

Results for 122 Latin American firms (own-firm changes expected during the next 12 months)

	Dec 2018	Sept 2018	Jun 2018	Mar 2018	Dec 2017
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*	7.8%	8.0%	8.3%	17.0% Median = 10.0%	18.9% Median = 15%
Capital spending	2.2% Median=3.0%	1.4% Median=0.0%	2.5% Median=0.0%	6.1%	4.5%
Advertising and marketing spending	3.6%	3.9%	4.2%	5.0%	4.0%
Technology spending	4.2%	4.8%	3.2%	7.5%	4.3%
R&D spending	3.8%	3.7%	2.1%	5.4%	3.2%
Employment – full-time	2.0% Median=0%	2.6% Median=0.0%	2.2% Median=2.0%	3.5%	0.4%
Wages and Salaries	3.7% Median=4.0%	4.4% Median=4.0%	4.0% Median=4.0%	5.0%	3.5%
Inflation (Chg in prices of own-firm products)	3.6%	3.8%	4.1%	4.3%	3.1%
Health Care Costs	4.8%	7.7%	4.3%	5.8%	5.0%
Revenue	10.7%	8.9%	5.0%	10.3%	7.0%

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

Latin America BUSINESS OPTIMISM

	Dec 2018	Sept 2018	Jun 2018	Mar 2018	Dec 2017
	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: 36.4% Less opt: 19.8% No chg: 43.8%	More opt: 41.5% Less opt: 15.3% No chg: 43.2%	More opt: 35.3% Less opt: 24.0% No chg: 40.7%	More opt: 53.5% Less opt: 19.8% No chg: 26.7%	More opt: 60.3% Less opt: 20.5% No chg: 19.2%
Country optimism level	62.6	56.4	60.3	62.5	61.4
Optimism about own company	More opt: 67.8% Less opt: 15.7% No chg: 16.5%	More opt: 56.5% Less opt: 6.5% No chg: 36.9%	More opt: 41.9% Less opt: 16.2% No chg: 41.9%	More opt: 61.9% Less opt: 15.5% No chg: 22.6%	More opt: 58.4% Less opt: 20.1% No chg: 21.4%
Own company optimism level	68.7	66.2	64.6	68.1	66.4

Top Concerns for Latin American Businesses

- Economic uncertainty
- Government policies
- Weak demand for products/services
- Currency risk
- Access to capital
- Regulatory requirements
- Cost of borrowing
- Corporate tax code
- Raising input or commodity costs
- Employee productivity