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

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These are the findings of the *Global Advisor* Wave 110(G@110), an Ipsos survey conducted between May 25th and June 8th, 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 23,210 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:**

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

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

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

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

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

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THE WORLD at a GLANCE

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

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

- Once again, China (86%) remains at the top spot in the national economic assessment category this month, followed by Saudi Arabia (83%), Germany (81%), India (77%), Sweden (68%), Israel (66%), Australia (66%), Canada (63%), the United States (61%), Chile (61%) and Malaysia (56%). Brazil (10%) has the lowest spot in this assessment, followed by Italy (18%), South Africa (19%), Argentina (21%), Spain (23%), South Korea (23%), Mexico (27%), France (29%), Hungary (32%) and Turkey (32%).

- *Countries with the greatest improvements in this wave*: Malaysia (56%, +11 pts.), Chile (61%, +9 pts.), Canada (63%, +8 pts.), Australia (66%, +4 pts.), Sweden (68%, +3 pts.), India (77%, +3 pts.), Saudi Arabia and China (86%, +2 pts.).

- *Countries with the greatest declines*: Great Britain (40%, -11 pts.), South Korea (23%, -10 pts.), Brazil (10%, -5 pts.), Peru (50%, -4 pts.), Belgium (55%, -3 pts.), South Africa (19%, -3 pts.), Germany (81%, -2 pts.), Poland (55%, -2 pts.), the United States (61%, -2 pts.) and Japan (36%, -1 pts.).

Global Average of <u>Local Economic Assessment (35%) Down One Point</u>

- When asked to assess their local economy, <u>**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.**</u>

- China (72%) is the top country in the local assessment category, followed by Saudi Arabia (63%), Germany (62%), India (59%), Israel (55%), Sweden (54%), the United States (50%), Chile (50%), Canada (46%), Australia (45%) and Malaysia (43%). Serbia (13%) is the lowest ranked country in this category this month, followed by Brazil (15%), South Africa (16%), Italy (18%), Japan (18%), Argentina (19%), South Korea (20%), Spain (21%), Mexico (22%), Russia (22%) and France (23%).

- *Countries with the greatest improvements in this wave*: Malaysia (43%, +8 pts.), India (59%, +4 pts.), Germany (62%, +4 pts.), Chile (50%, +4 pts.), Canada (46%, +4 pts.), Australia (45%, +4 pts.), Spain (21%, +3 pts.), Italy (18%, +3 pts.), Hungary (24%, +3 pts.), Mexico (22%, +2 pts.) and Turkey (29%, +1 pts.).

- *Countries with the greatest declines in this wave*: Israel (55%, -11 pts.), South Korea (20%, -8 pts.), the United States (50%, -8 pts.), Great Britain (28%, -7 pts.), Brazil (15%, -6 pts.), South Africa (16%, -4 pts.), Poland (35%, -3 pts.), Sweden (54%, -3 pts.), Belgium (34%, -2 pts.) and Peru (28%, -2 pts.).

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

- **<u>The future outlook is up one point 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>**

- Saudi Arabia (61%) is at the top of this assessment category again, followed by China (59%), Malaysia (57%), India (56%), Chile (55%), Peru (47%), Brazil (46%), Argentina (38%), Mexico (37%), Turkey (33%) and the United States (28%). France (9%) has the lowest future outlook score this month, followed by Japan (12%), Great Britain (12%), Belgium (13%), Hungary (16%), Germany (16%), Australia (18%), Israel (19%), Sweden (20%), Canada (20%) and Russia (20%).

- *Countries with the greatest improvements in this wave*: Malaysia (57%, +31 pts.), Italy (21%, +11 pts.), Spain (27%, +10 pts.), Turkey (33%, +4 pts.), Sweden (20%, +4 pts.), Serbia (22%, +2 pts.), Mexico (37%, +2 pts.), Israel (19%, +2 pts.), Canada (20%, +2 pts.) and Russia (20%, +1 pts.).

- *Countries with the greatest declines in this wave*: the United States (28%, -9 pts.), Brazil (46%, -8 pts.), Great Britain (12%, -7 pts.), South Korea (27%, -6 pts.), Peru (47%, -5 pts.), South Africa (22%, -3 pts.), France (9%, -2 pts.), Germany (16%, -2 pts.) and Australia (18%, -1 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	86%	Malaysia	11%	Great Britain	-11%	Great Britain	40%
Saudi Arabia	83%	Chile	9%	South Korea	-10%	Serbia	38%
Germany	81%	Canada	8%	Brazil	-5%	Japan	36%
India	77%	Australia	4%	Peru	-4%	Russia	35%
Sweden	68%	Sweden	3%	Belgium	-3%	Turkey	32%
Israel	66%	India	3%	South Africa	-3%	Hungary	32%
Australia	66%	Saudi Arabia	2%	Germany	-2%	France	29%
Canada	63%	China	2%	Poland	-2%	Mexico	27%
US	61%	Spain	1%	US	-2%	South Korea	23%
Chile	61%	Mexico	1%	Japan	-1%	Spain	23%
Malaysia	56%	Hungary	1%			Argentina	21%
Belgium	55%	France	1%			South Africa	19%
Poland	55%					Italy	18%
Peru	50%					Brazil	10%

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1.   National Economic Assessment: Regions at a Glance Compared to the Last Wave…

REGION (in descending order by NET)	NET 'Good'	CHANGE (since last sounding)
North America	62%	3%
APAC	54%	0%
BRIC	52%	0%
Middle East/Africa	50%	0%
G-8 Countries	45%	-1%
Europe	44%	-1%
LATAM	34%	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	72%	Malaysia	8%	Israel	-11%	Great Britain	28%
Saudi Arabia	63%	India	4%	South Korea	-8%	Peru	28%
Germany	62%	Germany	4%	US	-8%	Hungary	24%
India	59%	Chile	4%	Great Britain	-7%	France	23%
Israel	55%	Canada	4%	Brazil	-6%	Russia	22%
Sweden	54%	Australia	4%	South Africa	-4%	Mexico	22%
US	50%	Spain	3%	Poland	-3%	Spain	21%
Chile	50%	Italy	3%	Sweden	-3%	South Korea	20%
Canada	46%	Hungary	3%	Belgium	-2%	Argentina	19%
Australia	45%	Mexico	2%	Peru	-2%	Japan	18%
Malaysia	43%	Turkey	1%	Argentina	-1%	Italy	18%
Poland	35%	Saudi Arabia	1%	France	-1%	South Africa	16%
Belgium	34%			Russia	-1%	Brazil	15%
Turkey	29%			Serbia	-1%	Serbia	13%

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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	48%	-2%
BRIC	42%	-1%
Middle East/Africa	41%	-3%
APAC	39%	0%
G-8 Countries	33%	-1%
Europe	31%	-1%
LATAM	27%	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**	
Saudi Arabia	61%	Malaysia	31%	US	-9%	South Africa	22%
China	59%	Italy	11%	Brazil	-8%	Serbia	22%
Malaysia	57%	Spain	10%	Great Britain	-7%	Italy	21%
India	56%	Turkey	4%	South Korea	-6%	Russia	20%
Chile	55%	Sweden	4%	Peru	-5%	Canada	20%
Peru	47%	Serbia	2%	South Africa	-3%	Sweden	20%
Brazil	46%	Mexico	2%	France	-2%	Israel	19%
Argentina	38%	Israel	2%	Germany	-2%	Australia	18%
Mexico	37%	Canada	2%	Australia	-1%	Germany	16%
Turkey	33%	Russia	1%	India	-1%	Hungary	16%
US	28%	Hungary	1%	Poland	-1%	Belgium	13%
South Korea	27%	Belgium	1%			Great Britain	12%
Spain	27%	Argentina	1%			Japan	12%
Poland	26%					France	9%

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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?

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	45%	-2%
LATAM	45%	-1%
Middle East/Africa	34%	1%
APAC	32%	-1%
North America	24%	-4%
Europe	18%	2%
G-8 Countries	17%	-1%

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DETAILED FINDINGS

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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	86%
Saudi Arabia	83%
Germany	81%
India	77%
Sweden	68%
Australia	66%
Israel	66%
Canada	63%
Chile	61%
US	61%
Malaysia	56%
Belgium	55%
Poland	55%
Peru	50%
Great Britain	40%
Serbia	38%
Japan	36%
Russia	35%
Hungary	32%
Turkey	32%
France	29%
Mexico	27%
Colombia	27%
South Korea	23%
Spain	23%
Argentina	21%
South Africa	19%
Italy	18%
Brazil	10%

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

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

Total Good

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Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?
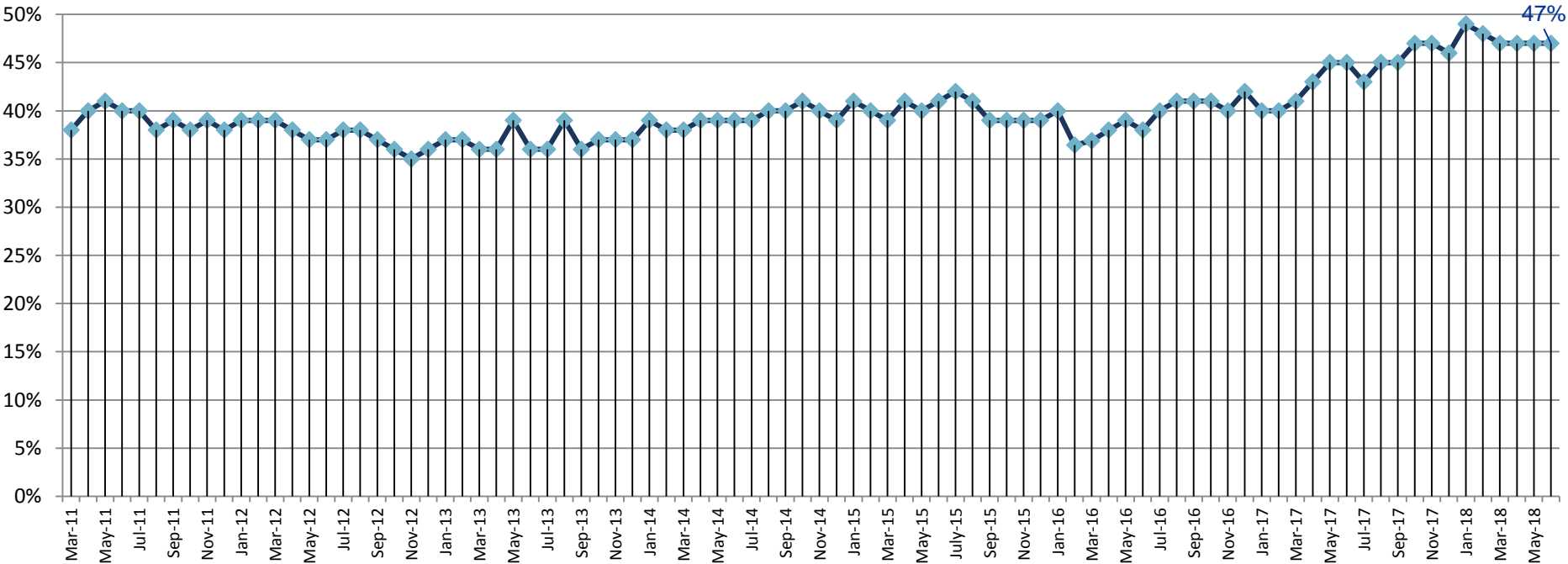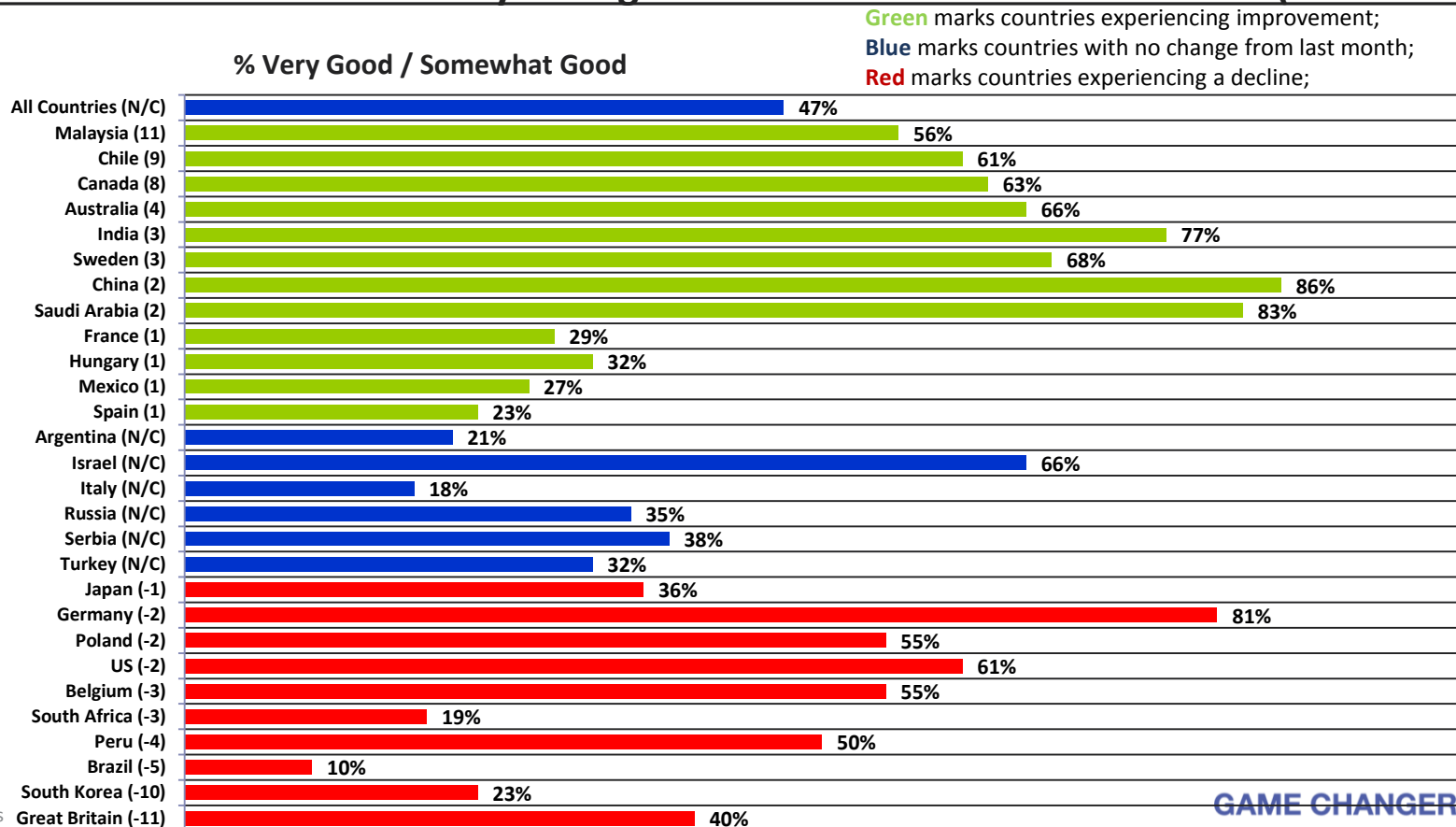
For All Countries Tracked: Citizens Assess the Current Economic Situation in their Country as "Good"

	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	Jun '18
Total	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%	47%
Argentina	28%	29%	24%	28%	29%	29%	27%	28%	24%	15%	15%	17%	21%	19%	19%	18%	20%	21%	20%	23%	21%	21%	27%	22%	19%	20%	33%	34%	38%	28%	32%	32%	28%	26%	30%	21%	21%
Australia	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%	61%	60%	67%	69%	64%	63%	62%	62%	66%
Belgium	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%	55%
Brazil	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%	10%
Chile																																57%	66%	61%	62%	52%	63%
Canada	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%	55%	61%
China	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%	86%
France	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%	29%
Germany	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%	81%
Great Britain	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%	40%
Hungary	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%	32%
India	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%	77%
Israel	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%	66%
Italy	11%	10%	12%	14%	13%	13%	16%	13%	14%	13%	14%	14%	14%	13%	15%	13%	15%	14%	18%	15%	15%	16%	12%	14%	17%	17%	14%	16%	17%	17%	17%	17%	18%	18%	20%	18%	18%
Japan	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%	36%
Malaysia																																45%	47%	41%	40%	45%	56%
Mexico	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%	27%
Peru						52%	52%	46%	45%	52%	54%	54%	61%	62%	69%	65%	65%	72%	67%	61%	60%	62%	77%	69%	52%	60%	58%	63%	61%	59%	63%	55%	60%	55%	54%	50%	50%
Poland	33%	29%	35%	35%	36%	30%	36%	35%	33%	29%	36%	31%	31%	38%	41%	42%	37%	36%	39%	36%	35%	40%	41%	44%	46%	48%	49%	52%	60%	49%	53%	59%	55%	54%	50%	57%	55%
Russia	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%	35%
Saudi Arabia	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%	83%
Serbia																					21%	27%	32%	31%	32%	33%	32%	27%	25%	33%	37%	38%	40%	34%	39%	38%	38%
South Africa	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%	19%
South Korea	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%	23%
Spain	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%	23%
Sweden	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%	68%
Turkey	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%	32%
United States	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%	61%

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)	47%
Malaysia (11)	56%
Chile (9)	61%
Canada (8)	63%
Australia (4)	66%
India (3)	77%
Sweden (3)	68%
China (2)	86%
Saudi Arabia (2)	83%
France (1)	29%
Hungary (1)	32%
Mexico (1)	27%
Spain (1)	23%
Argentina (N/C)	21%
Israel (N/C)	66%
Italy (N/C)	18%
Russia (N/C)	35%
Serbia (N/C)	38%
Turkey (N/C)	32%
Japan (-1)	36%
Germany (-2)	81%
Poland (-2)	55%
US (-2)	61%
Belgium (-3)	55%
South Africa (-3)	19%
Peru (-4)	50%
Brazil (-5)	10%
South Korea (-10)	23%
Great Britain (-11)	40%

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

Country	Value
Malaysia (11)	11%
Chile (9)	9%
Canada (8)	8%
Australia (4)	4%
Sweden (3)	3%
India (3)	3%
Saudi Arabia (2)	2%
China (2)	2%
Spain (1)	1%
Mexico (1)	1%
Hungary (1)	1%
France (1)	1%
Turkey (N/C)	0%
Serbia (N/C)	0%
Russia (N/C)	0%
Italy (N/C)	0%
Israel (N/C)	0%
Argentina (N/C)	0%
Japan (-1)	-1%
US (-2)	-2%
Poland (-2)	-2%
Germany (-2)	-2%
South Africa (-3)	-3%
Belgium (-3)	-3%
Peru (-4)	-4%
Brazil (-5)	-5%
South Korea (-10)	-10%
Great Britain (-11)	-11%

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

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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?
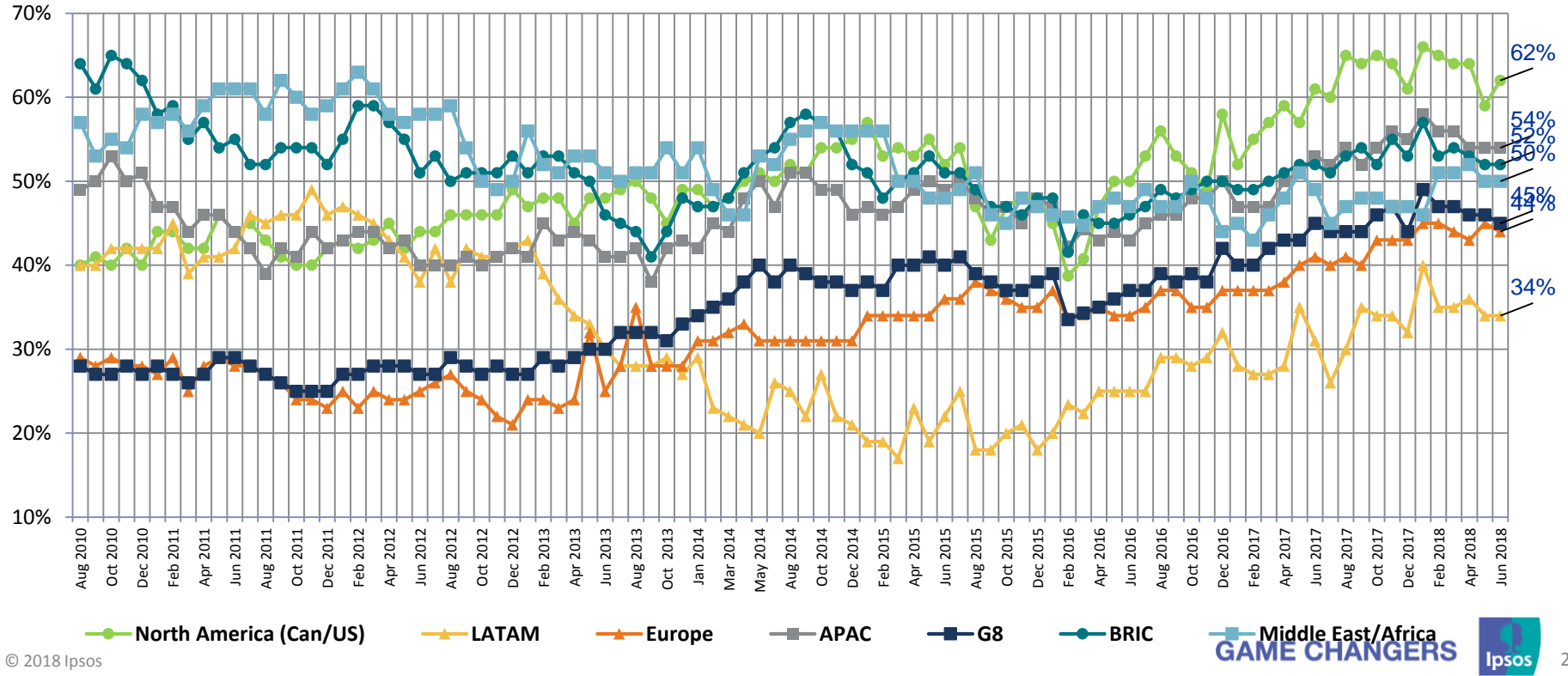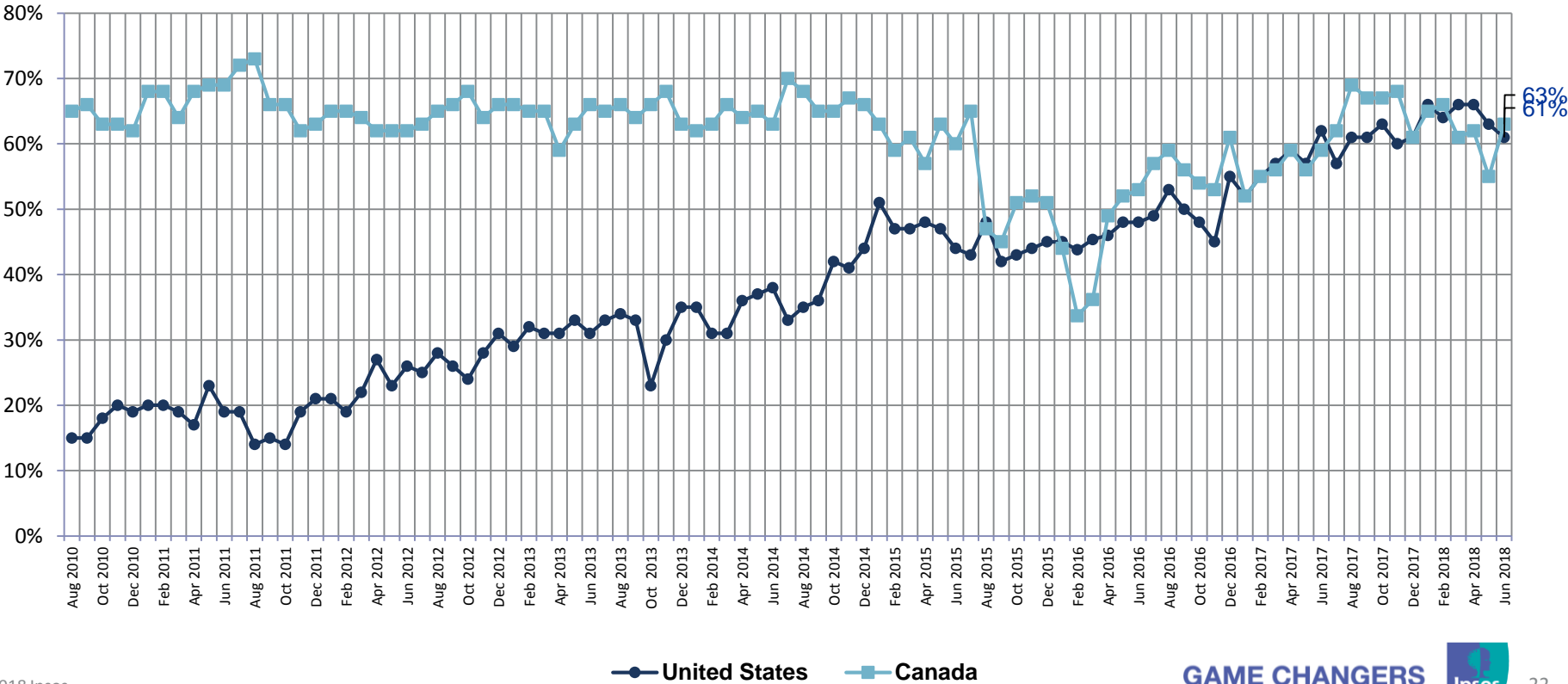
▲3

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

Very Good / Somewhat Good
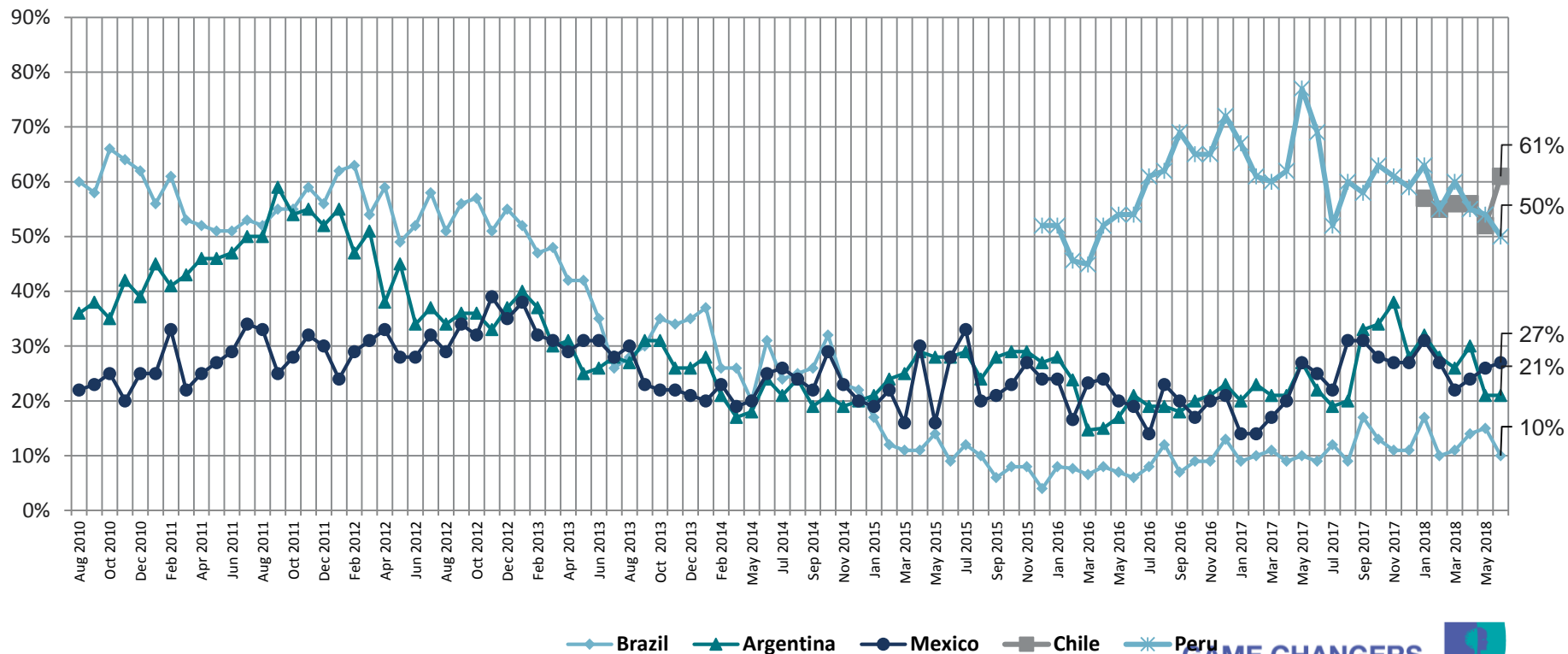

Legend: United States, Canada

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

European Countries - Assessing the Current Economic Situation

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?
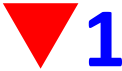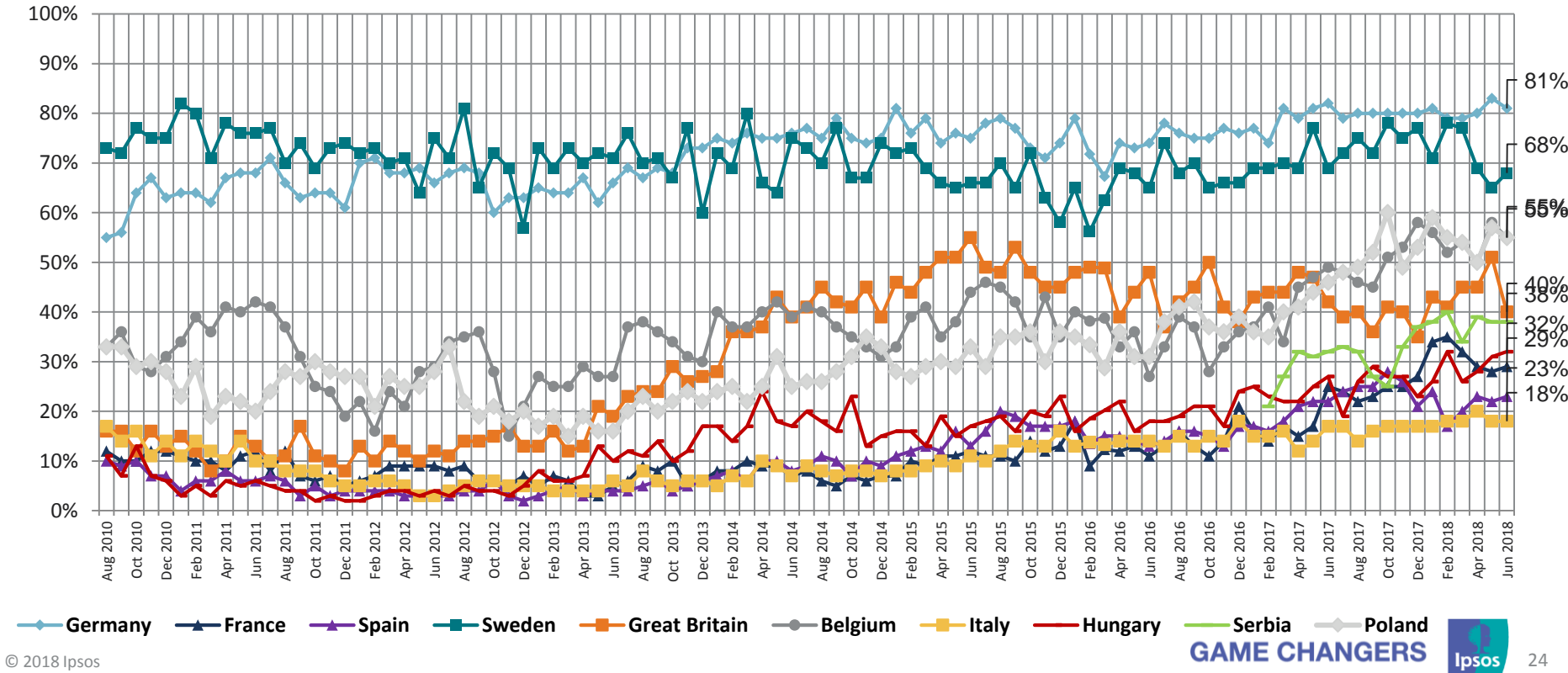
Very Good / Somewhat Good

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?

APAC Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good

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

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Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?
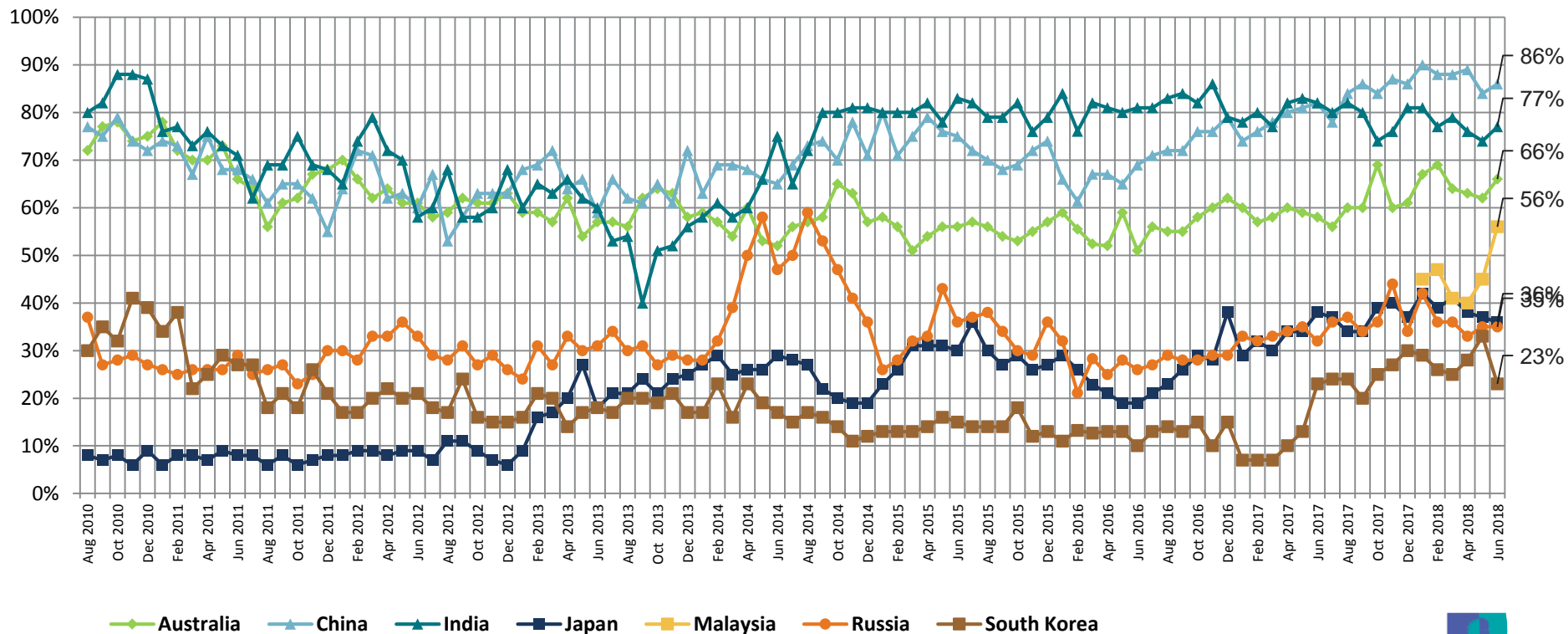
G8 Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good

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

Right-axis labels: 81%, 63%, 61%, 40%, 36%, 35%, 29%, 18%

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GAME CHANGERS

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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?

BRIC Countries - Assessing the Current Economic Situation
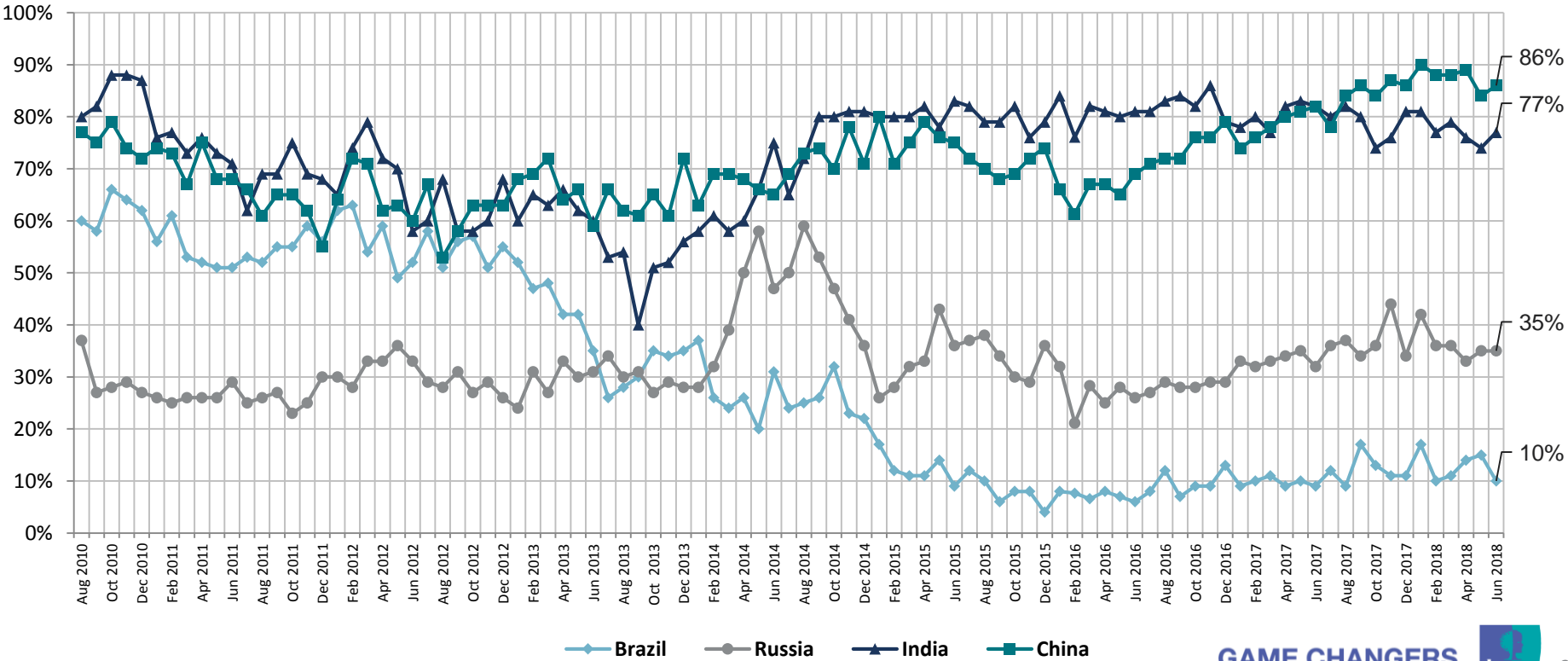
Very Good / Somewhat Good

◆ 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
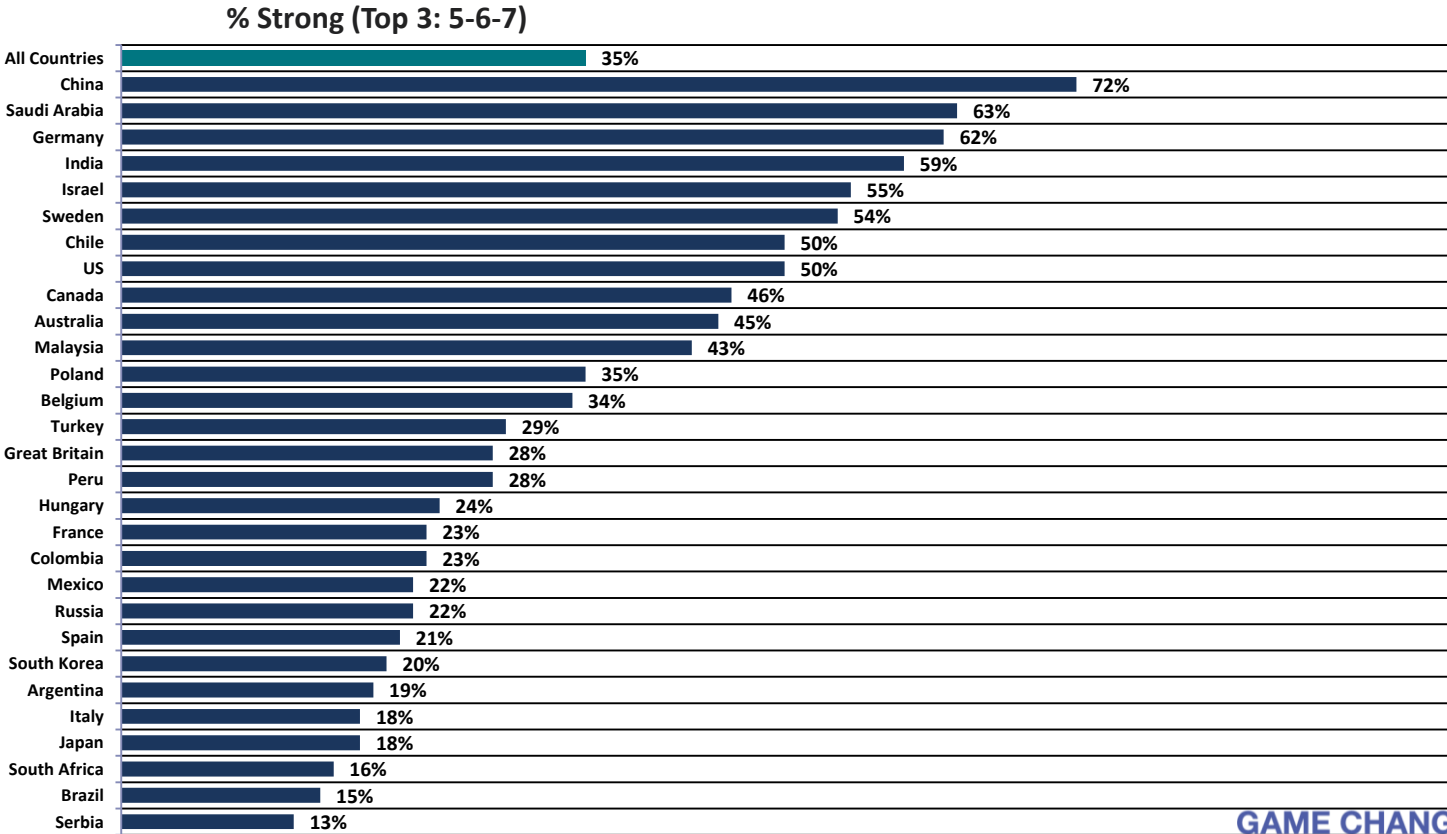
Very Good / Somewhat Good

Legend: Turkey · Saudi Arabia · South Africa · Israel

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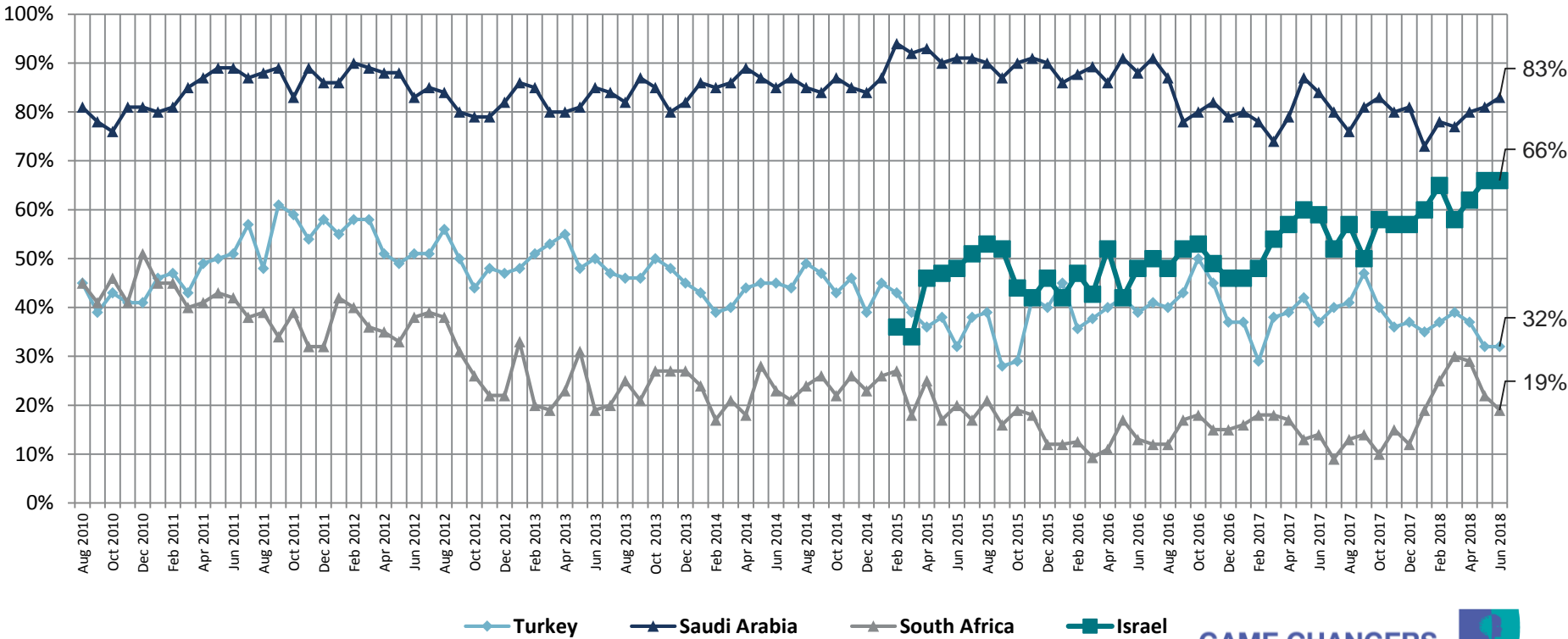
❷ Assessing The Economy…

…in Their Local Area

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

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

Country	% Strong
All Countries	35%
China	72%
Saudi Arabia	63%
Germany	62%
India	59%
Israel	55%
Sweden	54%
Chile	50%
US	50%
Canada	46%
Australia	45%
Malaysia	43%
Poland	35%
Belgium	34%
Turkey	29%
Great Britain	28%
Peru	28%
Hungary	24%
France	23%
Colombia	23%
Mexico	22%
Russia	22%
Spain	21%
South Korea	20%
Argentina	19%
Italy	18%
Japan	18%
South Africa	16%
Brazil	15%
Serbia	13%

GAME CHANGERS

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

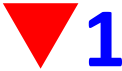## Total - % Strong (Top 3: 5-6-7)
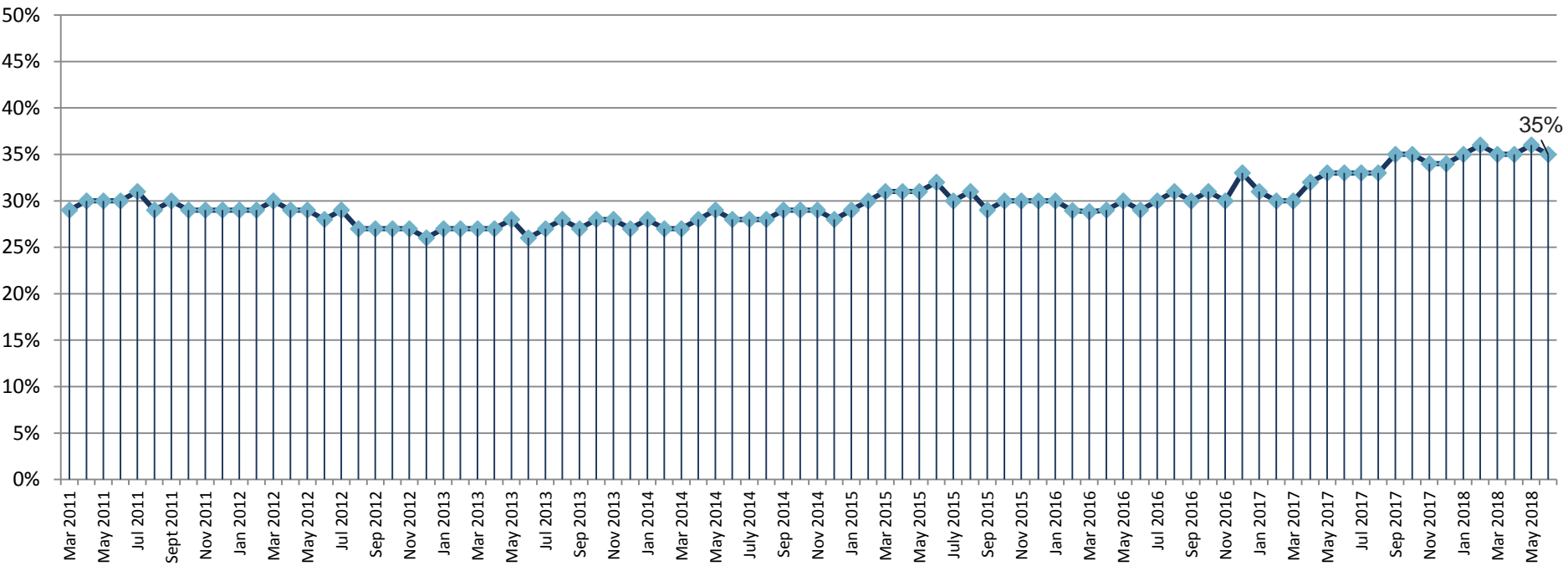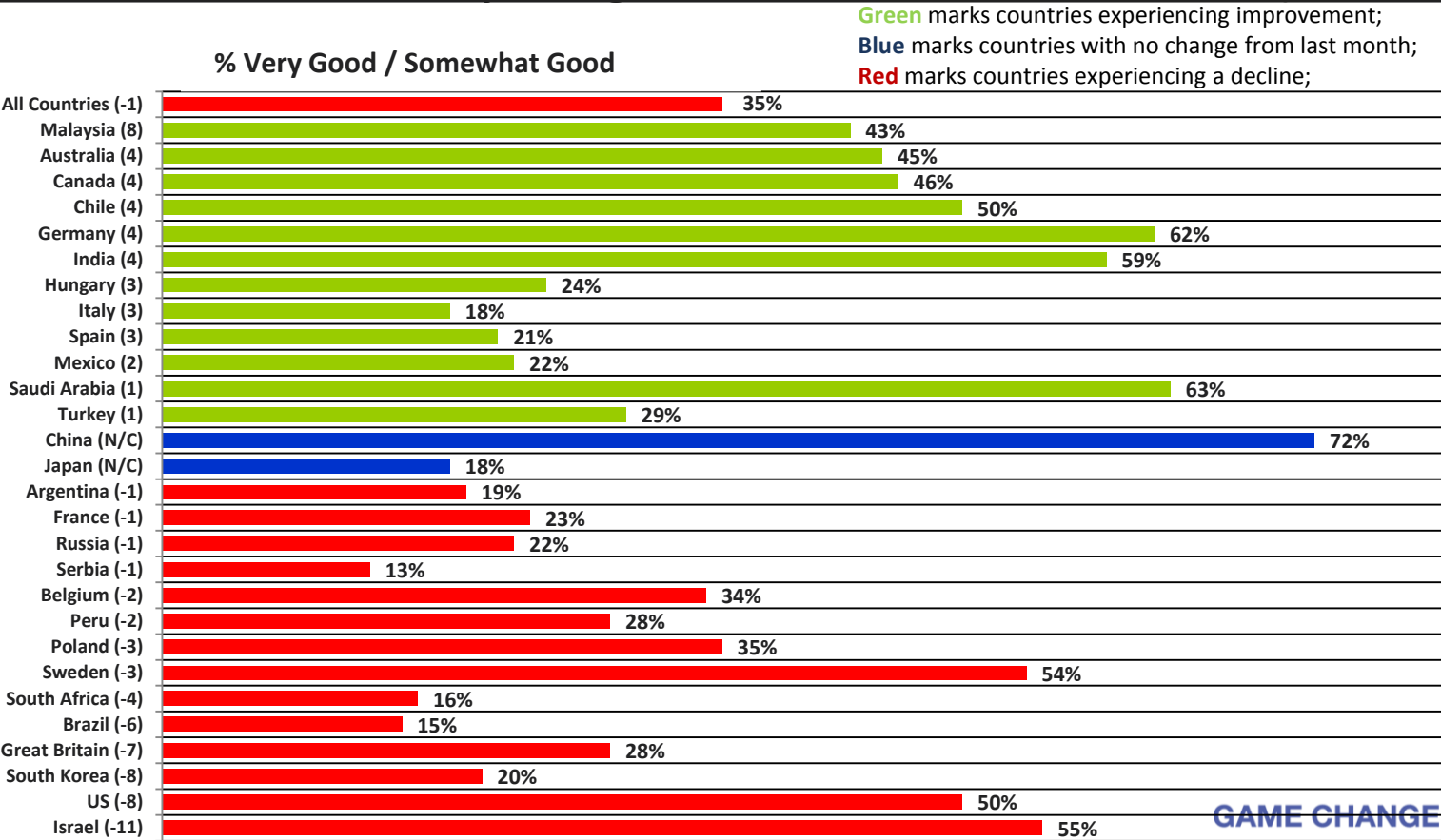
GAME CHANGERS Ipsos

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

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

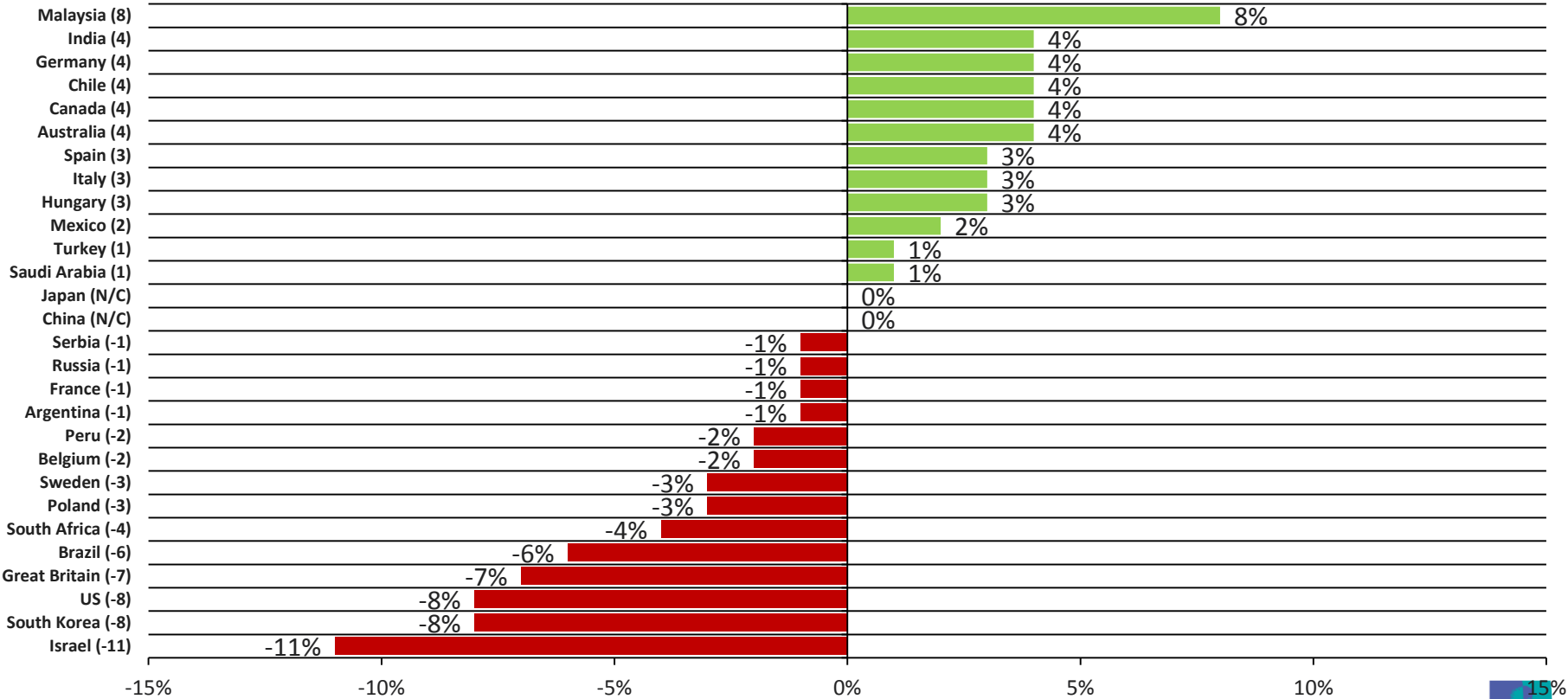|	Jun '15	July '15	Aug '15	Sep '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16	Jan '17	Feb '17	Mar '17	Apr '17	May '17	Jun '17	Jul '17	Aug '17	Sep '17	Oct '17	Nov '17	Dec '17	Jan '18	Feb '18	Mar '18	Apr '18	May '18	Jun '18
Total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

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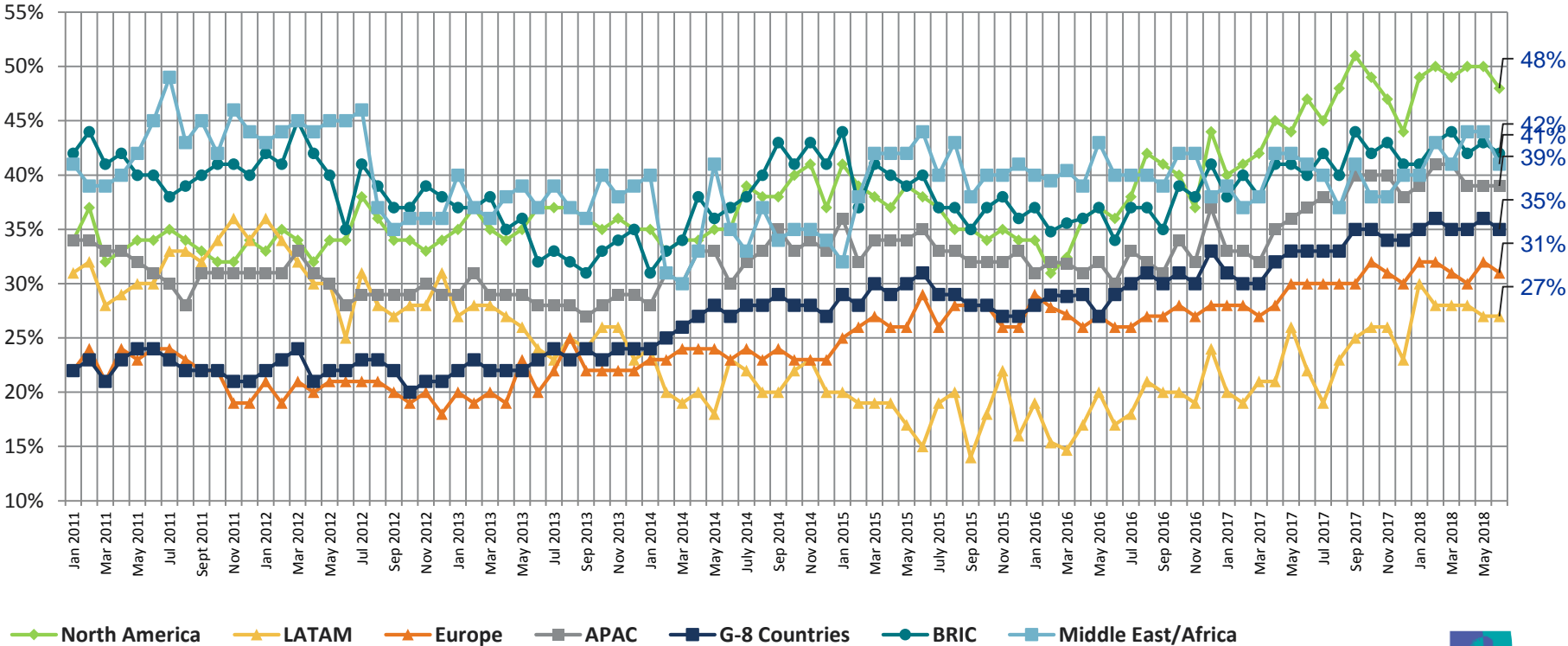
Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):

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

% Very Good / Somewhat Good

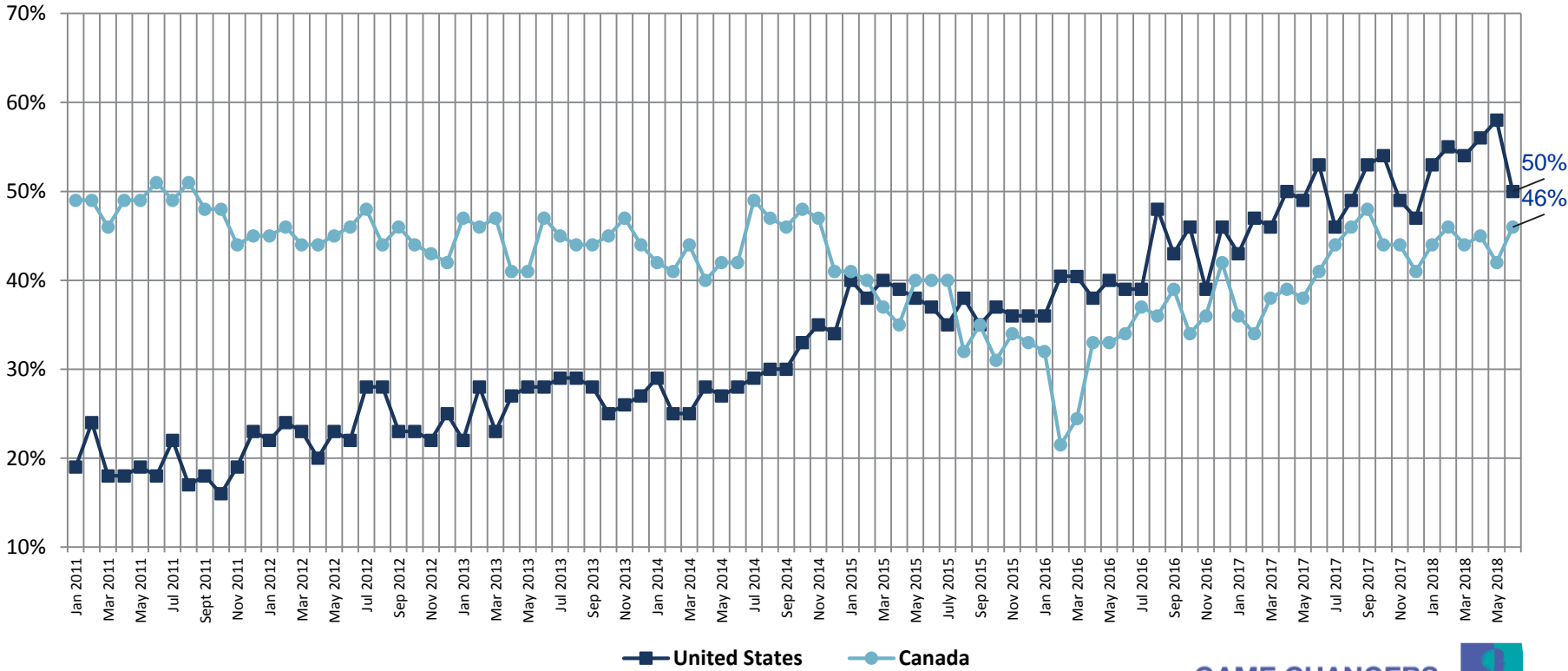| Country	%
All Countries (-1)	35%
Malaysia (8)	43%
Australia (4)	45%
Canada (4)	46%
Chile (4)	50%
Germany (4)	62%
India (4)	59%
Hungary (3)	24%
Italy (3)	18%
Spain (3)	21%
Mexico (2)	22%
Saudi Arabia (1)	63%
Turkey (1)	29%
China (N/C)	72%
Japan (N/C)	18%
Argentina (-1)	19%
France (-1)	23%
Russia (-1)	22%
Serbia (-1)	13%
Belgium (-2)	34%
Peru (-2)	28%
Poland (-3)	35%
Sweden (-3)	54%
South Africa (-4)	16%
Brazil (-6)	15%
Great Britain (-7)	28%
South Korea (-8)	20%
US (-8)	50%
Israel (-11)	55%

GAME CHANGERS   Ipsos   33
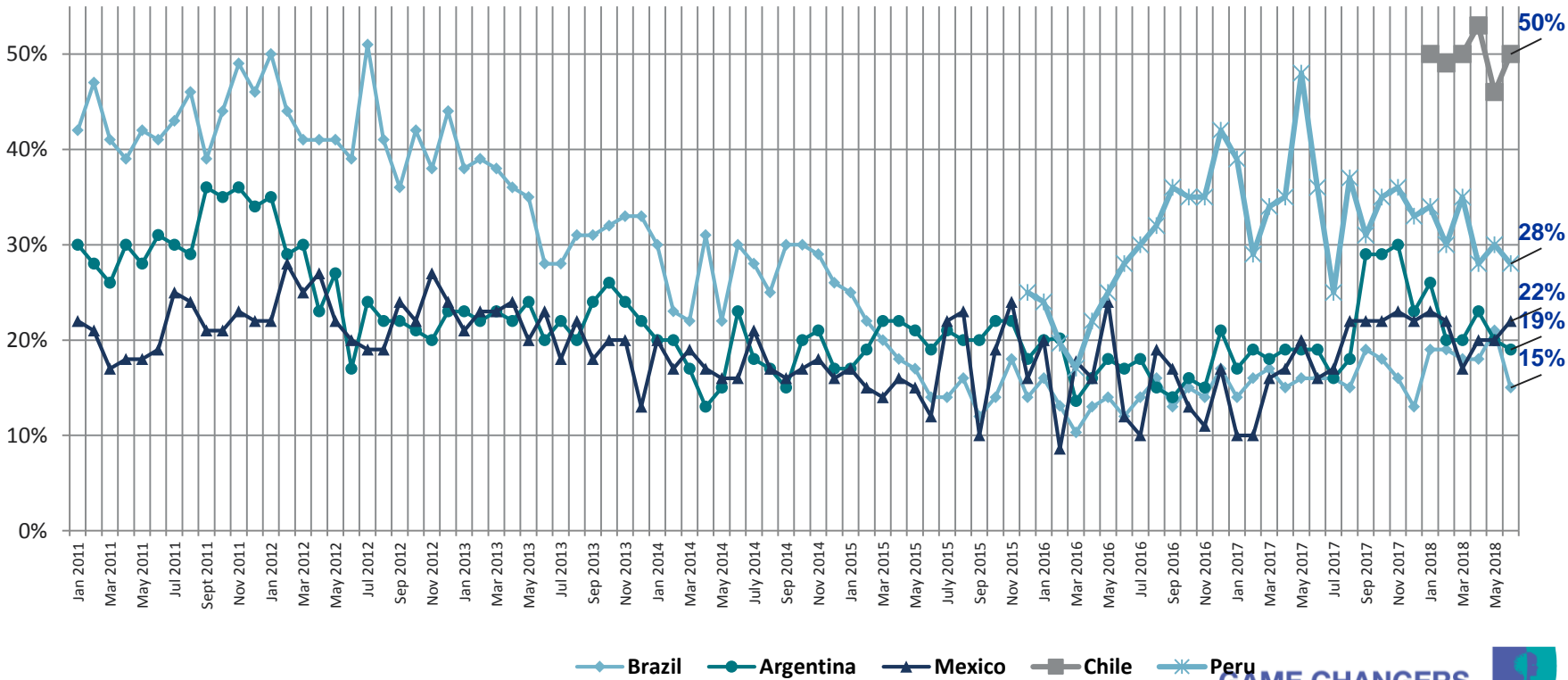
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy…

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

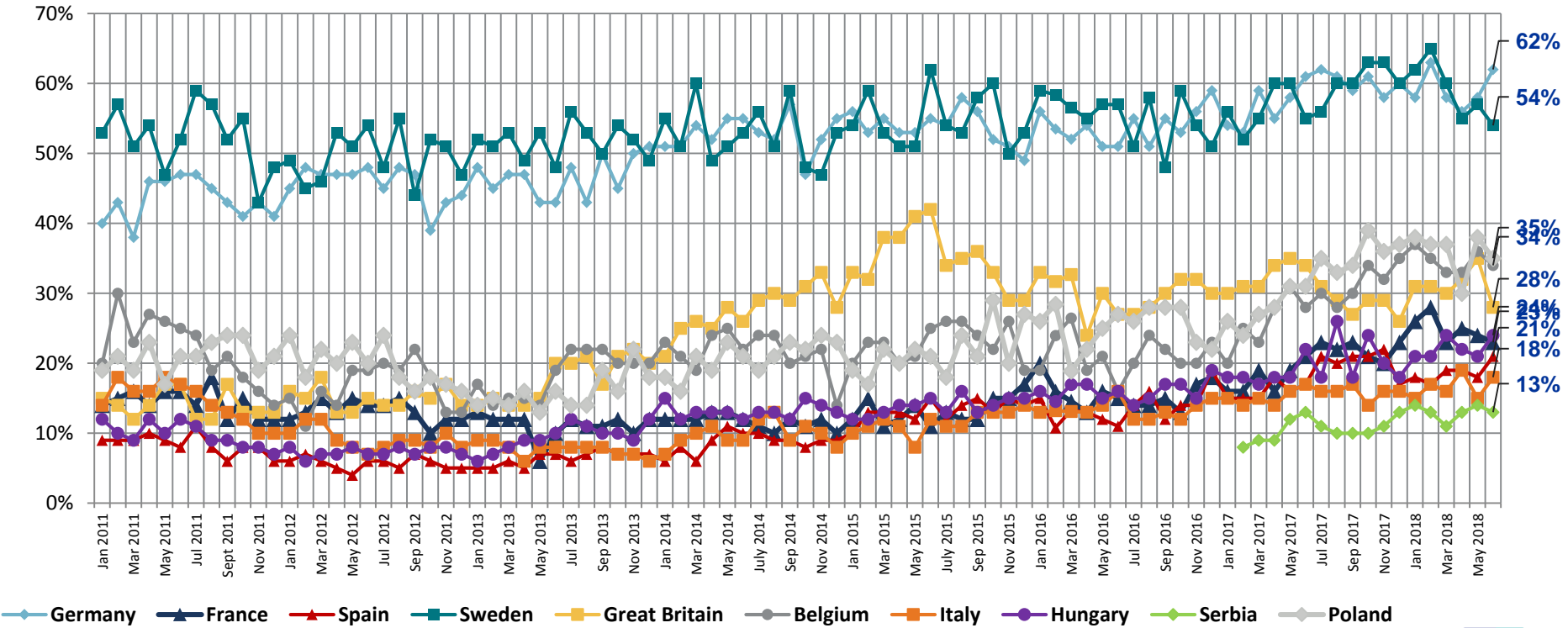| Country	Net
Malaysia (8)	8%
India (4)	4%
Germany (4)	4%
Chile (4)	4%
Canada (4)	4%
Australia (4)	4%
Spain (3)	3%
Italy (3)	3%
Hungary (3)	3%
Mexico (2)	2%
Turkey (1)	1%
Saudi Arabia (1)	1%
Japan (N/C)	0%
China (N/C)	0%
Serbia (-1)	-1%
Russia (-1)	-1%
France (-1)	-1%
Argentina (-1)	-1%
Peru (-2)	-2%
Belgium (-2)	-2%
Sweden (-3)	-3%
Poland (-3)	-3%
South Africa (-4)	-4%
Brazil (-6)	-6%
Great Britain (-7)	-7%
US (-8)	-8%
South Korea (-8)	-8%
Israel (-11)	-11%

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)

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

Right axis values: 48%, 42%, 41%, 39%, 35%, 31%, 27%

North American Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

Legend: ■ United States ● Canada

Annotations: 50%, 46%

GAME CHANGERS Ipsos

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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.

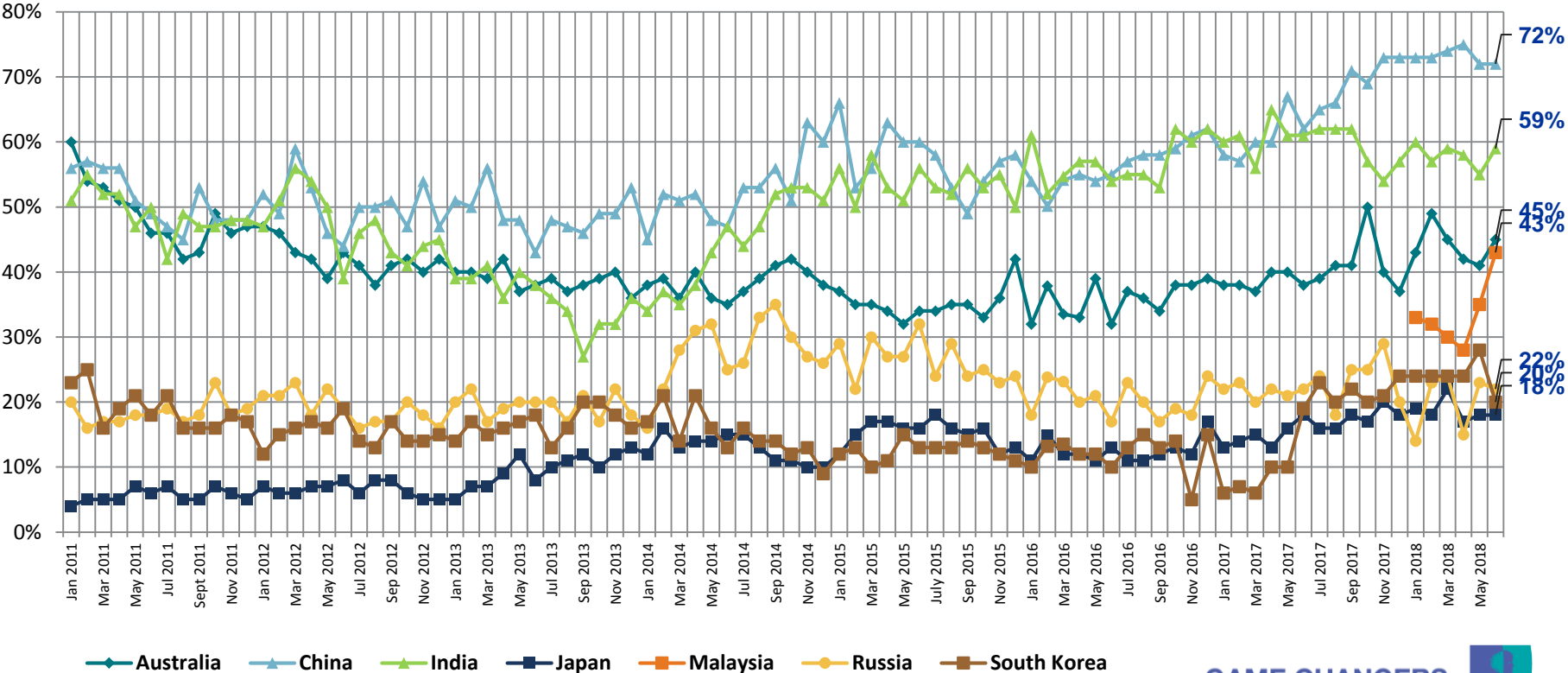# LATAM Countries - Assess the Strength of Their Local Economy
% Strong (Top 3 5-6-7)

© 2018 Ipsos
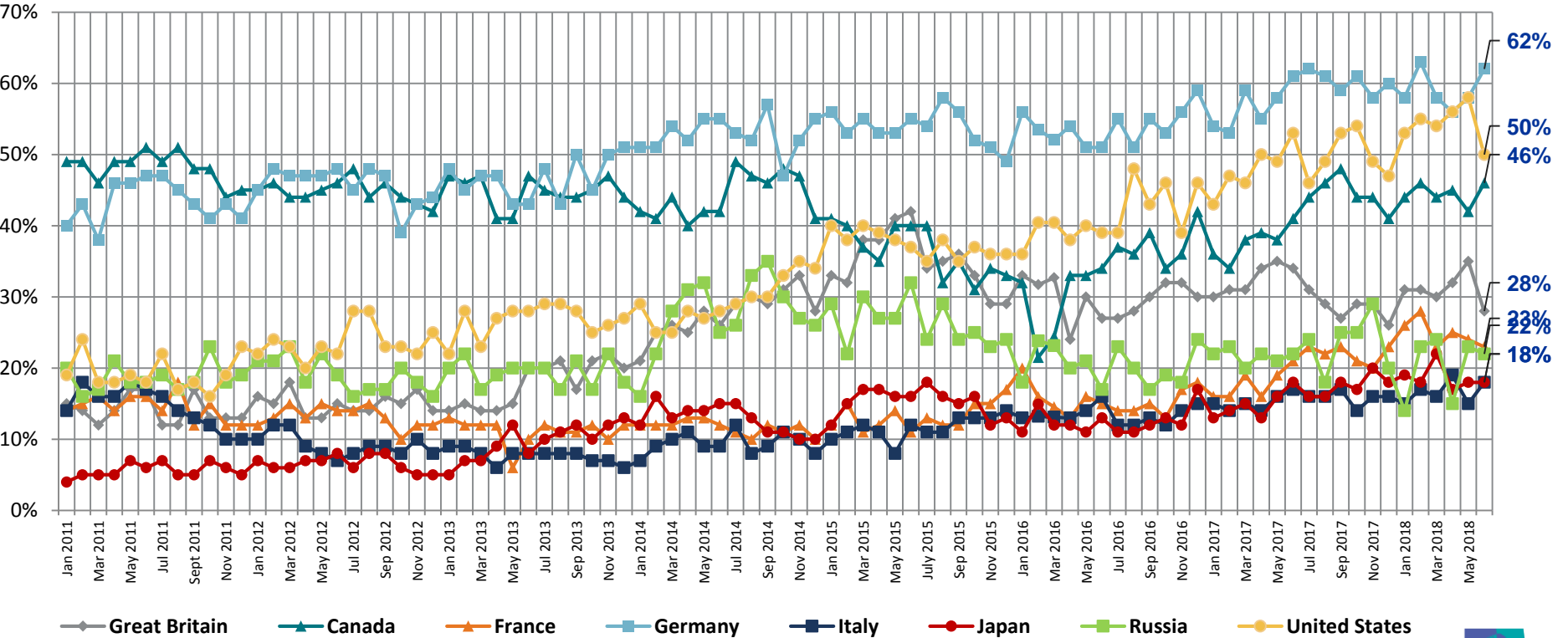
GAME CHANGERS

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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.

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 ◆
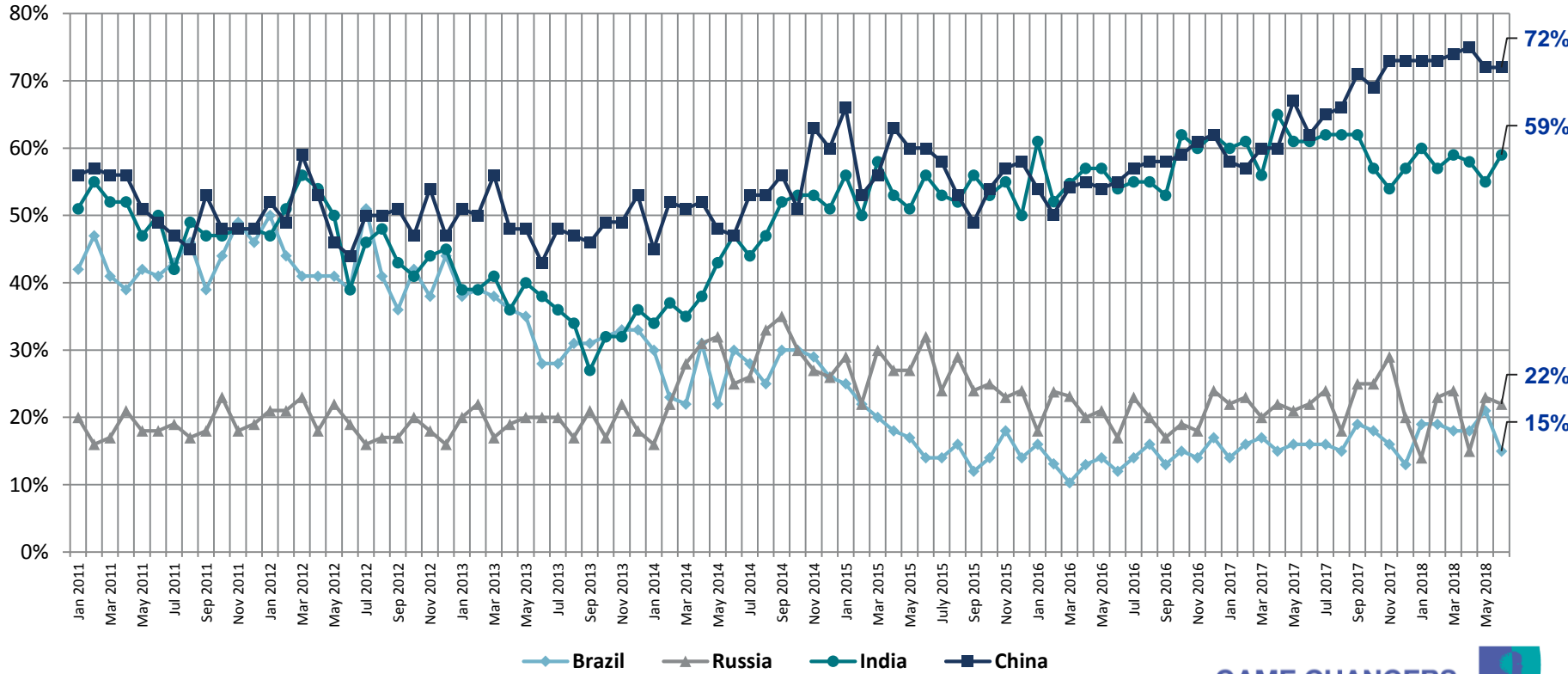
GAME CHANGERS Ipsos 38

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

Callout values (right side): 72%, 59%, 45%, 43%, 22%, 20%, 18%

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.

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

62%
50%
46%
28%
23%
22%
18%

GAME CHANGERS Ipsos

BRIC Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

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

Middle East/African Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

Turkey · Saudi Arabia · South Africa · Israel
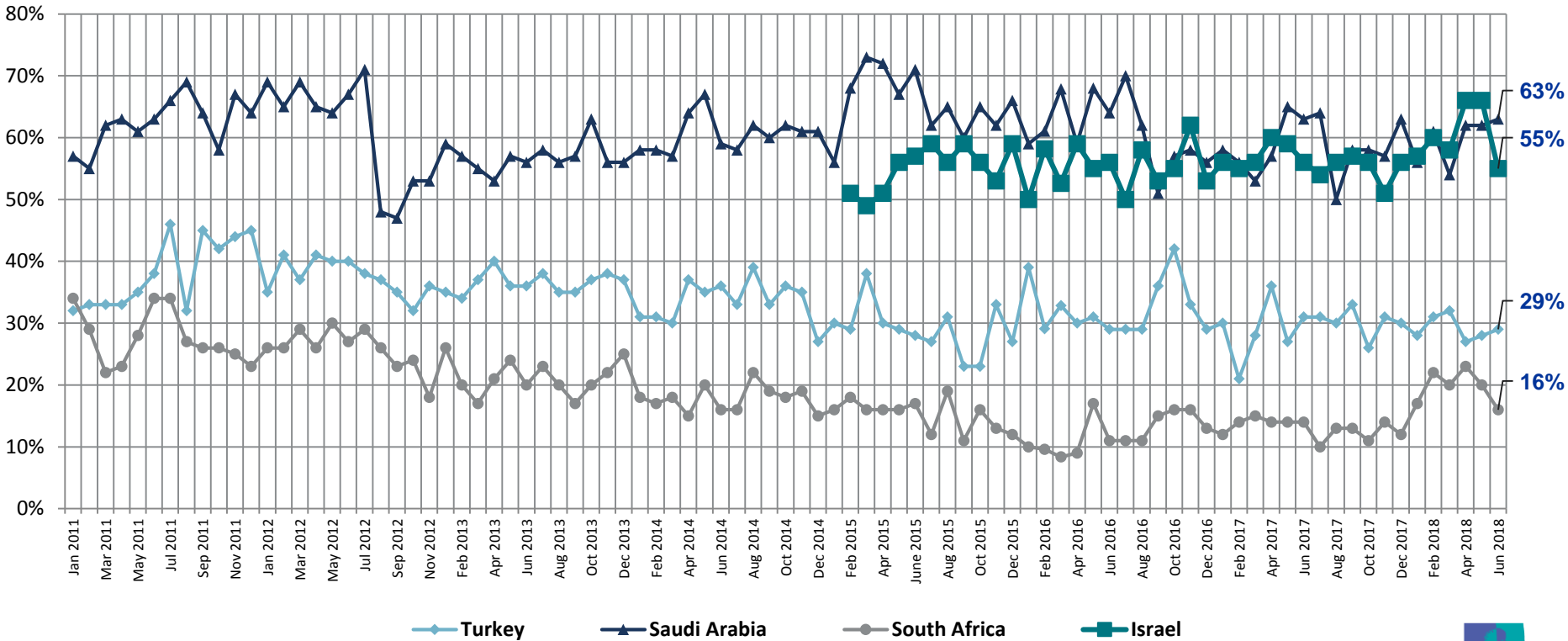
❸ Assessing the Strength of The Local Economy…

…Six Months From Now

GAME CHANGERS Ipsos 43

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%
Saudi Arabia	61%
China	59%
Malaysia	57%
India	56%
Chile	55%
Colombia	51%
Peru	47%
Brazil	46%
Argentina	38%
Mexico	37%
Turkey	33%
US	28%
South Korea	27%
Spain	27%
Poland	26%
Serbia	22%
South Africa	22%
Italy	21%
Canada	20%
Russia	20%
Sweden	20%
Israel	19%
Australia	18%
Germany	16%
Hungary	16%
Belgium	13%
Great Britain	12%
Japan	12%
France	9%

GAME CHANGERS

▲1

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%

GAME CHANGERS Ipsos 45
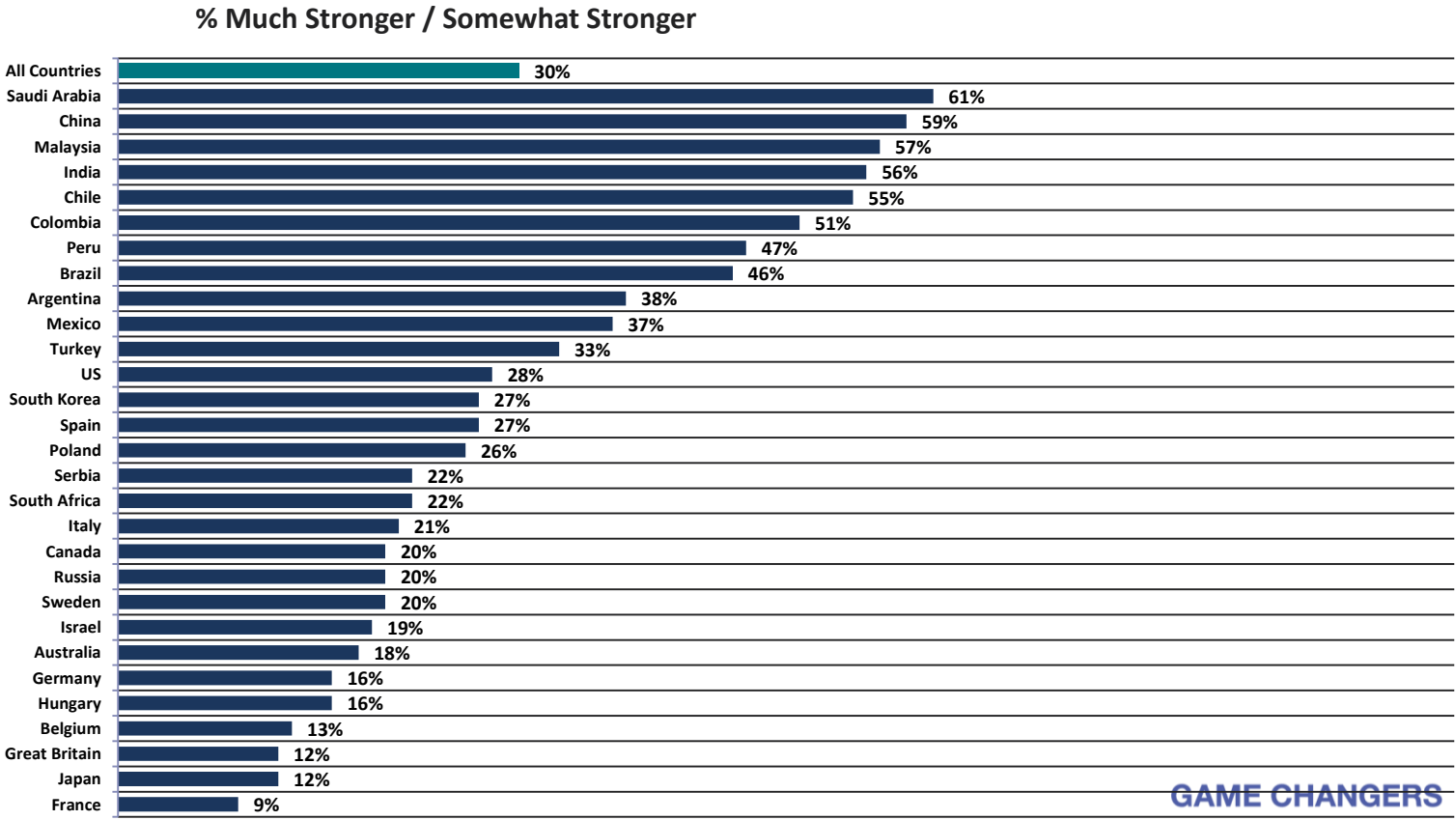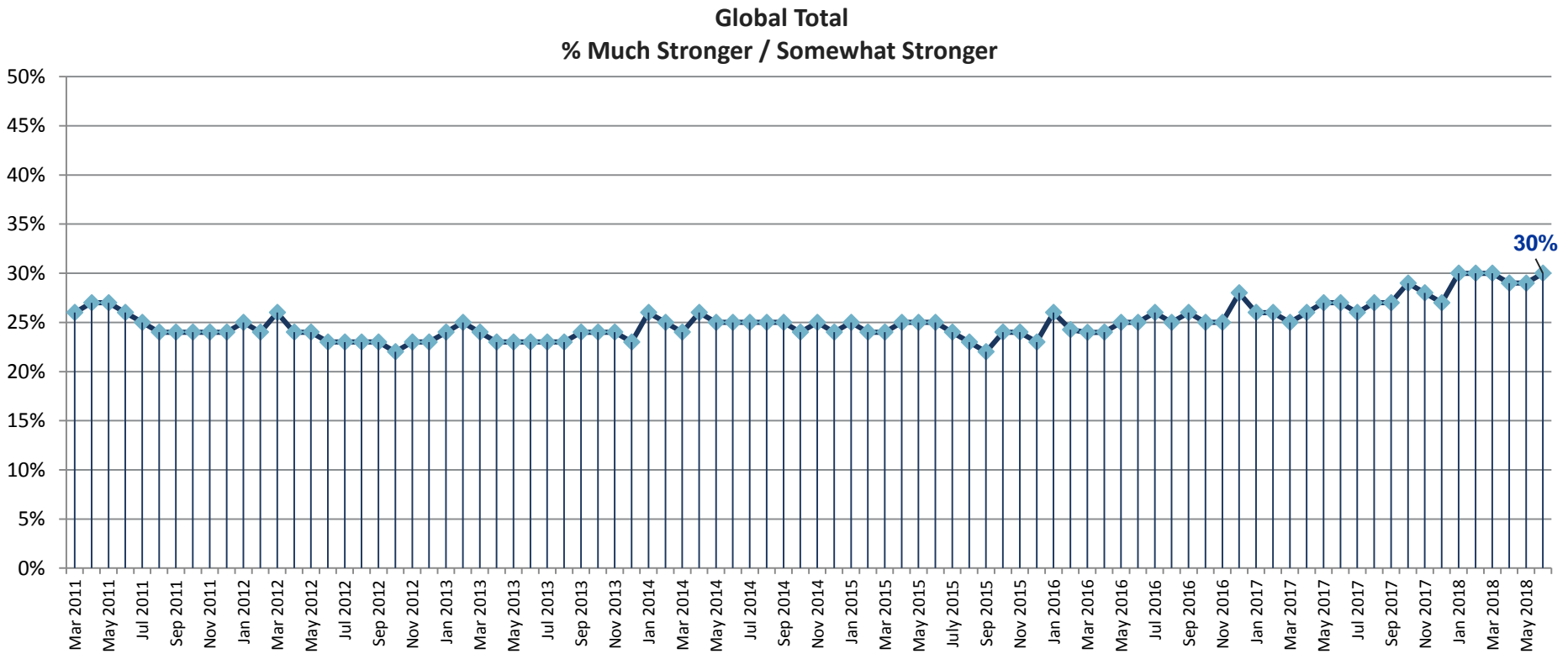
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?
% Much Stronger / Somewhat Stronger

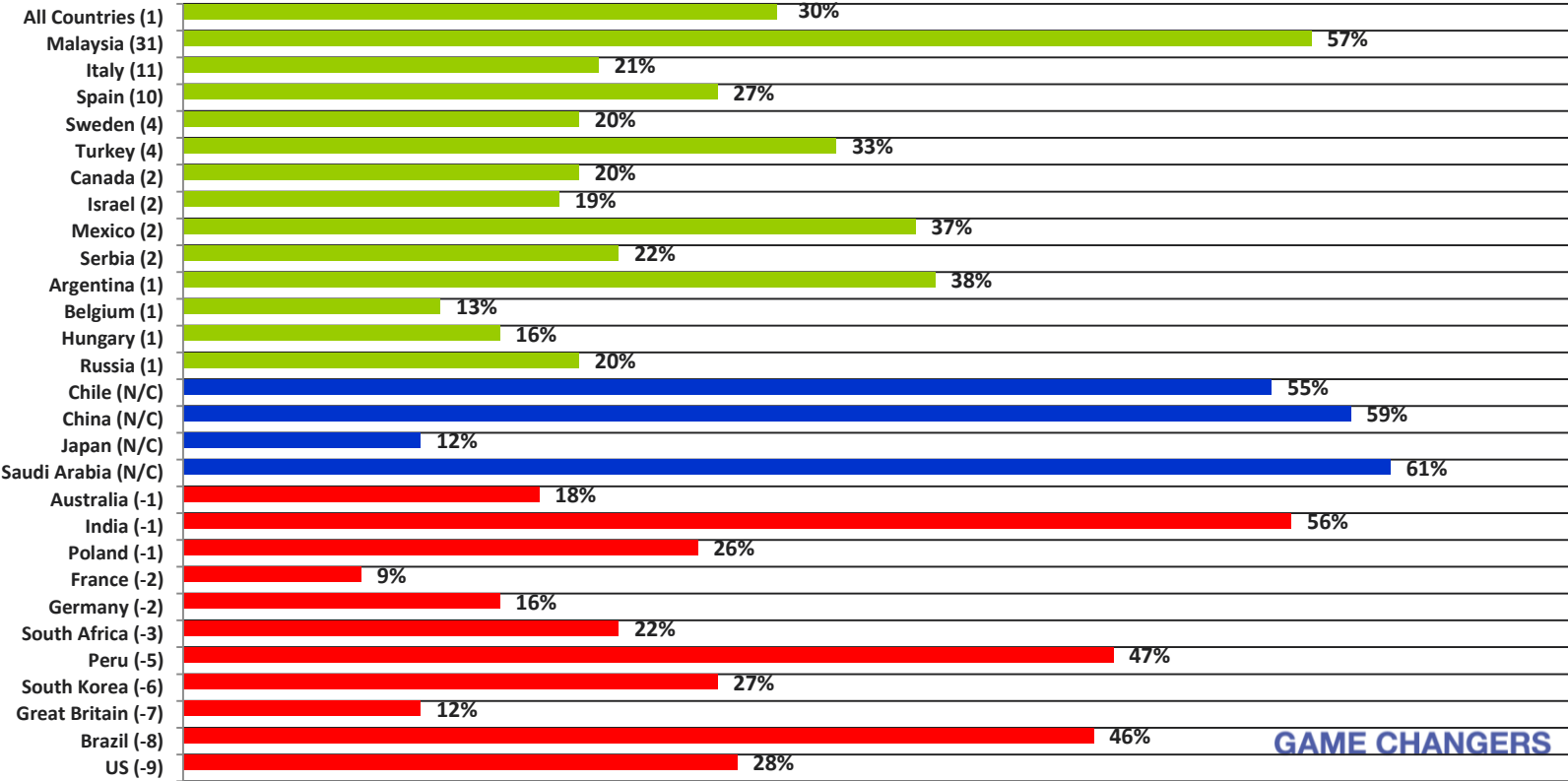## Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The <u>Next Six Months…</u>

	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	Jun '18
Total	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%	30%
Argentina	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%	38%
Australia	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%	18%
Belgium	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%	13%
Brazil	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%	46%
Canada	15%	16%	13%	16%	18%	24%	18%	15%	17%	16%	19%	20%	17%	18%	16%	17%	15%	16%	27%	18%	16%	18%	18%	17%	18%	21%	20%	22%	23%	18%	22%	24%	18%	18%	18%	20%
Chile																																61%	60%	56%	59%	55%	55%
China	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%	59%
France	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%	9%
Germany	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%	16%
Great Britain	25%	19%	18%	19%	17%	14%	15%	16%	14%	12%	10%	12%	10%	12%	14%	12%	12%	12%	13%	15%	11%	12%	14%	11%	11%	10%	13%	10%	13%	12%	12%	14%	12%	19%	12%
Hungary	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%	16%
India	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%	56%
Israel	18%	14%	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%	19%
Italy	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%	21%
Japan	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%	12%
Malaysia																																25%	23%	26%	23%	26%	57%
Mexico	30%	30%	30%	22%	41%	32%	24%	32%	31%	31%	26%	27%	30%	27%	28%	32%	27%	22%	25%	20%	20%	27%	26%	28%	27%	23%	29%	29%	31%	30%	26%	31%	35%	28%	33%	35%	37%
Peru							47%	49%	53%	48%	47%	58%	58%	67%	69%	65%	60%	64%	58%	52%	46%	54%	48%	53%	54%	53%	57%	51%	52%	49%	49%	49%	50%	46%	53%	52%	47%
Poland	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%	26%
Russia	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%	20%
Saudi Arabia	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%	61%
Serbia																				11%	15%	20%	18%	15%	19%	16%	15%	15%	16%	16%	17%	18%	19%	19%	20%	22%
South Africa	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%	22%
South Korea	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%	27%
Spain	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%	27%
Sweden	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%	20%
Turkey	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%	33%
United States	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%	28%

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?

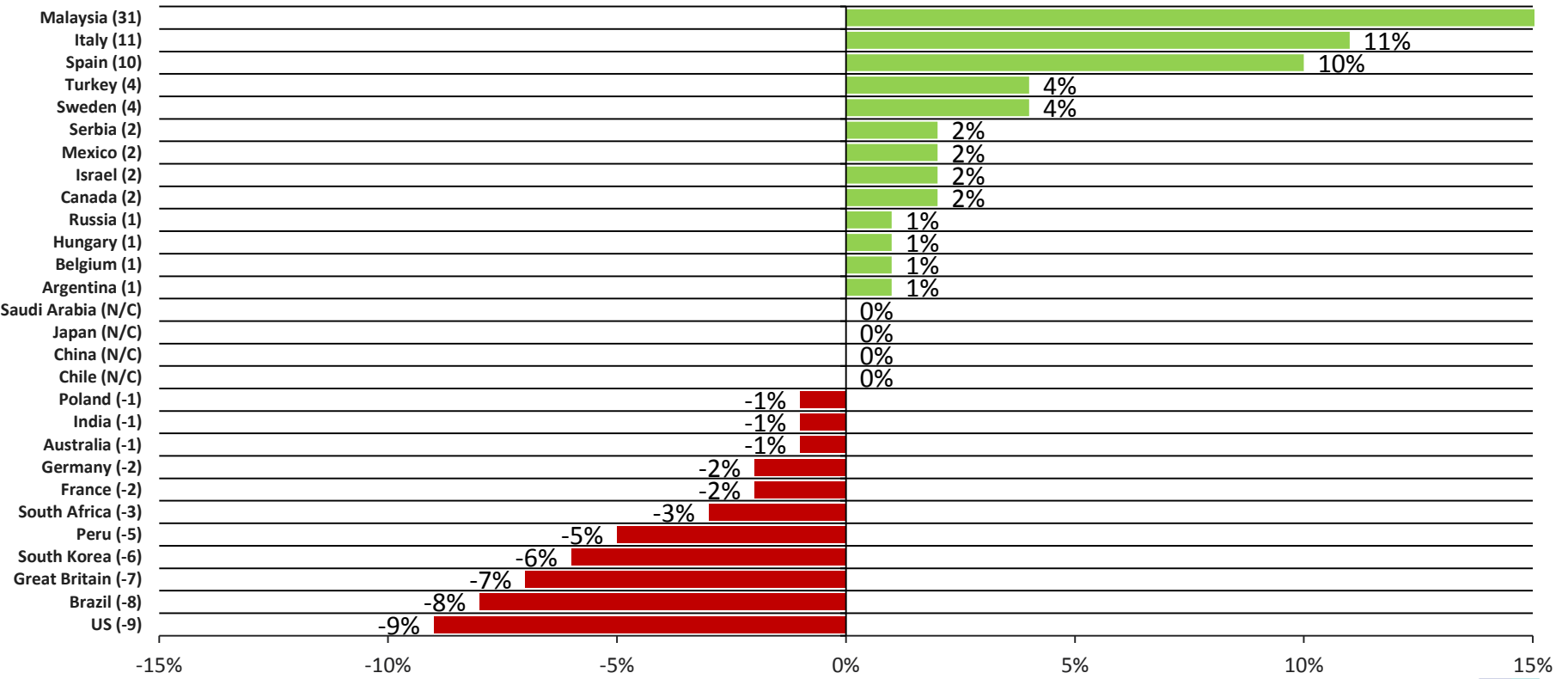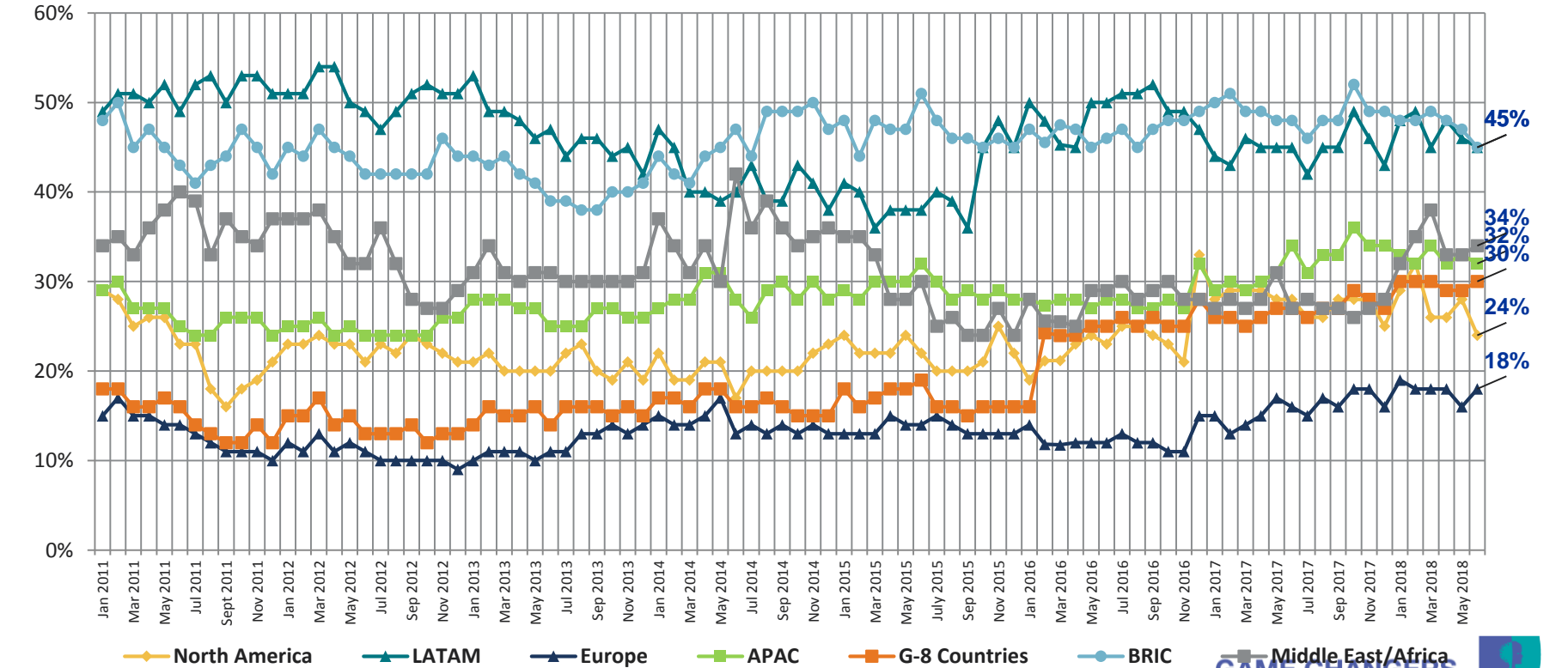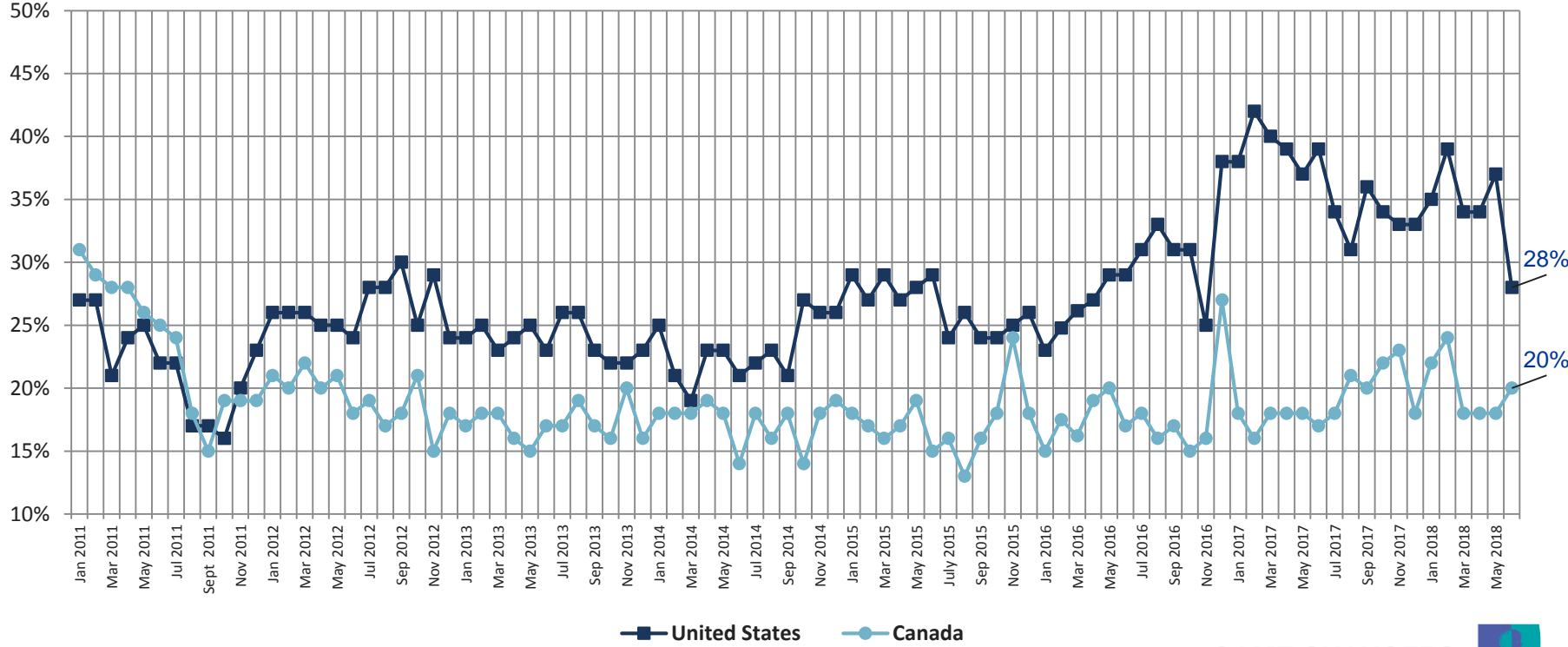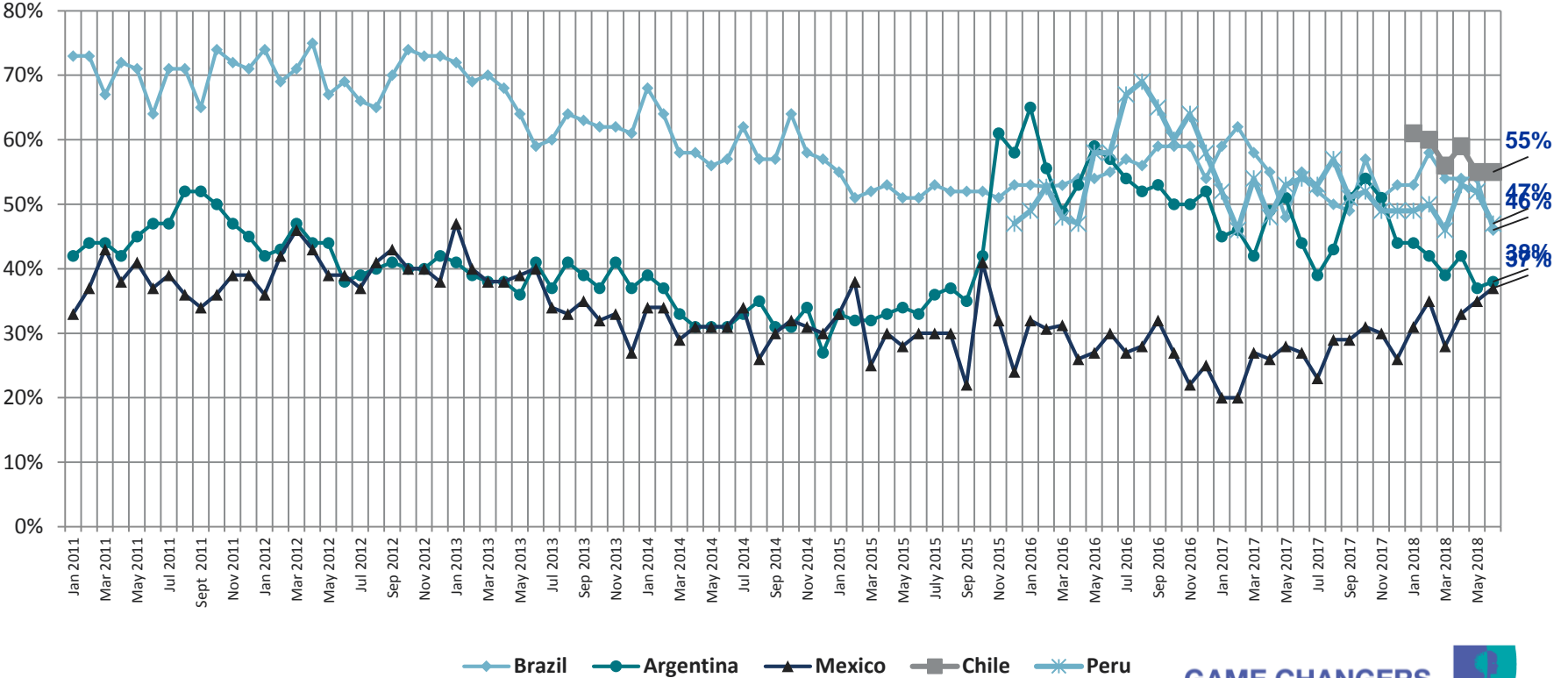# Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):

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 (1)	30%
Malaysia (31)	57%
Italy (11)	21%
Spain (10)	27%
Sweden (4)	20%
Turkey (4)	33%
Canada (2)	20%
Israel (2)	19%
Mexico (2)	37%
Serbia (2)	22%
Argentina (1)	38%
Belgium (1)	13%
Hungary (1)	16%
Russia (1)	20%
Chile (N/C)	55%
China (N/C)	59%
Japan (N/C)	12%
Saudi Arabia (N/C)	61%
Australia (-1)	18%
India (-1)	56%
Poland (-1)	26%
France (-2)	9%
Germany (-2)	16%
South Africa (-3)	22%
Peru (-5)	47%
South Korea (-6)	27%
Great Britain (-7)	12%
Brazil (-8)	46%
US (-9)	28%

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

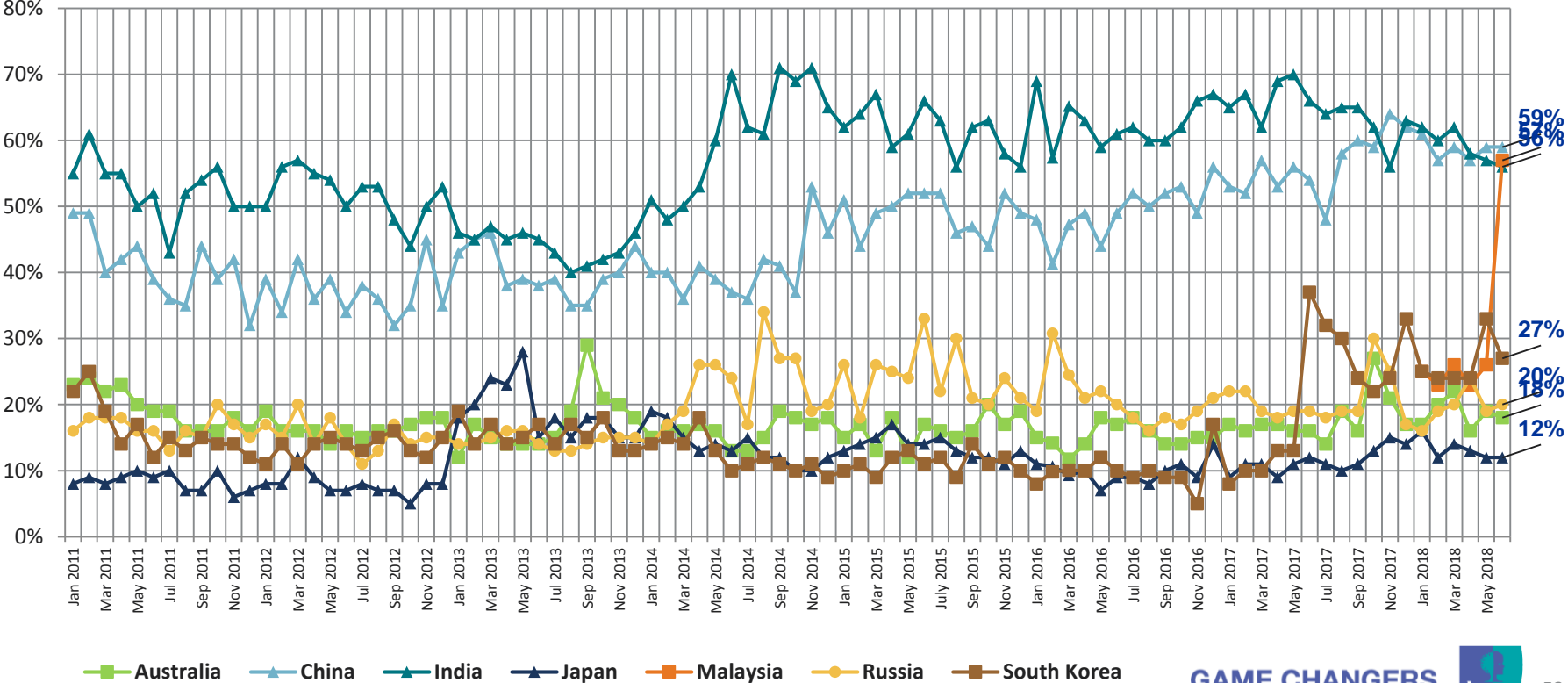| Country	Value
Malaysia (31)	
Italy (11)	11%
Spain (10)	10%
Turkey (4)	4%
Sweden (4)	4%
Serbia (2)	2%
Mexico (2)	2%
Israel (2)	2%
Canada (2)	2%
Russia (1)	1%
Hungary (1)	1%
Belgium (1)	1%
Argentina (1)	1%
Saudi Arabia (N/C)	0%
Japan (N/C)	0%
China (N/C)	0%
Chile (N/C)	0%
Poland (-1)	-1%
India (-1)	-1%
Australia (-1)	-1%
Germany (-2)	-2%
France (-2)	-2%
South Africa (-3)	-3%
Peru (-5)	-5%
South Korea (-6)	-6%
Great Britain (-7)	-7%
Brazil (-8)	-8%
US (-9)	-9%

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

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

% Much Stronger / Somewhat Stronger

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

Values at right edge: 45%, 34%, 32%, 30%, 24%, 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
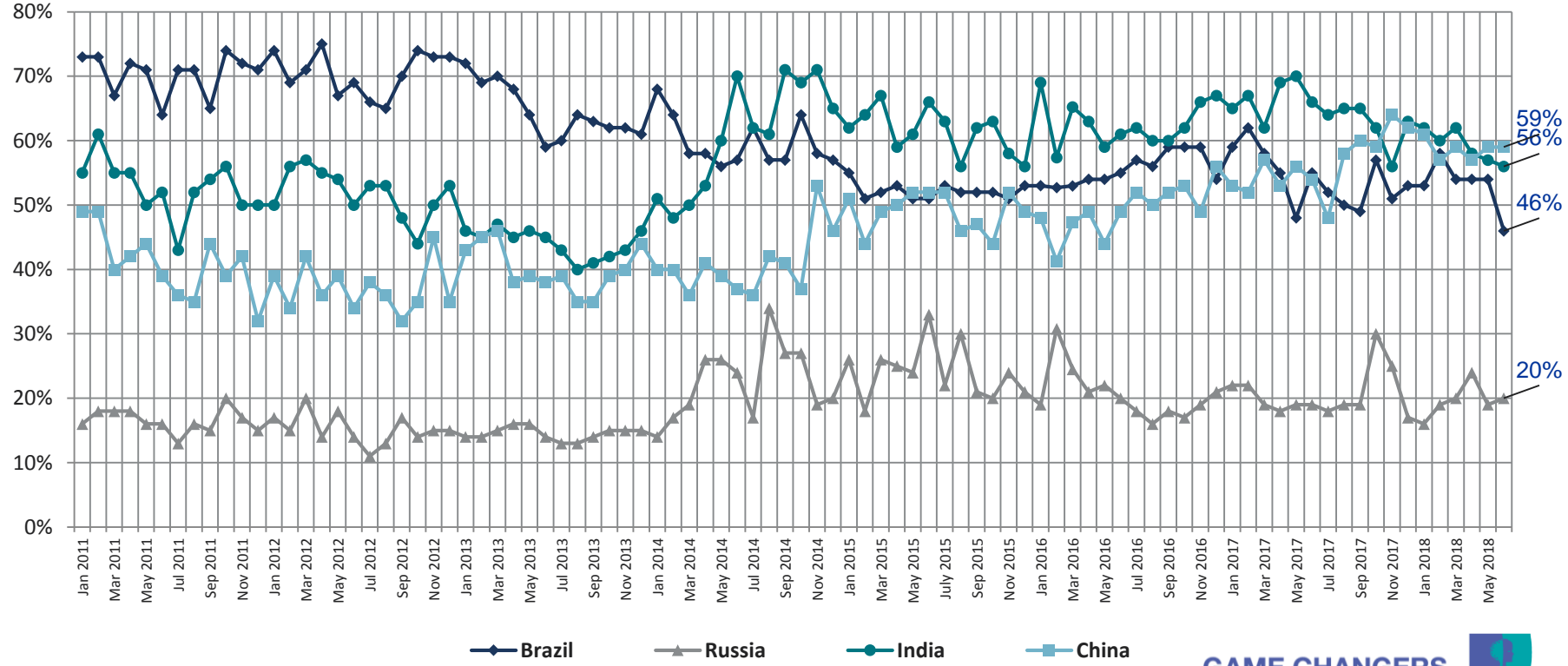

% Much Stronger / Somewhat Stronger

28%

20%

United States   Canada

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

% Much Stronger / Somewhat Stronger

Brazil — Argentina — Mexico — Chile — Peru

55%
47%
46%
39%
39%
38%

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

% Much Stronger / Somewhat Stronger

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

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
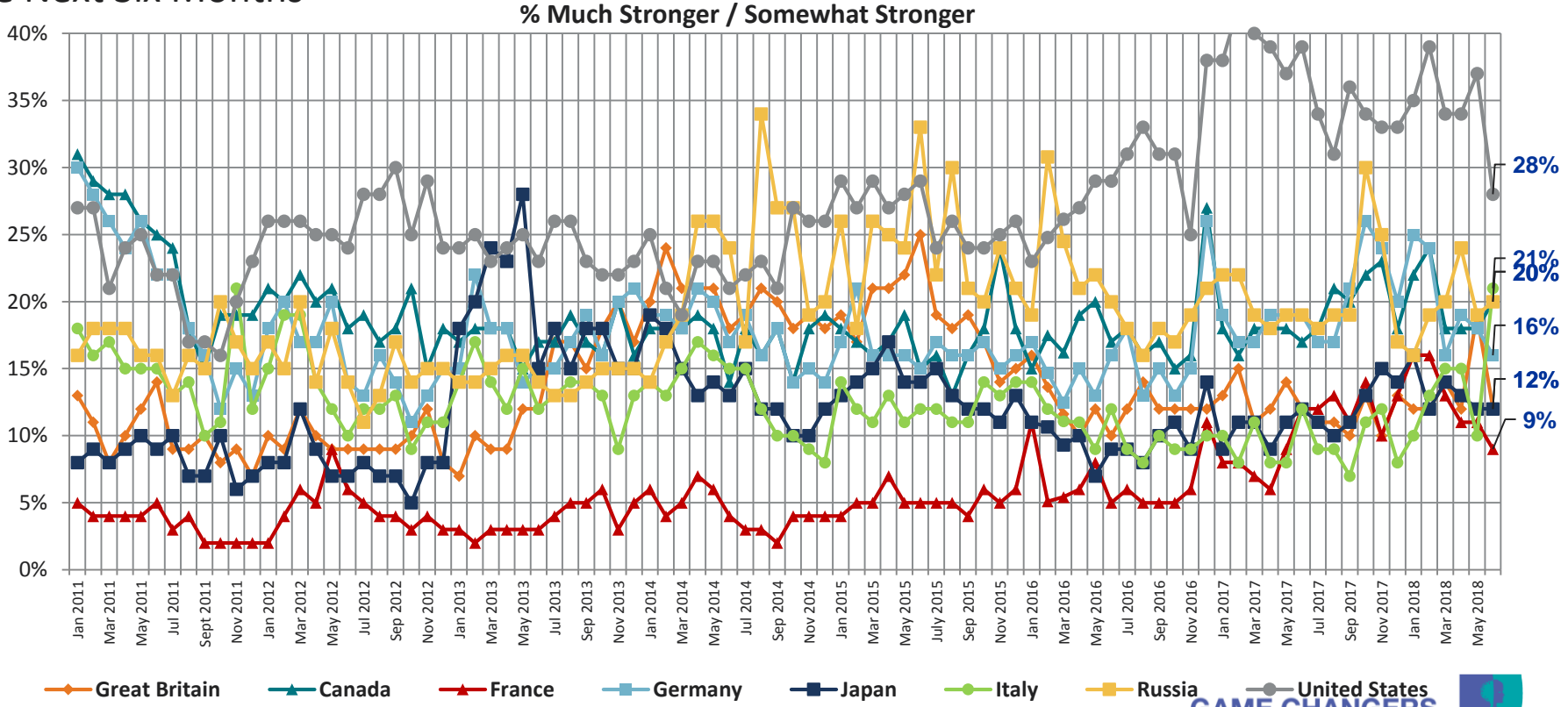
% Much Stronger / Somewhat Stronger
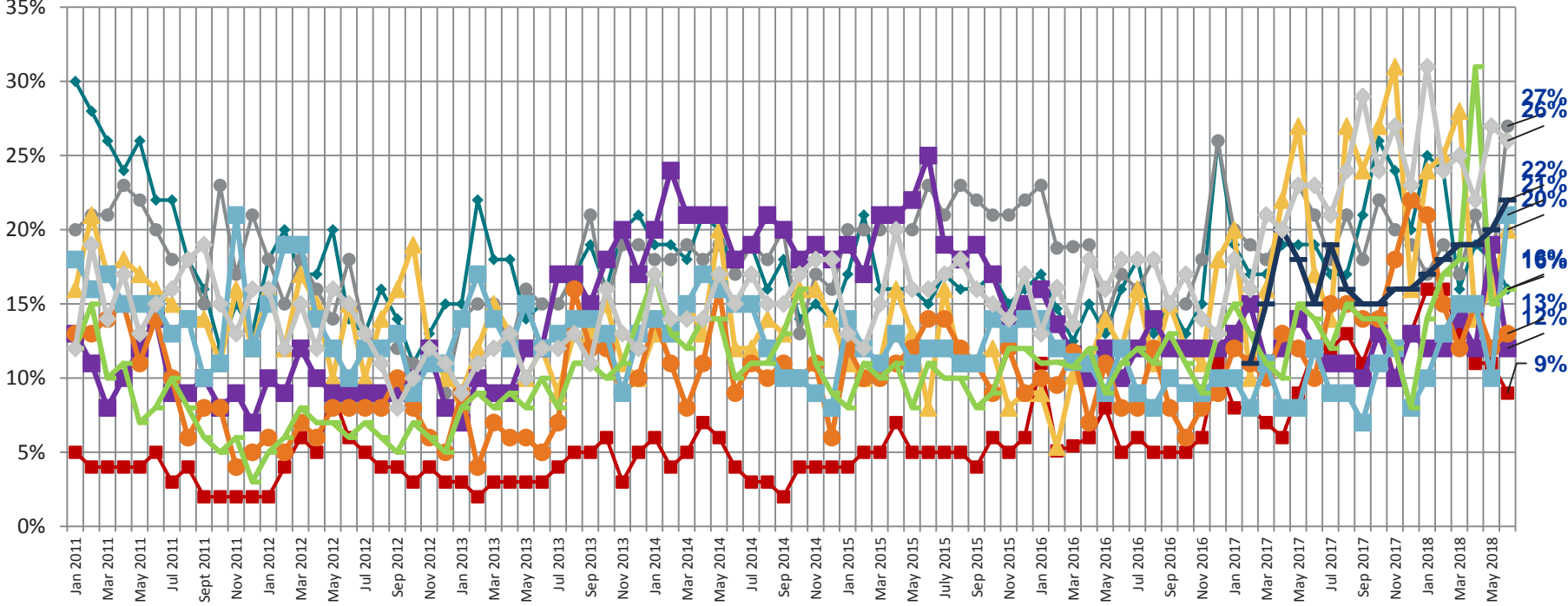
Germany · France · Spain · Sweden · Great Britain · Belgium · Italy · Hungary · Serbia · Poland

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?
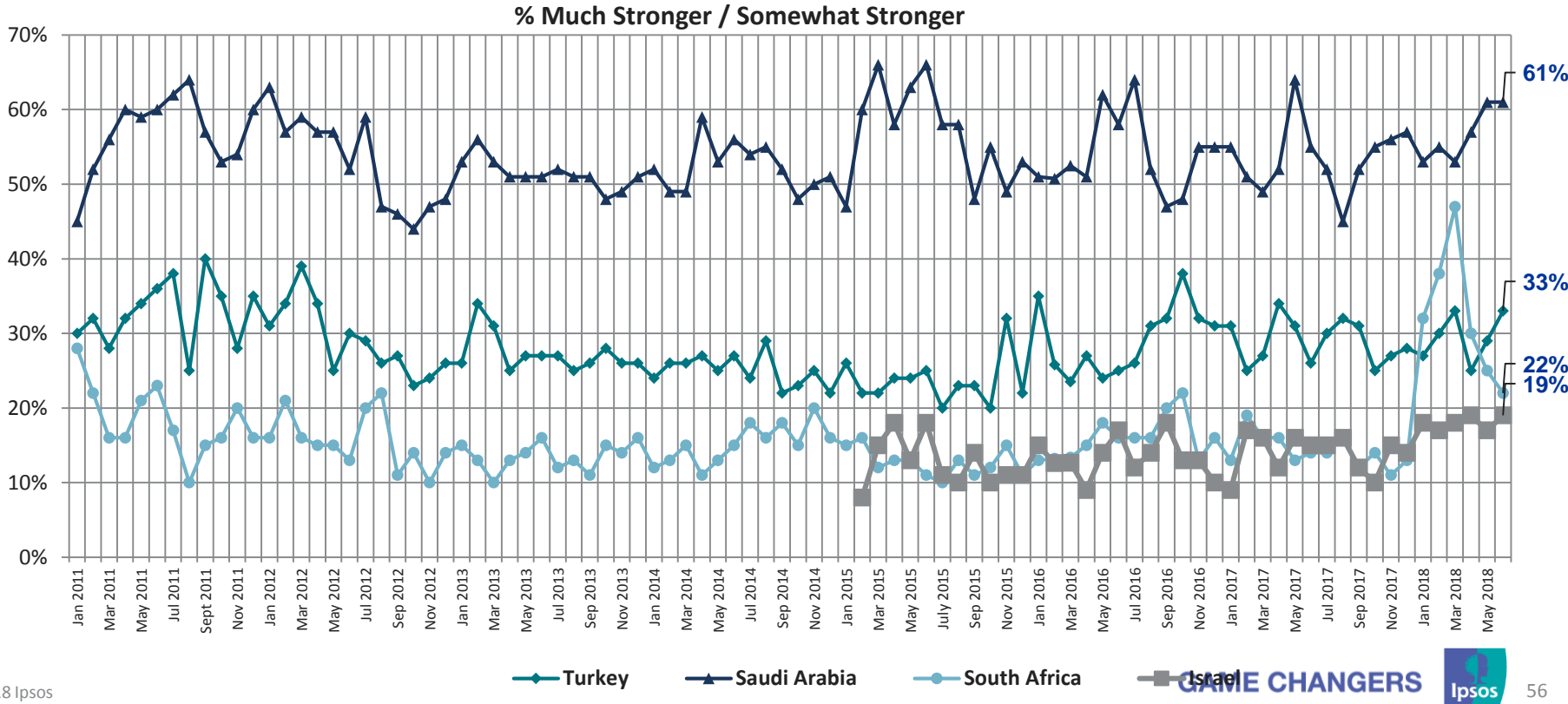
▼2

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

% Much Stronger / Somewhat Stronger

Legend: Brazil, Russia, India, China

End values: 59%, 56%, 46%, 20%

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

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

▲1

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: 61%, 33%, 22%, 19%

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