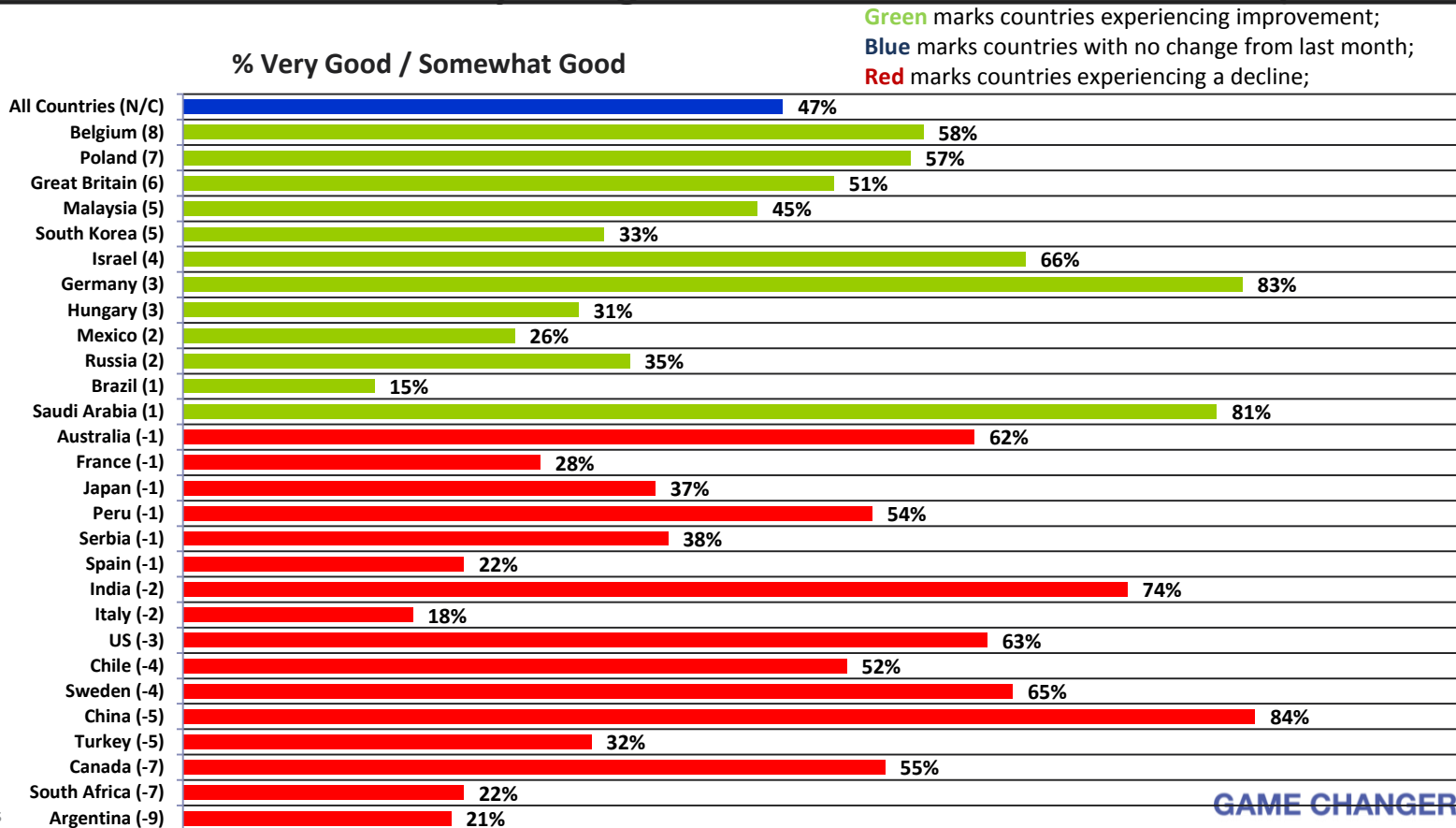
Total Good

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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"

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

<u>Countries Ranked and Marked By Change In Assessment From Last Month (Left Column)</u>

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

% Very Good / Somewhat Good

Country	%
All Countries (N/C)	47%
Belgium (8)	58%
Poland (7)	57%
Great Britain (6)	51%
Malaysia (5)	45%
South Korea (5)	33%
Israel (4)	66%
Germany (3)	83%
Hungary (3)	31%
Mexico (2)	26%
Russia (2)	35%
Brazil (1)	15%
Saudi Arabia (1)	81%
Australia (-1)	62%
France (-1)	28%
Japan (-1)	37%
Peru (-1)	54%
Serbia (-1)	38%
Spain (-1)	22%
India (-2)	74%
Italy (-2)	18%
US (-3)	63%
Chile (-4)	52%
Sweden (-4)	65%
China (-5)	84%
Turkey (-5)	32%
Canada (-7)	55%
South Africa (-7)	22%
Argentina (-9)	21%

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

Country	Value
Belgium (8)	8%
Poland (7)	7%
Great Britain (6)	6%
South Korea (5)	5%
Malaysia (5)	5%
Israel (4)	4%
Hungary (3)	3%
Germany (3)	3%
Russia (2)	2%
Mexico (2)	2%
Saudi Arabia (1)	1%
Brazil (1)	1%
Spain (-1)	-1%
Serbia (-1)	-1%
Peru (-1)	-1%
Japan (-1)	-1%
France (-1)	-1%
Australia (-1)	-1%
Italy (-2)	-2%
India (-2)	-2%
US (-3)	-3%
Sweden (-4)	-4%
Chile (-4)	-4%
Turkey (-5)	-5%
China (-5)	-5%
South Africa (-7)	-7%
Canada (-7)	-7%
Argentina (-9)	-9%

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Assessing the Current Economic Situation by All Regions:

Very Good / Somewhat Good

Legend: North America (Can/US), LATAM, Europe, APAC, G8, BRIC, Middle East/Africa

Ending values shown: 59%, 54%, 52%, 50%, 46%, 45%, 34%

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

Very Good / Somewhat Good

United States   Canada

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LATAM Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good

Legend: Brazil — Argentina — Mexico — Chile — Peru

European Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good

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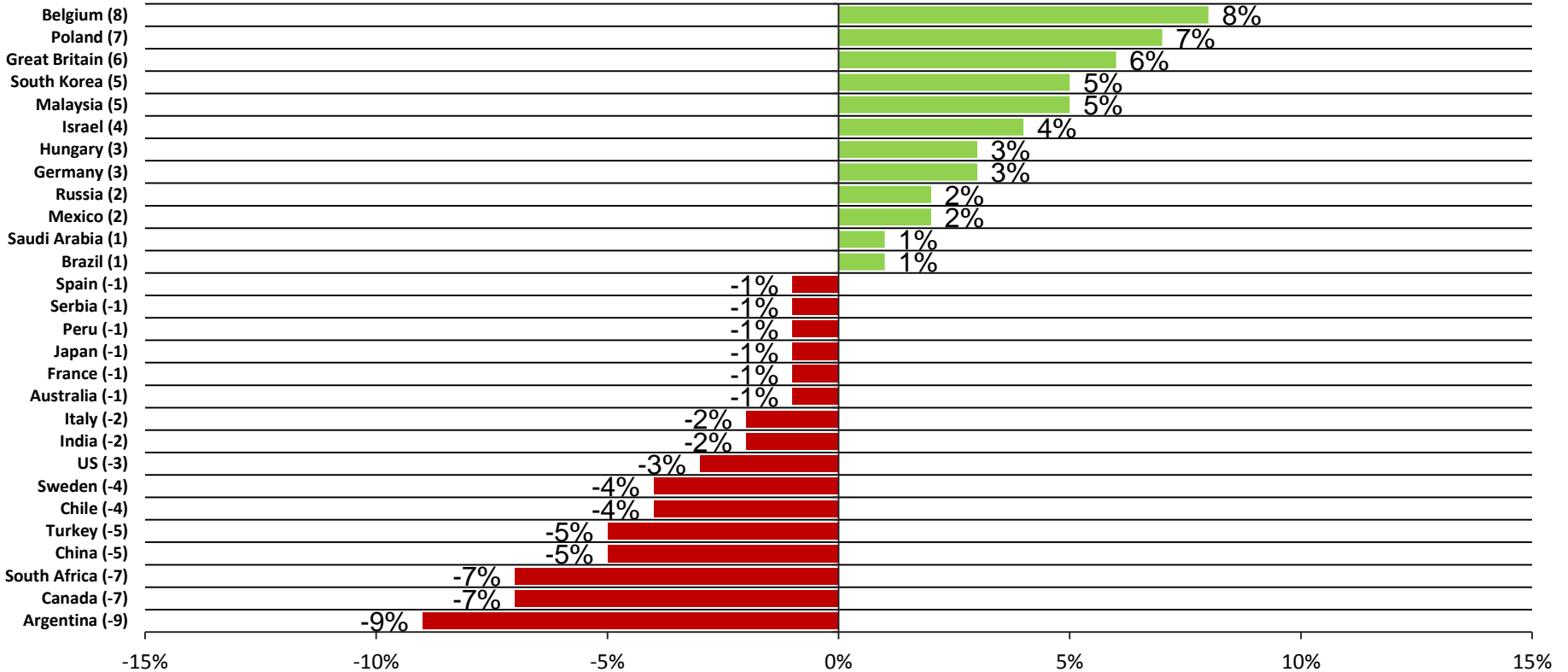
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

APAC Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good

Legend: Australia, China, India, Japan, Malaysia, Russia, South Korea

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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?
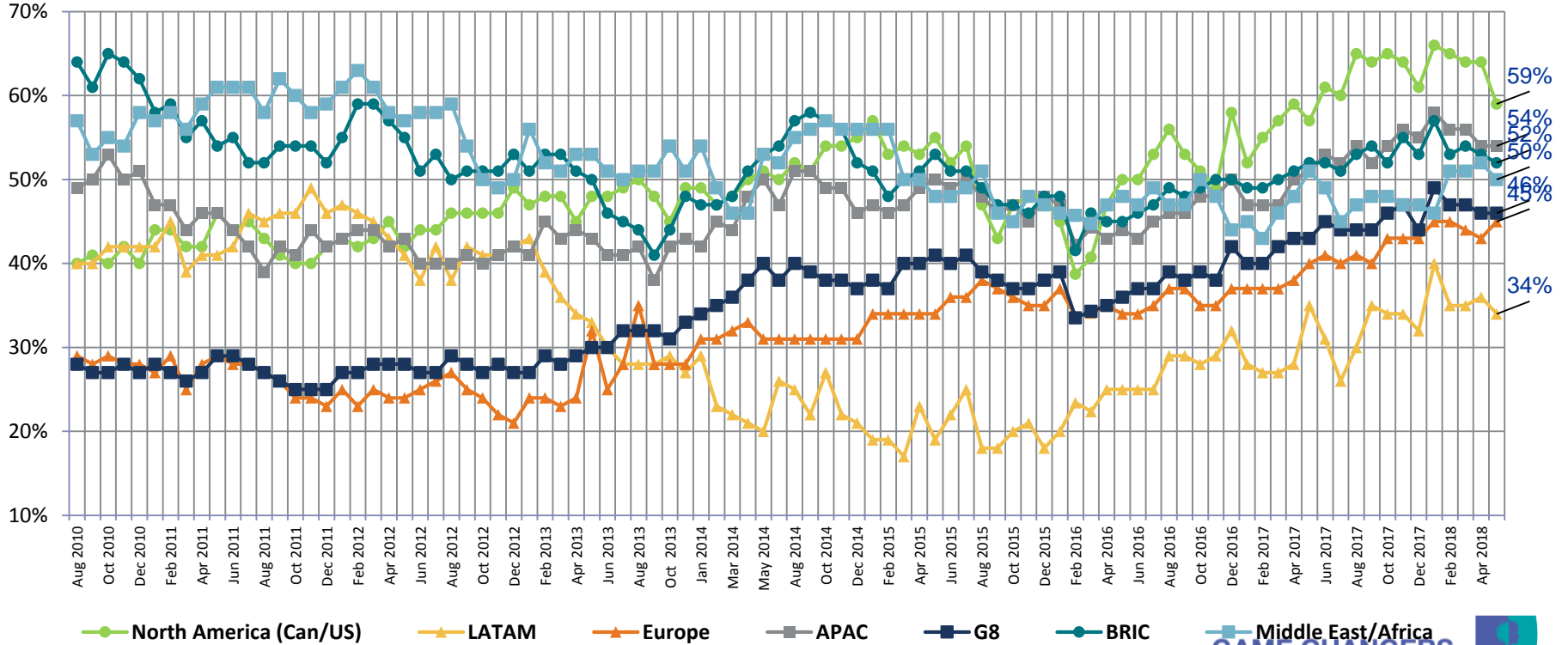
G8 Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good

Great Britain • Canada • France • Germany • Italy • Japan • Russia • United States

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BRIC Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good

Middle East/African Countries - Assessing the Current Economic Situation
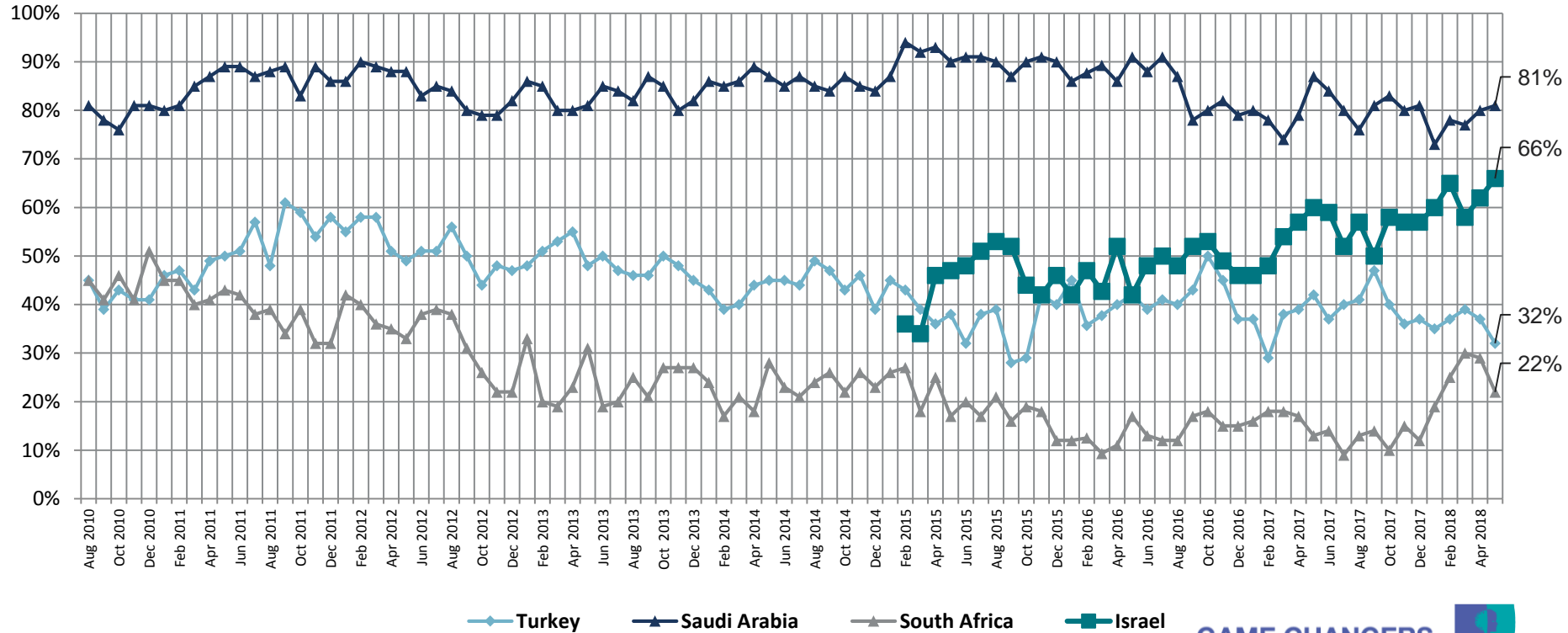
❷ **Assessing The Economy…**

…in Their Local Area

CHANGERS   Ipsos

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

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

Country	%
All Countries	36%
China	72%
Israel	66%
Saudi Arabia	62%
Germany	58%
US	58%
Sweden	57%
India	55%
Chile	46%
Canada	42%
Australia	41%
Poland	38%
Belgium	36%
Great Britain	35%
Malaysia	35%
Peru	30%
South Korea	28%
Turkey	28%
France	24%
Russia	23%
Brazil	21%
Hungary	21%
Argentina	20%
Mexico	20%
South Africa	20%
Japan	18%
Spain	18%
Italy	15%
Serbia	14%

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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.

▲1

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

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

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

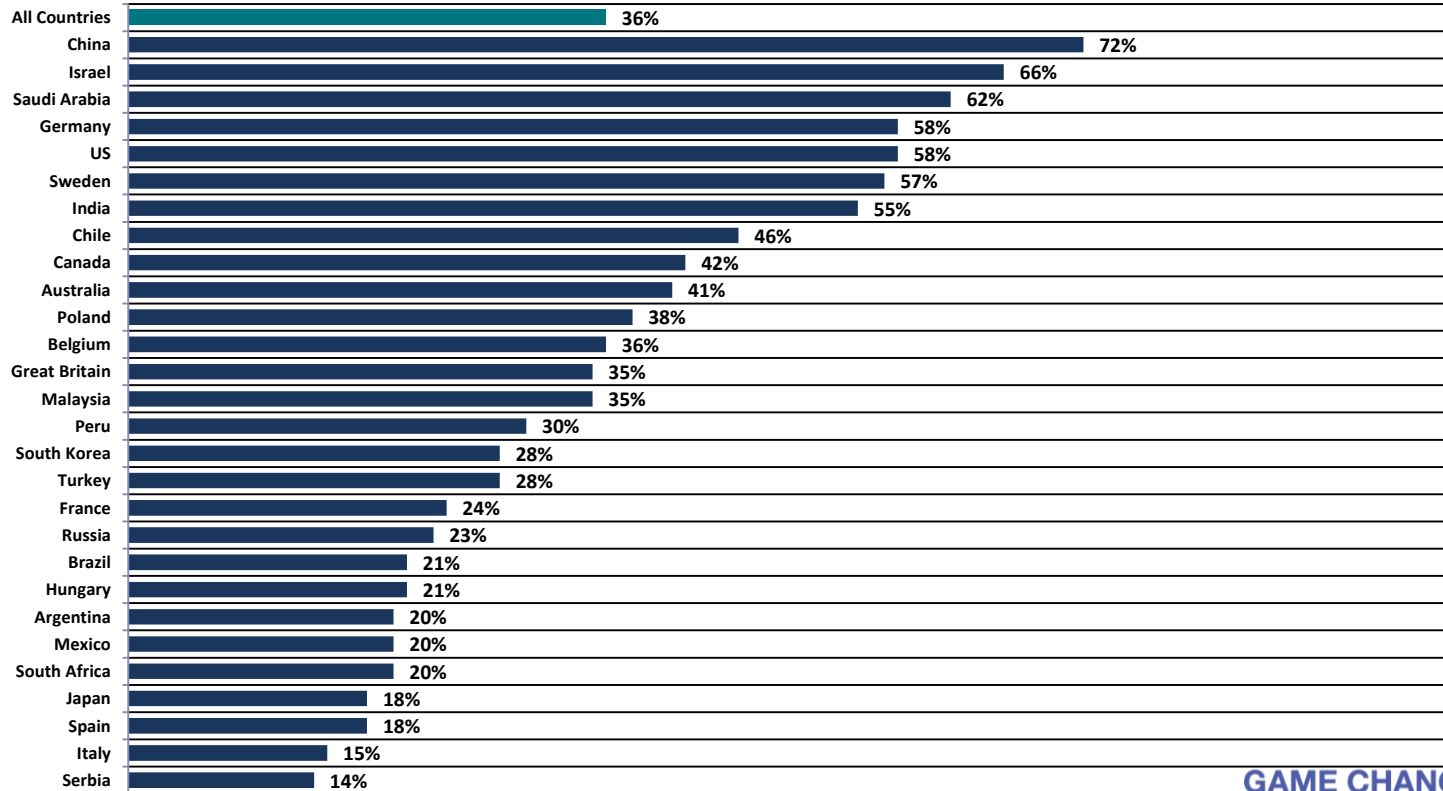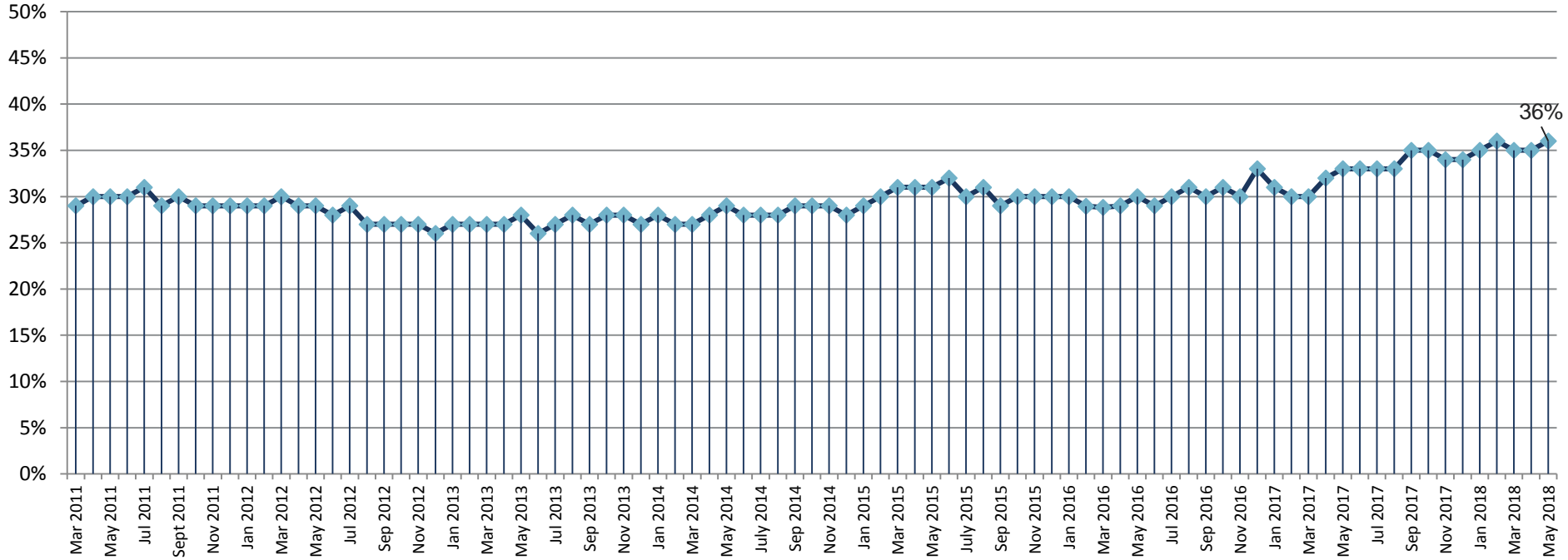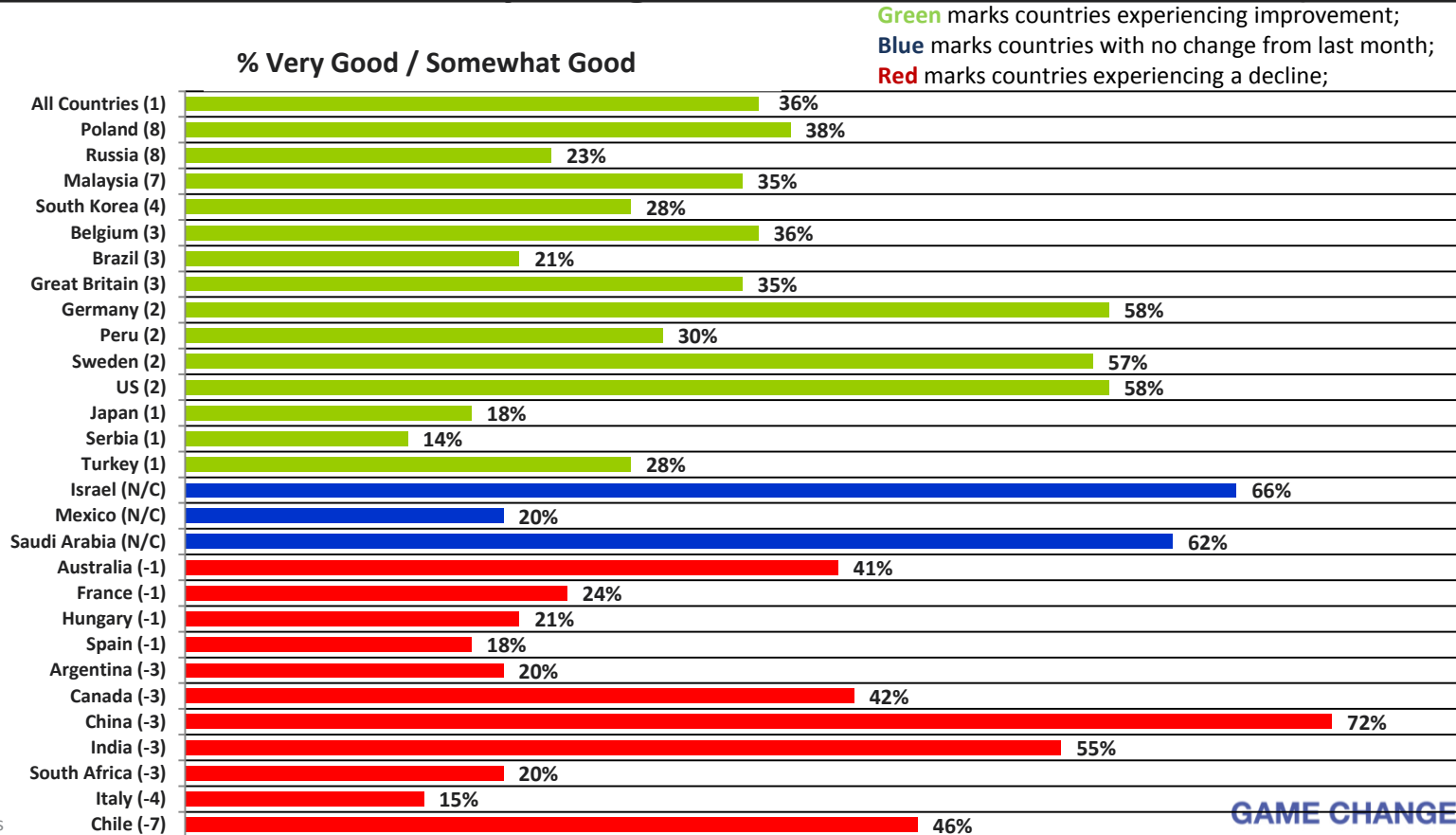|	May '15	June '15	July '15	Aug '15	Sep '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16	Jan '17	Feb '17	Mar '17	Apr '17	May '17	Jun '17	Jul '17	Aug '17	Sep '17	Oct '17	Nov '17	Dec '17	Jan '18	Feb '18	Mar '18	Apr '18	May '18
Total	31%	32%	30%	31%	29%	30%	30%	30%	30%	29%	29%	29%	30%	30%	31%	30%	31%	30%	33%	31%	30%	30%	30%	32%	33%	33%	33%	33%	35%	35%	34%	34%	35%	36%	35%	35%	36%
Argentina	21%	19%	21%	20%	20%	22%	22%	18%	20%	20%	14%	16%	18%	17%	18%	15%	14%	16%	15%	21%	17%	19%	19%	18%	19%	19%	18%	18%	29%	29%	30%	23%	26%	20%	20%	23%	20%
Australia	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%	41%	41%	50%	40%	37%	43%	49%	45%	42%	41%
Belgium	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%	28%	30%	34%	32%	35%	37%	35%	33%	33%	36%
Brazil	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%	15%	19%	18%	16%	13%	19%	19%	18%	18%	21%
Canada	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%	46%	48%	44%	44%	41%	44%	46%	44%	45%	42%
Chile																																	50%	49%	50%	53%	46%
China	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%	66%	71%	69%	73%	73%	73%	73%	74%	75%	72%
France	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%	22%	23%	21%	20%	23%	26%	28%	23%	25%	24%
Germany	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%	61%	59%	61%	58%	60%	58%	63%	58%	56%	58%
Great Britain	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%	29%	27%	29%	29%	26%	31%	31%	30%	32%	35%
Hungary	14%	15%	13%	16%	13%	14%	15%	15%	16%	15%	17%	17%	15%	16%	14%	15%	17%	17%	15%	19%	18%	18%	17%	18%	18%	22%	18%	26%	18%	24%	20%	18%	21%	21%	24%	22%	21%
India	51%	56%	53%	52%	54%	53%	55%	50%	61%	52%	55%	57%	57%	54%	55%	55%	53%	60%	62%	60%	61%	56%	65%	61%	61%	62%	62%	62%	57%	54%	57%	60%	57%	59%	58%	58%	55%
Israel	56%	57%	59%	56%	59%	56%	53%	59%	50%	58%	53%	59%	55%	56%	50%	58%	53%	55%	62%	53%	56%	55%	55%	60%	59%	56%	54%	56%	57%	56%	51%	56%	57%	60%	58%	66%	66%
Italy	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%	16%	17%	14%	16%	16%	15%	17%	16%	19%	15%
Japan	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%	16%	16%	18%	17%	20%	18%	19%	22%	17%	18%
Malaysia																																	33%	32%	30%	28%	35%
Mexico	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%	22%	22%	22%	23%	22%	23%	22%	17%	20%	20%
Peru								25%	24%	20%	17%	22%	25%	28%	30%	32%	36%	35%	35%	42%	39%	29%	34%	35%	48%	36%	25%	37%	31%	35%	36%	33%	34%	30%	35%	28%	30%
Poland	22%	21%	18%	24%	21%	29%	20%	27%	26%	28%	19%	22%	25%	27%	26%	28%	28%	28%	23%	22%	26%	24%	27%	28%	31%	31%	35%	33%	34%	39%	36%	37%	38%	37%	37%	30%	38%
Russia	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%	18%	25%	25%	29%	20%	14%	23%	24%	15%	23%
Saudi Arabia	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%	50%	58%	58%	57%	63%	56%	61%	54%	62%	62%
Serbia																						8%	9%	9%	12%	13%	11%	10%	10%	10%	11%	13%	14%	13%	11%	13%	14%
South Africa	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%	13%	13%	11%	14%	12%	17%	22%	20%	23%	20%
South Korea	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%	20%	22%	20%	21%	24%	24%	24%	24%	24%	28%
Spain	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%	20%	21%	21%	22%	17%	18%	17%	19%	19%	18%
Sweden	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%	60%	60%	63%	63%	60%	62%	65%	60%	55%	57%
Turkey	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%	30%	33%	26%	31%	30%	28%	31%	32%	27%	28%
United States	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%	49%	53%	54%	49%	47%	53%	55%	54%	56%	58%

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;

% Very Good / Somewhat Good

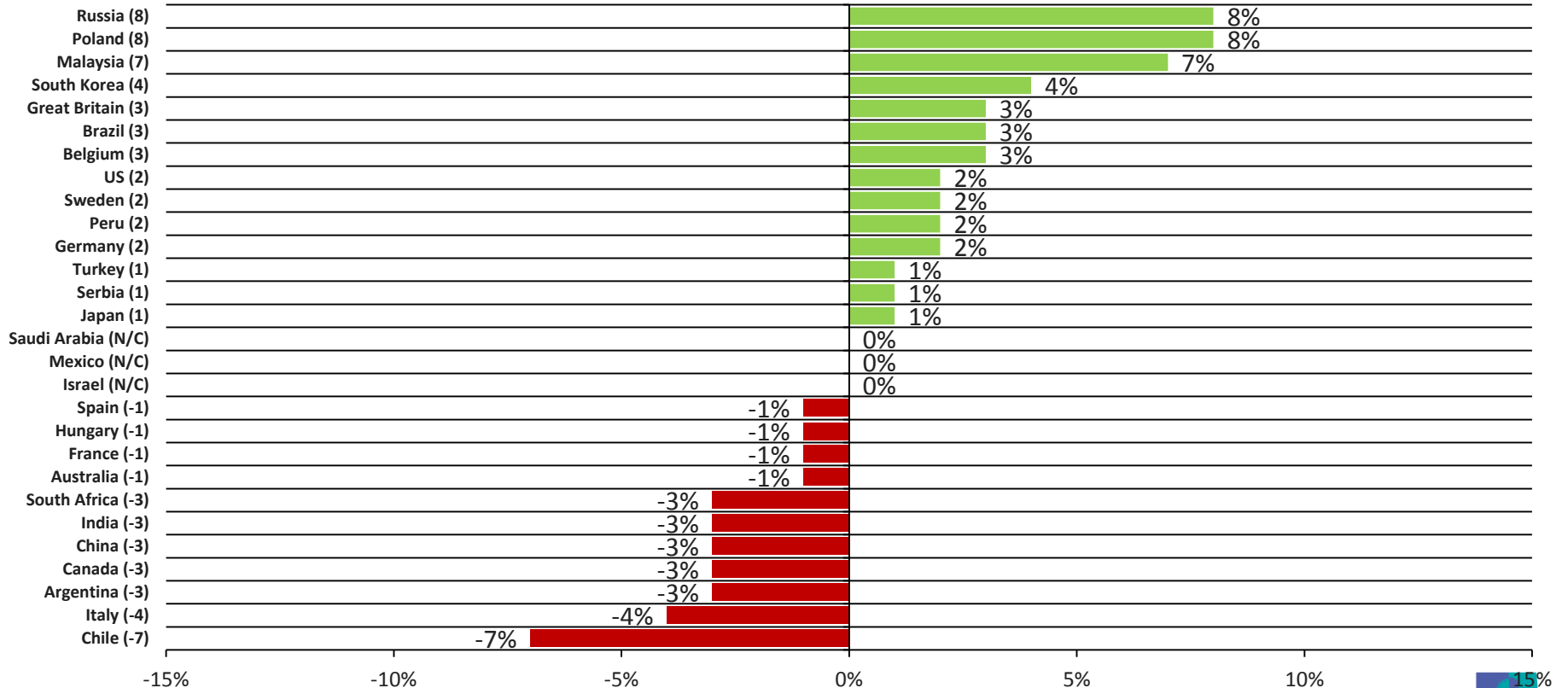| Country	%
All Countries (1)	36%
Poland (8)	38%
Russia (8)	23%
Malaysia (7)	35%
South Korea (4)	28%
Belgium (3)	36%
Brazil (3)	21%
Great Britain (3)	35%
Germany (2)	58%
Peru (2)	30%
Sweden (2)	57%
US (2)	58%
Japan (1)	18%
Serbia (1)	14%
Turkey (1)	28%
Israel (N/C)	66%
Mexico (N/C)	20%
Saudi Arabia (N/C)	62%
Australia (-1)	41%
France (-1)	24%
Hungary (-1)	21%
Spain (-1)	18%
Argentina (-3)	20%
Canada (-3)	42%
China (-3)	72%
India (-3)	55%
South Africa (-3)	20%
Italy (-4)	15%
Chile (-7)	46%

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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:

Country	Value
Russia (8)	8%
Poland (8)	8%
Malaysia (7)	7%
South Korea (4)	4%
Great Britain (3)	3%
Brazil (3)	3%
Belgium (3)	3%
US (2)	2%
Sweden (2)	2%
Peru (2)	2%
Germany (2)	2%
Turkey (1)	1%
Serbia (1)	1%
Japan (1)	1%
Saudi Arabia (N/C)	0%
Mexico (N/C)	0%
Israel (N/C)	0%
Spain (-1)	-1%
Hungary (-1)	-1%
France (-1)	-1%
Australia (-1)	-1%
South Africa (-3)	-3%
India (-3)	-3%
China (-3)	-3%
Canada (-3)	-3%
Argentina (-3)	-3%
Italy (-4)	-4%
Chile (-7)	-7%

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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)

Legend: North America — LATAM — Europe — APAC — G-8 Countries — BRIC — Middle East/Africa

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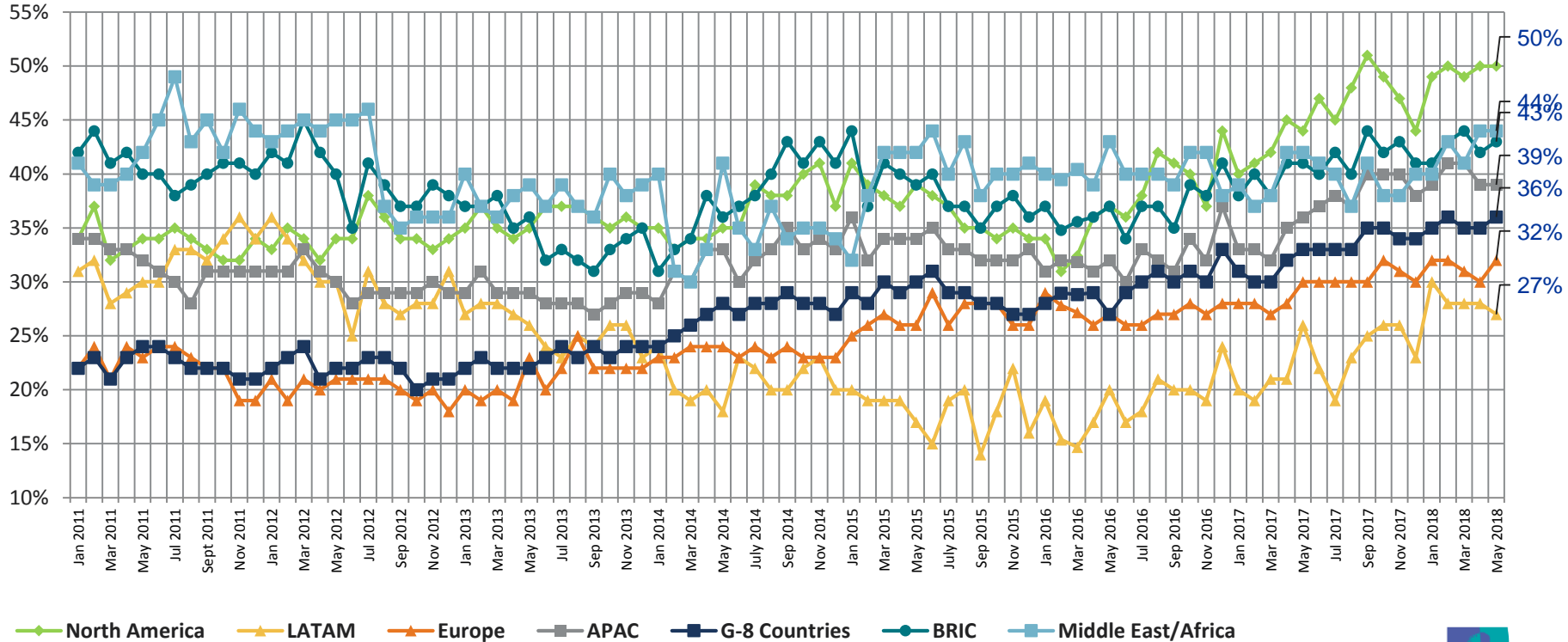
North American Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

United States ● **Canada**

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LATAM Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

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European Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

Germany · France · Spain · Sweden · Great Britain · Belgium · Italy · Hungary · Serbia · Poland

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.

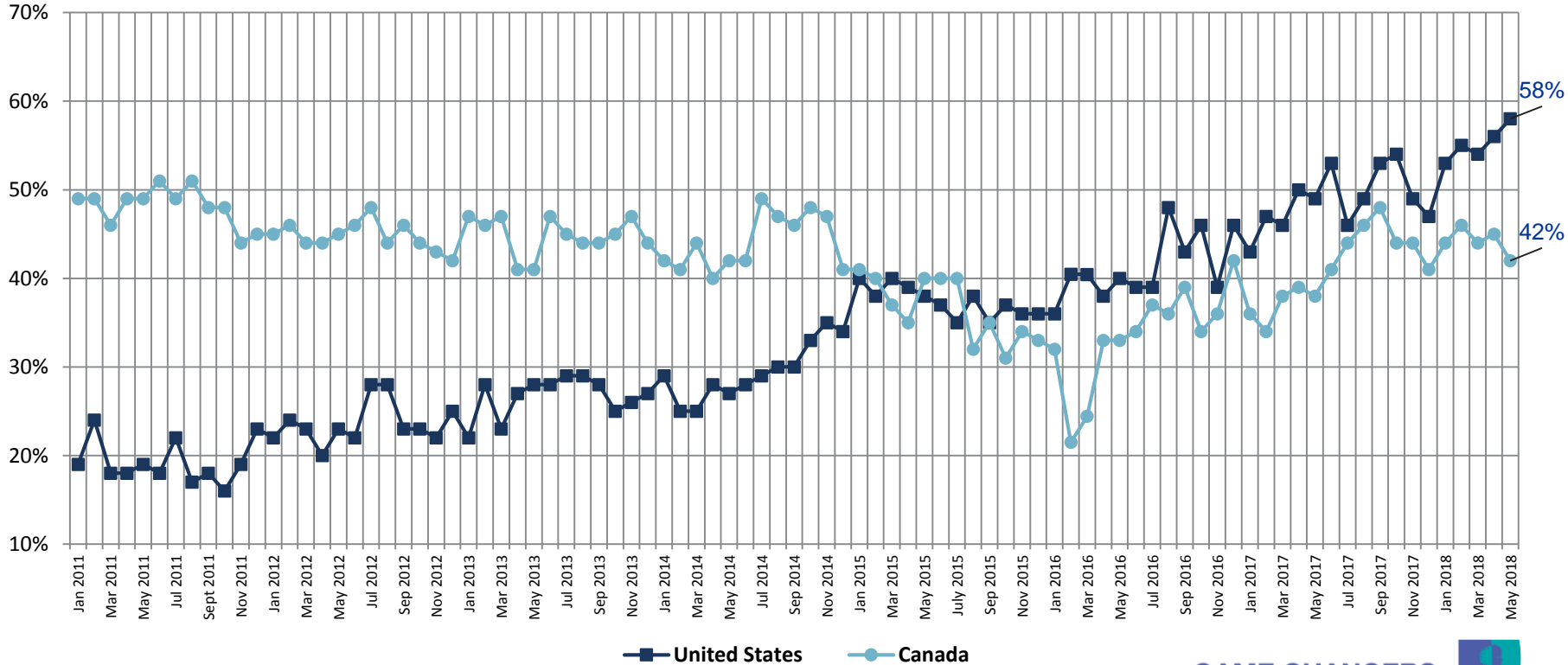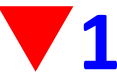# APAC Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

Legend: Australia, China, India, Japan, Malaysia, Russia, South Korea

Right axis labels: 72%, 55%, 41%, 35%, 28%, 23%, 18%

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G8 Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

Legend: Great Britain, Canada, France, Germany, Italy, Japan, Russia, United States

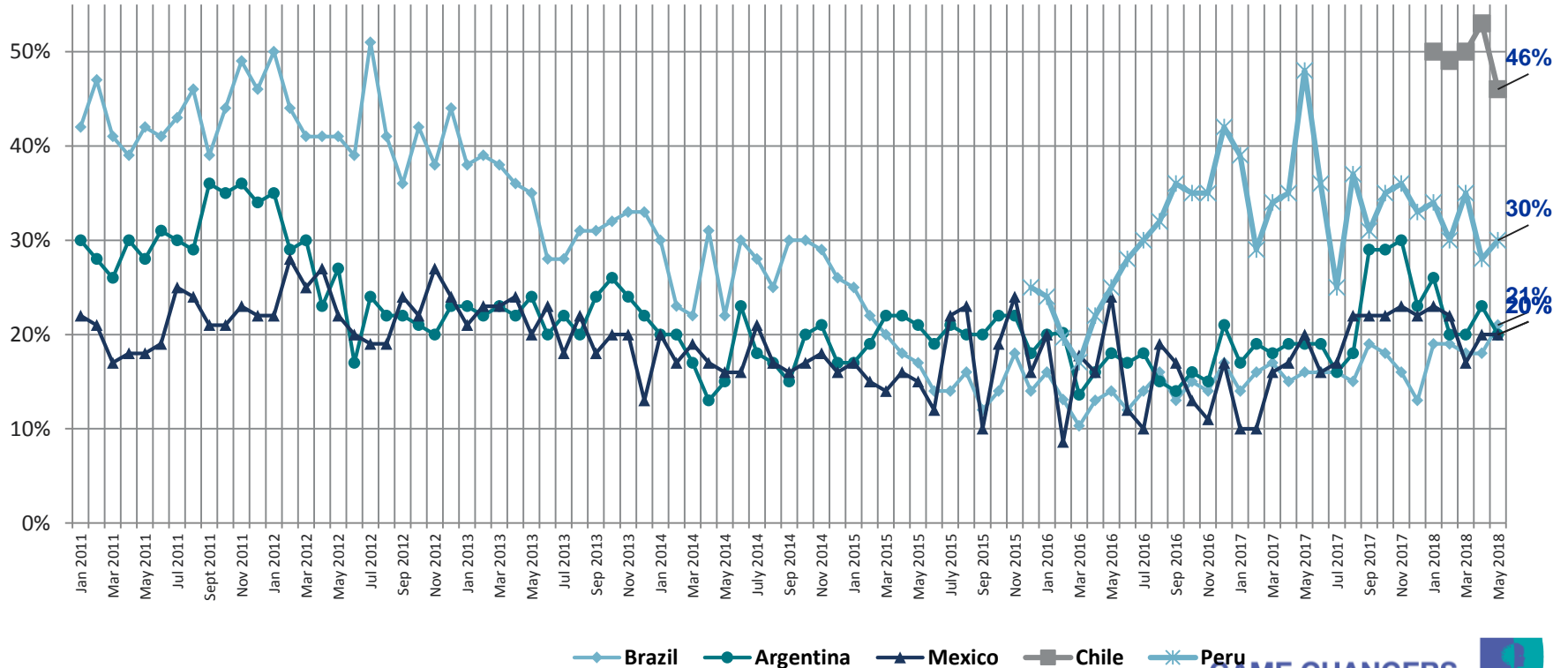Right-axis values: 58%, 42%, 35%, 24%, 23%, 18%, 15%

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.

▲1

BRIC Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

72%
55%
23%
21%

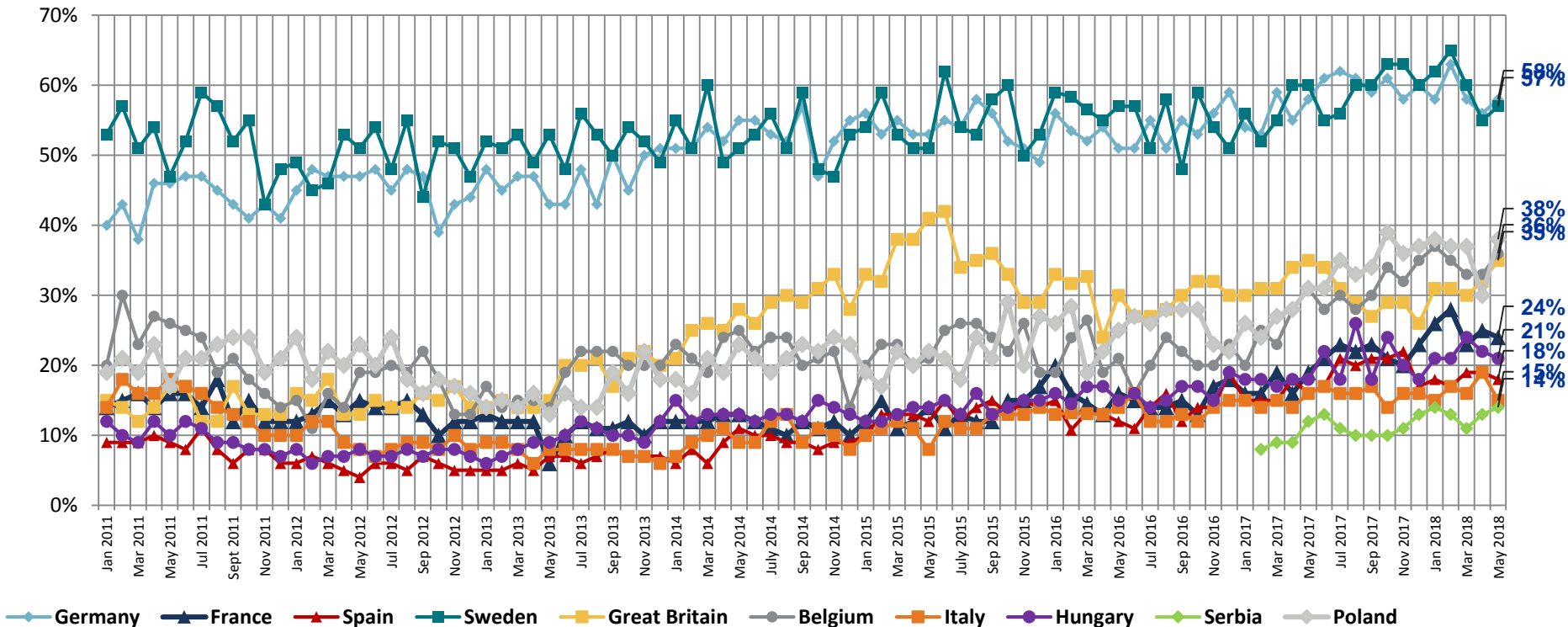Brazil ◆   Russia ▲   India ●   China ■

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
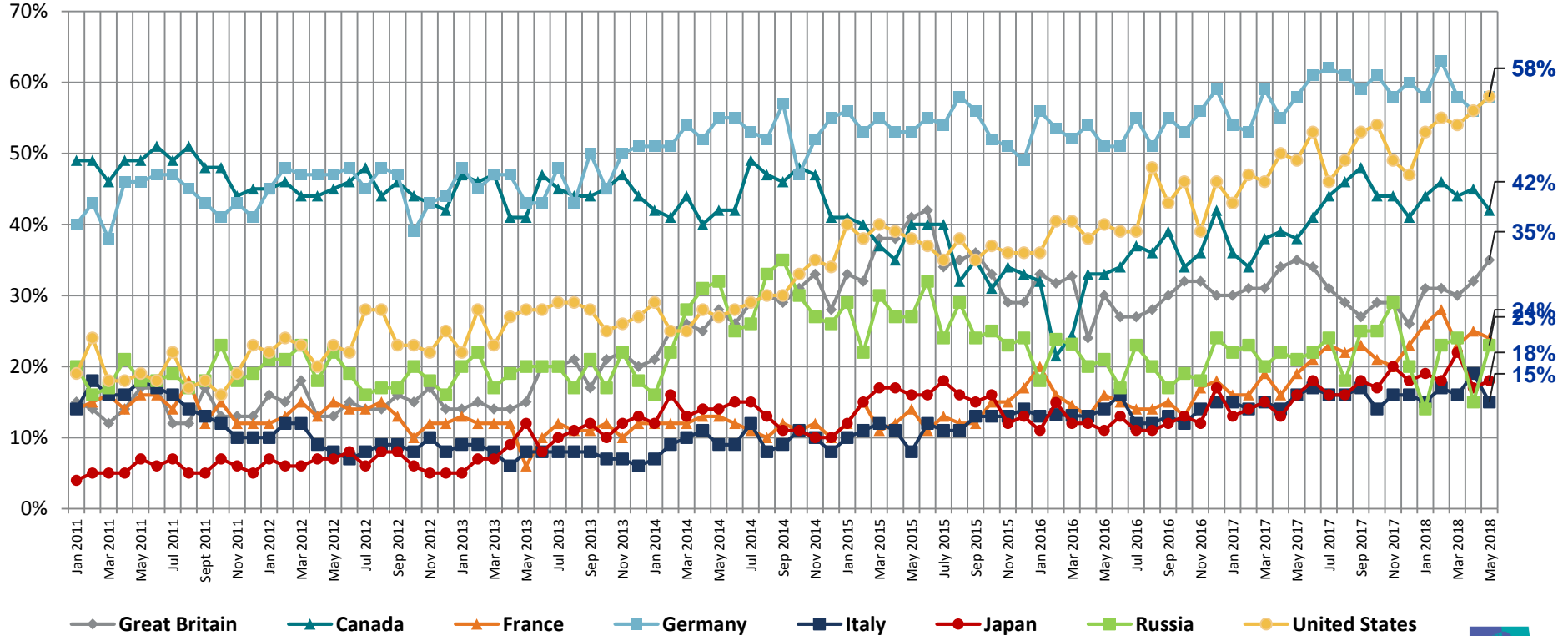
% Strong (Top 3 5-6-7)

Legend: Turkey — Saudi Arabia — South Africa — Israel

Right-side labels: 66%, 62%, 28%, 20%

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❸ Assessing the Strength of The Local Economy...

...Six Months From Now

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

% Much Stronger / Somewhat Stronger

Country	%
All Countries	29%
Saudi Arabia	61%
China	59%
India	57%
Chile	55%
Brazil	54%
Peru	52%
Argentina	37%
US	37%
Mexico	35%
South Korea	33%
Turkey	29%
Poland	27%
Malaysia	26%
South Africa	25%
Serbia	20%
Australia	19%
Great Britain	19%
Russia	19%
Canada	18%
Germany	18%
Israel	17%
Spain	17%
Sweden	16%
Hungary	15%
Belgium	12%
Japan	12%
France	11%
Italy	10%

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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?

N/C

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

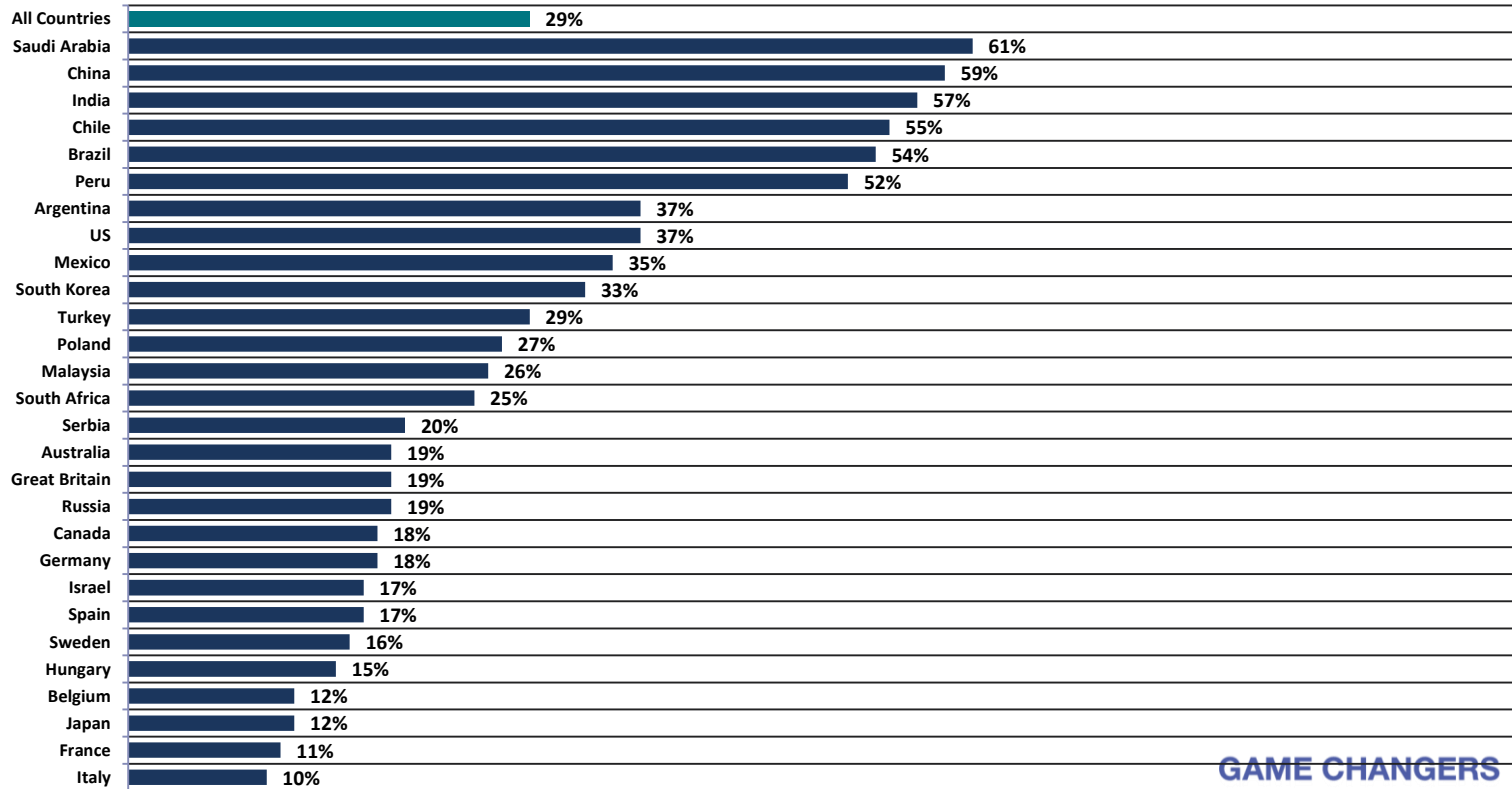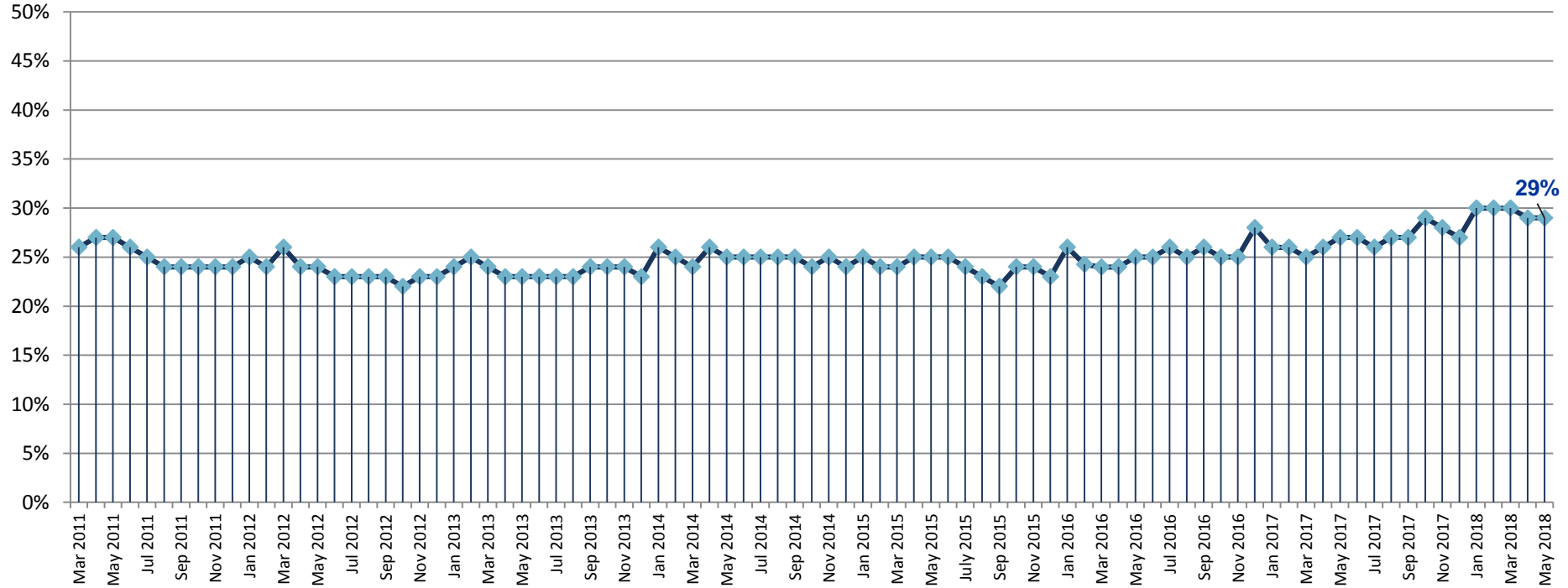**Global Total**
% Much Stronger / Somewhat Stronger
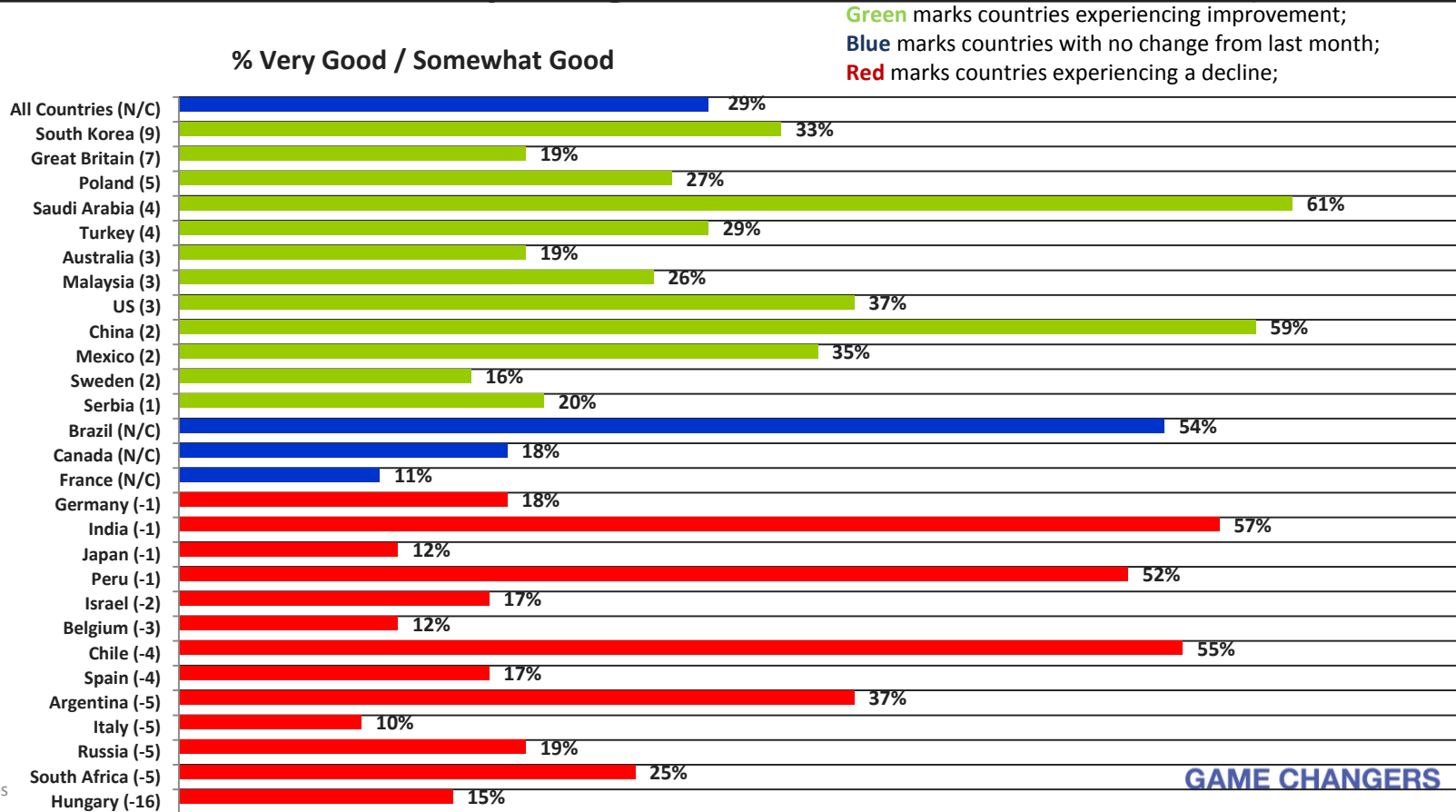
29%

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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?
% Much Stronger / Somewhat Stronger

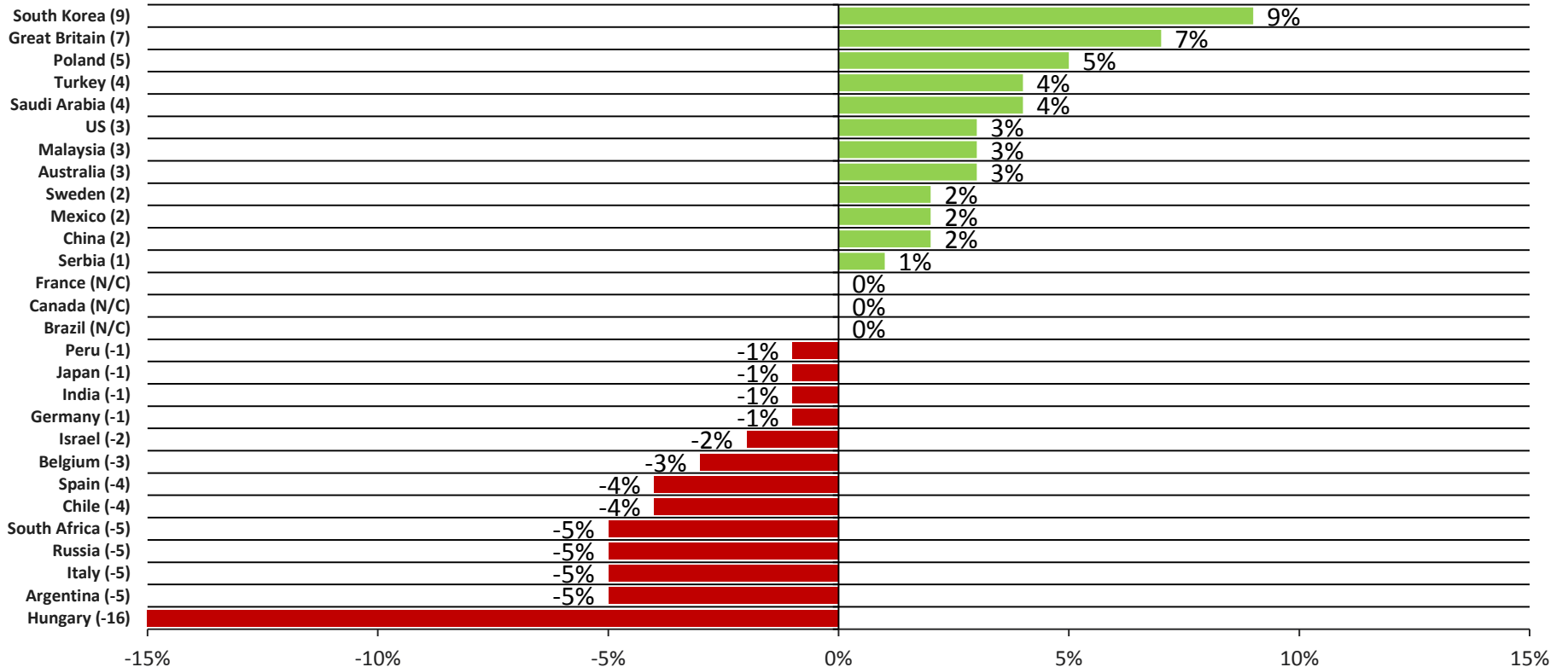## Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The <u>Next Six Months…</u>

	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	Aug '17	Sep '17	Oct '17	Nov '17	Dec '17	Jan '18	Feb '18	Mar '18	Apr '18	May '18
Total	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%	27%	27%	29%	28%	27%	30%	30%	30%	29%	29%
Argentina	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%	43%	51%	54%	51%	44%	44%	42%	39%	42%	37%
Australia	12%	17%	16%	15%	16%	20%	17%	19%	15%	14%	12%	14%	18%	17%	18%	16%	14%	14%	15%	15%	17%	16%	17%	17%	16%	16%	14%	19%	16%	27%	21%	17%	17%	20%	22%	16%	19%
Belgium	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%	15%	14%	14%	18%	22%	21%	15%	12%	15%	12%
Brazil	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%	50%	49%	57%	51%	53%	53%	58%	54%	54%	54%
Canada	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%	21%	20%	22%	23%	18%	22%	24%	18%	18%	18%
Chile																																	61%	60%	56%	59%	55%
China	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%	58%	60%	59%	64%	62%	61%	57%	59%	57%	59%
France	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%	13%	11%	14%	10%	13%	16%	16%	13%	11%	11%
Germany	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%	17%	21%	26%	24%	20%	25%	24%	16%	19%	18%
Great Britain	22%	25%	19%	18%	19%	17%	14%	15%	16%	14%	12%	10%	12%	10%	12%	14%	12%	12%	12%	12%	13%	15%	11%	12%	14%	12%	11%	11%	10%	13%	10%	13%	12%	12%	14%	12%	19%
Hungary	8%	11%	10%	10%	8%	9%	12%	12%	11%	11%	11%	12%	9%	11%	12%	11%	13%	11%	9%	13%	15%	13%	11%	10%	15%	14%	12%	15%	14%	14%	12%	8%	14%	17%	18%	31%	15%
India	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%	65%	65%	62%	56%	63%	62%	60%	62%	58%	57%
Israel	13%	18%	11%	10%	14%	10%	11%	11%	15%	13%	13%	9%	14%	17%	12%	14%	18%	13%	13%	10%	14%	9%	17%	16%	12%	16%	15%	15%	16%	12%	10%	15%	18%	17%	18%	19%	17%
Italy	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%	9%	7%	11%	12%	8%	10%	13%	15%	15%	10%
Japan	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%	10%	11%	13%	15%	14%	16%	12%	14%	13%	12%
Malaysia																																	25%	23%	26%	23%	26%
Mexico	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%	29%	29%	31%	30%	26%	31%	35%	28%	33%	35%
Peru								47%	49%	53%	48%	47%	58%	58%	67%	69%	65%	60%	64%	58%	52%	46%	54%	48%	53%	54%	53%	57%	51%	52%	49%	49%	49%	50%	46%	53%	52%
Poland	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%	24%	29%	24%	27%	23%	31%	24%	25%	22%	27%
Russia	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%	19%	19%	30%	25%	17%	16%	19%	20%	24%	19%
Saudi Arabia	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%	45%	52%	55%	56%	57%	53%	55%	53%	57%	61%
Serbia																							11%	15%	20%	18%	15%	15%	15%	15%	16%	16%	17%	18%	19%	19%	20%
South Africa	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%	16%	12%	14%	11%	13%	32%	38%	47%	30%	25%
South Korea	13%	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%	30%	24%	22%	24%	33%	25%	24%	24%	24%	33%
Spain	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%	21%	18%	22%	20%	19%	17%	19%	17%	21%	17%
Sweden	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%	27%	24%	27%	31%	16%	24%	25%	28%	14%	16%
Turkey	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%	32%	31%	25%	27%	28%	27%	30%	33%	25%	29%
United States	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%	31%	36%	34%	33%	33%	35%	39%	34%	34%	37%

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

Country	%
All Countries (N/C)	29%
South Korea (9)	33%
Great Britain (7)	19%
Poland (5)	27%
Saudi Arabia (4)	61%
Turkey (4)	29%
Australia (3)	19%
Malaysia (3)	26%
US (3)	37%
China (2)	59%
Mexico (2)	35%
Sweden (2)	16%
Serbia (1)	20%
Brazil (N/C)	54%
Canada (N/C)	18%
France (N/C)	11%
Germany (-1)	18%
India (-1)	57%
Japan (-1)	12%
Peru (-1)	52%
Israel (-2)	17%
Belgium (-3)	12%
Chile (-4)	55%
Spain (-4)	17%
Argentina (-5)	37%
Italy (-5)	10%
Russia (-5)	19%
South Africa (-5)	25%
Hungary (-16)	15%

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

Country	Value
South Korea (9)	9%
Great Britain (7)	7%
Poland (5)	5%
Turkey (4)	4%
Saudi Arabia (4)	4%
US (3)	3%
Malaysia (3)	3%
Australia (3)	3%
Sweden (2)	2%
Mexico (2)	2%
China (2)	2%
Serbia (1)	1%
France (N/C)	0%
Canada (N/C)	0%
Brazil (N/C)	0%
Peru (-1)	-1%
Japan (-1)	-1%
India (-1)	-1%
Germany (-1)	-1%
Israel (-2)	-2%
Belgium (-3)	-3%
Spain (-4)	-4%
Chile (-4)	-4%
South Africa (-5)	-5%
Russia (-5)	-5%
Italy (-5)	-5%
Argentina (-5)	-5%
Hungary (-16)	

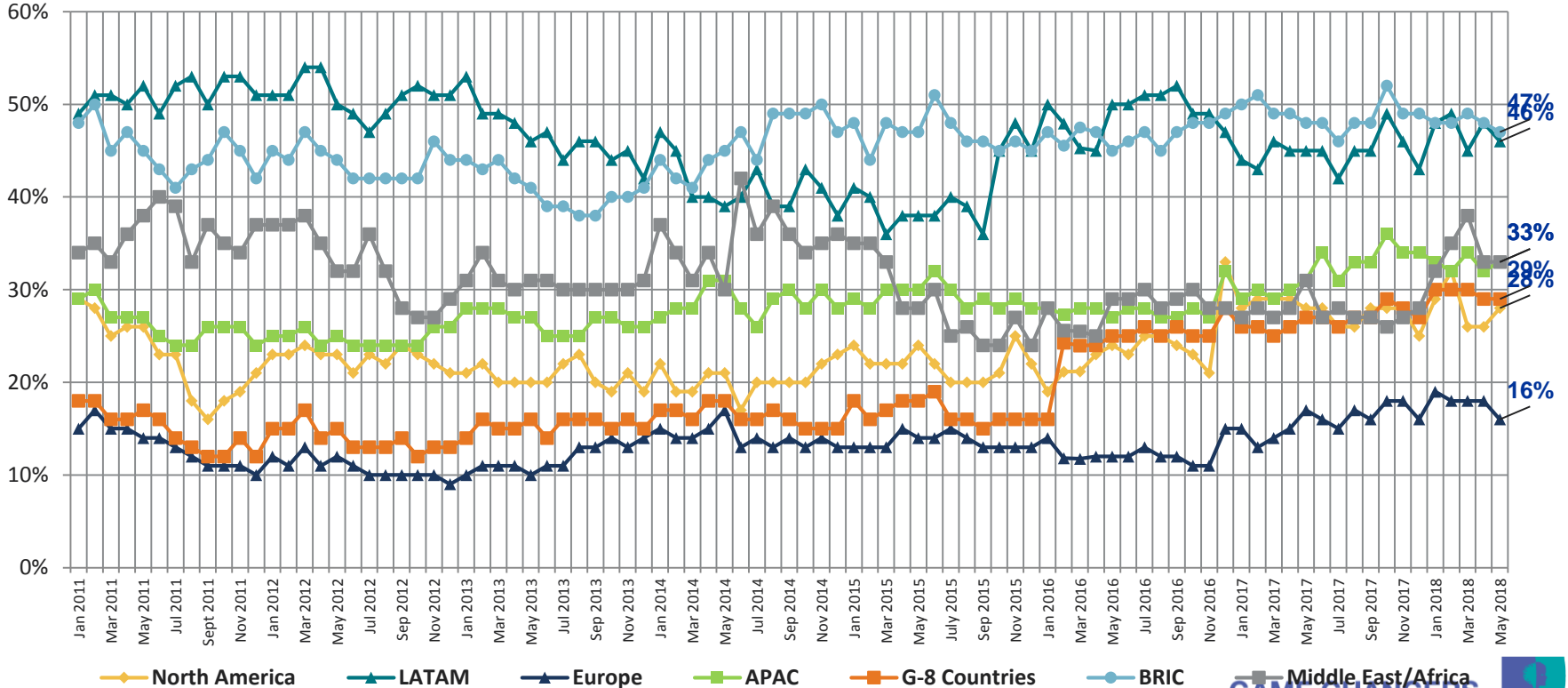Axis: -15% -10% -5% 0% 5% 10% 15%

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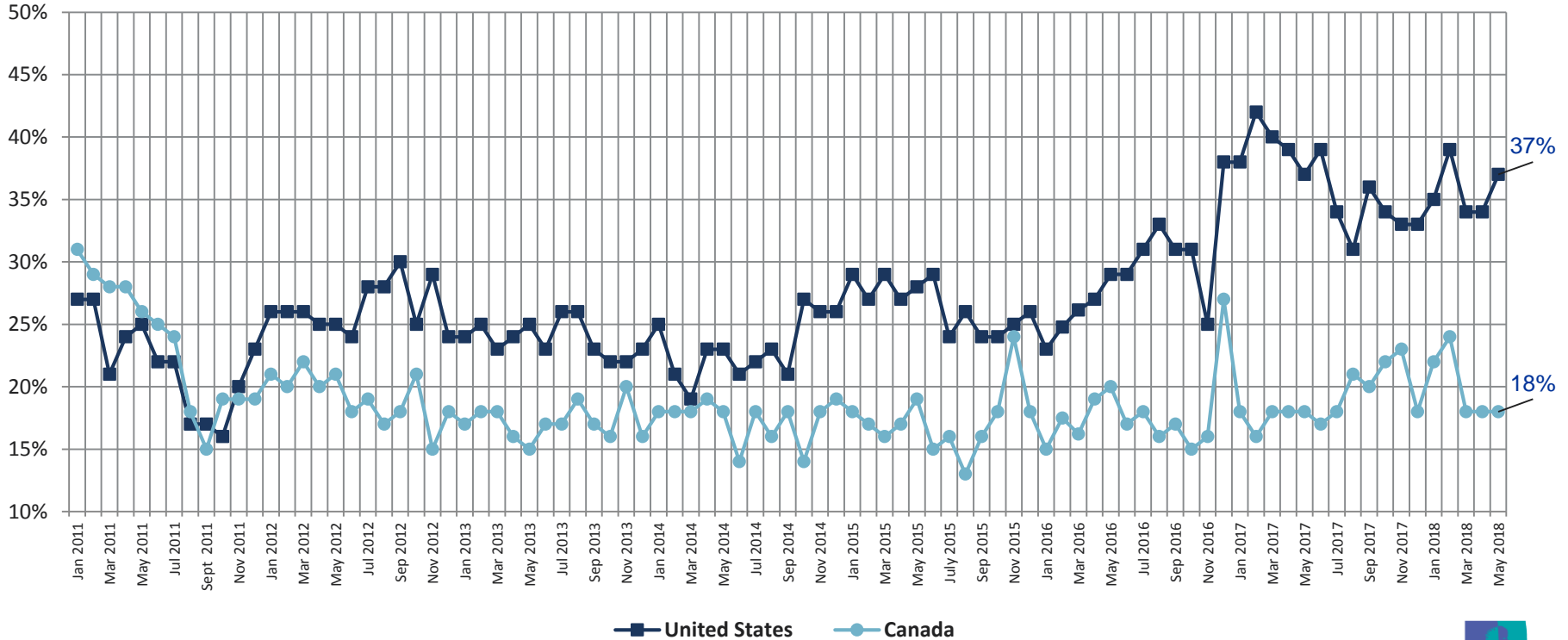
All Regions - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

% Much Stronger / Somewhat Stronger

North America · LATAM · Europe · APAC · G-8 Countries · BRIC · Middle East/Africa

47%
46%
33%
29%
28%
16%

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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?

▲2

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

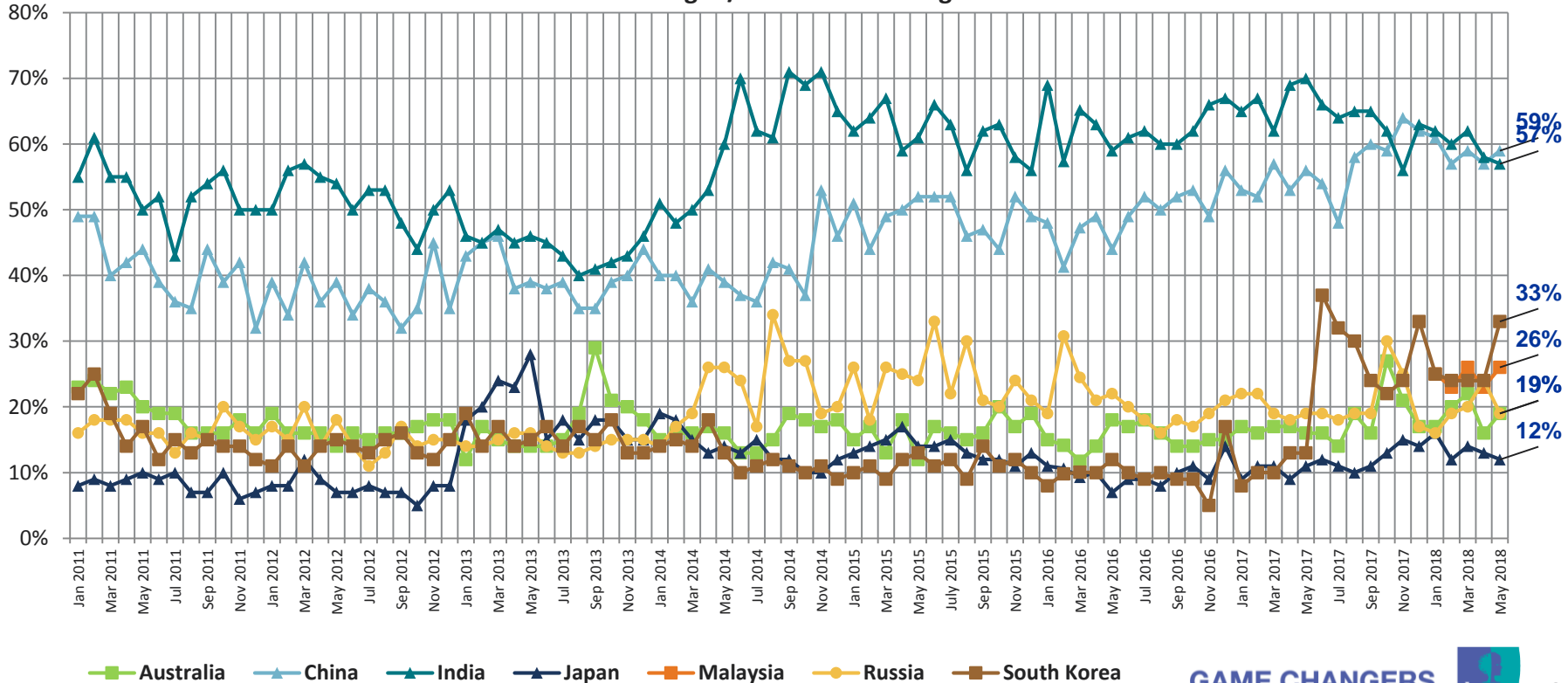% Much Stronger / Somewhat Stronger

37%

18%

United States ——■——   Canada ——●——

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GAME CHANGERS Ipsos 50

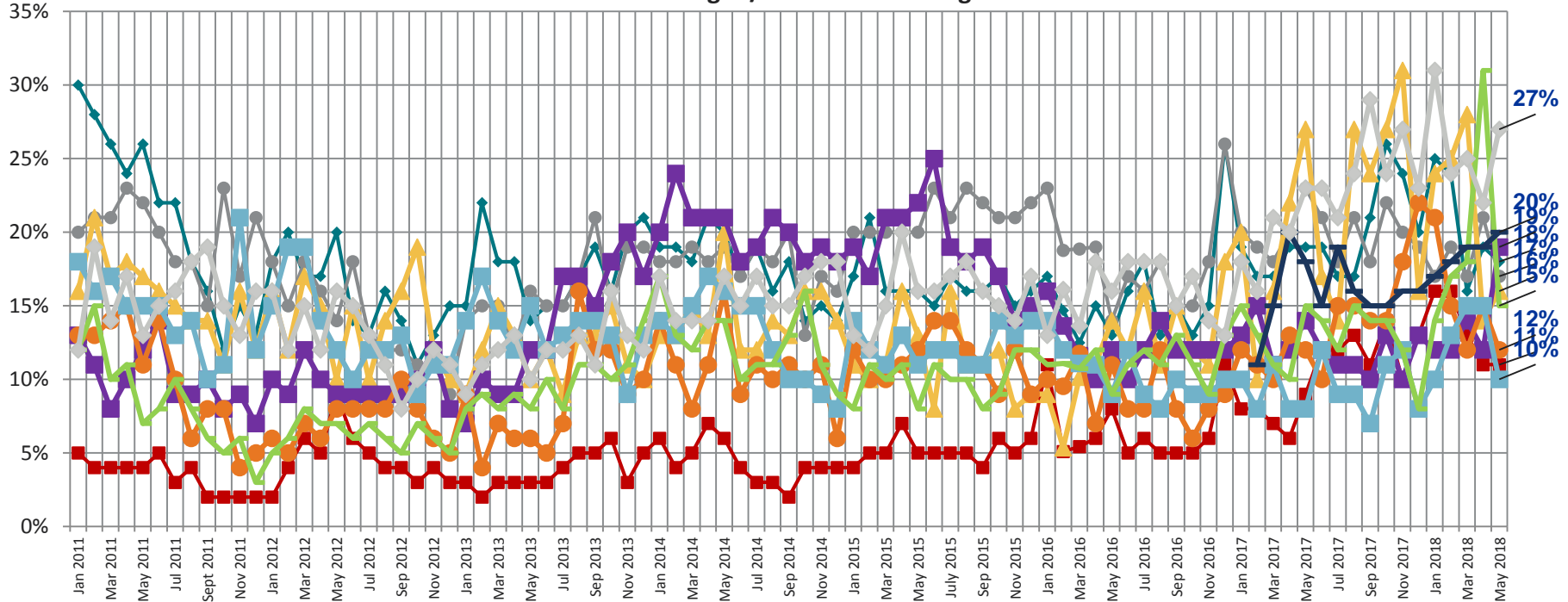## LATAM Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

% Much Stronger / Somewhat Stronger

55%
53%
52%

37%
35%

Brazil   Argentina   Mexico   Chile   Peru

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

% Much Stronger / Somewhat Stronger

Legend: ■ Australia ▲ China ▲ India ▲ Japan ■ Malaysia ● Russia ■ South Korea

Labeled end values: 59%, 57%, 33%, 26%, 19%, 12%

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

% Much Stronger / Somewhat Stronger
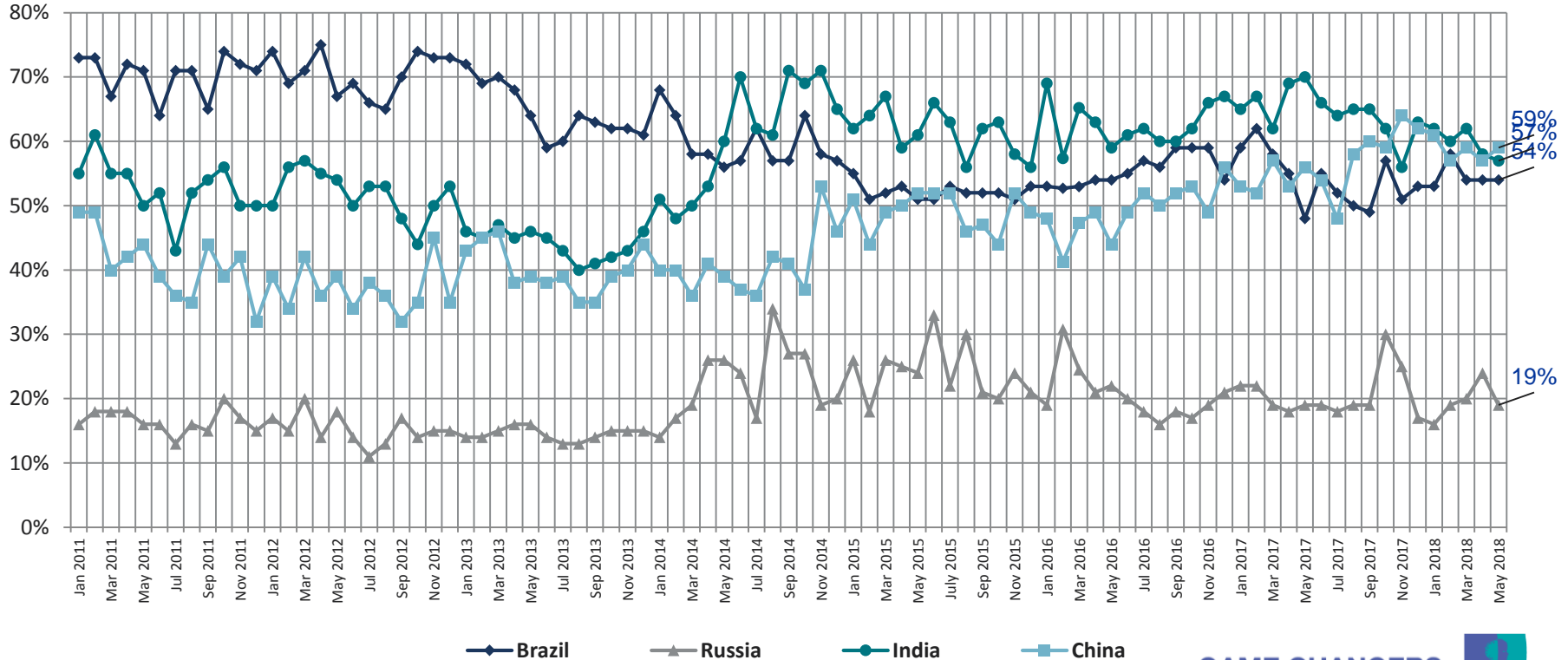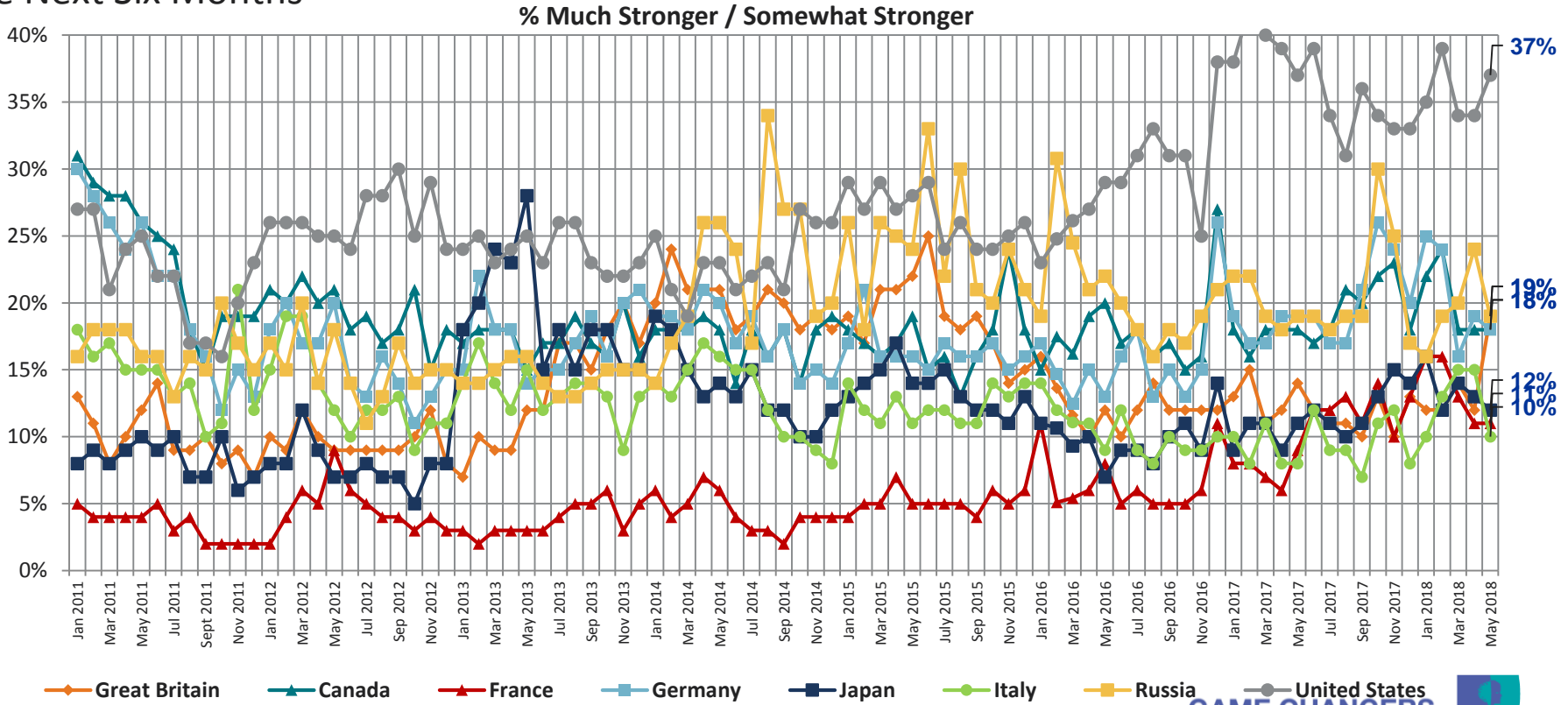

27%
20%
19%
18%
16%
15%
12%
11%
10%

Legend: Germany, France, Spain, Sweden, Great Britain, Belgium, Italy, Hungary, Serbia, Poland

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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?

▼1

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

% Much Stronger / Somewhat Stronger

Legend: Brazil, Russia, India, China

Final values shown: 59%, 57%, 54%, 19%

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

% Much Stronger / Somewhat Stronger

Great Britain — **Canada** — **France** — **Germany** — **Japan** — **Italy** — **Russia** — **United States**

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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?

N/C

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

% Much Stronger / Somewhat Stronger

Turkey · Saudi Arabia · South Africa · Israel

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