



Global @dvisor

The Economic Pulse of the World

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



A Global @dvisory – March 2011 – G@18
The Economic Pulse

Methodology...

- These are the findings of the *Global @dvisor Wave 18 (G@18)*, an Ipsos survey conducted between **February 2nd and February 14th, 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.

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

Summary

- The **global economic train keeps on rolling, not gathering steam or losing momentum**. It's important to note that **our interviewing for Global @dvisor in Japan and other major centers had wrapped up a month before the devastating earthquakes**, the resultant Tsunami and the Nuclear Plant disaster. At the writing of this summary **events are still unfolding** so future reporting will certainly build on this **pre-quake benchmark** and show any **economic fallout** in Japan, among its closest neighbors and other nations around the world.
- But what's also important to keep in mind is that **despite being the third-largest economy** (after the US and China), **Japan has consistently ranked in the bottom** third of national and local economic assessment/confidence. In fact, prior to the quake it was **languishing at a mere 8%**, just ahead of Spain (6%) and Hungary (5%) and just behind France (10%). At this point we really wonder **just how low can Japan go?**
- **That having been said, the pre-quake assessments on all three metrics** – national (41% “good”), local (31% “strong”) and future of local (28% “stronger”) assessments – global citizens in 24 countries **have maintained essentially the same outlook over the past year**. These steady trends tell us that these levels may well be **“the new normal”** – roughly four in ten citizens on average feeling good about their national economies and three in ten feeling upbeat about their local economy, current and six months from now.

Summary

- And that **might not seem like good news but consider** the fact that our opinion sounding was taking place during **the tumultuous two months into 2011** with regime changes and battles in North Africa, the price of gasoline sky-rocketing and individual country consternation about deficits/debts and currency fluctuations.
- Regionally, the **BRIC continues to soar** on all three metrics, earning its title as the group of *emerging markets*. On the other end, **Europe drags** the global aggregate down across the board—with only Sweden and Germany performing above average on national and local assessments (but even they are below the global average on their six-month outlook).
- **Brazil** is the most economically optimistic country when it comes to the local economic outlook for the future **45 points above the global aggregate**.

THE WORLD AT A GLANCE

The Global Economic Assessment Train Keeps on Turning: National Assessments (41%)

- The **global economic assessment in 24 countries of national economies is up one point since last sounding with 41%** saying current economic conditions in their country are “good”.
- This level **remains relatively unchanged for over a year now**. Despite a three-point increase since January 2010 (38%), the assessment has remained stable.
- **Saudi Arabia** (81%) and **China** (73%), the **two most consistent global leaders** on national economic assessment/confidence, remain relatively unchanged; the Saudis went up one point and the Chinese went down one point.
- **Sweden** (80%) slipped two points to number two of 24 countries but it remains strong, holding on to its reputation as **Europe’s leader**. India (77%) is at third place.
- While **Australia** (72%) remains in the top tier, the Oceanic country **dropped six points** this wave. The drop may reflect recovery efforts after December and January’s devastating floods, not to mention the earthquake tremors from Christ Church New Zealand just next door.
- Hungary (5%), Spain (6%) and Japan (8%) each rose two points but continue to trail behind as the lowest-ranking countries. **Japan’s 8% level does not leave much wiggle room** for the country to respond to its internal calamities.

No Change on Global Aggregate of Local Economic Assessment (31%)

- The global aggregate of local assessments also remains **unchanged but quite a bit lower than national assessments**. Three in ten (31%) global citizens say the state of the current economy in their local area is “good” and this figure is unchanged over the past year (28% in March, 2010).
- Those **actors that lead the pack on the national levels also do so on the local assessments** : China (57%), Sweden (57%), Saudi Arabia (55%), India (55%), and Australia (54%). Similarly, those who rank lowest on national assessments also do on local: Japan (5%), Spain (9%) and Hungary (10%).
- While stagnant at 20% on the national assessment, an encouraging **five point increase for the United States** (24%) about the local economy could be the beginnings of a warming economic spring...but then again, we’ve been here before...
- **Belgium** citizens displayed an increase of positive local economic assessment – **up ten points this wave to 30%** – a steady march back from 11% in April, 2010.

Same Story Told on Future Predictions: 28% Think Local Economy to be Stronger Six Months From Now

- When asked to look ahead six months from now, three in ten (28%) say the local economy will be stronger—relatively stable since March 2010 (31%). But some of the most interesting stories from this wave of tracking come out when looking at **global levels of optimism and pessimism**.
- **Brazil** may sit modestly at 8th place of 24 countries on national (61%) and 7th place on local assessments (47%) but it **blows the other 24 countries out of the water on optimism**: 73% expect the local economy to be stronger in six months. This is **45 points above the global aggregate** and 12 points above the next-strongest country (India 61%).
- Some countries show the reverse trend; high levels of *current* economic confidence but lower levels of *future* expectations. **Australia** sits in the top tier on national (72%) and local assessments (54%) but only 13th on optimism (24%). Similarly, **Canada** (29%) and **Germany** (28%) are global leaders on current assessments but only rank 8th and 9th respectively on six-month predictions.
- Hungary, an interesting case, sits in the bottom tier on all three metrics. Its six-month outlook (15%), though, is quite a bit higher than both its current local (10%) and national (5%) assessments.

1. National Economic Assessments: Countries at a Glance Compared to the Last Wave... Saudi Arabia is Global Leader

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	
Saudi Arabia	81%	Mexico	▲	8	Australia	▼	6	Hungary	5%
Sweden	80%	Poland	▲	6	Argentina	▼	4	Spain	6%
India	77%	Belgium	▲	5	Great Britain	▼	3	Japan	8%
China	73%	Brazil	▲	5	Sweden	▼	2	France	10%
Australia	72%	South Korea	▲	4	Russia	▼	1	Great Britain	12%
Canada	68%	Italy	▲	3	China	▼	1	Italy	14%
Germany	64%	Hungary	▲	2	France	▼	1	United States	20%
Brazil	61%	Japan	▲	2				Russia	25%
		Spain	▲	2					
		India	▲	1					
		Indonesia	▲	1					
		Saudi Arabia	▲	1					
		Turkey	▲	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?

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1. National Economic Assessment: Regions at a Glance Compared to the Last Wave... LATAM ▲3, Europe ▲2

REGION (in descending order by NET)	NET 'Good'	CHANGE (since last sounding)
BRIC	59%	1%
Middle East/Africa	58%	1%
APAC	47%	N/C
LATAM	45%	3%
North America	44%	N/C
Europe	29%	2%
G8	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?

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2. Local Economic Assessment: Countries at a Glance Compared to the Last Wave... *China and Sweden Tied for First*

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	
China	57%	Belgium	▲	10	India	▼	10	Japan	5%
Sweden	57%	Brazil	▲	5	Australia	▼	6	Spain	9%
Saudi Arabia	55%	United States	▲	5	South Africa	▼	5	Hungary	10%
India	55%	India	▲	4	Russia	▼	4	Great Britain	14%
Australia	54%	Italy	▲	4	Indonesia	▼	2	France	15%
Canada	49%	Sweden	▲	4	Hungary	▼	2	Russia	16%
Brazil	47%	Germany	▲	3	Argentina	▼	2	Italy	18%
Germany	43%	Poland	▲	2	Saudi Arabia	▼	2		
		South Korea	▲	2	Mexico	▼	1		
		Turkey	▲	1	Great Britain	▼	1		
		Japan	▲	1					
		France	▲	1					
		China	▲	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. Local Economic Assessment: Regions at a Glance Compared to the Last Wave... North America ▲3, Europe ▲2

REGION (in descending order by NET)	NET 'Strong' Top 3 Box (5-6-7)	CHANGE (since last sounding)
BRIC	44%	2%
Middle East/Africa	39%	-2%
North America	37%	3%
APAC	34%	N/C
LATAM	32%	1%
Europe	24%	2%
G-8 Countries	23%	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

3. Six Month Outlook on the Local Economy: Countries at a Glance Compared to the Last Wave... *Brazil the Clear Winner*

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%	Poland	▲	7	South Africa	▼	6	France	4%
India	61%	Saudi Arabia	▲	7	Canada	▼	2	Japan	9%
Saudi Arabia	52%	India	▲	6	Great Britain	▼	2	Great Britain	11%
China	49%	Sweden	▲	5	Italy	▼	2	Belgium	13%
Argentina	44%	Mexico	▲	4	Germany	▼	2	Hungary	15%
Mexico	37%	Hungary	▲	3	France	▼	1	Italy	16%
		South Korea	▲	3				Russia	18%
		Argentina	▲	2				Poland	19%
		Turkey	▲	2					
		Russia	▲	2					
		Japan	▲	1					
		Australia	▲	1					
		Spain	▲	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. Six Month Outlook on Local Economy: Regions at a Glance Compared to Last Wave... LATAM ▲2, Europe ▲2

REGION (in descending order by NET)	NET 'Stronger'	CHANGE (since last sounding)
LATAM	51%	2%
BRIC	50%	2%
Middle East/Africa	35%	1%
APAC	30%	1%
North America	28%	-1%
G-8 Countries	18%	N/C
Europe	17%	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?

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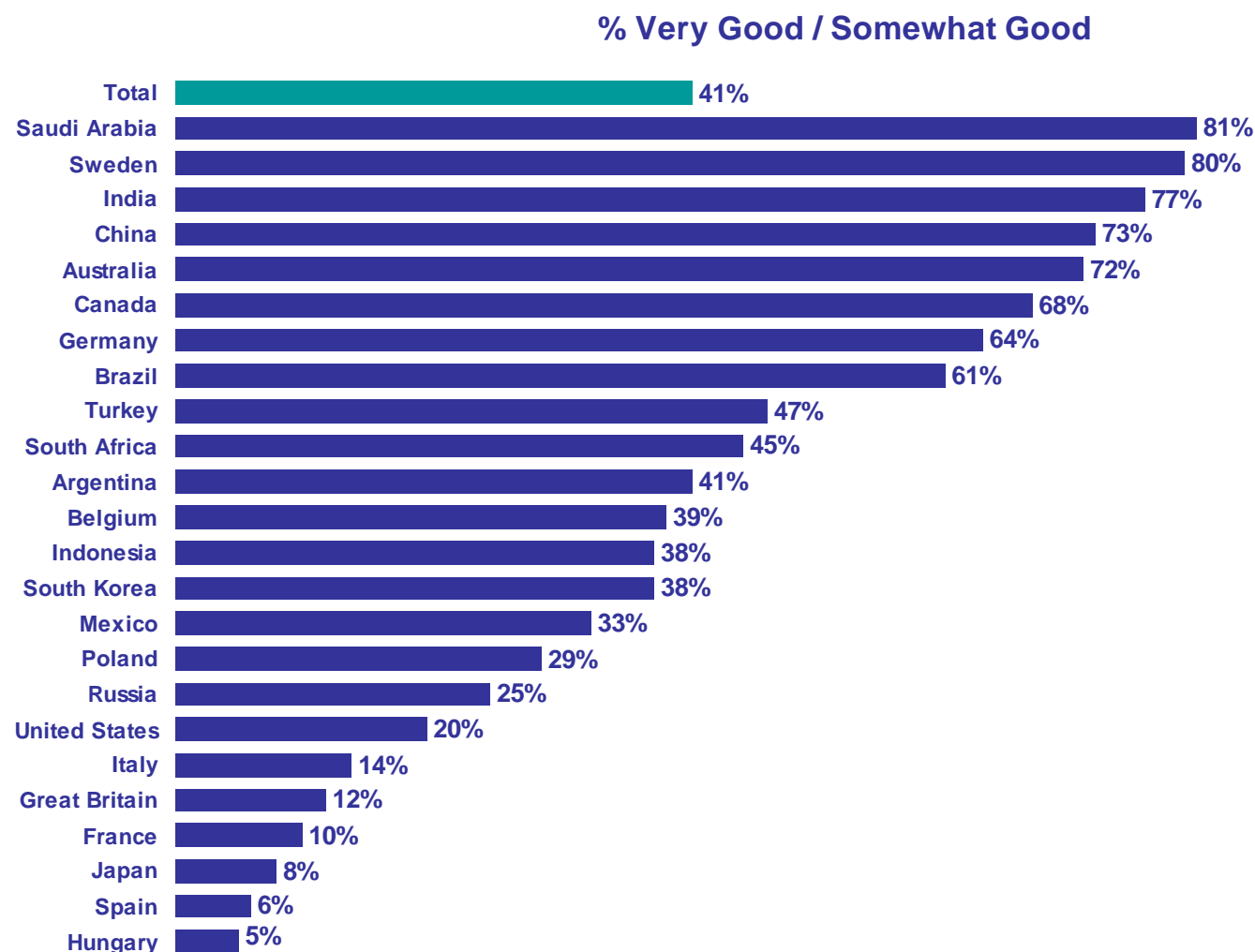
DETAILED FINDINGS

1. Assessing The Current Economic Situation in Their Country

Detailed Tables B.3

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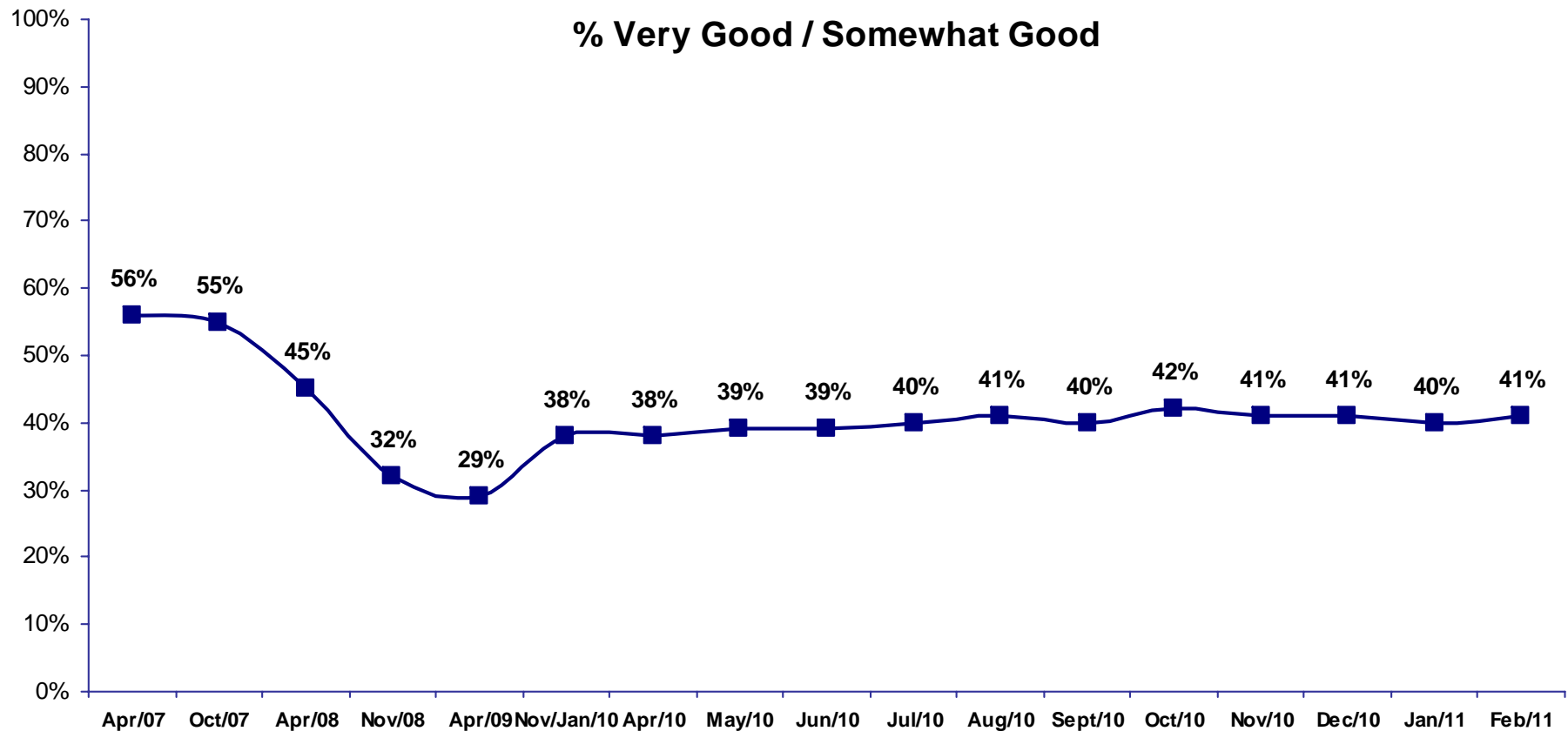
Four in Ten [41%, ▲1 from January 2011] Global Citizens Assess the Current Economic Situation in their Country as “Good”



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?

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Global Average Tracked 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?

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

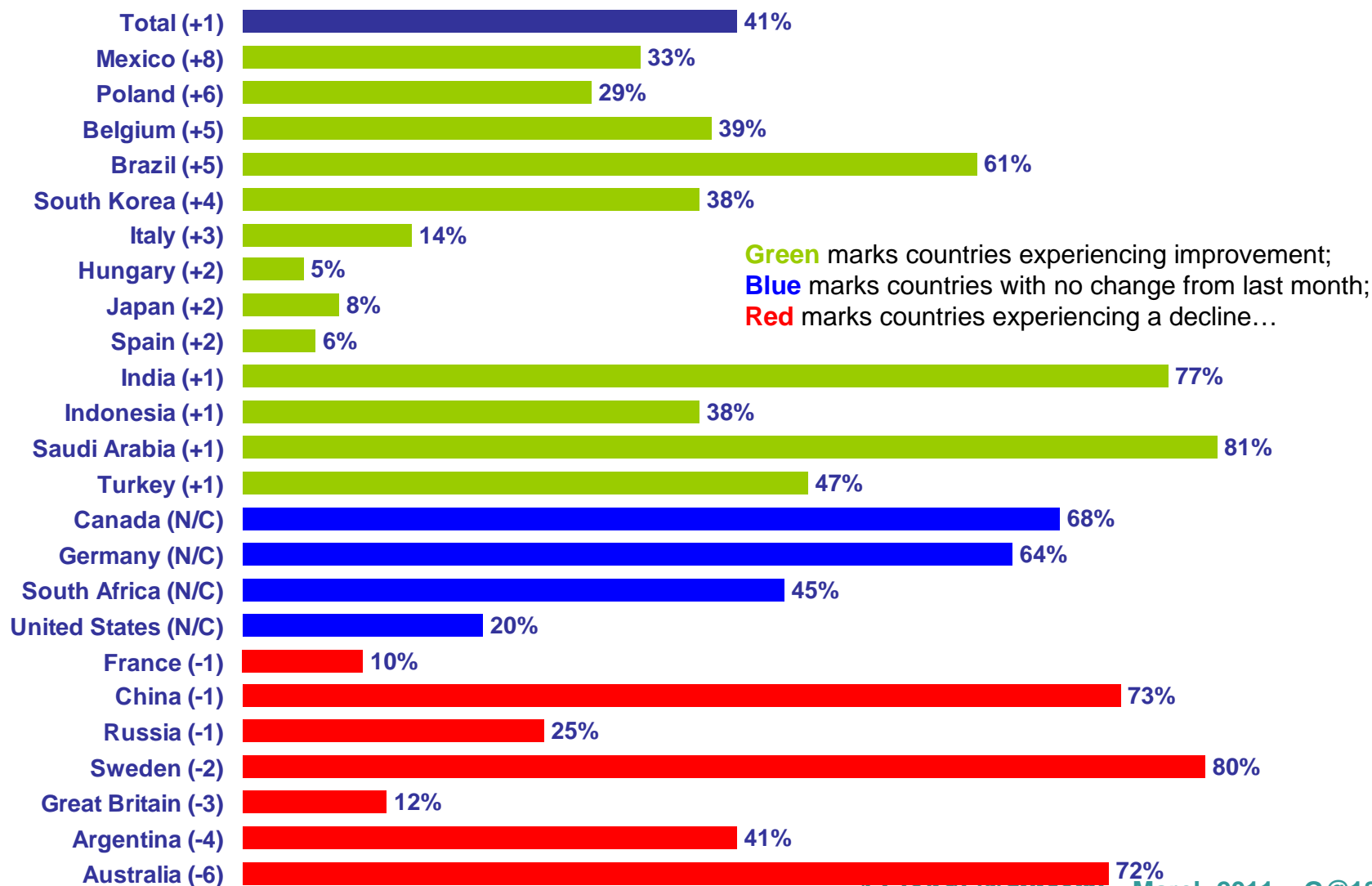
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

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

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

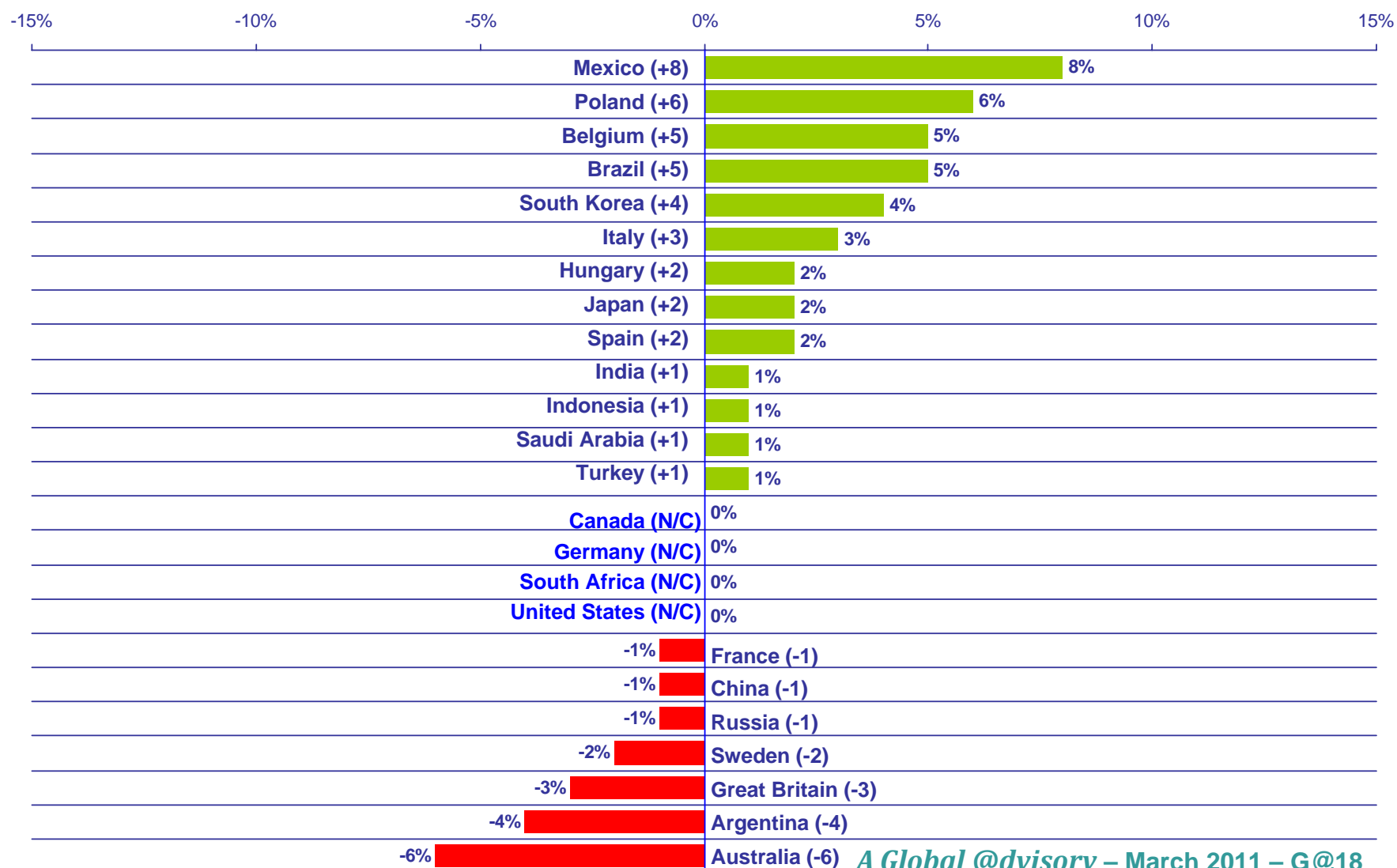
Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

% Very Good / Somewhat Good

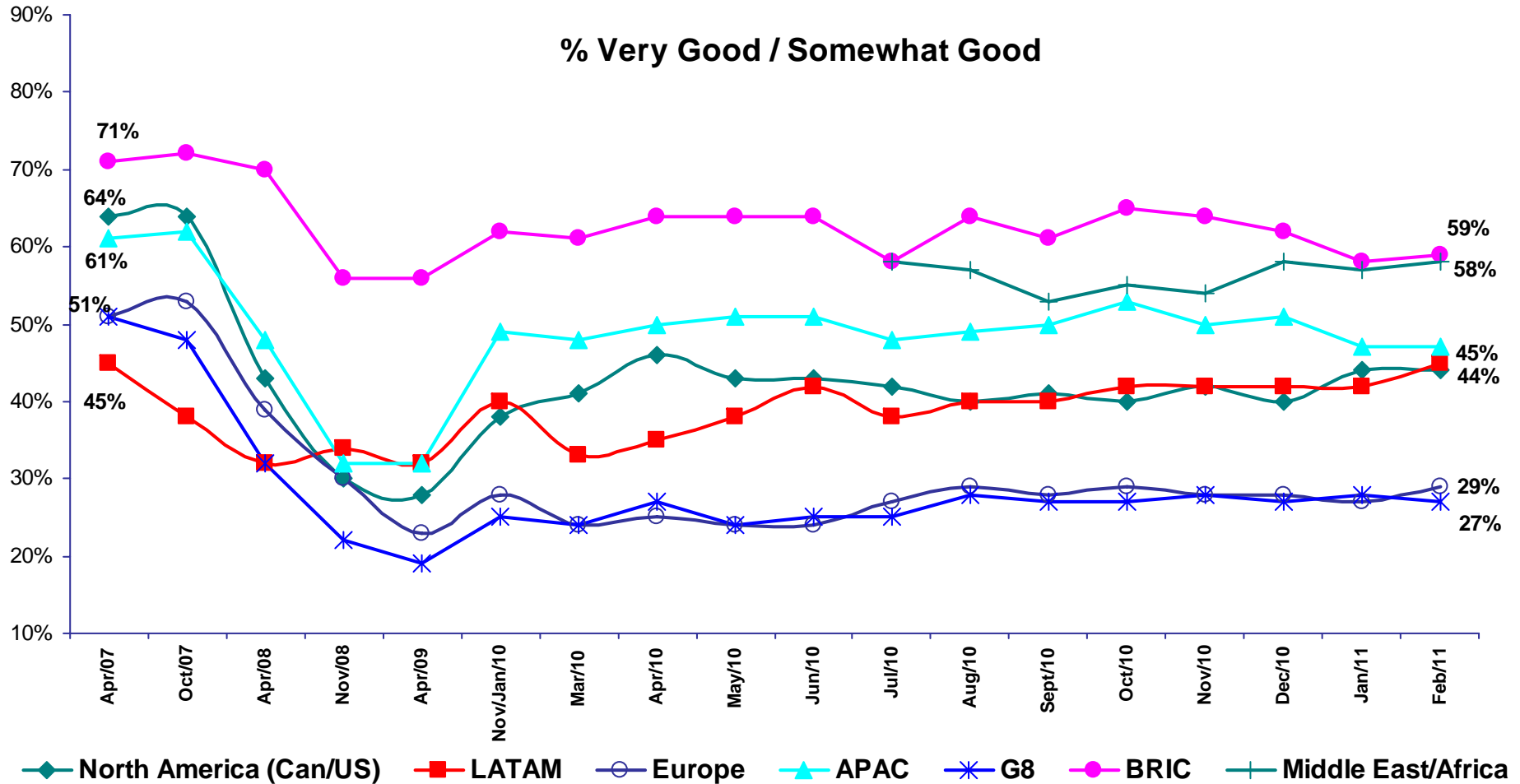


Countries Ranked by Net Improvement, Decline or No Change

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:



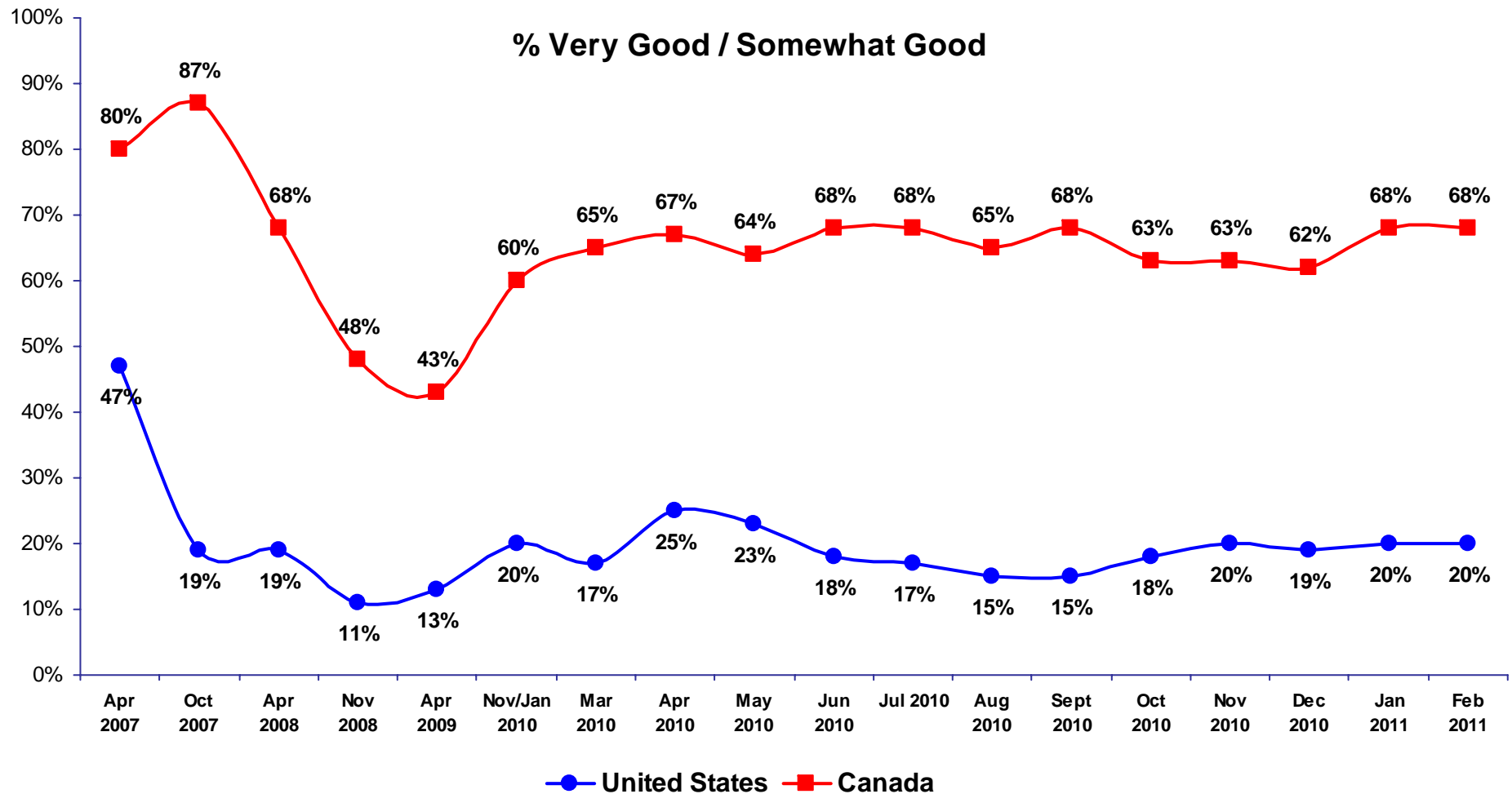
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

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North American (Canada/US) Countries Assessing the Economic Situation

N/C



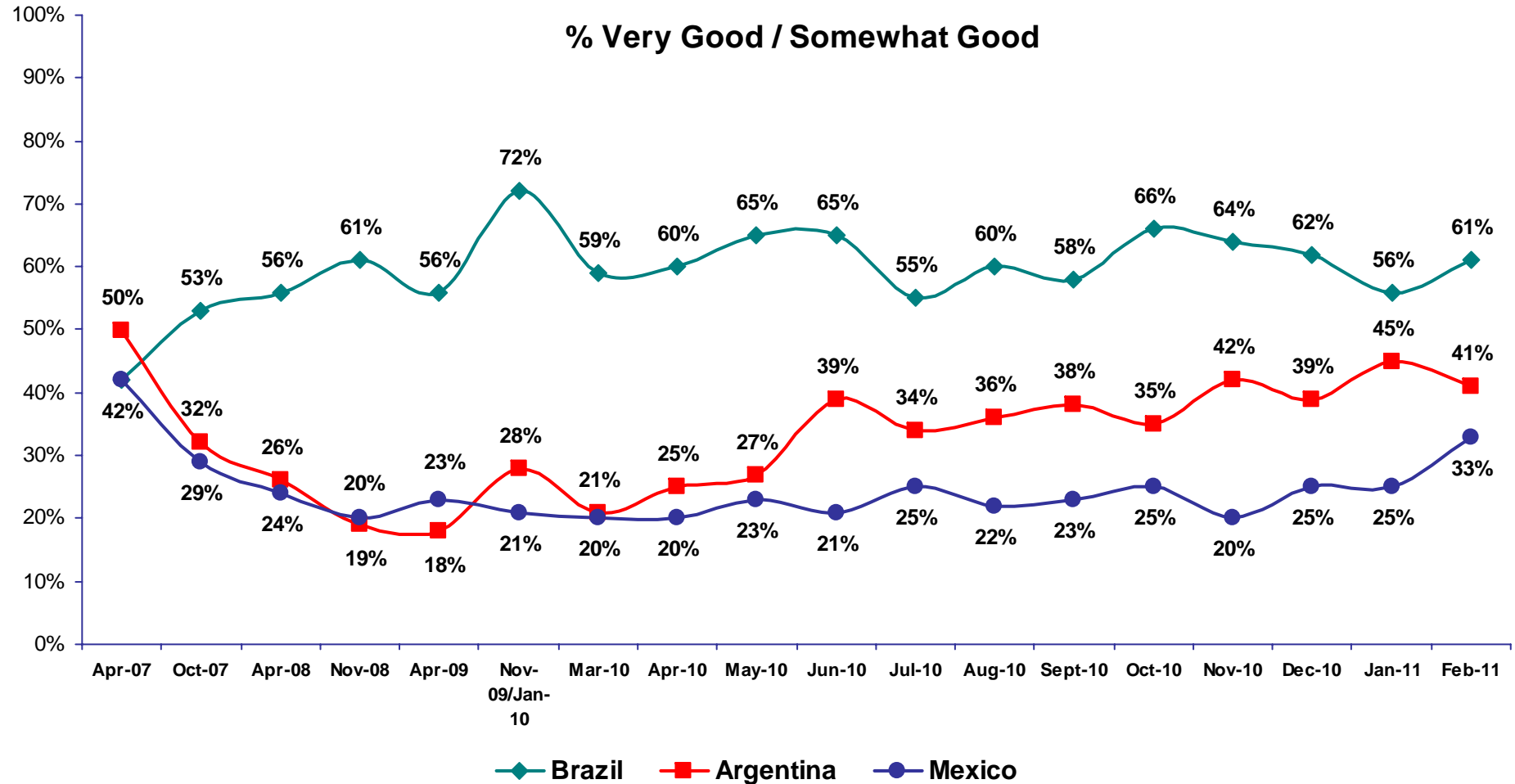
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

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LATAM Countries

Assessing the Economic Situation



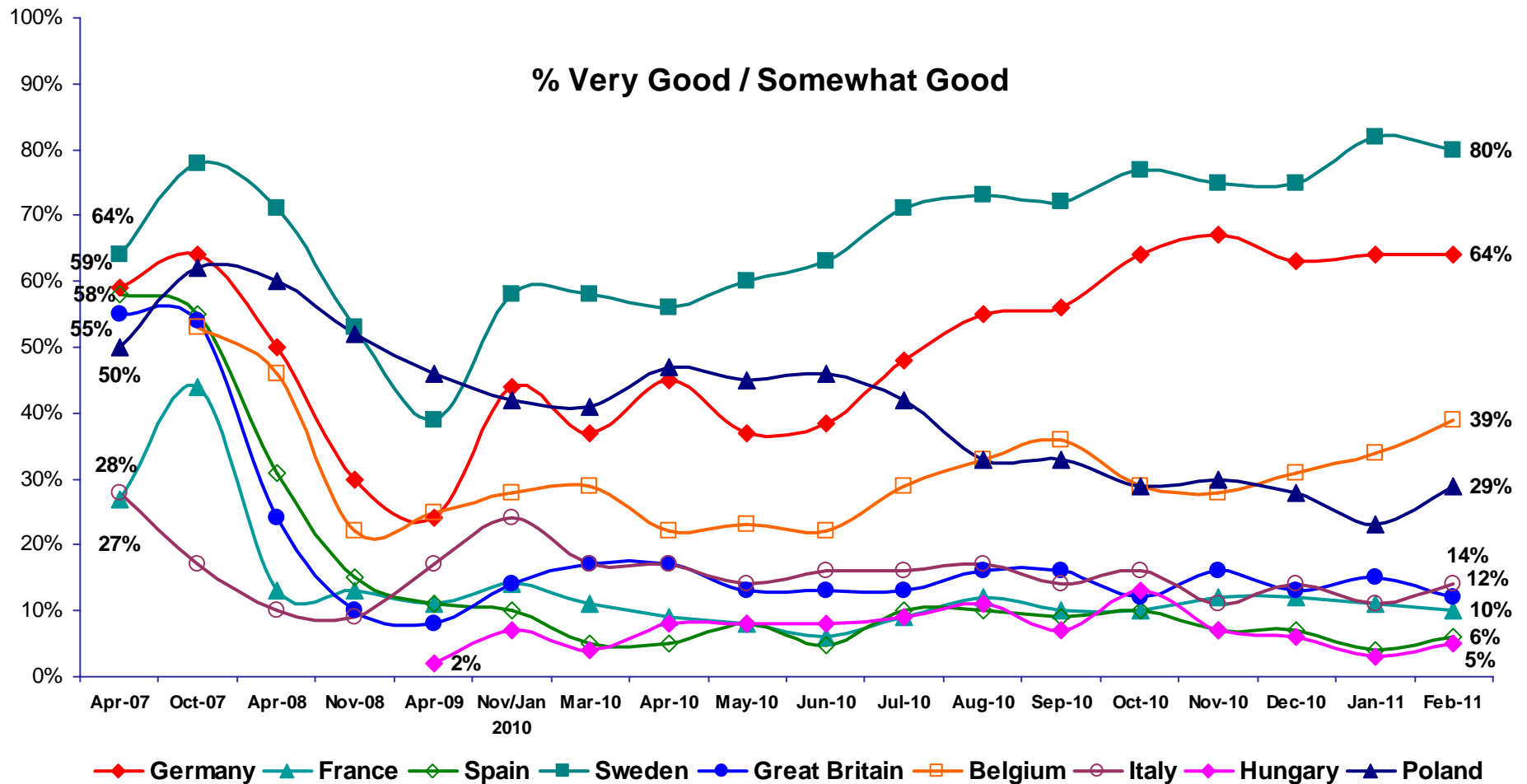
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

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European Countries

Assessing the Economic Situation



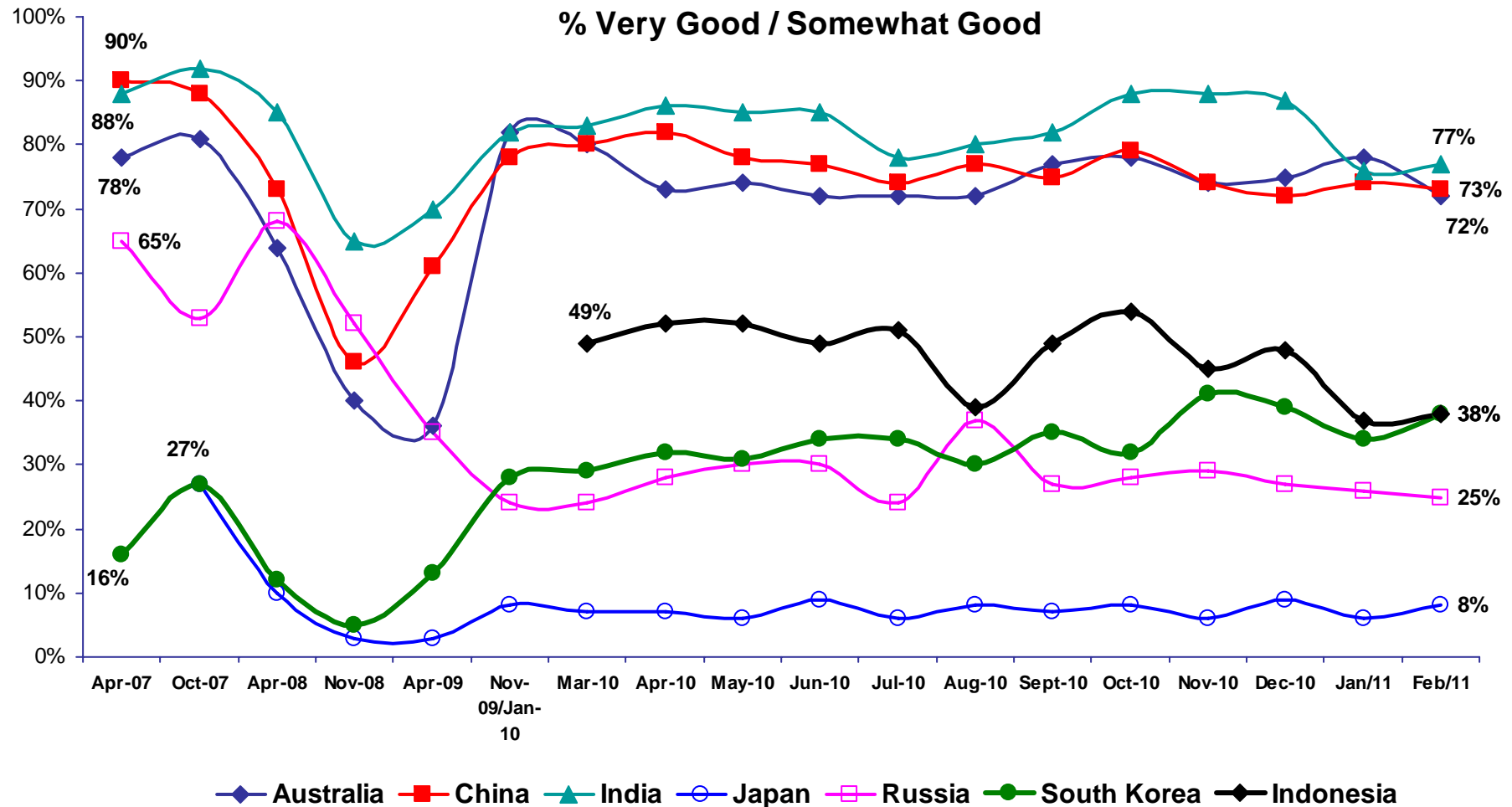
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

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APAC Countries Assessing the Economic Situation

N/C



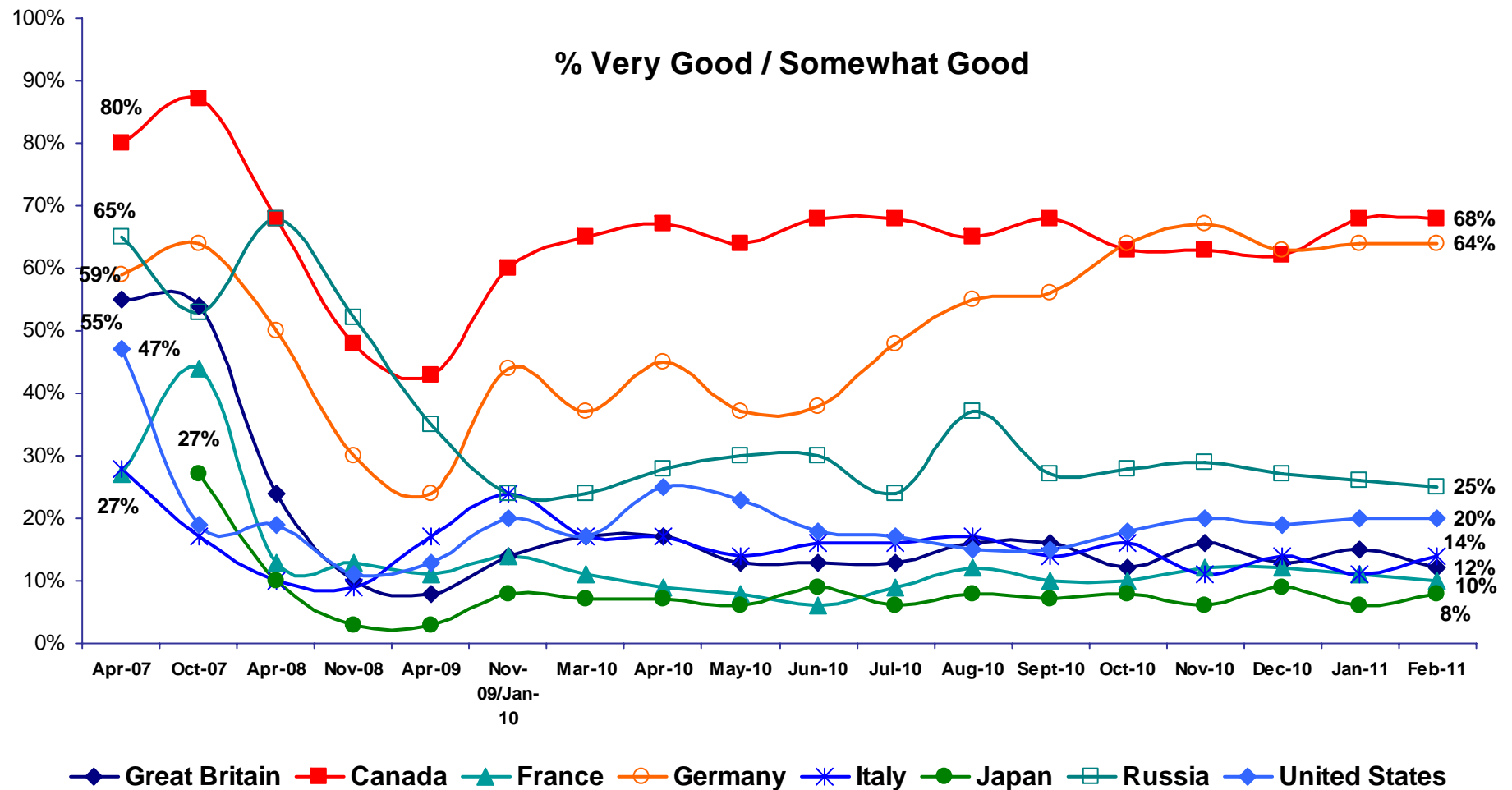
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

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G8 Countries

Assessing the Economic Situation



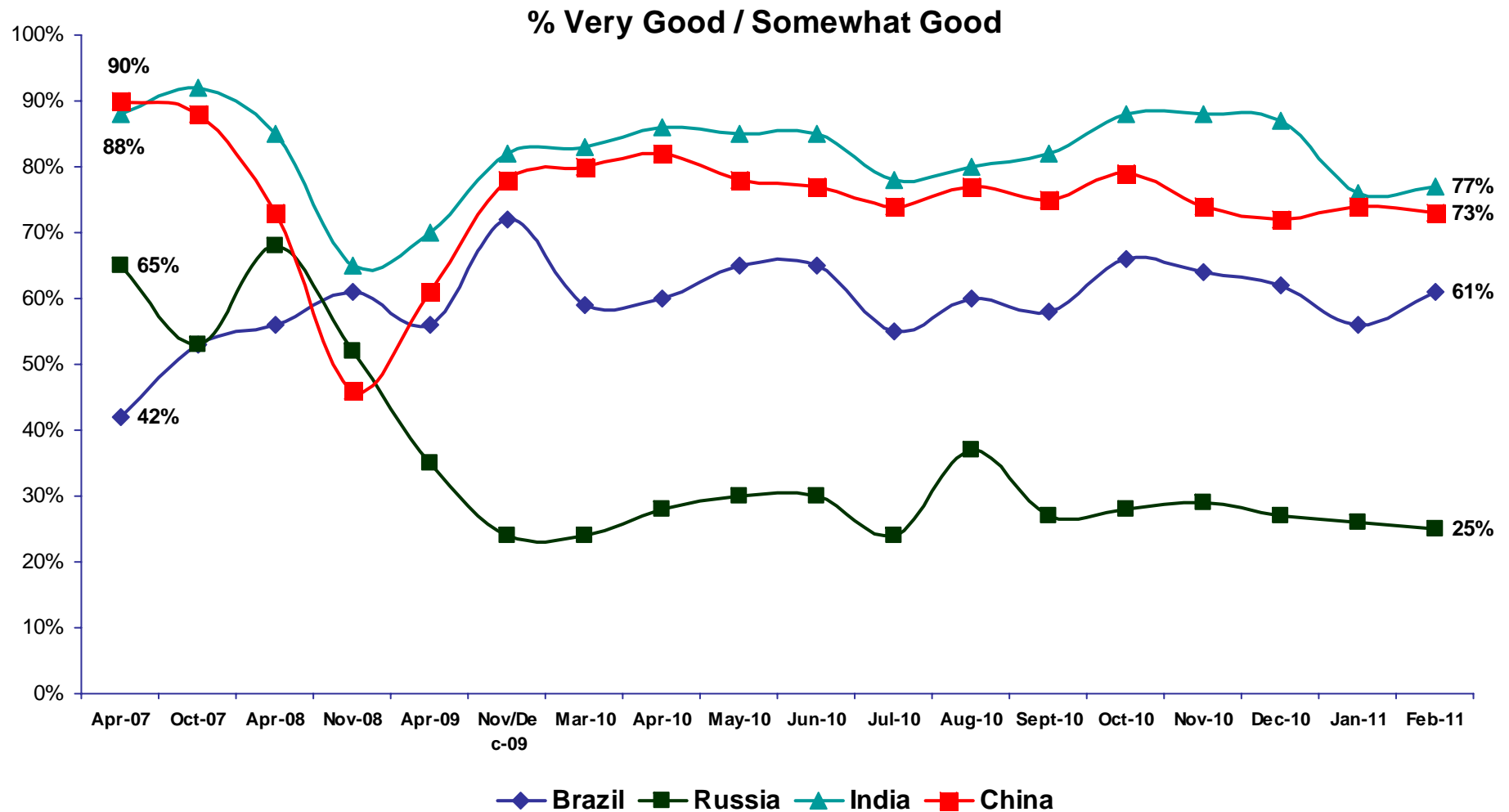
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

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BRIC Countries

Assessing the Economic Situation

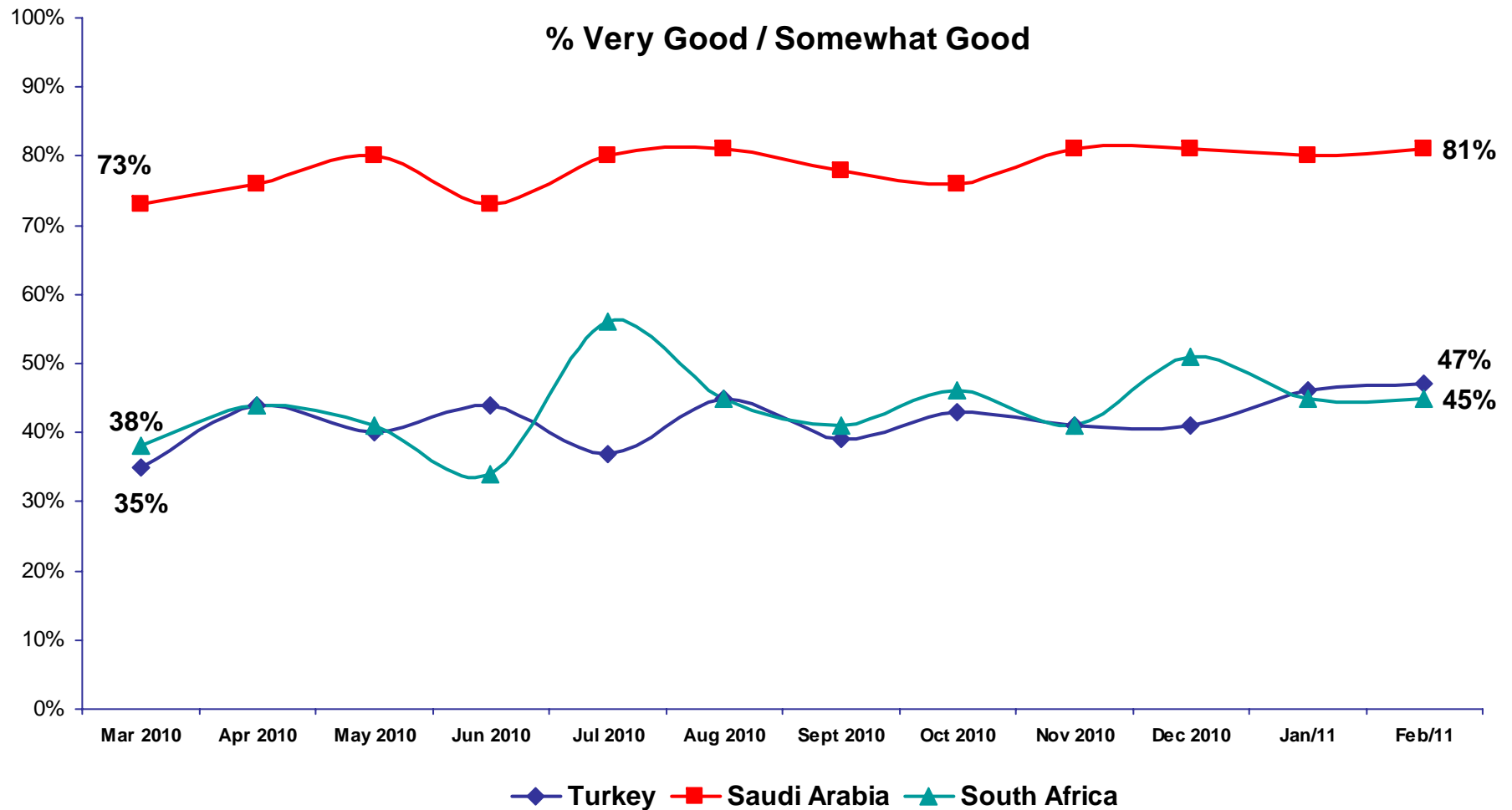


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

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Middle East/African Countries 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?

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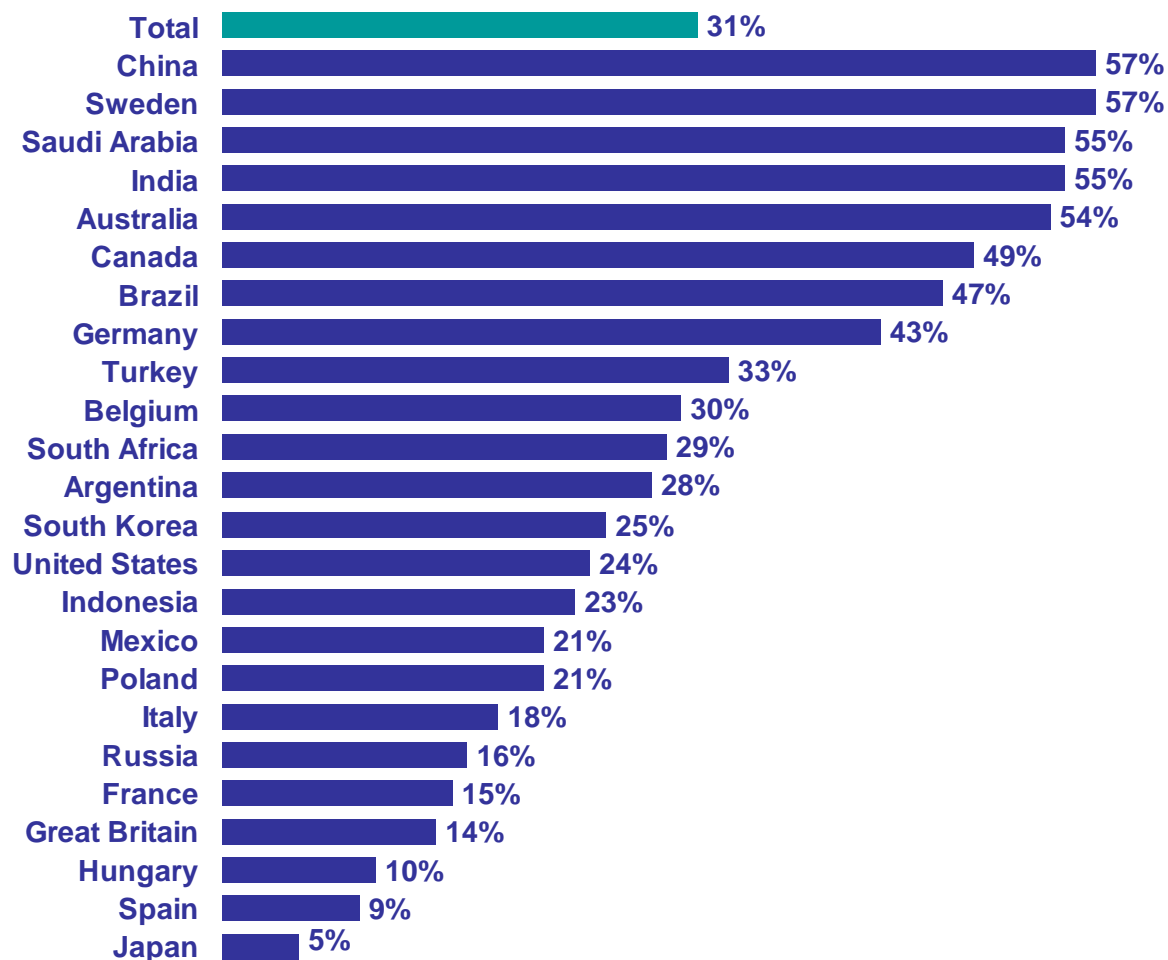
2. Assessing The Economy In Their Local Area

Detailed Tables B.6

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

% Strong (Top 3 - 5-6-7)

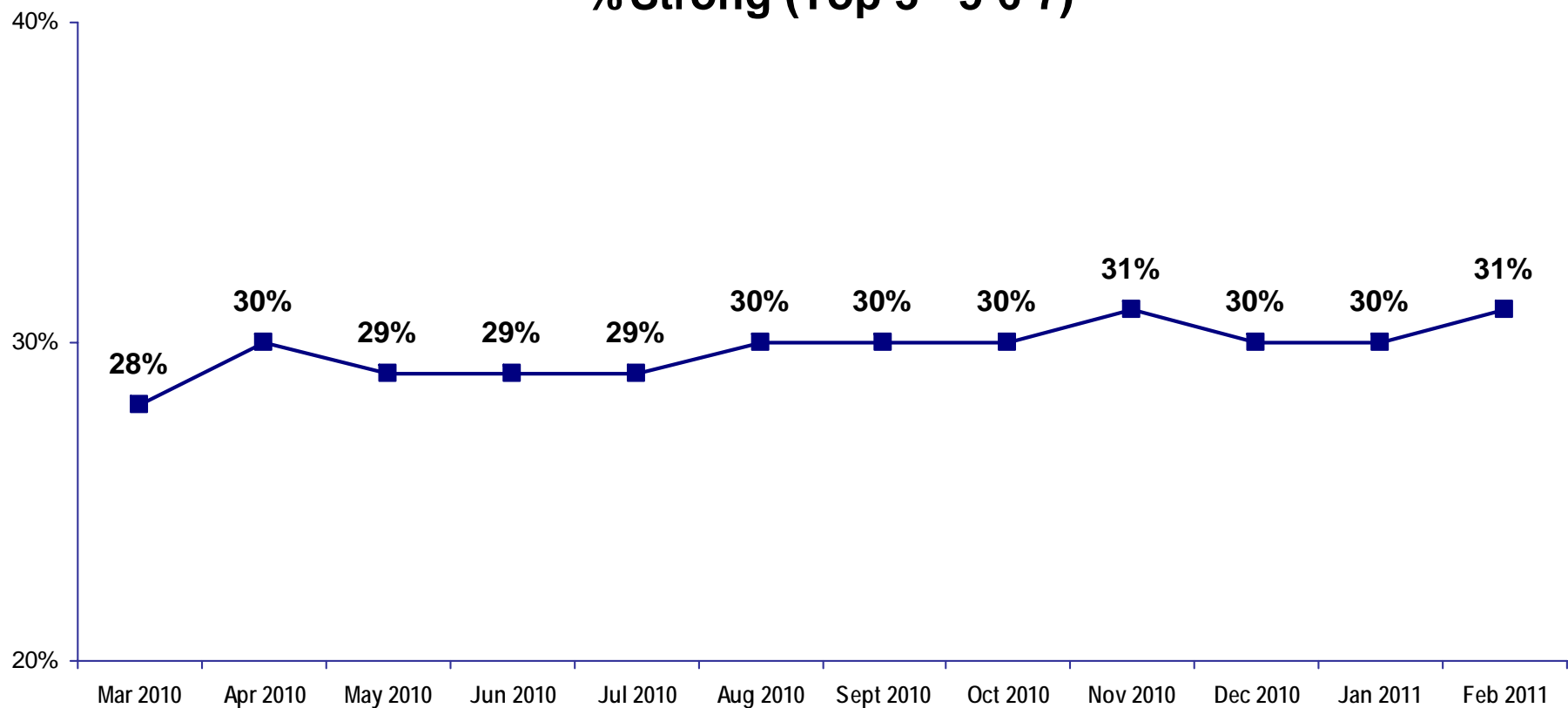


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

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



% Strong (Top 3 - 5-6-7)



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)

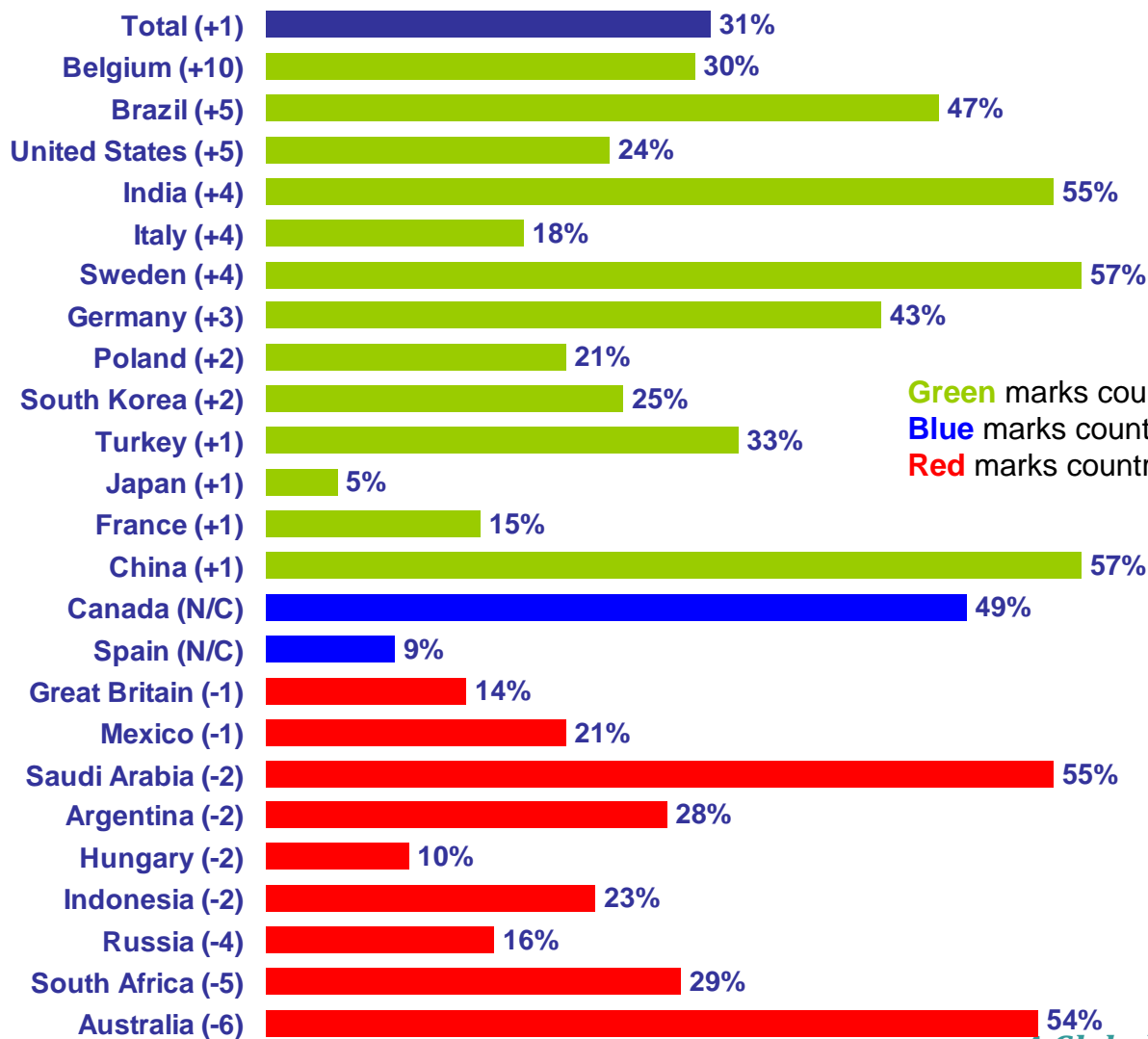
	Mar 2010	April 2010	May 2010	June 2010	July 2010	Aug 2010	Sept 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011
Total	28%	30%	29%	29%	29%	30%	30%	30%	31%	30%	30%	31%
Argentina	19%	19%	15%	23%	20%	25%	26%	21%	28%	28%	30%	28%
Australia	56%	55%	55%	50%	52%	52%	53%	57%	53%	55%	60%	54%
Belgium	15%	11%	11%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

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.

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

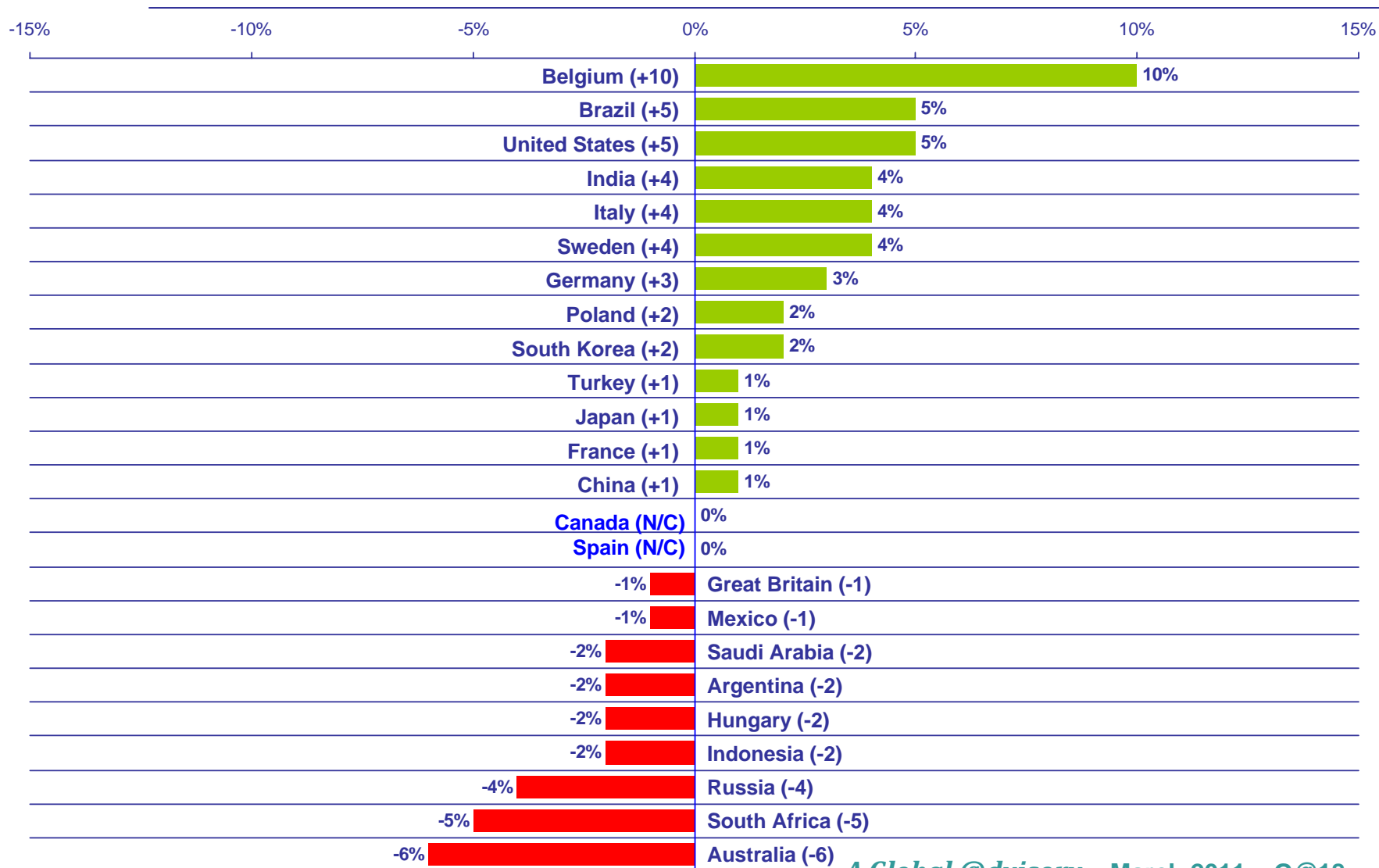
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy...



Green marks countries experiencing improvement;
Blue marks countries with no change from last month;
Red marks countries experiencing a decline...

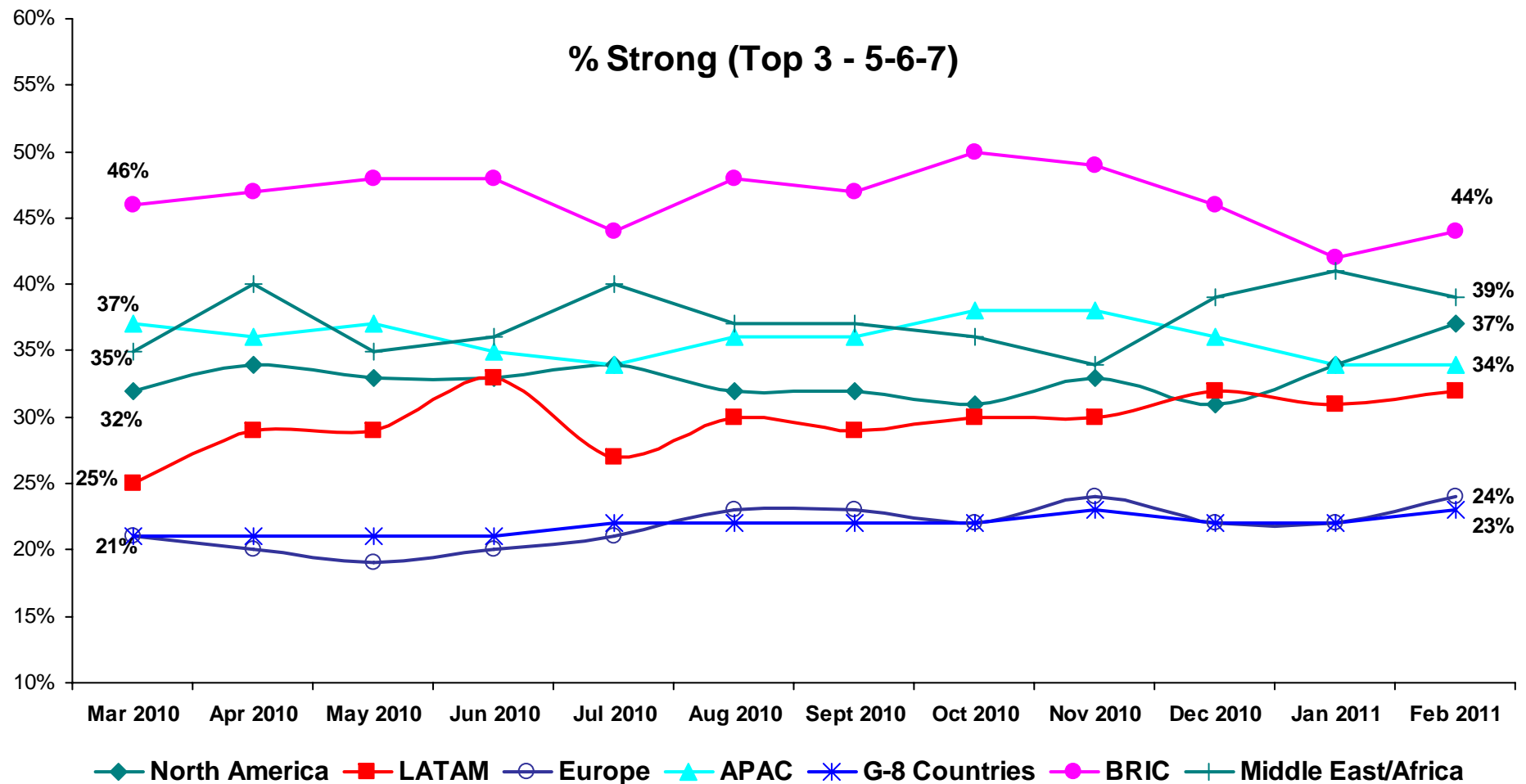
Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:

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

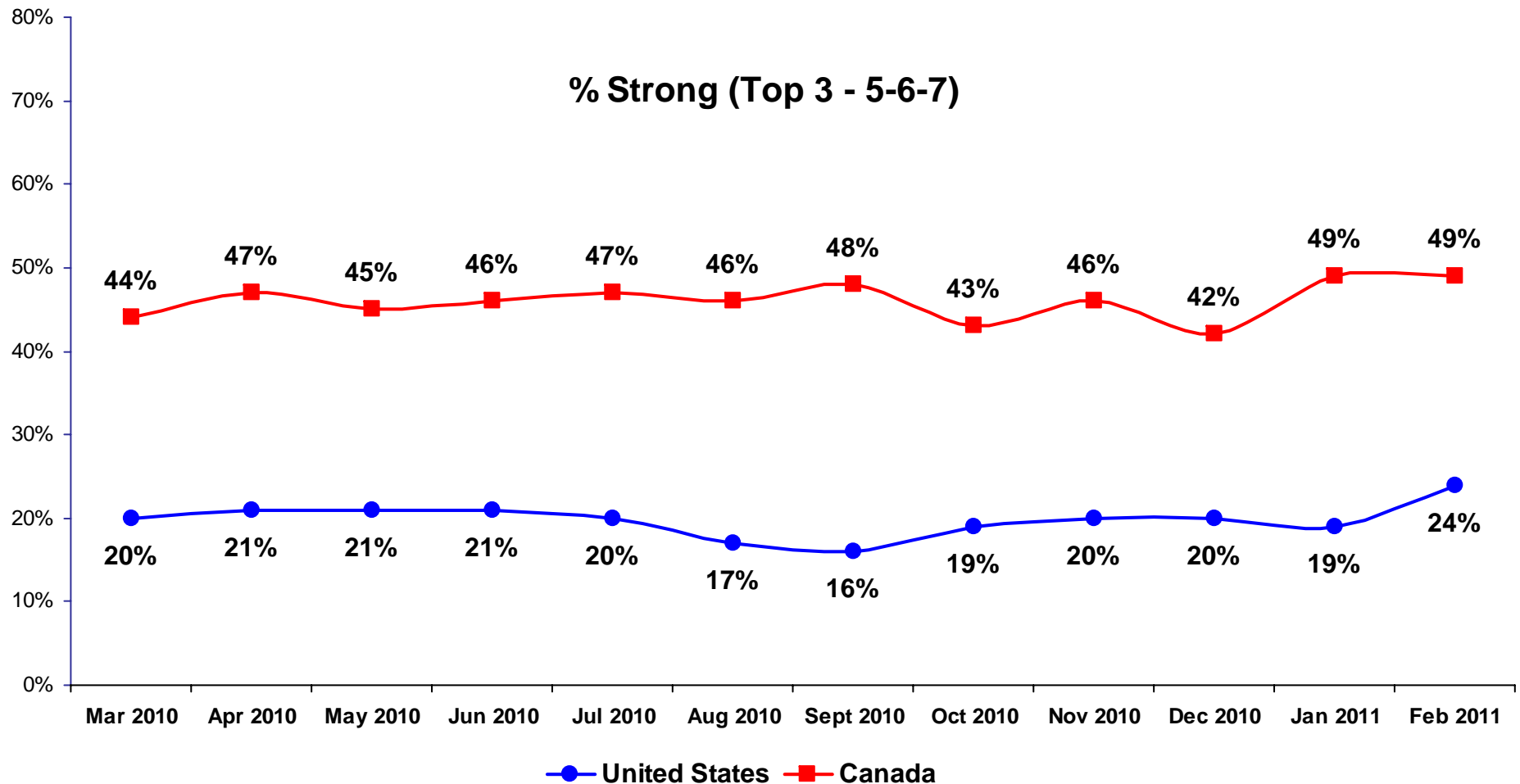
Assess the Strength of Their Local Economy



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

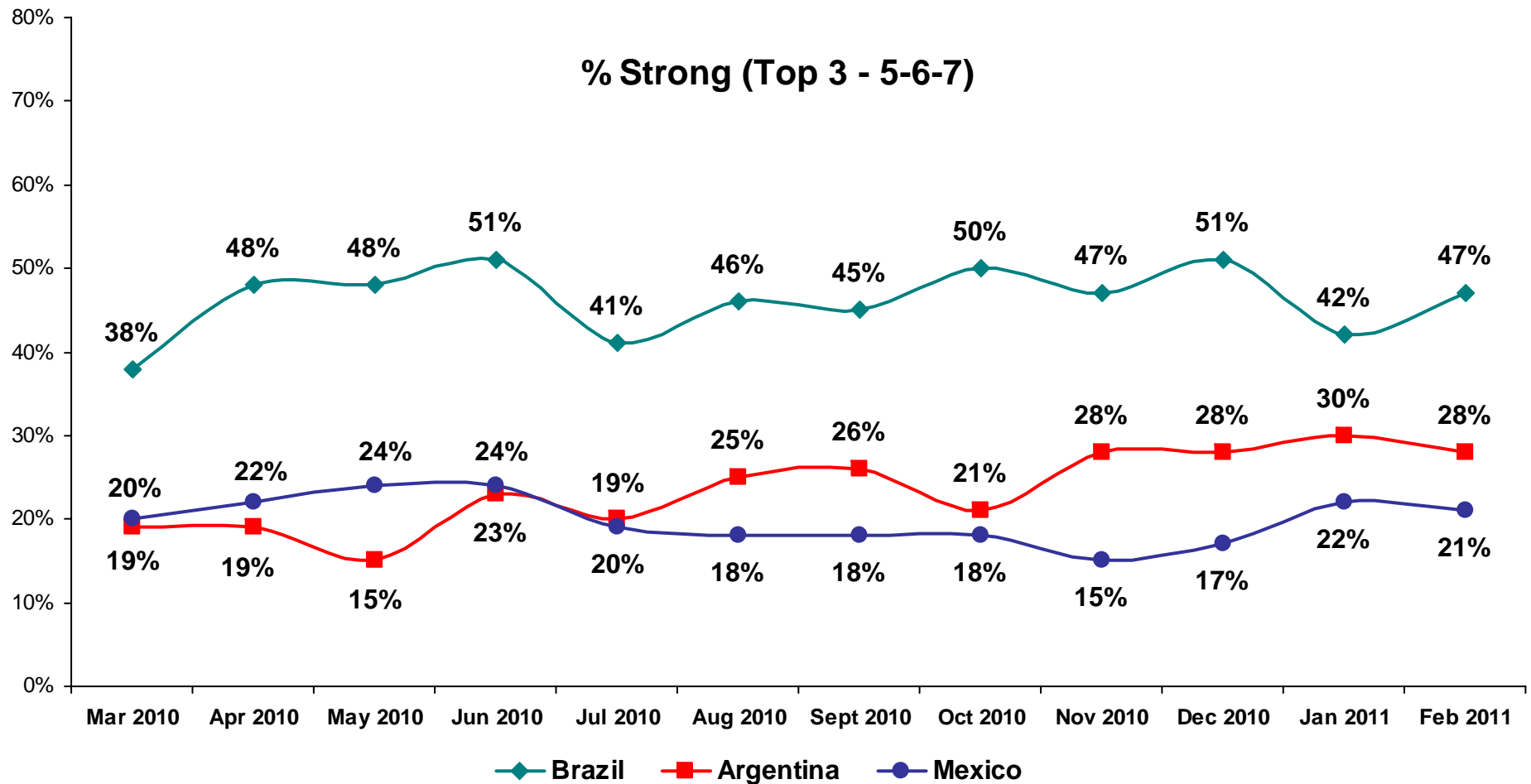
Assess the Strength of Their Local Economy



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

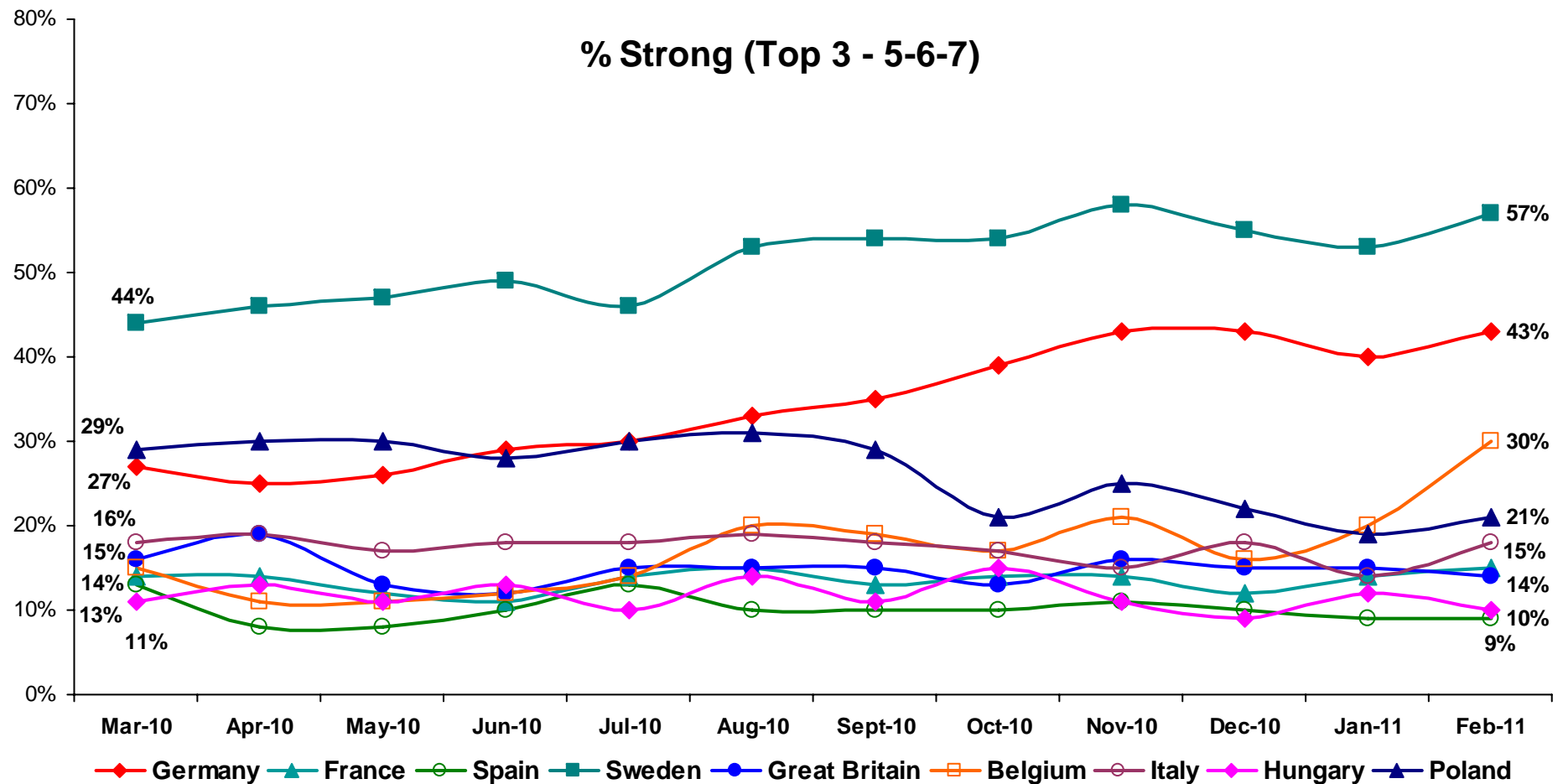
Assess the Strength of Their Local Economy



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

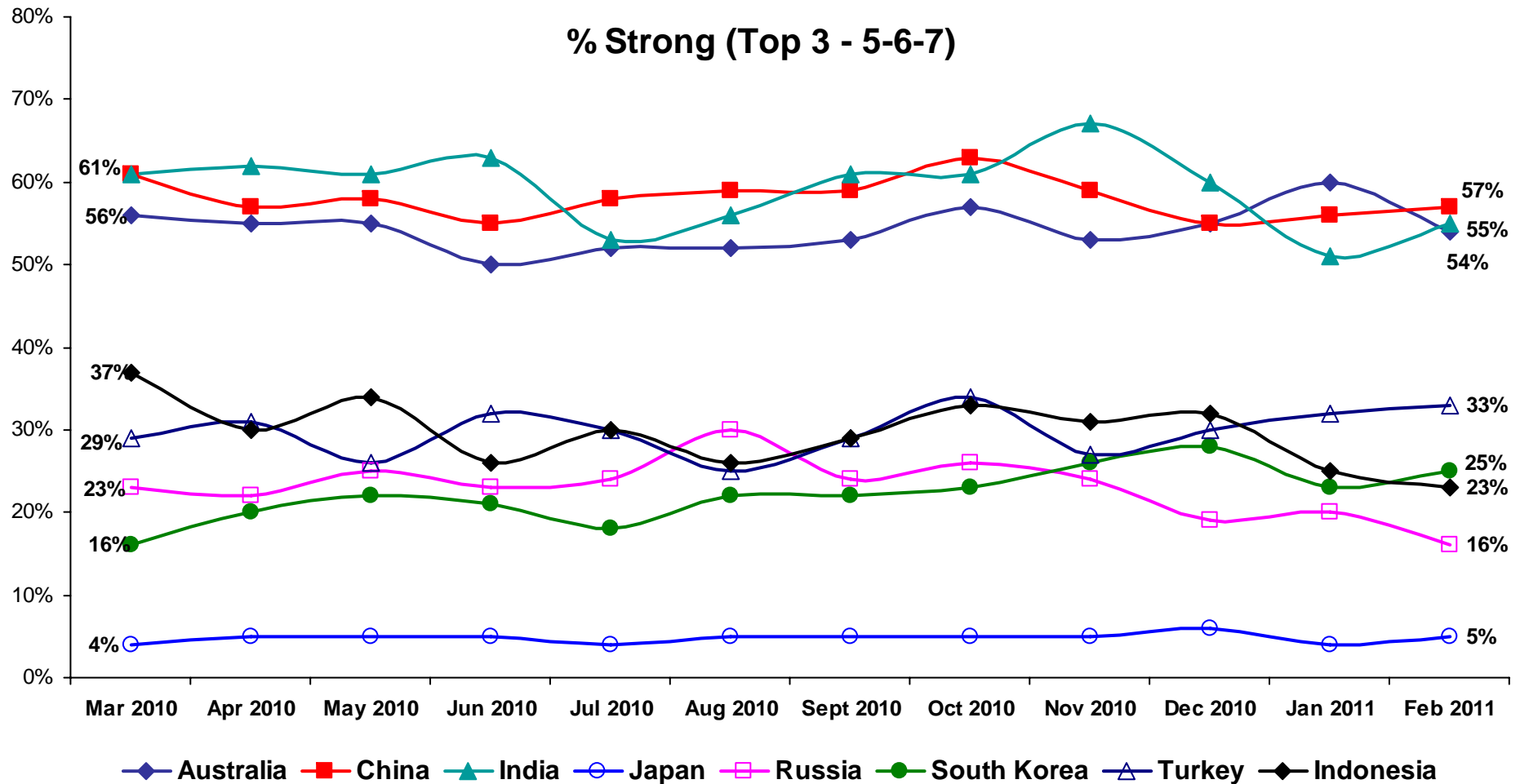
Assess the Strength of Their Local Economy



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 Assess the Strength of Their Local Economy

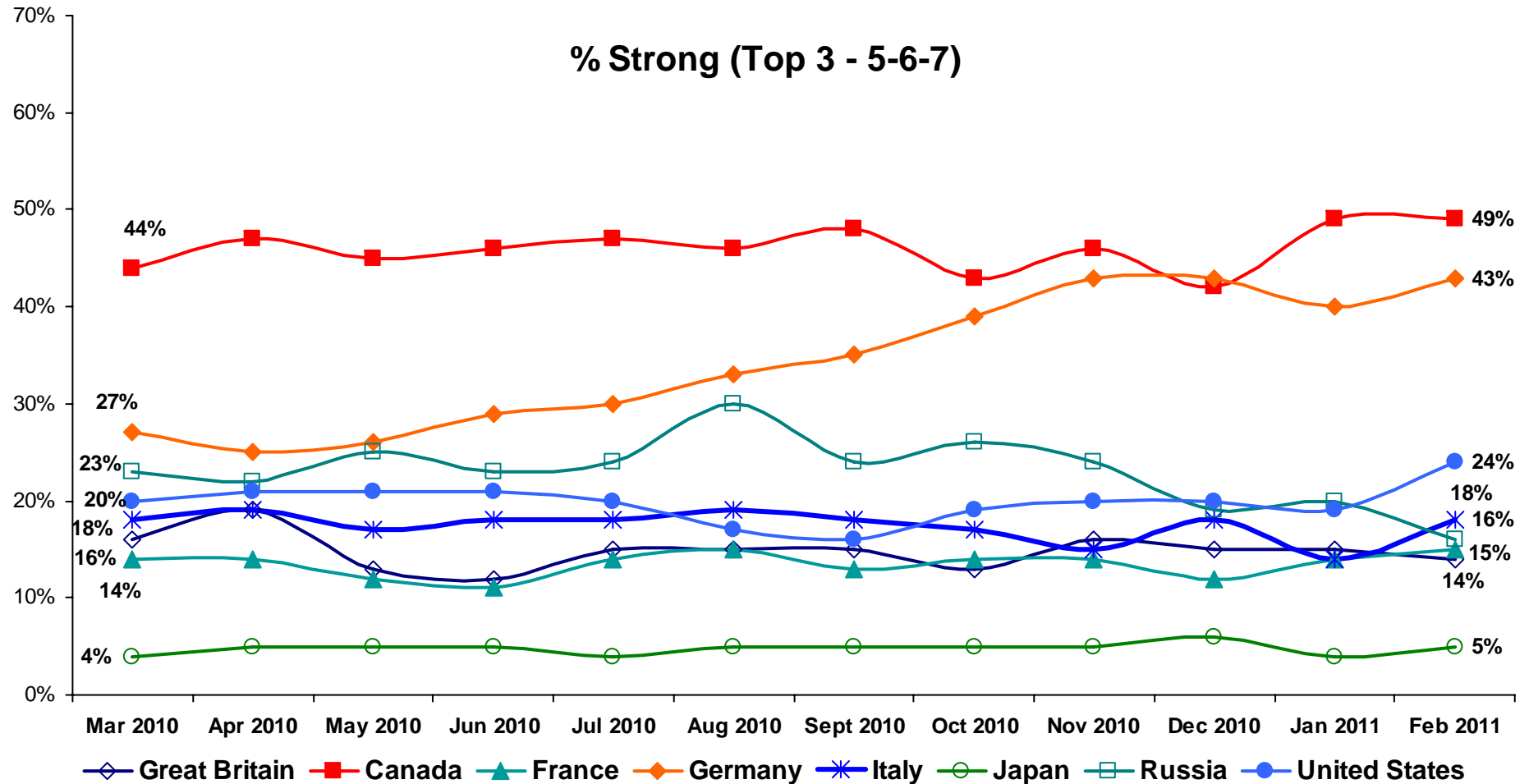
N/C



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.

G8 Countries

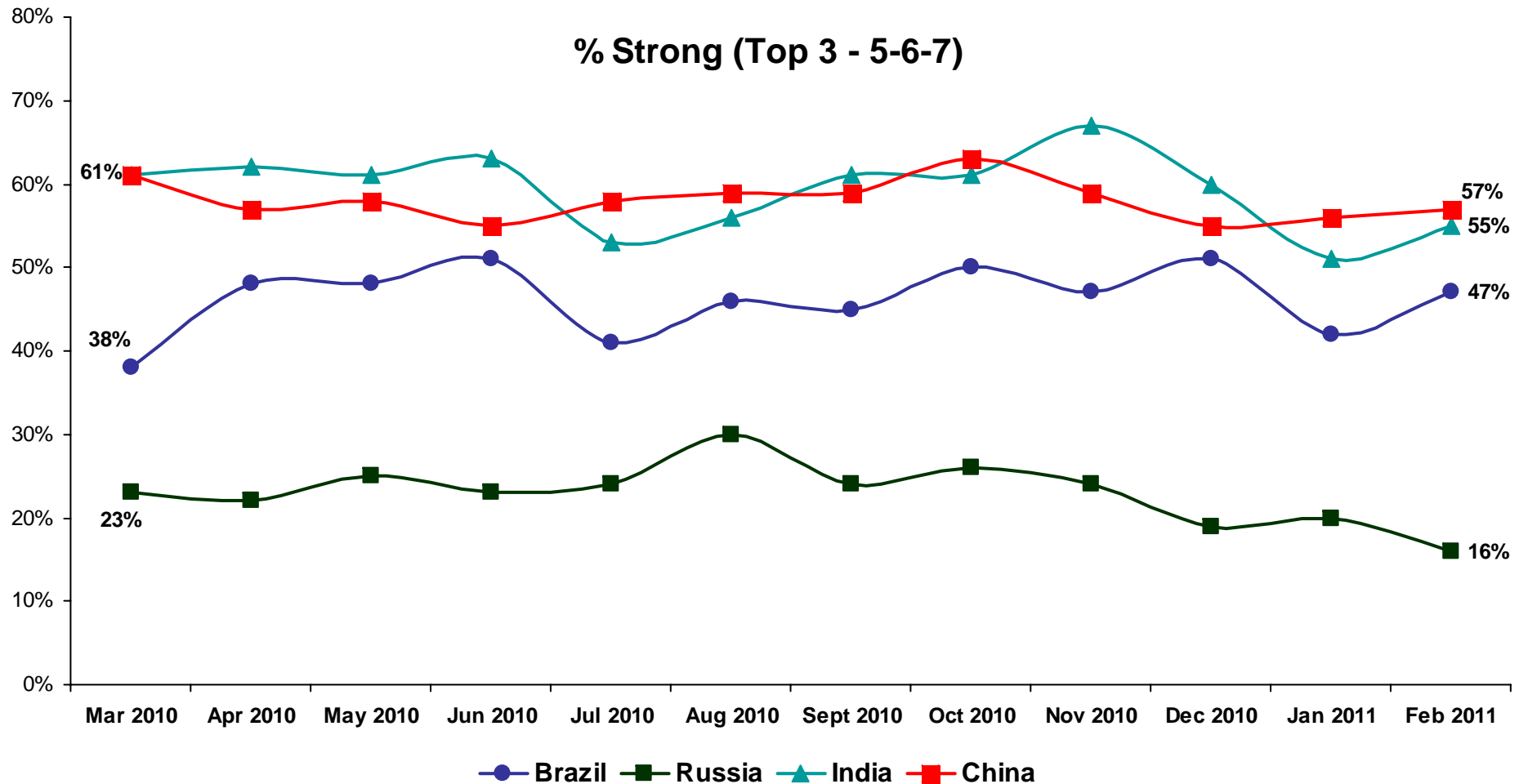
Assess the Strength of Their Local Economy



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

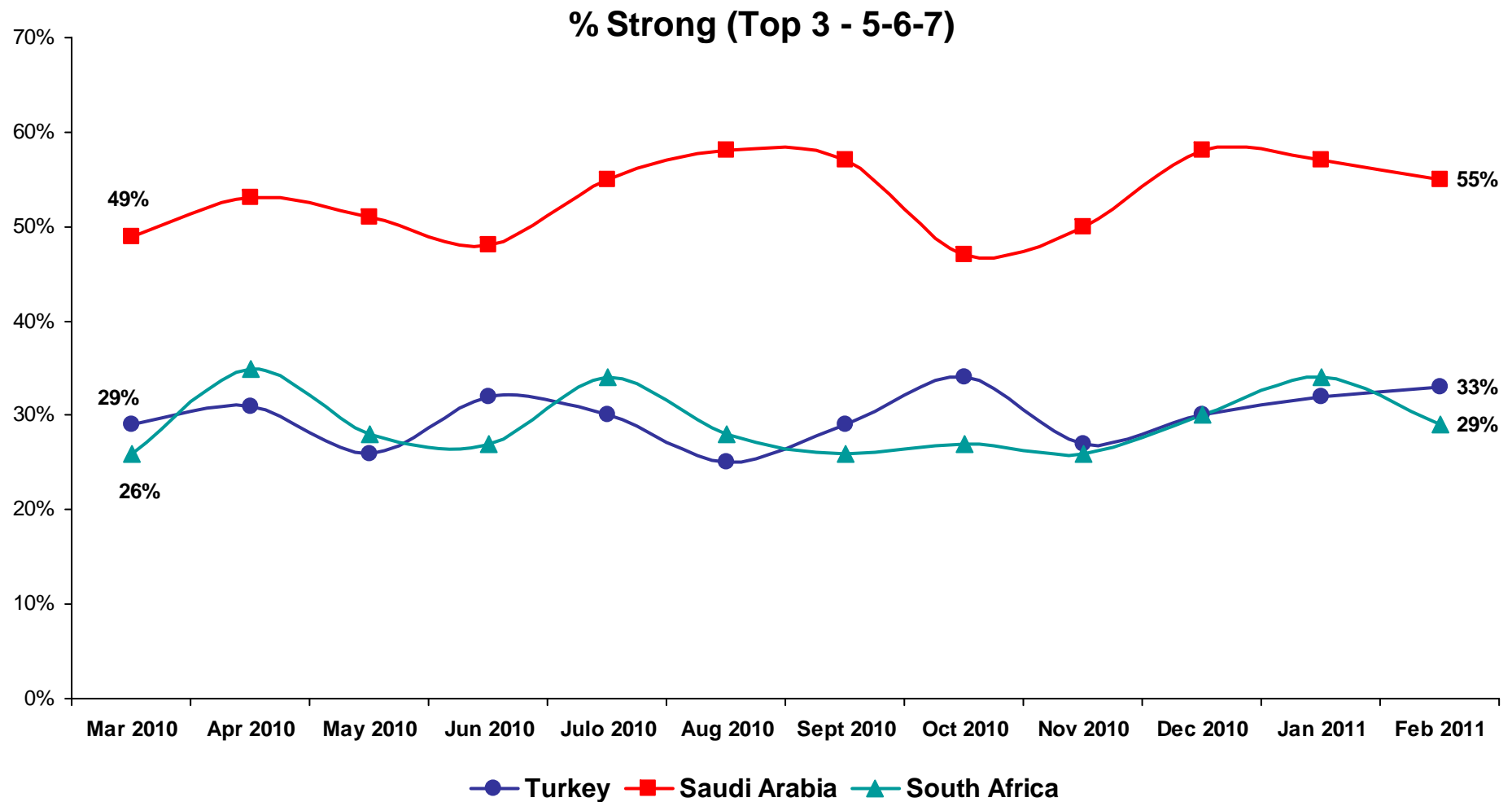
Assess the Strength of Their Local Economy



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

Assess the Strength of Their Local Economy



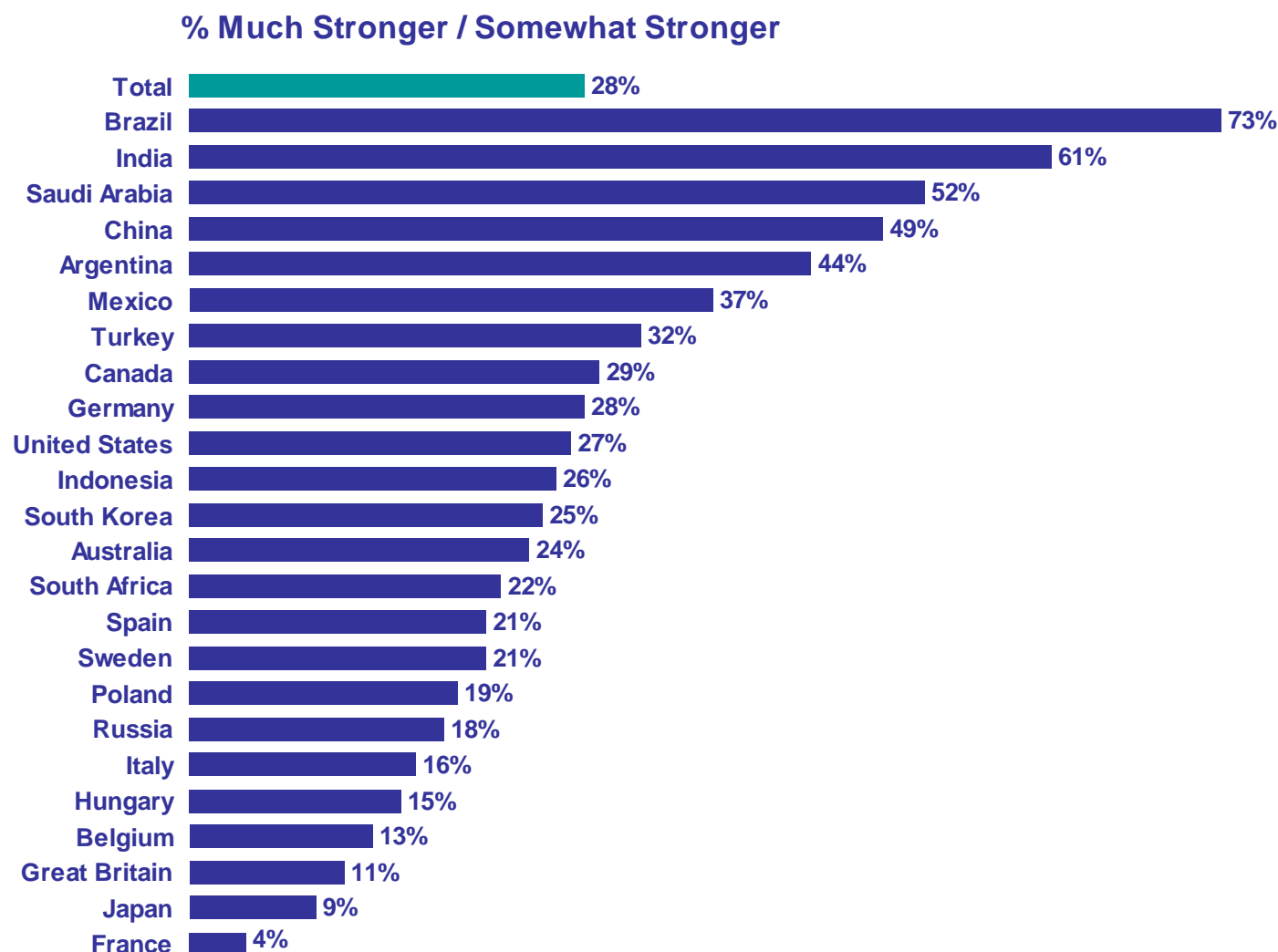
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

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

Detailed Tables B.7

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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?

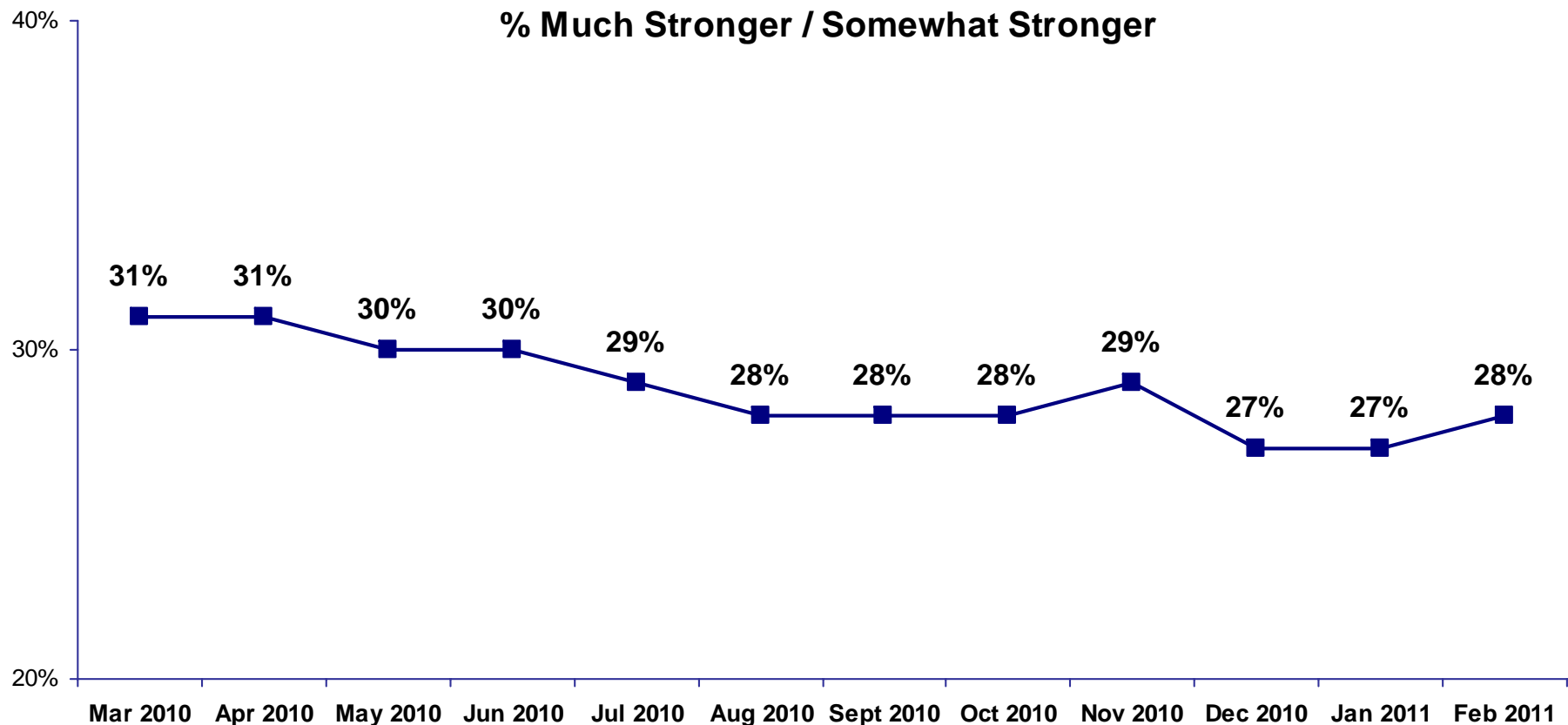
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Citizen Consumers Who Say They Expect The Economy in the Local Area to be Stronger in The Next Six Months



Global Total

% Much Stronger / Somewhat Stronger



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...

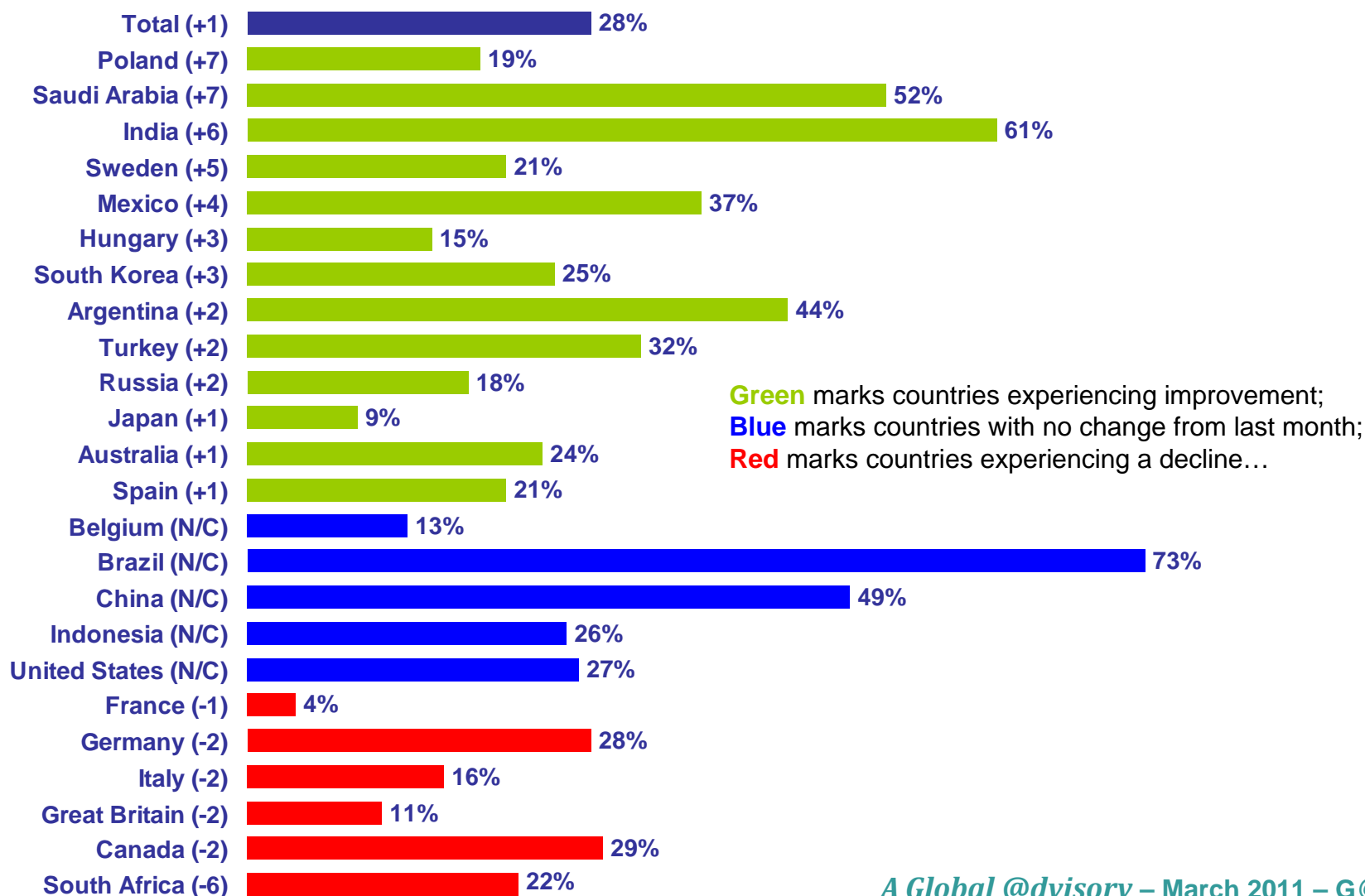
	% Much Stronger/Somewhat Stronger											
	Mar 2010	April 2010	May 2010	June 2010	July 2010	Aug 2010	Sept 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011
Total	31%	31%	30%	30%	29%	28%	28%	28%	29%	27%	27%	28%
Argentina	32%	36%	35%	45%	36%	45%	42%	39%	44%	43%	42%	44%
Australia	36%	34%	30%	25%	29%	26%	27%	29%	27%	24%	23%	24%
Belgium	18%	14%	10%	14%	14%	17%	15%	13%	12%	12%	13%	13%
Brazil	79%	71%	72%	72%	69%	68%	75%	78%	76%	78%	73%	73%
Canada	38%	35%	29%	30%	32%	25%	27%	26%	27%	27%	31%	29%
China	57%	49%	51%	49%	50%	50%	50%	50%	48%	44%	49%	49%
France	5%	7%	3%	4%	5%	5%	5%	3%	4%	4%	5%	4%
Germany	23%	25%	22%	21%	26%	29%	26%	31%	35%	27%	30%	28%
Great Britain	18%	21%	22%	16%	16%	15%	13%	12%	13%	12%	13%	11%
Hungary	22%	24%	23%	23%	15%	18%	18%	23%	13%	10%	12%	15%
India	66%	66%	64%	67%	59%	58%	64%	65%	65%	61%	55%	61%
Indonesia	31%	33%	36%	36%	38%	35%	35%	35%	34%	30%	26%	26%
Italy	20%	21%	17%	19%	17%	18%	16%	17%	16%	15%	18%	16%
Japan	11%	12%	12%	13%	9%	8%	6%	6%	8%	8%	8%	9%
Mexico	34%	37%	44%	36%	33%	32%	35%	38%	30%	36%	33%	37%
Poland	23%	23%	20%	23%	22%	24%	19%	19%	19%	21%	12%	19%
Russia	17%	19%	17%	18%	23%	18%	21%	13%	24%	16%	16%	18%
Saudi Arabia	44%	49%	50%	41%	46%	53%	46%	48%	45%	47%	45%	52%
South Africa	38%	35%	34%	33%	36%	24%	25%	21%	27%	27%	28%	22%
South Korea	21%	23%	24%	21%	21%	20%	22%	20%	22%	25%	22%	25%
Spain	28%	27%	26%	21%	25%	24%	22%	20%	21%	20%	20%	21%
Sweden	19%	20%	15%	21%	20%	17%	19%	21%	19%	20%	16%	21%
Turkey	32%	35%	30%	30%	32%	33%	29%	28%	27%	23%	30%	32%
United States	31%	36%	32%	27%	23%	22%	22%	24%	29%	25%	27%	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?

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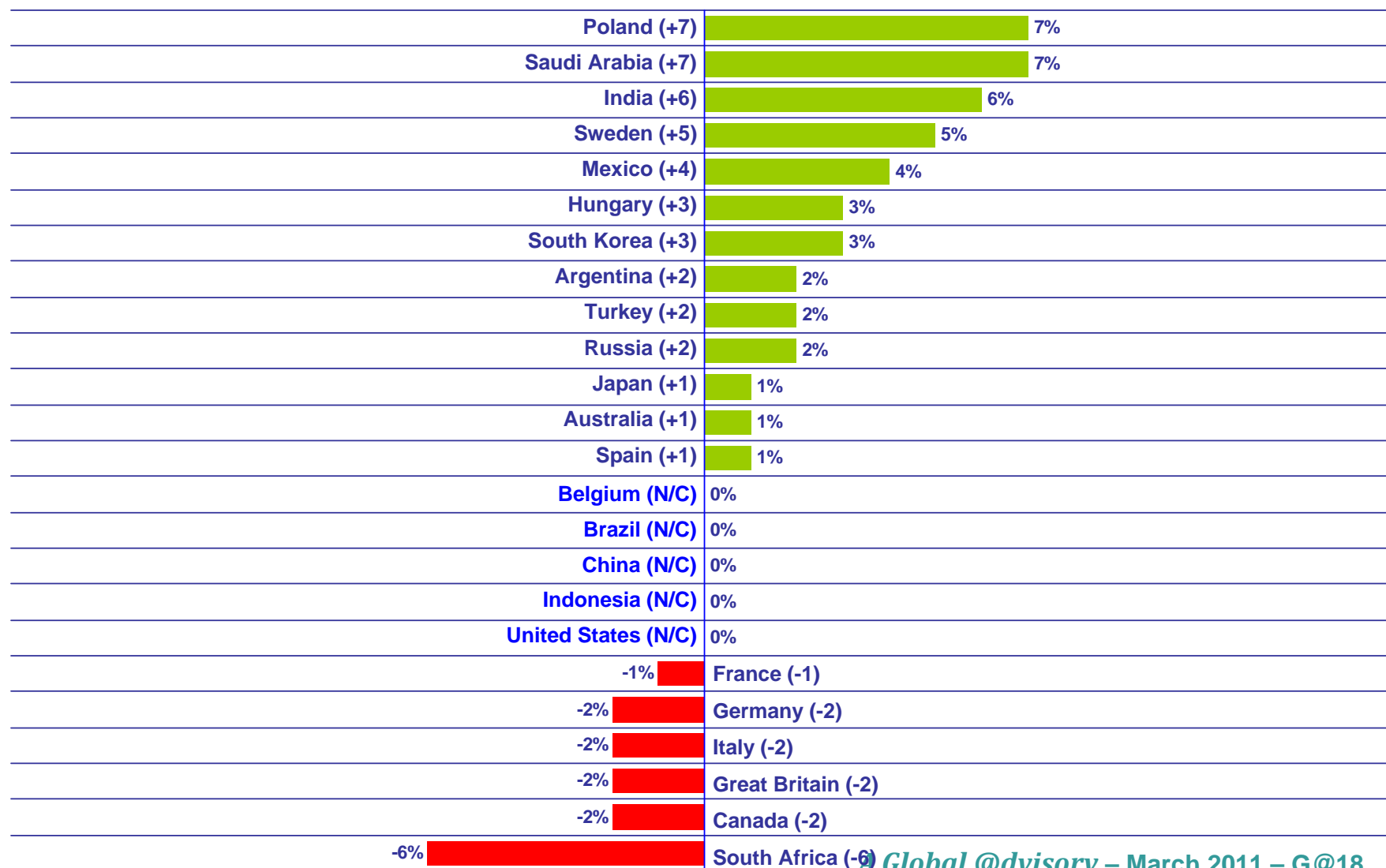
Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):

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?



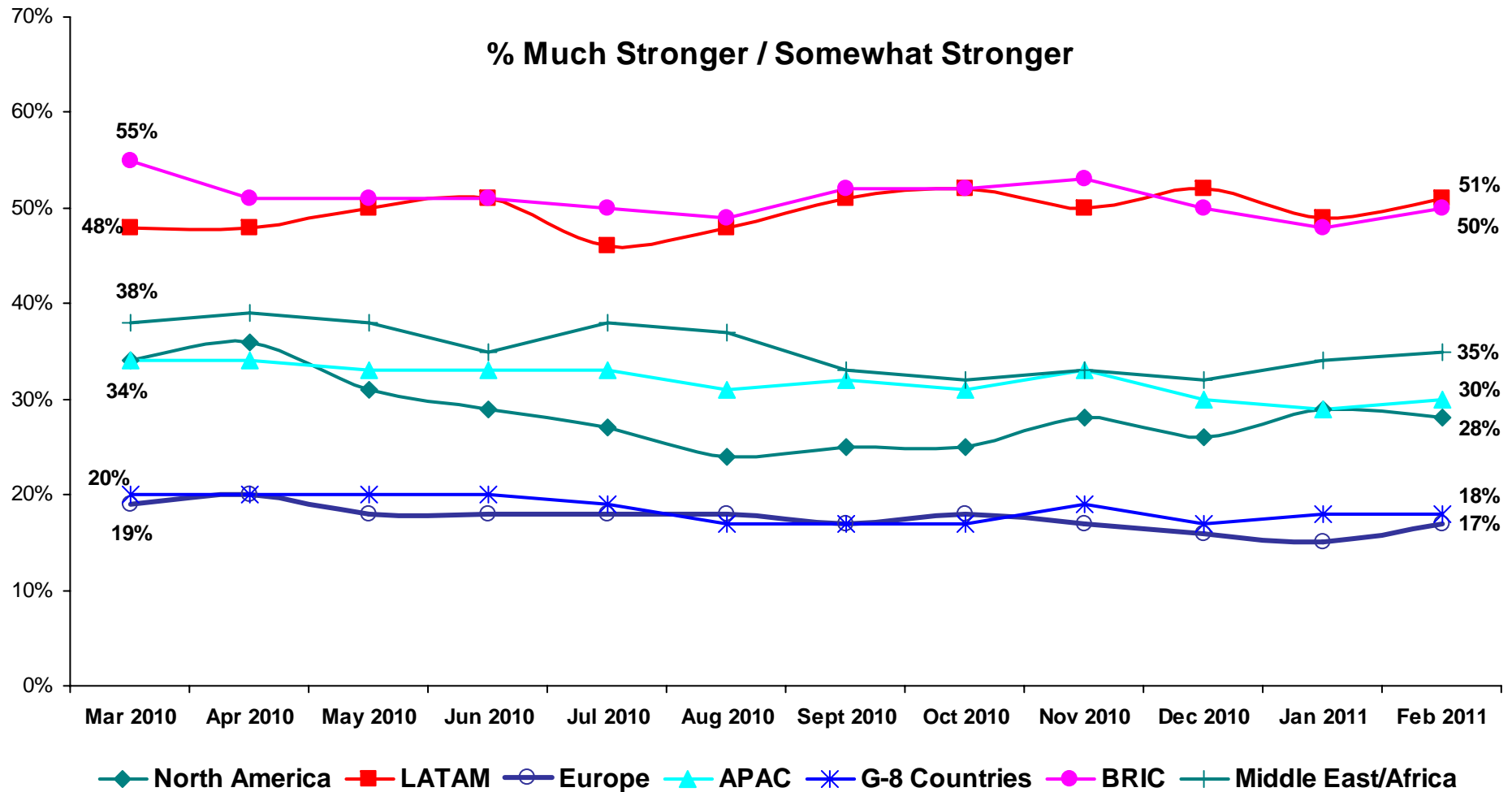
Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:

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

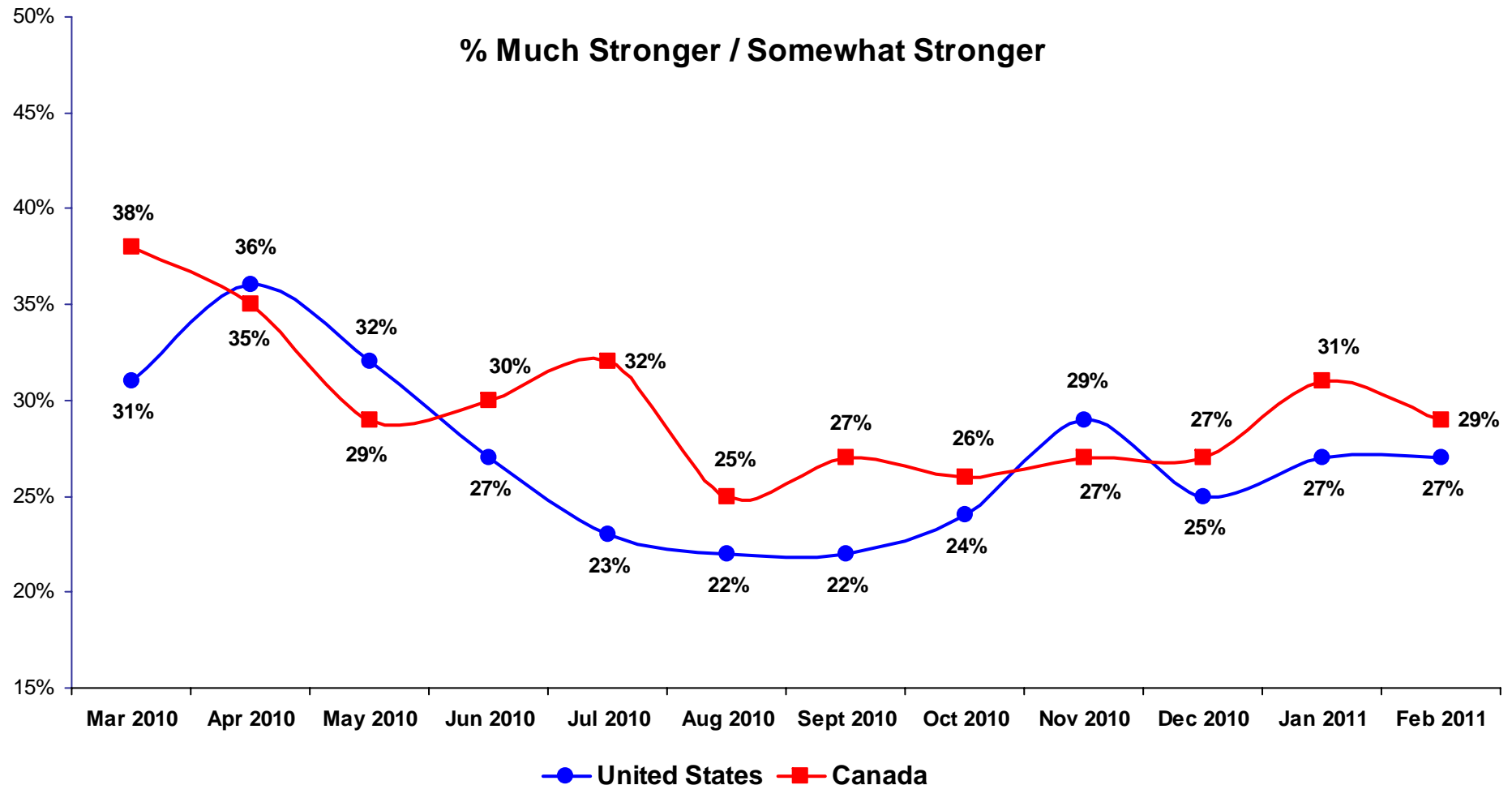
Assess What to Expect of the Local Economy In the Next Six Months



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

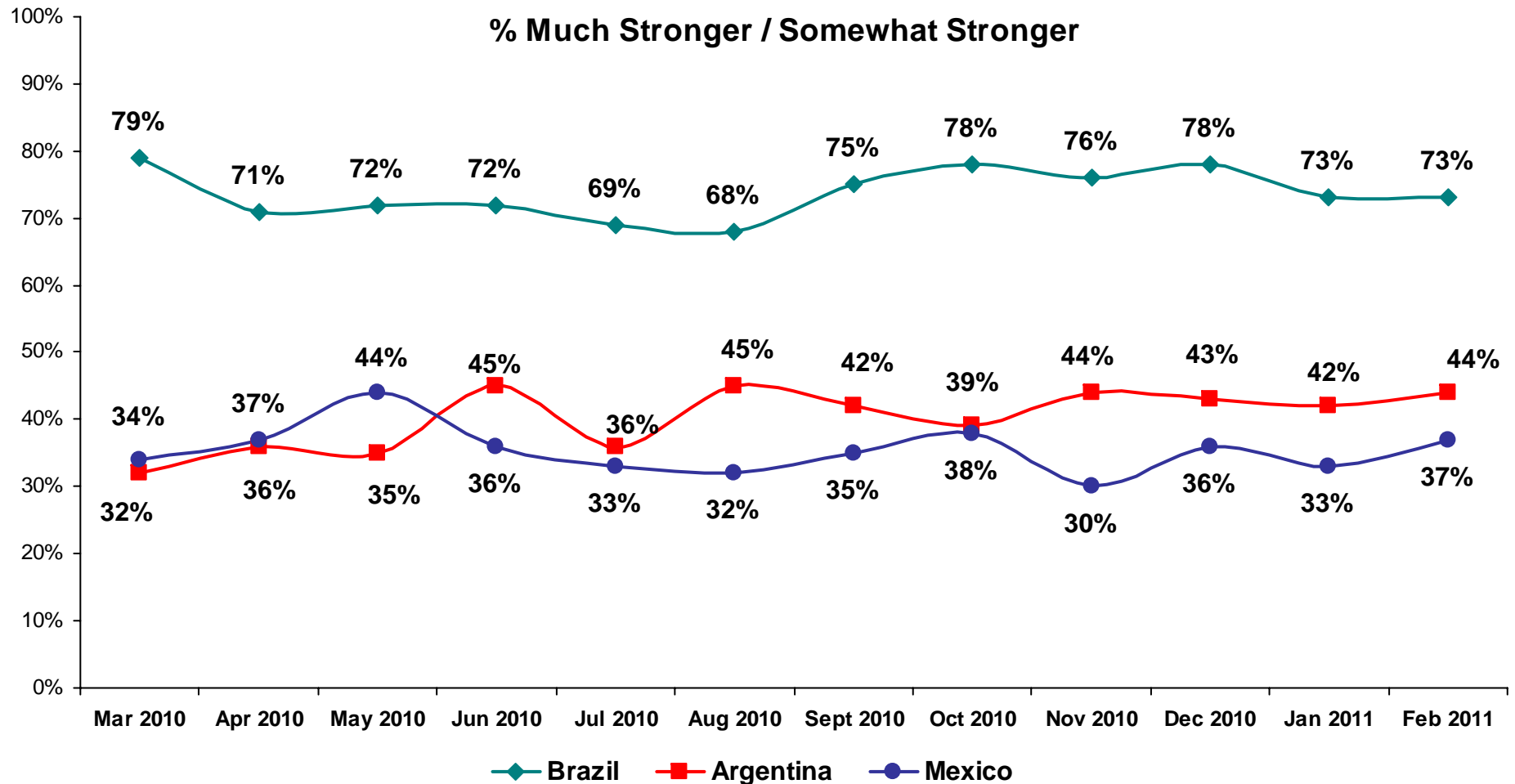
Assess What to Expect of the Local Economy
In the Next Six Months



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

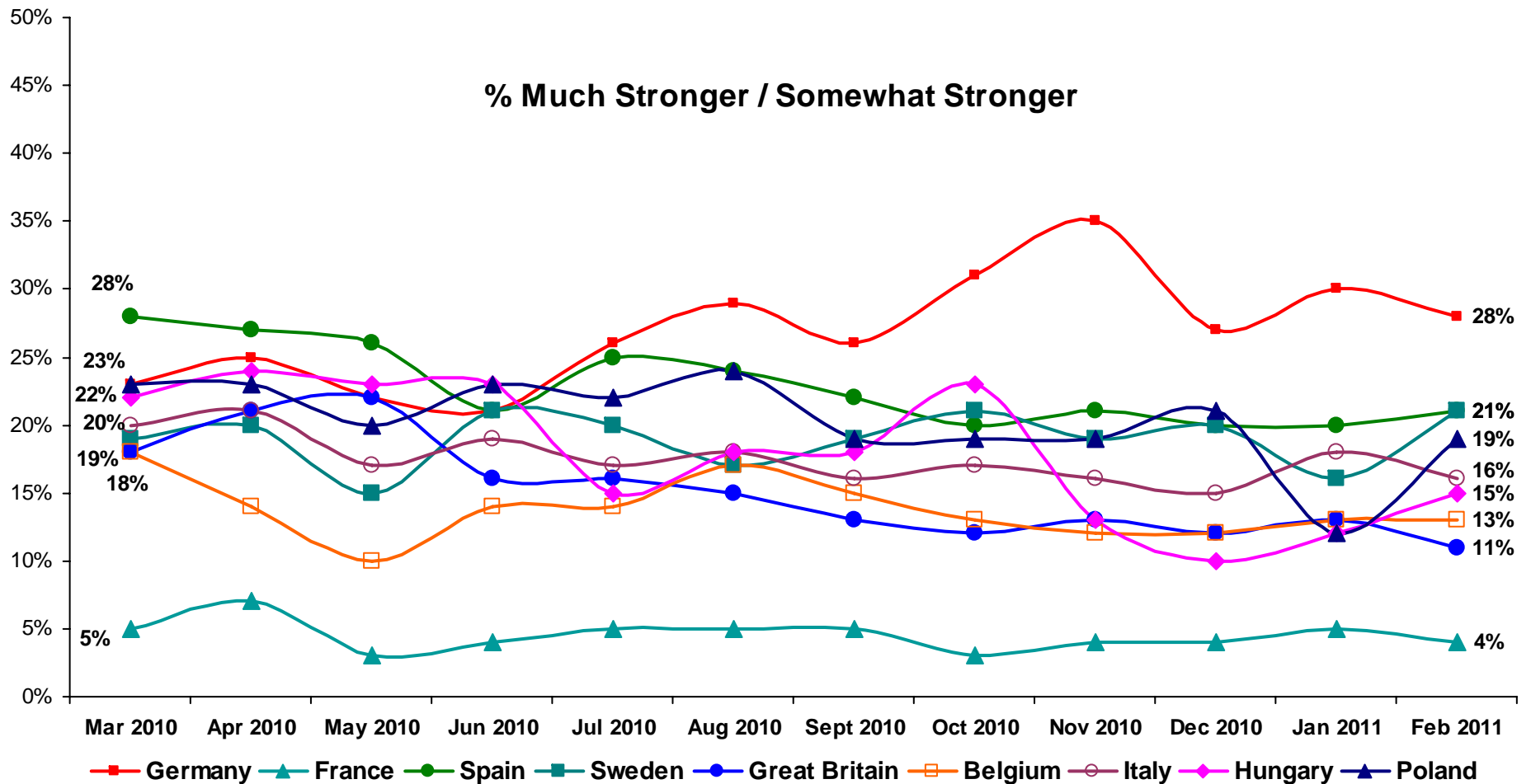
Assess What to Expect of the Local Economy
In the Next Six Months



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

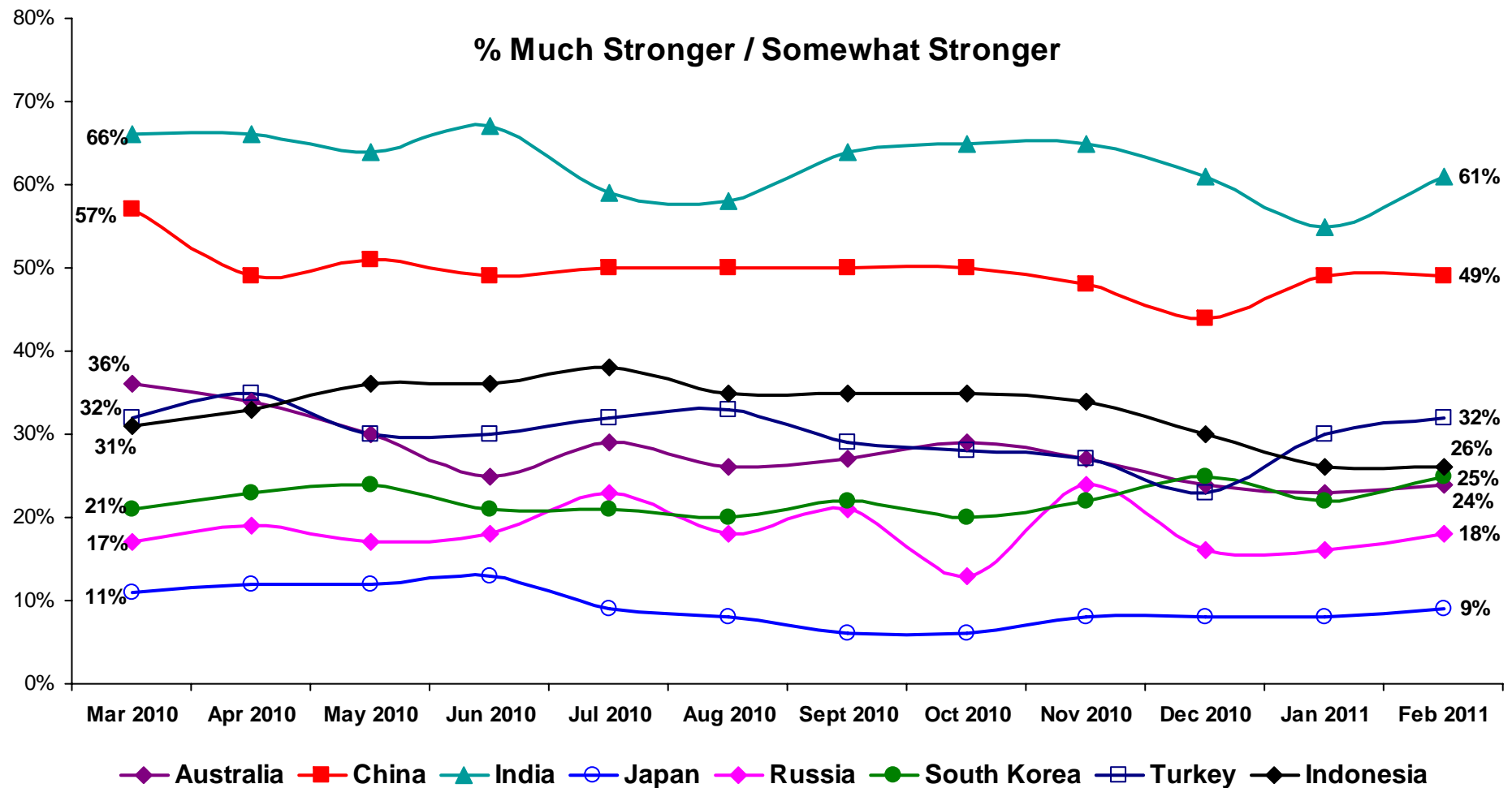
Assess What to Expect of the Local Economy In the Next Six Months



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

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

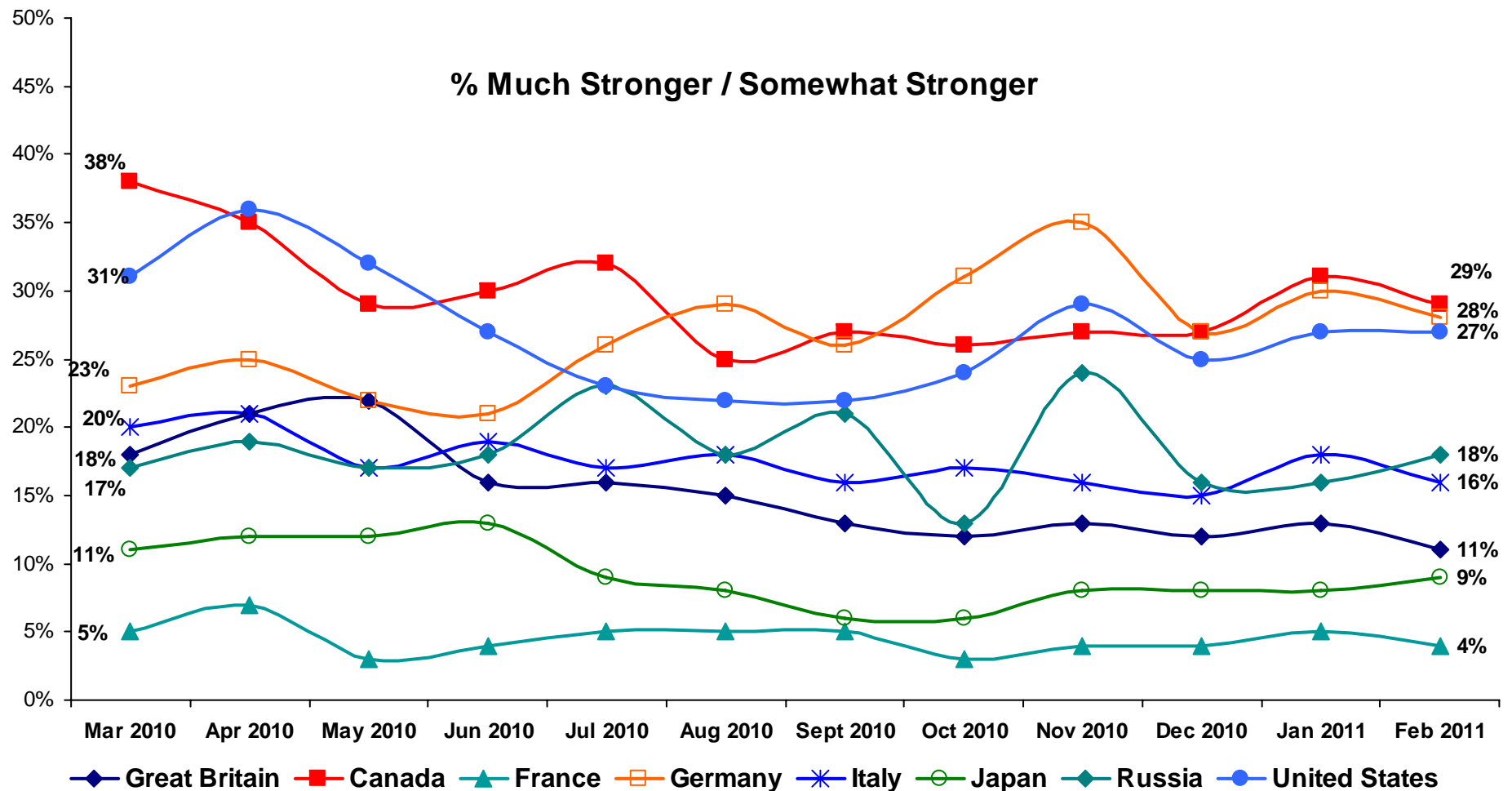


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

G8 Countries

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

N/C

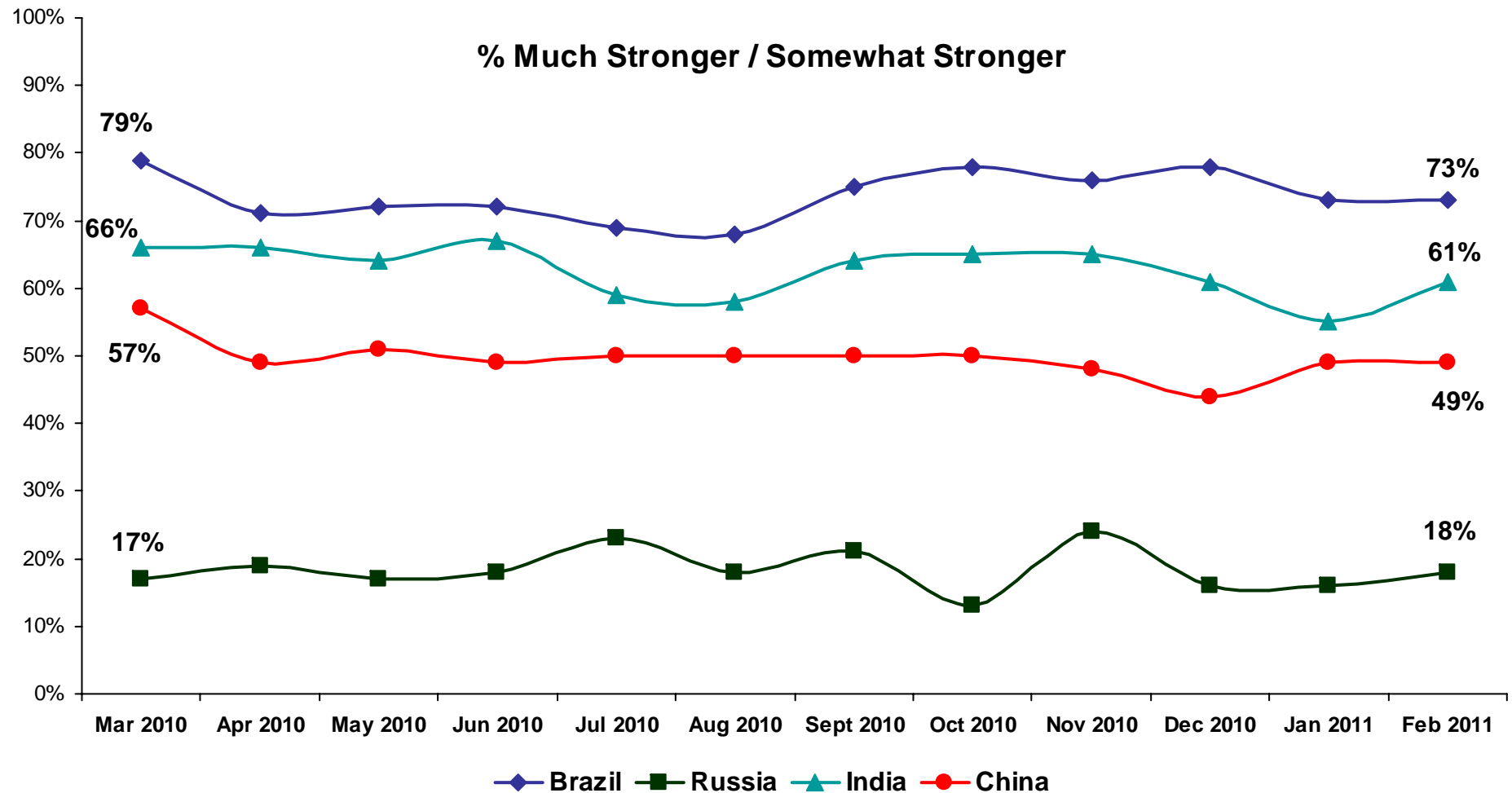


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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The Economic Pulse

BRIC Countries

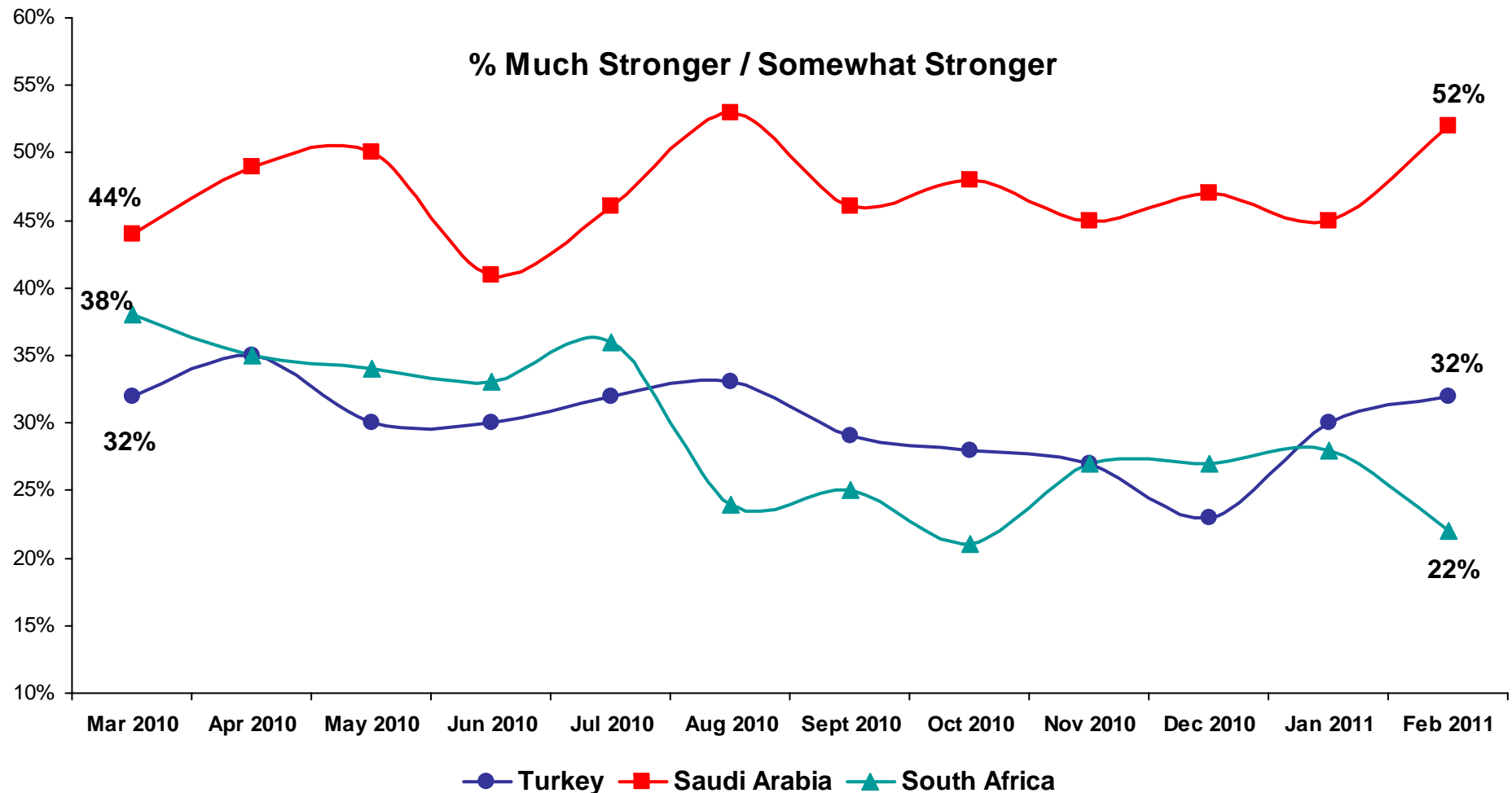
Assess What to Expect of the Local Economy
In the Next Six Months



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

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?



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