Press Release

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Global Economic Pulse - Economic confidence assessments continue to improve

Hong Kong - March 6, 2013: Ipsos HK releases highlight findings from the Ipsos Global @dvisor survey which includes consumers from across Asia Pacific.

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.

Chinese consumers are quite confident about the macroeconomic state of their country (68%) compared with Japan (9%) with India decreasing slightly by 8 points to 60%.

Across Asia Pacific, consumers seem more optimistic on the whole as compared to Western Europe who are among the least confident in the world (UK 13%, France 5%, Italy 5%, Spain 5%) with Germany being the notable exception at 65%.

Taking the APAC region overall, Japan and Indonesia have maintained nearly steady levels of consumers giving very good/ somewhat good ratings over the past 5 year period while other markets have seen an overall decline over the same period. However, most of the markets in Asia seem to be experiencing a slight boost in optimism since Q4 2012 with Indonesia increasing most (low of 40% to current 63%).

For local economic perceptions, China seems to stand alone with more than half being optimistic and rating their current local economy as "good" (up 4 points to 51%). The next group of APAC markets have a significant minority of positive consumers: Australia at 40%, India at 39%, and Indonesia at 37% (up 4 points). The third group of APAC markets are decidedly less positive with South Korea significantly lower at 14% and Japan closing out the low end at 5%.

For perceptions of the strength of their local economy, Indonesia sees a clear uptick from September 2012 while other markets seem relatively flat over the same period.

When asked to look ahead six months from now if consumers expect the economy in their local area to be stronger; India (46%), China (43%, up 8 points) and Indonesia (41%) lead the region in optimism. This is particularly striking compared to the 3% in France would say the same. Australians are not as optimistic, dropping 6 points to 12% while Japan (18%) and South Korea (19%) both saw increases since the last wave.

Looking at the longer trends for next six months across Asia Pacific, Japan and South Korea seem to have picked up the most since October 2012 while most markets seem to have maintained relatively stable levels for the whole of last year. Australia appears to be an exception with a noticeable drop since December 2012.

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