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Monday, February 15, 2010

In First Time Since Global Recession Wreaked Havoc, Positive Citizen Consumer Assessment of Country Economic Fortunes Appear

*Of 23 countries measured—representing 75% of worlds
GDP—17 (74%) show they've begun to turn the corner, but
overall assessment still anaemic compared to previous
soundings*

NEW YORK— A new Reuters News poll conducted by Ipsos and released today indicates that of 23 countries measured--representing 75% of the worlds GDP-- 17 (or 74%) of them had citizens who assessed their country's current economic situation as "good". This compares with just eight of the same 23 countries (or 35%) where citizens assessed their country's economic situation as "good" back in April/May, 2009. This is the first sign in global collective public opinion that the economic havoc caused by the world recession in the latter part of 2008 and throughout most of 2009 may have begun turning the corner as citizens see and feel their own country's economy improving.

But while the apparent “turning of the corner” is evident, there are some other very sobering numbers: of the over 24,000 adults surveyed – 1000+ respondents per country – only 36% *in total* (up 7 points since mid- 2009) indicate they see their local economy as ‘very or somewhat good’ compared with two-thirds (64%) who view it as ‘somewhat or very bad’.

Those countries with the highest levels of improvement in economic assessment are Australia (+45), Germany (+20), Sweden (+19), China (+19), Brazil (+16) and South Korea (+15).

The top six countries where citizens assessed their economy as ‘good’ are India (82%), Australia (81%), China (78%), Brazil (72%), Canada (60%) and Sweden (58%). The bottom six countries are the United States (20%), Great Britain (14%), France (14%), Spain (10%), Japan (8%) and Hungary (7%).

The following is how citizens assessed the current economic situation in their country:

[(+/-) = Change over last measurement April/May 2009]

	Very/Somewhat Good	Very/Somewhat Bad
Total (+7)	36%	64%
India (+12)	82%	18%
Australia (+45)	81%	19%
China (+19)	78%	22%
Brazil (+16)	72%	28%
Canada (-5)	60%	40%
Sweden (+19)	58%	42%
Turkey (+1)	51%	49%
Netherlands (+3)	48%	52%
Germany (+20)	44%	56%
Poland (-4)	42%	58%
Argentina (+10)	28%	72%
Belgium (+3)	28%	72%
South Korea (+15)	28%	72%
Czech Republic (-3)	26%	74%
Russia (-11)	24%	76%
Italy (+7)	24%	76%
Mexico (-2)	21%	79%
United States (+7)	20%	80%
Great Britain (+6)	14%	86%
France (+3)	14%	86%
Spain (-1)	10%	90%

Japan (+5)	8%	92%
Hungary (+5)	7%	93%

While there is a measurable difference in the topline total or the agglomerate assessment of the individual country economies, there is a higher but paradoxically unchanged total compared to 2009 mid-year sounding when respondents are asked to assess their own personal future. In this regard, the findings indicate that, generally, 44% are confident about the future compared with 56% who are worried about the future – but up from late 2008 when a 42% expressed confidence about the future compared with 58% who were worried.

Those countries where citizens expressed the *greatest* amount of confidence in the future are India (79%), China (78%), Australia (73%), Canada (66%) and the Netherlands (61%). Those countries where citizens expressed the *least* amount of confidence in the future are in Japan (14%), France (21%), Czech Republic (25%) and Russia (28%).

Those countries with the greatest *increase* where citizens expressed confidence about the future include Argentina (+18), China (+17),

Australia (+14), Brazil (+12), Germany (+10), Hungary (+9) and Great Britain (+7).

Alternatively, those countries with the greatest *fall* in confidence include Russia (-39), Czech Republic (-29), Sweden (-15) and France (-12).

The following is how citizens assessed their confidence or worry looking generally into the future:

[(+/-) = Change over last measurement April/May 2009]

	Confident	Worried
Total (-)	44%	56%
India (+9)	79%	21%
China (+17)	78%	22%
Australia (+14)	73%	27%
Canada (+3)	66%	34%
Netherlands (-1)	61%	39%
Germany (+10)	54%	46%
Brazil (+12)	54%	46%
Sweden (-15)	52%	48%
Great Britain (+7)	45%	55%

Turkey (-4)	44%	56%
United States (-5)	44%	56%
Mexico (+3)	40%	60%
Argentina (+18)	36%	64%
South Korea (+3)	35%	65%
Belgium (-8)	35%	65%
Italy (+8)	34%	66%
Poland (-8)	33%	67%
Hungary (+9)	30%	70%
Spain (+3)	30%	70%
Russia (-39)	28%	72%
Czech Republic (-29)	25%	75%
France (-12)	21%	79%
Japan (+4)	14%	86%

These are the findings of an Ipsos poll conducted between November 4th, 2009 and January 13th, 2010, on behalf of Thompson Reuters News Service. For this survey an international sample of 24,077 adults aged 18+ were interviewed in a total of 23 countries representing 75% of the world's GDP. The countries included Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Hungary, India, Italy, Japan, Mexico, Poland, Russia, and South Korea, Spain, Sweden, the Czech Republic, the Netherlands, Great Britain, the United States and Turkey. Approximately 1000+ individuals participated on a country by country basis via the Ipsos online panel. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. G@6A3/5.

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