



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





These are the findings of the *Global @dvisor* Wave 66 (G@66), an Ipsos survey conducted between February 3rd and February 17th , 2015.

- The survey instrument Global @dvisor is conducted monthly in 24 countries via the Ipsos Online Panel system. One extra country (Egypt) was surveyed by telephone.
- For the results of the survey herein, a total sample of 18,235 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, was interviewed between February 3rd and February 17th , 2015. Approximately 1000+ individuals were surveyed in Australia, Brazil, Canada, China, France, Germany, Great Britain, Italy, Israel, Japan, Spain and the United States. Approximately 500+ individuals were surveyed in Argentina, Belgium, Hungary, India, Mexico, Poland, Russia, South Africa, South Korea, Sweden, Turkey and Saudi Arabia. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.
- The results reported include n=504 in Egypt conducted via CATI (telephone) methodology and has a margin of error of +/- 4.4% points, 19 times out of 20.
- In countries where internet penetration is approximately 60% or higher the data output is comparable the general population. Of the 25 countries surveyed online, 15 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and United States. The eight remaining countries surveyed –Brazil (45.6% Internet penetration among the citizenry), China (41%), India (11.4%), Mexico (36.5%), Russia (47.7%), Saudi Arabia (49%), South Africa (17.4%) and Turkey (45.7%)—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”.

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?



Global Economic Pulse Welcomes Israel This Month

- Four in ten (40%) respondents around the world rate their national economies as 'good'. Israel is very much in line with those numbers, with 36% of respondents think the same of their national economy.
- Half (51%) of Israelis agree that the economy in their local area is "good" compared to the global average of 30%.
- The future economic outlook is a little less optimistic as only one in ten (8%) Israel citizens expect their local economy will be stronger six months from now compared to the global average of 24%.

- Maurice Kahoonay**, Country Manager, Israel:

"Israel's GDP rose 2.8% in 2014, compared with 3.2% in 2013 and 3.0% in 2012. GDP per capita is ~\$33K and it rose 0.8% in 2014.

Along with relatively high scores on macroeconomic measures (including low unemployment level) - still some uncertainty exists on the personal and micro level (reflected in "the future economic outlook"). A duality is also reflected in the relatively high scores for happiness (81%) as opposed to 22% only that report they are satisfied with how things are going in the country. Such contradictory trends might be better understood in light of the general elections to be held on March 17th - only 24 months after the latest elections in January 2013."



National economy: 36%
Local economy: 51%
Future local economy: 8%

Global Average of National Economic Assessment Down One Point: 40%

- Starting the new year on a positive note, the average **global economic assessment of national economies surveyed in 24 countries is down one point as 40% of global citizens rate their national economies to be ‘good’.**
- Saudi Arabia (94%) solidifies its position at the top of the national economic assessment, followed by India (80%), Germany (76%), Sweden (73%), China (71%), and Egypt (61%). The lowest average global economic assessment this month is in Italy (8%). Close behind are France (10%), Brazil (12%), Spain (12%), South Korea (13%) and Hungary (16%).
- *Countries with the greatest improvements in this wave:* Saudi Arabia (94%, +7 pts.), Belgium (39%, +6 pts.), Japan (26%, +3 pts.), Argentina (24%, +3 pts.), Mexico (22%, +3 pts.), France (10%, +3 pts.), Russia (28%, +2 pts.), Sweden (73%, +1 pts.), South Africa (27%, +1 pts.) and Spain (12%, +1 pts.).
- *Countries with the greatest declines:* China (71%, -9 pts.), Egypt (61%, -6 pts.), Germany (76%, -5 pts.), Brazil (12%, -5 pts.), Canada (59%, -4 pts.), the United States (47%, -4 pts.), Australia (56%, -2 pts.) Great Britain (44%, -2 pts), Turkey (43%, -2 pts), and Poland (25%, -1 pts.).

Global Average of Local Economic Assessment (30%) Up One Point

- When asked to assess their local economies, 30% agree the state of the current economy in their local area is 'good,' on the global aggregate level. The local economic assessment up one point since last sounding.
- Saudi Arabia (68%) regains the top position in the local economic assessment average. Sweden (59%) is in the distant second, followed by China (53%), Germany (53%), Israel (51%), India (50%) and Canada (40%). Small minority assess their local economy as 'good' in Italy (11%) followed by Hungary (12%), South Korea (13%), Spain (13%), France (15%), Japan (15%) and Mexico (15%).
- *Countries with the greatest improvements in this wave:* Saudi Arabia (68%, +12 pts.), Egypt (35%, +7 pts.), Sweden (59%, +5 pts.), Belgium (23%, +3 pts.), France (15%, +3 pts.), Japan (15%, +3 pts.), Spain (13%, +3 pts.), Argentina (19%, +2 pts.) and South Africa (18%, +2 pts.).
- *Countries with the greatest declines:* China (53%, -13 pts.), Russia (22%, -7 pts.), India (50%, -6 pts.), Germany (53%, -3 pts.), Brazil (22%, -2 pts.) the United States (38%, -2 pts.), Australia (35%, -2 pts.), Poland (17%, -2 pts.) and Mexico (15%, -2 pts.).

Global Average of Future Outlook for Local Economy (24%) Down One Point

- The future outlook average loses one point, as one quarter (24%) of global citizens expect their local economy will be stronger six months from now.
- India (64%) remains in the lead of the future outlook assessment, followed by Saudi Arabia (60%), Brazil (51%), China (44%), Egypt (44%), Mexico (38%) and Argentina (32%). Once again, only a fistful in France (5%) expect their local economy to be strong six months from now, followed by Israel (8%), Belgium (10%), Sweden (10%), Hungary (11%), South Korea (11%), Italy (12%), Poland (12%) and Japan(14%).
- *Countries with the greatest improvements in this wave:* Saudi Arabia (60%, +13 pts.), Mexico (38%, +5 pts.), Germany (21%, +4 pts.), Hungary (11%, +3 pts.), India (64%, +2 pts.), and Australia (17%, +2 pts.).
- *Countries with the greatest declines:* Russia (18%, -8 pts.), China (4%, -7 pts.), Egypt (44%, -6 pts.), Brazil (51%, -4 pts.), Turkey (22%, -4 pts.), the United States (27%, -2 pts.), Great Britain (17%, -2 pts.), Italy (12%, -2 pts.) and Belgium (10%, -2 pts.).

1. National Economic Assessments: Countries at a Glance Compared to the Last Wave...

Those Countries Where the National 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	
Saudi Arabia	94%	Saudi Arabia	▲	7	China	▼	9	Italy	8%
India	80%	Belgium	▲	6	Egypt	▼	6	France	10%
Germany	76%	Japan	▲	3	Germany	▼	5	Brazil	12%
Sweden	73%	Argentina	▲	3	Brazil	▼	5	Spain	12%
China	71%	Mexico	▲	3	Canada	▼	4	South Korea	13%
Egypt	61%	France	▲	3	US	▼	4	Hungary	16%
Canada	59%	Russia	▲	2	Australia	▼	2	Mexico	22%
Australia	56%	Sweden	▲	1	Great Britain	▼	2	Argentina	24%
US	47%	South Africa	▲	1	Turkey	▼	2	Japan	26%
Great Britain	44%	Spain	▲	1	Poland	▼	1	Poland	27%
Turkey	43%							South Africa	27%
Belgium	39%							Russia	28%
Israel	36%								

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?

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)
Middle East/Africa	56%	N/C
North America	53%	▼4%
BRIC	48%	▼3%
APAC	46%	▼1%
G-8 Countries	37%	▼1%
Europe	34%	N/C
LATAM	19%	N/C

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. 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	
Saudi Arabia	68%	Saudi Arabia	▲	12	China	▼	13	Italy	11%
Sweden	59%	Egypt	▲	7	Russia	▼	7	Hungary	12%
China	53%	Sweden	▲	5	India	▼	6	South Korea	13%
Germany	53%	Belgium	▲	3	Germany	▼	3	Spain	13%
Israel	51%	France	▲	3	Brazil	▼	3	France	15%
India	50%	Japan	▲	3	US	▼	2	Japan	15%
Canada	40%	Spain	▲	3	Australia	▼	2	Mexico	15%
US	38%	Argentina	▲	2	Poland	▼	2	Poland	17%
Australia	35%	South Africa	▲	2	Mexico	▼	2	South Africa	18%
Egypt	35%	South Korea	▲	1	Canada	▼	1	Argentina	19%
Great Britain	32%	Italy	▲	1	Great Britain	▼	1	Brazil	22%
Turkey	29%				Turkey	▼	1	Russia	22%
Belgium	23%								

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

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)
North America	39%	▼2%
Middle East/Africa	38%	▲6%
BRIC	37%	▼7%
APAC	32%	▼4%
G-8 Countries	28%	▼1%
Europe	26%	▲1%
LATAM	19%	▼1%

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. 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	64%	Saudi Arabia	▲	13	Russia	▼	8	France	5%
Saudi Arabia	60%	Mexico	▲	5	China	▼	7	Israel	8%
Brazil	51%	Germany	▲	4	Egypt	▼	6	Belgium	10%
China	44%	Hungary	▲	3	Brazil	▼	4	Sweden	10%
Egypt	44%	India	▲	2	Turkey	▼	4	Hungary	11%
Mexico	38%	Australia	▲	2	US	▼	2	South Korea	11%
Argentina	32%	South Africa	▲	1	Great Britain	▼	2	Italy	12%
US	27%	Japan	▲	1	Italy	▼	2	Poland	12%
Turkey	22%	South Korea	▲	1	Belgium	▼	2	Japan	14%
Germany	21%	France	▲	1	Argentina	▼	1	South Africa	16%
Spain	20%				Canada	▼	1	Australia	17%
Russia	18%				Poland	▼	1	Canada	17%
					Sweden	▼	1	Great Britain	17%

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?

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)
BRIC	44%	▼ 4%
LATAM	40%	▼ 1%
Middle East/Africa	35%	N/C
APAC	28%	▼ 1%
North America	22%	▼ 2%
G-8 Countries	16%	▼ 2%
Europe	13%	N/C

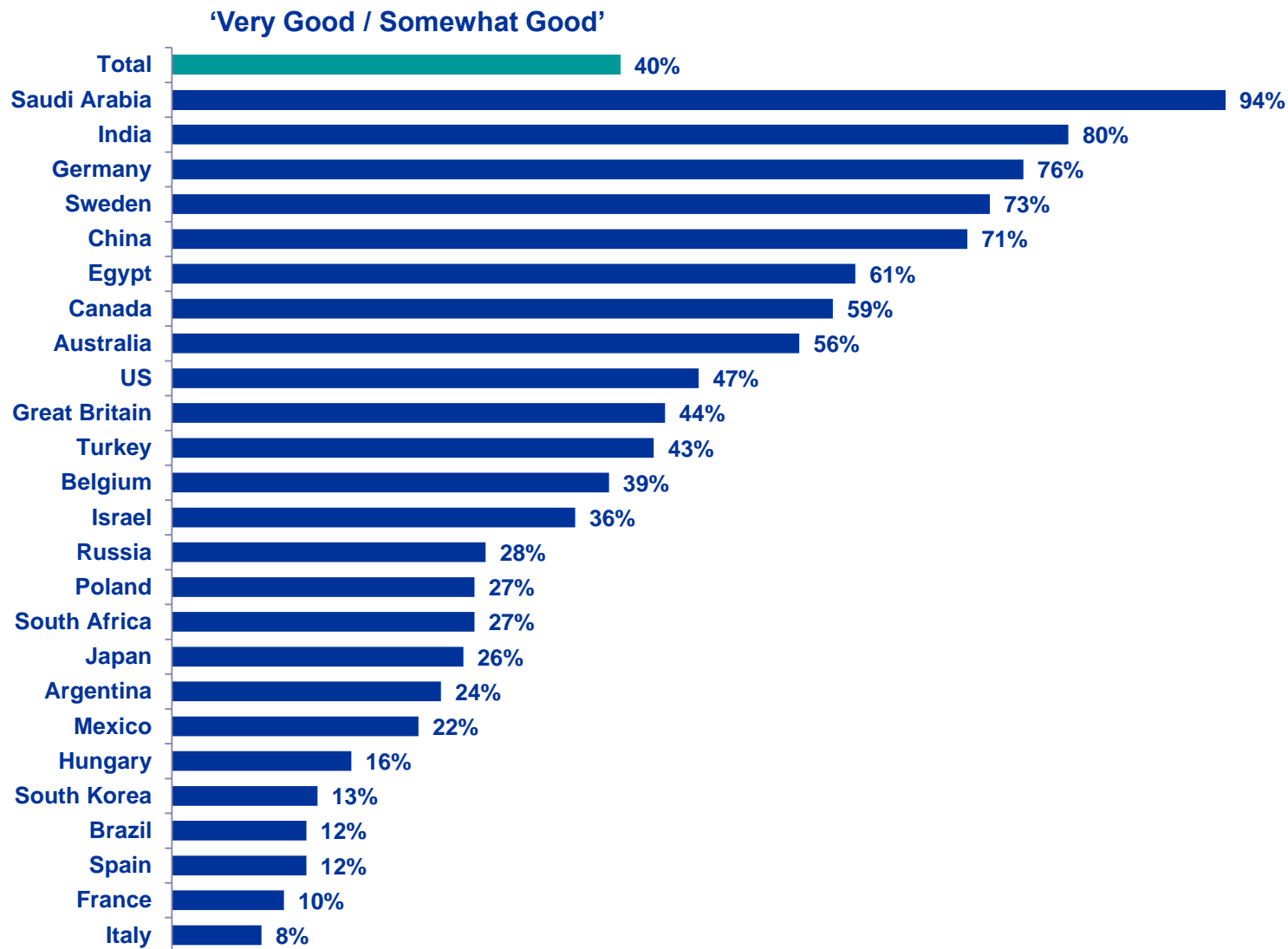
DETAILED FINDINGS

① Assessing The Current Economic Situation ...

...in Their Country

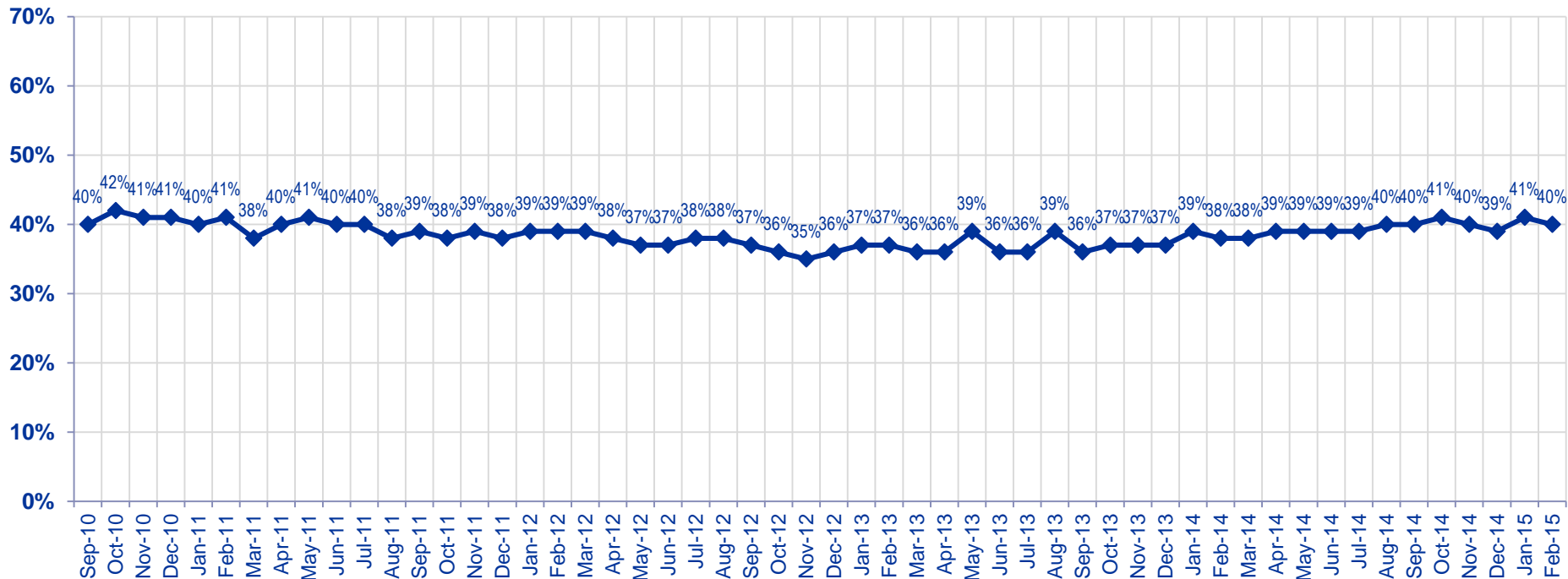


Global Citizens Assess the Current Economic Situation in their Country as “Good”



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?

Total Good



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”

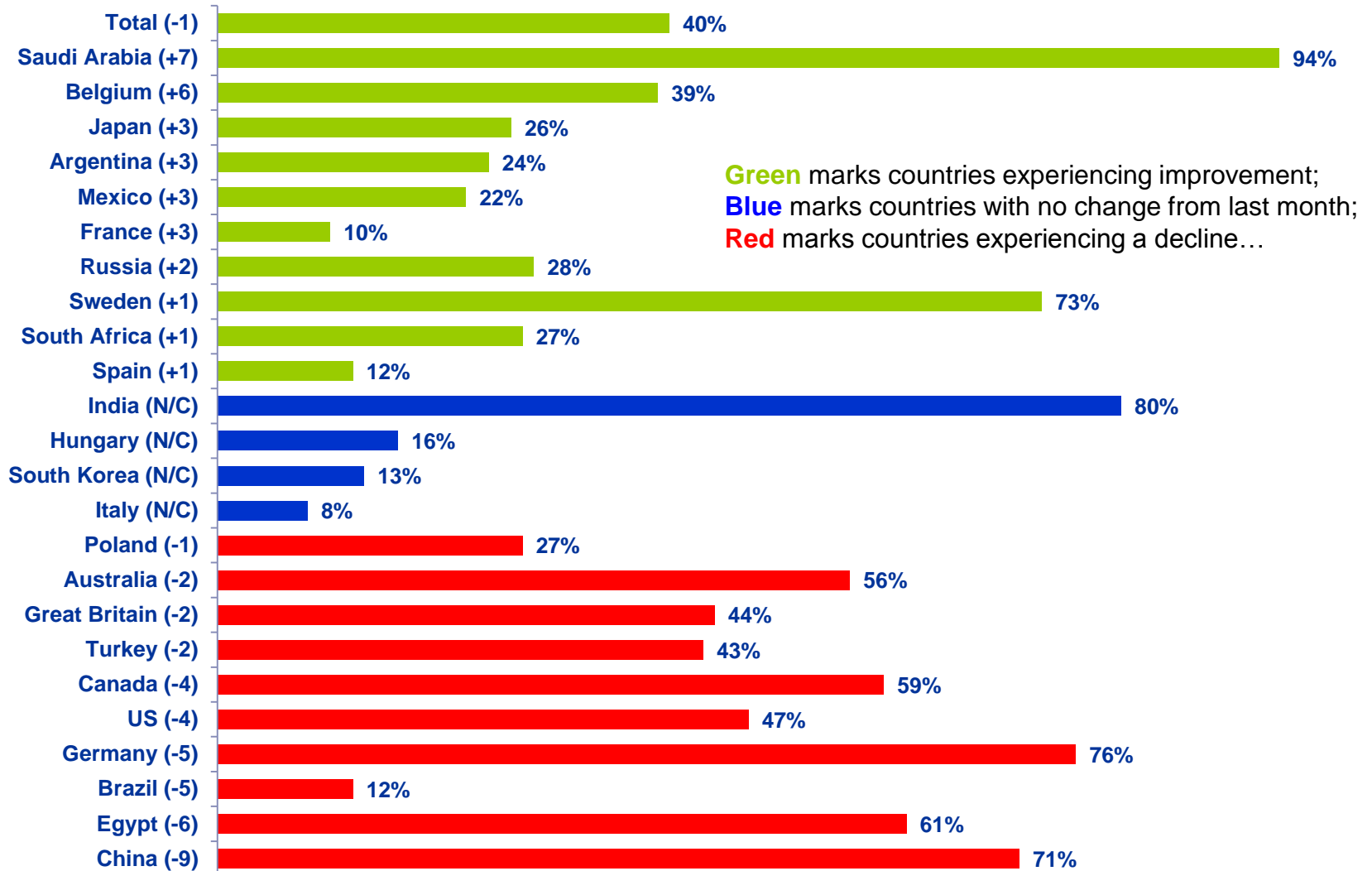
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

	Apr '12	May '12	Jun '12	Jul '12	Aug '12	Sep '12	Oct '12	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13	Sep '13	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
Total	38%	37%	37%	38%	38%	37%	36%	35%	36%	37%	37%	36%	36%	39%	36%	36%	39%	36%	37%	37%	37%	39%	38%	38%	39%	39%	39%	39%	40%	40%	41%	40%	39%	41%	40%
Argentina	38%	45%	34%	37%	34%	36%	36%	33%	37%	40%	37%	30%	31%	25%	26%	28%	27%	31%	31%	26%	26%	28%	21%	18%	17%	18%	24%	21%	24%	19%	21%	19%	20%	21%	24%
Australia	64%	61%	61%	58%	59%	62%	61%	61%	63%	59%	59%	57%	62%	54%	57%	57%	56%	62%	64%	63%	58%	59%	57%	54%	60%	53%	52%	56%	57%	58%	65%	63%	57%	58%	56%
Belgium	21%	28%	29%	34%	35%	36%	28%	15%	21%	27%	25%	25%	29%	27%	27%	37%	38%	36%	34%	31%	30%	40%	37%	37%	40%	42%	39%	41%	40%	37%	35%	33%	31%	33%	39%
Brazil	59%	49%	52%	58%	51%	56%	57%	51%	55%	52%	47%	48%	42%	42%	35%	26%	28%	30%	35%	34%	35%	37%	26%	24%	26%	20%	31%	24%	25%	26%	32%	23%	22%	17%	12%
Canada	62%	62%	62%	63%	65%	66%	68%	64%	66%	66%	65%	65%	59%	63%	66%	65%	66%	64%	66%	68%	63%	62%	63%	66%	64%	65%	63%	70%	68%	65%	65%	67%	66%	63%	59%
China	62%	63%	60%	67%	53%	58%	63%	63%	64%	68%	69%	72%	64%	66%	59%	66%	62%	61%	65%	61%	72%	63%	69%	69%	68%	66%	65%	69%	73%	74%	70%	78%	71%	80%	71%
Egypt																						64%	56%	36%	32%		55%	57%	61%	68%	76%	65%	78%	67%	61%
France	9%	9%	9%	8%	9%	6%	6%	5%	7%	5%	7%	6%	5%	3%	5%	6%	9%	8%	10%	5%	6%	8%	8%	10%	9%	9%	7%	8%	6%	5%	7%	6%	7%	7%	10%
Germany	68%	69%	66%	68%	69%	68%	60%	63%	63%	65%	64%	64%	67%	62%	66%	69%	67%	69%	68%	73%	73%	75%	74%	76%	75%	75%	76%	77%	75%	79%	75%	74%	75%	81%	76%
Great Britain	12%	10%	12%	11%	14%	14%	15%	17%	13%	13%	16%	12%	13%	21%	19%	23%	24%	24%	29%	26%	27%	28%	36%	36%	37%	43%	39%	41%	45%	42%	41%	45%	39%	46%	44%
Hungary	4%	3%	4%	3%	5%	4%	4%	3%	5%	8%	6%	6%	7%	13%	10%	12%	11%	14%	10%	12%	17%	17%	14%	17%	24%	18%	17%	20%	18%	16%	23%	13%	15%	16%	16%
India	72%	70%	58%	60%	68%	58%	58%	60%	68%	60%	65%	63%	66%	62%	60%	53%	54%	40%	51%	52%	56%	58%	61%	58%	60%	66%	75%	65%	72%	80%	80%	81%	80%	80%	80%
Israel																																			36%
Italy	5%	3%	3%	4%	5%	6%	6%	5%	5%	5%	4%	4%	4%	4%	6%	5%	8%	6%	5%	6%	6%	5%	7%	6%	10%	9%	7%	9%	8%	7%	8%	8%	7%	8%	8%
Japan	8%	9%	9%	7%	11%	11%	9%	7%	6%	9%	16%	17%	20%	27%	18%	21%	21%	24%	21%	24%	25%	27%	29%	25%	26%	26%	29%	28%	27%	22%	20%	19%	19%	23%	26%
Mexico	33%	28%	28%	32%	29%	34%	32%	39%	35%	38%	32%	31%	29%	31%	31%	28%	30%	23%	22%	22%	21%	20%	23%	24%	19%	20%	25%	26%	24%	22%	29%	23%	20%	19%	22%
Poland	25%	25%	28%	33%	22%	19%	21%	18%	20%	17%	19%	15%	19%	16%	16%	20%	23%	20%	22%	24%	22%	24%	25%	22%	25%	31%	25%	26%	26%	28%	31%	35%	33%	28%	27%
Romania																										10%	14%	10%	7%	9%	12%	16%	16%		
Russia	33%	36%	33%	29%	28%	31%	27%	29%	26%	24%	31%	27%	33%	30%	31%	34%	30%	31%	27%	29%	28%	28%	32%	39%	50%	58%	47%	50%	59%	53%	47%	41%	36%	26%	28%
Saudi Arabia	88%	88%	83%	85%	84%	80%	79%	79%	82%	86%	85%	80%	80%	81%	85%	84%	82%	87%	85%	80%	82%	86%	85%	86%	89%	87%	85%	87%	85%	84%	87%	85%	84%	87%	94%
South Africa	35%	33%	38%	39%	38%	31%	26%	22%	22%	33%	20%	19%	23%	31%	19%	20%	25%	21%	27%	27%	27%	24%	17%	21%	18%	28%	23%	21%	24%	26%	22%	26%	23%	26%	27%
South Korea	22%	20%	21%	18%	17%	24%	16%	15%	15%	16%	21%	20%	14%	17%	18%	17%	20%	20%	19%	21%	17%	17%	23%	16%	23%	19%	17%	15%	17%	16%	14%	11%	12%	13%	13%
Spain	3%	3%	3%	3%	4%	4%	3%	3%	2%	3%	4%	5%	3%	4%	4%	4%	5%	6%	4%	5%	6%	7%	8%	6%	10%	10%	8%	9%	11%	10%	7%	10%	9%	11%	12%
Sweden	71%	64%	75%	71%	81%	65%	72%	69%	57%	73%	69%	73%	70%	72%	71%	76%	70%	71%	67%	77%	60%	72%	69%	80%	66%	64%	75%	73%	70%	77%	67%	67%	74%	72%	73%
Turkey	51%	49%	51%	51%	56%	50%	44%	48%	47%	48%	51%	53%	55%	48%	50%	47%	46%	46%	50%	48%	45%	43%	39%	40%	44%	45%	45%	44%	49%	47%	43%	46%	39%	45%	43%
United States	27%	23%	26%	25%	28%	26%	24%	28%	31%	29%	32%	31%	31%	33%	31%	33%	34%	33%	23%	30%	35%	35%	31%	31%	36%	37%	38%	33%	35%	36%	42%	41%	44%	51%	47%

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

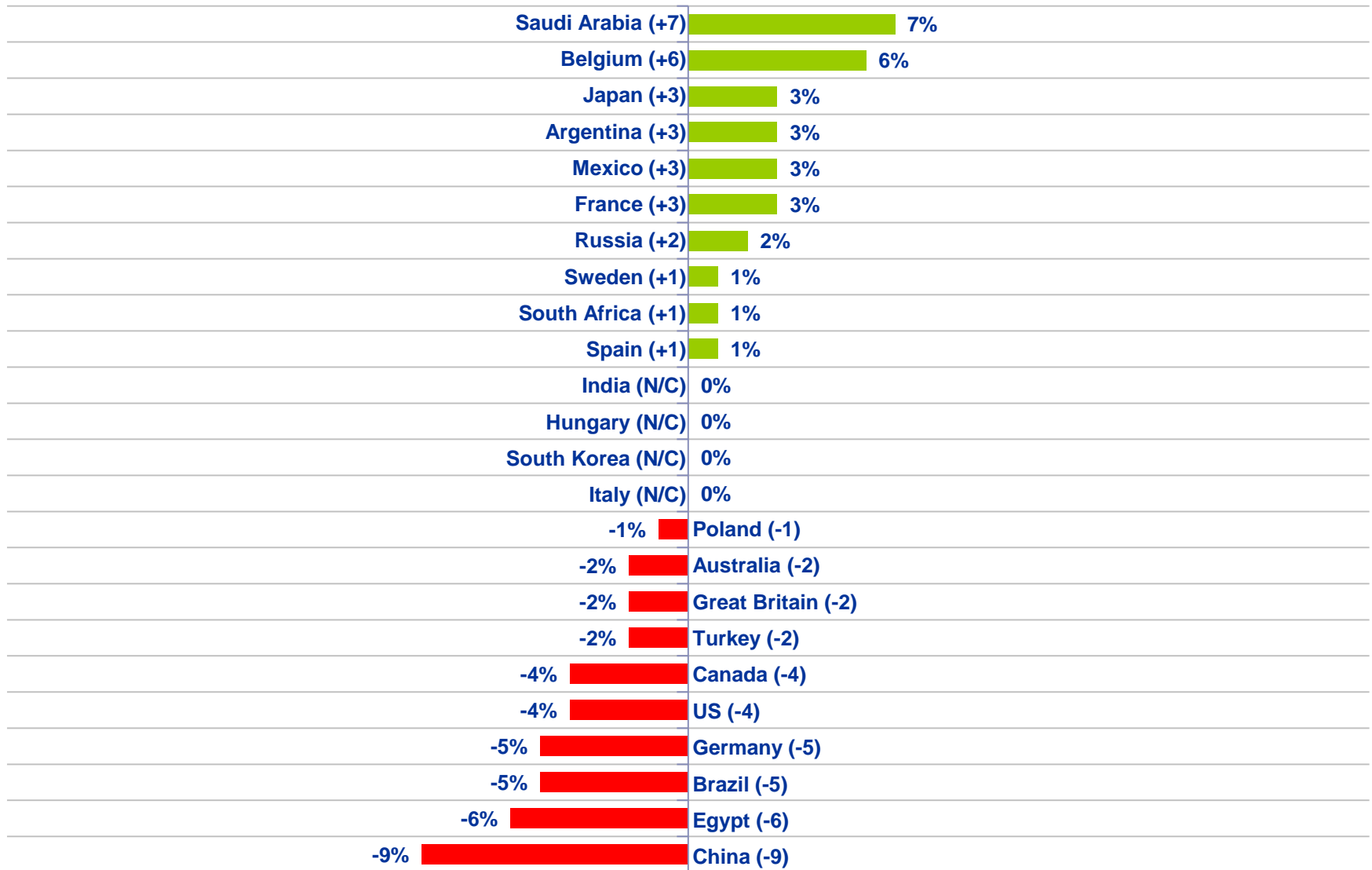
Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

% Very Good / Somewhat Good



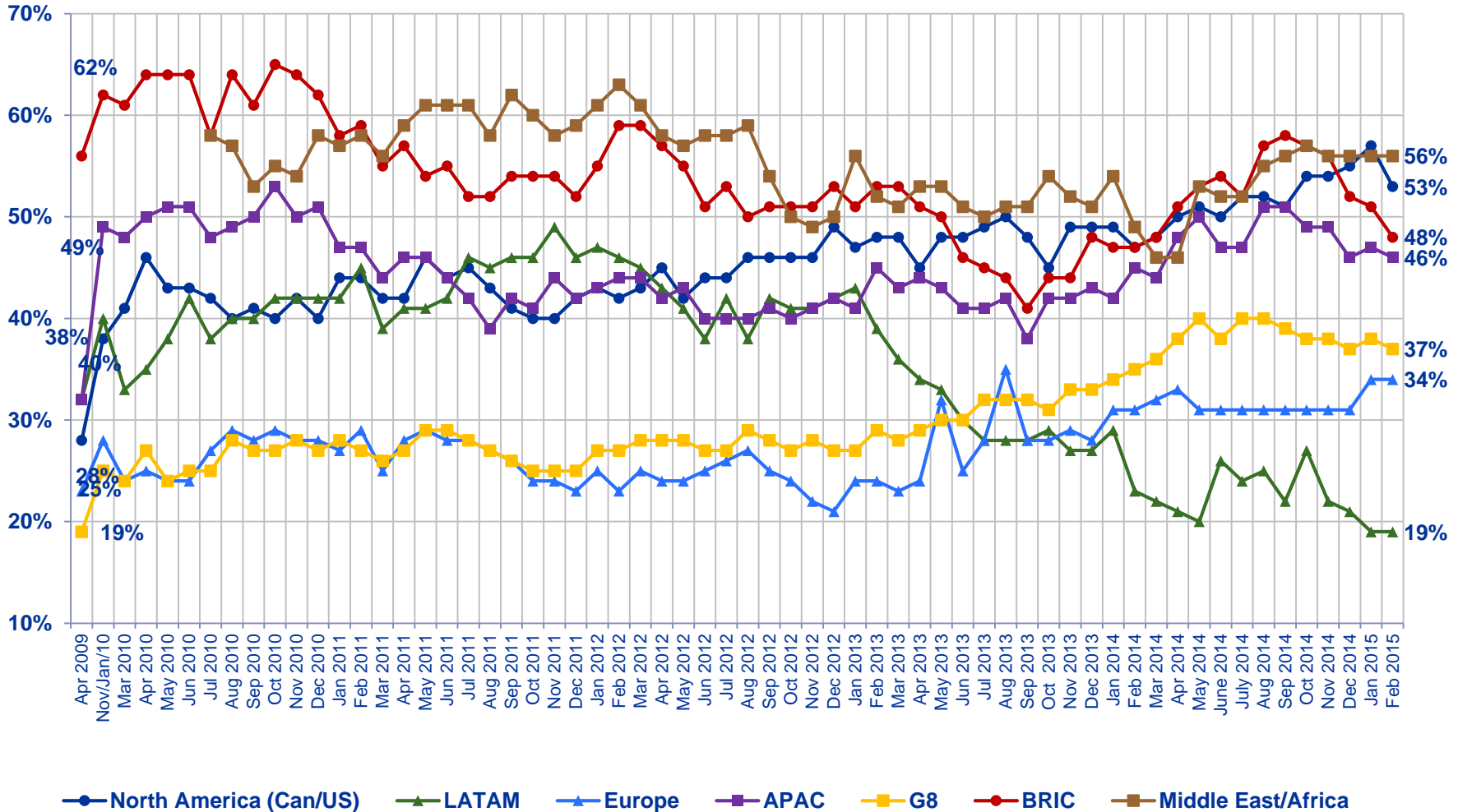
Countries Ranked by Net Improvement, Decline or No Change Compared to

Last Month: 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?



Assessing the Current Economic Situation by All Regions:

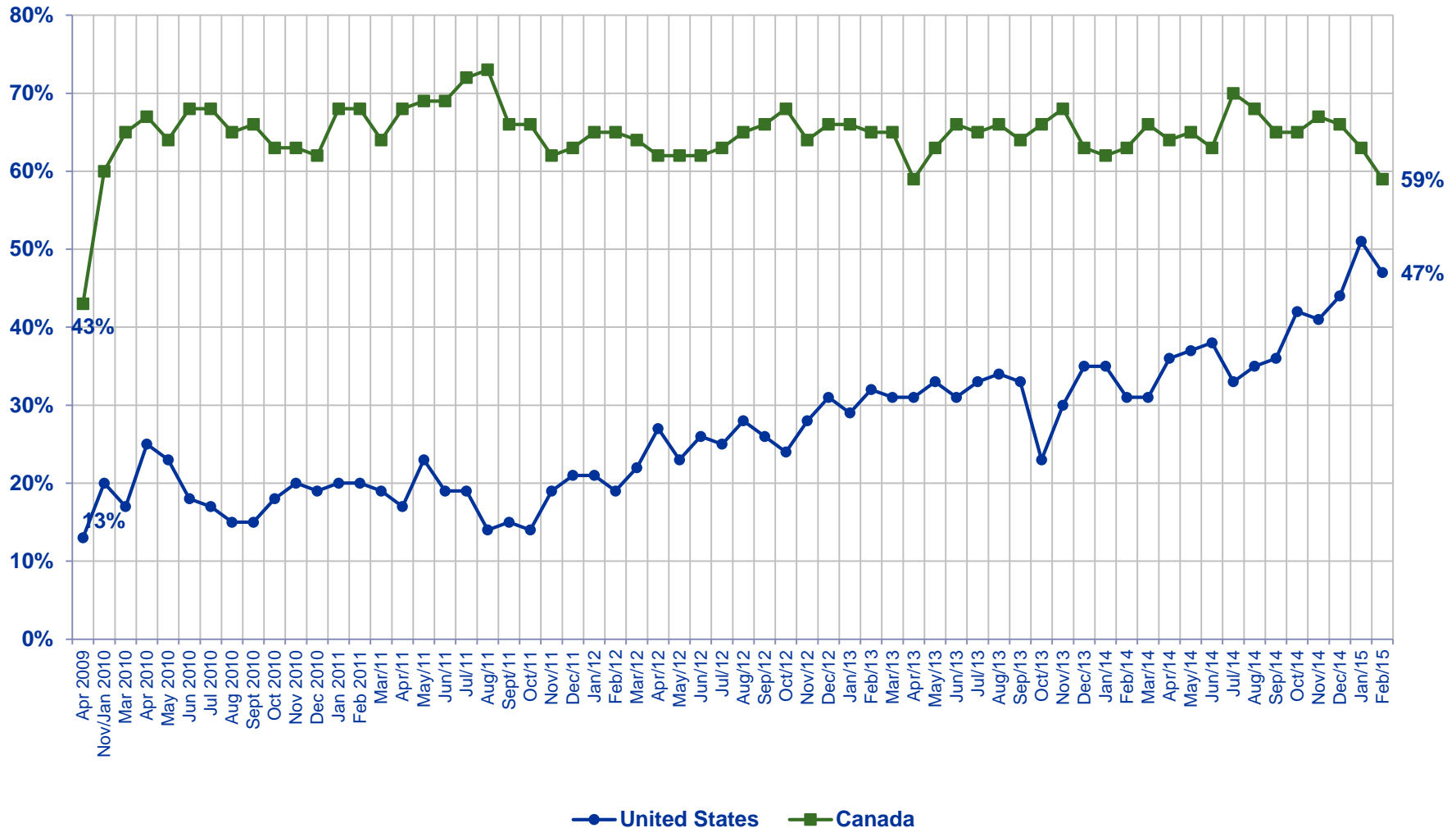
Very Good / Somewhat Good



Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

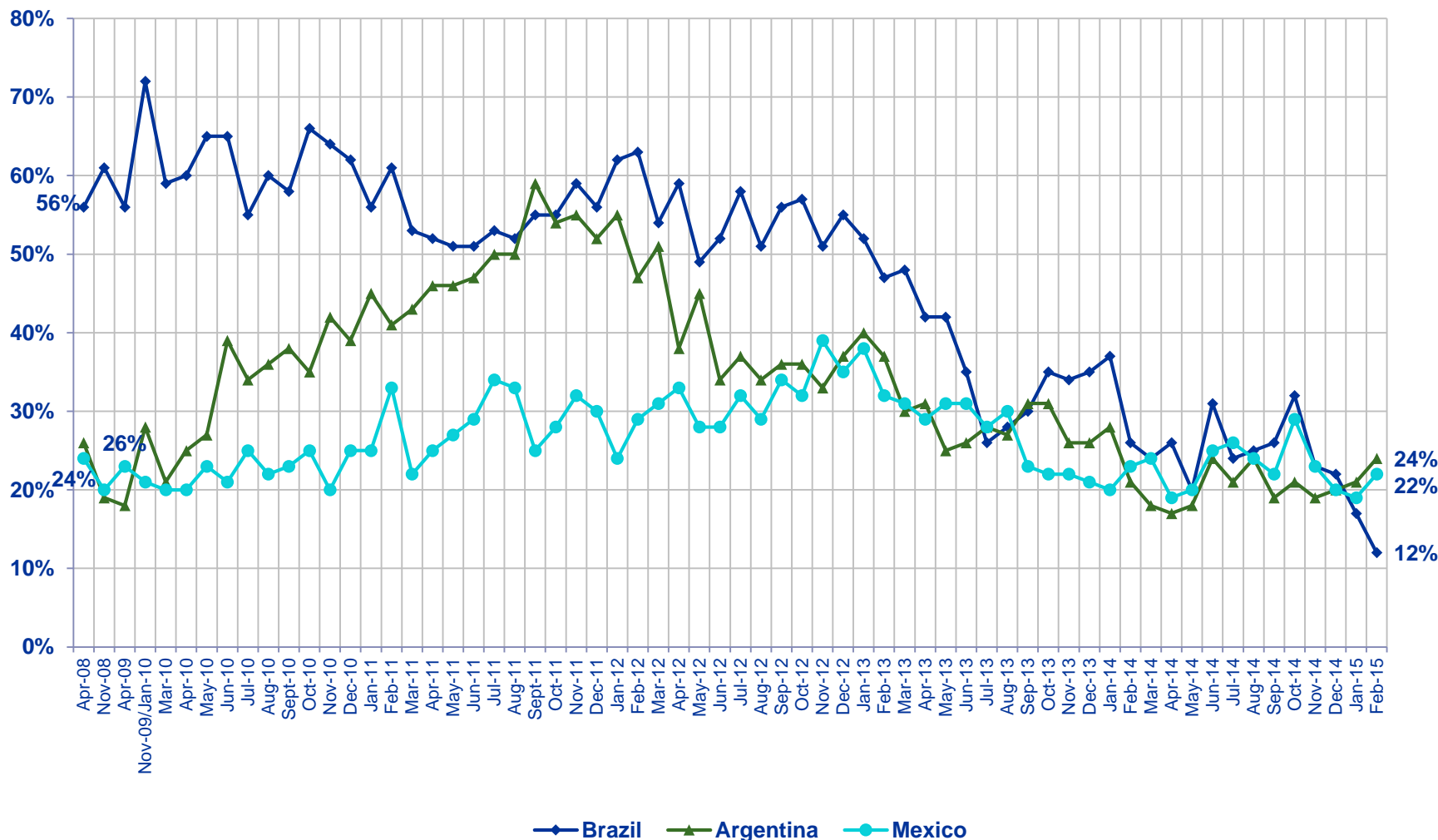
Is it very good, somewhat good, somewhat bad or very bad?

Very Good / Somewhat Good



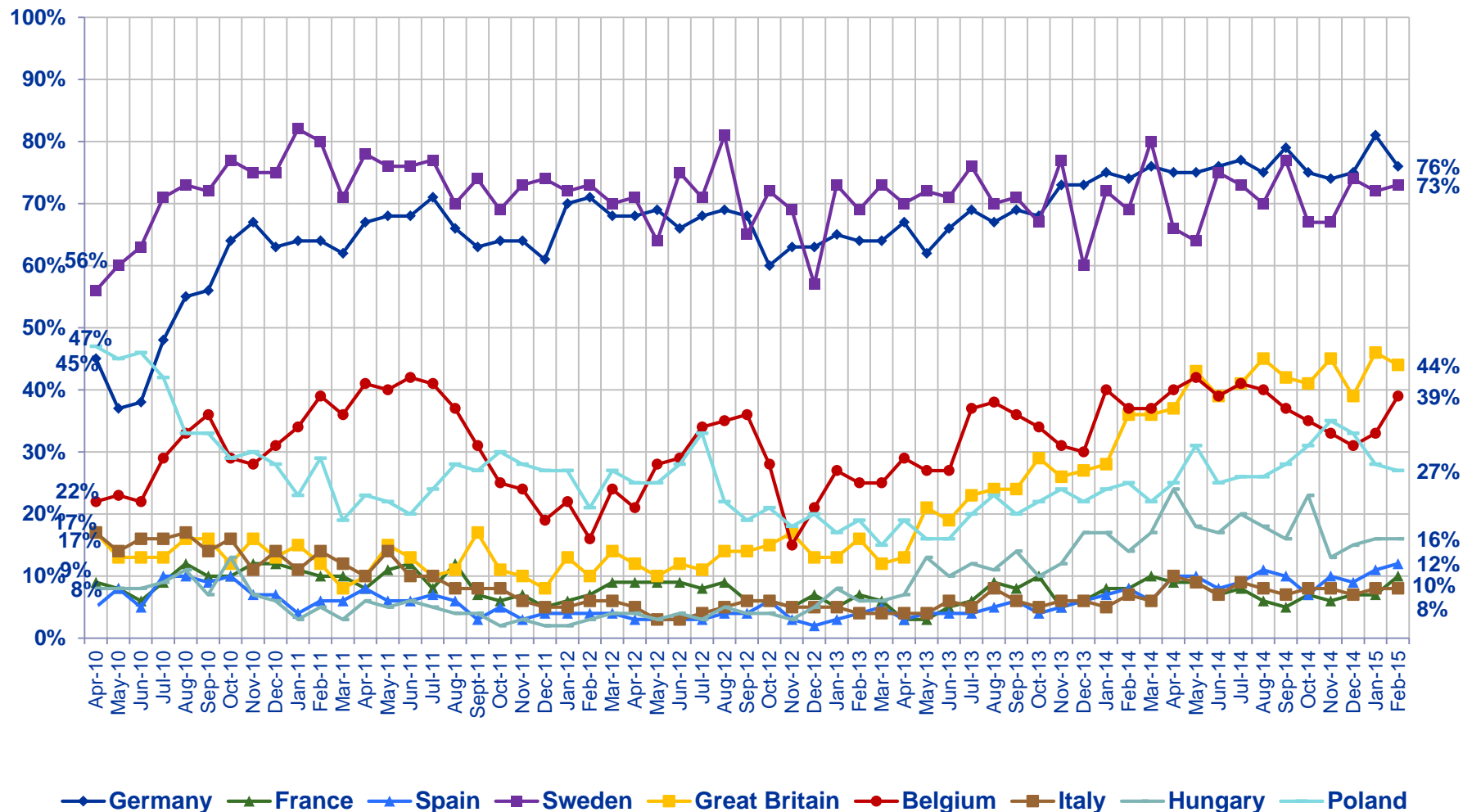
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

Very Good / Somewhat Good



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?

Very Good / Somewhat Good

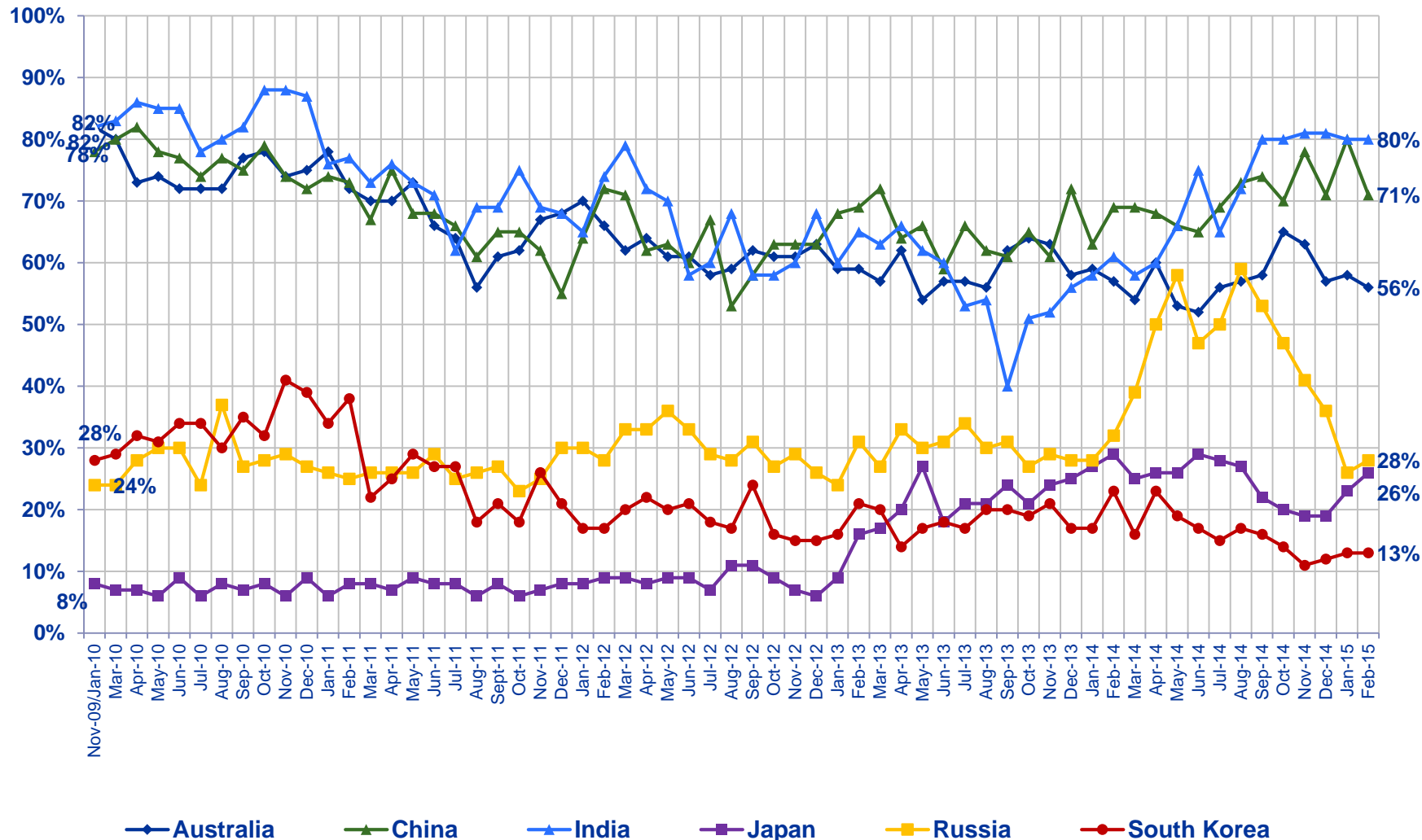


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

Is it very good, somewhat good, somewhat bad or very bad?

A Global @dvisory –February 2015– G@66
The Economic Pulse

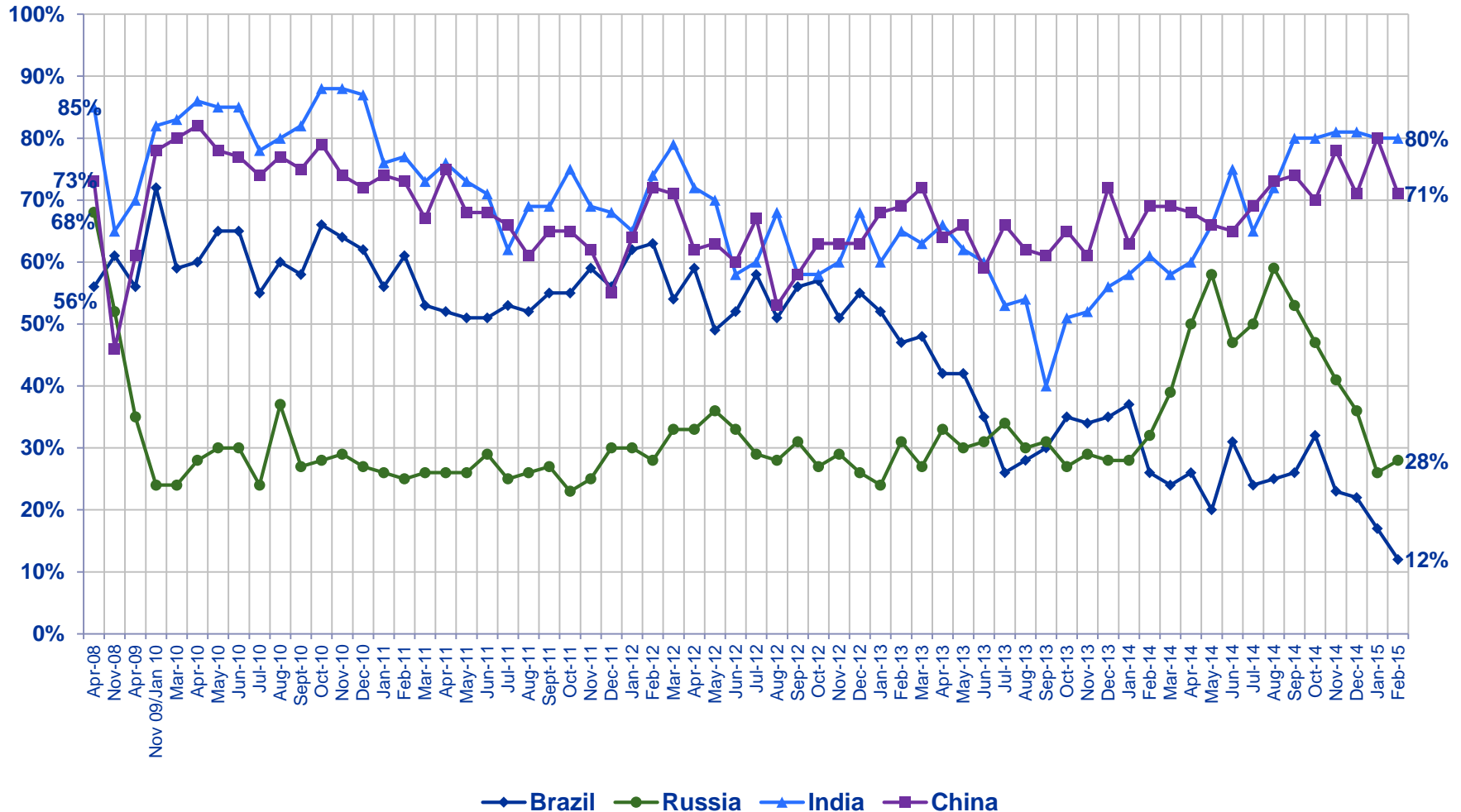
Very Good / Somewhat Good



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?

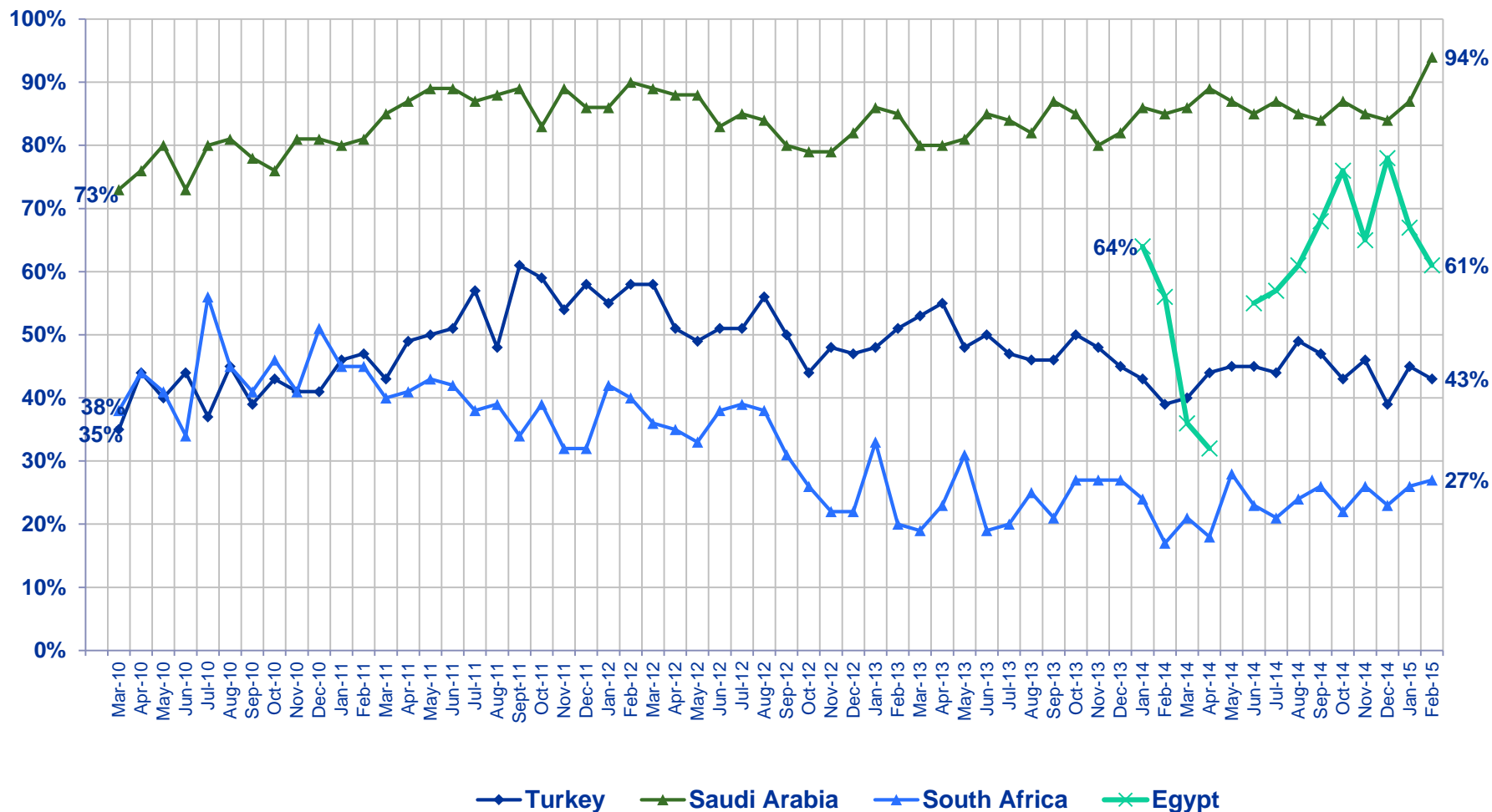
27

Very Good / Somewhat Good



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?

Very Good / Somewhat Good



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?

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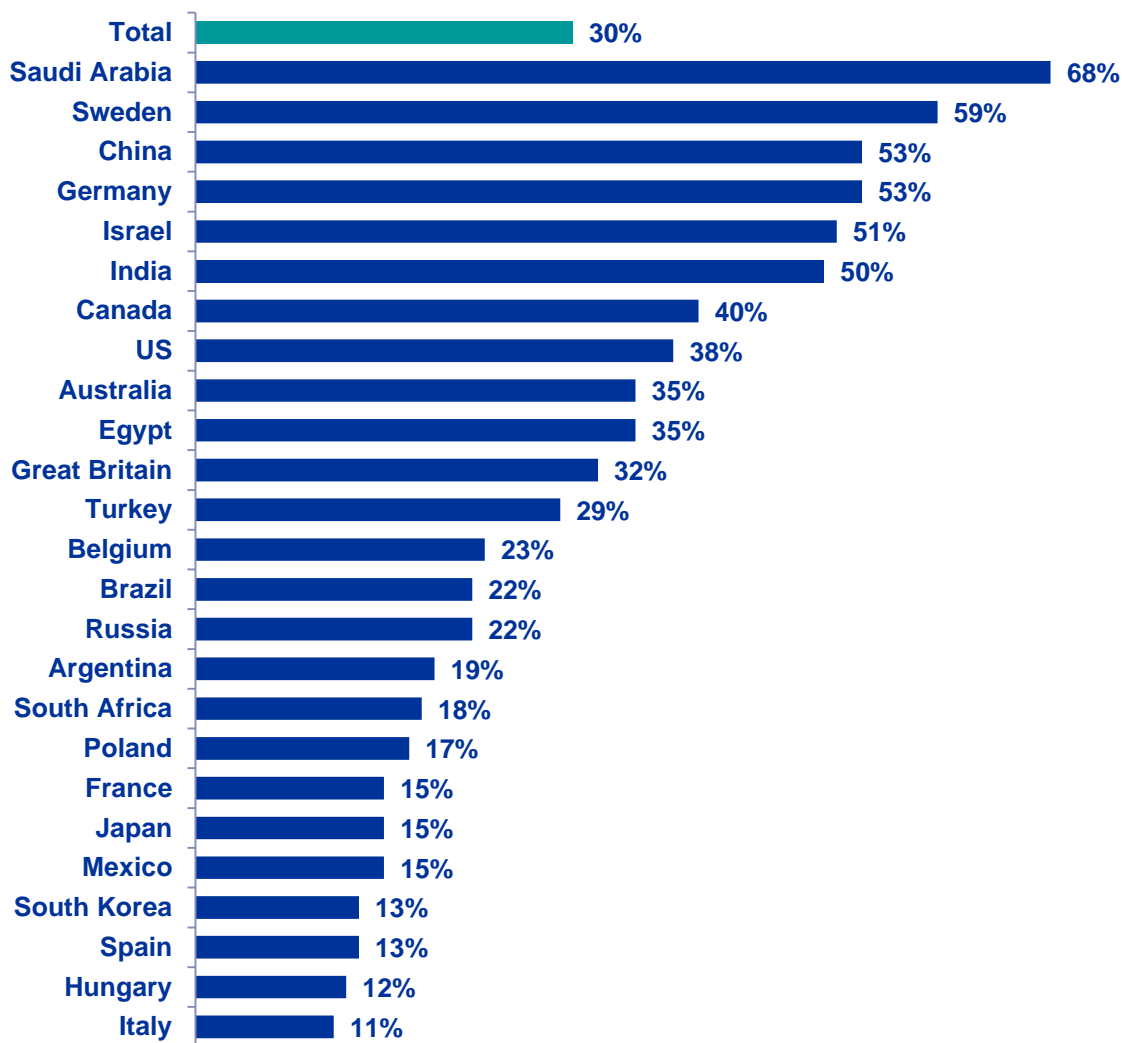
② Assessing The Economy...

...In Their Local Area



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

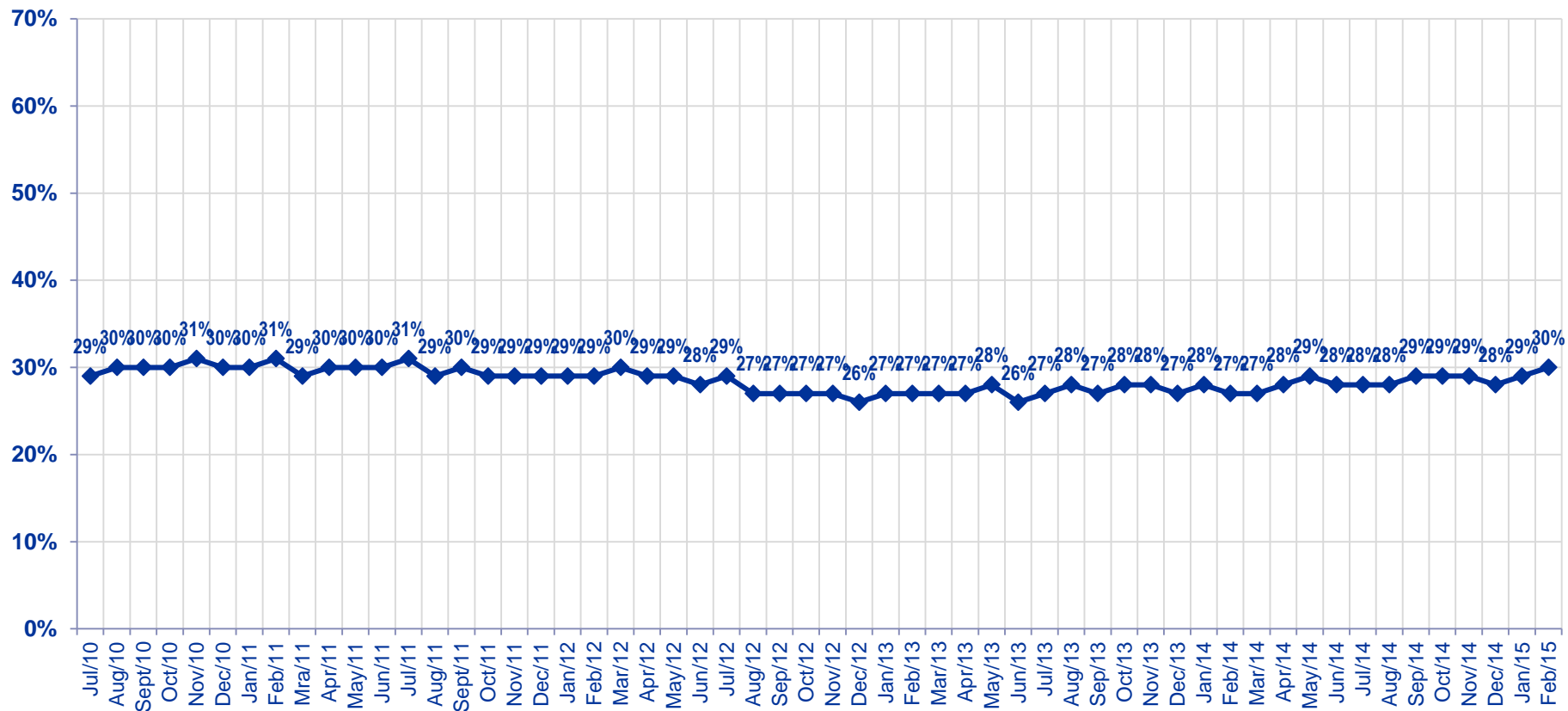
% Strong (Top 3: 5-6-7)



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

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

Total - % Strong (Top 3: 5-6-7)



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.

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

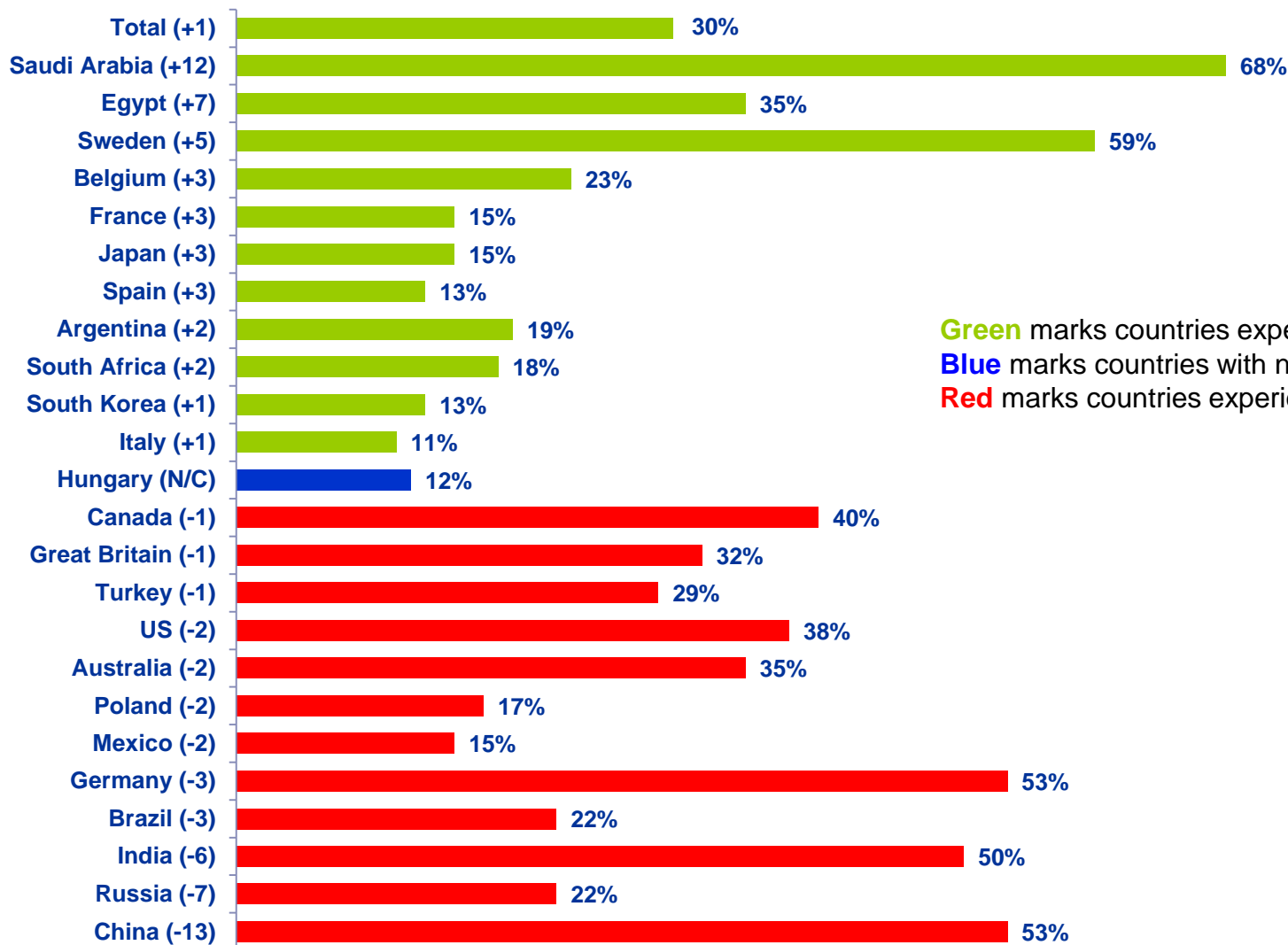
% Strong (Top 3 5-6-7)

	Apr '12	May '12	Jun '12	Jul '12	Aug '12	Sep '12	Oct '12	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13	Sep '13	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
Total	29%	29%	28%	29%	27%	27%	27%	27%	26%	27%	27%	27%	27%	28%	26%	27%	28%	27%	28%	28%	27%	28%	27%	27%	28%	29%	28%	28%	28%	29%	29%	29%	28%	29%	30%
Argentina	23%	27%	17%	24%	22%	22%	21%	20%	23%	23%	22%	23%	22%	24%	20%	22%	20%	24%	26%	24%	22%	20%	20%	17%	13%	15%	23%	18%	17%	15%	20%	21%	17%	17%	19%
Australia	42%	39%	43%	41%	38%	41%	42%	40%	42%	40%	40%	39%	42%	37%	38%	39%	37%	38%	39%	40%	36%	38%	39%	36%	40%	36%	35%	37%	39%	41%	42%	40%	38%	37%	35%
Belgium	14%	19%	19%	20%	19%	22%	18%	13%	13%	17%	14%	15%	15%	14%	19%	22%	22%	22%	20%	20%	20%	23%	21%	19%	24%	25%	22%	24%	24%	20%	21%	22%	14%	20%	23%
Brazil	41%	41%	39%	51%	41%	36%	42%	38%	44%	38%	39%	38%	36%	35%	28%	28%	31%	31%	32%	33%	33%	30%	23%	22%	31%	22%	30%	28%	25%	30%	30%	29%	26%	25%	22%
Canada	44%	45%	46%	48%	44%	46%	44%	43%	42%	47%	46%	47%	41%	41%	47%	45%	44%	44%	45%	47%	44%	42%	41%	44%	40%	42%	42%	49%	47%	46%	48%	47%	41%	41%	40%
China	53%	46%	44%	50%	50%	51%	47%	54%	47%	51%	50%	56%	48%	48%	43%	48%	47%	46%	49%	49%	53%	45%	52%	51%	52%	48%	47%	53%	53%	56%	51%	63%	60%	66%	53%
Egypt																						12%	19%	18%	14%		30%	24%	23%	24%	25%	26%	35%	28%	35%
France	13%	15%	14%	14%	15%	13%	10%	12%	12%	13%	12%	12%	12%	6%	10%	12%	11%	11%	12%	10%	12%	12%	12%	13%	13%	12%	11%	10%	12%	11%	12%	10%	12%	15%	
Germany	47%	47%	48%	45%	48%	47%	39%	43%	44%	48%	45%	47%	47%	43%	43%	48%	43%	50%	45%	50%	51%	51%	51%	54%	52%	55%	55%	53%	52%	57%	47%	52%	55%	56%	53%
Great Britain	13%	13%	15%	14%	14%	16%	15%	17%	14%	14%	15%	14%	14%	15%	20%	20%	21%	17%	21%	22%	20%	21%	25%	26%	25%	28%	26%	29%	30%	29%	31%	33%	28%	33%	32%
Hungary	7%	8%	7%	7%	8%	7%	8%	8%	7%	6%	7%	8%	9%	9%	10%	12%	11%	10%	10%	9%	12%	15%	12%	13%	13%	13%	12%	13%	13%	12%	15%	14%	13%	12%	12%
India	54%	50%	39%	46%	48%	43%	41%	44%	45%	39%	39%	41%	36%	40%	38%	36%	34%	27%	32%	32%	36%	34%	37%	35%	38%	43%	47%	44%	47%	52%	53%	53%	51%	56%	50%
Israel																																			51%
Italy	9%	8%	7%	8%	9%	9%	8%	10%	8%	9%	9%	8%	6%	8%	8%	8%	8%	8%	7%	7%	6%	7%	9%	10%	11%	9%	9%	12%	8%	9%	11%	10%	8%	10%	11%
Japan	7%	7%	8%	6%	8%	8%	6%	5%	5%	5%	7%	7%	9%	12%	8%	10%	11%	12%	10%	12%	13%	12%	16%	13%	14%	14%	15%	15%	13%	11%	11%	10%	10%	12%	15%
Mexico	27%	22%	20%	19%	19%	24%	22%	27%	24%	21%	23%	23%	24%	20%	23%	18%	22%	18%	20%	20%	13%	20%	17%	19%	17%	16%	16%	21%	17%	16%	17%	18%	16%	17%	15%
Poland	20%	23%	20%	24%	18%	16%	18%	17%	16%	14%	15%	14%	16%	13%	16%	14%	14%	19%	16%	22%	18%	18%	16%	21%	19%	23%	21%	19%	21%	23%	22%	24%	23%	19%	17%
Romania																										12%	12%	14%	8%	10%	13%	10%	17%		
Russia	18%	22%	19%	16%	17%	17%	20%	18%	16%	20%	22%	17%	19%	20%	20%	20%	17%	21%	17%	22%	18%	16%	22%	28%	31%	32%	25%	26%	33%	35%	30%	27%	26%	29%	22%
Saudi Arabia	65%	64%	67%	71%	48%	47%	53%	53%	54%	59%	57%	55%	53%	57%	56%	58%	56%	57%	63%	56%	56%	58%	58%	57%	64%	67%	59%	58%	62%	60%	62%	61%	61%	56%	68%
South Africa	26%	30%	27%	29%	26%	23%	24%	18%	18%	26%	20%	17%	21%	24%	20%	23%	20%	17%	20%	22%	25%	18%	17%	17%	15%	20%	16%	16%	22%	19%	18%	19%	15%	16%	18%
South Korea	17%	16%	19%	14%	13%	17%	14%	14%	15%	14%	17%	15%	16%	17%	18%	13%	16%	20%	20%	18%	16%	17%	21%	14%	21%	16%	13%	16%	14%	14%	12%	13%	9%	12%	13%
Spain	5%	4%	6%	6%	5%	7%	6%	5%	5%	5%	5%	6%	5%	7%	7%	6%	7%	8%	7%	7%	7%	6%	8%	6%	9%	11%	10%	10%	9%	9%	8%	9%	9%	10%	13%
Sweden	53%	51%	54%	48%	55%	44%	52%	51%	47%	52%	51%	53%	49%	53%	48%	56%	53%	50%	54%	52%	49%	55%	51%	60%	49%	51%	53%	56%	51%	59%	48%	47%	53%	54%	59%
Turkey	41%	40%	40%	38%	37%	35%	32%	36%	35%	35%	34%	37%	40%	36%	36%	38%	35%	35%	37%	38%	37%	31%	31%	30%	37%	35%	36%	33%	39%	33%	36%	35%	27%	30%	29%
United States	20%	23%	22%	28%	28%	23%	23%	22%	25%	22%	28%	23%	27%	28%	28%	29%	29%	28%	25%	26%	27%	29%	25%	25%	28%	27%	28%	29%	30%	30%	33%	35%	34%	40%	38%

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

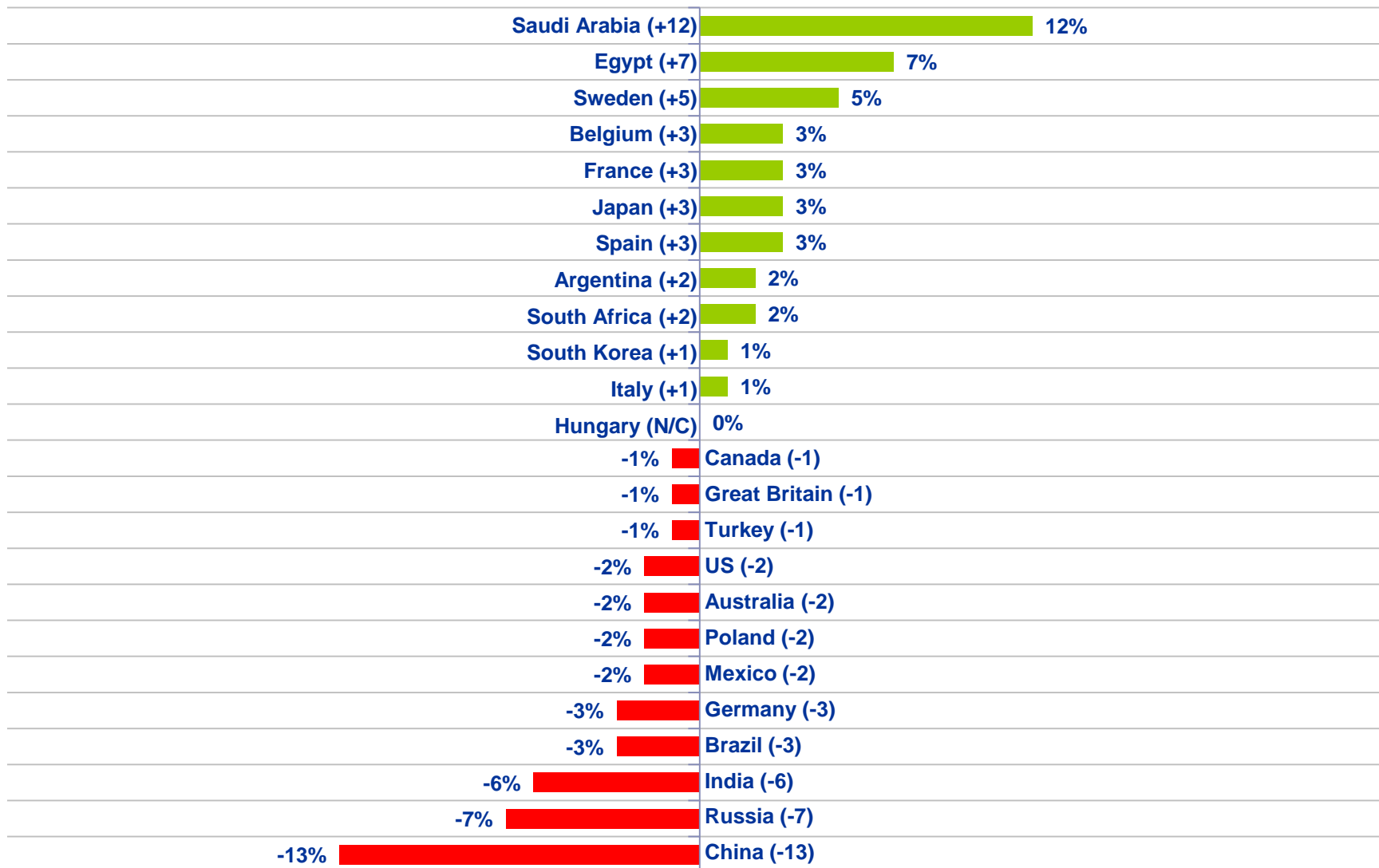
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy...

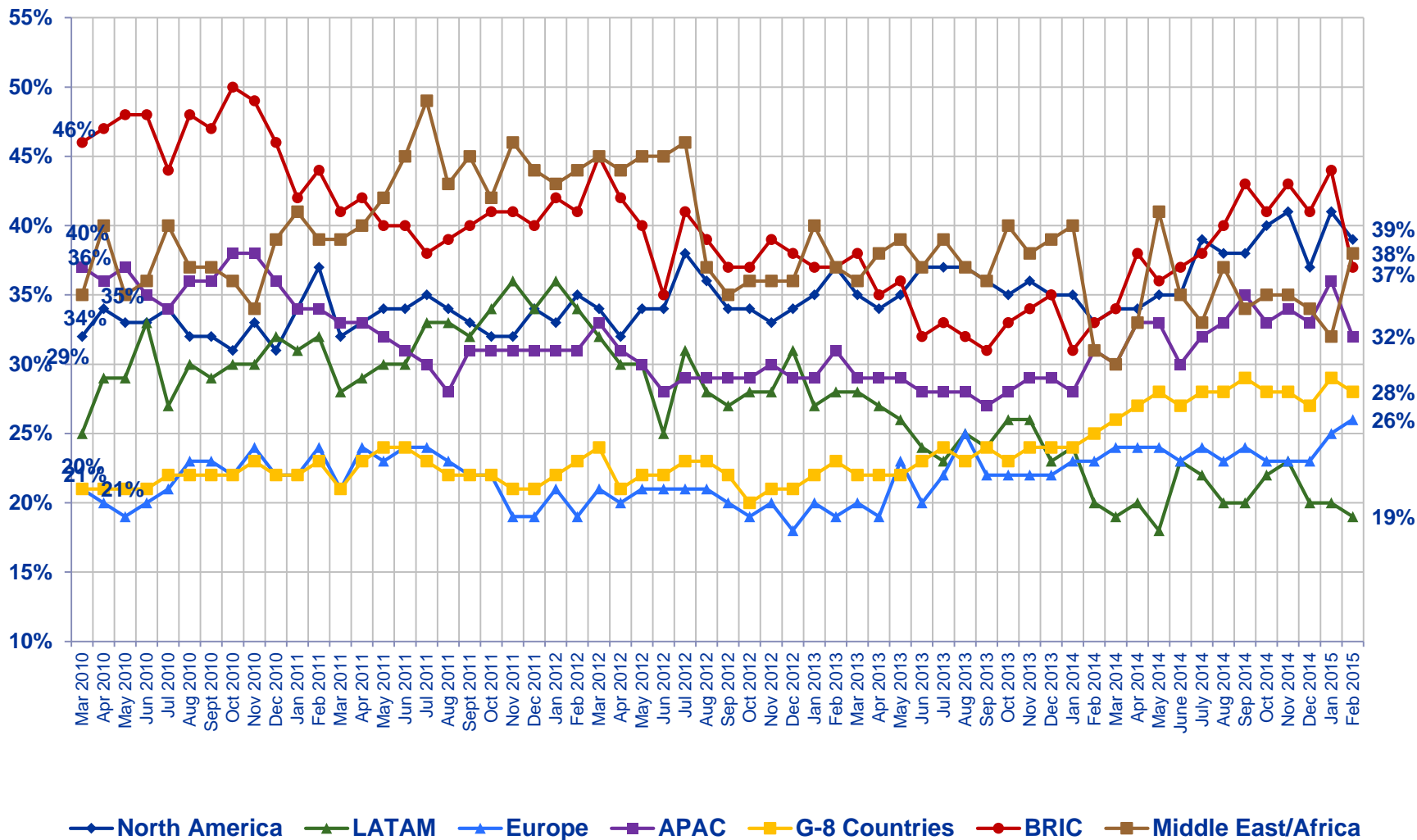


Green marks countries experiencing improvement;
Blue marks countries with no change from last month;
Red marks countries experiencing a decline.

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

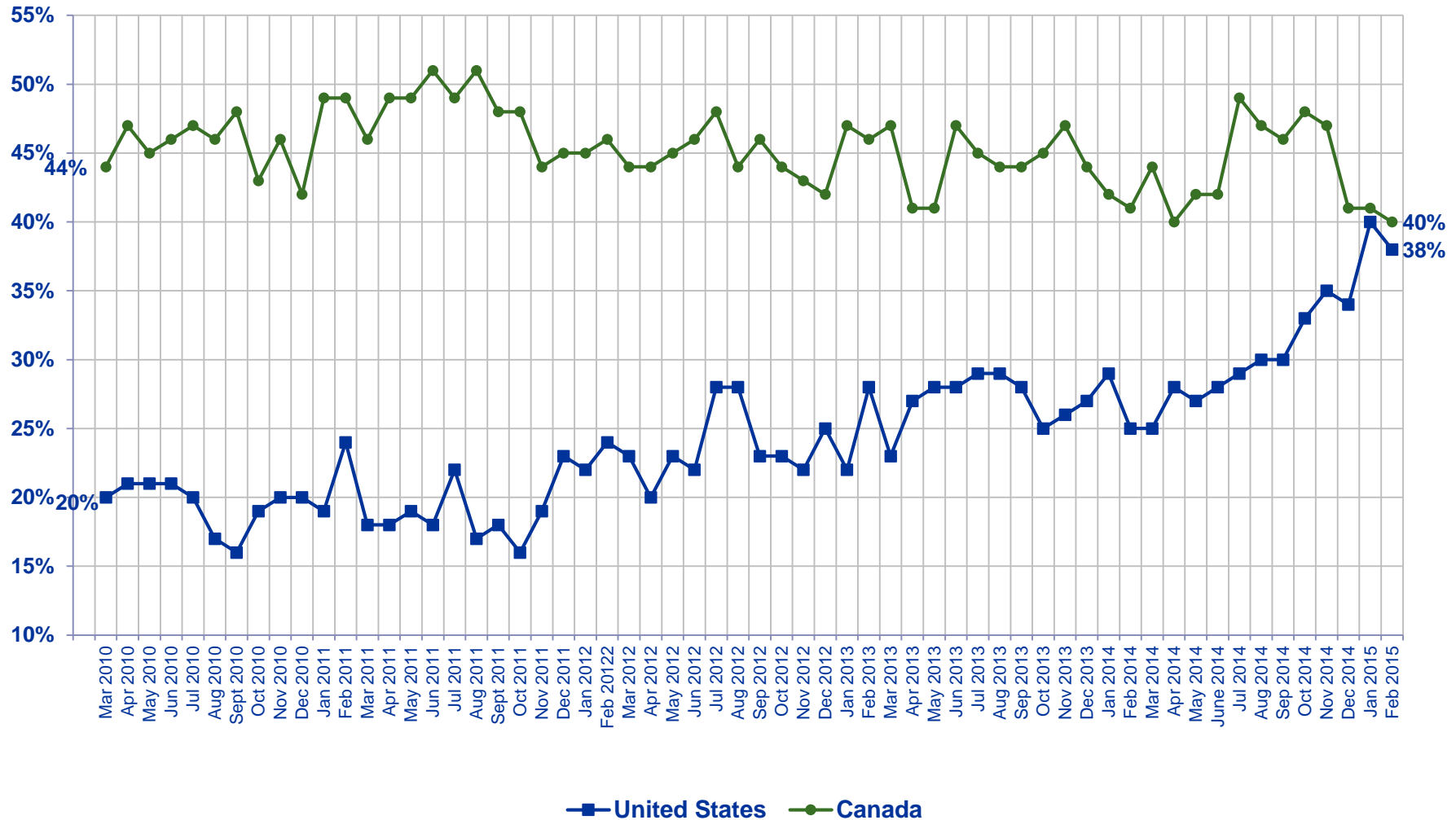
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy...





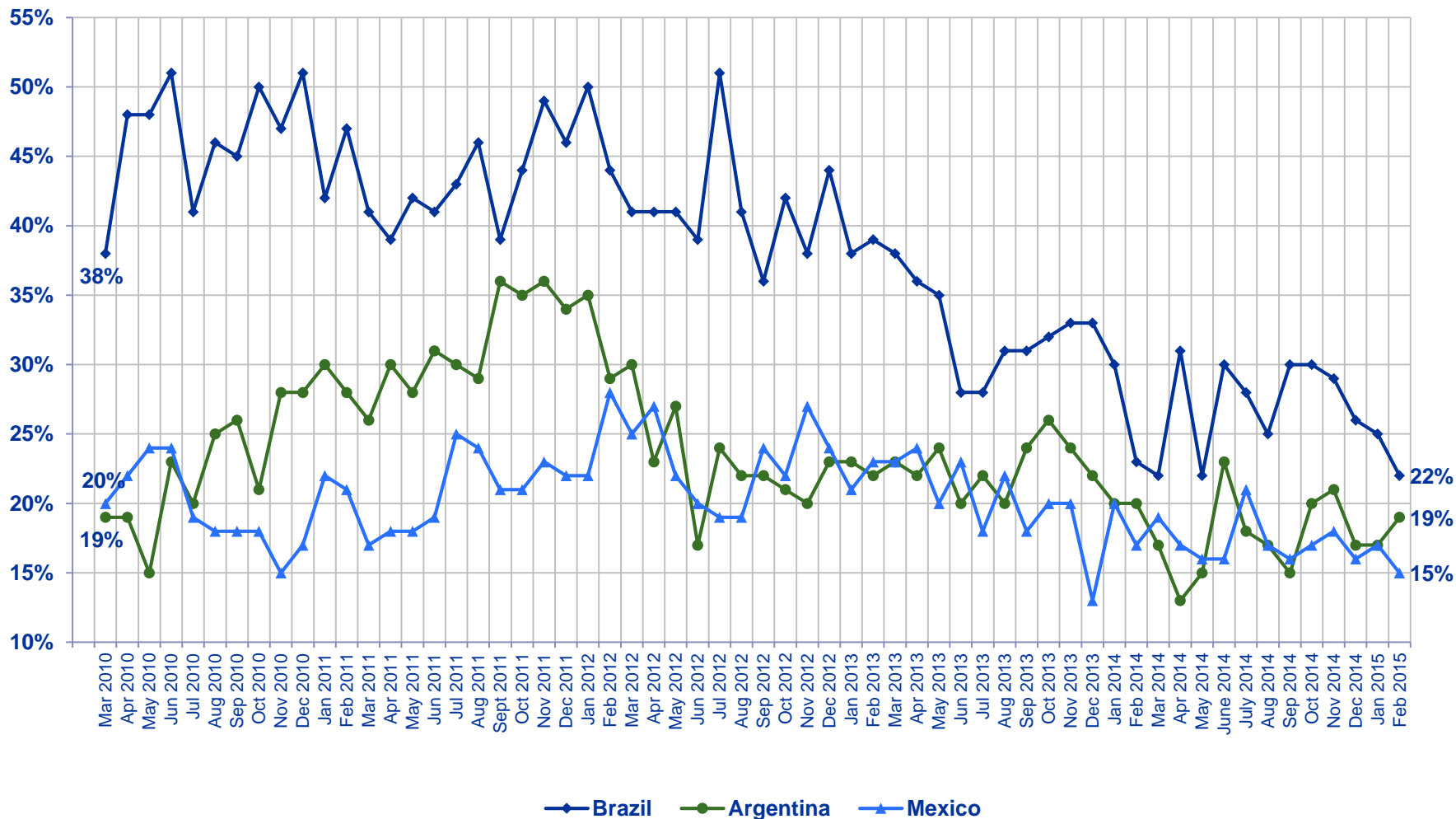
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

% Strong (Top 3 5-6-7)



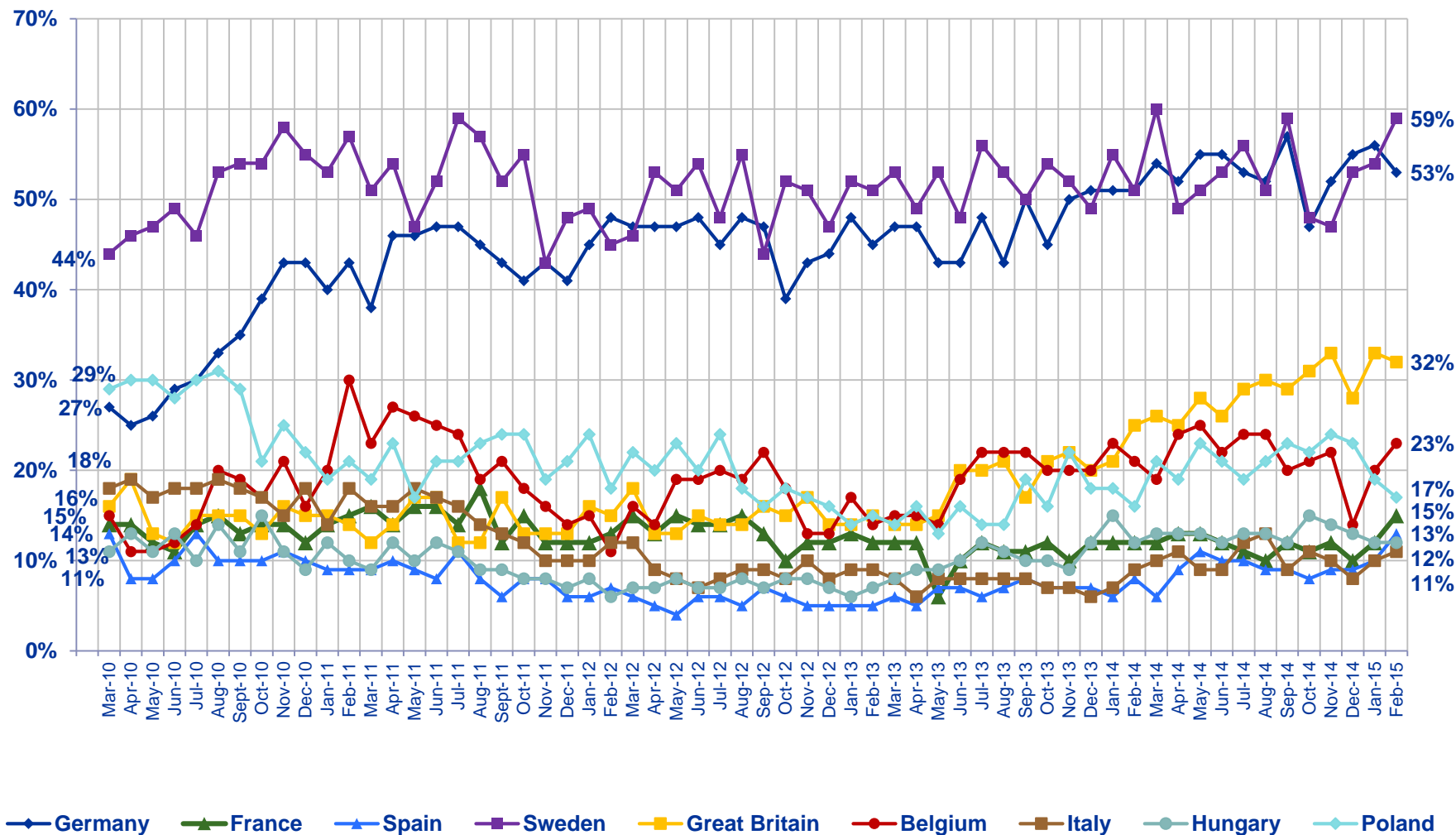
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

% Strong (Top 3 5-6-7)



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.

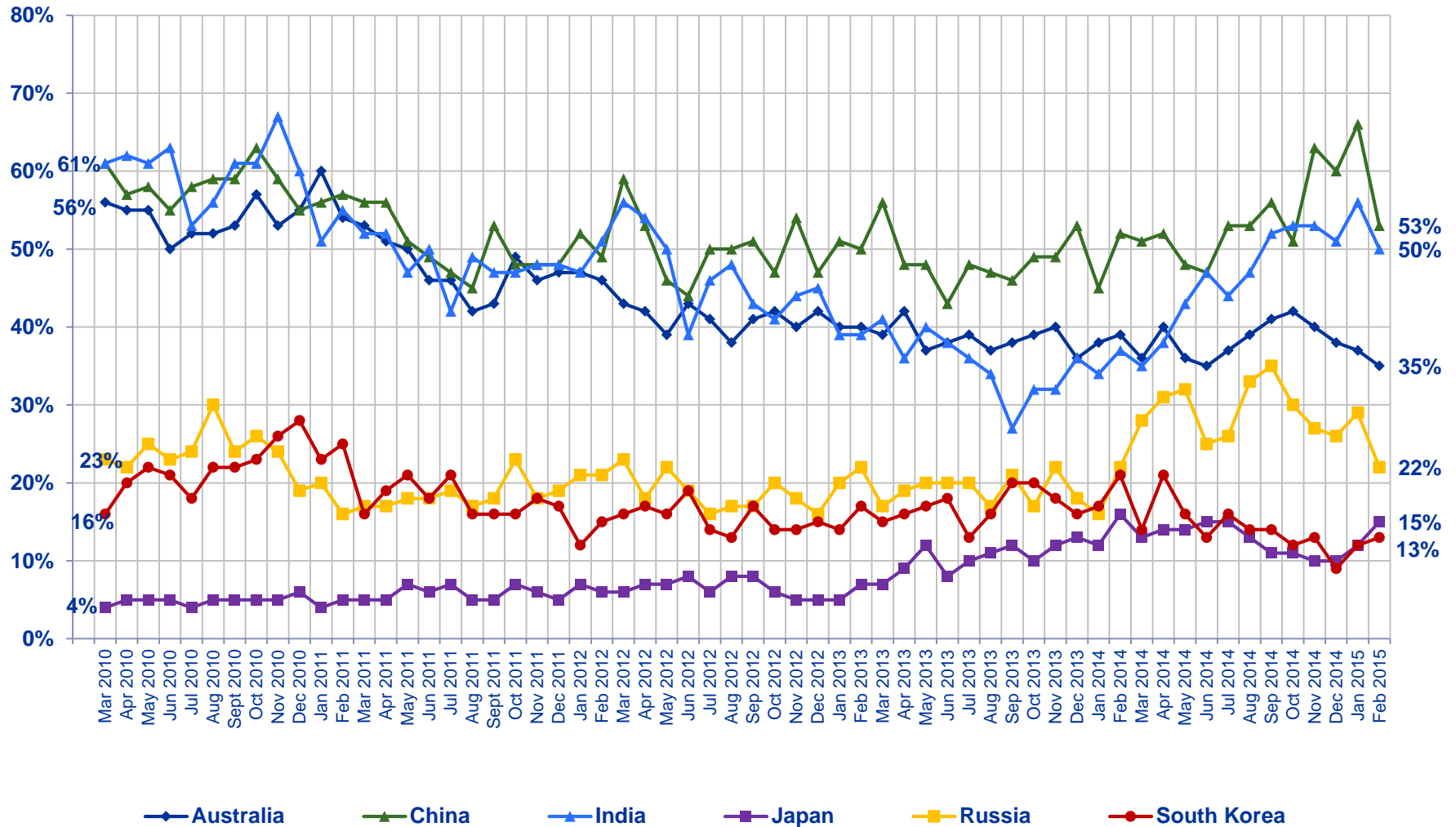
% Strong (Top 3 5-6-7)



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.

***A Global @dvisory* –February 2015– G@66**
The Economic Pulse

% Strong (Top 3 5-6-7)

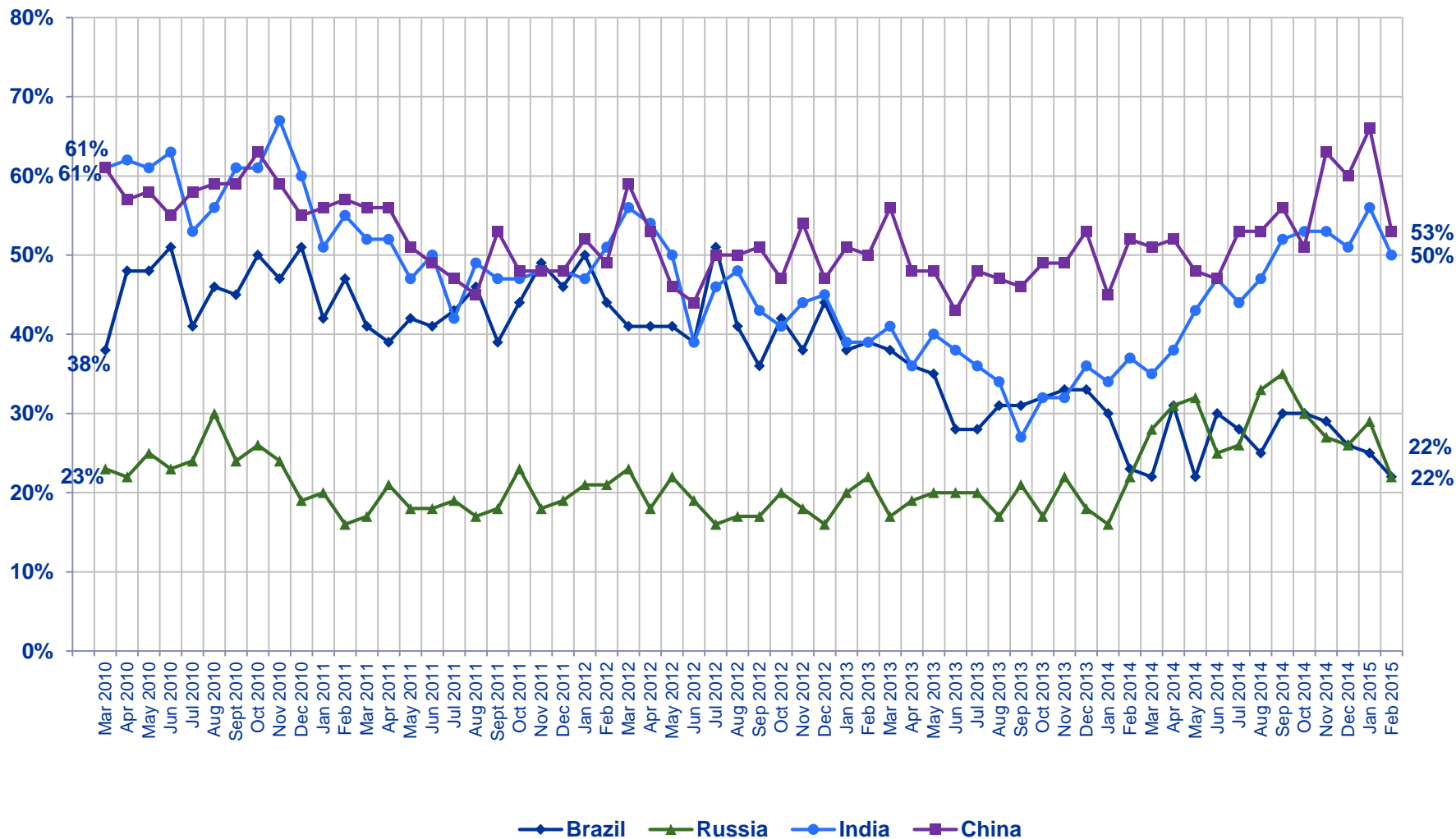


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

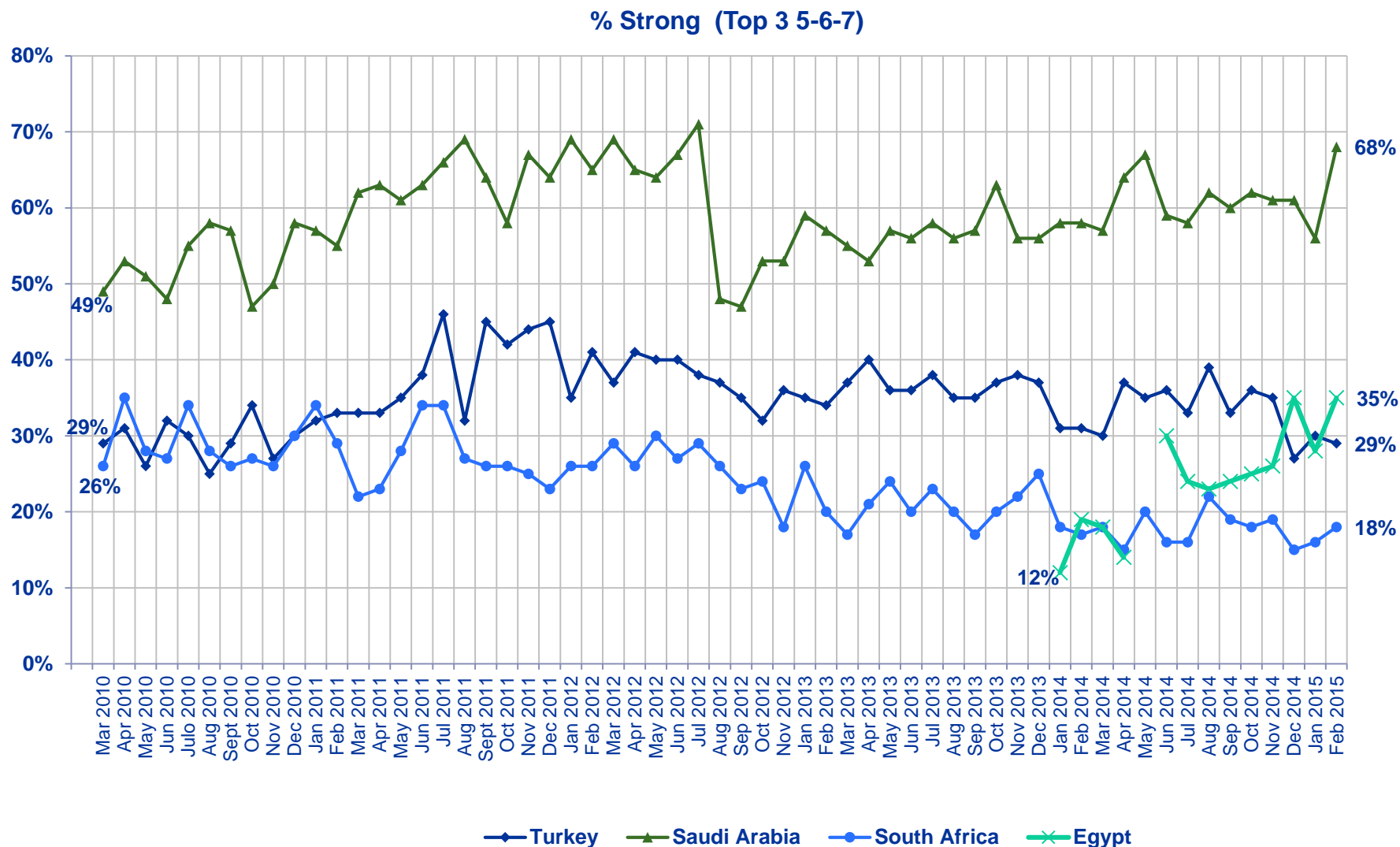


41

% Strong (Top 3 5-6-7)



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.



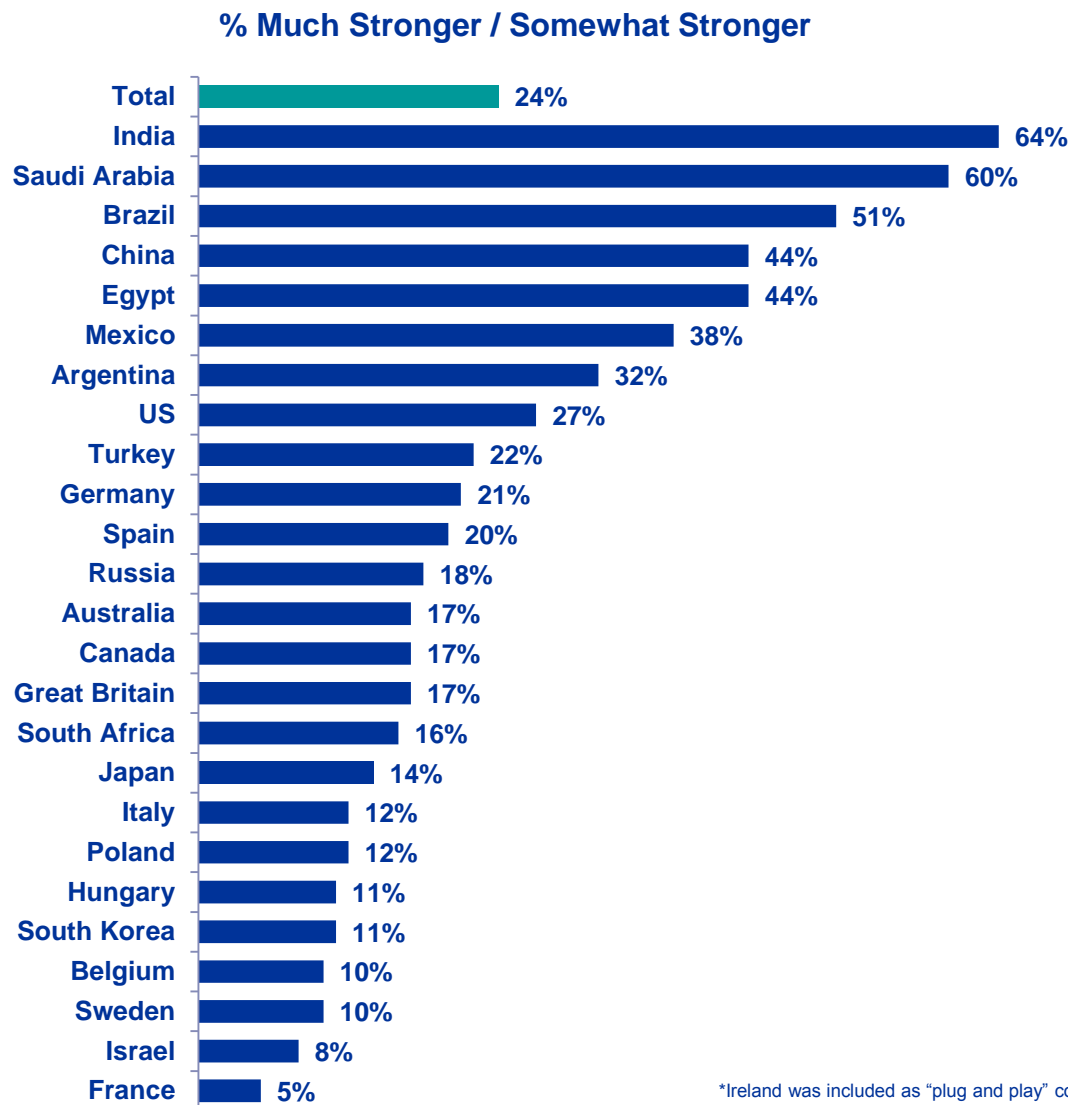
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

③ Assessing the Strength of The Local Economy...

...Six Months From Now



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

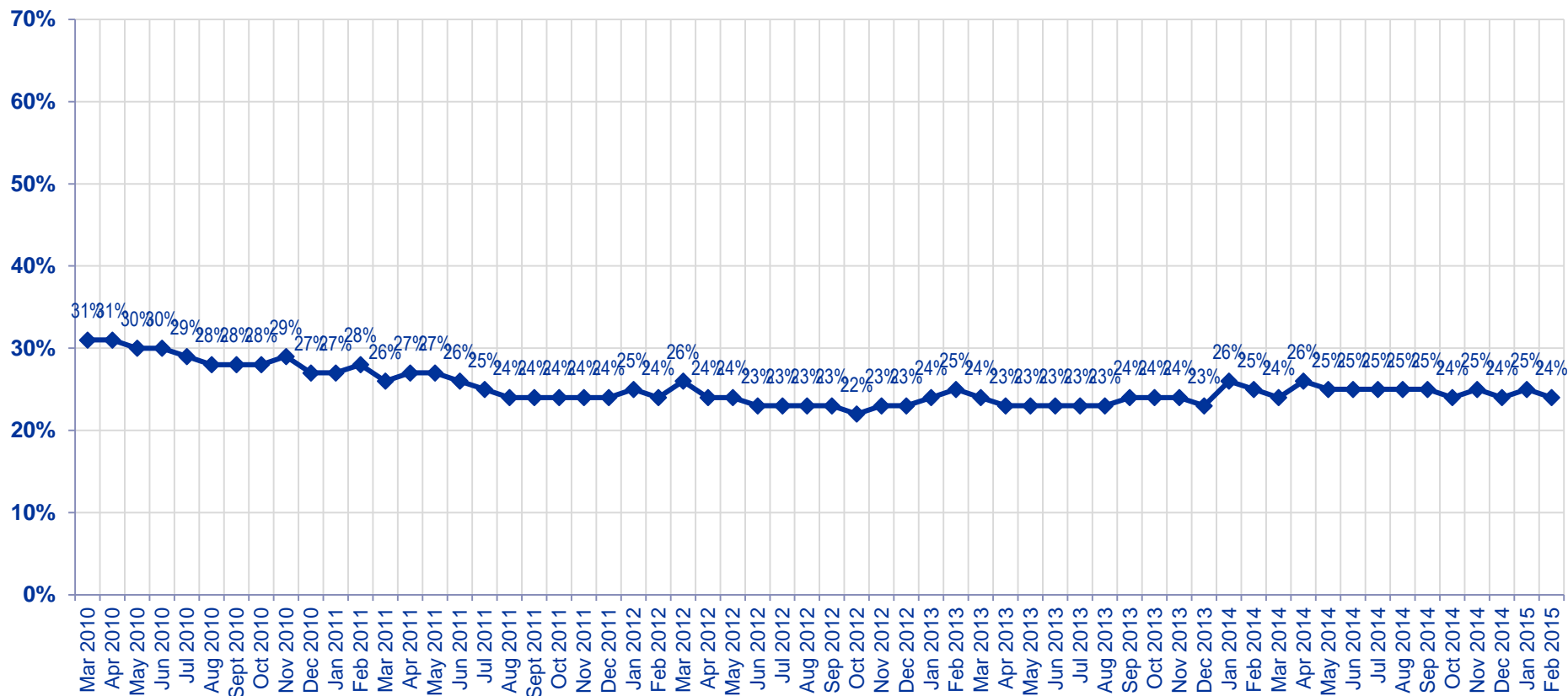


*Ireland was included as "plug and play" country this month and is not reflected in the aggregate.

Looking ahead 6 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?

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

Global Total
% Much Stronger / Somewhat Stronger



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?

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

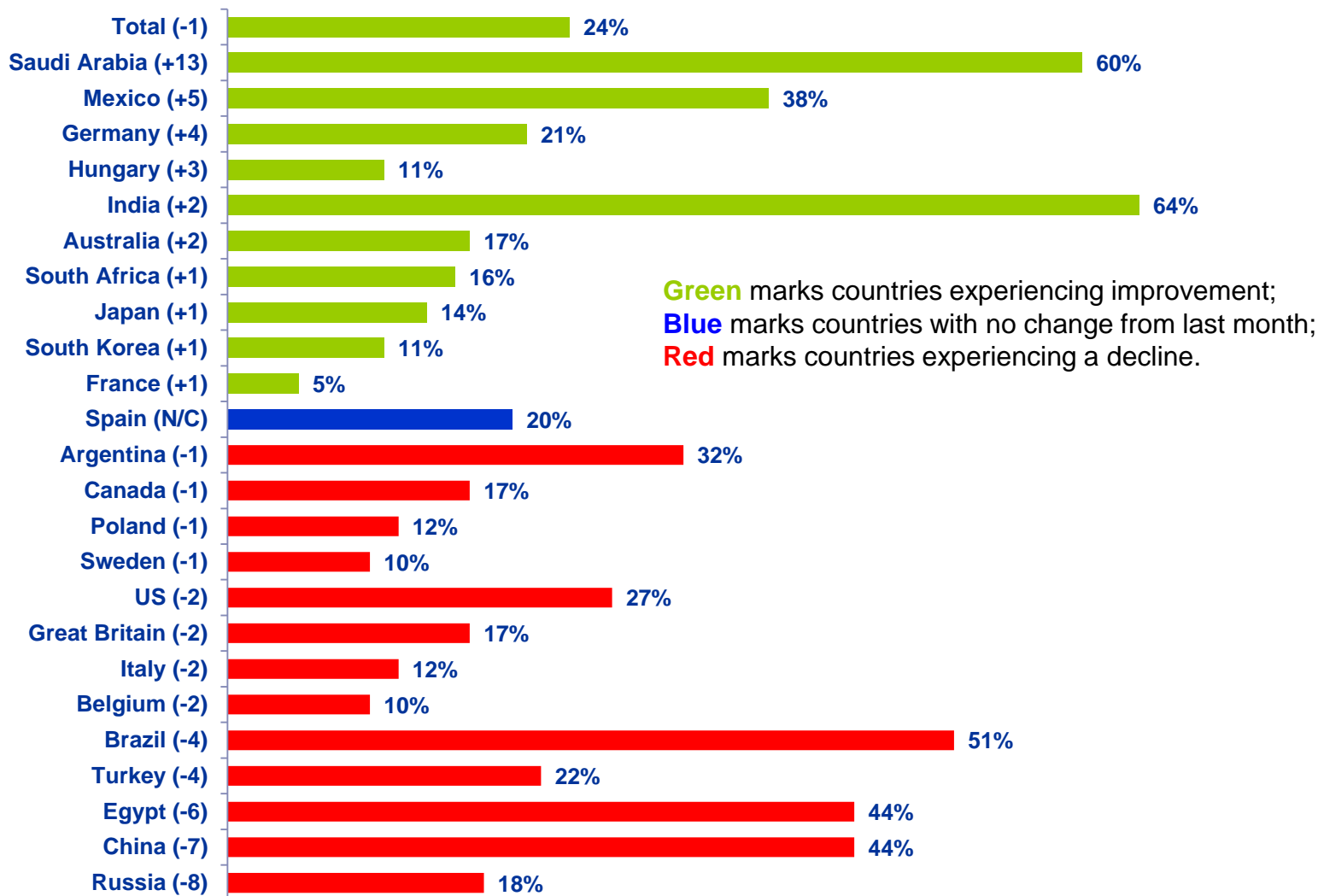
% Much Stronger/Somewhat Stronger

	Apr '12	May '12	Jun '12	Jul '12	Aug '12	Sep '12	Oct '12	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13	Sep '13	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
Total	24%	24%	23%	23%	23%	23%	22%	23%	23%	24%	25%	24%	23%	23%	23%	23%	24%	24%	24%	23%	26%	25%	24%	26%	25%	25%	25%	25%	25%	24%	25%	24%	25%	24%	
Argentina	44%	44%	38%	39%	40%	41%	40%	40%	42%	41%	39%	38%	38%	36%	41%	37%	41%	39%	37%	41%	37%	39%	37%	33%	31%	31%	31%	33%	35%	31%	31%	34%	27%	33%	32%
Australia	16%	14%	16%	15%	16%	16%	17%	18%	18%	12%	17%	15%	14%	14%	14%	15%	19%	29%	21%	20%	18%	15%	16%	17%	16%	13%	13%	15%	19%	18%	17%	18%	15%	17%	
Belgium	6%	8%	8%	8%	8%	10%	8%	6%	5%	9%	4%	7%	6%	6%	5%	7%	16%	12%	12%	9%	10%	14%	11%	8%	8%	16%	9%	11%	10%	11%	10%	11%	6%	12%	10%
Brazil	75%	67%	69%	66%	65%	70%	74%	73%	73%	72%	69%	70%	68%	64%	59%	60%	64%	63%	62%	62%	61%	68%	64%	58%	58%	56%	57%	62%	57%	57%	64%	58%	57%	55%	51%
Canada	20%	21%	18%	19%	17%	18%	21%	15%	18%	17%	18%	18%	16%	15%	17%	17%	19%	17%	16%	20%	16%	18%	18%	18%	19%	18%	14%	18%	16%	18%	14%	18%	19%	18%	17%
China	36%	39%	34%	38%	36%	32%	35%	45%	35%	43%	45%	46%	38%	39%	38%	39%	35%	35%	39%	40%	44%	40%	40%	36%	41%	39%	37%	36%	42%	41%	37%	53%	46%	51%	44%
Egypt																						61%	49%	33%	41%		67%	50%	54%	52%	50%	46%	55%	50%	44%
France	5%	9%	6%	5%	4%	4%	3%	4%	3%	3%	2%	3%	3%	3%	3%	4%	5%	5%	6%	3%	5%	6%	4%	5%	7%	6%	4%	3%	3%	2%	4%	4%	4%	4%	5%
Germany	17%	20%	14%	13%	16%	14%	11%	13%	15%	15%	22%	18%	18%	14%	15%	15%	17%	19%	16%	20%	21%	19%	19%	18%	21%	20%	17%	19%	16%	18%	14%	15%	14%	17%	21%
Great Britain	10%	9%	9%	9%	9%	9%	10%	12%	8%	7%	10%	9%	9%	12%	12%	17%	17%	15%	18%	20%	17%	20%	24%	21%	21%	21%	18%	19%	21%	20%	18%	19%	18%	19%	17%
Hungary	7%	7%	6%	7%	6%	5%	7%	6%	5%	8%	9%	8%	9%	8%	10%	8%	11%	11%	10%	11%	14%	17%	13%	12%	14%	14%	10%	11%	11%	13%	16%	11%	9%	8%	11%
India	55%	54%	50%	53%	53%	48%	44%	50%	53%	46%	45%	47%	45%	46%	45%	43%	40%	41%	42%	43%	46%	51%	48%	50%	53%	60%	70%	62%	61%	71%	69%	71%	65%	62%	64%
Israel																																			8%
Italy	14%	12%	10%	12%	12%	13%	9%	11%	11%	14%	17%	14%	12%	15%	12%	13%	14%	14%	13%	9%	13%	14%	13%	15%	13%	16%	15%	15%	12%	10%	10%	9%	8%	14%	12%
Japan	9%	7%	7%	8%	7%	7%	5%	8%	8%	18%	20%	24%	23%	28%	15%	18%	15%	18%	18%	15%	15%	19%	18%	15%	13%	14%	13%	15%	12%	12%	10%	10%	12%	13%	14%
Mexico	43%	39%	39%	37%	41%	43%	40%	40%	38%	47%	40%	38%	38%	39%	40%	34%	33%	35%	32%	33%	27%	34%	34%	29%	31%	31%	31%	34%	26%	30%	32%	31%	30%	33%	38%
Poland	12%	16%	15%	13%	11%	8%	10%	12%	11%	9%	11%	12%	13%	10%	12%	12%	13%	11%	16%	13%	12%	17%	14%	14%	14%	17%	15%	17%	15%	15%	17%	18%	18%	13%	12%
Romania																										17%	16%	17%	13%	12%	12%	23%	26%		
Russia	14%	18%	14%	11%	13%	17%	14%	15%	15%	14%	14%	15%	16%	16%	14%	13%	13%	14%	15%	15%	15%	14%	17%	19%	26%	26%	24%	17%	34%	27%	27%	19%	20%	26%	18%
Saudi Arabia	57%	57%	52%	59%	47%	46%	44%	47%	48%	53%	56%	53%	51%	51%	51%	52%	51%	51%	48%	49%	51%	52%	49%	49%	59%	53%	56%	54%	55%	52%	48%	50%	51%	47%	60%
South Africa	15%	15%	13%	20%	22%	11%	14%	10%	14%	15%	13%	10%	13%	14%	16%	12%	13%	11%	15%	14%	16%	12%	13%	15%	11%	13%	15%	18%	16%	18%	15%	20%	16%	15%	16%
South Korea	14%	15%	14%	13%	15%	16%	13%	12%	15%	19%	14%	17%	14%	15%	17%	14%	17%	15%	18%	13%	13%	14%	15%	14%	18%	13%	10%	11%	12%	11%	10%	11%	9%	10%	11%
Spain	16%	14%	18%	13%	12%	12%	11%	11%	9%	14%	15%	15%	12%	16%	15%	15%	17%	21%	15%	19%	19%	18%	18%	19%	18%	19%	17%	19%	18%	20%	13%	17%	16%	20%	20%
Sweden	15%	10%	15%	10%	14%	16%	19%	12%	10%	9%	12%	15%	13%	10%	12%	9%	13%	13%	15%	11%	10%	13%	13%	15%	13%	20%	12%	12%	14%	13%	16%	16%	14%	11%	10%
Turkey	34%	25%	30%	29%	26%	27%	23%	24%	26%	26%	34%	31%	25%	27%	27%	27%	25%	26%	28%	26%	26%	24%	26%	26%	27%	25%	27%	24%	29%	22%	23%	25%	22%	26%	22%
United States	25%	25%	24%	28%	28%	30%	25%	29%	24%	24%	25%	23%	24%	25%	23%	26%	26%	23%	22%	22%	23%	25%	21%	19%	23%	23%	21%	22%	23%	21%	27%	26%	26%	29%	27%

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?

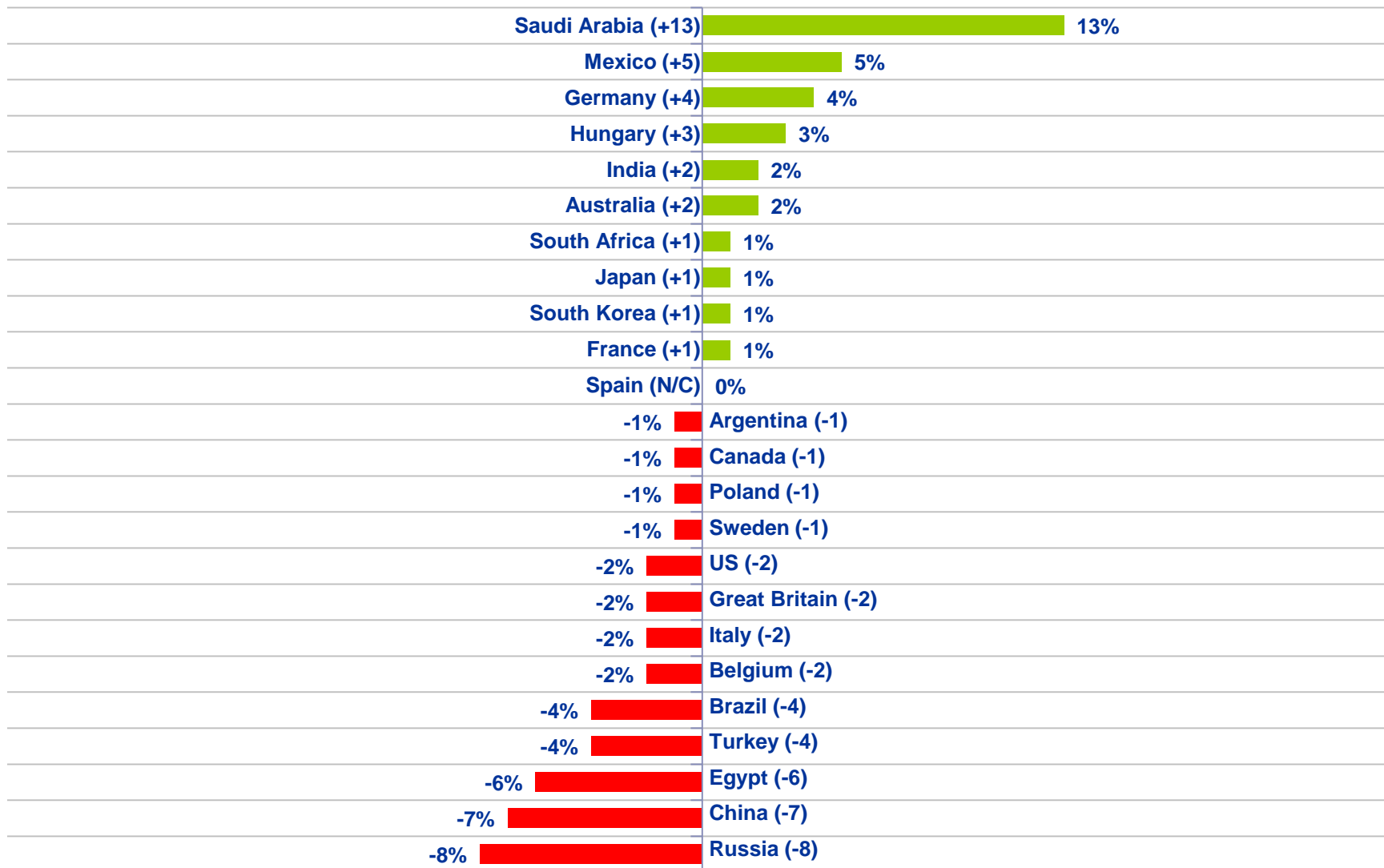
Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):

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:

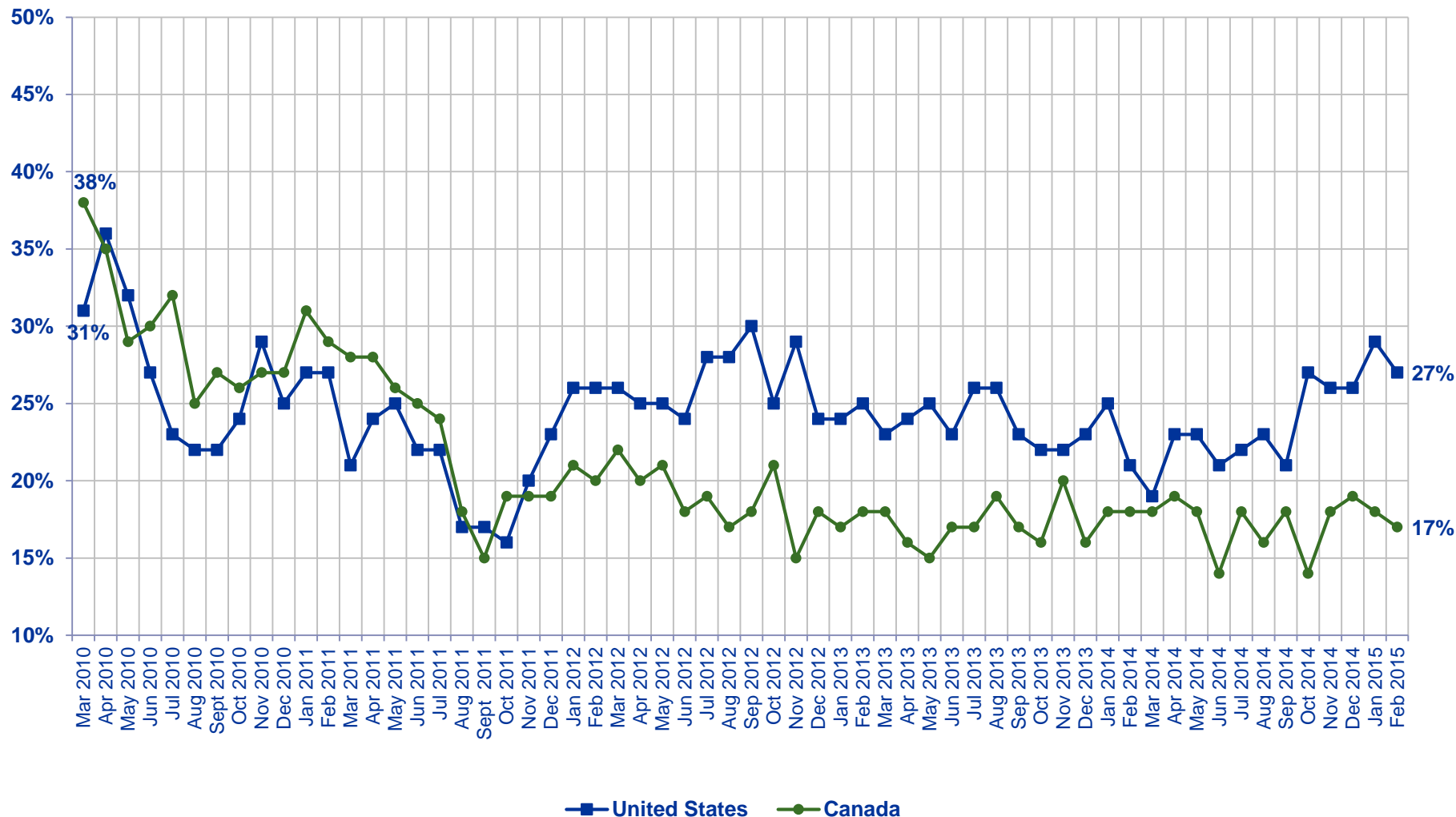
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?





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The Economic Pulse

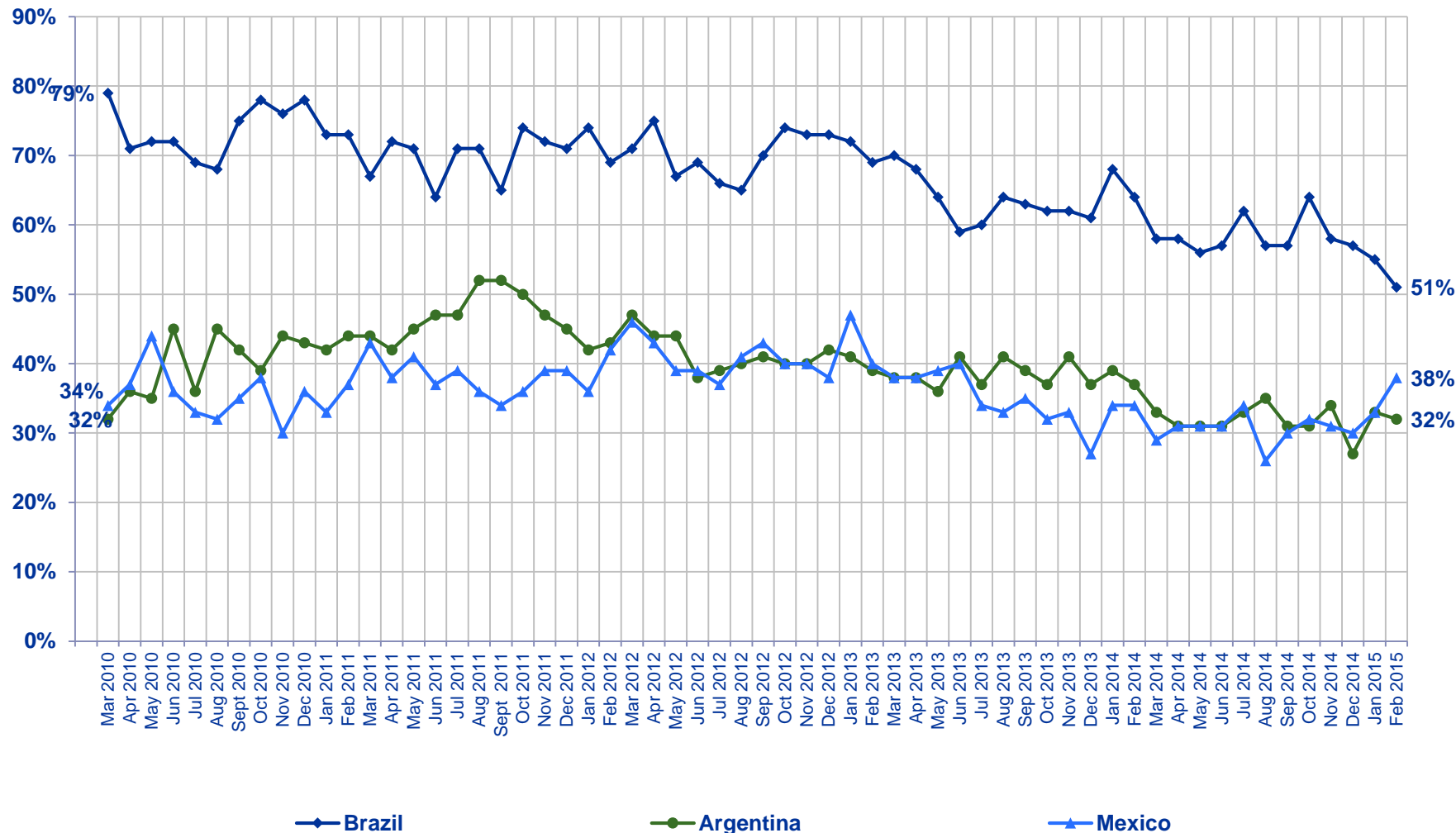
% Much Stronger/Somewhat Stronger



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?

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

% Much Stronger/Somewhat Stronger



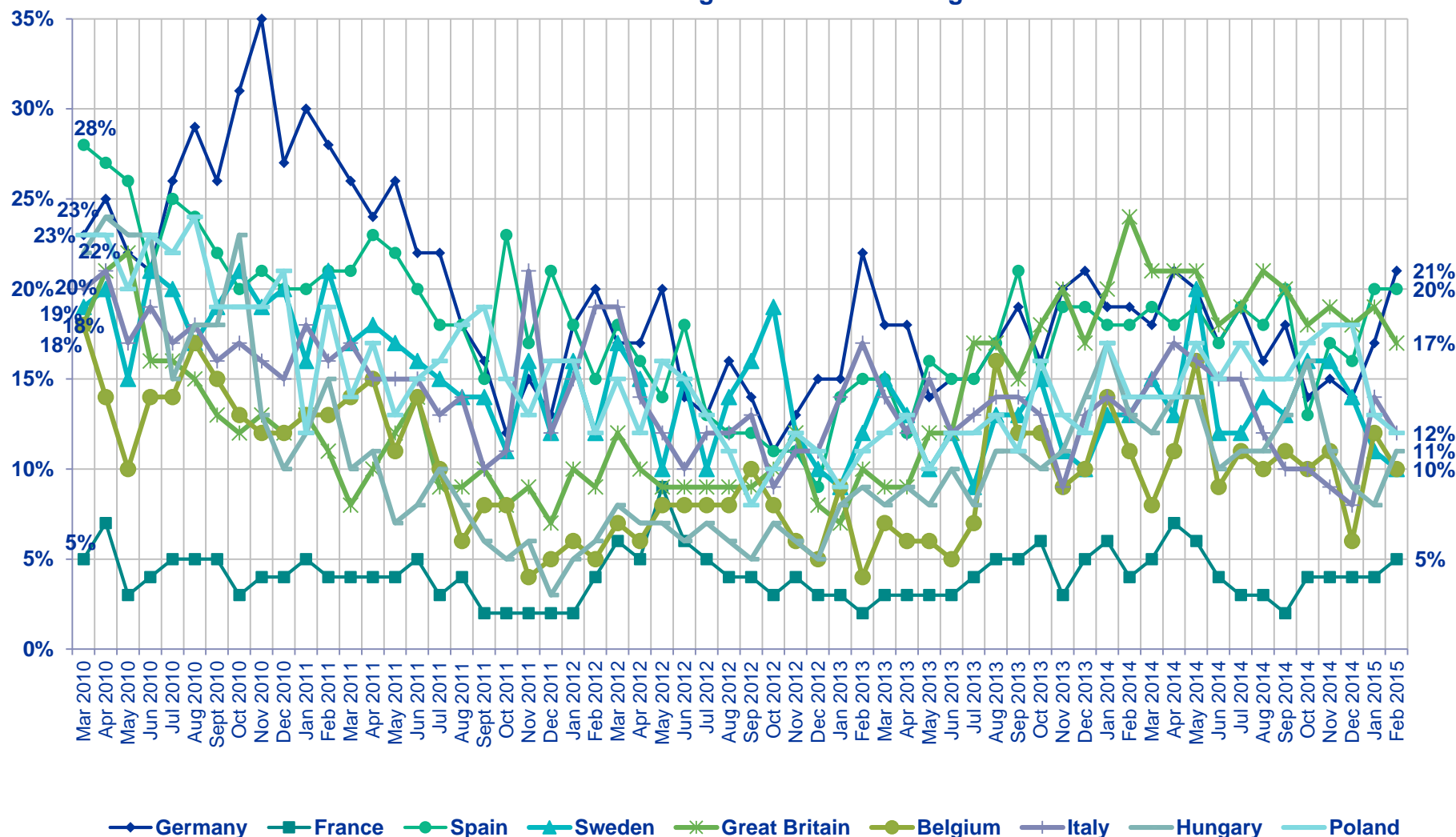
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

53

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

N/C

% Much Stronger/Somewhat Stronger

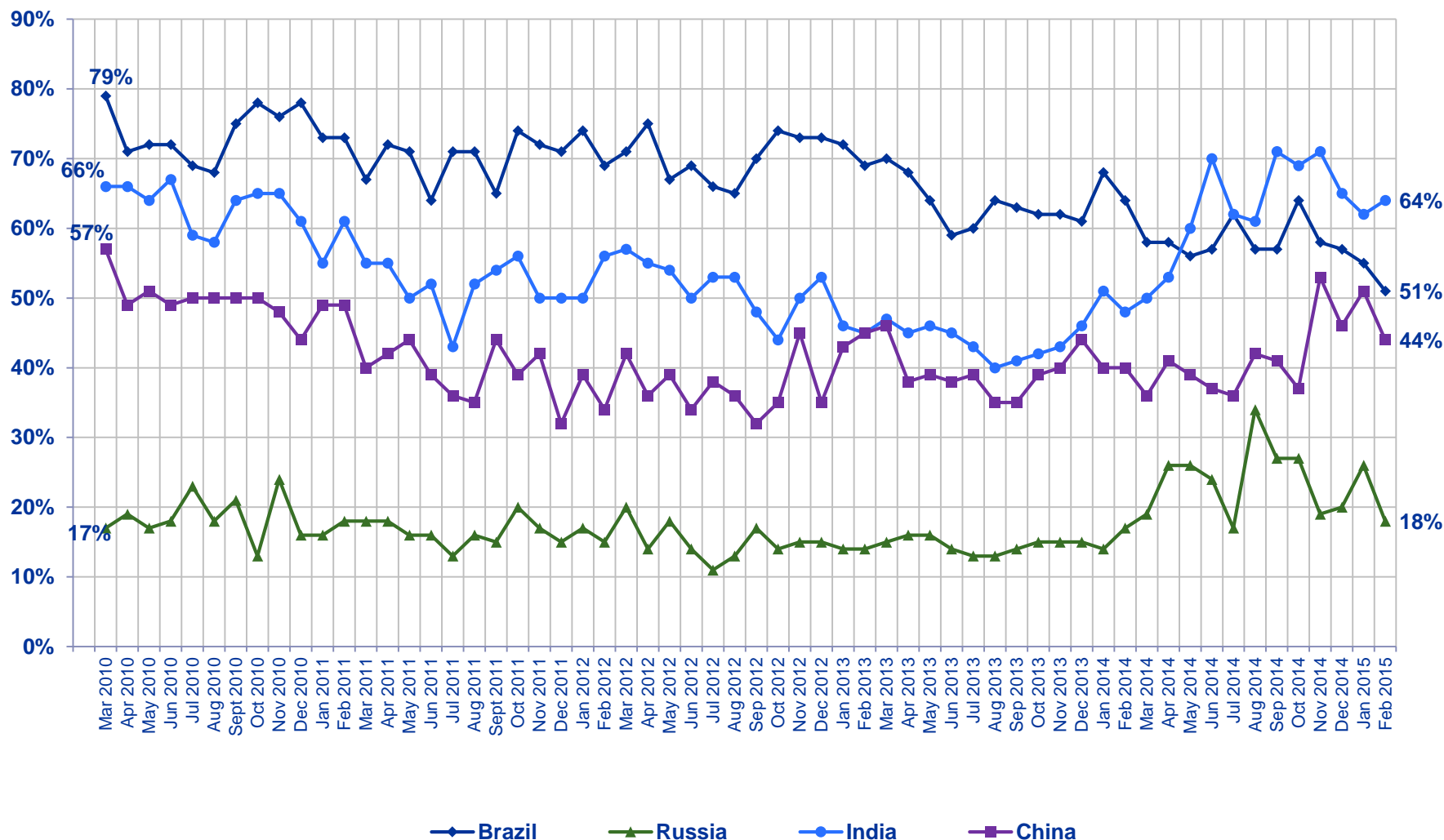


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

▼ 4

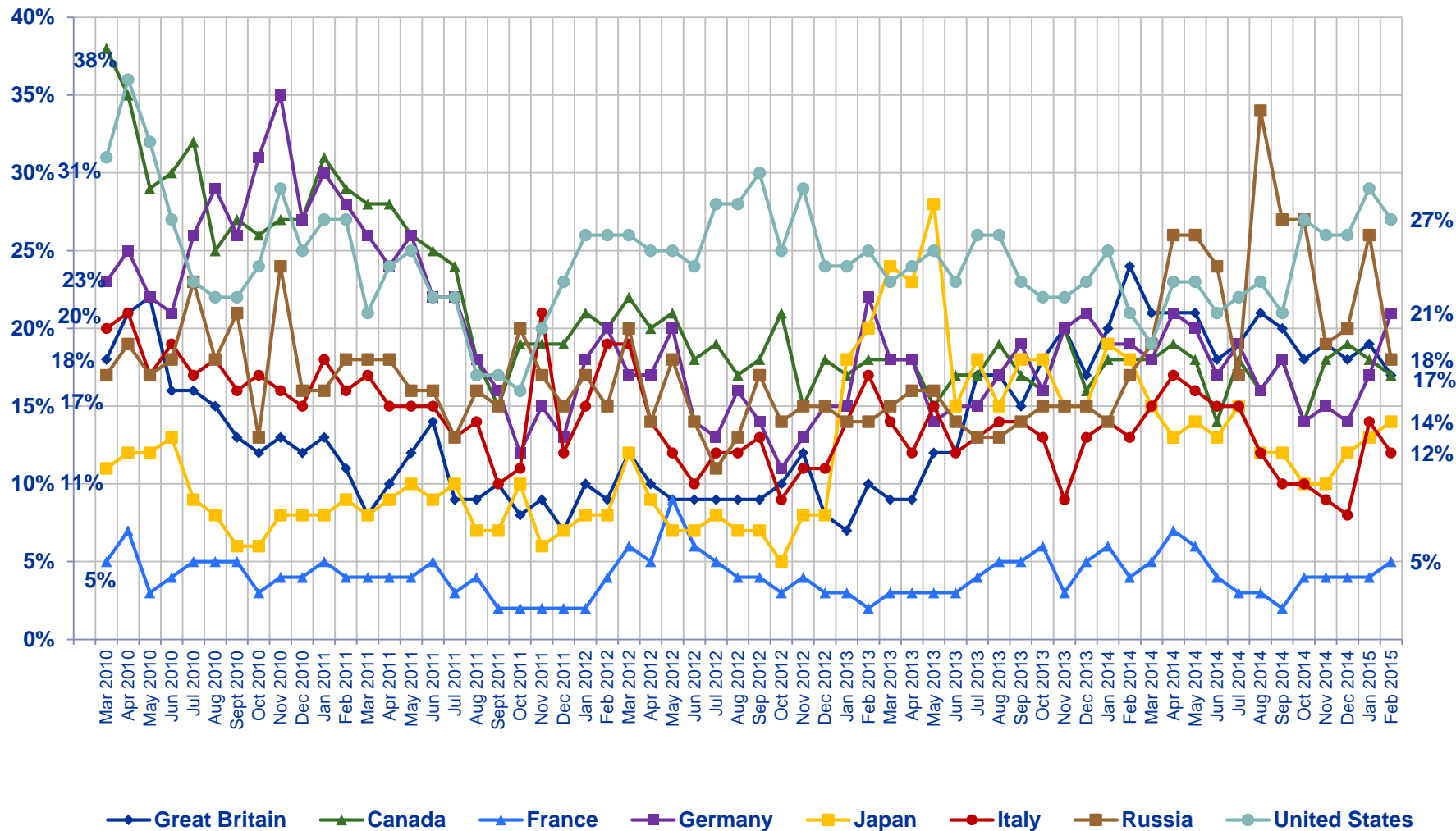
% Much Stronger/Somewhat Stronger



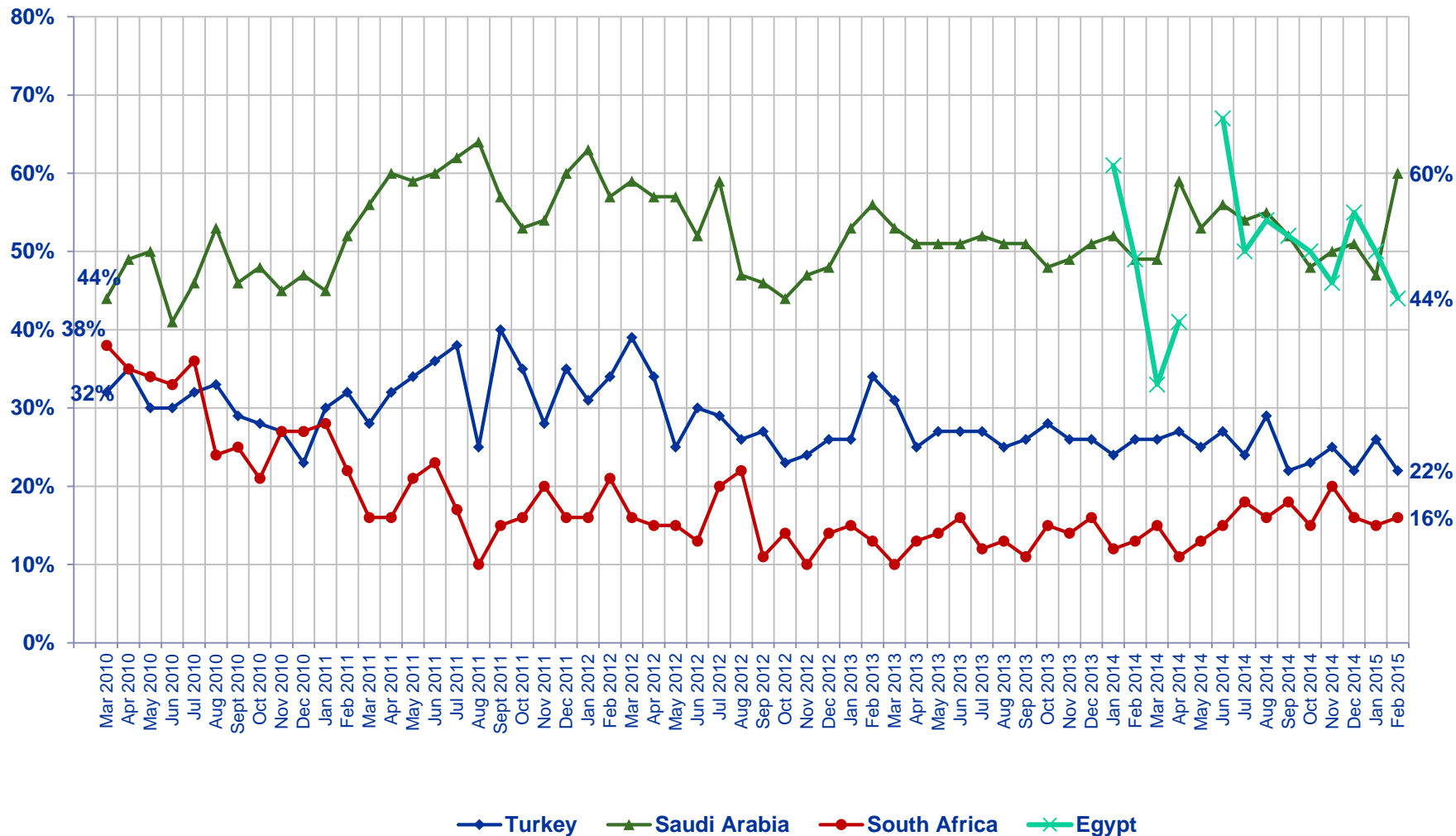
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

% Much Stronger/Somewhat Stronger



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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