

# 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:
  - **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:
  - **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:
  - **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. The global average across all three assessments of national, local and the future of the economy **has stood still from last month to this despite individual country movements**
2. Individual countries have their own stories to tell:
  - **Canada is the superstar this wave, showing the highest cumulative growth** on all three measures
  - **India**, while still a world leader, **drops significantly** on all three measures
  - **Saudi Arabia, China remain stable world leaders** on all three measures
  - **Sweden** jumps seven points on national economic confidence but does not predict a bright local future
  - **Poland's declines** this wave represent **steady downward slopes** over the past year

# GLOBAL ECONOMIC ASSESSMENT AVERAGE AT A STANDSTILL

## Is This the ‘New Normal’?

2011 has kicked off with a continuation of the relatively flat assessment of the 2010 average: 40% say the current economic condition in their country is “good”.

The global assessment managed to maintain a stable two-point increase since January 2010 (38%) but remains substantially behind spring 2007 levels (57%).

Observers have to ask themselves: what does this modest 2 point increase over the past year mean? Has the global economy truly stagnated, and for how long, or is the pause indicative of a slowly-but-surely, inch by inch, long term recovery? Is this the new reality where the BRIC nations most of the time and a few others keep their engines at full torque while others remain mired in the muck or buried in it?

But while January’s sounding remains stagnant on the top line, there are movements by a number of countries that merit reporting...

## Some Individual Country Observations on the Strength of National Economic Situations

Sweden is now, and for the first time since 2007 when Ipsos started tracking these measures, at the top of all 24 countries who assess their economy as “good” – up seven points to 82%. As Europe’s fastest-growing economy, Sweden outshines Germany (up one point to 64%), last year’s juggernaut.

After a dip in late 2010, Canada has rebounded to earlier 2010 levels by rising 6 points this wave to 68% who give a positive assessment of the national economy. In fact, of all of the countries measured this time it’s Canada that manages to score a trifecta by rising substantially in current and future assessments.

The sharpest decreases are evident in this wave in Asia-Pacific. Sharp spikes in food prices in both India and Indonesia may have caused each to **drop 11 points in their relative national economic assessments**, pushing India (76%) from first to fourth place and Indonesia (37%) down to the middle of the pack this wave.

Great Britain has scrapped its way out of the bottom of the global national assessment barrel with an increase of two points to 15%. The bottom five now rank: Hungary (3%), Spain (4%), Japan (6%), France (11%) and Italy (11%).

# Global Aggregate of Local Economic Assessment Remains Unchanged

Next is the assessment of the local economy on a country by country basis. The global average, which has not changed from last month, is not terribly encouraging as it sits at 30% but there are regions and countries worth mentioning...

North America is up three points to 34%. Canada drives this increase with a positive local economic assessment up 7 points to 49% while the United States continues to sputter dropping 1 point to 19%.

Despite the devastating floods, Australians are apparently not feeling the financial impact this January: Australia is on top of all countries ranked in local economic assessments with a five point increase to 60%.

Saudi Arabia and China continue in the upper echelon of countries reporting their assessment of their local economies, despite the former dropping one point (57%) and the latter rising one point (56%) this wave.

Japan has dropped two points to 4%, solidifying its place at the bottom of the global list after Spain (9%) and Hungary (12%).

## Nothing's Changed: Three in Ten Continue to Think their Local Economy Will be Stronger Six Months From Now

Finally, Global citizens retain the hesitancy they adopted in December when their outlook on the future of their local economy dropped two points: only 27% say they think it will be stronger in the next six months.

Despite consumer prices rising in January at the fastest pace since 2005, Brazil continues to be the definite global frontrunner in optimism concerning the local economy with 73% saying they expect the local economy to be much stronger in the next six months. Brazil is followed at some length by second place India at 55%.

Poland (12%) witnessed the sharpest decrease compared to all other countries assessed (-9 points) in January and now keeps company with the lowest-ranked nations, France (5%) and Japan (8%), on this measure.

Germany rebounds from December's dip as outlook raises 3 points and puts local optimism back to 30%.

# The Economic Pulse of the World

Citizens in 24 Countries Assess the Current State of their Country's Economy for a Total Global Perspective:

## THE THREE KEY MEASURES AT A GLANCE AND THEIR CHANGES FROM THE LAST ASSESSMENT

### The Current National Economic Assessment: All Countries at a Glance Compared to the Last Wave... Sweden Now on Top

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	
Sweden	82%	Sweden	▲	7	Indonesia	▼	11	Hungary	3%
Saudi Arabia	80%	Canada	▲	6	India	▼	11	Spain	4%
Australia	78%	Argentina	▲	6	South Africa	▼	6	Japan	6%
India	76%	Turkey	▲	5	Brazil	▼	6	Italy	11%
China	74%	Australia	▲	3	Poland	▼	5	France	11%
Canada	68%	Belgium	▲	3	South Korea	▼	5		
Germany	64%	China	▲	2	Italy	▼	3		
Brazil	56%	Great Britain	▲	2	Spain	▼	3		
		Germany	▲	1	Japan	▼	3		
		United States	▲	1	Hungary	▼	3		
					Saudi Arabia	▼	1		
					Russia	▼	1		
					France	▼	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?



## The Current National Economic Assessment: Regions at a Glance Compared to the Last Wave....

**BRIC and APAC ▼4 points each, North America ▲4**

REGION (in descending order by NET)	NET ‘Good’	CHANGE (since last sounding)
BRIC	58%	▼4%
Middle East/Africa	57%	▼1%
APAC	47%	▼4%
North America (Can/US)	44%	▲4%
LATAM	42%	N/C
G8	28%	▲1%
Europe	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?

## The Current Local Economic Assessment: 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	
Australia	60%	Canada	▲	7	Brazil	▼	9	Japan	4%
Saudi Arabia	57%	Mexico	▲	5	India	▼	9	Spain	9%
China	56%	Australia	▲	5	Indonesia	▼	7	Hungary	12%
Sweden	53%	South Africa	▲	4	South Korea	▼	5	Italy	14%
India	51%	Belgium	▲	4	Italy	▼	4	France	14%
Canada	49%	Hungary	▲	3	Poland	▼	3		
		France	▲	2	Germany	▼	3		
		Turkey	▲	2	Sweden	▼	2		
		Argentina	▲	2	Japan	▼	2		
		China	▲	1	United States	▼	1		
		Russia	▲	1	Spain	▼	1		
					Saudi Arabia	▼	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

## The Current Local Economic Assessment: All Regions Have Shifted Except for Europe

REGION (in descending order by NET)	NET 'Strong' Top 3 Box (5-6-7)	CHANGE (since last sounding)
BRIC	42%	▼4%
Middle East/Africa	41%	▲2%
North America	34%	▲3%
APAC	34%	▼2%
LATAM	31%	▼1%
Europe	22%	N/C
G-8 Countries	22%	N/C

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



## The Six Month Outlook on the Local Economy: All Countries at a Glance Compared to the Last Wave

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	73%	Turkey	▲	7	Poland	▼	9	France	5%
India	55%	China	▲	5	India	▼	6	Japan	8%
China	49%	Canada	▲	4	Brazil	▼	5	Poland	12%
Saudi Arabia	45%	Italy	▲	3	Sweden	▼	4	Hungary	12%
Argentina	42%	Germany	▲	3	Indonesia	▼	4		
		United States	▲	2	South Korea	▼	3		
		Hungary	▲	2	Mexico	▼	3		
		Belgium	▲	1	Saudi Arabia	▼	2		
		Great Britain	▲	1	Argentina	▼	1		
		South Africa	▲	1	Australia	▼	1		
		France	▲	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?

## The Six Month Outlook on the Local Economy: Middle East and North America Have Grown in Optimism While Rest of the World Wavers

REGION (in descending order by NET)	NET 'Stronger'	CHANGE (since last sounding)
LATAM	49%	▼3%
BRIC	48%	▼2%
Middle East/Africa	34%	▲2%
North America	29%	▲3%
APAC	29%	▼1%
G-8 Countries	18%	▲1%
Europe	15%	▼1%

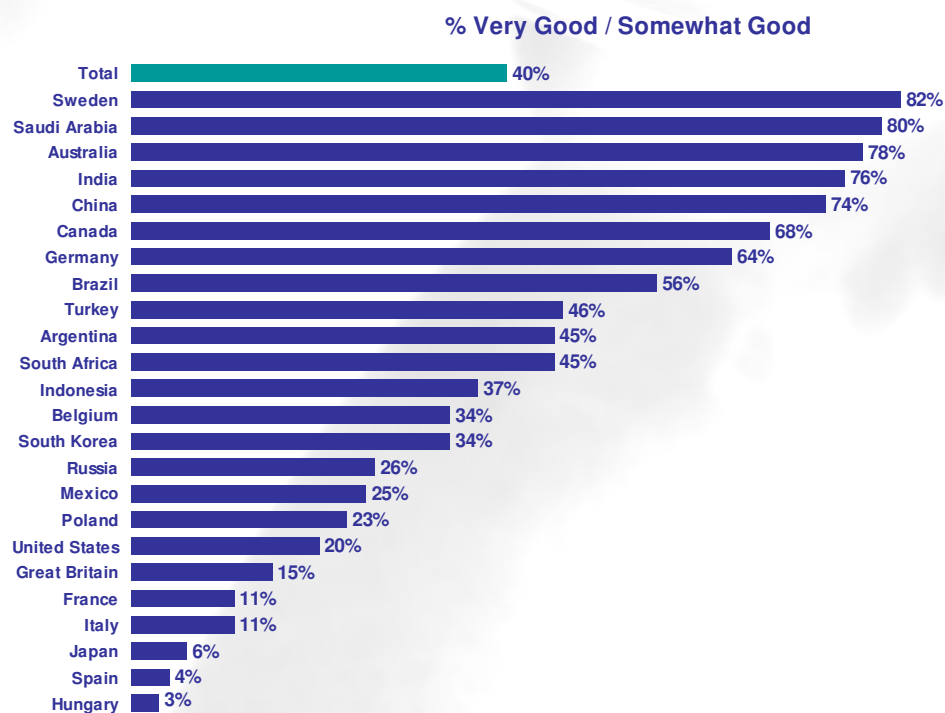
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

# DETAILED FINDINGS

## Assessing The Current Economic Situation in Their Country

Four in Ten [40%, ▼1 from December 2010]

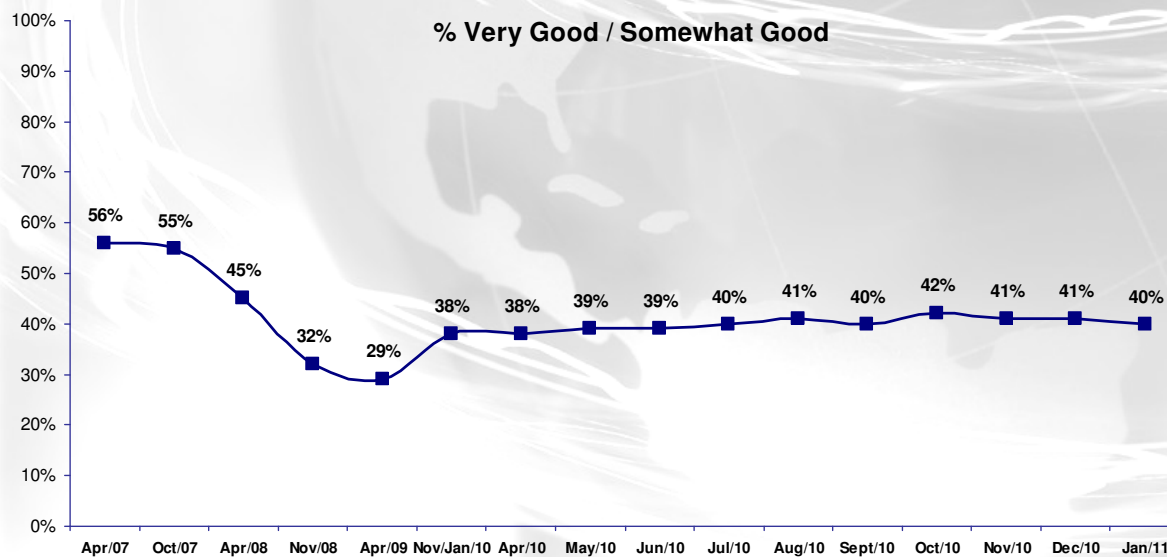
Global Citizens Assess the Current Economic Situation in their Country as “Good”



Now 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?

## Global Average Tracked ▼1

### Global Citizens Assess the Current Economic Situation in their Country as “Good”



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

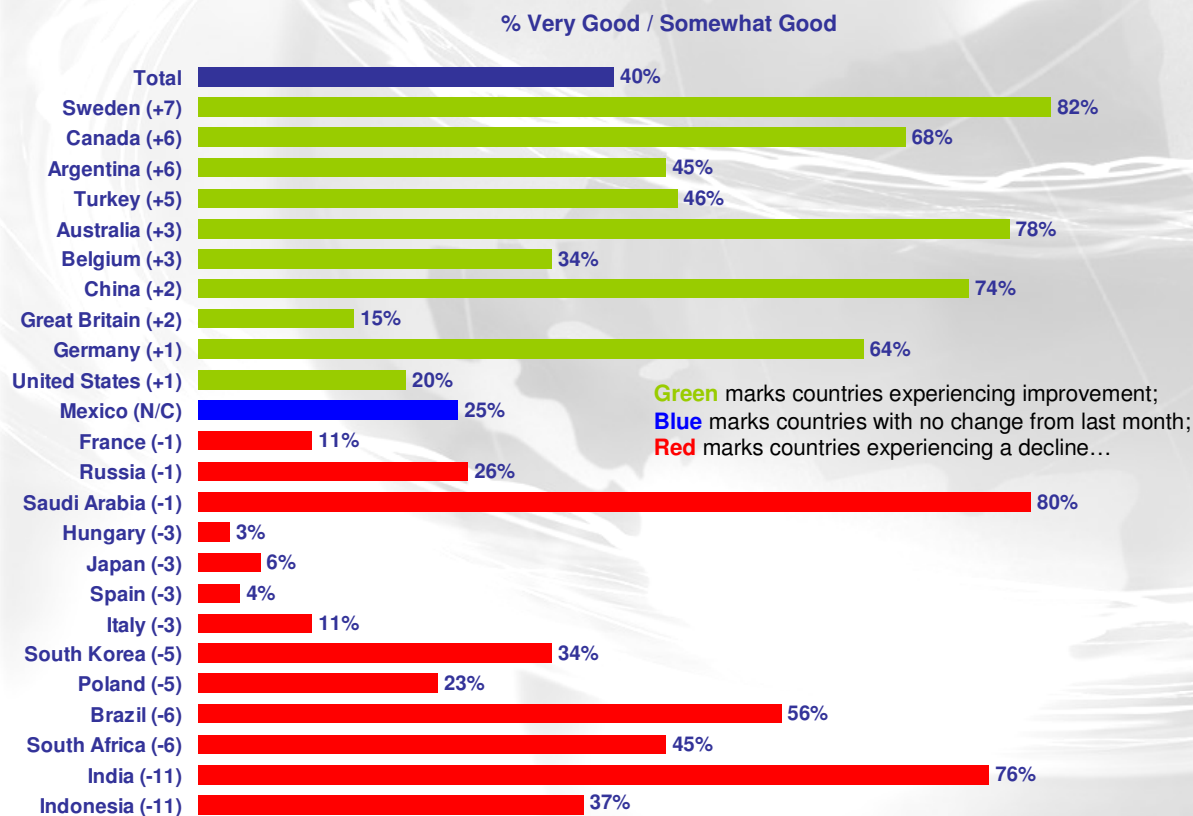
Is it very good, somewhat good, somewhat bad or very bad?

## 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	Jan 2011
Argentina	50%	32%	26%	19%	18%	28%	21%	25%	27%	39%	34%	36%	38%	35%	42%	39%	45%
Australia	78%	81%	64%	40%	36%	82%	80%	73%	74%	72%	72%	72%	77%	78%	74%	75%	78%
Belgium	-	53%	46%	22%	25%	28%	29%	22%	23%	22%	29%	33%	36%	29%	28%	31%	34%
Brazil	42%	53%	56%	61%	56%	72%	59%	60%	65%	65%	55%	60%	58%	66%	64%	62%	56%
Canada	80%	87%	68%	48%	43%	60%	65%	67%	64%	68%	68%	65%	68%	63%	63%	62%	68%
China	90%	88%	73%	46%	61%	78%	80%	82%	78%	77%	74%	77%	75%	79%	74%	72%	74%
France	27%	44%	13%	13%	11%	14%	11%	9%	8%	6%	9%	12%	10%	10%	12%	12%	11%
Germany	59%	64%	50%	30%	24%	44%	37%	45%	37%	38%	48%	55%	56%	64%	67%	63%	64%
Great Britain	55%	54%	24%	10%	8%	14%	17%	17%	13%	13%	13%	16%	16%	12%	16%	13%	15%
Hungary	-	-	-	-	2%	7%	4%	8%	8%	8%	9%	11%	7%	13%	7%	6%	3%
India	88%	92%	85%	65%	70%	82%	83%	86%	85%	85%	78%	80%	82%	88%	88%	87%	76%
Indonesia	-	-	-	-	-	-	49%	52%	52%	49%	51%	39%	49%	54%	45%	48%	37%
Italy	28%	17%	10%	9%	17%	24%	17%	17%	14%	16%	16%	17%	14%	16%	11%	14%	11%
Japan	-	27%	10%	3%	3%	8%	7%	7%	6%	9%	6%	8%	7%	8%	6%	9%	6%
Mexico	42%	29%	24%	20%	23%	21%	20%	20%	23%	21%	25%	22%	23%	25%	20%	25%	25%
Poland	50%	62%	60%	52%	46%	42%	41%	47%	45%	46%	42%	33%	33%	29%	30%	28%	23%
Russia	65%	53%	68%	52%	35%	24%	24%	28%	30%	30%	24%	37%	27%	28%	29%	27%	26%
Saudi Arabia	-	-	-	-	-	-	73%	76%	80%	73%	80%	81%	78%	76%	81%	81%	80%
South Africa	-	-	-	-	-	-	38%	44%	41%	34%	56%	45%	41%	46%	41%	51%	45%
South Korea	16%	27%	12%	5%	13%	28%	29%	32%	31%	34%	34%	30%	35%	32%	37%	39%	34%
Spain	58%	55%	31%	15%	11%	10%	5%	5%	6%	5%	10%	10%	9%	10%	7%	7%	4%
Sweden	64%	78%	71%	53%	39%	58%	58%	56%	60%	63%	71%	73%	72%	77%	75%	75%	82%
Turkey	30%	30%	25%	19%	50%	51%	35%	44%	40%	44%	37%	45%	39%	43%	41%	41%	46%
United States	47%	19%	19%	11%	13%	20%	17%	25%	23%	18%	17%	15%	15%	18%	20%	19%	20%

Now 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?

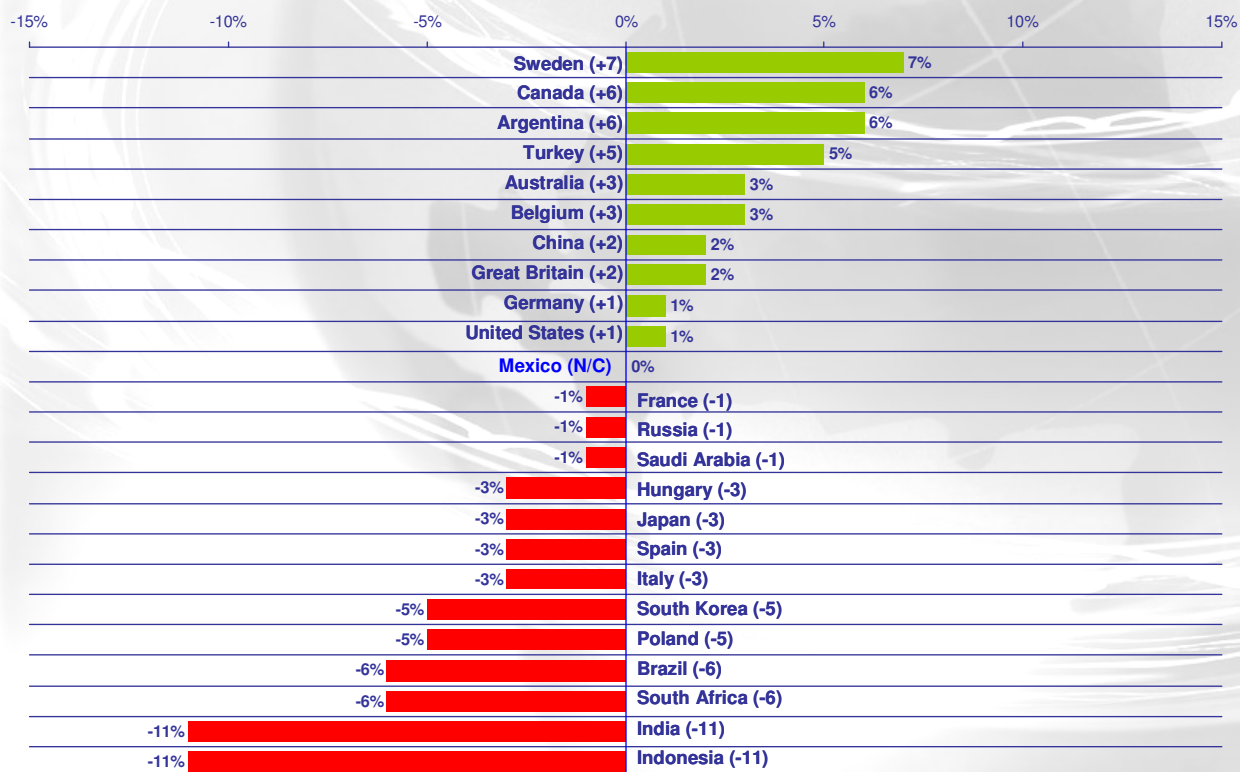
## Countries Ranked and Marked By Change In Assessment From Last Month (Left Column)



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?

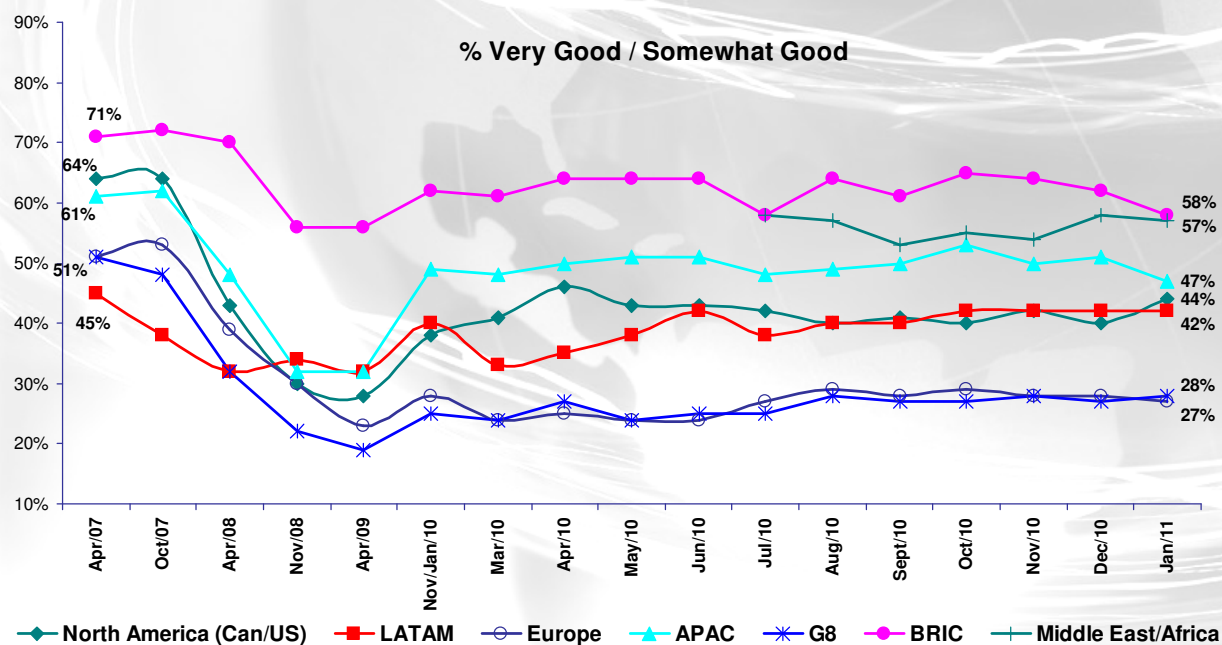


## Countries Ranked by Net **Improvement**, **Decline** or **No Change** Compared to Last Month



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?

## Assessing the Economic Situation by All Regions: Current Tracked Status: [NET from Last Sounding: ▼1]

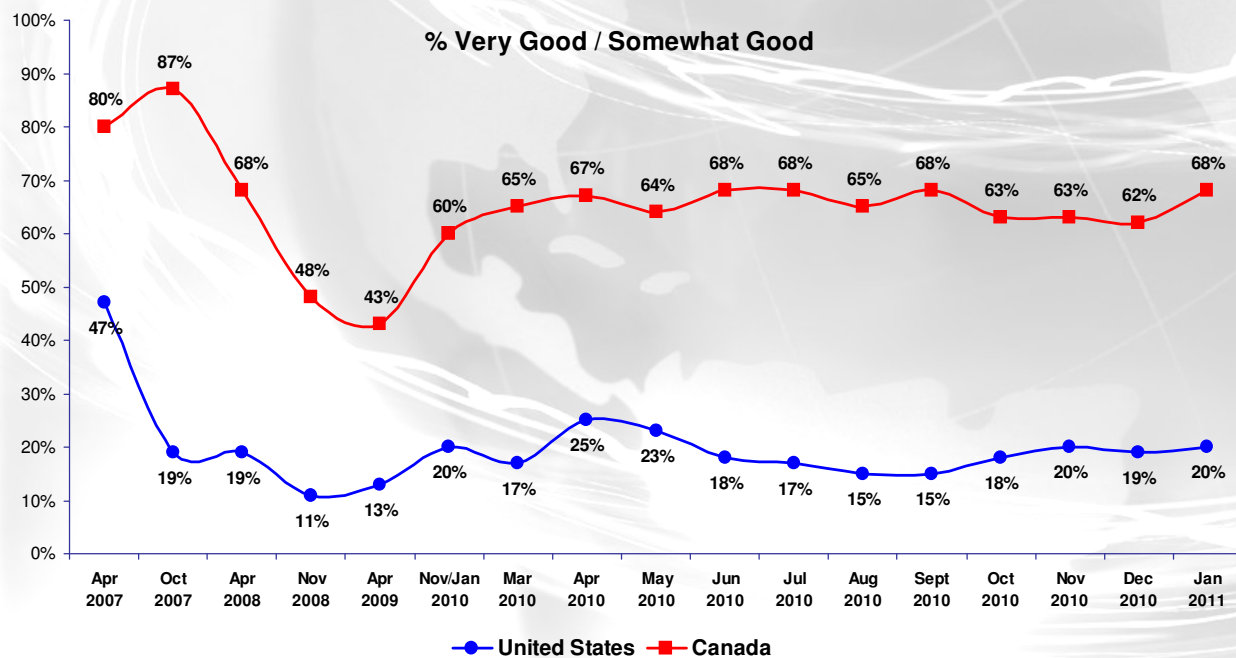


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

## North American (Canada/US) Countries ▲4

### Assessing the Economic Situation

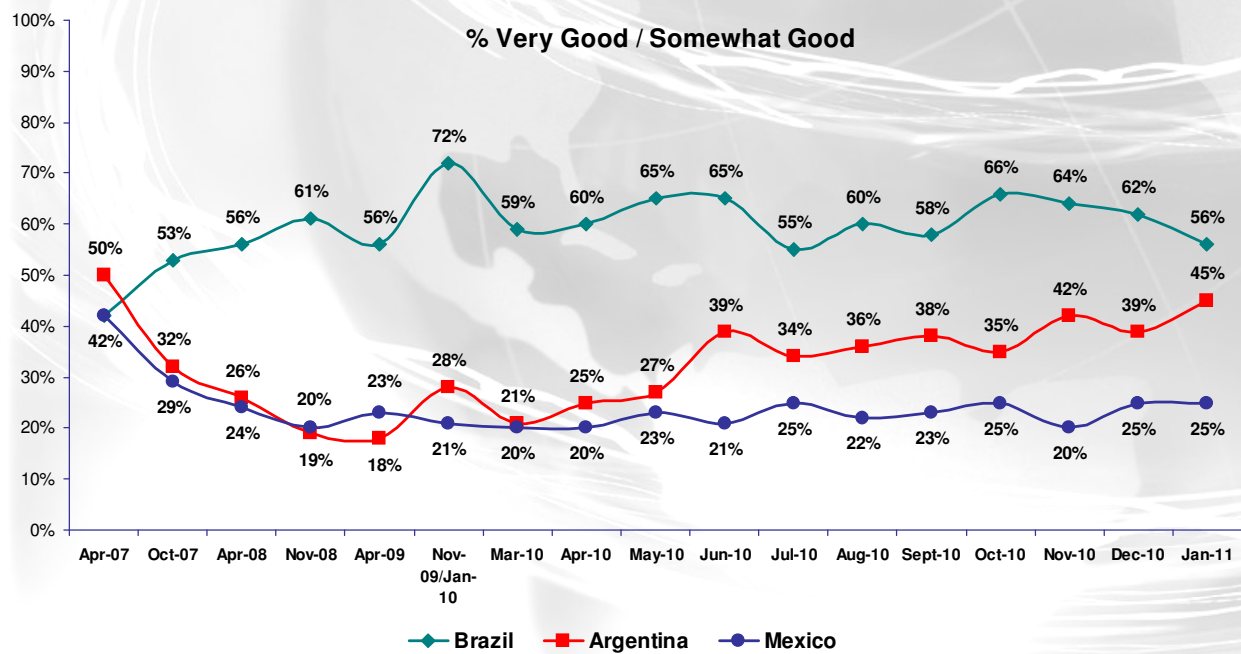


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

# LATAM Countries N/C

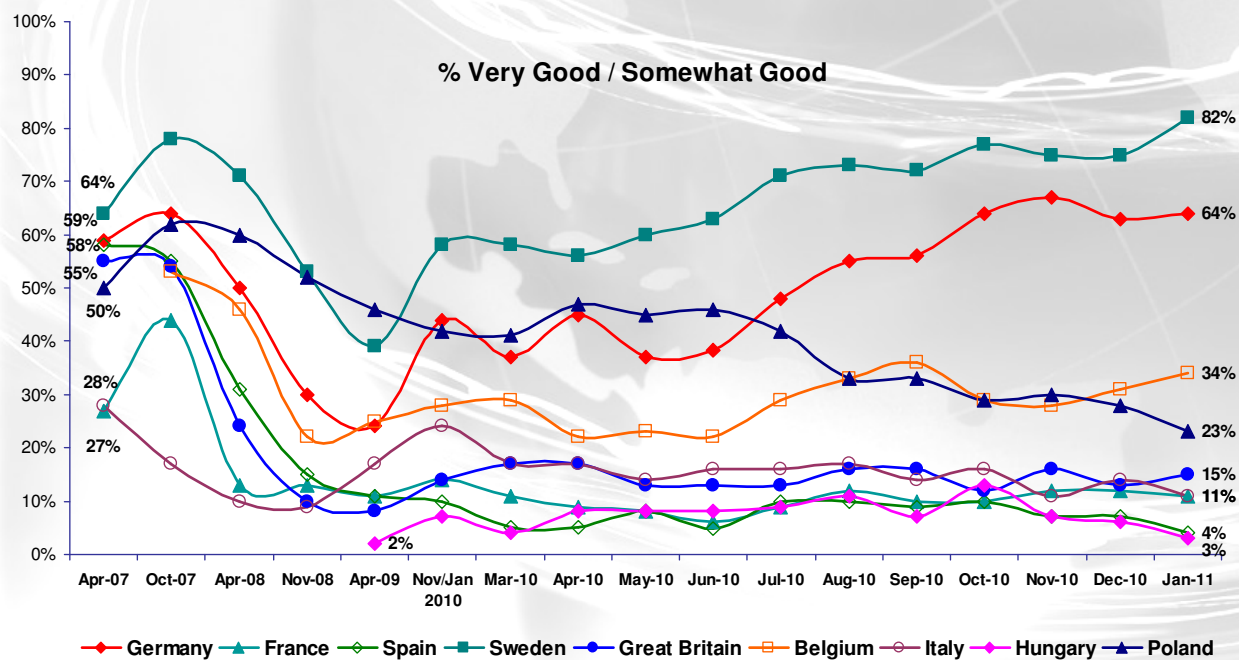
## Assessing the Economic Situation



Now 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?

## European Countries ▼1

### Assessing the Economic Situation

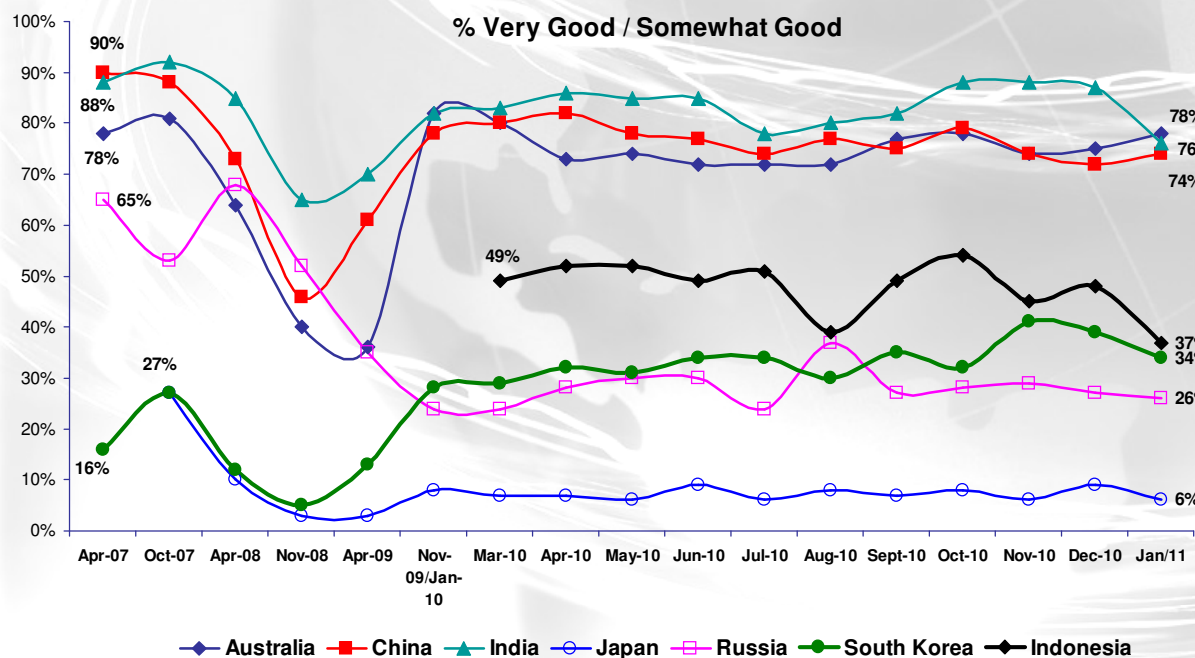


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

## APAC Countries ▼4

### Assessing the Economic Situation



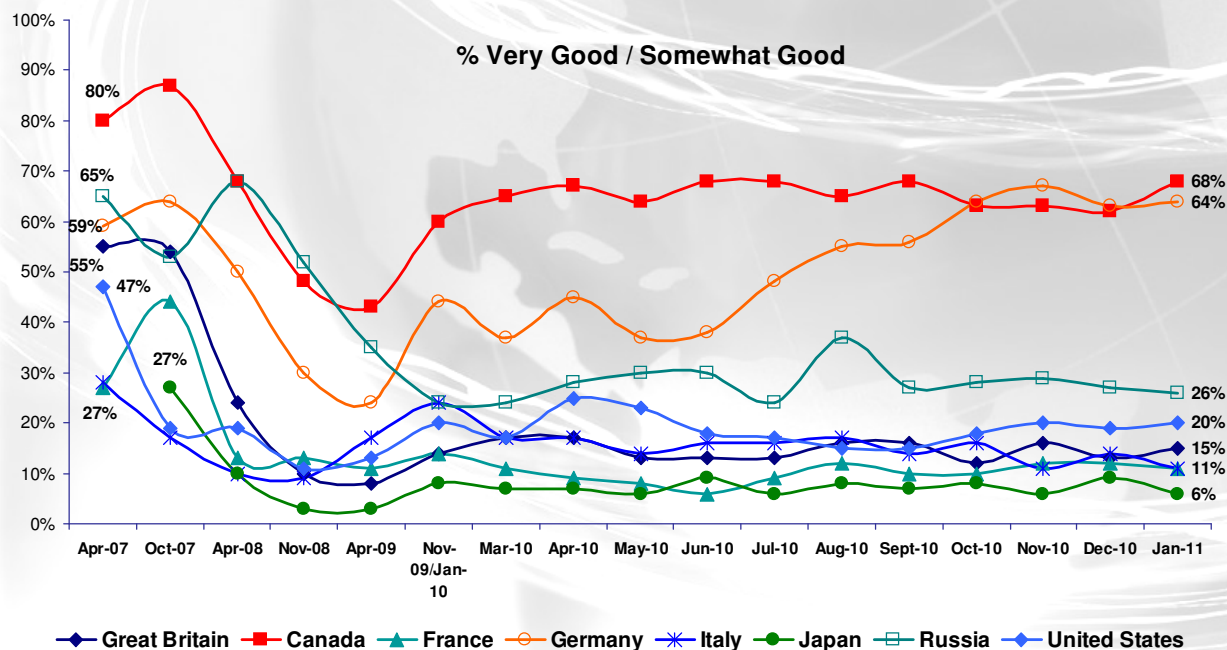
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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



## G8 Countries ▲1

### Assessing the Economic Situation

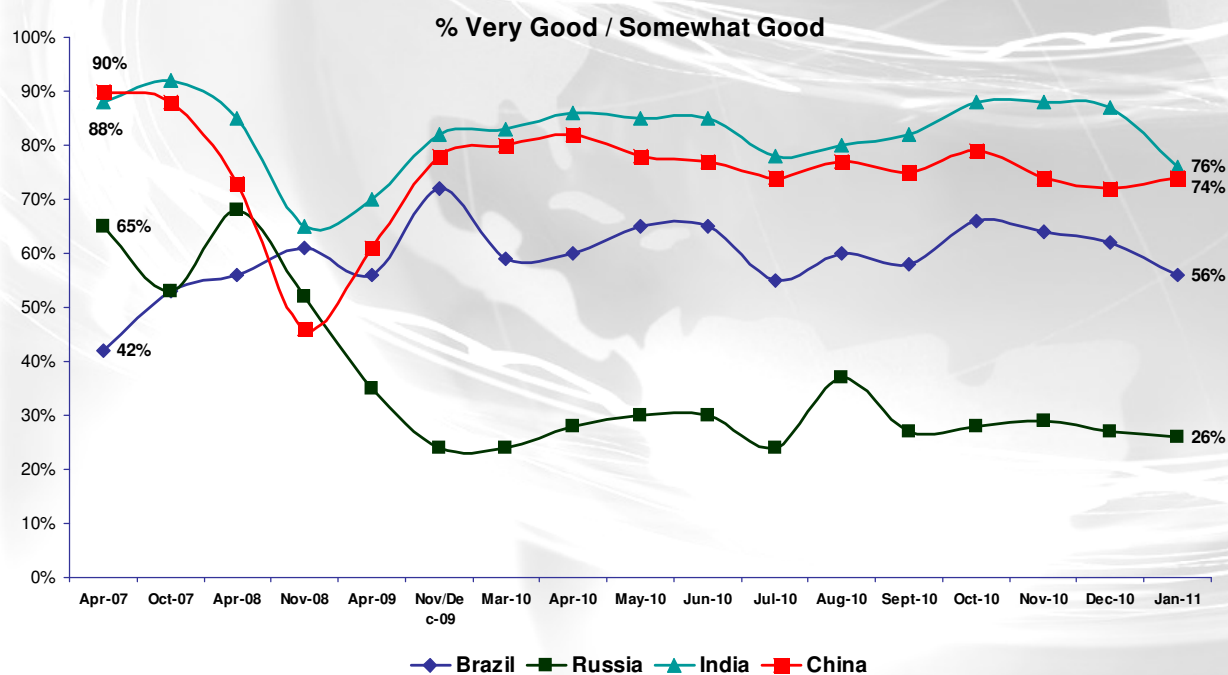


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

## BRIC Countries ▼4

### Assessing the Economic Situation

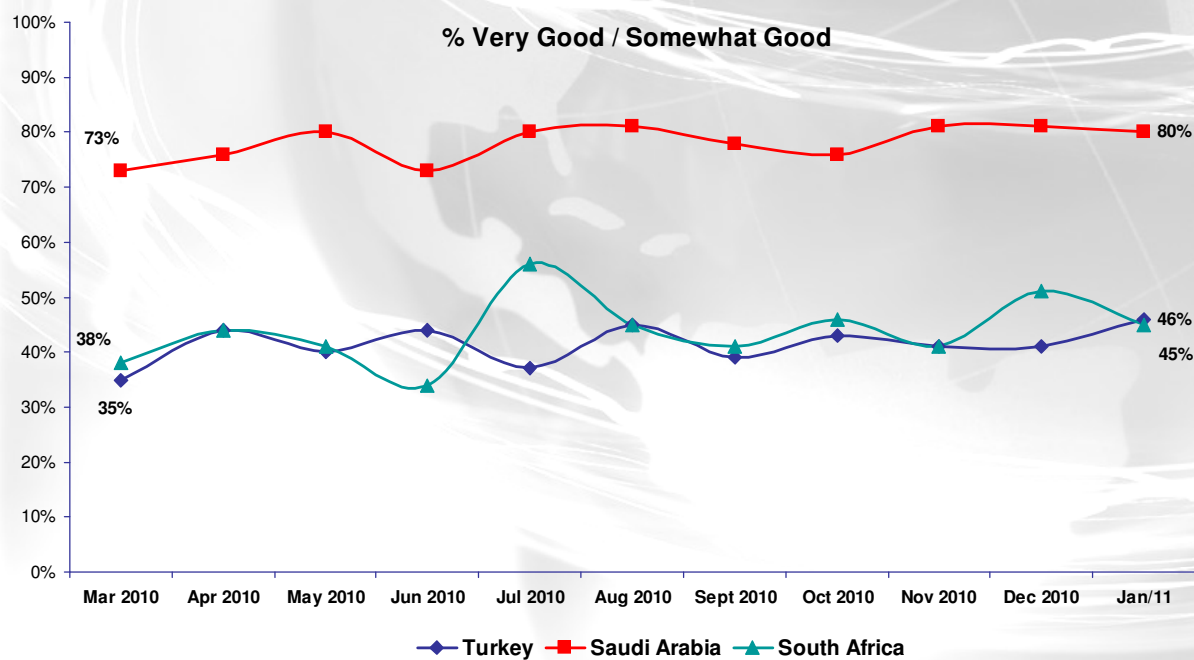


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

## Middle East/African Countries ▼ 1

### Assessing the Economic Situation

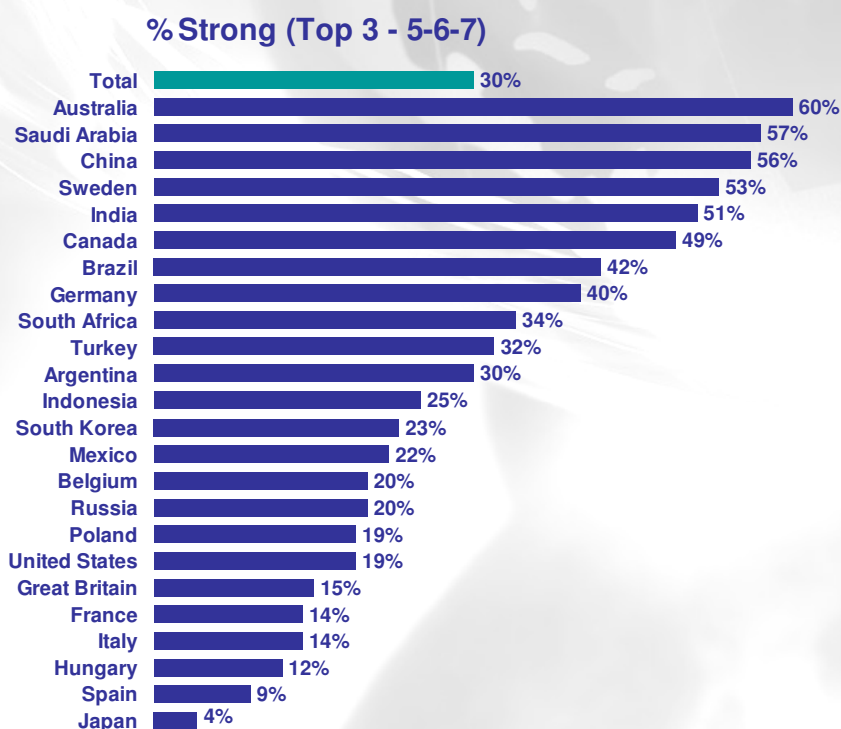


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

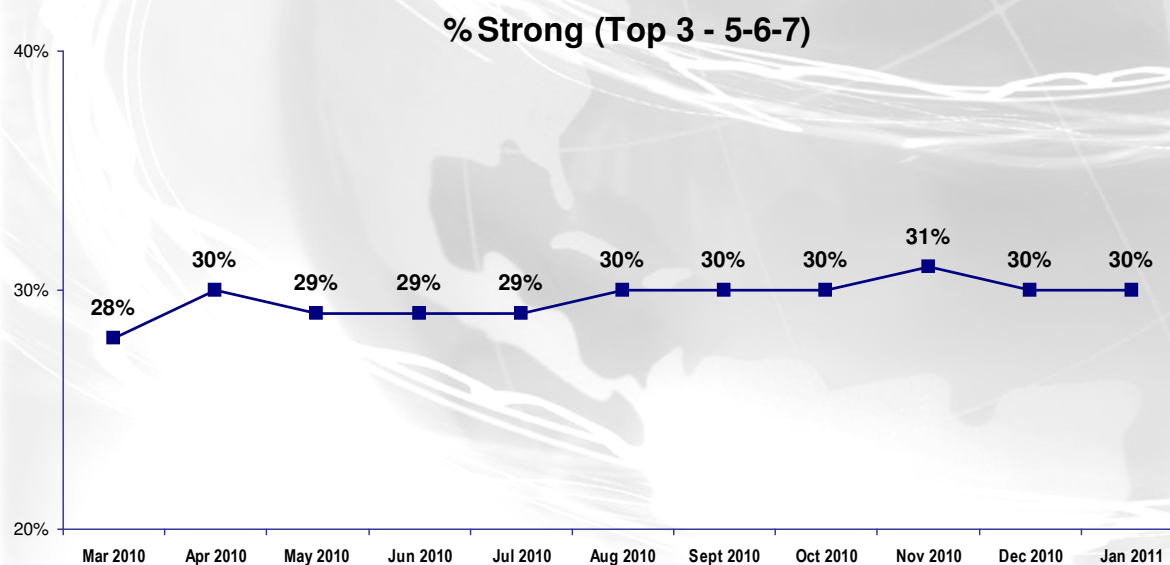
## Assessing The Economy In Their Local Area

### Citizen Consumers Who Say The Economy In Their Local Area is Strong... (Total N/C 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.

## Citizen Consumers Who Say The Economy In Their Local Area is Strong... N/C



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.

## Citizen Consumers Who Say The Economy In Their Local Area is Strong

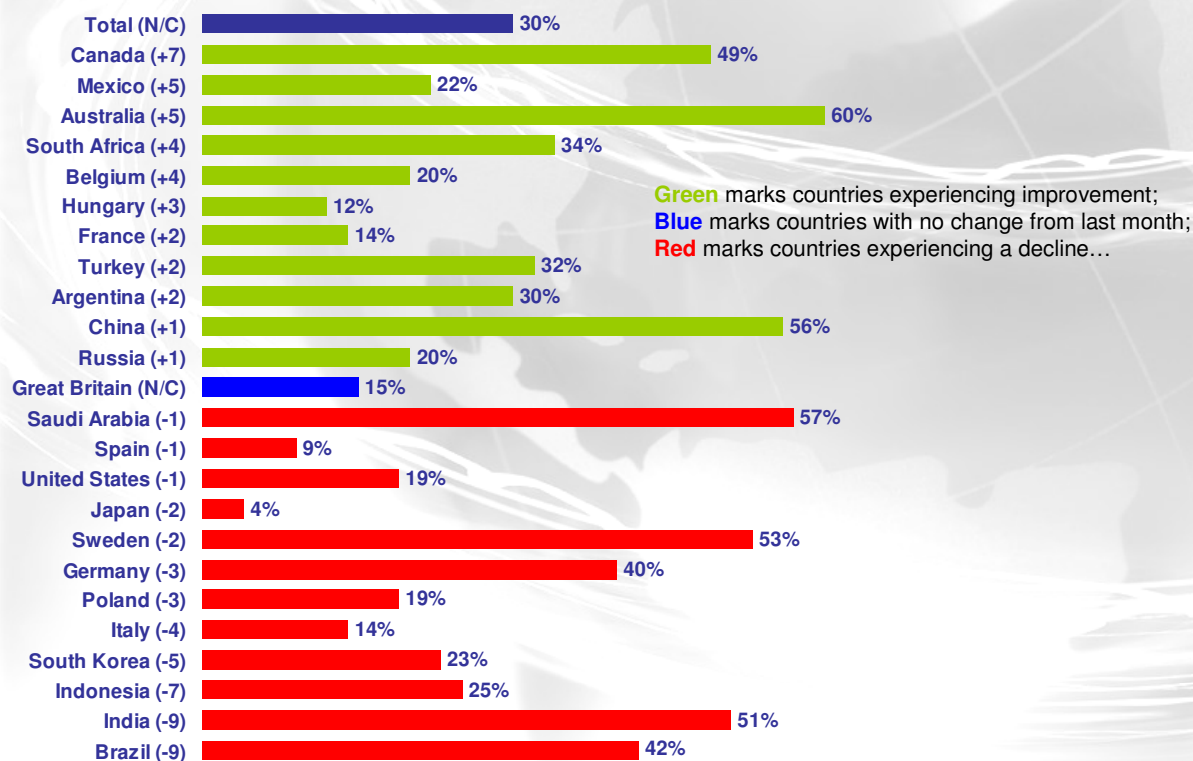
% Strong (Top 3 5-6-7)

	Mar 2010	April 2010	May 2010	June 2010	July 2010	Aug 2010	Sept 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011
<b>Total</b>	28%	30%	29%	29%	29%	30%	30%	30%	31%	30%	30%
<b>Argentina</b>	19%	19%	15%	23%	20%	25%	26%	21%	28%	28%	30%
<b>Australia</b>	56%	55%	55%	50%	52%	52%	53%	57%	53%	55%	60%
<b>Belgium</b>	15%	11%	11%	12%	14%	20%	19%	17%	21%	16%	20%
<b>Brazil</b>	38%	48%	48%	51%	41%	46%	45%	50%	47%	51%	42%
<b>Canada</b>	44%	47%	45%	46%	47%	46%	48%	43%	46%	42%	49%
<b>China</b>	61%	57%	58%	55%	58%	59%	59%	63%	59%	55%	56%
<b>France</b>	14%	14%	12%	11%	14%	15%	13%	14%	14%	12%	14%
<b>Germany</b>	27%	25%	26%	29%	30%	33%	35%	39%	43%	43%	40%
<b>Great Britain</b>	16%	19%	13%	12%	15%	15%	15%	13%	16%	15%	15%
<b>Hungary</b>	11%	13%	11%	13%	10%	14%	11%	15%	11%	9%	12%
<b>India</b>	61%	62%	61%	63%	53%	56%	61%	61%	67%	60%	51%
<b>Indonesia</b>	37%	30%	34%	26%	30%	26%	29%	33%	31%	32%	25%
<b>Italy</b>	18%	19%	17%	18%	18%	19%	18%	17%	15%	18%	14%
<b>Japan</b>	4%	5%	5%	5%	4%	5%	5%	5%	5%	6%	4%
<b>Mexico</b>	20%	22%	24%	24%	19%	18%	18%	18%	15%	17%	22%
<b>Poland</b>	29%	30%	30%	28%	30%	31%	29%	21%	25%	22%	19%
<b>Russia</b>	23%	22%	25%	23%	24%	30%	24%	26%	24%	19%	20%
<b>Saudi Arabia</b>	49%	53%	51%	48%	55%	58%	57%	47%	50%	58%	57%
<b>South Africa</b>	26%	35%	28%	27%	34%	28%	26%	27%	26%	30%	34%
<b>South Korea</b>	16%	20%	22%	21%	18%	22%	22%	23%	26%	28%	23%
<b>Spain</b>	13%	8%	8%	10%	13%	10%	10%	10%	11%	10%	9%
<b>Sweden</b>	44%	46%	47%	49%	46%	53%	54%	54%	58%	55%	53%
<b>Turkey</b>	29%	31%	26%	32%	30%	25%	29%	34%	27%	30%	32%
<b>United States</b>	20%	21%	21%	21%	20%	17%	16%	19%	20%	20%	19%

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.

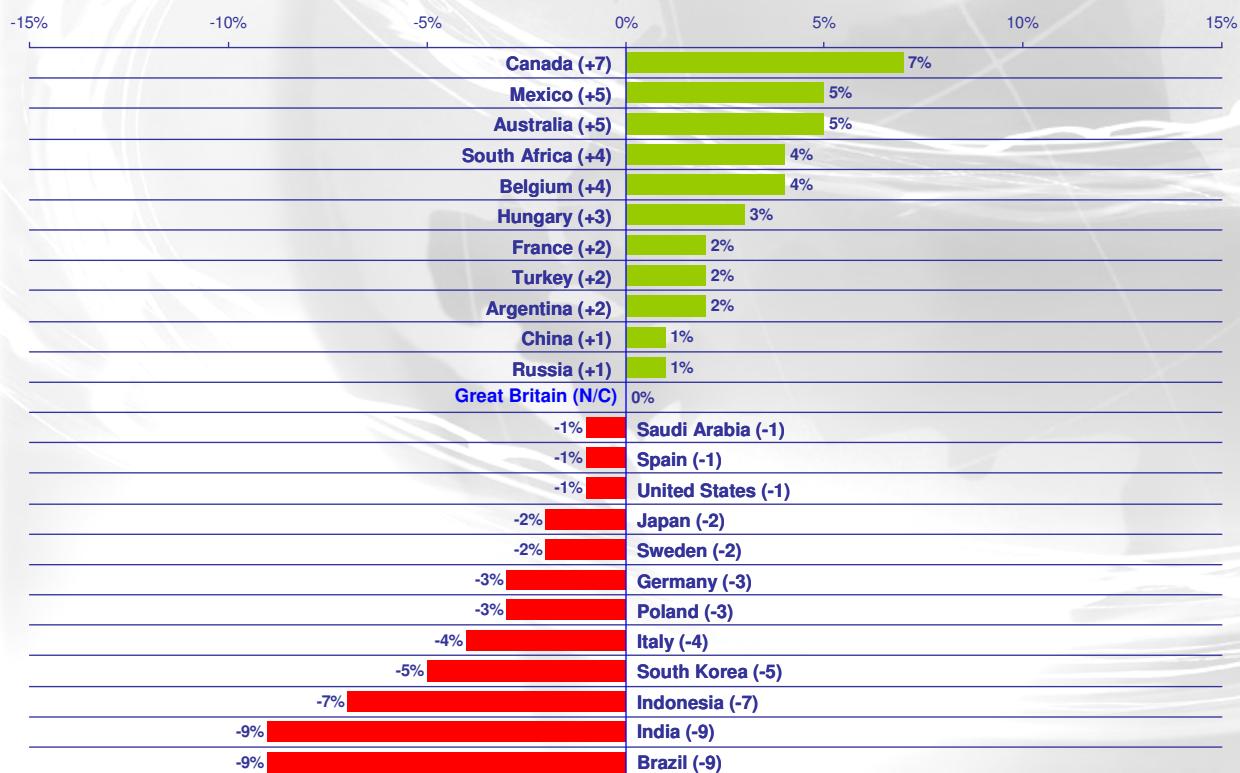


## Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):



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...

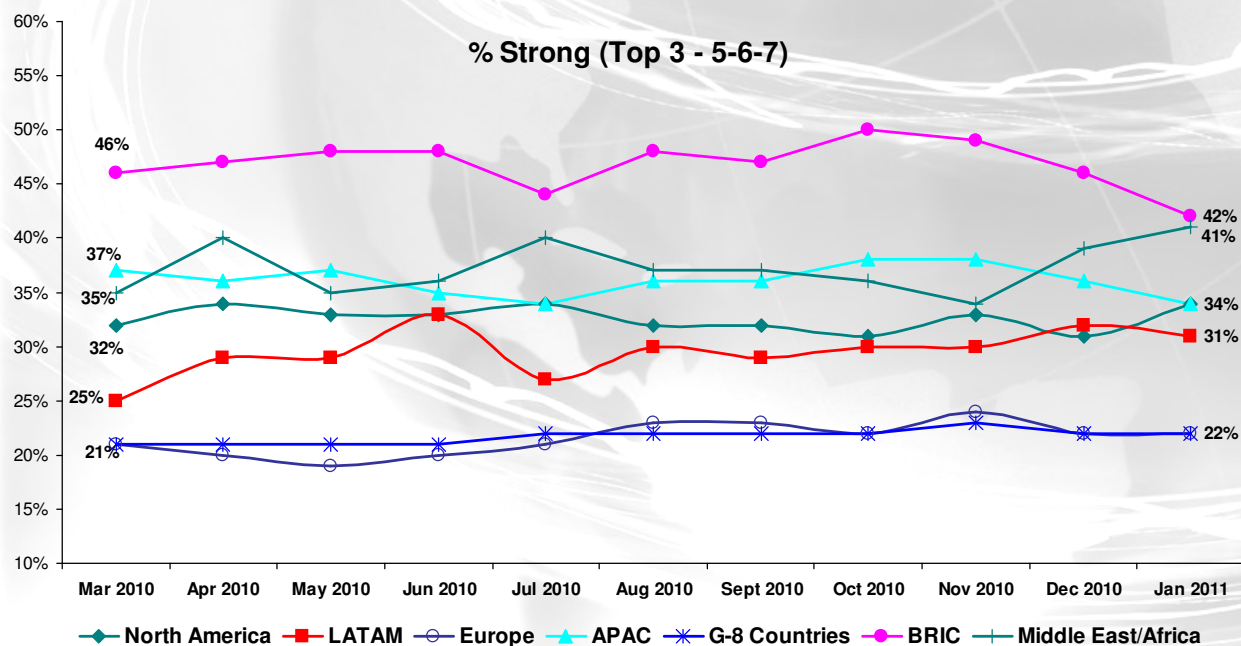
## Countries Ranked by Net **Improvement**, **Decline** or **No Change** Compared to Last Month:



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...

## All Regions N/C

### Assess the Strength of Their Local Economy



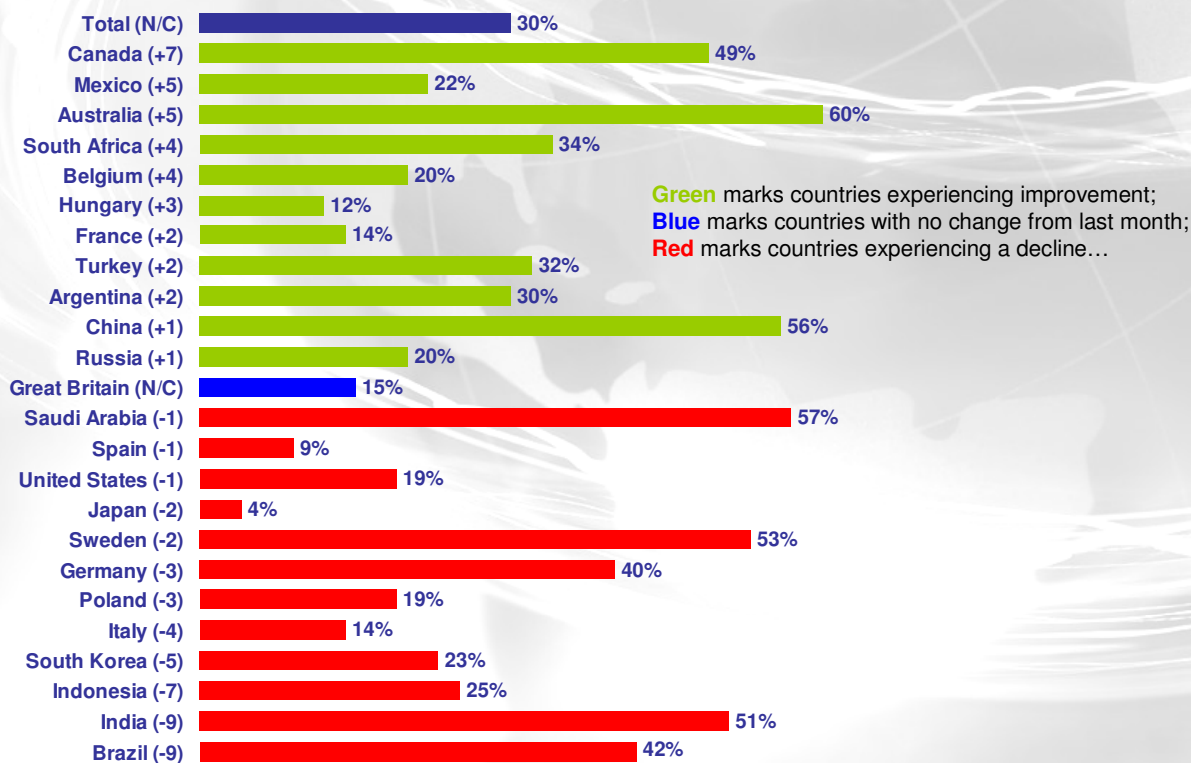
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

## Citizen Consumers Who Say The Economy In Their Local Area is Strong

	% Strong (Top 3 5-6-7)										
	Mar 2010	April 2010	May 2010	June 2010	July 2010	Aug 2010	Sept 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011
<b>Total</b>	28%	30%	29%	29%	29%	30%	30%	30%	31%	30%	30%
<b>Argentina</b>	19%	19%	15%	23%	20%	25%	26%	21%	28%	28%	30%
<b>Australia</b>	56%	55%	55%	50%	52%	52%	53%	57%	53%	55%	60%
<b>Belgium</b>	15%	11%	11%	12%	14%	20%	19%	17%	21%	16%	20%
<b>Brazil</b>	38%	48%	48%	51%	41%	46%	45%	50%	47%	51%	42%
<b>Canada</b>	44%	47%	45%	46%	47%	46%	48%	43%	46%	42%	49%
<b>China</b>	61%	57%	58%	55%	58%	59%	59%	63%	59%	55%	56%
<b>France</b>	14%	14%	12%	11%	14%	15%	13%	14%	14%	12%	14%
<b>Germany</b>	27%	25%	26%	29%	30%	33%	35%	39%	43%	43%	40%
<b>Great Britain</b>	16%	19%	13%	12%	15%	15%	15%	13%	16%	15%	15%
<b>Hungary</b>	11%	13%	11%	13%	10%	14%	11%	15%	11%	9%	12%
<b>India</b>	61%	62%	61%	63%	53%	56%	61%	61%	67%	60%	51%
<b>Indonesia</b>	37%	30%	34%	26%	30%	26%	29%	33%	31%	32%	25%
<b>Italy</b>	18%	19%	17%	18%	18%	19%	18%	17%	15%	18%	14%
<b>Japan</b>	4%	5%	5%	5%	4%	5%	5%	5%	5%	6%	4%
<b>Mexico</b>	20%	22%	24%	24%	19%	18%	18%	18%	15%	17%	22%
<b>Poland</b>	29%	30%	30%	28%	30%	31%	29%	21%	25%	22%	19%
<b>Russia</b>	23%	22%	25%	23%	24%	30%	24%	26%	24%	19%	20%
<b>Saudi Arabia</b>	49%	53%	51%	48%	55%	58%	57%	47%	50%	58%	57%
<b>South Africa</b>	26%	35%	28%	27%	34%	28%	26%	27%	26%	30%	34%
<b>South Korea</b>	16%	20%	22%	21%	18%	22%	22%	23%	26%	28%	23%
<b>Spain</b>	13%	8%	8%	10%	13%	10%	10%	10%	11%	10%	9%
<b>Sweden</b>	44%	46%	47%	49%	46%	53%	54%	54%	58%	55%	53%
<b>Turkey</b>	29%	31%	26%	32%	30%	25%	29%	34%	27%	30%	32%
<b>United States</b>	20%	21%	21%	21%	20%	17%	16%	19%	20%	20%	19%

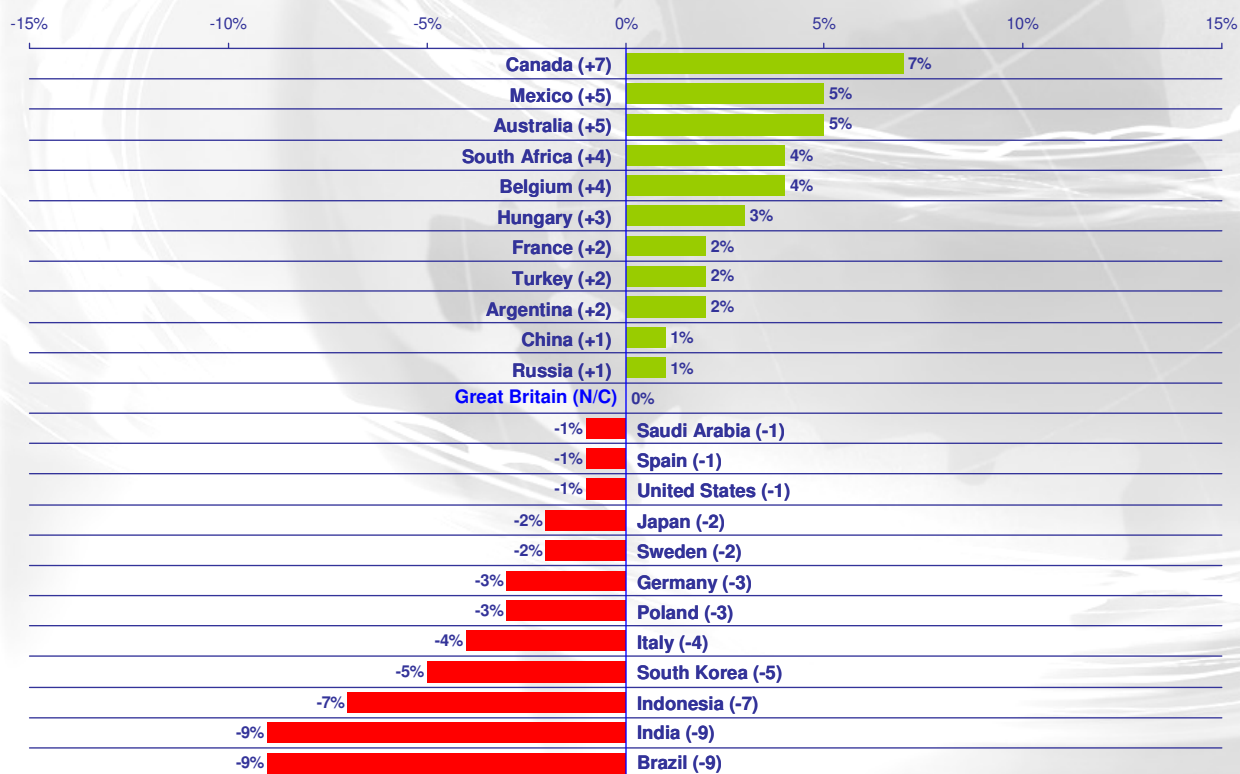
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

## 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...

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

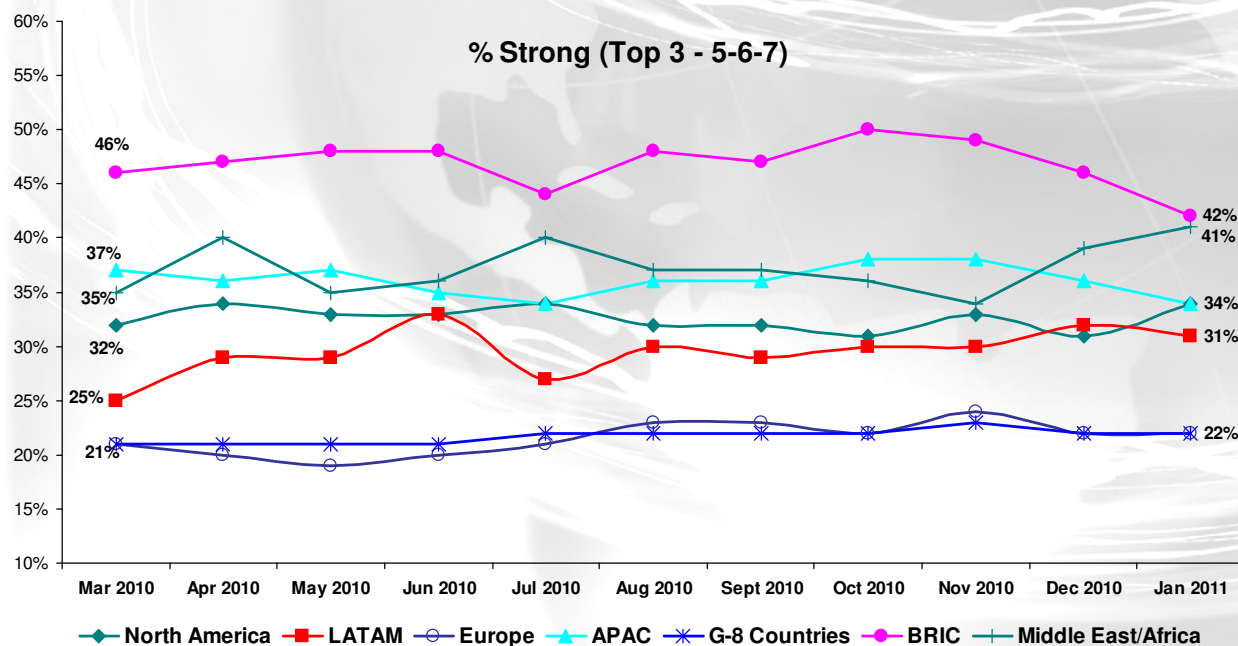


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy...



## All Regions N/C

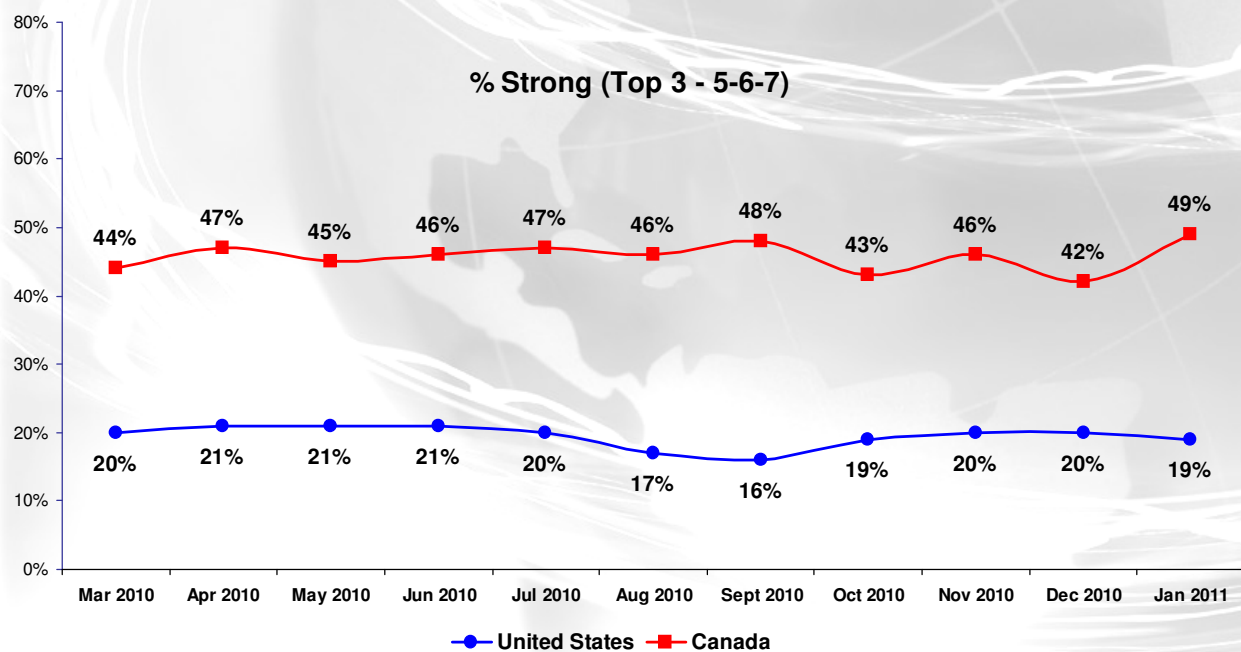
### Assess the Strength of Their Local Economy



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.

## North American Countries ▲3

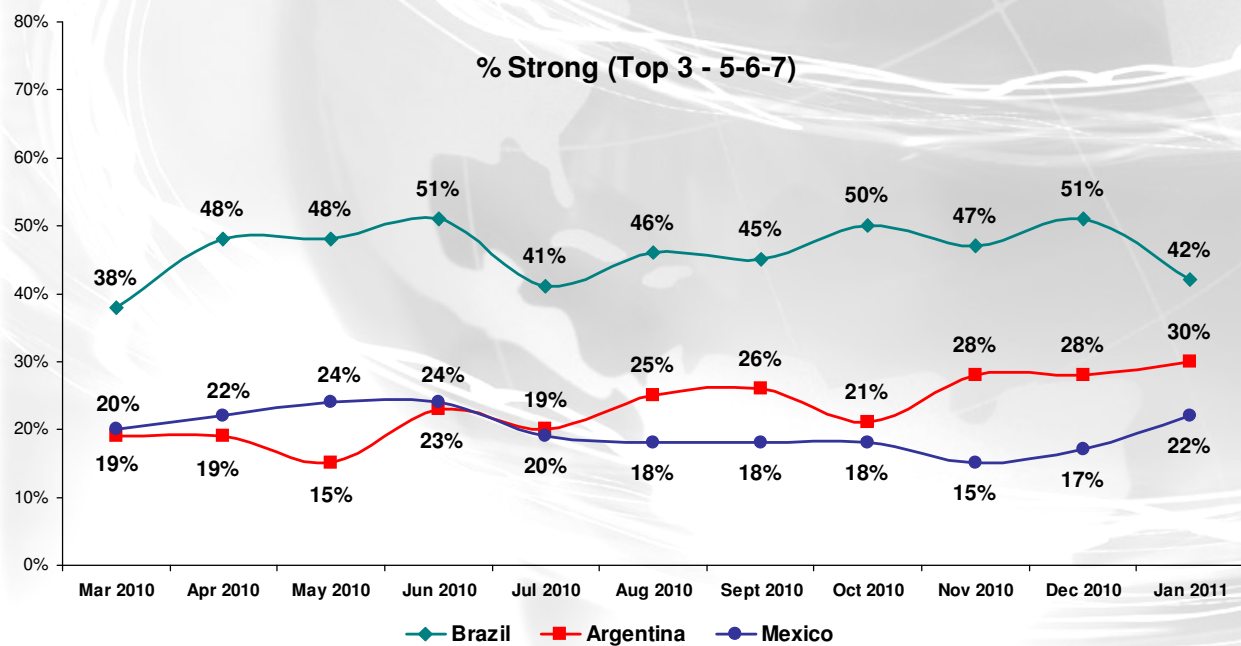
### Assess the Strength of Their Local Economy



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.

## LATAM Countries ▼ 1

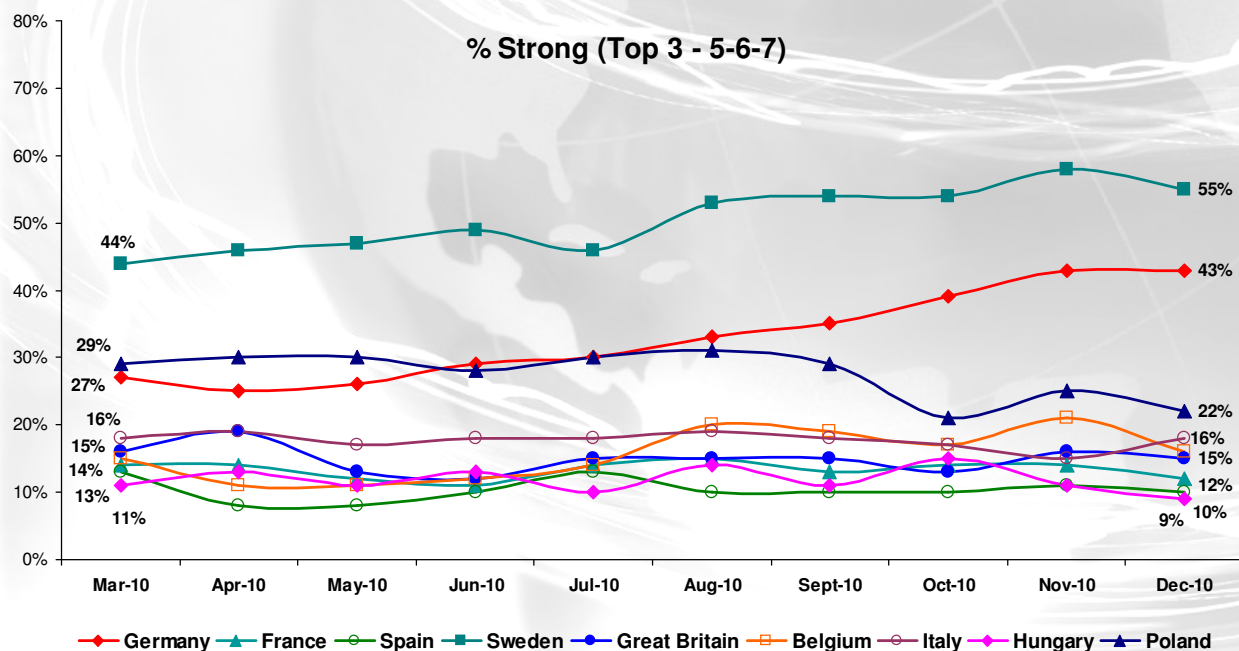
### Assess the Strength of Their Local Economy



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.

## European Countries N/C

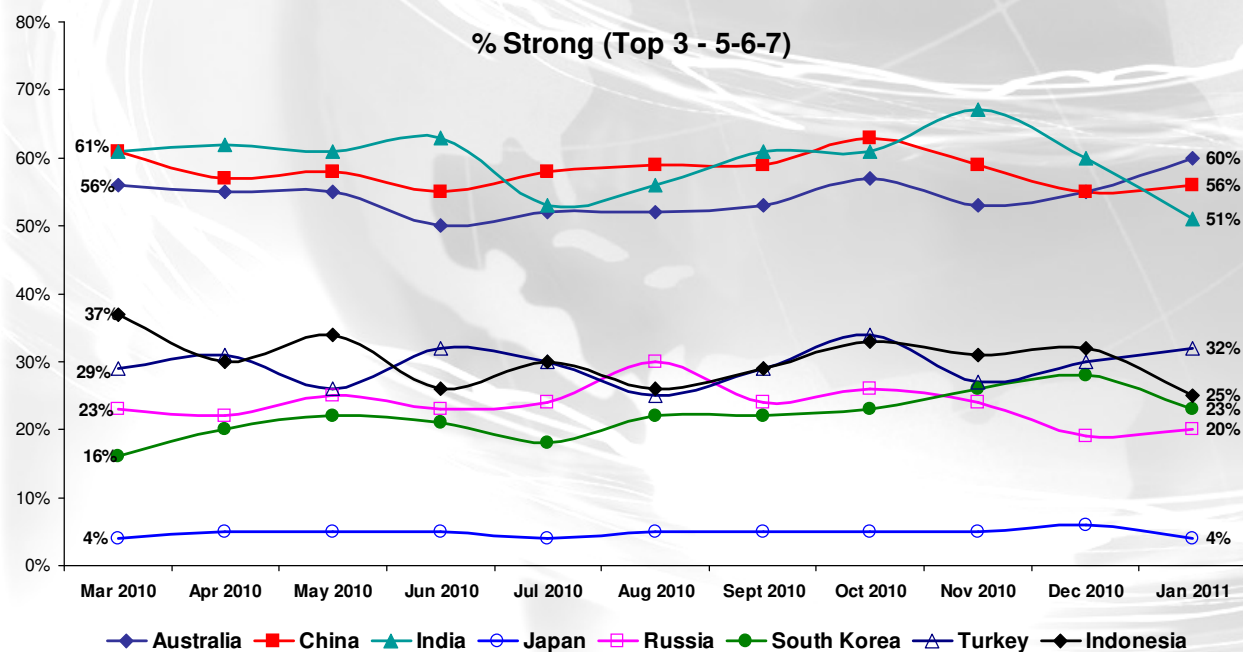
### Assess the Strength of Their Local Economy



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.

## APAC Countries ▼ 2

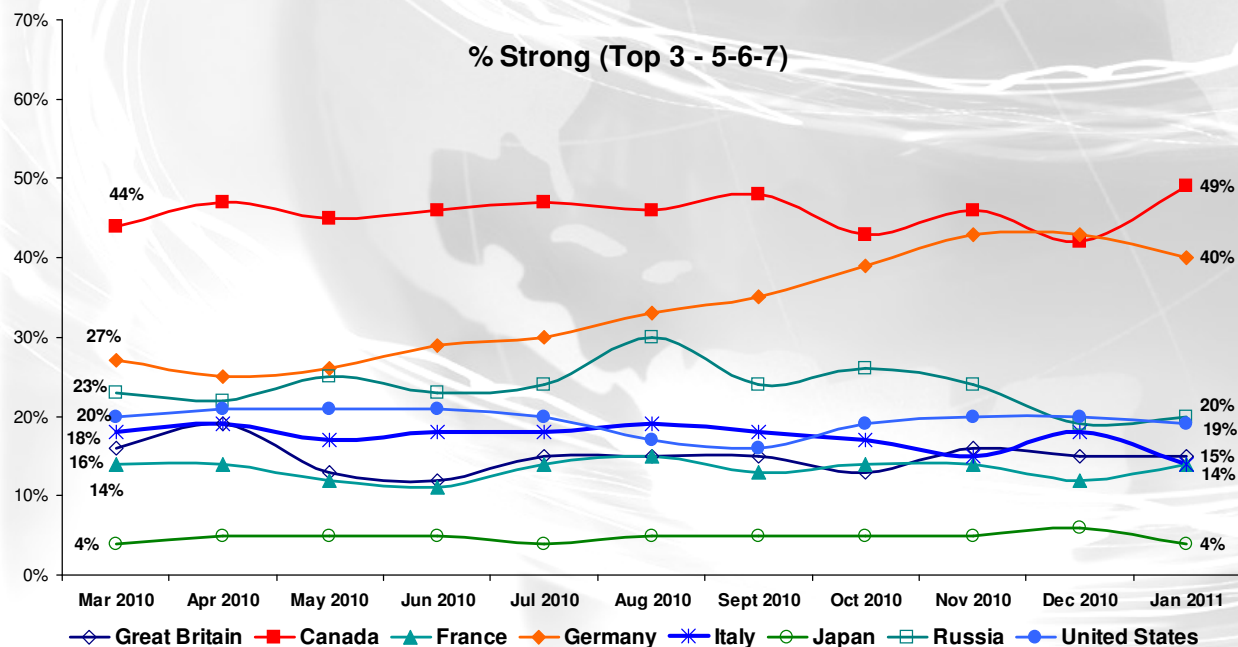
### Assess the Strength of Their Local Economy



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.

## G8 Countries N/C

### Assess the Strength of Their Local Economy

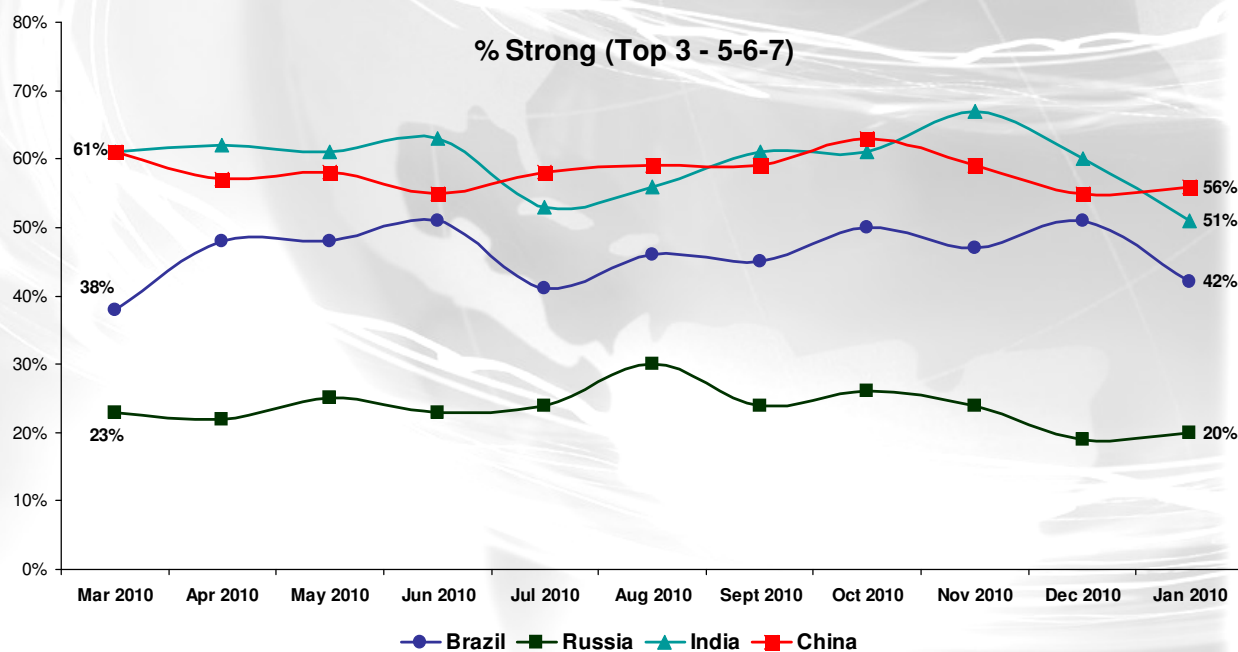


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



## BRIC Countries ▼4

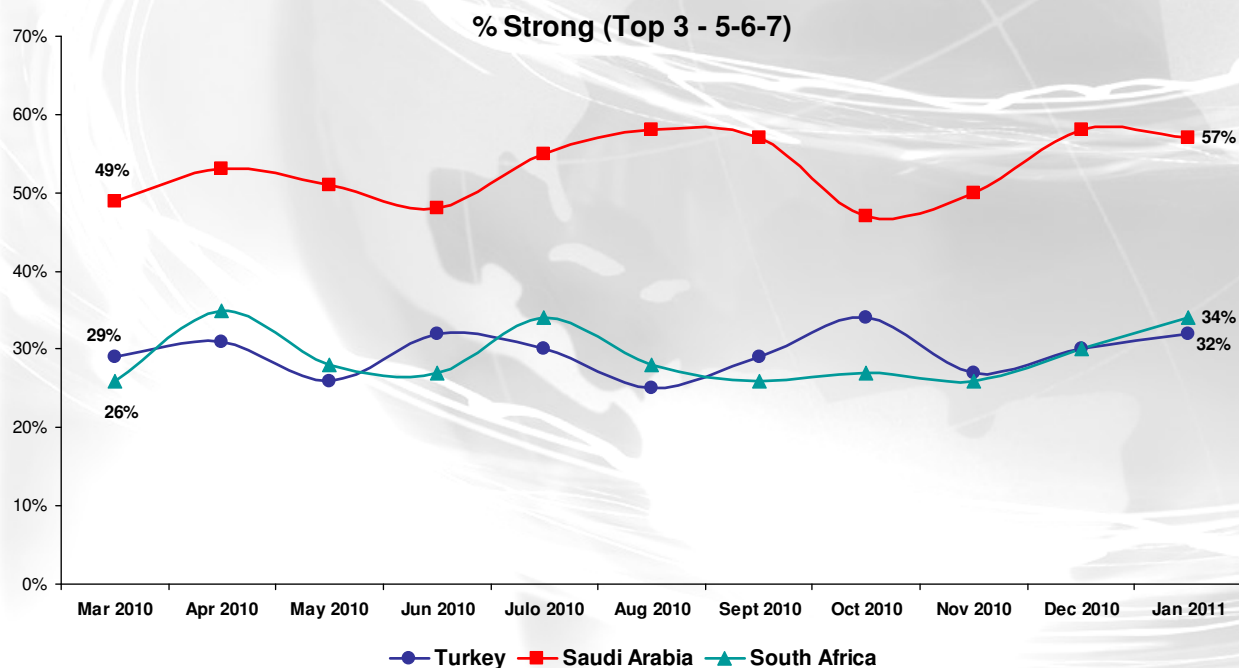
### Assess the Strength of Their Local Economy



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.

## Middle East/ African Countries ▲2

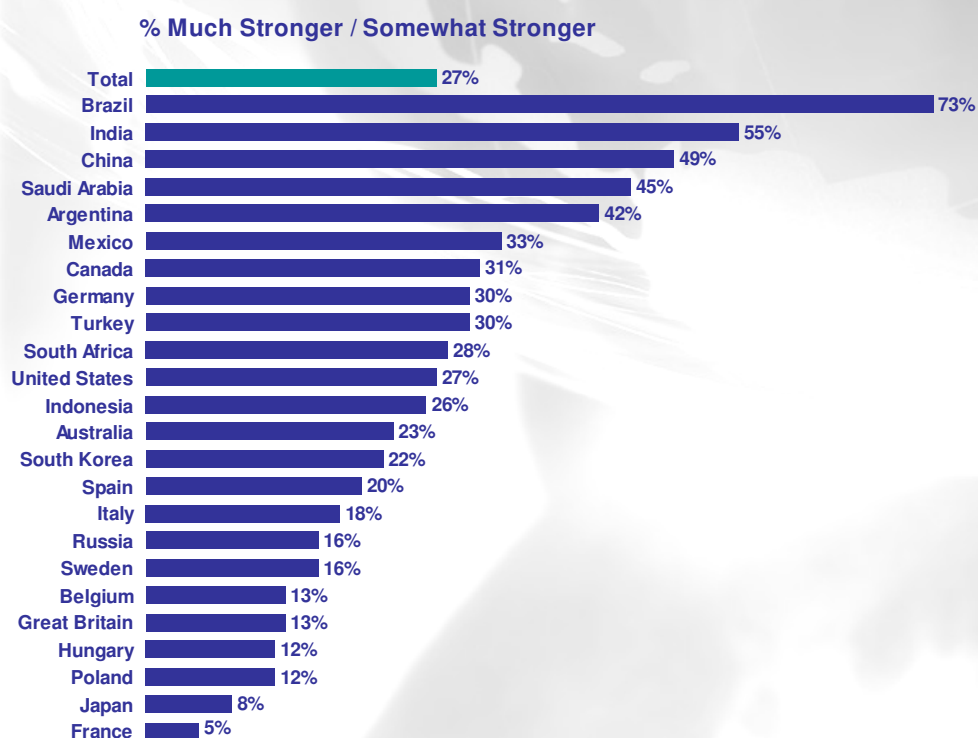
### Assess the Strength of Their Local Economy



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.

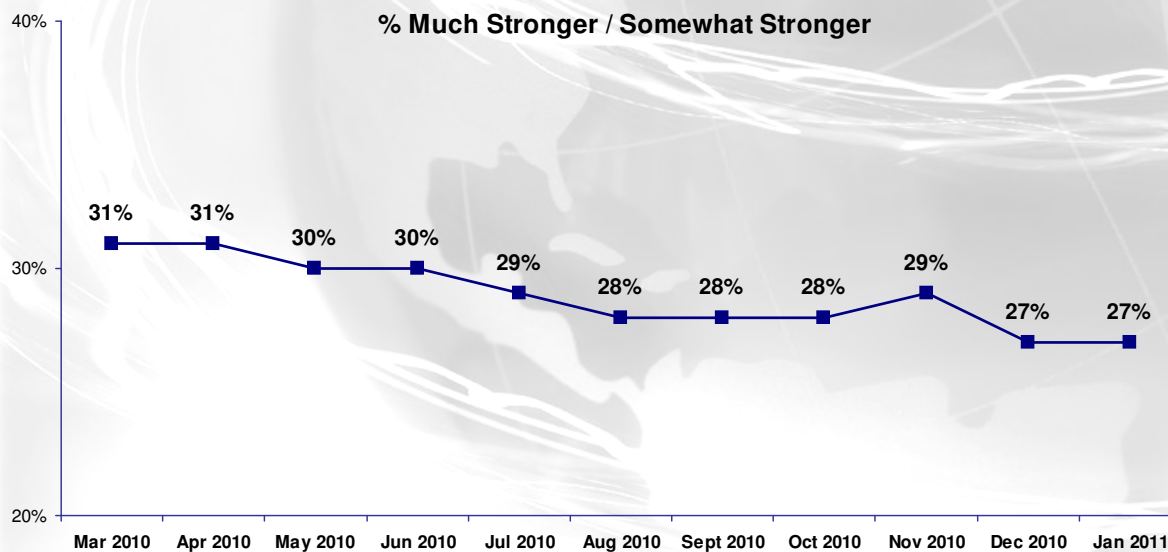
## Assessing the Likely Strength of The Local Economy Six Months From Now

### 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?

## Citizen Consumers Who Say They Expect The Economy in the Local Area to be Stronger in The Next Six Months... N/C



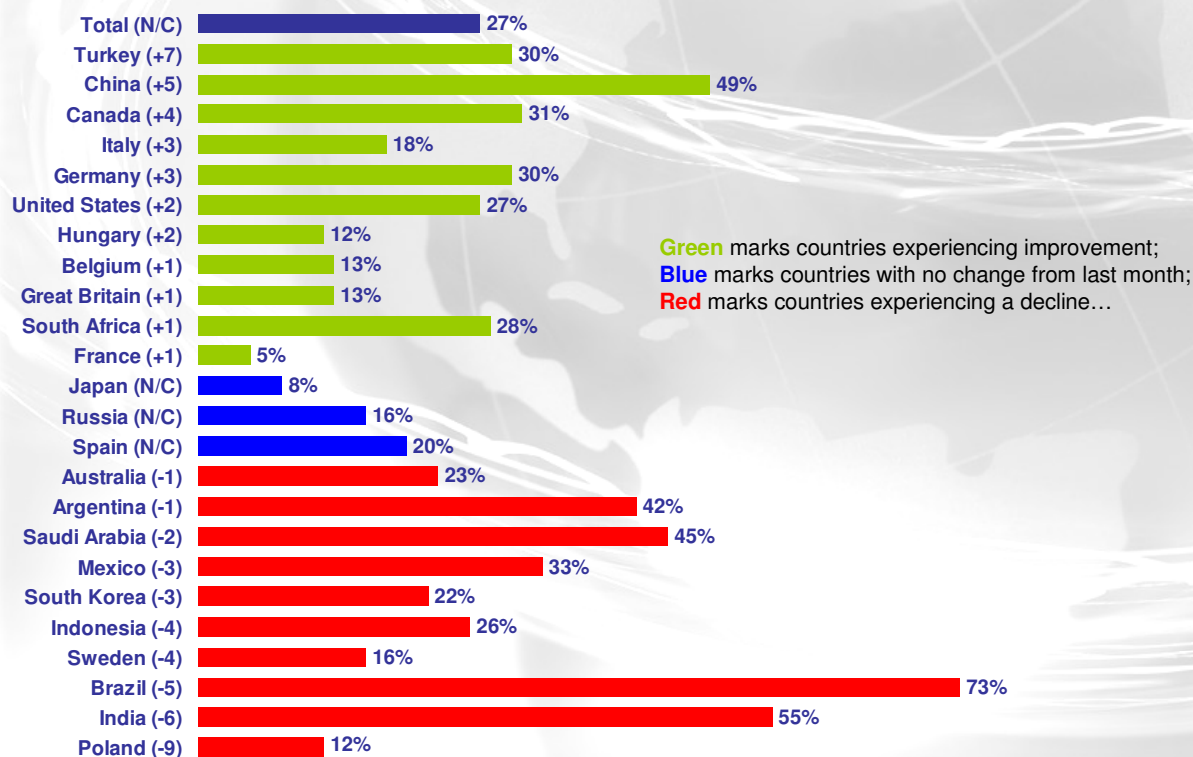
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

	% Much Stronger/Somewhat Stronger										
	Mar 2010	April 2010	May 2010	June 2010	July 2010	Aug 2010	Sept 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011
<b>Total</b>	31%	31%	30%	30%	29%	28%	28%	28%	29%	27%	27%
<b>Argentina</b>	32%	36%	35%	45%	36%	45%	42%	39%	44%	43%	42%
<b>Australia</b>	36%	34%	30%	25%	29%	26%	27%	29%	27%	24%	23%
<b>Belgium</b>	18%	14%	10%	14%	14%	17%	15%	13%	12%	12%	13%
<b>Brazil</b>	79%	71%	72%	72%	69%	68%	75%	78%	76%	78%	73%
<b>Canada</b>	38%	35%	29%	30%	32%	25%	27%	26%	27%	27%	31%
<b>China</b>	57%	49%	51%	49%	50%	50%	50%	50%	48%	44%	49%
<b>France</b>	5%	7%	3%	4%	5%	5%	5%	3%	4%	4%	5%
<b>Germany</b>	23%	25%	22%	21%	26%	29%	26%	31%	35%	27%	30%
<b>Great Britain</b>	18%	21%	22%	16%	16%	15%	13%	12%	13%	12%	13%
<b>Hungary</b>	22%	24%	23%	23%	15%	18%	18%	23%	13%	10%	12%
<b>India</b>	66%	66%	64%	67%	59%	58%	64%	65%	65%	61%	55%
<b>Indonesia</b>	31%	33%	36%	36%	38%	35%	35%	35%	34%	30%	26%
<b>Italy</b>	20%	21%	17%	19%	17%	18%	16%	17%	16%	15%	18%
<b>Japan</b>	11%	12%	12%	13%	9%	8%	6%	6%	8%	8%	8%
<b>Mexico</b>	34%	37%	44%	36%	33%	32%	35%	38%	30%	36%	33%
<b>Poland</b>	23%	23%	20%	23%	22%	24%	19%	19%	19%	21%	12%
<b>Russia</b>	17%	19%	17%	18%	23%	18%	21%	13%	24%	16%	16%
<b>Saudi Arabia</b>	44%	49%	50%	41%	46%	53%	46%	48%	45%	47%	45%
<b>South Africa</b>	38%	35%	34%	33%	36%	24%	25%	21%	27%	27%	28%
<b>South Korea</b>	21%	23%	24%	21%	21%	20%	22%	20%	22%	25%	22%
<b>Spain</b>	28%	27%	26%	21%	25%	24%	22%	20%	21%	20%	20%
<b>Sweden</b>	19%	20%	15%	21%	20%	17%	19%	21%	19%	20%	16%
<b>Turkey</b>	32%	35%	30%	30%	32%	33%	29%	28%	27%	23%	30%
<b>United States</b>	31%	36%	32%	27%	23%	22%	22%	24%	29%	25%	27%

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?

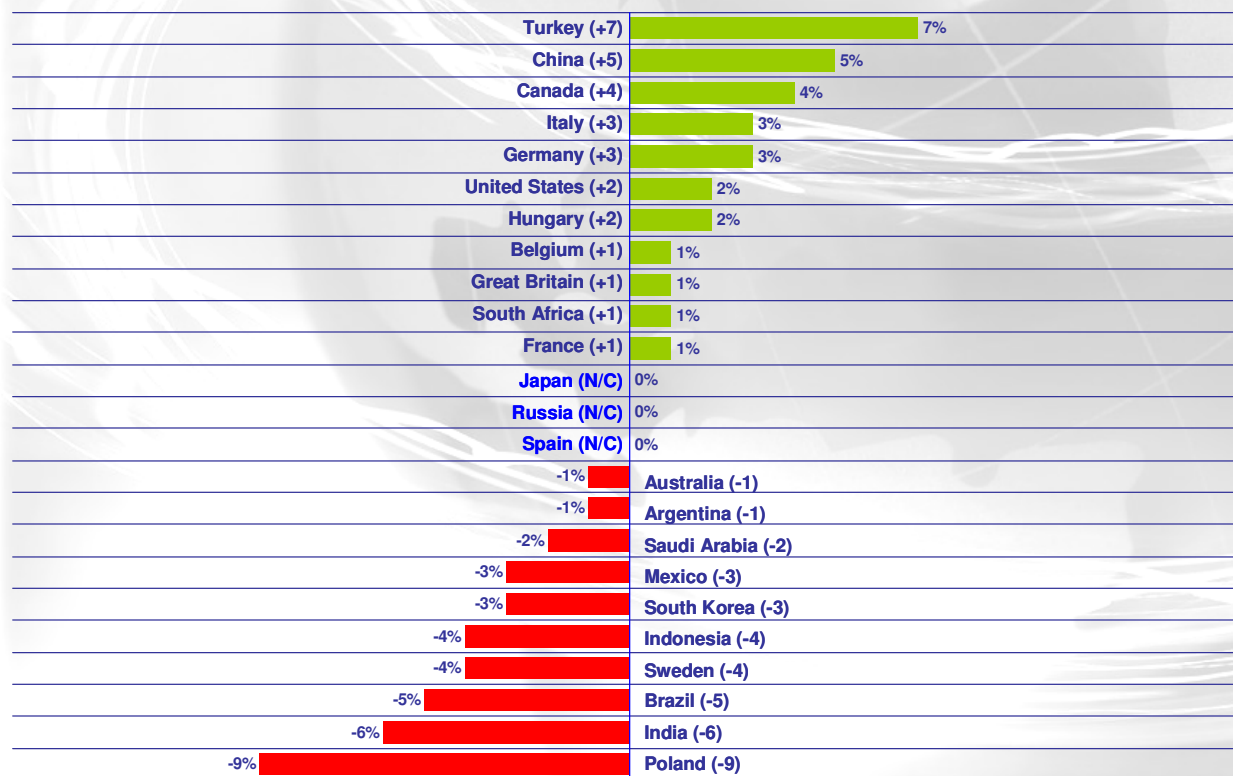
## Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):



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?



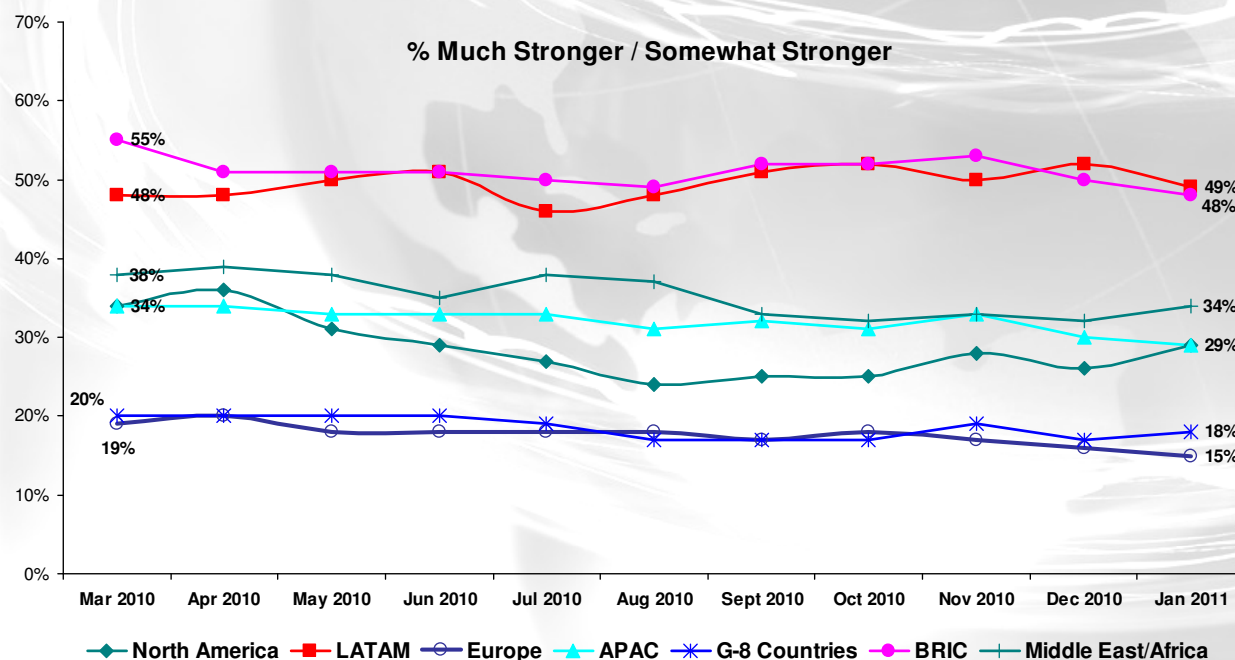
## Countries Ranked by Net **Improvement**, **Decline** or **No Change** Compared to Last Month:



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?

## All Regions N/C

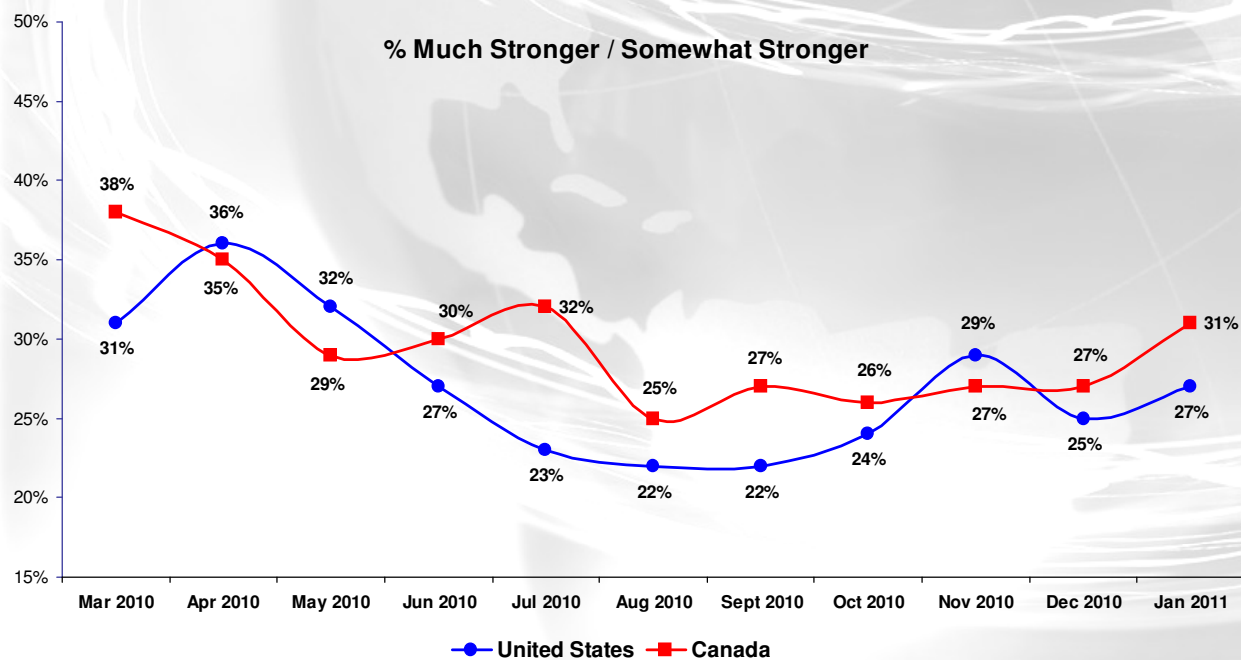
### Assess What to Expect of the Local Economy In the Next Six Months



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?

## North American Countries ▲3

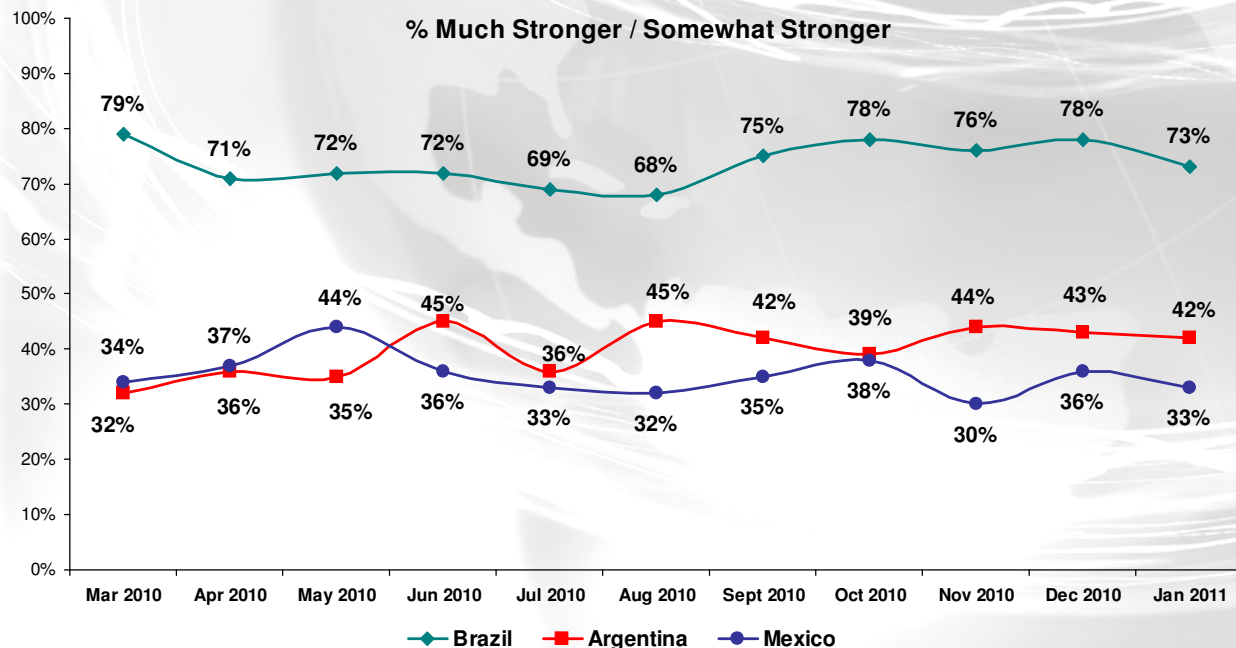
### Assess What to Expect of the Local Economy In the Next Six Months



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?

## LATAM Countries ▼3

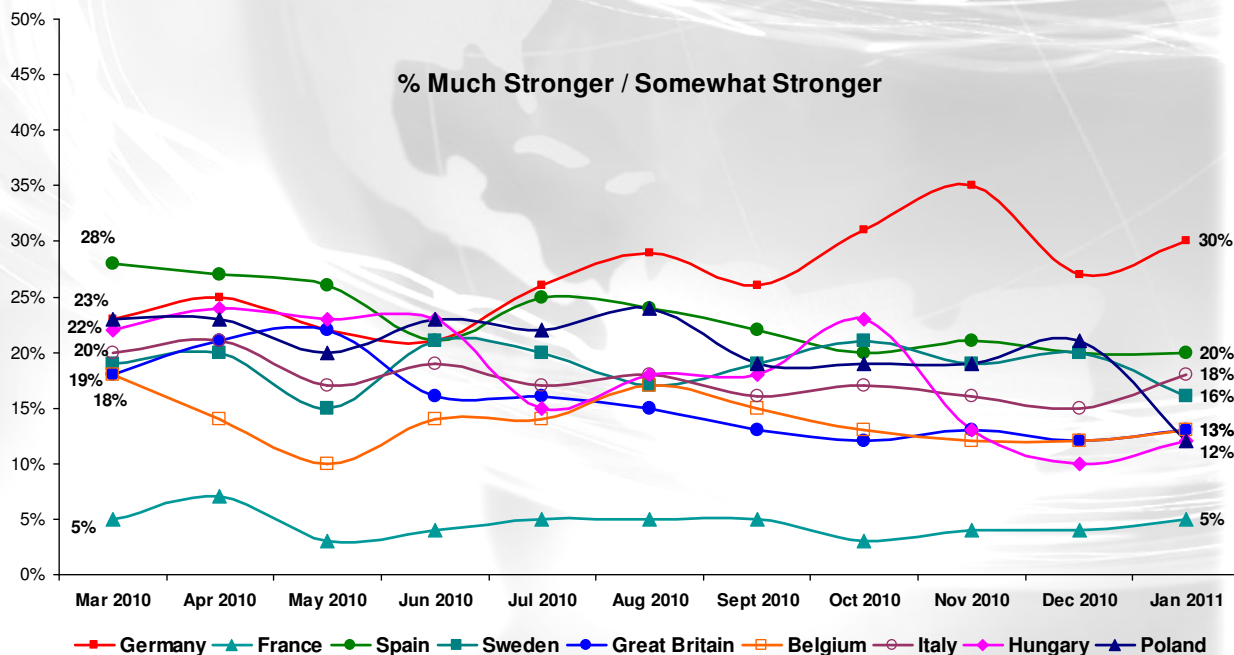
### Assess What to Expect of the Local Economy In the Next Six Months



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?

## European Countries ▼1

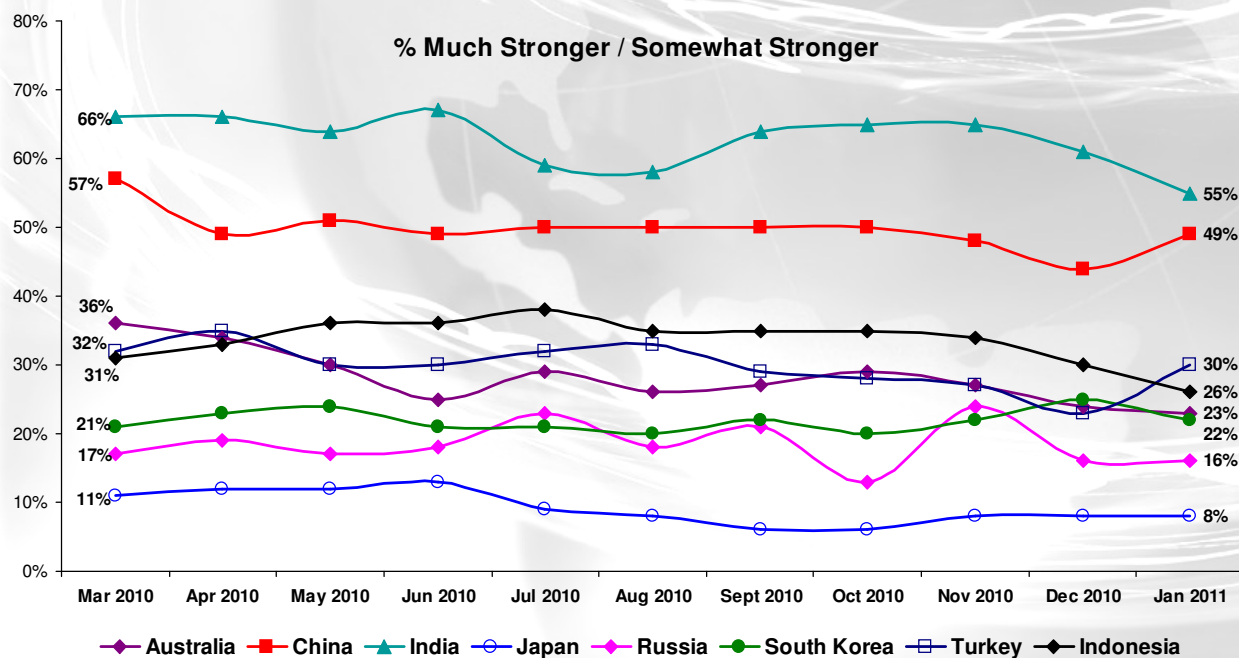
### Assess What to Expect of the Local Economy In the Next Six Months



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?

## APAC Countries ▼ 1

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

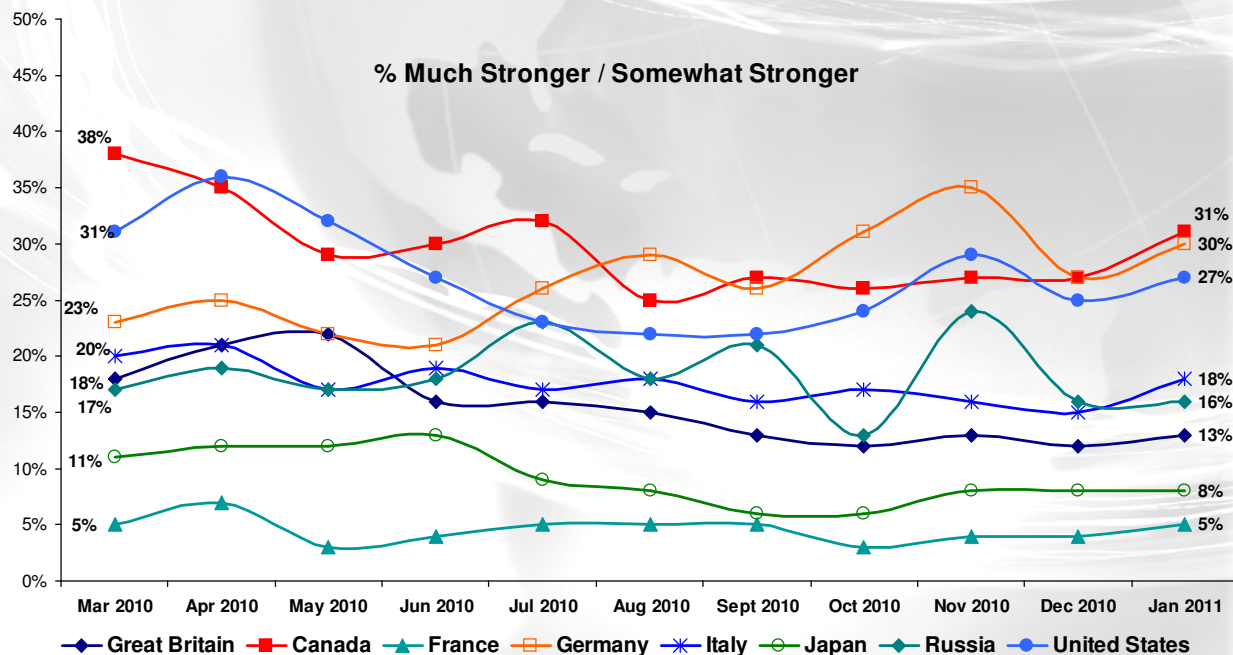


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?



## G8 Countries ▲1

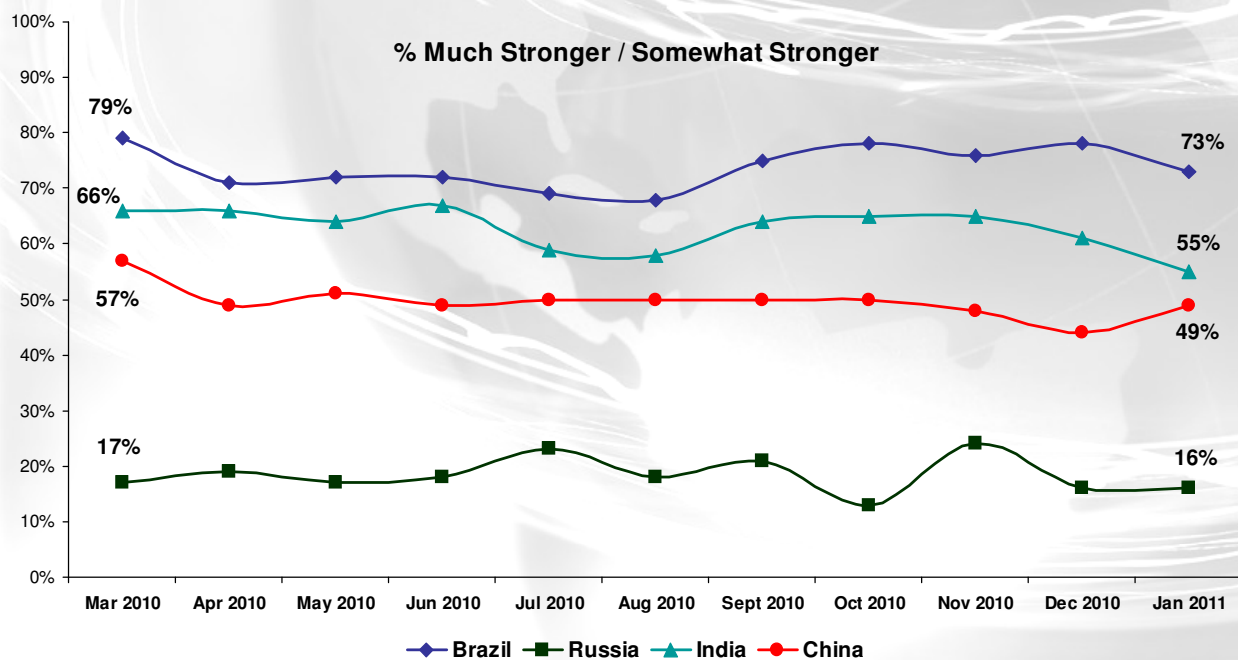
### Assess What to Expect of the Local Economy In the Next Six Months



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?

## BRIC Countries ▼2

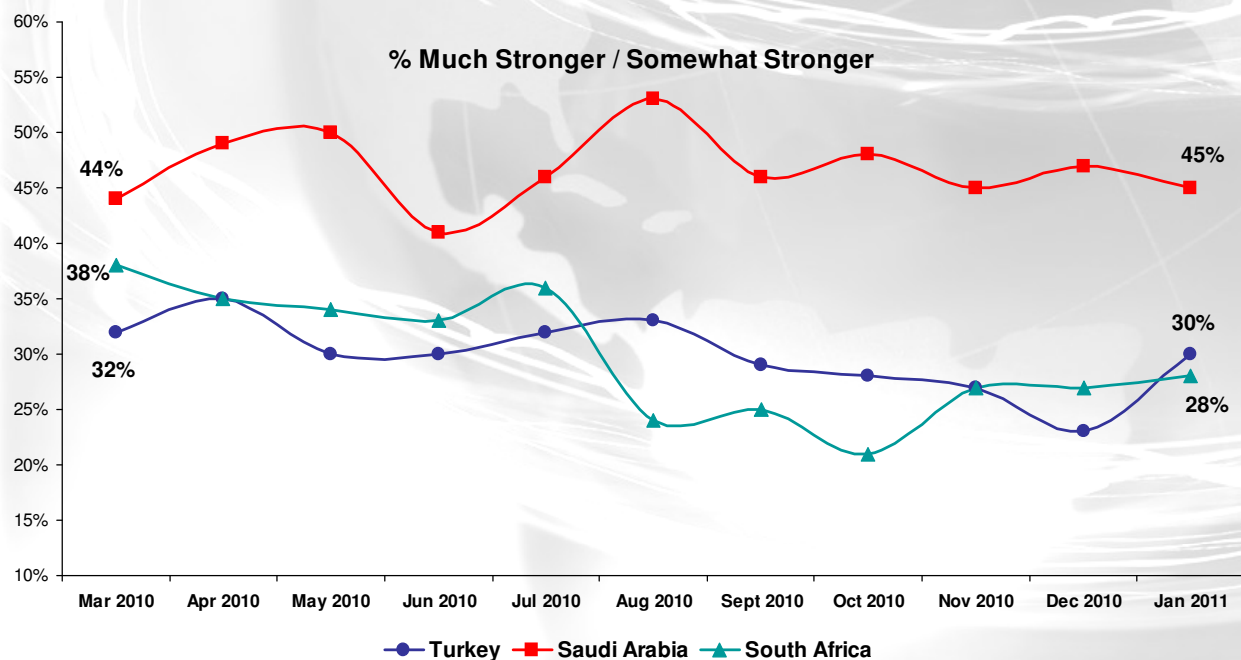
### Assess What to Expect of the Local Economy In the Next Six Months



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?

## Middle East/African Countries ▲2

### 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?

# Methodology

These are the findings of the *Global @dvisor* Wave 17 (G@17), an Ipsos survey conducted between **January 14 and January 24, 2011**.

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.

For the results of the survey presented herein, an international sample of 18,829 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel 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 for a sample of 500 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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