



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 62 (G@62), an Ipsos survey conducted between October 7th to October 21st, 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 18,084 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, was interviewed between October 7th to October 21st, 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=502 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:

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?



Cautiously Looking Into the Future

- Perceptions of the current economic situation around the world are improving slightly this month, with four in 10 (41%) respondents rating their national economy as good. The local economy assessment holds steady, as does optimism for the near future: just one in 4 (24%) respondents expect the economy in their local area to be stronger six months from now – down one point since last sounding.
- Latin America is the only region gaining ground in all three assessment categories this wave (national +5%, local +2%, future local +4%). There is no change in the future economic outlook for North America, with both national (+3%) and local (+2%) assessments on the uptick.
- The downward trend continues for the G8 countries, with losses across the board (national -1%, local -1%, future local -1%). Driving this trend is the European powerhouse Germany, recording the biggest drop in the local economic assessment (down 10%) since April 2014.
- Despite modest gains last month, the average is down in all three categories for the Asia-Pacific region (national -2%, local -2%, future local -2%).

Global Average of National Economic Assessment Up One Point: 41%

- After holding steady for two months, the average global economic assessment of national economies surveyed in 24 countries is up one point as 41% of global citizens rate their national economies to be 'good'.
- Saudi Arabia (87%) remains at the top of the national economic assessment, followed by India (80%), Egypt (76%), Germany (75%), China (70%), and Sweden (67%). At the bottom of the assessment, only a fistful rate their national economy as good in France (7%) and Spain (7%), followed by Italy (8%), Romania (12%%), South Korea (14%) and Japan (20%).
- *Countries with the greatest improvements in this wave:* Egypt (76%, +8 pts.), Australia (65%, +7 pts.), Mexico (29%, +7 pts.), Hungary (23%, +7 pts.), the United States (42%, +6 pts.) and Brazil (32%, +6pts.).
- *Countries with the greatest declines:* Sweden (67%, -10 pts.), Russia (47%, -6 pts.), Germany (75%, -4 pts.), China (70%, -4 pts.), Turkey (43%, -4pts) and South Africa (22%, -4 pts.).`

Global Average of Local Economic Assessment (29%) Unchanged

- 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 remains unchanged since last sounding.
- Saudi Arabia (62%) leads the local economy assessment ratings, followed by India (53%), China (51%), Canada (48%), Sweden (48%), Germany (47%) and Australia (42%). Spain (9%), once again, has the last place in the assessment, followed by France (11%), Italy (11%), Japan (11%), South Korea (12%), Romania (13%) and Hungary (15%).
- *Countries with the greatest improvements in this wave:* Argentina (20%, +5 pts.), Turkey (36%, +3 pts.), the United States (33%, +3 pts.), Hungary (15%, +3 pts.) and Romania (13%, +3pts.).
- *Countries with the greatest declines:* Sweden (48%, -11 pts.), Germany (47%, -10 pts.), China (51%, -5 pts.), Russia (30%, -5 pts.) and South Korea (12%, -2 pts.).

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

- After holding steady for several months, the future outlook average slips one point, as one quarter (24%) of global citizens expect their local economy will be stronger six months from now.
- India (69%) once again retains the top spot in the future outlook assessment rating. The rest of the highest-ranking countries are: Brazil (64%), Egypt (50%), Saudi Arabia (48%), China (37%), Mexico (32%) and Argentina (31%). France (4%) remains at the bottom of the pack, followed by Italy (10%), Belgium (10%), South Korea (10%), Japan (10%), Romania (12%) and Spain (13%).
- *Countries with the greatest improvements in this wave:* Brazil (64%, +7 pts.), the United States (27%, +6 pts.), Hungary (16%, +3 pts.), Sweden (16%, +3 pts.), Mexico (32%, +2 pts.), Poland (17%, +2 pts.), France (4%, +2 pts.) and Turkey (23%, +1 pts.).
- *Countries with the greatest declines:* Spain (13%, -7 pts.), Saudi Arabia (48%, -4 pts.), China (37%, -4 pts.), Canada (14%, -4 pts.), Germany (14%, -4 pts.) and South Africa (15%, -3 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	87%	Egypt	▲	8	Sweden	▼	10	Spain	7%
India	80%	Australia	▲	7	Russia	▼	6	France	7%
Egypt	76%	Mexico	▲	7	Germany	▼	4	Italy	8%
Germany	75%	Hungary	▲	7	China	▼	4	Romania	12%
China	70%	US	▲	6	Turkey	▼	4	South Korea	14%
Sweden	67%	Brazil	▲	6	South Africa	▼	4	Japan	20%
Australia	65%	Saudi Arabia	▲	3	Spain	▼	3	Argentina	21%
Canada	65%	Poland	▲	3	Belgium	▼	2	South Africa	22%
Russia	47%	Romania	▲	3	Japan	▼	2	Hungary	23%
Turkey	43%	Argentina	▲	2	South Korea	▼	2	Mexico	29%
US	42%	France	▲	2	Great Britain	▼	1	Poland	31%
Great Britain	41%	Italy	▲	1				Brazil	32%
								Belgium	35%

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	57%	▼ 1%
Middle East/Africa	57%	▲ 1%
North America	54%	▲ 3%
APAC	49%	▼ 2%
G-8 Countries	38%	▼ 1%
Europe	31%	N/C
LATAM	27%	▲ 5%

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	62%	Argentina	▲	5	Sweden	▼	11	Spain	8%
India	53%	Turkey	▲	3	Germany	▼	10	France	11%
China	51%	US	▲	3	China	▼	5	Italy	11%
Canada	48%	Hungary	▲	3	Russia	▼	5	Japan	11%
Sweden	48%	Romania	▲	3	South Korea	▼	2	South Korea	12%
Germany	47%	Saudi Arabia	▲	2	Poland	▼	1	Romania	13%
Australia	42%	Canada	▲	2	South Africa	▼	1	Hungary	15%
Turkey	36%	Great Britain	▲	2	France	▼	1	Mexico	17%
US	33%	Italy	▲	2	Spain	▼	1	South Africa	18%
Great Britain	31%	India	▲	1				Argentina	20%
Brazil	30%	Australia	▲	1				Belgium	21%
Russia	30%	Egypt	▲	1				Poland	22%
		Belgium	▲	1				Egypt	25%
		Mexico	▲	1					

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

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	41%	▼2%
North America	40%	▲2%
Middle East/Africa	35%	▲1%
APAC	33%	▼2%
G-8 Countries	28%	▼1%
Europe	23%	▼1%
LATAM	22%	▲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	69%	Brazil	▲	7	Spain	▼	7	France	4%
Brazil	64%	US	▲	6	Saudi Arabia	▼	4	Belgium	10%
Egypt	50%	Hungary	▲	3	China	▼	4	Italy	10%
Saudi Arabia	48%	Sweden	▲	3	Canada	▼	4	Japan	10%
China	37%	Mexico	▲	2	Germany	▼	4	South Korea	10%
Mexico	32%	Poland	▲	2	South Africa	▼	3	Romania	12%
Argentina	31%	France	▲	2	India	▼	2	Spain	13%
Russia	27%	Turkey	▲	1	Egypt	▼	2	Canada	14%
US	27%				Great Britain	▼	2	Germany	14%
Turkey	23%				Japan	▼	2	South Africa	15%
Australia	18%				Australia	▼	1	Hungary	16%
Great Britain	18%				Belgium	▼	1	Sweden	16%
					South Korea	▼	1	Poland	17%

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

3. Six Month Outlook on Local Economy: Regions at a Glance Compared to Last Wave...

REGION (in descending order by NET)	NET 'Stronger'	CHANGE (since last sounding)
BRIC	49%	N/C
LATAM	43%	▲4%
Middle East/Africa	34%	▼2%
APAC	28%	▼2%
North America	20%	N/C
G-8 Countries	15%	▼1%
Europe	13%	▼1%

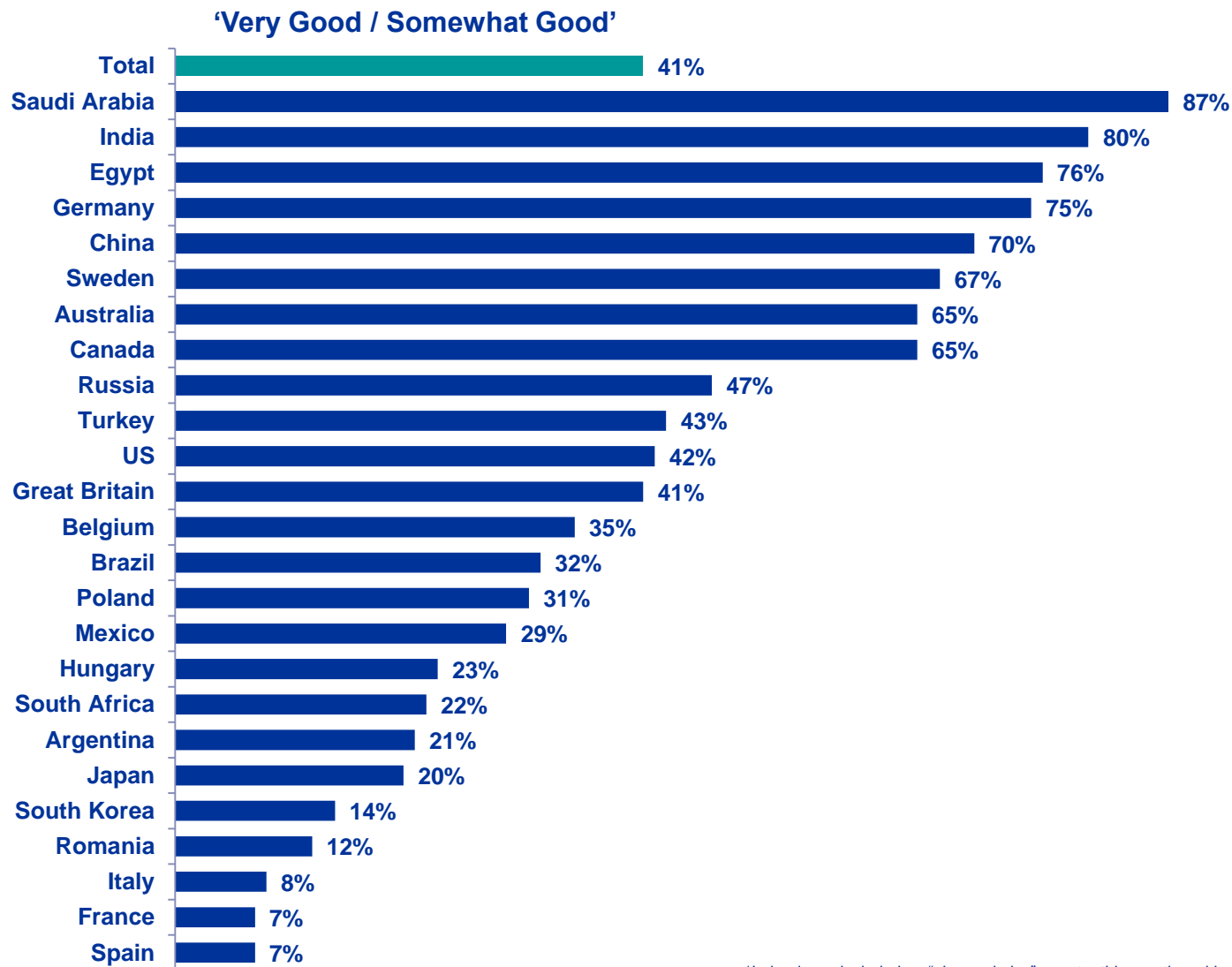
DETAILED FINDINGS

① Assessing The Current Economic Situation ...

...in Their Country



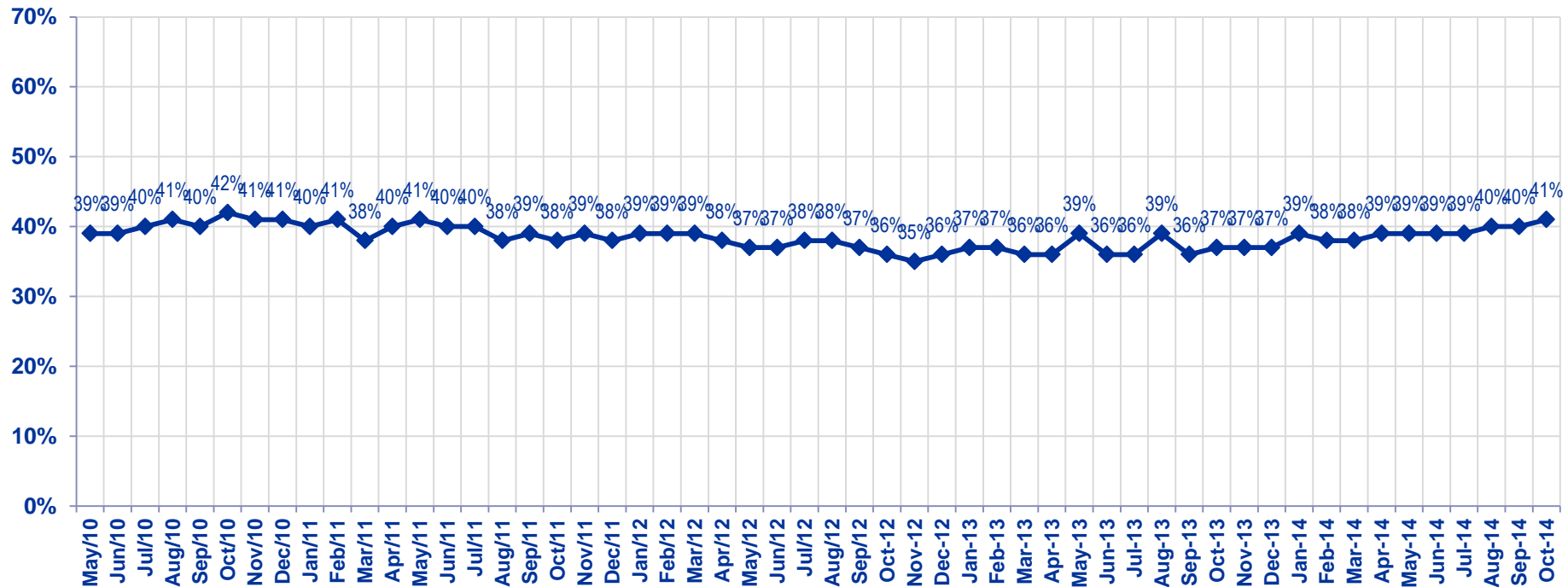
Global Citizens Assess the Current Economic Situation in their Country as “Good”



*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?

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?

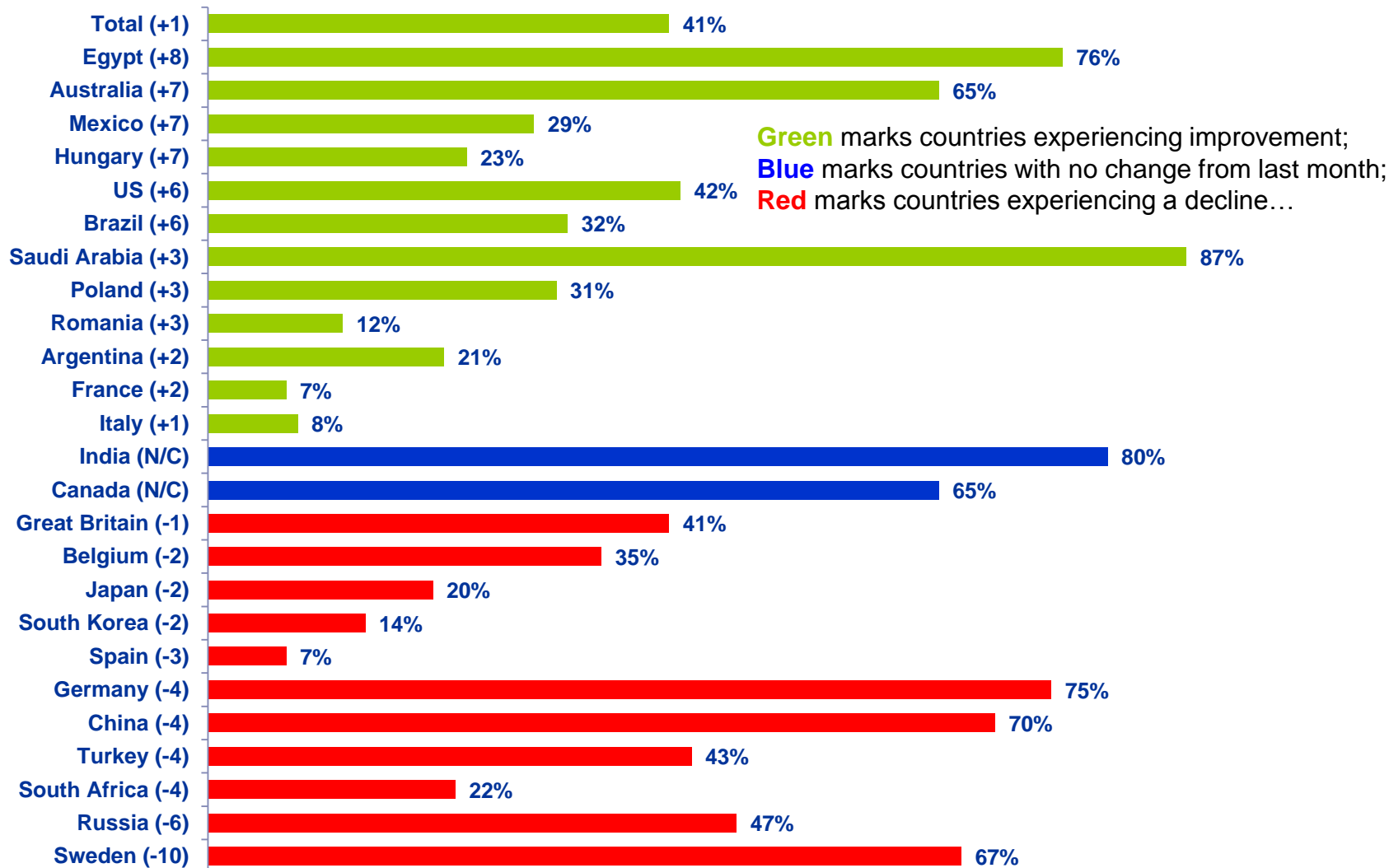
	Jan '12	Feb '12	Mar '12	Apr '12	May '12	Jun '12	Jul '12	Aug '12	Sep '12	Oct '12	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13	Sep '13	Oct '13	Nov '13	Dec '13	Jan '14	Feb '14	Mar '14	Apr '14	May '14	Jun '14	Jul '14	Aug '14	Sep '14	Oct '14
Total	39%	39%	39%	38%	37%	37%	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%	41%
Argentina	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%	21%
Australia	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%	65%
Belgium	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%	35%
Brazil	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%	32%
Canada	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%	65%
China	64%	72%	71%	62%	63%	60%	67%	53%	58%	63%	63%	64%	68%	69%	72%	64%	66%	59%	66%	62%	61%	65%	61%		63%	69%	69%	68%	66%	65%	69%	73%	74%	70%
Egypt																									64%	56%	36%	32%		55%	57%	61%	68%	76%
France	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%	7%
Germany	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%	75%
Great Britain	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%	41%
Hungary	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%	23%
India	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%	80%
Italy	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%	8%
Japan	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%	20%
Mexico	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%	29%
Poland	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%	25%	26%	26%	28%	31%
Romania																													10%	14%	10%	7%	9%	12%
Russia	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%	47%
Saudi Arabia	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%	87%
South Africa	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%	22%
South Korea	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%	14%
Spain	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%	7%
Sweden	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%	67%
Turkey	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%	43%
United States	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%	42%

Countries Ranked and Marked By Change In Assessment From Last Month

(Left Column)

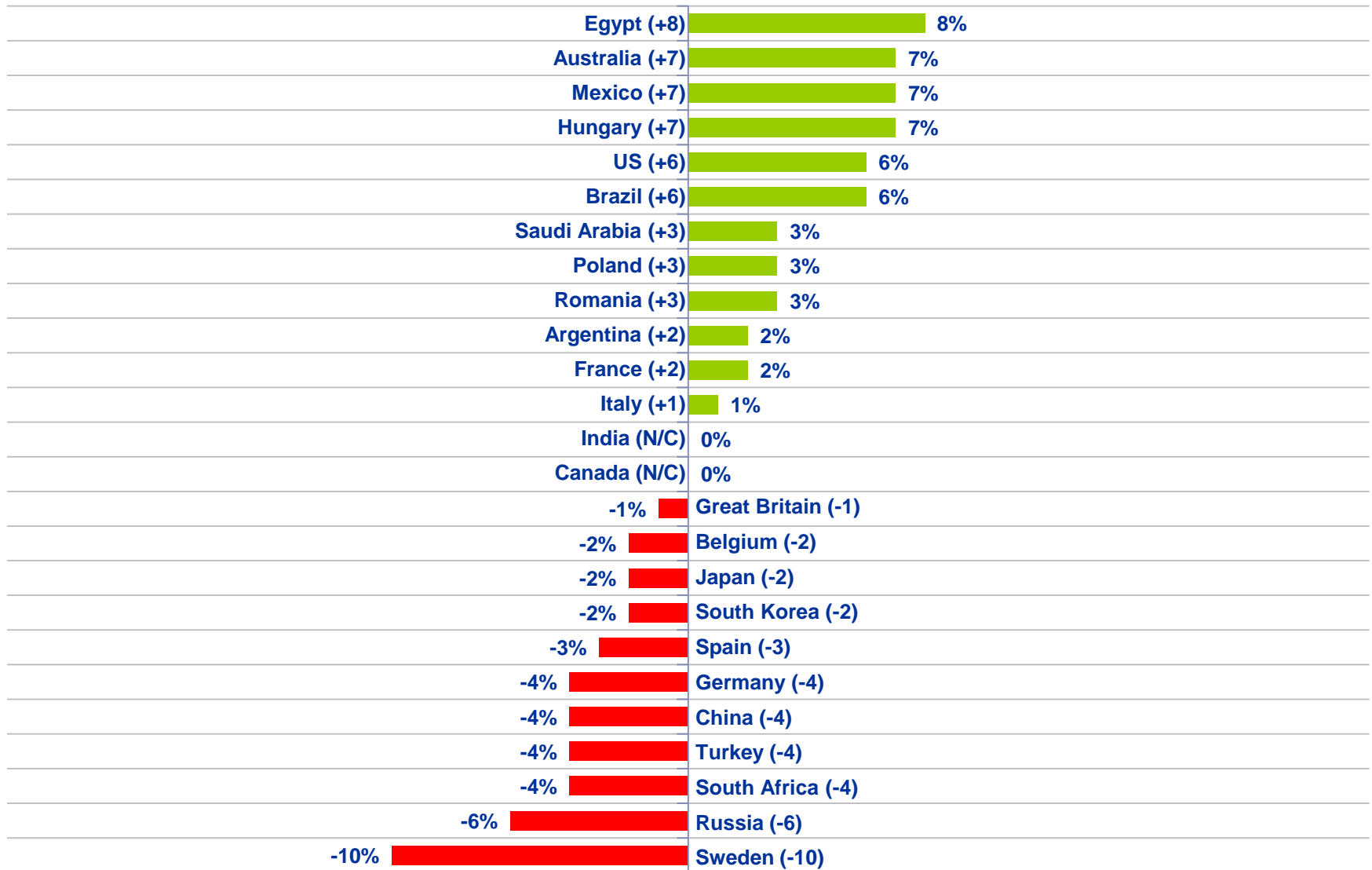
Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

% Very Good / Somewhat Good



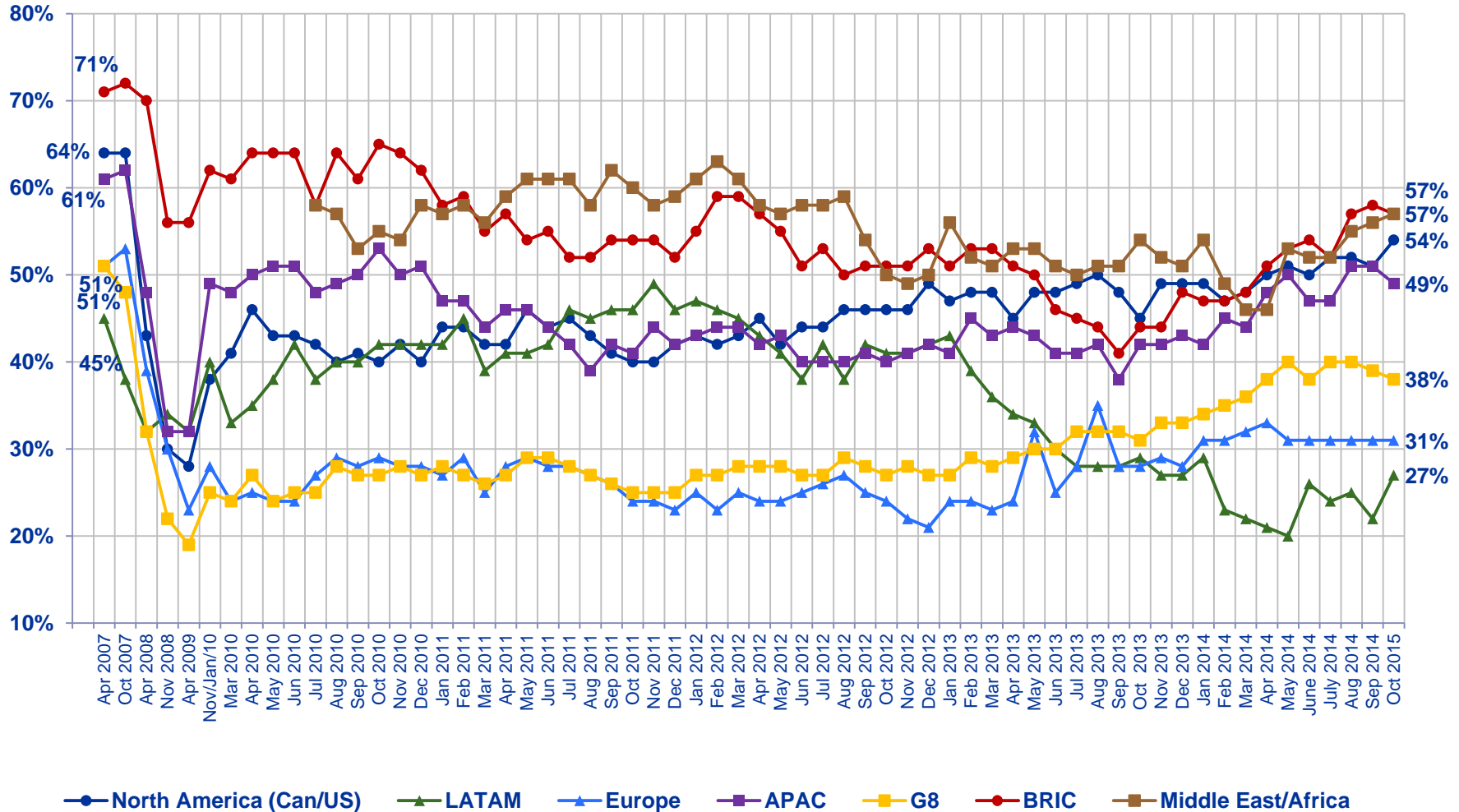
Countries Ranked by Net Improvement, Decline or No Change Compared to

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



Assessing the Current Economic Situation by All Regions:

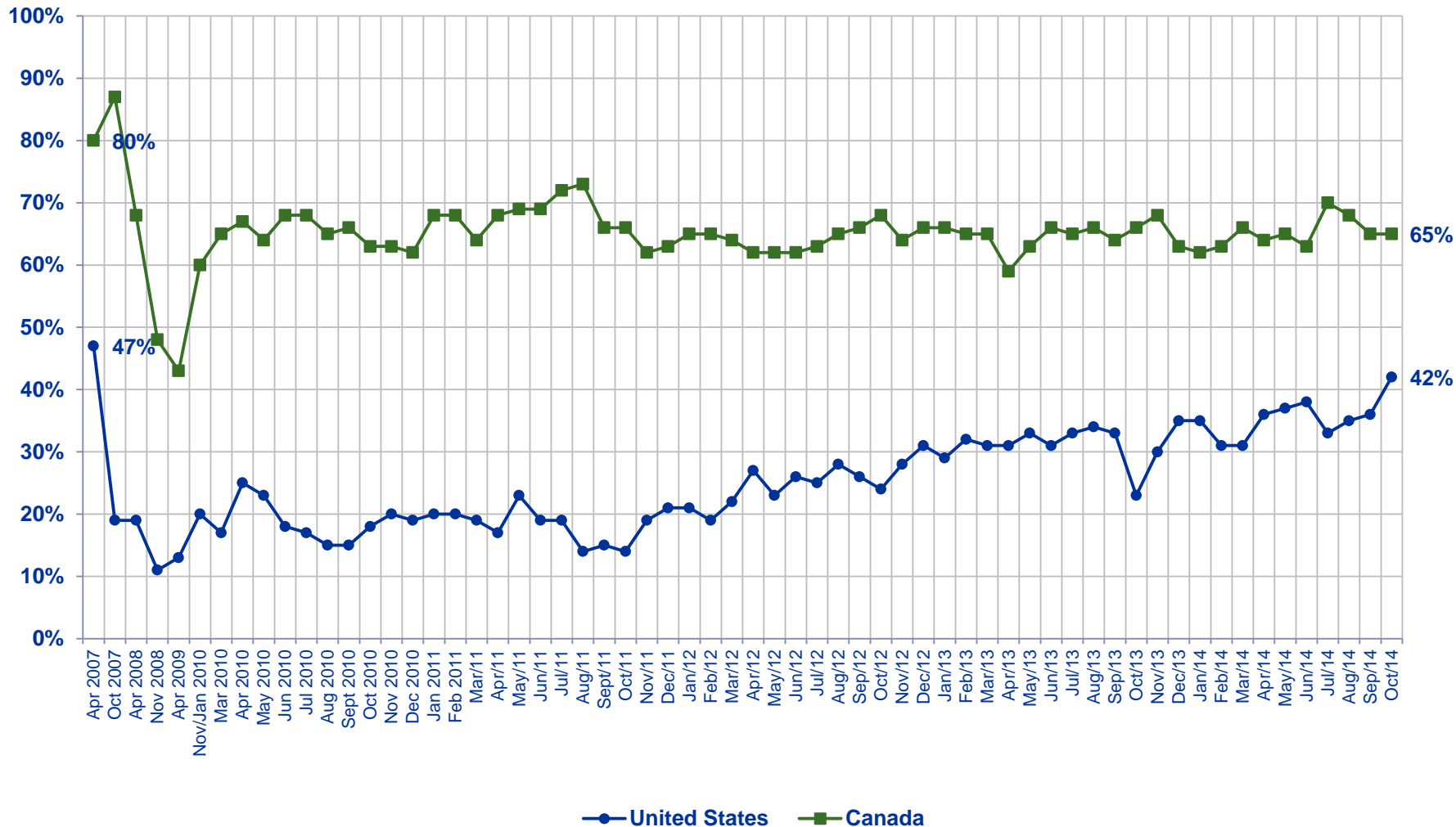
Very Good / Somewhat Good



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

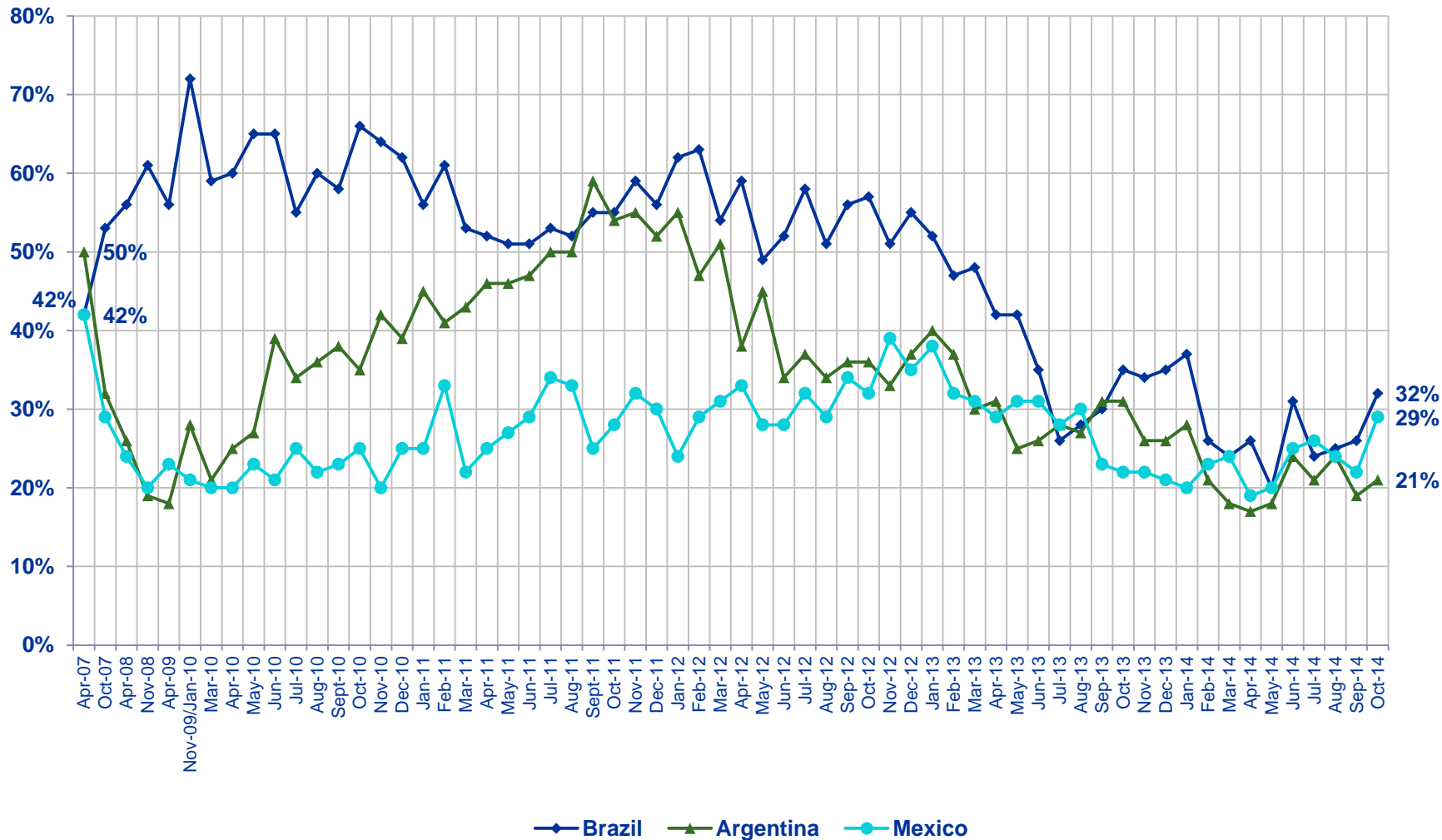
Is it very good, somewhat good, somewhat bad or very bad?

Very Good / Somewhat Good



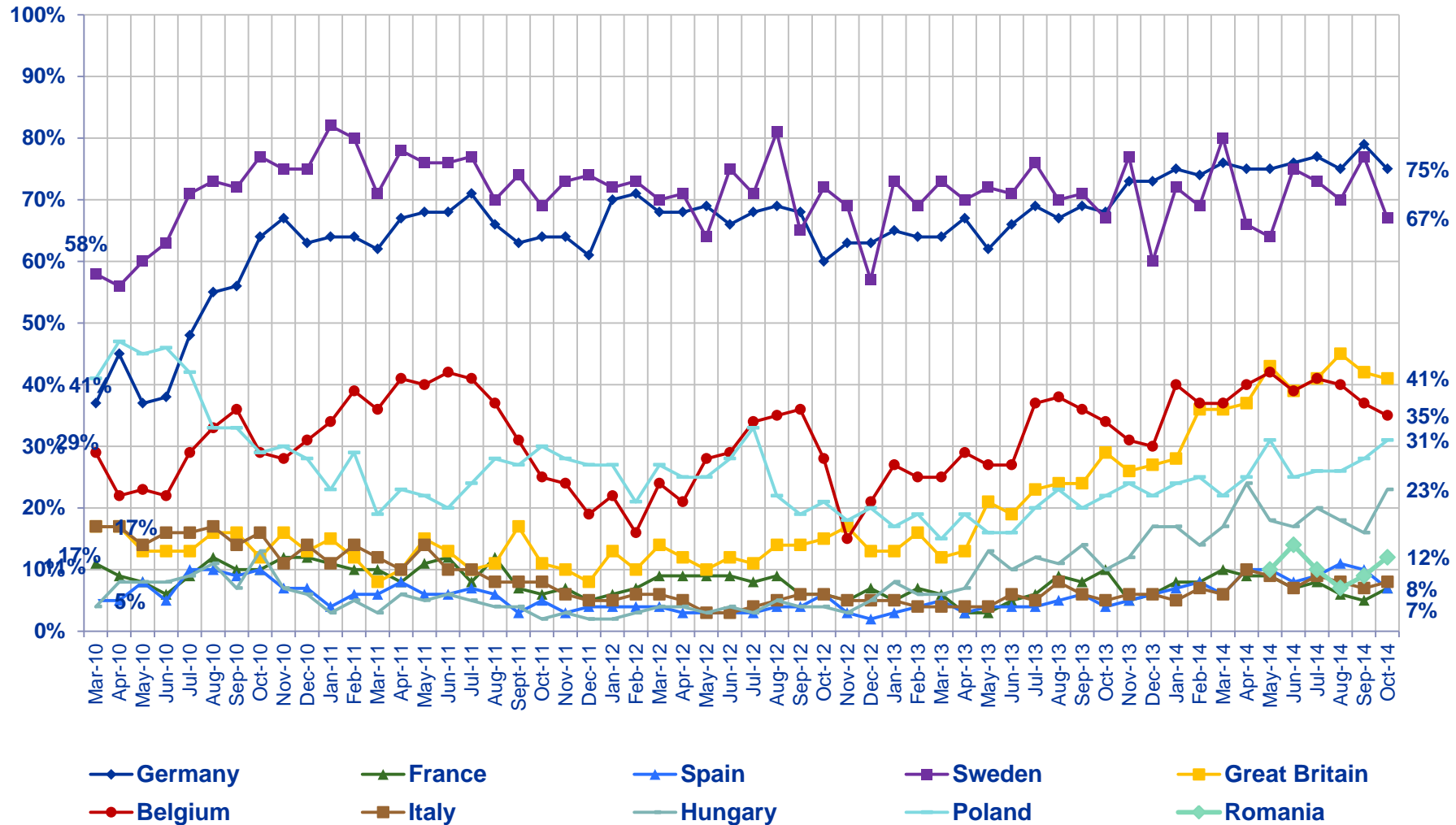
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

Very Good / Somewhat Good



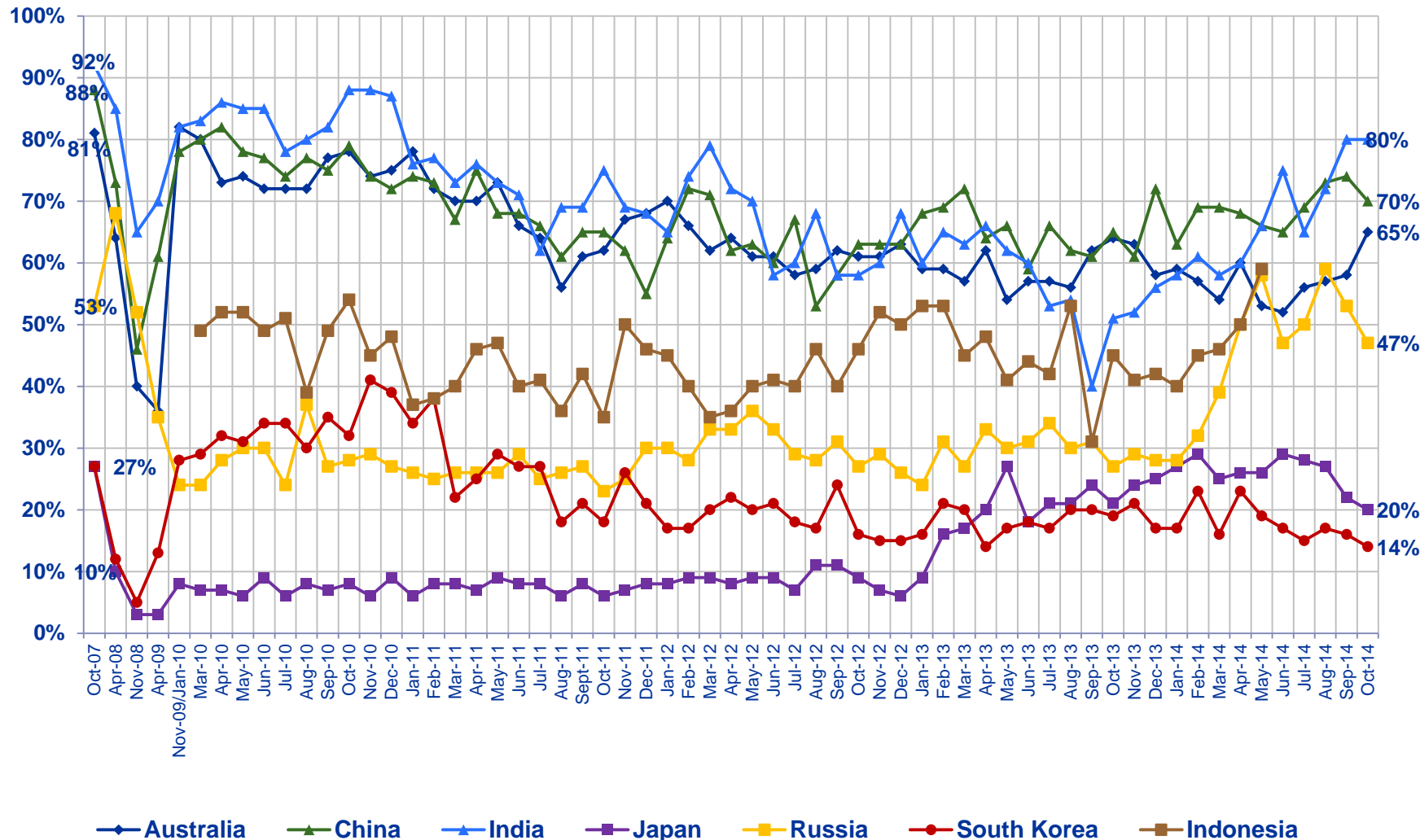
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

Very Good / Somewhat Good



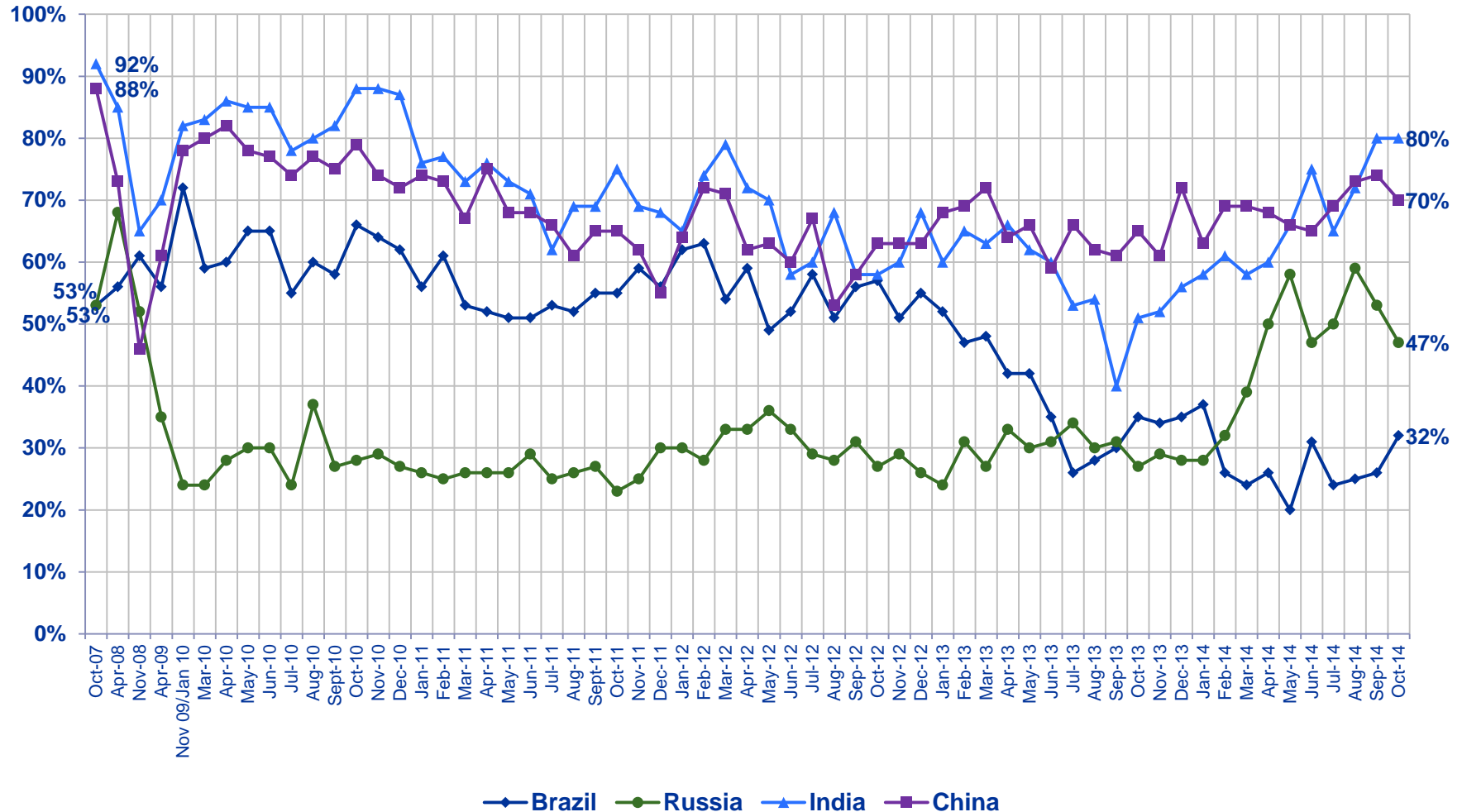
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

Very Good / Somewhat Good



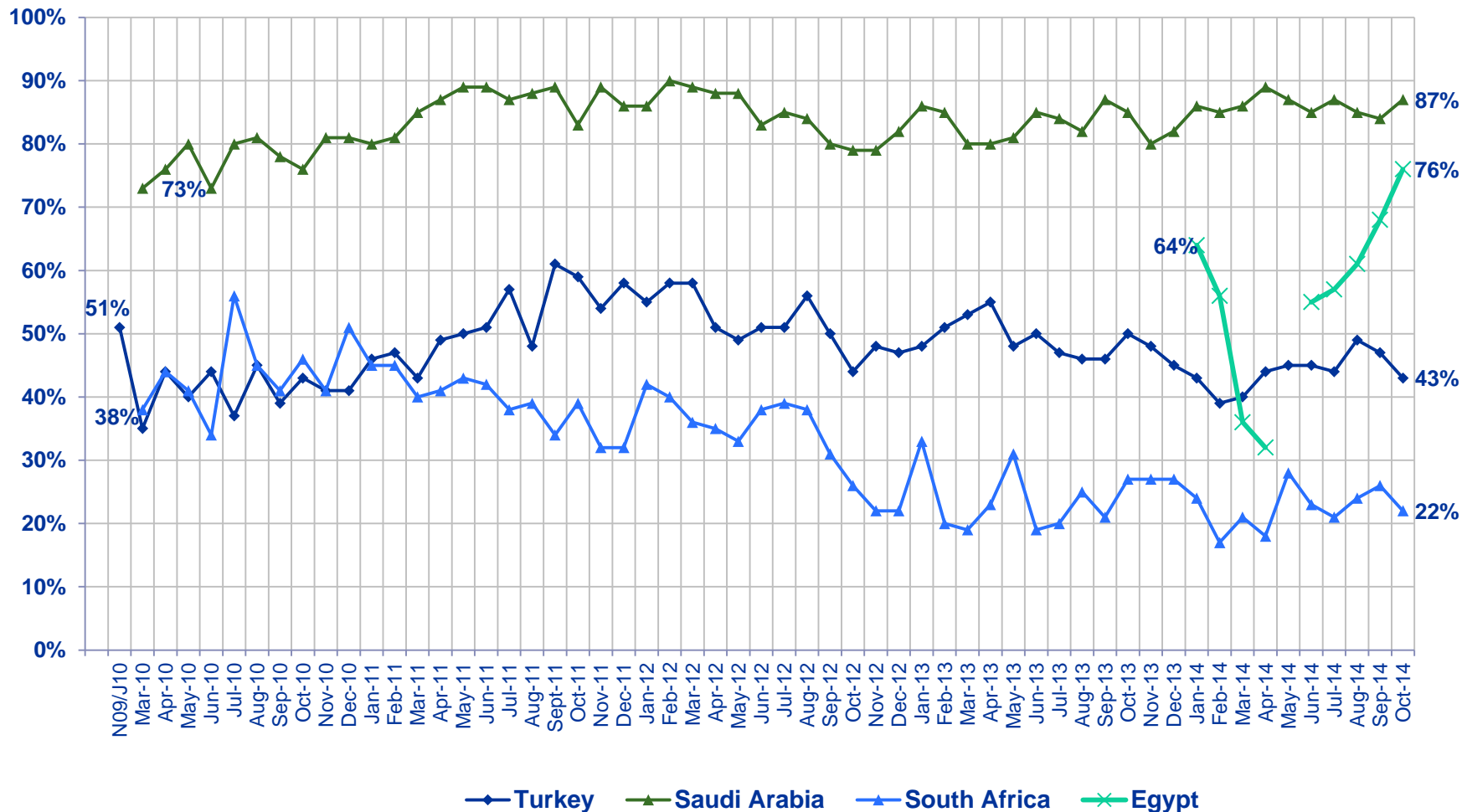
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

Very Good / Somewhat Good



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

Very Good / Somewhat Good



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

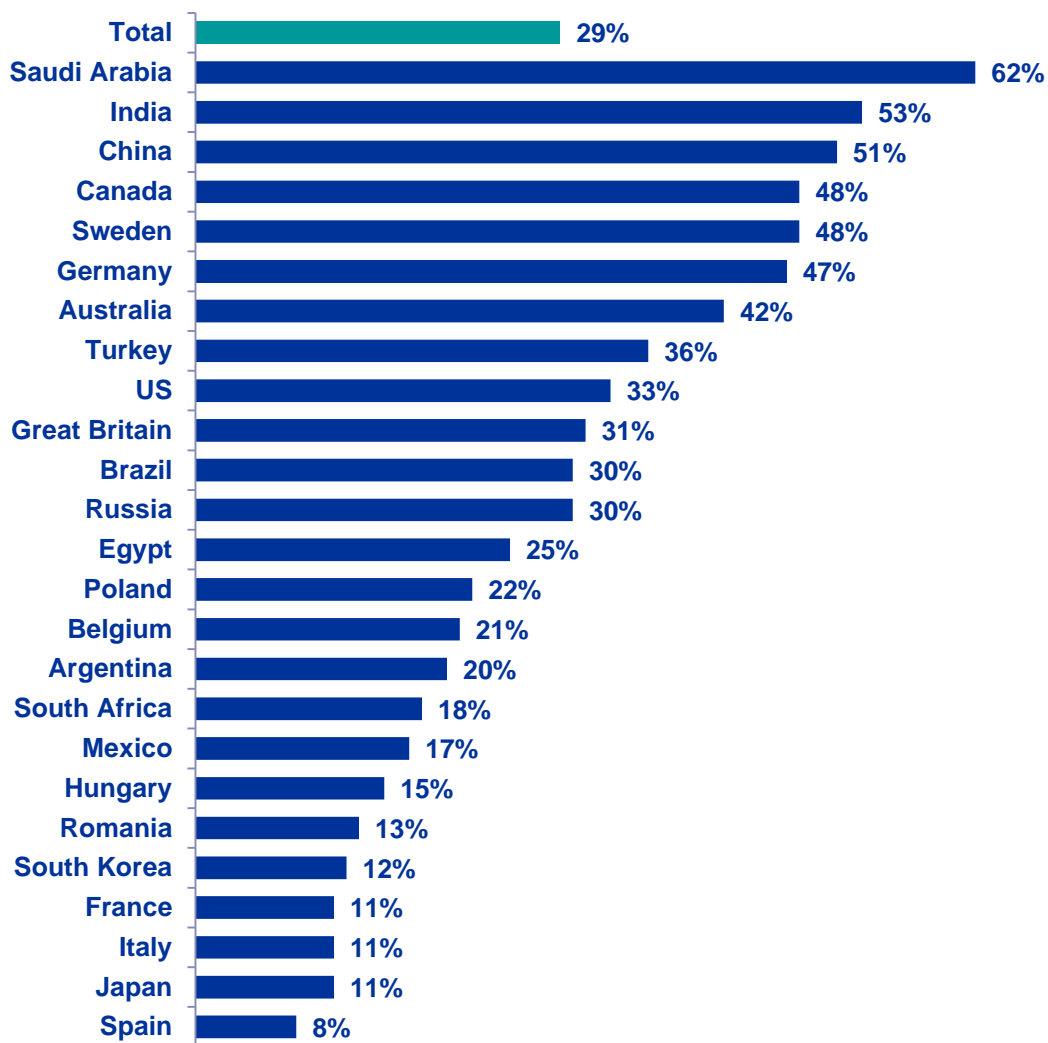
② Assessing The Economy...

...In Their Local Area



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

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

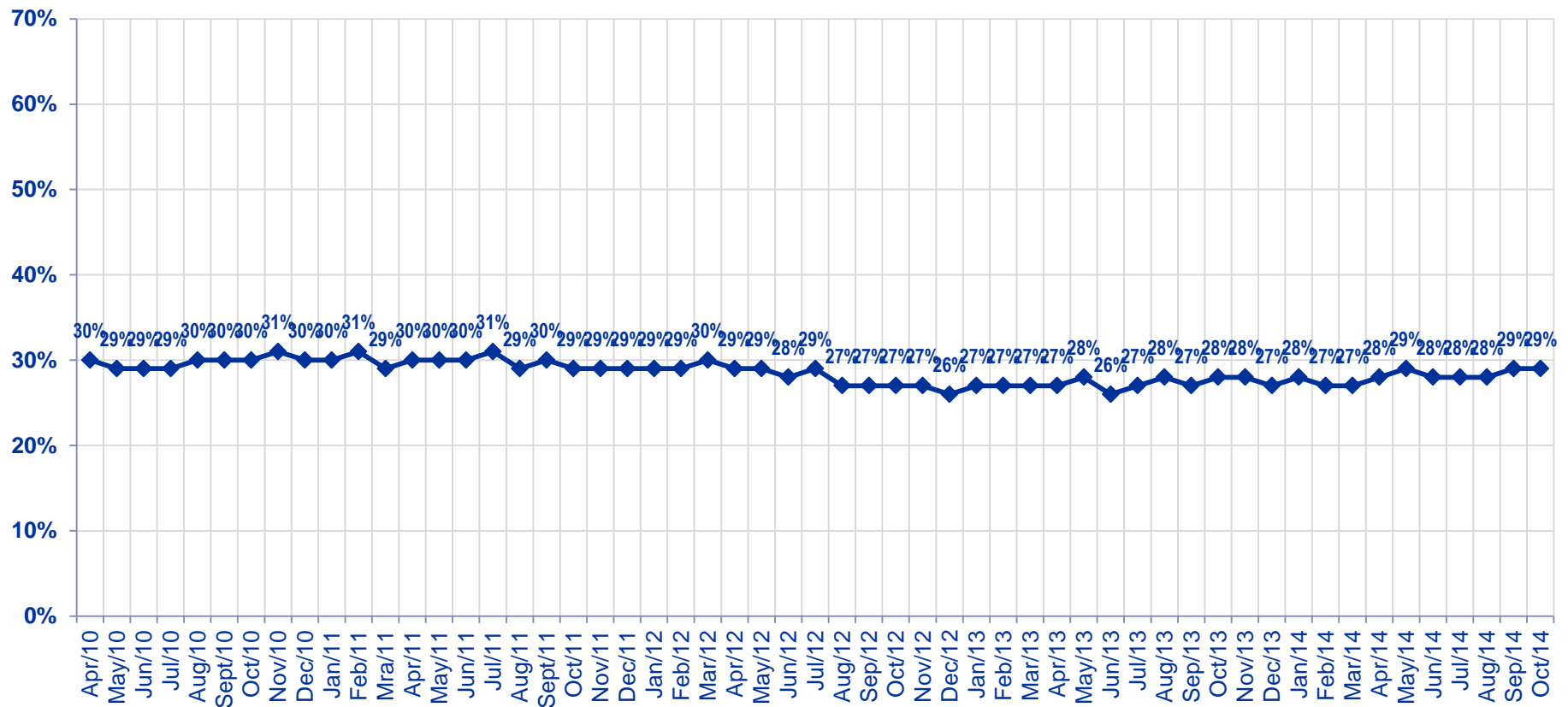


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy

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

N/C

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

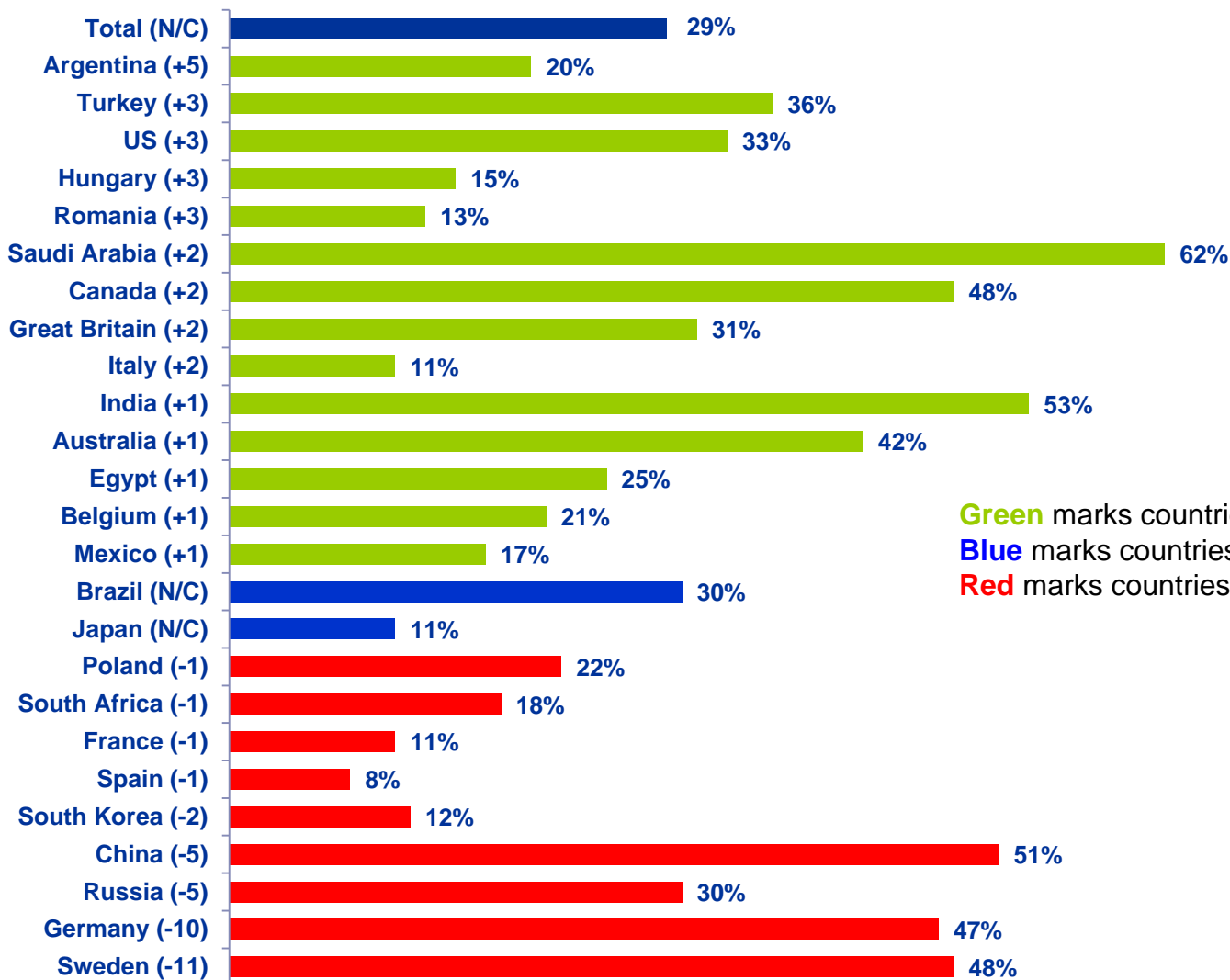
% Strong (Top 3 5-6-7)

	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	Oct '14	
Total	29%	30%	29%	29%	28%	29%	27%	27%	27%	27%	26%	27%	27%	27%	28%	26%	27%	28%	27%	28%	28%	27%	28%	27%	27%	28%	29%	28%	28%	28%	29%	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%	20%	
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%	42%	
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%	21%	
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%	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%	48%	
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%	51%	
Egypt																							12%	19%	18%	14%			30%	24%	23%	24%	25%	
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%	11%	
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%	47%	
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%	31%	
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%	15%	
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%	53%	
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%	11%	
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%	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%	17%	
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%	22%	
Romania																													12%	12%	14%	8%	10%	13%
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%	30%	
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%	62%	
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%	18%	
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%	12%	
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%	8%	
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%	48%	
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%	36%	
United States	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%	28%	29%	30%	30%	33%	

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

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

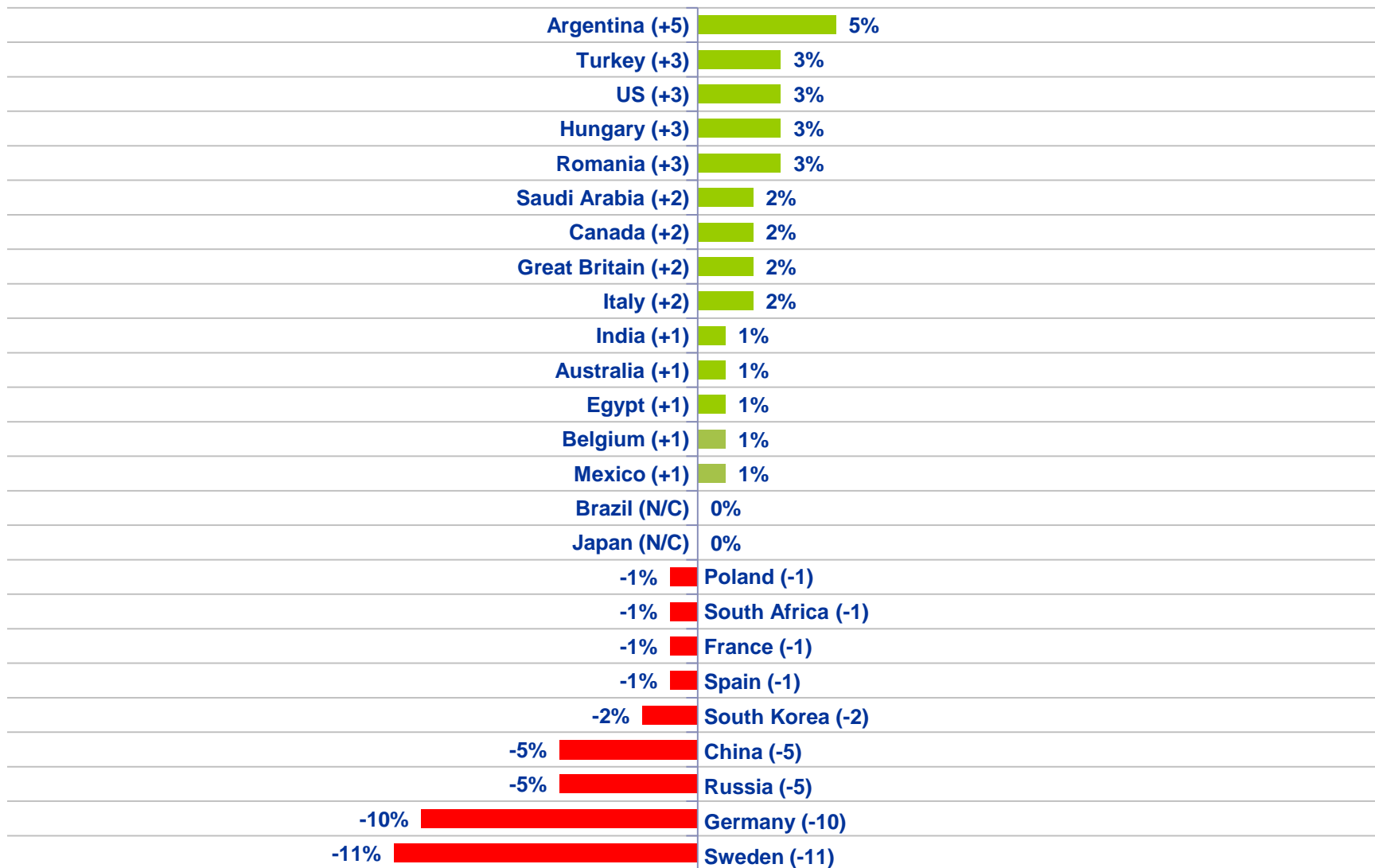
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy...



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

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

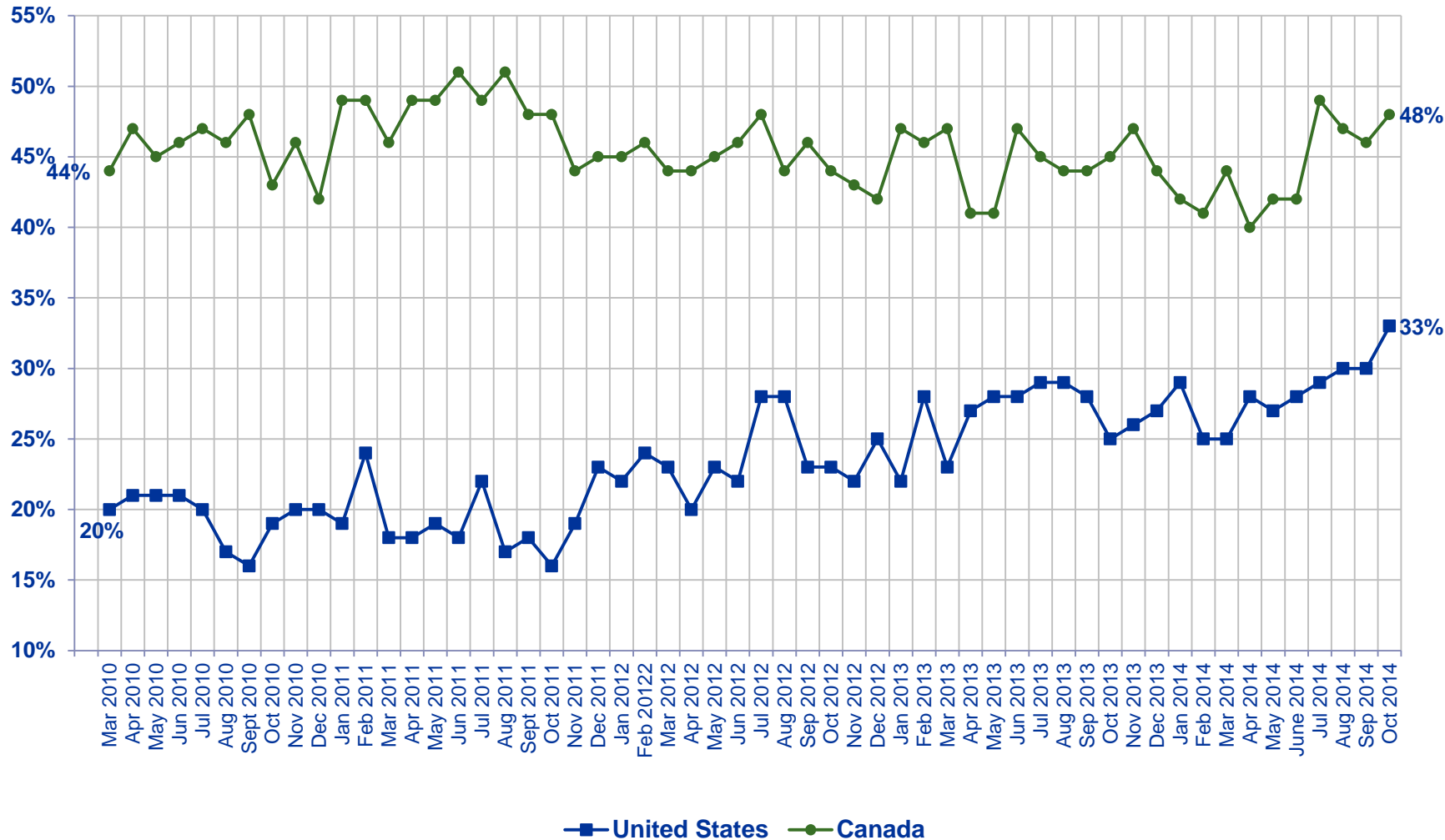
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy...



◆ North America ▲ LATAM ▲ Europe ■ APAC ■ G-8 Countries ● BRIC ■ Middle East/Africa

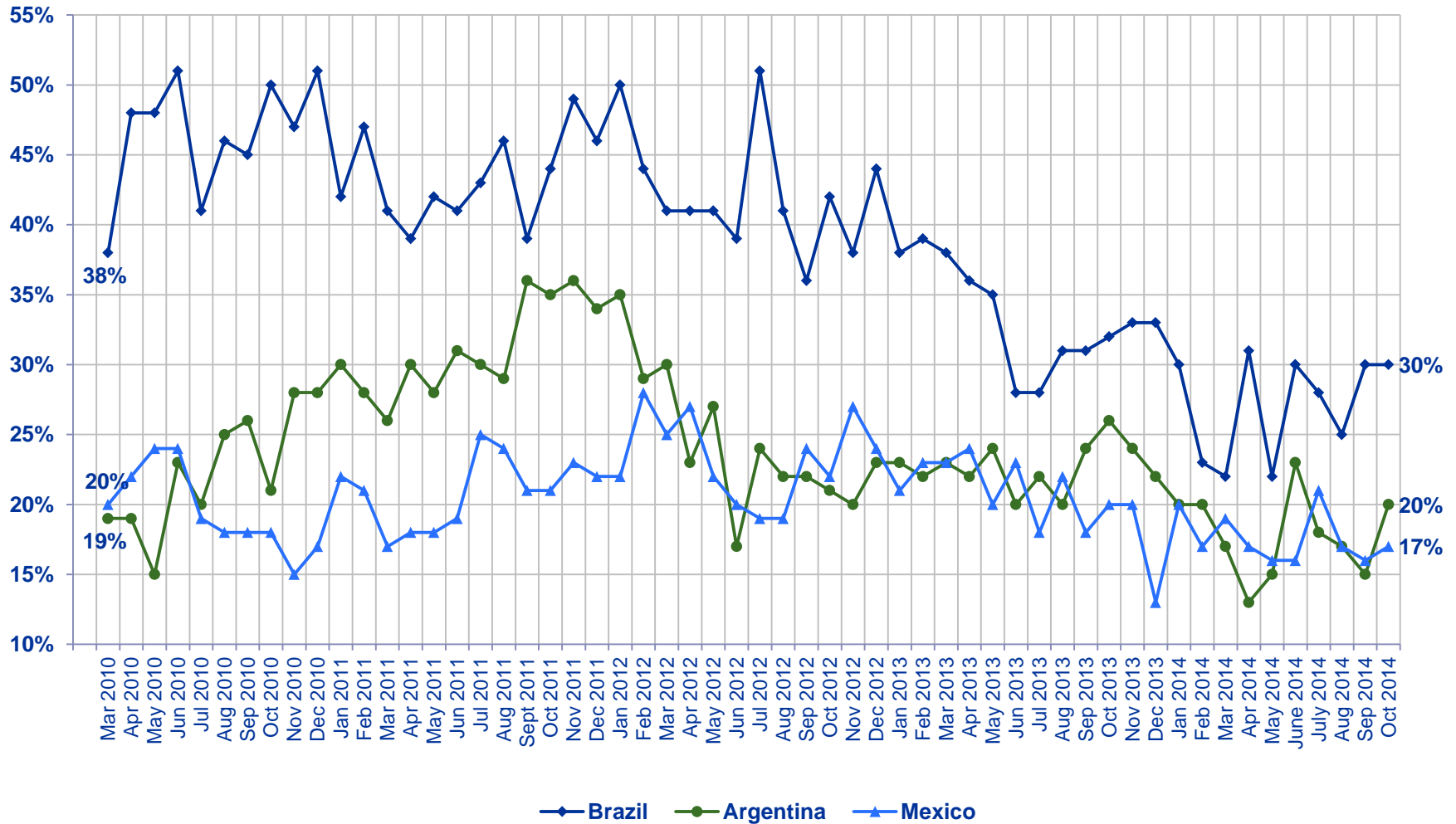
36

% Strong (Top 3 5-6-7)



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

% Strong (Top 3 5-6-7)

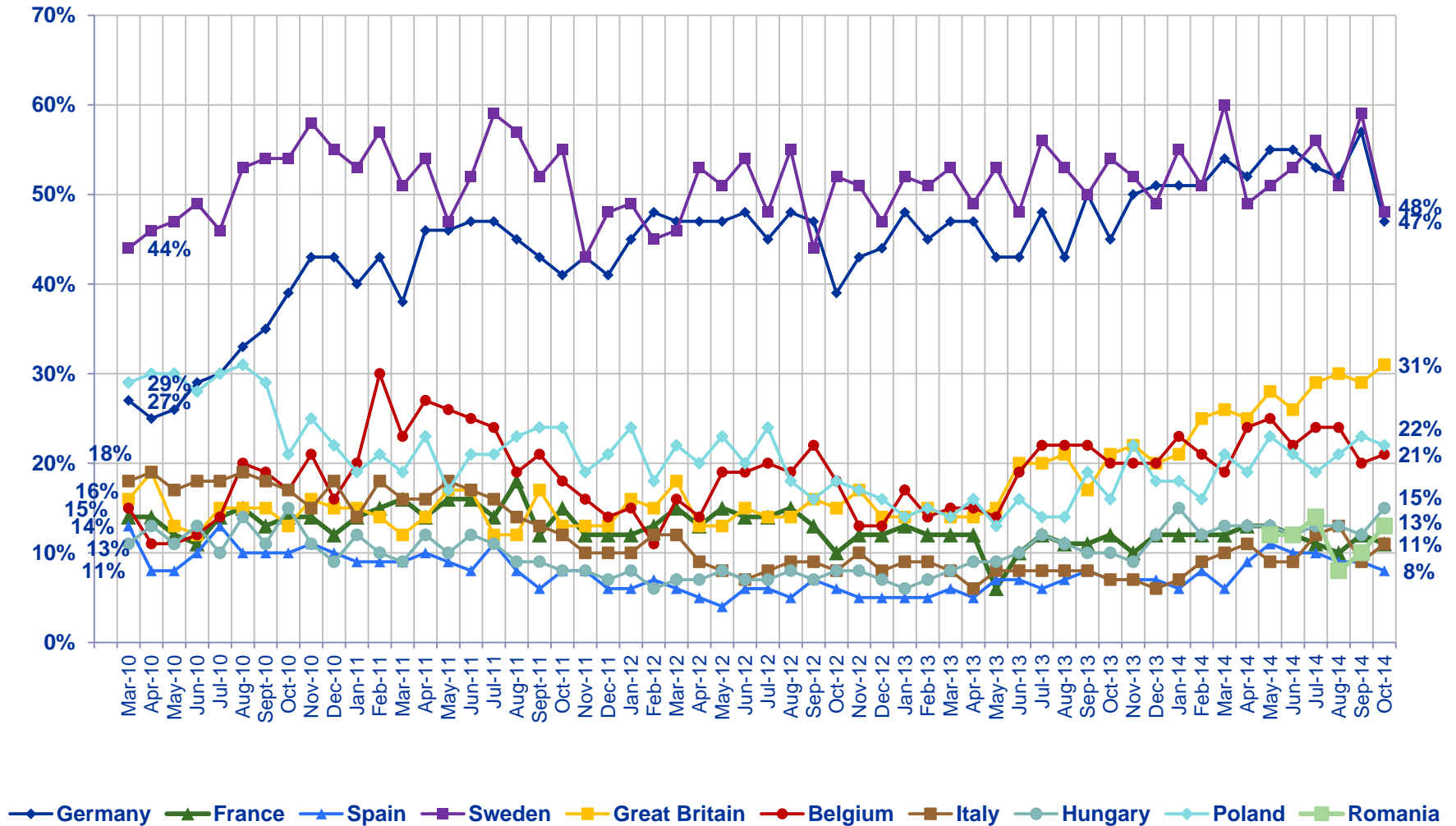


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

European Countries

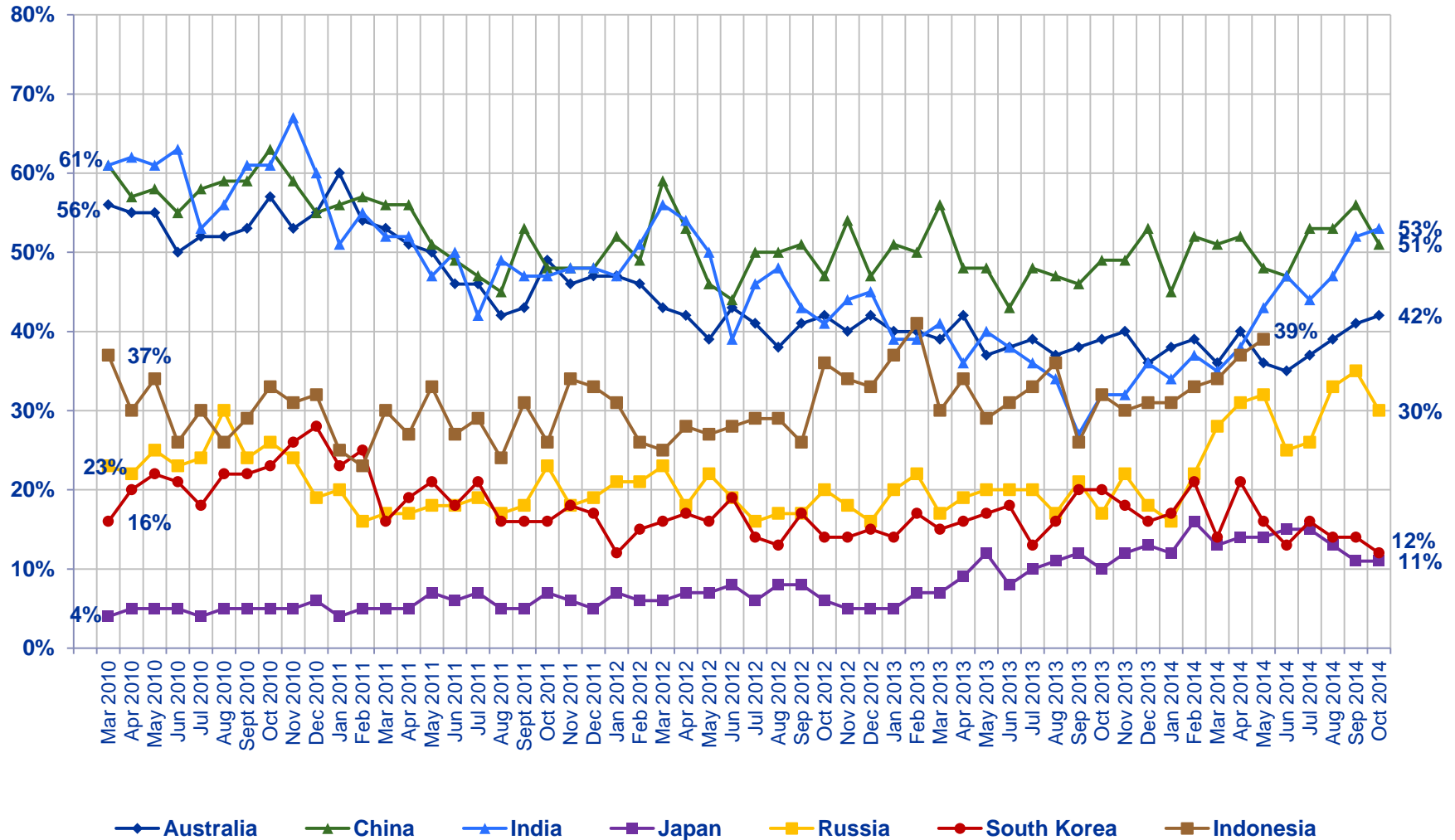
Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)



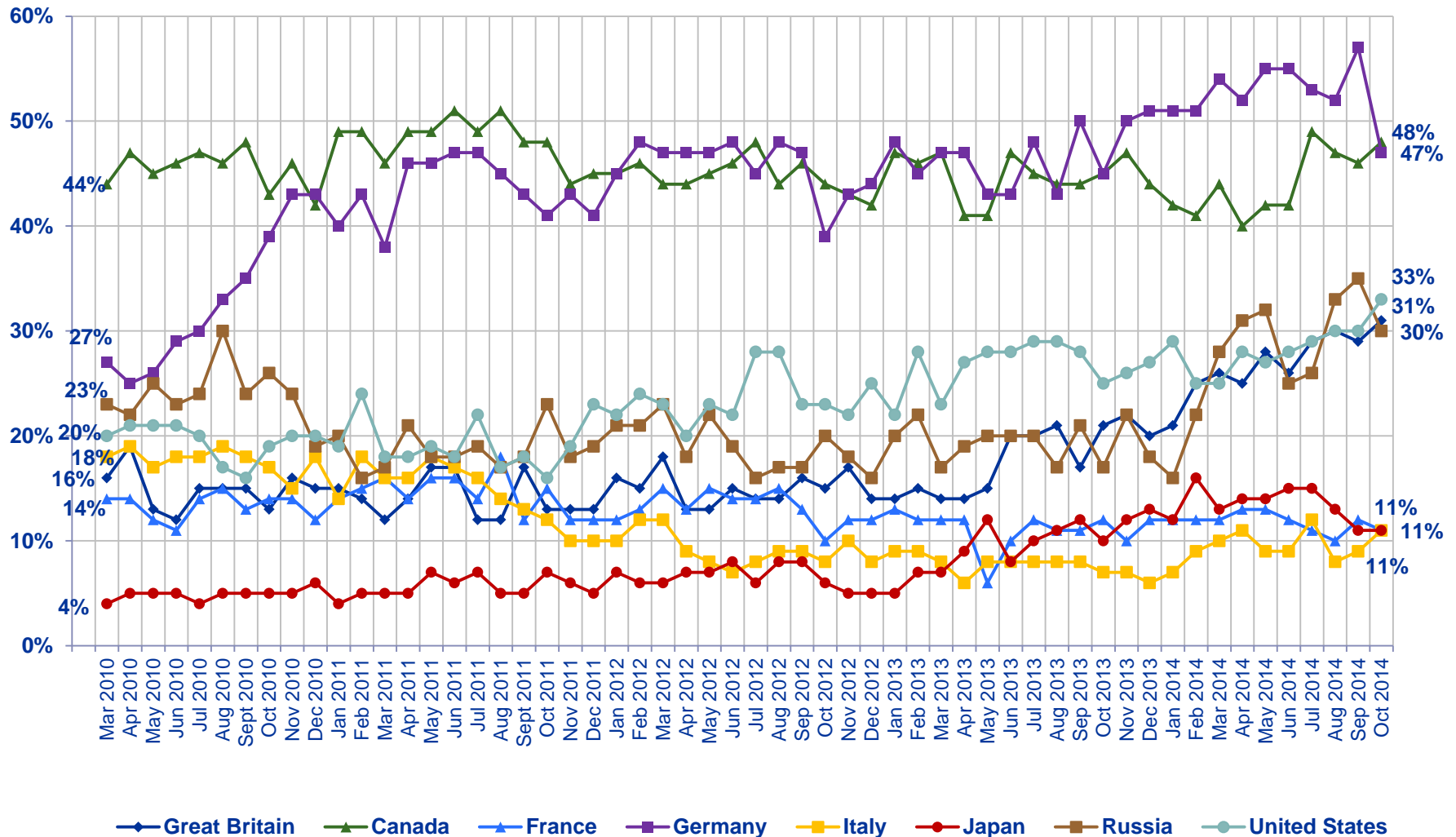
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

% Strong (Top 3 5-6-7)



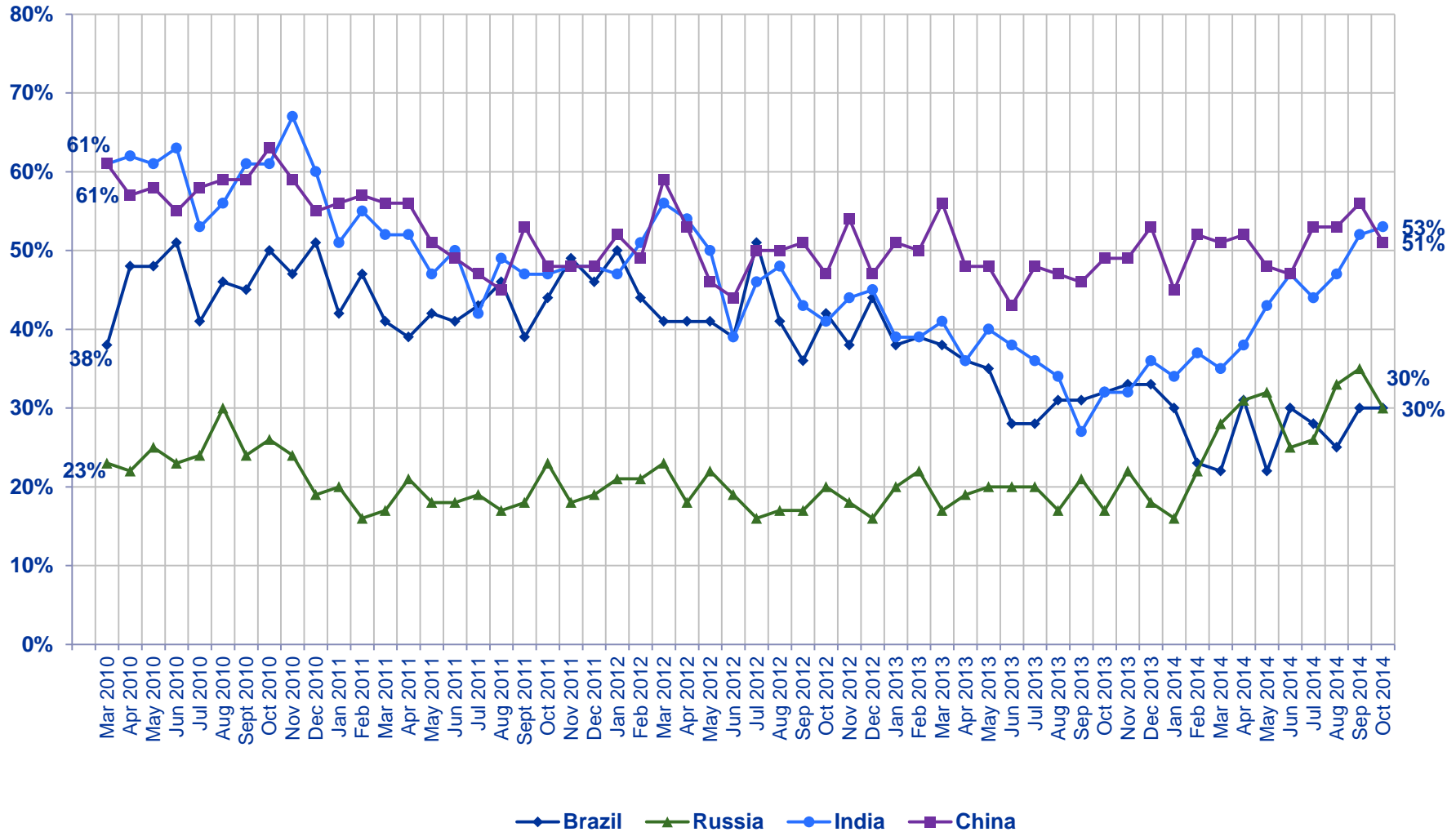
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

% Strong (Top 3 5-6-7)

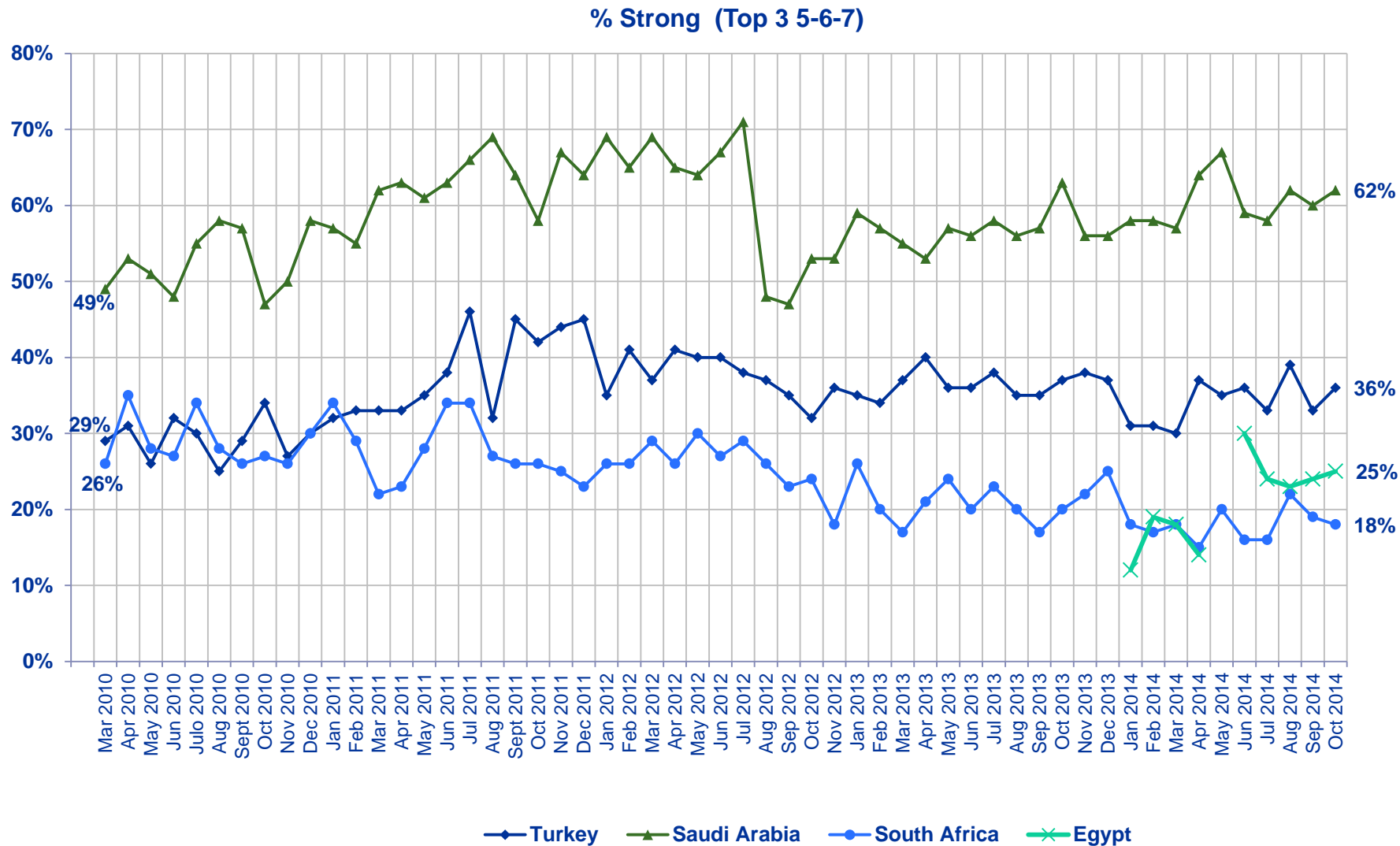


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

% Strong (Top 3 5-6-7)



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



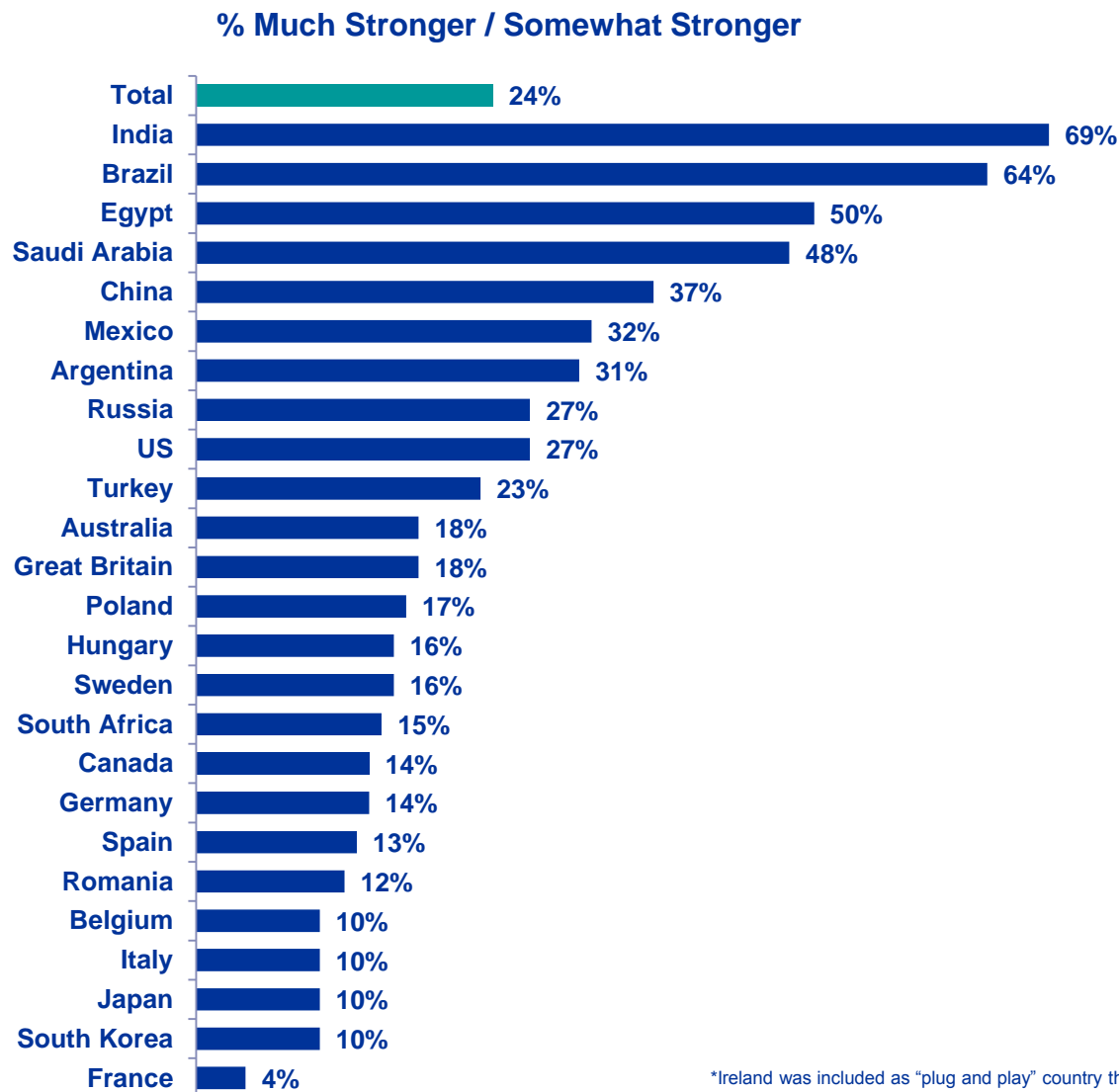
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

③ Assessing the Strength of The Local Economy...

...Six Months From Now



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

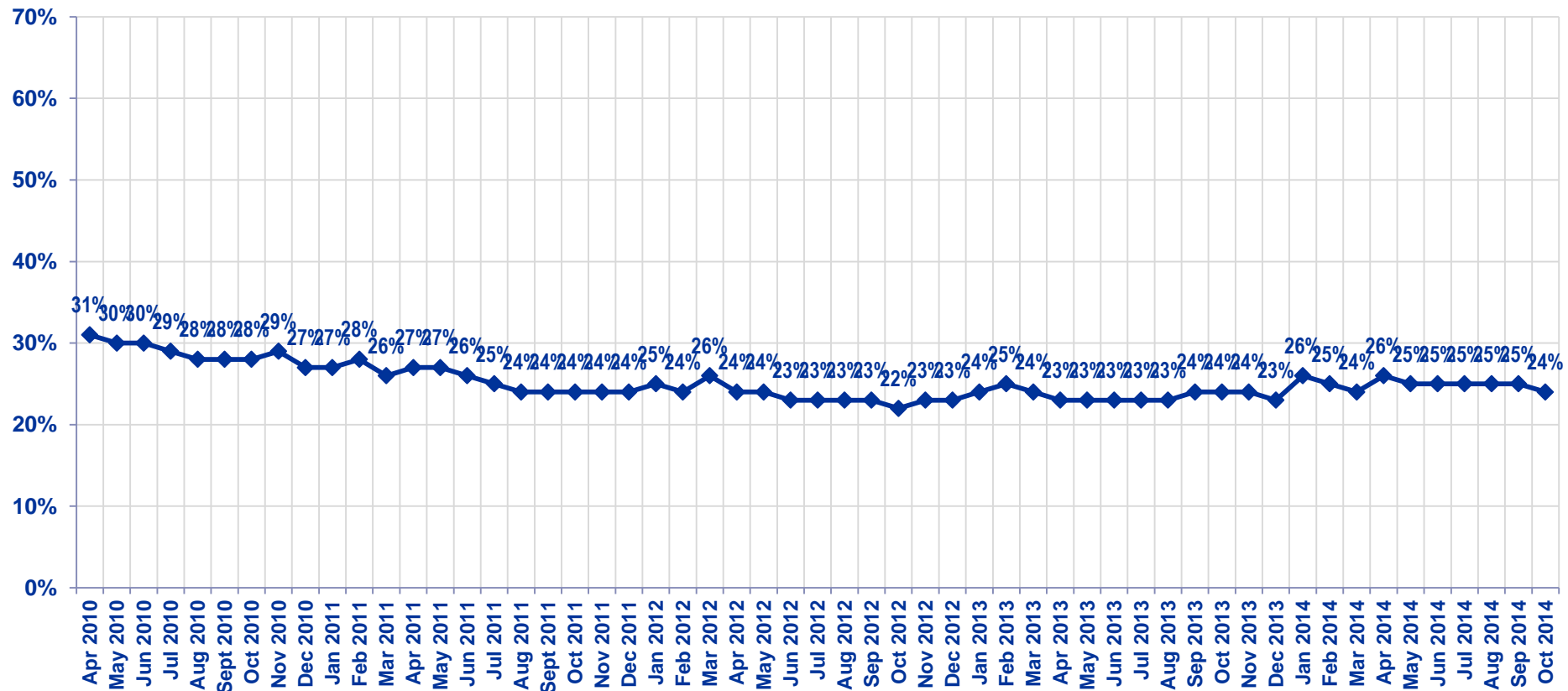


*Ireland was included as "plug and play" country this month and is not reflected in the aggregate.

Looking ahead 6 months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

Global Total
% Much Stronger / Somewhat Stronger



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

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

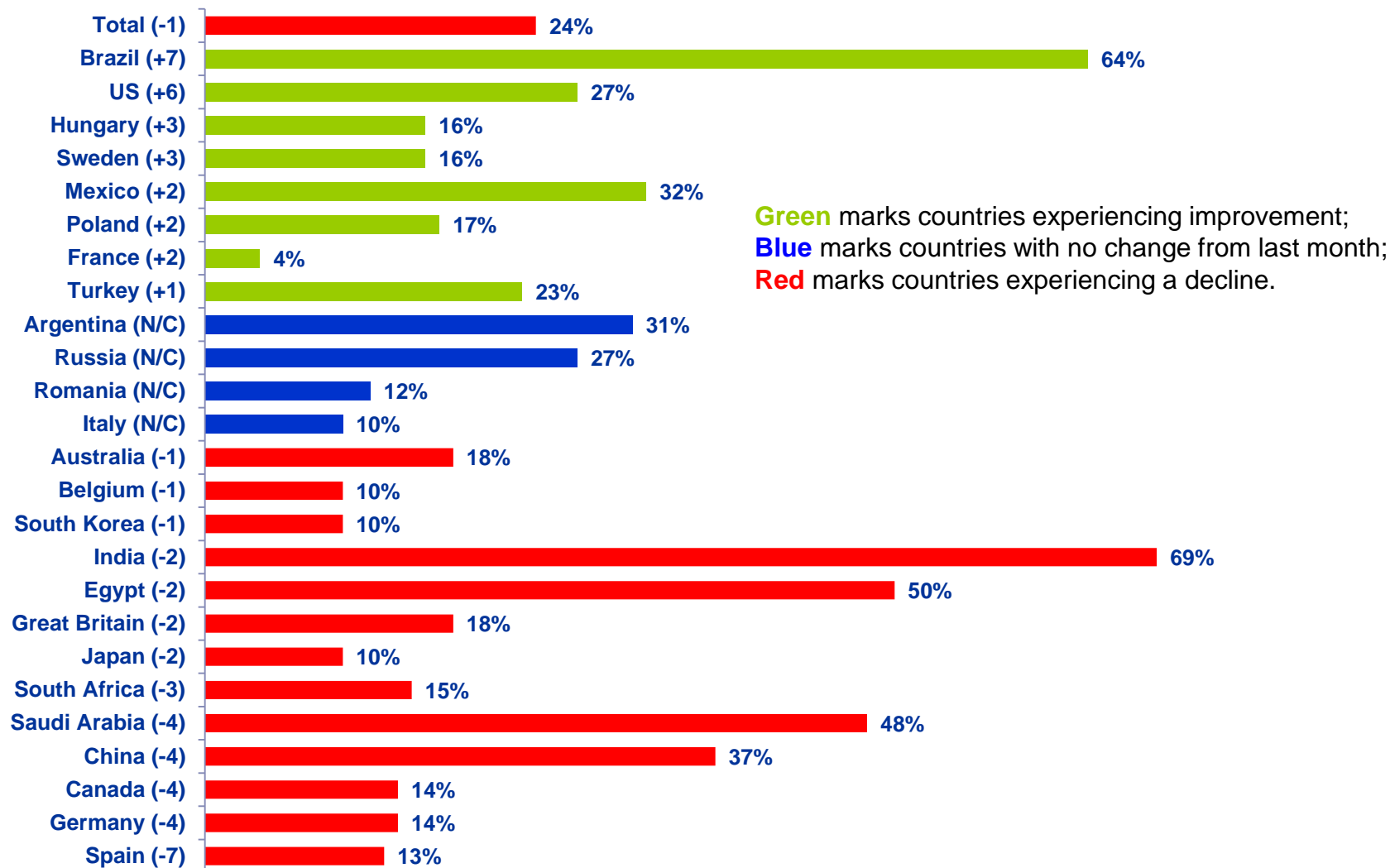
% Much Stronger/Somewhat Stronger

	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	Oct '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%	24%
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%	31%
Australia	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%	13%	13%	15%	19%	18%
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%	10%
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%	64%
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%	14%
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%	37%
Egypt																							61%	49%	33%	41%		67%	50%	54%	52%	50%	
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%	4%
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%	14%
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%	18%
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%	16%
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%	69%
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%	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%	10%
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%	32%
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%	17%
Romania																												17%	16%	17%	13%	12%	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%	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%	48%
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%	11%	13%	15%	18%	16%	18%	15%
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%	10%
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%	13%
Sweden	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%	12%	12%	14%	13%	16%
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%	23%
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%	27%

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

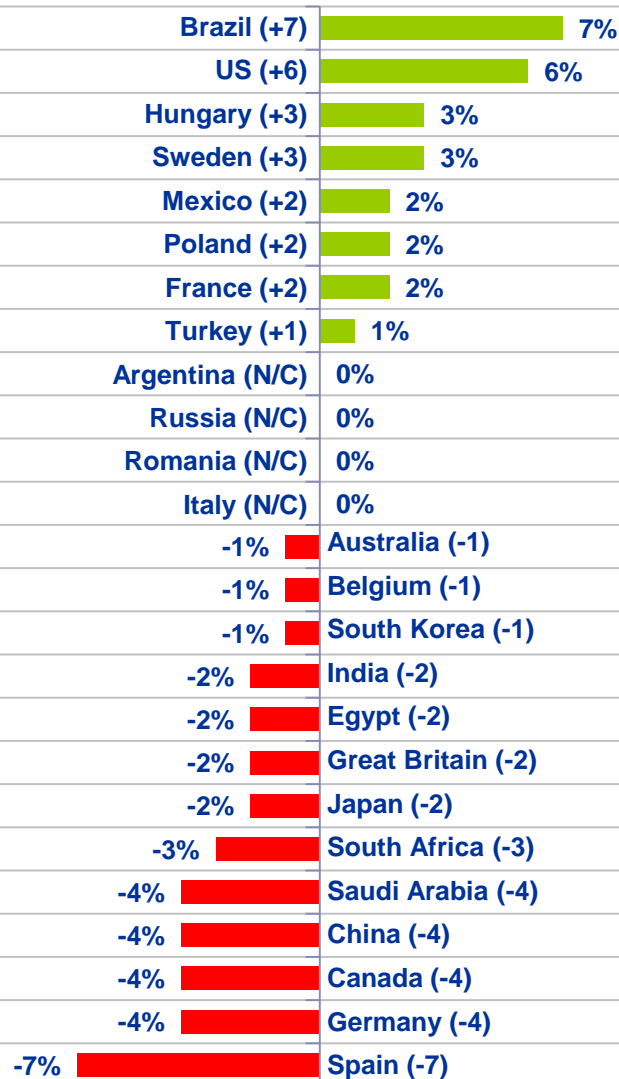
Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):

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



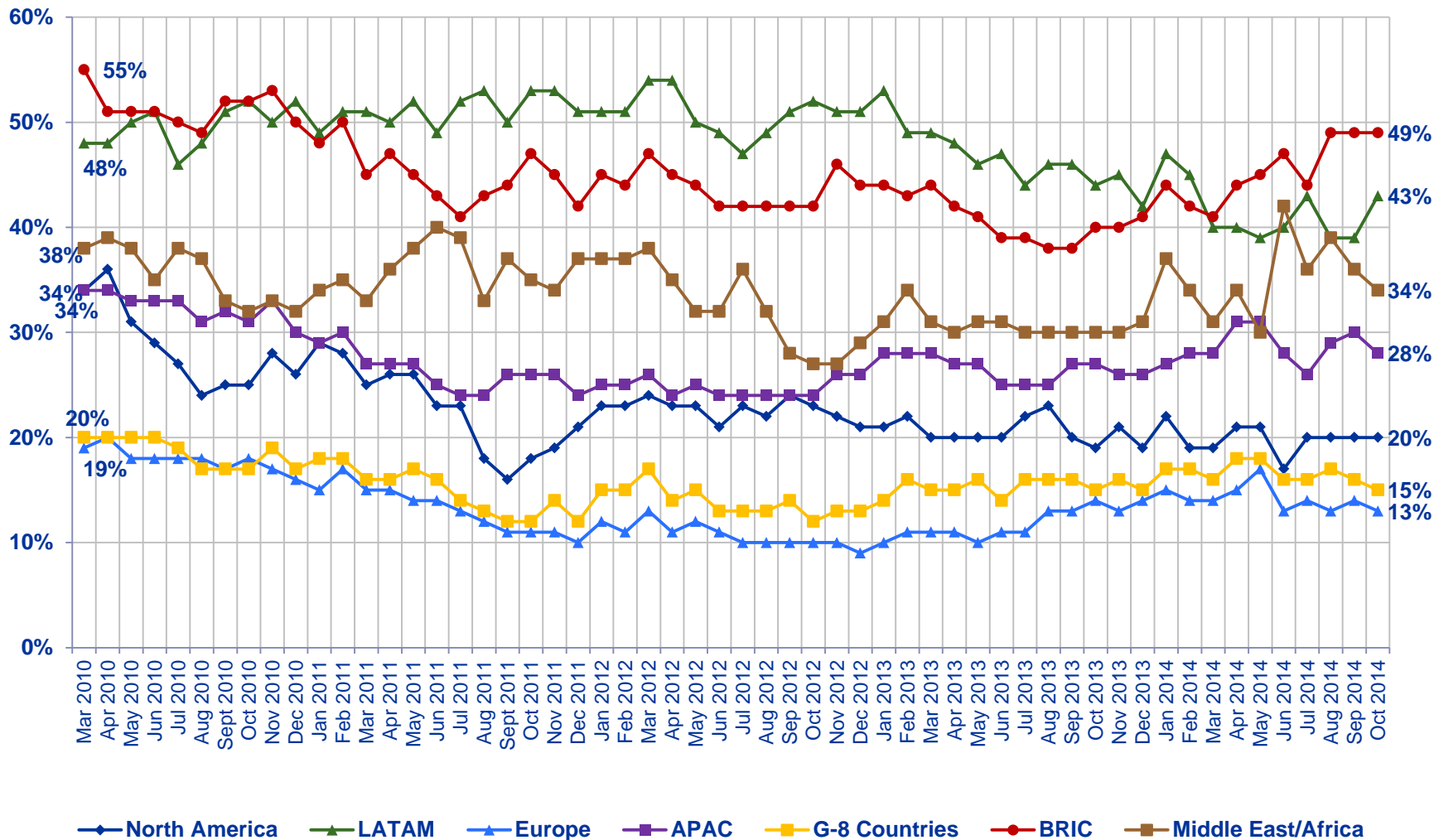
Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:

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



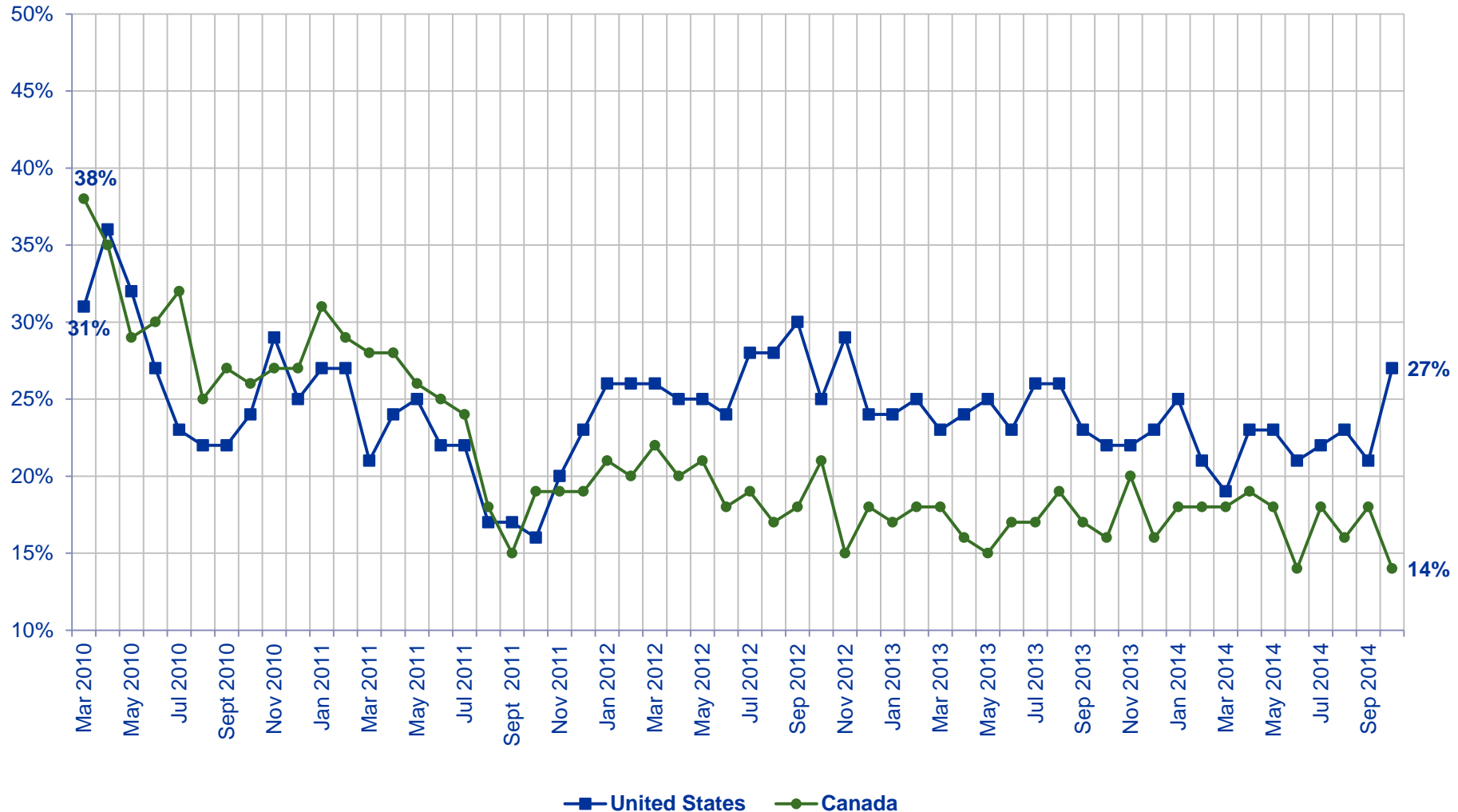
All Regions - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

% Much Stronger/Somewhat Stronger



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

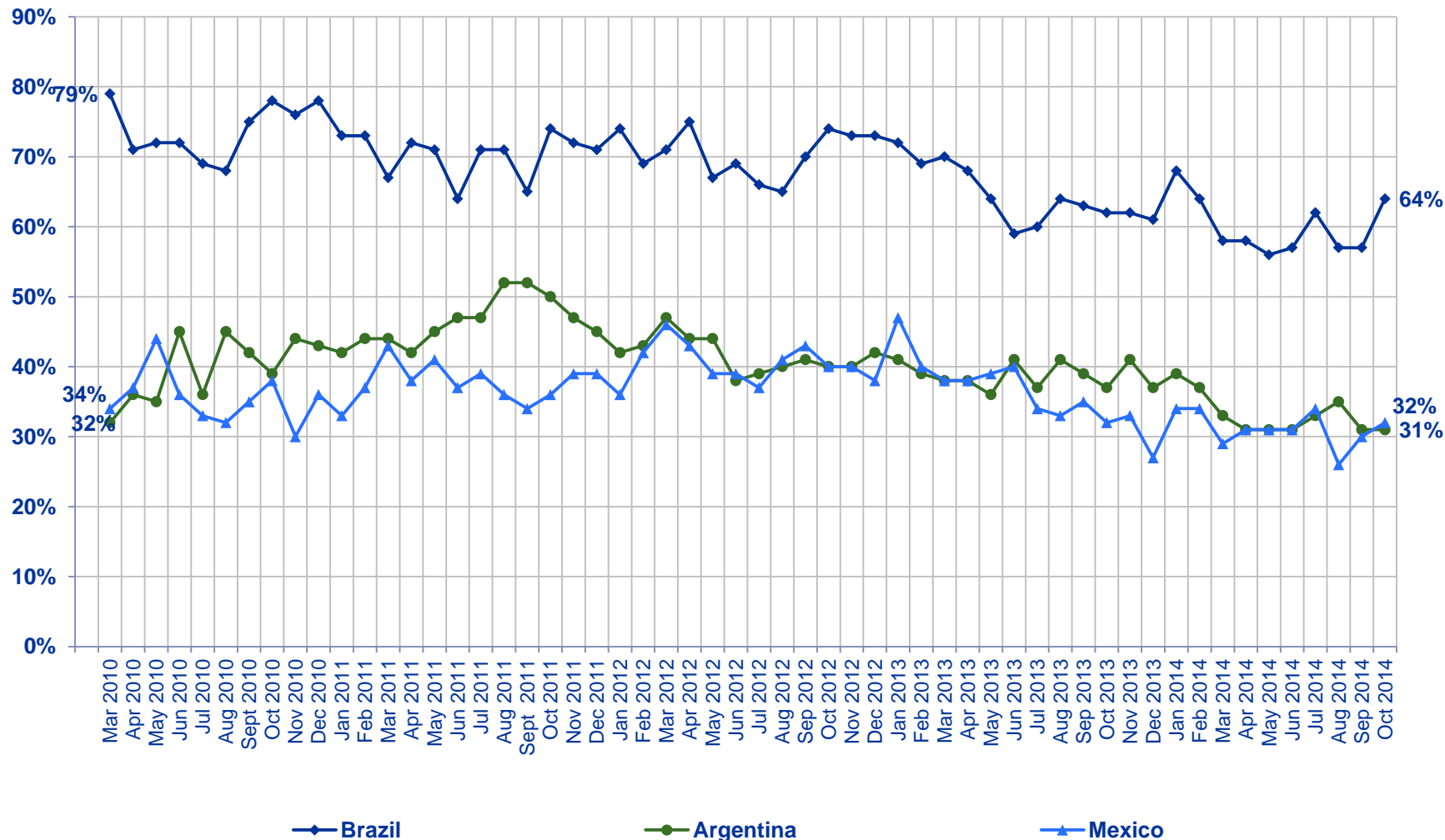
% Much Stronger/Somewhat Stronger



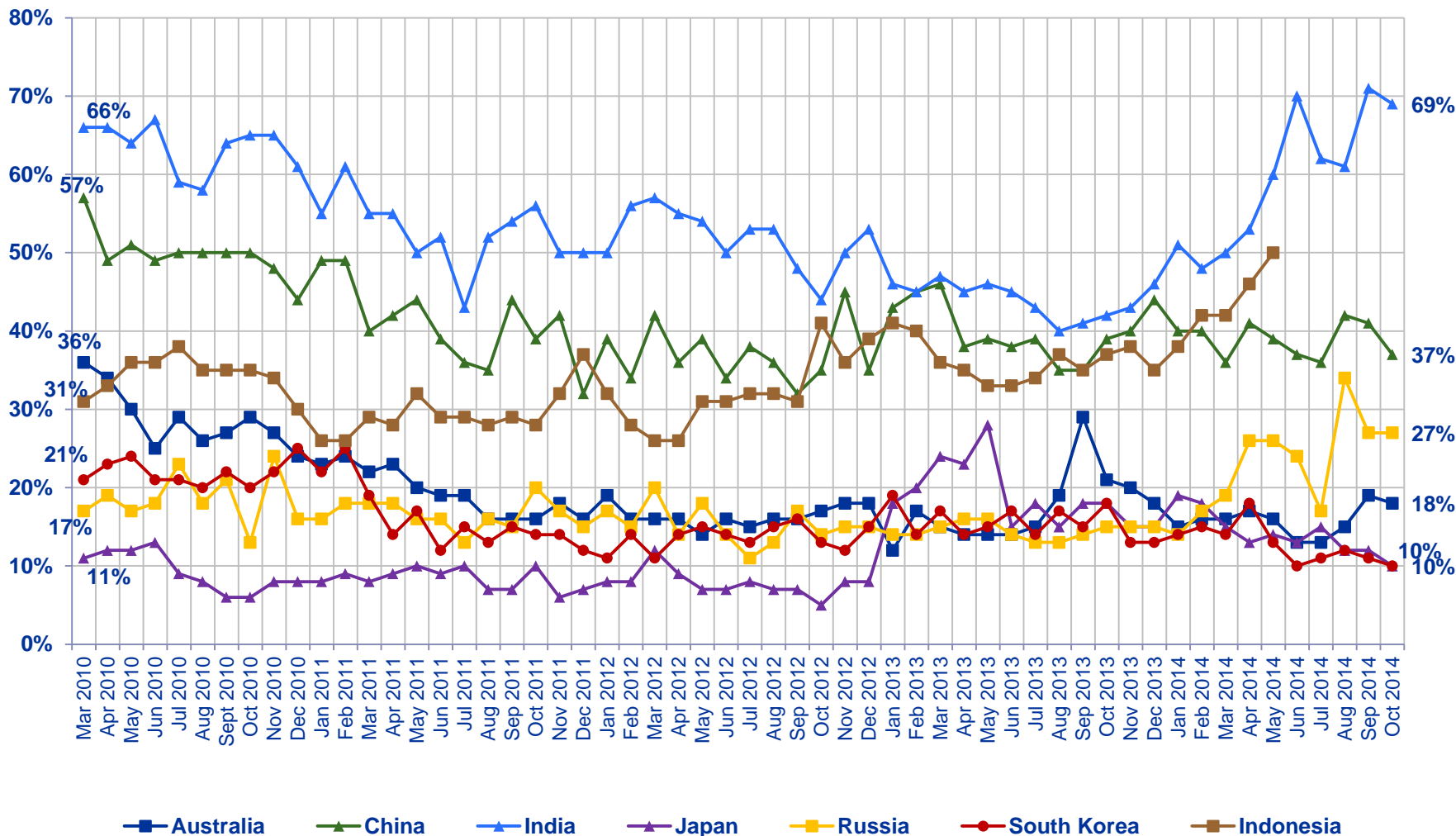
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

% Much Stronger/Somewhat Stronger



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



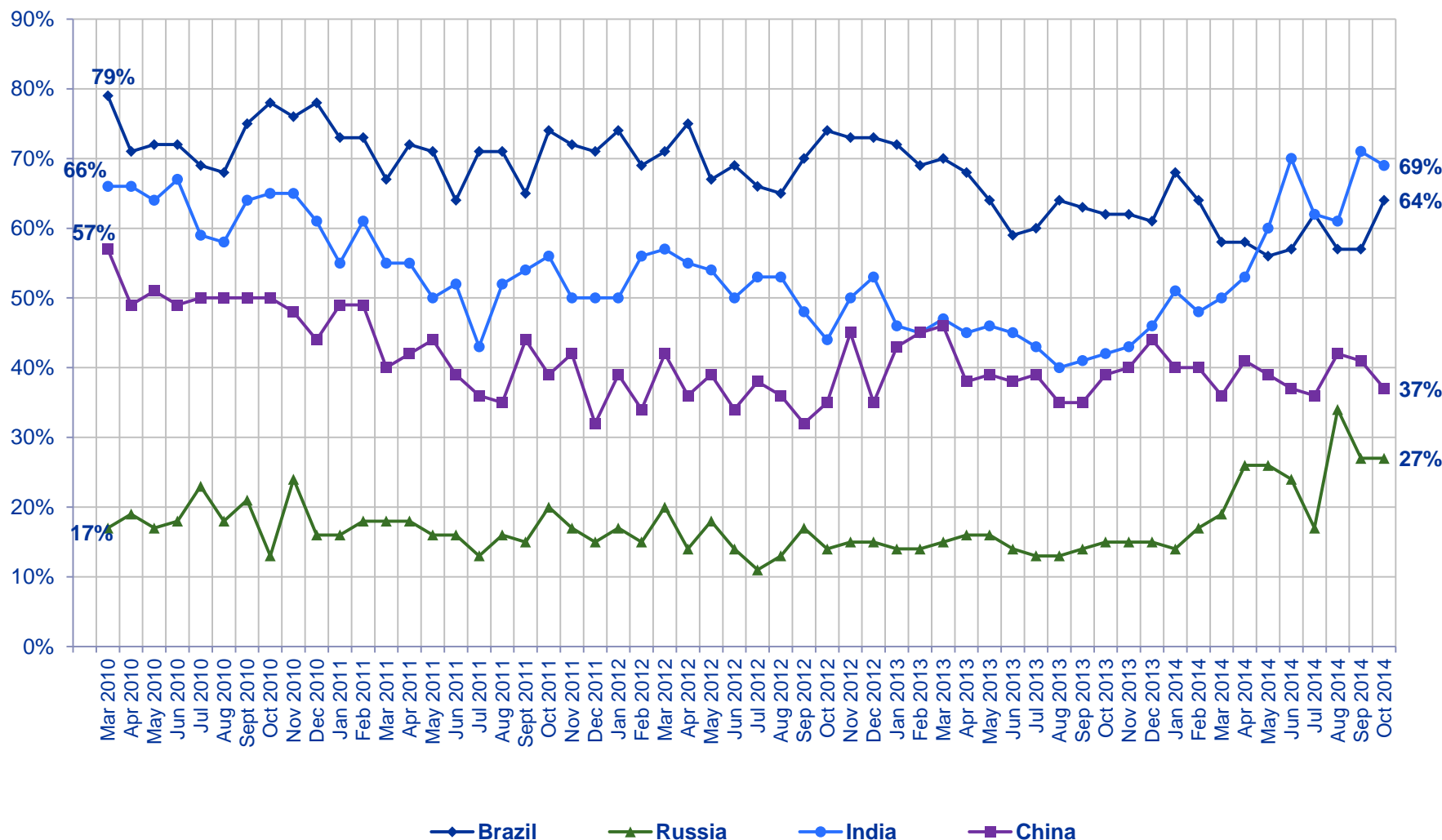
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?



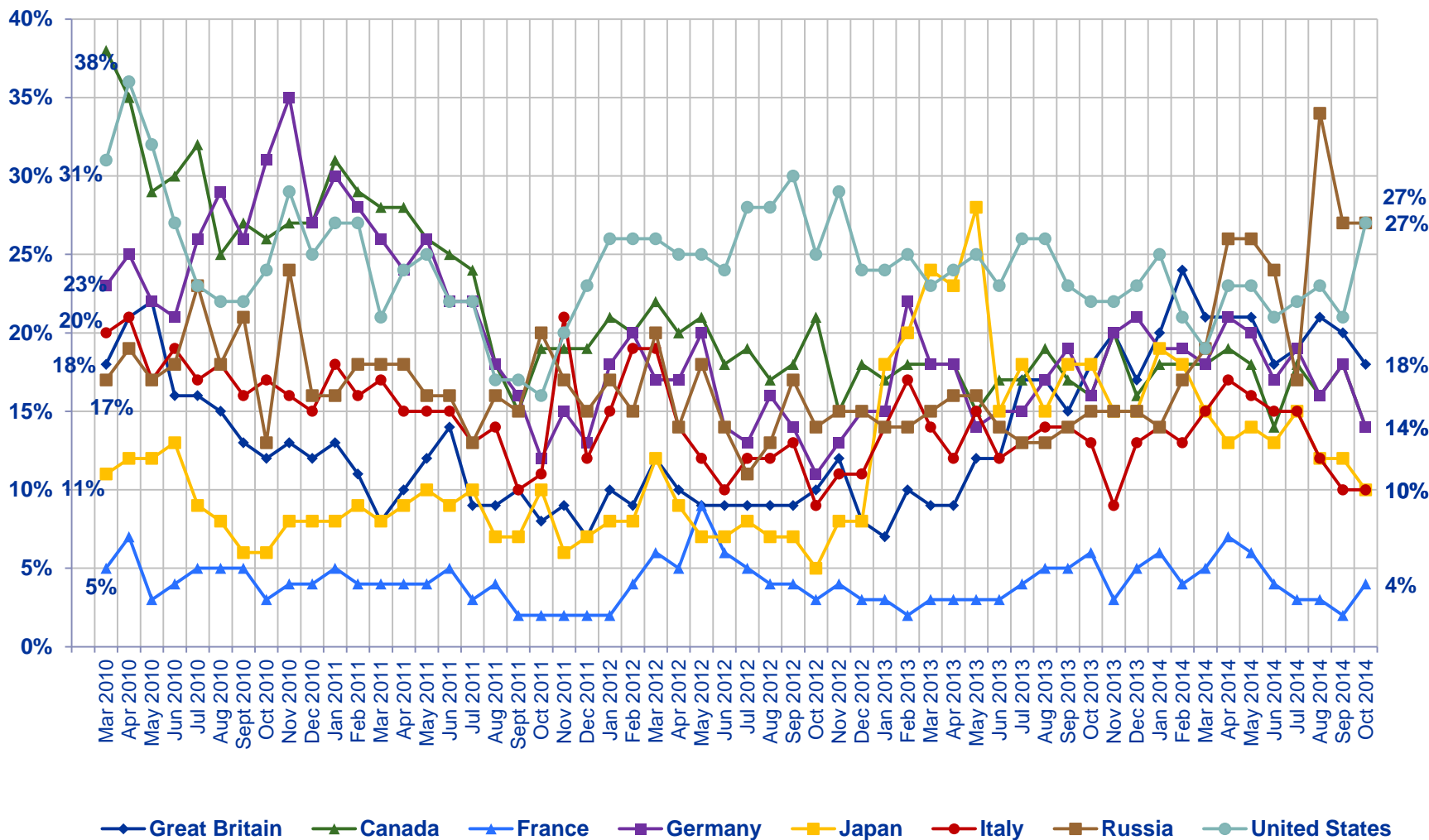
BRIC Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

N/C

% Much Stronger/Somewhat Stronger



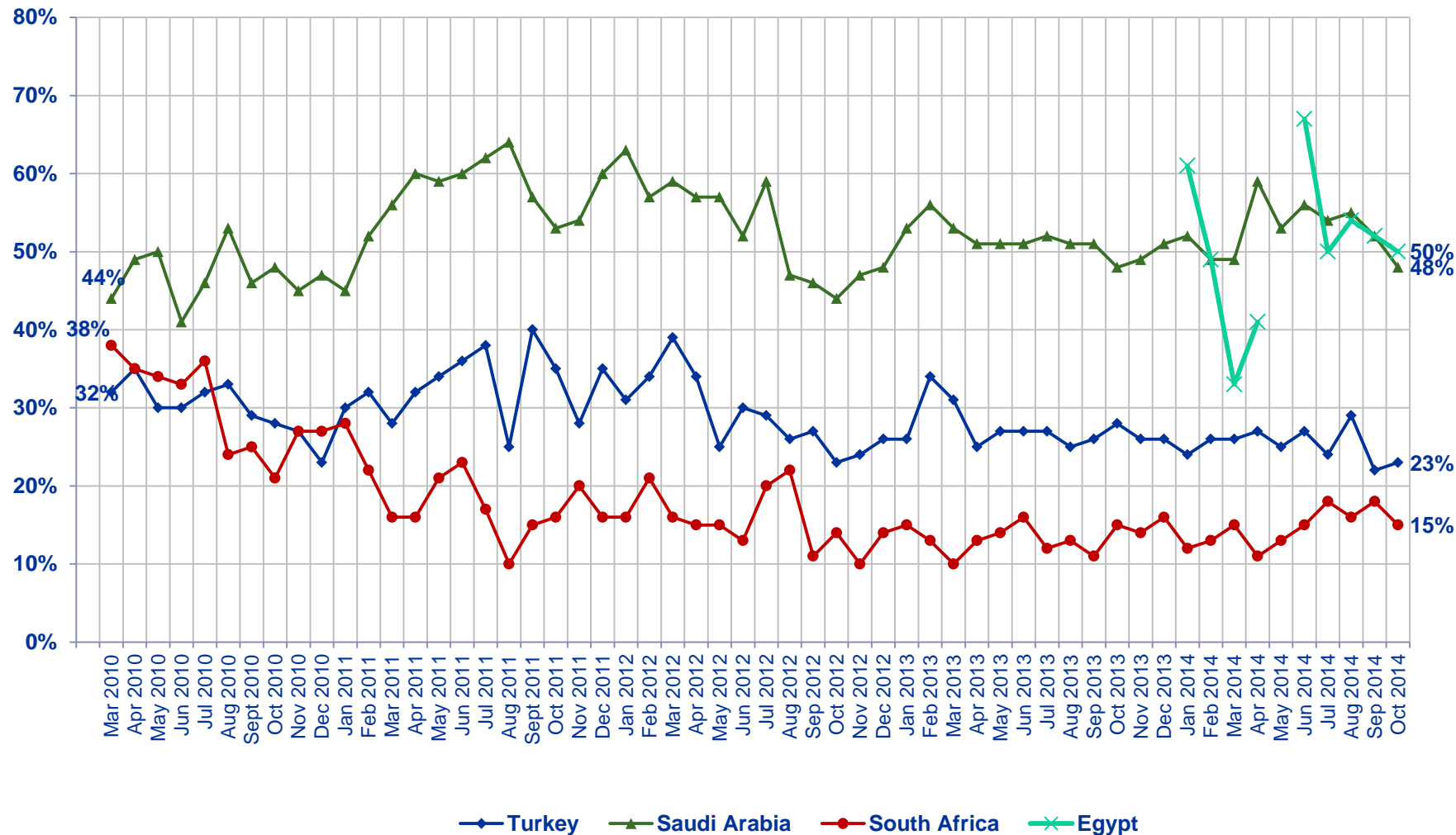
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?



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

% Much Stronger/Somewhat Stronger



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

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