



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 – November 2011 – G@26
The Economic Pulse



These are the findings of the *Global @dvisor* Wave 26 (G@26), an Ipsos survey conducted between October 7th and October 20th, 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 18,682 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...

- **Global citizens' assessments of their national and local economies have wavered up and down by a point over the past few months.** Reflecting on the unsteady behaviour of global financial markets over that period, as well as political instability in Europe and the Middle East, this finding seems unsurprising.
- Both national and local assessments dropped two points in August (38% responding that their national economies are “good”, 29% reporting local economies are “strong”). They then climbed one point in September (39% national, 30% local) and now the two slide down one point in October (38% national, 29% local).
- While citizens have wavered on national and local economic assessments over the past few months, their **predictions** of whether they think their **local economy** will be “stronger”, “weaker” or “about the same” six months from now **have simply stagnated at (24%) agreeing it will be stronger** – unchanged since August.
- **The global aggregate national assessment is dragged by Europe (-2 points to 24%).** This is a finding reported each sounding in 2011 and is worth repeating; in fact, the **European aggregate is 16 points lower than the next-lowest region, North America (40%).** All the regions report declining national economic assessments: the Middle East and Africa (-2 to 60%), Asia-Pacific (-1 to 41%) and North America (-1 to 40%) except Latin America (46%) which experiences no change in October.





Global Average of National Economic Assessment (38%) Down One Point

- The global aggregate assessment of national economies zig-zags back downwards one point this month to 38% of global citizens reporting current economic conditions in their country are “good”. October caps off a hesitant but generally stable past three months.
- Global leader **Saudi Arabia experiences a six-point drop to 83%**, the lowest it has been since February of this year. Still, Saudi Arabia remains the highest on this measure of 24 countries surveyed followed by **India** (+6 points to 75%), **Sweden** (-5 to 69%), **Canada** (no change at 66%) and **China** (no change at 65%).
- The bottom of the pack is comprised of the same countries this month, all with less than one in ten citizens expressing their country’s national economy is ‘good:’ **Hungary** (-2 to 2%), **Spain** (+2 to 5%), **Japan** (-2 to 6%), **France** (-1 to 6%) and **Italy** (no change at 8%).
- **Europe continues to lag**, with Belgium (-6 to 25%) and Great Britain (-6 to 11%) experiencing the greatest drops this wave after Indonesia (-7 to 35%) and Saudi Arabia (-6 to 83%). The drop in Belgium represents a steep and steady decline since the spring when confidence levels were at 42% (June 2011). The drop in Great Britain brings it back to August levels (11%), suggesting last month’s 17% was just a momentary shift as opposed to a sign of a country on an incline.
- **Two countries experienced noteworthy improvements on this measure: India** (+6 to 75%) and **South Africa** (+5 to 39%).



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

- The zig-zag pattern continues for the global average of local economic assessment among the 24 countries as three in ten (29%) citizens rate their current local economies as “good” – one point lower than last month.
- Citizens of Saudi Arabia (-6 points to 58%) rate their local economies as “good” more than those of any country surveyed. Sweden (+3 to 55%) is the second-strongest on its local economic assessments, followed by Australia (+6 to 49%), Canada (no change at 48%) and China (-5 to 48%).
- At the bottom of the pack are Japan (+2 to 7%), Spain (+2 to 8%), Hungary (-1 to 8%), Italy (-1 to 12%) and Great Britain (-4 to 13%).
- Australia and Russia experienced the greatest improvements and also both reflect steady upward swings from recent low points in August: Australia, a consistent world leader on the measure, hit a two-year low in August (42%), stagnated in September (43%) and now increases to 49% in October. Russia hit 17% in August, also stagnated in September (18%) and reflects an improvement in October (23%).
- Saudi Arabia leads a second category on this measure as it is the country experiencing the greatest drop this wave (-6 to 58%). China (-5 to 48%) and Indonesia (-5 to 26%) also experience noteworthy drops in October.



Global Average of Future Outlook for Local Economy remain unchanged: 24%

- The predictions of global citizens regarding whether they think their local economy will be “stronger”, “weaker” or “about the same” six months from now have stagnated at **(24%) agreeing it will be stronger** – unchanged since August 2011.
- Brazil’s assessment levels on this measure make the world’s recent zig zag look flat. Though it consistently sits at or near the top of 24 countries measured, **Brazil (+9 to 74%) has swung up and down throughout 2011**: down 6 in March (67%), up 5 in April (72%), down 7 in June (64%), up 7 in July (71%), down 6 in September (65%), and now up 9 points in October (74%).
- **After Brazil, India** (+2 to 56%) is the strongest on this measure followed by **Saudi Arabia** (-4 to 53%), **Argentina** (-2 to 50%) and **China** (-5 to 39%).
- **France** (unchanged at 2%) **remains at the bottom of the rating**, followed closely by **Hungary** (-1 to 5%), **Great Britain** (-2 to 8%), **and Belgium** (unchanged at 8%).
- **Brazil** experienced **the greatest rise** (+9 to 74%), followed by **Spain** (+8 to 23%), **Russia** (+5 to 20%) and **Canada** (+4 to 19%).
- **Turkey** once again shows the greatest **decline** (-5 to 35%) on this measure followed by **China** (-5 to 39%) and a four-point decline in **Poland** (15%), **Germany** (12%) and **Saudi Arabia** (53%).



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	83%	India	▲	6	Indonesia	▼	7	Hungary	2%
India	75%	South Africa	▲	5	Saudi Arabia	▼	6	Spain	5%
Sweden	69%	Mexico	▲	3	Great Britain	▼	6	Japan	6%
Canada	66%	Poland	▲	3	Belgium	▼	6	France	6%
China	65%	Spain	▲	2	Sweden	▼	5	Italy	8%
Germany	64%	Australia	▲	1	Argentina	▼	5	Great Britain	11%
Australia	62%	Germany	▲	1	Russia	▼	4	United States	14%
Turkey	59%				South Korea	▼	3	South Korea	18%
					Turkey	▼	2	Russia	23%
					Japan	▼	2	Belgium	25%
					Hungary	▼	2		
					France	▼	1		
					United States	▼	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	60%	▼2%
BRIC	54%	N/C
LATAM	46%	N/C
APAC	41%	▼1%
North America (Can/US)	40%	▼1%
G8	25%	▼1%
Europe	24%	▼2%

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	58%	Australia	▲	6	Saudi Arabia	▼	6	Japan	7%
Sweden	55%	Russia	▲	5	China	▼	5	Spain	8%
Australia	49%	Brazil	▲	5	Indonesia	▼	5	Hungary	8%
Canada	48%	Sweden	▲	3	Great Britain	▼	4	Italy	12%
China	48%	France	▲	3	Turkey	▼	3	Great Britain	13%
India	47%	Japan	▲	2	Belgium	▼	3	France	15%
Brazil	44%	Spain	▲	2	Germany	▼	2	United States	16%
Turkey	42%				United States	▼	2	South Korea	16%
Germany	41%				Italy	▼	1	Belgium	18%
					Argentina	▼	1	Mexico	21%
					Hungary	▼	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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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	42%	▼ 3%
BRIC	41%	▲ 1%
LATAM	34%	▲ 2%
North America	32%	▼ 1%
APAC	31%	N/C
Europe	22%	N/C
G-8 Countries	22%	N/C

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



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	74%	Brazil	▲	9	Turkey	▼	5	France	2%
India	56%	Spain	▲	8	China	▼	5	Hungary	5%
Saudi Arabia	53%	Russia	▲	5	Poland	▼	4	Great Britain	8%
Argentina	50%	Canada	▲	4	Germany	▼	4	Belgium	8%
China	39%	Japan	▲	3	Saudi Arabia	▼	4	Japan	10%
Mexico	36%	India	▲	2	Sweden	▼	3	Sweden	11%
Turkey	35%	Mexico	▲	2	Argentina	▼	2	Italy	11%
		South Africa	▲	1	Great Britain	▼	2	Germany	12%
		Italy	▲	1	United States	▼	1	South Korea	14%
					Hungary	▼	1	Poland	15%
					South Korea	▼	1		
					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%	▲3%
BRIC	47%	▲3%
Middle East/Africa	35%	▼2%
APAC	26%	N/C
North America	18%	▲2%
G-8 Countries	12%	N/C
Europe	11%	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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DETAILED FINDINGS

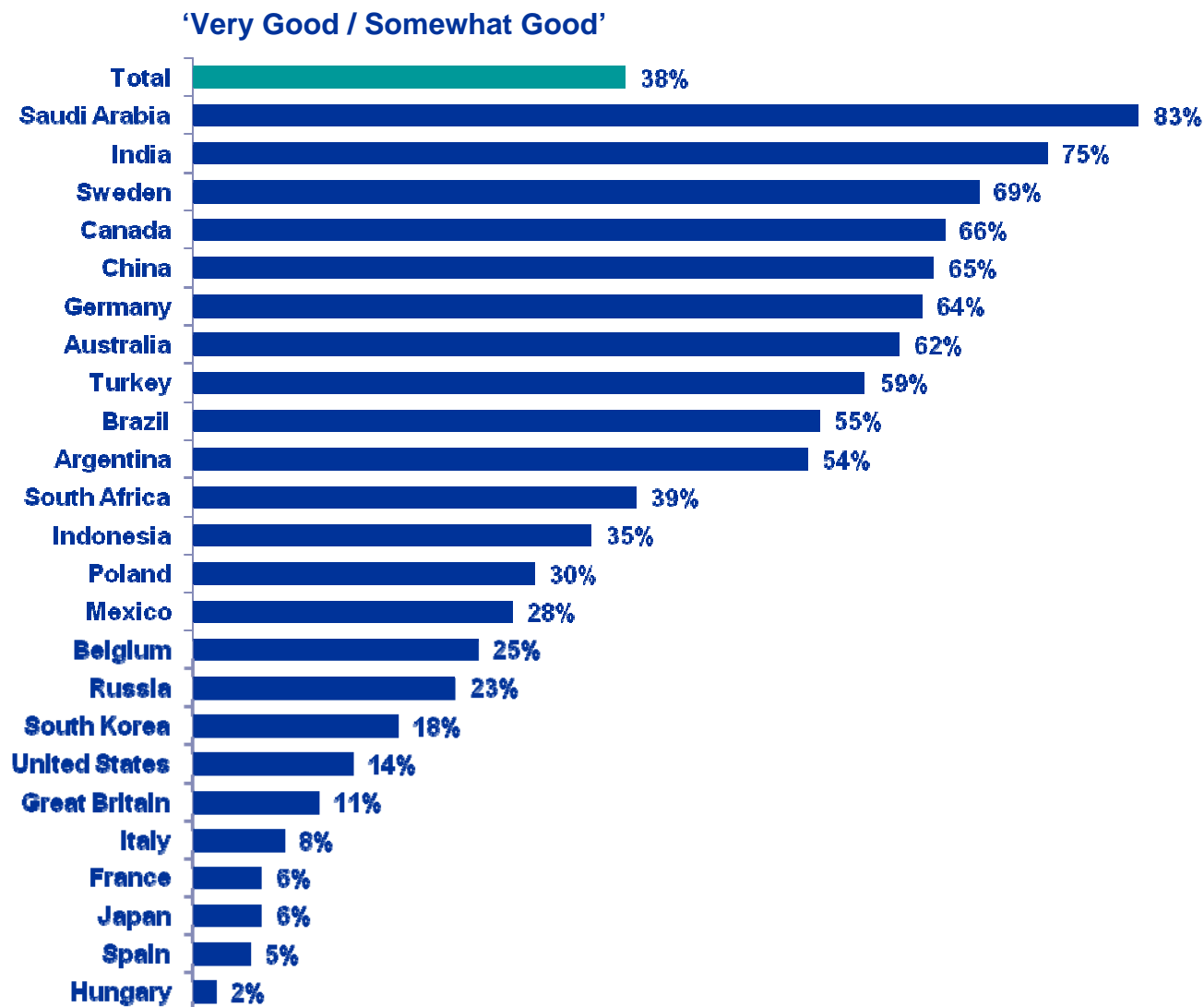
① Assessing The Current Economic Situation ...

...in Their Country





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

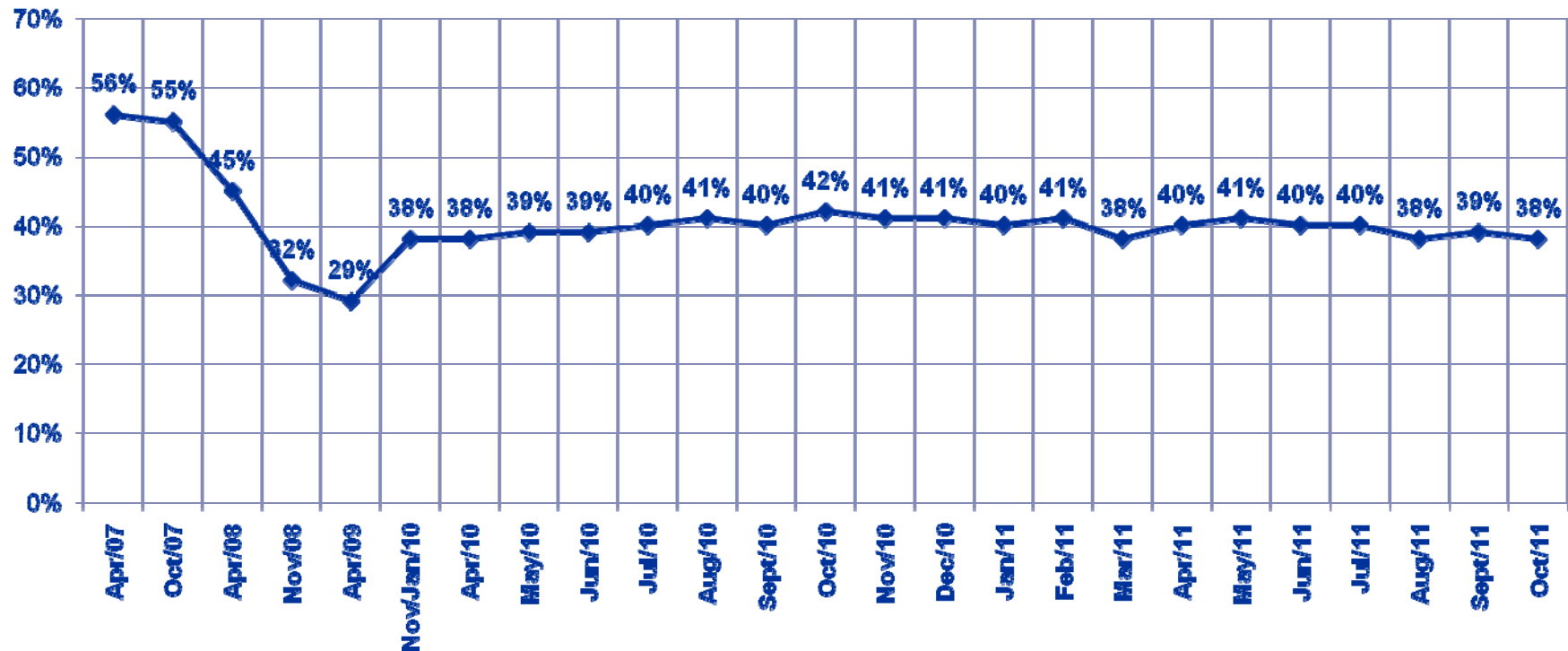


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

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Total Good



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



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

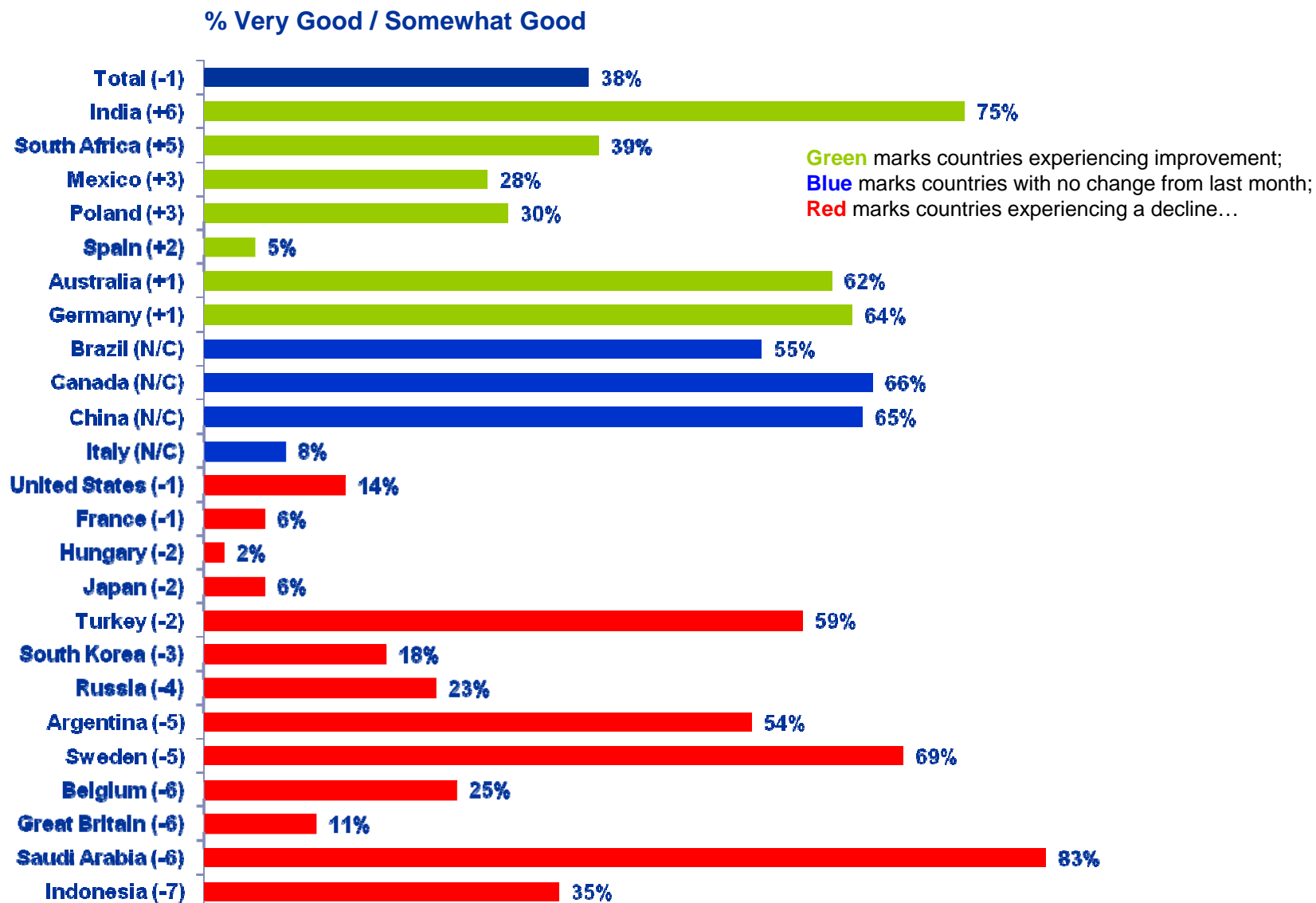
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?
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	Nov/09 Jan/10	Mar '10	Apr '10	May '10	Jun '10	July '10	Aug '10	Sep '10	Oct '10	Nov '10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11	Aug '11	Sept '11	Oct '11
Argentina	28%	21%	25%	27%	39%	34%	36%	38%	35%	42%	39%	45%	41%	43%	46%	46%	47%	50%	50%	59%	54%
Australia	82%	80%	73%	74%	72%	72%	72%	77%	78%	74%	75%	78%	72%	70%	70%	73%	66%	64%	56%	61%	62%
Belgium	28%	29%	22%	23%	22%	29%	33%	36%	29%	28%	31%	34%	39%	36%	41%	40%	42%	41%	37%	31%	25%
Brazil	72%	59%	60%	65%	65%	55%	60%	58%	66%	64%	62%	56%	61%	53%	52%	51%	51%	53%	52%	55%	55%
Canada	60%	65%	67%	64%	68%	68%	65%	68%	63%	63%	62%	68%	68%	64%	68%	69%	69%	72%	73%	66%	66%
China	78%	80%	82%	78%	77%	74%	77%	75%	79%	74%	72%	74%	73%	67%	75%	68%	68%	66%	61%	65%	65%
France	14%	11%	9%	8%	6%	9%	12%	10%	10%	12%	12%	11%	10%	10%	8%	11%	12%	8%	12%	7%	6%
Germany	44%	37%	45%	37%	38%	48%	55%	56%	64%	67%	63%	64%	64%	62%	67%	68%	68%	71%	66%	63%	64%
Great Britain	14%	17%	17%	13%	13%	13%	16%	16%	12%	16%	13%	15%	12%	8%	10%	15%	13%	10%	11%	17%	11%
Hungary	7%	4%	8%	8%	8%	9%	11%	7%	13%	7%	6%	3%	5%	3%	6%	5%	6%	5%	4%	4%	2%
India	82%	83%	86%	85%	85%	78%	80%	82%	88%	88%	87%	76%	77%	73%	76%	73%	71%	62%	69%	69%	75%
Indonesia	-	49%	52%	52%	49%	51%	39%	49%	54%	45%	48%	37%	38%	40%	46%	47%	40%	41%	36%	42%	35%
Italy	24%	17%	17%	14%	16%	16%	17%	14%	16%	11%	14%	11%	14%	12%	10%	14%	10%	10%	8%	8%	8%
Japan	8%	7%	7%	6%	9%	6%	8%	7%	8%	6%	9%	6%	8%	8%	7%	9%	8%	8%	6%	8%	6%
Mexico	21%	20%	20%	23%	21%	25%	22%	23%	25%	20%	25%	25%	33%	22%	25%	27%	29%	34%	33%	25%	28%
Poland	42%	41%	47%	45%	46%	42%	33%	33%	29%	30%	28%	23%	29%	19%	23%	22%	20%	24%	28%	27%	30%
Russia	24%	24%	28%	30%	30%	24%	37%	27%	28%	29%	27%	26%	25%	26%	26%	26%	29%	25%	26%	27%	23%
Saudi Arabia	-	73%	76%	80%	73%	80%	81%	78%	76%	81%	81%	80%	81%	85%	87%	89%	89%	87%	88%	89%	83%
South Africa	-	38%	44%	41%	34%	56%	45%	41%	46%	41%	51%	45%	45%	40%	41%	43%	42%	38%	39%	34%	39%
South Korea	28%	29%	32%	31%	34%	34%	30%	35%	32%	37%	39%	34%	38%	22%	25%	29%	27%	27%	18%	21%	18%
Spain	10%	5%	5%	6%	5%	10%	10%	9%	10%	7%	7%	4%	6%	6%	8%	6%	6%	7%	6%	3%	5%
Sweden	58%	58%	56%	60%	63%	71%	73%	72%	77%	75%	75%	82%	80%	71%	78%	76%	76%	77%	70%	74%	69%
Turkey	51%	35%	44%	40%	44%	37%	45%	39%	43%	41%	41%	46%	47%	43%	49%	50%	51%	57%	48%	61%	59%
United States	20%	17%	25%	23%	18%	17%	15%	15%	18%	20%	19%	20%	20%	19%	17%	23%	19%	19%	14%	15%	14%



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

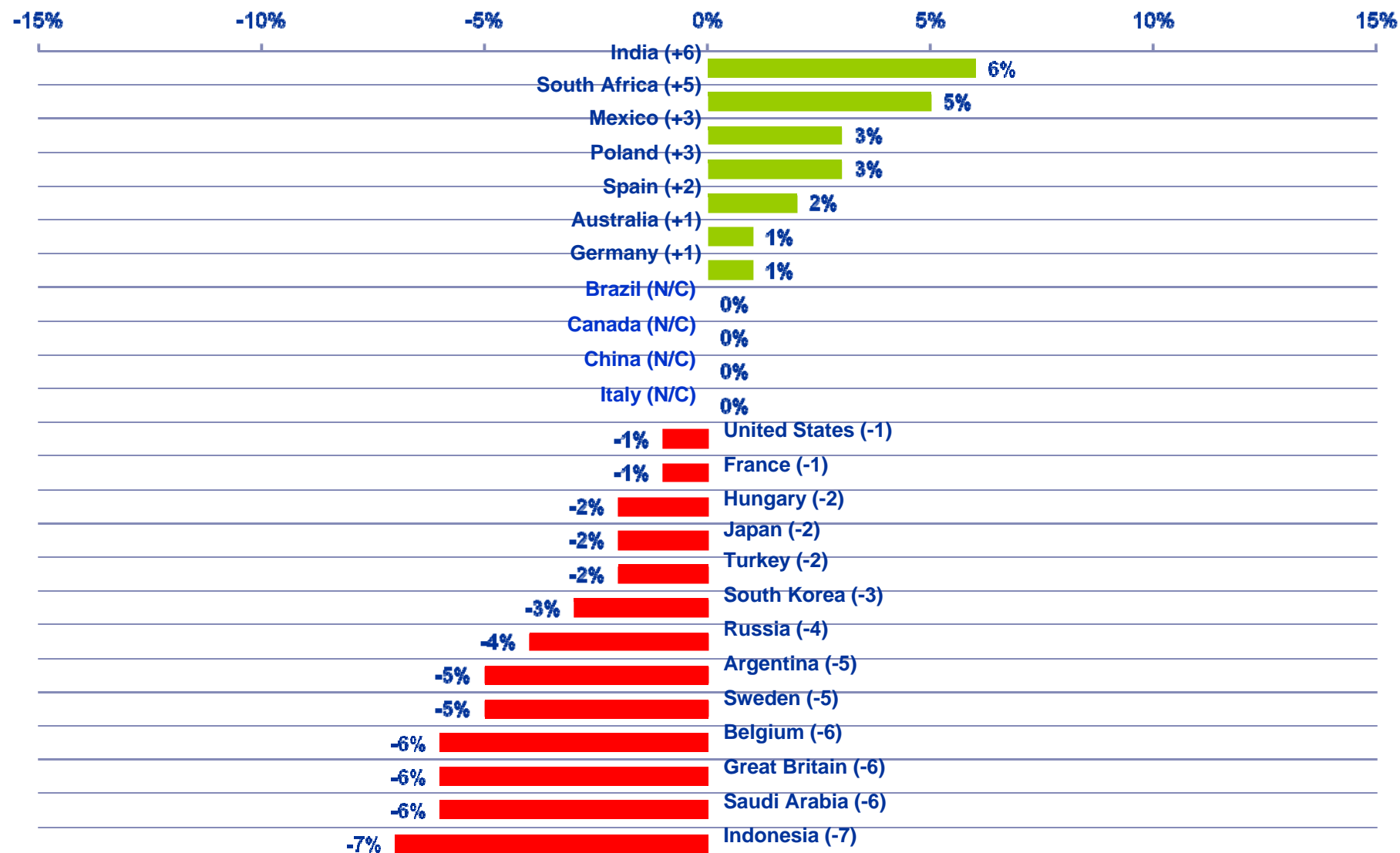
Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?



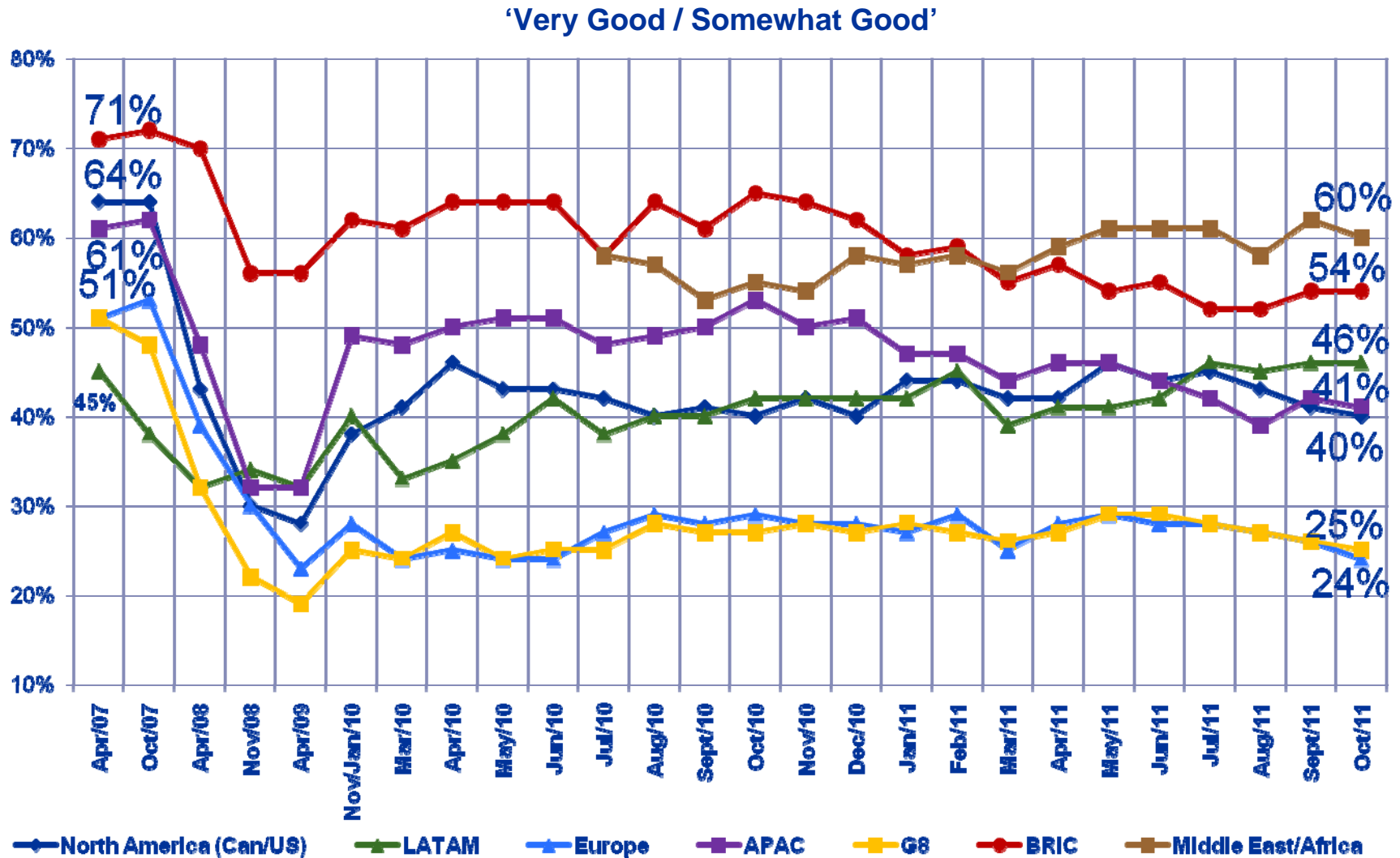


Countries Ranked by Net Improvement, Decline or No Change Compared to

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



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

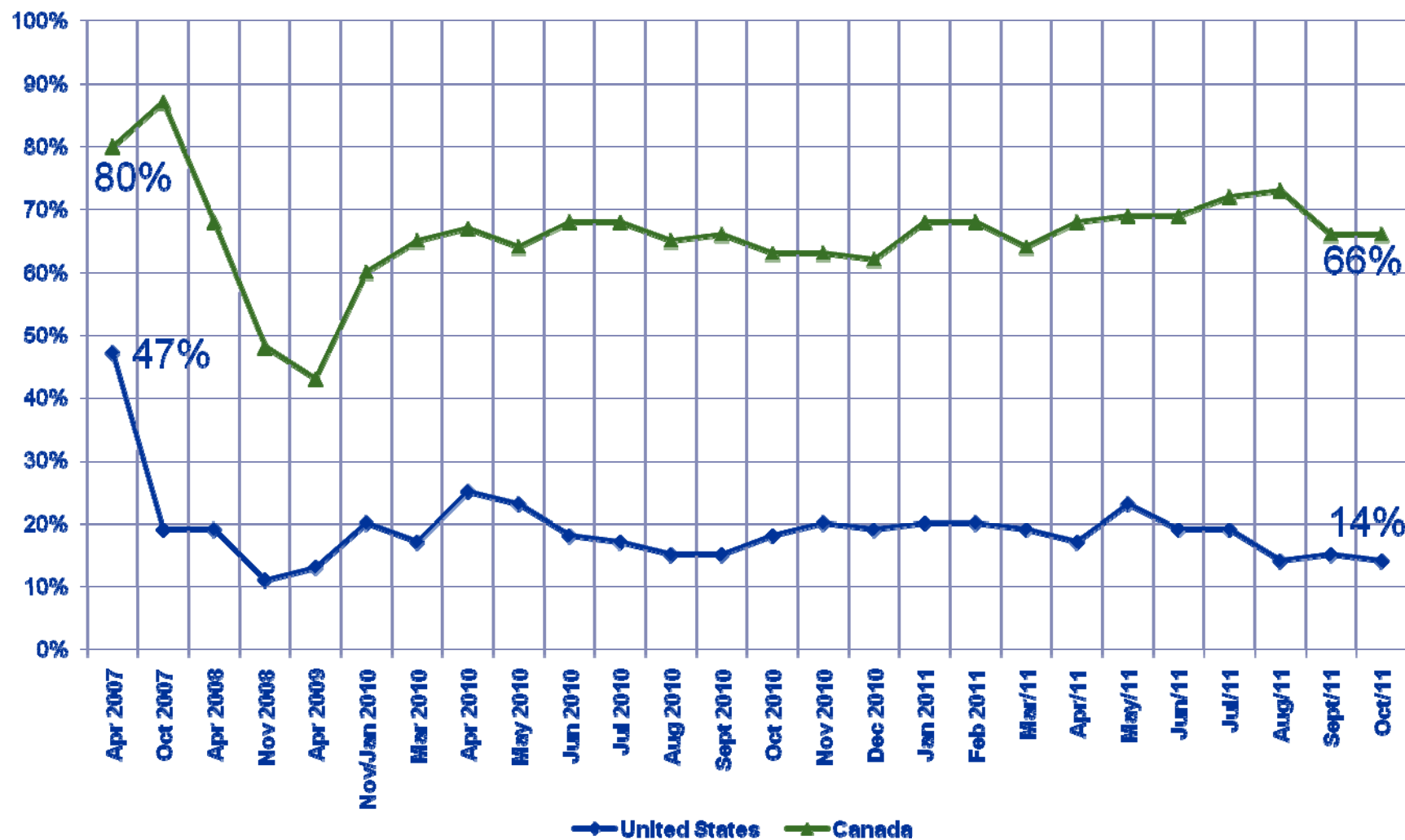


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

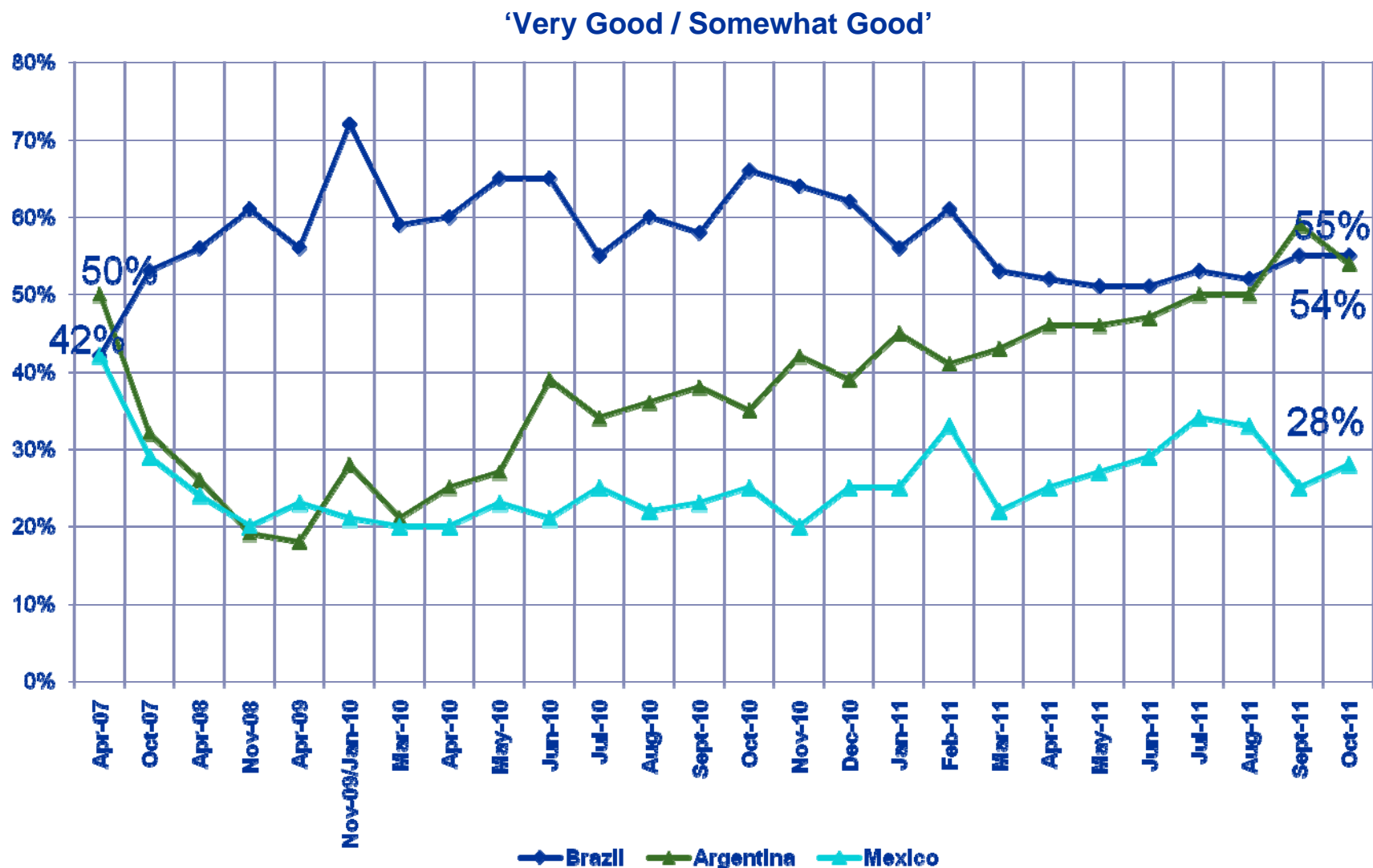
Is it very good, somewhat good, somewhat bad or very bad?

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'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?



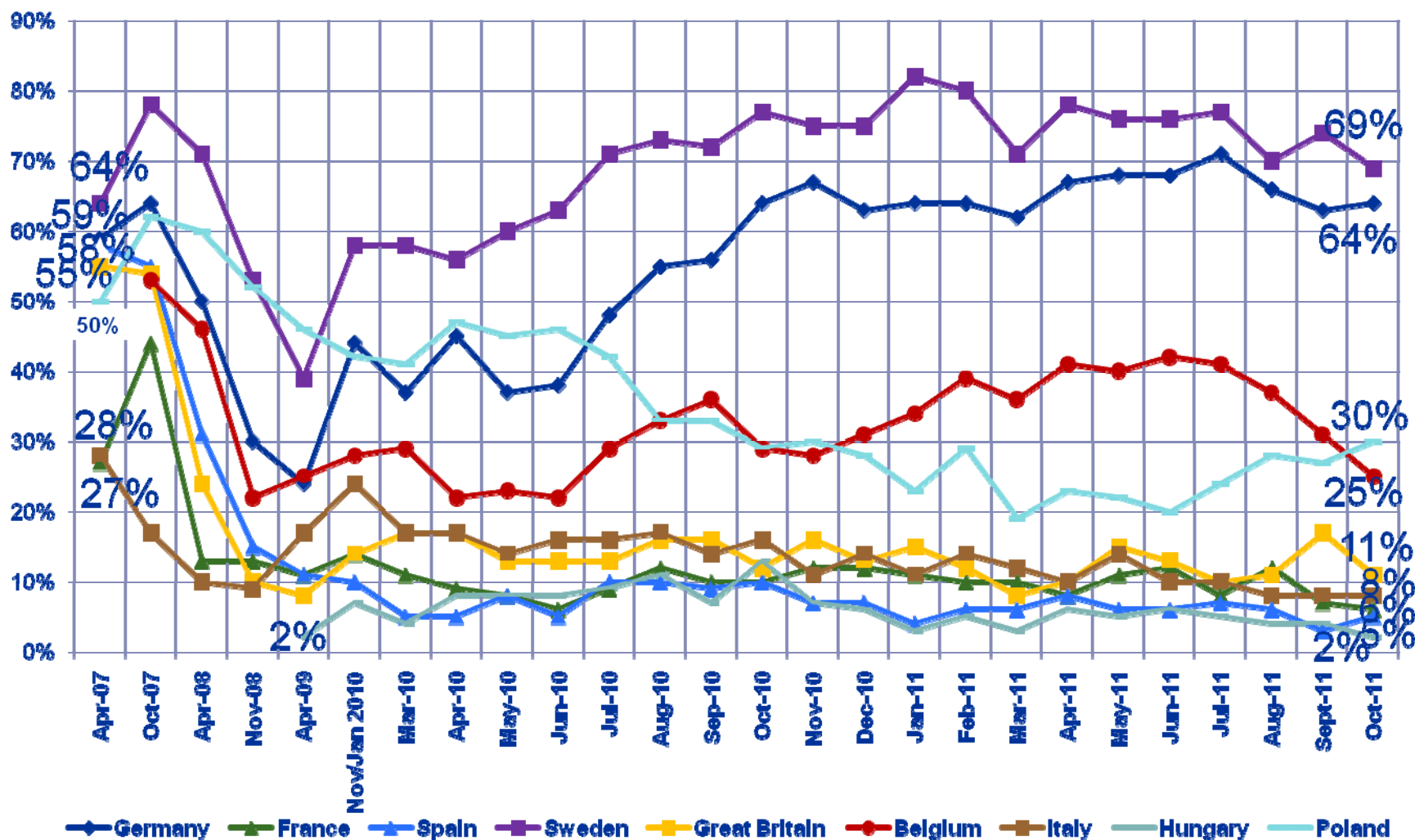
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?
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European Countries

Assessing the Current Economic Situation



'Very Good / Somewhat Good'

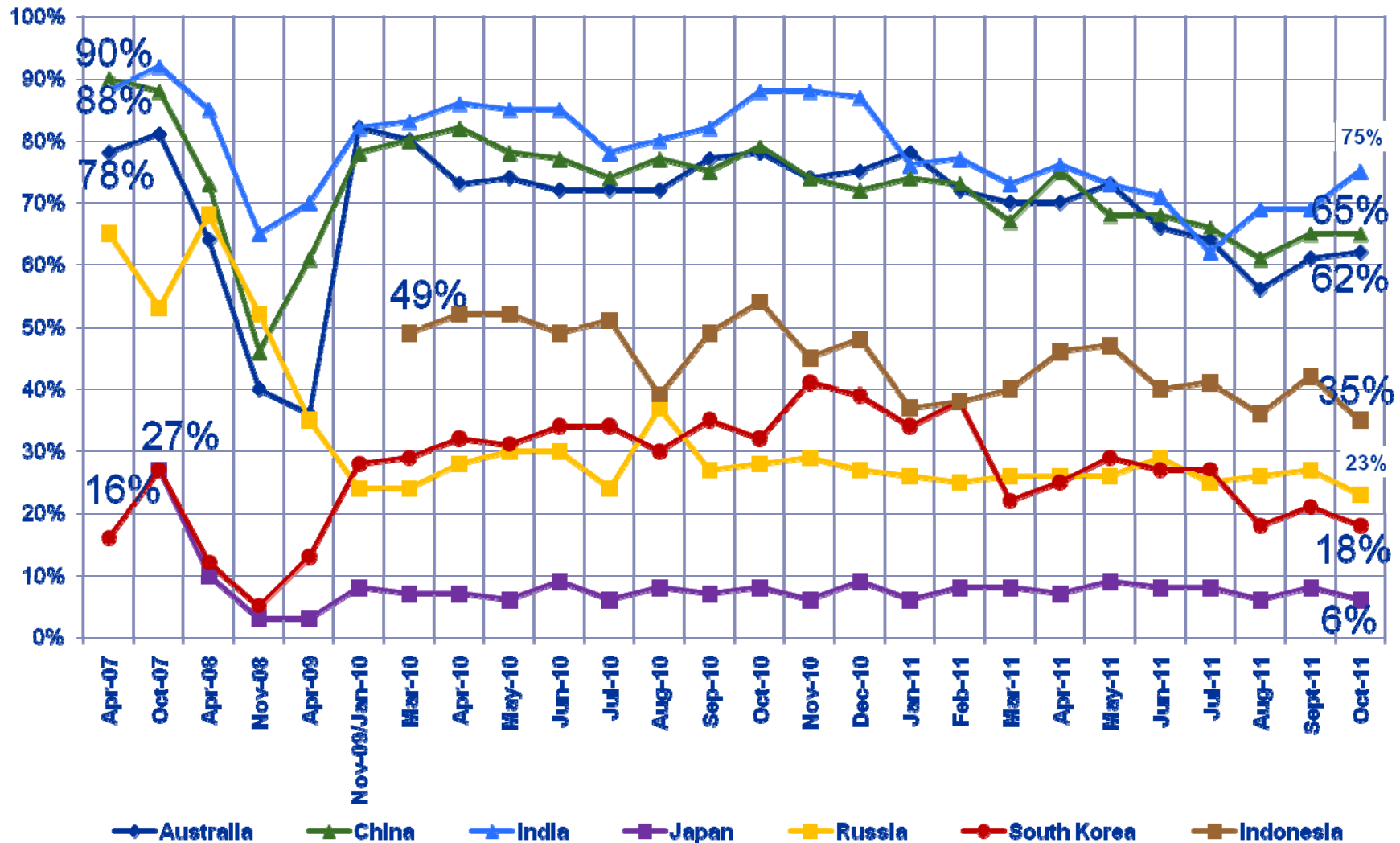


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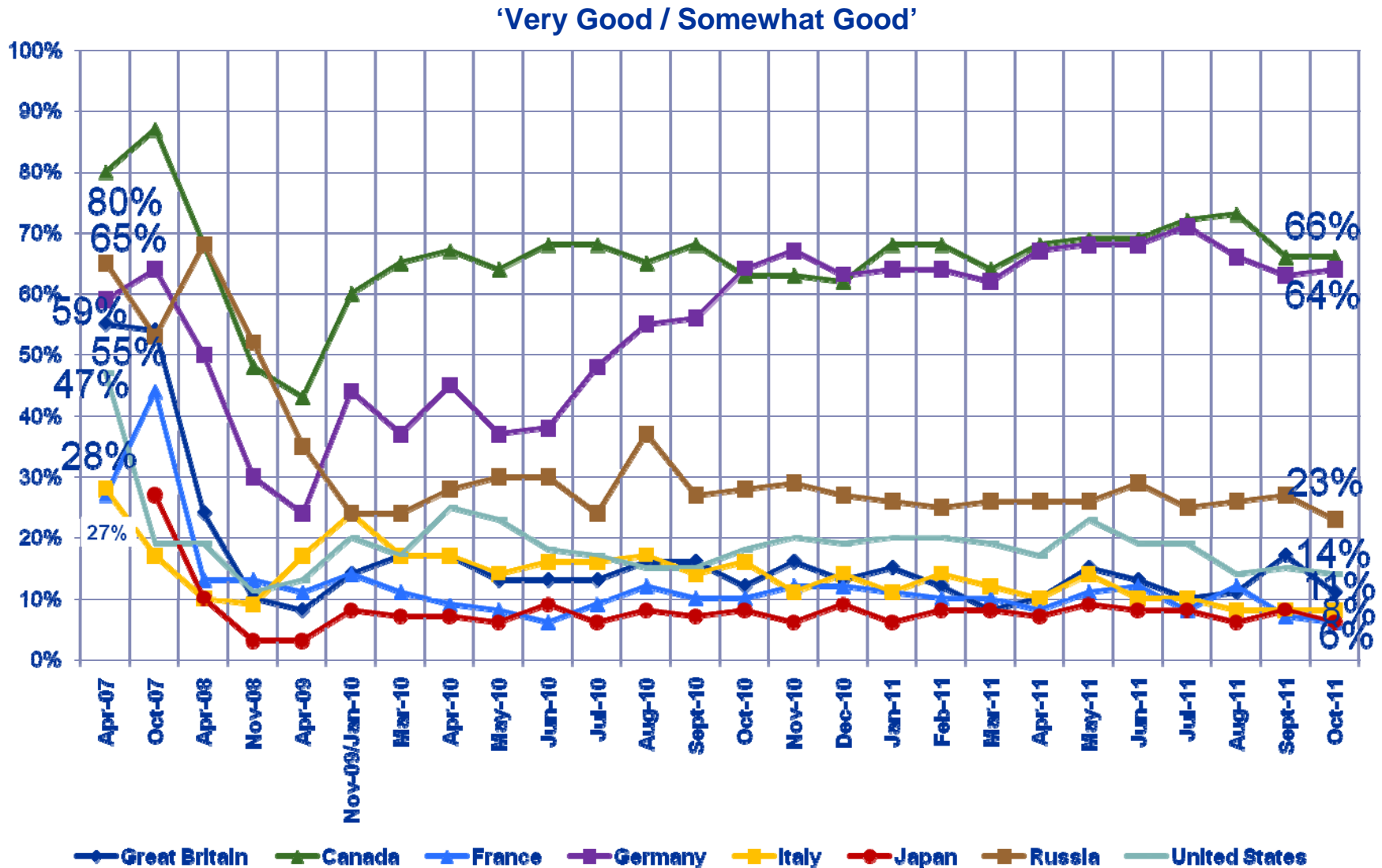
'Very Good / Somewhat Good'



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?

G8 Countries Assessing the Economic Situation

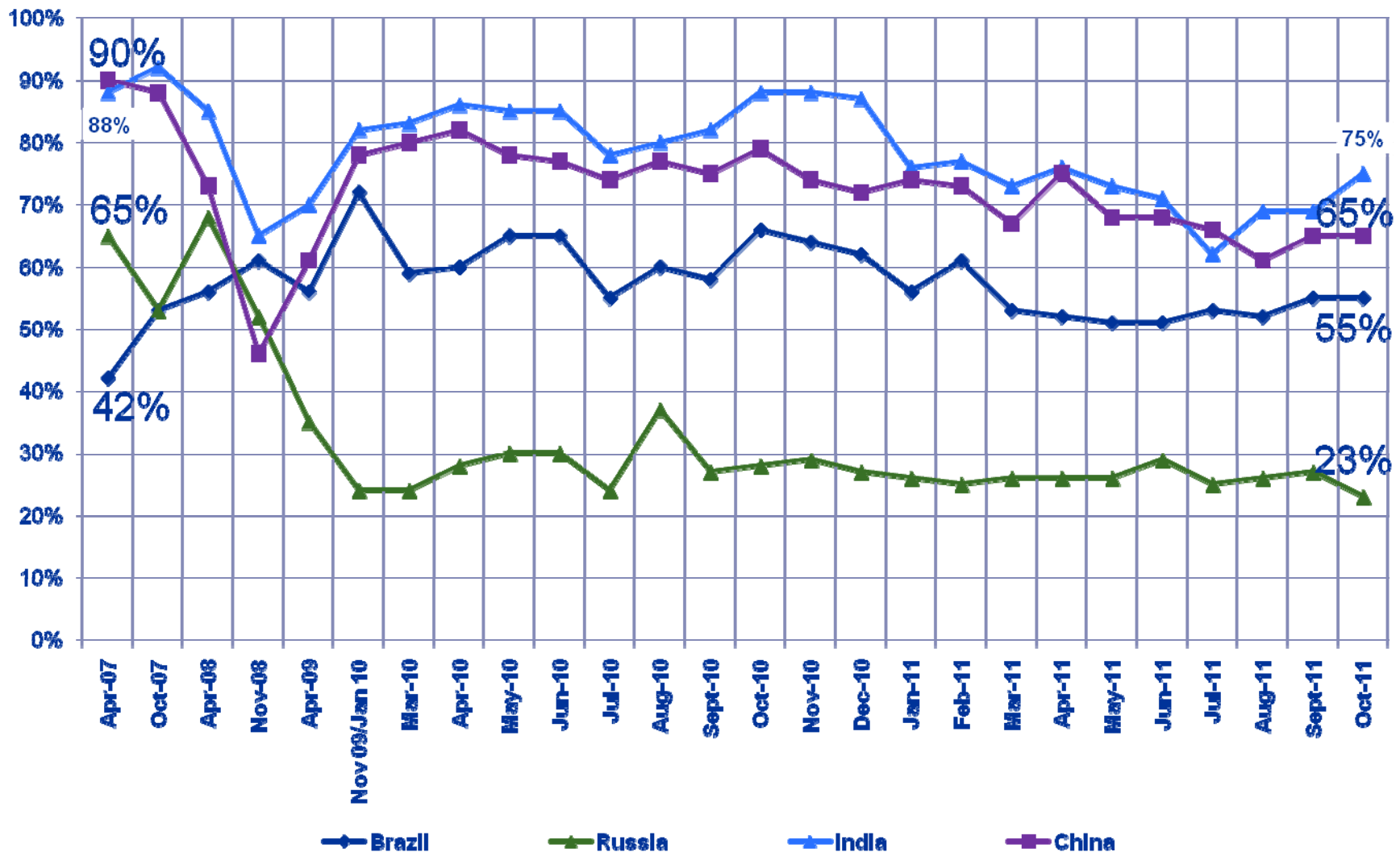


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

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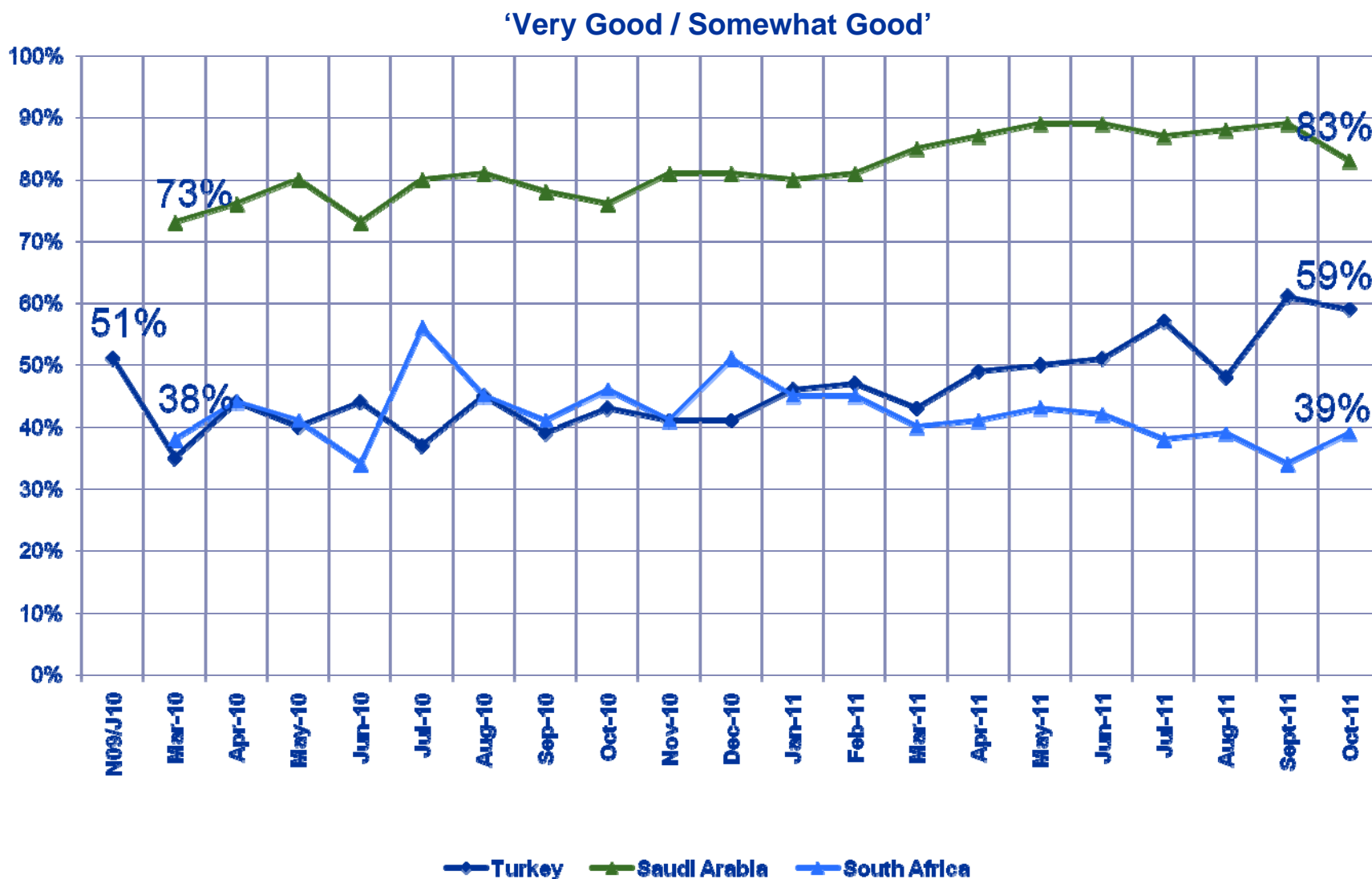
'Very Good / Somewhat Good'



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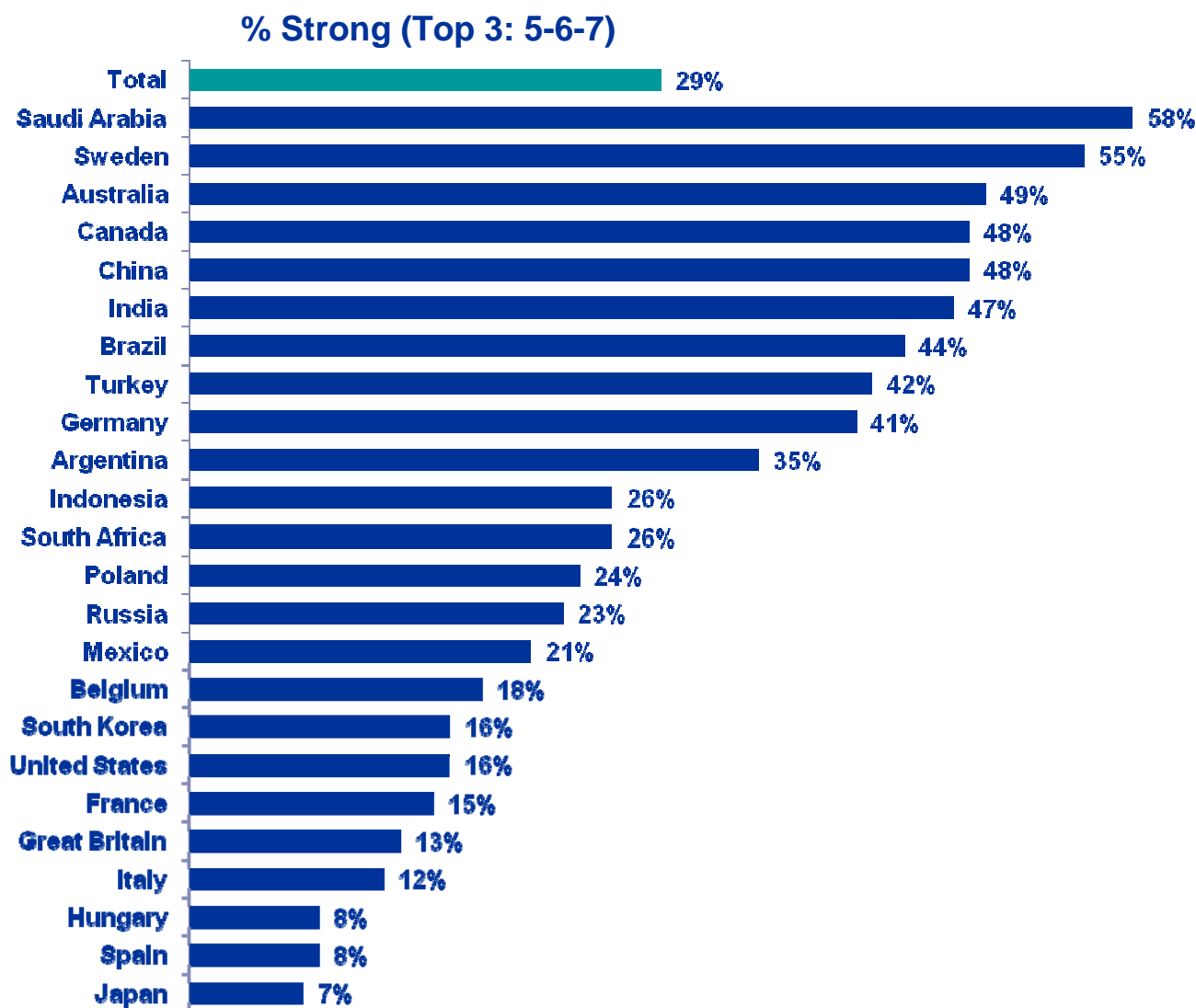
② Assessing The Economy...

...In Their Local Area





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



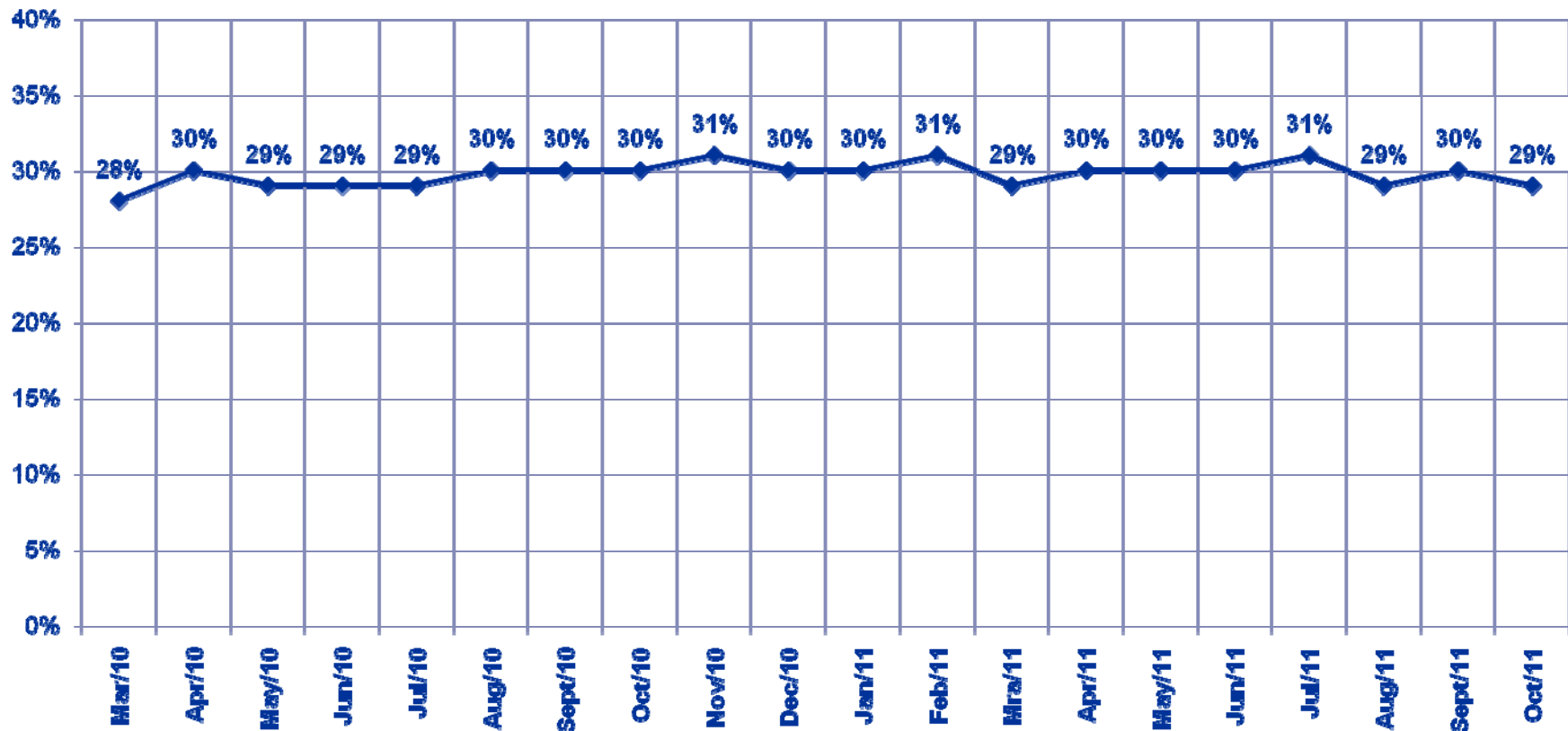
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy



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



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



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



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

% Strong (Top 3 5-6-7)

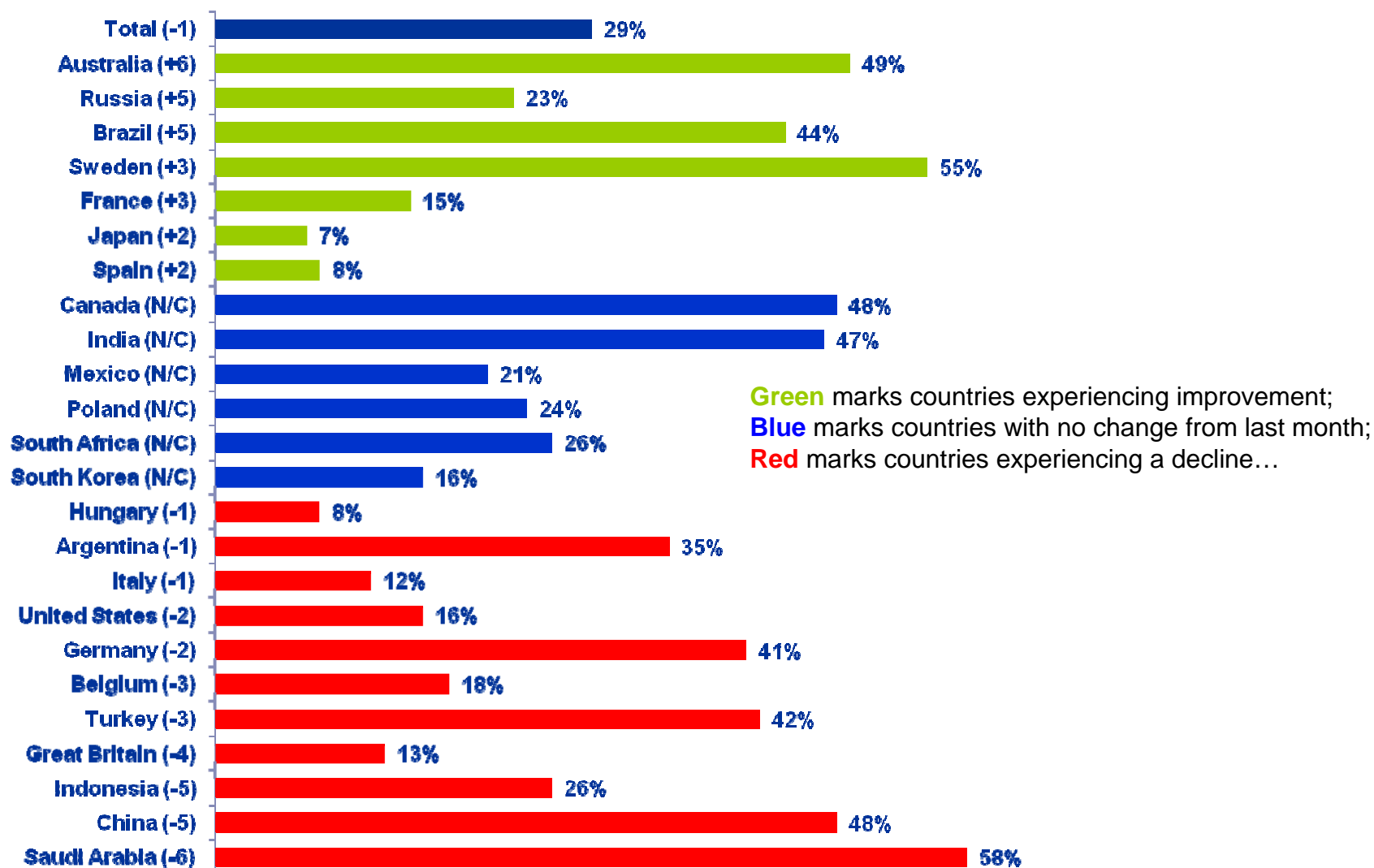
	Mar 2010	April 2010	May 2010	June 2010	July 2010	Aug 2010	Sept 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011	Jun 2011	Jul 2011	Aug 2011	Sept 2011	Oct 2011
Total	28%	30%	29%	29%	29%	30%	30%	30%	31%	30%	30%	31%	29%	30%	30%	30%	31%	29%	30%	29%
Argentina	19%	19%	15%	23%	20%	25%	26%	21%	28%	28%	30%	28%	26%	30%	28%	31%	30%	29%	36%	35%
Australia	56%	55%	55%	50%	52%	52%	53%	57%	53%	55%	60%	54%	53%	51%	50%	46%	46%	42%	43%	49%
Belgium	15%	11%	11%	12%	14%	20%	19%	17%	21%	16%	20%	30%	23%	27%	26%	25%	24%	19%	21%	18%
Brazil	38%	48%	48%	51%	41%	46%	45%	50%	47%	51%	42%	47%	41%	39%	42%	41%	43%	46%	39%	44%
Canada	44%	47%	45%	46%	47%	46%	48%	43%	46%	42%	49%	49%	46%	49%	49%	51%	49%	51%	48%	48%
China	61%	57%	58%	55%	58%	59%	59%	63%	59%	55%	56%	57%	56%	56%	51%	49%	47%	45%	53%	48%
France	14%	14%	12%	11%	14%	15%	13%	14%	14%	12%	14%	15%	16%	14%	16%	16%	14%	18%	12%	15%
Germany	27%	25%	26%	29%	30%	33%	35%	39%	43%	43%	40%	43%	38%	46%	46%	47%	47%	45%	43%	41%
Great Britain	16%	19%	13%	12%	15%	15%	15%	13%	16%	15%	15%	14%	12%	14%	17%	17%	12%	12%	17%	13%
Hungary	11%	13%	11%	13%	10%	14%	11%	15%	11%	9%	12%	10%	9%	12%	10%	12%	11%	9%	9%	8%
India	61%	62%	61%	63%	53%	56%	61%	61%	67%	60%	51%	55%	52%	52%	47%	50%	42%	49%	47%	47%
Indonesia	37%	30%	34%	26%	30%	26%	29%	33%	31%	32%	25%	23%	30%	27%	33%	27%	29%	24%	31%	26%
Italy	18%	19%	17%	18%	18%	19%	18%	17%	15%	18%	14%	18%	16%	16%	18%	17%	16%	14%	13%	12%
Japan	4%	5%	5%	5%	4%	5%	5%	5%	5%	6%	4%	5%	5%	5%	7%	6%	7%	5%	5%	7%
Mexico	20%	22%	24%	24%	19%	18%	18%	18%	15%	17%	22%	21%	17%	18%	18%	19%	25%	24%	21%	21%
Poland	29%	30%	30%	28%	30%	31%	29%	21%	25%	22%	19%	21%	19%	23%	17%	21%	21%	23%	24%	24%
Russia	23%	22%	25%	23%	24%	30%	24%	26%	24%	19%	20%	16%	17%	21%	18%	18%	19%	17%	18%	23%
Saudi Arabia	49%	53%	51%	48%	55%	58%	57%	47%	50%	58%	57%	55%	62%	63%	61%	63%	66%	69%	64%	58%
South Africa	26%	35%	28%	27%	34%	28%	26%	27%	26%	30%	34%	29%	22%	23%	28%	34%	34%	27%	26%	26%
South Korea	16%	20%	22%	21%	18%	22%	22%	23%	26%	28%	23%	25%	16%	19%	21%	18%	21%	16%	16%	16%
Spain	13%	8%	8%	10%	13%	10%	10%	10%	11%	10%	9%	9%	9%	10%	9%	8%	11%	8%	6%	8%
Sweden	44%	46%	47%	49%	46%	53%	54%	54%	58%	55%	53%	57%	51%	54%	47%	52%	59%	57%	52%	55%
Turkey	29%	31%	26%	32%	30%	25%	29%	34%	27%	30%	32%	33%	33%	33%	35%	38%	46%	32%	45%	42%
United States	20%	21%	21%	21%	20%	17%	16%	19%	20%	20%	19%	24%	18%	18%	19%	18%	22%	17%	18%	16%

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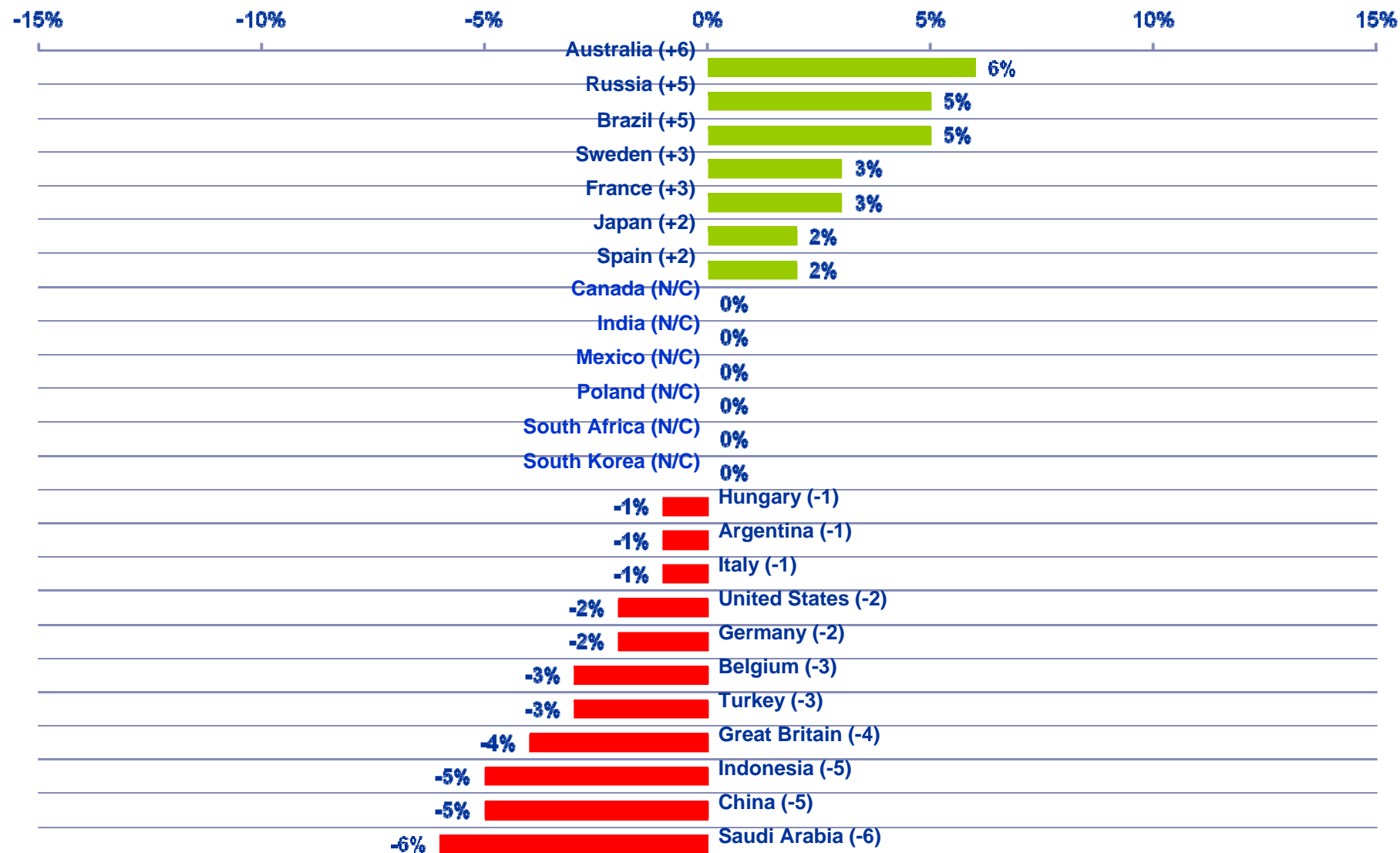
Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):

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...



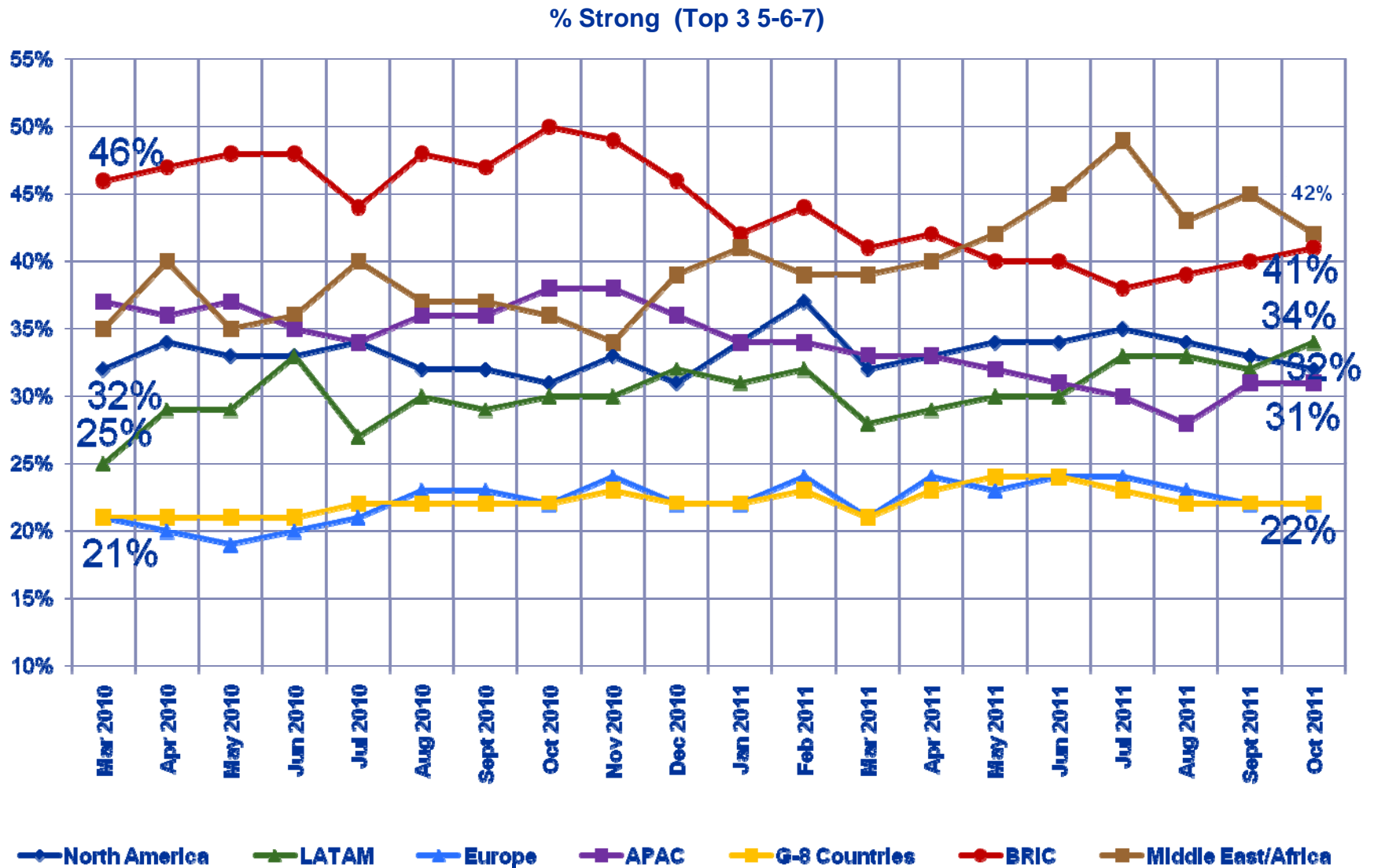
Countries Ranked by Net **Improvement**, **Decline** or **No Change** Compared to Last Month:

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

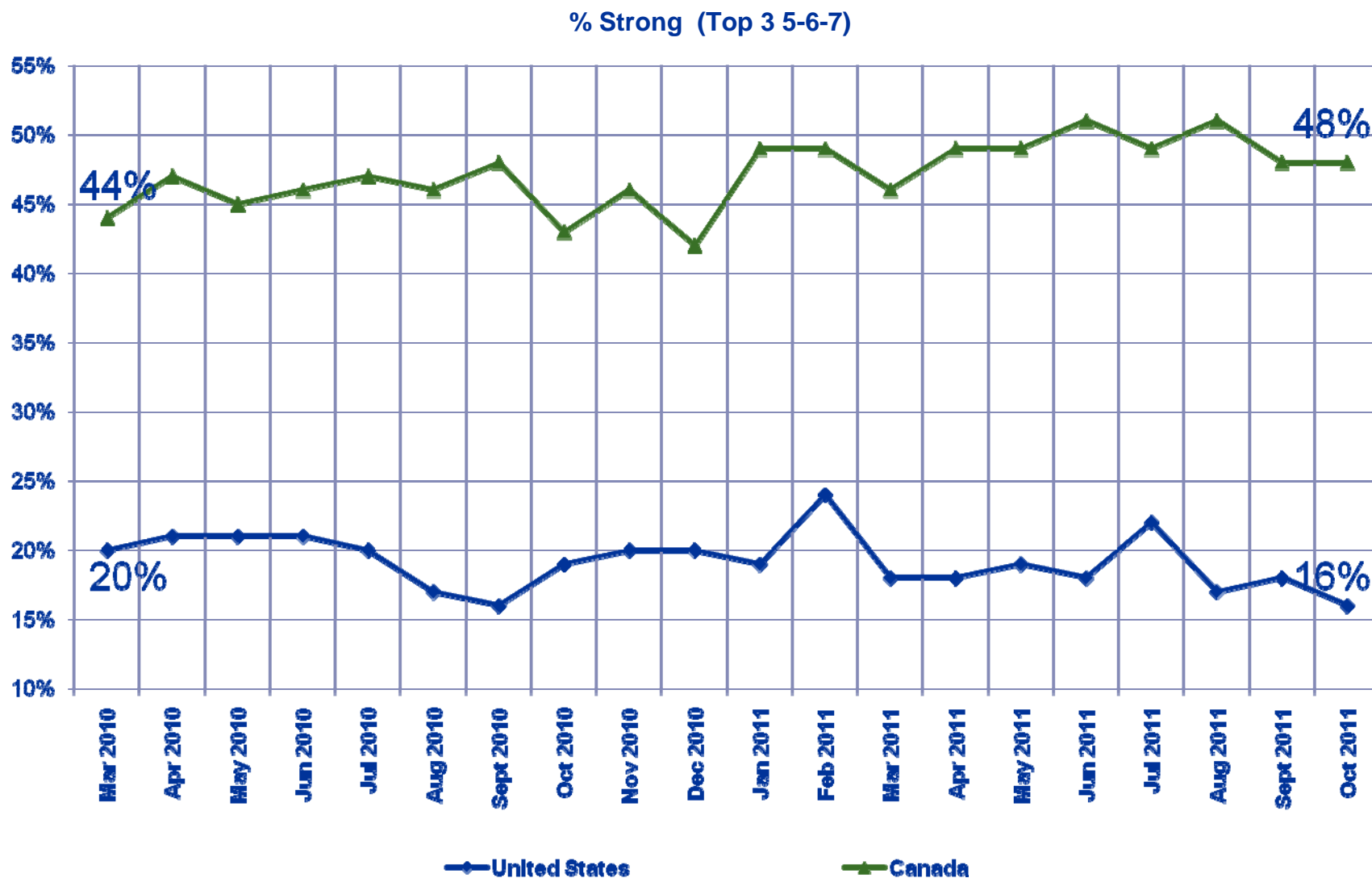


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

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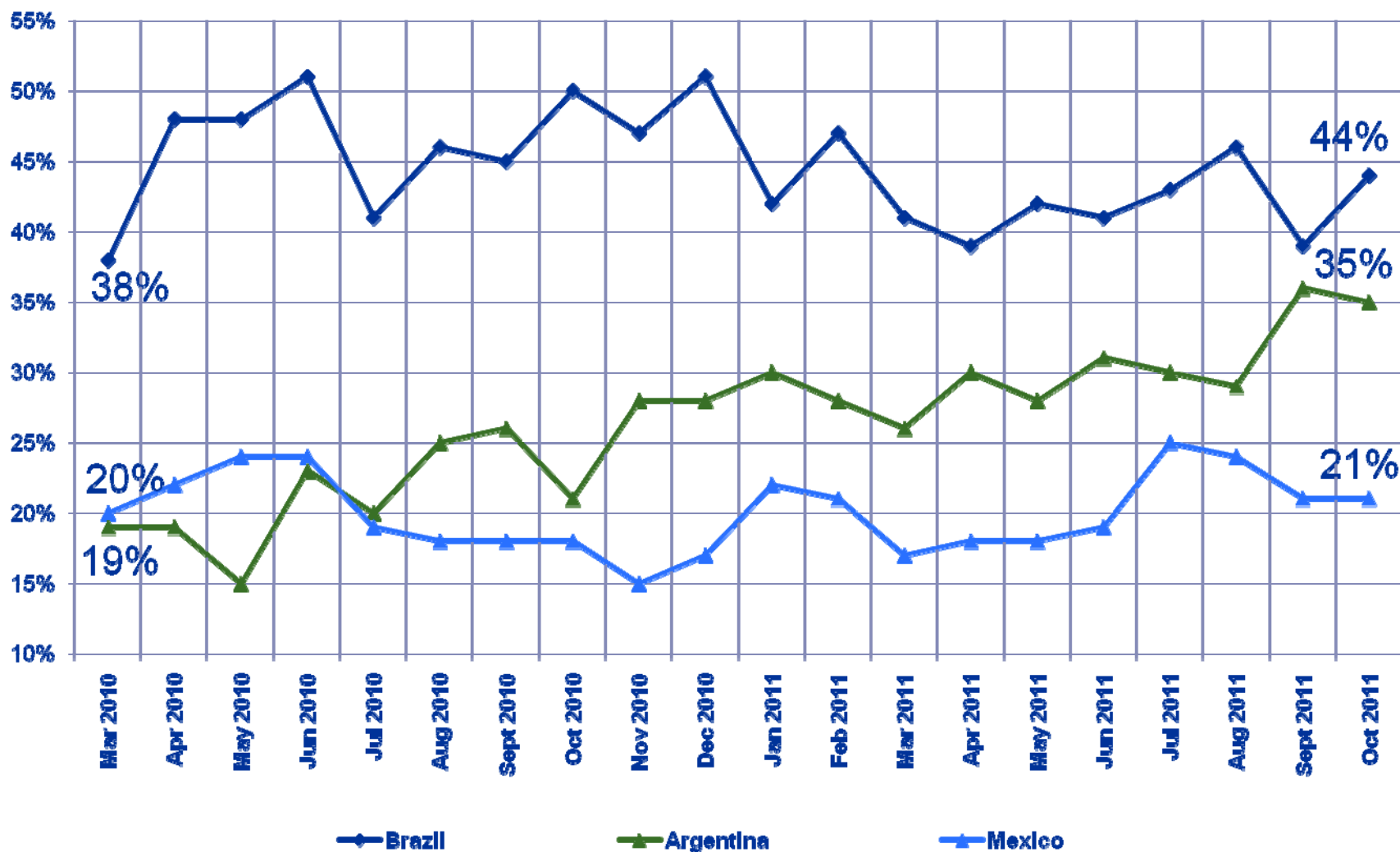
North American Countries

Assess the Strength of Their Local Economy



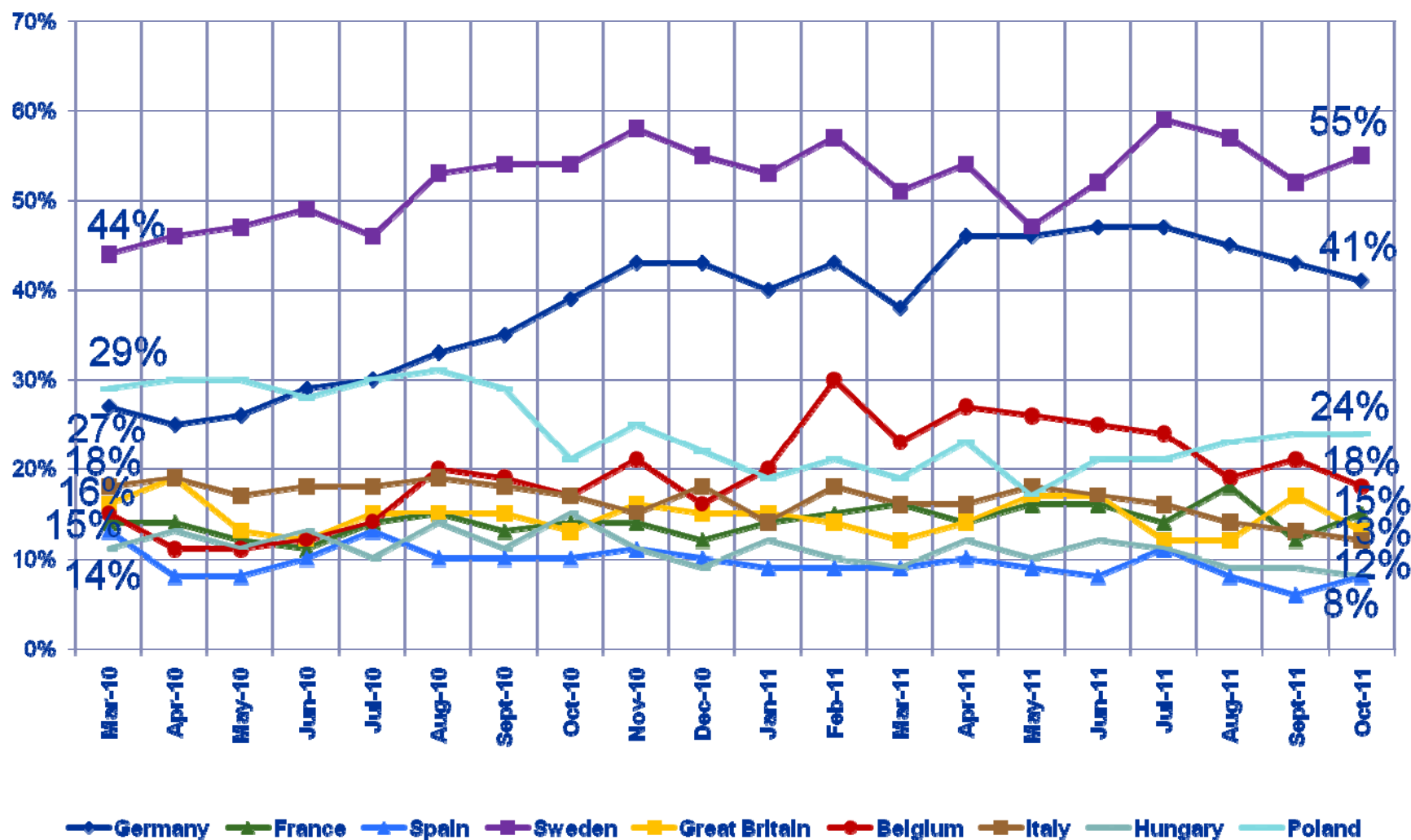
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

% Strong (Top 3 5-6-7)



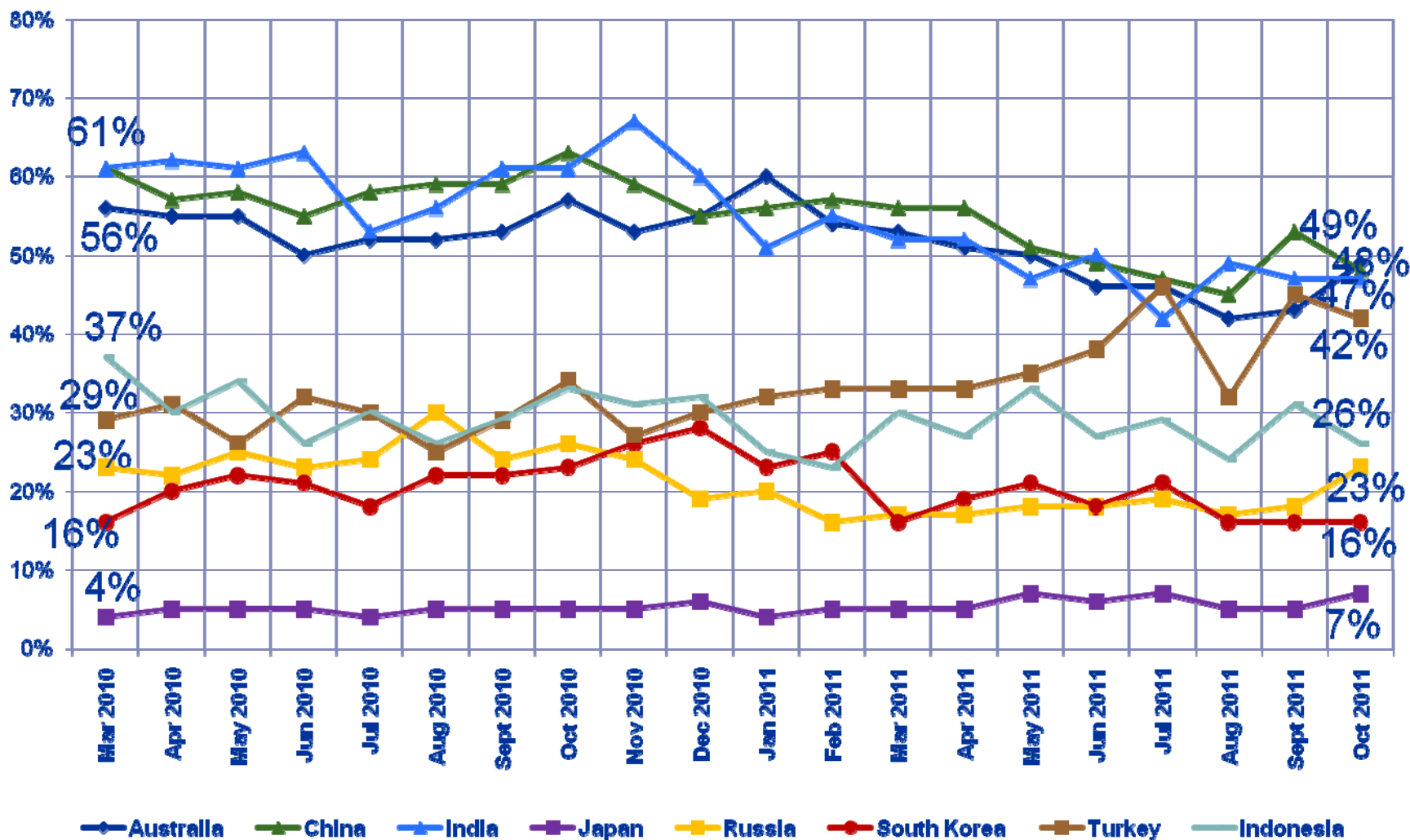
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

% Strong (Top 3 5-6-7)

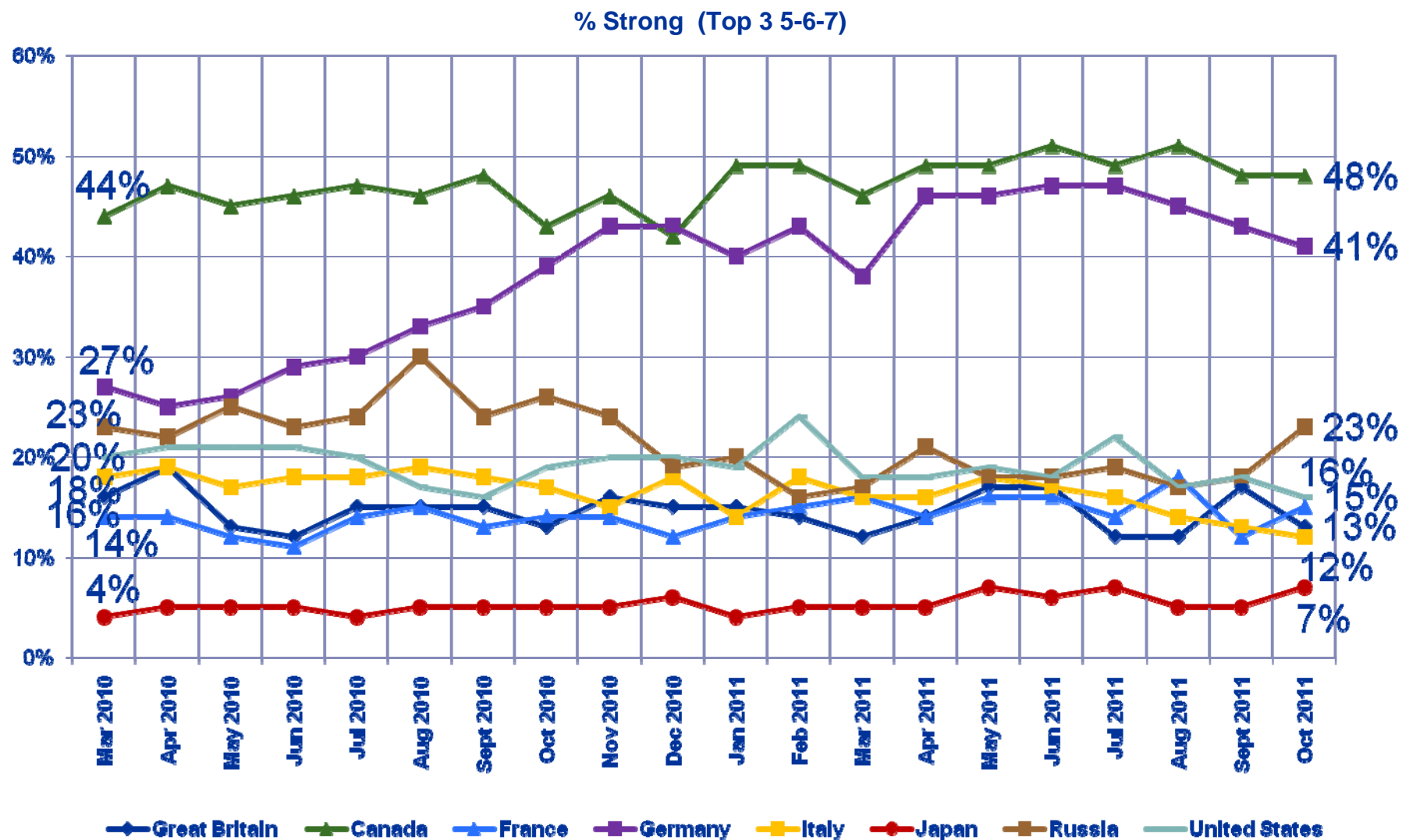


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

% Strong (Top 3 5-6-7)

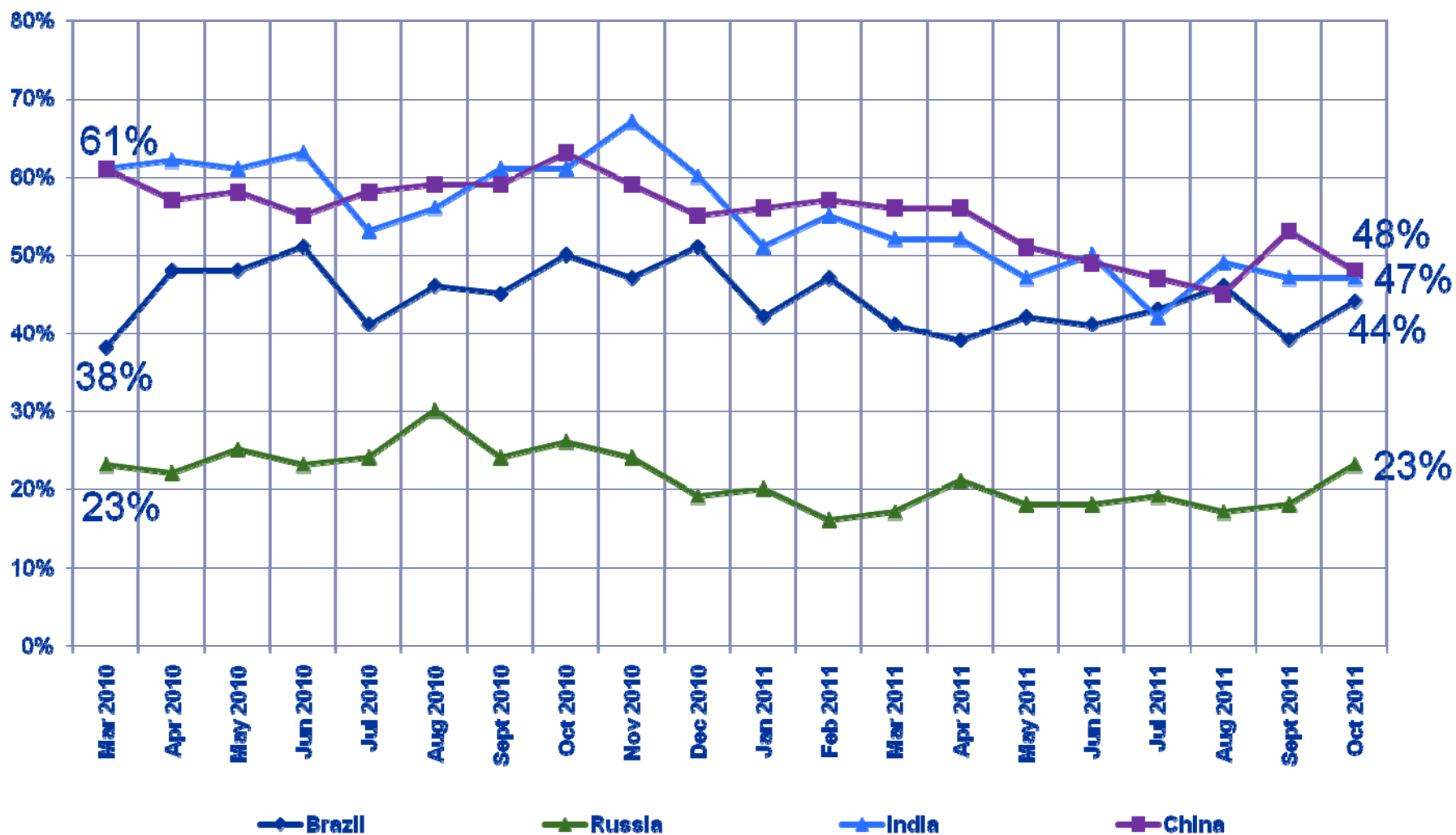


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



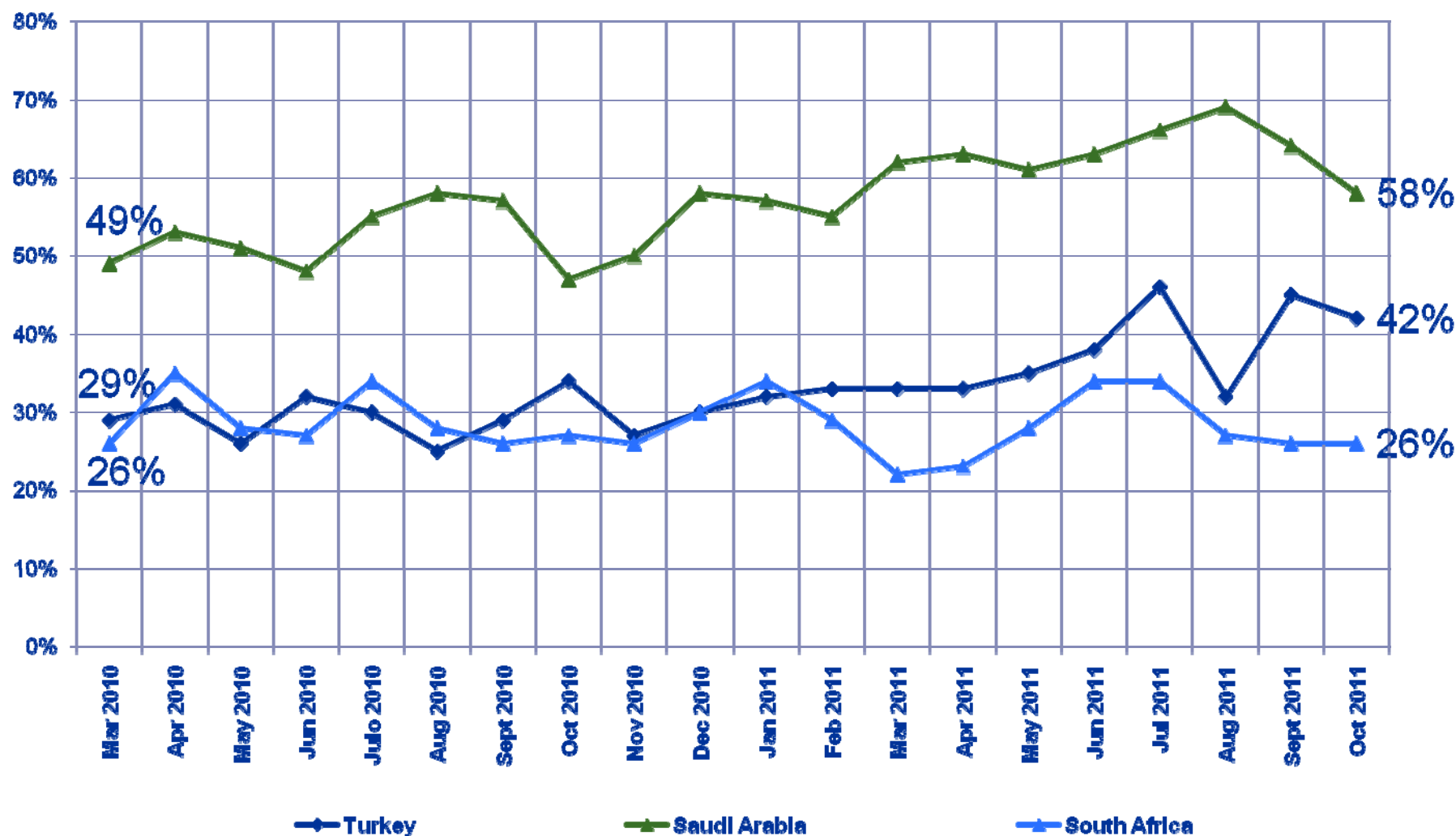
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

% Strong (Top 3 5-6-7)



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

% Strong (Top 3 5-6-7)



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

③ Assessing the Strength of The Local Economy...

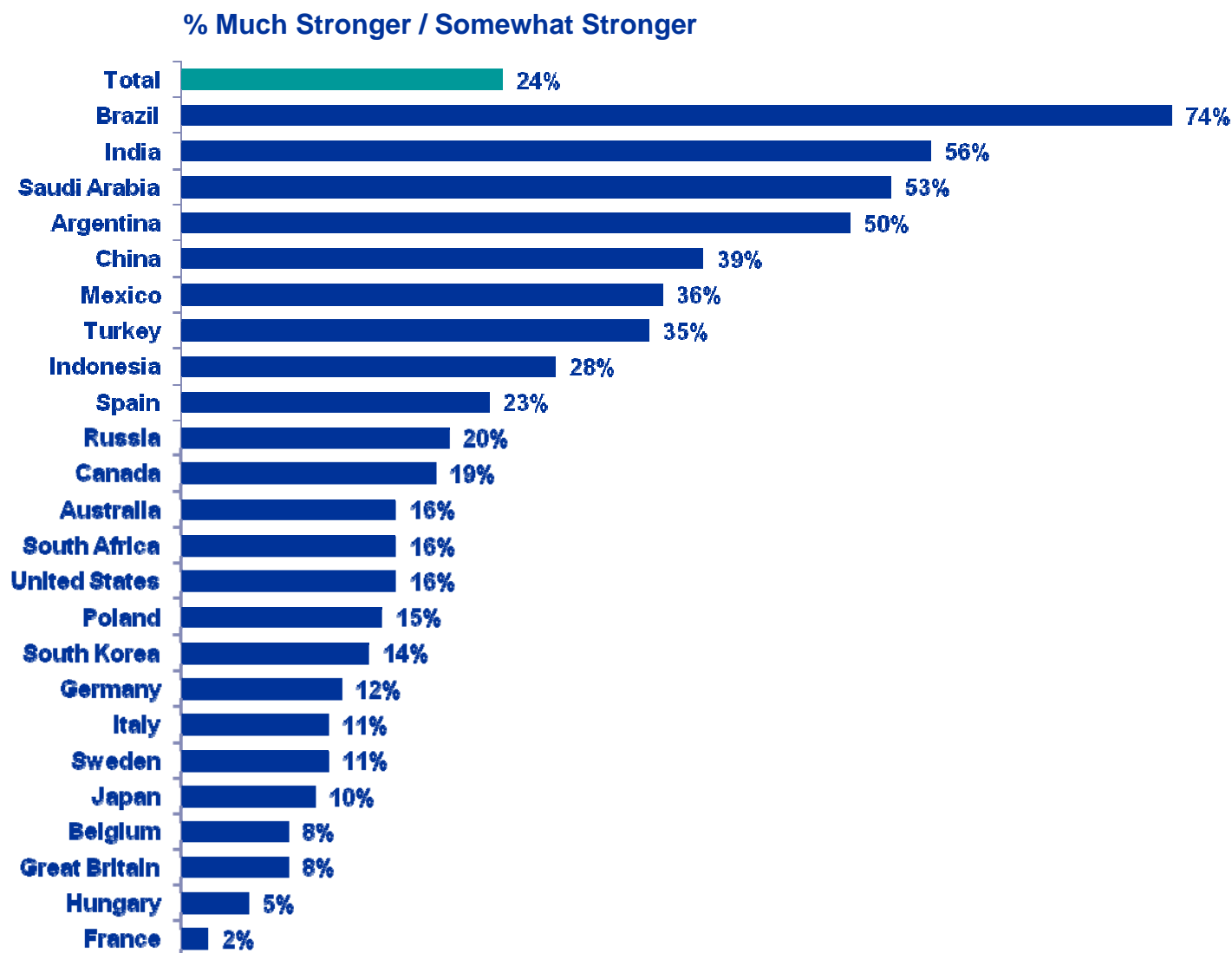
...Six Months From Now



Detailed Tables B.7



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?

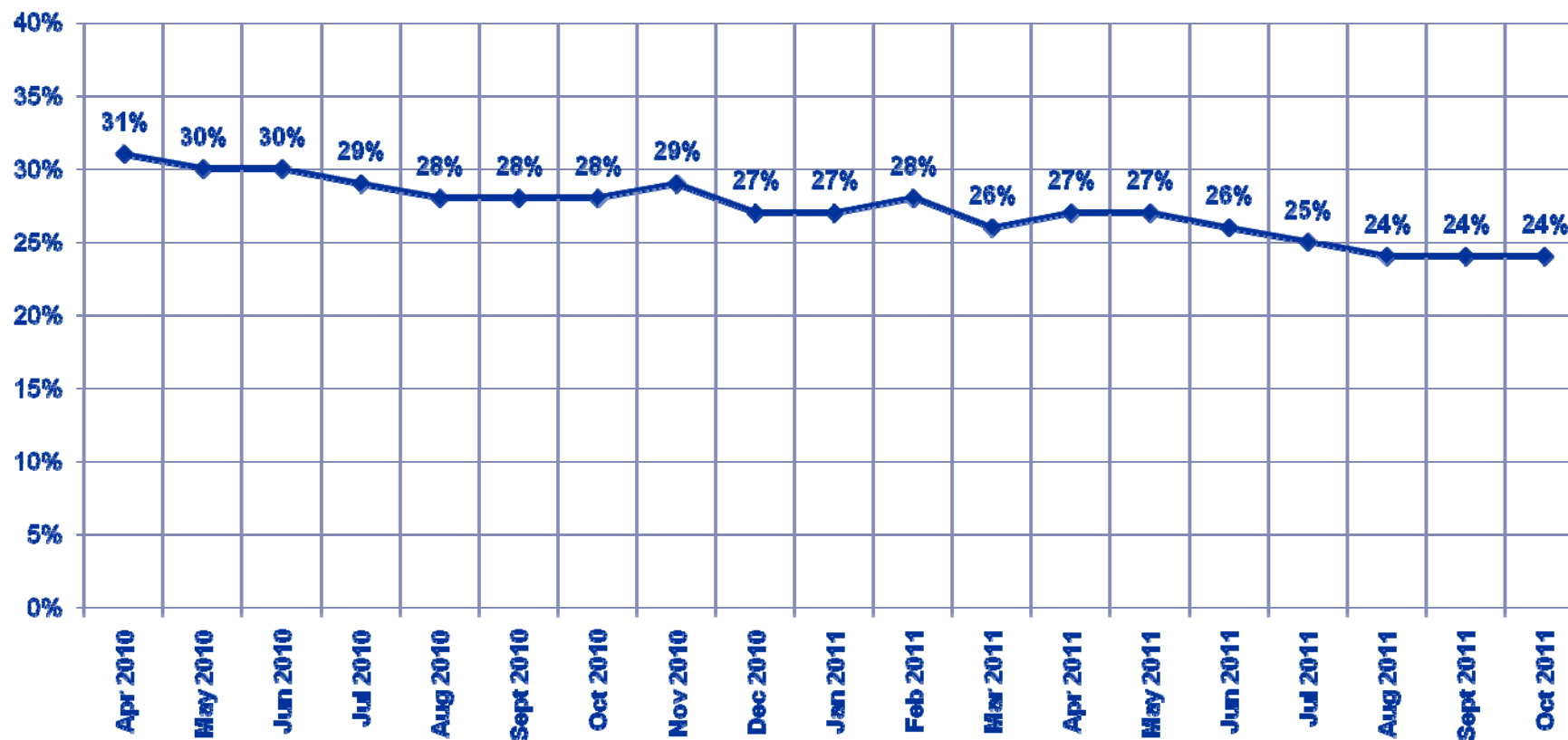
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Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

N/C

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

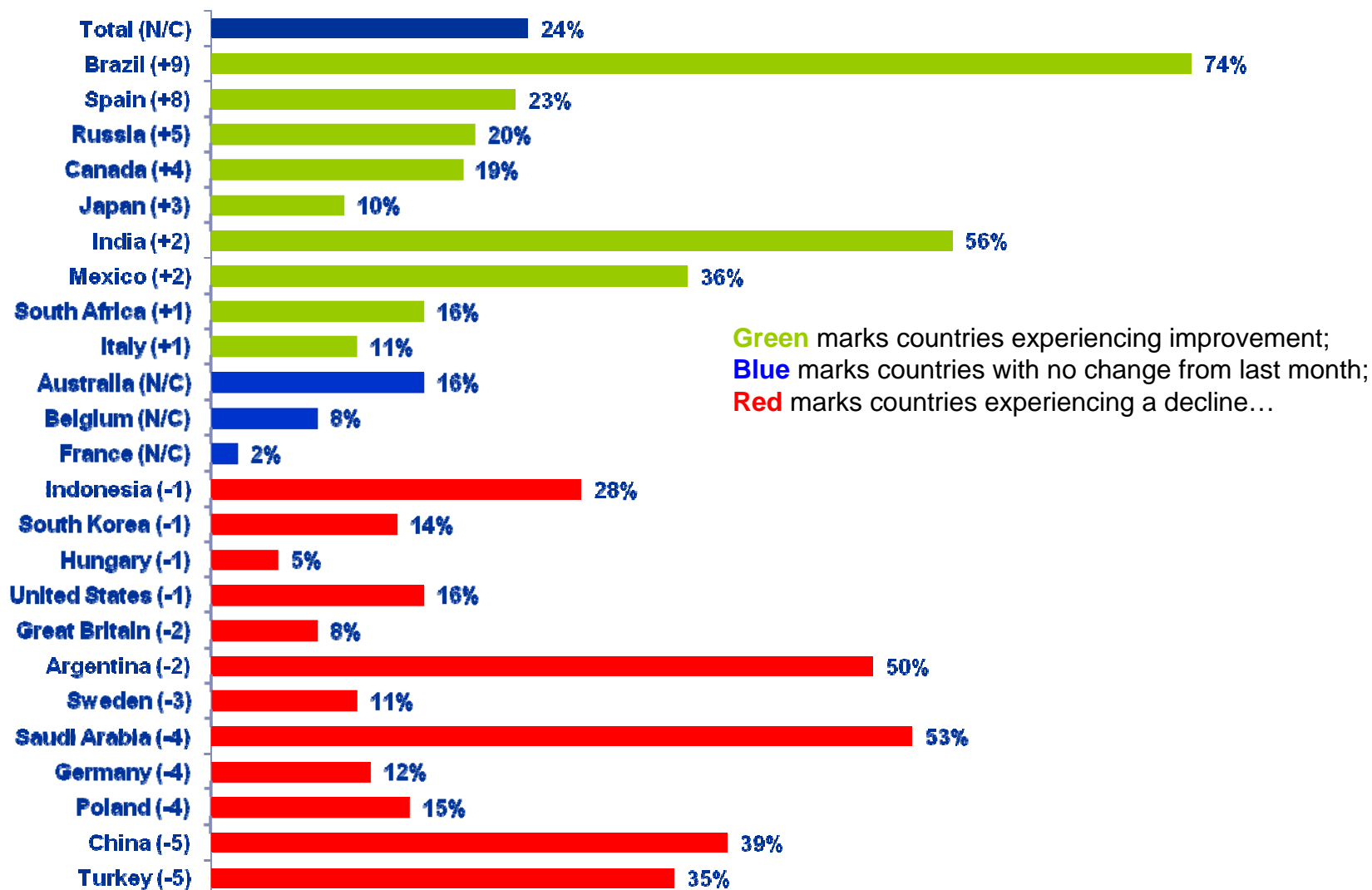
	Mar 2010	April 2010	May 2010	June 2010	July 2010	Aug 2010	Sept 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011	Jun 2011	Jul 2011	Aug 2011	Sept 2011	Oct 2011
Total	31%	31%	30%	30%	29%	28%	28%	28%	29%	27%	27%	28%	26%	27%	27%	26%	25%	24%	24%	24%
Argentina	32%	36%	35%	45%	36%	45%	42%	39%	44%	43%	42%	44%	44%	42%	45%	47%	47%	52%	52%	50%
Australia	36%	34%	30%	25%	29%	26%	27%	29%	27%	24%	23%	24%	22%	23%	20%	19%	19%	16%	16%	16%
Belgium	18%	14%	10%	14%	14%	17%	15%	13%	12%	12%	13%	13%	14%	15%	11%	14%	10%	6%	8%	8%
Brazil	79%	71%	72%	72%	69%	68%	75%	78%	76%	78%	73%	73%	67%	72%	71%	64%	71%	71%	65%	74%
Canada	38%	35%	29%	30%	32%	25%	27%	26%	27%	27%	31%	29%	28%	28%	26%	25%	24%	18%	15%	19%
China	57%	49%	51%	49%	50%	50%	50%	50%	48%	44%	49%	49%	40%	42%	44%	39%	36%	35%	44%	39%
France	5%	7%	3%	4%	5%	5%	5%	3%	4%	4%	5%	4%	4%	4%	4%	5%	3%	4%	2%	2%
Germany	23%	25%	22%	21%	26%	29%	26%	31%	35%	27%	30%	28%	26%	24%	26%	22%	22%	18%	16%	12%
Great Britain	18%	21%	22%	16%	16%	15%	13%	12%	13%	12%	13%	11%	8%	10%	12%	14%	9%	9%	10%	8%
Hungary	22%	24%	23%	23%	15%	18%	18%	23%	13%	10%	12%	15%	10%	11%	7%	8%	10%	8%	6%	5%
India	66%	66%	64%	67%	59%	58%	64%	65%	65%	61%	55%	61%	55%	55%	50%	52%	43%	52%	54%	56%
Indonesia	31%	33%	36%	36%	38%	35%	35%	35%	34%	30%	26%	26%	29%	28%	32%	29%	29%	28%	29%	28%
Italy	20%	21%	17%	19%	17%	18%	16%	17%	16%	15%	18%	16%	17%	15%	15%	15%	13%	14%	10%	11%
Japan	11%	12%	12%	13%	9%	8%	6%	6%	8%	8%	8%	9%	8%	9%	10%	9%	10%	7%	7%	10%
Mexico	34%	37%	44%	36%	33%	32%	35%	38%	30%	36%	33%	37%	43%	38%	41%	37%	39%	36%	34%	36%
Poland	23%	23%	20%	23%	22%	24%	19%	19%	19%	21%	12%	19%	14%	17%	13%	15%	16%	18%	19%	15%
Russia	17%	19%	17%	18%	23%	18%	21%	13%	24%	16%	16%	18%	18%	18%	16%	16%	13%	16%	15%	20%
Saudi Arabia	44%	49%	50%	41%	46%	53%	46%	48%	45%	47%	45%	52%	56%	60%	59%	60%	62%	64%	57%	53%
South Africa	38%	35%	34%	33%	36%	24%	25%	21%	27%	27%	28%	22%	16%	16%	21%	23%	17%	10%	15%	16%
South Korea	21%	23%	24%	21%	21%	20%	22%	20%	22%	25%	22%	25%	19%	14%	17%	12%	15%	13%	15%	14%
Spain	28%	27%	26%	21%	25%	24%	22%	20%	21%	20%	20%	21%	21%	23%	22%	20%	18%	18%	15%	23%
Sweden	19%	20%	15%	21%	20%	17%	19%	21%	19%	20%	16%	21%	17%	18%	17%	16%	15%	14%	14%	11%
Turkey	32%	35%	30%	30%	32%	33%	29%	28%	27%	23%	30%	32%	28%	32%	34%	36%	38%	25%	40%	35%
United States	31%	36%	32%	27%	23%	22%	22%	24%	29%	25%	27%	27%	21%	24%	25%	22%	22%	17%	17%	16%

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

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

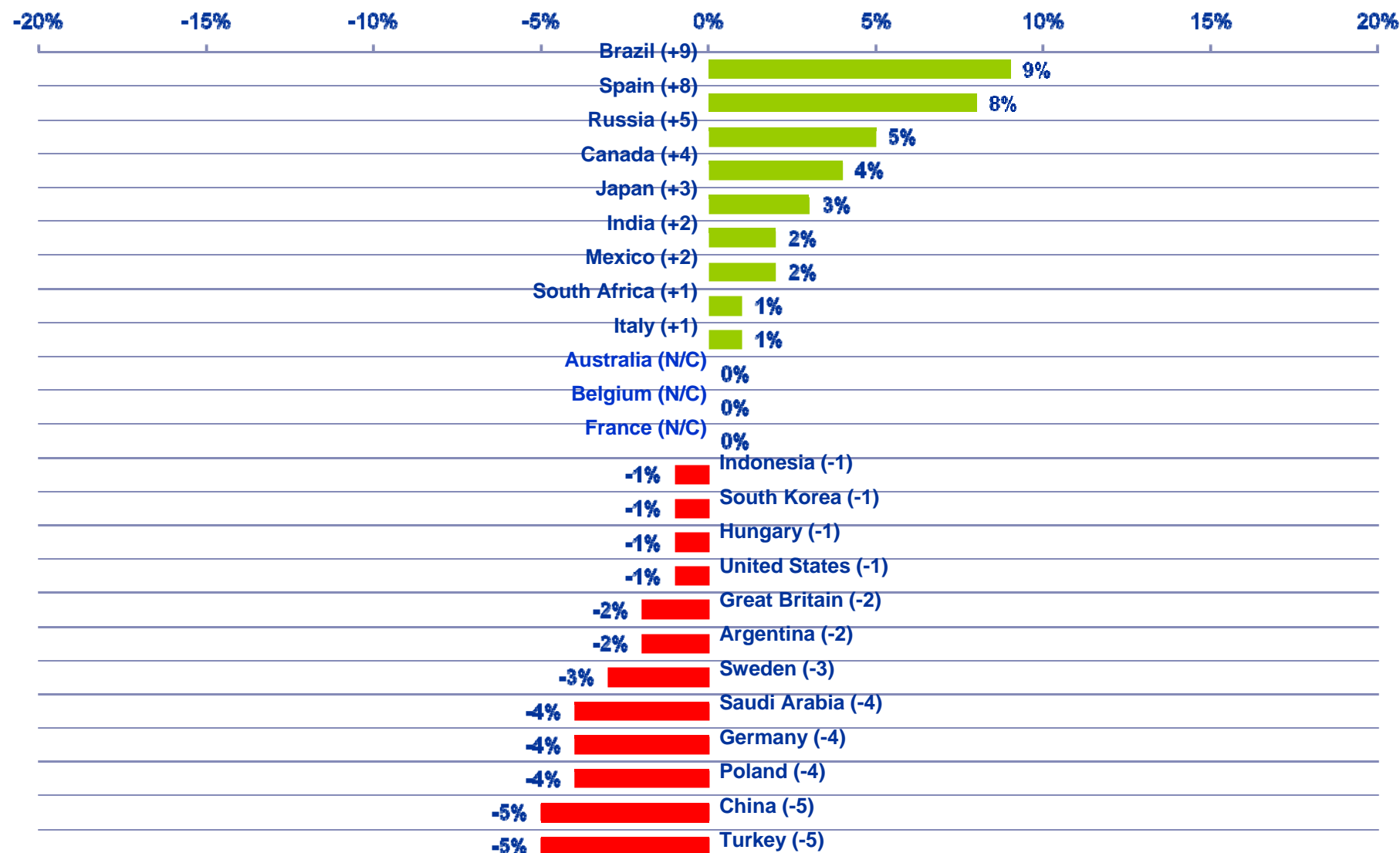
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?



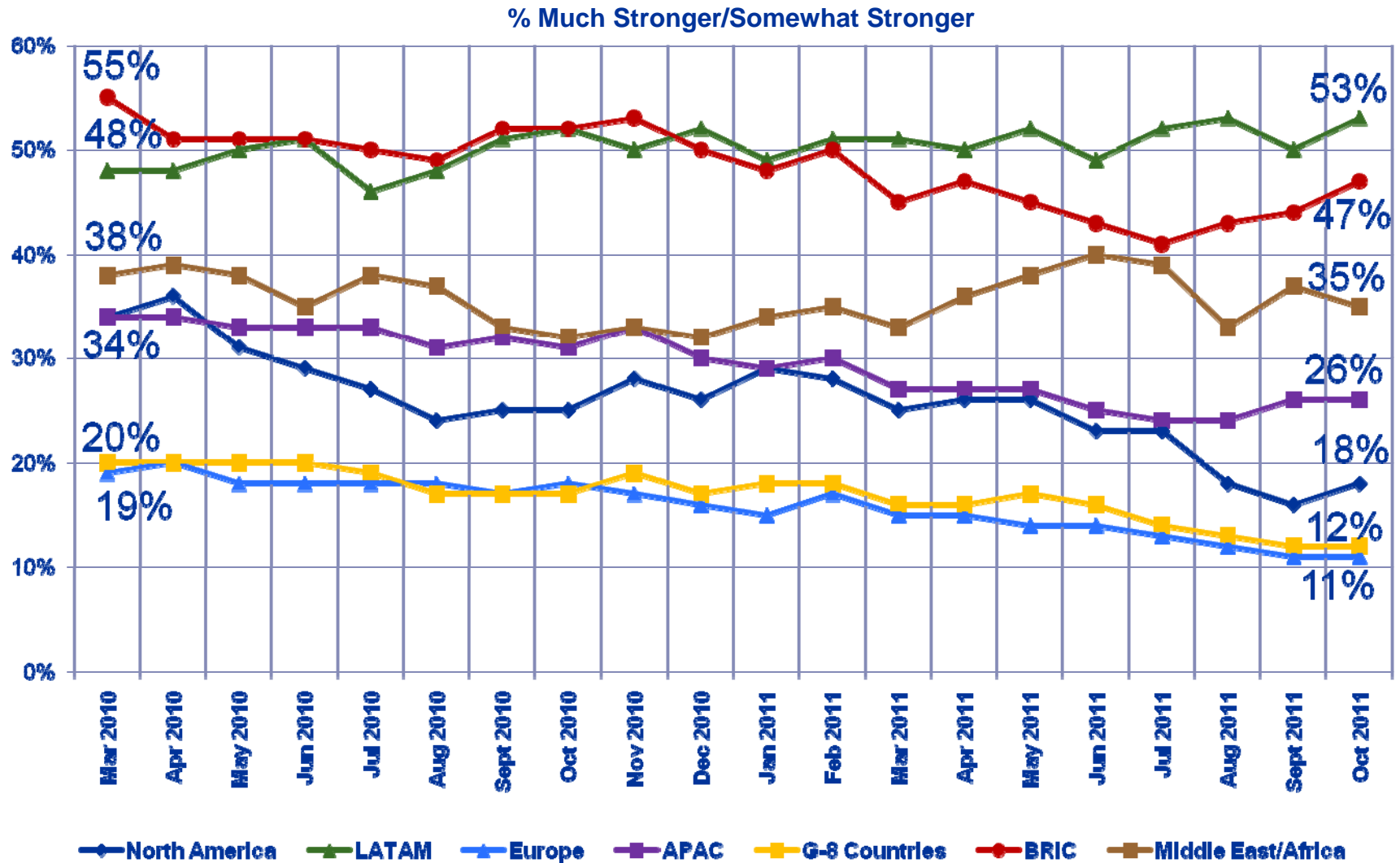


Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:

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



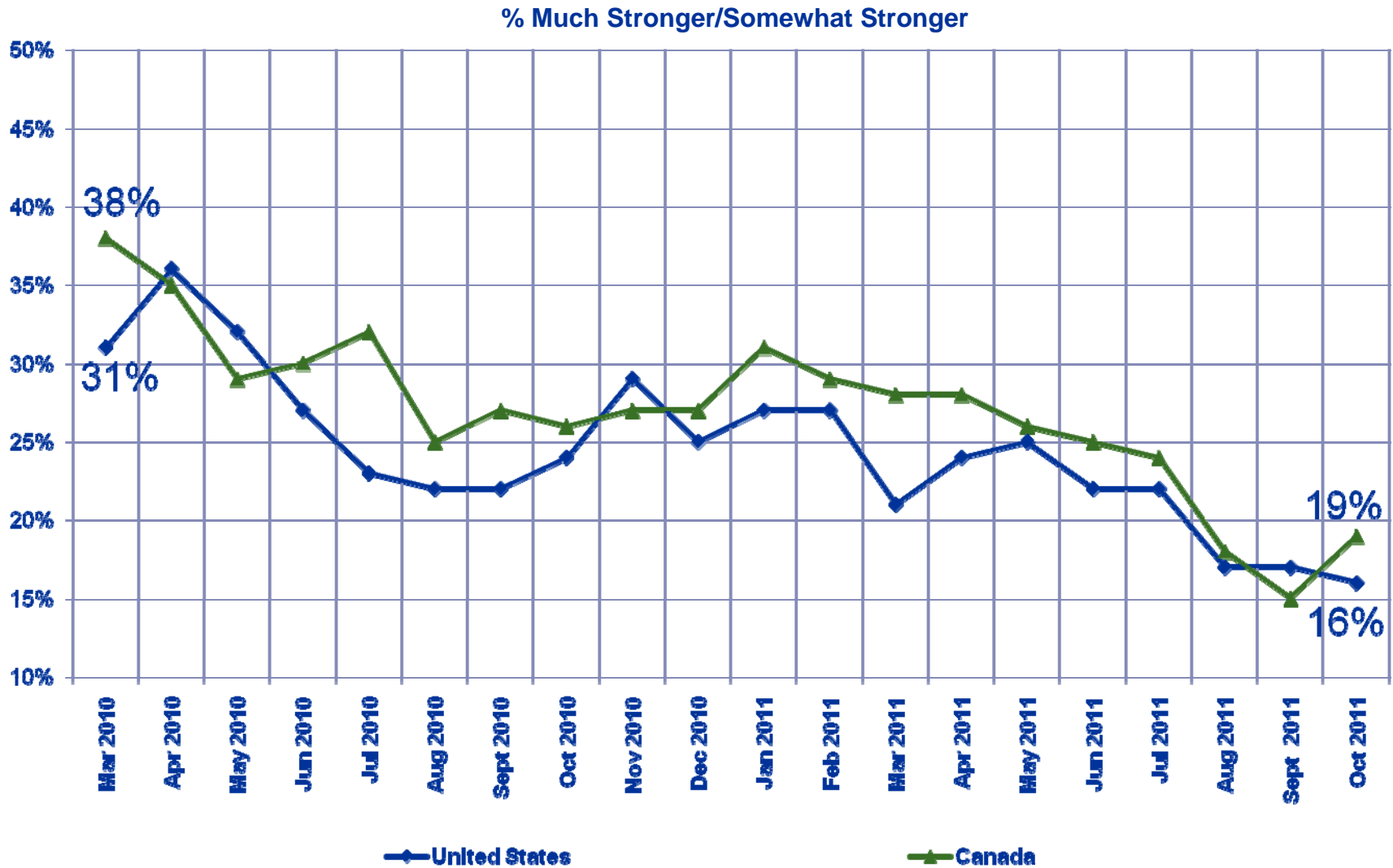
All Regions - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months



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

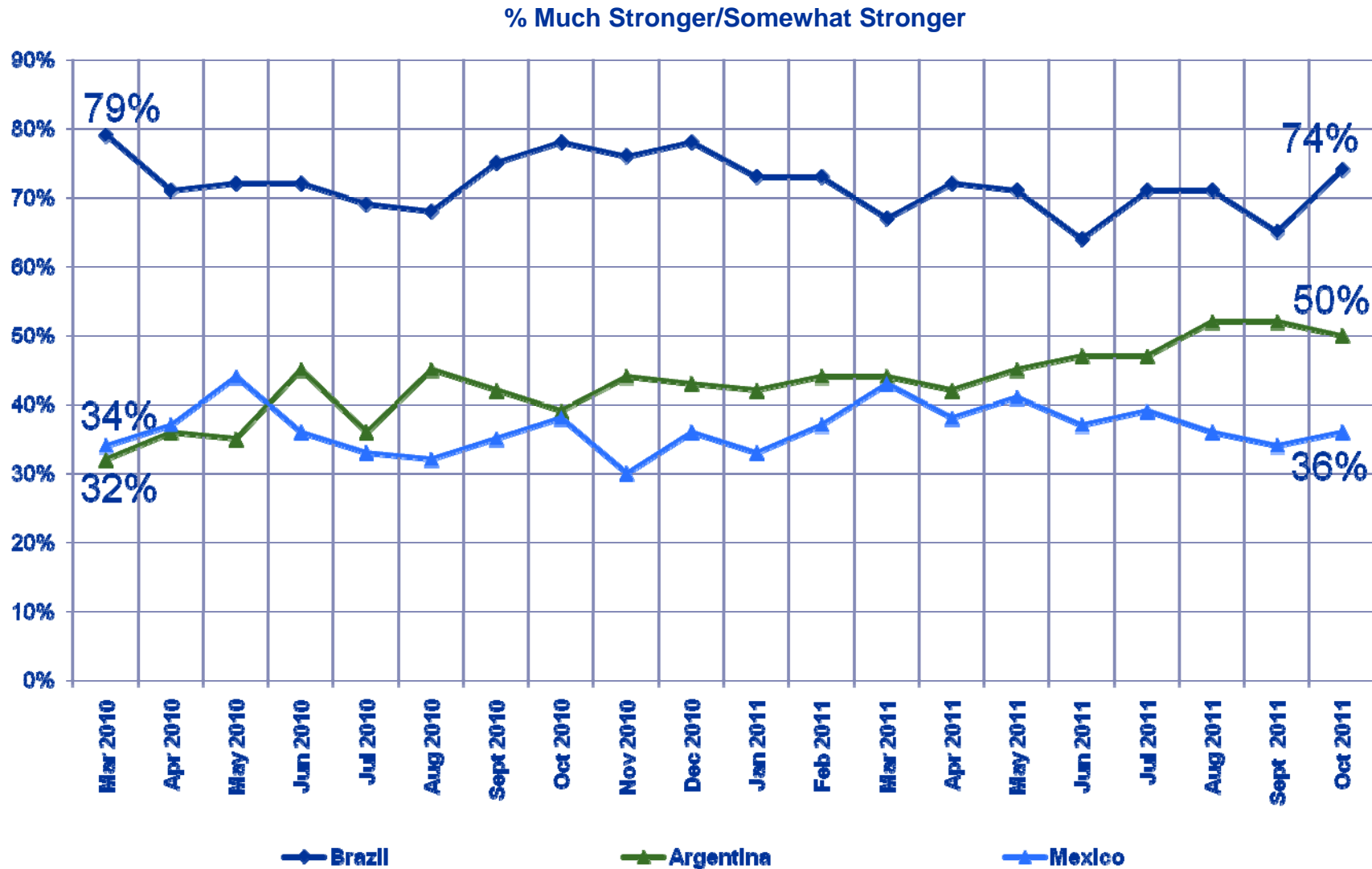


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

▲ 3

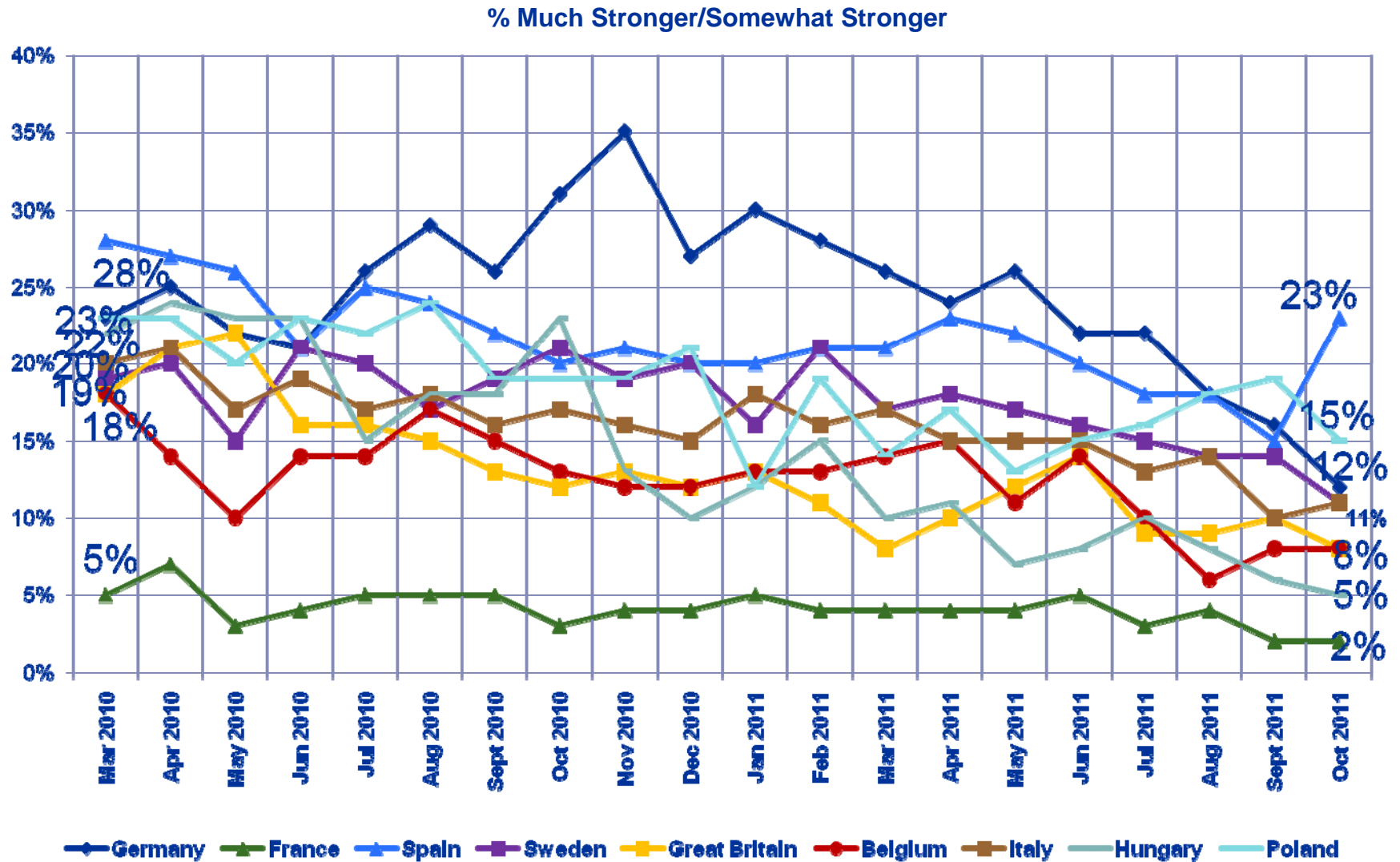


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

N/C



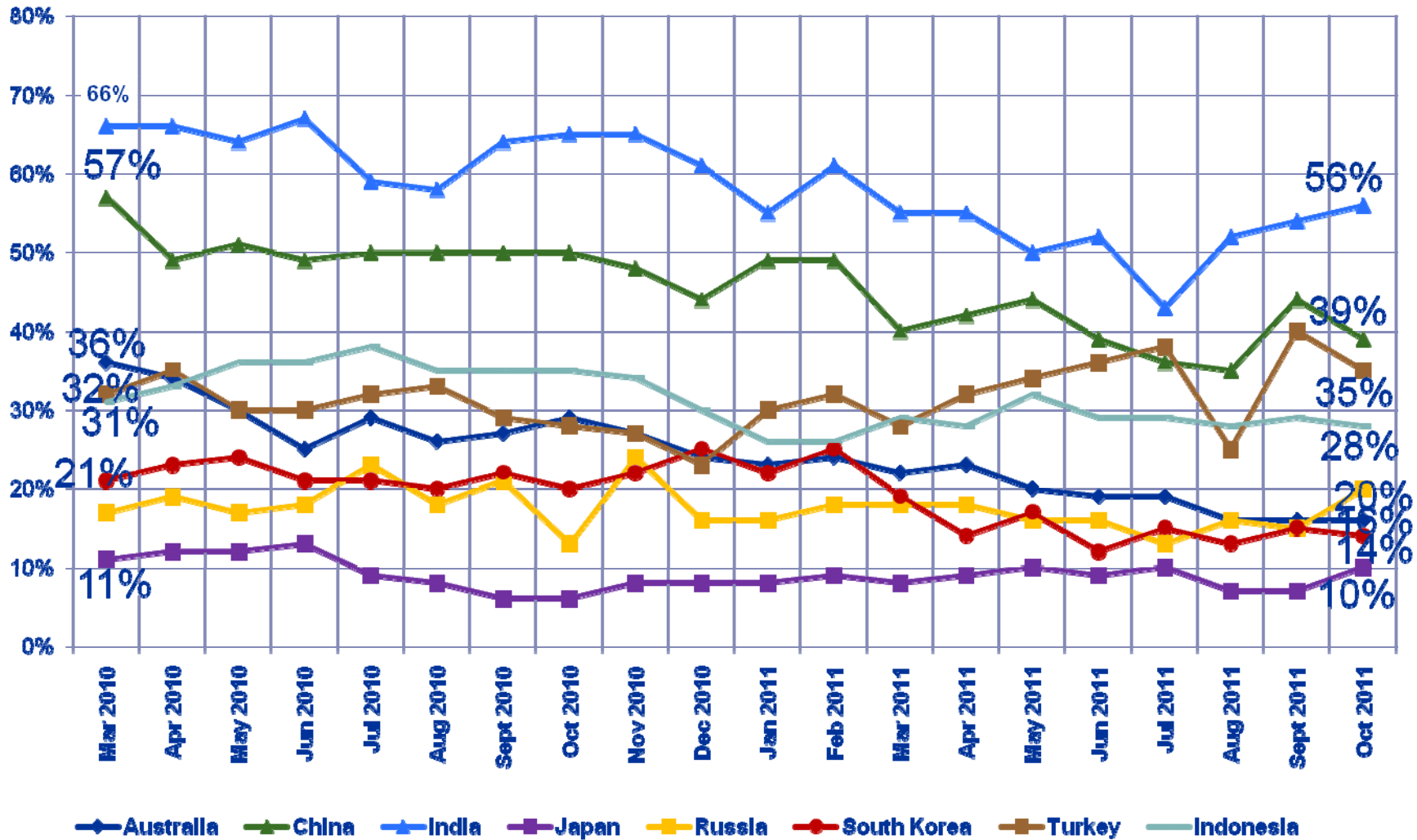
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

N/C

% Much Stronger/Somewhat Stronger

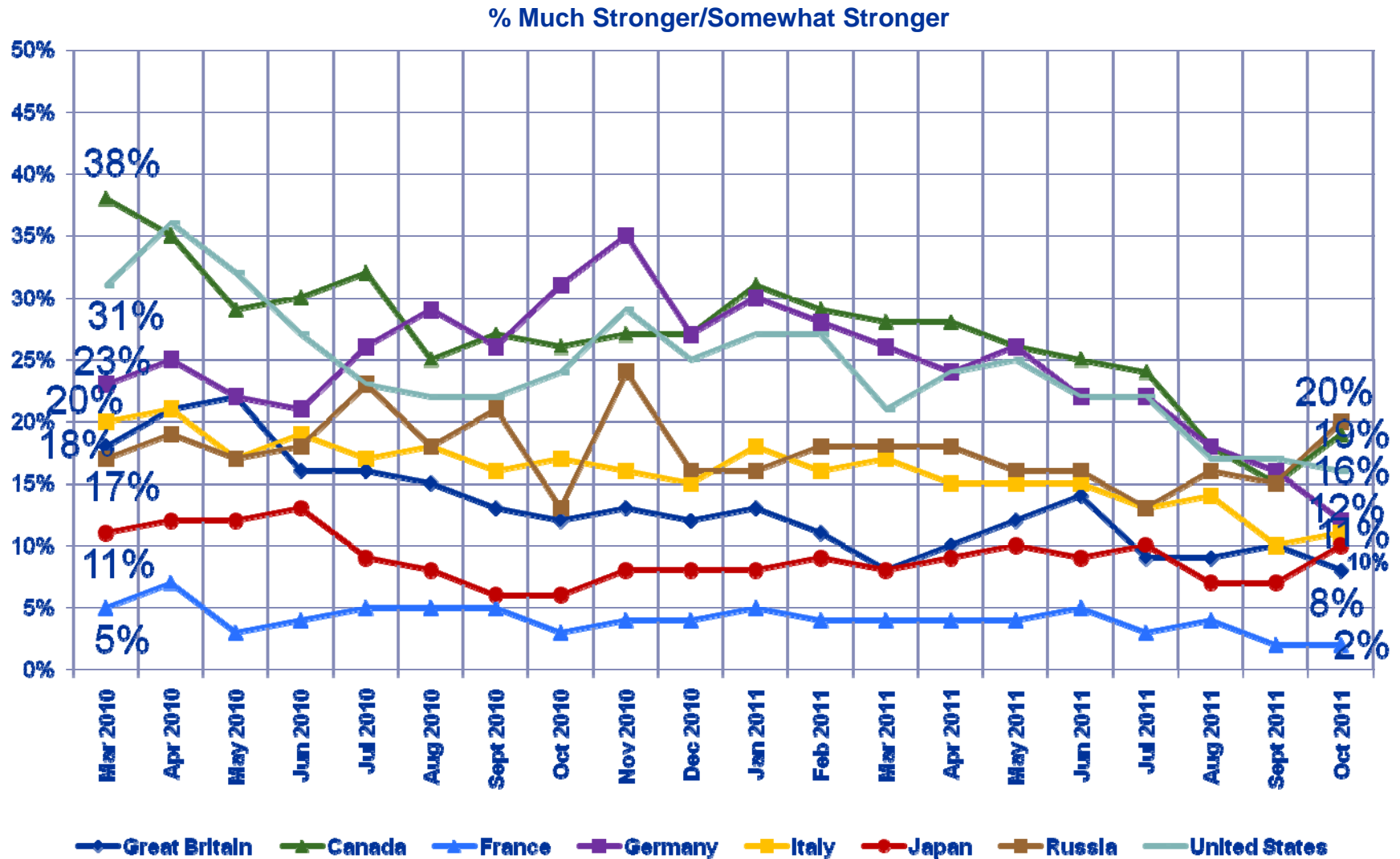


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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G8 Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months

N/C

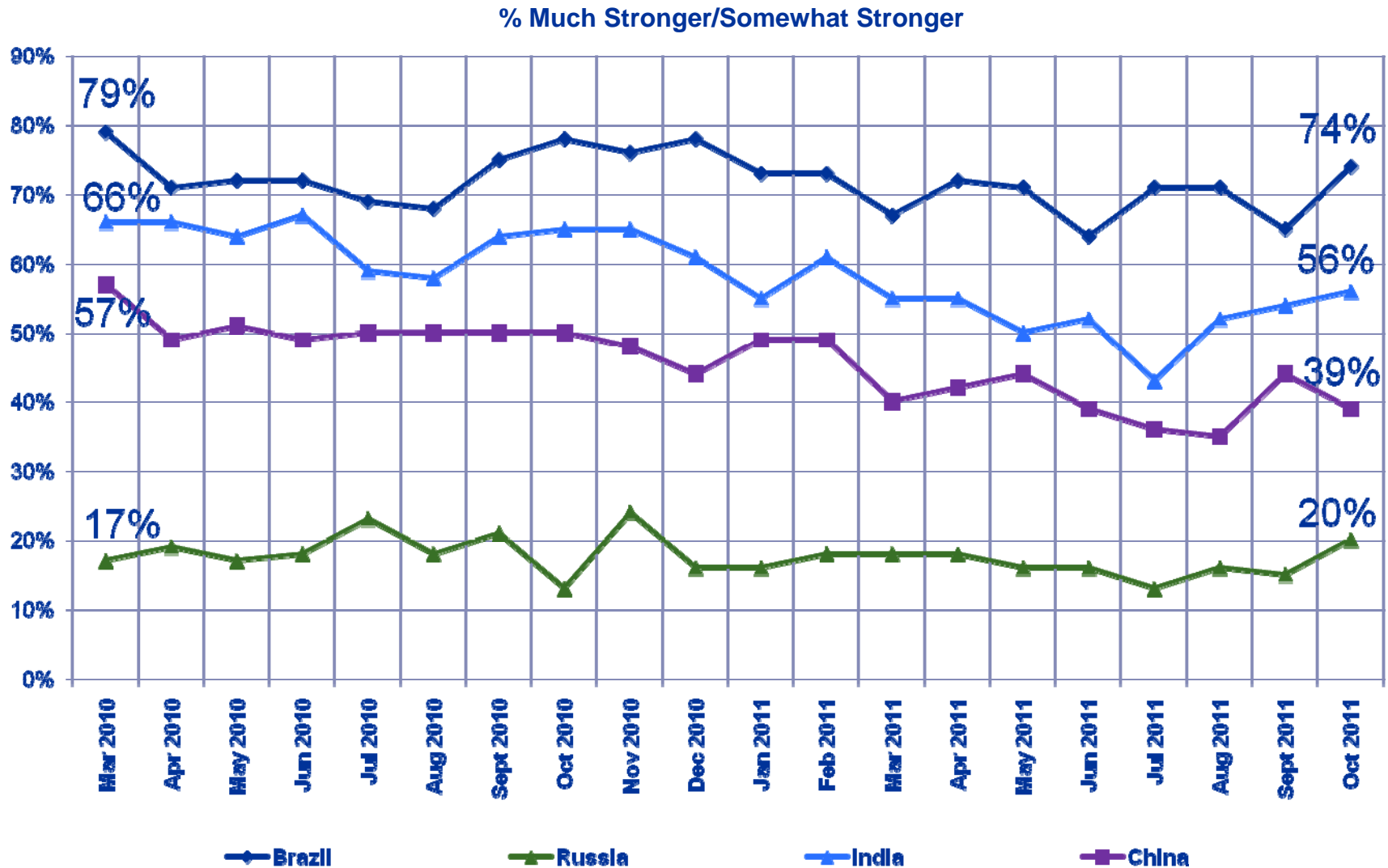


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

▲ 3

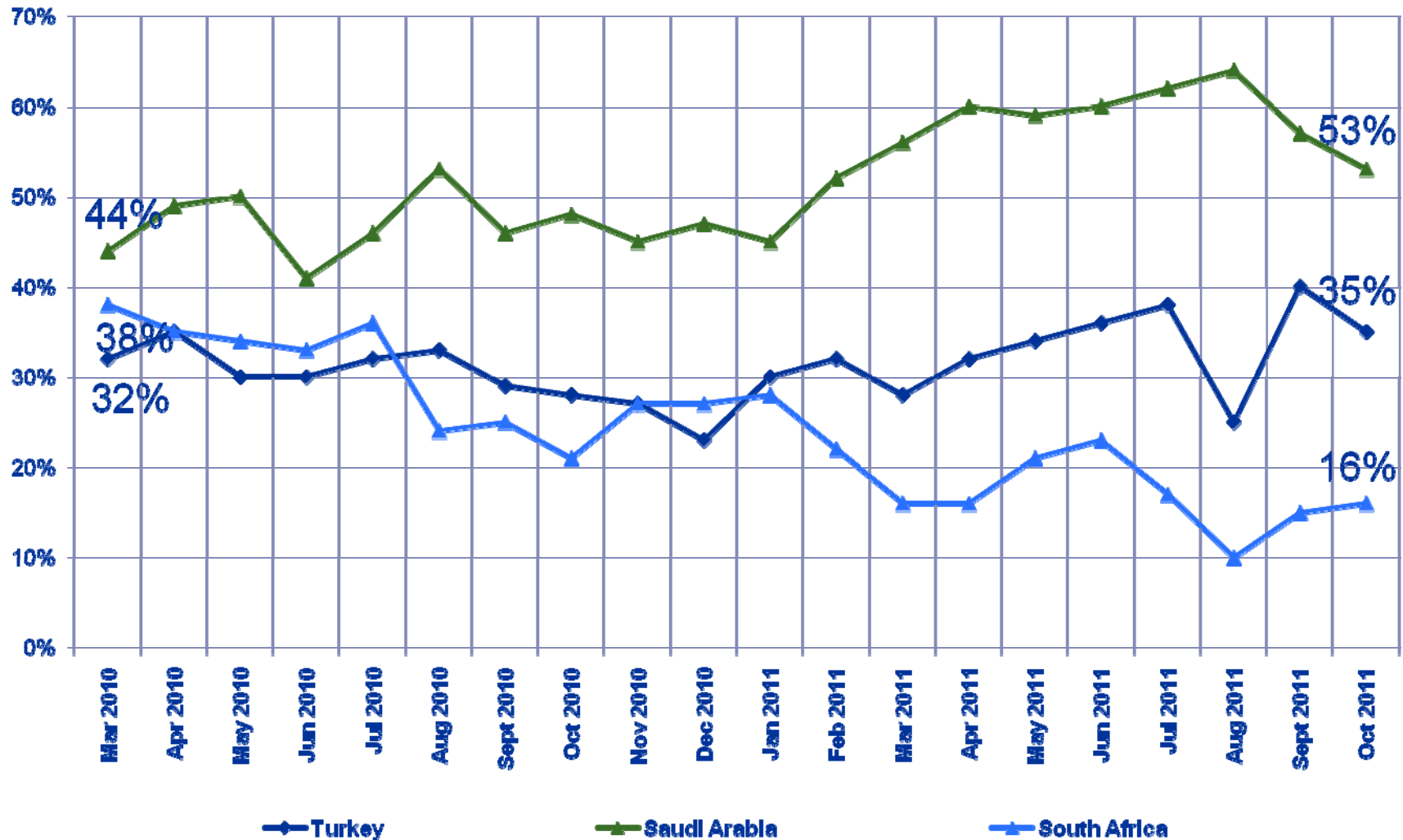


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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Middle East/African 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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