

Results for 169 European firms (own-firm changes expected during the next 12 months)

	Dec 2016	Sept 2016	Jun 2016	Mar 2016	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*	3.3%	5.2%	10.4%	4.5%	0.7%
Capital spending	2.7%	9.8%	6.5%	6.0%	3.7%
Advertising and marketing spending	1.7%	2.5%	0.2%	4.3%	2.6%
Technology spending	2.1%	4.6%	3.3%	5.8%	4.2%
R&D spending	2.1%	2.6%	7.0%	5.0%	5.4%
Employment – full-time	0.4%	1.1%	5.6%	0.0%	3.6%
Wages and Salaries	1.2%	1.7%	1.7%	1.4%	3.3%
Inflation (Chg in prices of own-firm products)	-0.3% Median=0.5%	1.1%	1.8%	1.4%	0.5%
Health Care Costs	0.5%	0.8%	1.5%	1.8%	1.5%
Revenue	3.8%	5.6%	5.2%	5.3%	5.1%

\* indicates public firms only. All other numbers for all survey respondents (including private)

European BUSINESS OPTIMISM

	Dec 2016	Sept 2015	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: 40.1% Less opt: 22.8% No chg: 37.1%	More opt: 27.7% Less opt: 30.8% No chg: 41.5%	More opt: 33.6% Less opt: 29.7% No chg: 36.7%	More opt: 17.8% Less opt: 44.4% No chg: 37.9%	More opt: 41.4% Less opt: 25.3% No chg: 33.3%
Country optimism level	56.6	56.3	55.3	53.0	58.4
Optimism about own company	More opt: 38.7% Less opt: 25.0% No chg: 36.3%	More opt: 38.8% Less opt: 23.1% No chg: 38.1%	More opt: 34.9% Less opt: 31.8% No chg: 33.3%	More opt: 34.5% Less opt: 26.8% No chg: 38.7%	More opt: 54.5% Less opt: 24.2% No chg: 21.2%
Own company optimism level	60.6	63.4	58.6	62.5	65.2

Top Concerns for European Businesses

- Economic Uncertainty
- Government policy
- Regulatory requirements
- Weak demand for your product/services
- Attracting and retaining qualified employee
- Currency risk
- Employee morale
- Employee productivity
- Data security
- Access to capital