



Global @dvisor

The Economic Pulse of the World

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

These are the findings of the *Global @dvisor* Wave 104 (G@104), an Ipsos survey conducted between December 22nd and January 5th, 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 20,702 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.

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 @dvisor Welcomes Chile and Malaysia

- After a brief pullback at the end of 2017, the global national economic assessment is up 3 points in the first month of 2018, as nearly half (49%) of respondents around the world rate their national economy as 'good'. The national assessment is given a little nudge up by two new countries added to the monthly economic pulse this year: Chile and Malaysia. While Malaysia's national average (45%) is on par with global numbers, Chilean citizens rate their national economy above the global average, with 57% saying their national economy is 'good'.
- The local economic assessment average is up one point since last sounding, as over one third (35%) of global citizens agree that the state of the current economy in their local area is 'good'. Similar to the national assessment, respondents in Chile (50%) rate their local economy above the global average, while those in Malaysia (33%) are on par with the average.
- After losing ground for two months in a row, the future national economic assessment is up 3 points this month, with 30% of global citizens surveyed in 28 countries expecting their local economy to be stronger six months from now. Chile (61%) is one of the top 3 countries, with India (62%) and China (61%), driving the future assessment up this month. Only one quarter (25%) of respondents in Malaysia expect the strongest economy in the near future.



Global average



Chile average



Malaysia average

National assessment	49%	57%	45%
Local assessment	35%	50%	33%
Future local assessment	30%	61%	25%

Global Average of National Economic Assessment Up Three Points: 49%

- The average global economic assessment of national economies surveyed in 28 countries is up three points this wave with 49% of global citizens rating their national economies as 'good'.
- China (90%) has the top spot in the national economic assessment category again this month, followed by India (81%), Germany (81%), Saudi Arabia (73%), Sweden (71%), Australia (67%), the United States (66%), Canada (65%) and Peru (63%). Brazil (17%) share the lowest spot in this assessment with Italy (17%), followed by South Africa (19%), Spain (24%), Hungary (26%), South Korea (29%), Mexico (31%), Argentina (32%) and France (27%).
- *Countries with the greatest improvements in this wave:* Russia (42%, +8 pts.), Great Britain (43%, +8 pts.), South Africa (19%, +7 pts.), France (34%, +7 pts.), Poland (59%, +6 pts.), Brazil (17%, +6 pts.), Australia (67%, +6 pts.), the United States (66%, +5 pts.), Japan (42%, +5 pts.), Peru (63%, +4 pts.), Mexico (31%, +4 pts.), China (90%, +4 pts.), Canada (65%, +4 pts.) and Argentina (32%, +4 pts.).
- *Countries with the greatest declines:* Saudi Arabia (73%, -8 pts.), Sweden (71%, -6 pts.), Belgium (56%, -2 pts.), Turkey (35%, -2 pts.) and South Korea (29%, -1 pts.).

Global Average of Local Economic Assessment (35%) Up One Point

- When asked to assess their local economy, over one third (35%) 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.
- China (73%) remains the top country in the local assessment category, followed by Sweden (62%), India (60%), Germany (58%), Israel (57%), Saudi Arabia (56%), the United States (53%), Chile (50%) Canada (44%), Australia (43%), Poland (38%) and Belgium (37%). Serbia (14%) and Russia (14%) are the lowest ranked countries in this category this month, followed by Italy (15%), South Africa (17%) Spain (18%), Brazil (19%), Japan (19%), Hungary (21%), Mexico (23%), South Korea (24%), Argentina (26%) and France (26%).
- *Countries with the greatest improvements in this wave:* the United States (53%, +6 pts.), Brazil (19%, +6 pts.), Australia (43%, +6 pts.), South Africa (17%, +5 pts.), Great Britain (31%, +5 pts.), India (60%, +3pts.), Hungary (21%, +3pts.), France (26%, +3pts.), Canada (44%, +3 pts.) and Argentina (26%, +3 pts.).
- *Countries with the greatest declines in this wave:* Saudi Arabia (56%, -7 pts.), Russia (14%, -6 pts.), Germany (58%, -2 pts.), Turkey (28%, -2 pts.) and Italy (15%, -1 pts.).

Global Average of Future Outlook for Local Economy (30%) Up Three Points

- The future outlook is up three points since last sounding, with nearly one third (30%) of global citizens surveyed in 26 countries expecting their local economy to be stronger six months from now.
- India (62%) remains at the top of this assessment category, followed by China (61%), Chile (61%), Saudi Arabia (53%), Brazil (53%), Peru (49%), Argentina (44%), the United States (35%), South Africa (32%), Mexico (31%) and Poland (31%). Italy (10%) has the lowest future outlook score this month, followed by Great Britain (12%), Hungary (14%), France (16%), Japan (16%), Russia (16%), Serbia (17%), Australia (17%), Spain (17%), Israel (18%) and Belgium (21%).
- *Countries with the greatest improvements in this wave:* South Africa (32%, +19 pts.), Sweden (24%, +8 pts.), Poland (31%, +8 pts.), Hungary (14%, +6 pts.), Mexico (31%, +5 pts.), Germany (25%, +5 pts.), Israel (18%, +4 pts.), Canada (22%, +4 pts.), France (16%, +4 pts.), the United States (35%, +2 pts.), Japan (16%, +2 pts.) and Italy (10%, +2 pts.).
- *Countries with the greatest declines in this wave:* South Korea (25%, -8 pts.), Saudi Arabia (53%, -4 pts.), Spain (17%, -2 pts.), Belgium (21%, -1 pts.), China (61%, -1 pts.), Great Britain (12%, -1 pts.), India (62%, -1 pts.), Russia (16%, -1 pts.) and Turkey (27%, -1 pts.).

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

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

Those Countries Where the Local National Economic Assessment...							
is HIGHEST this month		has experienced an IMPROVEMENT since last sounding		has experienced a DECLINE since last sounding		is LOWEST this month	
China	90%	Russia	8%	Saudi Arabia	-8%	Great Britain	43%
India	81%	Great Britain	8%	Sweden	-6%	Japan	42%
Germany	81%	South Africa	7%	Belgium	-2%	Russia	42%
Saudi Arabia	73%	France	7%	Turkey	-2%	Serbia	38%
Sweden	71%	Poland	6%	South Korea	-1%	Turkey	35%
Australia	67%	Brazil	6%			France	34%
US	66%	Australia	6%			Argentina	32%
Canada	65%	US	5%			Mexico	31%
Peru	63%	Japan	5%			South Korea	29%
Israel	60%	Peru	4%			Hungary	26%
Poland	59%	Mexico	4%			Spain	24%
Chile	57%	China	4%			South Africa	19%
Belgium	56%	Canada	4%			Italy	17%
Malaysia	45%	Argentina	4%			Brazil	17%

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	66%	5%
APAC	58%	3%
BRIC	57%	4%
G-8 Countries	49%	5%
Middle East/Africa	46%	-1%
Europe	45%	2%
LATAM	40%	8%

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	73%	US	6%	Saudi Arabia	-7%	Great Britain	31%
Sweden	62%	Brazil	6%	Russia	-6%	Turkey	28%
India	60%	Australia	6%	Germany	-2%	Argentina	26%
Germany	58%	South Africa	5%	Turkey	-2%	France	26%
Israel	57%	Great Britain	5%	Italy	-1%	South Korea	24%
Saudi Arabia	56%	India	3%			Mexico	23%
US	53%	Hungary	3%			Hungary	21%
Chile	50%	France	3%			Japan	19%
Canada	44%	Canada	3%			Brazil	19%
Australia	43%	Argentina	3%			Spain	18%
Poland	38%	Sweden	2%			South Africa	17%
Belgium	37%	Belgium	2%			Italy	15%
Peru	34%	Spain	1%			Russia	14%
Malaysia	33%	Serbia	1%			Serbia	14%

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	49%	5%
BRIC	41%	0%
Middle East/Africa	40%	0%
APAC	39%	1%
G-8 Countries	33%	2%
Europe	32%	2%
LATAM	30%	7%

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	62%	South Africa	19%	South Korea	-8%	Germany	25%
China	61%	Sweden	8%	Saudi Arabia	-4%	Sweden	24%
Chile	61%	Poland	8%	Spain	-2%	Canada	22%
Saudi Arabia	53%	Hungary	6%	Belgium	-1%	Belgium	21%
Brazil	53%	Mexico	5%	China	-1%	Israel	18%
Peru	49%	Germany	5%	Great Britain	-1%	Spain	17%
Argentina	44%	Israel	4%	India	-1%	Australia	17%
US	35%	Canada	4%	Russia	-1%	Serbia	17%
South Africa	32%	France	3%	Turkey	-1%	Russia	16%
Mexico	31%	US	2%			Japan	16%
Poland	31%	Japan	2%			France	16%
Turkey	27%	Italy	2%			Hungary	14%
South Korea	25%	Serbia	1%			Great Britain	12%
Malaysia	25%					Italy	10%

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	48%	-1%
LATAM	48%	5%
APAC	33%	-1%
Middle East/Africa	32%	4%
North America	29%	4%
Europe	19%	3%
G-8 Countries	19%	2%

DETAILED FINDINGS



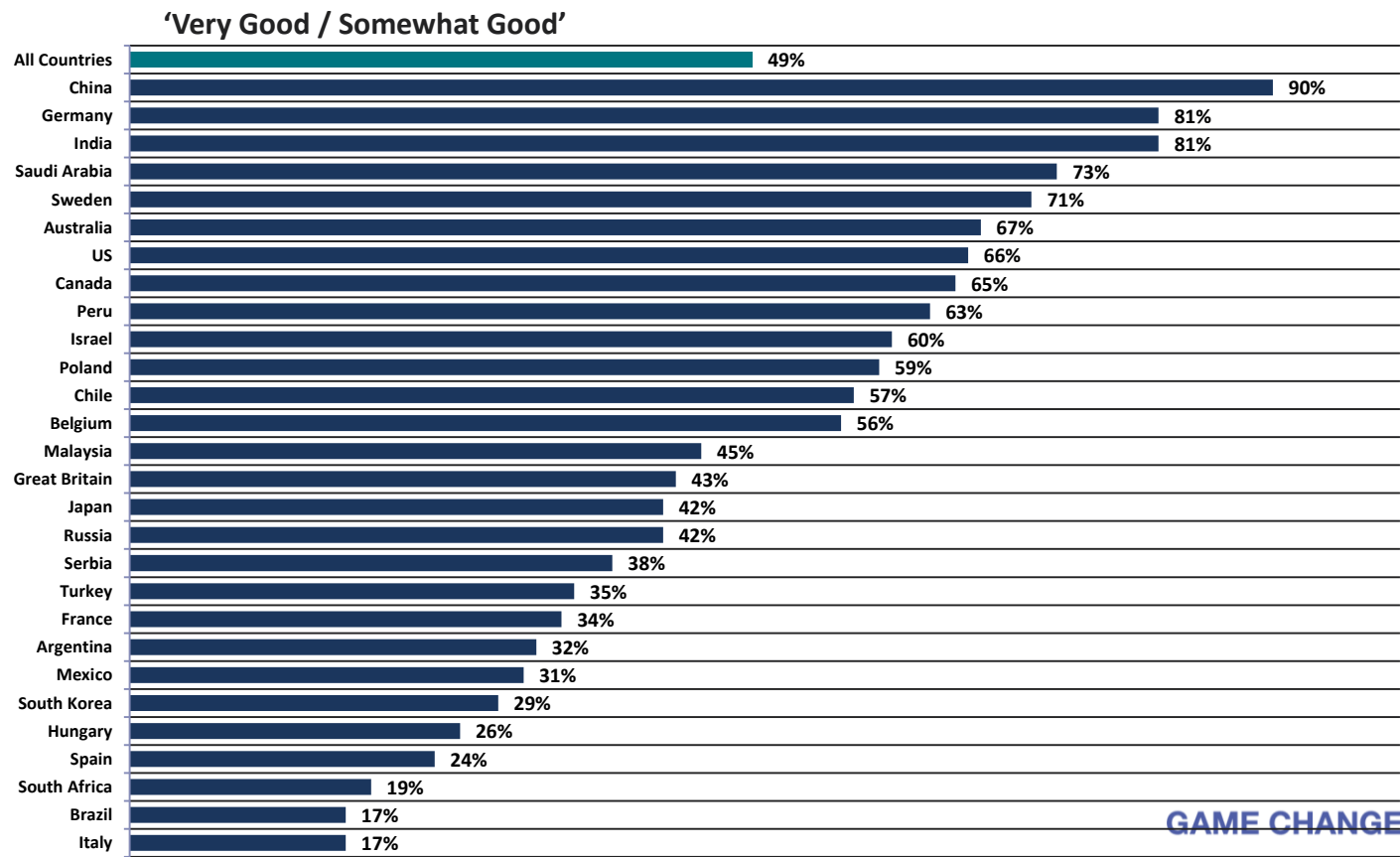
① Assessing The Current Economic Situation

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?

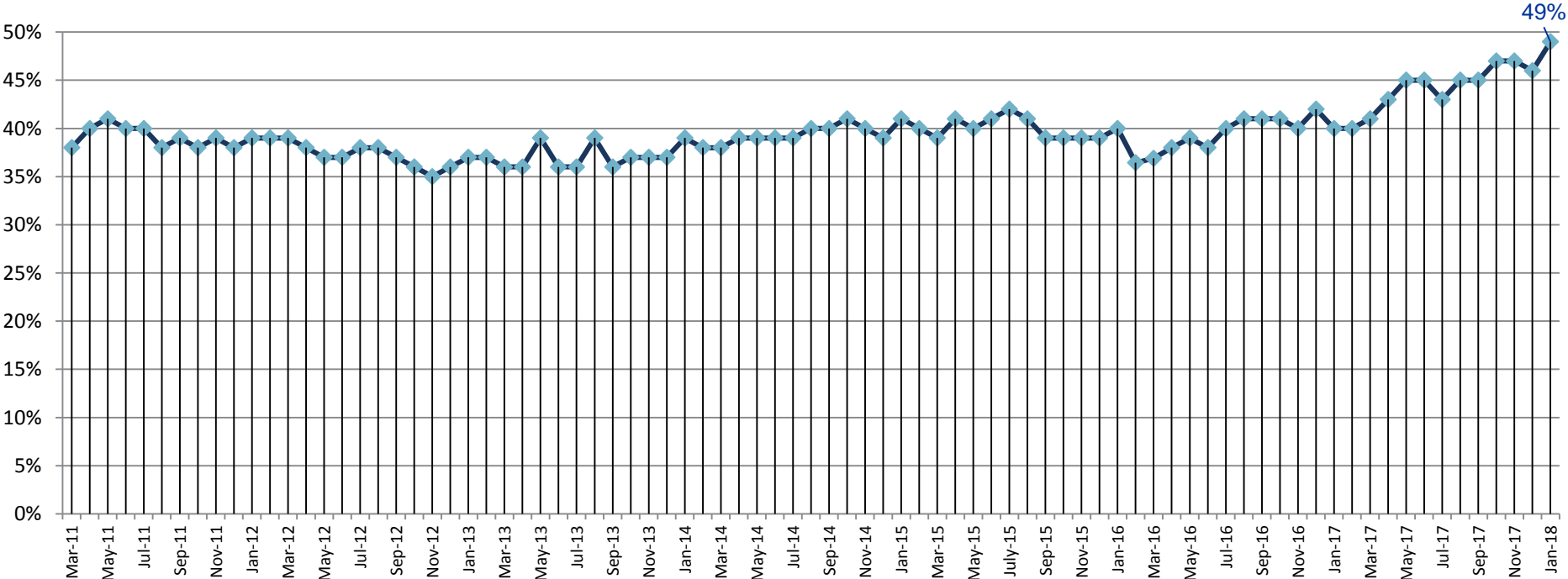
Global Citizens Assess the Current Economic Situation in their Country as “Good”



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”

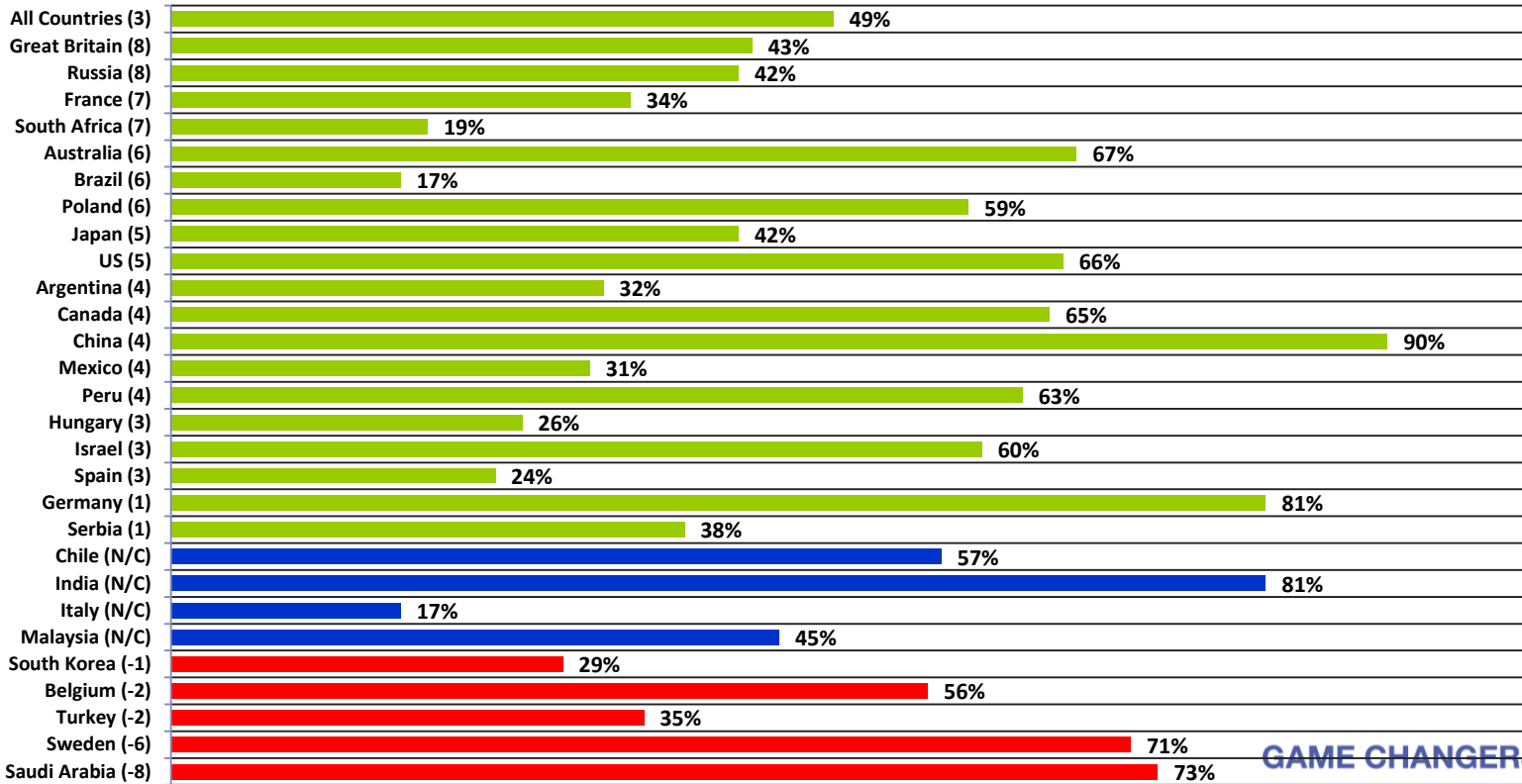
	Jan '15	Feb '15	Mar '15	Apr '15	May '15	June '15	July '15	Aug '15	Sep '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16	Jan '17	Feb '17	Mar '17	Apr '17	May '17	Jun '17	Jul '17	Aug '17	Sep '17	Oct '17	Nov '17	Dec '17	Jan '18	
Total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

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

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

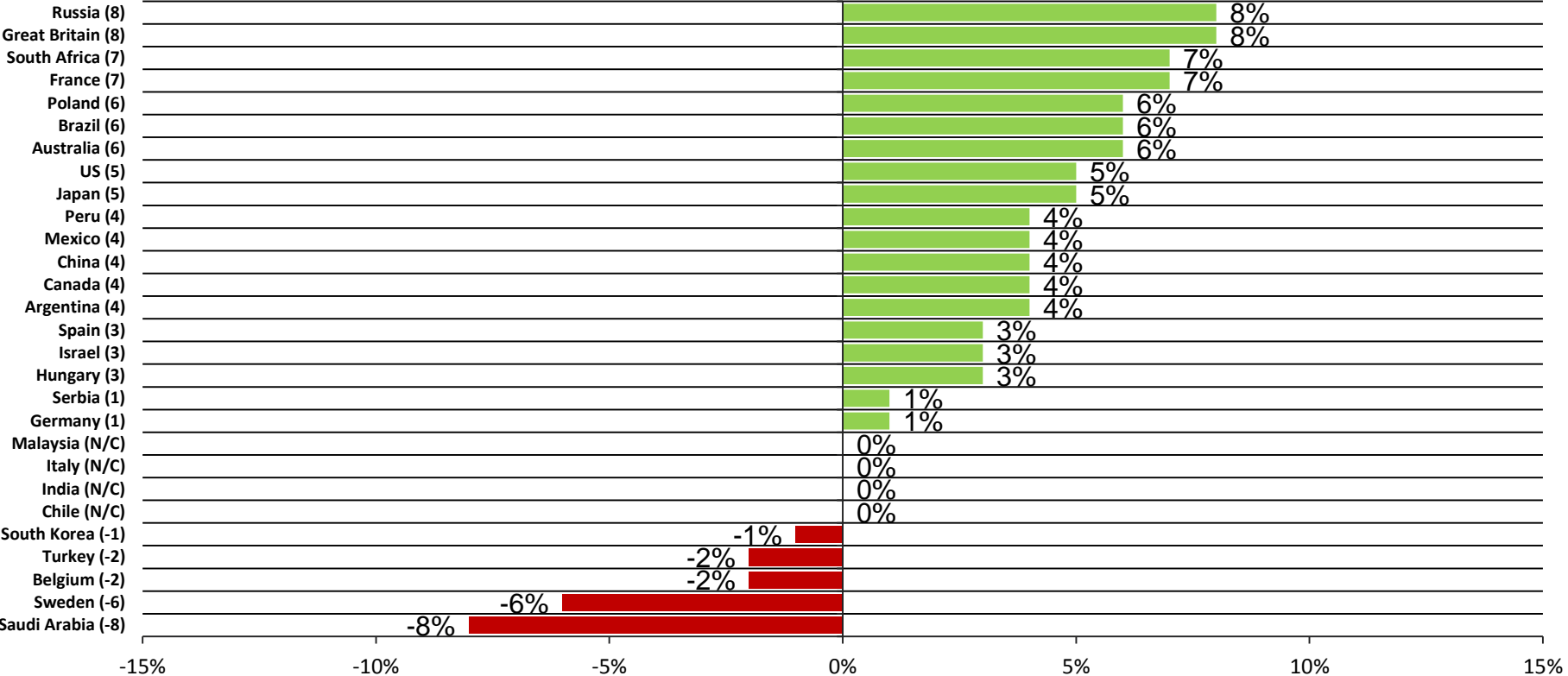
Green marks countries experiencing improvement;
Blue marks countries with no change from last month;
Red marks countries experiencing a decline;

% Very Good / Somewhat Good



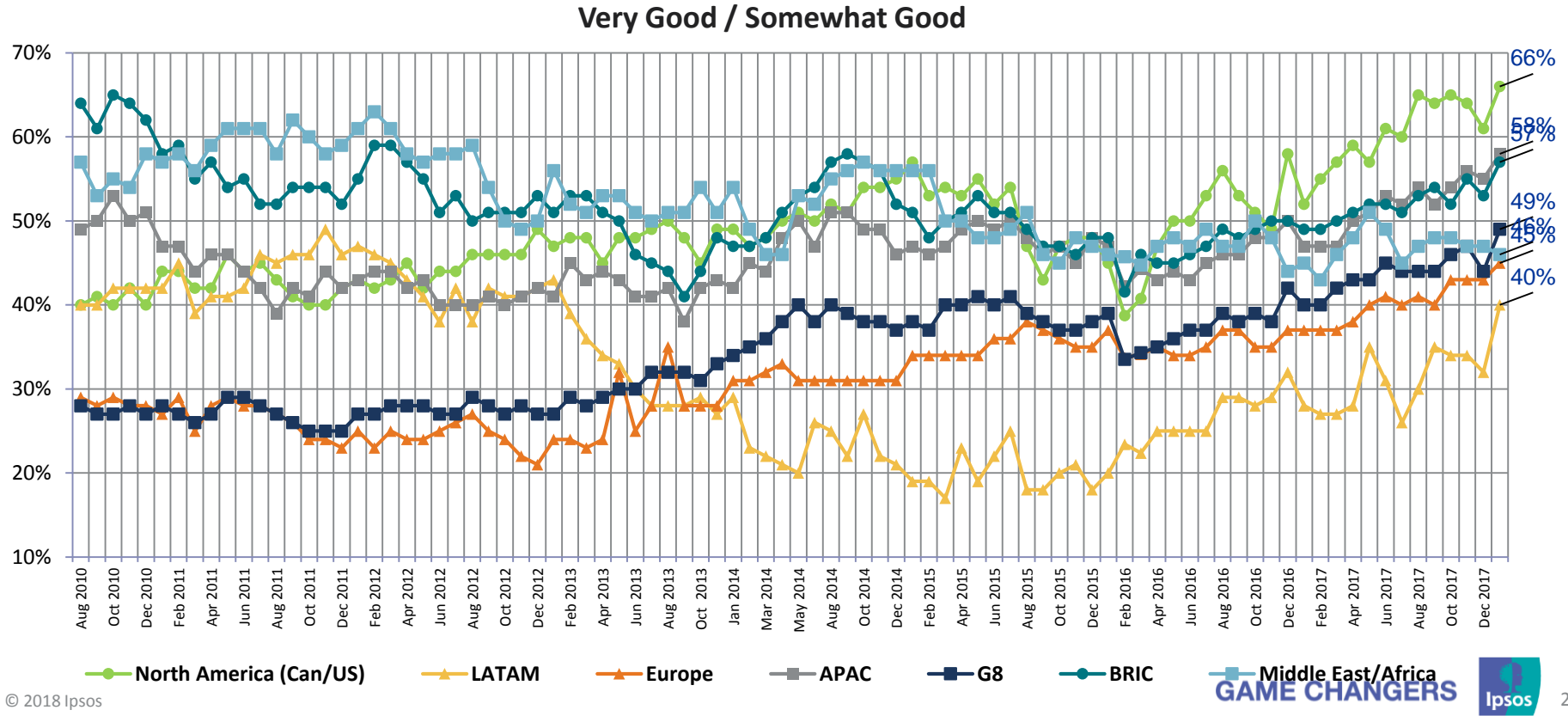
Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

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



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

Assessing the Current Economic Situation by All Regions:

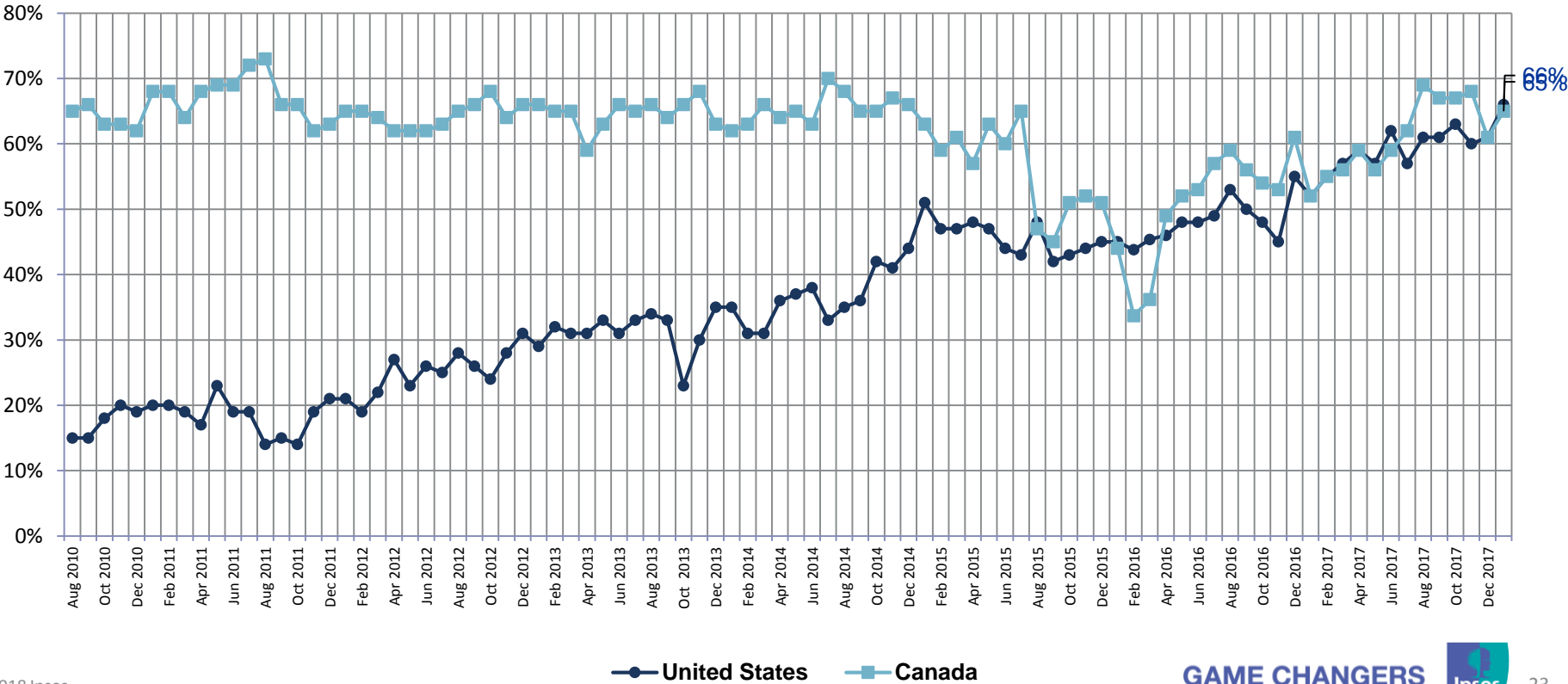


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



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

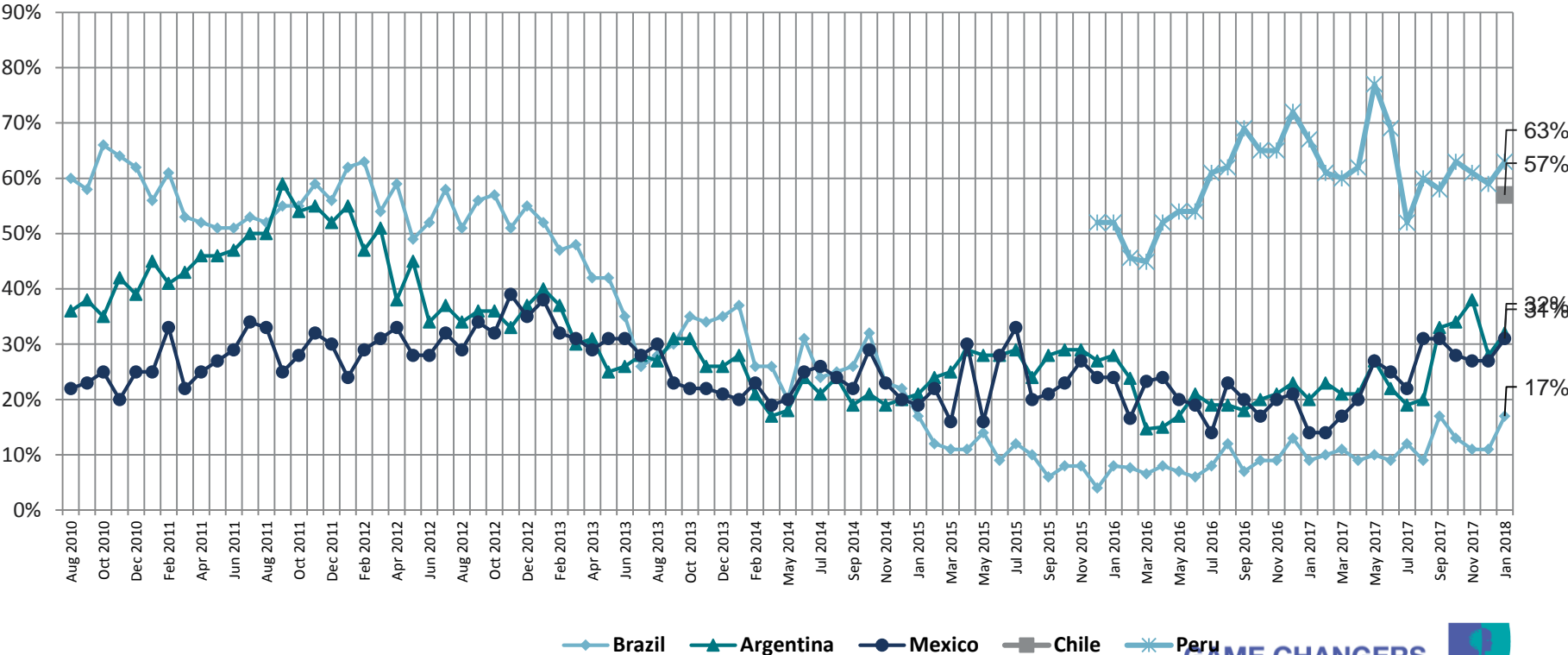
Very Good / Somewhat Good



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

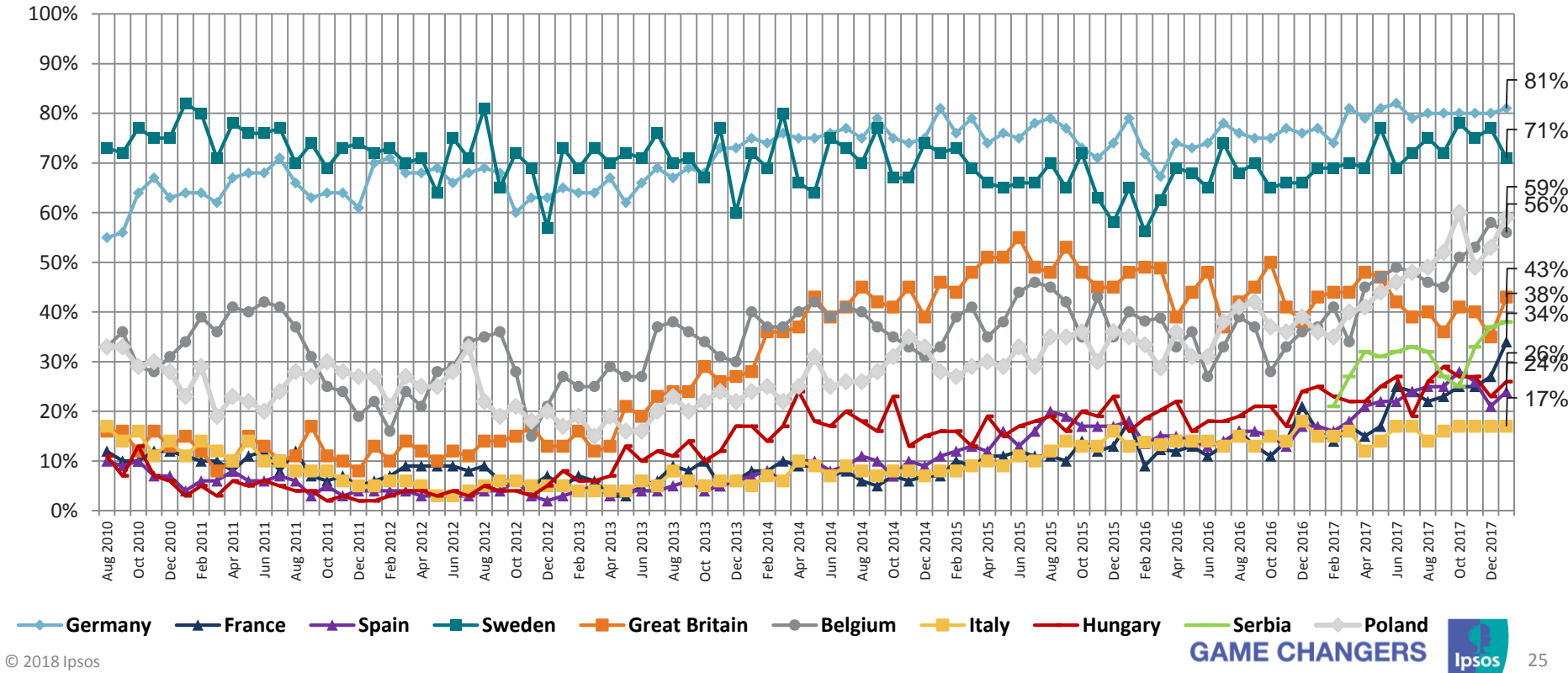


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



European Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good



Very Good / Somewhat Good

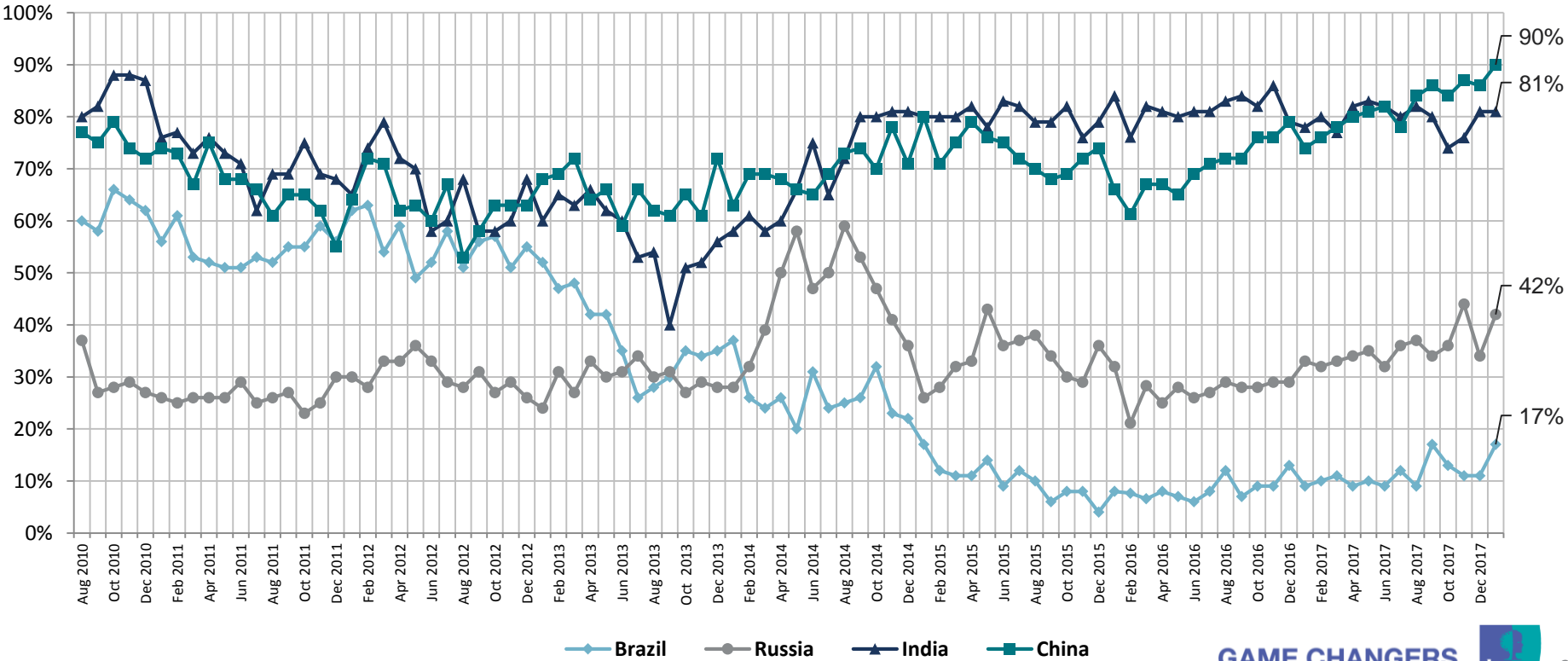
Very Good / Somewhat Good

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?

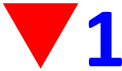


BRIC Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good

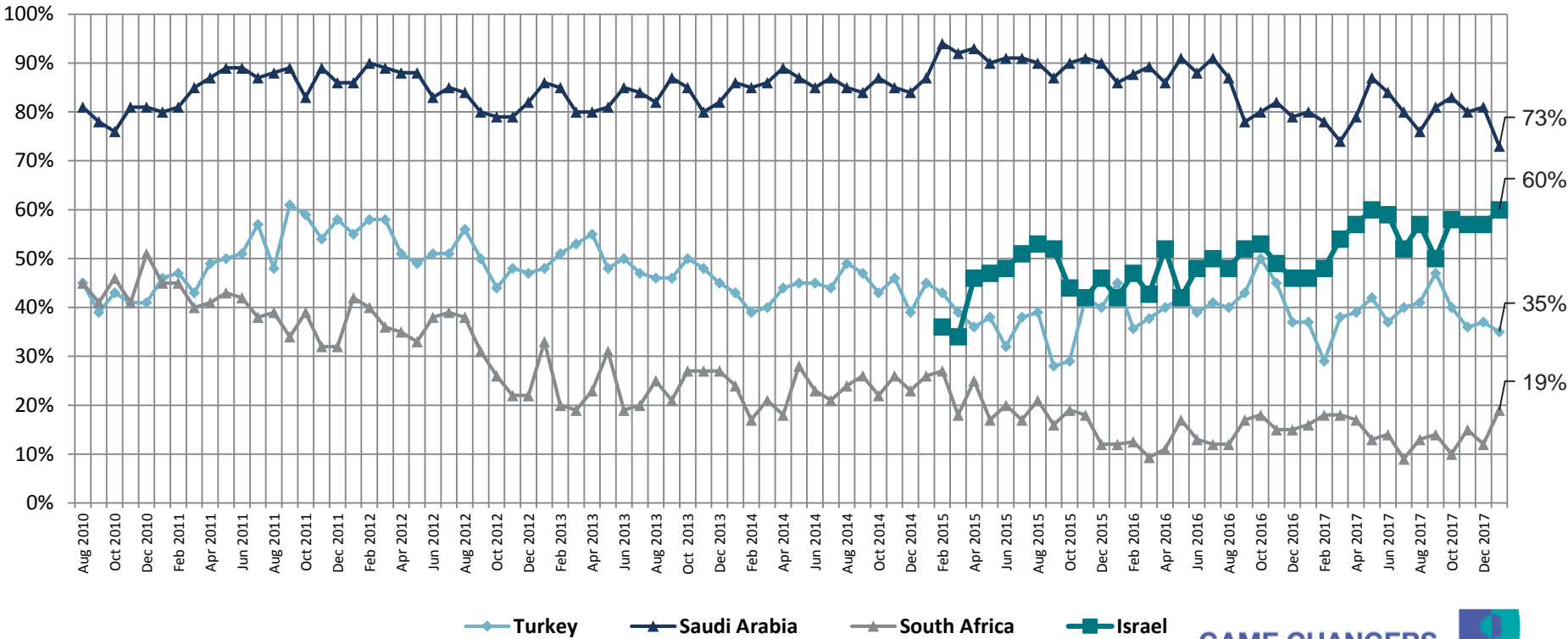


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



Middle East/African Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good



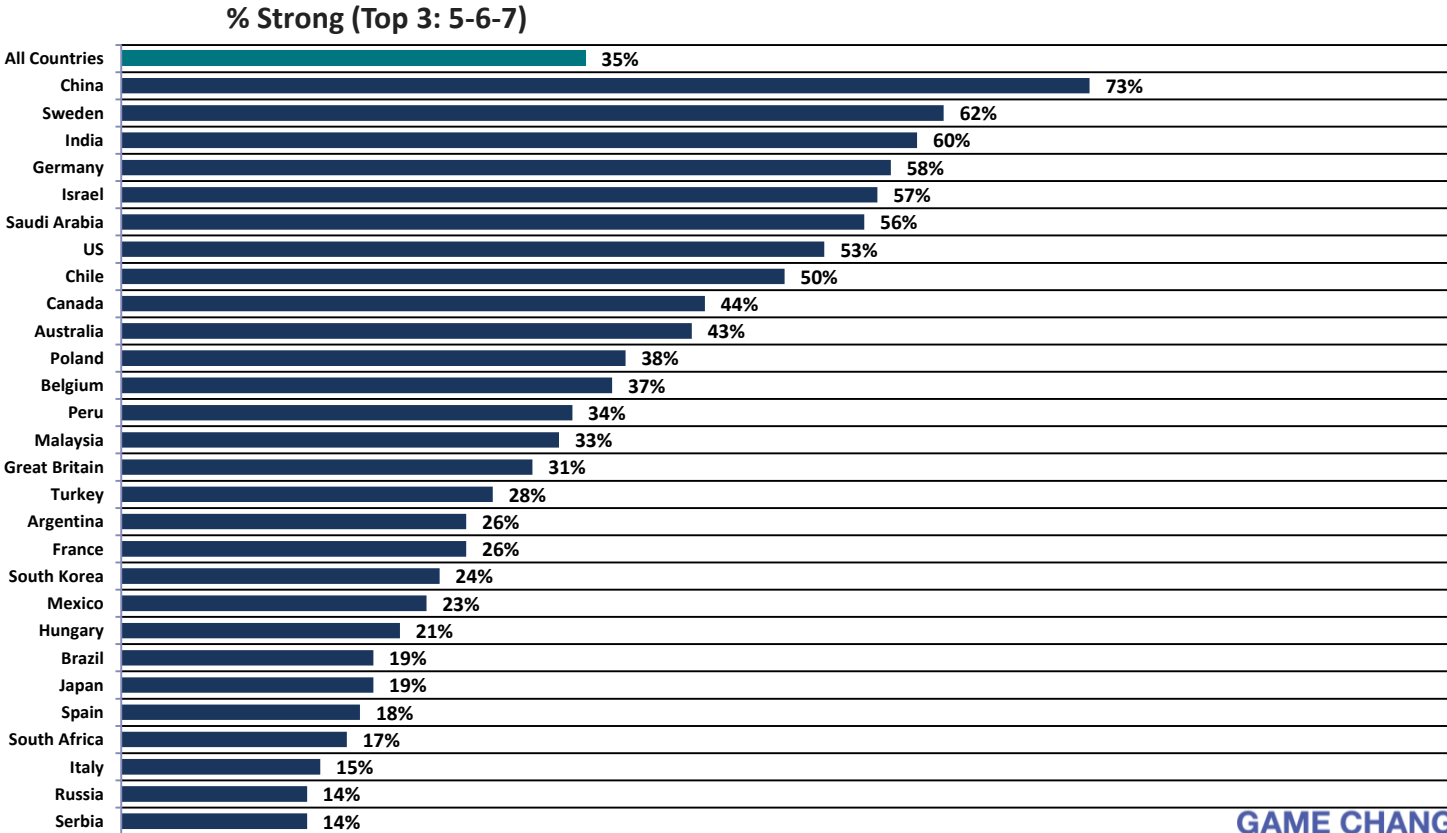
2 Assessing The Economy...

...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...

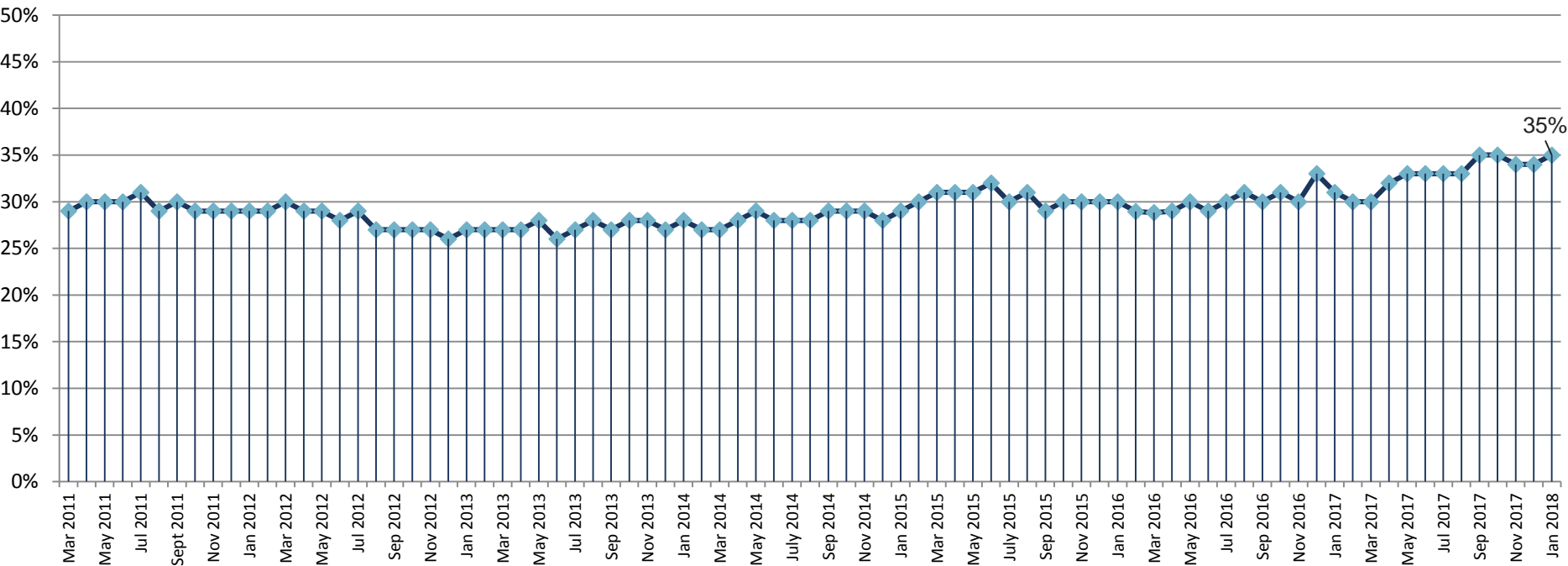


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



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

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



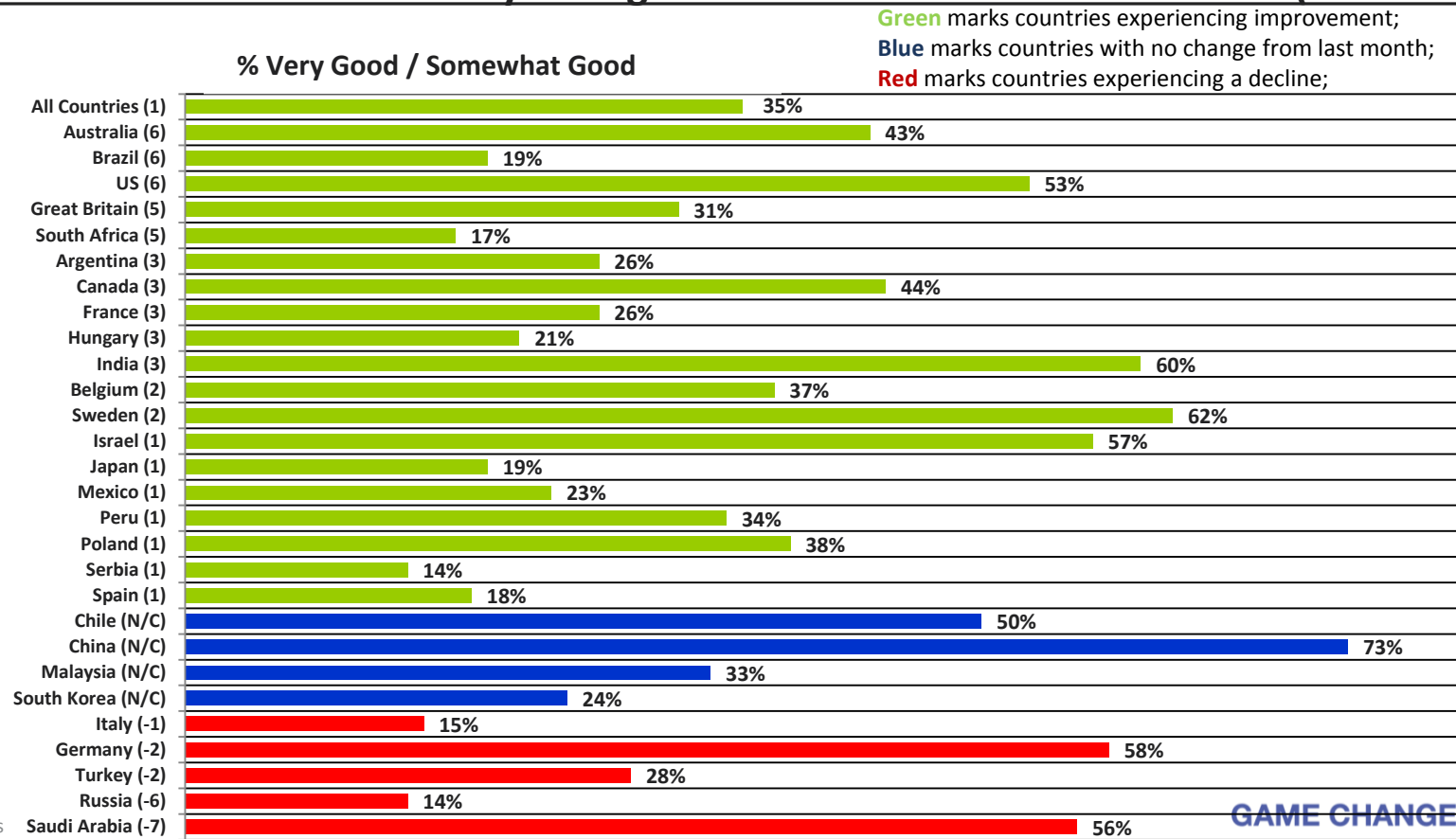
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.
% Strong (Top 3 5-6-7)

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

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

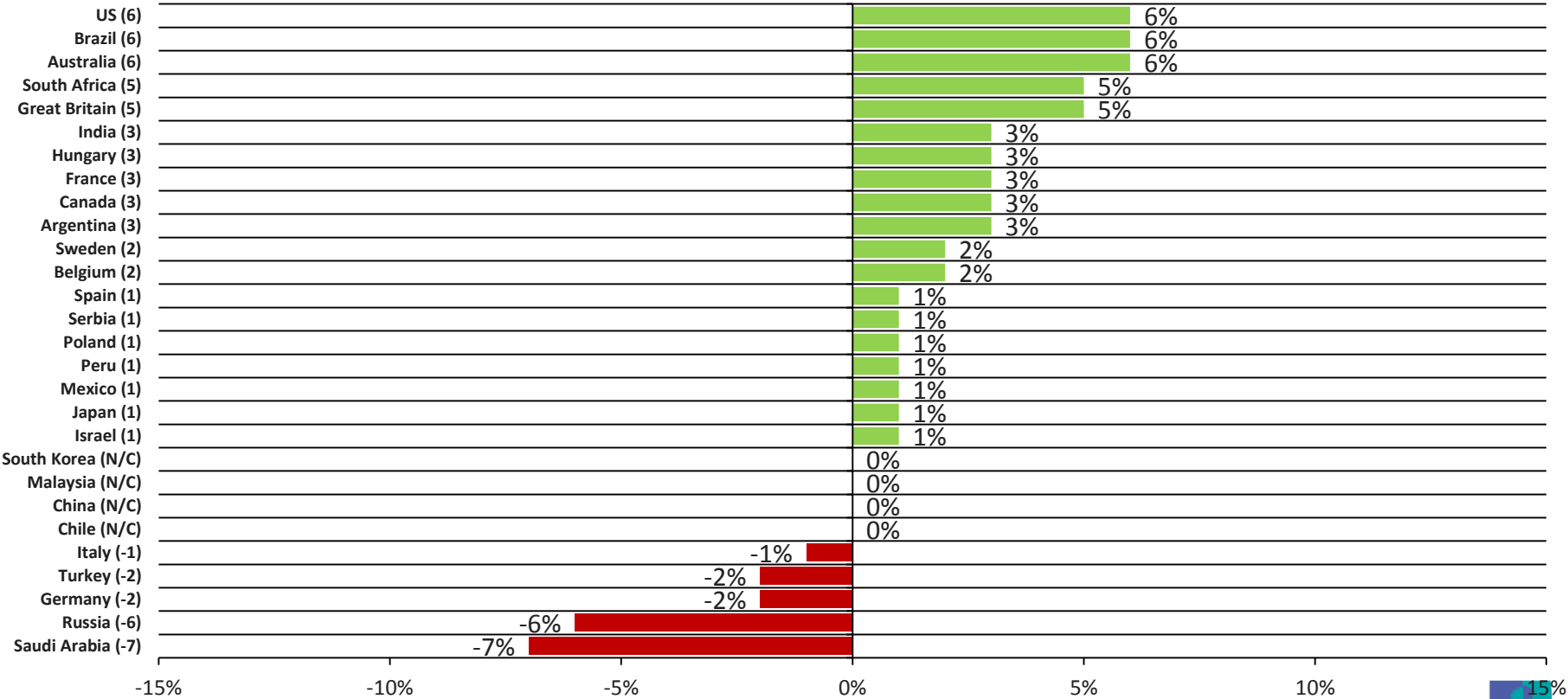
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy...

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...

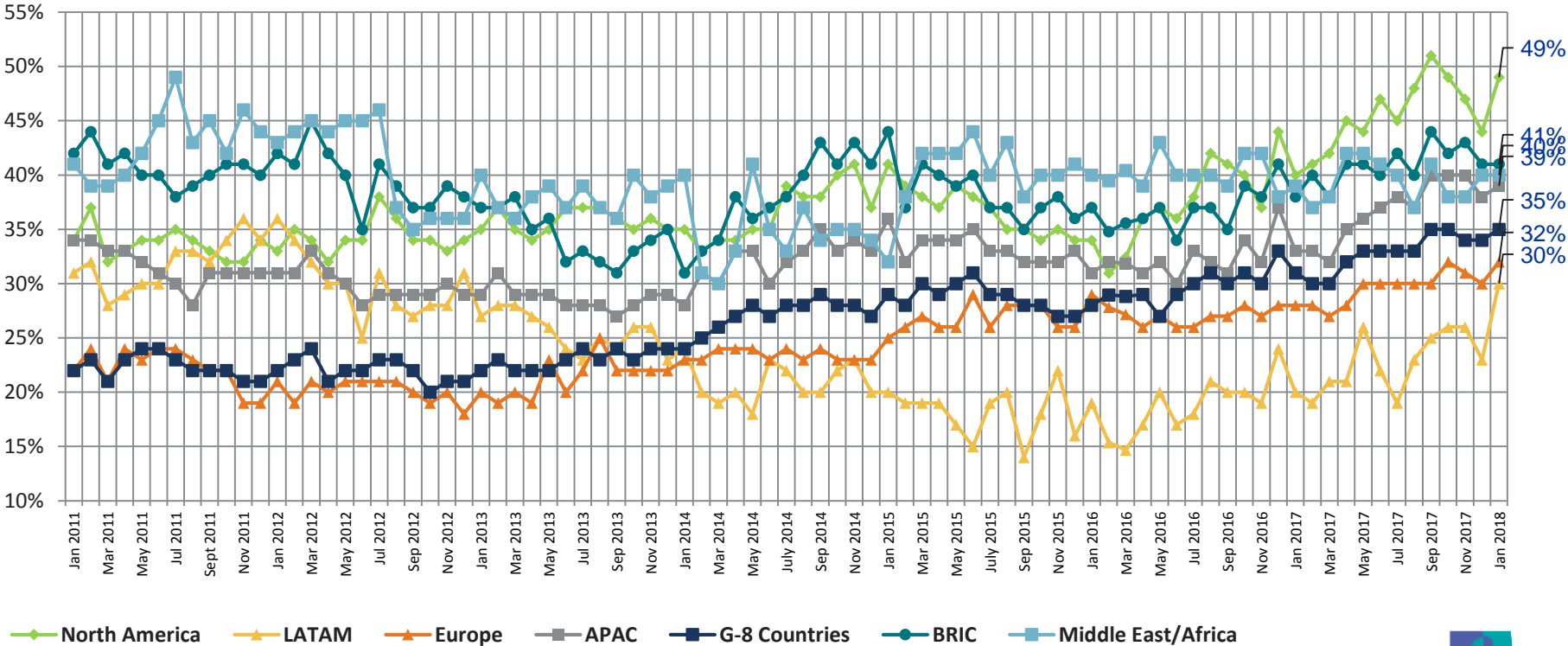
Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:



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

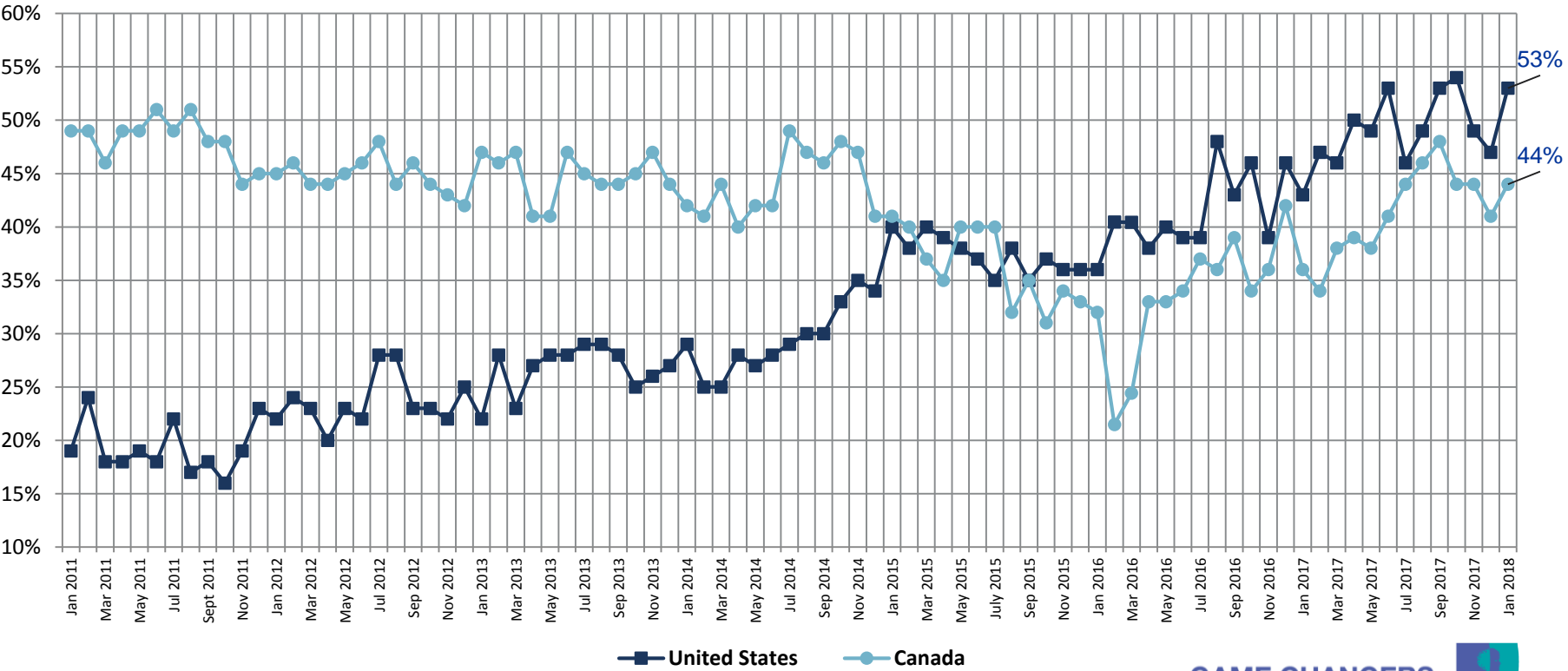
% Strong (Top 3 5-6-7)



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)

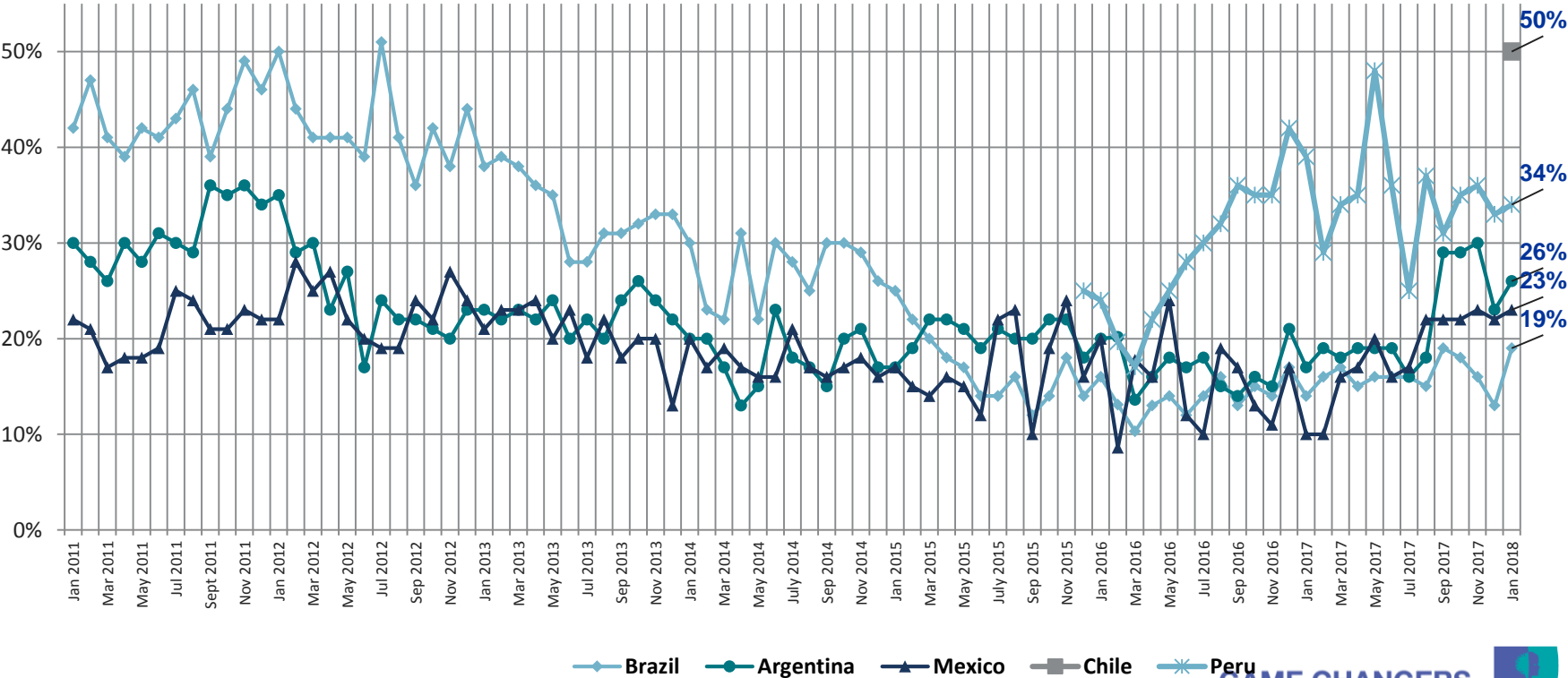


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



LATAM Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

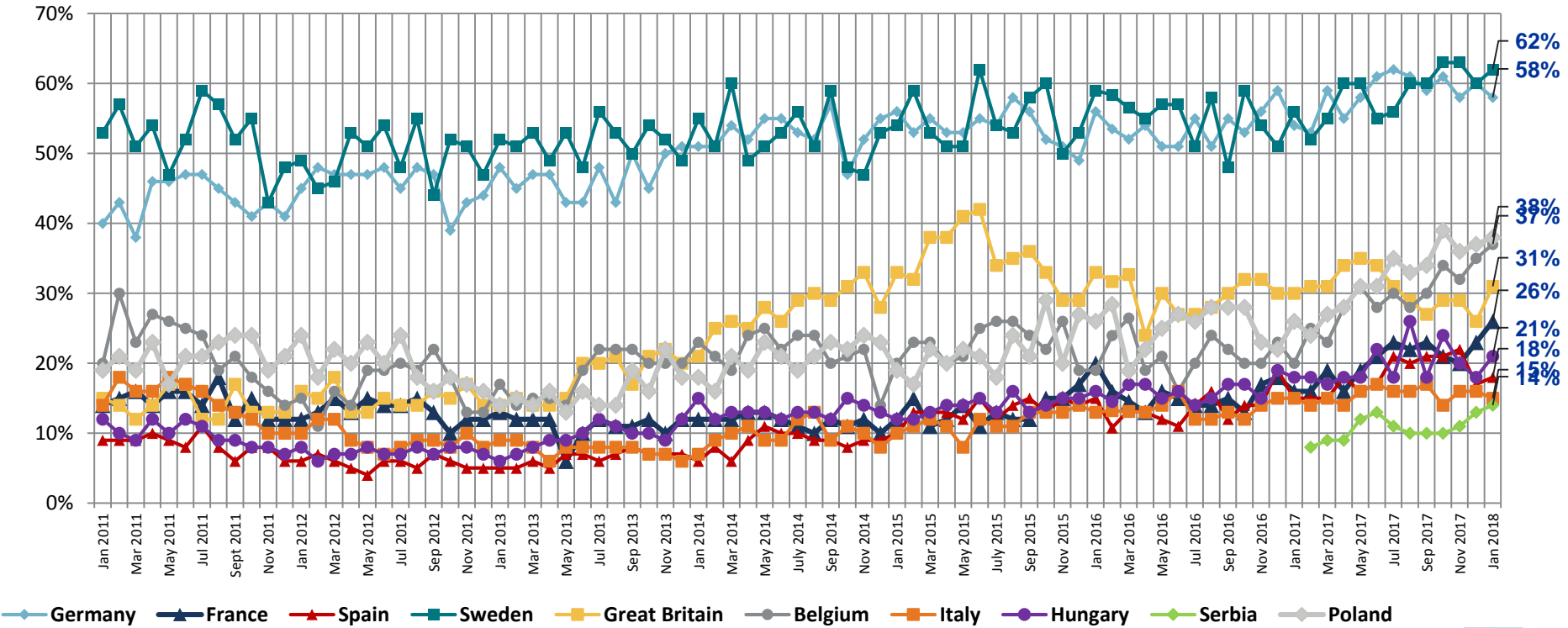


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



European Countries - Assess the Strength of Their Local Economy

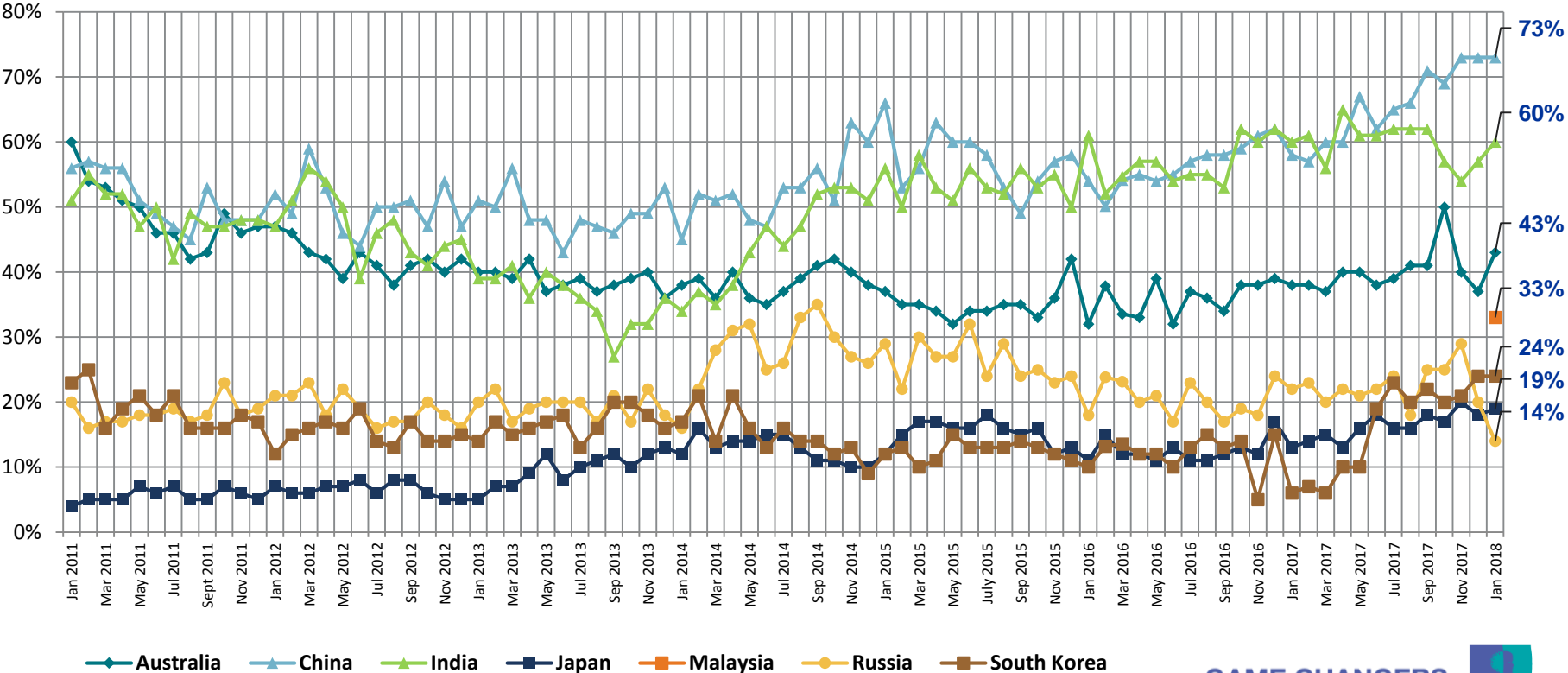
% Strong (Top 3 5-6-7)



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)

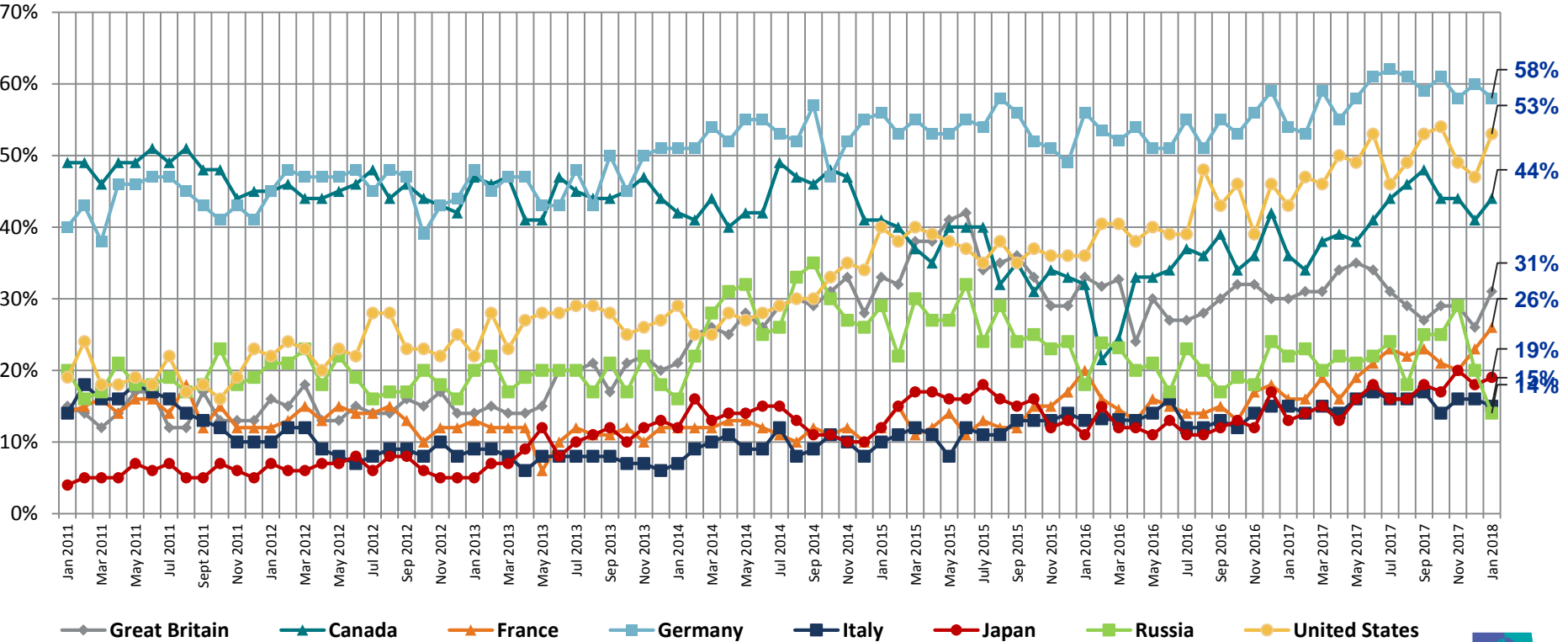


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



G8 Countries - Assess the Strength of Their Local Economy

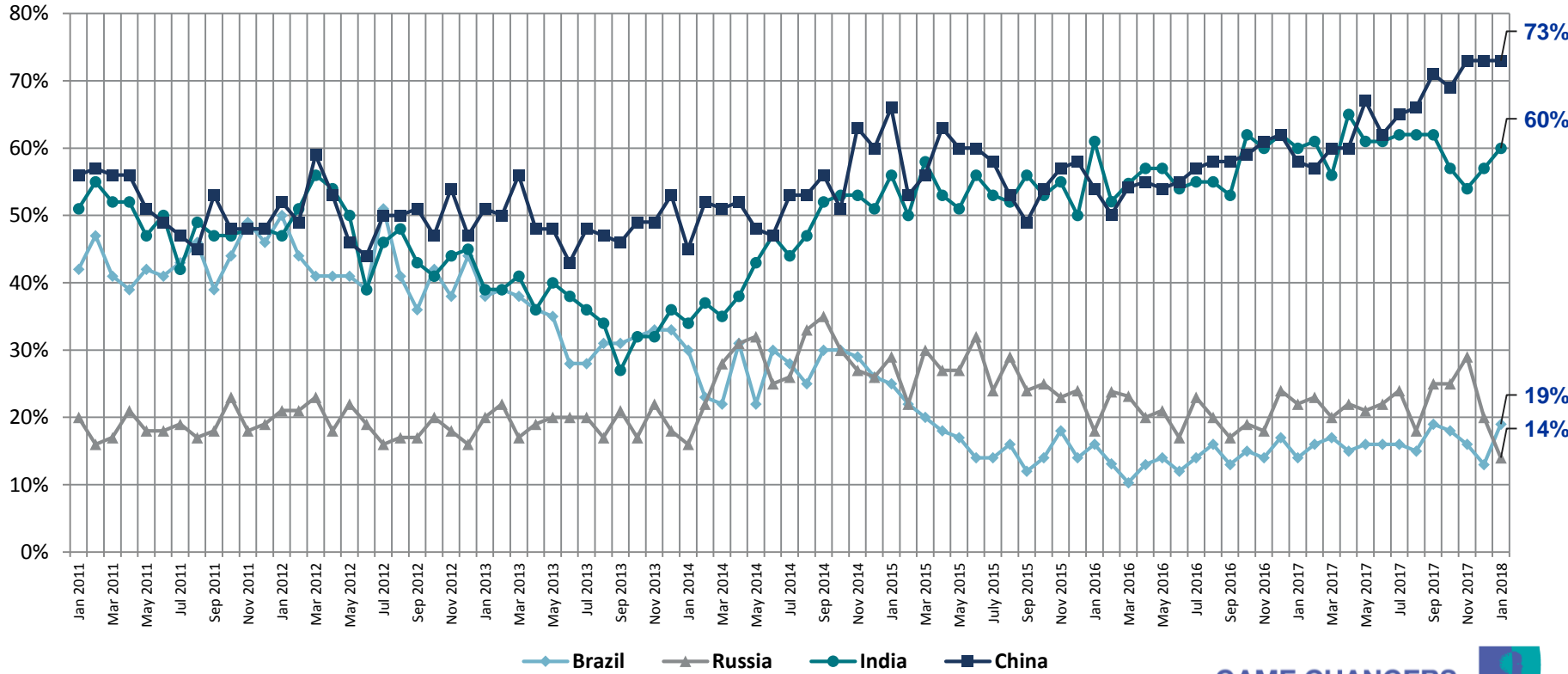
% Strong (Top 3 5-6-7)



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

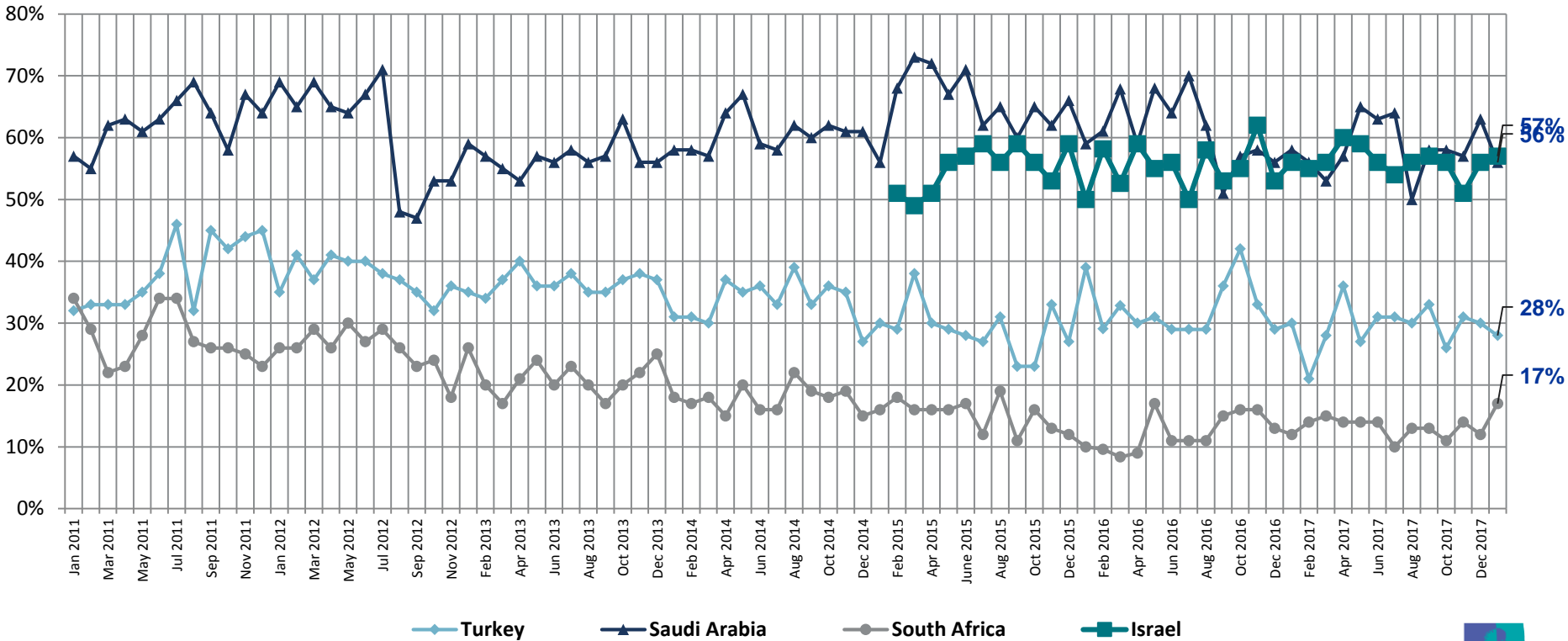
% Strong (Top 3 5-6-7)



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)



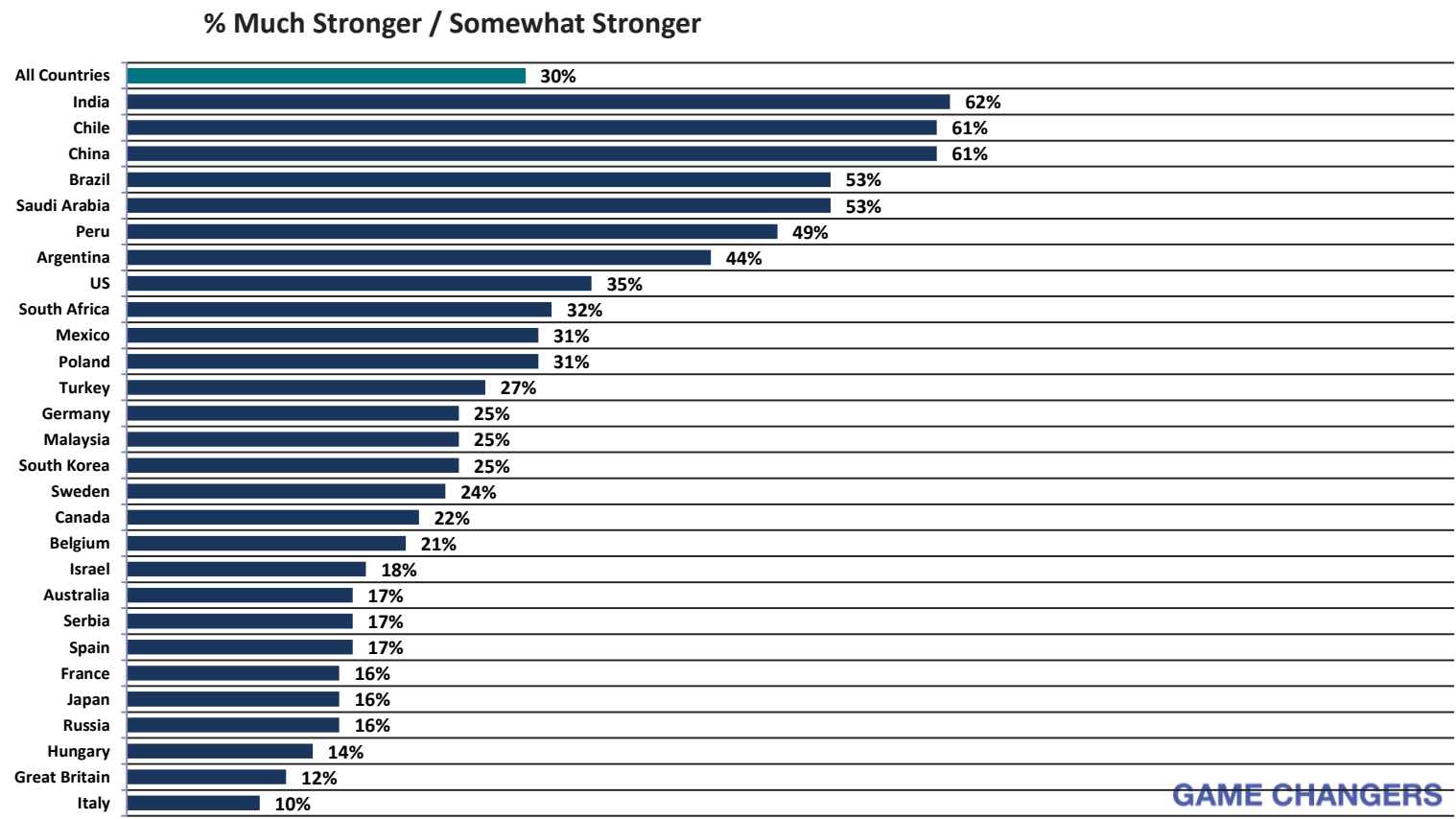
③ Assessing the Strength of The Local Economy...

...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?

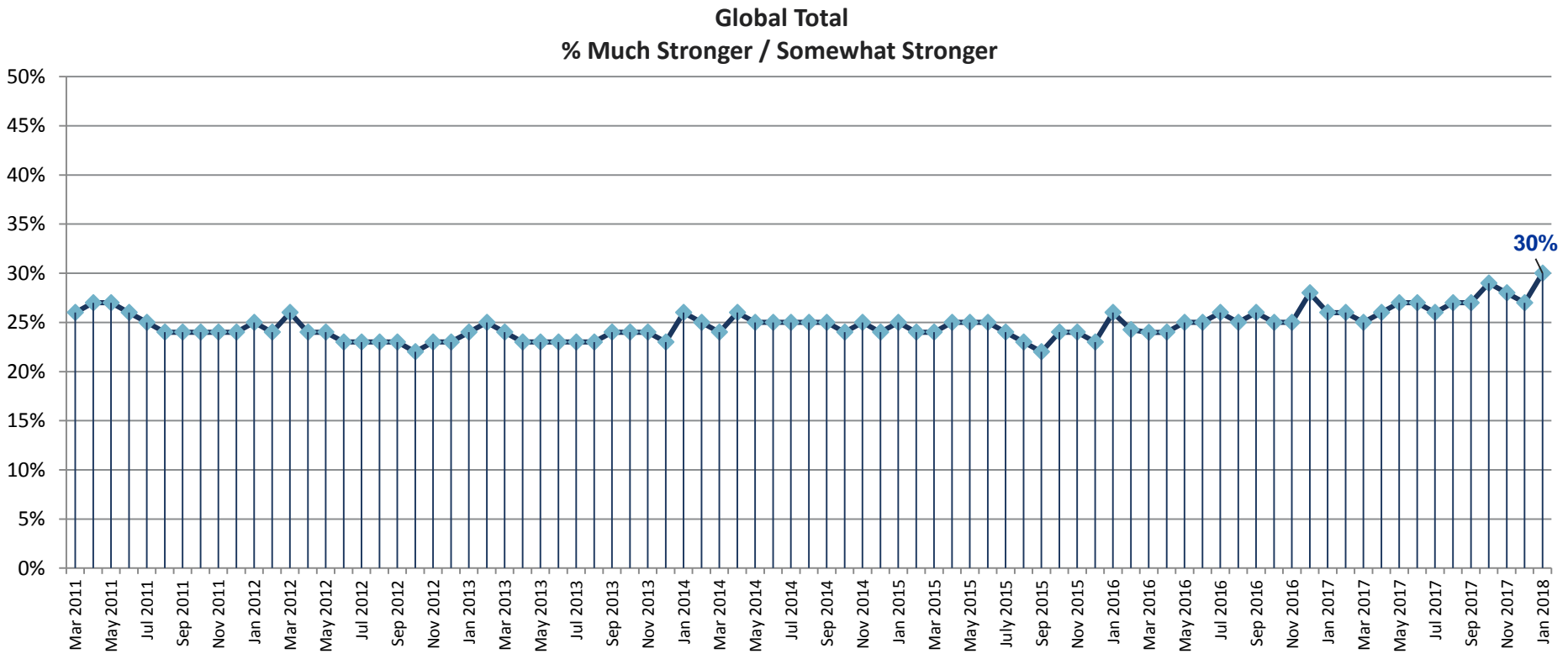
Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months...



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...



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 Next Six Months...

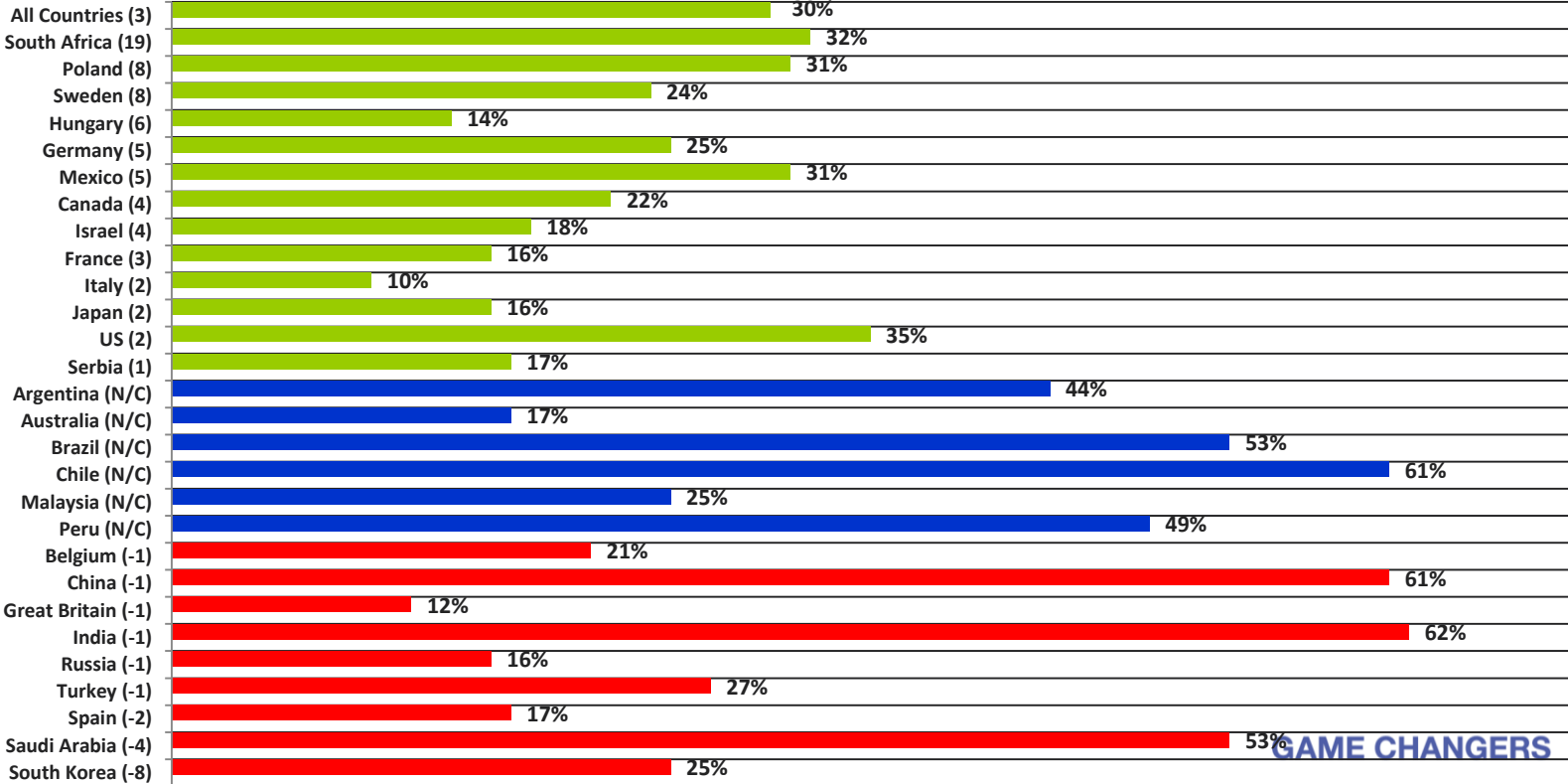
	Jan '15	Feb '15	Mar '15	Apr '15	May '15	June '15	July '15	Aug '15	Sep '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16	Jan '17	Feb '17	Mar '17	Apr '17	May '17	Jun '17	Jul '17	Aug '17	Sep '17	Oct '17	Nov '17	Dec '17	Jan '18	
Total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

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):

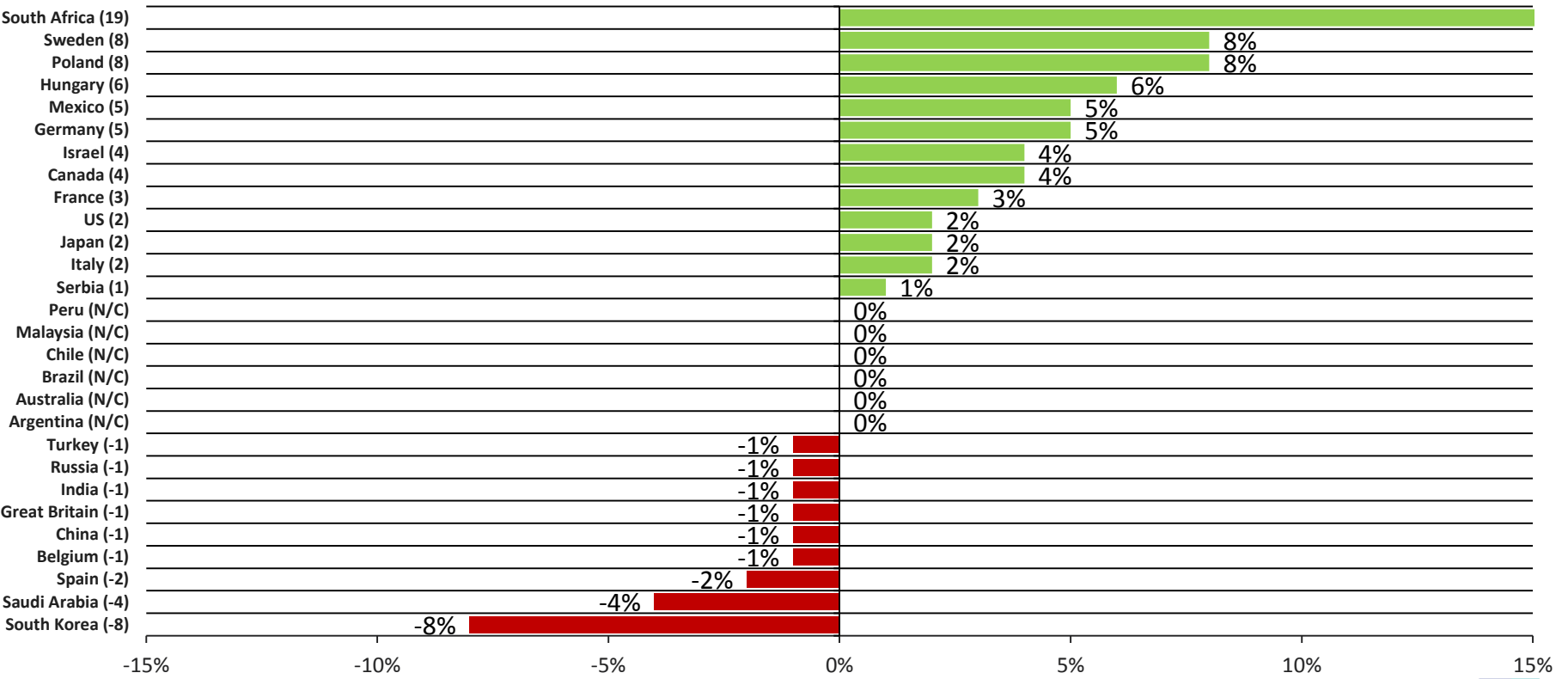
% Very Good / Somewhat Good

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



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

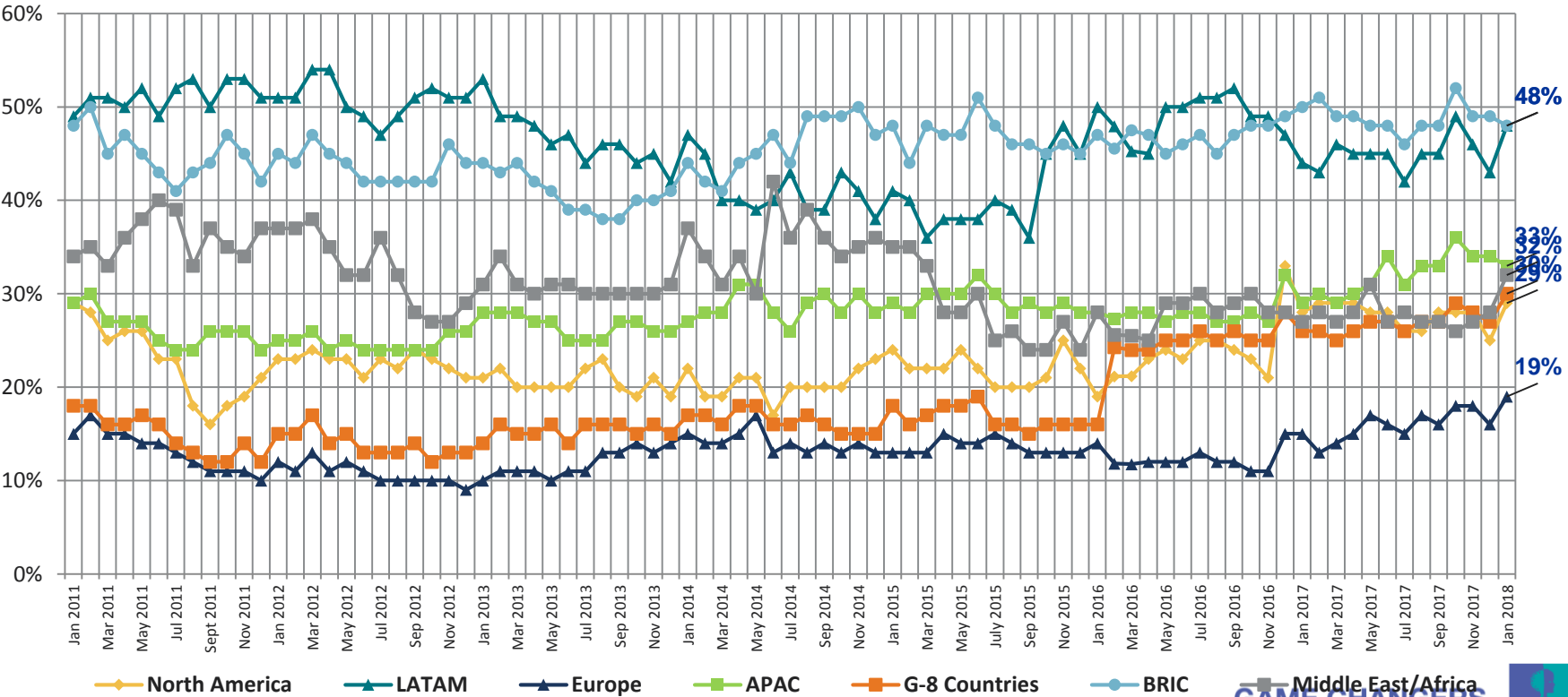
Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:



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

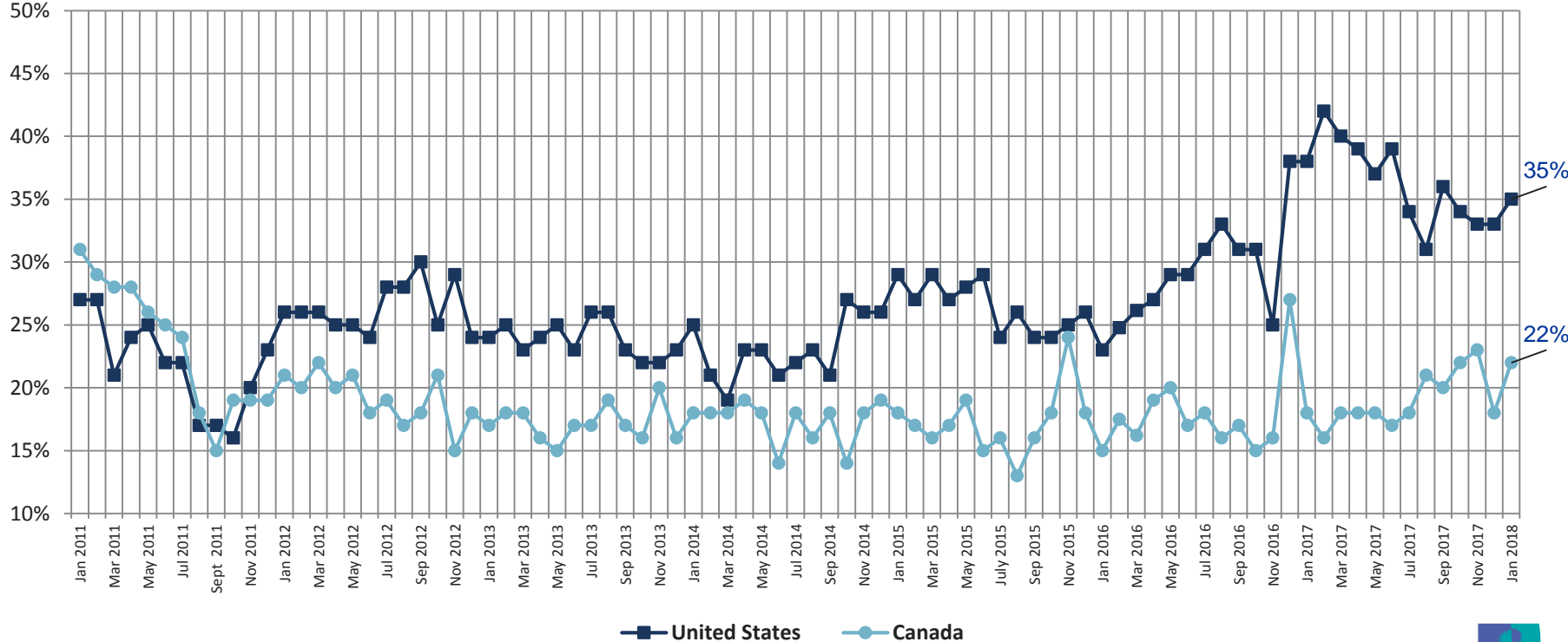
All Regions - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

% Much Stronger / Somewhat Stronger

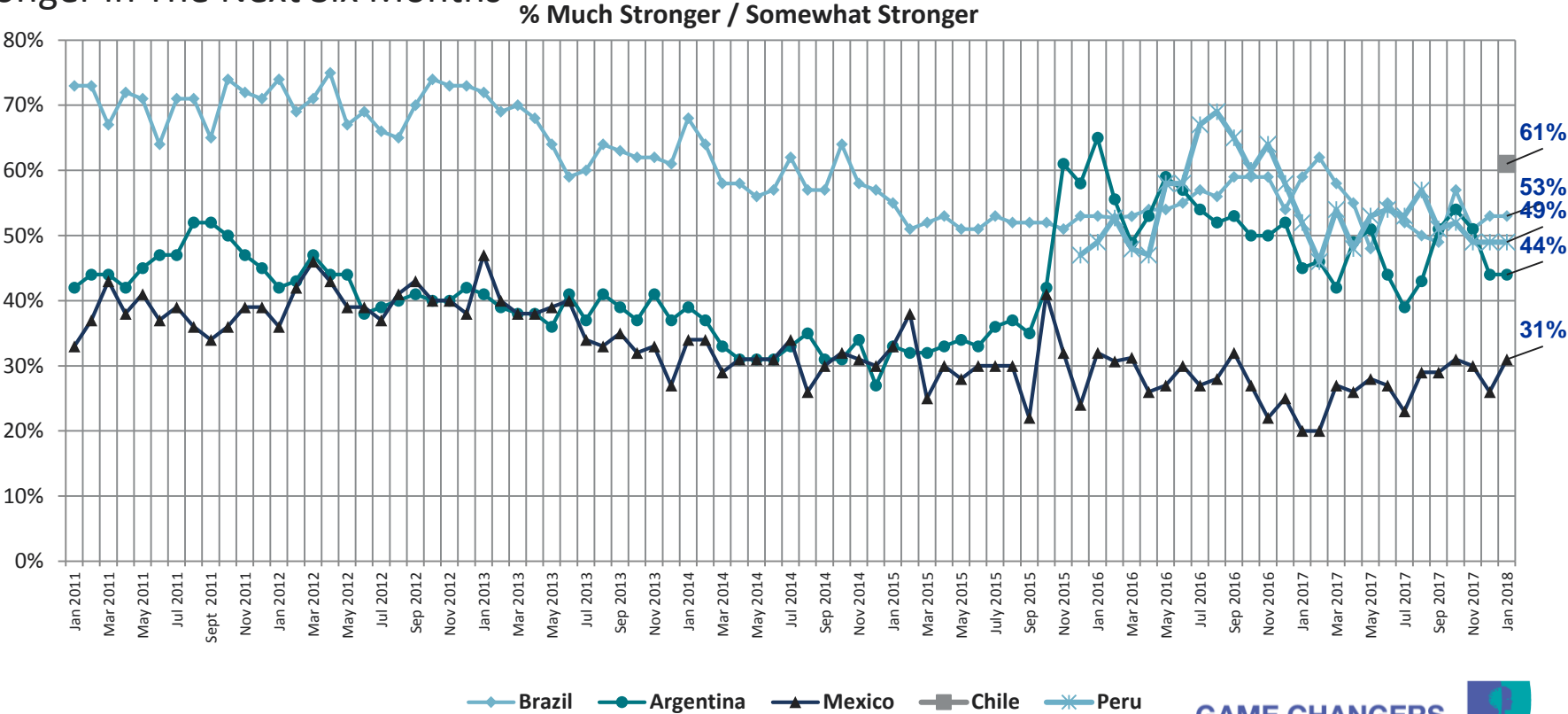


North American Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

% Much Stronger / Somewhat Stronger



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

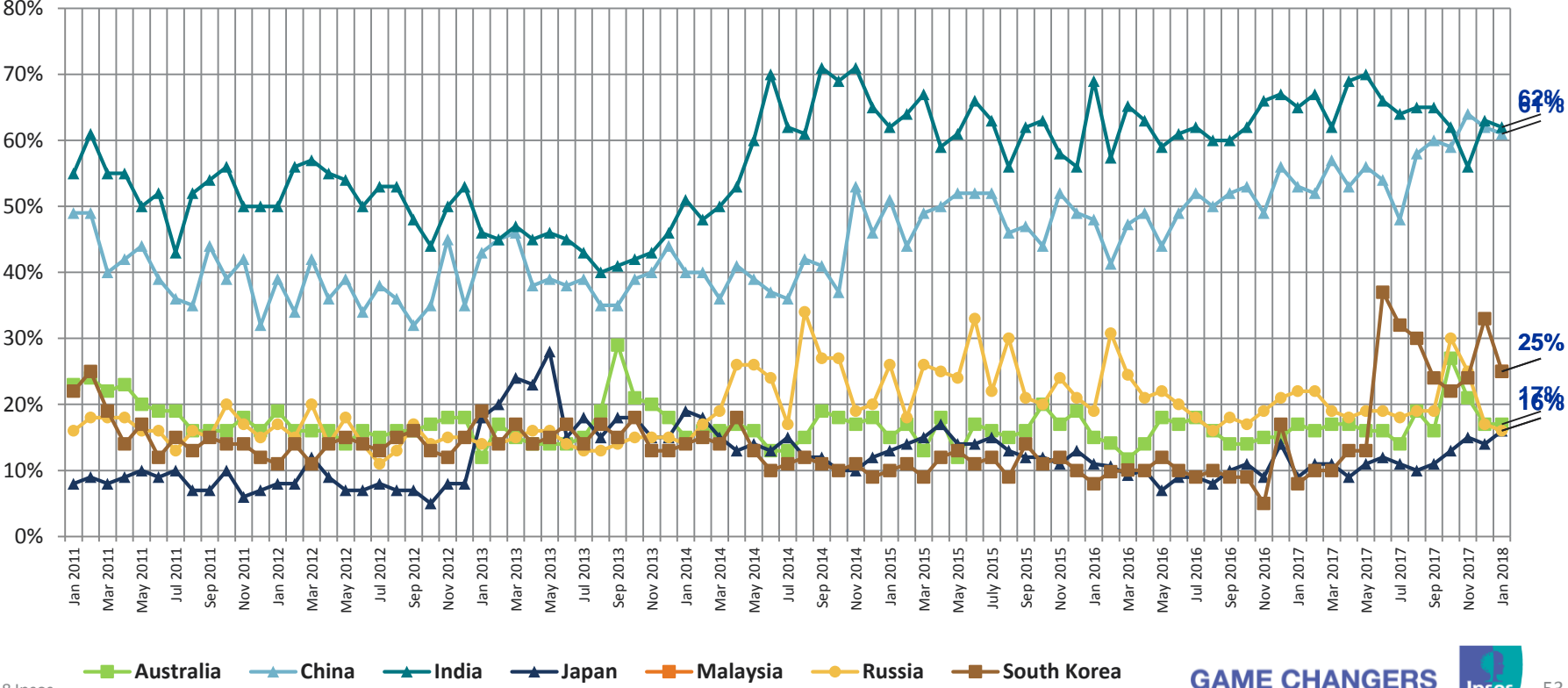


Looking ahead 6 months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?



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

% Much Stronger / Somewhat Stronger

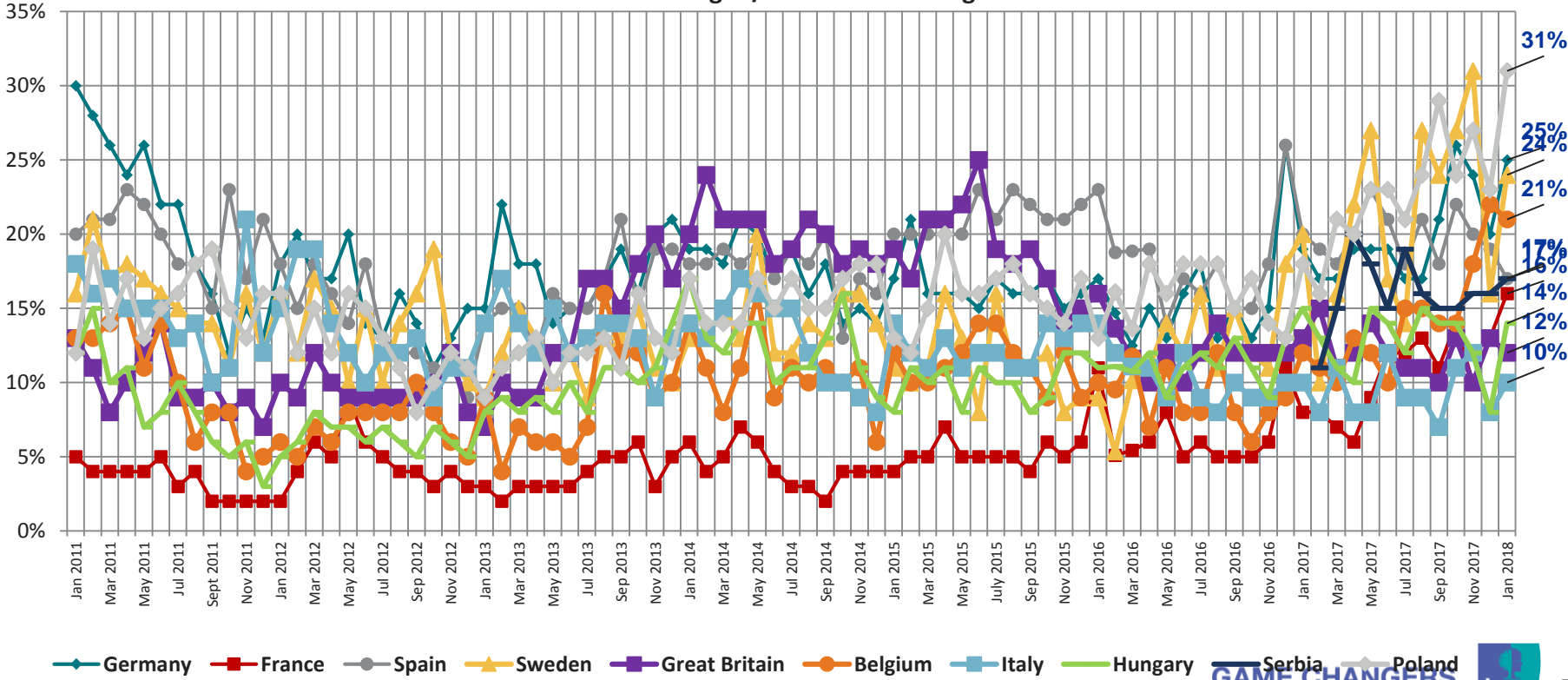


Looking ahead 6 months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

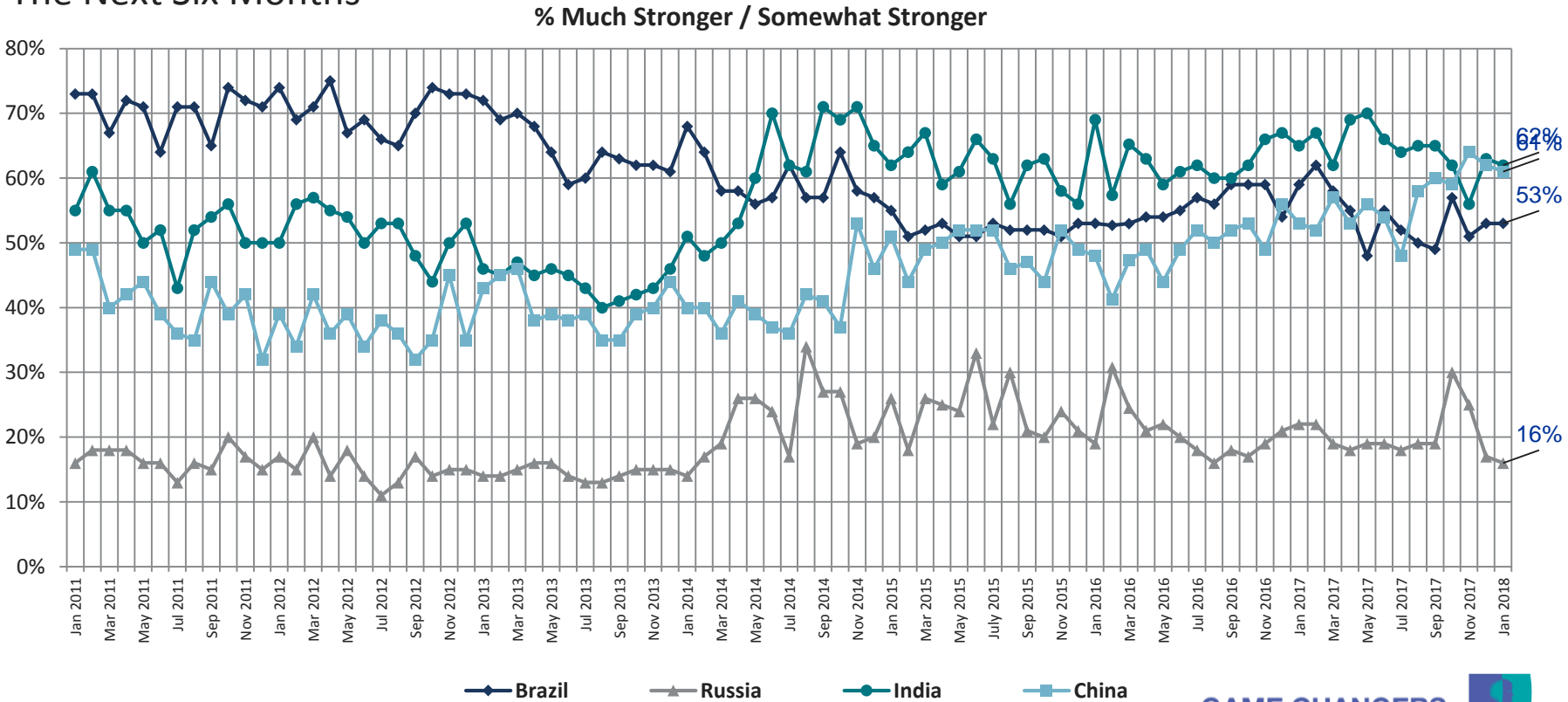


European Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

% Much Stronger / Somewhat Stronger



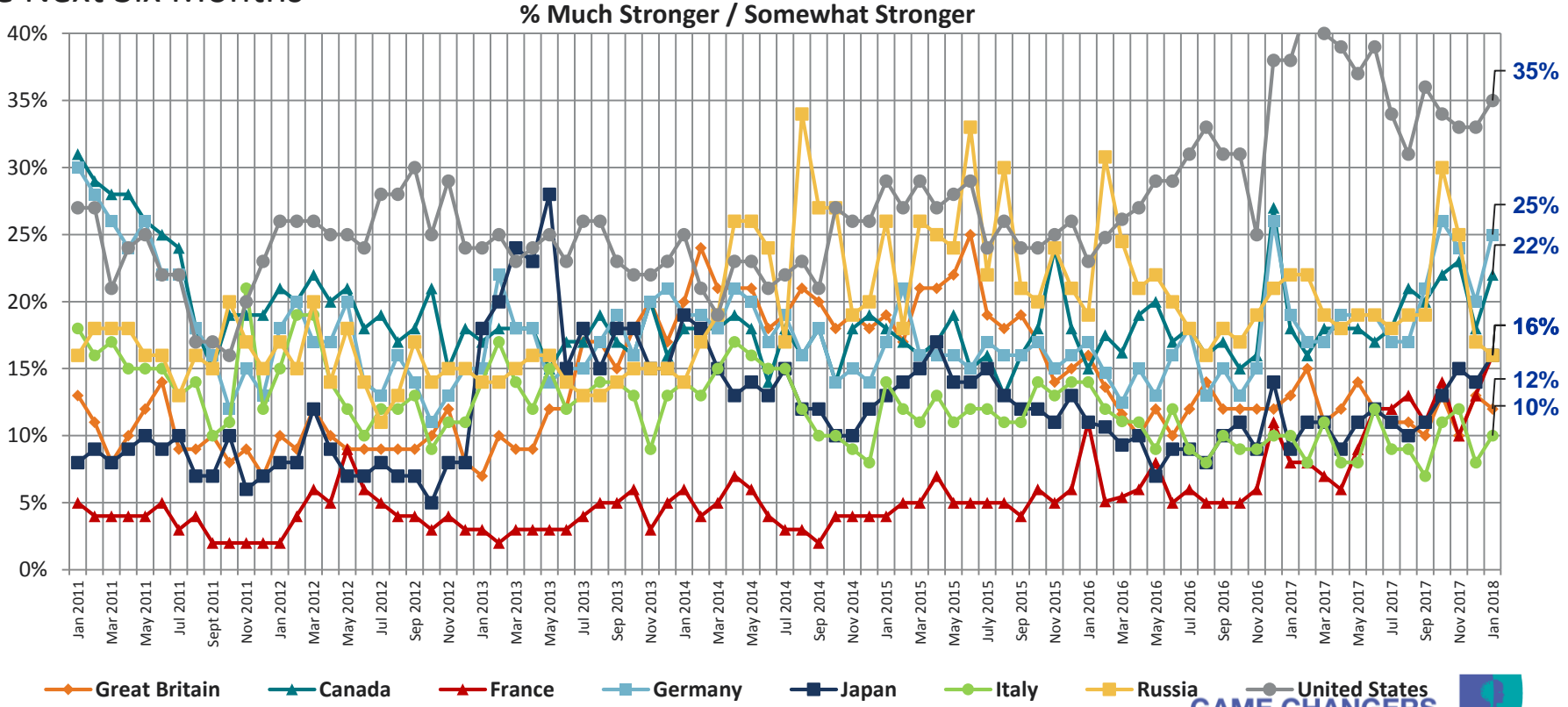
BRIC Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months



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?

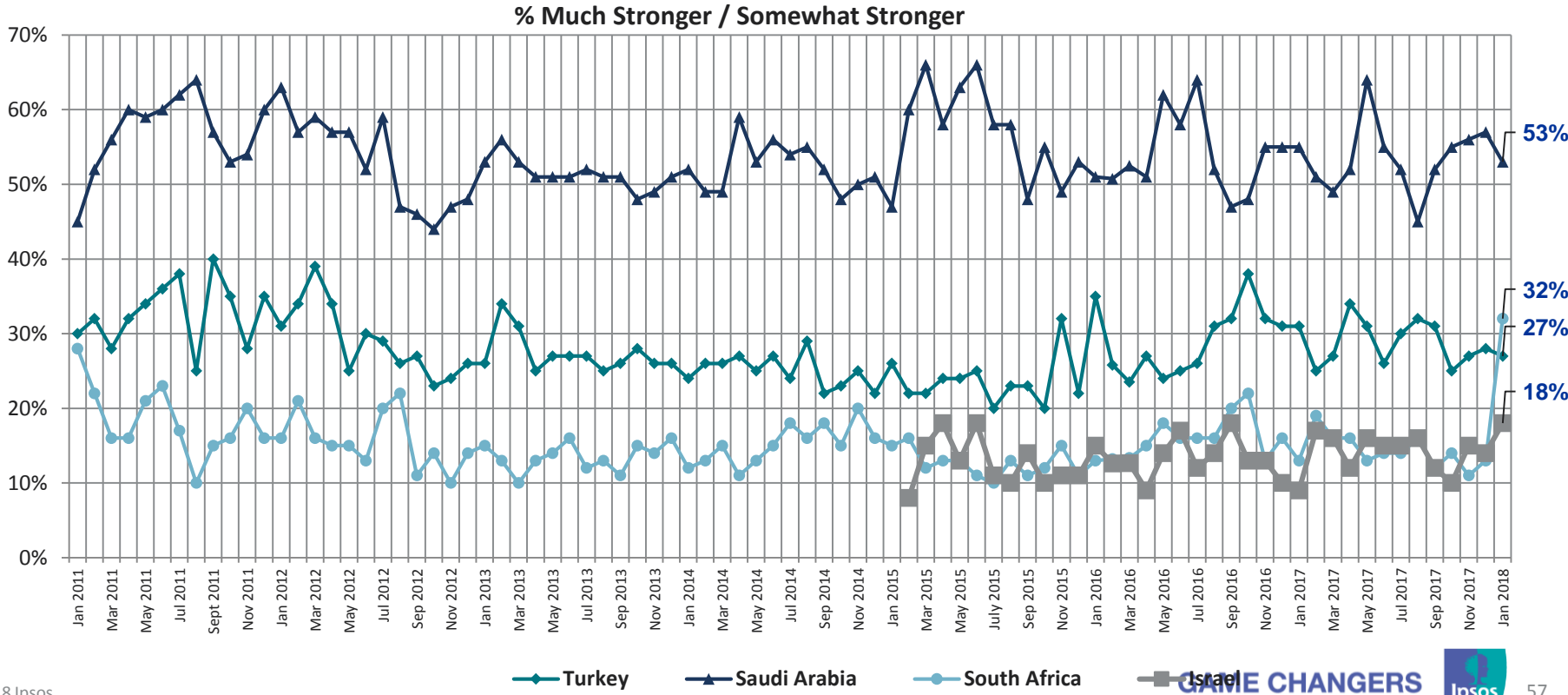


G8 Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months



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



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