Global @dvisor

The Economic Pulse of the World

Citizens in 24 Countries Assess the Current State of their Country's Economy for a Total Global Perspective

• The survey instrument Global @dvisor is conducted monthly in 24 countries via the Ipsos Online Panel system. One extra country (Egypt) was surveyed by telephone.

• For the results of the survey herein, a total sample of 17, 560 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, was interviewed between January 6th and January 20th, 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, Hungary, India, Mexico, Poland, Russia, South Africa, South Korea, Sweden, Turkey and Saudi Arabia. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

• The results reported include n=502 in Egypt conducted via CATI (telephone) methodology and has a margin of error of +/- 4.4% points, 19 times out of 20.

• In countries where internet penetration is approximately 60% or higher the data output is comparable the general population. Of the 25 countries surveyed online, 15 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and United States. The eight remaining countries surveyed –Brazil (45.6% Internet penetration among the citizenry), China (41%), India (11.4%), Mexico (36.5%), Russia (47.7%), Saudi Arabia (49%), South Africa (17.4%) and Turkey (45.7%)—have lower levels of connectivity therefore are not reflective of the general population; however, the online sample in these countries are particularly valuable in their own right as they are more urban/educated/income than their fellow citizens and are often referred to as "Upper Deck Consumer Citizens".

Analytic Components…

- There are three analytic components that make up the findings of this monthly Economic Pulse report. Each question is tracked and analyzed from questions dealing with:

①**The currently perceived macroeconomic state of the respondent's country:**

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

② **The currently perceived state of the local economy:**

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

③ **A six month outlook for the local economy:**

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

THE WORLD at a GLANCE

Overview

- Starting the new year on a positive note, all three economic indicators are on the upward trend erasing the losses of the previous wave.

- The national economic assessment average is up 2 points to 41%, driven by notable gains among some major players including China (80%, up 9pts.), Germany (81%, up 6pts.) and Great Britain (46%, up 7pts.).

- In North America, the United States improves for the third month in a row, posting gains in all assessment categories, most notably in the national average assessment– 51%, up 7 points since last sounding. Canada, on the other hand, has experienced a decline in the national category (63%, -3pts), with a large part of its economy still reeling from unstable oil prices.

- A number of European countries show gains in the national economic category this month making Europe region surge 3 points up from the last sounding to 34% - the highest since August 2013.

Overview

- As noted in the last month's report, the national economic confidence in Russia is on the downward trend, losing another 10 points since the last survey, down to 23%. Although faced with the grim economic reality, Russians still look to the future with some optimism, as now one in four (26%) expect the local economy to be stronger in the next six months – up 6 points since last month.

- Despite the 9 point gain in China, the BRIC countries have lost ground in the national category (51%, -1pts.), but experience improvement in local (44%, +3pts) and future local (48%, +1pts) assessments.

- Middle East/Africa region countries experienced a decline in both local (32%, -2pts.) and future local (35%, -1pts.) assessments, most notably with the local economic average, down 5 points in Saudi Arabia (56%) and with Egypt losing ground in all 3 categories.

Global Average of National Economic Assessment Up Two Points: 41%

- Starting the new year on a positive note, the average **global economic assessment of national economies surveyed in 24 countries is up two points as 41% of global citizens rate their national economies to be 'good'.**

- Despite ongoing uncertainty on the oil market, Saudi Arabia (87%) remains at the top of the national economic assessment, followed by Germany (81%), India (80%), China (80%), Sweden (72%) and Egypt (67%). The lowest average global economic assessment this month is in France (7%). Close behind are Italy (8%), Spain (11%), South Korea (13%), Hungary (16%) and Brazil (17%).

- *Countries with the greatest improvements in this wave*: China (80%, +9 pts.), the United States (51%, +7 pts.), Great Britain (46%, +7 pts.), Germany (81%, +6 pts.), Turkey (45%, +6 pts.), Japan (23%, +4pts.), Saudi Arabia (87%, +3pts.) and South Africa (26%, +3pts.)

- *Countries with the greatest declines*: Egypt (67%, -11 pts.), Russia (26%, -10 pts.), Poland (28%, -5 pts.), Brazil (17%, -5 pts.), Canada (63%, -3pts), Sweden (72%, -2 pts.), India (80%, -1pts.) and Mexico (19%, -1pts.).

Global Average of <u>Local Economic Assessment</u> (29%) <u>Up One Point</u>

- 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 up one point since last sounding.**

- Surging up after last month's decline, China (66%) is the new leader of the local economic assessment average. Three countries share the distant second – Germany (56%), India (56%) and Saudi Arabia (56%), followed by Canada (41%) and the United States (40%). Only one in 10 (10%) assess their local economy as 'good' in Italy and Spain, followed by South Korea (12%), France (12%), Japan (12%), Hungary (12%) and South Africa (16%).

- *Countries with the greatest improvements in this wave*: China (66%, +6 pts.), the United States (40%, +6 pts.), Belgium (20%, +6 pts.) India (56%, +5pts.), Great Britain (33%, +5pts.), Turkey (30%, +3pts.), Russia (29%, +3pts.) and South Korea (12%, +3pts.).

- *Countries with the greatest declines*: Egypt (28%, -7 pts.), Saudi Arabia (56%, -5 pts.), Poland (19%, -4 pts.), Australia (37%, -1 pts.), Brazil (25%, -1 pts.) and Hungary (12%, -1 pts.).

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

- **<u>The future outlook average gains one point, as one quarter (25%) of global citizens expect their local economy will be stronger six months from now.</u>**

- With all the leading countries losing points this month, India (62%) remains in the lead, followed by Brazil (55%), China (51%), Egypt (50%), Saudi Arabia (47%), Mexico (33%) and Argentina (33%). Small minority in France (4%) expect their local economy to be strong six months from now, followed by Hungary (8%), South Korea (10%), Sweden (11%), Belgium (12%), Italy (8%), Japan (13%) and Poland (13%).

- *Countries with the greatest improvements in this wave*: Argentina (33%, +6 pts.), Russia (26%, +6 pts.), Italy (14%, +6 pts.), Belgium (12%, +6 pts.), China (51%, +5 pts.), Turkey (26%, +4 pts.) and Spain (20%, +4pts.).

- *Countries with the greatest declines*: Egypt (50%, -5 pts.), Poland (13%, -5 pts.), Saudi Arabia (47%, -4 pts.), India (62%, -3 pts.), Australia (15%, -3 pts.), Sweden (11%, -3pts.), Brazil (55%, -2pts.), Canada (18%, -1pts.), South Africa (15%, -1pts.) and Hungary (8%, -1 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%	China	▲	9	Egypt	▼	11	France	7%
Germany	81%	US	▲	7	Russia	▼	10	Italy	8%
China	80%	Great Britain	▲	7	Poland	▼	5	Spain	11%
India	80%	Germany	▲	6	Brazil	▼	5	South Korea	13%
Sweden	72%	Turkey	▲	6	Canada	▼	3	Hungary	16%
Egypt	67%	Japan	▲	4	Sweden	▼	2	Brazil	17%
Canada	63%	Saudi Arabia	▲	3	India	▼	1	Mexico	19%
Australia	58%	South Africa	▲	3	Mexico	▼	1	Argentina	21%
US	51%	Belgium	▲	2				Japan	23%
Great Britain	46%	Spain	▲	2				Russia	26%
Turkey	45%	Australia	▲	1				South Africa	26%
Belgium	33%	Argentina	▲	1				Poland	28%
		Hungary	▲	1					
		South Korea	▲	1					
		Italy	▲	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?

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)
North America	57%	▲2%
Middle East/Africa	56%	N/C
BRIC	51%	▼1%
APAC	47%	▲1%
G-8 Countries	38%	▲1%
Europe	34%	▲3%
LATAM	19%	▼2%

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	
China	66%	China	▲	6	Egypt	▼	7	Italy	10%
Germany	56%	US	▲	6	Saudi Arabia	▼	5	Spain	10%
India	56%	Belgium	▲	6	Poland	▼	4	France	12%
Saudi Arabia	56%	India	▲	5	Australia	▼	1	Hungary	12%
Sweden	54%	Great Britain	▲	5	Brazil	▼	1	Japan	12%
Canada	41%	Turkey	▲	3	Hungary	▼	1	South Korea	12%
US	40%	Russia	▲	3				South Africa	16%
Australia	37%	South Korea	▲	3				Argentina	17%
Great Britain	33%	France	▲	2				Mexico	17%
Turkey	30%	Japan	▲	2				Poland	19%
Russia	29%	Italy	▲	2				Belgium	20%
Egypt	28%	Germany	▲	1				Brazil	25%
		Sweden	▲	1					
		Mexico	▲	1					
		South Africa	▲	1					
		Spain	▲	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

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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)
BRIC	44%	▲3%
North America	41%	▲4%
APAC	36%	▲3%
Middle East/Africa	32%	▼2%
G-8 Countries	29%	▲2%
Europe	25%	▲2%
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

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	62%	Argentina	▲	6	Egypt	▼	5	France	4%
Brazil	55%	Russia	▲	6	Poland	▼	5	Hungary	8%
China	51%	Italy	▲	6	Saudi Arabia	▼	4	South Korea	10%
Egypt	50%	Belgium	▲	6	India	▼	3	Sweden	11%
Saudi Arabia	47%	China	▲	5	Australia	▼	3	Belgium	12%
Argentina	33%	Turkey	▲	4	Sweden	▼	3	Japan	13%
Mexico	33%	Spain	▲	4	Brazil	▼	2	Poland	13%
US	29%	Mexico	▲	3	Canada	▼	1	Italy	14%
Russia	26%	US	▲	3	South Africa	▼	1	Australia	15%
Turkey	26%	Germany	▲	3	Hungary	▼	1	South Africa	15%
Spain	20%	Great Britain	▲	1				Germany	17%
Great Britain	19%	Japan	▲	1				Canada	18%
		South Korea	▲	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?

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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	48%	▲1%
LATAM	41%	▲3%
Middle East/Africa	35%	▼1%
APAC	29%	▲1%
North America	24%	▲1%
G-8 Countries	18%	▲3%
Europe	13%	N/C

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"
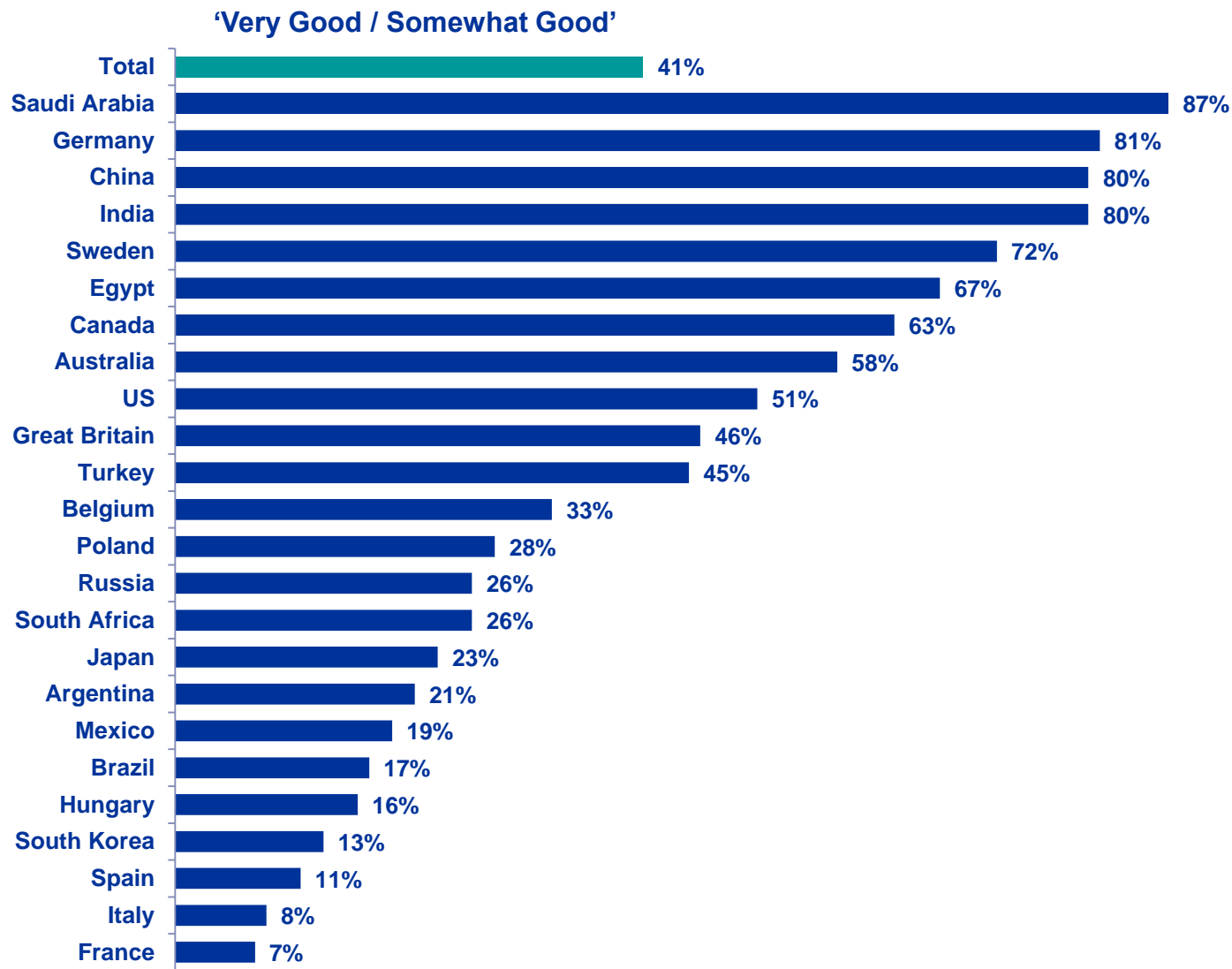
Ipsos

'Very Good / Somewhat Good'

Country	Percentage
Total	41%
Saudi Arabia	87%
Germany	81%
China	80%
India	80%
Sweden	72%
Egypt	67%
Canada	63%
Australia	58%
US	51%
Great Britain	46%
Turkey	45%
Belgium	33%
Poland	28%
Russia	26%
South Africa	26%
Japan	23%
Argentina	21%
Mexico	19%
Brazil	17%
Hungary	16%
South Korea	13%
Spain	11%
Italy	8%
France	7%

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?

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?

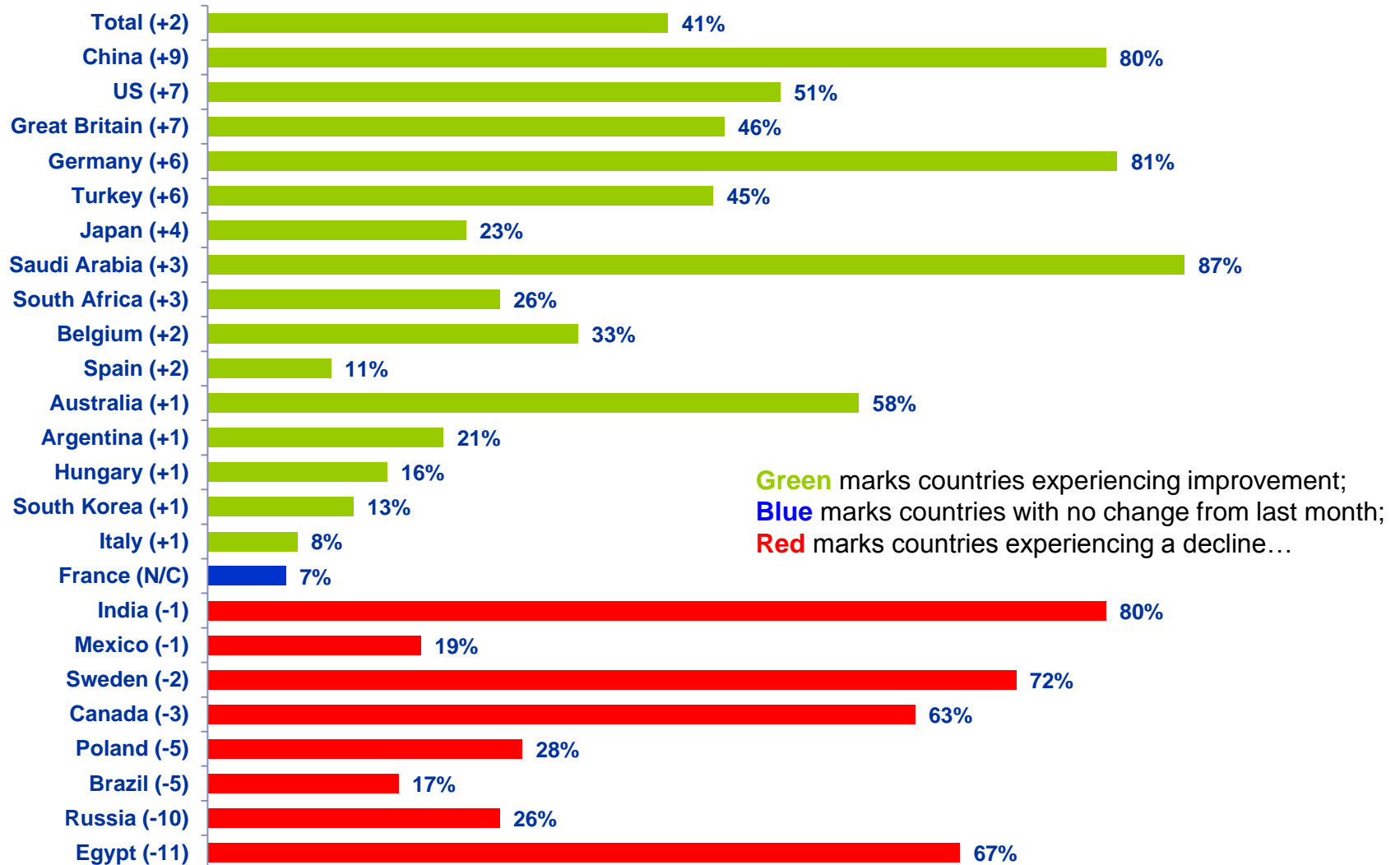|	Mar '12	Apr '12	May '12	Jun '12	Jul '12	Aug '12	Sep '12	Oct '12	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13	Sep '13	Oct '13	Nov '13	Dec '13	Jan '14	Feb '14	Mar '14	Apr '14	May '14	Jun '14	Jul '14	Aug '14	Sep '14	Oct '14	Nov '14	Dec '14	Jan '15
Total	39%	38%	37%	37%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

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 (+2)	41%
China (+9)	80%
US (+7)	51%
Great Britain (+7)	46%
Germany (+6)	81%
Turkey (+6)	45%
Japan (+4)	23%
Saudi Arabia (+3)	87%
South Africa (+3)	26%
Belgium (+2)	33%
Spain (+2)	11%
Australia (+1)	58%
Argentina (+1)	21%
Hungary (+1)	16%
South Korea (+1)	13%
Italy (+1)	8%
France (N/C)	7%
India (-1)	80%
Mexico (-1)	19%
Sweden (-2)	72%
Canada (-3)	63%
Poland (-5)	28%
Brazil (-5)	17%
Russia (-10)	26%
Egypt (-11)	67%

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
China (+9)	9%
US (+7)	7%
Great Britain (+7)	7%
Germany (+6)	6%
Turkey (+6)	6%
Japan (+4)	4%
Saudi Arabia (+3)	3%
South Africa (+3)	3%
Belgium (+2)	2%
Spain (+2)	2%
Australia (+1)	1%
Argentina (+1)	1%
Hungary (+1)	1%
South Korea (+1)	1%
Italy (+1)	1%
France (N/C)	0%
India (-1)	-1%
Mexico (-1)	-1%
Sweden (-2)	-2%
Canada (-3)	-3%
Poland (-5)	-5%
Brazil (-5)	-5%
Russia (-10)	-10%
Egypt (-11)	-11%

Assessing the Current Economic Situation by All Regions:

Very Good / Somewhat Good

North America (Can/US) — LATAM — Europe — APAC — G8 — BRIC — Middle East/Africa
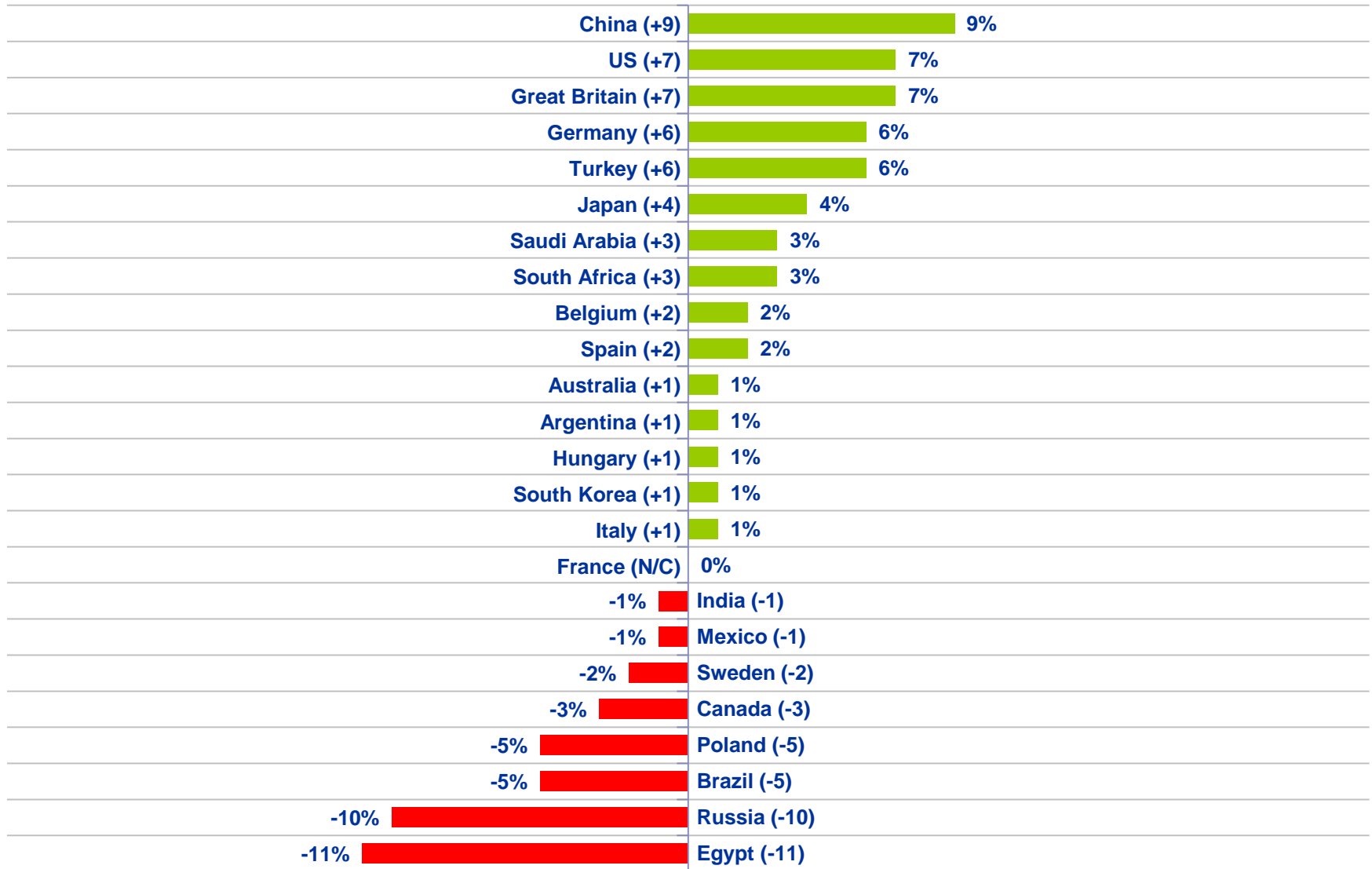
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

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

▲2

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?

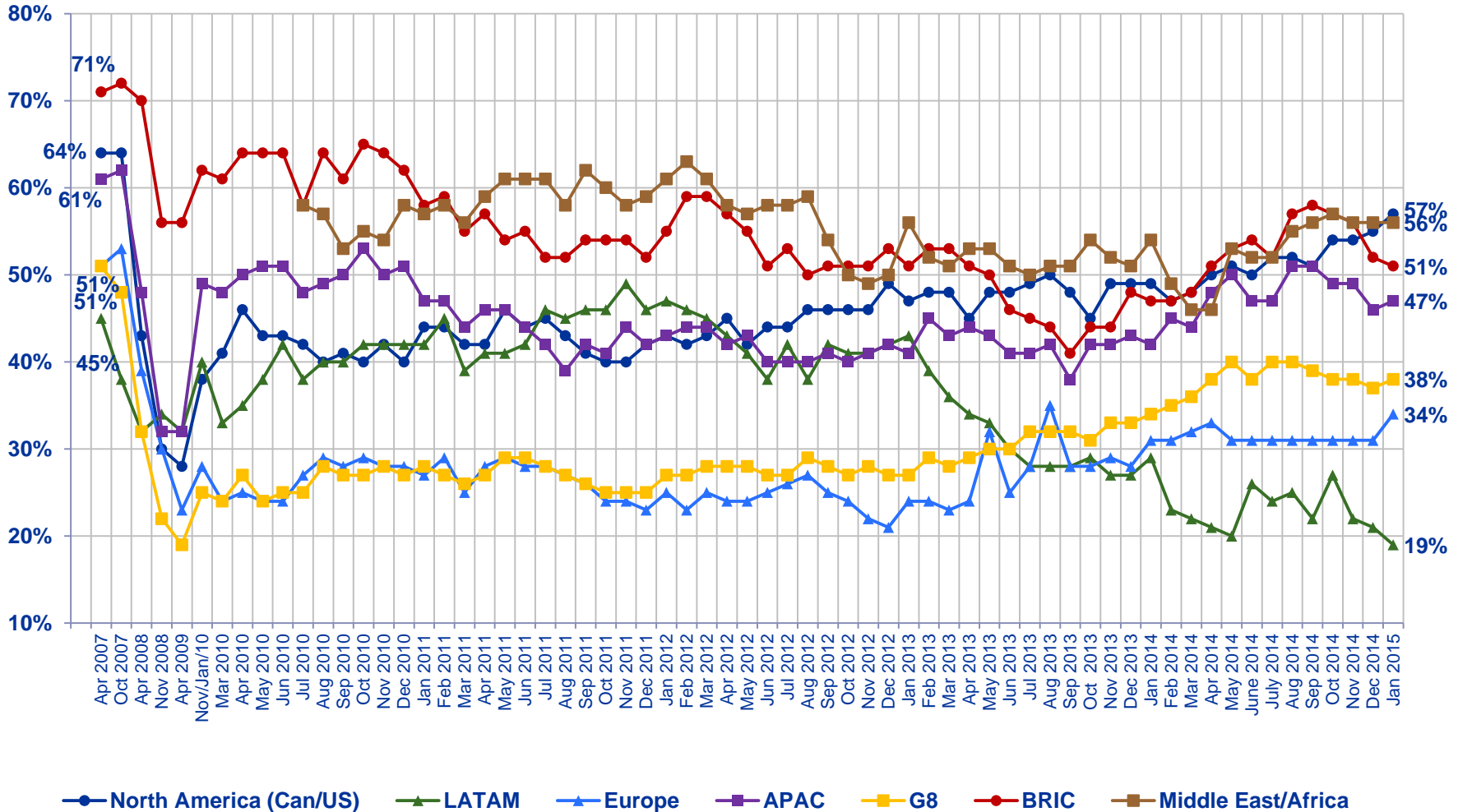## Very Good / Somewhat Good

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

▲3

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

▲1

Very Good / Somewhat Good

Legend: Australia, China, India, Japan, Russia, South Korea, Indonesia
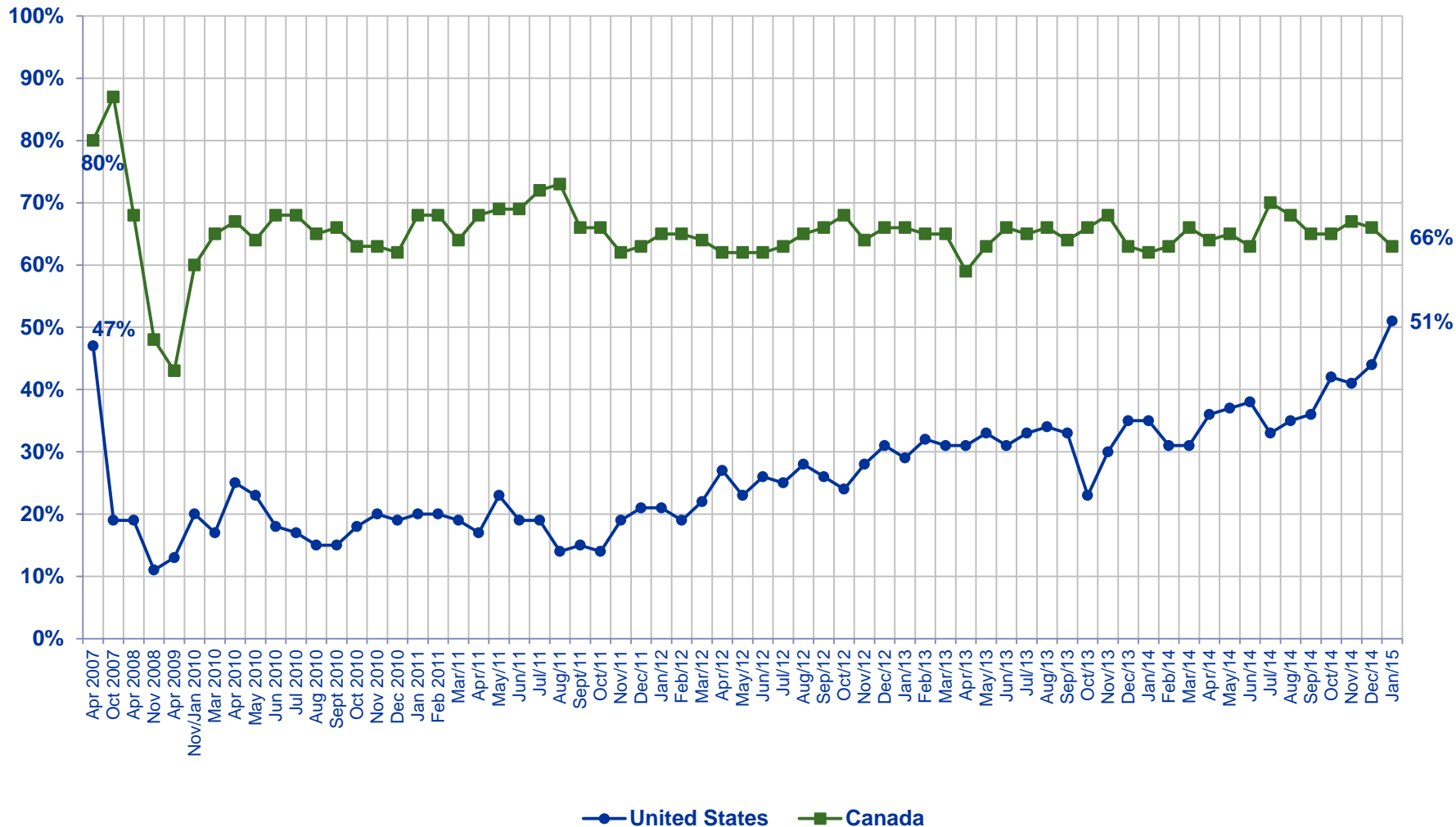
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

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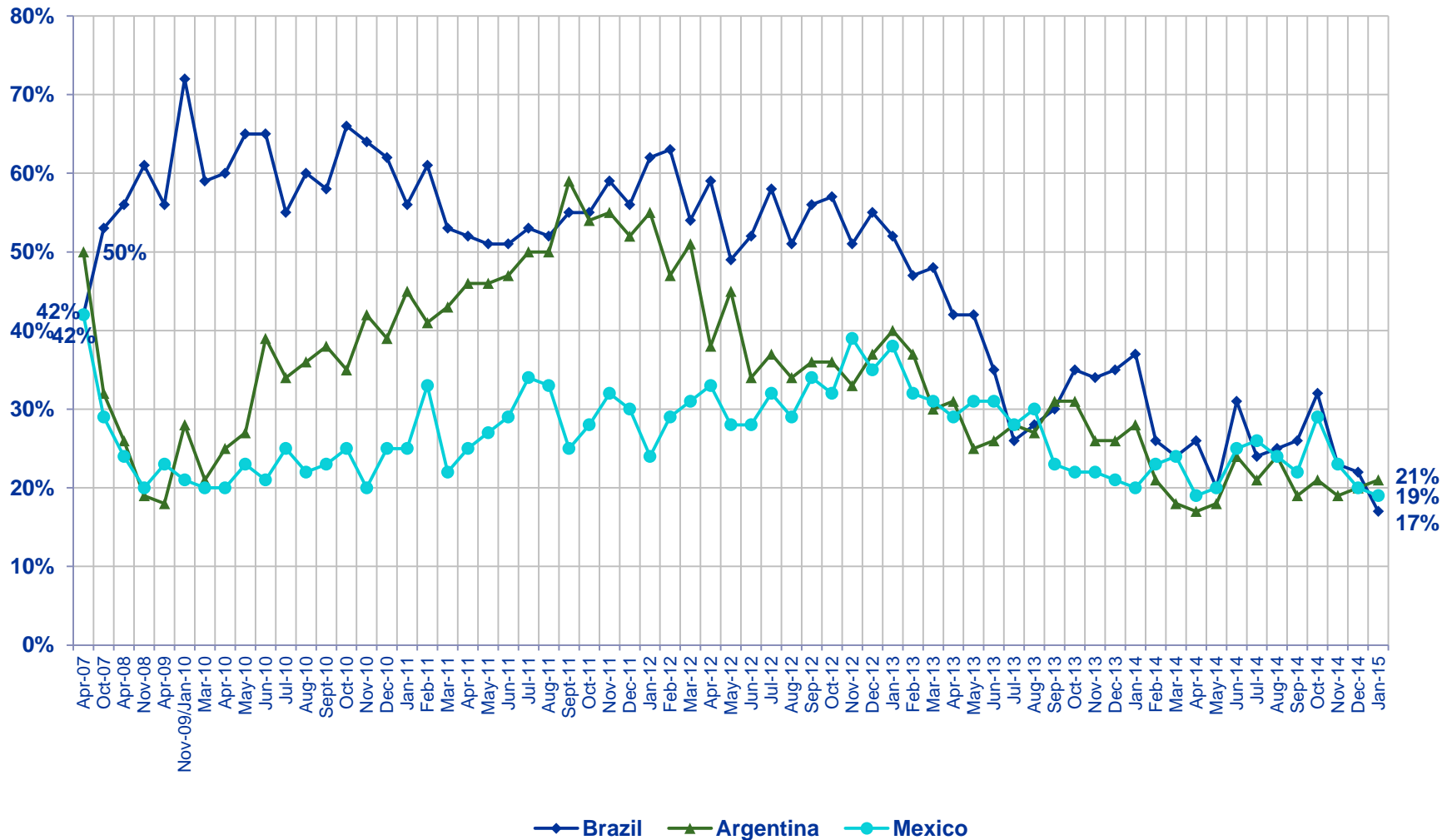Is it very good, somewhat good, somewhat bad or very bad?

BRIC Countries
Assessing the Current Economic Situation

Very Good / Somewhat Good
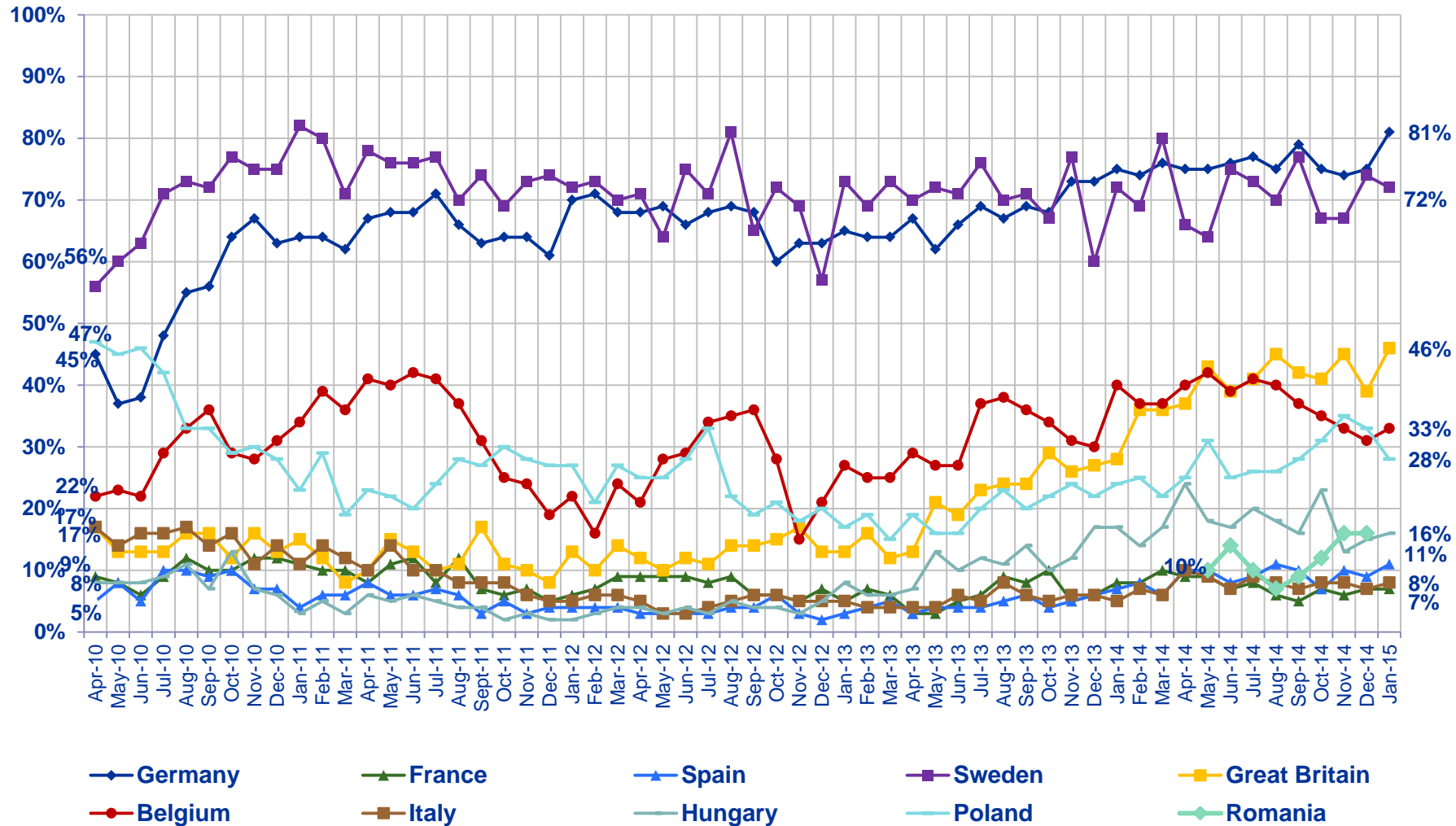
Legend: Brazil, Russia, India, China

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

Very Good / Somewhat Good

Legend: Turkey, Saudi Arabia, South Africa, Egypt

Key values shown: 73%, 38%, 35%, 64%, 87%, 67%, 45%, 26%

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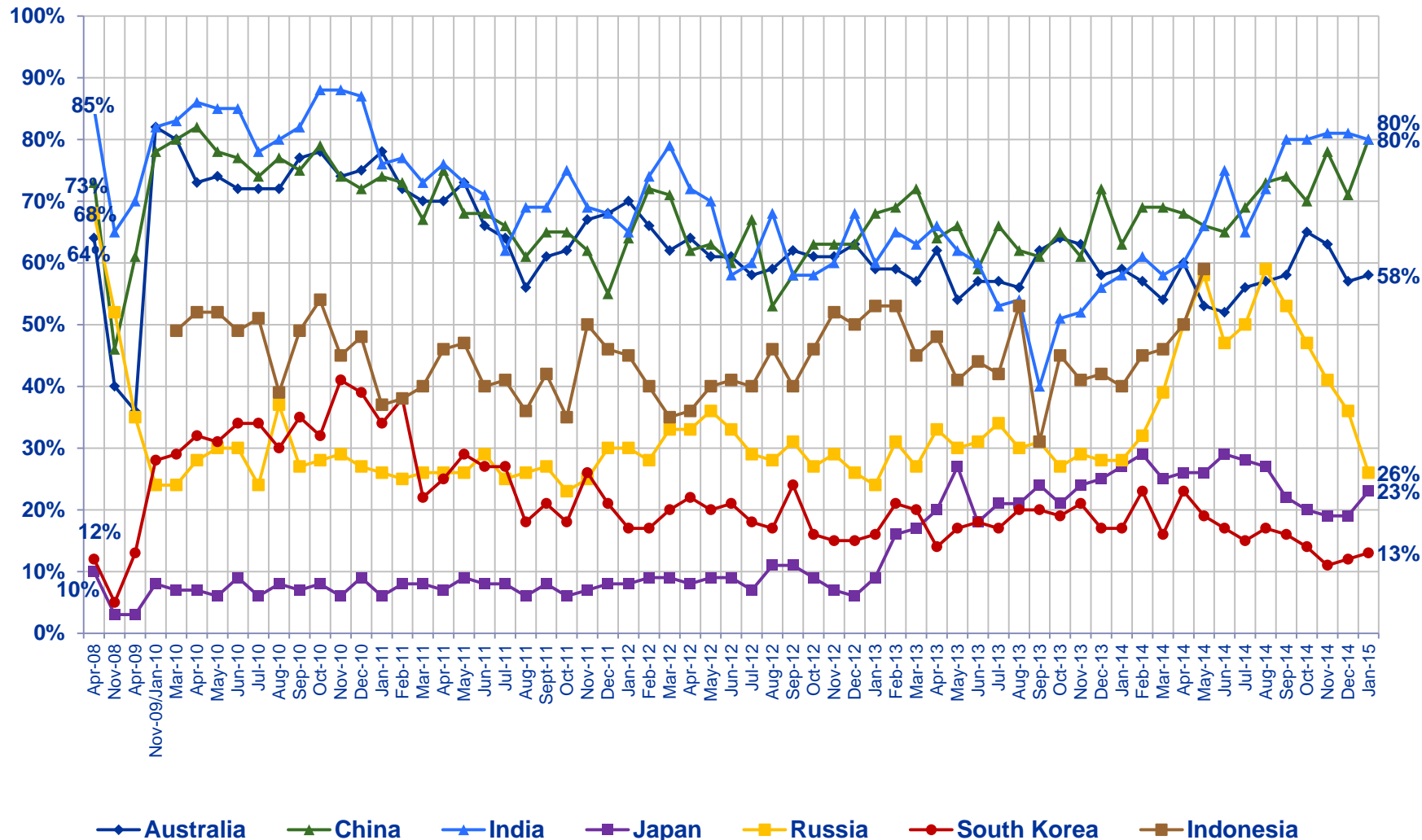Is it very good, somewhat good, somewhat bad or very bad?
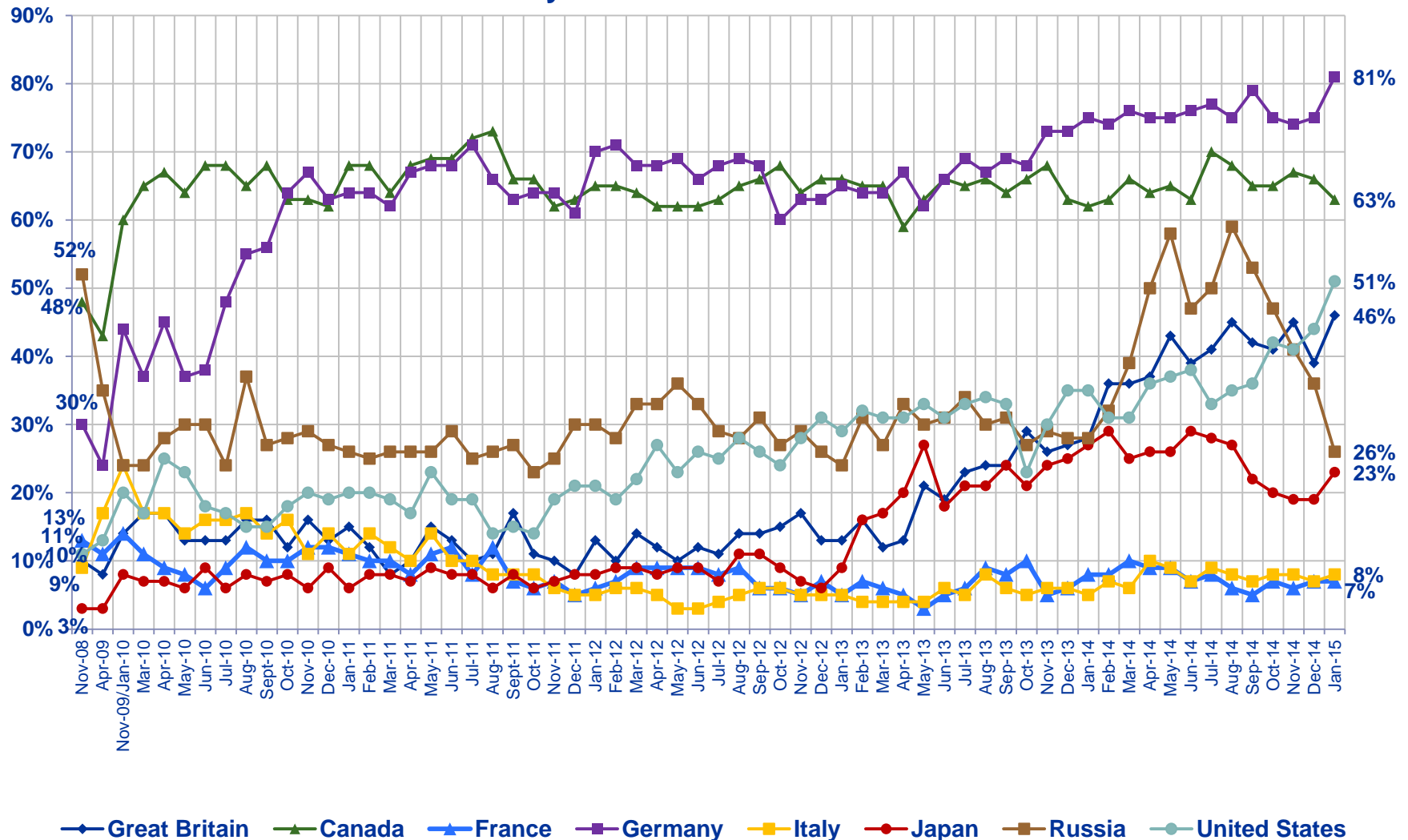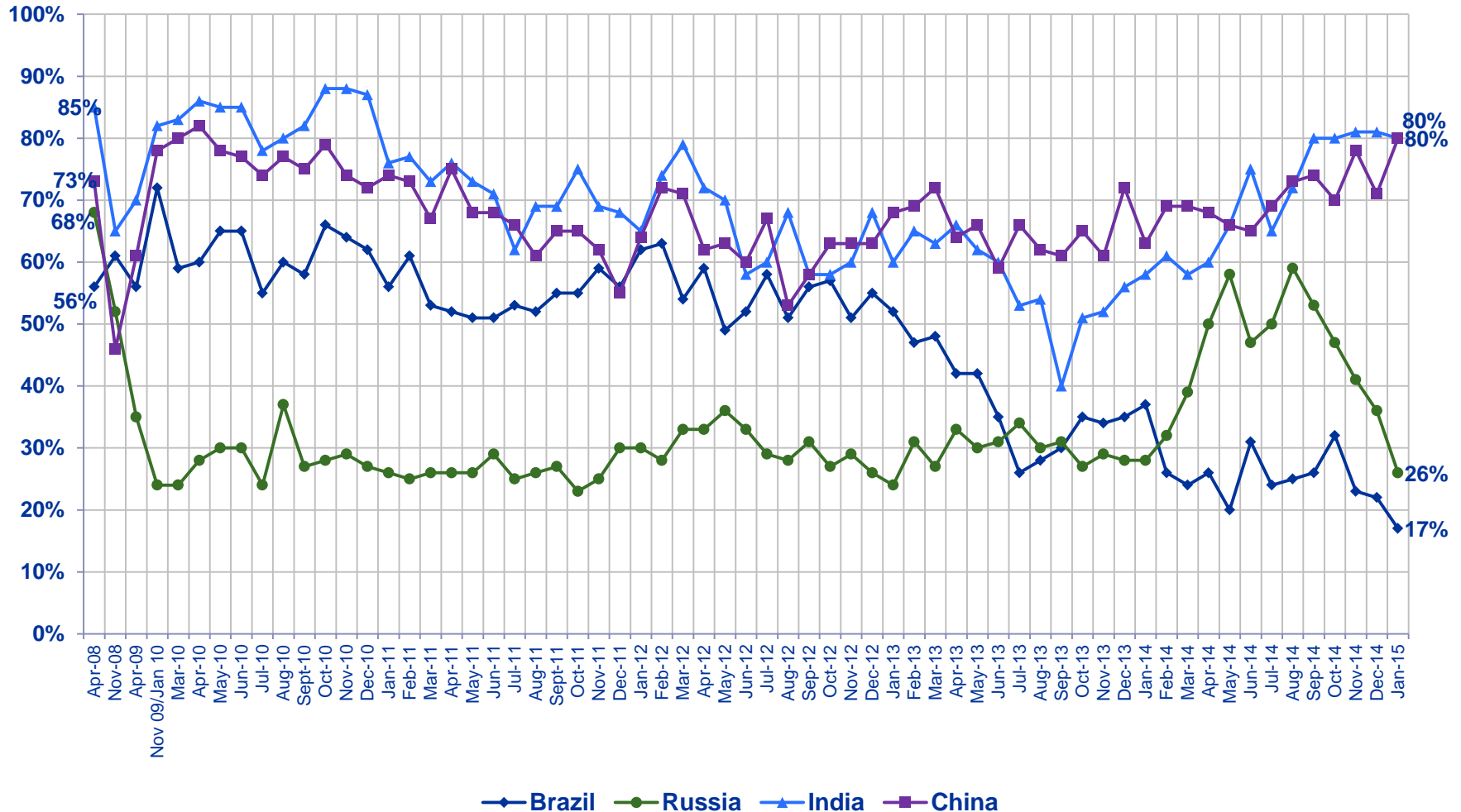
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The Economic Pulse

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❷ Assessing The Economy…

…In Their Local Area

Citizen Consumers Who Say The Economy In Their Local Area is Strong…
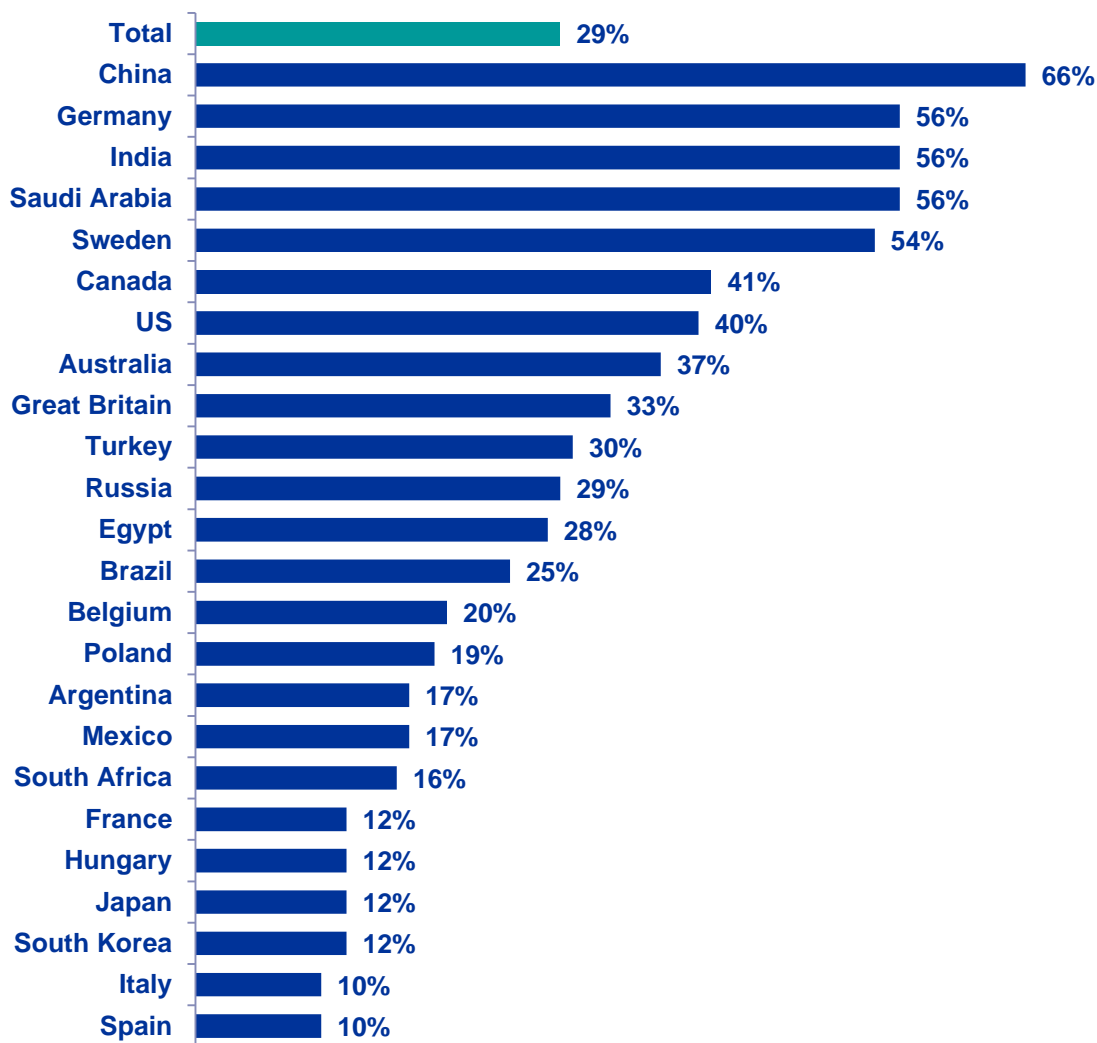
% Strong (Top 3: 5-6-7)

Country	%
Total	29%
China	66%
Germany	56%
India	56%
Saudi Arabia	56%
Sweden	54%
Canada	41%
US	40%
Australia	37%
Great Britain	33%
Turkey	30%
Russia	29%
Egypt	28%
Brazil	25%
Belgium	20%
Poland	19%
Argentina	17%
Mexico	17%
South Africa	16%
France	12%
Hungary	12%
Japan	12%
South Korea	12%
Italy	10%
Spain	10%

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)

Data points (left to right): 29% 30% 30% 30% 31% 30% 30% 31% 29% 30% 30% 30% 31% 29% 30% 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% 28% 28% 28% 29% 29% 29% 28% 29%

Months (left to right): Jul/10, Aug/10, Sept/10, Oct/10, Nov/10, Dec/10, Jan/11, Feb/11, Mra/11, Apr/11, May/11, Jun/11, Jul/11, Aug/11, Sept/11, 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, Jun/14, Jul/14, Aug/14, Sep/14, Oct/14, Nov/14, Dec/14, Jan/15

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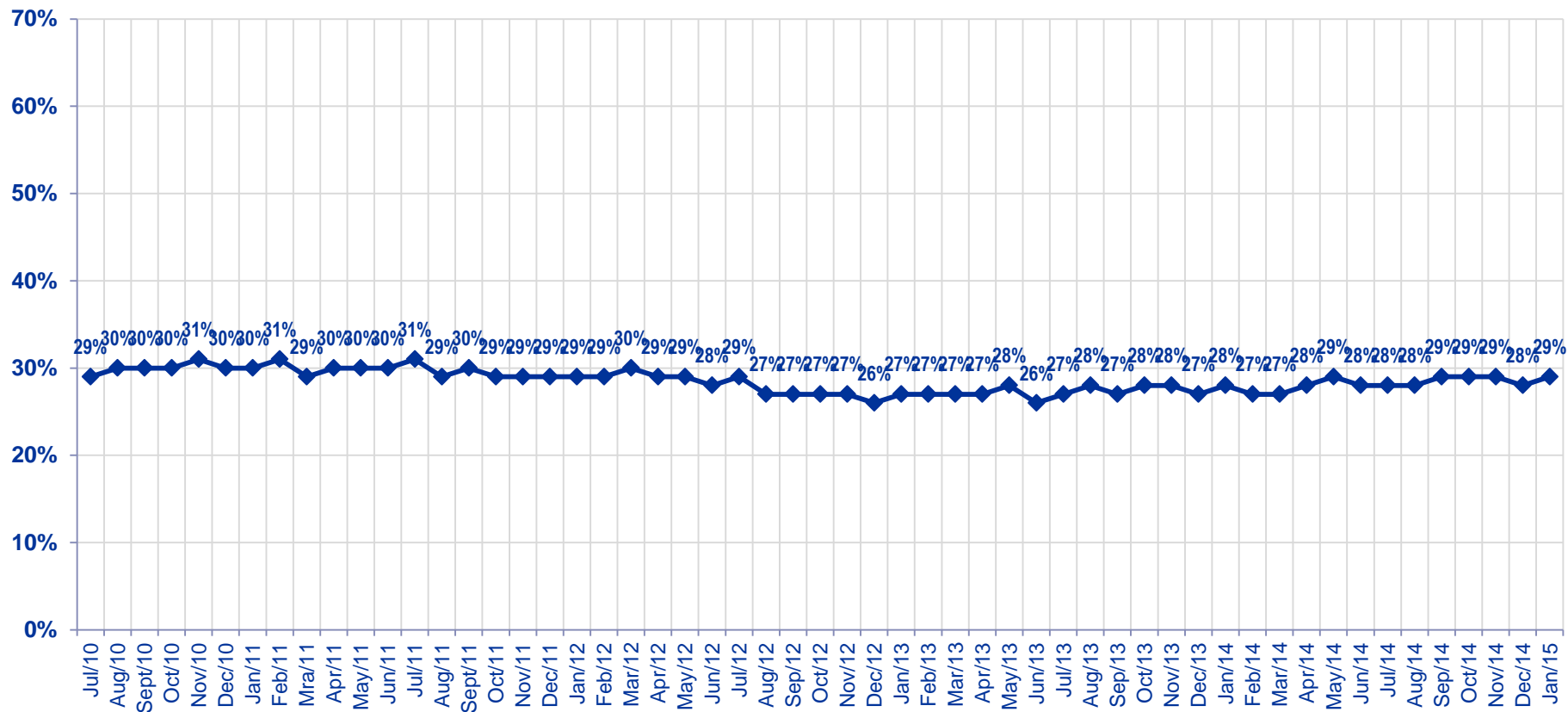
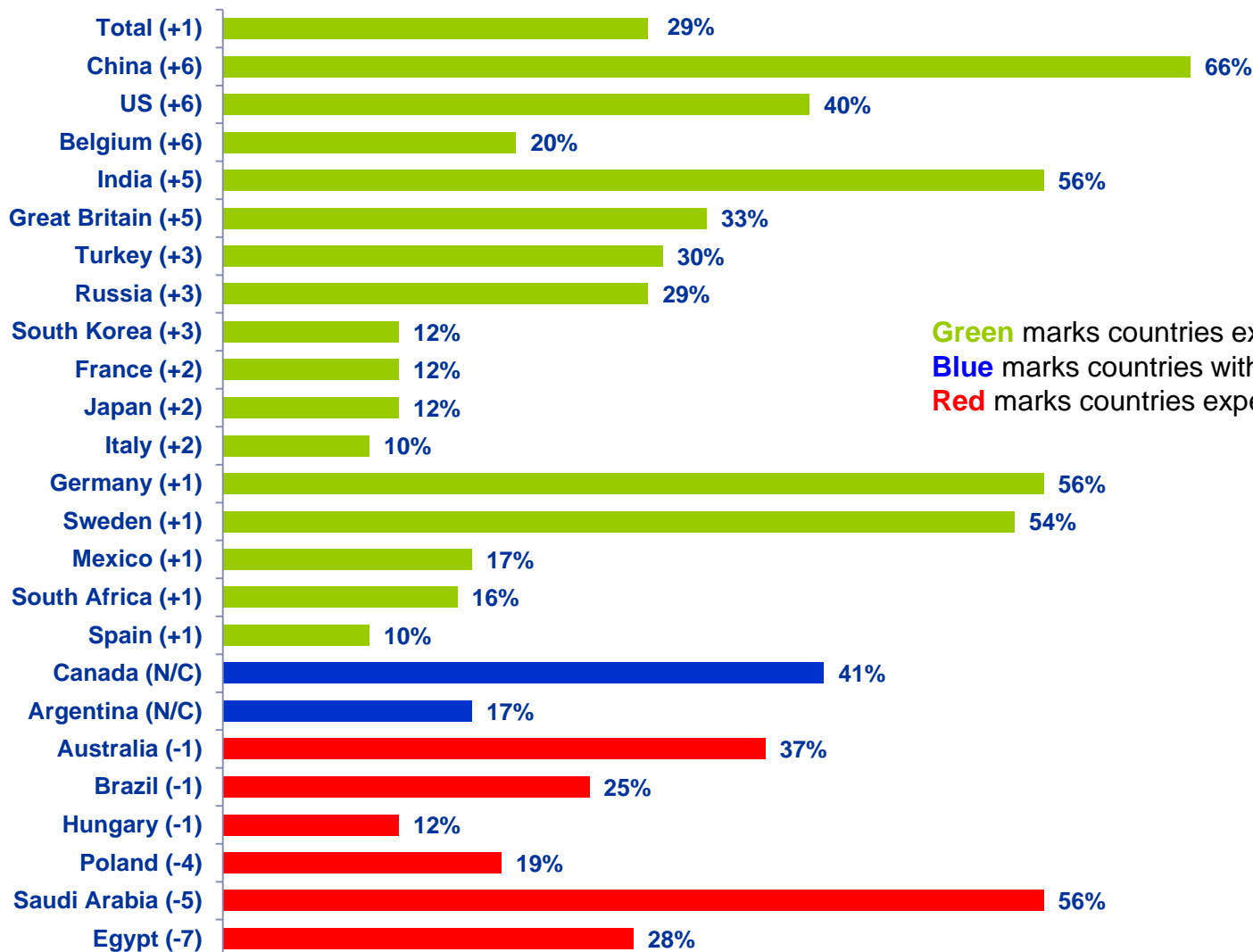# Citizen Consumers Who Say The Economy In Their Local Area is Strong

% Strong (Top 3 5-6-7)

	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	Nov '14	Dec '14	Jan '15
Total	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%	29%	29%	28%	29%
Argentina	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%	21%	17%	17%
Australia	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%	40%	38%	37%
Belgium	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%	22%	14%	20%
Brazil	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%	29%	26%	25%
Canada	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%	47%	41%	41%
China	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%	63%	60%	66%
Egypt																							12%	19%	18%	14%		30%	24%	23%	24%	25%	26%	35%	28%
France	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%	12%	10%	12%
Germany	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%	52%	55%	56%
Great Britain	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%	33%	28%	33%
Hungary	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%	14%	13%	12%
India	56%	54%	50%	51%	46%	48%	43%	41%	44%	45%	39%	39%	41%	36%	40%	38%	36%	34%	27%	32%	32%	36%	34%	37%	35%	38%	43%	47%	44%	47%	52%	53%	53%	51%	56%
Italy	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%	10%	8%	10%
Japan	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%	10%	10%	12%
Mexico	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%	18%	16%	17%
Poland	22%	20%	23%	20%	24%	18%	16%	18%	17%	16%	14%	15%	14%	16%	13%	16%	14%	14%	19%	16%	18%	22%	18%	16%	21%	19%	23%	21%	19%	21%	23%	22%	24%	23%	19%
Romania																											12%	12%	14%	8%	10%	13%	10%	17%	
Russia	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%	27%	26%	29%
Saudi Arabia	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%	61%	61%	56%
South Africa	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%	19%	15%	16%
South Korea	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%	13%	9%	12%
Spain	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%	8%	9%	9%	9%	10%
Sweden	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%	47%	53%	54%
Turkey	37%	41%	40%	40%	38%	37%	35%	32%	36%	35%	35%	34%	37%	40%	36%	36%	38%	35%	35%	37%	36%	37%	31%	31%	30%	37%	35%	36%	33%	39%	33%	36%	35%	27%	30%
United States	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%	35%	34%	40%

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%
China (+6)	66%
US (+6)	40%
Belgium (+6)	20%
India (+5)	56%
Great Britain (+5)	33%
Turkey (+3)	30%
Russia (+3)	29%
South Korea (+3)	12%
France (+2)	12%
Japan (+2)	12%
Italy (+2)	10%
Germany (+1)	56%
Sweden (+1)	54%
Mexico (+1)	17%
South Africa (+1)	16%
Spain (+1)	10%
Canada (N/C)	41%
Argentina (N/C)	17%
Australia (-1)	37%
Brazil (-1)	25%
Hungary (-1)	12%
Poland (-4)	19%
Saudi Arabia (-5)	56%
Egypt (-7)	28%

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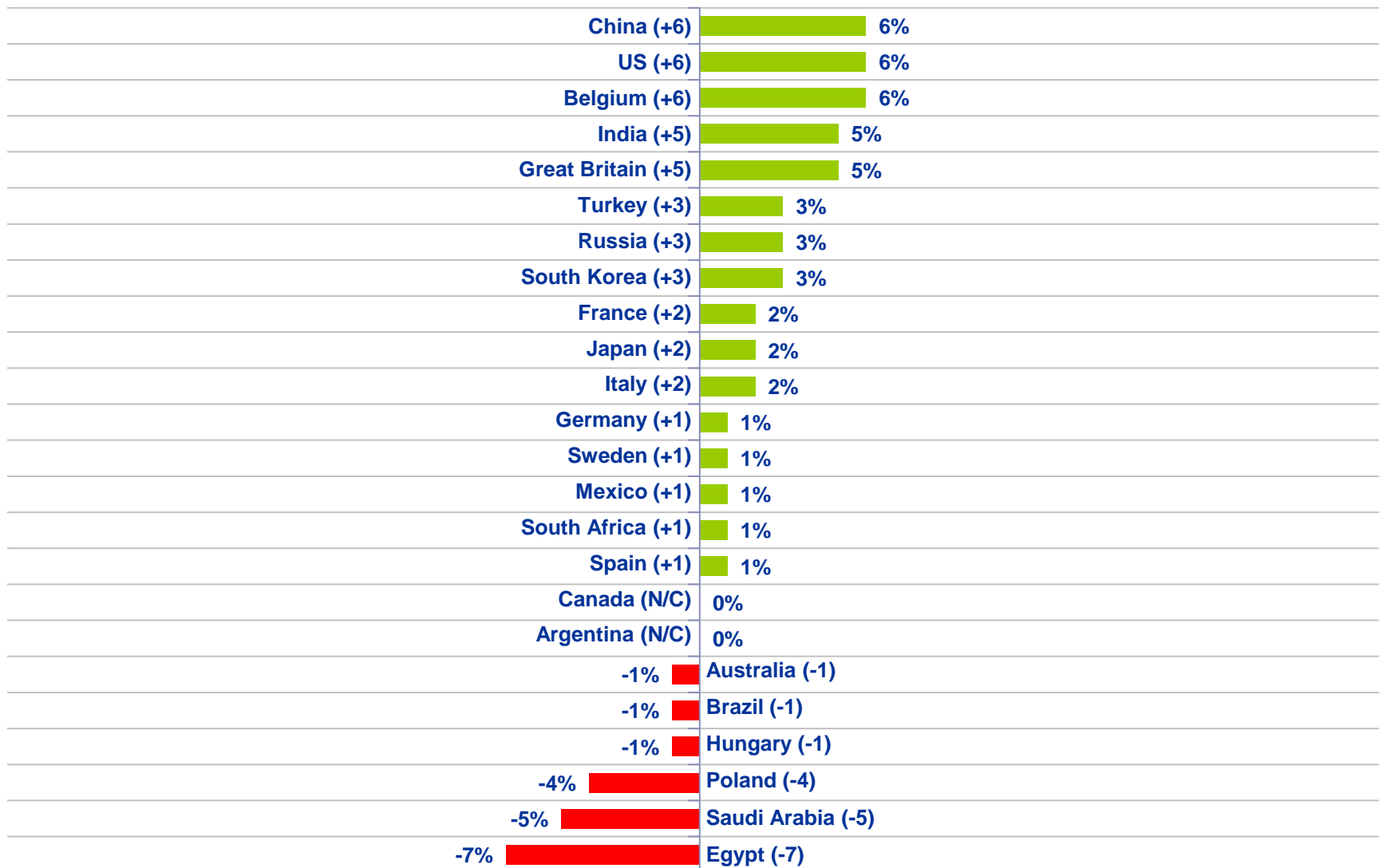
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy…

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

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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.
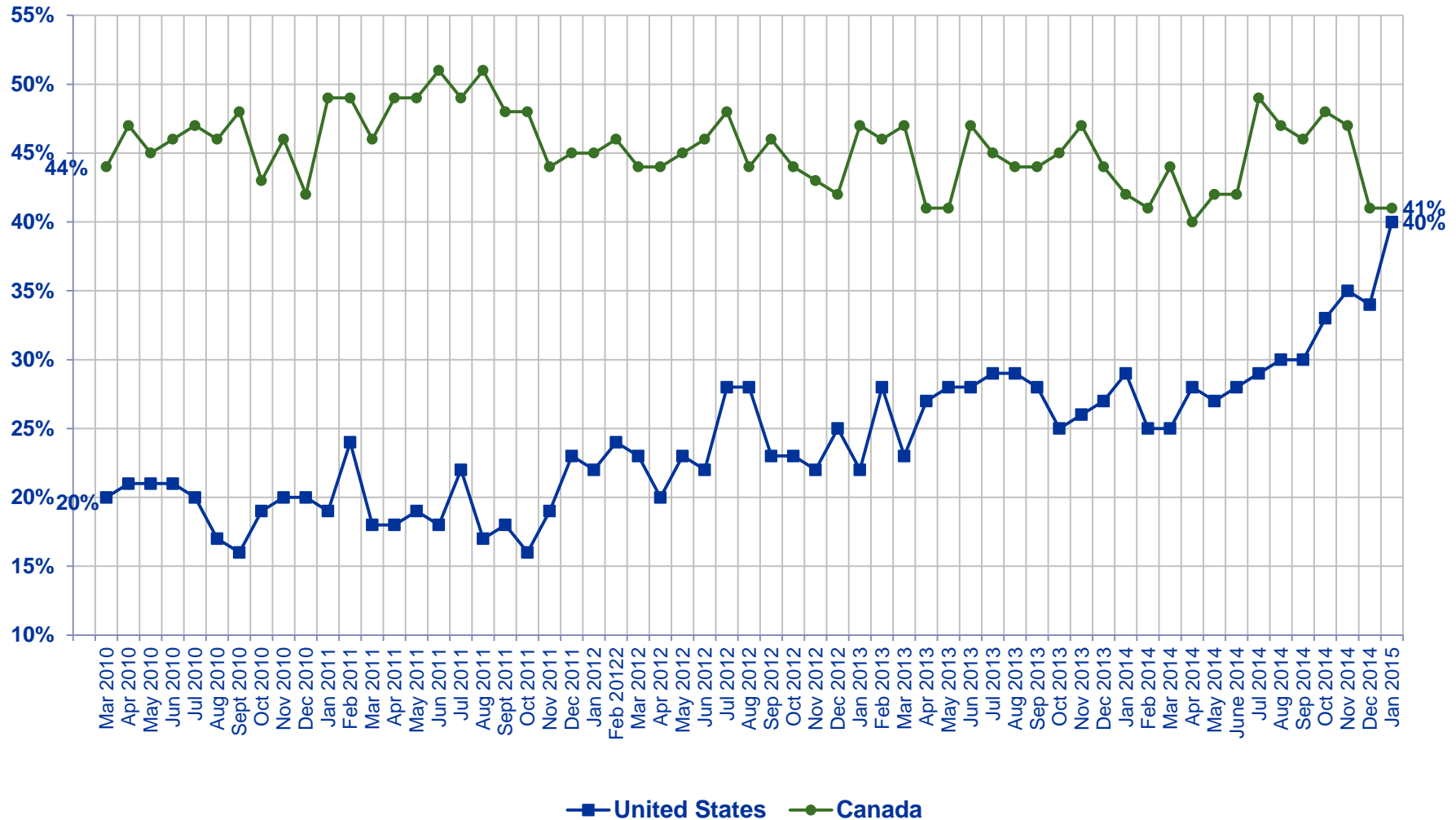
North American Countries
Assess the Strength of Their Local Economy

▲4

% Strong (Top 3 5-6-7)

United States ● **Canada**

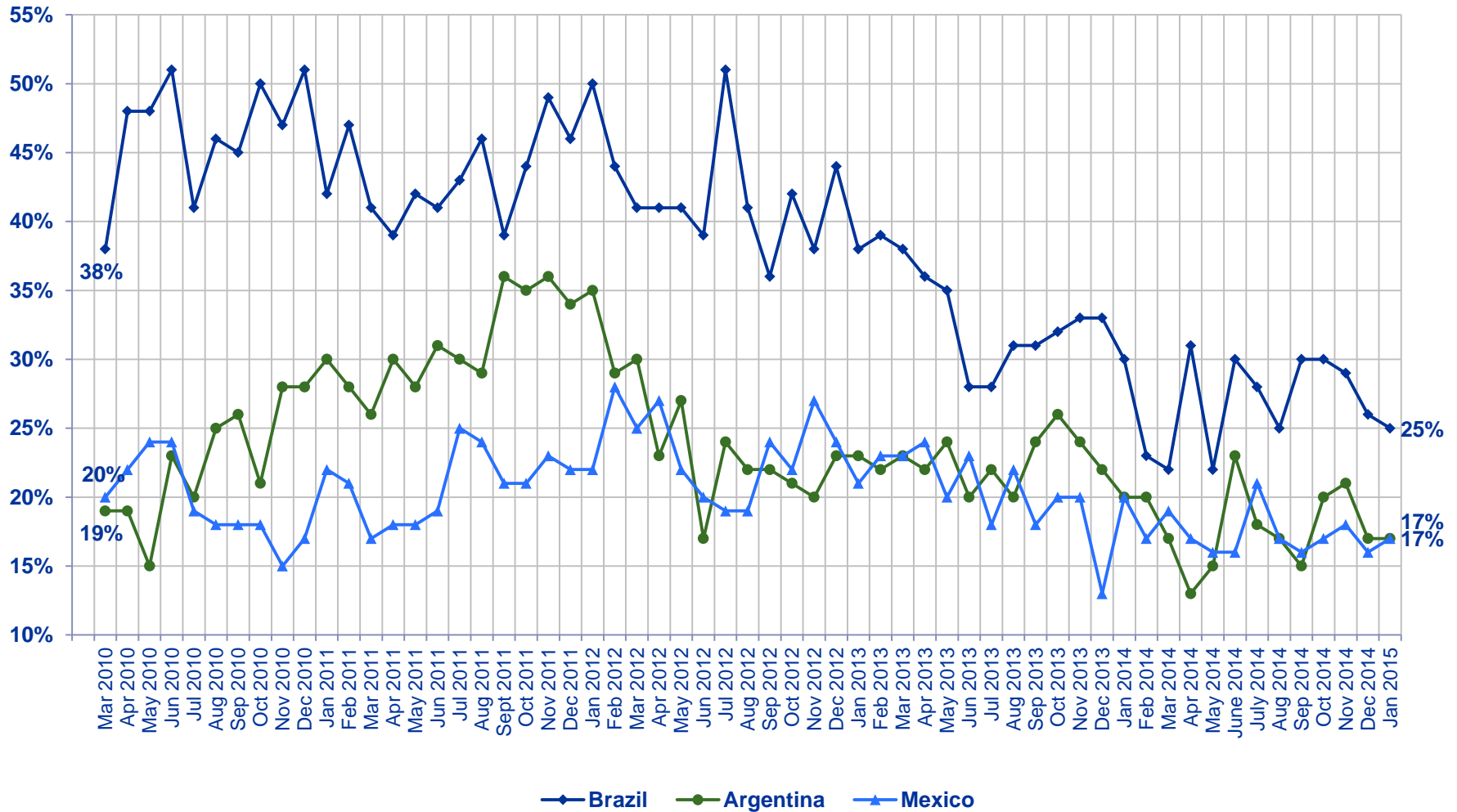**Rate the current state of the economy in your local area** using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

LATAM Countries
Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)
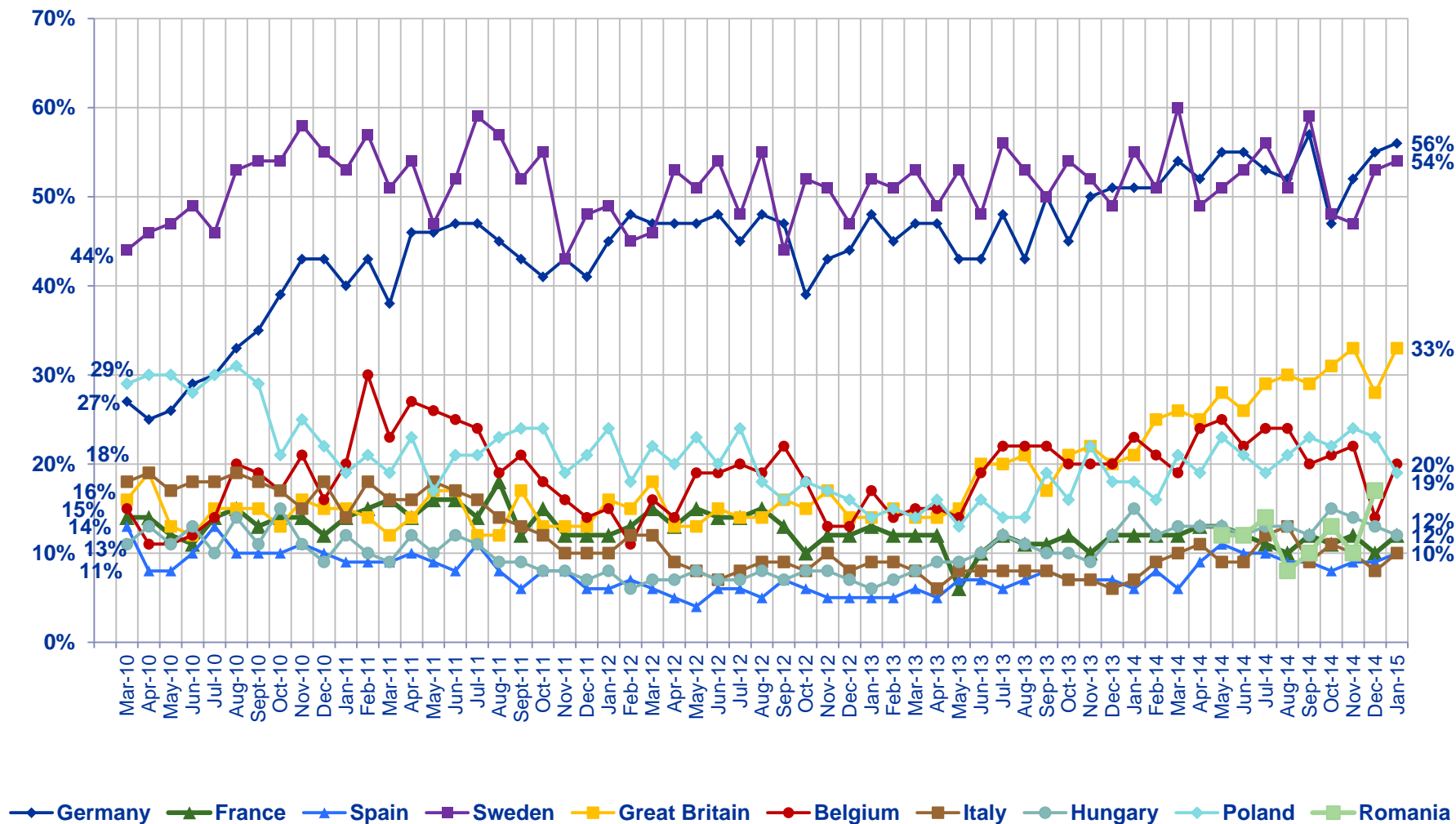

Brazil   **Argentina**   **Mexico**

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.

European Countries
Assess the Strength of Their Local Economy

▲2

% Strong (Top 3 5-6-7)

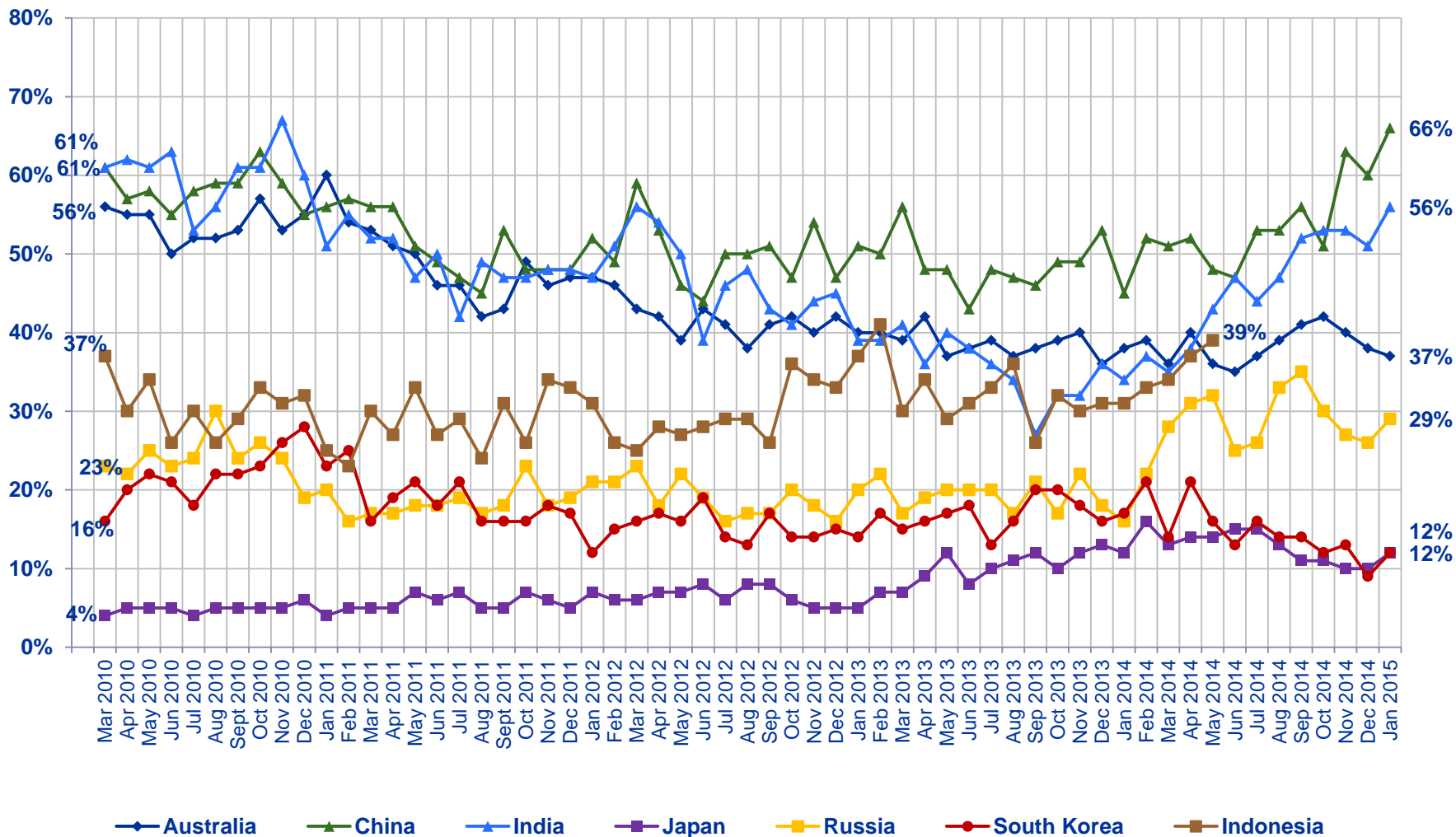Legend: Germany, France, Spain, Sweden, Great Britain, Belgium, Italy, Hungary, Poland, Romania

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

▲3

% 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

▲2

% 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.
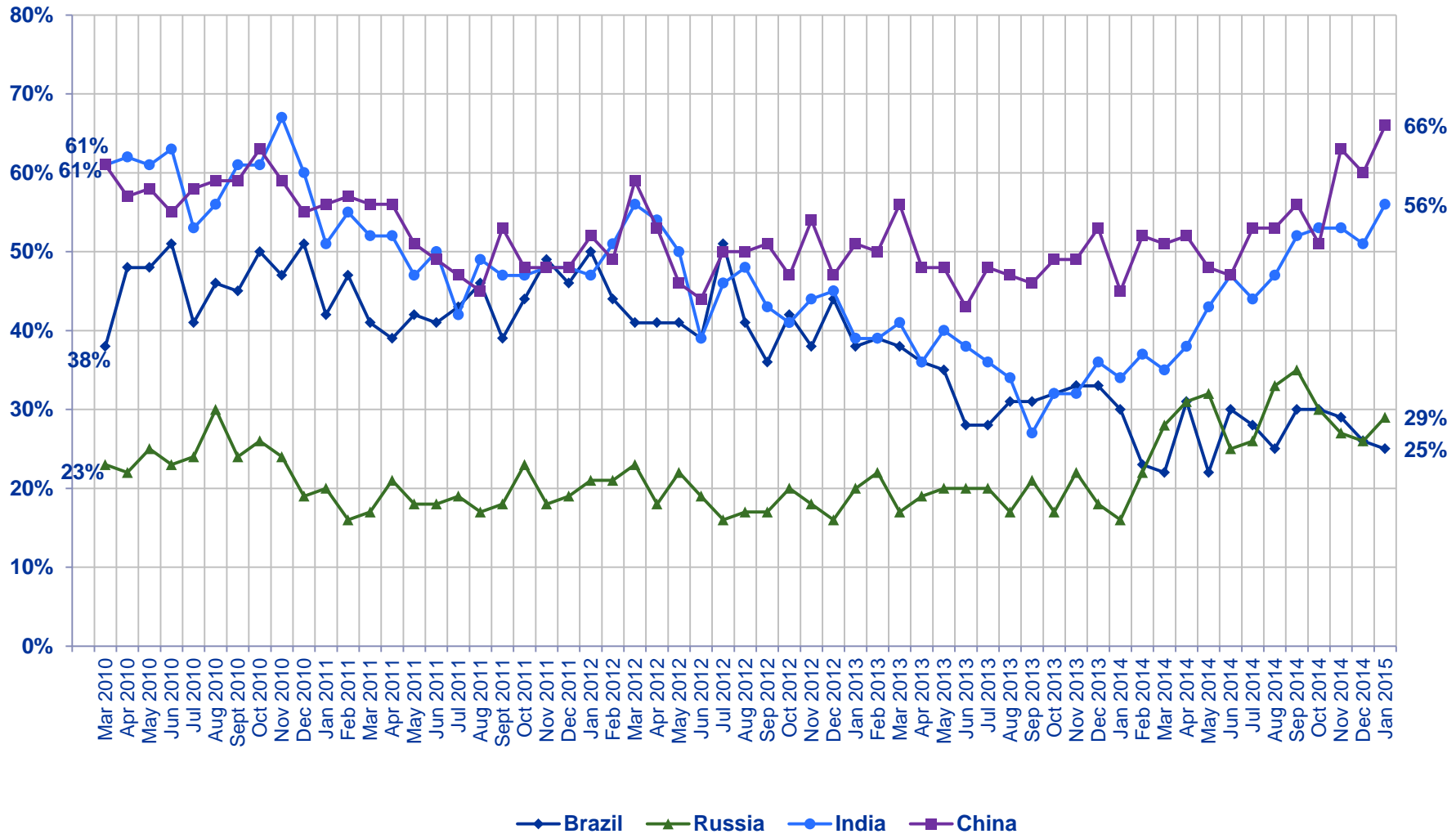
BRIC Countries
Assess the Strength of Their Local Economy

% 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

▼2

% Strong (Top 3 5-6-7)

Legend: Turkey, Saudi Arabia, South Africa, Egypt

Right-axis labels: 56%, 30%, 28%, 16%
Left-axis labels: 49%, 29%, 26%, and 12% annotation

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.
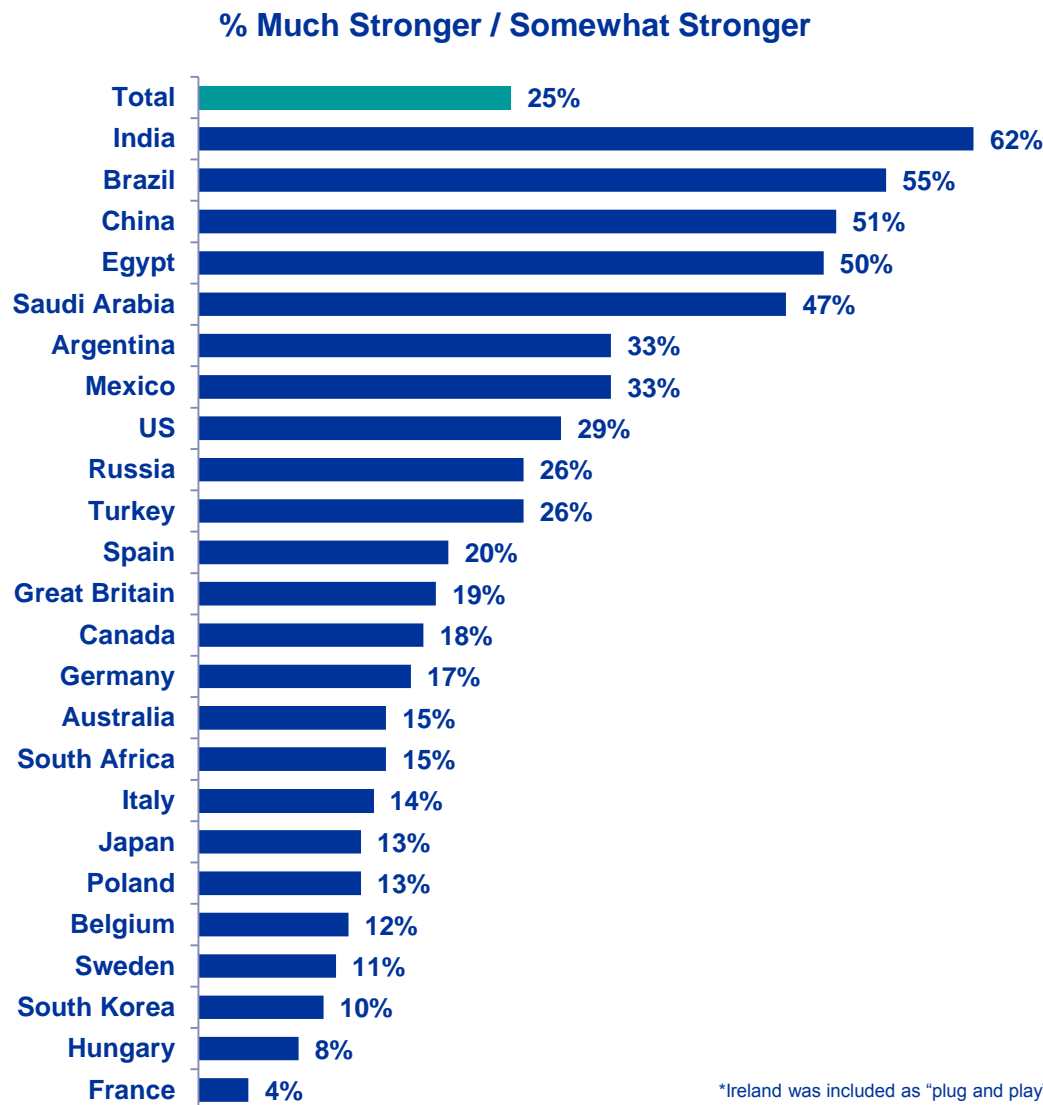
❸ Assessing the Strength of The Local Economy…

…Six Months From Now

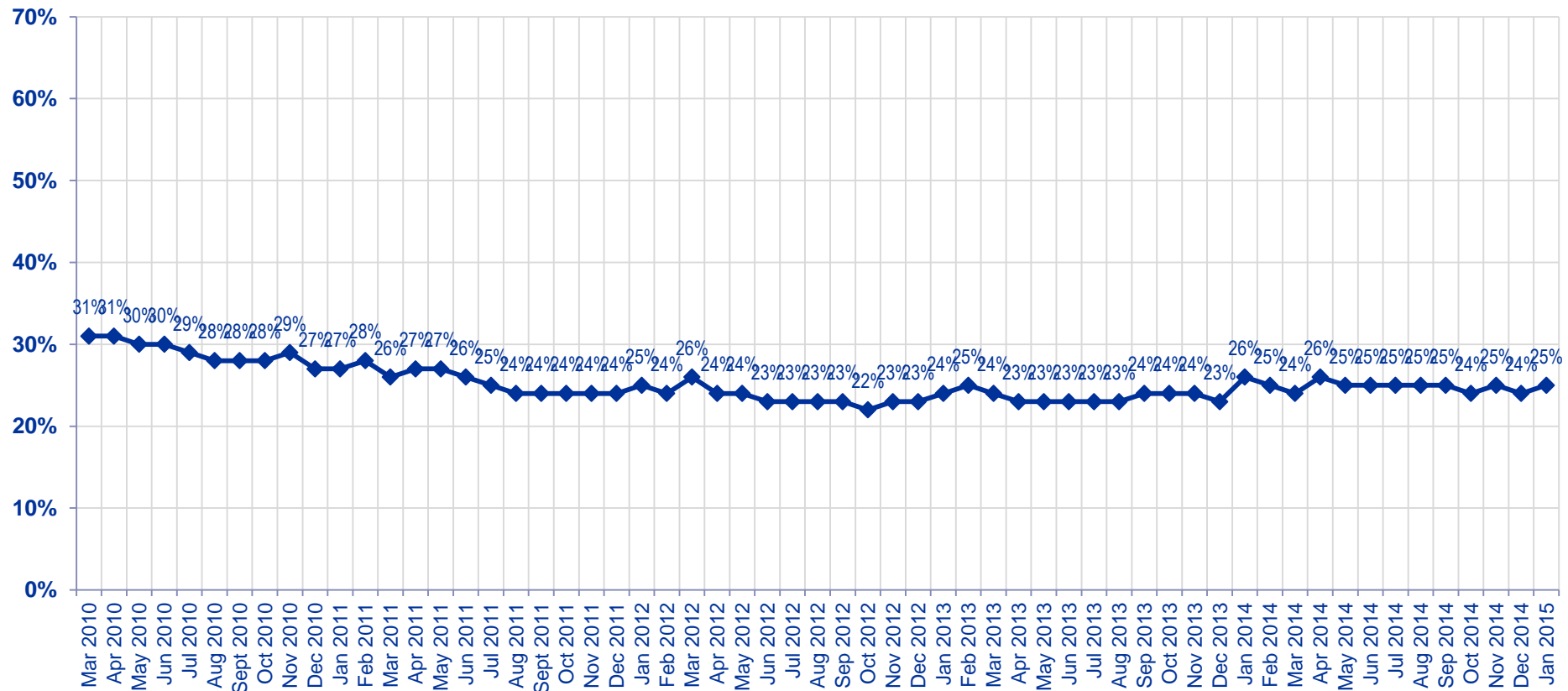# Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months…

% Much Stronger / Somewhat Stronger

Country	%
Total	25%
India	62%
Brazil	55%
China	51%
Egypt	50%
Saudi Arabia	47%
Argentina	33%
Mexico	33%
US	29%
Russia	26%
Turkey	26%
Spain	20%
Great Britain	19%
Canada	18%
Germany	17%
Australia	15%
South Africa	15%
Italy	14%
Japan	13%
Poland	13%
Belgium	12%
Sweden	11%
South Korea	10%
Hungary	8%
France	4%

*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?

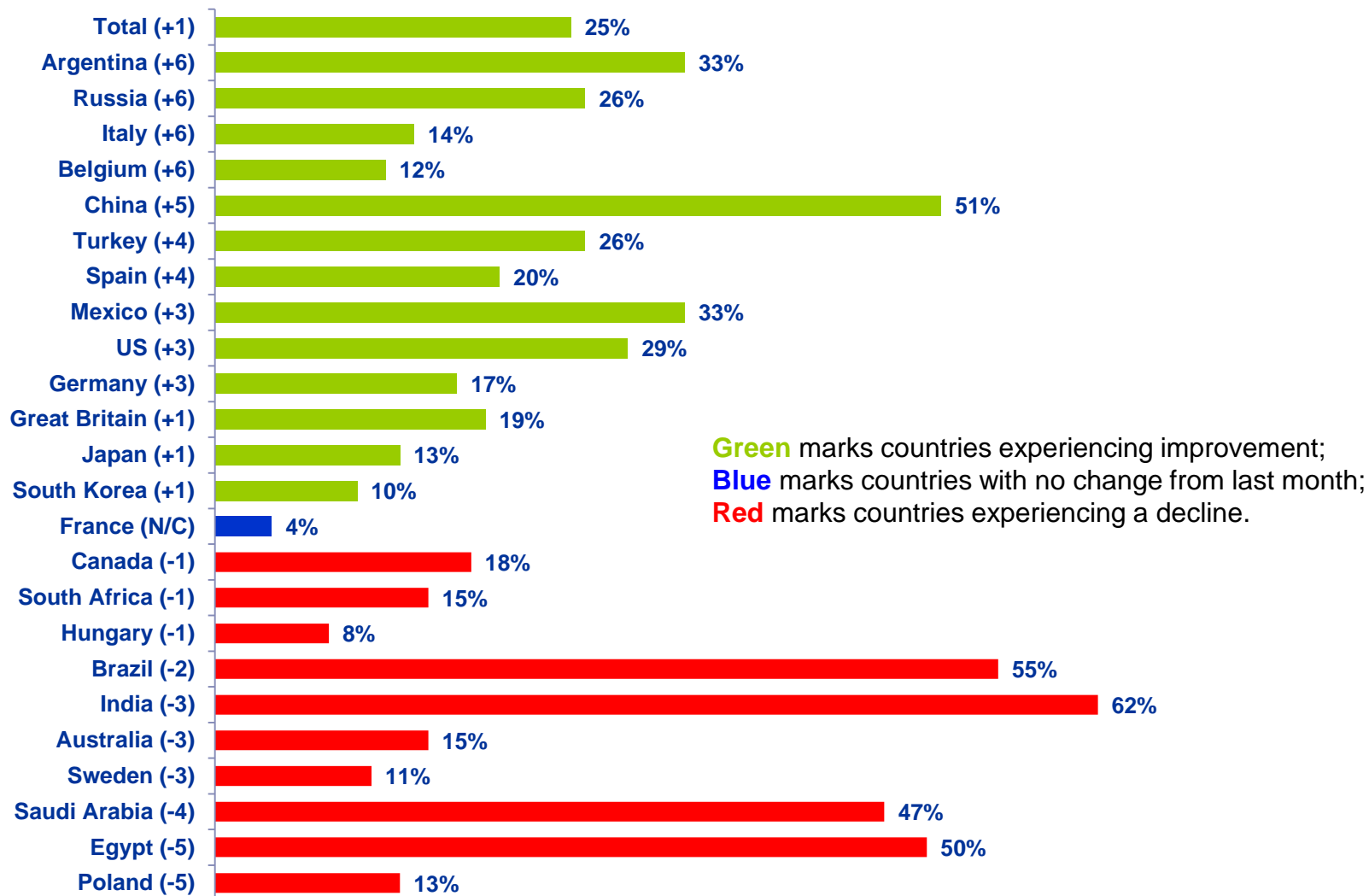**Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months** ▲1

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?

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

% Much Stronger/Somewhat Stronger

	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	Nov '14	Dec '14	Jan '15
Total	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%	25%	24%	25%
Argentina	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%	34%	27%	33%
Australia	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%	17%	18%	15%
Belgium	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%	11%	6%	12%
Brazil	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%	58%	57%	55%
Canada	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%	18%	19%	18%
China	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%	53%	46%	51%
Egypt																							61%	49%	33%	41%		67%	50%	54%	52%	50%	46%	55%	50%
France	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%	4%	4%	4%
Germany	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%	15%	14%	17%
Great Britain	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%	19%	18%	19%
Hungary	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%	11%	9%	8%
India	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%	71%	65%	62%
Italy	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%	16%	15%	15%	12%	10%	10%	9%	8%	8%	14%
Japan	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%	10%	12%	13%
Mexico	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%	31%	30%	33%
Poland	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%	18%	18%	13%
Romania																											17%	16%	17%	13%	12%	12%	23%	26%	
Russia	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%	19%	20%	26%
Saudi Arabia	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%	50%	51%	47%
South Africa	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%	20%	16%	15%
South Korea	11%	14%	15%	14%	13%	15%	16%	13%	12%	15%	19%	14%	17%	14%	14%	15%	17%	14%	17%	15%	18%	13%	13%	14%	15%	14%	18%	13%	10%	11%	12%	11%	10%	9%	10%
Spain	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%	17%	16%	20%
Sweden	17%	15%	10%	15%	10%	14%	16%	19%	12%	10%	9%	12%	15%	13%	10%	12%	9%	13%	13%	15%	13%	10%	13%	13%	15%	13%	20%	12%	12%	14%	13%	16%	16%	14%	11%
Turkey	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%	25%	22%	26%
United States	26%	25%	25%	24%	28%	28%	30%	25%	29%	24%	24%	25%	23%	24%	25%	23%	26%	25%	23%	22%	22%	23%	25%	21%	19%	23%	23%	21%	22%	23%	21%	27%	26%	26%	29%

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?
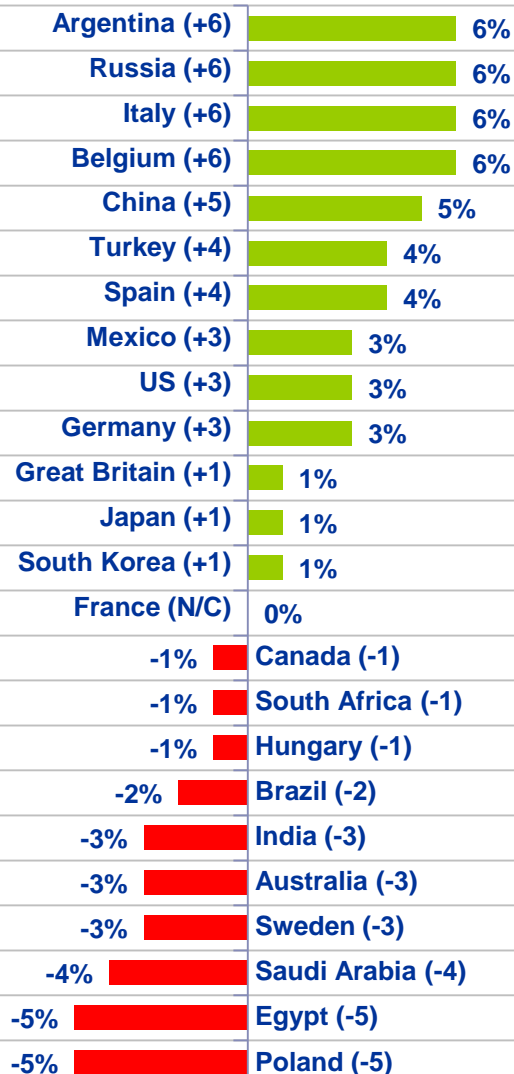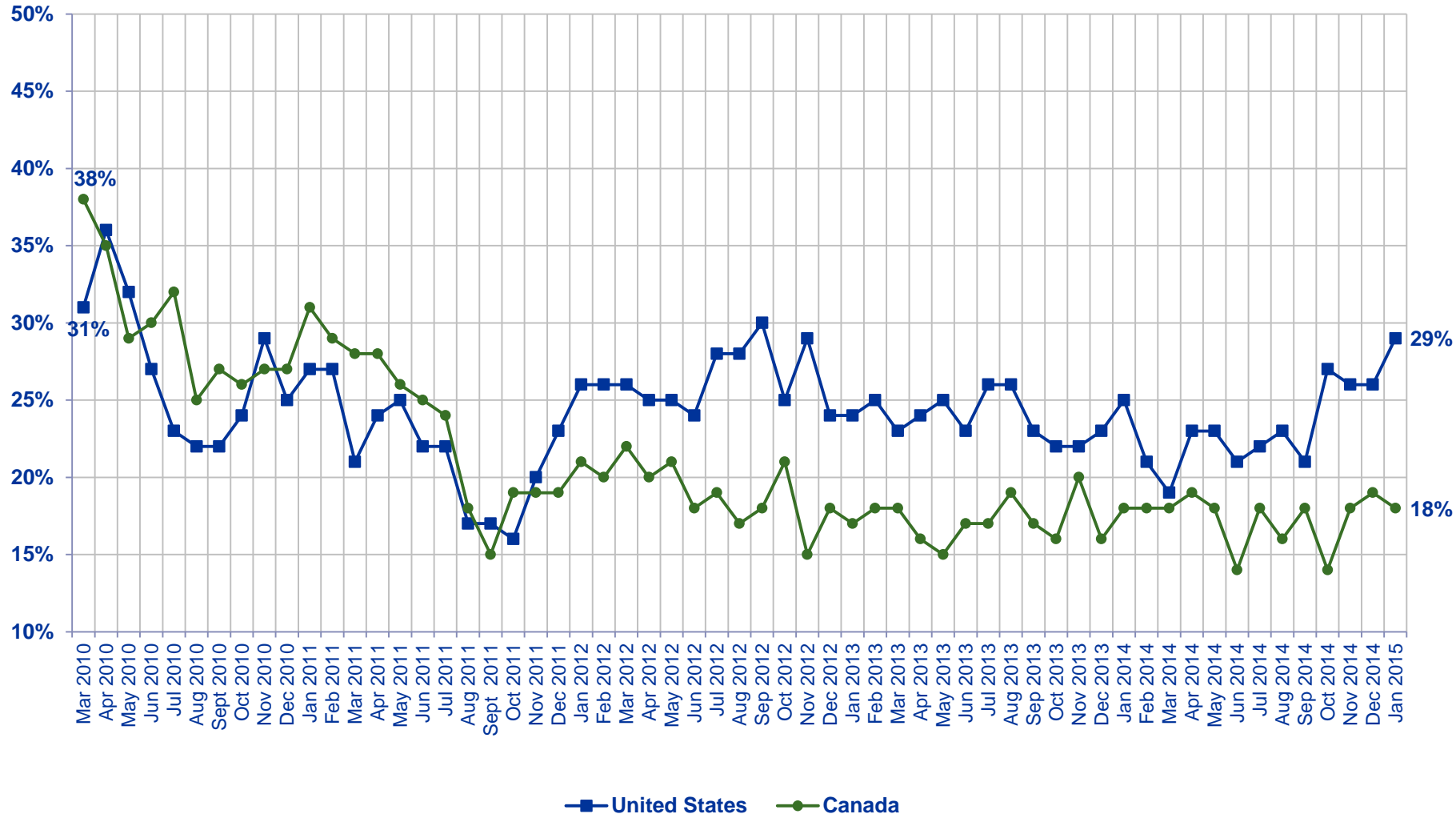
Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):
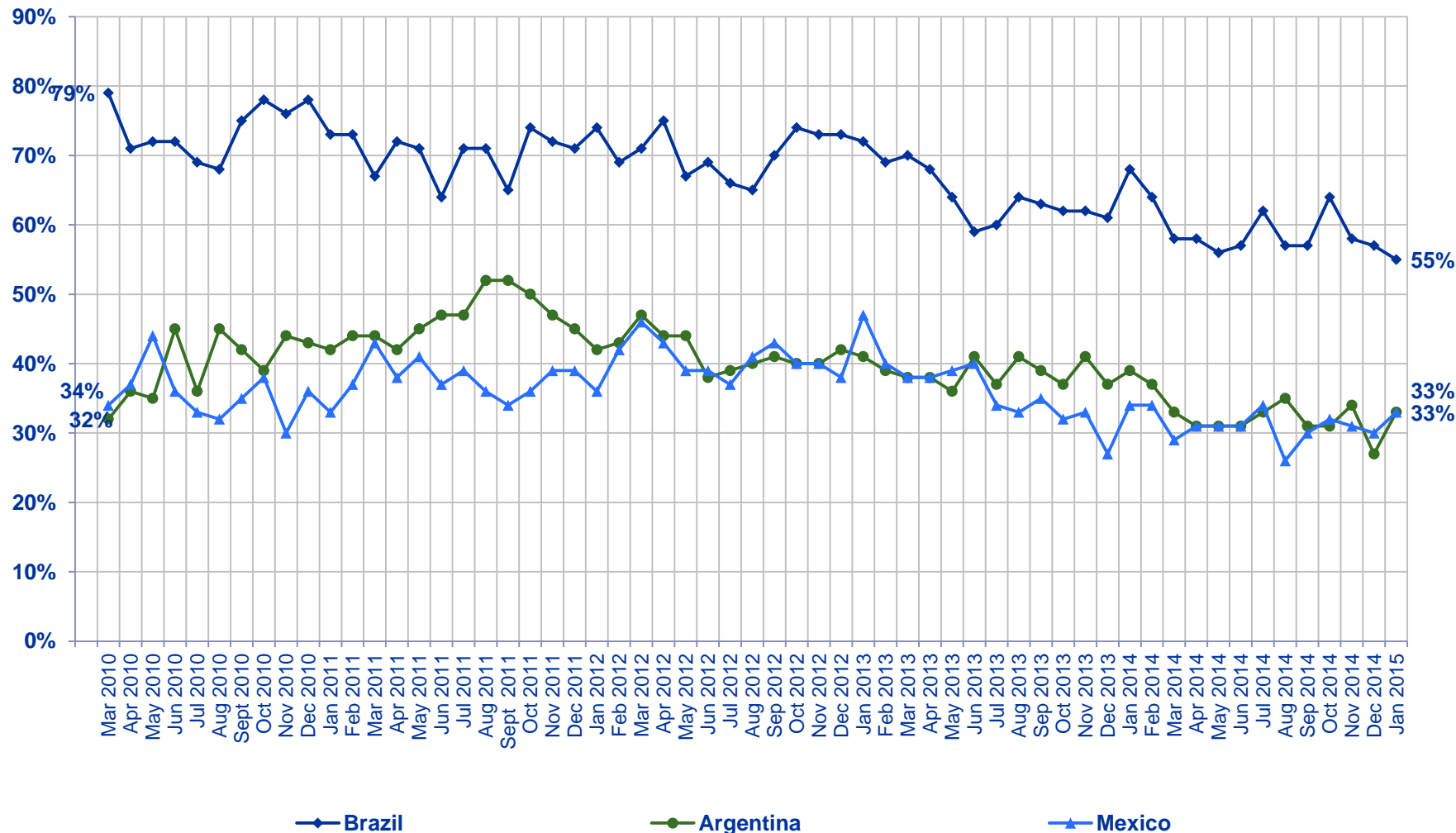
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

Country	Value
Total (+1)	25%
Argentina (+6)	33%
Russia (+6)	26%
Italy (+6)	14%
Belgium (+6)	12%
China (+5)	51%
Turkey (+4)	26%
Spain (+4)	20%
Mexico (+3)	33%
US (+3)	29%
Germany (+3)	17%
Great Britain (+1)	19%
Japan (+1)	13%
South Korea (+1)	10%
France (N/C)	4%
Canada (-1)	18%
South Africa (-1)	15%
Hungary (-1)	8%
Brazil (-2)	55%
India (-3)	62%
Australia (-3)	15%
Sweden (-3)	11%
Saudi Arabia (-4)	47%
Egypt (-5)	50%
Poland (-5)	13%

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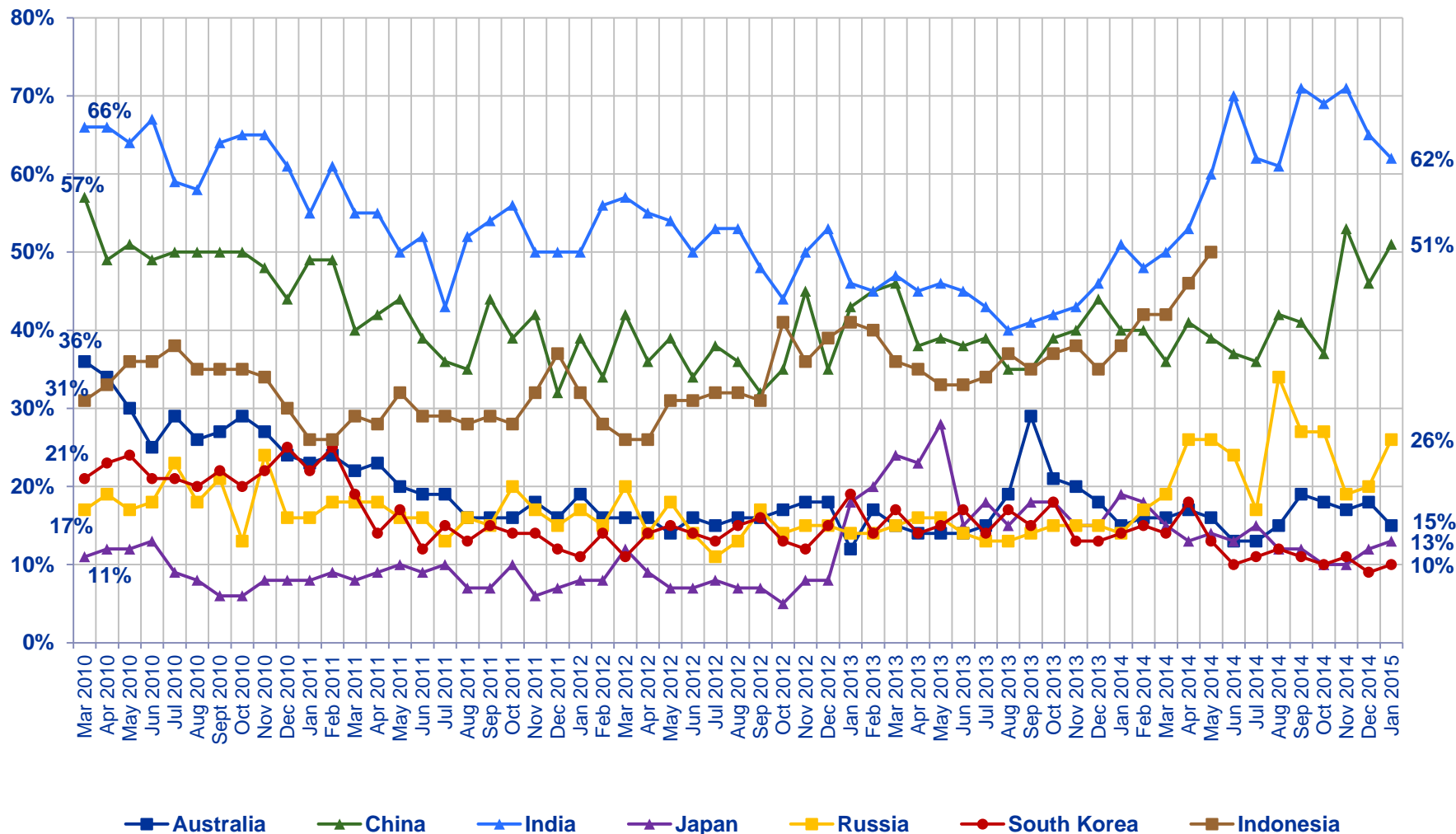
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

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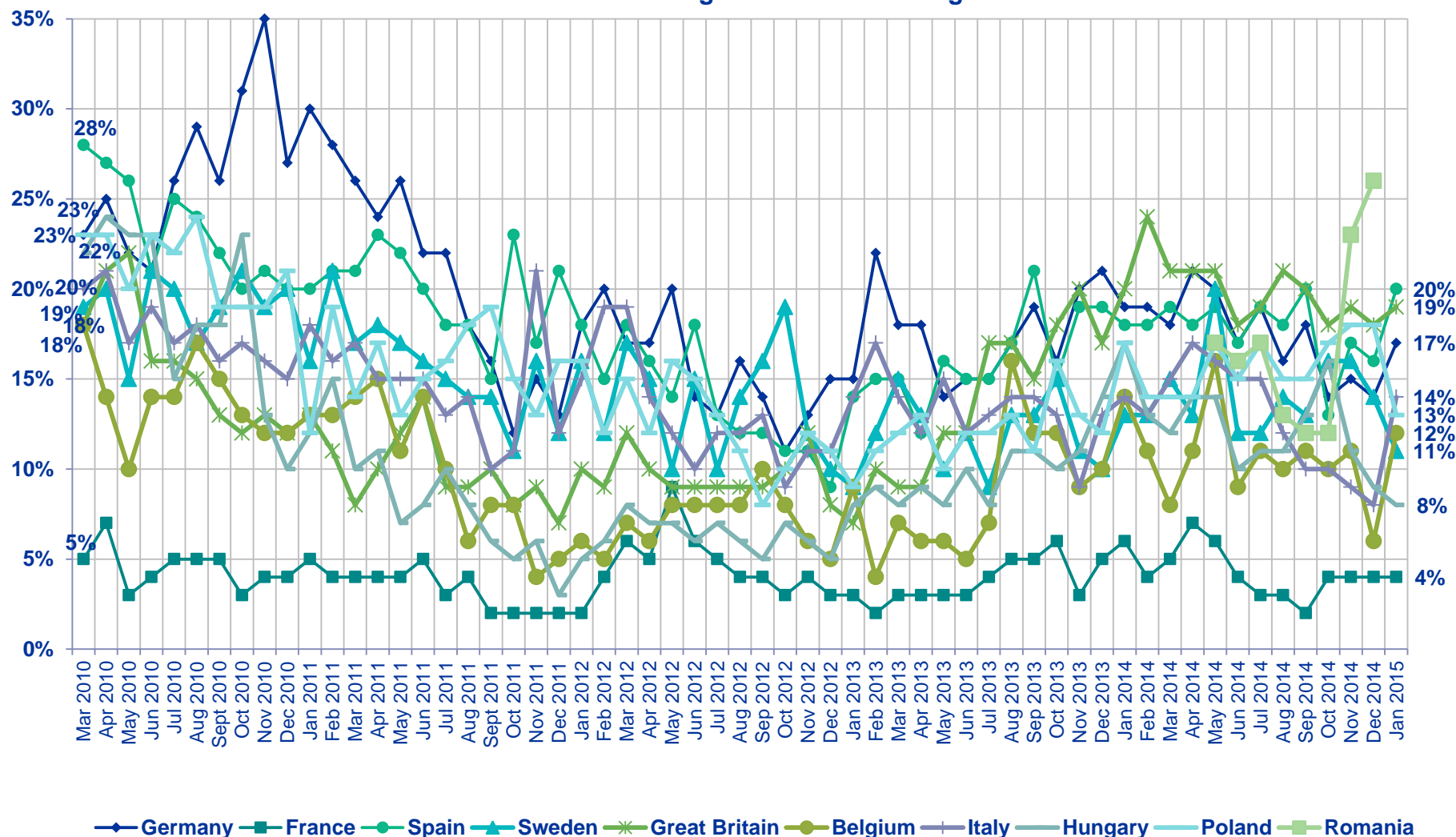
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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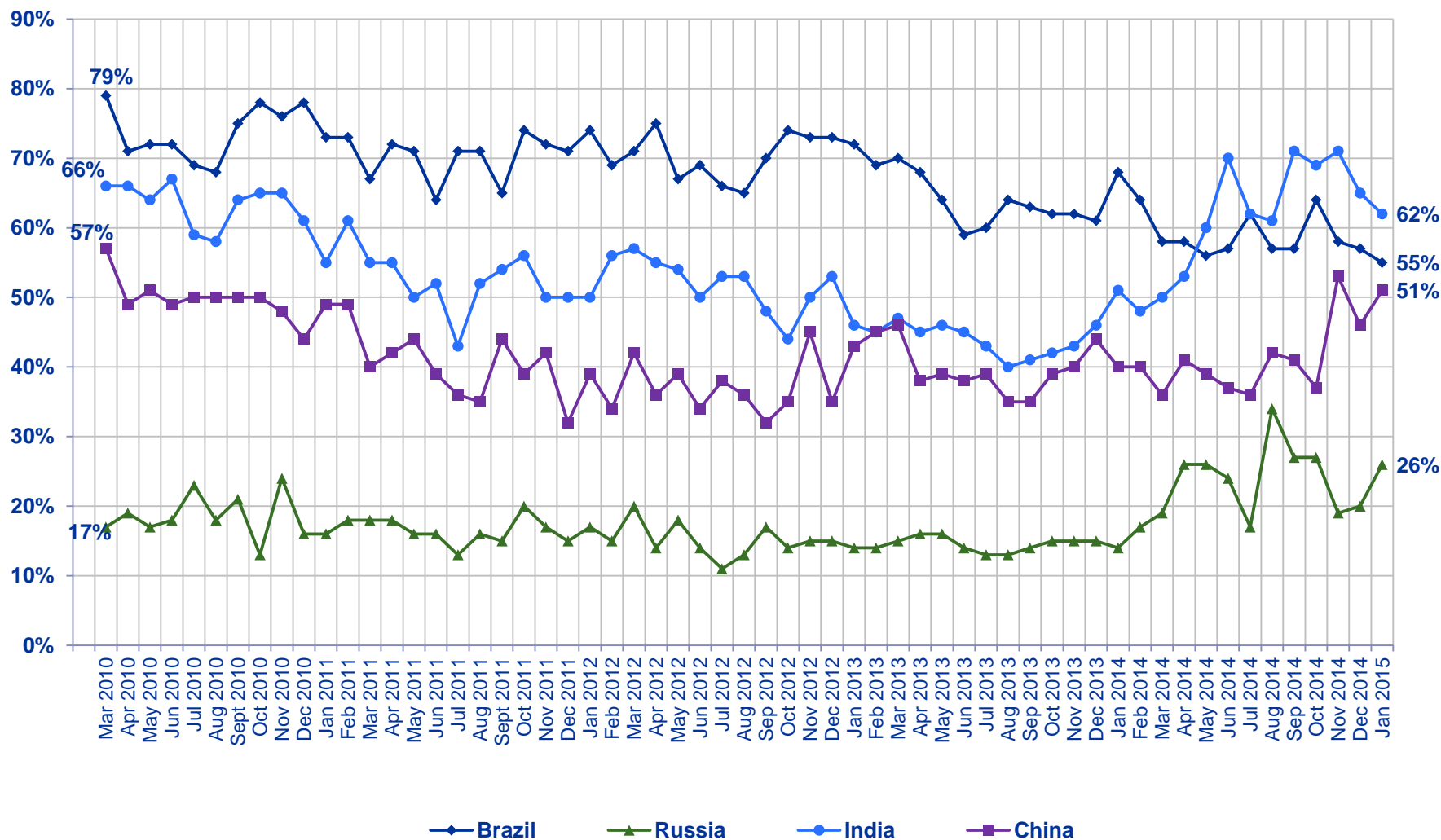
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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LATAM 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: Brazil, Argentina, Mexico

Brazil: starts 79%, ends 55%
Argentina: starts 32%, ends 33%
Mexico: starts 34%, ends 33%

53

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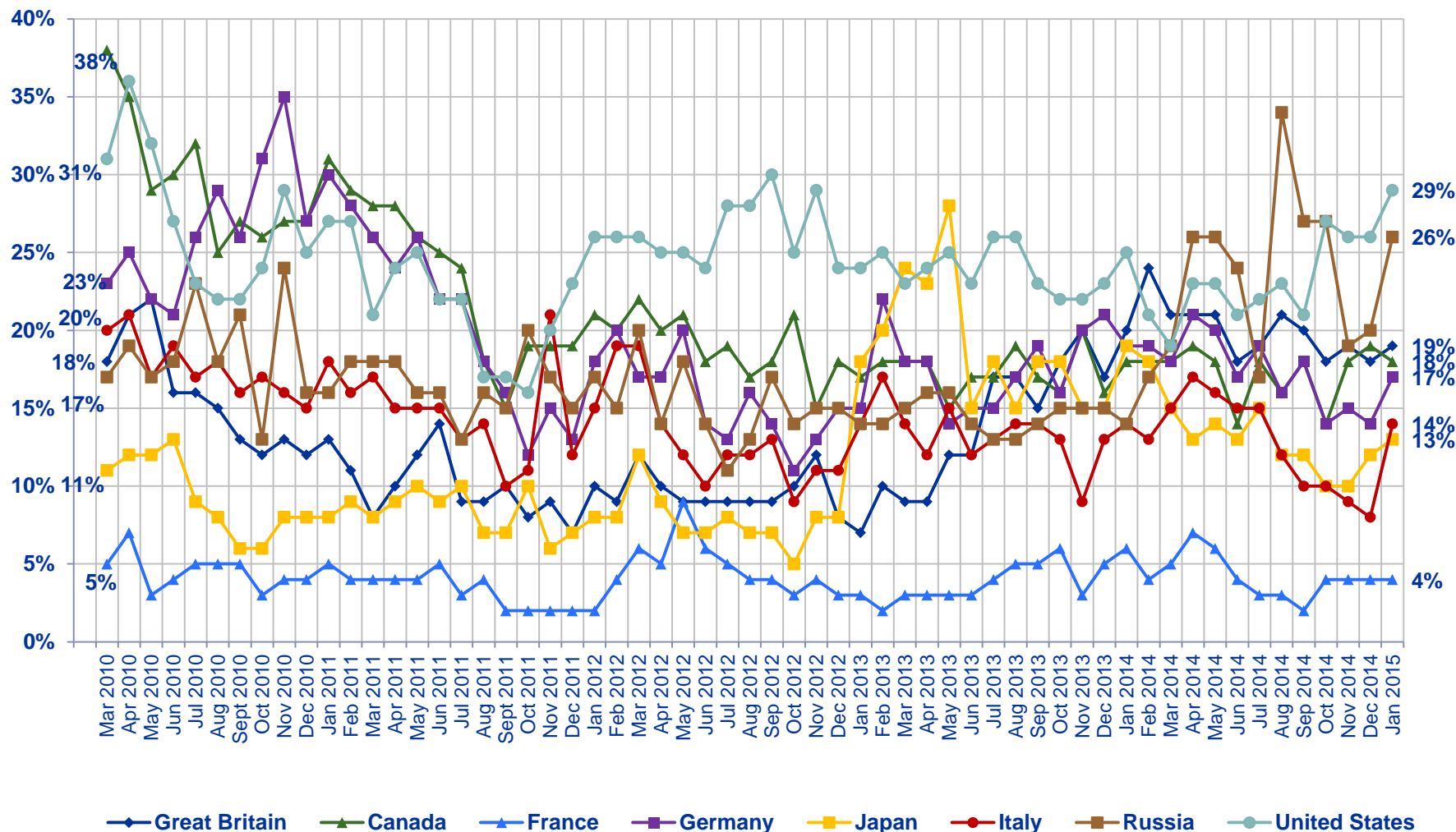
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

% 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?

BRIC Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months
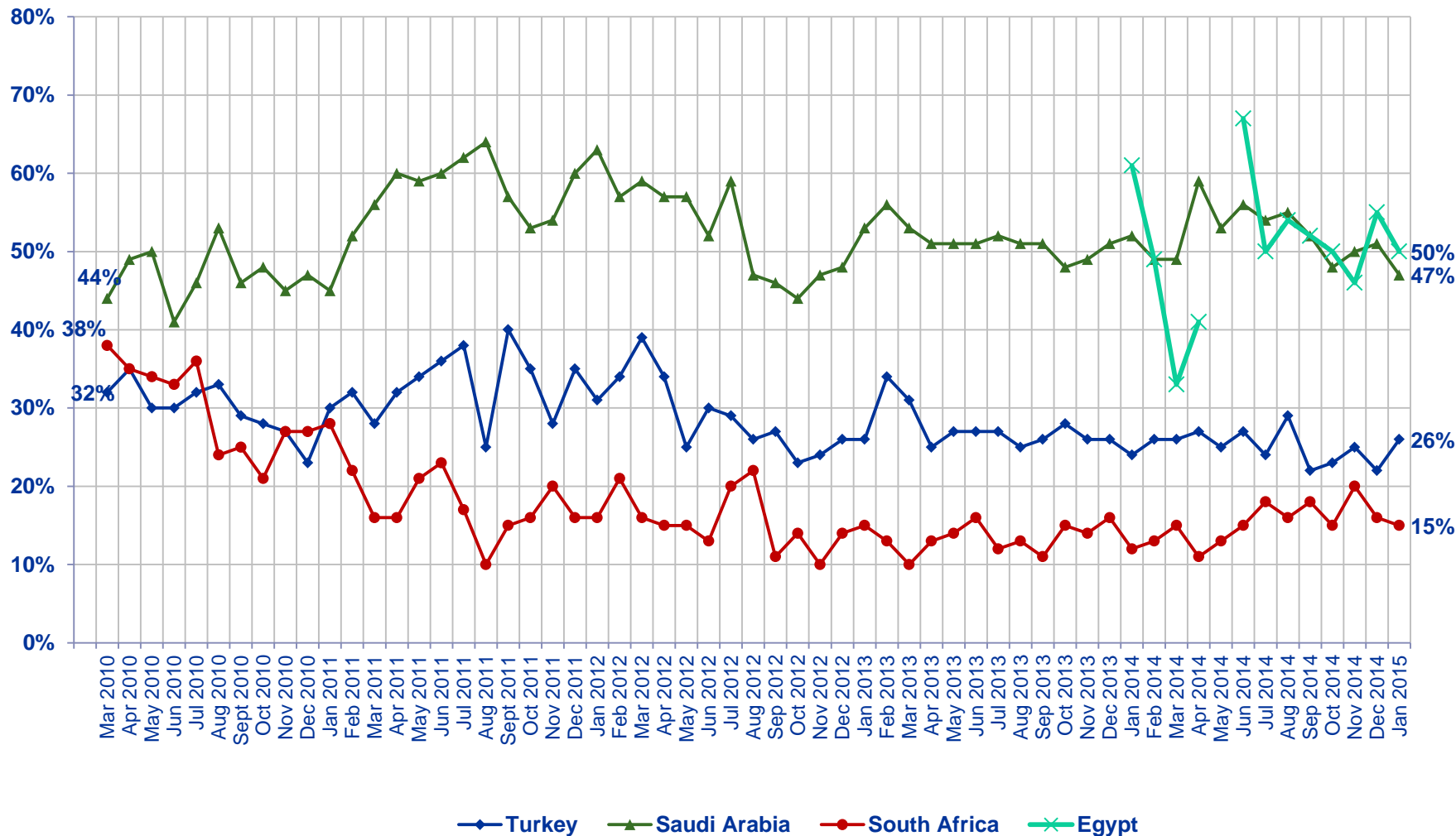
▲1

% 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

▲3

% 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

▼1

% 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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