

Ipsos *Global @dvisory*

THE ECONOMIC PULSE OF THE WORLD

CITIZENS IN 24 COUNTRIES
ASSESS THE CURRENT STATE
OF THEIR COUNTRY'S
ECONOMY FOR A TOTAL
GLOBAL PERSPECTIVE

ANALYTIC COMPONENTS

There are three analytic components that make up the findings of this monthly Economic Pulse report. Each question is tracked and analyzed from questions dealing with:

1. The currently perceived macroeconomic state of the respondent country:
 - a. **Thinking about our economic situation, how would you describe the current economic situation in [insert country]?** Is it very good, somewhat good, somewhat bad or very bad?
2. The currently perceived state of the local area economy:
 - a. **Rate the current state of the economy in your local area** using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.
3. A six month projective outlook for the local economy:
 - a. **Looking ahead six months from now, do you expect the economy in your local area to be** much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

SUMMARY

1. **Global Economic Motor Appears to be Idling...**
2. **Anemic Overall, There's a Slight Net Increase (+2) in Local Economic Assessment Since March 2010...**
3. **Local Economic Six Month Improvement Outlook Wanes...**

The Global Economic Motor Appears to be Idling

1. Citizen Consumers Who Describe the Current Economic Situation as Good in their Country

As we close off 2010 it would appear that the optimism of progress made on a global scale that was evident in the second and third quarters may have been premature; the fourth-quarter results of the monthly report finds the aggregate confidence motor slowing down to a pause.

2010 witnessed a 'slowly but surely' economic recovery in the eyes of consumer citizens. Since January of 2010, the global aggregate assessment rose 3 points (that's 12 points higher than the low of April of 2009); between November 2009 and April 2010 the assessment netted out around 38%; in May and June 2010 it notched up to 39%; in July it went to 40% and in August it was 41%. After slipping back a point in September to 40% October jumped to 42% (+2), slipped back a point to 41% in November and stayed there in December.

The current global assessment now sits at 41%, essentially unchanged during the last quarter of 2010. The first quarter of 2011 will serve to tell if the motor is just idling before it ramps up into further growth or if it's stagnating, mired in a funk.

Some Individual Country Observations on this Latest Sounding

- South Africa has stepped up as having the highest increase this wave, jumping ten points to 51%. This surge is set against a backdrop of the central bank cutting interest rates in November for the third time, vehicle sales rising 30% and officially joining the financial consortium BRIC (Brazil, India, Russia, China).
- Mexico rebounded from its five-point drop last wave, returning to October 2010 levels with an increase of five points to 25%.
- The sharp growth in German economic assessment witnessed over the past year, in tandem with its accelerated manufacturing growth, has slowed down this wave—down four points to 63%.
- Great Britain has dropped three points to 13%. It now ranks fifth last out of 24 countries, followed by France (12%), Japan (9%), Spain (7%) and Hungary (6%).

The Regions Remain Relatively Stable in this Wave

REGION (in descending order by NET)	NET 'Good'	CHANGE (since last sounding)
BRIC Countries	62%	▼ 2
Middle East/African Countries	58%	▲ 4
APAC Countries	51%	▲ 1
LATAM Countries	42%	N/C
North American Countries (Canada/United States)	40%	▼ 2
European Countries	28%	N/C
G8 Countries	27%	▼ 1

Thinking about our economic situation, how would you describe the current economic situation in [insert country]?

Is it very good, somewhat good, somewhat bad or very bad?

All Countries at a Glance Compared to the Last Wave

Those Countries Where the Country Economic Assessment...									
is HIGHEST this month		has experienced an IMPROVEMENT since last sounding			has experienced a DECLINE since last sounding			is LOWEST this month	
India	87%	South Africa	▲	10	Germany	▼	4	Hungary	6%
Saudi Arabia	81%	Mexico	▲	5	Great Britain	▼	3		
Sweden	75%	Italy	▲	3	Argentina	▼	3		
Australia	75%	Belgium	▲	3	China	▼	2		
China	72%	Japan	▲	3	Brazil	▼	2		
Germany	63%	Indonesia	▲	3	Russia	▼	2		
Brazil	62%	South Korea	▲	2	Poland	▼	2		
Canada	62%	Australia	▲	1	United States	▼	1		
					Canada	▼	1		
					Hungary	▼	1		
					India	▼	1		

Thinking about our economic situation, how would you describe the current economic situation in [insert country]?

Is it very good, somewhat good, somewhat bad or very bad?

Anemic Overall, there's a Slight Net Increase (▲2) in Local Economic Assessment Since March 2010

2. Citizen Consumers Who Say the Economy in Their Local Area is Strong

- The aggregate assessment in **local economic strength** sits at 30%, up from 28% in March 2010, having **remained relatively consistent** throughout 2010.
- The **Middle East and Africa**, with a jump of five points, is the **only region to have increased this wave—all others have slumped**. This increase is driven by an eight point rise in Saudi Arabia to 58%, the second-highest global rate, where oil prices rose significantly in November/December.
- **India ranks as the global leader at 60%** but also as the country with the highest drop (seven points).
- **Japan's low rate of 6%**, the lowest global score, has remained essentially **unchanged** throughout 2010.

Except for a Bounce for Middle East/Africa, Every Region Slumps in Local Economy Assessment

REGION (in descending order by NET)	NET 'Strong'	CHANGE (since last sounding)
BRIC	46%	▼3%
Middle East/Africa	39%	▲5%
APAC	36%	▼2%
LATAM	32%	▼2%
North America	31%	▼2%
G-8 Countries	22%	▼1%
Europe	22%	▼2%

Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy

All Countries at a Glance Compared to the Last Wave

Those Countries Where the Local Area Economic Assessment...

is HIGHEST this month		has experienced an IMPROVEMENT since last sounding			has experienced a DECLINE since last sounding			is LOWEST this month	
India	60%	Saudi Arabia	▲	8	India	▼	7	Japan	6%
Saudi Arabia	58%	Brazil	▲	4	Russia	▼	5		
Australia	55%	South Africa	▲	4	Belgium	▼	5		
China	55%	Italy	▲	3	Canada	▼	4		
Sweden	55%	Turkey	▲	3	China	▼	4		
Brazil	51%	Australia	▲	2	Poland	▼	3		
		Mexico	▲	2	Sweden	▼	3		
		South Korea	▲	2	France	▼	2		
		Indonesia	▲	1	Hungary	▼	2		
		Japan	▲	1	Great Britain	▼	1		
					Spain	▼	1		

Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy

Local Economic Six Month Improvement Outlook Wanes

3. Citizen Consumers Who Say They Expect the Economy in the Local Area to Be Much Stronger in the Next Six Months

- Global citizens are hesitant to hold an optimistic outlook on the future of their local economy: **only 27% say they think it will be stronger in the next six months—down 4 points since March, 2010 (31%).**
- Brazil is the definite global frontrunner** with optimists making up 87% of their population. This rating comes in tandem with retail sales rising higher than expected in November, driven by credit growth and record low unemployment. Brazil is followed at some length by second place **India at 61%.**
- Russia, at 16%, saw the sharpest decrease** (-8 points) and swims with the world's bottom dwellers — France (4%) and Japan (8%).
- The **German juggernaut might be headed for a breather** as outlook **tumbles 8 points** to put it tied with Russia on biggest decline since the last wave.

Latin America Projecting Continued Strengthening in Six Month Outlook, All Other Regions Falter

REGION (in descending order by NET)	NET 'Stronger'	CHANGE (since last sounding)
LATAM	52%	▲2%
BRIC	50%	▼3%
Middle East/Africa	32%	▼1%
APAC	30%	▼3%
North America	26%	▼2%
G-8 Countries	17%	▼2%
Europe	16%	▼1%

Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

Might the German Juggernaut Be Getting Ready for a Breather?

Countries where the Assessment of the Local Economic Strengthening ...

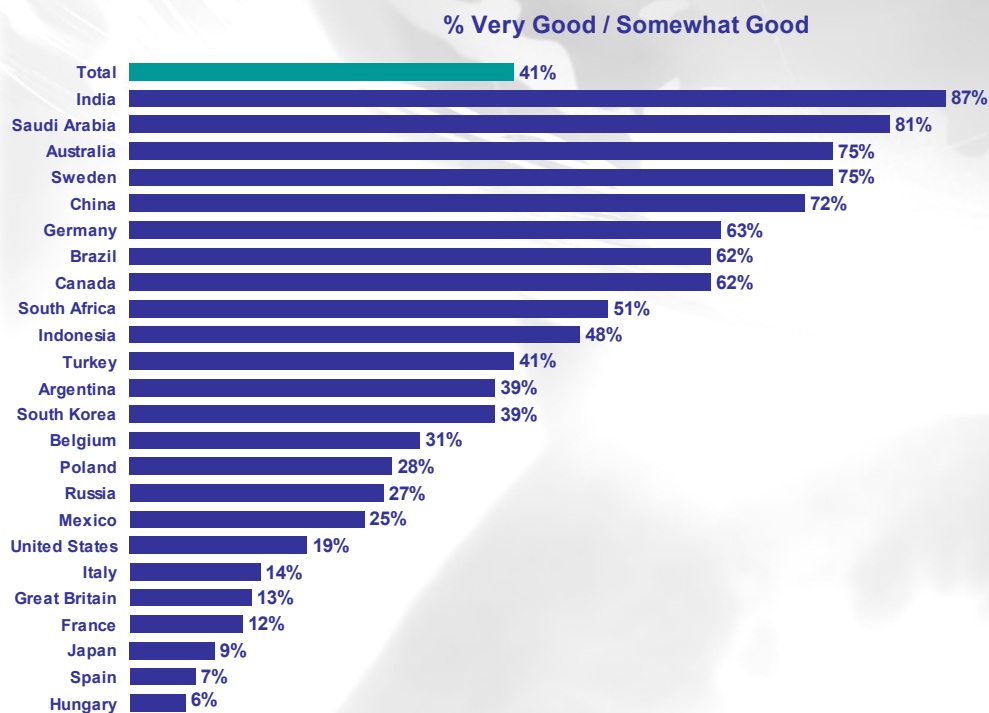
is HIGHEST this month		has experienced an IMPROVEMENT since last sounding			has experienced a DECLINE since last sounding			is LOWEST this month	
Brazil	78%	Mexico	▲	6	Russia	▼	8	France	4%
India	61%	South Korea	▲	3	Germany	▼	8		
Saudi Arabia	47%	Brazil	▲	2	Indonesia	▼	4		
China	44%	Poland	▲	2	India	▼	4		
Argentina	43%	Saudi Arabia	▲	2	Turkey	▼	4		
		Sweden	▲	1	United States	▼	4		
					China	▼	4		
					Australia	▼	3		
					Hungary	▼	3		
					Italy	▼	1		
					Great Britain	▼	1		

Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

DETAILED FINDINGS

1. ASSESSING THE CURRENT ECONOMIC SITUATION IN THEIR COUNTRY

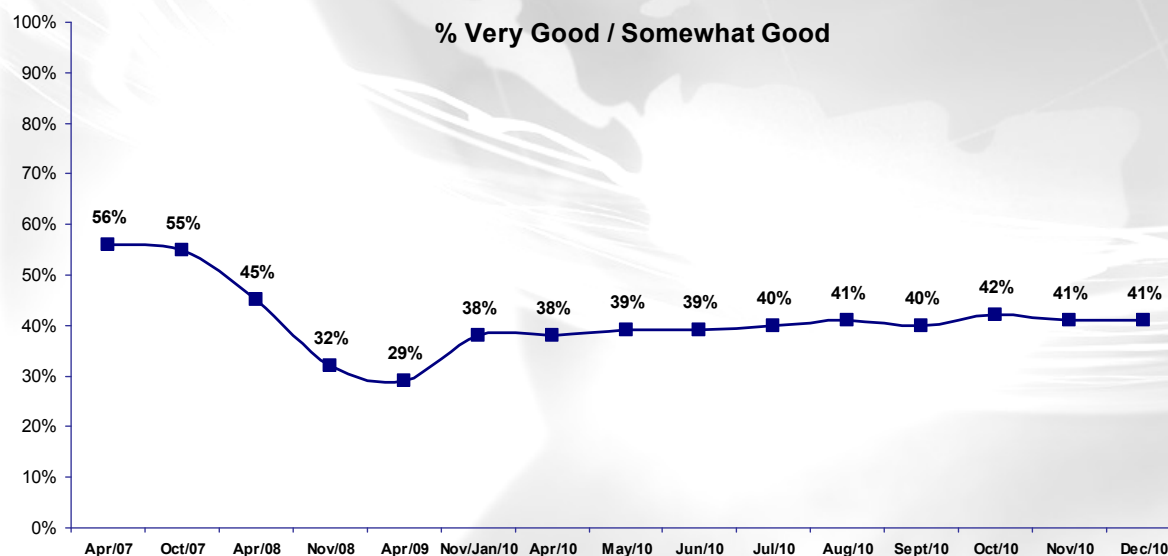
**Four in Ten [41%, No Change from November 2010]
Global Citizens Assess the Current Economic
Situation in their Country as “Good”**



Thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

1. *ASSESSING THE CURRENT ECONOMIC SITUATION IN THEIR COUNTRY... CONTINUED*

Global Average Tracked [No Change from November 2010] Global Citizens Assess the Current Economic Situation in their Country as “Good”



Thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

1. ASSESSING THE CURRENT ECONOMIC SITUATION IN THEIR COUNTRY... CONTINUED

For All Countries Tracked: Citizens Assess the Current Economic Situation in their Country as “Good”

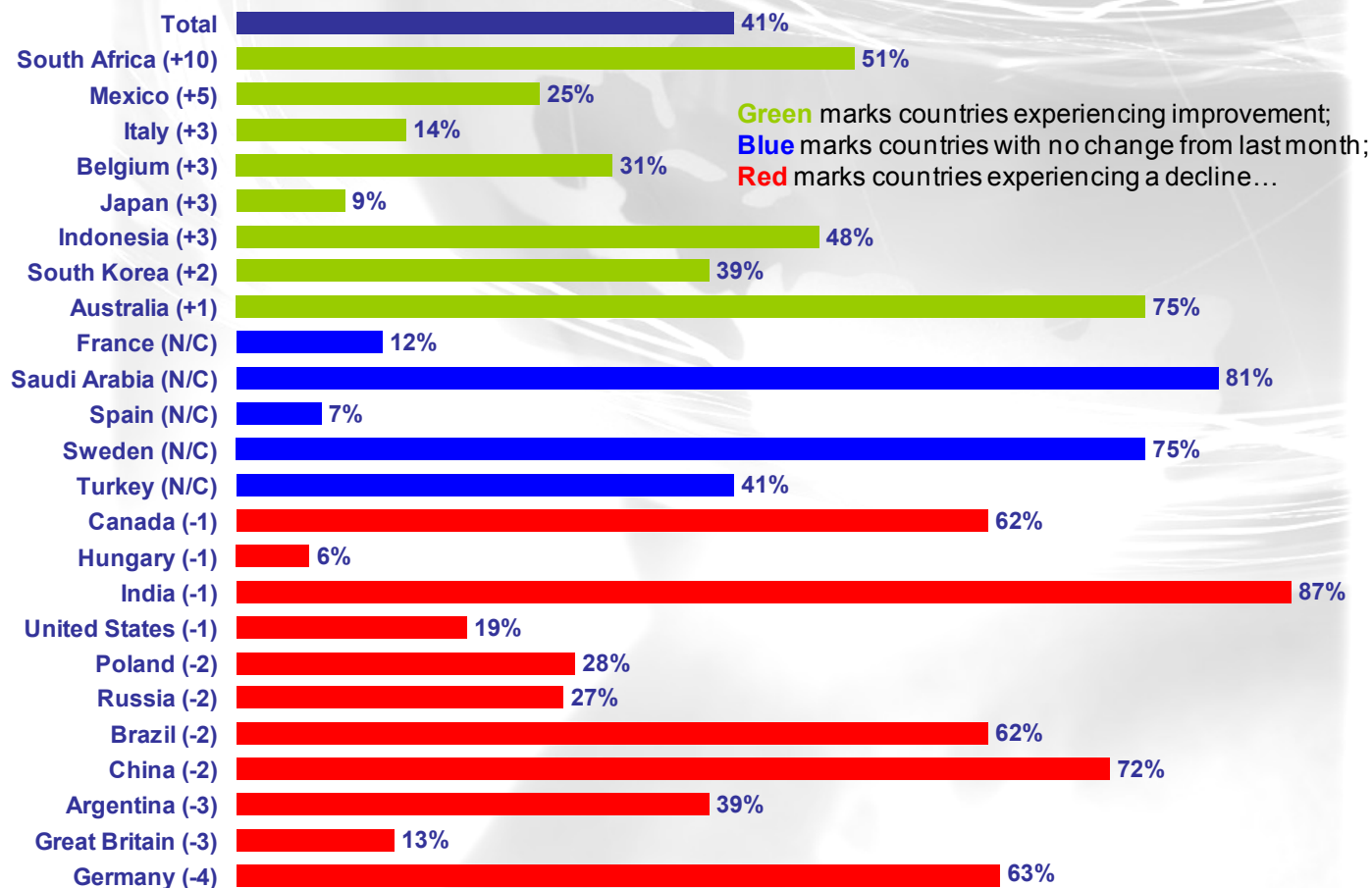
	Apr 2007	Oct 2007	Apr 2008	Nov 2008	Apr 2009	Nov/Jan 2010	Mar 2010	Apr 2010	May 2010	Jun 2010	July 2010	Aug 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010
Argentina	50%	32%	26%	19%	18%	28%	21%	25%	27%	39%	34%	36%	38%	35%	42%	39%
Australia	78%	81%	64%	40%	36%	82%	80%	73%	74%	72%	72%	72%	77%	78%	74%	75%
Belgium	-	53%	46%	22%	25%	28%	29%	22%	23%	22%	29%	33%	36%	29%	28%	31%
Brazil	42%	53%	56%	61%	56%	72%	59%	60%	65%	65%	55%	60%	58%	66%	64%	62%
Canada	80%	87%	68%	48%	43%	60%	65%	67%	64%	68%	68%	65%	68%	63%	63%	62%
China	90%	88%	73%	46%	61%	78%	80%	82%	78%	77%	74%	77%	75%	79%	74%	72%
France	27%	44%	13%	13%	11%	14%	11%	9%	8%	6%	9%	12%	10%	10%	12%	12%
Germany	59%	64%	50%	30%	24%	44%	37%	45%	37%	38%	48%	55%	56%	64%	67%	63%
Great Britain	55%	54%	24%	10%	8%	14%	17%	17%	13%	13%	13%	16%	16%	12%	16%	13%
Hungary	-	-	-	-	2%	7%	4%	8%	8%	8%	9%	11%	7%	13%	7%	6%
India	88%	92%	85%	65%	70%	82%	83%	86%	85%	85%	78%	80%	82%	88%	88%	87%
Indonesia	-	-	-	-	-	-	49%	52%	52%	49%	51%	39%	49%	54%	45%	48%
Italy	28%	17%	10%	9%	17%	24%	17%	17%	14%	16%	16%	17%	14%	16%	11%	14%
Japan		27%	10%	3%	3%	8%	7%	7%	6%	9%	6%	8%	7%	8%	6%	9%
Mexico	42%	29%	24%	20%	23%	21%	20%	20%	23%	21%	25%	22%	23%	25%	20%	25%
Poland	50%	62%	60%	52%	46%	42%	41%	47%	45%	46%	42%	33%	33%	29%	30%	28%
Russia	65%	53%	68%	52%	35%	24%	24%	28%	30%	30%	24%	37%	27%	28%	29%	27%
Saudi Arabia	-	-	-	-	-	-	73%	76%	80%	73%	80%	81%	78%	76%	81%	81%
South Africa	-	-	-	-	-	-	38%	44%	41%	34%	56%	45%	41%	46%	41%	51%
South Korea	16%	27%	12%	5%	13%	28%	29%	32%	31%	34%	34%	30%	35%	32%	37%	39%
Spain	58%	55%	31%	15%	11%	10%	5%	5%	6%	5%	10%	10%	9%	10%	7%	7%
Sweden	64%	78%	71%	53%	39%	58%	58%	56%	60%	63%	71%	73%	72%	77%	75%	75%
Turkey	30%	30%	25%	19%	50%	51%	35%	44%	40%	44%	37%	45%	39%	43%	41%	41%
United States	47%	19%	19%	11%	13%	20%	17%	25%	23%	18%	17%	15%	15%	18%	20%	19%

Thinking about our economic situation, how would you describe the current economic situation in [insert country]?

Is it very good, somewhat good, somewhat bad or very bad?

1. ASSESSING THE CURRENT ECONOMIC SITUATION IN THEIR COUNTRY... CONTINUED

COUNTRIES RANKED AND MARKED BY CHANGE IN ASSESSMENT FROM LAST MONTH (LEFT COLUMN)

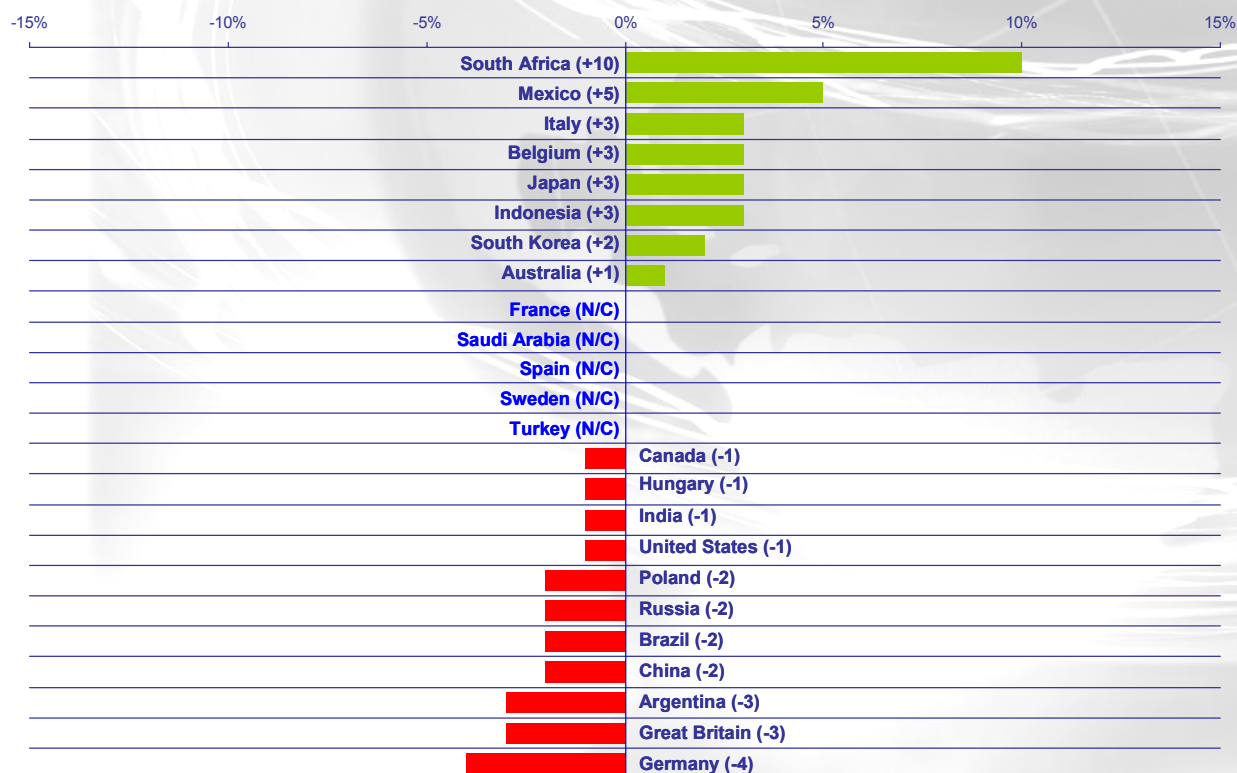


Thinking about our economic situation, how would you describe the current economic situation in [insert country]?

Is it very good, somewhat good, somewhat bad or very bad?

1. ASSESSING THE CURRENT ECONOMIC SITUATION IN THEIR COUNTRY... CONTINUED

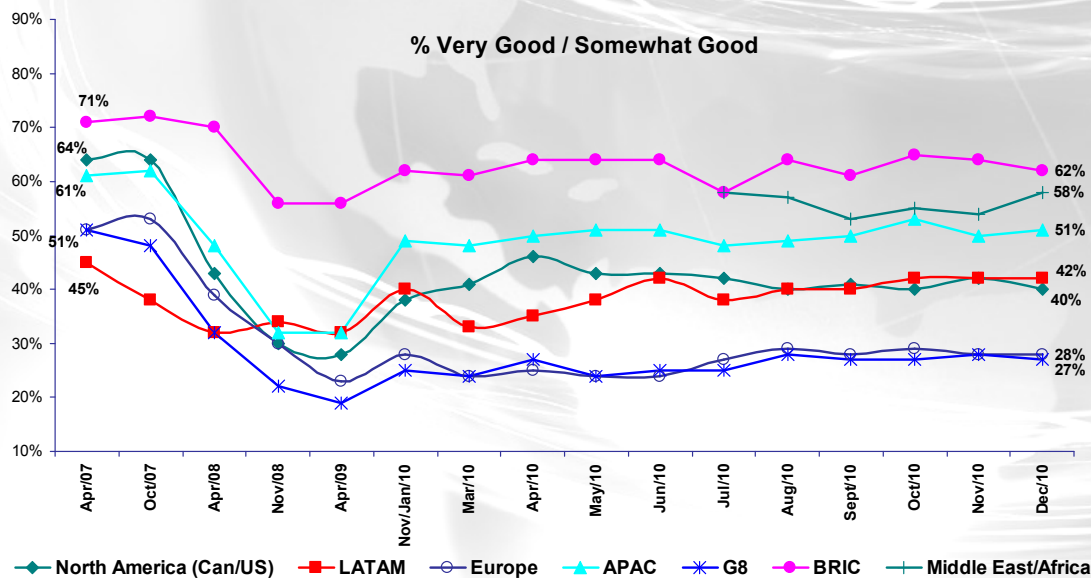
Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month



Thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

1. ASSESSING THE CURRENT ECONOMIC SITUATION IN THEIR COUNTRY... CONTINUED

Assessing the Economic Situation by All Regions: Current Tracked Status: [NET from Last Sounding: N/C]

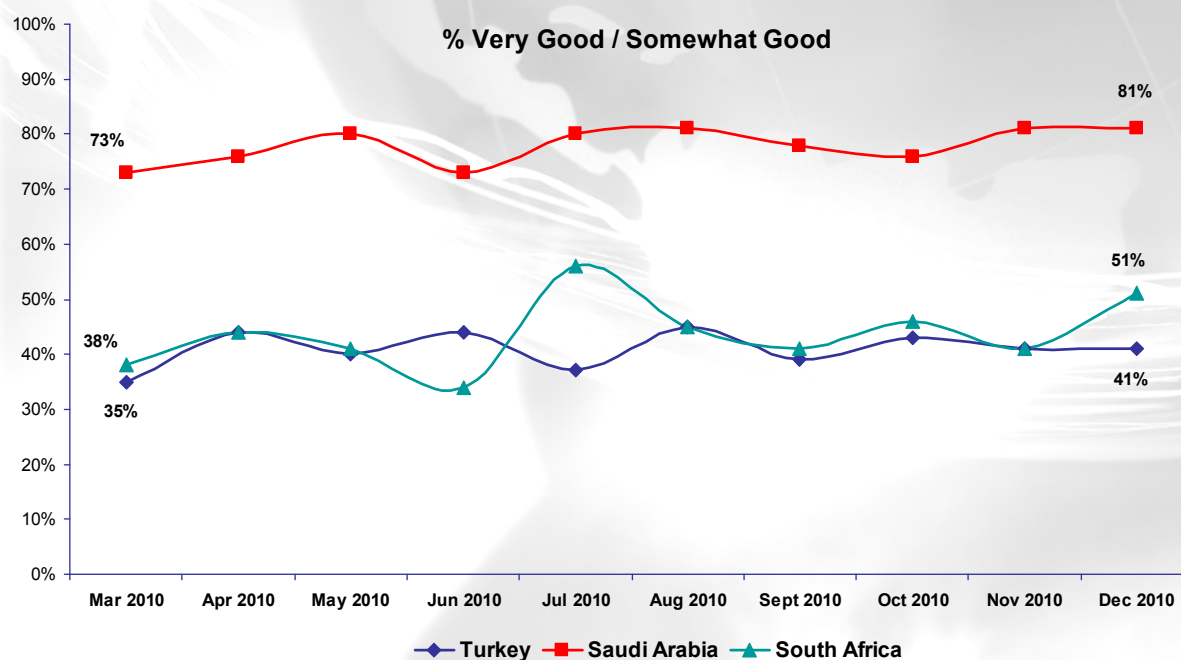


Thinking about our economic situation, how would you describe the current economic situation in [insert country]?

Is it very good, somewhat good, somewhat bad or very bad?

1. ASSESSING THE CURRENT ECONOMIC SITUATION IN THEIR COUNTRY... CONTINUED

Middle East/African Countries Assessing the Economic Situation [NET from Last Sounding: ▲4]



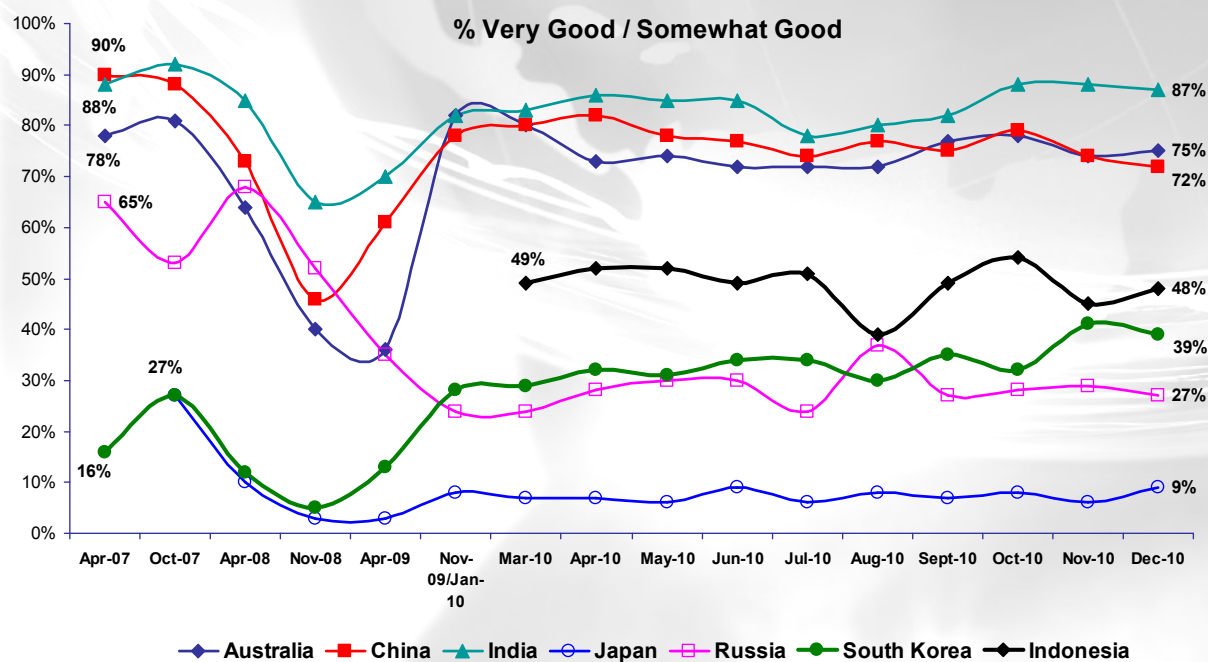
Thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

1. ASSESSING THE CURRENT ECONOMIC SITUATION IN THEIR COUNTRY... CONTINUED

APAC Countries

Assessing the Economic Situation

[NET from Last Sounding: ▲1]



Thinking about our economic situation, how would you describe the current economic situation in [insert country]?

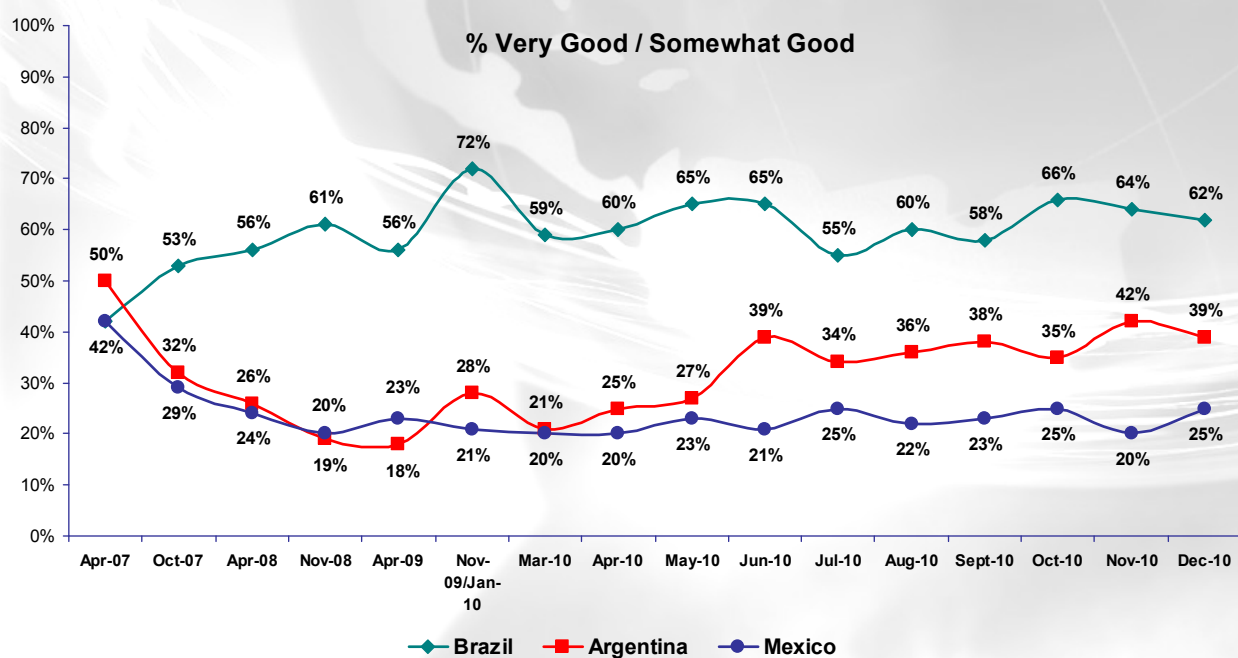
Is it very good, somewhat good, somewhat bad or very bad?

1. ASSESSING THE CURRENT ECONOMIC SITUATION IN THEIR COUNTRY... CONTINUED

LATAM COUNTRIES

ASSESSING THE ECONOMIC SITUATION

[NET FROM LAST SOUNDING: N/C]



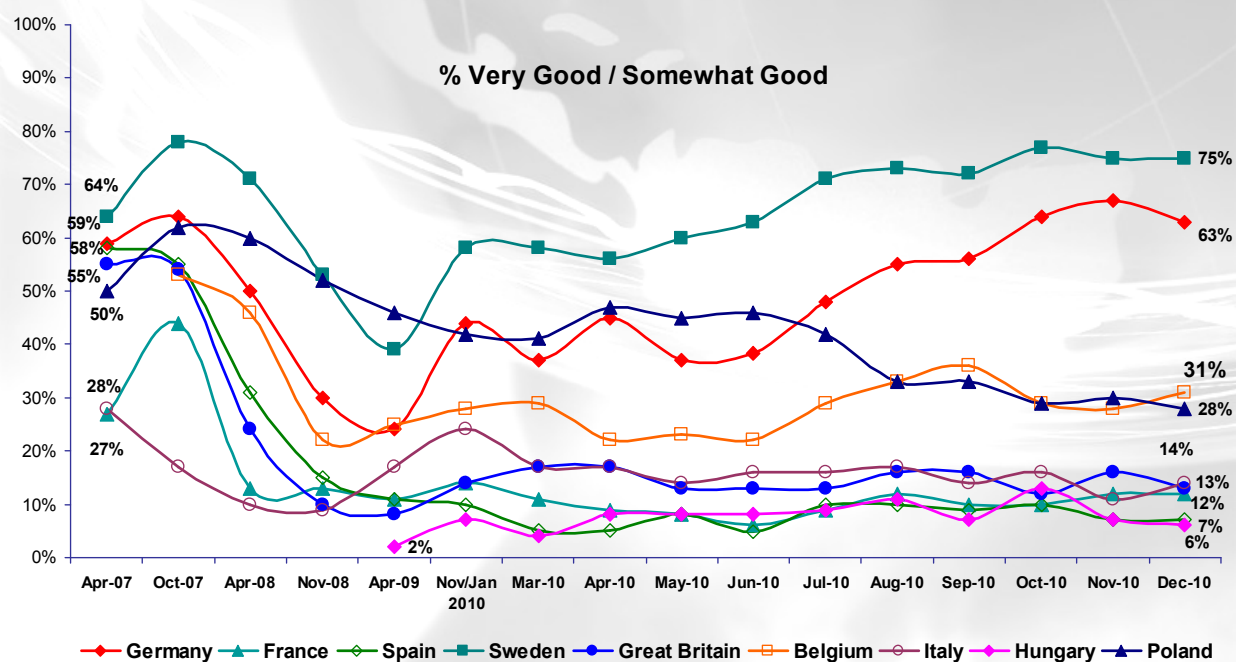
Thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

1. ASSESSING THE CURRENT ECONOMIC SITUATION IN THEIR COUNTRY... CONTINUED

EUROPEAN COUNTRIES

ASSESSING THE ECONOMIC SITUATION

[NET FROM LAST SOUNDING: N/C]



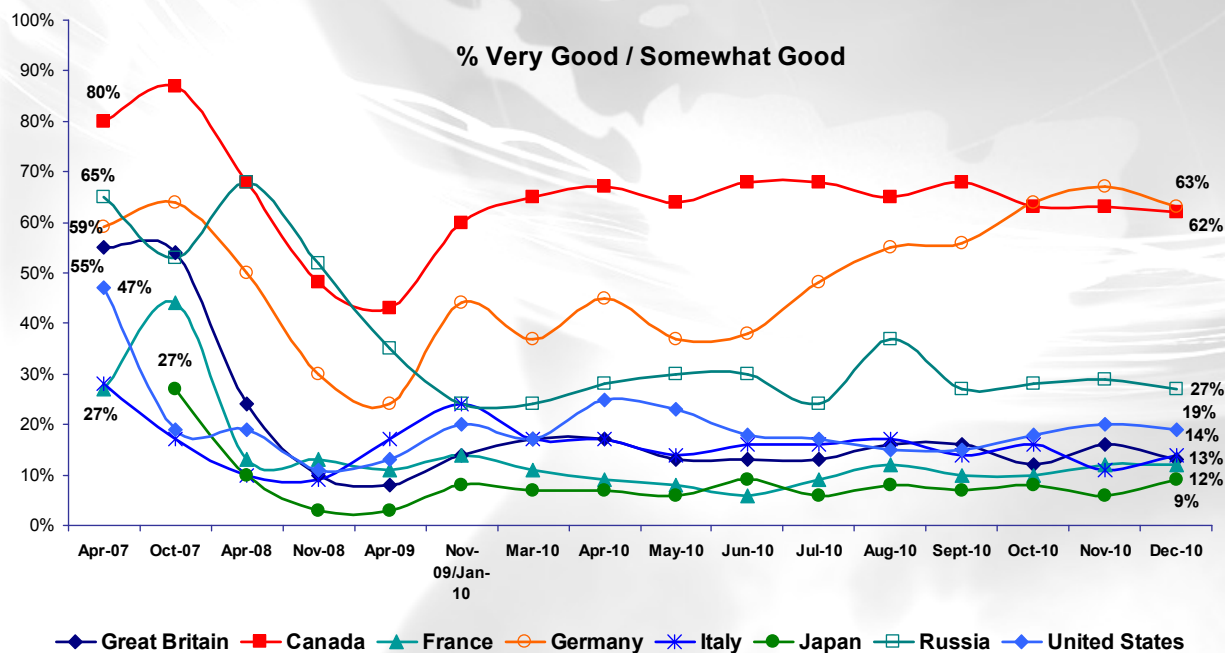
Thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

1. ASSESSING THE CURRENT ECONOMIC SITUATION IN THEIR COUNTRY... CONTINUED

G8 COUNTRIES

ASSESSING THE ECONOMIC SITUATION

[NET FROM LAST SOUNDING: ▼ 1]



Thinking about our economic situation, how would you describe the current economic situation in [insert country]?

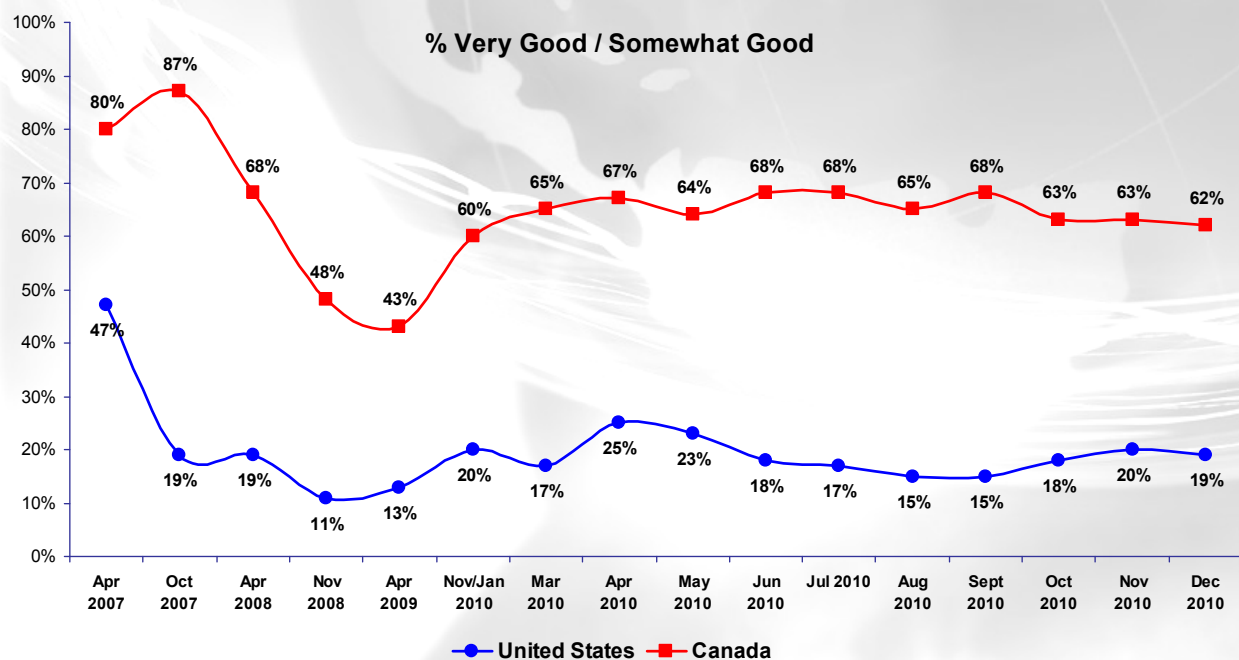
Is it very good, somewhat good, somewhat bad or very bad?

1. ASSESSING THE CURRENT ECONOMIC SITUATION IN THEIR COUNTRY... CONTINUED

NORTH AMERICAN (CANADA/US) COUNTRIES

ASSESSING THE ECONOMIC SITUATION

[NET FROM LAST SOUNDING: ▼2]



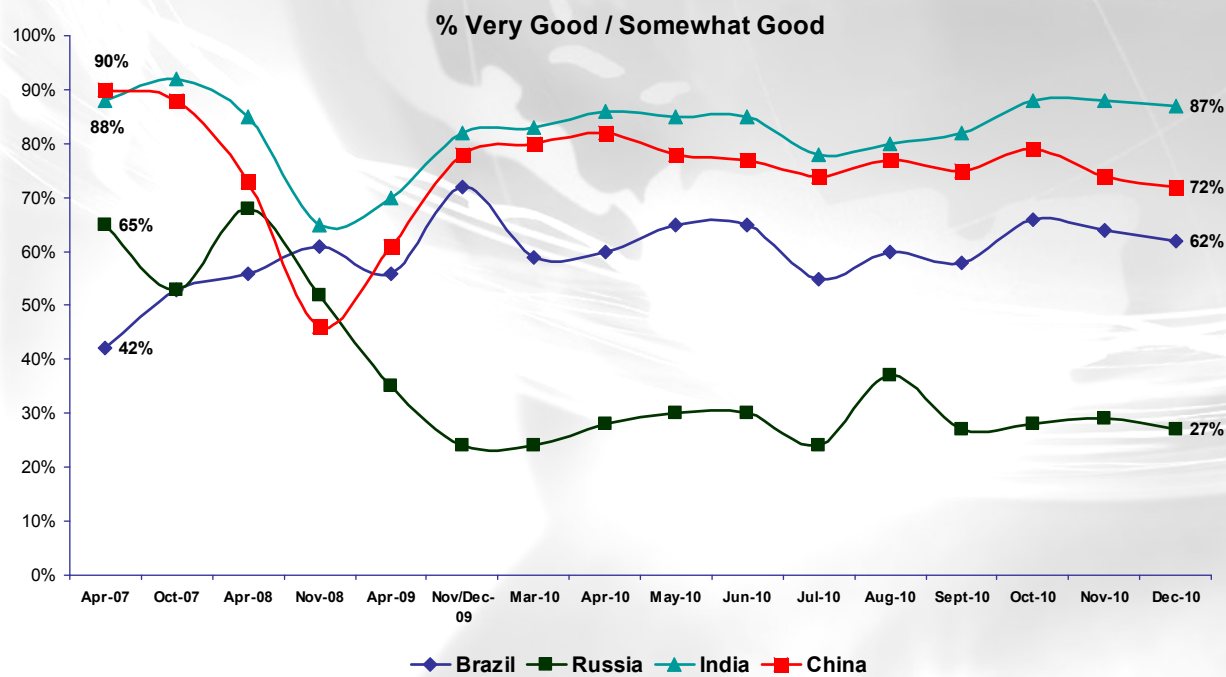
Thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

1. ASSESSING THE CURRENT ECONOMIC SITUATION IN THEIR COUNTRY... CONTINUED

BRIC Countries

Assessing the Economic Situation

[NET from Last Sounding: ▼2]

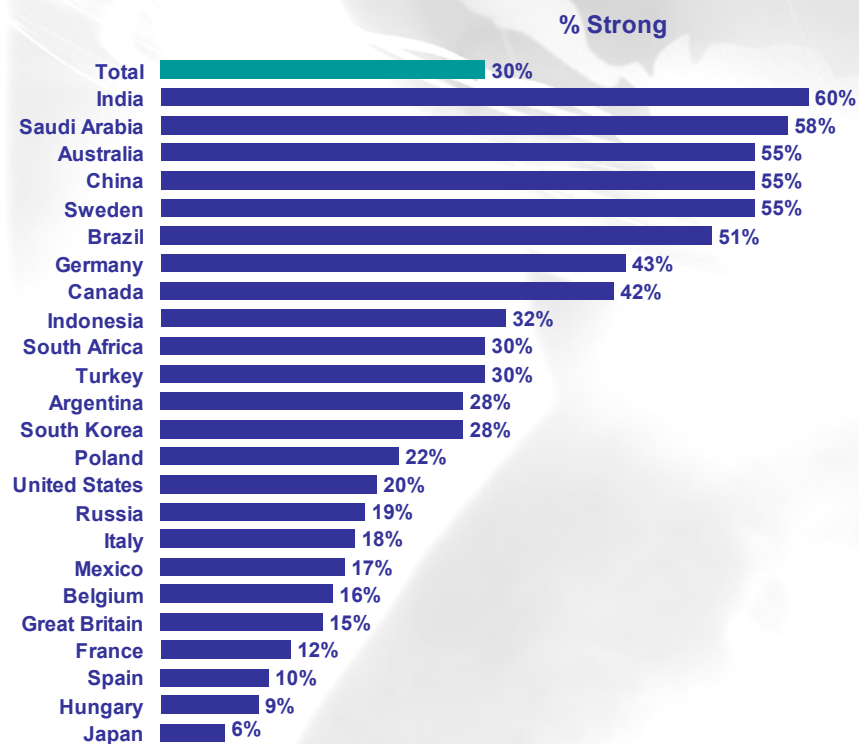


Thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

DETAILED FINDINGS

2. ASSESSING THE ECONOMY IN THEIR LOCAL AREA

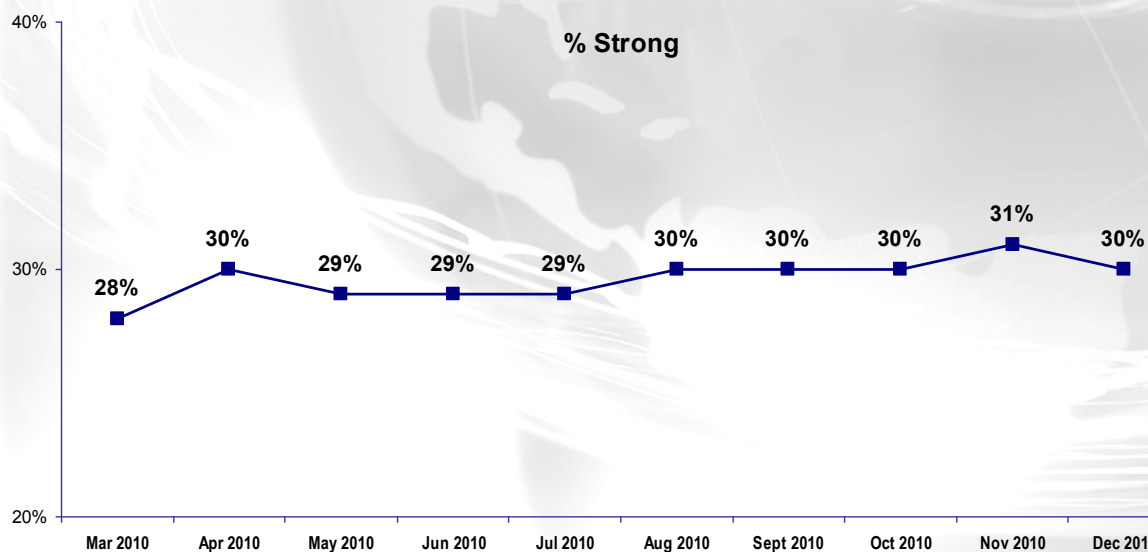
Citizen Consumers Who Say The Economy In Their Local Area is Strong (Total ▼1 From Last Sounding)



Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

2. ASSESSING THE ECONOMY IN THEIR LOCAL AREA... CONTINUED

CITIZEN CONSUMERS WHO SAY THE ECONOMY IN THEIR LOCAL AREA IS STRONG



Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

2. ASSESSING THE ECONOMY IN THEIR LOCAL AREA... CONTINUED

CITIZEN CONSUMERS WHO SAY THE ECONOMY IN THEIR LOCAL AREA IS STRONG

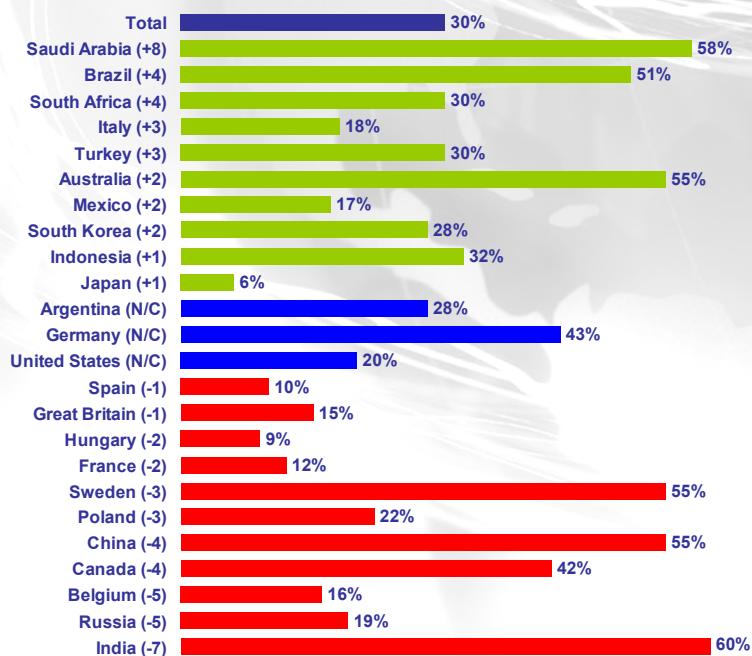
CITIZEN CONSUMERS WHO SAY THE ECONOMY IN THEIR LOCAL AREA IS STRONG

	Mar 2010	April 2010	May 2010	June 2010	July 2010	Aug 2010	Sept 2010	Oct 2010	Nov 2010	Dec 2010
Total	28%	30%	29%	29%	29%	30%	30%	30%	31%	30%
Argentina	19%	19%	15%	23%	20%	25%	26%	21%	28%	28%
Australia	56%	55%	55%	50%	52%	52%	53%	57%	53%	55%
Belgium	15%	11%	11%	12%	14%	20%	19%	17%	21%	16%
Brazil	38%	48%	48%	51%	41%	46%	45%	50%	47%	51%
Canada	44%	47%	45%	46%	47%	46%	48%	43%	46%	42%
China	61%	57%	58%	55%	58%	59%	59%	63%	59%	55%
France	14%	14%	12%	11%	14%	15%	13%	14%	14%	12%
Germany	27%	25%	26%	29%	30%	33%	35%	39%	43%	43%
Great Britain	16%	19%	13%	12%	15%	15%	15%	13%	16%	15%
Hungary	11%	13%	11%	13%	10%	14%	11%	15%	11%	9%
India	61%	62%	61%	63%	53%	56%	61%	61%	67%	60%
Indonesia	37%	30%	34%	26%	30%	26%	29%	33%	31%	32%
Italy	18%	19%	17%	18%	18%	19%	18%	17%	15%	18%
Japan	4%	5%	5%	5%	4%	5%	5%	5%	5%	6%
Mexico	20%	22%	24%	24%	19%	18%	18%	18%	15%	17%
Poland	29%	30%	30%	28%	30%	31%	29%	21%	25%	22%
Russia	23%	22%	25%	23%	24%	30%	24%	26%	24%	19%
Saudi Arabia	49%	53%	51%	48%	55%	58%	57%	47%	50%	58%
South Africa	26%	35%	28%	27%	34%	28%	26%	27%	26%	30%
South Korea	16%	20%	22%	21%	18%	22%	22%	23%	26%	28%
Spain	13%	8%	8%	10%	13%	10%	10%	10%	11%	10%
Sweden	44%	46%	47%	49%	46%	53%	54%	54%	58%	55%
Turkey	29%	31%	26%	32%	30%	25%	29%	34%	27%	30%
United States	20%	21%	21%	21%	20%	17%	16%	19%	20%	20%

Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

2. ASSESSING THE ECONOMY IN THEIR LOCAL AREA... CONTINUED

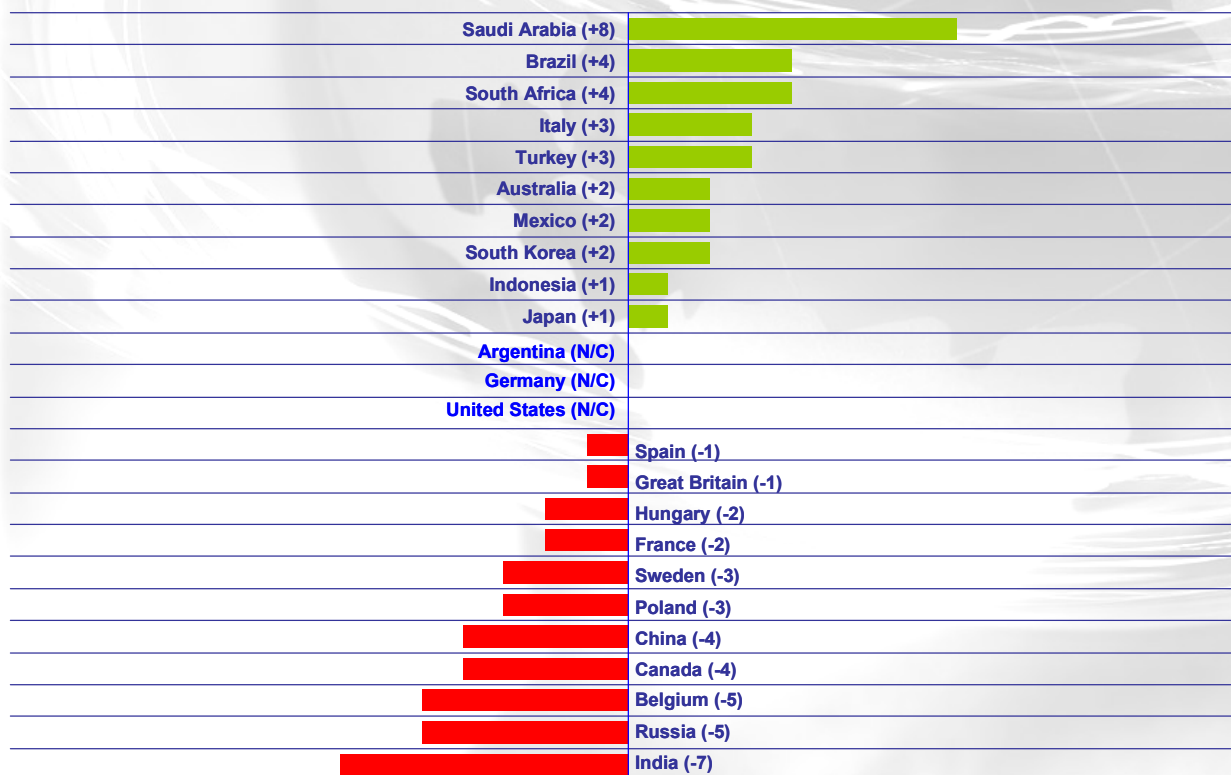
Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):



Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

2. ASSESSING THE ECONOMY IN THEIR LOCAL AREA... CONTINUED

Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:

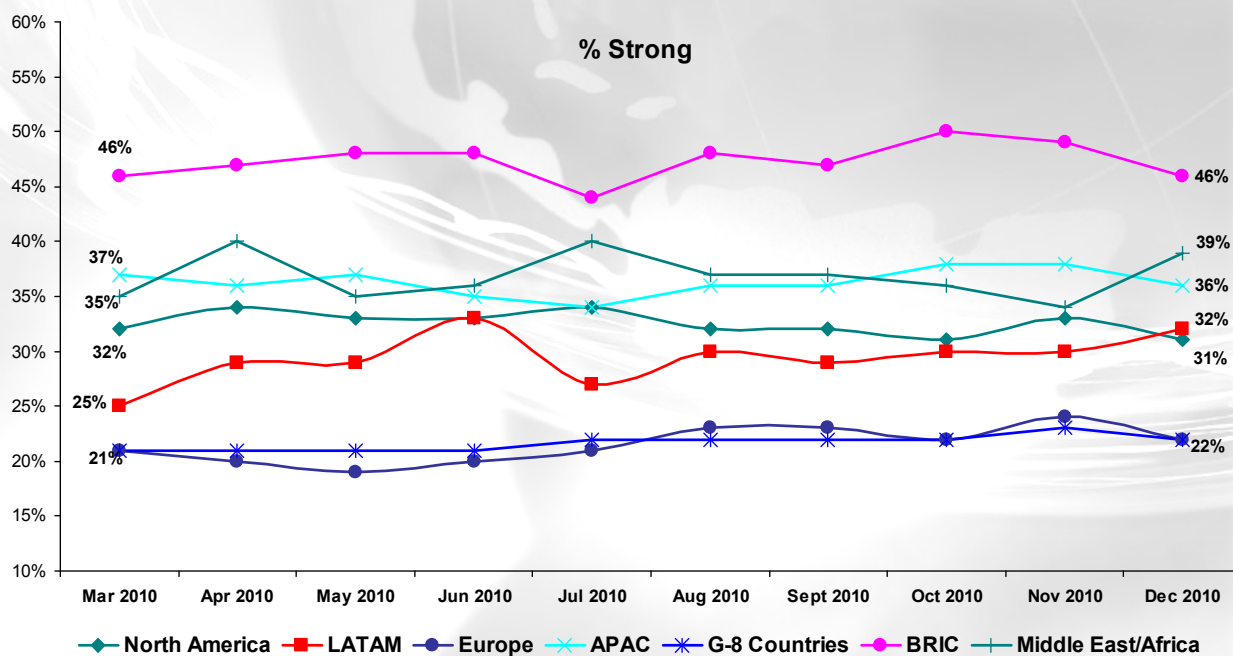


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy

2. ASSESSING THE ECONOMY IN THEIR LOCAL AREA... CONTINUED

All Regions

Assess the Strength of Their Local Economy



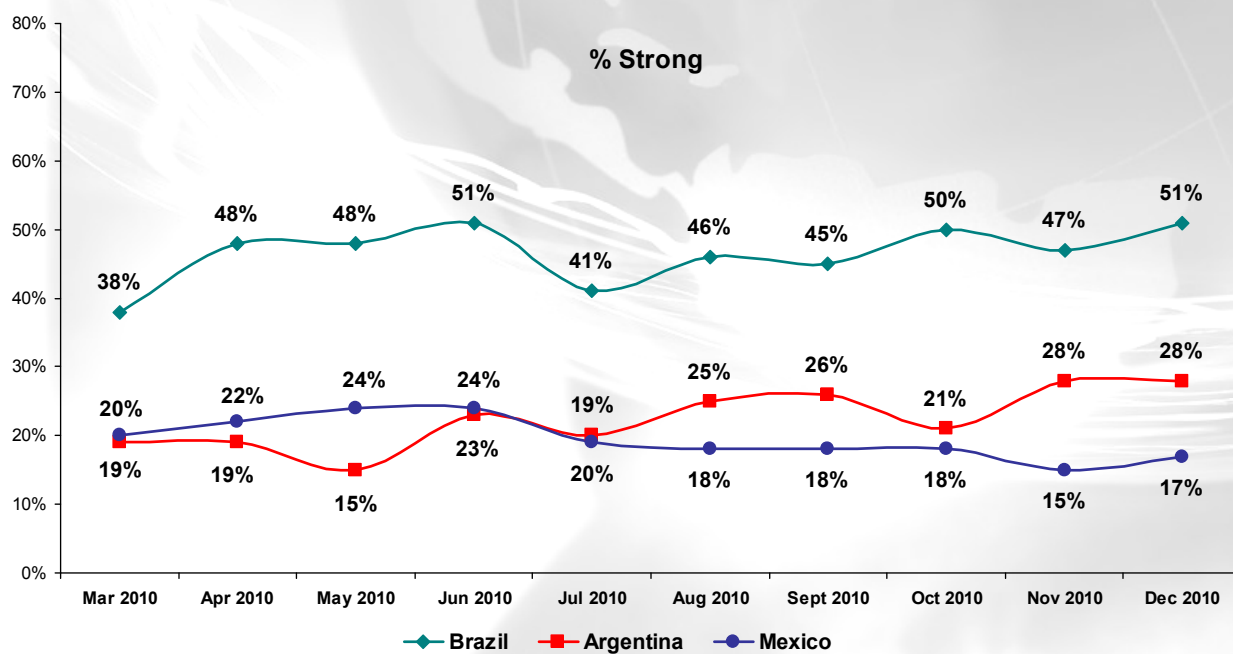
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy

2. ASSESSING THE ECONOMY IN THEIR LOCAL AREA... CONTINUED

LATAM COUNTRIES

ASSESS THE STRENGTH OF THEIR LOCAL ECONOMY

[NET FROM LAST SOUNDING: ▲ 2]

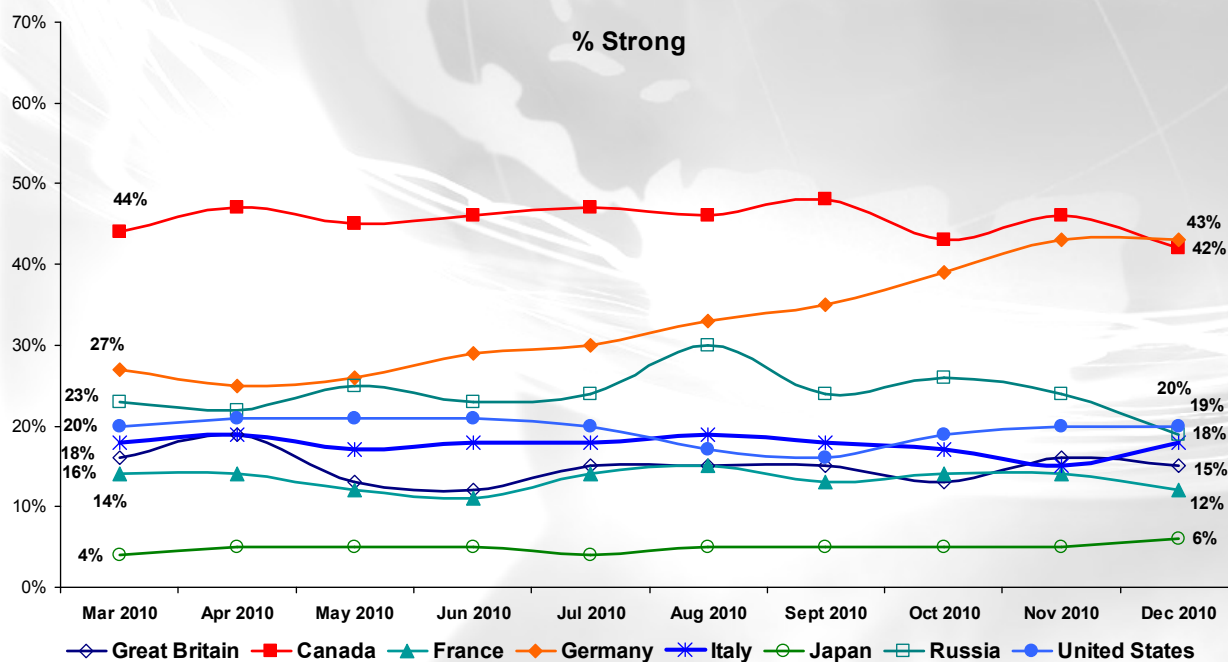


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy

2. ASSESSING THE ECONOMY IN THEIR LOCAL AREA... CONTINUED

G8 Countries

Assess the Strength of Their Local Economy [NET from Last Sounding: ▼1]



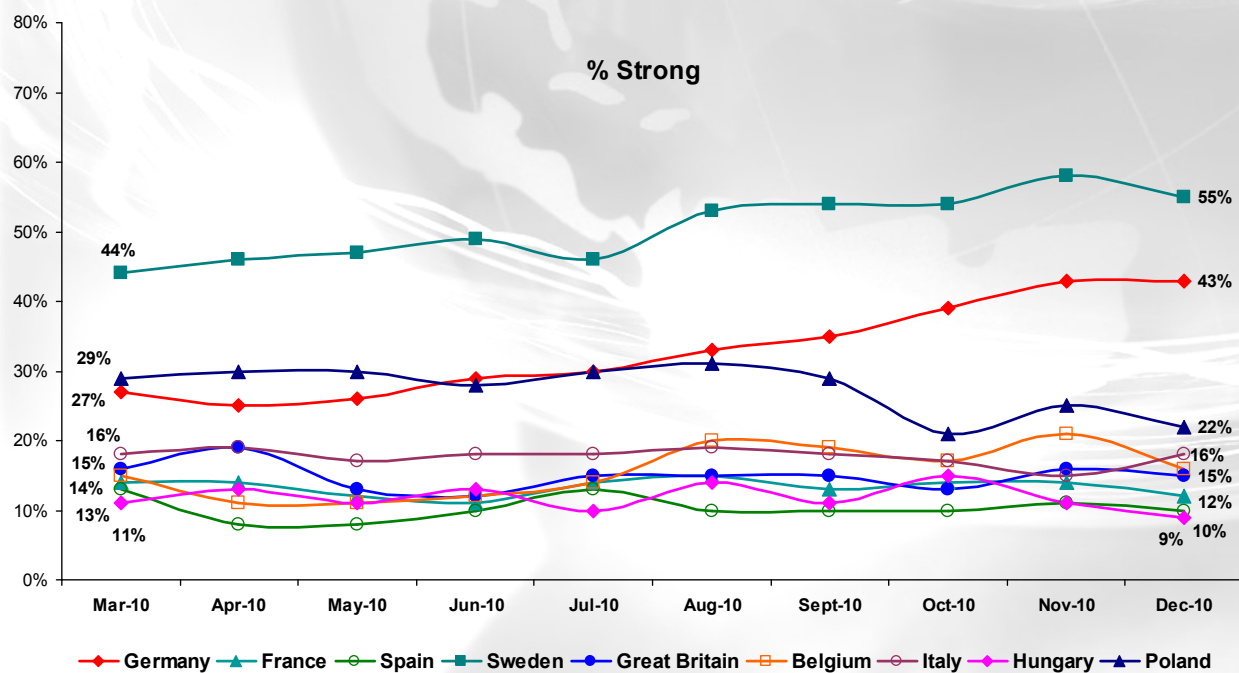
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy

2. ASSESSING THE ECONOMY IN THEIR LOCAL AREA... CONTINUED

European Countries

Assess the Strength of Their Local Economy

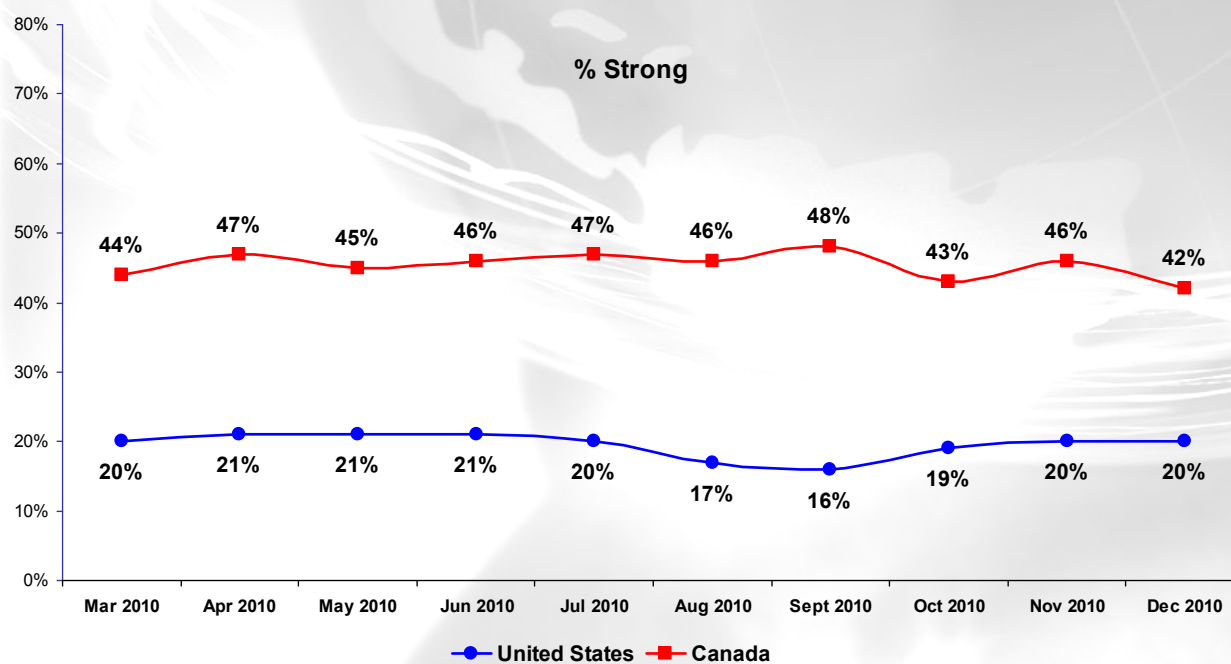
[NET from Last Sounding: ▼2]



Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy

2. ASSESSING THE ECONOMY IN THEIR LOCAL AREA... CONTINUED

NORTH AMERICAN COUNTRIES ASSESS THE STRENGTH OF THEIR LOCAL ECONOMY [NET FROM LAST SOUNDING: ▼ 2]

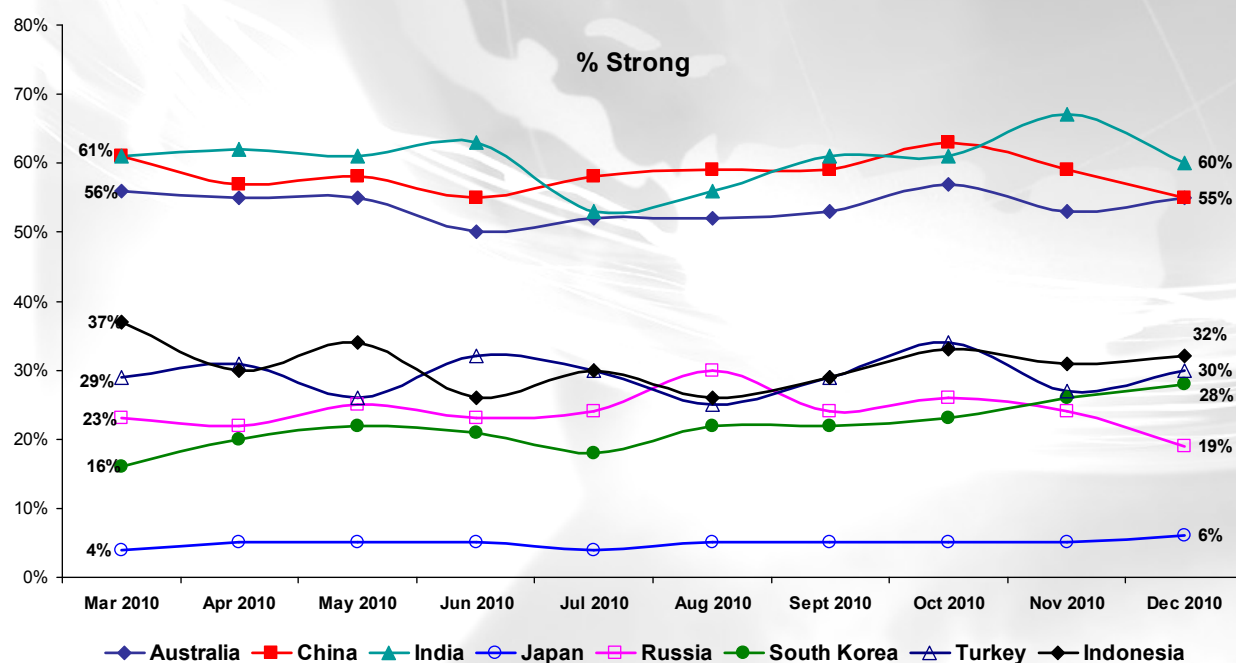


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy

2. ASSESSING THE ECONOMY IN THEIR LOCAL AREA... CONTINUED

APAC Countries

Assess the Strength of Their Local Economy [NET from Last Sounding: ▼2]



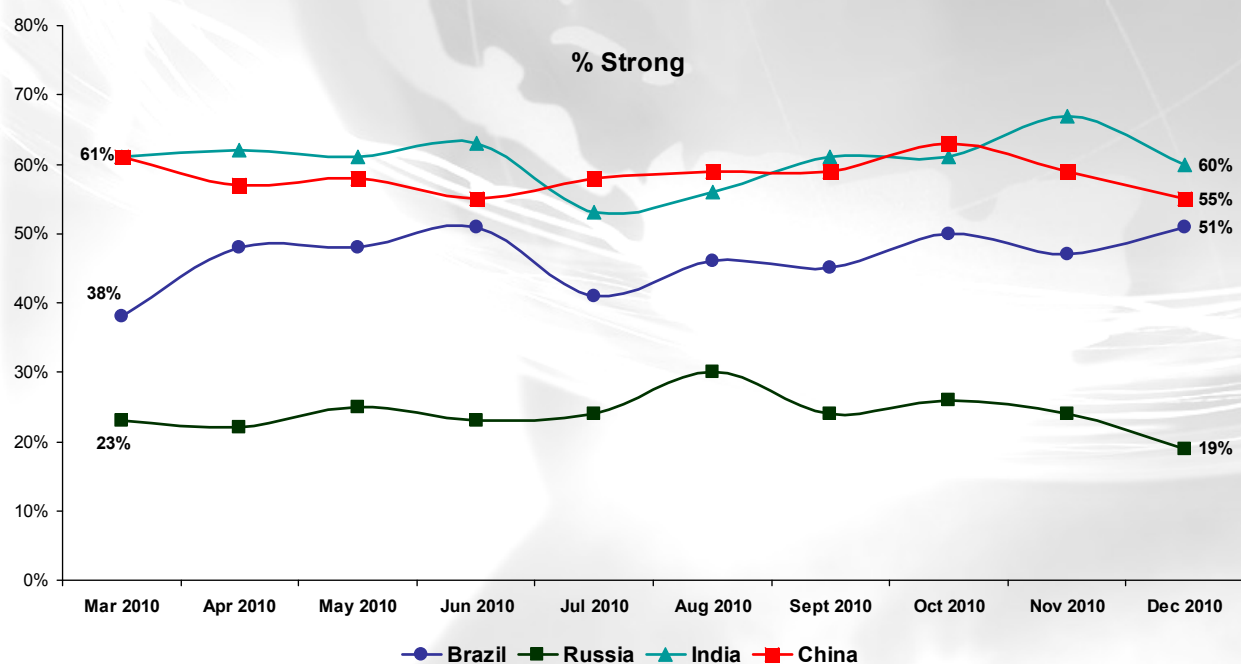
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy

2. ASSESSING THE ECONOMY IN THEIR LOCAL AREA... CONTINUED

BRIC COUNTRIES

ASSESS THE STRENGTH OF THEIR LOCAL ECONOMY

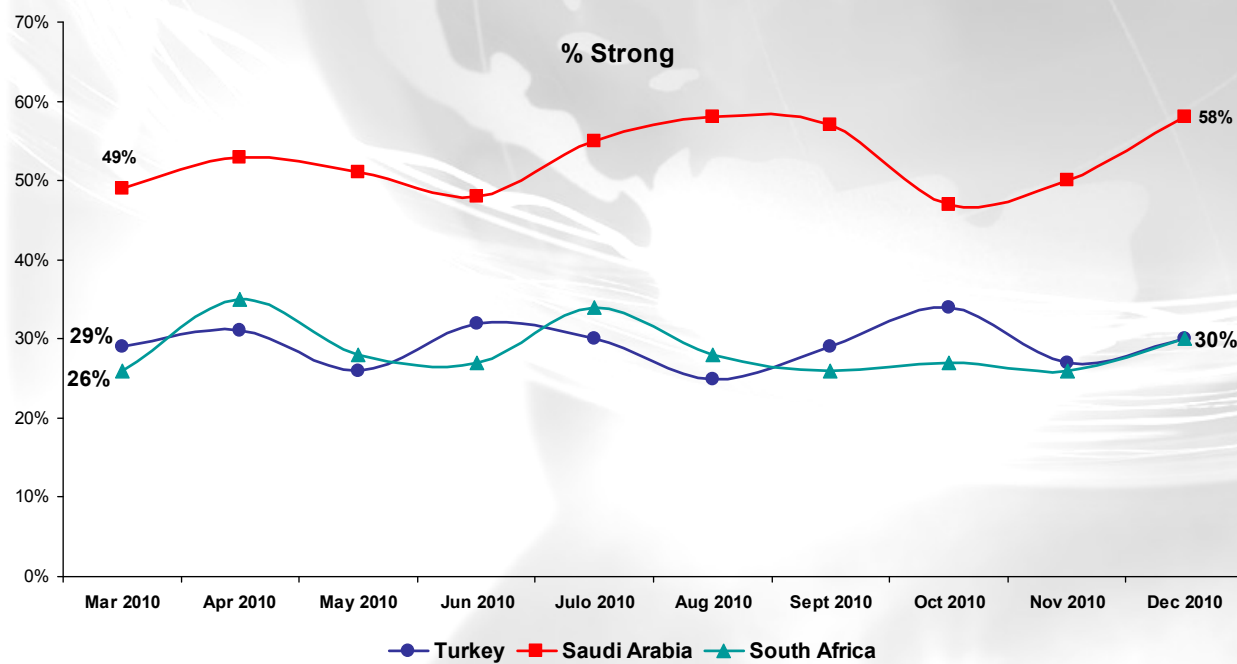
[NET FROM LAST SOUNDING: ▼ 3]



Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy

2. ASSESSING THE ECONOMY IN THEIR LOCAL AREA... CONTINUED

Middle East/ African Countries Assess the Strength of Their Local Economy [NET from Last Sounding: ▲5]

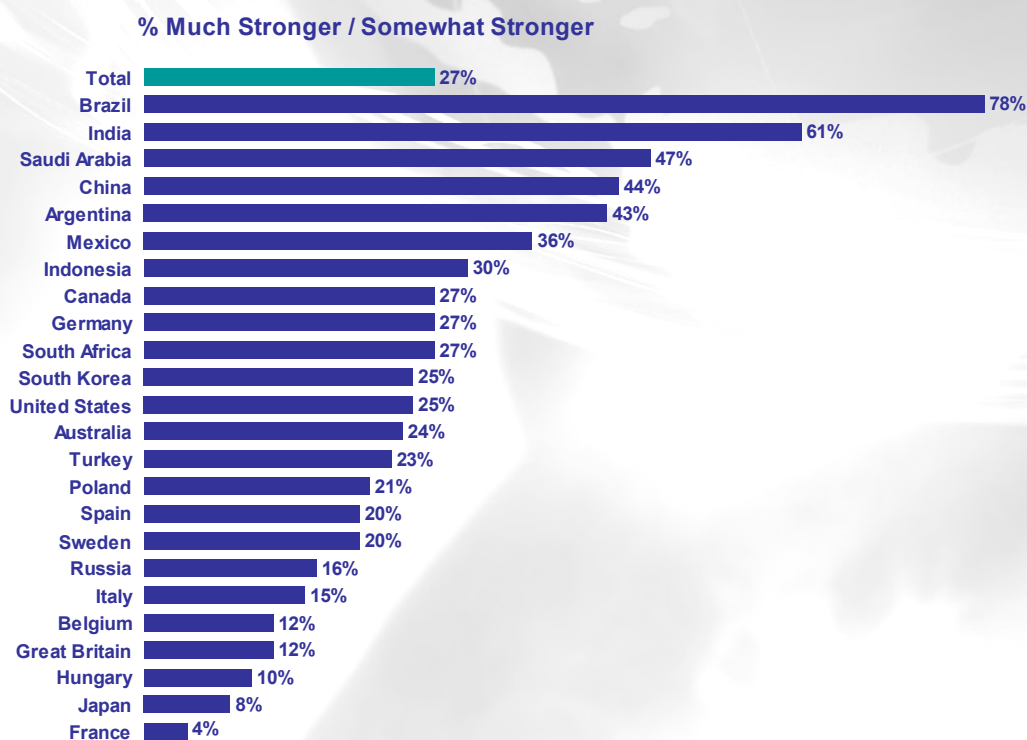


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy

DETAILED FINDINGS

3. ASSESSING THE LIKELY STRENGTH OF THE LOCAL ECONOMY SIX MONTHS FROM NOW

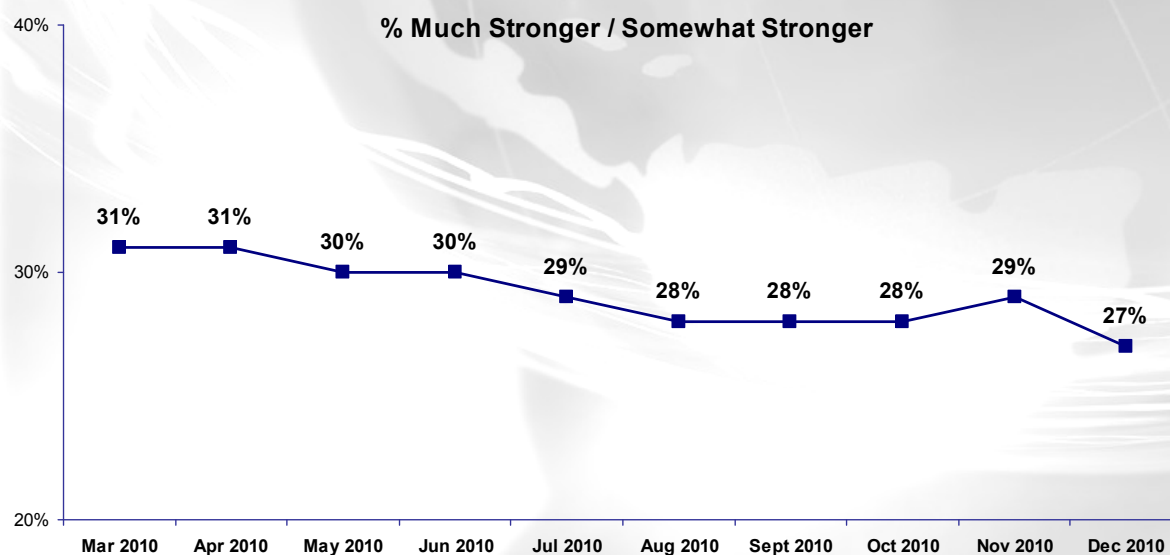
CITIZEN CONSUMERS WHO SAY THEY EXPECT THE ECONOMY IN THE LOCAL AREA TO BE STRONGER IN THE NEXT SIX MONTHS...



Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

3. ASSESSING THE LIKELY STRENGTH OF THE LOCAL ECONOMY SIX MONTHS FROM NOW... CONTINUED

Citizen Consumers Who Say They Expect The Economy in the Local Area to be Stronger in The Next Six Months



Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

3. ASSESSING THE LIKELY STRENGTH OF THE LOCAL ECONOMY SIX MONTHS FROM NOW... CONTINUED

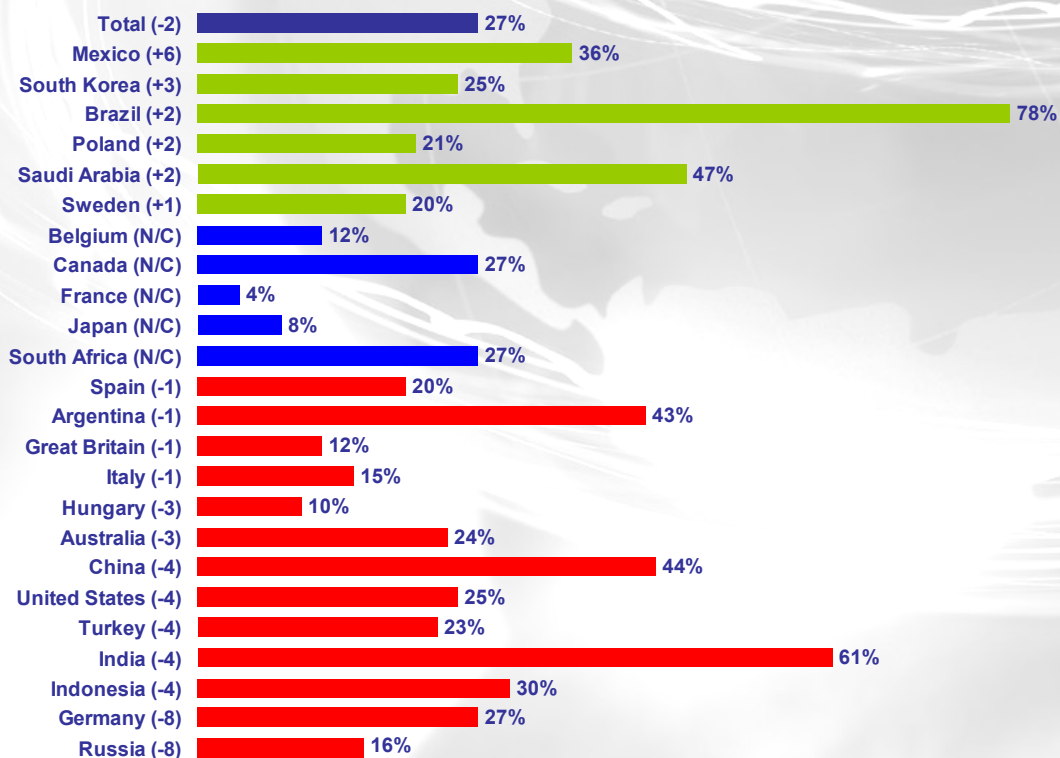
CITIZEN CONSUMERS WHO SAY THEY EXPECT THE ECONOMY IN THE LOCAL AREA TO BE STRONGER IN THE NEXT SIX MONTHS

	Mar 2010	April 2010	May 2010	June 2010	July 2010	Aug 2010	Sept 2010	Oct 2010	Nov 2010	Dec 2010
Total	31%	31%	30%	30%	29%	28%	28%	28%	29%	27%
Argentina	32%	36%	35%	45%	36%	45%	42%	39%	44%	43%
Australia	36%	34%	30%	25%	29%	26%	27%	29%	27%	24%
Belgium	18%	14%	10%	14%	14%	17%	15%	13%	12%	12%
Brazil	79%	71%	72%	72%	69%	68%	75%	78%	76%	78%
Canada	38%	35%	29%	30%	32%	25%	27%	26%	27%	27%
China	57%	49%	51%	49%	50%	50%	50%	50%	48%	44%
France	5%	7%	3%	4%	5%	5%	5%	3%	4%	4%
Germany	23%	25%	22%	21%	26%	29%	26%	31%	35%	27%
Great Britain	18%	21%	22%	16%	16%	15%	13%	12%	13%	12%
Hungary	22%	24%	23%	23%	15%	18%	18%	23%	13%	10%
India	66%	66%	64%	67%	59%	58%	64%	65%	65%	61%
Indonesia	31%	33%	36%	36%	38%	35%	35%	35%	34%	30%
Italy	20%	21%	17%	19%	17%	18%	16%	17%	16%	15%
Japan	11%	12%	12%	13%	9%	8%	6%	6%	8%	8%
Mexico	34%	37%	44%	36%	33%	32%	35%	38%	30%	36%
Poland	23%	23%	20%	23%	22%	24%	19%	19%	19%	21%
Russia	17%	19%	17%	18%	23%	18%	21%	13%	24%	16%
Saudi Arabia	44%	49%	50%	41%	46%	53%	46%	48%	45%	47%
South Africa	38%	35%	34%	33%	36%	24%	25%	21%	27%	27%
South Korea	21%	23%	24%	21%	21%	20%	22%	20%	22%	25%
Spain	28%	27%	26%	21%	25%	24%	22%	20%	21%	20%
Sweden	19%	20%	15%	21%	20%	17%	19%	21%	19%	20%
Turkey	32%	35%	30%	30%	32%	33%	29%	28%	27%	23%
United States	31%	36%	32%	27%	23%	22%	22%	24%	29%	25%

Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

3. *ASSESSING THE LIKELY STRENGTH OF THE LOCAL ECONOMY SIX MONTHS FROM NOW... CONTINUED*

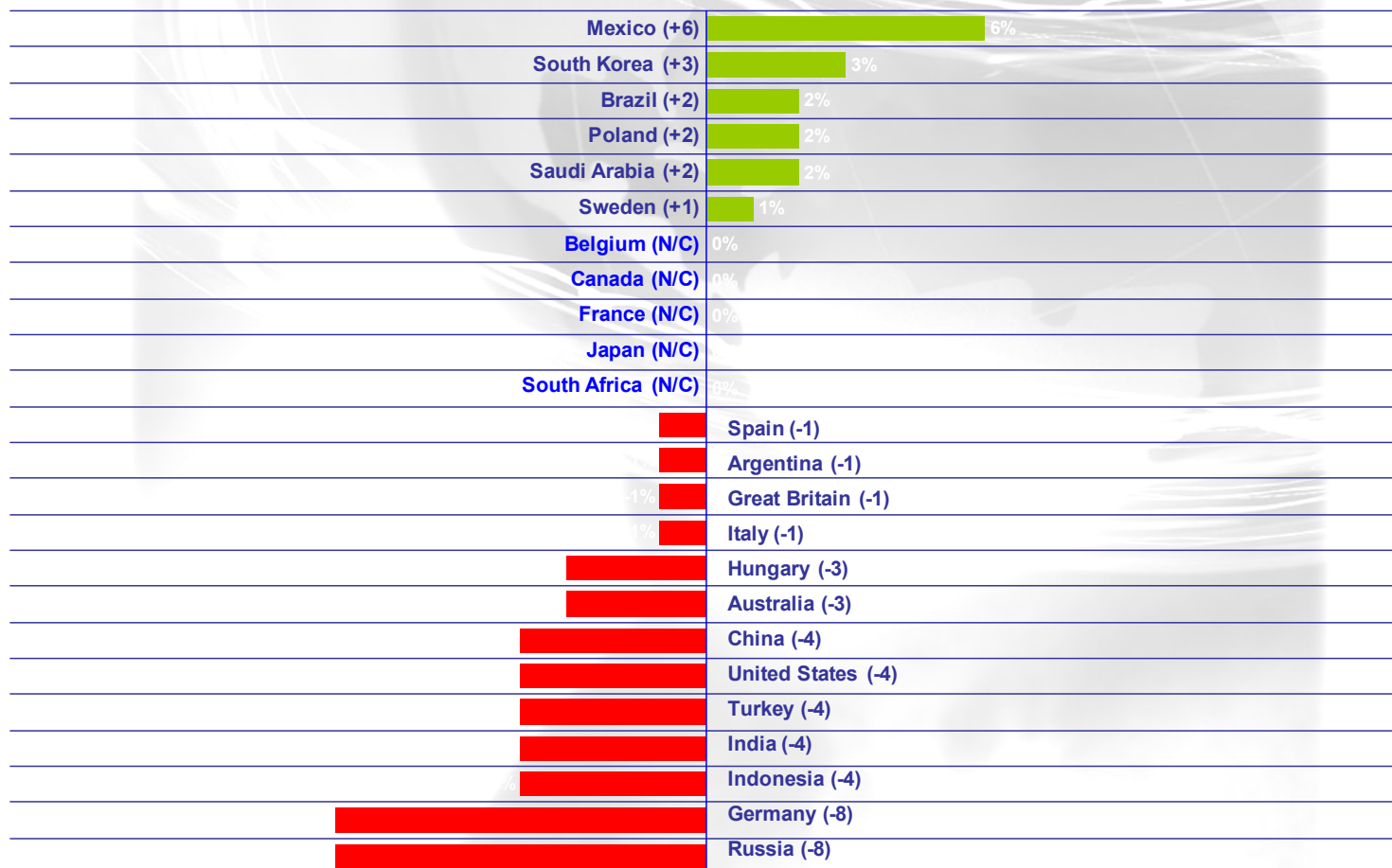
Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):



Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

3. ASSESSING THE LIKELY STRENGTH OF THE LOCAL ECONOMY SIX MONTHS FROM NOW... CONTINUED

COUNTRIES RANKED BY NET IMPROVEMENT, DECLINE OR NO CHANGE COMPARED TO LAST MONTH:

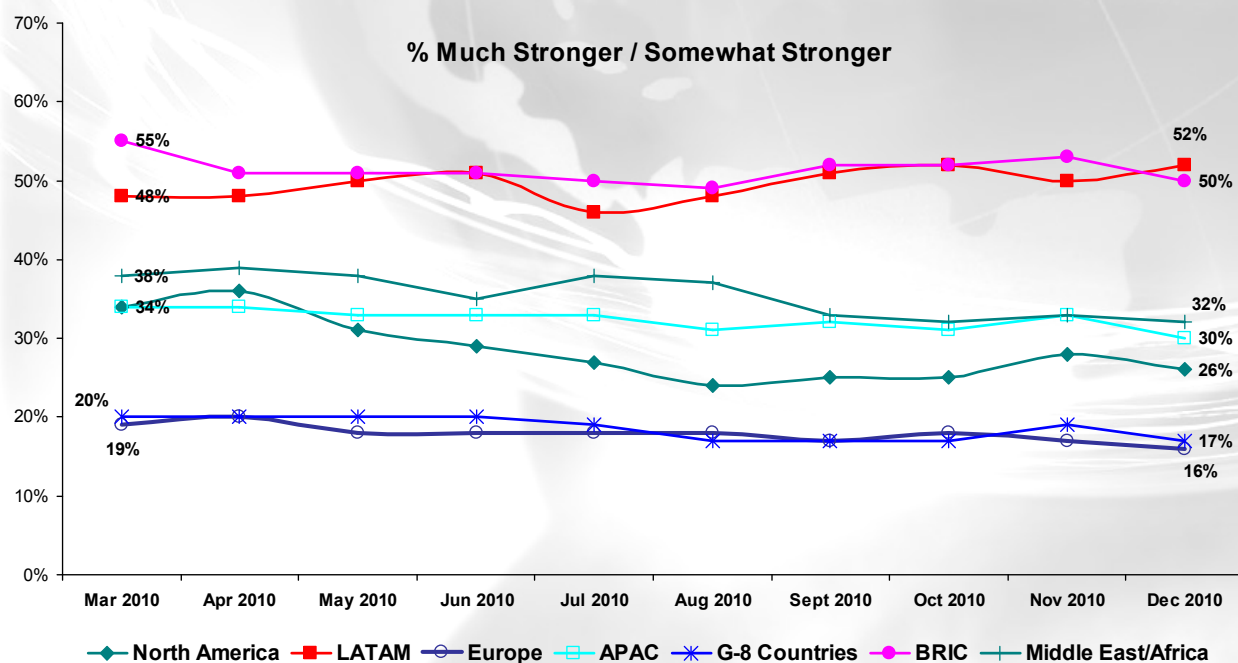


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

3. ASSESSING THE LIKELY STRENGTH OF THE LOCAL ECONOMY SIX MONTHS FROM NOW... CONTINUED

All Regions

Assess What to Expect of the Local Economy In the Next Six Months



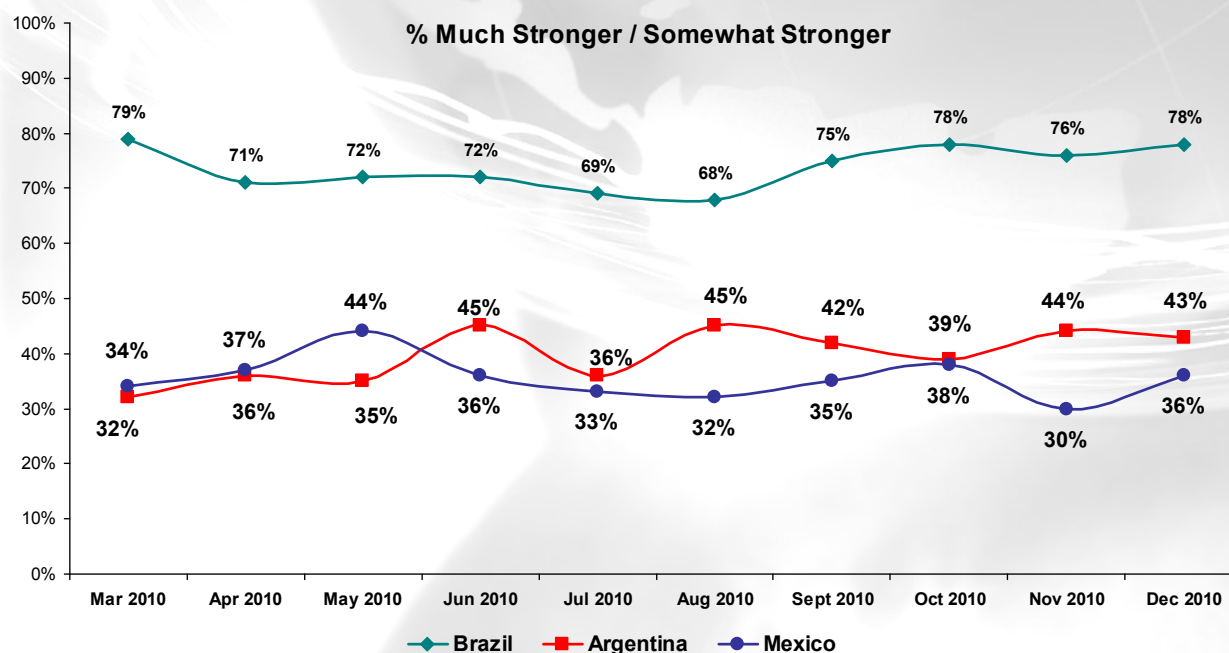
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

3. ASSESSING THE LIKELY STRENGTH OF THE LOCAL ECONOMY SIX MONTHS FROM NOW... CONTINUED

LATAM COUNTRIES

ASSESS WHAT TO EXPECT OF THE LOCAL ECONOMY IN THE NEXT SIX MONTHS

[NET FROM LAST SOUNDING: ▲ 2]



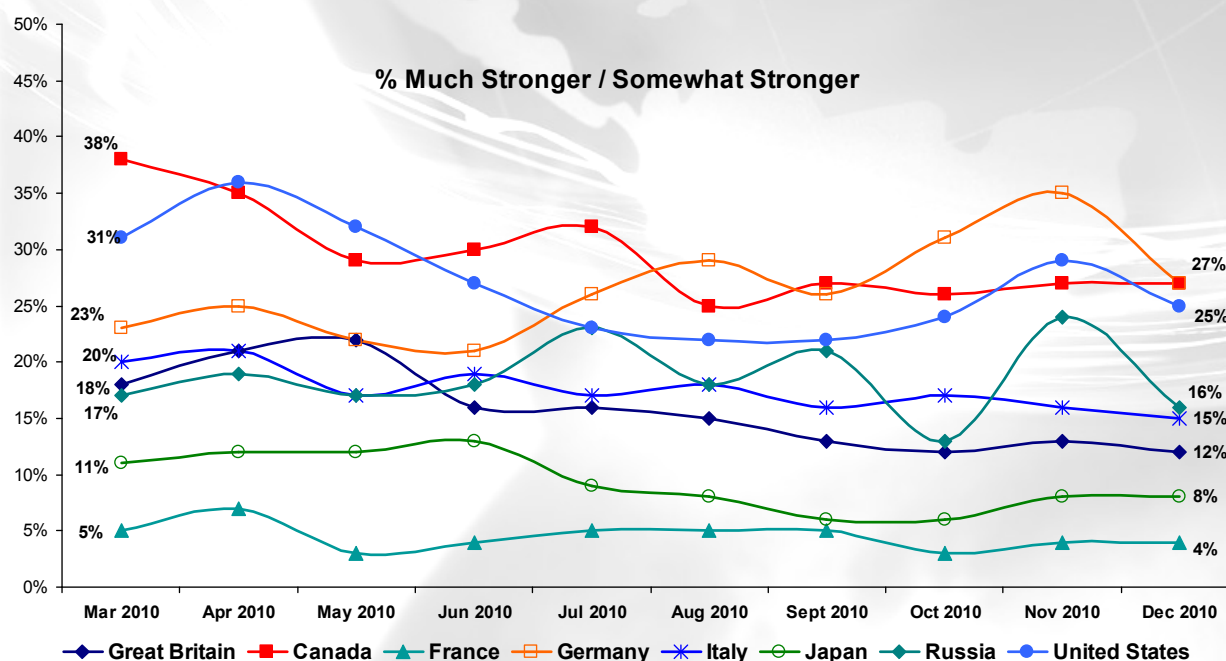
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

3. ASSESSING THE LIKELY STRENGTH OF THE LOCAL ECONOMY SIX MONTHS FROM NOW... CONTINUED

G8 Countries

Assess What to Expect of the Local Economy In the Next Six Months

[NET from Last Sounding: ▼2]



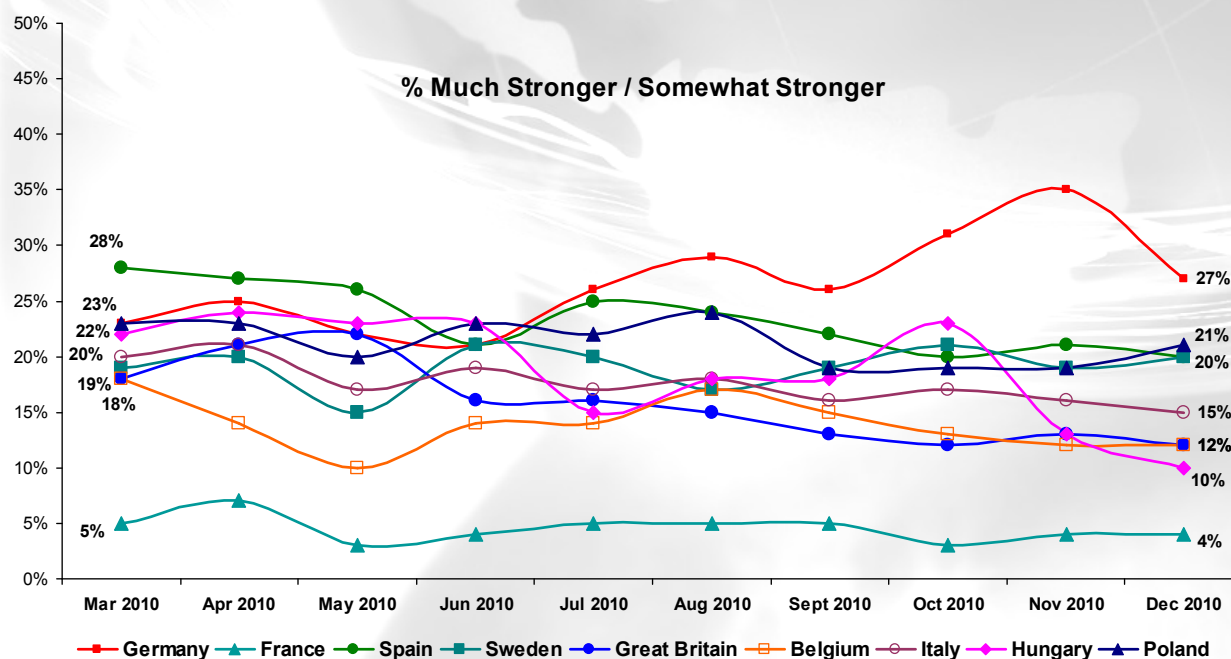
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

3. ASSESSING THE LIKELY STRENGTH OF THE LOCAL ECONOMY SIX MONTHS FROM NOW... CONTINUED

EUROPEAN COUNTRIES

ASSESS WHAT TO EXPECT OF THE LOCAL ECONOMY IN THE NEXT SIX MONTHS

[NET FROM LAST SOUNDING: ▼ 1]



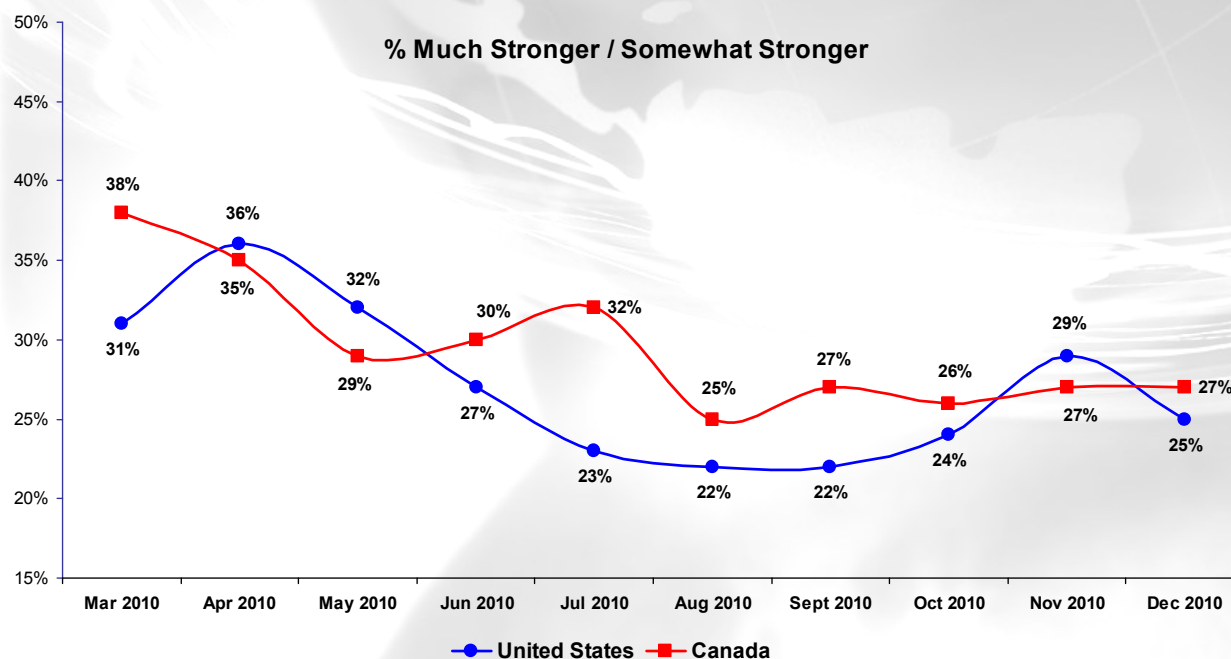
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

3. ASSESSING THE LIKELY STRENGTH OF THE LOCAL ECONOMY SIX MONTHS FROM NOW... CONTINUED

North American Countries

Assess What to Expect of the Local Economy In the Next Six Months

[NET from Last Sounding: ▼ 2]



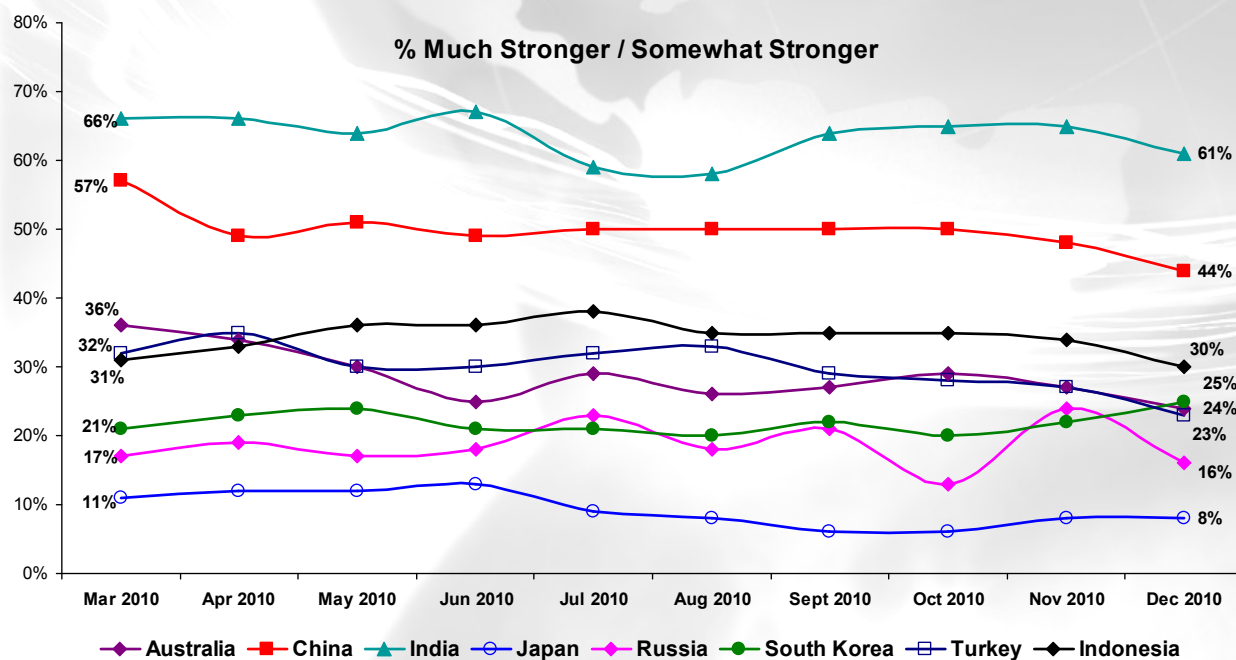
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

3. ASSESSING THE LIKELY STRENGTH OF THE LOCAL ECONOMY SIX MONTHS FROM NOW... CONTINUED

APAC COUNTRIES

ASSESS WHAT TO EXPECT OF THE LOCAL ECONOMY IN THE NEXT SIX MONTHS

[NET FROM LAST SOUNDING: ▼ 3]



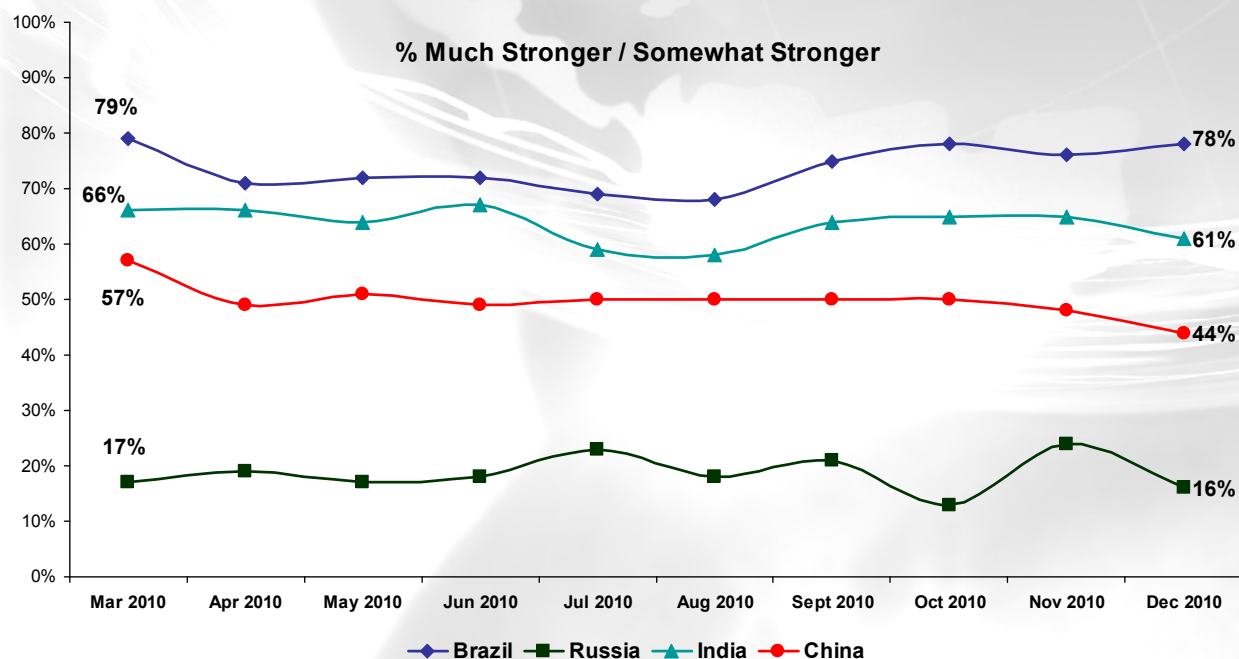
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

3. ASSESSING THE LIKELY STRENGTH OF THE LOCAL ECONOMY SIX MONTHS FROM NOW... CONTINUED

BRIC Countries

Assess What to Expect of the Local Economy In the Next Six Months

[NET from Last Sounding: ▼ 3]



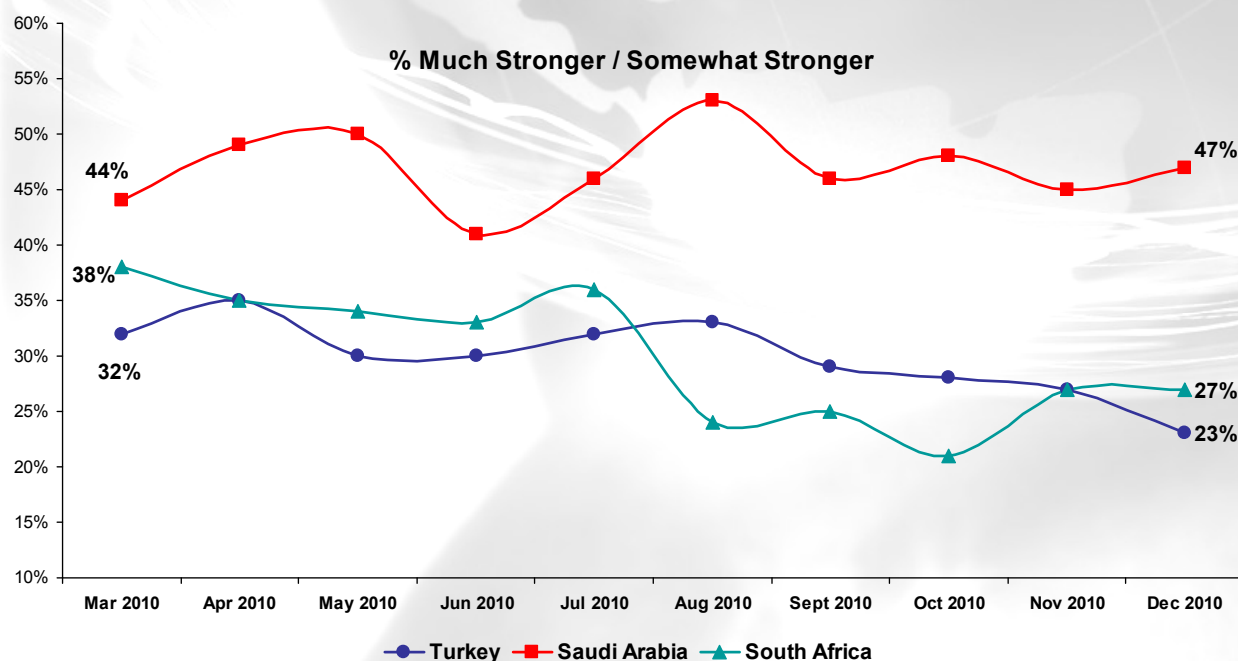
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

3. ASSESSING THE LIKELY STRENGTH OF THE LOCAL ECONOMY SIX MONTHS FROM NOW... CONTINUED

MIDDLE EAST/AFRICAN COUNTRIES

ASSESS WHAT TO EXPECT OF THE LOCAL ECONOMY IN THE NEXT SIX MONTHS

[NET FROM LAST SOUNDING: ▼ 1]



Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

Methodology

These are the findings of the *Global @dvisor* Wave 16 (G@16), an Ipsos survey conducted between December 10th and December 20th, 2010.

The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

A total sample of 18,676 adults were interviewed for this survey: aged 18-64 in the US and Canada, and age 16-64 in all other countries, with approximately 1000+ individuals on a country by country basis with the exception of Argentina, Belgium, Indonesia, Mexico, Poland, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.

Weighting was employed to balance demographics and ensure the sample's composition reflects that of the adult population according to the most recent country Census data available 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 for a sample of 1,000 and an estimated margin of error of +/- 4.5 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.

FURTHER INFORMATION

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The Ipsos *Global @dvisor* Omnibus is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. For information contact:

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With over 9,100 employees working in wholly owned operations in 64 countries, Ipsos conducts advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting and a full line of custom, syndicated, omnibus, panel, and online research products and services in over 100 countries.

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