



## **Global Consumer Citizens Weigh in As Group of Eight Wrap Up Meeting in L'Aquila, Italy**



**An Ipsos/McClatchy News Poll**

**Public Release: July 9, 2009**

# Methodology

**23,000 online surveys. 23 countries.**

- **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, Hungary, India, Czech Republic, Poland, 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**



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# Key Findings

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## Key Findings

- **The Group of Eight are wrapping up their meeting in L'Aquila, Italy, July 10, 2009**
- **Governments across countries are faced with hard decisions meeting their budgets during these trying economic times. What should they do?**
- **Global citizens from 23 countries offer their advice to the G8 and others associated with the meeting, and indicate what signs they are looking for to signal the economy is improving**



## Key Findings



- **Do their citizen/consumers think they will meet their budgets?**
- **No. Only a minority of citizen-consumers (33%) are confident that their governments will be able meet budget**
- **How, then, should governments proceed? What choices do citizen/consumers want? The answer is clear—by cutting spending not by tax increases. A supermajority (90%) of citizen-consumers are in favor of spending cuts over raising taxes**



## Key Findings



### What Spending Cuts?

- Highest on the chopping block are “Aid to foreign countries (57%)” and “Salaries and benefits of government workers (56%)”, followed closely by “Military spending (43%)”
- In contrast, citizen-consumers are hesitant to cut those services that most directly impact their lives: “public transportation (5%)”, “education spending (4%)”, and “health care (4%)”

### Raising Taxes: Which Ones?

- If governments have to raise taxes, citizen-consumers would be more likely to support them being raised on items such as “cigarettes (65%)”, “alcohol (53%)”, and “junk food” (35%)
- By contrast, they are less likely to support taxes on “payroll (5%)”, home purchase (7%), parking (7%), and sales (8%)



## Key Findings



### Looking for Signs that the Economy is Improving:

- **So which indicators are most important for citizen-consumers? What will indicate that we are finally turning the corner on the global recession/their national economy?**
  - **The majority of global citizen-consumers (63%) are looking to unemployment figures as THE key indicator of economic success (or failure)**
  - **Citizen-consumers cite “value of the national currency (35%)” and “the value of the stock market (33%)” as secondary indicators**





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## **Given The Current Economic Climate, How Confident Are Citizens That Their Government Will Be Able To Meet Its Budget?**

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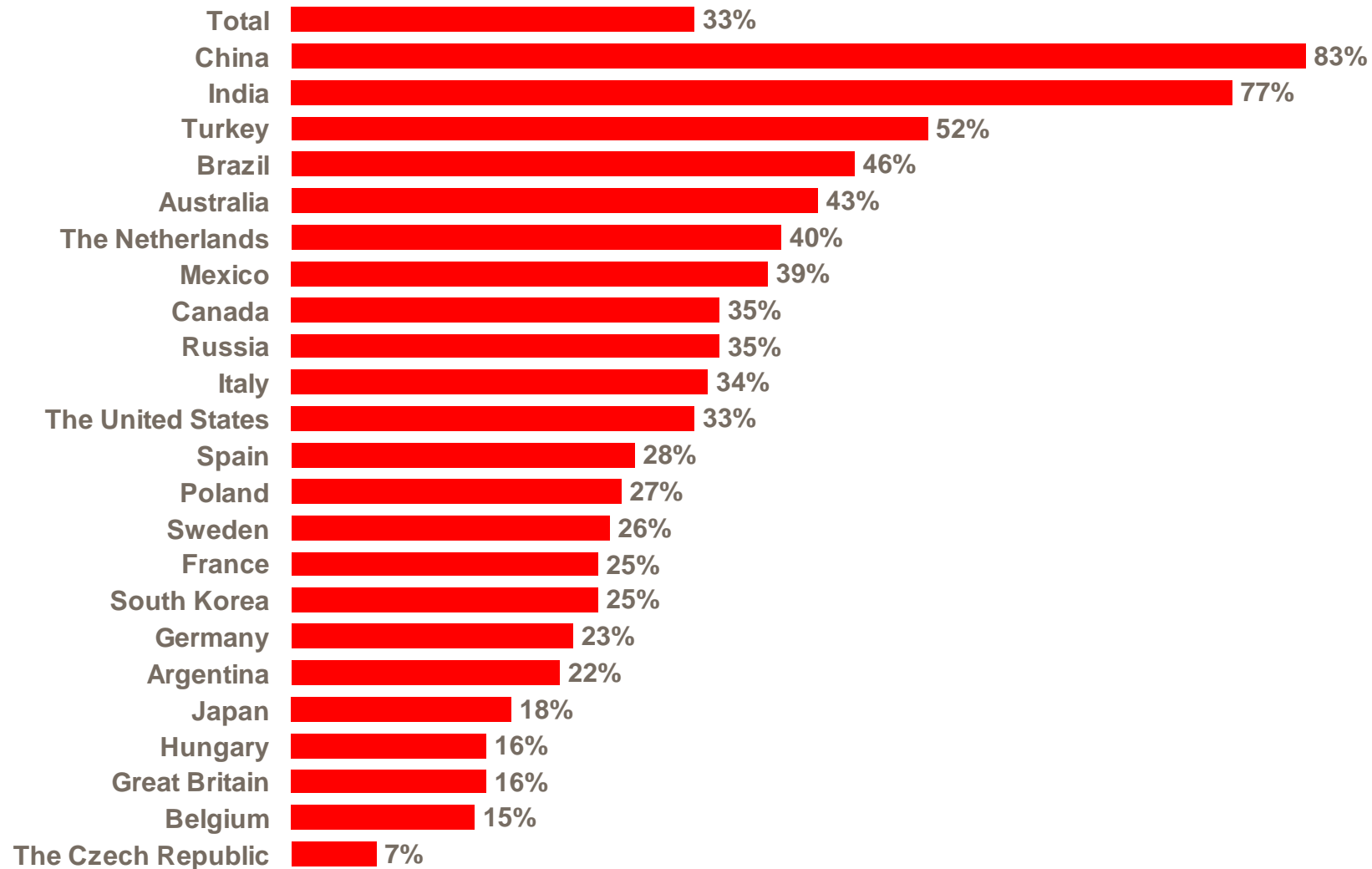
### **Budget Options for Governments: A Global Citizenry Perspective**



## Confidence in Governments Meeting Their Budget: Only 33% Say 'Yes'



% Very Confident + Somewhat Confident

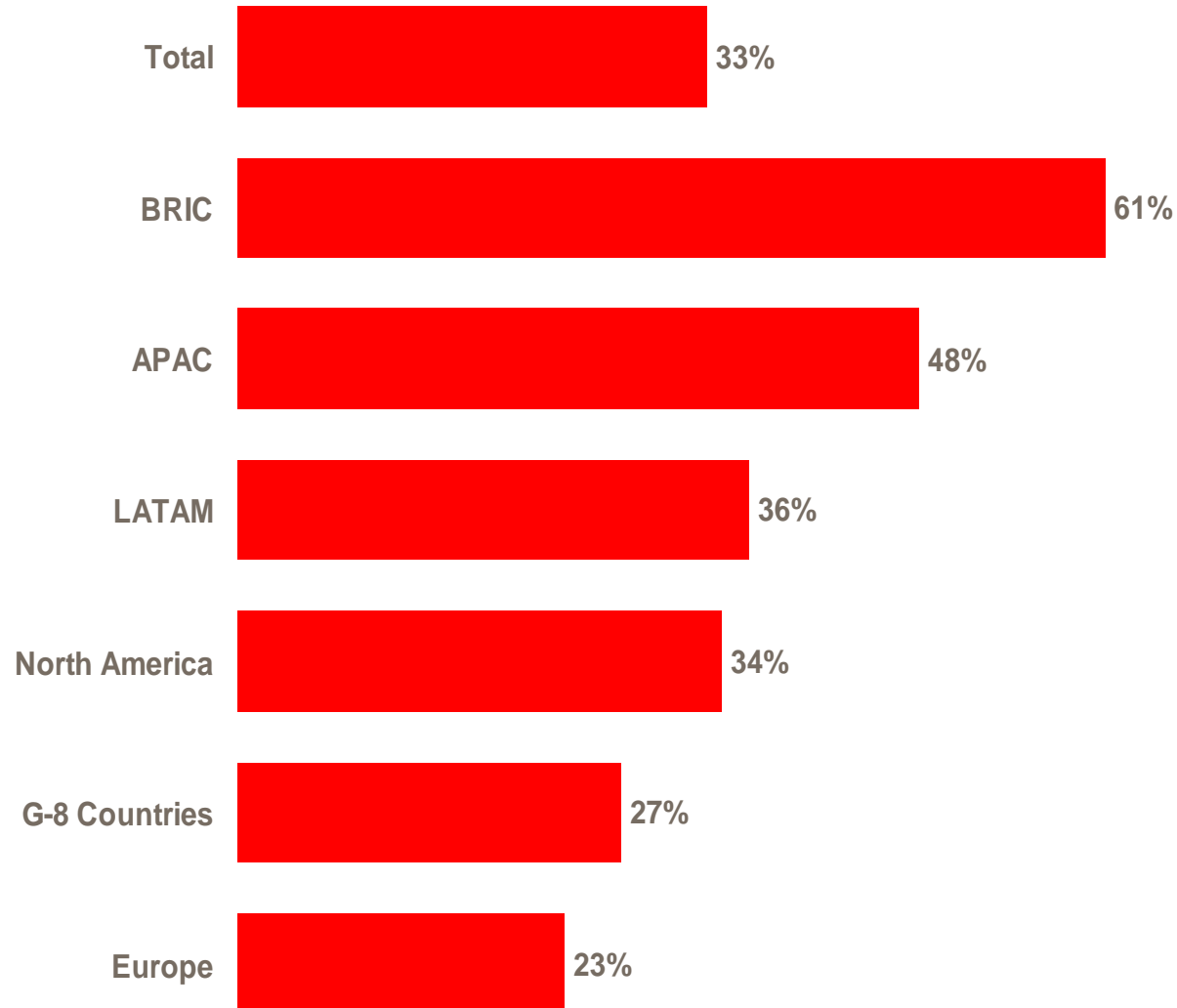


Given the current economic climate, how confident are you that your government will be able to meet its budget?



## Confidence in Meeting Budgets: By Region

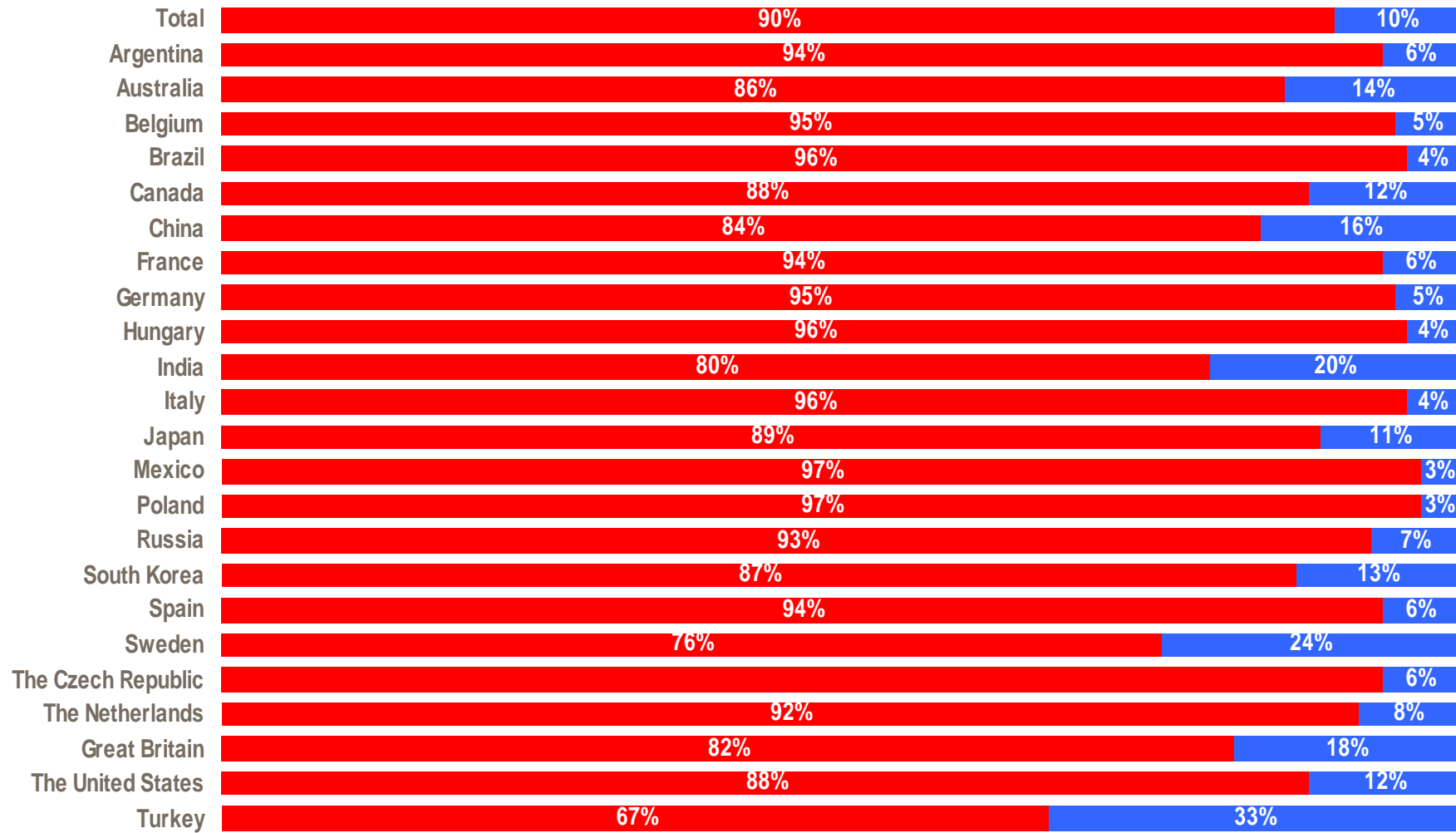
% Very Confident + Somewhat Confident



Given the current economic climate, how confident are you that your government will be able to meet its budget?

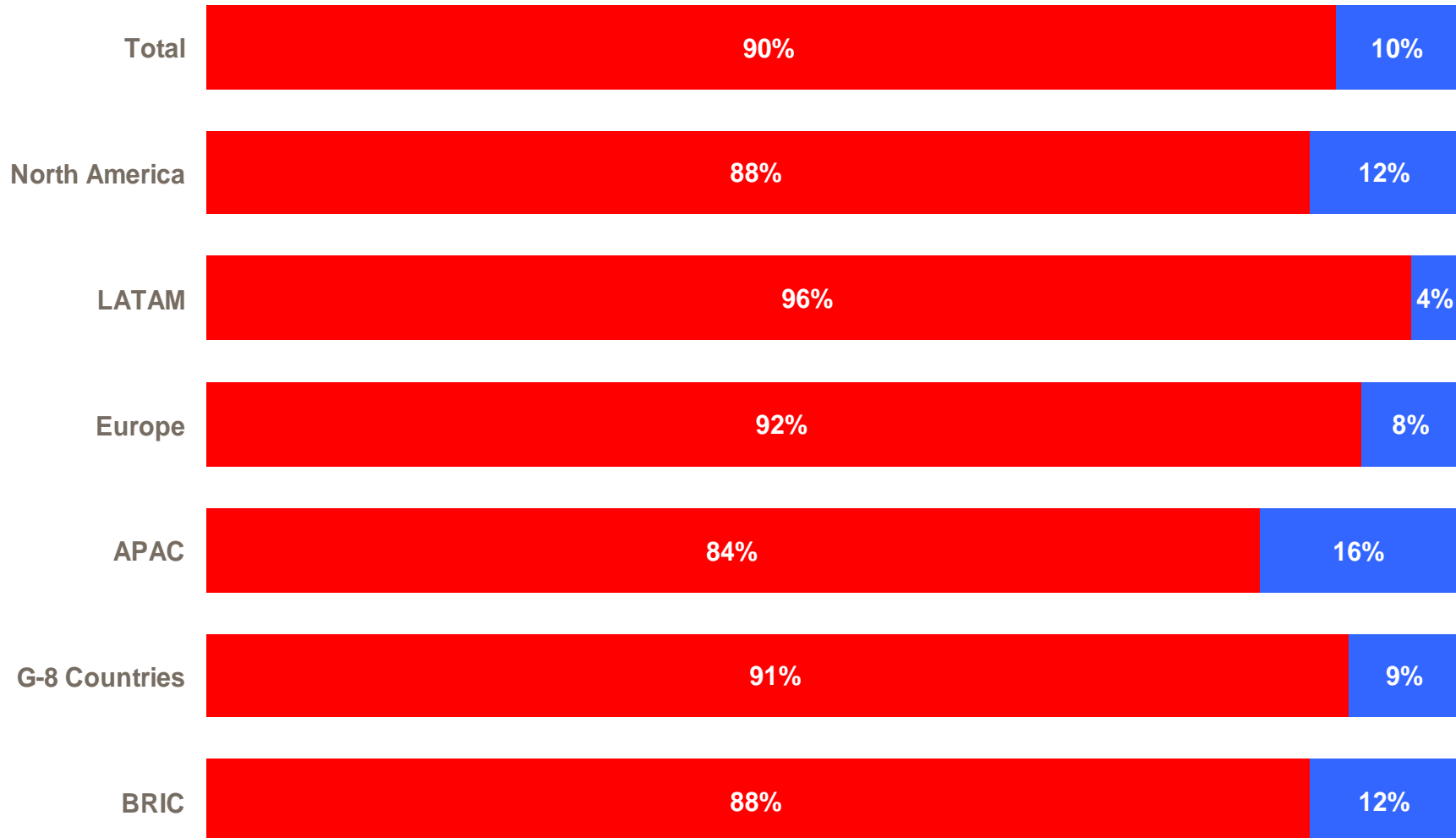
# Cut or Tax?

■ Cut spending ■ Raise taxes



# Cut or Tax: By Region

■ Cut spending ■ Raise taxes





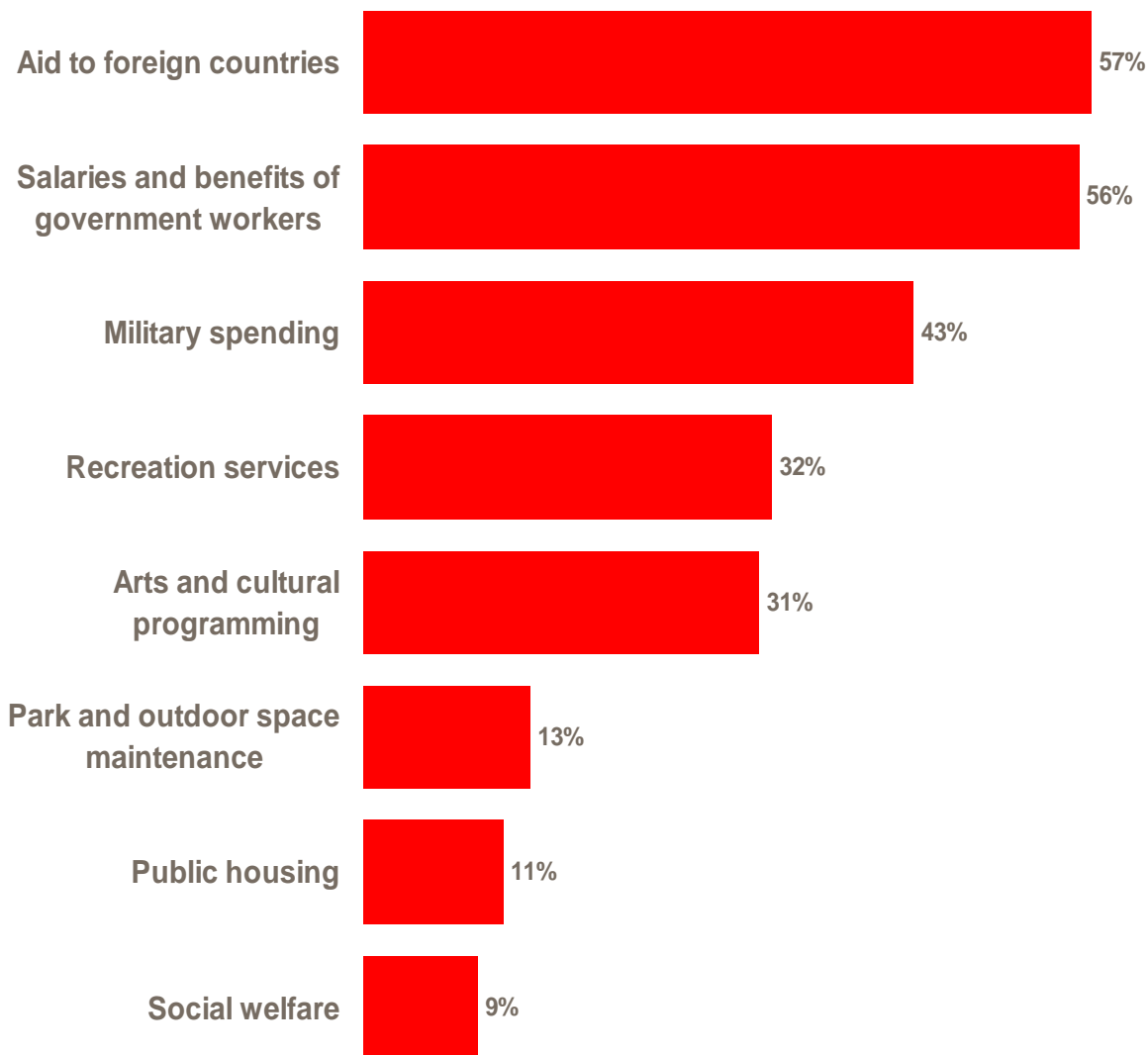
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# **“Cuts & Bruises”**

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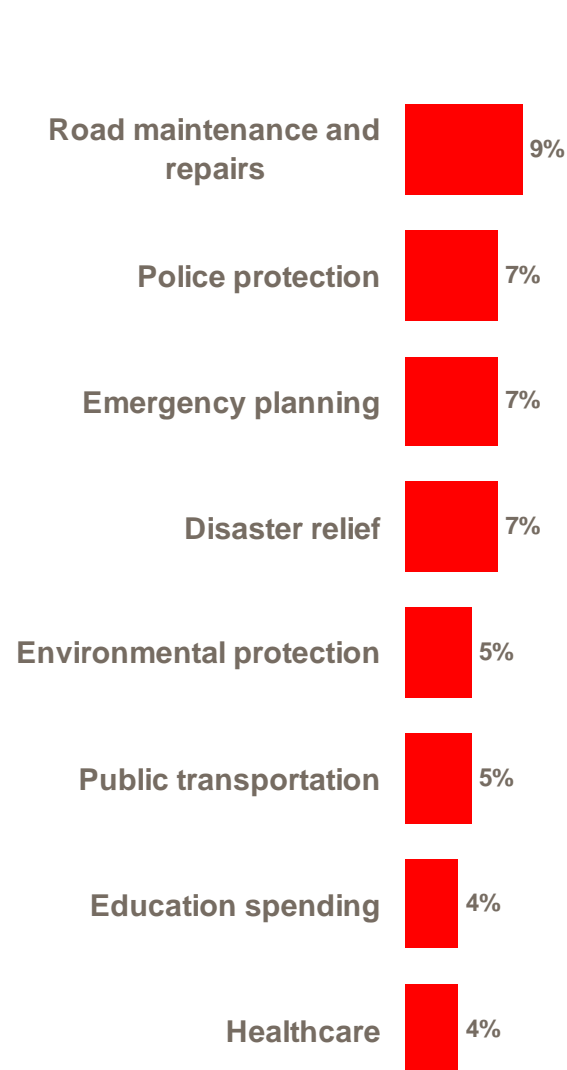
## Choice Cuts

■ Total



Thinking now about cuts that governments can make to their budgets, please rank the top three things you think should be cut in your country.

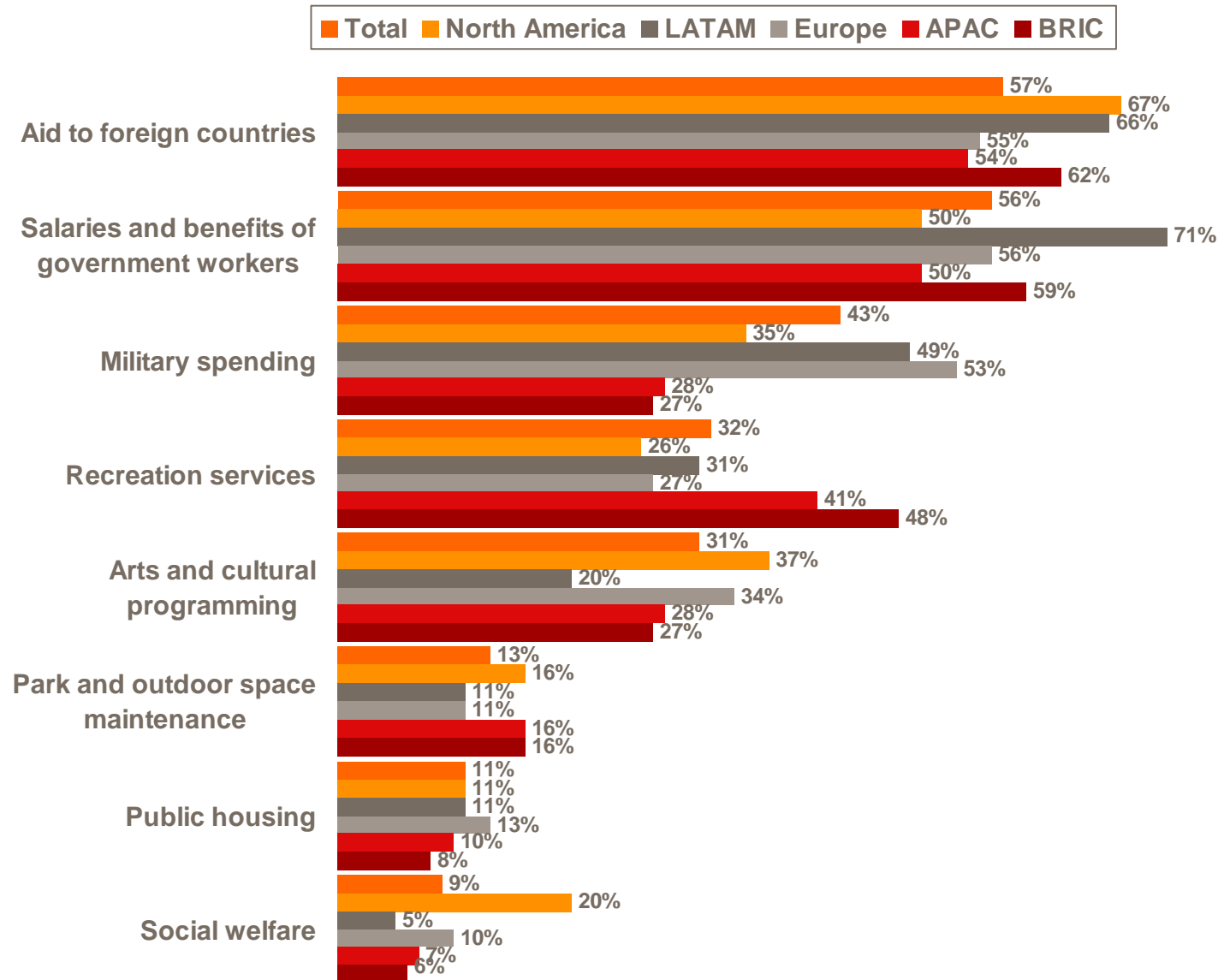
## Cuts (More like Bruises)...



Thinking now about cuts that governments can make to their budgets, please rank the top three things you think should be cut in your country.

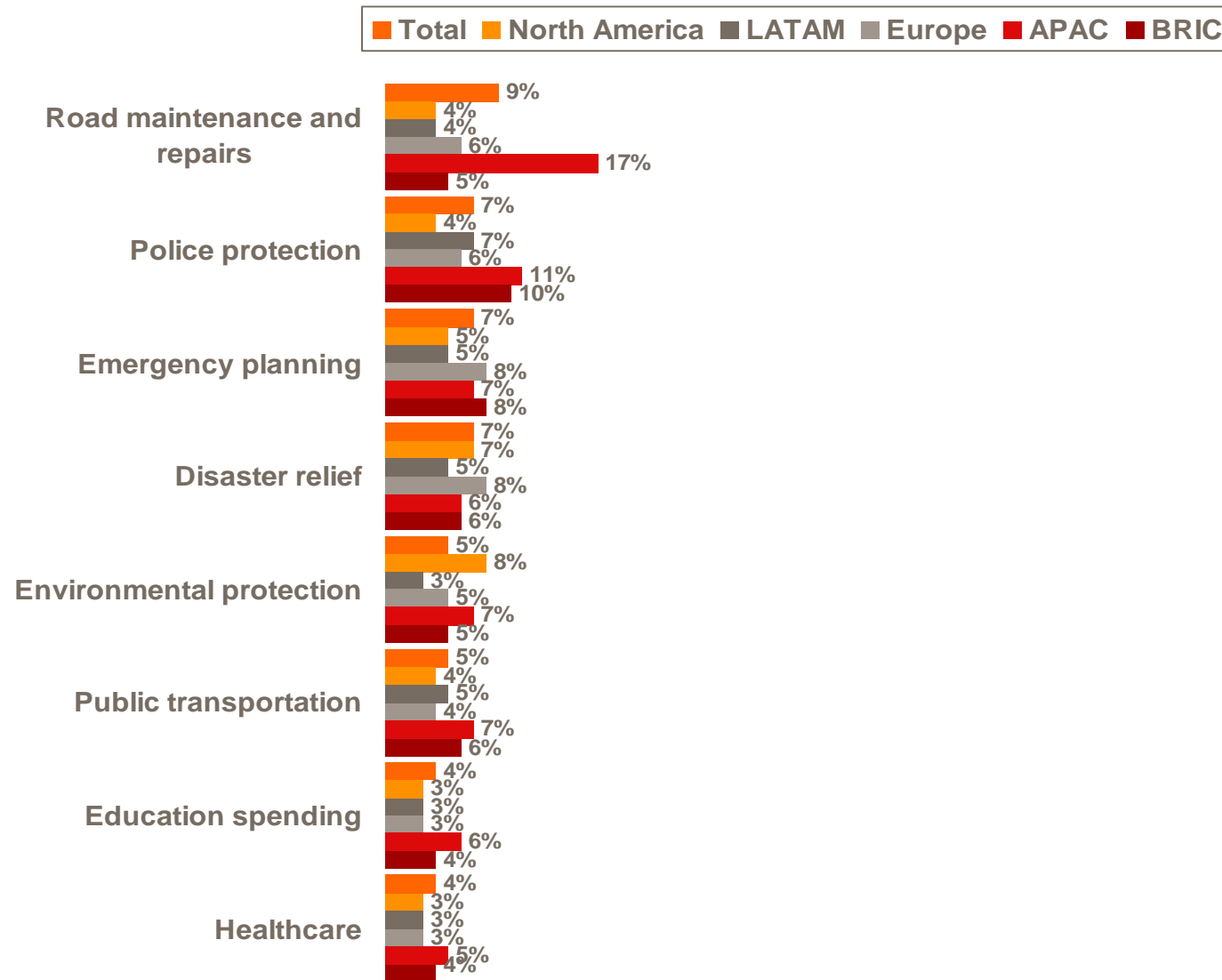


## Cuts By Region



Thinking now about cuts that governments can make to their budgets, please rank the top three things you think should be cut in your country.

## “Cuts & Bruises” By Region:





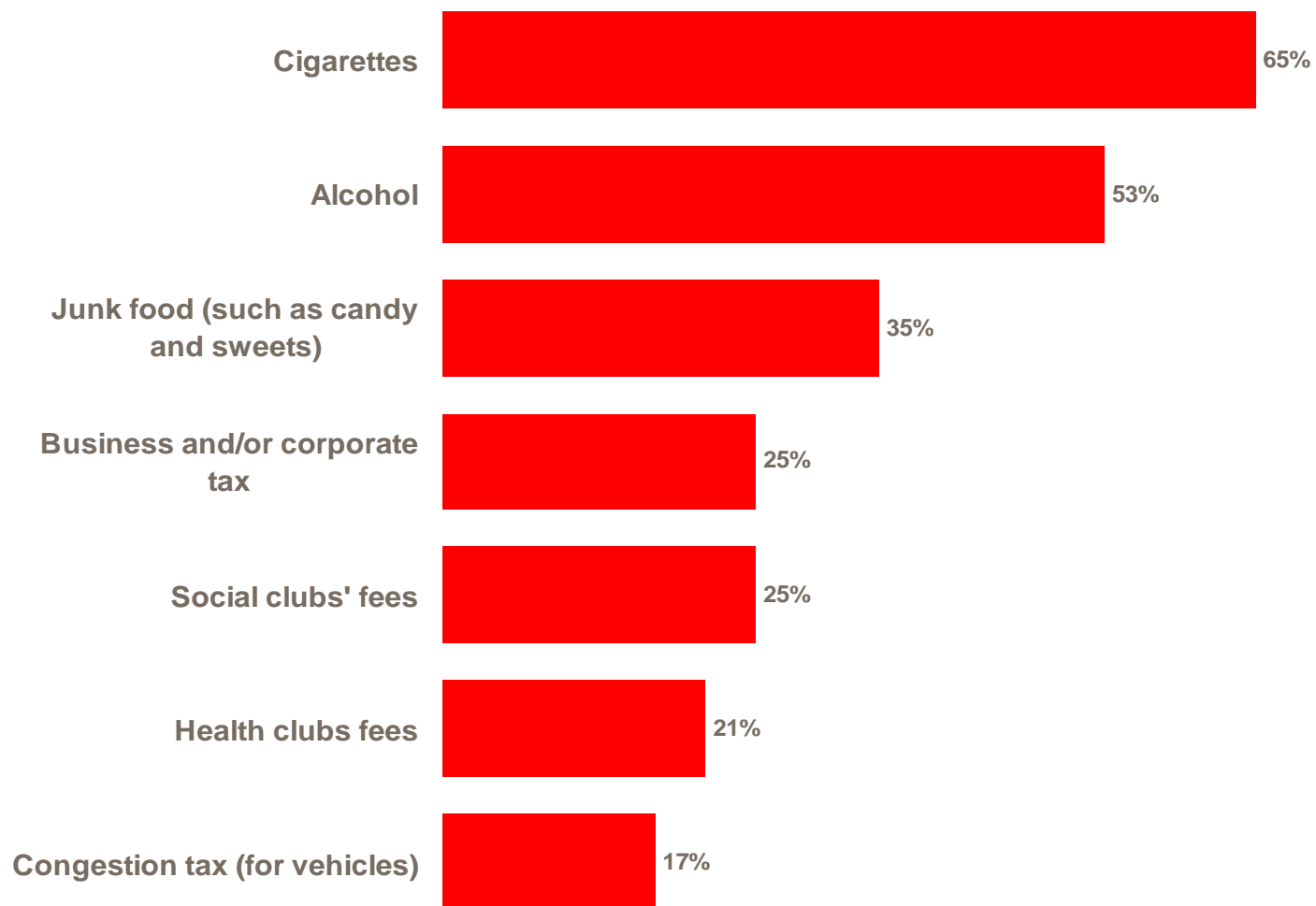
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## **If They, Personally, Had to Decide to Raise Taxes, What Products Or Services Would Be Chosen?**

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# Taxing Options

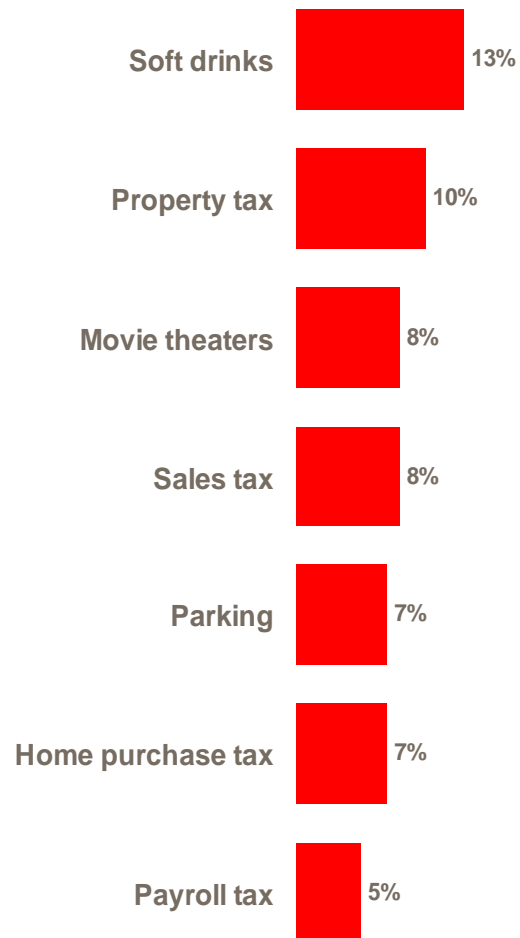
■ Total





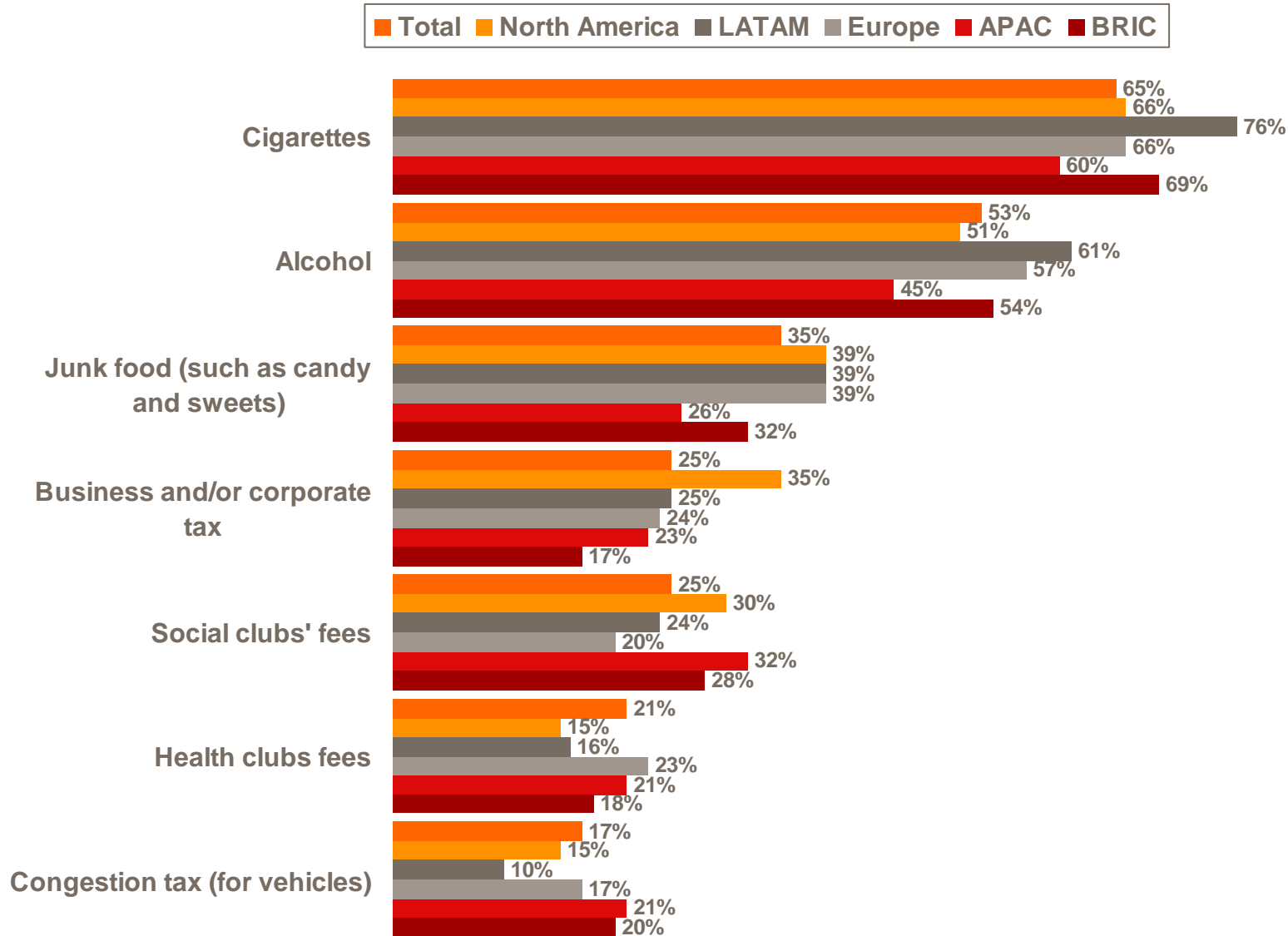
## Less Taxing Options

■ Total



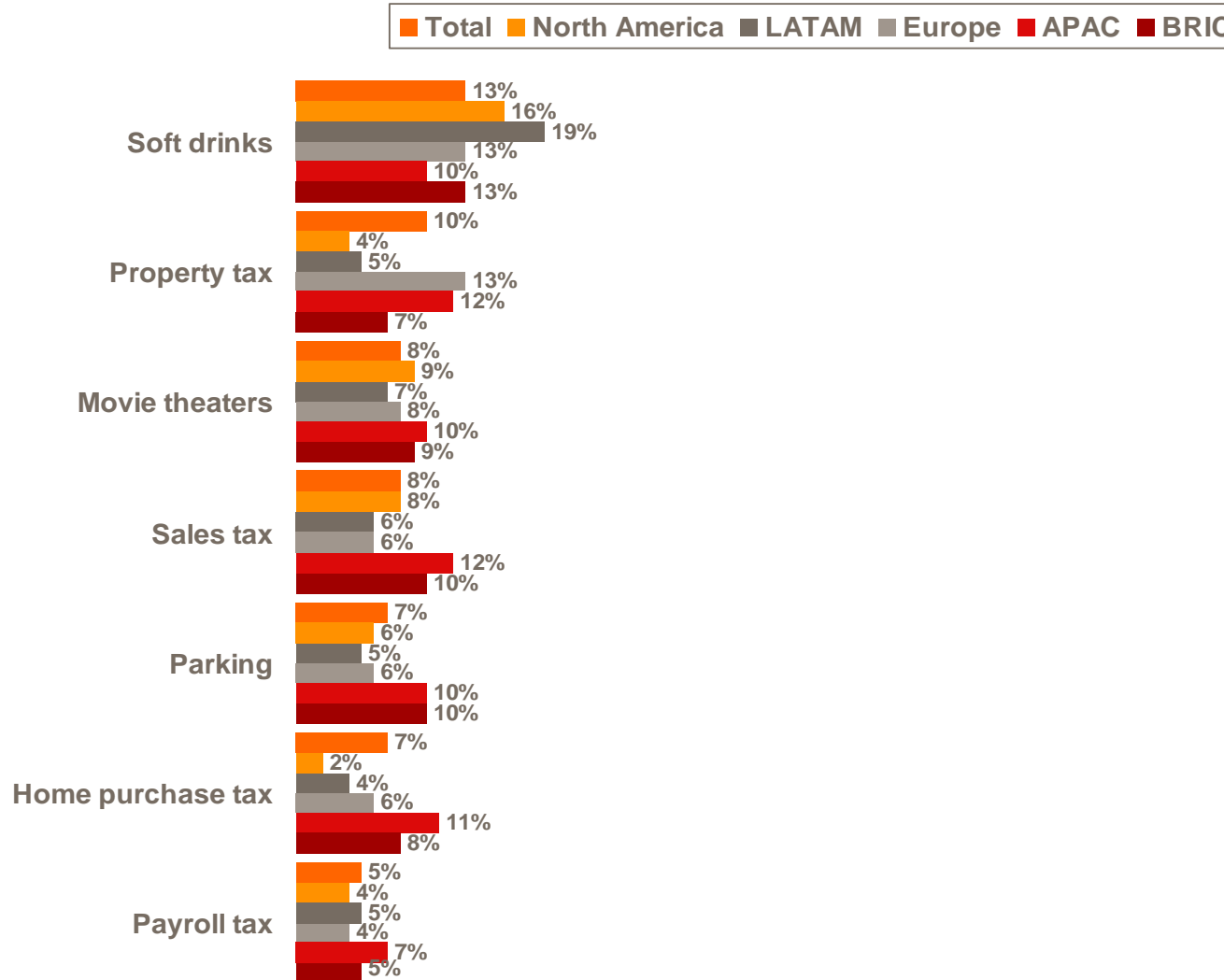
[Tax increase #1, #2 & #3] Many governments are considering adding new taxes as a way to meet their budgets. If you had to raise taxes, please rank your top 3 products or services where you would support a tax increase.

# Taxing Options By Region



[Tax increase #1, #2 & #3] Many governments are considering adding new taxes as a way to meet their budgets. If you had to raise taxes, please rank your top 3 products or services where you would support a tax increase.

# Less Taxing Options By Region



[Tax increase #1, #2 & #3] Many governments are considering adding new taxes as a way to meet their budgets. If you had to raise taxes, please rank your top 3 products or services where you would support a tax increase.



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## Which Will Be The Best Indicators That The Economy Is Improving?

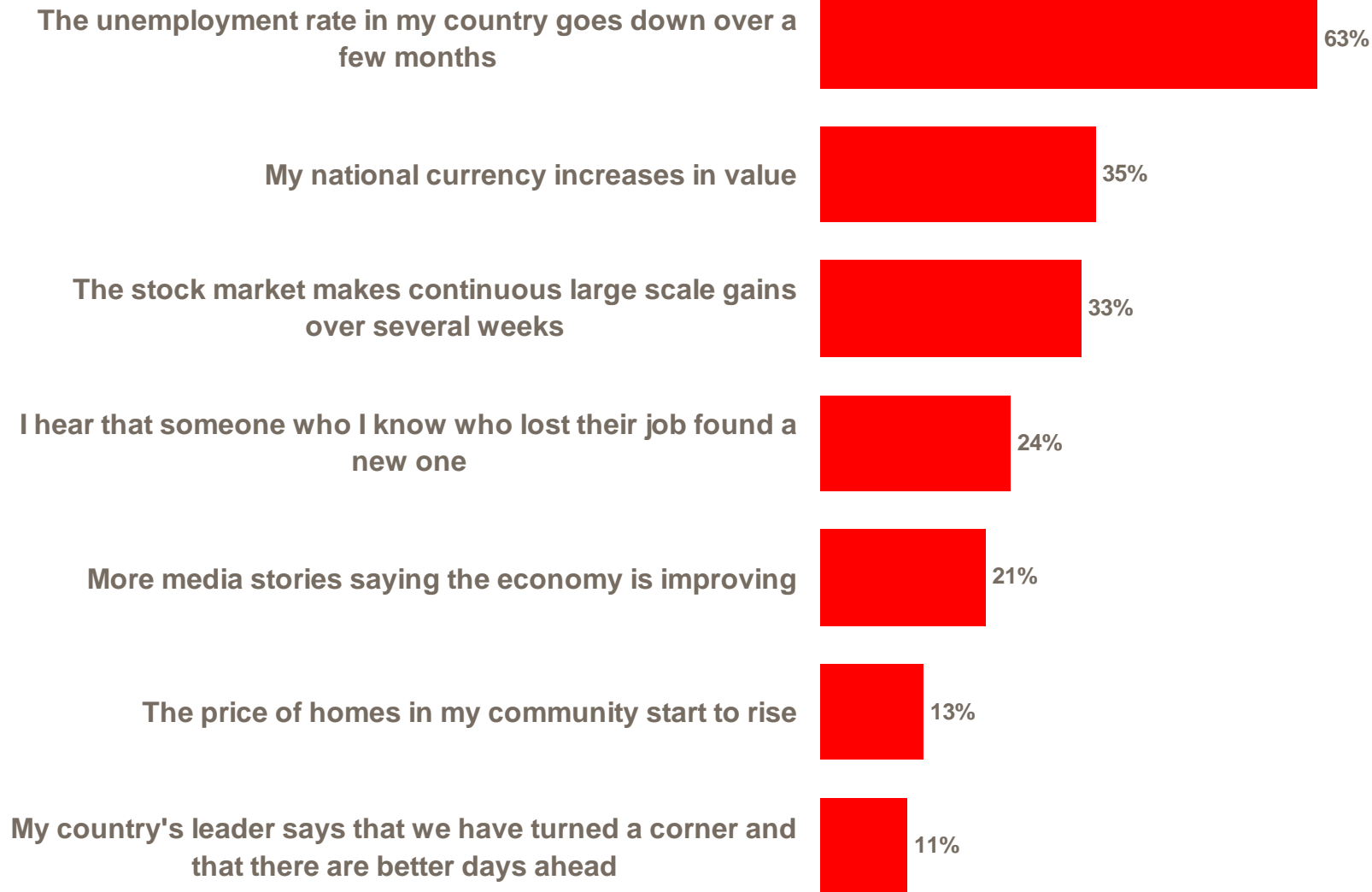
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## Indictors of Economic Improvement

■ Total

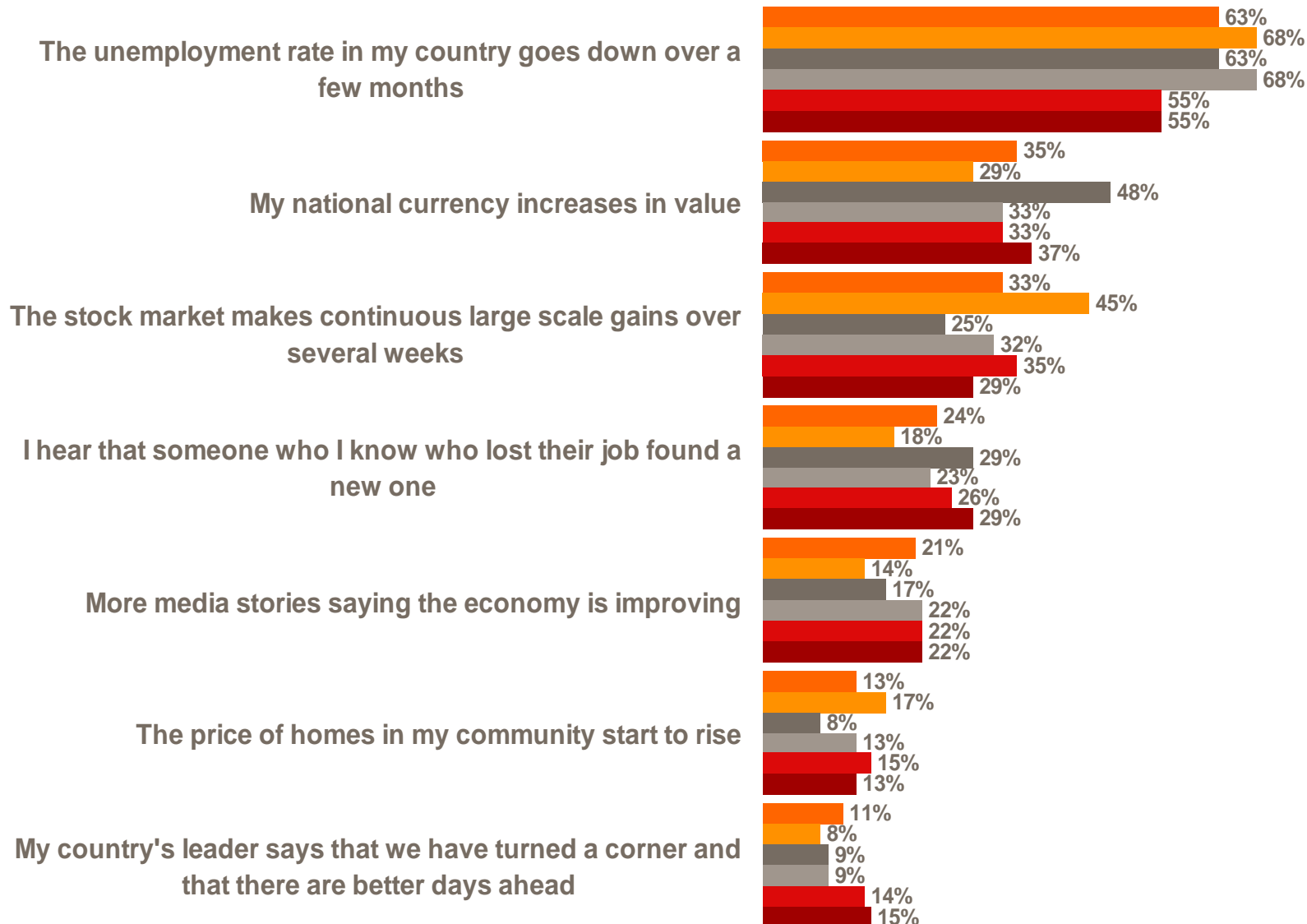


[First/ Second] For you personally, which of the following will be the best indicator that the economy is improving? And which would be the second best indicator?



## Indictors of Economic Improvement

■ Total ■ North America ■ LATAM ■ Europe ■ APAC ■ BRIC



First/ Second] For you personally, which of the following will be the best indicator that the economy is improving? And which would be the second best indicator?



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