

Results for 148 European firms (own-firm changes expected during the next 12 months)

	Dec 2017	Sept 2017	Jun 2017	Mar 2017	Dec 2016
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*	3.6%	6.2%	3.2%	15.4% Median = 5%	3.3%
Capital spending	4.8%	6.6%	8.2%	6.7%	2.7%
Advertising and marketing spending	0.9%	4.9%	3.9%	2.8%	1.7%
Technology spending	3.0%	5.2%	6.9%	4.8%	2.1%
R&D spending	6.3%	3.2%	6.7%	3.9%	2.1%
Employment – full-time	3.9%	0.4%	1.7%	0.3%	0.4%
Wages and Salaries	2.6%	2.7%	3.4%	2.0%	1.2%
Inflation (Chg in prices of own-firm products)	1.1%	1.5%	1.7%	1.2%	-0.3% Median=0.5%
Health Care Costs	1.3%	1.2%	2.2%	2.0%	0.5%
Revenue	5.6%	7.0%	5.6%	6.4%	3.8%

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

European BUSINESS OPTIMISM

	Dec 2017	Sept 2017	Jun 2017	Mar 2017	Dec 2016
	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: 47.9% Less opt: 15.8% No chg: 36.3%	More opt: 63.1% Less opt: 14.4% No chg: 22.5%	More opt: 62.3% Less opt: 9.2% No chg: 28.5%	More opt: 41.1% Less opt: 20.0% No chg: 38.9%	More opt: 40.1% Less opt: 22.8% No chg: 37.1%
Country optimism level	66.9	63.4	61.2	55.7	56.6
Optimism about own company	More opt: 51.0% Less opt: 19.0% No chg: 29.9%	More opt: 42.9% Less opt: 17.4% No chg: 39.8%	More opt: 44.2% Less opt: 13.2% No chg: 42.6%	More opt: 46.5% Less opt: 20.5% No chg: 33.0%	More opt: 38.7% Less opt: 25.0% No chg: 36.3%
Own company optimism level	68.7	64.0	63.1	62.3	60.6

Top Concerns for European Businesses

- Attracting and retaining qualified employee
- Regulatory requirements
- Data security
- Government policies
- Economic Uncertainty
- Currency risk
- Weak demand for your product/services
- Employee productivity
- Geopolitical/health crises
- Employee morale