



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 – September 2011 – G@24
The Economic Pulse

These are the findings of the *Global @dvisor* Wave 24 (G@24), an Ipsos survey conducted between August 5th and August 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. This month, fielding took place in 26 countries. 	<ul style="list-style-type: none"> The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Greece, Hungary, India, Indonesia, Italy, Ireland, 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 18,746 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, Greece, Indonesia, Ireland, 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...

- **Slump Contagion: World, Europe, Middle East, Africa, APAC, US; it's as if the world took a step backwards by five months—and on par with the first post-crash recovery step. The global aggregate national economic sentiment drops two points this month to 38%.** The downward movement comes directly after a period of relative consistency for the global average. **This measure takes us back to March 2011 and is on par with January 2010.**
- **In fact, all three metrics that we measure monthly** – assessments of their current national economy (-2 points to 38% “good”), current local economy (-2 pts to 29% “strong”) and future outlook (-1 pt to 24% “stronger”) – **reflect this drop.** And, **the future outlook is in a continuous downward trend: from 31% positive outlook in March 2010 to 24% now: a seven point drop in 17 months.**
- While **Europe continues to weigh down the global average** (27% national, 23% local, 12% and future local outlook), its downward movement in this wave is only one point across the board: it's the **Middle East and Africa** as a region that **shows the greatest downward shifts** (down 3 pts to 58% on national economy assessment, down 6 pts to 43% local economy, down 6 pts to 33% in the assessment of the future of the local economy).

Summary...

- **Economic sentiment in the US slumps, permeates**: the latest survey reports a **five-point drop for Americans across all three measures** (14% national, 17% local, 17% future of local). **The irony is that right next door Canada is buoyant at 73% on the national economy, second highest in the world.**

- Polling this wave includes results from Greece and Ireland*.
 - **Greece is the lowest-ranked country on all three measures**, with only 4% indicate they think the current economic situation in their country is “good”, 5% agree the local economy is “strong” and a mere 3% agree the six-month outlook for the local economy is going to be “stronger”.

 - **Ireland ranks low on the list as well**; fifth-last on ratings of the national economy (7%), fourth-last on local economy (8%) and eighth-last on the local economy’s future outlook (11%).

*The results of these countries are not included in aggregate reporting in order to provide accurate month-to-month tracking. Ireland and Greece are not regularly tracked.

A Look at APAC

- The **Asia-Pacific region** has traditionally been a top performer on economic assessments, with citizens reporting in at levels considerably higher than the global average.
- The region has been showing consistent **downward momentum on all three measures since October of 2010** and now reports confidence sentiment on par with that of the global average ratings.

	October 2010		August 2011		Change (in % points)	
	APAC	Global	APAC	Global	APAC	Global
National Economic Assessment	53%	42%	39%	38%	-14	-4
Local Economic Assessment	38%	30%	28%	29%	-10	-1
Six Month Outlook On Local Economy	31%	28%	24%	24%	-7	-4



Global Average of National Economic Assessment (38%) slips 2 points

- The average global economic assessment of national economies surveyed in 24 countries is **down two points since the last sounding with 38% now reporting current economic conditions in their country are “good”**. This measure takes us back to March 2011 and is on par with January 2010.
- The world's winning and losing teams are comprised of the same players month after month, even despite the economic turmoil shaking things up at the time of fielding:
 - **Saudi Arabia** is once again showing the strongest (88%) rating of its national economic assessment, **followed by Canada** (73%, up 1 point from the previous month), and Sweden (70%, down 7 pts). India rebounded from the previous month (69%, up 7 pts), with Germany (66%, down 5 pts) rounding out the top 5.
 - **Hungary and Greece are tied for last place at 4%** (Hungary down two pts). Spain (6%, unchanged) is close behind, shadowed by Japan (6%, down 2 pts), Ireland (7%) and Italy (8%, down 2 pts).
- **The United States** rating (14%) slips even further down this wave (down 5 pts), echoing the troubling economic situation in the country at the time of fielding.

Global Average of Local Economic Assessment (29%) Down One Point from Last Month

- The global average of local economic assessment among the 24 countries continues on a downward trend shedding another point. Only three in ten (29%) global citizens agree the state of the current economy in their local area is “good”.
- Saudi Arabia (69%) increased its leadership by three points from the last sounding to remain the leader of the local economic assessment rating. Sweden (57%) is the distant second, followed by Canada (51%), India (49%), and Brazil (46%). At the bottom of the rating are Greece (5%), Japan (5%), Ireland (7%), Spain (8%) and Hungary (9%).
- **Countries experiencing the biggest improvement** in their ratings from the previous month are India (up 7 pts to 49%), France (up 4 pts to 18%), Brazil (up 3 pts to 46%), and Saudi Arabia (up 3 pts to 69%)
- **On the other side of the scale**, citizens of Turkey (32%) express a dramatic 14-point drop in the local economic assessment rating, followed by South Africa (down 7 pts to 27%) and a five-point worsening each in South Korea (16%), the United States (17%), Belgium (19%) and Indonesia (24%).

Global Average of Future Outlook for Local Economy Down One Point: 24%

- Citizens are asked to provide their assessments on the extent to which they think their local economy will be “stronger”, “weaker” or “about the same” six months from now. Currently, a global average of **one quarter (24%) believe it will be stronger.**
- **Brazil** appears to be the most upbeat with **seven out of ten (71%) indicating that the local economy will be stronger over next 6 months.** Saudi Arabia (64%) holds a more distant second place, followed by Argentina (52%), India (52%), and Mexico (36%).
- **France (+1 to 4%) remains at the bottom of the rating**, tied with Greece (3%); Belgium (-4 to 6%), Japan (-3 to 7%), and Hungary (-2 to 8%) languishing as well.
- **Turkey (-13 to 25%) shows the largest decline** in their future local economy confidence, while India (+9 to 52%) reports the largest increase this month over last.

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	88%	India	▲	7	South Korea	▼	9	Greece	4%
Canada	73%	Poland	▲	4	Turkey	▼	9	Hungary	4%
Sweden	70%	France	▲	4	Australia	▼	8	Spain	6%
India	69%	Canada	▲	1	Sweden	▼	7	Japan	6%
Germany	66%	Russia	▲	1	China	▼	5	Ireland	7%
China	61%	Saudi Arabia	▲	1	United States	▼	5	Italy	8%
Australia	56%	South Africa	▲	1	Indonesia	▼	5	Great Britain	11%
		Great Britain	▲	1	Germany	▼	5	France	12%
					Belgium	▼	4	United States	14%
					Japan	▼	2	South Korea	18%
					Italy	▼	2	Russia	26%
					Spain	▼	1		
					Mexico	▼	1		
					Brazil	▼	1		
					Hungary	▼	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...

REGION (in descending order by NET)	NET 'Good'	CHANGE (since last sounding)
Middle East/Africa	58%	▼3%
BRIC	52%	N/C
LATAM	45%	▼1%
North America (Can/US)	43%	▼2%
APAC	39%	▼3%
Europe	27%	▼1%
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...

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	69%	India	▲	7	Turkey	▼	14	Greece	5%
Sweden	57%	France	▲	4	South Africa	▼	7	Japan	5%
Canada	51%	Brazil	▲	3	United States	▼	5	Spain	8%
India	49%	Saudi Arabia	▲	3	South Korea	▼	5	Ireland	8%
Brazil	46%	Canada	▲	2	Indonesia	▼	5	Hungary	9%
China	45%	Poland	▲	2	Belgium	▼	5	Great Britain	12%
Germany	45%				Australia	▼	4	Italy	14%
Australia	42%				Spain	▼	3	South Korea	16%
					Sweden	▼	2	United States	17%
					Japan	▼	2	Russia	17%
					Hungary	▼	2	France	18%
					Russia	▼	2	Belgium	19%
					Italy	▼	2		
					Germany	▼	2		
					China	▼	2		
					Mexico	▼	1		
					Argentina	▼	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	43%	▼ 6%
BRIC	39%	▲ 1%
North America	34%	▼ 1%
LATAM	33%	N/C
APAC	28%	▼ 2%
Europe	23%	▼ 1%
G-8 Countries	22%	▼ 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%	India	▲	9	Turkey	▼	13	Greece	3%
Saudi Arabia	64%	Argentina	▲	5	South Africa	▼	7	France	4%
Argentina	52%	Russia	▲	3	Canada	▼	6	Belgium	6%
India	52%	Saudi Arabia	▲	2	United States	▼	5	Japan	7%
Mexico	36%	Poland	▲	2	Germany	▼	4	Hungary	8%
China	35%	Italy	▲	1	Belgium	▼	4	Great Britain	9%
		France	▲	1	Mexico	▼	3	South Africa	10%
					Japan	▼	3	Ireland	11%
					Australia	▼	3	South Korea	13%
					Hungary	▼	2	Sweden	14%
					South Korea	▼	2	Italy	14%
					China	▼	1	Russia	16%
					Sweden	▼	1	Australia	16%
					Indonesia	▼	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	53%	▲1%
BRIC	43%	▲2%
Middle East/Africa	33%	▼6%
APAC	24%	N/C
North America	18%	▼5%
G-8 Countries	13%	▼1%
Europe	12%	▼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

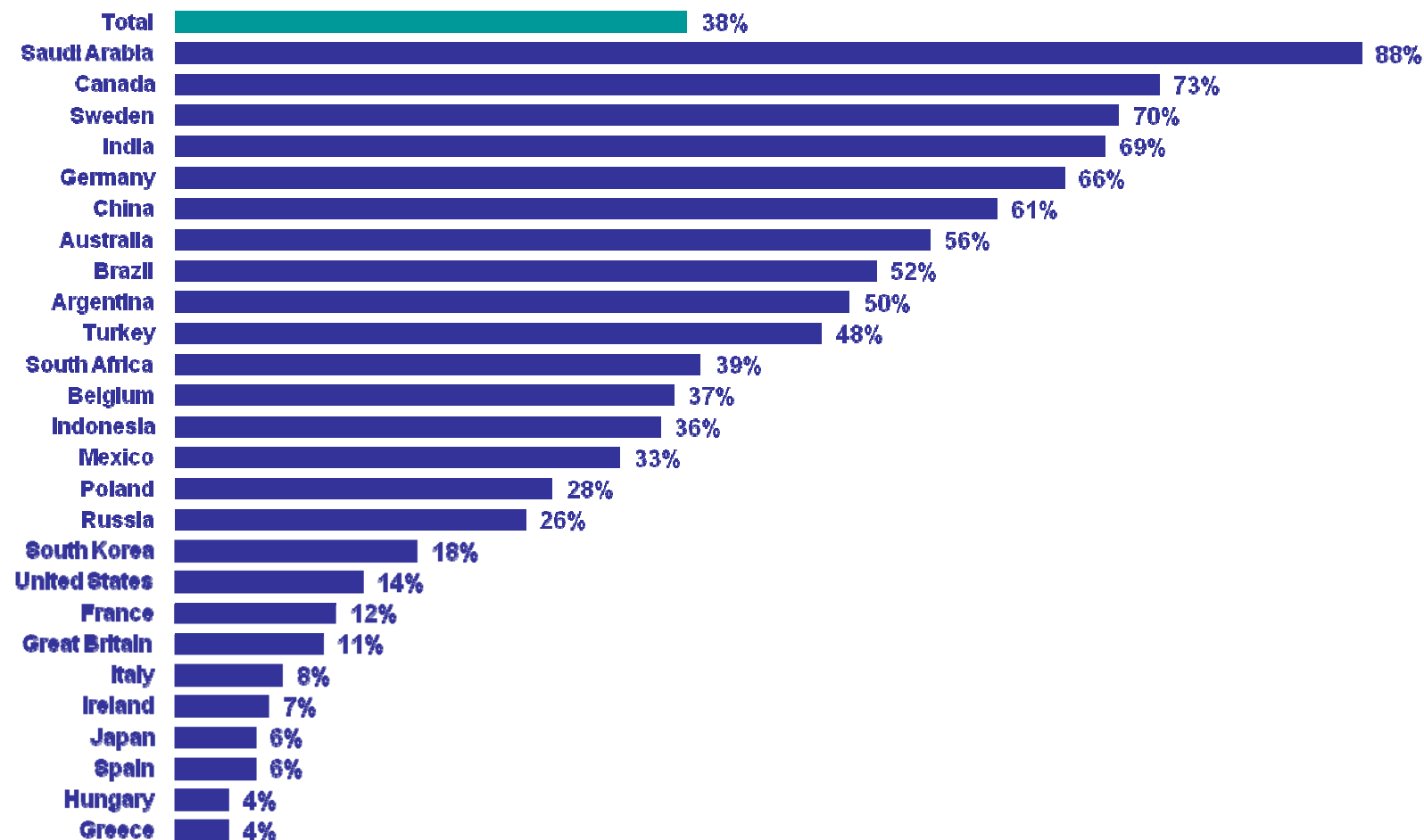


Detailed Tables B.3

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

% Very Good / Somewhat Good

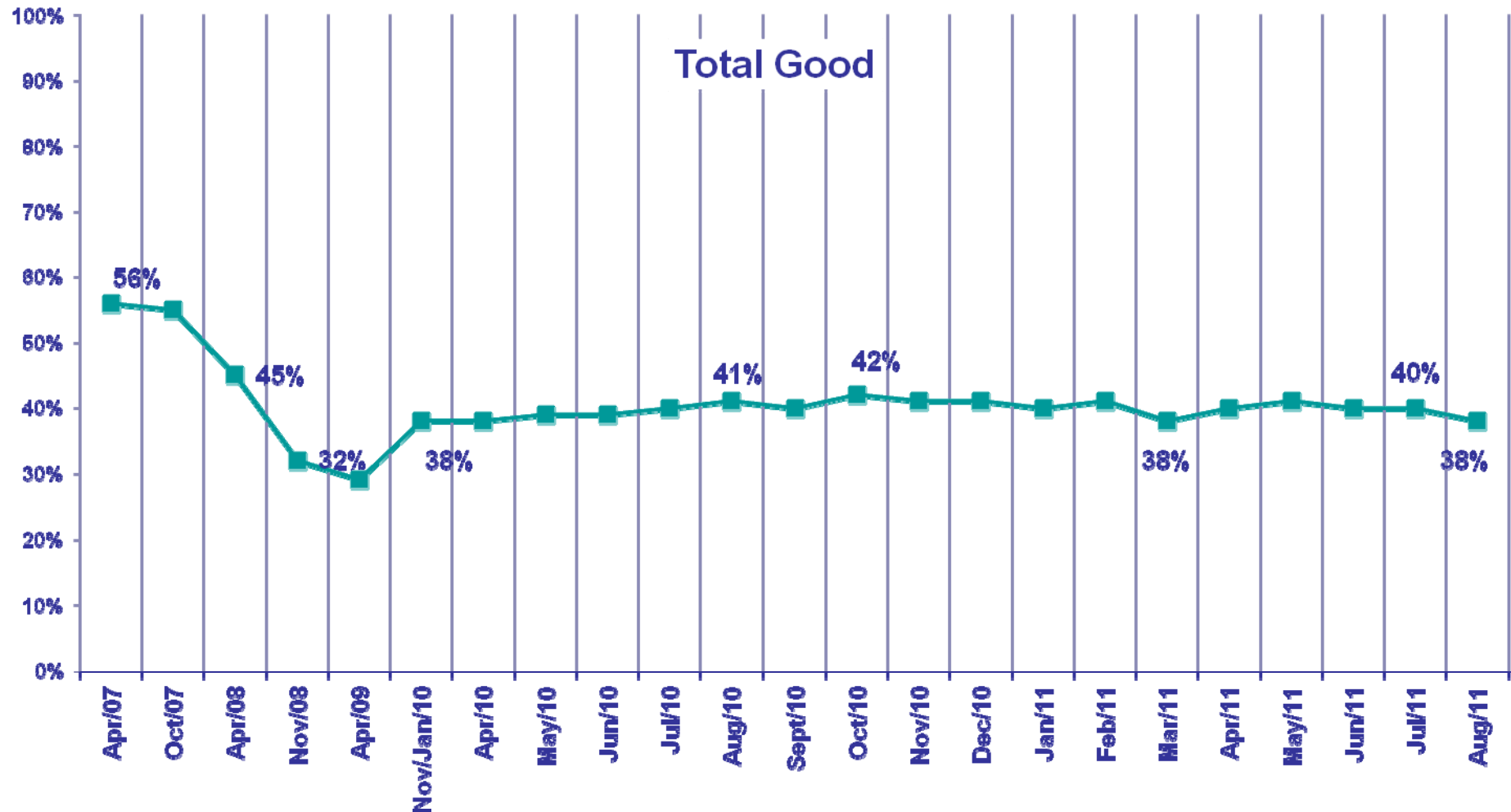


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

*Note that the total global average does not include this month's two ad-hoc countries: Greece and Ireland.

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

▼ 2



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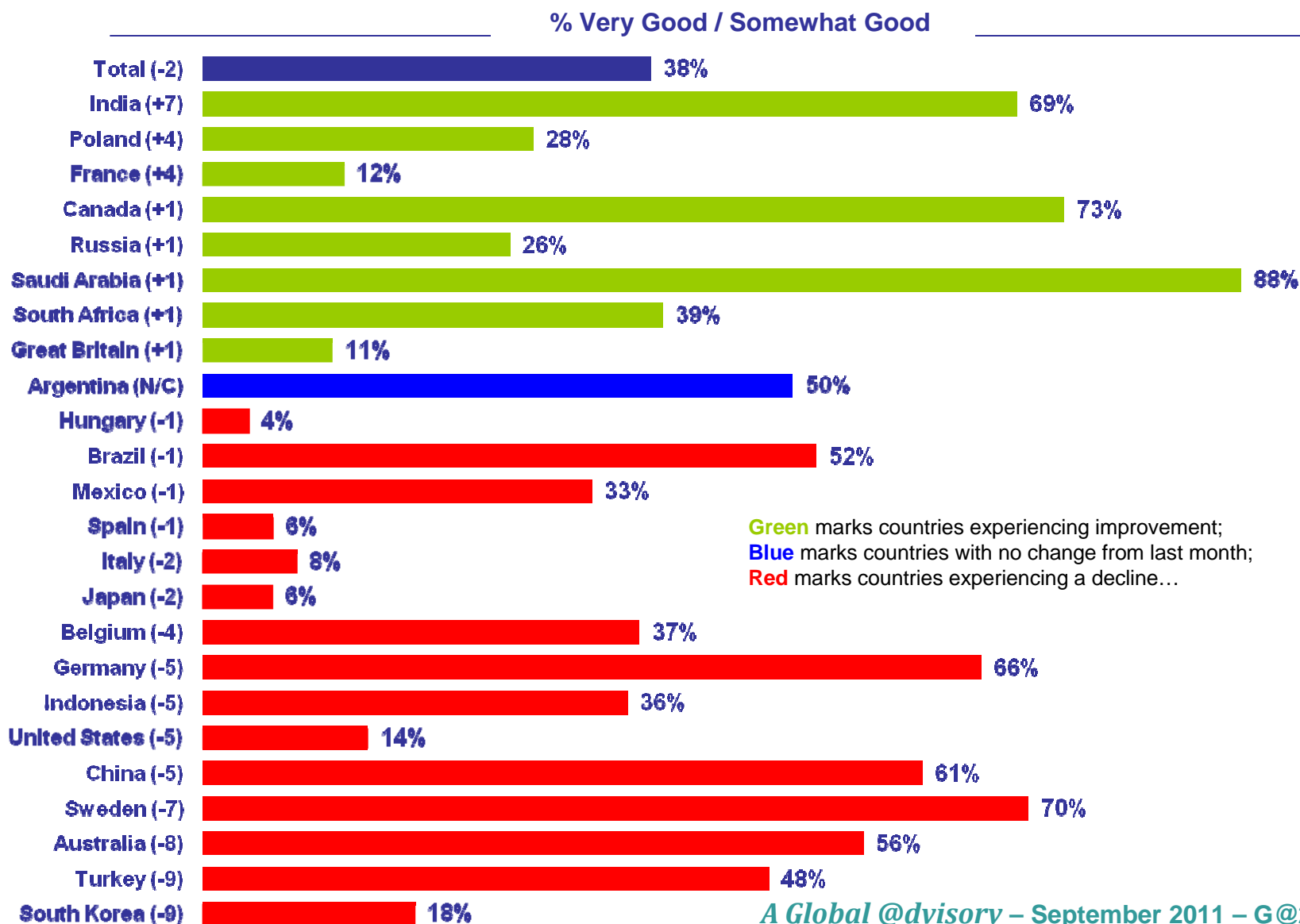
For All Countries Tracked: Citizens Assess the Current Economic Situation in their Country as “Good”

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?

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

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

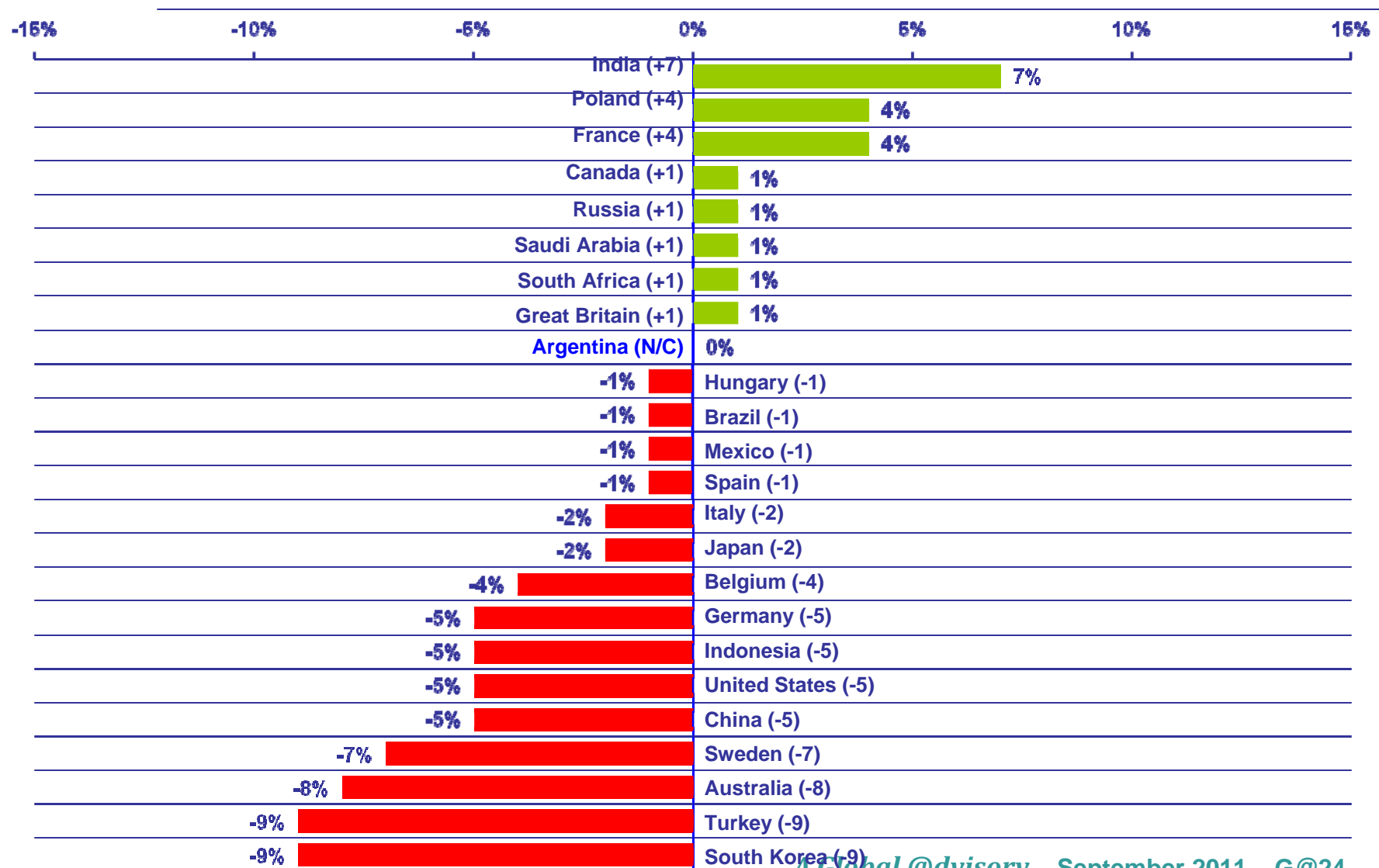
Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



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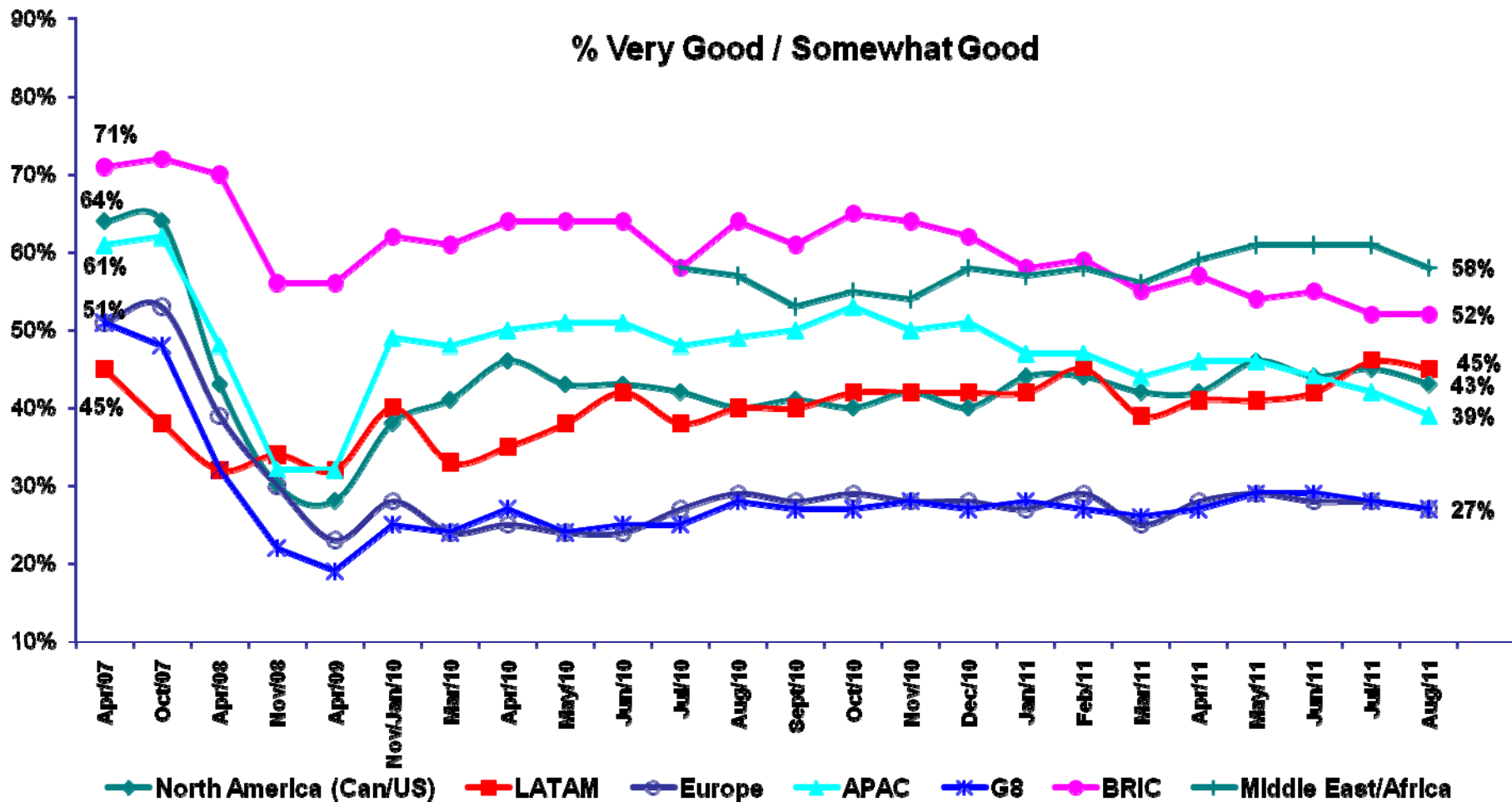
Countries Ranked by Net Improvement, Decline or No Change

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:



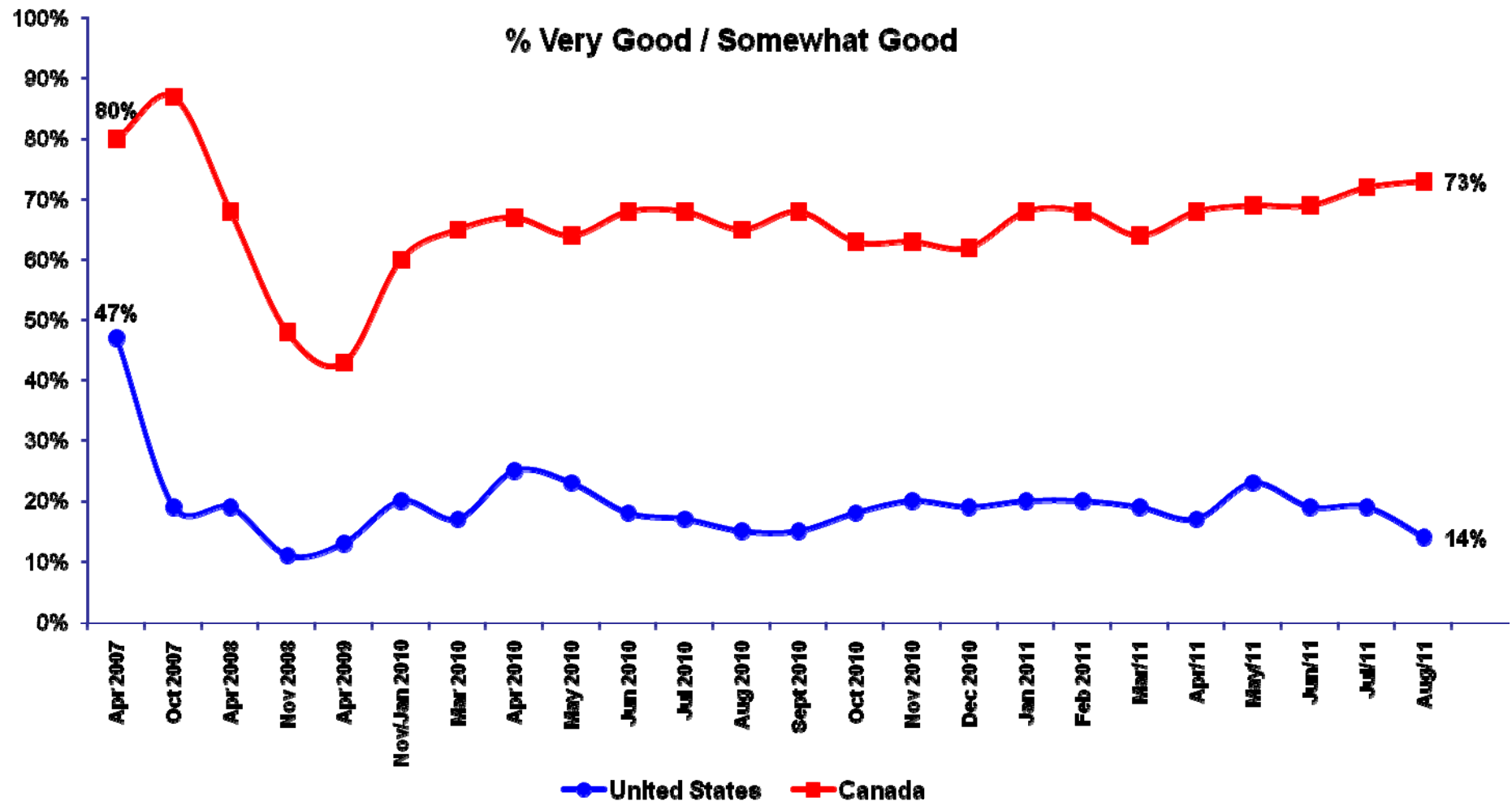
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

▼ 2



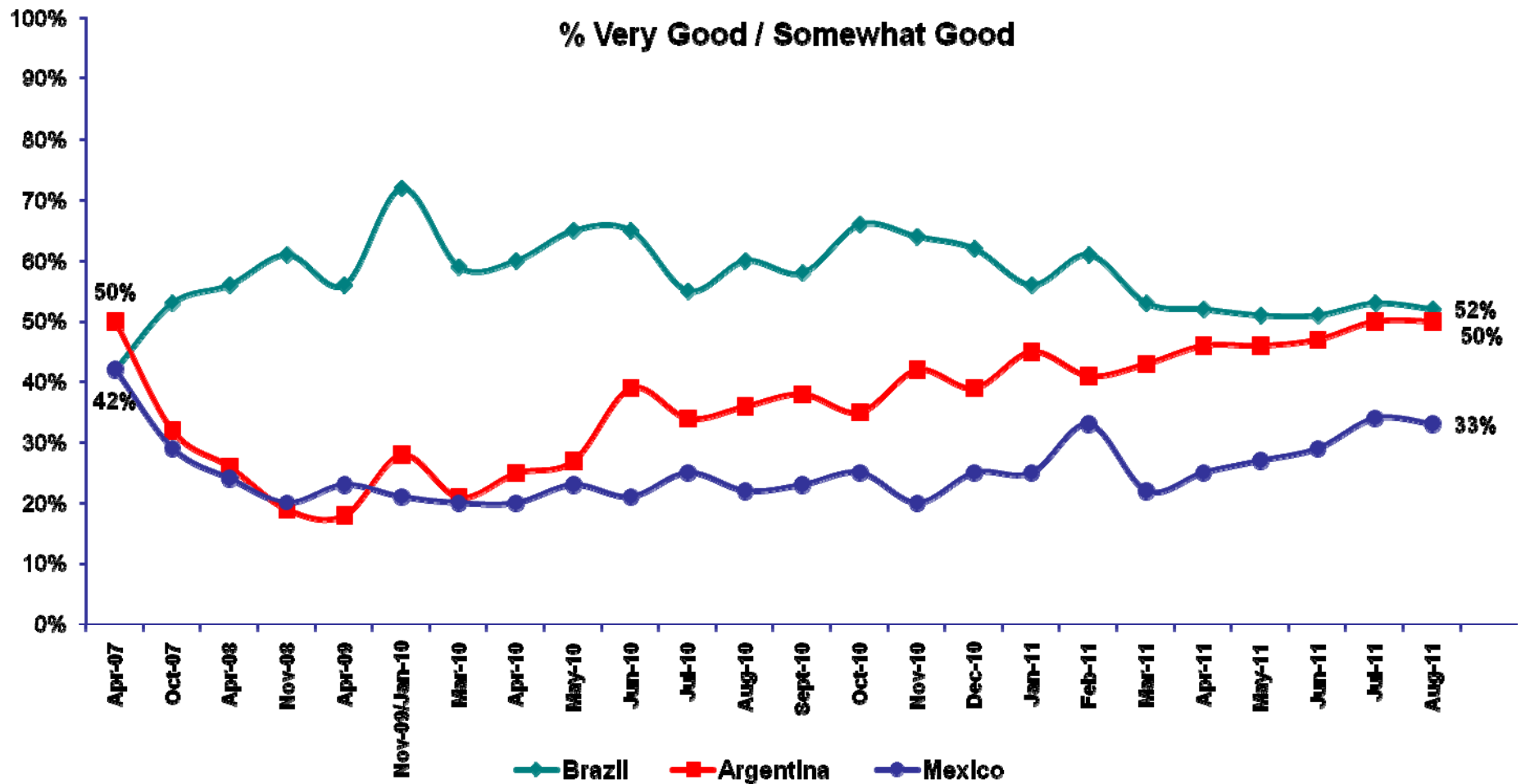
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

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LATAM Countries

Assessing the Current Economic Situation



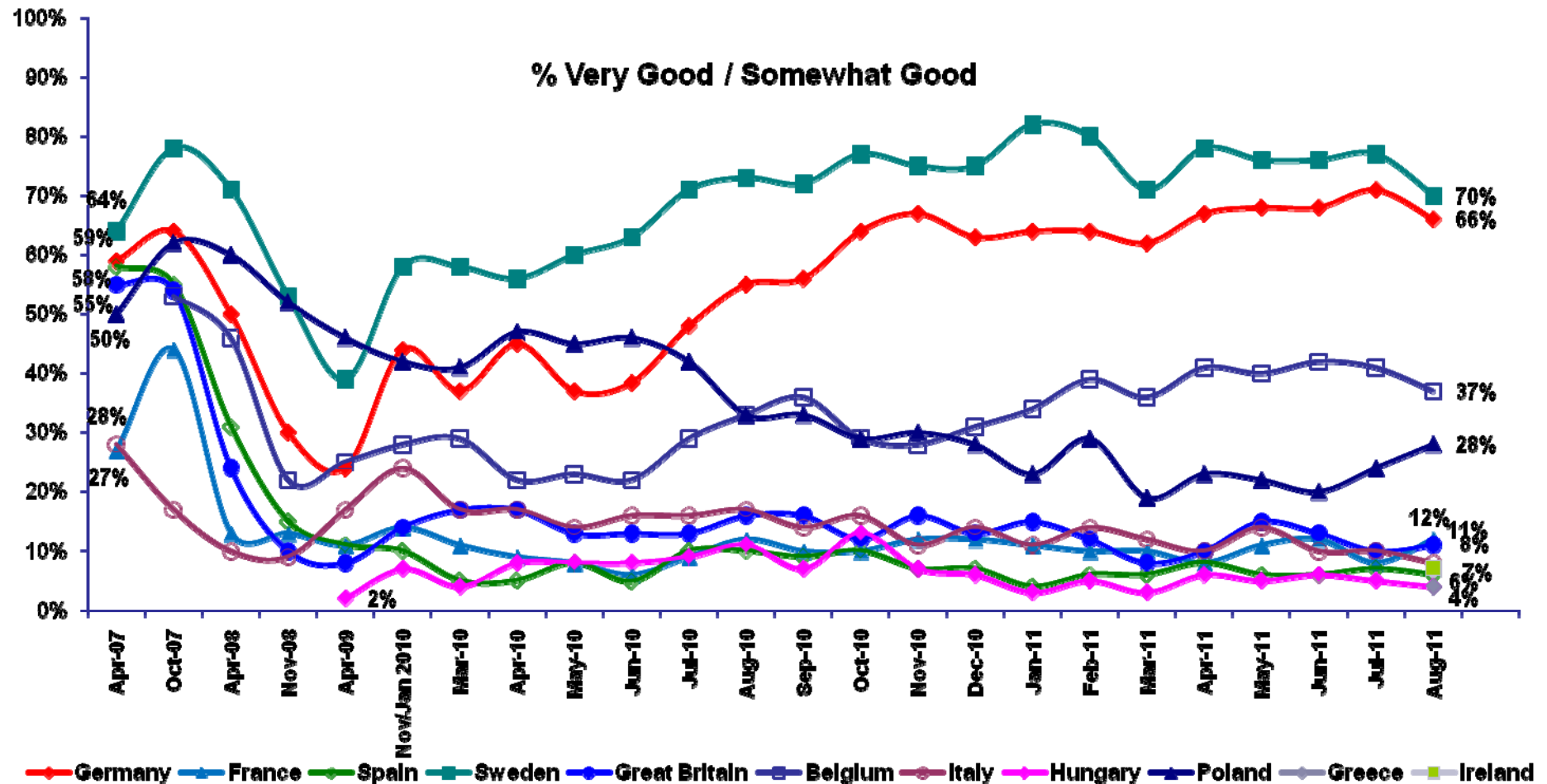
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

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European Countries

Assessing the Current Economic Situation



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

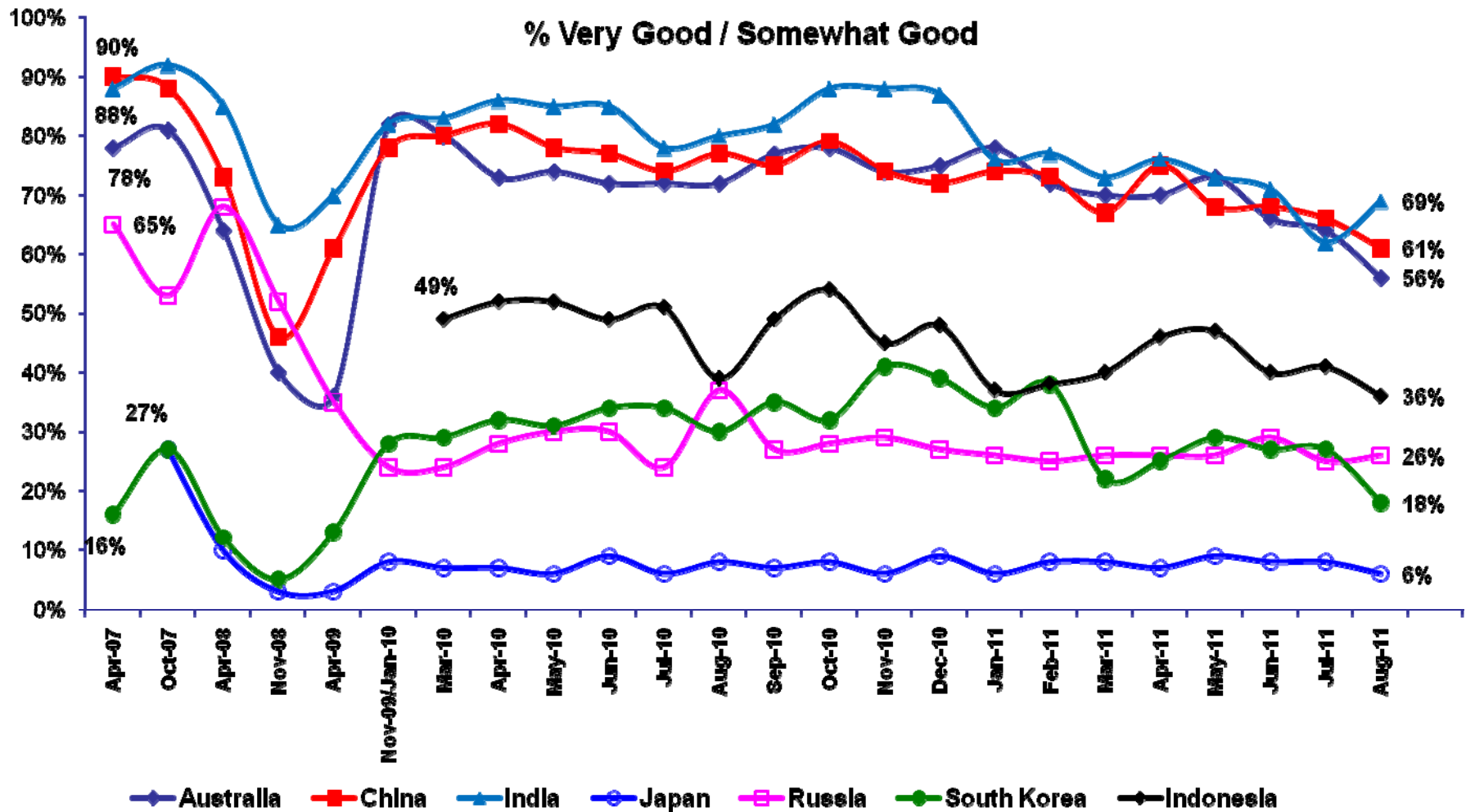
Is it very good, somewhat good, somewhat bad or very bad?

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APAC Countries

Assessing the Current Economic Situation

▼ 3



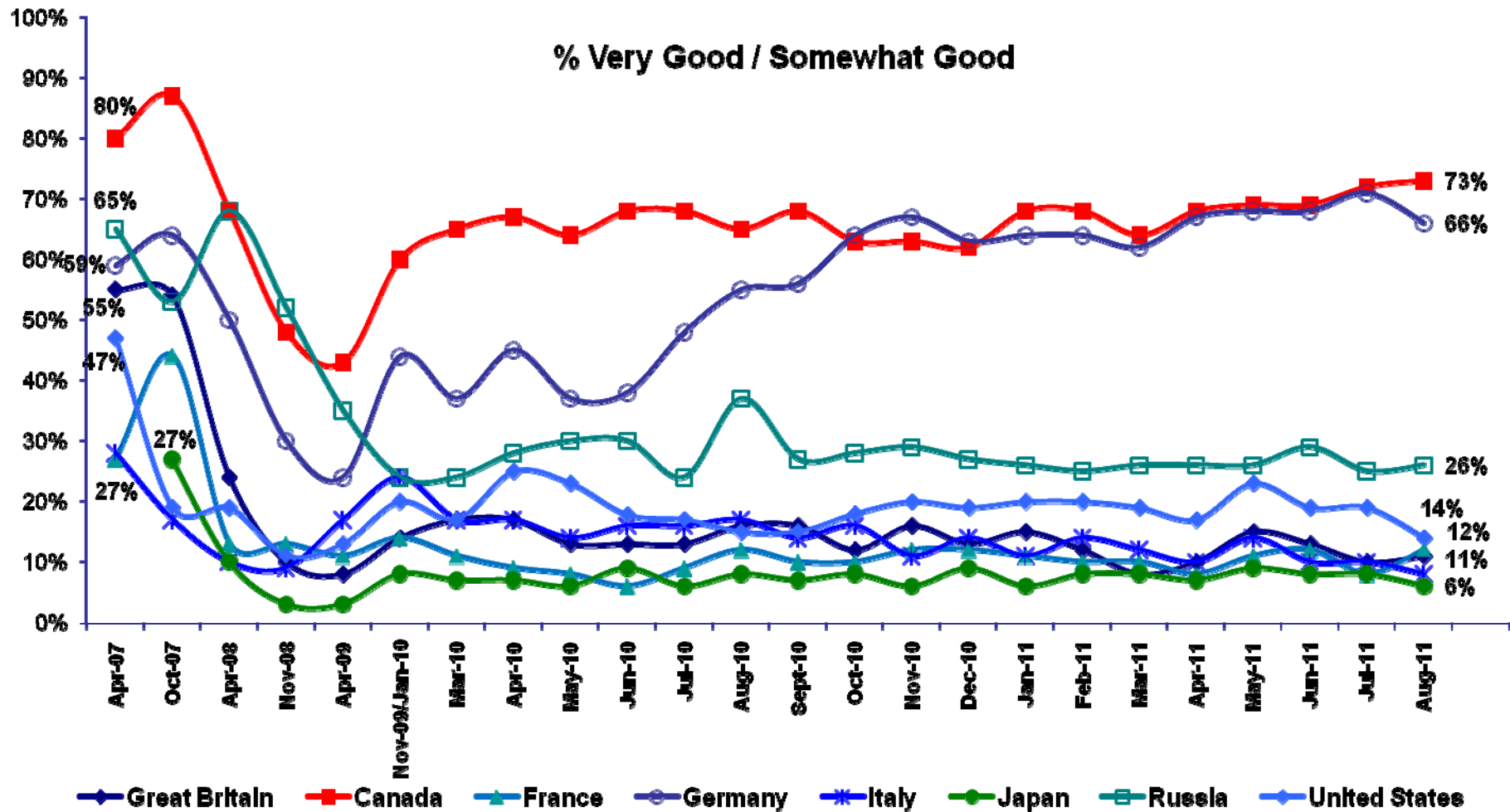
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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]?

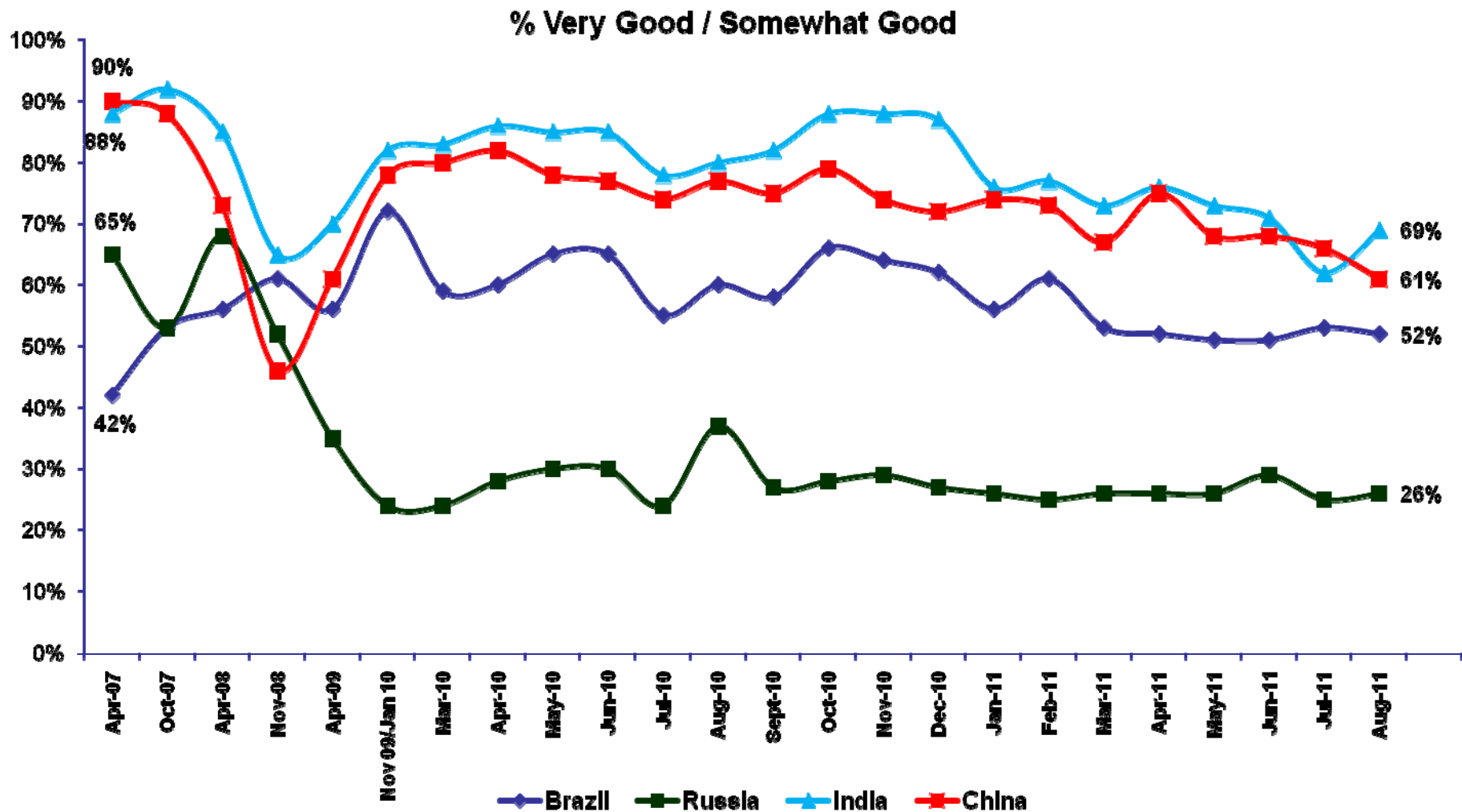
Is it very good, somewhat good, somewhat bad or very bad?

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BRIC Countries

Assessing the Economic Situation

N/C



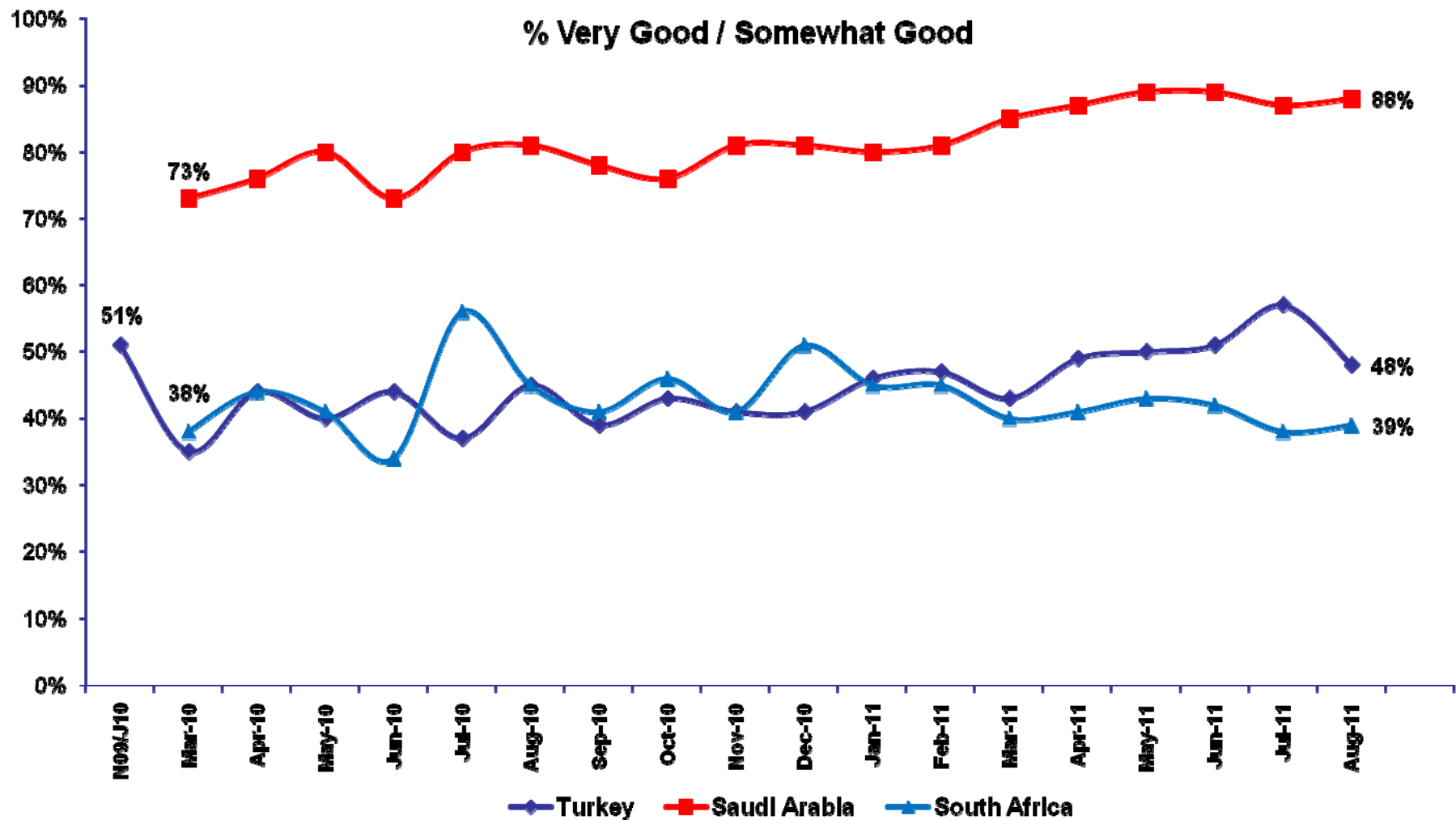
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

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Middle East/African Countries Assessing the Economic Situation

▼ 3



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...

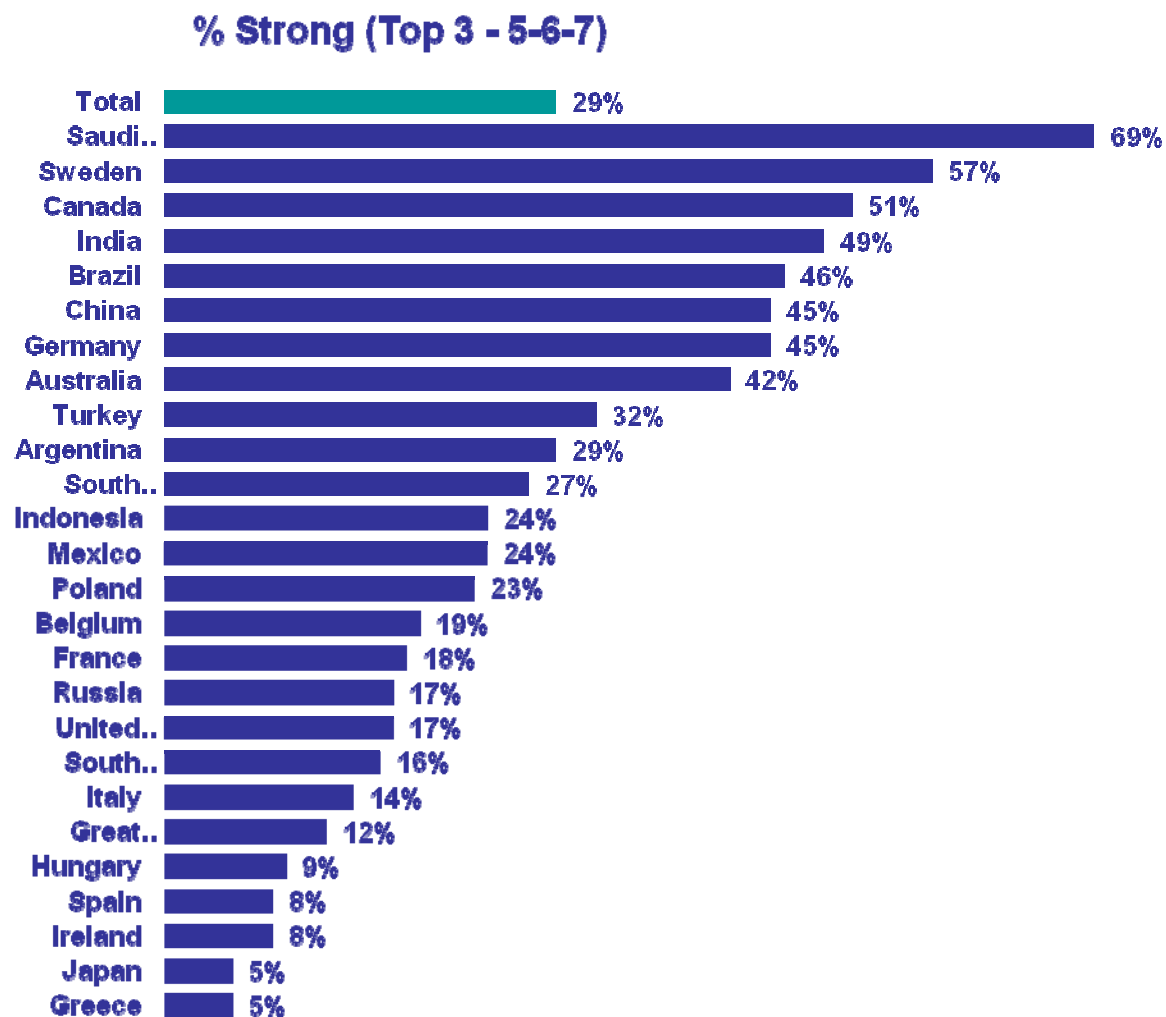
...In Their Local Area



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

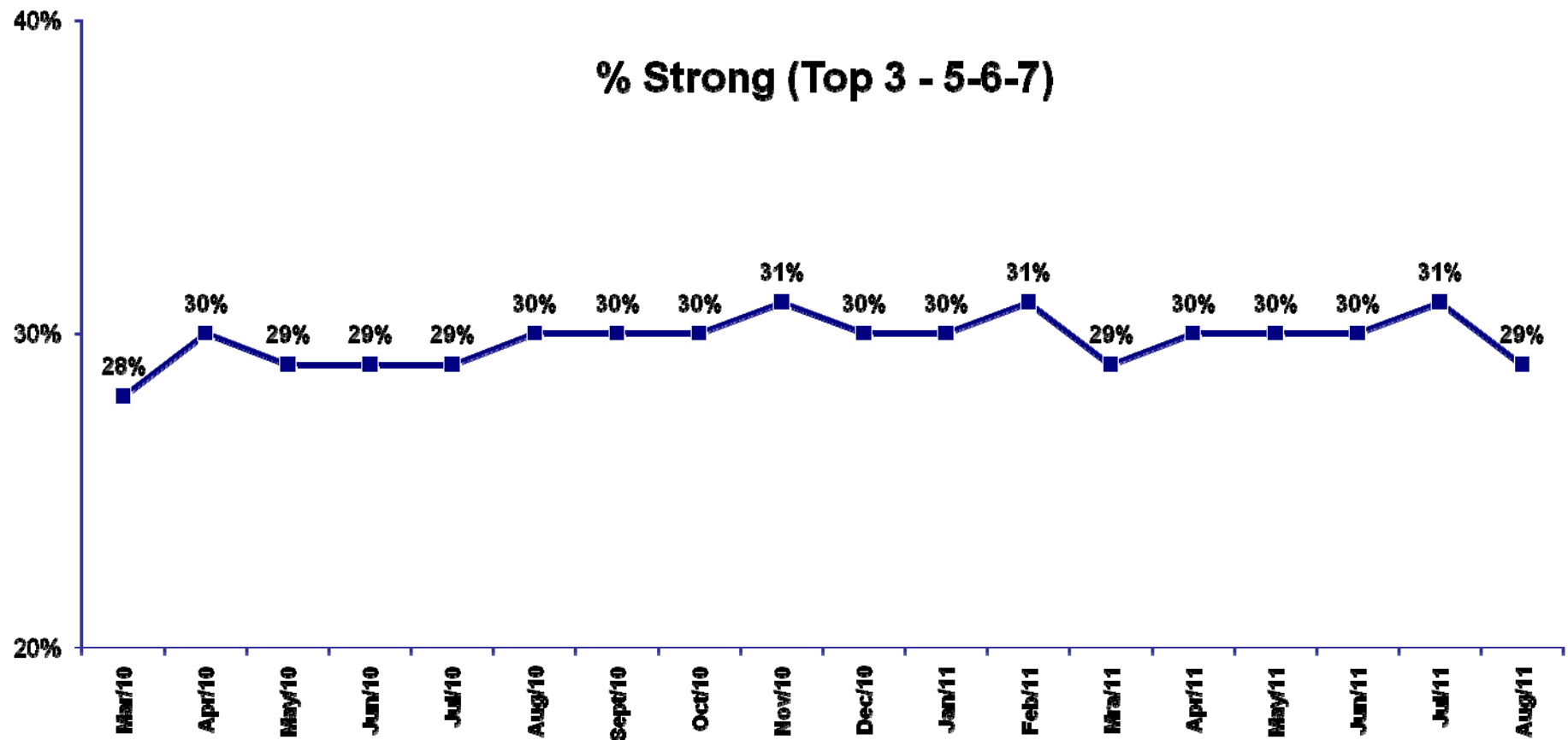


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy

*Note that the total global average does not include this month's two ad-hoc countries: Greece and Ireland.

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

▼ 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.

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

% Strong (Top 3 5-6-7)

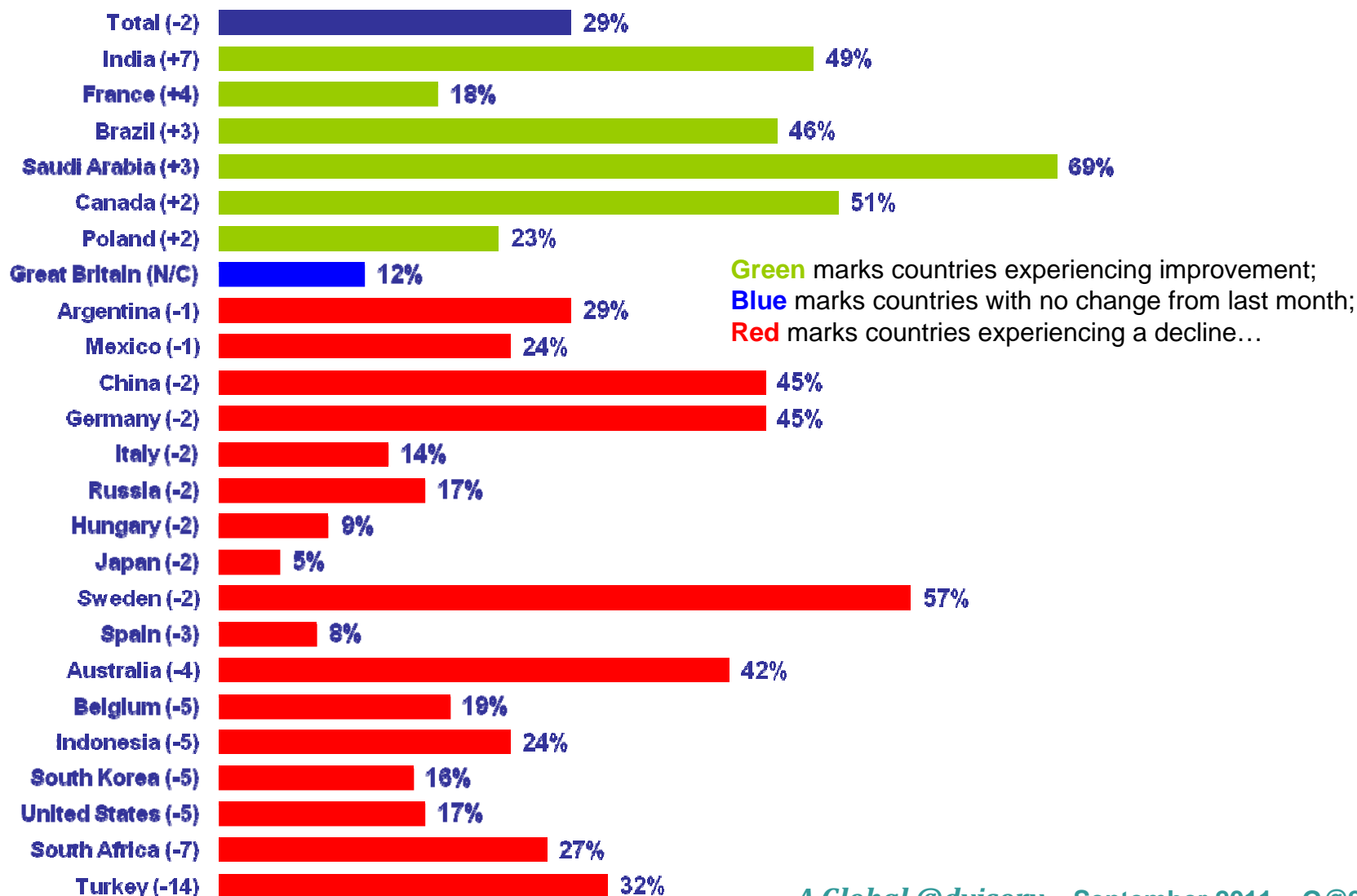
	Mar 2010	April 2010	May 2010	June 2010	July 2010	Aug 2010	Sept 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011	Jun 2011	Jul 2011	Aug 2011
Total	28%	30%	29%	29%	29%	30%	30%	30%	31%	30%	30%	31%	29%	30%	30%	30%	31%	29%
Argentina	19%	19%	15%	23%	20%	25%	26%	21%	28%	28%	30%	28%	26%	30%	28%	31%	30%	29%
Australia	56%	55%	55%	50%	52%	52%	53%	57%	53%	55%	60%	54%	53%	51%	50%	46%	46%	42%
Belgium	15%	11%	11%	12%	14%	20%	19%	17%	21%	16%	20%	30%	23%	27%	26%	25%	24%	19%
Brazil	38%	48%	48%	51%	41%	46%	45%	50%	47%	51%	42%	47%	41%	39%	42%	41%	43%	46%
Canada	44%	47%	45%	46%	47%	46%	48%	43%	46%	42%	49%	49%	46%	49%	49%	51%	49%	51%
China	61%	57%	58%	55%	58%	59%	59%	63%	59%	55%	56%	57%	56%	56%	51%	49%	47%	45%
France	14%	14%	12%	11%	14%	15%	13%	14%	14%	12%	14%	15%	16%	14%	16%	16%	14%	18%
Germany	27%	25%	26%	29%	30%	33%	35%	39%	43%	43%	40%	43%	38%	46%	46%	47%	47%	45%
Great Britain	16%	19%	13%	12%	15%	15%	15%	13%	16%	15%	15%	14%	12%	14%	17%	17%	12%	12%
Hungary	11%	13%	11%	13%	10%	14%	11%	15%	11%	9%	12%	10%	9%	12%	10%	12%	11%	9%
India	61%	62%	61%	63%	53%	56%	61%	61%	67%	60%	51%	55%	52%	52%	47%	50%	42%	49%
Indonesia	37%	30%	34%	26%	30%	26%	29%	33%	31%	32%	25%	23%	30%	27%	33%	27%	29%	24%
Italy	18%	19%	17%	18%	18%	19%	18%	17%	15%	18%	14%	18%	16%	16%	18%	17%	16%	14%
Japan	4%	5%	5%	5%	4%	5%	5%	5%	5%	6%	4%	5%	5%	5%	7%	6%	7%	5%
Mexico	20%	22%	24%	24%	19%	18%	18%	18%	15%	17%	22%	21%	17%	18%	18%	19%	25%	24%
Poland	29%	30%	30%	28%	30%	31%	29%	21%	25%	22%	19%	21%	19%	23%	17%	21%	21%	23%
Russia	23%	22%	25%	23%	24%	30%	24%	26%	24%	19%	20%	16%	17%	21%	18%	18%	19%	17%
Saudi Arabia	49%	53%	51%	48%	55%	58%	57%	47%	50%	58%	57%	55%	62%	63%	61%	63%	66%	69%
South Africa	26%	35%	28%	27%	34%	28%	26%	27%	26%	30%	34%	29%	22%	23%	28%	34%	34%	27%
South Korea	16%	20%	22%	21%	18%	22%	22%	23%	26%	28%	23%	25%	16%	19%	21%	18%	21%	16%
Spain	13%	8%	8%	10%	13%	10%	10%	10%	11%	10%	9%	9%	9%	10%	9%	8%	11%	8%
Sweden	44%	46%	47%	49%	46%	53%	54%	54%	58%	55%	53%	57%	51%	54%	47%	52%	59%	57%
Turkey	29%	31%	26%	32%	30%	25%	29%	34%	27%	30%	32%	33%	33%	33%	35%	38%	46%	32%
United States	20%	21%	21%	21%	20%	17%	16%	19%	20%	20%	19%	24%	18%	18%	19%	18%	22%	17%

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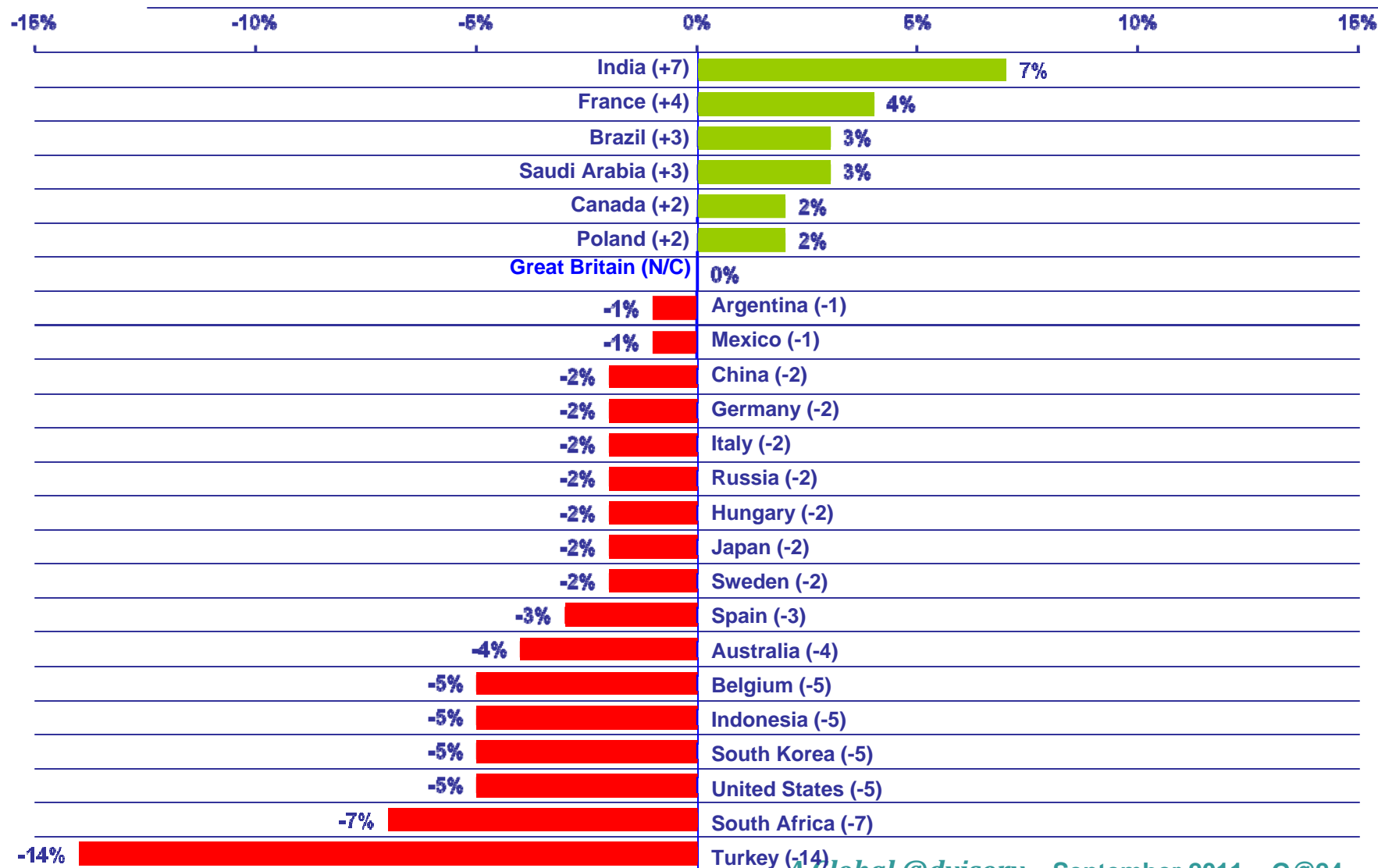
Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):

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...

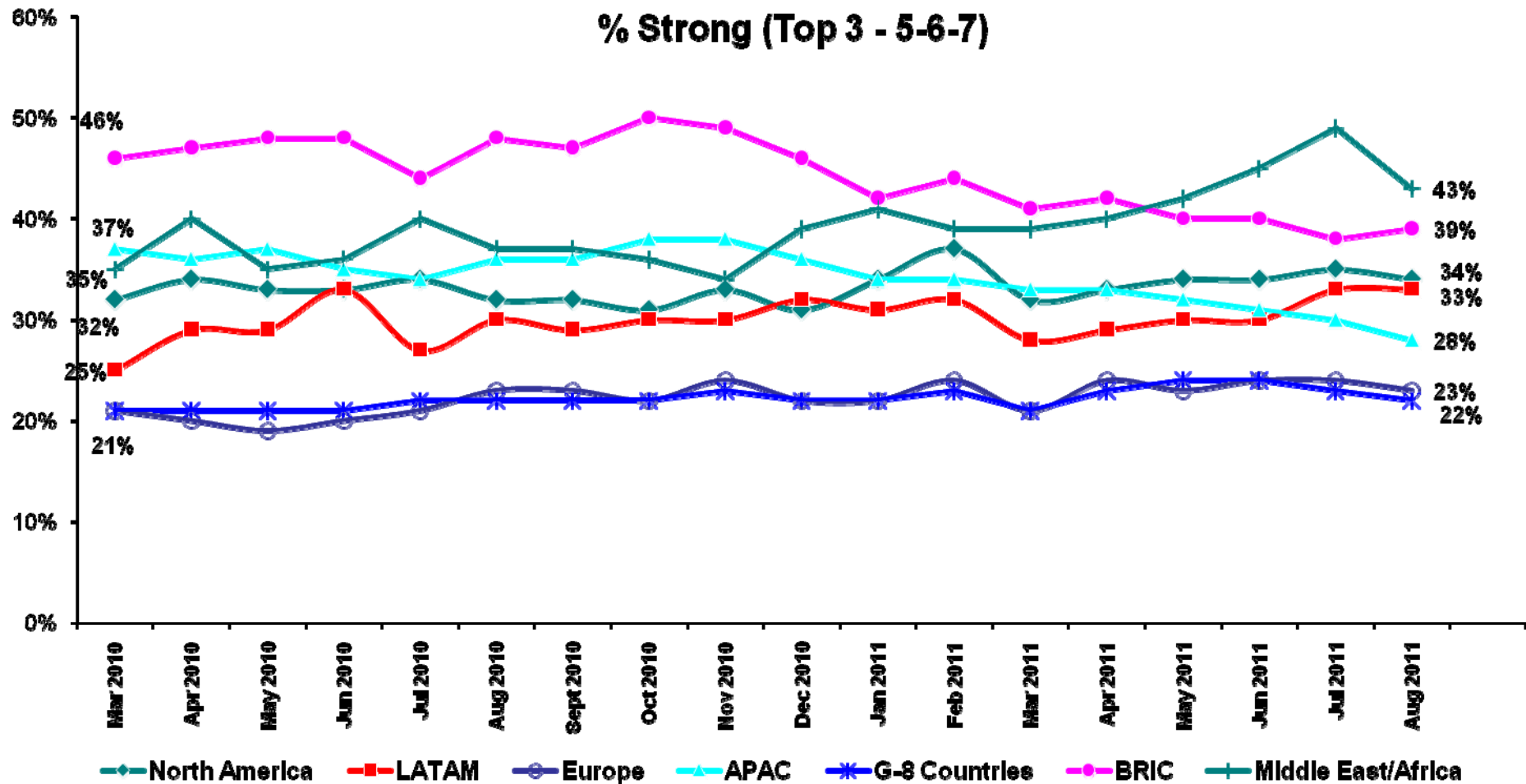


Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:

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

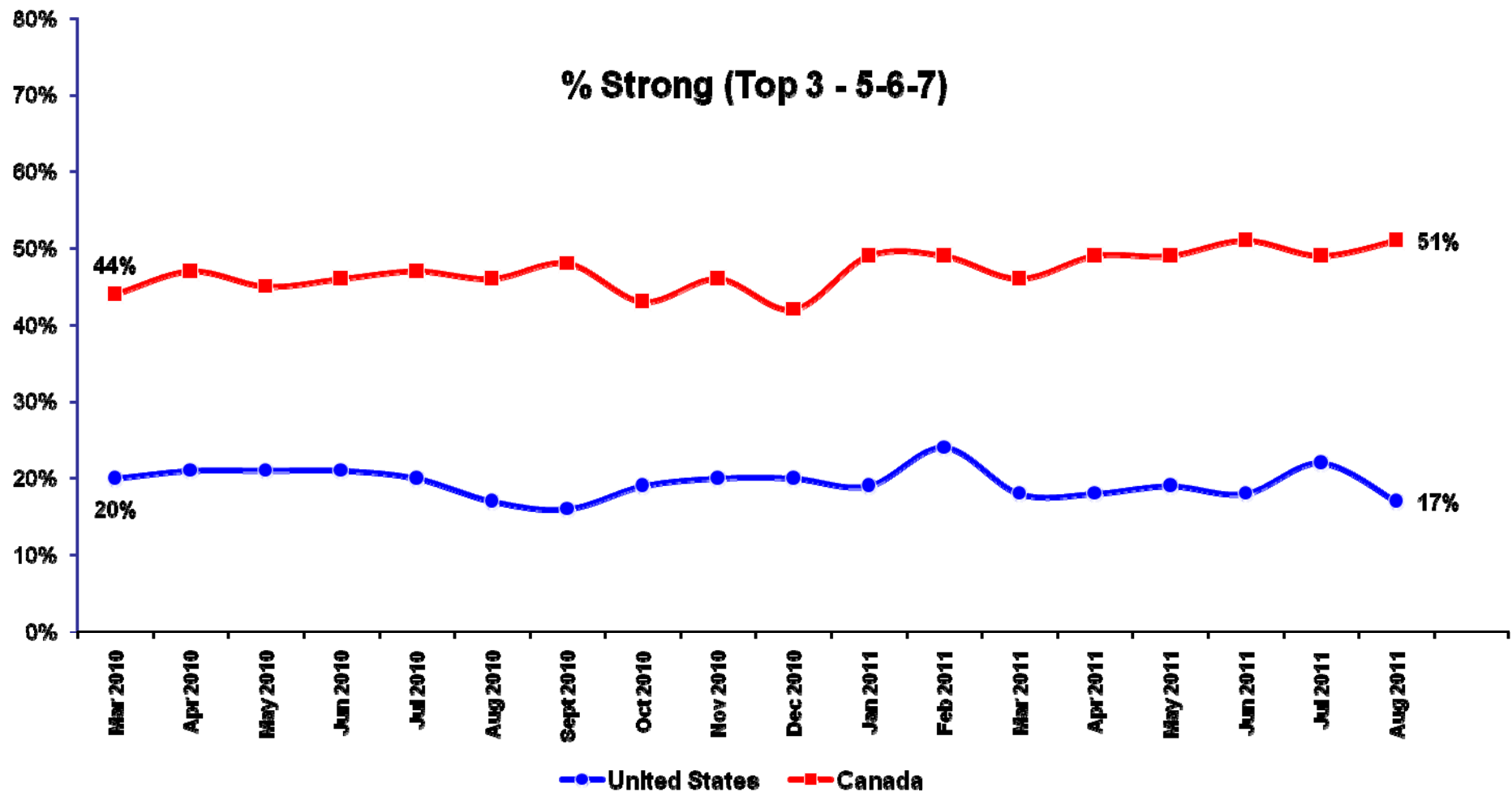


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

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North American Countries

Assess the Strength of Their Local Economy

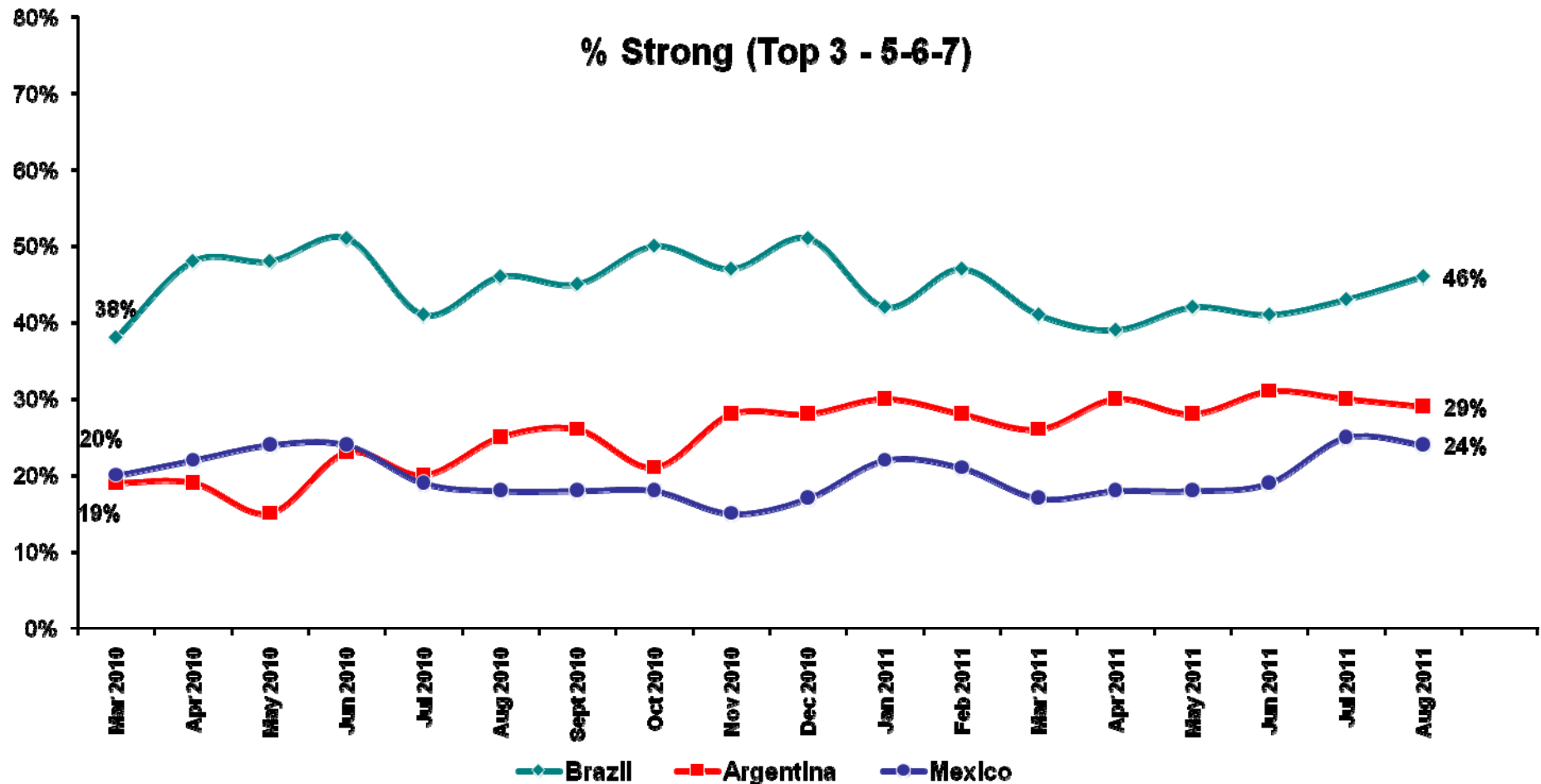


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

LATAM Countries

Assess the Strength of Their Local Economy

N/C

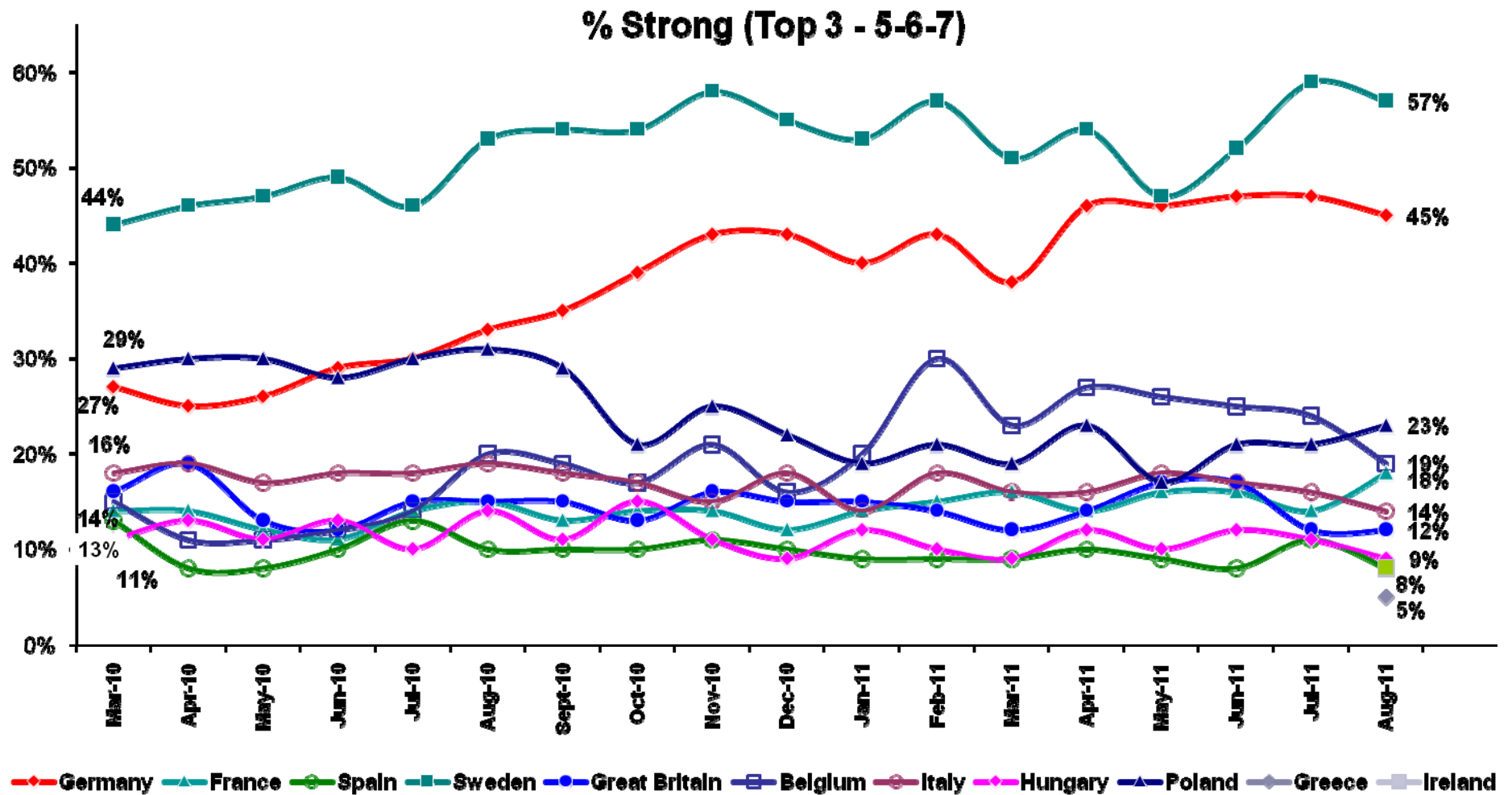


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

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European Countries

Assess the Strength of Their Local Economy

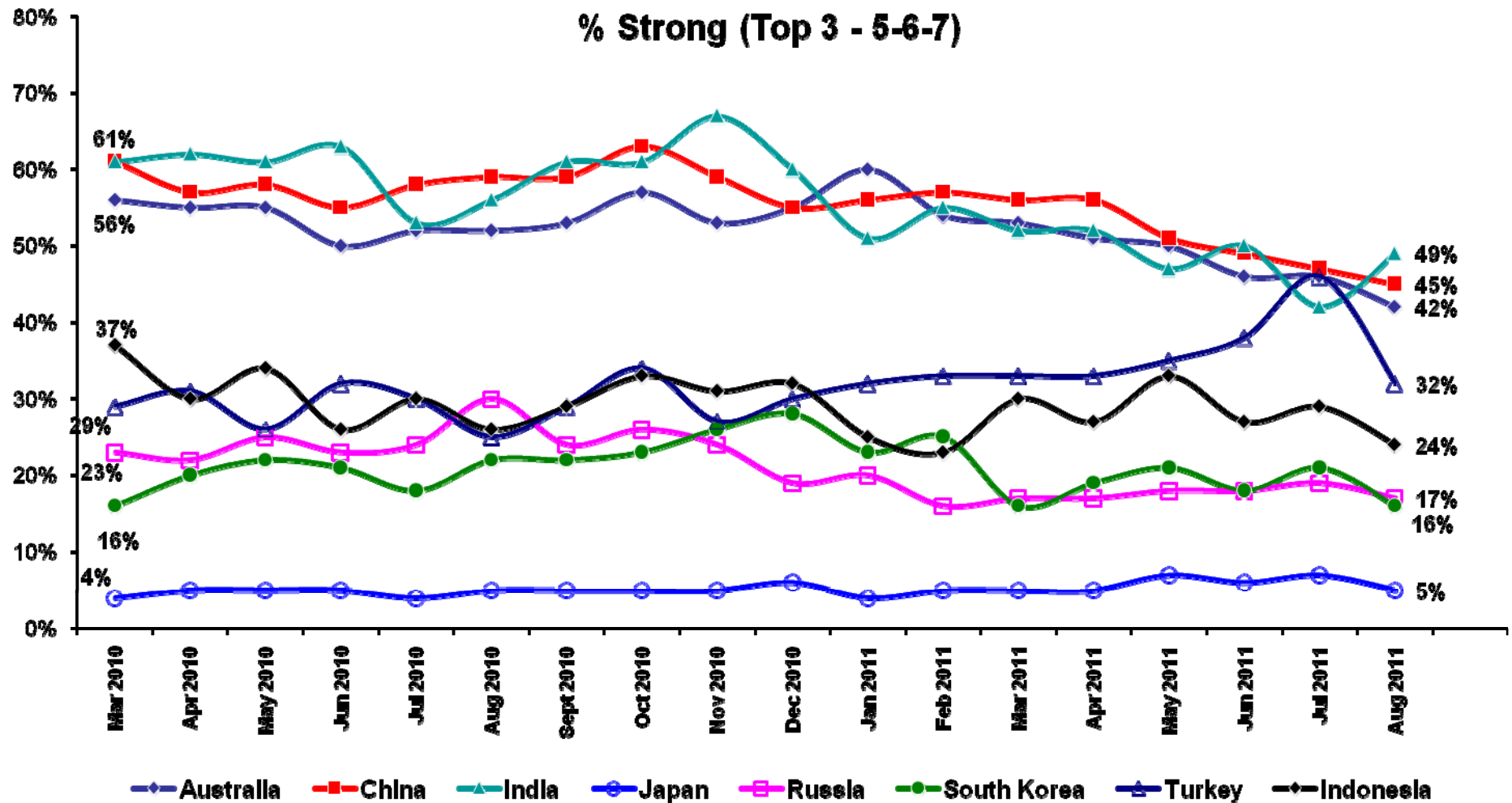


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

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APAC Countries

Assess the Strength of Their Local Economy

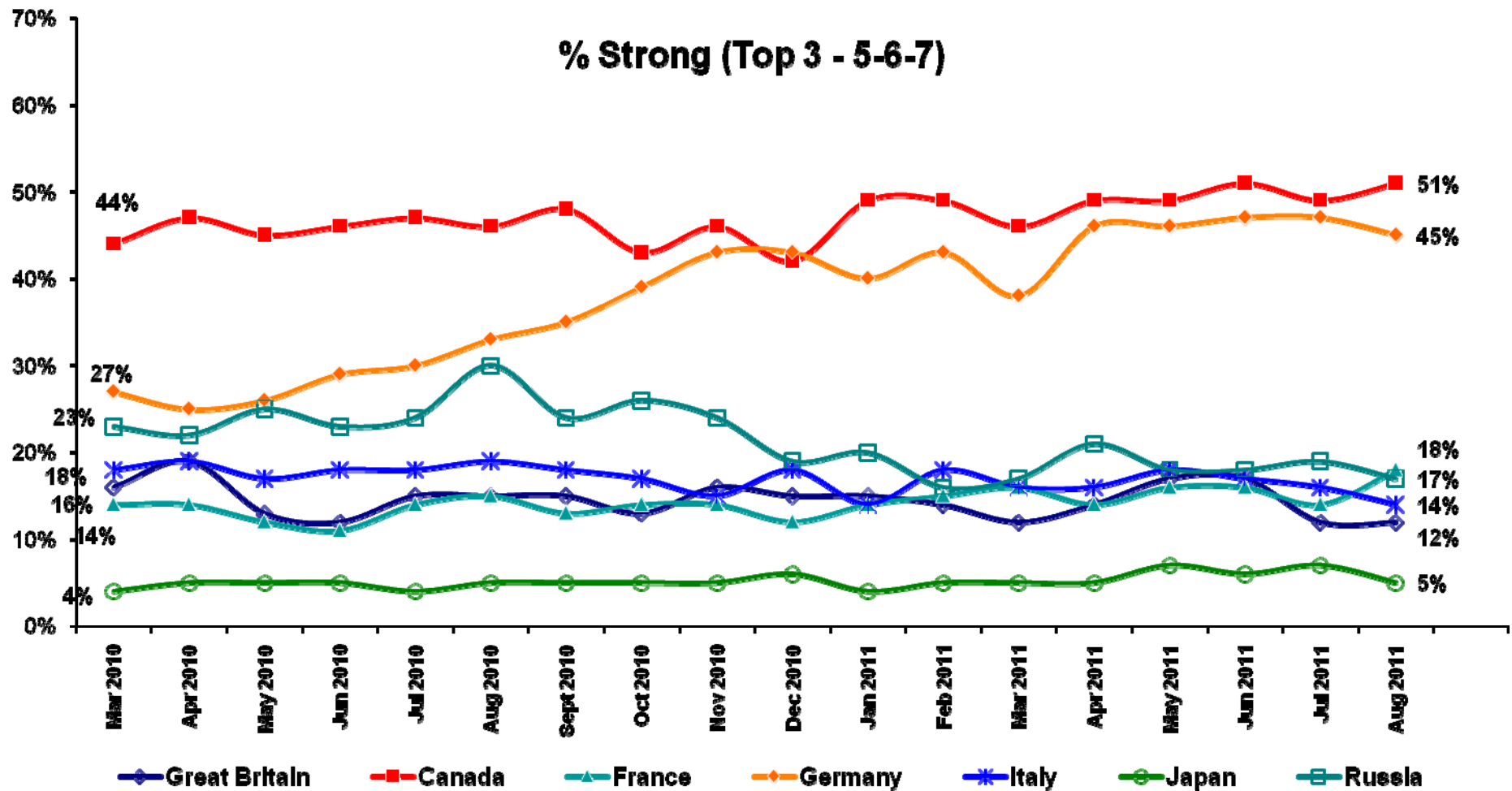


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

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G8 Countries

Assess the Strength of Their Local Economy



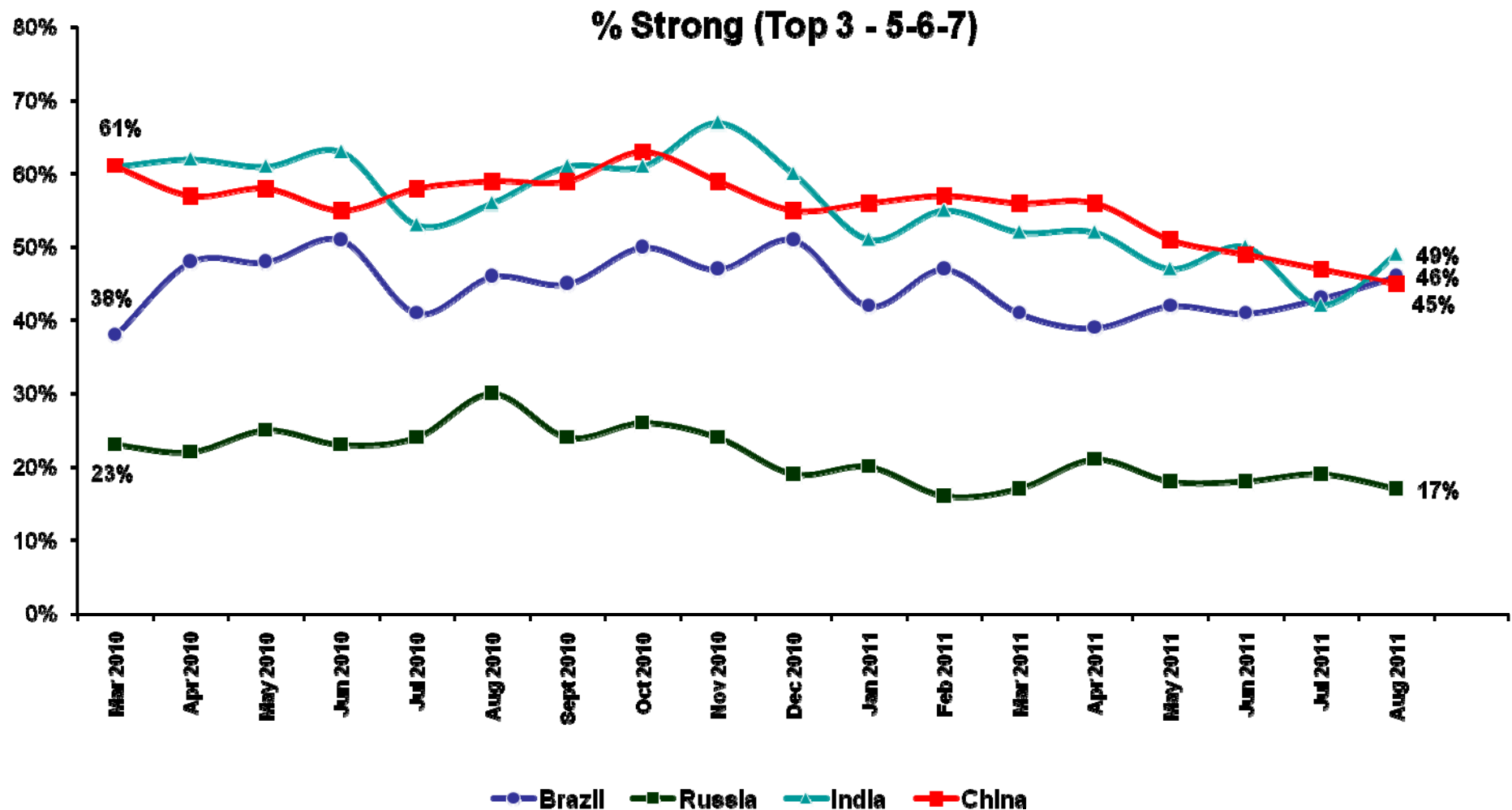
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

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BRIC Countries

Assess the Strength of Their Local Economy

▲ 1



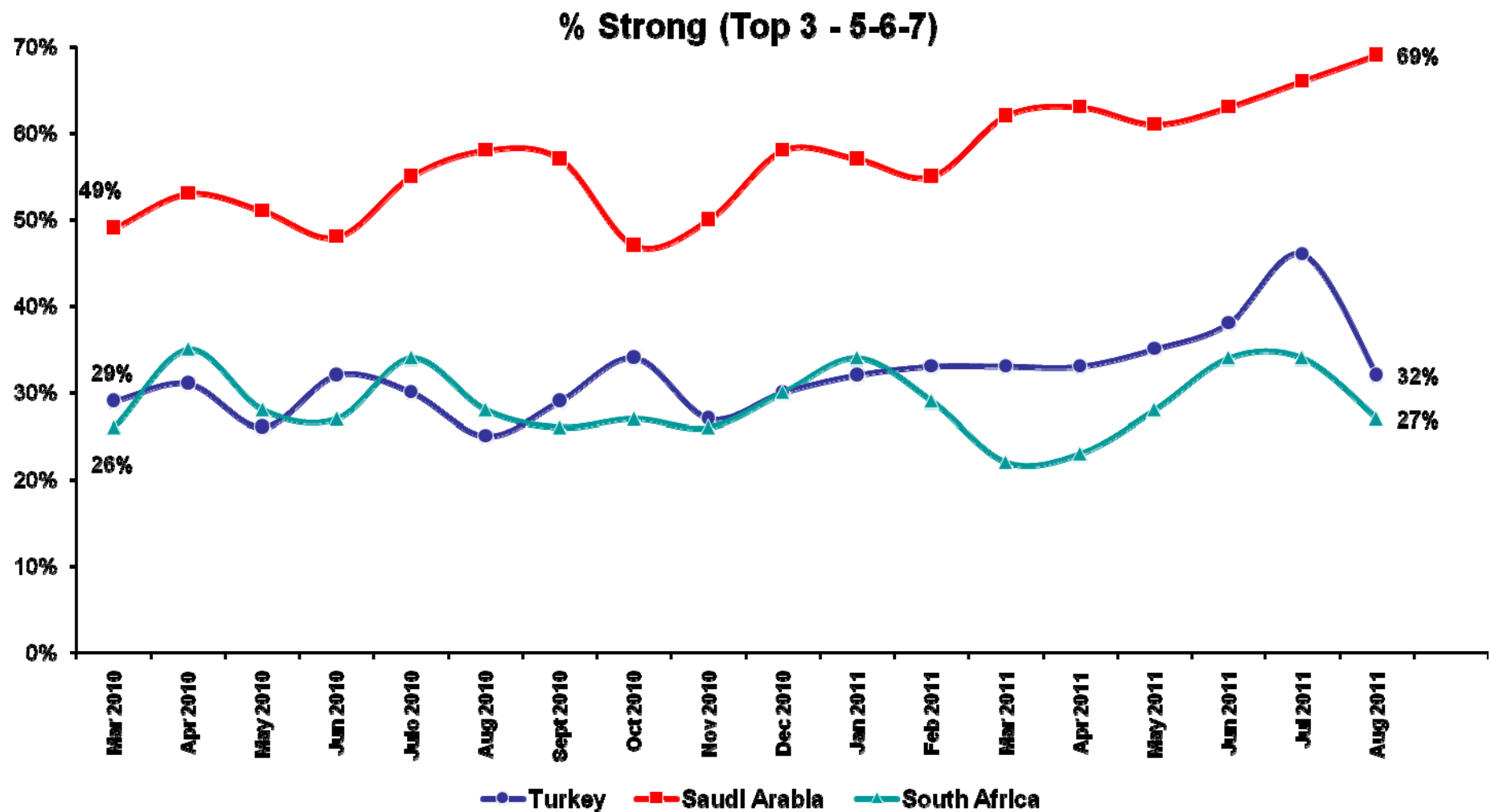
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

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Middle East/ African Countries

Assess the Strength of Their Local Economy

▼ 6



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...

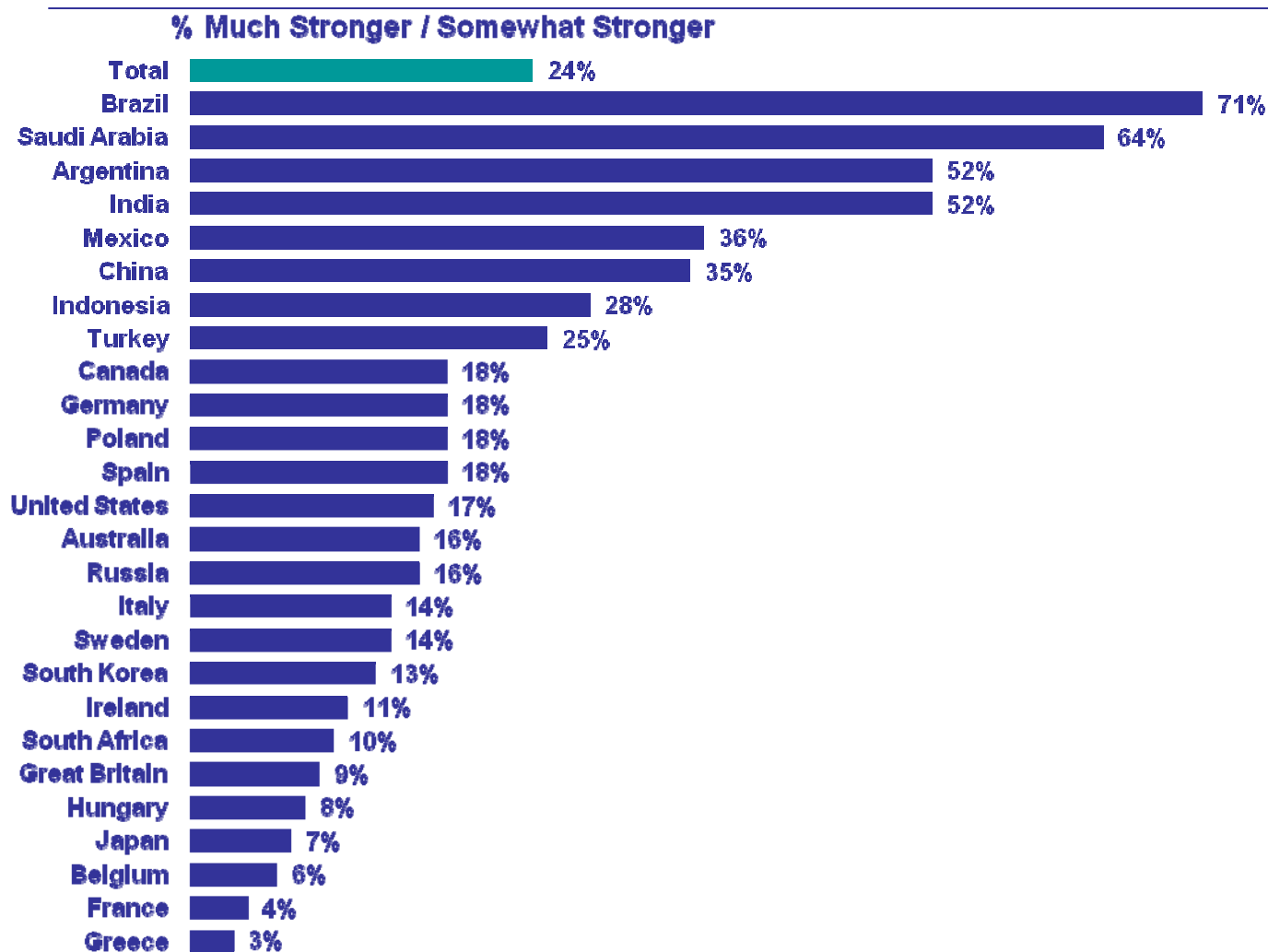
...Six Months From Now



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 6 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?

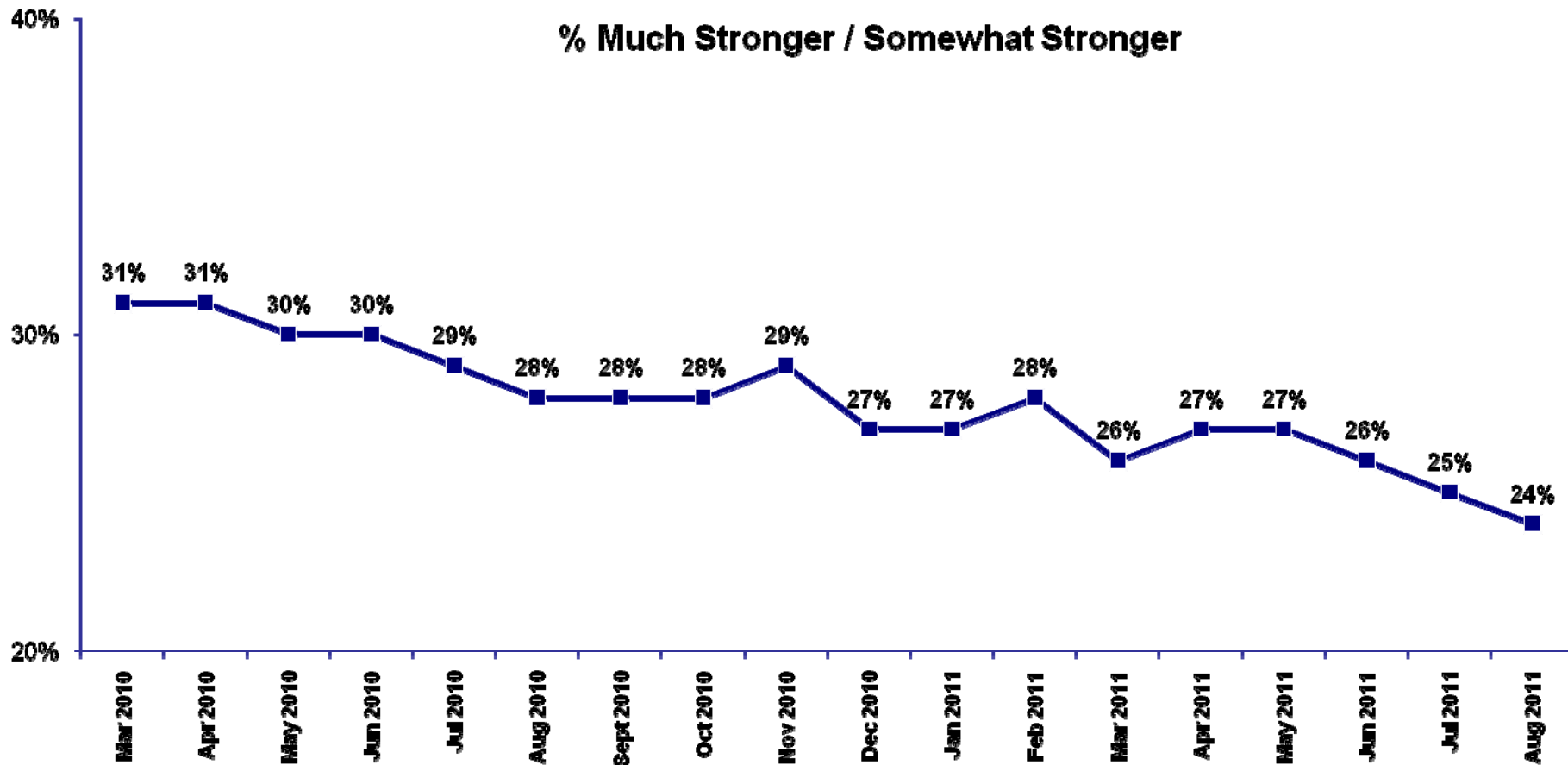
*Note that the total global average does not include this month's two ad-hoc countries: Greece and Ireland.

Citizen Consumers Who Say 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?

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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

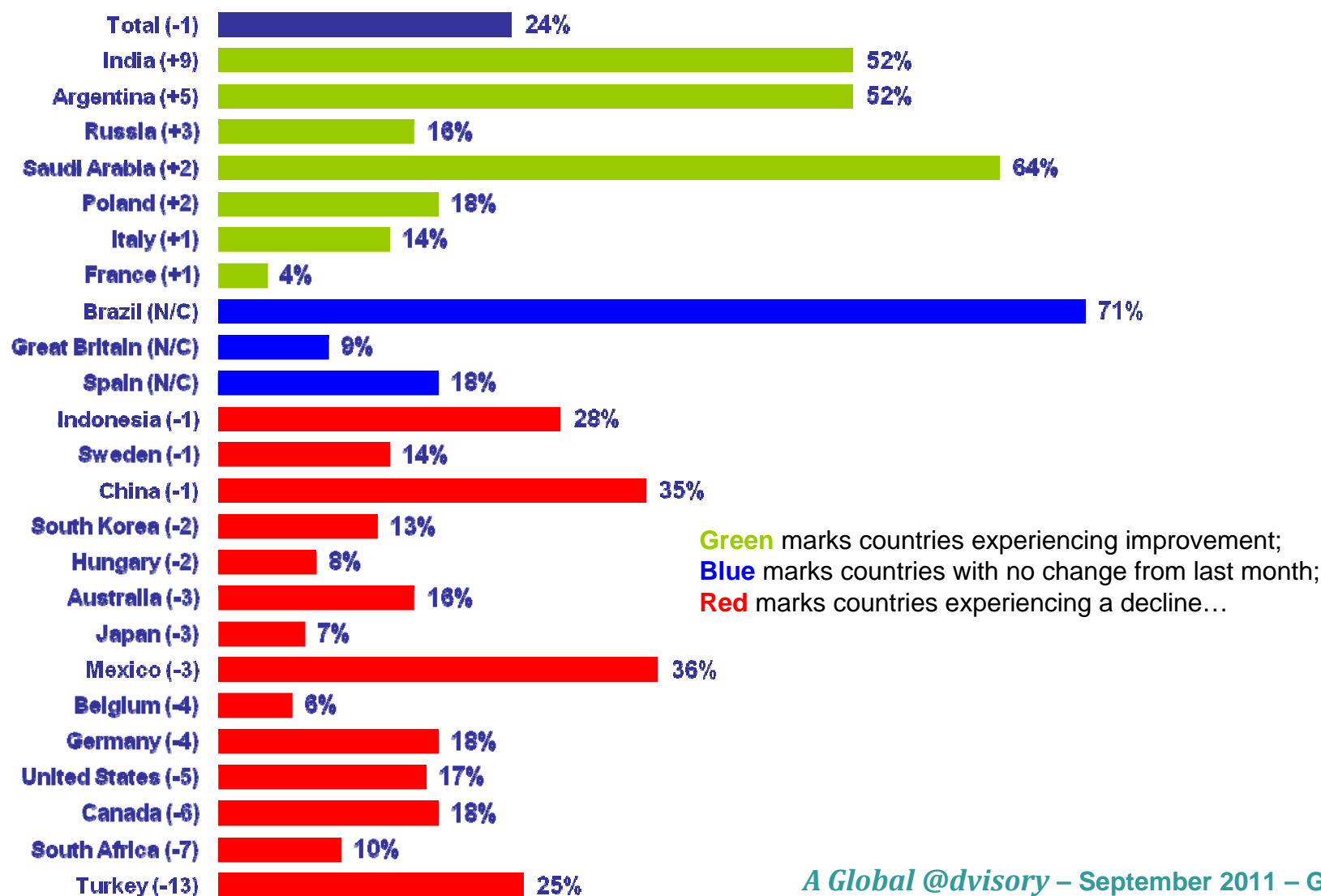
	Mar 2010	April 2010	May 2010	June 2010	July 2010	Aug 2010	Sept 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011	Jun 2011	Jul 2011	Aug 2011
Total	31%	31%	30%	30%	29%	28%	28%	28%	29%	27%	27%	28%	26%	27%	27%	26%	25%	24%
Argentina	32%	36%	35%	45%	36%	45%	42%	39%	44%	43%	42%	44%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

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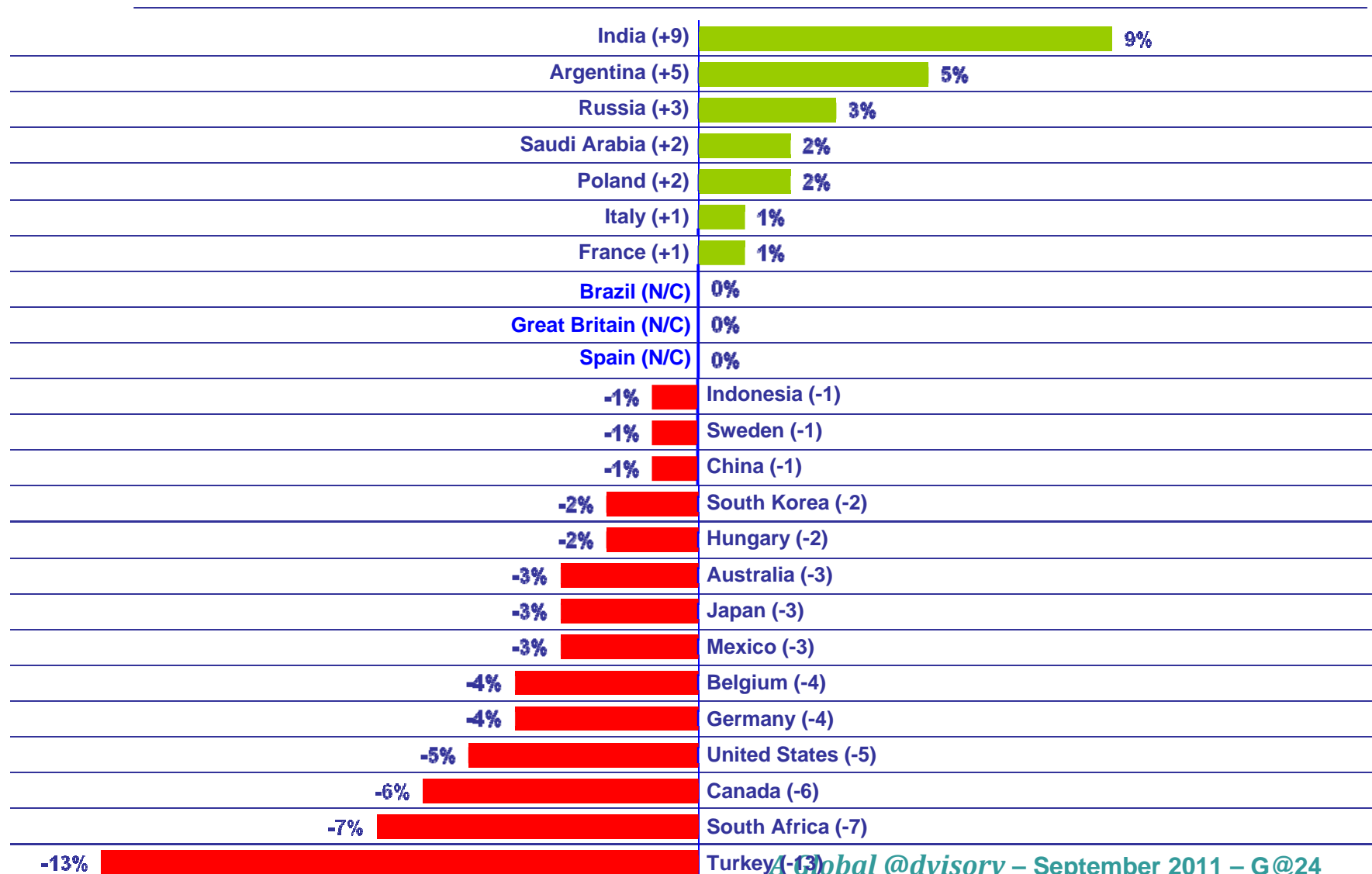
Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):

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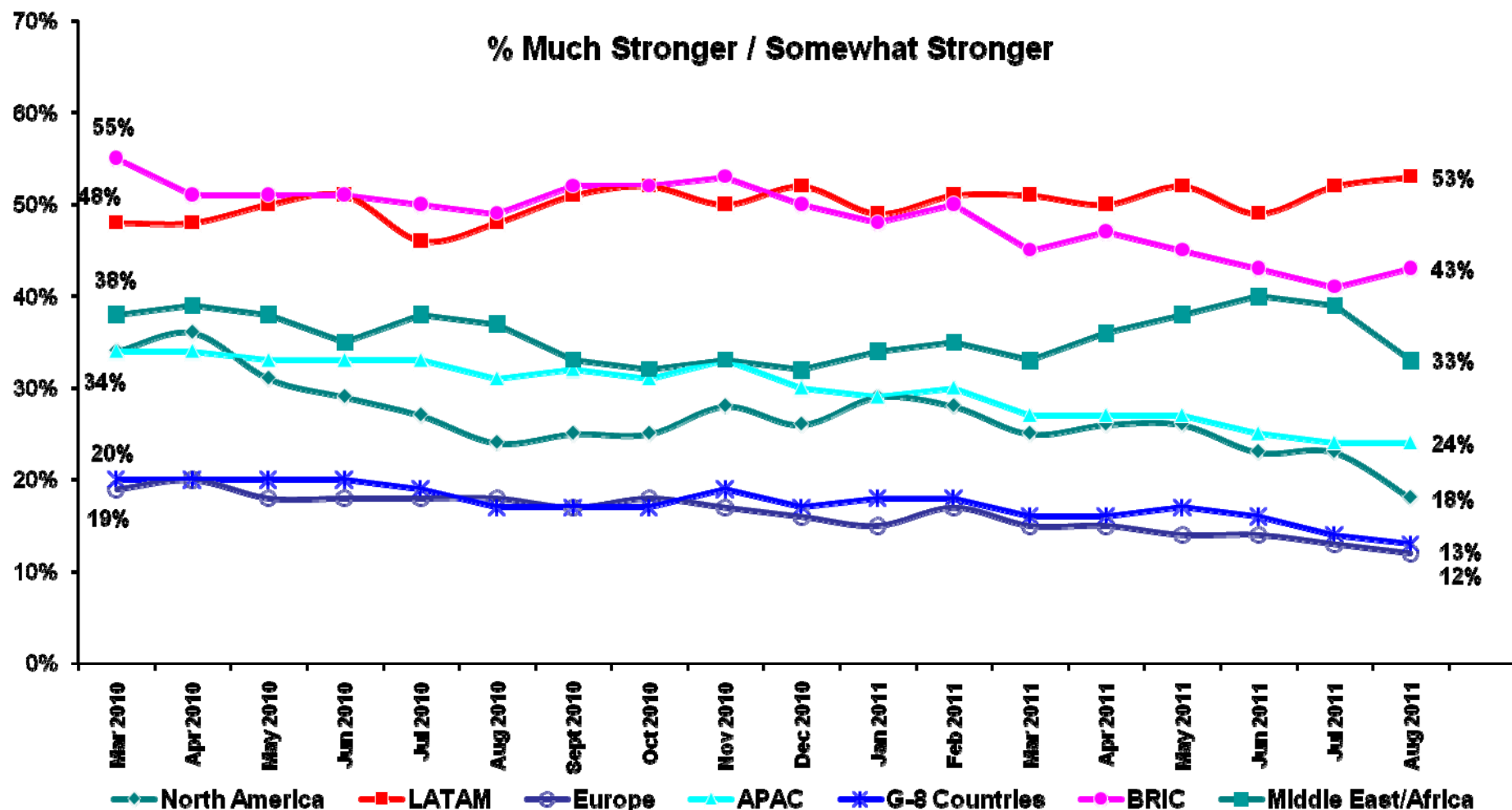


Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:

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



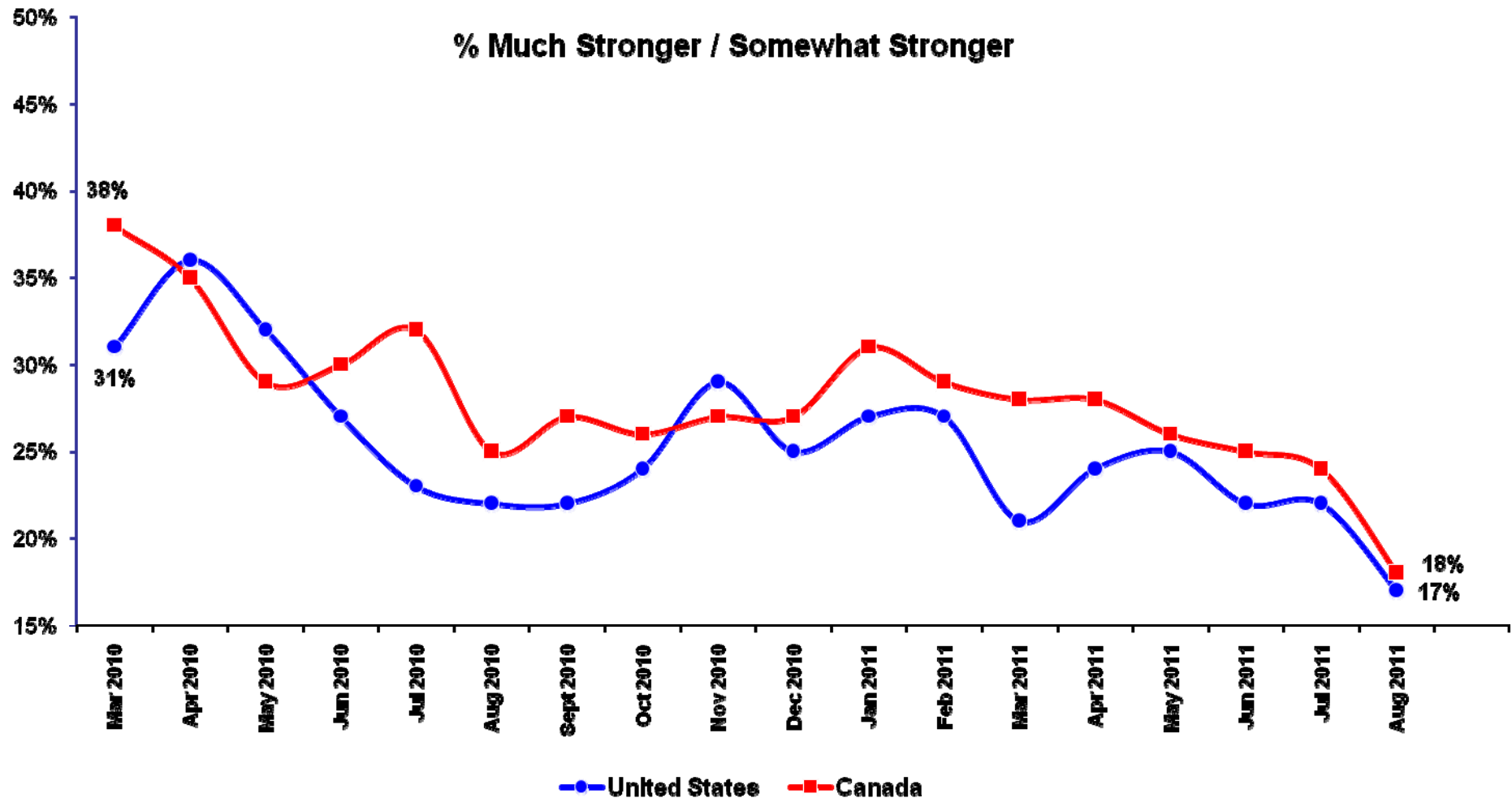
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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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

▼ 5

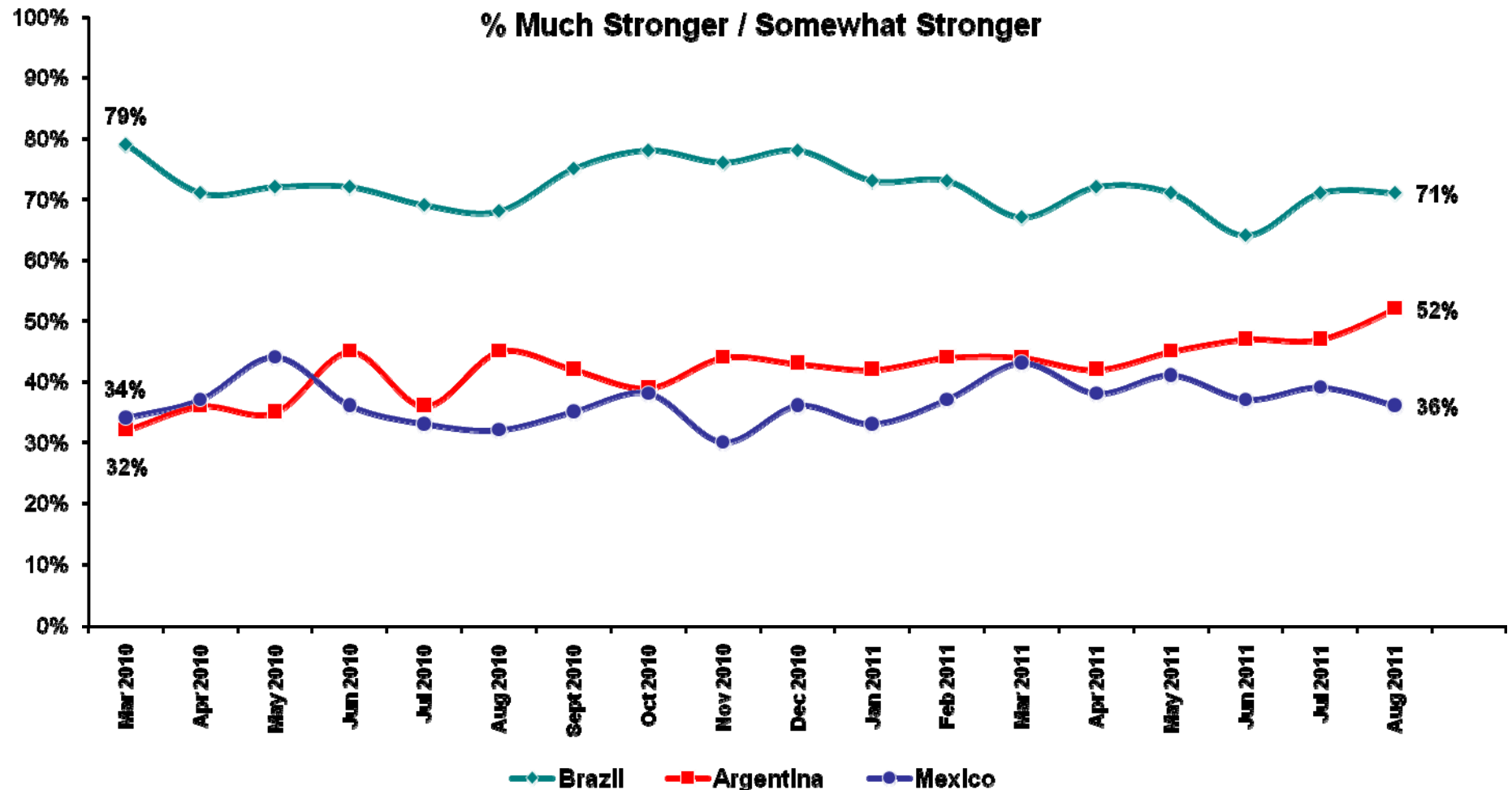


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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LATAM Countries

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

 1


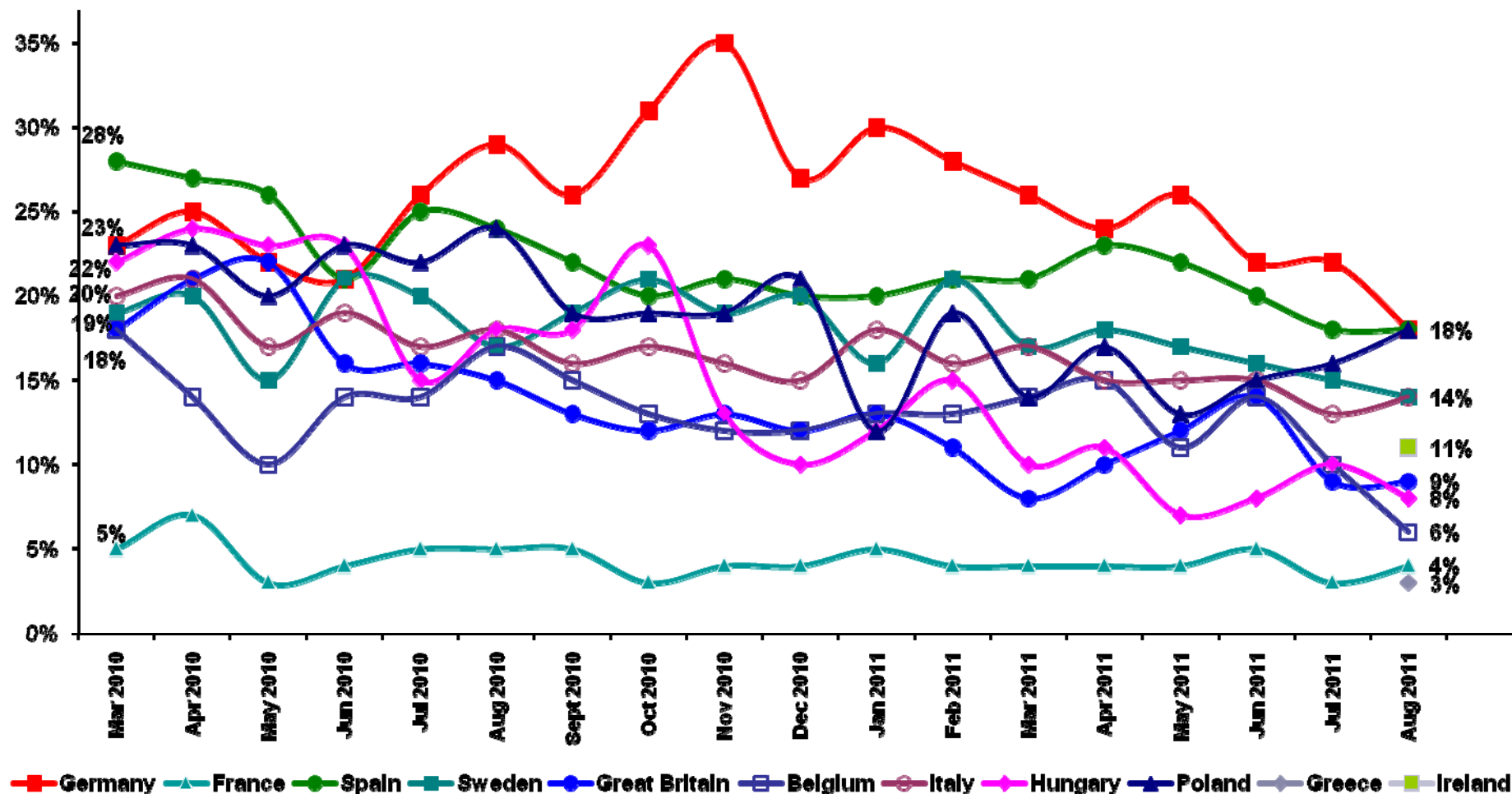
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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



% Much Stronger / Somewhat Stronger

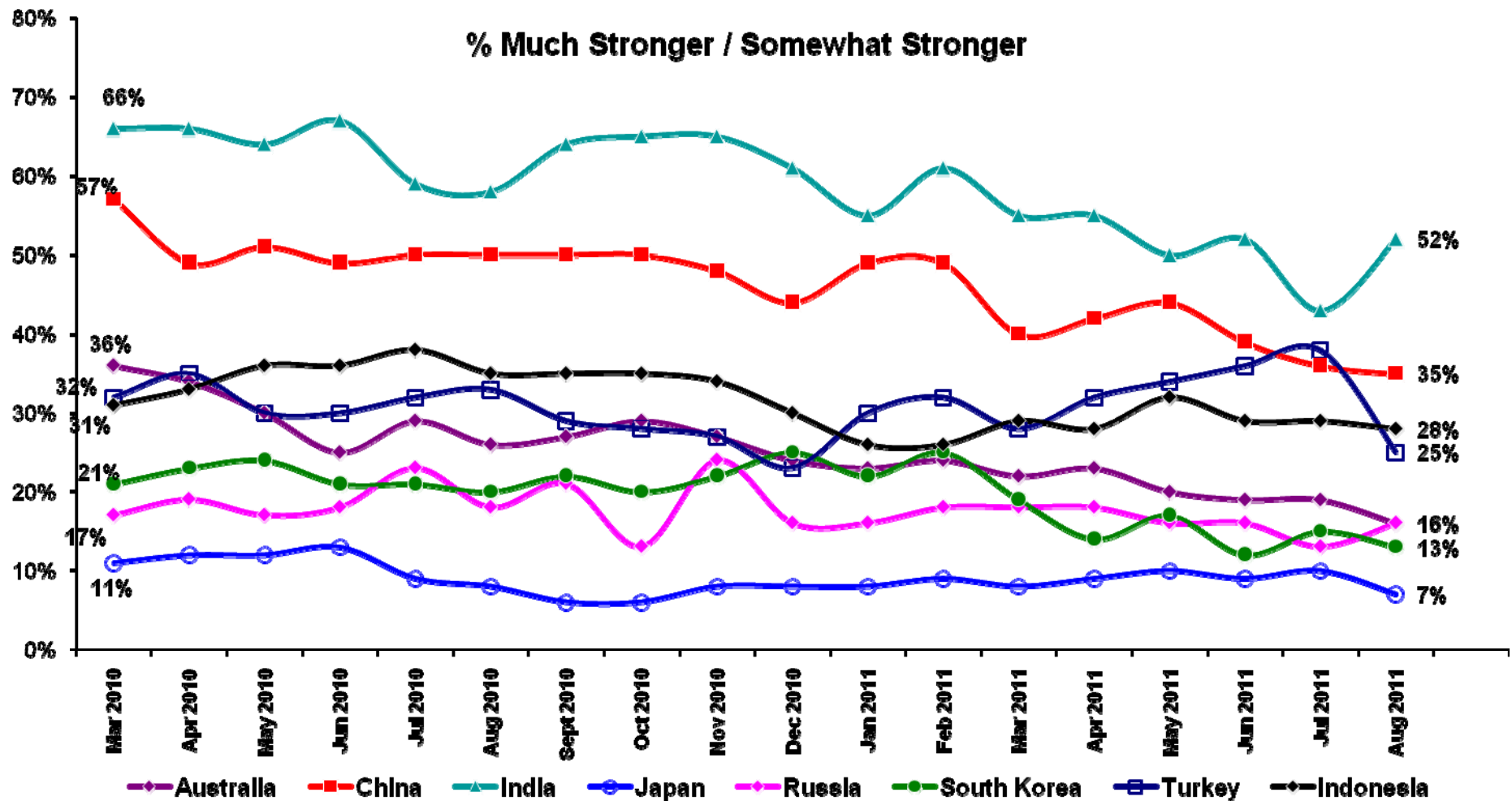


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

N/C

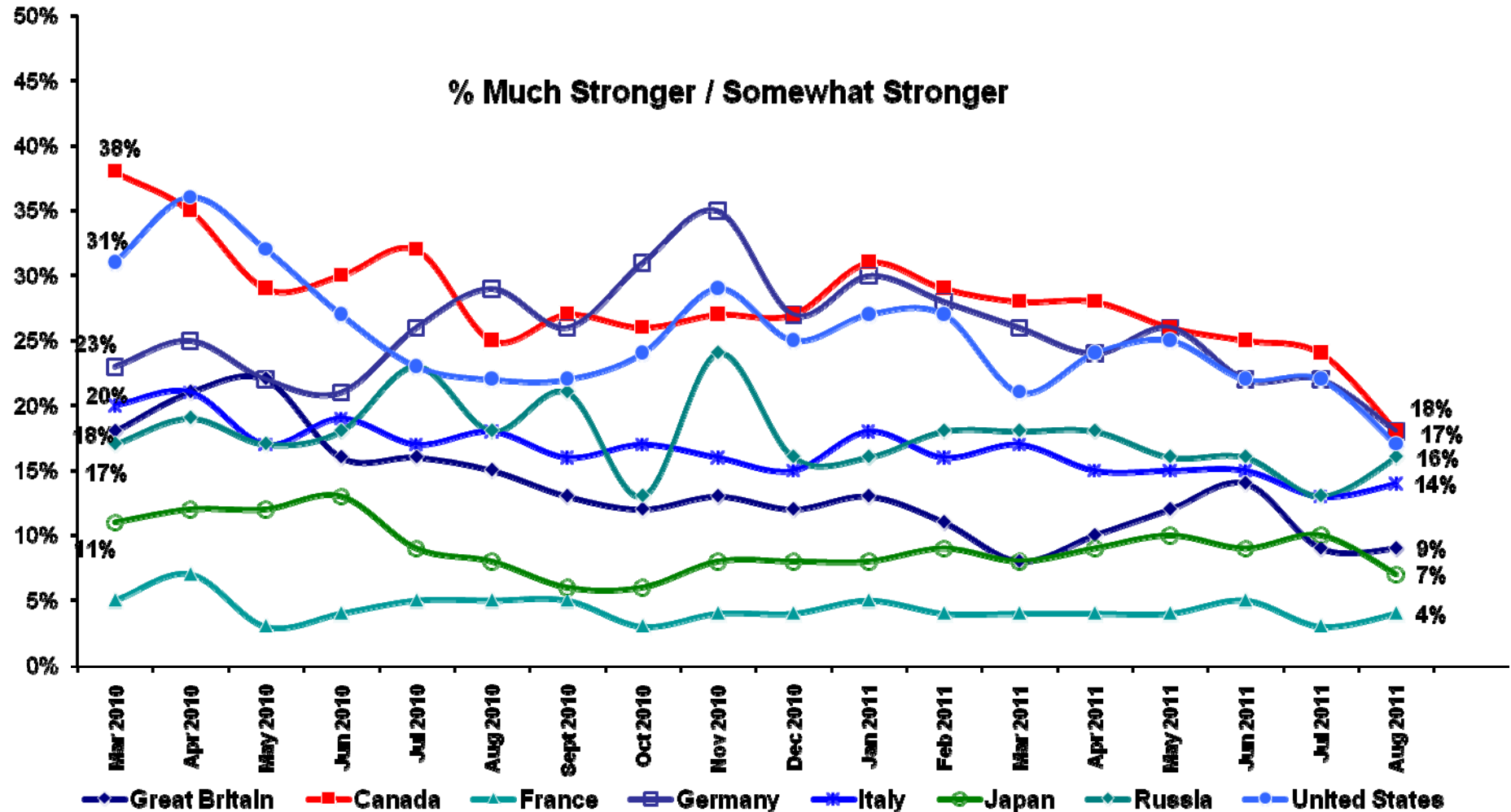


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G8 Countries

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



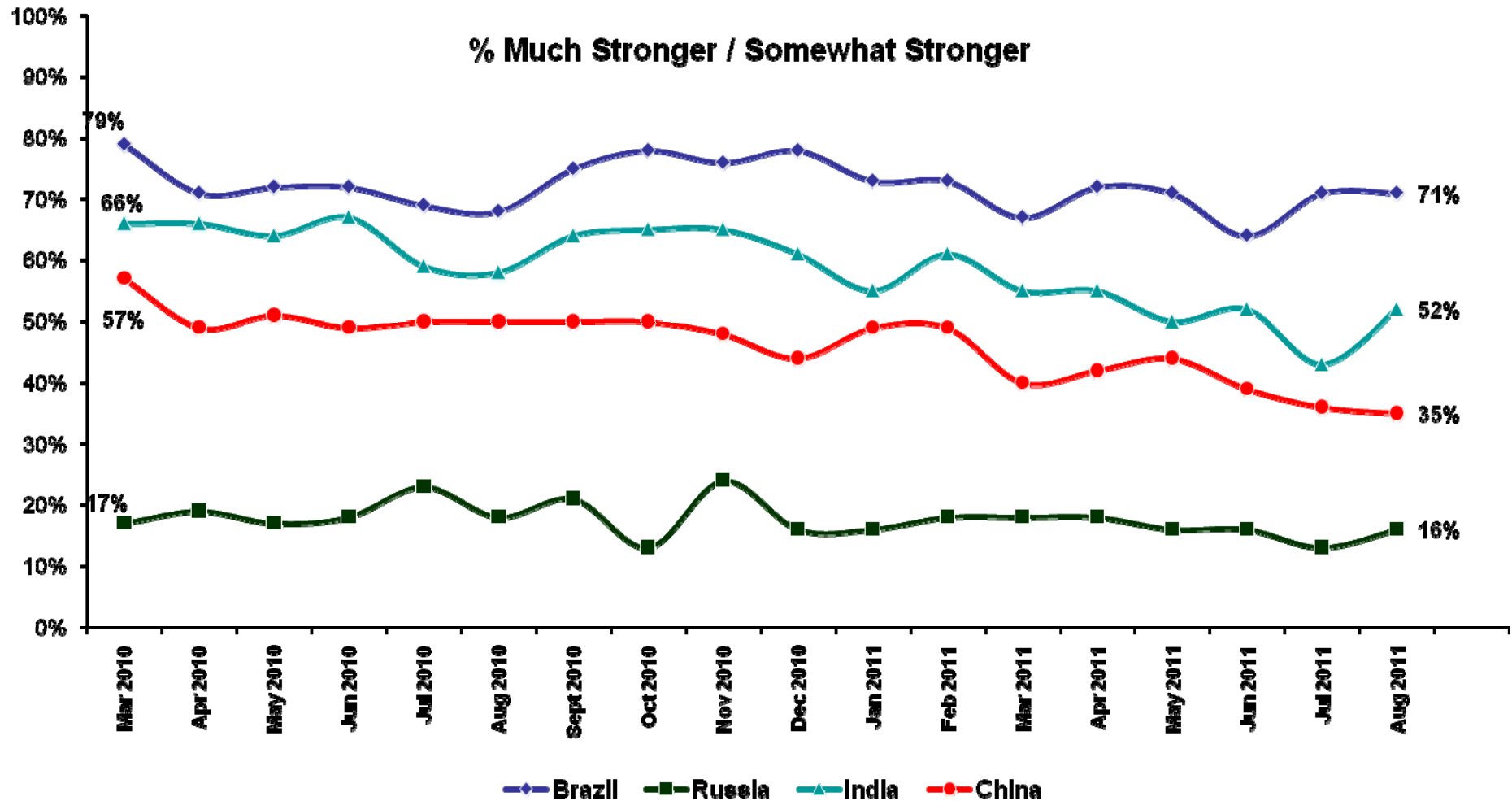
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BRIC Countries

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

▲ 2

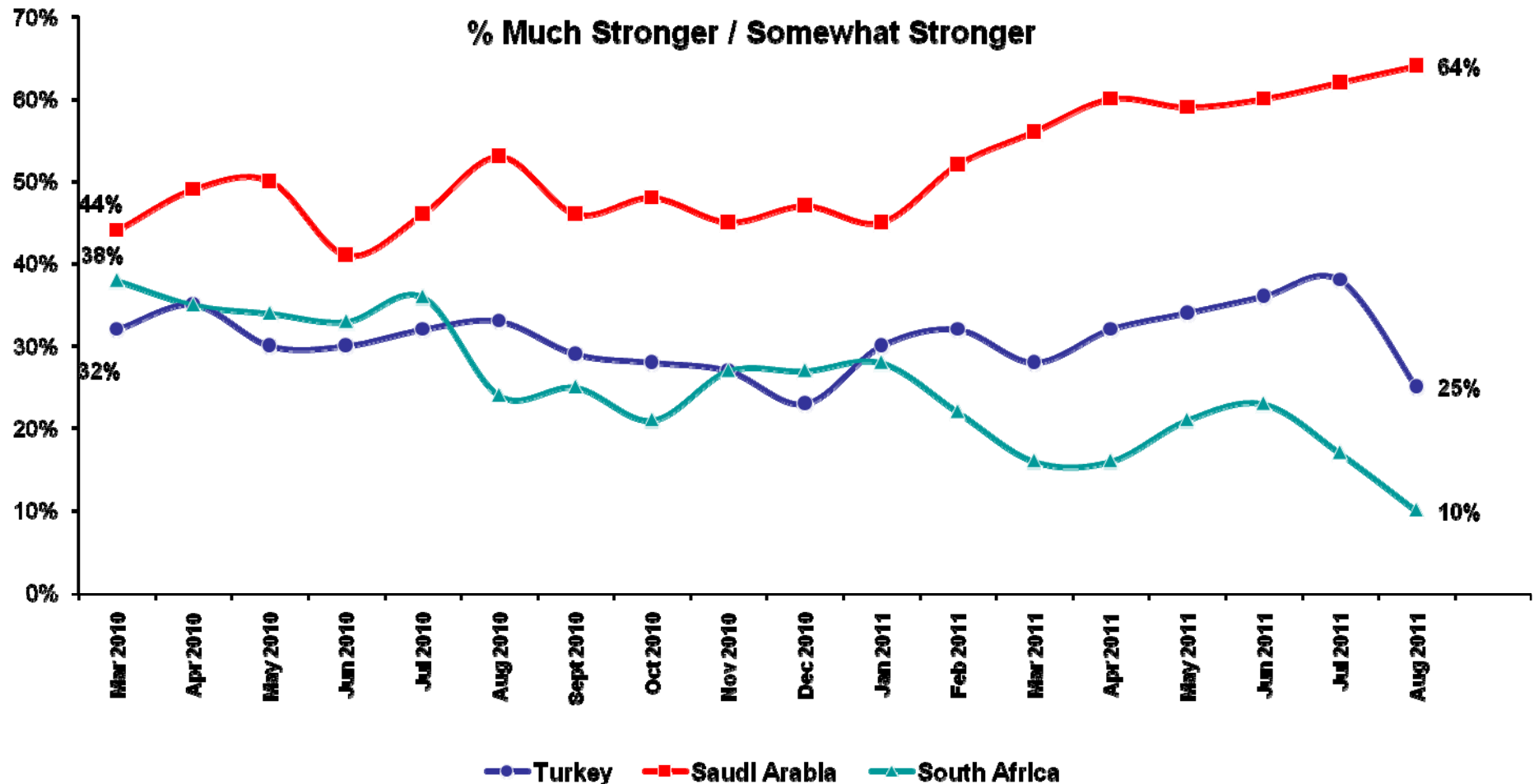


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Middle East/African Countries Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

▼ 6



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

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Chris Deeney

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

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