



Measuring Global Opinions in a Year of Economic Turmoil

Ipsos Hosting Webinar to Discuss Changing Moods and Attitudes of the Global Populace

New York, NY, June 10, 2009 – Government bail-outs. Soaring unemployment. Stunning bankruptcies. The past year has been dominated by stories of unprecedented economic turmoil. But how have people around the world responded to these matters and what impact are they having on their lives? Ipsos Public Affairs will be hosting a special online webinar to discuss these issues and share the findings of their latest Global @dvisor study. The webinar is being held on Monday, June 22 at 1:00 pm Eastern, 10:00 am Pacific.

"Events certainly change people's perceptions, so it is no surprise that the current economic crisis is having a significant impact on global public opinion," says Paul Abbate, Senior Vice President with Ipsos Public Affairs. "At the same time, that doesn't necessarily mean that economic issues have completely eclipsed the public agenda. That's partly because there's a disconnection between what the average citizen is feeling in his or her own life, and what they are hearing about the state of the economy."

Twice a year, Ipsos Public Affairs' Global @dvisor surveys 24,000 consumer citizens in 24 countries across the world. In November, the survey indicated that 72% of respondents and their families had cut back on household spending in response to the current state of the economy. And while 80% described themselves as being happy in their own lives, only 35% could agree that they were satisfied with the way things are going in the world. New and highly detailed information on the latest Global @dvisor study conducted in April 2009 will be shared at the June 22 webinar.

"A lot can happen in six months. Attendees of our June 22 event will learn just how much global public opinion has shifted in that timeframe," continues Abbate. "Knowing how consumers are responding to the new world economy is a solid step forward for organizations to gauge their reputation, their brand, and set their strategies for building both in their consumers' eyes."

Attendance for the June 22 event is complimentary, however registration is required. Interested participants can register online at <http://www.ipsos-pa.com/knowledge/events/GlobalAdvisorWebinar/>.

The Ipsos Global @dvisor is a semi-annual, online survey of 24,000 consumer citizens in 24 countries across the globe, covering 75% of the world's GDP. It produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments.

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