



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



These are the findings of the *Global @dvisor* Wave 41 (G@41), an Ipsos survey conducted between Jan 4th and January 18th, 2012.

SURVEY METHOD

- The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system.

COUNTRIES

- The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

SAMPLE

- For the results of the survey presented herein, an international sample of 18,007 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.

WEIGHTING

- Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. The precision of Ipsos online polls are calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points and one of 500 is accurate to +/- 5.0 percentage points in their respective general populations. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. For more information on 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?



At a Glance

- Economic confidence assessments continue to improve this wave with another one-point uptick, landing at 37% of global citizens indicating they **agree their current national economic situation is “good”**. After a shaky downward turn seen at the end of 2012 (35% in November) and the hesitant improvement last month (36%), this wave’s continued improvement brings the global aggregate indicator back to where it was last autumn.
- On the regional level, economic assessments tell different stories around the world. The one-point global improvement is driven primarily by a sharp rise in the Middle East (+6 points to 56%), where South Africa (+11pts to 33%), Saudi Arabia (+4pts to 86%) and Turkey (+1 pt to 48%) all show improvements this month.
- North America (-2 pts to 47%), the region touted as the global winner last month, yields muted disappointment this sounding. The two-point drop is due to performance in the United States (-2 pts to 29%) and represents a halt to the humble upward American trend seen in recent months.
- It is noteworthy that Europe, which continues to drag the global average every month, climbs 3 points this sounding to 24%. This movement is driven by sharp rises in Sweden (+16 pts to 73%) and Belgium (+6 pts to 27%). The rest of the countries in the region either remain unchanged or have improved slightly, with the exception of France (-2 pts to 5%) and Poland (-3 pts to 17%).

One Point Bump for the Global Average of National Economic Assessments (37%)

- The global aggregate assessment of national economies inches upwards one point this month to 37% of global citizens reporting current economic conditions in their country are “good”.
- Consistent with previous polling, this wave finds Saudi Arabia (86%) has inspired the most economic confidence among its residents, by a wide margin. Consistent global leaders Sweden (73%), China (68%), Canada (66%) and Germany (65%) continue to trail behind Saudi Arabia’s near unanimous national economic assurance.
- The people Spain (3%), Italy (5%), France (5%), Hungary (8%), Japan (9%) and Great Britain (13%) rank at the bottom of the global list on national economic confidence.
- *Countries with the greatest improvements:* Sweden (73%, +16pts), South Africa (33%, +11pts), Belgium (27%, +6pts), China (68%, +4pts), Saudi Arabia (86%, +4pts), Argentina (40%, +3pts), Indonesia (53%, +3pts), Mexico (38%, +3pts), Hungary (8%, +3pts) and Japan (9%, +3pts).
- *Countries with the greatest declines:* India (60%, -8pts), Australia (59%, -4pts), Poland (17%, -3pts), Brazil (52%, -3pts), France (5%, -2pts), Russia (24%, -2pts) and The United States (29%, -2pts).

Global Average of Local Economic Assessment (27%) Also Up One Point

- The global average of local economic assessment among the 24 countries improves one point this month with three in ten (27%) citizens rating their current local economies as “good.”
- Saudi Arabia (59%) also tops the global list on local economic assessments, followed by Sweden (52%), China (51%), Germany (48%), Canada (47%) and Australia (40%).
- Japan (5%) sits in last place on this measure, followed by Spain (5%), Hungary (6%), Italy (9%), France (13%), Great Britain (14%), Poland (14%) and South Korea (14%)
- *Countries with the greatest improvements:* South Africa (26%, +8pts), Sweden (52%, +5pts), Canada (47%, +5pts), Saudi Arabia (59%, +5pts), China (51%, +4pts), Belgium (17%, +4pts), Russia (20%, +4pts), Germany (48%, +4pts) and Indonesia (37%, +4pts).
- *Countries with the greatest declines:* Brazil (38%, -6pts), India (39%, -6pts), Mexico (21%, -3pts), The United States (22%, -3pts), Australia (40%, -2pts) and Poland (14%, -2pts).

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

- When asked to look ahead six months from now, one quarter (24%) of them expect the economy in their local area to be “stronger,” a figure that has also moved up one point.
- This wave shows, yet again, that Brazil’s future outlook trumps all the rest with seven in ten (72%) reporting they expect their local economies to be stronger. Saudi Arabia (53%) is next, followed by Mexico (47%), India (46%), China (43%), Argentina (41%) and Indonesia (41%).
- Almost no one in France (3%) seems to express confidence in the future of their local economy. Similarly, those in Great Britain (7%), Hungary (8%), Belgium (9%), Poland (9%) and Sweden (9%) rank last on this measure.
- *Countries with the greatest improvements:* Japan (18%, +10pts), Mexico (47%, +9pts), China (43%, +8pts), Saudi Arabia (53%, +5pts) and Spain (14%, +5pts).
- *Countries with the greatest declines:* India (46%, -7pts), Australia (12%, -6pts), Poland (9%, -2pts), Canada (17%, -1pts), Russia (14%, -1pts), Great Britain (7%, -1pts), Argentina (41%, -1pts), Brazil (72%, -1pts) and Sweden (9%, -1pts).

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	86%	Sweden	▲	16	India	▼	8	Spain	3%
Sweden	73%	South Africa	▲	11	Australia	▼	4	France	5%
China	68%	Belgium	▲	6	Brazil	▼	3	Italy	5%
Canada	66%	China	▲	5	Poland	▼	3	Hungary	8%
Germany	65%	Saudi Arabia	▲	4	United States	▼	2	Japan	9%
India	60%	Indonesia	▲	3	Russia	▼	2	Great Britain	13%
Australia	59%	Argentina	▲	3	France	▼	2	South Korea	16%
Indonesia	53%	Mexico	▲	3				Poland	17%
Brazil	52%	Japan	▲	3				Russia	24%
Turkey	48%	Hungary	▲	3				Belgium	27%
Argentina	40%	Germany	▲	2				United States	29%
Mexico	38%							South Africa	33%

Thinking about your 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)
Middle East/Africa	56%	▲6%
BRIC	51%	▼2%
North America	47%	▼2%
LATAM	43%	▲1%
APAC	41%	▼1%
G-8 Countries	27%	N/C
Europe	24%	▲3%

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	59%	South Africa	▲	8	India	▼	6	Japan	5%
Sweden	52%	Saudi Arabia	▲	5	Brazil	▼	6	Spain	5%
China	51%	Sweden	▲	5	United States	▼	3	Hungary	6%
Germany	48%	Canada	▲	5	Mexico	▼	3	Italy	9%
Canada	47%	China	▲	4	Australia	▼	2	France	13%
Australia	40%	Germany	▲	4	Poland	▼	2	Great Britain	14%
India	39%	Indonesia	▲	4	South Korea	▼	1	Poland	14%
Brazil	38%	Russia	▲	4	Hungary	▼	1	South Korea	14%
Indonesia	37%	Belgium	▲	4				Belgium	17%
Turkey	35%	France	▲	1				Russia	20%
South Africa	26%	Italy	▲	1				Mexico	21%
Argentina	23%							United States	22%

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)
Middle East/Africa	40%	▲4%
BRIC	37%	▼1%
North America	35%	▲1%
APAC	29%	N/C
LATAM	27%	▼4%
G-8 Countries	22%	▲1%
Europe	20%	▲2%

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	
Brazil	72%	Japan	▲	10	India	▼	7	France	3%
Saudi Arabia	53%	Mexico	▲	9	Australia	▼	6	Great Britain	7%
Mexico	47%	China	▲	8	Poland	▼	2	Hungary	8%
India	46%	Saudi Arabia	▲	5	Brazil	▼	1	Belgium	9%
China	43%	Spain	▲	5	Argentina	▼	1	Poland	9%
Argentina	41%	South Korea	▲	4	Canada	▼	1	Sweden	9%
Indonesia	41%	Belgium	▲	4	Russia	▼	1	Australia	12%
Turkey	26%	Italy	▲	3	Sweden	▼	1	Italy	14%
United States	24%	Hungary	▲	3	Great Britain	▼	1	Russia	14%
South Korea	19%	Indonesia	▲	2				Spain	14%
Japan	18%	South Africa	▲	1				Germany	15%
Canada	17%							South Africa	15%

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)
LATAM	53%	▲ 2%
BRIC	44%	N/C
Middle East/Africa	31%	▲ 2%
APAC	28%	▲ 2%
North America	21%	N/C
G-8 Countries	14%	▲ 1%
Europe	10%	▲ 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?

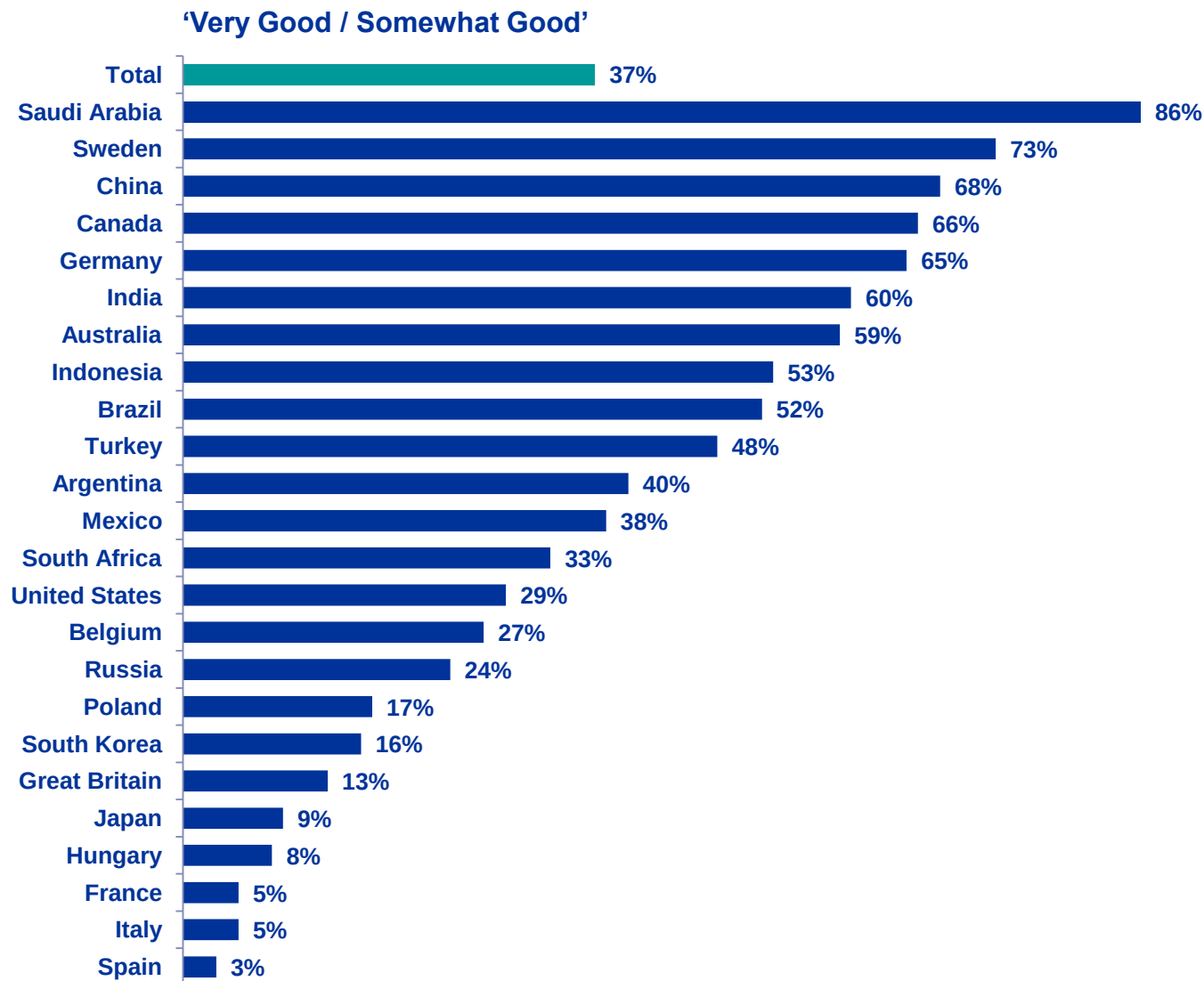
DETAILED FINDINGS

① Assessing The Current Economic Situation ...

...in Their Country

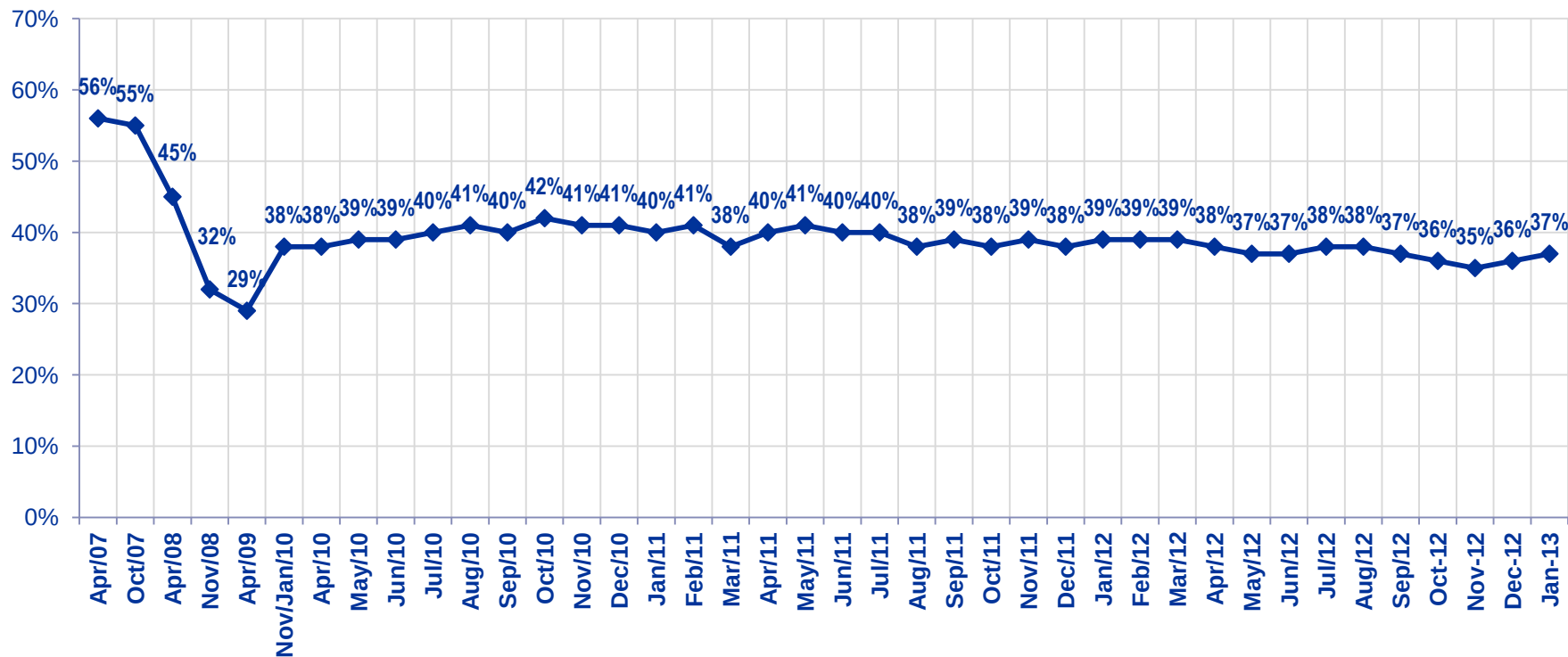


Global Citizens Assess the Current Economic Situation in their Country as “Good”



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?

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?

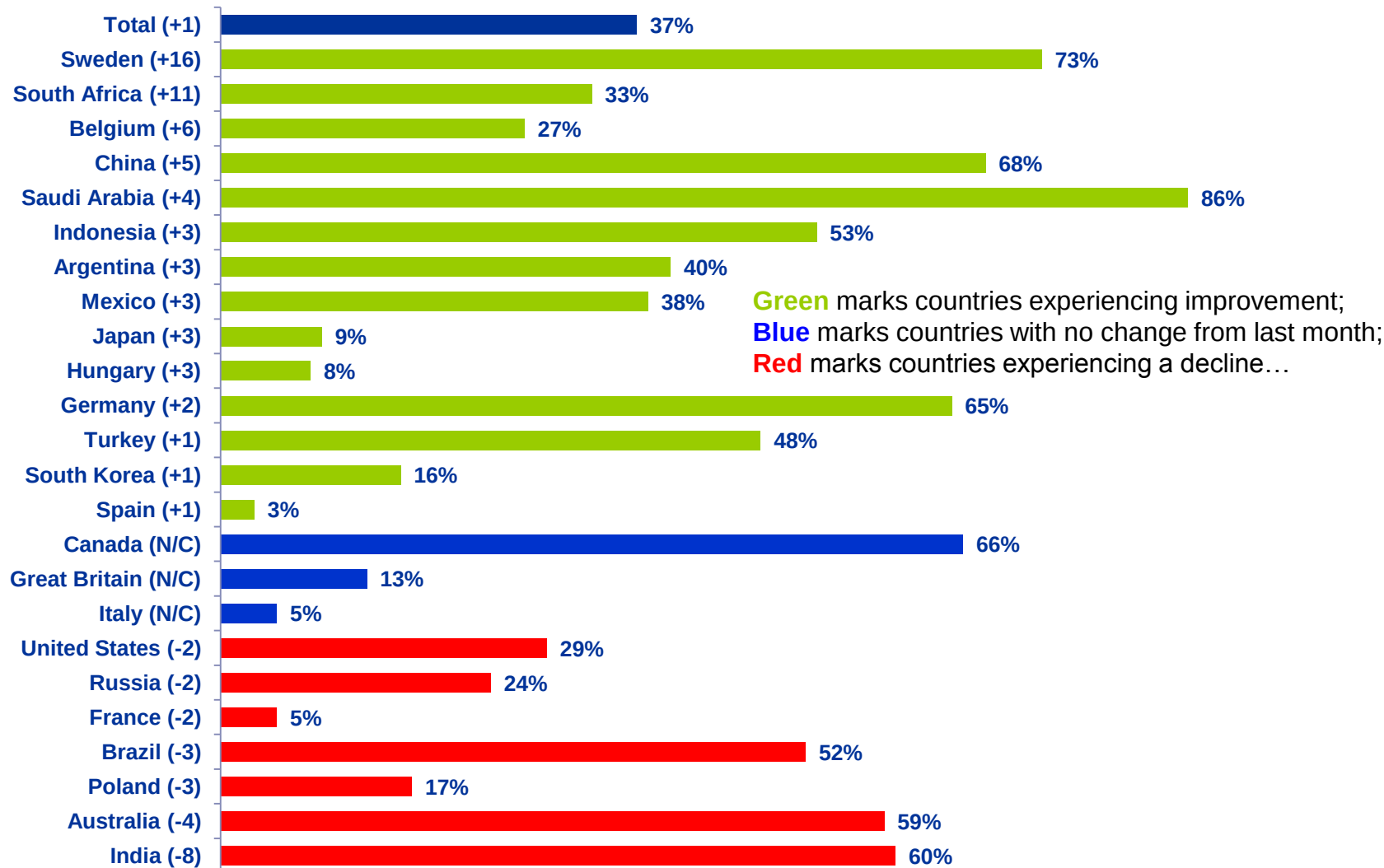
	Sep '10	Oct '10	Nov '10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11	Aug '11	Sep '11	Oct '11	Nov '11	Dec '11	Jan '12	Feb '12	Mar '12	Apr '12	May '12	Jun '12	Jul '12	Aug '12	Sep '12	Oct '12	Nov '12	Dec '12	Jan '13
Argentina	38%	35%	42%	39%	45%	41%	43%	46%	46%	47%	50%	50%	59%	54%	55%	52%	55%	47%	51%	38%	45%	34%	37%	34%	36%	36%	33%	37%	40%
Australia	77%	78%	74%	75%	78%	72%	70%	70%	73%	66%	64%	56%	61%	62%	67%	68%	70%	66%	62%	64%	61%	61%	58%	59%	62%	61%	61%	63%	59%
Belgium	36%	29%	28%	31%	34%	39%	36%	41%	40%	42%	41%	37%	31%	25%	24%	19%	22%	16%	24%	21%	28%	29%	34%	35%	36%	28%	15%	21%	27%
Brazil	58%	66%	64%	62%	56%	61%	53%	52%	51%	51%	53%	52%	55%	55%	59%	56%	62%	63%	54%	59%	49%	52%	58%	51%	56%	57%	51%	55%	52%
Canada	68%	63%	63%	62%	68%	68%	64%	68%	69%	69%	72%	73%	66%	66%	62%	63%	65%	65%	64%	62%	62%	62%	63%	65%	66%	68%	64%	66%	66%
China	75%	79%	74%	72%	74%	73%	67%	75%	68%	68%	66%	61%	65%	65%	62%	55%	64%	72%	71%	62%	63%	60%	67%	53%	58%	63%	63%	64%	68%
France	10%	10%	12%	12%	11%	10%	10%	8%	11%	12%	8%	12%	7%	6%	7%	5%	6%	7%	9%	9%	9%	9%	8%	9%	6%	6%	5%	7%	5%
Germany	56%	64%	67%	63%	64%	64%	62%	67%	68%	68%	71%	66%	63%	64%	64%	61%	70%	71%	68%	68%	69%	66%	68%	69%	68%	60%	63%	63%	65%
Great Britain	16%	12%	16%	13%	15%	12%	8%	10%	15%	13%	10%	11%	17%	11%	10%	8%	13%	10%	14%	12%	10%	12%	11%	14%	14%	15%	17%	13%	13%
Hungary	7%	13%	7%	6%	3%	5%	3%	6%	5%	6%	5%	4%	4%	2%	3%	2%	2%	3%	4%	4%	3%	4%	3%	5%	4%	4%	3%	5%	8%
India	82%	88%	88%	87%	76%	77%	73%	76%	73%	71%	62%	69%	69%	75%	69%	68%	65%	74%	79%	72%	70%	58%	60%	68%	58%	58%	60%	68%	60%
Indonesia	49%	54%	45%	48%	37%	38%	40%	46%	47%	40%	41%	36%	42%	35%	50%	46%	45%	40%	35%	36%	40%	41%	40%	46%	40%	46%	52%	50%	53%
Italy	14%	16%	11%	14%	11%	14%	12%	10%	14%	10%	10%	8%	8%	8%	6%	5%	5%	6%	6%	5%	3%	3%	4%	5%	6%	6%	5%	5%	5%
Japan	7%	8%	6%	9%	6%	8%	8%	7%	9%	8%	8%	6%	8%	6%	7%	8%	8%	9%	9%	8%	9%	9%	7%	11%	11%	9%	7%	6%	9%
Mexico	23%	25%	20%	25%	25%	33%	22%	25%	27%	29%	34%	33%	25%	28%	32%	30%	24%	29%	31%	33%	28%	28%	32%	29%	34%	32%	39%	35%	38%
Poland	33%	29%	30%	28%	23%	29%	19%	23%	22%	20%	24%	28%	27%	30%	28%	27%	27%	21%	27%	25%	25%	28%	33%	22%	19%	21%	18%	20%	17%
Russia	27%	28%	29%	27%	26%	25%	26%	26%	26%	29%	25%	26%	27%	23%	25%	30%	30%	28%	33%	33%	36%	33%	29%	28%	31%	27%	29%	26%	24%
Saudi Arabia	78%	76%	81%	81%	80%	81%	85%	87%	89%	89%	87%	88%	89%	83%	89%	86%	86%	90%	89%	88%	88%	83%	85%	84%	80%	79%	79%	82%	86%
South Africa	41%	46%	41%	51%	45%	45%	40%	41%	43%	42%	38%	39%	34%	39%	32%	32%	42%	40%	36%	35%	33%	38%	39%	38%	31%	26%	22%	22%	33%
South Korea	35%	32%	37%	39%	34%	38%	22%	25%	29%	27%	27%	18%	21%	18%	26%	21%	17%	17%	20%	22%	20%	21%	18%	17%	24%	16%	15%	15%	16%
Spain	9%	10%	7%	7%	4%	6%	6%	8%	6%	6%	7%	6%	3%	5%	3%	4%	4%	4%	4%	3%	3%	3%	3%	4%	4%	3%	3%	2%	3%
Sweden	72%	77%	75%	75%	82%	80%	71%	78%	76%	76%	77%	70%	74%	69%	73%	74%	72%	73%	70%	71%	64%	75%	71%	81%	65%	72%	69%	57%	73%
Turkey	39%	43%	41%	41%	46%	47%	43%	49%	50%	51%	57%	48%	61%	59%	54%	58%	55%	58%	58%	51%	49%	51%	51%	56%	50%	44%	48%	47%	48%
United States	15%	18%	20%	19%	20%	20%	19%	17%	23%	19%	19%	14%	15%	14%	19%	21%	21%	19%	22%	27%	23%	26%	25%	28%	26%	24%	28%	31%	29%

Countries Ranked and Marked By Change In Assessment From Last Month

(Left Column)

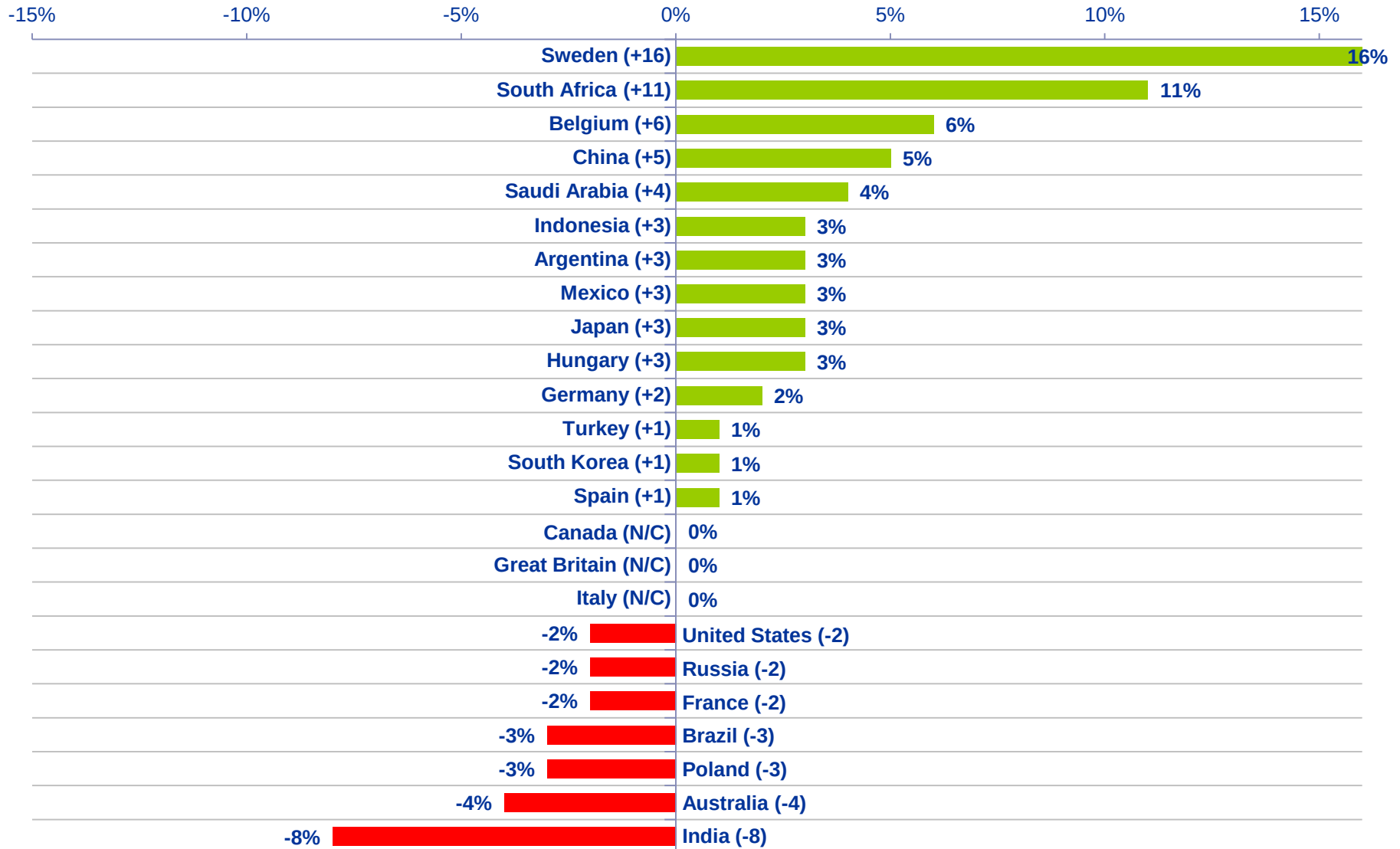
Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

% Very Good / Somewhat Good



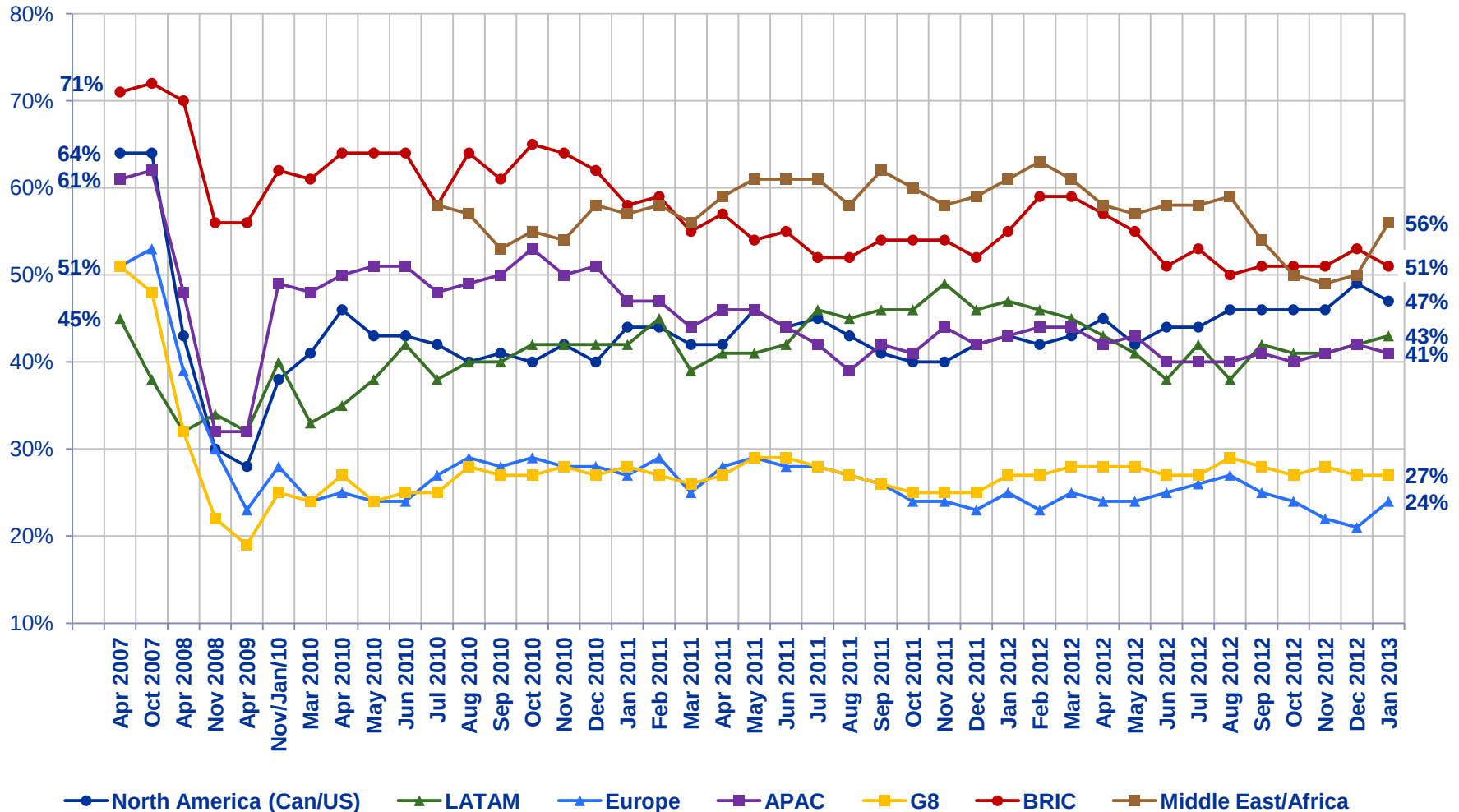
Countries Ranked by Net Improvement, Decline or No Change Compared to

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?



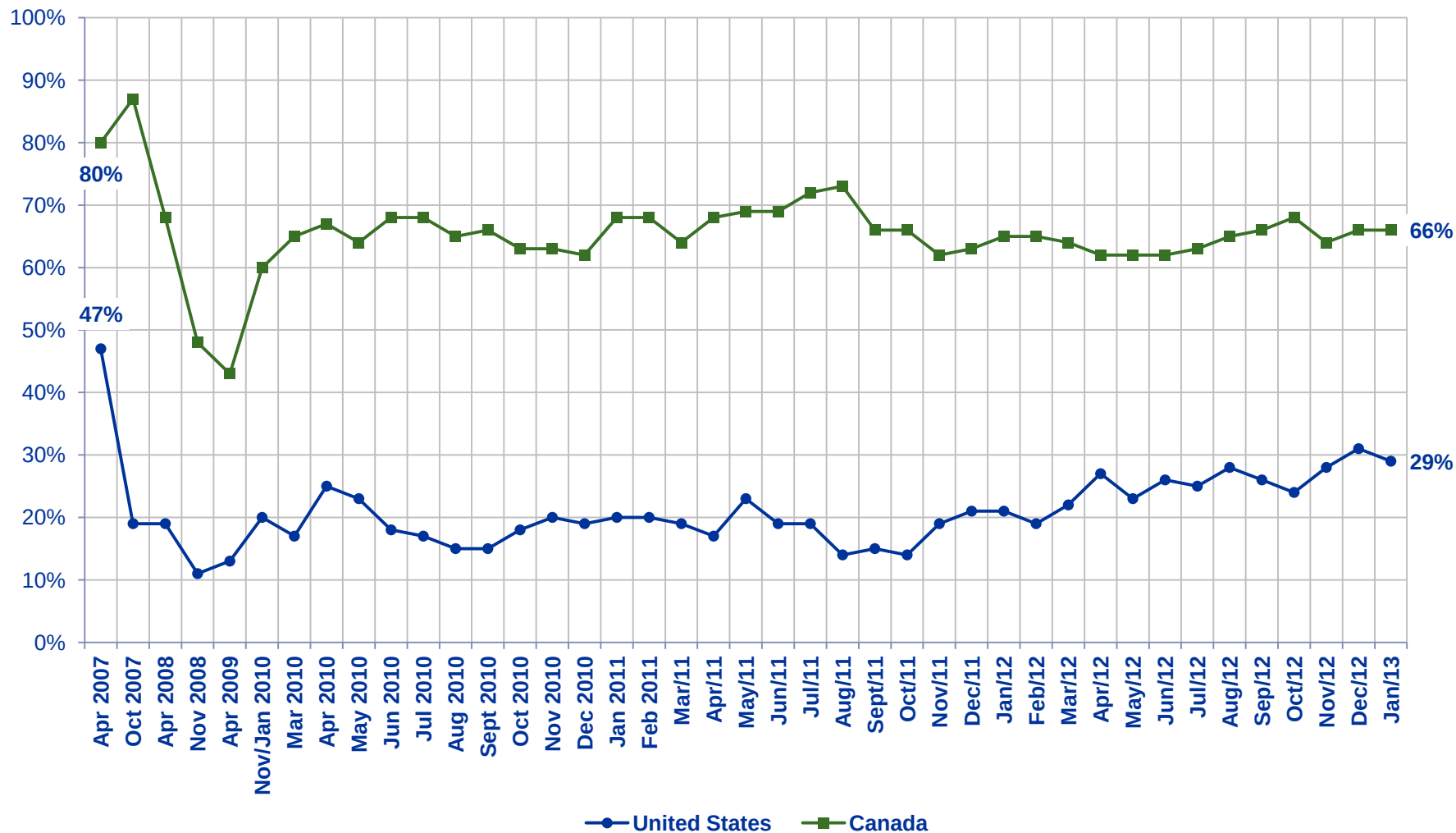
Assessing the Current Economic Situation by All Regions:

Very Good / Somewhat Good



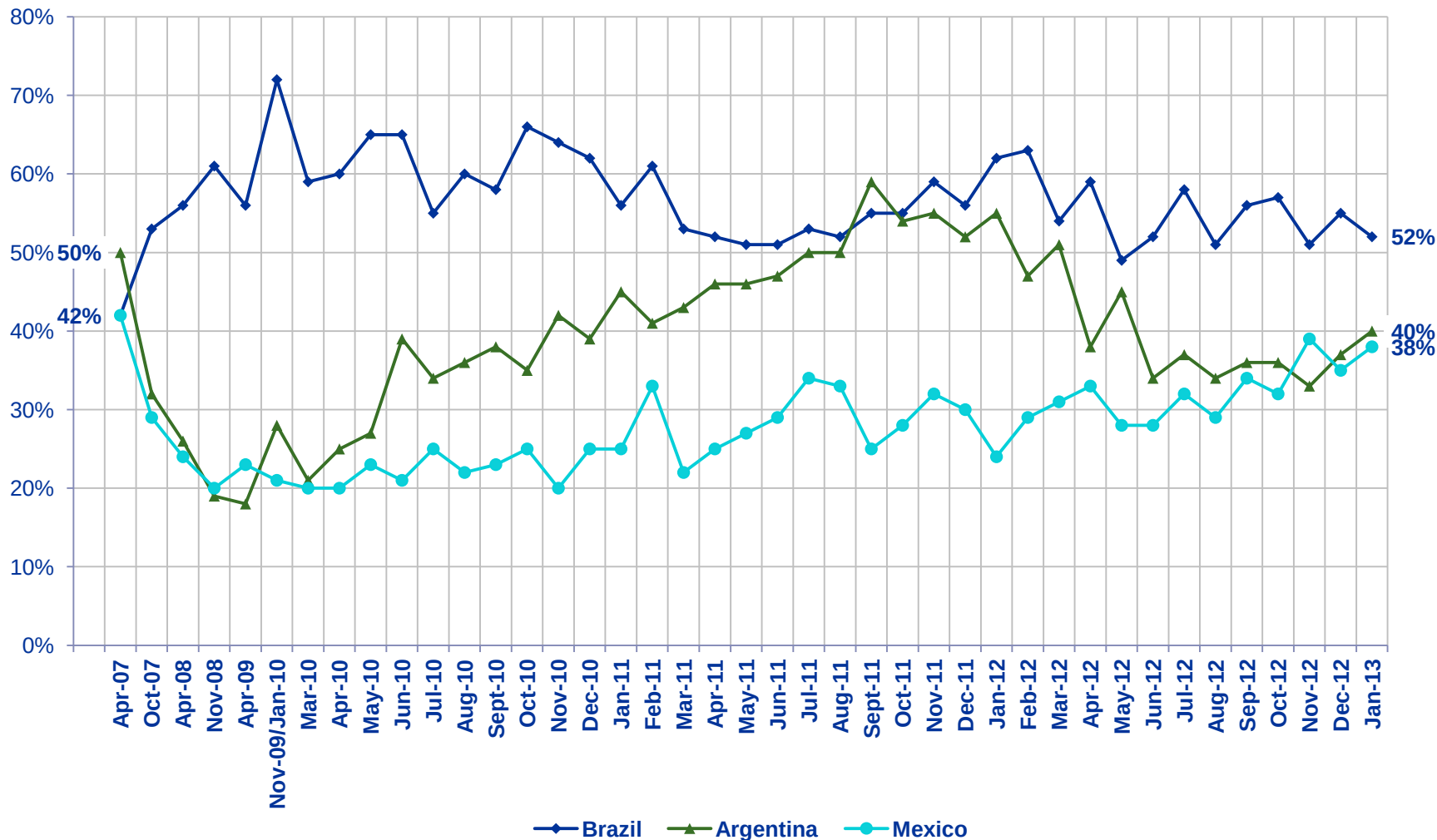
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

Very Good / Somewhat Good



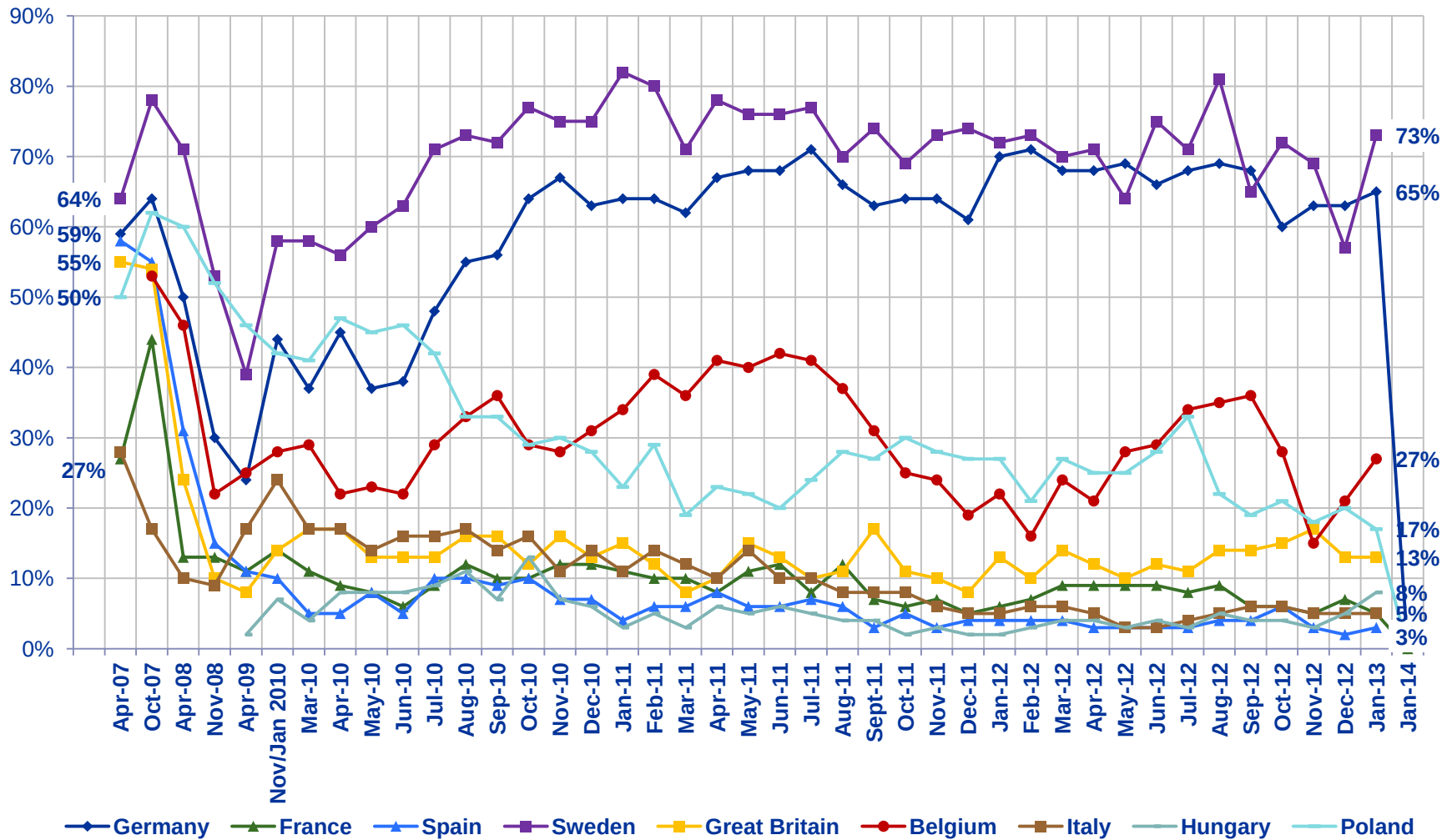
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

Very Good / Somewhat Good



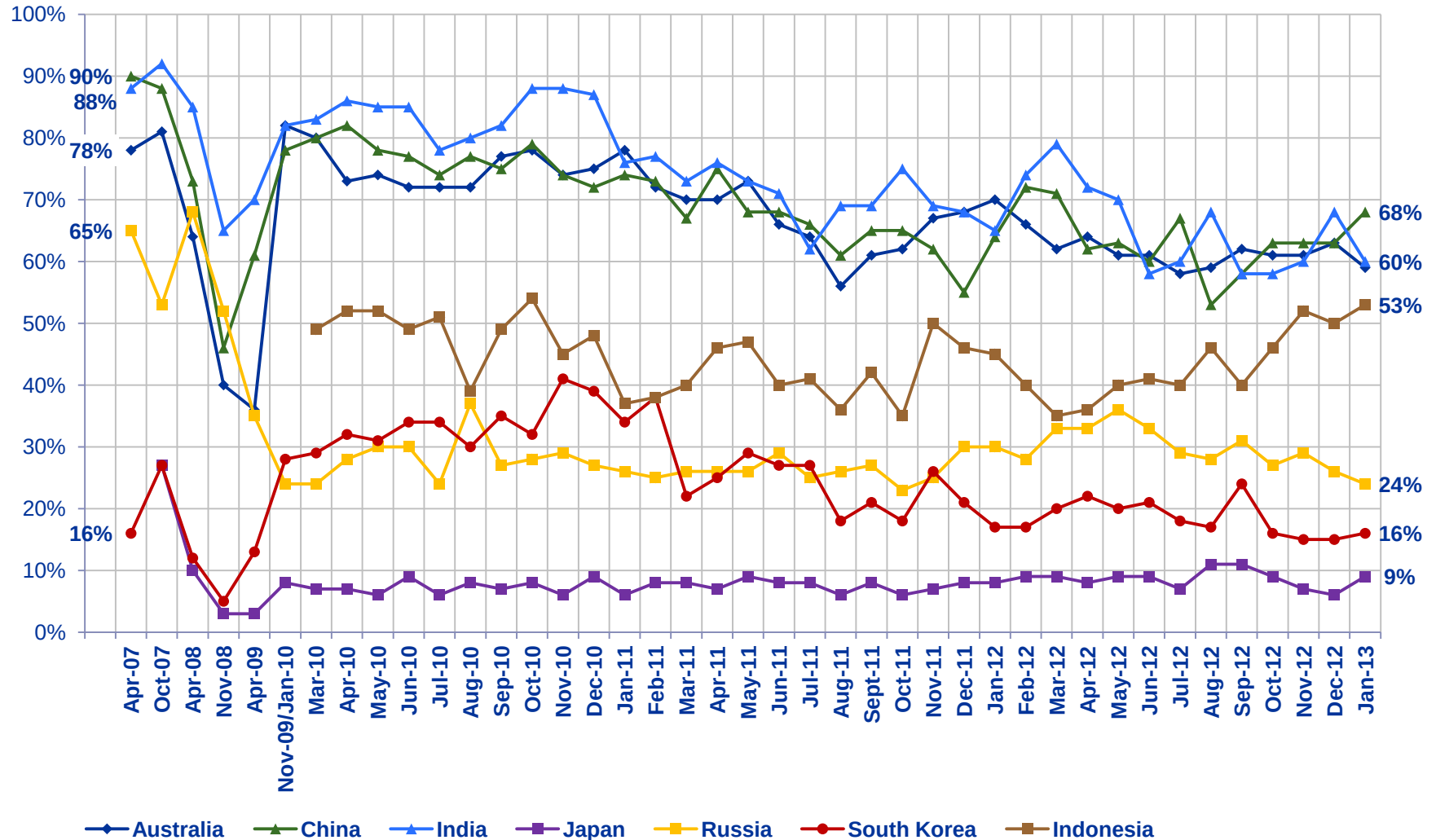
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

Very Good / Somewhat Good



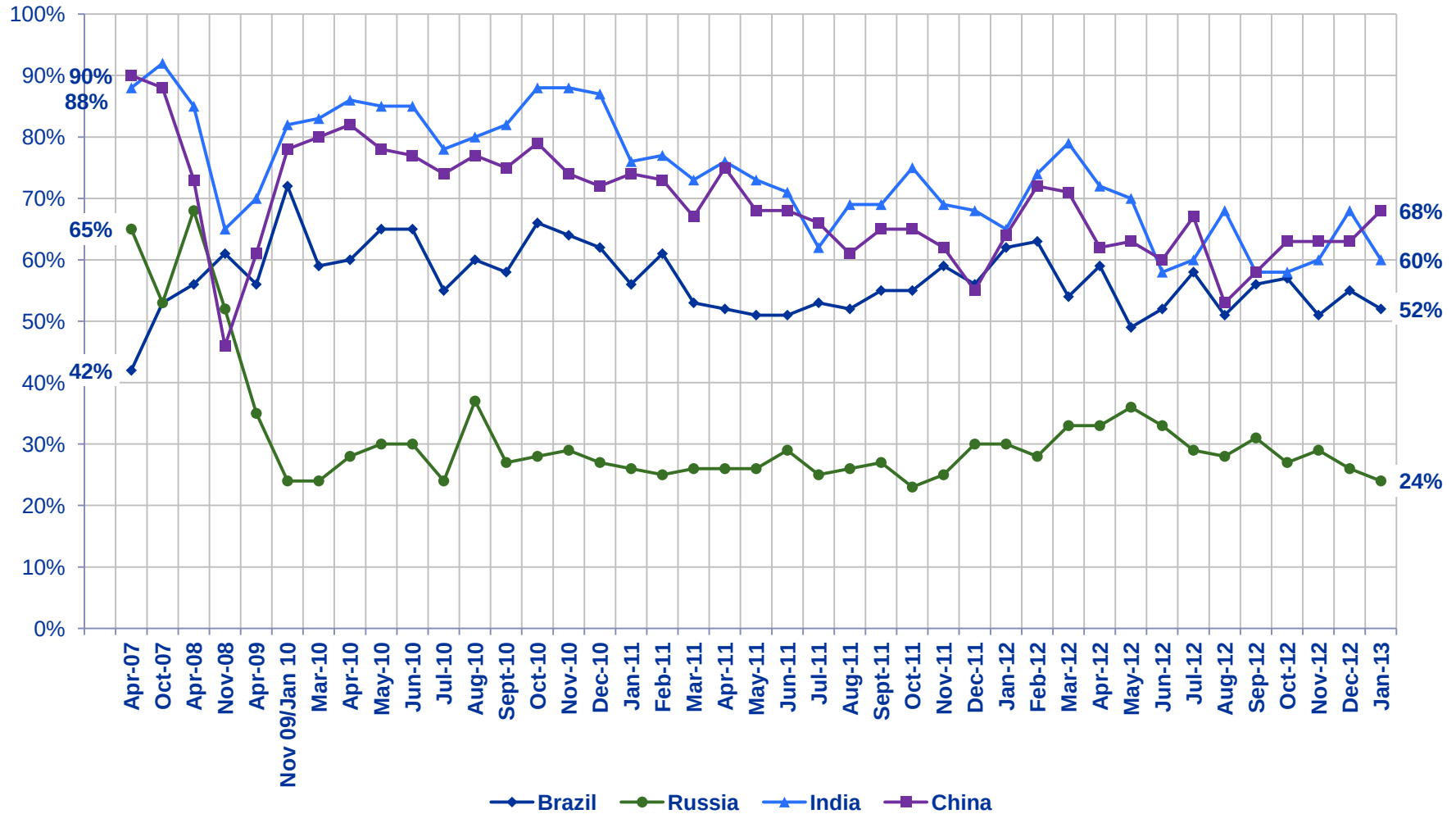
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

Very Good / Somewhat Good



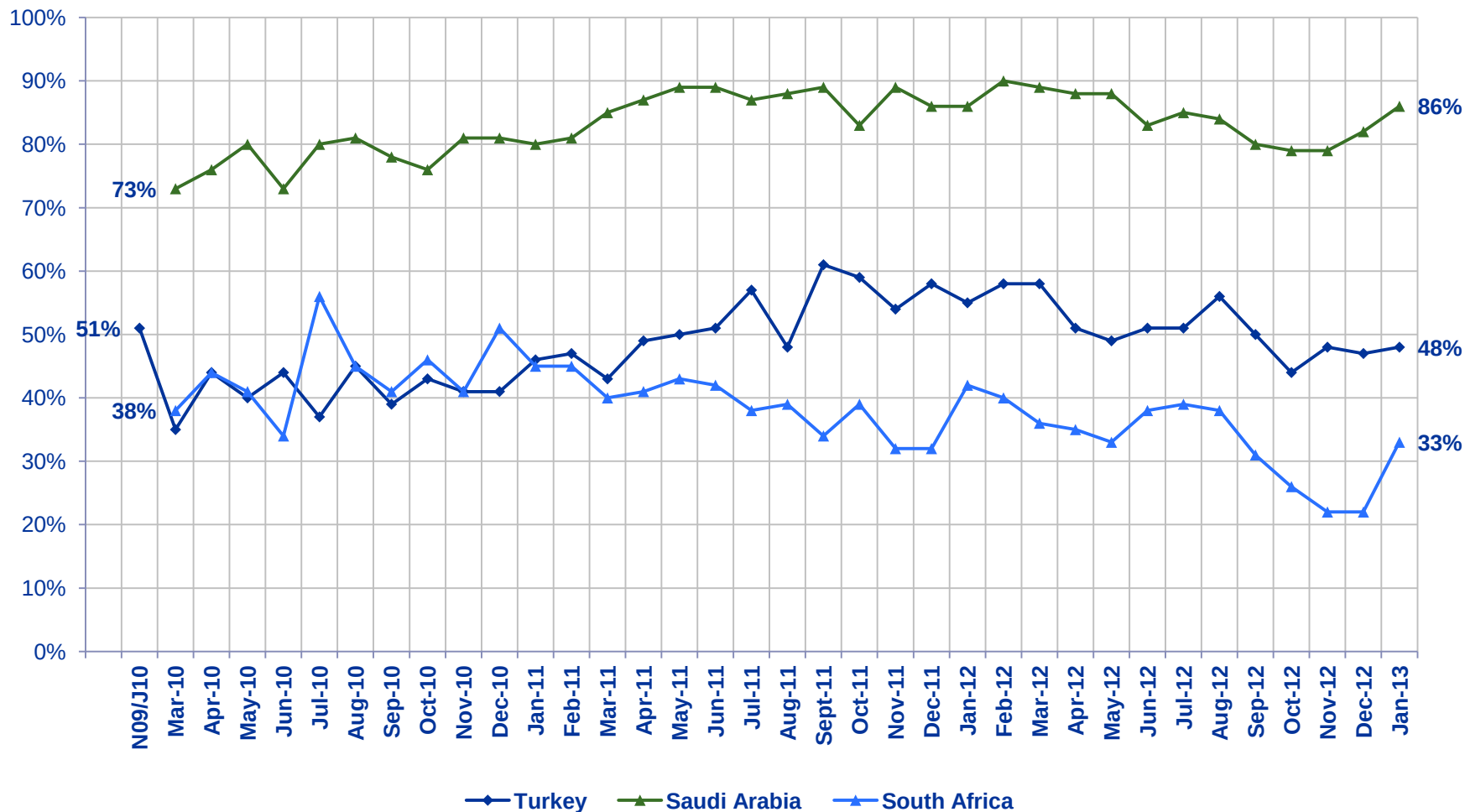
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

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?

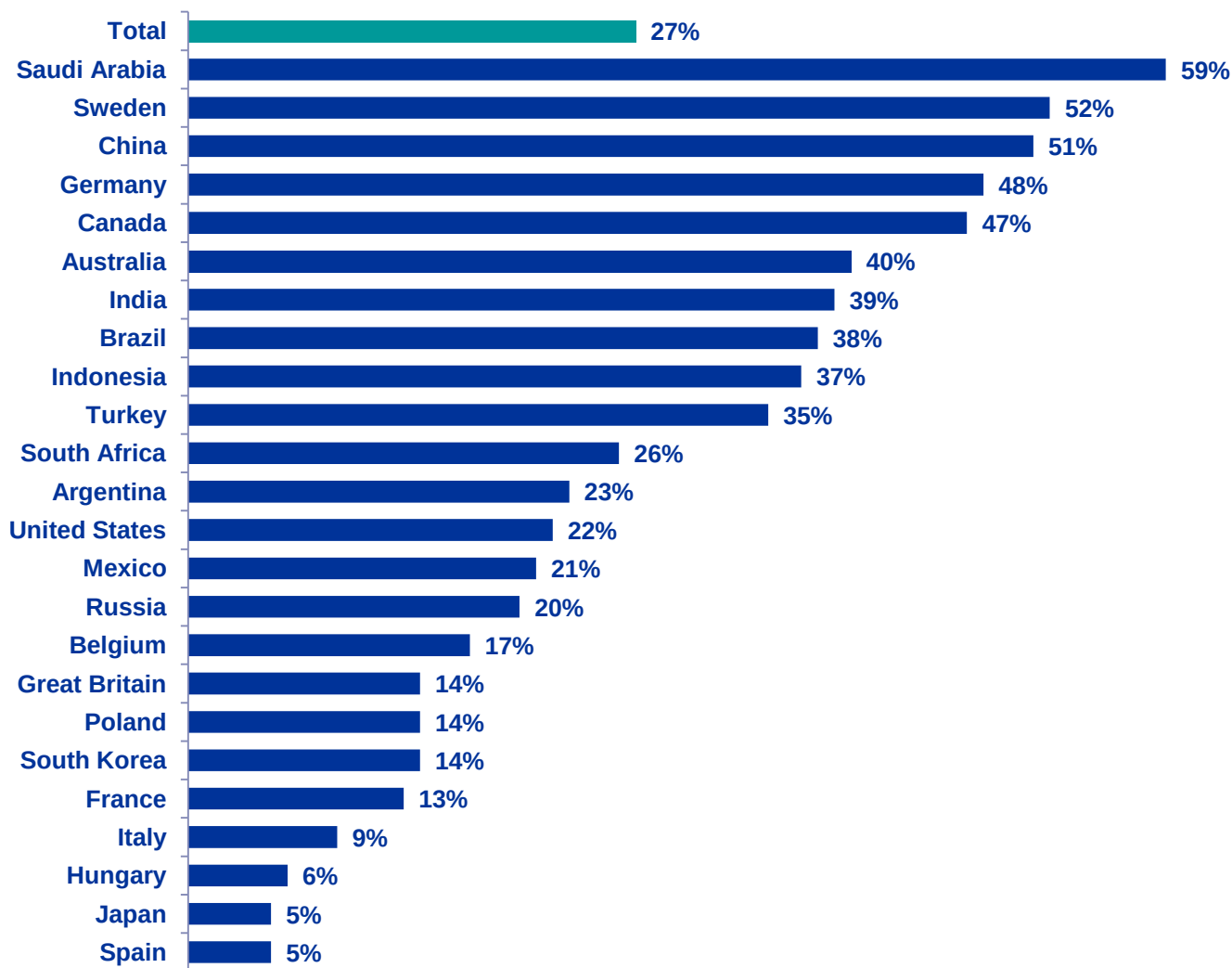
② Assessing The Economy...

...In Their Local Area



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

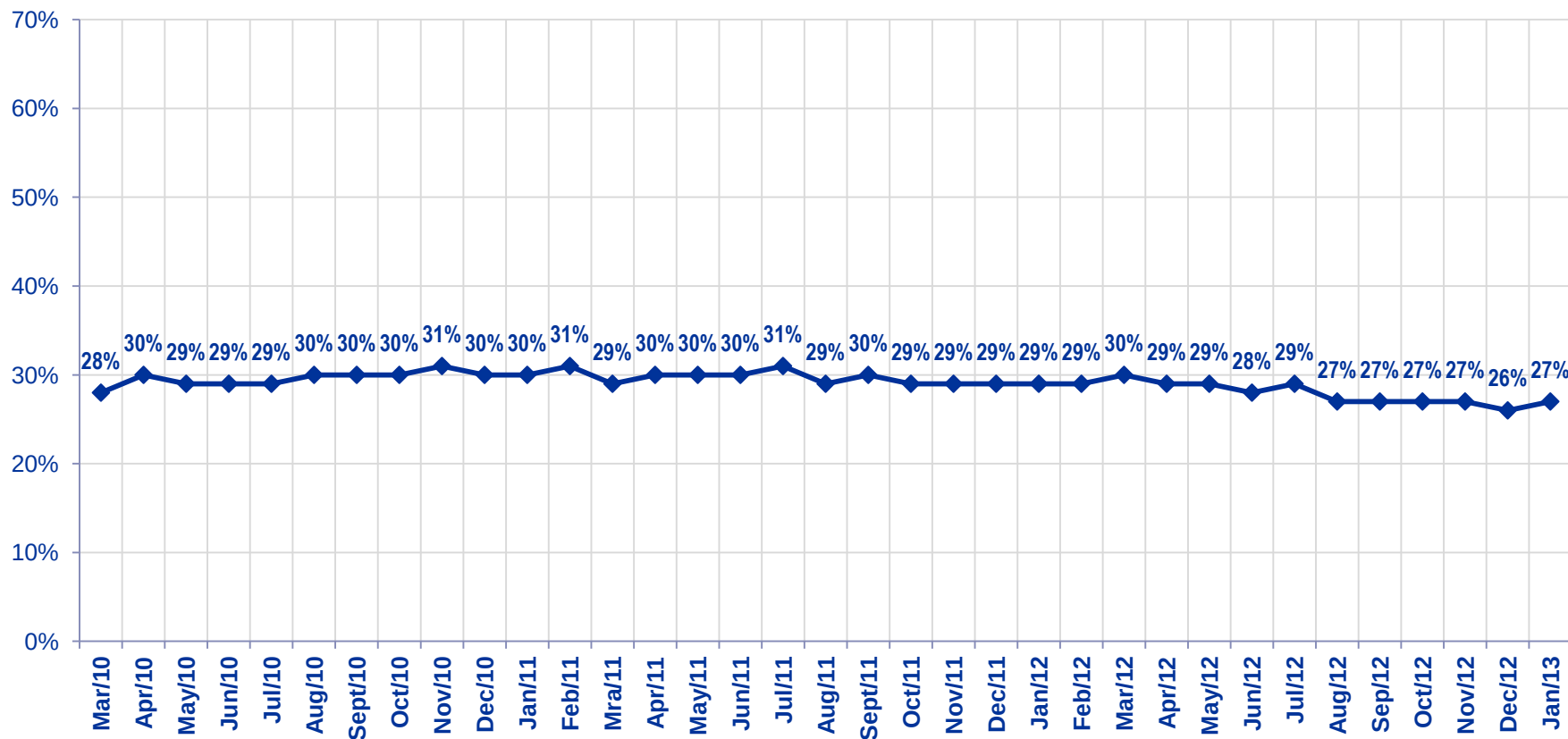
% Strong (Top 3: 5-6-7)



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

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

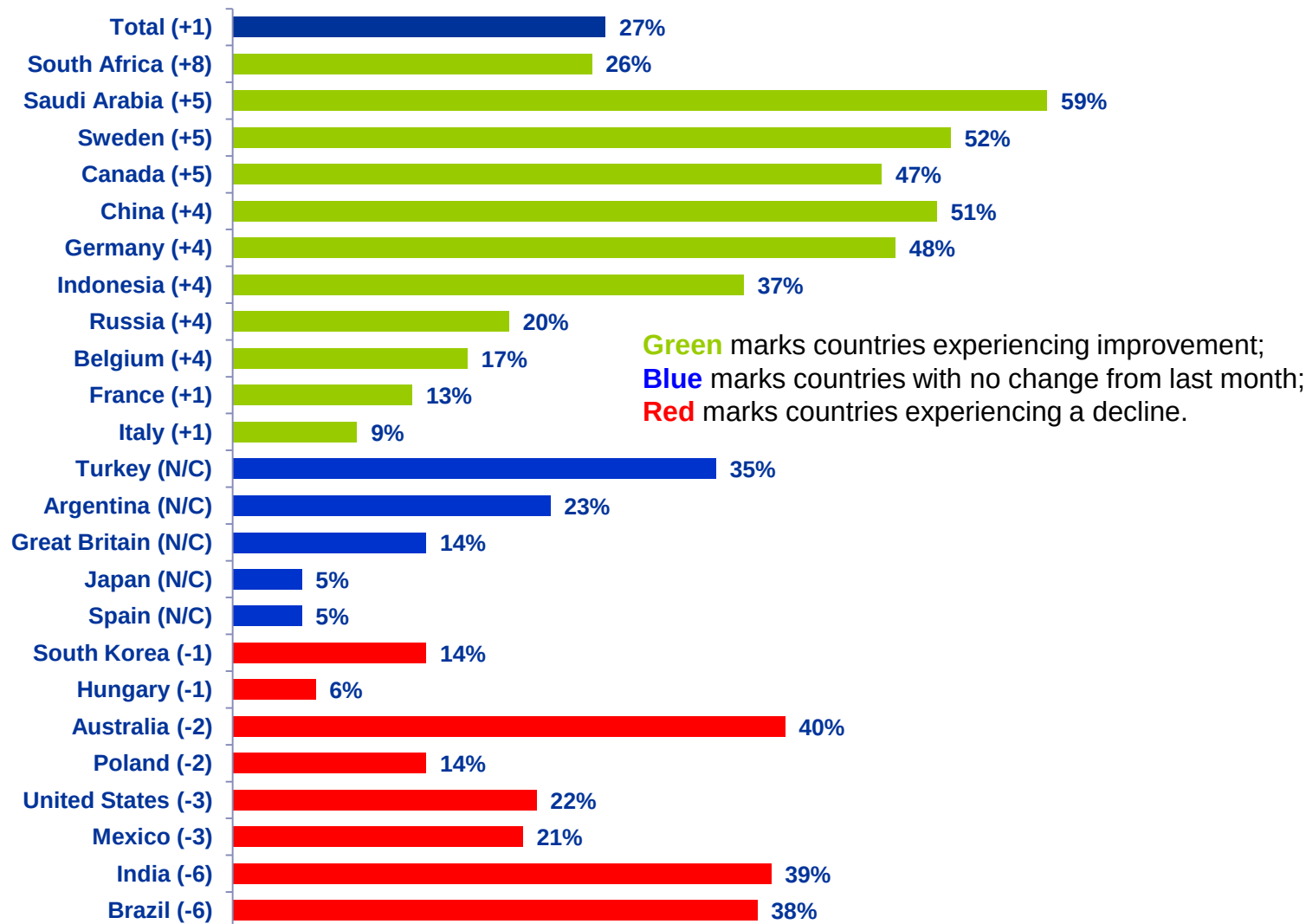
% Strong (Top 3 5-6-7)

	Aug '10	Sep '10	Oct '10	Nov '10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11	Aug '11	Sep '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
Total	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%
Argentina	25%	26%	21%	28%	28%	30%	28%	26%	30%	28%	31%	30%	29%	36%	35%	36%	34%	35%	29%	30%	23%	27%	17%	24%	22%	22%	21%	20%	23%	23%
Australia	52%	53%	57%	53%	55%	60%	54%	53%	51%	50%	46%	46%	42%	43%	49%	46%	47%	47%	46%	43%	42%	39%	43%	41%	38%	41%	42%	40%	42%	40%
Belgium	20%	19%	17%	21%	16%	20%	30%	23%	27%	26%	25%	24%	19%	21%	18%	16%	14%	15%	11%	16%	14%	19%	19%	20%	19%	22%	18%	13%	13%	17%
Brazil	46%	45%	50%	47%	51%	42%	47%	41%	39%	42%	41%	43%	46%	39%	44%	49%	46%	50%	44%	41%	41%	41%	39%	51%	41%	36%	42%	38%	44%	38%
Canada	46%	48%	43%	46%	42%	49%	49%	46%	49%	49%	51%	49%	51%	48%	48%	44%	45%	45%	46%	44%	44%	45%	46%	48%	44%	46%	44%	43%	42%	47%
China	59%	59%	63%	59%	55%	56%	57%	56%	56%	51%	49%	47%	45%	53%	48%	48%	48%	52%	49%	59%	53%	46%	44%	50%	50%	51%	47%	54%	47%	51%
France	15%	13%	14%	14%	12%	14%	15%	16%	14%	16%	16%	14%	18%	12%	15%	12%	12%	12%	13%	15%	13%	15%	14%	14%	15%	13%	10%	12%	12%	13%
Germany	33%	35%	39%	43%	43%	40%	43%	38%	46%	46%	47%	47%	45%	43%	41%	43%	41%	45%	48%	47%	47%	47%	48%	45%	48%	47%	39%	43%	44%	48%
Great Britain	15%	15%	13%	16%	15%	15%	14%	12%	14%	17%	17%	12%	12%	17%	13%	13%	13%	16%	15%	18%	13%	13%	15%	14%	14%	16%	15%	17%	14%	14%
Hungary	14%	11%	15%	11%	9%	12%	10%	9%	12%	10%	12%	11%	9%	9%	8%	8%	7%	8%	6%	7%	7%	8%	7%	7%	8%	7%	8%	8%	7%	6%
India	56%	61%	61%	67%	60%	51%	55%	52%	52%	47%	50%	42%	49%	47%	47%	48%	48%	47%	51%	56%	54%	50%	39%	46%	48%	43%	41%	44%	45%	39%
Indonesia	26%	29%	33%	31%	32%	25%	23%	30%	27%	33%	27%	29%	24%	31%	26%	34%	33%	31%	26%	25%	28%	27%	28%	29%	29%	26%	36%	34%	33%	37%
Italy	19%	18%	17%	15%	18%	14%	18%	16%	16%	18%	17%	16%	14%	13%	12%	10%	10%	10%	12%	12%	9%	8%	7%	8%	9%	9%	8%	10%	8%	9%
Japan	5%	5%	5%	5%	6%	4%	5%	5%	5%	7%	6%	7%	5%	5%	7%	6%	5%	7%	6%	6%	7%	7%	8%	6%	8%	8%	6%	5%	5%	5%
Mexico	18%	18%	18%	15%	17%	22%	21%	17%	18%	18%	19%	25%	24%	21%	21%	23%	22%	22%	28%	25%	27%	22%	20%	19%	19%	24%	22%	27%	24%	21%
Poland	31%	29%	21%	25%	22%	19%	21%	19%	23%	17%	21%	21%	23%	24%	24%	19%	21%	24%	18%	22%	20%	23%	20%	24%	18%	16%	18%	17%	16%	14%
Russia	30%	24%	26%	24%	19%	20%	16%	17%	21%	18%	18%	19%	17%	18%	23%	18%	19%	21%	21%	23%	18%	22%	19%	16%	17%	17%	20%	18%	16%	20%
Saudi Arabia	58%	57%	47%	50%	58%	57%	55%	62%	63%	61%	63%	66%	69%	64%	58%	67%	64%	69%	65%	69%	65%	64%	67%	71%	48%	47%	53%	53%	54%	59%
South Africa	28%	26%	27%	26%	30%	34%	29%	22%	23%	28%	34%	34%	27%	26%	26%	25%	23%	26%	26%	29%	26%	30%	27%	29%	26%	23%	24%	18%	18%	26%
South Korea	22%	22%	23%	26%	28%	23%	25%	16%	19%	21%	18%	21%	16%	16%	16%	18%	17%	12%	15%	16%	17%	16%	19%	14%	13%	17%	14%	14%	15%	14%
Spain	10%	10%	10%	11%	10%	9%	9%	9%	10%	9%	8%	11%	8%	6%	8%	8%	6%	6%	7%	6%	5%	4%	6%	6%	5%	7%	6%	5%	5%	5%
Sweden	53%	54%	54%	58%	55%	53%	57%	51%	54%	47%	52%	59%	57%	52%	55%	43%	48%	49%	45%	46%	53%	51%	54%	48%	55%	44%	52%	51%	47%	52%
Turkey	25%	29%	34%	27%	30%	32%	33%	33%	33%	35%	38%	46%	32%	45%	42%	44%	45%	35%	41%	37%	41%	40%	40%	38%	37%	35%	32%	36%	35%	35%
United States	17%	16%	19%	20%	20%	19%	24%	18%	18%	19%	18%	22%	17%	18%	16%	19%	23%	22%	24%	23%	20%	23%	22%	28%	28%	23%	23%	22%	25%	22%

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.

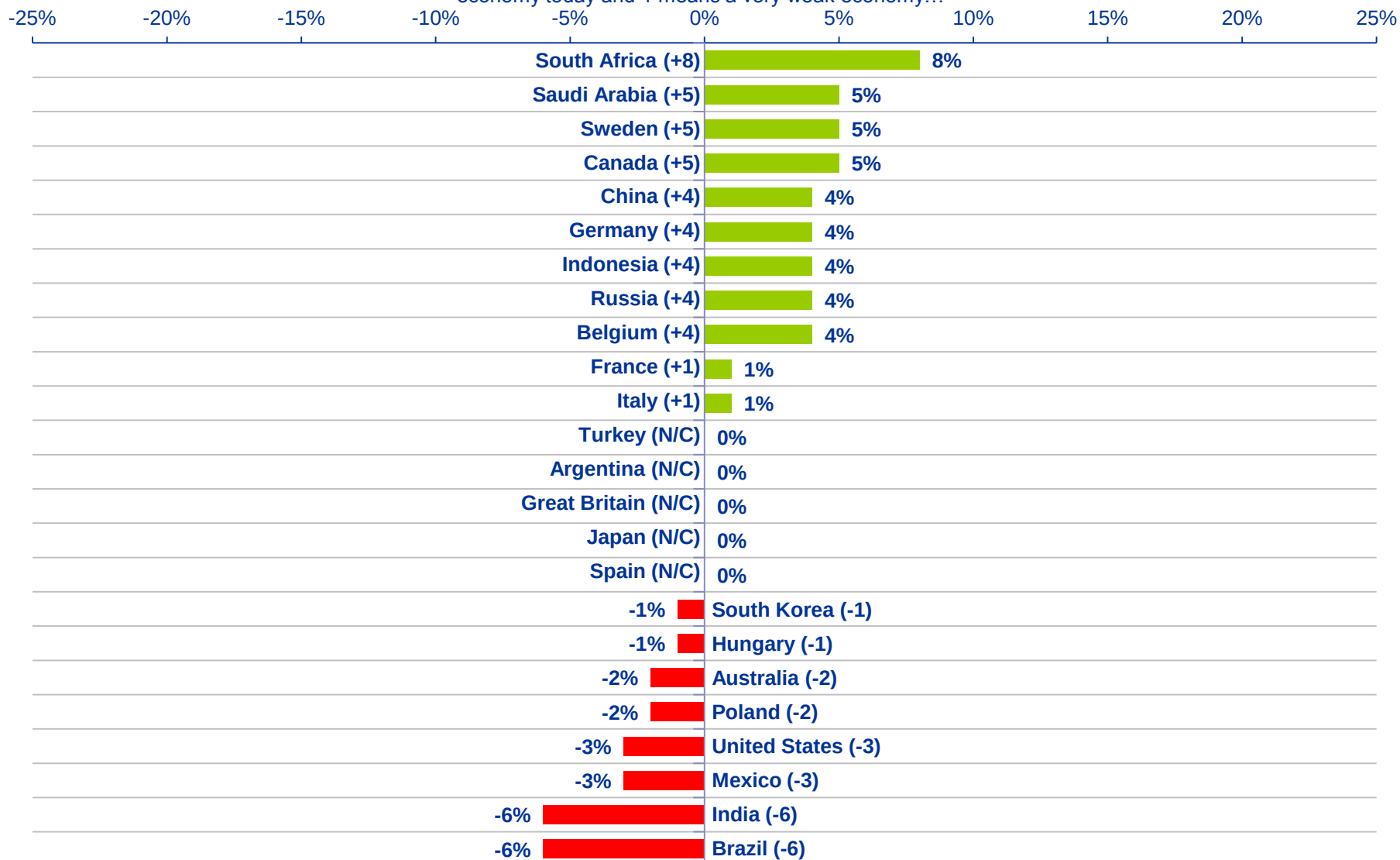
Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):

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...



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

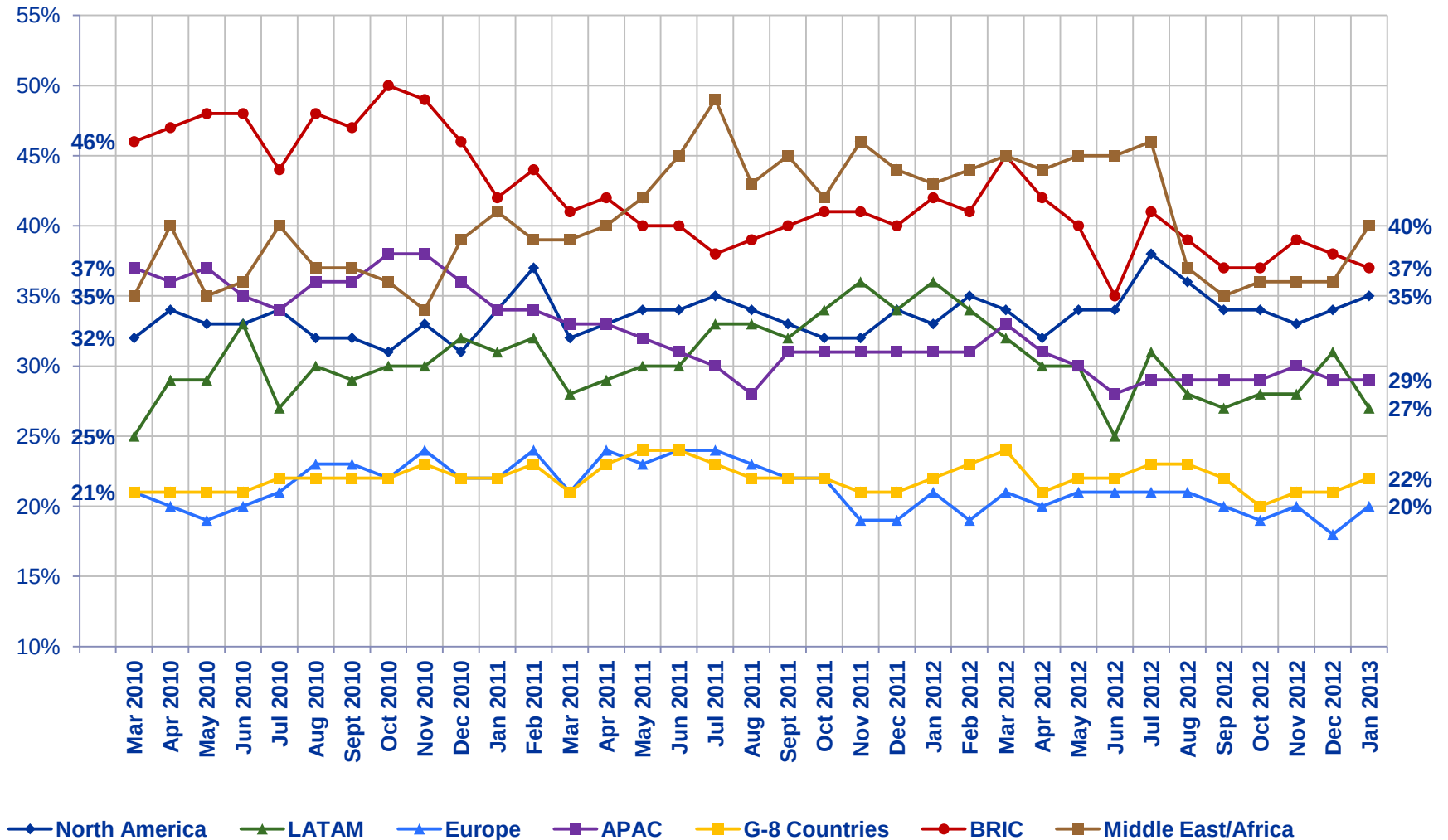
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy...



All Regions

Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)

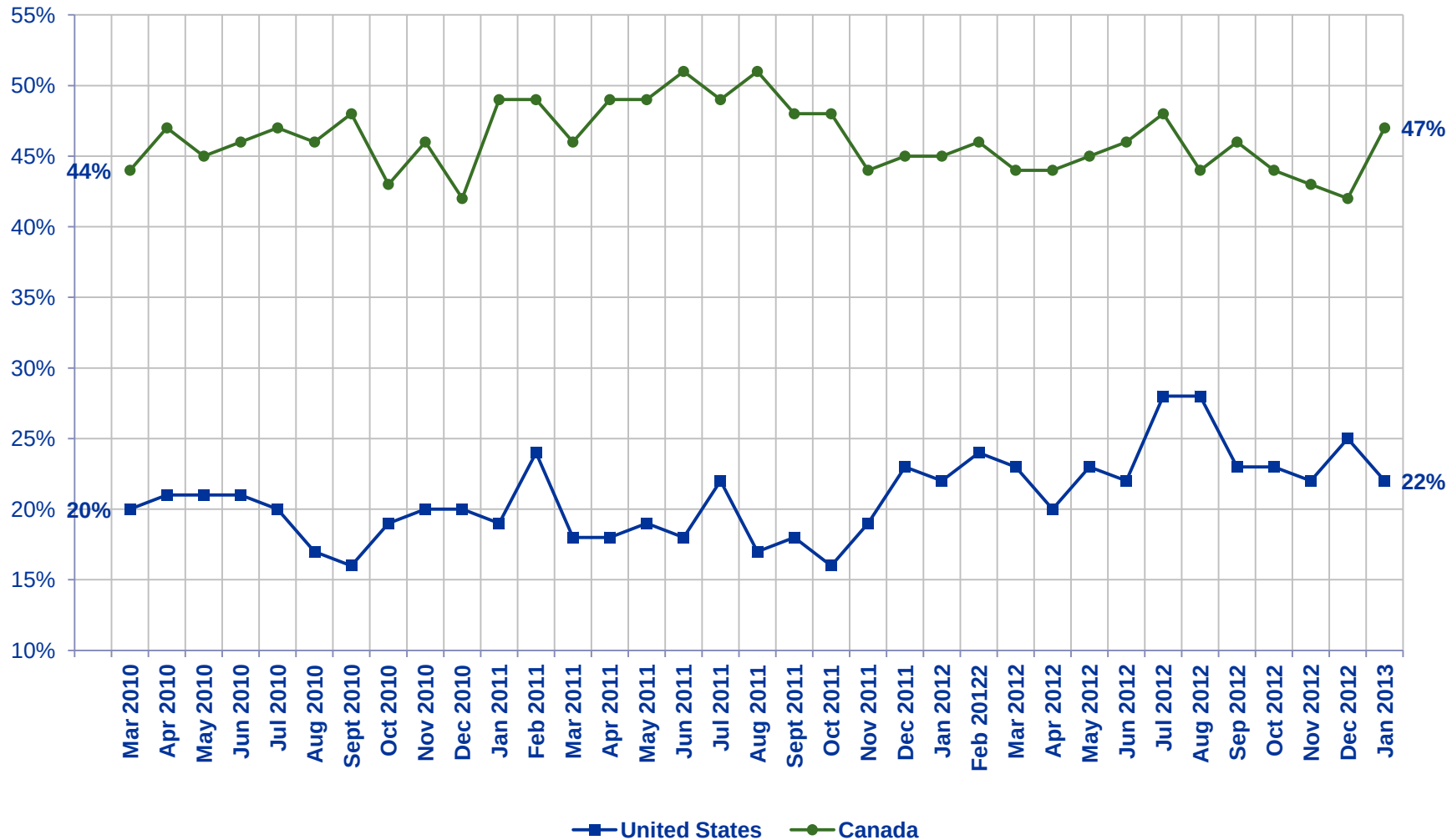


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

North American Countries

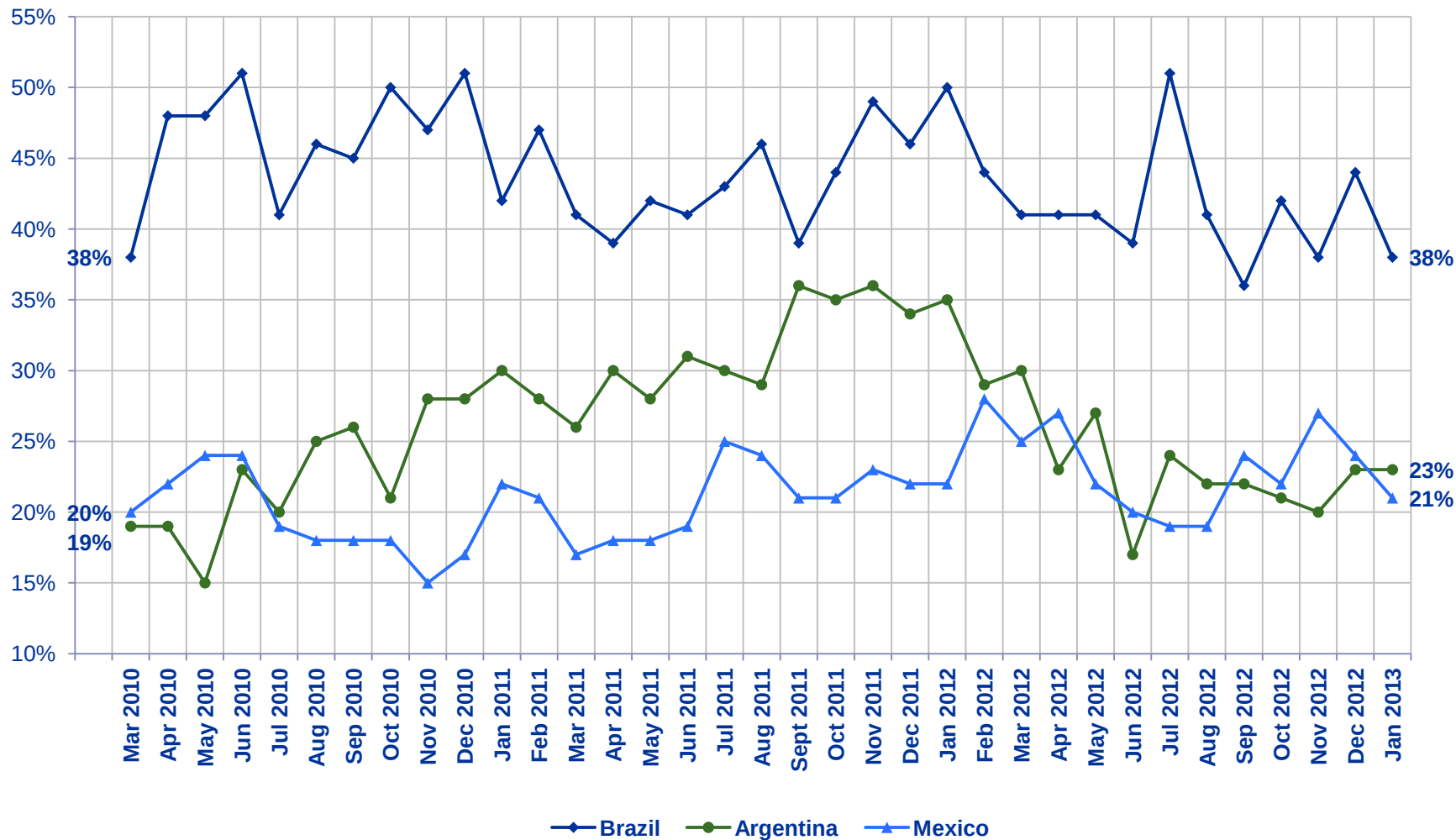
Assess the Strength of Their Local Economy

% 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)

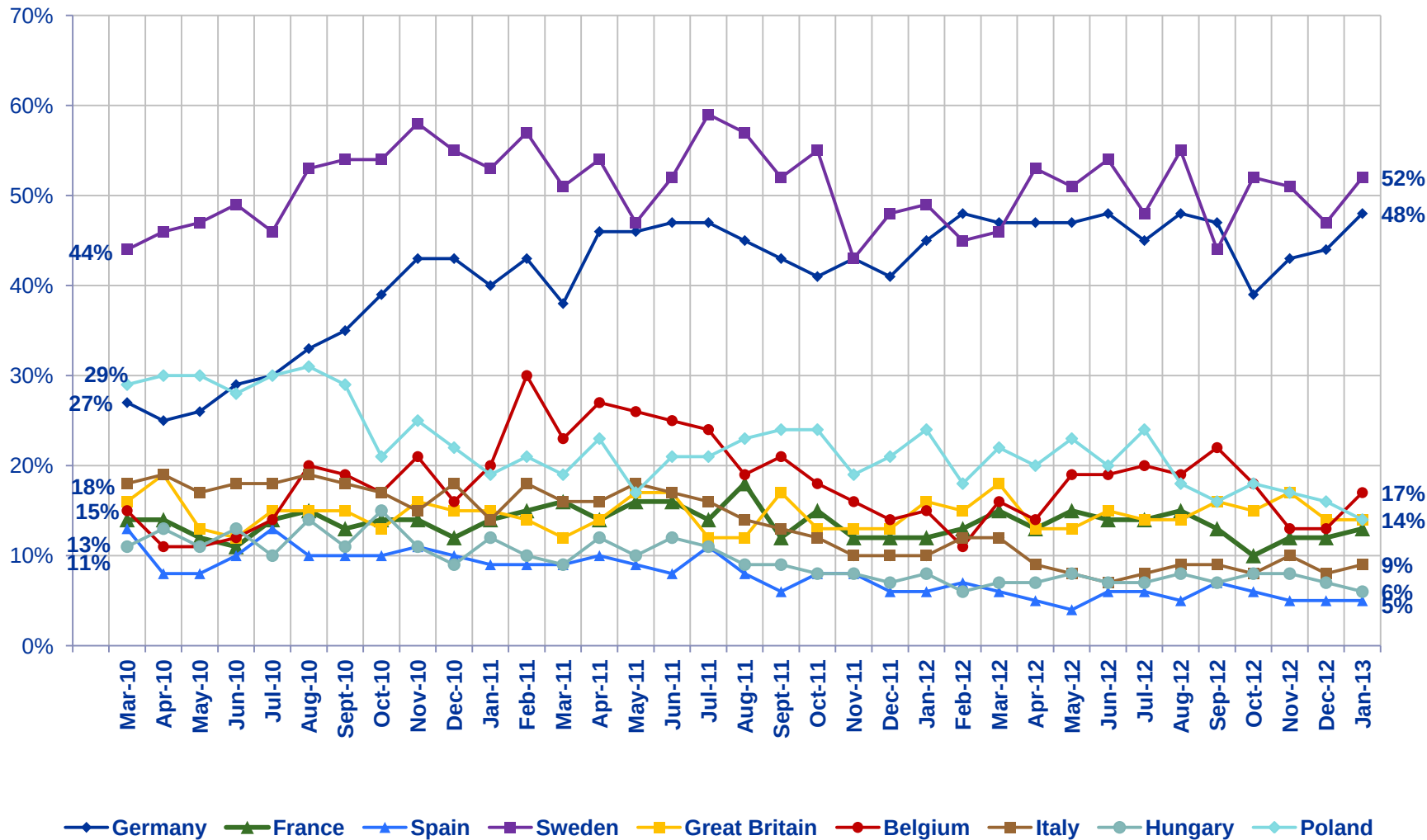


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

European Countries

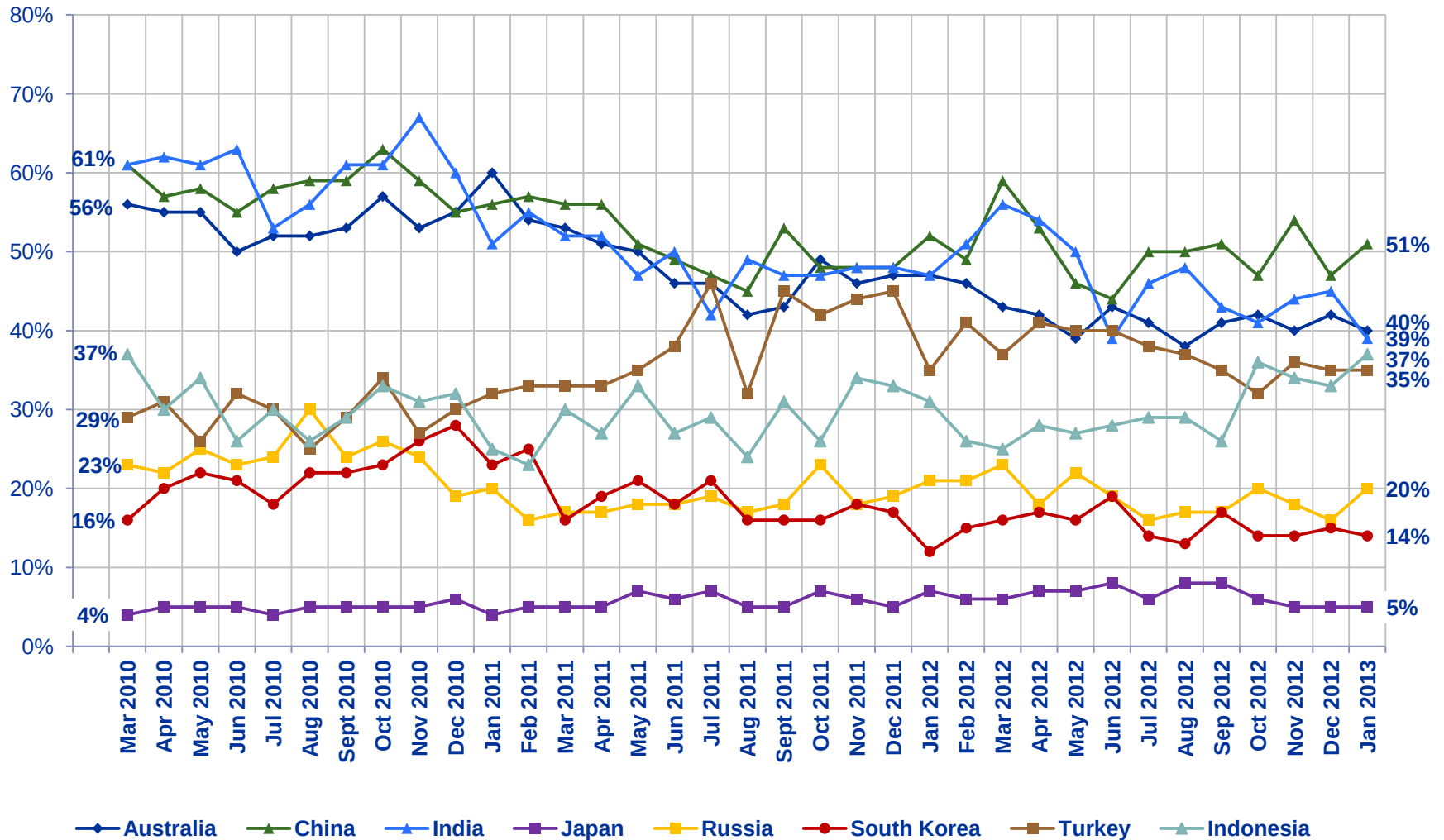
Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)



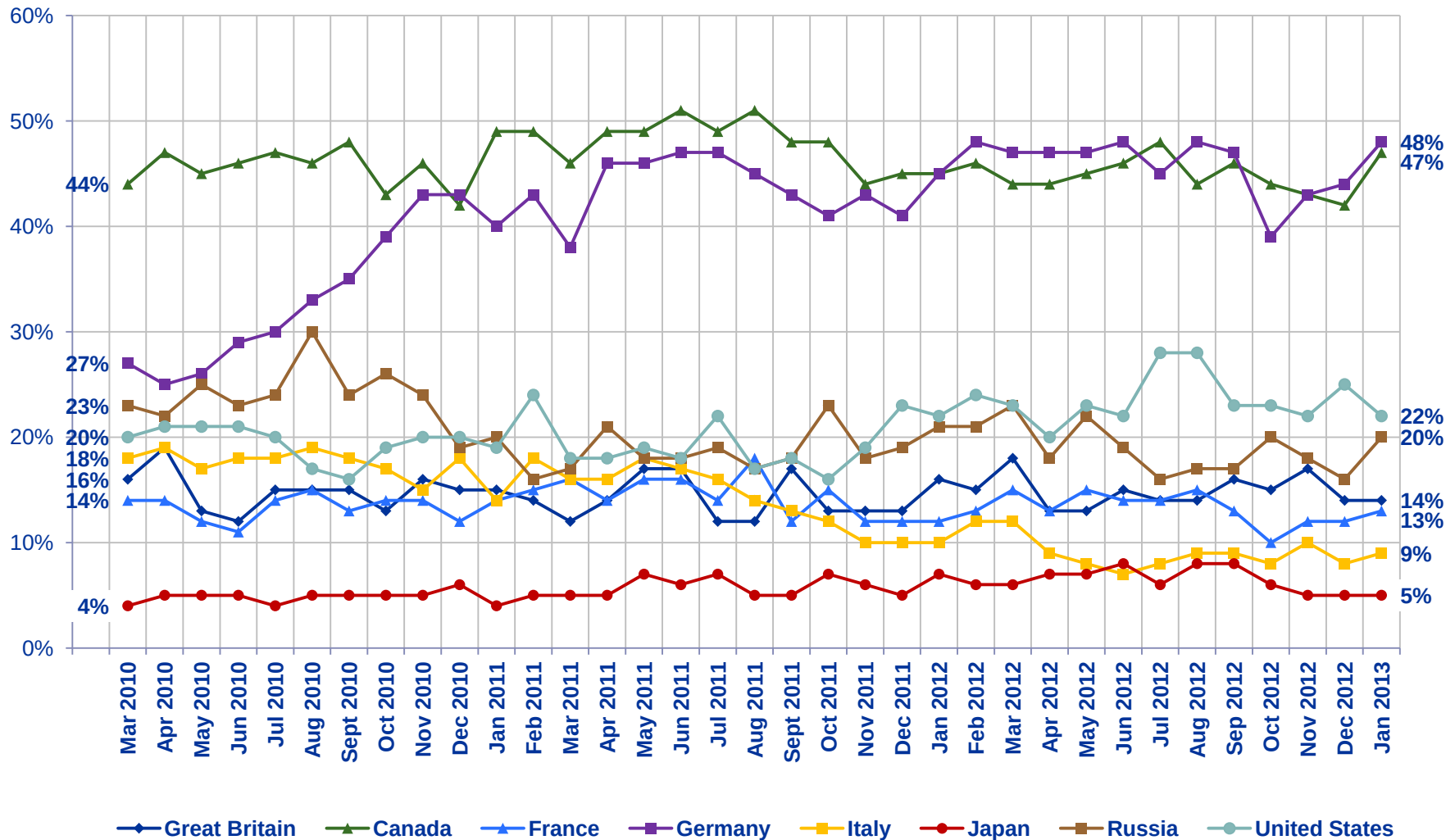
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

% Strong (Top 3 5-6-7)



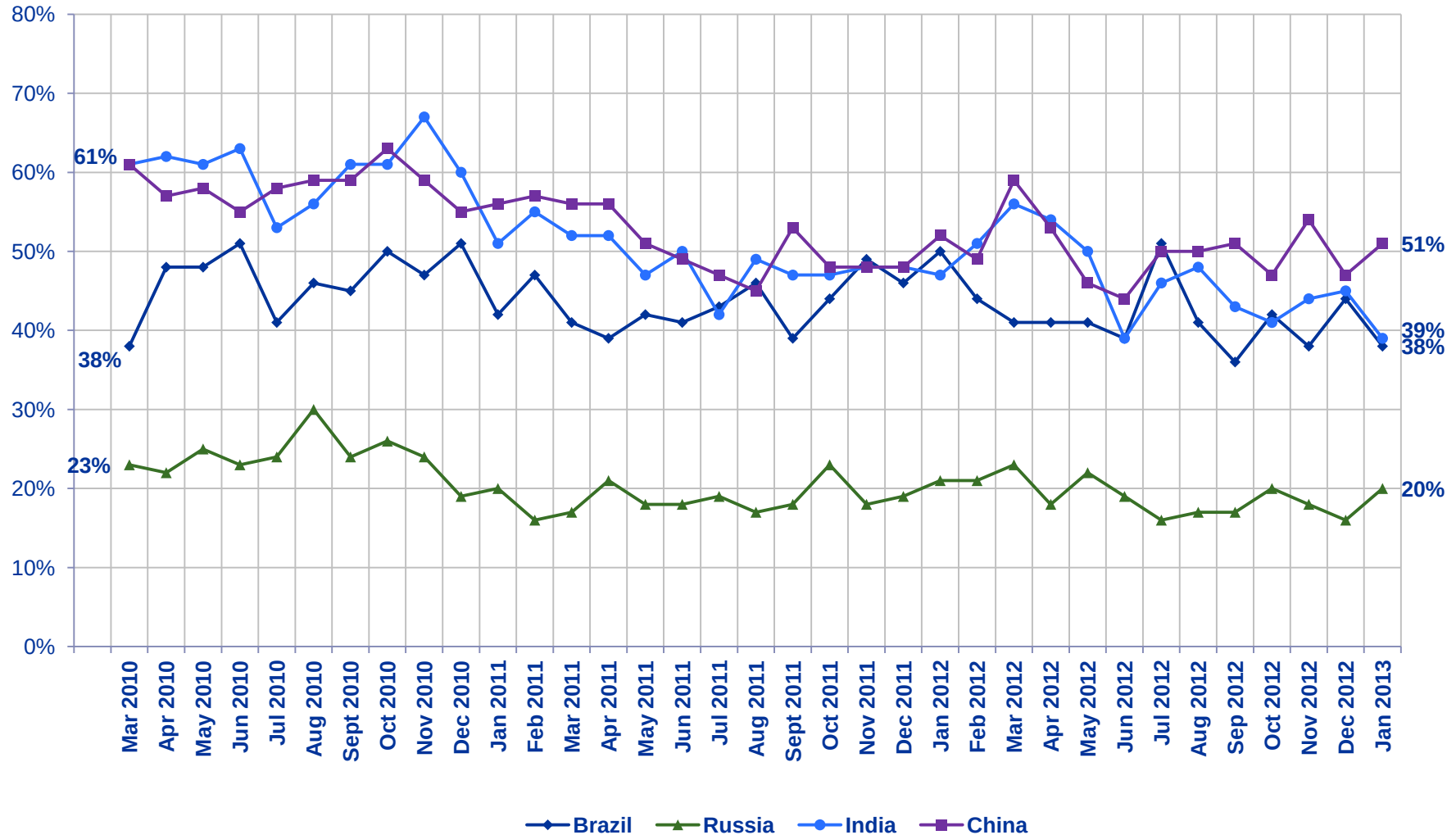
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

% 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.

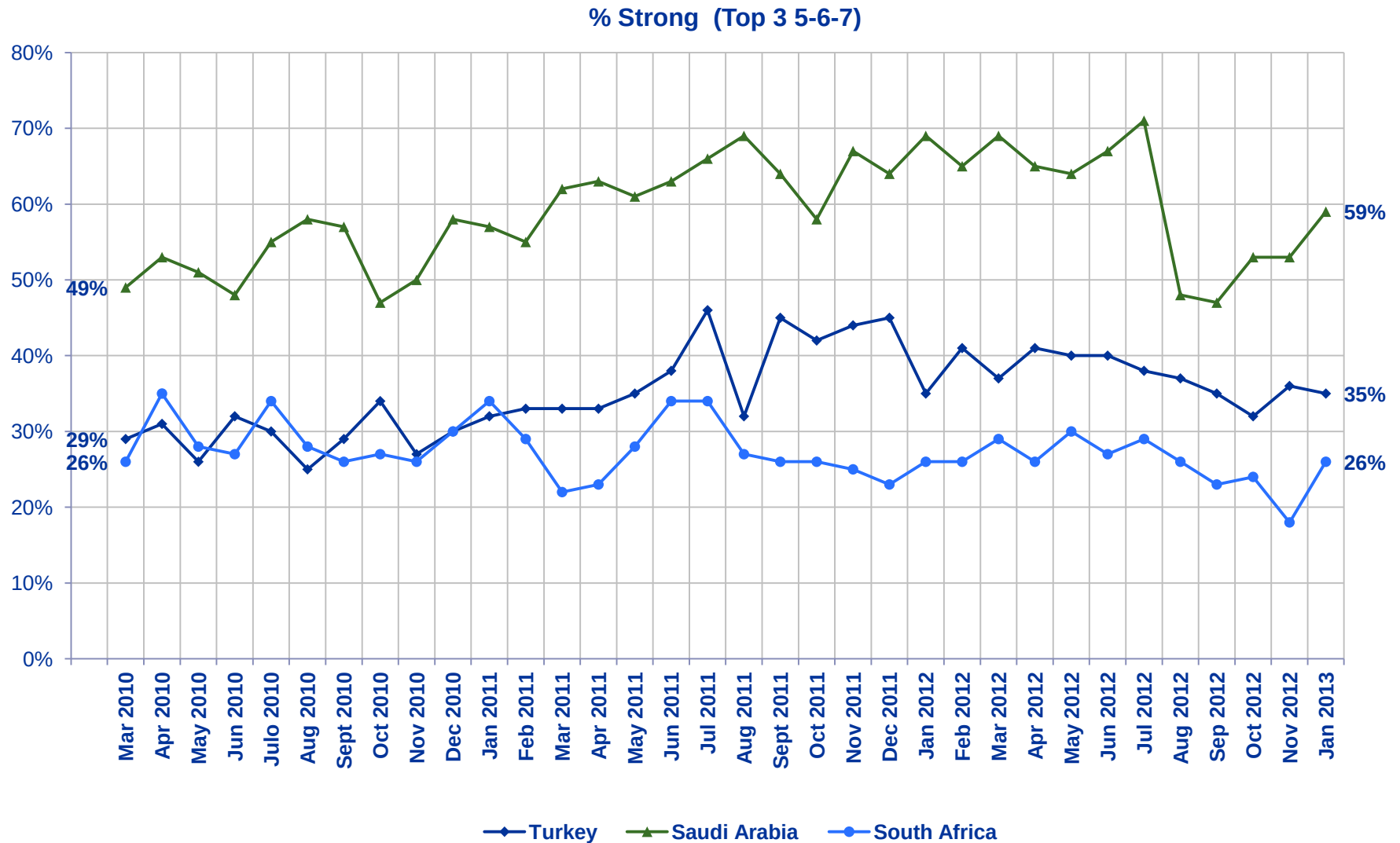
% Strong (Top 3 5-6-7)



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.

Middle East/ African Countries

Assess the Strength of Their 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.

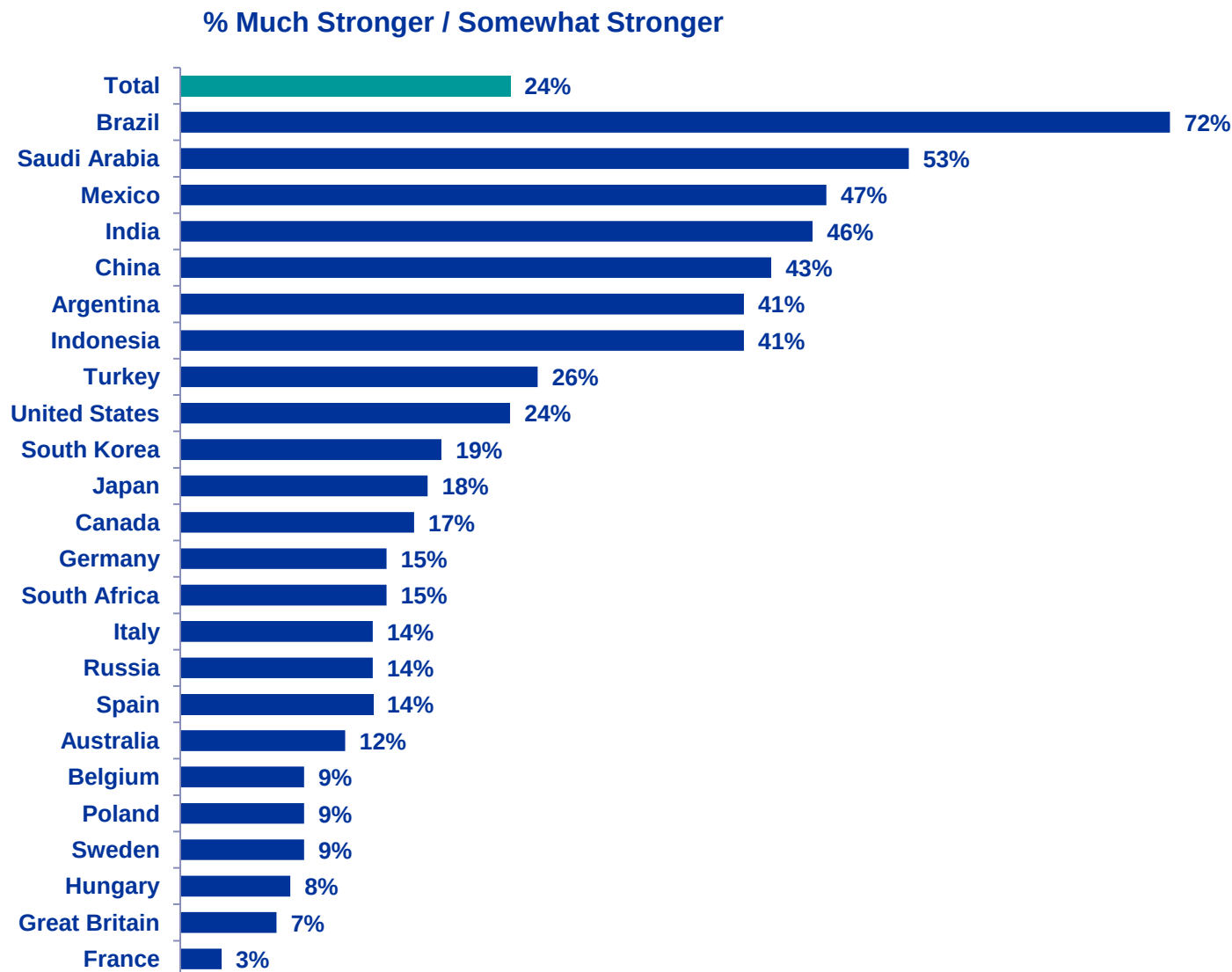
③ Assessing the Strength of The Local Economy...

...Six Months From Now



Detailed Tables B.7

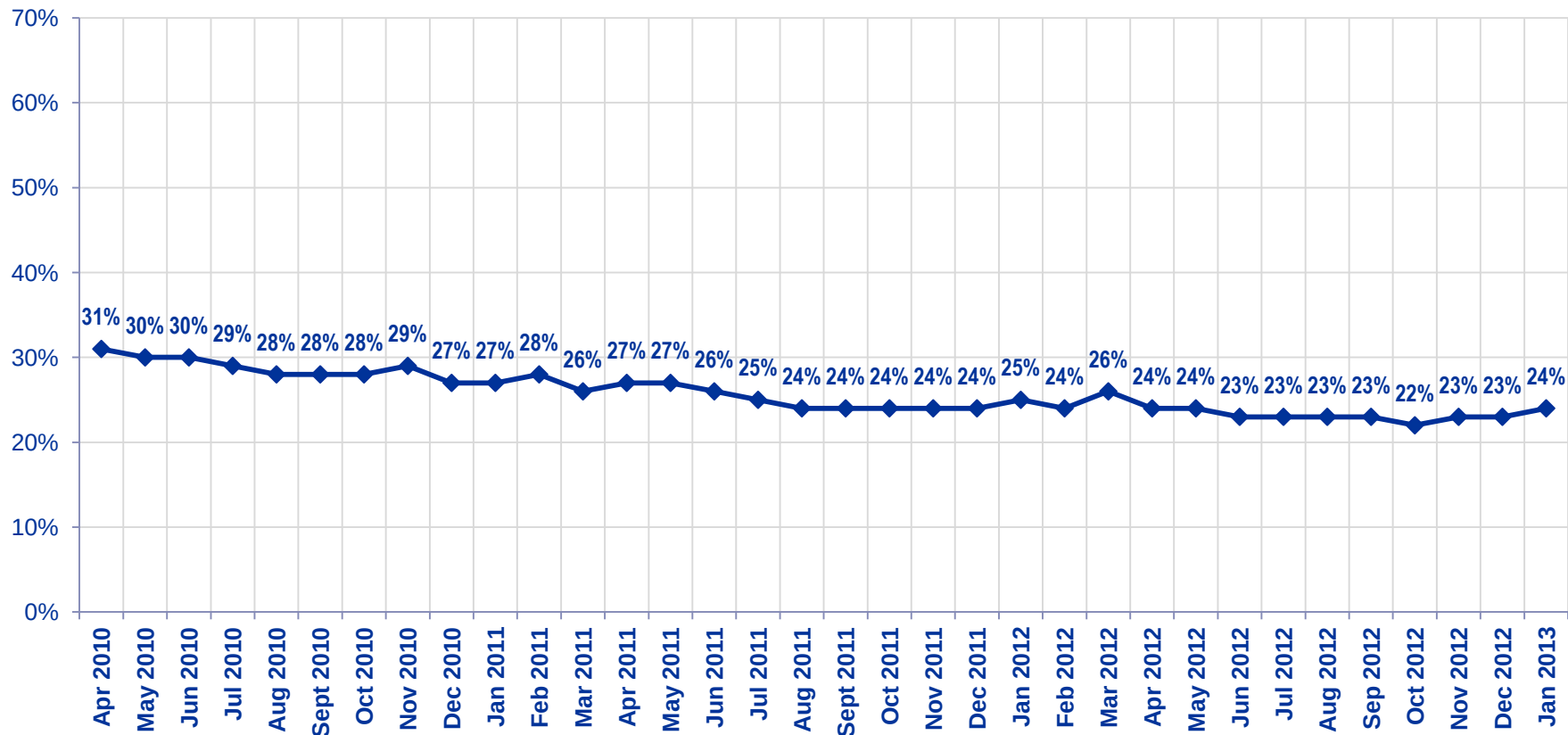
Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months...



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...

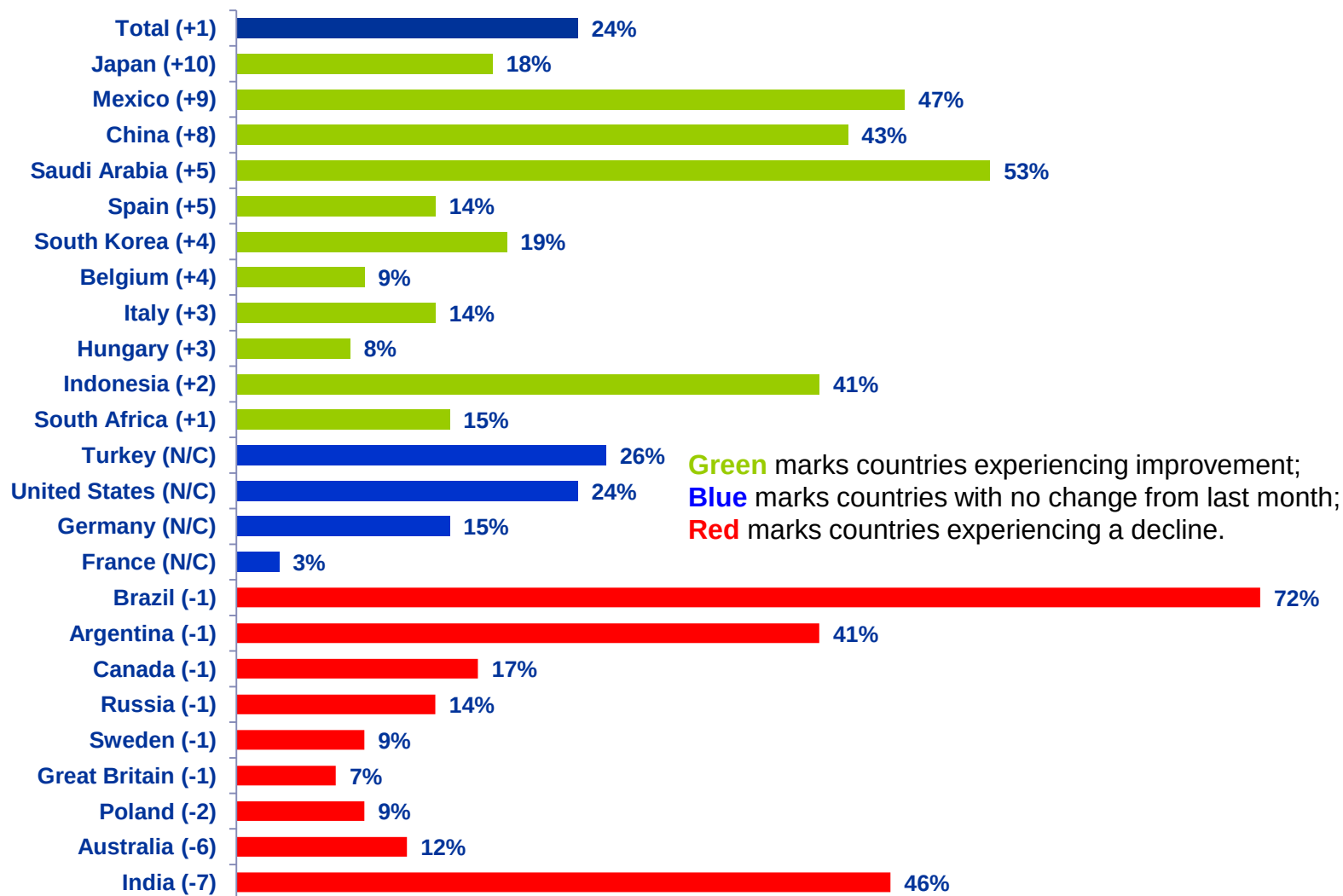
% Much Stronger/Somewhat Stronger

	Sep '10	Oct '10	Nov '10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11	Aug '11	Sep '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
Total	28%	28%	29%	27%	27%	28%	26%	27%	27%	26%	25%	24%	24%	24%	24%	24%	25%	24%	26%	24%	24%	23%	23%	23%	23%	22%	23%	23%	24%
Argentina	42%	39%	44%	43%	42%	44%	44%	42%	45%	47%	47%	52%	52%	50%	47%	45%	42%	43%	47%	44%	44%	38%	39%	40%	41%	40%	40%	42%	41%
Australia	27%	29%	27%	24%	23%	24%	22%	23%	20%	19%	19%	16%	16%	16%	18%	16%	19%	16%	16%	16%	14%	16%	15%	16%	16%	17%	18%	18%	12%
Belgium	15%	13%	12%	12%	13%	13%	14%	15%	11%	14%	10%	6%	8%	8%	4%	5%	6%	5%	7%	6%	8%	8%	8%	8%	10%	8%	6%	5%	9%
Brazil	75%	78%	76%	78%	73%	73%	67%	72%	71%	64%	71%	71%	65%	74%	72%	71%	74%	69%	71%	75%	67%	69%	66%	65%	70%	74%	73%	73%	72%
Canada	27%	26%	27%	27%	31%	29%	28%	28%	26%	25%	24%	18%	15%	19%	19%	19%	21%	20%	22%	20%	21%	18%	19%	17%	18%	21%	15%	18%	17%
China	50%	50%	48%	44%	49%	49%	40%	42%	44%	39%	36%	35%	44%	39%	42%	32%	39%	34%	42%	36%	39%	34%	38%	36%	32%	35%	45%	35%	43%
France	5%	3%	4%	4%	5%	4%	4%	4%	4%	5%	3%	4%	2%	2%	2%	2%	2%	4%	6%	5%	9%	6%	5%	4%	4%	3%	4%	3%	3%
Germany	26%	31%	35%	27%	30%	28%	26%	24%	26%	22%	22%	18%	16%	12%	15%	13%	18%	20%	17%	17%	20%	14%	13%	16%	14%	11%	13%	15%	15%
Great Britain	13%	12%	13%	12%	13%	11%	8%	10%	12%	14%	9%	9%	10%	8%	9%	7%	10%	9%	12%	10%	9%	9%	9%	9%	9%	10%	12%	8%	7%
Hungary	18%	23%	13%	10%	12%	15%	10%	11%	7%	8%	10%	8%	6%	5%	6%	3%	5%	6%	8%	7%	7%	6%	7%	6%	5%	7%	6%	5%	8%
India	64%	65%	65%	61%	55%	61%	55%	55%	50%	52%	43%	52%	54%	56%	50%	50%	50%	56%	57%	55%	54%	50%	53%	53%	48%	44%	50%	53%	46%
Indonesia	35%	35%	34%	30%	26%	26%	29%	28%	32%	29%	29%	28%	29%	28%	32%	37%	32%	28%	26%	26%	31%	31%	32%	32%	31%	41%	36%	39%	41%
Italy	16%	17%	16%	15%	18%	16%	17%	15%	15%	15%	13%	14%	10%	11%	21%	12%	15%	19%	19%	14%	12%	10%	12%	12%	13%	9%	11%	11%	14%
Japan	6%	6%	8%	8%	8%	9%	8%	9%	10%	9%	10%	7%	7%	10%	6%	7%	8%	8%	12%	9%	7%	7%	8%	7%	7%	5%	8%	8%	18%
Mexico	35%	38%	30%	36%	33%	37%	43%	38%	41%	37%	39%	36%	34%	36%	39%	39%	36%	42%	46%	43%	39%	39%	37%	41%	43%	40%	40%	38%	47%
Poland	19%	19%	19%	21%	12%	19%	14%	17%	13%	15%	16%	18%	19%	15%	13%	16%	16%	12%	15%	12%	16%	15%	13%	11%	8%	10%	12%	11%	9%
Russia	21%	13%	24%	16%	16%	18%	18%	18%	16%	16%	13%	16%	15%	20%	17%	15%	17%	15%	20%	14%	18%	14%	11%	13%	17%	14%	15%	15%	14%
Saudi Arabia	46%	48%	45%	47%	45%	52%	56%	60%	59%	60%	62%	64%	57%	53%	54%	60%	63%	57%	59%	57%	57%	52%	59%	47%	46%	44%	47%	48%	53%
South Africa	25%	21%	27%	27%	28%	22%	16%	16%	21%	23%	17%	10%	15%	16%	20%	16%	16%	21%	16%	15%	15%	13%	20%	22%	11%	14%	10%	14%	15%
South Korea	22%	20%	22%	25%	22%	25%	19%	14%	17%	12%	15%	13%	15%	14%	14%	12%	11%	14%	11%	14%	15%	14%	13%	15%	16%	13%	12%	15%	19%
Spain	22%	20%	21%	20%	20%	21%	21%	23%	22%	20%	18%	18%	15%	23%	17%	21%	18%	15%	18%	16%	14%	18%	13%	12%	12%	11%	11%	9%	14%
Sweden	19%	21%	19%	20%	16%	21%	17%	18%	17%	16%	15%	14%	14%	11%	16%	12%	16%	12%	17%	15%	10%	15%	10%	14%	16%	19%	12%	10%	9%
Turkey	29%	28%	27%	23%	30%	32%	28%	32%	34%	36%	38%	25%	40%	35%	28%	35%	31%	34%	39%	34%	25%	30%	29%	26%	27%	23%	24%	26%	26%
United States	22%	24%	29%	25%	27%	27%	21%	24%	25%	22%	22%	17%	17%	16%	20%	23%	26%	26%	26%	25%	25%	24%	28%	28%	30%	25%	29%	24%	24%

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?

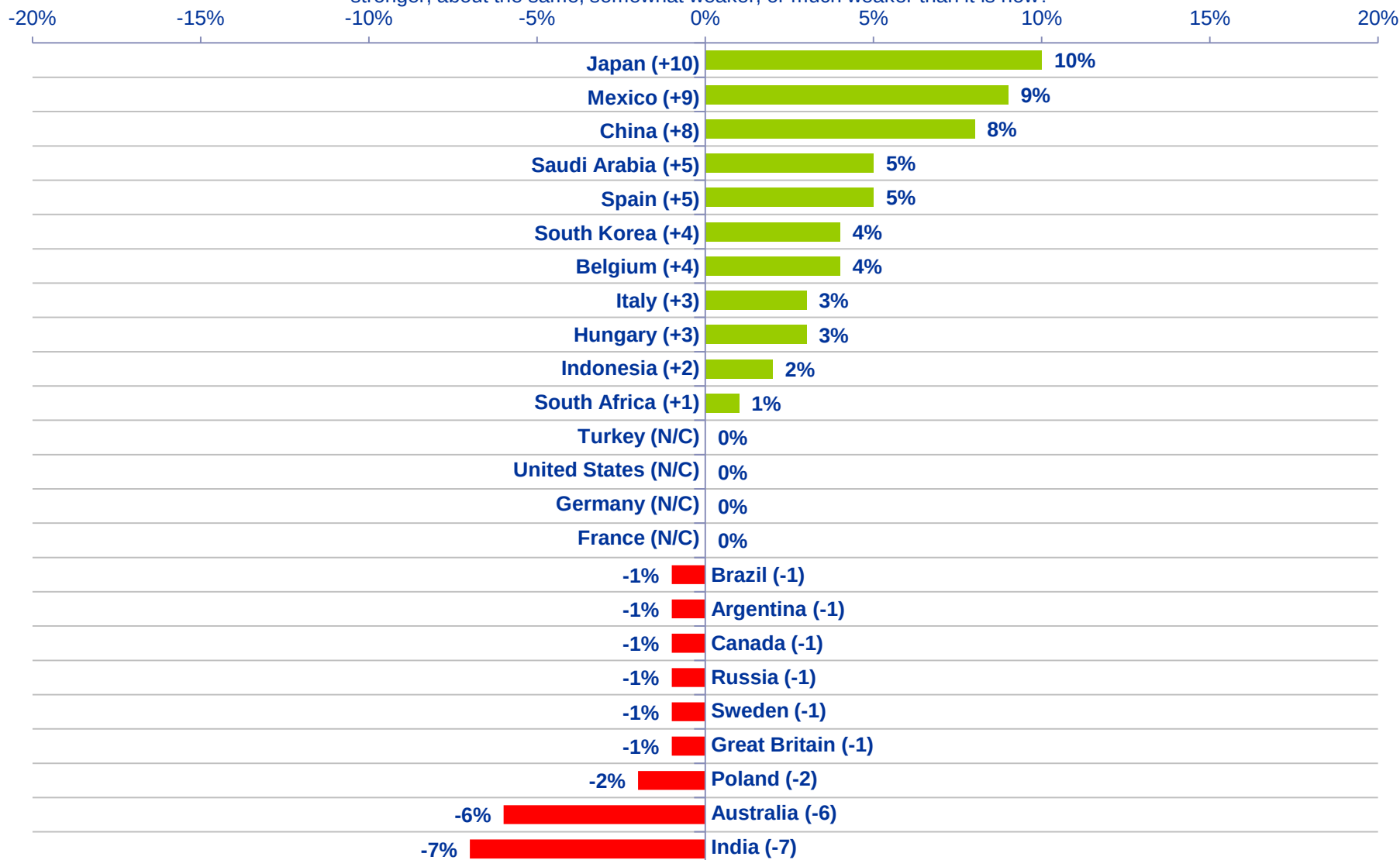
Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):

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?



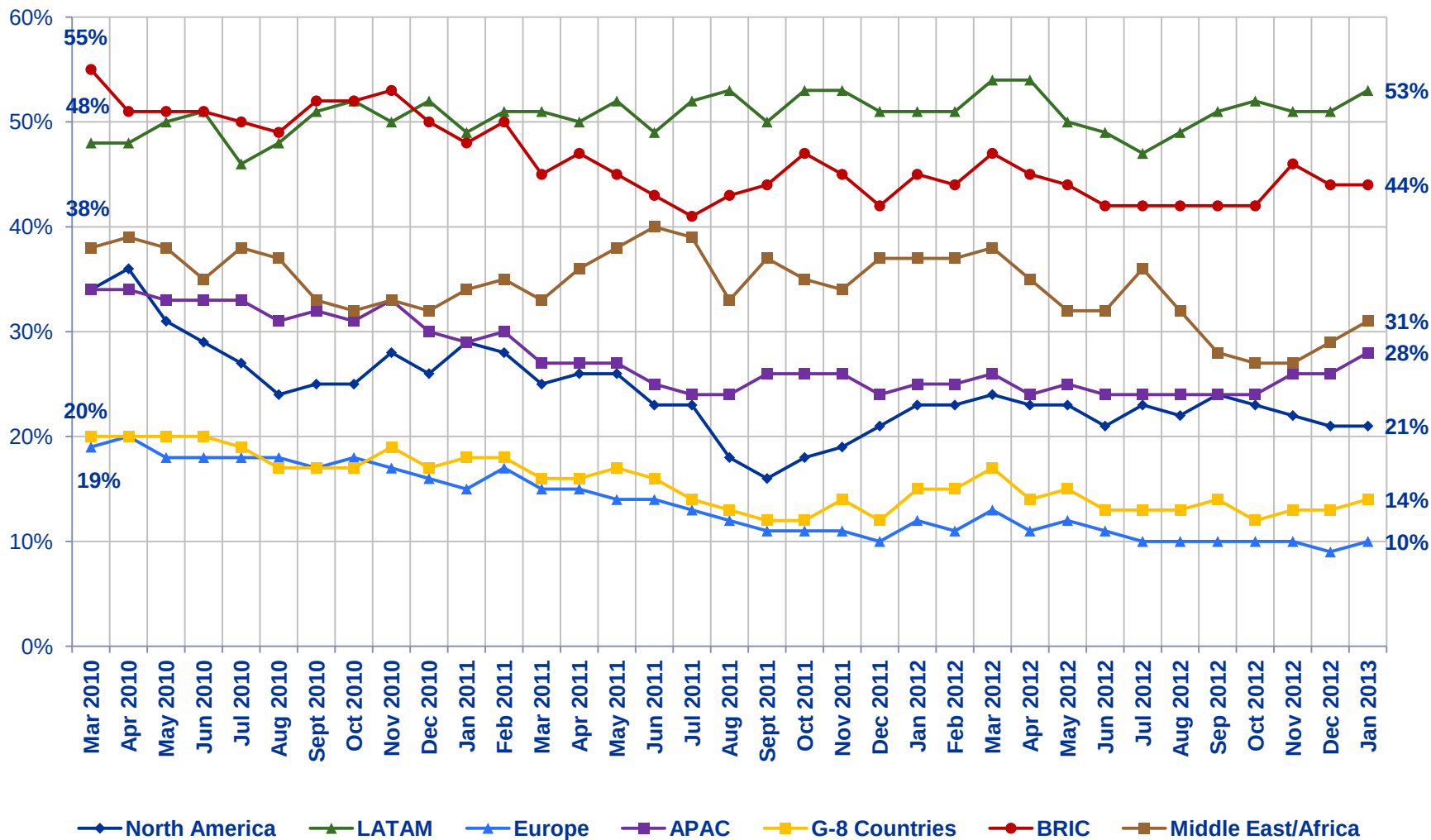
Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:

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?



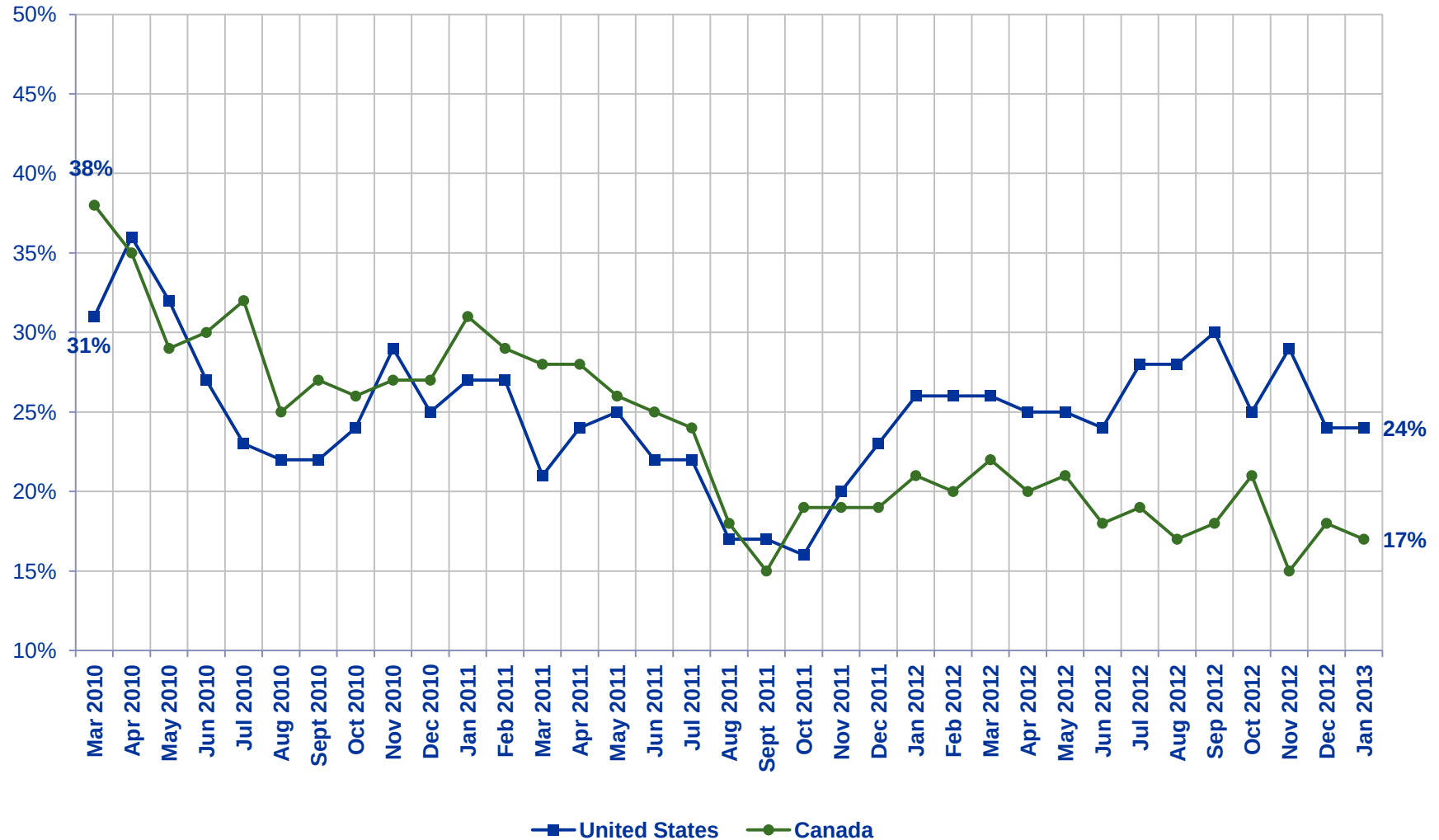
All Regions - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

% 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?

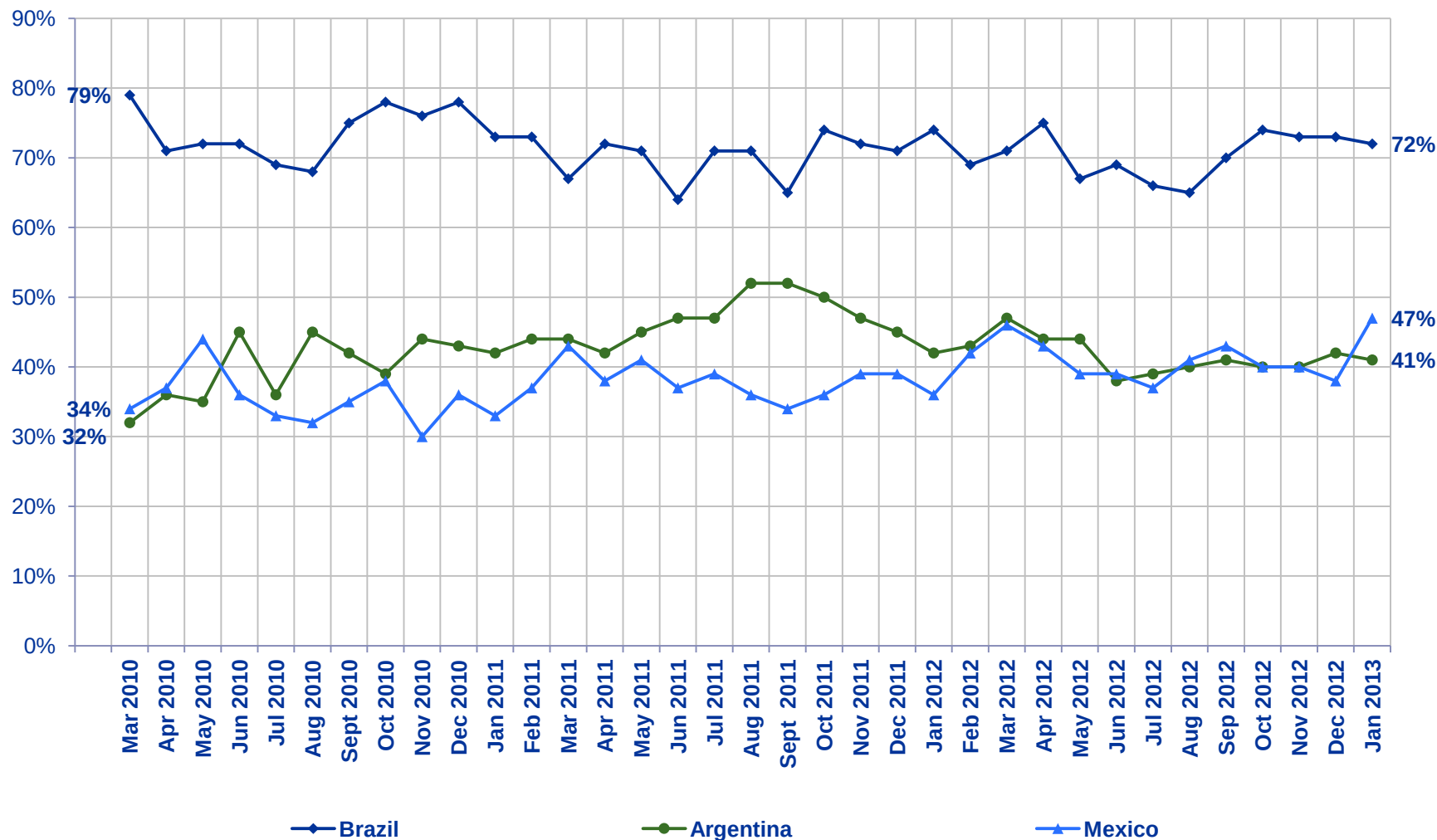
% Much Stronger/Somewhat Stronger



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?

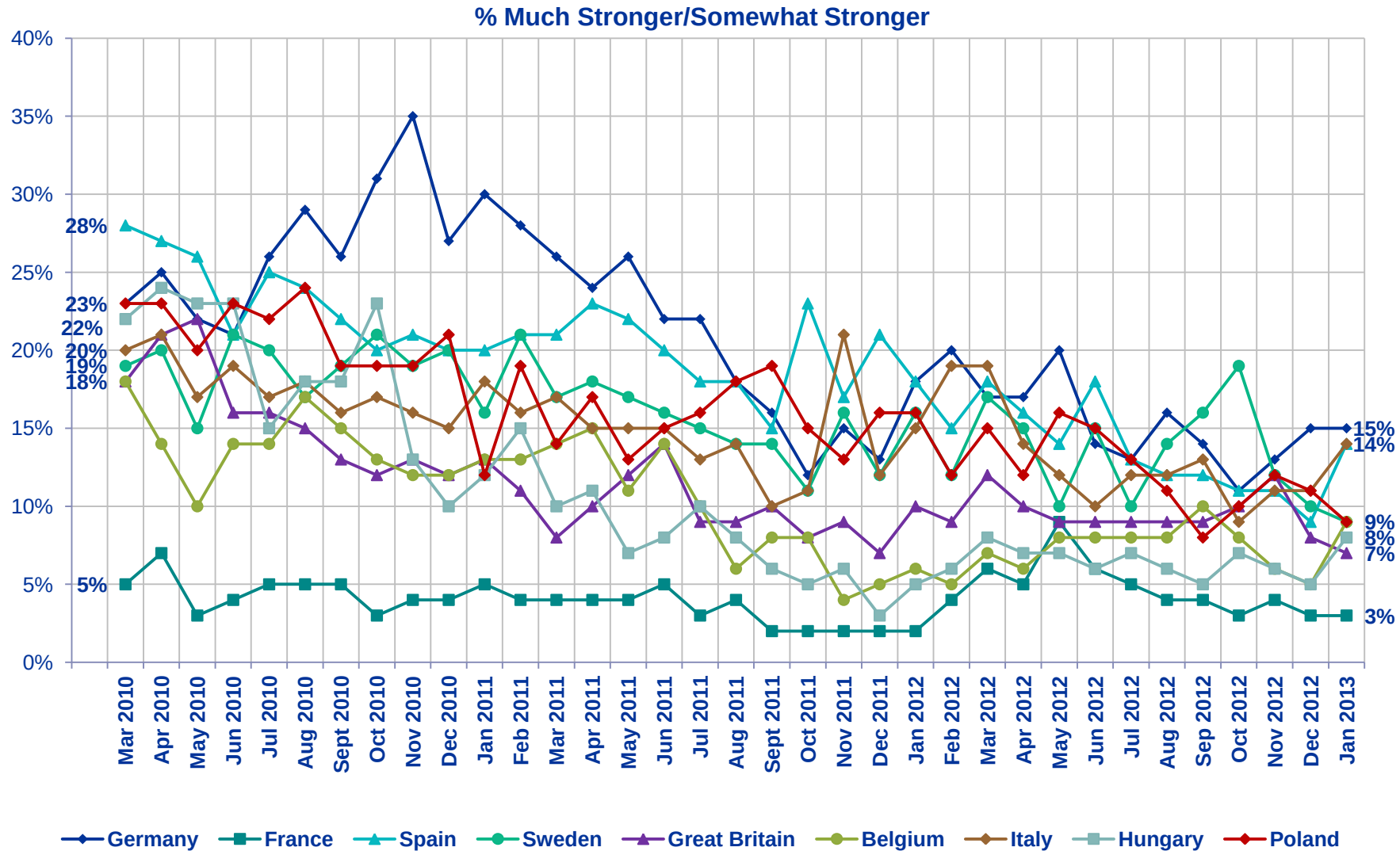
LATAM Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

% 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?

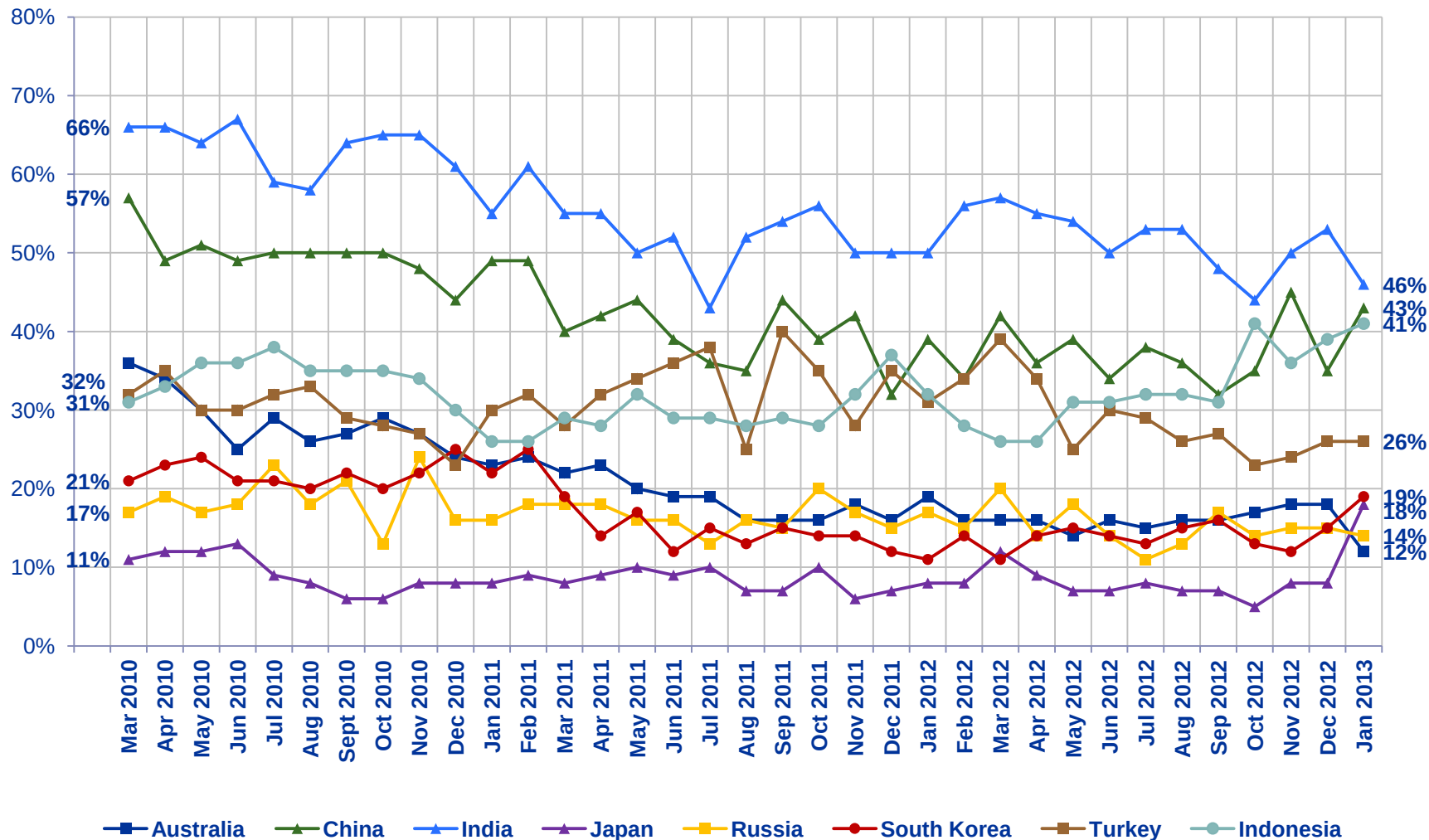
European Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months



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?

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

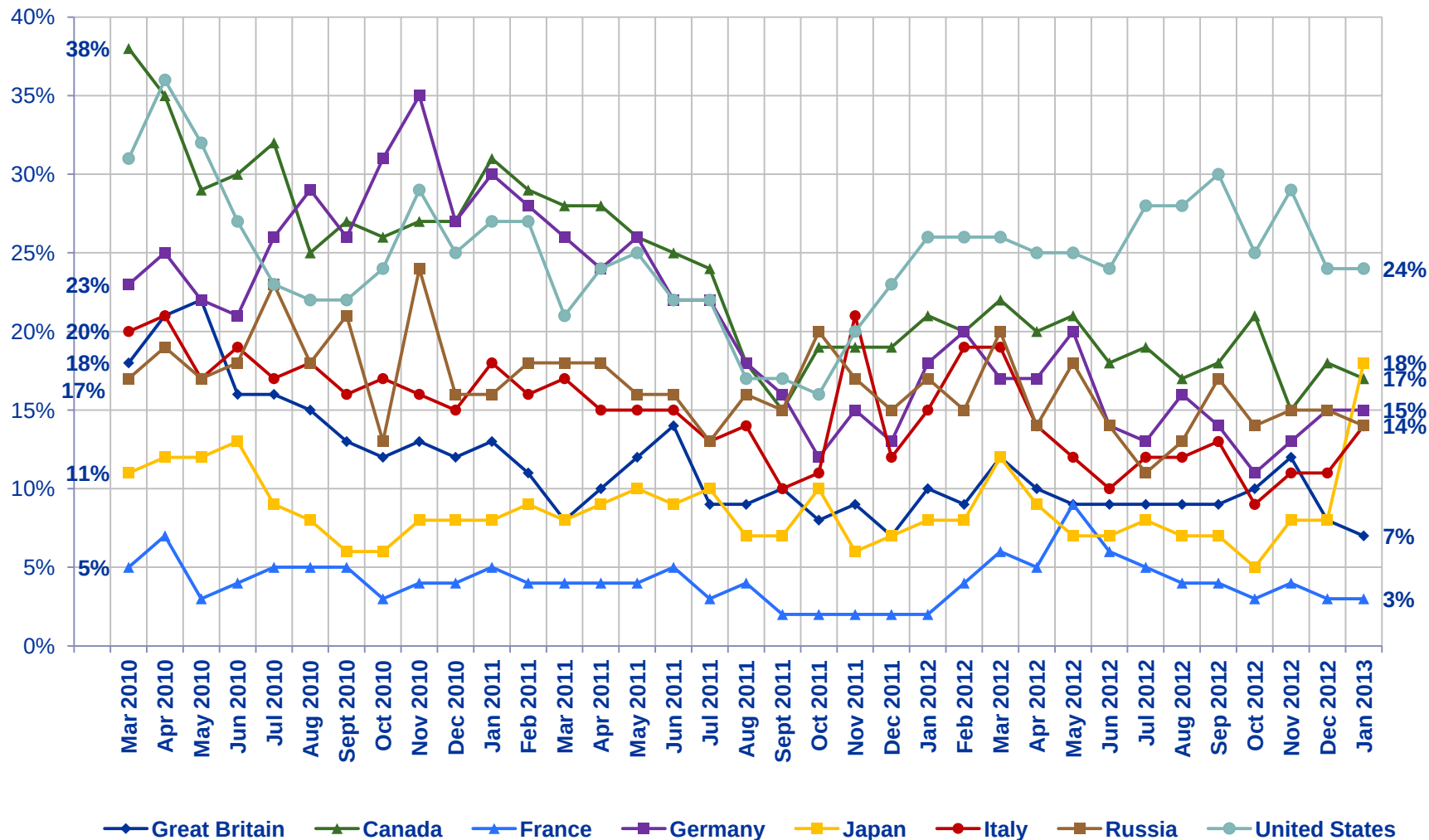
% Much Stronger/Somewhat Stronger



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?

G8 Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

% Much Stronger/Somewhat Stronger

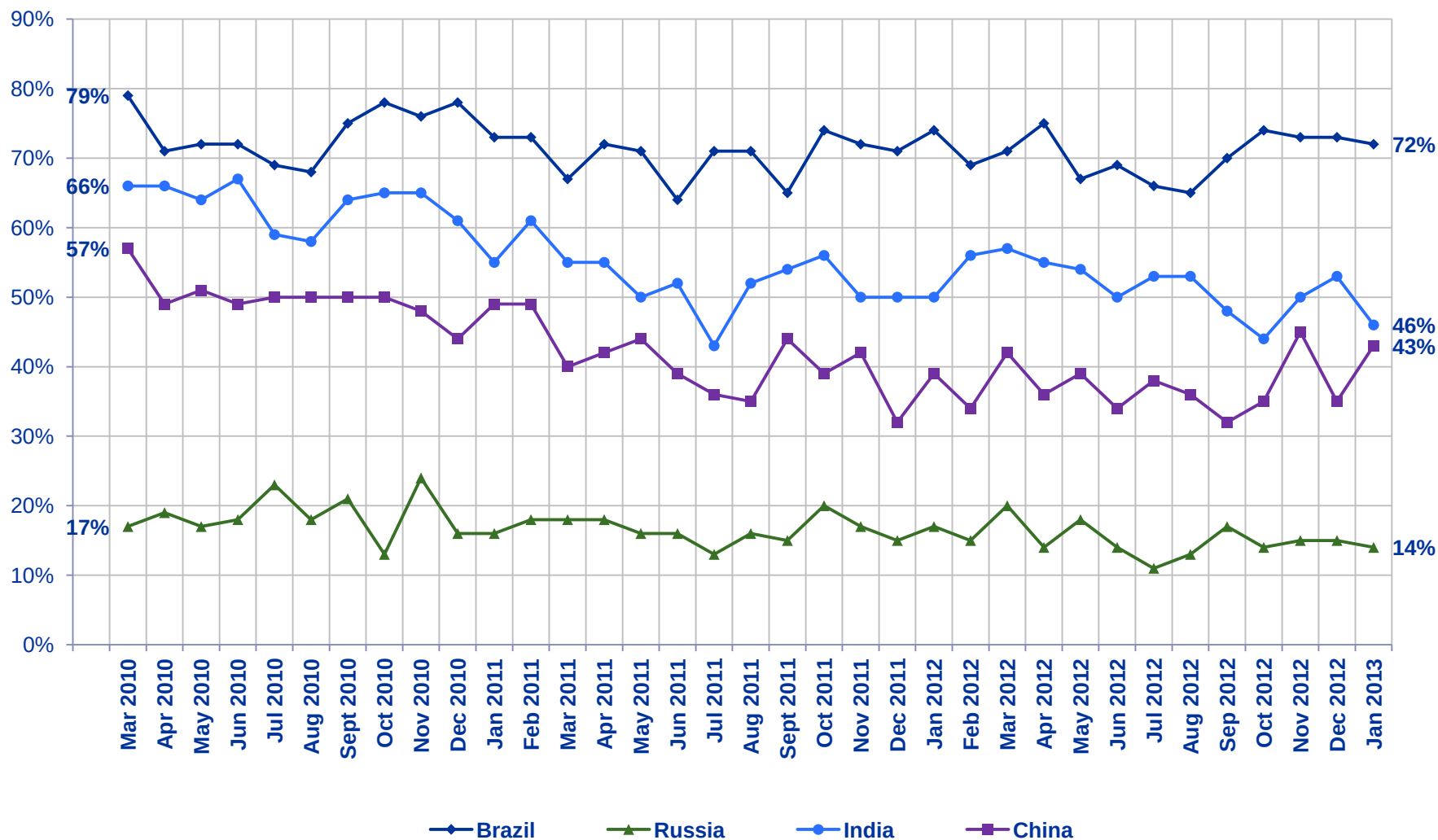


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

N/C

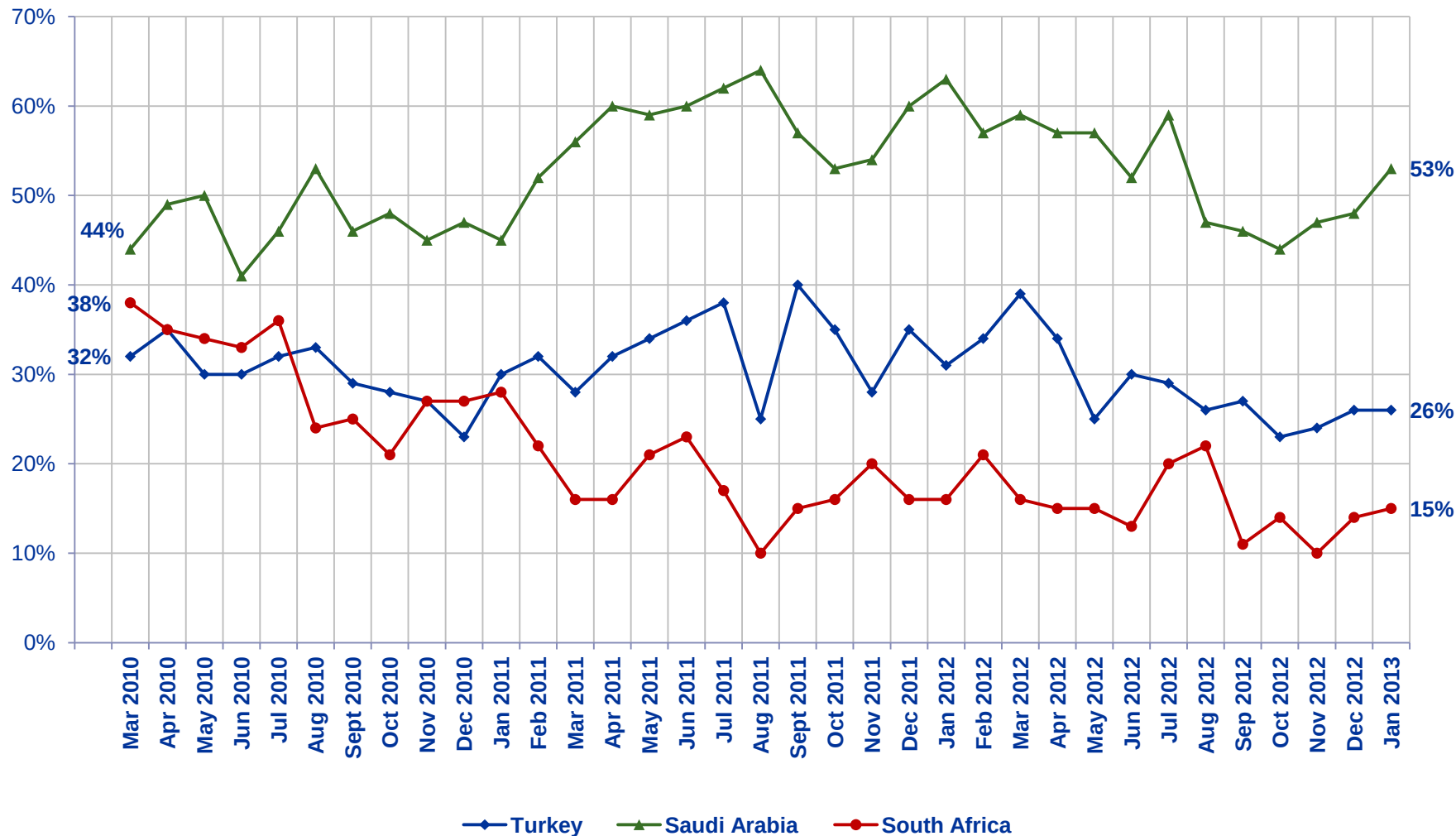
% Much Stronger/Somewhat Stronger



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?

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?



About Ipsos

- Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.
- With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.
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- The Ipsos *Global @dvisor* Syndicate Study is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. For information contact:

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