Ipsos Public Affairs

Global @dvisor

The Economic Pulse of the World

Citizens in 25 Countries Assess the Current State of their Country's Economy for a Total Global Perspective

GAME CHANGERS

These are the findings of the *Global @dvisor* Wave 87 (G@87), an Ipsos survey conducted between September 23rd and October 7th, 2016.

- The survey instrument is conducted monthly in 25 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Mexico, Peru, Poland, Russia, Saudi Arabia, 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 18,064 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, Hungary, Israel, Mexico, Peru, Poland, Russia, Saudi Arabia, 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:** Chile, Colombia, Indonesia, Malaysia, Philippines, Singapore, Taiwan and Vietnam. 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 25 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.

- In countries where internet penetration is approximately 60% or higher the data output is comparable the general population. Of the 25 countries surveyed online, 16 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Israel, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and United States. The eight remaining countries surveyed –Brazil (53% Internet penetration among the citizenry), China (46%), India (19%), Mexico (41%), Russia (59%), Saudi Arabia (59%), South Africa (47%) and Turkey (47%)—have lower levels of connectivity therefore are not reflective of the general population; however, the online sample in these countries are particularly valuable in their own right as they are more urban/educated/income than their fellow citizens and are often referred to as “Upper Deck Consumer Citizens”.

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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?

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THE WORLD at a GLANCE

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Southeast Asia on the Global @dvisor

- Six Southeast Asian countries were added to the October wave of the Global @dvisor: Indonesia, Malaysia, Philippines, Singapore, Taiwan and Vietnam.
- Respondents in Malaysia (31%) and Taiwan (16%) assess the state of their national economy below the global average (41%), while those in Indonesia (64%), Philippines (74%), Singapore (58%) and Vietnam (58%) score above the global average.
- In the local economic assessment, Taiwan (12%), Malaysia (25%) and Vietnam (30%) score below the global average (31%), while Indonesia (51%), Philippines (61%) and Singapore (51%) score above.
- Only a minority of respondents in Taiwan (9%), Malaysia (15%) and Singapore (22%) expect the economy in their local area to become stronger in the next six months. Philippines (68%), Indonesia (56%) and Vietnam (34%) all score above the global average of 25%.

	National economy	Local economy	Future economy
GLOBAL AVERAGE	**41%**	**31%**	**25%**
Indonesia	64%	51%	56%
Malaysia	31%	25%	15%
Philippines	74%	61%	68%
Singapore	58%	51%	22%
Taiwan	16%	12%	9%
Vietnam	58%	30%	34%

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Global Average of National Economic Assessment Unchanged: 41%

- The average **global economic assessment of national economies surveyed in 25 countries remains unchanged with 41% of global citizens rating their national economies as 'good'.**

- India (82%) remains at the top position in the national economic assessment category, followed by Saudi Arabia (80%), China (76%), Germany (75%), Sweden (65%), Peru (65%), Australia (58%), Canada (54%) and Israel (53%). Brazil (7%) holds the lowest spot again, followed by France (11%), South Korea (15%), Italy (15%), Spain (15%), Mexico (17%), South Africa (18%), Argentina (20%), and Hungary (21%).

- *Countries with the greatest improvements in this wave*: Turkey (50%, +7 pts.), Great Britain (50%, +5 pts.), China (76%, +4 pts.), Japan (29%, +3 pts.), Australia (58%, +3 pts.), South Korea (15%, +2 pts.), Saudi Arabia (80%, +2 pts.), Italy (15%, +2 pts.), Brazil (9%, +2 pt.) and Argentina (20%, +2 pt.).

- *Countries with the greatest declines*: Belgium (28%, -9 pts.), Poland (37%, -5 pts.), Sweden (65%, -5 pts.), Peru (65%, -4 pts.), Mexico (17%, -3 pts.), Canada (54%, - 2 pts.), the United States (48%, -2 pts.), France (11%, -2 pts.) and India (82%, -2 pts.).

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Global Average of Local Economic Assessment (31%) Up One Point

- When asked to assess their local economy, **three in 10 (31%) of those surveyed in 25 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.**

- India (62%) takes over the top spot in the local assessment category, followed by China (59%), Sweden (59%), Saudi Arabia (57%), Israel (55%), Germany (53%), the United States (46%), Turkey (42%), Australia (38%) and Peru (35%). Italy (12%) is the lowest ranked country this month, followed by Mexico (13%), Japan (13%), France (13%), Spain (14%), South Korea (14%), Brazil (15%), Argentina (16%), South Africa (16%), Hungary (17%) and Russia (19%).

- *Countries with the greatest improvements in this wave*: Sweden (59%, +11 pts.), India (62%, +9 pts.), Turkey (42%, +6 pts.), Saudi Arabia (57%, +6 pts.), Australia (38%, +4 pts.), the United States (46%, +3 pts.), Spain (14%, +2 pts.), Russia (19%, +2 pts.), Israel (55%, +2 pts.), Great Britain (32%, +2 pts.), Brazil (15%, +2 pts.) and Argentina (16%, +2 pts.).

- *Countries with the greatest declines in this wave*: Canada (34%, -5 pts.), Mexico (13%, -4 pts.), Belgium (20%, -2 pts.), France (13%, -2 pts.), Germany (53%, -2 pts.), Italy (12%, -1 pts.) and Peru (35%, -1 pts.).

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Global Average of Future Outlook for Local Economy (25%) Down One Point

- **The future outlook is down one point since last month, with one quarter (25%) of global citizens surveyed in 25 countries expecting their local economy to be stronger six months from now.**

- Completing the sweep this month, India (62%) leads in this assessment category as well, followed by Peru (60%), Brazil (59%), China (53%), Argentina (50%), Saudi Arabia (48%), Turkey (38%), the United States (31%), Mexico (27%) and South Africa (22%). France (5%) has the lowest future outlook score this month once again, followed by Belgium (6%), South Korea (9%), Italy (9%), Japan (11%), Hungary (11%), Great Britain (12%) and Sweden (12%).

- *Countries with the greatest improvements in this wave*: Turkey (38%, +6 pts.), South Africa (22%, +2 pts.),Poland (17%, +2 pts.), India (62%, +2 pts.), Saudi Arabia (48%, +1 pts.), Japan (11%, +1 pt.) and China (53%, +1 pt.).

- *Countries with the greatest declines in this wave*: Israel (13%, -5 pts.), Mexico (27%, -5 pts.), Peru (60%, -5 pts.), Argentina (50%, -3 pts.), Sweden (12%, -3 pts.), Belgium (6%, -2 pts.), Canada (15%, -2 pts.) and Germany (13%, -2 pts.).

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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	
India	82%	Turkey	7%	Belgium	-9%	Poland	37%
Saudi Arabia	80%	Great Britain	5%	Poland	-5%	Japan	29%
China	76%	China	4%	Sweden	-5%	Belgium	28%
Germany	75%	Japan	3%	Peru	-4%	Russia	28%
Sweden	65%	Australia	3%	Mexico	-3%	Hungary	21%
Peru	65%	South Korea	2%	Canada	-2%	Argentina	20%
Australia	58%	Saudi Arabia	2%	France	-2%	South Africa	18%
Canada	54%	Italy	2%	India	-2%	Mexico	17%
Israel	53%	Brazil	2%	US	-2%	Spain	15%
Great Britain	50%	Argentina	2%	Spain	-1%	Italy	15%
Turkey	50%	South Africa	1%			South Korea	15%
US	48%	Israel	1%			France	11%
						Brazil	9%

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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	51%	-2%
Middle East/Africa	50%	3%
BRIC	49%	1%
APAC	48%	2%
G-8 Countries	39%	1%
Europe	35%	-2%
LATAM	28%	-1%

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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	
India	62%	Sweden	11%	Canada	-5%	Belgium	20%
China	59%	India	9%	Mexico	-4%	Russia	19%
Sweden	59%	Turkey	6%	Belgium	-2%	Hungary	17%
Saudi Arabia	57%	Saudi Arabia	6%	France	-2%	Argentina	16%
Israel	55%	Australia	4%	Germany	-2%	South Africa	16%
Germany	53%	US	3%	Italy	-1%	Brazil	15%
US	46%	Spain	2%	Peru	-1%	South Korea	14%
Turkey	42%	Russia	2%			Spain	14%
Australia	38%	Israel	2%			France	13%
Peru	35%	Great Britain	2%			Japan	13%
Canada	34%	Brazil	2%			Mexico	13%
Great Britain	32%	Argentina	2%			Italy	12%
Poland	28%						

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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)
Middle East/Africa	42%	3%
North America	40%	-1%
BRIC	39%	4%
APAC	34%	3%
Europe	28%	1%
G-8 Countries	28%	0%
LATAM	20%	0%

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3. Six Month Outlook on the Local Economy: Countries at a Glance Compared to the Last Wave…

Countries where the Assessment of the Local Economic Strengthening …							
is HIGHEST this month		has experienced an IMPROVEMENT since last sounding		has experienced a DECLINE since last sounding		is LOWEST this month	
India	62%	Turkey	6%	Israel	-5%	Canada	15%
Peru	60%	South Africa	2%	Mexico	-5%	Spain	15%
Brazil	59%	Poland	2%	Peru	-5%	Australia	14%
China	53%	India	2%	Argentina	-3%	Israel	13%
Argentina	50%	Saudi Arabia	1%	Sweden	-3%	Germany	13%
Saudi Arabia	48%	Japan	1%	Belgium	-2%	Sweden	12%
Turkey	38%	China	1%	Canada	-2%	Great Britain	12%
US	31%			Germany	-2%	Hungary	11%
Mexico	27%			Hungary	-2%	Japan	11%
South Africa	22%			Italy	-1%	Italy	9%
Russia	17%			Russia	-1%	South Korea	9%
Poland	17%					Belgium	6%
						France	5%

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3. Six Month Outlook on Local Economy: Regions at a Glance Compared to Last Wave…

REGION (in descending order by NET)	NET 'Stronger'	CHANGE (since last sounding)
LATAM	49%	-3%
BRIC	48%	1%
Middle East/Africa	30%	1%
APAC	28%	1%
North America	23%	-1%
G-8 Countries	14%	-1%
Europe	11%	-1%

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DETAILED FINDINGS

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❶ Assessing The Current Economic Situation ……

in Their Country

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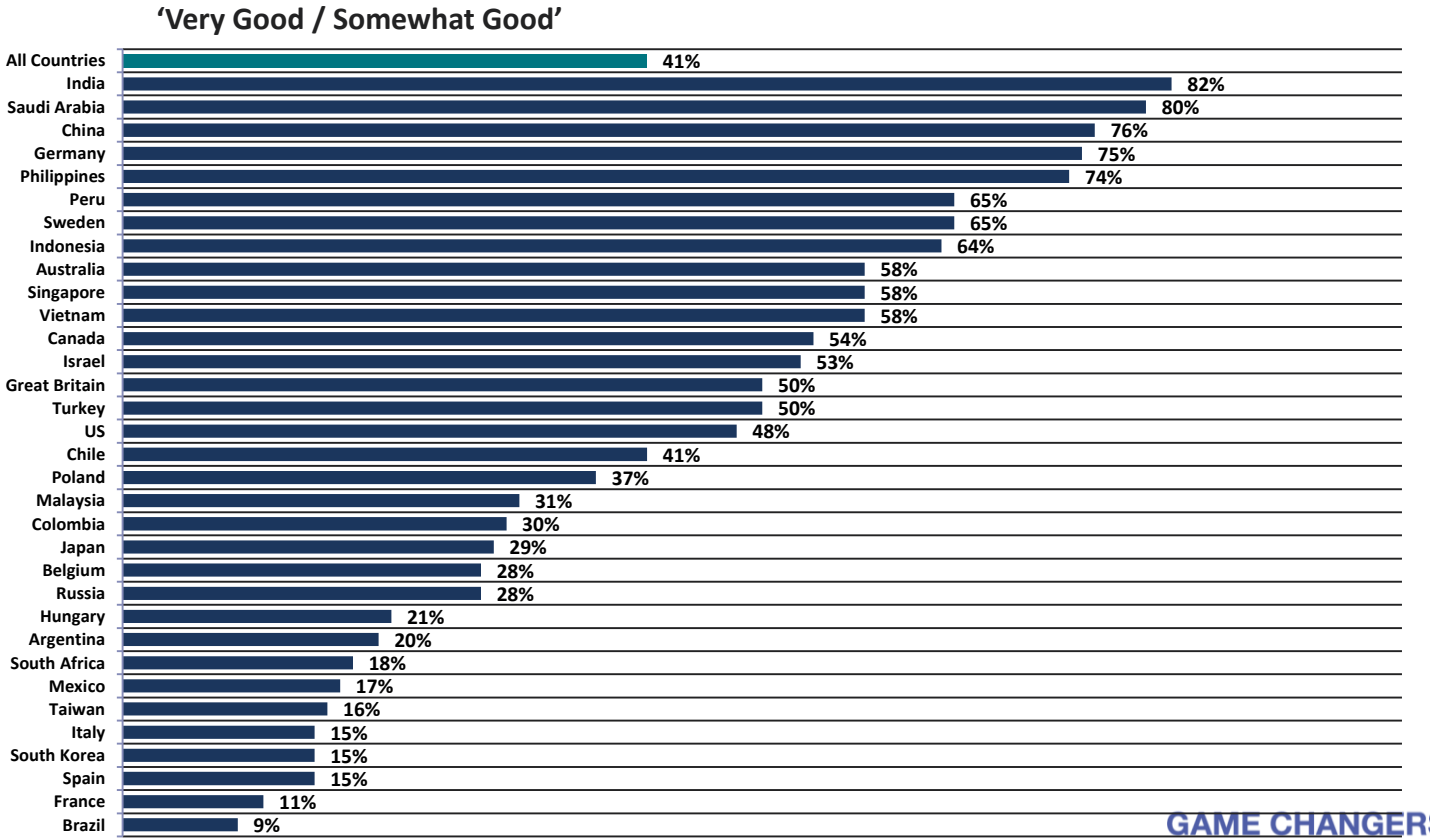
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

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



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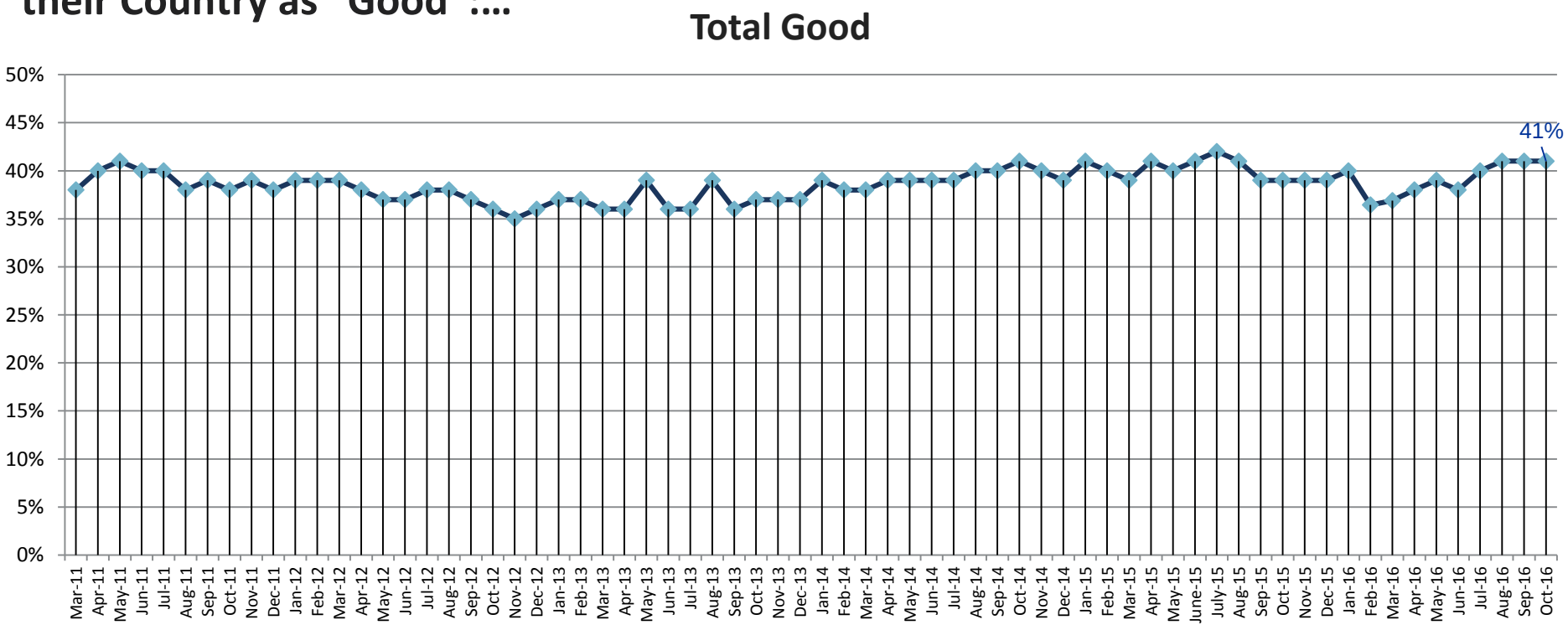
GAME CHANGERS

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



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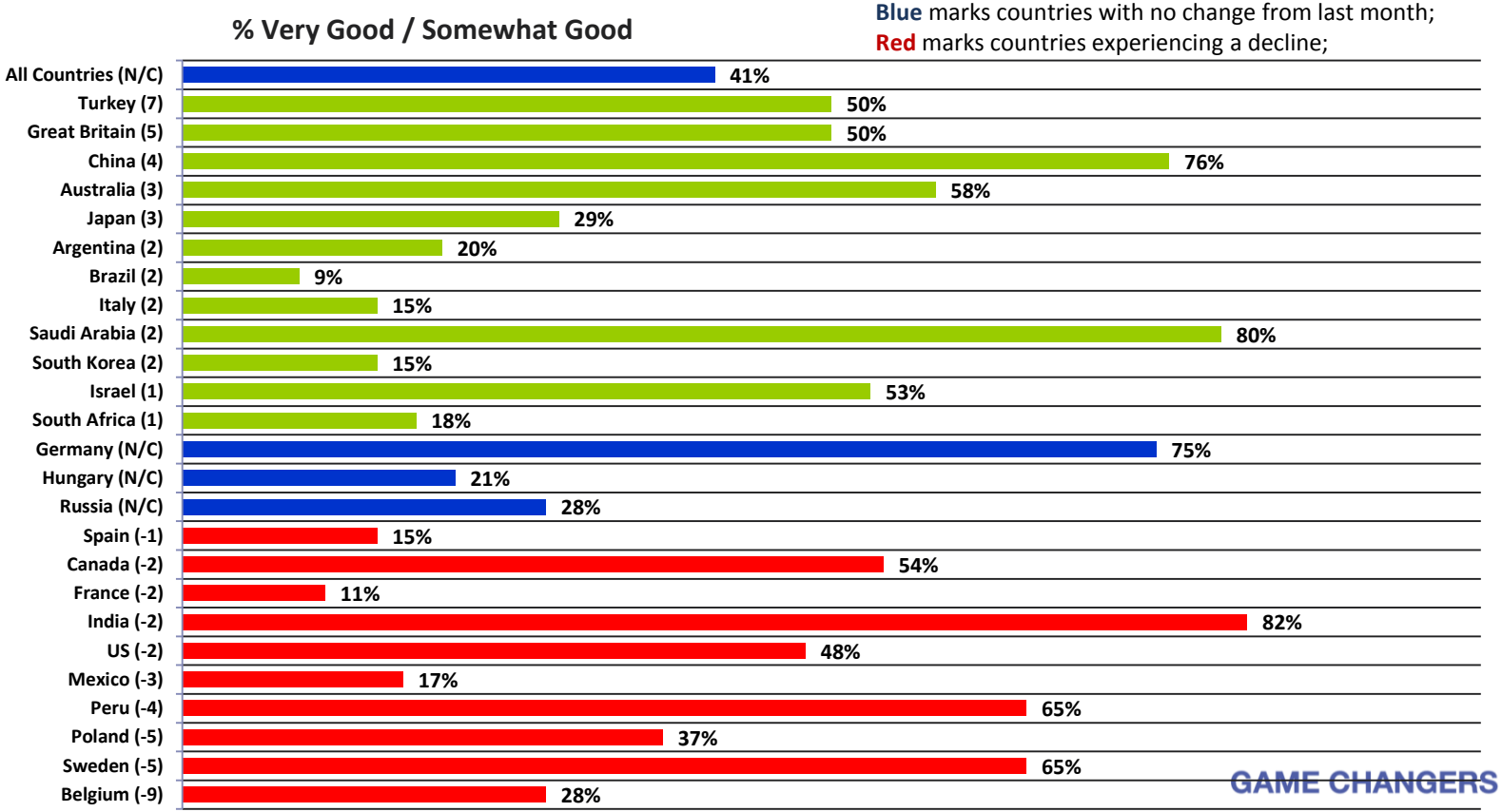
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

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

	Oct '13	Nov '13	Dec '13	Jan '14	Feb '14	Mar '14	Apr '14	May '14	Jun '14	Jul '14	Aug '14	Sep '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	Apr '15	May '15	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
Total	37%	37%	37%	39%	38%	38%	39%	39%	39%	39%	40%	40%	41%	40%	39%	41%	40%	39%	41%	40%	41%	42%	41%	39%	39%	39%	39%	40%	36%	37%	38%	39%	38%	40%	41%	41%	41%
Argentina	31%	26%	26%	28%	21%	18%	17%	18%	24%	21%	24%	19%	21%	19%	20%	21%	24%	25%	29%	28%	28%	29%	24%	28%	29%	29%	27%	28%	24%	15%	15%	17%	21%	19%	19%	18%	20%
Australia	64%	63%	58%	59%	57%	54%	60%	53%	52%	56%	57%	58%	65%	63%	57%	58%	56%	51%	54%	56%	56%	57%	56%	54%	53%	55%	57%	59%	56%	52%	52%	59%	51%	56%	55%	55%	58%
Belgium	34%	31%	30%	40%	37%	37%	40%	42%	39%	41%	40%	37%	35%	33%	31%	33%	39%	41%	35%	38%	44%	46%	45%	42%	35%	43%	35%	40%	38%	39%	33%	36%	27%	33%	39%	37%	28%
Brazil	35%	34%	35%	37%	26%	24%	26%	20%	31%	24%	25%	26%	32%	23%	22%	17%	12%	11%	11%	14%	9%	12%	10%	6%	8%	8%	4%	8%	8%	7%	8%	7%	6%	8%	12%	7%	9%
Canada	66%	68%	63%	62%	63%	66%	64%	65%	63%	70%	68%	65%	65%	67%	66%	63%	59%	61%	57%	63%	60%	65%	47%	45%	51%	52%	51%	44%	34%	36%	49%	52%	53%	57%	59%	56%	54%
China	65%	61%	72%	63%	69%	69%	68%	66%	65%	69%	73%	74%	70%	78%	71%	80%	71%	75%	79%	76%	75%	72%	70%	68%	69%	72%	74%	66%	61%	67%	67%	65%	69%	71%	72%	72%	76%
France	10%	5%	6%	8%	8%	10%	9%	9%	7%	8%	6%	5%	7%	6%	7%	7%	10%	9%	11%	11%	12%	11%	11%	10%	14%	12%	13%	18%	9%	12%	12%	13%	11%	13%	16%	13%	11%
Germany	68%	73%	73%	75%	74%	76%	75%	75%	76%	77%	75%	79%	75%	74%	75%	81%	76%	79%	74%	76%	75%	78%	79%	77%	73%	71%	74%	79%	72%	67%	74%	73%	74%	78%	76%	75%	75%
Great Britain	29%	26%	27%	28%	36%	36%	37%	43%	39%	41%	45%	42%	41%	45%	39%	46%	44%	48%	51%	51%	55%	49%	48%	53%	48%	45%	45%	48%	49%	49%	39%	44%	48%	37%	42%	45%	50%
Hungary	10%	12%	17%	17%	14%	17%	24%	18%	17%	20%	18%	16%	23%	13%	15%	16%	16%	13%	19%	15%	17%	18%	19%	16%	20%	19%	23%	16%	19%	20%	22%	16%	18%	18%	19%	21%	21%
India	51%	52%	56%	58%	61%	58%	60%	66%	75%	65%	72%	80%	80%	81%	81%	80%	80%	80%	82%	78%	83%	82%	79%	79%	82%	76%	79%	84%	76%	82%	81%	80%	81%	81%	83%	84%	82%
Israel																	36%	34%	46%	47%	48%	51%	53%	52%	44%	42%	46%	42%	47%	43%	52%	42%	48%	50%	48%	52%	53%
Italy	5%	6%	6%	5%	7%	6%	10%	9%	7%	9%	8%	7%	8%	8%	7%	8%	8%	9%	10%	9%	11%	10%	12%	14%	13%	13%	16%	13%	14%	13%	14%	14%	14%	13%	15%	13%	15%
Japan	21%	24%	25%	27%	29%	25%	26%	26%	29%	28%	27%	22%	20%	19%	19%	23%	26%	31%	31%	31%	30%	36%	30%	27%	29%	26%	27%	29%	26%	23%	21%	19%	19%	21%	23%	26%	29%
Mexico	22%	22%	21%	20%	23%	24%	19%	20%	25%	26%	24%	22%	29%	23%	20%	19%	22%	16%	30%	16%	28%	33%	20%	21%	23%	27%	24%	24%	17%	23%	24%	20%	19%	14%	23%	20%	17%
Peru																											52%	52%	46%	45%	52%	54%	54%	61%	62%	69%	65%
Poland	22%	24%	22%	24%	25%	22%	25%	31%	25%	26%	26%	28%	31%	35%	33%	28%	27%	29%	30%	29%	33%	29%	35%	35%	36%	30%	36%	35%	33%	29%	36%	31%	31%	38%	41%	42%	37%
Russia	27%	29%	28%	28%	32%	39%	50%	58%	47%	50%	59%	53%	47%	41%	36%	26%	28%	32%	33%	43%	36%	37%	38%	34%	30%	29%	36%	32%	21%	28%	25%	28%	26%	27%	29%	28%	28%
Saudi Arabia	85%	80%	82%	86%	85%	86%	89%	87%	85%	87%	85%	84%	87%	85%	84%	87%	94%	92%	93%	90%	91%	91%	90%	87%	90%	91%	90%	86%	88%	89%	86%	91%	88%	91%	87%	78%	80%
South Africa	27%	27%	27%	24%	17%	21%	18%	28%	23%	21%	24%	26%	22%	26%	23%	26%	27%	18%	25%	17%	20%	17%	21%	16%	19%	18%	12%	12%	13%	9%	11%	17%	13%	12%	12%	17%	18%
South Korea	19%	21%	17%	17%	23%	16%	23%	19%	17%	15%	17%	16%	14%	11%	12%	13%	13%	13%	14%	16%	15%	14%	14%	14%	18%	12%	13%	11%	13%	13%	13%	13%	10%	13%	14%	13%	15%
Spain	4%	5%	6%	7%	8%	6%	10%	10%	8%	9%	11%	10%	7%	10%	9%	11%	12%	13%	12%	16%	13%	16%	20%	19%	17%	17%	17%	18%	14%	15%	15%	14%	13%	14%	16%	16%	15%
Sweden	67%	77%	60%	72%	69%	80%	66%	64%	75%	73%	70%	77%	67%	67%	74%	72%	73%	69%	66%	65%	66%	66%	70%	65%	72%	63%	58%	65%	56%	63%	69%	68%	65%	74%	68%	70%	65%
Turkey	50%	48%	45%	43%	39%	40%	44%	45%	45%	44%	49%	47%	43%	46%	39%	45%	43%	39%	36%	38%	32%	38%	39%	28%	29%	42%	40%	45%	36%	38%	40%	42%	39%	41%	40%	43%	50%
United States	23%	30%	35%	35%	31%	31%	36%	37%	38%	33%	35%	36%	42%	41%	44%	51%	47%	47%	48%	47%	44%	43%	48%	42%	43%	44%	45%	45%	44%	45%	46%	48%	48%	49%	53%	50%	48%

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;



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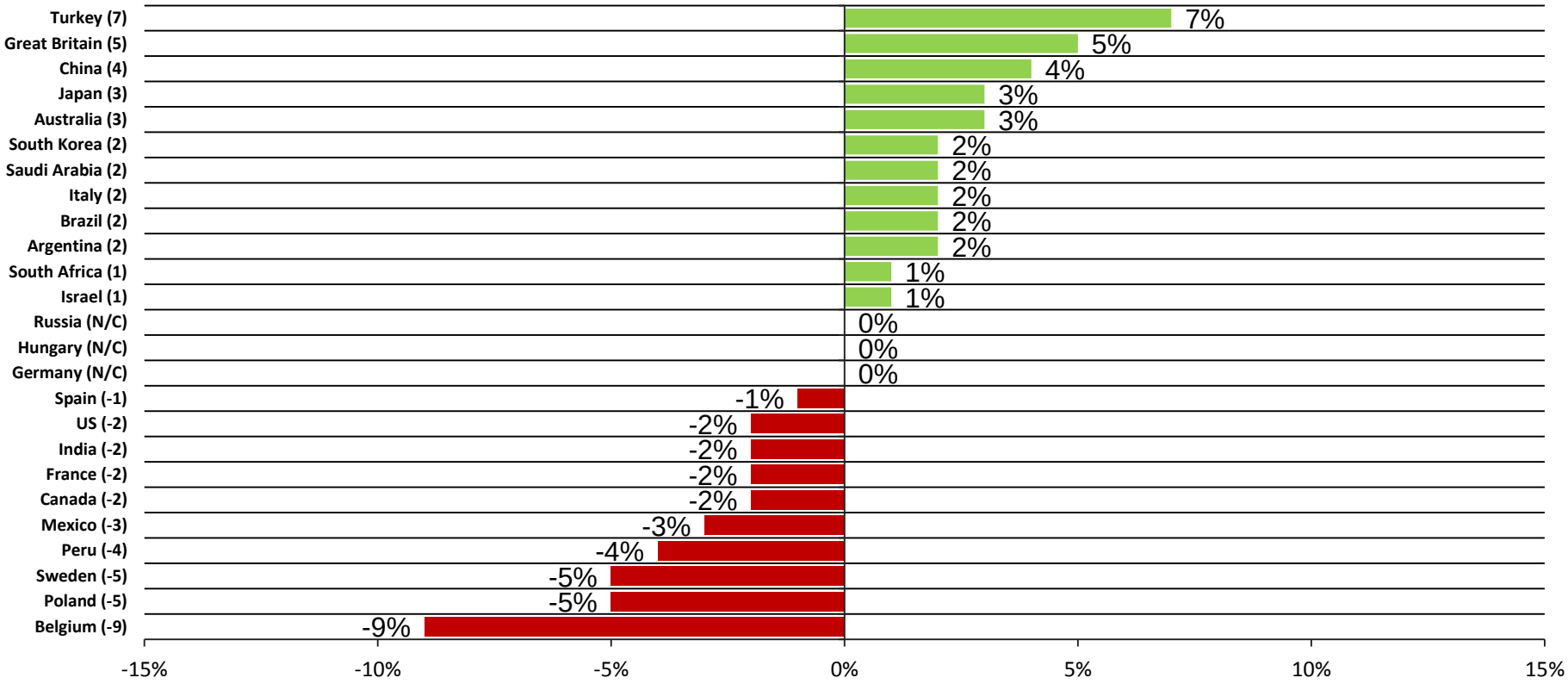
Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:



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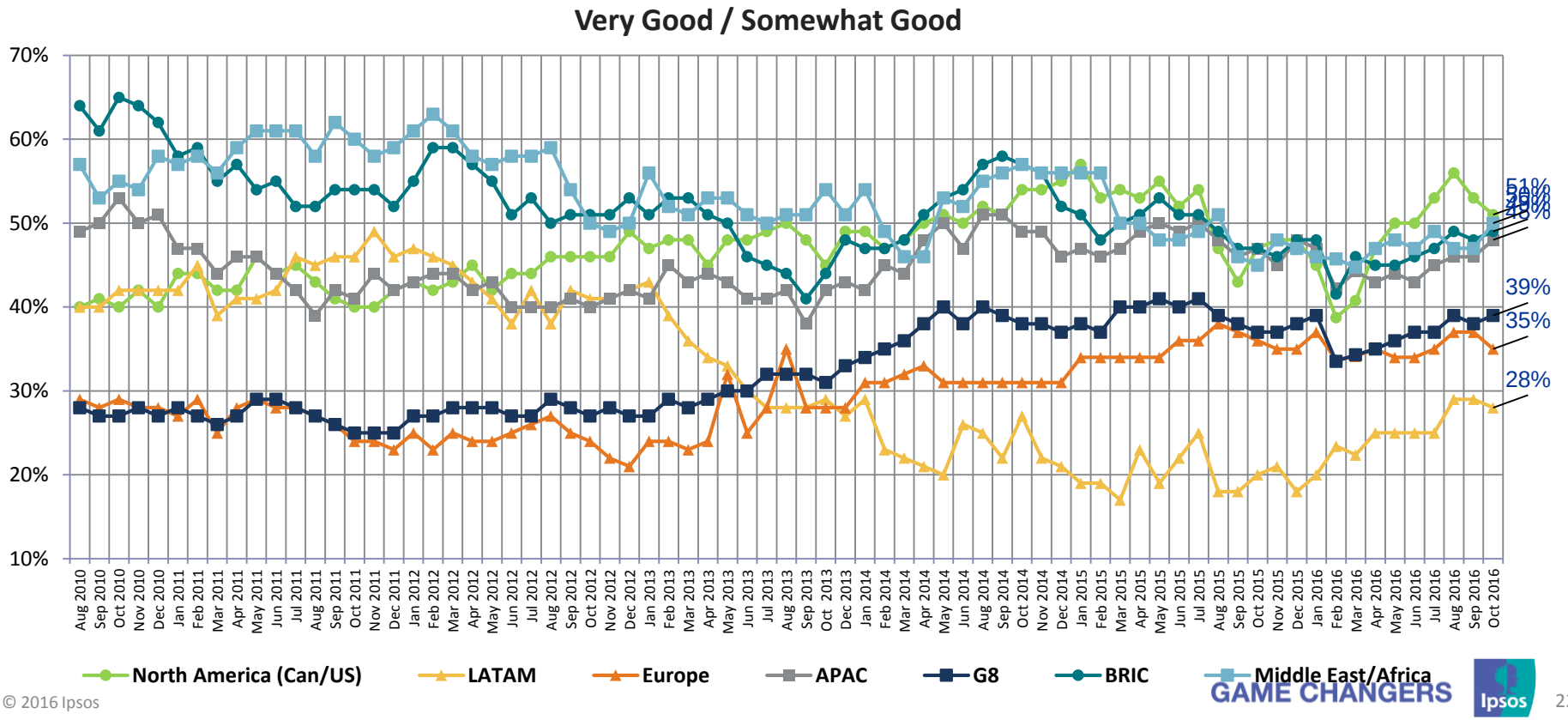
Assessing the Current Economic Situation by All Regions:



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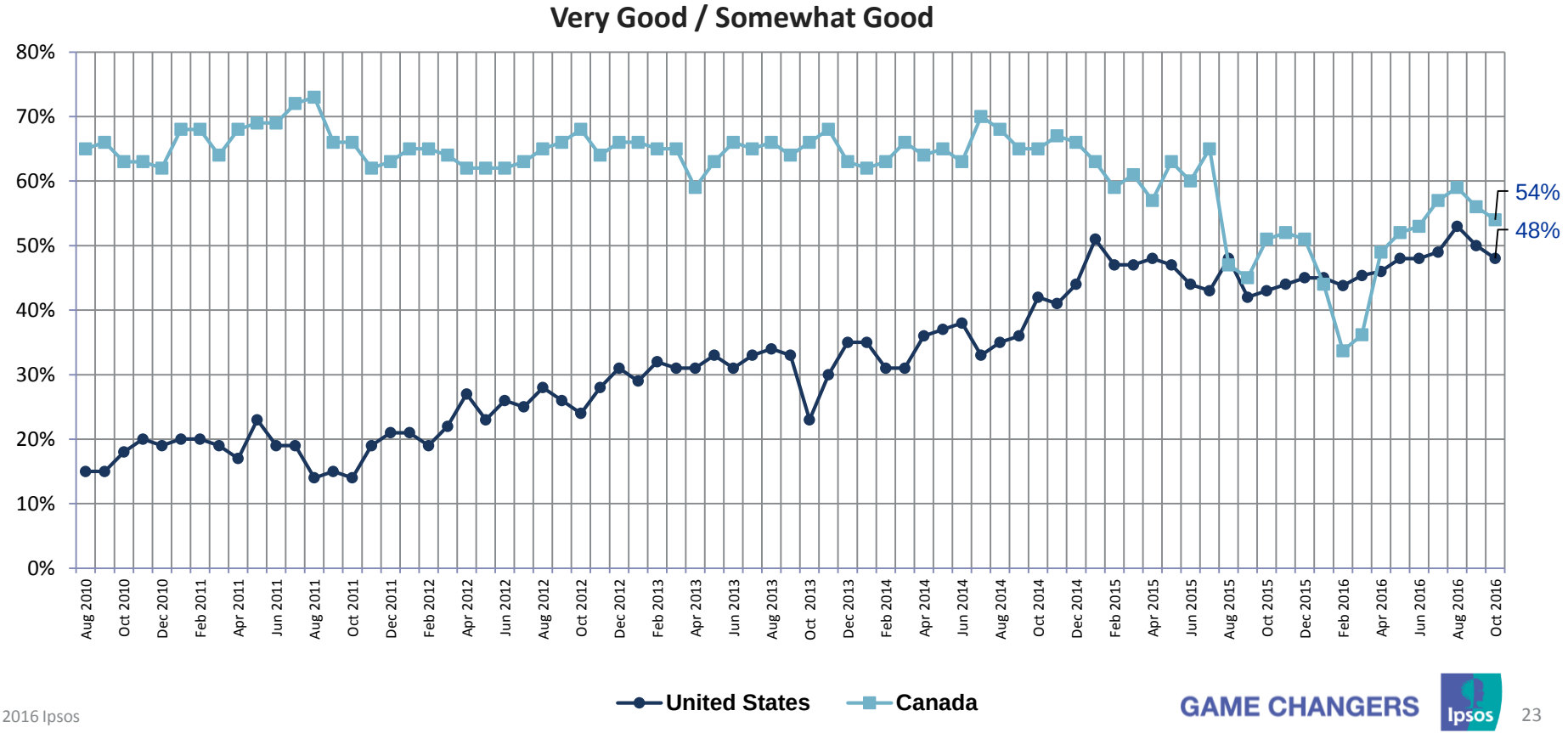
North American (Canada/US) Countries - Assessing the Current Economic Situation



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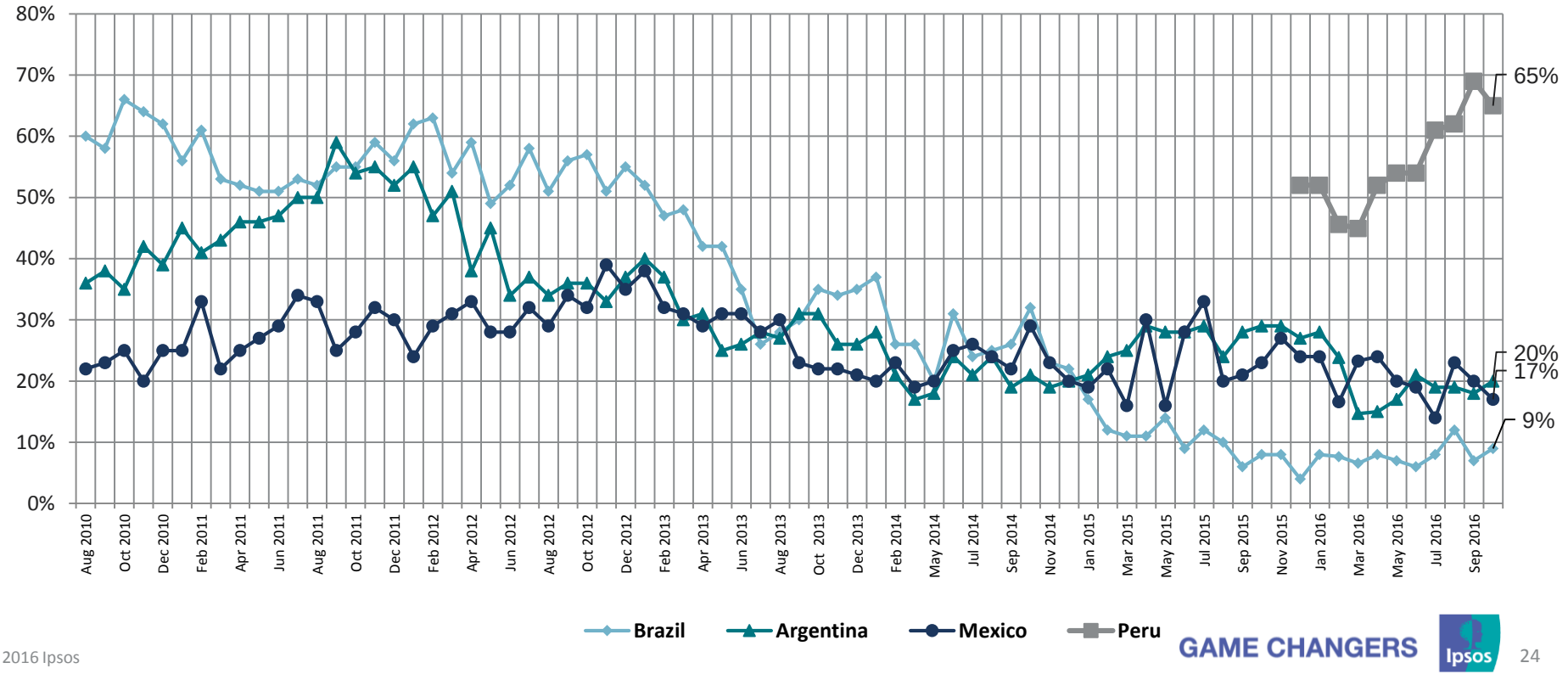
LATAM Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good



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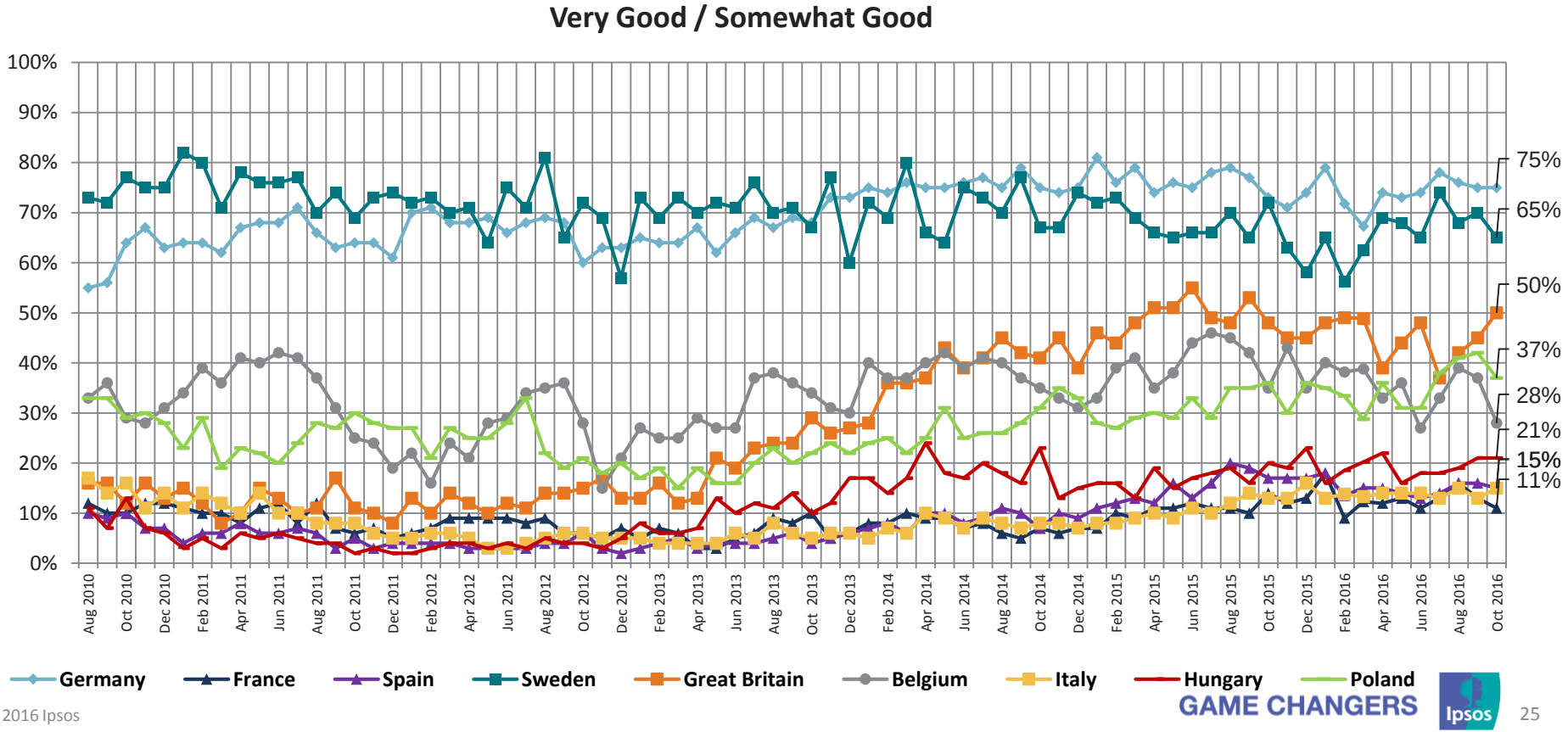
European Countries - Assessing the Current Economic Situation



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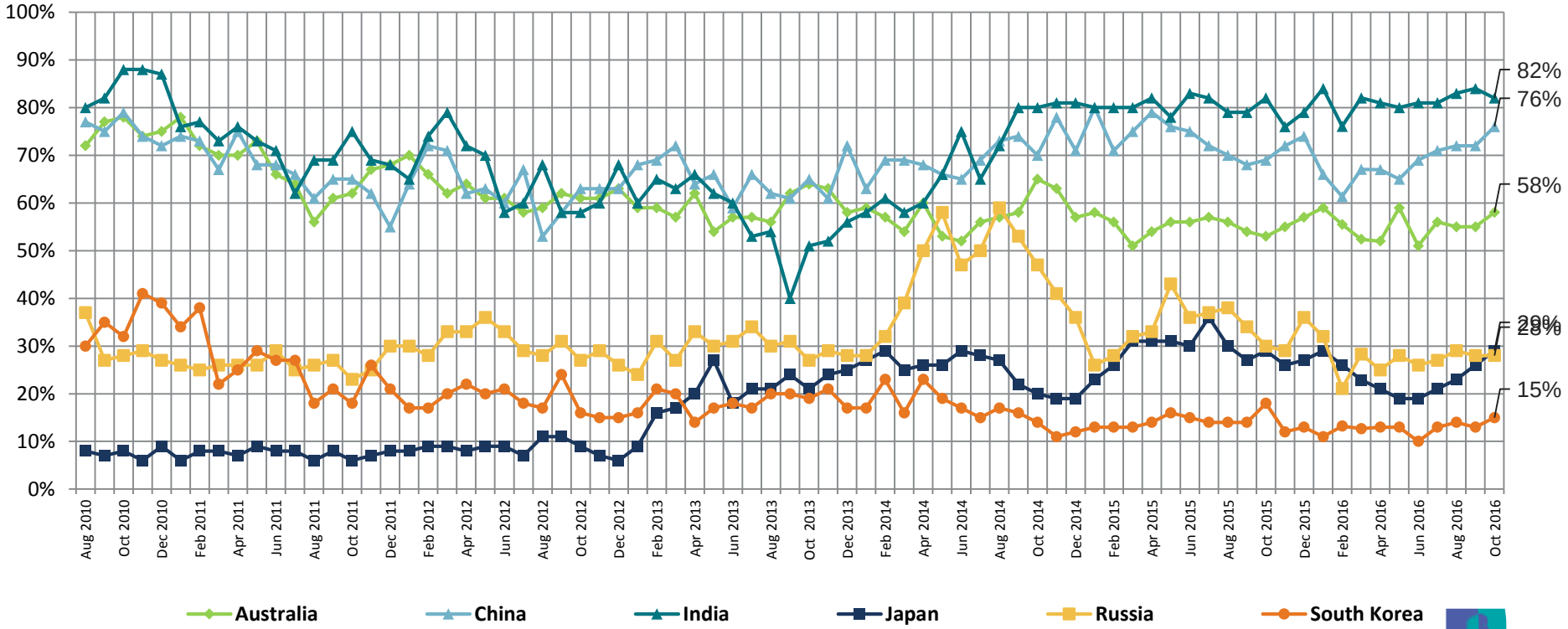
APAC Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good



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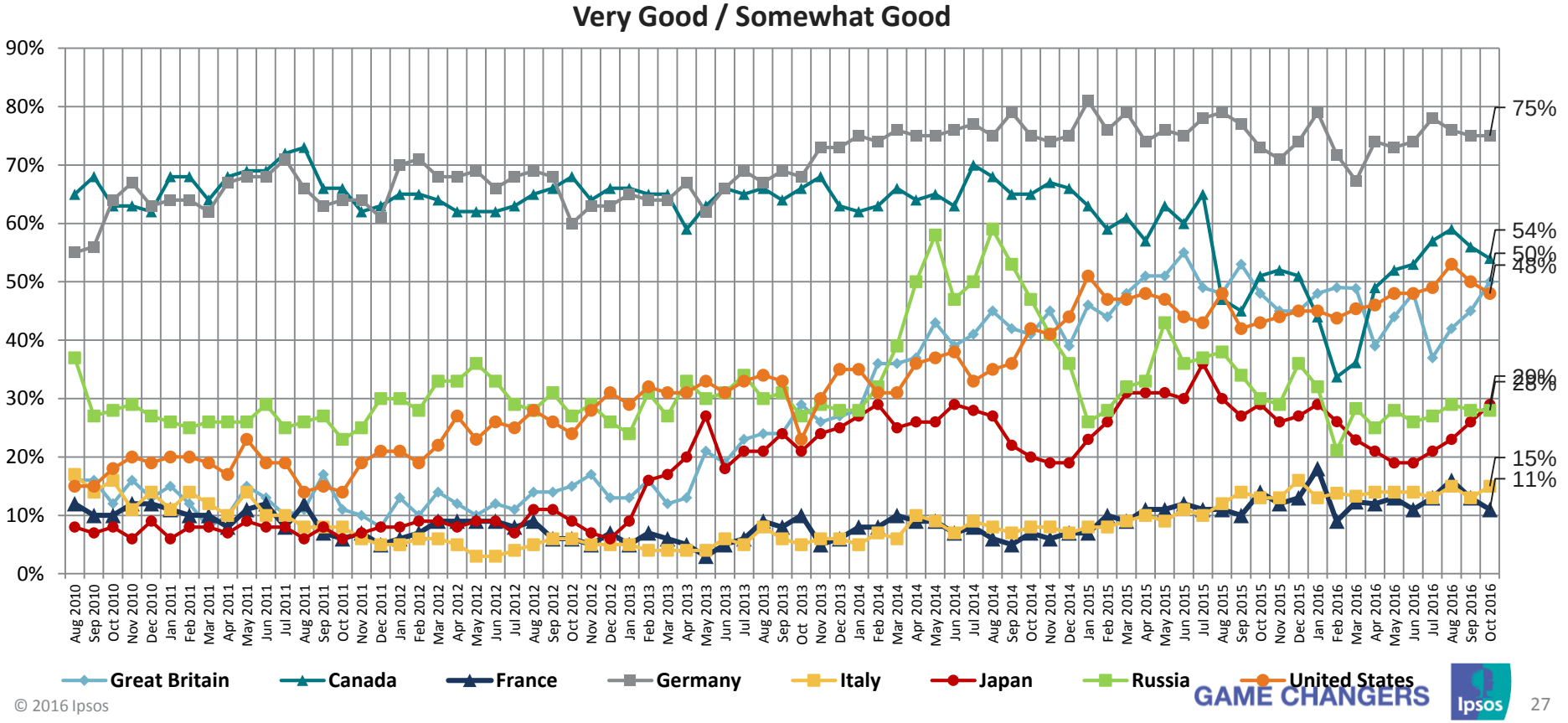
G8 Countries - Assessing the Current Economic Situation



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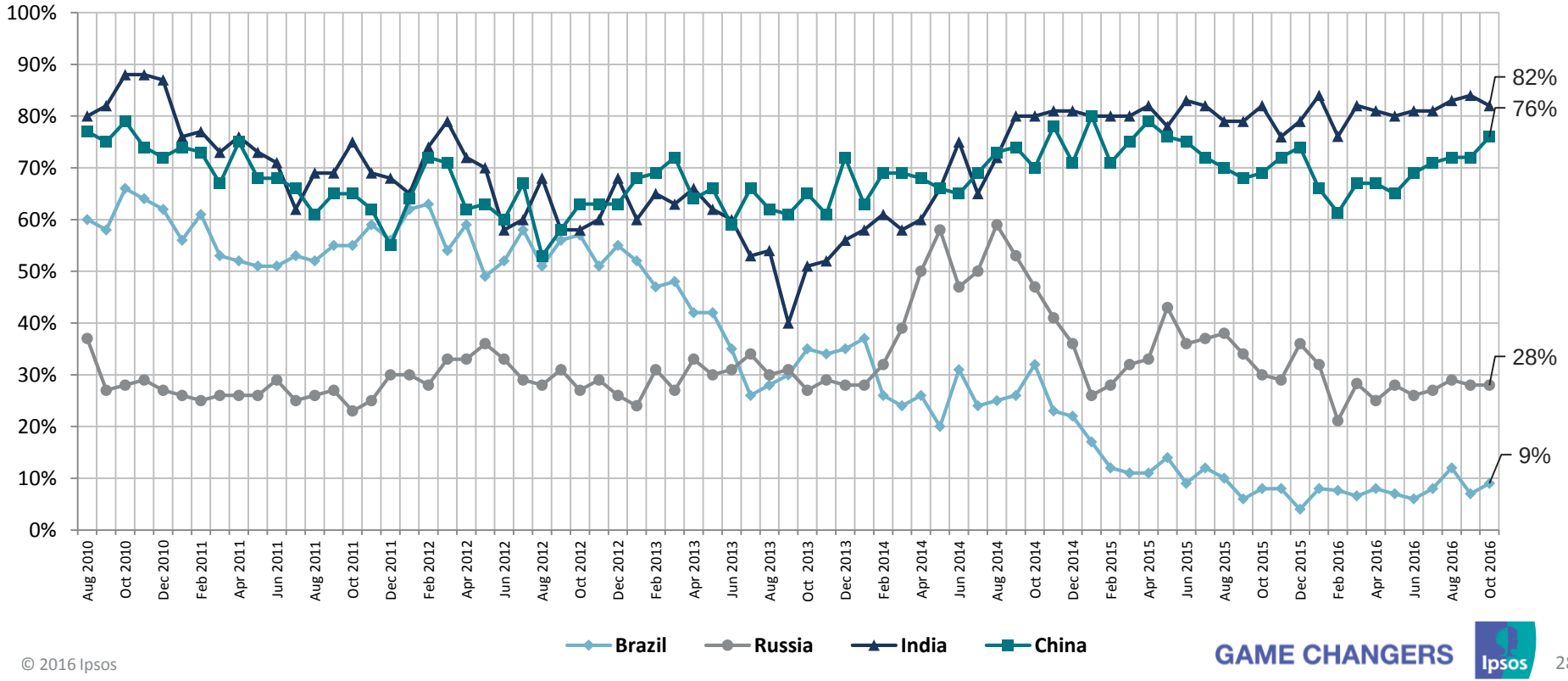
BRIC Countries - Assessing the Current Economic Situation



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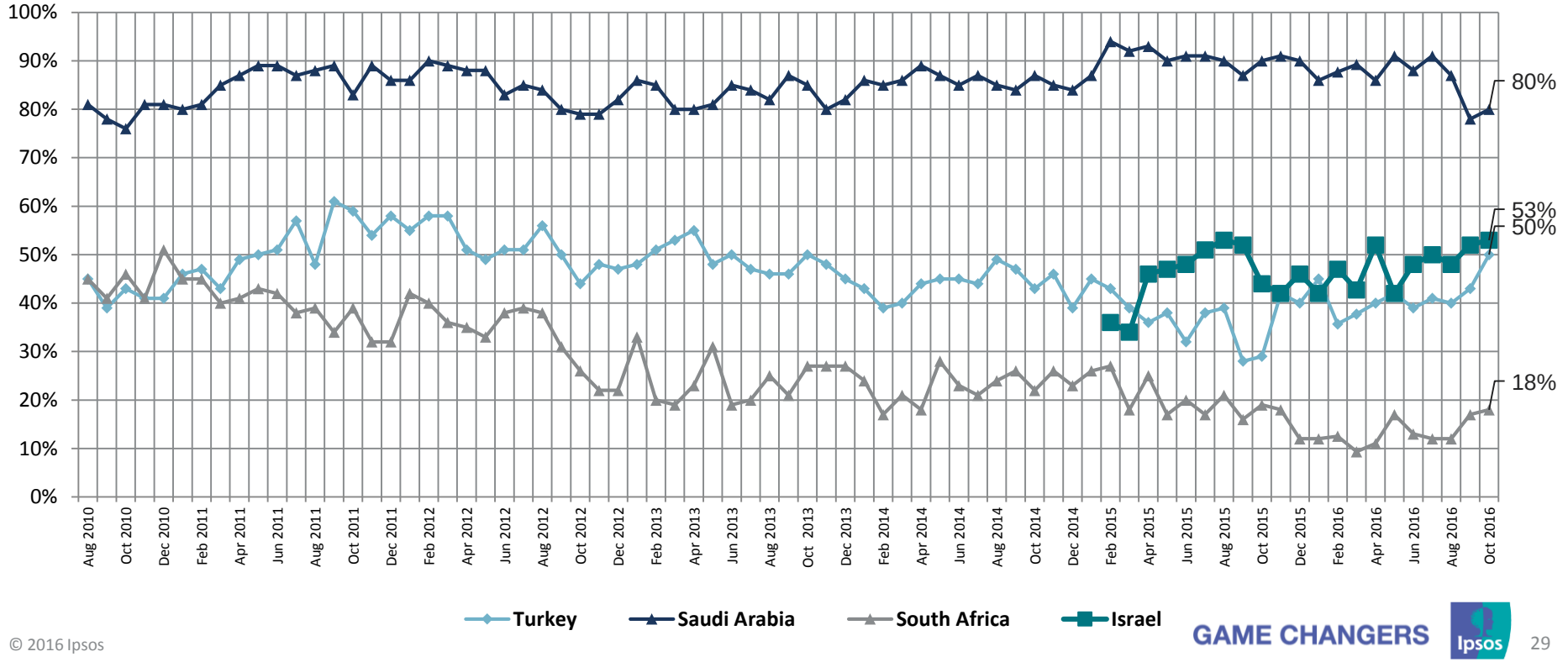
Middle East/African Countries - Assessing the Current Economic Situation

Very Good / Somewhat Good



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❷ Assessing The Economy...

…in Their Local Area

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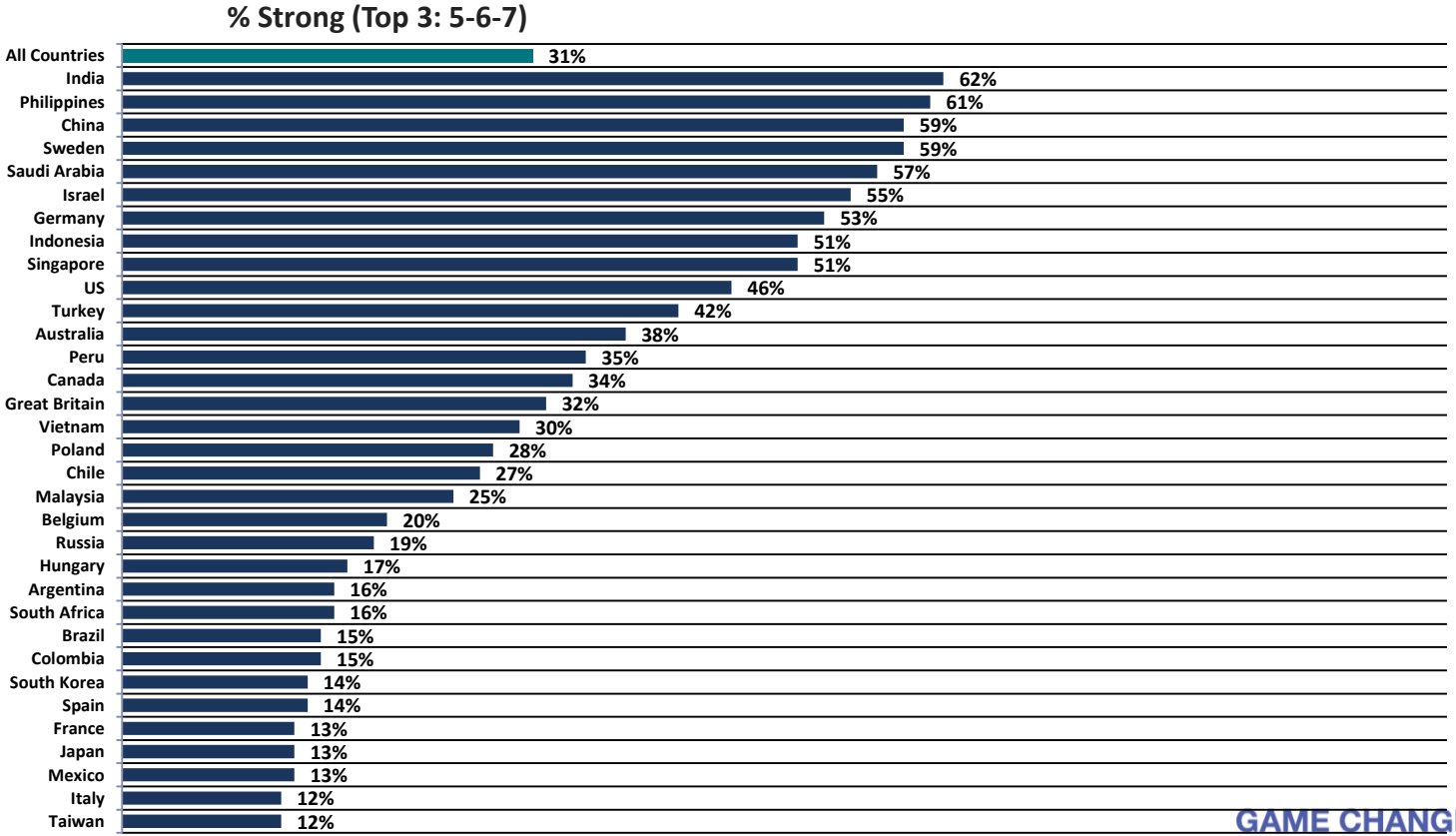
Citizen Consumers Who Say The Economy In Their Local Area is Strong…



*Malta was included as "plug and play" country this month and is not reflected in the aggregate.

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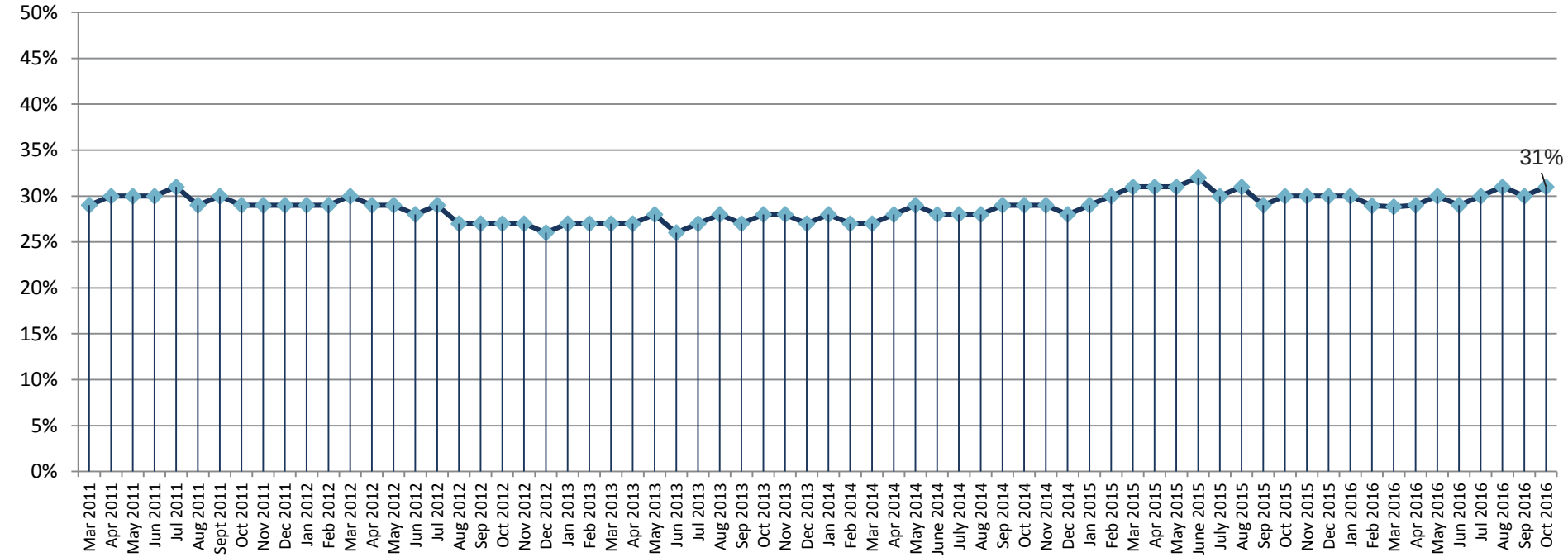
Citizen Consumers Who Say The Economy In Their Local Area is Strong



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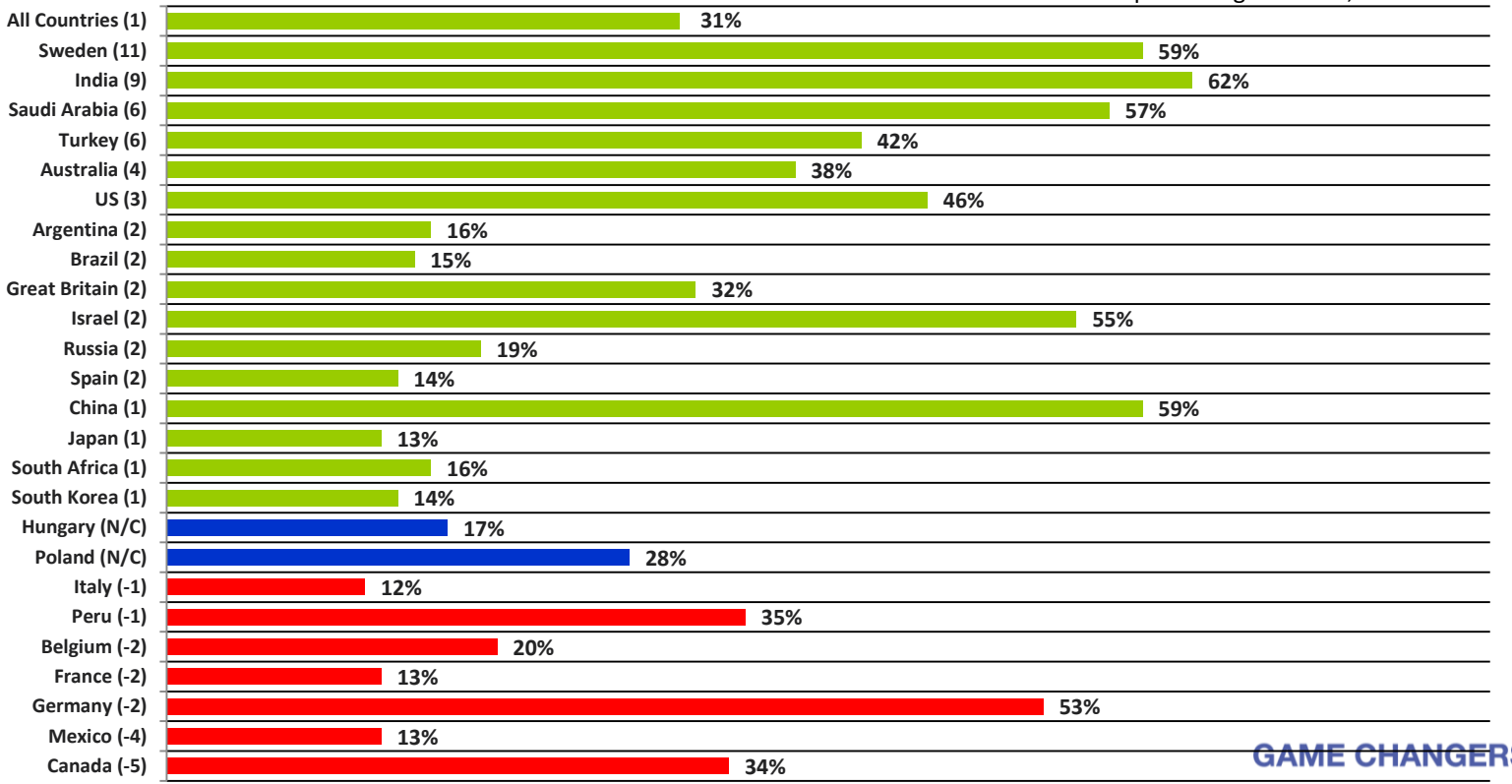
Citizen Consumers Who Say The Economy In Their Local Area is Strong

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

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;



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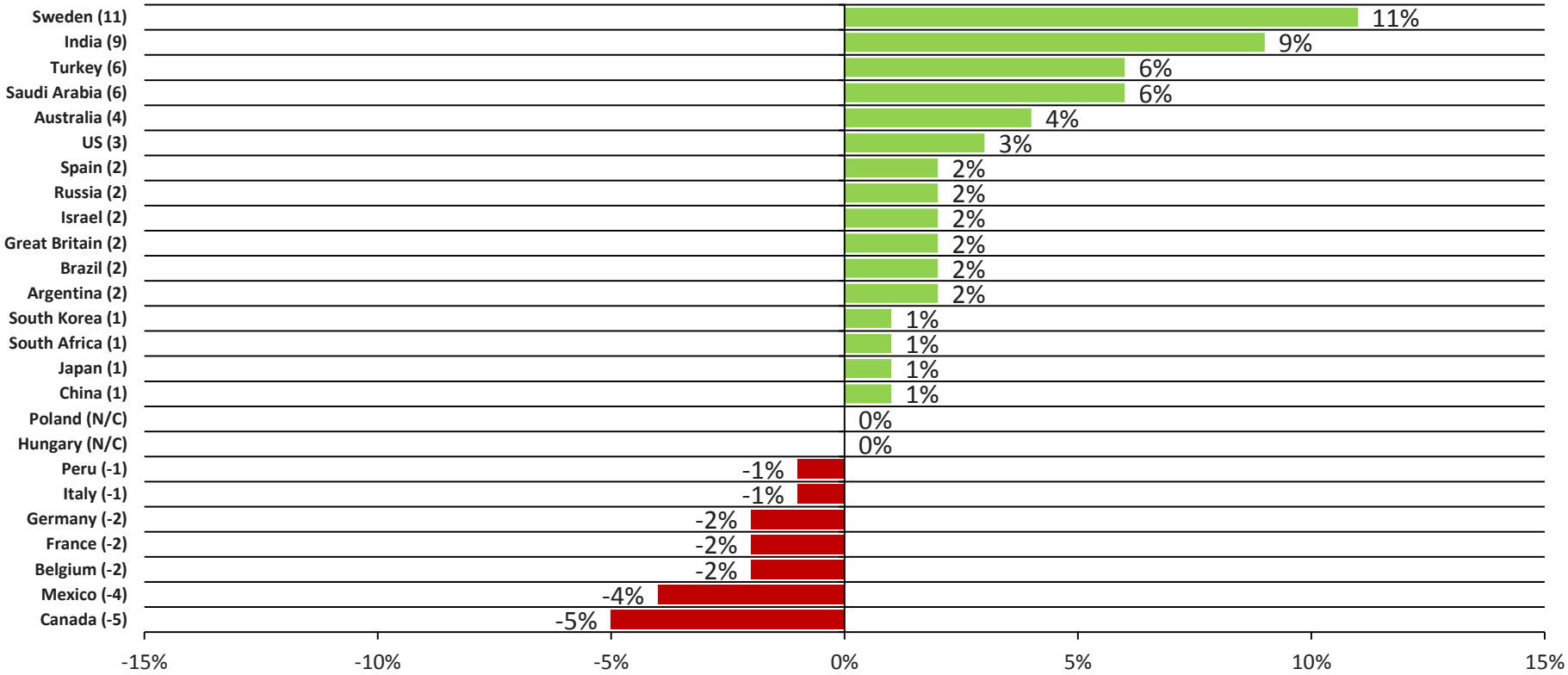
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy…

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



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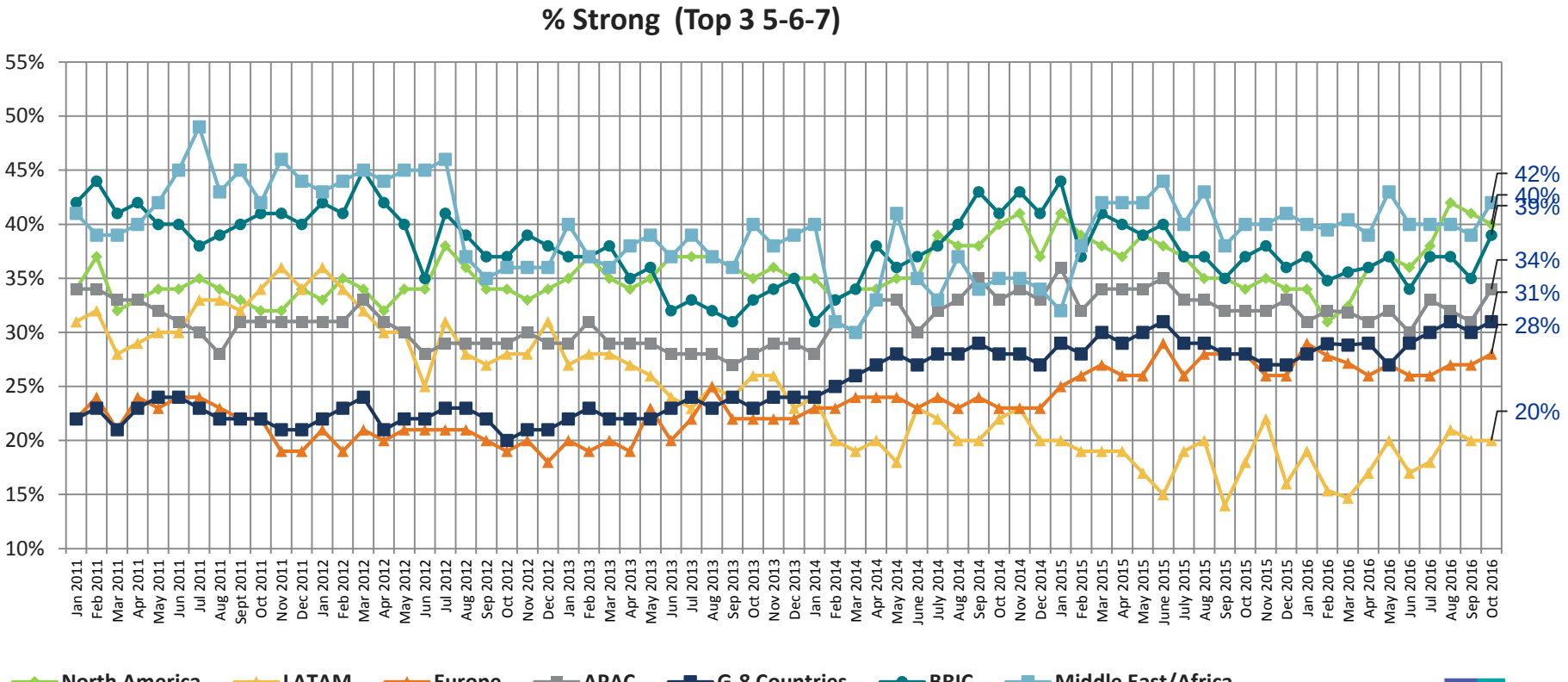
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

All Regions - Assess the Strength of Their Local Economy



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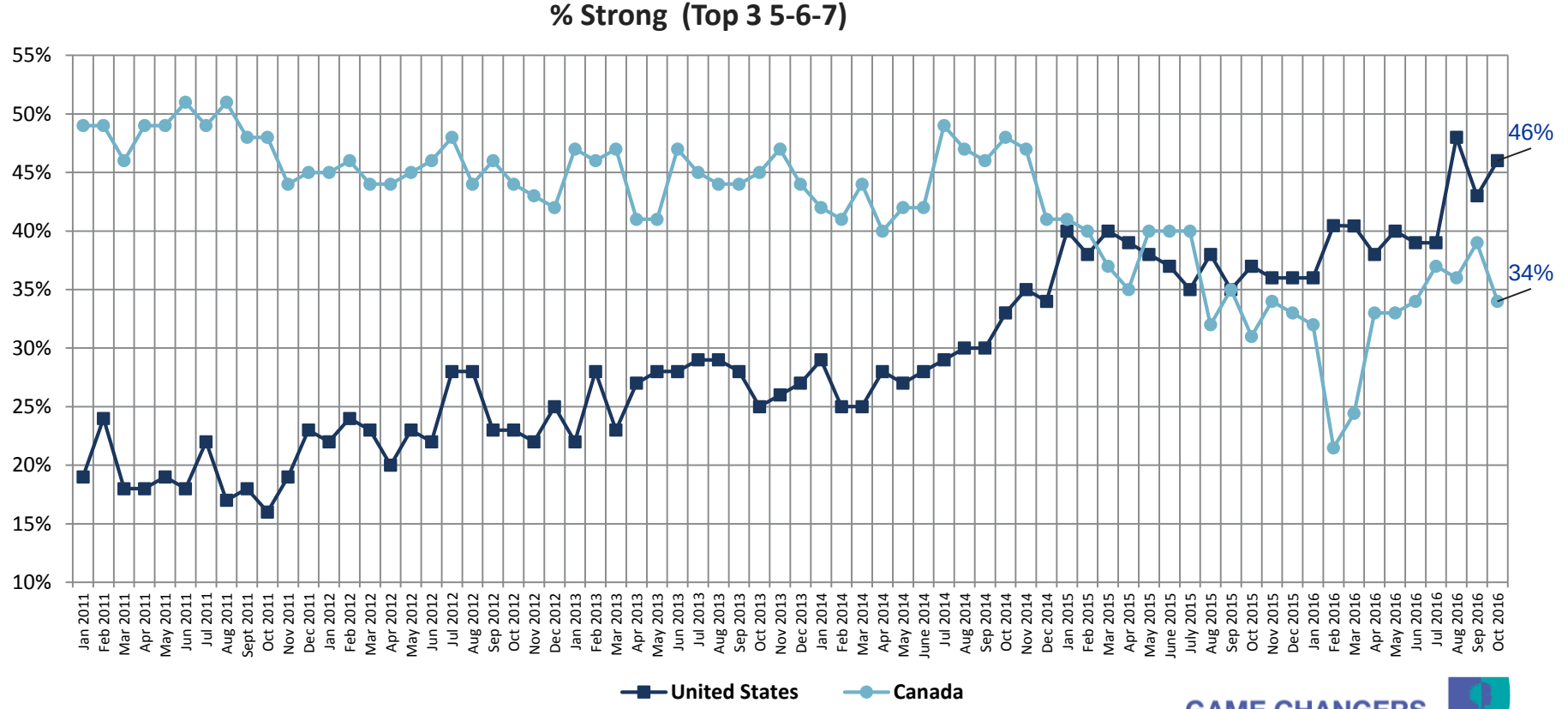
North American Countries - Assess the Strength of Their Local Economy



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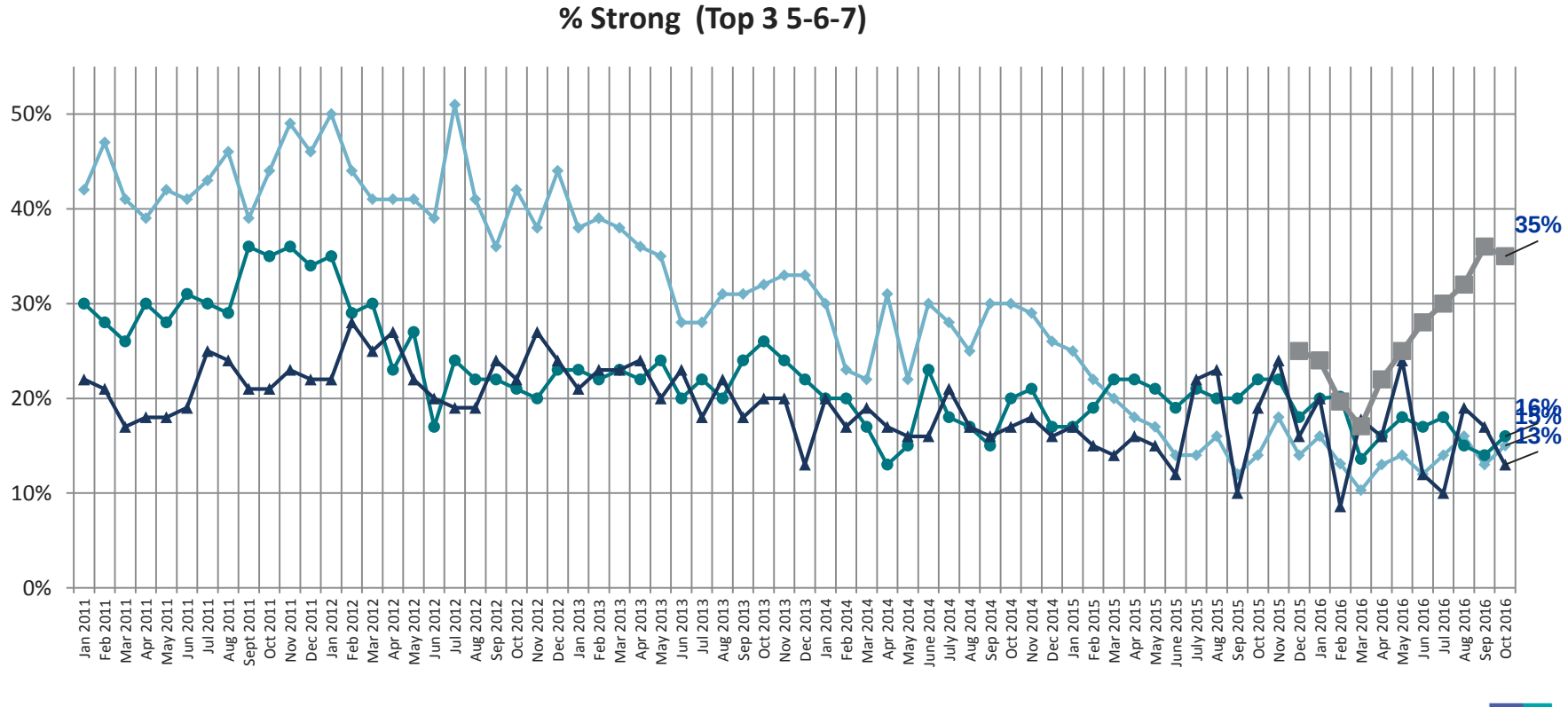
LATAM Countries - Assess the Strength of Their Local Economy



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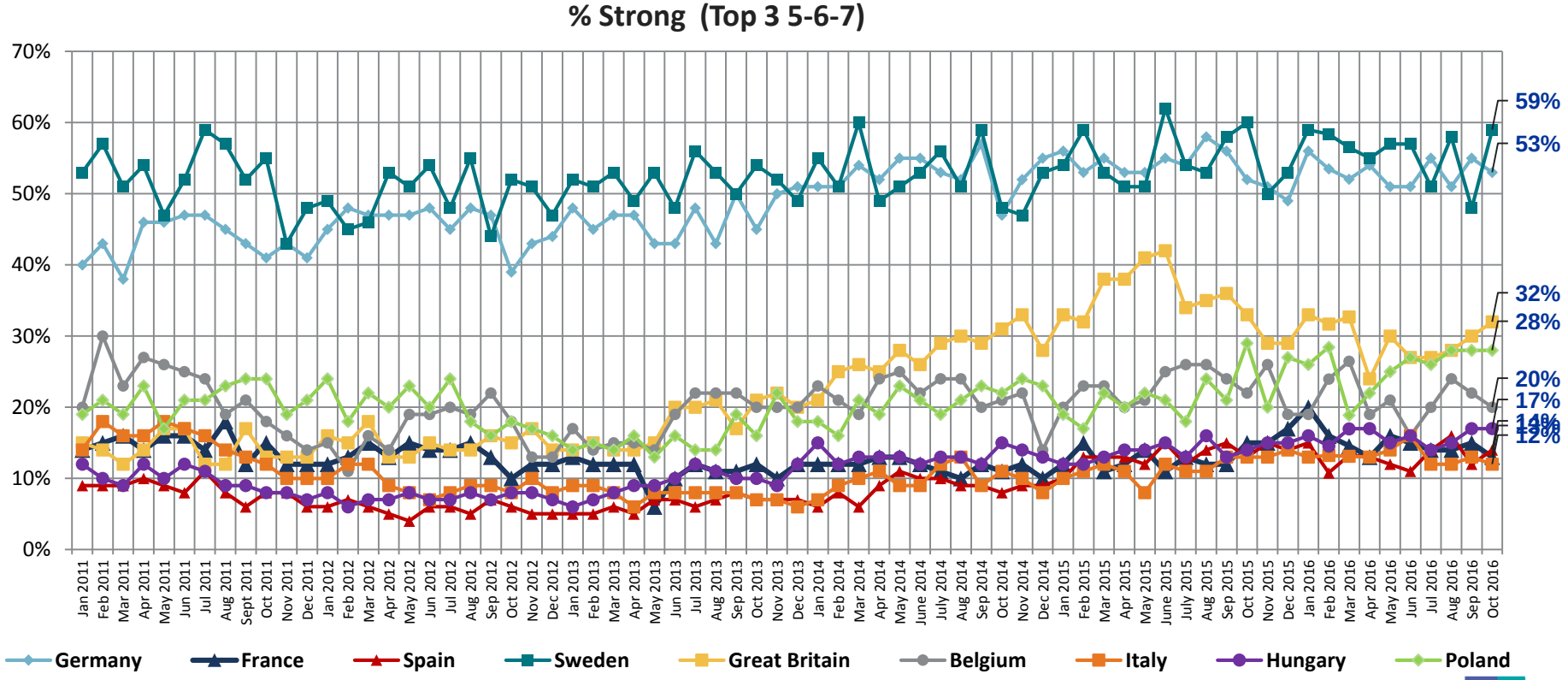
European Countries - Assess the Strength of Their Local Economy



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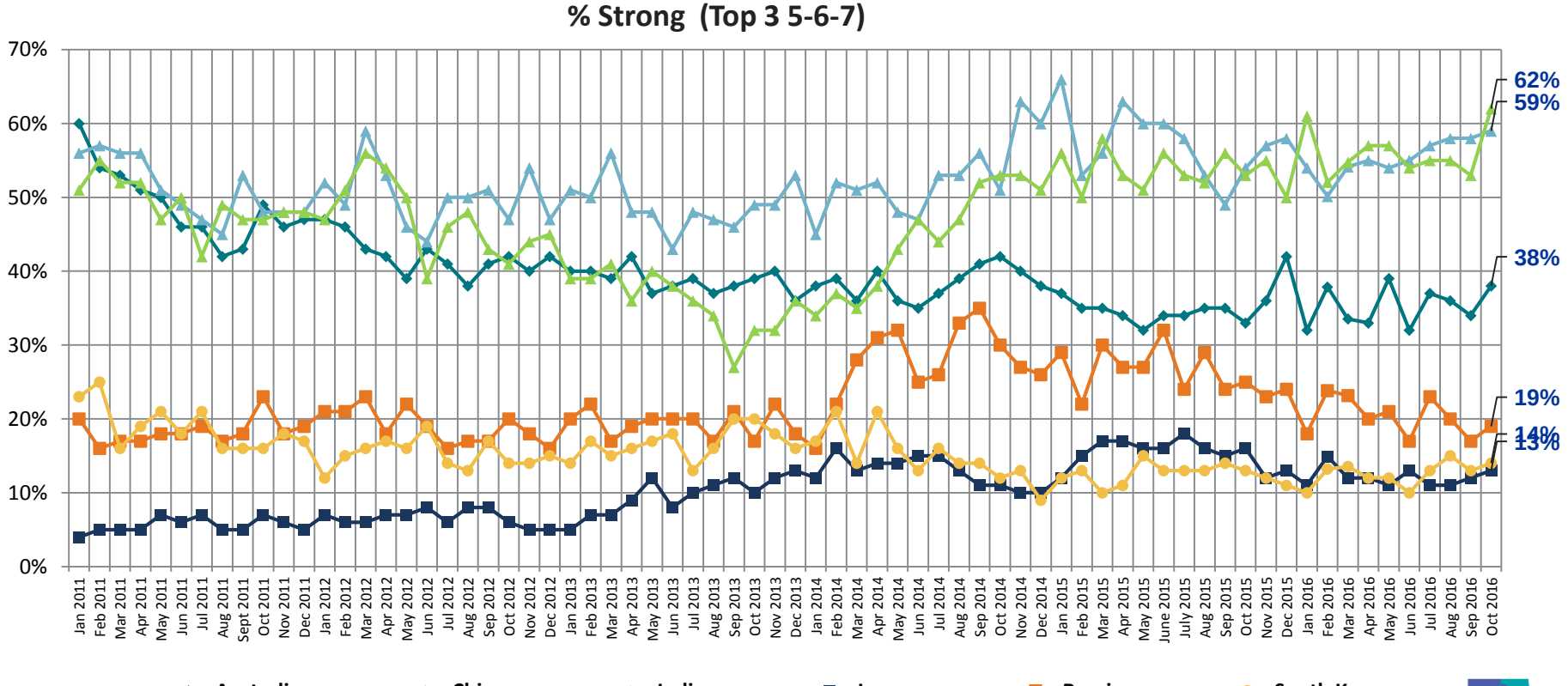
APAC Countries - Assess the Strength of Their Local Economy



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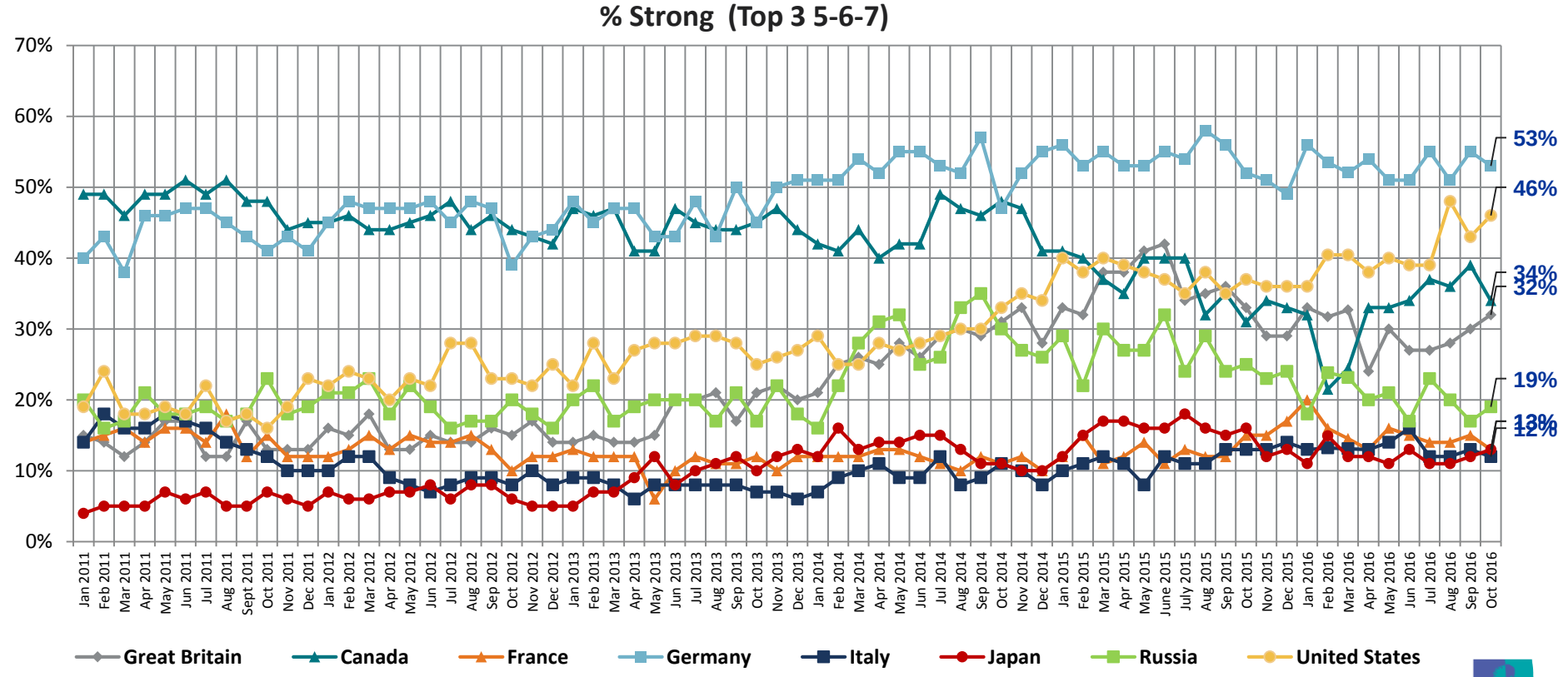
G8 Countries - Assess the Strength of Their Local Economy



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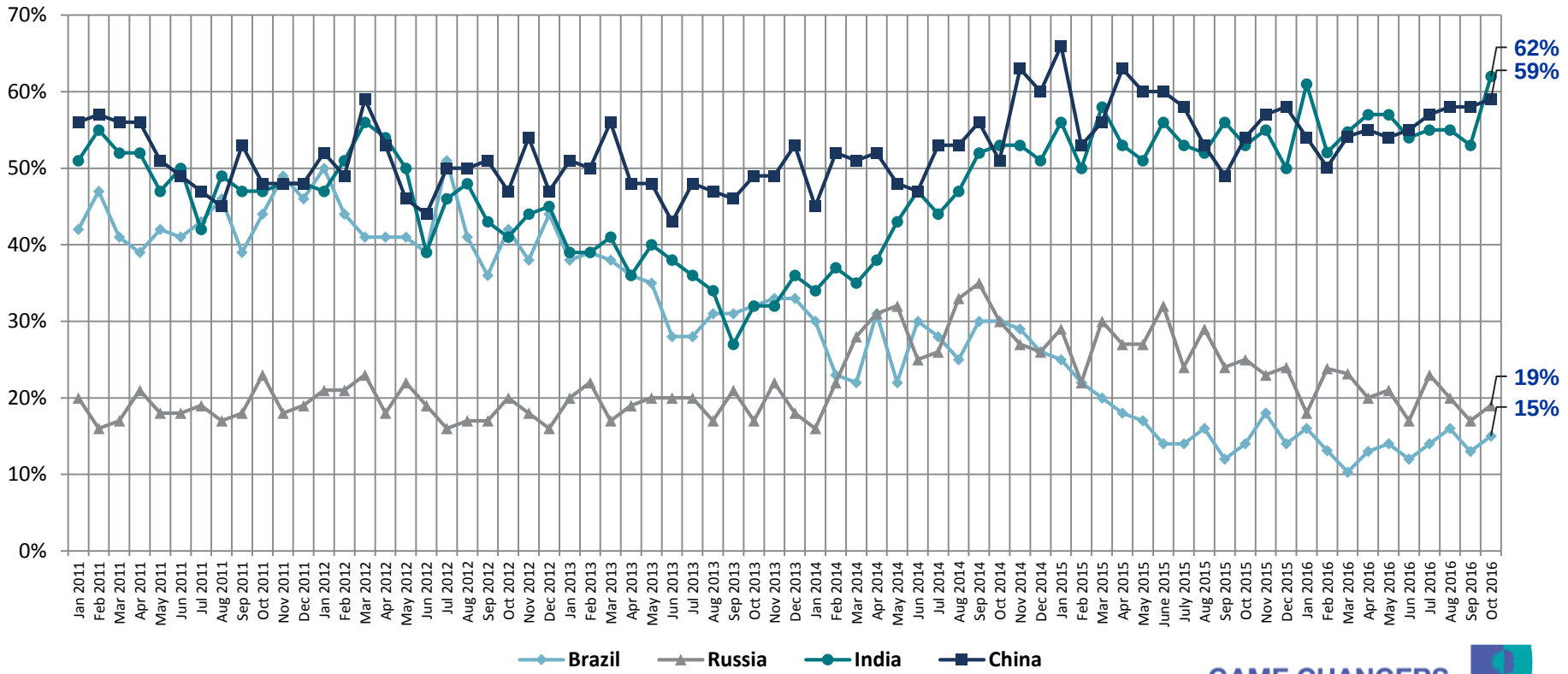
BRIC Countries - Assess the Strength of Their Local Economy



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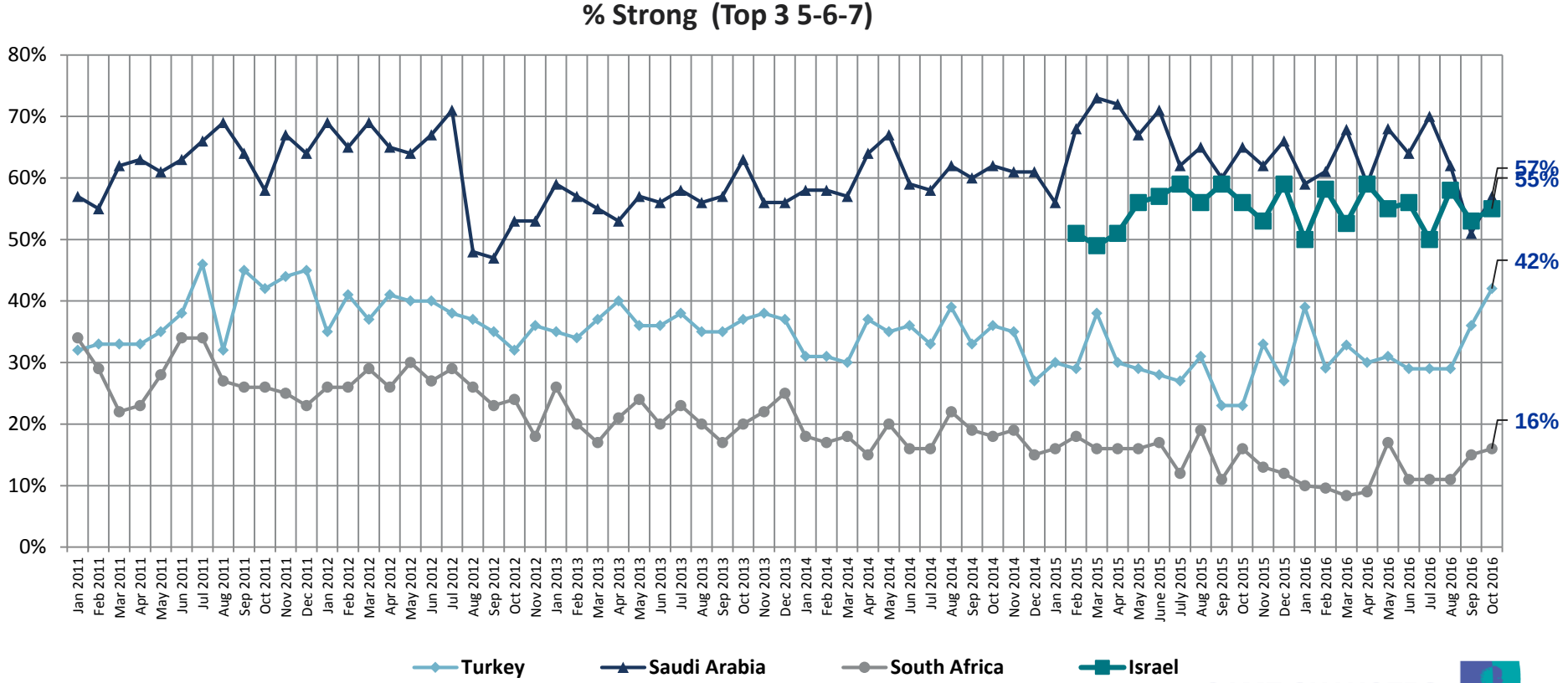
Middle East/African Countries - Assess the Strength of Their Local Economy



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❸ Assessing the Strength of The Local Economy…

…Six Months From Now

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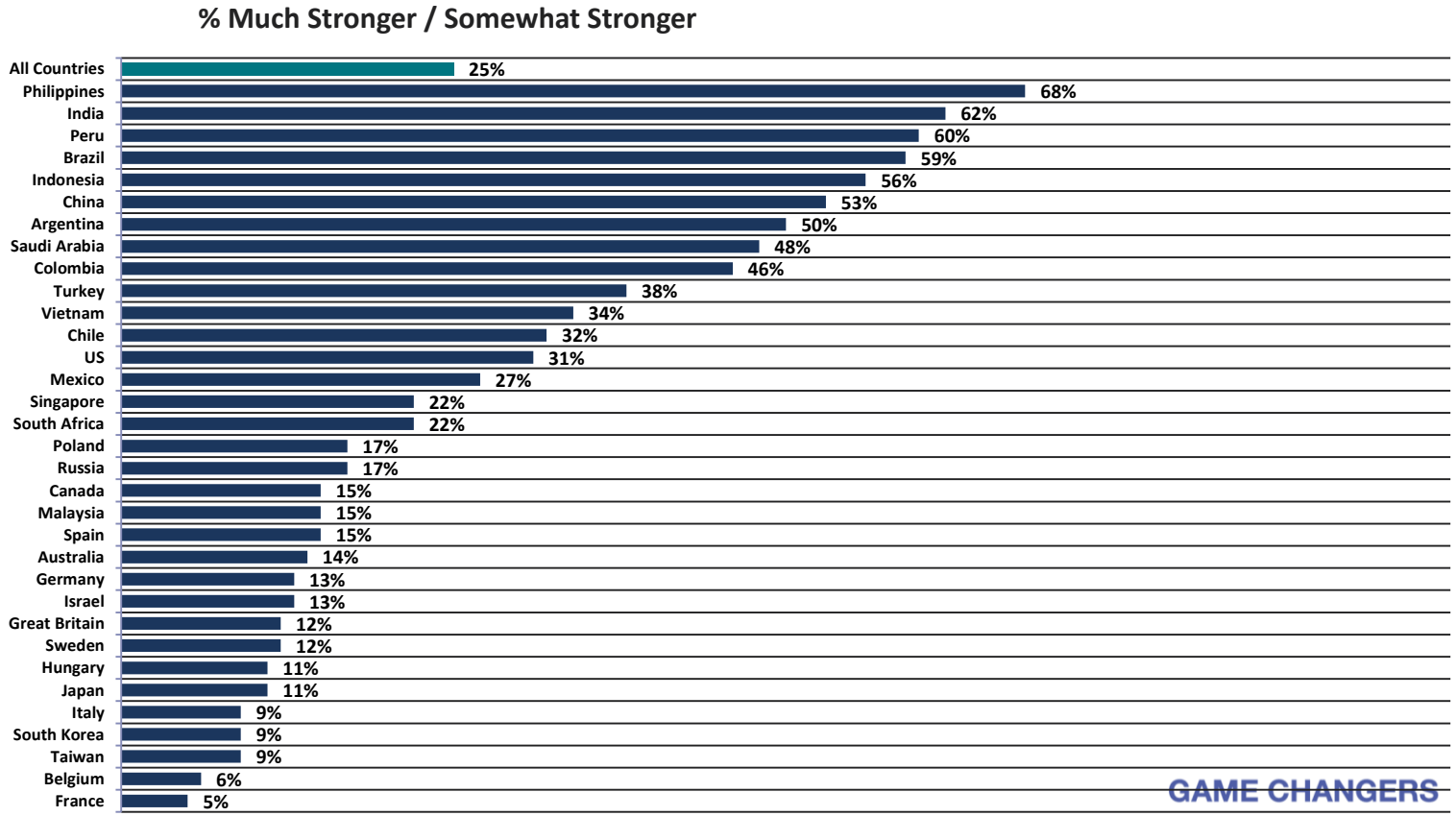
Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months…



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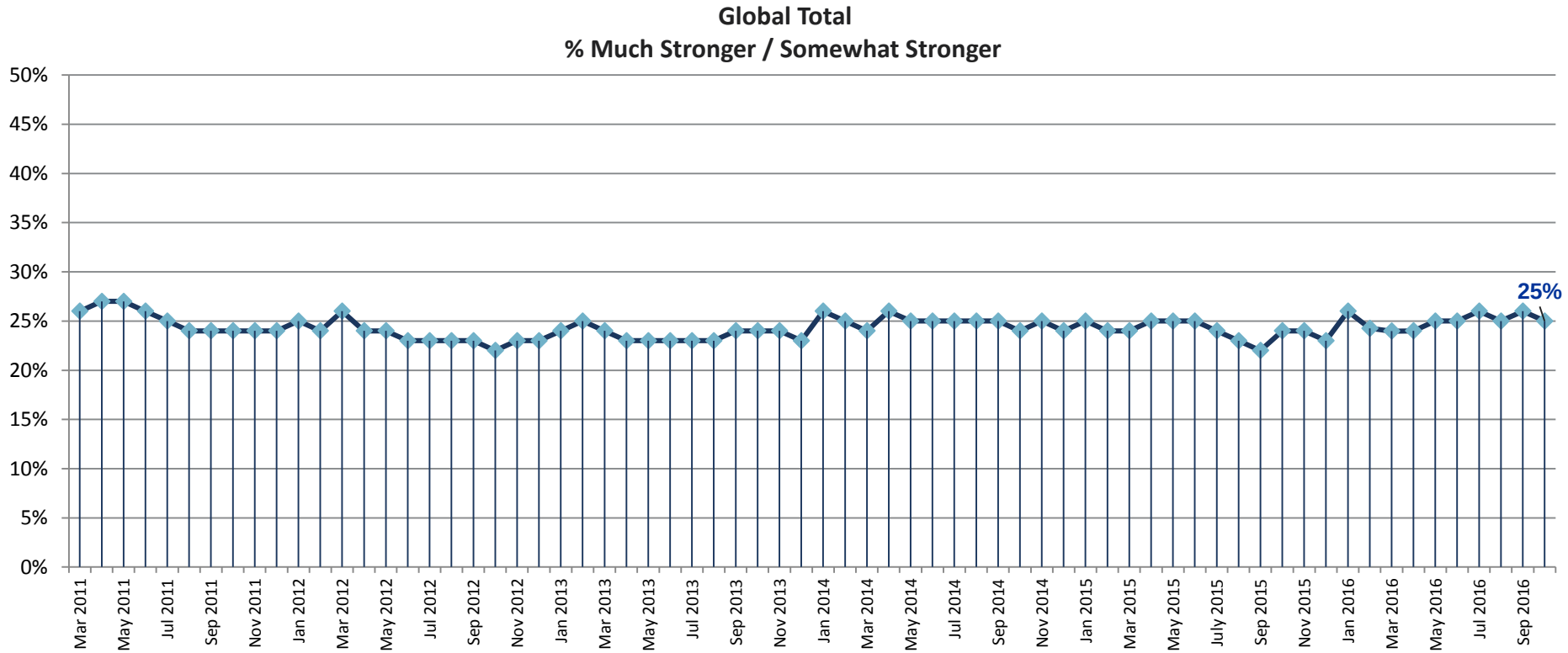
Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months…



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

	Oct '13	Nov '13	Dec '13	Jan '14	Feb '14	Mar '14	Apr '14	May '14	Jun '14	Jul '14	Aug '14	Sep '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	Apr '15	May '15	June '15	July '15	Aug '15	Sep '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar `16	Apr `16	May `16	Jun `16	Jul `16	Aug `16	Sep `16	Oct `16
Total	24%	24%	23%	26%	25%	24%	26%	25%	25%	25%	25%	25%	24%	25%	24%	25%	24%	24%	25%	25%	25%	24%	23%	22%	24%	24%	23%	26%	24%	24%	24%	25%	25%	26%	25%	26%	25%
Argentina	37%	41%	37%	39%	37%	33%	31%	31%	31%	33%	35%	31%	31%	34%	27%	33%	32%	32%	33%	34%	33%	36%	37%	35%	42%	61%	58%	65%	56%	49%	53%	59%	57%	54%	52%	53%	50%
Australia	21%	20%	18%	15%	16%	16%	17%	16%	13%	13%	15%	19%	18%	17%	18%	15%	17%	13%	18%	12%	17%	16%	15%	16%	20%	17%	19%	15%	14%	12%	14%	18%	17%	18%	16%	14%	14%
Belgium	12%	9%	10%	14%	11%	8%	8%	16%	9%	11%	10%	11%	10%	11%	6%	12%	10%	10%	11%	12%	14%	14%	12%	11%	9%	12%	9%	10%	10%	12%	7%	11%	8%	8%	12%	8%	6%
Brazil	62%	62%	61%	68%	64%	58%	58%	56%	57%	62%	57%	57%	64%	58%	57%	55%	51%	52%	53%	51%	51%	53%	52%	52%	52%	51%	53%	53%	53%	53%	54%	54%	55%	57%	56%	59%	59%
Canada	16%	20%	16%	18%	18%	18%	19%	18%	14%	18%	16%	18%	14%	18%	19%	18%	17%	16%	17%	19%	15%	16%	13%	16%	18%	24%	18%	15%	17%	16%	19%	20%	17%	18%	16%	17%	15%
China	39%	40%	44%	40%	40%	36%	41%	39%	37%	36%	42%	41%	37%	53%	46%	51%	44%	49%	50%	52%	52%	52%	46%	47%	44%	52%	49%	48%	41%	47%	49%	44%	49%	52%	50%	52%	53%
France	6%	3%	5%	6%	4%	5%	7%	6%	4%	3%	3%	2%	4%	4%	4%	4%	5%	5%	7%	5%	5%	5%	5%	4%	6%	5%	6%	11%	5%	5%	6%	8%	5%	6%	5%	5%	5%
Germany	16%	20%	21%	19%	19%	18%	21%	20%	17%	19%	16%	18%	14%	15%	14%	17%	21%	16%	16%	16%	15%	17%	16%	16%	17%	15%	16%	17%	15%	12%	15%	13%	16%	18%	13%	15%	13%
Great Britain	18%	20%	17%	20%	24%	21%	21%	21%	18%	19%	21%	20%	18%	19%	18%	19%	17%	21%	21%	22%	25%	19%	18%	19%	17%	14%	15%	16%	14%	12%	10%	12%	10%	12%	14%	12%	12%
Hungary	10%	11%	14%	17%	13%	12%	14%	14%	10%	11%	11%	13%	16%	11%	9%	8%	11%	10%	11%	8%	11%	10%	10%	8%	9%	12%	12%	11%	11%	11%	12%	9%	11%	12%	11%	13%	11%
India	42%	43%	46%	51%	48%	50%	53%	60%	70%	62%	61%	71%	69%	71%	65%	62%	64%	67%	59%	61%	66%	63%	56%	62%	63%	58%	56%	69%	57%	65%	63%	59%	61%	62%	60%	60%	62%
Israel																	8%	15%	18%	13%	18%	11%	10%	14%	10%	11%	11%	15%	13%	13%	9%	14%	17%	12%	14%	18%	13%
Italy	13%	9%	13%	14%	13%	15%	13%	16%	15%	15%	12%	10%	10%	9%	8%	14%	12%	11%	13%	11%	12%	12%	11%	11%	14%	13%	14%	14%	12%	11%	11%	9%	12%	9%	8%	10%	9%
Japan	18%	15%	15%	19%	18%	15%	13%	14%	13%	15%	12%	12%	10%	10%	12%	13%	14%	15%	17%	14%	14%	15%	13%	12%	12%	11%	13%	11%	11%	9%	10%	7%	9%	9%	8%	10%	11%
Mexico	32%	33%	27%	34%	34%	29%	31%	31%	31%	34%	26%	30%	32%	31%	30%	33%	38%	25%	30%	28%	30%	30%	30%	22%	41%	32%	24%	32%	31%	31%	26%	27%	30%	27%	28%	32%	27%
Peru																											47%	49%	53%	48%	47%	58%	58%	67%	69%	65%	60%
Poland	16%	13%	12%	17%	14%	14%	14%	17%	15%	17%	15%	15%	17%	18%	18%	13%	12%	15%	20%	16%	16%	17%	18%	16%	15%	14%	17%	13%	16%	14%	18%	16%	18%	18%	18%	15%	17%
Russia	15%	15%	15%	14%	17%	19%	26%	26%	24%	17%	34%	27%	27%	19%	20%	26%	18%	26%	25%	24%	33%	22%	30%	21%	20%	24%	21%	19%	31%	24%	21%	22%	20%	18%	16%	18%	17%
Saudi Arabia	48%	49%	51%	52%	49%	49%	59%	53%	56%	54%	55%	52%	48%	50%	51%	47%	60%	66%	58%	63%	66%	58%	58%	48%	55%	49%	53%	51%	51%	52%	51%	62%	58%	64%	52%	47%	48%
South Africa	15%	14%	16%	12%	13%	15%	11%	13%	15%	18%	16%	18%	15%	20%	16%	15%	16%	12%	13%	13%	11%	10%	13%	11%	12%	15%	11%	13%	13%	13%	15%	18%	16%	16%	16%	20%	22%
South Korea	18%	13%	13%	14%	15%	14%	18%	13%	10%	11%	12%	11%	10%	11%	9%	10%	11%	9%	12%	13%	11%	12%	9%	14%	11%	12%	10%	8%	10%	10%	10%	12%	10%	9%	10%	9%	9%
Spain	15%	19%	19%	18%	18%	19%	18%	19%	17%	19%	18%	20%	13%	17%	16%	20%	20%	20%	20%	20%	23%	21%	23%	22%	21%	21%	22%	23%	19%	19%	19%	14%	17%	16%	18%	15%	15%
Sweden	15%	11%	10%	13%	13%	15%	13%	20%	12%	12%	14%	13%	16%	16%	14%	11%	10%	11%	16%	13%	8%	16%	11%	11%	12%	8%	9%	9%	5%	10%	11%	14%	12%	16%	11%	15%	12%
Turkey	28%	26%	26%	24%	26%	26%	27%	25%	27%	24%	29%	22%	23%	25%	22%	26%	22%	22%	24%	24%	25%	20%	23%	23%	20%	32%	22%	35%	26%	24%	27%	24%	25%	26%	31%	32%	38%
United States	22%	22%	23%	25%	21%	19%	23%	23%	21%	22%	23%	21%	27%	26%	26%	29%	27%	29%	27%	28%	29%	24%	26%	24%	24%	25%	26%	23%	25%	26%	27%	29%	29%	31%	33%	31%	31%

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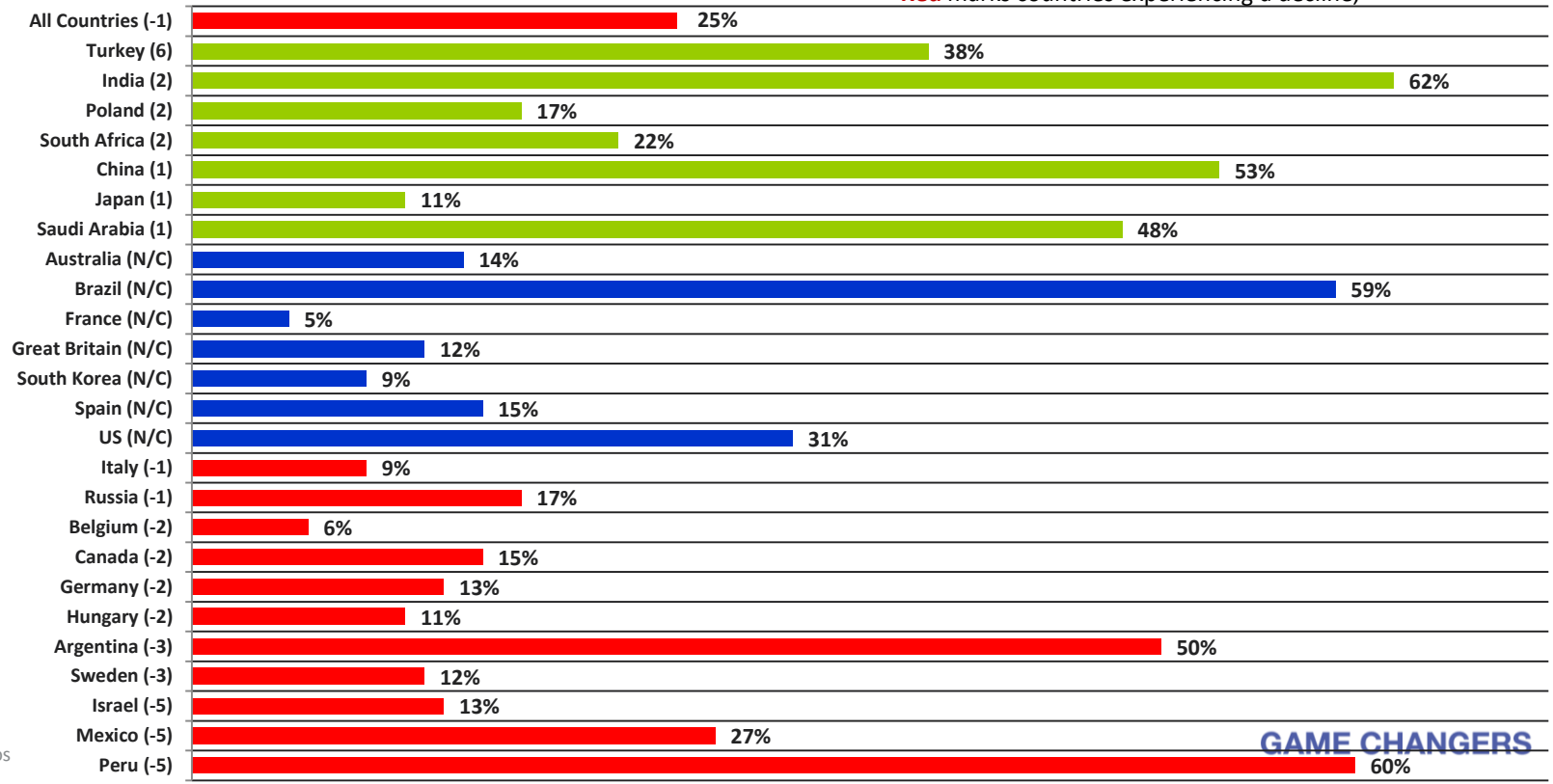
Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):

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



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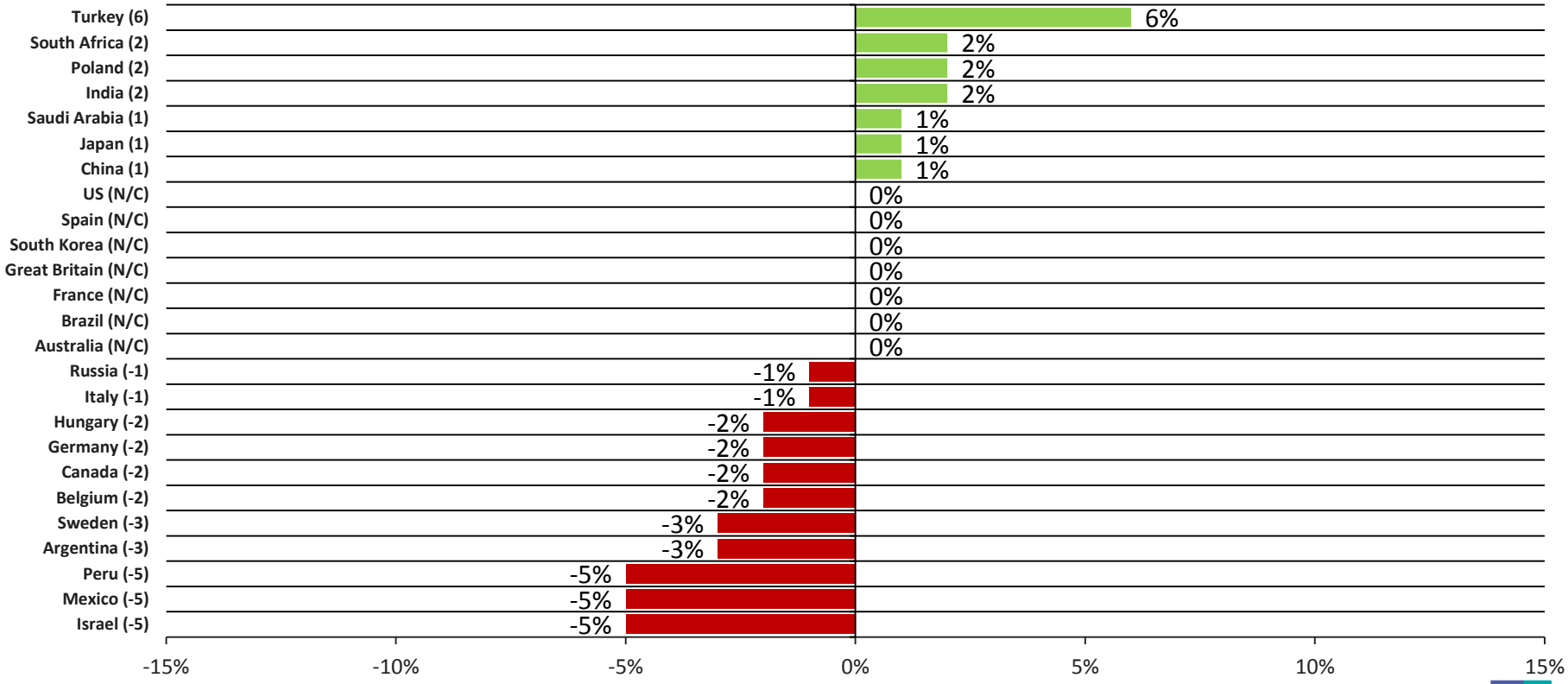
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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



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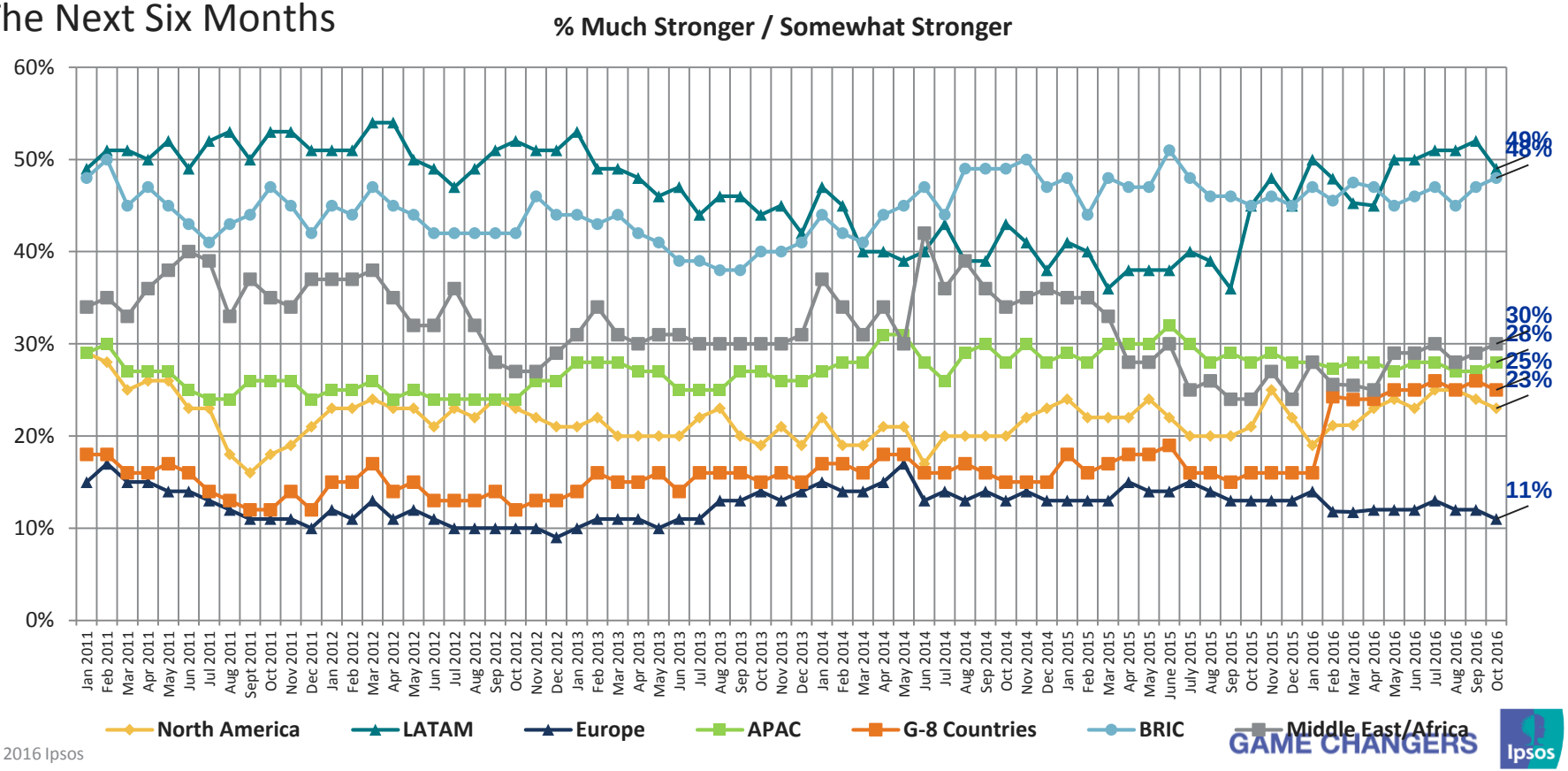
All Regions - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months



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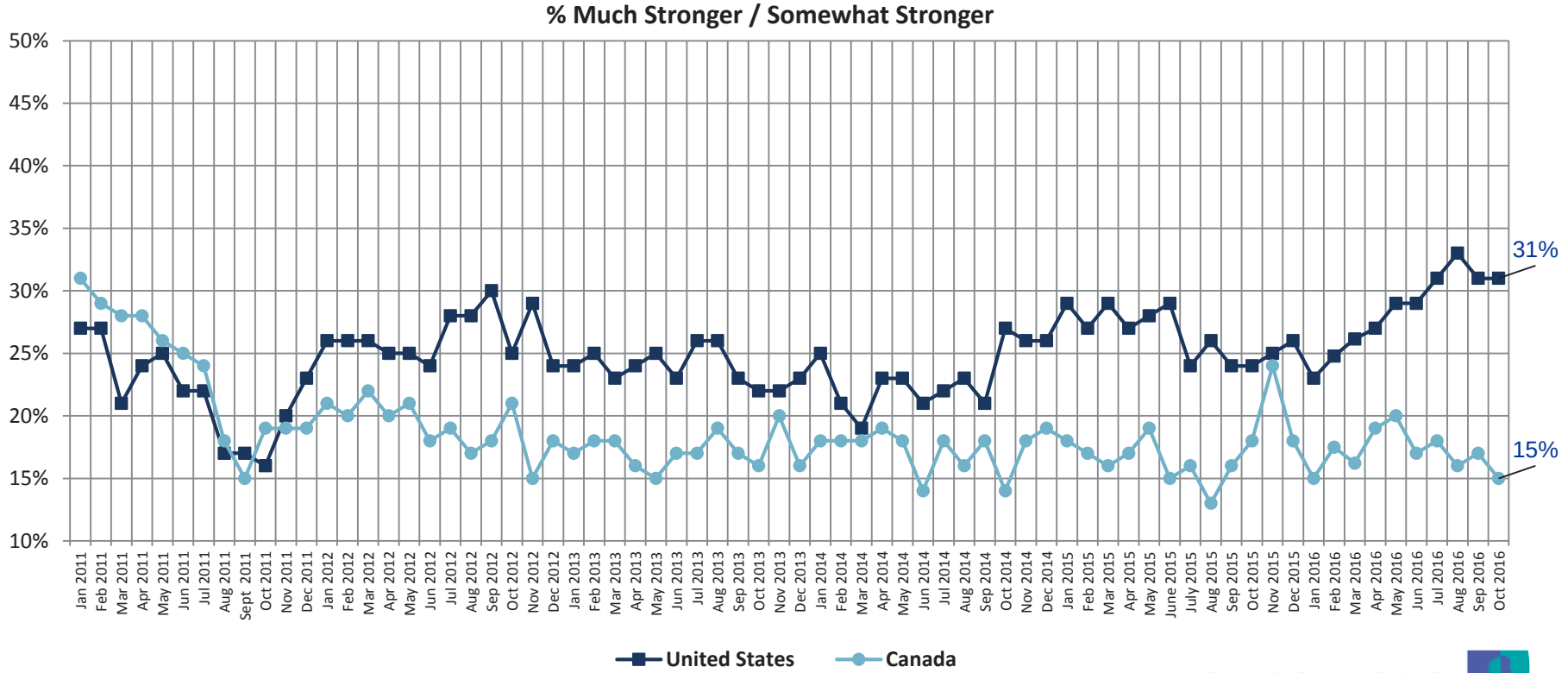
North American Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months



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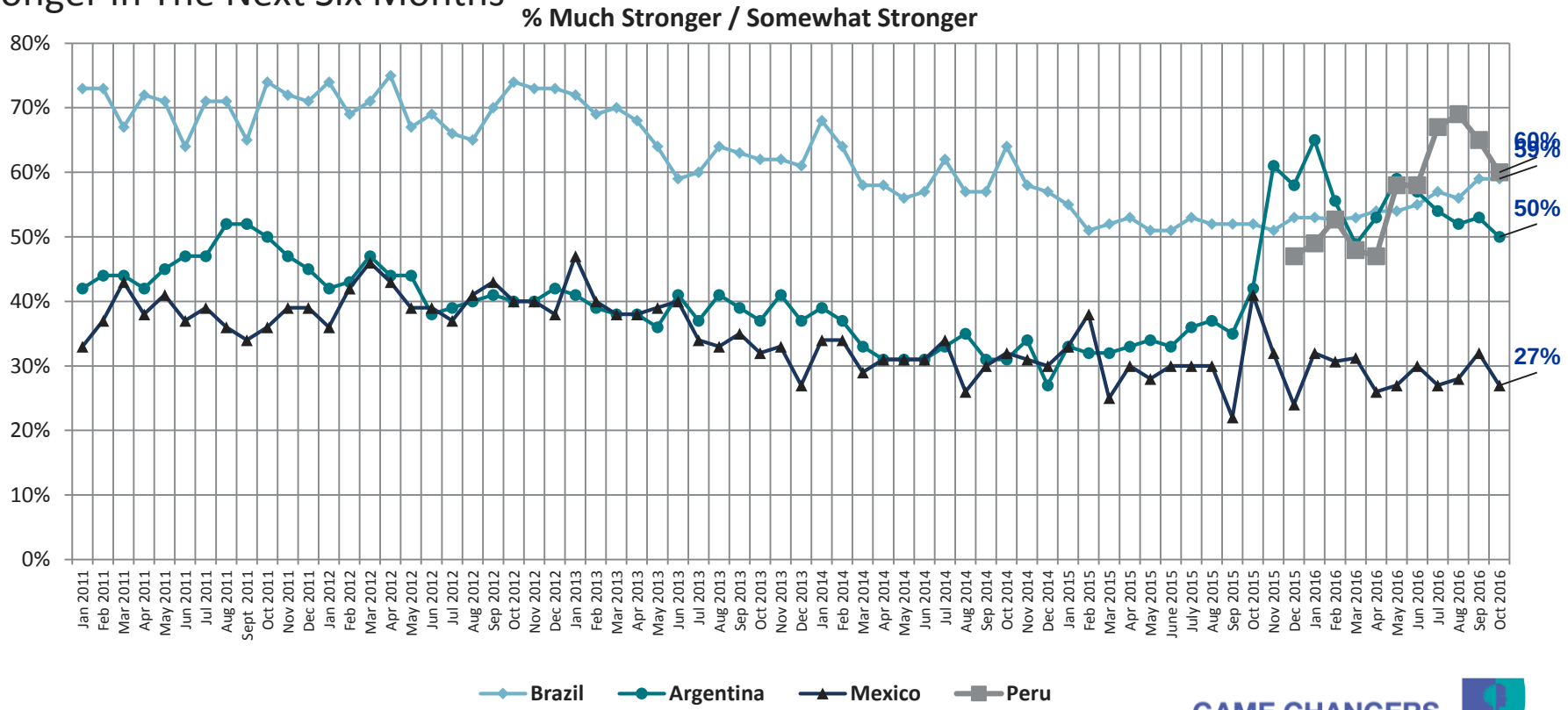
LATAM Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months



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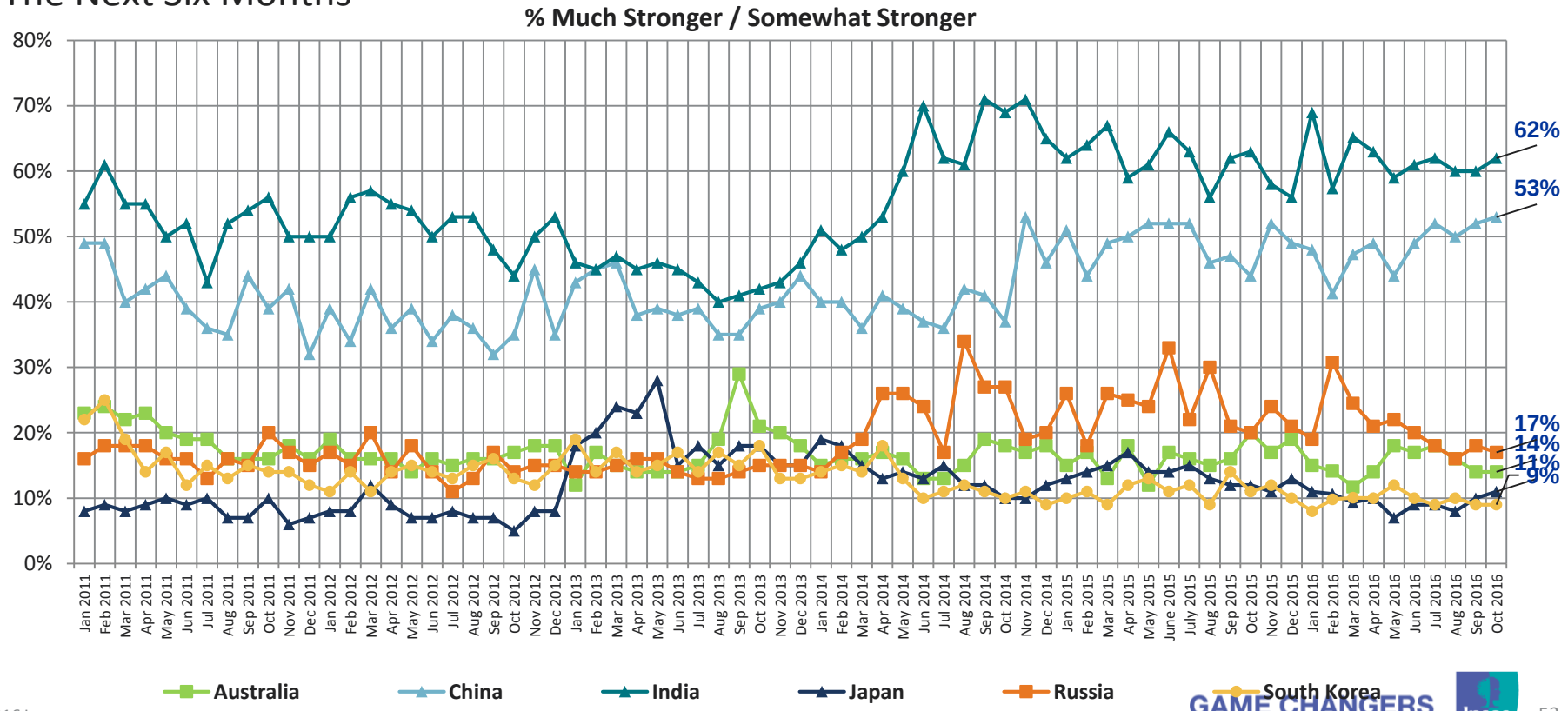
APAC Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months



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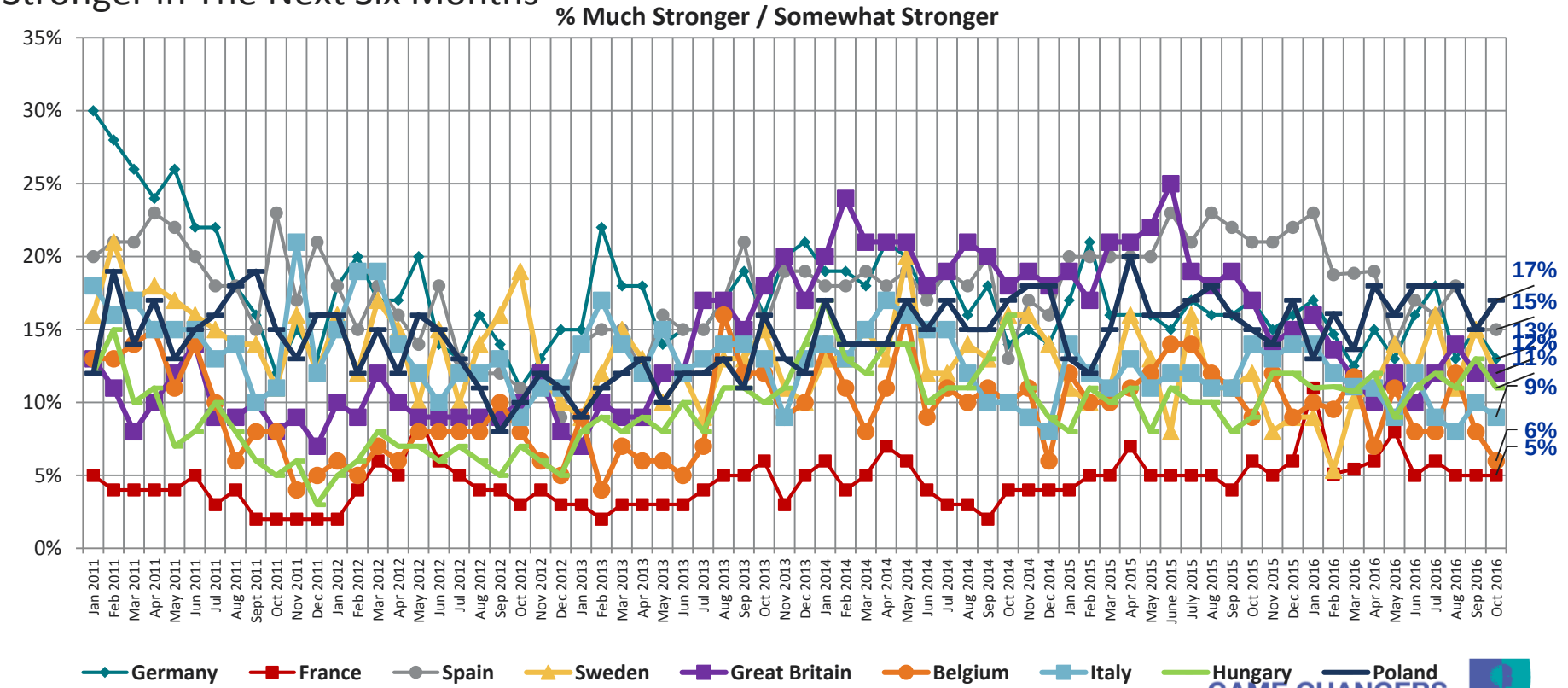
European Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months



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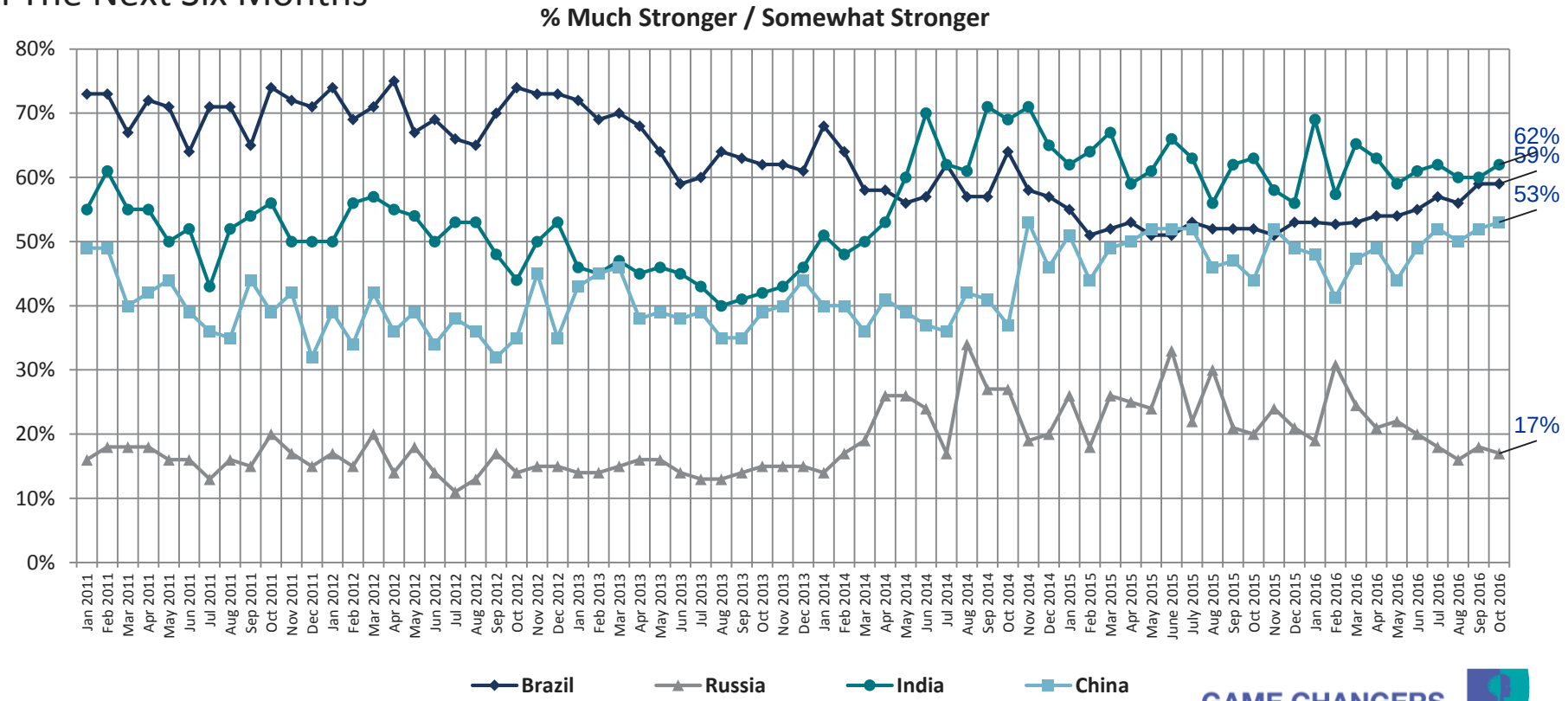
BRIC Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months



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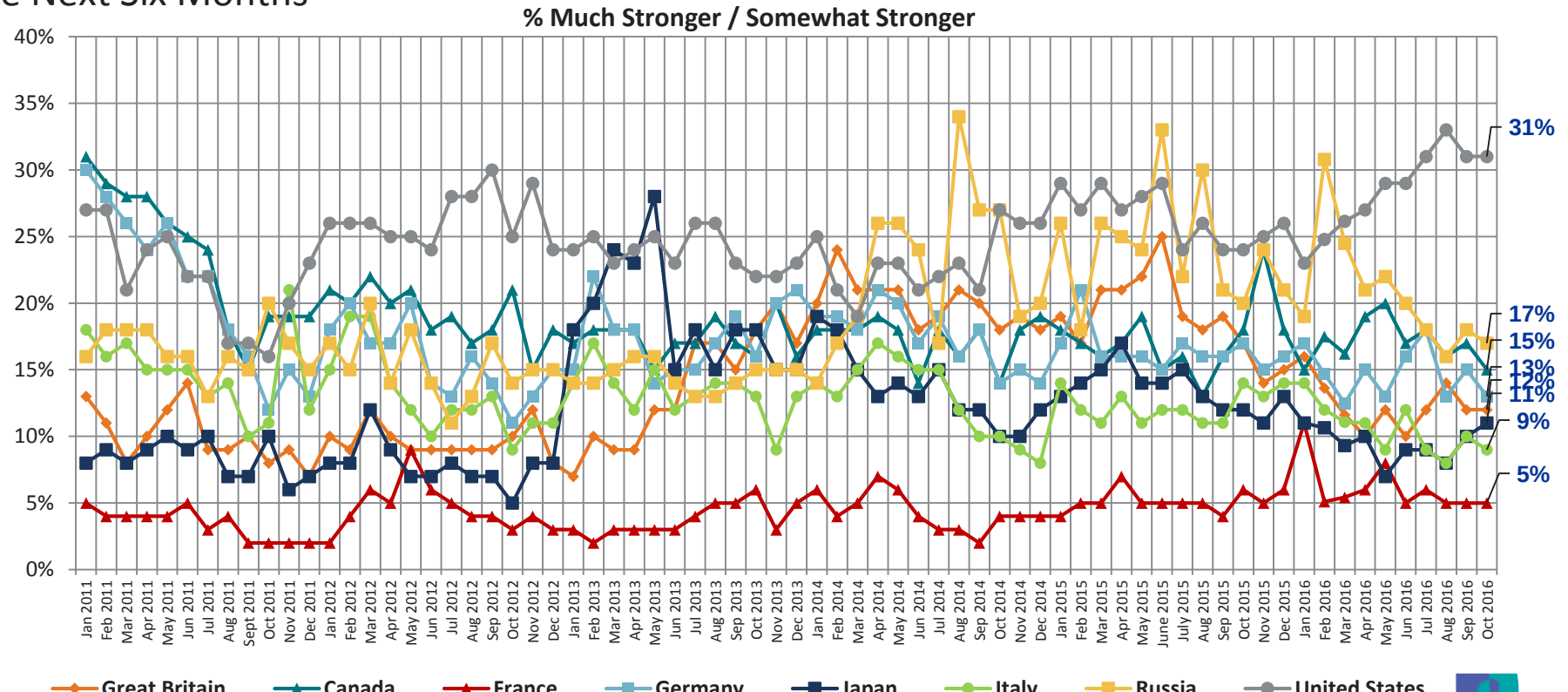
G8 Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months



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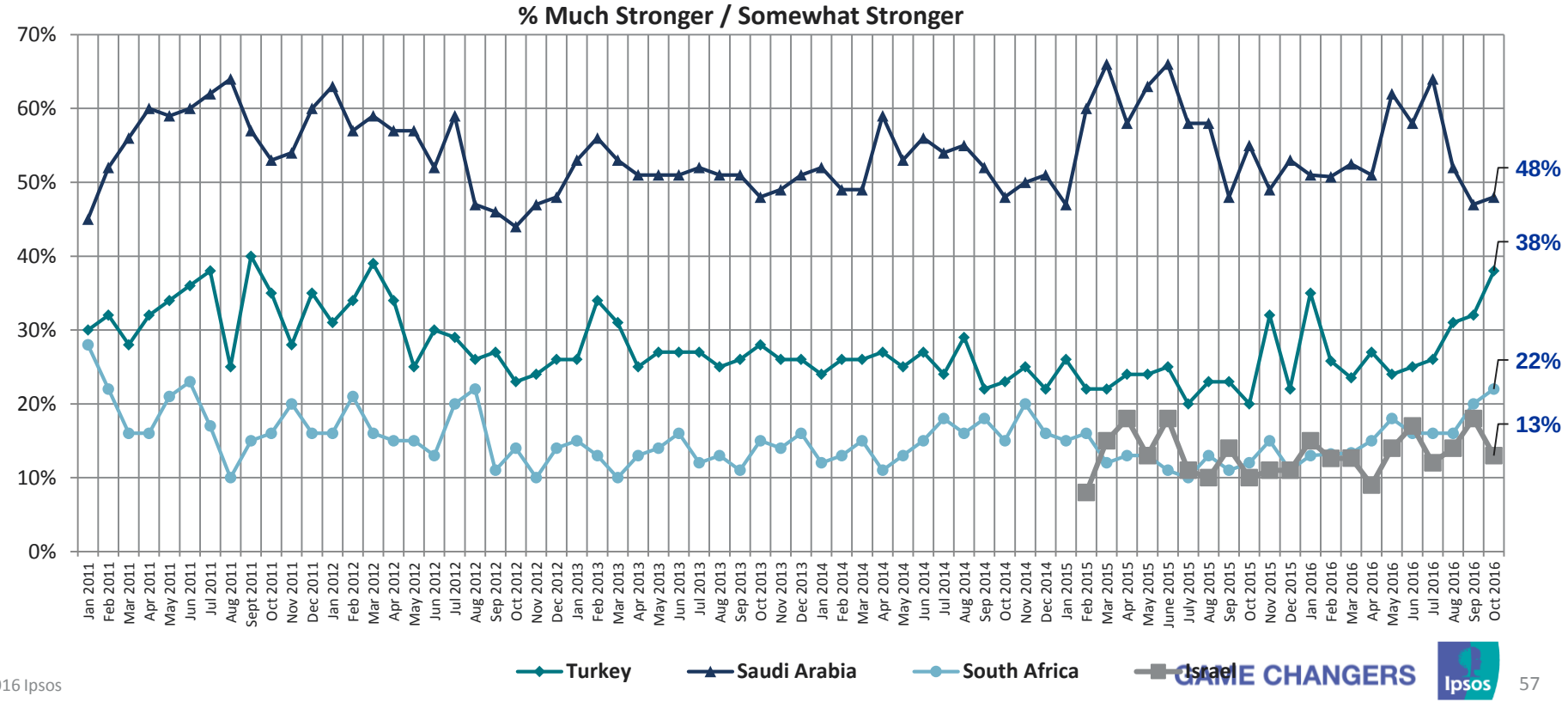
Middle East/African Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months



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