

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 117 (G@117)*, an Ipsos survey conducted between November 26th and December 7th, 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 19,811, 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 Down One Point: 45%

- The average global economic assessment of national economies surveyed in 28 countries is down one point this wave with 45% of global citizens rating their national economies as 'good'.
- Saudi Arabia (88%) has the top spot in the national economic assessment category this month, followed by Germany (81%), China (79%), India (71%), Sweden (69%), the United States (65%), Australia (63%), Peru (61%), Israel (59%), Canada (58%), Poland (55%) and Chile (55%). South Korea (13%) has the lowest spot in this assessment, followed by Argentina (16%), South Africa (17%), France (17%), Italy (20%), Brazil (21%), Spain (22%), Turkey (24%), Russia (28%), Hungary (32%) and Mexico (34%).
- *Countries with the greatest improvements in this wave:* Japan (38%, +5 pts.), Spain (22%, +4 pts.), Argentina (16%, +4 pts.), Australia (63%, +3 pts.), South Africa (17%, +2 pts.), Brazil (21%, +2 pts.), Saudi Arabia (88%, +1 pts.), Peru (61%, +1 pts.), Mexico (34%, +1 pts.) and Hungary (32%, +1 pts.).
- *Countries with the greatest declines:* China (79%, -12 pts.), Belgium (43%, -10 pts.), Malaysia (47%, -8 pts.), Canada (58%, -4 pts.), France (17%, -4 pts.), Italy (20%, -4 pts.), South Korea (13%, -4 pts.), Great Britain (40%, -3 pts.), Poland (55%, -3 pts.), Serbia (41%, -3 pts.) and the United States (65%, -2 pts.).

Global Average of Local Economic Assessment (34%) Down Two Points

- When asked to assess their local economy, one third (34%) 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 two points since last sounding.
- Saudi Arabia (71%) is the top country in the local assessment category this month, followed by China (65%), Germany (61%), Israel (56%), Sweden (55%), the United States (55%), India (49%), Chile (44%), Australia (43%) and Canada (41%). South Africa (14%) remains the lowest ranked country this month again, followed by Serbia (15%), Japan (15%), South Korea (16%), Argentina (16%), Turkey (18%), Spain (19%), France (19%), Italy (21%), Russia (22%), Hungary (23%) and Brazil (23%).
- *Countries with the greatest improvements in this wave:* Spain (19%, +4 pts.), Saudi Arabia (71%, +4 pts.), South Africa (14%, +3 pts.), Mexico (26%, +2 pts.), Argentina (16%, +2 pts.), Germany (61%, +1 pts.), Brazil (23%, +1 pts.), Hungary (23%, +1 pts.), Russia (22%, +1 pts.) and the France (19%, +1 pts.).
- *Countries with the greatest declines in this wave:* China (65%, -16 pts.), Canada (41%, -7 pts.), India (49%, -5 pts.), Turkey (18%, -5 pts.), Chile (44%, -5 pts.), Sweden (55%, -5 pts.), Belgium (31%, -3 pts.), Peru (35%, -3 pts.), Italy (21%, -3 pts.), Israel (56%, -3 pts.), Serbia (15%, -2 pts.), Japan (15%, -2 pts.), Great Britain (32%, -2 pts.) and Poland (36%, -2 pts.).

Global Average of Future Outlook for Local Economy (27%) Down One Point

- The future outlook is down 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.
- Saudi Arabia (68%) is at the top of this assessment category this month, followed by, Brazil (63%), Mexico (56%), Peru (53%), China (51%), India (51%), Chile (43%), Argentina (40%), the United States (28%), Malaysia (26%) and Poland (24%). France (6%) has the lowest future outlook score this month once again, followed by Belgium (7%), Japan (10%), Great Britain (12%), Serbia (14%), Hungary (14%), Russia (14%), South Korea (14%), Canada (14%) and Israel (15%).
- *Countries with the greatest improvements in this wave:* Mexico (56%, +17 pts.), Sweden (16%, +6 pts.), Argentina (40%, +5 pts.), Peru (53%, +4 pts.), Spain (17%, +2 pts.), Serbia (14%, +2 pts.), Australia (18%, +2 pts.), South Africa (20%, +1 pts.) and Hungary (14%, +1 pts.).
- *Countries with the greatest declines in this wave:* China (51%, -23 pts.), Malaysia (26%, -9 pts.), Canada (14%, -6 pts.), Chile (43%, -6 pts.), Brazil (63%, -4 pts.), Turkey (21%, -4 pts.), the United States (28%, -4 pts.), India (51%, -3 pts.), Israel (15%, -3 pts.), Italy (17%, -3 pts.), Poland (24%, -3 pts.) and South Korea (14%, -3 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	
Saudi Arabia	88%	Japan	5%	China	-12%	Serbia	41%
Germany	81%	Spain	4%	Belgium	-10%	Great Britain	40%
China	79%	Argentina	4%	Malaysia	-8%	Japan	38%
India	71%	Australia	3%	Canada	-4%	Mexico	34%
Sweden	69%	South Africa	2%	France	-4%	Hungary	32%
US	65%	Brazil	2%	Italy	-4%	Russia	28%
Australia	63%	Saudi Arabia	1%	South Korea	-4%	Turkey	24%
Peru	61%	Peru	1%	Great Britain	-3%	Spain	22%
Israel	59%	Mexico	1%	Poland	-3%	Brazil	21%
Canada	58%	Hungary	1%	Serbia	-3%	Italy	20%
Poland	55%			US	-2%	France	17%
Chile	55%			Chile	-1%	South Africa	17%
Malaysia	47%			Russia	-1%	Argentina	16%
Belgium	43%			Sweden	-1%	South Korea	13%

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	61%	-4%
BRIC	50%	-3%
APAC	49%	-1%
Middle East/Africa	47%	1%
G-8 Countries	43%	-2%
Europe	42%	-2%
LATAM	37%	1%

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	
Saudi Arabia	71%	Spain	4%	China	-16%	Belgium	31%
China	65%	Saudi Arabia	4%	Canada	-7%	Mexico	26%
Germany	61%	South Africa	3%	India	-5%	Brazil	23%
Israel	56%	Mexico	2%	Turkey	-5%	Hungary	23%
Sweden	55%	Argentina	2%	Chile	-5%	Russia	22%
US	55%	Germany	1%	Sweden	-5%	Italy	21%
India	49%	Brazil	1%	Belgium	-3%	France	19%
Chile	44%	Hungary	1%	Peru	-3%	Spain	19%
Australia	43%	Russia	1%	Italy	-3%	Turkey	18%
Canada	41%	France	1%	Israel	-3%	Argentina	16%
Poland	36%			Serbia	-2%	South Korea	16%
Peru	35%			Japan	-2%	Japan	15%
Malaysia	34%			Great Britain	-2%	Serbia	15%
Great Britain	32%			Poland	-2%	South Africa	14%
				Malaysia	-1%		
				US	-1%		
				South Korea	-1%		
				Australia	-1%		

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	48%	-5%
BRIC	40%	-5%
Middle East/Africa	40%	0%
APAC	35%	-4%
G-8 Countries	33%	-2%
Europe	31%	-1%
LATAM	29%	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	
Saudi Arabia	68%	Mexico	17%	China	-23%	Italy	17%
Brazil	63%	Sweden	6%	Malaysia	-9%	Germany	17%
Mexico	56%	Argentina	5%	Canada	-6%	Spain	17%
Peru	53%	Peru	4%	Chile	-6%	Sweden	16%
China	51%	Spain	2%	Brazil	-4%	Israel	15%
India	51%	Serbia	2%	Turkey	-4%	Canada	14%
Chile	43%	Australia	2%	US	-4%	South Korea	14%
Argentina	40%	South Africa	1%	India	-3%	Russia	14%
US	28%	Hungary	1%	Israel	-3%	Hungary	14%
Malaysia	26%			Italy	-3%	Serbia	14%
Poland	24%			Poland	-3%	Great Britain	12%
Turkey	21%			South Korea	-3%	Japan	10%
South Africa	20%			Great Britain	-2%	Belgium	7%
Australia	18%			Belgium	-1%	France	6%

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	51%	3%
BRIC	45%	-8%
Middle East/Africa	31%	-1%
APAC	26%	-5%
North America	21%	-5%
Europe	15%	1%
G-8 Countries	15%	-2%

DETAILED FINDINGS



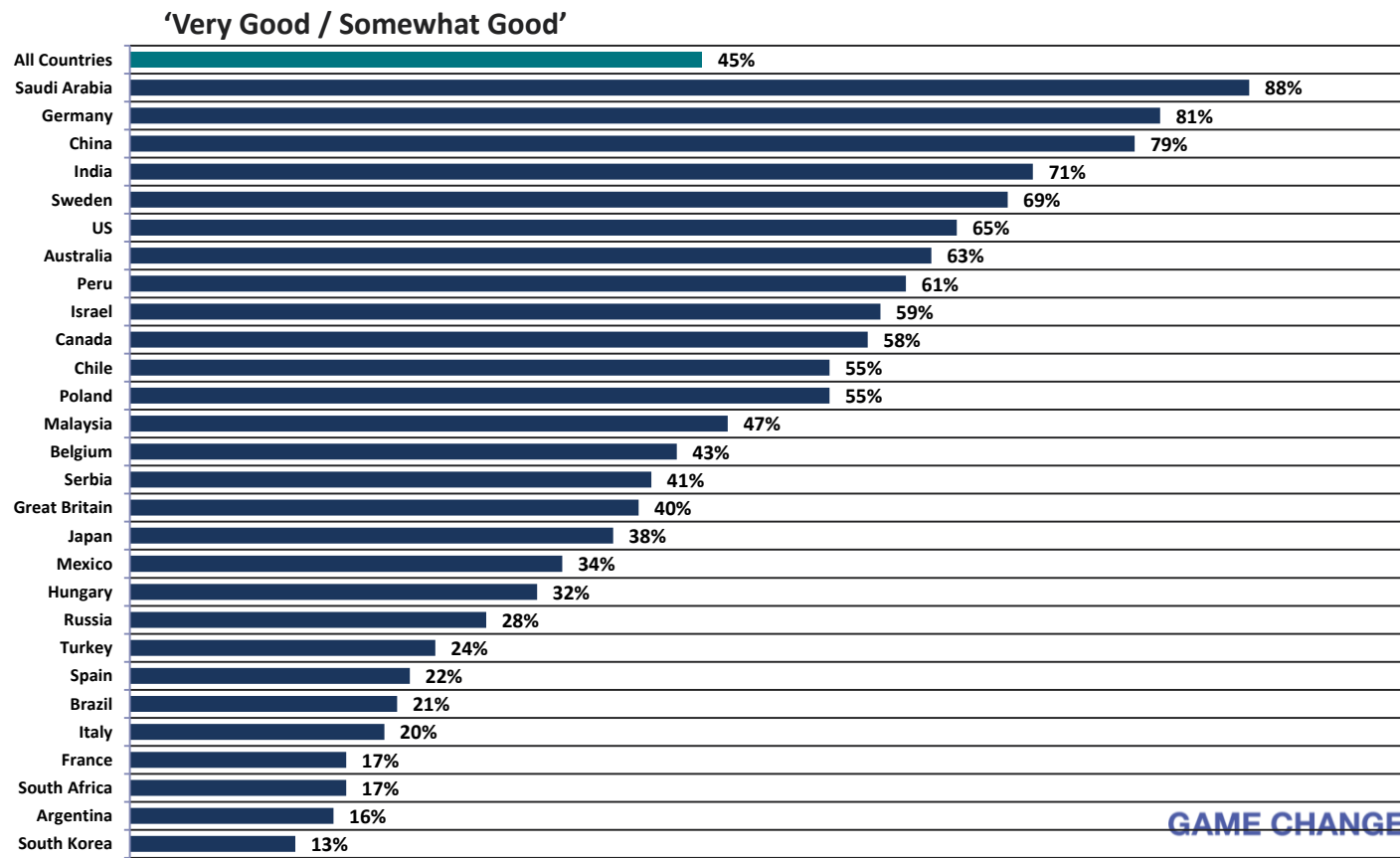
1 Assessing The Current Economic Situation

in Their Country

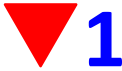


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

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

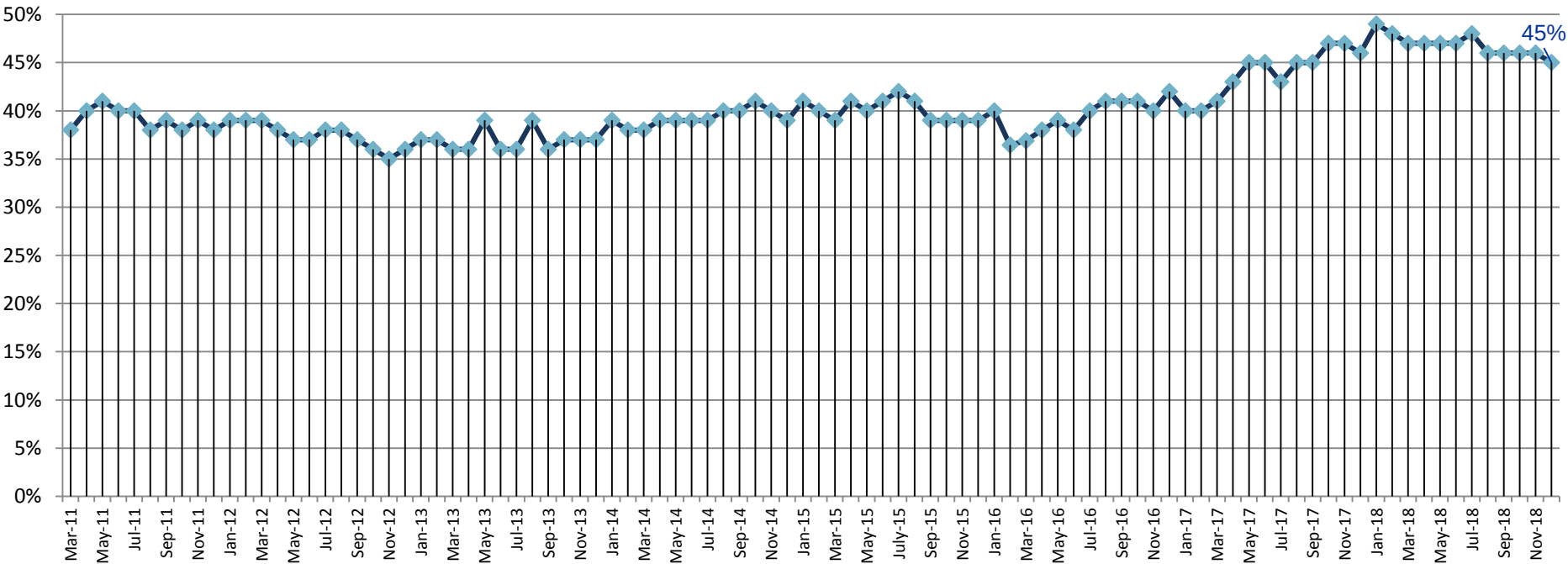


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



Global Average Tracked - Global Citizens Assess the Current Economic Situation in their Country as “Good”...

Total Good



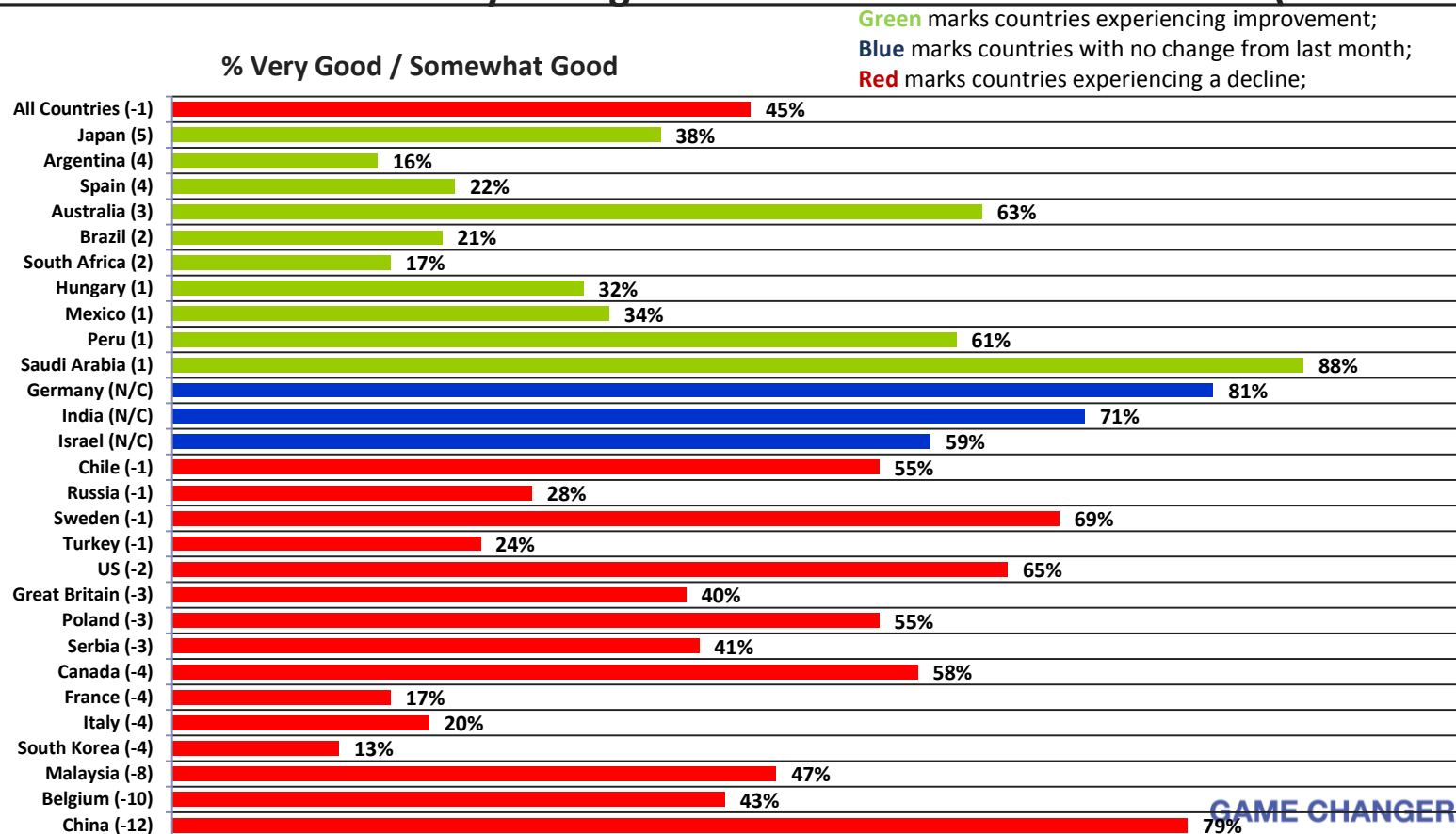
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

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

	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	Nov '18	Dec '18	
Total	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%	46%	45%
Argentina	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%	12%	16%	
Australia	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%	60%	63%	
Belgium	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%	53%	43%	
Brazil	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%	19%	21%	
Chile																									57%	66%	61%	62%	52%	63%	61%	51%	52%	57%	56%	55%		
Canada	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%	64%	57%	60%	59%	62%	58%	
China	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%	91%	79%	
France	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%	21%	17%	
Germany	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%	81%	81%	
Great Britain	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%	43%	40%	
Hungary	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%	28%	31%	32%	36%	27%	30%	31%	31%	32%			
India	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%	71%	71%	
Israel	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%	59%	59%	
Italy	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%	23%	25%	21%	20%	24%	20%	
Japan	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%		45%	47%	41%	40%	45%	56%	66%	57%	60%	56%	47%	
Malaysia																										45%	47%	41%	40%	45%	56%	66%	57%	60%	56%	55%	47%	
Mexico	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%	33%	34%	
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%	60%	61%	
Poland	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%	58%	55%	
Russia	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%	29%	28%	
Saudi Arabia	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%	87%	88%	
Serbia															21%	27%	32%	31%	32%	33%	32%	27%	25%	33%	37%	38%	40%	34%	39%	38%	38%	37%	35%	34%	38%	44%	41%	
South Africa	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%	15%	17%	
South Korea	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%	17%	13%	
Spain	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%	18%	22%	
Sweden	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%	70%	69%	
Turkey	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%	25%	24%	
United States	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%	67%	65%	

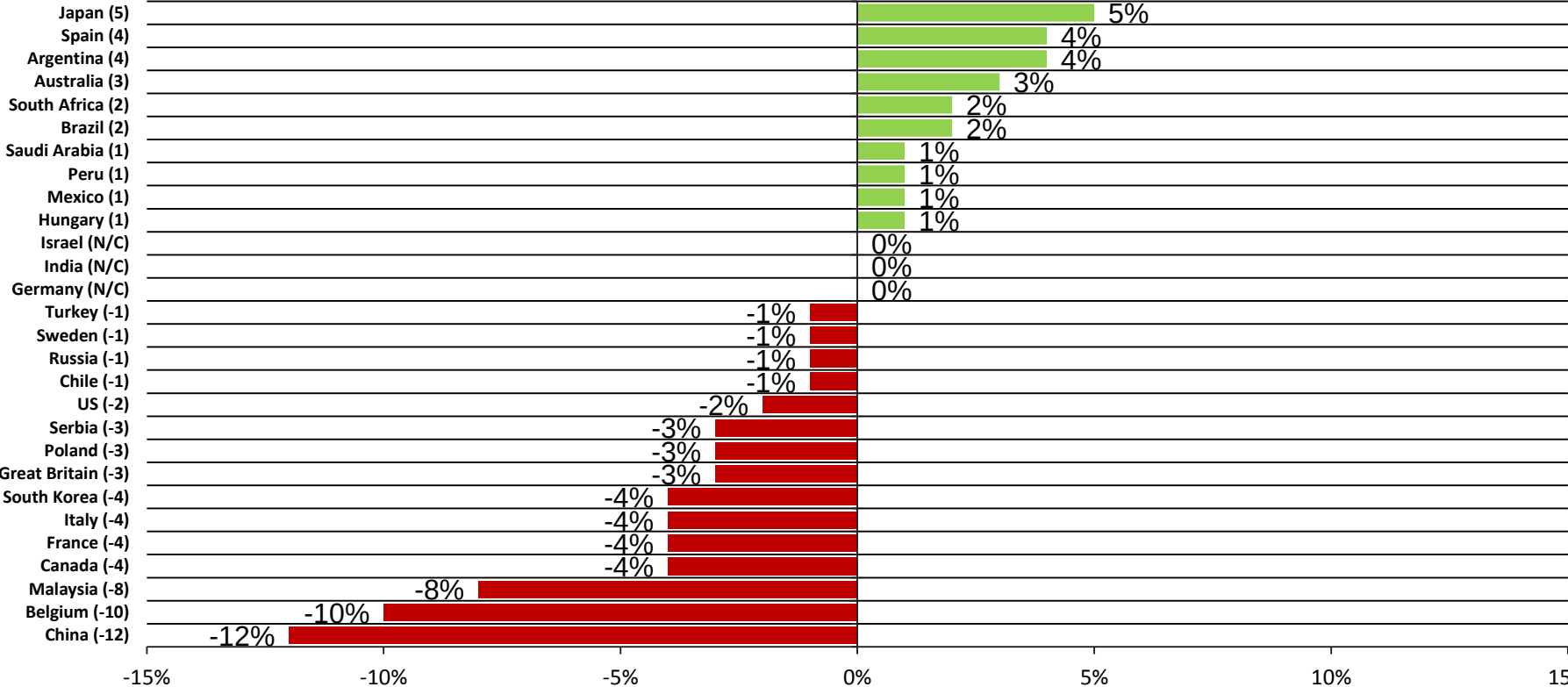
Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

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



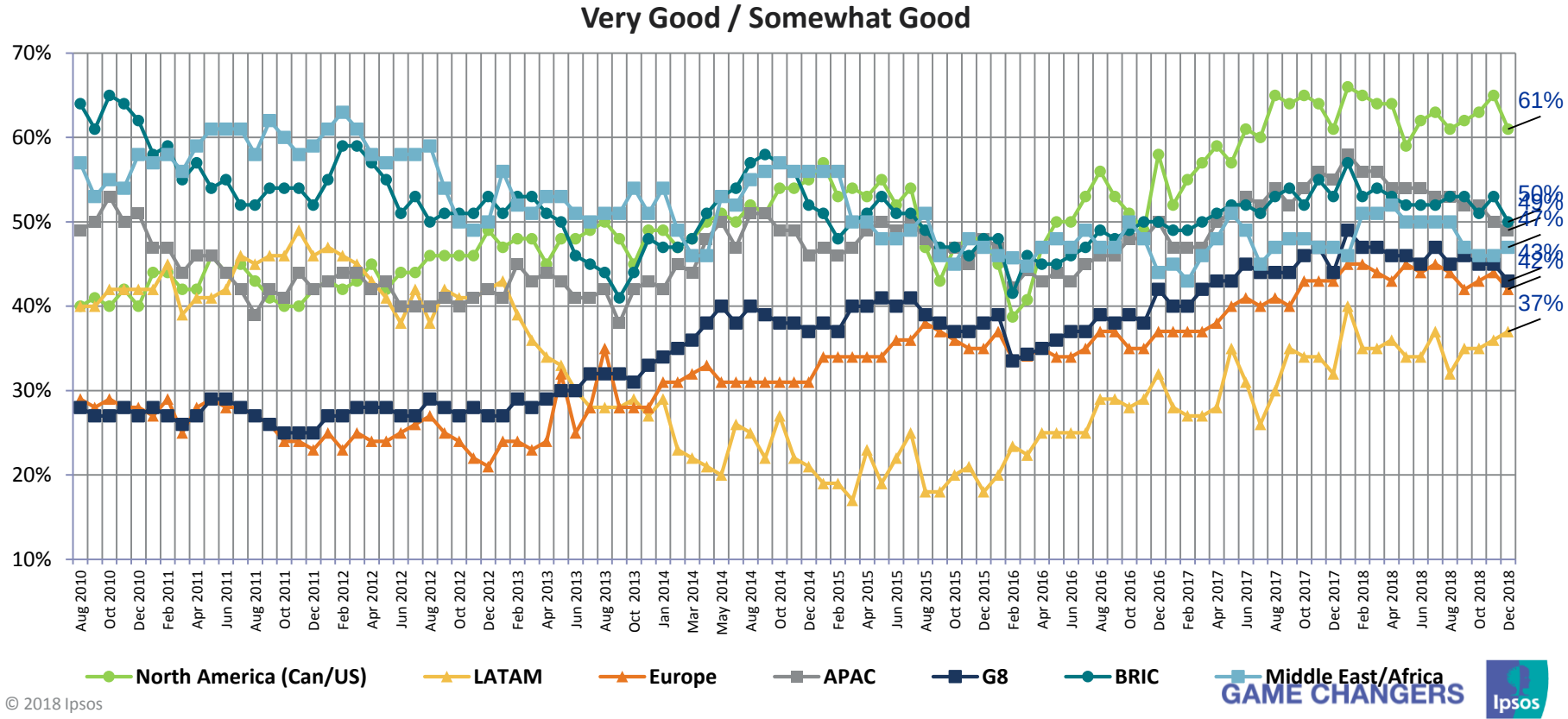
Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

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:

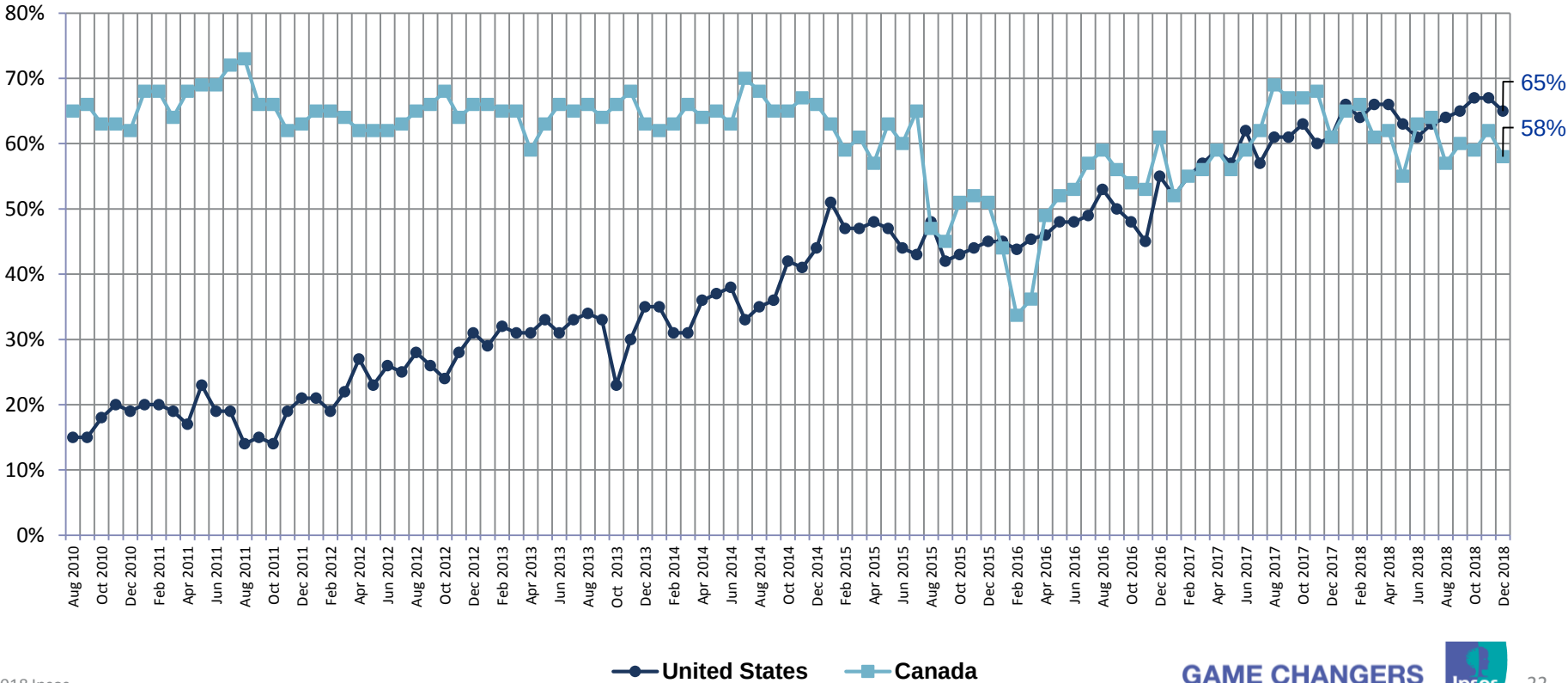


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

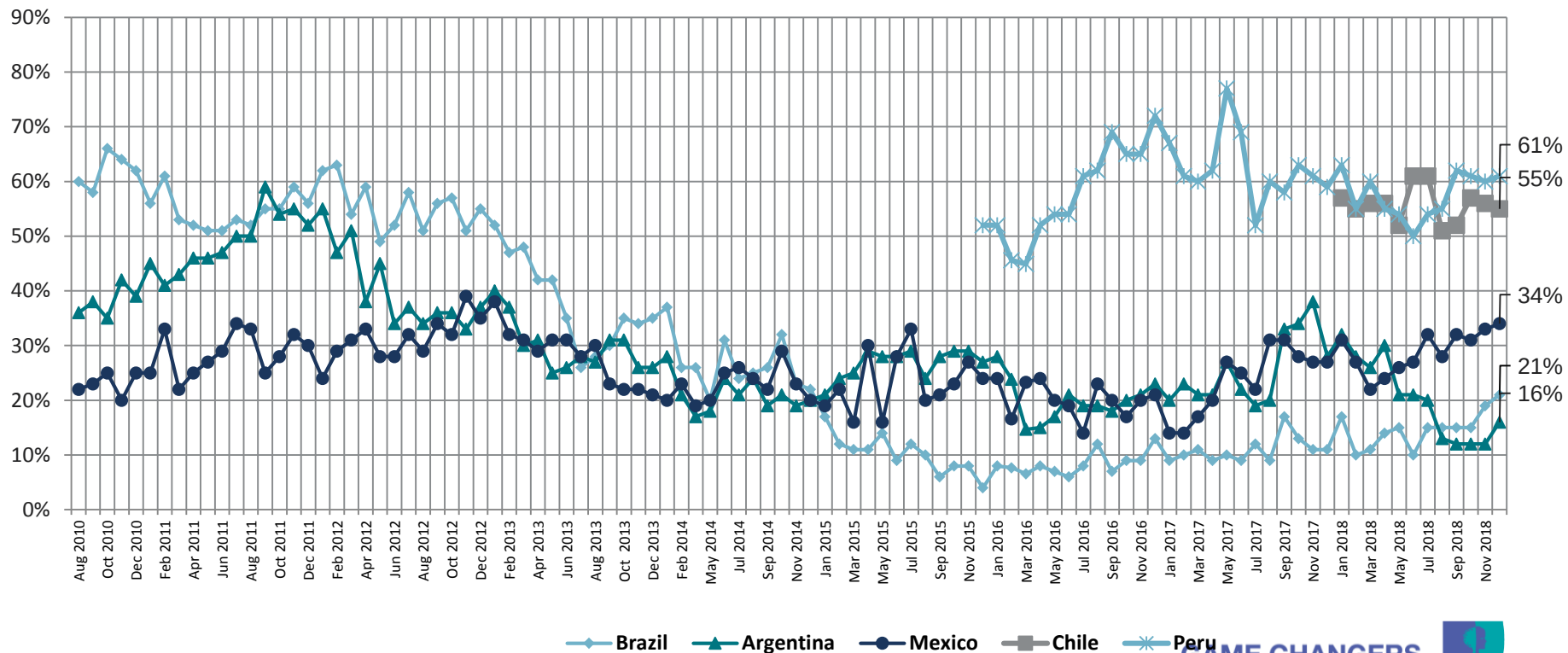


North American (Canada/US) Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good

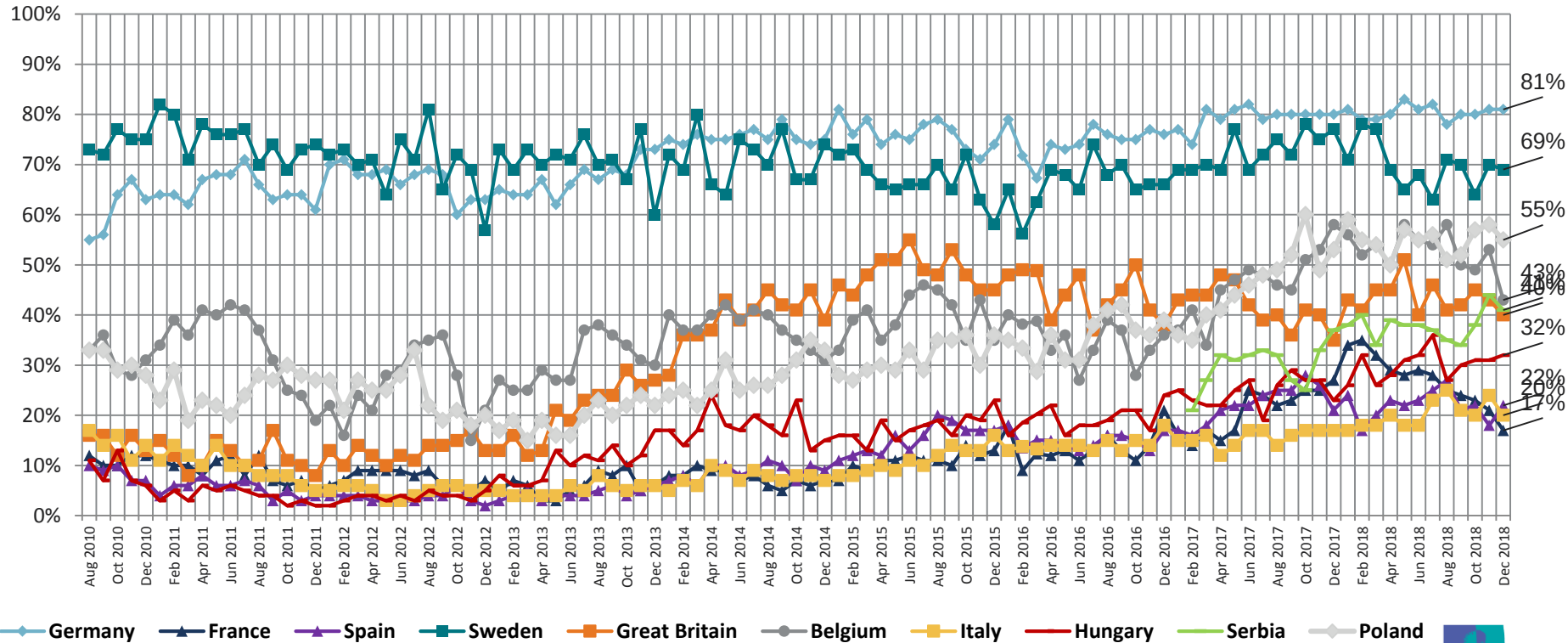


Very Good / Somewhat Good



European Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good

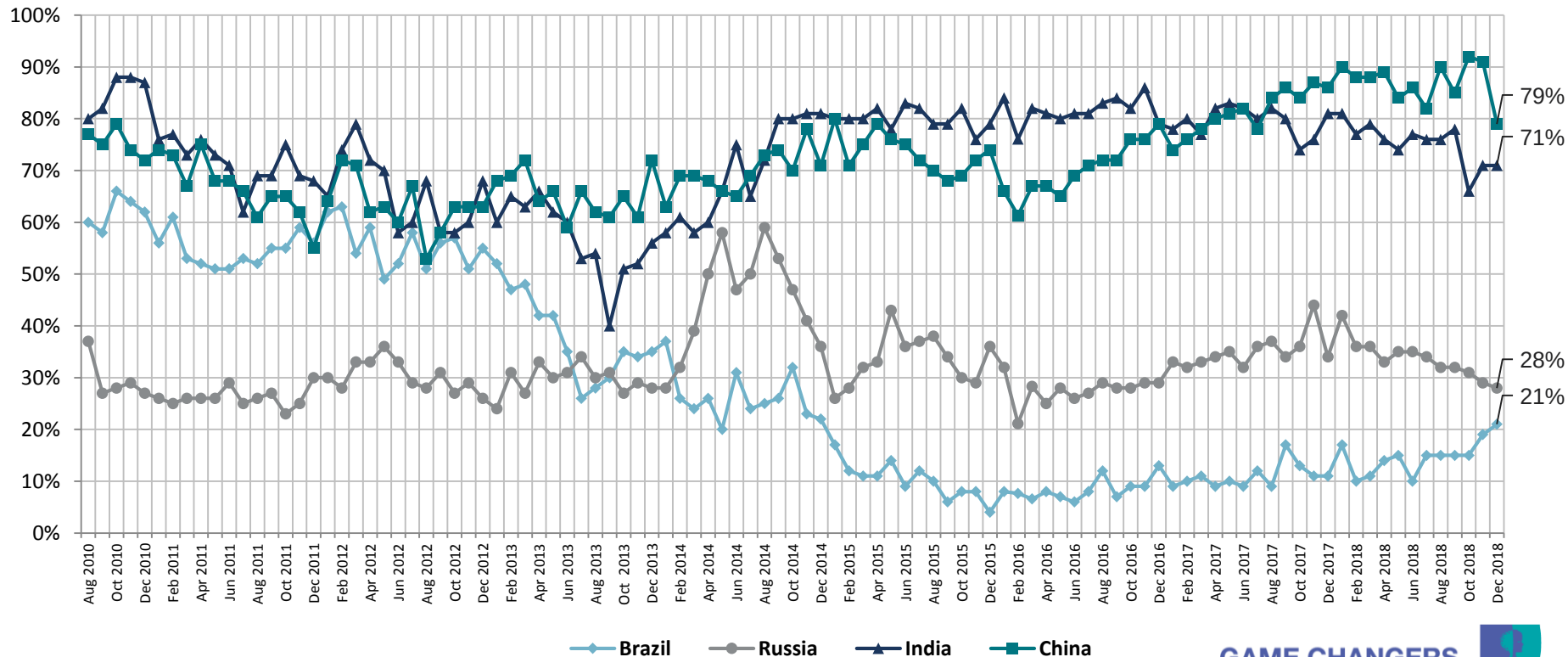


Very Good / Somewhat Good



Very Good / Somewhat Good

Very Good / Somewhat Good

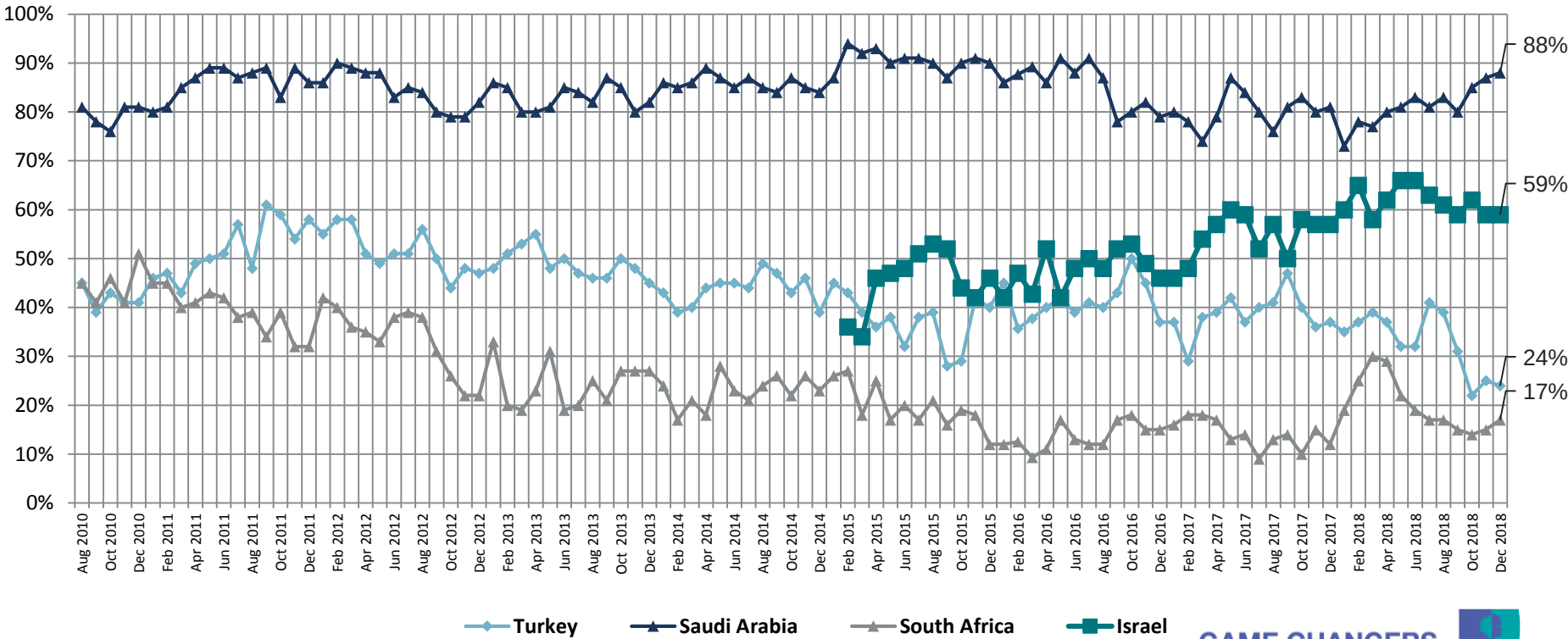


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



Middle East/African Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good



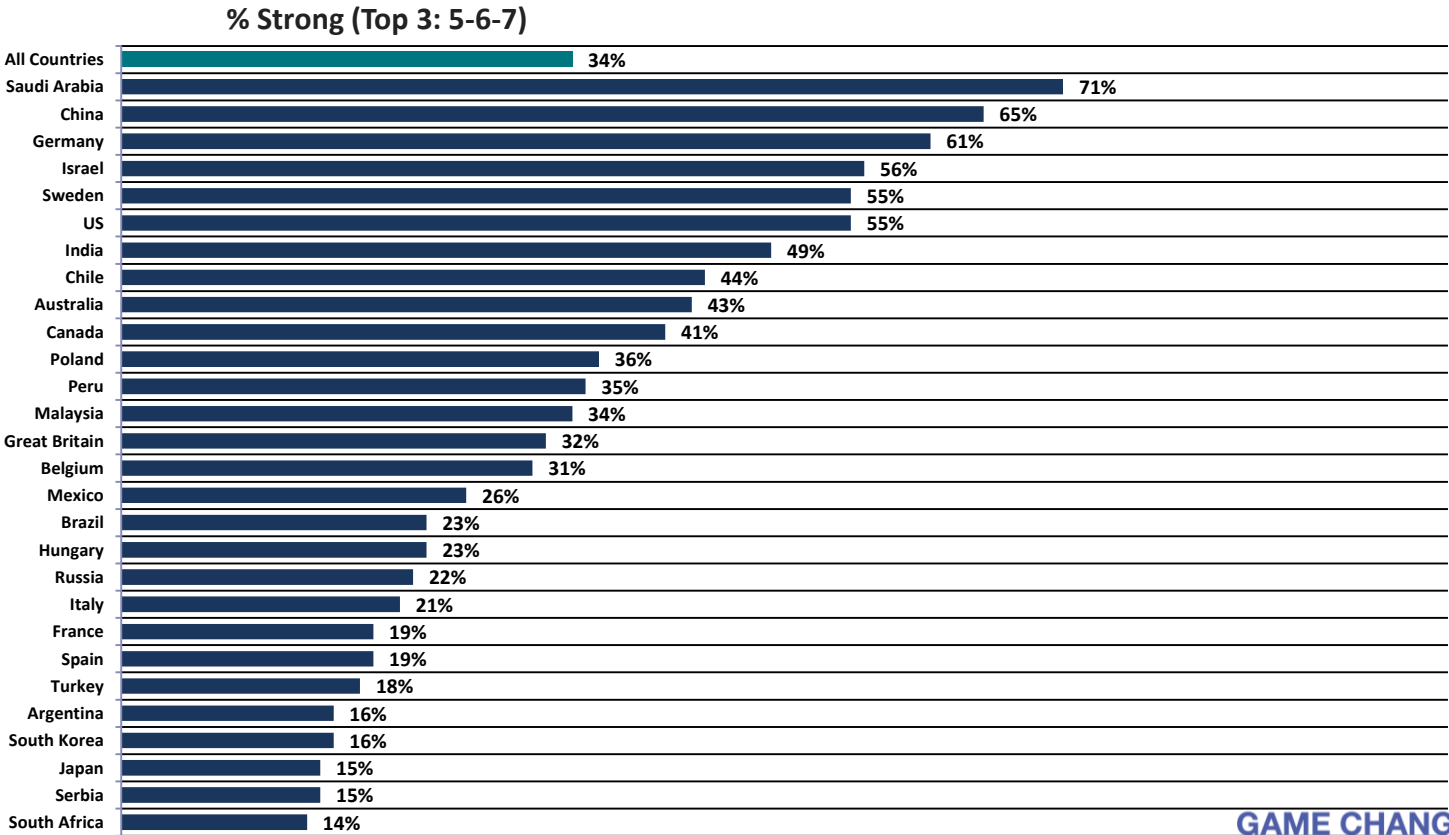
2 Assessing The Economy...

...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...

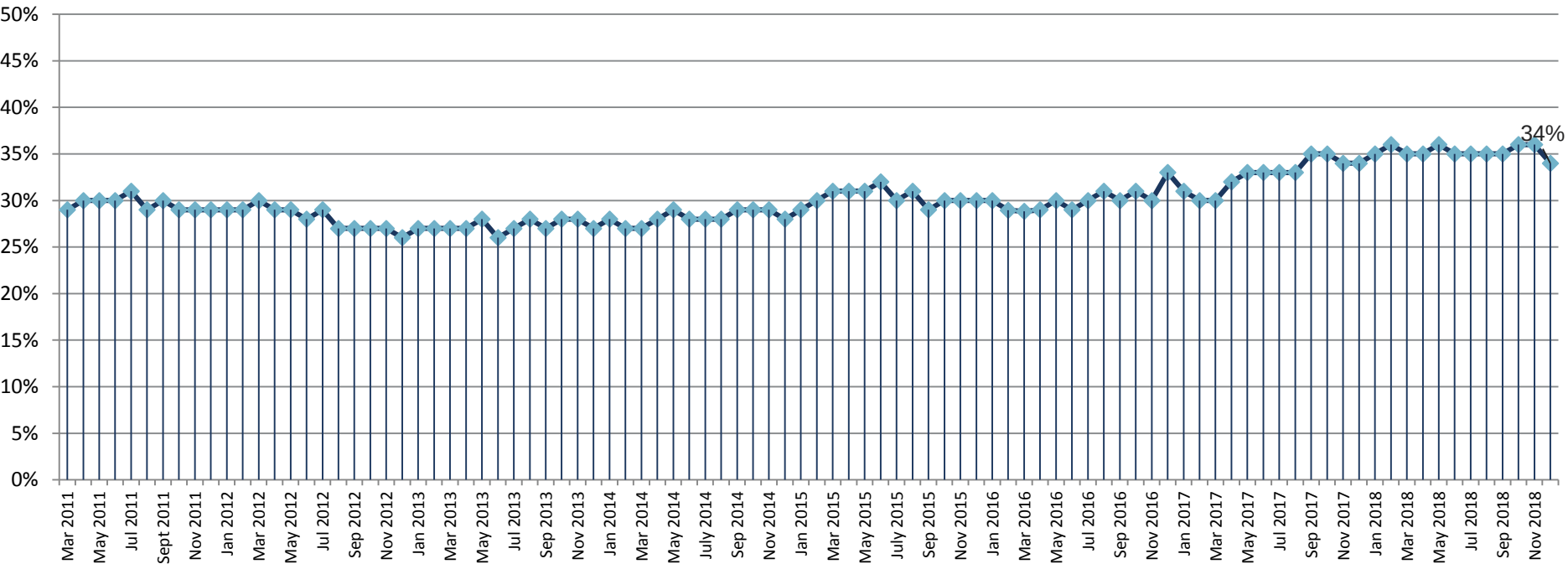


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



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

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



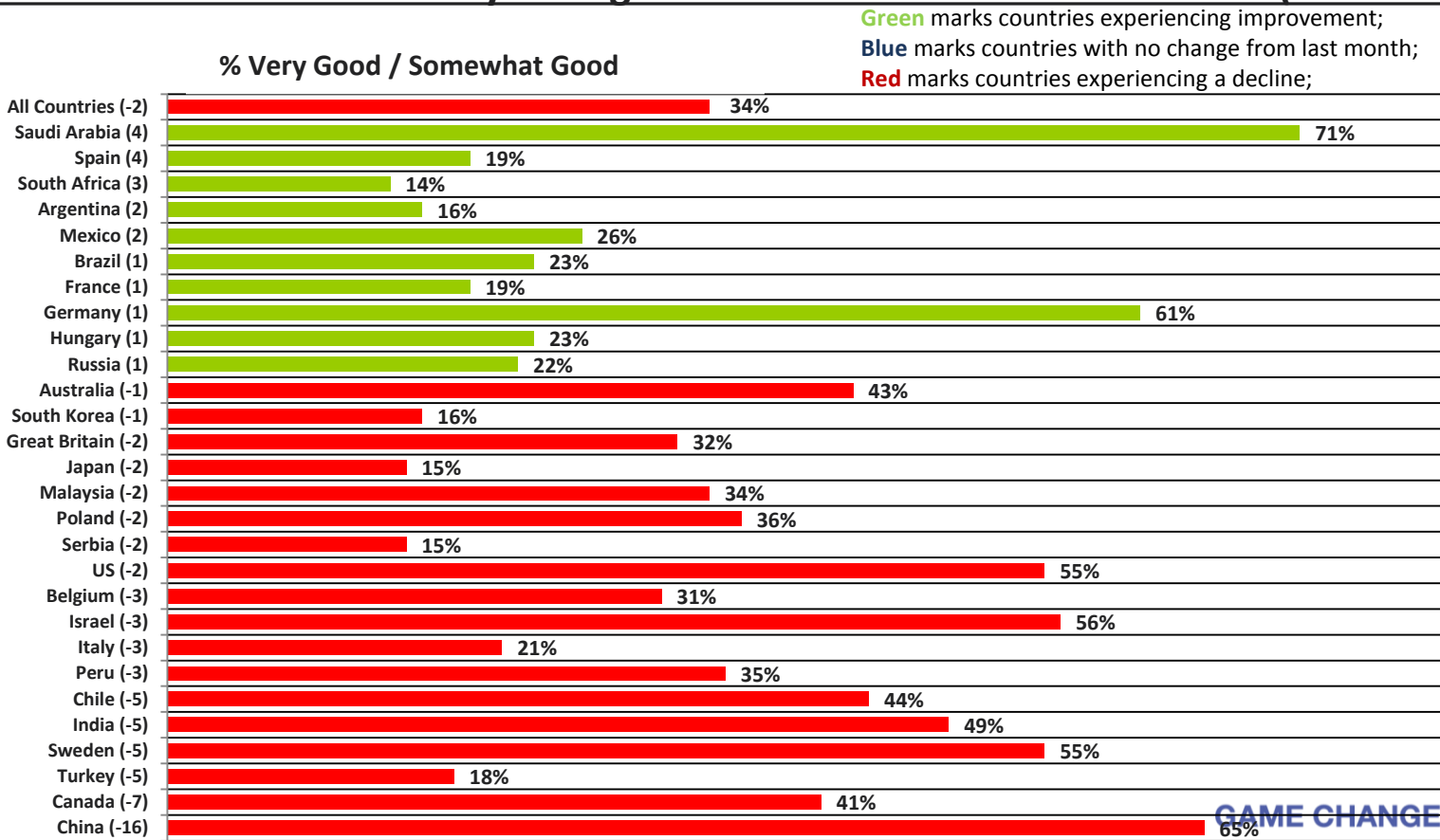
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.
% Strong (Top 3 5-6-7)

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

	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	Nov '18	Dec '18
Total	30%	30%	29%	29%	29%	30%	29%	30%	31%	30%	31%	30%	33%	31%	30%	30%	32%	33%	33%	33%	35%	35%	34%	34%	35%	36%	35%	35%	36%	35%	35%	35%	35%	35%	36%	36%	34%
Argentina	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%	14%	16%
Australia	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%	44%	43%
Belgium	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%	33%	37%	30%	33%	34%	31%
Brazil	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%	22%	23%
Canada	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%	48%	41%
Chile																									50%	49%	50%	53%	46%	50%	55%	45%	51%	52%	49%	44%	
China	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%	81%	65%
France	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%	18%	19%
Germany	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%	60%	61%
Great Britain	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%	34%	32%
Hungary	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%	22%	23%
India	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%	50%	54%	49%	
Israel	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%	59%	56%
Italy	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%	24%	21%
Japan	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%	17%	15%
Malaysia																									33%	32%	30%	28%	35%	43%	47%	37%	43%	39%	36%	34%	
Mexico	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%	24%	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%	38%	35%
Poland	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%	37%	35%	38%	36%	
Russia	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%	21%	22%
Saudi Arabia	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%	67%	71%
Serbia															8%	9%	9%	12%	13%	11%	10%	10%	10%	11%	13%	14%	13%	11%	13%	14%	13%	10%	15%	16%	19%	17%	15%
South Africa	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%	11%	14%
South Korea	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%	20%	17%	19%	20%	17%	16%
Spain	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%	15%	19%
Sweden	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%	60%	55%
Turkey	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%	23%	18%
United States	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%	57%	55%

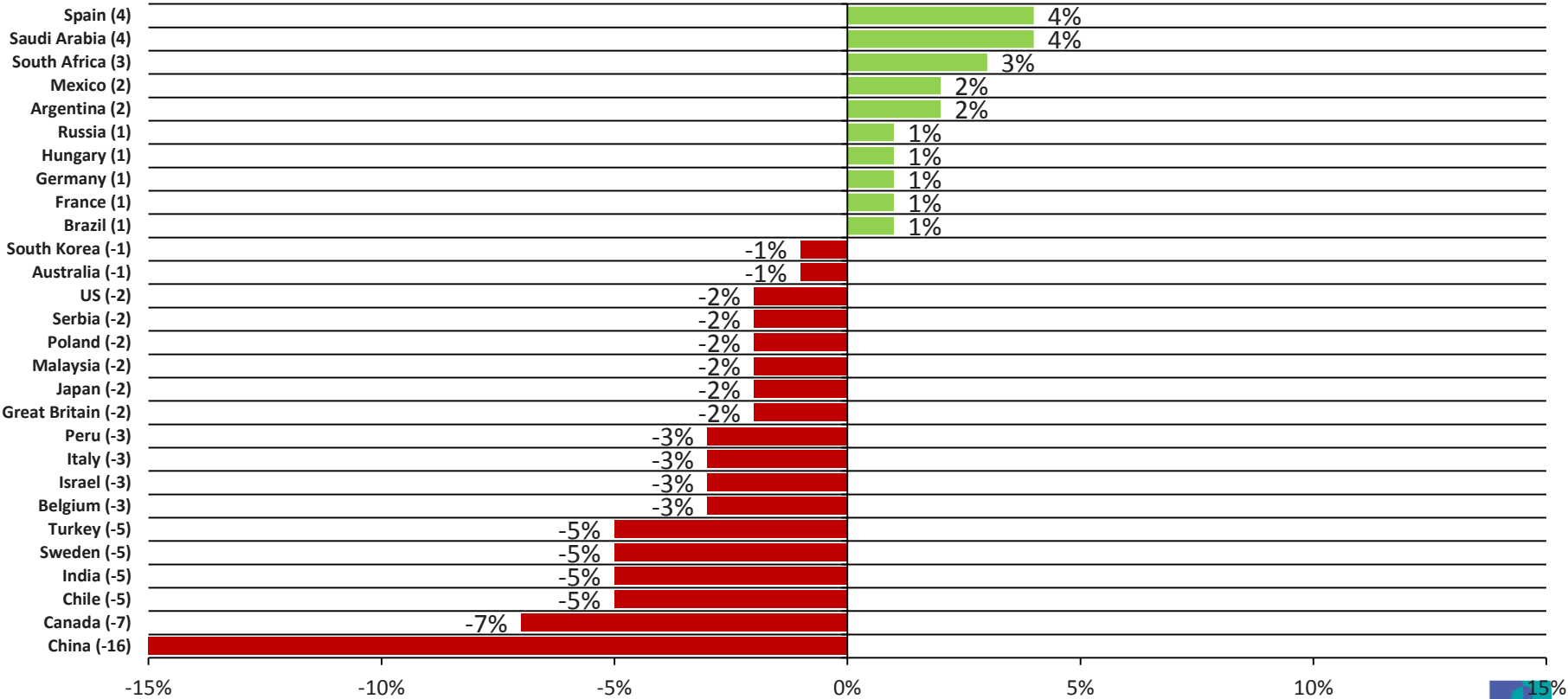
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy...

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...

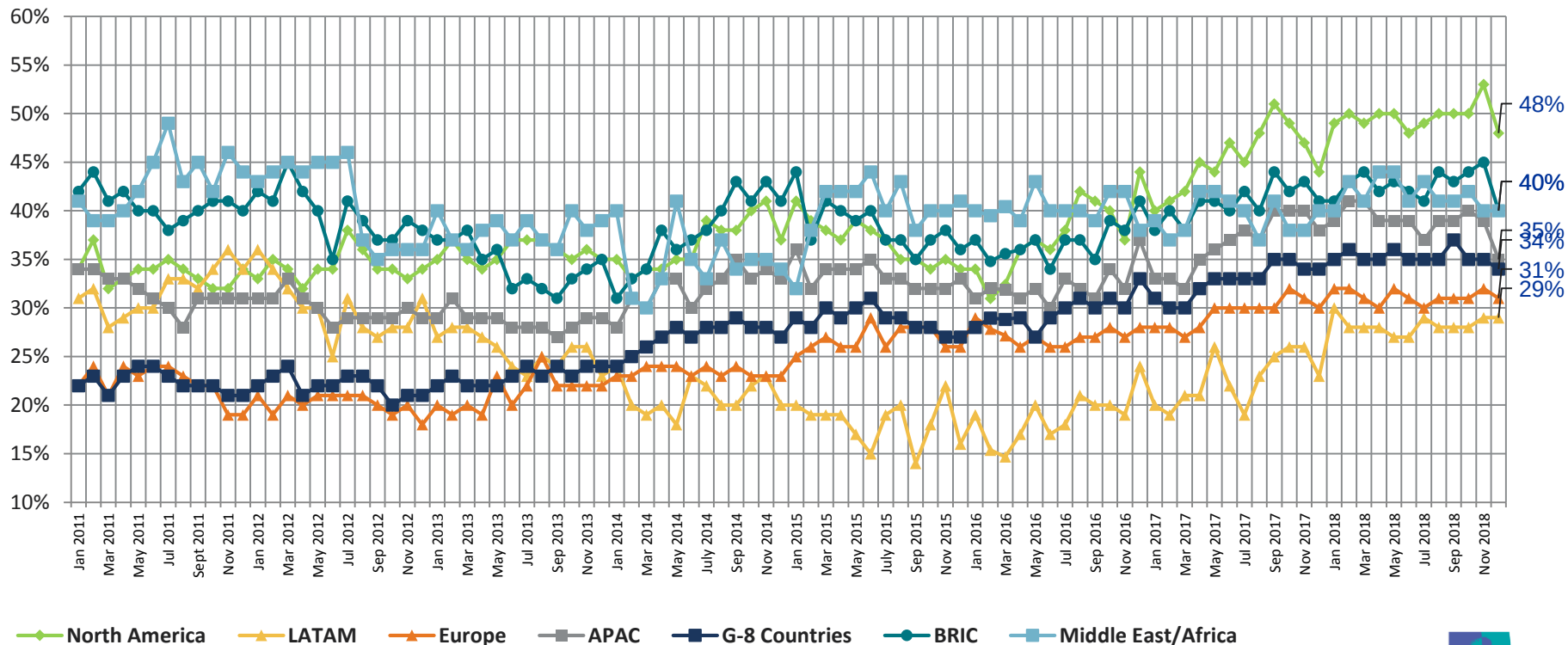
Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:



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)

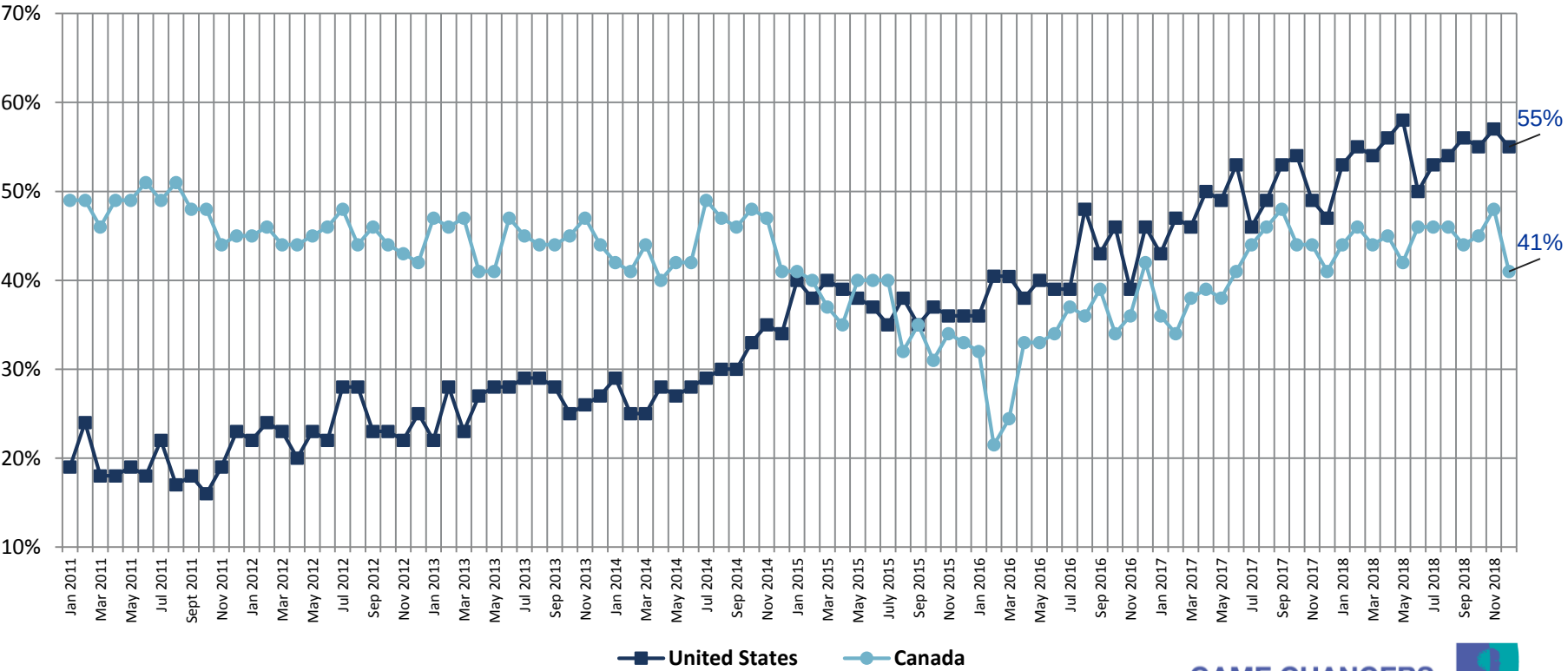


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



North American Countries - Assess the Strength of Their Local Economy

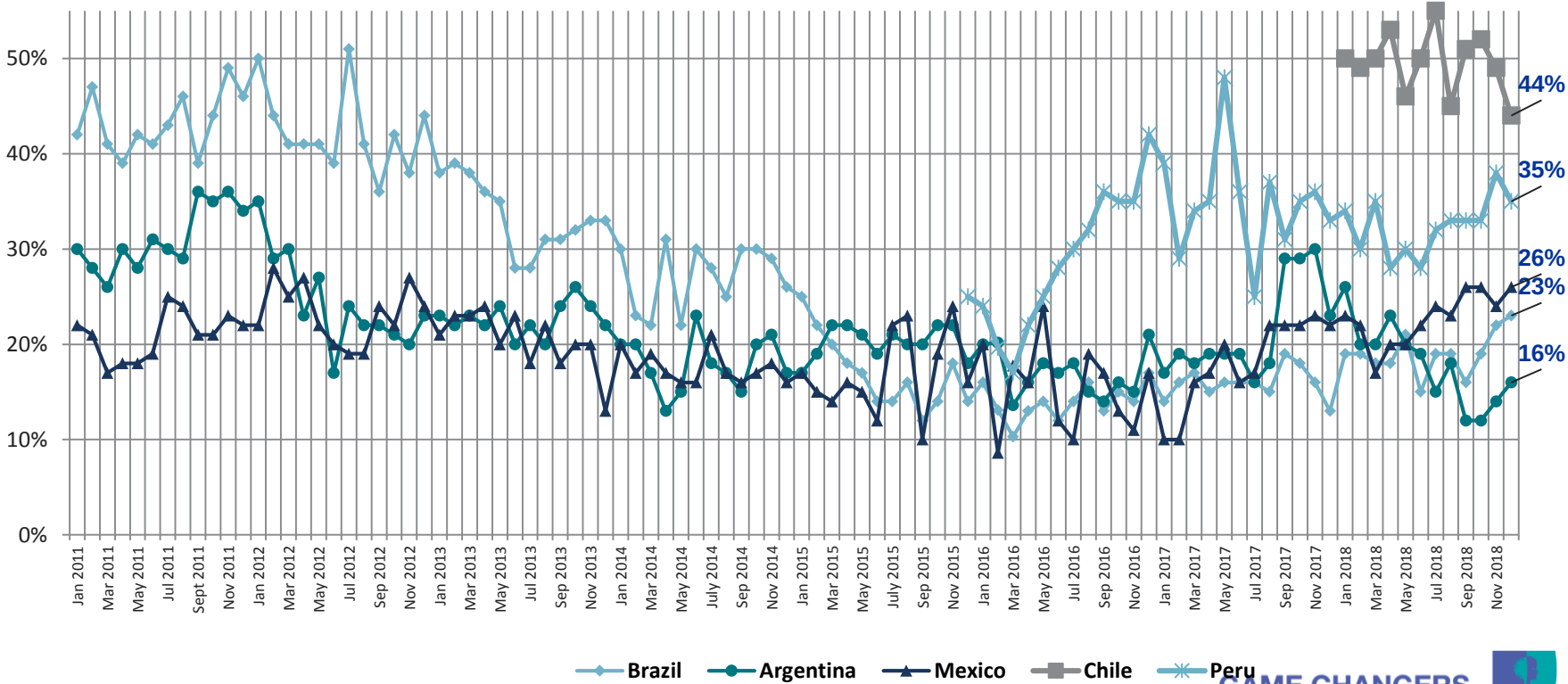
% Strong (Top 3 5-6-7)



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)

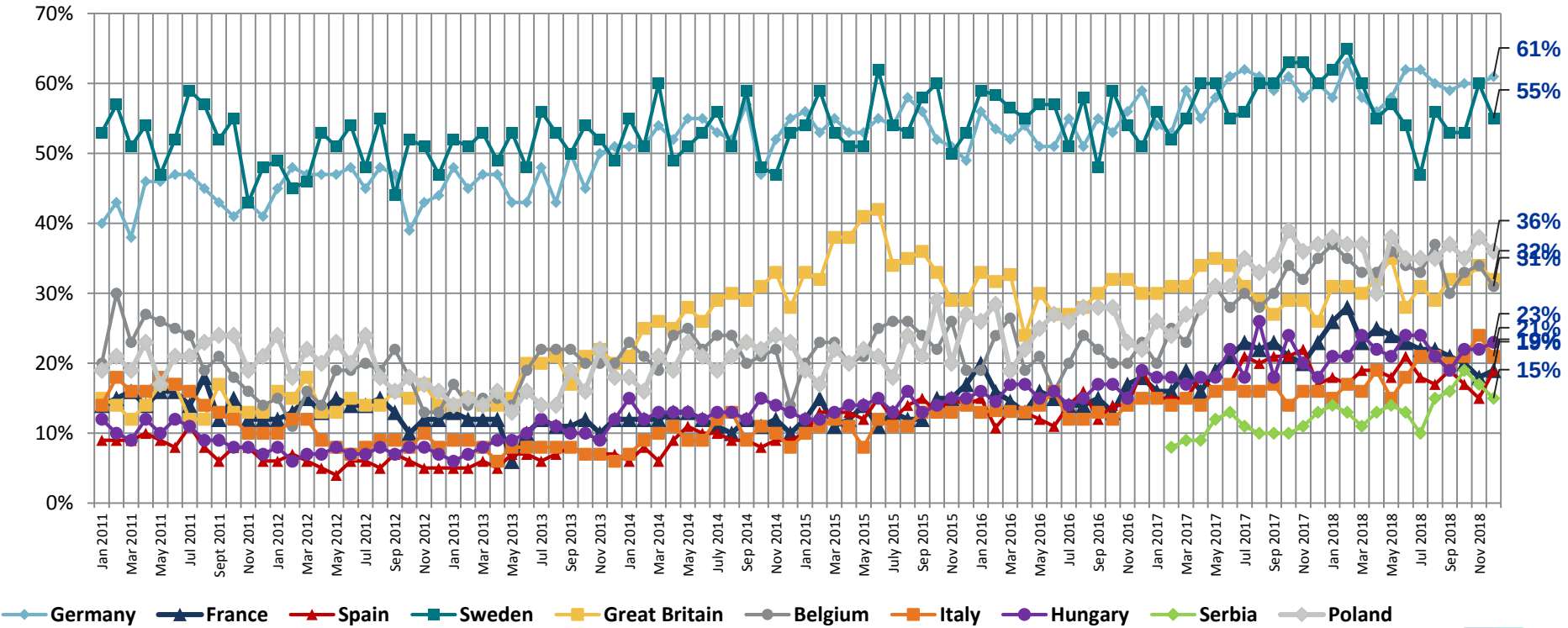


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



European Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

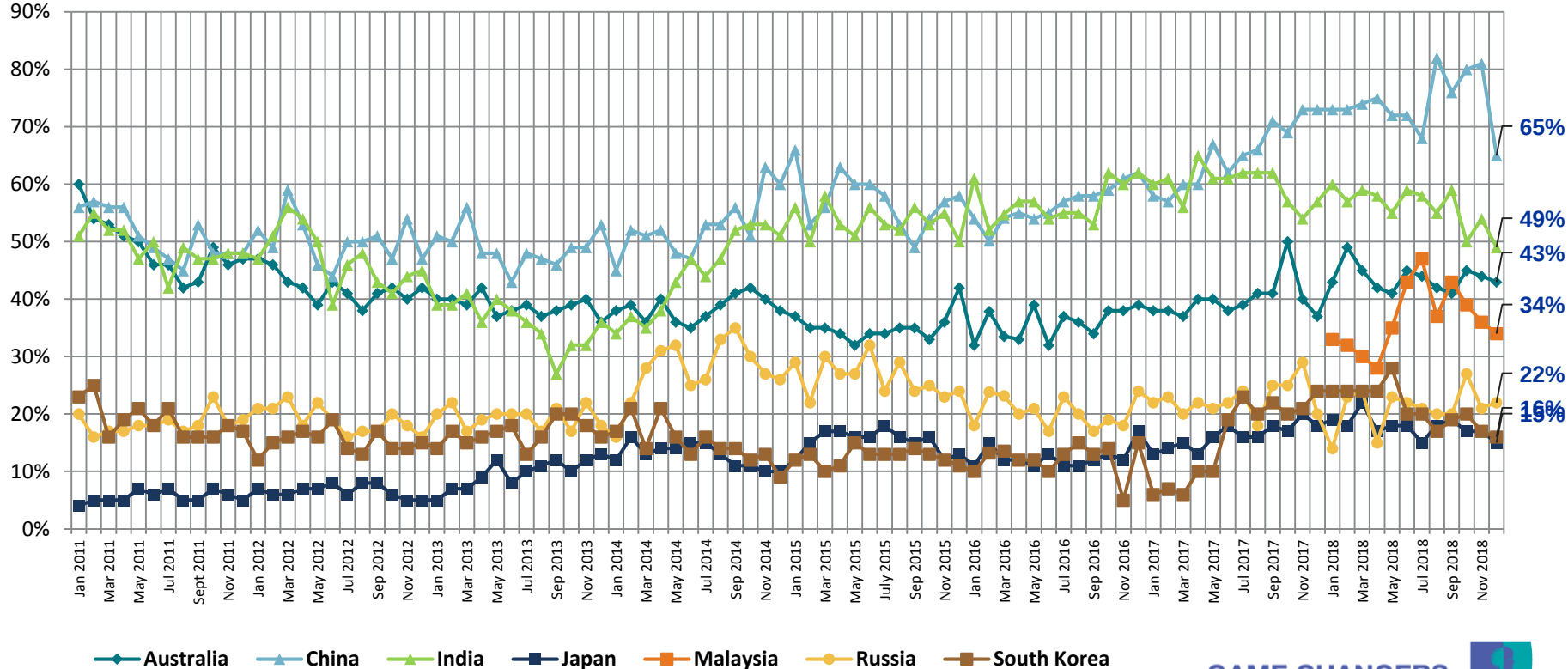


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



APAC Countries - Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)



% Strong (Top 3 5-6-7)

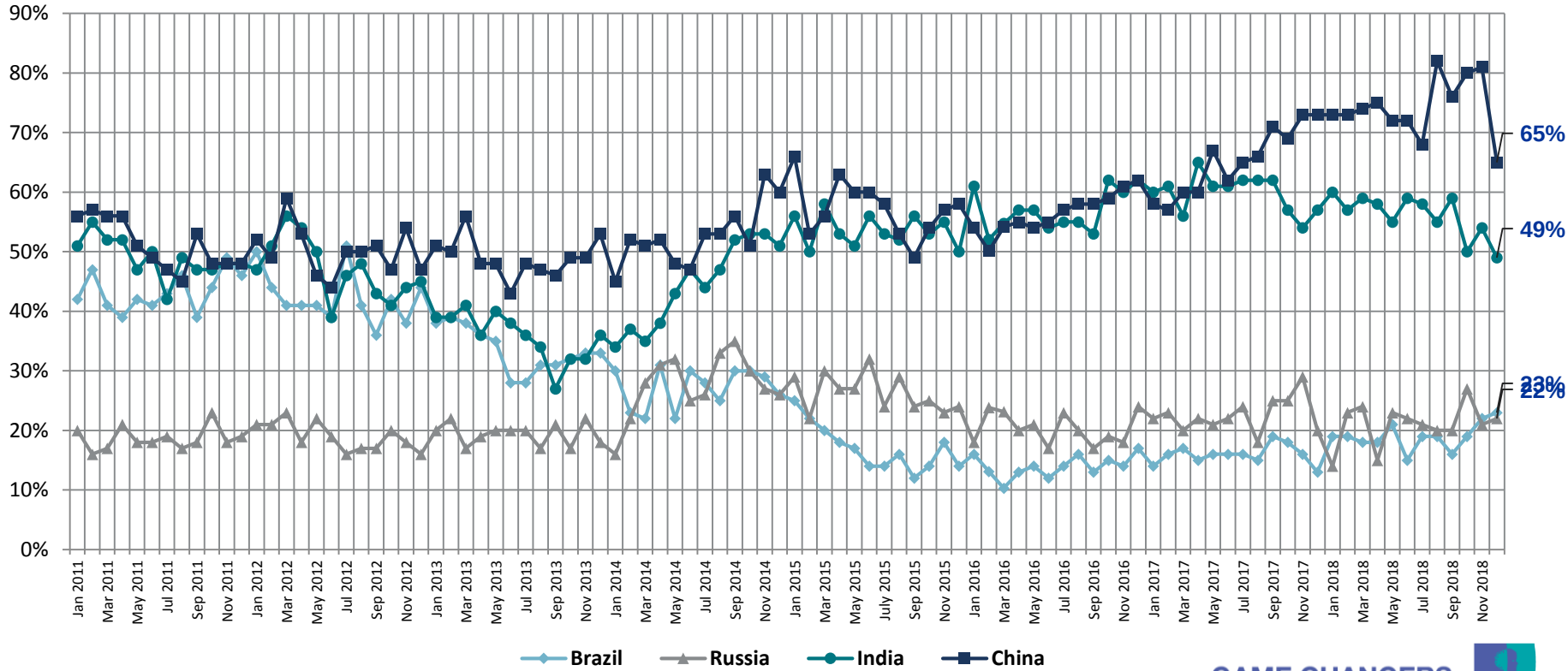


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



BRIC Countries - Assess the Strength of Their Local Economy

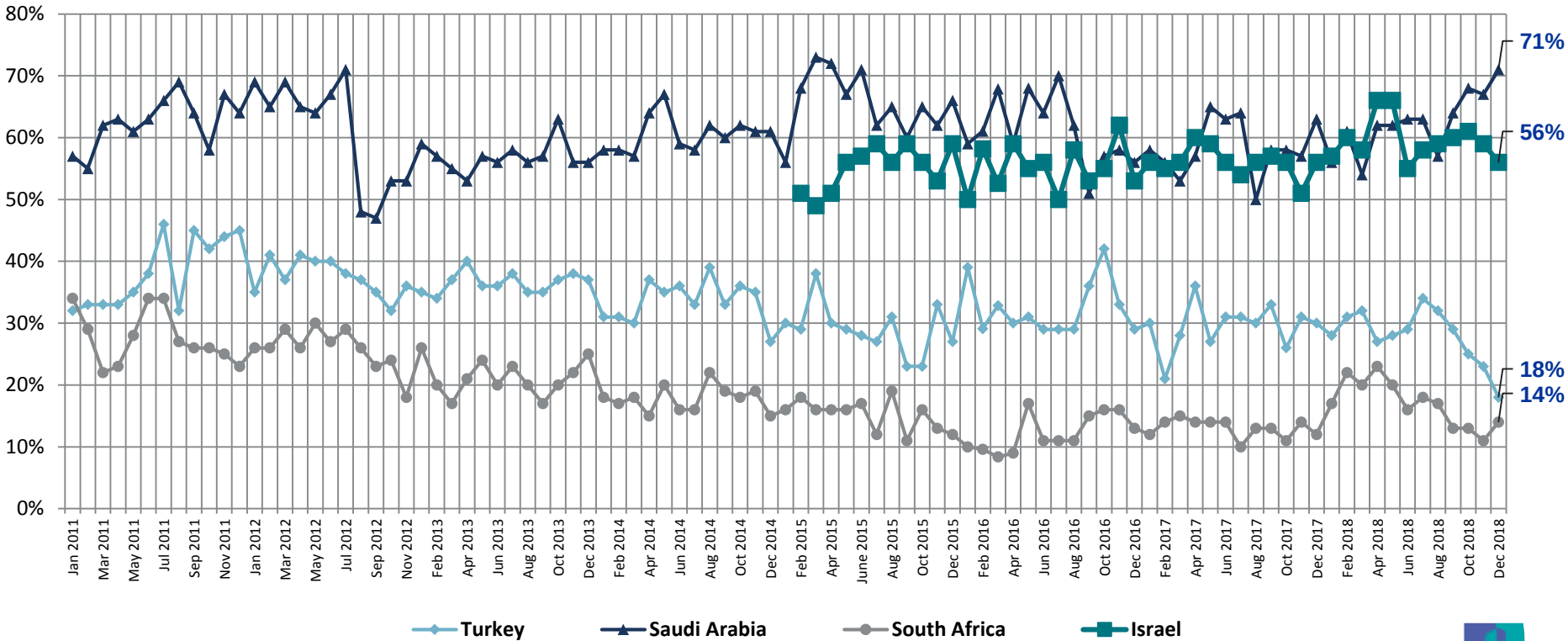
% Strong (Top 3 5-6-7)



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

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

% Strong (Top 3 5-6-7)



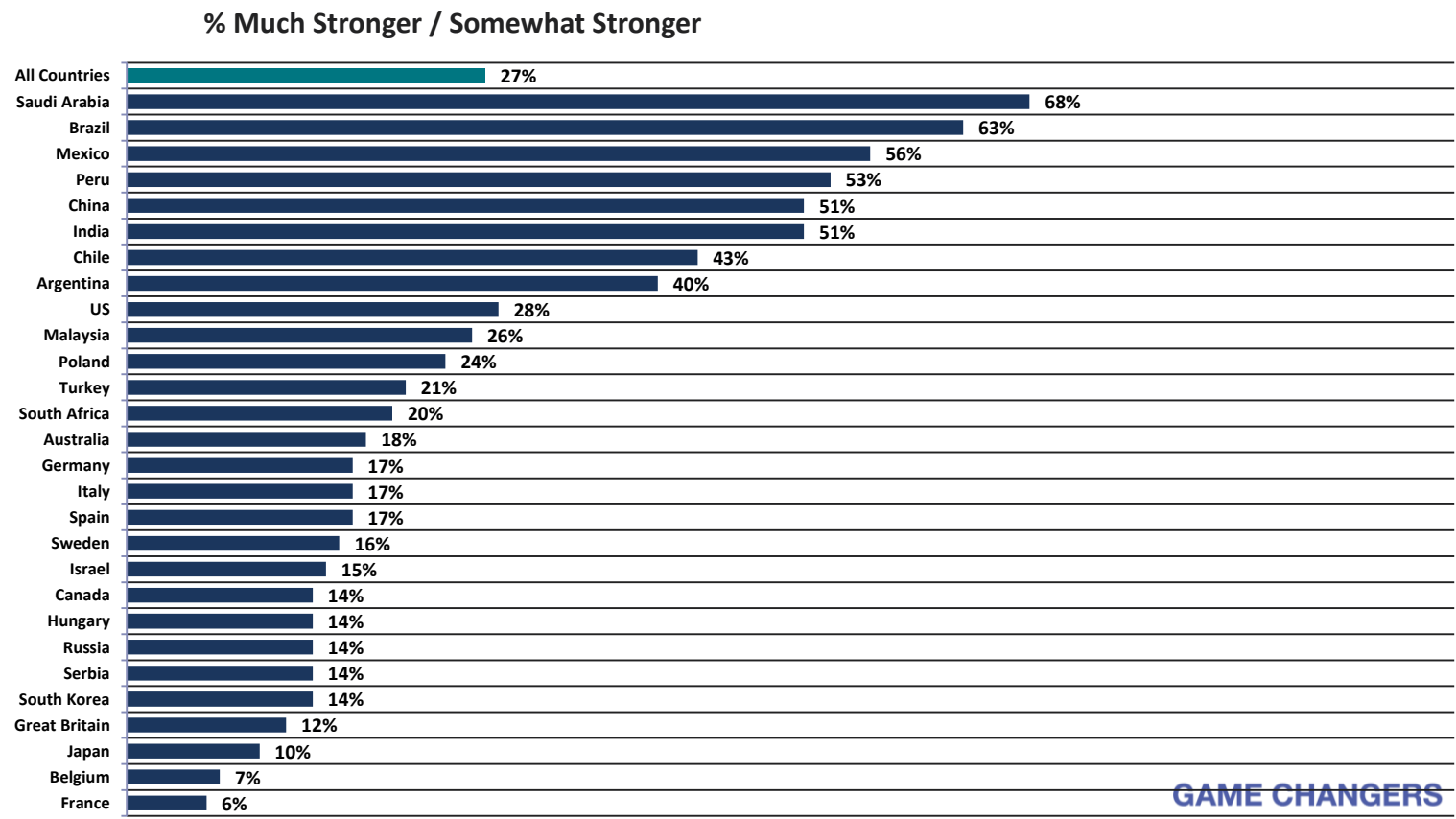
③ Assessing the Strength of The Local Economy...

...Six Months From Now

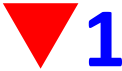


Looking ahead 6 months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

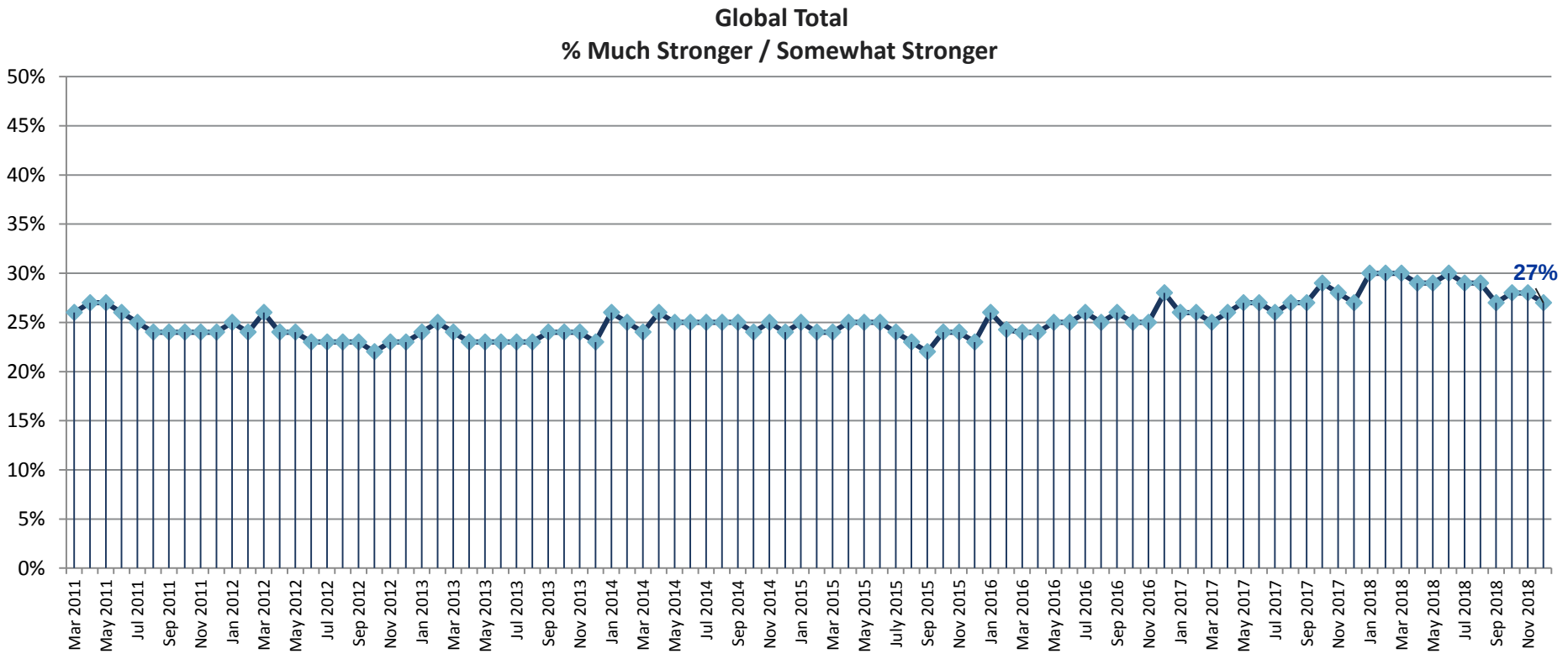
Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months...



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



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



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

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

	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	Nov '18	Dec '18
Total	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%	28%	27%
Argentina	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%	35%	40%
Australia	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%	16%	18%
Belgium	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%	8%	7%
Brazil	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%	67%	63%
Canada	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%	20%	14%
Chile																										61%	60%	56%	59%	55%	55%	52%	45%	51%	49%	49%	43%
China	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%	74%	51%
France	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%	7%	6%
Germany	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%	16%	18%	17%	15%	18%	17%
Great Britain	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%	14%	12%
Hungary	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%	13%	14%
India	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%	54%	51%
Israel	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%	18%	15%
Italy	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%	20%	17%
Japan	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%	10%	
Malaysia																										25%	23%	26%	23%	26%	57%	51%	38%	39%	33%	35%	26%
Mexico	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%	39%	56%
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%	49%	53%
Poland	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%	27%	24%
Russia	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%	15%	14%
Saudi Arabia	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%	68%	68%
Serbia															11%	15%	20%	18%	15%	19%	16%	15%	15%	16%	16%	17%	18%	19%	19%	20%	22%	22%	20%	15%	14%	12%	14%
South Africa	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%	19%	20%
South Korea	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%	17%	14%
Spain	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%	15%	17%
Sweden	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%	10%	16%
Turkey	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%	25%	21%
United	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%	32%	28%

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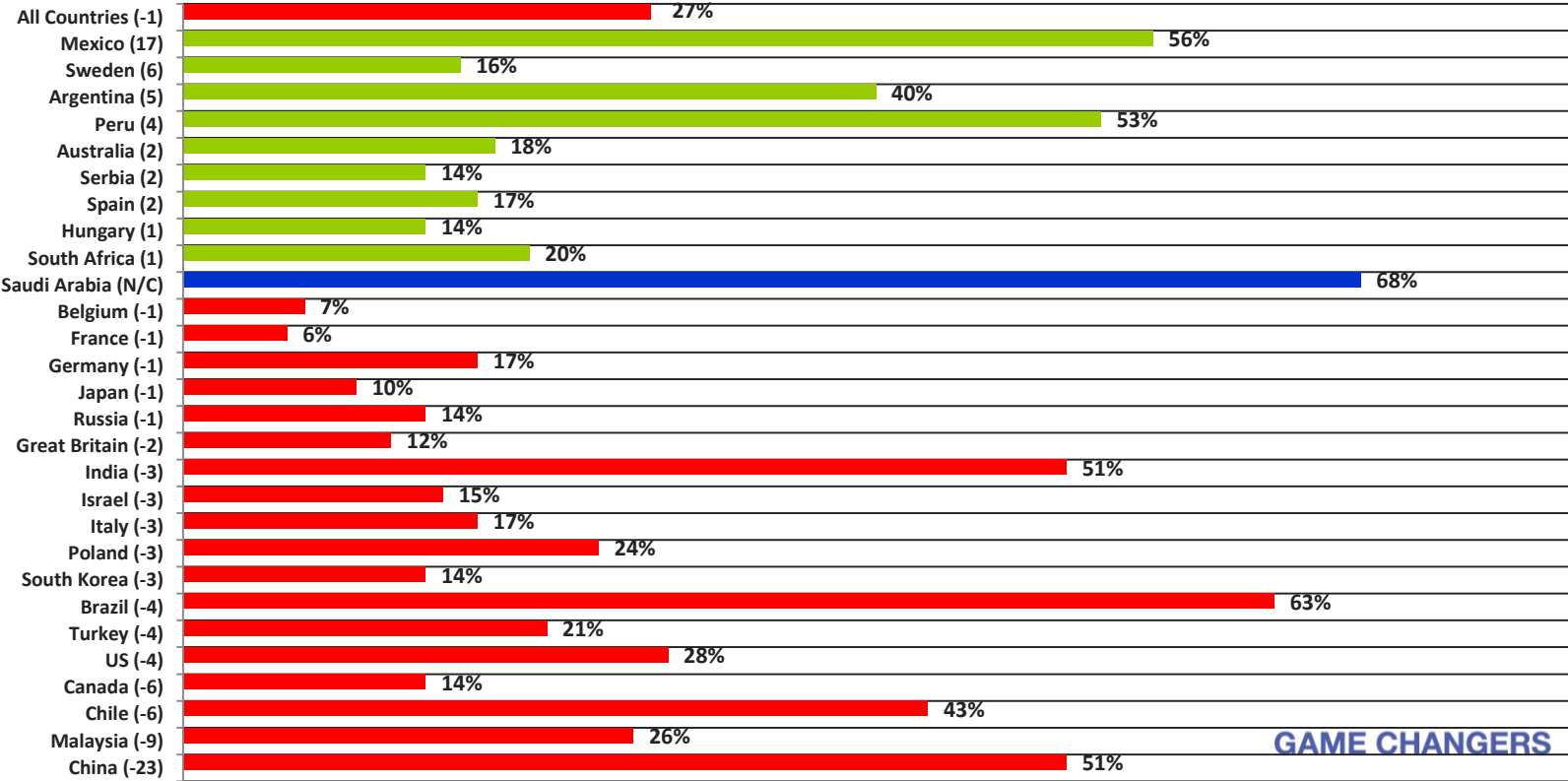
4

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):

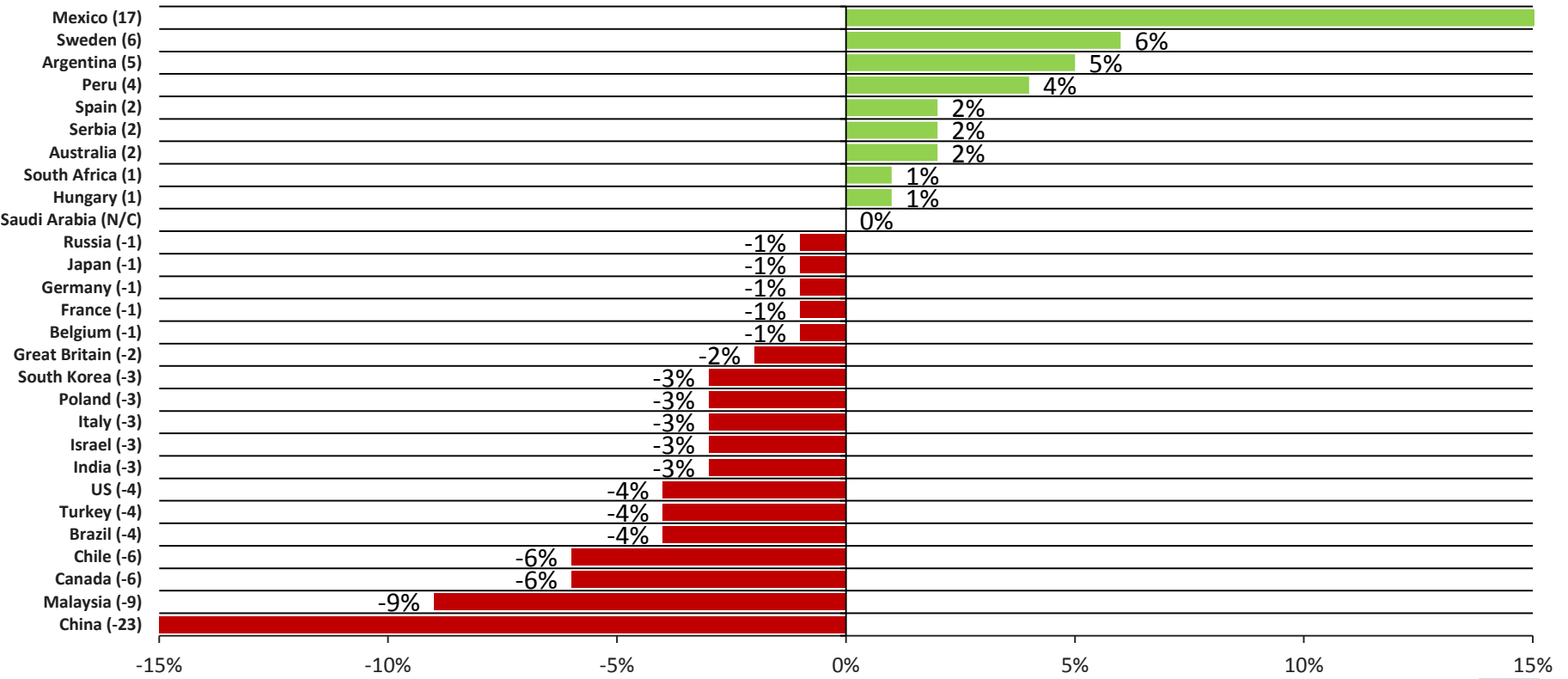
Green marks countries experiencing improvement;
Blue marks countries with no change from last month;
Red marks countries experiencing a decline;

% 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?

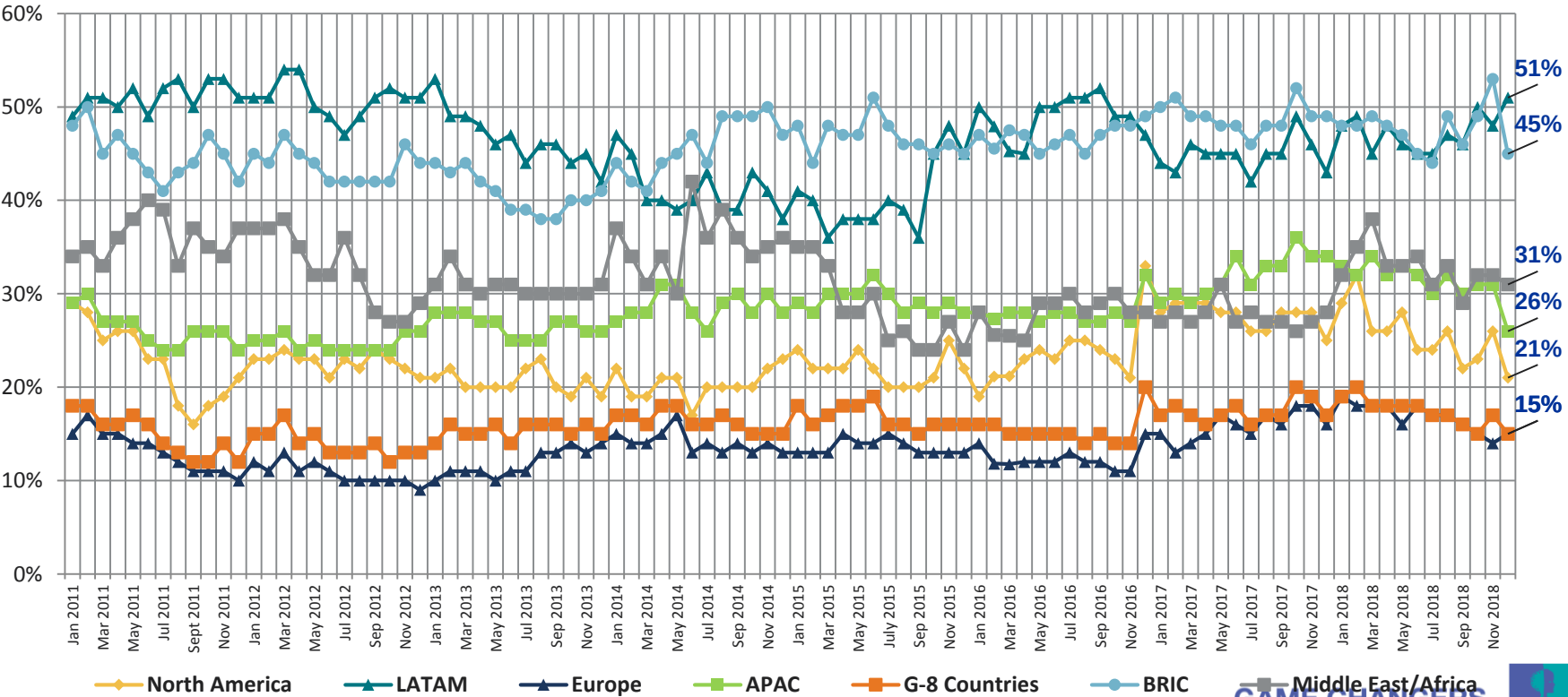
Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:



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

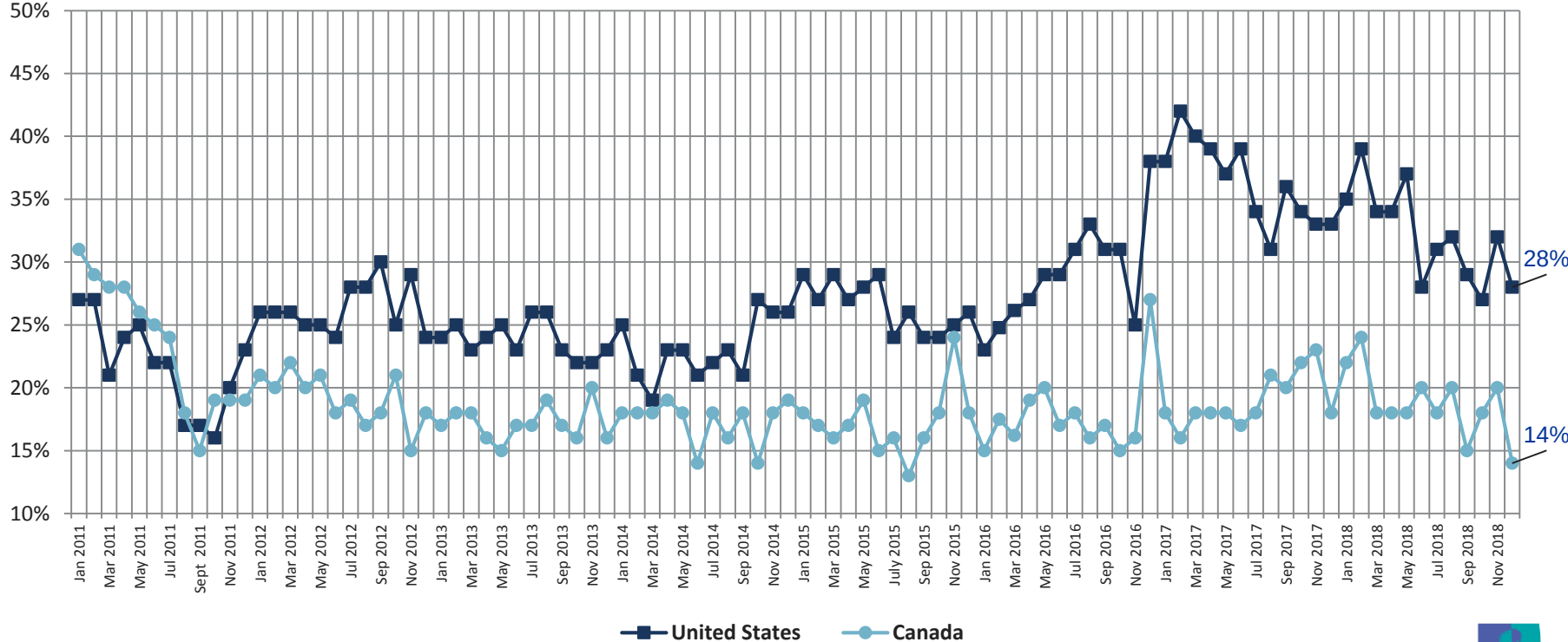


Looking ahead 6 months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?



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



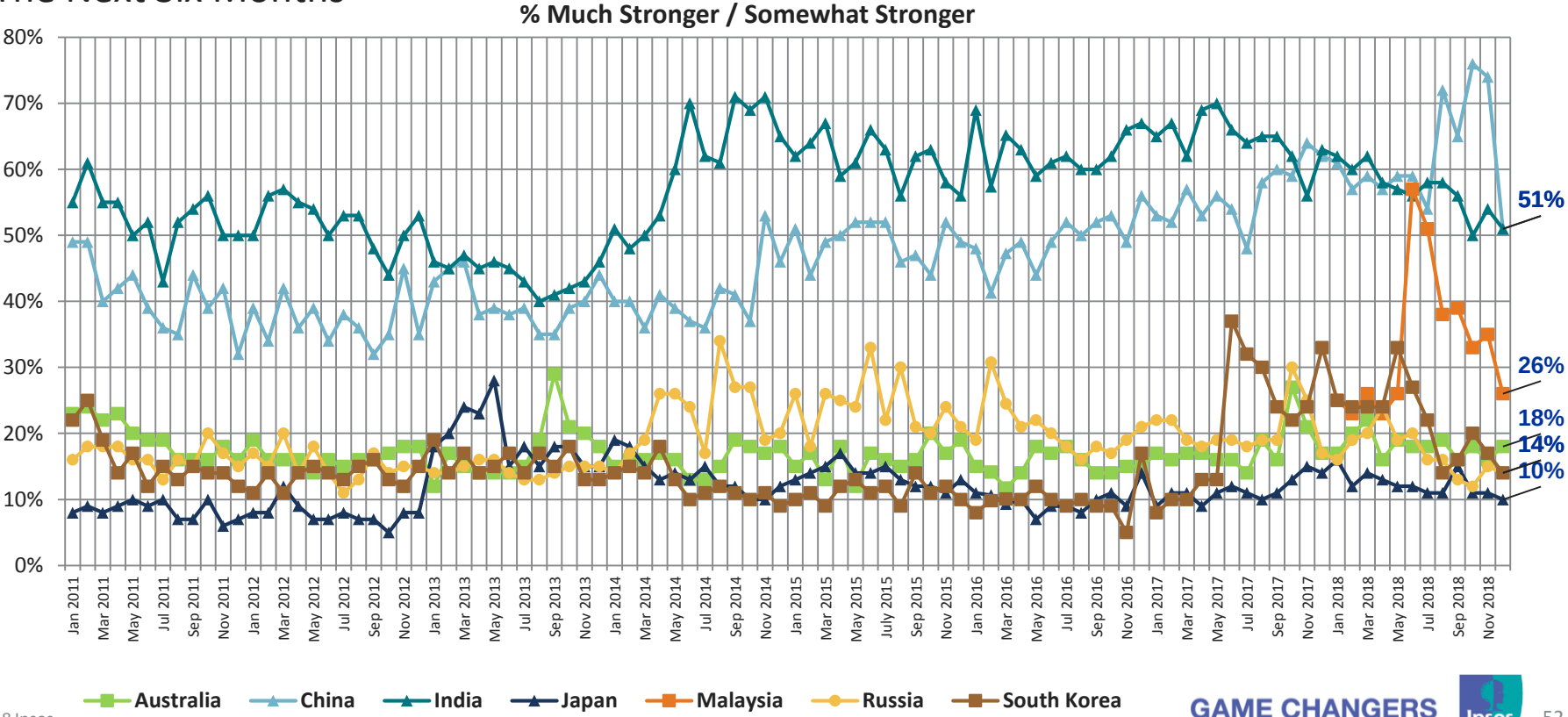
% Much Stronger / Somewhat Stronger



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?



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

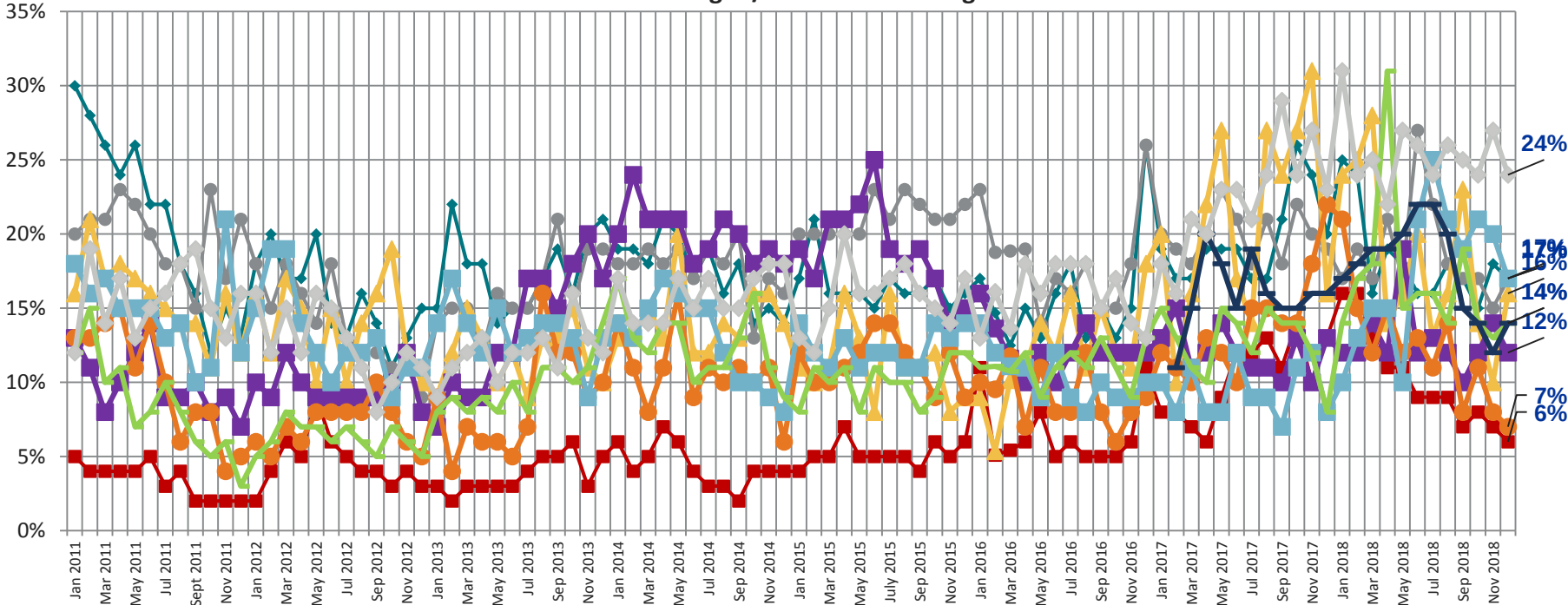


Looking ahead 6 months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?



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

% Much Stronger / Somewhat Stronger



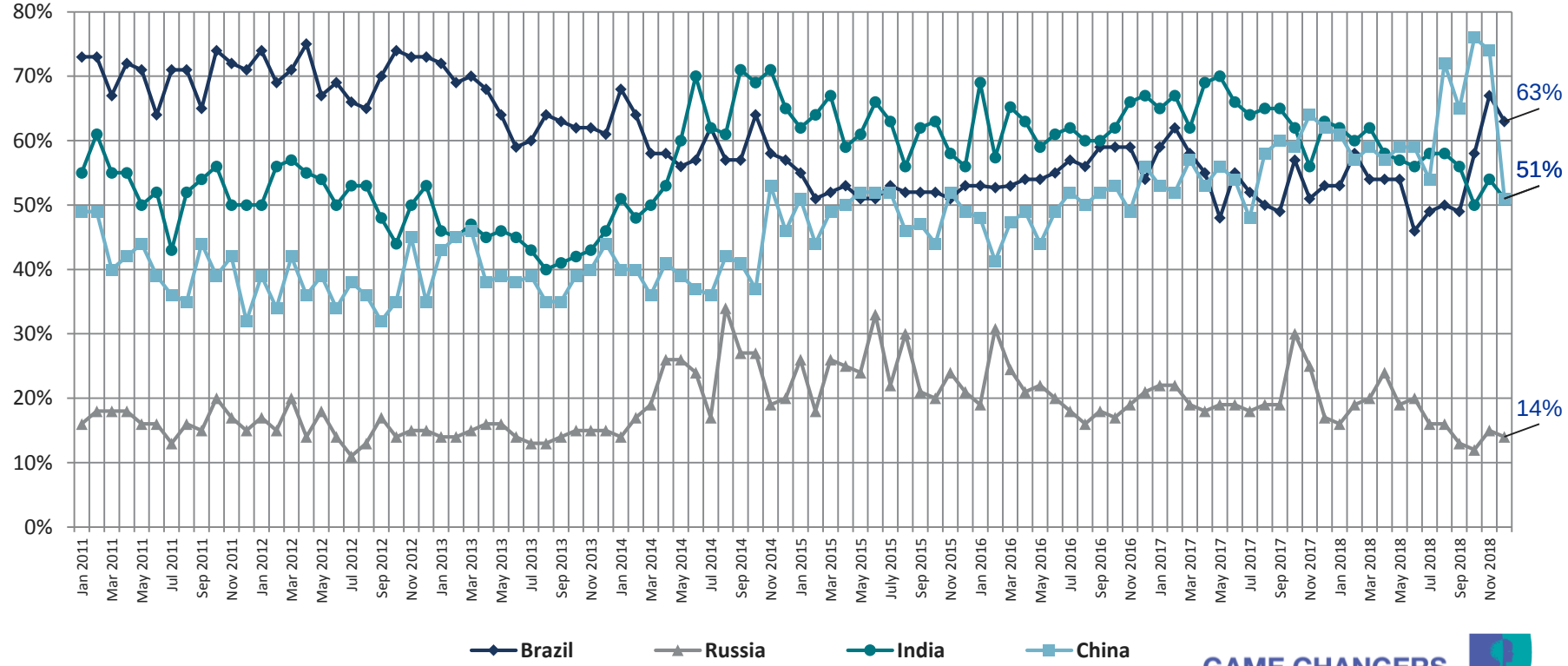
Germany France Spain Sweden Great Britain Belgium Italy Hungary Serbia Poland

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?



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

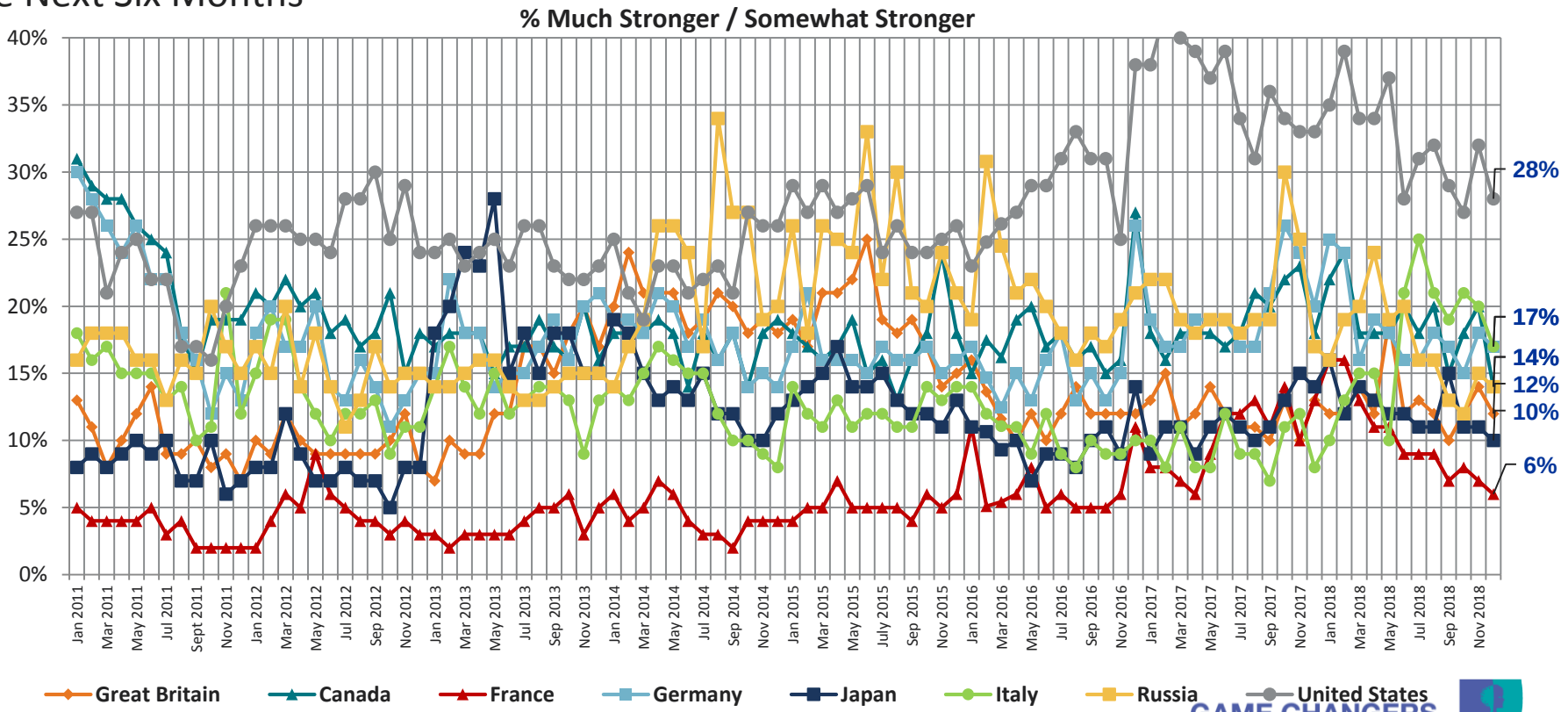
% Much Stronger / Somewhat Stronger



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?



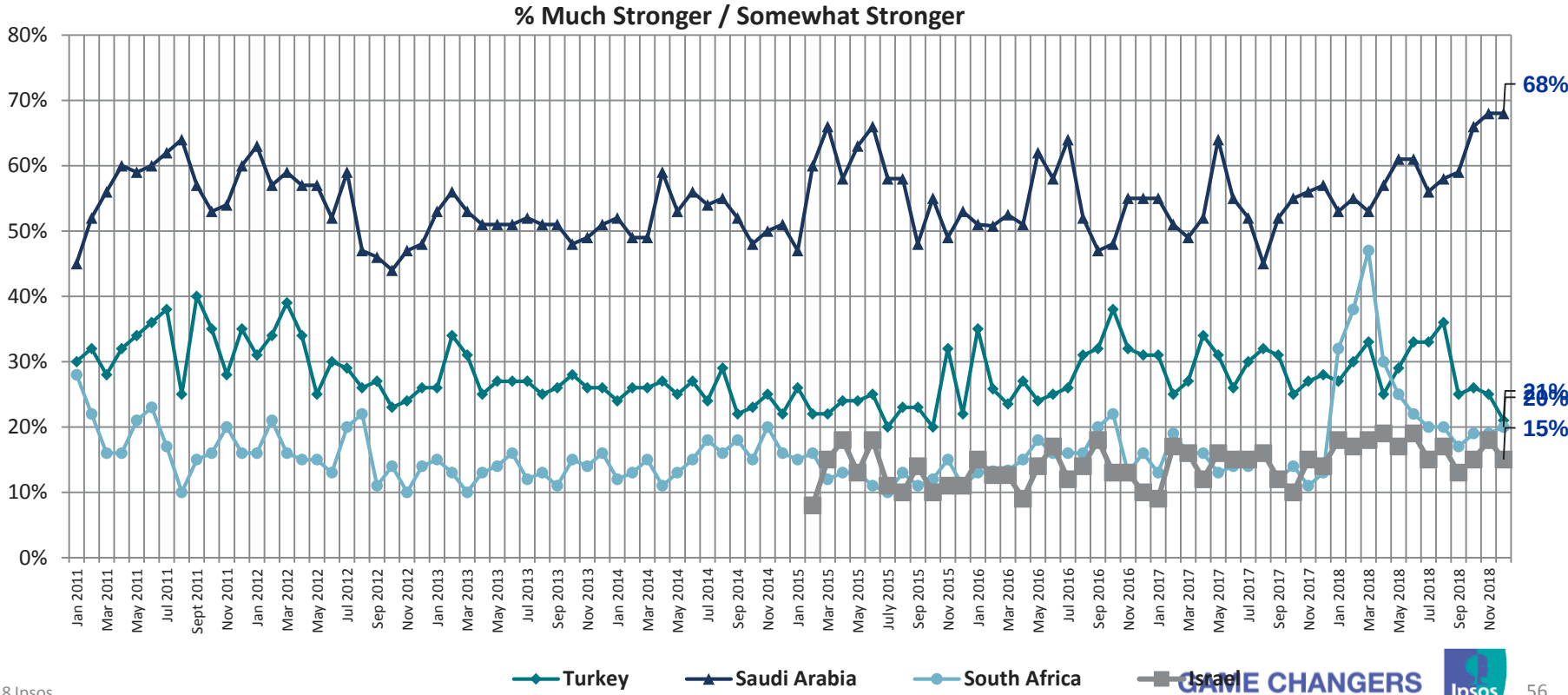
G8 Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months



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



About Ipsos

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