



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

May, 2011



A Global @dvisory – May 2011 – G@20
The Economic Pulse

Methodology...

- These are the findings of the *Global @dvisor Wave 20 (G@20)*, an Ipsos survey conducted between **April 6th and April 21st – 2011**. Interviews were completed prior to the first earthquakes in Japan.
- 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 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 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...

- The average global national economic assessment crept back upwards two points from 38% in March to 40% in April. This average of citizens in 24 countries who rated their national economy to be “good” brings the world back to levels found in January 2011.
- The upward turn suggests that the dip in March (38%, down three points from February) was likely just that – a temporary dip. Otherwise, the global aggregate has been relatively steady since January of 2010 (38%).
- This month’s upbeat view is widespread, carried by increases in seven in ten (71%) of the countries tracked.

THE WORLD AT A GLANCE

Global Average of National Economic Assessment (40%) is Up 2 points and Returns to April 2011 Level

- The average global economic assessment of national economies surveyed in 24 countries is **up two points since last sounding (38%) with 40% now saying current economic conditions in their country are “good”.**
- Once again, **Saudi Arabia came out on top of the 24 countries surveyed** with 87% rating their national economy as “good”; **Sweden (78%), India (76%), China (75%), Australia (70%), Canada (68%) and Germany (67%) follow behind and maintain their status as global leaders** of national economic confidence. France (8%), Spain (8%) and Japan (7%) (regularly in the bottom tier) were just ahead of **Hungary (6%) at the bottom.**
- **A strong majority (17 out of 24) of countries surveyed showed increases this month,** with China (75%, +8 points) and Sweden (78%, +7) improving the most.
- **Only five countries experienced declines this month:** United States (17%, -2 points), Italy (10%, -2), France (8%, -2), Brazil (52%, -1) and Japan (7%, -1). Though none of the declines were severe, 3 of 5 were countries already in the bottom of the global barrel.

Global Average of Local Economic Assessment (30%) Up 1 Point from Last Month

- The global average of local economic assessment also rose slightly among the 24 countries. Three in ten (30%) global citizens say the state of the current economy in their local area is “good” up one point from 29% last month.
- Saudi Arabia (63%) continues to be the global leader in local economic confidence followed by citizens of China (56%), Sweden (54%), India (52%), Australia (51%). Japan (5%), Spain (10%), Hungary (12%), Great Britain (14%) and France (14%) are at the bottom.
- Just over half (14 of 24) of the countries assessed experienced improvements this month with Germany (46%, +8 points) as the country witnessing the biggest increase followed at some distance by a four-point increase in Argentina (30%), Belgium (27%), Poland (23%) and Russia (21%).
- Only four countries experienced declines this month regarding their local economic assessments: Indonesia (27%, -3 points), Australia (51%, -2%), France (14%, -2) and Brazil (39%, -2).

Global Average of Future Outlook for Local Economy Over Next Six Months also Up 1 Point: 27%

- When asked to look ahead six months from now, **27% of global citizens say the local economy will be stronger**, up one point since last month.
- **The list of global optimists and pessimists remain the same as last sounding**: Brazil (72%) remains number one country of optimists with Saudi Arabia (60%), India (55%), Argentina (42%) and China (42%) following at some distance. France (4%), Japan (9%), Great Britain (10%) and Hungary (11%) are the least optimistic nations.
- **Half (13 of 24) of the countries assessed experienced improvements on this measure**: Brazil (72%, +5 points) is the country with both the highest overall score and the largest increase this wave. Saudi Arabia (60%) and Turkey (28%) both rose four points.
- **Six countries experienced declines** this month, with the greatest drops being five points in Mexico (38%) and South Korea (14%).

1. National Economic Assessments: Countries at a Glance Compared to the Last Wave...

Those Countries Where the Country Economic Assessment...									
is HIGHEST this month		has experienced an IMPROVEMENT since last sounding			has experienced a DECLINE since last sounding			is LOWEST this month	
Saudi Arabia	87%	China	▲	8	France	▼	2	Hungary	6%
Sweden	78%	Sweden	▲	7	United States	▼	2	Japan	7%
India	76%	Indonesia	▲	6	Italy	▼	2	Spain	8%
China	75%	Turkey	▲	6	Brazil	▼	1	France	8%
Australia	70%	Germany	▲	5	Japan	▼	1	Italy	10%
Canada	68%	Belgium	▲	5				Great Britain	10%
Germany	67%	Canada	▲	4					
		Poland	▲	4					
		Argentina	▲	3					
		India	▲	3					
		Hungary	▲	3					
		Mexico	▲	3					
		South Korea	▲	3					
		Saudi Arabia	▲	2					
		Great Britain	▲	2					
		Spain	▲	2					
		South Africa	▲	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?

A Global @dvisory – May 2011 – G@20
The Economic Pulse

1. National Economic Assessment: Regions at a Glance Compared to the Last Wave...

REGION (in descending order by NET)	NET 'Good'	CHANGE (since last sounding)
Middle East/Africa	59%	+3%
BRIC	57%	+2%
APAC	46%	+2%
North America (Can/US)	42%	N/C
LATAM	41%	+2%
Europe	28%	+3%
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?

A Global @dvisory – May 2011 – G@20
The Economic Pulse

2. Local Economic Assessment: 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	
Saudi Arabia	63%	Germany	▲	8	Indonesia	▼	3	Japan	5%
China	56%	Belgium	▲	4	Australia	▼	2	Spain	10%
Sweden	54%	Poland	▲	4	France	▼	2	Hungary	12%
India	52%	Argentina	▲	4	Brazil	▼	2	Great Britain	14%
Australia	51%	Russia	▲	4				France	14%
Canada	49%	Sweden	▲	3				Italy	16%
Germany	46%	Hungary	▲	3				United States	18%
		South Korea	▲	3				Mexico	18%
		Canada	▲	3				South Korea	19%
		Great Britain	▲	2					
		Saudi Arabia	▲	1					
		South Africa	▲	1					
		Spain	▲	1					
		Mexico	▲	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...

REGION (in descending order by NET)	NET 'Strong' Top 3 Box (5-6-7)	CHANGE (since last sounding)
BRIC	42%	+1%
Middle East/Africa	40%	+1%
North America	33%	+1%
APAC	33%	N/C
LATAM	29%	+1%
Europe	24%	+3%
G-8 Countries	23%	+2%

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

3. Six Month Outlook on the Local Economy: 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	72%	Brazil	▲	5	South Korea	▼	5	France	4%
Saudi Arabia	60%	Turkey	▲	4	Mexico	▼	5	Japan	9%
India	55%	Saudi Arabia	▲	4	Italy	▼	2	Great Britain	10%
Argentina	42%	Poland	▲	3	Germany	▼	2	Hungary	11%
China	42%	United States	▲	3	Argentina	▼	2	South Korea	14%
		Spain	▲	2	Indonesia	▼	1	Italy	15%
		Great Britain	▲	2				Belgium	15%
		China	▲	2				South Africa	16%
		Australia	▲	1				Poland	17%
		Hungary	▲	1				Sweden	18%
		Japan	▲	1				Russia	18%
		Belgium	▲	1					
		Sweden	▲	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...

REGION (in descending order by NET)	NET 'Stronger'	CHANGE (since last sounding)
LATAM	50%	-1%
BRIC	47%	2%
Middle East/Africa	36%	3%
APAC	27%	N/C
North America	26%	1%
G-8 Countries	16%	N/C
Europe	15%	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?

A Global @dvisory – May 2011 – G@20
The Economic Pulse

DETAILED FINDINGS

① Assessing The Current Economic Situation ...

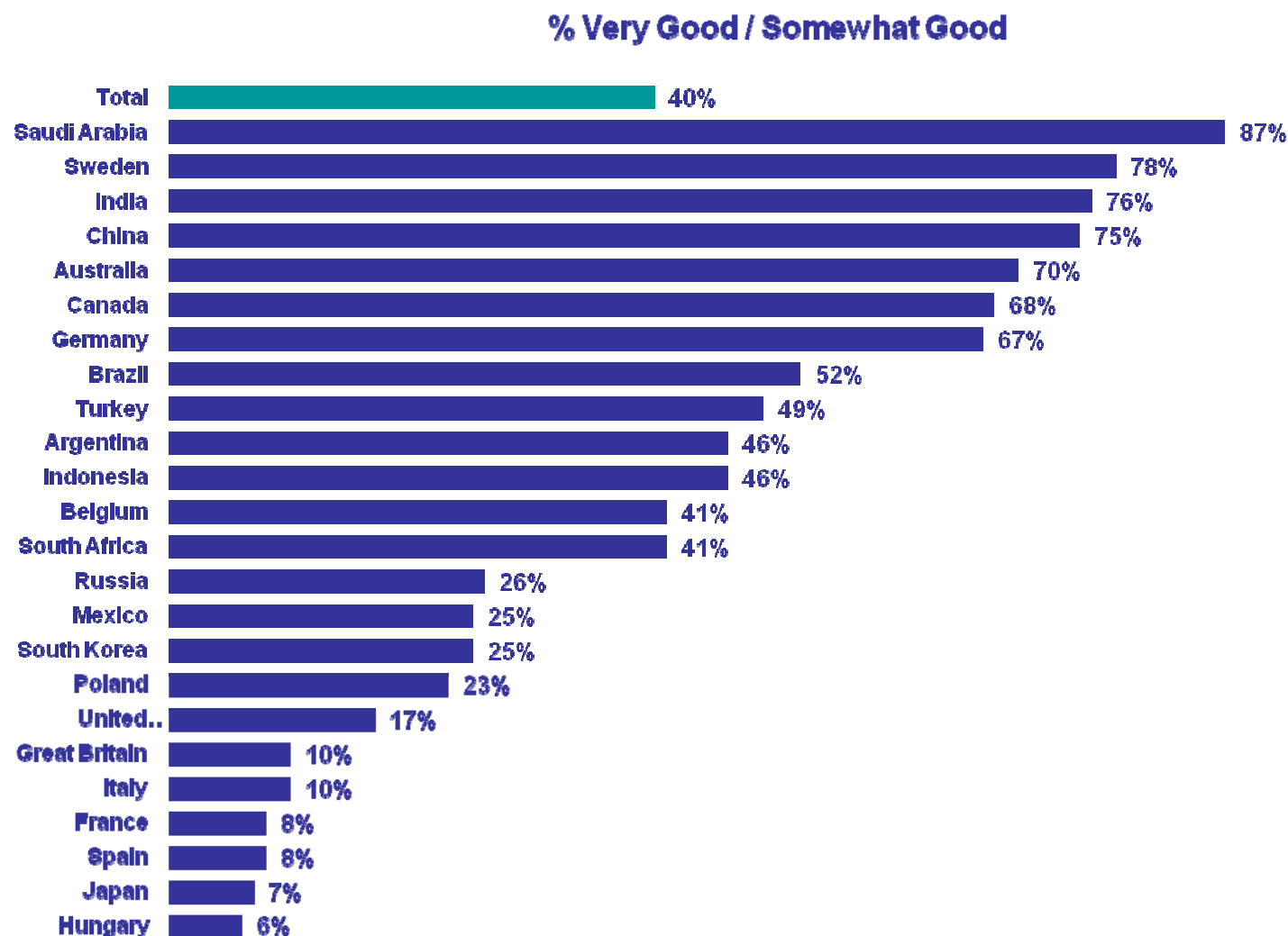
...in Their Country



Detailed Tables B.3

A Global @dvisory – May 2011 – G@20
The Economic Pulse

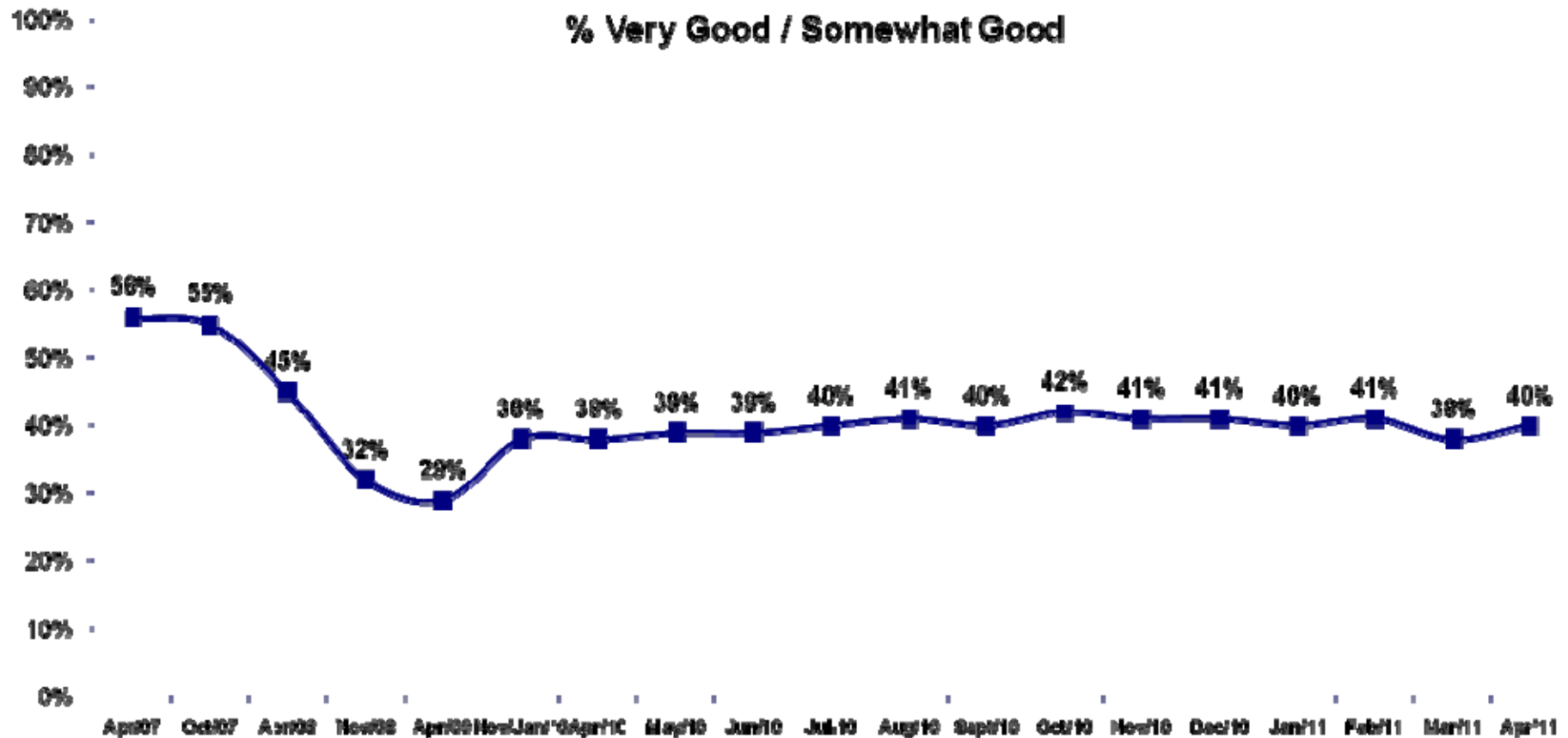
Global Citizens Assess the Current Economic Situation in their Country as “Good”



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?

A Global @dvisory – May 2011 – G@20
The Economic Pulse

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?

A Global @dvisory – May 2011 – G@20
The Economic Pulse

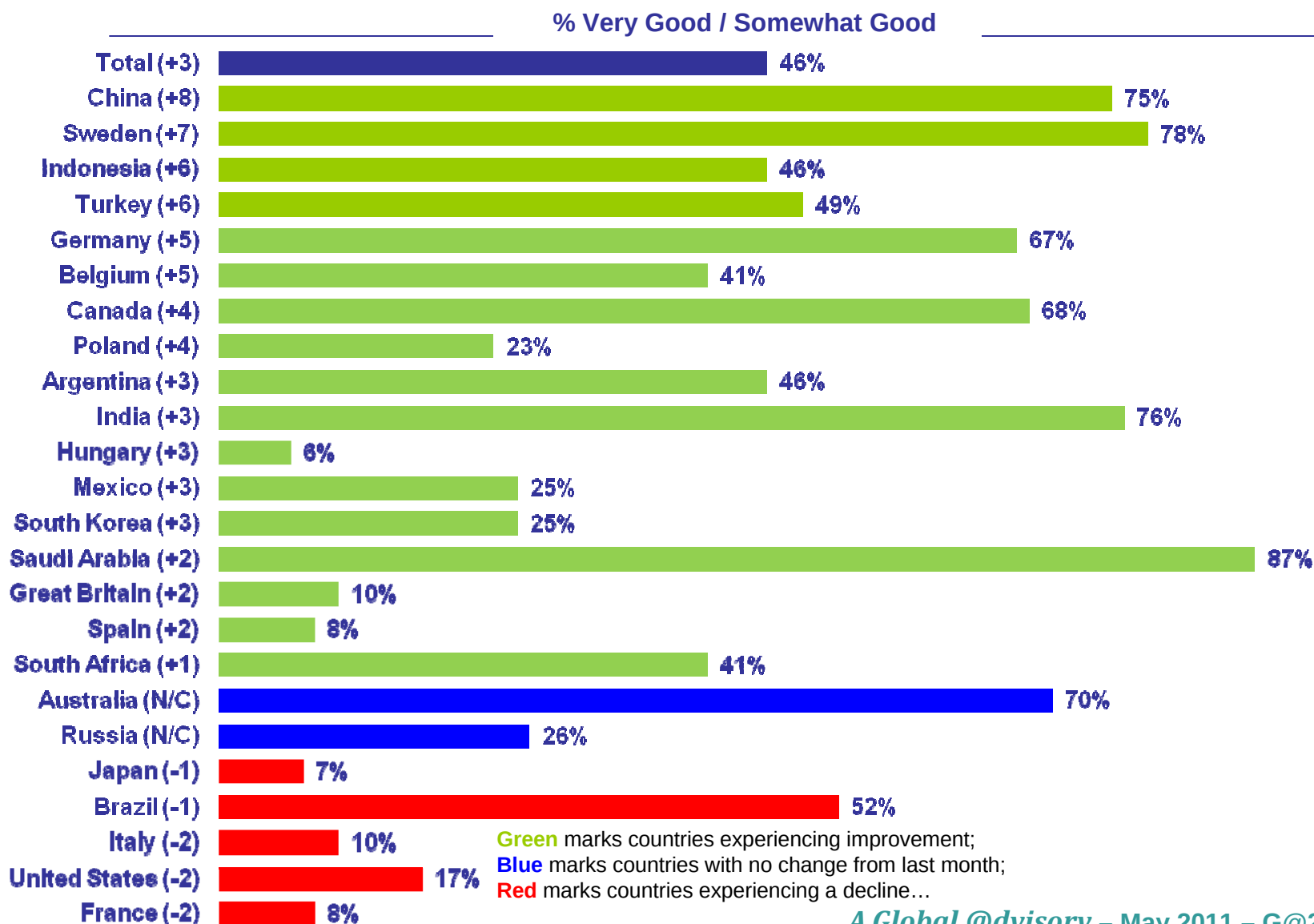
For All Countries Tracked: Citizens Assess the Current Economic Situation in their Country as “Good”

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 '07	Oct '07	Apr '08	Nov '08	Apr '09	Nov/Jan '10	Mar '10	Apr '10	May '10	Jun '10	July '10	Aug '10	Sep '10	Oct '10	Nov '10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11
Argentina	50%	32%	26%	19%	18%	28%	21%	25%	27%	39%	34%	36%	38%	35%	42%	39%	45%	41%	43%	46%
Australia	78%	81%	64%	40%	36%	82%	80%	73%	74%	72%	72%	72%	77%	78%	74%	75%	78%	72%	70%	70%
Belgium	-	53%	46%	22%	25%	28%	29%	22%	23%	22%	29%	33%	36%	29%	28%	31%	34%	39%	36%	41%
Brazil	42%	53%	56%	61%	56%	72%	59%	60%	65%	65%	55%	60%	58%	66%	64%	62%	56%	61%	53%	52%
Canada	80%	87%	68%	48%	43%	60%	65%	67%	64%	68%	68%	65%	68%	63%	63%	62%	68%	68%	64%	68%
China	90%	88%	73%	46%	61%	78%	80%	82%	78%	77%	74%	77%	75%	79%	74%	72%	74%	73%	67%	75%
France	27%	44%	13%	13%	11%	14%	11%	9%	8%	6%	9%	12%	10%	10%	12%	12%	11%	10%	10%	8%
Germany	59%	64%	50%	30%	24%	44%	37%	45%	37%	38%	48%	55%	56%	64%	67%	63%	64%	64%	62%	67%
Great Britain	55%	54%	24%	10%	8%	14%	17%	17%	13%	13%	13%	16%	16%	12%	16%	13%	15%	12%	8%	10%
Hungary	-	-	-	-	2%	7%	4%	8%	8%	8%	9%	11%	7%	13%	7%	6%	3%	5%	3%	6%
India	88%	92%	85%	65%	70%	82%	83%	86%	85%	85%	78%	80%	82%	88%	88%	87%	76%	77%	73%	76%
Indonesia	-	-	-	-	-	-	49%	52%	52%	49%	51%	39%	49%	54%	45%	48%	37%	38%	40%	46%
Italy	28%	17%	10%	9%	17%	24%	17%	17%	14%	16%	16%	17%	14%	16%	11%	14%	11%	14%	12%	10%
Japan		27%	10%	3%	3%	8%	7%	7%	6%	9%	6%	8%	7%	8%	6%	9%	6%	8%	8%	7%
Mexico	42%	29%	24%	20%	23%	21%	20%	20%	23%	21%	25%	22%	23%	25%	20%	25%	25%	33%	22%	25%
Poland	50%	62%	60%	52%	46%	42%	41%	47%	45%	46%	42%	33%	33%	29%	30%	28%	23%	29%	19%	23%
Russia	65%	53%	68%	52%	35%	24%	24%	28%	30%	30%	24%	37%	27%	28%	29%	27%	26%	25%	26%	26%
Saudi Arabia	-	-	-	-	-	-	73%	76%	80%	73%	80%	81%	78%	76%	81%	81%	80%	81%	85%	87%
South Africa	-	-	-	-	-	-	38%	44%	41%	34%	56%	45%	41%	46%	41%	51%	45%	45%	40%	41%
South Korea	16%	27%	12%	5%	13%	28%	29%	32%	31%	34%	34%	30%	35%	32%	37%	39%	34%	38%	22%	25%
Spain	58%	55%	31%	15%	11%	10%	5%	5%	6%	5%	10%	10%	9%	10%	7%	7%	4%	6%	6%	8%
Sweden	64%	78%	71%	53%	39%	58%	58%	56%	60%	63%	71%	73%	72%	77%	75%	75%	82%	80%	71%	78%
Turkey	30%	30%	25%	19%	50%	51%	35%	44%	40%	44%	37%	45%	39%	43%	41%	41%	46%	47%	43%	49%
United States	47%	19%	19%	11%	13%	20%	17%	25%	23%	18%	17%	15%	15%	18%	20%	19%	20%	20%	19%	17%

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

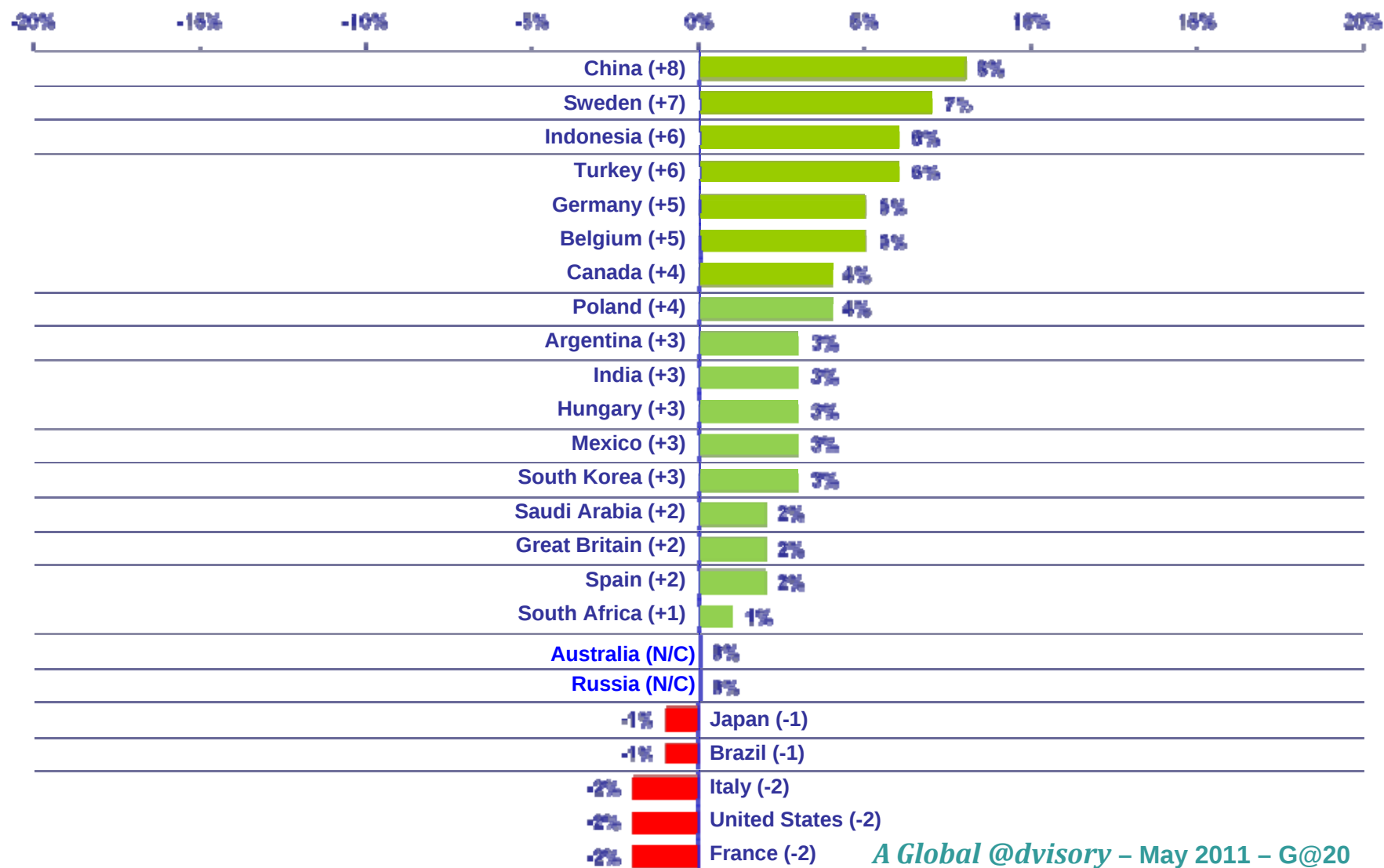
Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



A Global @dvisory – May 2011 – G@20
The Economic Pulse

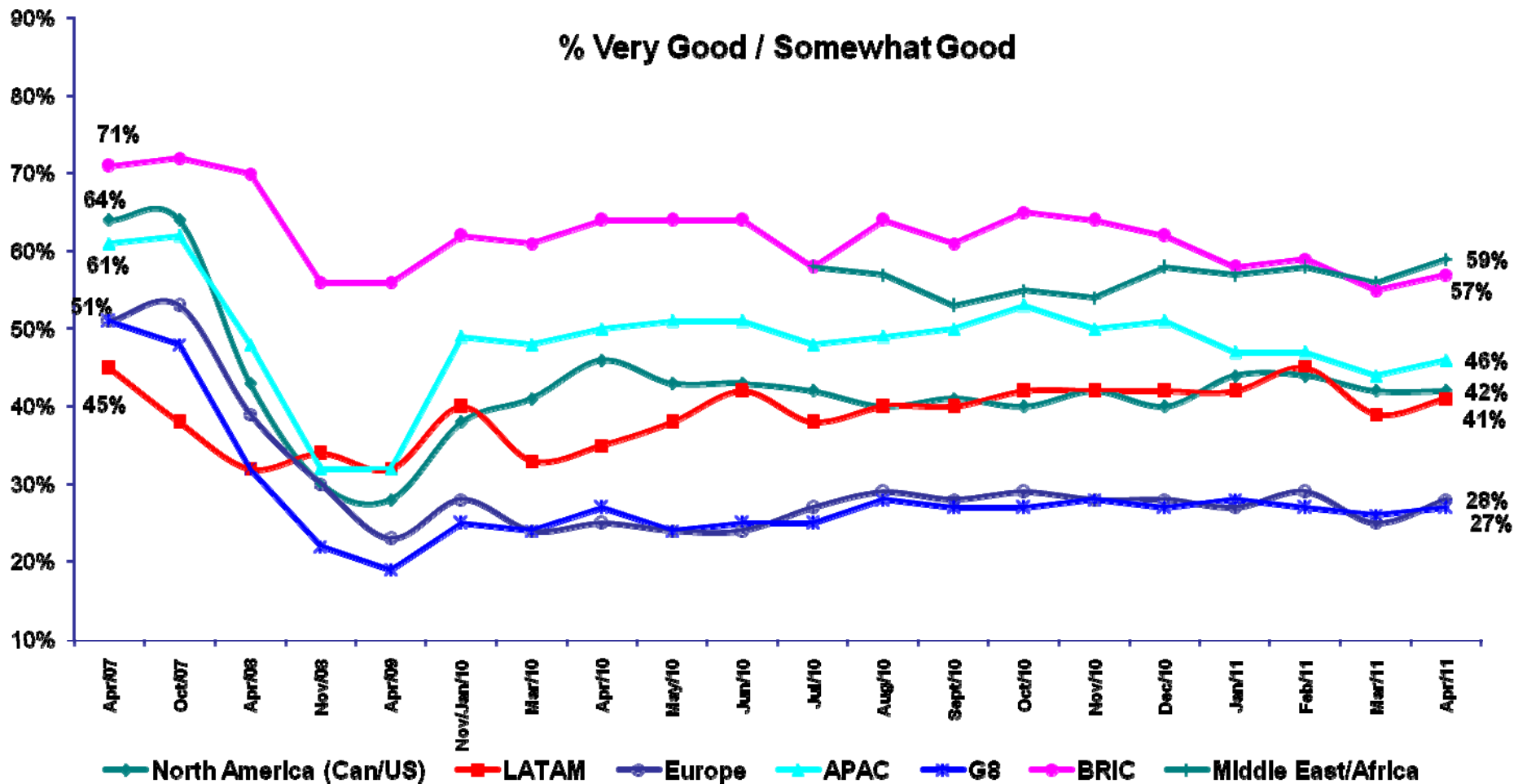
Countries Ranked by Net Improvement, Decline or No Change

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?



A Global @dvisory – May 2011 – G@20
The Economic Pulse

Assessing the Current Economic Situation by All Regions: Current Tracked Status:



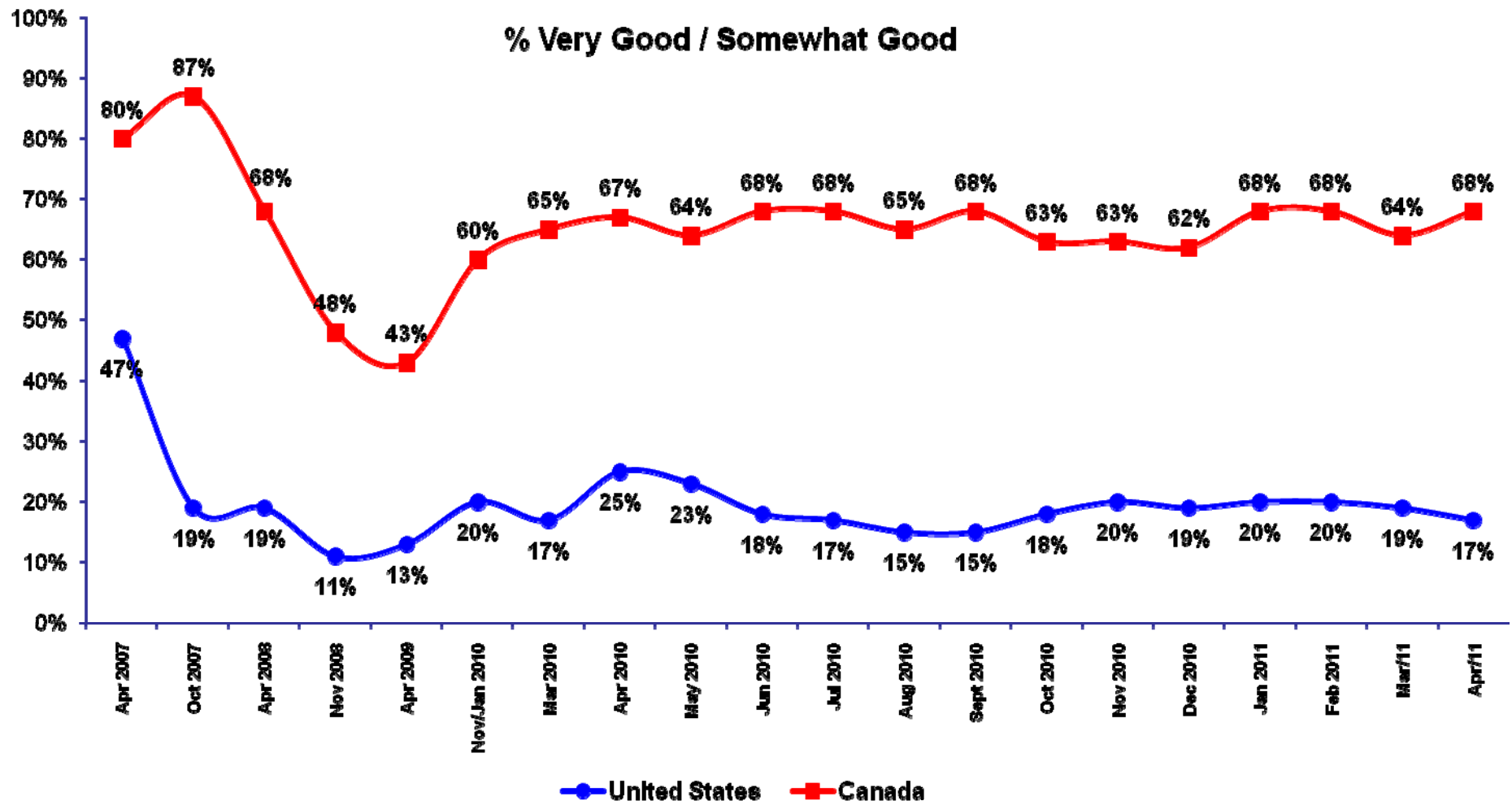
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

A Global @dvisory – May 2011 – G@20
The Economic Pulse

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

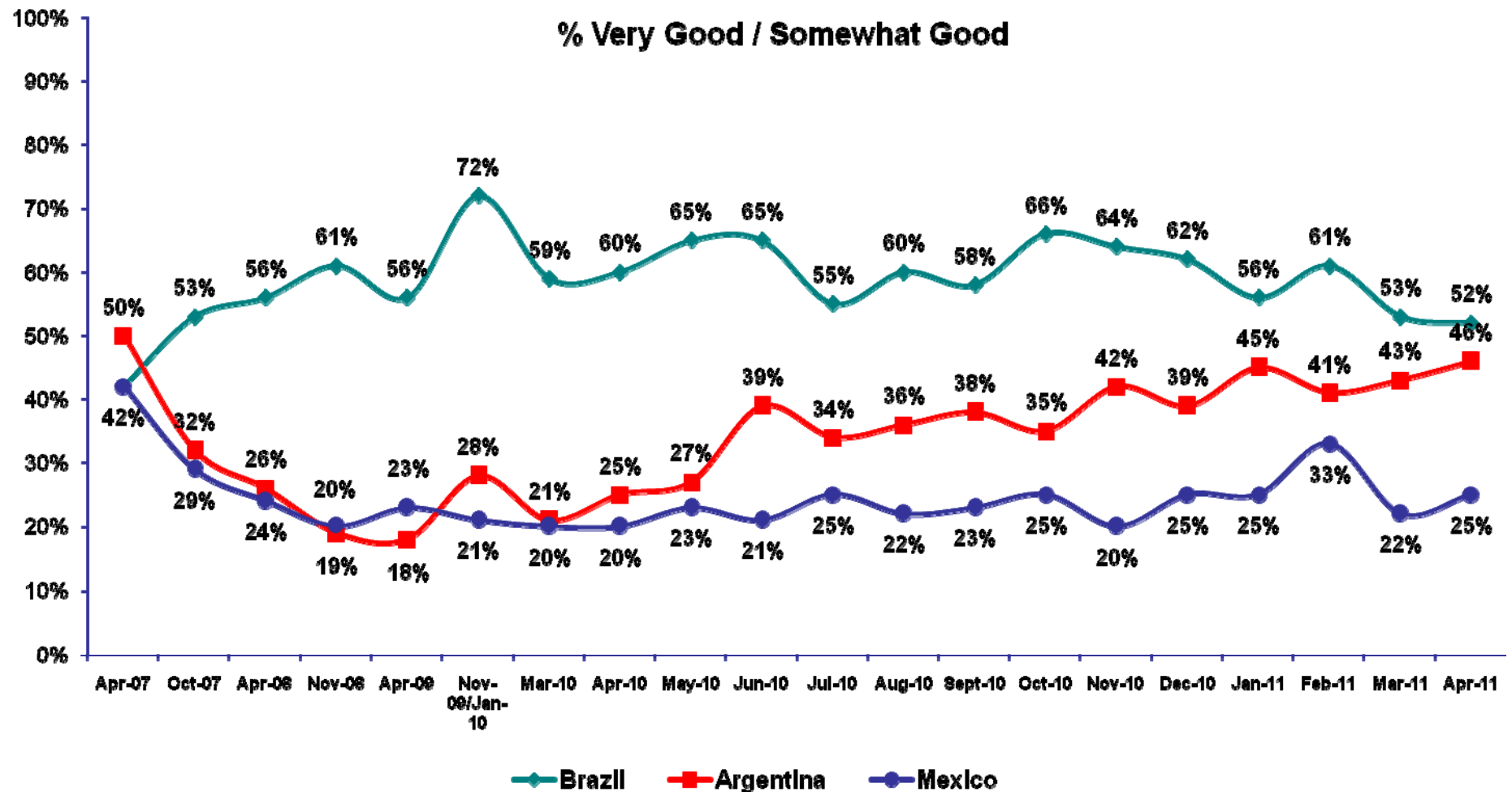
N/C



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?

A Global @dvisory – May 2011 – G@20
The Economic Pulse

LATAM Countries Assessing the Current Economic Situation

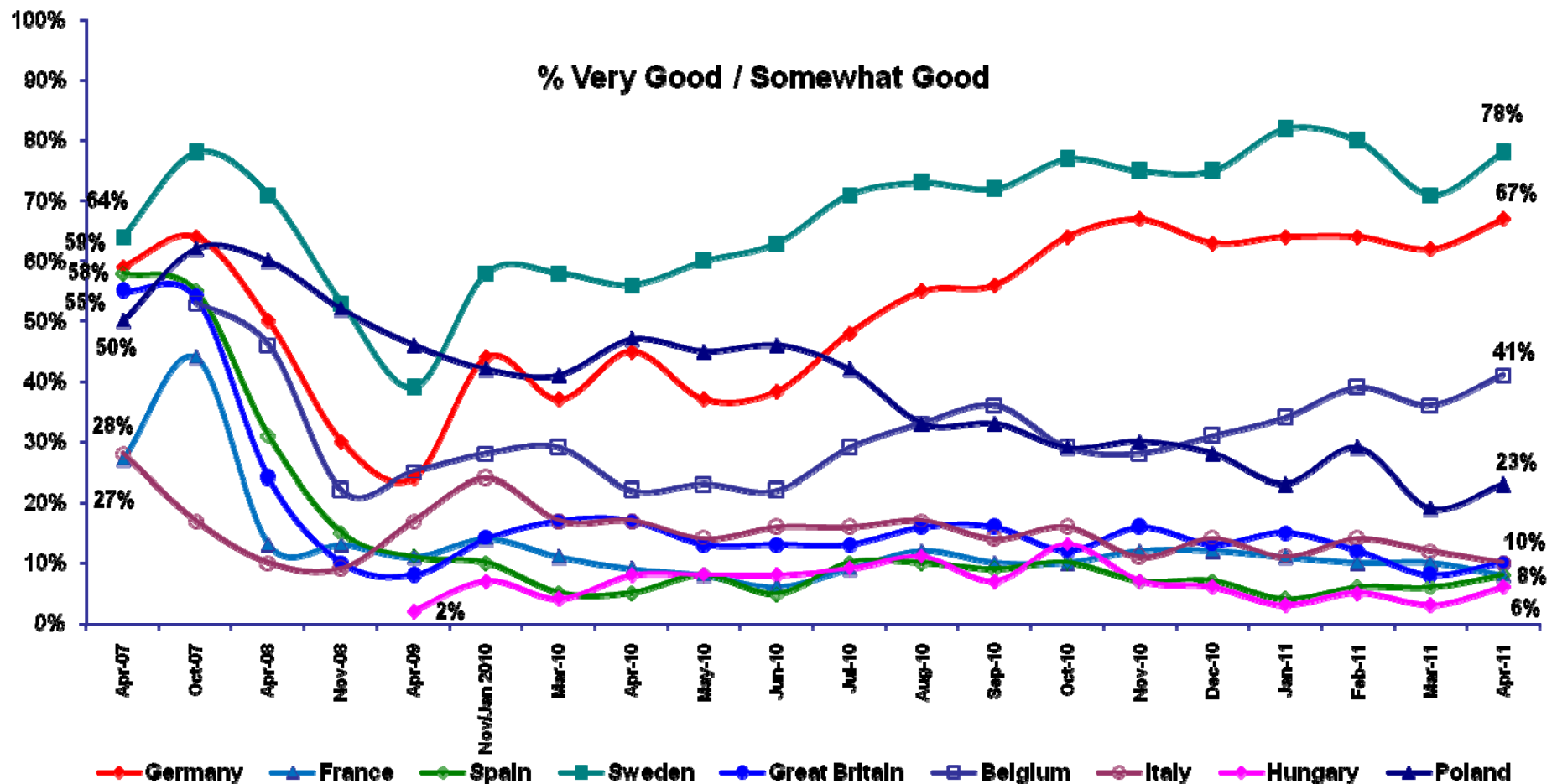


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

A Global @dvisory – May 2011 – G@20
The Economic Pulse

European Countries

Assessing the Current Economic Situation



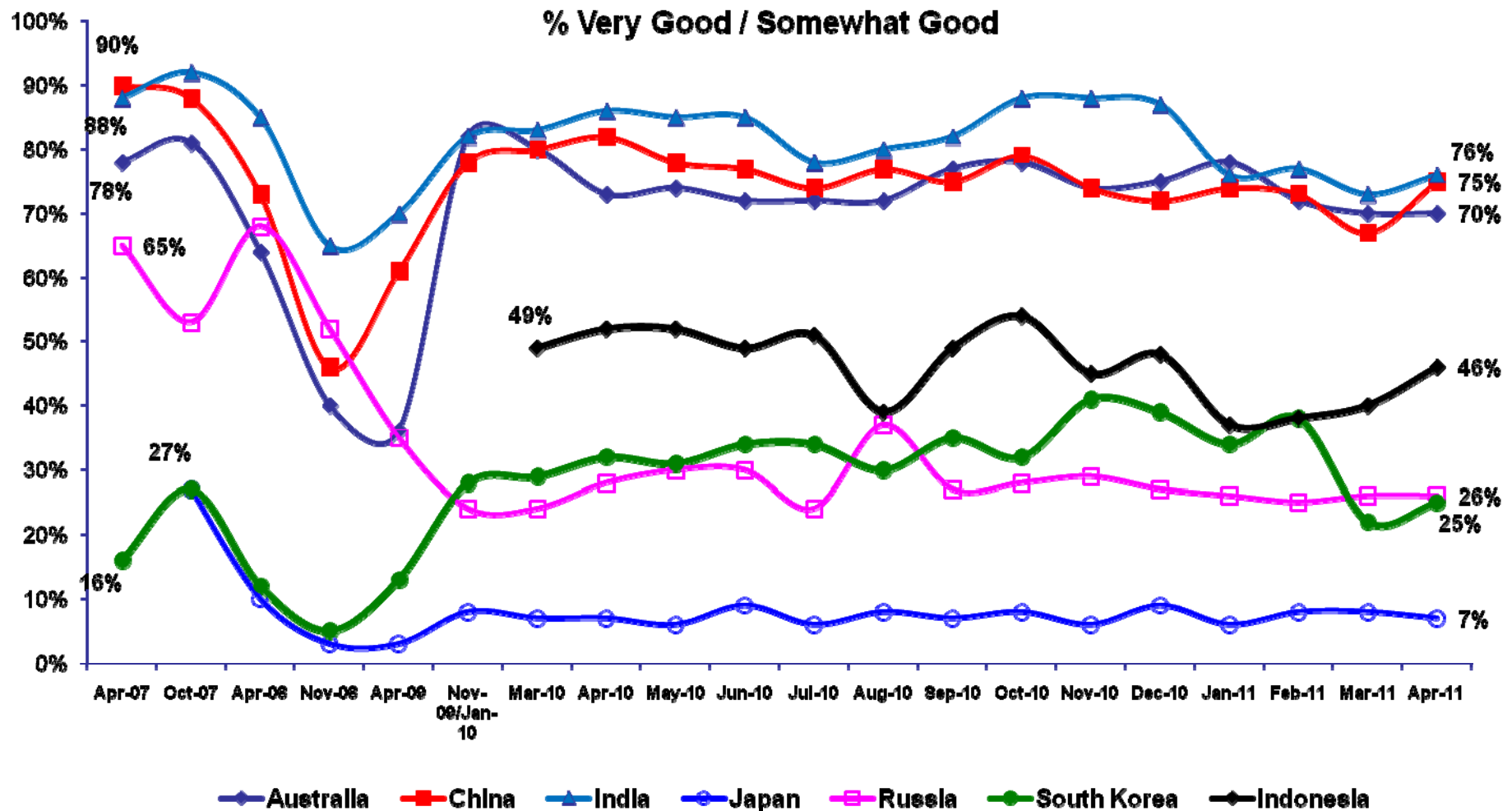
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

A Global @dvisory – May 2011 – G@20
The Economic Pulse

APAC Countries

Assessing the Current Economic Situation

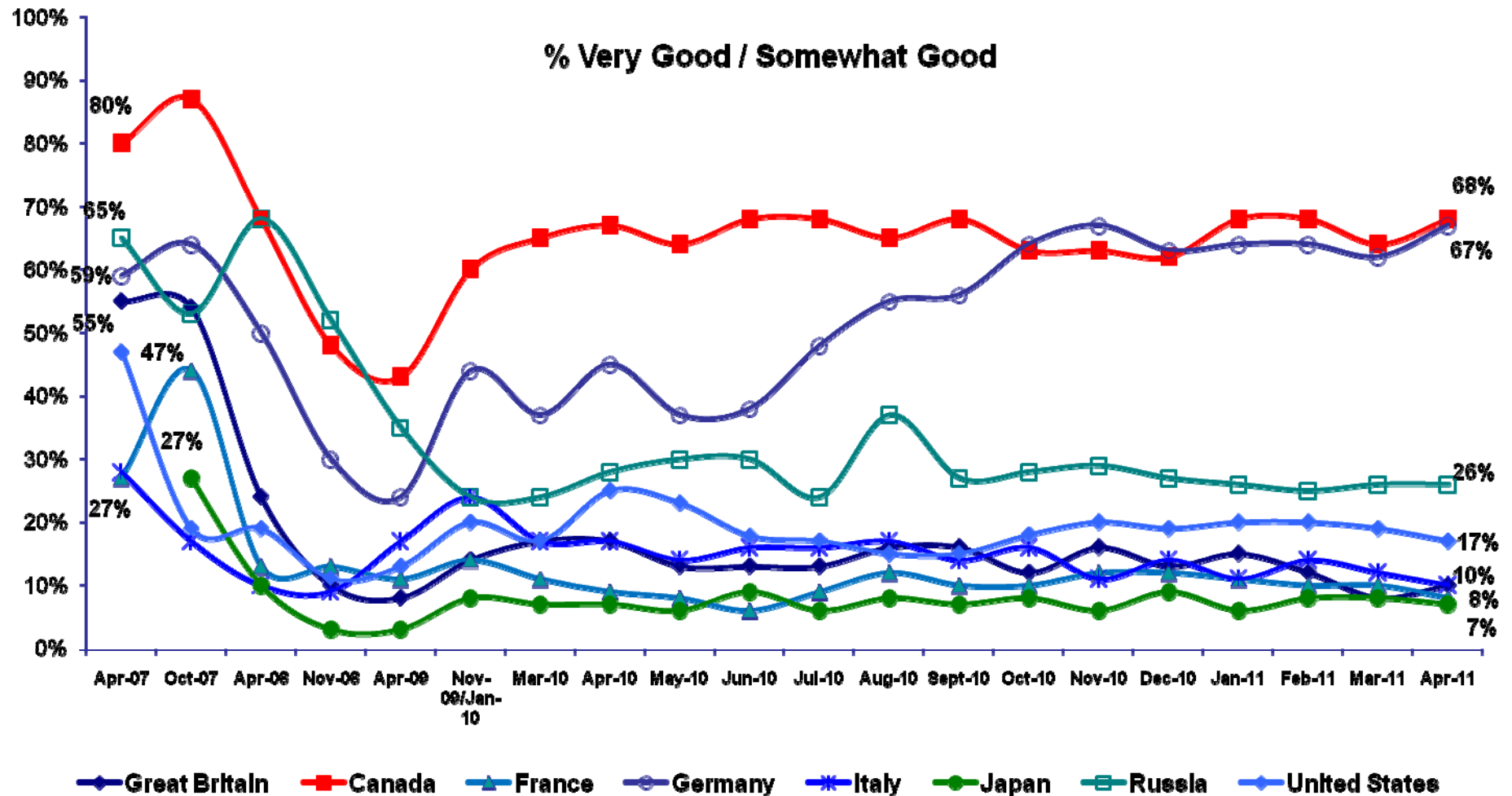


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

A Global @dvisory – May 2011 – G@20
The Economic Pulse

G8 Countries Assessing the Economic Situation



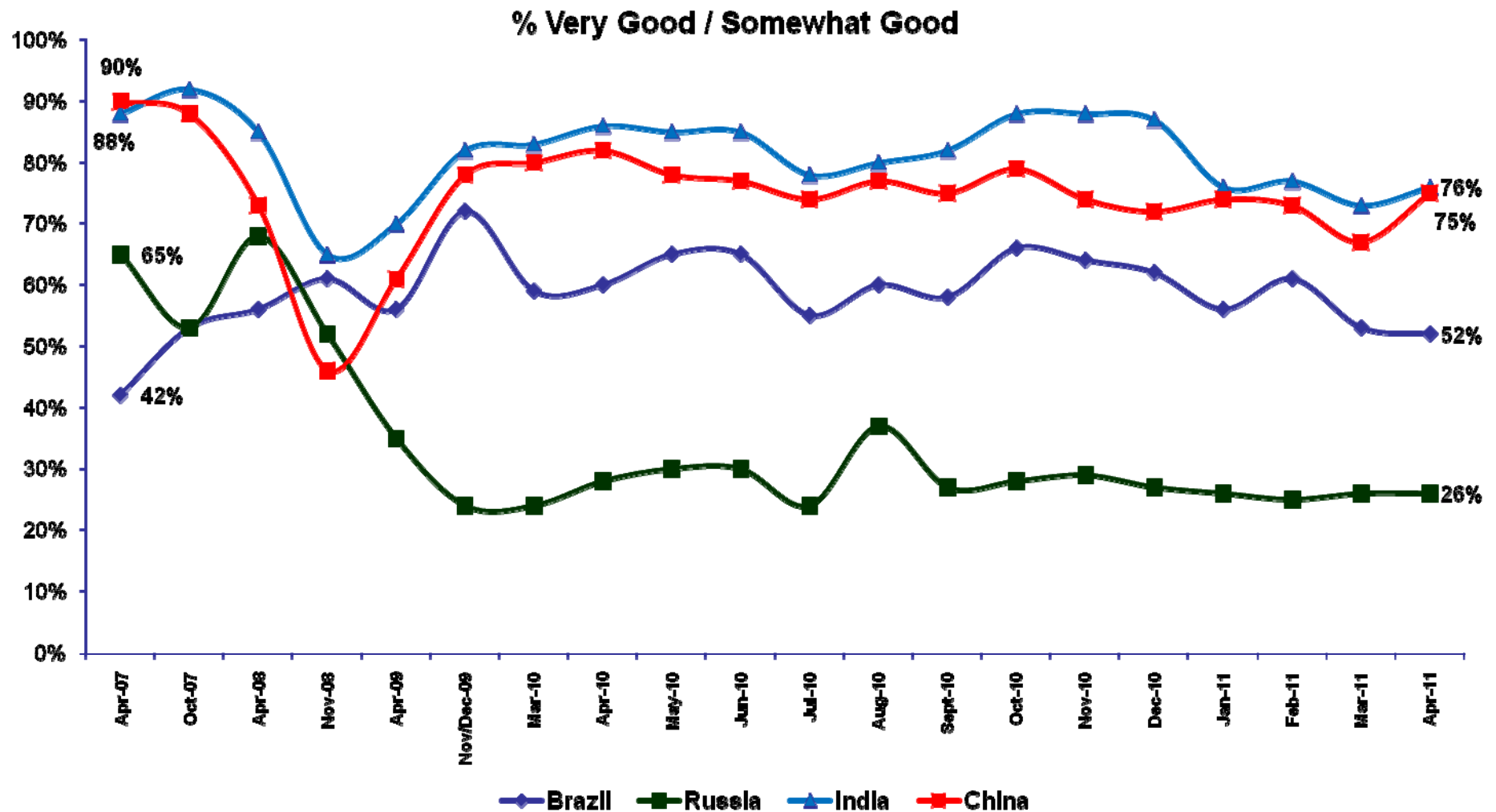
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

A Global @dvisory – May 2011 – G@20
The Economic Pulse

BRIC Countries

Assessing the Economic Situation

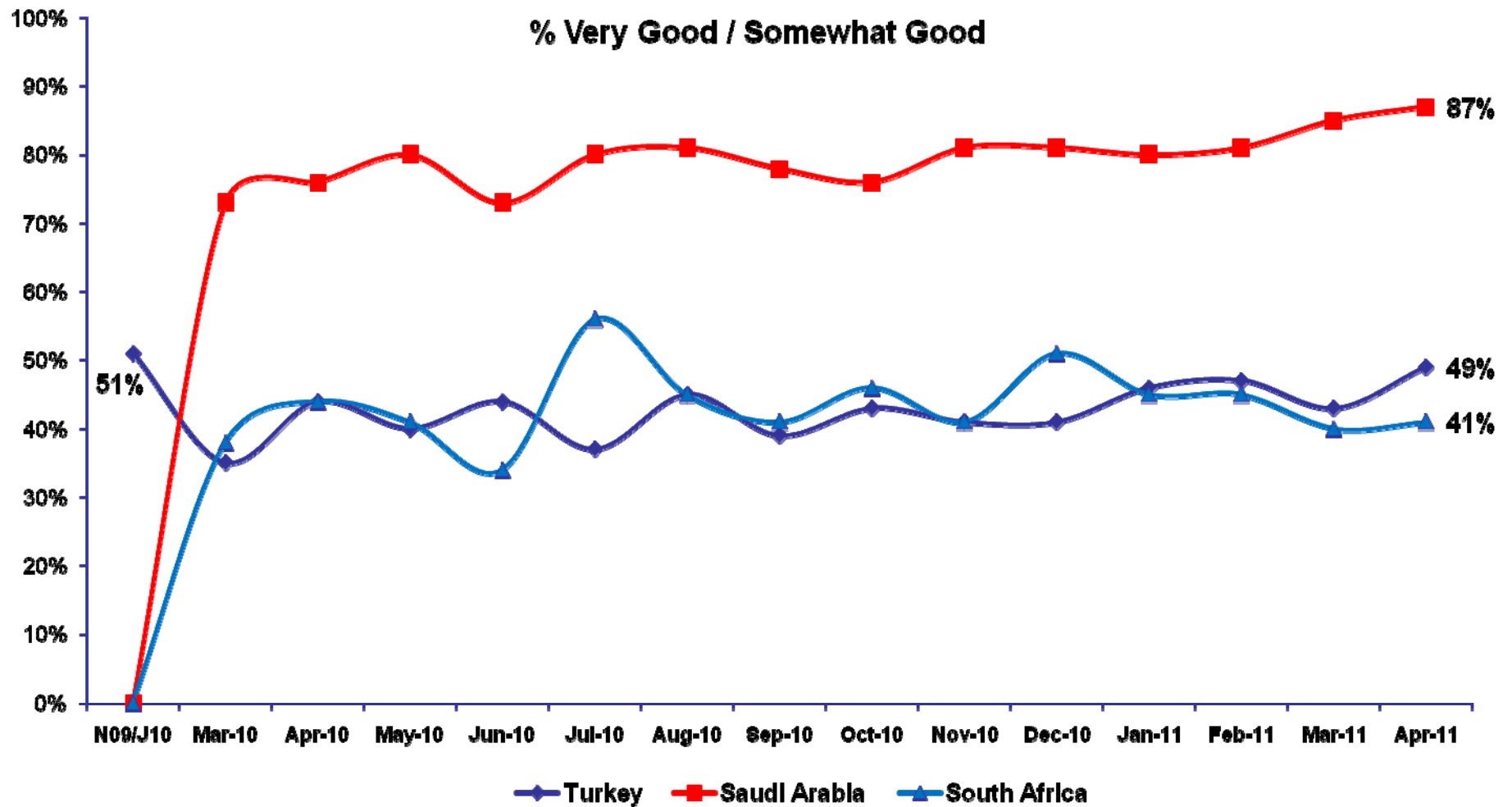


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

A Global @dvisory – May 2011 – G@20
The Economic Pulse

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?

A Global @dvisory – May 2011 – G@20
The Economic Pulse

② Assessing The Economy...

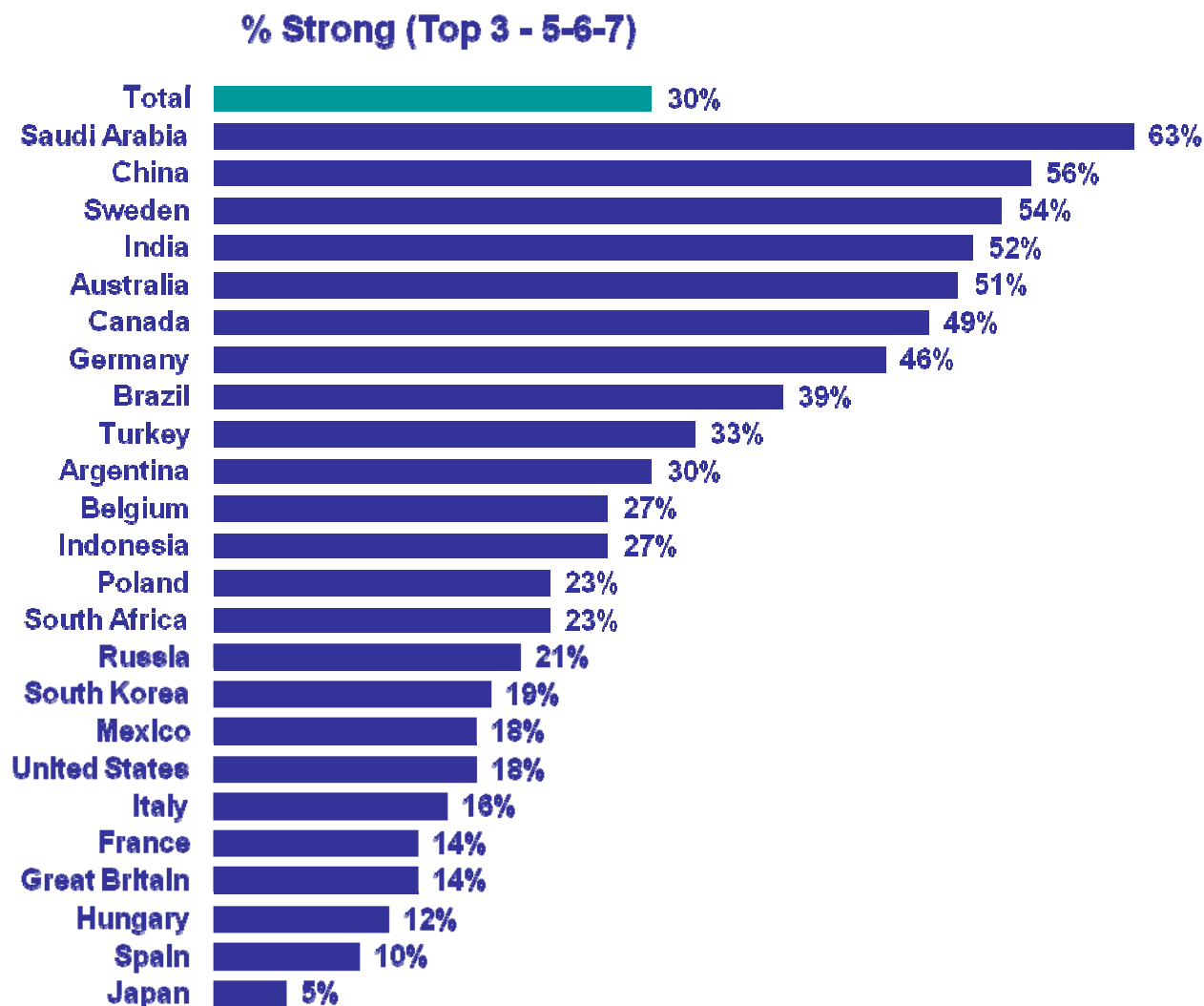
...In Their Local Area



Detailed Tables B.6

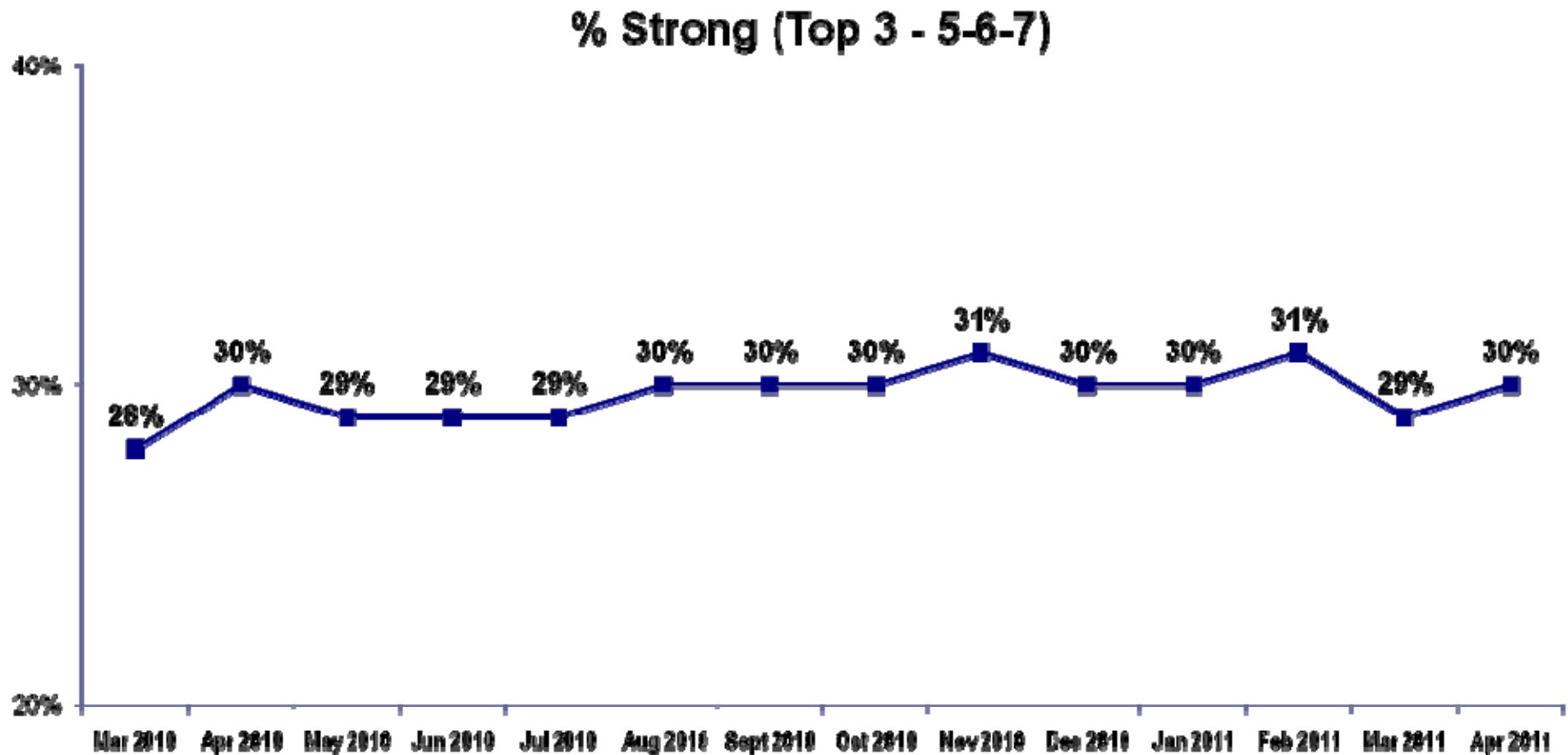
A Global @dvisory – May 2011 – G@20
The Economic Pulse

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



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

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



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

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

% Strong (Top 3 5-6-7)

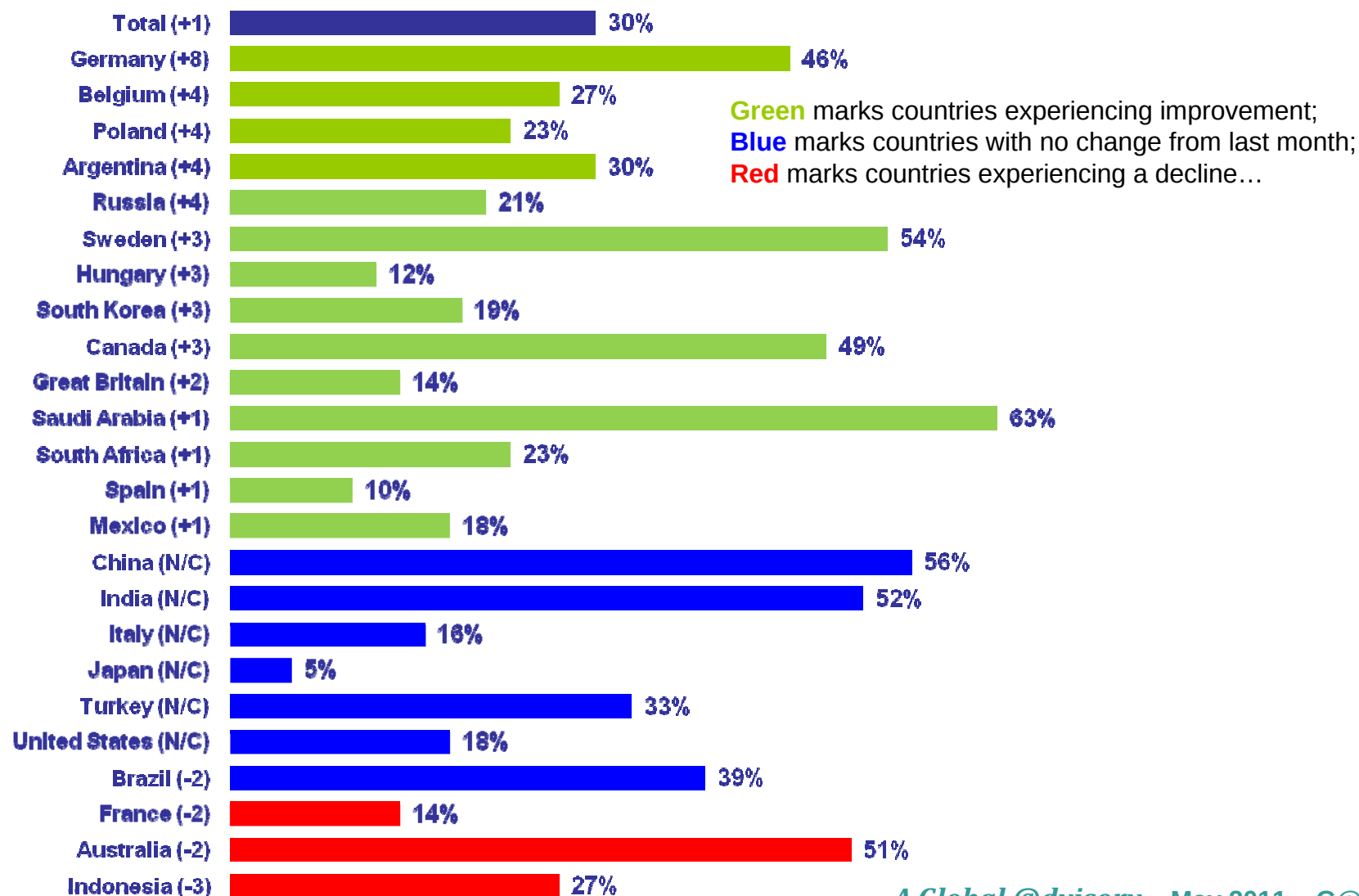
	Mar 2010	April 2010	May 2010	June 2010	July 2010	Aug 2010	Sept 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011
Total	28%	30%	29%	29%	29%	30%	30%	30%	31%	30%	30%	31%	29%	30%
Argentina	19%	19%	15%	23%	20%	25%	26%	21%	28%	28%	30%	28%	26%	30%
Australia	56%	55%	55%	50%	52%	52%	53%	57%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

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.

A Global @dvisory – May 2011 – G@20
The Economic Pulse

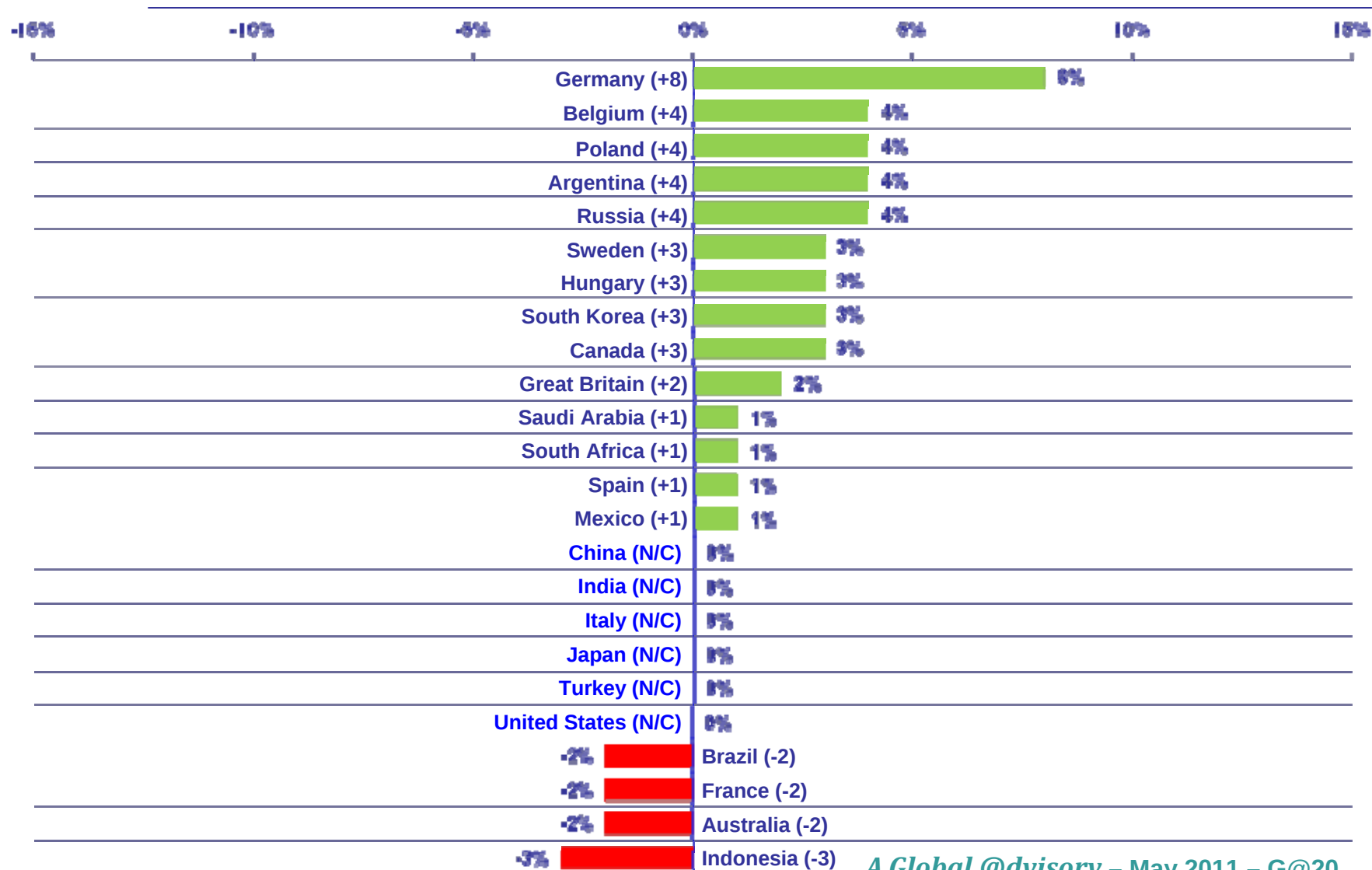
Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):

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...



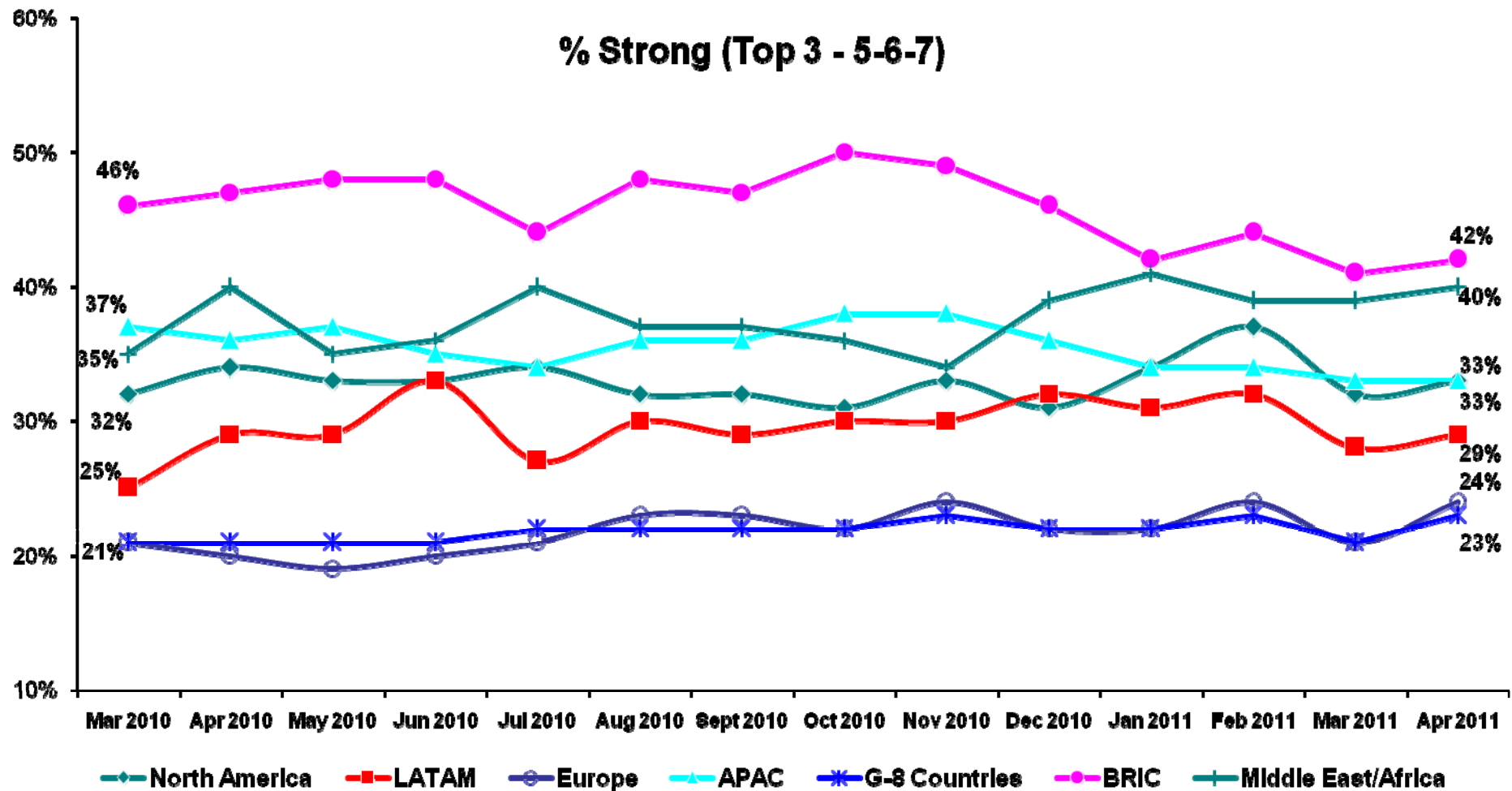
Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:

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...



A Global @dvisory – May 2011 – G@20
The Economic Pulse

All Regions Assess the Strength of Their Local Economy

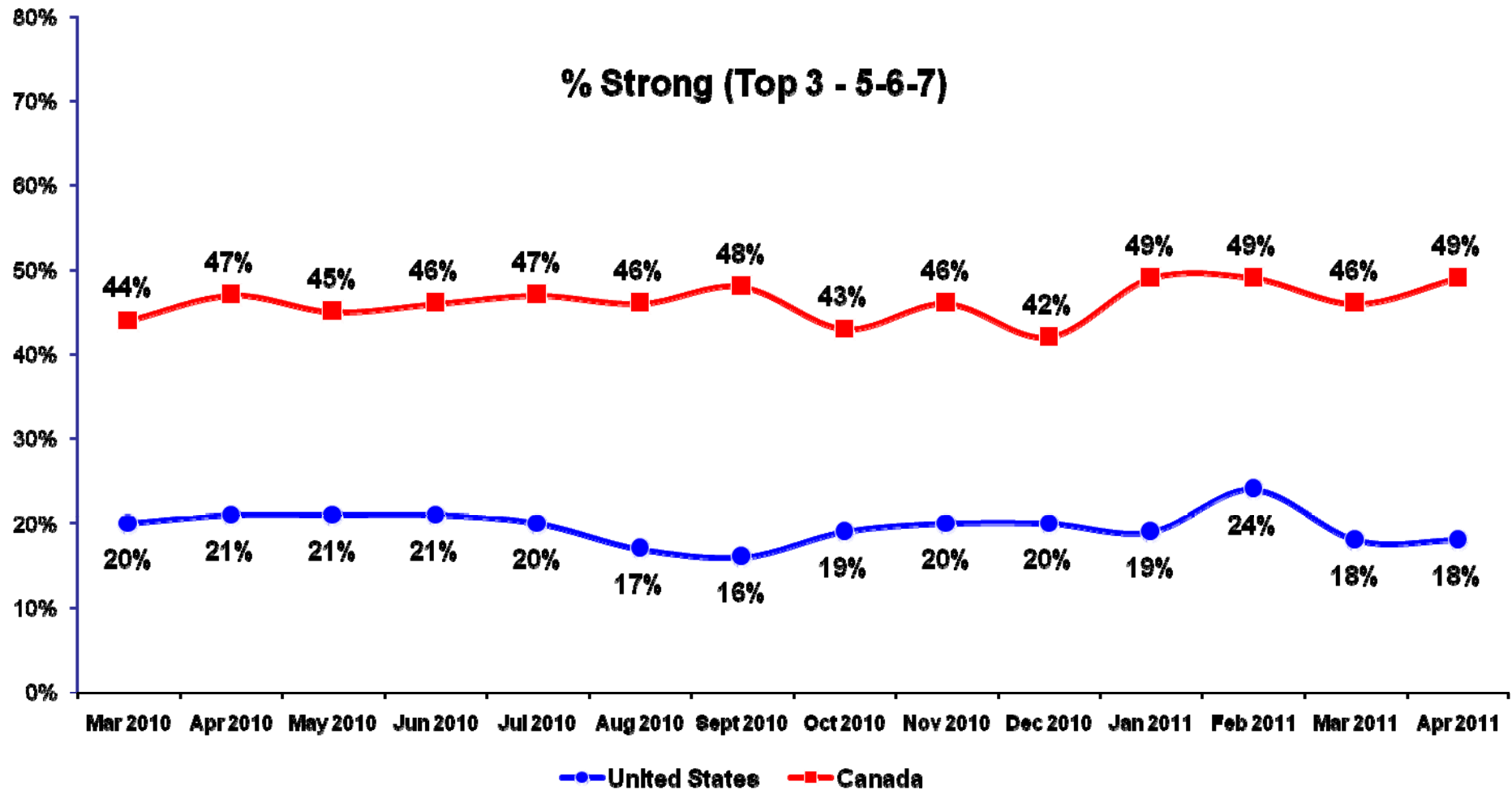


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

A Global @dvisory – May 2011 – G@20
The Economic Pulse

North American Countries

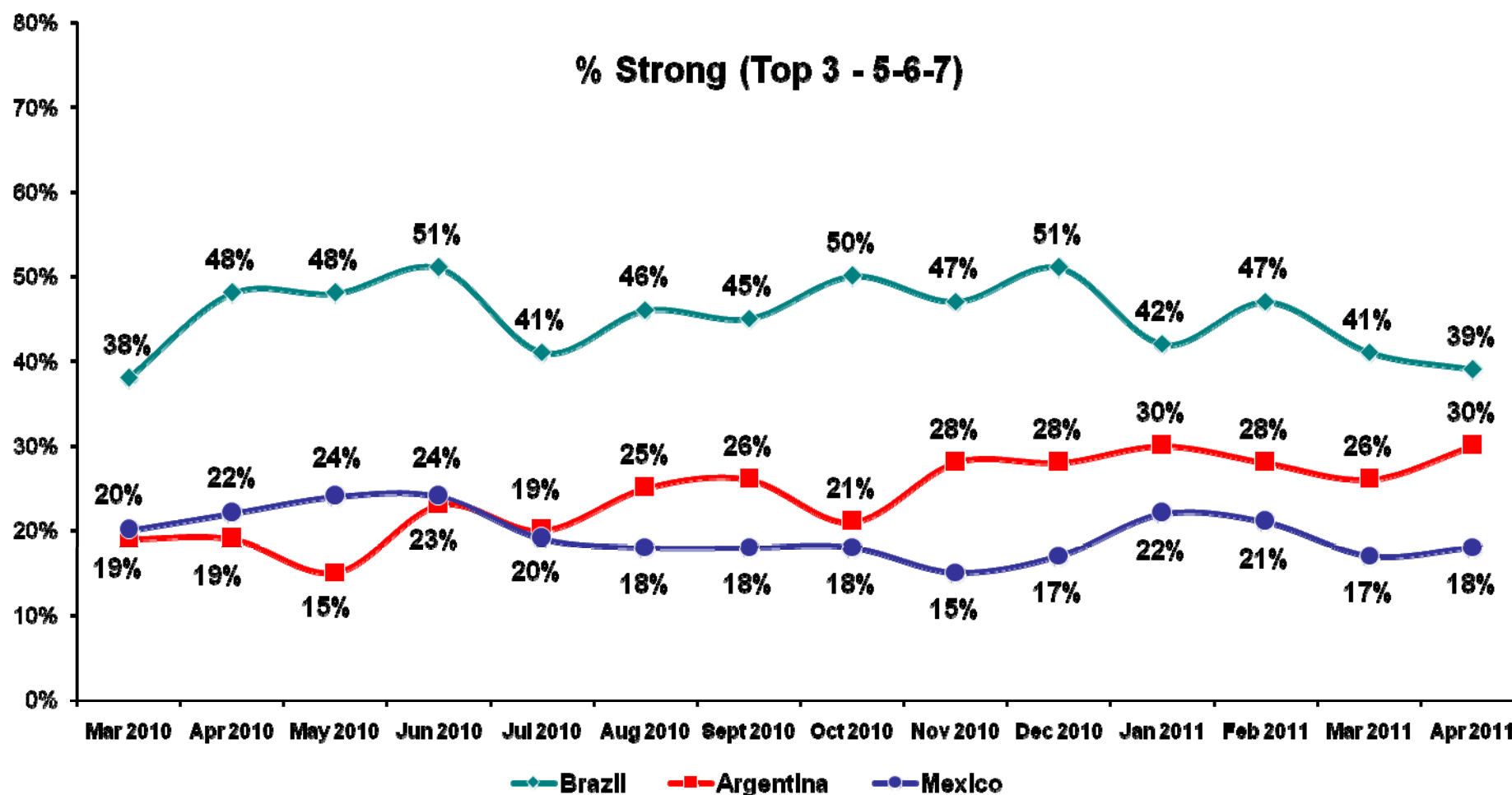
Assess the Strength of Their Local Economy



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

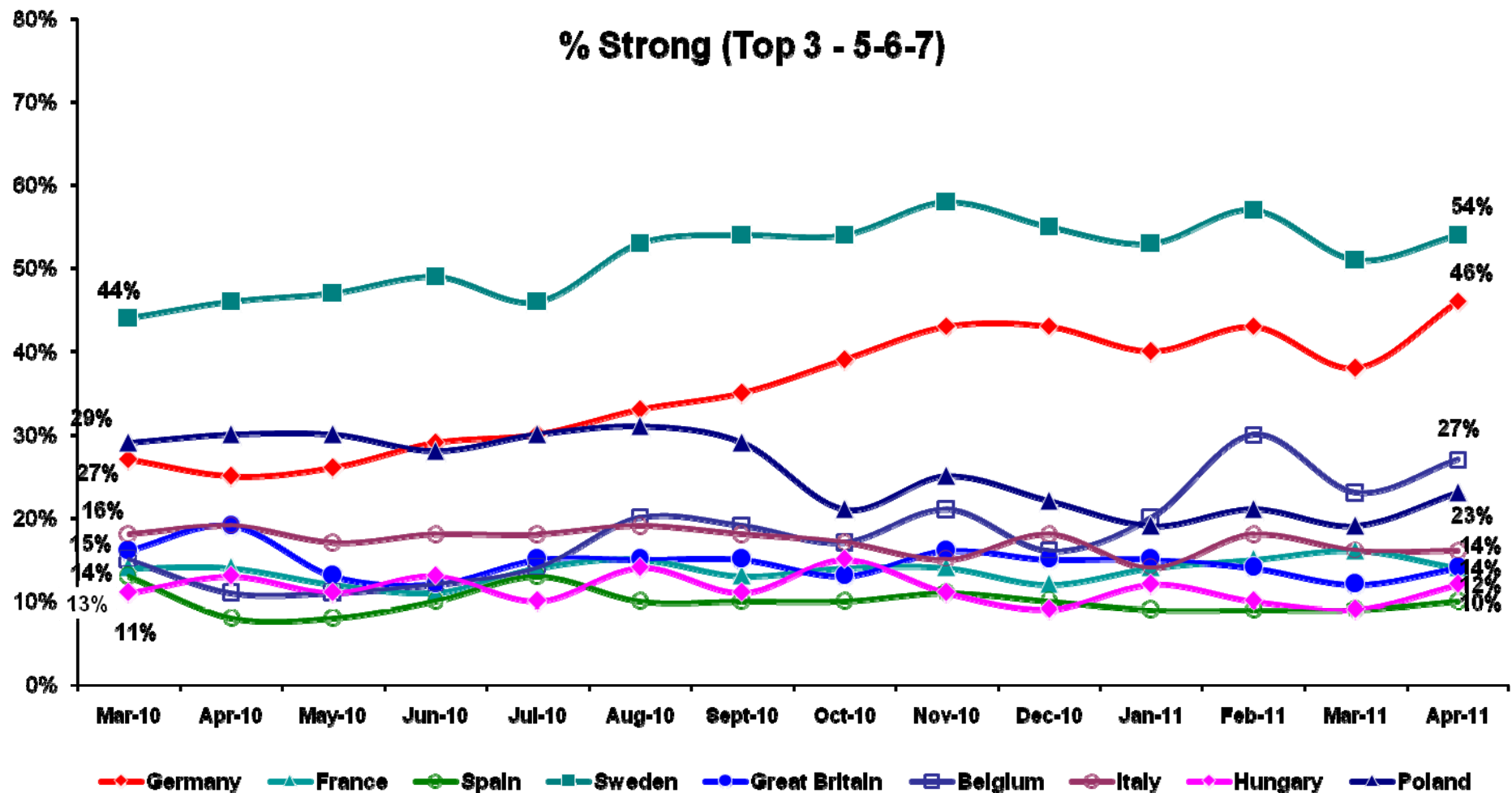
Assess the Strength of Their Local Economy



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



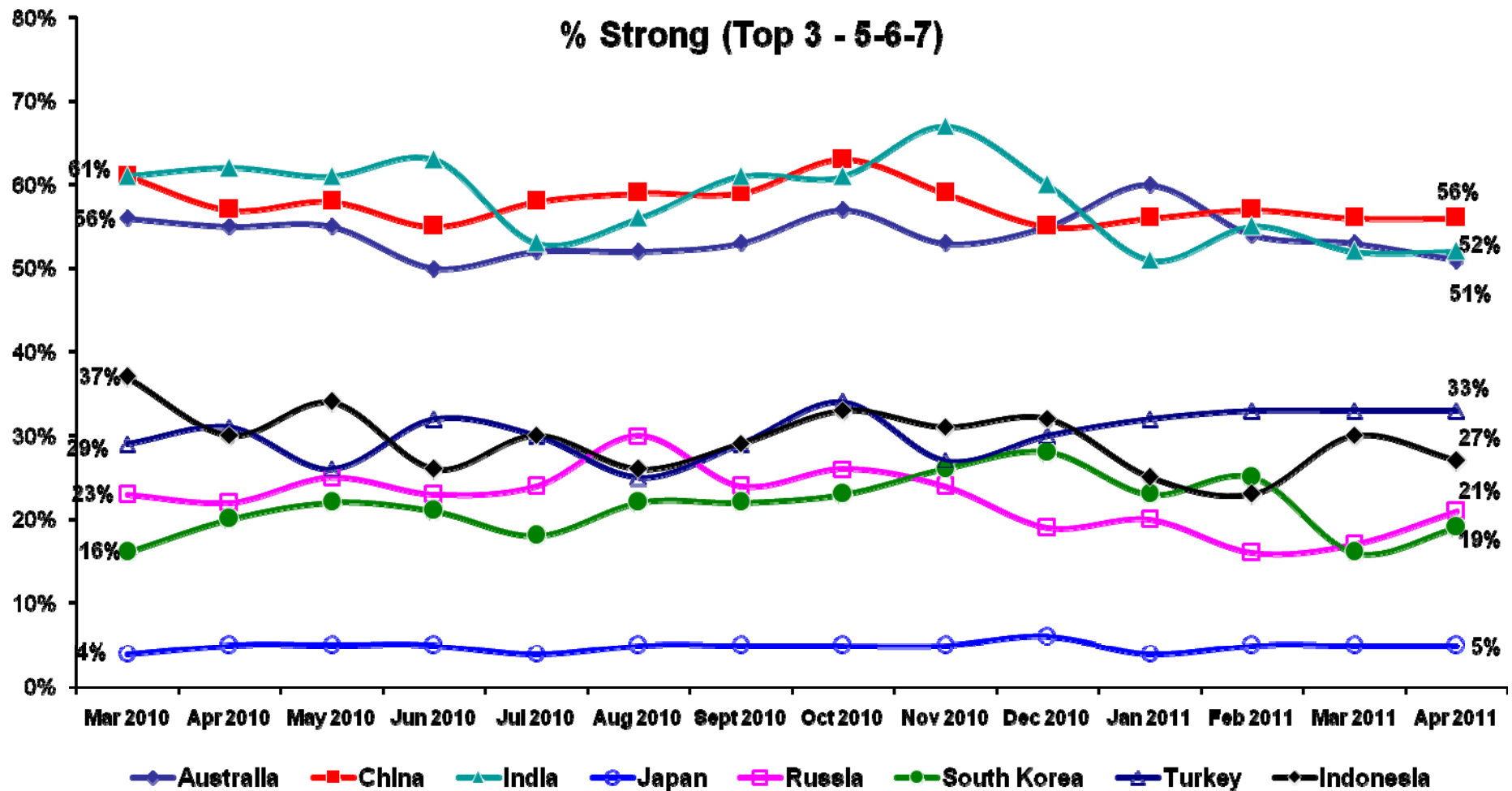
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

A Global @dvisory – May 2011 – G@20
The Economic Pulse

APAC Countries

Assess the Strength of Their Local Economy

N/C

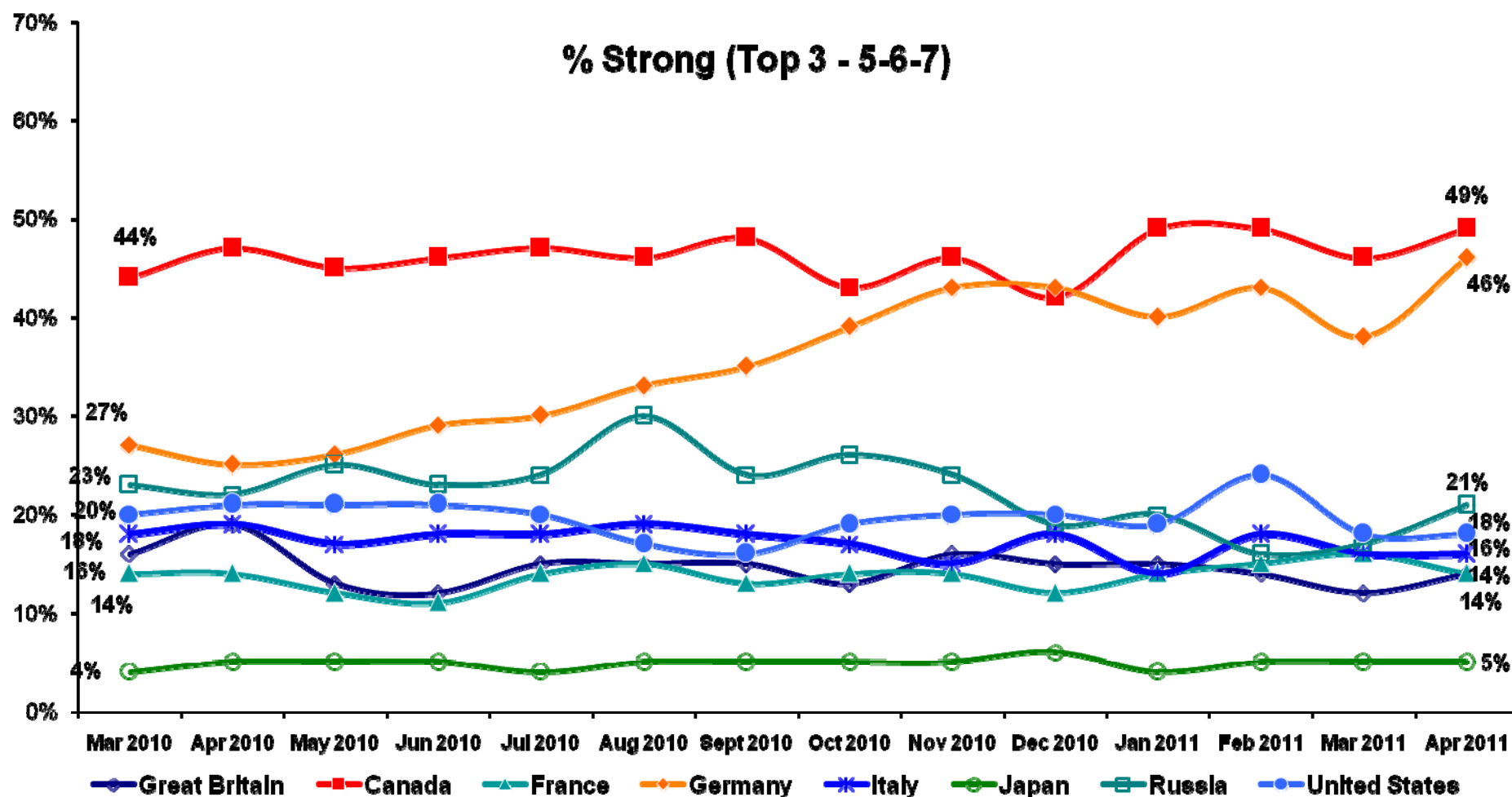


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

A Global @dvisory – May 2011 – G@20
The Economic Pulse

G8 Countries

Assess the Strength of Their Local Economy

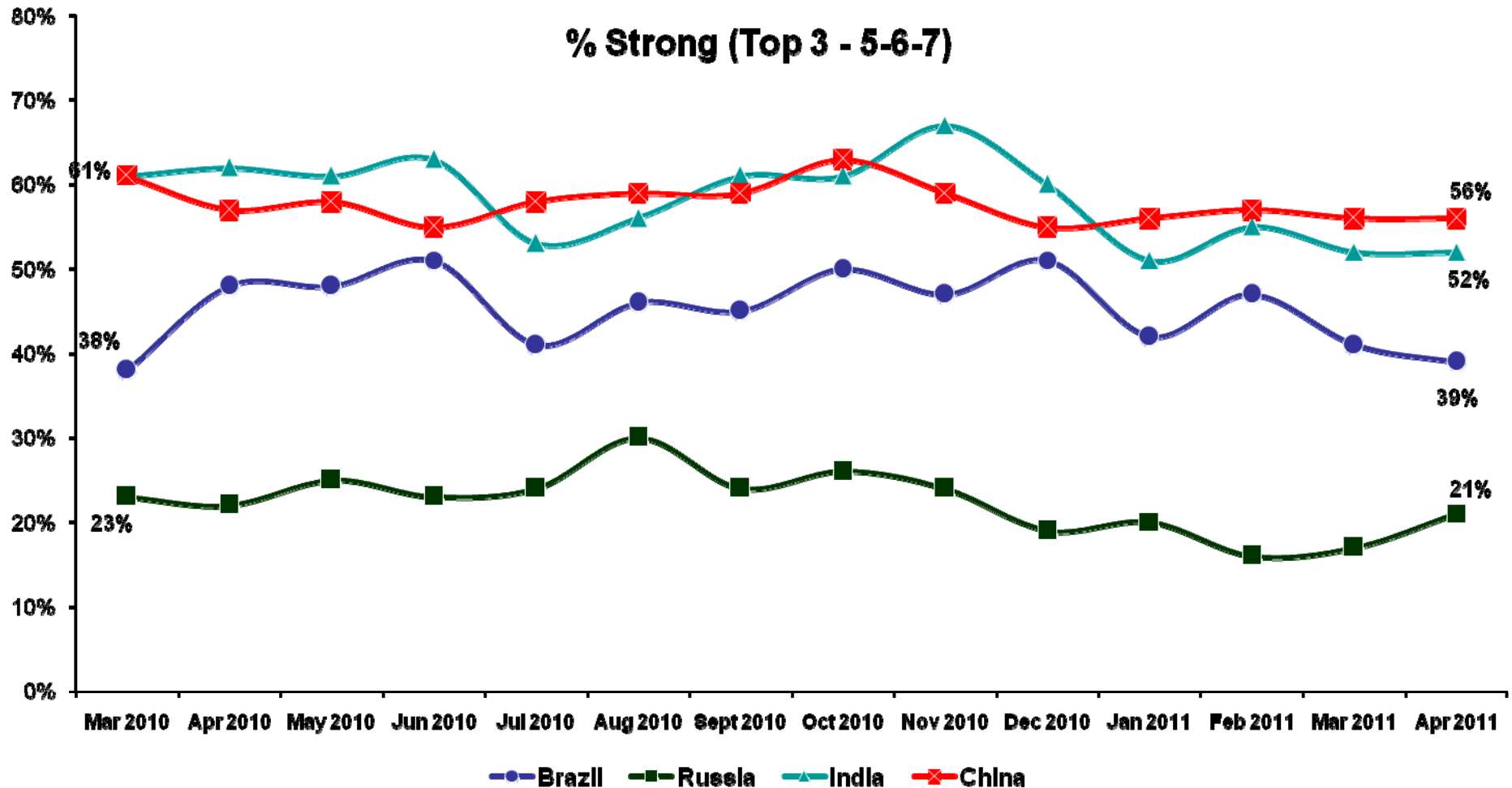


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

A Global @dvisory – May 2011 – G@20
The Economic Pulse

BRIC Countries

Assess the Strength of Their Local Economy

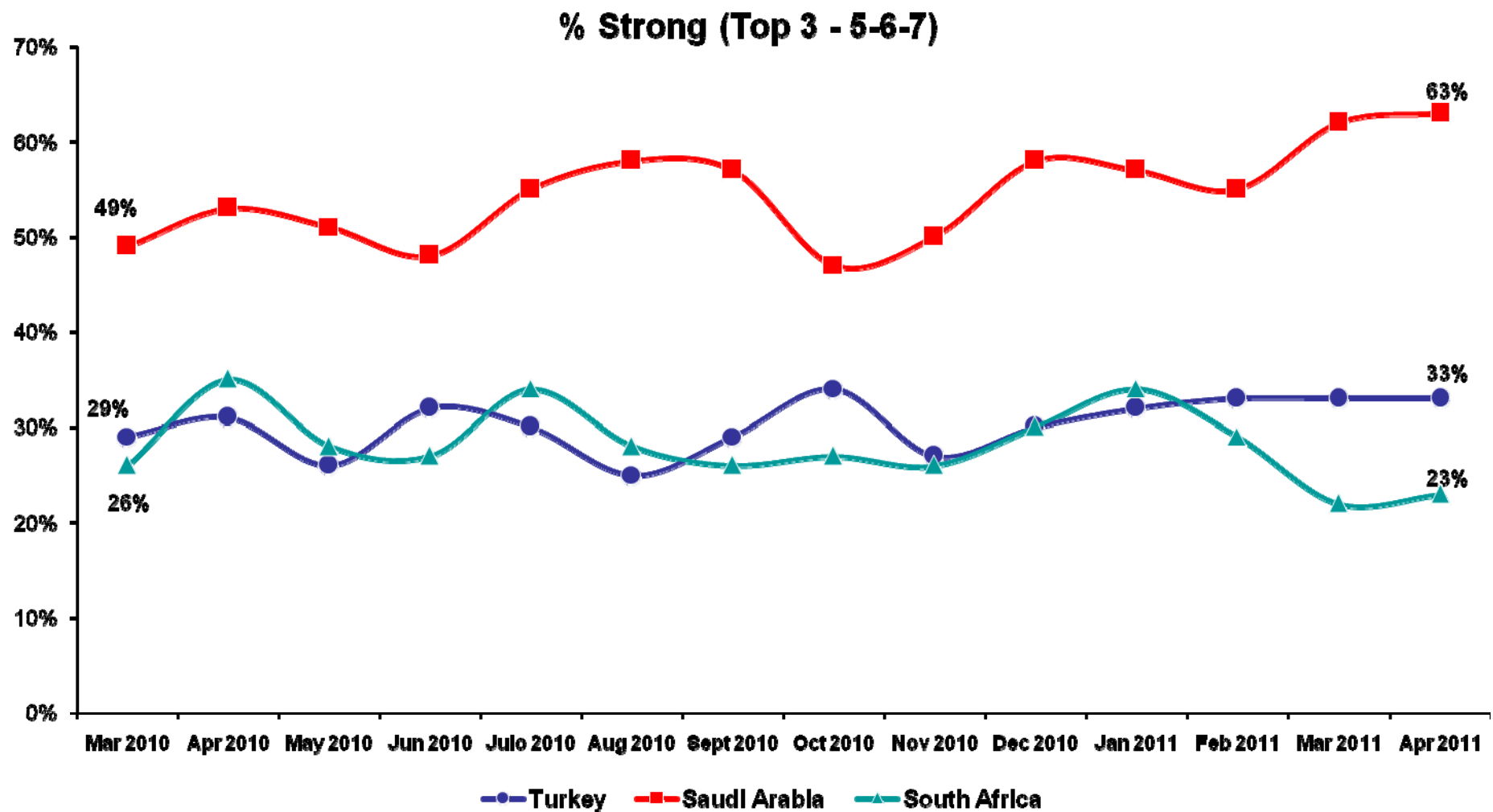


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

A Global @dvisory – May 2011 – G@20
The Economic Pulse

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 Strength of The Local Economy...

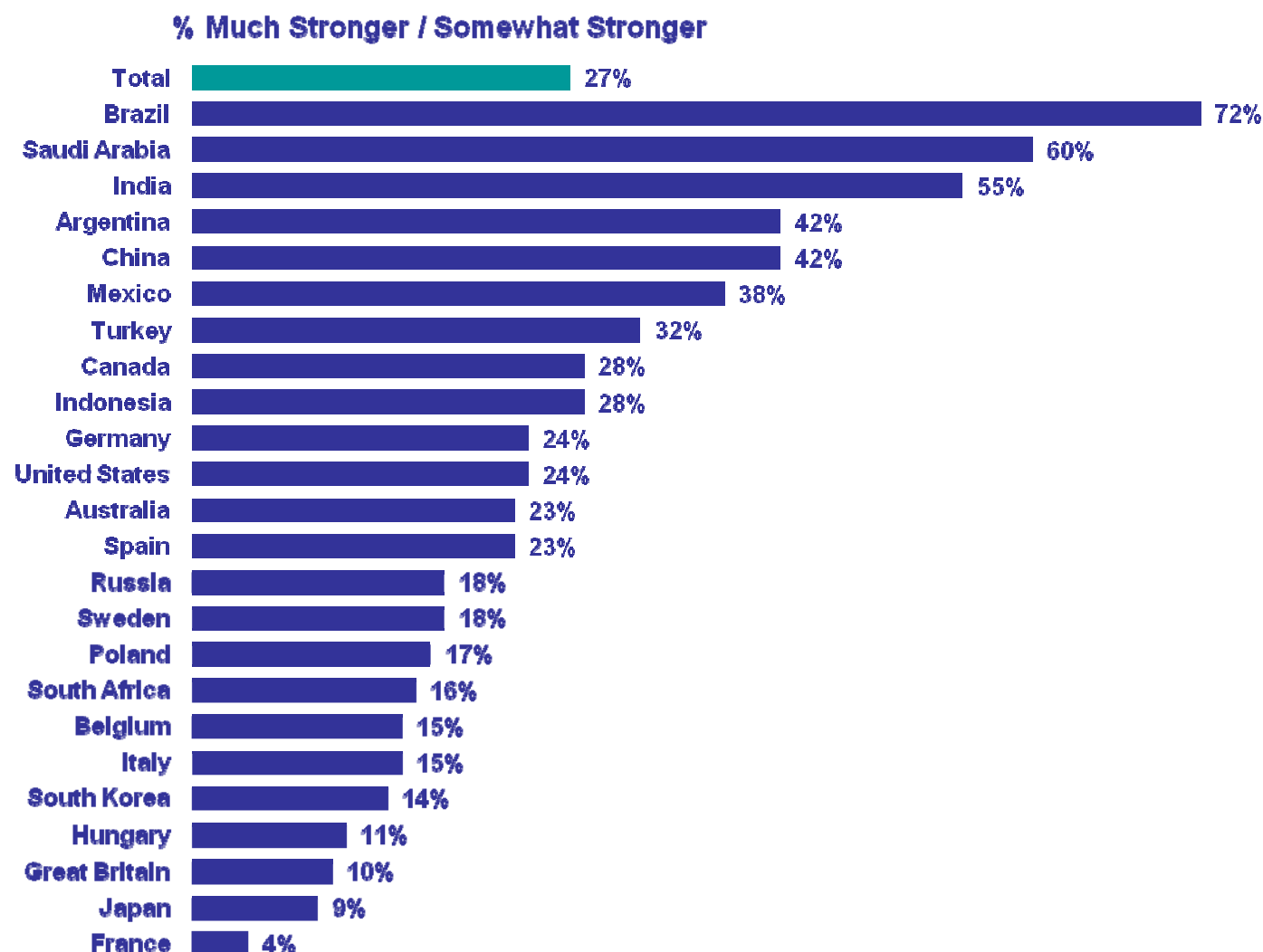
...Six Months From Now



Detailed Tables B.7

A Global @dvisory – May 2011 – G@20
The Economic Pulse

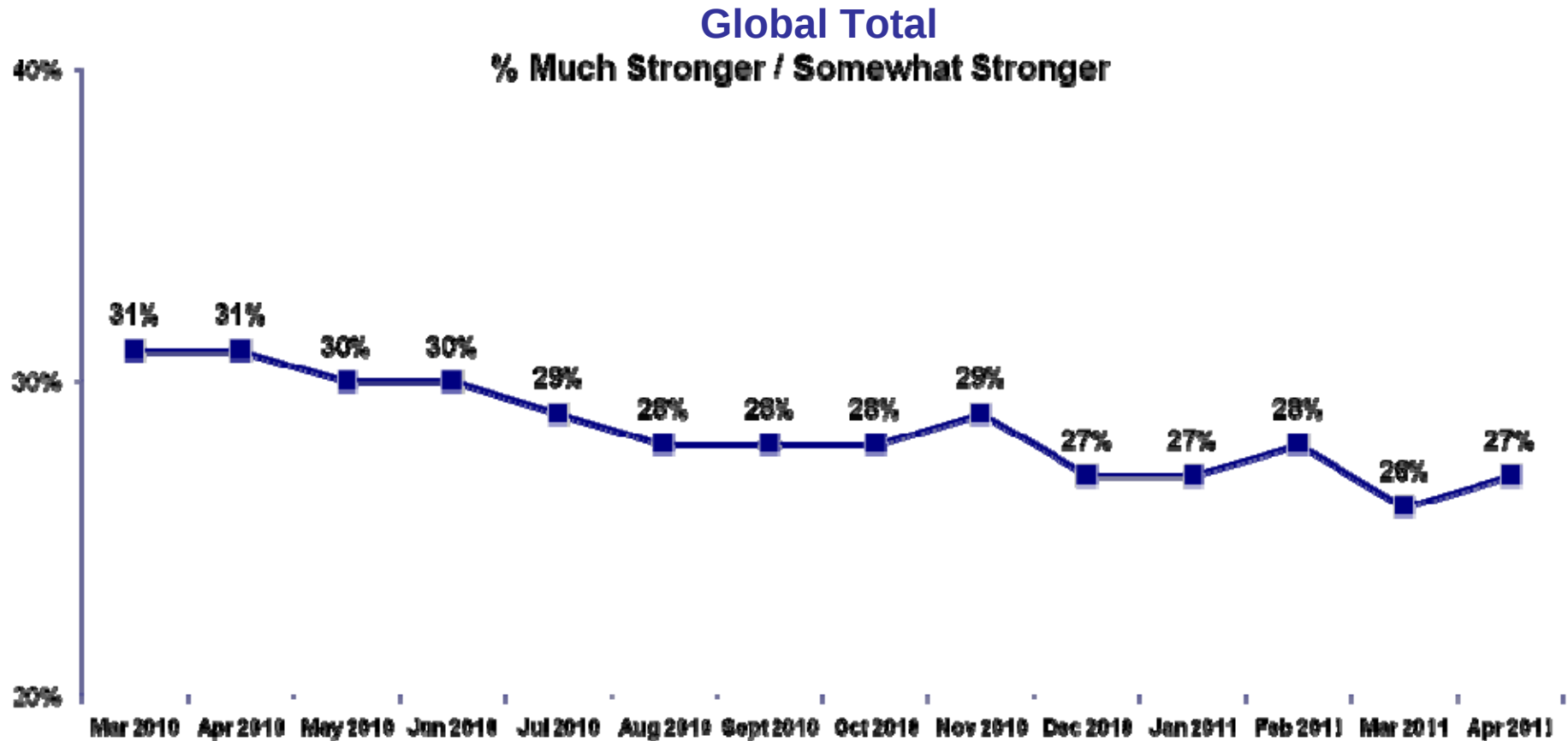
Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months...



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?

A Global @dvisory – May 2011 – G@20
The Economic Pulse

Citizen Consumers Who Say 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?

A Global @dvisory – May 2011 – G@20
The Economic Pulse

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

% Much Stronger/Somewhat Stronger

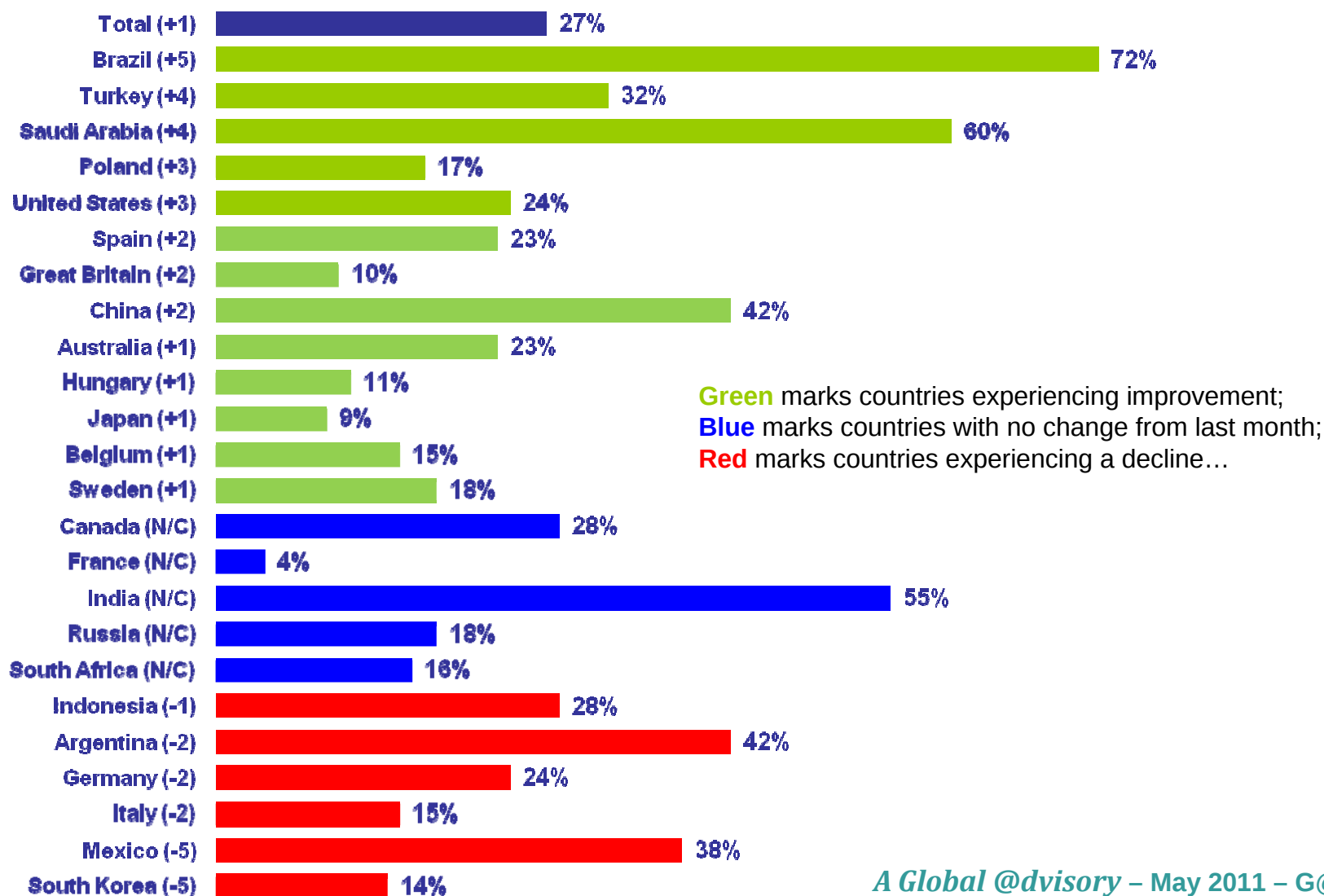
	Mar 2010	April 2010	May 2010	June 2010	July 2010	Aug 2010	Sept 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011
Total	31%	31%	30%	30%	29%	28%	28%	28%	29%	27%	27%	28%	26%	27%
Argentina	32%	36%	35%	45%	36%	45%	42%	39%	44%	43%	42%	44%	44%	42%
Australia	36%	34%	30%	25%	29%	26%	27%	29%	27%	24%	23%	24%	22%	23%
Belgium	18%	14%	10%	14%	14%	17%	15%	13%	12%	12%	13%	13%	14%	15%
Brazil	79%	71%	72%	72%	69%	68%	75%	78%	76%	78%	73%	73%	67%	72%
Canada	38%	35%	29%	30%	32%	25%	27%	26%	27%	27%	31%	29%	28%	28%
China	57%	49%	51%	49%	50%	50%	50%	50%	48%	44%	49%	49%	40%	42%
France	5%	7%	3%	4%	5%	5%	5%	3%	4%	4%	5%	4%	4%	4%
Germany	23%	25%	22%	21%	26%	29%	26%	31%	35%	27%	30%	28%	26%	24%
Great Britain	18%	21%	22%	16%	16%	15%	13%	12%	13%	12%	13%	11%	8%	10%
Hungary	22%	24%	23%	23%	15%	18%	18%	23%	13%	10%	12%	15%	10%	11%
India	66%	66%	64%	67%	59%	58%	64%	65%	65%	61%	55%	61%	55%	55%
Indonesia	31%	33%	36%	36%	38%	35%	35%	35%	34%	30%	26%	26%	29%	28%
Italy	20%	21%	17%	19%	17%	18%	16%	17%	16%	15%	18%	16%	17%	15%
Japan	11%	12%	12%	13%	9%	8%	6%	6%	8%	8%	8%	9%	8%	9%
Mexico	34%	37%	44%	36%	33%	32%	35%	38%	30%	36%	33%	37%	43%	38%
Poland	23%	23%	20%	23%	22%	24%	19%	19%	19%	21%	12%	19%	14%	17%
Russia	17%	19%	17%	18%	23%	18%	21%	13%	24%	16%	16%	18%	18%	18%
Saudi Arabia	44%	49%	50%	41%	46%	53%	46%	48%	45%	47%	45%	52%	56%	60%
South Africa	38%	35%	34%	33%	36%	24%	25%	21%	27%	27%	28%	22%	16%	16%
South Korea	21%	23%	24%	21%	21%	20%	22%	20%	22%	25%	22%	25%	19%	14%
Spain	28%	27%	26%	21%	25%	24%	22%	20%	21%	20%	20%	21%	21%	23%
Sweden	19%	20%	15%	21%	20%	17%	19%	21%	19%	20%	16%	21%	17%	18%
Turkey	32%	35%	30%	30%	32%	33%	29%	28%	27%	23%	30%	32%	28%	32%
United States	31%	36%	32%	27%	23%	22%	22%	24%	29%	25%	27%	27%	21%	24%

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?

A Global @dvisory – May 2011 – G@20
The Economic Pulse

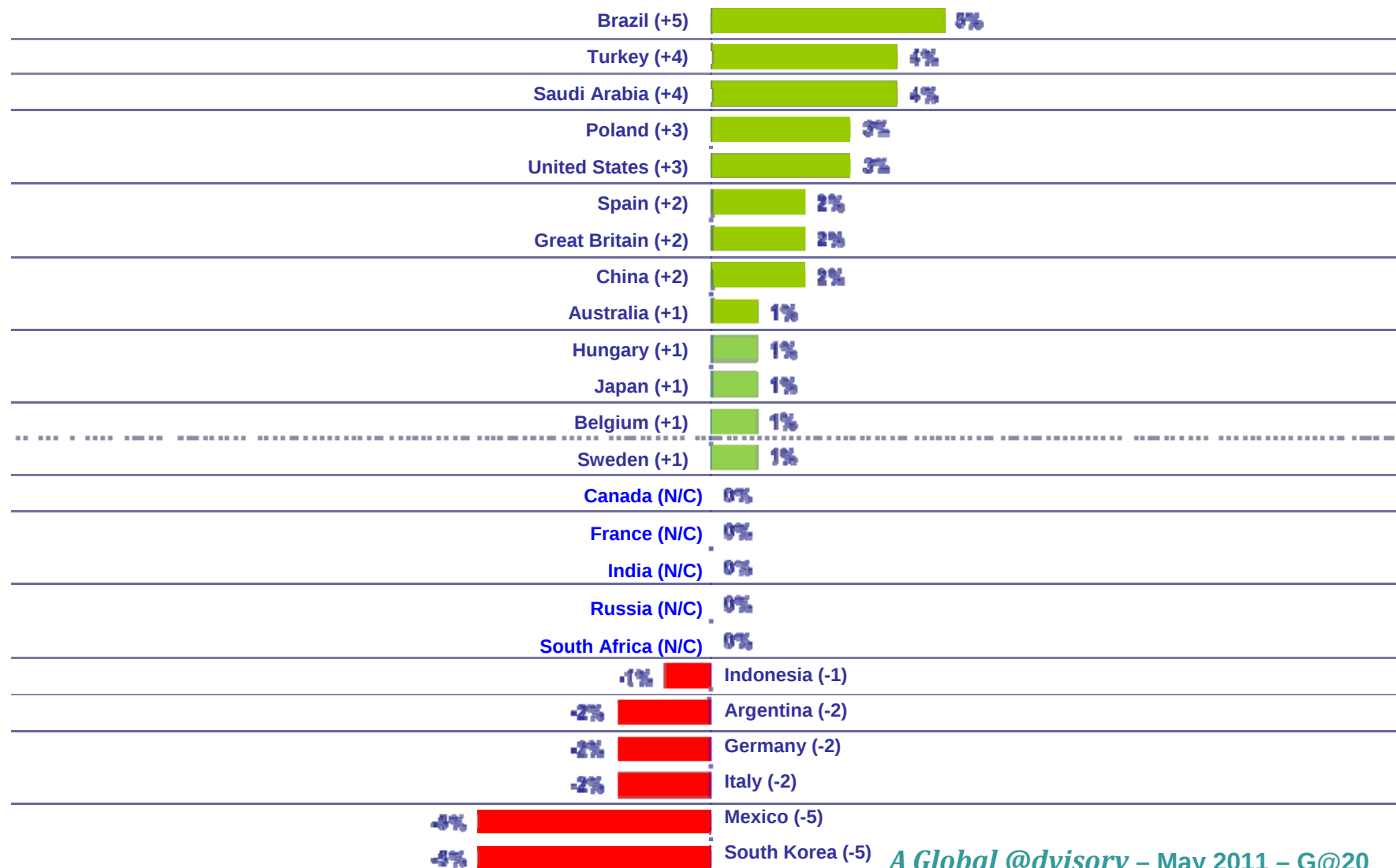
Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):

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?

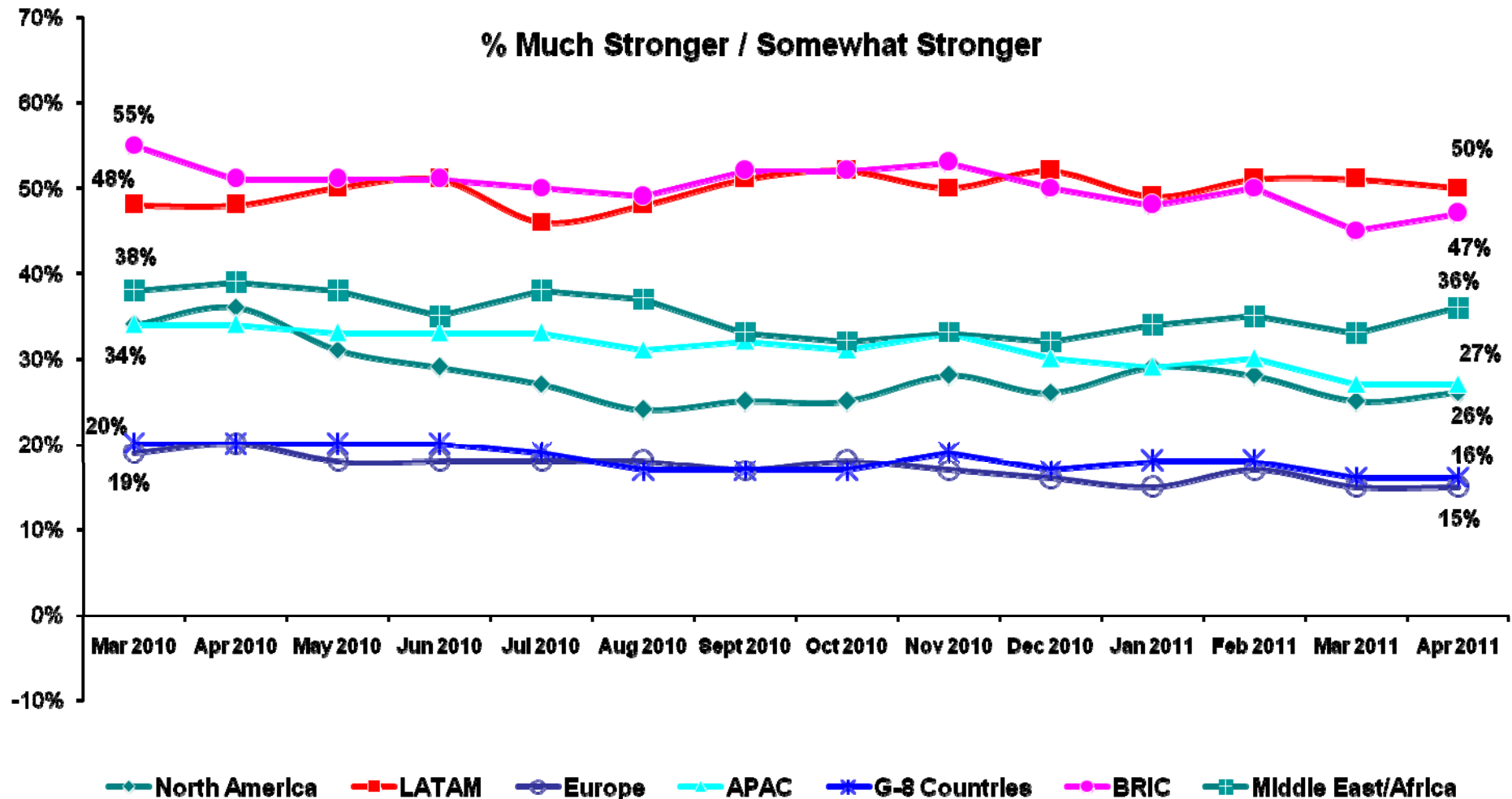


Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:

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

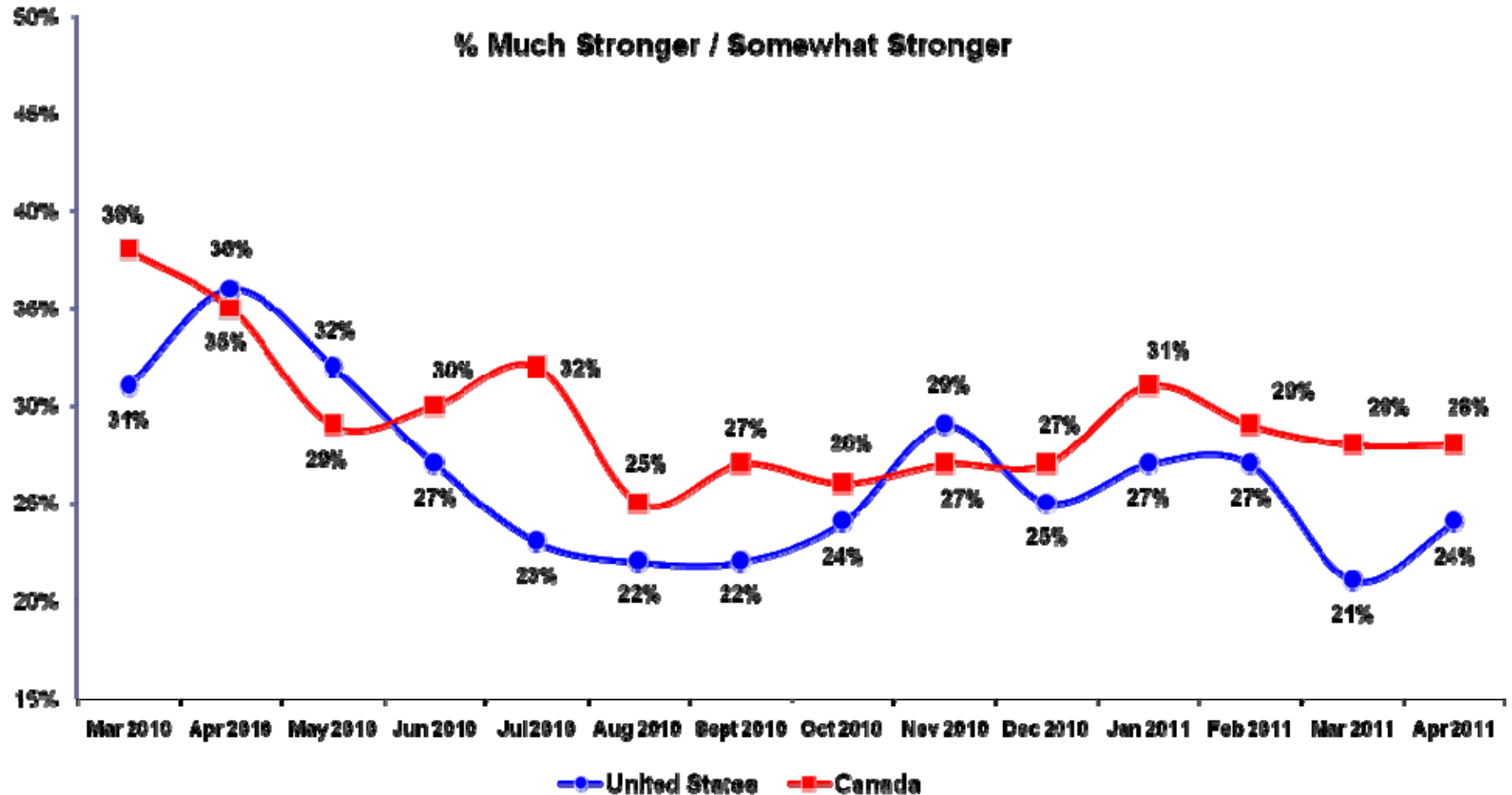


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

A Global @dvisory – May 2011 – G@20
The Economic Pulse

North American Countries

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

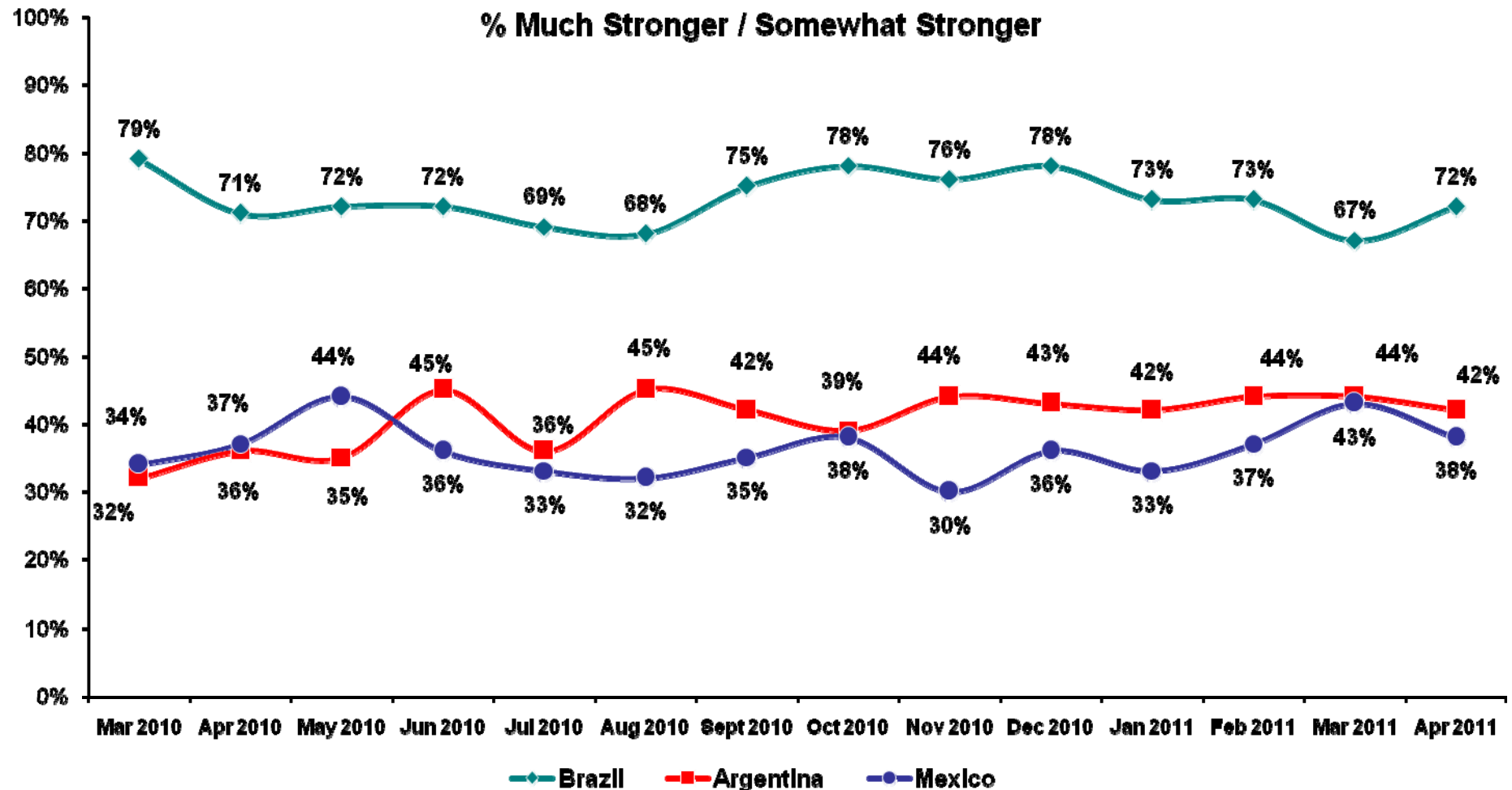


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

A Global @dvisory – May 2011 – G@20
The Economic Pulse

LATAM Countries

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

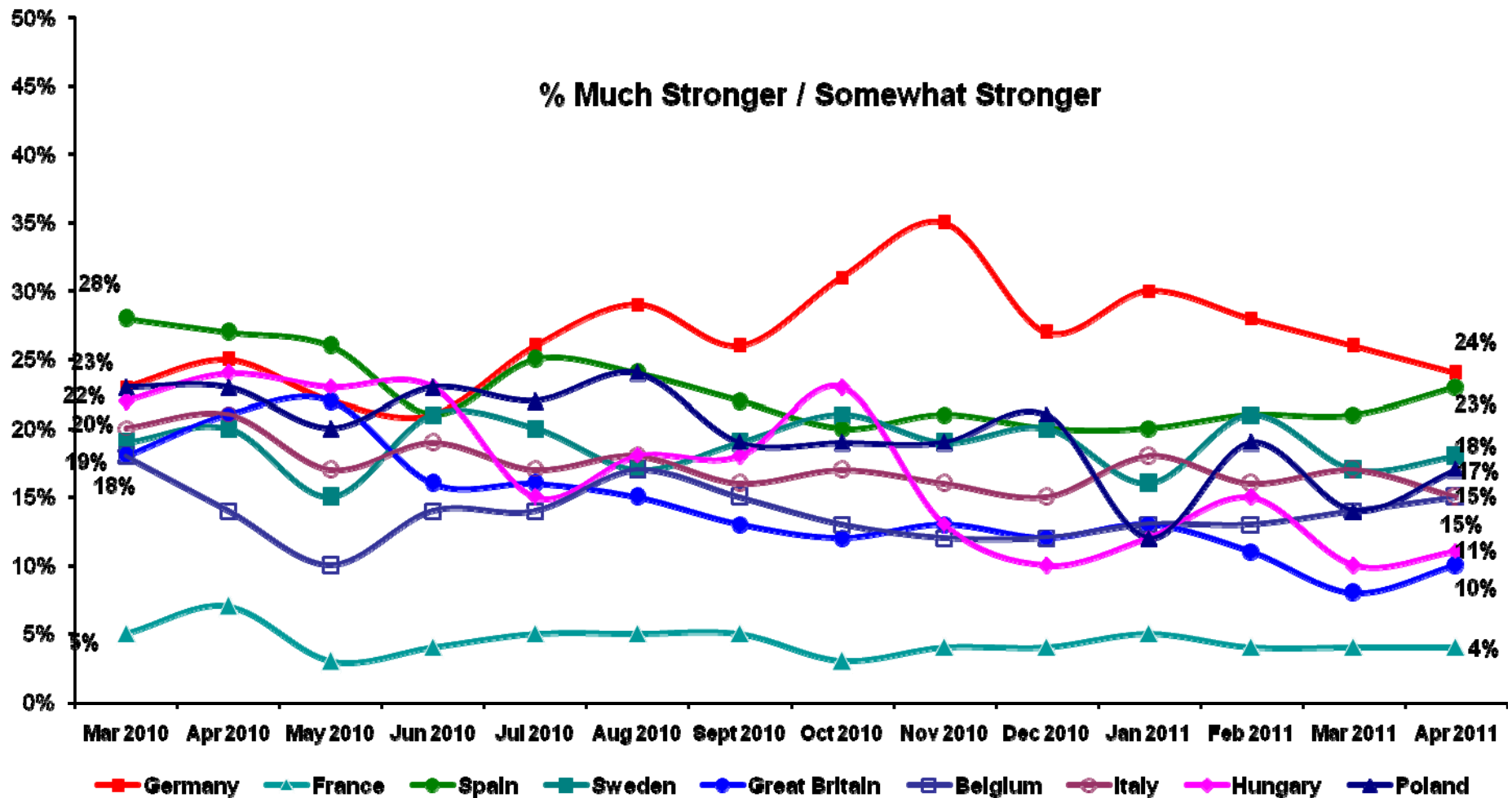


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

A Global @dvisory – May 2011 – G@20
The Economic Pulse

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

N/C

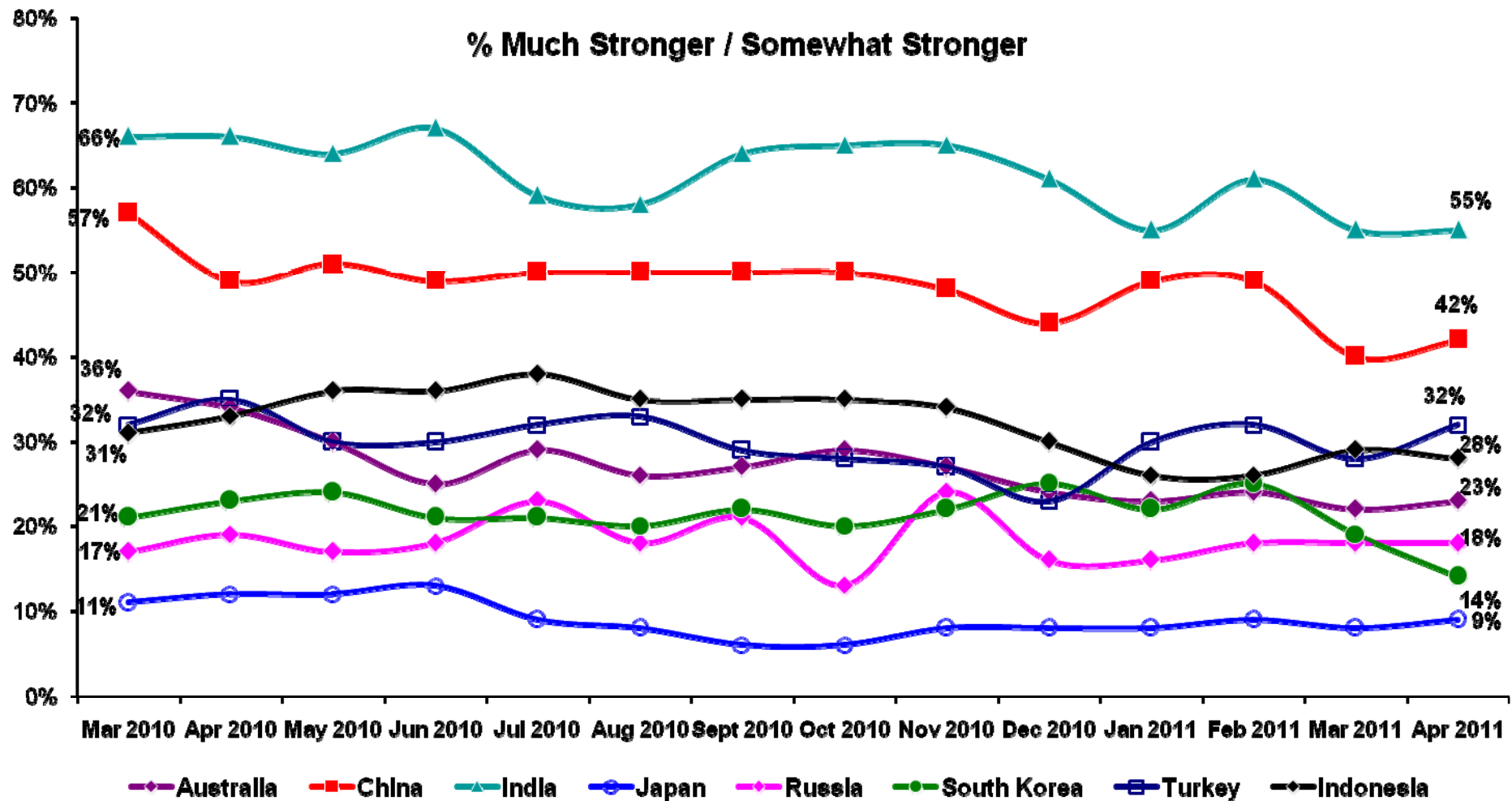


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

A Global @dvisory – May 2011 – G@20
The Economic Pulse

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

N/C



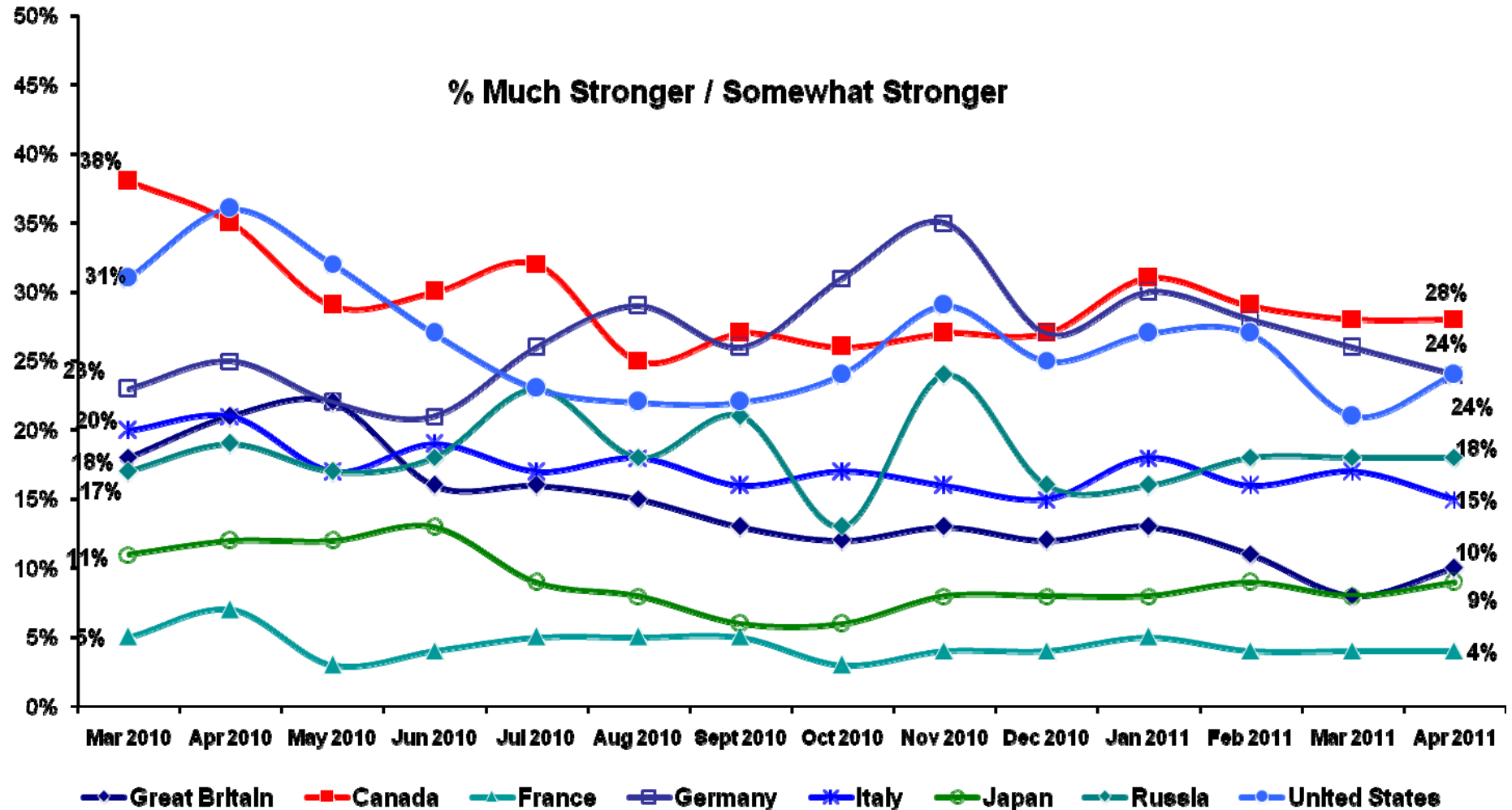
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

A Global @dvisory – May 2011 – G@20
The Economic Pulse

G8 Countries

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

N/C

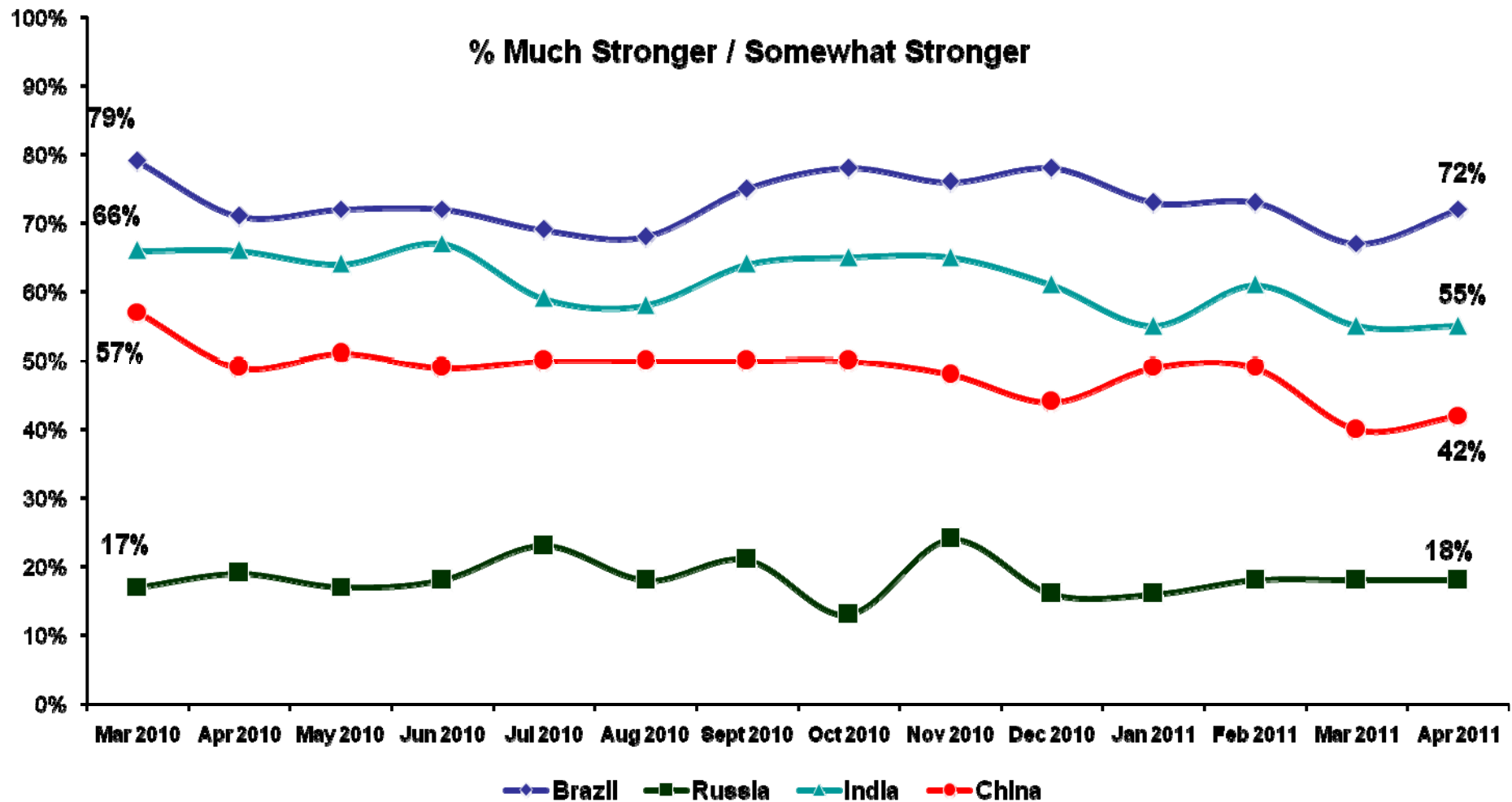


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

A Global @dvisory – May 2011 – G@20
The Economic Pulse

BRIC Countries

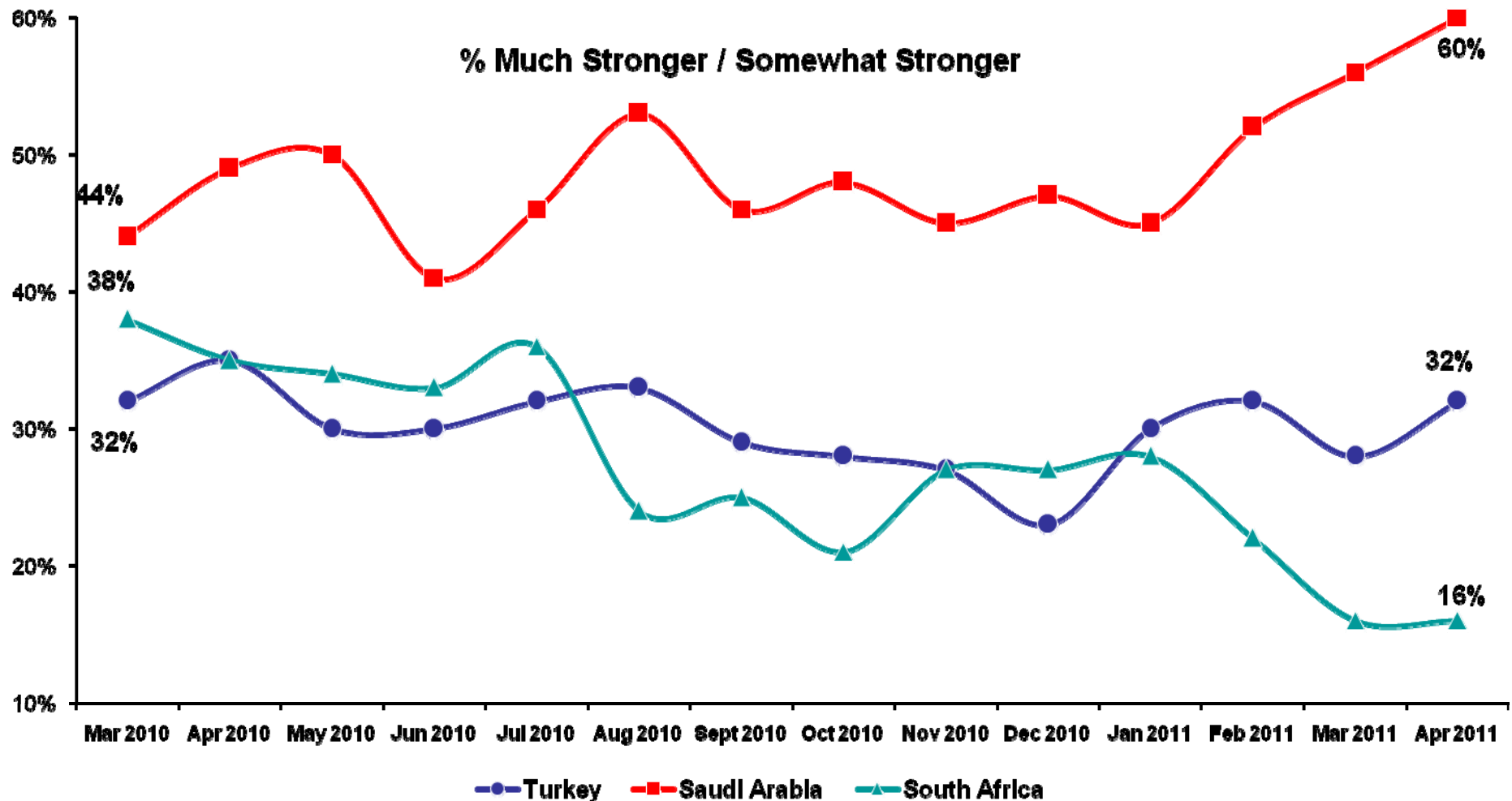
Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months



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?

Middle East/African Countries

Citizen Consumers Who Say 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?



About Ipsos...

- Ipsos is the second largest global survey-based market research company, owned and managed by research professionals that assess market potential and interpret market trends for over 5,000 worldwide clients to develop and test emergent or existing products or services, build brands, test advertising and study audience responses to various media, and, measure public opinion on issues and reputation.
- 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.
- Founded in 1975 by Jean-Marc Lech and Didier Truchot, Ipsos has been publicly traded since 1999. In 2008, Ipsos' revenues totaled €979.3 million. Listed on Eurolist by NYSE - Euronext Paris, Ipsos is part of the SBF 120 and the Mid-100 Index and is eligible to the Deferred Settlement System.

Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.



For information about this and other *Global @dvisory* products contact:

■ **John Wright**

Senior Vice President and Managing Director, Public Opinion Polling
Ipsos Public Affairs +1 (416) 324-2002
john.wright@ipsos.com

■ **Keren Gottfried**

Research Associate, Public Opinion Polling
Ipsos Public Affairs +1 (416) 572-4481
keren.gottfried@ipsos.com

- 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:

Chris Deeney

Senior Vice President and Managing Director, Omnibus Division
Ipsos Public Affairs +1 (312) 665-0551
chris.deeney@ipsos.com

Visit www.ipsos.com for information about all of our products and services.

Copyright Ipsos 2010. All rights reserved. The contents of this publication constitute the sole and exclusive property of Ipsos.