



CONSUMER CONFIDENCE

**CONCERNS AND SPENDING
INTENTIONS AROUND THE WORLD**
QUARTER 3, 2014

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

GLOBAL CONSUMER CONFIDENCE REFLECTS AN OUTLOOK OF CAUTIOUS OPTIMISM

- Global consumer confidence makes slow, steady progress, advancing one index point for the second consecutive quarter to 98—two points away from the optimism baseline of 100
- North America consumer confidence rises four index points to 107, matching Asia-Pacific's score
- Optimism about job prospects is improving more quickly than personal finances
- Most North Americans are positive about immediate spending intentions—the only region to reach a majority percentage of 51%
- Global discretionary spending intentions remain stable for most categories
- Concerns about the economy and job security decline around the world, but other worries increase

Global consumer confidence edged up one index point in the third quarter to a score of 98—an increase of one point from the previous quarter and two points from the start of the year. The index, which has been on a slow and steady rise for two and a half years (since Q1 2012), has now exceeded a pre-recession level of 94 for three consecutive quarters. The latest results reflect an outlook of cautious optimism, as every region's consumer confidence score improved from the previous quarter.

Consumer confidence in the North America region improved most, rising four points to 107—a score that matches Asia-Pacific’s score for the first time in Nielsen’s Consumer Confidence history (since 2005); Asia-Pacific’s score increased one point. Confidence also increased three points in the Middle East/Africa (96), one point in Latin America (91) and one point in Europe (78), from the previous quarter.

The Nielsen consumer confidence index measures perceptions of local job prospects, personal finances and immediate spending intentions. Consumer confidence levels above and below a baseline of 100 indicate degrees of optimism and pessimism, respectively. The Nielsen Global Survey of Consumer Confidence and Spending Intentions, established in 2005, measures consumer confidence, major concerns and spending intentions among more than 30,000 respondents with Internet access in 60 countries.

“Outside of North America, a range of region- and country-specific factors are translating into weaker and more uneven improvements in consumer confidence,” said Dr. Louise Keely, senior vice president, Nielsen. “Europe is being directly affected by the geopolitical crisis in Ukraine, and is also at a critical policy juncture concerning steps to prevent deflation and improve growth. Among major emerging economies, while India is displaying renewed potential for accelerating growth from its new government, China is moving in a different direction as it re-orient its economy toward greater domestic consumption.”

Among the world’s biggest economies, consumer confidence increased four points in the U.S. (108), one point in Germany (97), three points in the U.K. (93) and four points in Japan (77), from the second quarter. Meanwhile, consumer confidence in China held steady at 111 for the fourth consecutive quarter.

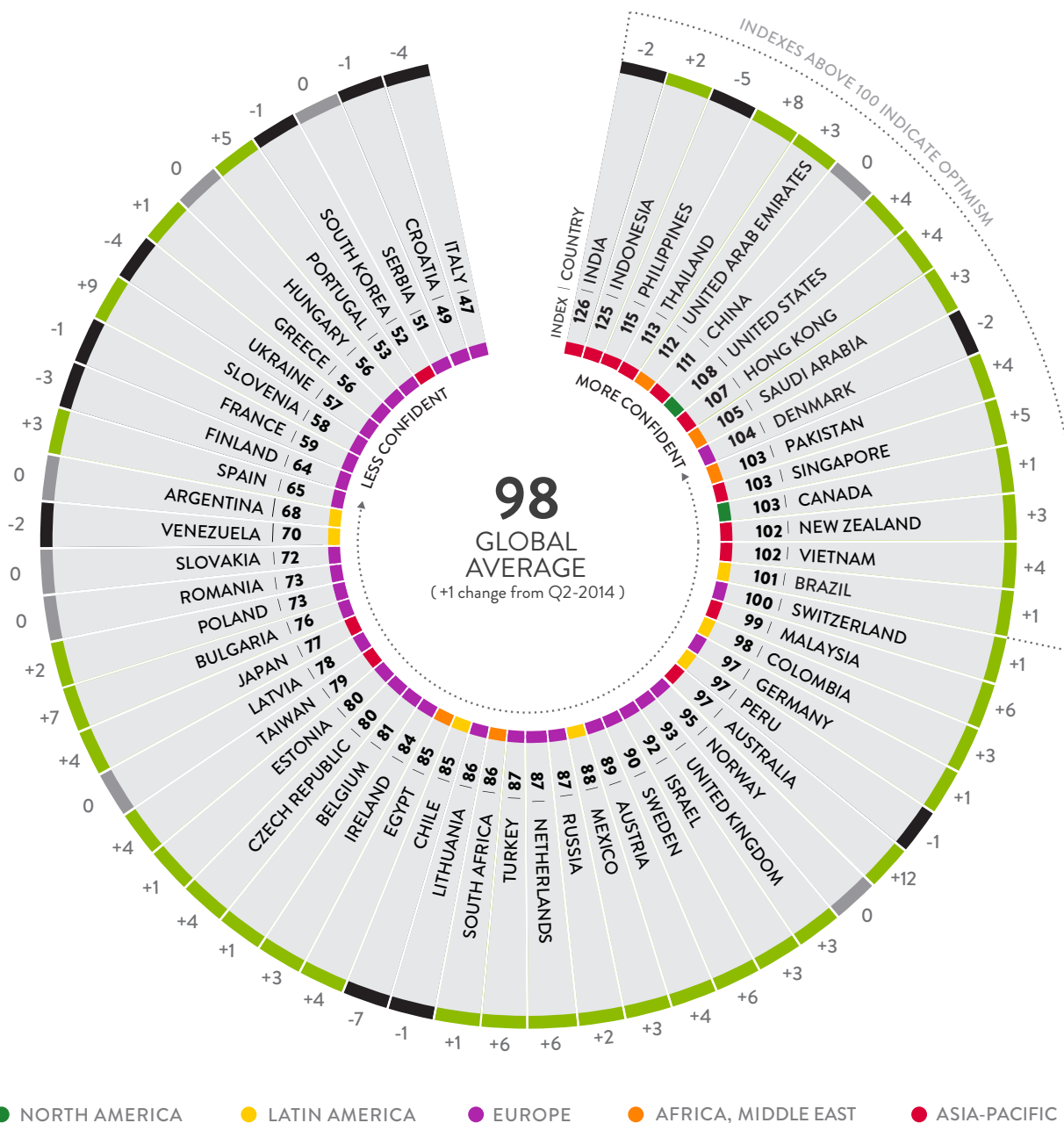
In the latest online survey, conducted Aug. 13–Sept. 5, 2014, consumer confidence increased in 39 of 60 markets measured by Nielsen (65%), compared with 31 markets (52%) in the second quarter. India’s score of 126, the highest index among 60 markets, nevertheless, represented a decline of two points from the second quarter. Italy reported the lowest score of 47, a quarterly decline of four points. Australia (97) showed the biggest improvement, as confidence returned to year-ago performance. Chile (85) logged the biggest decline, as confidence there fell seven points from the previous quarter.

ABOUT THE GLOBAL SURVEY METHODOLOGY

The findings in this survey are based on respondents with online access in 60 countries (unless otherwise noted). While an online survey methodology allows for tremendous scale and global reach, it provides a perspective only on the habits of existing Internet users, not total populations. In developing markets where online penetration is still growing, audiences may be younger and more affluent than the general population of that country. In addition, survey responses are based on claimed behavior rather than actual metered data.

GLOBAL CONSUMER CONFIDENCE

60 COUNTRIES - 3-MONTH TREND
Q3-2014 NIELSEN CONSUMER CONFIDENCE INDEX



*Survey is based on respondents with Internet access. China survey results reflect a mixed methodology. Index levels above and below 100 indicate degrees of optimism/pessimism.

Source: Nielsen Global Survey of Consumer Confidence & Spending Intentions, Q3 2014

JOB PROSPECTS IMPROVE FASTER THAN PERSONAL FINANCES

Just over half of global respondents (52%) believed the job market would be good or excellent in the next 12 months, a 2 percentage-point increase from the second quarter. This modest increase follows steady but small upticks reported during the past five years since 2009 when employment sentiment dropped to an average annual low of 31% during that year.

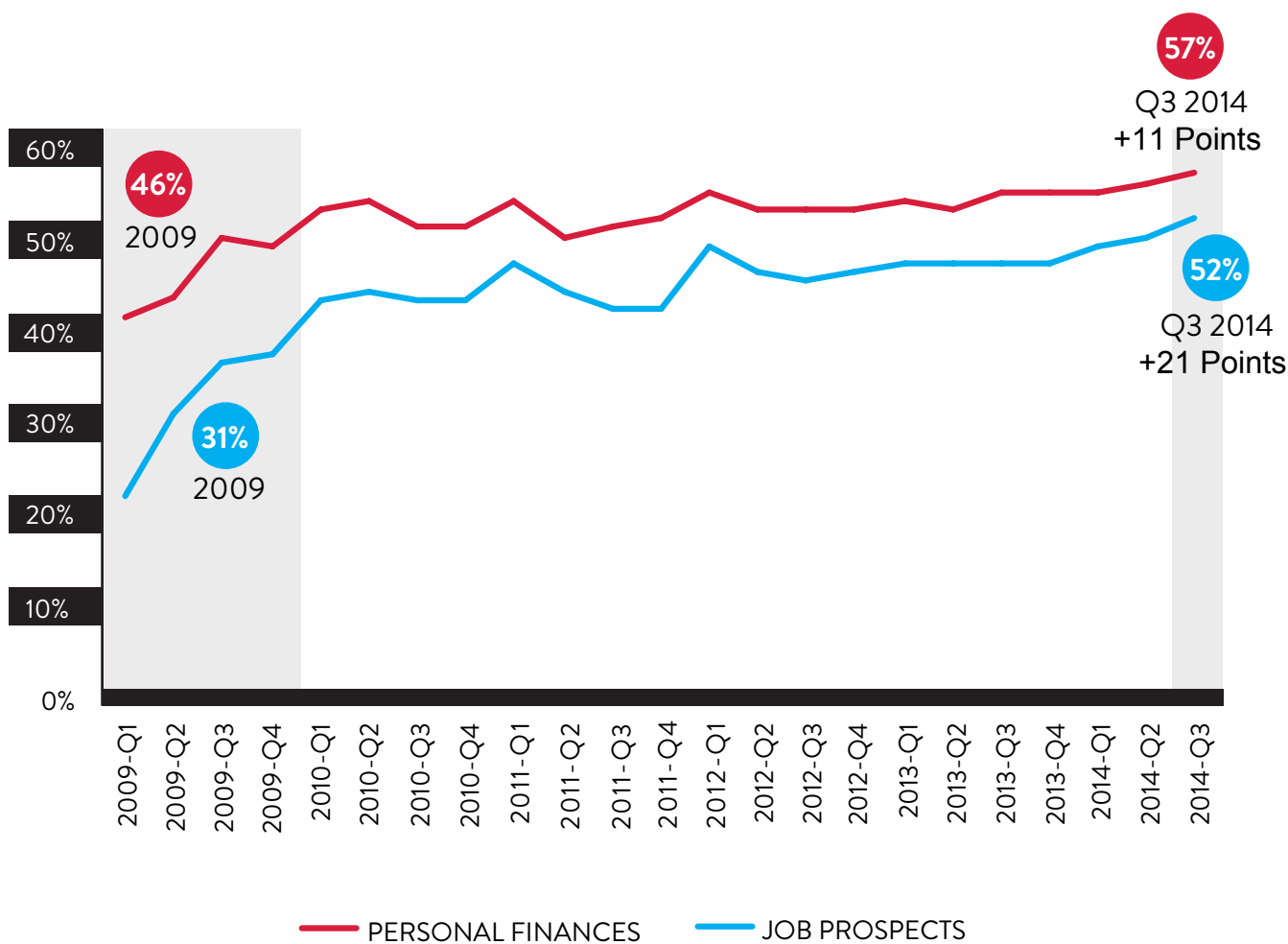
While perceptions of personal finances have become more positive since 2009, consumers' overall sentiment about personal finances has not improved as significantly as their sentiment about their employment opportunities. Fifty-seven percent of global respondents rated their personal finances as good or excellent for the upcoming year, compared to the average annual low reported in 2009 of 46%—an 11 percentage-point increase. By contrast, the sentiment for job prospects increased 21 percentage points over the same time period.

“A longer-term trend has been the divergence between the economic fortunes of the middle class in developed markets and those in emerging markets,” said Dr. Keely. “In the U.S. and Western Europe, the middle has been structurally weakened while the low-wage sector has grown. There is also a growing divide between younger and older people, especially within Europe, with the former experiencing high rates of unemployment and underemployment. By contrast, the middle class grew strongly in emerging markets during the previous decade, and while recently that trend has slowed, it can still be expected to continue. Going forward, these disparities within and across countries can be expected to have a large impact on the overall level and patterns in discretionary spending.”

North American respondents showed the most dramatic increase in job prospect expectations, as perceptions about employment opportunities rose to 55% in the third quarter—a 9 percentage-point improvement in 12 months (from 46% in Q3 2013). Positive perceptions for local job prospects increased in several other regions in the past 12 months as well: 7 percentage points in Asia-Pacific to 66%, 6 percentage points in the Middle East/Africa to 46% and 5 percentage points in Europe to 31%. Conversely, Latin America was the only region with a decline in job sentiment, dropping 8 percentage points since third quarter 2013 to 34%.

North Americans were most confident in the state of their personal finances, as expressed in a rise of 2 percentage points from the previous quarter to 65%, followed by Asia-Pacific (63%), Latin America (61%) and the Middle East/Africa. Europeans were least confident in their personal finances at 38%, a decline of 1 percentage point from the previous quarter.

JOB SENTIMENT IS IMPROVING FASTER THAN PERSONAL FINANCES



Source: Nielsen Global Survey of Consumer Confidence & Spending Intentions, Q3 2014



DISCRETIONARY SPENDING INTENTIONS REMAIN STABLE FOR MOST

Considering that more than half of global respondents (54%) believed their country was in recession in the third quarter, it's understandable that many still maintain cautious-about-spending attitudes.

A recessionary sentiment was strongest in many European countries. More than three quarters of respondents in 12 of 32 European countries felt their country was in recession, with the highest percentages in Italy (96%), Croatia (96%) and Serbia (92%). But those feelings were also pervasive in other regions, too. More than three-quarters of respondents in Venezuela (91%), Argentina (87%), South Korea (87%), Egypt (85%) and Pakistan (77%) also believed their country was in recession in the third quarter.

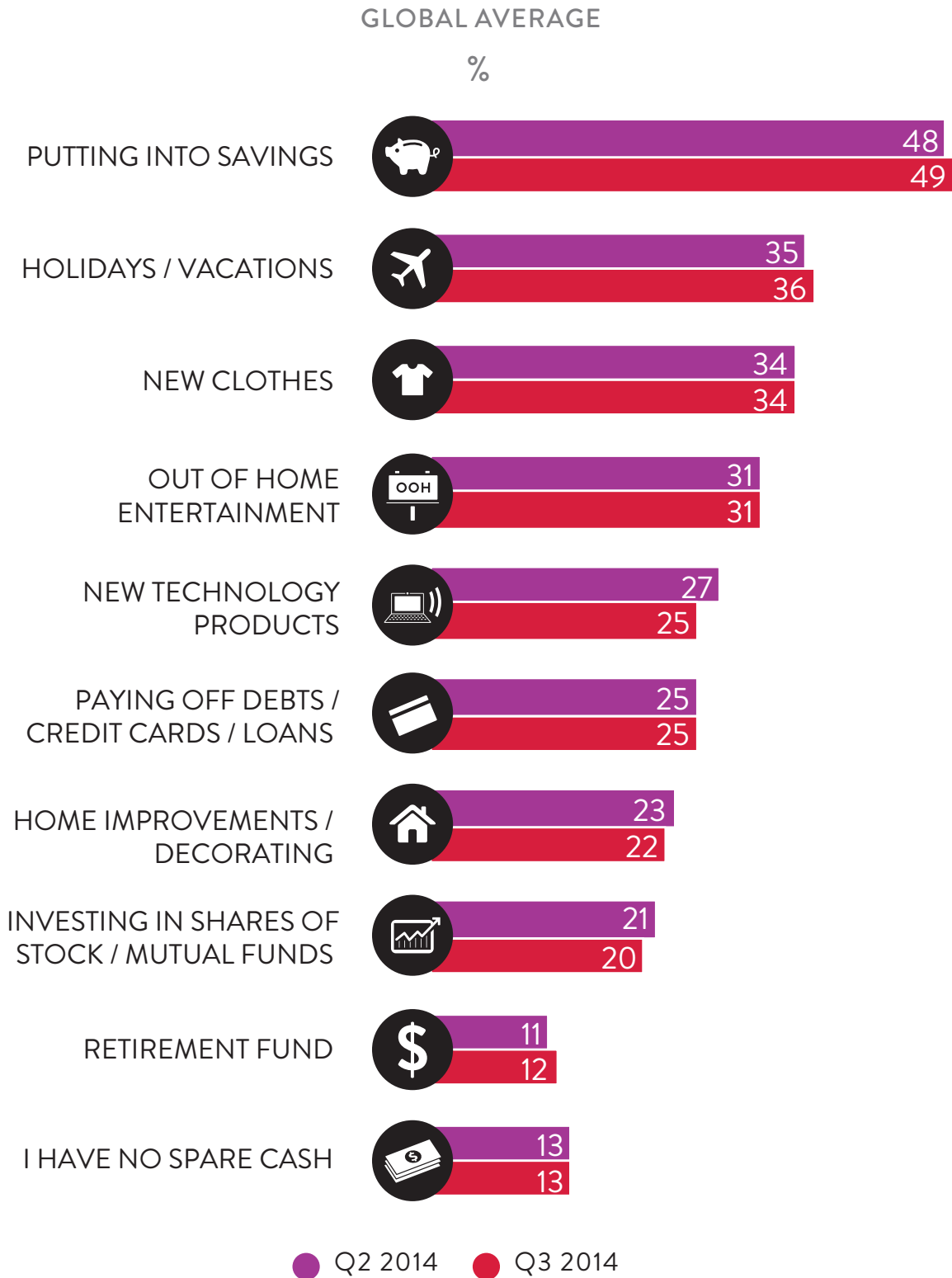


Spending perceptions for the next 12 months improved marginally in the third quarter in all regions except Asia-Pacific, which was flat with the second quarter. Spending perceptions increased 2 percentage points in North America—the only region to reach a majority percentage of 51%, the highest level for the region in Nielsen's Consumer Confidence history (since 2005). Perceptions to spend was considerably lower in Asia-Pacific (43%), the Middle East/Africa (38%), Latin America (37%) and in Europe (31%).

As such, global discretionary spending/saving intentions in the third quarter were flat across most categories, with marginal 1 percentage-point gains for saving spare cash (49%), for saving for retirement (12%) and for spending on holidays/vacations (36%). About one-third plan to spend on new clothes (34%) and out-of-home entertainment (31%)—both represent no change from the previous quarter. One-fourth intends to spend on new technology (a decline of 2 percentage points) and pay off debts/credit cards/loans (flat from Q2). About one-fifth expect to spend on home improvements (22%) and invest in stock/mutual funds (20%), a decline of 1 percentage point each from the second quarter.

More than six out of 10 Asia-Pacific respondents (62%) made saving a priority in the third quarter—20 percentage points higher than the percentage of North Americans (42%) and double or almost double the percentages in Latin America (31%), Europe (36%) and the Middle East/Africa (39%). The desire to pay off debts was highest in North America (35%) and Latin America (32%). Saving for retirement was highest in North America (19%). Spending on home improvements was highest in Europe (23%) and North America (23%). Middle East/Africa showed the highest percentage of those without spare cash (22%).

SPARE CASH SPENDING INTENTIONS REMAIN STABLE FROM Q2



Source: Nielsen Global Survey of Consumer Confidence & Spending Intentions, Q3 2014

CONCERNS ABOUT THE ECONOMY AND JOB SECURITY DECLINE, AS OTHER CONCERNS INCREASE

The economy remained a top concern for respondents around the world, but sentiment is weakening as worries about other concerns increase.

In North America, 27% of respondents said the economy was their biggest or second-biggest concern for the next six months—down from 34% in the previous quarter. Job security worries increased slightly 1 percentage point to 16% from the second quarter. Other concerns that waned in the third quarter include: debt (16%), food prices (15%) and fuel prices (9%), down 5, 6 and 6 percentage points, respectively. Conversely, fears about terrorism spiked 8 percentage points to 14%, concerns about war rose 5 percentage points to 9% and worries about work/life balance increased 3 percentage points to 12%.

In Asia-Pacific, concerns about health replaced the economy as the biggest or second-biggest concern, climbing 6 percentage points to 30% in the third quarter. Worries about the economy declined 3 percentage points to 27%, and concerns about jobs remained stable at 21%. Work/life balance worries increased 2 percentage points to 27% from the second quarter.

In Europe, 21% of respondents said job security was their biggest or second-biggest concern for the next six months, down 3 percentage points from the previous quarter. Worries about the economy also waned, dropping 1 percentage point to 20% in the third quarter. Other declining concerns include: utility bills (19%) and health (17%), down 1 and 2 percentage points, respectively. Conversely, worries about war increased 8 percentage points to 18%, and fears about terrorism rose 4 percentage points to 9% from the second quarter.

Job security was the biggest or second-biggest concern in the Latin America and Middle East/Africa regions for 25% and 29% of respondents, respectively, declines of 1 and 2 percentage points each from the second quarter. Worries about the economy, however, bucked the downward trend reported in the other regions and increased 2 percentage points in both Latin America (to 26%) and the Middle East/Africa (to 22%). Other concerns in Latin America included crime (21%) and health (20%), which each decreased 1 percentage point. Other major concerns in the Middle East/Africa included parents' welfare (18%) and terrorism (14%), which declined 1 and 3 percentage points, respectively.

CONCERNS AROUND THE WORLD

PERCENTAGE FOR SOME OF THE BIGGEST AND SECOND-BIGGEST CONCERNS AND CHANGE FROM Q2

	ASIA-PACIFIC	EUROPE	LATIN AMERICA	MIDDLE EAST/AFRICA	NORTH AMERICA
ECONOMY	27%	20%	26%	22%	27%
JOB SECURITY	21%	21%	25%	29%	16%
HEALTH	30%	17%	20%	12%	16%
WORK/LIFE BALANCE	27%	10%	17%	12%	12%
WAR	5%	18%	4%	5%	9%
TERRORISM	6%	9%	2%	14%	14%

Source: Nielsen Global Survey of Consumer Confidence & Spending Intentions, Q3 2014

NORTH AMERICAN CONSUMER CONFIDENCE RISES AGAIN

U.S. consumer confidence increased four index points for the second consecutive quarter to reach a score of 108 in the third quarter. The rise continued an upward trend that started in first-quarter 2013, and confidence in the U.S. has increased 15-points since then. Confidence also increased in Canada, rising one point to an index level of 103 from the previous quarter.

In the U.S., all consumer confidence indicators increased in the third quarter, reaching levels not reported since 2007: Job prospect confidence increased 9 percentage points to 55%, personal finance confidence increased 2 percentage points to 66% and the portion of respondents who believe now is a good time to buy increased 2 percentage points to 51% from the second quarter.

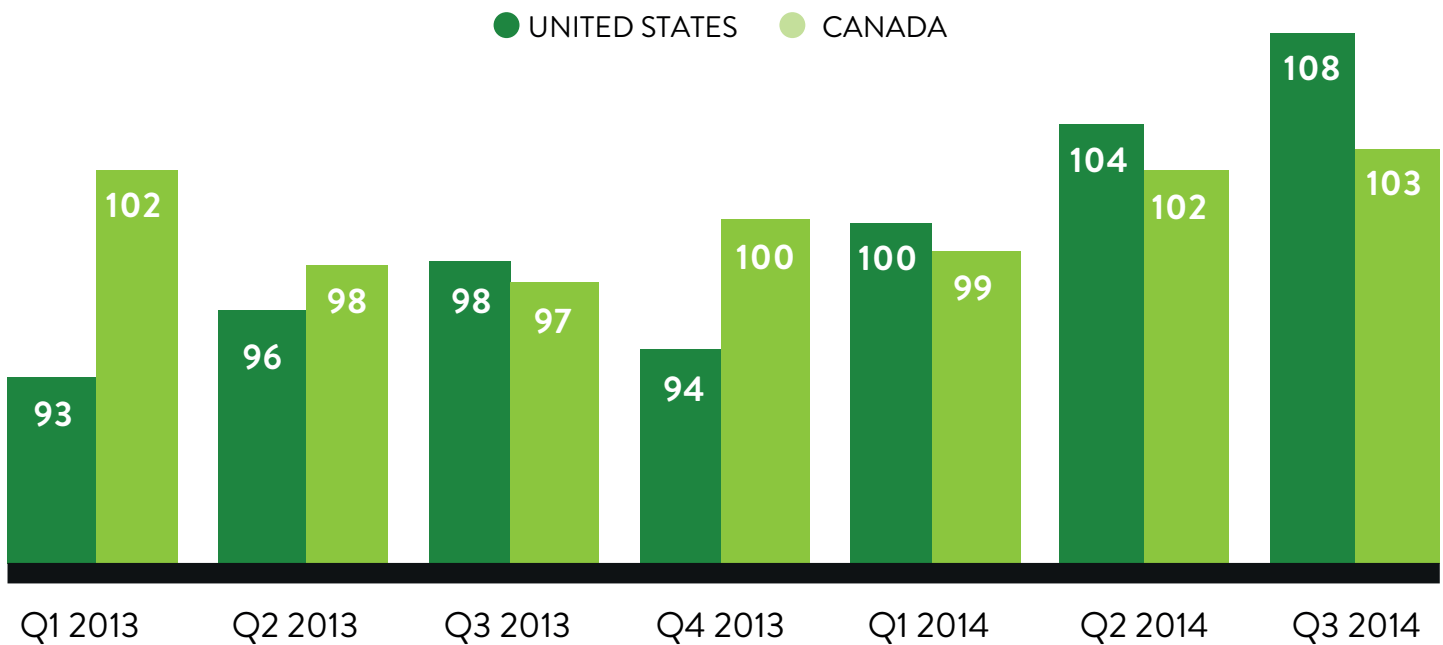
“U.S. consumers are now feeling far more confident than in previous years of the recovery due to consistently good job market trends reflected in steady payroll growth and falling unemployment over the course of 2014,” said Dr. Keely. “They are also benefiting from lower gasoline prices and a gradually improving housing market. In the coming months, as we start to see more people reentering the workforce and meaningful wage growth, this is likely to translate into broad-based gains in consumer spending.”

“The percentage of U.S. consumers who believe they are in a recession declined 3 percentage points in the third quarter to 65%,” said James Russo, senior vice president, Global Consumer Insights, Nielsen. “While the decline represents good news, a recessionary mindset still lingers, which is impacting current retail sales that are on a long, slow ride to improvement.”

Likewise in Canada, the outlook for jobs increased 6 percentage points to 56%, and spending intentions increased 5 percentage points to 51%. However, perceptions about personal finances trended slightly downward, declining 1 percentage point to 61%.

In the region, quarter-on-quarter discretionary spending intentions increased marginally for buying new clothes (32%), paying off debts/ credit cards/loans (35%) and putting money into savings accounts (42%), retirement funds (19%) and investments (15%). Discretionary spending intentions were flat for holidays/vacations (31%), out-of-home entertainment (22%) and new technology (21%).

CONSUMER CONFIDENCE INDEX IN NORTH AMERICA



Source: Nielsen Global Survey of Consumer Confidence & Spending Intentions, Q3 2014

PROGRESS IN EUROPE REMAINS SLOW

Consumer confidence in Europe increased in 59% of markets measured in the third quarter, compared to 72% that increased in the second quarter. Six of 32 markets reported no change. Confidence in Germany, the biggest economy in the region, increased one index point to a score of 97—a continuation of small upticks over the past several quarters to a near-baseline score, which stands in stark contrast to the average index score in the region of 78.

“Compared with most eurozone countries, the German economy has prospered so far,” said Ingo Schier, managing director, Nielsen Germany. “Increasing incomes, stable prices and a robust labor market are helping to keep German consumer confidence at a higher level than that of other countries in the region. But the next few months will be critical, as weaker economies have the potential to affect German consumer confidence.”

The biggest regional index increases compared to the second quarter came from Slovenia (+9 to 58), Bulgaria (+7 to 76), the Netherlands (+6 to 87), Turkey (+6 to 87) and Sweden (+6 to 90). Other notable confidence improvements included an increase of three points in the U.K. to a score of 93—the third consecutive quarter of rising optimism. Russia’s index also increased in three consecutive quarters to a score of 87 in the third quarter. Conversely, confidence in France (59) and Italy (47) both declined, dropping one and four points, respectively, compared to the second quarter.

“In Russia, consumer sentiment is improving and consumption levels for fast-moving consumer goods remain stable, which is a positive sign in today’s tense political and economic environment,” said Kyriakos Kyriakou, managing director, Nielsen Eastern Europe. “Consumers are not switching to saving strategies on a large scale, and premium brands are holding their positions well. Nevertheless, the balance between spending as usual and cost-cutting is a delicate one, and manufacturers and retailers should be prepared with strategies that offer good ‘value for money’ deals to consumers.”

CONSUMER CONFIDENCE INDEX INCREASES IN 59% OF EUROPEAN MARKETS

INDEX POINT CHANGE FROM Q2 INDEX

● INCREASE
● DECREASE
● NO CHANGE

-2	104	Denmark
1	100	Switzerland
1	97	Germany
0	95	Norway
3	93	United Kingdom
3	92	Israel
6	90	Sweden
4	89	Austria
2	87	Russia
6	87	Turkey
6	87	Netherlands
-1	86	Lithuania
3	84	Ireland
1	81	Belgium
1	80	Estonia
4	80	Czech Republic
0	78	Latvia
7	76	Bulgaria
0	73	Romania
2	73	Poland
0	72	Slovakia
3	65	Spain
-3	64	Finland
-1	59	France
9	58	Slovenia
-4	57	Ukraine
1	56	Greece
0	56	Hungary
5	53	Portugal
0	51	Serbia
-1	49	Croatia
-4	47	Italy

Source: Nielsen Global Survey of Consumer Confidence & Spending Intentions, Q3 2014

“In Turkey, consumer confidence was buoyed by an expectation that job prospects would be better in the year ahead,” said Roberto Pedretti, managing director, Nielsen Turkey. “Sentiment for employment opportunities, which had declined over the past year-and-a-half, is now at a 2012 level. This rise in optimism, which came during a time when political elections were underway, has reflected positively at retail, which is growing at a double-digit rate of 12%.”



CONFIDENCE IN ASIA-PACIFIC IS ABOVE 100 IN 9 OF 14 COUNTRIES

Consumer confidence in Asia-Pacific increased in 71% of the markets measured, as 10 of 14 countries posted increases, three declined and one was flat, compared to the second quarter. Confidence in India (126) dropped two points, nevertheless, the country still posted the highest index in the region and of the 60 countries measured. China's index held steady at 111 for the fourth consecutive quarter. Nine of 14 countries in the region reported index scores above the baseline of 100.

"In India, overall, the confidence index continues to hold near its previous levels with the euphoria around the recently elected government settling down," said Piyush Mathur, president, Nielsen India Region. "The consumer in India is in the middle of a festival season, and so spending will likely be higher than previous quarters due to gifting and entertaining. Besides traditional offline retailers, e-commerce is gaining traction for the urban affluent shoppers in India and online retailers have been spurring the market with discounts to fuel this movement. The actual impact of this on consumer spending might be more evident towards the end of the year."

"In China, the sustained strong consumer confidence result can be attributed to rising disposable income levels as wage increases and future job prospects exceed low inflation levels by a wide margin," said Patrick Dodd, managing director, Nielsen China. "As their wealth increases, Chinese consumers' spending habits are switching from basic daily necessities to upgraded products and services. Another key driver is the convergence of city-tiers. As consumers in lower-tier cities start to spend like Tier 1 consumers, it is a positive sign for future gains in domestic consumption levels. The key to gaining their share of wallet is through a deep understanding of their subtle and fast-changing needs and by adjusting marketing and sales strategies regionally and locally to ensure this exciting new demand is met with the right supply at the right place and price."

Australia's index (97) returned to consumer confidence levels posted in 2013 with an increase of one point from the same period last year (Q3 2013). Confidence also increased eight points in Thailand (113); six points in Malaysia (99); five points in Singapore (103); four points each in Hong Kong (107), Vietnam (102), Taiwan (79) and Japan (77); and two points in Indonesia (125).

CONSUMER CONFIDENCE INDEX INCREASES IN 71% OF ASIA-PACIFIC MARKETS

INDEX POINT CHANGE FROM Q2	INDEX	
-2	126	India
2	125	Indonesia
-5	115	Philippines
8	113	Thailand
0	111	China
4	107	Hong Kong
5	103	Singapore
3	102	New Zealand
4	102	Vietnam
6	99	Malaysia
12	97	Australia
4	79	Taiwan
4	77	Japan
-1	52	South Korea

Source: Nielsen Global Survey of Consumer Confidence & Spending Intentions, Q3 2014



The Philippines (115) was the only Southeast Asian country in which confidence declined, decreasing five points from the second quarter. South Korea had the lowest index in the region at 52, representing a one-point decline from the second quarter.

“Australia’s consumer confidence score is a return to moderate levels of negativity and a result more in line with global confidence trends,” said Chris Percy, managing director, Nielsen Pacific. “As sentiment rises, we are also seeing growth in consumers’ willingness to spend. Almost half (48%) of Australians said they believe the next 12 months will be a good time to purchase the things they want and need (up 3 points from the prior year). This rise in purchase intent is great news for retailers as we enter the Christmas spending-spree season.”

“In Japan, consumer confidence recovered moderately in the third quarter as the employment environment improved slightly,” said Toshihiro Fukutoku, managing director, Nielsen Japan. “Another positive sign was a rise in the Nikkei Stock Average, which increased 9.1% between April and September. Amid the current environment of wage erosion, inflation and export decline, however, personal consumption may decrease, so we are monitoring closely.”

“In Thailand, despite higher confidence, the consumer spending pattern remains restrained,” said Suresh Ramalingam, managing director, Nielsen Thailand. “In fact, while the outlook for jobs and personal finance perceptions has improved in the third quarter, fewer consumers believe it is a good time to spend. As such, consumers are saving more and cutting down on out-of-home entertainment and new clothes expenses.”

CONFIDENCE IN LATIN AMERICA EDGES UP ONE POINT

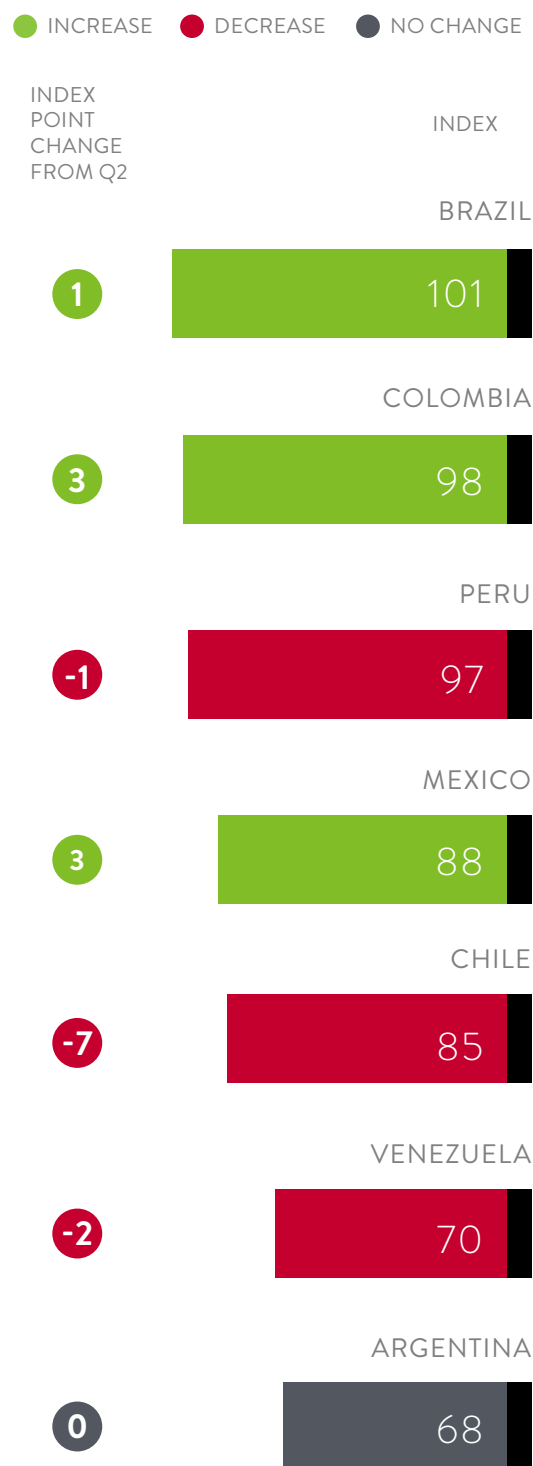
Confidence in the Latin America region increased one index point to a score of 91 in the third quarter, as index scores increased in three of the seven countries measured. Confidence in Brazil increased one point to 101—the highest score in the region. Mexico (88) and Colombia (98) increased three points each from the second quarter. Conversely, consumer confidence declined in Chile (85), down seven points; Venezuela (70), down two points; and Peru (97), down one point in the third quarter.

“In Brazil, consumer confidence increased one point in the third quarter, but increasing inflation and growing interest rates continue in the country,” said Luis Arjona, cluster leader, Nielsen Brazil. “While consumer confidence is just above the optimism baseline of 100, it is still below last year’s performance, which averaged an index of 109. The still undefined outcome of the presidential elections likely adds to future uncertainty, which may affect consumer confidence in the short term.”

“The Mexican economy, the second-largest in Latin America, is in a moderate recovery phase after the first half of 2014,” said Germán Gutiérrez, cluster leader for Nielsen Mexico and Central America. “The Economic Activity Indicator (IGAE) reported a real cumulative increase of 1.87% in the first seven months of this year, and the number of workers receiving Mexican Social Security (IMSS) rose 3.7% in August 2014, compared with the prior year. The manufacturing sector also improved in July 2014, rising 5.95% annually. These positive trends bode well for moderate increases in Mexican household consumption for fast-moving consumer goods during the last quarter of 2014.”

Discretionary spending intentions in the region showed marginal quarterly increases of 3 percentage points for out-of-home entertainment (32%) and new clothes (29%); and 2 percentage points for holidays/vacations (22%), new technology products (20%) and home improvements (20%). Paying off debts/credit cards/loans was the priority among one-third of respondents (32%), a quarterly decline of 2 percentage points.

CONSUMER CONFIDENCE INDEX IN LATIN AMERICA



Source: Nielsen Global Survey of Consumer Confidence & Spending Intentions, Q3 2014

CONSUMER CONFIDENCE INCREASES IN THE MIDDLE EAST/AFRICA REGION

Consumer confidence increased in all five countries measured in the Middle East/Africa region in the third quarter. At 112, the United Arab Emirates had the highest index in the region, an increase of three points from the second quarter. Confidence increased three points in Saudi Arabia to 105, four points in Pakistan to 103, four points in Egypt to 85 and one point in South Africa to 86.

“Consumers in the United Arab Emirates continue to be bullish about future economic prospects,” said Arslan Ashraf, managing director, Nielsen. “Despite the fact that rising rents are driving inflation north and consumers are mitigating risk via savings, they are still upbeat about future job prospects.”

“In Saudi Arabia, consumer confidence is steadily heading toward a score of 112, which was last reached in 2012 before a drive to legalize the expat workforce,” said Ashraf. “The economy is gradually recovering from the challenges posed by the legalization drive for most of 2013 and the beginning of 2014. However, while confidence is expected to be bullish in the coming days, declining oil prices might pose risks.”

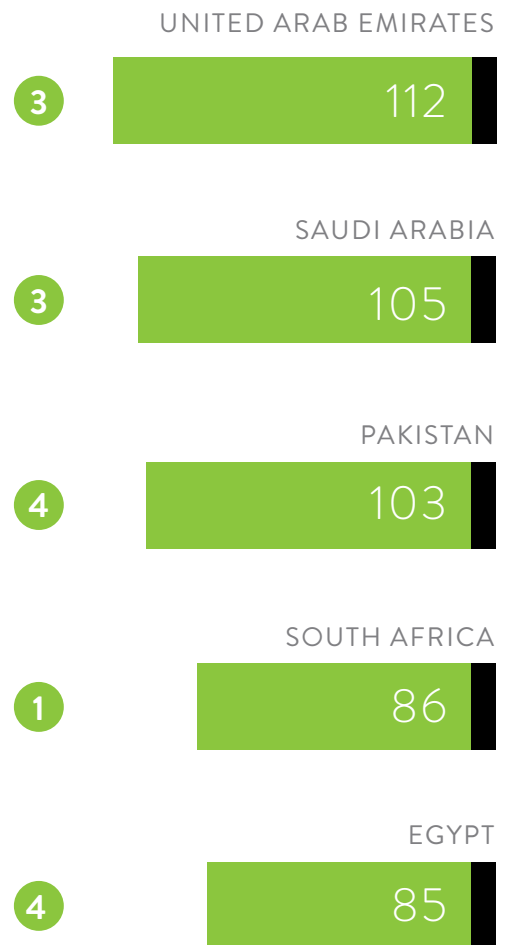
Regionally, quarter-on-quarter discretionary spending intentions increased 3 percentage points in the third quarter for plans to save (39%) and 1 percentage point each for investing (10%) and spending on holidays/vacations (18%). A slight pullback of 1 percentage point each was reported for spending on out-of-home entertainment (19%) and new technology products (18%). Twenty-two percent of Middle East/Africa respondents said they had no spare cash, a decline of 3 percentage points from the second quarter and the highest percentage of any region.

CONSUMER CONFIDENCE INDEX INCREASES IN ALL MIDDLE EAST/AFRICA MARKETS

● INCREASE ● DECREASE ● NO CHANGE

INDEX POINT CHANGE FROM Q2

INDEX



Source: Nielsen Global Survey of Consumer Confidence & Spending Intentions, Q3 2014

CONFIDENCE RISES IN SUB- SAHARAN AFRICA

Consumer confidence increased two index points in Nigeria in the third quarter to a score of 123—the highest score of the three countries measured in Nielsen’s mobile survey for Sub-Saharan Africa. Confidence declined six points each in Kenya (105) and Ghana (97) from the second quarter.

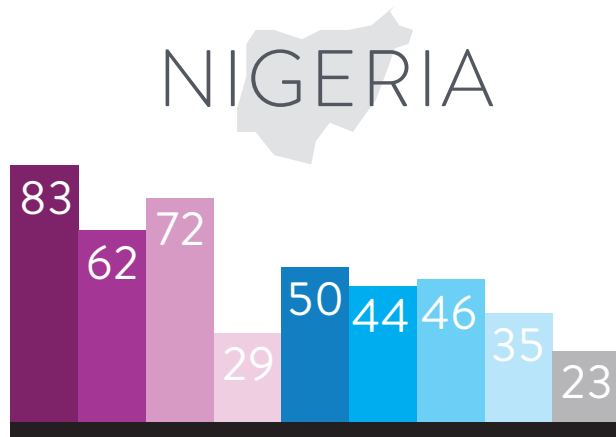
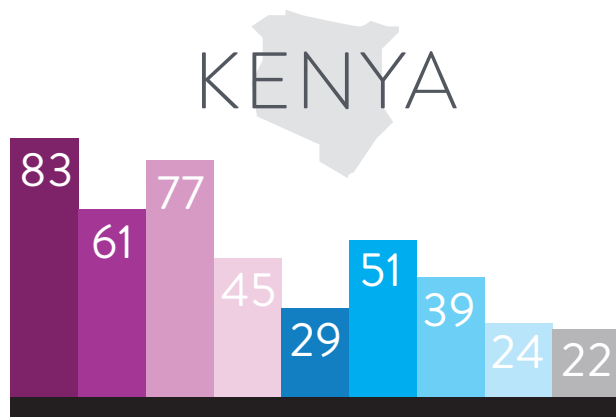
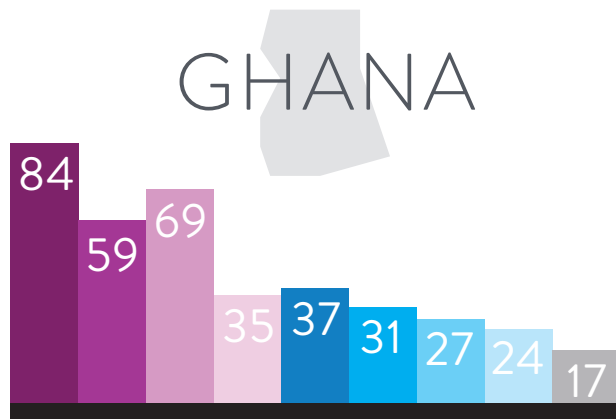
The three countries were added to Nielsen’s measurement of consumer confidence in the first quarter of 2014 using a mobile survey methodology, which differs from the online methodology used to report consumer confidence and spending intentions for the other 60 countries outlined in this report. As such, the three sub-Saharan African markets are not included in the global or Middle East/Africa averages discussed throughout this report.

The perceived outlook for job prospects increased 5 percentage points in Nigeria (58%), but declined 4 percentage points in Kenya (50%) and 1 percentage point in Ghana (42%). Seventy-seven percent of Nigerian respondents were confident about their personal finances, but only just over half (52%) believed now was a good time to spend. In Kenya, 63% of respondents believed money matters were good or excellent, and 36% were confident in their current spending capacity—a decline of 6 percentage points from the second quarter. Likewise, 68% of respondents in Ghana were optimistic about their finances, and 30% of respondents were confident about spending.

The majority of respondents in the three countries (69% in Ghana, 64% in Nigeria and 62% in Kenya) did not have spare cash, a level that increased in each country from the second quarter. Among those who did have discretionary funds, saving was a priority for 84% in Ghana, 83% in Kenya and 83% in Nigeria, followed by spending on home improvement projects (77% in Kenya, 72% in Nigeria and 69% in Ghana).

SPARE CASH SPENDING INTENTIONS IN SUB-SAHARAN AFRICA

PERCENT PLANNING TO SPEND DISCRETIONARY INCOME ON THE FOLLOWING CATEGORIES



- SAVINGS
- INVESTING IN SHARES OF STOCK/MUTUAL FUNDS
- HOME IMPROVEMENTS/DECORATING
- RETIREMENT FUND
- NEW TECHNOLOGY PRODUCTS
- NEW CLOTHES
- OUT-OF-HOME ENTERTAINMENT
- PAYING OFF DEBTS/CREDIT CARDS/LOANS
- HOLIDAYS/VACATIONS

Source: Nielsen Global Survey of Consumer Confidence & Spending Intentions, Q3 2014
Based on Mobile Survey Methodology

COUNTRIES IN THE STUDY

ASIA-PACIFIC

MARKET	INTERNET PENETRATION
Australia	87%
China	46%
Hong Kong	75%
India	16%
Indonesia	22%
Japan	86%
Malaysia	67%
New Zealand	87%
Philippines	41%
Singapore	73%
South Korea	85%
Taiwan	80%
Thailand	30%
Vietnam	44%

EUROPE

MARKET	INTERNET PENETRATION
Austria	81%
Belgium	82%
Bulgaria	53%
Croatia	71%
Czech Republic	74%
Denmark	95%
Estonia	80%

EUROPE

MARKET	INTERNET PENETRATION
Finland	92%
France	83%
Germany	86%
Greece	60%
Hungary	73%
Ireland	78%
Israel	71%
Italy	59%
Latvia	75%
Lithuania	69%
Netherlands	94%
Norway	95%
Poland	65%
Portugal	62%
Romania	50%
Russia	61%
Serbia	57%
Slovakia	79%
Slovenia	73%
Spain	75%
Sweden	95%
Switzerland	87%
Turkey	46%
United Kingdom	90%
Ukraine	42%

LATIN AMERICA

MARKET	INTERNET PENETRATION
Argentina	75%
Brazil	54%
Chile	67%
Colombia	62%
Mexico	44%
Peru	39%
Venezuela	45%

MIDDLE EAST / AFRICA

MARKET	INTERNET PENETRATION
Egypt	50%
Pakistan	15%
Saudi Arabia	61%
South Africa	49%
United Arab Emirates	88%

NORTH AMERICA

MARKET	INTERNET PENETRATION
Canada	91%
United States	84%

Source: Internet World Stats, December 31, 2013

SUB-SAHARAN AFRICA

MARKET	MOBILE PENETRATION*
Ghana	99%
Kenya	68%
Nigeria	64%

*Based on mobile handsets divided by population
Source: CIA World Factbook, 2012

ABOUT THE NIELSEN GLOBAL SURVEY

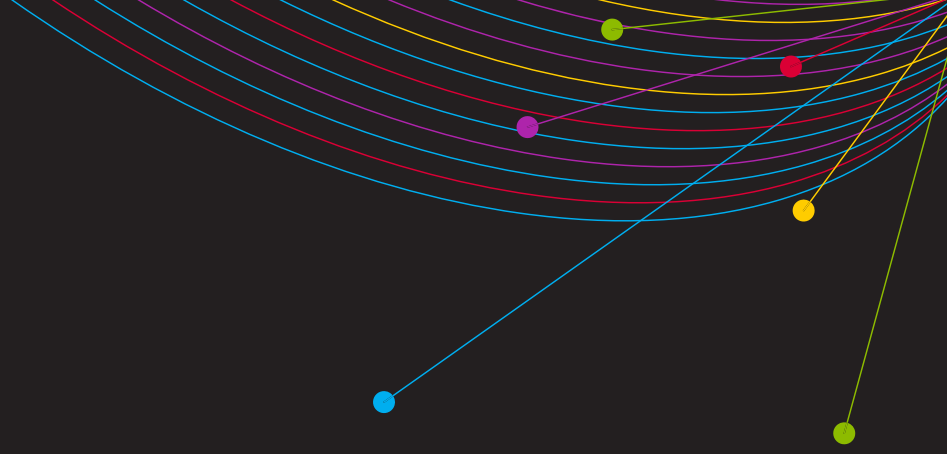
The Nielsen Global Survey of Consumer Confidence and Spending Intentions was conducted Aug. 13–Sept. 5, 2014 and polled more than 30,000 online consumers in 60 countries throughout Asia-Pacific, Europe, Latin America, the Middle East/Africa and North America. The sample has quotas based on age and sex for each country based on its Internet users and is weighted to be representative of Internet consumers. It has a margin of error of $\pm 0.6\%$. This Nielsen survey is based only on the behavior of respondents with online access. Internet penetration rates vary by country. Nielsen uses a minimum reporting standard of 60% Internet penetration or an online population of 10 million for survey inclusion. The China Consumer Confidence Index is compiled from a separate mixed methodology survey among 3,500 respondents in China. The sub-Saharan African countries in this study are compiled from a separate mobile methodology survey among 1,600 respondents in Ghana, Kenya and Nigeria. The Nielsen Global Survey, which includes the Global Consumer Confidence Index, was established in 2005.

ABOUT NIELSEN

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