



Ipsos/Reuters Global Poll

The Global Agenda

June 3, 2009



Methodology



23,000 online surveys. 23 countries.

- Semi annual study fielded in April & November
- Field Dates: April 14 to May 7, 2009
- N = 1,000 completes per country.
- 95% confidence level, +/- 3.1% margin of error.
- 75% of world's GDP covered:
 - US, Canada, Brazil, Mexico, Argentina, South Korea, China, Japan, Australia, Russia, India, Czech Republic, Poland, Hungary, Turkey, Sweden, Netherlands, Belgium, Germany, France, Italy, Spain, and Great Britain.
- Balanced by age, gender, city population, and education levels, with minor added weights applied.



The Global Agenda



The Key Findings

**Ipsos/Reuters
Global Poll**

**The Global Agenda
June, 2009**



Key Points: Global Agenda



- The global agenda is all about Jobs, Jobs, Jobs.
 - For the first time, a majority of global citizens (53%) cite “Jobs and Employment” as the number one issue.
- The Jobs agenda is “King” in the United States with a majority of American citizens (63%) citing it as the number one issue.
- The economic crisis is close and personal. Indeed, a majority of global citizens (71%) know someone who has lost a job.
- So what should be done?



Key Points: Global Economy



- Government intervention as a solution gets mixed reviews.
- On the one hand, global citizens have their doubts about the effectiveness of “economic stimulus packages” implemented by governments around the world.
 - Indeed, a strong majority of global citizens (66%) believe that “massive government spending” actually indicates a lack of clear direction and grasp of the problem on the part of governments.
- Global citizens also don’t see increased government regulation as a panacea. A strong global majority (60%) believe that increased government regulation will stifle economic growth.
 - This opinion is especially strong in the United States and in Emerging Markets.



Key Points: Global Agenda

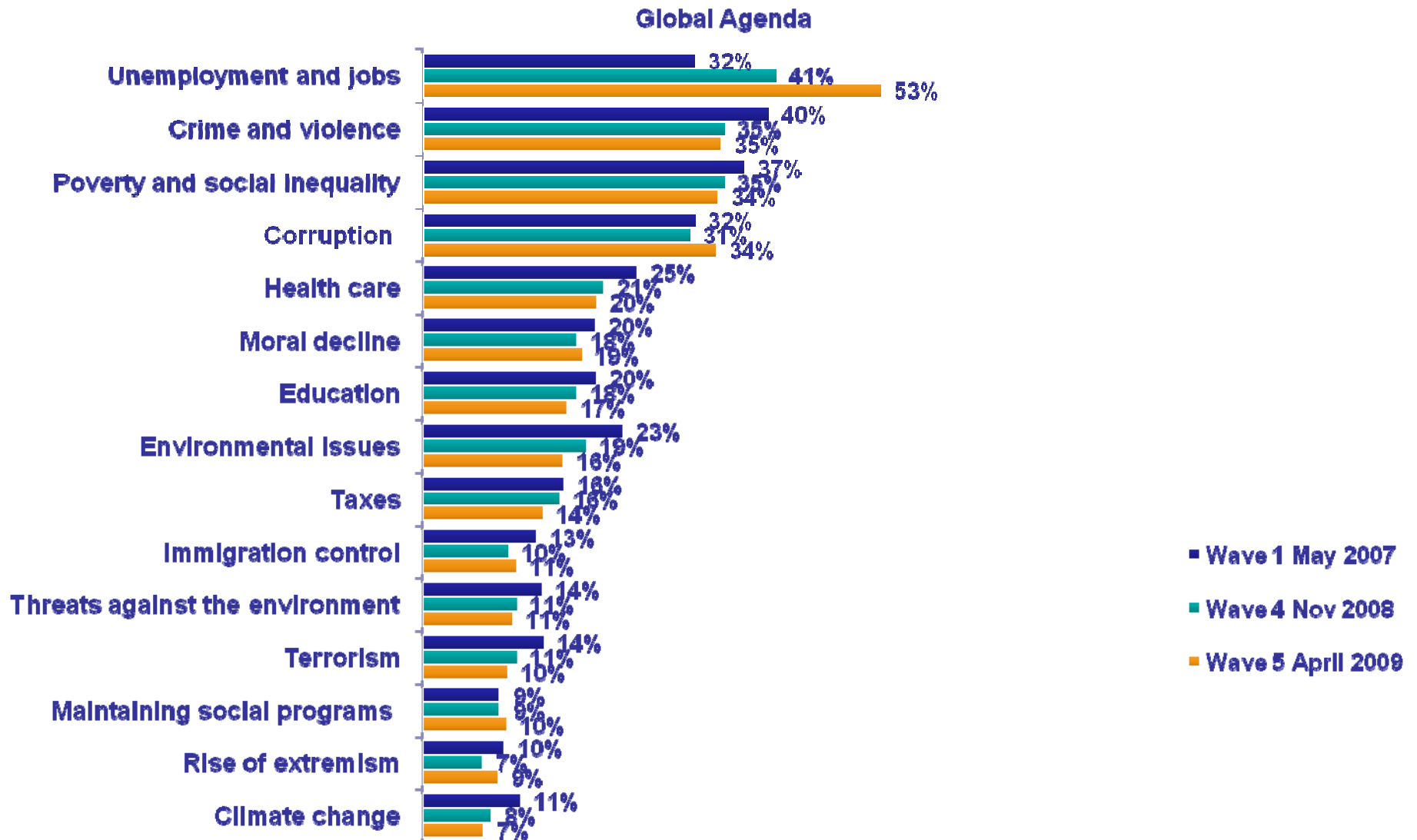


- On the other hand, even with such criticisms, citizens want more from global economic players. Indeed, only a minority see the European Union, the United States, and China as doing enough to kick start the global economy.
- Fears of economic populism abound, yet populist policy options are still on the table for citizens.
 - A majority of global citizens (63%) worry that other countries will block exports from their own country.
 - However, contrary minded, a global majority (54%) believe that their government should restrict imports



The Global Agenda

The Global Agenda Is All About Jobs...



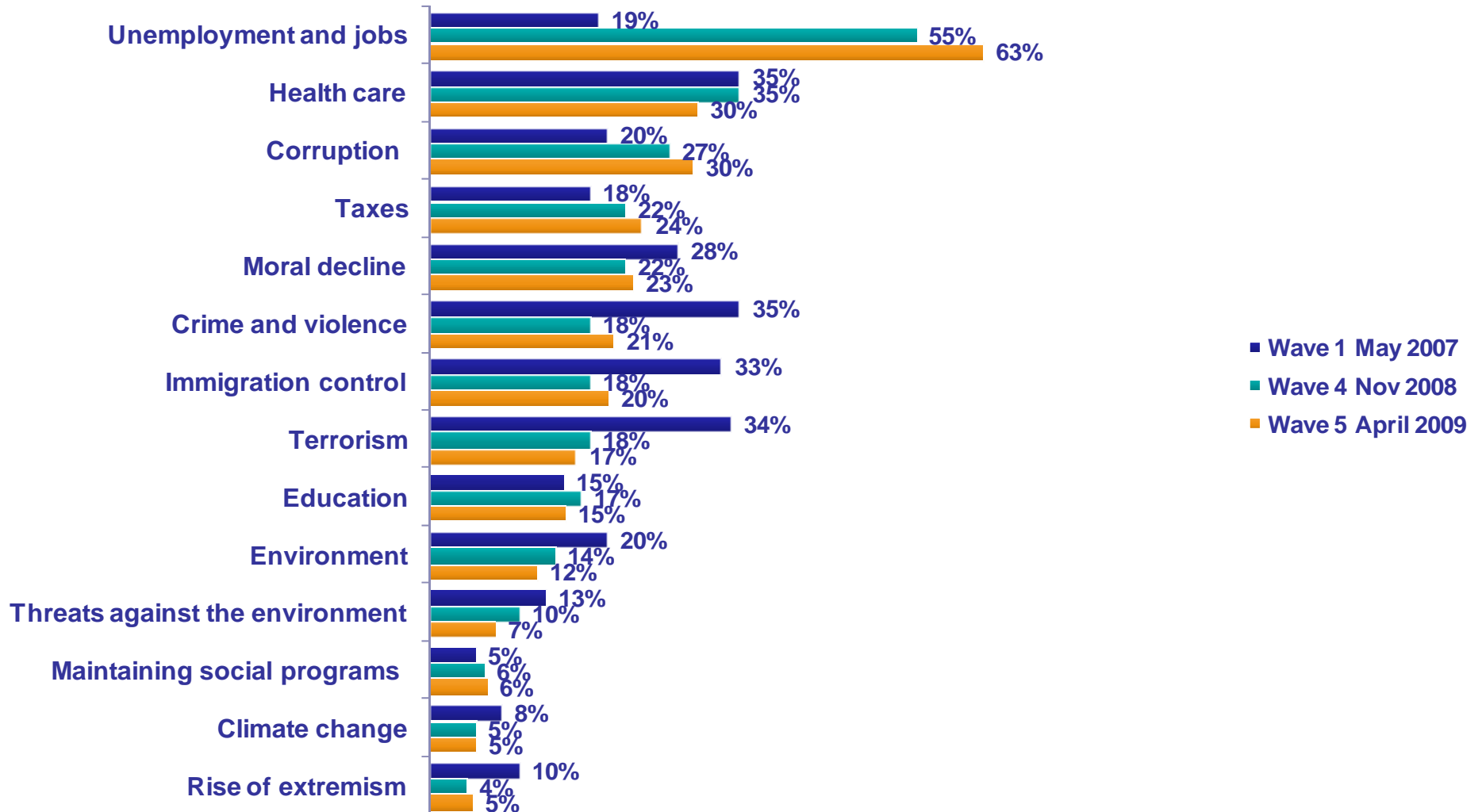
Which three of the following topics do you find the most worrying in your country?

The US Agenda...



REUTERS

US Agenda



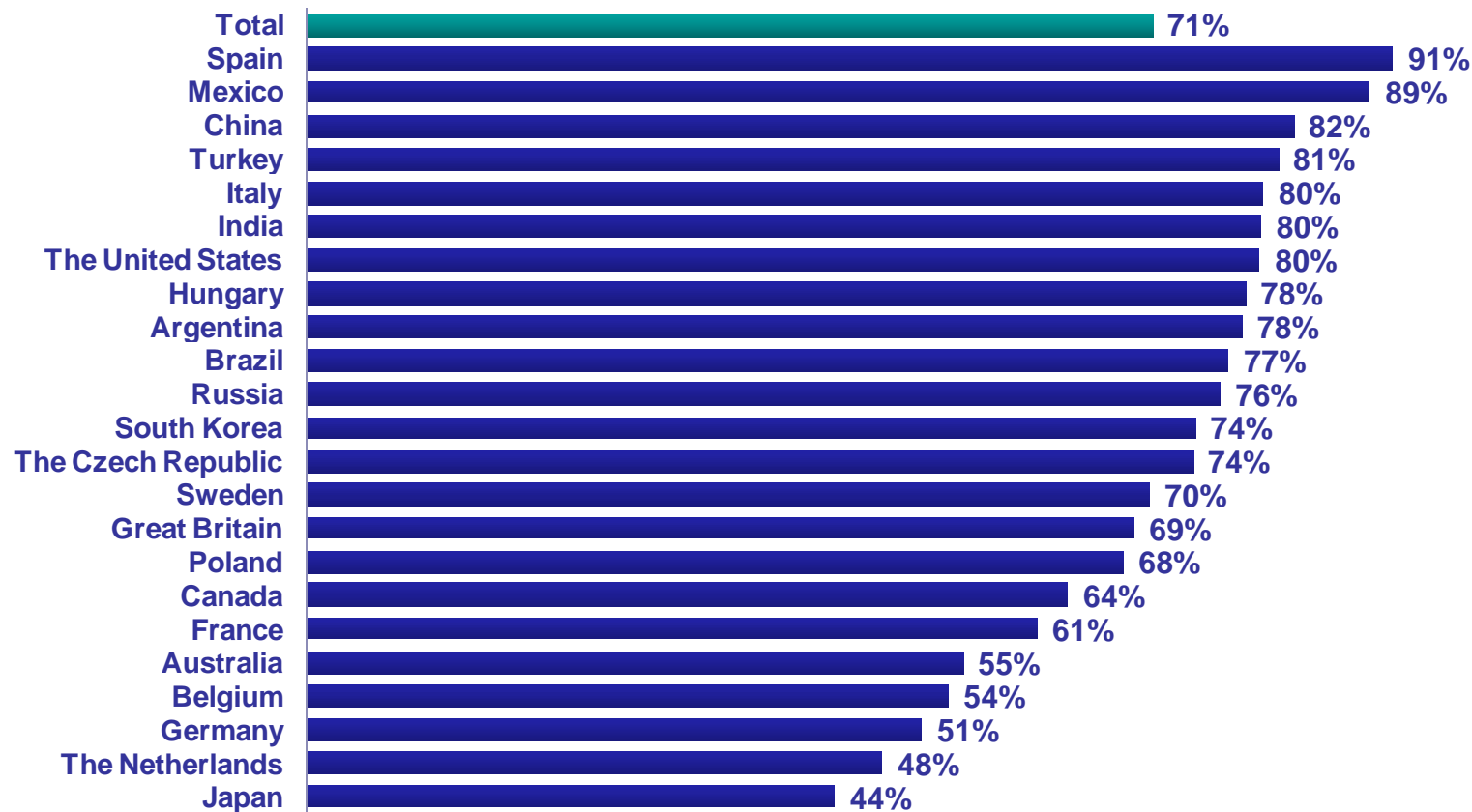
Which three of the following topics do you find the most worrying in your country?



Job Losses Are Affecting Countries Across The Board...



% Has personally lost, or knows someone who lost their job in the past 6 months



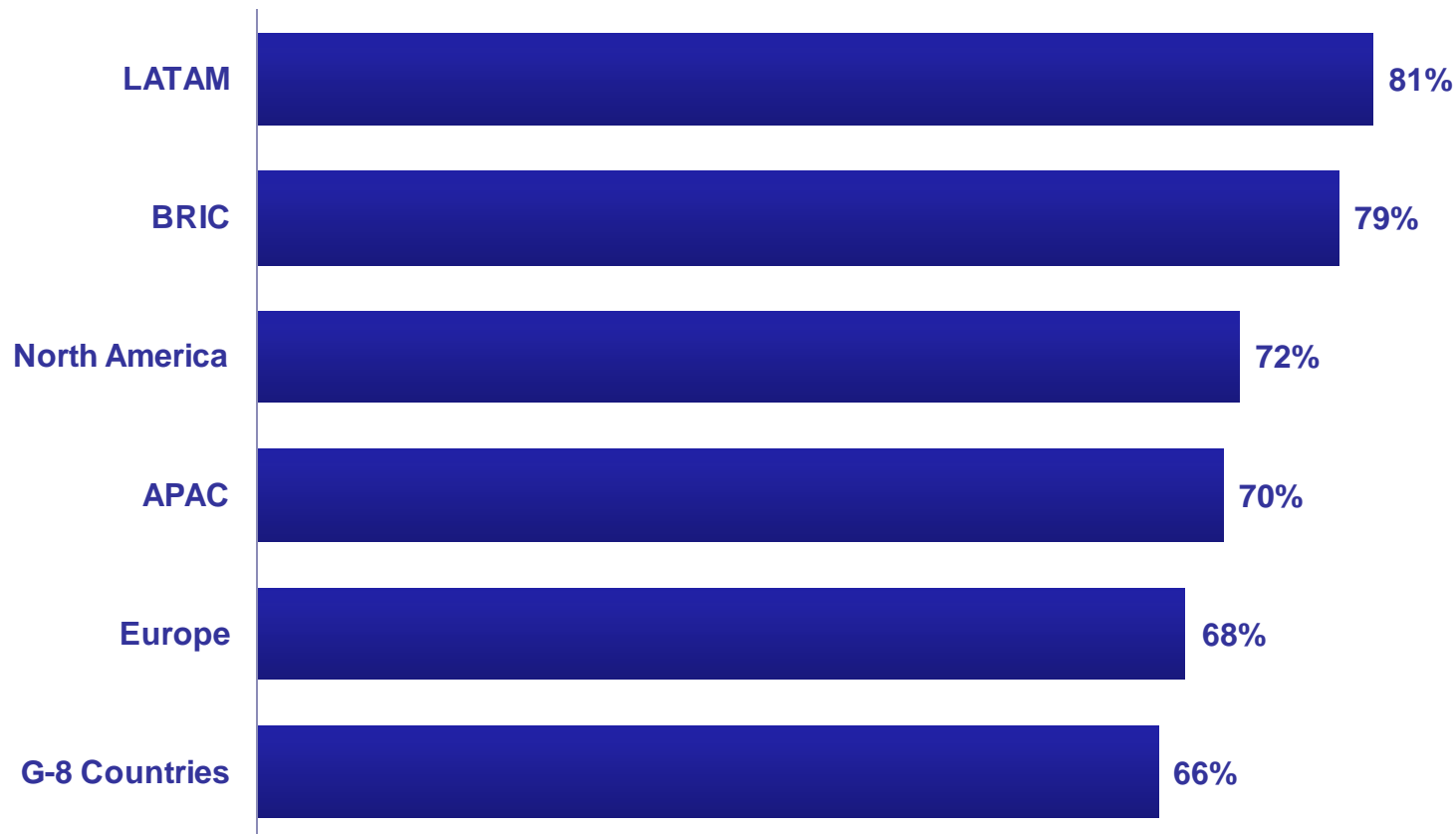
In the past six months, the global economy has experienced large scale job losses and economic cutbacks. Have you or someone you know lost their job in the past six months as a result of the current economic situation?



Job Losses Are Hitting LATAM/BRIC Countries The Hardest...



% Has personally lost, or knows someone who lost their job in the past 6 months





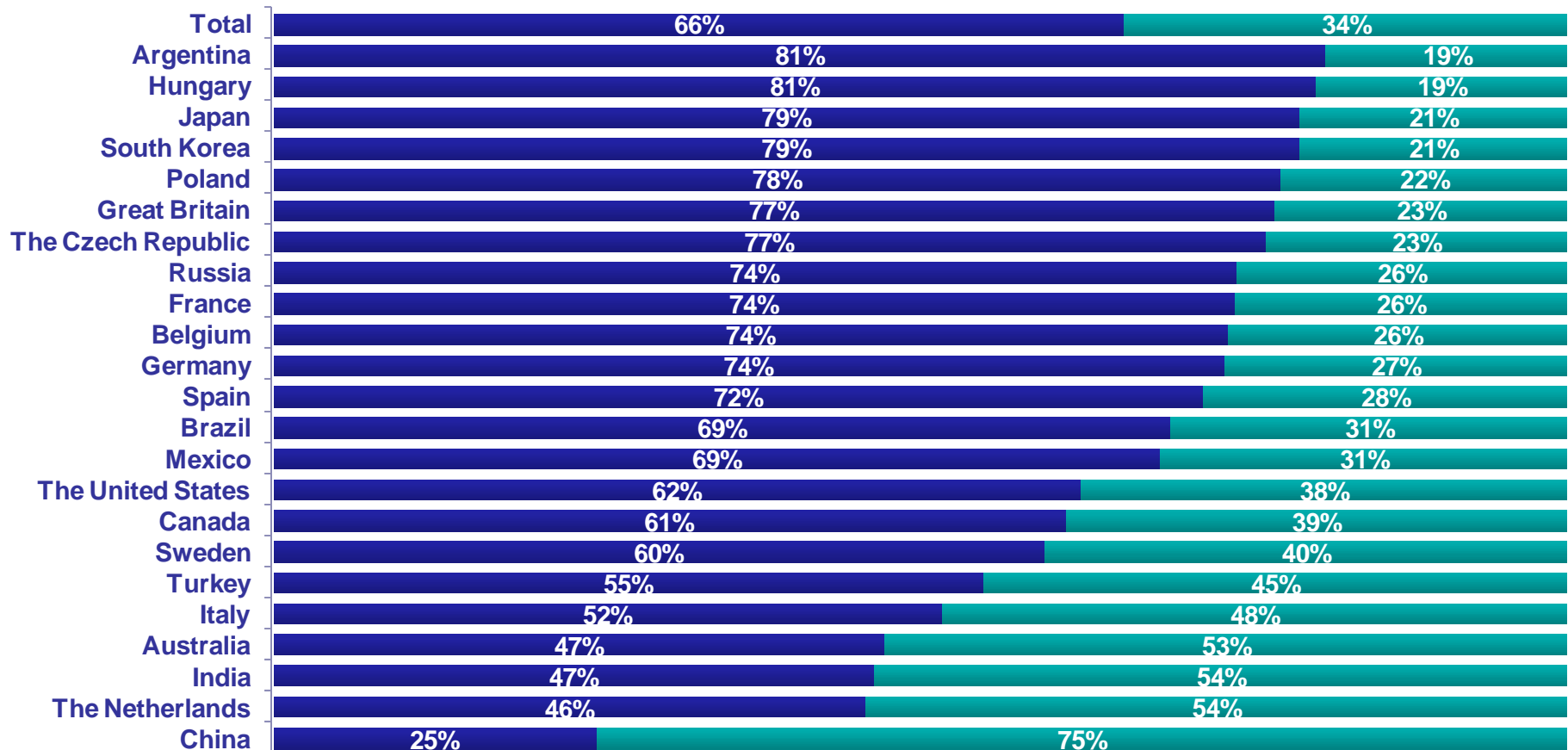
The Global Economy: **Have Key Players Done Enough to Kick-Start Global Economy?**



2/3'rds (66%) Don't think Governments Know What They're Doing on Stimulus Spending...



REUTERS



- When I hear that governments are spending massive amounts of money to stimulate the economy it makes me feel that they have no idea what they are doing and the economy is beyond their ability to control
- When I hear that governments are spending massive amounts of money to stimulate the economy it makes me feel that they have a solid plan to get the economy back on track

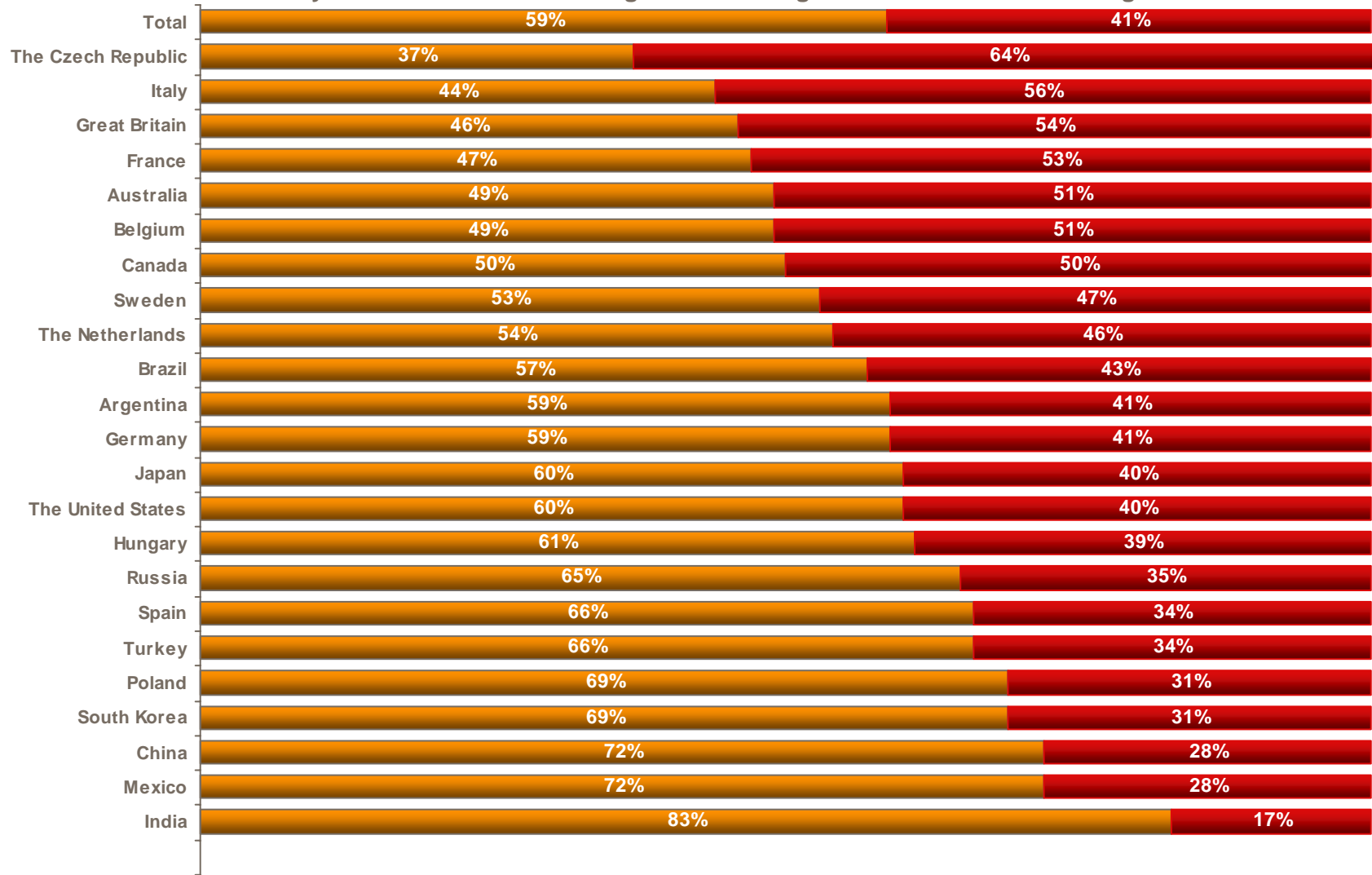


Most (60%) Believe Increased Government Regulation Will Stifle Economic Growth...



REUTERS

Do you believe that increased government regulation will stifle economic growth?



■ Great deal/Somewhat ■ Not really/Not at all ■ Not really/Not at all

Do you believe that increased government regulation will stifle economic growth?

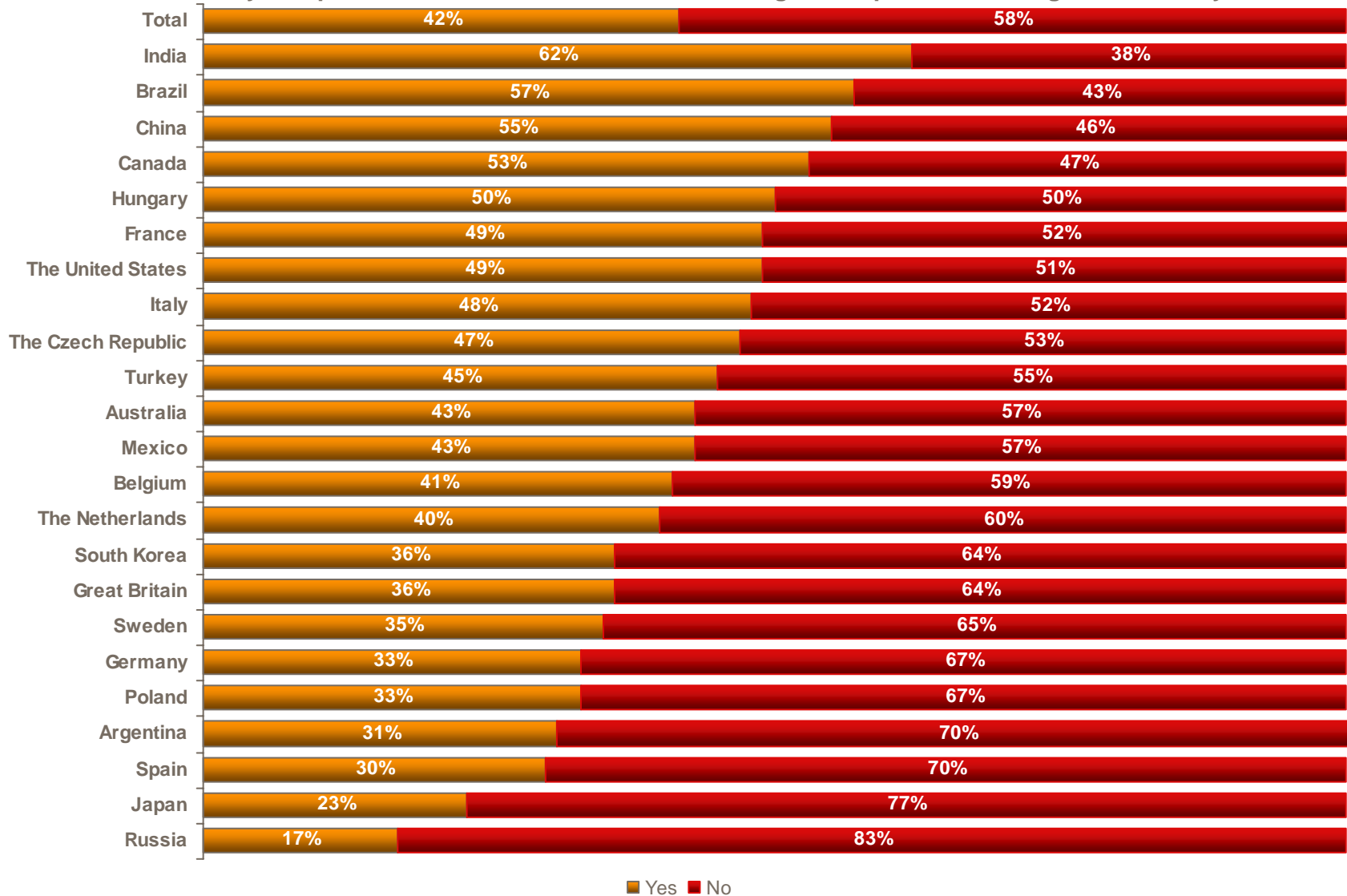


42% Think US Has Done Enough To Kick Start Global Economy...



REUTERS

In your opinion, has the United States done enough to help kick start the global economy?



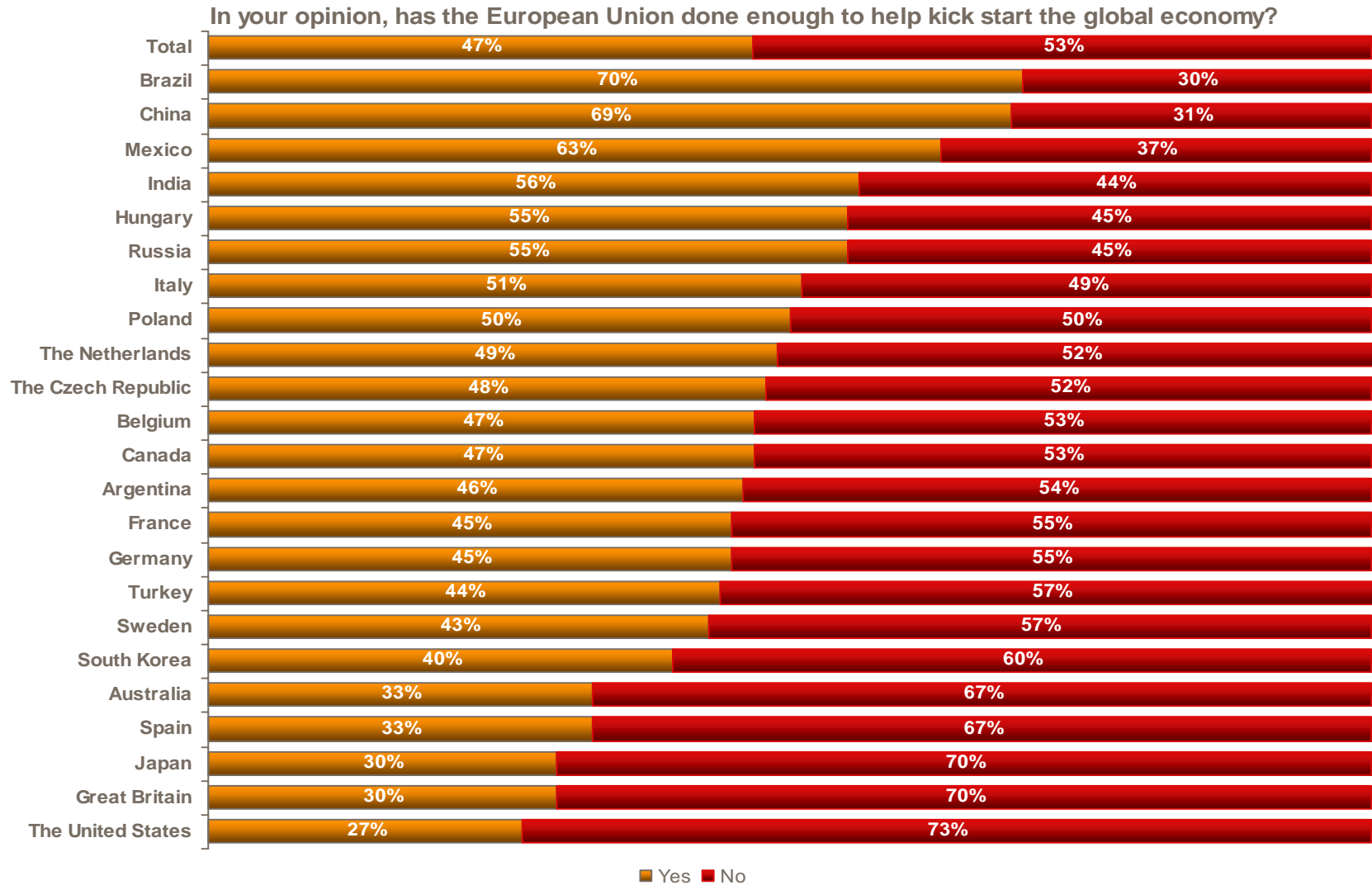
In your opinion, have the following countries or groups of countries done enough to help kick start the global economy?



47% Think European Union Has Done Enough To Kick Start Global Economy...



REUTERS



In your opinion, have the following countries or groups of countries done enough to help kick start the global economy?

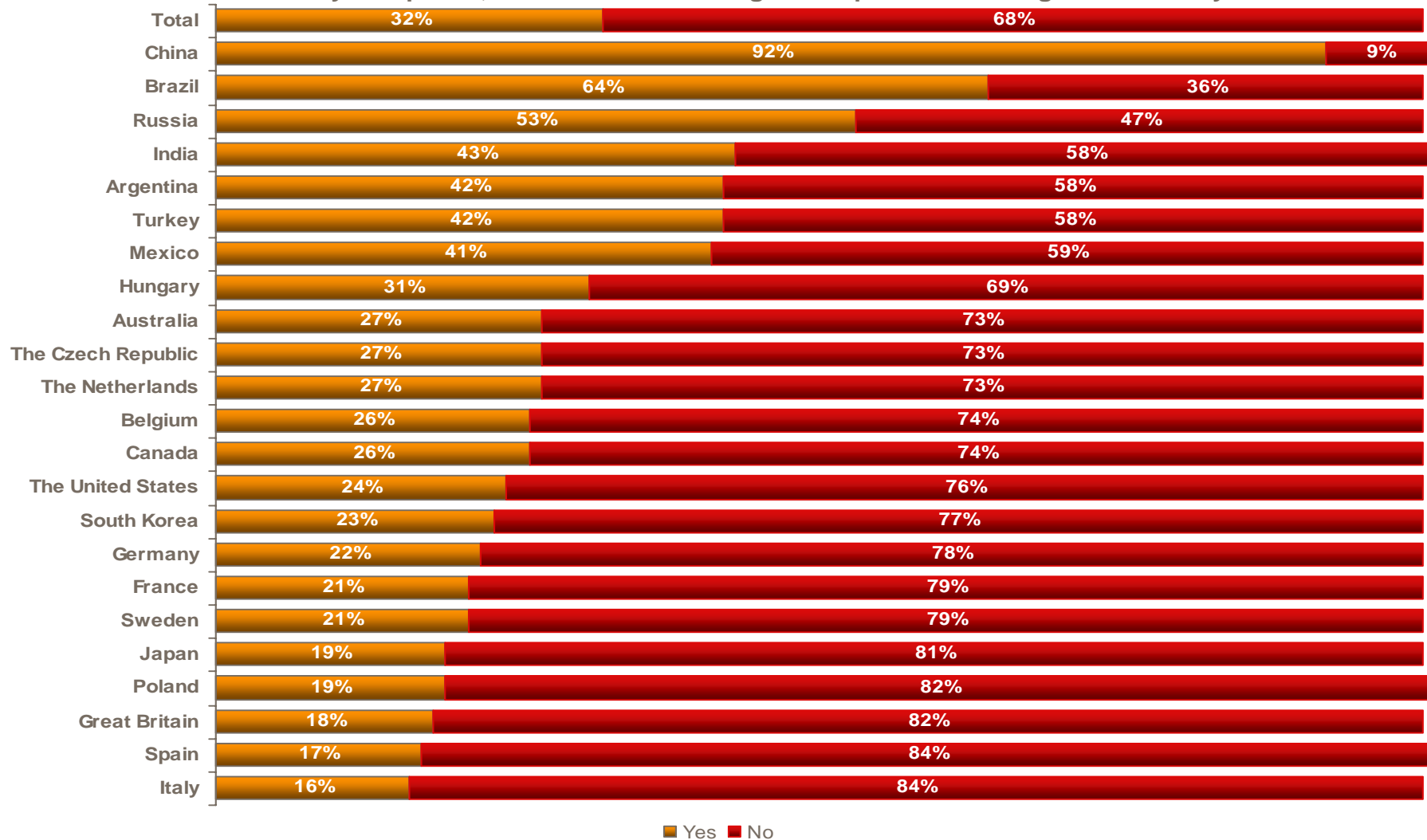


32% Think China Has Done Enough To Kick Start Global Economy...



REUTERS

In your opinion, has China done enough to help kick start the global economy?



In your opinion, have the following countries or groups of countries done enough to help kick start the global economy?

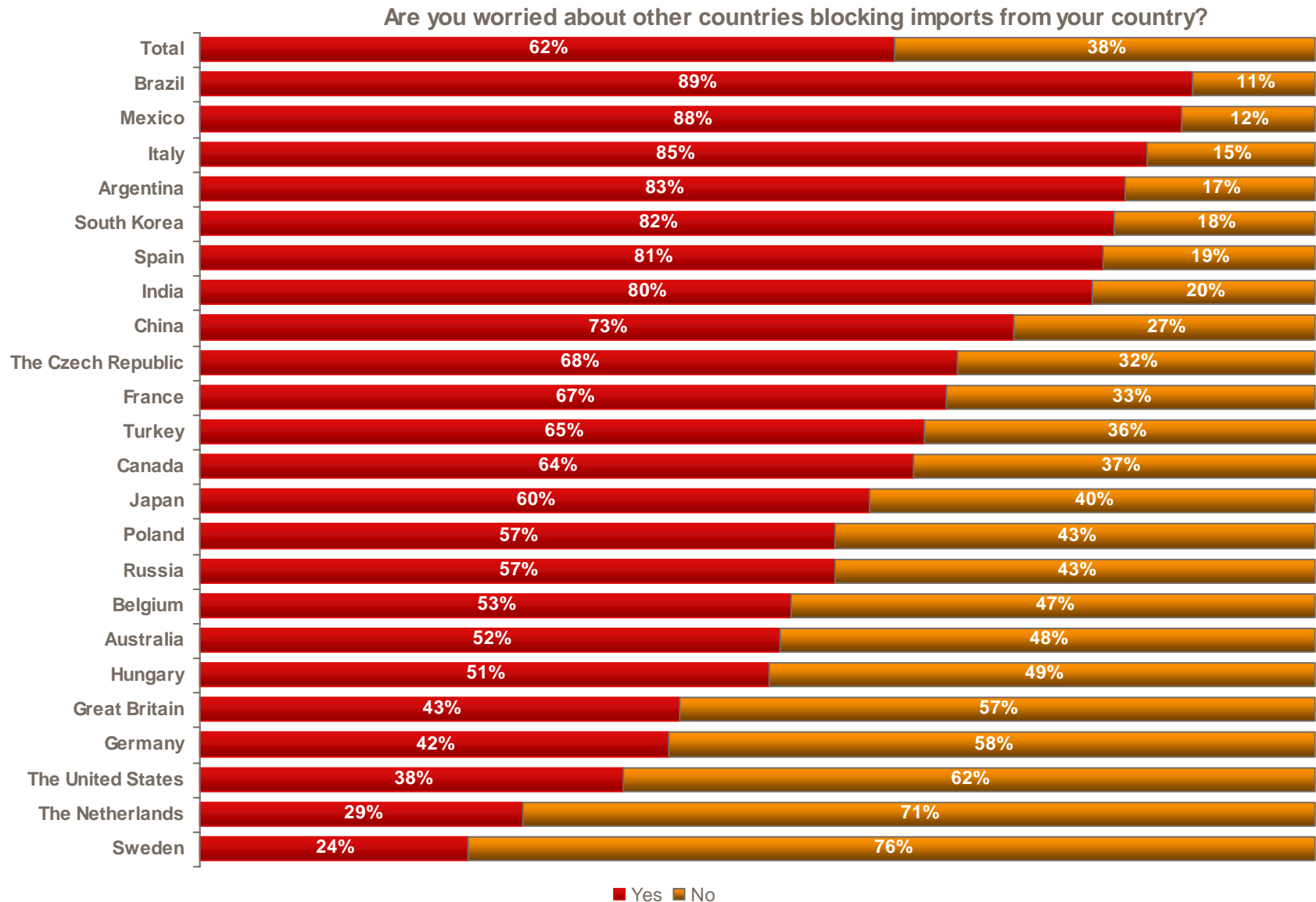


What Actions Governments Should Take



2 out of 3 (62%) Worry About Other Countries Blocking Imports From Their Country...

REUTERS



Are you worried about other countries blocking imports from your country?

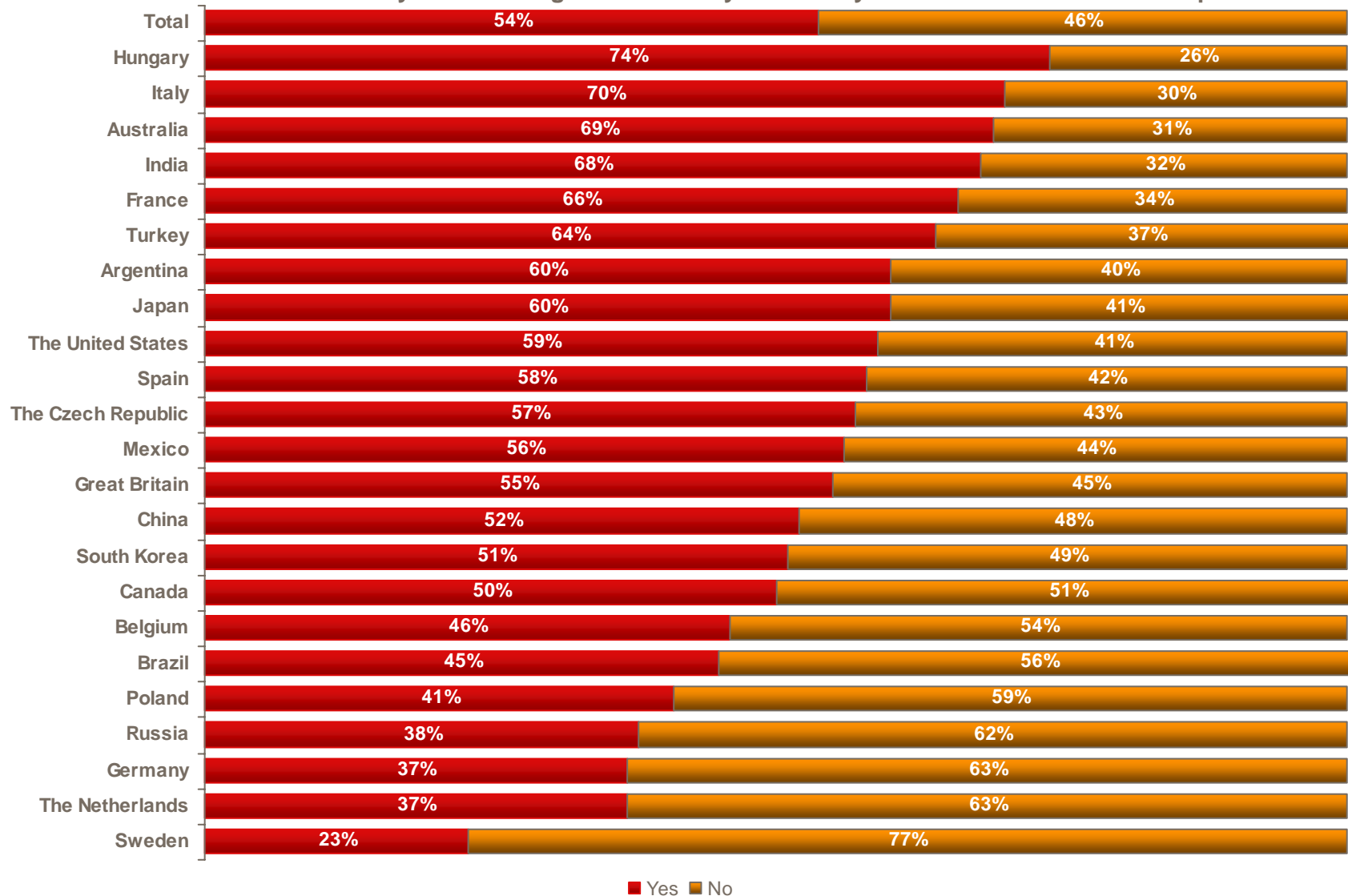


Most (54%) think Their Government Should Do More To Restrict Imports...



REUTERS

Do you think the government of your country should do more to restrict imports?



Do you think the government of your country should do more to restrict imports?



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