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

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These are the findings of the *Global @dvisor* Wave 106 (G@106), an Ipsos survey conducted between February 23rd and March 9th, 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 20,314 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.

- **The results for this wave include extra countries:** Colombia. While these have been added, the total average scores for each section have been calculated without taking these countries into account in order to keep the core 28 country tracking scores consistent with previous waves. Each country has 500+ completed. We occasionally add extra countries to the report in order to either benchmark them or track them on a less frequent basis (perhaps trimester or quarterly) for regional insight.

- 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.

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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:

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

② The currently perceived state of the local economy:

- <u>**Rate the current state of the economy in your local area**</u> 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:

- <u>**Looking ahead six months from now, do you expect the economy in your local area to be**</u> 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

Global Average of <u>National Economic Assessment Down One Point:</u> 47%

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

- China (88%) remains at the top spot in the national economic assessment category this month, followed by Germany (79%), India (79%), Saudi Arabia (77%), Sweden (77%), the United States (66%), Australia (64%), Canada (61%), Peru (60%) and Israel (58%). Once again, Brazil (11%) has the lowest spot in this assessment, followed by Italy (18%), Spain (20%), Mexico (22%), South Korea (25%), Argentina (26%), Hungary (26%), South Africa (30%) and France (32%).

- *Countries with the greatest improvements in this wave*: South Africa (30%, +5 pts.), Peru (60%, +5 pts.), Great Britain (45%, +4 pts.), Spain (20%, +3 pts.), the United States (66%, +2 pts.), Turkey (39%, +2 pts.), Japan (41%, +2 pts.), India (79%, +2 pts.) and Belgium (54%, +2 pts.).

- *Countries with the greatest declines*: Israel (58%, -7 pts.), Hungary (26%, -6 pts.), Malaysia (41%, -6 pts.), Serbia (34%, -6 pts.), Australia (64%, -5 pts.), Canada (61%, -5 pts.), Mexico (22%, -5 pts.), France (32%, -3 pts.), Argentina (26%, -2 pts.), Poland (54%, -1 pts.), and South Korea (25%, -1 pts.).

Global Average of <u>Local Economic Assessment (35%)</u> Down 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 down one point since last sounding.**

- China (74%) is the top country in the local assessment category once again, followed by Sweden (60%), India (59%), Germany (58%), Israel (58%), Saudi Arabia (54%), the United States (54%), Chile (50%), Australia (45%), Canada (44%), Poland (37%) and Peru (35%). Serbia (11%) is the lowest ranked country in this category this month, followed by Italy (16%), Mexico (17%), Brazil (18%), Spain (19%), Argentina (20%), South Africa (20%), Japan (22%), France (23%), Hungary (24%), Russia (24%) and South Korea (24%).

- *Countries with the greatest improvements in this wave*: Peru (35%, +5 pts.), Japan (22%, +4 pts.), Hungary (24%, +3 pts.), Spain (19%, +2 pts.), India (59%, +2 pts.), Turkey (32%, +1 pts.), Russia (24%, +1 pts.), China (74%, +1 pts.) and Chile (50%, +1 pts.).

- *Countries with the greatest declines in this wave*: Saudi Arabia (54%, -7 pts.), France (23%, -5 pts.), Germany (58%, -5 pts.), Mexico (17%, -5 pts.), Sweden (60%, -5 pts.), Australia (45%, -4 pts.), Belgium (33%, -2 pts.), Canada (44%, -2 pts.), Israel (58%, -2 pts.), Malaysia (30%, -2 pts.), Serbia (11%, -2 pts.) and South Africa (20%, -2 pts.).

Global Average of <u>Future Outlook for Local Economy (30%)</u> Unchanged

- **<u>The future outlook is unchanged since last sounding, with nearly one third (30%) of global citizens surveyed in 28 countries expecting their local economy to be stronger six months from now.</u>**

- India (62%) is at the top of this assessment category, followed by China (59%), Chile (56%), Brazil (54%), Saudi Arabia (53%), South Africa (47%), Peru (46%), Argentina (39%), the United States (34%), Turkey (33%) and Mexico (28%). Belgium (12%) has the lowest future outlook score this month, followed by France (13%), Japan (14%), Great Britain (14%), Italy (15%), Germany (16%), Spain (17%), Israel (18%), Hungary (18%), Canada (18%) and Serbia (19%).

- *Countries with the greatest improvements in this wave*: South Africa (47%, +9 pts.), Turkey (33%, +3 pts.), Sweden (28%, +3 pts.), Malaysia (26%, +3 pts.), Japan (14%, +2 pts.), Italy (15%, +2 pts.), India (62%, +2 pts.), Great Britain (14%, +2 pts.), China (59%, +2 pts.), and Australia (22%, +2 pts.).

- *Countries with the greatest declines in this wave*: Germany (16%, -8 pts.), Mexico (28%, -7 pts.), Canada (18%, -6 pts.), the United States (34%, -5 pts.), Brazil (54%, -4 pts.), Chile (56%, -4 pts.), Peru (46%, -4 pts.), Argentina (39%, -3 pts.), Belgium (12%, -3 pts.), France (13%, -3 pts.), Saudi Arabia (53%, -2 pts.) and Spain (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	88%	South Africa	5%	Israel	-7%	Malaysia	41%
Germany	79%	Peru	5%	Hungary	-6%	Japan	41%
India	79%	Great Britain	4%	Malaysia	-6%	Turkey	39%
Saudi Arabia	77%	Spain	3%	Serbia	-6%	Russia	36%
Sweden	77%	US	2%	Australia	-5%	Serbia	34%
US	66%	Turkey	2%	Canada	-5%	France	32%
Australia	64%	Japan	2%	Mexico	-5%	South Africa	30%
Canada	61%	India	2%	France	-3%	Hungary	26%
Peru	60%	Belgium	2%	Argentina	-2%	Argentina	26%
Israel	58%	Chile	1%	Poland	-1%	South Korea	25%
Chile	56%	Brazil	1%	Saudi Arabia	-1%	Mexico	22%
Poland	54%			South Korea	-1%	Spain	20%
Belgium	54%			Sweden	-1%	Italy	18%
Great Britain	45%					Brazil	11%

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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	64%	-1%
APAC	56%	0%
BRIC	54%	1%
Middle East/Africa	51%	0%
G-8 Countries	47%	0%
Europe	44%	-1%
LATAM	35%	0%

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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	74%	Peru	5%	Saudi Arabia	-7%	Malaysia	30%
Sweden	60%	Japan	4%	France	-5%	Great Britain	30%
India	59%	Hungary	3%	Germany	-5%	South Korea	24%
Germany	58%	Spain	2%	Mexico	-5%	Russia	24%
Israel	58%	India	2%	Sweden	-5%	Hungary	24%
Saudi Arabia	54%	Turkey	1%	Australia	-4%	France	23%
US	54%	Russia	1%	Belgium	-2%	Japan	22%
Chile	50%	China	1%	Canada	-2%	South Africa	20%
Australia	45%	Chile	1%	Israel	-2%	Argentina	20%
Canada	44%			Malaysia	-2%	Spain	19%
Poland	37%			Serbia	-2%	Brazil	18%
Peru	35%			South Africa	-2%	Mexico	17%
Belgium	33%			Brazil	-1%	Italy	16%
Turkey	32%			Great Britain	-1%	Serbia	11%

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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	49%	-1%
BRIC	44%	1%
APAC	41%	0%
Middle East/Africa	41%	-2%
G-8 Countries	34%	-1%
Europe	31%	-1%
LATAM	28%	0%

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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**	
India	62%	South Africa	9%	Germany	-8%	South Korea	24%
China	59%	Turkey	3%	Mexico	-7%	Australia	22%
Chile	56%	Sweden	3%	Canada	-6%	Russia	20%
Brazil	54%	Malaysia	3%	US	-5%	Serbia	19%
Saudi Arabia	53%	Japan	2%	Brazil	-4%	Canada	18%
South Africa	47%	Italy	2%	Chile	-4%	Hungary	18%
Peru	46%	India	2%	Peru	-4%	Israel	18%
Argentina	39%	Great Britain	2%	Argentina	-3%	Spain	17%
US	34%	China	2%	Belgium	-3%	Germany	16%
Turkey	33%	Australia	2%	France	-3%	Italy	15%
Mexico	28%	Serbia	1%	Saudi Arabia	-2%	Great Britain	14%
Sweden	28%	Russia	1%	Spain	-2%	Japan	14%
Malaysia	26%	Poland	1%			France	13%
Poland	25%	Serbia	1%			Belgium	12%

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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	49%	1%
LATAM	45%	-4%
Middle East/Africa	38%	3%
APAC	34%	2%
North America	26%	-6%
Europe	18%	0%
G-8 Countries	18%	-2%

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DETAILED FINDINGS

❶ **Assessing The Current Economic Situation ……**

in Their Country

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

'Very Good / Somewhat Good'

Country	%
All Countries	47%
China	88%
Germany	79%
India	79%
Saudi Arabia	77%
Sweden	77%
US	66%
Australia	64%
Canada	61%
Peru	60%
Israel	58%
Chile	56%
Belgium	54%
Poland	54%
Great Britain	45%
Japan	41%
Malaysia	41%
Turkey	39%
Russia	36%
Serbia	34%
France	32%
South Africa	30%
Argentina	26%
Hungary	26%
South Korea	25%
Mexico	22%
Spain	20%
Italy	18%
Colombia	17%
Brazil	11%

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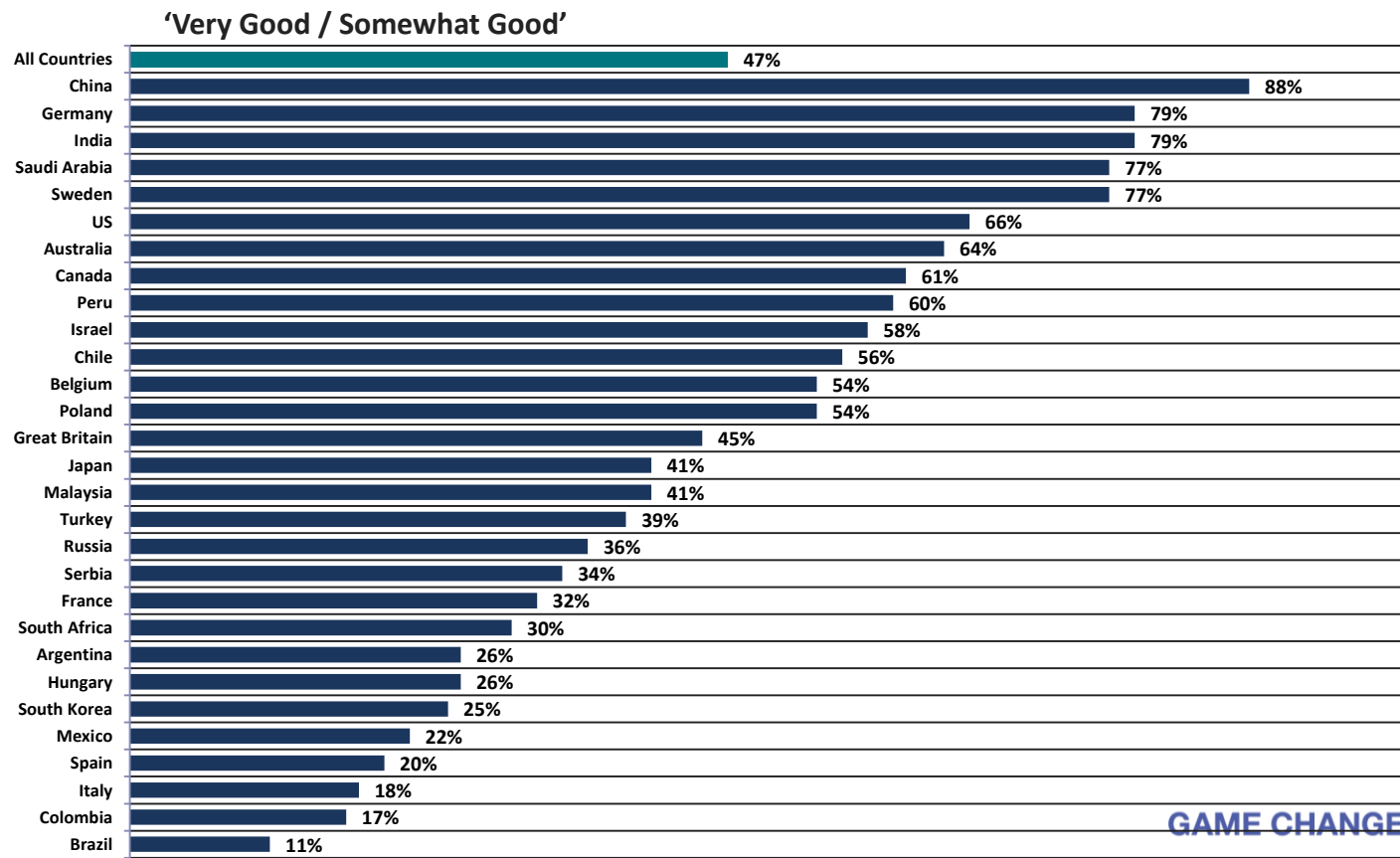
Global Average Tracked - Global Citizens Assess the Current Economic Situation in their Country as "Good":…
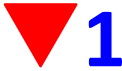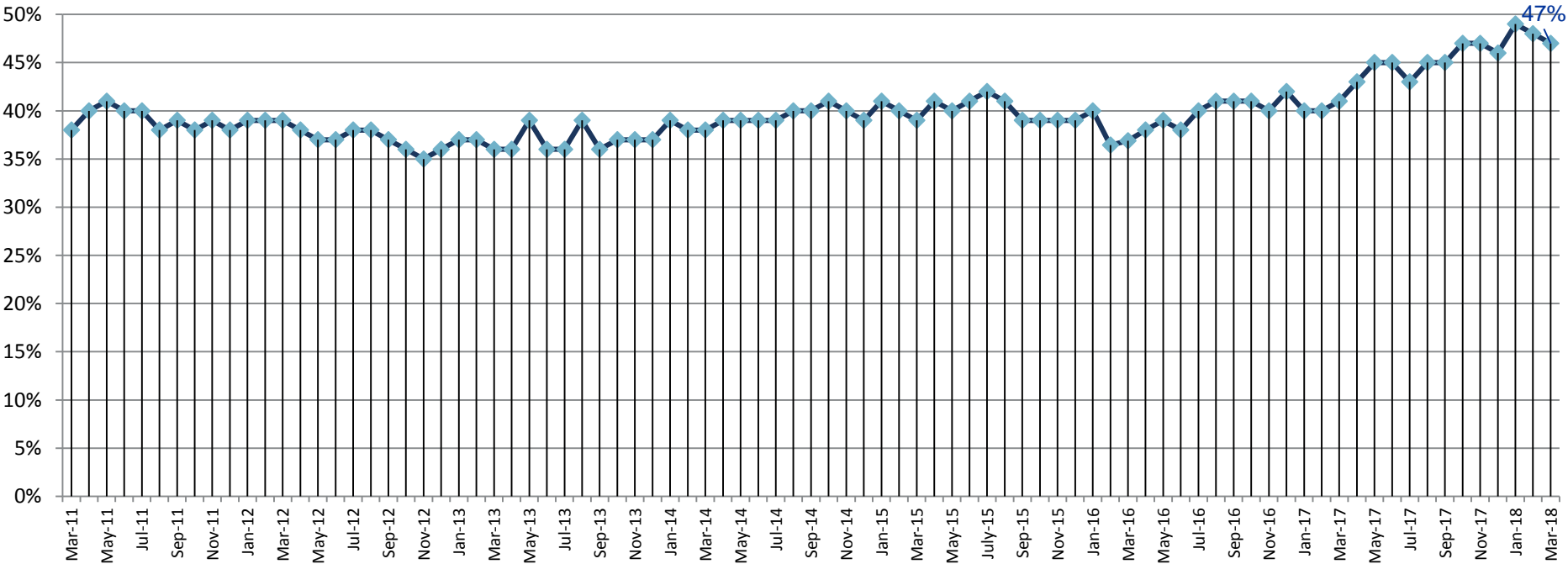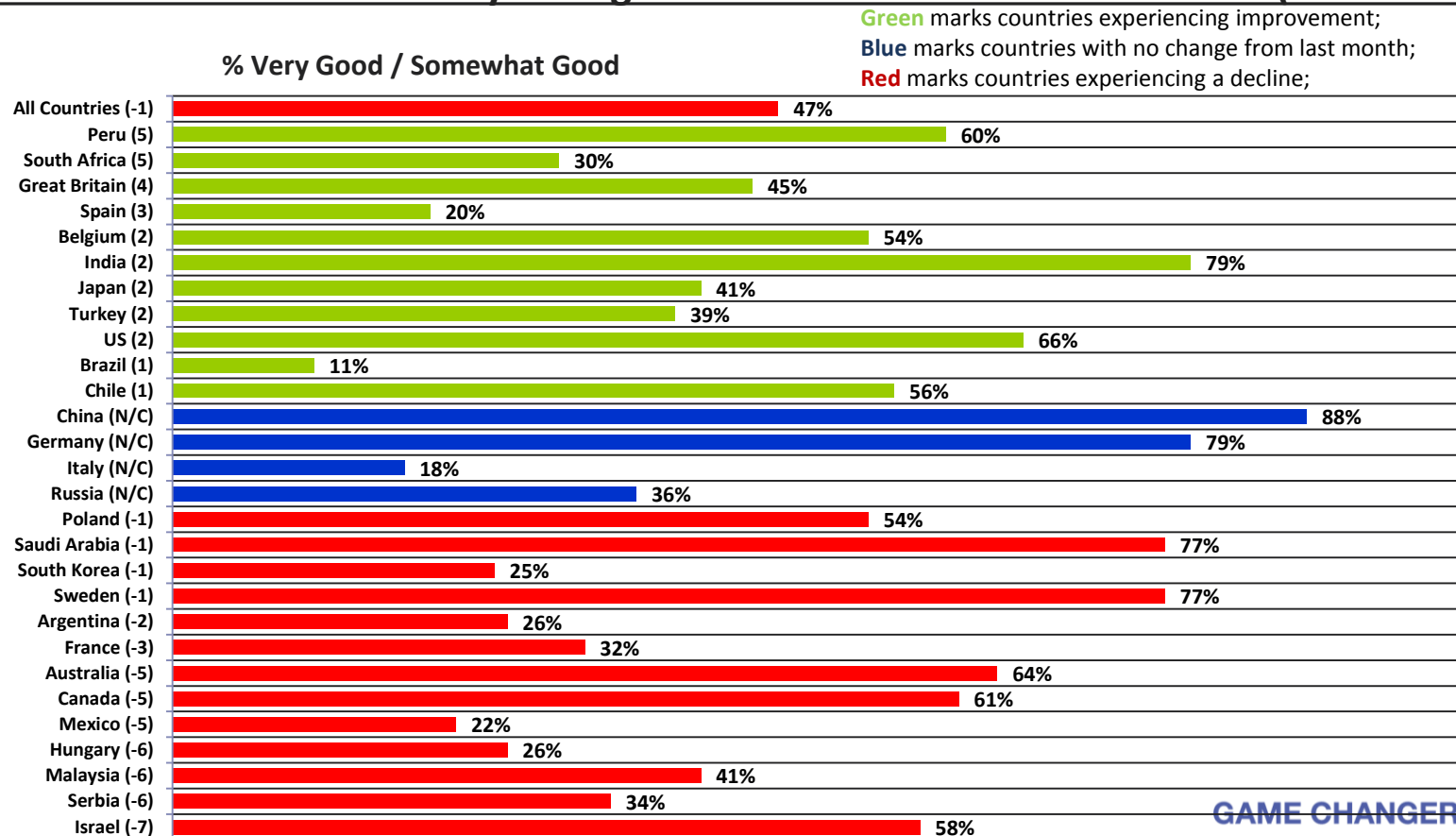
Total Good

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"
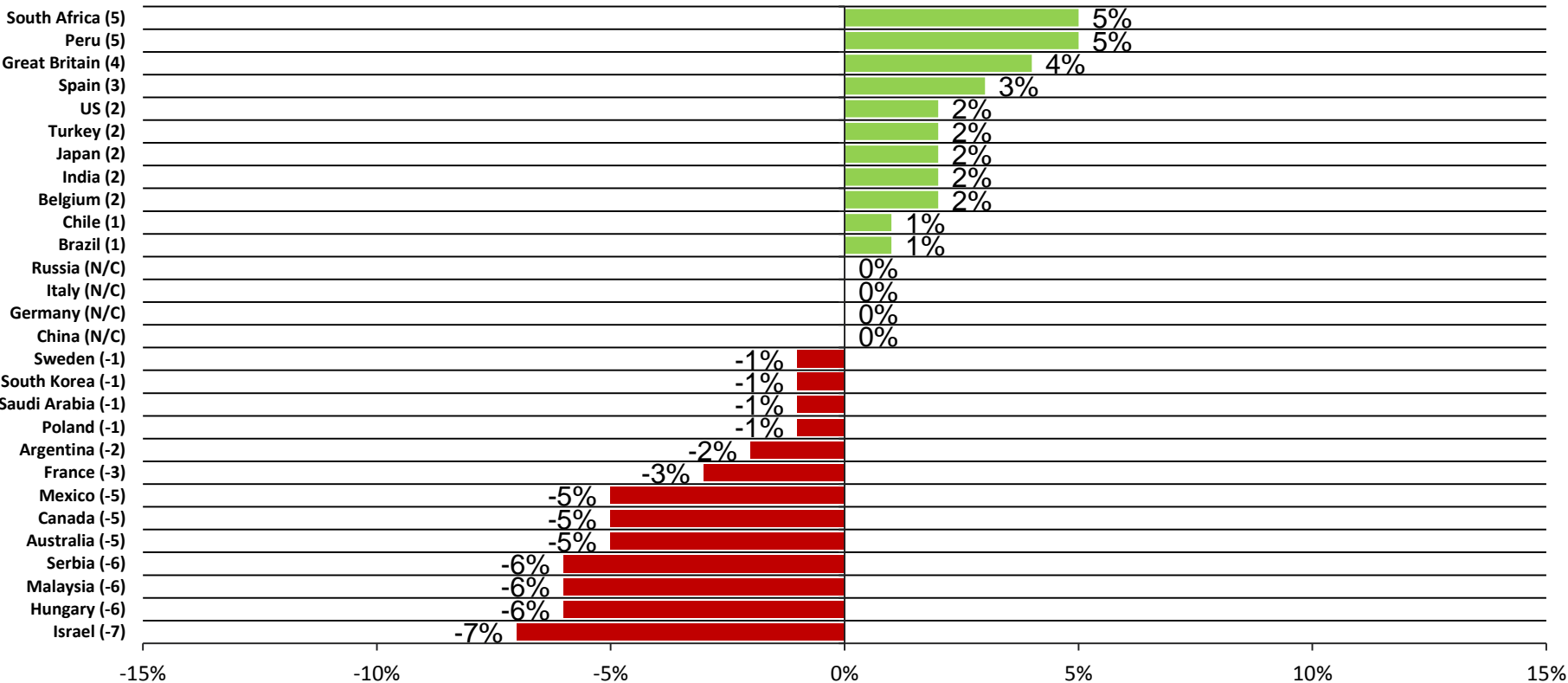
	Mar '15	Apr '15	May '15	June '15	July '15	Aug '15	Sep '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16	Jan '17	Feb '17	Mar '17	Apr '17	May '17	Jun '17	Jul '17	Aug '17	Sep '17	Oct '17	Nov '17	Dec '17	Jan '18	Feb '18	Mar '18
Total	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%	48%	47%
Argentina	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%	28%	26%
Australia	51%	54%	56%	56%	57%	56%	54%	53%	55%	57%	59%	56%	52%	52%	59%	51%	56%	55%	55%	60%	62%	60%	57%	58%	60%	59%	58%	56%	60%	60%	60%	69%	60%	61%	67%	69%	64%
Belgium	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%	52%	54%
Brazil	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%	10%	11%
Chile																																			57%	66%	61%
Canada	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%	55%	56%
China	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%	88%	88%
France	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%	35%	32%
Germany	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%	79%	79%
Great Britain	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%	41%	45%
Hungary	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%	32%	26%
India	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%	77%	79%
Israel	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%	65%	58%
Italy	9%	10%	9%	11%	10%	12%	14%	13%	13%	13%	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%
Japan	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%	39%	41%
Malaysia																																			45%	47%	41%
Mexico	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%	27%	22%
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%
Poland	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%	55%	54%
Russia	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%	36%	36%
Saudi Arabia	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%	78%	77%
Serbia																								21%	27%	32%	31%	32%	33%	32%	27%	25%	33%	37%	38%	40%	34%
South Africa	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%	25%	30%
South Korea	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%	26%	25%
Spain	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%	17%	20%
Sweden	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%	78%	77%
Turkey	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%	37%	39%
United States	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%	64%	66%

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)	47%
Peru (5)	60%
South Africa (5)	30%
Great Britain (4)	45%
Spain (3)	20%
Belgium (2)	54%
India (2)	79%
Japan (2)	41%
Turkey (2)	39%
US (2)	66%
Brazil (1)	11%
Chile (1)	56%
China (N/C)	88%
Germany (N/C)	79%
Italy (N/C)	18%
Russia (N/C)	36%
Poland (-1)	54%
Saudi Arabia (-1)	77%
South Korea (-1)	25%
Sweden (-1)	77%
Argentina (-2)	26%
France (-3)	32%
Australia (-5)	64%
Canada (-5)	61%
Mexico (-5)	22%
Hungary (-6)	26%
Malaysia (-6)	41%
Serbia (-6)	34%
Israel (-7)	58%

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

Country	Value
South Africa (5)	5%
Peru (5)	5%
Great Britain (4)	4%
Spain (3)	3%
US (2)	2%
Turkey (2)	2%
Japan (2)	2%
India (2)	2%
Belgium (2)	2%
Chile (1)	1%
Brazil (1)	1%
Russia (N/C)	0%
Italy (N/C)	0%
Germany (N/C)	0%
China (N/C)	0%
Sweden (-1)	-1%
South Korea (-1)	-1%
Saudi Arabia (-1)	-1%
Poland (-1)	-1%
Argentina (-2)	-2%
France (-3)	-3%
Mexico (-5)	-5%
Canada (-5)	-5%
Australia (-5)	-5%
Serbia (-6)	-6%
Malaysia (-6)	-6%
Hungary (-6)	-6%
Israel (-7)	-7%

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Assessing the Current Economic Situation by All Regions:

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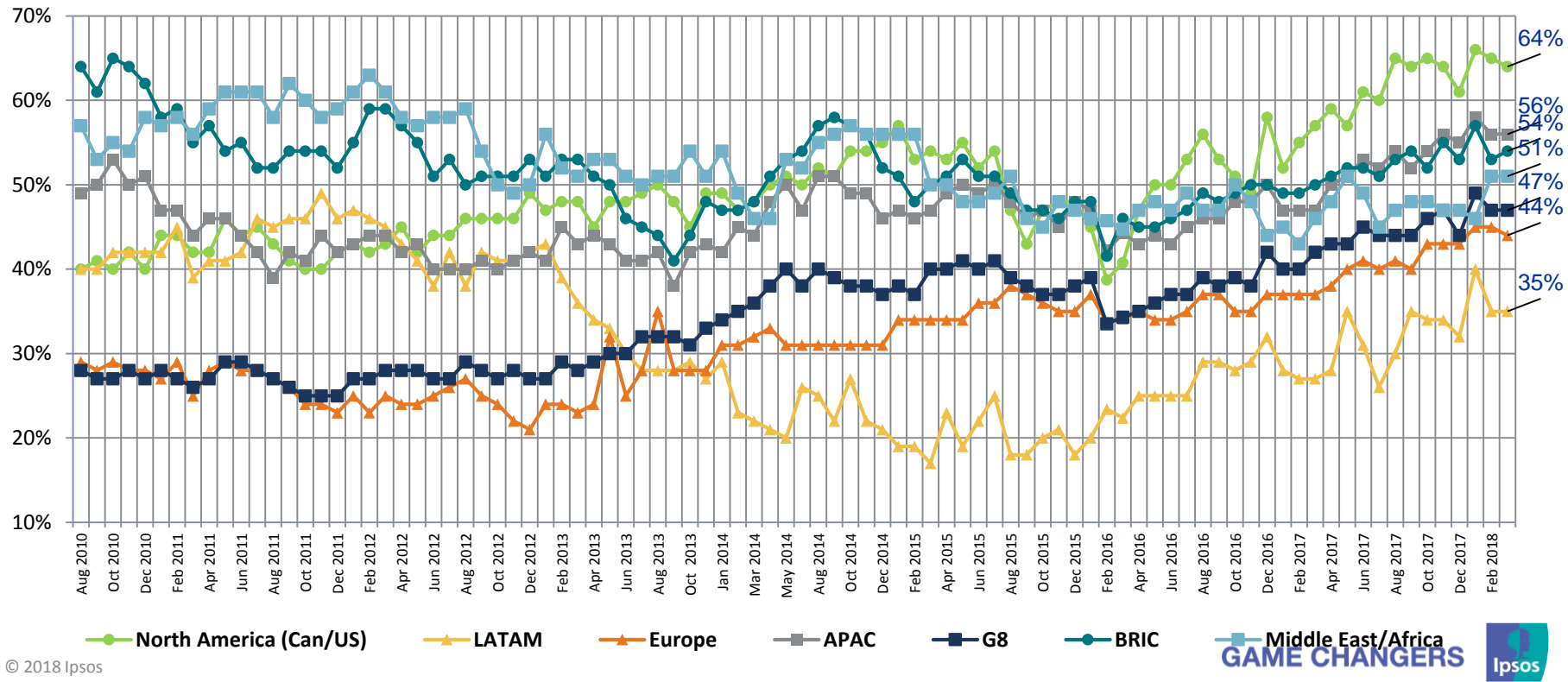
Legend: North America (Can/US), LATAM, Europe, APAC, G8, BRIC, Middle East/Africa

GAME CHANGERS

Ipsos

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

Very Good / Somewhat Good

66%
61%
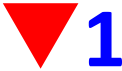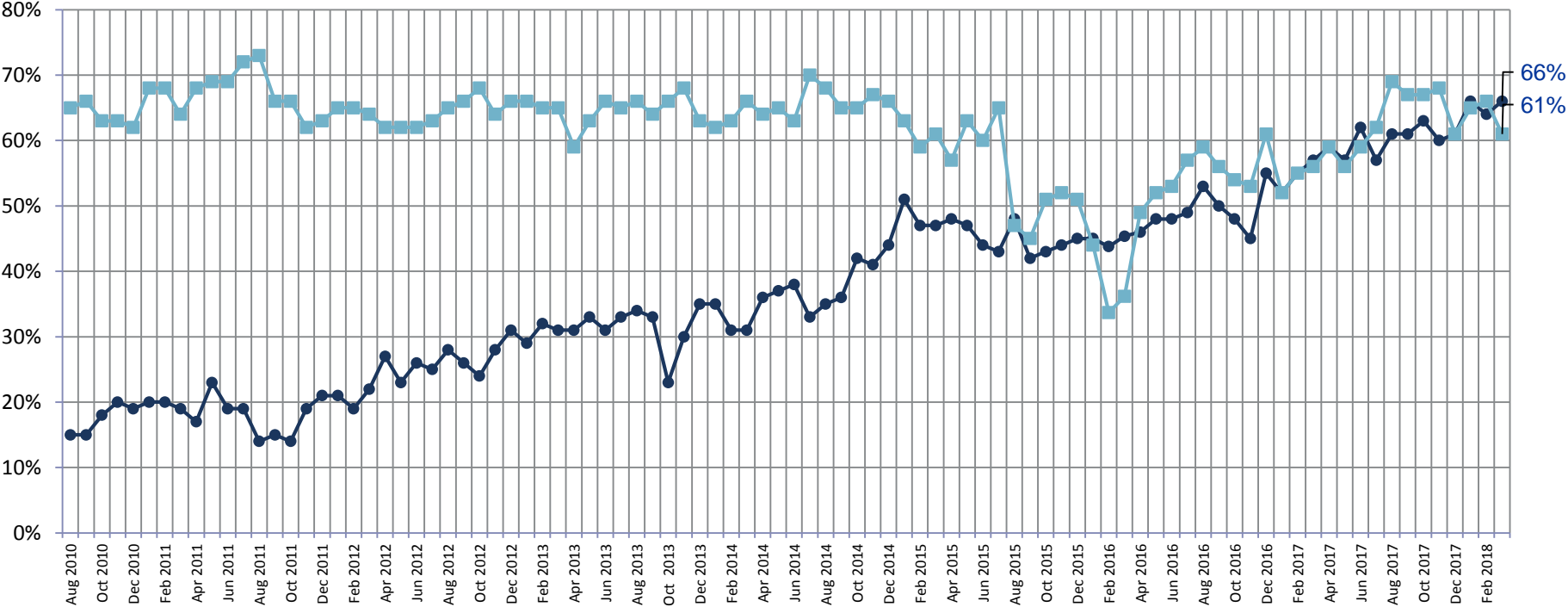
Legend: United States — Canada

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

Legend: Brazil, Argentina, Mexico, Chile, Peru

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European Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good

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

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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?

APAC Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good
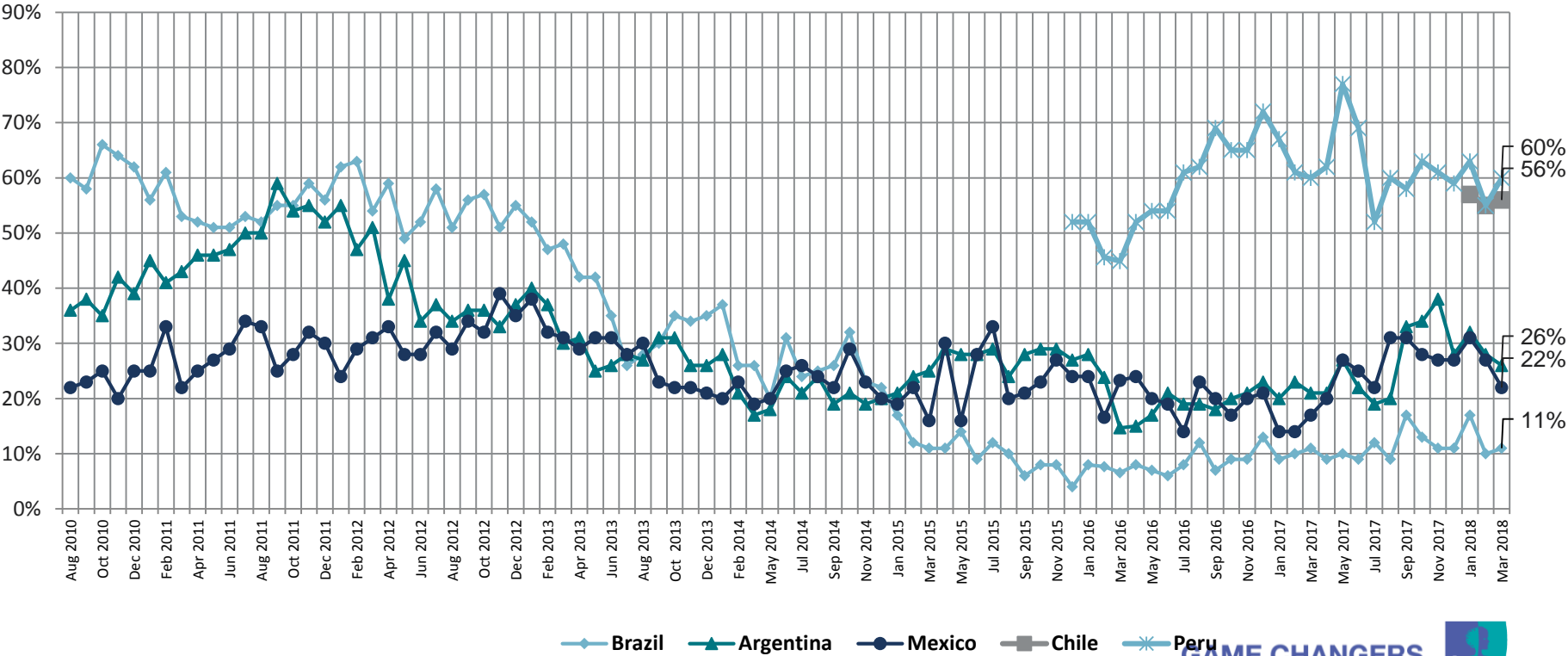

Legend: Australia, China, India, Japan, Malaysia, Russia, South Korea

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

Legend: 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

Brazil   Russia   India   China

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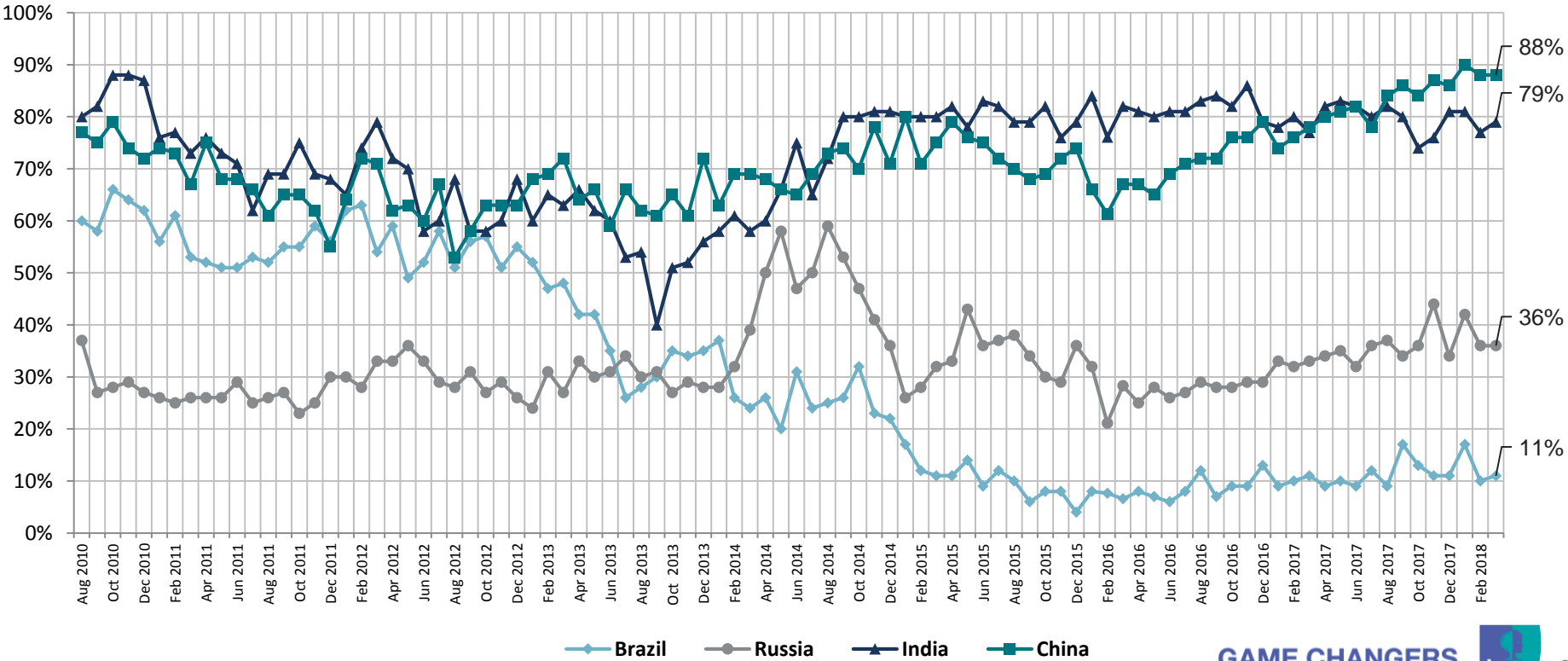
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

Middle East/African Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good

Legend: Turkey, Saudi Arabia, South Africa, Israel

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❷ Assessing The Economy...

...in Their Local Area

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

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

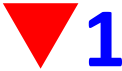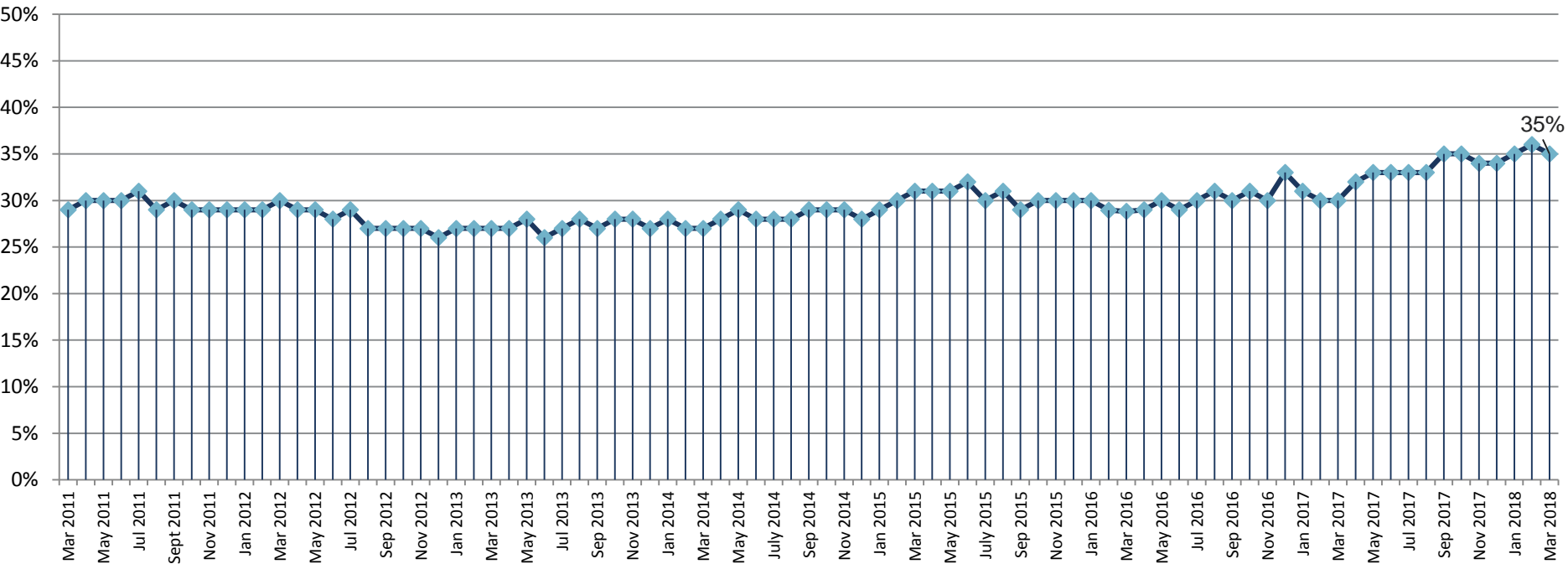| Country	%
All Countries	35%
China	74%
Sweden	60%
India	59%
Germany	58%
Israel	58%
Saudi Arabia	54%
US	54%
Chile	50%
Australia	45%
Canada	44%
Poland	37%
Peru	35%
Belgium	33%
Turkey	32%
Great Britain	30%
Malaysia	30%
Hungary	24%
Russia	24%
South Korea	24%
France	23%
Japan	22%
Argentina	20%
South Africa	20%
Spain	19%
Brazil	18%
Mexico	17%
Italy	16%
Colombia	15%
Serbia	11%

GAME CHANGERS

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)

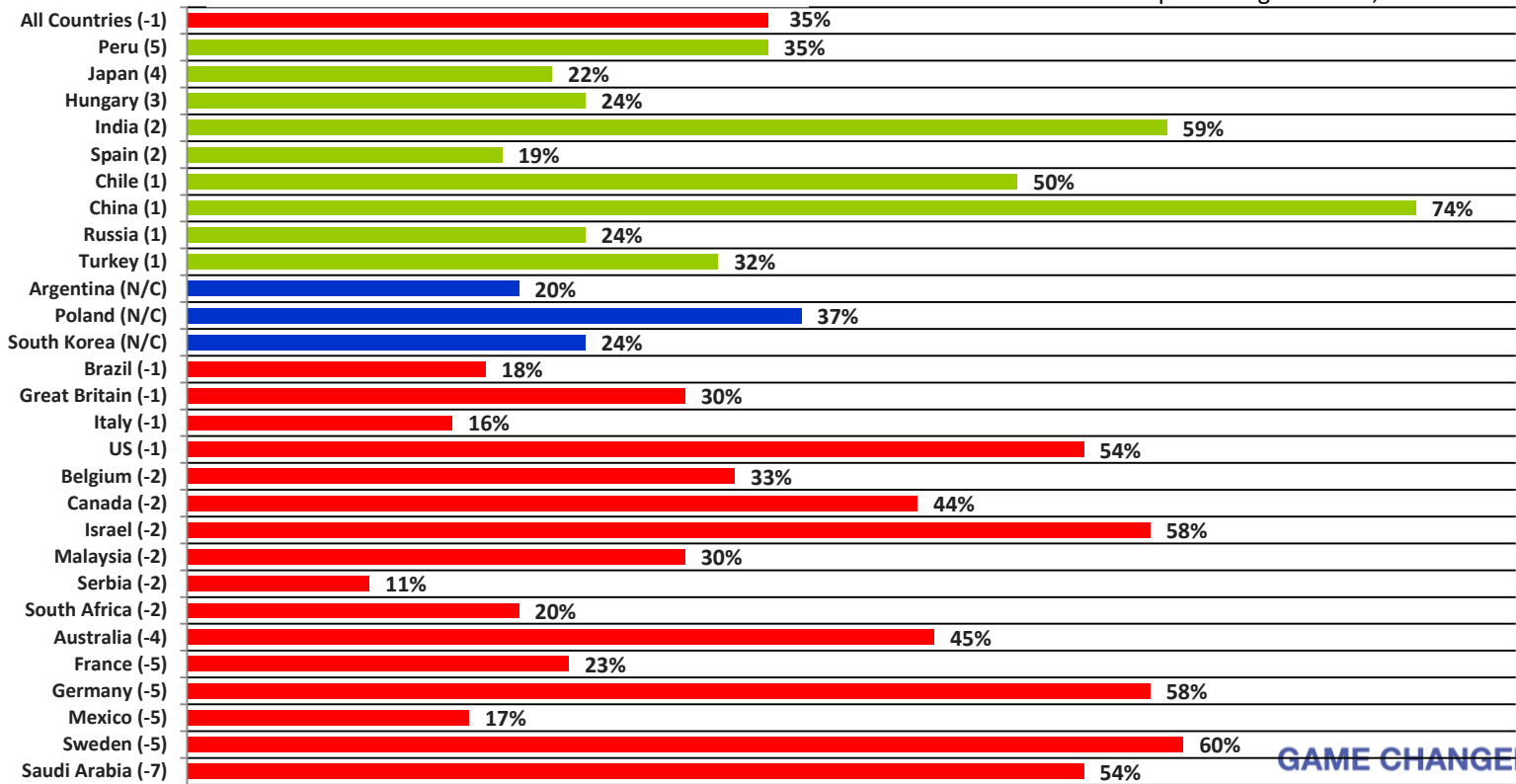## Citizen Consumers Who Say The <u>Economy In Their Local Area</u> is Strong

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

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...

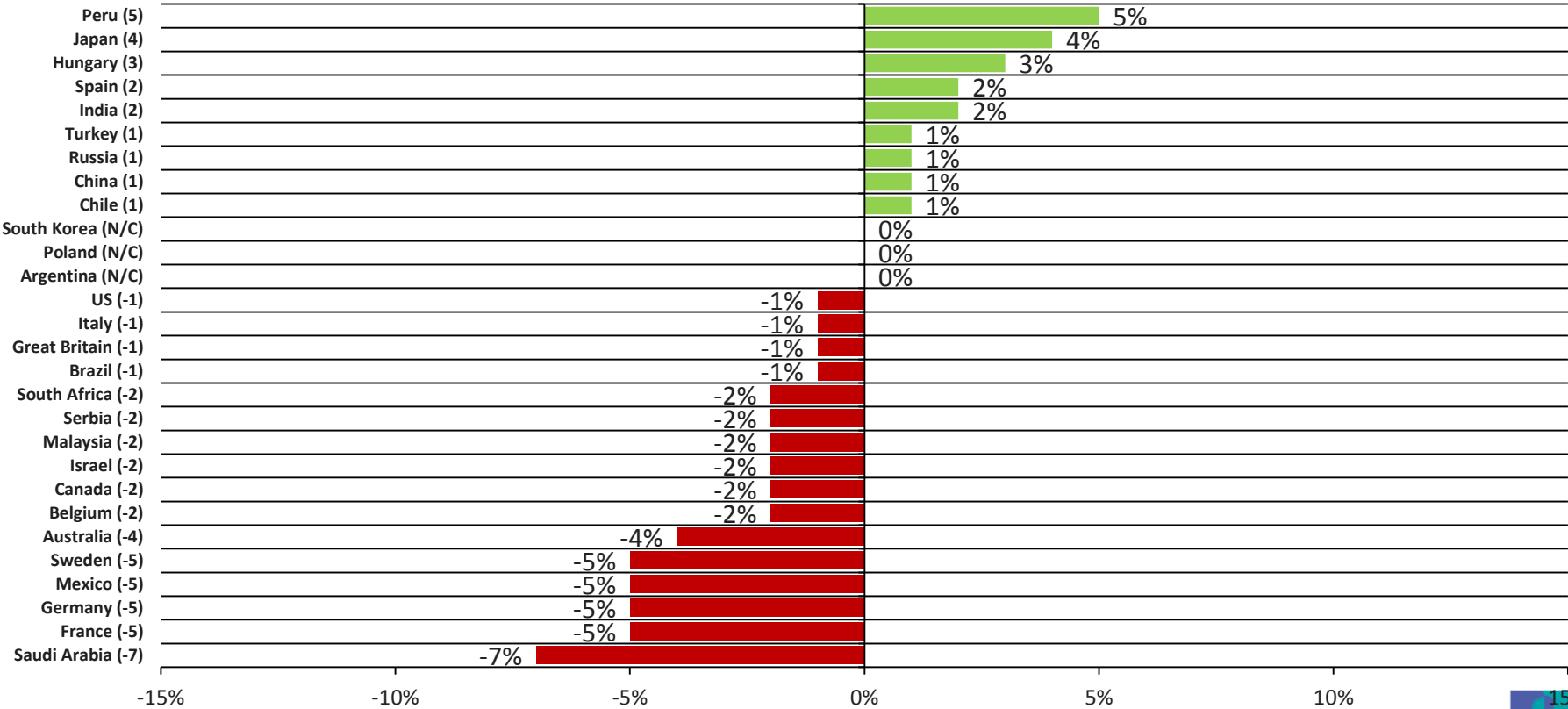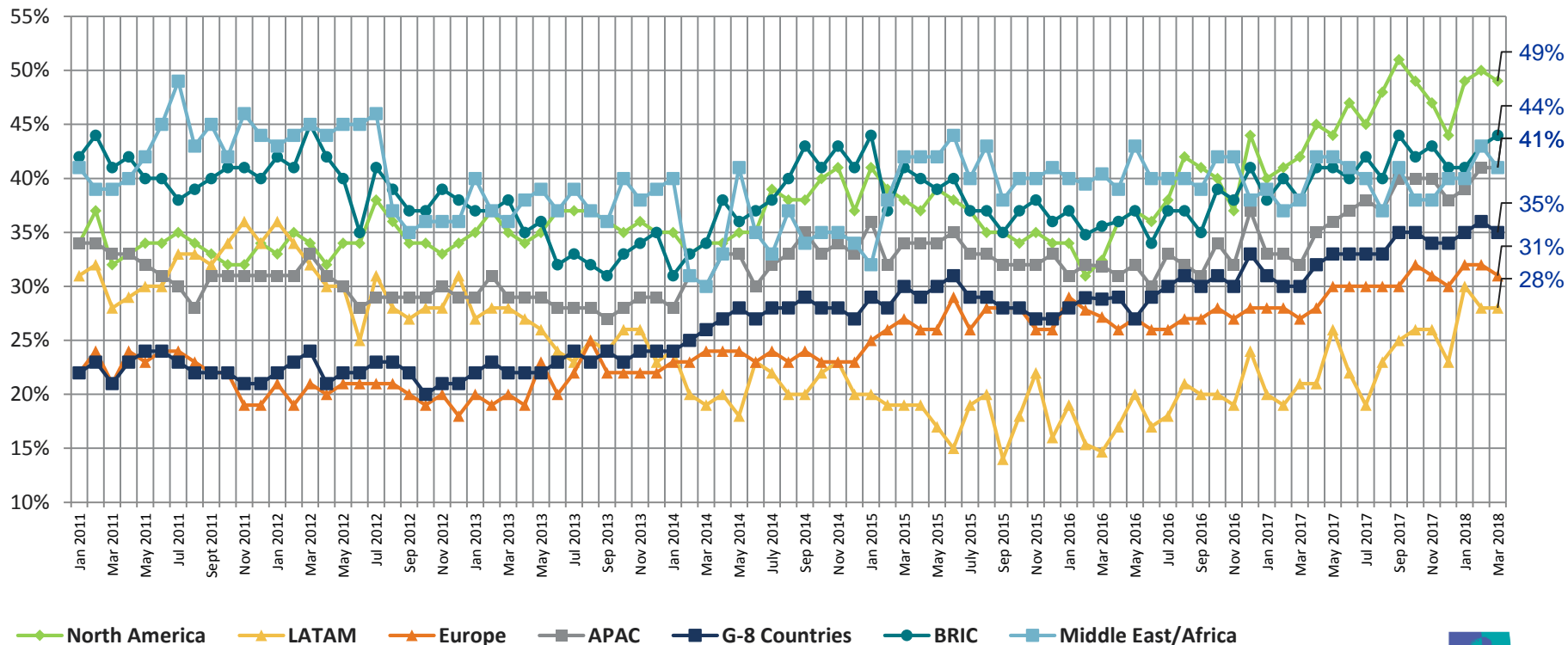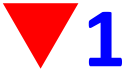# Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):

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

% Very Good / Somewhat Good

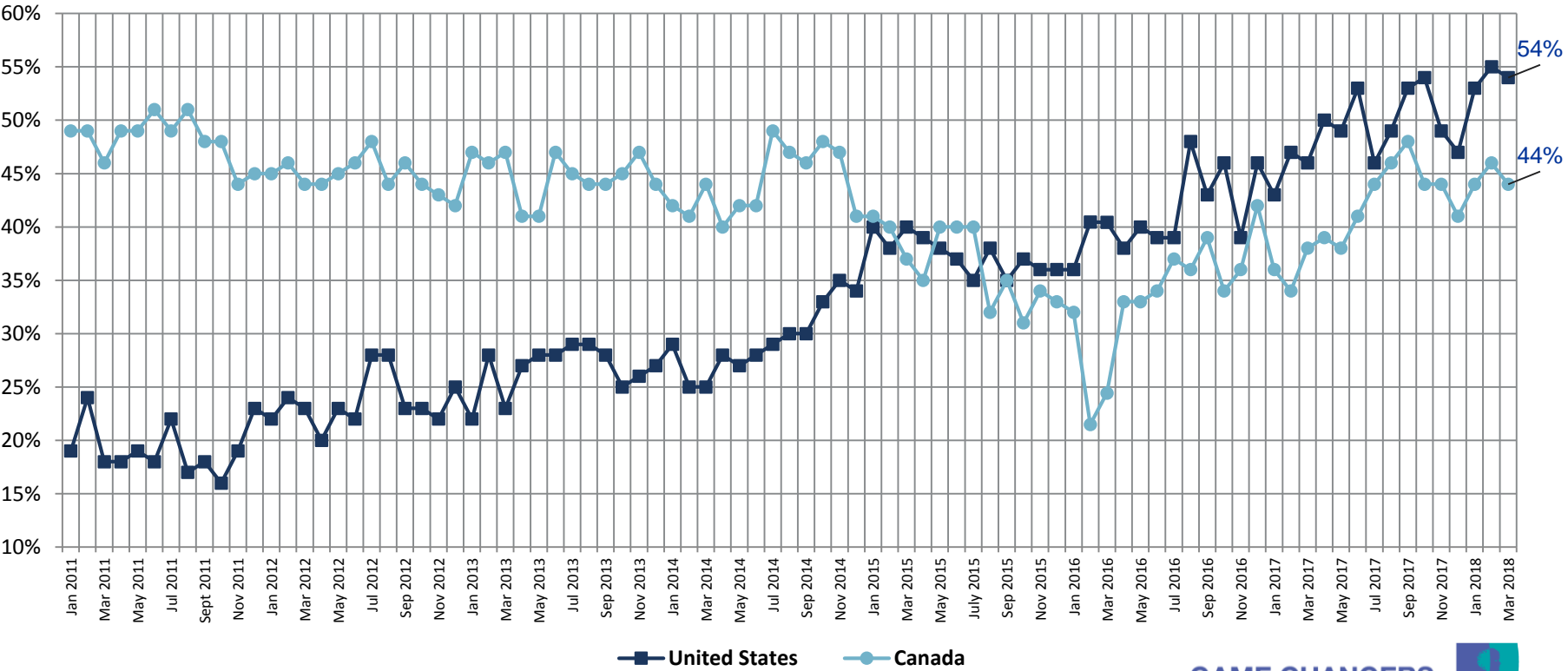| Country	%
All Countries (-1)	35%
Peru (5)	35%
Japan (4)	22%
Hungary (3)	24%
India (2)	59%
Spain (2)	19%
Chile (1)	50%
China (1)	74%
Russia (1)	24%
Turkey (1)	32%
Argentina (N/C)	20%
Poland (N/C)	37%
South Korea (N/C)	24%
Brazil (-1)	18%
Great Britain (-1)	30%
Italy (-1)	16%
US (-1)	54%
Belgium (-2)	33%
Canada (-2)	44%
Israel (-2)	58%
Malaysia (-2)	30%
Serbia (-2)	11%
South Africa (-2)	20%
Australia (-4)	45%
France (-5)	23%
Germany (-5)	58%
Mexico (-5)	17%
Sweden (-5)	60%
Saudi Arabia (-7)	54%

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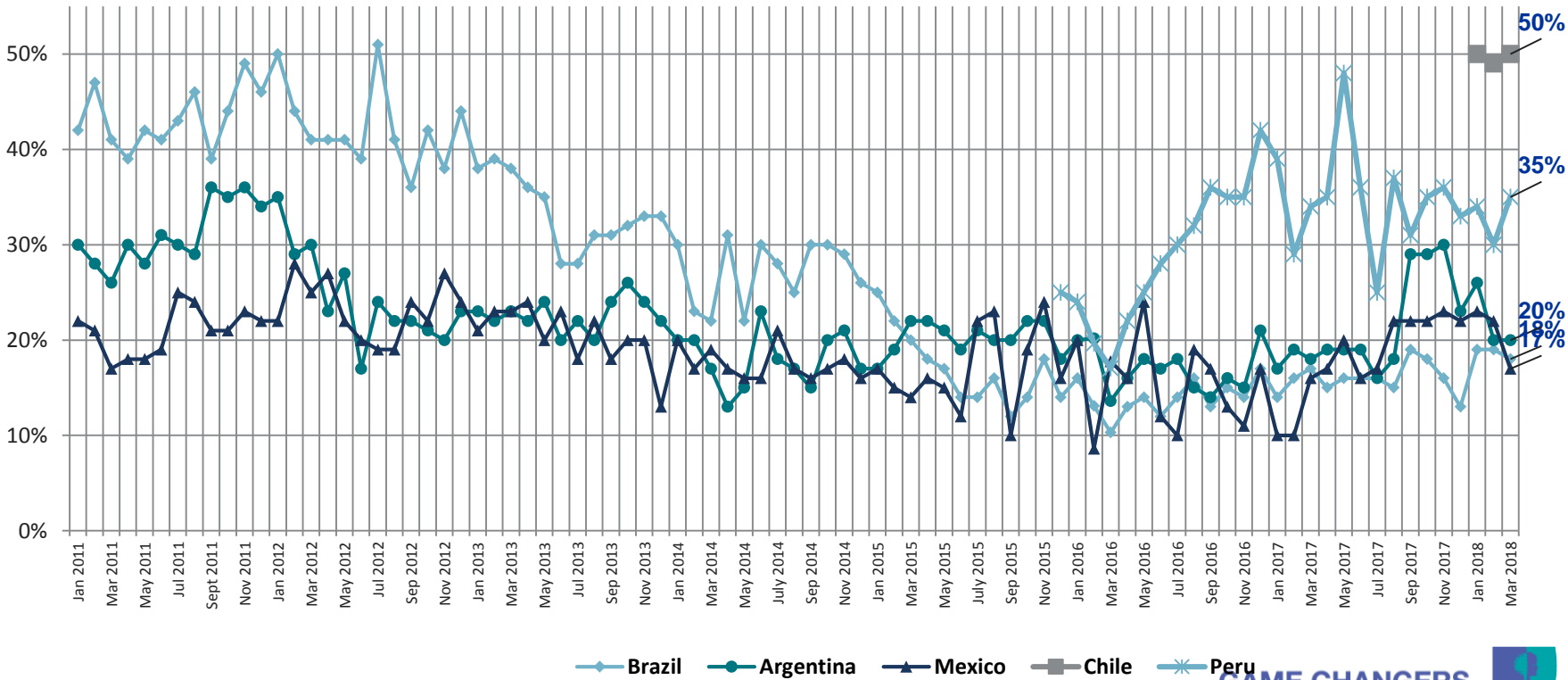
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy…

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

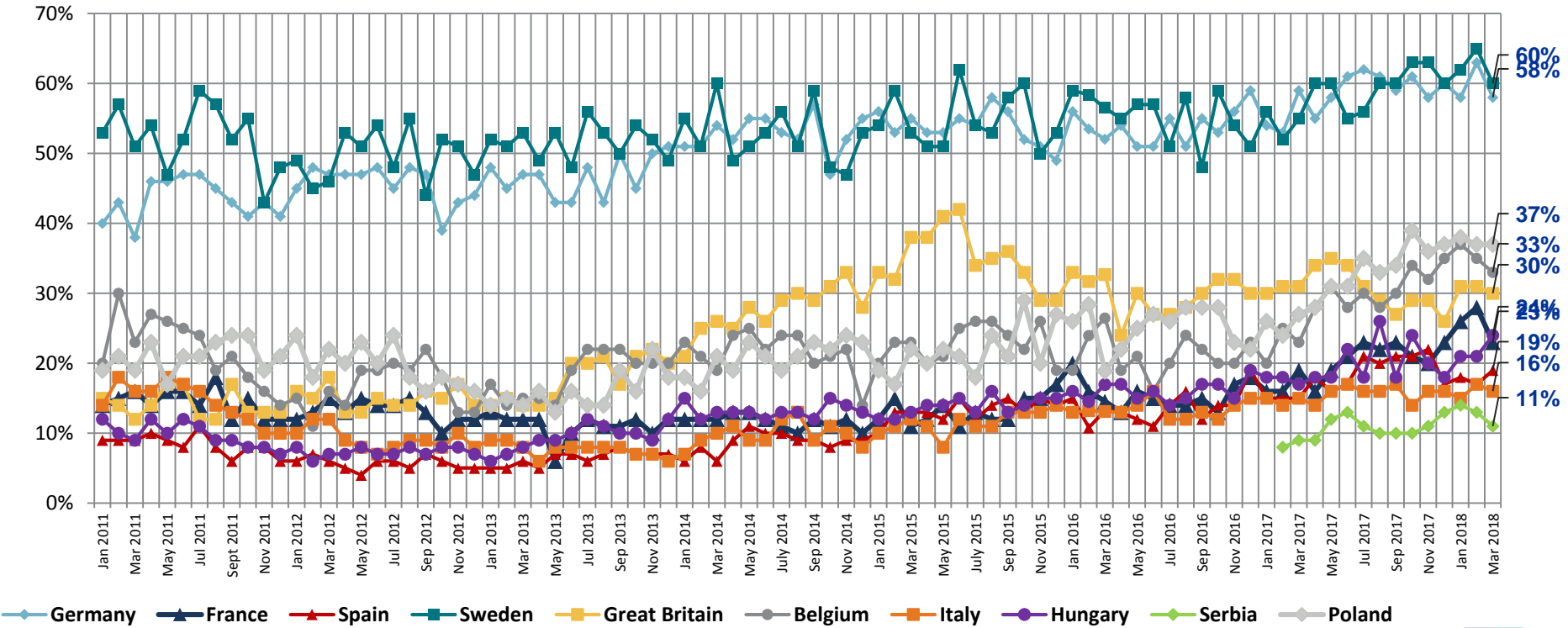| Country	Value
Peru (5)	5%
Japan (4)	4%
Hungary (3)	3%
Spain (2)	2%
India (2)	2%
Turkey (1)	1%
Russia (1)	1%
China (1)	1%
Chile (1)	1%
South Korea (N/C)	0%
Poland (N/C)	0%
Argentina (N/C)	0%
US (-1)	-1%
Italy (-1)	-1%
Great Britain (-1)	-1%
Brazil (-1)	-1%
South Africa (-2)	-2%
Serbia (-2)	-2%
Malaysia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

All Regions - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

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

GAME CHANGERS   Ipsos   35
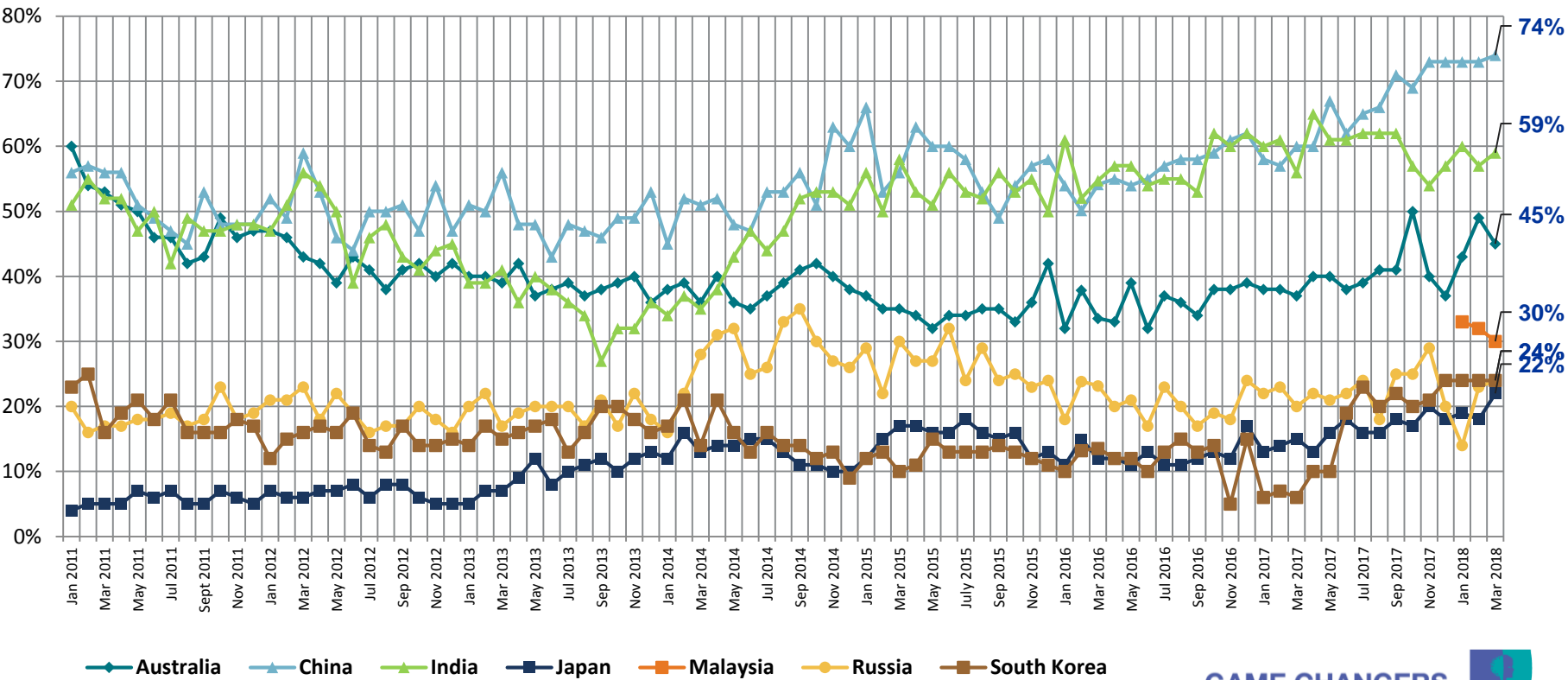
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

North American Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

54%

44%

United States   Canada

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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.

LATAM Countries - Assess the Strength of Their Local Economy
% Strong (Top 3 5-6-7)

Brazil **Argentina** **Mexico** **Chile** **Peru**
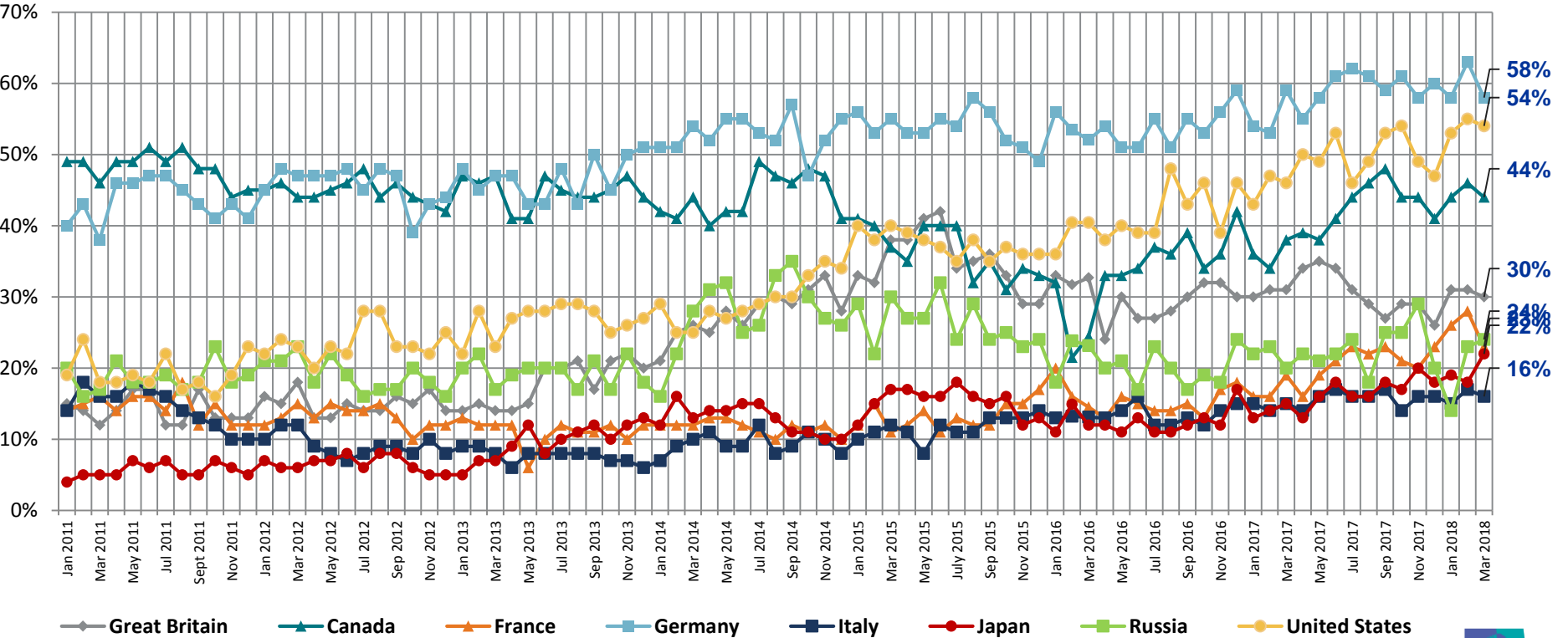
GAME CHANGERS Ipsos

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)

Germany ◆ France ▲ Spain ▲ Sweden ■ Great Britain ■ Belgium ● Italy ■ Hungary ● Serbia ◆ Poland ◆

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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.

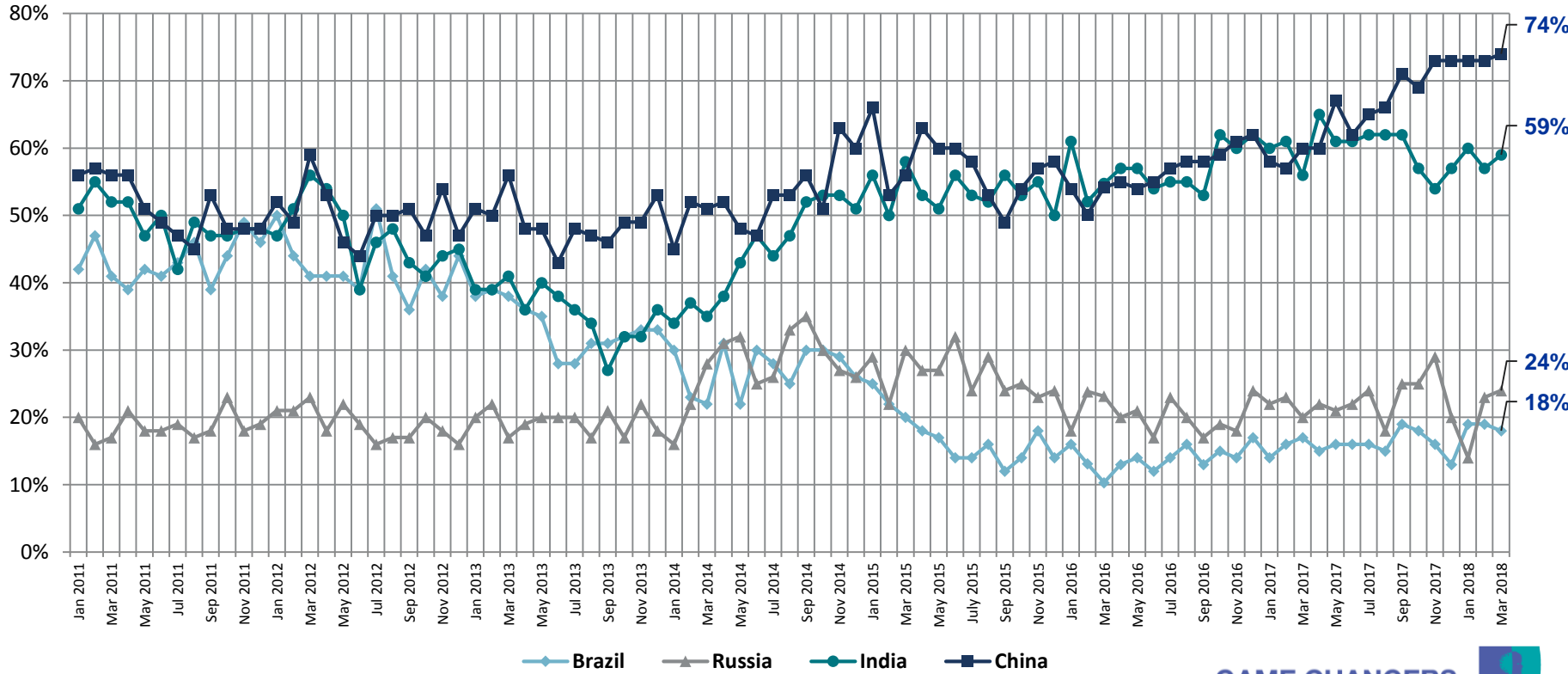# APAC Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

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

74%
59%
45%
30%
24%
22%

GAME CHANGERS Ipsos

39

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)

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

BRIC Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

74%
59%
24%
18%

Brazil   Russia   India   China

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GAME CHANGERS   Ipsos   41

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
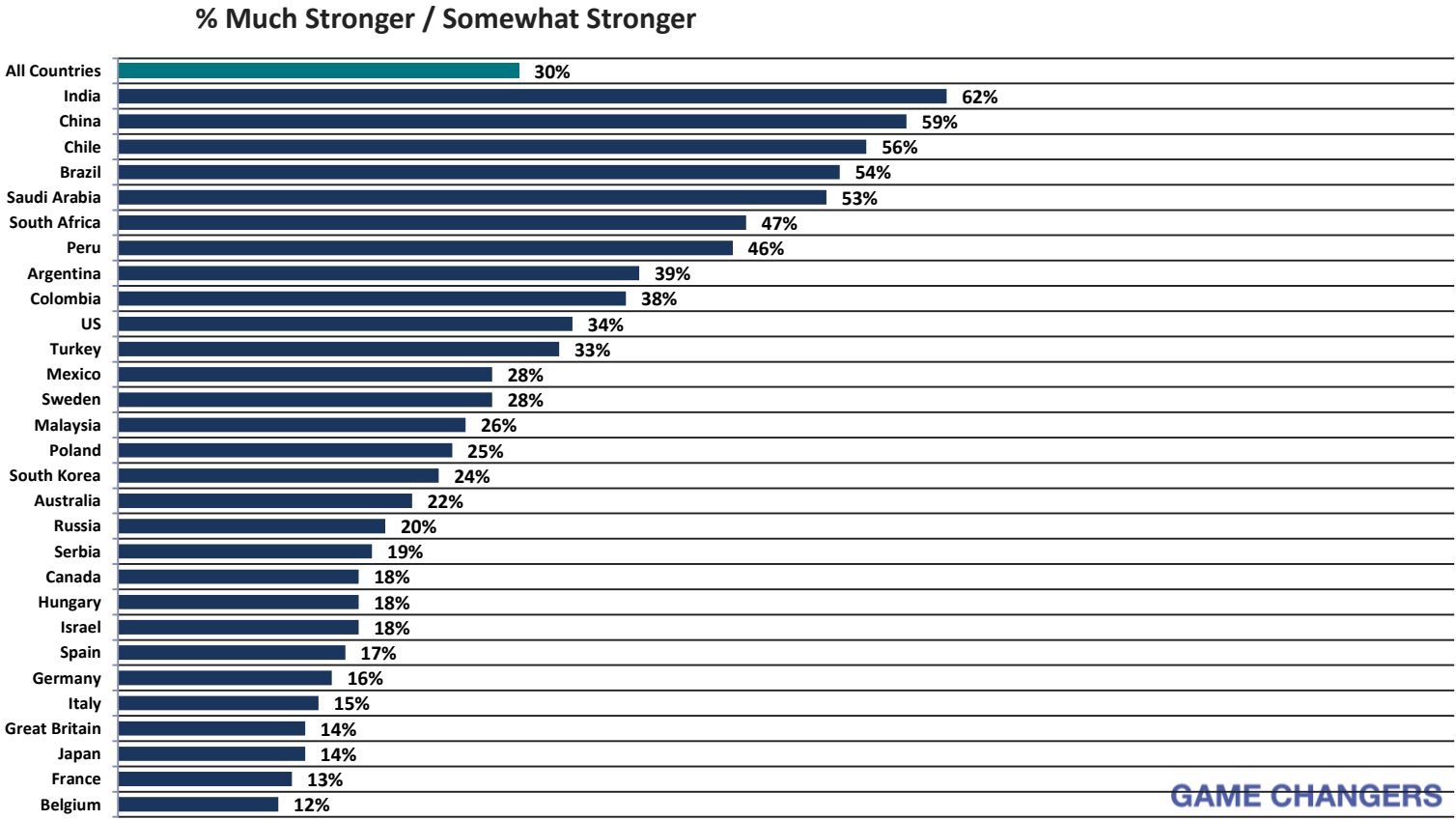
% Strong (Top 3 5-6-7)

Turkey — Saudi Arabia — South Africa — Israel

GAME CHANGERS Ipsos
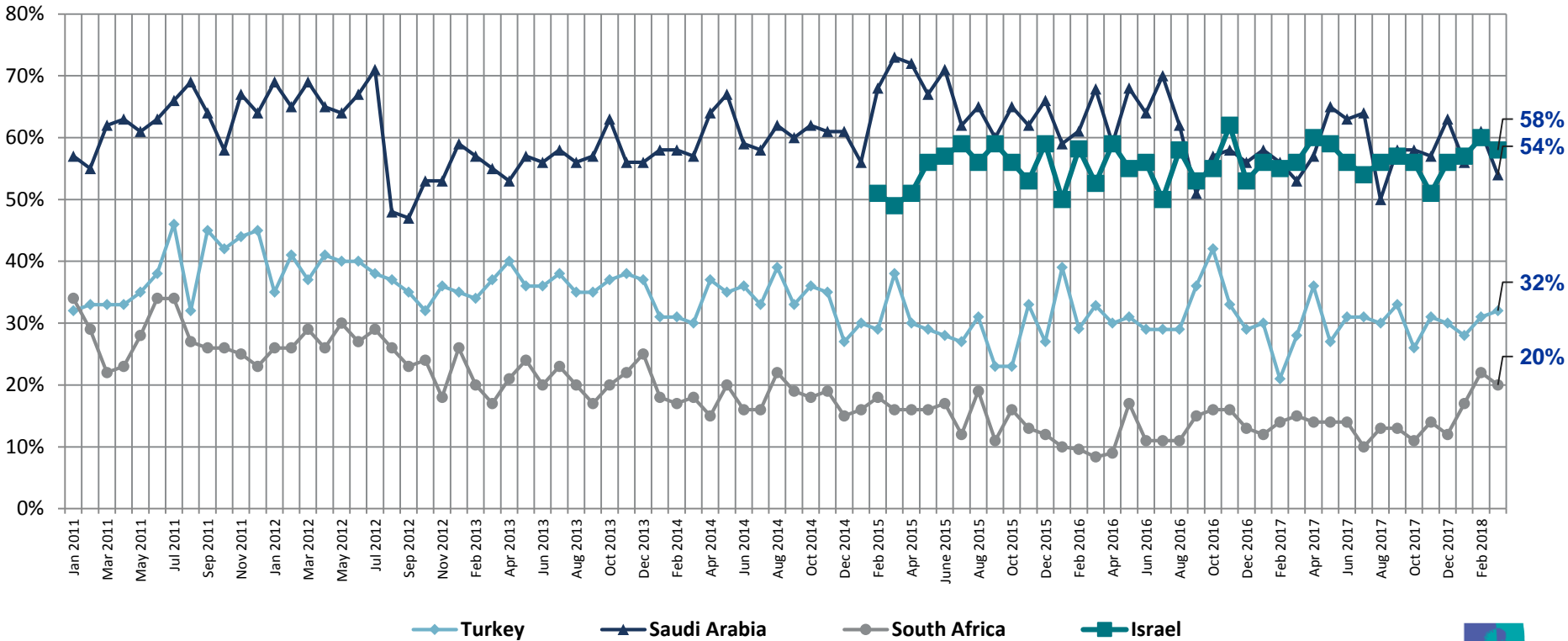
❸ Assessing the Strength of The Local Economy…

…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	30%
India	62%
China	59%
Chile	56%
Brazil	54%
Saudi Arabia	53%
South Africa	47%
Peru	46%
Argentina	39%
Colombia	38%
US	34%
Turkey	33%
Mexico	28%
Sweden	28%
Malaysia	26%
Poland	25%
South Korea	24%
Australia	22%
Russia	20%
Serbia	19%
Canada	18%
Hungary	18%
Israel	18%
Spain	17%
Germany	16%
Italy	15%
Great Britain	14%
Japan	14%
France	13%
Belgium	12%

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…

Global Total
% Much Stronger / Somewhat Stronger

30%

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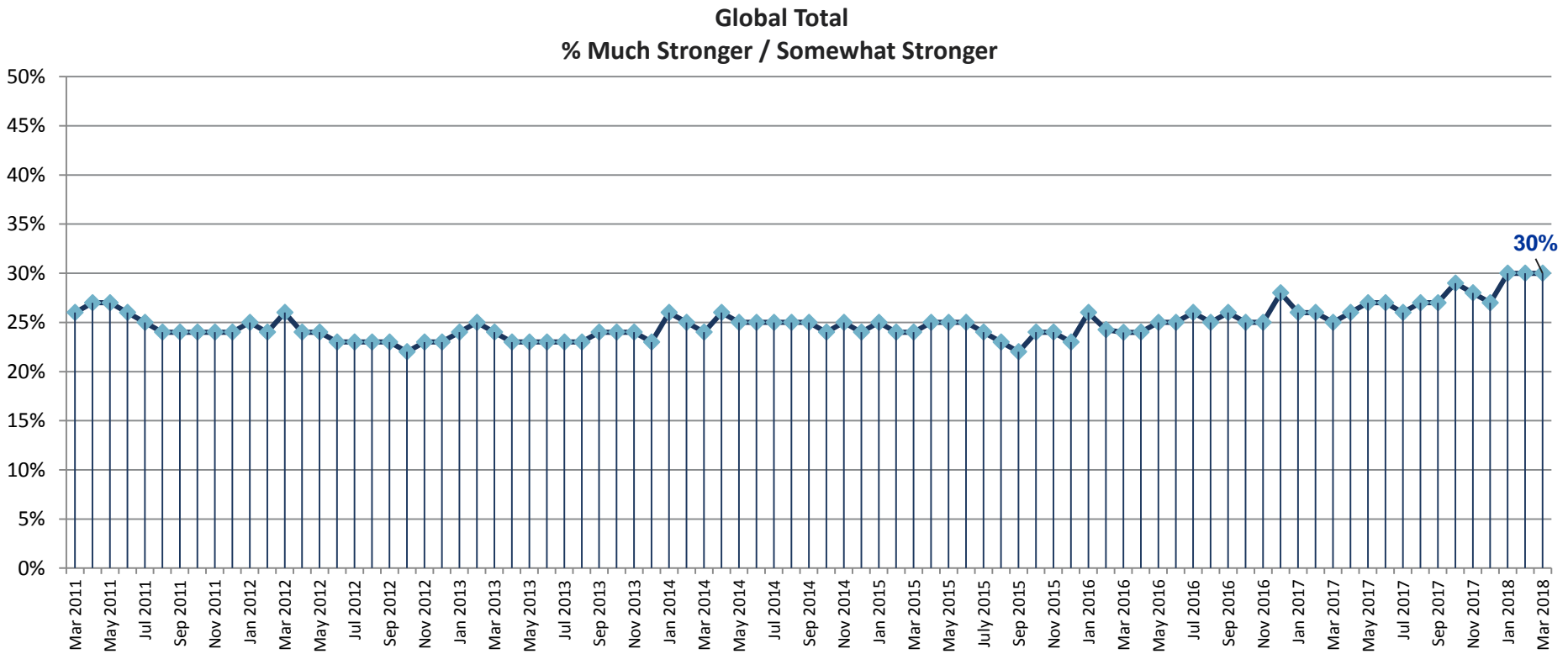
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?
% Much Stronger / Somewhat Stronger

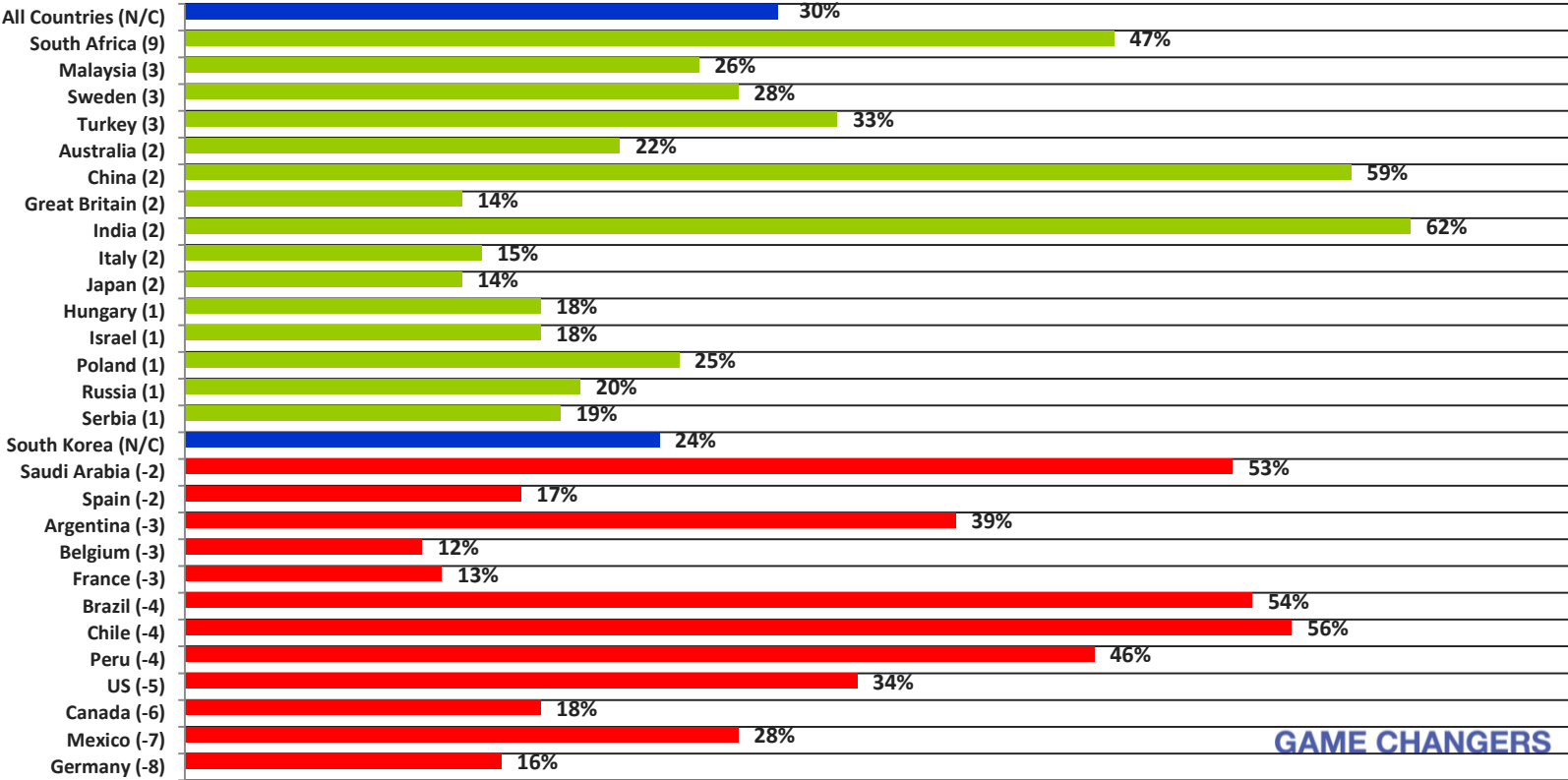## Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The <u>Next Six Months…</u>

	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	Feb '18	Mar '18
Total	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%	30%	30%
Argentina	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%	42%	39%
Australia	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%	20%	22%
Belgium	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%	15%	12%
Brazil	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%	58%	54%
Canada	16%	17%	19%	15%	16%	13%	16%	18%	24%	18%	15%	17%	16%	19%	20%	17%	18%	16%	17%	15%	16%	27%	18%	18%	18%	18%	16%	17%	18%	21%	20%	22%	23%	18%	22%	24%	18%
Chile																																			61%	60%	56%
China	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%	57%	59%
France	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%	16%	13%
Germany	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%	24%	16%
Great Britain	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%	12%	12%	14%
Hungary	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%	17%	18%
India	67%	59%	61%	66%	63%	56%	62%	63%	58%	56%	62%	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%
Israel	15%	18%	13%	18%	11%	10%	14%	10%	11%	11%	15%	13%	13%	9%	14%	17%	12%	14%	13%	13%	10%	9%	17%	16%	12%	16%	15%	15%	14%	12%	10%	15%	14%	18%	17%	18%
Italy	11%	13%	11%	12%	12%	11%	11%	10%	13%	14%	14%	12%	11%	11%	9%	12%	9%	8%	10%	9%	10%	10%	8%	11%	8%	8%	12%	9%	9%	7%	11%	12%	8%	10%	13%	15%	
Japan	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%	12%	14%
Malaysia																																			25%	23%	26%
Mexico	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%	35%	28%
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%
Poland	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%	24%	25%
Russia	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%	19%	20%
Saudi Arabia	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%	52%	64%	55%	52%	45%	52%	55%	56%	57%	55%	53%
Serbia																								11%	15%	20%	18%	15%	19%	15%	15%	16%	16%	17%	18%	19%	
South Africa	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%	38%	47%
South Korea	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%	24%	24%
Spain	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%	19%	17%
Sweden	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%	25%	28%
Turkey	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%	30%	33%
United States	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%	39%	34%	31%	36%	34%	33%	33%	35%	34%

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

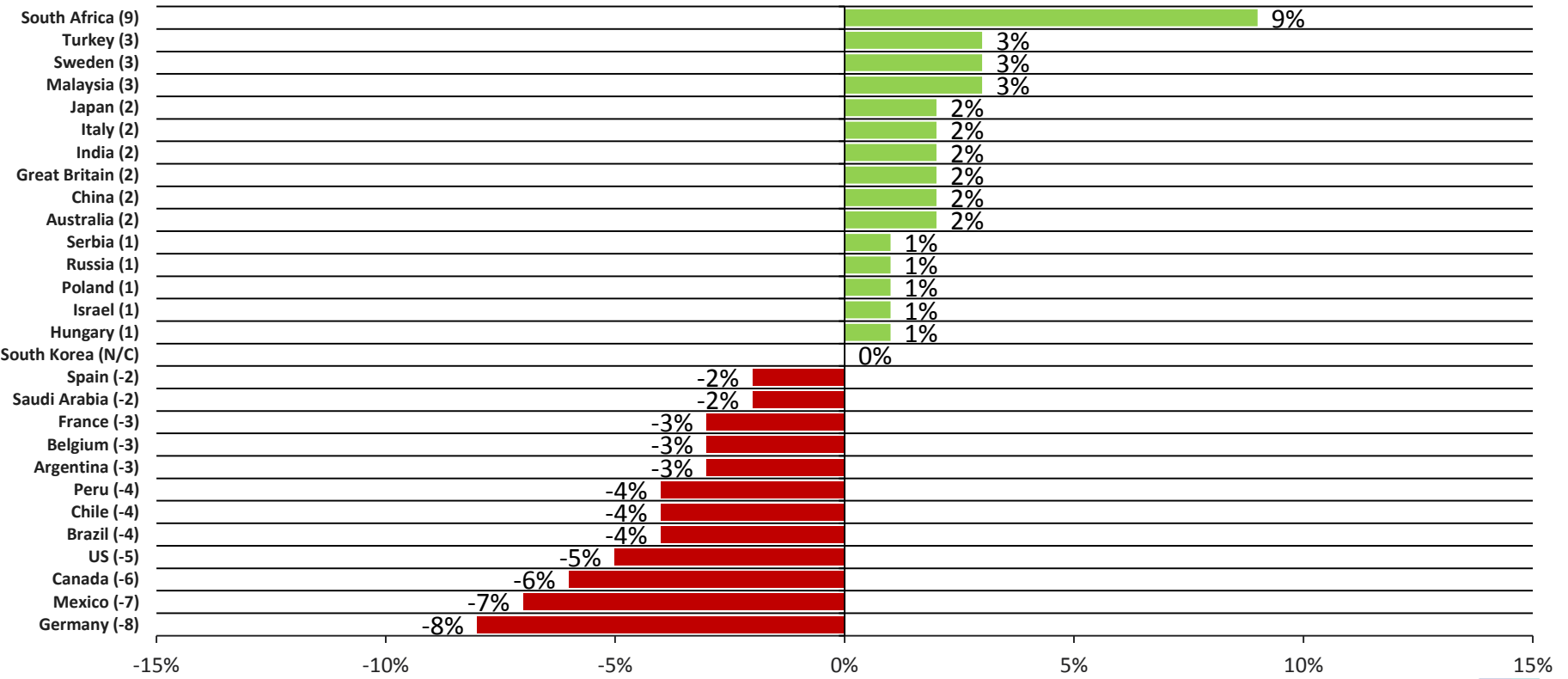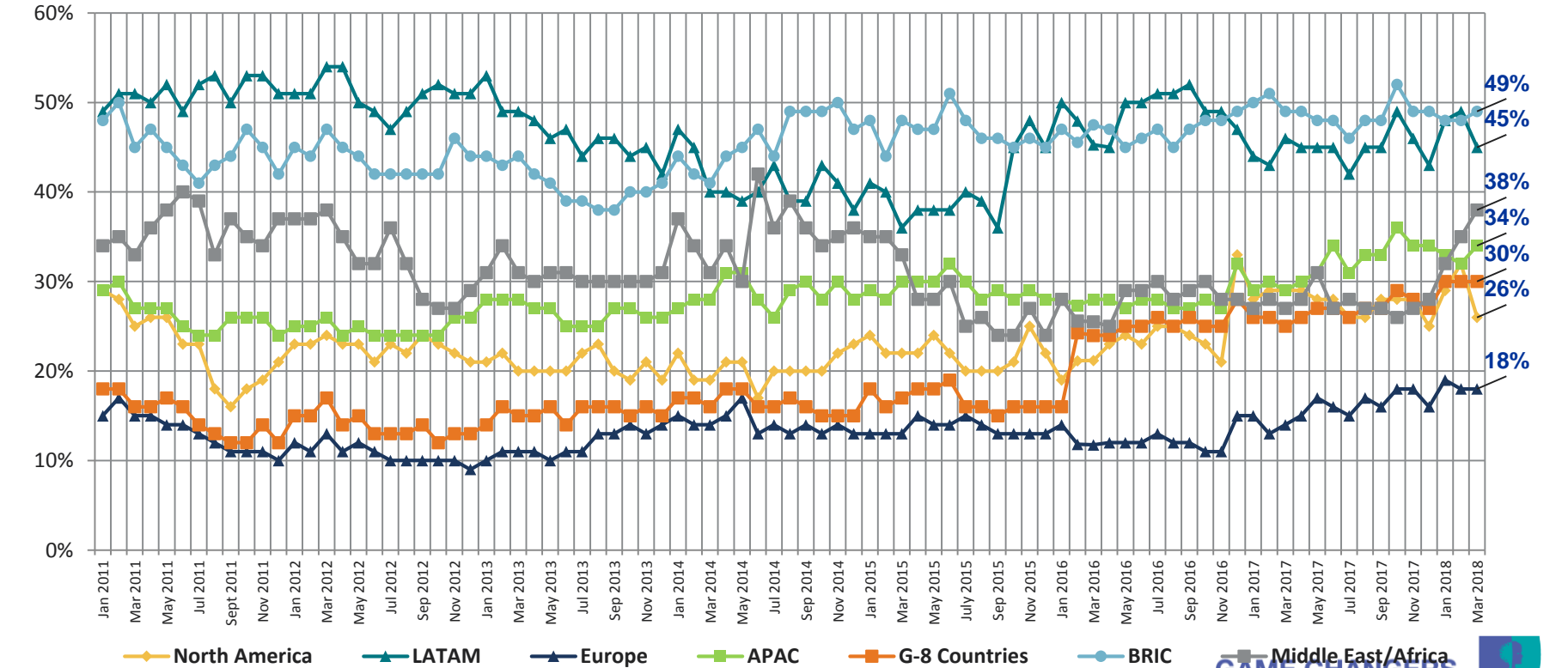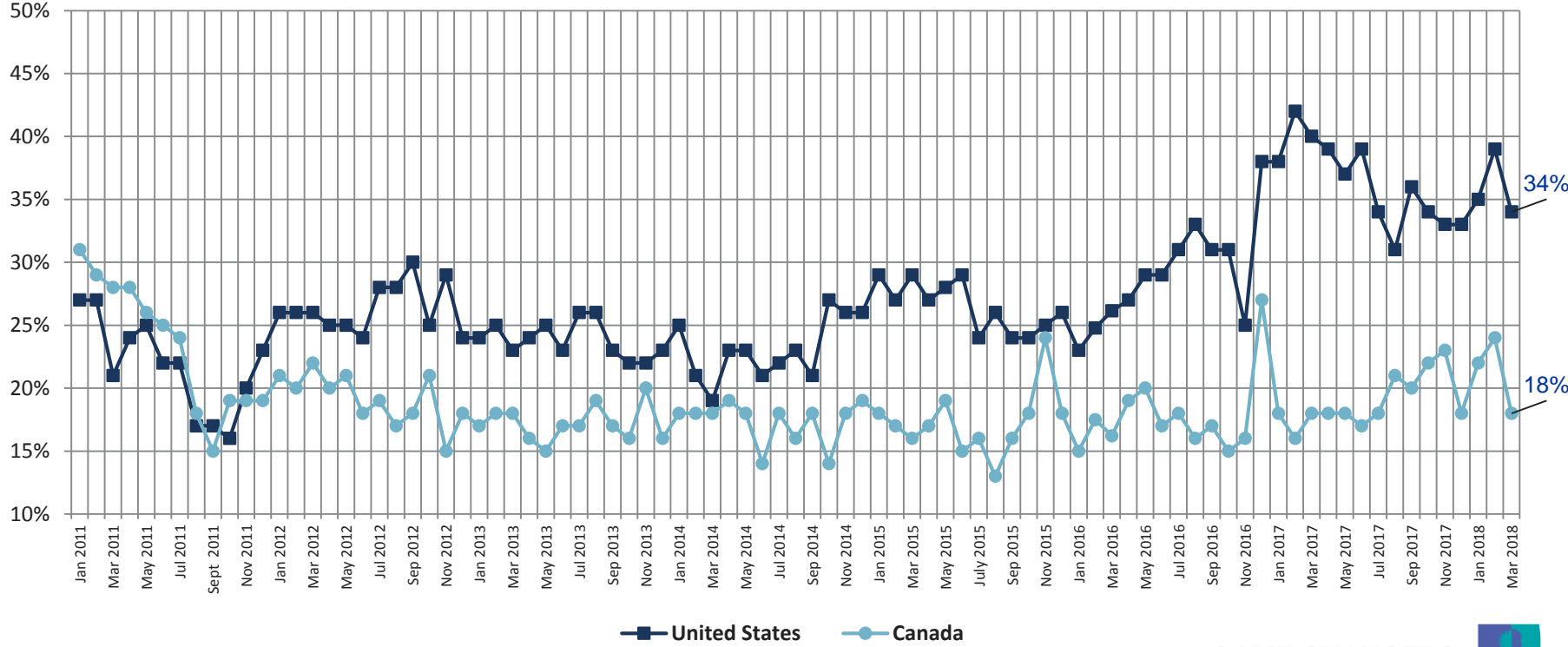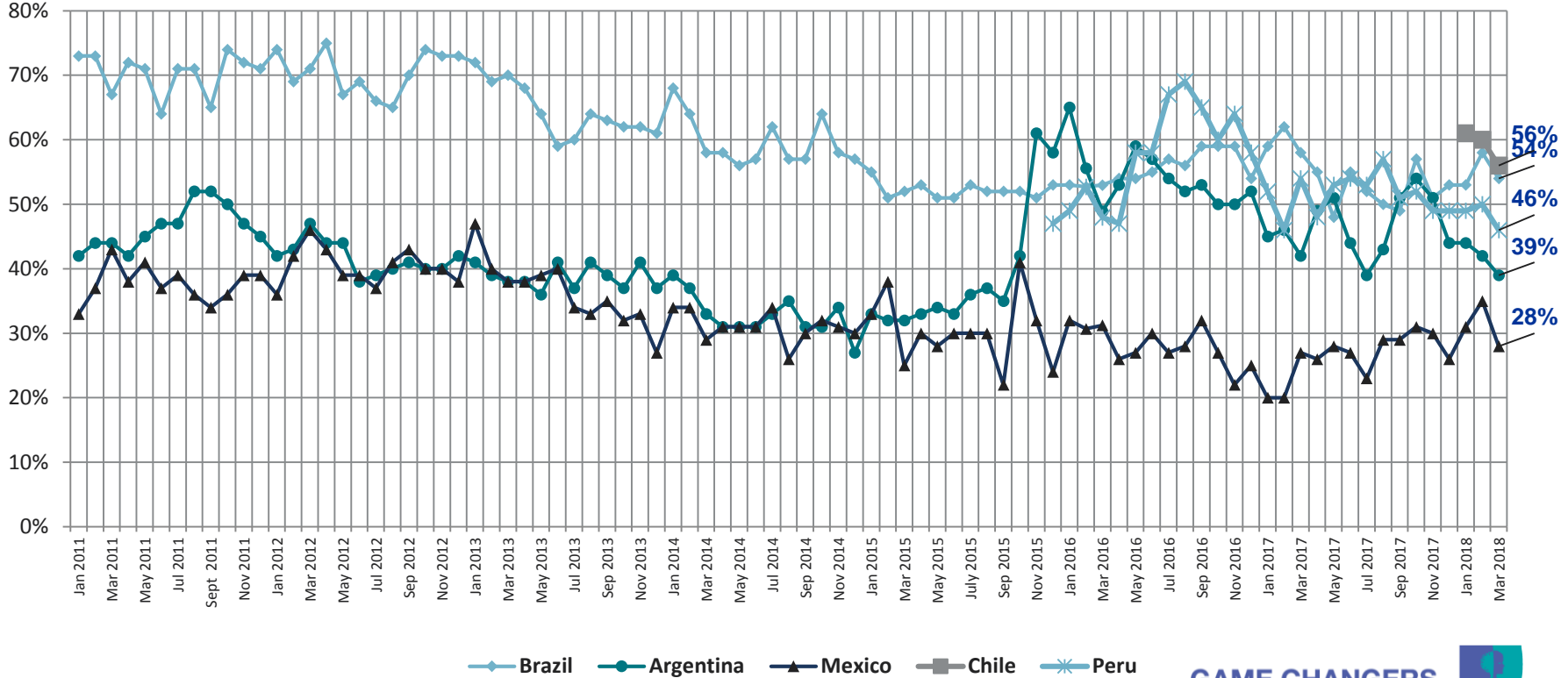# Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):

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

% Very Good / Somewhat Good

Country	%
All Countries (N/C)	30%
South Africa (9)	47%
Malaysia (3)	26%
Sweden (3)	28%
Turkey (3)	33%
Australia (2)	22%
China (2)	59%
Great Britain (2)	14%
India (2)	62%
Italy (2)	15%
Japan (2)	14%
Hungary (1)	18%
Israel (1)	18%
Poland (1)	25%
Russia (1)	20%
Serbia (1)	19%
South Korea (N/C)	24%
Saudi Arabia (-2)	53%
Spain (-2)	17%
Argentina (-3)	39%
Belgium (-3)	12%
France (-3)	13%
Brazil (-4)	54%
Chile (-4)	56%
Peru (-4)	46%
US (-5)	34%
Canada (-6)	18%
Mexico (-7)	28%
Germany (-8)	16%

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

Country	Value
South Africa (9)	9%
Turkey (3)	3%
Sweden (3)	3%
Malaysia (3)	3%
Japan (2)	2%
Italy (2)	2%
India (2)	2%
Great Britain (2)	2%
China (2)	2%
Australia (2)	2%
Serbia (1)	1%
Russia (1)	1%
Poland (1)	1%
Israel (1)	1%
Hungary (1)	1%
South Korea (N/C)	0%
Spain (-2)	-2%
Saudi Arabia (-2)	-2%
France (-3)	-3%
Belgium (-3)	-3%
Argentina (-3)	-3%
Peru (-4)	-4%
Chile (-4)	-4%
Brazil (-4)	-4%
US (-5)	-5%
Canada (-6)	-6%
Mexico (-7)	-7%
Germany (-8)	-8%

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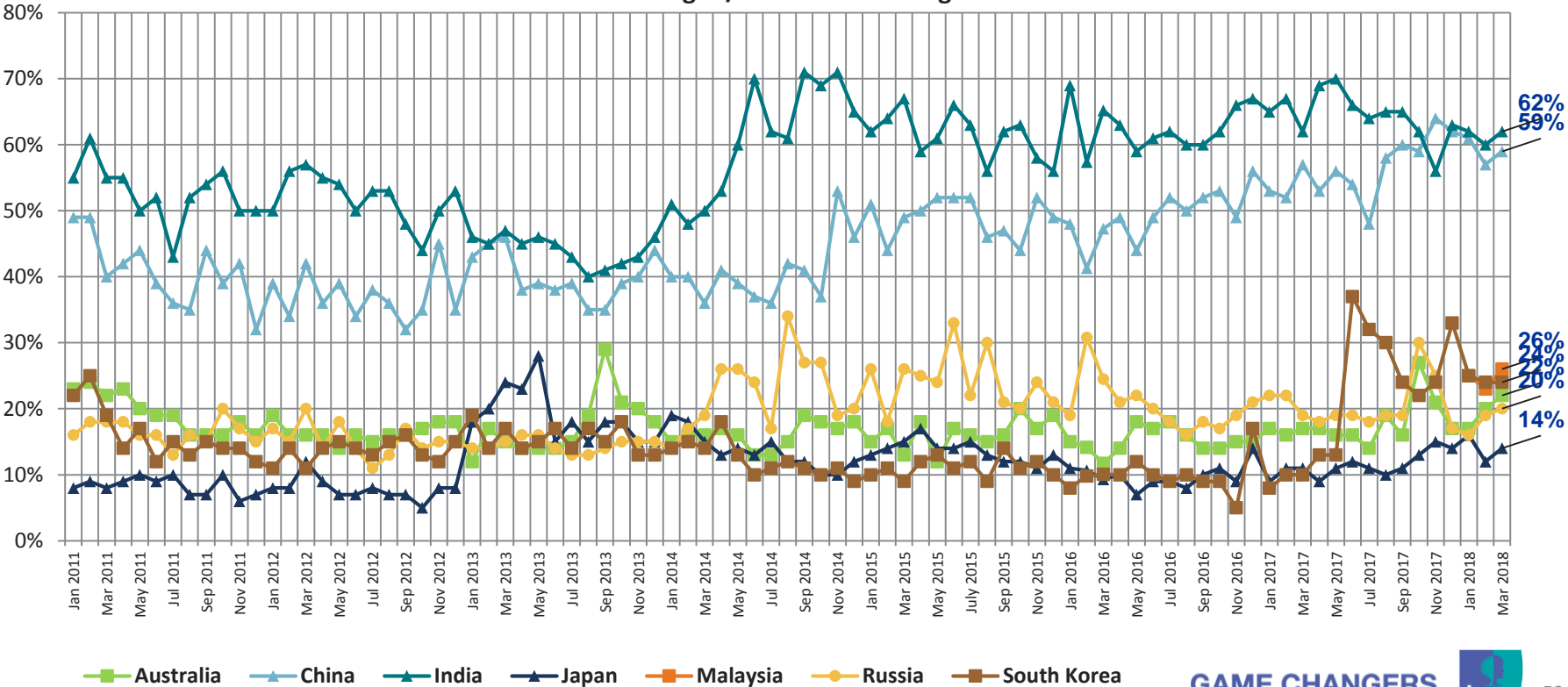
% Much Stronger / Somewhat Stronger

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

Values labeled at right: 49%, 45%, 38%, 34%, 30%, 26%, 18%

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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

United States — 34%
Canada — 18%

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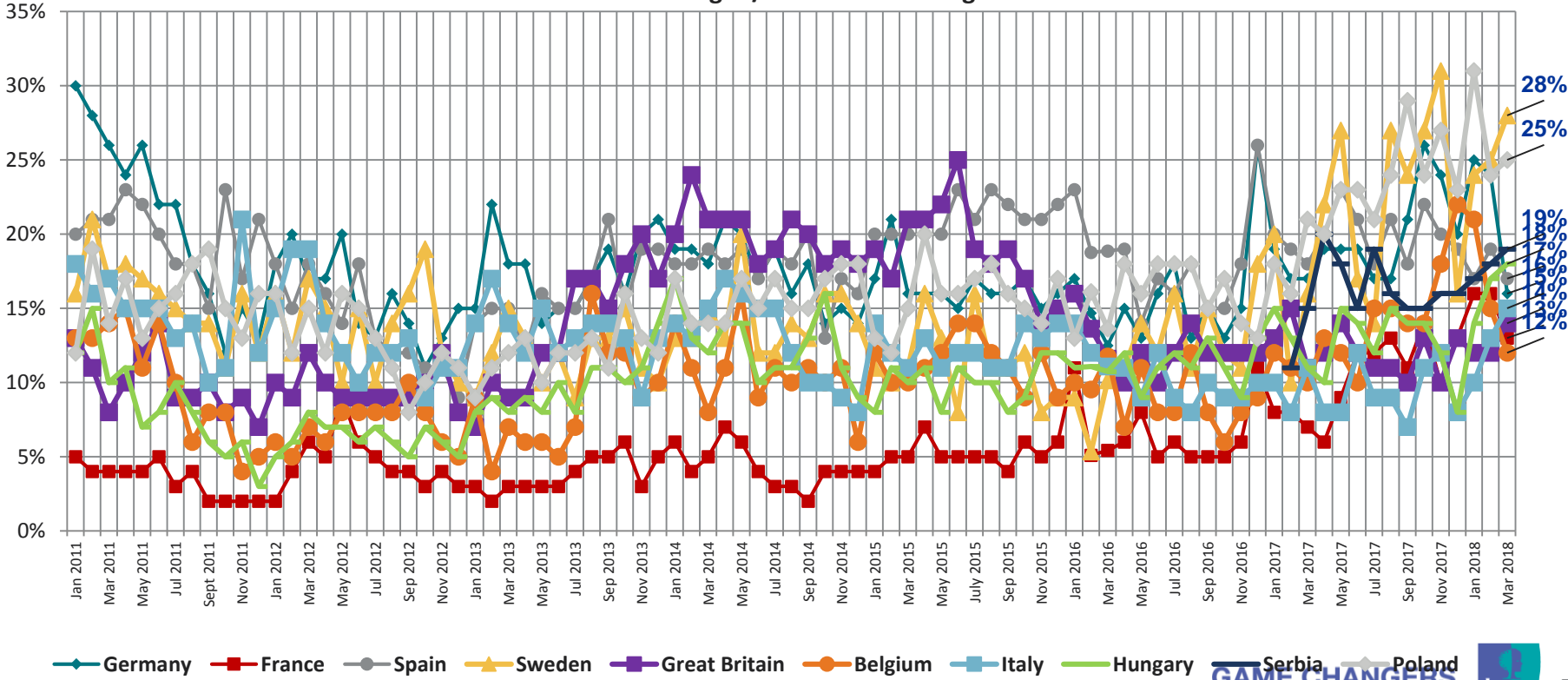
Looking ahead 6 months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

▼4

LATAM 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, Argentina, Mexico, Chile, Peru

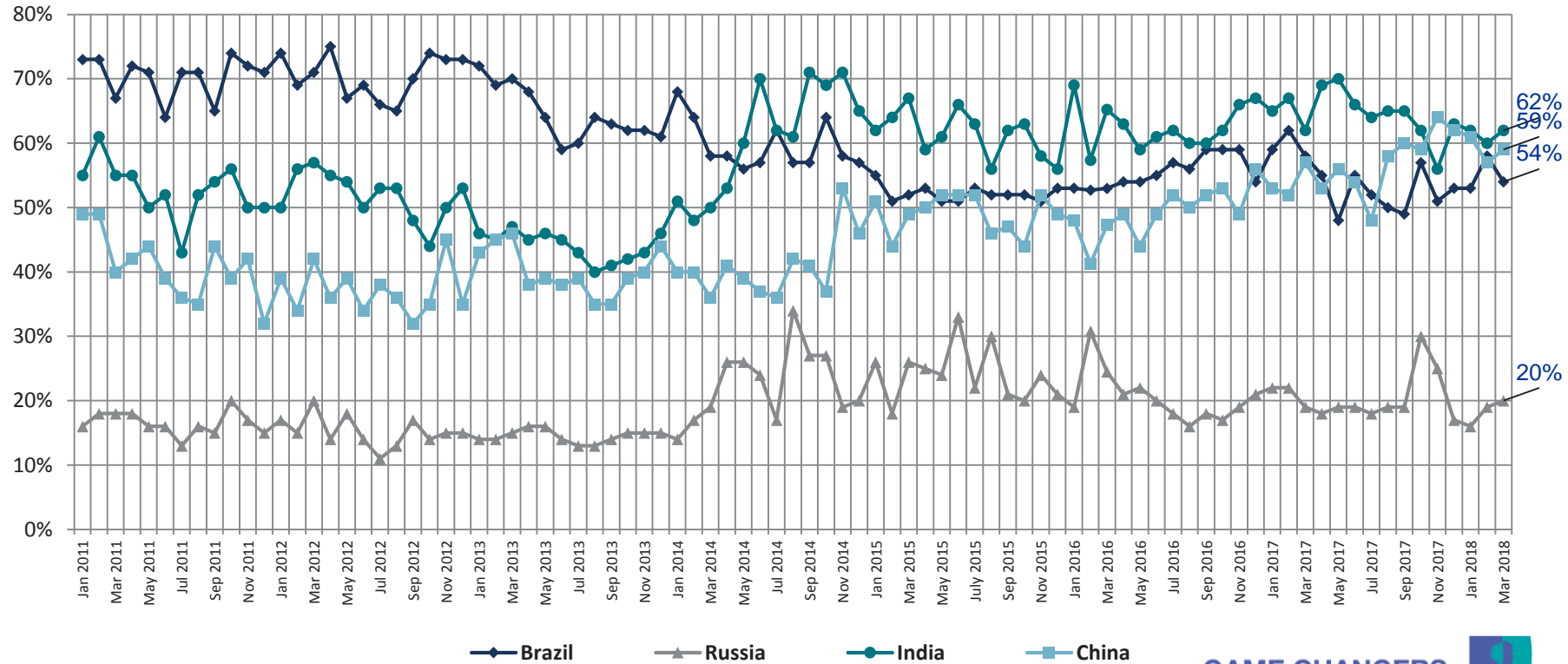Labeled end values: **56%**, **54%**, **46%**, **39%**, **28%**

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

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

End values: 62%, 59%, 26%, 24%, 22%, 20%, 14%

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
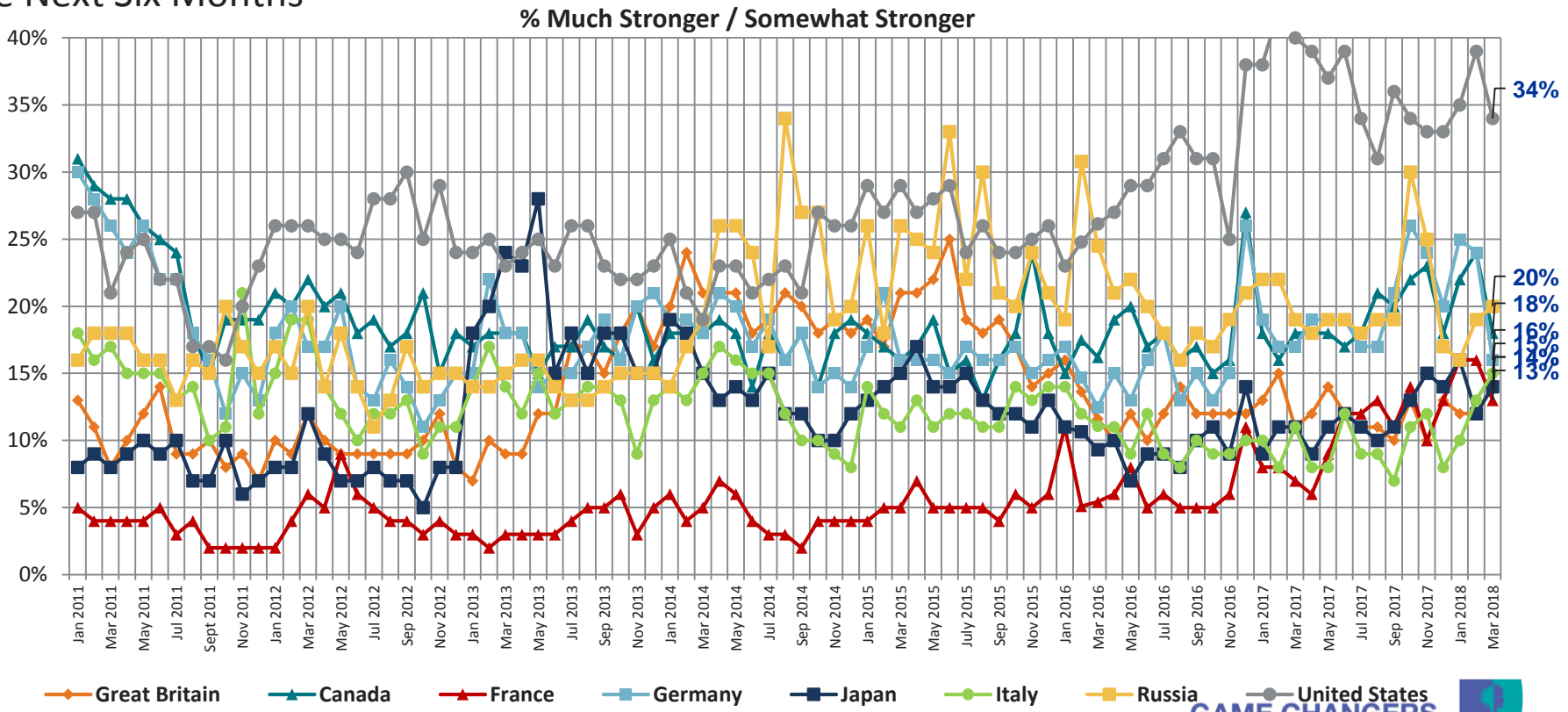

% Much Stronger / Somewhat Stronger

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▲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

Brazil: 20%
India: 62%
Brazil: 59%
China: 54%

Legend: ◆ Brazil ▲ Russia ● India ■ China

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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?
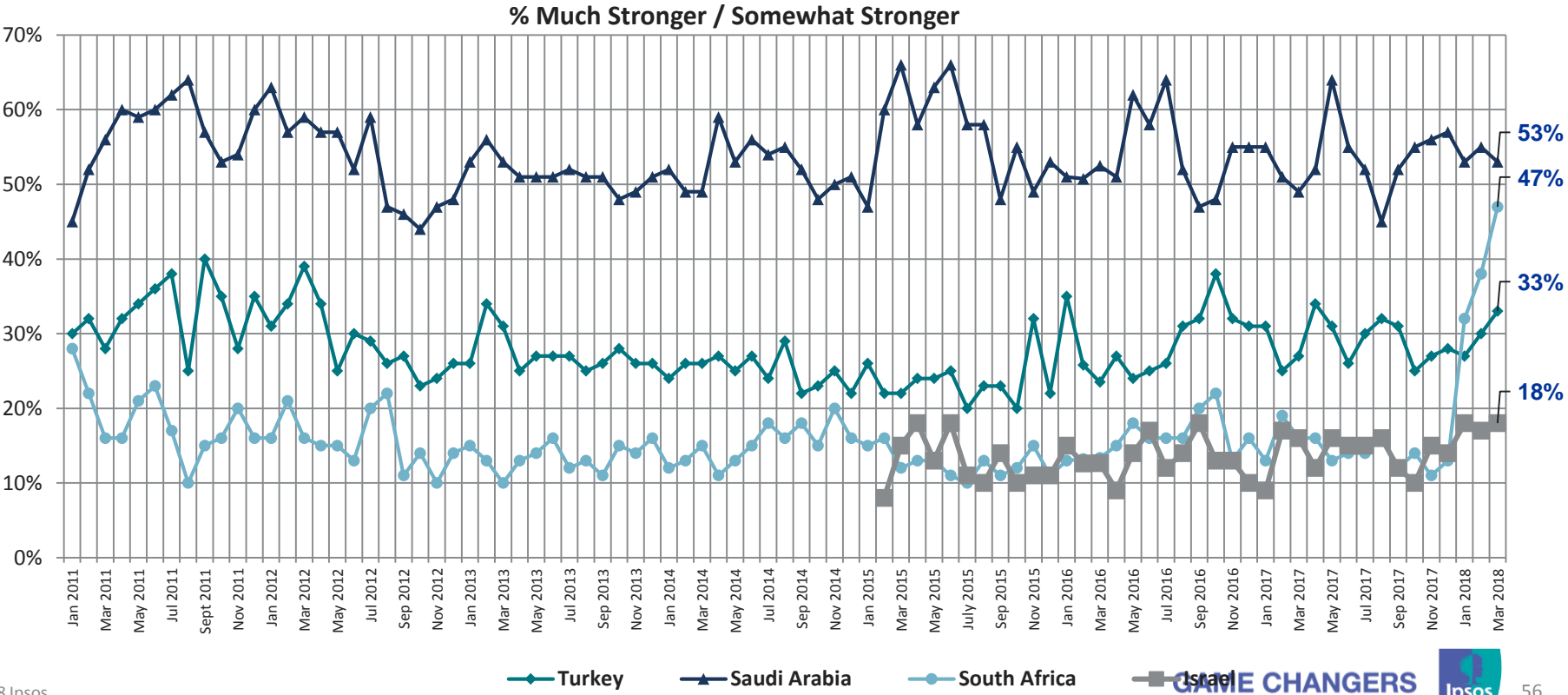
▼2

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

% Much Stronger / Somewhat Stronger

Legend: 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?

▲3

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

Legend: Turkey, Saudi Arabia, South Africa, Israel

End values: 53%, 47%, 33%, 18%

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