



Global @dvisor

Global Worries, Direction, Satisfaction

Citizens in 24 Countries Assess the Most Worrying Issues, Direction and Satisfaction in their Country Today



A Global @dvisory – G@16 – January 2011
WORRIES, DIRECTION and SATISFACTION

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.

Analytic Components...

- There are three analytic components that make up the findings of this monthly report. Each analysis comes from tracked questions dealing with:
 1. **The currently perceived most worrying issues in their country today:** Which three of the following topics do you find the most worrying in your country? Unemployment and jobs; Poverty and social inequality; Corruption and financial or political scandals; Crime and violence; Health care; Education; Taxes; Moral decline; Immigration control; Maintaining social programs or the Welfare state; Terrorism; Threats against the environment; Climate change; Rise of extremism; Access to credit; Childhood obesity
 2. **The country being on the right track or wrong direction:** Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?
 3. **Satisfaction with the way things are going in their country:** Now, thinking about your country, overall, are you satisfied or dissatisfied with the way things are going in your country today?

SUMMARY:

1. **Unemployment and Poverty/Social Inequality Remain Top Global Worry Issues**
2. **Majority Say Country on 'Wrong Track'**
3. **Only One Third 'Satisfied' with Way Things are Going in their Country Today**

1. Unemployment and Poverty/Social Inequality are the Top Global Worrying Issues...

- Even though “unemployment and jobs” (48% ▼1) is the aggregate number one issue around the world it’s only the number one issue in 11 of the 24 countries surveyed: France, Great Britain, Hungary, Italy, Japan, Poland, Saudi Arabia, Spain, Sweden, Turkey and the United States. In fact, “poverty and social inequality” is the pick of 23 countries out of the top four issues while “unemployment and jobs” is picked in only 22 countries.
- The second most worrying issue is “poverty and social inequality” (39% ▲1) and is the number one issue in Belgium, China, Germany and Russia.
- The third most worrying issue is “corruption and financial or political scandals” (33% N/C) and is the number one issue in India, Indonesia and South Korea. It is followed closely by “crime and violence” (32% ▼1), the number one issue in Argentina, Australia, Mexico and South Africa.
- The fifth most worrying issue is “health care” (24% ▲1) and is the number one issue in Brazil and Canada.
- These top four issues have maintained their order of priority throughout 2010 with little fluctuation.

1. Finding Common Ground: Of The Top 4 Most Worrying Issues in Each Country...

- **Poverty and social inequality is mentioned by residents of 23 countries** – of the 24 countries surveyed it is mentioned in each except for the United States.
- **Unemployment and jobs is mentioned by residents in 22 countries** – of the 24 countries surveyed it is mentioned in each except for Brazil and India
- **Crime and violence is mentioned by residents of 14 countries** – which include Argentina, Australia, Belgium, Brazil, France, Germany, Great Britain, India, Italy, Mexico, Russia, South Africa, Spain and Sweden.
- **Corruption and financial or political scandal is mentioned by the residents of 13 countries**– which include Brazil, Hungary, India, Indonesia, Italy, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, and the United States.
- **Healthcare is mentioned by residents of 9 countries** – which include Argentina, Brazil, Canada, China, Germany, Hungary, Poland, Russia, and the United States.
- **Taxes is mentioned by the residents of 4 countries** – which include Belgium, Canada, France and the United States
- **Moral decline is mentioned by residents in 3 countries** – which include Indonesia, Japan and Saudi Arabia
- **Education is mentioned by the residents of 3 countries** – which include Australia, Mexico and Turkey.
- **Terrorism is mentioned by respondents in 2 countries** – which include India and Turkey
- **Immigration control is mentioned by residents of 1 country**– Great Britain

2. Majority (62%) Say Country is on the Wrong Track...

- Only four in ten (38%) of global citizens say things in their country are heading in the right direction, down two points since November 2010—a majority (62%) believe things are on the wrong track.
- Regionally, BRIC sits at the top with six in ten (58%) believing things are going well. Europe is at the bottom with only 27% feeling this way.
- Seven in ten of those in China (71%) and Saudi Arabia (70%) say their country is heading in the right direction. These global leaders are juxtaposed by the global pessimists: Italy (15%), France (16%) and Japan (16%) who believe things are on the Wrong Track..
- A handful of countries have shown noteworthy change since the last sounding. In particular, India (56% ▼16), Russia (46% ▼7), Mexico (22% ▼6) and Australia (51% ▼6). Only South Africa (35% ▲6) rose notably.

2. BRIC Down Most From Last Regional Sounding—But Still Leads All... REGIONS

REGION (in descending order by NET)	NET 'Right Direction'	CHANGE (since last sounding)
BRIC	58%	▼7%
APAC	48%	▼5%
Middle East/Africa	46%	▲3%
North America	42%	N/C
LATAM	37%	▼4%
G-8 Countries	31%	▼1%
Europe	27%	▼1%

2. All Countries at a Glance Compared to the Last Wave: Right Direction or Wrong Track?

2. Citizen Consumers Who Say Things In Their Country Are Heading In The Right Direction...

is HIGHEST this month		has experienced an IMPROVEMENT since last sounding			has experienced a DECLINE since last sounding			is LOWEST this month	
China	75%	South Africa	▲	6	India	▼	16	Italy	12%
India	72%	Italy	▲	3	Russia	▼	7		
Saudi Arabia	67%	Saudi Arabia	▲	3	Mexico	▼	6		
Indonesia	61%	Poland	▲	2	Australia	▼	6		
Brazil	60%				Indonesia	▼	4		
Australia	57%				China	▼	4		
Russia	53%				Hungary	▼	4		
Canada	52%				Brazil	▼	3		
Sweden	52%				Belgium	▼	2		
					Turkey	▼	1		
					Japan	▼	1		
					Great Britain	▼	1		
					Germany	▼	1		
					France	▼	1		
					Canada	▼	1		
					Argentina	▼	1		

Only One Third are Satisfied with Things are Going in their Country Today...

- Only one third (33%) of global citizens say they are satisfied with the way things are going in their country today, down one point since November 2010.
- BRIC sits at the top with five in ten (48%) believing things are going well, Europe at the bottom with only 26% feeling this way.
- Nationally, China leads the pack (62%), followed up India (61%) and Australia (61%). Those in Spain (9%), Hungary (9%) and Mexico (11%) are the least satisfied.
- The two countries that showed the most noteworthy change on this measure since November are: India (61% ▼10) and South Africa (28% ▲7).

3. Citizen Consumers Who Are Satisfied With The Way Things Are Going In Their Country Today - REGIONS

REGION (in descending order by NET)	NET 'Satisfied'	CHANGE (since last sounding)
BRIC	48%	▼4%
North America	41%	▼1%
APAC	41%	▼1%
Middle East/Africa	36%	N/C
G-8 Countries	30%	N/C
LATAM	27%	N/C
Europe	26%	▼1%

3. Citizen Consumers Who Are Satisfied With The Way Things Are Going In Their Country Today – All COUNTRIES:

Those Countries Where...									
is HIGHEST this month		has experienced an IMPROVEMENT since last sounding			has experienced a DECLINE since last sounding			is LOWEST this month	
China	62%	South Africa	▲	7	India	▼	10	Spain	9%
Australia	61%	Australia	▲	3	China	▼	5		
India	61%	France	▲	3	Saudi Arabia	▼	5		
Canada	59%	Mexico	▲	3	Belgium	▼	4		
Sweden	58%	Indonesia	▲	2	South Korea	▼	4		
Saudi Arabia	53%	Italy	▲	2	United States	▼	3		
Brazil	51%	Japan	▲	2	Spain	▼	3		
Germany	50%	Brazil	▲	1	Hungary	▼	3		
		Canada	▲	1	Great Britain	▼	3		
					Germany	▼	2		
					Argentina	▼	2		

DETAILED FINDINGS

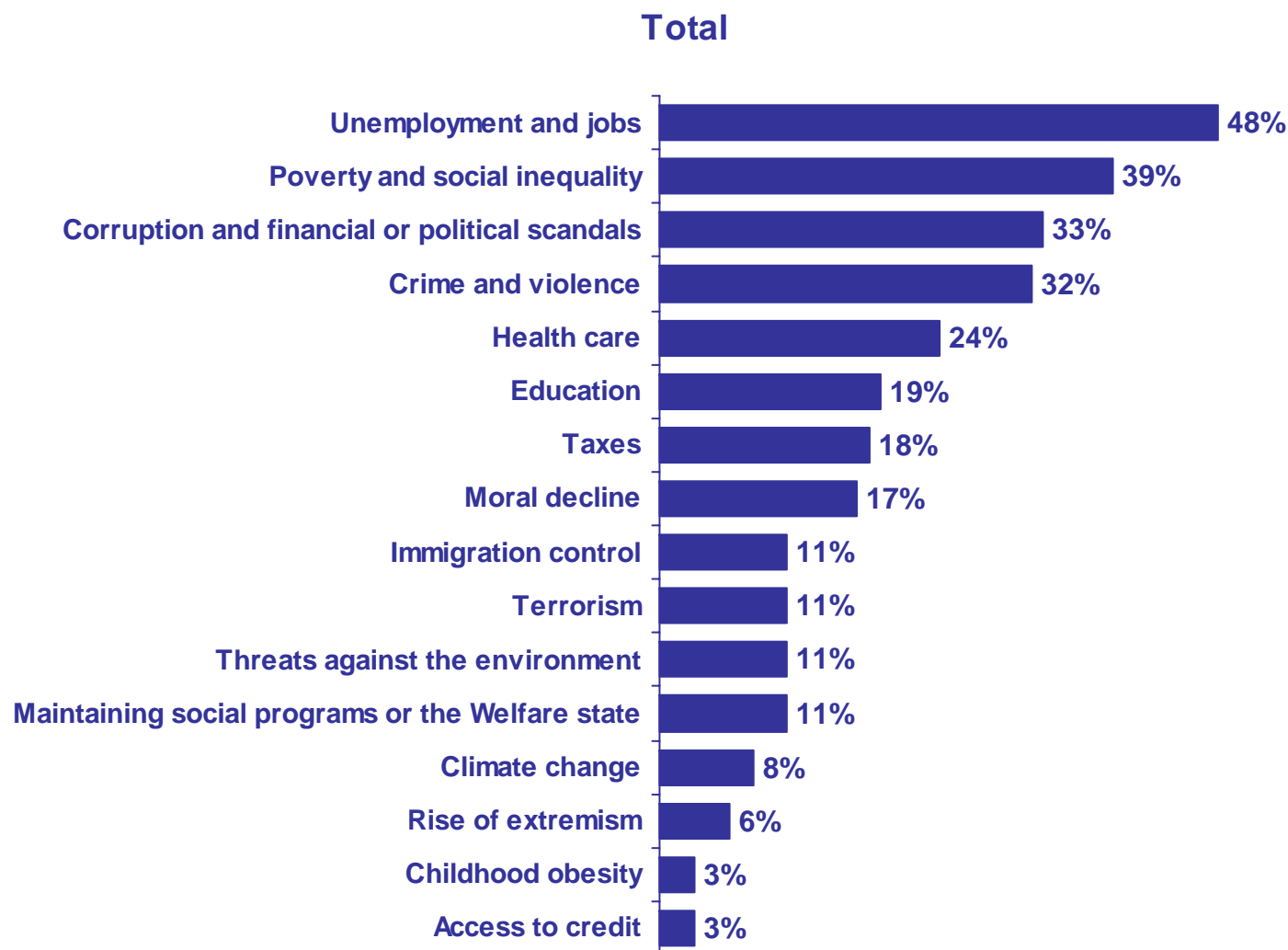


Global @dvisor

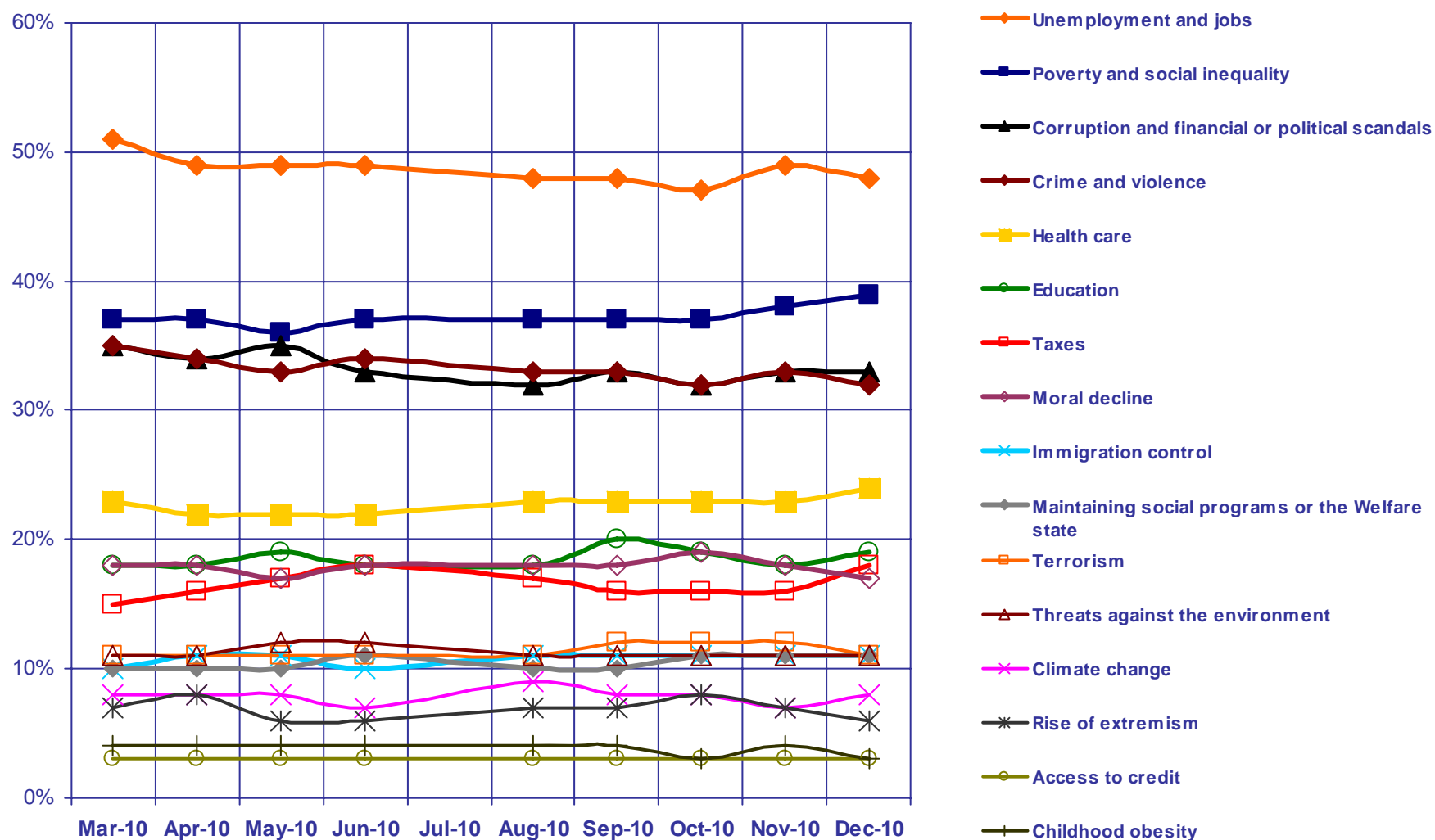
Top Most Worrying Issues



Global Summary – Most Worrying Issues: unemployment and job; poverty and social inequality; corruption and financial/political scandals; crime and violence.



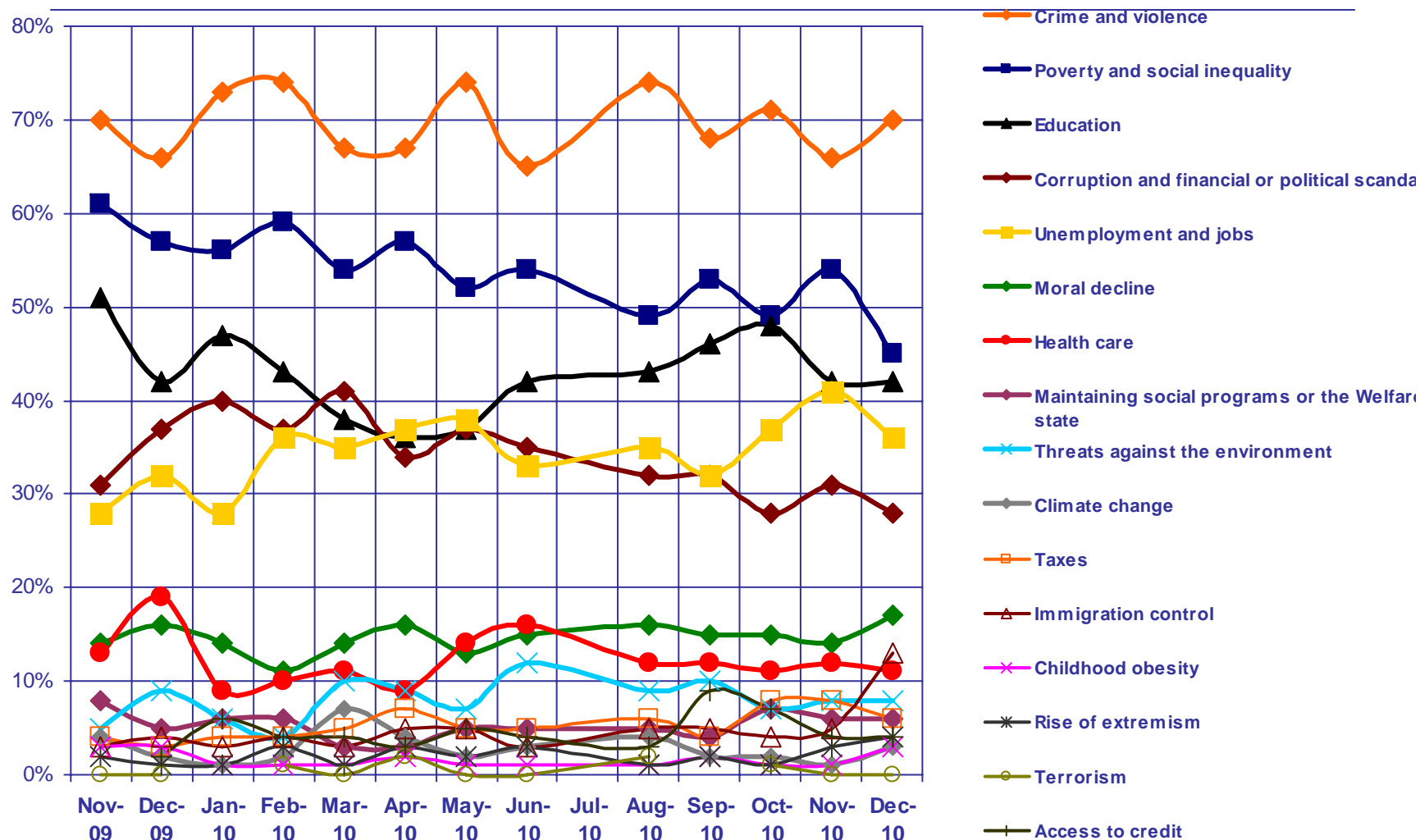
Global TOTAL TOP 4 WORRIES: unemployment and jobs; poverty and social any quality, corruption and financial or political scandals; crime and violence.



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

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WORRIES, DIRECTION and SATISFACTION

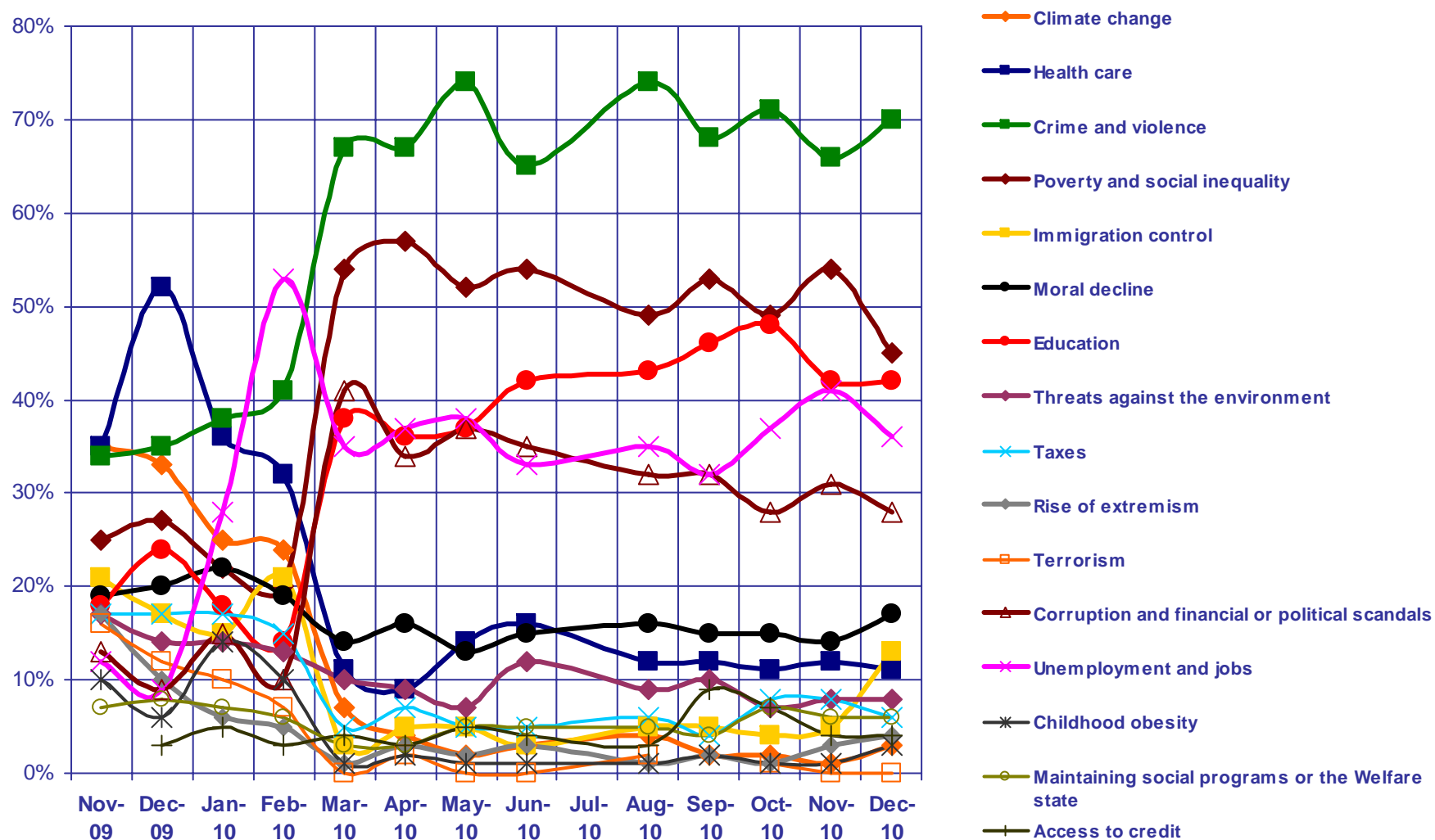
ARGENTINA – TOP 4 WORRIES: crime and violence; poverty and social inequality; healthcare; unemployment and jobs.



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

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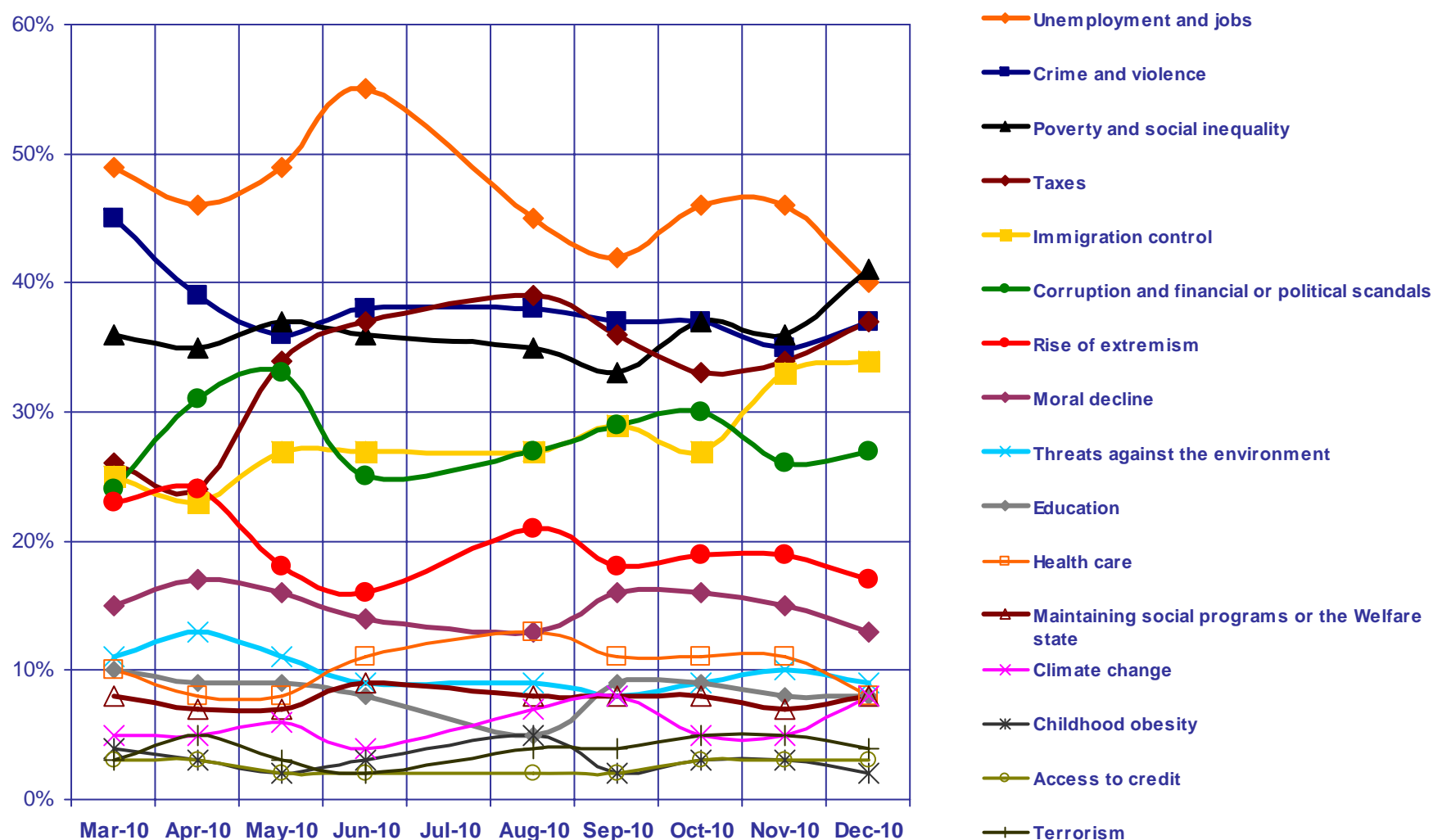
AUSTRALIA – TOP 4 WORRIES: crime and violence; poverty and social inequality; education; unemployment and jobs.



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

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WORRIES, DIRECTION and SATISFACTION

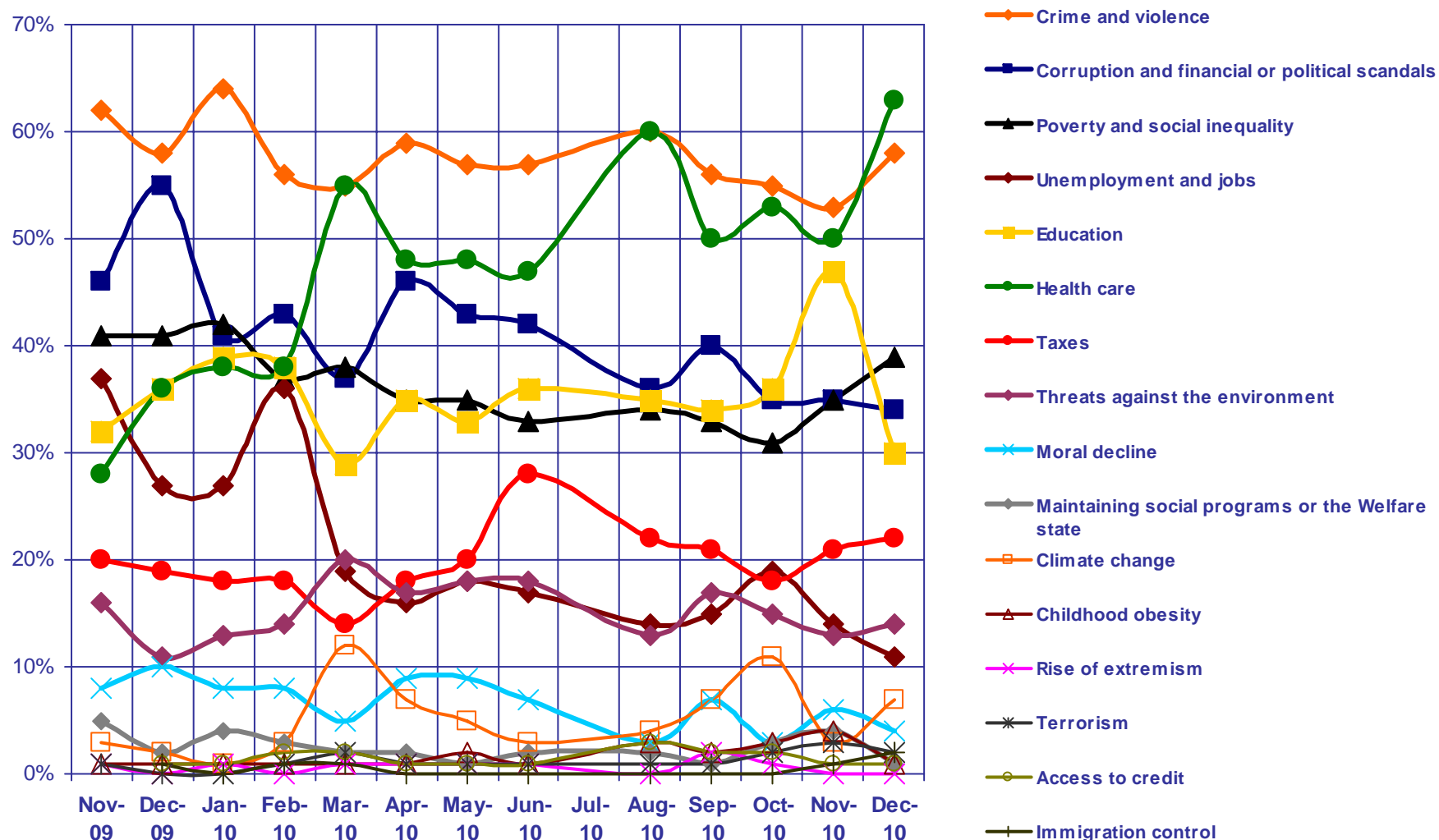
BELGIUM – TOP 4 WORRIES: poverty and social inequality; unemployment and jobs; crime and violence; taxes.



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

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WORRIES, DIRECTION and SATISFACTION

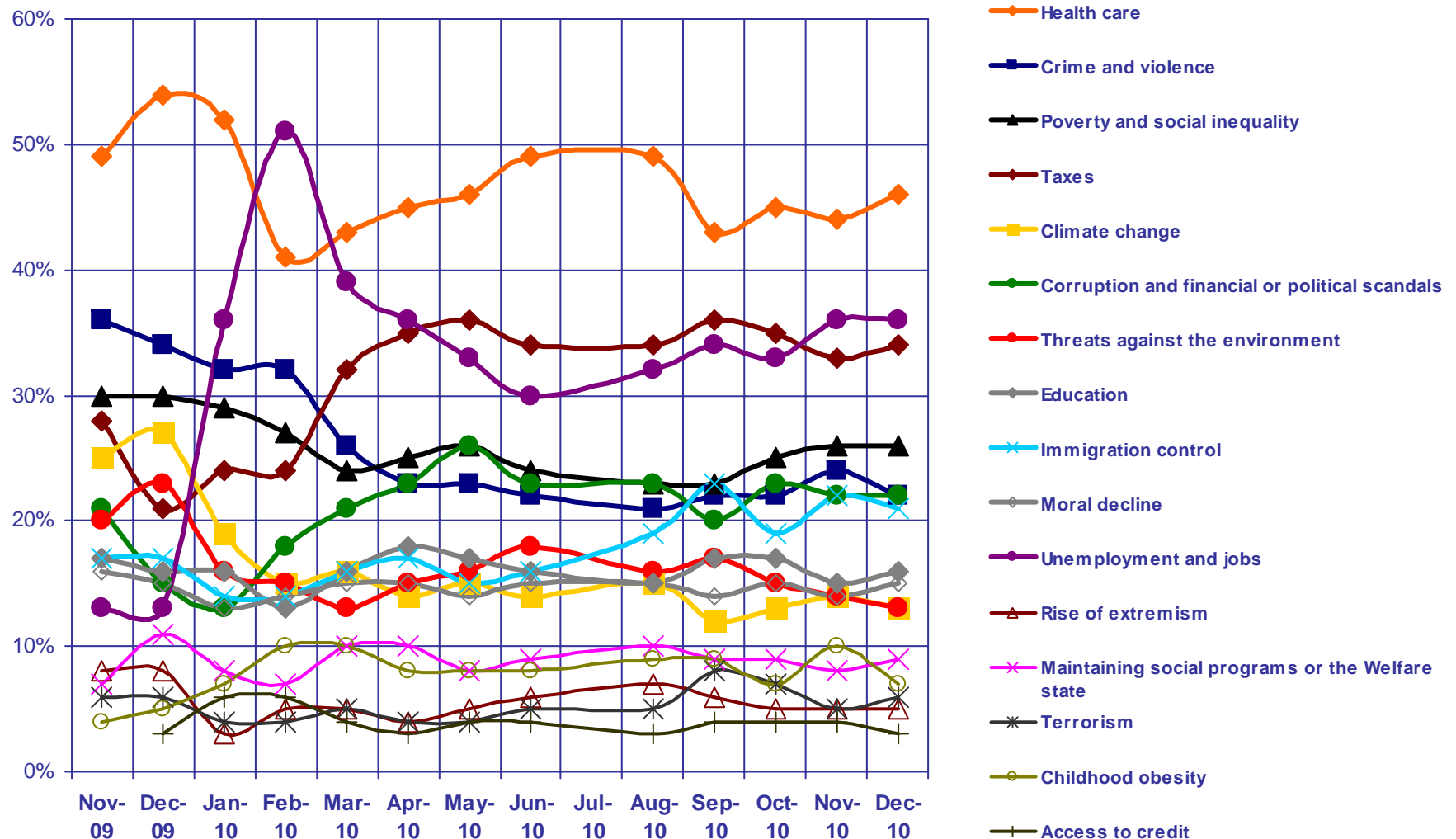
BRAZIL – TOP 4 WORRIES: healthcare, crime and violence, poverty and social inequality; corruption and financial or political scandals.



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

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WORRIES, DIRECTION and SATISFACTION

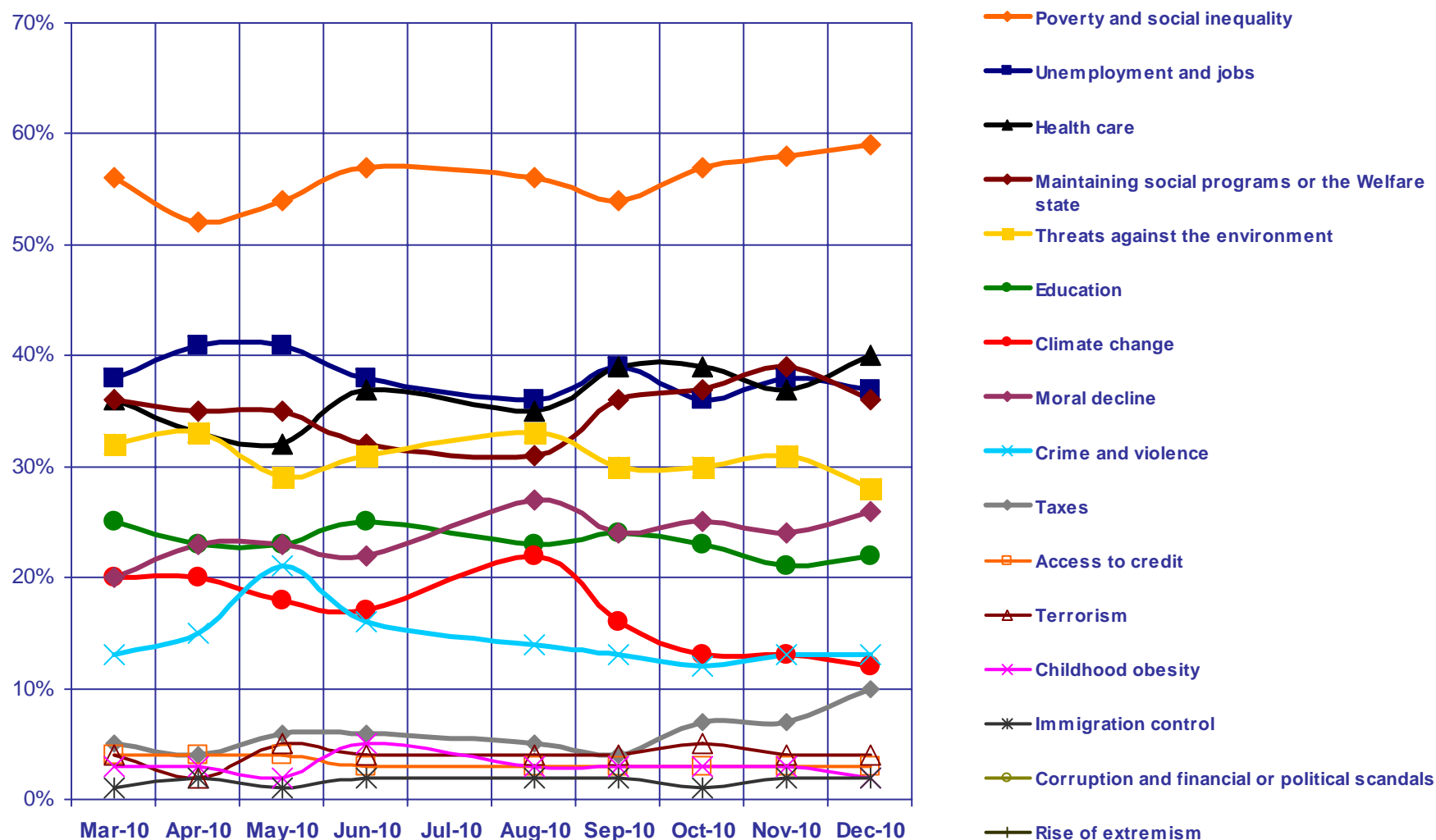
CANADA – TOP 4 WORRIES: healthcare; unemployment and jobs; taxes; poverty and social inequality.



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

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WORRIES, DIRECTION and SATISFACTION

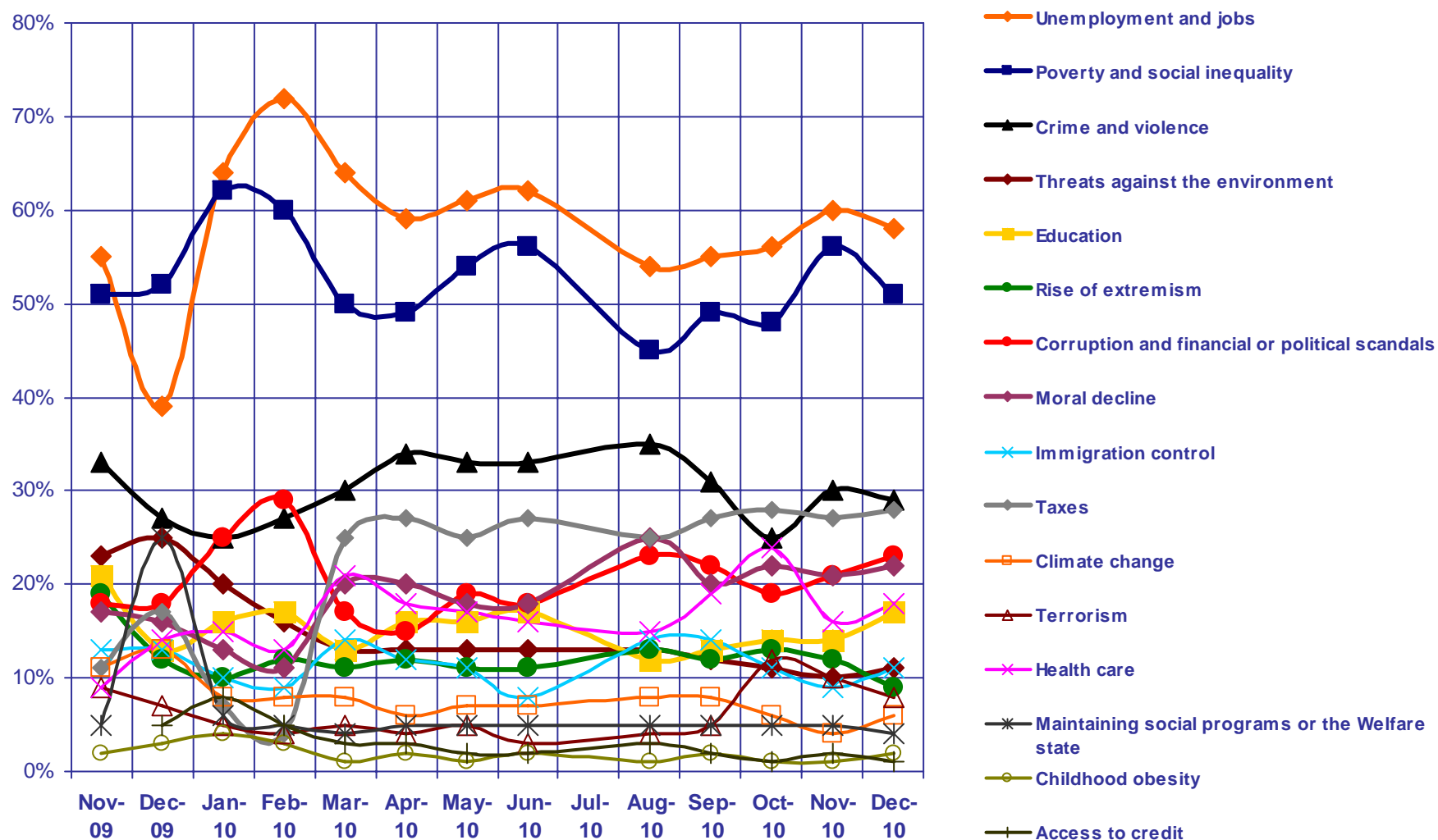
CHINA – TOP 4 WORRIES: poverty and social inequality; healthcare; unemployment and jobs; maintaining social programs or the welfare state.



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

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WORRIES, DIRECTION and SATISFACTION

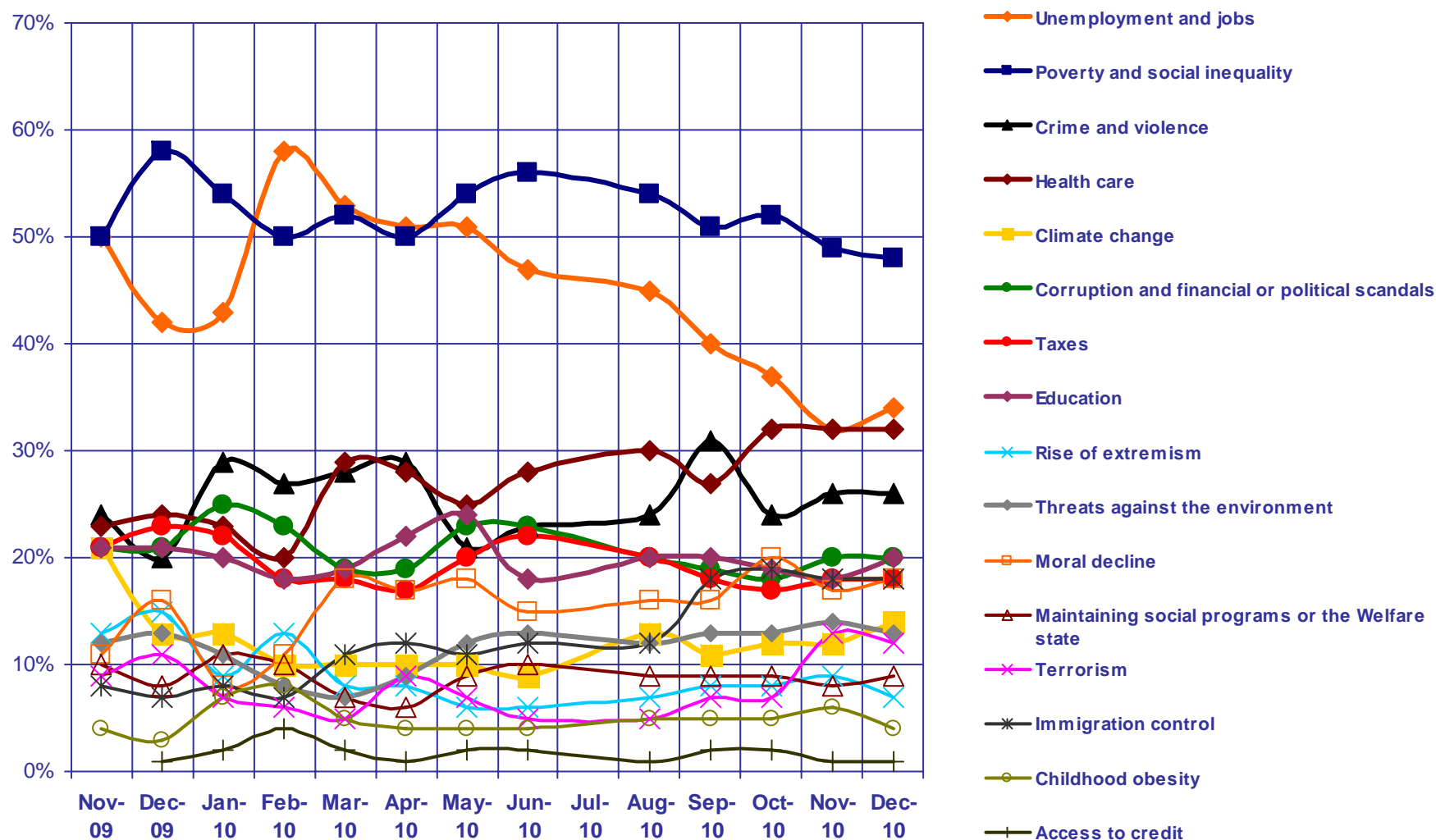
FRANCE – TOP 4 WORRIES: unemployment and jobs; poverty and social inequality; crime and violence; taxes.



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

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WORRIES, DIRECTION and SATISFACTION

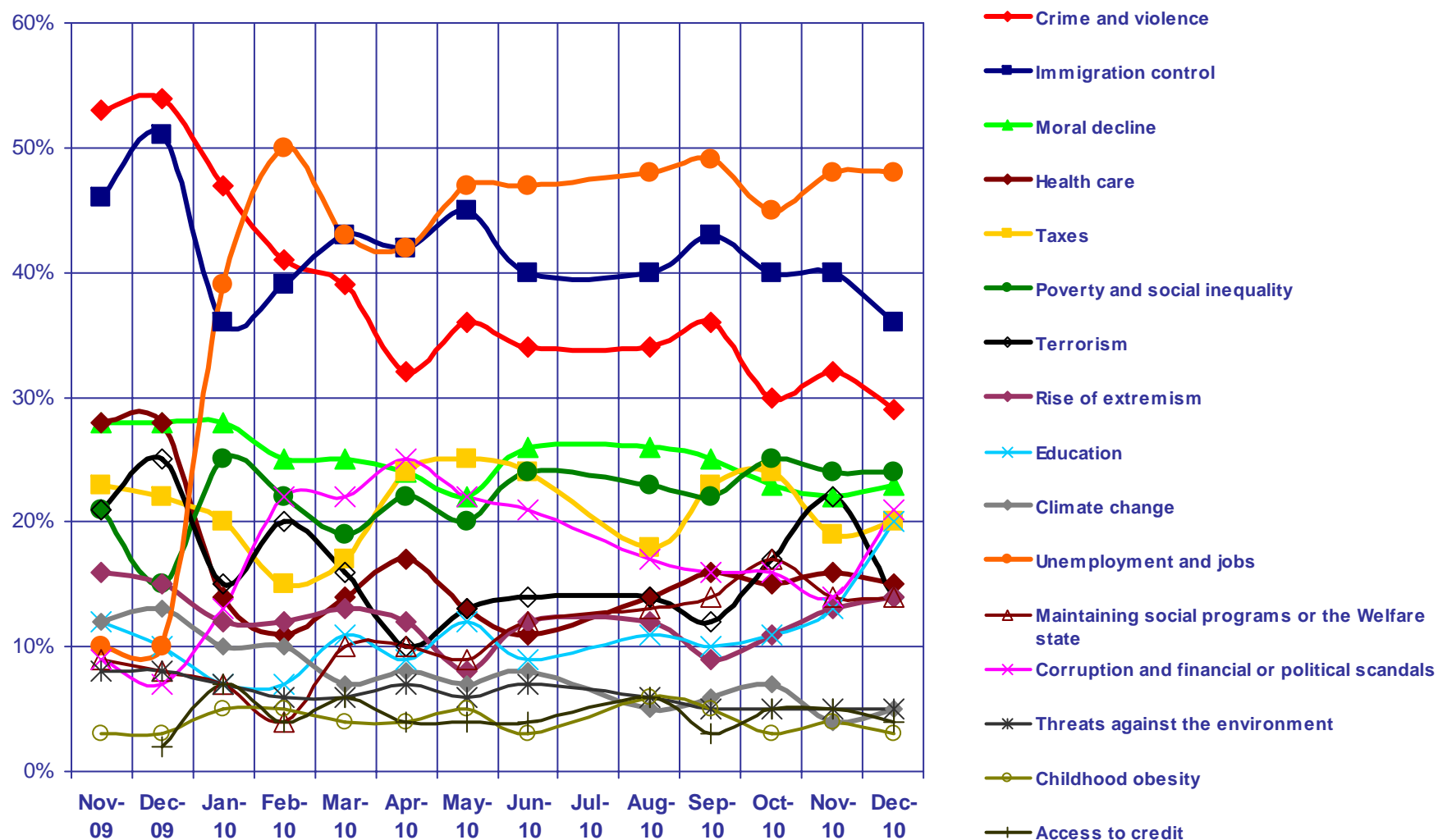
GERMANY – TOP 4 WORRIES: poverty and social inequality; unemployment and jobs; healthcare; crime and violence.



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

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WORRIES, DIRECTION and SATISFACTION

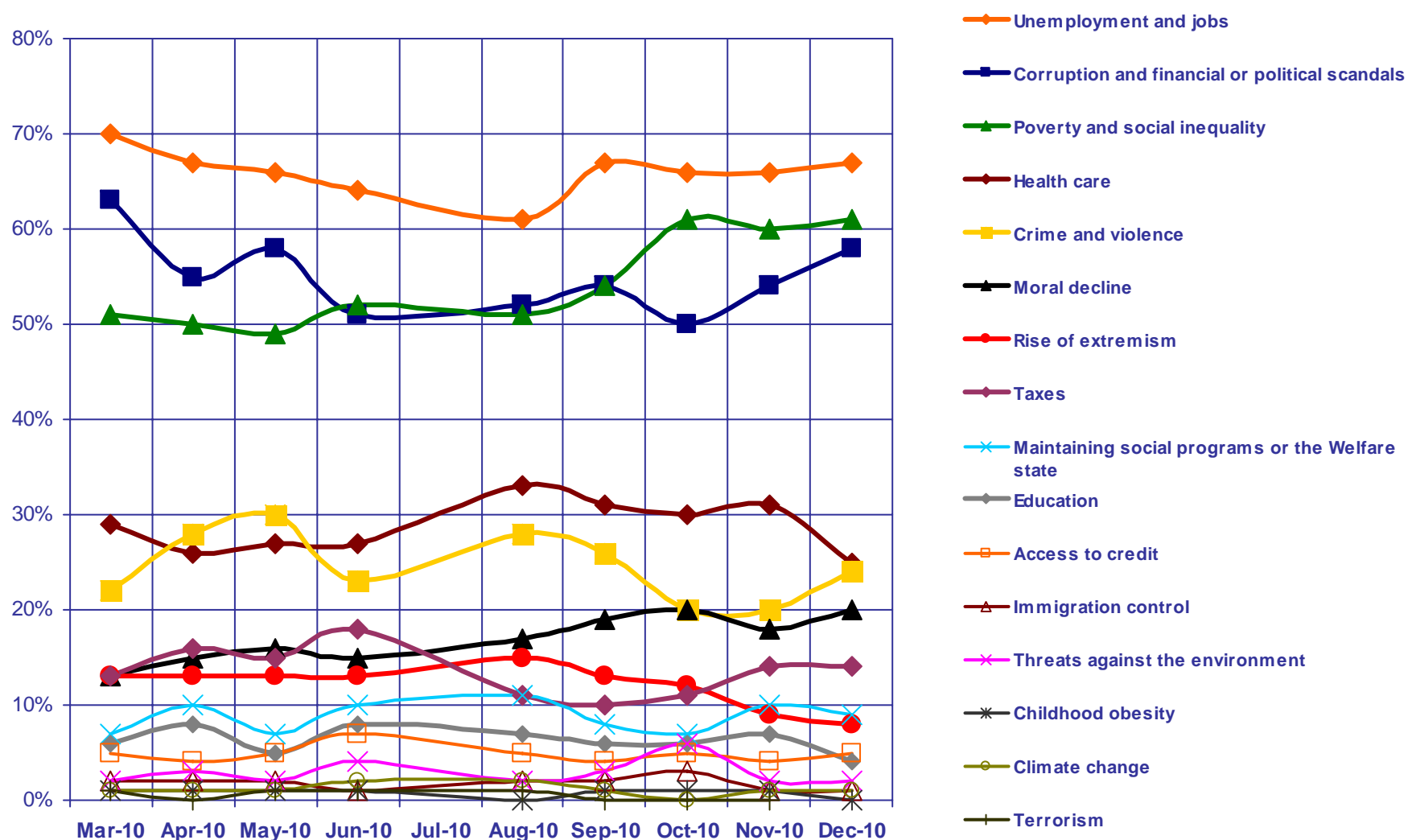
GREAT BRITAIN – TOP 4 WORRIES: unemployment and jobs; immigration control; crime and violence; poverty and social inequality. *Global @dvisor*



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

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WORRIES, DIRECTION and SATISFACTION

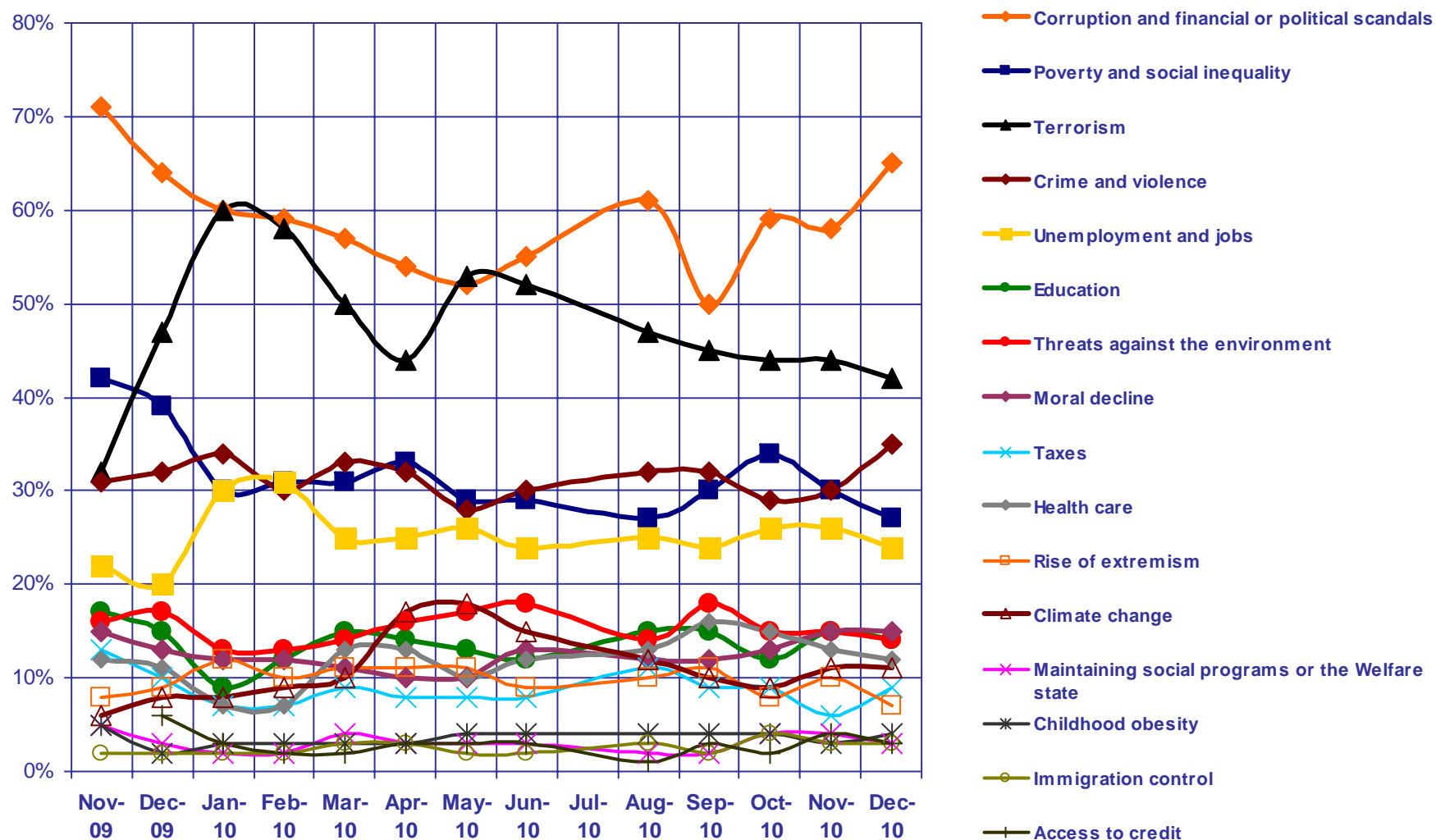
HUNGARY – TOP 4 WORRIES: unemployment and jobs; poverty and social inequality; corruption and financial/political scandals; healthcare.



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

A Global @dvisory - G@16 - January 2011
WORRIES, DIRECTION and SATISFACTION

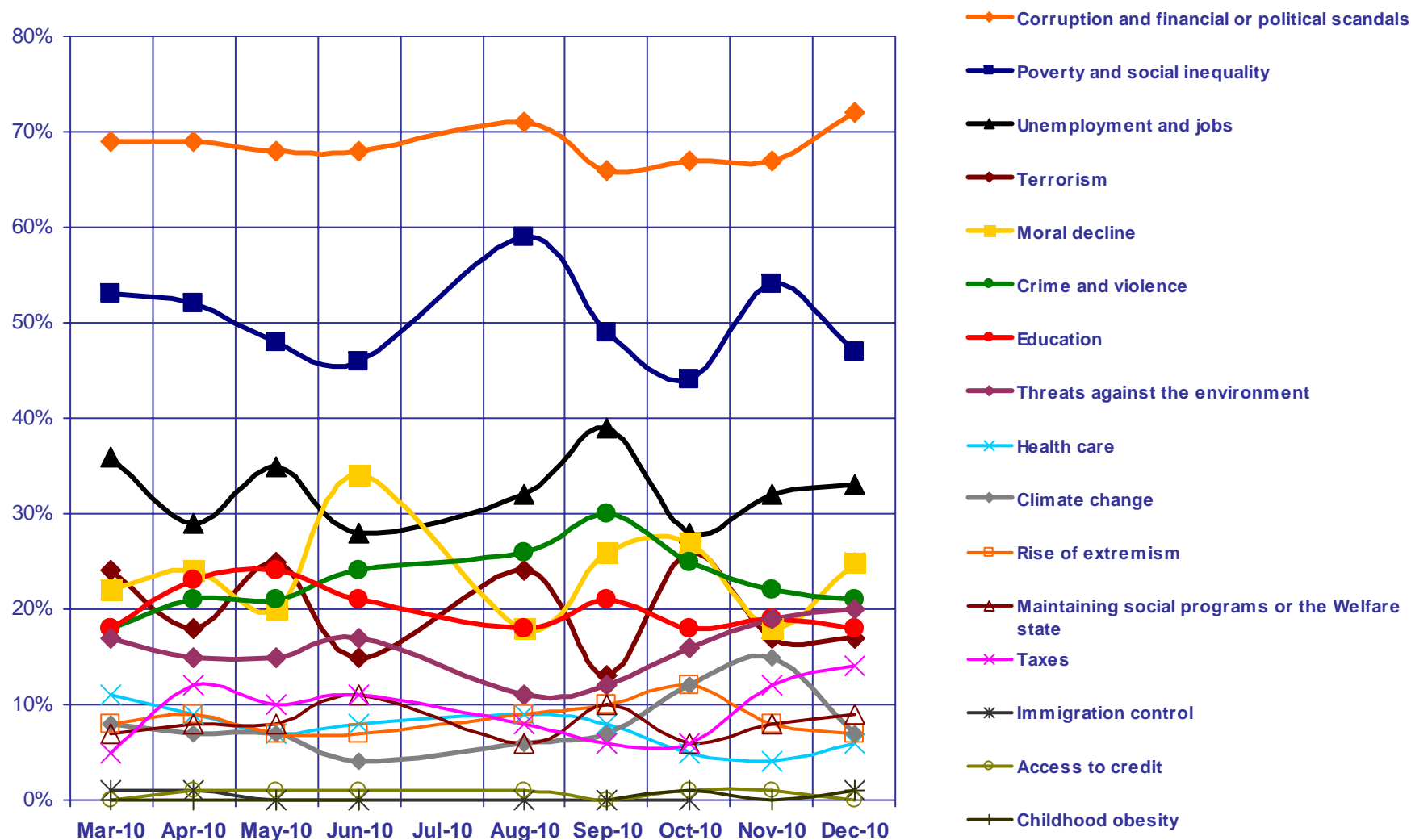
INDIA – TOP 4 WORRIES: corruption and financial/political scandals; terrorism; crime and violence; poverty and social inequality.



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

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WORRIES, DIRECTION and SATISFACTION

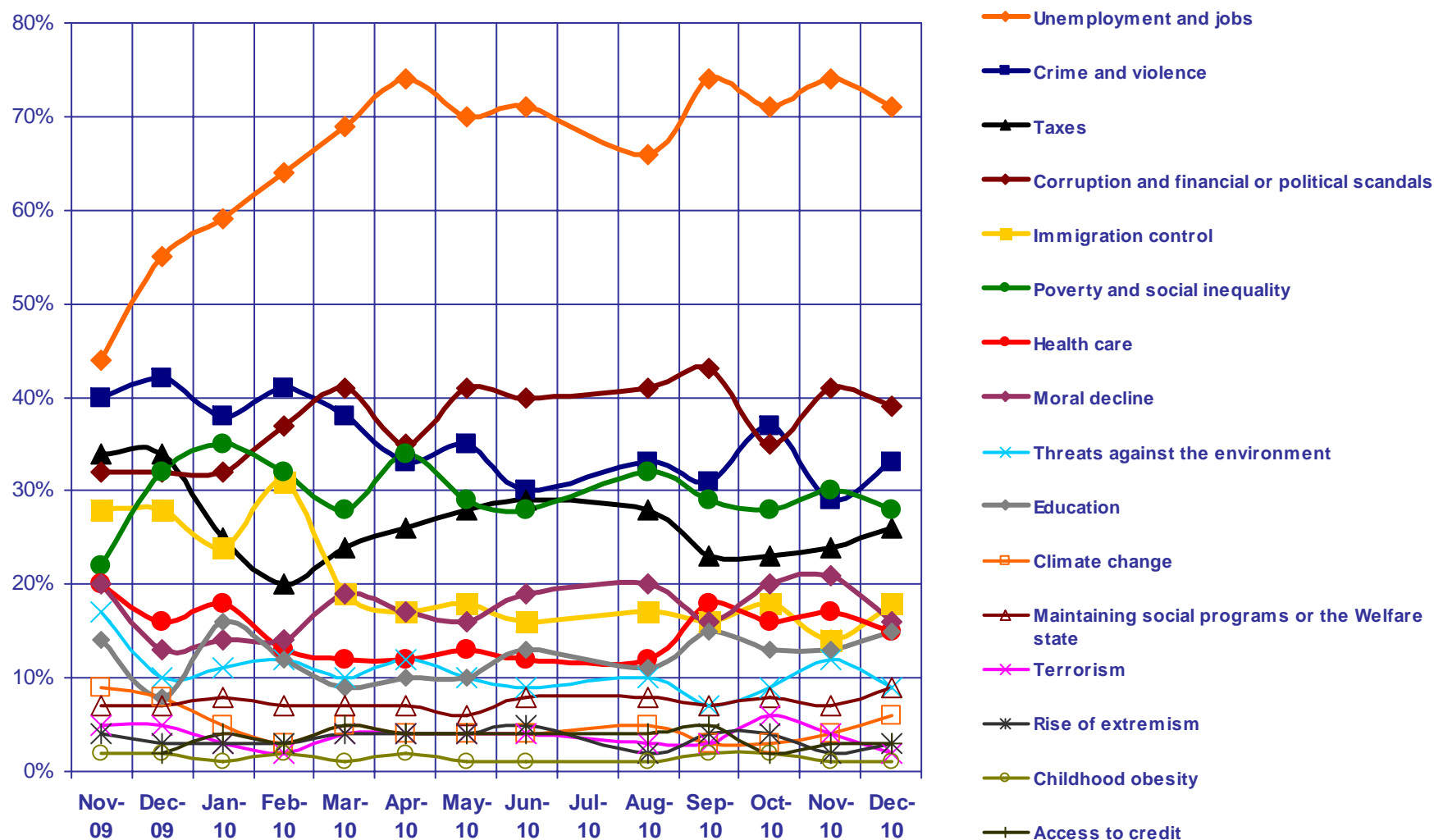
INDONESIA – TOP 4 WORRIES: corruption and financial/political scandals; poverty and social inequality; unemployment and jobs; moral decline.



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

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WORRIES, DIRECTION and SATISFACTION

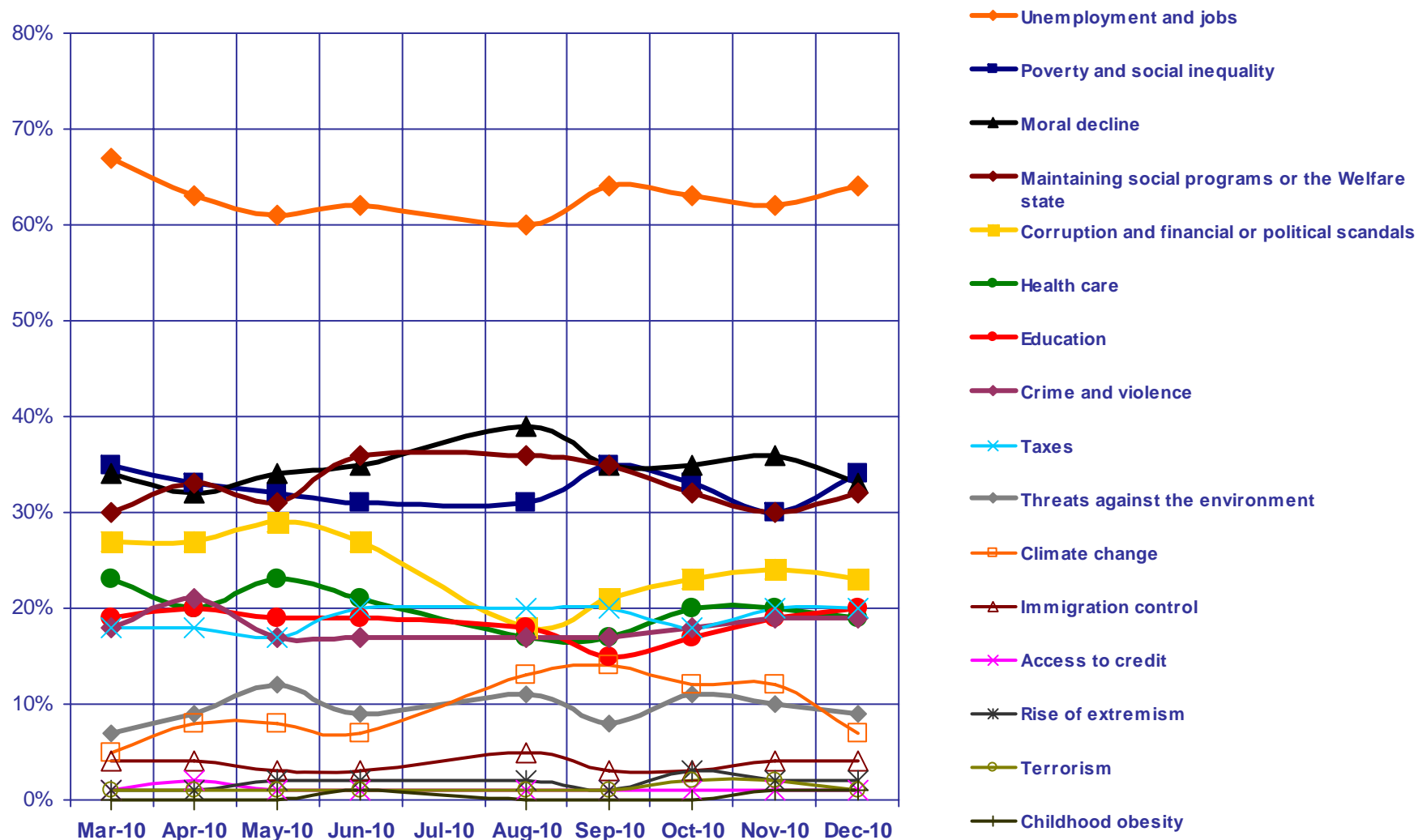
ITALY – TOP 4 WORRIES: unemployment and jobs; corruption and financial/political scandals; crime and violence; poverty and social inequality.



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

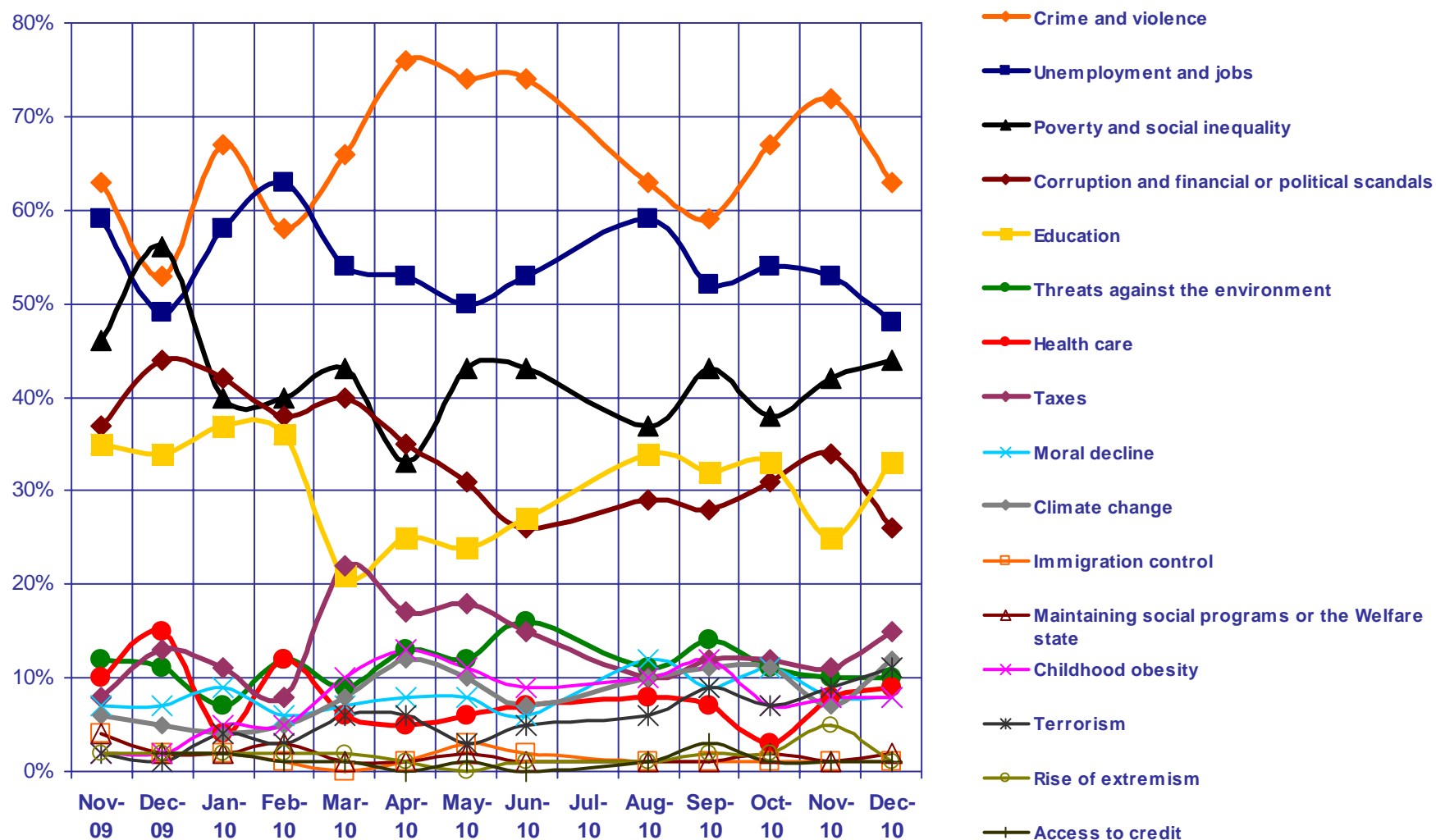
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WORRIES, DIRECTION and SATISFACTION

JAPAN – TOP 4 WORRIES: unemployment and jobs; poverty and social inequality; moral decline; maintaining social programs.



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

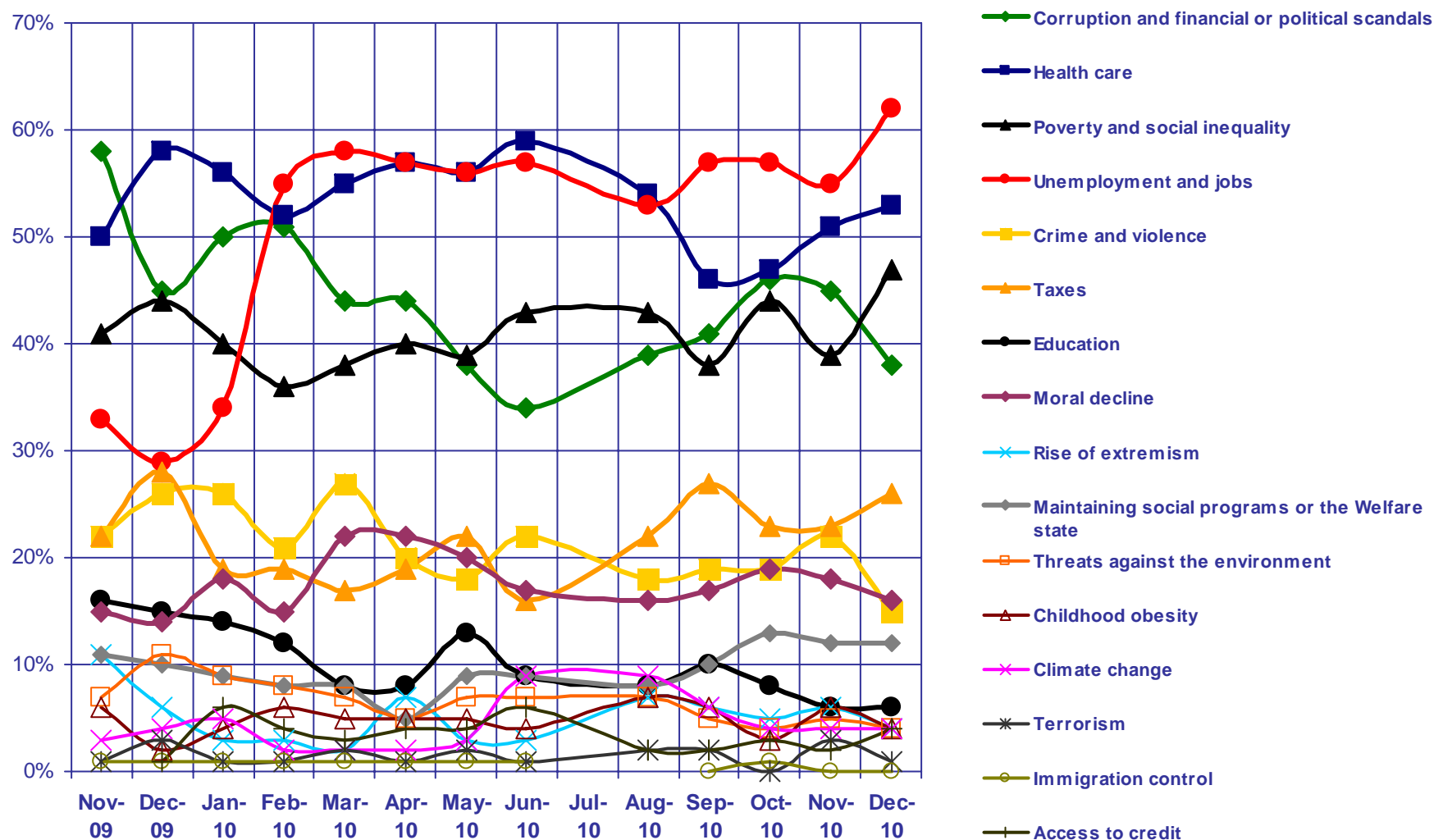
MEXICO – TOP 4 WORRIES: crime and violence; unemployment and jobs; poverty and social inequality; education.



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

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WORRIES, DIRECTION and SATISFACTION

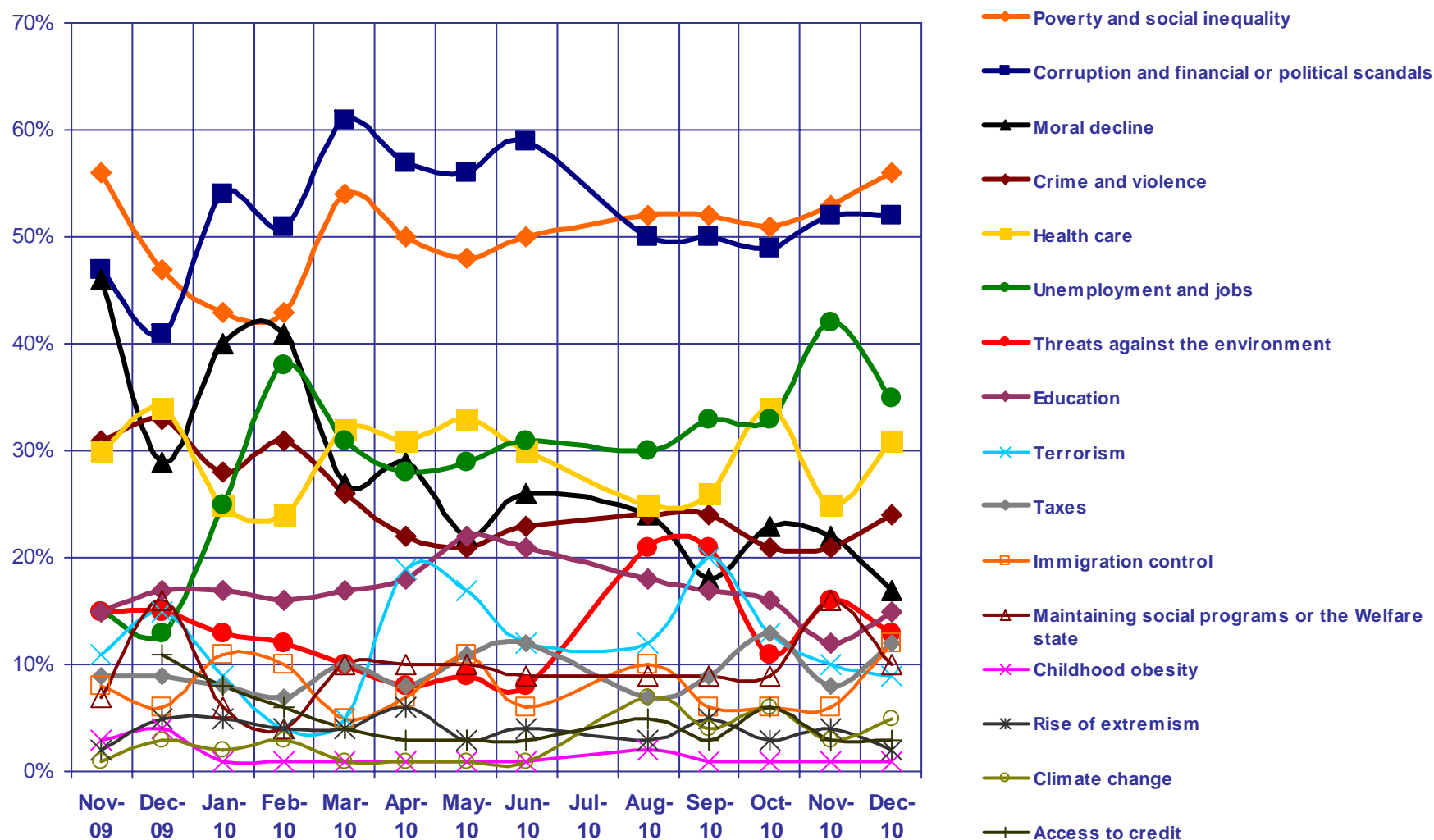
POLAND – TOP 4 WORRIES: unemployment and jobs; healthcare; poverty and social inequality; corruption and financial/political scandals.



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

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WORRIES, DIRECTION and SATISFACTION

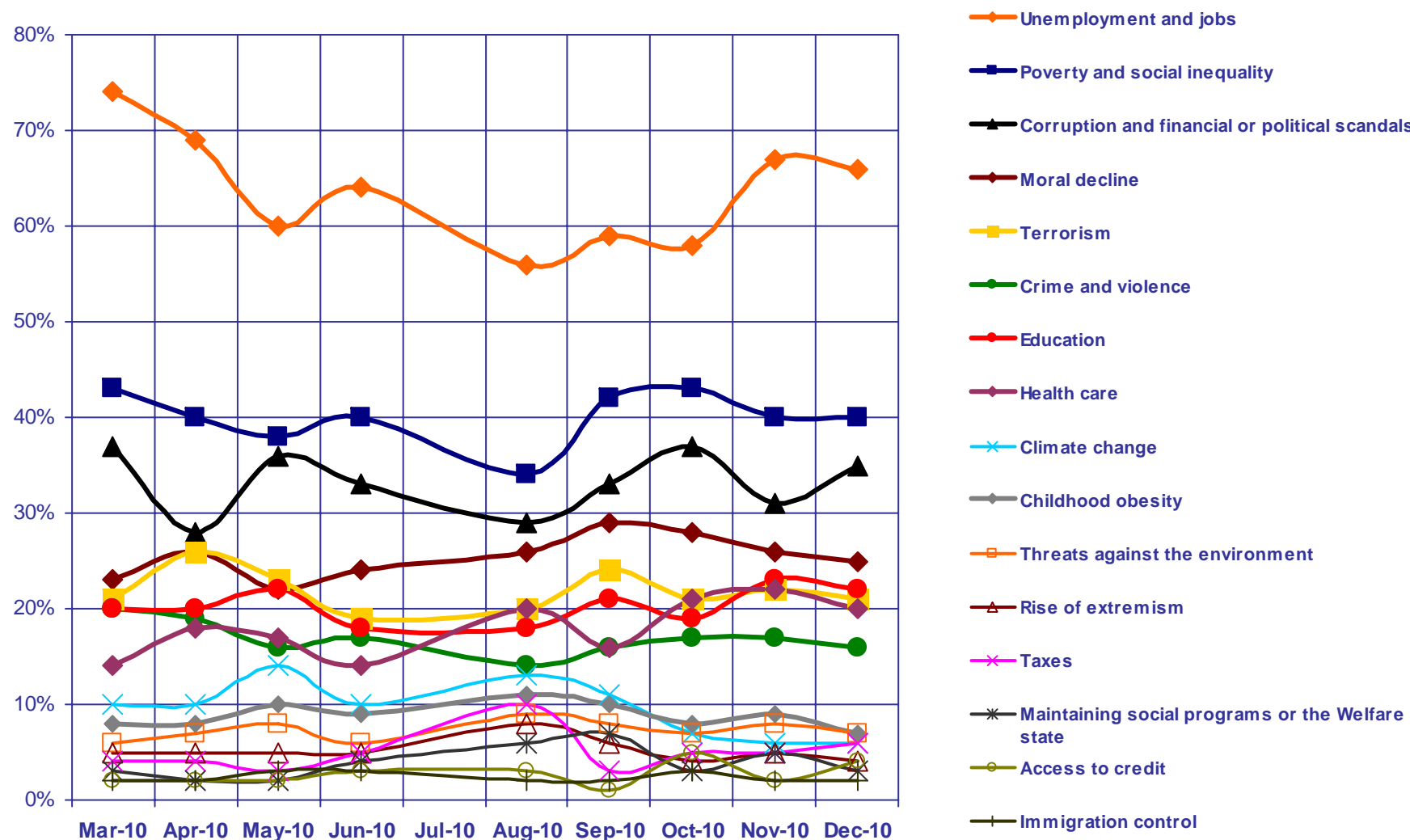
RUSSIA – TOP 4 WORRIES: poverty and social inequality; corruption and financial or political scandals; unemployment and jobs; healthcare.



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

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WORRIES, DIRECTION and SATISFACTION

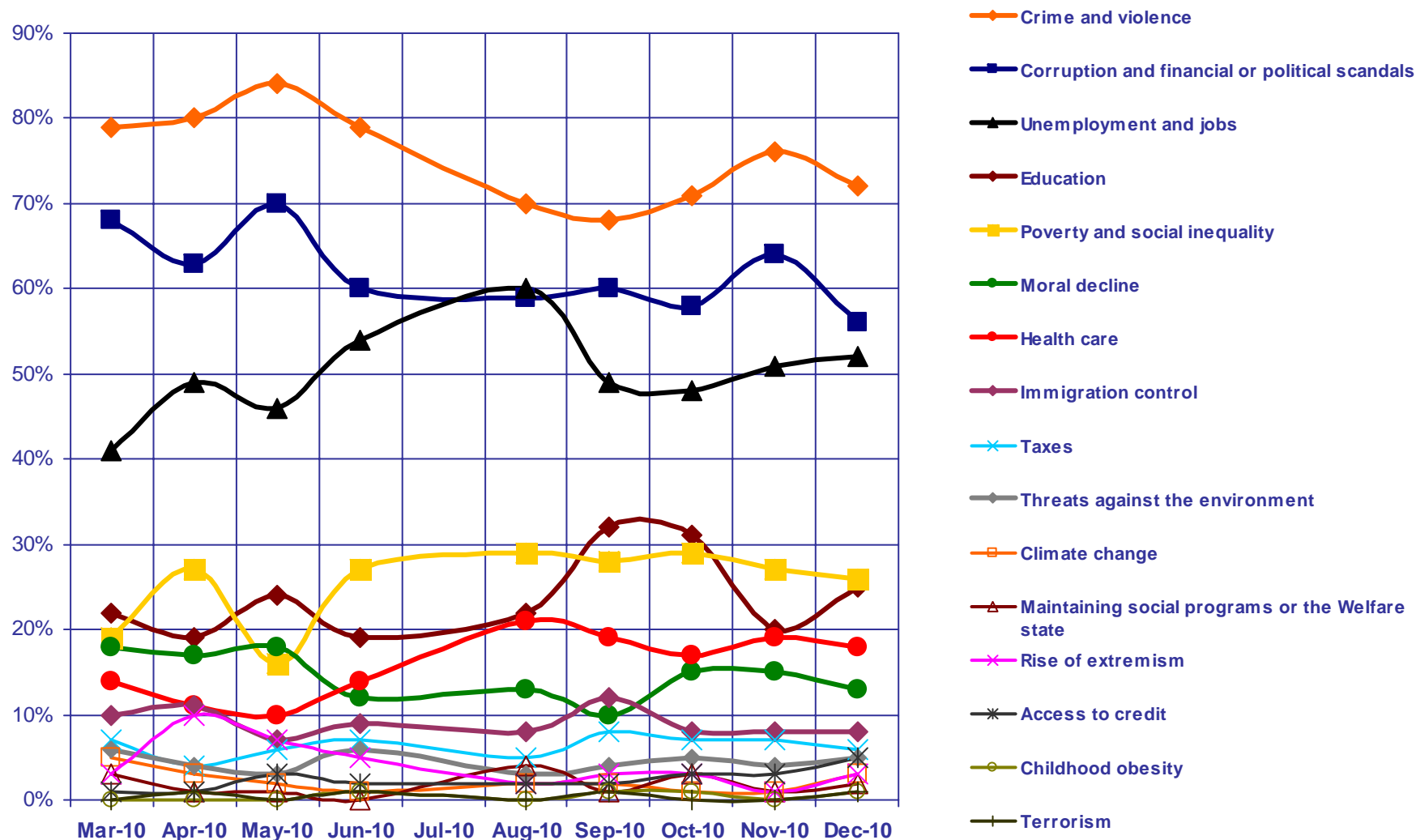
SAUDI ARABIA – TOP 4 WORRIES: unemployment and jobs; poverty and social inequality; corruption and financial/political scandals; moral decline.



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

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WORRIES, DIRECTION and SATISFACTION

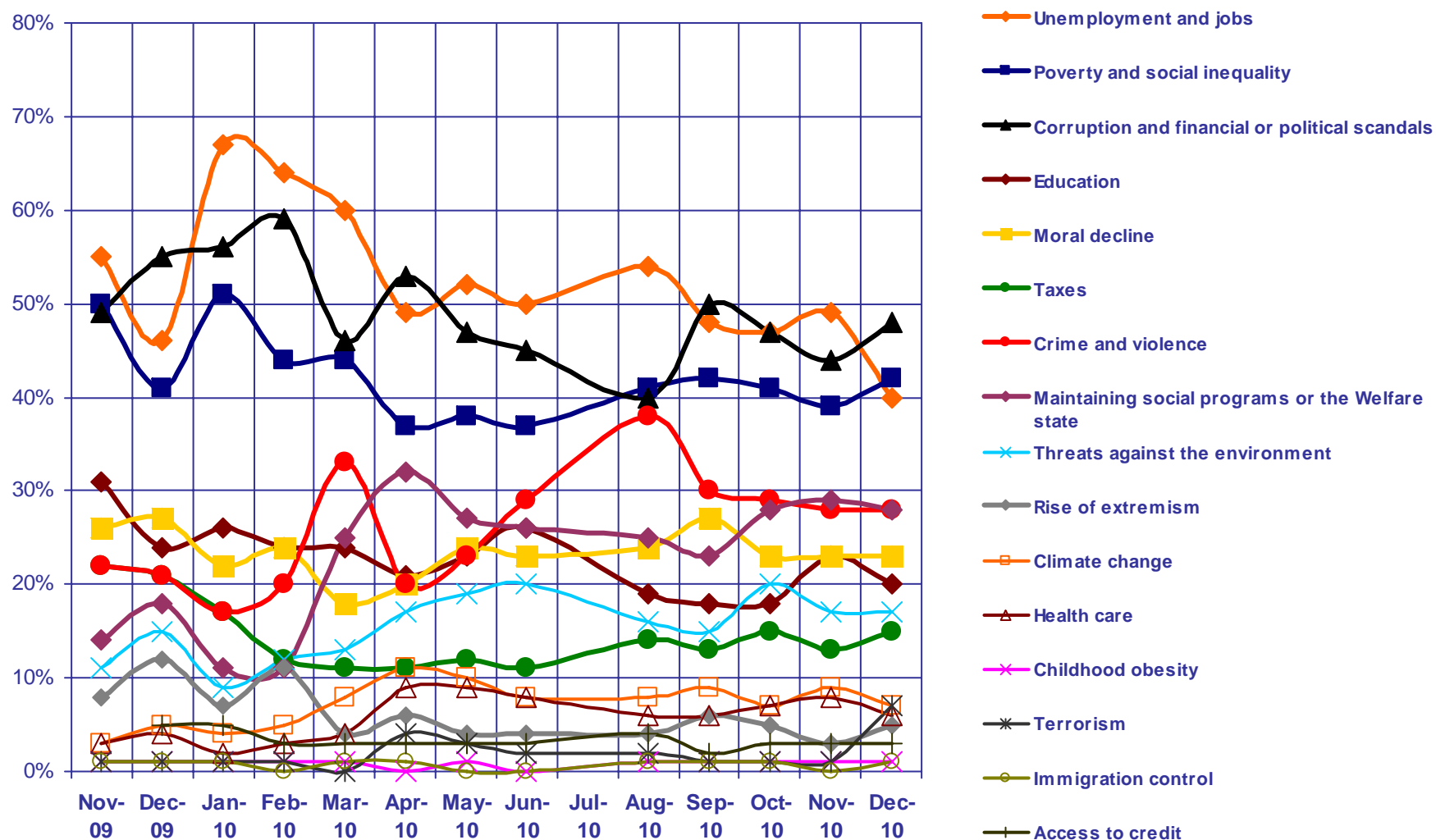
SOUTH AFRICA – TOP 4 WORRIES: crime and violence; corruption and financial/political scandals; unemployment and jobs; poverty and social inequality.



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

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WORRIES, DIRECTION and SATISFACTION

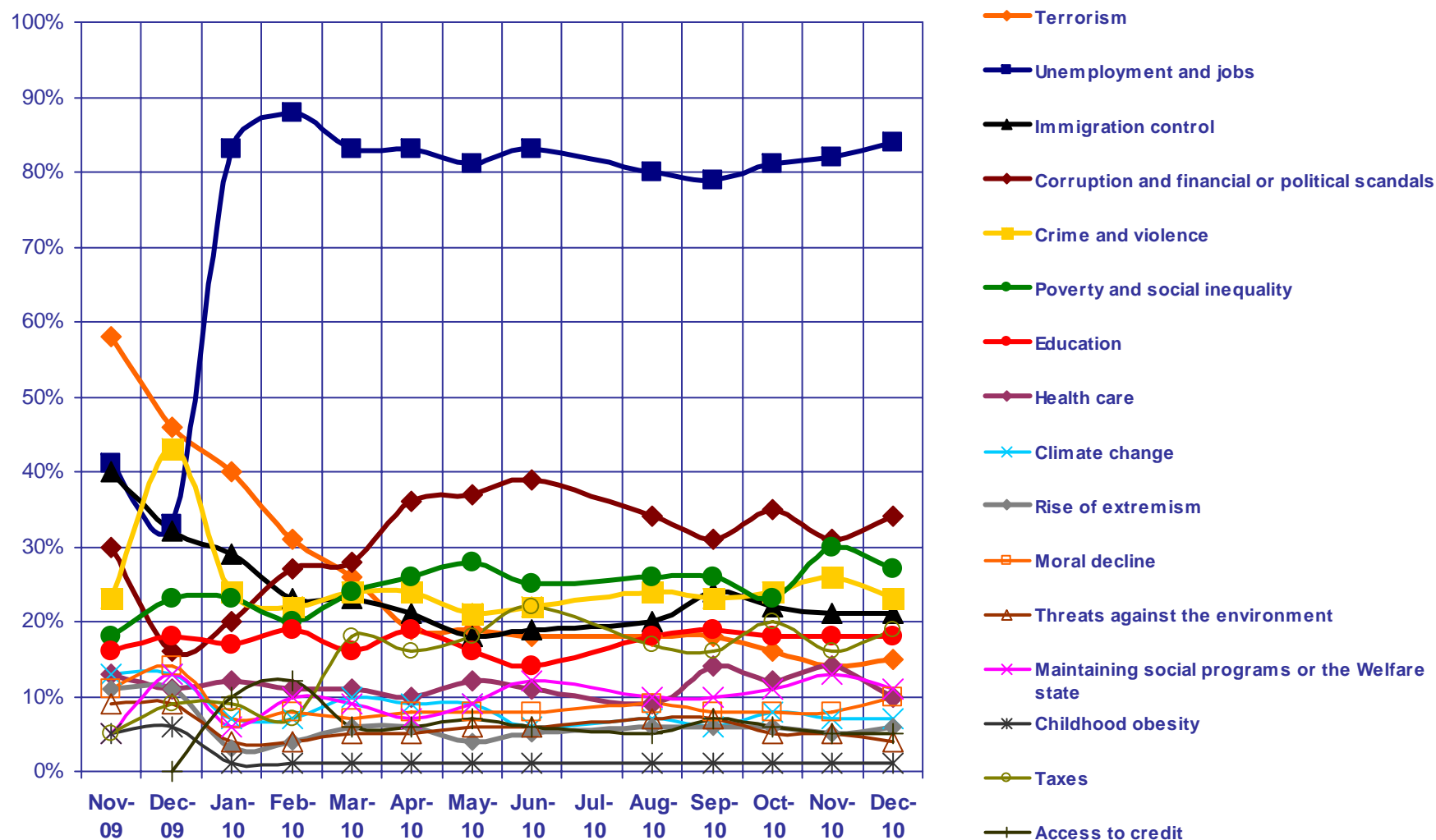
SOUTH KOREA – TOP 4 WORRIES: corruption and financial/political scandals; poverty and social inequality; unemployment and jobs; maintaining social programs.



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

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WORRIES, DIRECTION and SATISFACTION

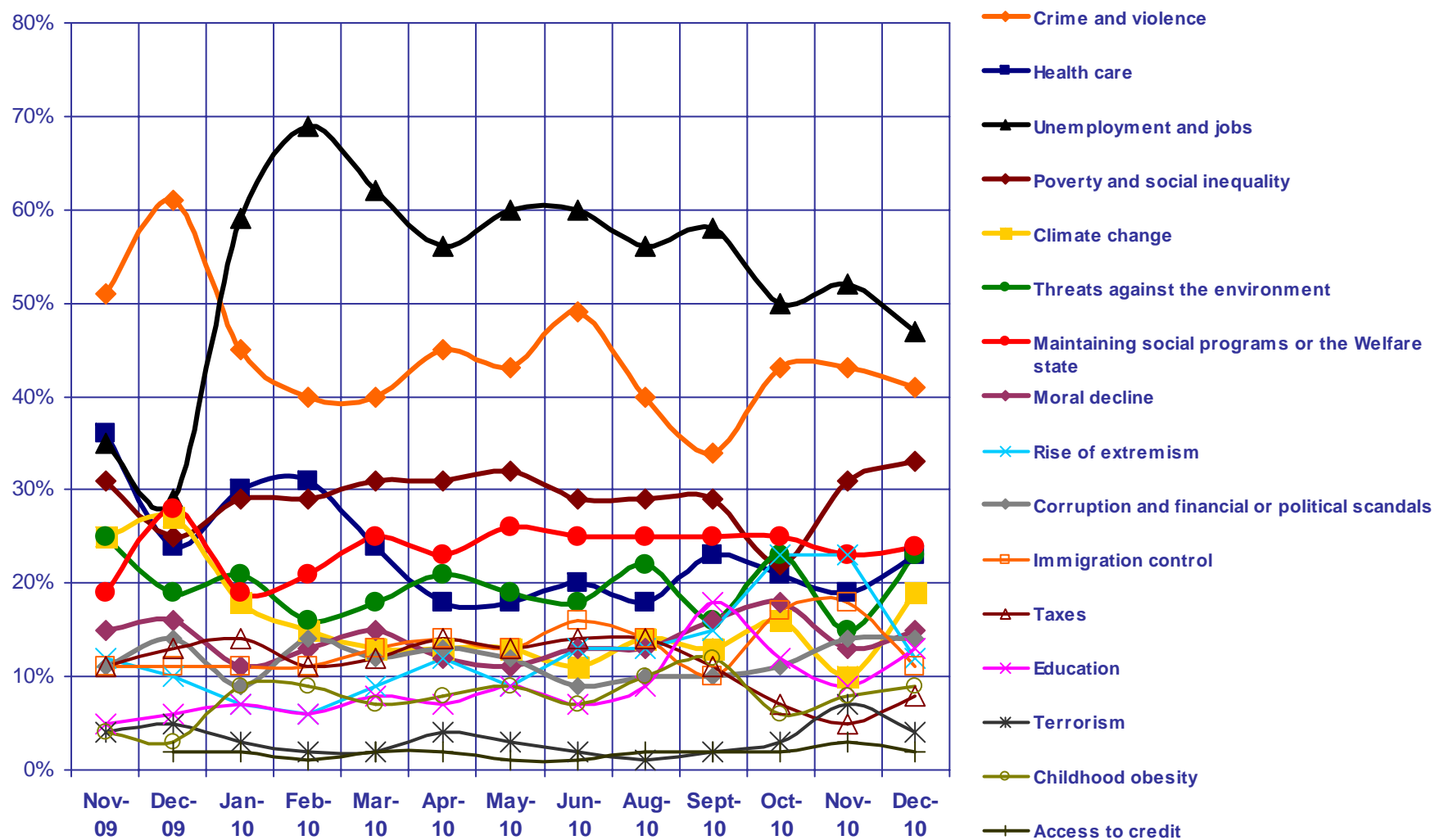
SPAIN – TOP 4 WORRIES: unemployment and jobs; corruption and financial/political scandals; poverty and social inequality; crime and violence. *Global @dvisor*



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

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WORRIES, DIRECTION and SATISFACTION

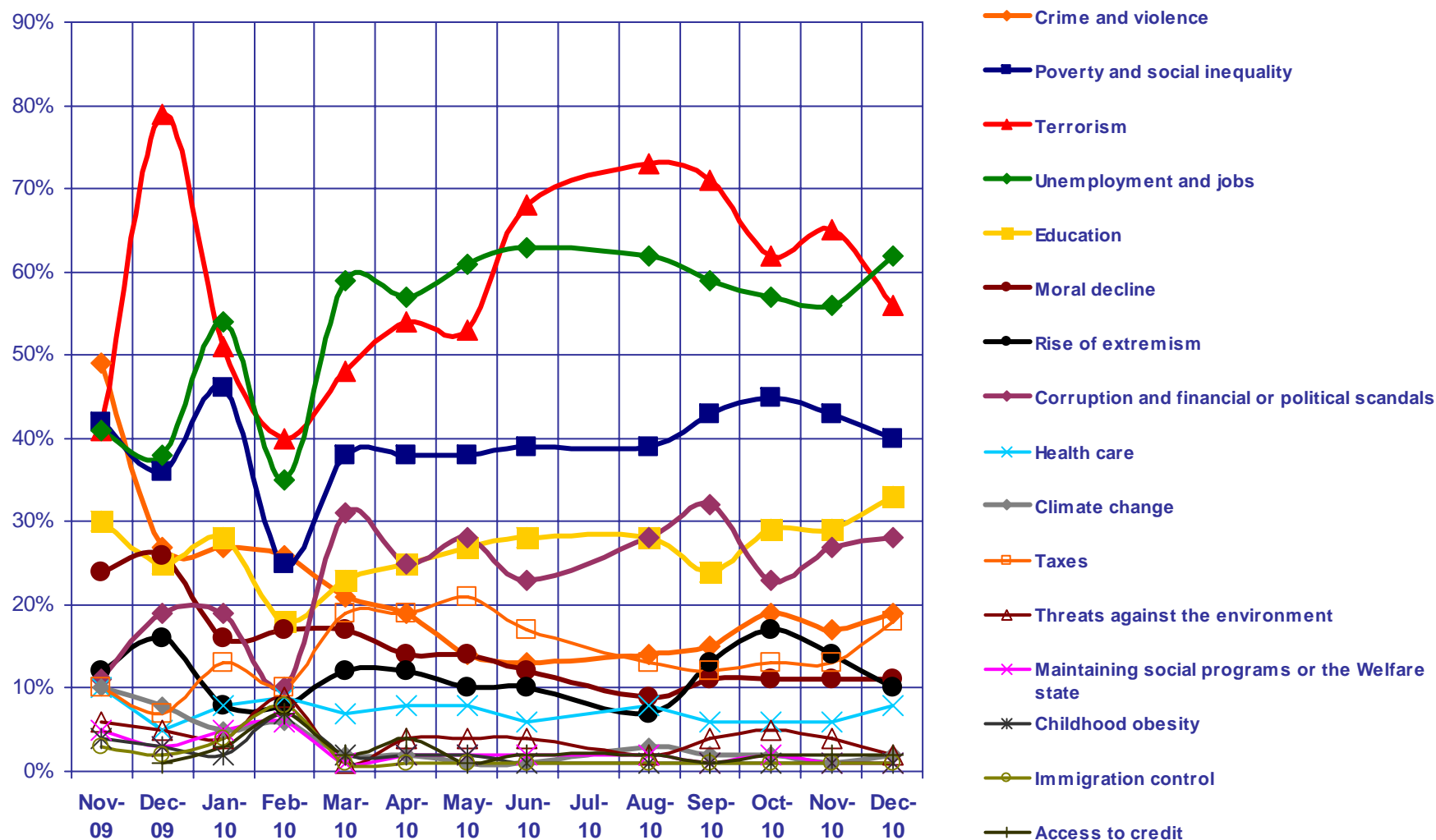
SWEDEN – TOP 4 WORRIES: crime and violence; healthcare; unemployment and jobs; poverty and social inequality



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

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WORRIES, DIRECTION and SATISFACTION

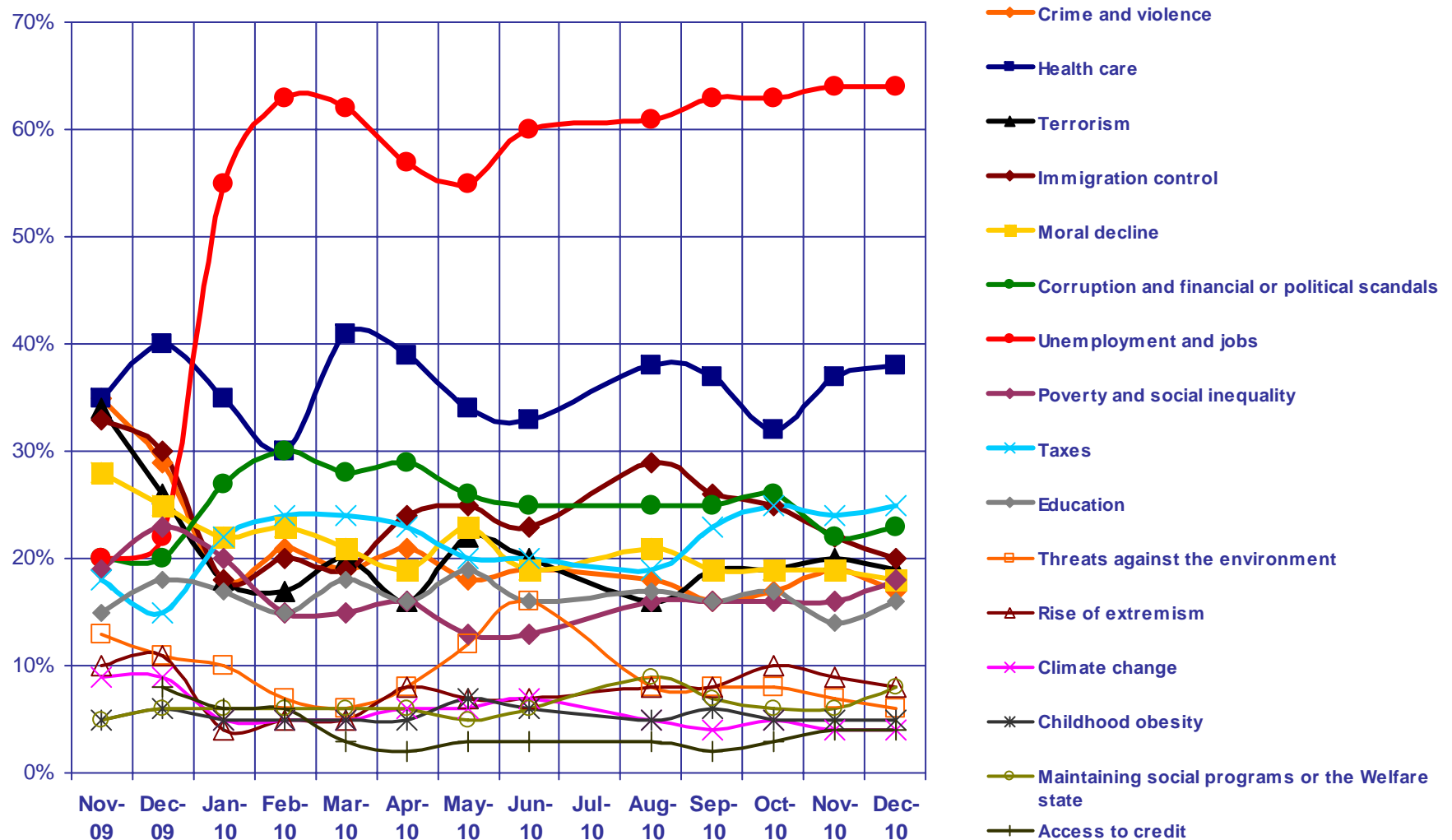
TURKEY – TOP 4 WORRIES: unemployment and jobs; terrorism; poverty and social inequality; education.



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

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WORRIES, DIRECTION and SATISFACTION

UNITED STATES – TOP 4 WORRIES: unemployment and jobs; healthcare; taxes; corruption and financial/political scandals



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

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WORRIES, DIRECTION and SATISFACTION



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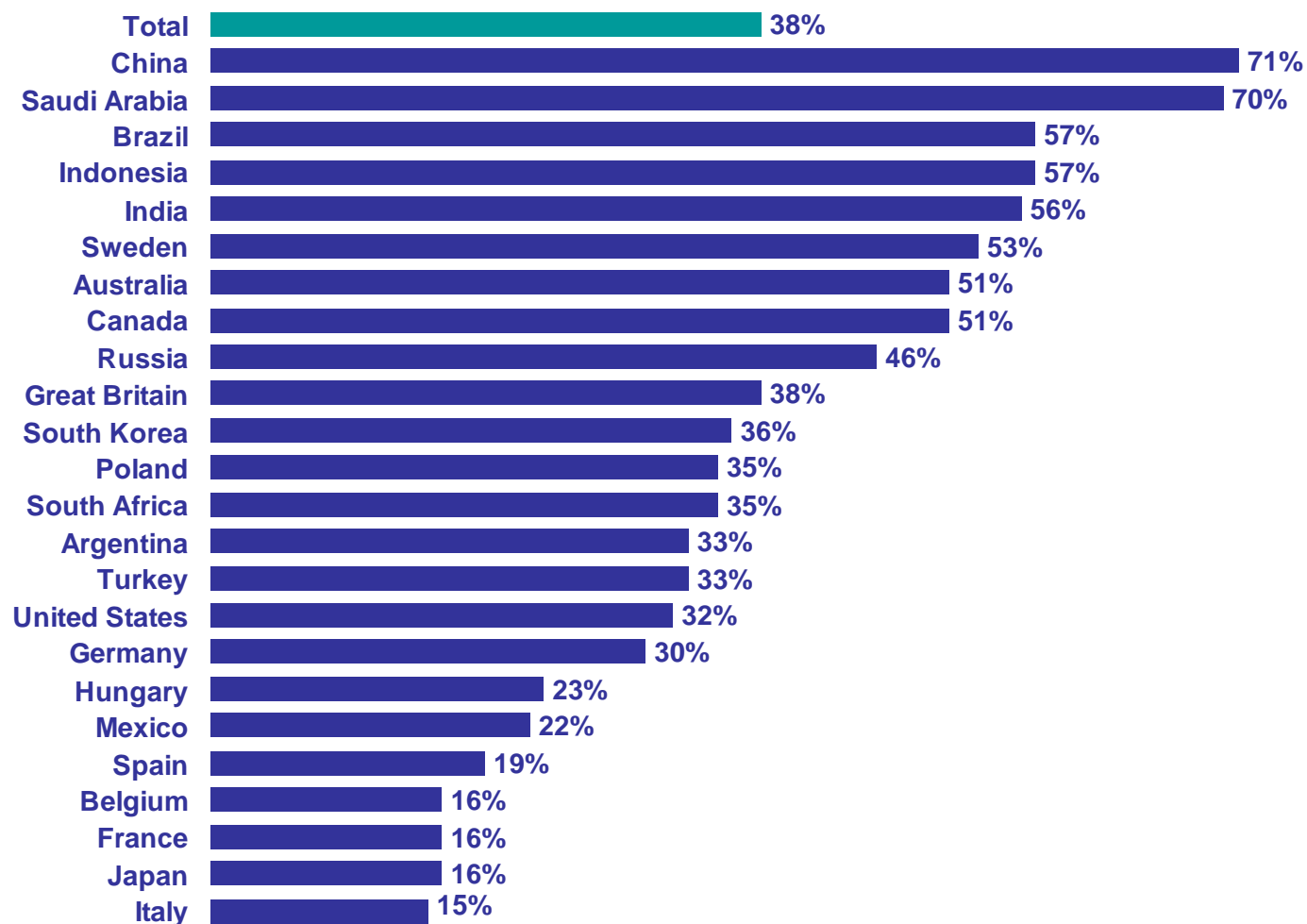
Heading in Right Direction, or Wrong Track



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WORRIES, DIRECTION and SATISFACTION

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

% Right Direction



Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

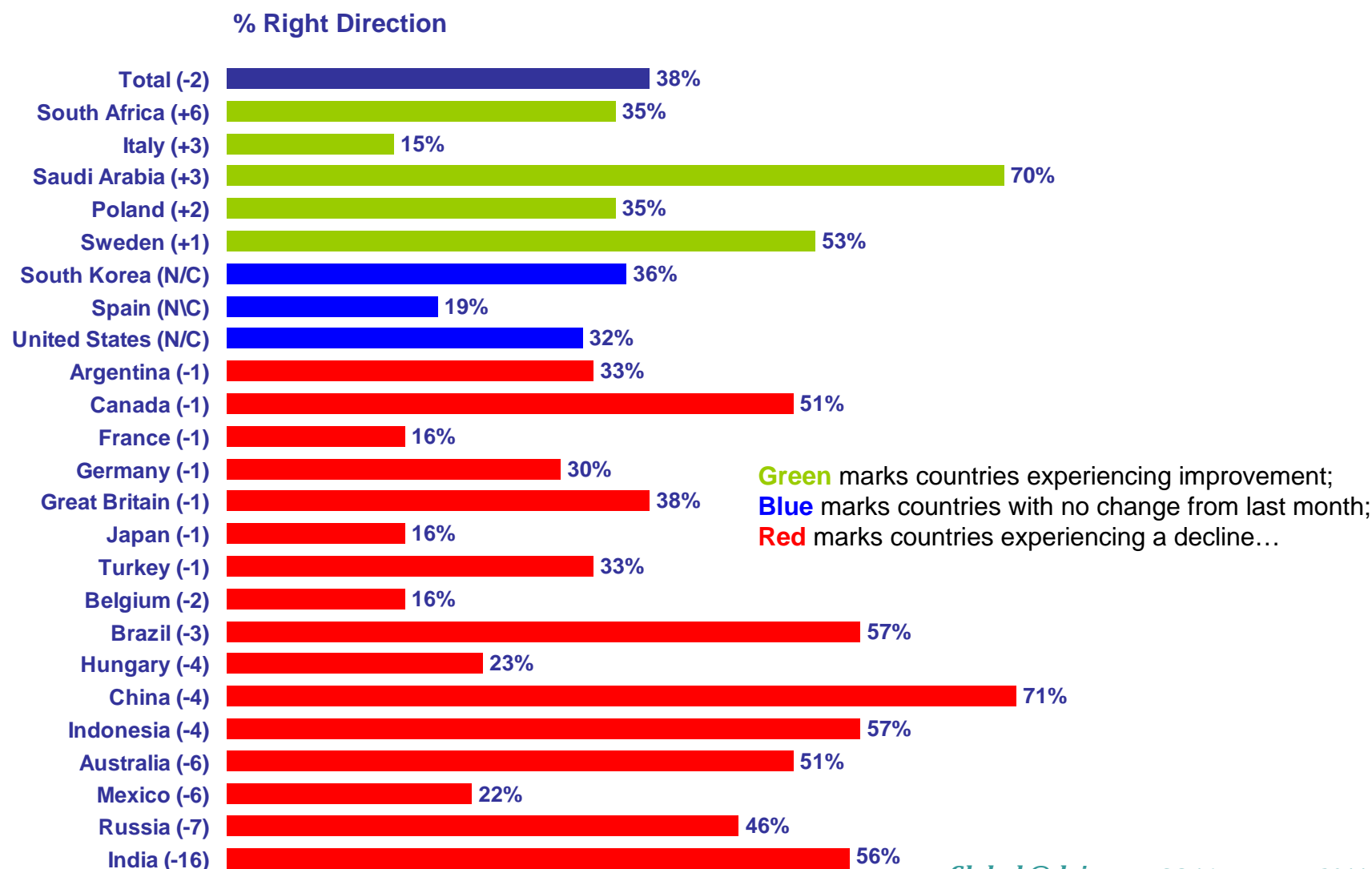
% Right Direction

	Mar 2010	April 2010	May 2010	June 2010	July 2010	Aug 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010
Total	38%	39%	39%	39%	40%	39%	38%	39%	40%	38%
Argentina	16%	18%	19%	29%	22%	29%	27%	29%	34%	33%
Australia	63%	57%	58%	50%	57%	55%	59%	59%	57%	51%
Belgium	30%	14%	14%	20%	23%	28%	20%	15%	18%	16%
Brazil	49%	49%	52%	56%	49%	51%	48%	56%	60%	57%
Canada	56%	53%	49%	51%	55%	48%	54%	50%	52%	51%
China	81%	77%	77%	77%	75%	74%	74%	75%	75%	71%
France	17%	17%	15%	16%	16%	19%	17%	16%	17%	16%
Germany	23%	28%	24%	20%	22%	29%	26%	26%	31%	30%
Great Britain	26%	31%	40%	45%	43%	43%	40%	39%	39%	38%
Hungary	16%	34%	38%	38%	32%	36%	34%	42%	27%	23%
India	67%	64%	62%	66%	57%	63%	63%	67%	72%	56%
Indonesia	67%	64%	65%	59%	68%	58%	61%	54%	61%	57%
Italy	24%	24%	19%	22%	21%	18%	20%	20%	12%	15%
Japan	22%	19%	18%	27%	20%	23%	21%	24%	17%	16%
Mexico	22%	21%	26%	30%	21%	20%	26%	22%	28%	22%
Poland	43%	45%	47%	47%	51%	36%	34%	30%	33%	35%
Russia	48%	54%	49%	49%	48%	54%	48%	48%	53%	46%
Saudi Arabia	62%	64%	63%	60%	68%	61%	63%	60%	67%	70%
South Africa	24%	27%	26%	37%	51%	37%	25%	33%	29%	35%
South Korea	31%	31%	33%	30%	29%	31%	32%	37%	36%	36%
Spain	20%	17%	23%	18%	26%	24%	21%	23%	19%	19%
Sweden	40%	45%	44%	42%	47%	45%	49%	45%	52%	53%
Turkey	30%	37%	32%	31%	29%	27%	28%	37%	34%	33%
United States	32%	39%	38%	36%	28%	30%	30%	30%	32%	32%

A Global @dvisory - G@16 - January 2011
WORRIES, DIRECTION and SATISFACTION

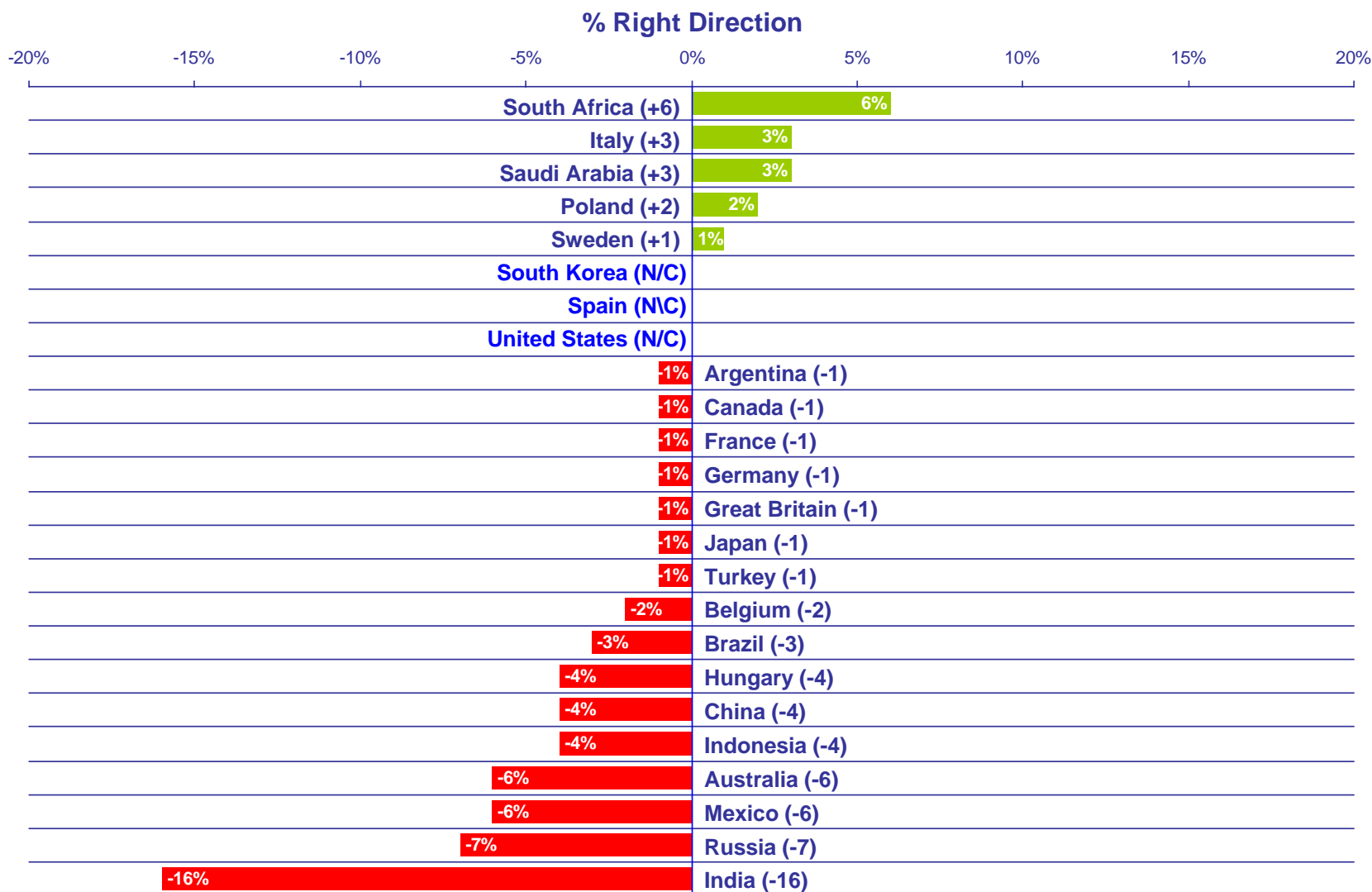
Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

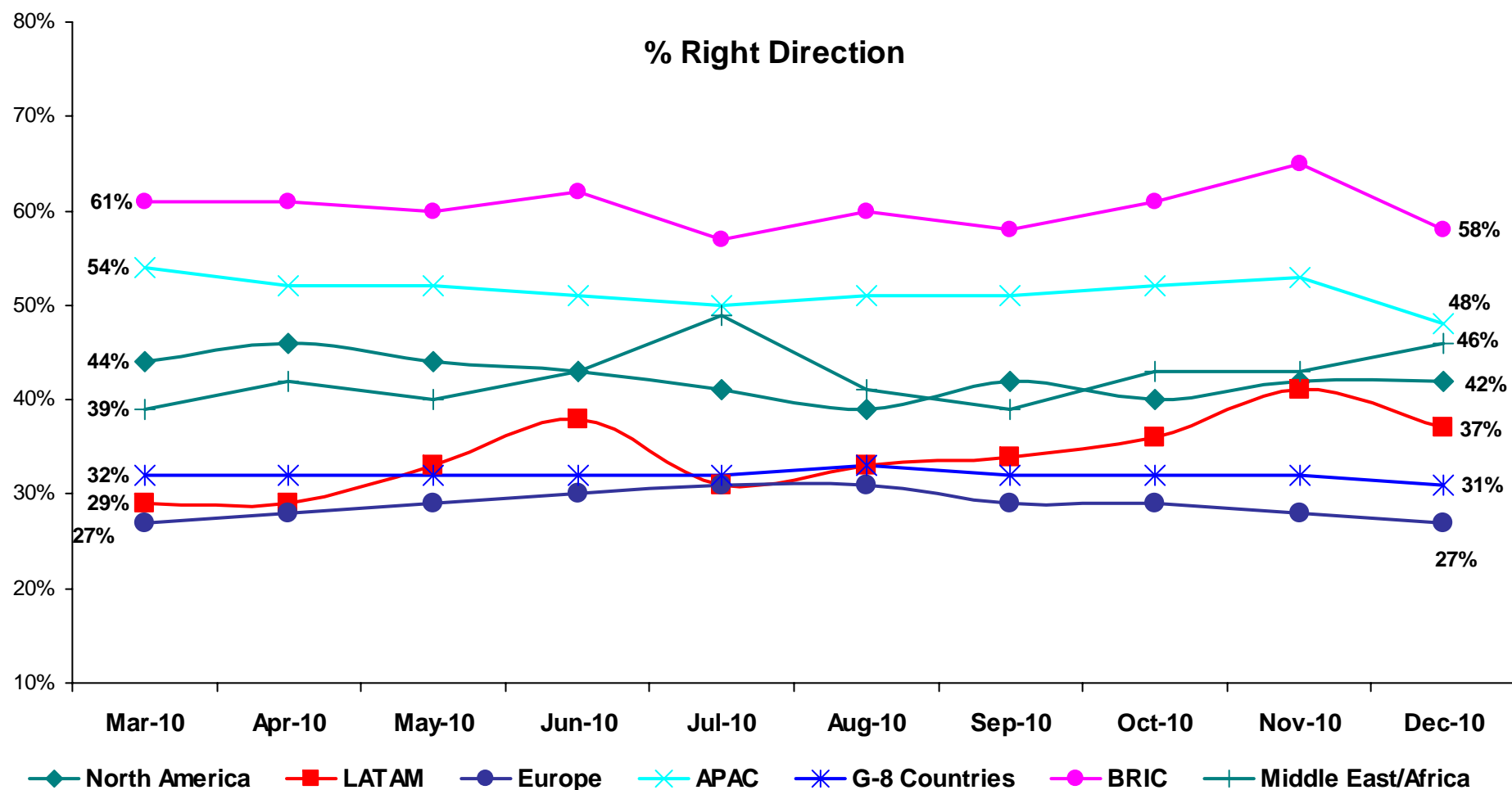


Countries Ranked by Net Improvement, Decline or No Change

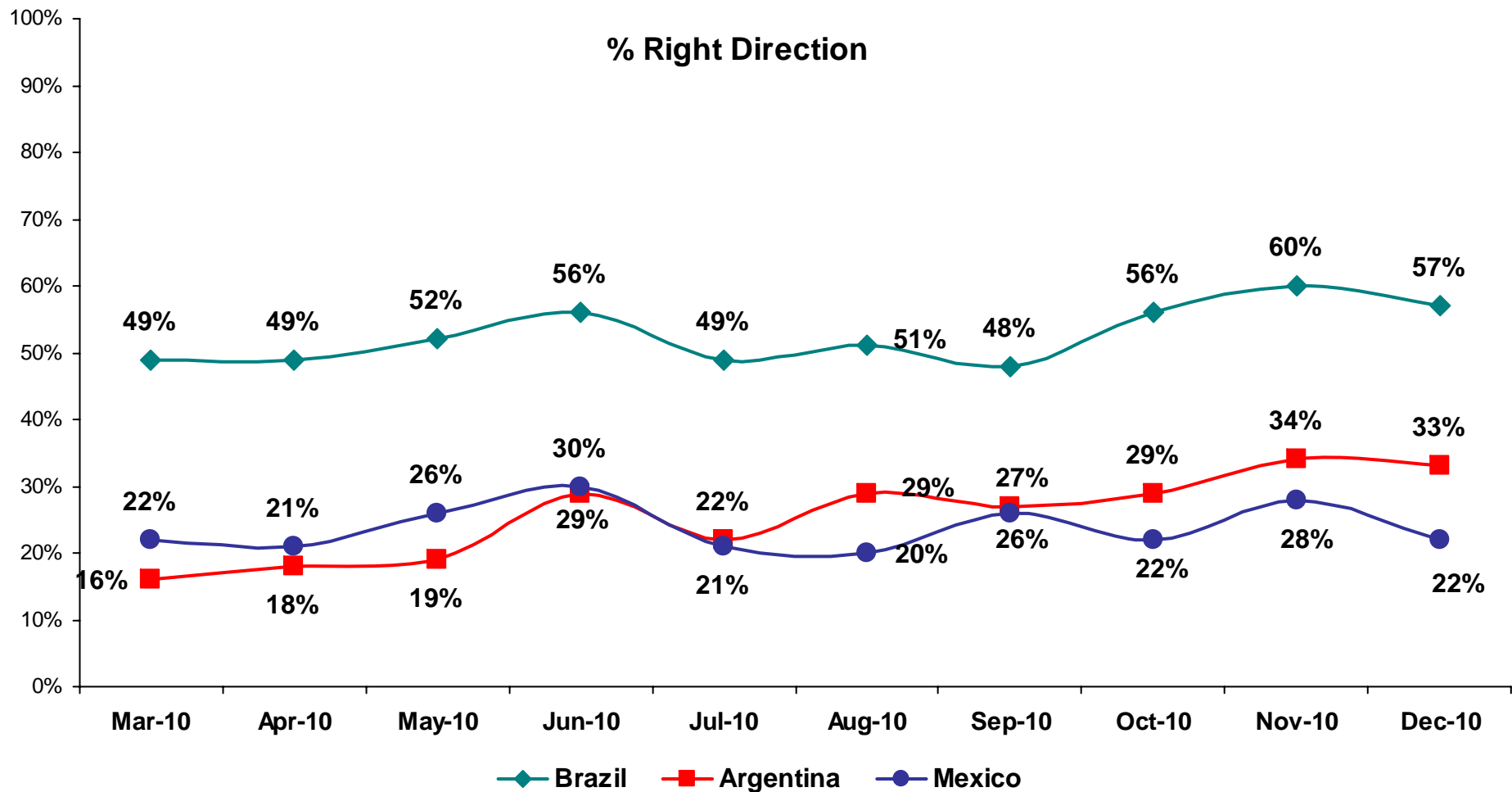
Compared to Last Month: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



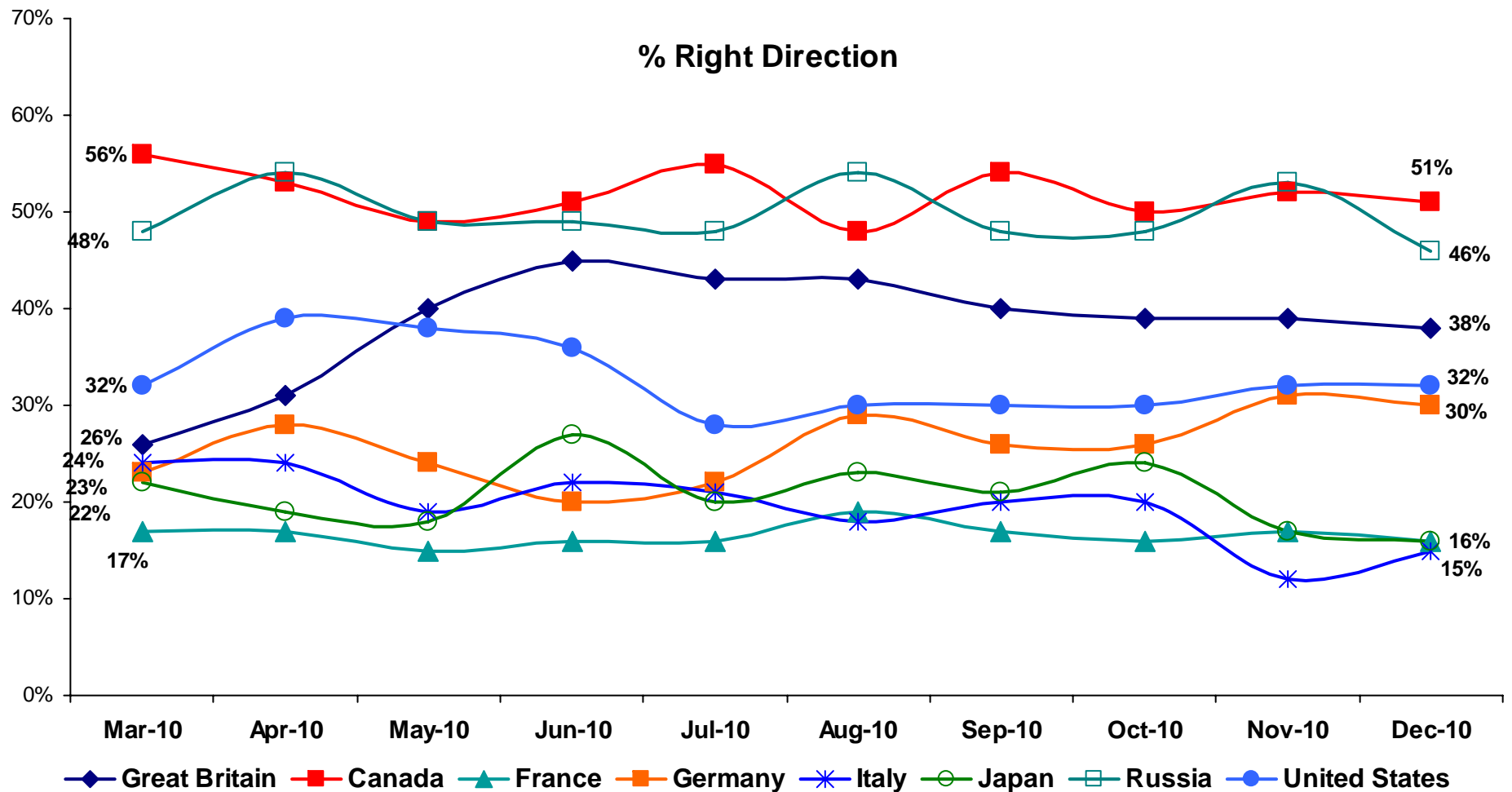
All Regions: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



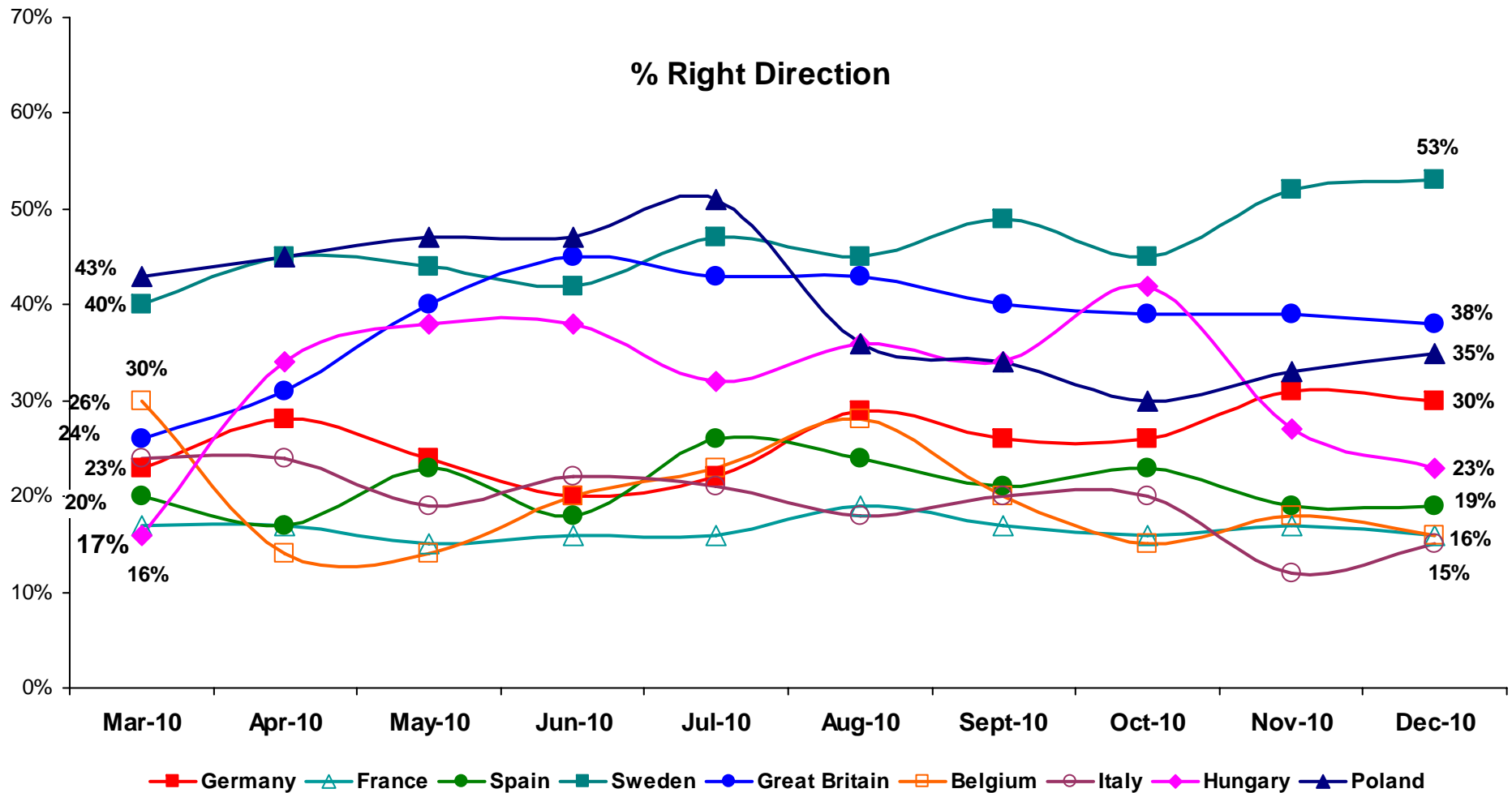
LATAM Countries: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



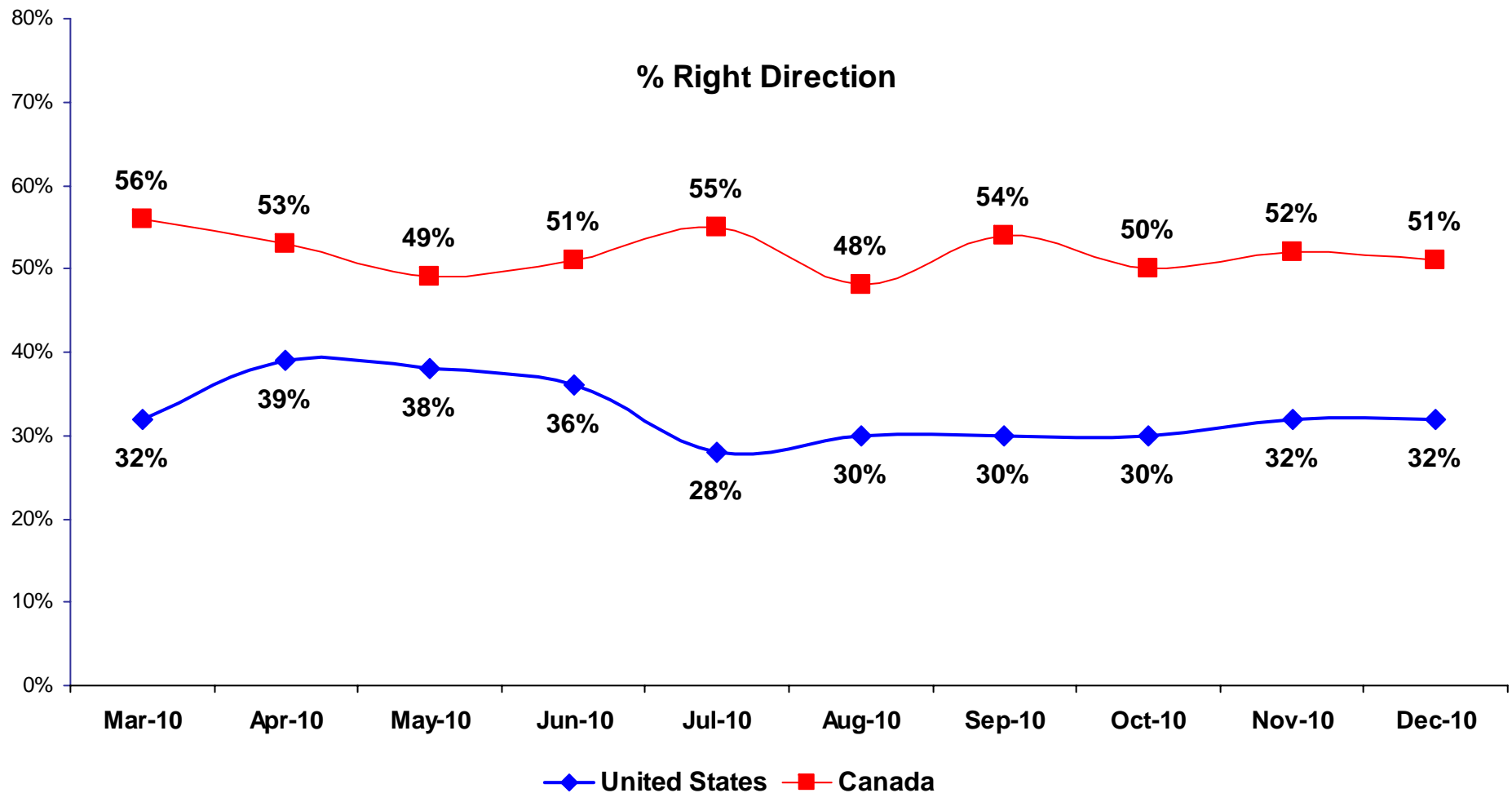
G8 Countries: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



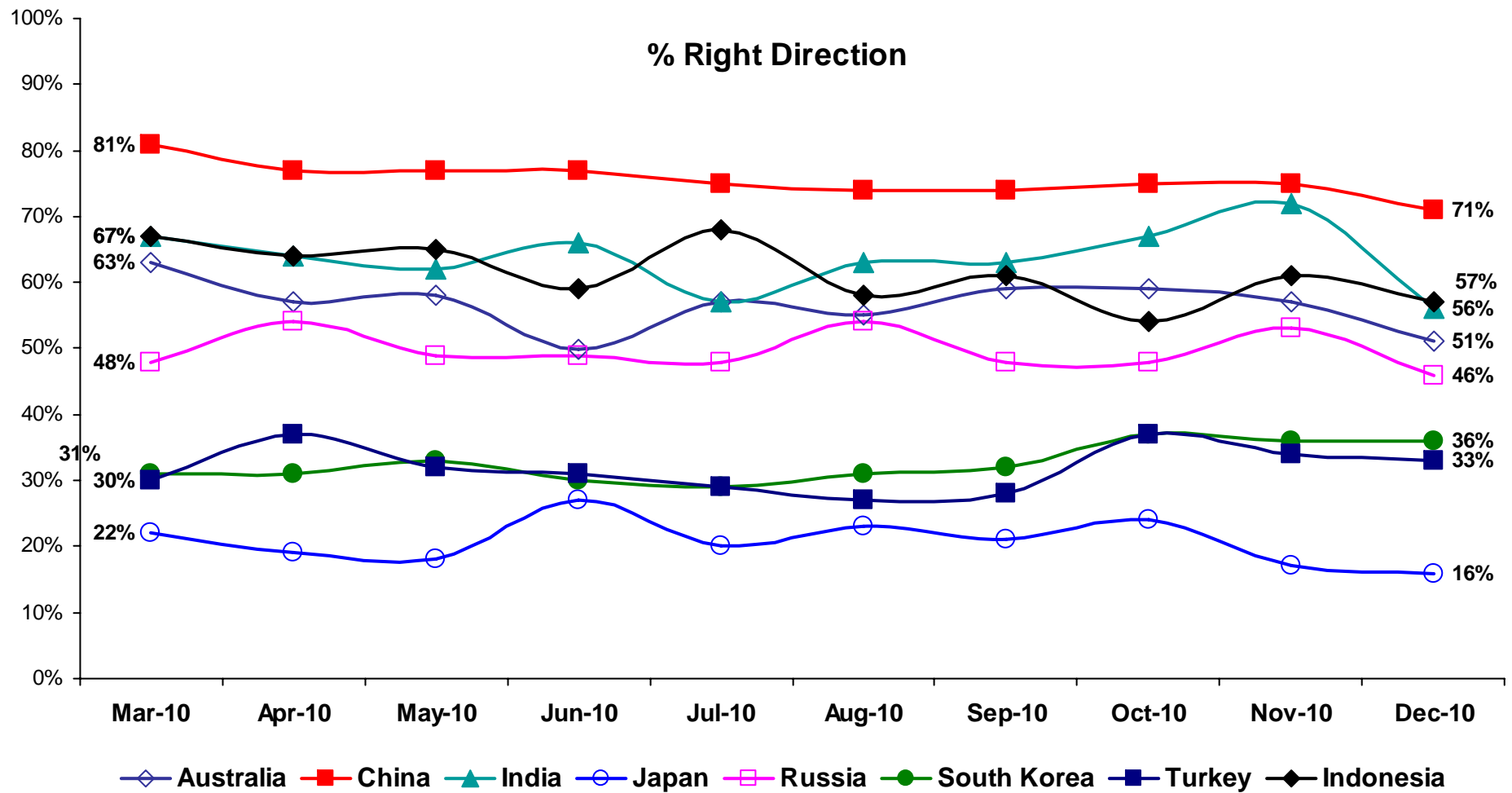
European Countries: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



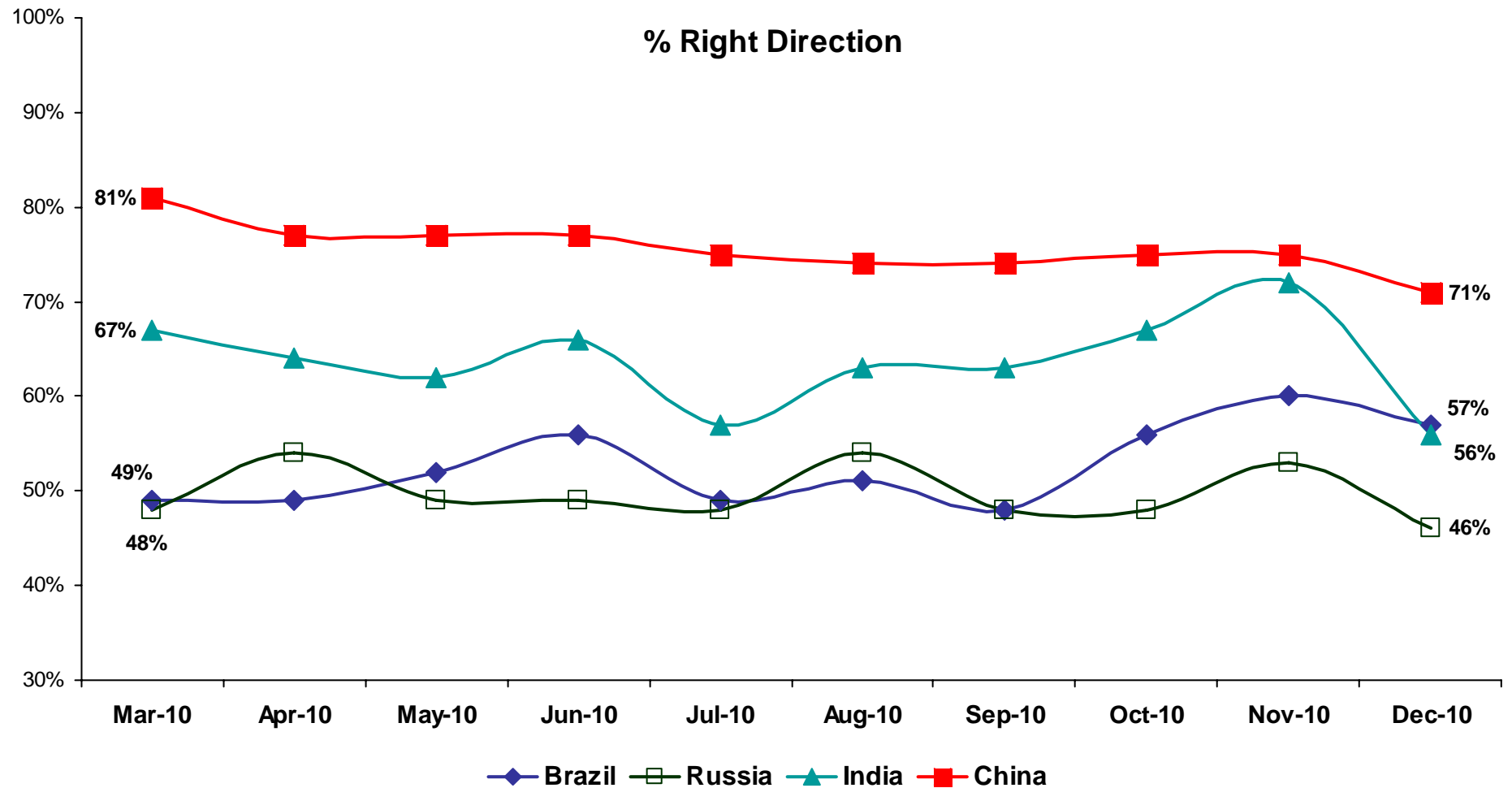
North American Countries: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



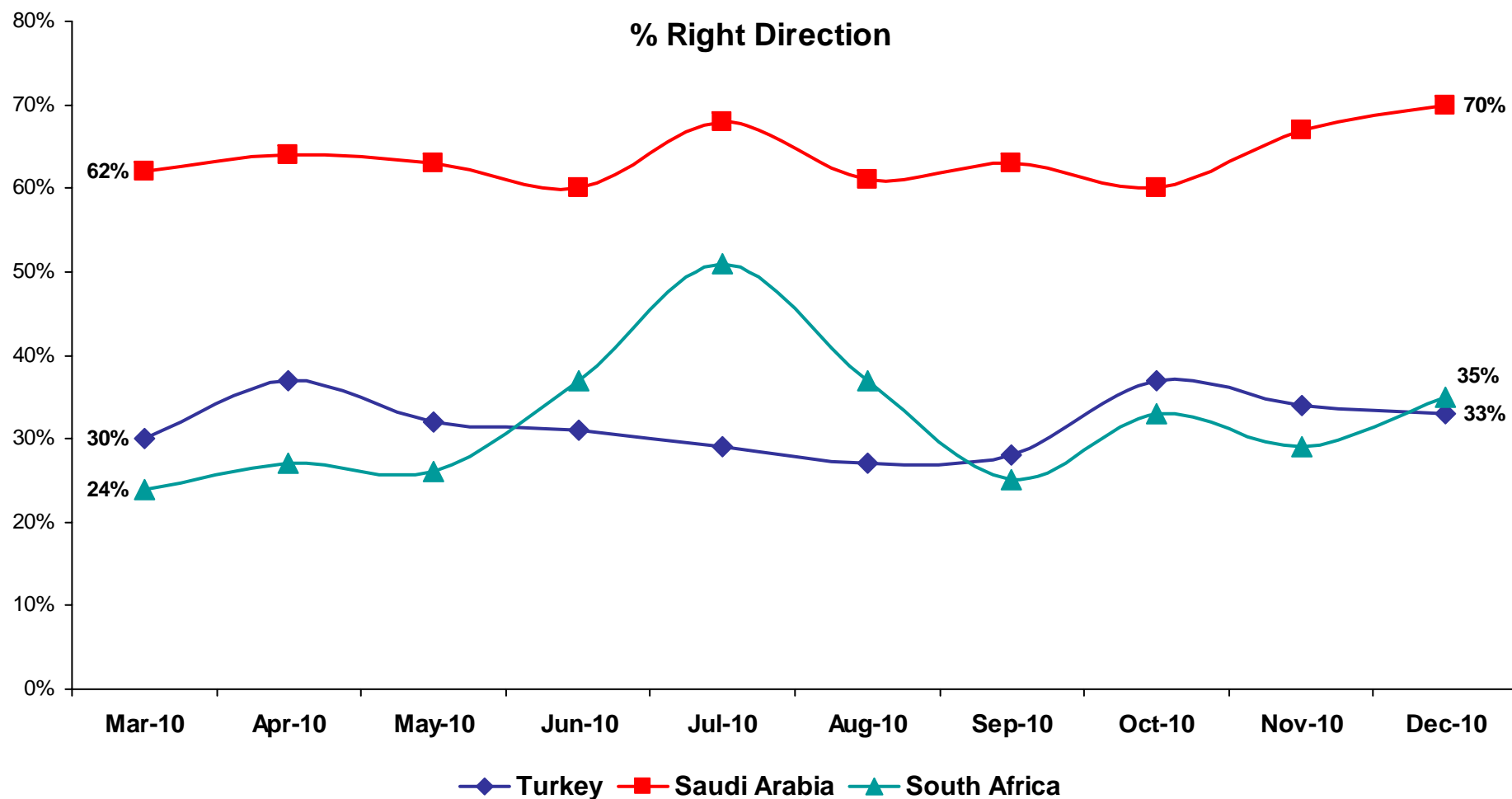
APAC Countries: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



BRIC Countries: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



Middle East/African Countries: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?





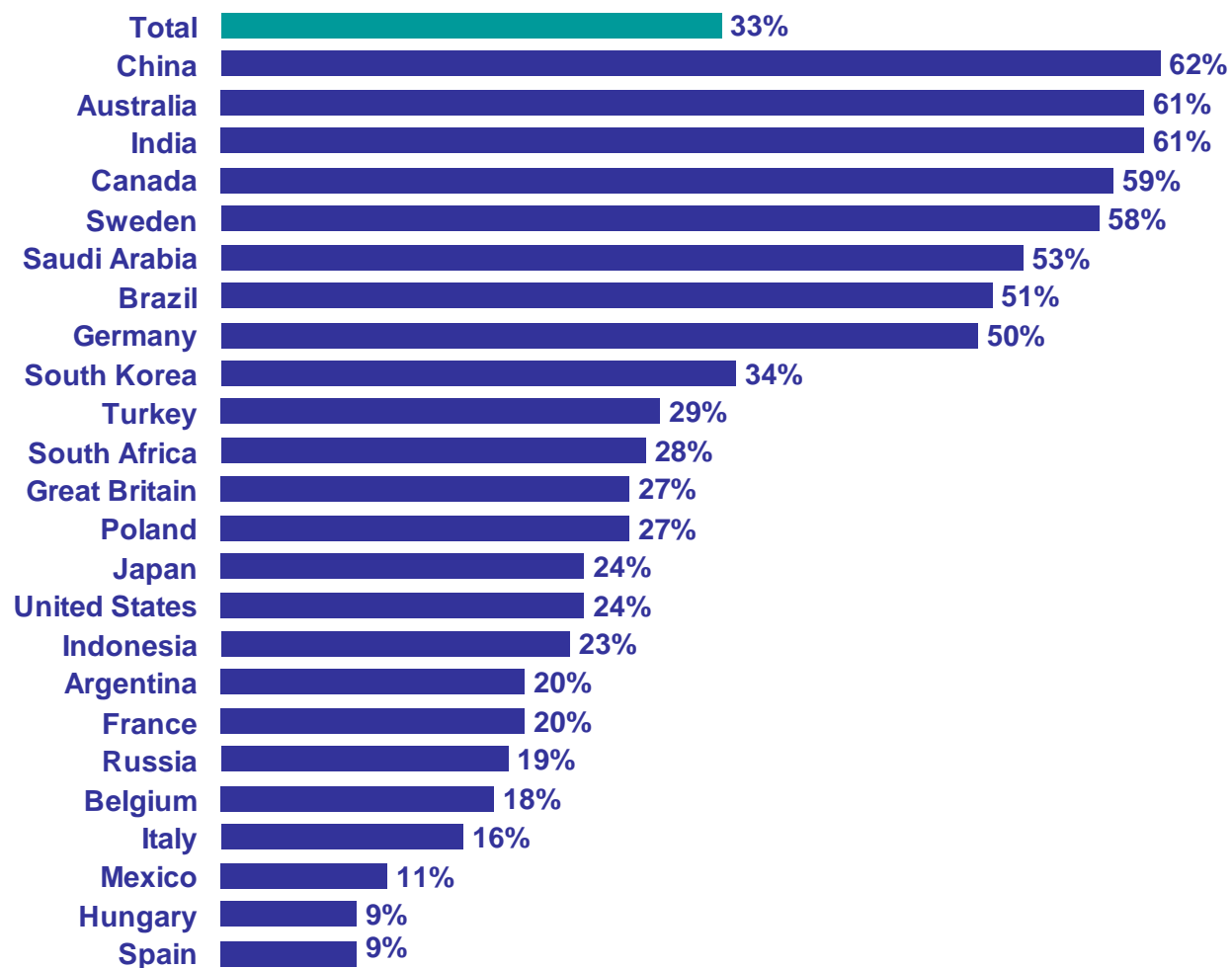
Global @dvisor

Satisfaction With the Way Things Are Going in their Country Today



Now, thinking about your country, overall, are you satisfied or dissatisfied with the way things are going in your country today?

% Satisfied



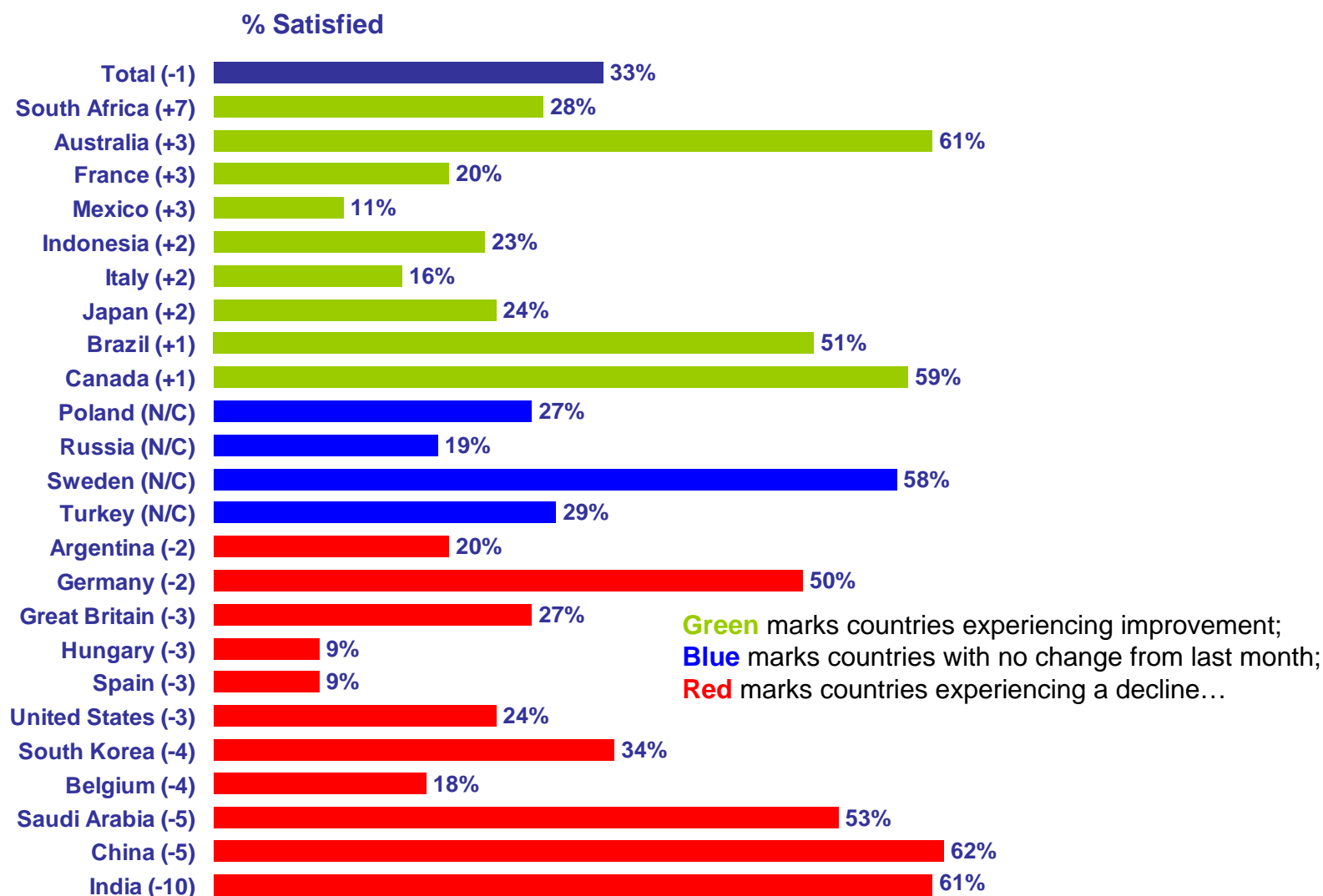
Now, thinking about your country, overall, are you satisfied or dissatisfied with the way things are going in your country today?

% Satisfied

	Mar 2010	April 2010	May 2010	June 2010	July 2010	Aug 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010
Total	33%	35%	33%	34%	36%	34%	33%	34%	34%	33%
Argentina	11%	15%	13%	23%	18%	17%	16%	16%	22%	20%
Australia	72%	63%	60%	58%	61%	55%	63%	65%	58%	61%
Belgium	35%	16%	16%	20%	28%	29%	25%	18%	22%	18%
Brazil	38%	44%	48%	46%	45%	48%	40%	49%	50%	51%
Canada	62%	61%	55%	60%	61%	58%	60%	55%	58%	59%
China	68%	70%	67%	66%	66%	67%	66%	67%	67%	62%
France	19%	21%	15%	16%	17%	19%	17%	18%	17%	20%
Germany	45%	52%	41%	40%	48%	53%	51%	50%	52%	50%
Great Britain	32%	33%	32%	30%	32%	34%	31%	30%	30%	27%
Hungary	5%	15%	15%	16%	16%	16%	15%	23%	12%	9%
India	68%	71%	67%	69%	63%	65%	70%	70%	71%	61%
Indonesia	26%	25%	23%	22%	34%	21%	27%	27%	21%	23%
Italy	20%	20%	17%	19%	20%	20%	18%	19%	14%	16%
Japan	21%	21%	20%	23%	20%	23%	21%	26%	22%	24%
Mexico	12%	11%	11%	10%	10%	8%	6%	8%	8%	11%
Poland	34%	40%	37%	37%	33%	26%	26%	23%	27%	27%
Russia	22%	26%	25%	24%	22%	24%	20%	23%	19%	19%
Saudi Arabia	45%	49%	50%	47%	54%	50%	50%	48%	58%	53%
South Africa	17%	24%	23%	31%	46%	29%	19%	26%	21%	28%
South Korea	31%	31%	31%	33%	31%	30%	35%	33%	38%	34%
Spain	13%	10%	11%	8%	19%	15%	15%	15%	12%	9%
Sweden	53%	54%	50%	59%	63%	62%	57%	57%	58%	58%
Turkey	27%	36%	32%	29%	27%	31%	27%	31%	29%	29%
United States	24%	31%	32%	27%	25%	24%	22%	25%	27%	24%

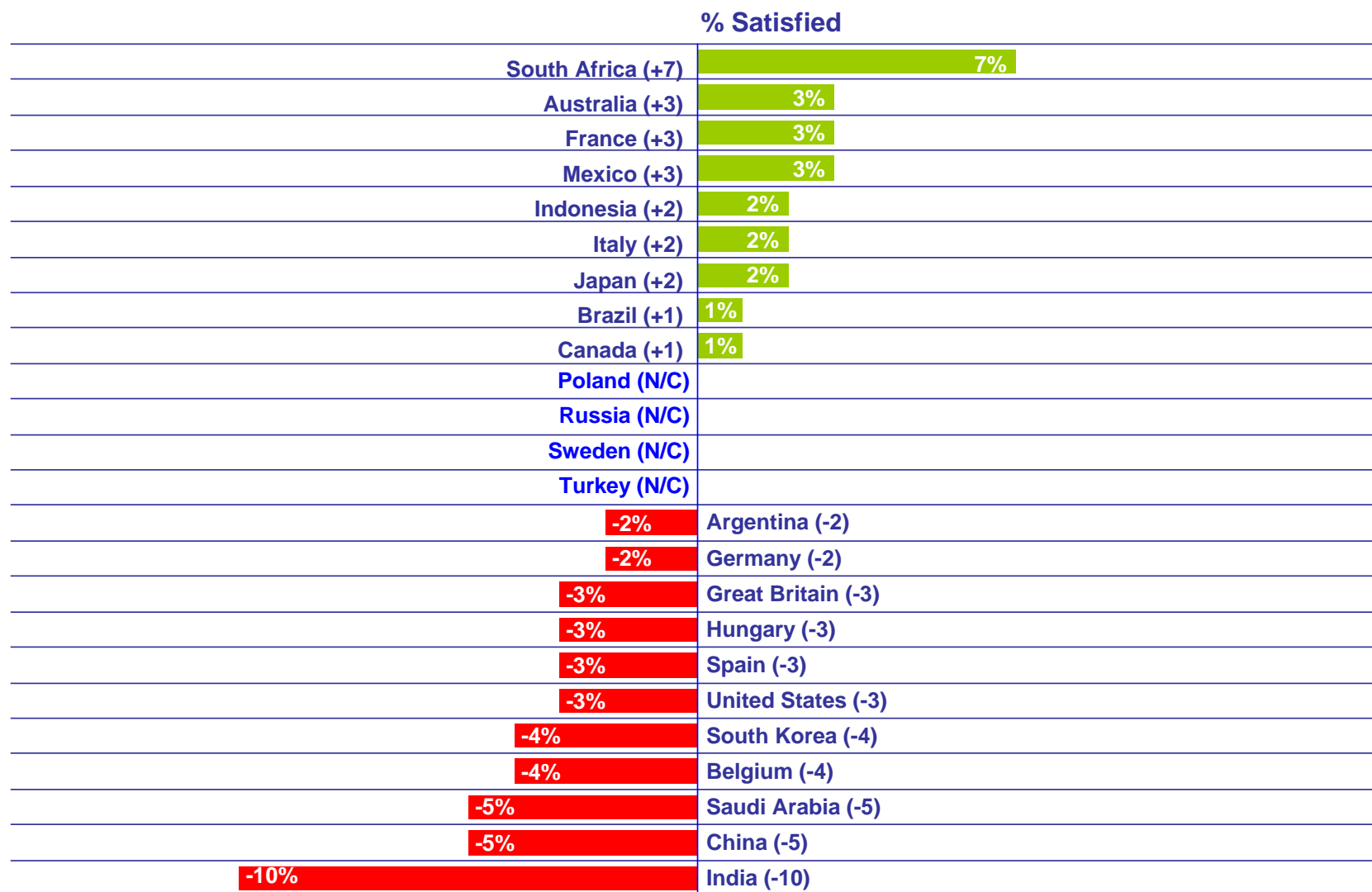
Countries Ranked and Marked By Change In Assessment From Last

Month (Left Column): Now, thinking about your country, overall, are you satisfied or dissatisfied with the way things are going in your country today?

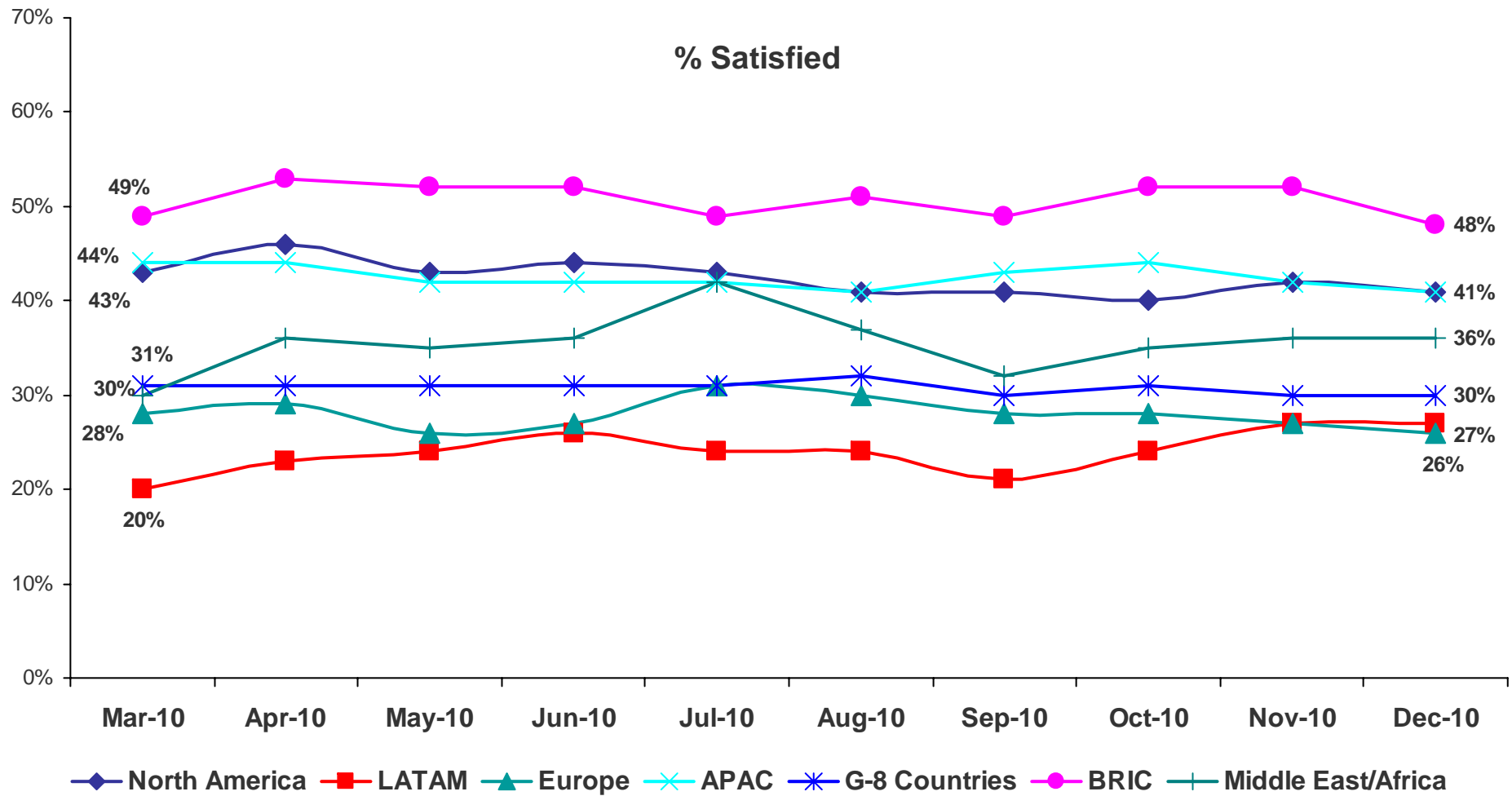


Countries Ranked by Net Improvement, Decline or No Change

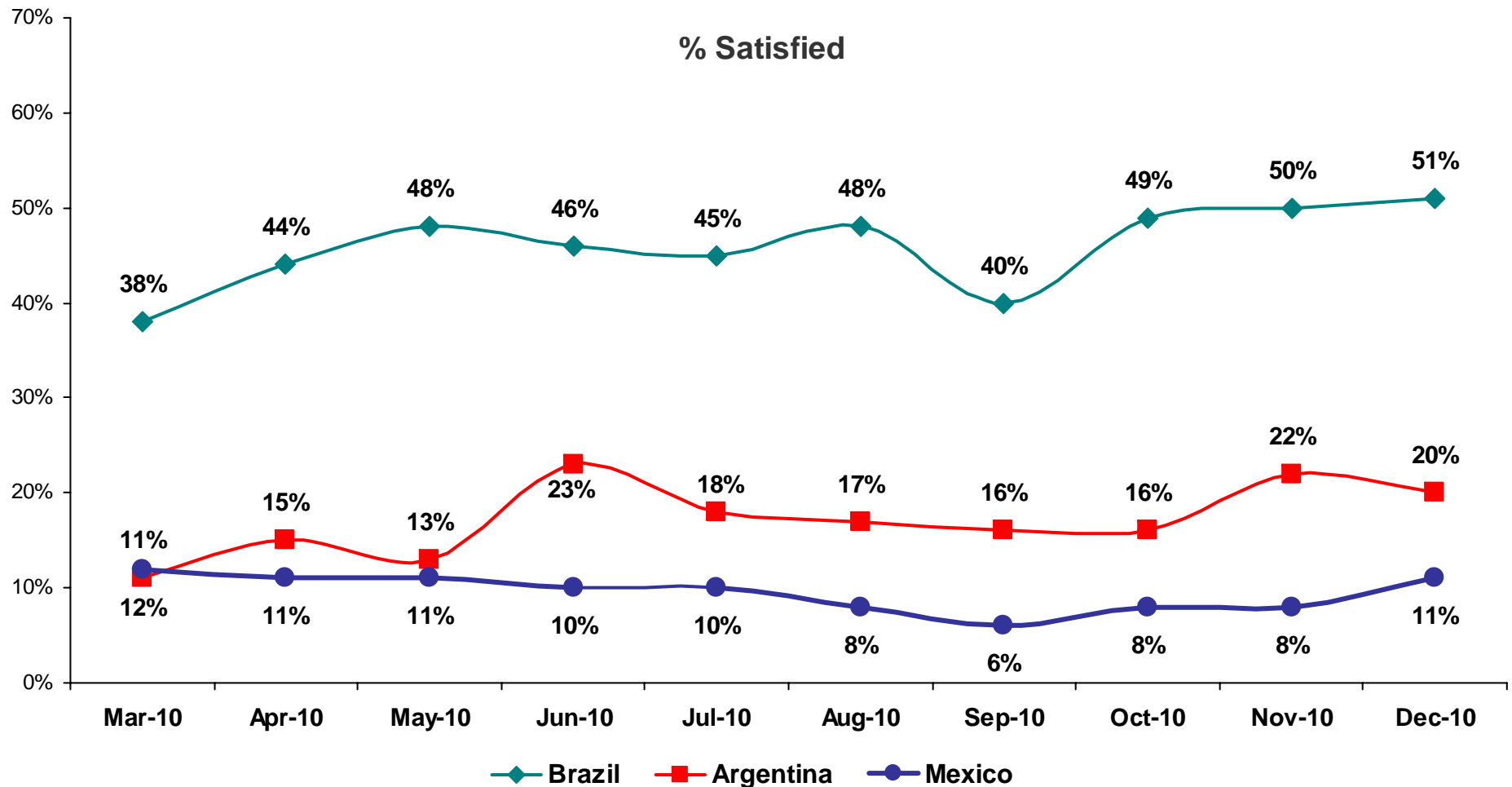
Compared to Last Month: Now, thinking about your country, overall, are you satisfied or dissatisfied with the way things are going in your country today?



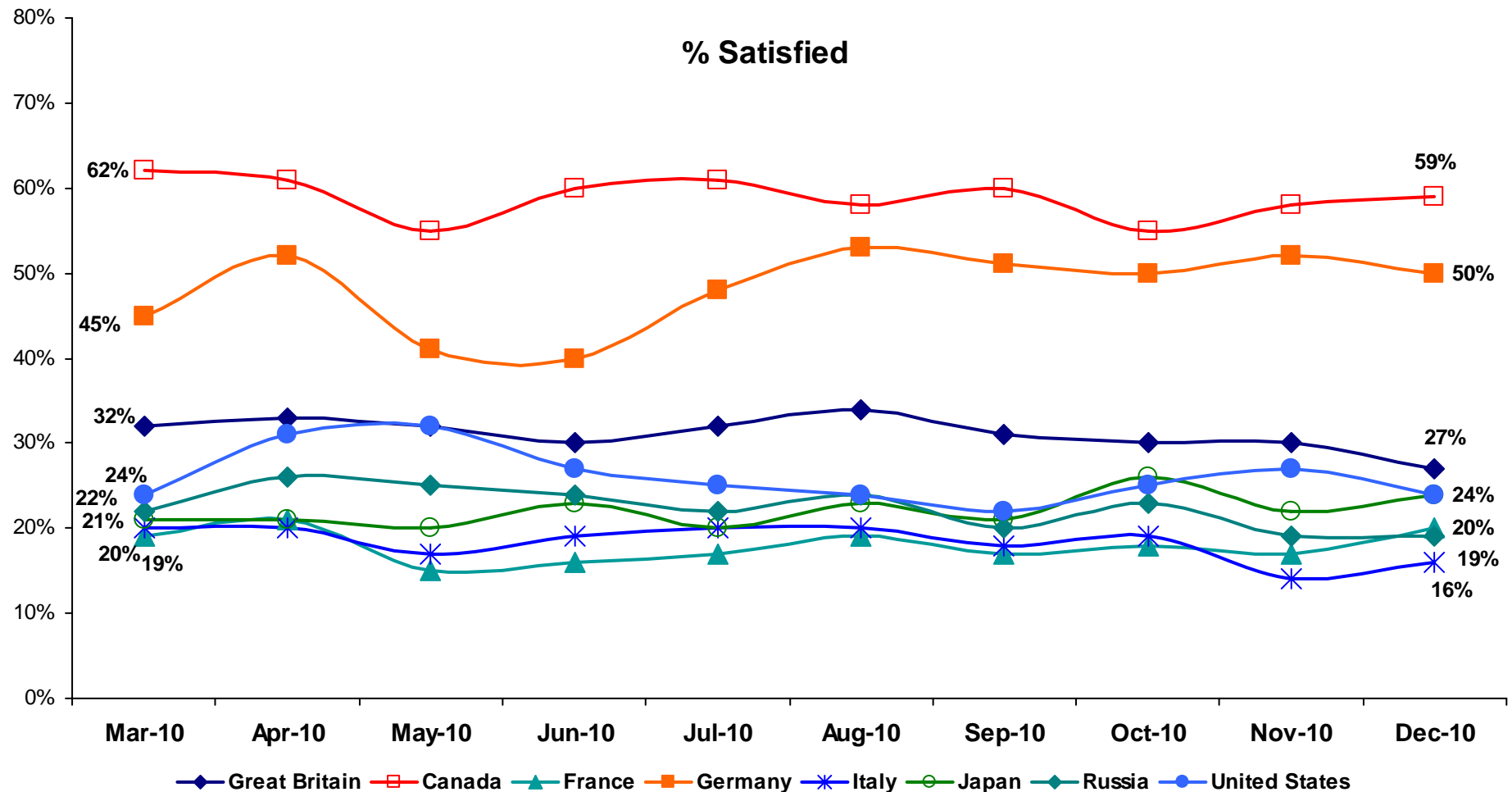
All Regions: Now, thinking about your country, overall, are you satisfied or dissatisfied with the way things are going in your country today?



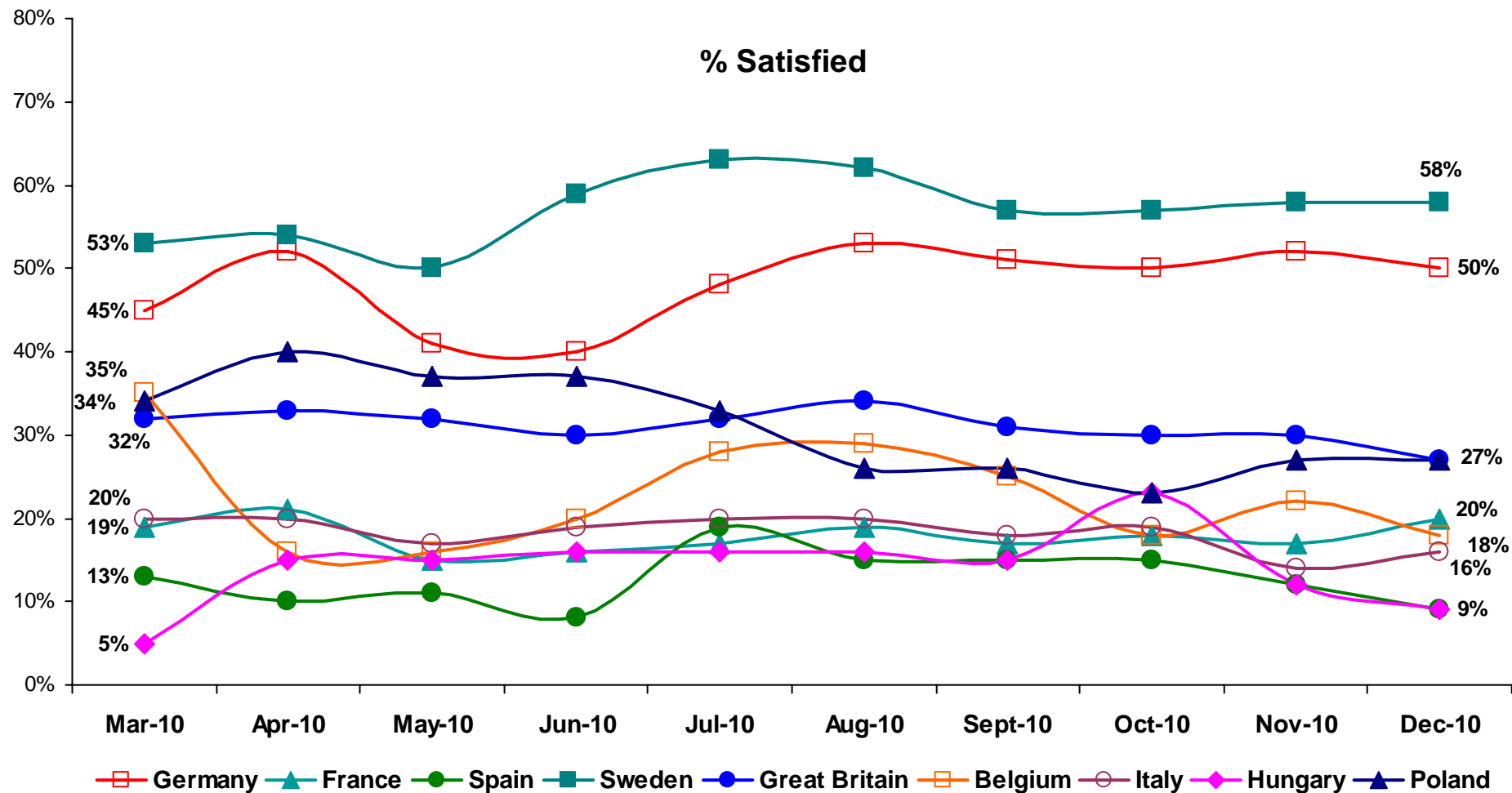
LATAM Countries: Now, thinking about your country, overall, are you satisfied or dissatisfied with the way things are going in your country today?



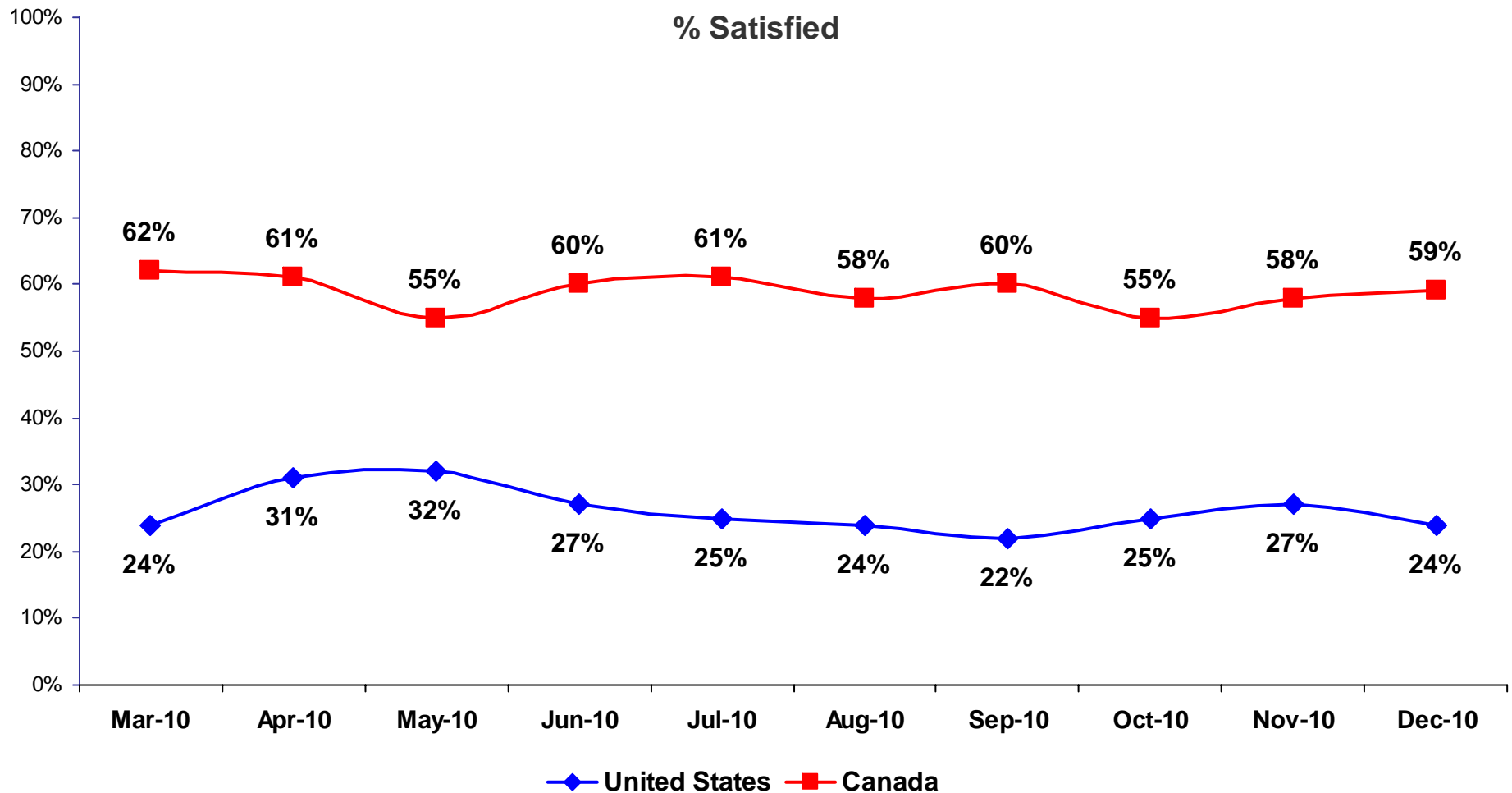
G8 Countries: Now, thinking about your country, overall, are you satisfied or dissatisfied with the way things are going in your country today?



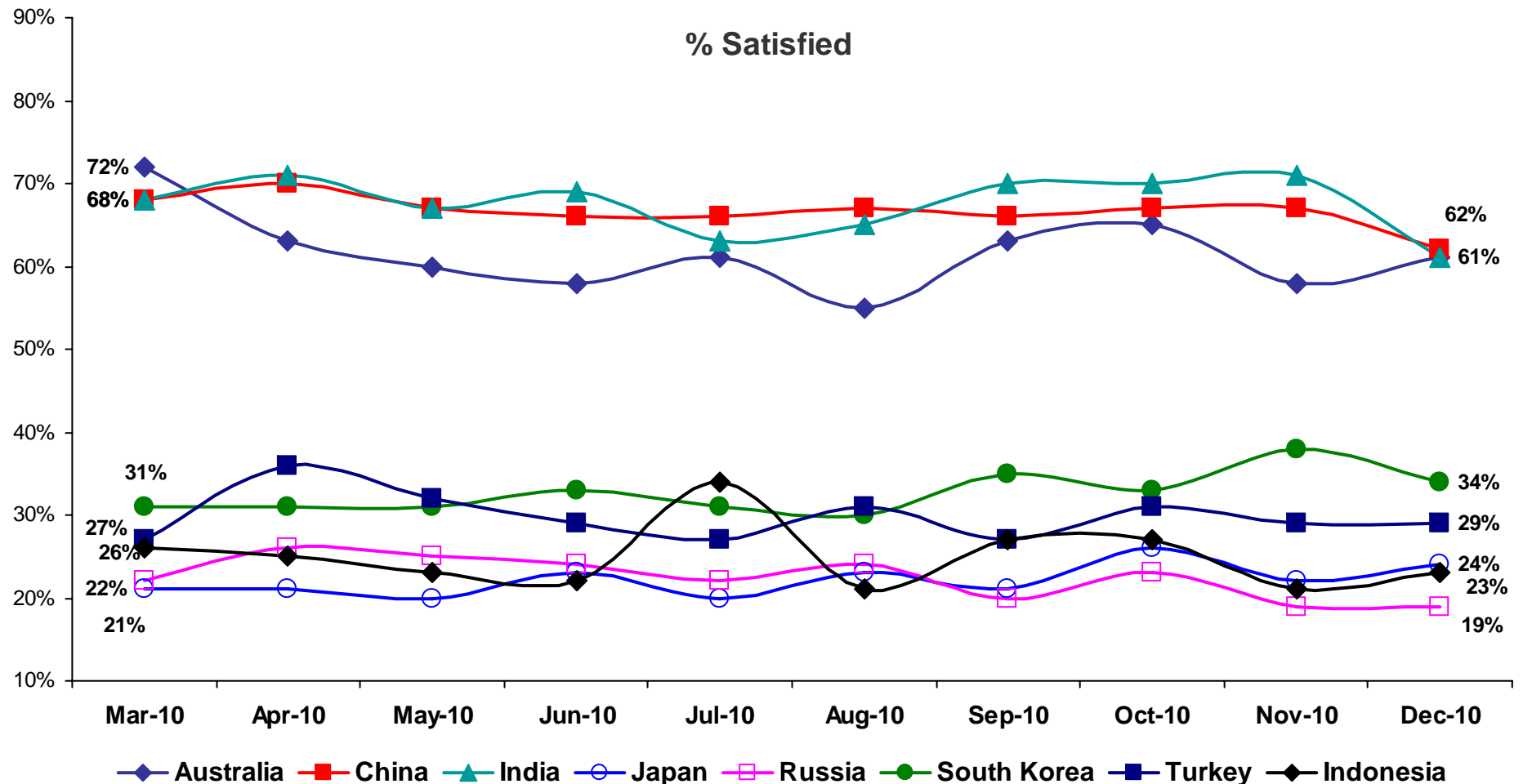
European Countries: Now, thinking about your country, overall, are you satisfied or dissatisfied with the way things are going in your country today?



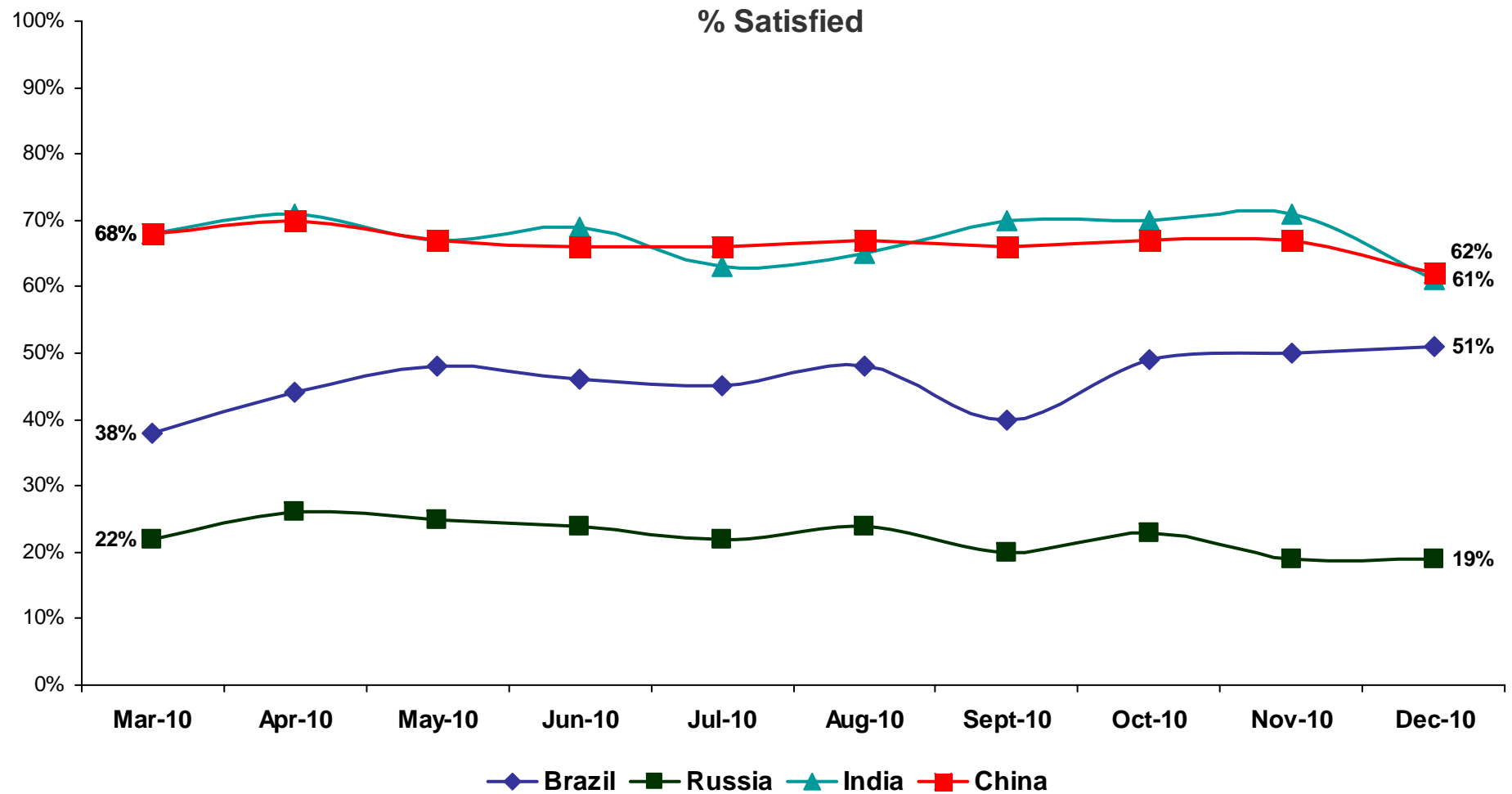
North American Countries: Now, thinking about your country, overall, are you satisfied or dissatisfied with the way things are going in your country today?



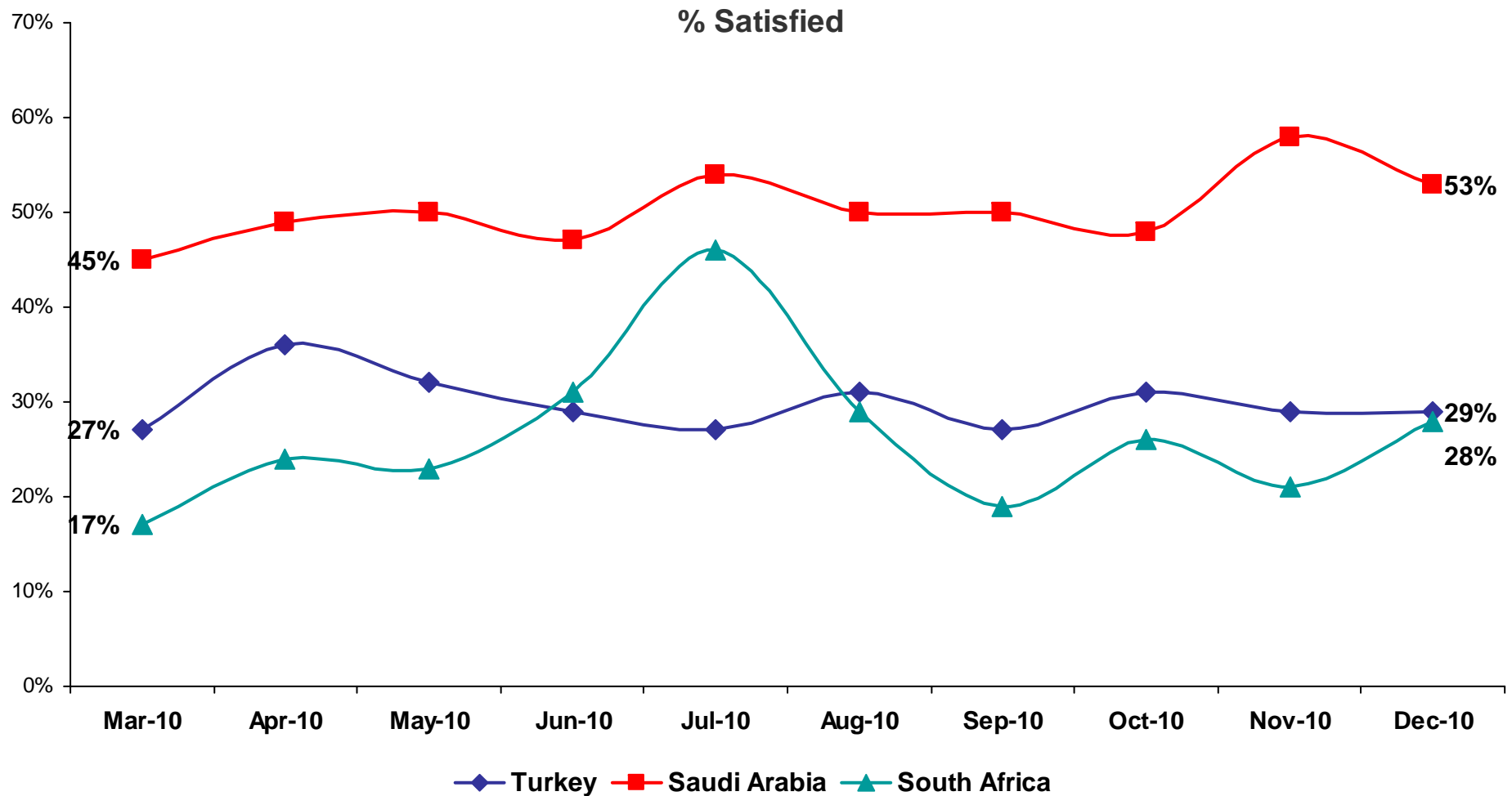
APAC Countries: Now, thinking about your country, overall, are you satisfied or dissatisfied with the way things are going in your country today?



BRIC Countries: Now, thinking about your country, overall, are you satisfied or dissatisfied with the way things are going in your country today?



Middle East/African Countries: Now, thinking about your country, overall, are you satisfied or dissatisfied with the way things are going in your country today?





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