

# *Global Advisor*

## **The Economic Pulse of the World**

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

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

- The survey instrument is conducted monthly in 28 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, Chile, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.
- For the results of the survey presented herein, an international sample of 21,268 adults aged 18-64 in the US, Israel and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Chile, Hungary, Israel, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.1 percentage points and of 500 accurate to +/- 4.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.
- 15 of the 28 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, and United States).
- Brazil, China, Chile, India, Israel, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Serbia, South Africa and Turkey produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens. We refer to these respondents as “Upper Deck Consumer Citizens”. They are not nationally representative of their country.

## ANALYTIC COMPONENTS...

There are three analytic components that make up the findings of this monthly Economic Pulse report. Each question is tracked and analyzed from questions dealing with:

### ① The currently perceived macroeconomic state of the respondent's country:

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

### ② The currently perceived state of the local economy:

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

### ③ A six month outlook for the local economy:

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



# THE WORLD at a GLANCE

# Global Average of National Economic Assessment Unchanged: 47%

- The average global economic assessment of national economies surveyed in 28 countries is remains unchanged this wave with 47% of global citizens rating their national economies as 'good'.
- Despite losing 5 points since last sounding, China (84%) remains at the top spot in the national economic assessment category this month, followed by Germany (83%), Saudi Arabia (81%), India (74%), Israel (66%), Sweden (65%), the United States (63%), Australia (62%), Belgium (58%) and Poland (57%). Brazil (15%) has the lowest spot in this assessment, followed by Italy (18%), Argentina (21%), Spain (22%), South Africa (22%), Mexico (26%), France (28%), Hungary (31%) and Turkey (32%).
- *Countries with the greatest improvements in this wave:* Belgium (58%, +8 pts.), Poland (57%, +7 pts.), Great Britain (51%, +6 pts.), South Korea (33%, +5 pts.), Malaysia (45%, +5 pts.), Israel (66%, +4 pts.), Hungary (31%, +3 pts.), Germany (83%, +3 pts.), Russia (35%, +2 pts.) and Mexico (26%, +2 pts.).
- *Countries with the greatest declines:* Argentina (21%, -9 pts.), Canada (55%, -7 pts.), South Africa (22%, -7 pts.), China (84%, -5 pts.), Turkey (32%, -5 pts.), Chile (52%, -4 pts.), Sweden (65%, -4 pts.), the United States (63%, -3 pts.), India (74%, -2 pts.) and Italy (18%, -2 pts.).

# Global Average of Local Economic Assessment (36%) Up One Point

- When asked to assess their local economy, over one third (36%) of those surveyed in 28 countries agree that the state of the current economy in their local area is 'good'. The local economic assessment is up one point since last sounding.
- China (72%) is the top country in the local assessment category once again, followed by Israel (66%), Saudi Arabia (62%), Germany (58%), the United States (58%), Sweden (57%), India (55%), Chile (46%), Canada (42%), Australia (41%) and Poland (38%). Serbia (14%) is the lowest ranked country in this category this month, followed by Italy (15%), Japan (18%), Spain (18%), Mexico (20%), South Africa (20%), Argentina (20%), Brazil (21%), Hungary (21%), Russia (23%) and France (24%).
- *Countries with the greatest improvements in this wave:* Russia (23%, +8 pts.), Poland (38%, +8 pts.), Malaysia (35%, +7 pts.), South Korea (28%, +4 pts.), Great Britain (35%, +3 pts.), Brazil (21%, +3 pts.), Belgium (36%, +3 pts.), the United States (58%, +2 pts.), Sweden (57%, +2 pts.), Peru (30%, +2 pts.) and Germany (58%, +2 pts.).
- *Countries with the greatest declines in this wave:* Chile (46%, -7 pts.), Italy (15%, -4 pts.), Argentina (20%, -3 pts.), Canada (42%, -3 pts.), China (72%, -3 pts.), India (55%, -3 pts.) and South Africa (20%, -3 pts.).

# Global Average of Future Outlook for Local Economy (29%) Unchanged

- The future outlook is down one point since last sounding, with nearly one third (29%) of global citizens surveyed in 28 countries expecting their local economy to be stronger six months from now.
- Saudi Arabia (61%) is at the top of this assessment category this wave, followed by China (59%), India (57%), Chile (55%), Brazil (54%), Peru (52%), Argentina (37%), the United States (37%), Mexico (35%), South Korea (33%) and Turkey (29%). Italy (10%) has the lowest future outlook score this month, followed by France (11%), Japan (12%), Belgium (12%), Hungary (15%), Sweden (16%), Israel (17%), Spain (17%), Canada (18) and Germany (18%).
- *Countries with the greatest improvements in this wave:* South Korea (33%, +9 pts.), Great Britain (19%, +7 pts.), Poland (27%, +5 pts.), Turkey (29%, +4 pts.), Saudi Arabia (61%, +4 pts.), the United States (37%, +3 pts.), Malaysia (26%, +3 pts.), Australia (19%, +3 pts.), Sweden (16%, +2 pts.), Mexico (35%, +2 pts.) and China (59%, +2 pts.).
- *Countries with the greatest declines in this wave:* Hungary (15%, -16 pts.), Argentina (37%, -5 pts.), Italy (10%, -5 pts.), Russia (19%, -5 pts.), South Africa (25%, -5 pts.), Chile (55%, -4 pts.), Spain (17%, -4 pts.), Belgium (12%, -3 pts.) and Israel (17%, -2 pts.).

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



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...

| <b>REGION</b><br><b>(in descending</b><br><b>order by NET)</b> | <b>NET</b><br><b>'Good'</b> | <b>CHANGE</b><br><b>(since last sounding)</b> |
|--|-----------------------------|---|
| North America  | 59%                         | -5%   |
| APAC   | 54%                         | 0%  |
| BRIC   | 52%                         | -1%   |
| Middle East/Africa   | 50%                         | -2%   |
| G-8 Countries  | 46%                         | 0%  |
| Europe   | 45%                         | 2%  |
| LATAM  | 34%                         | -2%   |

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

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...

| <b>REGION<br/>(in descending<br/>order by NET)</b> | <b>NET<br/>'Strong'<br/>Top 3 Box<br/>(5-6-7)</b> | <b>CHANGE<br/>(since last sounding)</b> |
|--|---|---|
| North America                                      | 50%   | 0%                                      |
| Middle East/Africa                                 | 44%   | 0%                                      |
| BRIC   | 43%   | 1%                                      |
| APAC   | 39%   | 0%                                      |
| G-8 Countries                                      | 34%   | 1%                                      |
| Europe   | 32%   | 2%                                      |
| LATAM  | 27%   | -1%                                     |

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

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...

| <b>REGION<br/>(in descending<br/>order by NET)</b> | <b>NET<br/>'Stronger'</b> | <b>CHANGE<br/>(since last sounding)</b> |
|--|---------------------------|---|
| <b>BRIC</b>  | <b>47%</b>                | <b>-1%</b>                              |
| <b>LATAM</b>                                       | <b>46%</b>                | <b>-2%</b>                              |
| <b>APAC</b>  | <b>33%</b>                | <b>1%</b>                               |
| <b>Middle East/Africa</b>                          | <b>33%</b>                | <b>0%</b>                               |
| <b>North America</b>                               | <b>28%</b>                | <b>2%</b>                               |
| <b>G-8 Countries</b>                               | <b>18%</b>                | <b>0%</b>                               |
| <b>Europe</b>                                      | <b>16%</b>                | <b>-2%</b>                              |

# DETAILED FINDINGS



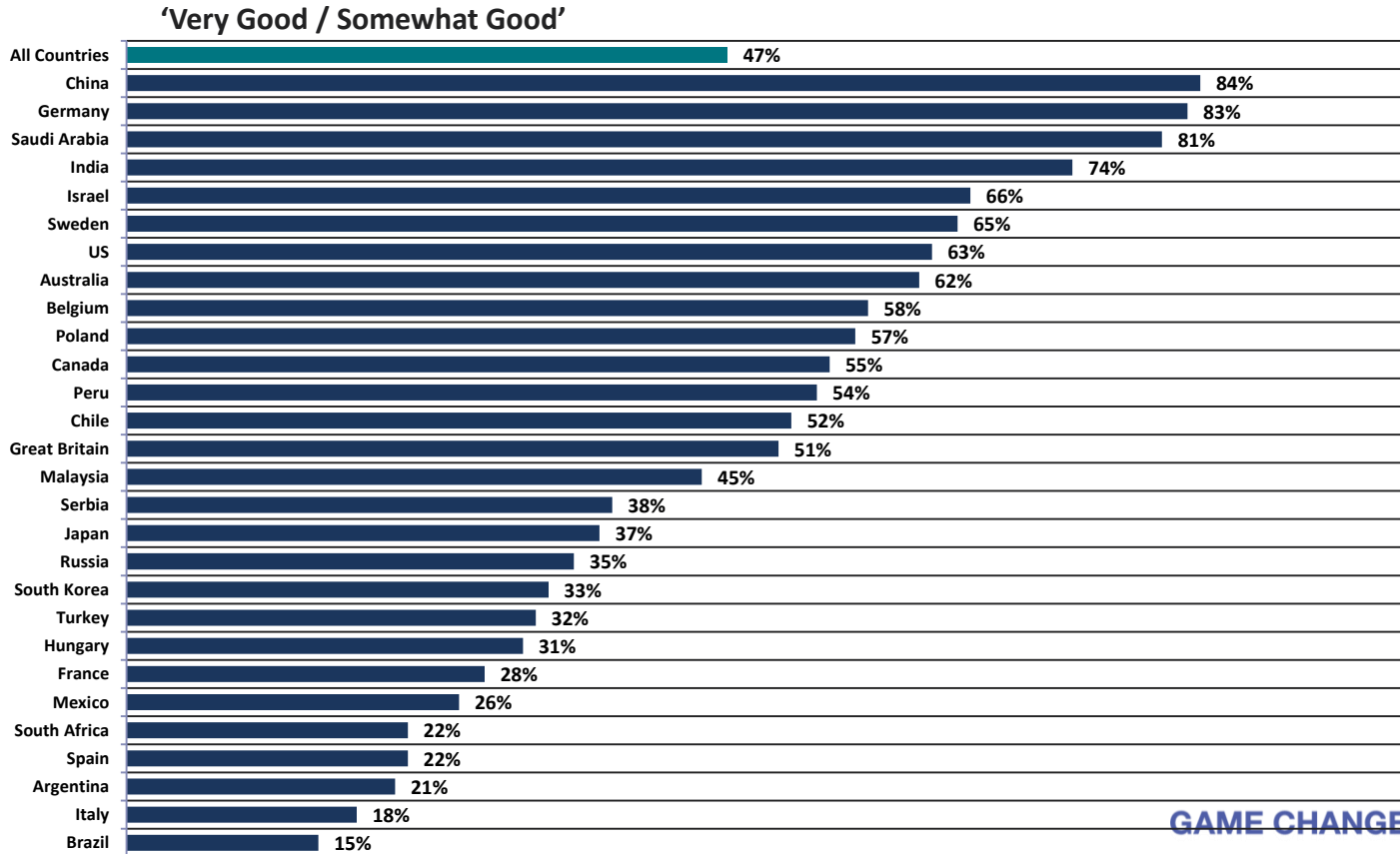
# 1 Assessing The Current Economic Situation .....

## 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”

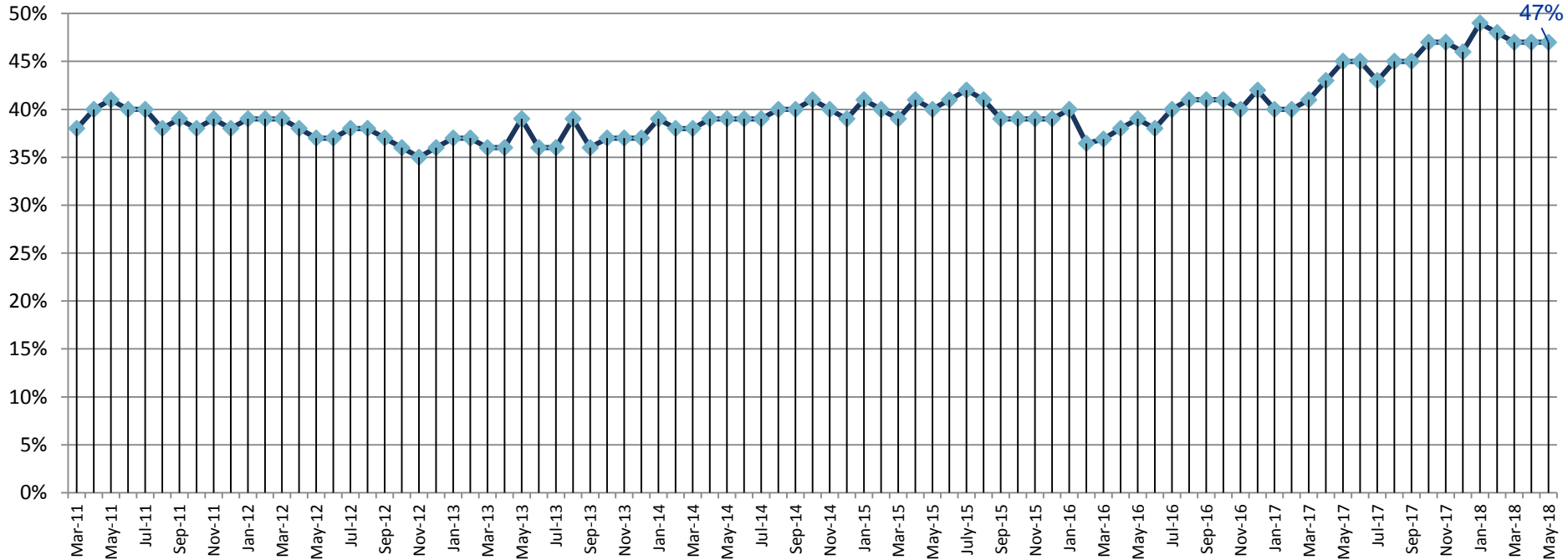




Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

# 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?

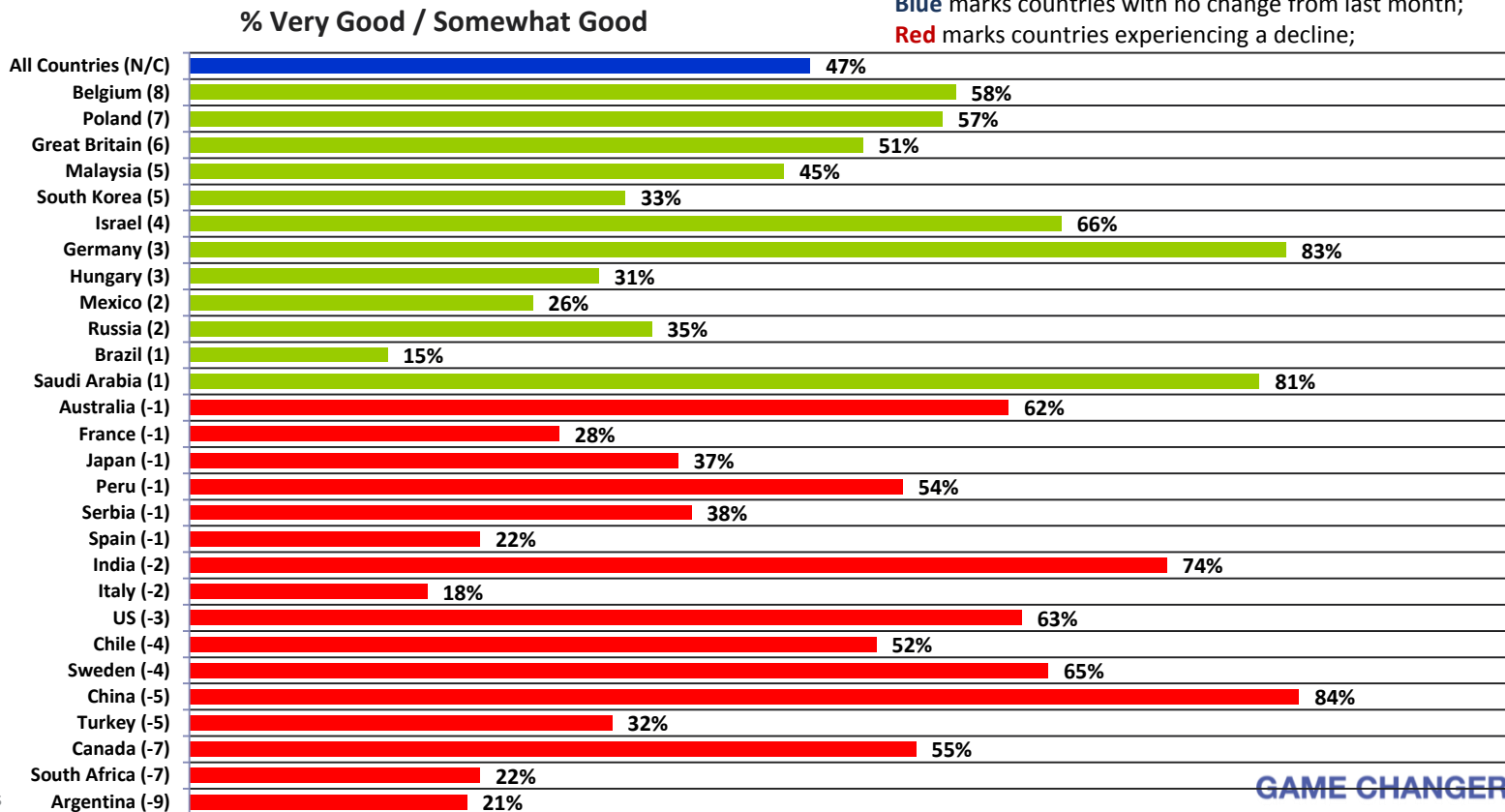
## For All Countries Tracked: Citizens Assess the Current Economic Situation in their Country as “Good”

|                      | May '15 | June '15 | July '15 | Aug '15 | Sep '15 | Oct '15 | Nov '15 | Dec '15 | Jan '16 | Feb '16 | Mar '16 | Apr '16 | May '16 | Jun '16 | Jul '16 | Aug '16 | Sep '16 | Oct '16 | Nov '16 | Dec '16 | Jan '17 | Feb '17 | Mar '17 | Apr '17 | May '17 | Jun '17 | Jul '17 | Aug '17 | Sep '17 | Oct '17 | Nov '17 | Dec '17 | Jan '18 | Feb '18 | Mar '18 | Apr '18 | May '18 |     |  |
|----------------------|---------|----------|----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----|--|
| <b>Total</b>         | 40%     | 41%      | 42%      | 41%     | 39%     | 39%     | 39%     | 39%     | 40%     | 36%     | 37%     | 38%     | 39%     | 38%     | 40%     | 41%     | 41%     | 41%     | 40%     | 42%     | 40%     | 40%     | 41%     | 43%     | 45%     | 45%     | 43%     | 45%     | 45%     | 47%     | 47%     | 46%     | 49%     | 48%     | 47%     | 47%     | 47%     |     |  |
| <b>Argentina</b>     | 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%     | 30%     | 21%     |     |  |
| <b>Australia</b>     | 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%     | 69%     | 64%     | 63%     | 62%     |     |  |
| <b>Belgium</b>       | 38%     | 44%      | 46%      | 45%     | 42%     | 35%     | 43%     | 35%     | 40%     | 38%     | 39%     | 33%     | 36%     | 27%     | 33%     | 39%     | 37%     | 28%     | 33%     | 36%     | 37%     | 41%     | 34%     | 45%     | 47%     | 49%     | 48%     | 46%     | 45%     | 51%     | 53%     | 58%     | 56%     | 52%     | 54%     | 50%     | 58%     |     |  |
| <b>Brazil</b>        | 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%     | 14%     | 15%     |     |  |
| <b>Chile</b>         |         |          |          |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |     |  |
| <b>Canada</b>        | 63%     | 60%      | 65%      | 47%     | 45%     | 51%     | 52%     | 51%     | 44%     | 34%     | 36%     | 49%     | 52%     | 53%     | 57%     | 59%     | 56%     | 54%     | 53%     | 61%     | 52%     | 55%     | 56%     | 59%     | 56%     | 59%     | 62%     | 69%     | 67%     | 67%     | 68%     | 61%     | 65%     | 55%     | 56%     | 56%     | 52%     |     |  |
| <b>China</b>         | 76%     | 75%      | 72%      | 70%     | 68%     | 69%     | 72%     | 74%     | 66%     | 61%     | 67%     | 67%     | 65%     | 69%     | 71%     | 72%     | 72%     | 76%     | 76%     | 79%     | 74%     | 76%     | 78%     | 80%     | 81%     | 82%     | 78%     | 84%     | 86%     | 84%     | 87%     | 86%     | 90%     | 88%     | 88%     | 89%     | 84%     |     |  |
| <b>France</b>        | 11%     | 12%      | 11%      | 11%     | 10%     | 14%     | 12%     | 13%     | 18%     | 9%      | 12%     | 12%     | 13%     | 11%     | 13%     | 16%     | 13%     | 11%     | 14%     | 21%     | 16%     | 14%     | 17%     | 15%     | 17%     | 25%     | 24%     | 22%     | 23%     | 25%     | 25%     | 27%     | 34%     | 35%     | 32%     | 29%     | 28%     |     |  |
| <b>Germany</b>       | 76%     | 75%      | 78%      | 79%     | 77%     | 73%     | 71%     | 74%     | 79%     | 72%     | 67%     | 74%     | 73%     | 74%     | 78%     | 76%     | 75%     | 75%     | 77%     | 76%     | 77%     | 74%     | 81%     | 79%     | 81%     | 82%     | 79%     | 80%     | 80%     | 80%     | 80%     | 80%     | 81%     | 79%     | 79%     | 80%     | 83%     |     |  |
| <b>Great Britain</b> | 51%     | 55%      | 49%      | 48%     | 53%     | 48%     | 45%     | 45%     | 48%     | 49%     | 49%     | 39%     | 44%     | 48%     | 37%     | 42%     | 45%     | 50%     | 41%     | 38%     | 43%     | 44%     | 44%     | 48%     | 47%     | 42%     | 39%     | 40%     | 36%     | 41%     | 40%     | 35%     | 43%     | 41%     | 45%     | 45%     | 51%     |     |  |
| <b>Hungary</b>       | 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%     | 28%     | 31%     |     |  |
| <b>India</b>         | 78%     | 83%      | 82%      | 79%     | 79%     | 82%     | 76%     | 79%     | 84%     | 76%     | 82%     | 81%     | 80%     | 81%     | 81%     | 83%     | 84%     | 82%     | 86%     | 79%     | 78%     | 80%     | 77%     | 82%     | 83%     | 82%     | 80%     | 82%     | 80%     | 74%     | 76%     | 81%     | 81%     | 77%     | 79%     | 76%     | 74%     |     |  |
| <b>Israel</b>        | 47%     | 48%      | 51%      | 53%     | 52%     | 44%     | 42%     | 46%     | 42%     | 47%     | 43%     | 52%     | 42%     | 48%     | 50%     | 48%     | 52%     | 53%     | 49%     | 46%     | 46%     | 48%     | 54%     | 57%     | 60%     | 59%     | 52%     | 57%     | 50%     | 58%     | 57%     | 57%     | 60%     | 65%     | 58%     | 62%     | 66%     |     |  |
| <b>Italy</b>         | 9%      | 11%      | 10%      | 12%     | 14%     | 13%     | 13%     | 16%     | 13%     | 14%     | 13%     | 14%     | 14%     | 14%     | 13%     | 15%     | 13%     | 15%     | 14%     | 18%     | 15%     | 15%     | 16%     | 12%     | 14%     | 17%     | 14%     | 16%     | 17%     | 17%     | 17%     | 17%     | 18%     | 18%     | 20%     | 18%     |         |     |  |
| <b>Japan</b>         | 31%     | 30%      | 36%      | 30%     | 27%     | 29%     | 26%     | 27%     | 29%     | 26%     | 23%     | 21%     | 19%     | 19%     | 21%     | 23%     | 26%     | 29%     | 28%     | 38%     | 29%     | 32%     | 30%     | 34%     | 34%     | 38%     | 37%     | 34%     | 34%     | 39%     | 40%     | 37%     | 42%     | 39%     | 41%     | 38%     | 37%     |     |  |
| <b>Malaysia</b>      |         |          |          |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |     |  |
| <b>Mexico</b>        | 16%     | 28%      | 33%      | 20%     | 21%     | 23%     | 27%     | 24%     | 24%     | 17%     | 23%     | 24%     | 20%     | 19%     | 14%     | 23%     | 20%     | 17%     | 20%     | 21%     | 14%     | 14%     | 17%     | 20%     | 27%     | 25%     | 22%     | 31%     | 31%     | 28%     | 27%     | 27%     | 31%     | 27%     | 22%     | 24%     | 26%     |     |  |
| <b>Peru</b>          |         |          |          |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |     |  |
| <b>Poland</b>        | 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%     | 63%     | 61%     | 59%     | 63%     | 55%     | 60%     | 55%     | 57% |  |
| <b>Russia</b>        | 43%     | 36%      | 37%      | 38%     | 34%     | 30%     | 29%     | 36%     | 32%     | 21%     | 28%     | 25%     | 28%     | 26%     | 27%     | 29%     | 28%     | 28%     | 29%     | 29%     | 33%     | 32%     | 33%     | 34%     | 35%     | 32%     | 36%     | 37%     | 34%     | 36%     | 44%     | 34%     | 42%     | 36%     | 36%     | 33%     | 35%     |     |  |
| <b>Saudi Arabia</b>  | 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%     | 80%     | 81%     |     |  |
| <b>Serbia</b>        |         |          |          |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |     |  |
| <b>South Africa</b>  | 17%     | 20%      | 17%      | 21%     | 16%     | 19%     | 18%     | 12%     | 12%     | 13%     | 9%      | 11%     | 17%     | 13%     | 12%     | 12%     | 17%     | 18%     | 15%     | 15%     | 16%     | 18%     | 18%     | 17%     | 13%     | 14%     | 9%      | 13%     | 14%     | 10%     | 15%     | 12%     | 19%     | 25%     | 30%     | 29%     | 22%     |     |  |
| <b>South Korea</b>   | 16%     | 15%      | 14%      | 14%     | 14%     | 18%     | 12%     | 13%     | 11%     | 13%     | 13%     | 13%     | 13%     | 10%     | 13%     | 14%     | 13%     | 15%     | 10%     | 15%     | 7%      | 7%      | 7%      | 10%     | 13%     | 23%     | 24%     | 24%     | 20%     | 25%     | 27%     | 30%     | 29%     | 26%     | 25%     | 28%     | 33%     |     |  |
| <b>Spain</b>         | 16%     | 13%      | 16%      | 20%     | 19%     | 17%     | 17%     | 17%     | 18%     | 14%     | 15%     | 15%     | 14%     | 13%     | 14%     | 16%     | 16%     | 15%     | 13%     | 17%     | 17%     | 16%     | 18%     | 21%     | 22%     | 22%     | 24%     | 25%     | 25%     | 28%     | 26%     | 21%     | 24%     | 17%     | 20%     | 23%     | 22%     |     |  |
| <b>Sweden</b>        | 65%     | 66%      | 66%      | 70%     | 65%     | 72%     | 63%     | 58%     | 65%     | 56%     | 63%     | 69%     | 68%     | 65%     | 74%     | 68%     | 70%     | 65%     | 66%     | 66%     | 69%     | 69%     | 70%     | 69%     | 77%     | 69%     | 72%     | 75%     | 72%     | 78%     | 75%     | 77%     | 71%     | 78%     | 77%     | 69%     | 65%     |     |  |
| <b>Turkey</b>        | 38%     | 32%      | 38%      | 39%     | 28%     | 29%     | 42%     | 40%     | 45%     | 36%     | 38%     | 40%     | 42%     | 39%     | 41%     | 40%     | 43%     | 50%     | 45%     | 37%     | 37%     | 29%     | 38%     | 39%     | 42%     | 37%     | 40%     | 41%     | 47%     | 40%     | 36%     | 37%     | 35%     | 37%     | 39%     | 37%     | 32%     |     |  |
| <b>United States</b> | 47%     | 44%      | 43%      | 48%     | 42%     | 43%     | 44%     | 45%     | 45%     | 44%     | 45%     | 46%     | 48%     | 48%     | 49%     | 53%     | 50%     | 48%     | 45%     | 55%     | 52%     | 55%     | 57%     | 59%     | 57%     | 62%     | 57%     | 61%     | 61%     | 63%     | 60%     | 61%     | 66%     | 64%     | 66%     | 66%     | 63%     |     |  |

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?

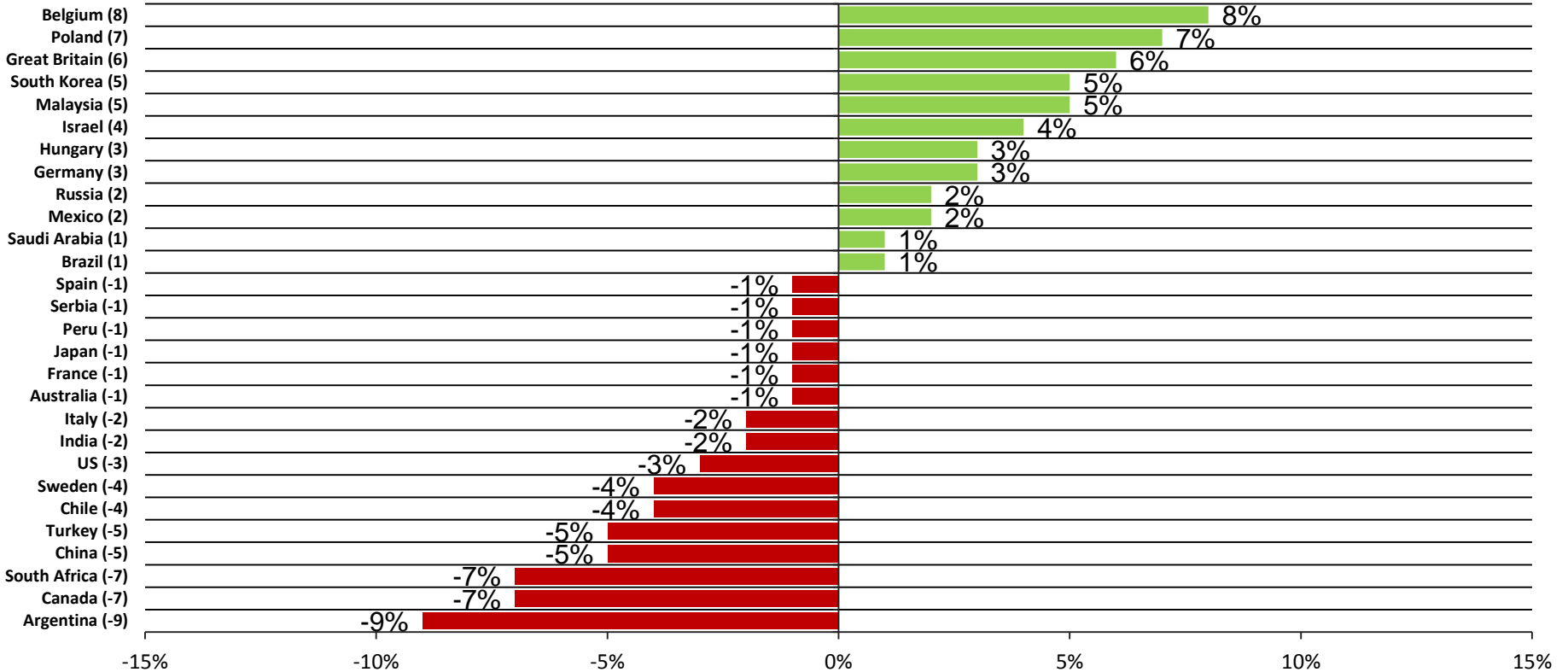
## Countries Ranked and Marked By Change In Assessment From Last Month (Left Column)

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



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

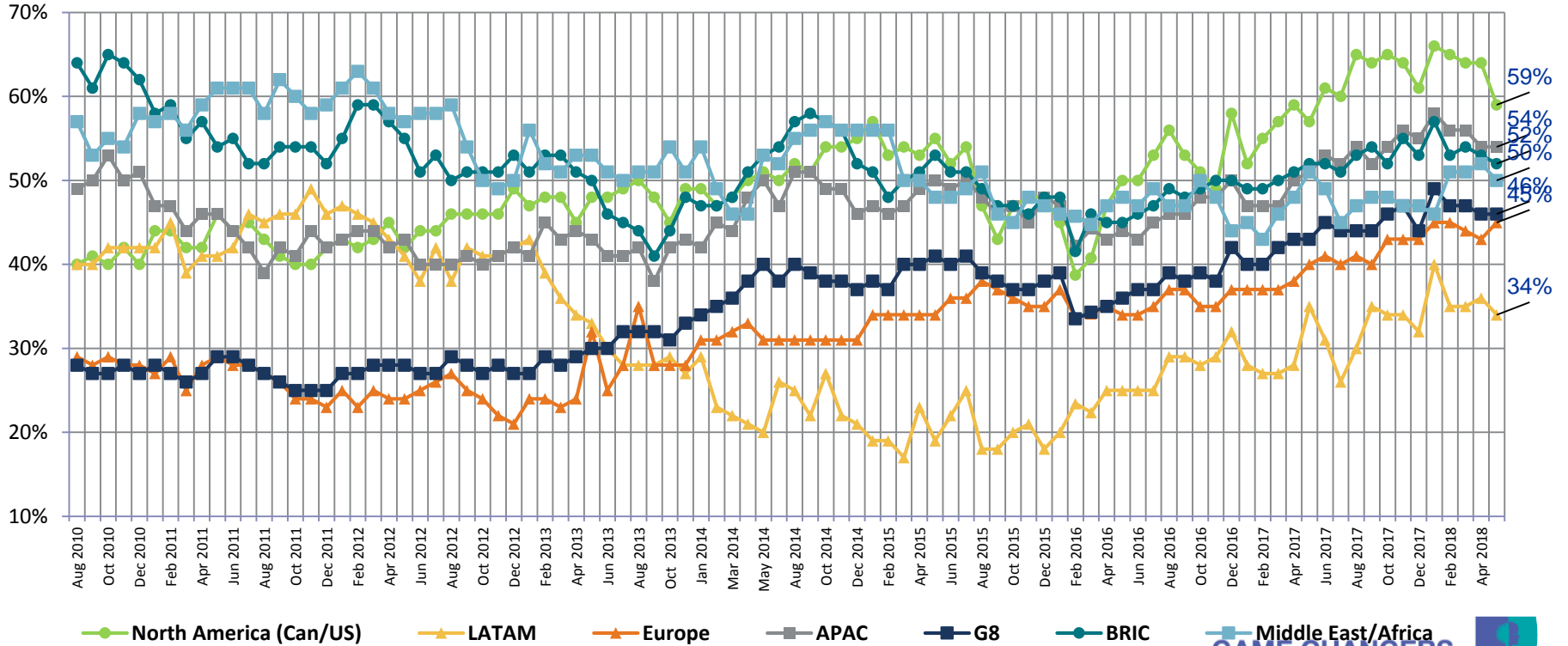
## Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:



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

# Assessing the Current Economic Situation by All Regions:

## Very Good / Somewhat Good

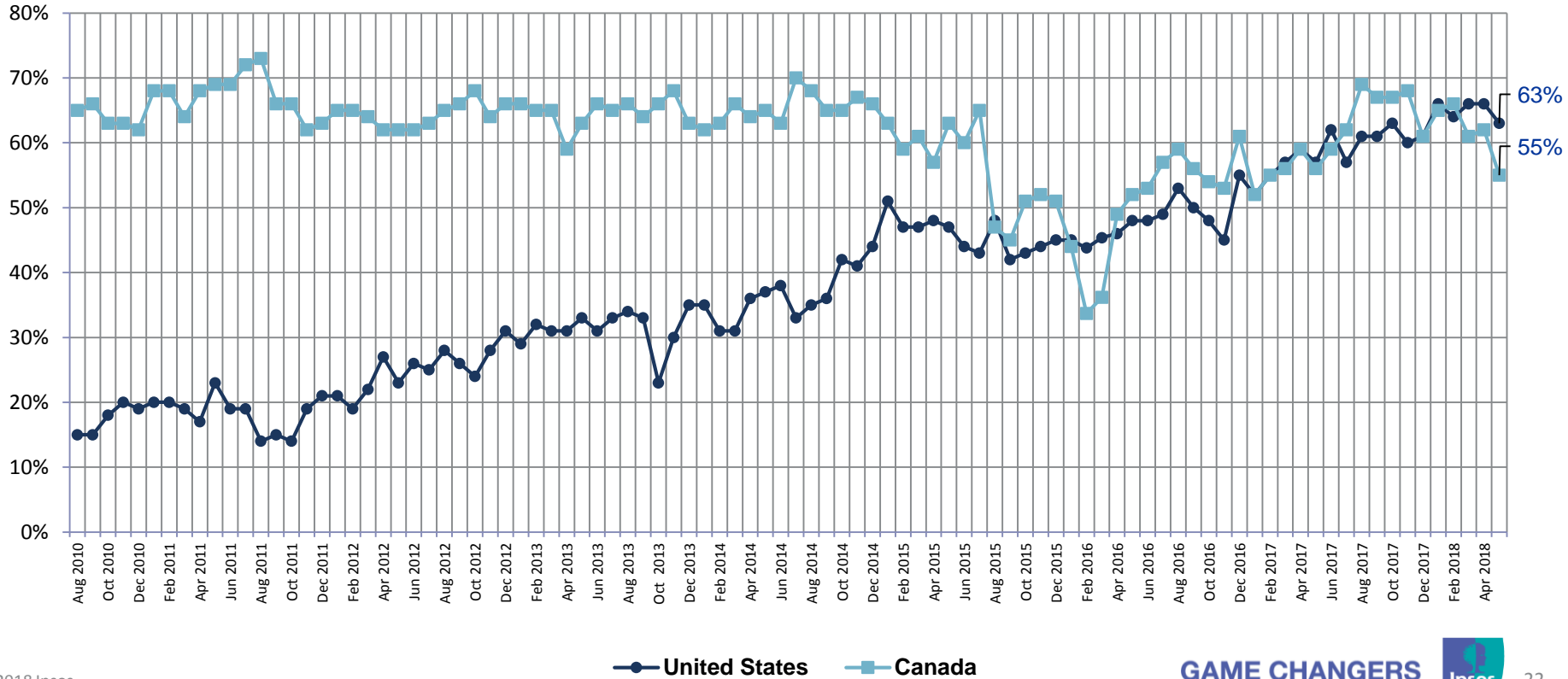


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



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

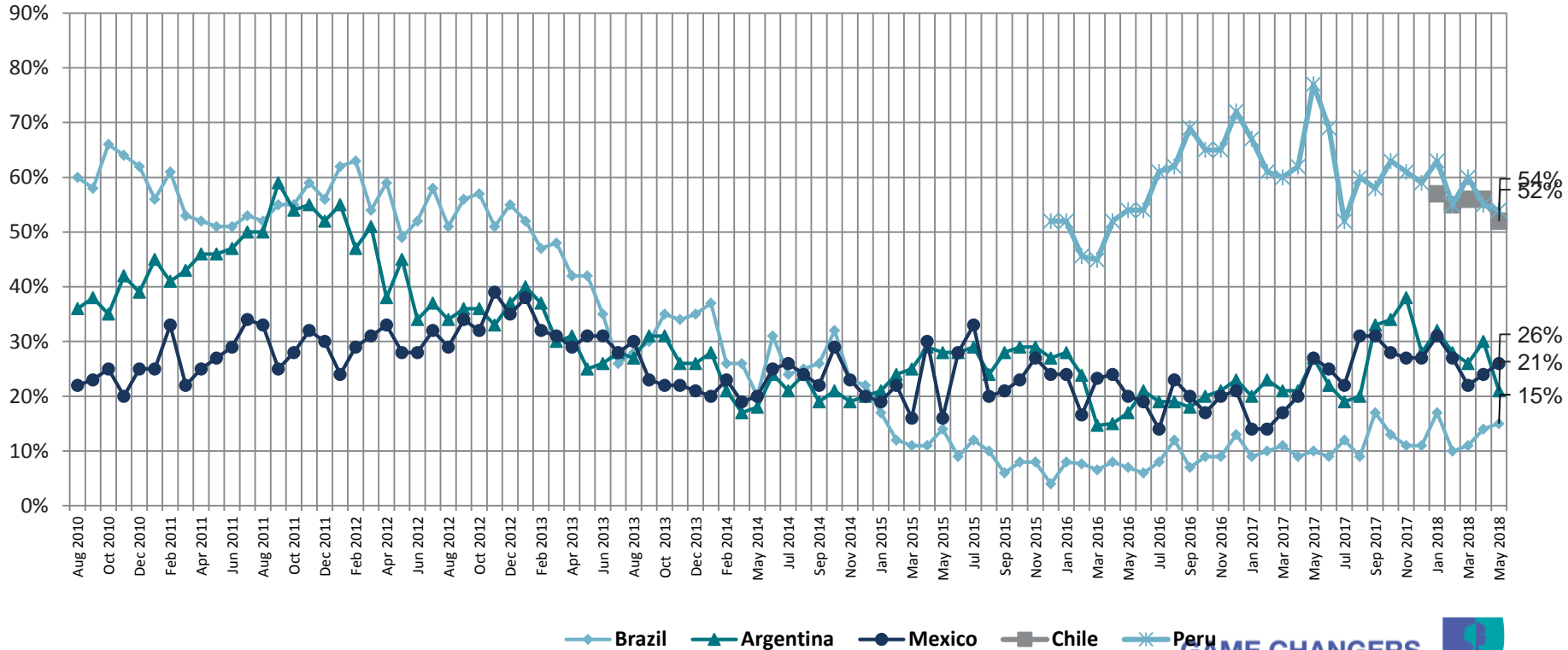
## Very Good / Somewhat Good





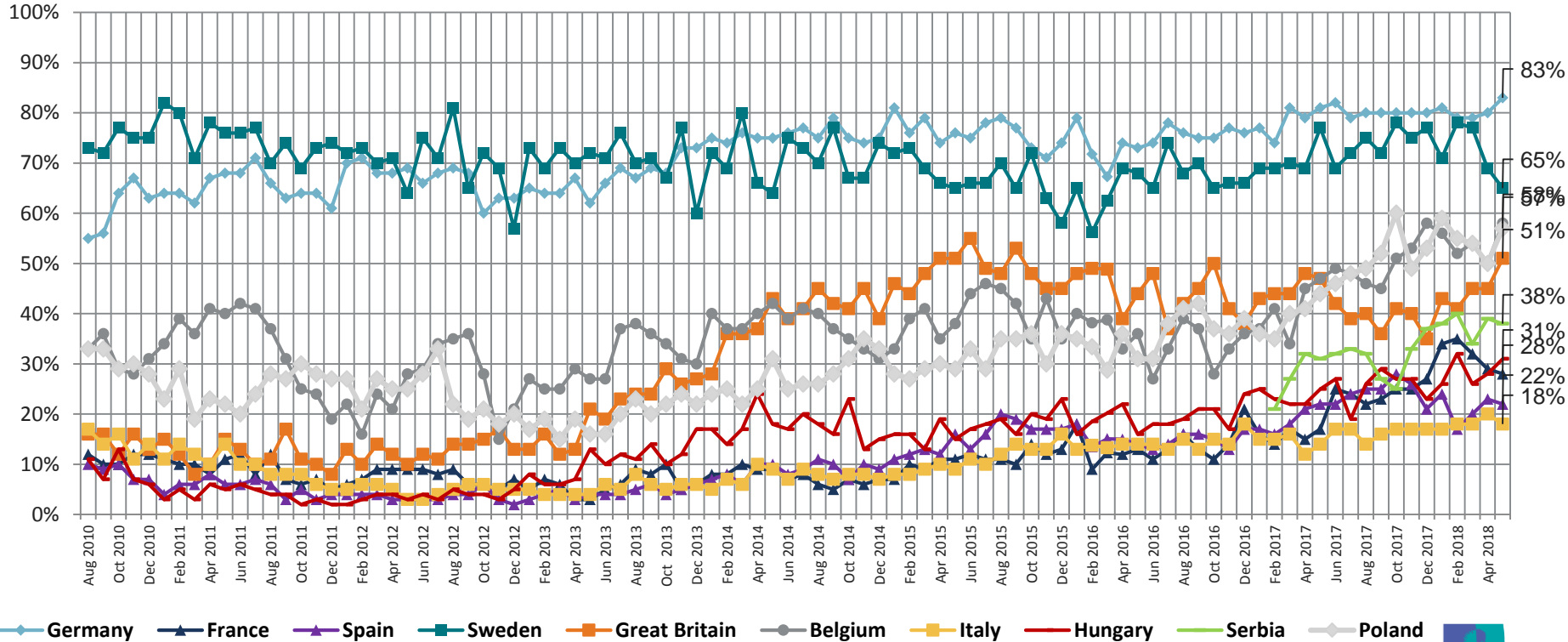
# LATAM Countries - Assessing the Current Economic Situation

## Very Good / Somewhat Good



# European Countries - Assessing the Current Economic Situation

## Very Good / Somewhat Good



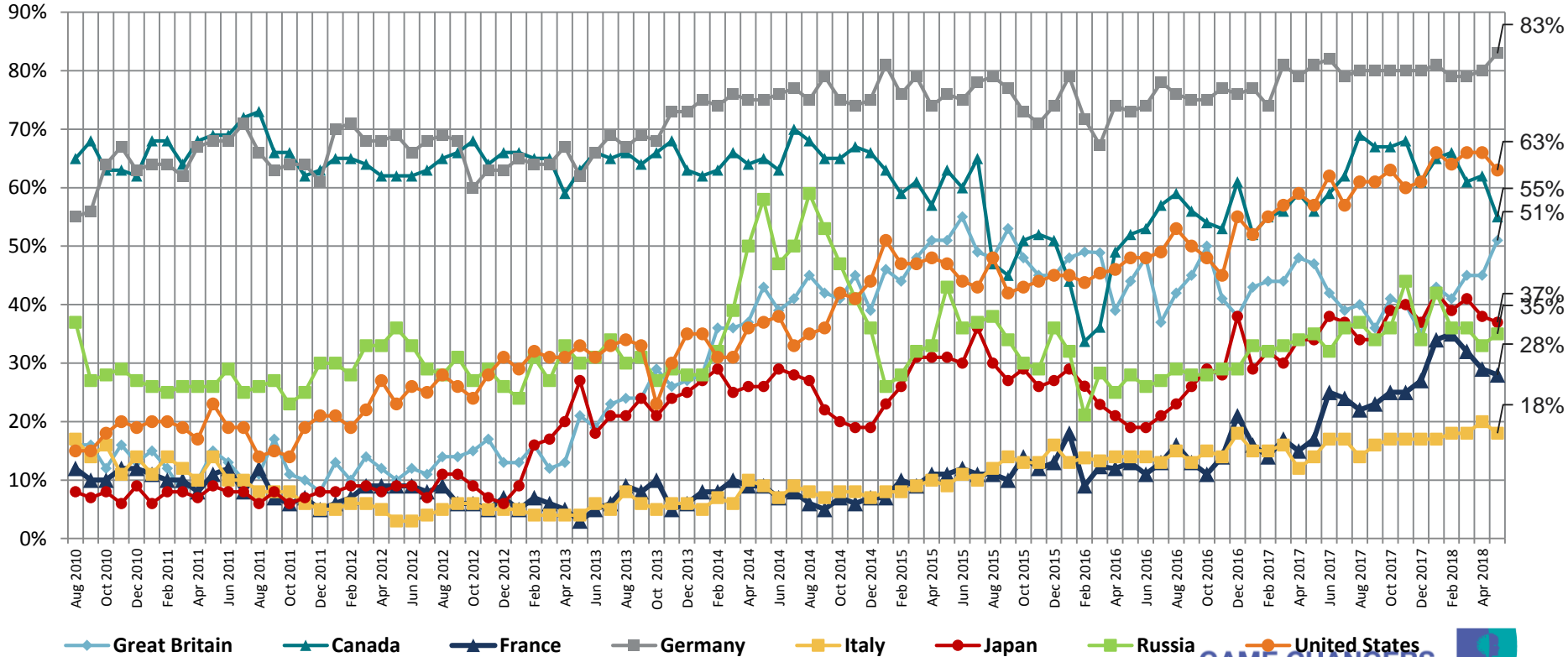




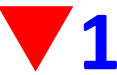
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

# G8 Countries - Assessing the Current Economic Situation

## Very Good / Somewhat Good

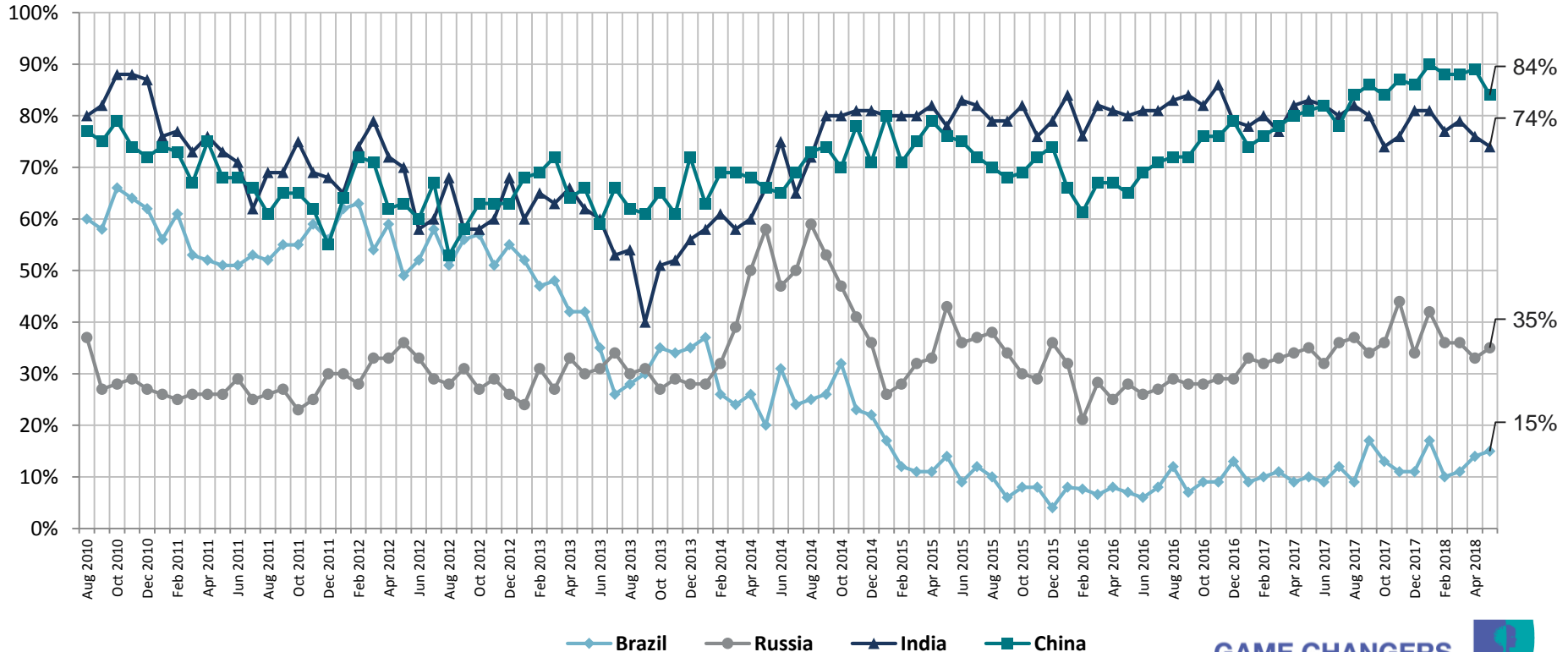


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



# BRIC Countries - Assessing the Current Economic Situation

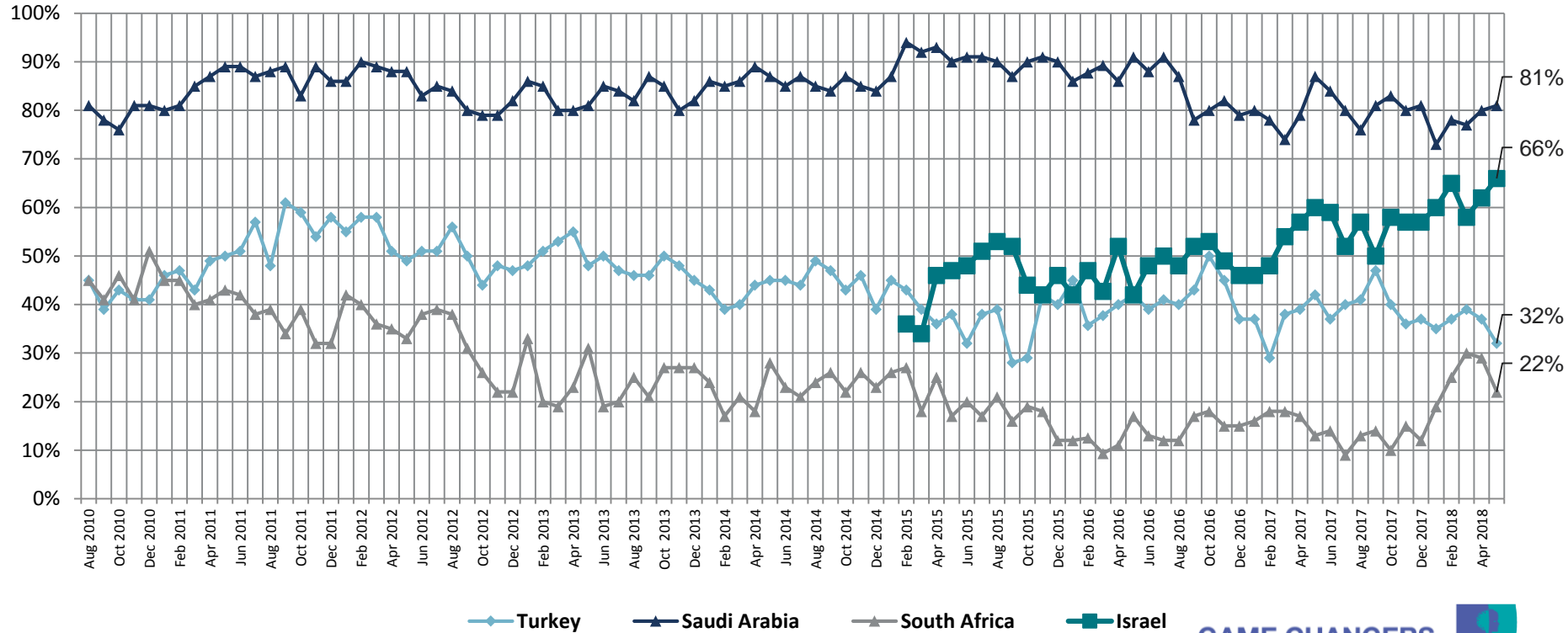
## Very Good / Somewhat Good





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

## Very Good / Somewhat Good



## 2 Assessing The Economy...

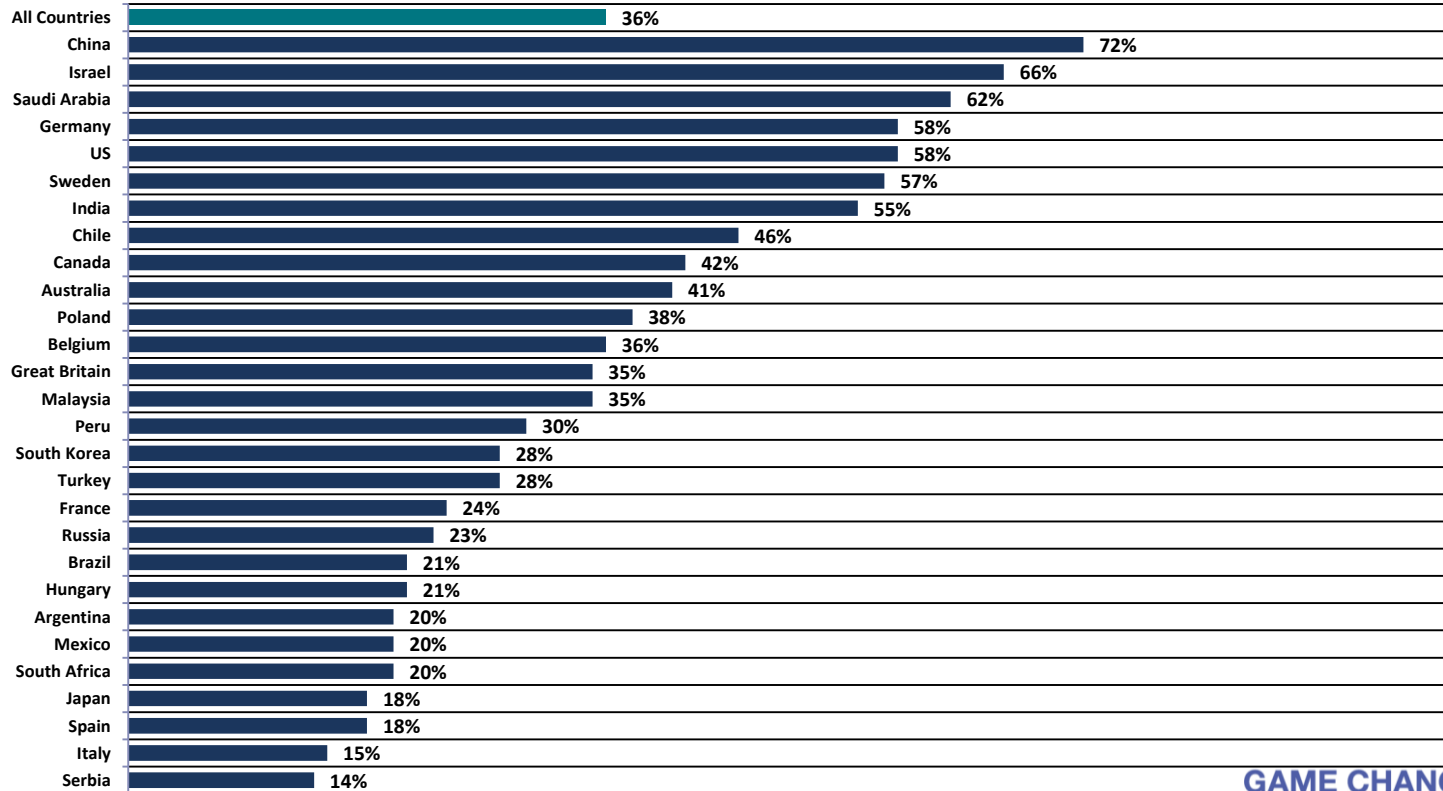
...in Their Local Area



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...

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

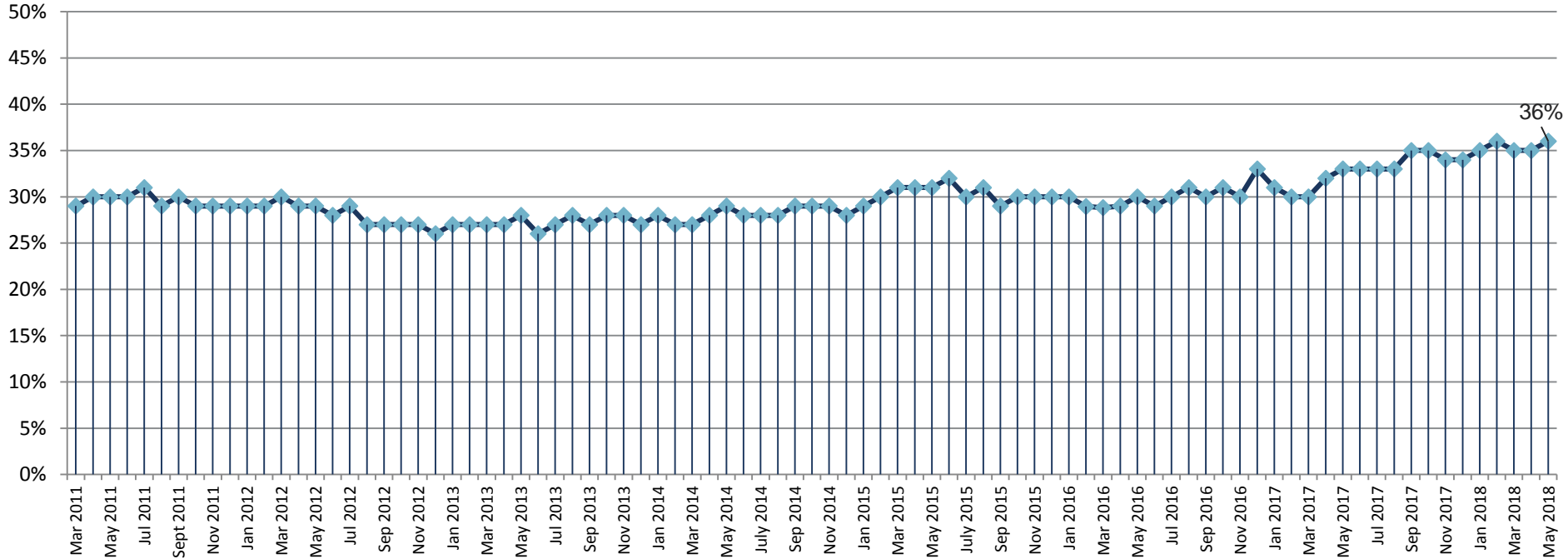


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



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

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



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

% Strong (Top 3 5-6-7)

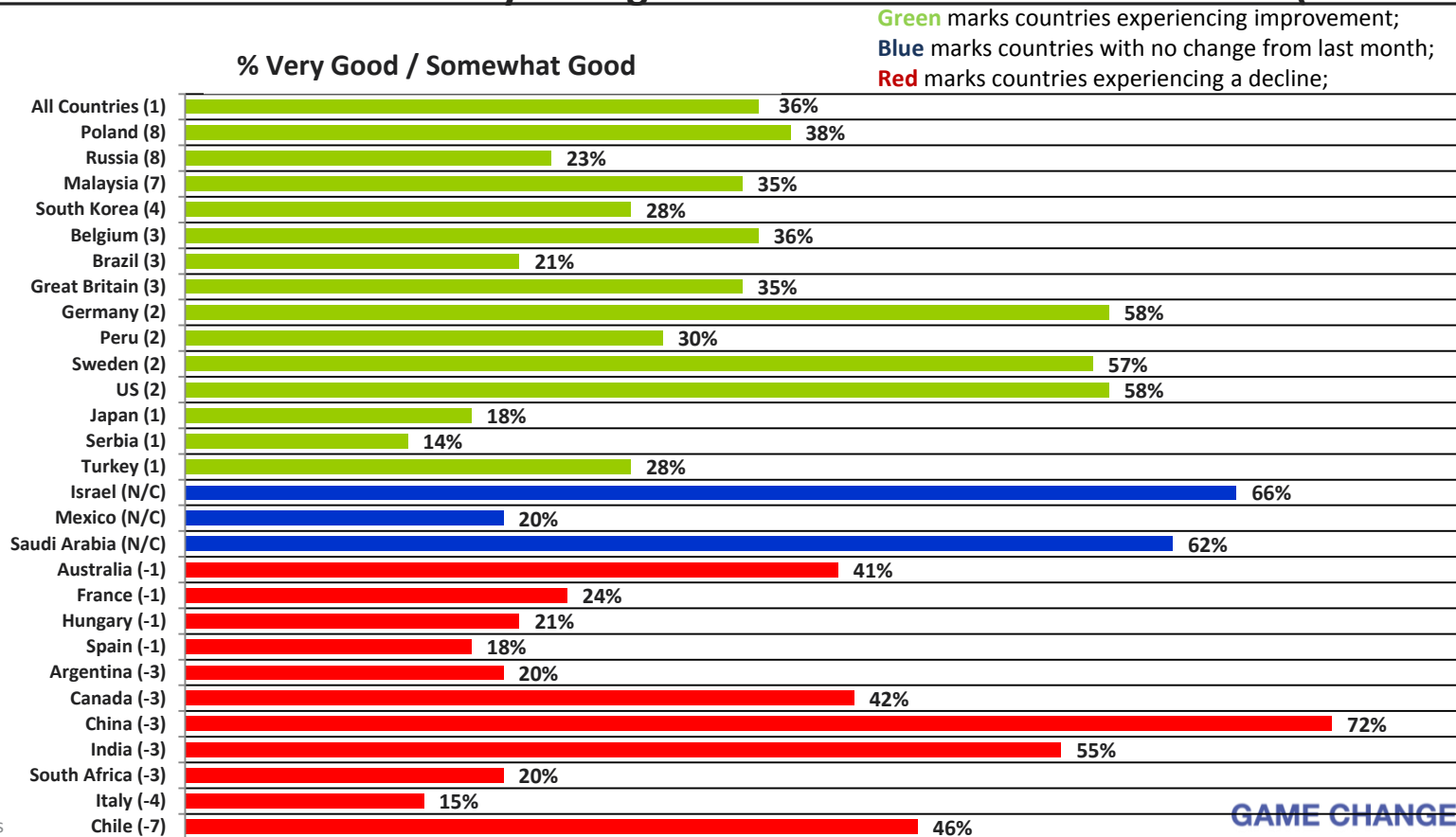
## Citizen Consumers Who Say The Economy In Their Local Area is Strong

|                      | May '15 | June '15 | July '15 | Aug '15 | Sep '15 | Oct '15 | Nov '15 | Dec '15 | Jan '16 | Feb '16 | Mar '16 | Apr '16 | May '16 | Jun '16 | Jul '16 | Aug '16 | Sep '16 | Oct '16 | Nov '16 | Dec '16 | Jan '17 | Feb '17 | Mar '17 | Apr '17 | May '17 | Jun '17 | Jul '17 | Aug '17 | Sep '17 | Oct '17 | Nov '17 | Dec '17 | Jan '18 | Feb '18 | Mar '18 | Apr '18 | May '18 |     |     |     |
|----------------------|---------|----------|----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----|-----|-----|
| <b>Total</b>         | 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%     | 35%     | 35%     | 34%     | 34%     | 35%     | 36%     | 35%     | 35%     | 36%     | 35%     | 36% |     |     |
| <b>Argentina</b>     | 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%     | 20%     | 20%     | 23%     | 20%     |     |     |     |
| <b>Australia</b>     | 32%     | 34%      | 34%      | 35%     | 35%     | 33%     | 36%     | 42%     | 32%     | 38%     | 34%     | 33%     | 39%     | 32%     | 37%     | 36%     | 34%     | 38%     | 38%     | 39%     | 38%     | 38%     | 37%     | 40%     | 40%     | 38%     | 39%     | 41%     | 41%     | 50%     | 40%     | 37%     | 43%     | 49%     | 45%     | 42%     | 41%     |     |     |     |
| <b>Belgium</b>       | 21%     | 25%      | 26%      | 26%     | 24%     | 22%     | 26%     | 19%     | 19%     | 24%     | 26%     | 19%     | 21%     | 16%     | 20%     | 24%     | 22%     | 20%     | 20%     | 23%     | 20%     | 25%     | 23%     | 28%     | 31%     | 28%     | 30%     | 28%     | 30%     | 34%     | 32%     | 35%     | 37%     | 35%     | 33%     | 33%     | 36%     |     |     |     |
| <b>Brazil</b>        | 17%     | 14%      | 14%      | 16%     | 12%     | 14%     | 18%     | 14%     | 16%     | 13%     | 10%     | 13%     | 14%     | 12%     | 14%     | 16%     | 13%     | 15%     | 14%     | 17%     | 14%     | 16%     | 17%     | 15%     | 16%     | 16%     | 16%     | 15%     | 19%     | 18%     | 16%     | 13%     | 19%     | 19%     | 18%     | 18%     | 21%     |     |     |     |
| <b>Canada</b>        | 40%     | 40%      | 40%      | 32%     | 35%     | 31%     | 34%     | 33%     | 32%     | 21%     | 24%     | 33%     | 33%     | 34%     | 37%     | 36%     | 39%     | 34%     | 36%     | 42%     | 36%     | 34%     | 38%     | 39%     | 38%     | 41%     | 44%     | 46%     | 48%     | 44%     | 44%     | 41%     | 44%     | 46%     | 44%     | 45%     | 42%     |     |     |     |
| <b>Chile</b>         |         |          |          |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         | 50%     | 49%     | 50%     | 53% | 46% |     |
| <b>China</b>         | 60%     | 60%      | 58%      | 53%     | 49%     | 54%     | 57%     | 58%     | 54%     | 50%     | 54%     | 55%     | 54%     | 55%     | 57%     | 58%     | 58%     | 59%     | 61%     | 62%     | 58%     | 57%     | 60%     | 60%     | 67%     | 62%     | 65%     | 66%     | 71%     | 69%     | 73%     | 73%     | 73%     | 73%     | 74%     | 75%     | 72%     |     |     |     |
| <b>France</b>        | 14%     | 11%      | 13%      | 12%     | 12%     | 15%     | 15%     | 17%     | 20%     | 16%     | 15%     | 13%     | 16%     | 15%     | 14%     | 14%     | 15%     | 13%     | 17%     | 18%     | 16%     | 16%     | 19%     | 16%     | 19%     | 21%     | 23%     | 22%     | 23%     | 21%     | 20%     | 23%     | 26%     | 28%     | 23%     | 25%     | 24%     |     |     |     |
| <b>Germany</b>       | 53%     | 55%      | 54%      | 58%     | 56%     | 52%     | 51%     | 49%     | 56%     | 53%     | 52%     | 54%     | 51%     | 51%     | 55%     | 51%     | 55%     | 53%     | 56%     | 59%     | 54%     | 53%     | 59%     | 55%     | 58%     | 61%     | 62%     | 61%     | 59%     | 61%     | 58%     | 60%     | 58%     | 63%     | 58%     | 56%     | 58%     |     |     |     |
| <b>Great Britain</b> | 41%     | 42%      | 34%      | 35%     | 36%     | 33%     | 29%     | 29%     | 33%     | 32%     | 33%     | 24%     | 30%     | 27%     | 27%     | 28%     | 30%     | 32%     | 32%     | 30%     | 30%     | 31%     | 31%     | 34%     | 35%     | 34%     | 31%     | 29%     | 27%     | 29%     | 29%     | 26%     | 31%     | 31%     | 30%     | 32%     | 35%     |     |     |     |
| <b>Hungary</b>       | 14%     | 15%      | 13%      | 16%     | 13%     | 14%     | 15%     | 15%     | 16%     | 15%     | 17%     | 17%     | 15%     | 16%     | 14%     | 15%     | 17%     | 17%     | 15%     | 19%     | 18%     | 18%     | 17%     | 18%     | 18%     | 22%     | 18%     | 26%     | 18%     | 24%     | 20%     | 18%     | 21%     | 21%     | 24%     | 22%     | 21%     |     |     |     |
| <b>India</b>         | 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%     | 62%     | 62%     | 62%     | 57%     | 54%     | 57%     | 60%     | 57%     | 59%     | 58%     | 55%     |         |     |     |     |
| <b>Israel</b>        | 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%     | 60%     | 58%     | 66%     | 66%     |     |     |     |
| <b>Italy</b>         | 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%     | 17%     | 14%     | 16%     | 16%     | 15%     | 17%     | 16%     | 19%     | 15%     |         |     |     |     |
| <b>Japan</b>         | 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%     | 17%     | 18%     |     |     |     |
| <b>Malaysia</b>      |         |          |          |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         | 33%     | 32%     | 30% | 28% | 35% |
| <b>Mexico</b>        | 15%     | 12%      | 22%      | 23%     | 10%     | 19%     | 24%     | 16%     | 20%     | 9%      | 18%     | 16%     | 24%     | 12%     | 10%     | 19%     | 17%     | 13%     | 11%     | 17%     | 10%     | 10%     | 16%     | 17%     | 20%     | 16%     | 17%     | 22%     | 22%     | 22%     | 23%     | 22%     | 23%     | 22%     | 17%     | 20%     | 20%     |     |     |     |
| <b>Peru</b>          |         |          |          |         |         |         |         | 25%     | 24%     | 20%     | 17%     | 22%     | 25%     | 28%     | 30%     | 32%     | 36%     | 35%     | 35%     | 42%     | 39%     | 29%     | 34%     | 35%     | 48%     | 36%     | 25%     | 37%     | 31%     | 35%     | 36%     | 33%     | 34%     | 30%     | 35%     | 28%     | 30%     |     |     |     |
| <b>Poland</b>        | 22%     | 21%      | 18%      | 24%     | 21%     | 29%     | 20%     | 27%     | 26%     | 28%     | 19%     | 22%     | 25%     | 27%     | 26%     | 28%     | 28%     | 28%     | 23%     | 22%     | 26%     | 24%     | 27%     | 28%     | 31%     | 31%     | 35%     | 33%     | 34%     | 39%     | 36%     | 37%     | 38%     | 37%     | 37%     | 30%     | 38%     |     |     |     |
| <b>Russia</b>        | 27%     | 32%      | 24%      | 29%     | 24%     | 25%     | 23%     | 24%     | 18%     | 24%     | 23%     | 20%     | 21%     | 17%     | 23%     | 20%     | 17%     | 19%     | 18%     | 24%     | 22%     | 23%     | 20%     | 22%     | 21%     | 22%     | 24%     | 18%     | 25%     | 25%     | 29%     | 20%     | 14%     | 23%     | 24%     | 15%     | 23%     |     |     |     |
| <b>Saudi Arabia</b>  | 67%     | 71%      | 62%      | 65%     | 60%     | 65%     | 62%     | 66%     | 59%     | 61%     | 68%     | 59%     | 68%     | 64%     | 70%     | 62%     | 51%     | 57%     | 58%     | 56%     | 58%     | 56%     | 53%     | 57%     | 65%     | 63%     | 64%     | 50%     | 58%     | 58%     | 57%     | 63%     | 56%     | 61%     | 54%     | 62%     | 62%     |     |     |     |
| <b>Serbia</b>        |         |          |          |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         | 8%      | 9%      | 9%      | 12%     | 13%     | 11%     | 10%     | 10%     | 10%     | 11%     | 13%     | 14%     | 13%     | 11%     | 13%     | 14% |     |     |
| <b>South Africa</b>  | 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%     | 11%     | 14%     | 12%     | 17%     | 22%     | 20%     | 23%     | 20%     |     |     |     |
| <b>South Korea</b>   | 15%     | 13%      | 13%      | 13%     | 14%     | 13%     | 12%     | 11%     | 10%     | 13%     | 14%     | 12%     | 12%     | 10%     | 13%     | 15%     | 13%     | 14%     | 5%      | 15%     | 6%      | 7%      | 6%      | 10%     | 10%     | 19%     | 23%     | 20%     | 22%     | 20%     | 21%     | 24%     | 24%     | 24%     | 24%     | 24%     | 28%     |     |     |     |
| <b>Spain</b>         | 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%     | 22%     | 17%     | 18%     | 17%     | 19%     | 19%     | 18%     |         |     |     |     |
| <b>Sweden</b>        | 51%     | 62%      | 54%      | 53%     | 58%     | 60%     | 50%     | 53%     | 59%     | 58%     | 57%     | 55%     | 57%     | 57%     | 51%     | 58%     | 48%     | 59%     | 54%     | 51%     | 56%     | 52%     | 55%     | 60%     | 60%     | 55%     | 56%     | 60%     | 60%     | 63%     | 63%     | 60%     | 62%     | 65%     | 60%     | 55%     | 57%     |     |     |     |
| <b>Turkey</b>        | 29%     | 28%      | 27%      | 31%     | 23%     | 23%     | 33%     | 27%     | 39%     | 29%     | 33%     | 30%     | 31%     | 29%     | 29%     | 29%     | 36%     | 42%     | 33%     | 29%     | 30%     | 21%     | 28%     | 36%     | 27%     | 31%     | 31%     | 30%     | 33%     | 26%     | 31%     | 30%     | 28%     | 31%     | 32%     | 27%     | 28%     |     |     |     |
| <b>United States</b> | 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%     | 54%     | 49%     | 47%     | 53%     | 55%     | 54%     | 56%     | 58%     | 52%     |     |     |     |



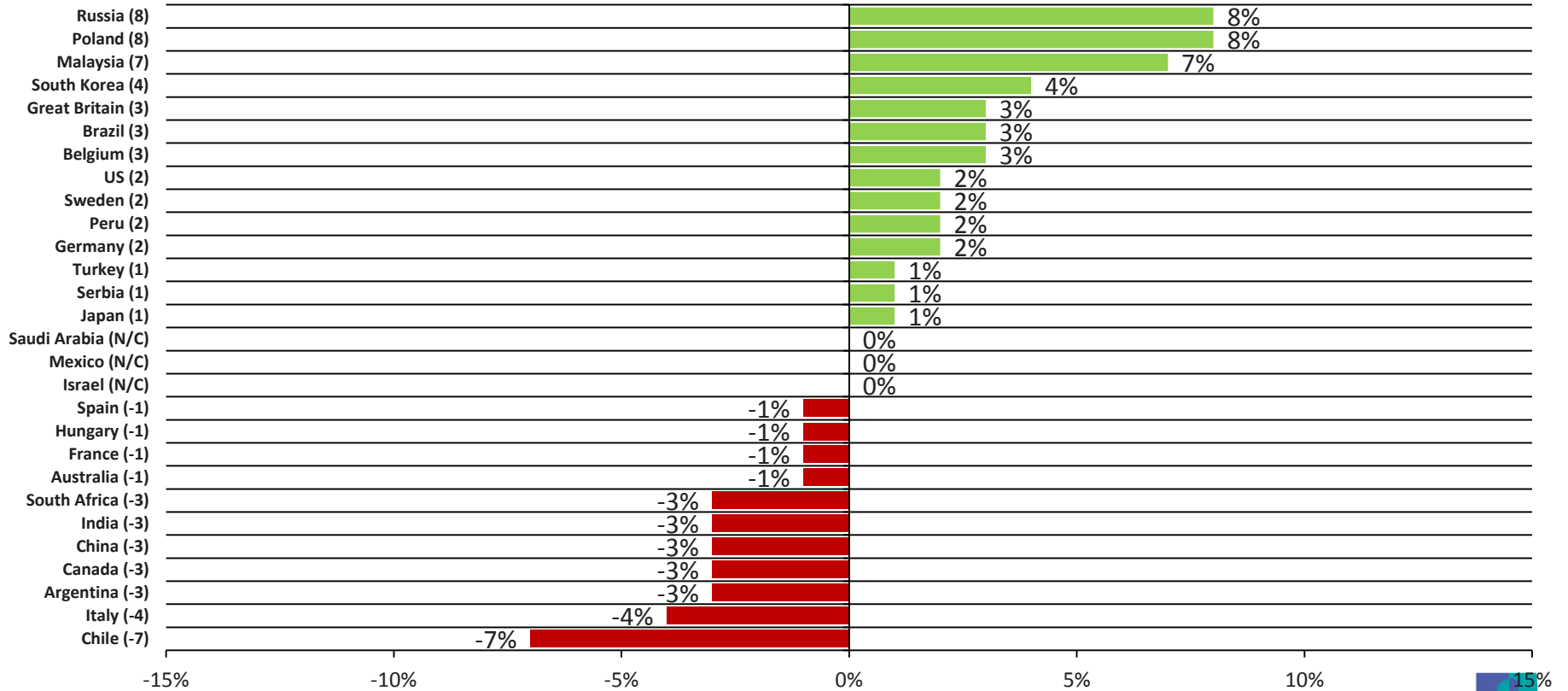
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy...

## 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...

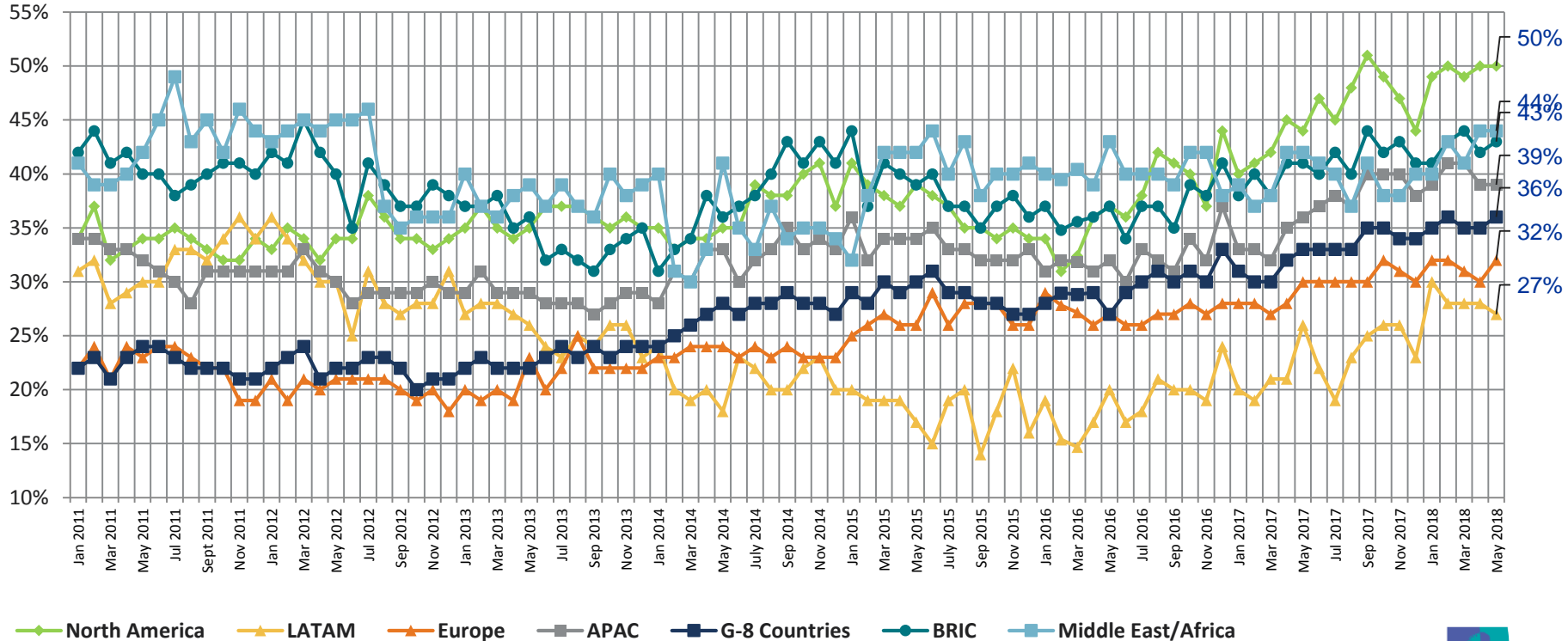
## Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:



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

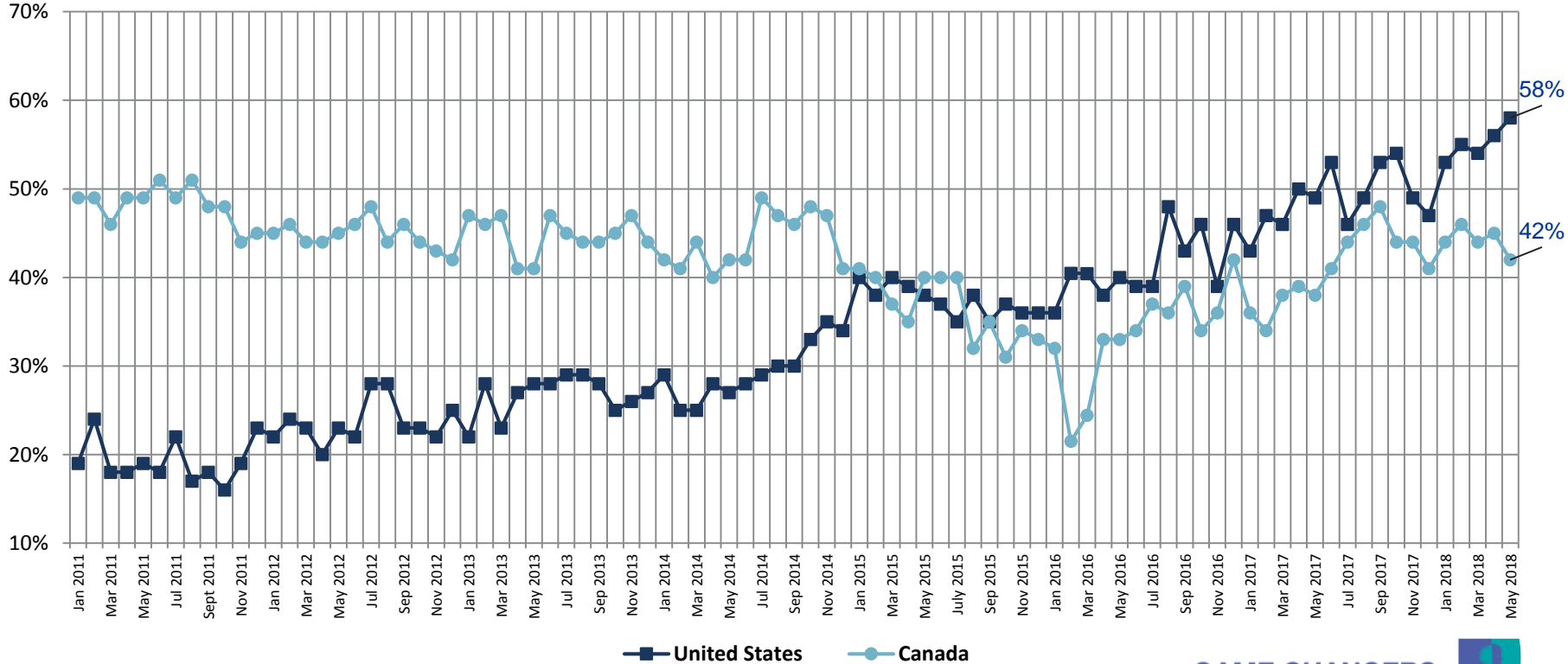
## % Strong (Top 3 5-6-7)



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)

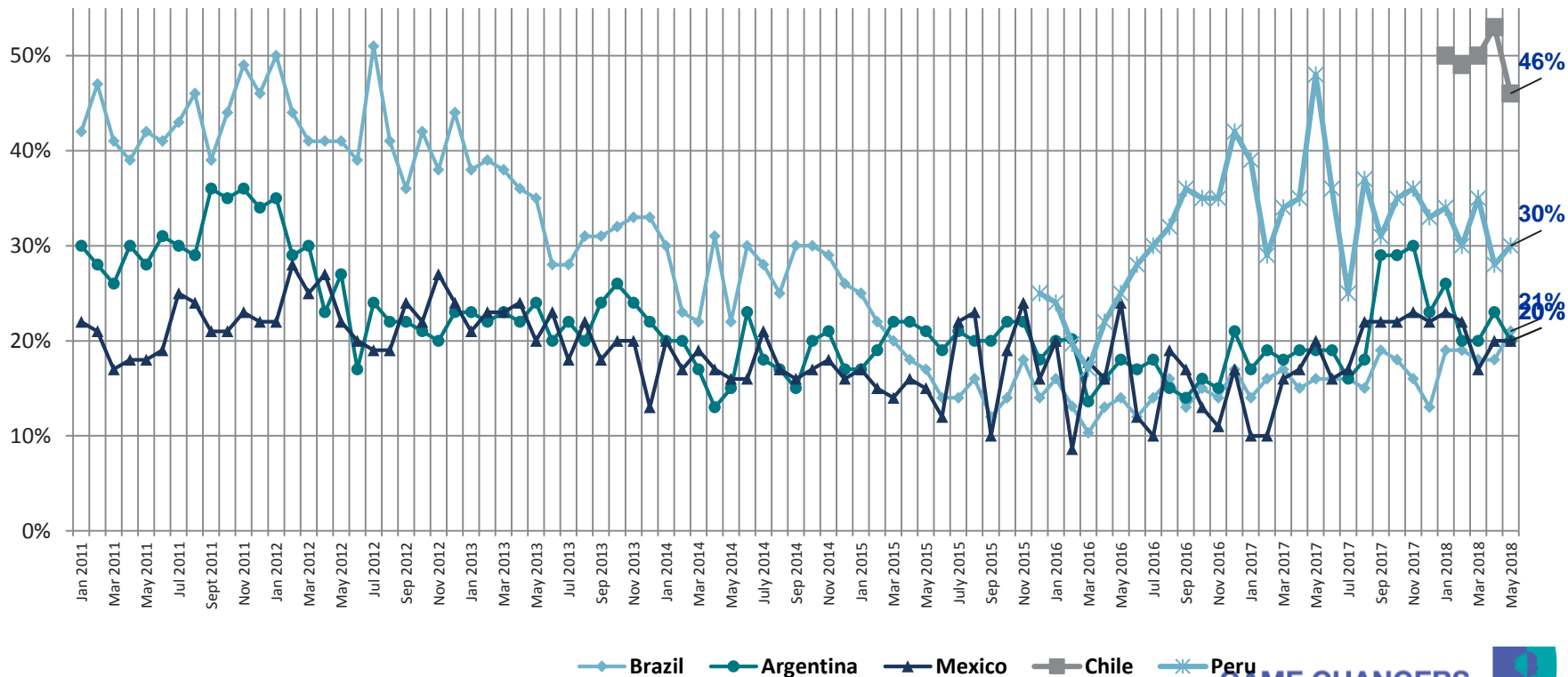


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



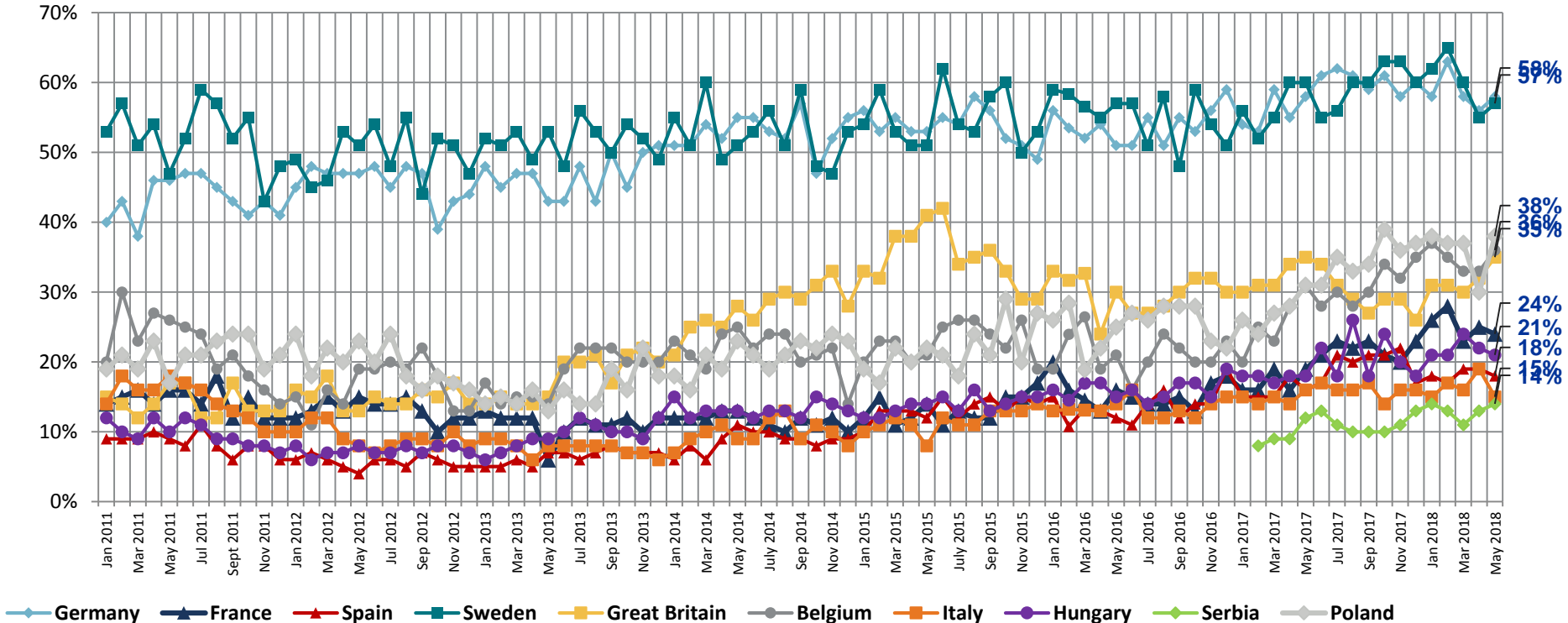
# LATAM Countries - Assess the Strength of Their Local Economy

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



# European Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)



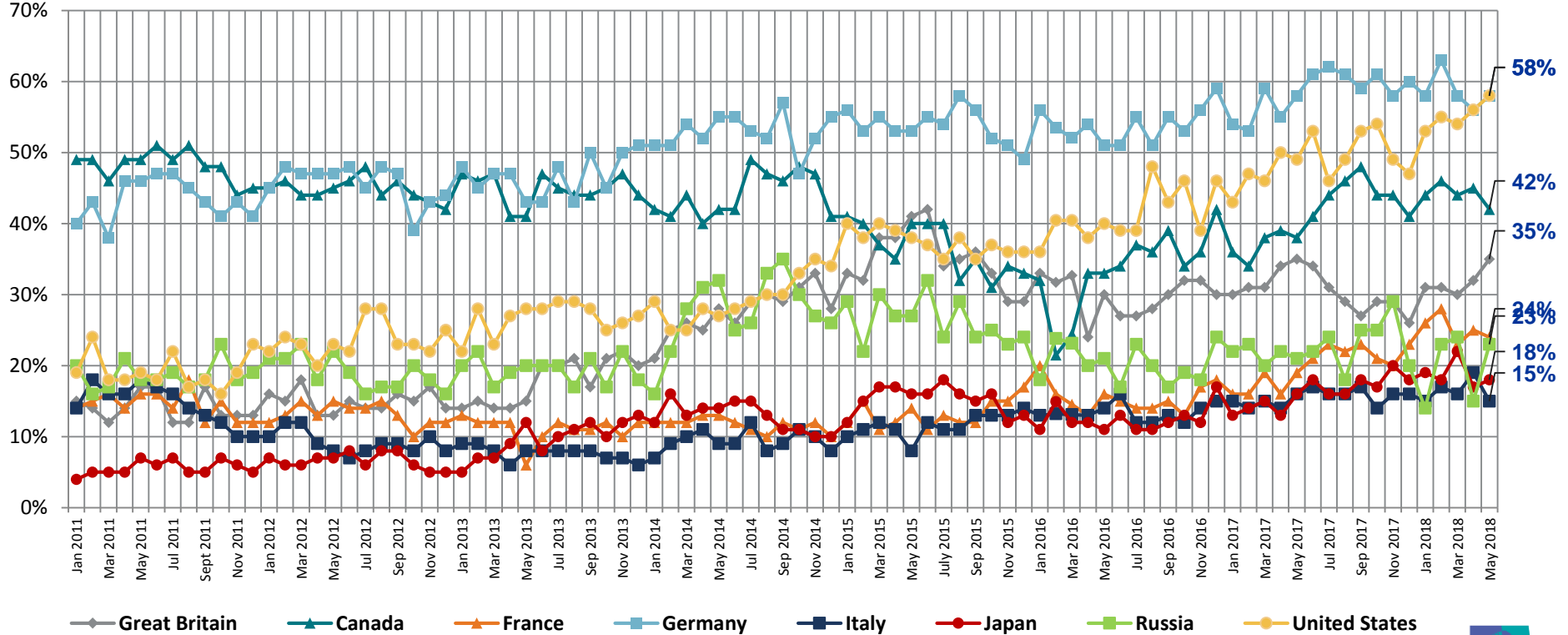


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



# G8 Countries - Assess the Strength of Their Local Economy

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



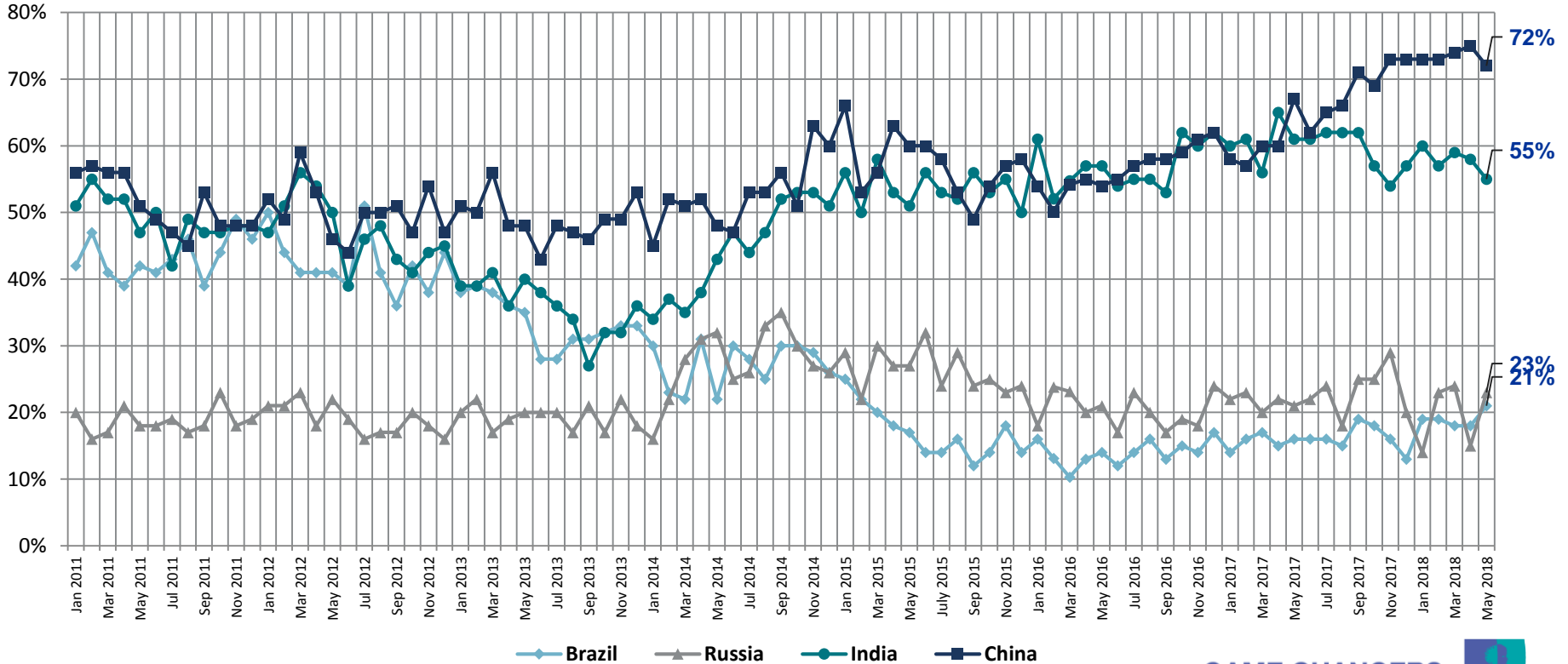


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



# BRIC Countries - Assess the Strength of Their Local Economy

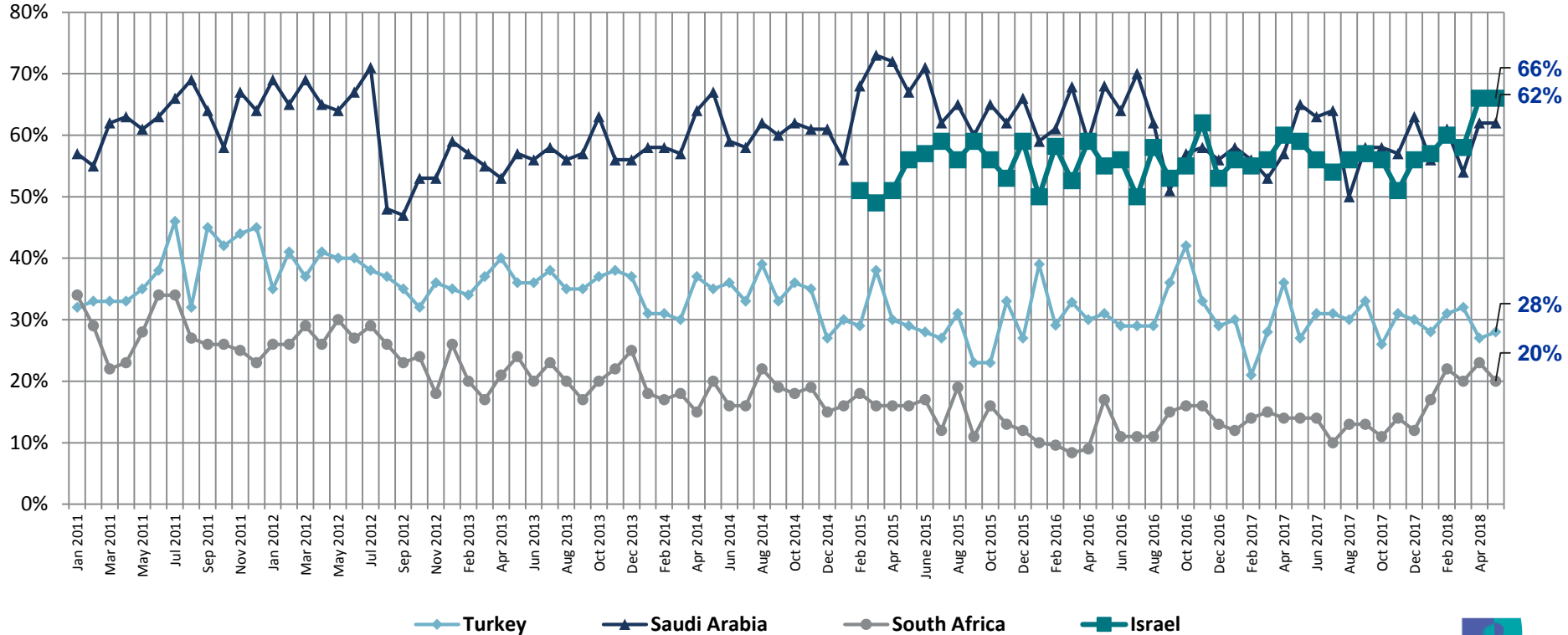
% Strong (Top 3 5-6-7)



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...

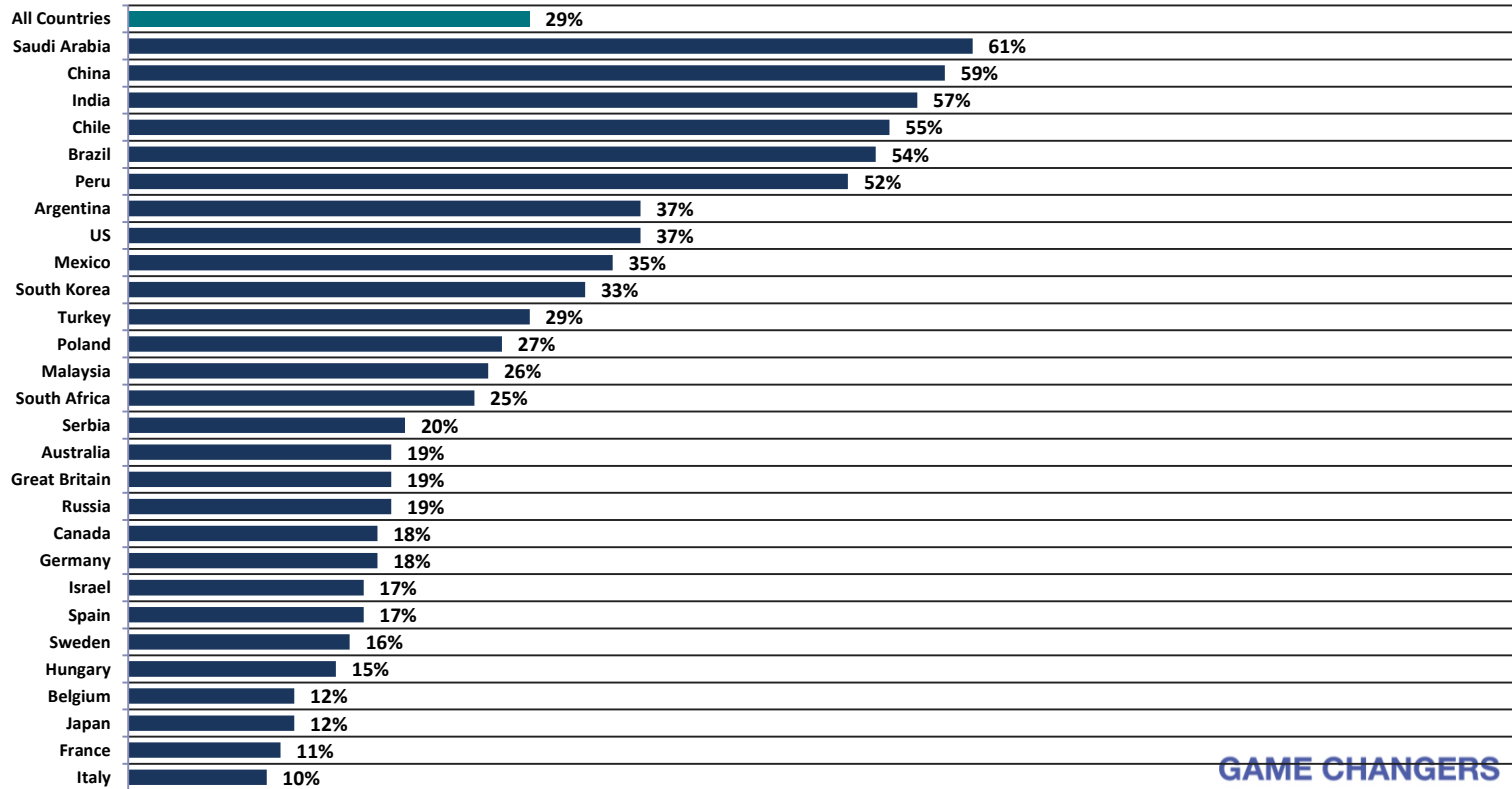
...Six Months From Now



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...

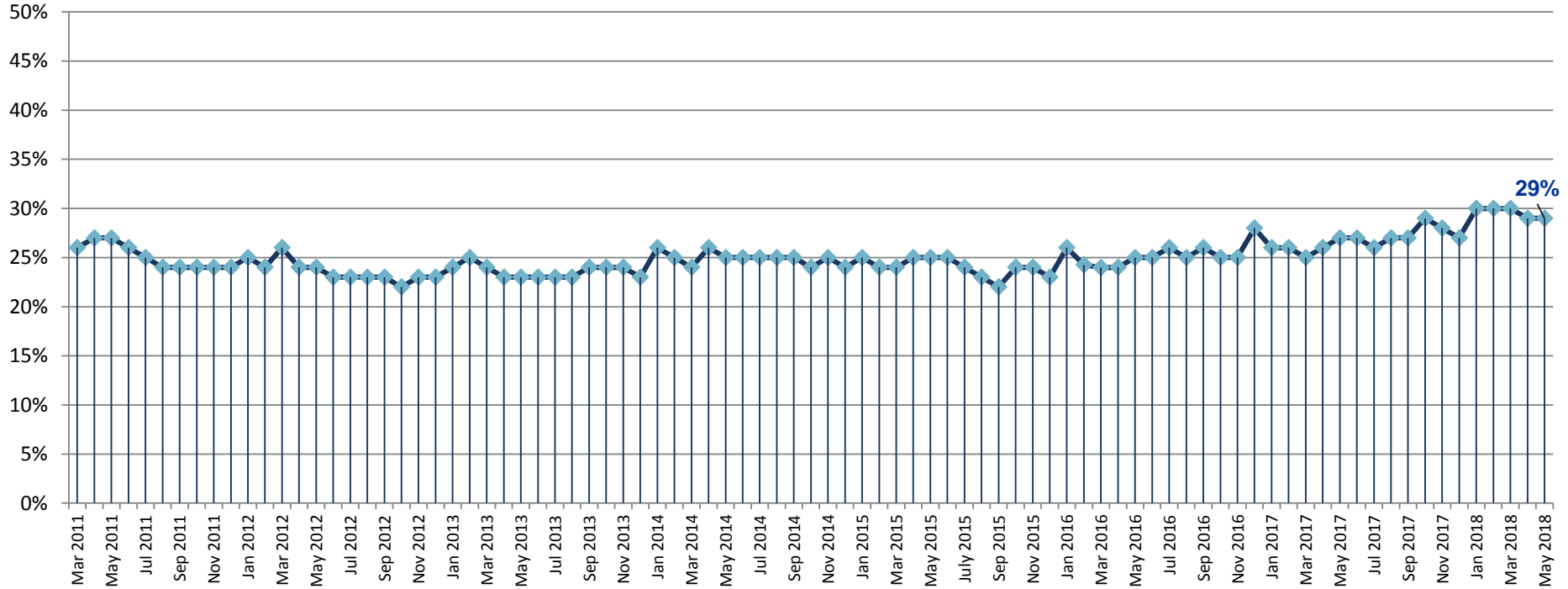
% Much Stronger / Somewhat Stronger



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?

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

Global Total  
% Much Stronger / Somewhat Stronger

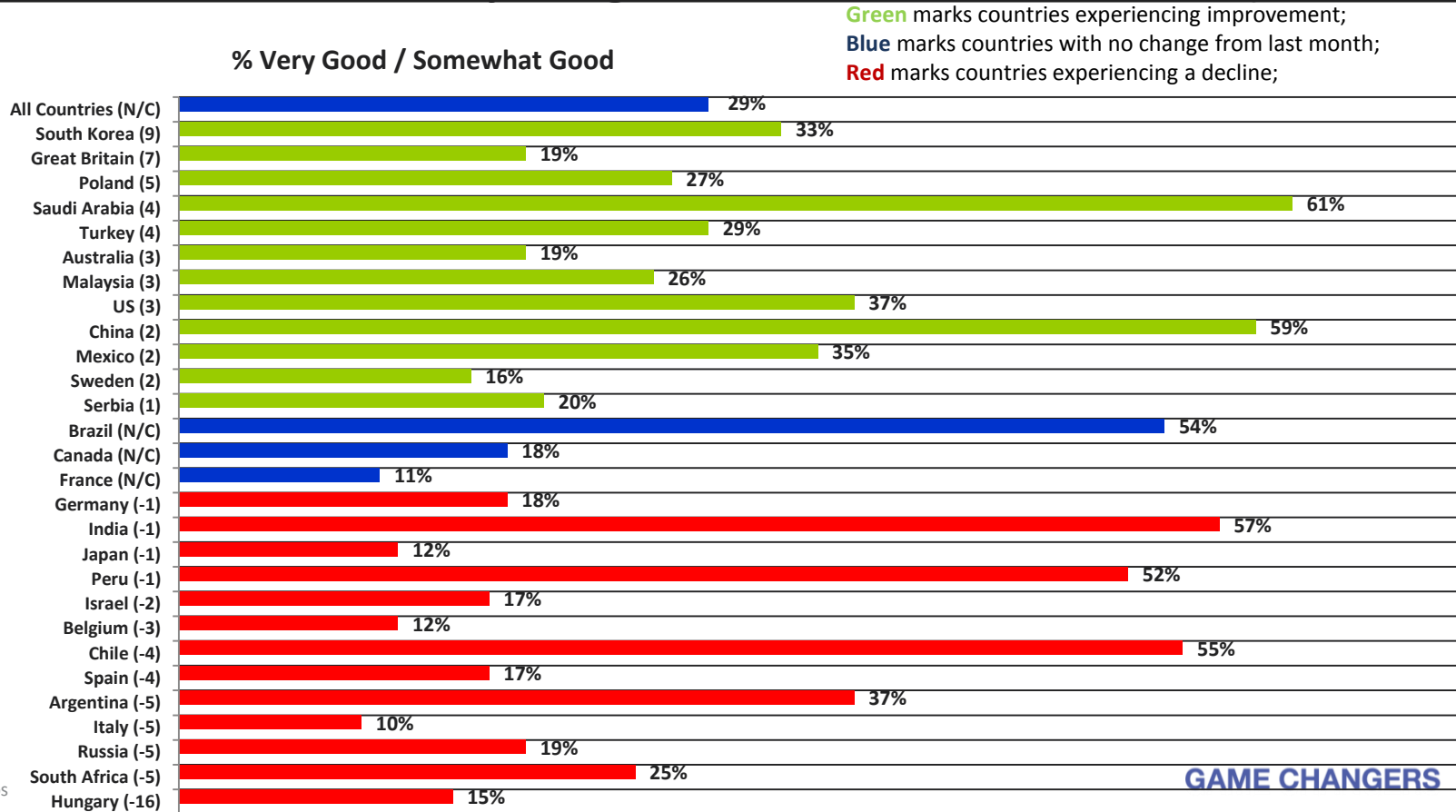


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?  
 % Much Stronger / Somewhat Stronger

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

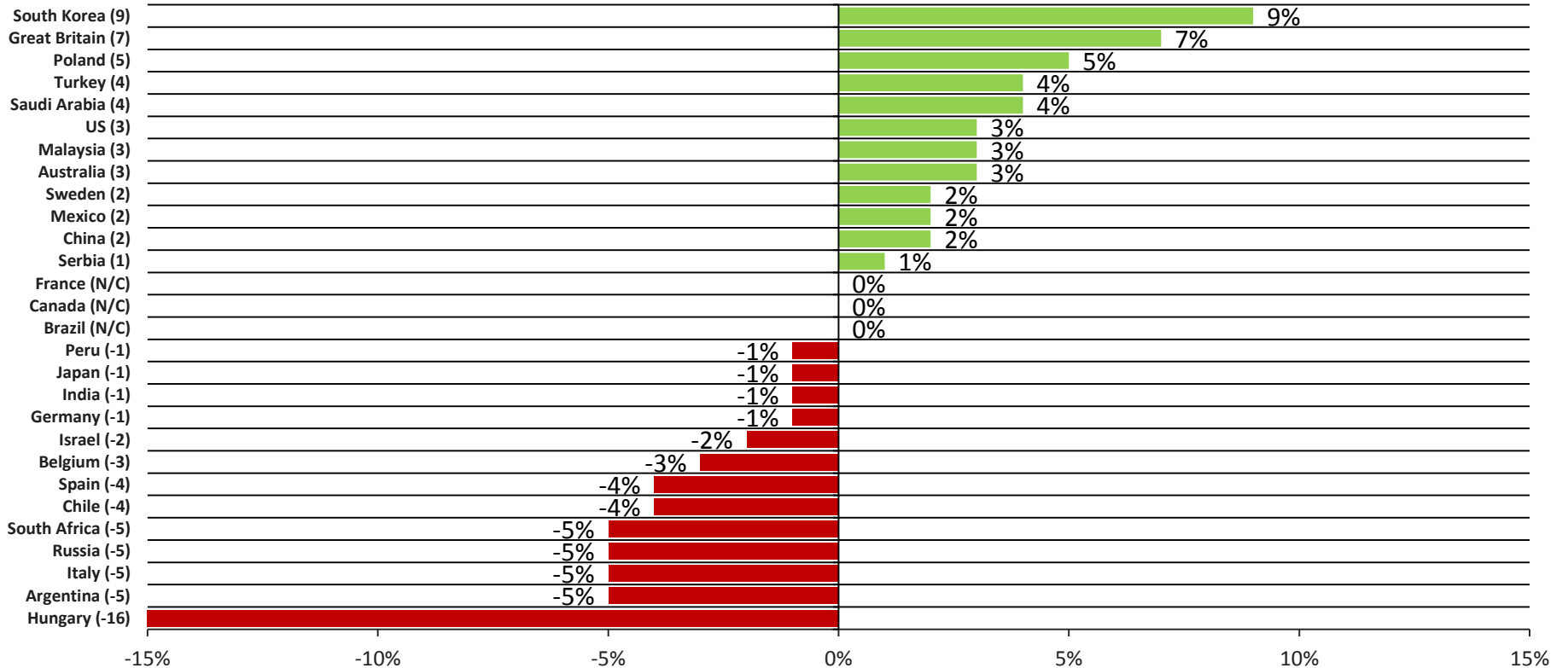
|                      | May '15 | June '15 | July '15 | Aug '15 | Sep '15 | Oct '15 | Nov '15 | Dec '15 | Jan '16 | Feb '16 | Mar '16 | Apr '16 | May '16 | June '16 | Jul '16 | Aug '16 | Sep '16 | Oct '16 | Nov '16 | Dec '16 | Jan '17 | Feb '17 | Mar '17 | Apr '17 | May '17 | June '17 | Jul '17 | Aug '17 | Sep '17 | Oct '17 | Nov '17 | Dec '17 | Jan '18 | Feb '18 | Mar '18 | Apr '18 | May '18 |  |  |
|----------------------|---------|----------|----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--|--|
| <b>Total</b>         | 25%     | 25%      | 24%      | 23%     | 22%     | 24%     | 24%     | 23%     | 26%     | 24%     | 24%     | 24%     | 25%     | 25%      | 26%     | 25%     | 26%     | 25%     | 25%     | 28%     | 26%     | 26%     | 25%     | 26%     | 27%     | 27%      | 26%     | 27%     | 27%     | 29%     | 28%     | 27%     | 30%     | 30%     | 30%     | 29%     | 29%     |  |  |
| <b>Argentina</b>     | 34%     | 33%      | 36%      | 37%     | 35%     | 42%     | 61%     | 58%     | 65%     | 56%     | 49%     | 53%     | 59%     | 57%      | 54%     | 52%     | 53%     | 50%     | 50%     | 52%     | 45%     | 46%     | 42%     | 49%     | 51%     | 44%      | 39%     | 43%     | 51%     | 54%     | 51%     | 44%     | 44%     | 42%     | 39%     | 42%     | 37%     |  |  |
| <b>Australia</b>     | 12%     | 17%      | 16%      | 15%     | 16%     | 20%     | 17%     | 19%     | 15%     | 14%     | 12%     | 14%     | 18%     | 17%      | 18%     | 16%     | 14%     | 14%     | 15%     | 15%     | 17%     | 16%     | 17%     | 17%     | 16%     | 16%      | 14%     | 19%     | 16%     | 27%     | 21%     | 17%     | 17%     | 20%     | 22%     | 16%     | 19%     |  |  |
| <b>Belgium</b>       | 12%     | 14%      | 14%      | 12%     | 11%     | 9%      | 12%     | 9%      | 10%     | 10%     | 12%     | 7%      | 11%     | 8%       | 8%      | 12%     | 8%      | 6%      | 8%      | 9%      | 12%     | 11%     | 10%     | 13%     | 12%     | 10%      | 15%     | 15%     | 14%     | 14%     | 18%     | 22%     | 21%     | 15%     | 12%     | 15%     | 12%     |  |  |
| <b>Brazil</b>        | 51%     | 51%      | 53%      | 52%     | 52%     | 52%     | 51%     | 53%     | 53%     | 53%     | 53%     | 54%     | 54%     | 55%      | 57%     | 56%     | 59%     | 59%     | 59%     | 54%     | 59%     | 62%     | 58%     | 55%     | 48%     | 55%      | 52%     | 50%     | 49%     | 57%     | 51%     | 53%     | 53%     | 58%     | 54%     | 54%     | 54%     |  |  |
| <b>Canada</b>        | 19%     | 15%      | 16%      | 13%     | 16%     | 18%     | 24%     | 18%     | 15%     | 17%     | 16%     | 19%     | 20%     | 17%      | 18%     | 16%     | 17%     | 15%     | 16%     | 27%     | 18%     | 16%     | 18%     | 18%     | 18%     | 17%      | 18%     | 21%     | 20%     | 22%     | 23%     | 18%     | 22%     | 24%     | 18%     | 18%     | 18%     |  |  |
| <b>Chile</b>         |         |          |          |         |         |         |         |         |         |         |         |         |         |          |         |         |         |         |         |         |         |         |         |         |         |          |         |         |         |         |         |         |         |         |         |         |         |  |  |
| <b>China</b>         | 52%     | 52%      | 52%      | 46%     | 47%     | 44%     | 52%     | 49%     | 48%     | 41%     | 47%     | 49%     | 44%     | 49%      | 52%     | 50%     | 52%     | 53%     | 49%     | 56%     | 53%     | 52%     | 57%     | 53%     | 56%     | 54%      | 48%     | 58%     | 60%     | 59%     | 64%     | 62%     | 61%     | 57%     | 59%     | 57%     | 59%     |  |  |
| <b>France</b>        | 5%      | 5%       | 5%       | 5%      | 4%      | 6%      | 5%      | 6%      | 11%     | 5%      | 5%      | 6%      | 8%      | 5%       | 6%      | 5%      | 5%      | 5%      | 6%      | 11%     | 8%      | 8%      | 7%      | 6%      | 9%      | 12%      | 12%     | 13%     | 11%     | 14%     | 10%     | 13%     | 16%     | 16%     | 13%     | 11%     | 11%     |  |  |
| <b>Germany</b>       | 16%     | 15%      | 17%      | 16%     | 16%     | 17%     | 15%     | 16%     | 17%     | 15%     | 12%     | 15%     | 13%     | 16%      | 18%     | 13%     | 15%     | 13%     | 15%     | 26%     | 19%     | 17%     | 17%     | 19%     | 19%     | 19%      | 17%     | 17%     | 21%     | 26%     | 24%     | 20%     | 25%     | 24%     | 16%     | 19%     | 18%     |  |  |
| <b>Great Britain</b> | 28%     | 25%      | 19%      | 18%     | 19%     | 17%     | 14%     | 15%     | 16%     | 14%     | 12%     | 10%     | 12%     | 10%      | 12%     | 14%     | 12%     | 13%     | 12%     | 12%     | 13%     | 15%     | 11%     | 12%     | 14%     | 12%      | 11%     | 11%     | 10%     | 13%     | 10%     | 13%     | 12%     | 12%     | 14%     | 12%     | 19%     |  |  |
| <b>Hungary</b>       | 8%      | 11%      | 10%      | 10%     | 8%      | 9%      | 12%     | 12%     | 11%     | 11%     | 11%     | 12%     | 9%      | 11%      | 12%     | 11%     | 13%     | 11%     | 9%      | 13%     | 15%     | 13%     | 11%     | 10%     | 15%     | 14%      | 12%     | 15%     | 14%     | 14%     | 12%     | 8%      | 14%     | 17%     | 18%     | 31%     | 15%     |  |  |
| <b>India</b>         | 61%     | 66%      | 63%      | 56%     | 62%     | 63%     | 58%     | 56%     | 69%     | 57%     | 65%     | 63%     | 59%     | 61%      | 62%     | 60%     | 60%     | 62%     | 66%     | 67%     | 65%     | 67%     | 62%     | 69%     | 70%     | 66%      | 64%     | 65%     | 65%     | 62%     | 56%     | 63%     | 62%     | 60%     | 62%     | 58%     | 57%     |  |  |
| <b>Israel</b>        | 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%     | 17%     | 18%     | 19%     | 17%     |  |  |
| <b>Italy</b>         | 11%     | 12%      | 12%      | 11%     | 11%     | 14%     | 13%     | 14%     | 14%     | 12%     | 11%     | 11%     | 9%      | 12%      | 9%      | 8%      | 10%     | 9%      | 9%      | 10%     | 10%     | 8%      | 11%     | 8%      | 8%      | 12%      | 9%      | 9%      | 7%      | 11%     | 12%     | 8%      | 10%     | 13%     | 15%     | 15%     | 10%     |  |  |
| <b>Japan</b>         | 14%     | 14%      | 15%      | 13%     | 12%     | 12%     | 11%     | 13%     | 11%     | 11%     | 9%      | 10%     | 7%      | 9%       | 9%      | 8%      | 10%     | 11%     | 9%      | 14%     | 9%      | 11%     | 11%     | 9%      | 11%     | 12%      | 11%     | 10%     | 11%     | 13%     | 15%     | 14%     | 16%     | 12%     | 14%     | 13%     | 12%     |  |  |
| <b>Malaysia</b>      |         |          |          |         |         |         |         |         |         |         |         |         |         |          |         |         |         |         |         |         |         |         |         |         |         |          |         |         |         |         |         |         |         |         |         |         |         |  |  |
| <b>Mexico</b>        | 28%     | 30%      | 30%      | 30%     | 22%     | 41%     | 32%     | 24%     | 32%     | 31%     | 31%     | 26%     | 27%     | 30%      | 27%     | 28%     | 32%     | 27%     | 22%     | 25%     | 20%     | 20%     | 27%     | 26%     | 28%     | 27%      | 23%     | 29%     | 29%     | 31%     | 30%     | 26%     | 31%     | 35%     | 28%     | 33%     | 26%     |  |  |
| <b>Peru</b>          |         |          |          |         |         |         |         | 47%     | 49%     | 53%     | 48%     | 47%     | 58%     | 58%      | 67%     | 69%     | 65%     | 60%     | 64%     | 58%     | 52%     | 46%     | 54%     | 48%     | 53%     | 54%      | 53%     | 57%     | 51%     | 52%     | 49%     | 49%     | 49%     | 50%     | 46%     | 53%     | 52%     |  |  |
| <b>Poland</b>        | 16%     | 16%      | 17%      | 18%     | 16%     | 15%     | 14%     | 17%     | 13%     | 16%     | 14%     | 18%     | 16%     | 18%      | 18%     | 18%     | 15%     | 17%     | 14%     | 13%     | 18%     | 16%     | 21%     | 20%     | 23%     | 23%      | 21%     | 24%     | 29%     | 24%     | 27%     | 23%     | 31%     | 24%     | 25%     | 22%     | 27%     |  |  |
| <b>Russia</b>        | 24%     | 33%      | 22%      | 30%     | 21%     | 20%     | 24%     | 21%     | 19%     | 31%     | 24%     | 21%     | 22%     | 20%      | 18%     | 16%     | 18%     | 17%     | 19%     | 21%     | 22%     | 22%     | 19%     | 18%     | 19%     | 19%      | 18%     | 19%     | 19%     | 30%     | 25%     | 17%     | 16%     | 19%     | 20%     | 24%     | 19%     |  |  |
| <b>Saudi Arabia</b>  | 63%     | 66%      | 58%      | 58%     | 48%     | 55%     | 49%     | 53%     | 51%     | 51%     | 52%     | 51%     | 62%     | 58%      | 64%     | 52%     | 47%     | 48%     | 55%     | 55%     | 55%     | 51%     | 49%     | 52%     | 64%     | 55%      | 52%     | 45%     | 52%     | 55%     | 56%     | 57%     | 53%     | 55%     | 53%     | 57%     | 61%     |  |  |
| <b>Serbia</b>        |         |          |          |         |         |         |         |         |         |         |         |         |         |          |         |         |         |         |         |         |         |         |         |         |         |          |         |         |         |         |         |         |         |         |         |         |         |  |  |
| <b>South Africa</b>  | 13%     | 11%      | 10%      | 13%     | 11%     | 12%     | 15%     | 11%     | 13%     | 13%     | 13%     | 15%     | 18%     | 16%      | 16%     | 16%     | 20%     | 22%     | 13%     | 16%     | 13%     | 19%     | 16%     | 16%     | 13%     | 14%      | 14%     | 16%     | 12%     | 14%     | 11%     | 13%     | 32%     | 38%     | 47%     | 30%     | 25%     |  |  |
| <b>South Korea</b>   | 13%     | 11%      | 12%      | 9%      | 14%     | 11%     | 12%     | 10%     | 8%      | 10%     | 10%     | 10%     | 12%     | 10%      | 9%      | 10%     | 9%      | 9%      | 5%      | 17%     | 8%      | 10%     | 10%     | 13%     | 13%     | 37%      | 32%     | 30%     | 24%     | 22%     | 24%     | 33%     | 25%     | 24%     | 24%     | 24%     | 33%     |  |  |
| <b>Spain</b>         | 20%     | 23%      | 21%      | 23%     | 22%     | 21%     | 21%     | 22%     | 23%     | 19%     | 19%     | 19%     | 14%     | 17%      | 16%     | 18%     | 15%     | 15%     | 18%     | 26%     | 20%     | 19%     | 18%     | 20%     | 23%     | 21%      | 18%     | 21%     | 18%     | 22%     | 20%     | 19%     | 17%     | 19%     | 17%     | 21%     | 17%     |  |  |
| <b>Sweden</b>        | 13%     | 8%       | 16%      | 11%     | 11%     | 12%     | 8%      | 9%      | 9%      | 5%      | 10%     | 11%     | 14%     | 12%      | 16%     | 11%     | 15%     | 12%     | 11%     | 18%     | 20%     | 10%     | 16%     | 22%     | 27%     | 17%      | 14%     | 27%     | 24%     | 27%     | 31%     | 16%     | 24%     | 25%     | 28%     | 14%     | 16%     |  |  |
| <b>Turkey</b>        | 24%     | 25%      | 20%      | 23%     | 23%     | 20%     | 32%     | 22%     | 35%     | 26%     | 24%     | 27%     | 24%     | 25%      | 26%     | 31%     | 32%     | 38%     | 32%     | 31%     | 31%     | 25%     | 27%     | 34%     | 31%     | 26%      | 30%     | 32%     | 31%     | 25%     | 27%     | 28%     | 27%     | 30%     | 33%     | 25%     | 29%     |  |  |
| <b>United States</b> | 28%     | 29%      | 24%      | 26%     | 24%     | 24%     | 25%     | 26%     | 23%     | 25%     | 26%     | 27%     | 29%     | 29%      | 31%     | 33%     | 31%     | 31%     | 25%     | 38%     | 38%     | 42%     | 40%     | 39%     | 37%     | 39%      | 34%     | 31%     | 36%     | 34%     | 33%     | 33%     | 35%     | 39%     | 34%     | 34%     | 37%     |  |  |

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



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:

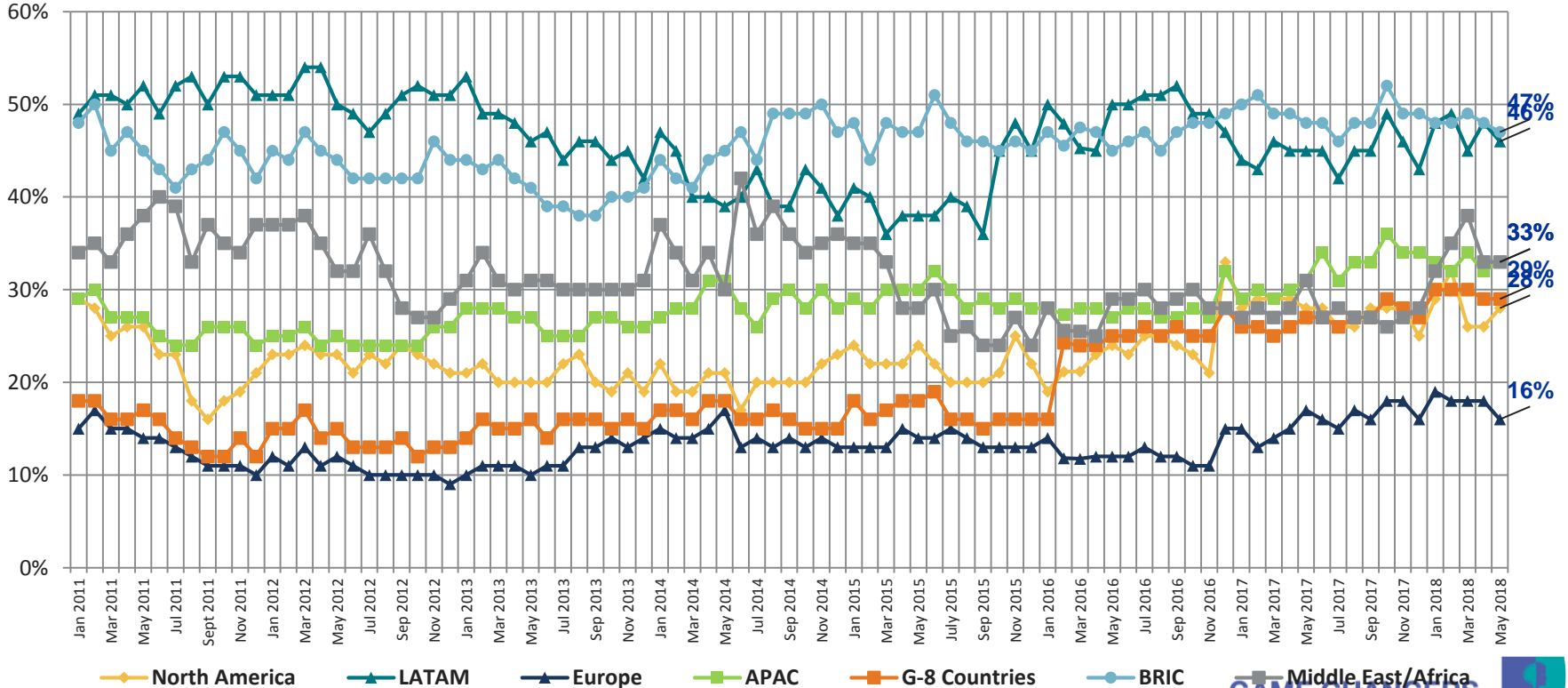




Looking ahead 6 months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

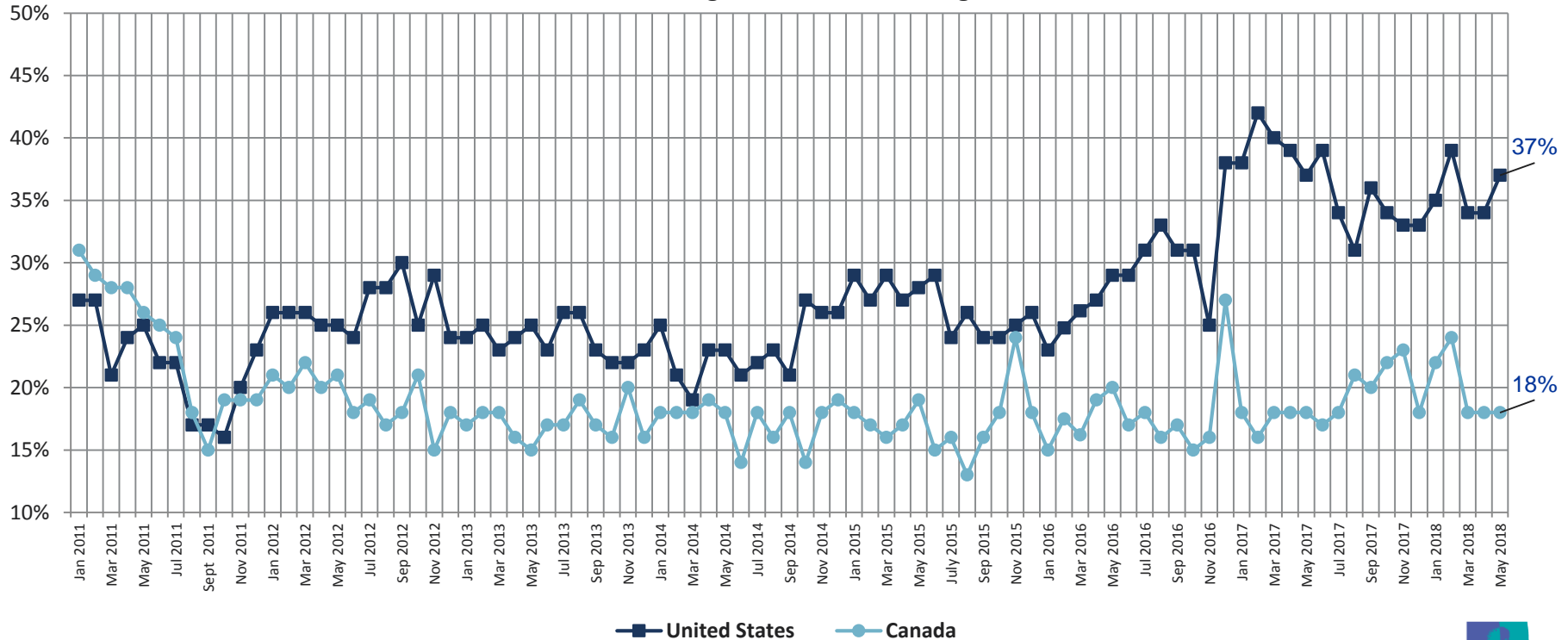
# All Regions - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

## % 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

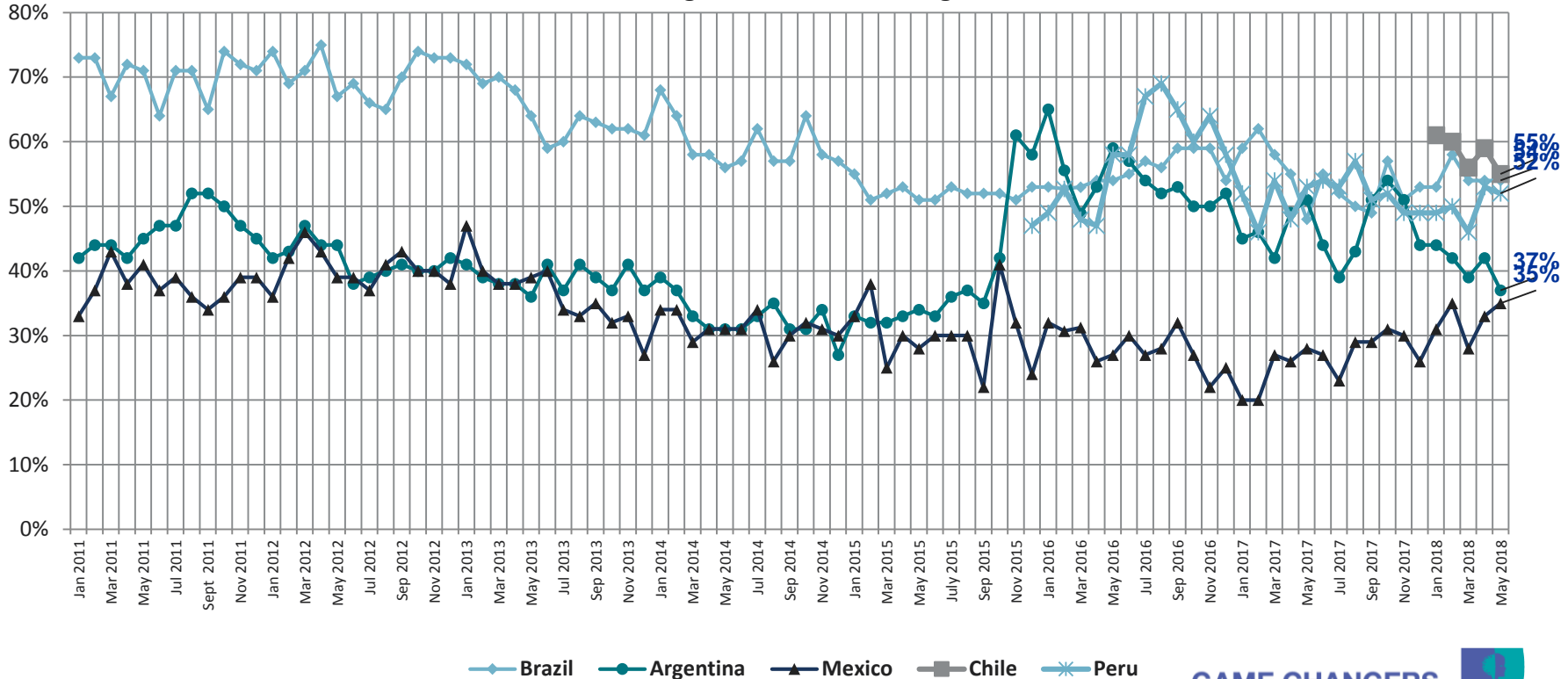
% Much Stronger / Somewhat Stronger





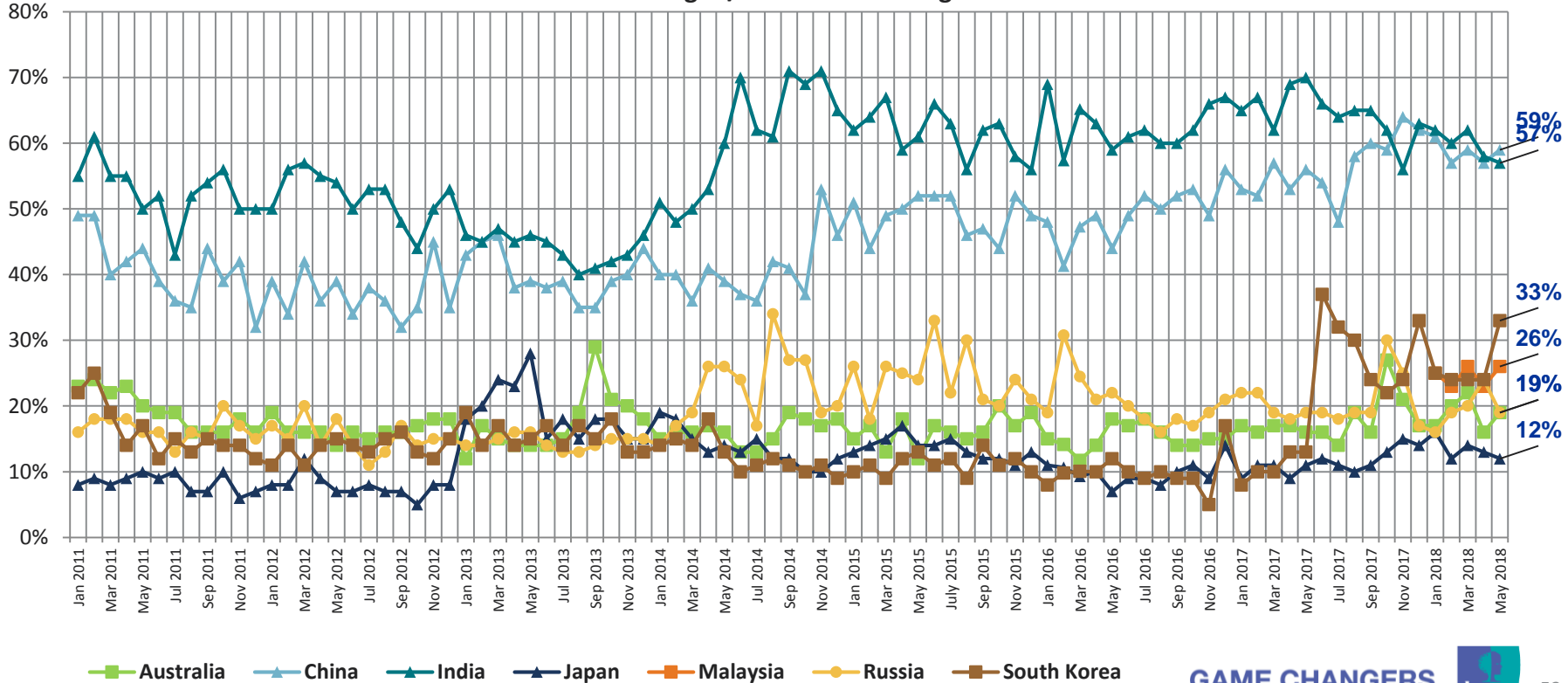
# LATAM Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

% Much Stronger / Somewhat Stronger



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

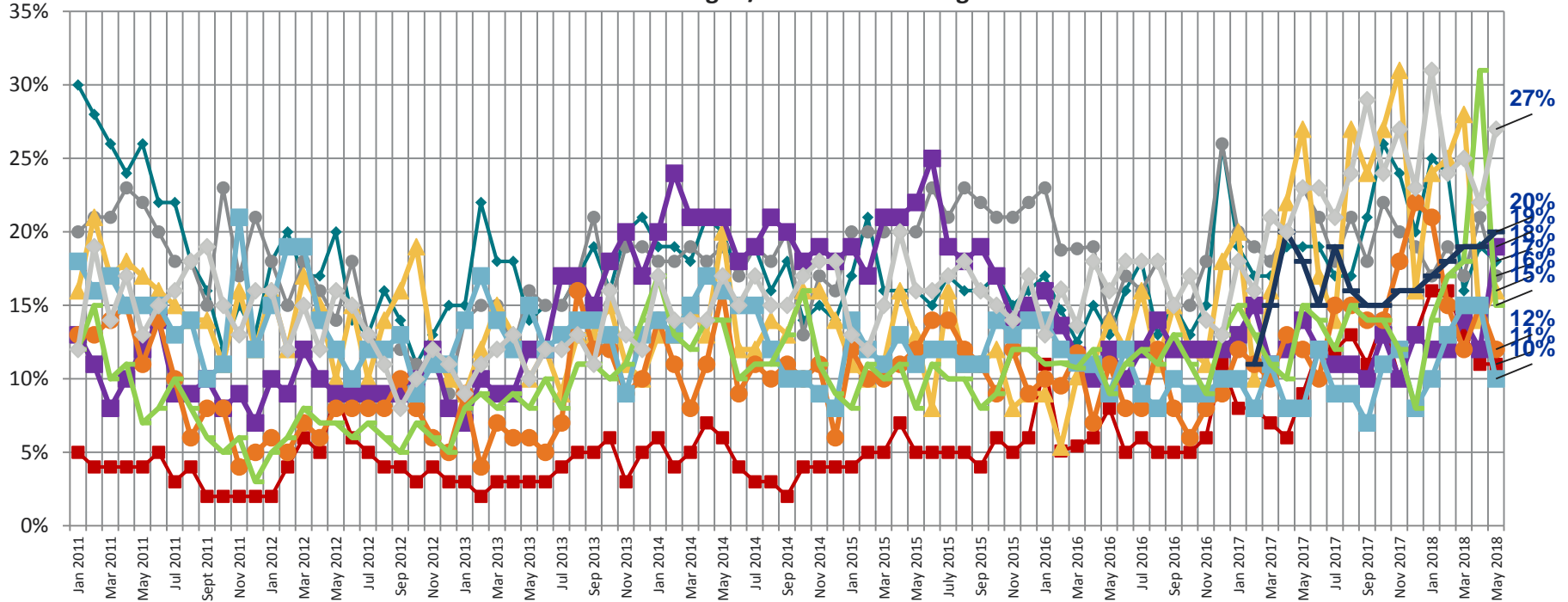
% Much Stronger / Somewhat Stronger





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

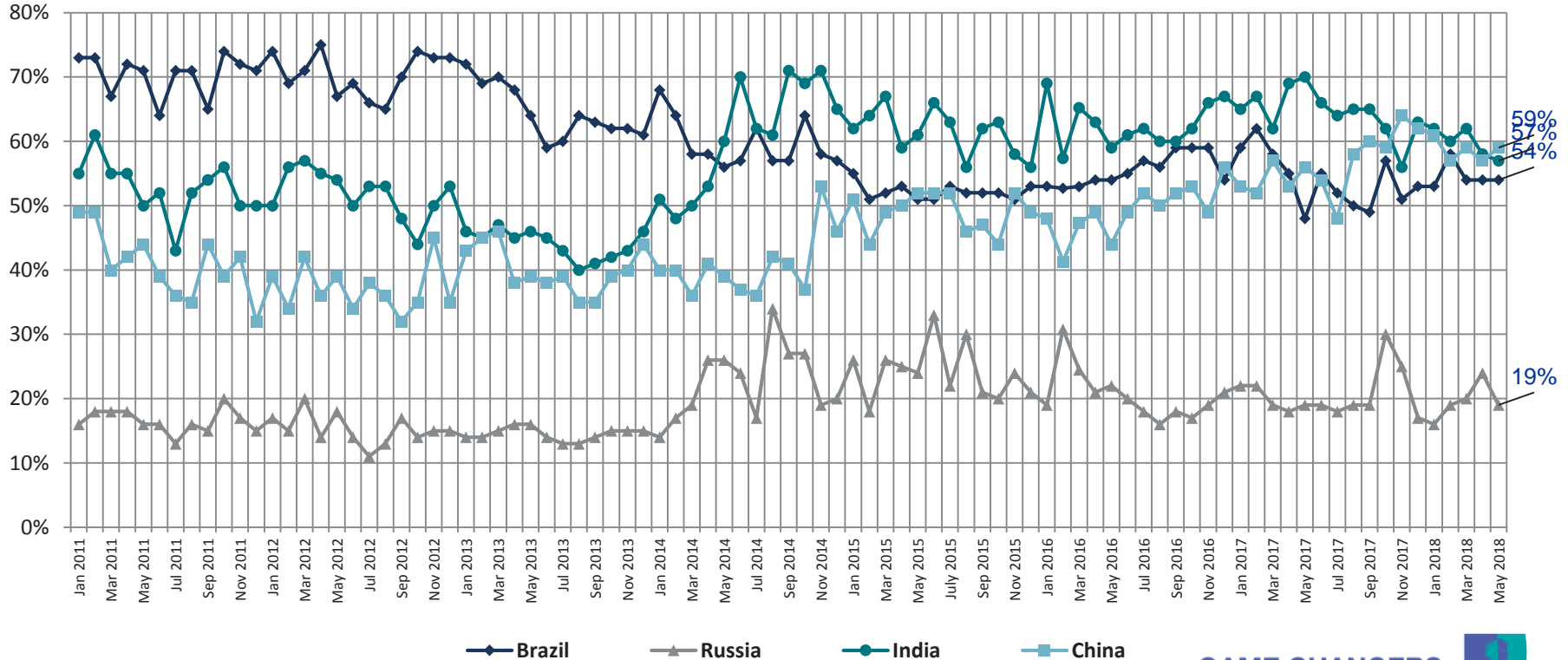
% Much Stronger / Somewhat Stronger



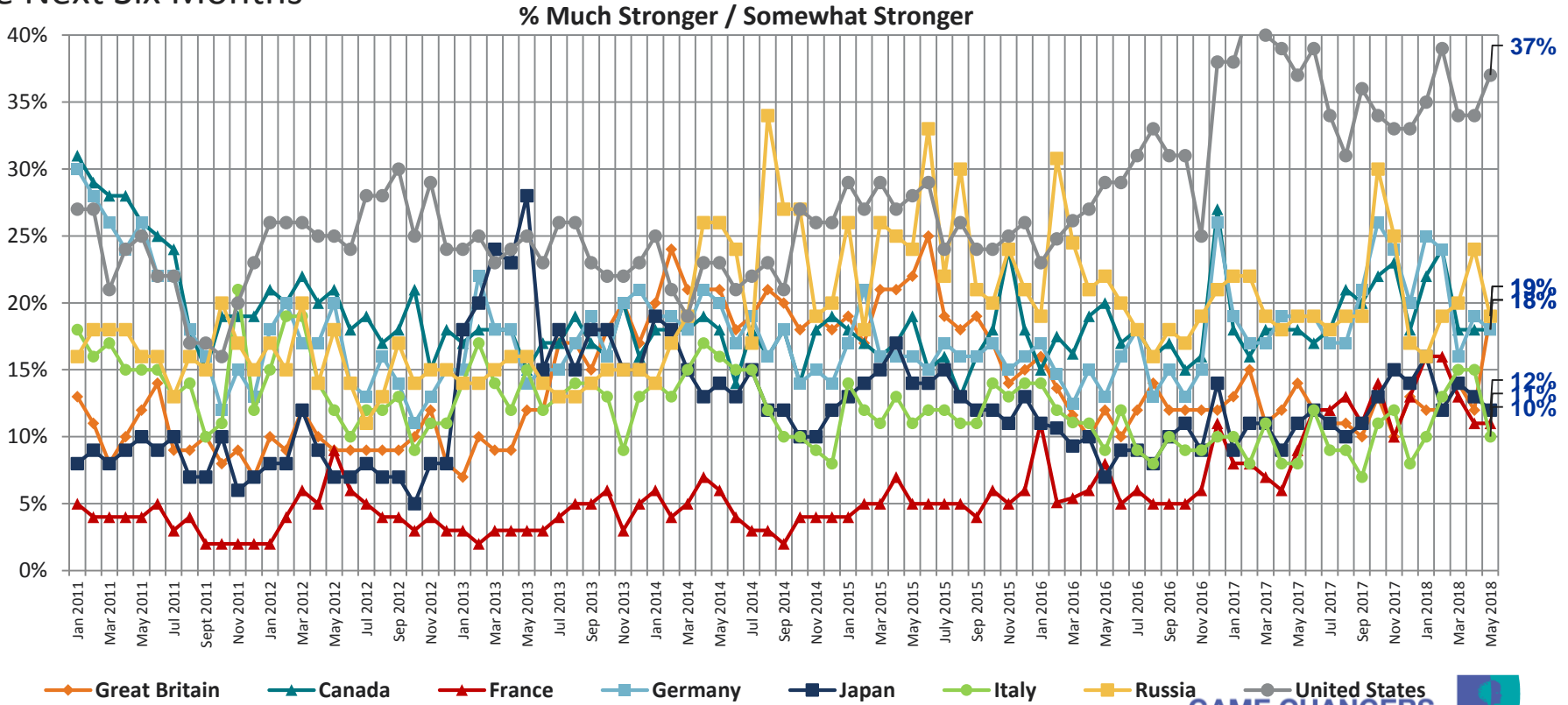
Germany France Spain Sweden Great Britain Belgium Italy Hungary Serbia Poland

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

% Much Stronger / Somewhat Stronger



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







# About Ipsos

- Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry.
- With offices in 87 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media, customer loyalty, marketing, public affairs research, and survey management.
- Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.
- Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues €1,669.5 (\$2,218.4 million) in 2014.
- Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos' offerings and capabilities.

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