



Press Release

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Global Economic Pulse - Economic Confidence stalls in APAC

Hong Kong - April 18, 2013: Ipsos releases highlight findings from the Ipsos Global Advisor survey which includes consumers from across Asia Pacific.

The global aggregate assessment of economic confidence takes a slight downturn this month with a one-point decline, settling at 36% of global citizens indicating that they agree their current national economic situation is “good”. This is the first decline seen since November 2012, turning what looked like a modest upward incline into a downward dip, with the Asia Pacific region dropping by two points to 43%.

In APAC, Chinese citizens continue to be the most confident about their local economy, with 72% rating it as very good/somewhat good (+3 points). Japanese citizens, while at a much lower level (17% positive) continue their slow but steady return to optimism – only 9% were feeling positive about their economy in March 2012. Meanwhile India loses 2 points to stand at 63%, considerably lower than the 79% who felt positive about their economy back in March 2012. All other APAC countries surveyed fit this downward trend, with Indonesia’s confidence decreasing the most (45%, -8 points).

While the APAC region does see an overall decrease in its economic confidence this month, the gap with Europe’s percentage of economic confidence keeps widening: only 6% in France rate their local economy as good, with Spain at 5%, Italy at 4% and Portugal at 3%.

In keeping with the positive assessment and the status of APAC’s powerhouse, citizens in China view their economy most favorably within the region, with 56% satisfied (up 6 points). South Korea and Australia both show a slight decrease, while Japan remains

stable at 7%. Indonesia again sees the largest drop, losing 11 points and dropping to 30% of satisfied citizens.

Citizens of India (47%, +2 points) and China (46%, +1point) remain the most optimistic about the economic situation 6 months down the line. Interestingly, the Japanese show the highest increase in confidence in their future, with 24% positive ratings, a 4 point increase since last month and a huge improvement on the ratings for the past few months; in October 2012 only 5% of Japanese citizens were feeling positive about the future of their economy.

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