

Results for 12 Brazilian firms (own-firm changes expected during the next 12 months)

	Dec 2016	Sept 2016	Jun 2016	Mar 2015	Dec 2015
Weighted Averages for	Expected growth in next 12 months	Expected growth in next 12 months	Expected growth in next 12 months	Expected growth in next 12 months	Expected growth in next 12 months
Earnings growth*	-8.2%	5.1%	17.4%	-16.4% Median=-10%	1.0%
Capital spending	7.9%	3.2%	4.7%	3.4%	-5.5% Median=0%
Technology spending	8.7%	0.4%	1.8%	1.6%	2.1%
R&D spending	5.2%	2.7%	-1.0%	5.7%	-2.8%
Advertising and marketing spending	18.1%	-0.9%	-1.0%	-4.5%	-10.8% Median=0%
Employment – full-time	-1.9%	-4.8%	-4.3%	-7.3% Median=0%	-8.2% Median=-5%
Wages and Salaries	8.0%	4.7%	6.5%	7.6%	3.5%
Inflation (Chg in prices of own-firm products)	5.5%	5.9%	7.8%	4.6%	4.7%
Health Care Costs	15.3%	9.5%	6.2%	7.0%	4.1%
Revenue	13.4%	-0.3%	9.8%	4.8%	-1.3%

* indicates public firms only. All other numbers are for all survey respondents (including private). The reported averages are weighted by revenue or number of employees, so that large firms are weighted more heavily.

Brazilian BUSINESS OPTIMISM

	Dec 2016	Sept 2016	Jun 2016	Mar 2016	Dec 2015
	Compared to last qtr.	Compared to last qtr.	Compared to last qtr.	Compared to last qtr.	Compared to last qtr.
Optimism about the country's economy	More opt: 50.0% Less opt: 0% No chg:50.0%	More opt: 69.2% Less opt: 0% No chg:30.8%	More opt: 60.7% Less opt: 10.7% No chg:28.6%	More opt: 0% Less opt: 66.7% No chg:33.3%	More opt: 14.3% Less opt: 60.0% No chg:25.7%
Country optimism level	57.3	53.3	54.6	36.3	41.7
Optimism about own company	More opt: 50.0% Less opt: 8.3% No chg: 41.7%	More opt: 69.2% Less opt: 15.4% No chg: 15.4%	More opt: 50.0% Less opt: 10.7% No chg: 39.3%	More opt: 23.3% Less opt: 43.3% No chg: 33.3%	More opt: 34.3% Less opt: 42.9% No chg: 22.9%
Own company optimism level	63.7	62.1	59.6	54.5	53.6

Top Concerns for Brazilian Businesses

- Economic Uncertainty
- Government policy
- Weak demand for your product/services
- Corporate tax code
- Currency risk
- Inflation
- Cost of borrowing
- Access to capital
- Employee productivity
- Difficult attracting qualified employees