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 61 (G@61), an Ipsos survey conducted between September 2nd and September 16th, 2014.

• The survey instrument Global @dvisor is conducted monthly in 24 countries via the Ipsos Online Panel system.

• For the results of the survey herein, an total sample of 18,010 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, was interviewed between September 2nd-16th , 2014. Approximately 1000+ individuals were surveyed in Australia, Brazil, Canada, China, France, Germany, Great Britain, Italy, Japan, Spain and the United States. Approximately 500+ individuals were surveyed in Argentina, Belgium, Egypt, Hungary, India, Mexico, Poland, Romania, Russia, South Africa, South Korea, Sweden, Turkey and Saudi Arabia.

• The results reported include n=500 in Egypt. The sample in Egypt was 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 ten remaining countries surveyed –Brazil (45.6% Internet penetration among the citizenry), China (41%), India (11.4%), Indonesia (22.1%), Mexico (36.5%), Romania (44.1%), 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".

• 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.

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:

①The 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?

THE WORLD at a GLANCE

No Change Yet In The Face Of Looming Trouble

- Despite the ongoing crisis in the Middle East and continuing tensions between Russia and the United States, the global average for national economic assessment remains unchanged for the second month in a row; the local economic assessment average is up one point since last sounding; and the future local average remains unchanged for the fifth straight month.

- Potentially in response to the current situation in the Middle East we see a declining average of all key players in that region, as well as a decline in the overall regional average.

- Saudi Arabia, a key player in the Middle East region, experienced a decline in all three assessment categories: national (84%, -1pts), local (60%, -2pts) and future local (52%, -3pts).

- Turkey, dealing with the ongoing refugee crisis and calls for greater involvement in the fight against ISIS, also experienced a decline in all assessment categories, most noticeably in the future local assessment (22%, -7pts).

- Egypt is being the only bright spot, experiencing significant gains in the national economic assessment average (68%, up 7pts).

Global Average of National Economic Assessment Unchanged: 40%

- Holding steady for the second month in a row, the average **global economic assessment of national economies surveyed in 24 countries remains unchanged as 40% of global citizens rate their national economies to be 'good'.**

- Even after losing some ground since last sounding, Saudi Arabia (84%) remains at the top of the national economic assessment, followed by India (80%), Germany (79%), Sweden (77%) and China (74%). A small minority in France (5%) rate their national economy as good, followed by Italy (7%), Romania (9%), Spain (10%), Hungary (16%) and South Korea (16%).

- *Countries with the greatest improvements in this wave*: India (80%, +8 pts.), Sweden (77%, +7 pts.), Egypt (68%, +7 pts.), Germany (79%, +4 pts.), Poland (28%, +2 pts.), South Africa (26%, +2pts.) and Romania (9%. +2pts).

- *Countries with the greatest declines*: Russia (53%, -6 pts.), Japan (22%, -5 pts.), Argentina (19%, -5 pts.), Canada (65%, -3 pts.), Great Britain (42%, -3pts) and Belgium (37%, -3 pts.).

Global Average of Local Economic Assessment (29%) Up One Point

- When asked to assess their local economies, **29% agree the state of the current economy in their local area is 'good,' on the global aggregate level. The local economic assessment is up one point since last sounding.**

- Saudi Arabia (60%) leads the local economy assessment ratings, followed by Sweden (59%), Germany (57%), China (56%), India (52%), Canada (46%), and Australia (41%). Spain (9%) and Italy (9%) share the last place in the assessment, followed by Romania (10%), Japan (11%), France (12%), Hungary (12%) and South Korea (14%).

- *Countries with the greatest improvements in this wave*: Sweden (59%, +8 pts.), Germany (57%, +5 pts.), India (52%, +5 pts.), Brazil (30%, +5 pts.) and China (56%, +3pts.).

- *Countries with the greatest declines*: Turkey (33%, -6 pts.), Belgium (20%, -4 pts.), South Africa (19%, -3 pts.), Saudi Arabia (60%, -2 pts.), Argentina (15%, -2 pts.) and Japan (11%, -2 pts.).

Global Average of <u>Future Outlook for Local Economy</u> (25%) Unchanged

- **<u>No change for the fifth month in a row, as one quarter (25%) of global citizens expect their local economy will be stronger six months from now.</u>**

- India (61%) retains the top spot in the future outlook assessment rating. The rest of the highest-ranking countries are: Brazil (57%), Egypt (52%), Saudi Arabia (52%), China (41%), Argentina (31%) and Mexico (30%). France (2%) remains at the bottom of the pack, followed by Italy (10%), Belgium (11%), South Korea (11%), Japan (12%), Romania (12%) Hungary (13%) and Sweden (13%).

- *Countries with the greatest improvements in this wave*: India (71%, +10 pts.), Mexico (30%, +4 pts.), Australia (19%, +4 pts.), Spain (20%, +2 pts.), Canada (18%, +2 pts.), Germany (18%, +2 pts.), South Africa (18%, +2 pts.) and Hungary (13%, +2 pts.).

- *Countries with the greatest declines*: Russia (27%, -7 pts.), Turkey (22%, -7 pts.), Argentina (31%, -4 pts.), Saudi Arabia (52%, -3 pts.), Egypt (52%, -2 pts.), the United States (21%, -2pts.) and Italy (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	84%	India	▲	8	Russia	▼	6	France	5%
India	80%	Sweden	▲	7	Japan	▼	5	Italy	7%
Germany	79%	Egypt	▲	7	Argentina	▼	5	Romania	9%
Sweden	77%	Germany	▲	4	Canada	▼	3	Spain	10%
China	74%	Poland	▲	2	Great Britain	▼	3	Hungary	16%
Egypt	68%	South Africa	▲	2	Belgium	▼	3	South Korea	16%
Canada	65%	Romania	▲	2	Turkey	▼	2	Argentina	19%
Australia	58%	China	▲	1	Mexico	▼	2	Japan	22%
Russia	53%	Australia	▲	1	Hungary	▼	2	Mexico	22%
Turkey	47%	US	▲	1	Saudi Arabia	▼	1	Brazil	26%
Great Britain	42%	Brazil	▲	1	South Korea	▼	1	South Africa	26%
Belgium	37%				Spain	▼	1	Poland	28%
					Italy	▼	1	US	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)
BRIC	58%	▲1%
Middle East/Africa	56%	▲1%
North America	51%	▼1%
APAC	51%	N/C
G-8 Countries	39%	▼1%
Europe	31%	N/C
LATAM	22%	▼3%

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?

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	60%	Sweden	▲	8	Turkey	▼	6	Spain	9%
Sweden	59%	Germany	▲	5	Belgium	▼	4	Italy	9%
Germany	57%	India	▲	5	South Africa	▼	3	Romania	10%
China	56%	Brazil	▲	5	Saudi Arabia	▼	2	Japan	11%
India	52%	China	▲	3	Argentina	▼	2	France	12%
Canada	46%	Australia	▲	2	Japan	▼	2	Hungary	12%
Australia	41%	Russia	▲	2	Canada	▼	1	South Korea	14%
Russia	35%	Poland	▲	2	Great Britain	▼	1	Argentina	15%
Turkey	33%	France	▲	2	Mexico	▼	1	Mexico	16%
Brazil	30%	Romania	▲	2	Hungary	▼	1	South Africa	19%
US	30%	Egypt	▲	1				Belgium	20%
Great Britain	29%	Italy	▲	1				Poland	23%
								Egypt	24%

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)
BRIC	43%	▲3%
North America	38%	N/C
APAC	35%	▲2%
Middle East/Africa	34%	▼3%
G-8 Countries	29%	▲1%
Europe	24%	▲1%
LATAM	20%	N/C

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 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	71%	India	▲	10	Russia	▼	7	France	2%
Brazil	57%	Mexico	▲	4	Turkey	▼	7	Italy	10%
Egypt	52%	Australia	▲	4	Argentina	▼	4	Belgium	11%
Saudi Arabia	52%	Spain	▲	2	Saudi Arabia	▼	3	South Korea	11%
China	41%	Canada	▲	2	Egypt	▼	2	Japan	12%
Argentina	31%	Germany	▲	2	US	▼	2	Romania	12%
Mexico	30%	South Africa	▲	2	Italy	▼	2	Hungary	13%
Russia	27%	Hungary	▲	2	China	▼	1	Sweden	13%
Turkey	22%	Belgium	▲	1	Great Britain	▼	1	Poland	15%
US	21%				Sweden	▼	1	Canada	18%
Great Britain	20%				Romania	▼	1	Germany	18%
Spain	20%				South Korea	▼	1	South Africa	18%
					France	▼	1	Australia	19%

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	49%	N/C
LATAM	39%	N/C
Middle East/Africa	36%	▼3%
APAC	30%	▲1%
North America	20%	N/C
G-8 Countries	16%	▼1%
Europe	14%	▲1%

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?
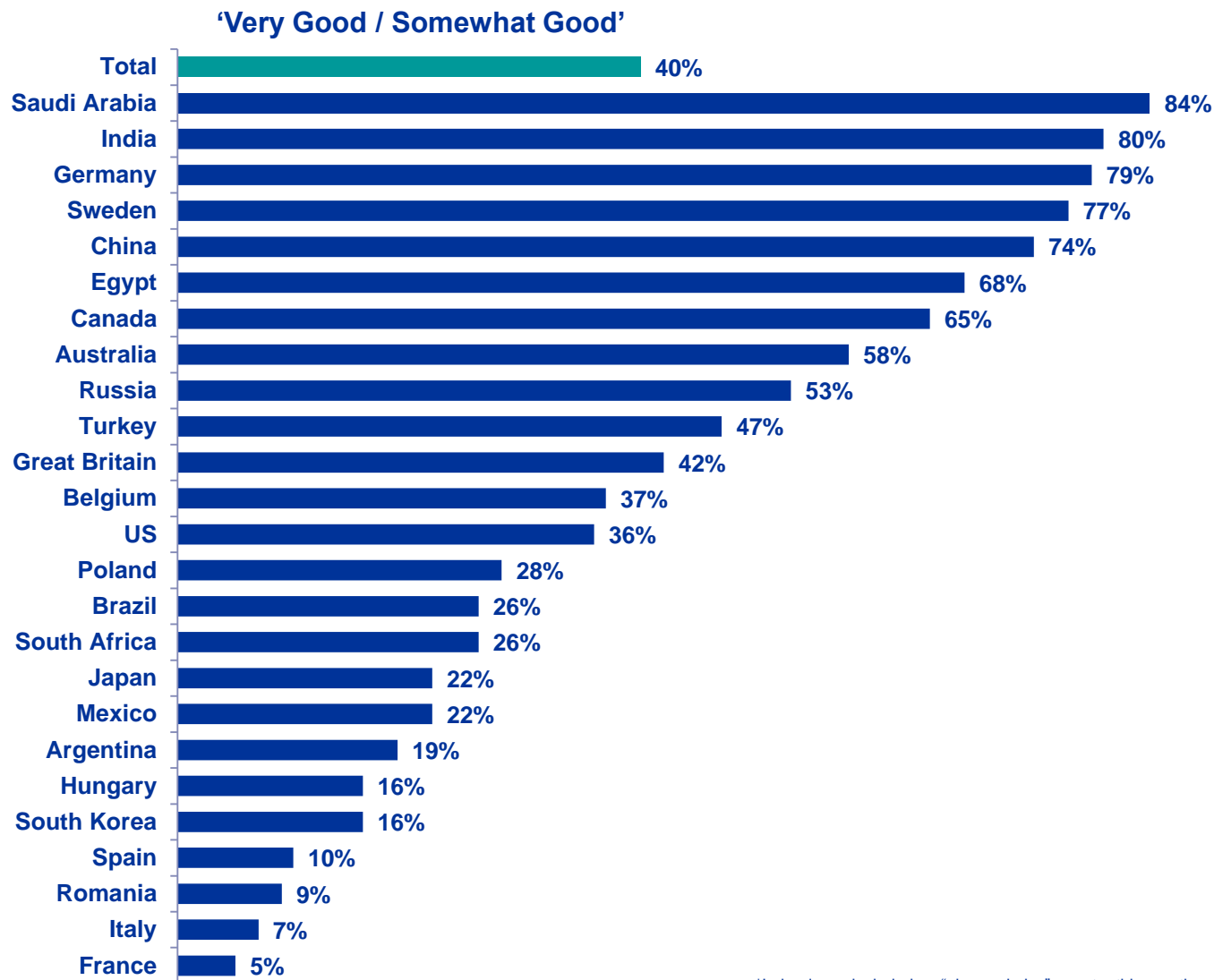
DETAILED FINDINGS

❶ Assessing The Current Economic Situation …

…in Their Country

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

'Very Good / Somewhat Good'

Country	%
Total	40%
Saudi Arabia	84%
India	80%
Germany	79%
Sweden	77%
China	74%
Egypt	68%
Canada	65%
Australia	58%
Russia	53%
Turkey	47%
Great Britain	42%
Belgium	37%
US	36%
Poland	28%
Brazil	26%
South Africa	26%
Japan	22%
Mexico	22%
Argentina	19%
Hungary	16%
South Korea	16%
Spain	10%
Romania	9%
Italy	7%
France	5%

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

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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Global Average Tracked - Global Citizens Assess the Current Economic Situation in their Country as "Good":…

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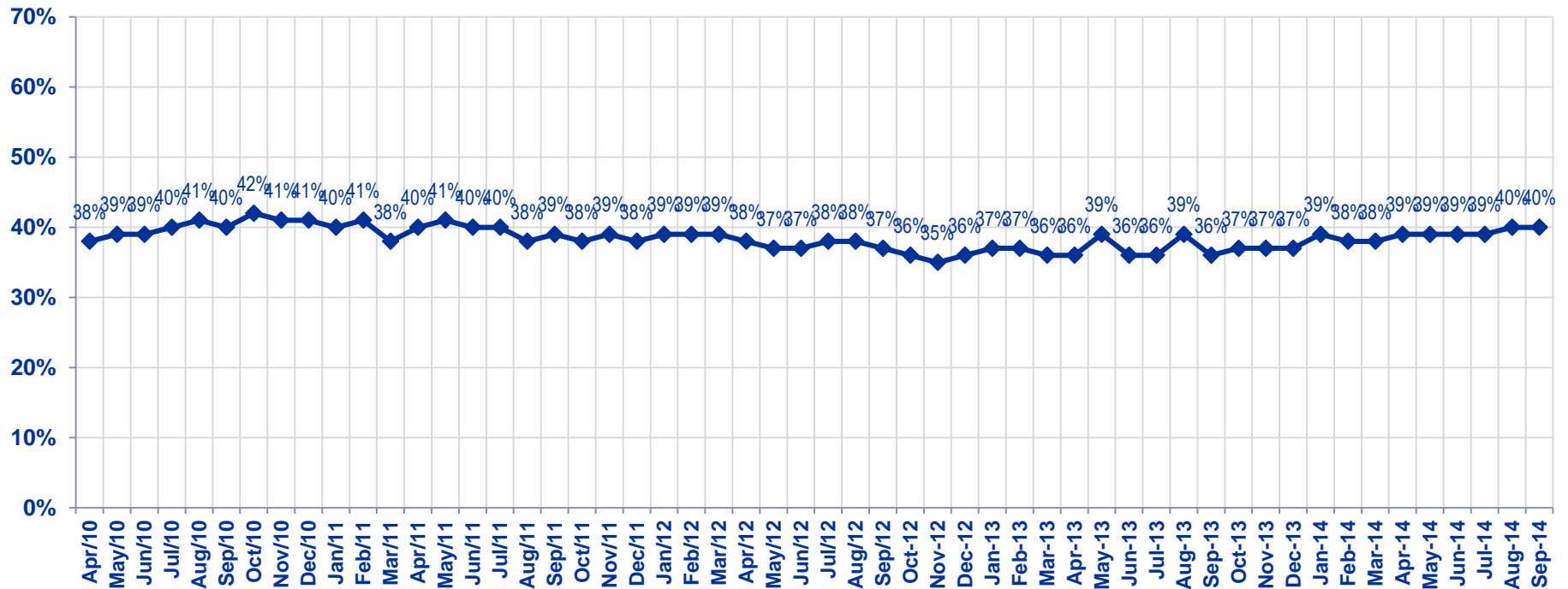
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

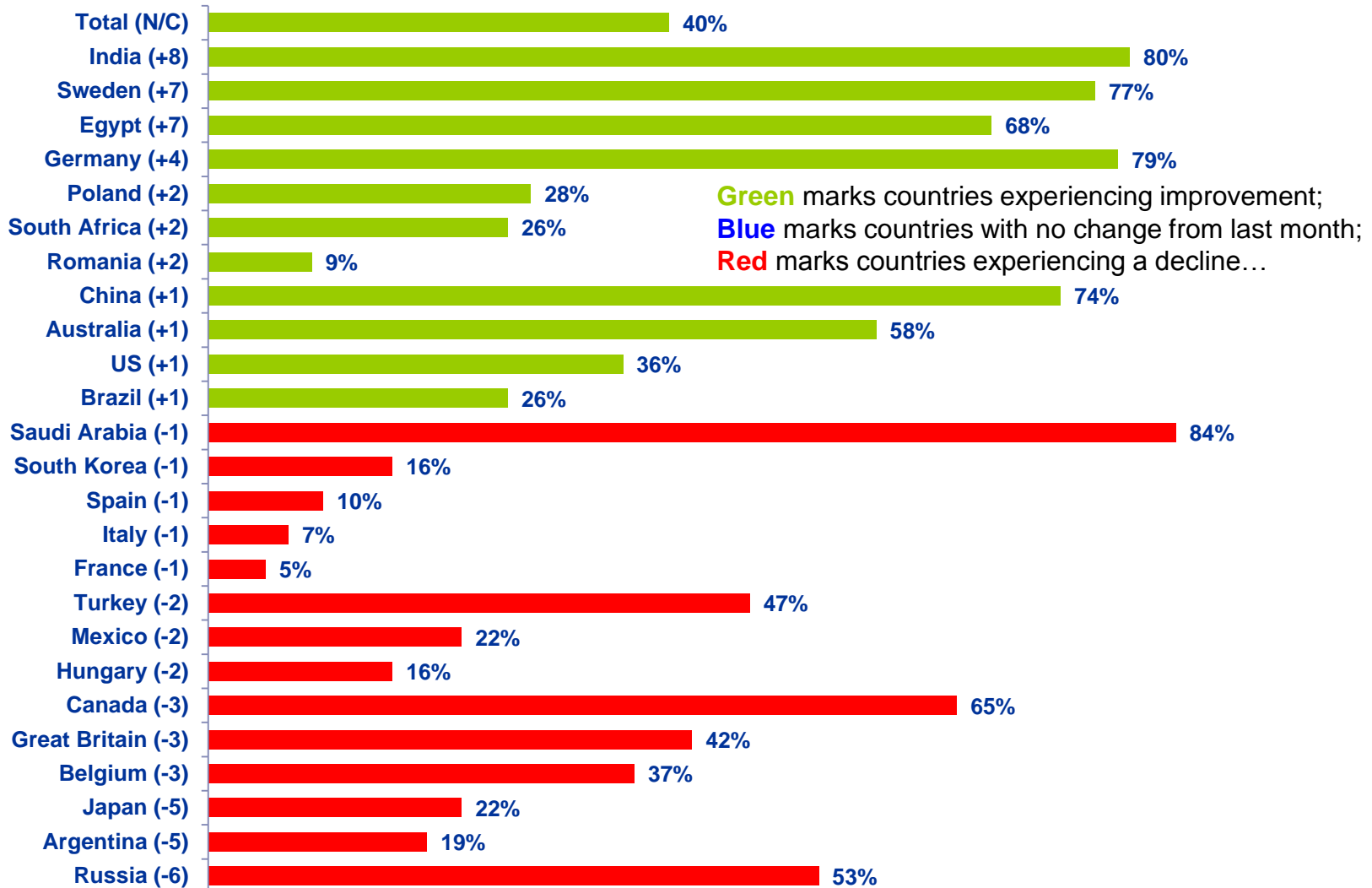# For All Countries Tracked: Citizens Assess the Current Economic Situation in their Country as "Good"

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?

	Dec '11	Jan '12	Feb '12	Mar '12	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
Total	38%	39%	39%	39%	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%
Argentina	52%	55%	47%	51%	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%
Australia	68%	70%	66%	62%	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%
Belgium	19%	22%	16%	24%	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%
Brazil	56%	62%	63%	54%	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%
Canada	63%	65%	65%	64%	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%
China	55%	64%	72%	71%	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%
Egypt																										64%	56%	36%	32%		55%	57%	61%	68%
France	5%	6%	7%	9%	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%
Germany	61%	70%	71%	68%	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%
Great Britain	8%	13%	10%	14%	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%
Hungary	2%	2%	3%	4%	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%
India	68%	65%	74%	79%	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%
Italy	5%	5%	6%	6%	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%
Japan	8%	8%	9%	9%	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%
Mexico	30%	24%	29%	31%	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%
Poland	27%	27%	21%	27%	25%	25%	28%	33%	22%	19%	21%	18%	20%	17%	19%	15%	19%	16%	16%	20%	23%	20%	22%	24%	25%	22%	24%	25%	31%	25%	26%	26%	28%	
Romania																										10%	14%	10%	7%	9%				
Russia	30%	30%	28%	33%	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%
Saudi Arabia	86%	86%	90%	89%	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%
South Africa	32%	42%	40%	36%	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%
South Korea	21%	17%	17%	20%	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%
Spain	4%	4%	4%	4%	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%
Sweden	74%	72%	73%	70%	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%
Turkey	58%	55%	58%	58%	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%
United States	21%	21%	19%	22%	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%

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

Country	%
Total (N/C)	40%
India (+8)	80%
Sweden (+7)	77%
Egypt (+7)	68%
Germany (+4)	79%
Poland (+2)	28%
South Africa (+2)	26%
Romania (+2)	9%
China (+1)	74%
Australia (+1)	58%
US (+1)	36%
Brazil (+1)	26%
Saudi Arabia (-1)	84%
South Korea (-1)	16%
Spain (-1)	10%
Italy (-1)	7%
France (-1)	5%
Turkey (-2)	47%
Mexico (-2)	22%
Hungary (-2)	16%
Canada (-3)	65%
Great Britain (-3)	42%
Belgium (-3)	37%
Japan (-5)	22%
Argentina (-5)	19%
Russia (-6)	53%

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

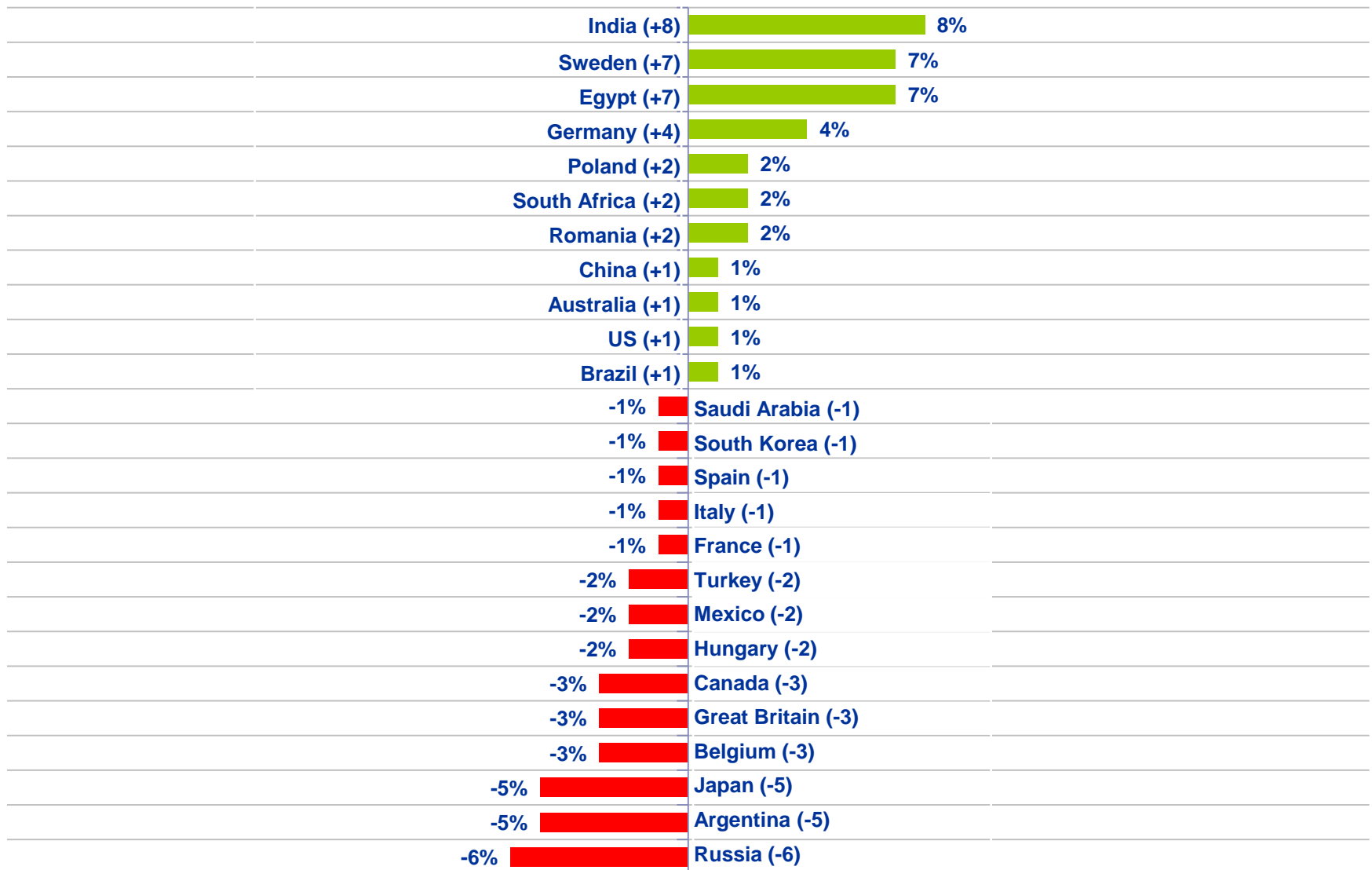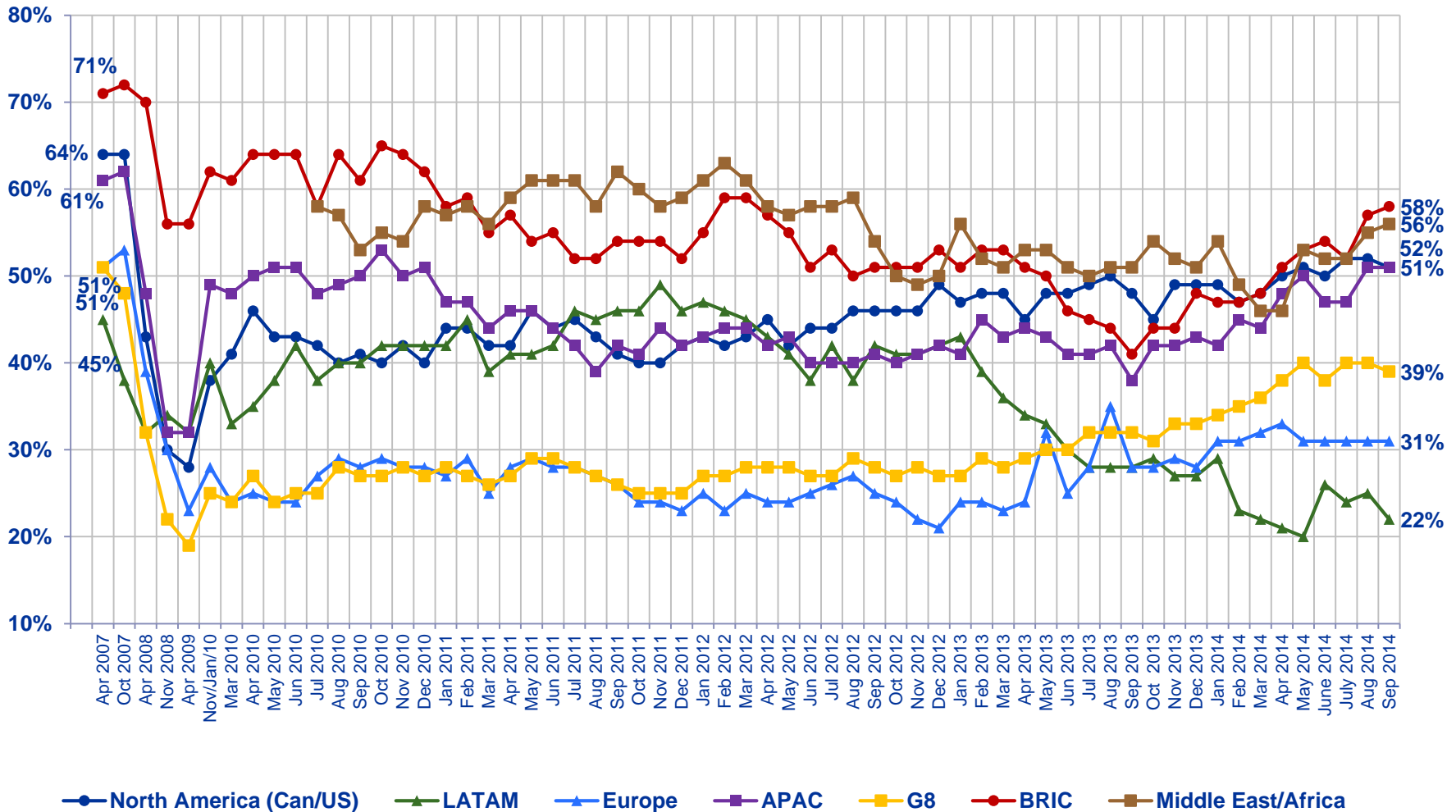# Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month: Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

Country	Value
India (+8)	8%
Sweden (+7)	7%
Egypt (+7)	7%
Germany (+4)	4%
Poland (+2)	2%
South Africa (+2)	2%
Romania (+2)	2%
China (+1)	1%
Australia (+1)	1%
US (+1)	1%
Brazil (+1)	1%
Saudi Arabia (-1)	-1%
South Korea (-1)	-1%
Spain (-1)	-1%
Italy (-1)	-1%
France (-1)	-1%
Turkey (-2)	-2%
Mexico (-2)	-2%
Hungary (-2)	-2%
Canada (-3)	-3%
Great Britain (-3)	-3%
Belgium (-3)	-3%
Japan (-5)	-5%
Argentina (-5)	-5%
Russia (-6)	-6%

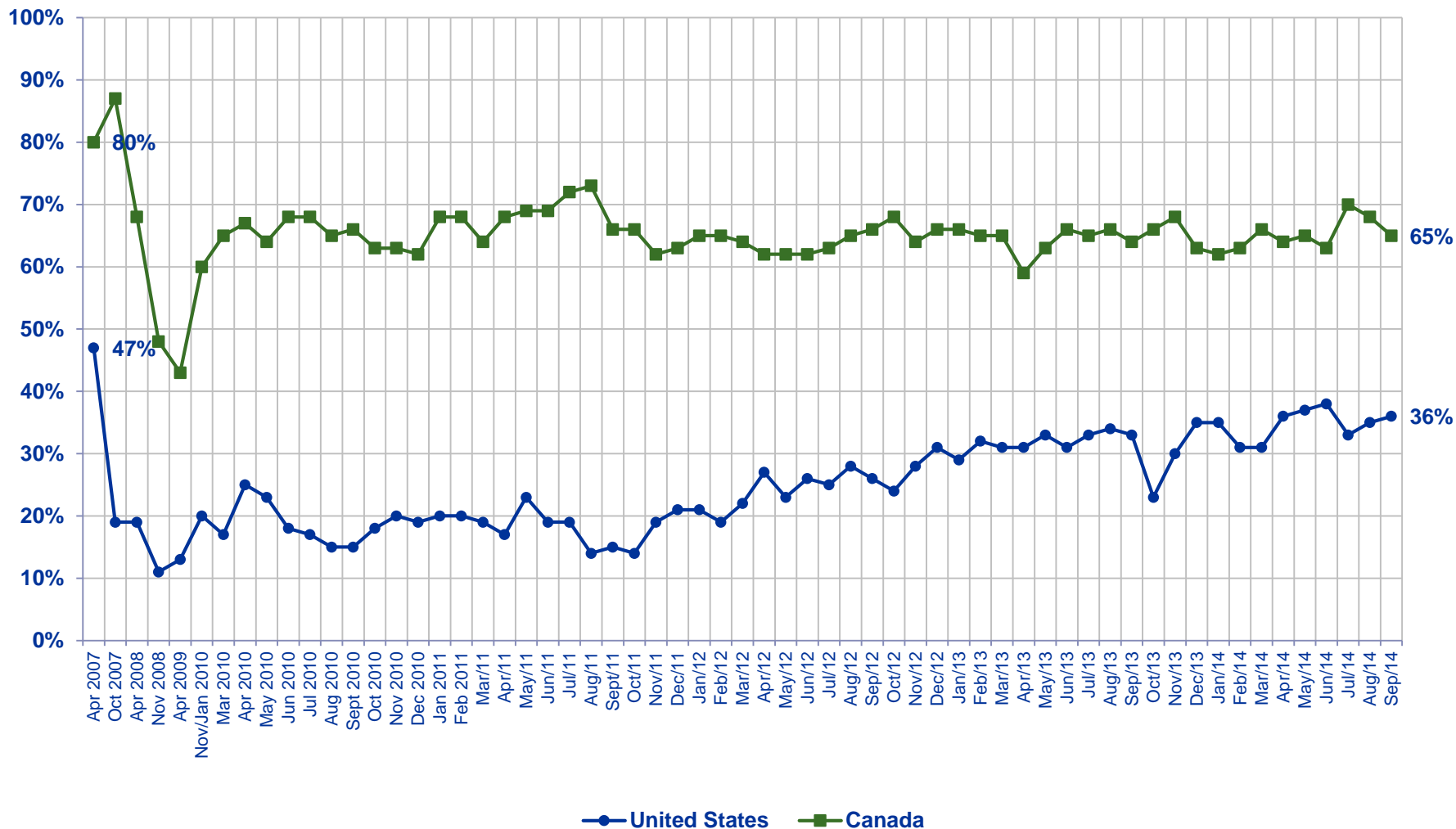# Assessing the Current Economic Situation by All Regions:

Very Good / Somewhat Good

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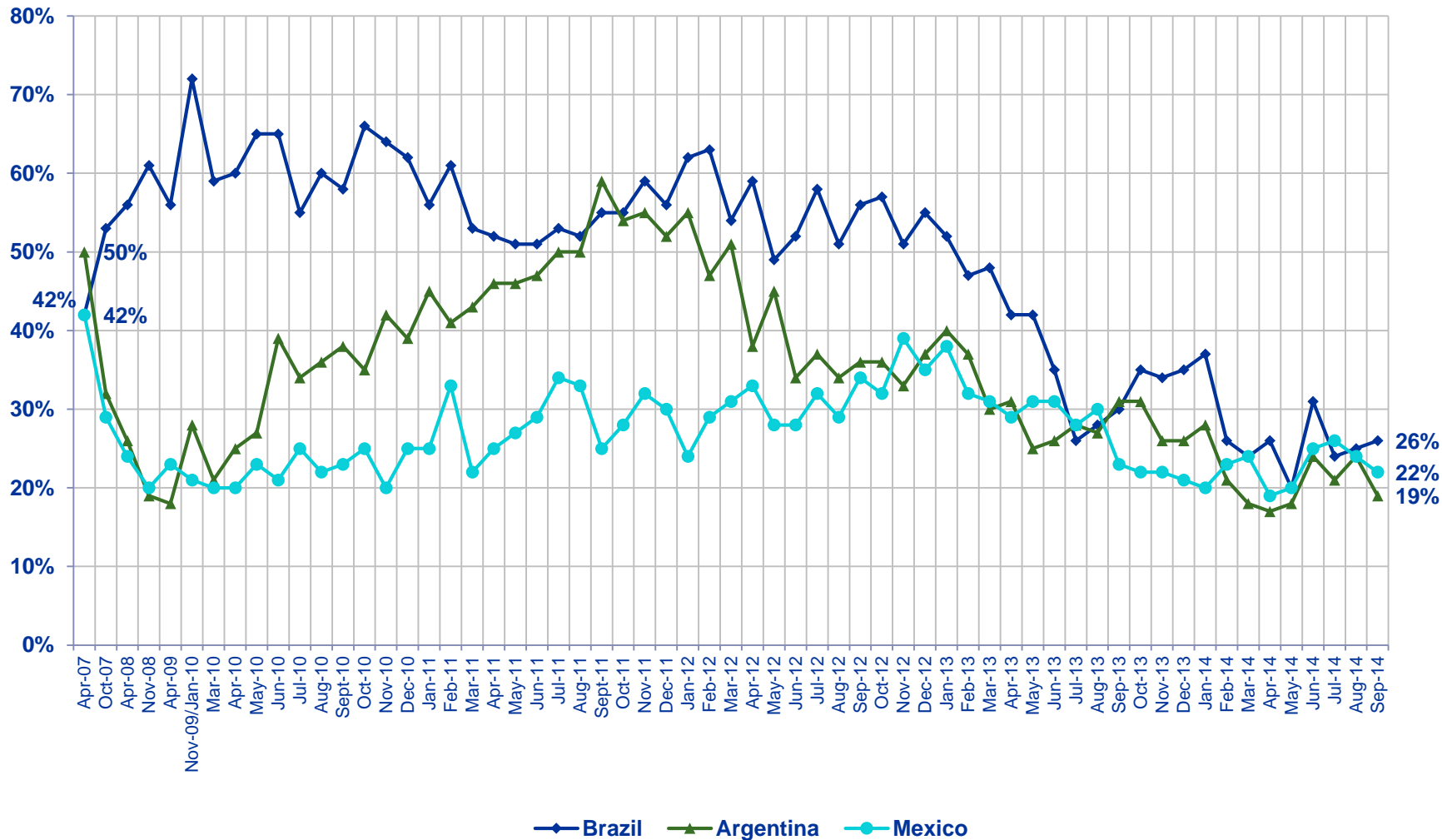Is it very good, somewhat good, somewhat bad or very bad?

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The Economic Pulse

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North American (Canada/US) Countries
Assessing the Current Economic Situation

Very Good / Somewhat Good

— United States ■ Canada

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?

LATAM Countries
Assessing the Current Economic Situation

▼3

Very Good / Somewhat Good

Legend: ◆ Brazil ▲ Argentina ● Mexico

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?

European Countries
Assessing the Current Economic Situation
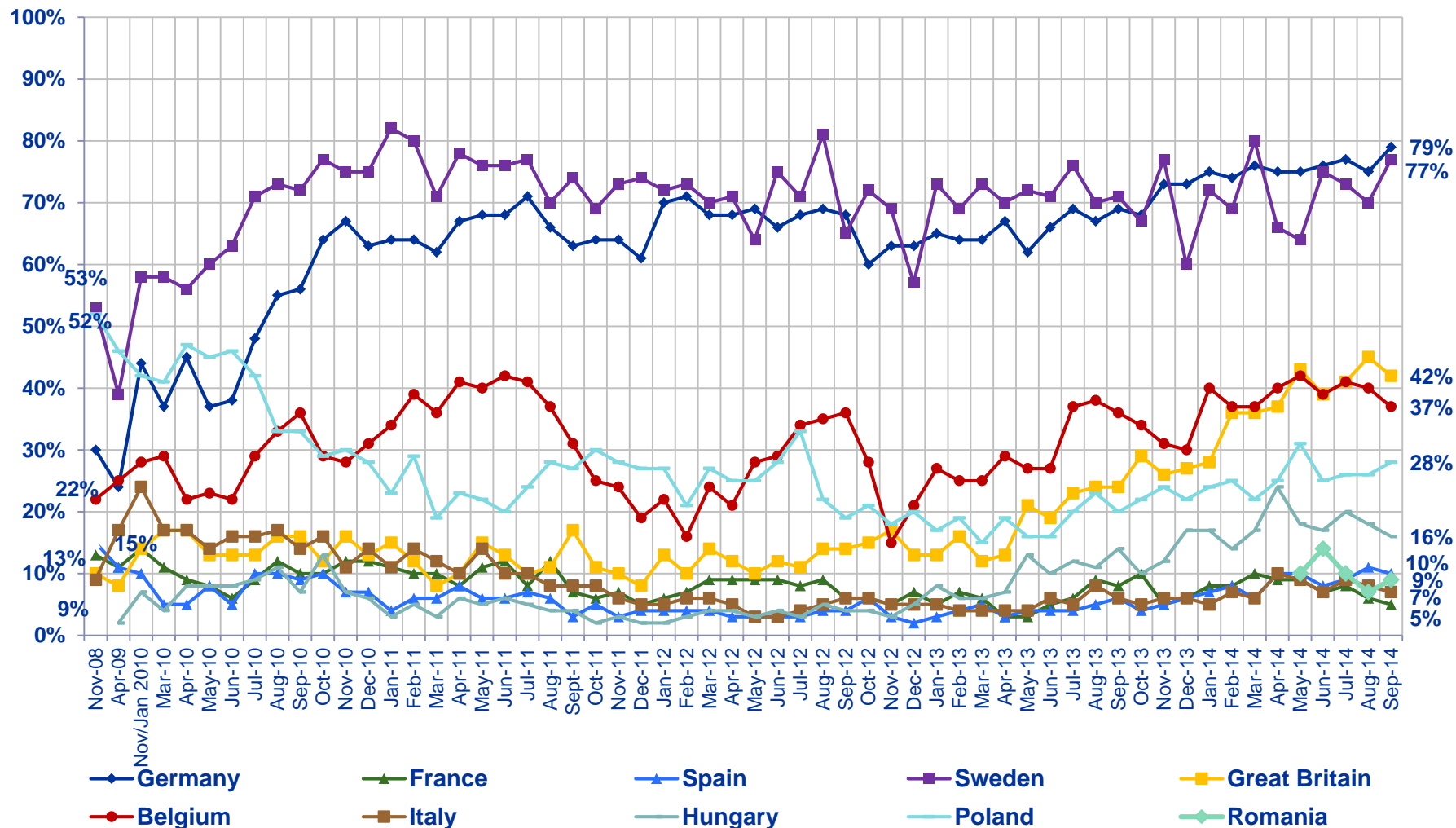
Very Good / Somewhat Good

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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The Economic Pulse

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APAC Countries
Assessing the Current Economic Situation

Very Good / Somewhat Good

Australia   **China**   **India**   **Japan**   **Russia**   **South Korea**   **Indonesia**

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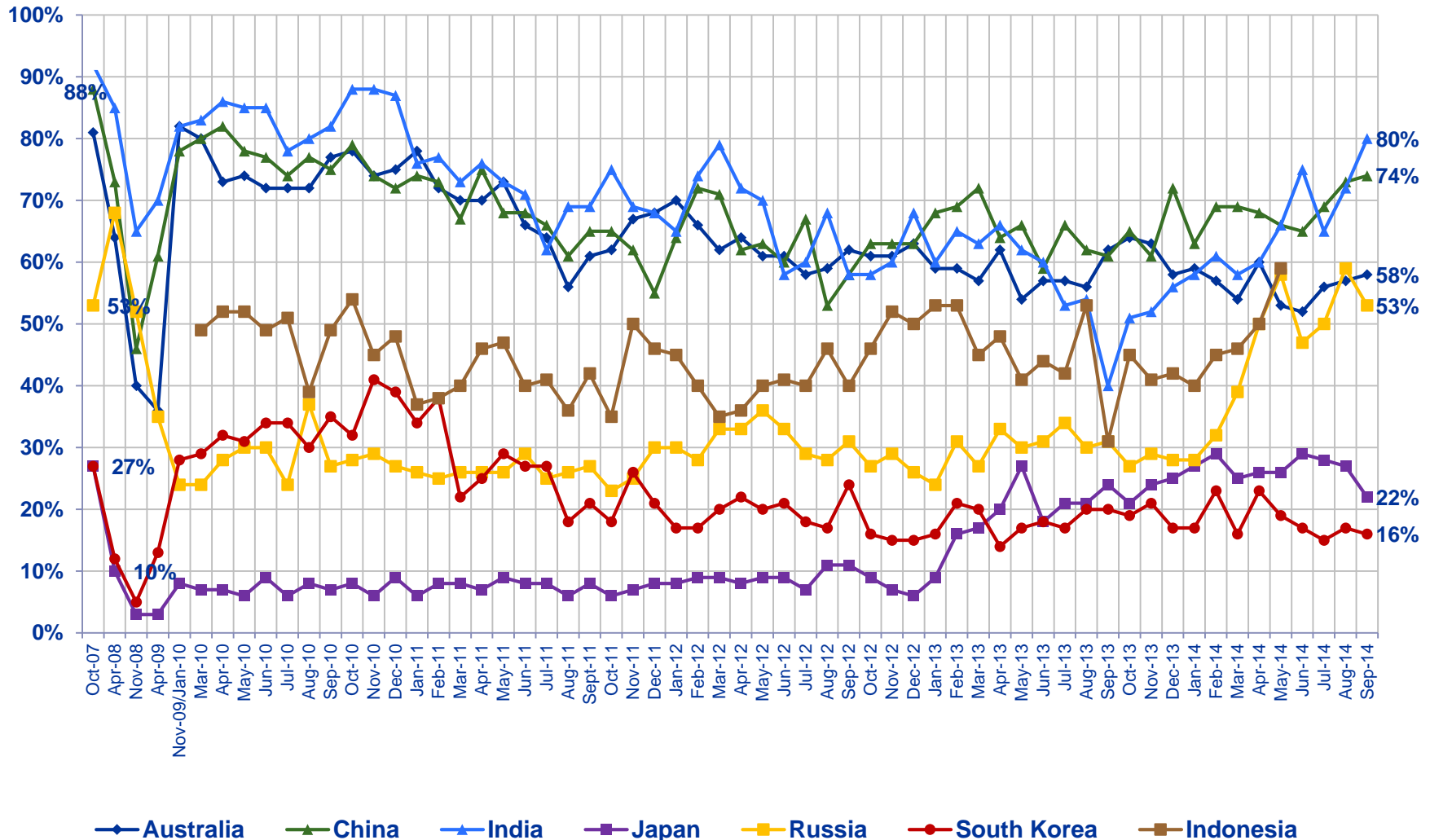Is it very good, somewhat good, somewhat bad or very bad?

Very Good / Somewhat Good

Legend: Great Britain, Canada, France, Germany, Italy, Japan, Russia, United States

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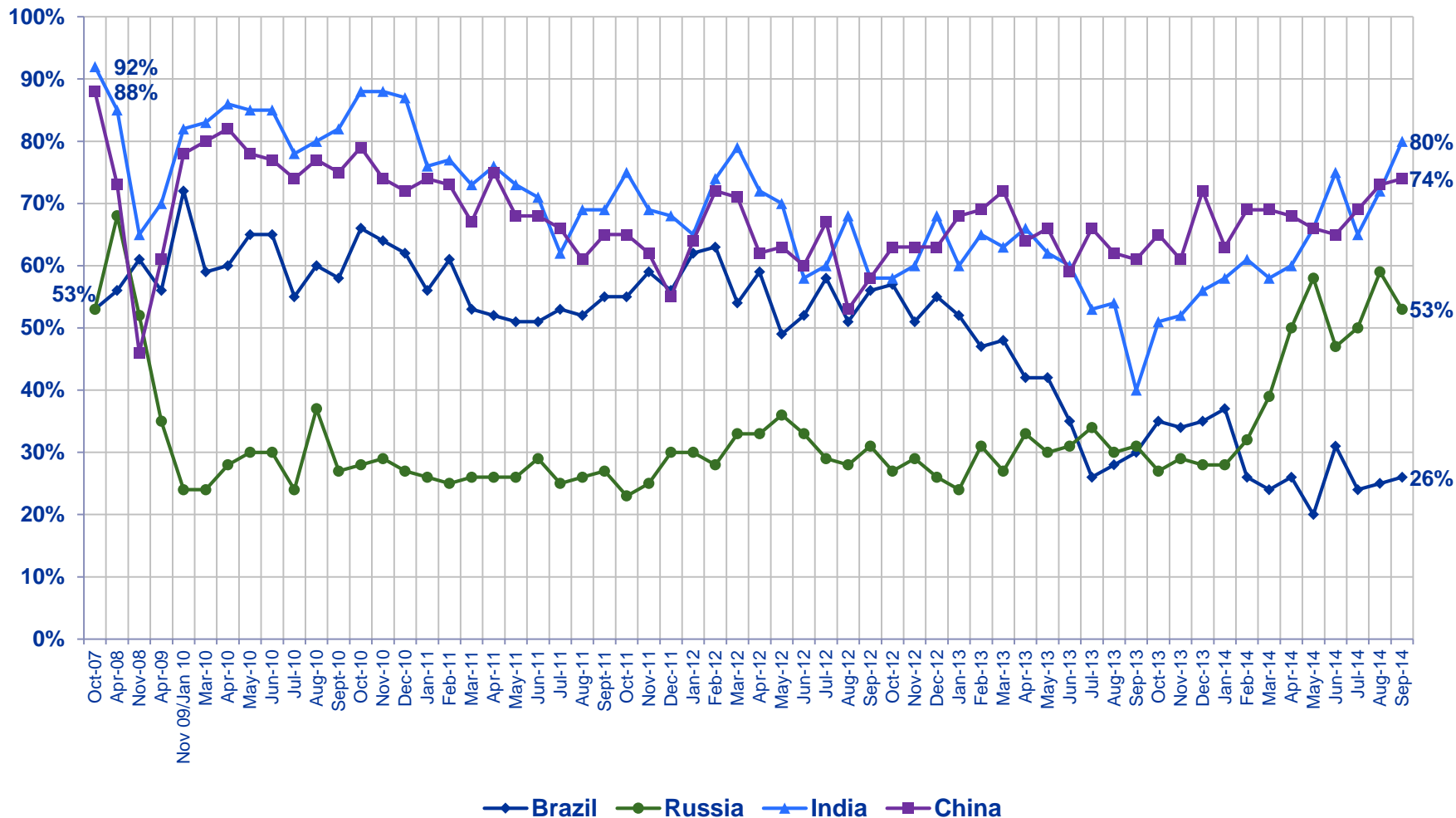Is it very good, somewhat good, somewhat bad or very bad?

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Very Good / Somewhat Good

Legend: Brazil — Russia — India — China

Middle East/African Countries
Assessing the Current Economic Situation

▲1

Very Good / Somewhat Good

Legend: Turkey, Saudi Arabia, South Africa, Egypt

Key values labeled: 84%, 73%, 68%, 51%, 47%, 38%, 26%

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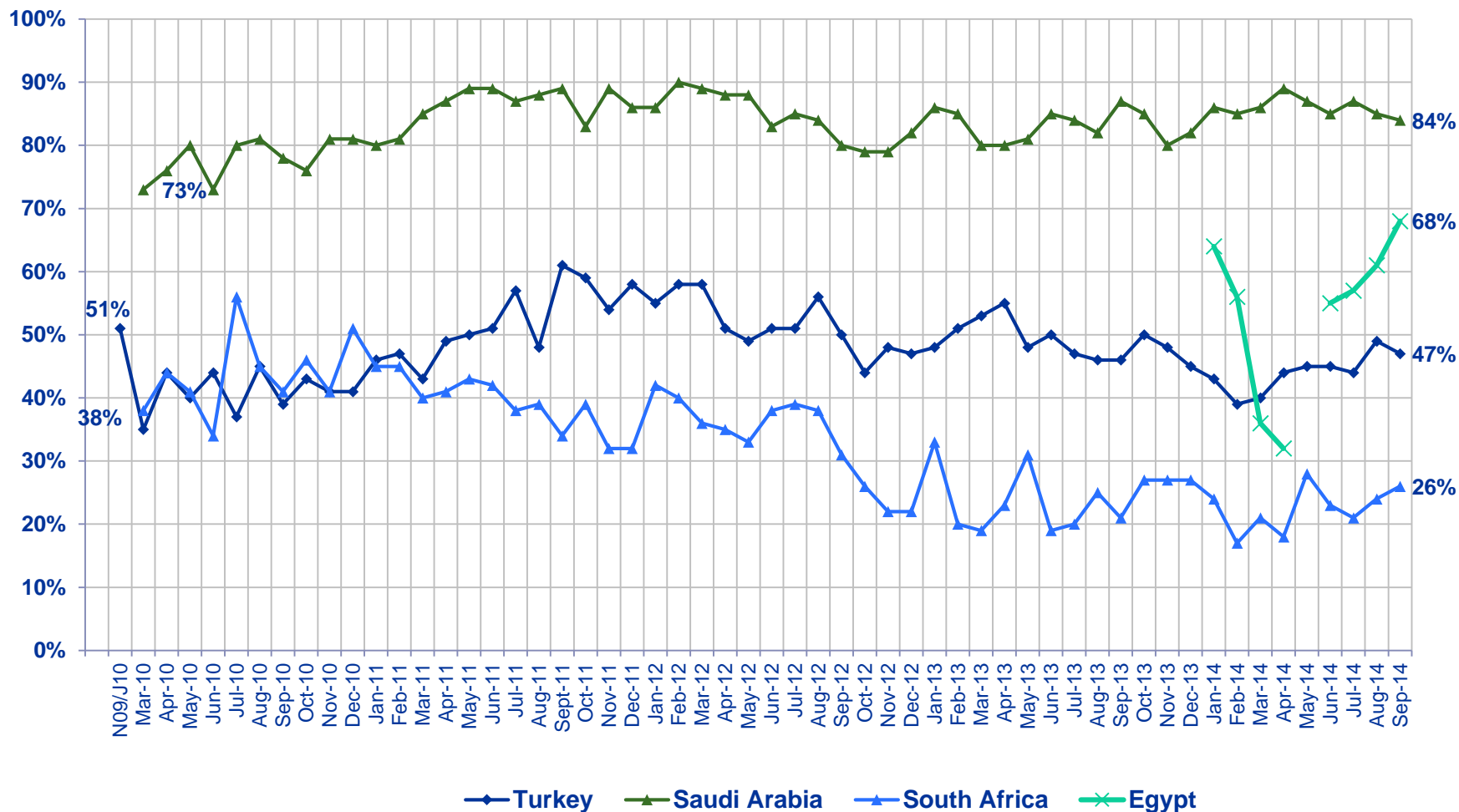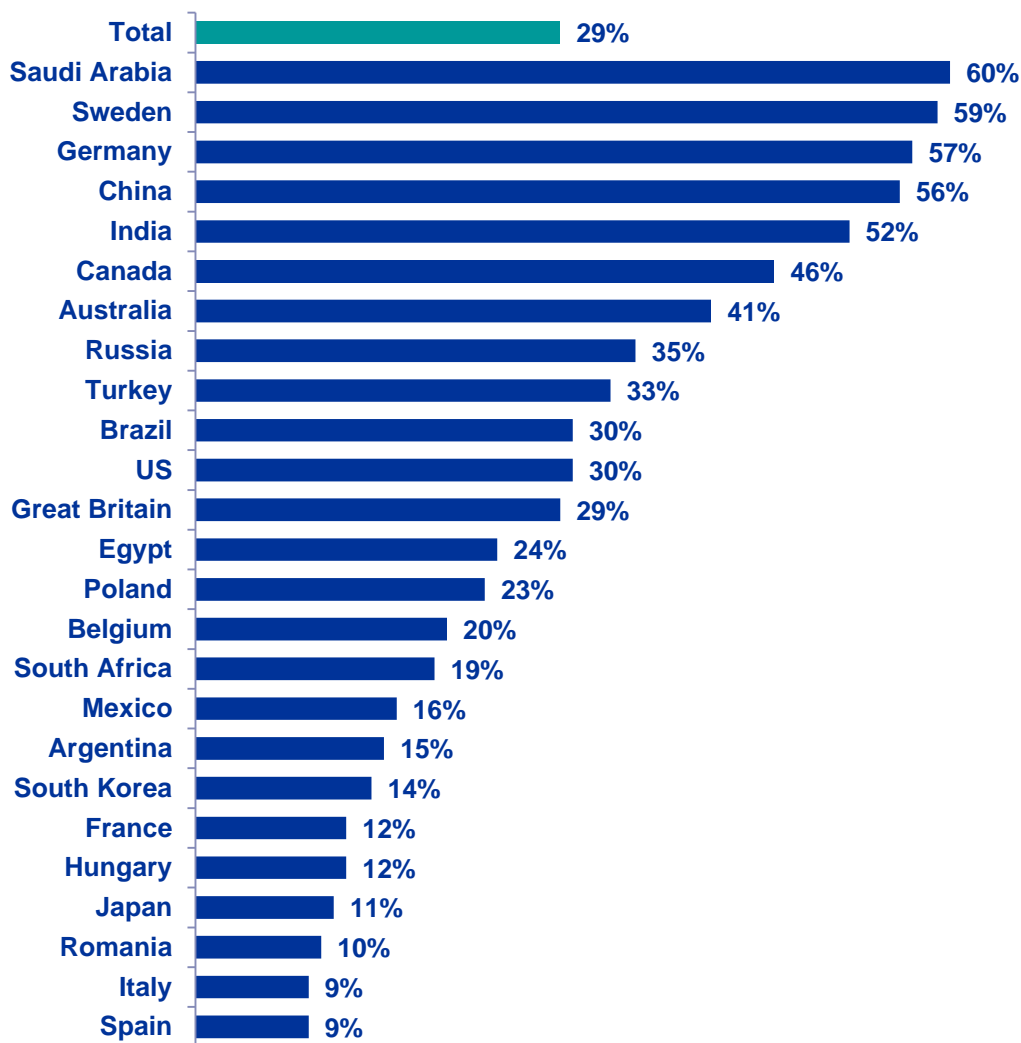Is it very good, somewhat good, somewhat bad or very bad?

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The Economic Pulse

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❷ 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)

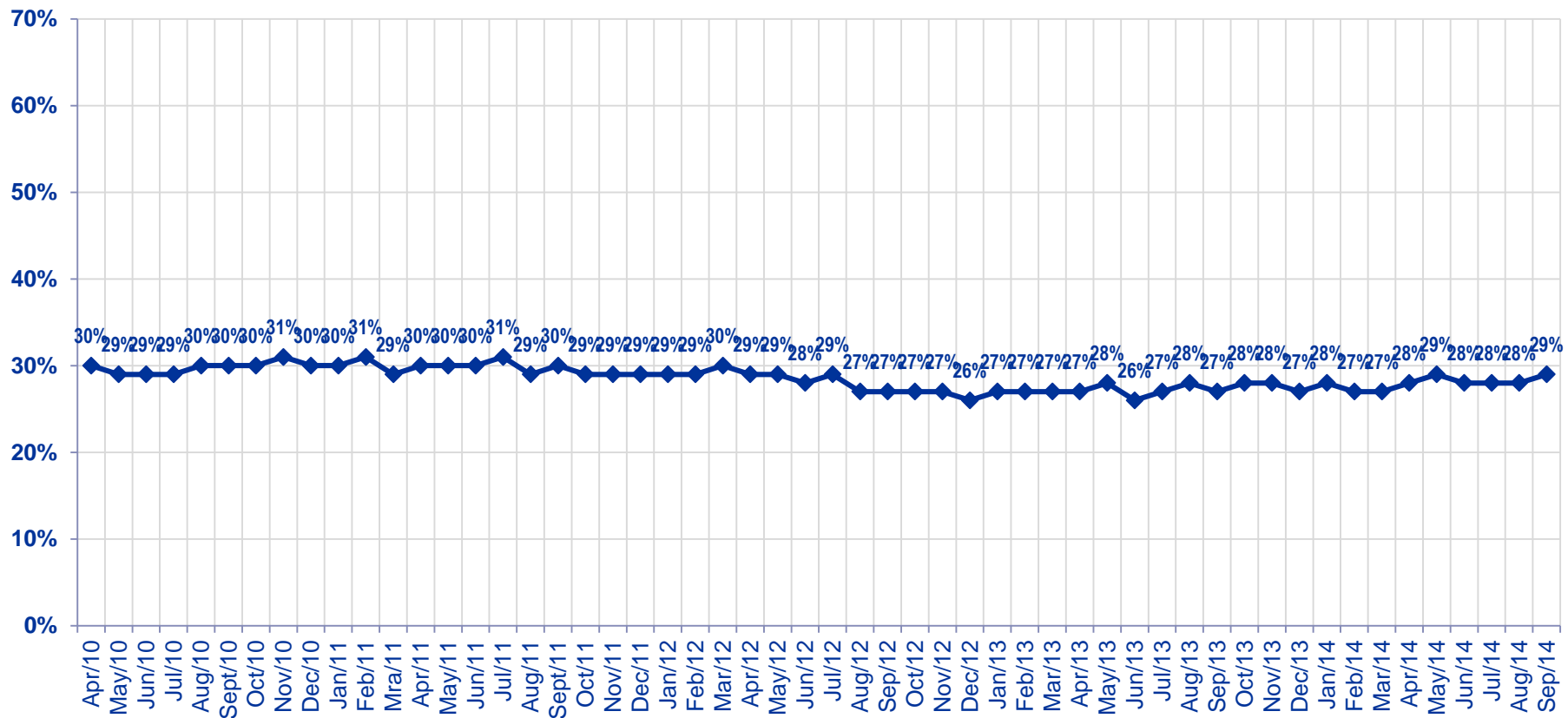| Country	%
Total	29%
Saudi Arabia	60%
Sweden	59%
Germany	57%
China	56%
India	52%
Canada	46%
Australia	41%
Russia	35%
Turkey	33%
Brazil	30%
US	30%
Great Britain	29%
Egypt	24%
Poland	23%
Belgium	20%
South Africa	19%
Mexico	16%
Argentina	15%
South Korea	14%
France	12%
Hungary	12%
Japan	11%
Romania	10%
Italy	9%
Spain	9%

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)

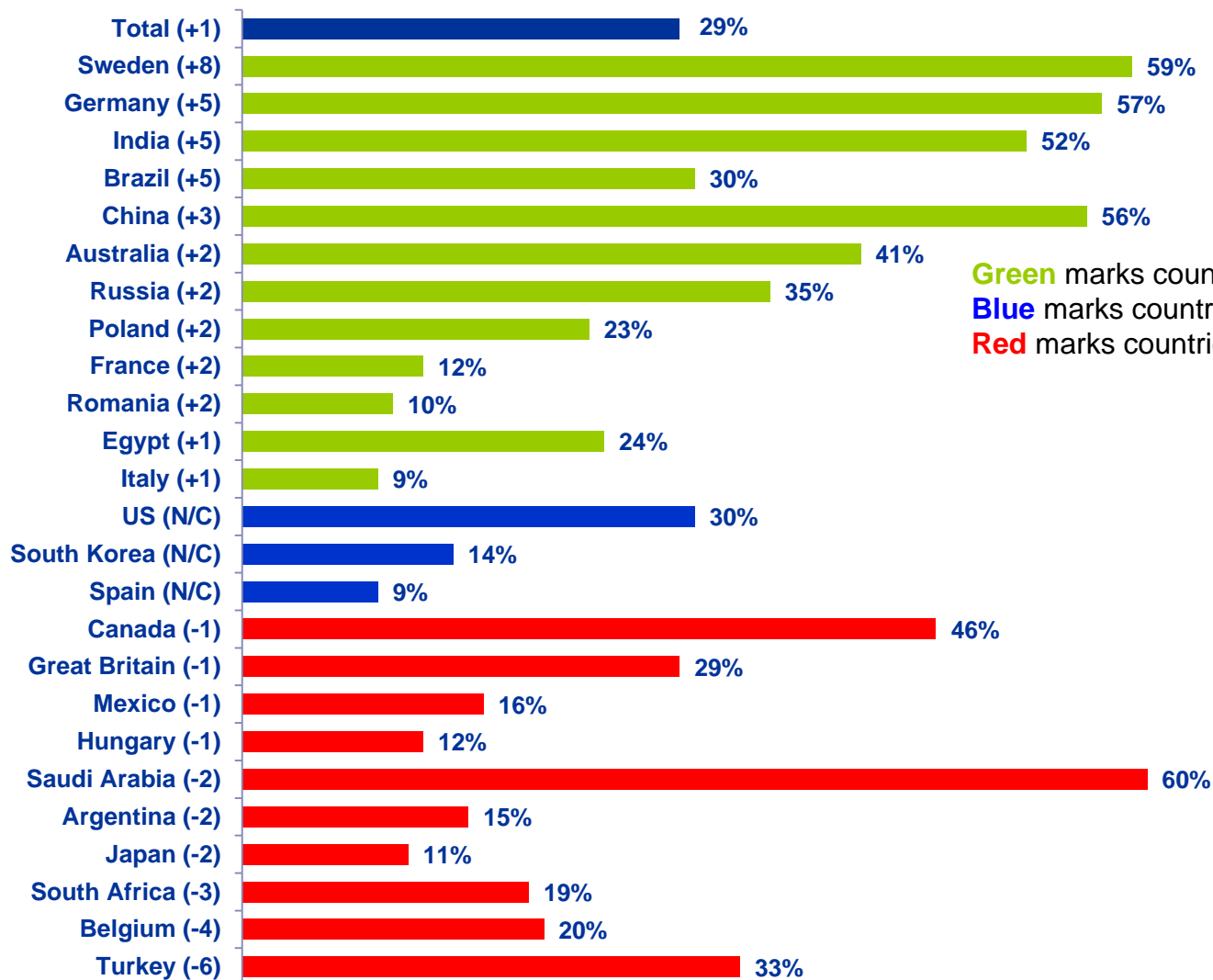# Citizen Consumers Who Say The Economy In Their Local Area is Strong

% Strong (Top 3 5-6-7)

	Feb '12	Mar '12	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
Total	29%	30%	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%
Argentina	29%	30%	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%
Australia	46%	43%	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%
Belgium	11%	16%	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%
Brazil	44%	41%	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%
Canada	46%	44%	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%
China	49%	59%	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%
Egypt																								12%	19%	18%	14%		30%	24%	23%	24%
France	13%	15%	13%	15%	14%	14%	15%	13%	10%	12%	12%	13%	12%	12%	12%	6%	10%	12%	11%	11%	12%	10%	12%	12%	12%	12%	13%	13%	12%	11%	10%	12%
Germany	48%	47%	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%
Great Britain	15%	18%	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%
Hungary	6%	7%	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%
India	51%	56%	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%
Italy	12%	12%	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%
Japan	6%	6%	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%
Mexico	28%	25%	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%
Poland	18%	22%	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%
Romania																												12%	12%	14%	8%	10%
Russia	21%	23%	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%
Saudi Arabia	65%	69%	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%
South Africa	26%	29%	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%
South Korea	15%	16%	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%
Spain	7%	6%	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%
Sweden	45%	46%	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%
Turkey	41%	37%	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%
United States	24%	23%	20%	23%	22%	28%	28%	23%	23%	22%	25%	22%	28%	23%	27%	28%	28%	29%	29%	29%	28%	25%	26%	27%	29%	25%	25%	28%	27%	28%	30%	30%

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…

Country	Value
Total (+1)	29%
Sweden (+8)	59%
Germany (+5)	57%
India (+5)	52%
Brazil (+5)	30%
China (+3)	56%
Australia (+2)	41%
Russia (+2)	35%
Poland (+2)	23%
France (+2)	12%
Romania (+2)	10%
Egypt (+1)	24%
Italy (+1)	9%
US (N/C)	30%
South Korea (N/C)	14%
Spain (N/C)	9%
Canada (-1)	46%
Great Britain (-1)	29%
Mexico (-1)	16%
Hungary (-1)	12%
Saudi Arabia (-2)	60%
Argentina (-2)	15%
Japan (-2)	11%
South Africa (-3)	19%
Belgium (-4)	20%
Turkey (-6)	33%

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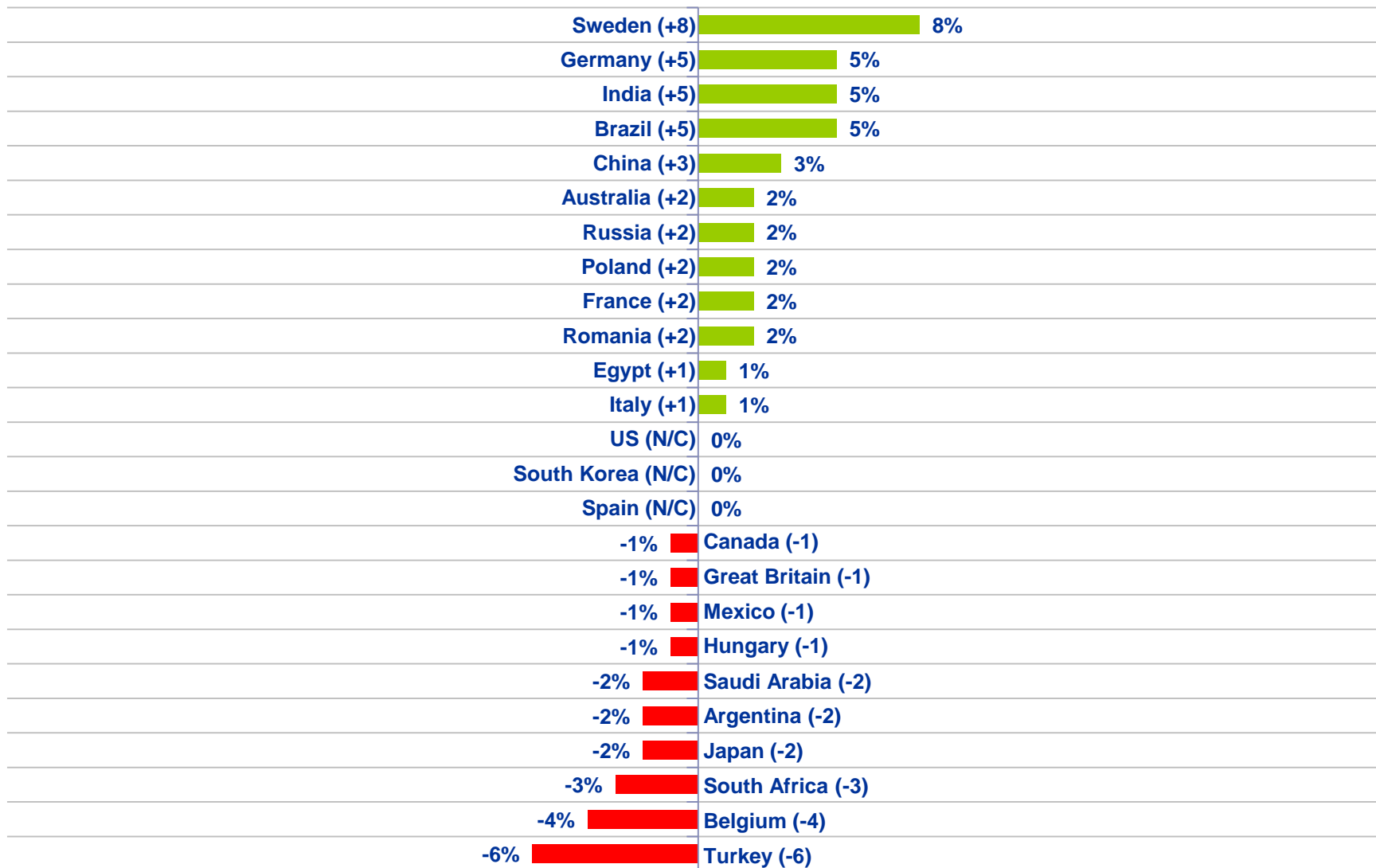
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy…

Country	Net %
Sweden (+8)	8%
Germany (+5)	5%
India (+5)	5%
Brazil (+5)	5%
China (+3)	3%
Australia (+2)	2%
Russia (+2)	2%
Poland (+2)	2%
France (+2)	2%
Romania (+2)	2%
Egypt (+1)	1%
Italy (+1)	1%
US (N/C)	0%
South Korea (N/C)	0%
Spain (N/C)	0%
Canada (-1)	-1%
Great Britain (-1)	-1%
Mexico (-1)	-1%
Hungary (-1)	-1%
Saudi Arabia (-2)	-2%
Argentina (-2)	-2%
Japan (-2)	-2%
South Africa (-3)	-3%
Belgium (-4)	-4%
Turkey (-6)	-6%

% Strong (Top 3 5-6-7)

Legend: North America — LATAM — Europe — APAC — G-8 Countries — BRIC — Middle East/Africa
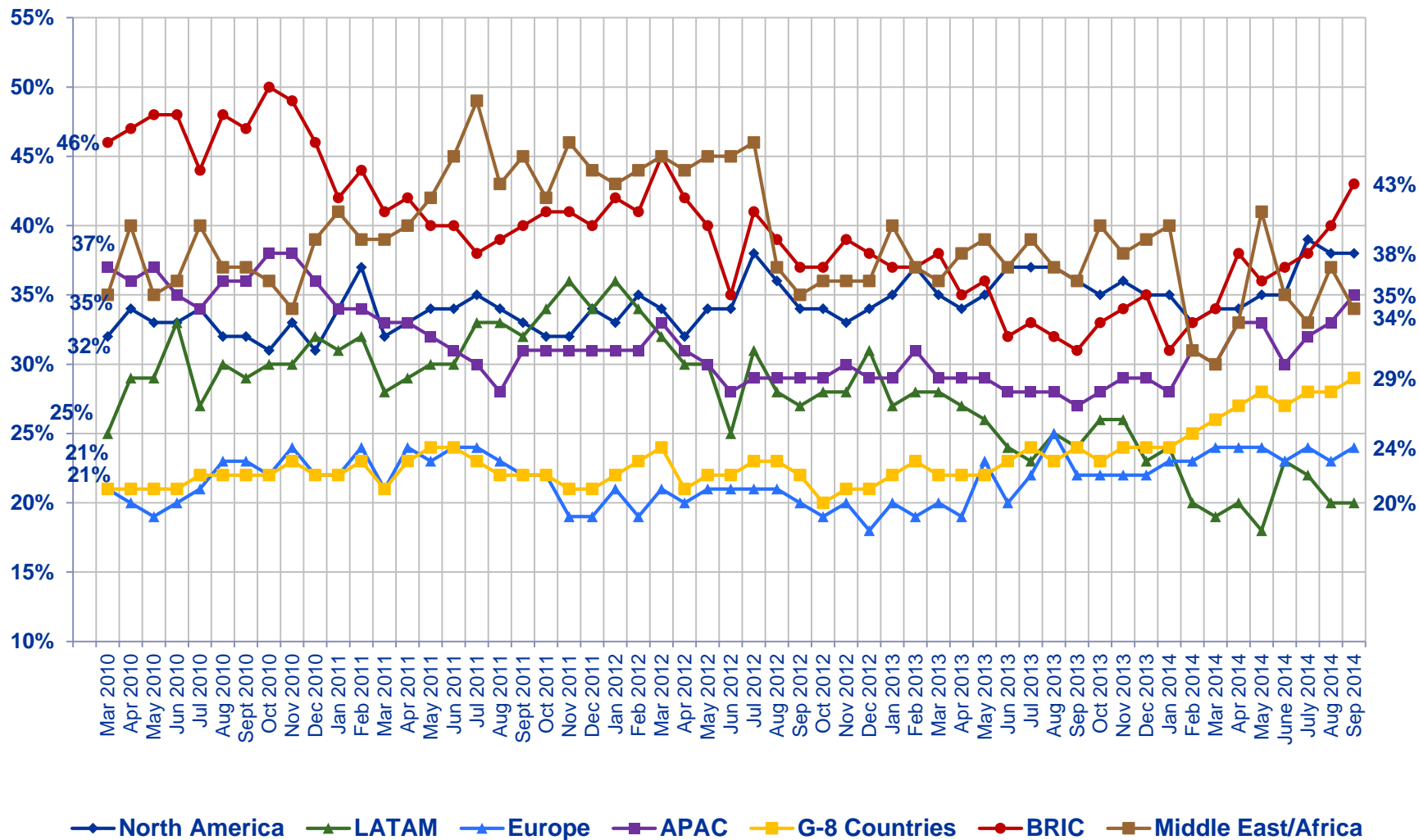
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.
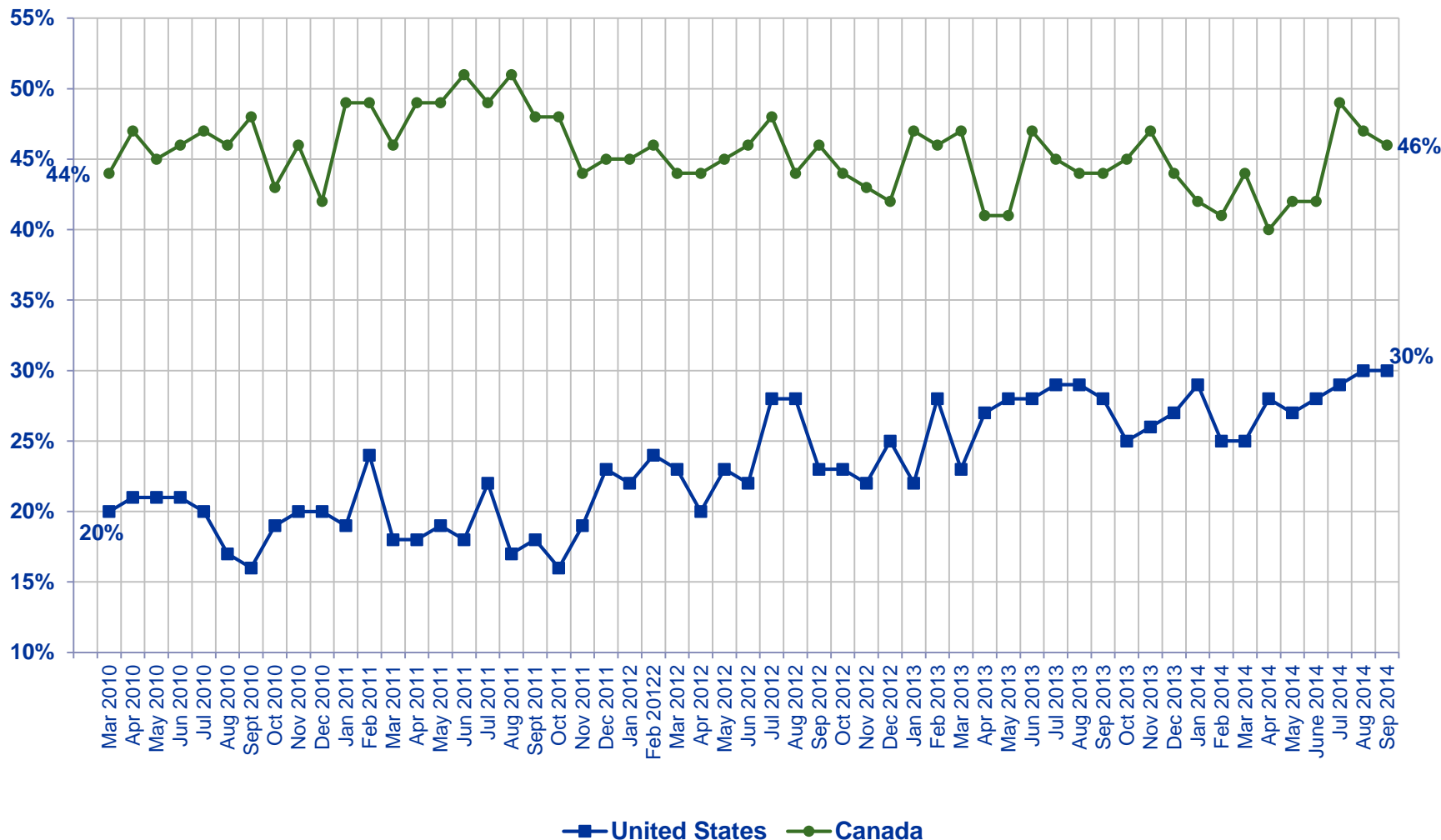
North American Countries
Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

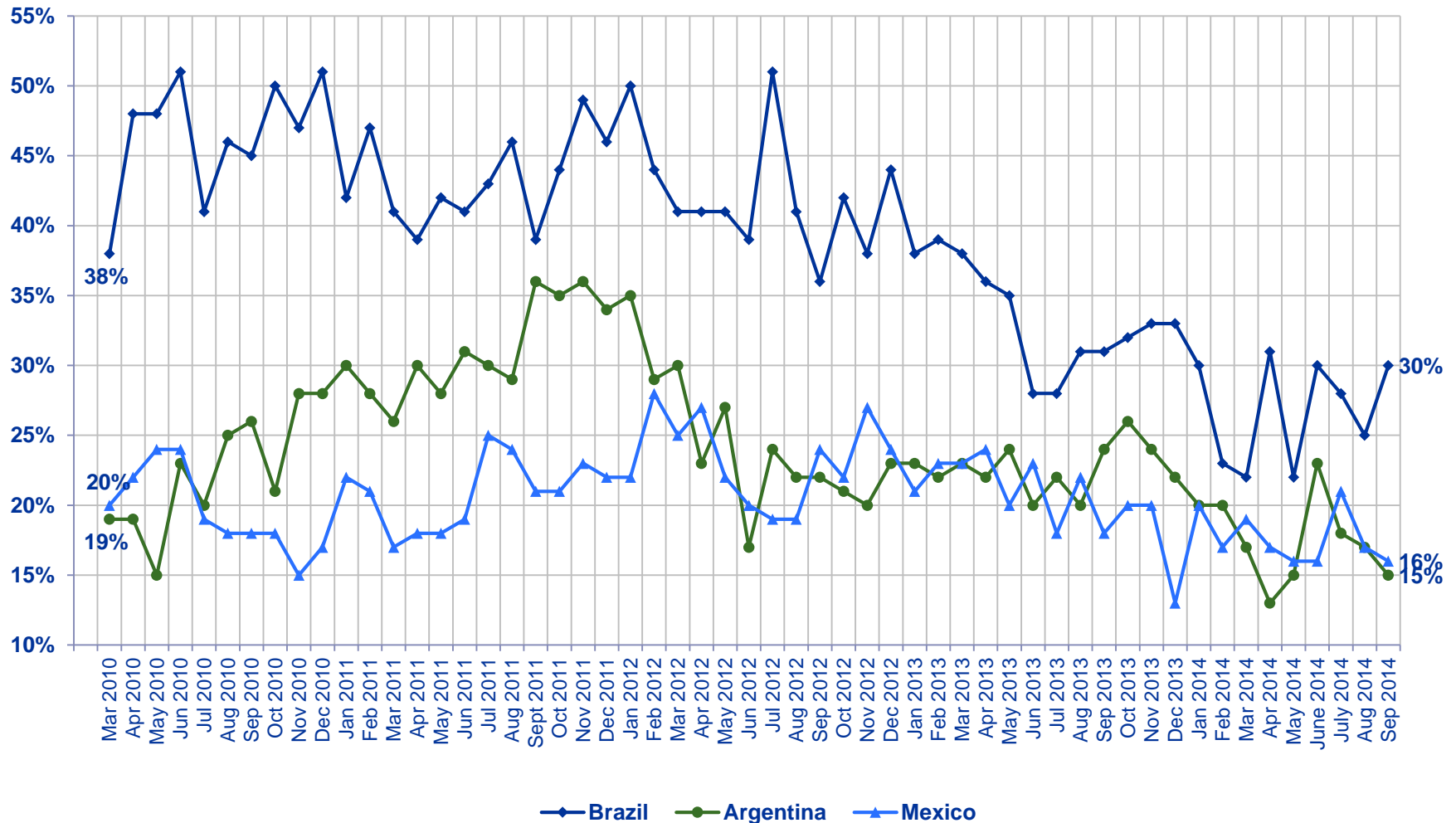Legend: ■ United States   ● Canada

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.

LATAM Countries
Assess the Strength of Their Local Economy

N/C

% Strong (Top 3 5-6-7)
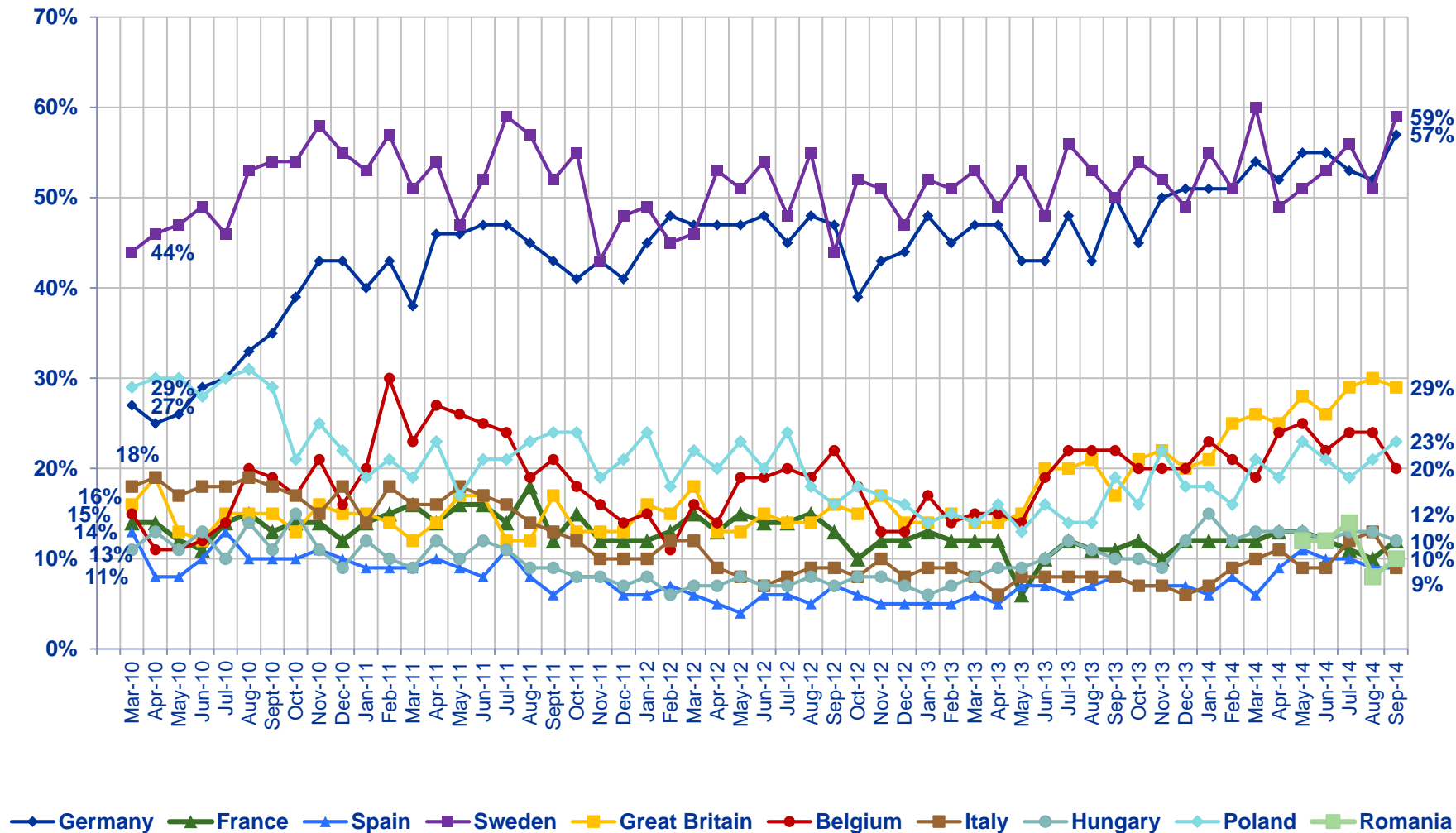
Brazil ◆ Argentina ● Mexico ▲

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.

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European Countries
Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

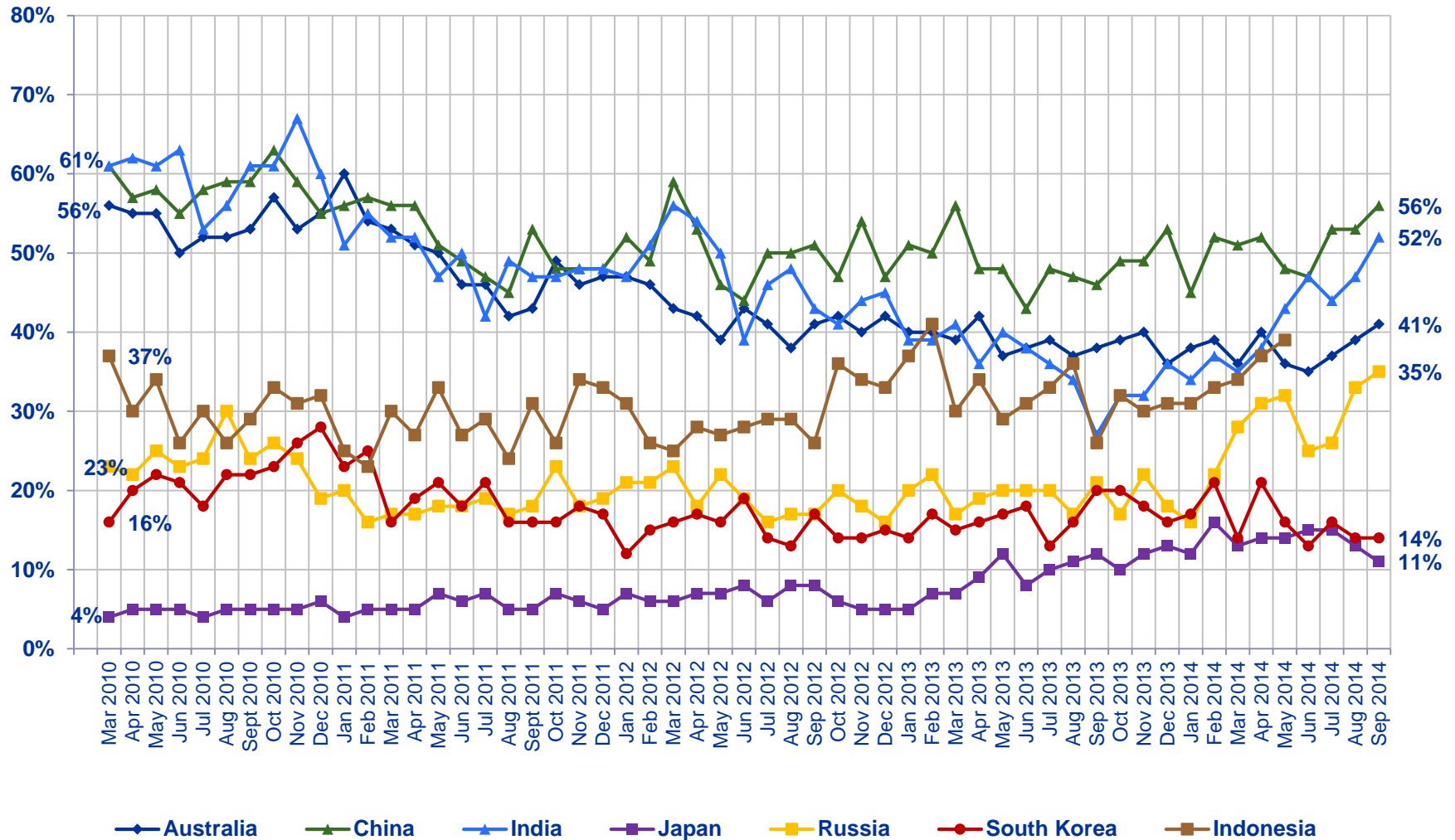Germany | France | Spain | Sweden | Great Britain | Belgium | Italy | Hungary | Poland | Romania

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)

Legend: Australia — China — India — Japan — Russia — South Korea — Indonesia

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.

G8 Countries
Assess the Strength of Their Local Economy

▲1

% Strong (Top 3 5-6-7)

Legend: Great Britain · Canada · France · Germany · Italy · Japan · Russia · United States
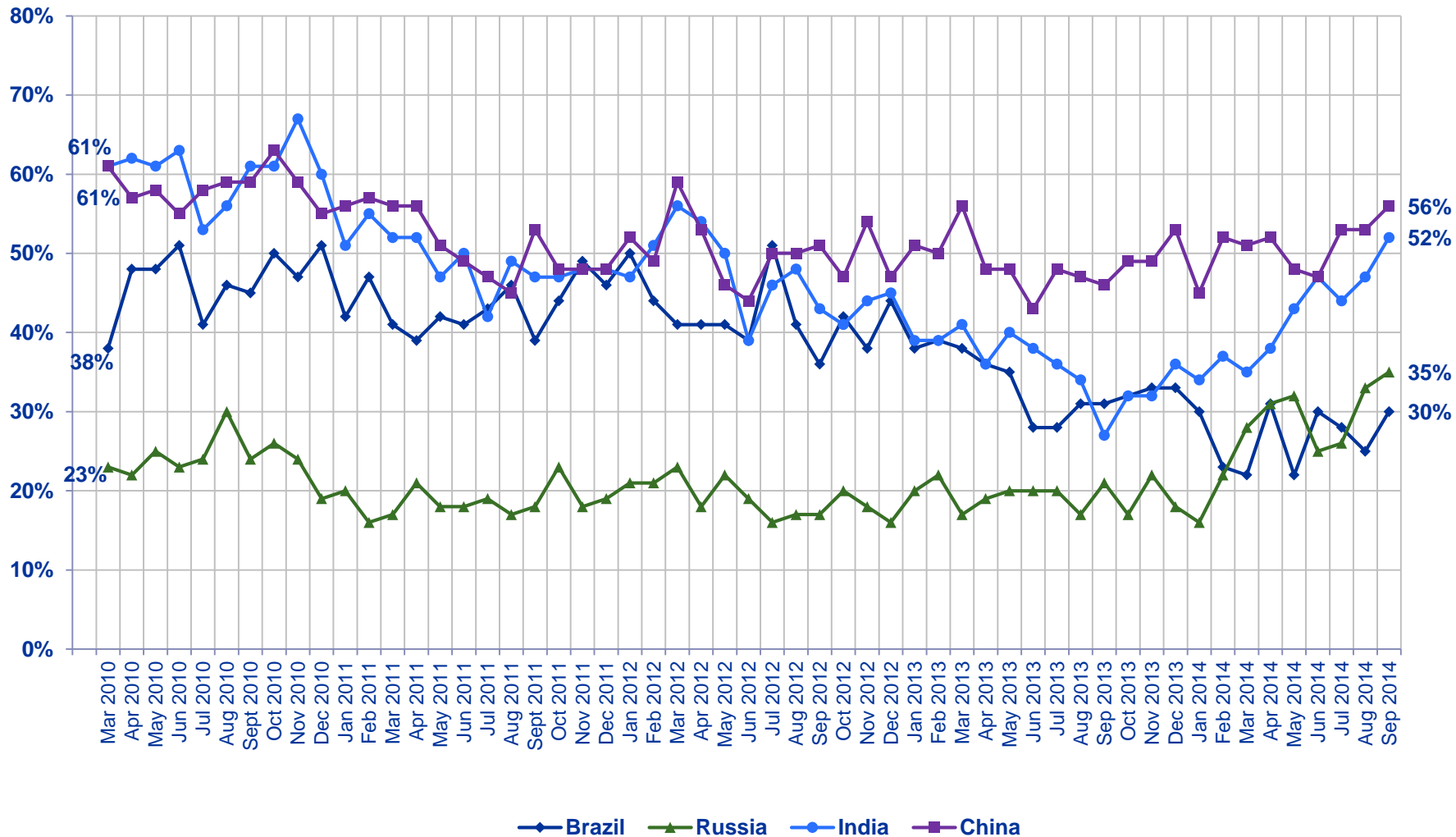
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

BRIC Countries
Assess the Strength of Their Local Economy

▲3

% Strong (Top 3 5-6-7)

Brazil ◆ **Russia** ▲ **India** ● **China** ■

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Middle East/ African Countries
Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

Legend: Turkey · Saudi Arabia · South Africa · Egypt

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.
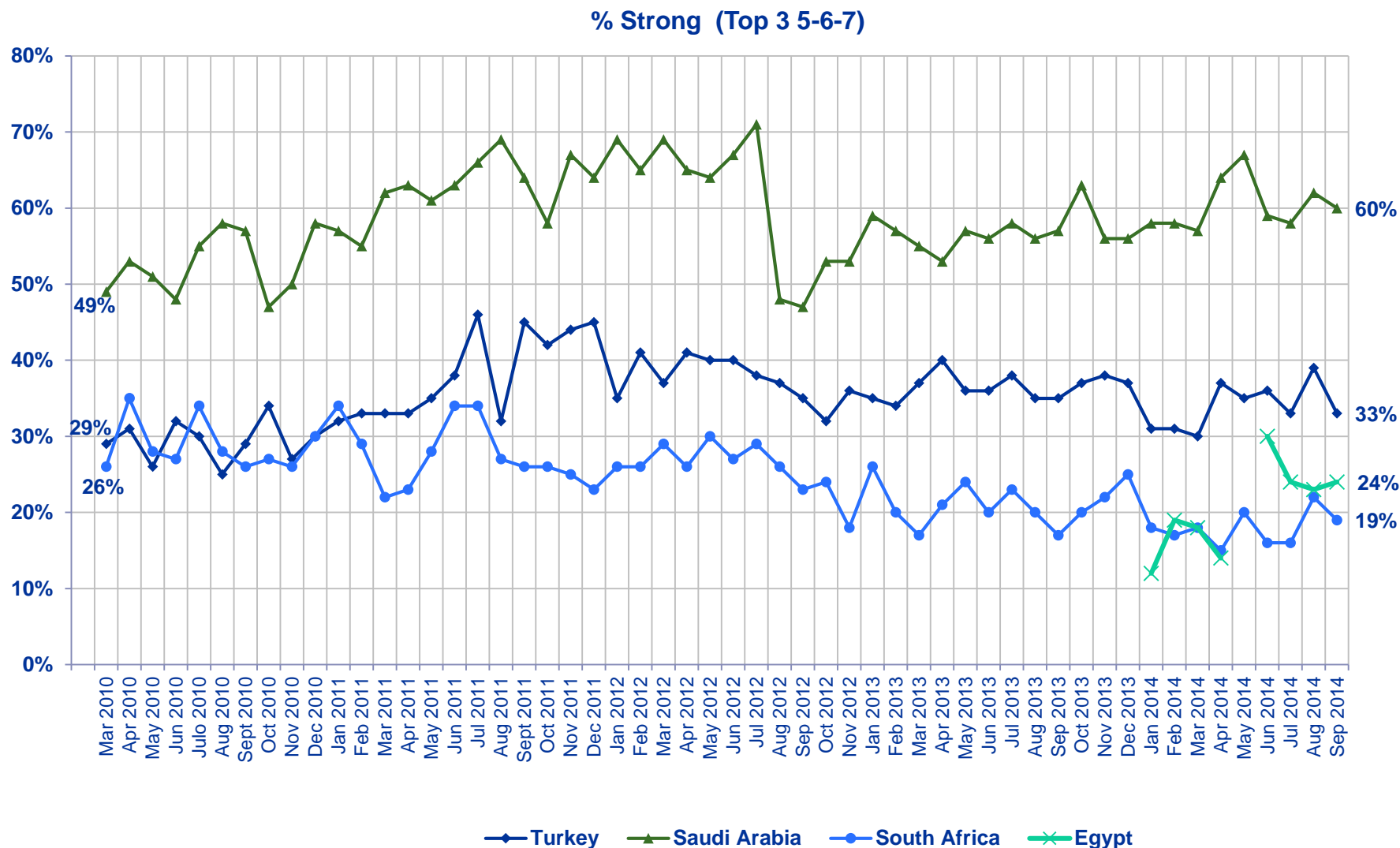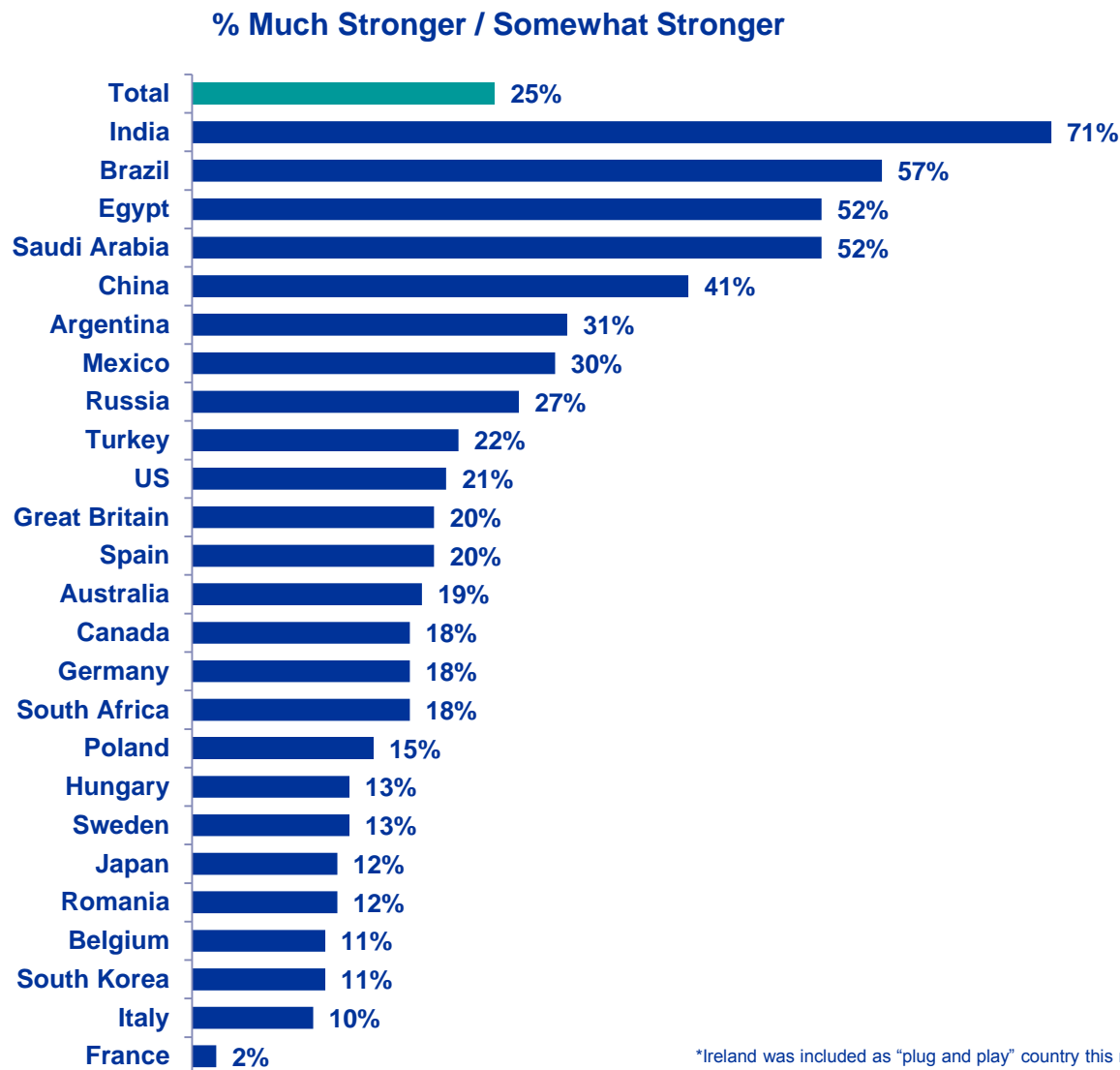
❸ **Assessing the Strength of The Local Economy…**

…Six Months From Now

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

% Much Stronger / Somewhat Stronger

| Country	%
Total	25%
India	71%
Brazil	57%
Egypt	52%
Saudi Arabia	52%
China	41%
Argentina	31%
Mexico	30%
Russia	27%
Turkey	22%
US	21%
Great Britain	20%
Spain	20%
Australia	19%
Canada	18%
Germany	18%
South Africa	18%
Poland	15%
Hungary	13%
Sweden	13%
Japan	12%
Romania	12%
Belgium	11%
South Korea	11%
Italy	10%
France	2%

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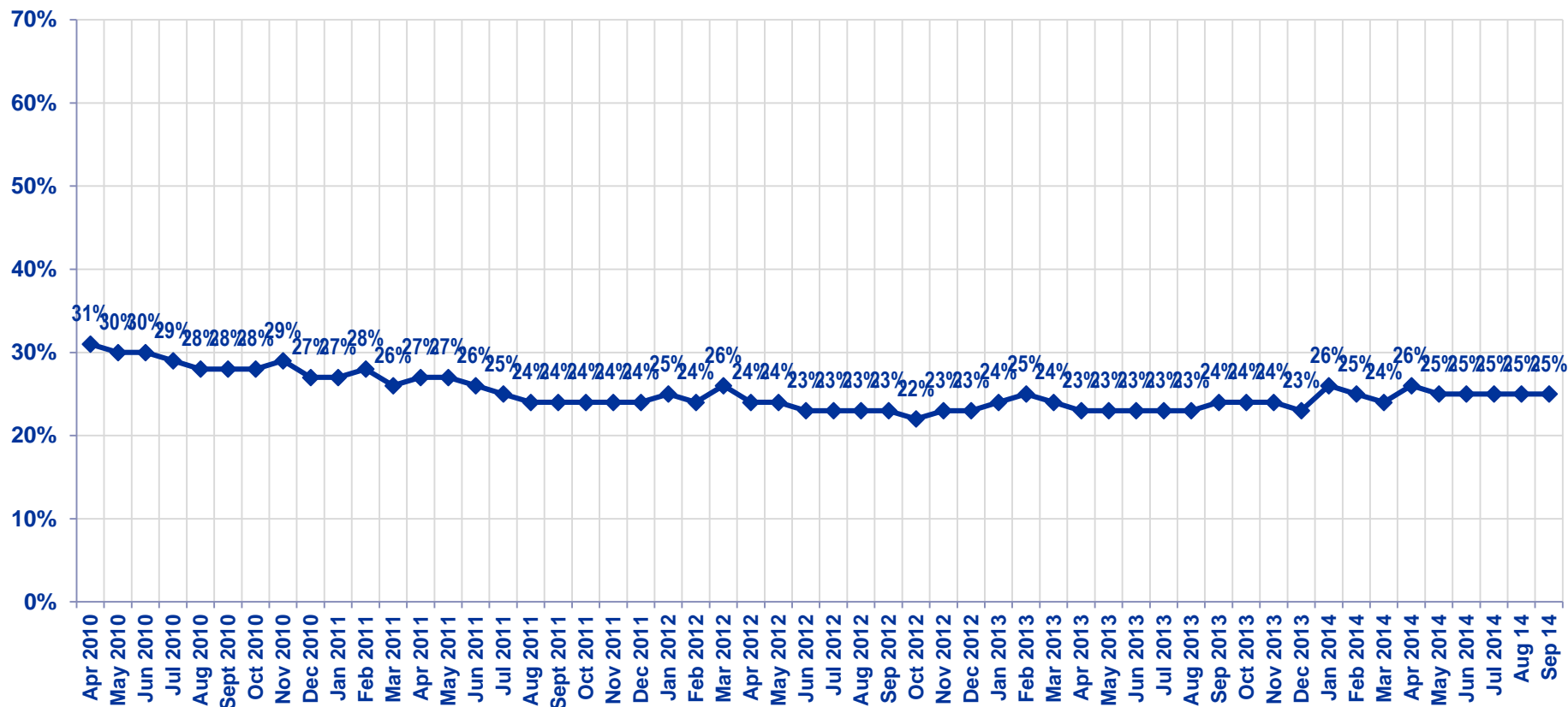
Looking ahead six months from now, do you expect the economy in your local area to be
much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months…
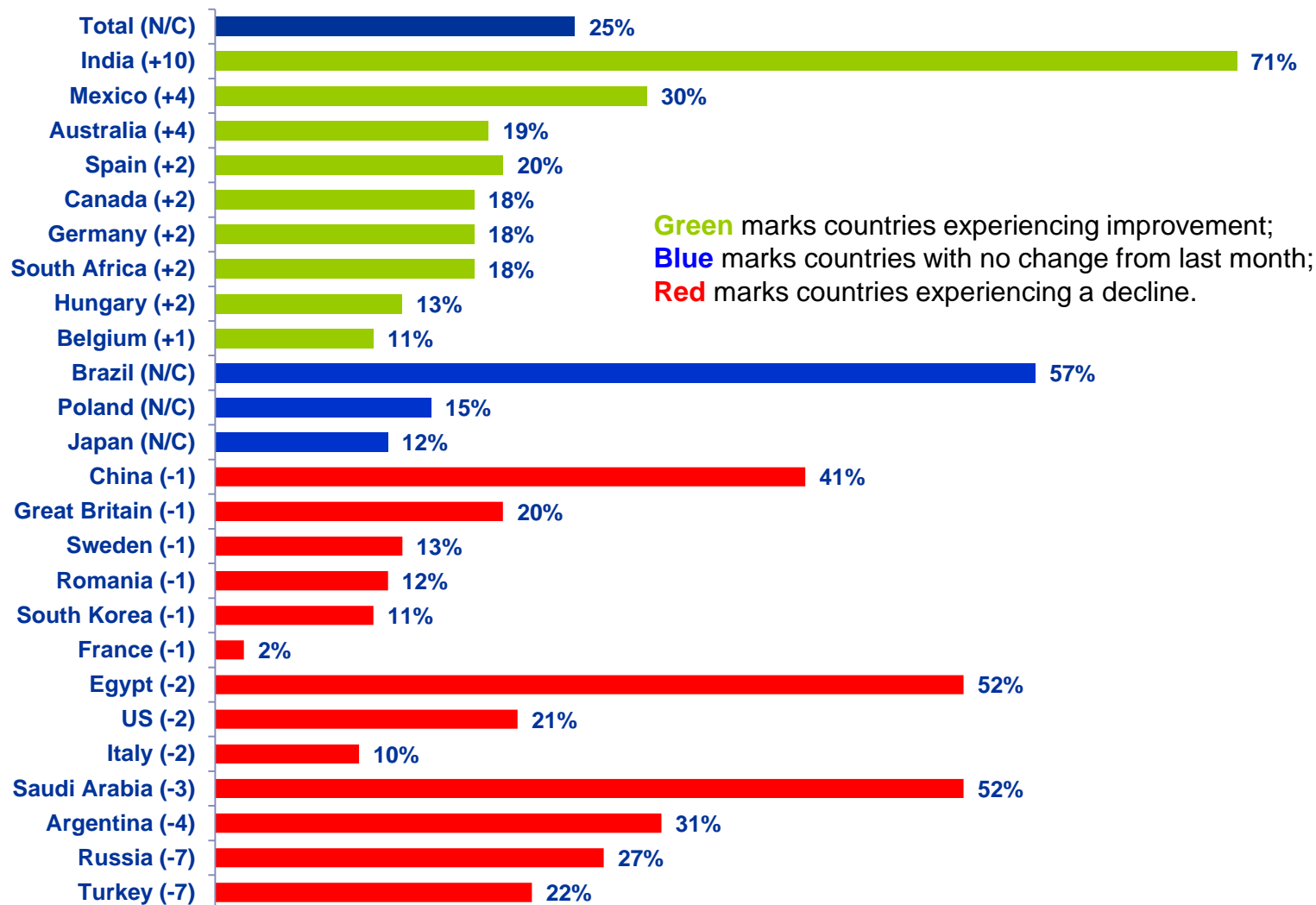
% Much Stronger/Somewhat Stronger

	Feb '12	Mar '12	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
Total	24%	26%	24%	24%	23%	23%	23%	23%	22%	23%	23%	24%	25%	24%	23%	23%	23%	23%	23%	24%	24%	24%	23%	26%	25%	24%	26%	25%	25%	25%	25%	25%
Argentina	43%	47%	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%
Australia	16%	16%	16%	14%	16%	15%	16%	16%	17%	18%	18%	12%	17%	15%	14%	14%	15%	19%	29%	21%	20%	18%	15%	16%	16%	17%	16%	13%	13%	13%	15%	19%
Belgium	5%	7%	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%
Brazil	69%	71%	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%
Canada	20%	22%	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%
China	34%	42%	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%
Egypt																								61%	49%	33%	41%		67%	50%	54%	52%
France	4%	6%	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%
Germany	20%	17%	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%
Great Britain	9%	12%	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%
Hungary	6%	8%	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%
India	56%	57%	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%
Italy	19%	19%	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%
Japan	8%	12%	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%
Mexico	42%	46%	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%
Poland	12%	15%	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%
Romania																								17%	16%	17%	13%	12%				
Russia	15%	20%	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%
Saudi Arabia	57%	59%	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%
South Africa	21%	16%	15%	15%	13%	20%	22%	11%	14%	10%	14%	15%	13%	10%	13%	14%	16%	12%	13%	11%	15%	14%	16%	12%	13%	15%	18%	11%	15%	18%	16%	18%
South Korea	14%	11%	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%
Spain	15%	18%	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%
Sweden	12%	17%	12%	12%	12%	10%	14%	16%	19%	12%	10%	9%	12%	15%	13%	10%	12%	9%	15%	11%	10%	13%	13%	15%	13%	15%	13%	20%	12%	12%	14%	13%
Turkey	34%	39%	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%
United States	26%	26%	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%

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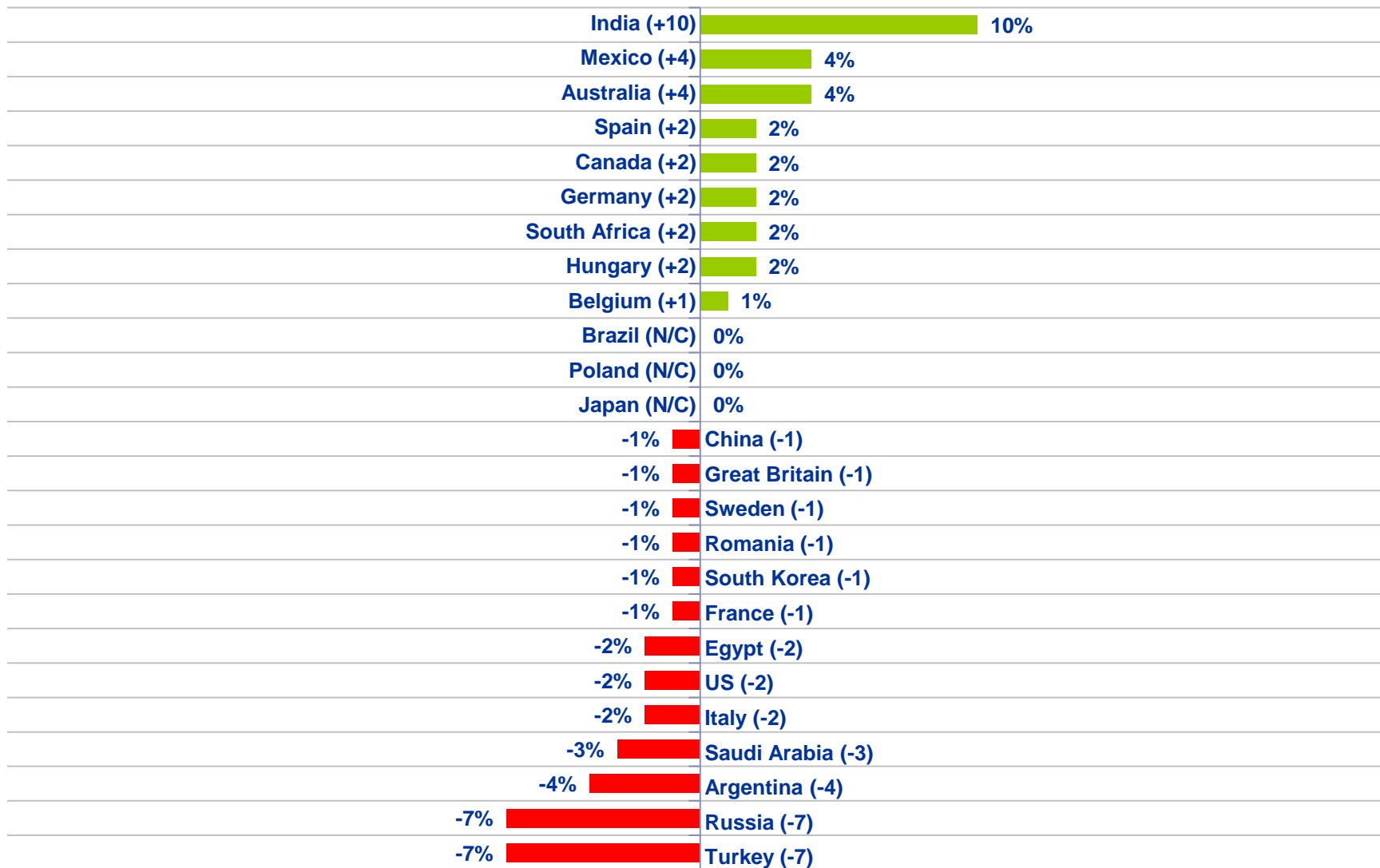
Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):

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?

Country	%
Total (N/C)	25%
India (+10)	71%
Mexico (+4)	30%
Australia (+4)	19%
Spain (+2)	20%
Canada (+2)	18%
Germany (+2)	18%
South Africa (+2)	18%
Hungary (+2)	13%
Belgium (+1)	11%
Brazil (N/C)	57%
Poland (N/C)	15%
Japan (N/C)	12%
China (-1)	41%
Great Britain (-1)	20%
Sweden (-1)	13%
Romania (-1)	12%
South Korea (-1)	11%
France (-1)	2%
Egypt (-2)	52%
US (-2)	21%
Italy (-2)	10%
Saudi Arabia (-3)	52%
Argentina (-4)	31%
Russia (-7)	27%
Turkey (-7)	22%

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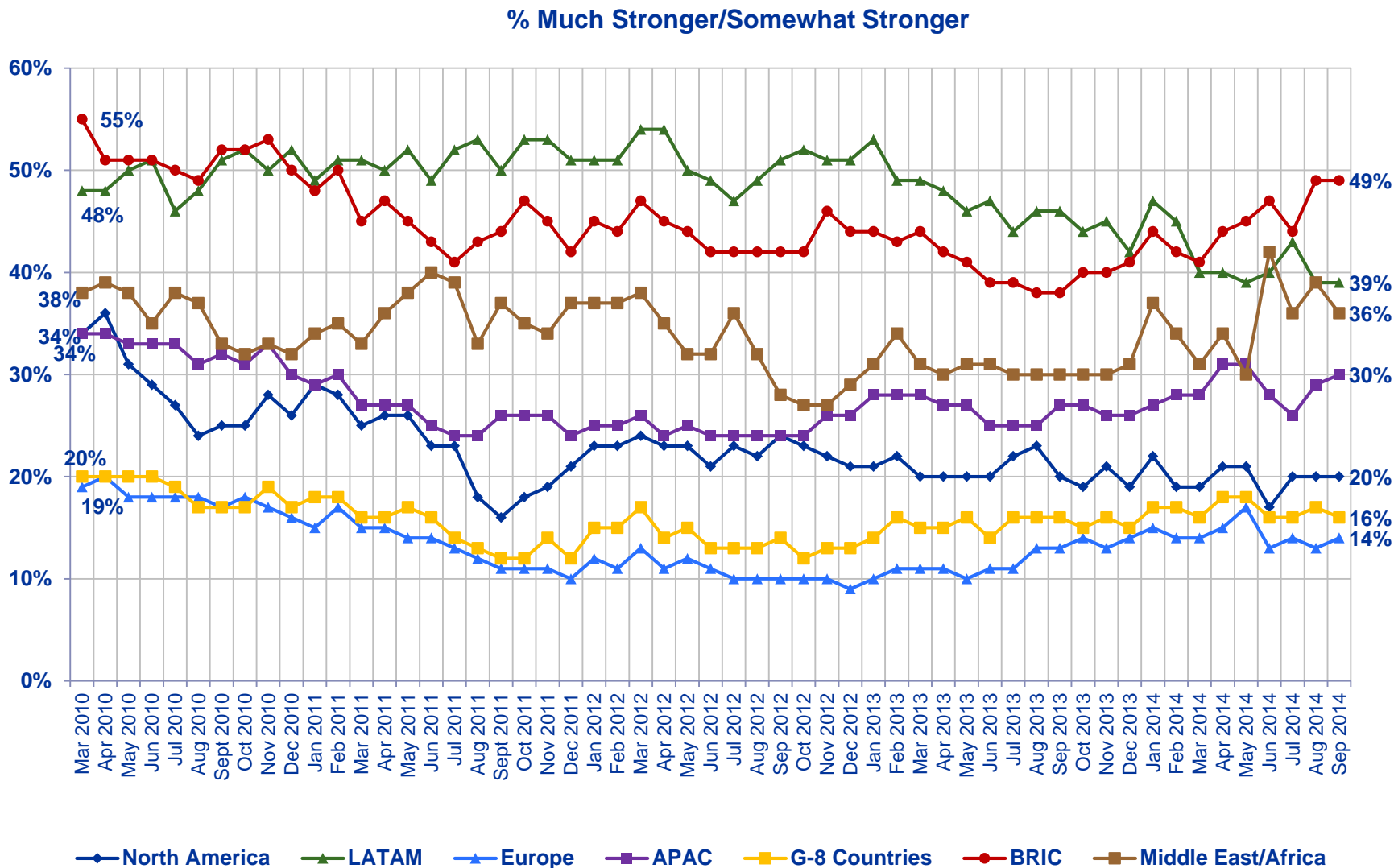**Red** marks countries experiencing a decline.

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

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?

Country	Value
India (+10)	10%
Mexico (+4)	4%
Australia (+4)	4%
Spain (+2)	2%
Canada (+2)	2%
Germany (+2)	2%
South Africa (+2)	2%
Hungary (+2)	2%
Belgium (+1)	1%
Brazil (N/C)	0%
Poland (N/C)	0%
Japan (N/C)	0%
China (-1)	-1%
Great Britain (-1)	-1%
Sweden (-1)	-1%
Romania (-1)	-1%
South Korea (-1)	-1%
France (-1)	-1%
Egypt (-2)	-2%
US (-2)	-2%
Italy (-2)	-2%
Saudi Arabia (-3)	-3%
Argentina (-4)	-4%
Russia (-7)	-7%
Turkey (-7)	-7%

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

% Much Stronger/Somewhat Stronger

Legend: North America — LATAM — Europe — APAC — G-8 Countries — BRIC — Middle East/Africa
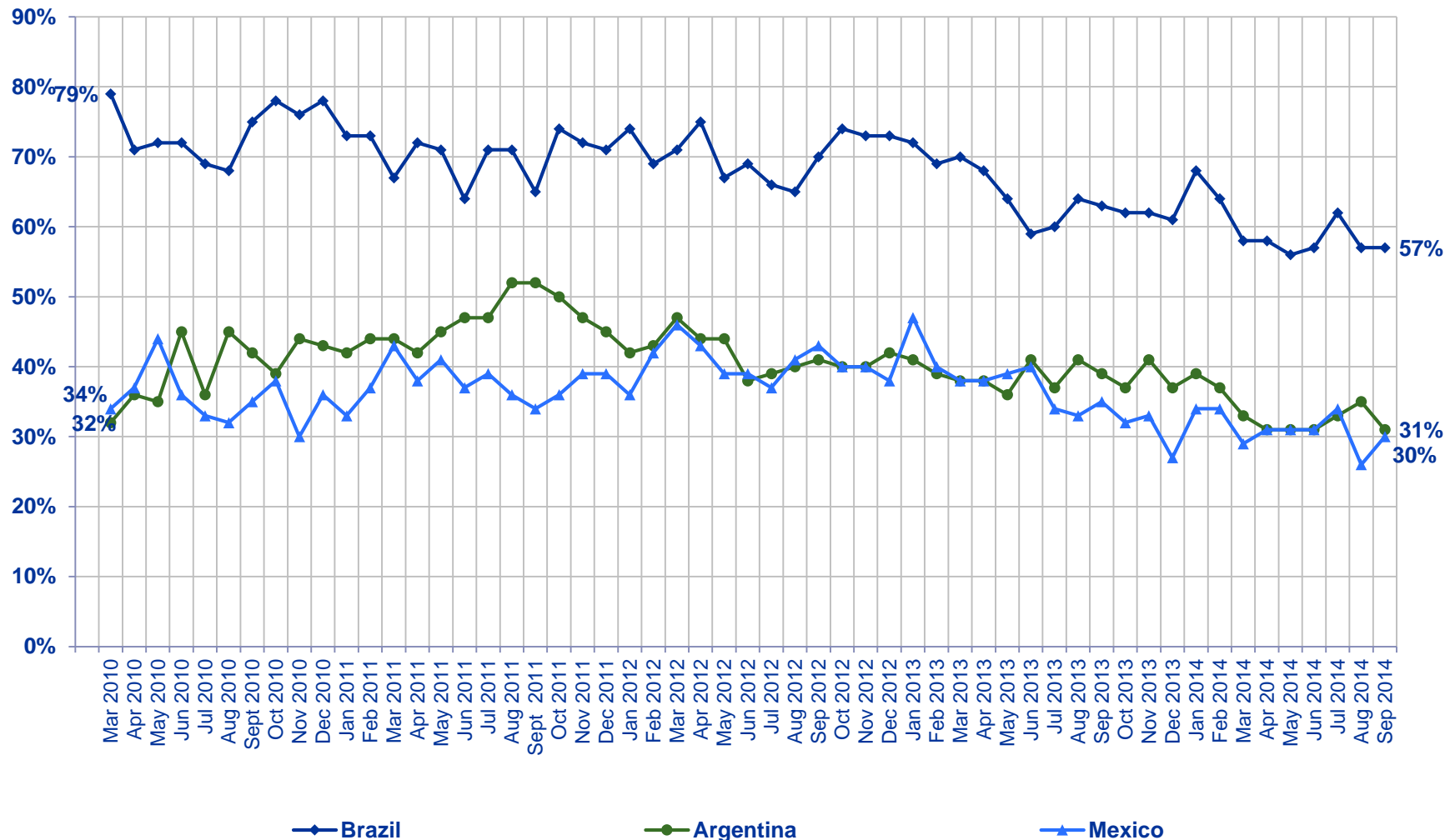
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

% Much Stronger/Somewhat Stronger

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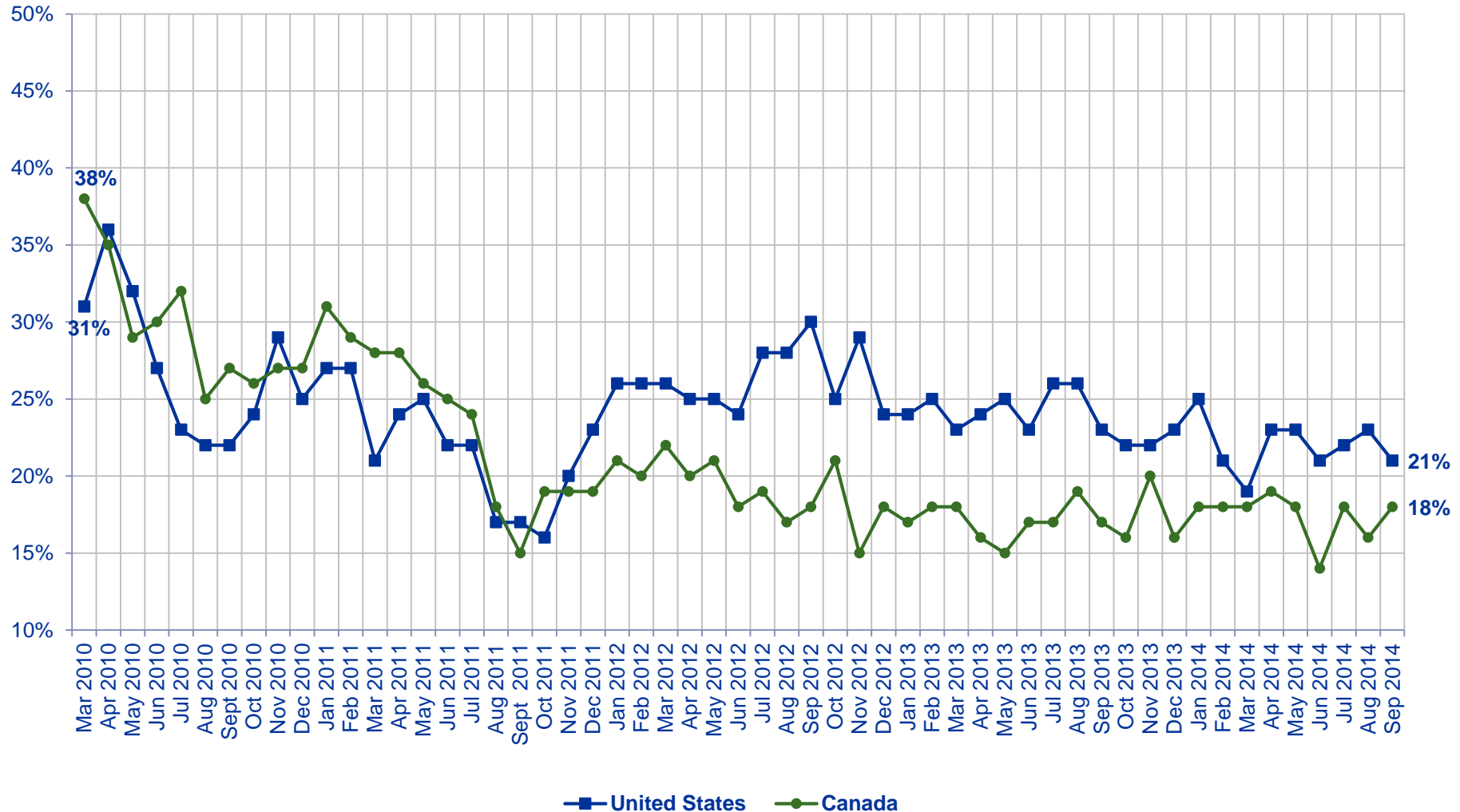
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

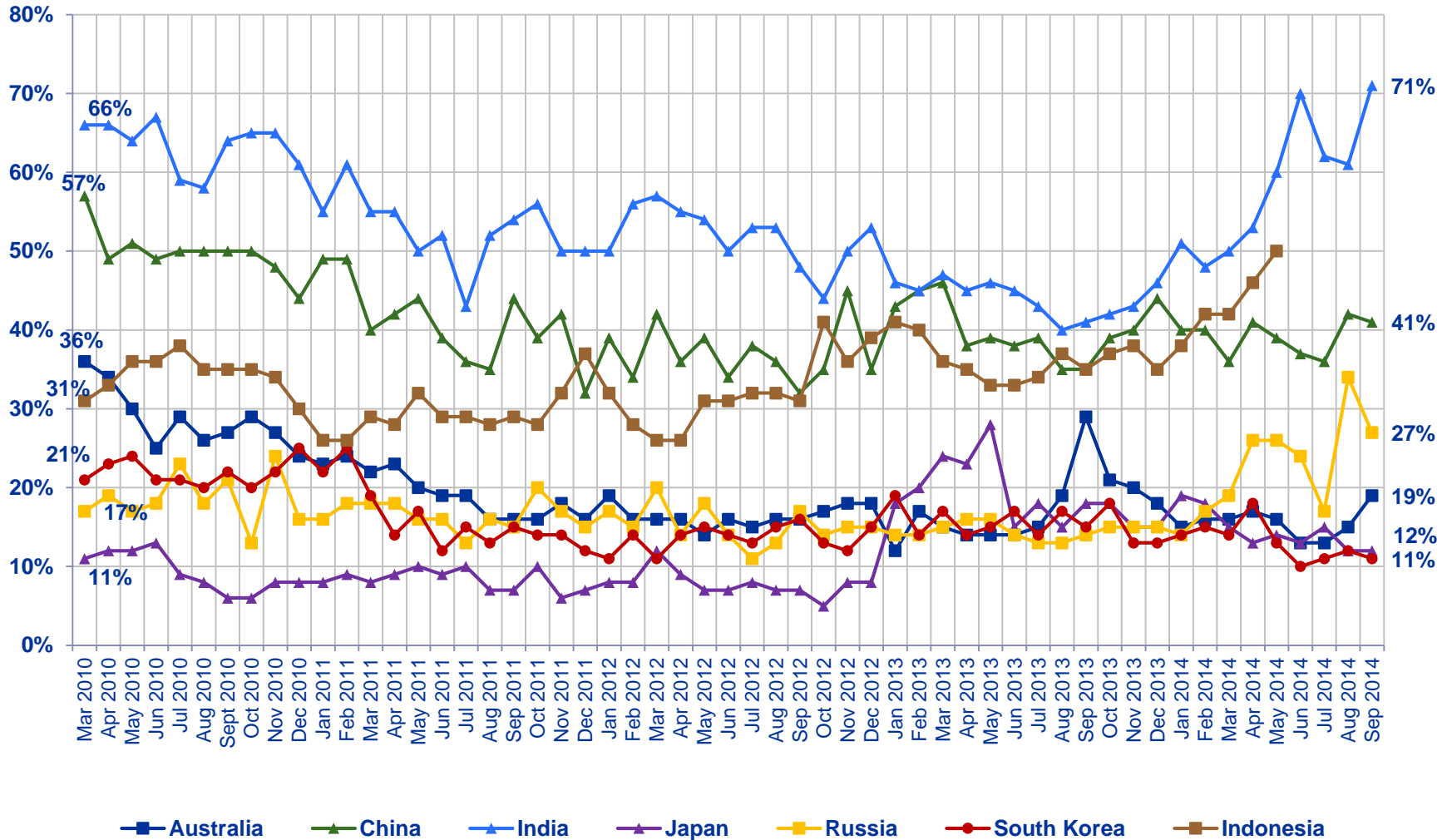**% Much Stronger/Somewhat Stronger**

Legend: ◆ Brazil   ● Argentina   ▲ Mexico

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?

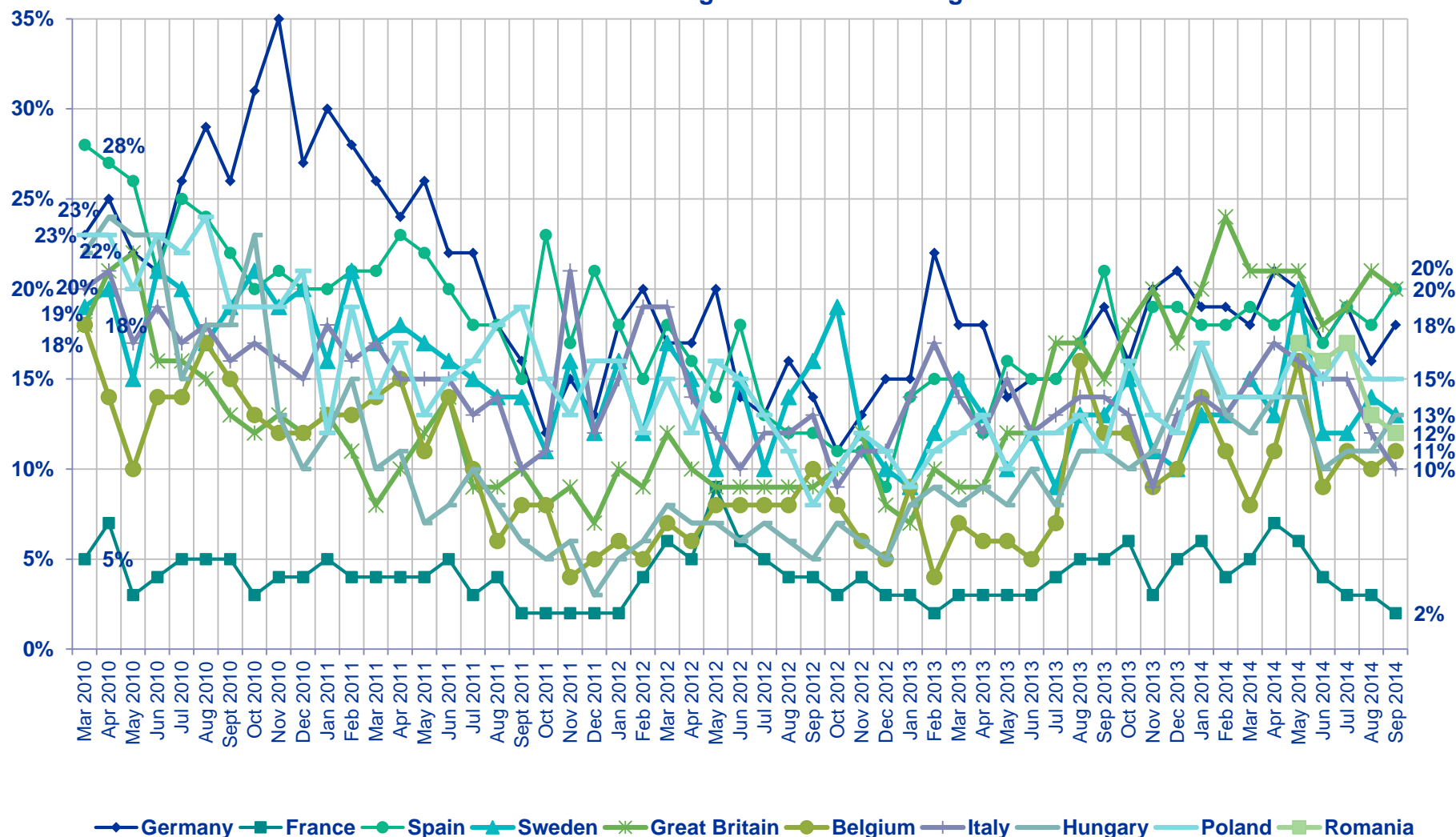# APAC Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

▲1

% Much Stronger/Somewhat Stronger

Legend: Australia, China, India, Japan, Russia, South Korea, Indonesia

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

▲1

% Much Stronger/Somewhat Stronger

Legend: Germany ◆ France ■ Spain ● Sweden ▲ Great Britain ✳ Belgium ● Italy ✚ Hungary Poland Romania ■
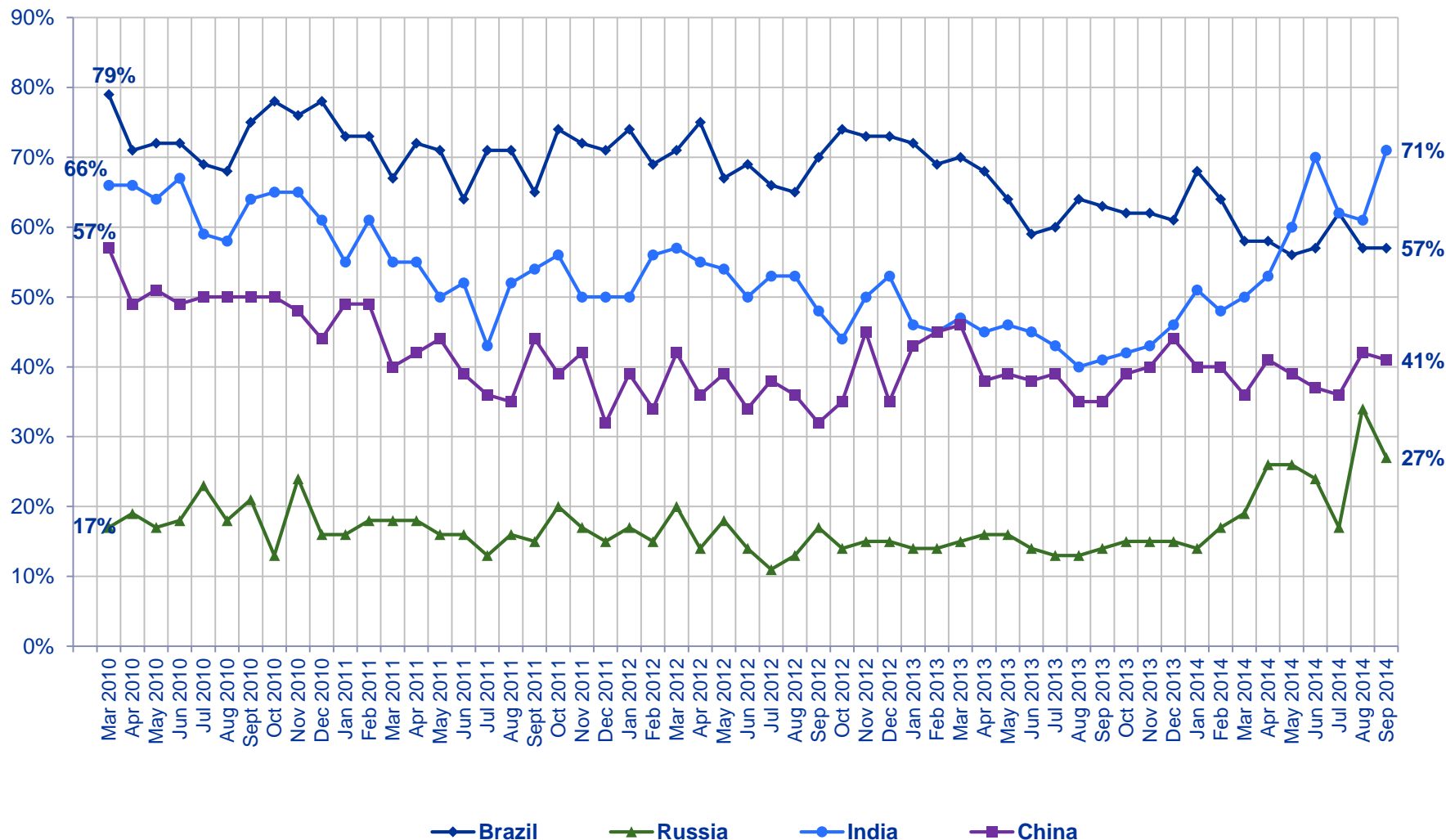
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

% Much Stronger/Somewhat Stronger

Legend: Brazil, Russia, India, China

Data labels shown: 79%, 66%, 57%, 17% (start) and 71%, 57%, 41%, 27% (end)

X-axis: Mar 2010 through Sep 2014
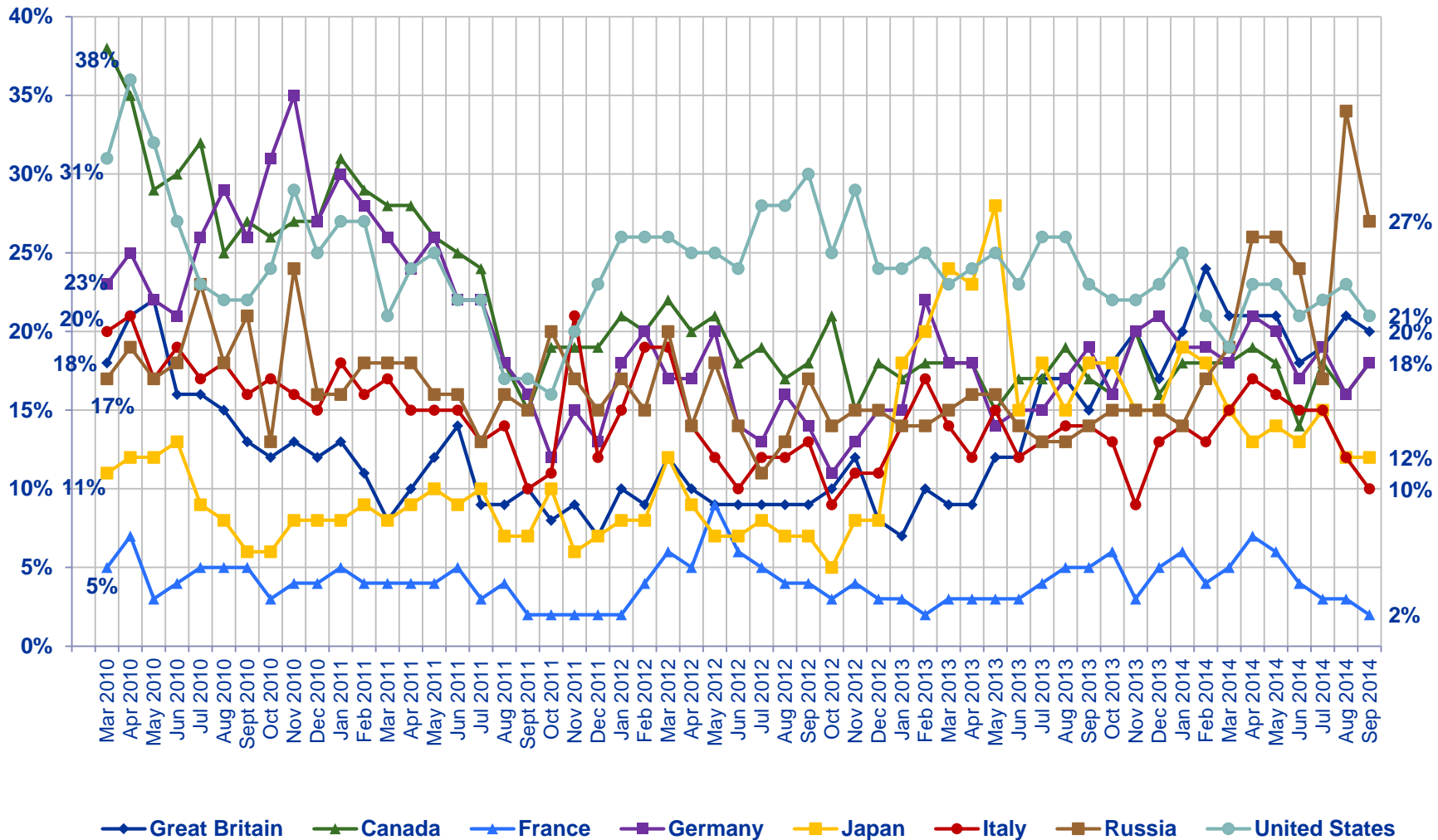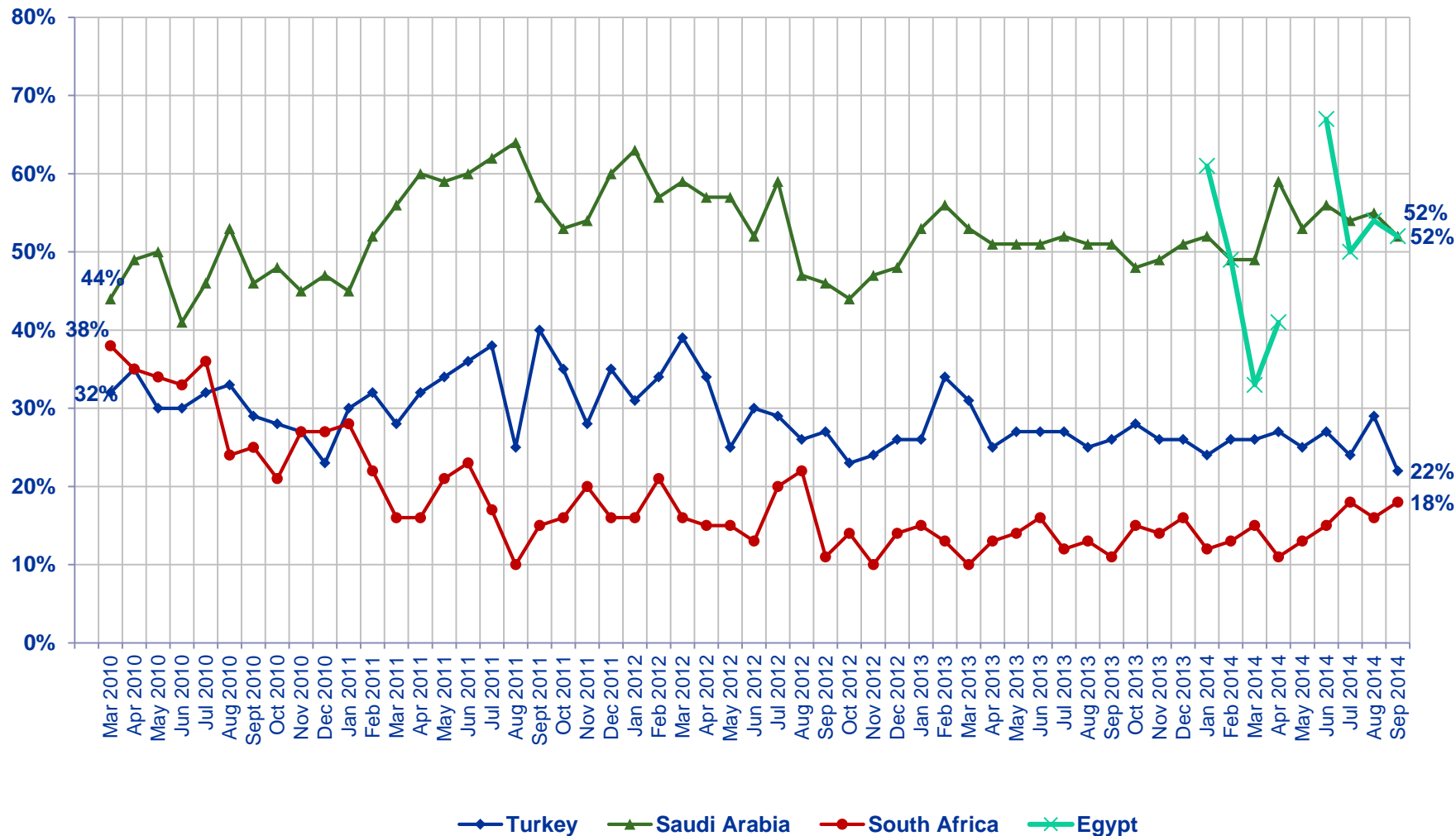
Looking ahead six months from now, do you expect the economy in your local area to be
much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

% Much Stronger/Somewhat Stronger

Legend: Great Britain, Canada, France, Germany, Japan, Italy, Russia, United States

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?

Middle East/African Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months ▼3

% Much Stronger/Somewhat Stronger

Legend: Turkey, Saudi Arabia, South Africa, Egypt

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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