# *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

# These are the findings of the *Global @dvisor* Wave 32 (G@32), an Ipsos survey conducted between April 3rd and April 17th, 2012.

## SURVEY METHOD

- The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system.

## COUNTRIES

- 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. This month, polling was also conducted in Singapore and Hong Kong (though they are not included in aggregate reporting to allow for accurate tracking analysis).

## SAMPLE

- For the results of the survey presented herein, an international sample of 18,702 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+. In this wave (G@32), 500+ individuals from Hong Kong and Singapore also participated in the survey.

## WEIGHTING

- 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:

①The 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

# Summary…

- **The mood darkens this month after a three-month standstill:** the global aggregate national economic **sentiment drops one point to 38%** .

- **In fact, all three aggregate metrics that we measure monthly** – assessments of their current national economy (-1 point to 38% "good"), current local economy (-1 pt to 29% "strong") and future outlook (-2 pts to 24% "stronger") – **reflect this drop.**

- Interestingly, **all regions are down this month except North America,** which improved two point on its national economic sentiment to 45%. **This shift is carried by the United States**, where a **five point increase to 27%** lands the country to the number one spot in terms of greatest improvement this sounding. The other regions did not fare as well: Middle East and Africa (-3 to 58%), Latin America (-2 to 45%), Asia Pacific (-2 to 42%) and Europe (-1 to 24%).

- Polling this wave includes results from Singapore and Hong Kong*.

  - **Singapore ranks in second place** with 77% indicating they think the current economic situation in their country is "good", 66% agree the local economy is "strong" and  a 34% agree the six-month outlook for the local economy is going to be "stronger". **Hong Kong ranks middle-of-the-pack on all measures**: national economy (50%), local economy (32%) and local economy's future outlook (16%).

* These regions were not included in aggregate figures to allow for accurate tracking.

THE
WORLD
at a
GLANCE

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

- This month's **global economic aggregate of national economies** declines one point 38% of global citizens rating their national economies as 'good'. The change in sentiment represents the first time in the last quarter that the aggregate has shifted in any direction.

- The margin between global leader Saudi Arabia (88%) and the rest of the world shrinks this month with the introduction of Singapore (77%) to the economic polling list. Next in line is India (72%), Sweden (71%), Germany (68%) and Australia (64%).

- Only a handful of those in Spain (3%) rate their national economies as 'good', followed by Hungary (4%), Italy (5%), Japan (8%), France (9%) and Great Britain (12%).

- *Countries with the greatest improvements in this wave*: The United States (+5 to 27%), Brazil (+5 to 59%), Australia (+2 to 64%), Mexico (+2 to 33%) and South Korea (+2 to 22%).

- *Countries with the greatest declines:* Argentina (-13 to 38%), China (-9 to 62%), India (-7 to 72%), Turkey (-7 to 51%) and Belgium (-3 to 21%).

# Global Average of <u>Local Economic Assessment</u> (29%) Also <u>Down One Point</u>

- The global average of **local economic assessment** among the core 24 countries **has declined one point** with **three in ten (29%)** global citizens who agree the state of the current economy in their local area is 'good'.

- Singapore (66%) outperforms Saudi Arabia (65%) on this assessment, with India (54%), China (53%), Sweden (53%) and Germany (47%) trailing the top two.

- Spain (5%), Japan (7%), Hungary (7%), Italy (9%), Great Britain (13%) and France (13%) sit at the bottom of the global ranking for this metric.

- *Countries with the greatest improvements in local economic assessment*: Sweden (+7 to 53%), Turkey (+4 to 41%), Indonesia (+3 to 28%) and Mexico (+2 to 27%).

- *Countries with the greatest declines in local economic assessment :* Argentina (-7 to 23%), China (-6 to 53%), Russia (-5 to 18%), Great Britain (-5 to 13%) and Saudi Arabia (-4 to 65%).

# Global Average of <u>Future Outlook for Local Economy Down Two Points</u>: 24%

- Currently, a global average of **one quarter (24%) believe their local economy will be stronger six months from now, a two-point decrease of the measure.** In fact, the majority of countries surveyed reflect ratings that have decreased since last sounding.

- **Continuing a trend since March 2011, Latin America outranks the rest of the world on assessments of future local economic strength.** Brazil (75%) is the highest-ranking country, followed by Saudi Arabia (57%), India (55%), Argentina (44%) and Mexico (43%).

- At the bottom of the global list, one in twenty (5%) French respondents say their future local economy will be strong, followed next by Belgium (6%), Hungary (7%), Japan (9%) and Great Britain (10%).

- *Countries with the greatest improvements*: Brazil (+4 to 75%) and South Korea (+3 to 14%) are the only countries reflecting and improvement this wave.

- *Countries with the greatest declines:* Russia (-6 to14%), China (-6 to 36%), Turkey (-5 to 34%) and Italy (-5 to 14%).

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

| Those Countries Where the Country Economic Assessment… | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **is HIGHEST this month** | | **has experienced an IMPROVEMENT since last sounding** | | **has experienced a DECLINE since last sounding** | | **is LOWEST this month** | |
| Saudi Arabia | 88% | United States | ▲ 5 | Argentina | ▼ 13 | Spain | 3% |
| India | 72% | Brazil | ▲ 5 | China | ▼ 9 | Hungary | 4% |
| Sweden | 71% | Australia | ▲ 2 | India | ▼ 7 | Italy | 5% |
| Germany | 68% | Mexico | ▲ 2 | Turkey | ▼ 7 | Japan | 8% |
| Australia | 64% | South Korea | ▲ 2 | Belgium | ▼ 3 | France | 9% |
| Canada | 62% | Indonesia | ▲ 1 | Poland | ▼ 2 | Great Britain | 12% |
| China | 62% | Sweden | ▲ 1 | Great Britain | ▼ 2 | | |
| | | | | Canada | ▼ 2 | | |
| | | | | South Africa | ▼ 1 | | |
| | | | | Saudi Arabia | ▼ 1 | | |
| | | | | Spain | ▼ 1 | | |
| | | | | Japan | ▼ 1 | | |
| | | | | Italy | ▼ 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 | 57% | ▼2% |
| North America | 45% | ▲2% |
| LATAM | 43% | ▼2% |
| APAC | 42% | ▼2% |
| G8 | 28% | N/C |
| Europe | 24% | ▼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?

## 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 | 65% | Sweden | ▲ | 7 | Argentina | ▼ | 7 | Spain | 5% |
| India | 54% | Turkey | ▲ | 4 | China | ▼ | 6 | Japan | 7% |
| China | 53% | Indonesia | ▲ | 3 | Russia | ▼ | 5 | Hungary | 7% |
| Sweden | 53% | Mexico | ▲ | 2 | Great Britain | ▼ | 5 | Italy | 9% |
| Germany | 47% | Japan | ▲ | 1 | Saudi Arabia | ▼ | 4 | Great Britain | 13% |
| Canada | 44% | South Korea | ▲ | 1 | United States | ▼ | 3 | France | 13% |
| | | | | | Italy | ▼ | 3 | Belgium | 14% |
| | | | | | South Africa | ▼ | 3 | South Korea | 17% |
| | | | | | India | ▼ | 2 | Russia | 18% |
| | | | | | Poland | ▼ | 2 | | |
| | | | | | France | ▼ | 2 | | |
| | | | | | Belgium | ▼ | 2 | | |
| | | | | | Australia | ▼ | 1 | | |
| | | | | | Spain | ▼ | 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 | 44% | ▼1% |
| BRIC | 42% | ▼3% |
| North America | 32% | ▼2% |
| APAC | 31% | ▼2% |
| LATAM | 30% | ▼2% |
| G-8 Countries | 21% | ▼3% |
| Europe | 20% | ▼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 | 75% | Brazil | ▲ 4 | Russia | ▼ 6 | France | 5% |
| Saudi Arabia | 57% | South Korea | ▲ 3 | China | ▼ 6 | Belgium | 6% |
| India | 55% | | | Turkey | ▼ 5 | Hungary | 7% |
| Argentina | 44% | | | Italy | ▼ 5 | Japan | 9% |
| Mexico | 43% | | | Mexico | ▼ 3 | Great Britain | 10% |
| | | | | Poland | ▼ 3 | Poland | 12% |
| | | | | Japan | ▼ 3 | South Korea | 14% |
| | | | | Argentina | ▼ 3 | Russia | 14% |
| | | | | Sweden | ▼ 2 | Italy | 14% |
| | | | | Saudi Arabia | ▼ 2 | | |
| | | | | India | ▼ 2 | | |
| | | | | Spain | ▼ 2 | | |
| | | | | Great Britain | ▼ 2 | | |
| | | | | Canada | ▼ 2 | | |
| | | | | United States | ▼ 1 | | |
| | | | | South Africa | ▼ 1 | | |
| | | | | Belgium | ▼ 1 | | |
| | | | | Hungary | ▼ 1 | | |
| | | | | France | ▼ 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<br>(in descending order by NET) | NET<br>'Stronger' | CHANGE<br>(since last sounding) |
|---|---|---|
| LATAM | 54% | N/C |
| BRIC | 45% | ▼2% |
| Middle East/Africa | 35% | ▼3% |
| APAC | 24% | ▼2% |
| North America | 23% | ▼1% |
| G-8 Countries | 14% | ▼3% |
| Europe | 11% | ▼2% |

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

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# DETAILED FINDINGS

❶  **Assessing The Current Economic Situation …**

**…in Their Country**

*Detailed Tables B.3*

# Global Citizens Assess the <u>Current Economic Situation</u> in their Country as "Good"
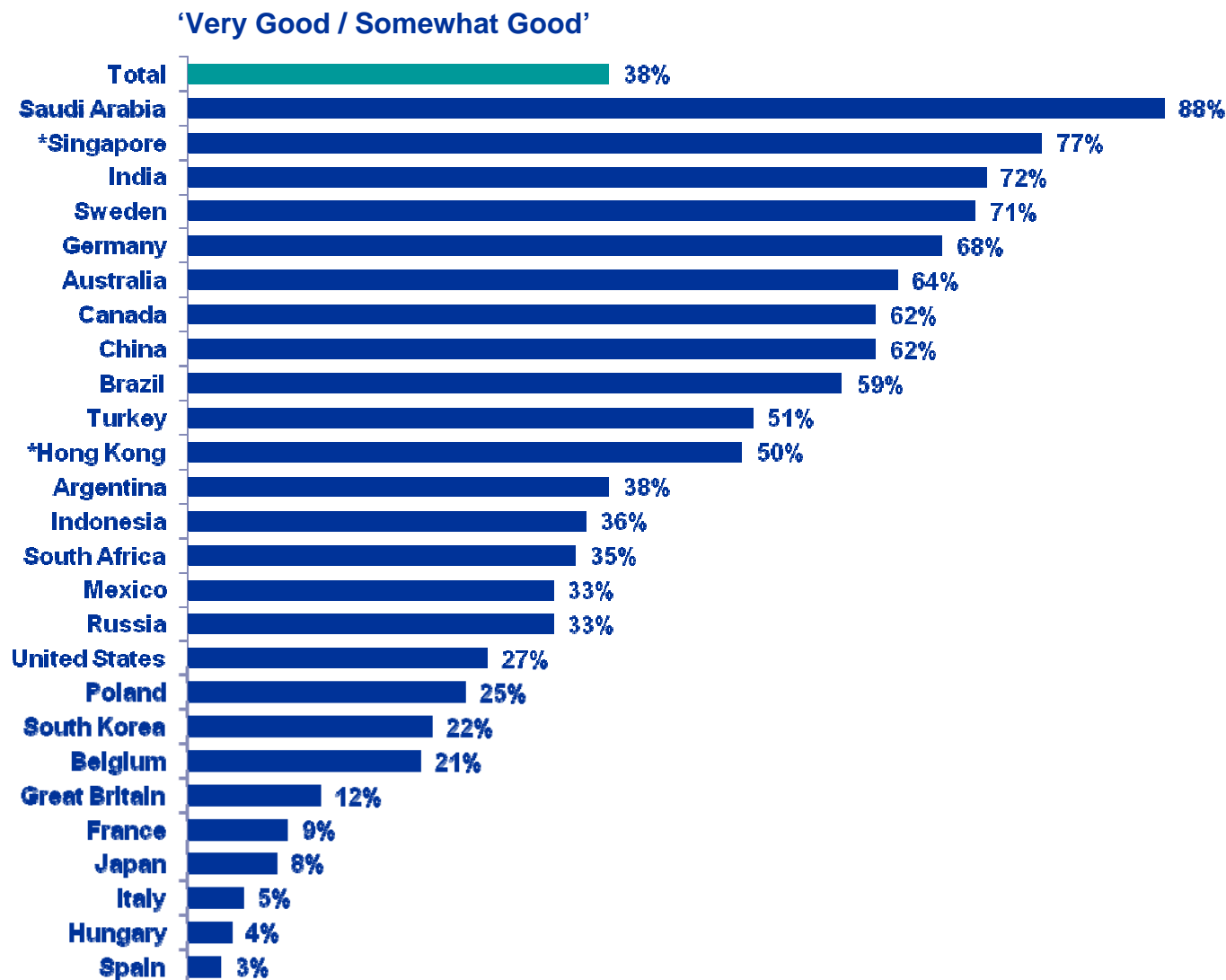
**'Very Good / Somewhat Good'**

| Country | % |
|---|---|
| Total | 38% |
| Saudi Arabia | 88% |
| *Singapore | 77% |
| India | 72% |
| Sweden | 71% |
| Germany | 68% |
| Australia | 64% |
| Canada | 62% |
| China | 62% |
| Brazil | 59% |
| Turkey | 51% |
| *Hong Kong | 50% |
| Argentina | 38% |
| Indonesia | 36% |
| South Africa | 35% |
| Mexico | 33% |
| Russia | 33% |
| United States | 27% |
| Poland | 25% |
| South Korea | 22% |
| Belgium | 21% |
| Great Britain | 12% |
| France | 9% |
| Japan | 8% |
| Italy | 5% |
| Hungary | 4% |
| Spain | 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?

*Hong Kong and *Singapore were not in G@ aggregate*

## 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?

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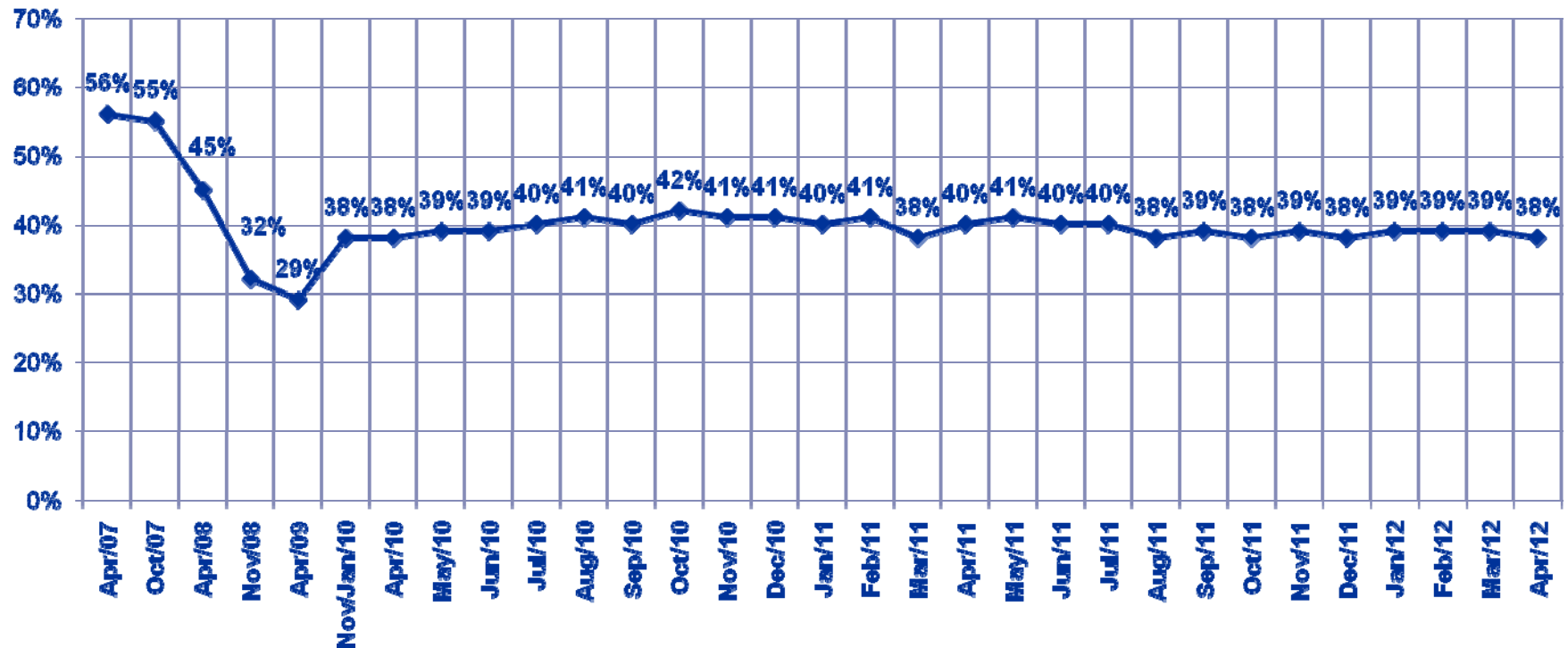# For All Countries Tracked: Citizens Assess the Current Economic Situation in their Country as "Good"

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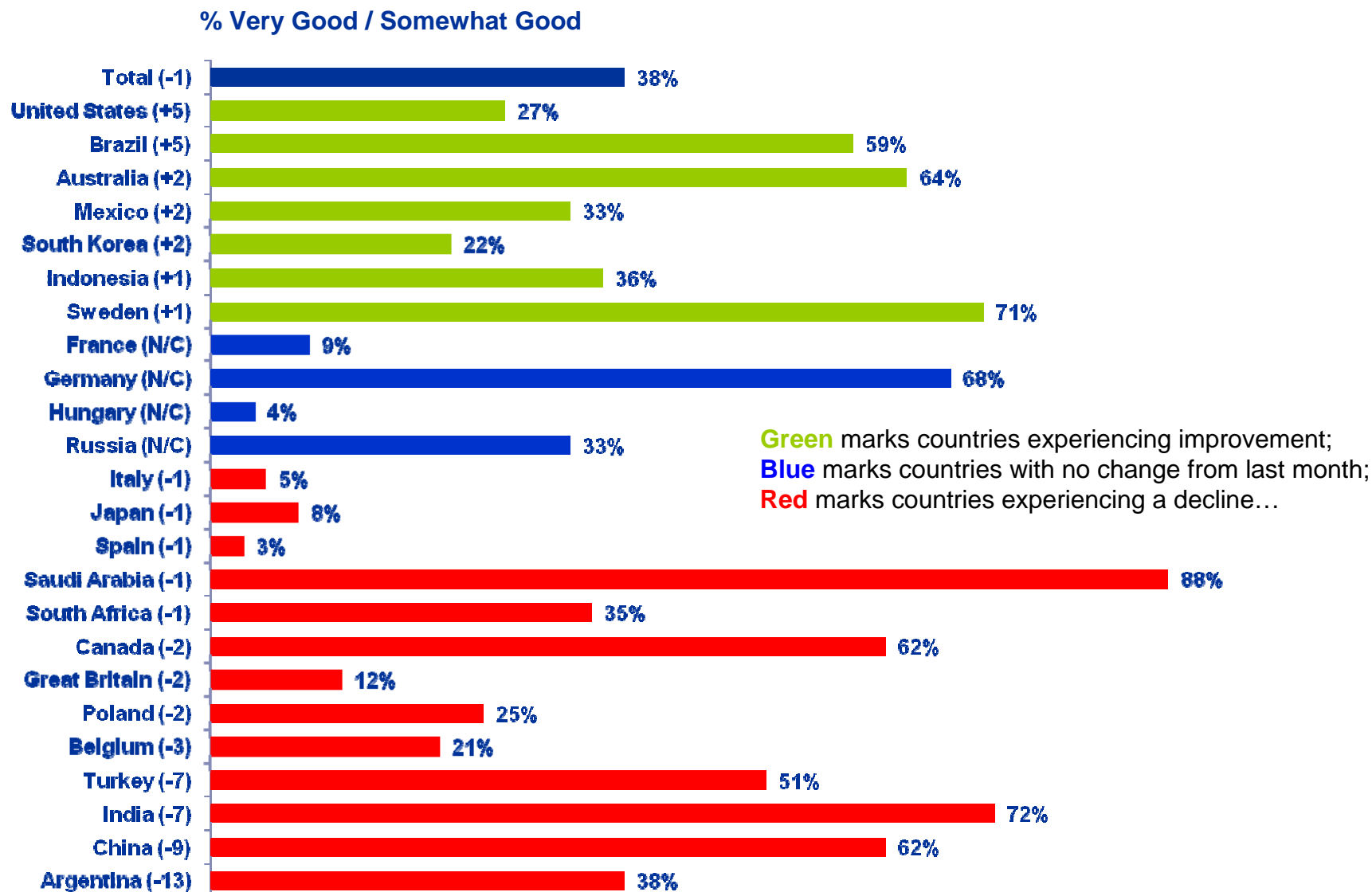Is it very good, somewhat good, somewhat bad or very bad?

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

# 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**

| Country | % |
|---|---|
| Total (-1) | 38% |
| United States (+5) | 27% |
| Brazil (+5) | 59% |
| Australia (+2) | 64% |
| Mexico (+2) | 33% |
| South Korea (+2) | 22% |
| Indonesia (+1) | 36% |
| Sweden (+1) | 71% |
| France (N/C) | 9% |
| Germany (N/C) | 68% |
| Hungary (N/C) | 4% |
| Russia (N/C) | 33% |
| Italy (-1) | 5% |
| Japan (-1) | 8% |
| Spain (-1) | 3% |
| Saudi Arabia (-1) | 88% |
| South Africa (-1) | 35% |
| Canada (-2) | 62% |
| Great Britain (-2) | 12% |
| Poland (-2) | 25% |
| Belgium (-3) | 21% |
| Turkey (-7) | 51% |
| India (-7) | 72% |
| China (-9) | 62% |
| Argentina (-13) | 38% |

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

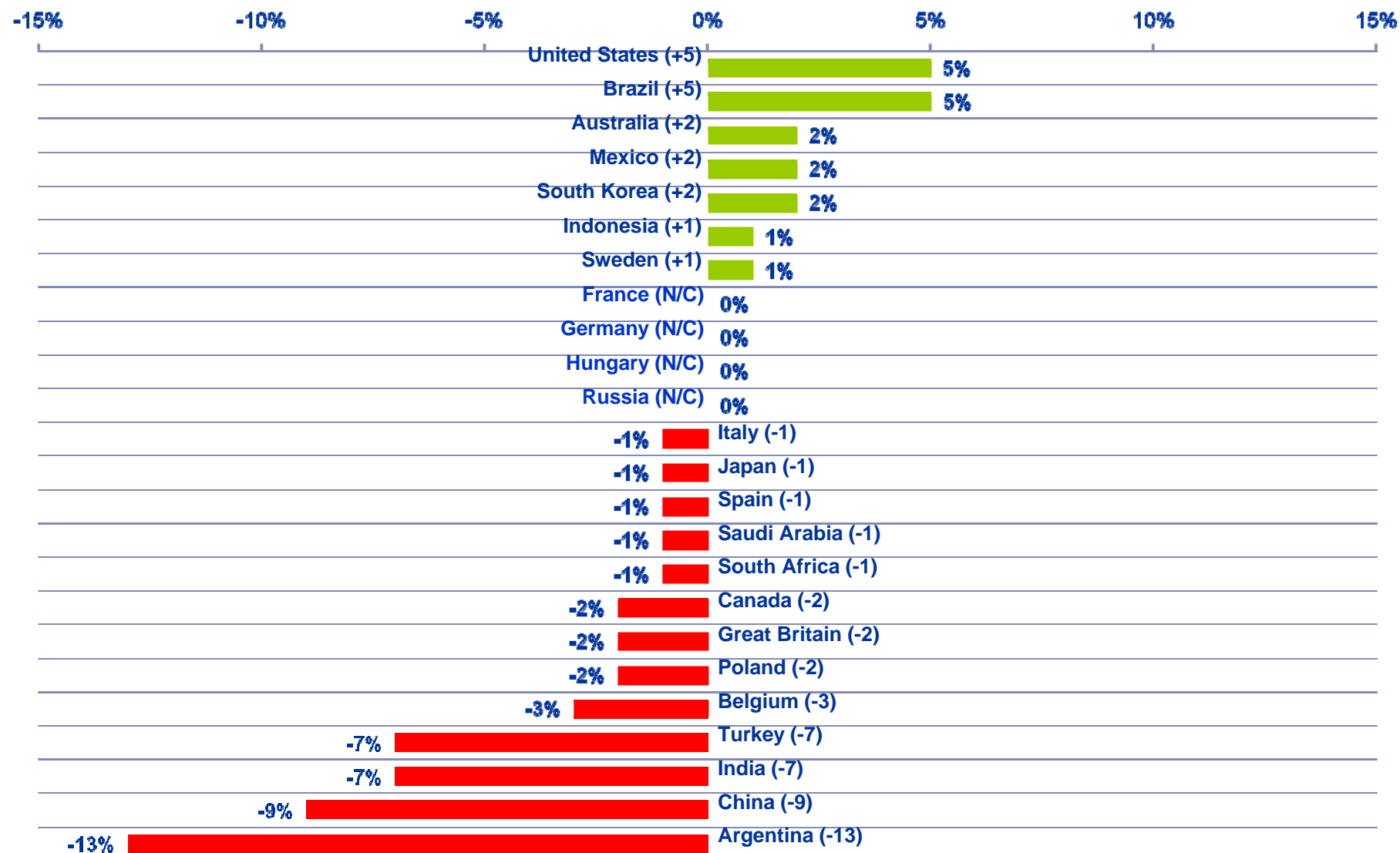# Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month: Thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?
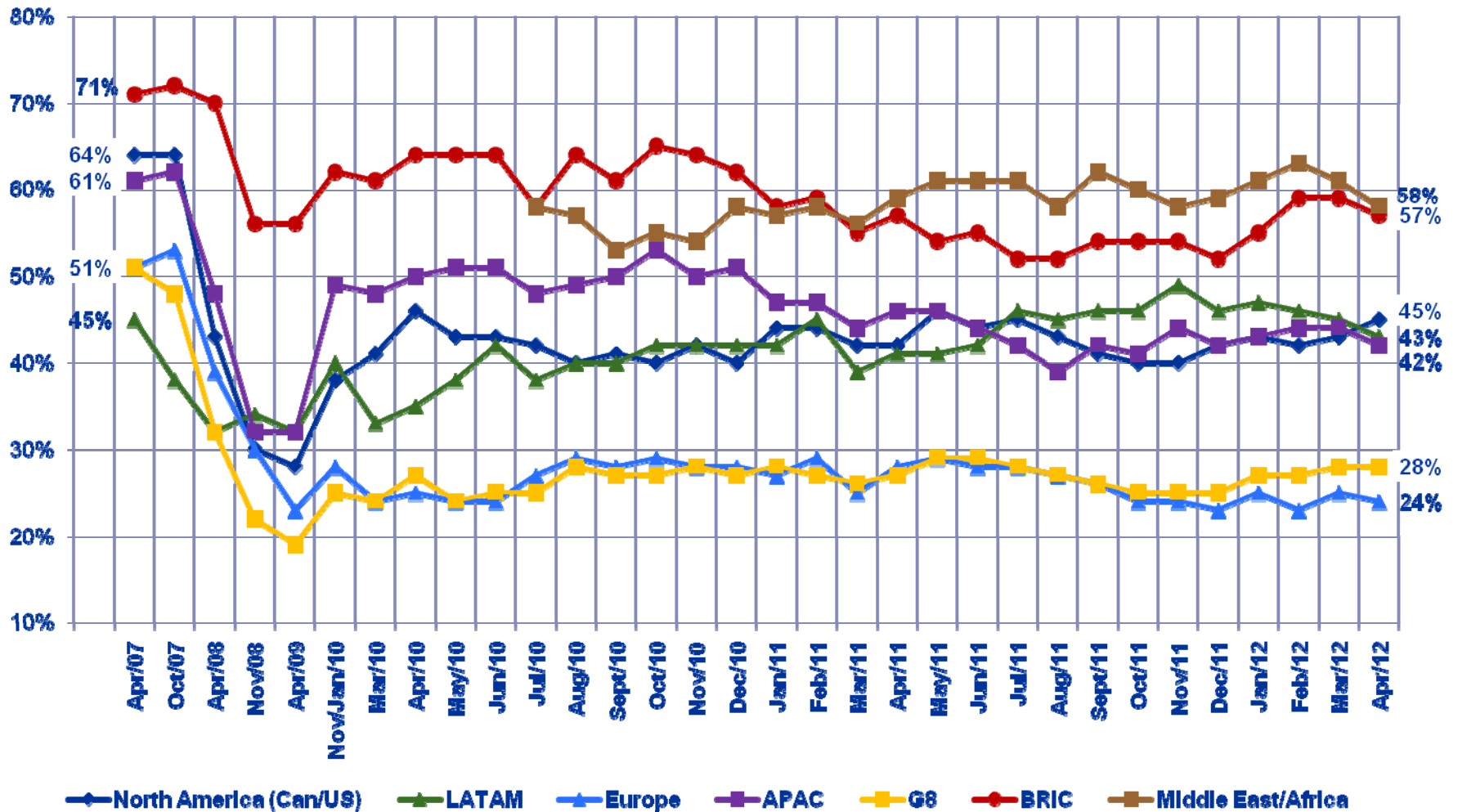
| | Net |
|---|---|
| United States (+5) | 5% |
| Brazil (+5) | 5% |
| Australia (+2) | 2% |
| Mexico (+2) | 2% |
| South Korea (+2) | 2% |
| Indonesia (+1) | 1% |
| Sweden (+1) | 1% |
| France (N/C) | 0% |
| Germany (N/C) | 0% |
| Hungary (N/C) | 0% |
| Russia (N/C) | 0% |
| Italy (-1) | -1% |
| Japan (-1) | -1% |
| Spain (-1) | -1% |
| Saudi Arabia (-1) | -1% |
| South Africa (-1) | -1% |
| Canada (-2) | -2% |
| Great Britain (-2) | -2% |
| Poland (-2) | -2% |
| Belgium (-3) | -3% |
| Turkey (-7) | -7% |
| India (-7) | -7% |
| China (-9) | -9% |
| Argentina (-13) | -13% |

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# Assessing the Current Economic Situation by All Regions:

## "Very Good / Somewhat Good"



Legend: North America (Can/US), LATAM, Europe, APAC, G8, BRIC, Middle East/Africa
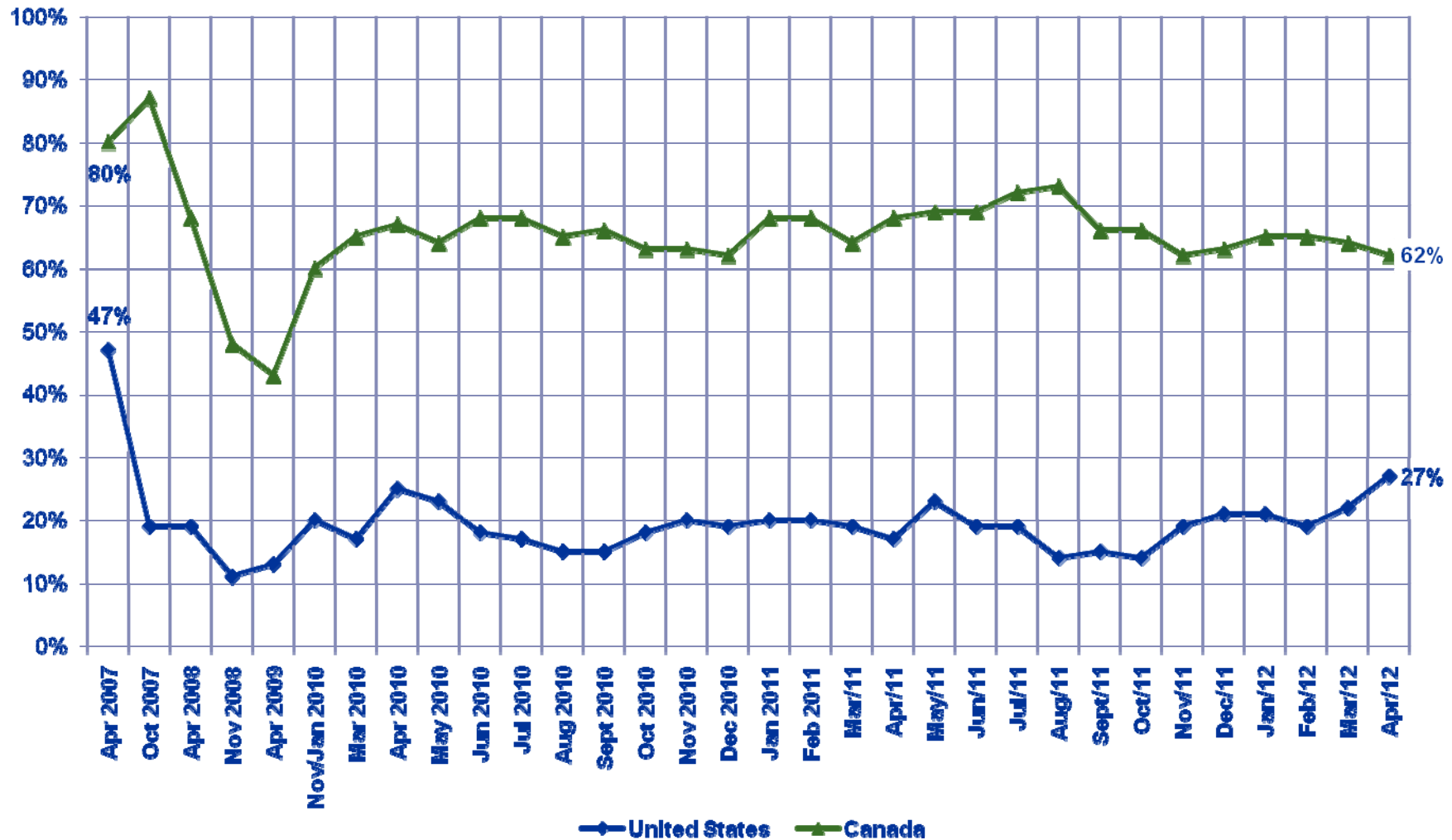
**Now thinking about our economic situation, how would you describe the current economic situation in** [insert country]?
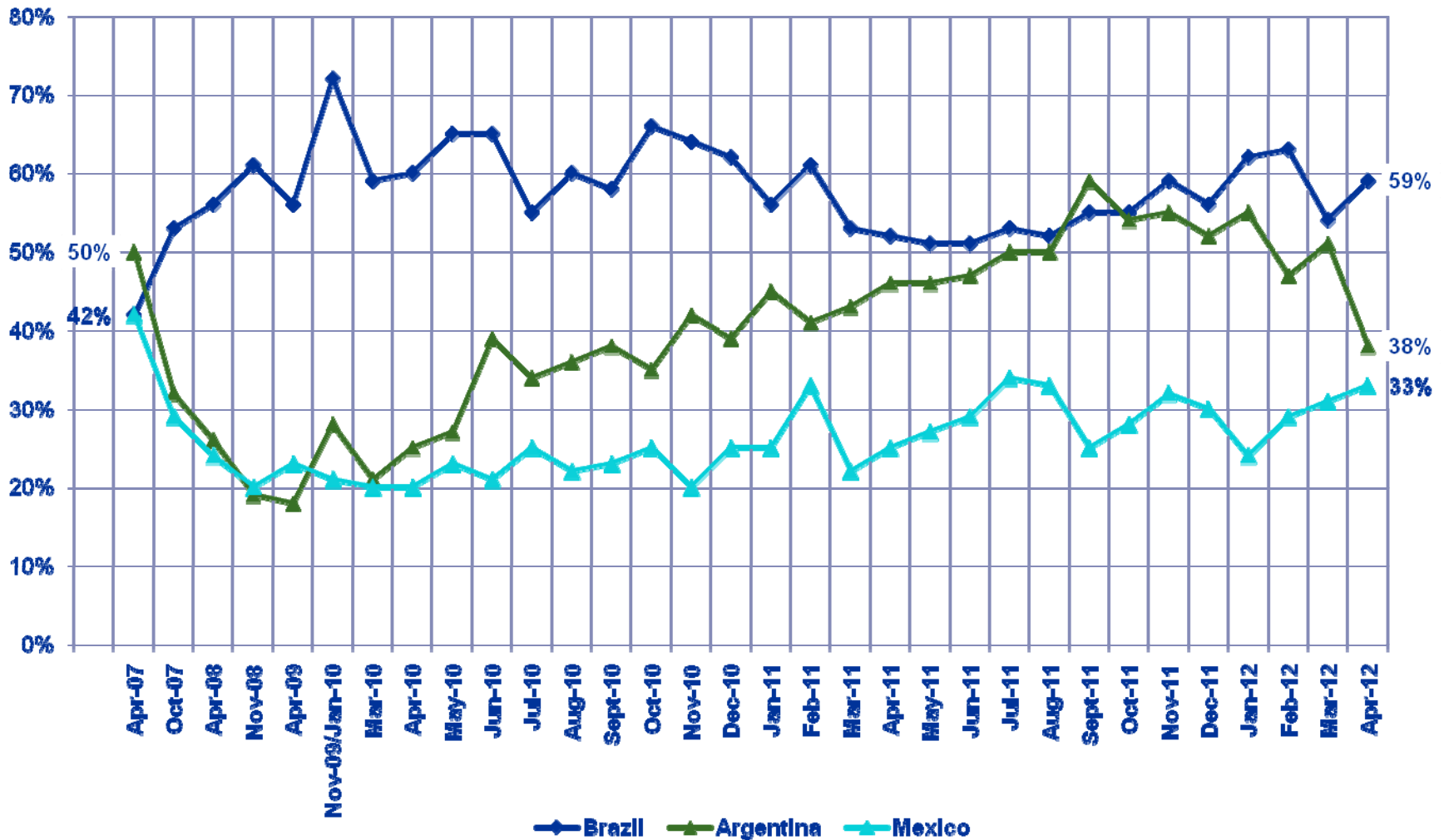Is it very good, somewhat good, somewhat bad or very bad?

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

### 'Very Good / Somewhat Good'



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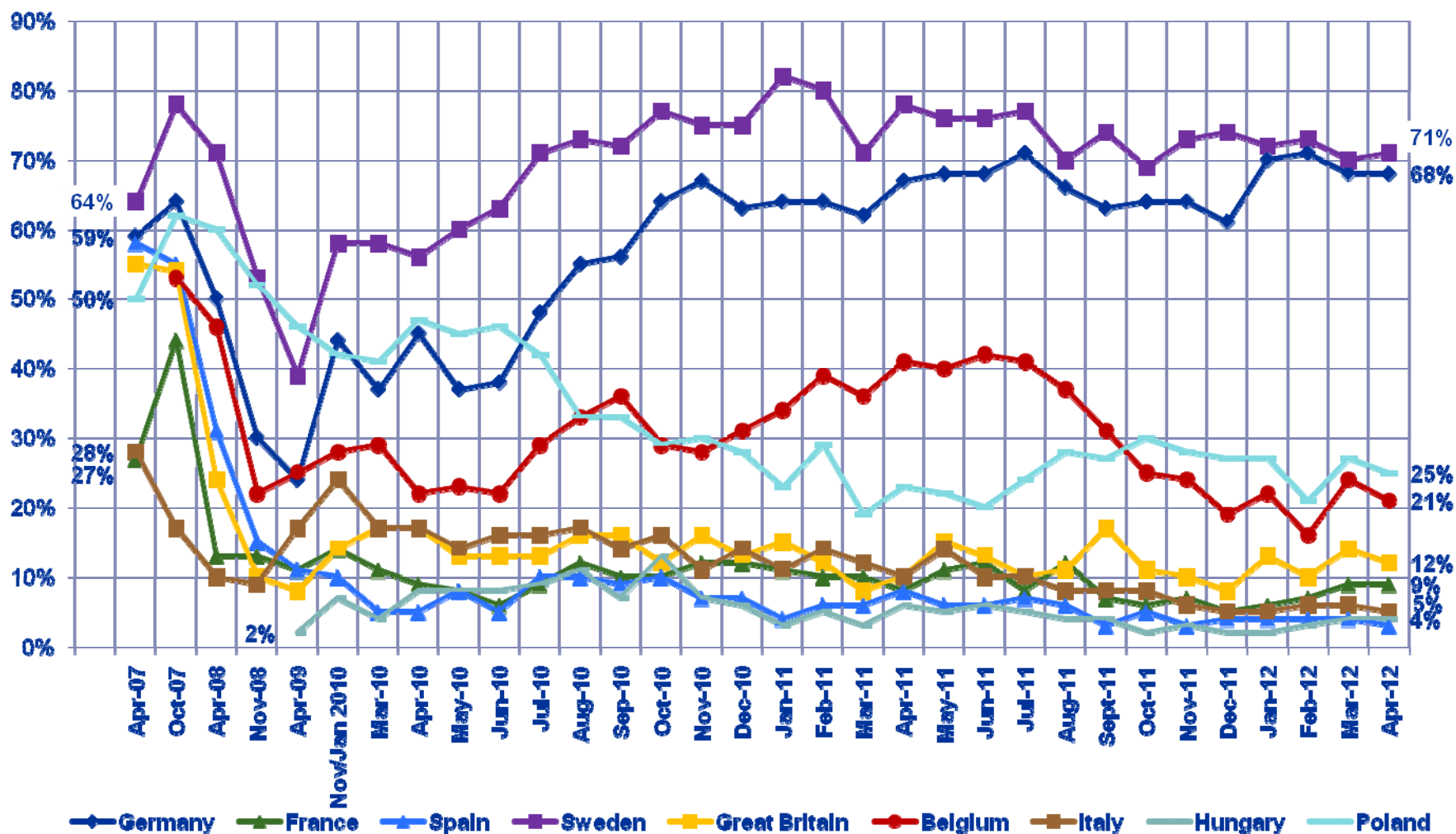Is it very good, somewhat good, somewhat bad or very bad?

*A Global @dvisory* – **May 2012 – G@32**
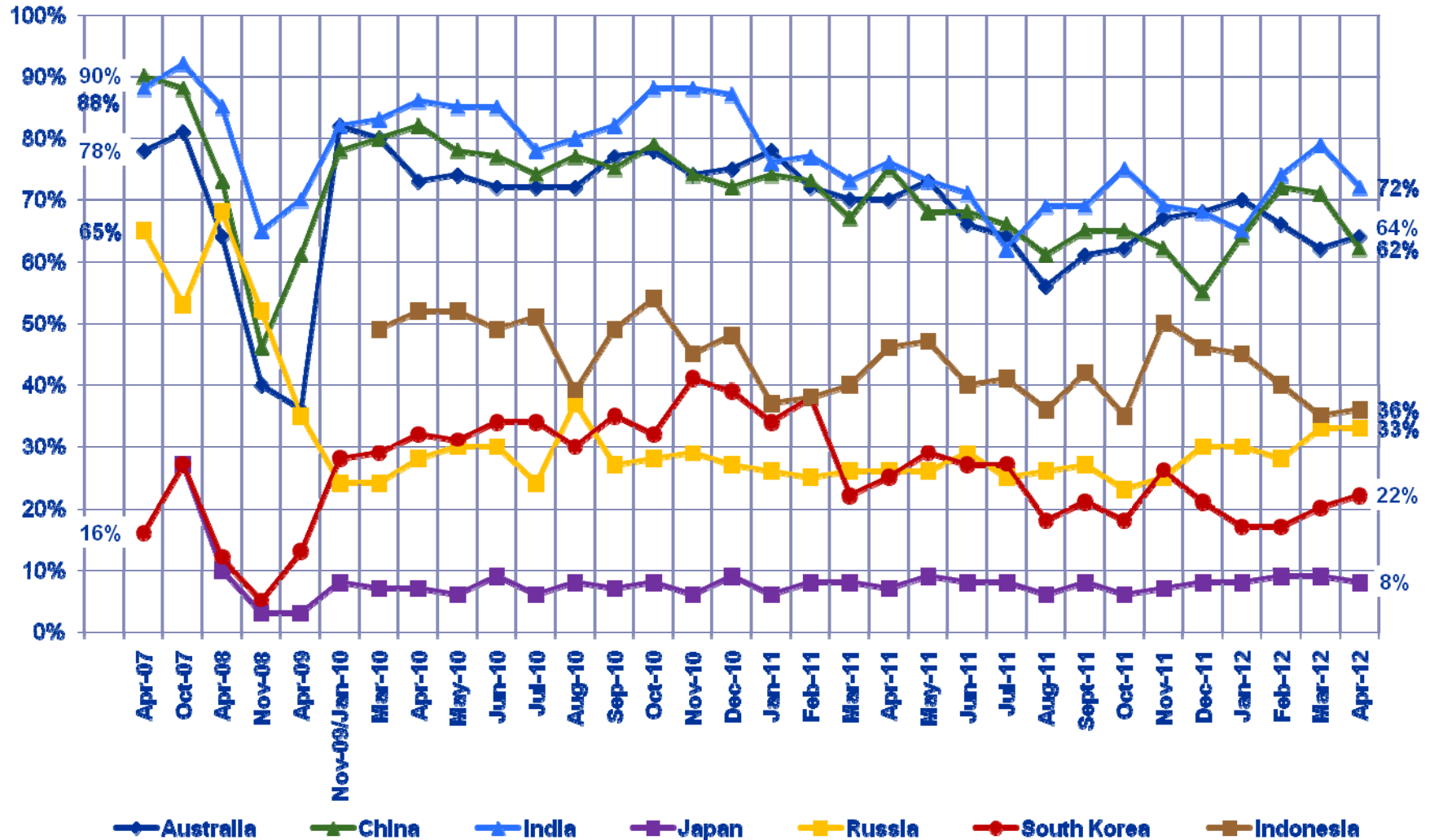**The Economic Pulse**

## '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?

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The Economic Pulse

# European Countries
## Assessing the Current Economic Situation

**'Very Good / Somewhat Good'**



Legend: Germany, France, Spain, Sweden, Great Britain, Belgium, Italy, Hungary, Poland

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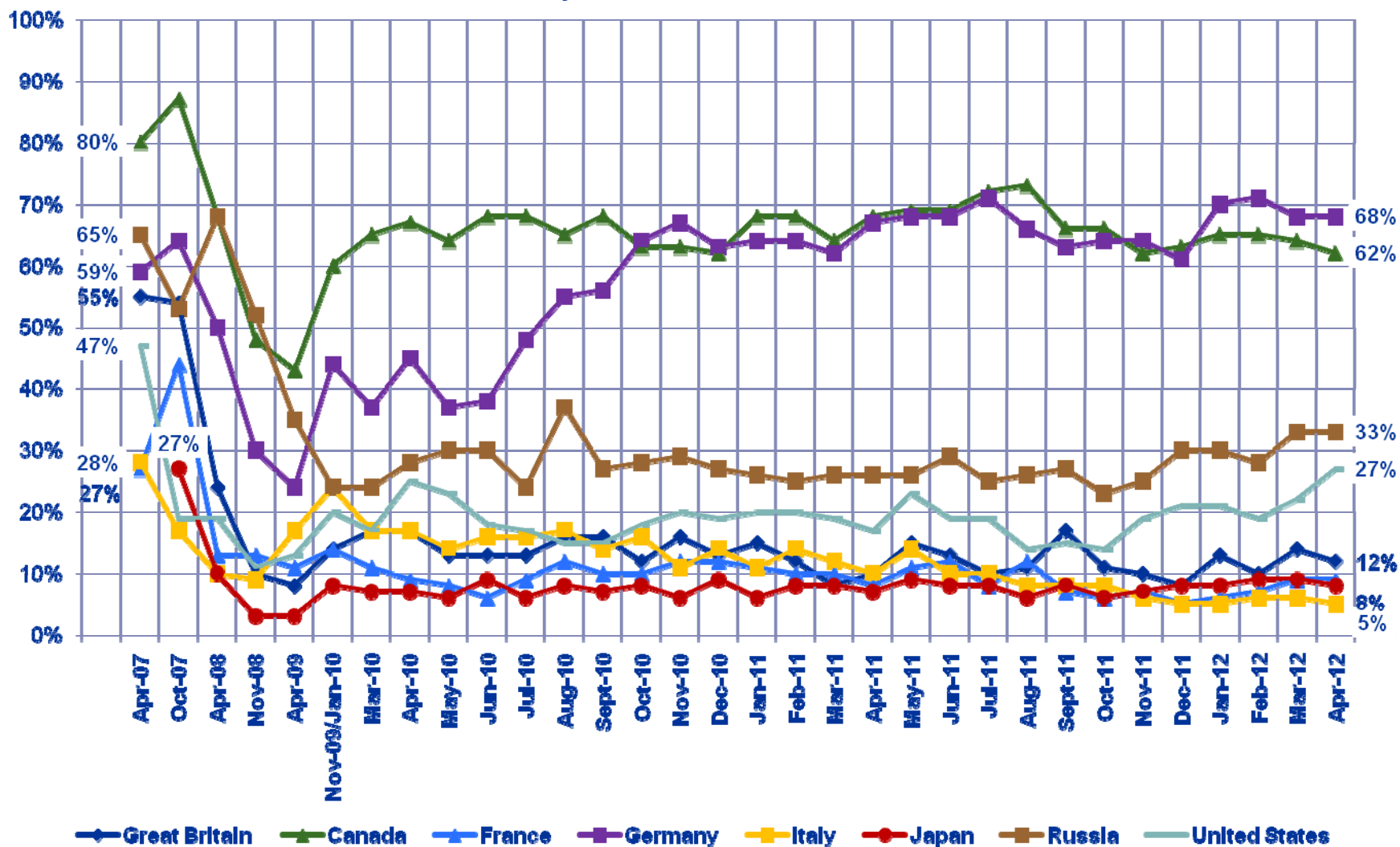Is it very good, somewhat good, somewhat bad or very bad?

# G8 Countries
## Assessing the Economic Situation

**'Very Good / Somewhat Good'**



Legend: Great Britain — Canada — France — Germany — Italy — Japan — Russia — United States

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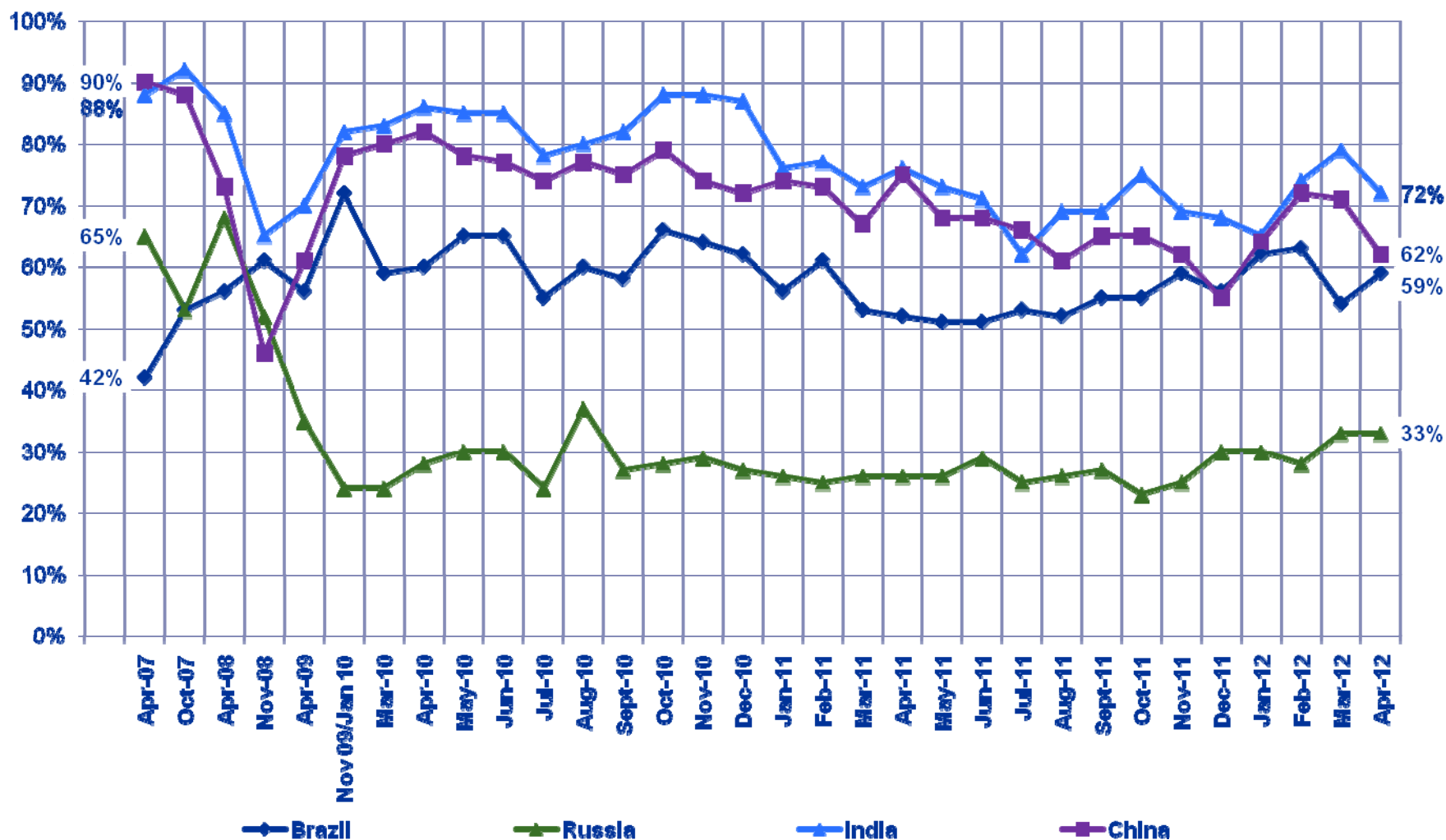Is it very good, somewhat good, somewhat bad or very bad?

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## 'Very Good / Somewhat Good'



**Brazil** ◆ **Russia** ▲ **India** ■ **China**

**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?

## 'Very Good / Somewhat Good'



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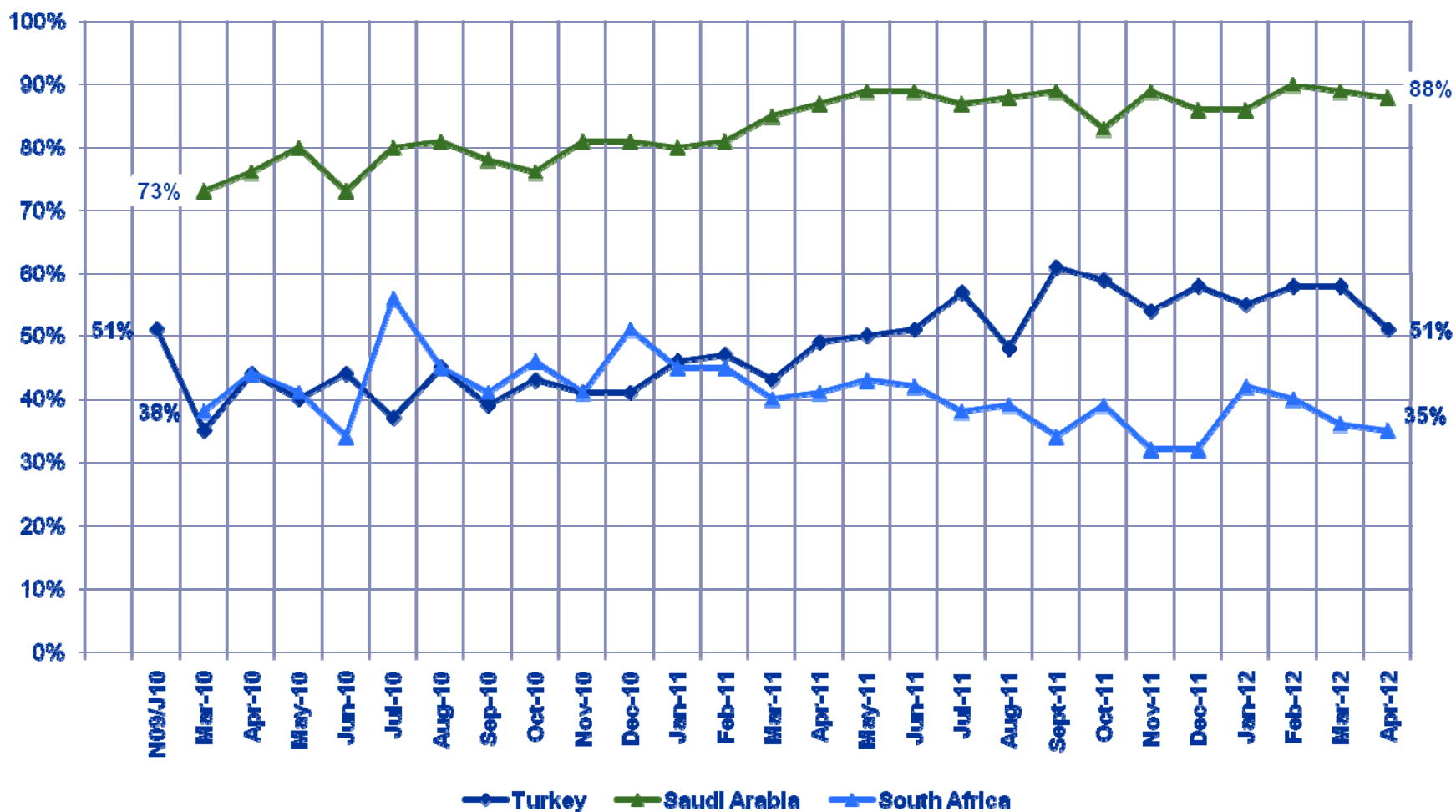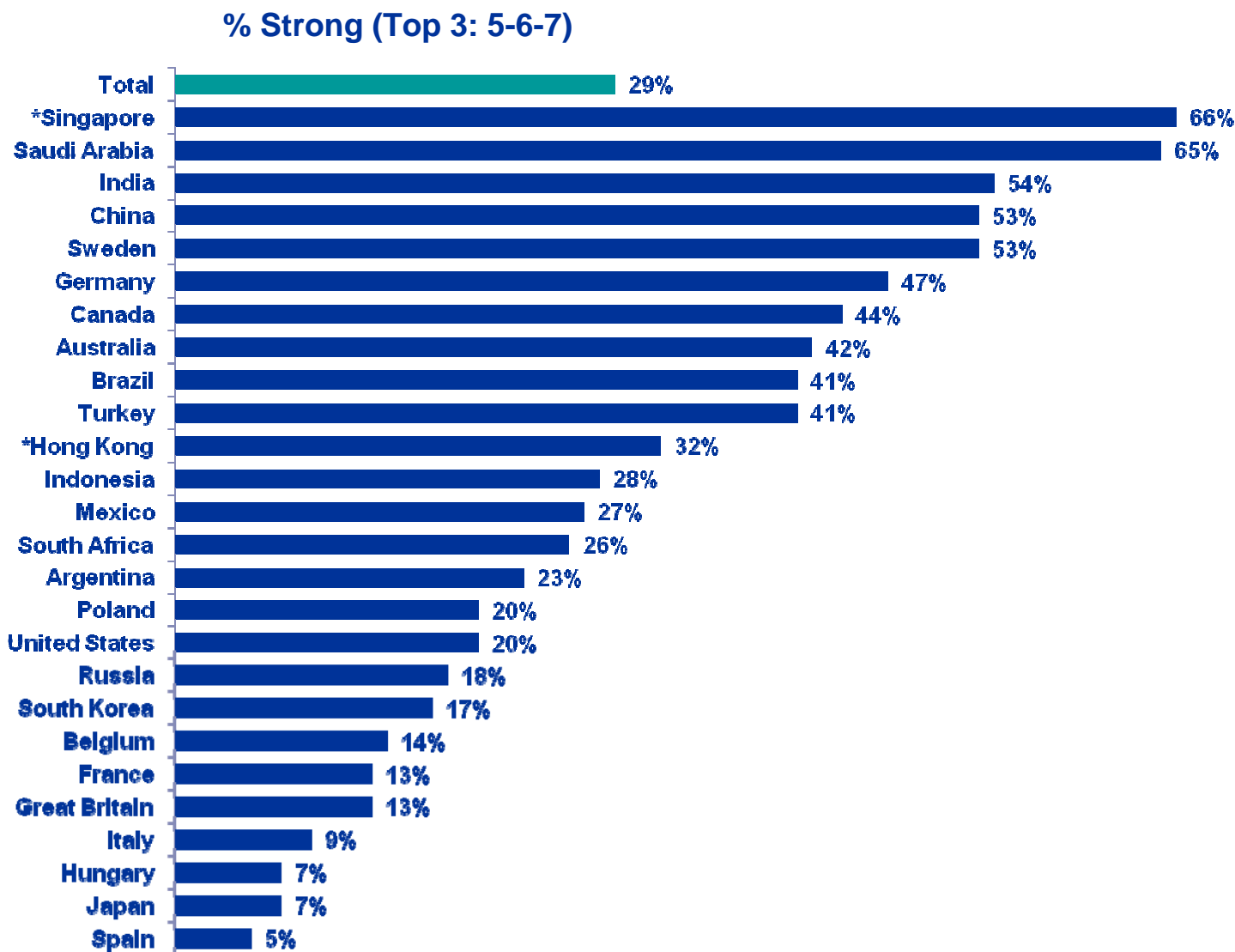Is it very good, somewhat good, somewhat bad or very bad?

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**The Economic Pulse**

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# ❷  Assessing The Economy…

# …In Their Local Area

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

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

| Country | % |
|---|---|
| Total | 29% |
| *Singapore | 66% |
| Saudi Arabia | 65% |
| India | 54% |
| China | 53% |
| Sweden | 53% |
| Germany | 47% |
| Canada | 44% |
| Australia | 42% |
| Brazil | 41% |
| Turkey | 41% |
| *Hong Kong | 32% |
| Indonesia | 28% |
| Mexico | 27% |
| South Africa | 26% |
| Argentina | 23% |
| Poland | 20% |
| United States | 20% |
| Russia | 18% |
| South Korea | 17% |
| Belgium | 14% |
| France | 13% |
| Great Britain | 13% |
| Italy | 9% |
| Hungary | 7% |
| Japan | 7% |
| Spain | 5% |

**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

*Hong Kong and *Singapore were not in G@ aggregate

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

▼1

## Total - % Strong (Top 3: 5-6-7)
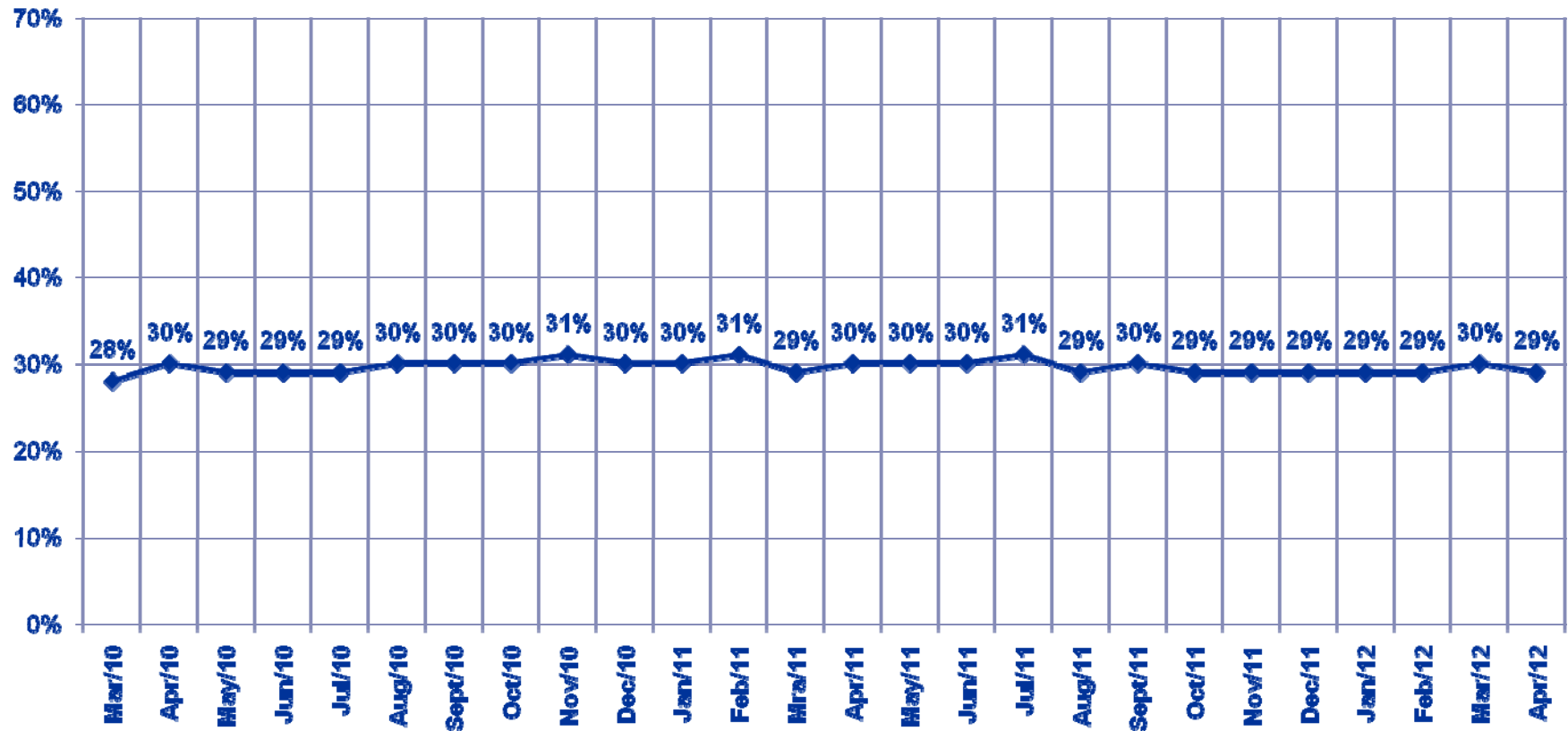
Values by month: Mar/10 28%, Apr/10 30%, May/10 29%, Jun/10 29%, Jul/10 29%, Aug/10 30%, Sept/10 30%, Oct/10 30%, Nov/10 31%, Dec/10 30%, Jan/11 30%, Feb/11 31%, Mra/11 29%, Apr/11 30%, May/11 30%, Jun/11 30%, Jul/11 31%, Aug/11 29%, Sept/11 30%, Oct/11 29%, Nov/11 29%, Dec/11 29%, Jan/12 29%, Feb/12 29%, Mar/12 30%, Apr/12 29%

**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 | Apr 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 | Nov 2011 | Dec 2011 | Jan 2012 | Feb 2012 | Mar 2012 | Apr 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Total** | 28% | 30% | 29% | 29% | 29% | 30% | 30% | 30% | 31% | 30% | 30% | 31% | 29% | 30% | 30% | 30% | 31% | 29% | 30% | 29% | 29% | 29% | 29% | 29% | 30% | 29% |
| **Argentina** | 19% | 19% | 15% | 23% | 20% | 25% | 26% | 21% | 28% | 28% | 30% | 28% | 26% | 30% | 28% | 31% | 30% | 29% | 36% | 35% | 36% | 34% | 35% | 29% | 30% | 23% |
| **Australia** | 56% | 55% | 55% | 50% | 52% | 52% | 53% | 57% | 53% | 55% | 60% | 54% | 53% | 51% | 50% | 46% | 46% | 42% | 43% | 49% | 46% | 47% | 47% | 46% | 43% | 42% |
| **Belgium** | 15% | 11% | 11% | 12% | 14% | 20% | 19% | 17% | 21% | 16% | 20% | 30% | 23% | 27% | 26% | 25% | 24% | 19% | 21% | 18% | 16% | 14% | 15% | 11% | 16% | 14% |
| **Brazil** | 38% | 48% | 48% | 51% | 41% | 46% | 45% | 50% | 47% | 51% | 42% | 47% | 41% | 39% | 42% | 41% | 43% | 46% | 39% | 44% | 49% | 46% | 50% | 44% | 41% | 41% |
| **Canada** | 44% | 47% | 45% | 46% | 47% | 46% | 48% | 43% | 46% | 42% | 49% | 49% | 46% | 49% | 49% | 51% | 49% | 51% | 48% | 48% | 44% | 45% | 45% | 46% | 44% | 44% |
| **China** | 61% | 57% | 58% | 55% | 58% | 59% | 59% | 63% | 59% | 55% | 56% | 57% | 56% | 56% | 51% | 49% | 47% | 45% | 53% | 48% | 48% | 48% | 52% | 49% | 59% | 53% |
| **France** | 14% | 14% | 12% | 11% | 14% | 15% | 13% | 14% | 14% | 12% | 14% | 15% | 16% | 14% | 16% | 16% | 14% | 18% | 12% | 15% | 12% | 12% | 12% | 13% | 15% | 13% |
| **Germany** | 27% | 25% | 26% | 29% | 30% | 33% | 35% | 39% | 43% | 43% | 40% | 43% | 38% | 46% | 46% | 47% | 47% | 45% | 43% | 41% | 43% | 41% | 45% | 48% | 47% | 47% |
| **Great Britain** | 16% | 19% | 13% | 12% | 15% | 15% | 15% | 13% | 16% | 15% | 15% | 14% | 12% | 14% | 17% | 17% | 12% | 12% | 17% | 13% | 13% | 13% | 16% | 15% | 18% | 13% |
| **Hungary** | 11% | 13% | 11% | 13% | 10% | 14% | 11% | 15% | 11% | 9% | 12% | 10% | 9% | 12% | 10% | 12% | 11% | 9% | 9% | 8% | 8% | 7% | 8% | 6% | 7% | 7% |
| **India** | 61% | 62% | 61% | 63% | 53% | 56% | 61% | 61% | 67% | 60% | 51% | 55% | 52% | 52% | 47% | 50% | 42% | 49% | 47% | 47% | 48% | 48% | 47% | 51% | 56% | 54% |
| **Indonesia** | 37% | 30% | 34% | 26% | 30% | 26% | 29% | 33% | 31% | 32% | 25% | 23% | 30% | 27% | 33% | 27% | 29% | 24% | 31% | 26% | 34% | 33% | 31% | 26% | 25% | 28% |
| **Italy** | 18% | 19% | 17% | 18% | 18% | 19% | 18% | 17% | 15% | 18% | 14% | 18% | 16% | 16% | 18% | 17% | 16% | 14% | 13% | 12% | 10% | 10% | 10% | 12% | 12% | 9% |
| **Japan** | 4% | 5% | 5% | 5% | 4% | 5% | 5% | 5% | 5% | 6% | 4% | 5% | 5% | 5% | 7% | 6% | 7% | 5% | 5% | 7% | 6% | 5% | 7% | 6% | 6% | 7% |
| **Mexico** | 20% | 22% | 24% | 24% | 19% | 18% | 18% | 18% | 15% | 17% | 22% | 21% | 17% | 18% | 18% | 19% | 25% | 24% | 21% | 21% | 23% | 22% | 22% | 28% | 25% | 27% |
| **Poland** | 29% | 30% | 30% | 28% | 30% | 31% | 29% | 21% | 25% | 22% | 19% | 21% | 19% | 23% | 17% | 21% | 21% | 23% | 24% | 24% | 19% | 21% | 24% | 18% | 22% | 20% |
| **Russia** | 23% | 22% | 25% | 23% | 24% | 30% | 24% | 26% | 24% | 19% | 20% | 16% | 17% | 21% | 18% | 18% | 19% | 17% | 18% | 23% | 18% | 19% | 21% | 21% | 23% | 18% |
| **Saudi Arabia** | 49% | 53% | 51% | 48% | 55% | 58% | 57% | 47% | 50% | 58% | 57% | 55% | 62% | 63% | 61% | 63% | 66% | 69% | 64% | 58% | 67% | 64% | 69% | 65% | 69% | 65% |
| **South Africa** | 26% | 35% | 28% | 27% | 34% | 28% | 26% | 27% | 26% | 30% | 34% | 29% | 22% | 23% | 28% | 34% | 34% | 27% | 26% | 26% | 25% | 23% | 26% | 26% | 29% | 26% |
| **South Korea** | 16% | 20% | 22% | 21% | 18% | 22% | 22% | 23% | 26% | 28% | 23% | 25% | 16% | 19% | 21% | 18% | 21% | 16% | 16% | 16% | 18% | 17% | 12% | 15% | 16% | 17% |
| **Spain** | 13% | 8% | 8% | 10% | 13% | 10% | 10% | 10% | 11% | 10% | 9% | 9% | 9% | 10% | 9% | 8% | 11% | 8% | 6% | 8% | 8% | 6% | 6% | 7% | 6% | 5% |
| **Sweden** | 44% | 46% | 47% | 49% | 46% | 53% | 54% | 54% | 58% | 55% | 53% | 57% | 51% | 54% | 47% | 52% | 59% | 57% | 52% | 55% | 43% | 48% | 49% | 45% | 46% | 53% |
| **Turkey** | 29% | 31% | 26% | 32% | 30% | 25% | 29% | 34% | 27% | 30% | 32% | 33% | 33% | 33% | 35% | 38% | 46% | 32% | 45% | 42% | 44% | 45% | 35% | 41% | 37% | 41% |
| **United States** | 20% | 21% | 21% | 21% | 20% | 17% | 16% | 19% | 20% | 20% | 19% | 24% | 18% | 18% | 19% | 18% | 22% | 17% | 18% | 16% | 19% | 23% | 22% | 24% | 23% | 20% |

**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.

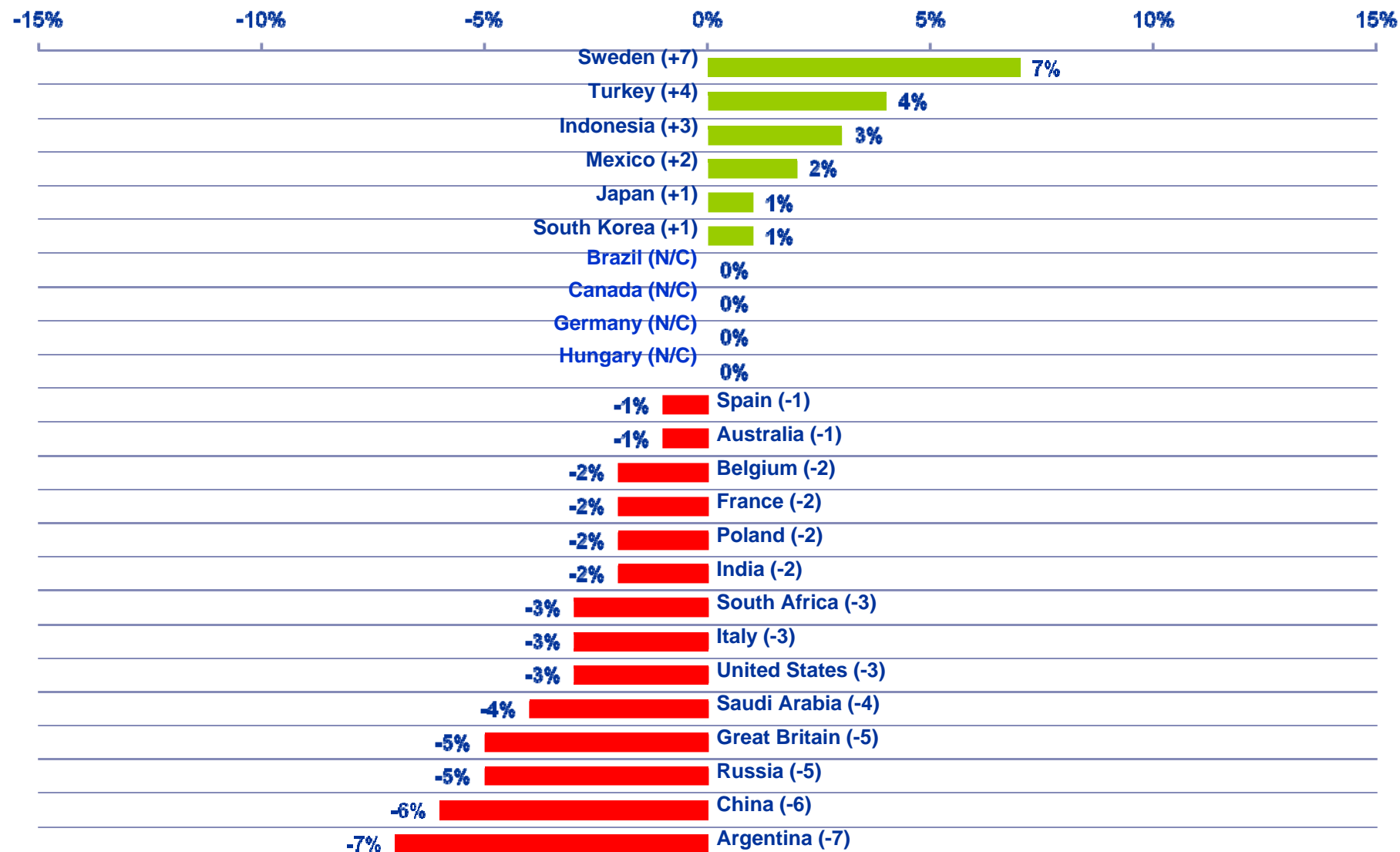# Countries Ranked and Marked By Change In Assessment From Last Month (Left Column):
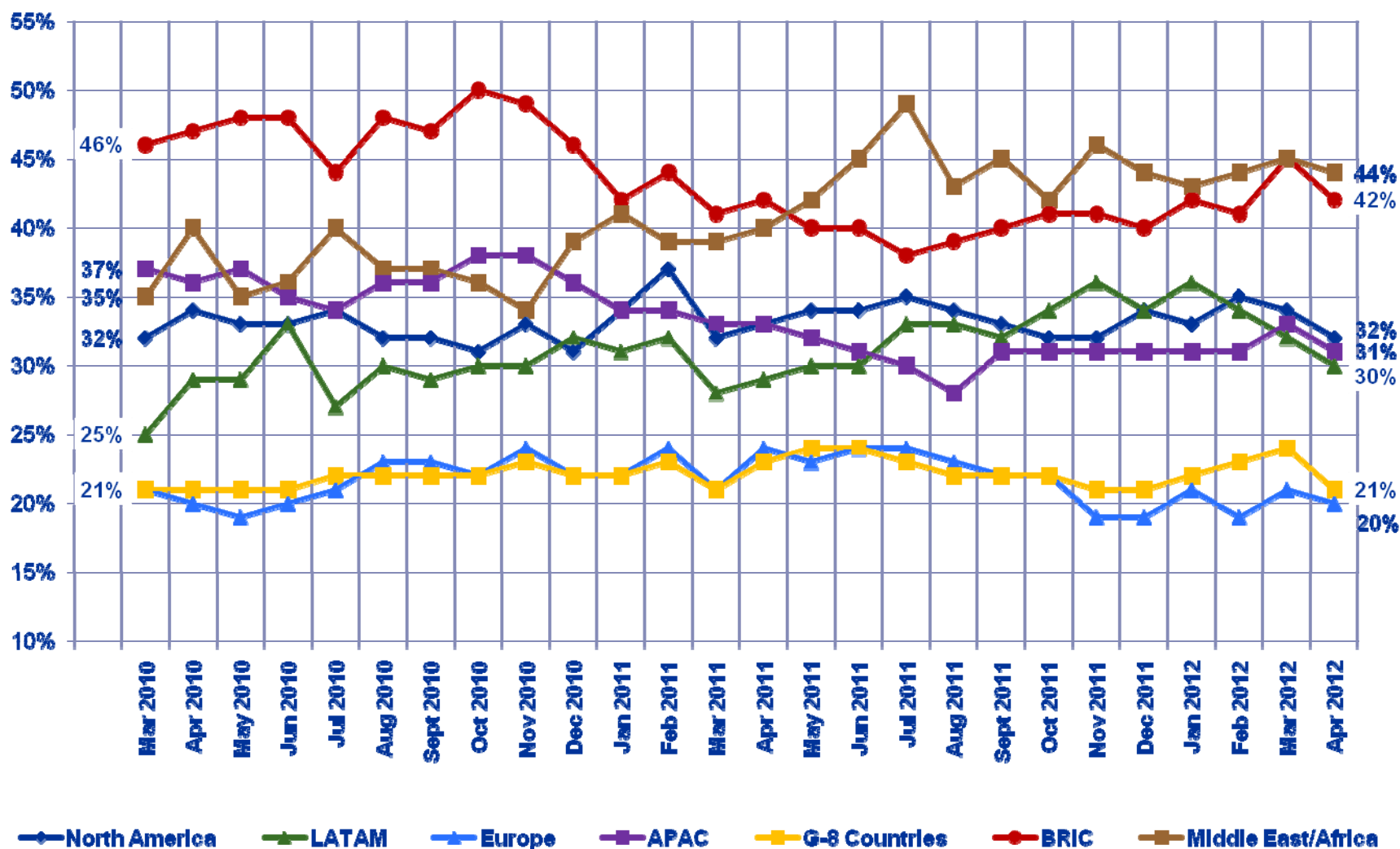
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy…

| Country | Percent |
|---|---|
| Total (-1) | 29% |
| Sweden (+7) | 53% |
| Turkey (+4) | 41% |
| Indonesia (+3) | 28% |
| Mexico (+2) | 27% |
| Japan (+1) | 7% |
| South Korea (+1) | 17% |
| Brazil (N/C) | 41% |
| Canada (N/C) | 44% |
| Germany (N/C) | 47% |
| Hungary (N/C) | 7% |
| Spain (-1) | 5% |
| Australia (-1) | 42% |
| Belgium (-2) | 14% |
| France (-2) | 13% |
| Poland (-2) | 20% |
| India (-2) | 54% |
| South Africa (-3) | 26% |
| Italy (-3) | 9% |
| United States (-3) | 20% |
| Saudi Arabia (-4) | 65% |
| Great Britain (-5) | 13% |
| Russia (-5) | 18% |
| China (-6) | 53% |
| Argentina (-7) | 23% |

Green marks countries experiencing improvement;
Blue marks countries with no change from last month;
Red marks countries experiencing a decline.
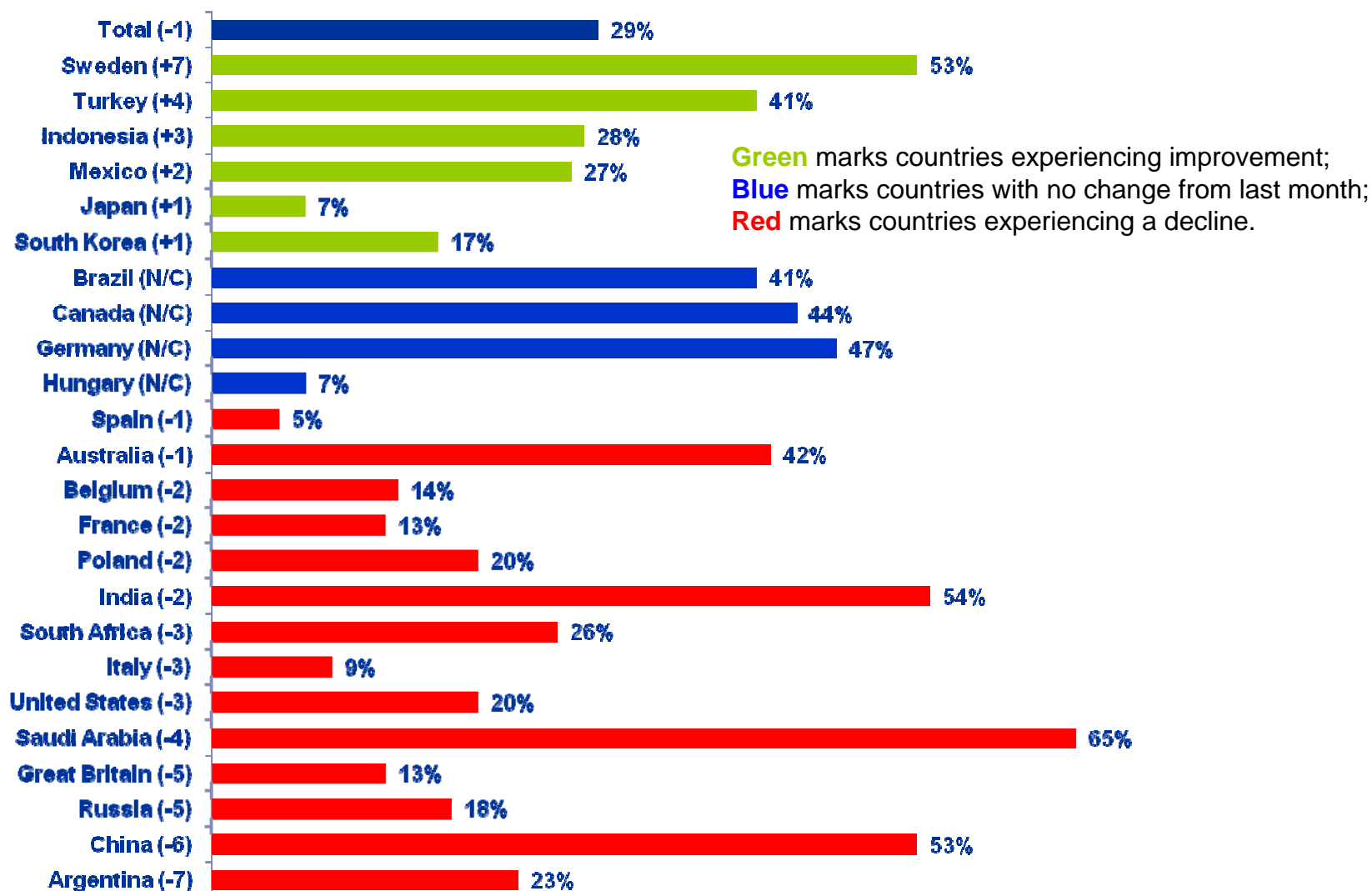
## Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:
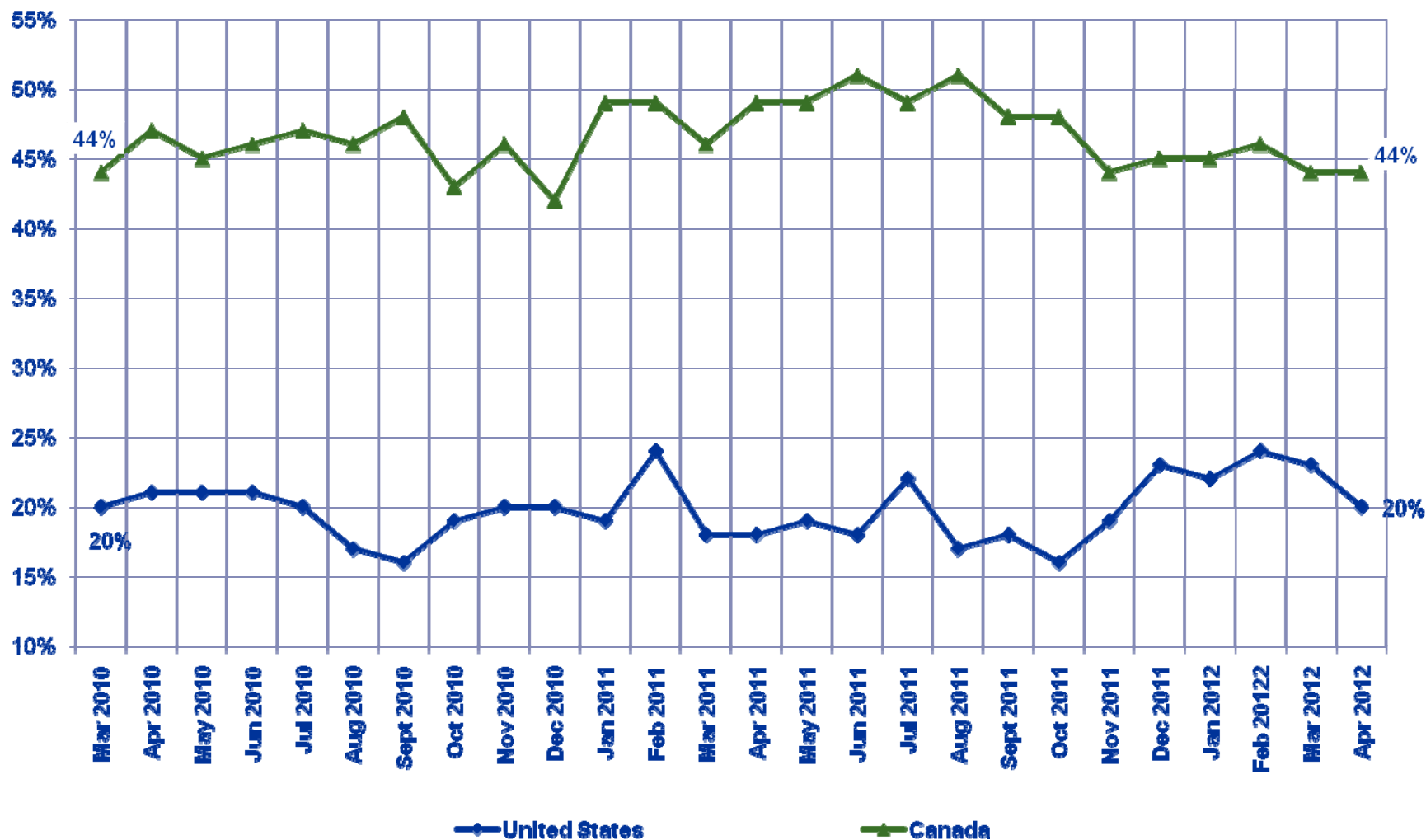
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy…
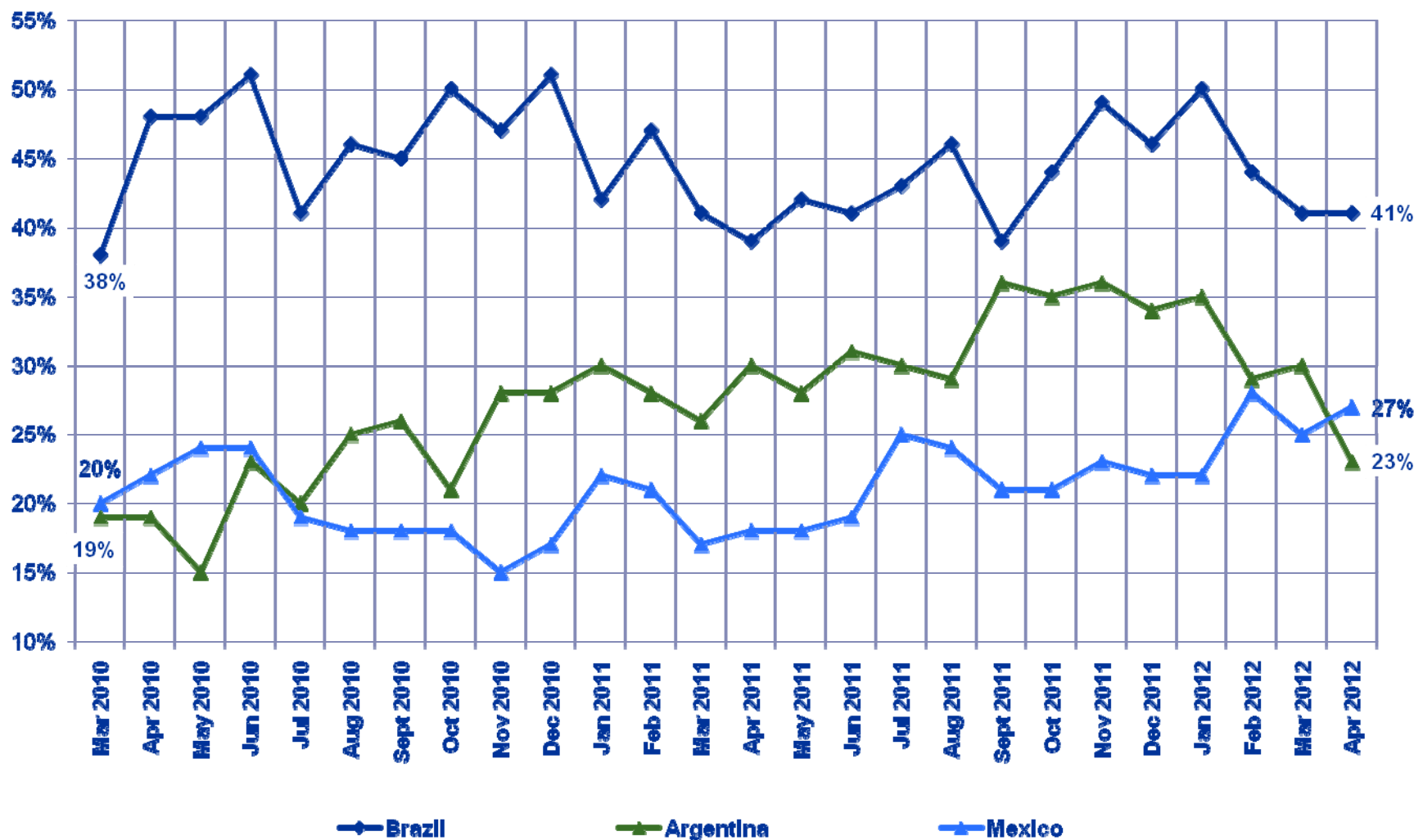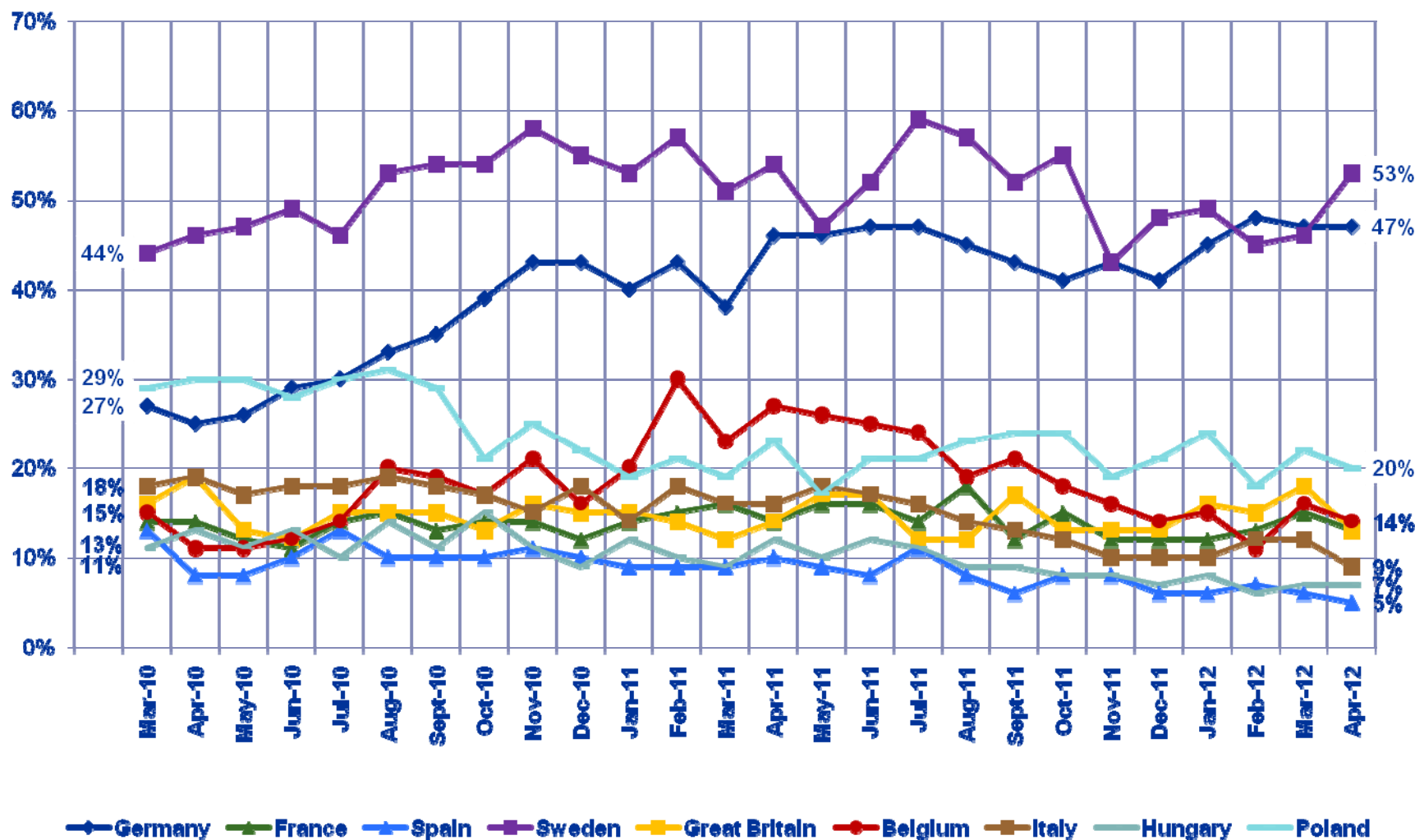
| Country | Value |
|---|---|
| Sweden (+7) | 7% |
| Turkey (+4) | 4% |
| Indonesia (+3) | 3% |
| Mexico (+2) | 2% |
| Japan (+1) | 1% |
| South Korea (+1) | 1% |
| Brazil (N/C) | 0% |
| Canada (N/C) | 0% |
| Germany (N/C) | 0% |
| Hungary (N/C) | 0% |
| Spain (-1) | -1% |
| Australia (-1) | -1% |
| Belgium (-2) | -2% |
| France (-2) | -2% |
| Poland (-2) | -2% |
| India (-2) | -2% |
| South Africa (-3) | -3% |
| Italy (-3) | -3% |
| United States (-3) | -3% |
| Saudi Arabia (-4) | -4% |
| Great Britain (-5) | -5% |
| Russia (-5) | -5% |
| China (-6) | -6% |
| Argentina (-7) | -7% |

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# All Regions
## Assess the Strength of Their Local Economy
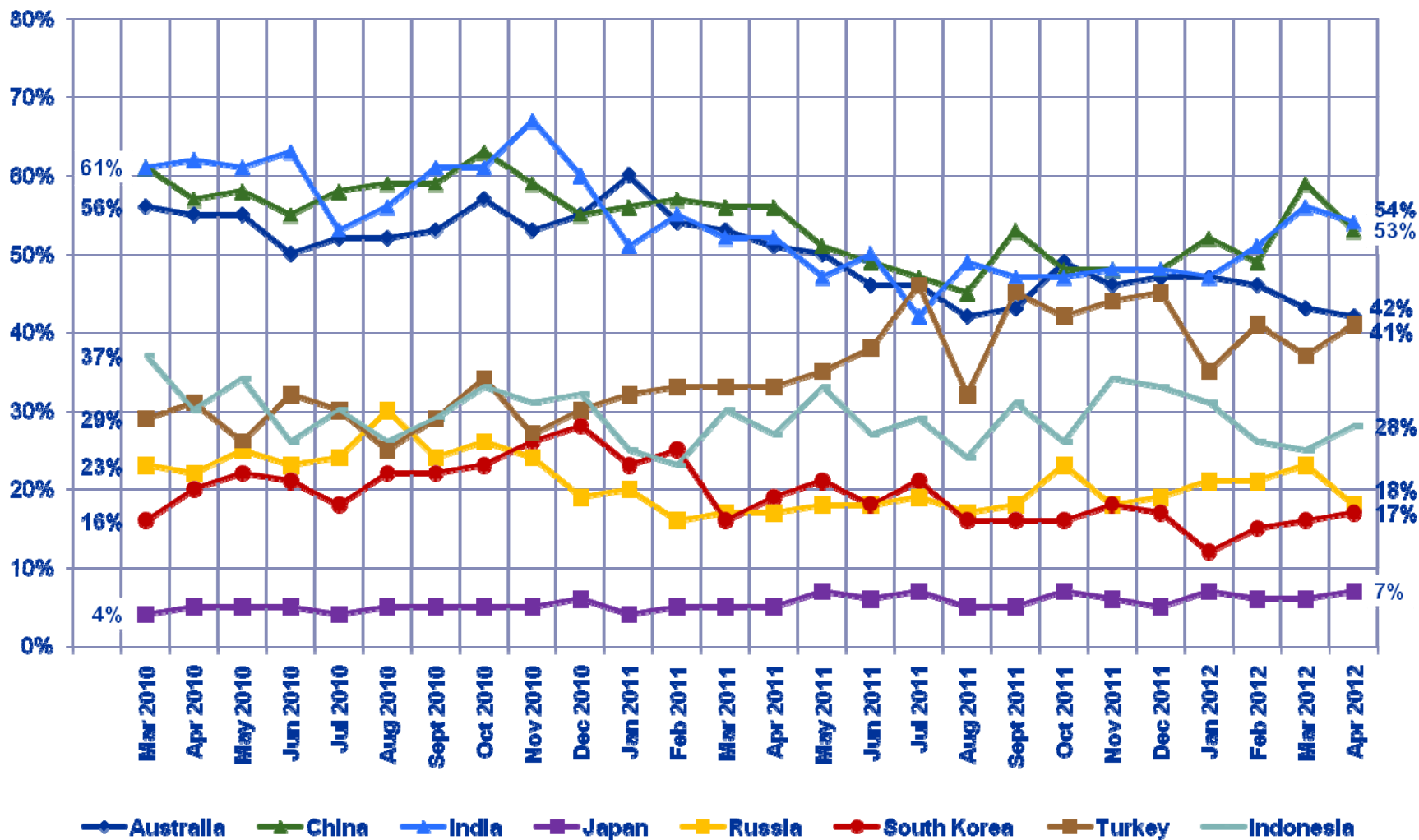
**% Strong (Top 3 5-6-7)**



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)**



Brazil ◆—◆    Argentina ◆—◆    Mexico ◆—◆

**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)**



Germany — France — Spain — Sweden — Great Britain — Belgium — Italy — Hungary — Poland

**Rate the current state of the economy in your local area** using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.
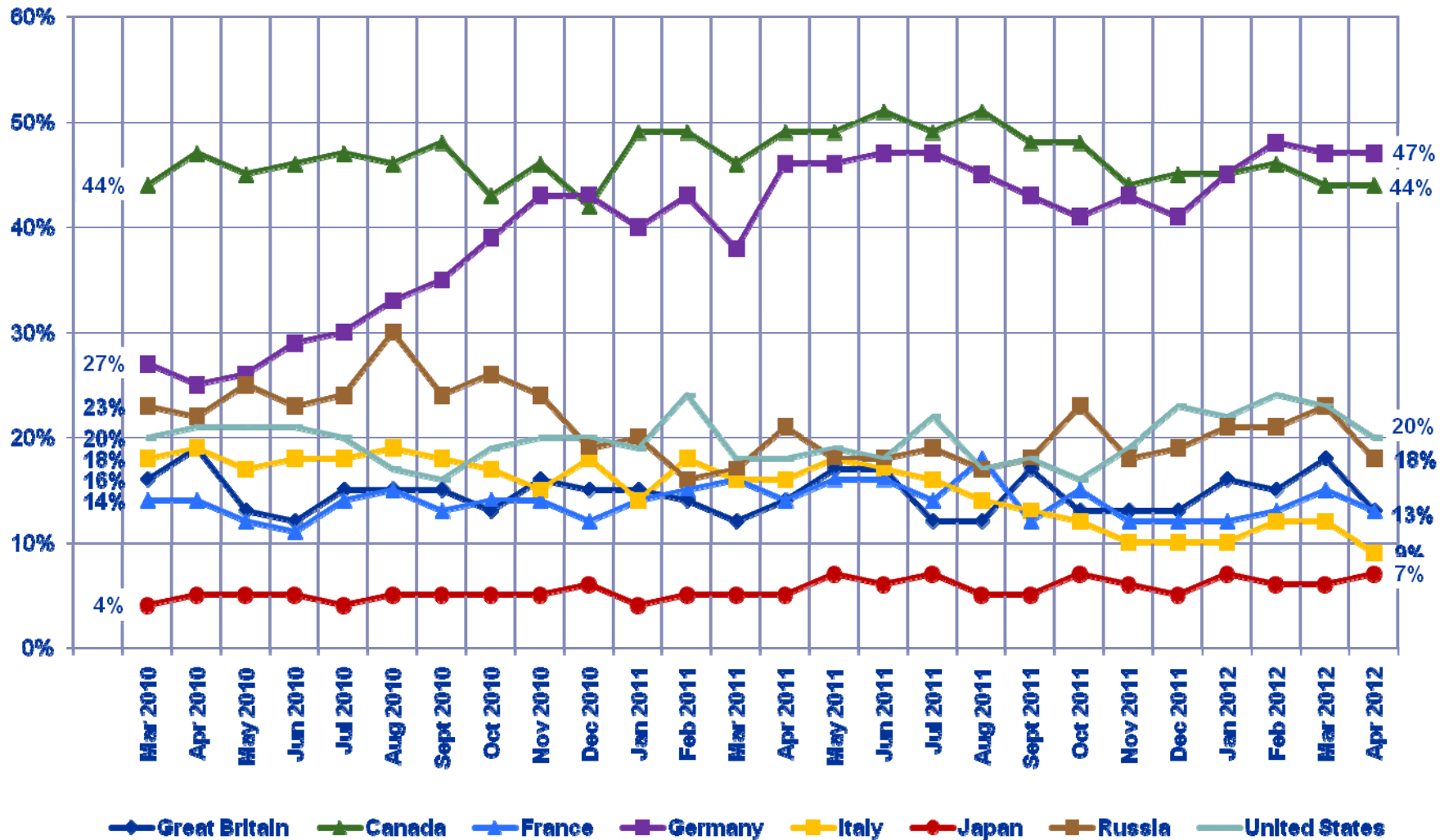
# APAC Countries
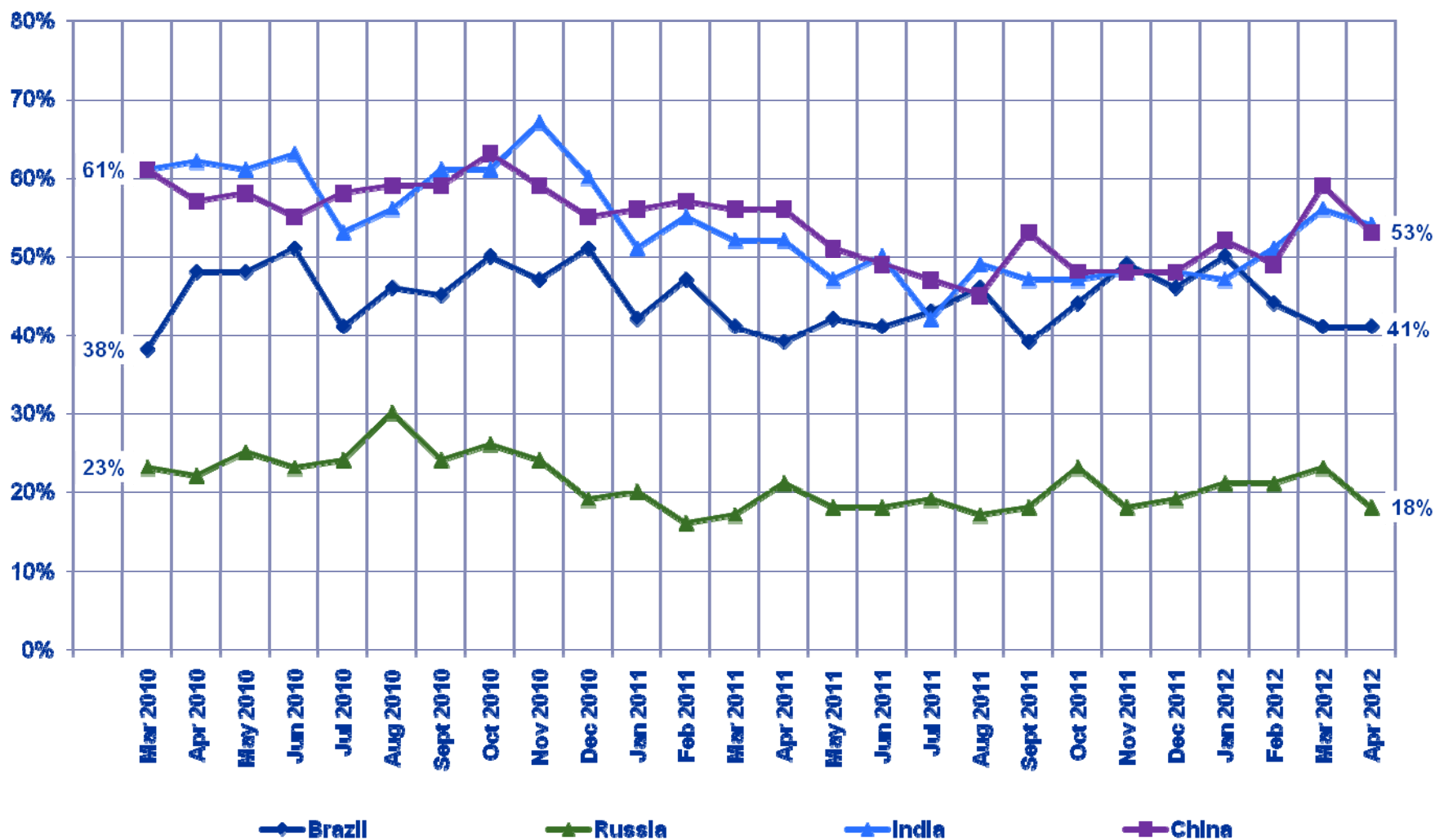## Assess the Strength of Their Local Economy

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



**Australia** • **China** • **India** • **Japan** • **Russia** • **South Korea** • **Turkey** • **Indonesia**

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

# G8 Countries
## Assess the Strength of Their Local Economy

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



Legend: Great Britain, Canada, France, Germany, Italy, Japan, Russia, United States

**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.
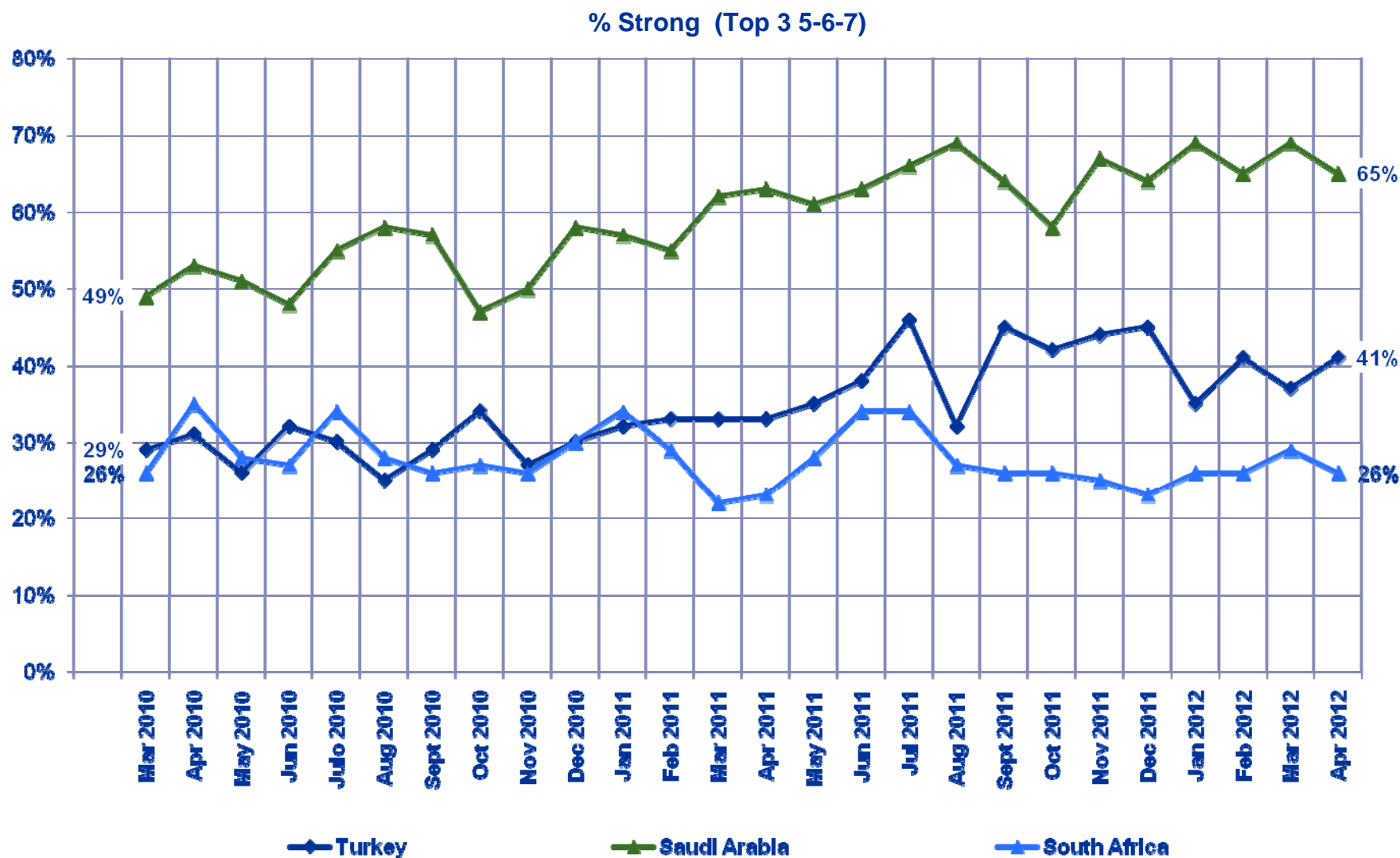
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**The Economic Pulse**

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# BRIC Countries
## Assess the Strength of Their Local Economy

▼3

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

Legend: ◆ Brazil  ▲ Russia  ▲ India  ■ China

Values labeled on chart: 61%, 38%, 23%, 53%, 41%, 18%

X-axis: Mar 2010, Apr 2010, May 2010, Jun 2010, Jul 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, Nov 2011, Dec 2011, Jan 2012, Feb 2012, Mar 2012, Apr 2012

**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

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

Legend: Turkey, Saudi Arabia, South Africa

**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.
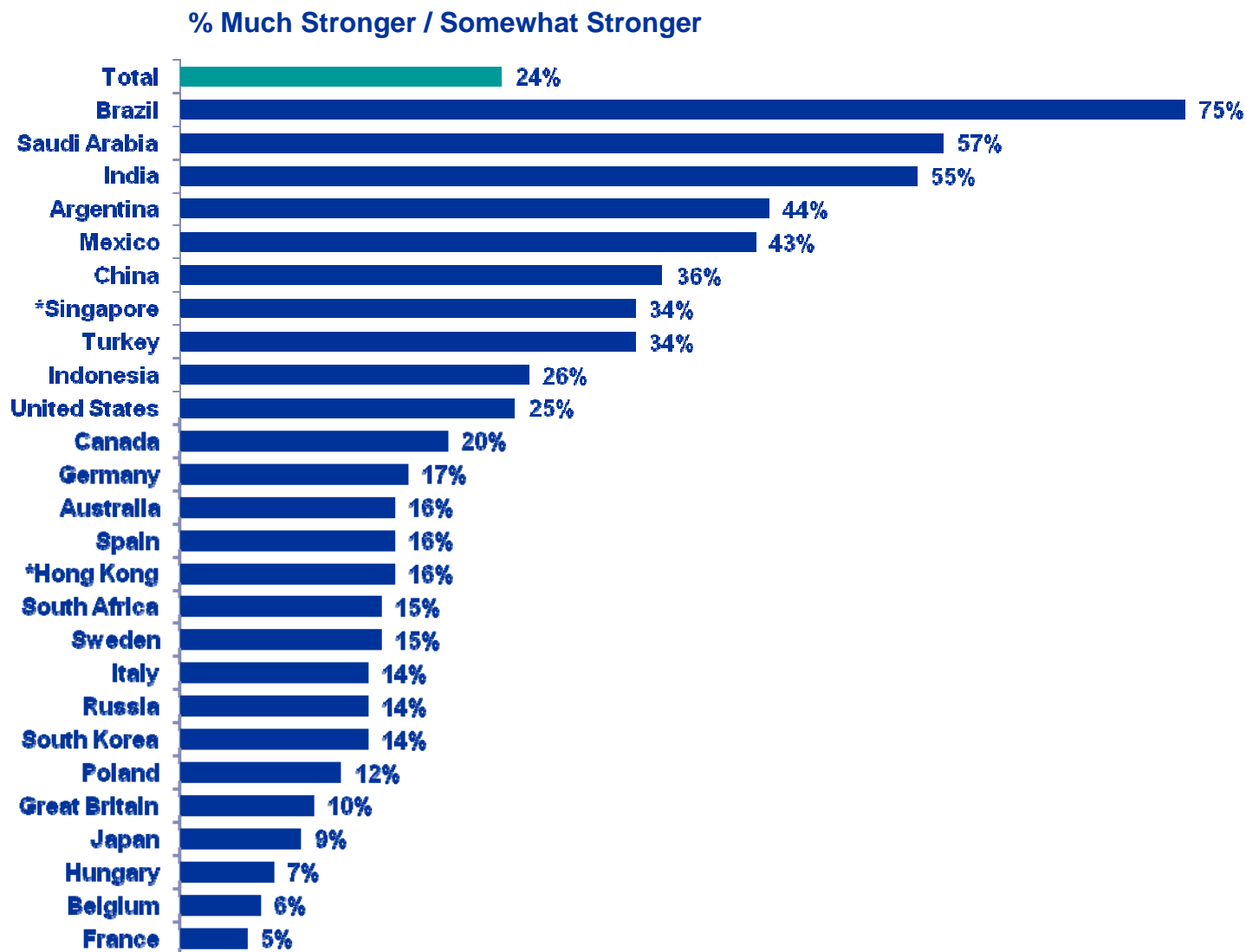
**❸ Assessing the Strength of The Local Economy…**

**…Six Months From Now**

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

**% Much Stronger / Somewhat Stronger**

| Country | % |
|---|---|
| Total | 24% |
| Brazil | 75% |
| Saudi Arabia | 57% |
| India | 55% |
| Argentina | 44% |
| Mexico | 43% |
| China | 36% |
| *Singapore | 34% |
| Turkey | 34% |
| Indonesia | 26% |
| United States | 25% |
| Canada | 20% |
| Germany | 17% |
| Australia | 16% |
| Spain | 16% |
| *Hong Kong | 16% |
| South Africa | 15% |
| Sweden | 15% |
| Italy | 14% |
| Russia | 14% |
| South Korea | 14% |
| Poland | 12% |
| Great Britain | 10% |
| Japan | 9% |
| Hungary | 7% |
| Belgium | 6% |
| France | 5% |

**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?

*Hong Kong and *Singapore were not in G@ aggregate

**Global Total**
**% Much Stronger / Somewhat Stronger**
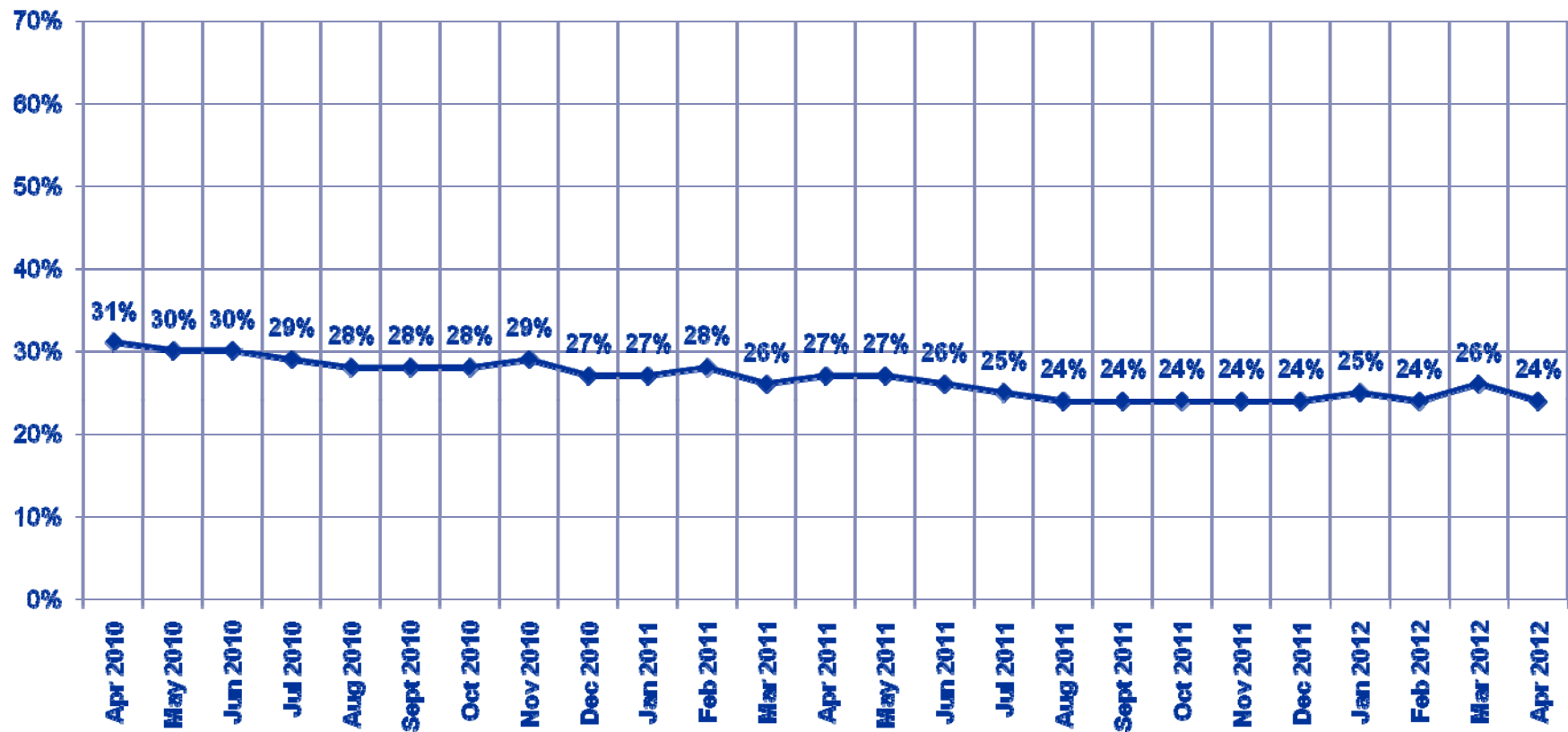


**Looking ahead six months from now, do you expect the economy in your local area to be**
much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

## % Much Stronger/Somewhat Stronger

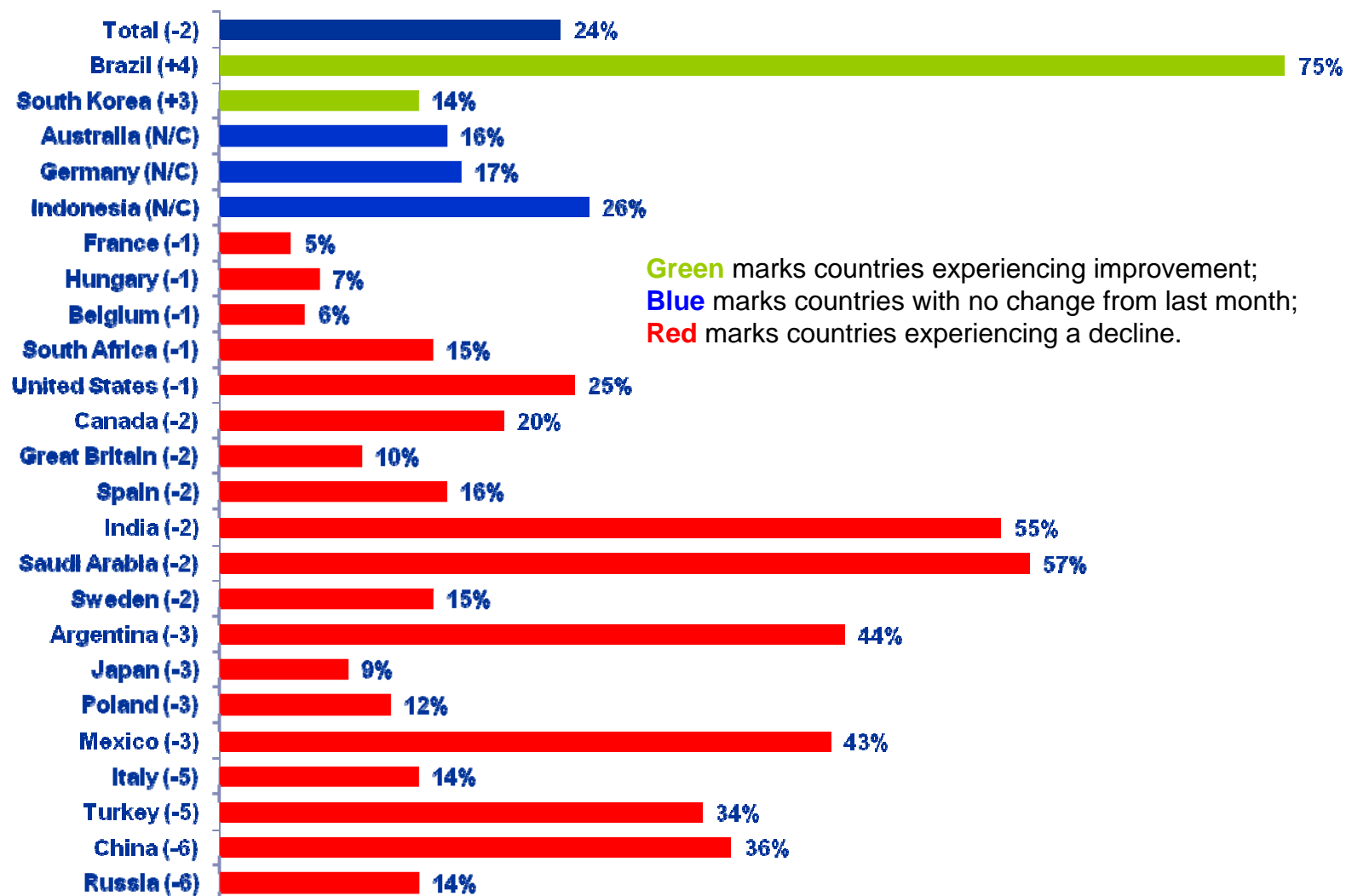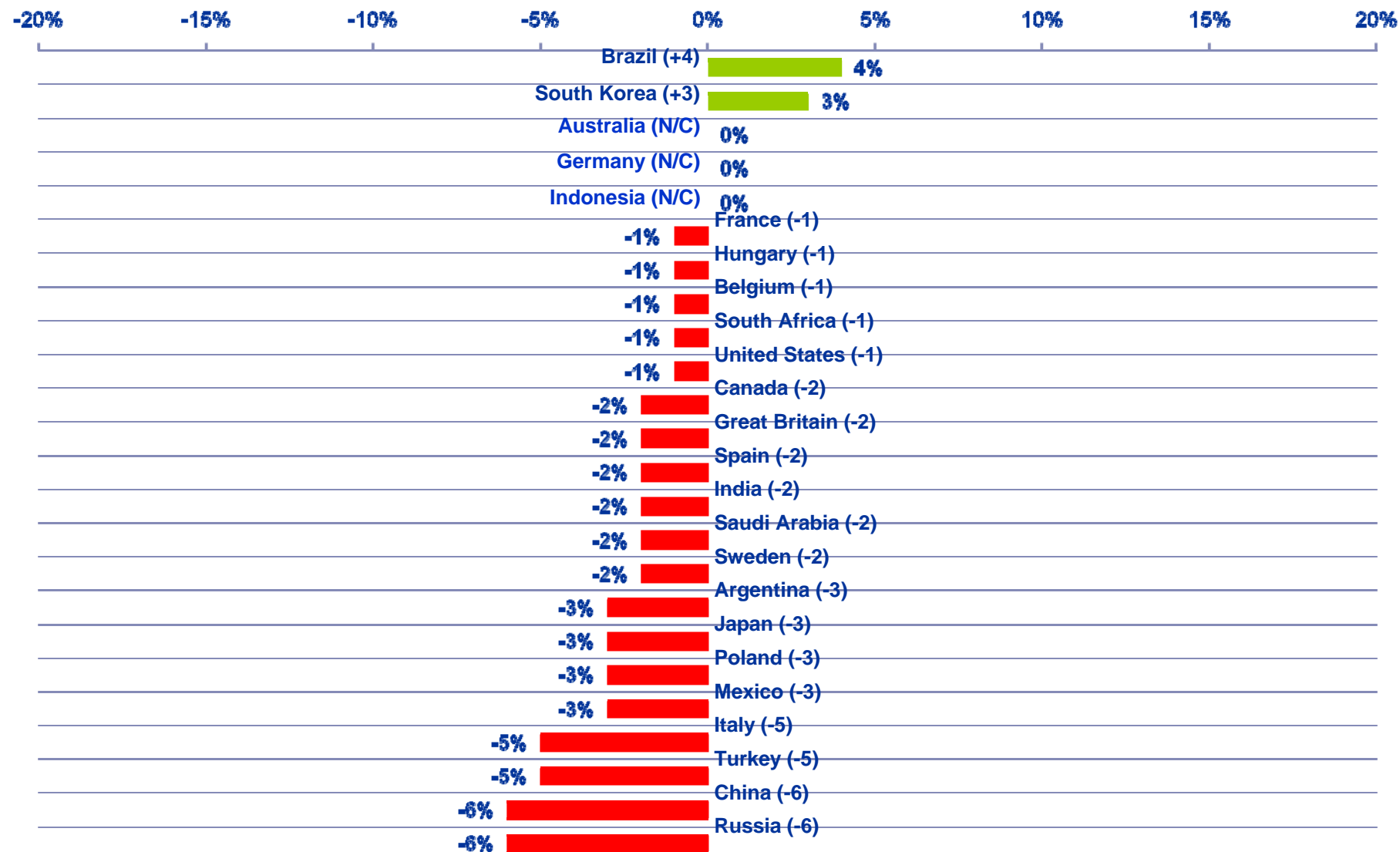| | Mar 2010 | April 2010 | May 2010 | Jun 2010 | Jul 2010 | Aug 2010 | Sep 2010 | Oct 2010 | Nov 2010 | Dec 2010 | Jan 2011 | Feb 2011 | Mar 2011 | Apr 2011 | May 2011 | Jun 2011 | Jul 2011 | Aug 2011 | Sep 2011 | Oct 2011 | Nov 2011 | Dec 2011 | Jan 2012 | Feb 2012 | Mar 2012 | Apr 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Total** | 31% | 31% | 30% | 30% | 29% | 28% | 28% | 28% | 29% | 27% | 27% | 28% | 26% | 27% | 27% | 26% | 25% | 24% | 24% | 24% | 24% | 24% | 25% | 24% | 26% | 24% |
| **Argentina** | 32% | 36% | 35% | 45% | 36% | 45% | 42% | 39% | 44% | 43% | 42% | 44% | 44% | 42% | 45% | 47% | 47% | 52% | 52% | 50% | 47% | 45% | 42% | 43% | 47% | 44% |
| **Australia** | 36% | 34% | 30% | 25% | 29% | 26% | 27% | 29% | 27% | 24% | 23% | 24% | 22% | 23% | 20% | 19% | 19% | 16% | 16% | 16% | 18% | 16% | 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% | 4% | 5% | 6% | 5% | 7% | 6% |
| **Brazil** | 79% | 71% | 72% | 72% | 69% | 68% | 75% | 78% | 76% | 78% | 73% | 73% | 67% | 72% | 71% | 64% | 71% | 71% | 65% | 74% | 72% | 71% | 74% | 69% | 71% | 75% |
| **Canada** | 38% | 35% | 29% | 30% | 32% | 25% | 27% | 26% | 27% | 27% | 31% | 29% | 28% | 28% | 26% | 25% | 24% | 18% | 15% | 19% | 19% | 19% | 21% | 20% | 22% | 20% |
| **China** | 57% | 49% | 51% | 49% | 50% | 50% | 50% | 50% | 48% | 44% | 49% | 49% | 40% | 42% | 44% | 39% | 36% | 35% | 44% | 39% | 42% | 32% | 39% | 34% | 42% | 36% |
| **France** | 5% | 7% | 3% | 4% | 5% | 5% | 5% | 3% | 4% | 4% | 5% | 4% | 4% | 4% | 4% | 5% | 3% | 4% | 2% | 2% | 2% | 2% | 2% | 4% | 6% | 5% |
| **Germany** | 23% | 25% | 22% | 21% | 26% | 29% | 26% | 31% | 35% | 27% | 30% | 28% | 26% | 24% | 26% | 22% | 22% | 18% | 16% | 12% | 15% | 13% | 18% | 20% | 17% | 17% |
| **Great Britain** | 18% | 21% | 22% | 16% | 16% | 15% | 13% | 12% | 13% | 12% | 13% | 11% | 8% | 10% | 12% | 14% | 9% | 9% | 10% | 8% | 9% | 7% | 10% | 9% | 12% | 10% |
| **Hungary** | 22% | 24% | 23% | 23% | 15% | 18% | 18% | 23% | 13% | 10% | 12% | 15% | 10% | 11% | 7% | 8% | 10% | 8% | 6% | 5% | 6% | 3% | 5% | 6% | 8% | 7% |
| **India** | 66% | 66% | 64% | 67% | 59% | 58% | 64% | 65% | 65% | 61% | 55% | 61% | 55% | 55% | 50% | 52% | 43% | 52% | 54% | 56% | 50% | 50% | 50% | 56% | 57% | 55% |
| **Indonesia** | 31% | 33% | 36% | 36% | 38% | 35% | 35% | 35% | 34% | 30% | 26% | 26% | 29% | 28% | 32% | 29% | 29% | 28% | 29% | 28% | 32% | 37% | 32% | 28% | 26% | 26% |
| **Italy** | 20% | 21% | 17% | 19% | 17% | 18% | 16% | 17% | 16% | 15% | 18% | 16% | 17% | 15% | 15% | 15% | 13% | 14% | 10% | 11% | 21% | 12% | 15% | 19% | 19% | 14% |
| **Japan** | 11% | 12% | 12% | 13% | 9% | 8% | 6% | 6% | 8% | 8% | 8% | 9% | 8% | 9% | 10% | 9% | 10% | 7% | 7% | 10% | 6% | 7% | 8% | 8% | 12% | 9% |
| **Mexico** | 34% | 37% | 44% | 36% | 33% | 32% | 35% | 38% | 30% | 36% | 33% | 37% | 43% | 38% | 41% | 37% | 39% | 36% | 34% | 36% | 39% | 39% | 36% | 42% | 46% | 43% |
| **Poland** | 23% | 23% | 20% | 23% | 22% | 24% | 19% | 19% | 19% | 21% | 12% | 19% | 14% | 17% | 13% | 15% | 16% | 18% | 19% | 15% | 13% | 16% | 16% | 12% | 15% | 12% |
| **Russia** | 17% | 19% | 17% | 18% | 23% | 18% | 21% | 13% | 24% | 16% | 16% | 18% | 18% | 18% | 16% | 16% | 13% | 16% | 15% | 20% | 17% | 15% | 17% | 15% | 20% | 14% |
| **Saudi Arabia** | 44% | 49% | 50% | 41% | 46% | 53% | 46% | 48% | 45% | 47% | 45% | 52% | 56% | 60% | 59% | 60% | 62% | 64% | 57% | 53% | 54% | 60% | 63% | 57% | 59% | 57% |
| **South Africa** | 38% | 35% | 34% | 33% | 36% | 24% | 25% | 21% | 27% | 27% | 28% | 22% | 16% | 16% | 21% | 23% | 17% | 10% | 15% | 16% | 20% | 16% | 16% | 21% | 16% | 15% |
| **South Korea** | 21% | 23% | 24% | 21% | 21% | 20% | 22% | 20% | 22% | 25% | 22% | 25% | 19% | 14% | 17% | 12% | 15% | 13% | 15% | 14% | 14% | 12% | 11% | 14% | 11% | 14% |
| **Spain** | 28% | 27% | 26% | 21% | 25% | 24% | 22% | 20% | 21% | 20% | 20% | 21% | 21% | 23% | 22% | 20% | 18% | 18% | 15% | 23% | 17% | 21% | 18% | 15% | 18% | 16% |
| **Sweden** | 19% | 20% | 15% | 21% | 20% | 17% | 19% | 21% | 19% | 20% | 16% | 21% | 17% | 18% | 17% | 16% | 15% | 14% | 14% | 11% | 16% | 16% | 16% | 12% | 17% | 15% |
| **Turkey** | 32% | 35% | 30% | 30% | 32% | 33% | 29% | 28% | 27% | 23% | 30% | 32% | 28% | 32% | 34% | 36% | 38% | 25% | 40% | 35% | 28% | 35% | 31% | 34% | 39% | 34% |
| **United States** | 31% | 36% | 32% | 27% | 23% | 22% | 22% | 24% | 29% | 25% | 27% | 27% | 21% | 24% | 25% | 22% | 22% | 17% | 17% | 16% | 20% | 23% | 26% | 26% | 26% | 25% |

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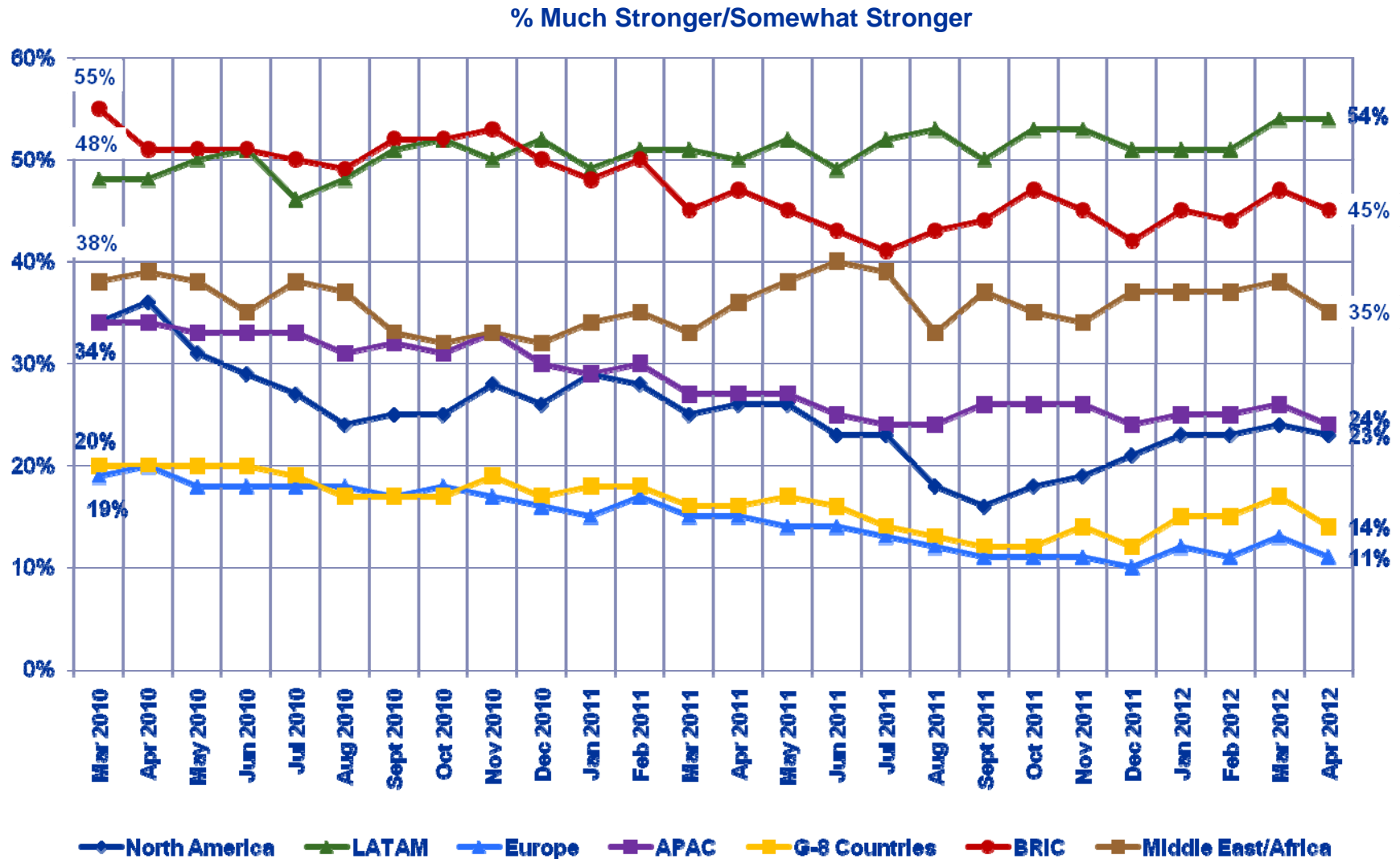much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

# Countries Ranked 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?
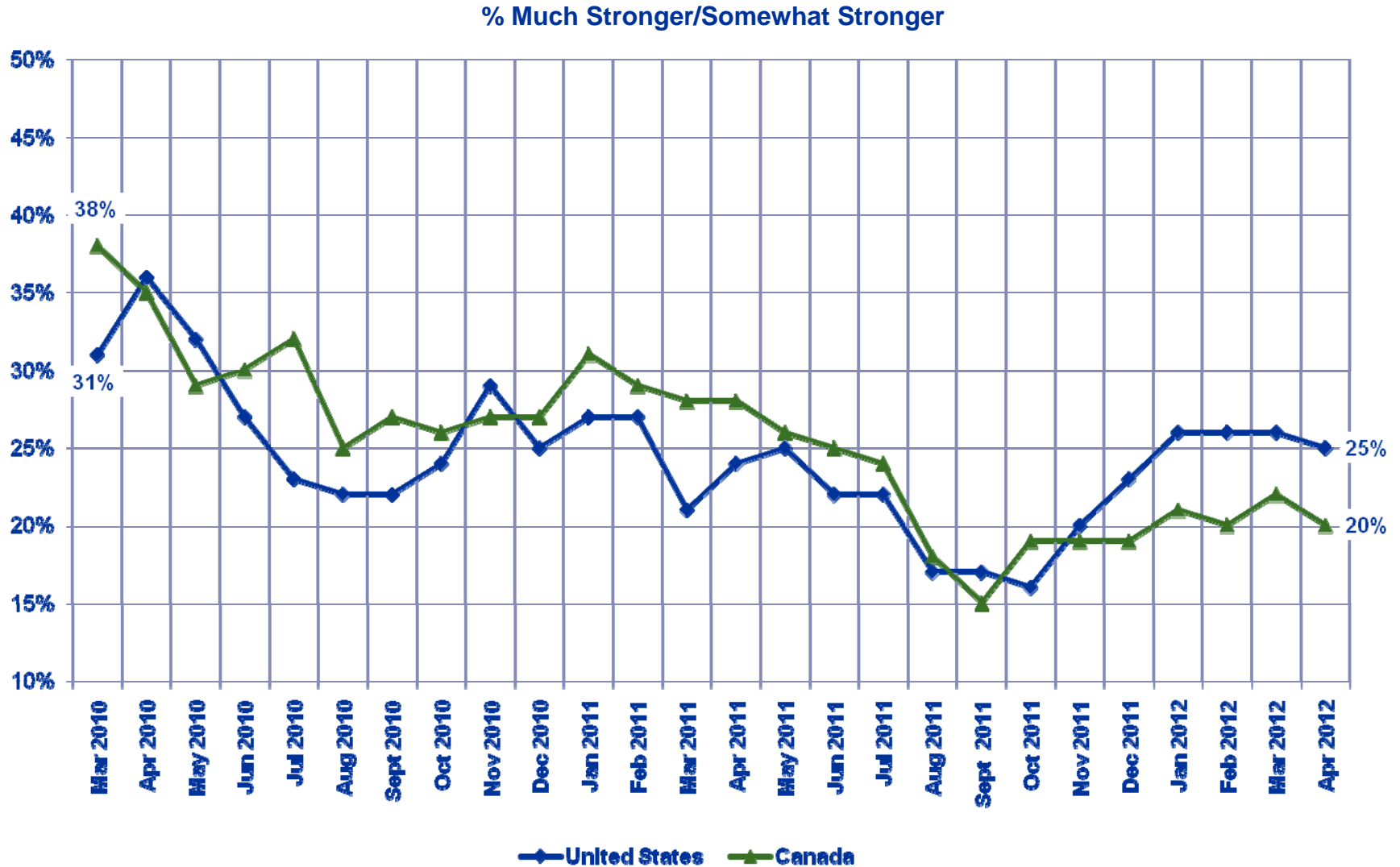
| Country | % |
|---|---|
| Total (-2) | 24% |
| Brazil (+4) | 75% |
| South Korea (+3) | 14% |
| Australia (N/C) | 16% |
| Germany (N/C) | 17% |
| Indonesia (N/C) | 26% |
| France (-1) | 5% |
| Hungary (-1) | 7% |
| Belgium (-1) | 6% |
| South Africa (-1) | 15% |
| United States (-1) | 25% |
| Canada (-2) | 20% |
| Great Britain (-2) | 10% |
| Spain (-2) | 16% |
| India (-2) | 55% |
| Saudi Arabia (-2) | 57% |
| Sweden (-2) | 15% |
| Argentina (-3) | 44% |
| Japan (-3) | 9% |
| Poland (-3) | 12% |
| Mexico (-3) | 43% |
| Italy (-5) | 14% |
| Turkey (-5) | 34% |
| China (-6) | 36% |
| Russia (-6) | 14% |

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

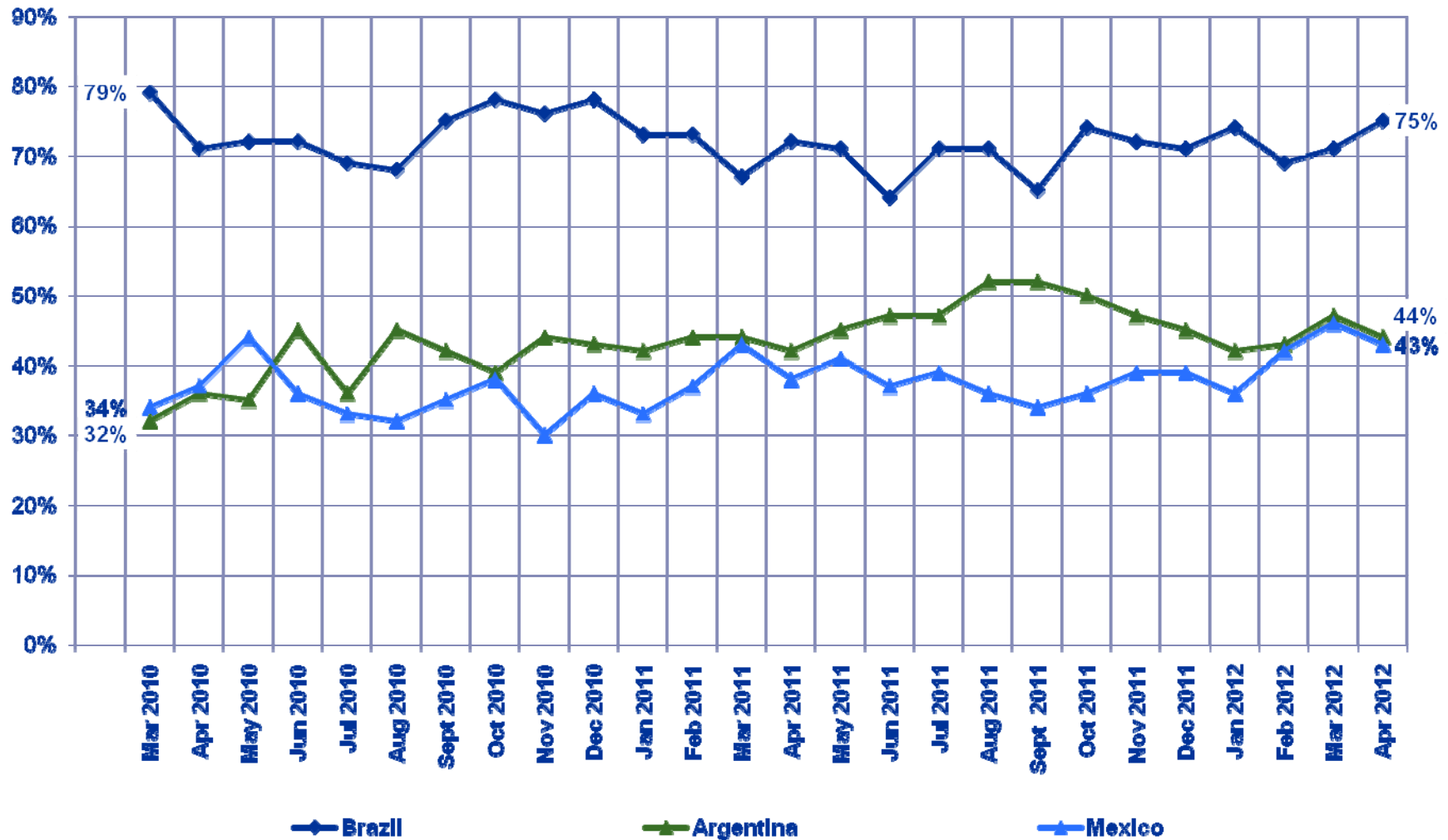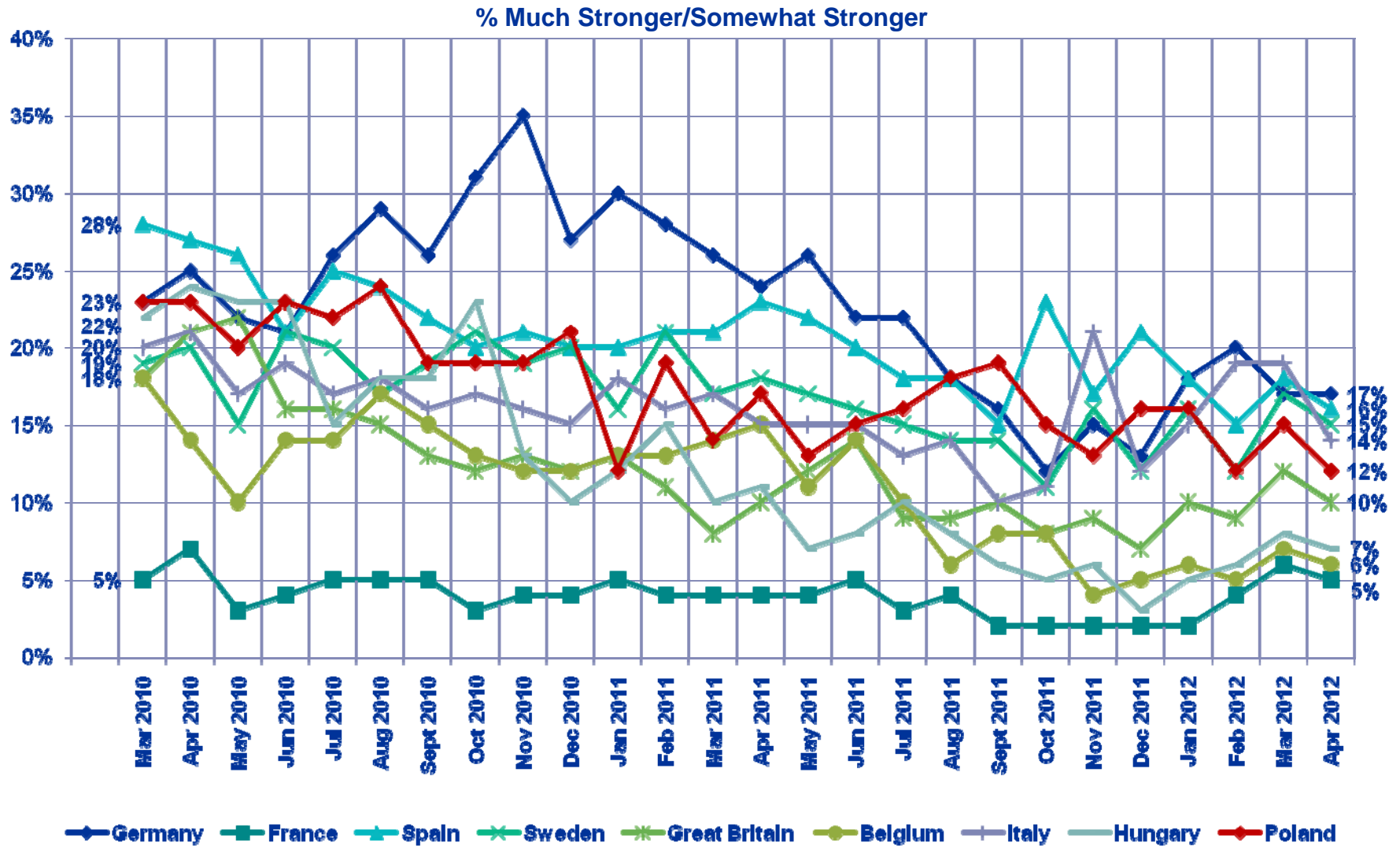# Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:

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?

| Country | Value |
|---|---|
| Brazil (+4) | 4% |
| South Korea (+3) | 3% |
| Australia (N/C) | 0% |
| Germany (N/C) | 0% |
| Indonesia (N/C) | 0% |
| France (-1) | -1% |
| Hungary (-1) | -1% |
| Belgium (-1) | -1% |
| South Africa (-1) | -1% |
| United States (-1) | -1% |
| Canada (-2) | -2% |
| Great Britain (-2) | -2% |
| Spain (-2) | -2% |
| India (-2) | -2% |
| Saudi Arabia (-2) | -2% |
| Sweden (-2) | -2% |
| Argentina (-3) | -3% |
| Japan (-3) | -3% |
| Poland (-3) | -3% |
| Mexico (-3) | -3% |
| Italy (-5) | -5% |
| Turkey (-5) | -5% |
| China (-6) | -6% |
| Russia (-6) | -6% |

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

**% Much Stronger/Somewhat Stronger**



Legend: North America, LATAM, Europe, APAC, G-8 Countries, BRIC, Middle East/Africa
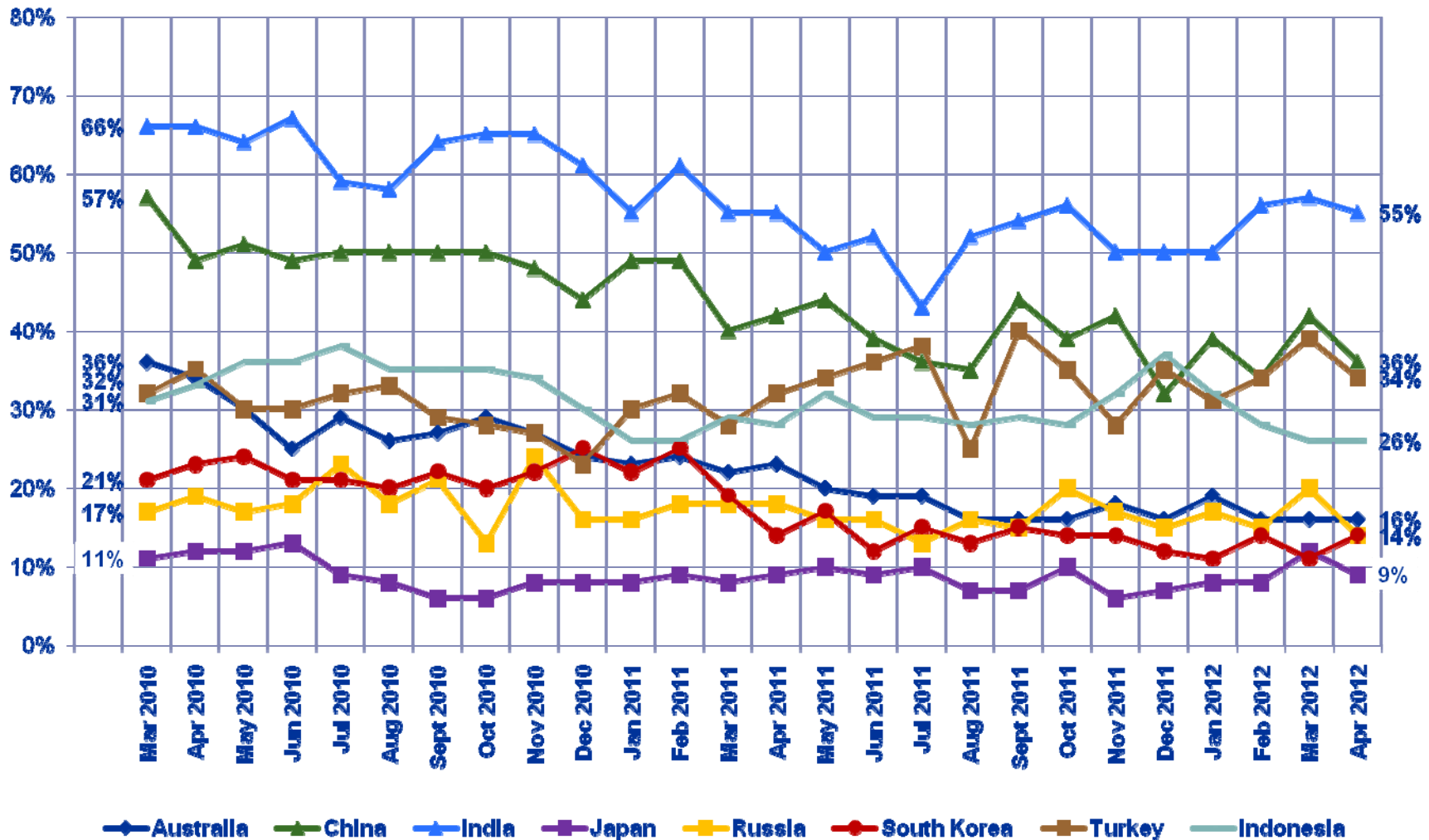
**Looking ahead six months from now, do you expect the economy in your local area to be** much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

North American Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months
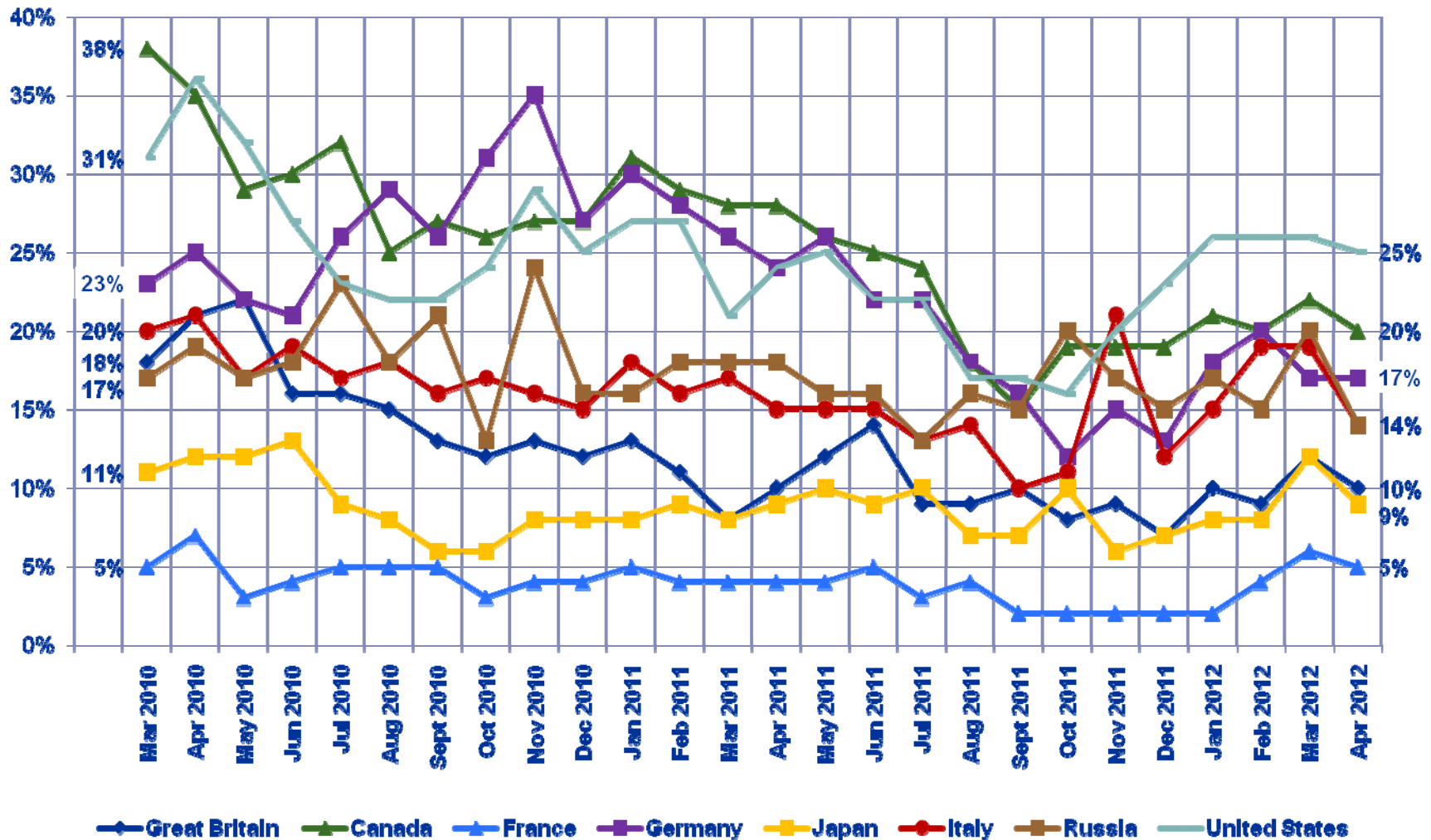
% Much Stronger/Somewhat Stronger

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

**% Much Stronger/Somewhat Stronger**



**Brazil** — **Argentina** — **Mexico**

**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

**▼2**

**% Much Stronger/Somewhat Stronger**

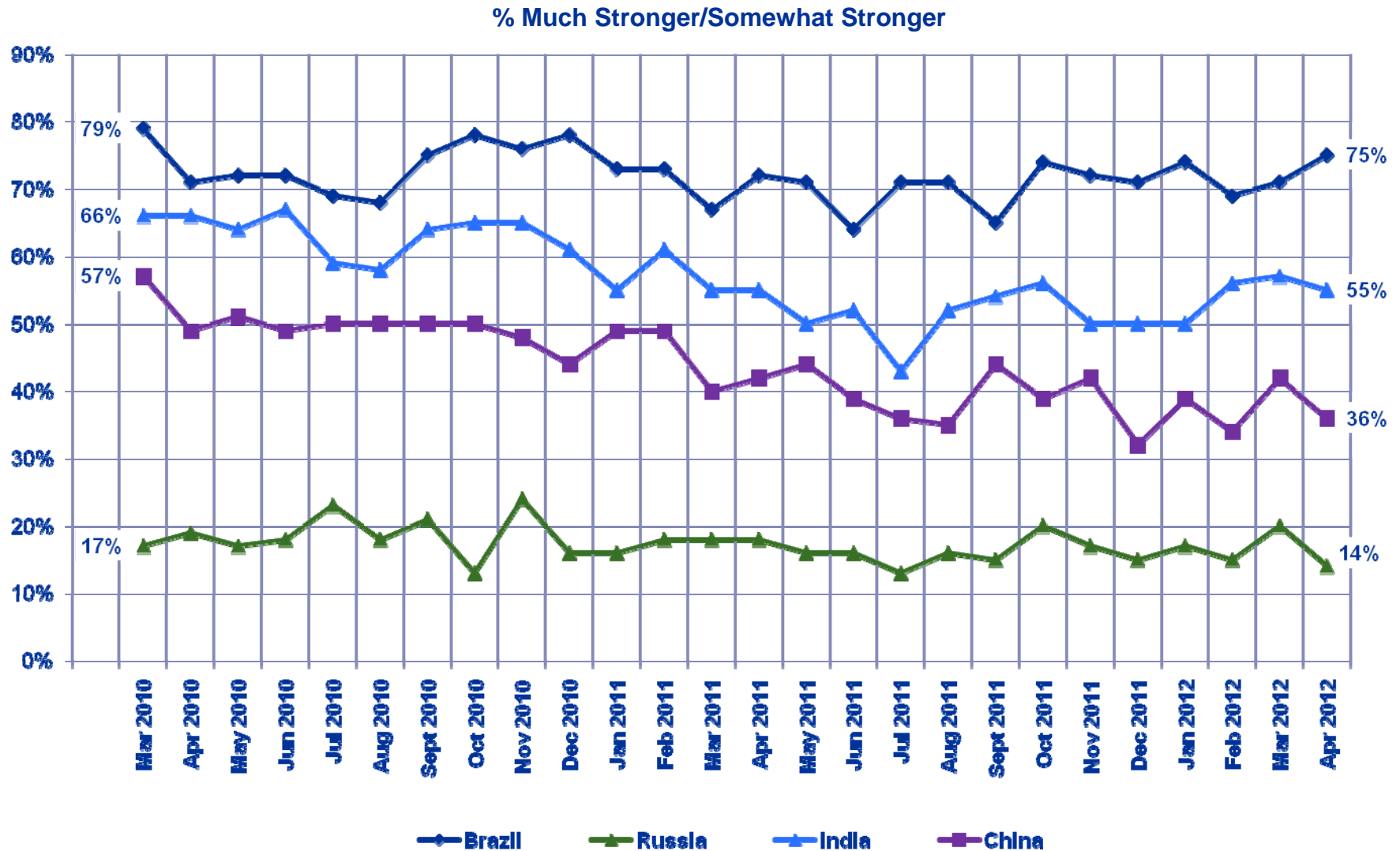Legend: Germany, France, Spain, Sweden, Great Britain, Belgium, Italy, Hungary, Poland

**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 ▼2

**% Much Stronger/Somewhat Stronger**

Legend: Australia, China, India, Japan, Russia, South Korea, Turkey, Indonesia
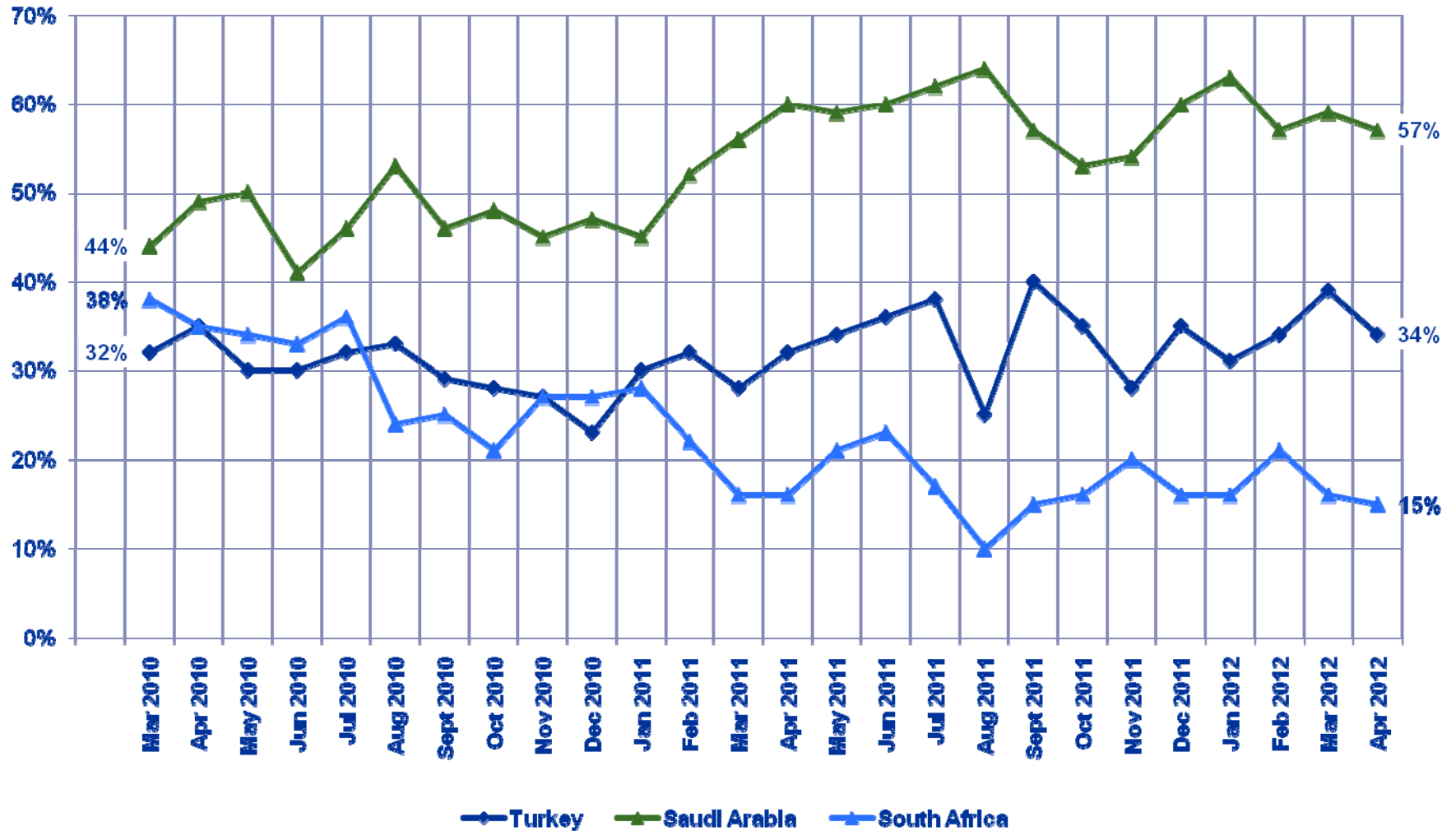
Looking ahead six months from now, do you expect the economy in your local area to be
much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

▼3

**% Much Stronger/Somewhat Stronger**

Legend: Great Britain, Canada, France, Germany, Japan, Italy, Russia, United States

**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?

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

▼2

## % Much Stronger/Somewhat Stronger

**Legend:** Brazil, Russia, India, China

**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



**Legend:** Turkey • Saudi Arabia • South Africa

**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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