International business outlook softens for U.S. companies in 2015

Short-term international business expectations cool in 2015

Despite short-term cooling, U.S. companies see long-term value in international expansion

Larger U.S. companies more positive in their international outlook

As a result, far more larger than smaller U.S. companies also anticipate increasing their international business activity in the next 12 months.

Projected “hot spots” for future growth (g% mentioned)

For more information, please visit wellsfargo.com/indicator.

About the survey: On behalf of Wells Fargo, GfK, a global research firm, conducted 253 telephone interviews between December 12, 2014 and February 6, 2015, with executives at U.S. companies that conduct business internationally and have $50 million or more in annual revenue. Additionally, participants had to be associate vice president/director level or above, with either direct decision-making or some influence over the company’s international business plans and/or strategies. The margin of error on the total is ±9% with a 95% confidence level. The International Business Indicator score represents the average of responses for two questions regarding the level of importance and activity that U.S. companies expect from their international business in the next 12 months. The Indicator score ranges from zero to 100, where 100 indicates an absolute positive outlook, 50 indicates a neutral outlook, and zero indicates an absolute negative outlook.

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