



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 – August 2011 – G@23
The Economic Pulse

These are the findings of the *Global @dvisor* Wave 23 (G@23), an Ipsos survey conducted between July 5th and July 18th, 2011.

SURVEY METHOD	COUNTRIES	SAMPLE	WEIGHTING
<ul style="list-style-type: none"> The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system. 	<ul style="list-style-type: none"> The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America. 	<ul style="list-style-type: none"> For the results of the survey presented herein, an international sample of 18,722 adults age 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, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. 	<ul style="list-style-type: none"> Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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's 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 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 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...

- The global average assessment remains unchanged this month at 40%.
- Despite this overall stability, great variation in performance exists among the regions of the world.
- Europe (28%, only 5 points above its low of 23% in April 2009) and North America (45%, 17 points above its low of 28% in April 2009) have proven unable to rise above the slump because of the United States that continues to defy any ability to reach above 20% while Canada soars above 70%.
- Europe is being held back by Hungary (5%), Spain (7%), France (8%), Italy (10%) and Great Britain (10%)—with **France and Britain slumping the most this month**, while remarkable performances by Sweden (77%) and Germany (71%) have pulled the average up. In North America, Canada (72%) has continuously shown stable, upward momentum as a global leader while the **United States (19%) just can't seem to get out of the gutter.**
- The countries rating **highest in confidence** this month: **Saudi Arabia, Sweden, Canada and Germany.**

Summary...

- **Asia-Pacific started to climb out of April 2009 levels (32%) in 2009/2010 but 2011 has been less encouraging**: a high of 51% in May/June 2010 has sunk to 42% this month. The average is propped up by its three superstars: China (66%), Australia (64%) and India (62%).
- **Latin America** may be the **regional success story** even though it is only 6 points above the global average. It hit 32% in April 2009 but has steadily climbed since then to 46% this month. While no Latin American country is in the top tier of global players (Brazil, the top-scoring LATAM country, only ranks 9th of 24 countries this sounding at 53%), it **is the only region to chart a consistently positive course since the economic downturn**.
- **Since the 2008/2009 meltdown, the Middle East and Africa** the region has **proven consistently strong overall** (61% this sounding) due to global leader Saudi Arabia (87%) and Turkey (57%). However, South Africa, the other member of this group, has performed erratically, ending at 38% this round.
- This months results are based on **data collected prior to the S&P downgrade of the US** and the subsequent investor/market swings that occurred; we will be looking for any potential impact of this in the sounding next month.



Global Average of National Economic Assessment (40%) Remains Unchanged

- The average global economic assessment of national economies surveyed in 24 countries remains unchanged since last sounding with 40% reporting current economic conditions in their country are “good”.
- Regionally, the Middle East and Africa (61%) leads on assessments of economic confidence followed by Latin America (46%). Europe (28%) is at the bottom.
- **Saudi Arabia (87%)** may have experienced a two-point drop over last month but it remains ahead of the pack with a lead of 10 points over **Sweden (77%** up one point since last sounding). **Canada (72%** up three points) which is next followed by **Germany (71%** up three points), **China (66%** down two points) and **Australia (64%** down two points).
- Hungary (5% down one point) is lowest this month, followed by Spain (7% up one point), Japan (8% no change), France (8% down four points), Italy (10% no change) and Great Britain (10% down three points).

Global Average of Local Economic Assessment (31%) Up One Point Since Last Month

- The global average of local economic assessment has improved by one point among the 24 countries. Three in ten (31%) global citizens say the state of the current economy in their local area is “good”.
- The Middle East and Africa (49%) is the regional leader on this measure followed by North America (35%).
- Success in the Middle East and Africa is led by Saudi Arabia (66%), which experienced a three-point improvement since last sounding. Sweden (59%) is in second place this wave, having increased seven points. Canada (49% down two points) is third, followed by China (47% down two points), Germany (47% no change), Australia (46% no change) and Turkey (46%), which improved the most since last sounding (8 points).
- Japan (7% up one point) still ranks 24 out of 24 on this measure. Spain (11% up three points) and Hungary (11% down one point) are next, followed by Great Britain (12% down five points), France (14% down two points) and Italy (16% down one point).

Global Average of **Future Outlook for Local Economy over Next Six Months Lower by 1 point: 25%**

- When asked to look ahead six months into the future and assess the state of the local economy, **one quarter (25%) say it will be stronger.**
- This element of the tracking shows a consistent downward decline in confidence—highest at 31% in March 2010, outside of a couple of blips upwards it has **shown growing pessimism in terms of mid term outlook.**
- Latin America (52%) is the region with the highest overall assessment. The Middle East and Africa (39%) follow with Europe (13%) lagging considerably behind.
- Brazil (71% up seven points) is the highest on this measure. Saudi Arabia (62% up two points) and Argentina (47% no change) follow. **India (43%) is next in line but it experienced the greatest drop with a decline of nine points this wave.**
- France (3% down two points) is the least likely country of 24 to rate the future outlook of the local economy as likely to be stronger. Great Britain (9% down five points) follows with Japan (10% up one point), Hungary (10% up two points) and Belgium (10% down four points) coming up next.

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%	Turkey	▲	6	India	▼	9	Hungary	5%
Sweden	77%	Mexico	▲	5	France	▼	4	Spain	7%
Canada	72%	Poland	▲	4	South Africa	▼	4	Japan	8%
Germany	71%	Argentina	▲	3	Russia	▼	4	France	8%
China	66%	Canada	▲	3	Great Britain	▼	3	Italy	10%
Australia	64%	Germany	▲	3	Saudi Arabia	▼	2	Great Britain	10%
India	62%	Brazil	▲	2	China	▼	2	United States	19%
Turkey	57%	Spain	▲	1	Australia	▼	2	Poland	24%
Saudi Arabia	87%	Sweden	▲	1	Belgium	▼	1	Russia	25%
Sweden	77%	Indonesia	▲	1					
Canada	72%								

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...

REGION (in descending order by NET)	NET 'Good'	CHANGE (since last sounding)
Middle East/Africa	61%	N/C
BRIC	52%	▼3%
LATAM	46%	▲4%
North America (Can/US)	45%	▲1%
APAC	42%	▼2%
Europe	28%	N/C
G8	28%	▼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...

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	66%	Turkey	▲	8	India	▼	8	Japan	7%
Sweden	59%	Sweden	▲	7	Great Britain	▼	5	Spain	11%
Canada	49%	Mexico	▲	6	China	▼	2	Hungary	11%
China	47%	United States	▲	4	Canada	▼	2	Great Britain	12%
Germany	47%	Saudi Arabia	▲	3	France	▼	2	France	14%
Australia	46%	South Korea	▲	3	Italy	▼	1	Italy	16%
Turkey	46%	Spain	▲	3	Belgium	▼	1	Russia	19%
Brazil	43%	Brazil	▲	2	Argentina	▼	1	South Korea	21%
India	42%	Indonesia	▲	2	Hungary	▼	1	Poland	21%
		Japan	▲	1					
		Russia	▲	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)
Middle East/Africa	49%	▲4%
BRIC	38%	▼2%
North America	35%	▲1%
LATAM	33%	▲3%
APAC	30%	▼1%
Europe	24%	N/C
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...

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	71%	Brazil	▲	7	India	▼	9	France	3%
Saudi Arabia	62%	South Korea	▲	3	South Africa	▼	6	Great Britain	9%
Argentina	47%	Mexico	▲	2	Great Britain	▼	5	Japan	10%
India	43%	Saudi Arabia	▲	2	Belgium	▼	4	Hungary	10%
Mexico	39%	Turkey	▲	2	China	▼	3	Belgium	10%
Turkey	38%	Hungary	▲	2	Russia	▼	3	Russia	13%
China	36%	Japan	▲	1	Spain	▼	2	Italy	13%
Indonesia	29%	Poland	▲	1	France	▼	2	Sweden	15%
					Italy	▼	2	South Korea	15%
					Sweden	▼	1	Poland	16%
					Canada	▼	1	South Africa	17%

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	52%	▲3%
BRIC	41%	▼2%
Middle East/Africa	39%	▼1%
APAC	24%	▼1%
North America	23%	N/C
G-8 Countries	14%	▼2%
Europe	13%	▼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?

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DETAILED FINDINGS

① Assessing The Current Economic Situation ...

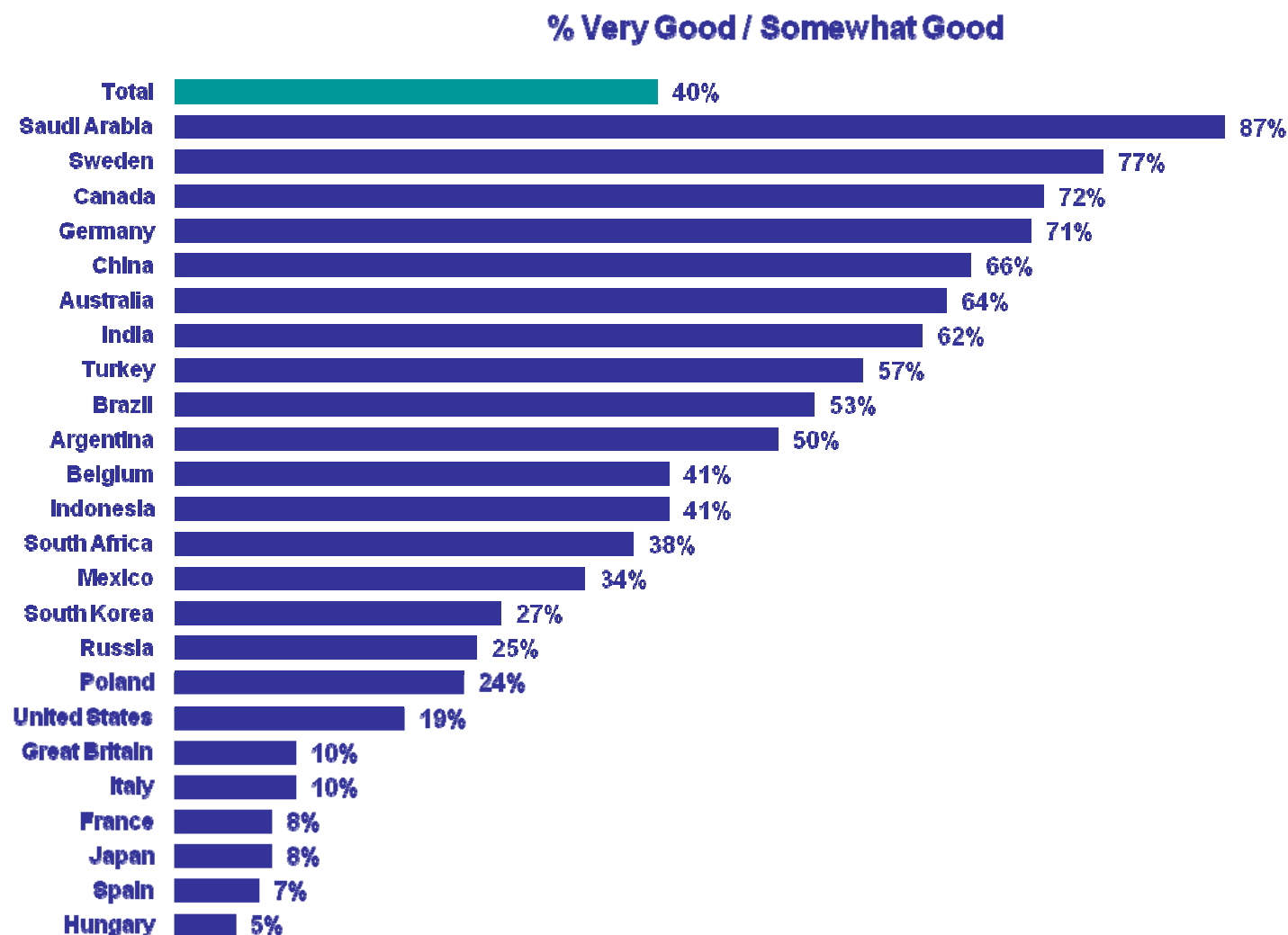
...in Their Country



Detailed Tables B.3

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



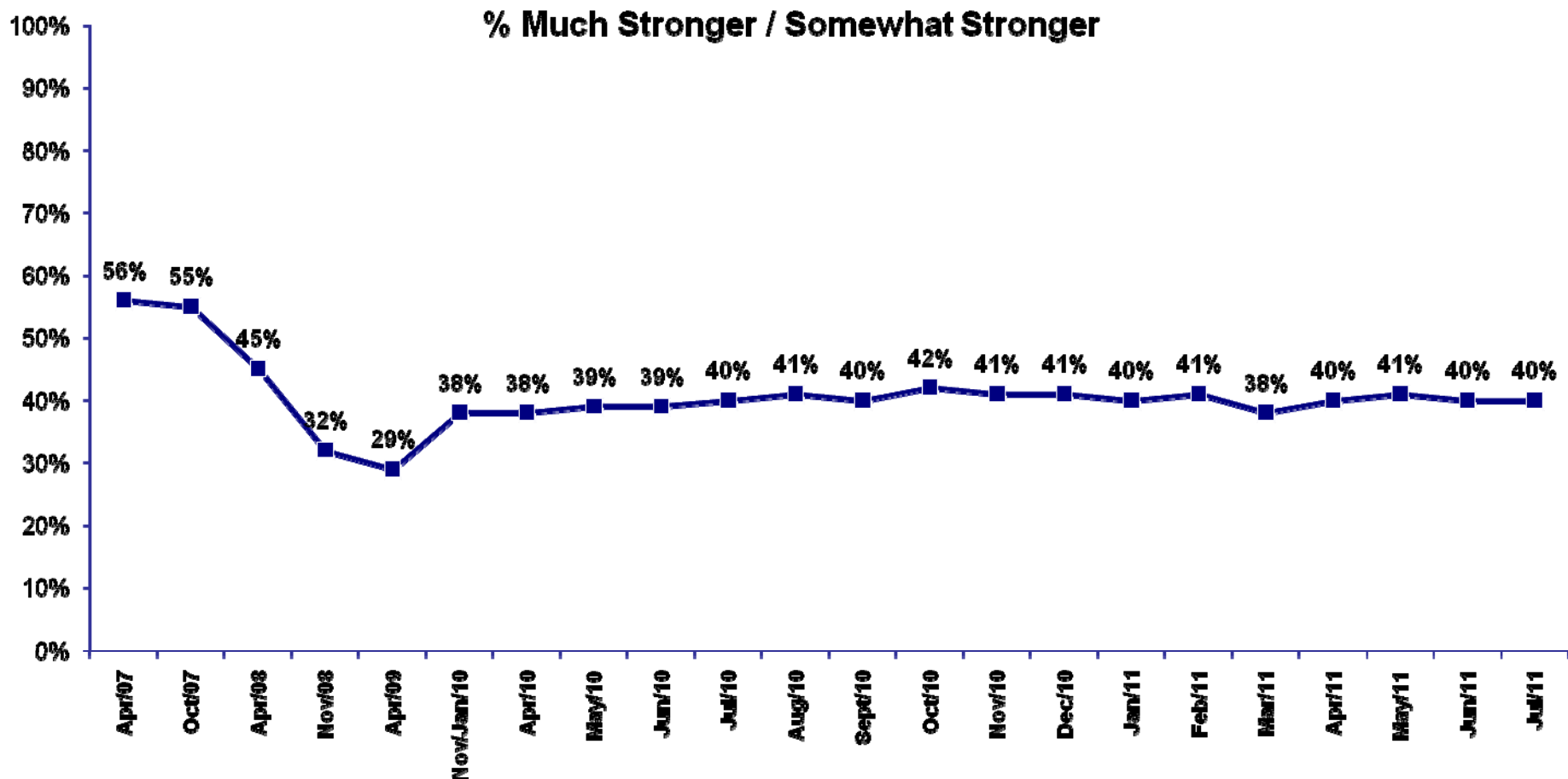
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

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

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

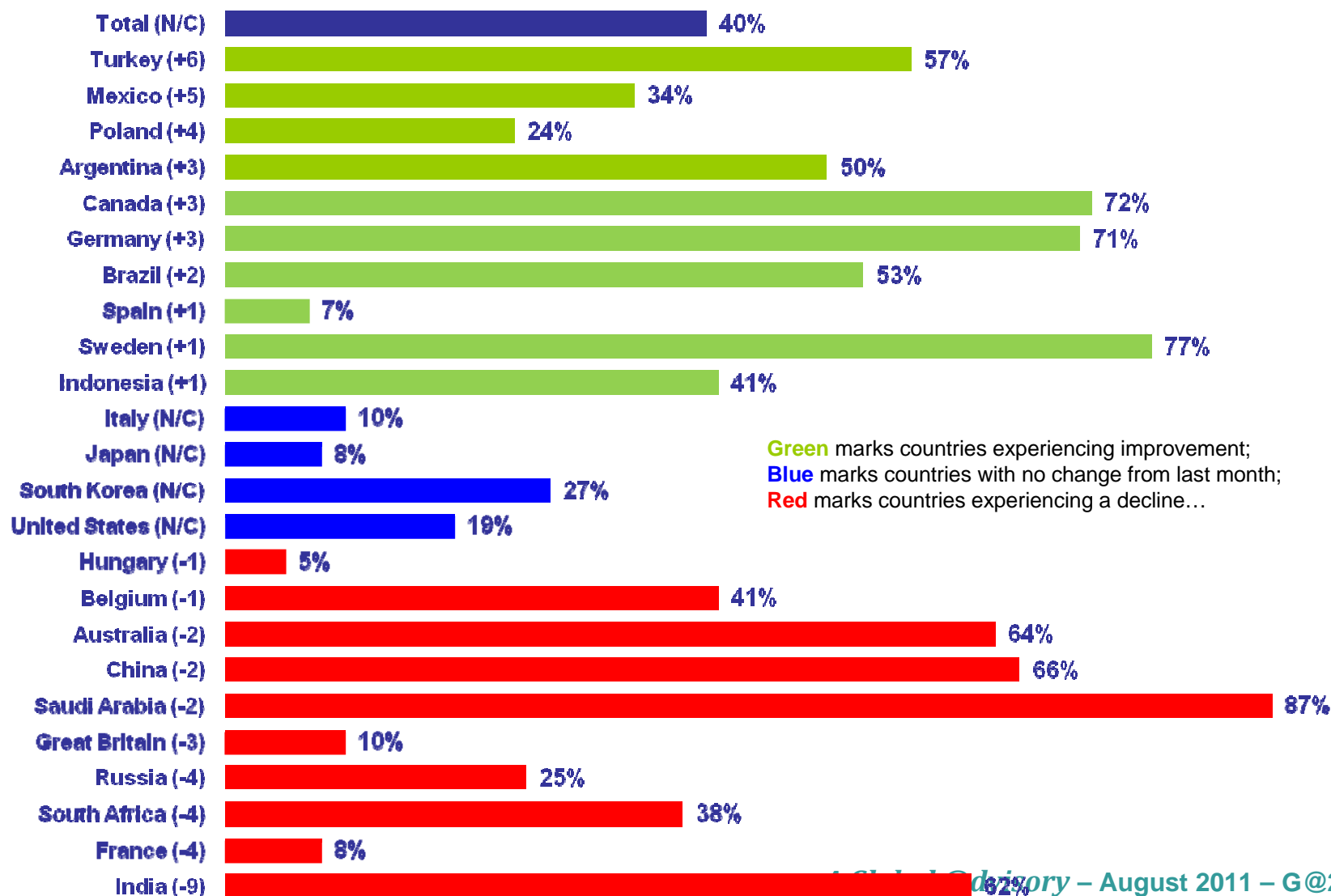
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?
Is it very good, somewhat good, somewhat bad or very bad?

	Apr '07	Oct '07	Apr '08	Nov '08	Apr '09	Nov '09 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	May '11	Jun '11	Jul '11
Argentina	50%	32%	26%	19%	18%	28%	21%	25%	27%	39%	34%	36%	38%	35%	42%	39%	45%	41%	43%	46%	46%	47%	50%
Australia	78%	81%	64%	40%	36%	82%	80%	73%	74%	72%	72%	72%	77%	78%	74%	75%	78%	72%	70%	70%	73%	66%	64%
Belgium	-	53%	46%	22%	25%	28%	29%	22%	23%	22%	29%	33%	36%	29%	28%	31%	34%	39%	36%	41%	40%	42%	41%
Brazil	42%	53%	56%	61%	56%	72%	59%	60%	65%	65%	55%	60%	58%	66%	64%	62%	56%	61%	53%	52%	51%	51%	53%
Canada	80%	87%	68%	48%	43%	60%	65%	67%	64%	68%	68%	65%	68%	63%	63%	62%	68%	68%	64%	68%	69%	69%	72%
China	90%	88%	73%	46%	61%	78%	80%	82%	78%	77%	74%	77%	75%	79%	74%	72%	74%	73%	67%	75%	68%	68%	66%
France	27%	44%	13%	13%	11%	14%	11%	9%	8%	6%	9%	12%	10%	10%	12%	12%	11%	10%	10%	8%	11%	12%	8%
Germany	59%	64%	50%	30%	24%	44%	37%	45%	37%	38%	48%	55%	56%	64%	67%	63%	64%	64%	62%	67%	68%	68%	71%
Great Britain	55%	54%	24%	10%	8%	14%	17%	17%	13%	13%	13%	16%	16%	12%	16%	13%	15%	12%	8%	10%	15%	13%	10%
Hungary	-	-	-	-	2%	7%	4%	8%	8%	8%	9%	11%	7%	13%	7%	6%	3%	5%	3%	6%	5%	6%	5%
India	88%	92%	85%	65%	70%	82%	83%	86%	85%	85%	78%	80%	82%	88%	88%	87%	76%	77%	73%	76%	73%	71%	62%
Indonesia	-	-	-	-	-	-	49%	52%	52%	49%	51%	39%	49%	54%	45%	48%	37%	38%	40%	46%	47%	40%	41%
Italy	28%	17%	10%	9%	17%	24%	17%	17%	14%	16%	16%	17%	14%	16%	11%	14%	11%	14%	12%	10%	14%	10%	10%
Japan		27%	10%	3%	3%	8%	7%	7%	6%	9%	6%	8%	7%	8%	6%	9%	6%	8%	8%	7%	9%	8%	8%
Mexico	42%	29%	24%	20%	23%	21%	20%	20%	23%	21%	25%	22%	23%	25%	20%	25%	25%	33%	22%	25%	27%	29%	34%
Poland	50%	62%	60%	52%	46%	42%	41%	47%	45%	46%	42%	33%	33%	29%	30%	28%	23%	29%	19%	23%	22%	20%	24%
Russia	65%	53%	68%	52%	35%	24%	24%	28%	30%	30%	24%	37%	27%	28%	29%	27%	26%	25%	26%	26%	26%	29%	25%
Saudi Arabia	-	-	-	-	-	-	73%	76%	80%	73%	80%	81%	78%	76%	81%	81%	80%	81%	85%	87%	89%	89%	87%
South Africa	-	-	-	-	-	-	38%	44%	41%	34%	56%	45%	41%	46%	41%	51%	45%	45%	40%	41%	43%	42%	38%
South Korea	16%	27%	12%	5%	13%	28%	29%	32%	31%	34%	34%	30%	35%	32%	37%	39%	34%	38%	22%	25%	29%	27%	27%
Spain	58%	55%	31%	15%	11%	10%	5%	5%	6%	5%	10%	10%	9%	10%	7%	7%	4%	6%	6%	8%	6%	6%	7%
Sweden	64%	78%	71%	53%	39%	58%	58%	56%	60%	63%	71%	73%	72%	77%	75%	75%	82%	80%	71%	78%	76%	76%	77%
Turkey	30%	30%	25%	19%	50%	51%	35%	44%	40%	44%	37%	45%	39%	43%	41%	41%	46%	47%	43%	49%	50%	51%	57%
United States	47%	19%	19%	11%	13%	20%	17%	25%	23%	18%	17%	15%	15%	18%	20%	19%	20%	20%	19%	17%	23%	19%	19%

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

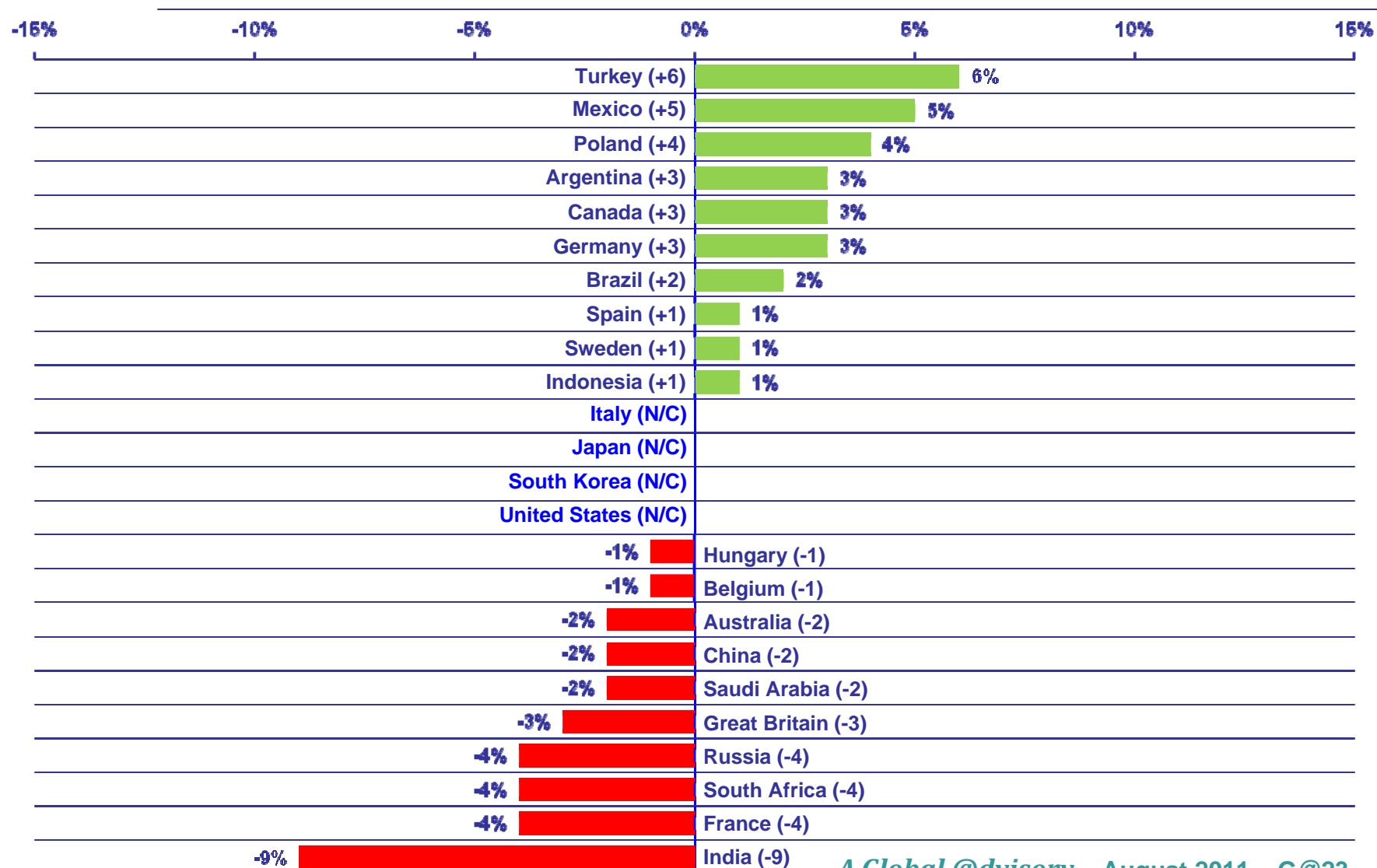
Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

% Very Good / Somewhat Good



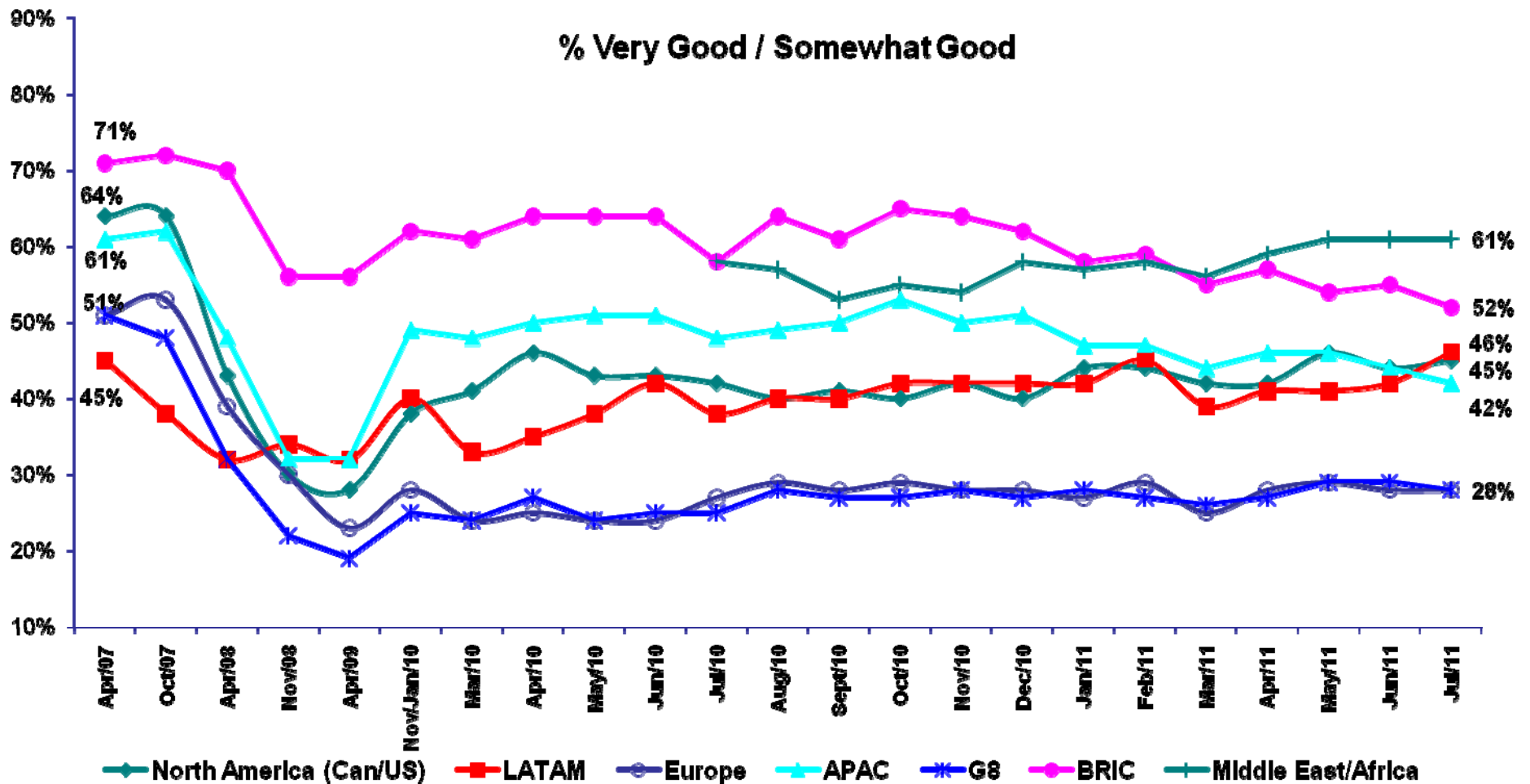
Countries Ranked by Net Improvement, Decline or No Change

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?



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

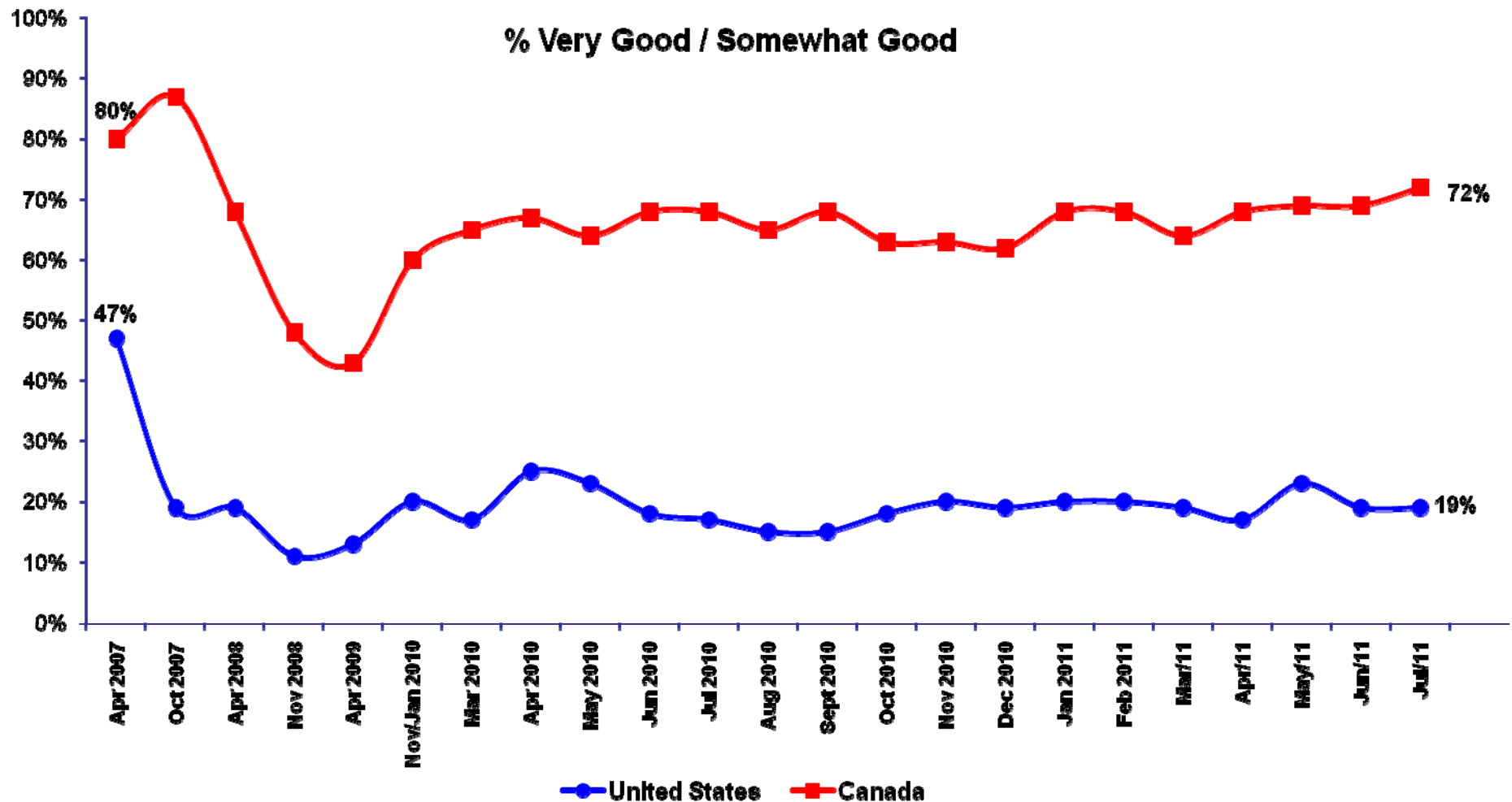


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

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

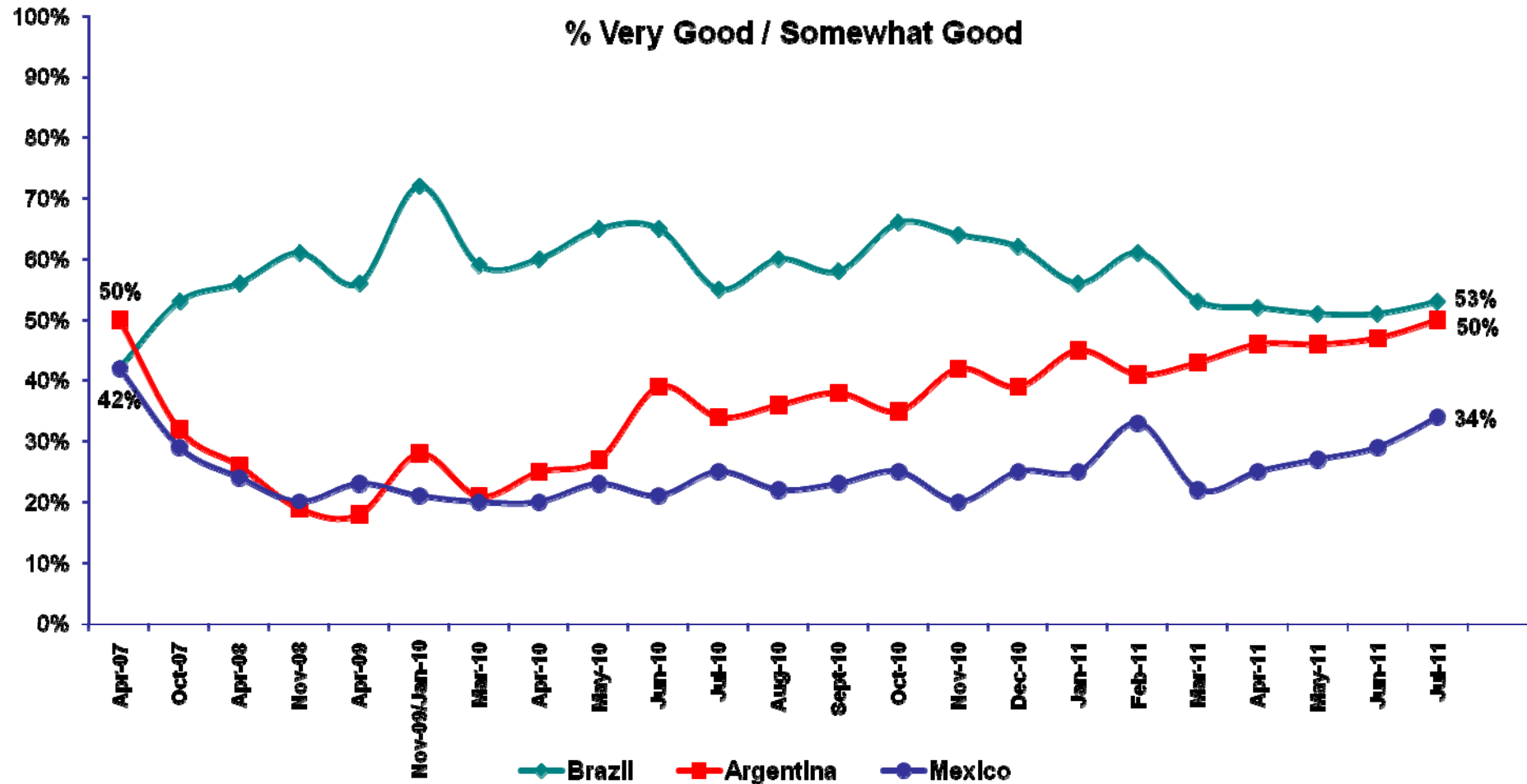


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

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LATAM Countries Assessing the Current Economic Situation



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

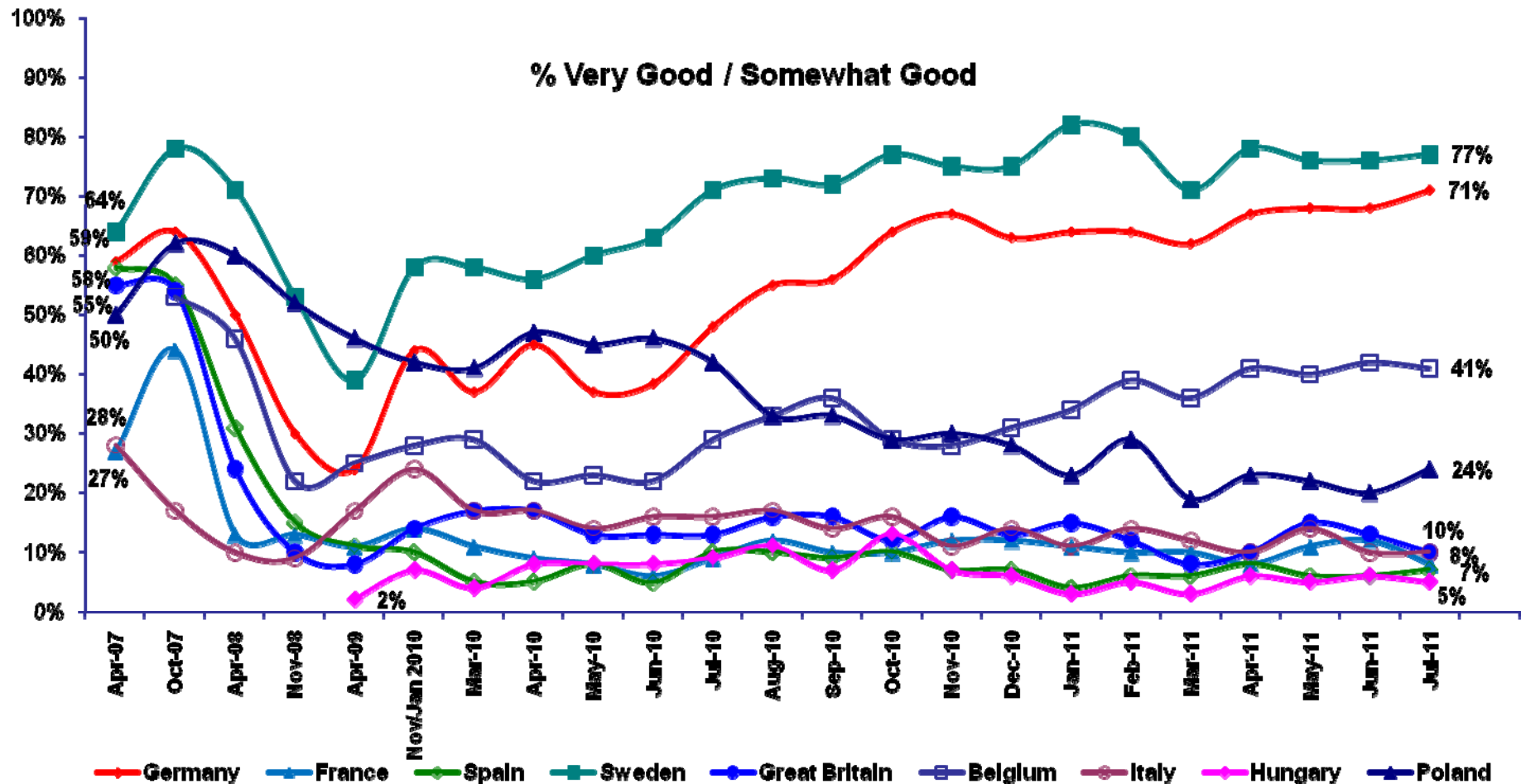
Is it very good, somewhat good, somewhat bad or very bad?

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European Countries

Assessing the Current Economic Situation

N/C



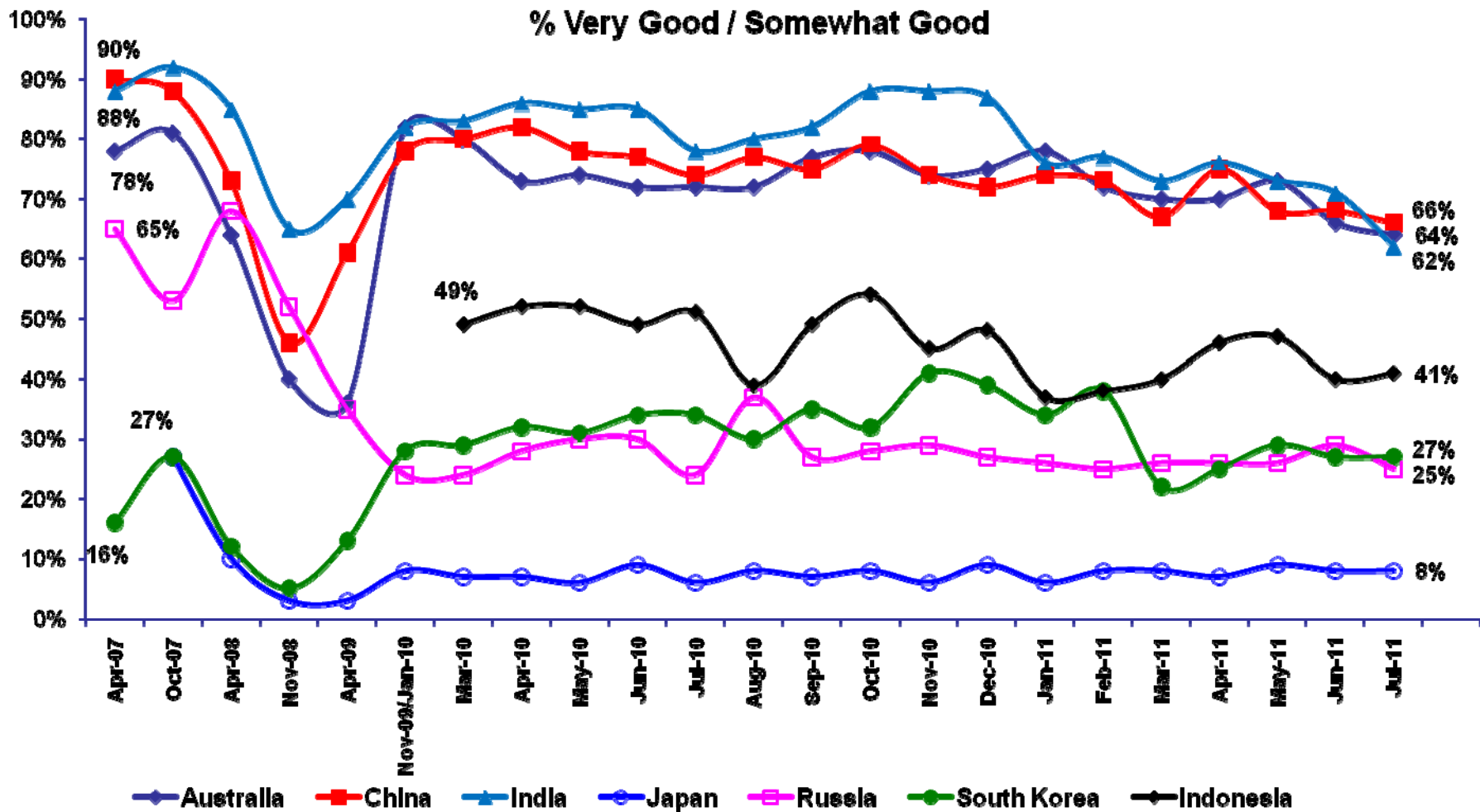
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

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APAC Countries

Assessing the Current Economic Situation



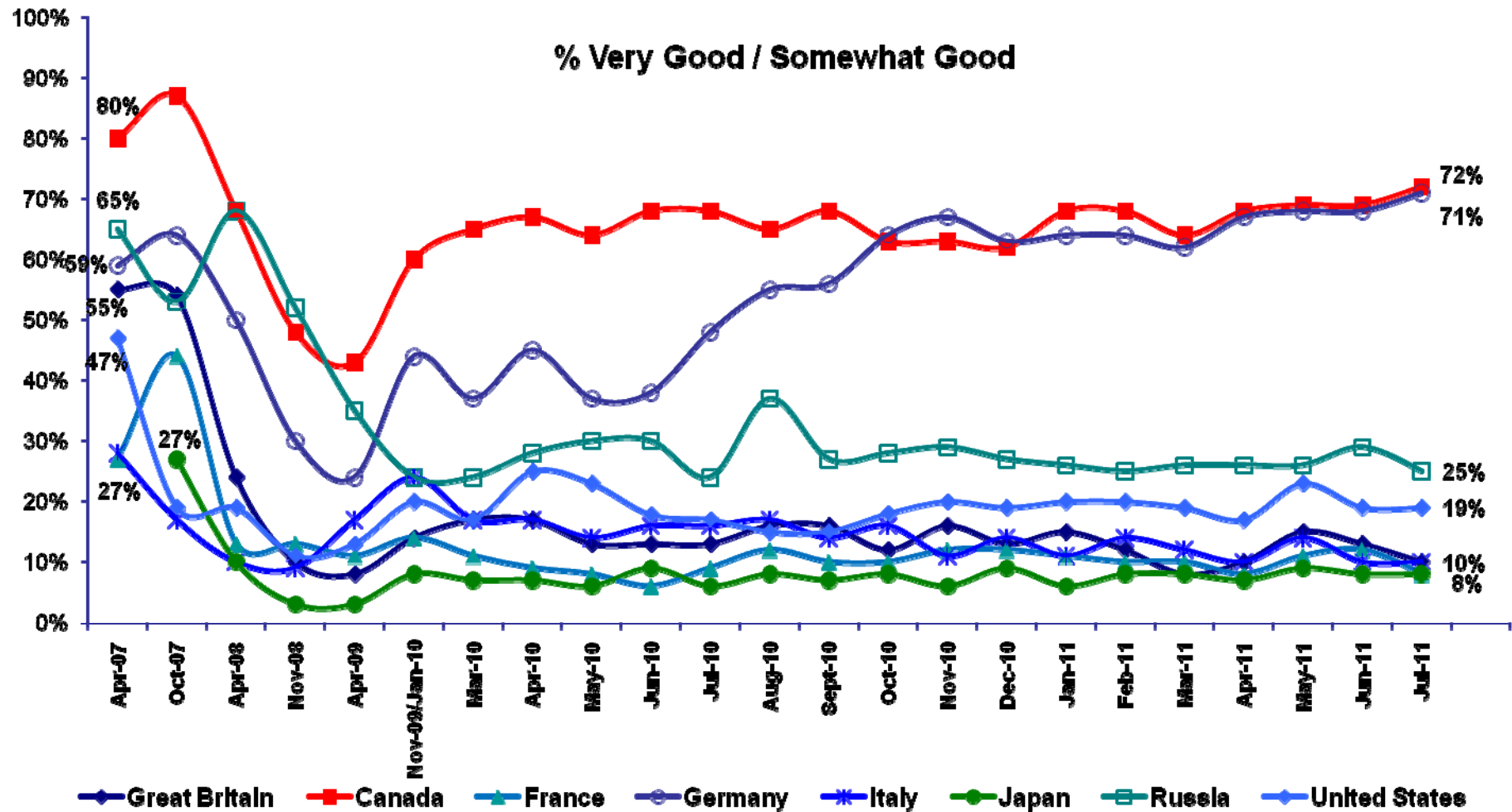
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

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G8 Countries

Assessing the Economic Situation



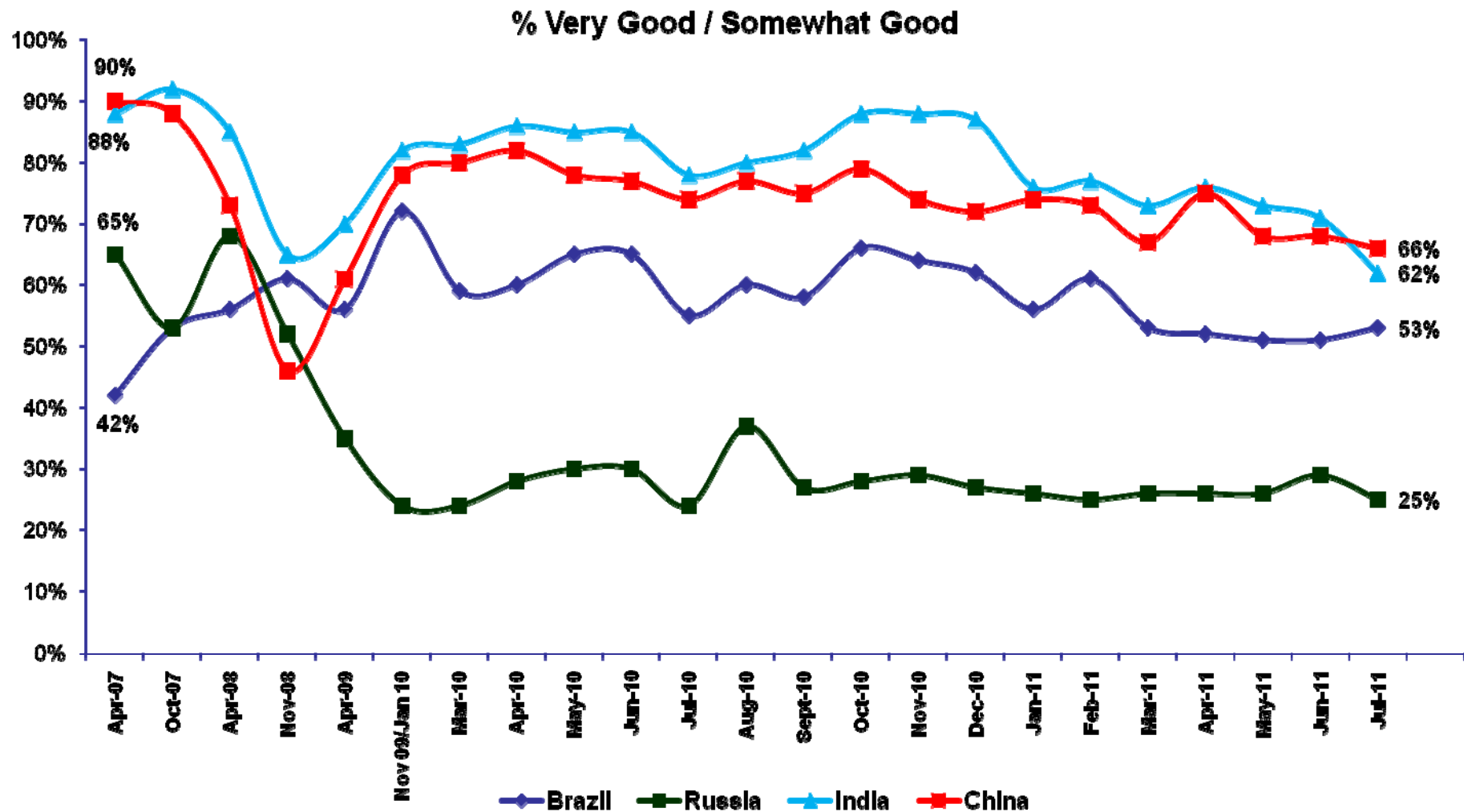
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

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BRIC Countries

Assessing the Economic Situation



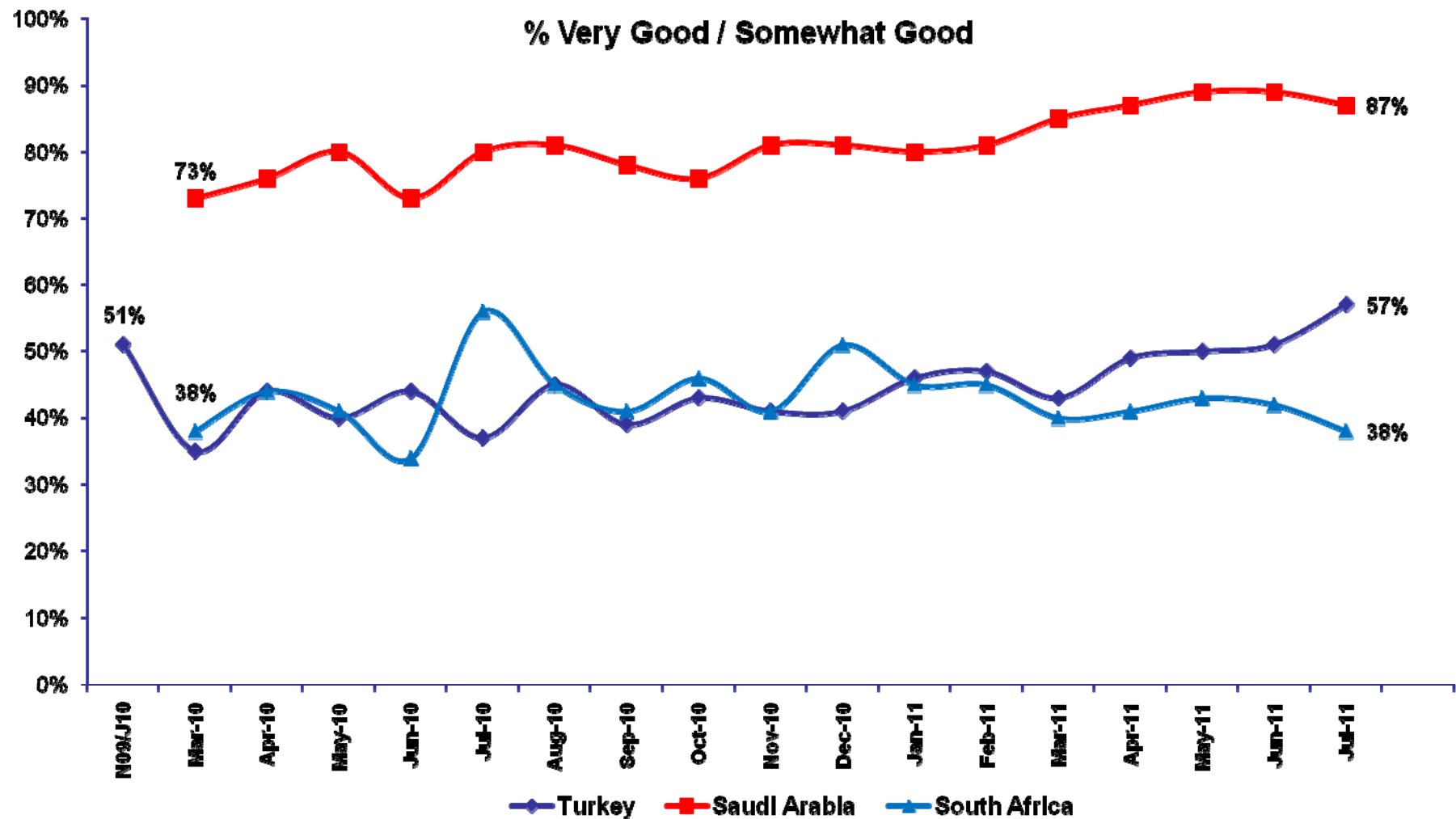
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

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Middle East/African Countries Assessing the Economic Situation

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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② Assessing The Economy...

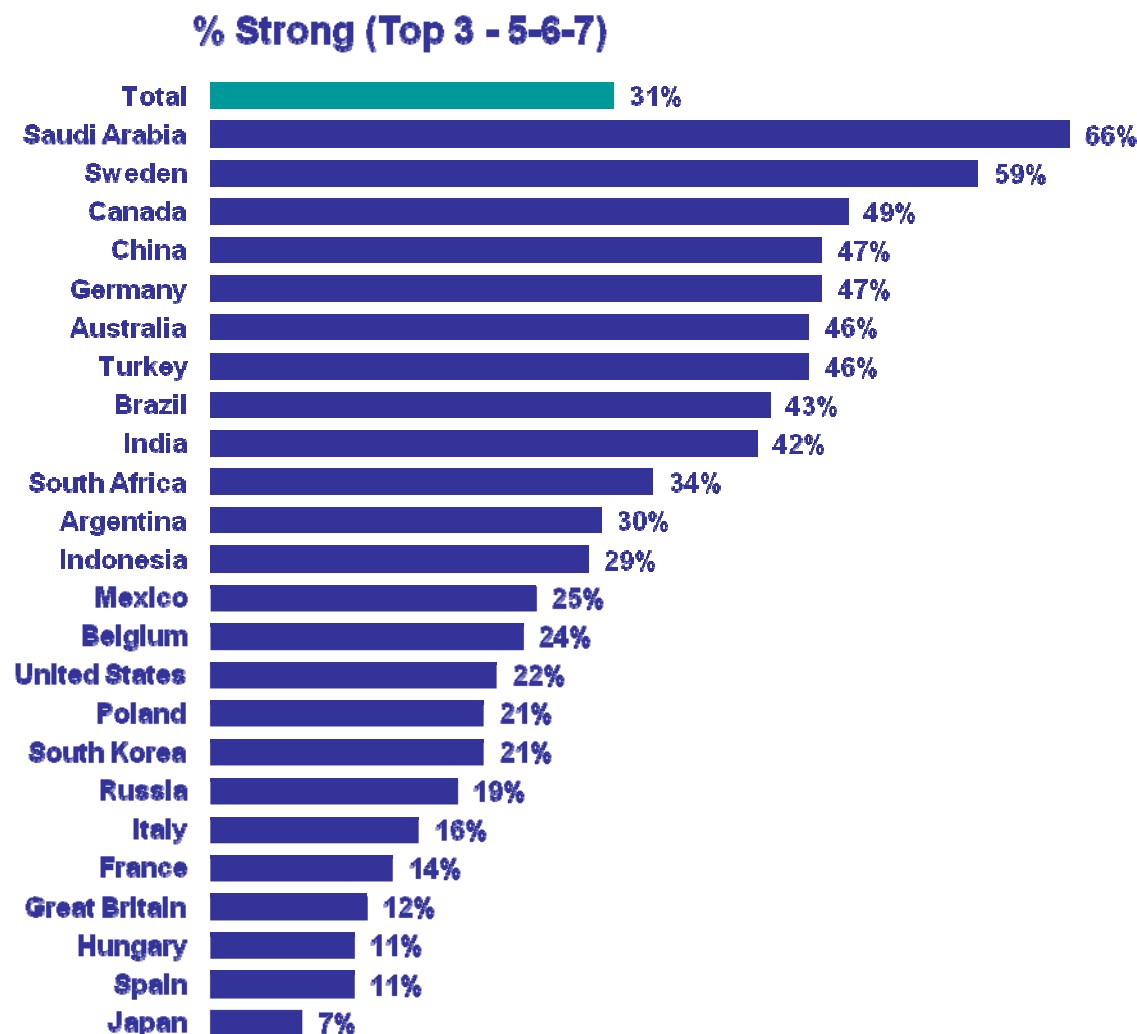
...In Their Local Area



Detailed Tables B.6

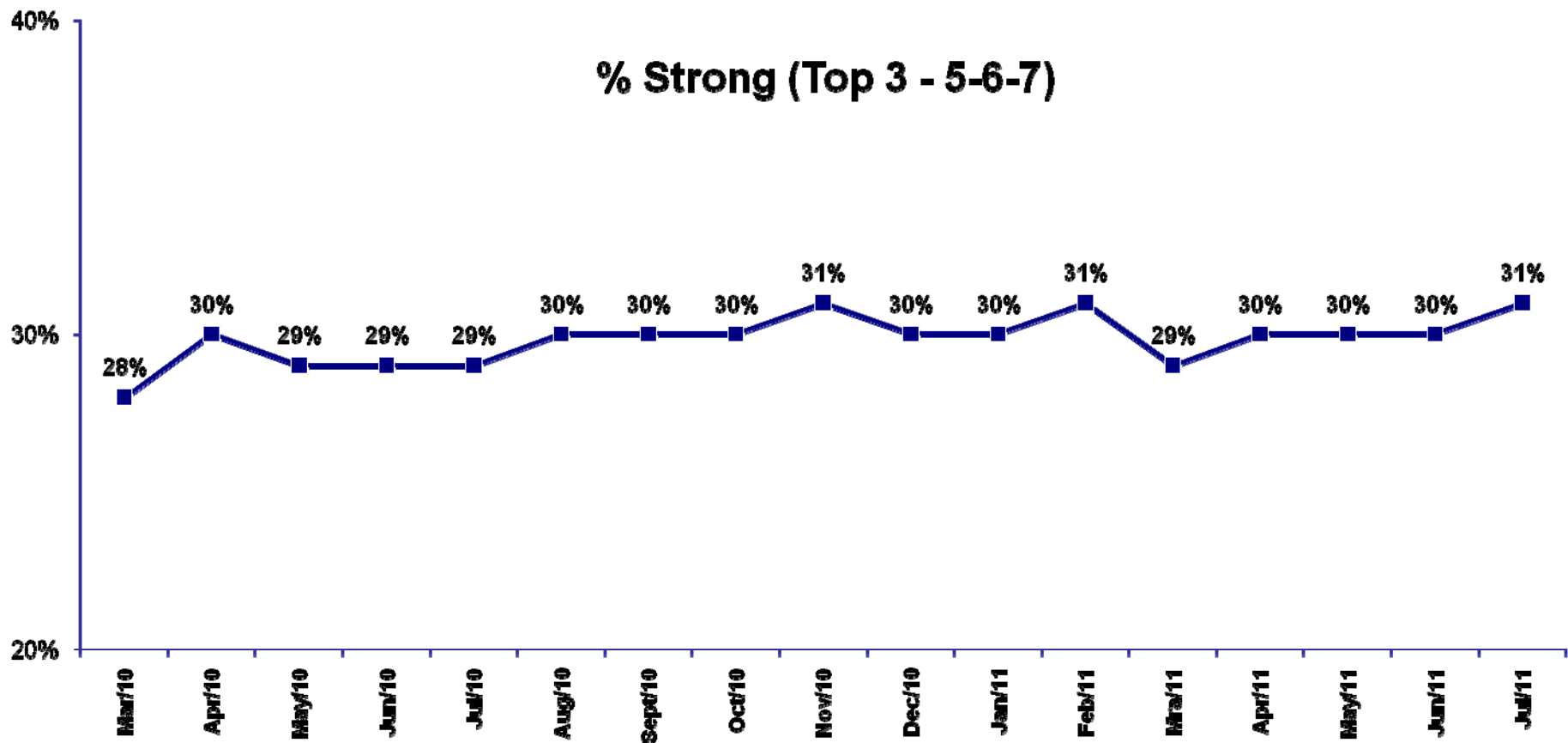
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Citizen Consumers Who Say The Economy In Their Local Area is Strong...



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.

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

% Strong (Top 3 5-6-7)

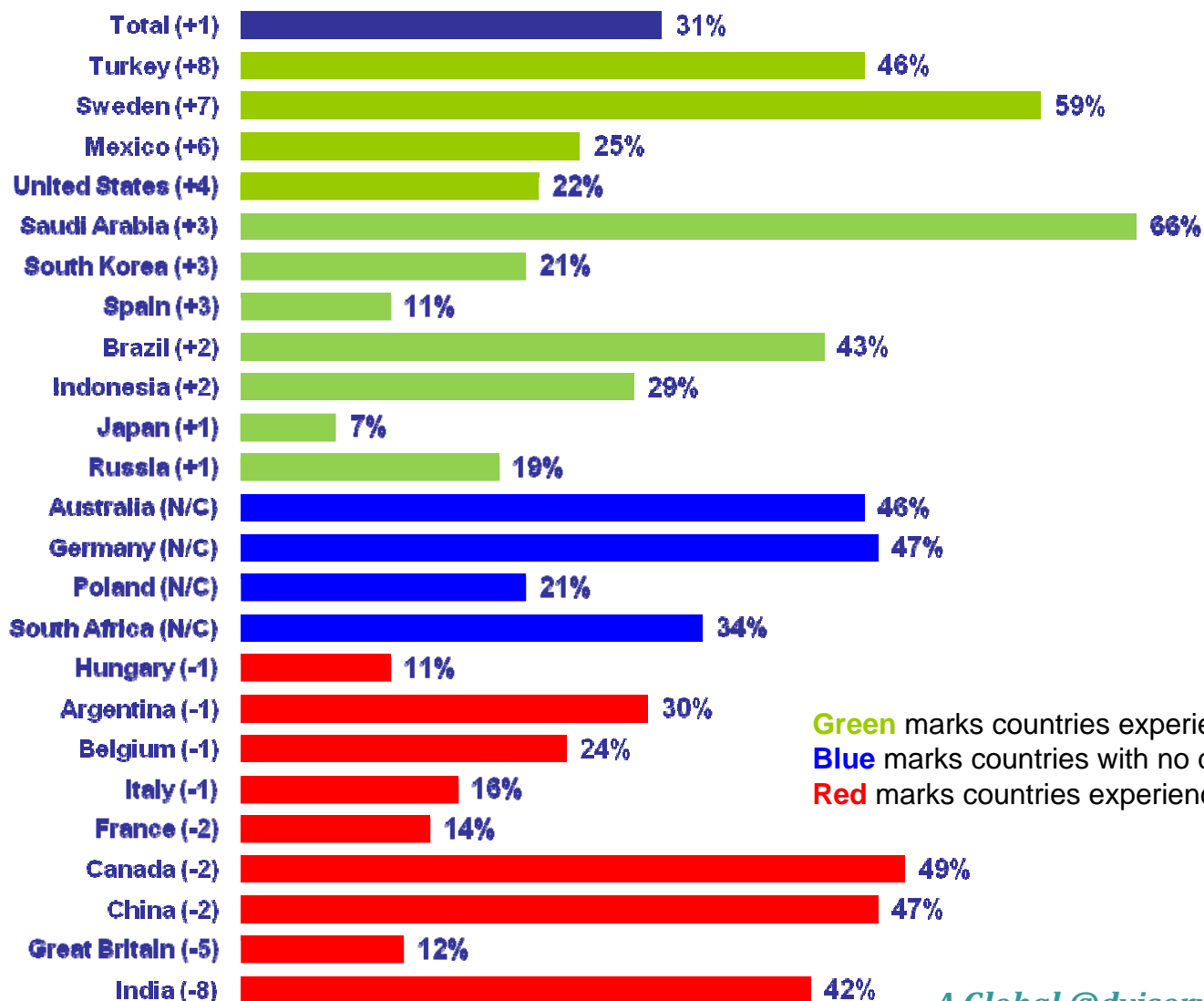
	Mar 2010	April 2010	May 2010	June 2010	July 2010	Aug 2010	Sept 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011	Jun 2011	Jul 2011
Total	28%	30%	29%	29%	29%	30%	30%	30%	31%	30%	30%	31%	29%	30%	30%	30%	31%
Argentina	19%	19%	15%	23%	20%	25%	26%	21%	28%	28%	30%	28%	26%	30%	28%	31%	30%
Australia	56%	55%	55%	50%	52%	52%	53%	57%	53%	55%	60%	54%	53%	51%	50%	46%	46%
Belgium	15%	11%	11%	12%	14%	20%	19%	17%	21%	16%	20%	30%	23%	27%	26%	25%	24%
Brazil	38%	48%	48%	51%	41%	46%	45%	50%	47%	51%	42%	47%	41%	39%	42%	41%	43%
Canada	44%	47%	45%	46%	47%	46%	48%	43%	46%	42%	49%	49%	46%	49%	49%	51%	49%
China	61%	57%	58%	55%	58%	59%	59%	63%	59%	55%	56%	57%	56%	56%	51%	49%	47%
France	14%	14%	12%	11%	14%	15%	13%	14%	14%	12%	14%	15%	16%	14%	16%	16%	14%
Germany	27%	25%	26%	29%	30%	33%	35%	39%	43%	43%	40%	43%	38%	46%	46%	47%	47%
Great Britain	16%	19%	13%	12%	15%	15%	15%	13%	16%	15%	15%	14%	12%	14%	17%	17%	12%
Hungary	11%	13%	11%	13%	10%	14%	11%	15%	11%	9%	12%	10%	9%	12%	10%	12%	11%
India	61%	62%	61%	63%	53%	56%	61%	61%	67%	60%	51%	55%	52%	52%	47%	50%	42%
Indonesia	37%	30%	34%	26%	30%	26%	29%	33%	31%	32%	25%	23%	30%	27%	33%	27%	29%
Italy	18%	19%	17%	18%	18%	19%	18%	17%	15%	18%	14%	18%	16%	16%	18%	17%	16%
Japan	4%	5%	5%	5%	4%	5%	5%	5%	5%	6%	4%	5%	5%	5%	7%	6%	7%
Mexico	20%	22%	24%	24%	19%	18%	18%	18%	15%	17%	22%	21%	17%	18%	18%	19%	25%
Poland	29%	30%	30%	28%	30%	31%	29%	21%	25%	22%	19%	21%	19%	23%	17%	21%	21%
Russia	23%	22%	25%	23%	24%	30%	24%	26%	24%	19%	20%	16%	17%	21%	18%	18%	19%
Saudi Arabia	49%	53%	51%	48%	55%	58%	57%	47%	50%	58%	57%	55%	62%	63%	61%	63%	66%
South Africa	26%	35%	28%	27%	34%	28%	26%	27%	26%	30%	34%	29%	22%	23%	28%	34%	34%
South Korea	16%	20%	22%	21%	18%	22%	22%	23%	26%	28%	23%	25%	16%	19%	21%	18%	21%
Spain	13%	8%	8%	10%	13%	10%	10%	10%	11%	10%	9%	9%	9%	10%	9%	8%	11%
Sweden	44%	46%	47%	49%	46%	53%	54%	54%	58%	55%	53%	57%	51%	54%	47%	52%	59%
Turkey	29%	31%	26%	32%	30%	25%	29%	34%	27%	30%	32%	33%	33%	33%	35%	38%	46%
United States	20%	21%	21%	21%	20%	17%	16%	19%	20%	20%	19%	24%	18%	18%	19%	18%	22%

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):

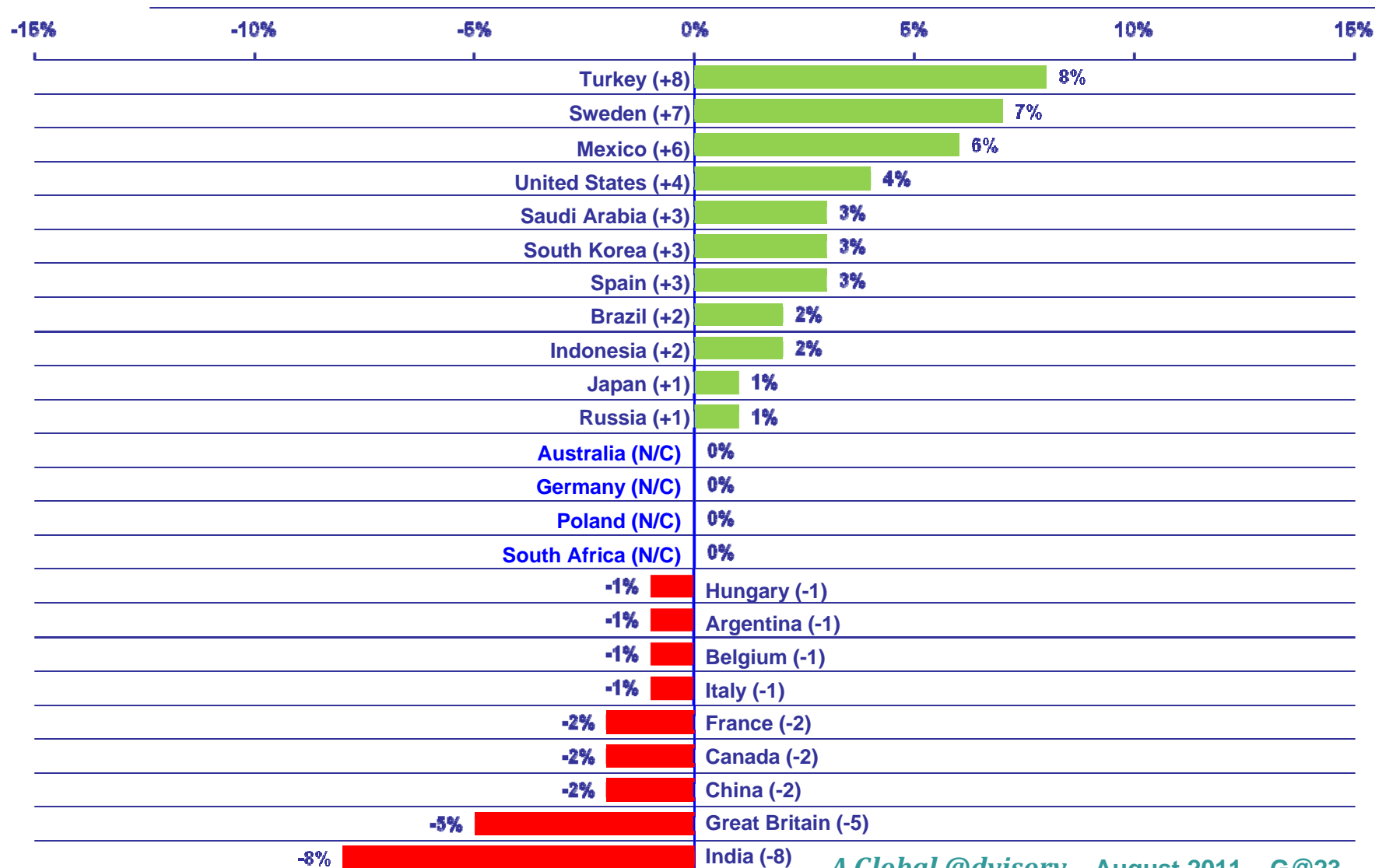
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy...



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

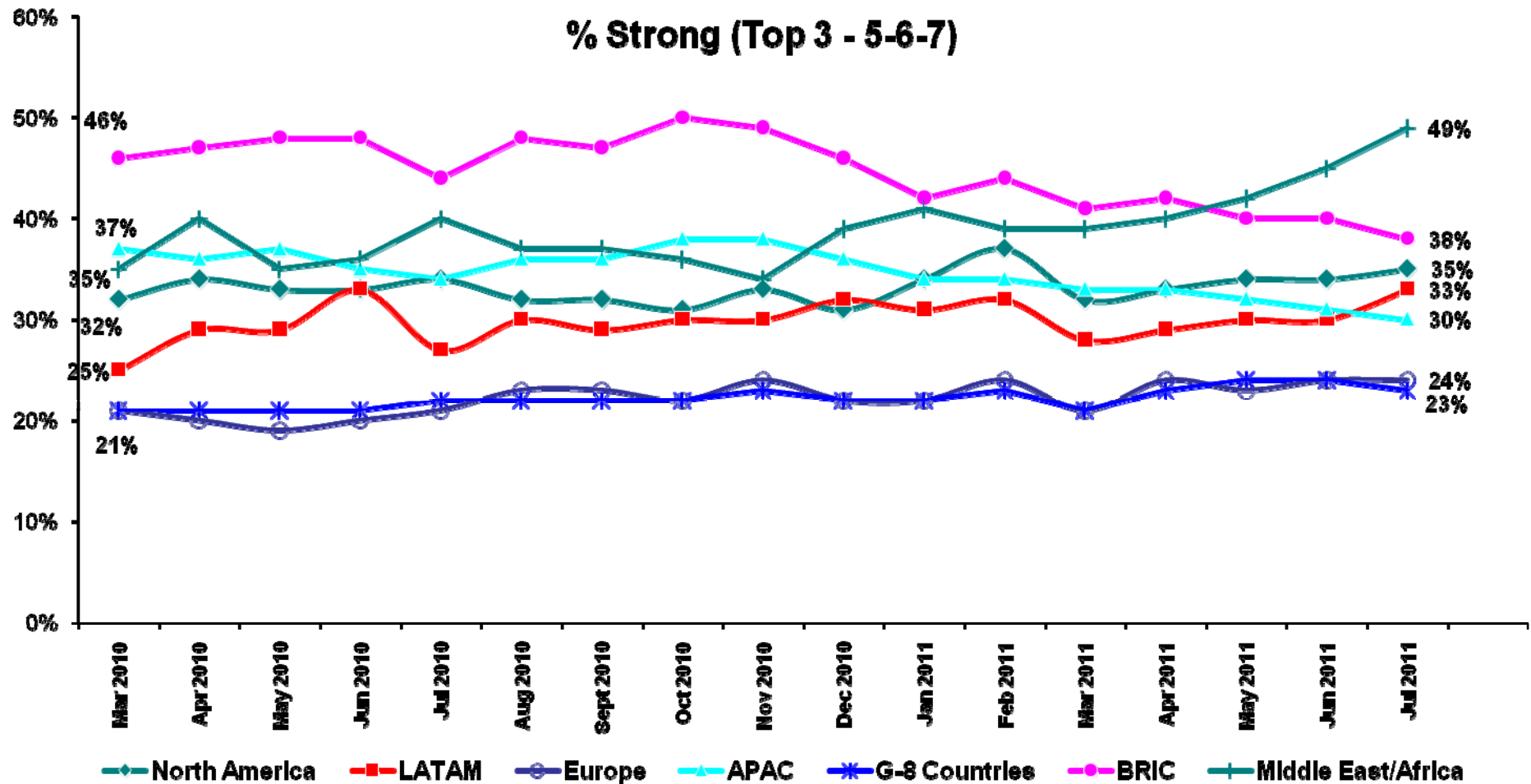
Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:

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All Regions Assess the Strength of Their Local Economy

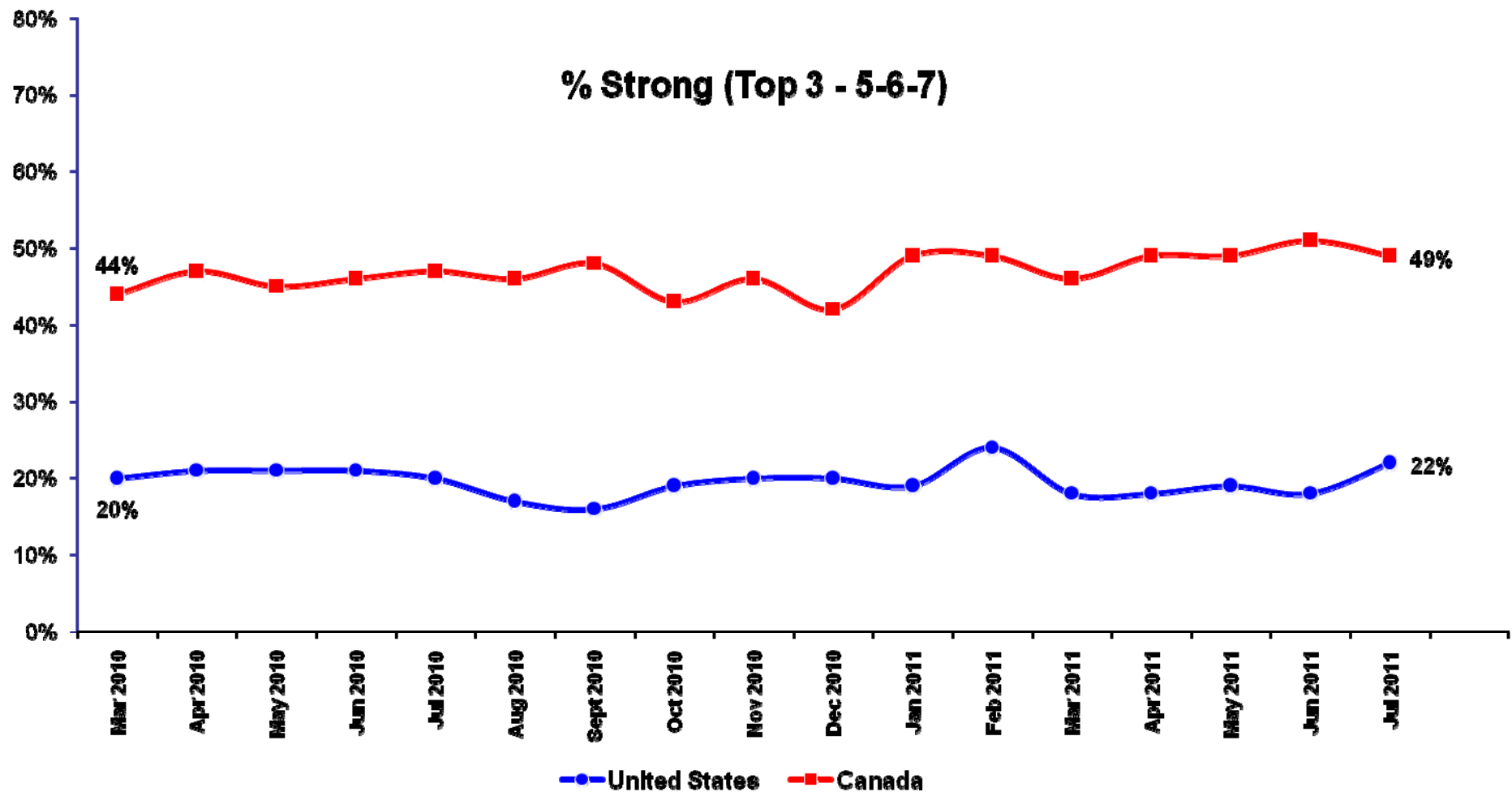


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

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North American Countries

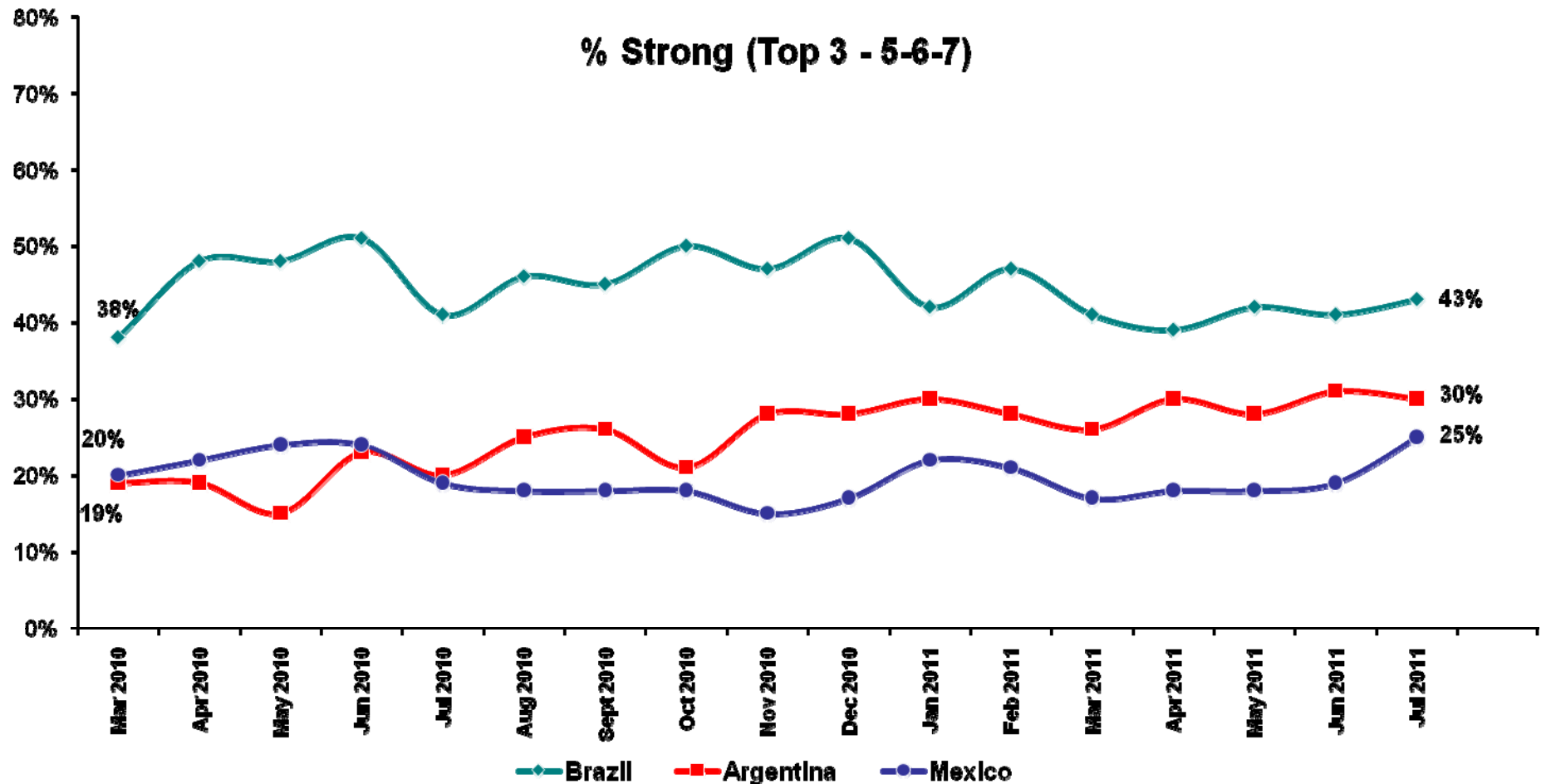
Assess the Strength of Their Local Economy



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



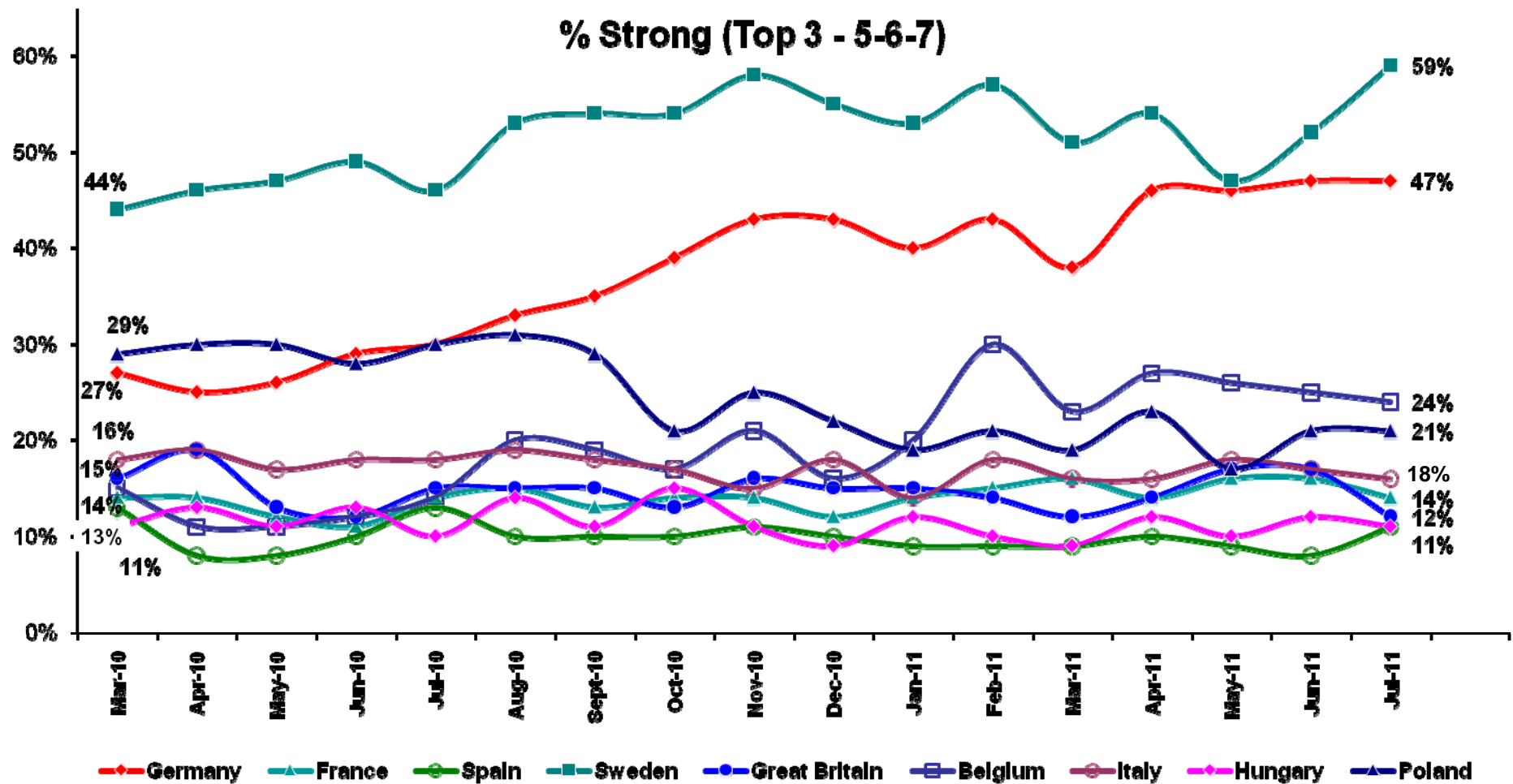
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

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European Countries

Assess the Strength of Their Local Economy

N/C

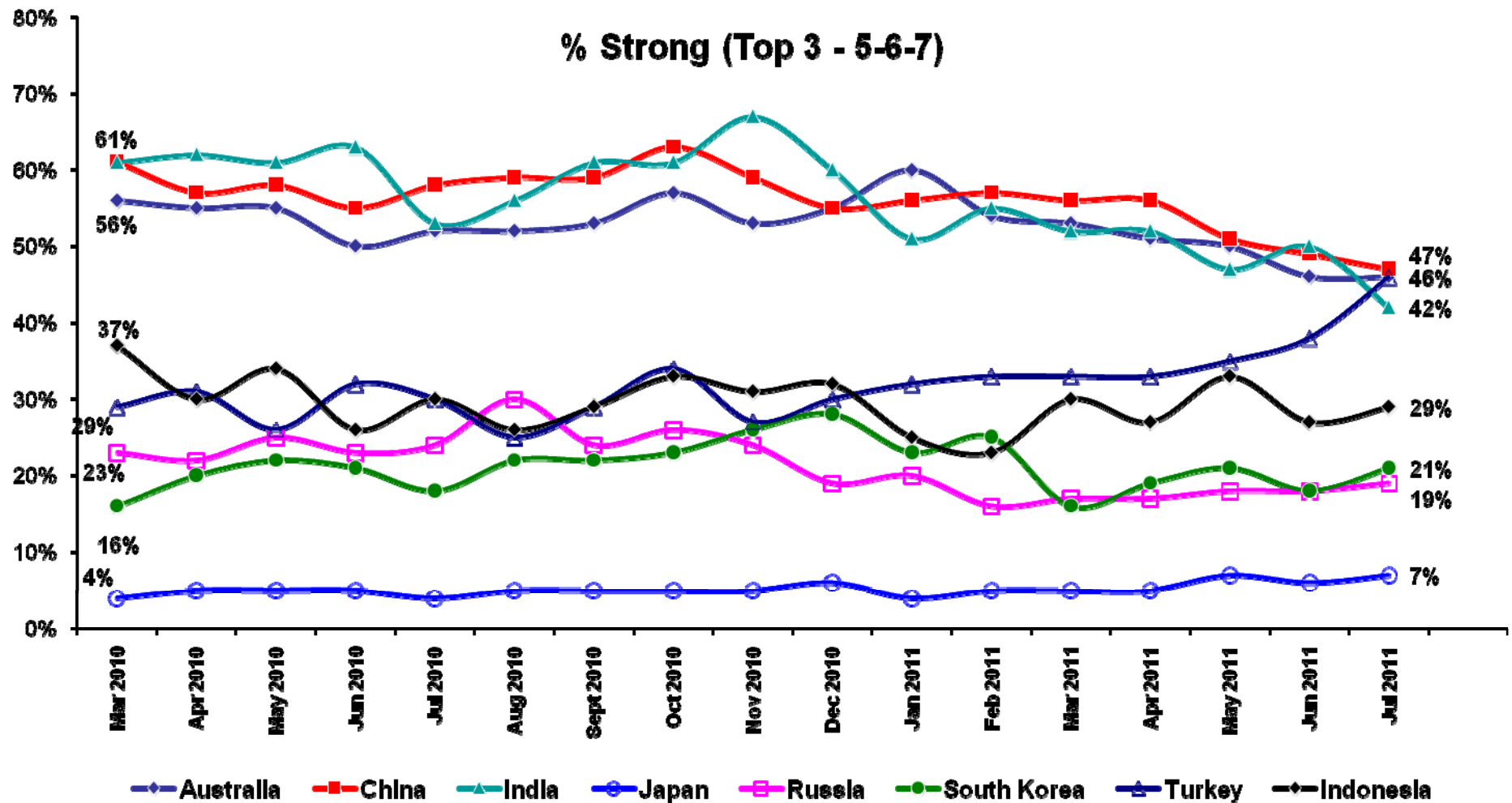


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

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APAC Countries

Assess the Strength of Their Local Economy

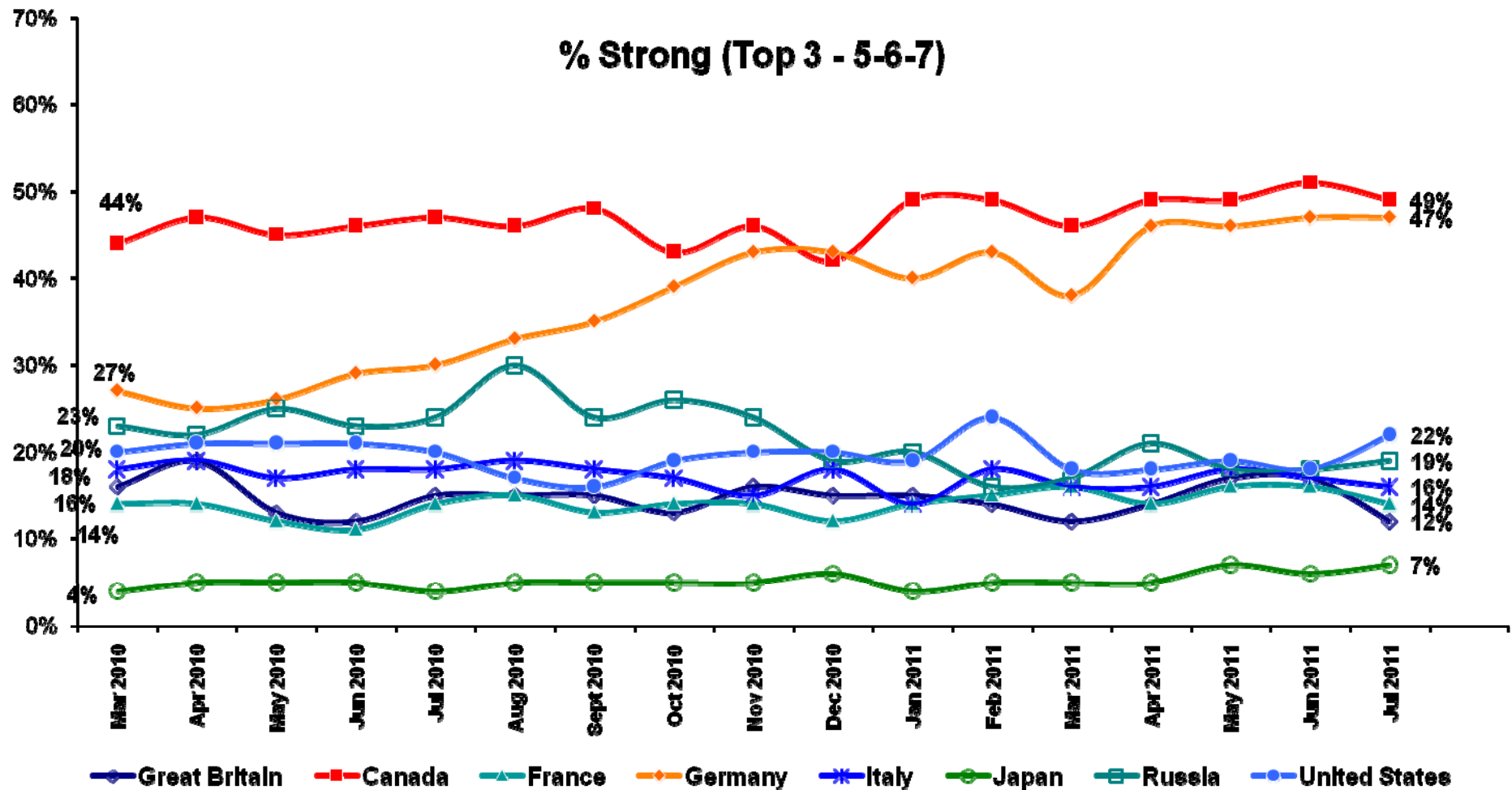


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

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G8 Countries

Assess the Strength of Their Local Economy

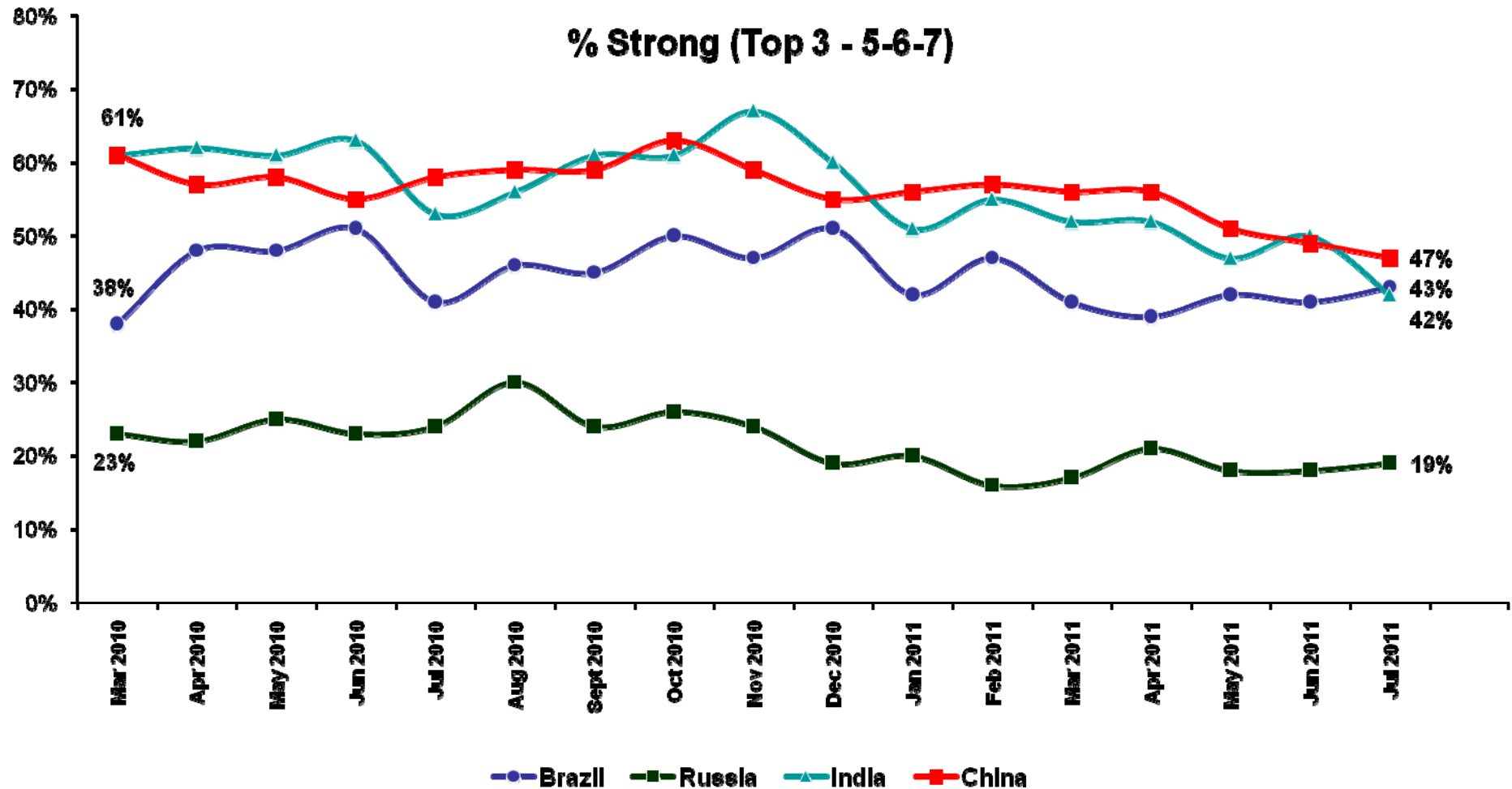


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

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BRIC Countries

Assess the Strength of Their Local Economy

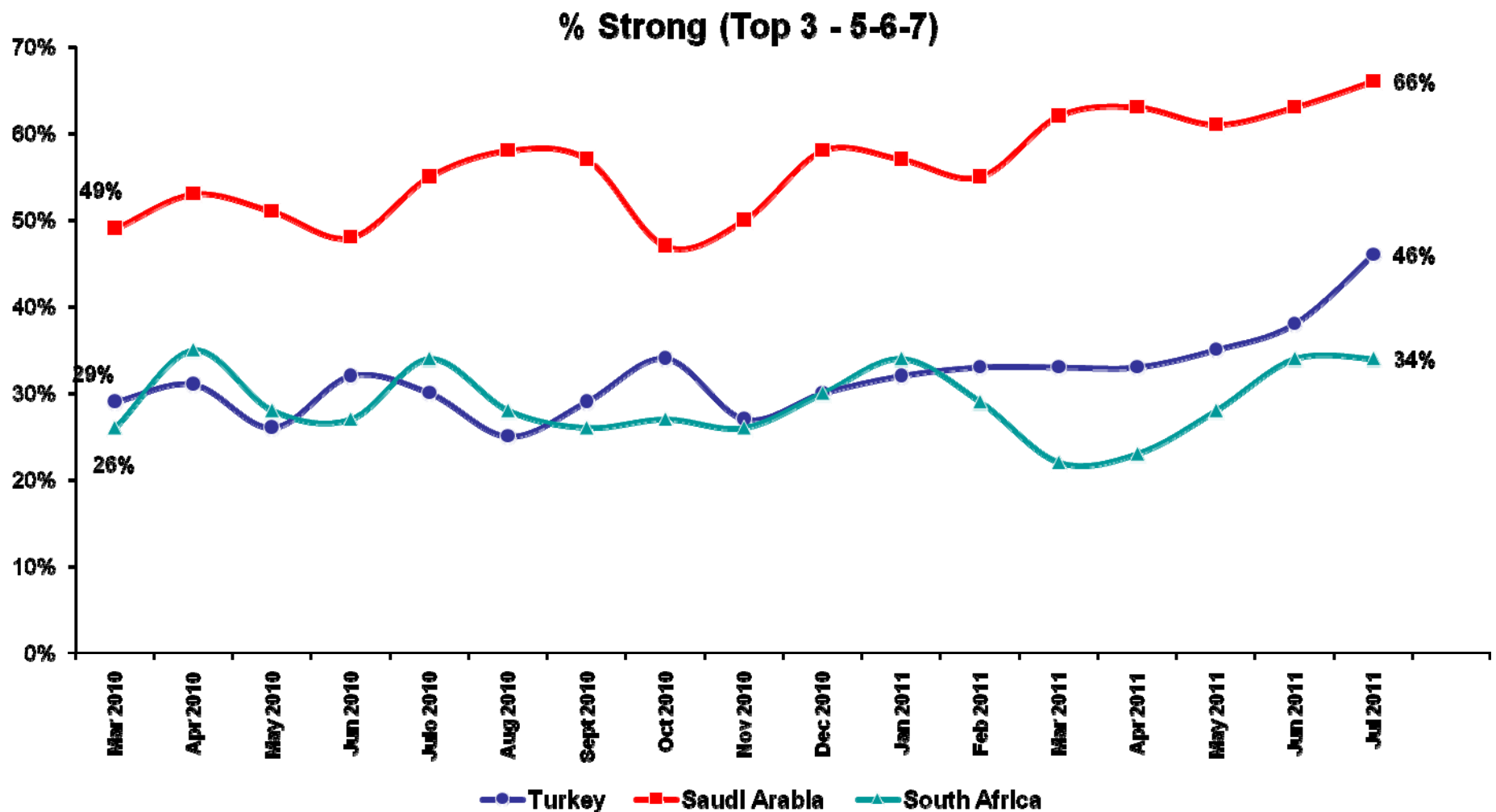


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

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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.

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③ Assessing the Strength of The Local Economy...

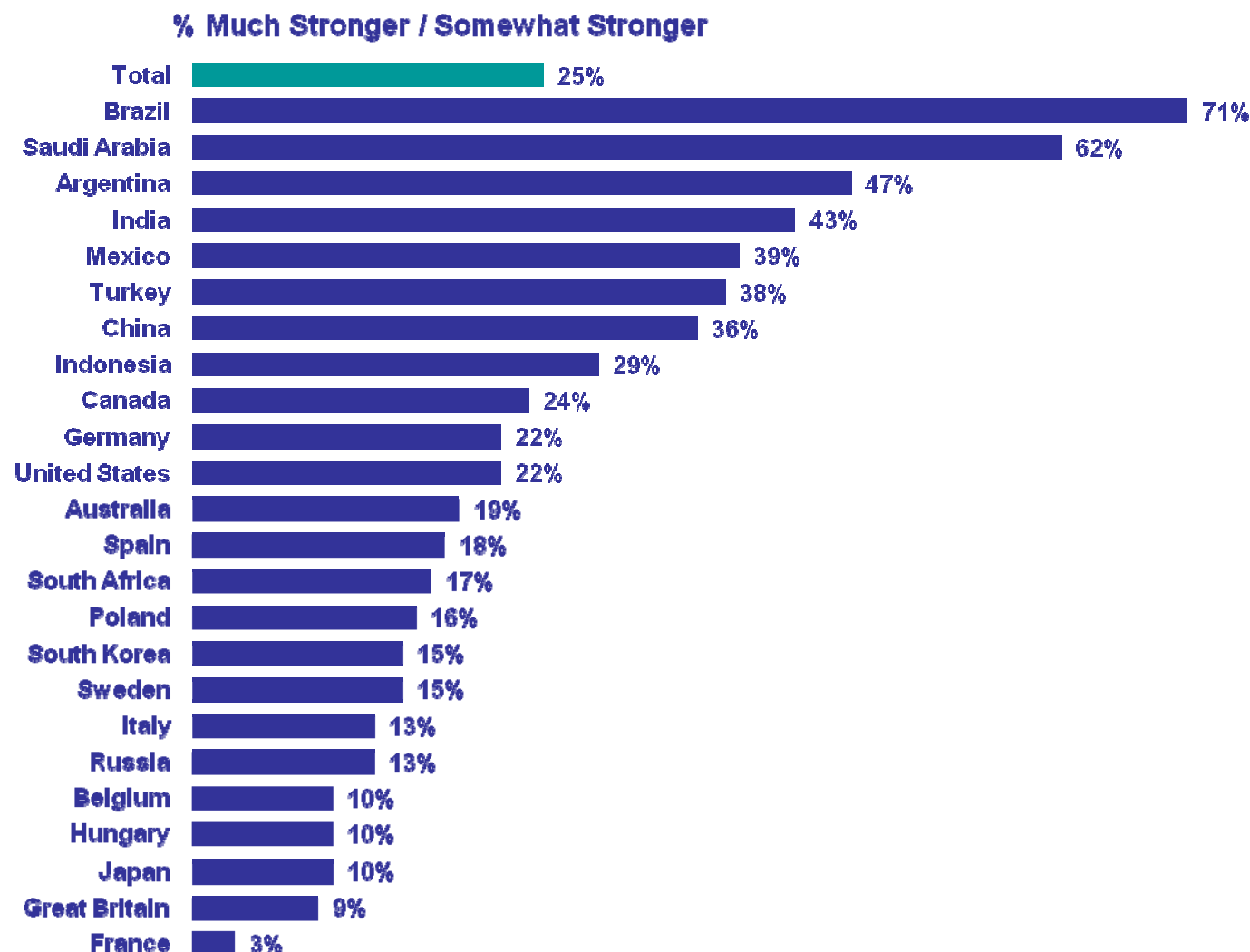
...Six Months From Now



Detailed Tables B.7

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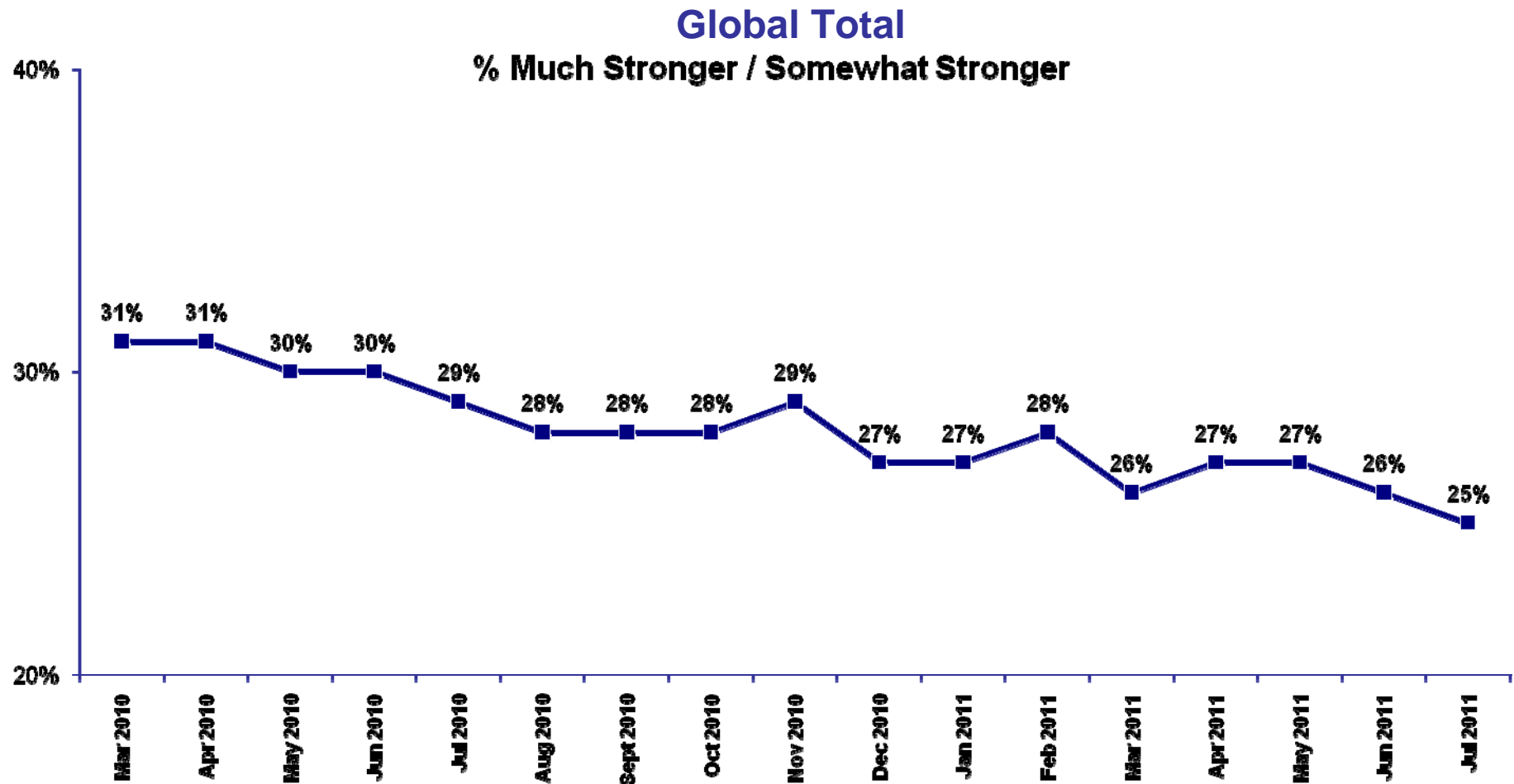
Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months...



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?

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

% Much Stronger/Somewhat Stronger

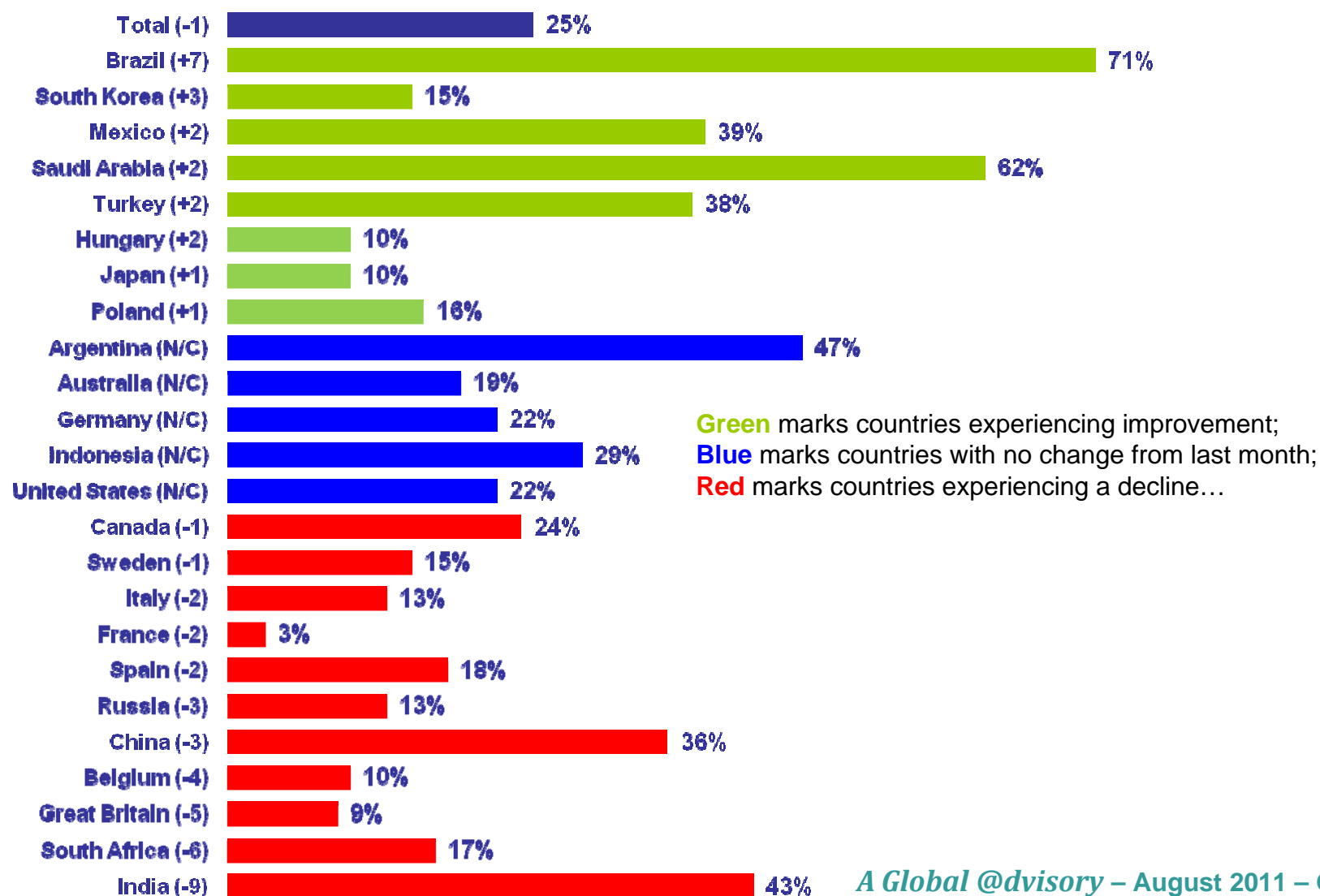
	Mar 2010	April 2010	May 2010	June 2010	July 2010	Aug 2010	Sept 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011	Jun 2011	Jul 2011
Total	31%	31%	30%	30%	29%	28%	28%	28%	29%	27%	27%	28%	26%	27%	27%	26%	25%
Argentina	32%	36%	35%	45%	36%	45%	42%	39%	44%	43%	42%	44%	44%	42%	45%	47%	47%
Australia	36%	34%	30%	25%	29%	26%	27%	29%	27%	24%	23%	24%	22%	23%	20%	19%	19%
Belgium	18%	14%	10%	14%	14%	17%	15%	13%	12%	12%	13%	13%	14%	15%	11%	14%	10%
Brazil	79%	71%	72%	72%	69%	68%	75%	78%	76%	78%	73%	73%	67%	72%	71%	64%	71%
Canada	38%	35%	29%	30%	32%	25%	27%	26%	27%	27%	31%	29%	28%	28%	26%	25%	24%
China	57%	49%	51%	49%	50%	50%	50%	50%	48%	44%	49%	49%	40%	42%	44%	39%	36%
France	5%	7%	3%	4%	5%	5%	5%	3%	4%	4%	5%	4%	4%	4%	4%	5%	3%
Germany	23%	25%	22%	21%	26%	29%	26%	31%	35%	27%	30%	28%	26%	24%	26%	22%	22%
Great Britain	18%	21%	22%	16%	16%	15%	13%	12%	13%	12%	13%	11%	8%	10%	12%	14%	9%
Hungary	22%	24%	23%	23%	15%	18%	18%	23%	13%	10%	12%	15%	10%	11%	7%	8%	10%
India	66%	66%	64%	67%	59%	58%	64%	65%	65%	61%	55%	61%	55%	55%	50%	52%	43%
Indonesia	31%	33%	36%	36%	38%	35%	35%	35%	34%	30%	26%	26%	29%	28%	32%	29%	29%
Italy	20%	21%	17%	19%	17%	18%	16%	17%	16%	15%	18%	16%	17%	15%	15%	15%	13%
Japan	11%	12%	12%	13%	9%	8%	6%	6%	8%	8%	8%	9%	8%	9%	10%	9%	10%
Mexico	34%	37%	44%	36%	33%	32%	35%	38%	30%	36%	33%	37%	43%	38%	41%	37%	39%
Poland	23%	23%	20%	23%	22%	24%	19%	19%	19%	21%	12%	19%	14%	17%	13%	15%	16%
Russia	17%	19%	17%	18%	23%	18%	21%	13%	24%	16%	16%	18%	18%	18%	16%	16%	13%
Saudi Arabia	44%	49%	50%	41%	46%	53%	46%	48%	45%	47%	45%	52%	56%	60%	59%	60%	62%
South Africa	38%	35%	34%	33%	36%	24%	25%	21%	27%	27%	28%	22%	16%	16%	21%	23%	17%
South Korea	21%	23%	24%	21%	21%	20%	22%	20%	22%	25%	22%	25%	19%	14%	17%	12%	15%
Spain	28%	27%	26%	21%	25%	24%	22%	20%	21%	20%	20%	21%	21%	23%	22%	20%	18%
Sweden	19%	20%	15%	21%	20%	17%	19%	21%	19%	20%	16%	21%	17%	18%	17%	16%	15%
Turkey	32%	35%	30%	30%	32%	33%	29%	28%	27%	23%	30%	32%	28%	32%	34%	36%	38%
United States	31%	36%	32%	27%	23%	22%	22%	24%	29%	25%	27%	27%	21%	24%	25%	22%	22%

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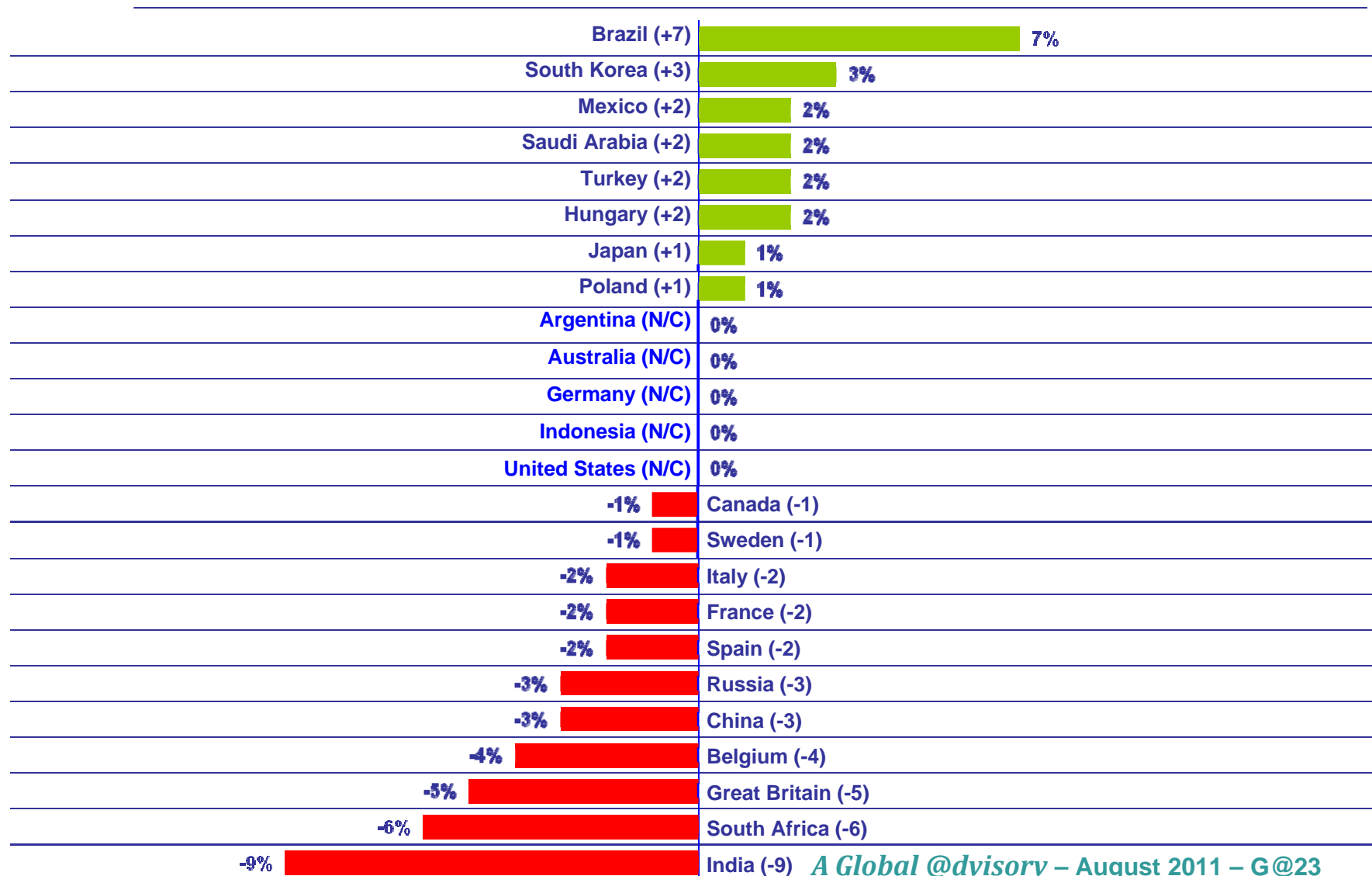
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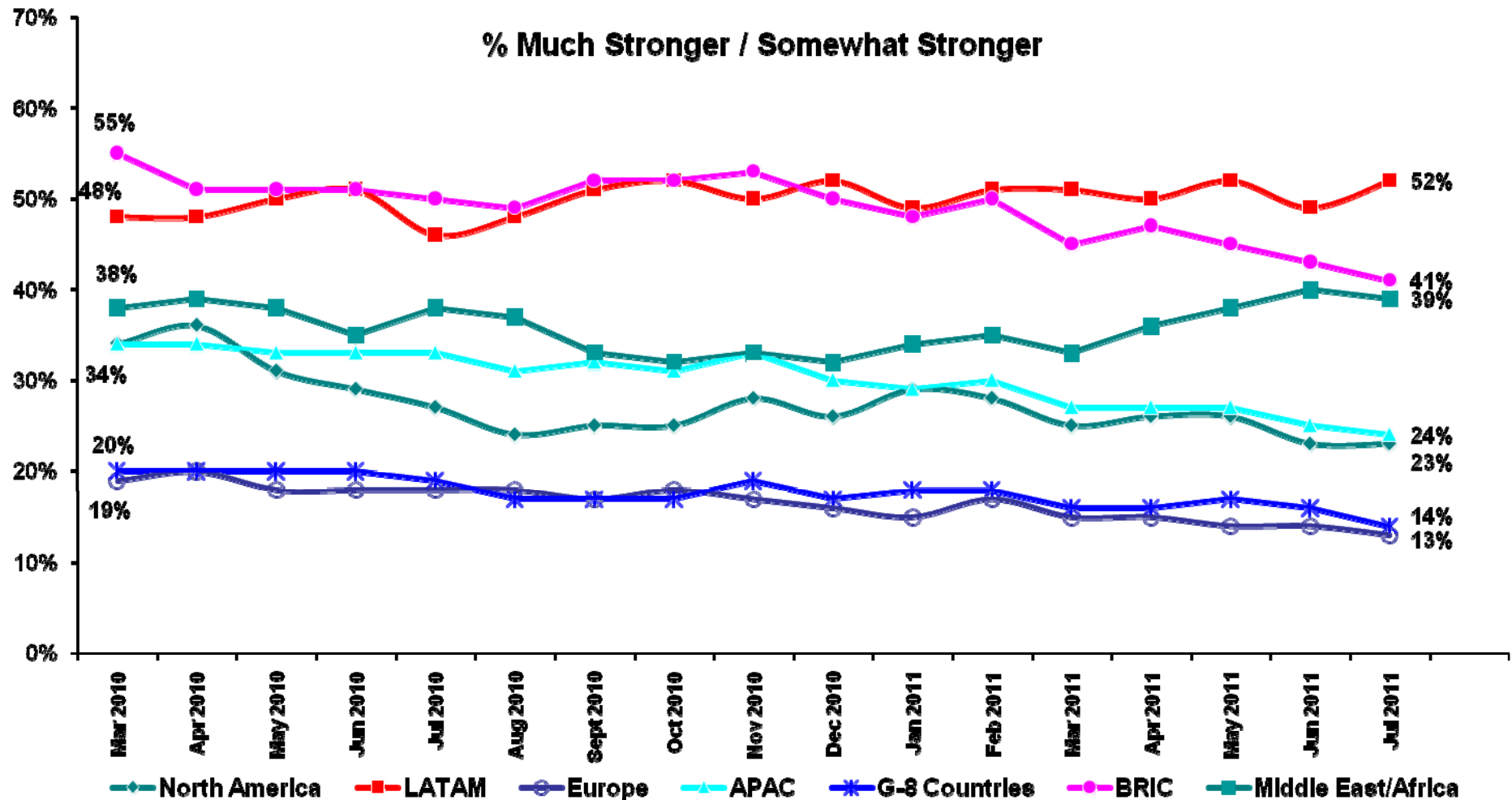
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All Regions Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months



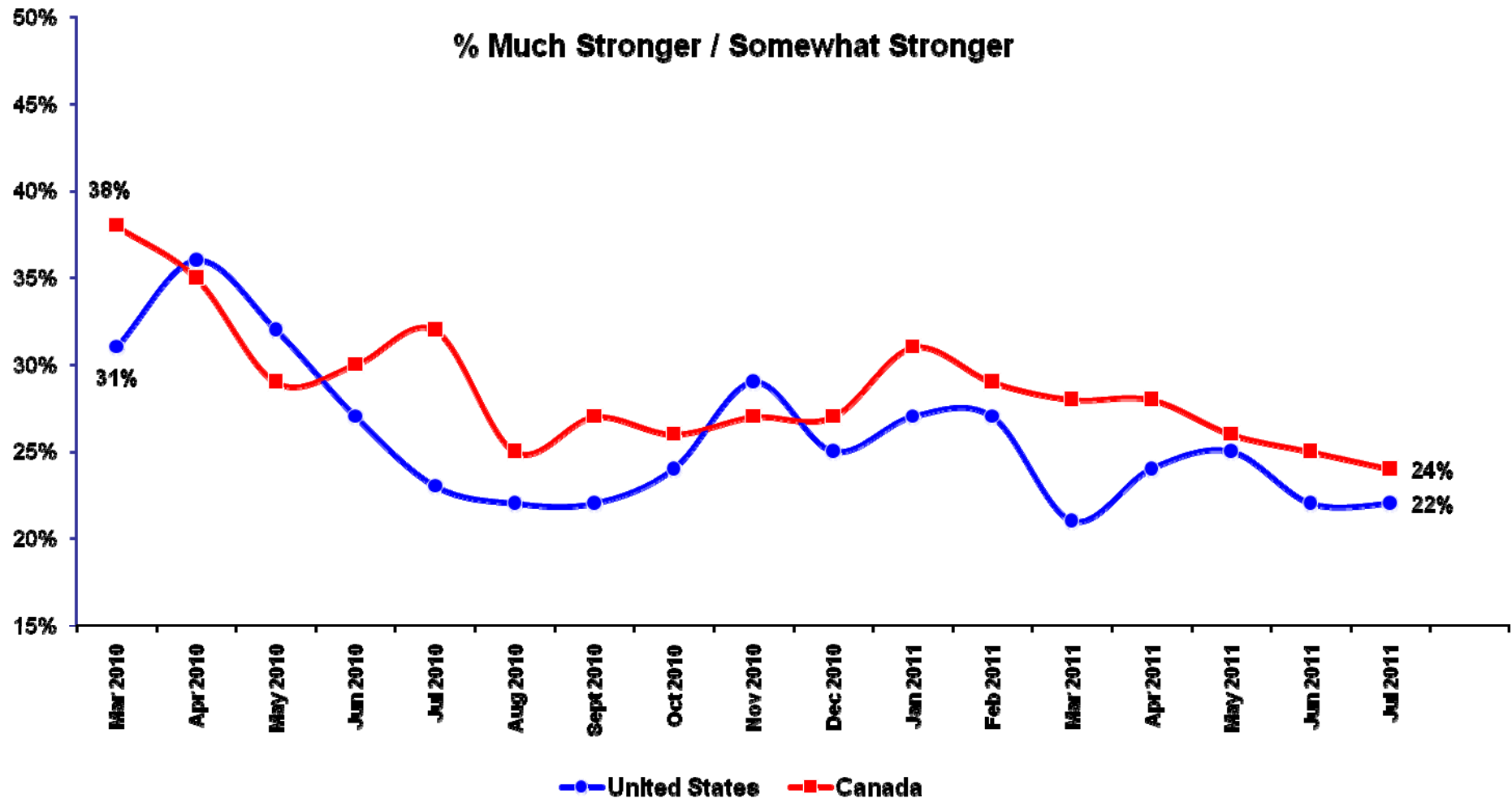
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North American Countries

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

N/C

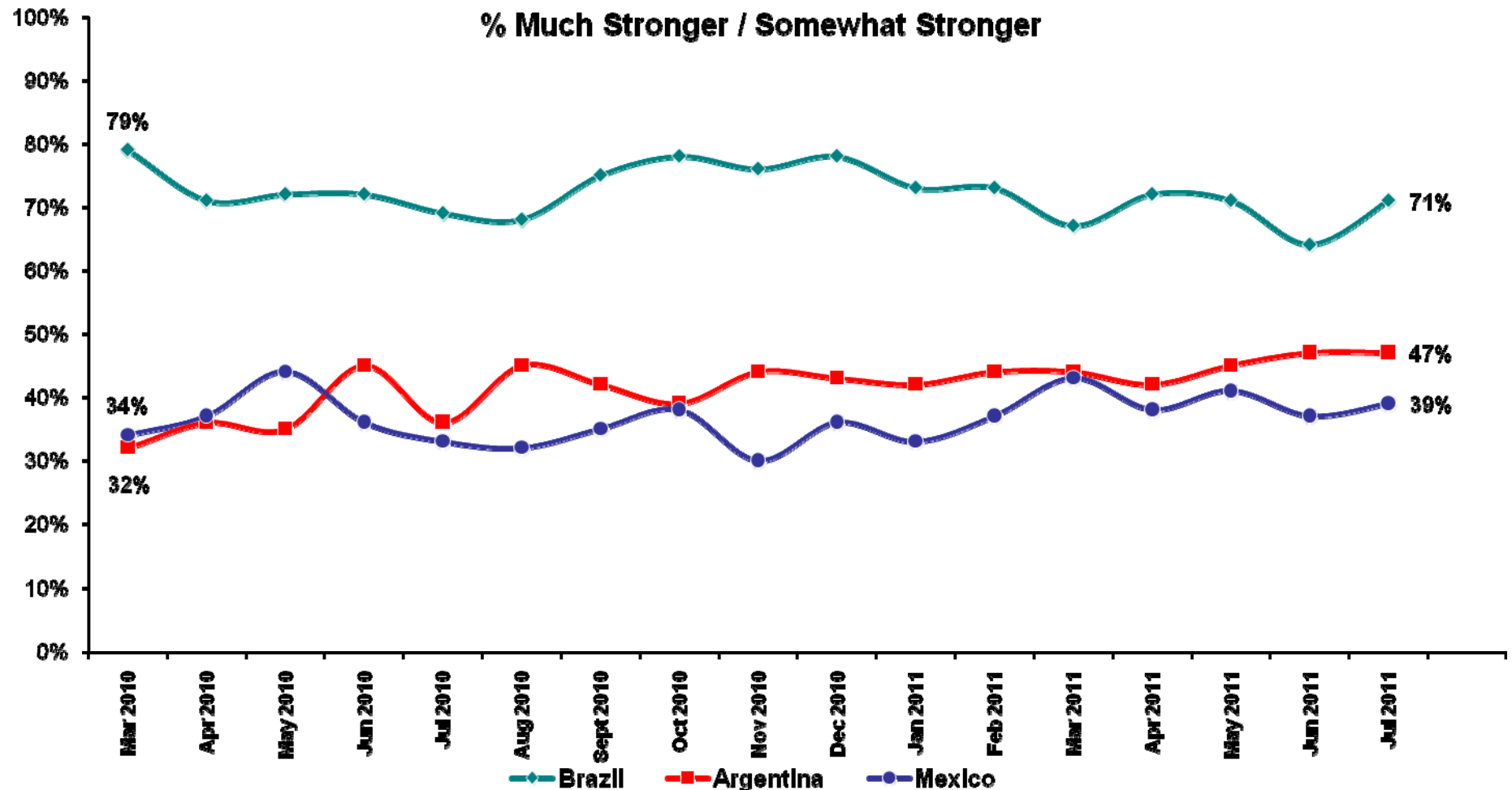


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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LATAM Countries

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



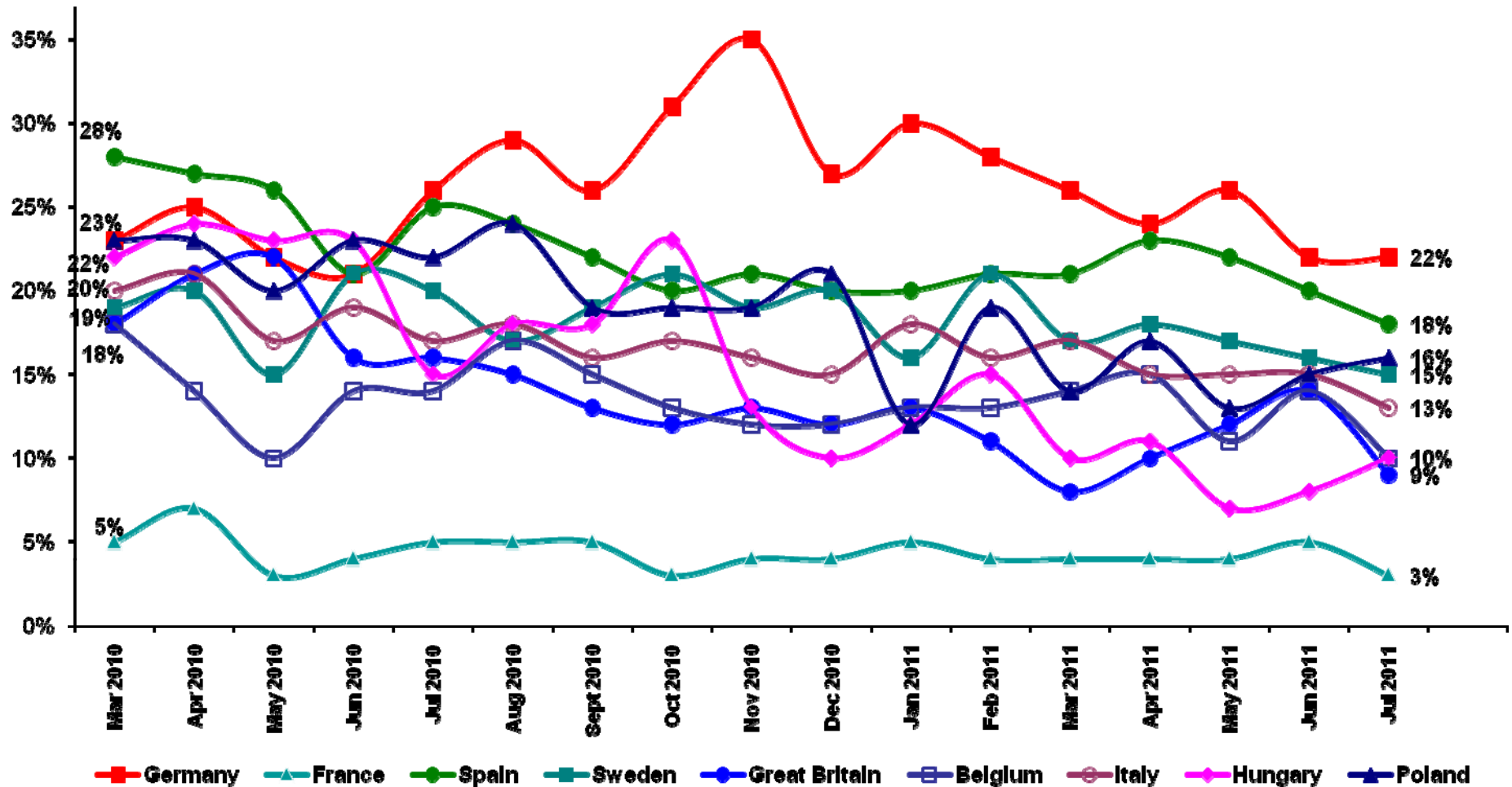
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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



% Much Stronger / Somewhat Stronger

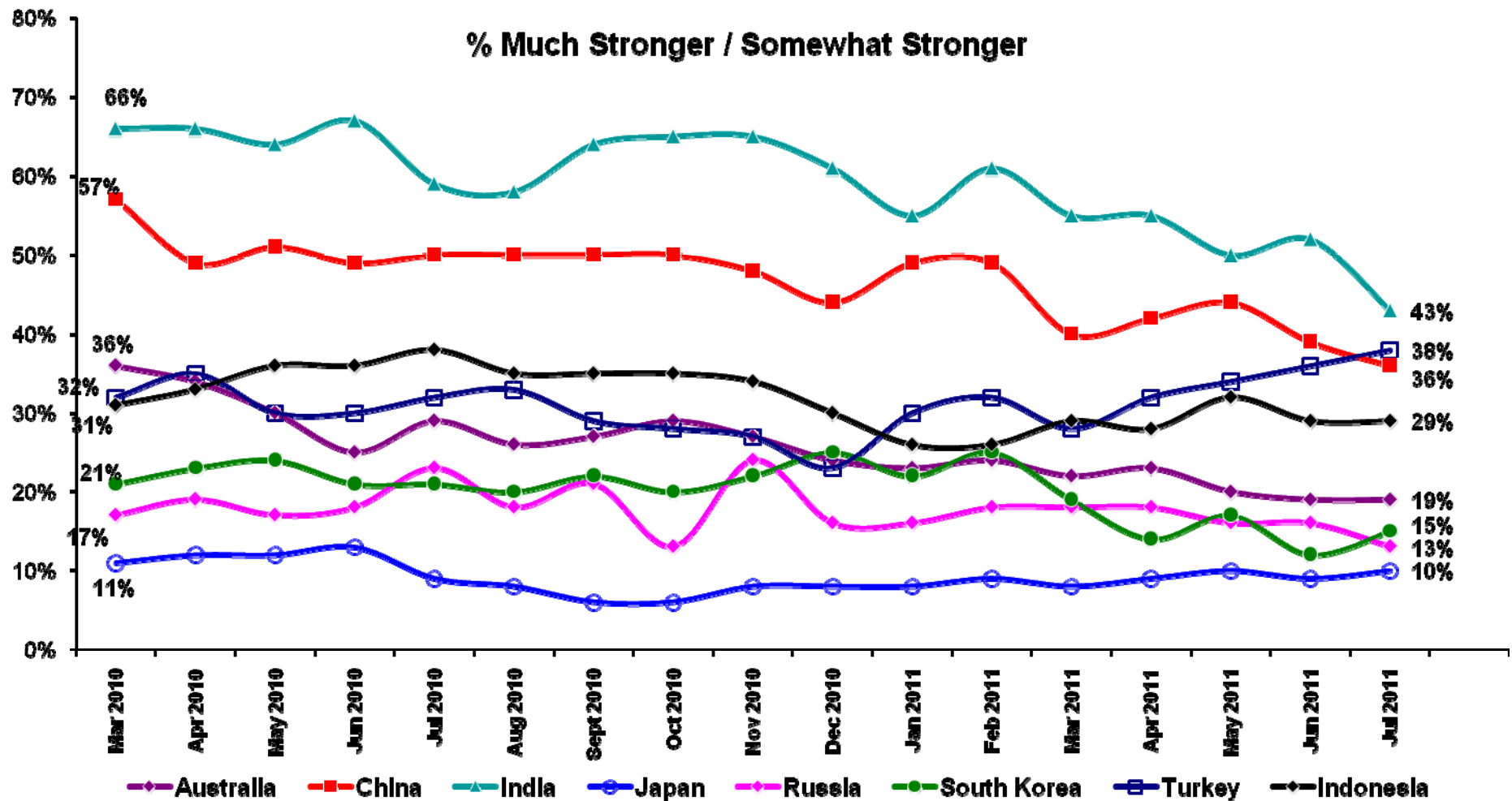


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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APAC Countries

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

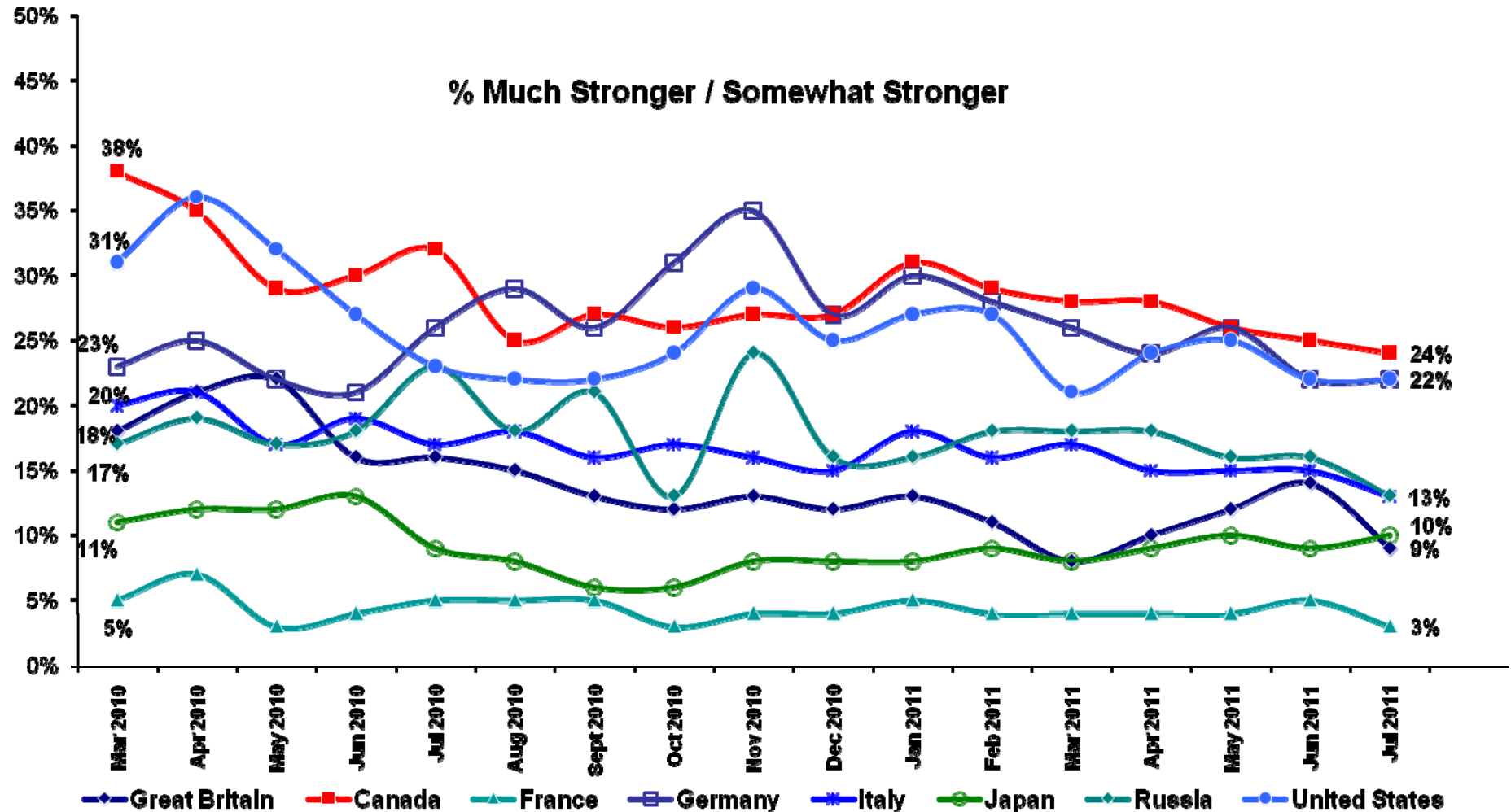


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G8 Countries

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

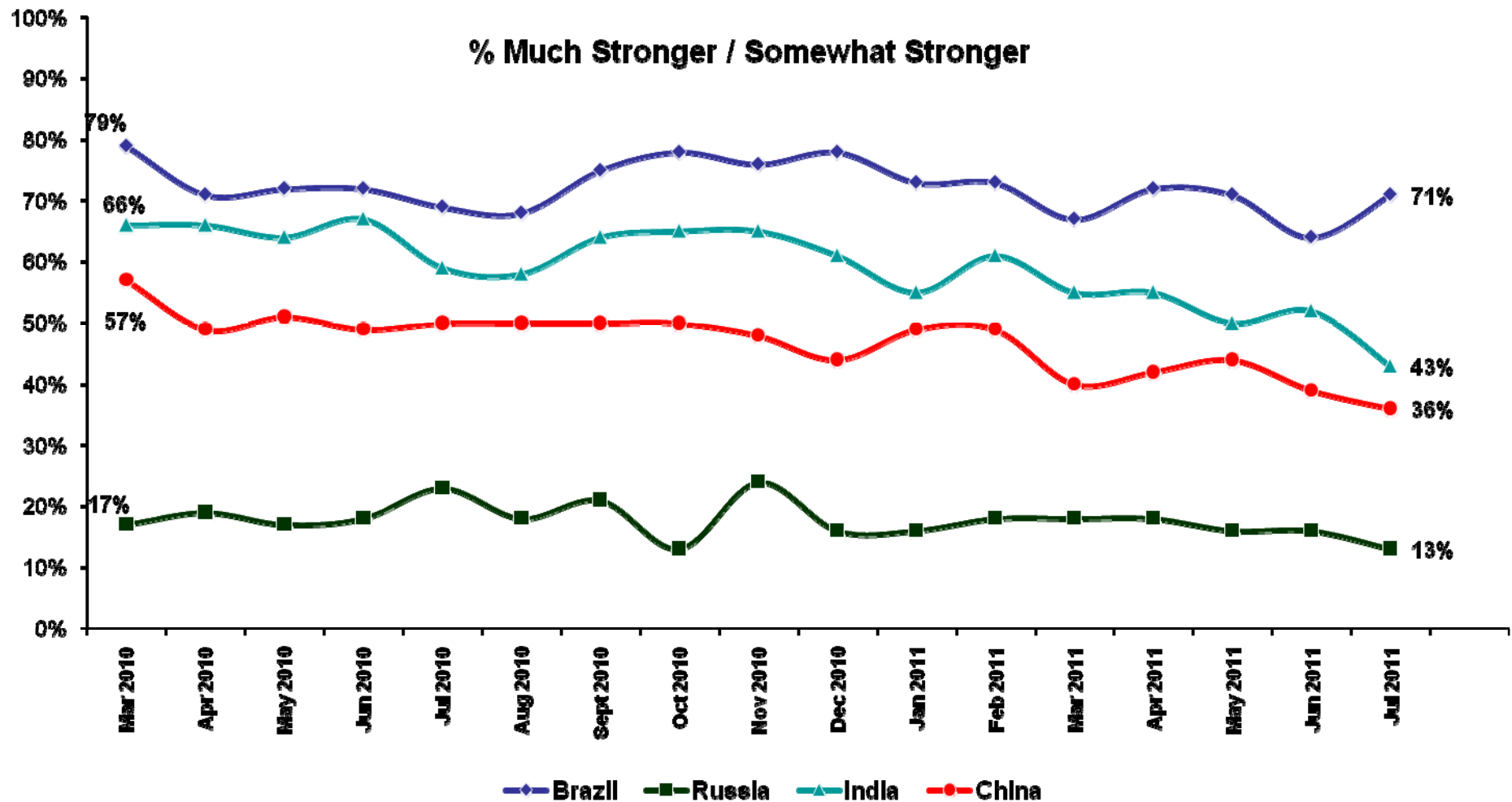


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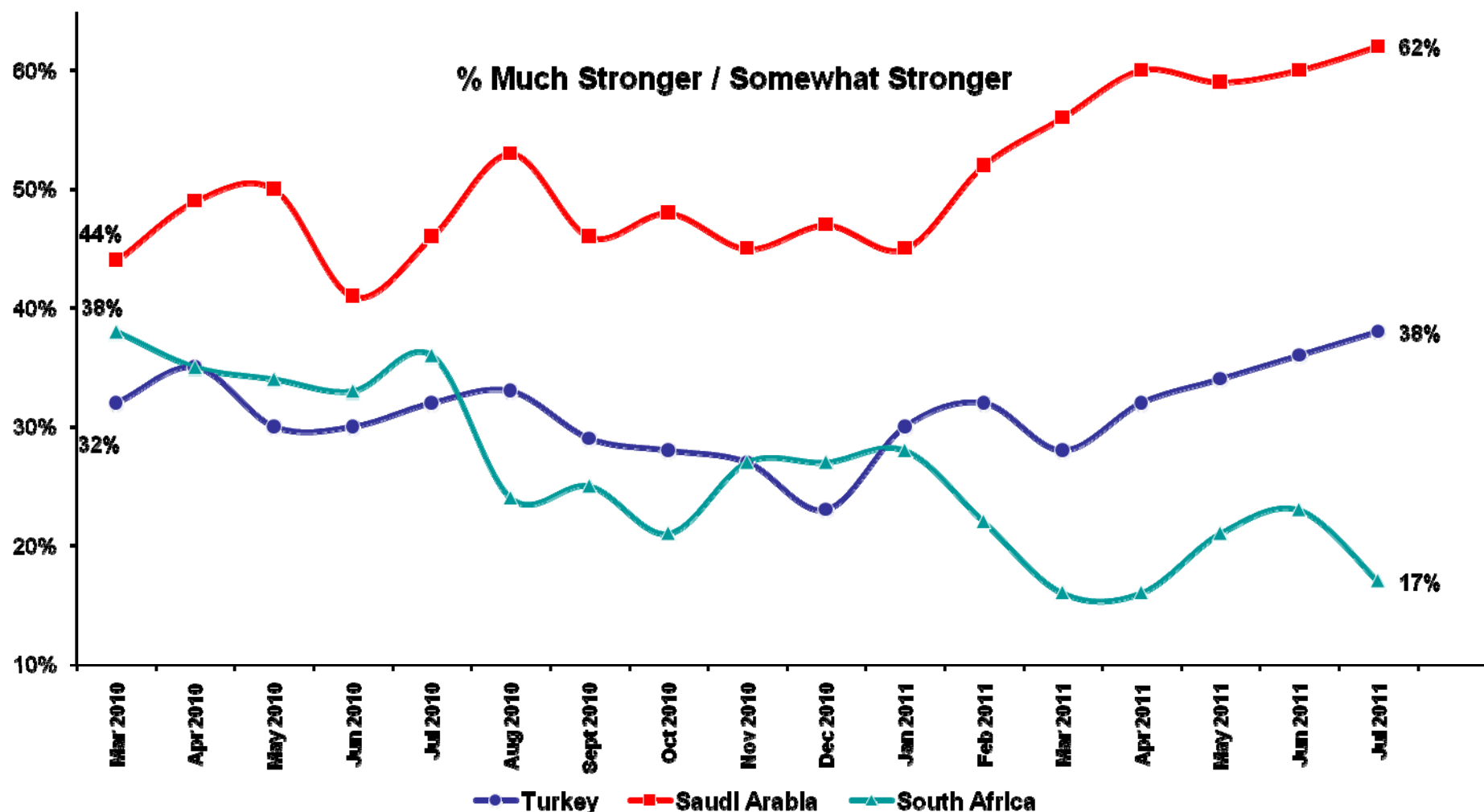
BRIC Countries

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?

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