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 57 (G@57), an Ipsos survey conducted between May 6th to May 20th , 2014.

• The survey instrument Global @dvisor is conducted monthly in 25 countries via the Ipsos Online Panel system.

• For the results of the survey herein, an total sample of 19,242 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, was interviewed between April 1st to April 15th 2014. Approximately 1000+ individuals were surveyed in Australia, Brazil, Canada, China, France, Germany, Great Britain, India, Italy, Japan, Spain, and the United States of America. Approximately 500+ individuals were surveyed in Argentina, Belgium, Hungary, Indonesia, Mexico, Poland, Romania, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey.

• 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:

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?

THE WORLD at a GLANCE

Global Economic Pulse Welcomes Romania This Month

- While four in ten (39%) of respondents around the world rate their national economies as 'good', only one in ten (10%) respondents in Romania think the same of their national economy.

- One in ten Romanians (12%) agree that the economy in their local area is "good" compared to the global average of 29%.

- The future economic outlook is a little more optimistic as two in ten (17%) Romanian citizens expect their local economy will be stronger six months from now compared to the global average of 25%.

- **Dorian Cazacu**, Head of Quantitative Ipsos Research Romania:
  "In Romania, official sources indicate a slowdown – if not the bitter end – of the financial & economic crisis, while on the other hand purchase power appears to erode and consumer confidence is lowest among European Union. Although the crisis might approach its end, the effects will still linger for years to come – this is the key conclusion derived from most of the surveys conducted by Ipsos in Romania. In 2014, financial scarcity remains a key concern for Romanians, amplified by populist speeches delivered on the background of the election year."

National economy: 10%
Local economy: 12%
Future local economy: 17%

Global Average of <u>National Economic Assessment Unchanged:</u> 39%

- For a second month in a row, the average **global economic assessment of national economies surveyed in 24 countries remains unchanged as 39% of global citizens rate their national economies to be 'good."**

- Although down two points since last sounding, Saudi Arabia (87%) is in the lead once again, with these countries following behind: Germany (75%), China (66%), India (66%), Canada (65%), Sweden (64%) and Indonesia (59%). European countries dominate the bottom of the global average: France (9%), Italy (9%), Spain (10%), Romania (10%), Hungary (18%) and Argentina (18%).

- *Countries with the greatest improvements in this wave*: South Africa (28%, 10pts), Indonesia (59%, 9pts), Russia (58%, 8pts), India (66%, 6pts), Great Britain (43%, 6pts), Poland (31%, 6pts) and Belgium (42%, 2pts).

- *Countries with the greatest declines*: Australia (53%, -7pts), Hungary (18%, -6pts), Brazil (20%, -6pts), South Korea (19%, -4pts), Sweden (64%, -2pts), Saudi Arabia (87%, -2pts) and China (66%, -2pts).

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. This is up one point since last sounding.**

- Up three points since last sounding, Saudi Arabia (67%) leads the local economy assessment, followed by Germany (55%), Sweden (51%), China (48%), India (43%), Canada (42%), and Indonesia (39%). Ranked the lowest in this measure this month is Italy (9%), followed by Spain (11%), Romania (12%), Hungary (13%), France (13%), Japan (14%) and Argentina (15%).

- *Countries with the greatest improvements in this wave*: India (43%, 5pts), South Africa (20%, 5pts), Poland (23%, 4pts), Germany (55%, 3pts), Great Britain (28%, 3pts) and Saudi Arabia (67%, 3pts).

- *Countries with the greatest declines*: Brazil (22%, -9pts), South Korea (16%, -5pts), China (48%, -4pts), Australia (36%, -4pts), Turkey (35%, -2pts), Italy (9%, -2pts), the United States (27%, -1pts) and Mexico (16%, -1pts).

Global Average of Future Outlook for Local Economy (25%) Down One Point

- **After a two-point improvement last sounding, the average is inching lower (to 25%) among global citizens who expect their local economy will be stronger six months from now.**

- New leader emerges, as for the first time India (60%) tops the list of countries on this measure. The rest of the highest-ranking countries are: Brazil (56%), Saudi Arabia (53%), Indonesia (50%), China (39%), Mexico (31%) and Argentina (31%). Only 6% of those in France expect their future local economies will be "stronger" in the next half year, followed by South Africa (11%), South Korea (13%), Hungary (14%), and Japan (14%).

- *Countries with the greatest improvements in this wave*: Sweden (20%, 7pts), India (60%, 7pts), Belgium (16%, 5pts), Indonesia (50%, 4pts) and Poland (17%, 3pts).

- *Countries with the greatest declines*: Saudi Arabia (53%, -6pts), South Korea (13%, -5pts), Turkey (25%, -2pts), China (39%, -2pts) and Brazil (56%, -2pts).

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	87%	South Africa	▲	10	Australia	▼	7	France	9%
Germany	75%	Indonesia	▲	9	Hungary	▼	6	Italy	9%
China	66%	Russia	▲	8	Brazil	▼	6	Romania	10%
India	66%	Poland	▲	6	South Korea	▼	4	Spain	10%
Canada	65%	Great Britain	▲	6	Sweden	▼	2	Argentina	18%
Sweden	64%	India	▲	6	China	▼	2	Hungary	18%
Indonesia	59%	Belgium	▲	2	Saudi Arabia	▼	2	South Korea	19%
Russia	58%	Argentina	▲	1	Italy	▼	1	Brazil	20%
Australia	53%	Mexico	▲	1				Mexico	20%
Turkey	45%	United States	▲	1				Japan	26%
Great Britain	43%	Turkey	▲	1				South Africa	28%
Belgium	42%	Canada	▲	1				Poland	31%

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?

REGION (in descending order by NET)	NET 'Good'	CHANGE (since last sounding)
BRIC	53%	▲2%
Middle East/Africa	53%	▲7%
North America	51%	▲1%
APAC	50%	▲2%
G-8 Countries	40%	▲2%
Europe	31%	▼2%
LATAM	20%	▼1%

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	67%	South Africa	▲	5	Brazil ▼ 9		Italy	9%
Germany	55%	India	▲	5	South Korea ▼ 5		Spain	11%
Sweden	51%	Poland	▲	4	Australia ▼ 4		Romania	12%
China	48%	Great Britain	▲	3	China ▼ 4		France	13%
India	43%	Germany	▲	3	Italy ▼ 2		Hungary	13%
Canada	42%	Saudi Arabia	▲	3	Turkey ▼ 2		Japan	14%
Indonesia	39%	Spain	▲	2	Mexico ▼ 1		Argentina	15%
Australia	36%	Argentina	▲	2	United States ▼ 1		Mexico	16%
Turkey	35%	Indonesia	▲	2			South Korea	16%
Russia	32%	Canada	▲	2			South Africa	20%
Great Britain	28%	Sweden	▲	2			Brazil	22%
United States	27%	Belgium	▲	1			Poland	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

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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)
Middle East/Africa	41%	▲8%
BRIC	36%	▼2%
North America	35%	▲1%
APAC	33%	N/C
G-8 Countries	28%	▲1%
Europe	24%	N/C
LATAM	18%	▼2%

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	60%	Sweden	▲	7	Saudi Arabia	▼	6	France	6%
Brazil	56%	India	▲	7	South Korea	▼	5	South Africa	13%
Saudi Arabia	53%	Belgium	▲	5	Turkey	▼	2	South Korea	13%
Indonesia	50%	Indonesia	▲	4	China	▼	2	Hungary	14%
China	39%	Poland	▲	3	Brazil	▼	2	Japan	14%
Argentina	31%	South Africa	▲	2	France	▼	1	Australia	16%
Mexico	31%	Japan	▲	1	Australia	▼	1	Belgium	16%
Russia	26%	Spain	▲	1	Italy	▼	1	Italy	16%
Turkey	25%				Canada	▼	1	Poland	17%
United States	23%				Germany	▼	1	Romania	17%
Great Britain	21%							Canada	18%
Germany	20%							Spain	19%
Sweden	20%								

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	45%	▲1%
LATAM	39%	▼1%
APAC	31%	N/C
Middle East/Africa	30%	▼4%
North America	21%	N/C
G-8 Countries	18%	N/C
Europe	17%	▲2%

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?
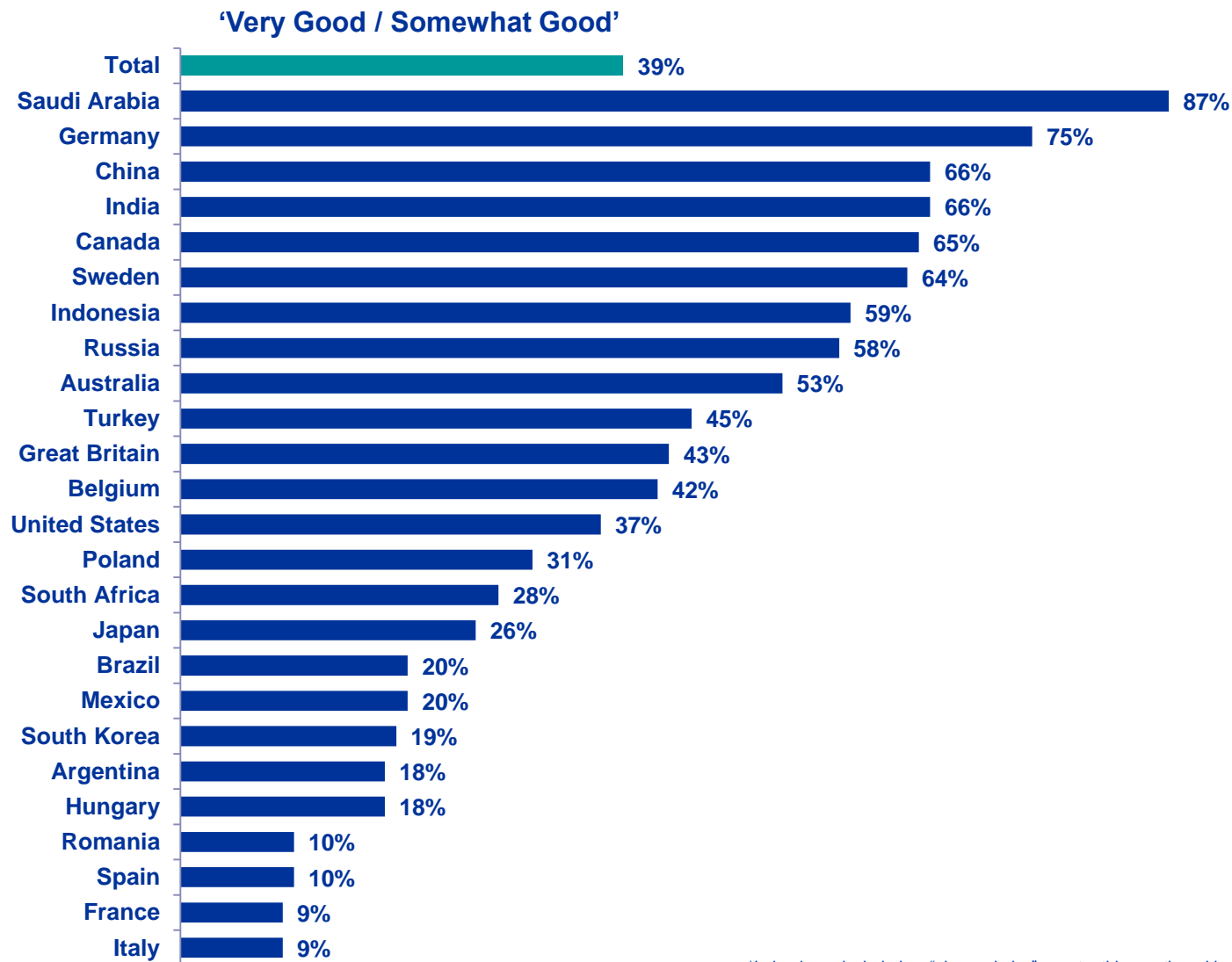
DETAILED FINDINGS

❶ Assessing The Current Economic Situation …
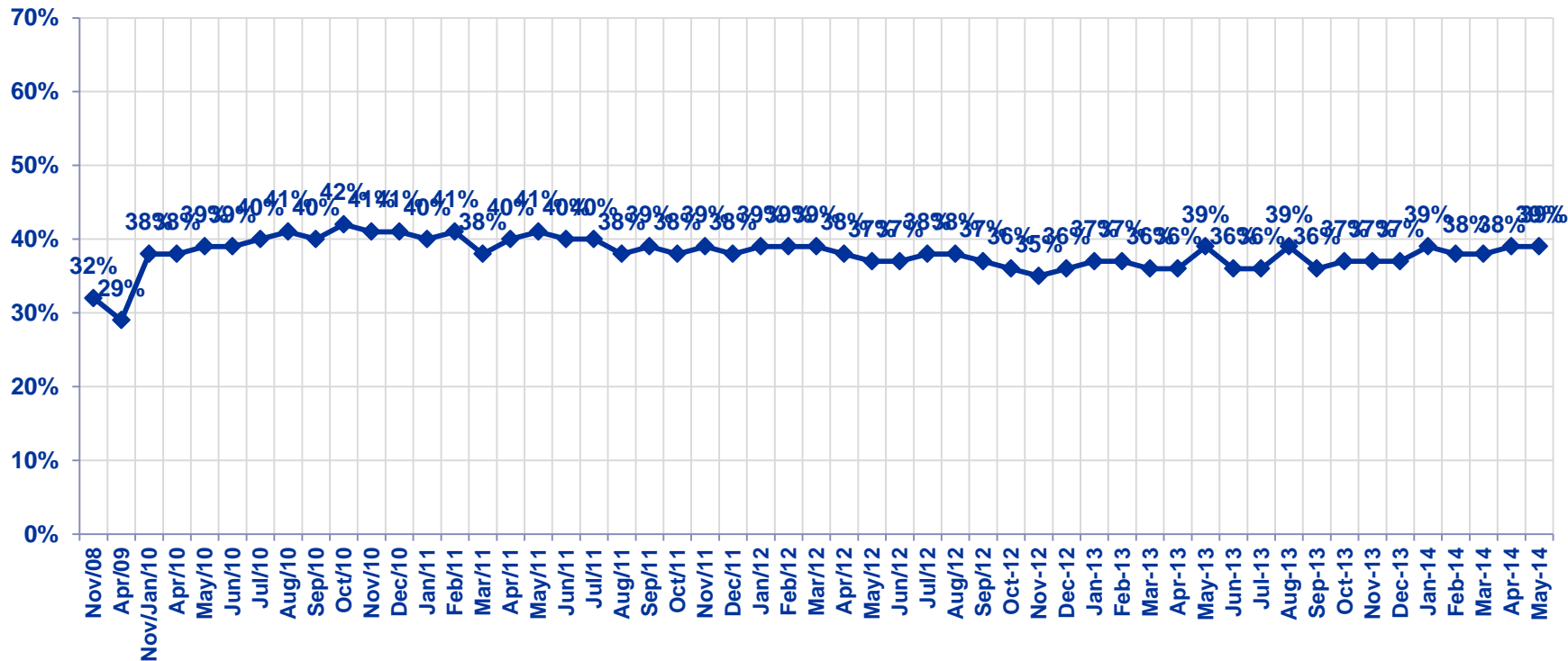
…in Their Country

Global Citizens Assess the <u>Current Economic Situation</u> in their Country as "Good"

'Very Good / Somewhat Good'

Country	%
Total	39%
Saudi Arabia	87%
Germany	75%
China	66%
India	66%
Canada	65%
Sweden	64%
Indonesia	59%
Russia	58%
Australia	53%
Turkey	45%
Great Britain	43%
Belgium	42%
United States	37%
Poland	31%
South Africa	28%
Japan	26%
Brazil	20%
Mexico	20%
South Korea	19%
Argentina	18%
Hungary	18%
Romania	10%
Spain	10%
France	9%
Italy	9%

*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?
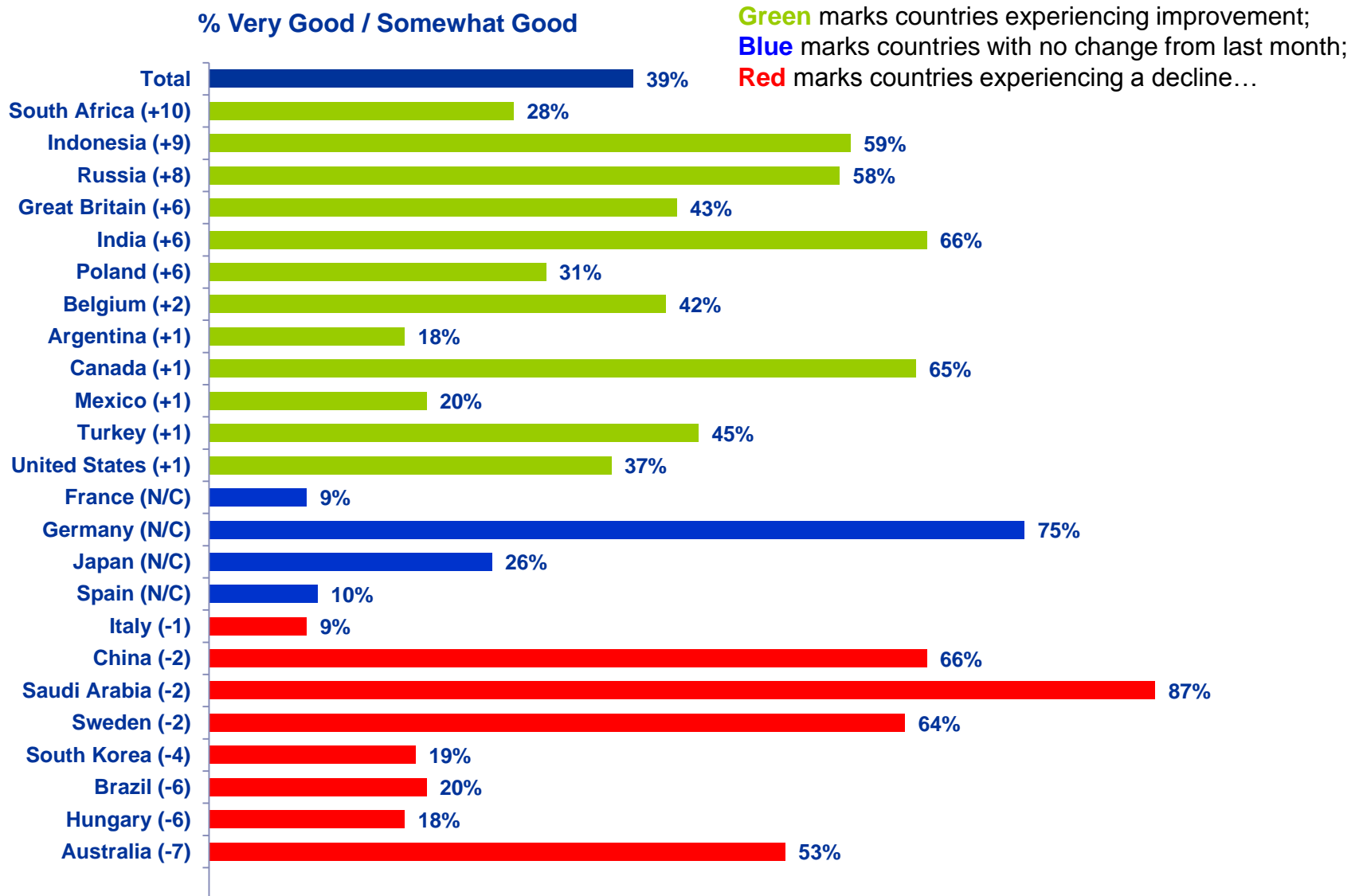
	Oct '11	Nov '11	Dec '11	Jan '12	Feb '12	Mar '12	Apr '12	May '12	Jun '12	Jul '12	Aug '12	Sep '12	Oct '12	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13	Sep '13	Oct '13	Nov '13	Dec '13	Jan '14	Feb '14	Mar '14	Apr '14	May '14
Total	38%	39%	38%	39%	39%	39%	38%	37%	37%	38%	38%	37%	36%	35%	36%	37%	37%	36%	36%	39%	36%	36%	39%	36%	37%	37%	37%	39%	38%	38%	39%	39%
Argentina	54%	55%	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%
Australia	62%	67%	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%
Belgium	25%	24%	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%
Brazil	55%	59%	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%
Canada	66%	62%	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%
China	65%	62%	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%
Egypt																												64%	56%	36%	32%	
France	6%	7%	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%
Germany	64%	64%	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%
Great Britain	11%	10%	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%
Hungary	2%	3%	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%
India	75%	69%	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%
Indonesia	35%	50%	46%	45%	40%	35%	36%	40%	41%	40%	46%	40%	46%	52%	50%	53%	53%	45%	48%	41%	44%	42%	53%	31%	45%	41%	42%	40%	45%	46%	50%	59%
Italy	8%	6%	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%
Japan	6%	7%	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%
Mexico	28%	32%	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%
Poland	30%	28%	27%	27%	21%	27%	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%
Romania																																10%
Russia	23%	25%	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%
Saudi Arabia	83%	89%	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%
South Africa	39%	32%	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%
South Korea	18%	26%	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%
Spain	5%	3%	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%
Sweden	69%	73%	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%
Turkey	59%	54%	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%
United States	14%	19%	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%

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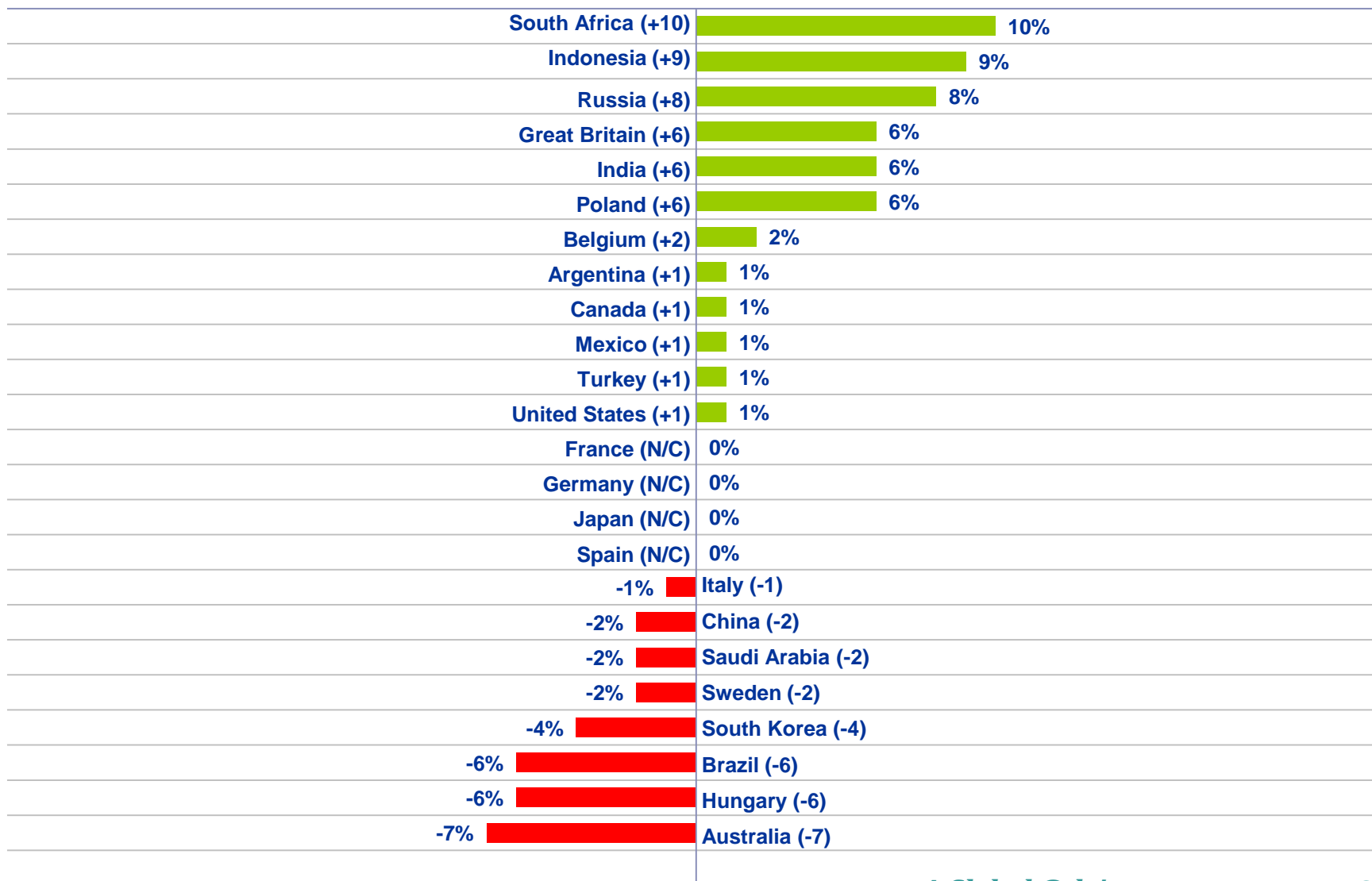**The Economic Pulse**

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?
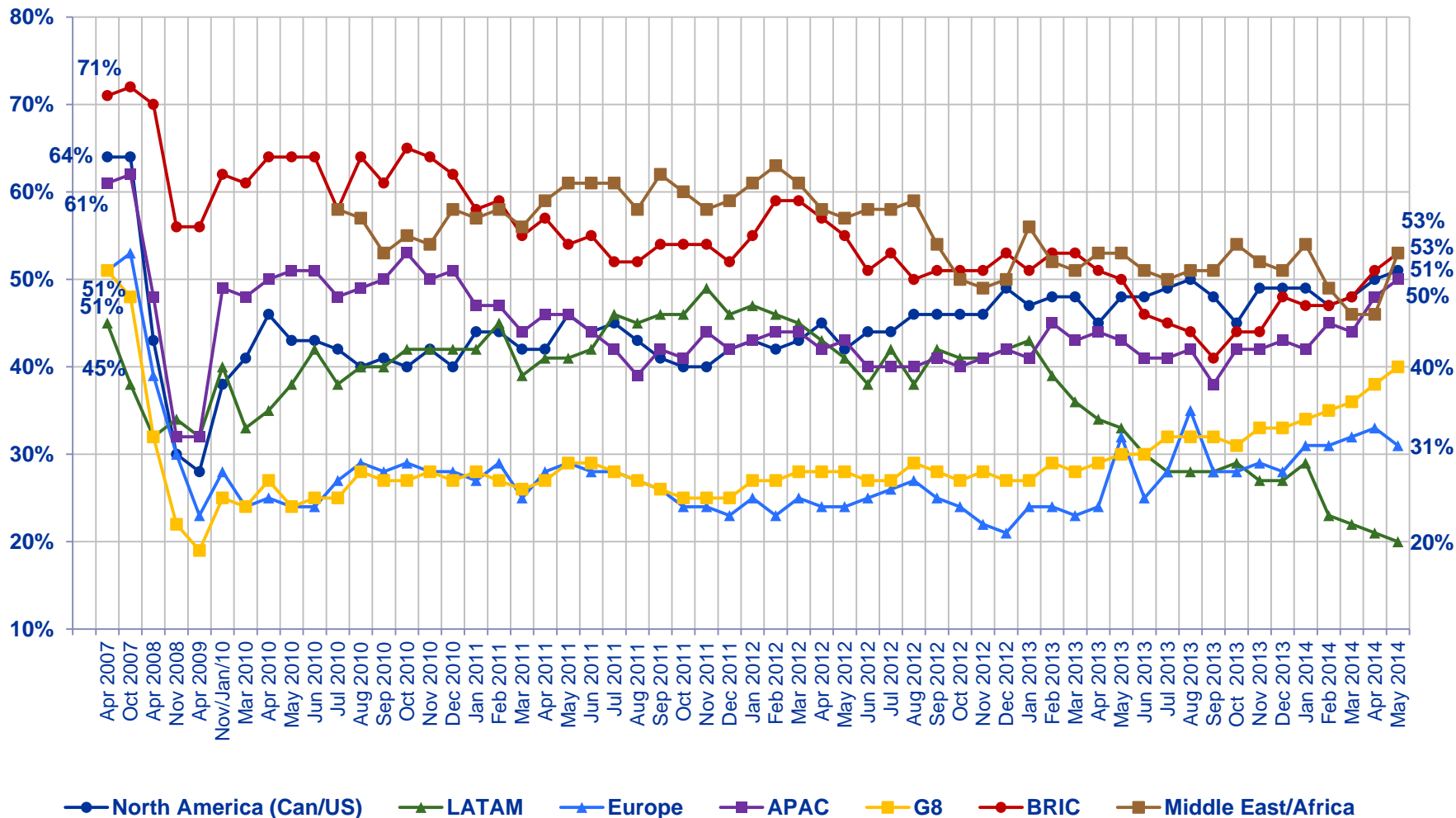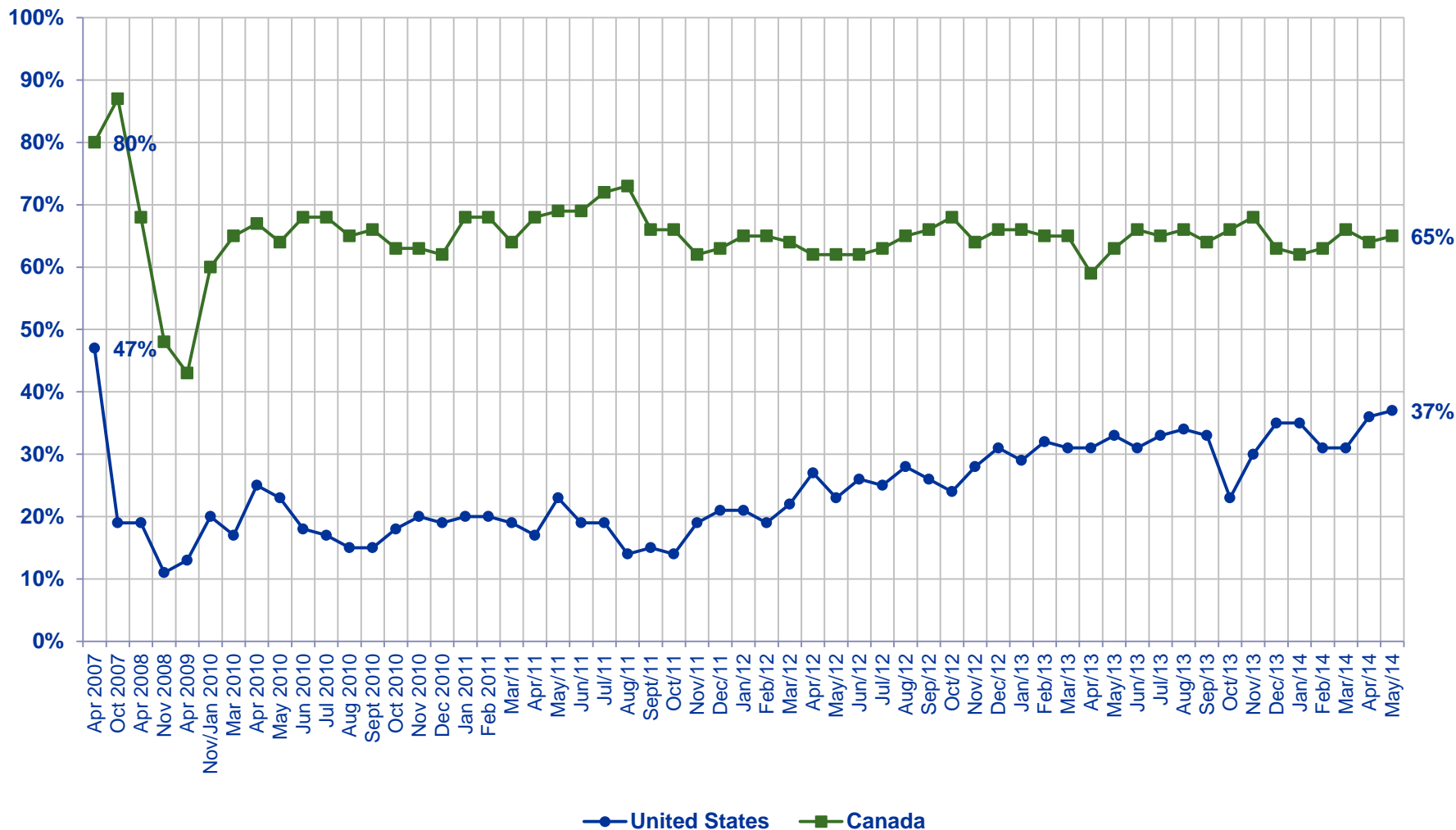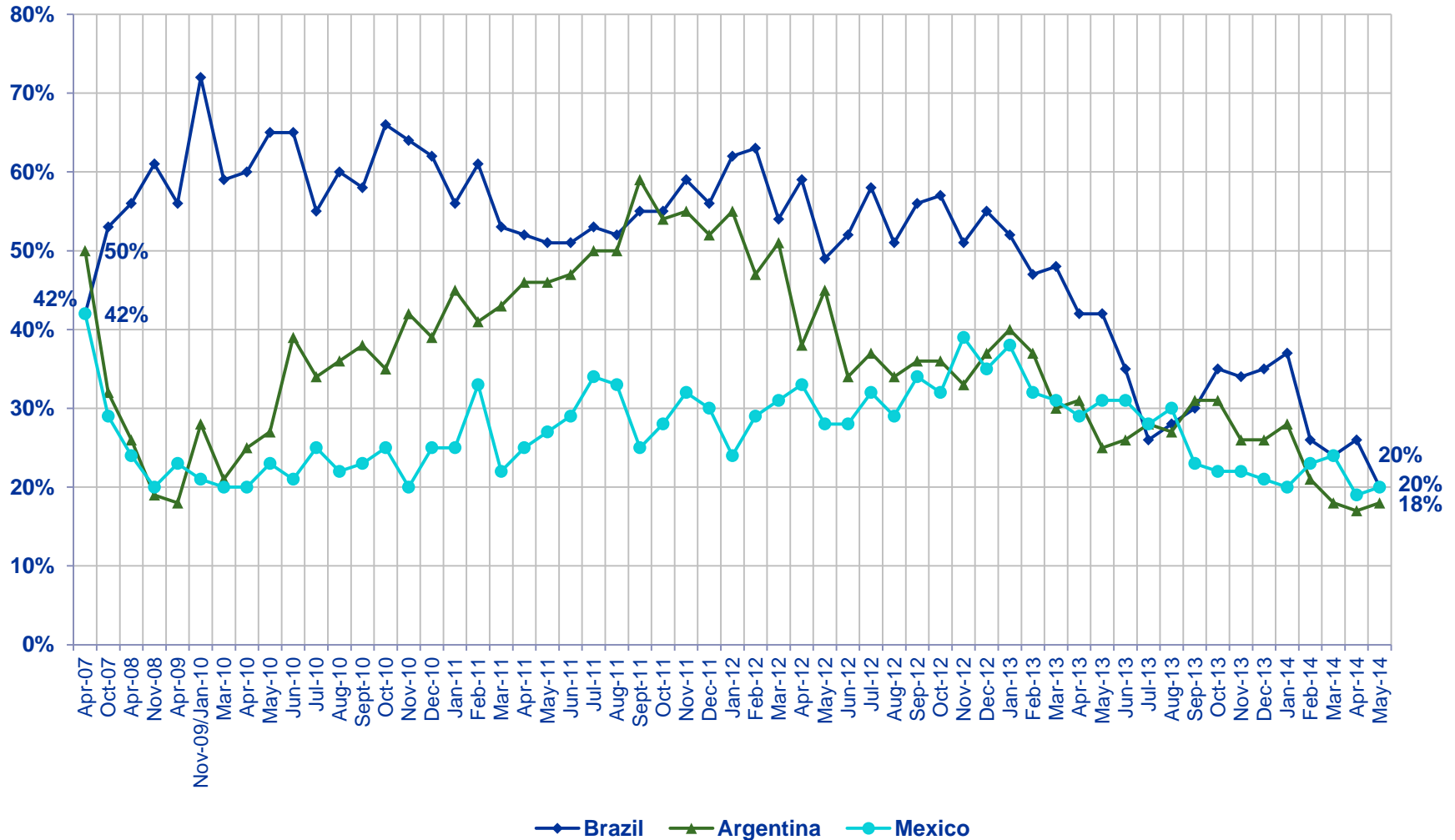
% Very Good / Somewhat Good

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

Country	%
Total	39%
South Africa (+10)	28%
Indonesia (+9)	59%
Russia (+8)	58%
Great Britain (+6)	43%
India (+6)	66%
Poland (+6)	31%
Belgium (+2)	42%
Argentina (+1)	18%
Canada (+1)	65%
Mexico (+1)	20%
Turkey (+1)	45%
United States (+1)	37%
France (N/C)	9%
Germany (N/C)	75%
Japan (N/C)	26%
Spain (N/C)	10%
Italy (-1)	9%
China (-2)	66%
Saudi Arabia (-2)	87%
Sweden (-2)	64%
South Korea (-4)	19%
Brazil (-6)	20%
Hungary (-6)	18%
Australia (-7)	53%

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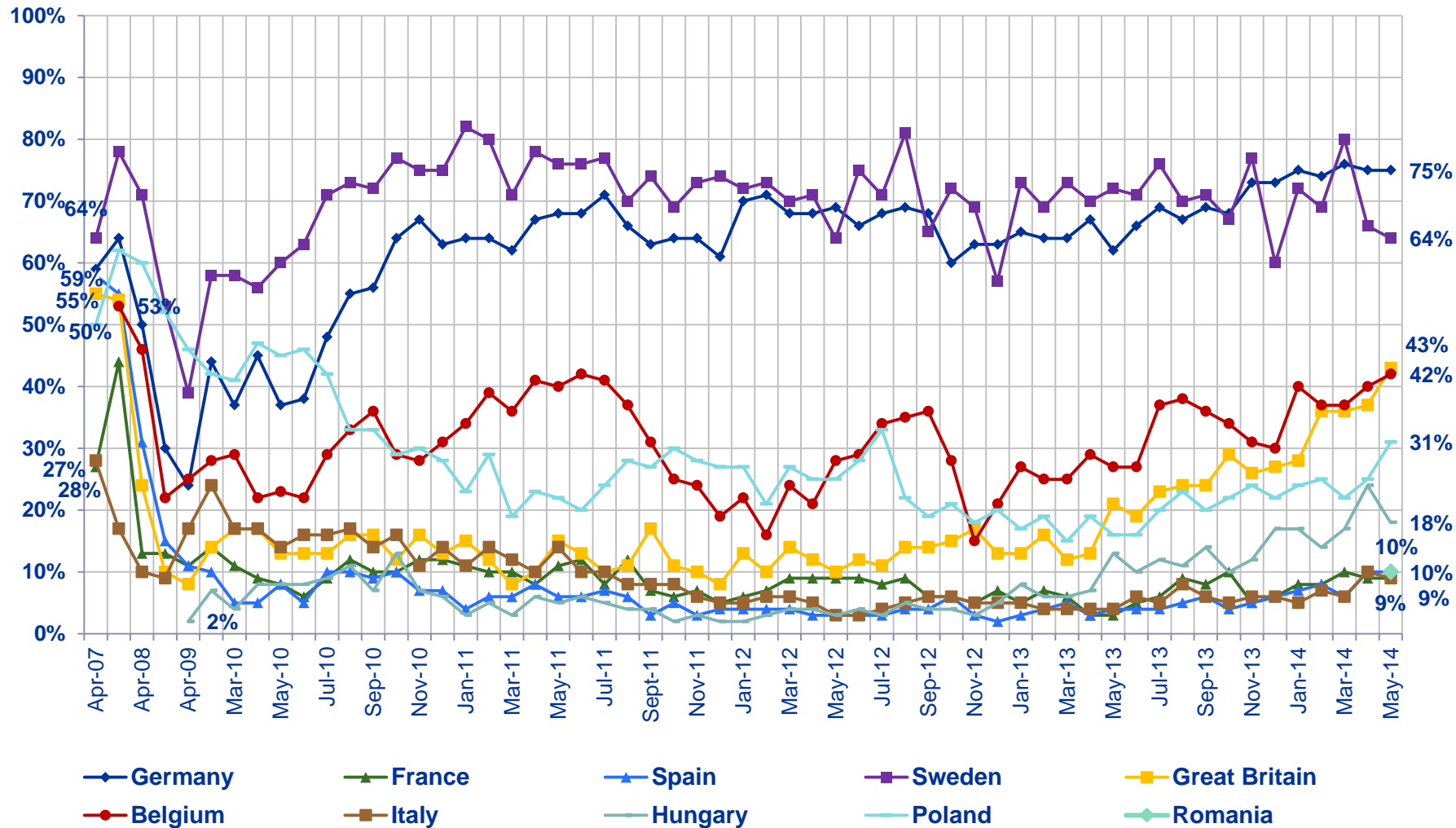# Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:
Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

Country	Value
South Africa (+10)	10%
Indonesia (+9)	9%
Russia (+8)	8%
Great Britain (+6)	6%
India (+6)	6%
Poland (+6)	6%
Belgium (+2)	2%
Argentina (+1)	1%
Canada (+1)	1%
Mexico (+1)	1%
Turkey (+1)	1%
United States (+1)	1%
France (N/C)	0%
Germany (N/C)	0%
Japan (N/C)	0%
Spain (N/C)	0%
Italy (-1)	-1%
China (-2)	-2%
Saudi Arabia (-2)	-2%
Sweden (-2)	-2%
South Korea (-4)	-4%
Brazil (-6)	-6%
Hungary (-6)	-6%
Australia (-7)	-7%

Assessing the Current Economic Situation by All Regions:
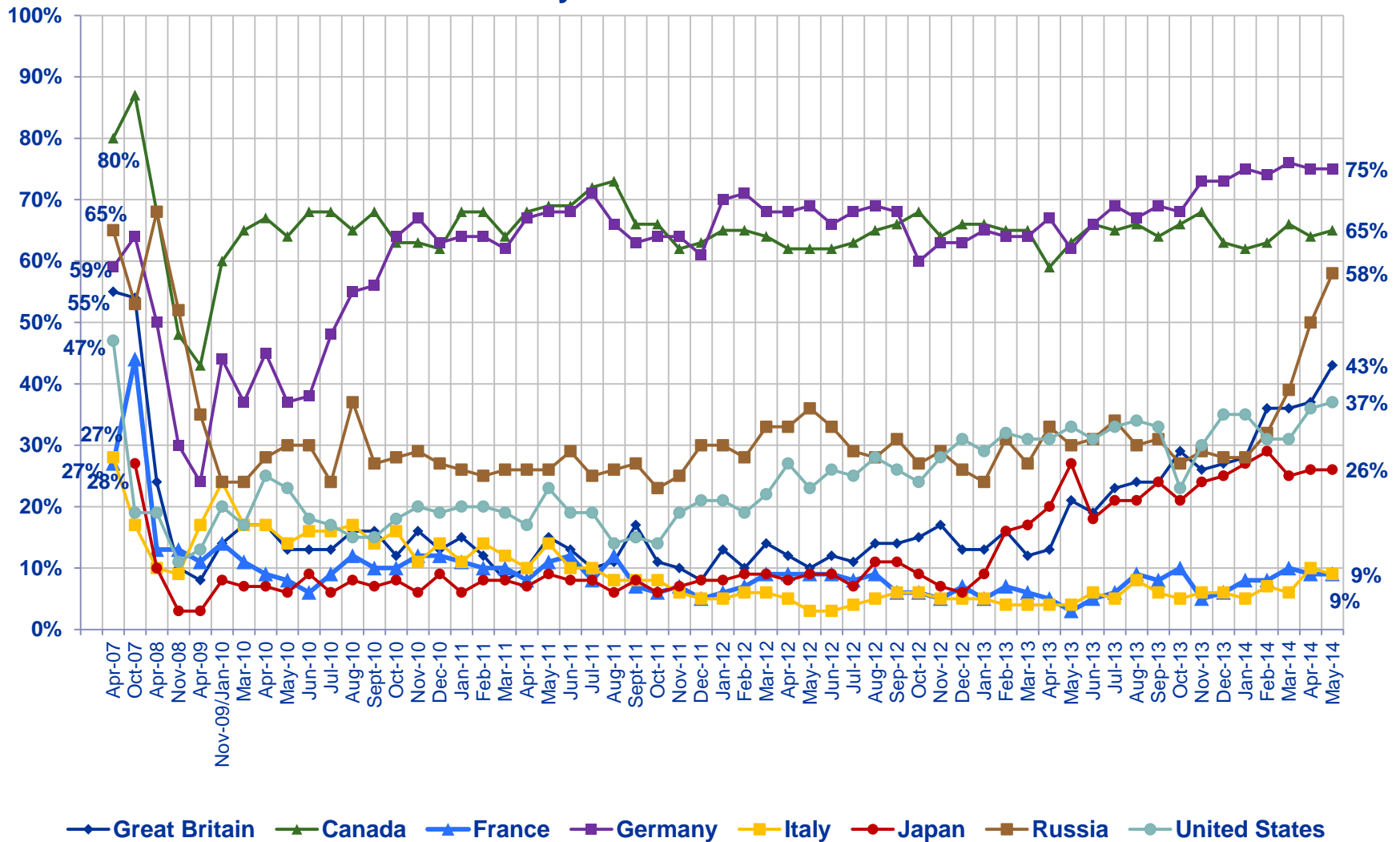
Very Good / Somewhat Good

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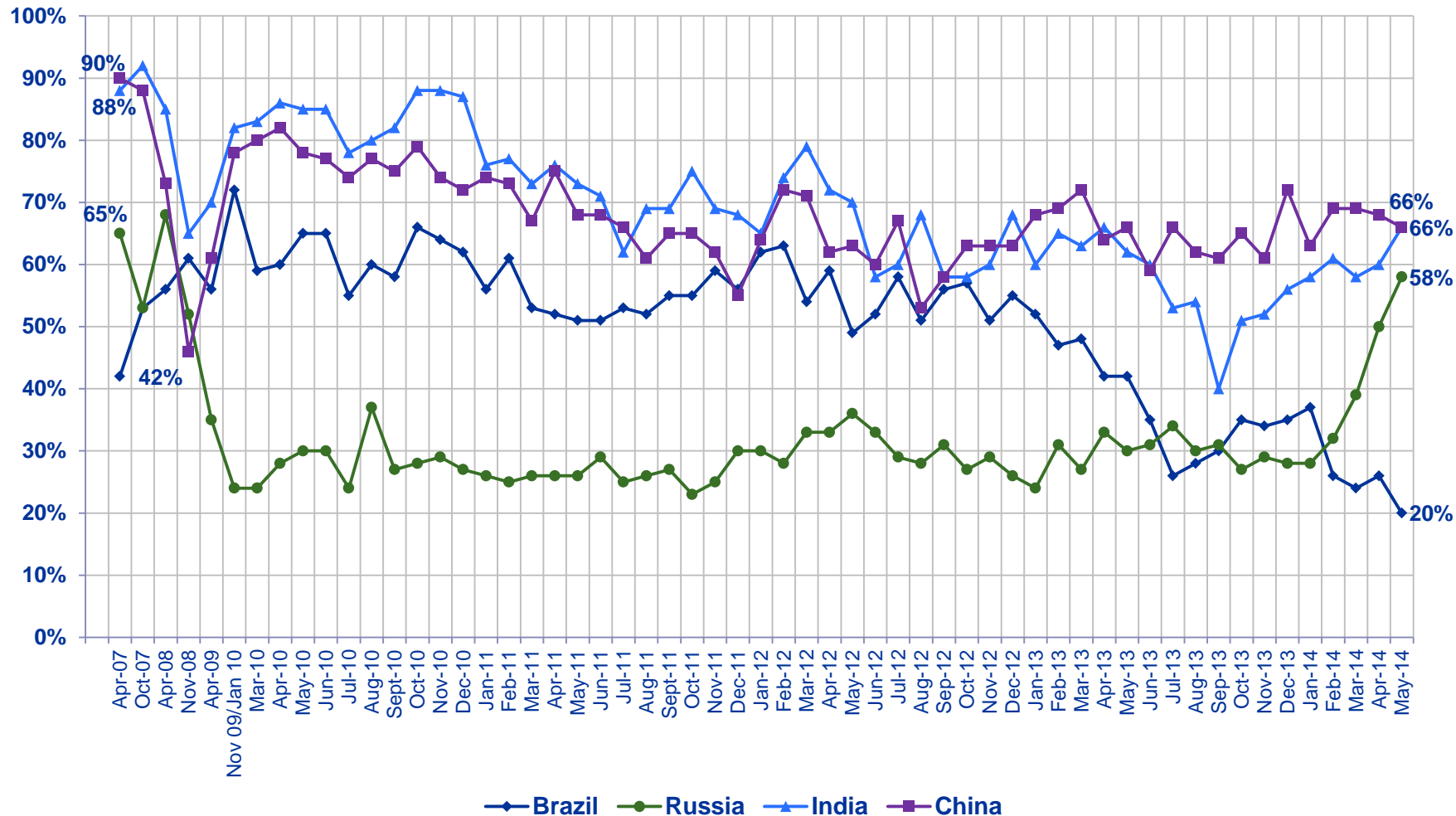Is it very good, somewhat good, somewhat bad or very bad?

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

▲1

Very Good / Somewhat Good
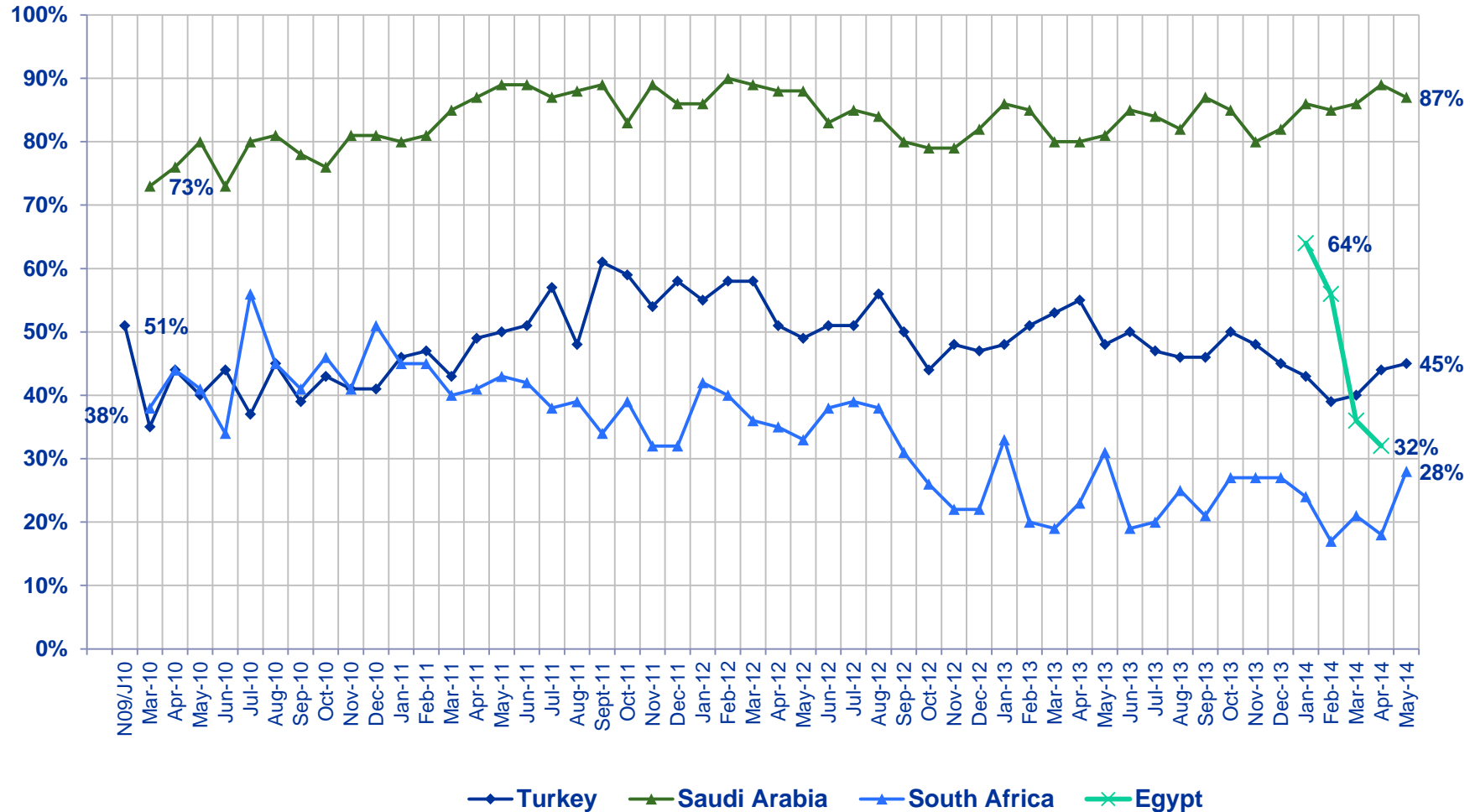
Legend: United States, Canada

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

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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European Countries
Assessing the Current Economic Situation

▼2

Very Good / Somewhat Good

Legend: Germany, France, Spain, Sweden, Great Britain, Belgium, Italy, Hungary, Poland, Romania

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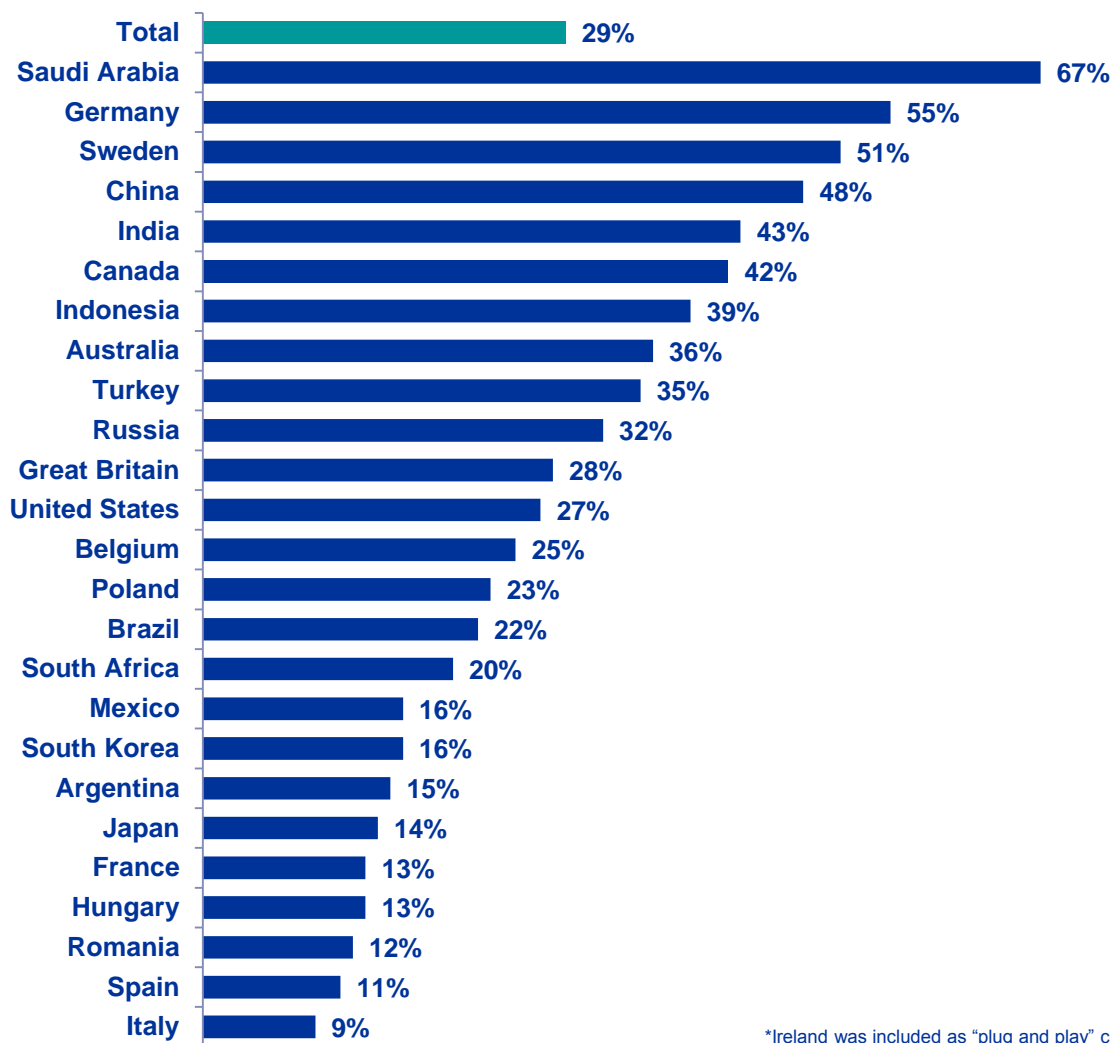Is it very good, somewhat good, somewhat bad or very bad?

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APAC Countries
Assessing the Current Economic Situation

▲2

Very Good / Somewhat Good

Legend: 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?

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G8 Countries
Assessing the Current Economic Situation

▲2

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

Brazil — **Russia** — **India** — **China**

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?

Middle East/African Countries
Assessing the Current Economic Situation

▲7

Very Good / Somewhat Good

Legend: ◆ Turkey — ▲ Saudi Arabia — ▲ South Africa — ✕ Egypt

Data labels shown: 73%, 51%, 38%, 64%, 87%, 45%, 32%, 28%

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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❷ **Assessing The Economy…**

…In Their Local Area

Detailed Tables B.6

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

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

Country	%
Total	29%
Saudi Arabia	67%
Germany	55%
Sweden	51%
China	48%
India	43%
Canada	42%
Indonesia	39%
Australia	36%
Turkey	35%
Russia	32%
Great Britain	28%
United States	27%
Belgium	25%
Poland	23%
Brazil	22%
South Africa	20%
Mexico	16%
South Korea	16%
Argentina	15%
Japan	14%
France	13%
Hungary	13%
Romania	12%
Spain	11%
Italy	9%

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

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

▲1

Total - % Strong (Top 3: 5-6-7)
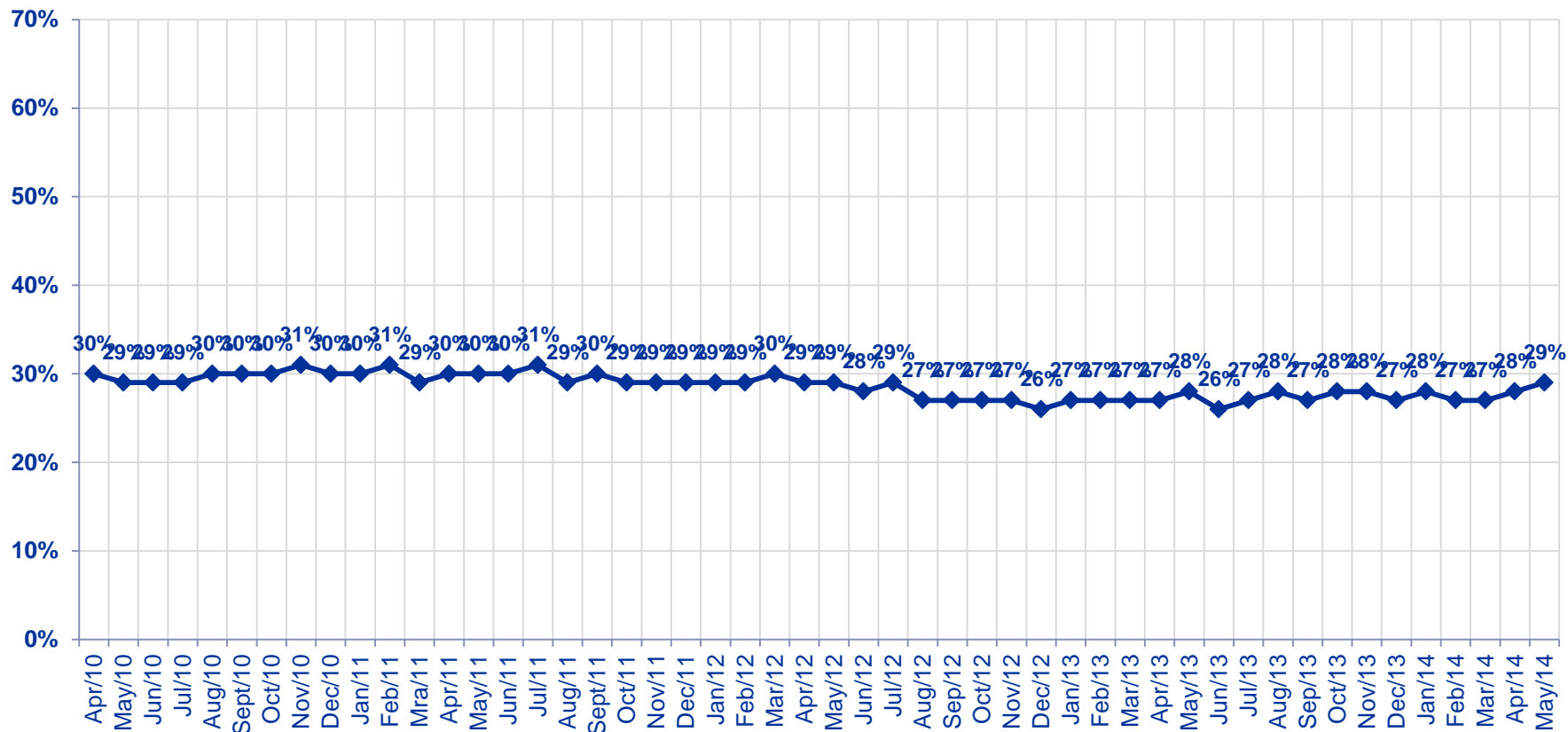
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

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

% Strong (Top 3 5-6-7)

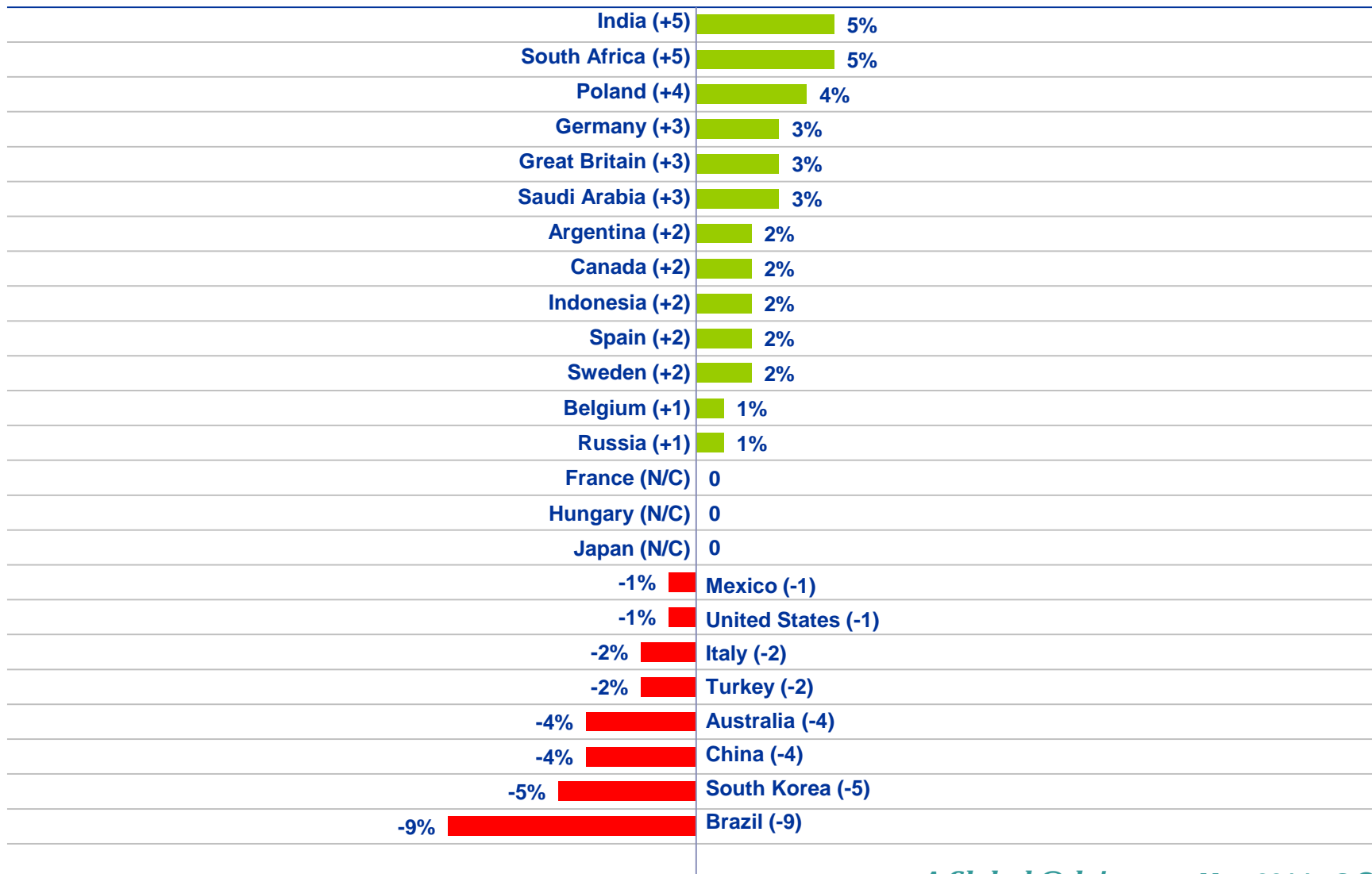|	Oct '11	Nov '11	Dec '11	Jan '12	Feb '12	Mar '12	Apr '12	May '12	Jun '12	Jul '12	Aug '12	Sep '12	Oct '12	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13	Sep '13	Oct '13	Nov '13	Dec '13	Jan '14	Feb '14	Mar '14	Apr '14	May' 14
Total	29%	29%	29%	29%	29%	30%	29%	29%	28%	29%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

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	Percentage
Total (+1)	29%
India (+5)	43%
South Africa (+5)	20%
Poland (+4)	23%
Germany (+3)	55%
Great Britain (+3)	28%
Saudi Arabia (+3)	67%
Argentina (+2)	15%
Canada (+2)	42%
Indonesia (+2)	39%
Spain (+2)	11%
Sweden (+2)	51%
Belgium (+1)	25%
Russia (+1)	32%
France (N/C)	13%
Hungary (N/C)	13%
Japan (N/C)	14%
Mexico (-1)	16%
United States (-1)	27%
Italy (-2)	9%
Turkey (-2)	35%
Australia (-4)	36%
China (-4)	48%
South Korea (-5)	16%
Brazil (-9)	22%
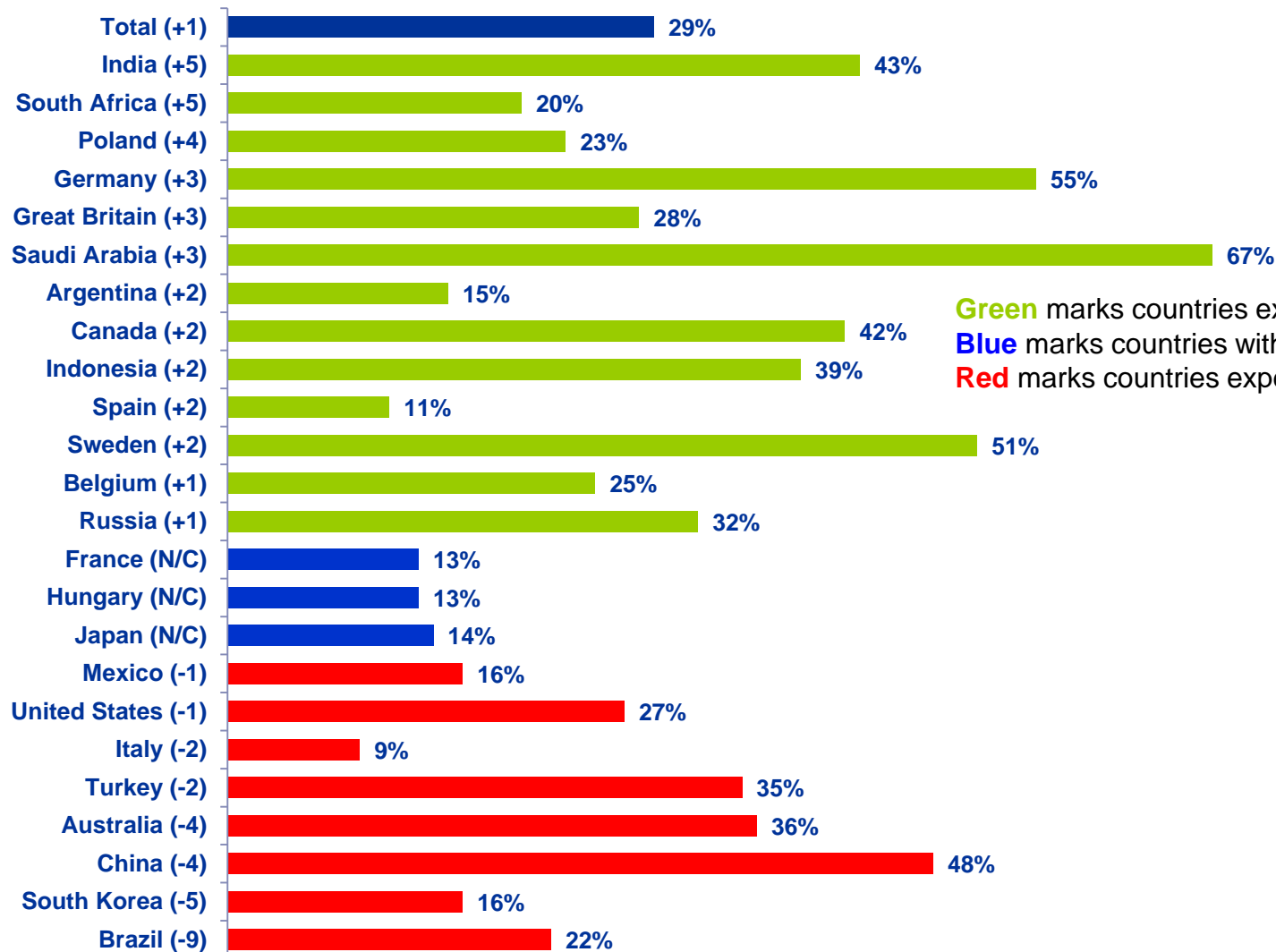
Green marks countries experiencing improvement;
Blue marks countries with no change from last month
Red marks countries experiencing a decline.

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

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
India (+5)	5%
South Africa (+5)	5%
Poland (+4)	4%
Germany (+3)	3%
Great Britain (+3)	3%
Saudi Arabia (+3)	3%
Argentina (+2)	2%
Canada (+2)	2%
Indonesia (+2)	2%
Spain (+2)	2%
Sweden (+2)	2%
Belgium (+1)	1%
Russia (+1)	1%
France (N/C)	0
Hungary (N/C)	0
Japan (N/C)	0
Mexico (-1)	-1%
United States (-1)	-1%
Italy (-2)	-2%
Turkey (-2)	-2%
Australia (-4)	-4%
China (-4)	-4%
South Korea (-5)	-5%
Brazil (-9)	-9%

All Regions
Assess the Strength of Their Local Economy

% 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

▲1

% 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.

% 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)

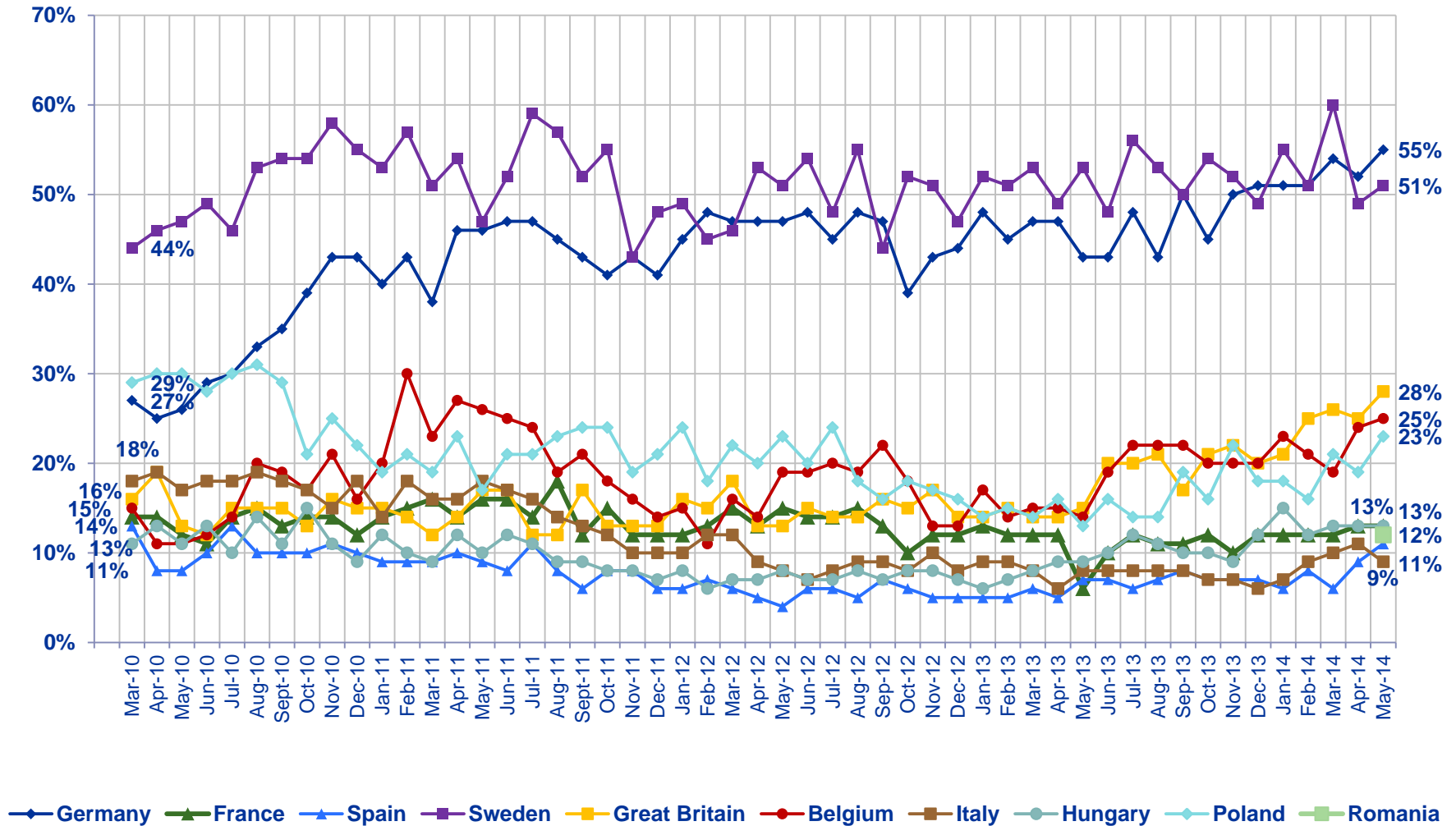Legend: Germany, France, Spain, Sweden, Great Britain, Belgium, Italy, Hungary, Poland, Romania

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.

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APAC Countries
Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

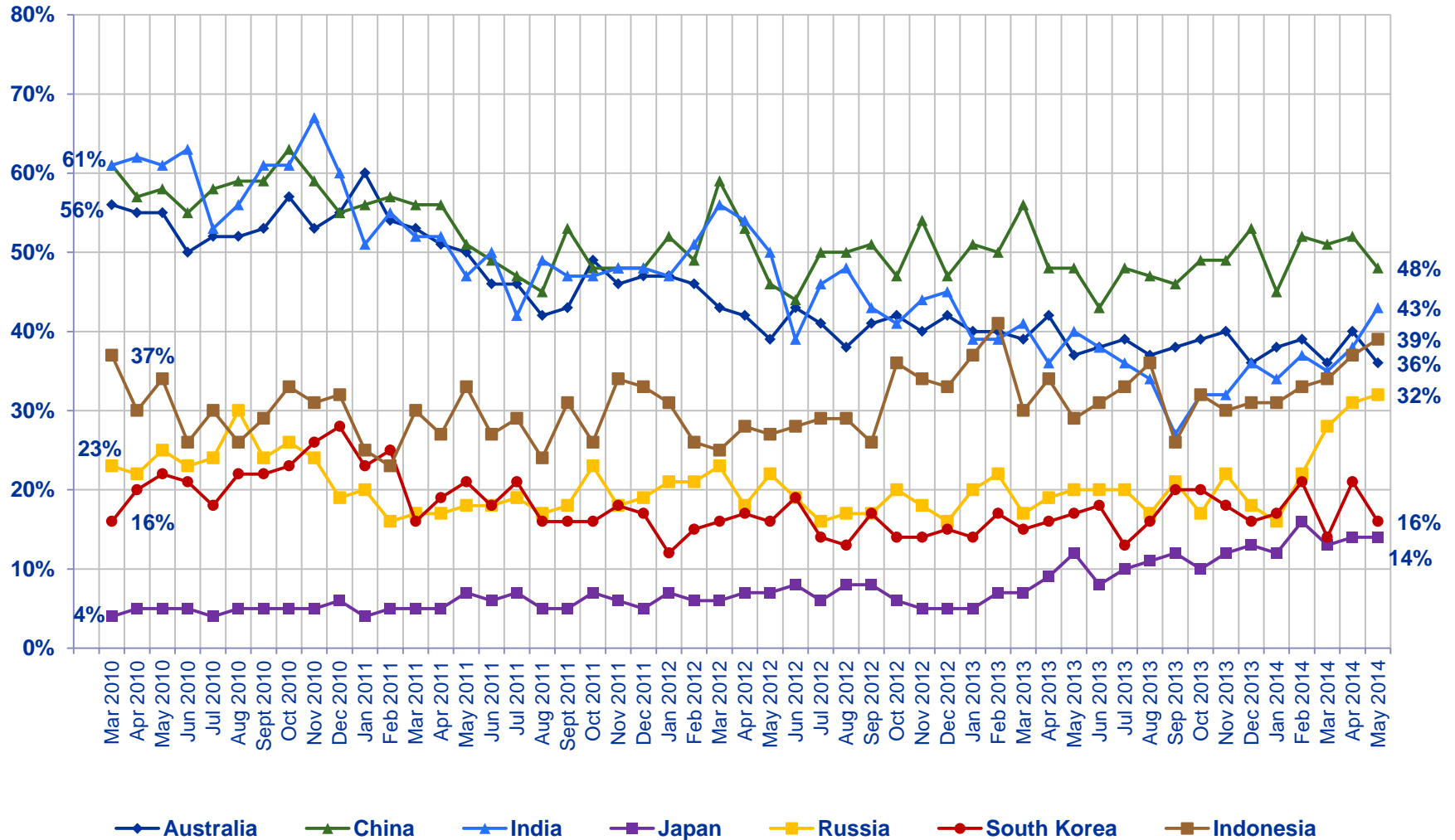Legend: Australia, China, India, Japan, Russia, South Korea, Indonesia

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.

% 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.

% Strong (Top 3 5-6-7)
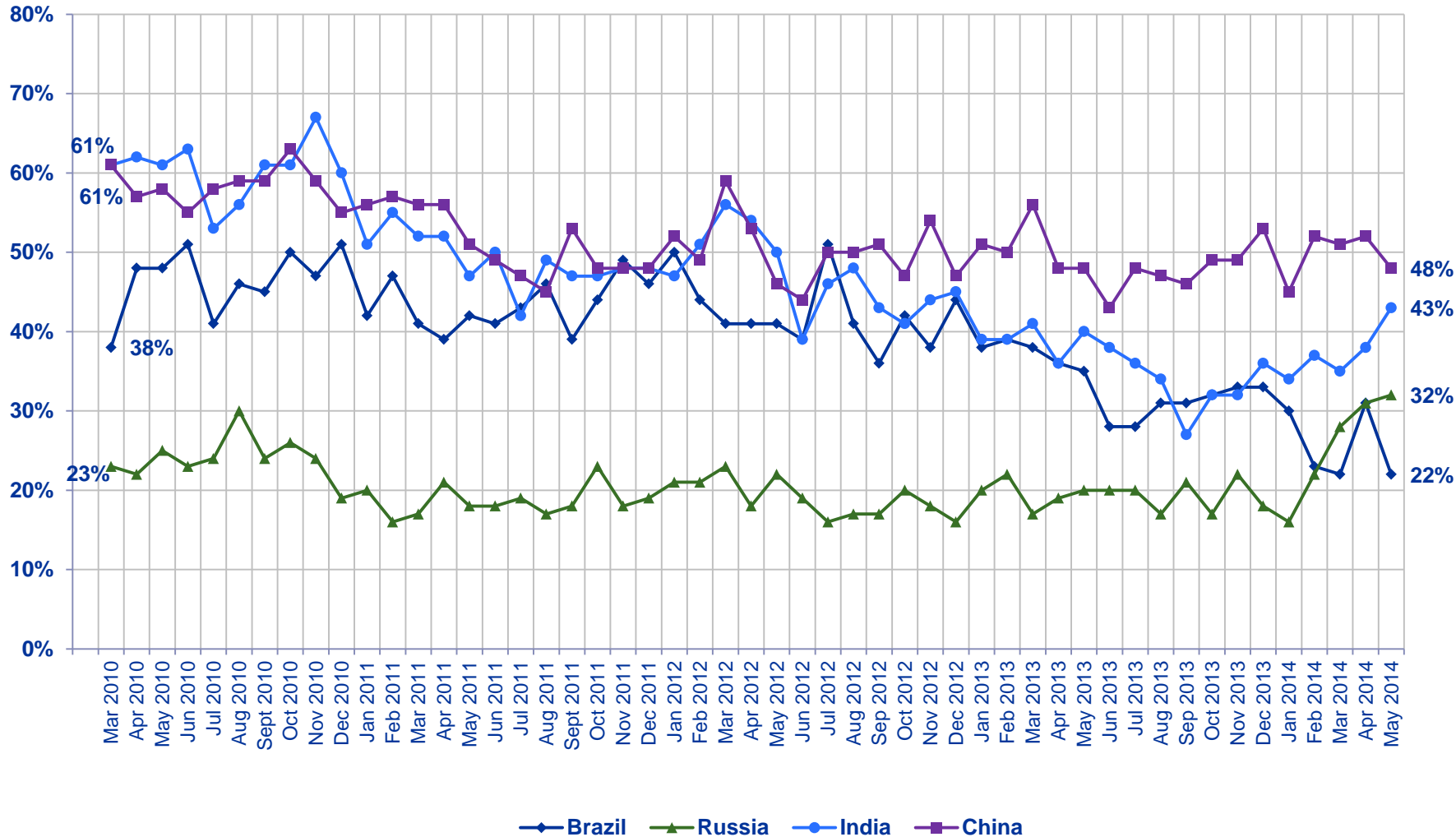

Brazil · Russia · India · China

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.

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

▲8

% Strong (Top 3 5-6-7)

Legend: Turkey, Saudi Arabia, South Africa, Egypt

Values labeled on chart: 49%, 29%, 26%, 67%, 35%, 20%, 12%, 14%

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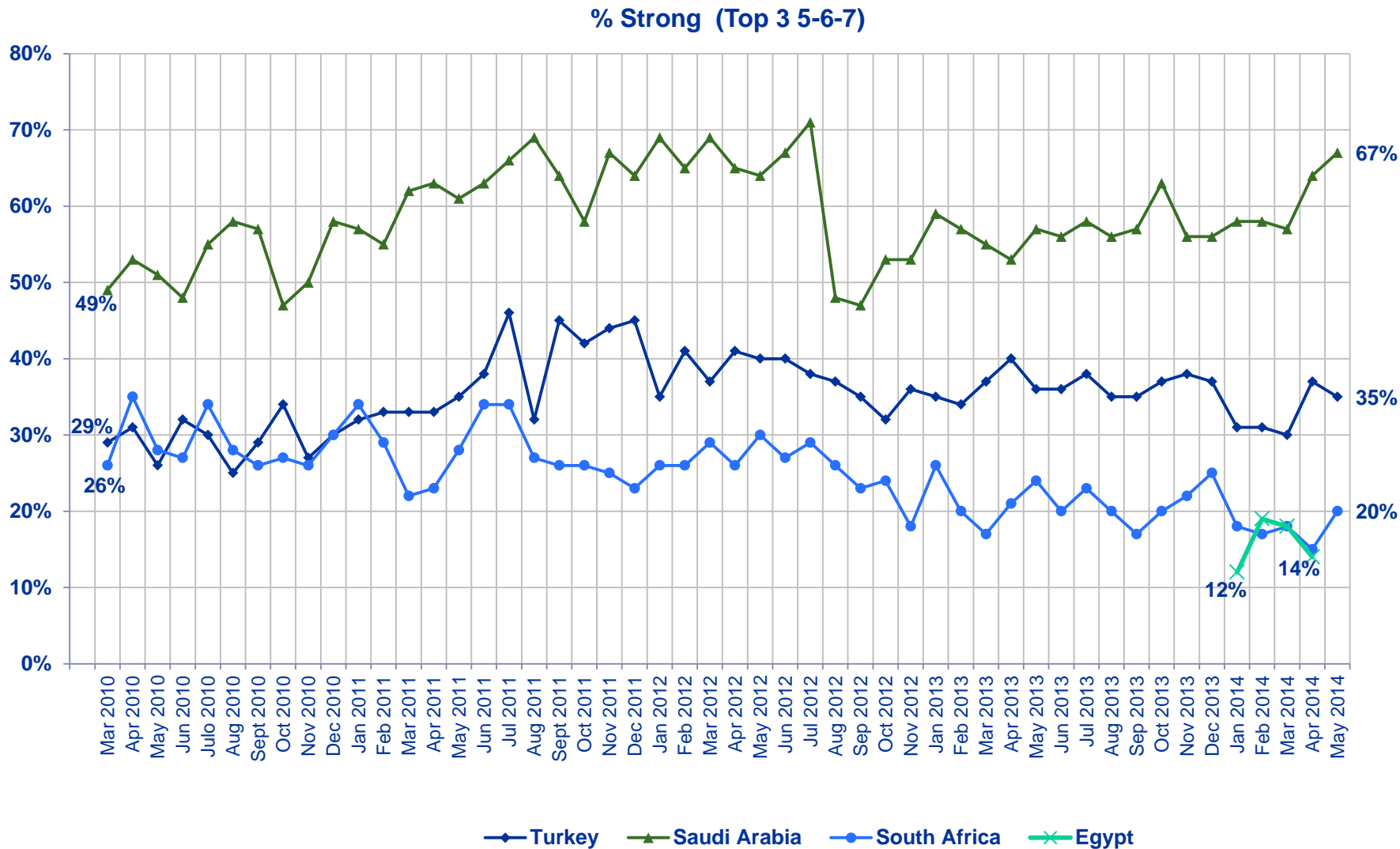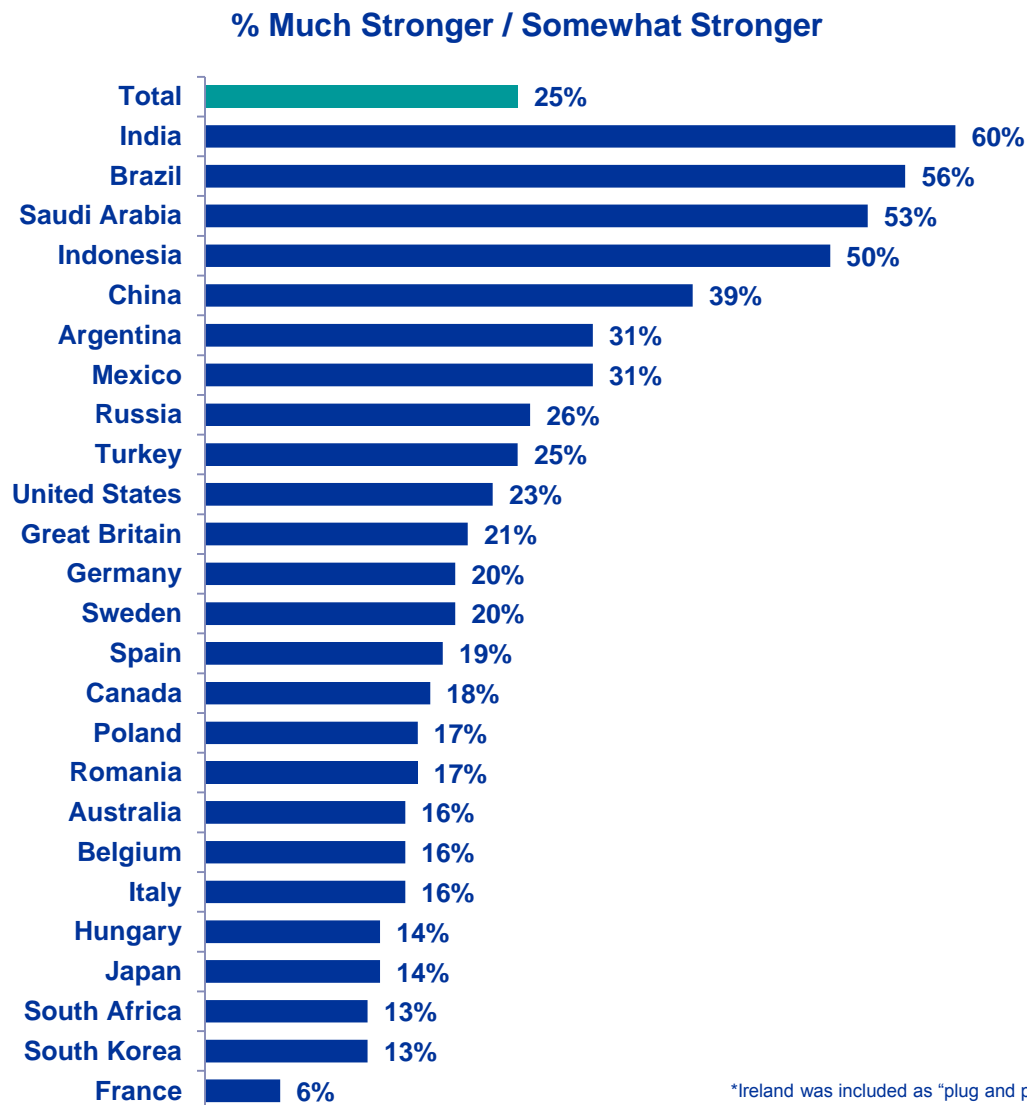
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❸ **Assessing the Strength of The Local Economy…**

…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	60%
Brazil	56%
Saudi Arabia	53%
Indonesia	50%
China	39%
Argentina	31%
Mexico	31%
Russia	26%
Turkey	25%
United States	23%
Great Britain	21%
Germany	20%
Sweden	20%
Spain	19%
Canada	18%
Poland	17%
Romania	17%
Australia	16%
Belgium	16%
Italy	16%
Hungary	14%
Japan	14%
South Africa	13%
South Korea	13%
France	6%

*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?

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

▼1

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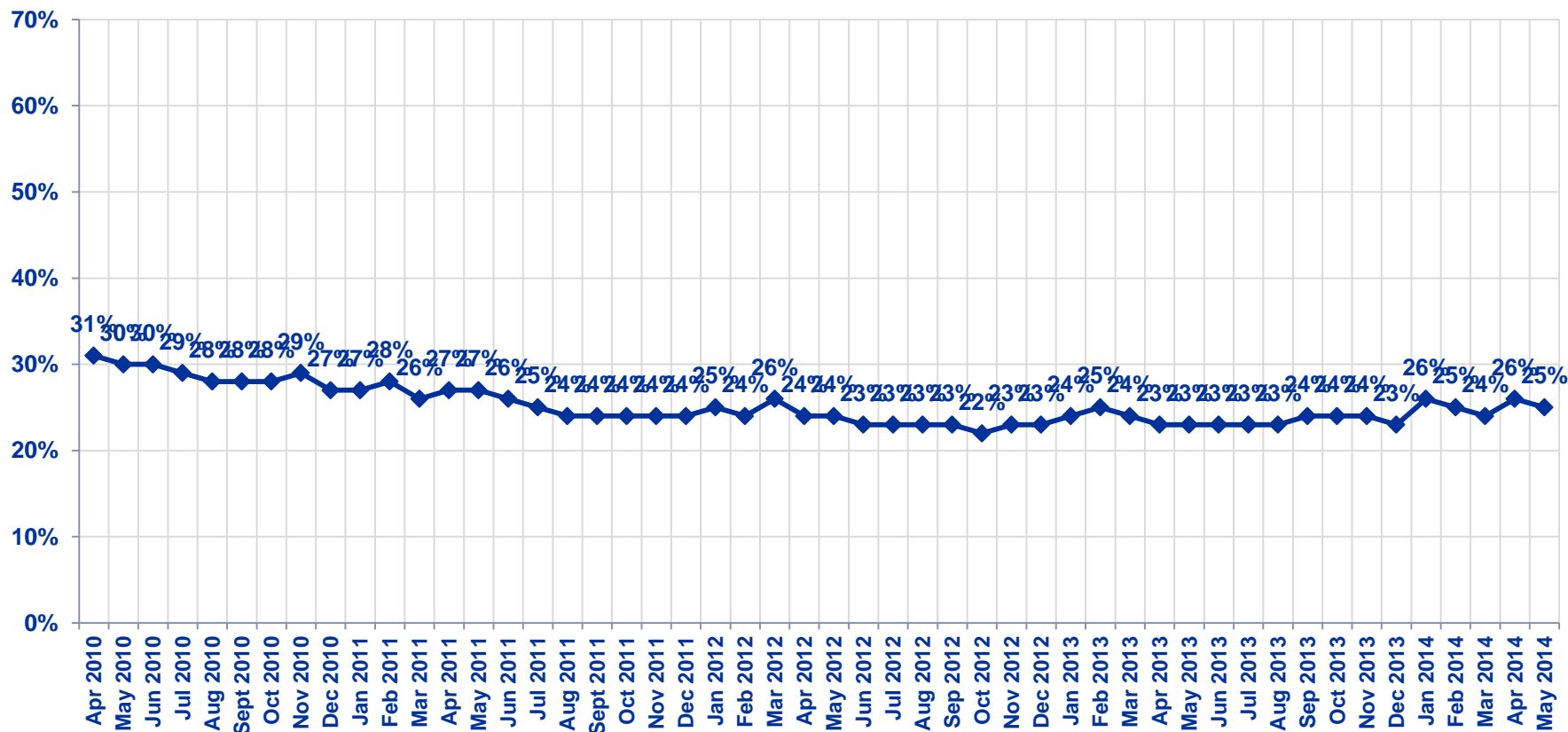
Looking ahead six months from now, do you expect the economy in your local area to be
much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

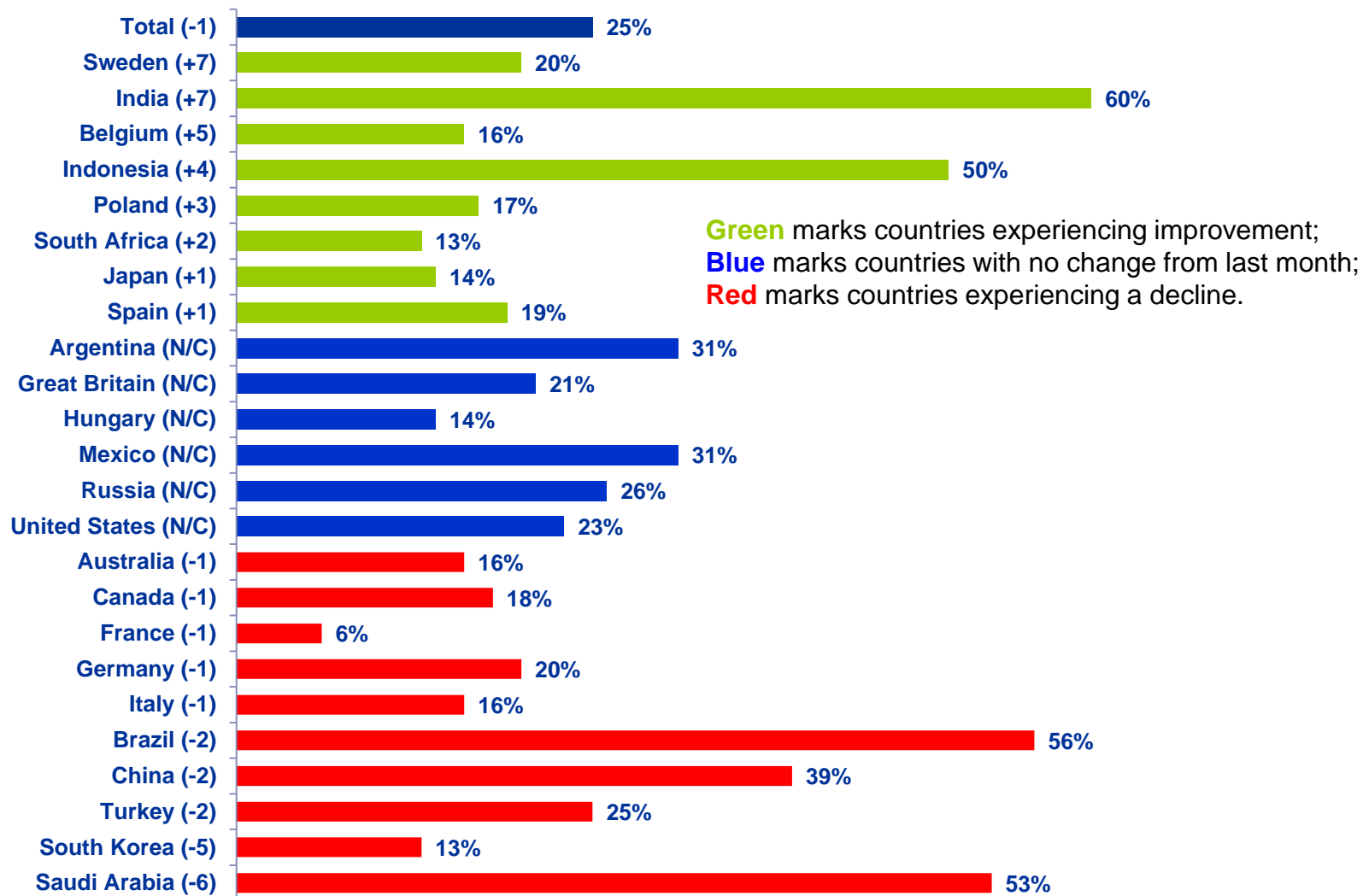# Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months…

% Much Stronger/Somewhat Stronger

	Oct '11	Nov '11	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
Total	24%	24%	24%	25%	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%
Argentina	50%	47%	45%	42%	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%
Australia	16%	18%	16%	19%	16%	16%	16%	14%	16%	15%	16%	16%	17%	18%	18%	12%	17%	15%	14%	14%	14%	15%	19%	29%	21%	20%	18%	15%	16%	16%	17%	16%
Belgium	8%	4%	5%	6%	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%
Brazil	74%	72%	71%	74%	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%
Canada	19%	19%	19%	21%	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%
China	39%	42%	32%	39%	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%
Egypt																												61%	49%	33%	41%	
France	2%	2%	2%	2%	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%
Germany	12%	15%	13%	18%	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%
Great Britain	8%	9%	7%	10%	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%
Hungary	5%	6%	3%	5%	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%
India	56%	50%	50%	50%	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%
Indonesia	28%	32%	37%	32%	28%	26%	26%	31%	31%	32%	32%	31%	41%	36%	39%	41%	40%	36%	35%	33%	33%	34%	37%	35%	37%	38%	35%	38%	42%	42%	46%	50%
Italy	11%	21%	12%	15%	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%
Japan	10%	6%	7%	8%	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%	13%	14%	
Mexico	36%	39%	39%	36%	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%
Poland	15%	13%	16%	16%	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%
Romania																																17%
Russia	20%	17%	15%	17%	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%
Saudi Arabia	53%	54%	60%	63%	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%
South Africa	16%	20%	16%	16%	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%	11%	13%
South Korea	14%	14%	12%	11%	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%
Spain	23%	17%	21%	18%	18%	15%	18%	16%	14%	13%	12%	12%	11%	11%	9%	14%	15%	15%	12%	16%	15%	15%	17%	21%	15%	17%	18%	18%	19%	18%	18%	19%
Sweden	11%	16%	12%	16%	12%	17%	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%
Turkey	35%	28%	35%	31%	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%
United States	16%	20%	23%	26%	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%

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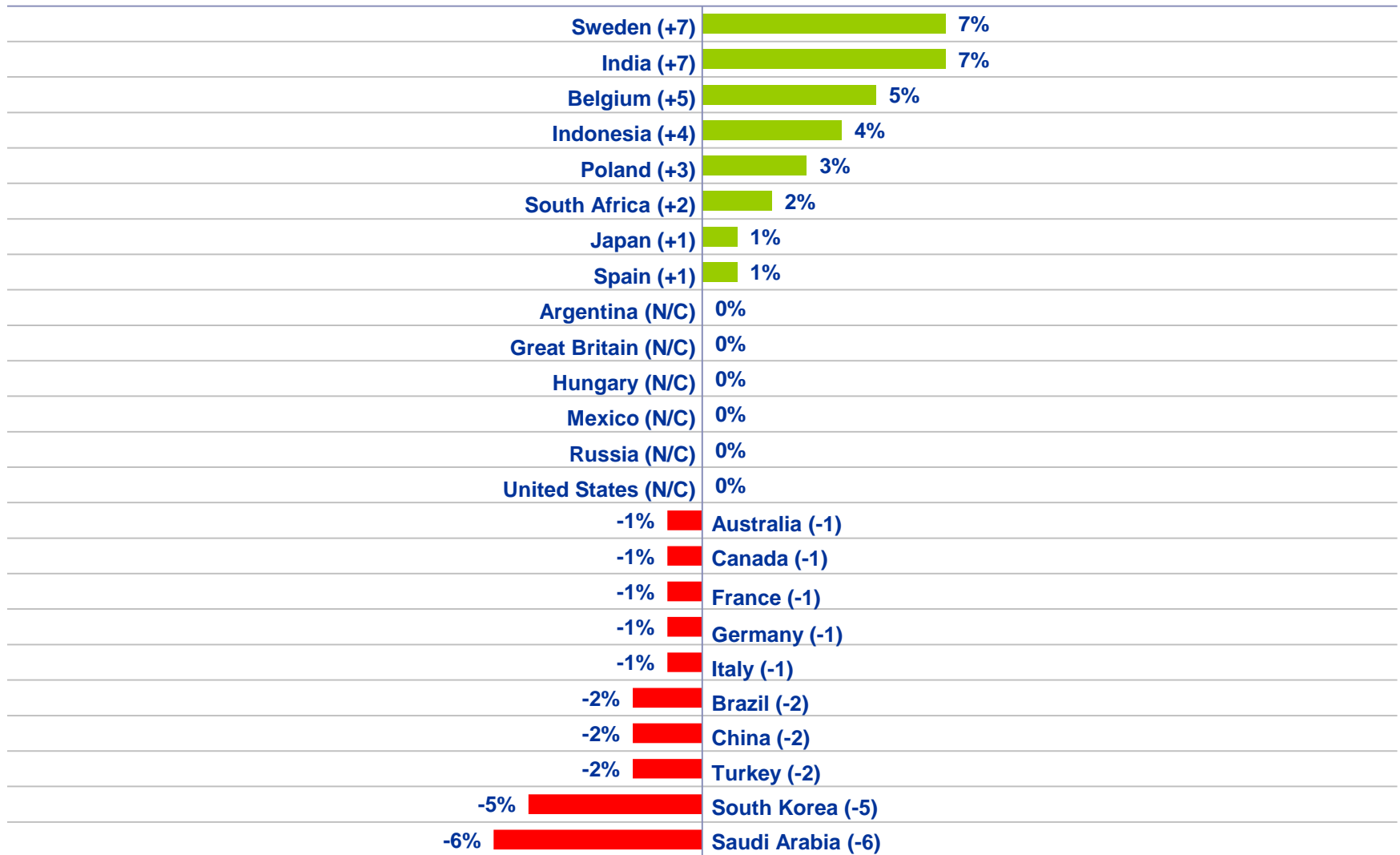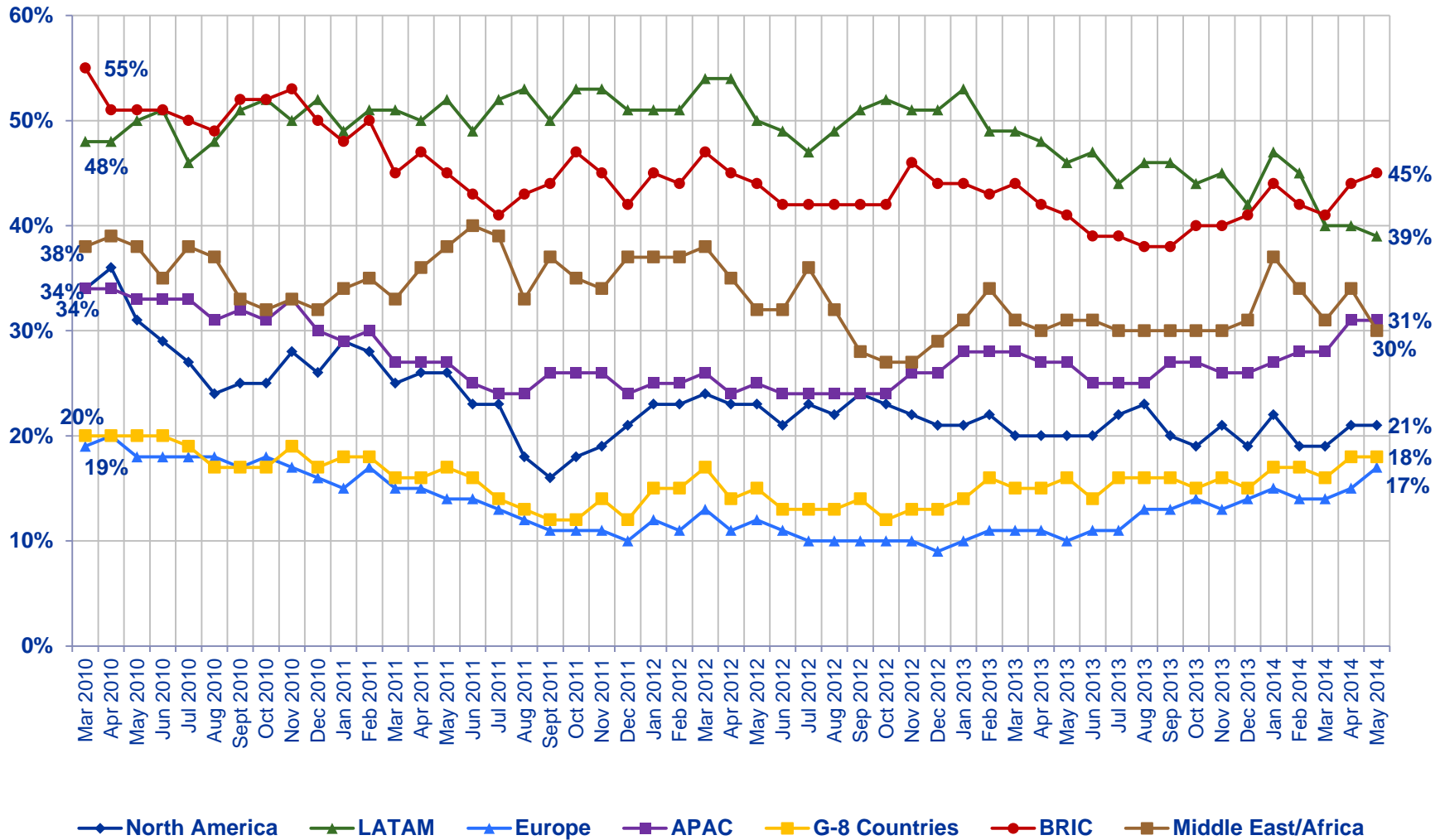
Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):

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?
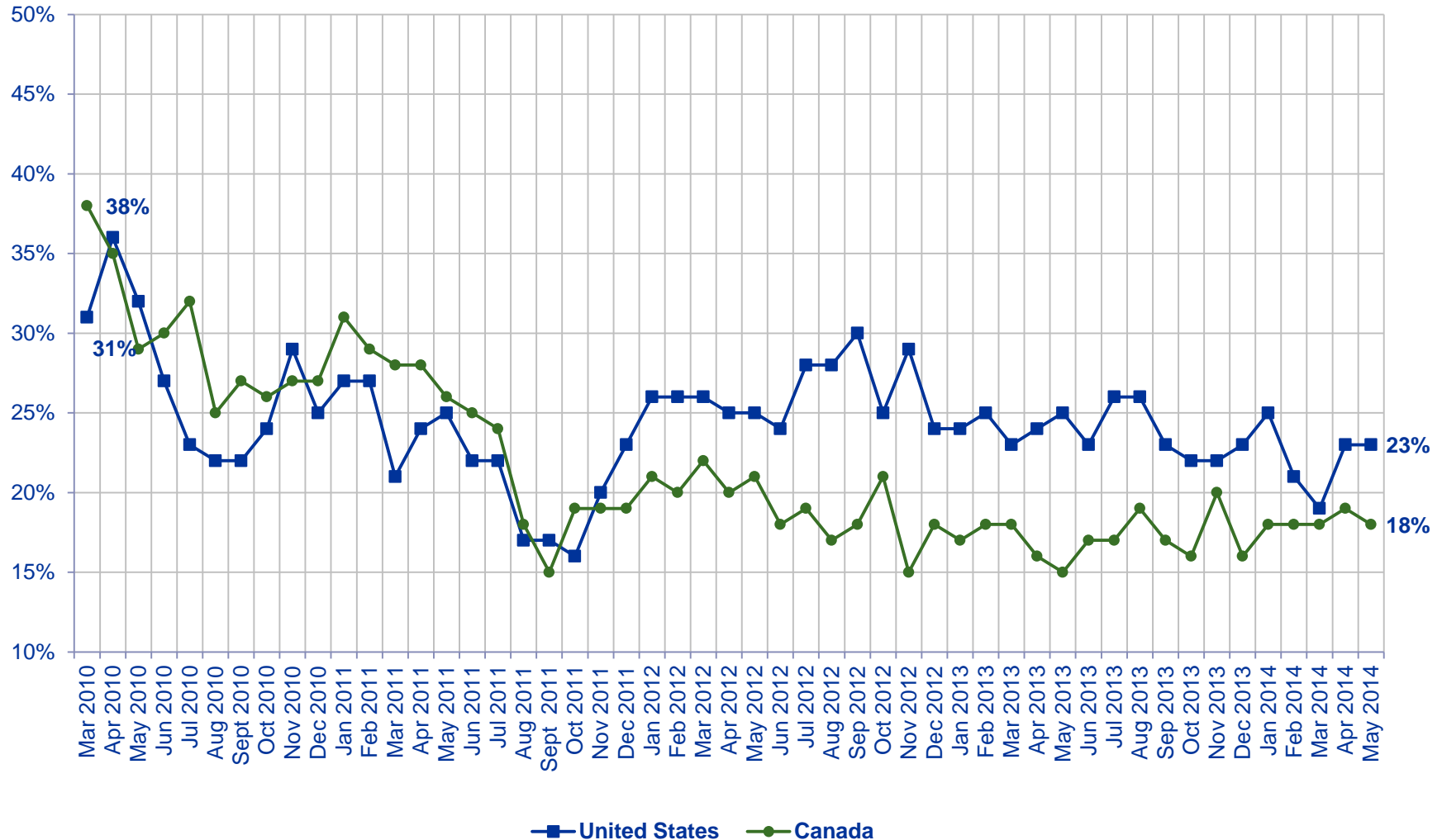
Country	Value
Total (-1)	25%
Sweden (+7)	20%
India (+7)	60%
Belgium (+5)	16%
Indonesia (+4)	50%
Poland (+3)	17%
South Africa (+2)	13%
Japan (+1)	14%
Spain (+1)	19%
Argentina (N/C)	31%
Great Britain (N/C)	21%
Hungary (N/C)	14%
Mexico (N/C)	31%
Russia (N/C)	26%
United States (N/C)	23%
Australia (-1)	16%
Canada (-1)	18%
France (-1)	6%
Germany (-1)	20%
Italy (-1)	16%
Brazil (-2)	56%
China (-2)	39%
Turkey (-2)	25%
South Korea (-5)	13%
Saudi Arabia (-6)	53%

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

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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?
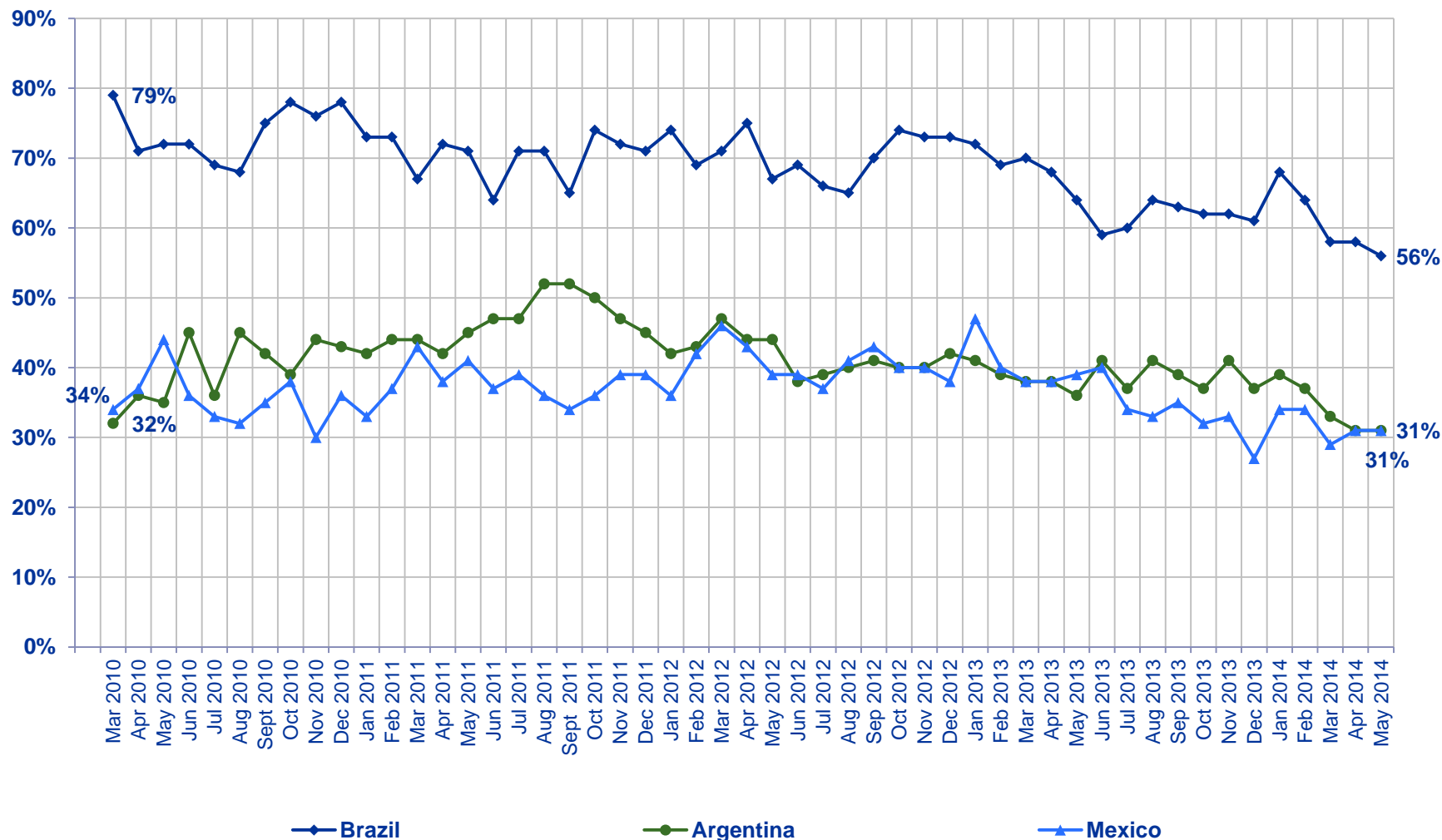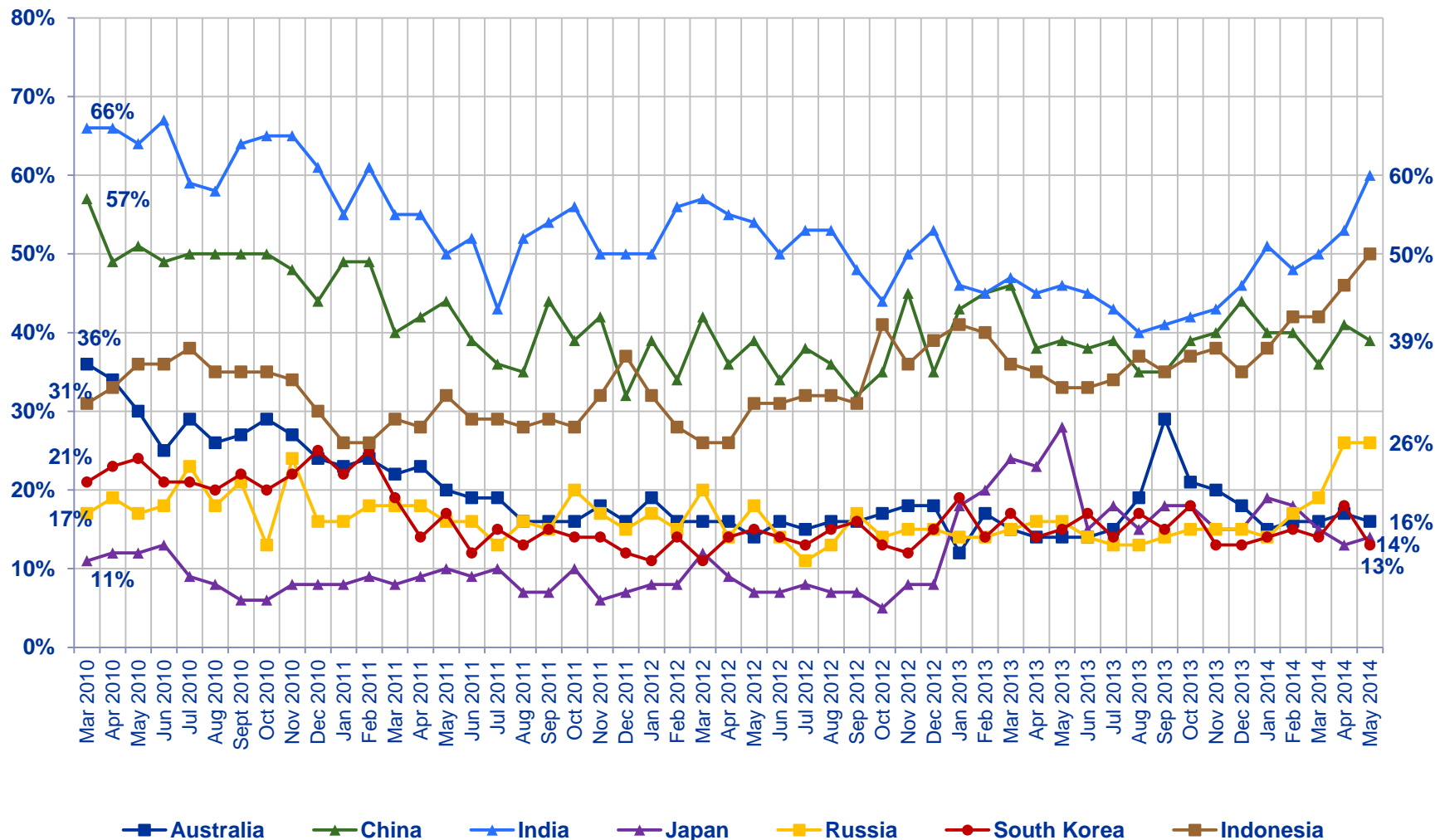
Country	Value
Sweden (+7)	7%
India (+7)	7%
Belgium (+5)	5%
Indonesia (+4)	4%
Poland (+3)	3%
South Africa (+2)	2%
Japan (+1)	1%
Spain (+1)	1%
Argentina (N/C)	0%
Great Britain (N/C)	0%
Hungary (N/C)	0%
Mexico (N/C)	0%
Russia (N/C)	0%
United States (N/C)	0%
Australia (-1)	-1%
Canada (-1)	-1%
France (-1)	-1%
Germany (-1)	-1%
Italy (-1)	-1%
Brazil (-2)	-2%
China (-2)	-2%
Turkey (-2)	-2%
South Korea (-5)	-5%
Saudi Arabia (-6)	-6%

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

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
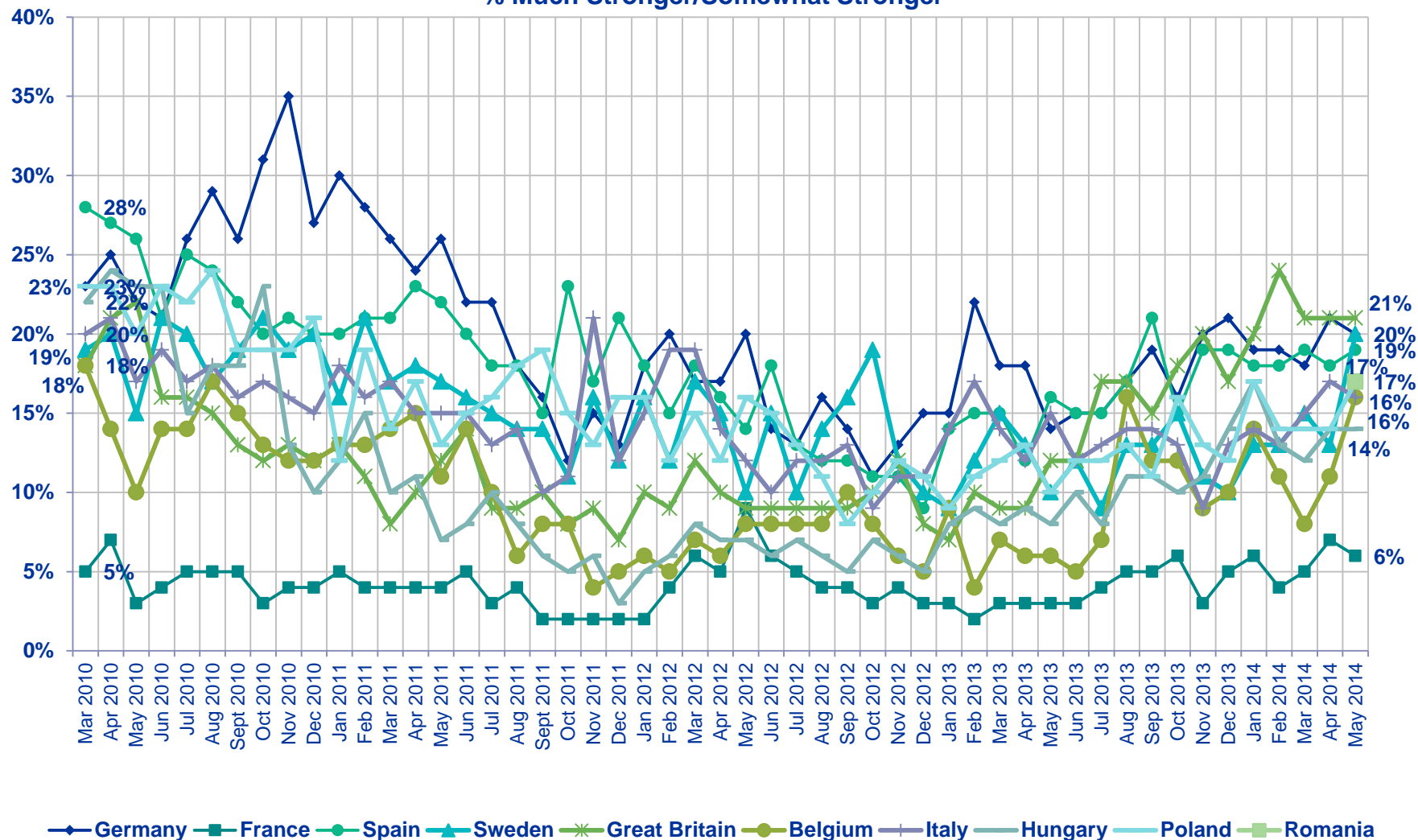

Legend: ■ United States ● Canada

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

▼1

% Much Stronger/Somewhat Stronger

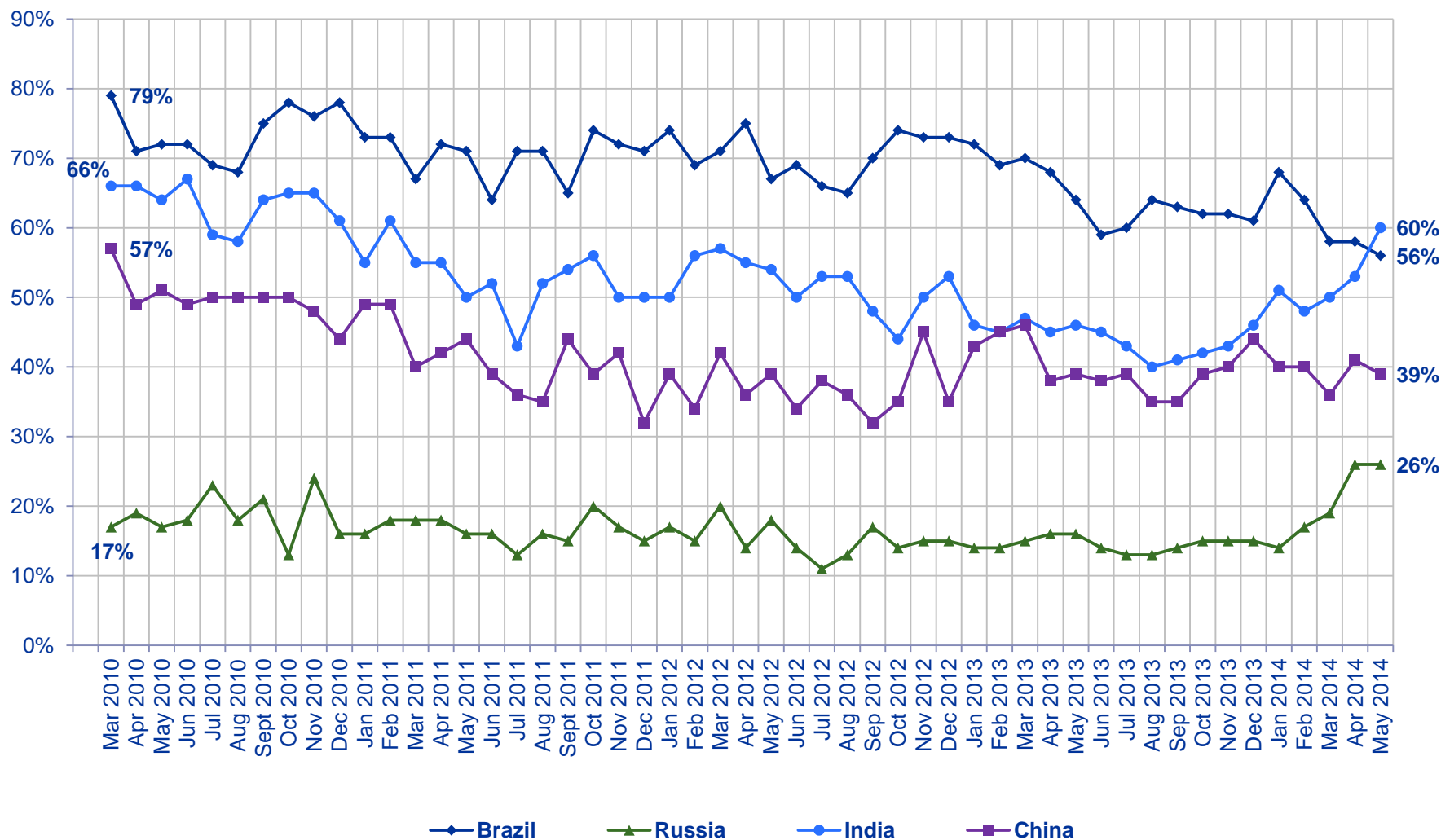Legend: Brazil, Argentina, Mexico

Brazil: 79% ... 56%
Argentina: 34% ... 31%
Mexico: 32% ... 31%

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

% Much Stronger/Somewhat Stronger

Legend: Australia, China, India, Japan, Russia, South Korea, Indonesia
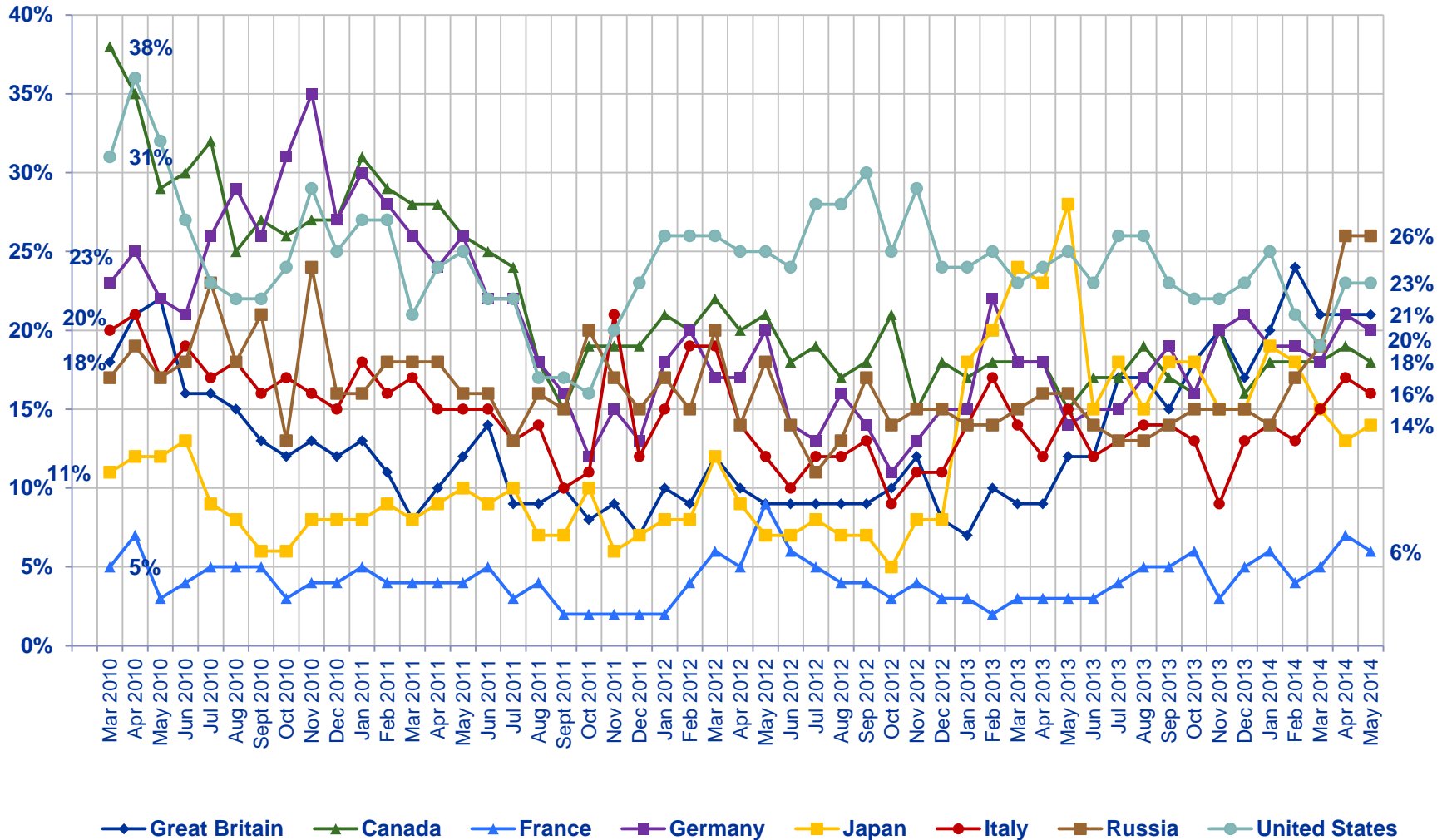
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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53

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

▲2

% 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

▲1

% Much Stronger/Somewhat Stronger
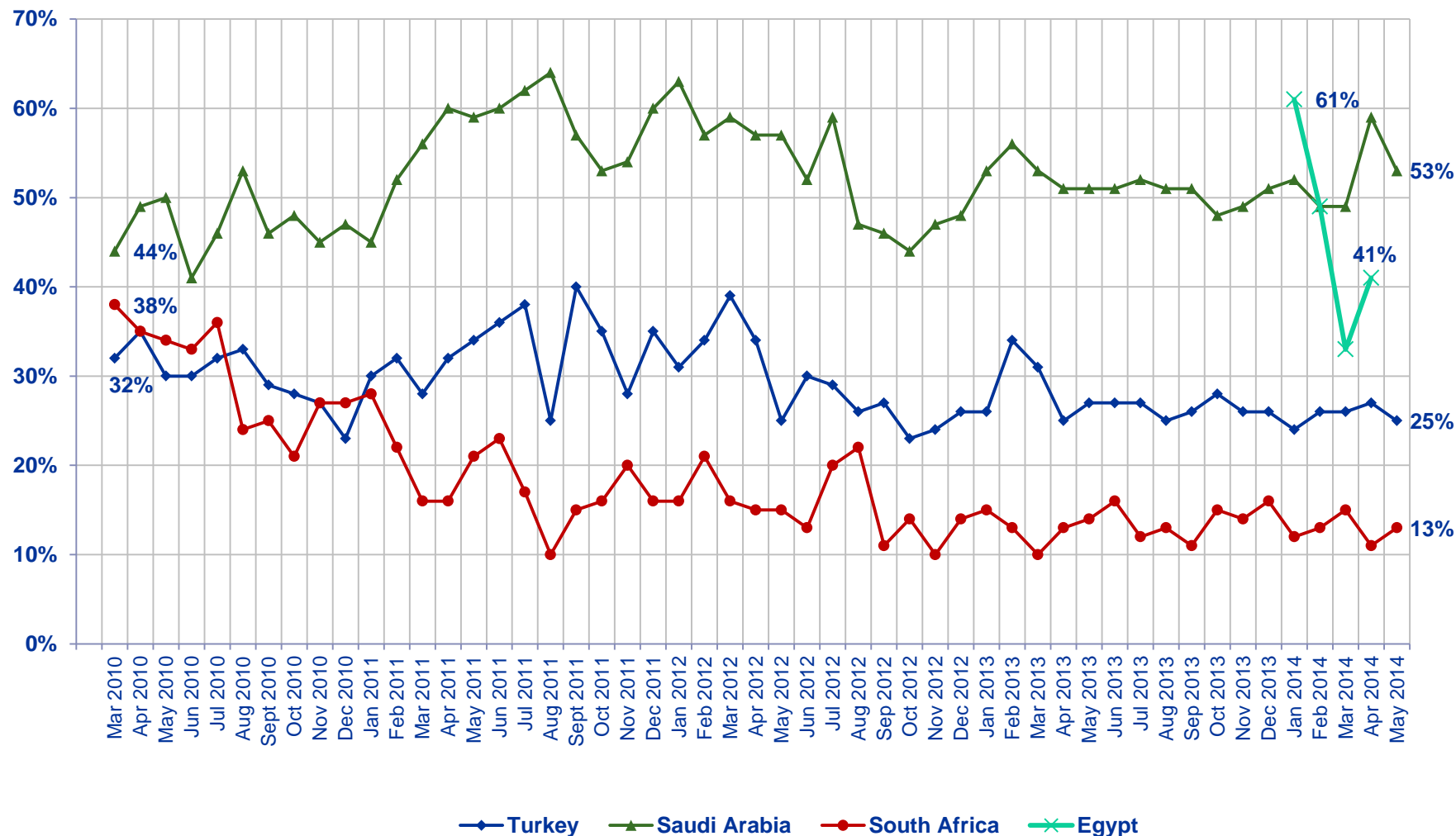
Legend: Brazil, Russia, India, China

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

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 ▼4

% 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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- **John Wright**
  Senior Vice President and Managing Director, Global @dvisor
  Ipsos Public Affairs +1 (416) 324-2002
  john.wright@ipsos.com

- **Keren Gottfried**
  Senior Research Manager, Global @dvisor
  Ipsos Public Affairs +1 (416) 572-4481
  keren.gottfried@ipsos.com

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- **Chris Deeney**
  Senior Vice President and Managing Director
  Ipsos Public Affairs +1 (312) 665-0551
  chris.deeny@ipsos.com

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