

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 115 (G@115), an Ipsos survey conducted between September 21st and October 5th, 2018.

- The survey instrument is conducted monthly in 28 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, Chile, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.
- For the results of the survey presented herein, an international sample of 20,309 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: 46%

- The average global economic assessment of national economies surveyed in 28 countries remains unchanged this wave with 46% of global citizens rating their national economies as 'good'.
- Gaining seven points since last sounding, China (92%) remains at the top spot in the national economic assessment category this month, followed by Saudi Arabia (85%), Germany (80%), the United States (67%), India (66%), Australia (65%), Sweden (64%), Israel (62%), Peru (61%), Canada (59%), Chile (57%) and Poland (57%). Argentina (12%) remains at the lowest spot in this assessment, followed by South Africa (14%), Brazil (15%), South Korea (20%), Italy (20%), Spain (22%), Turkey (22%), France (23%), Hungary (31%), Russia (31%) and Mexico (31%).
- *Countries with the greatest improvements in this wave:* China (92%, +7 pts.), Saudi Arabia (85%, +5 pts.), Poland (57%, +5 pts.), Chile (57%, +5 pts.), Serbia (38%, +4 pts.), Australia (65%, +4 pts.), South Korea (20%, +3 pts.), Israel (62%, +3 pts.), Great Britain (45%, +3 pts.) and the United States (67%, +2 pts.).
- *Countries with the greatest declines:* India (66%, -12 pts.), Turkey (22%, -9 pts.), Japan (35%, -6 pts.), Sweden (64%, -6 pts.), Malaysia (56%, -4 pts.), Belgium (49%, -1 pts.), Canada (59%, -1 pts.), France (23%, -1 pts.), Italy (20%, -1 pts.) and Mexico (31%, -1 pts.).

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

- For a third month in a row, 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 (80%) is the top country in the local assessment category again, followed by Saudi Arabia (68%), Israel (61%), Germany (60%), the United States (55%), Sweden (53%), Chile (52%), India (50%), Canada (45%) and Australia (45%). Argentina (12%) is the lowest ranked country this month, followed by South Africa (13%), Spain (17%), Japan (17%), Serbia (19%), Brazil (19%), South Korea (20%), France (20%), Italy (21%), Hungary (22%), Turkey (25%) and Mexico (26%).
- *Countries with the greatest improvements in this wave:* Russia (27%, +7 pts.), Saudi Arabia (68%, +4 pts.), China (80%, +4 pts.), Australia (45%, +4 pts.), Belgium (33%, +3 pts.), Serbia (19%, +3 pts.), Hungary (22%, +3 pts.), Brazil (19%, +3 pts.), South Korea (20%, +1 pts.), Israel (61%, +1 pts.) and Germany (60%, +1 pts.).
- *Countries with the greatest declines in this wave:* India (50%, -9 pts.), Malaysia (39%, -4 pts.), Turkey (25%, -4 pts.), Poland (35%, -2 pts.), Japan (17%, -2 pts.), Spain (17%, -2 pts.), the United States (55%, -1 pts.) and France (20%, -1 pts.).

Global Average of Future Outlook for Local Economy (28%) Up One Point

- The future outlook is up one point since last sounding, with over one quarter (27%) of global citizens surveyed in 28 countries expecting their local economy to be stronger six months from now.
- China (76%) remains at the top of this assessment category this month, followed by Saudi Arabia (66%), Brazil (58%), Peru (55%), India (50%), Chile (49%), Mexico (49%), Argentina (37%), Malaysia (33%), the United States (27%) and Turkey (26%). France (8%) has the lowest future outlook score this month again, followed by Belgium (11%), Japan (11%), Great Britain (12%), Russia (12%), Serbia (14%), Hungary (14%), Sweden (14%), Israel (15%) and Germany (15%).
- *Countries with the greatest improvements in this wave:* China (76%, +11 pts.), Brazil (58%, +9 pts.), Saudi Arabia (66%, +7 pts.), South Korea (20%, +4 pts.), Peru (55%, +4 pts.), Argentina (37%, +4 pts.), Canada (18%, +3 pts.), Belgium (11%, +3 pts.), South Africa (19%, +2 pts.), Mexico (49%, +2 pts.) and Italy (21%, +2 pts.).
- *Countries with the greatest declines in this wave:* Sweden (14%, -9 pts.), India (50%, -6 pts.), Malaysia (33%, -6 pts.), Hungary (14%, -5 pts.), Japan (11%, -4 pts.), Chile (49%, -2 pts.), Germany (15%, -2 pts.) and the United States (27%, -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	92%	China	7%	India	-12%	Great Britain	45%
Saudi Arabia	85%	Saudi Arabia	5%	Turkey	-9%	Serbia	38%
Germany	80%	Poland	5%	Japan	-6%	Japan	35%
US	67%	Chile	5%	Sweden	-6%	Mexico	31%
India	66%	Serbia	4%	Malaysia	-4%	Russia	31%
Australia	65%	Australia	4%	Belgium	-1%	Hungary	31%
Sweden	64%	South Korea	3%	Canada	-1%	France	23%
Israel	62%	Israel	3%	France	-1%	Turkey	22%
Peru	61%	Great Britain	3%	Italy	-1%	Spain	22%
Canada	59%	US	2%	Mexico	-1%	Italy	20%
Chile	57%	Spain	1%	Peru	-1%	South Korea	20%
Poland	57%	Hungary	1%	Russia	-1%	Brazil	15%
Malaysia	56%			South Africa	-1%	South Africa	14%
Belgium	49%					Argentina	12%

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

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

REGION (in descending order by NET)	NET 'Good'	CHANGE (since last sounding)
North America	63%	1%
APAC	52%	0%
BRIC	51%	-2%
Middle East/Africa	46%	-1%
G-8 Countries	45%	-1%
Europe	43%	1%
LATAM	35%	0%

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	80%	Russia	7%	India	-9%	Great Britain	32%
Saudi Arabia	68%	Saudi Arabia	4%	Malaysia	-4%	Russia	27%
Israel	61%	China	4%	Turkey	-4%	Mexico	26%
Germany	60%	Australia	4%	Poland	-2%	Turkey	25%
US	55%	Belgium	3%	Japan	-2%	Hungary	22%
Sweden	53%	Serbia	3%	Spain	-2%	Italy	21%
Chile	52%	Hungary	3%	US	-1%	France	20%
India	50%	Brazil	3%	France	-1%	South Korea	20%
Canada	45%	South Korea	1%			Brazil	19%
Australia	45%	Israel	1%			Serbia	19%
Malaysia	39%	Germany	1%			Japan	17%
Poland	35%	Chile	1%			Spain	17%
Peru	33%	Canada	1%			South Africa	13%
Belgium	33%	Italy	1%			Argentina	12%

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

2. Local Economic Assessment: Regions at a Glance Compared to the Last Wave...

REGION (in descending order by NET)	NET 'Strong' Top 3 Box (5-6-7)	CHANGE (since last sounding)
North America	50%	0%
BRIC	44%	1%
Middle East/Africa	42%	1%
APAC	40%	1%
G-8 Countries	35%	1%
Europe	31%	0%
LATAM	28%	0%

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	
China	76%	China	11%	Sweden	-9%	South Africa	19%
Saudi Arabia	66%	Brazil	9%	India	-6%	Australia	18%
Brazil	58%	Saudi Arabia	7%	Malaysia	-6%	Canada	18%
Peru	55%	South Korea	4%	Hungary	-5%	Spain	17%
India	50%	Peru	4%	Japan	-4%	Germany	15%
Chile	49%	Argentina	4%	Chile	-2%	Israel	15%
Mexico	49%	Canada	3%	Germany	-2%	Sweden	14%
Argentina	37%	Belgium	3%	US	-2%	Hungary	14%
Malaysia	33%	South Africa	2%	Poland	-1%	Serbia	14%
US	27%	Mexico	2%	Russia	-1%	Russia	12%
Turkey	26%	Italy	2%	Serbia	-1%	Great Britain	12%
Poland	24%	Israel	2%			Japan	11%
Italy	21%	Great Britain	2%			Belgium	11%
South Korea	20%	Australia	2%			France	8%
		Turkey	1%				
		France	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 Local Economy: Regions at a Glance Compared to Last Wave...

REGION (in descending order by NET)	NET 'Stronger'	CHANGE (since last sounding)
LATAM	50%	4%
BRIC	49%	3%
Middle East/Africa	32%	3%
APAC	31%	1%
North America	23%	1%
Europe	15%	-1%
G-8 Countries	15%	-1%

DETAILED FINDINGS



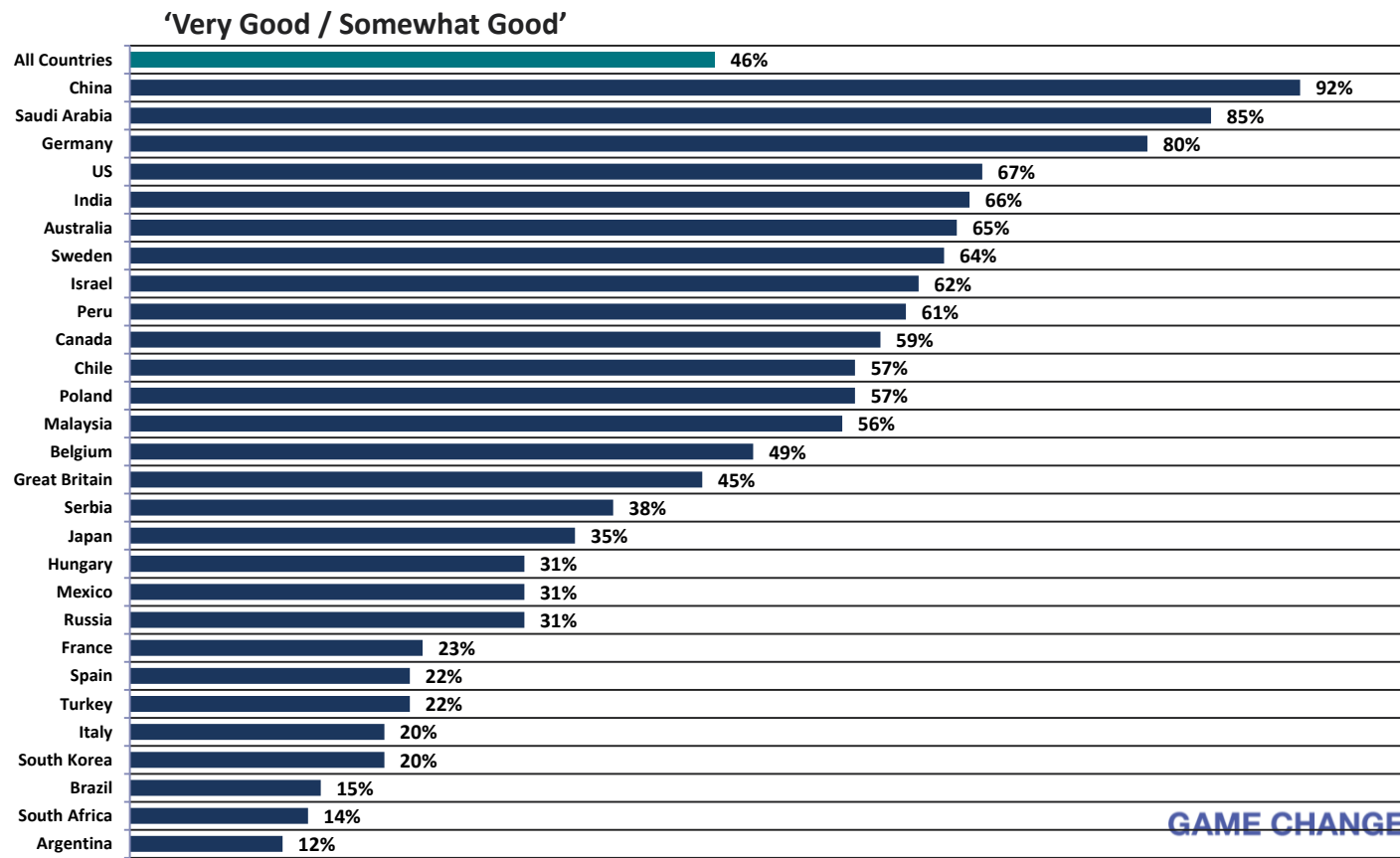
1 Assessing The Current Economic Situation

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?

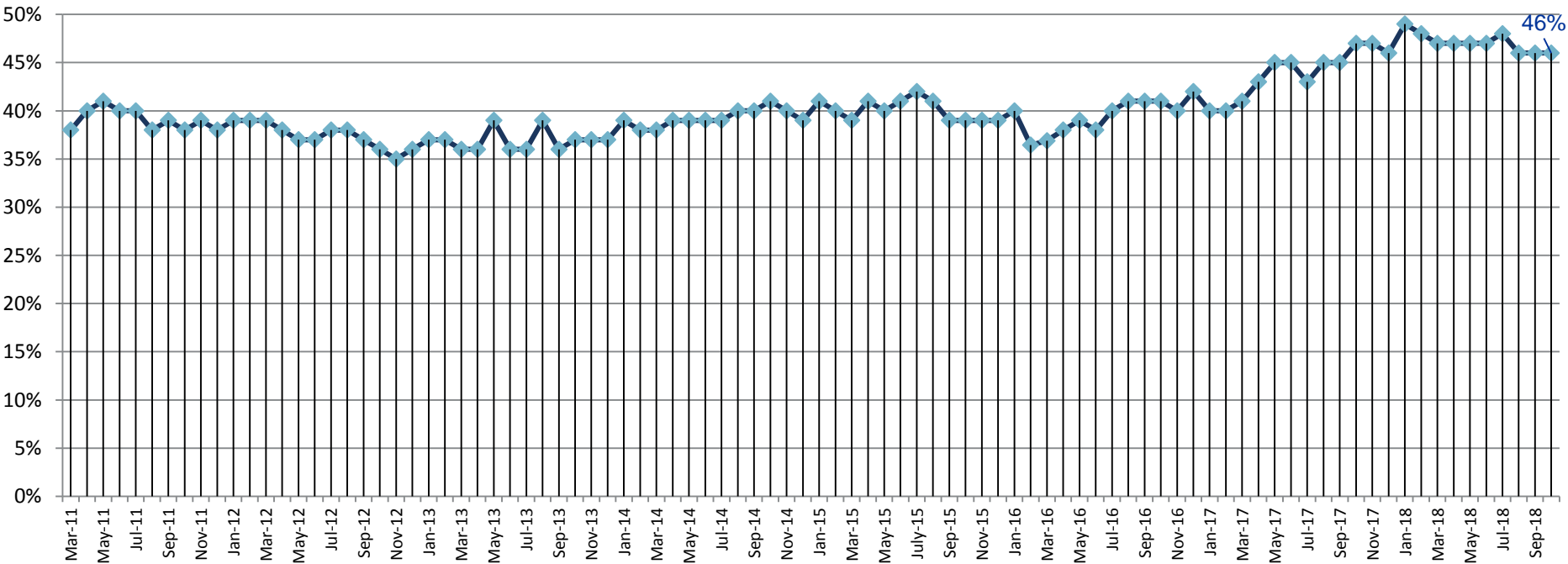
Global Citizens Assess the Current Economic Situation in their Country as “Good”



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



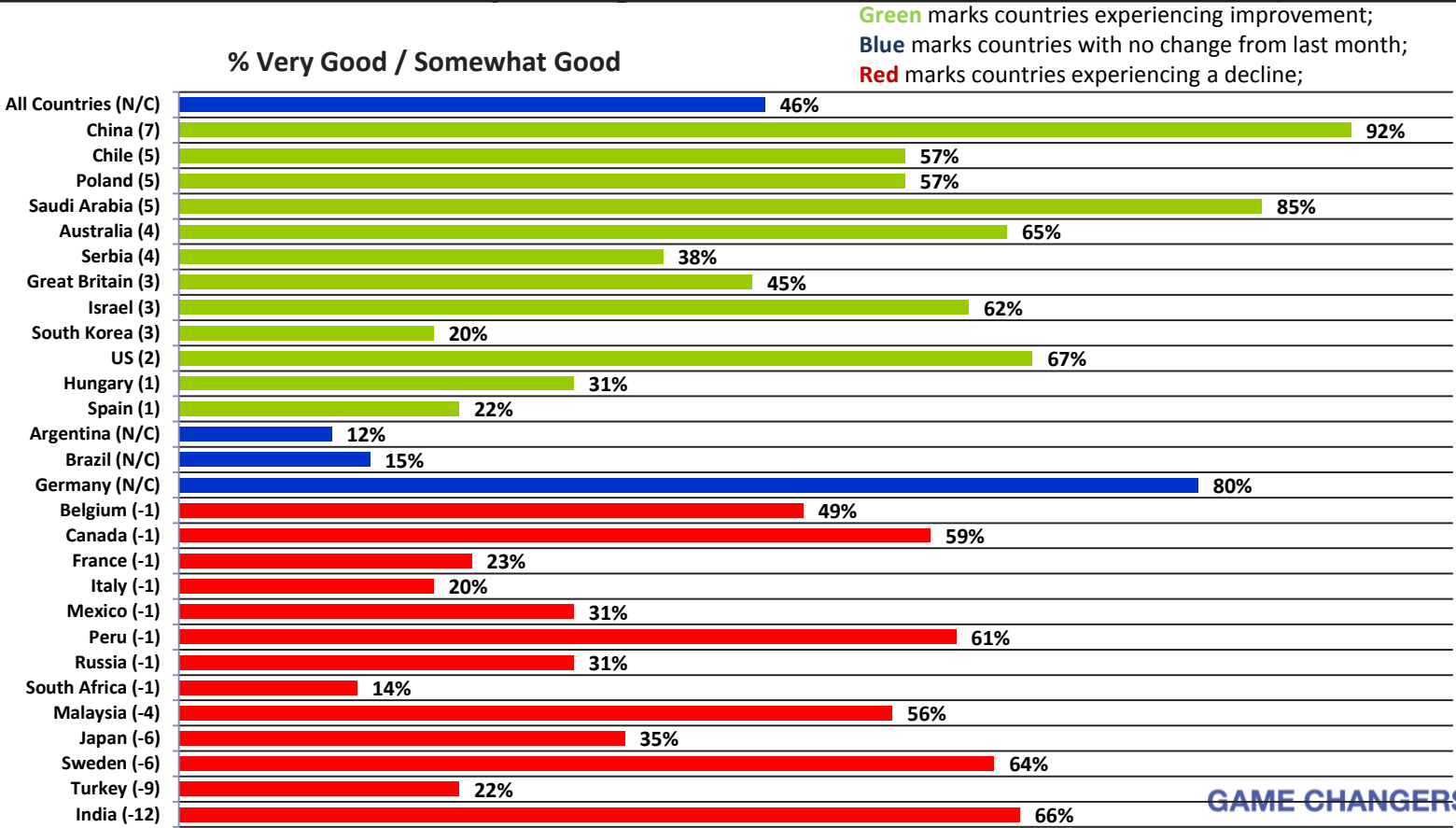
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

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

	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	Jul '18	Aug '18	Sep '18	Oct '18	
Total	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%	47%	48%	46%	46%	46%
Argentina	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%	21%	20%	13%	12%	12%	
Australia	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%	66%	66%	63%	61%	65%	
Belgium	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%	54%	58%	50%	49%	
Brazil	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%	15%	15%	15%	15%	
Chile																												57%	66%	61%	62%	52%	63%	61%	51%	52%	57%	
Canada	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%	55%	61%	63%	61%	64%	57%	60%	59%
China	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%	82%	90%	85%	92%	
France	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%	28%	25%	24%	23%	
Germany	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%	82%	78%	80%	80%	
Great Britain	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%	46%	41%	42%	45%	
Hungary	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%	36%	27%	30%	31%	
India	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%	76%	76%	78%	66%	
Israel	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%	63%	61%	59%	62%	
Italy	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%	18%	18%	20%	18%	18%	23%	25%	21%	20%		
Japan	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%	36%	35%	41%	35%	
Malaysia																												45%	47%	41%	40%	45%	56%	66%	57%	60%	56%	
Mexico	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%	32%	28%	32%	31%	
Peru			52%	52%	46%	45%	52%	54%	54%	61%	62%	69%	65%	65%	72%	67%	61%	60%	62%	77%	69%	52%	60%	58%	63%	61%	59%	63%	55%	60%	55%	54%	50%	54%	55%	62%	61%	
Poland	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%	56%	51%	52%	57%	
Russia	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%	34%	32%	32%	31%	
Saudi Arabia	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%	81%	83%	80%	85%	
Serbia																	21%	27%	32%	31%	32%	33%	32%	27%	25%	33%	37%	38%	40%	34%	39%	38%	38%	37%	35%	34%	38%	
South Africa	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%	17%	17%	15%	14%	
South Korea	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%	25%	20%	17%	20%	
Spain	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%	25%	27%	21%	22%	
Sweden	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%	63%	71%	70%	64%	
Turkey	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%	41%	39%	31%	22%	
United States	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%	63%	64%	65%	67%	

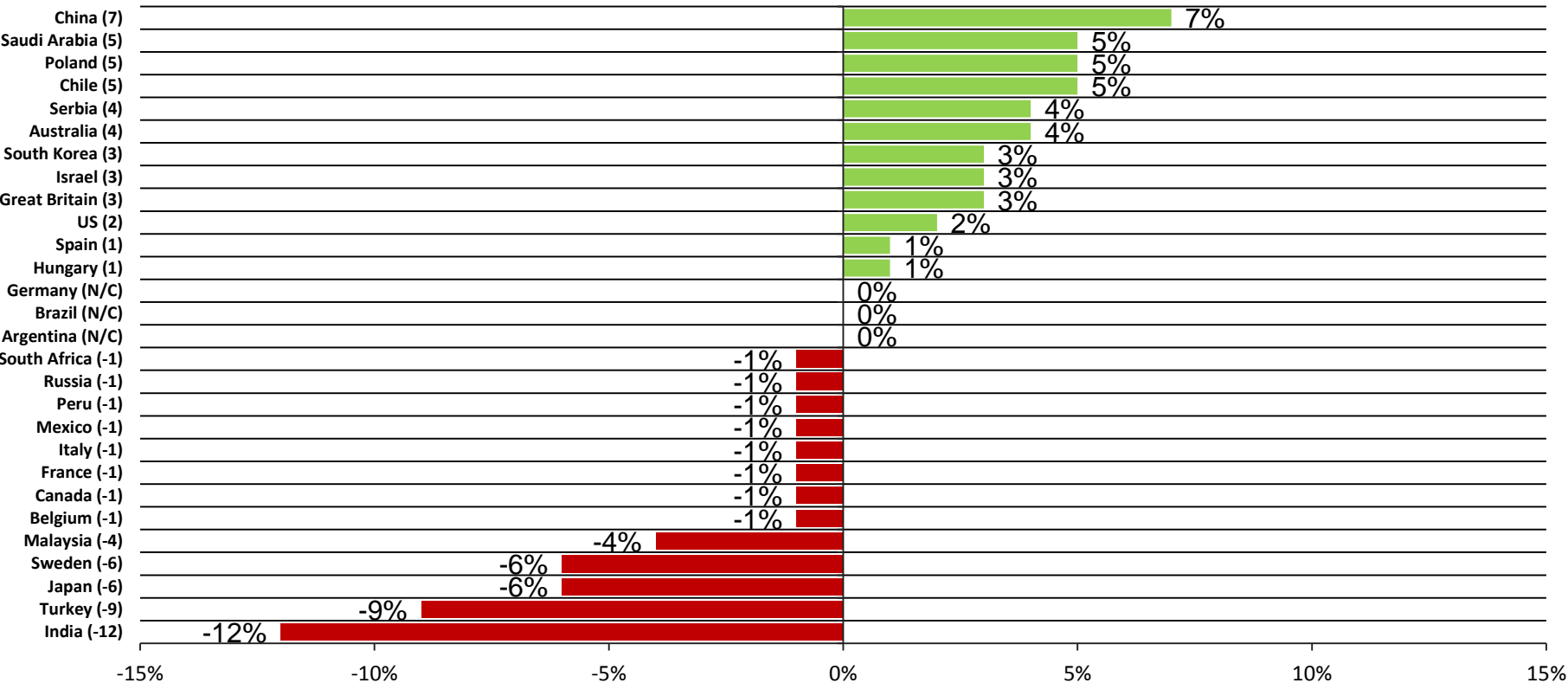
Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

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



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?

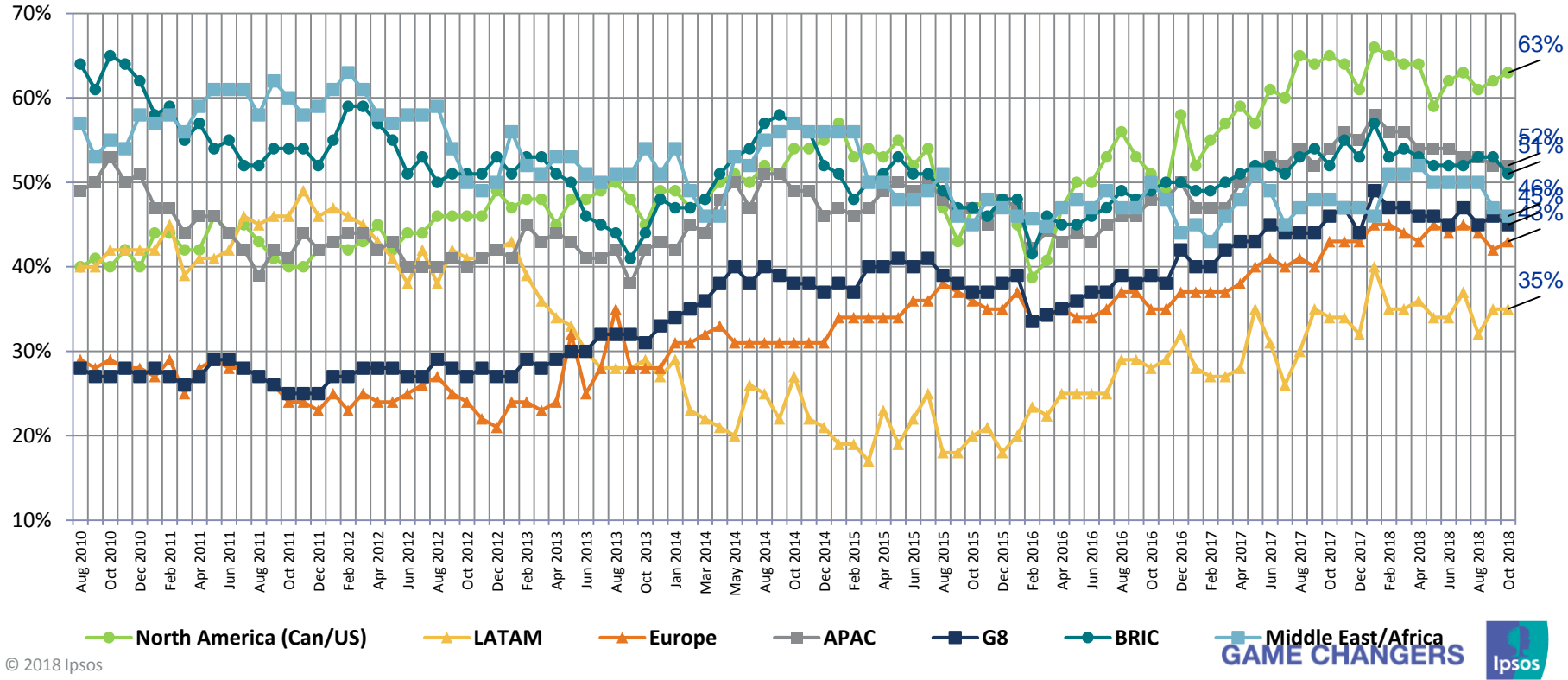
Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:



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

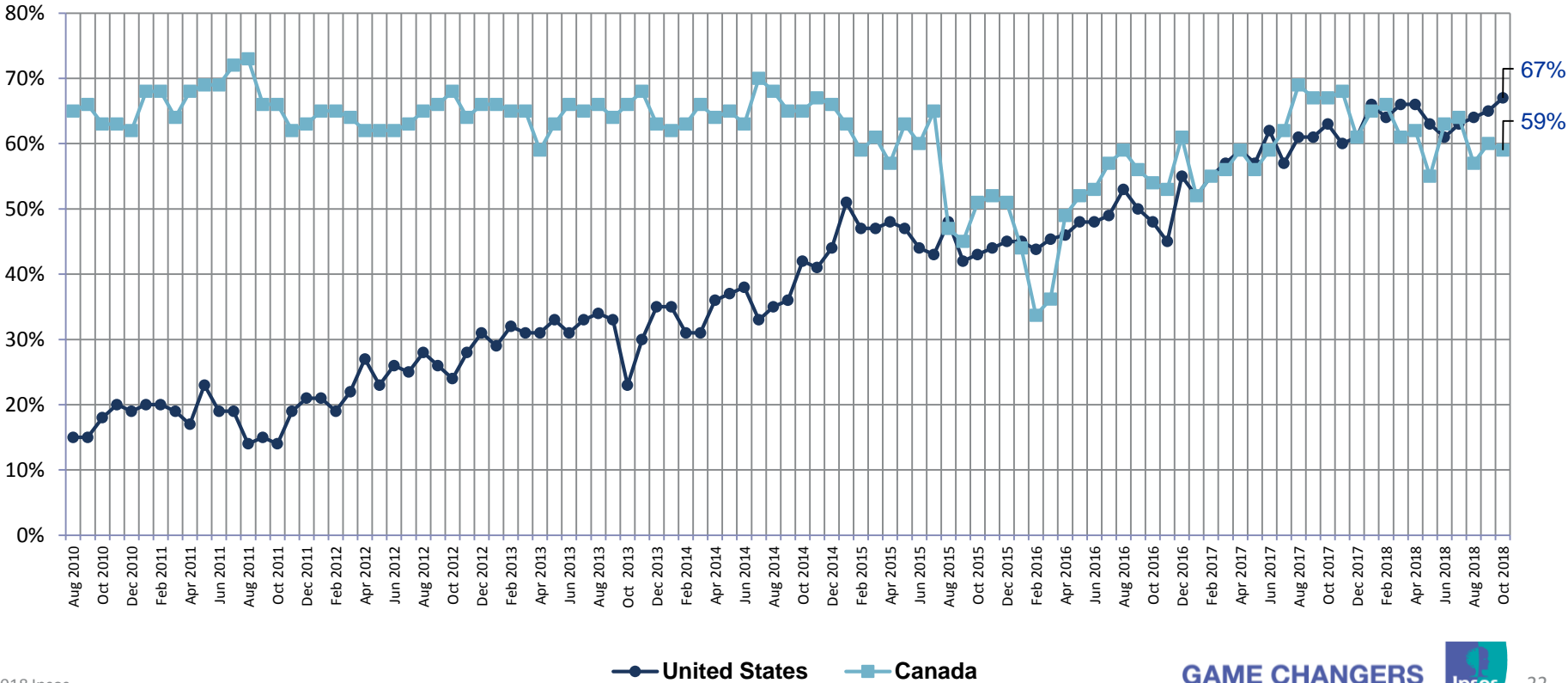


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



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

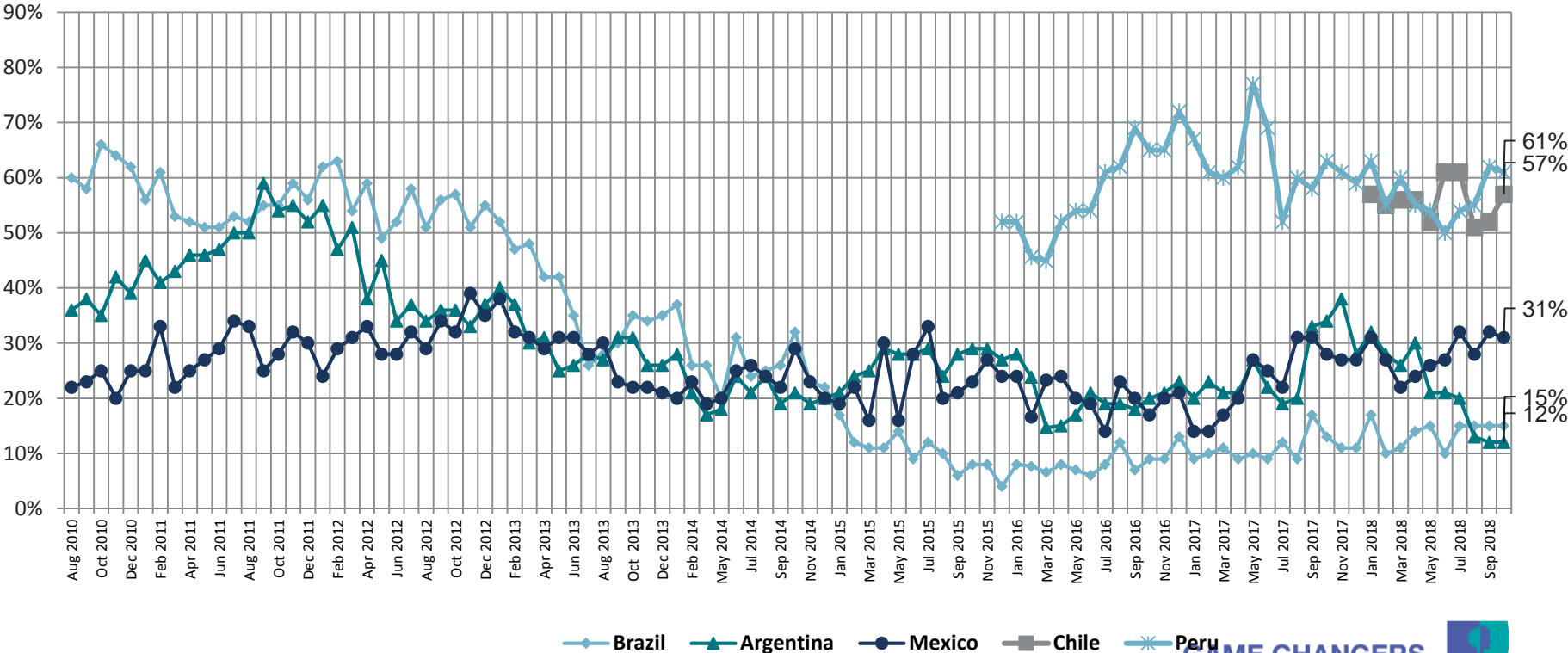
Very Good / Somewhat Good



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

LATAM Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good

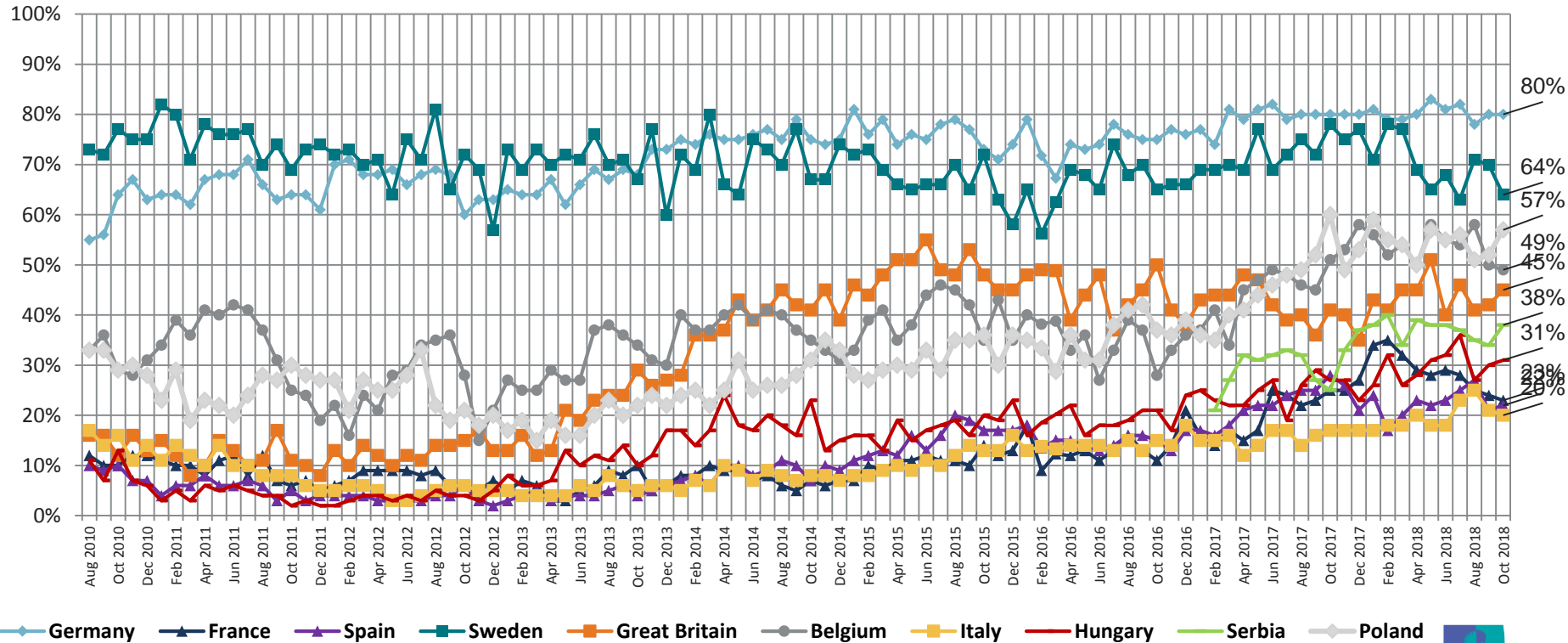


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



European Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good



Very Good / Somewhat Good



Very Good / Somewhat Good

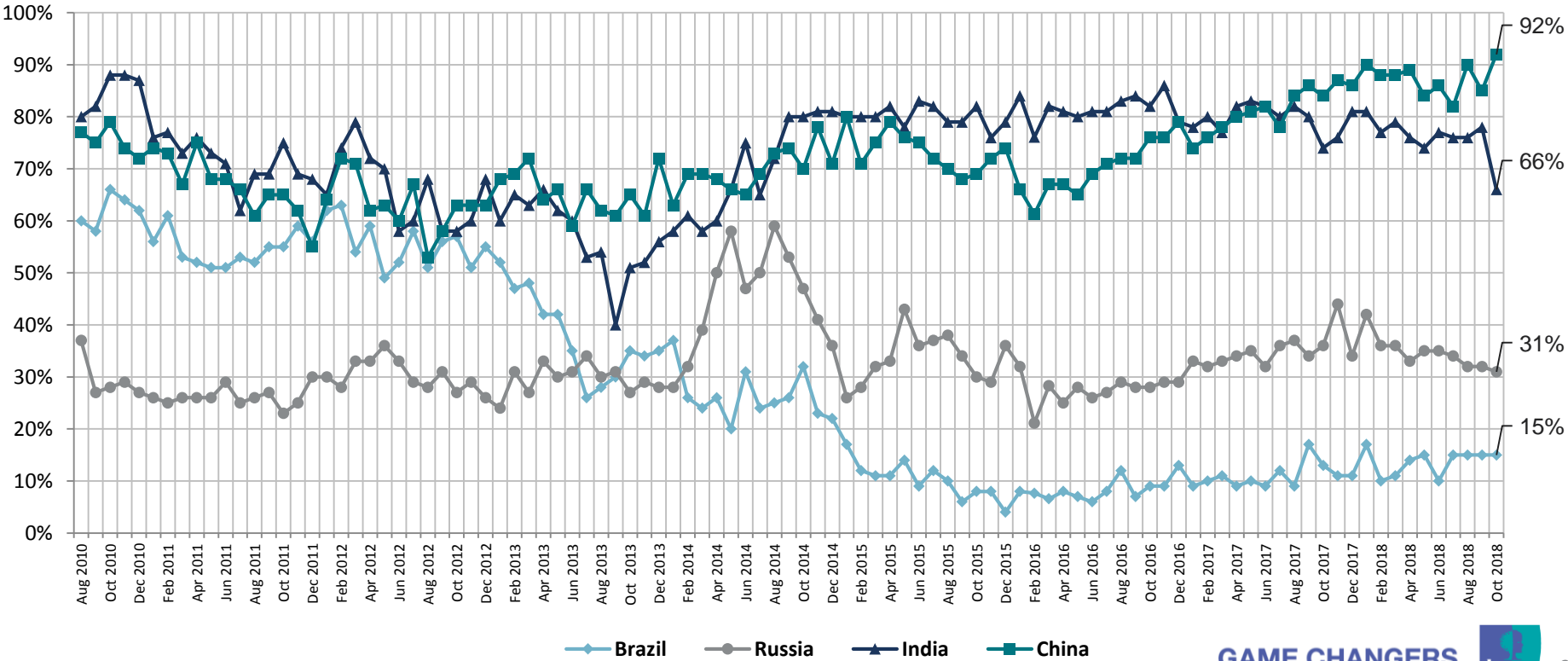


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



BRIC Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good

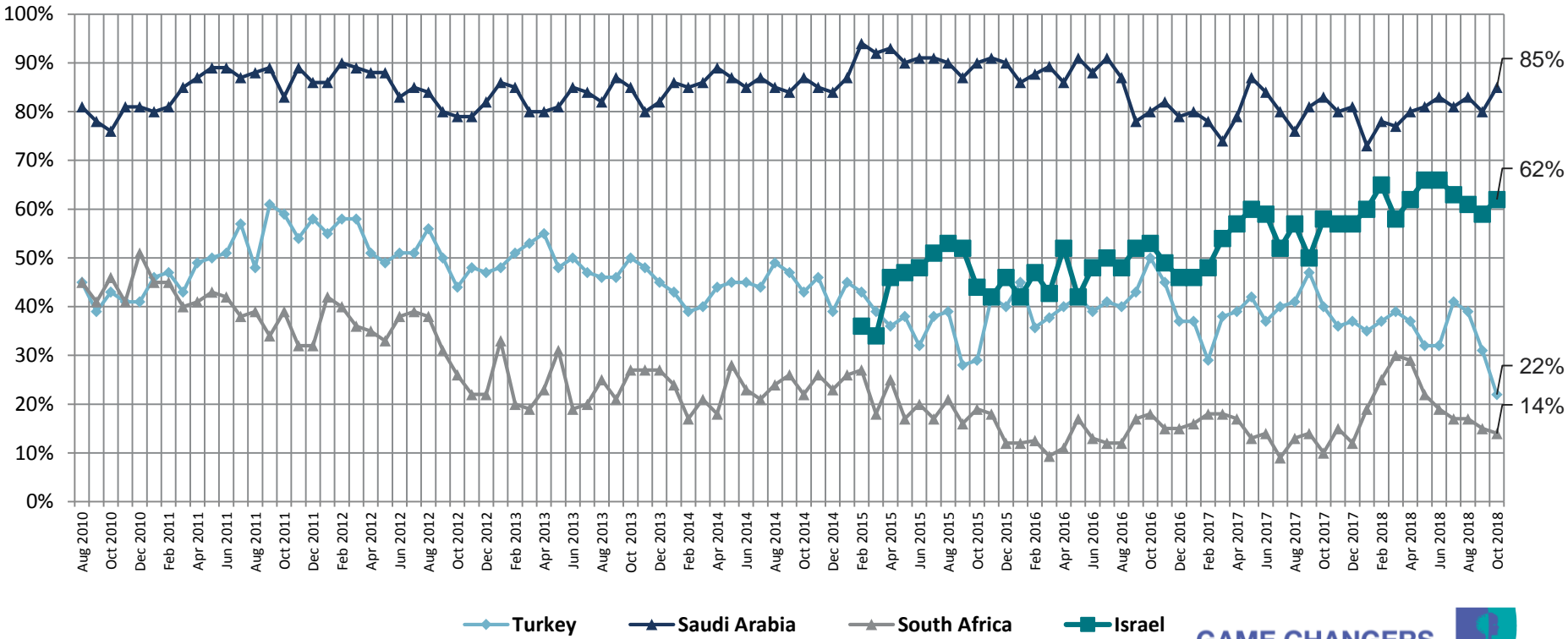


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



Middle East/African Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good



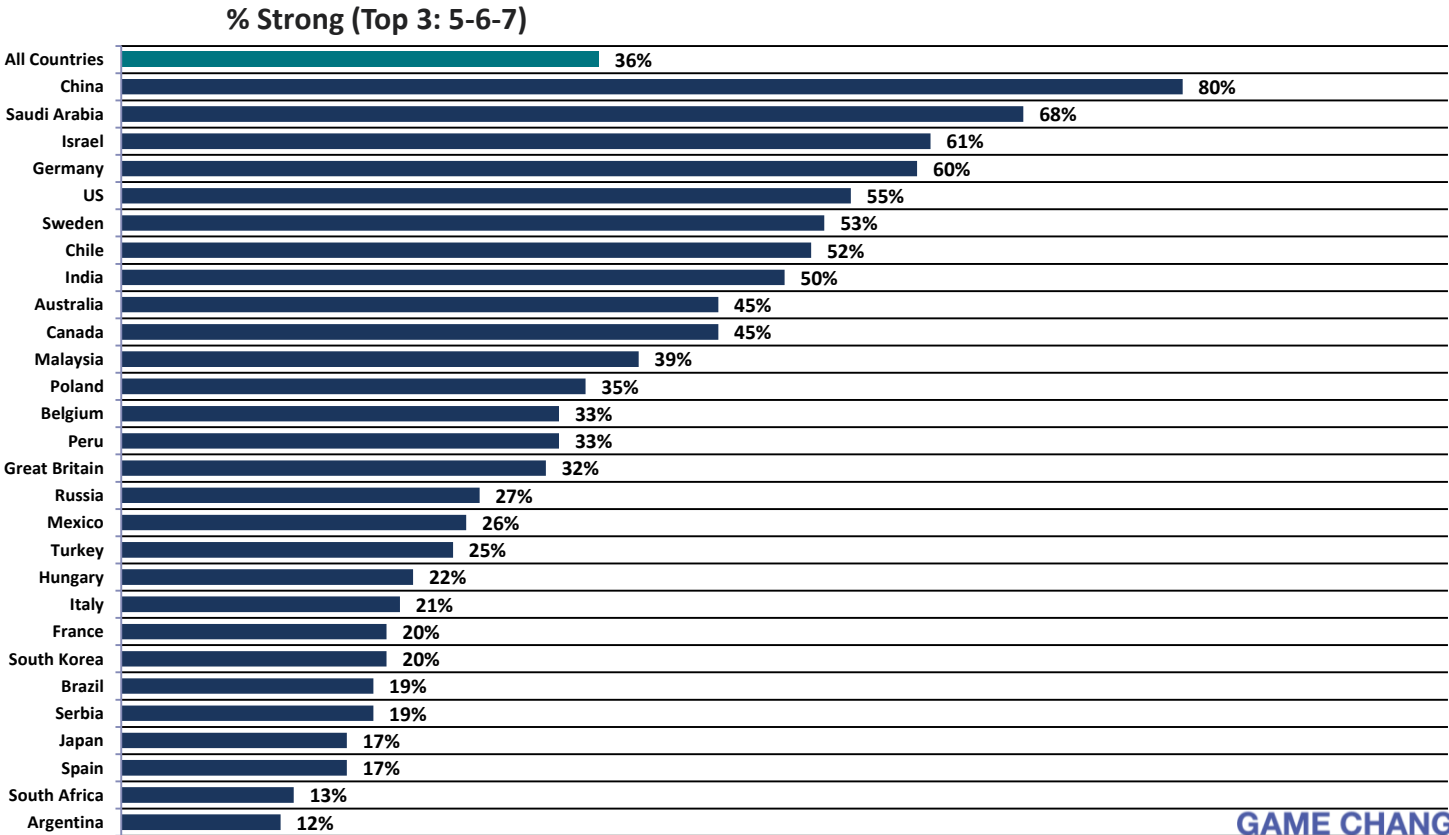
2 Assessing The Economy...

...in Their Local Area



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

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

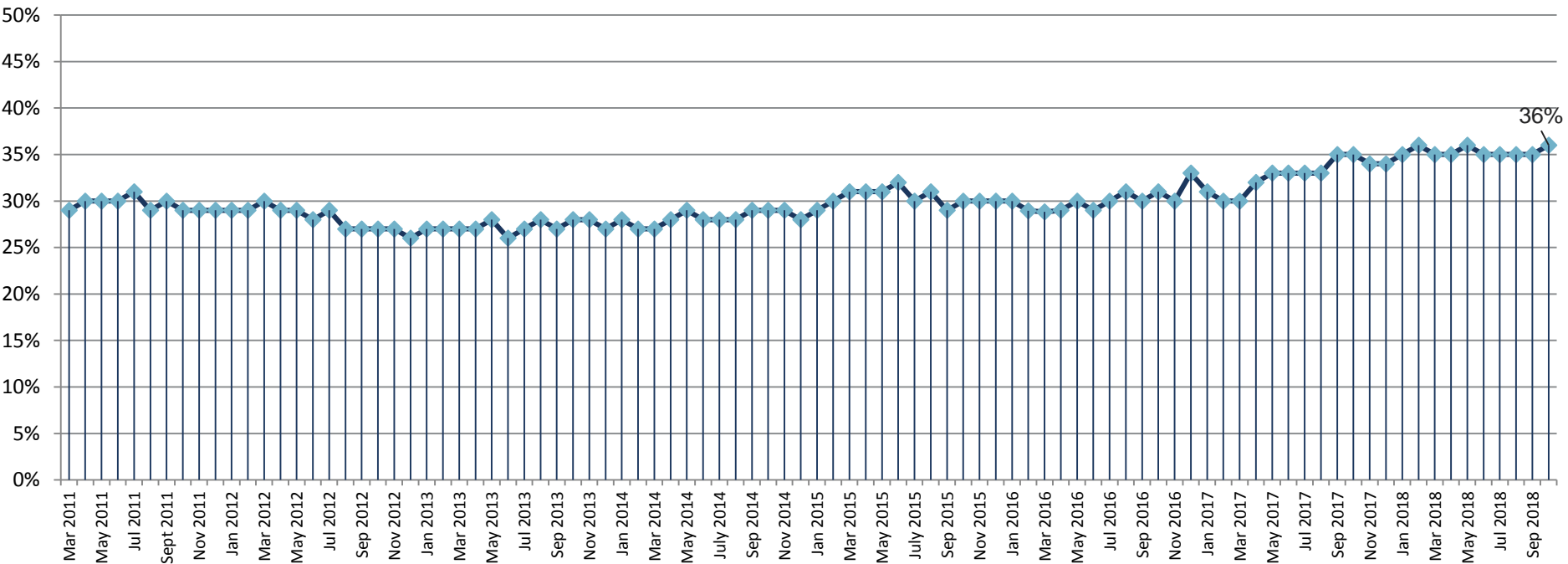


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



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

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



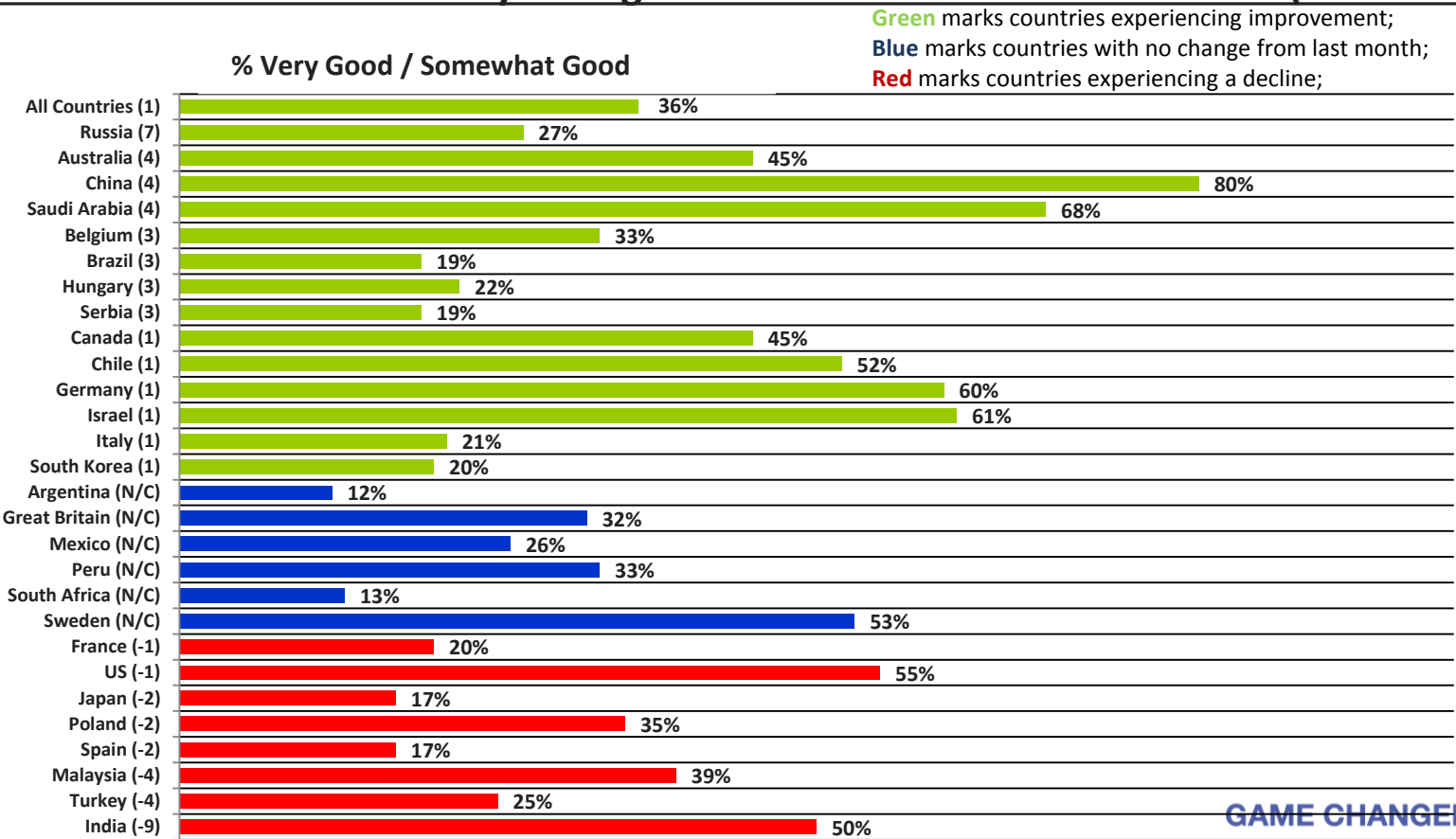
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.
% Strong (Top 3 5-6-7)

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

	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	Jul '18	Aug '18	Sep '18	Oct '18	
Total	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%	35%	35%	35%	36%	
Argentina	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%	19%	15%	18%	12%	12%	
Australia	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%	44%	42%	41%	45%	
Belgium	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%	36%	34%	33%	37%	30%	33%		
Brazil	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%	19%	19%	16%	19%	
Canada	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%	46%	46%	44%	45%	
Chile																												50%	49%	50%	53%	46%	50%	55%	45%	51%	52%	
China	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%	68%	82%	76%	80%	
France	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%	22%	22%	21%	20%	
Germany	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%	62%	60%	59%	60%	
Great Britain	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%	31%	29%	32%	32%	
Hungary	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%	24%	21%	19%	22%	
India	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%	58%	55%	59%	50%	
Israel	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%	58%	59%	60%	61%	
Italy	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%	21%	21%	20%	21%	
Japan	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%	18%	15%	18%	19%	17%	
Malaysia																																						
Mexico	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%	24%	23%	26%	26%	
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%	28%	32%	33%	33%	33%	
Poland	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%	35%	35%	37%	35%	
Russia	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%	21%	20%	20%	27%	
Saudi Arabia	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%	63%	57%	64%	68%	
Serbia																	8%	9%	9%	12%	13%	11%	10%	10%	10%	11%	13%	14%	13%	11%	13%	14%	13%	10%	15%	16%	19%	
South Africa	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%	18%	17%	13%	13%	
South Korea	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%	24%	28%	20%	20%	17%	19%	20%
Spain	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%	18%	17%	19%	17%	
Sweden	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%	47%	56%	53%	53%	
Turkey	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%	34%	32%	29%	25%	
United States	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%	53%	54%	56%	55%	

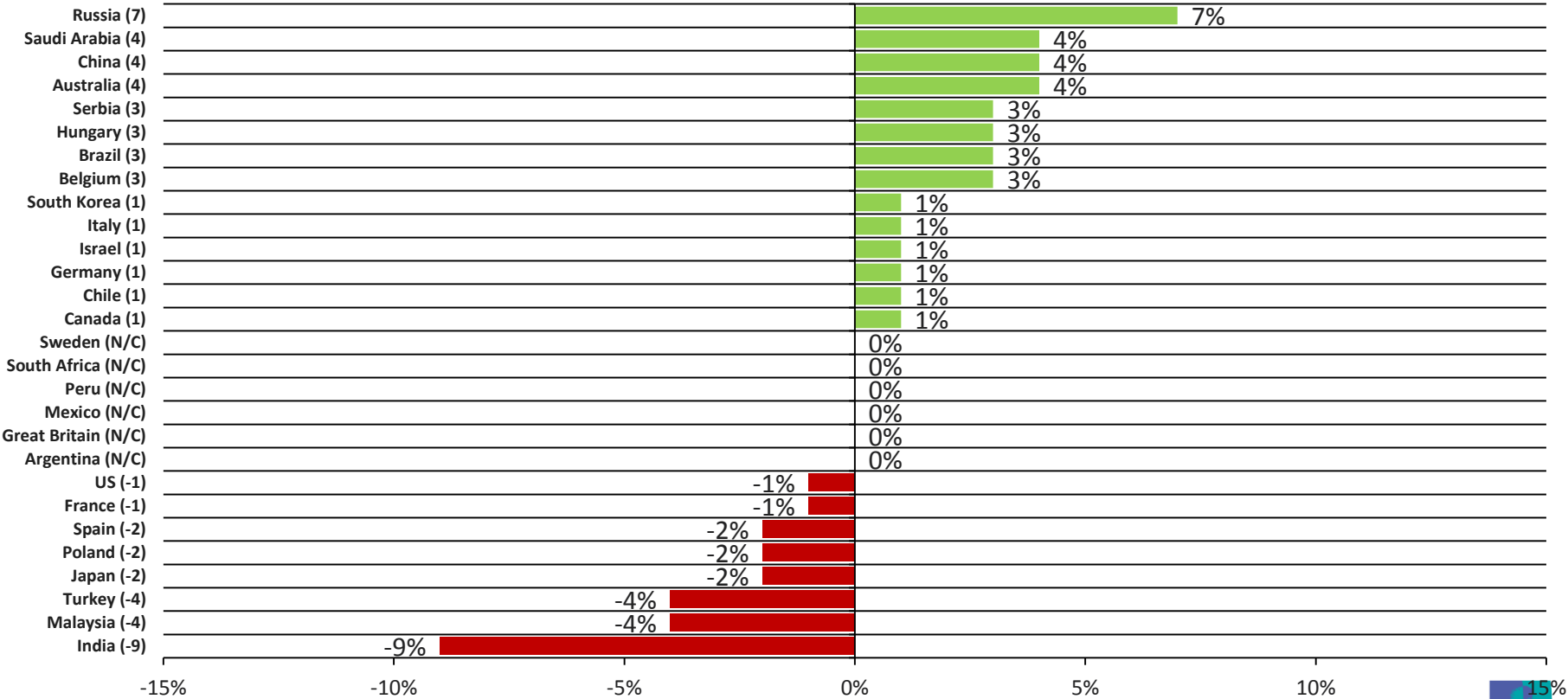
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy...

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



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

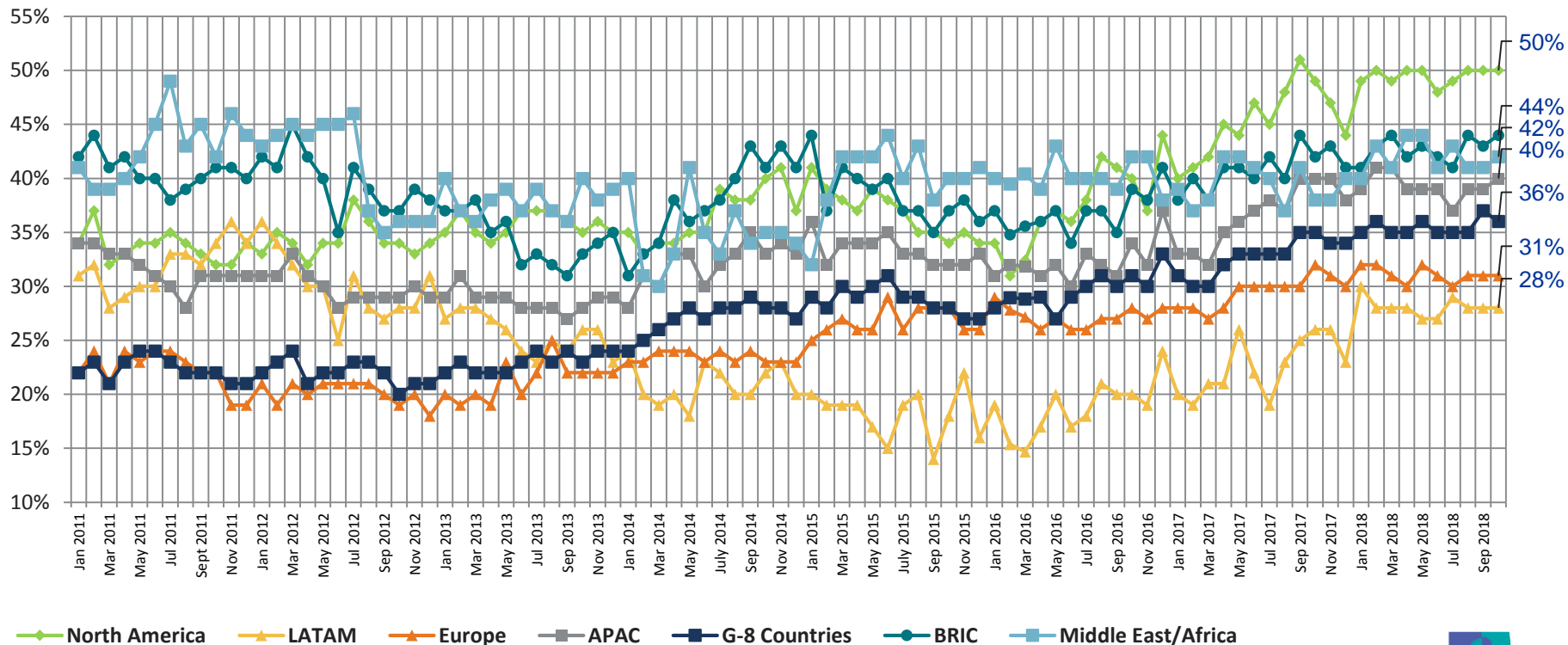
Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:



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

All Regions - Assess the Strength of Their Local Economy

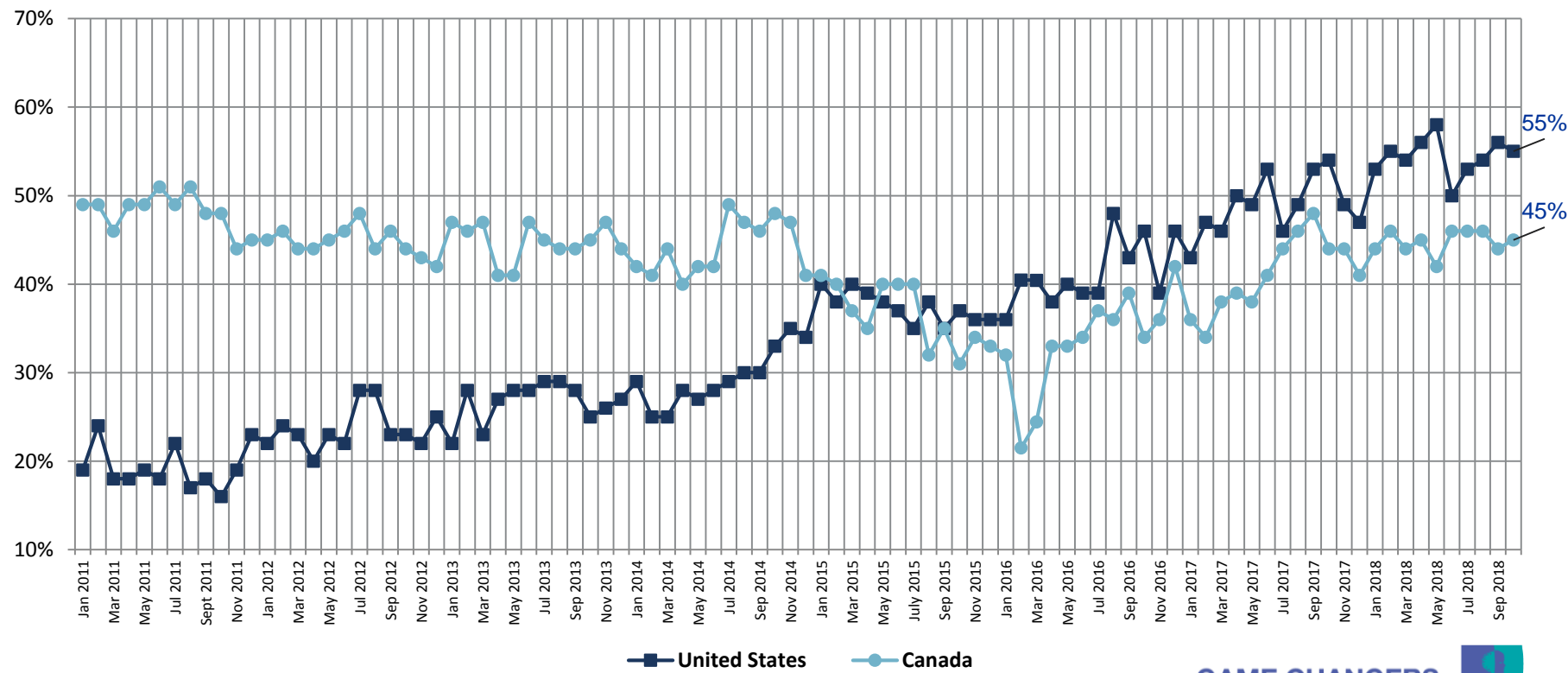
% Strong (Top 3 5-6-7)



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

North American Countries - Assess the Strength of Their Local Economy

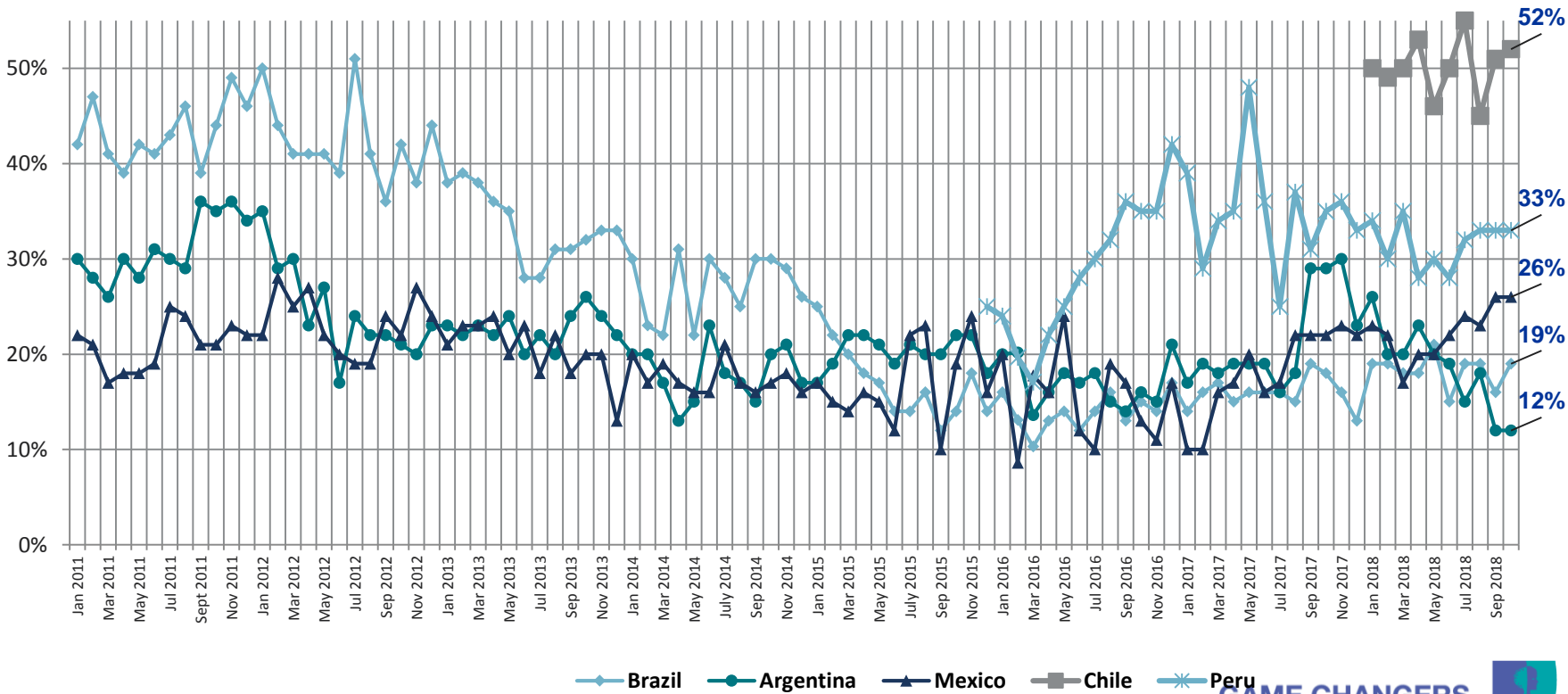
% Strong (Top 3 5-6-7)



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

LATAM Countries - Assess the Strength of Their Local Economy

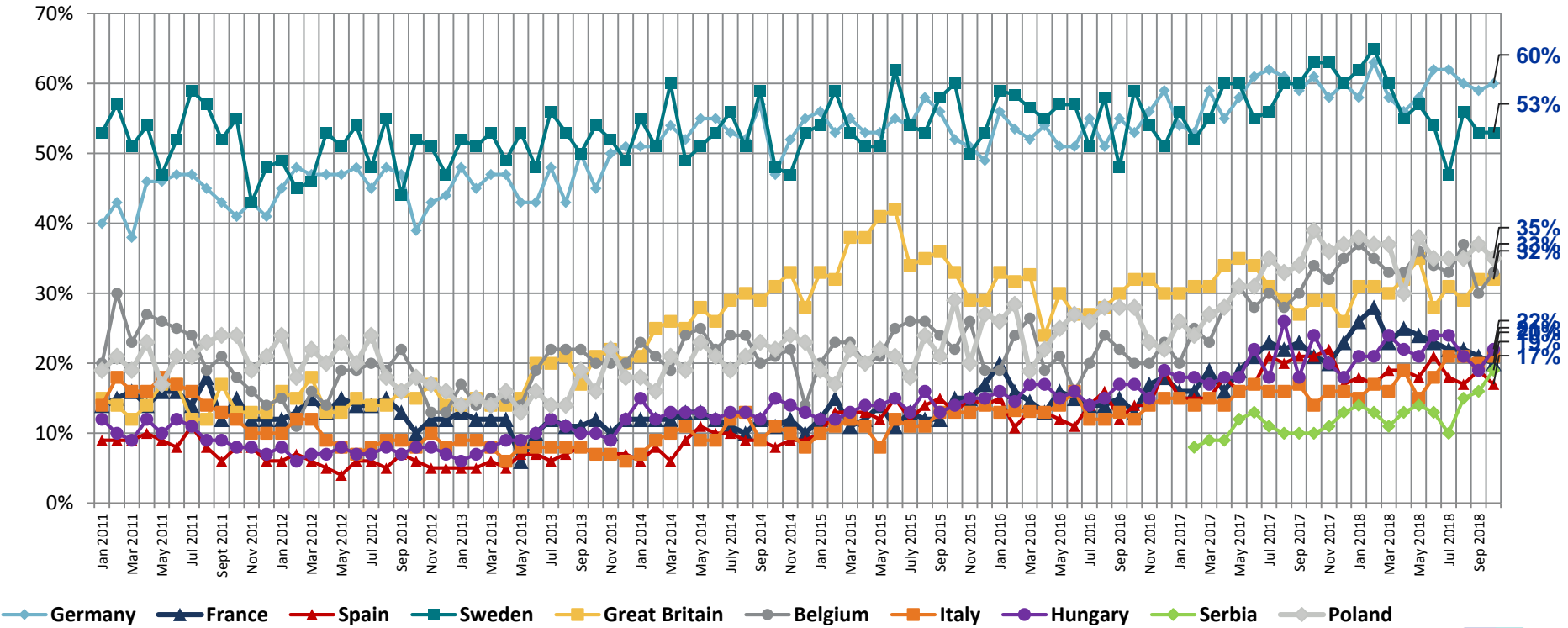
% Strong (Top 3 5-6-7)



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

European Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

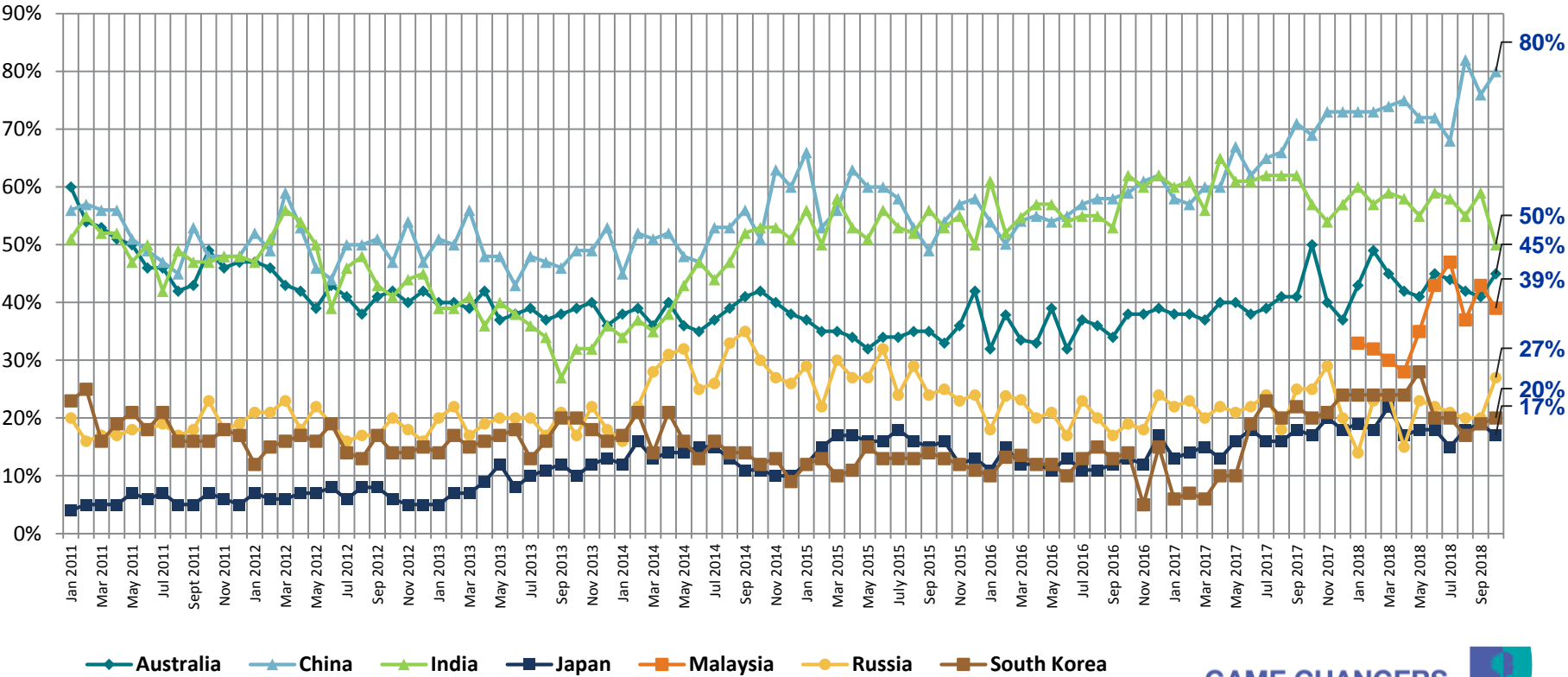


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



APAC Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

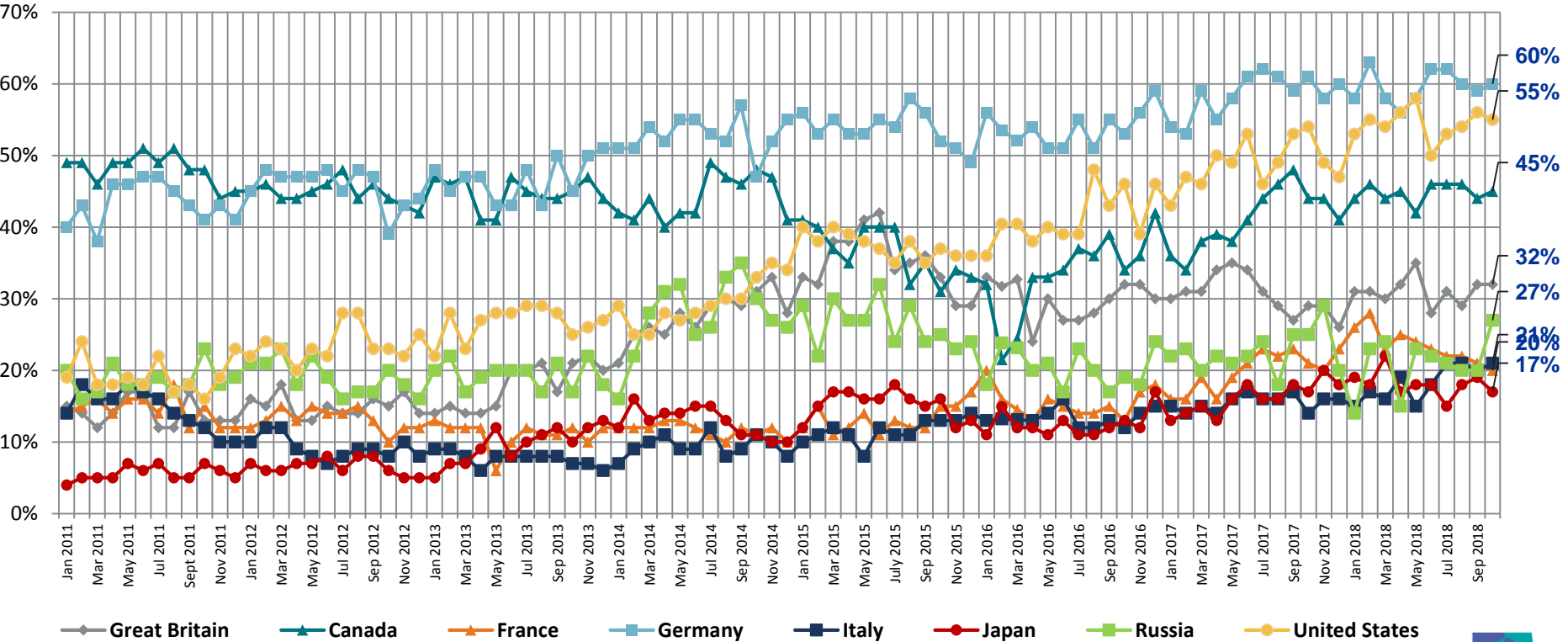


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



G8 Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

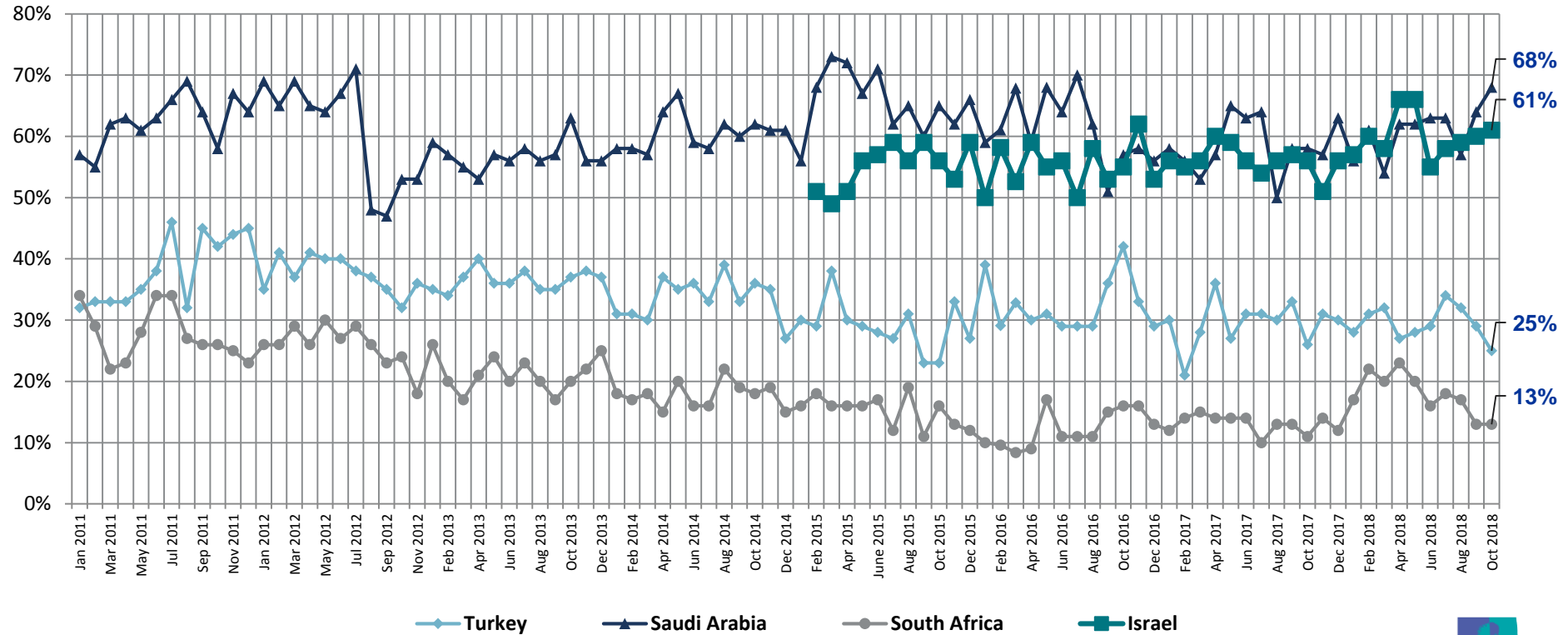


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



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

% Strong (Top 3 5-6-7)



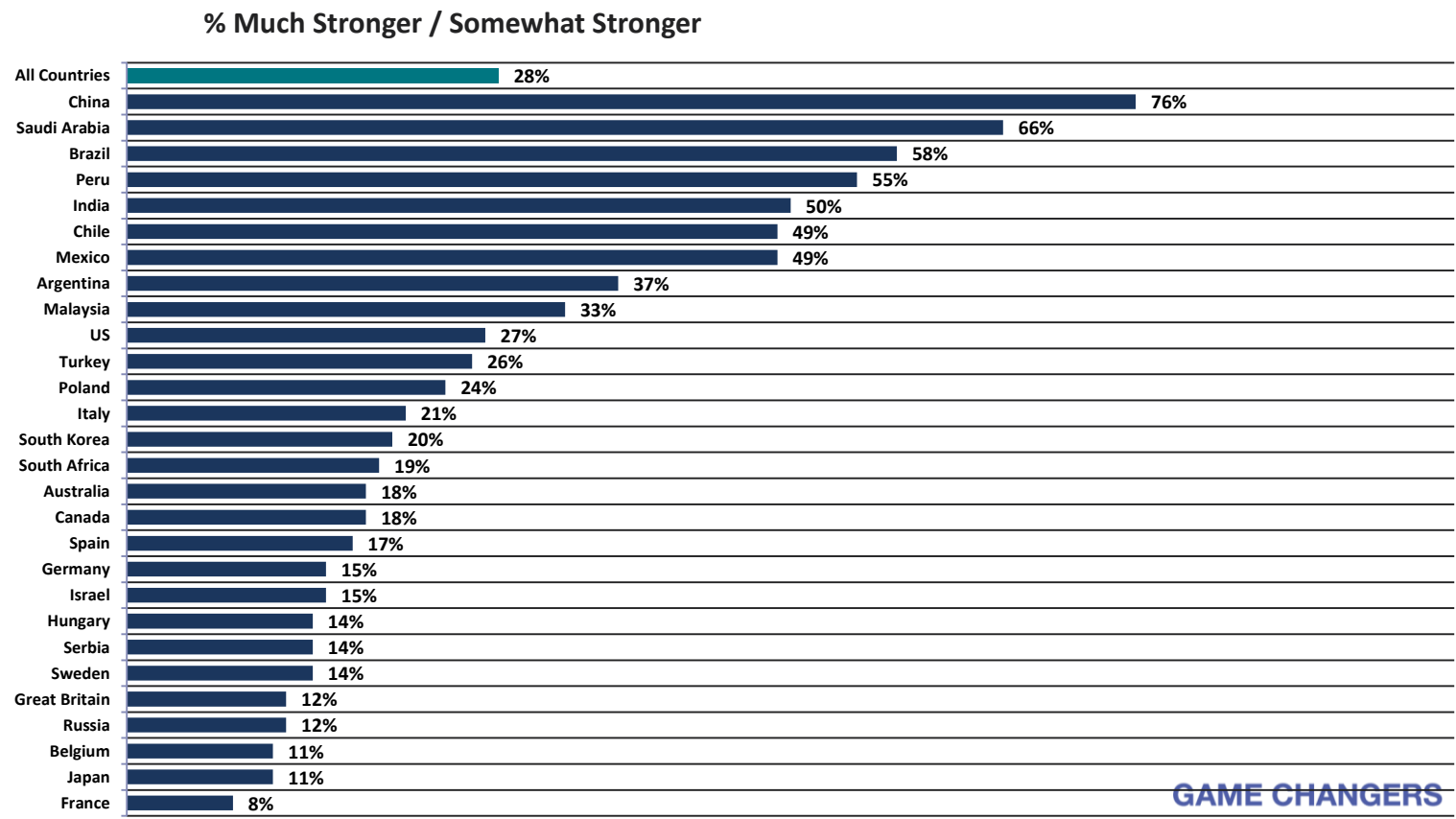
③ Assessing the Strength of The Local Economy...

...Six Months From Now

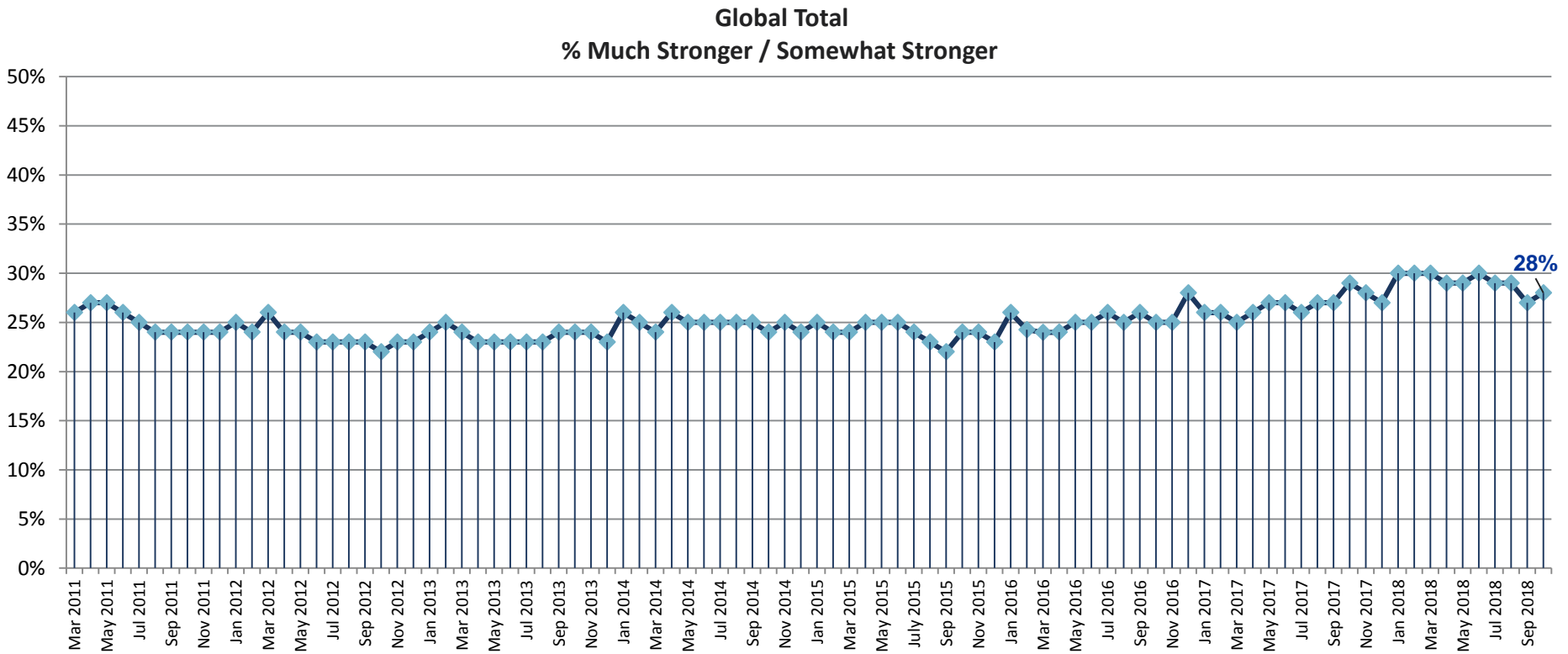


Looking ahead 6 months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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




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



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

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

	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	Jul '18	Aug '18	Sep '18	Oct '18
Total	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%	29%	29%	27%	28%
Argentina	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%	32%	35%	33%	37%
Australia	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%	18%	19%	16%	18%
Belgium	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%	11%	14%	8%	11%
Brazil	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%	49%	50%	49%	58%
Canada	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%	20%	18%	20%	15%	18%
Chile																												61%	60%	56%	59%	55%	55%	52%	45%	51%	49%
China	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%	54%	72%	65%	76%
France	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%	9%	9%	7%	8%
Germany	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%	18%	17%	15%	
Great Britain	17%	14%	15%	16%	14%	12%	10%	12%	10%	12%	14%	12%	12%	12%	12%	13%	15%	11%	12%	14%	12%	11%	11%	10%	13%	10%	13%	12%	12%	14%	12%	19%	12%	13%	12%	10%	12%
Hungary	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%	16%	14%	19%	14%
India	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%	58%	58%	56%	50%
Israel	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%	15%	17%	13%	15%
Italy	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%	25%	21%	19%	21%
Japan	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%	11%	11%	15%	11%
Malaysia																												25%	23%	26%	23%	26%	57%	51%	38%	39%	33%
Mexico	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%	47%	53%	47%	49%
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%	42%	53%	51%	55%
Poland	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%	24%	26%	25%	24%
Russia	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%	16%	16%	13%	12%
Saudi Arabia	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%	56%	58%	59%	66%
Serbia																	11%	15%	20%	18%	15%	19%	16%	15%	15%	16%	16%	17%	18%	19%	19%	20%	22%	22%	20%	15%	14%
South Africa	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%	20%	20%	17%	19%
South Korea	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%	22%	14%	16%	20%
Spain	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%	22%	18%	17%	17%
Sweden	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%	13%	16%	23%	14%
Turkey	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%	33%	36%	25%	26%
United States	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%	31%	32%	29%	27%

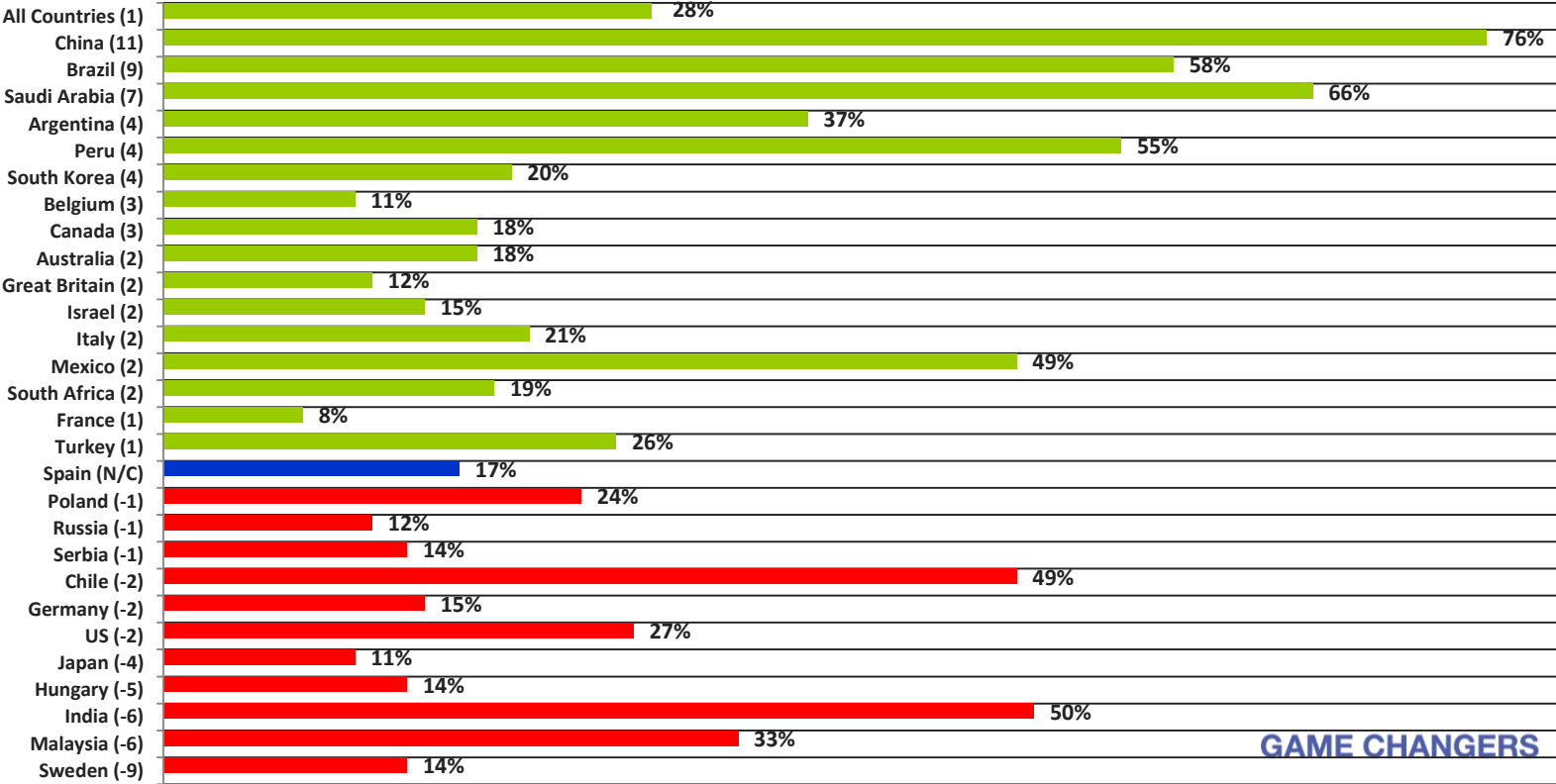
4

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):

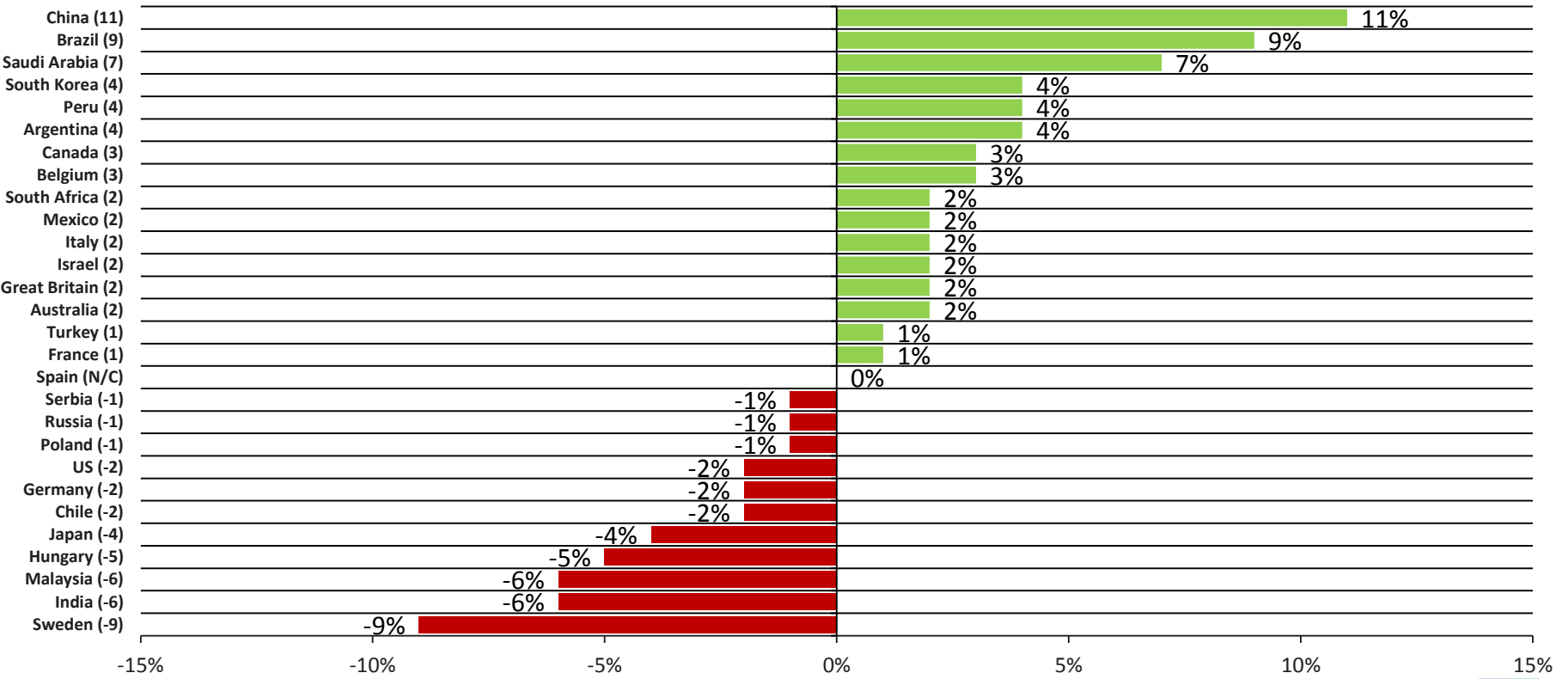
Green marks countries experiencing improvement;
Blue marks countries with no change from last month;
Red marks countries experiencing a decline;

% Very Good / Somewhat Good



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?

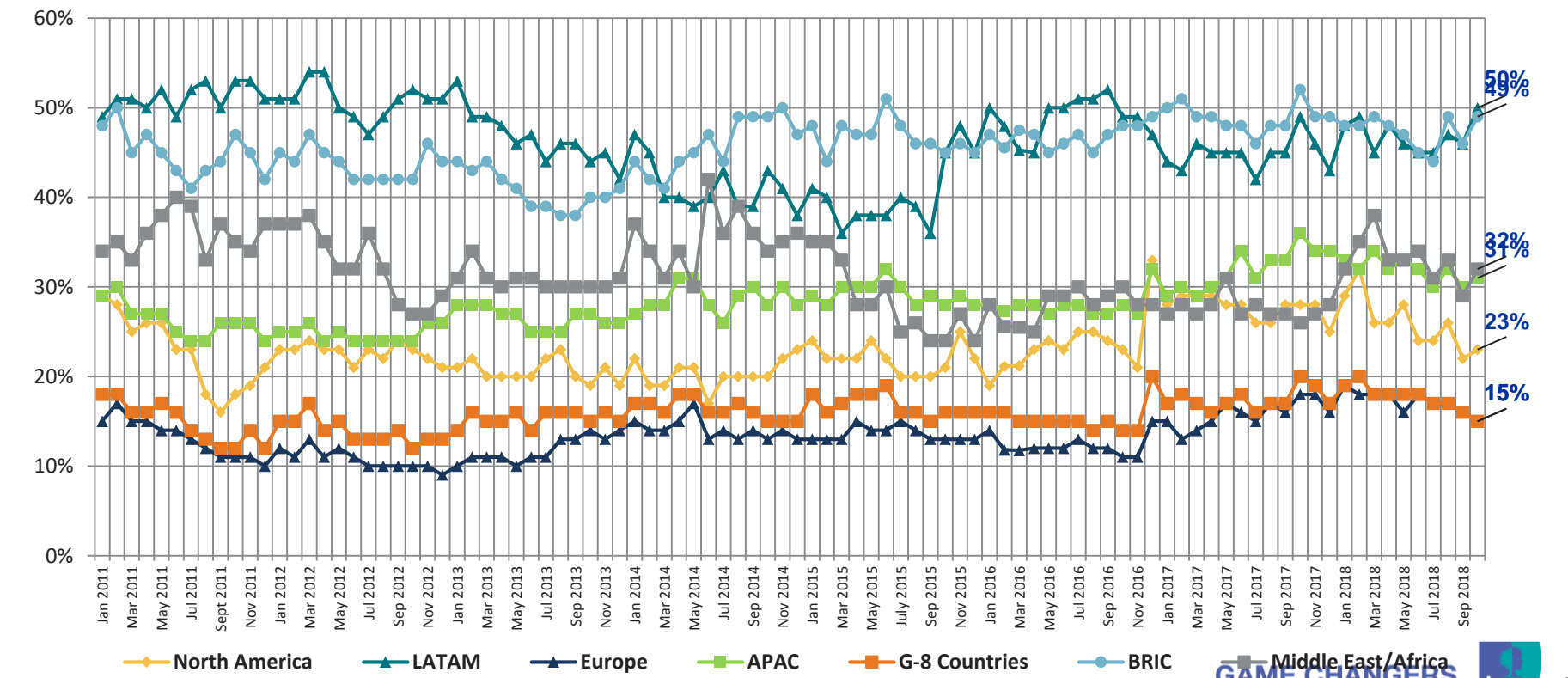
Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:



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

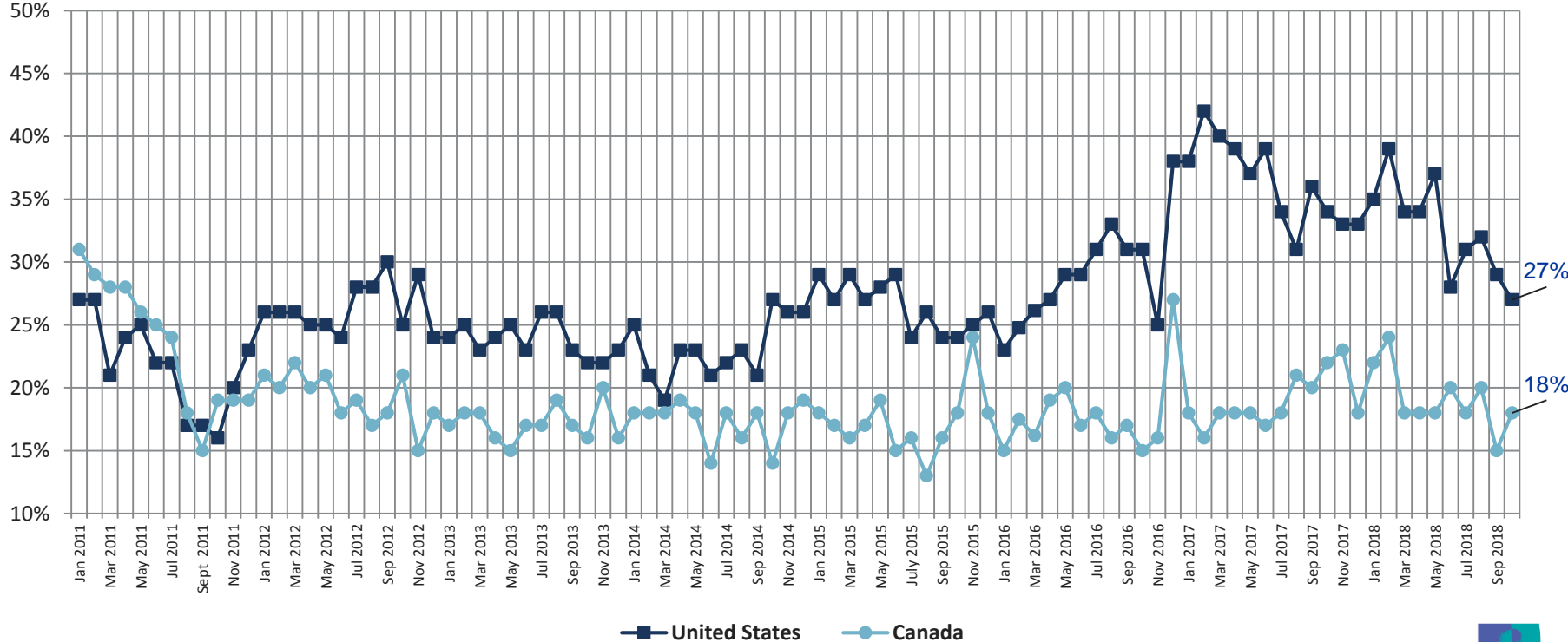
% Much Stronger / Somewhat Stronger



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?

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

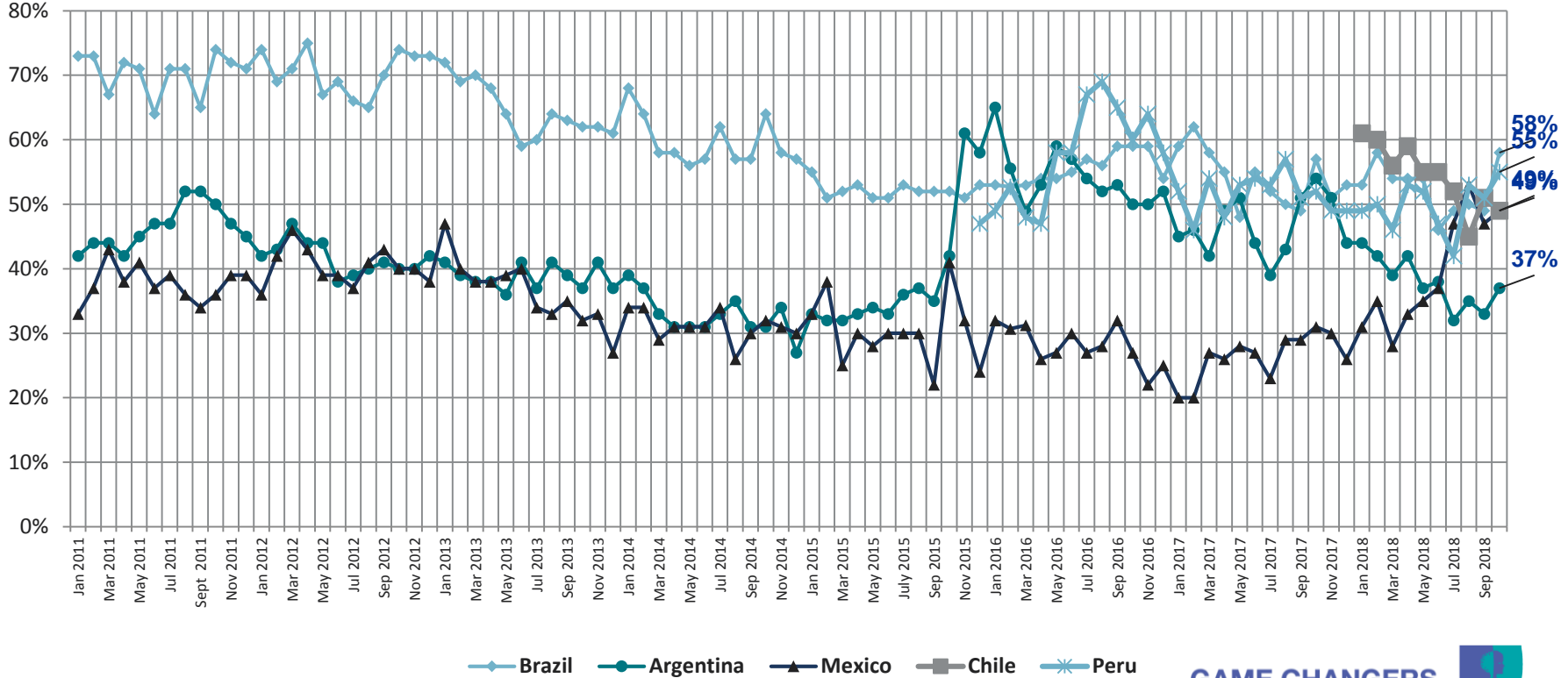


Looking ahead 6 months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

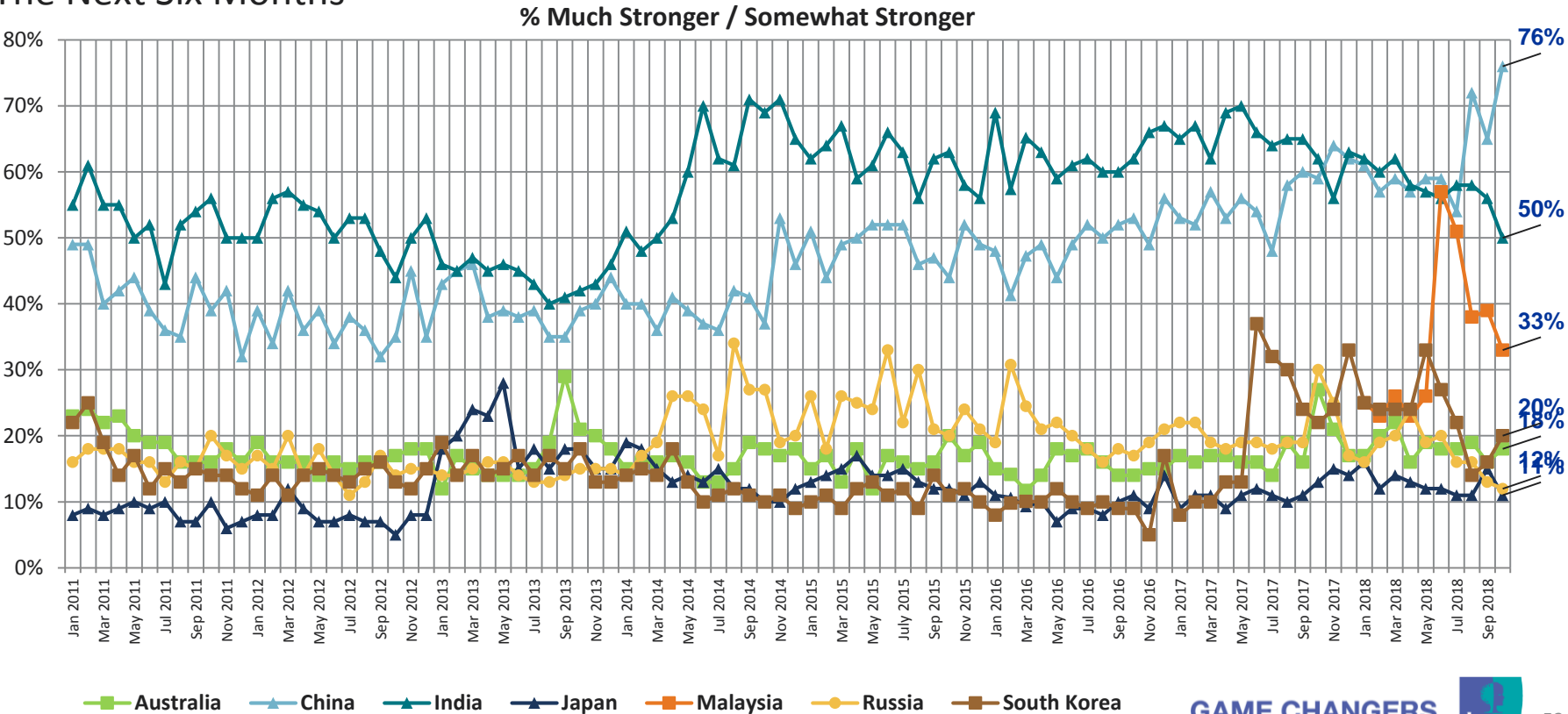


LATAM Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

% Much Stronger / Somewhat Stronger



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

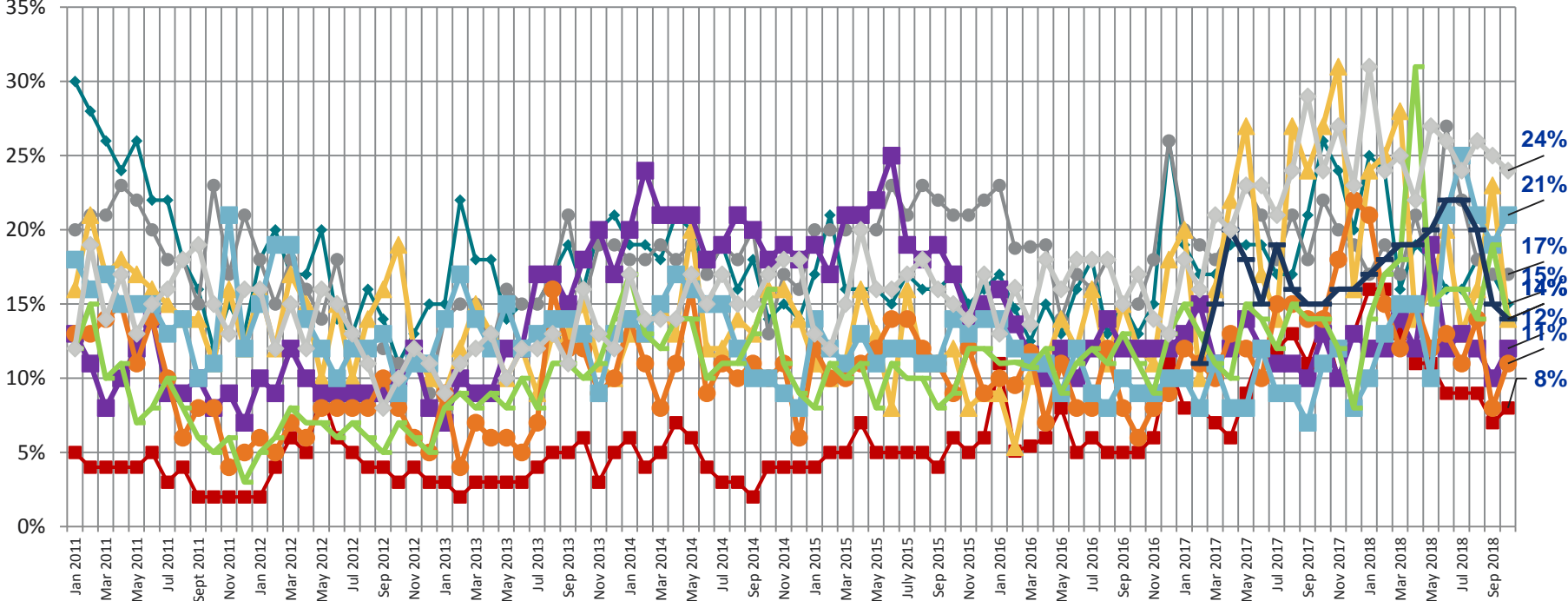


Looking ahead 6 months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?



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

% Much Stronger / Somewhat Stronger

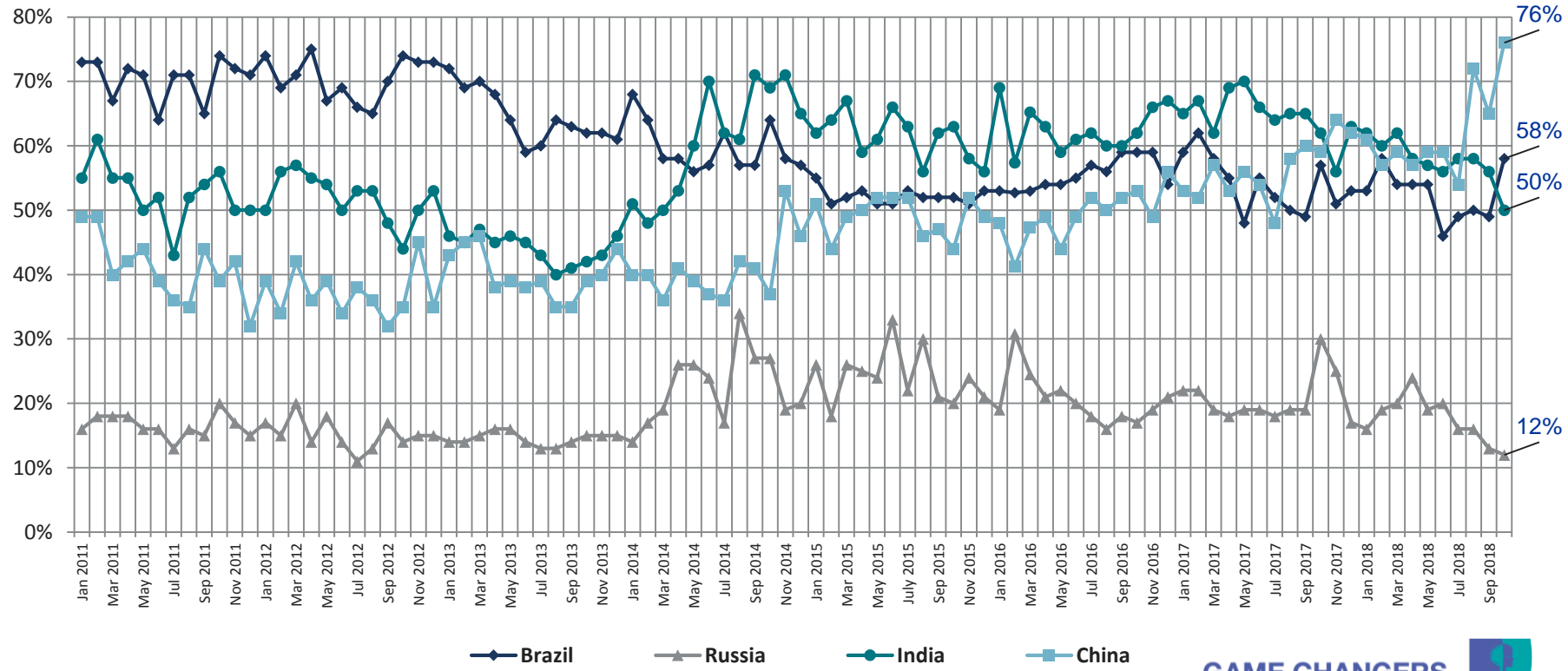


Looking ahead 6 months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?



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

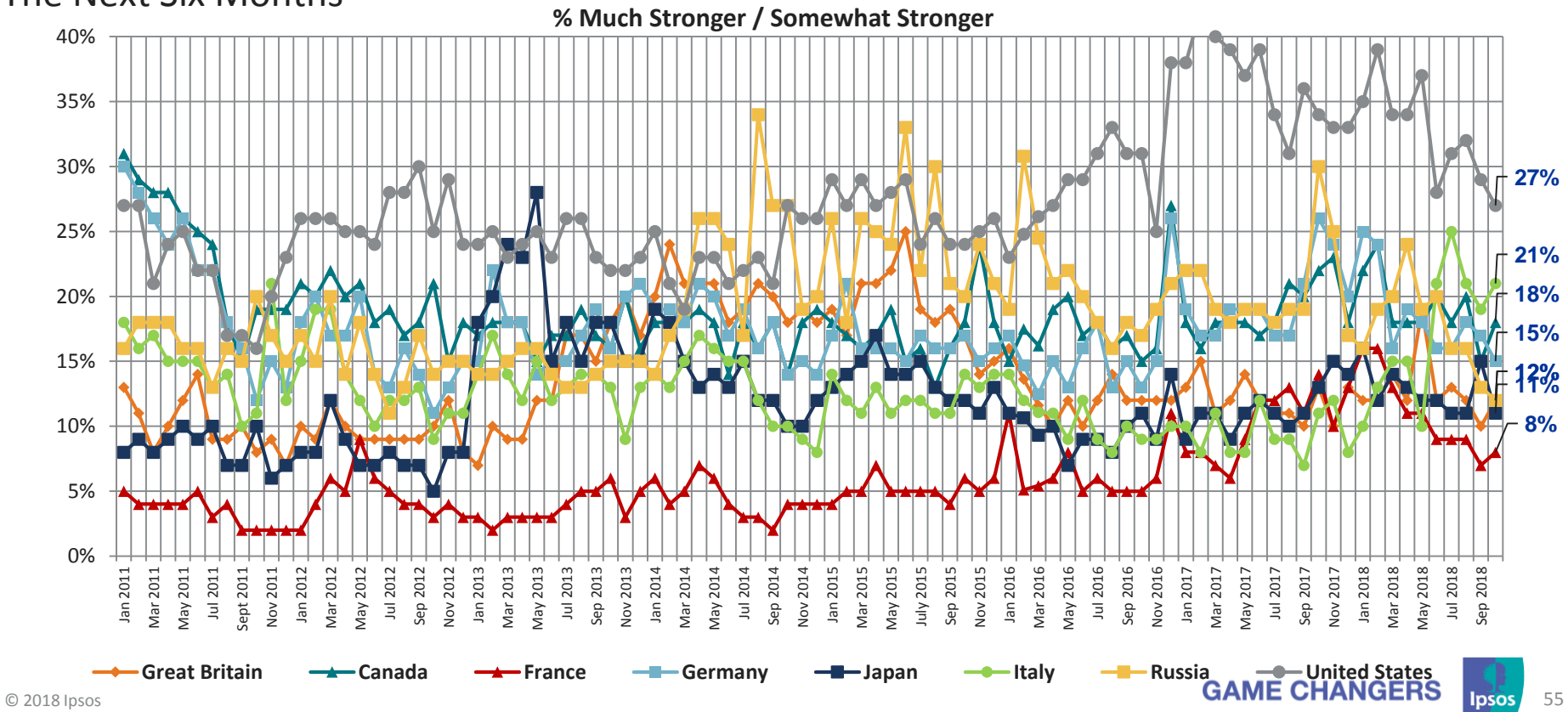
% Much Stronger / Somewhat Stronger



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



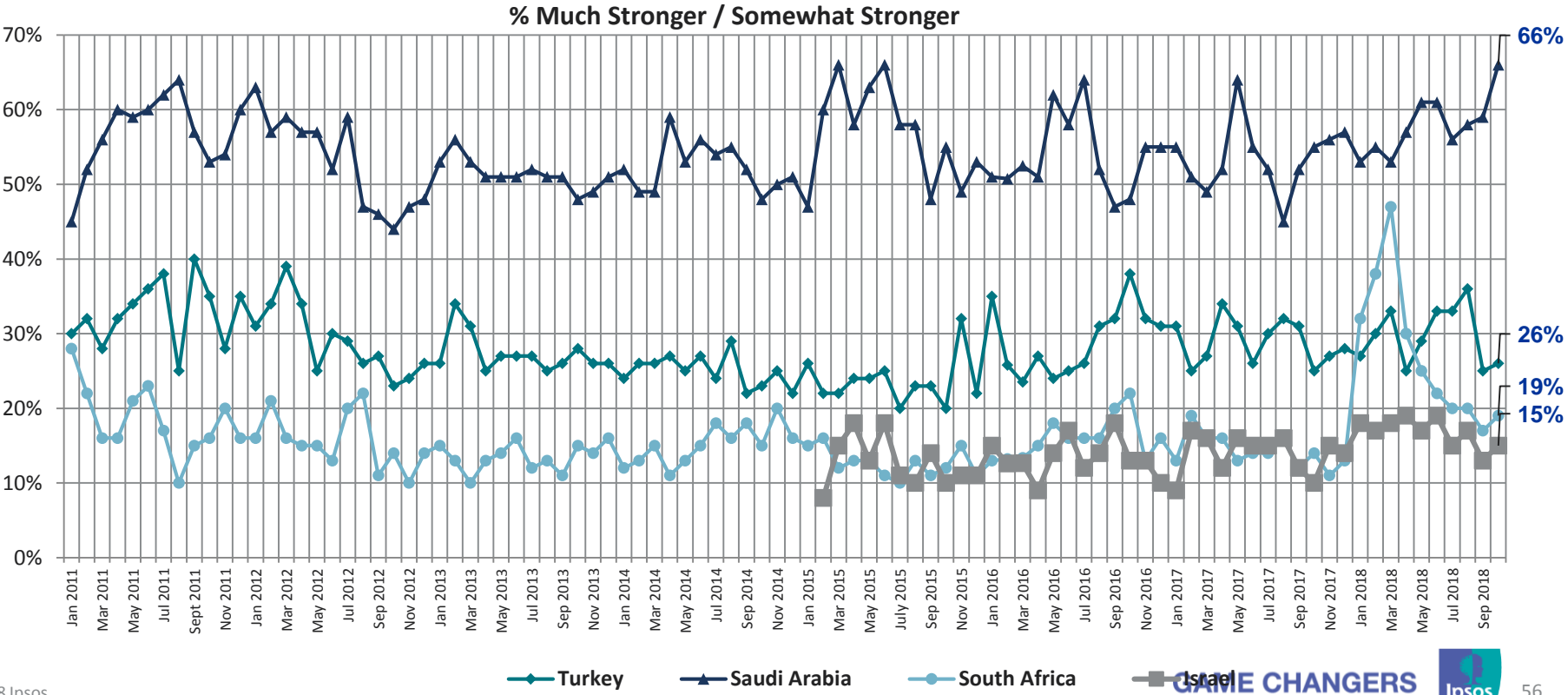
G8 Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months



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



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



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