



# *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* – June 2012 – G@33  
The Economic Pulse



These are the findings of the *Global @dvisor* Wave 33 (G@33), an Ipsos survey conducted between May 1<sup>st</sup> and May 15<sup>th</sup>, 2012.

SURVEY METHOD	COUNTRIES	SAMPLE	WEIGHTING
<ul style="list-style-type: none"><li>The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system.</li></ul>	<ul style="list-style-type: none"><li>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.</li></ul>	<ul style="list-style-type: none"><li>For the results of the survey presented herein, an international sample of 18,713 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@33), 500+ individuals in Denmark also participated in the survey and 1000+ individuals in Kenya participated in a similar survey.</li></ul>	<ul style="list-style-type: none"><li>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.</li></ul>



## Analytic Components...

- There are three analytic components that make up the findings of this monthly Economic Pulse report. Each question is tracked and analyzed from questions dealing with:

### ① The currently perceived macroeconomic state of the respondent's country:

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

### ② The currently perceived state of the local economy:

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

### ③ A six month outlook for the local economy:

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





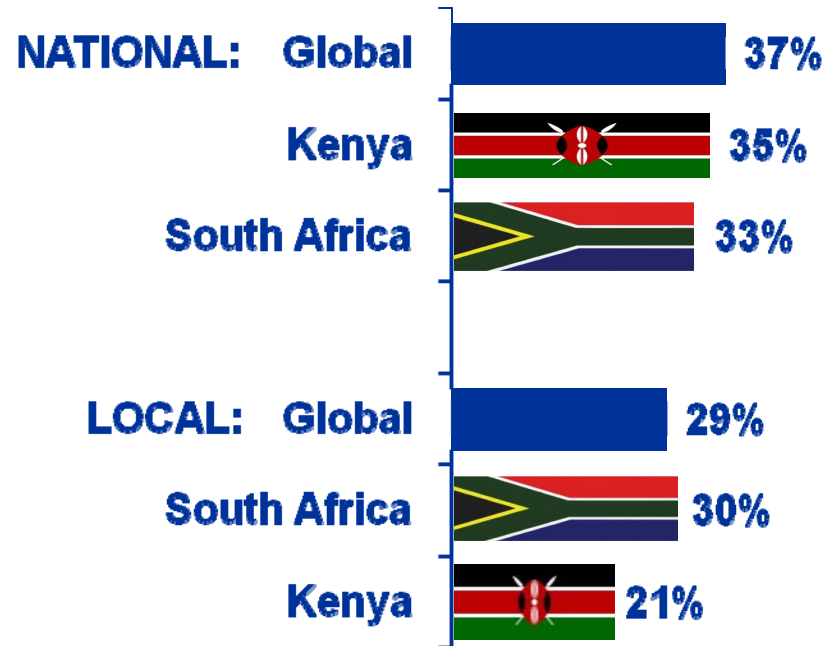
## Summary...

---

- **The global economic engines have lost significant steam this month:** the global aggregate national economic assessment drops another point this month to 37%, the **lowest it has been since the economic downturn of 2009.**
- The global aggregate assessment of national economic confidence has generally been trending like a pendulum, shifting up one point, down one point each month. This sounding represents a change, however, as it is the first time in two years that the aggregate assessment has reflected a drop over two consecutive months.
- The assessment continues to be dragged down by Europe (24%), though the regional figure remains unchanged this month. The Middle East and Africa is the geographic region with the highest aggregate assessment (-1 to 57%), followed by Asia-Pacific (+1 to 43%), the only region to reflect an improvement this wave. North America (-3 to 42%) and Latin America (-2 to 41%) follow.
- On the other two metrics measured in this study, **the world remains cautious:** the global aggregates of local economic (29%) and the future of local economic (24%) assessments remain unchanged this wave.

## A Look at Kenya

- This month, Ipsos staff in Kenya fielded questions on national and local economic confidence via CATI telephone methodology. The results place Kenya close to the average on national economic confidence (33% of Kenyans indicate their country's current economic situation is "good") and slightly below the global average on local assessments (21% indicate their local area's economic situation is "good").



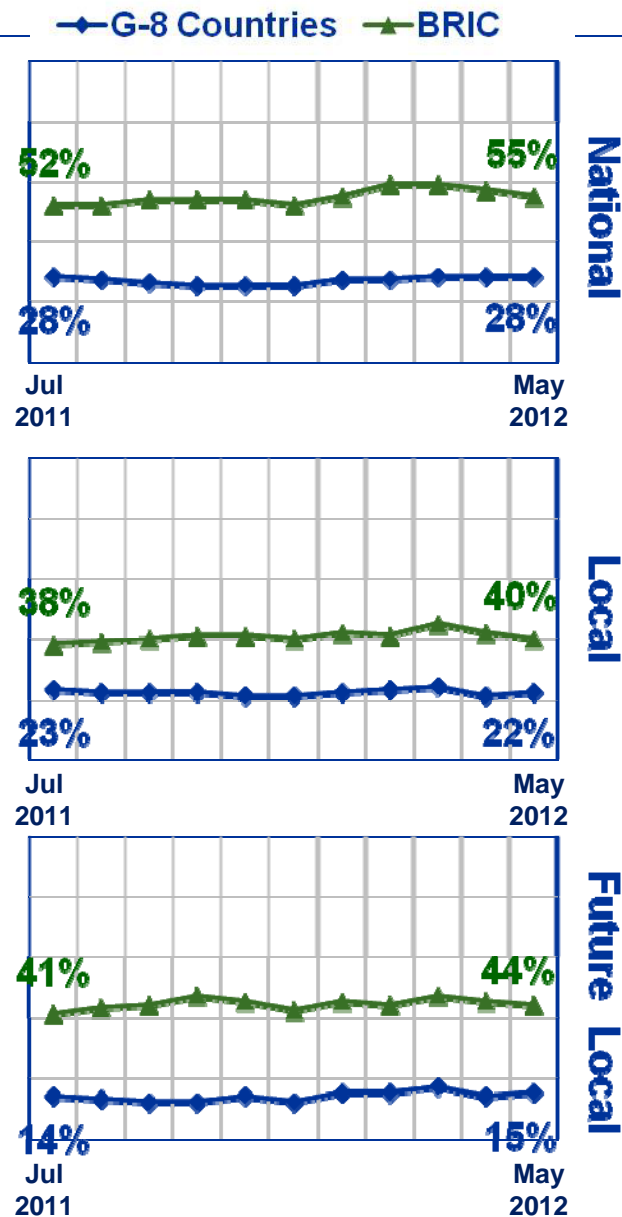
Ipsos Synovate Kenya surveyed a sample of n=1,024 adults over the age of 18 via the telephone between April 23 and April 26, 2012.

For more information about the Kenyan study, please contact: Victor Rateng, Project Manager – Opinion Polls

Tel: +254 20 4450190-6 | victor.rateng@ipsos.com

## G8 vs. BRIC

- This quarterly note compares the world's largest developed economies with its fastest-growing economies.
- The **BRIC countries** (Brazil, Russia, India and China) continue to show strength in economic assessment levels (55% national, 40% local), well above the G8 countries. The aggregate of national assessments in the region has softened, narrowing the gap between the BRIC and G8 (27 points, down 5 this quarter) though that gap remains substantial.
- The G8 group**, representing the United States, Canada, France, Germany, Italy, Japan, Russia, and Great Britain (28% national, 22% local) has remained almost unchanged since last summer and remains considerably weaker than BRIC, particularly at the national level.







## Global Average of National Economic Assessment (37%) Down One Point

---

- This month's global economic aggregate of national economies declines one point to 37% of global citizens rating their national economies as 'good'. The change in sentiment represents the first time in the last two years that the aggregate has experienced a drop over two consecutive months.
- Saudi Arabia again shows the strongest proportions of people rating their current national economic situation as 'good' (88%). They are followed by: India (70%), Germany (69%), Sweden (64%), China (63%) and Canada (62%). .
- Only a handful of those in Spain (3%), Italy (3%) and Hungary (3%) rate their national economies as 'good', followed by Japan (9%), France (9%) and Great Britain (10%).
- *Countries with the greatest improvements in this wave:* Belgium (+7 to 28%), Argentina (+7 to 45%), Indonesia (+4 to 40%) and Russia (+3 to 36%).
- *Countries with the greatest declines:* Brazil (-10 to 49%), Sweden (-7 to 64%), Mexico (-5 to 28%) and the United States (-4 to 23%).



## Global Average of Local Economic Assessment (29%) Unchanged

---

- 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'.
- The poll finds assessments of local economies to be strongest in Saudi Arabia (64%), Sweden (51%), India (50%), Germany (47%), China (46%) and Canada (45%).
- Spain (4%), Japan (7%), Italy (8%), Hungary (8%), Great Britain (13%) and France (15%) sit at the bottom of the global ranking for this metric.
- *Countries with the greatest improvements in local economic assessment:* Belgium (+5 to 19%), Argentina (+4 to 27%), Russia (+4 to 22%), South Africa (+4 to 30%), Poland (+3 to 23%) and the United States (+3 to 23%).
- *Countries with the greatest declines in local economic assessment:* China (-7 to 46%), Mexico (-5 to 22%), India (-4 to 50%), Australia (-3 to 39%) and Sweden (-2 to 51%).



## Global Average of Future Outlook for Local Economy Also Unchanged: 24%

---

- Currently, a global average of **one quarter (24%) believe their local economy will be stronger six months from now, figure that remains unchanged this wave.**
- Brazil holds on to its number one spot on this measurement (67%), followed by Saudi Arabia (57%), India (54%), Argentina (44%), China (39%) and Mexico (39%).
- Japan and Hungary sit tied in last place (7%), followed at the bottom of the list by Belgium (8%), Great Britain (9%), France (9%) and Sweden (10%).
- *Countries with the greatest improvements:* Indonesia (+5 to 31%), Poland (+4 to 16%), France (+4 to 9%), Russia (+4 to 18%), China (+3 to 39%) and Germany (+3 to 20%).
- *Countries with the greatest declines:* Turkey (-9 to 25%), Brazil (-8 to 67%), Sweden (-5 to 10%), Mexico (-4 to 39%), Italy (-2 to 12%), Spain (-2 to 14%), Japan (-2 to 7%) and Australia (-2 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%	Belgium	▲	7	Brazil	▼	10	Spain	3%
India	70%	Argentina	▲	7	Sweden	▼	7	Italy	3%
Germany	69%	Indonesia	▲	4	Mexico	▼	5	Hungary	3%
Sweden	64%	Russia	▲	3	United States	▼	4	Japan	9%
China	63%	China	▲	1	Australia	▼	3	France	9%
Canada	62%	Japan	▲	1	Turkey	▼	2	Great Britain	10%
Australia	61%	Germany	▲	1	India	▼	2	South Korea	20%
Brazil	49%				Italy	▼	2	United States	23%
Turkey	49%				South Korea	▼	2		
					Great Britain	▼	2		
					South Africa	▼	2		
					Hungary	▼	1		

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

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



## 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	57%	▼ 1%
BRIC	55%	▼ 2%
APAC	43%	▲ 1%
North America (Can/US)	42%	▼ 3%
LATAM	41%	▼ 2%
G8	28%	N/C
Europe	24%	N/C

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* – June 2012 – G@33  
The Economic Pulse

## 2. Local Economic Assessment: Countries at a Glance Compared to the Last Wave...

### Those Countries Where the Local Area Economic Assessment...

is HIGHEST this month		has experienced an IMPROVEMENT since last sounding			has experienced a DECLINE since last sounding			is LOWEST this month	
Saudi Arabia	64%	Belgium	▲	5	China	▼	7	Spain	4%
Sweden	51%	Argentina	▲	4	Mexico	▼	5	Japan	7%
India	50%	Russia	▲	4	India	▼	4	Italy	8%
Germany	47%	South Africa	▲	4	Australia	▼	3	Hungary	8%
China	46%	Poland	▲	3	Sweden	▼	2	Great Britain	13%
Canada	45%	United States	▲	3	South Korea	▼	1	France	15%
Brazil	41%	France	▲	2	Saudi Arabia	▼	1	South Korea	16%
Turkey	40%	Canada	▲	1	Indonesia	▼	1	Belgium	19%
		Hungary	▲	1	Spain	▼	1		
					Italy	▼	1		
					Turkey	▼	1		

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



## 2. Local Economic Assessment: Regions at a Glance Compared to the Last Wave...

REGION (in descending order by NET)	NET 'Strong' Top 3 Box (5-6-7)	CHANGE (since last sounding)
Middle East/Africa	45%	▲1%
BRIC	40%	▼2%
North America	34%	▲2%
LATAM	30%	N/C
APAC	30%	▼1%
G-8 Countries	22%	▲1%
Europe	21%	▲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	67%	Indonesia	▲	5	Turkey	▼	9	Japan	7%
Saudi Arabia	57%	Poland	▲	4	Brazil	▼	8	Hungary	7%
India	54%	France	▲	4	Sweden	▼	5	Belgium	8%
Argentina	44%	Russia	▲	4	Mexico	▼	4	Great Britain	9%
China	39%	China	▲	3	Italy	▼	2	France	9%
Mexico	39%	Germany	▲	3	Spain	▼	2	Sweden	10%
Indonesia	31%	Belgium	▲	2	Japan	▼	2	Italy	12%
Turkey	25%	Canada	▲	1	Australia	▼	2	Spain	14%
United States	25%	South Korea	▲	1	India	▼	1	Australia	14%
					Great Britain	▼	1		

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



### 3. Six Month Outlook on Local Economy: Regions at a Glance Compared to Last Wave...

---

REGION (in descending order by NET)	NET 'Stronger'	CHANGE (since last sounding)
LATAM	50%	▼4%
BRIC	44%	▼1%
Middle East/Africa	32%	▼3%
APAC	25%	▲1%
North America	23%	N/C
G-8 Countries	15%	▲1%
Europe	12%	▲1%

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

*A Global @dvisory* – June 2012 – G@33  
The Economic Pulse

# DETAILED FINDINGS

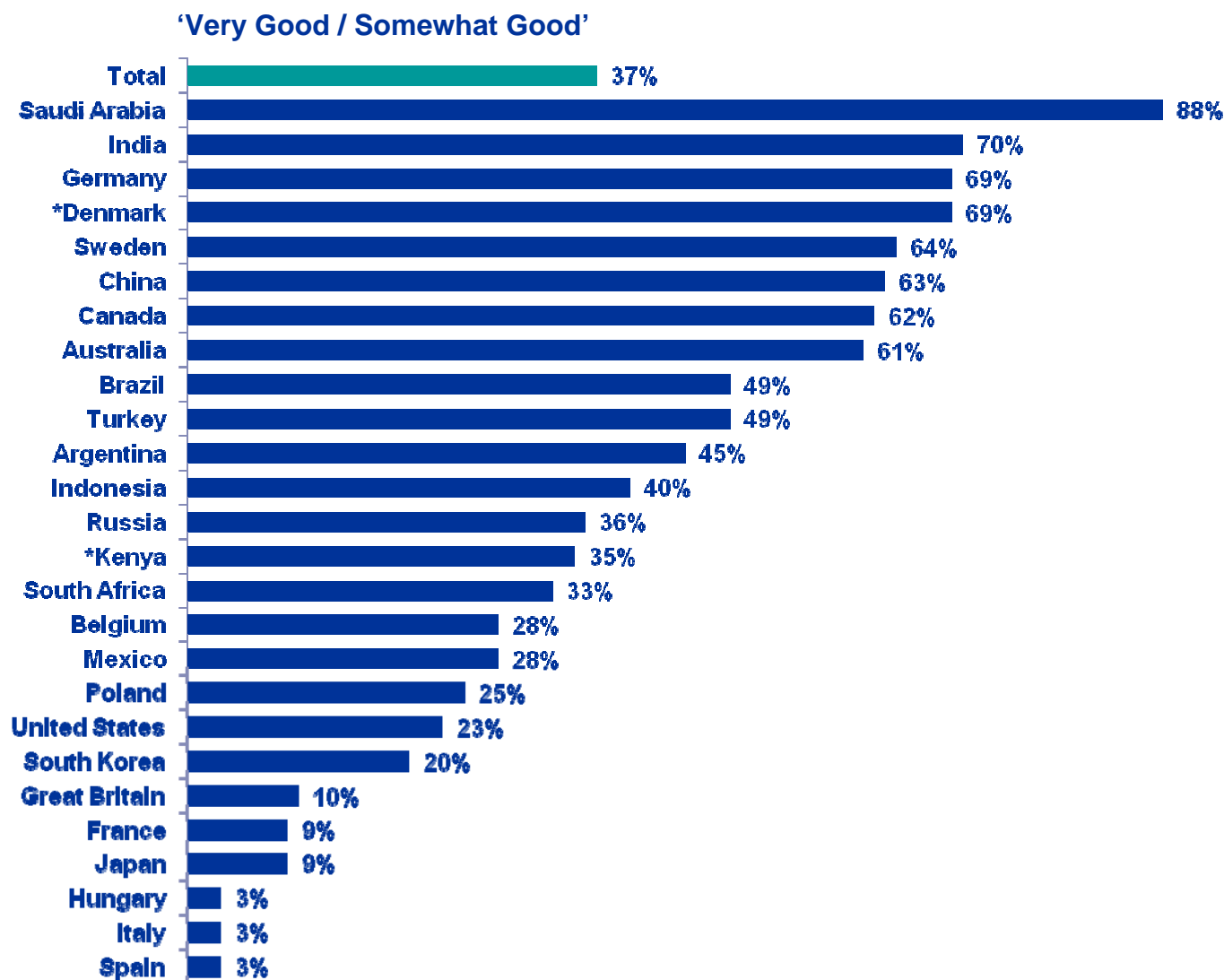
# ① Assessing The Current Economic Situation ...

## ...in Their Country





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

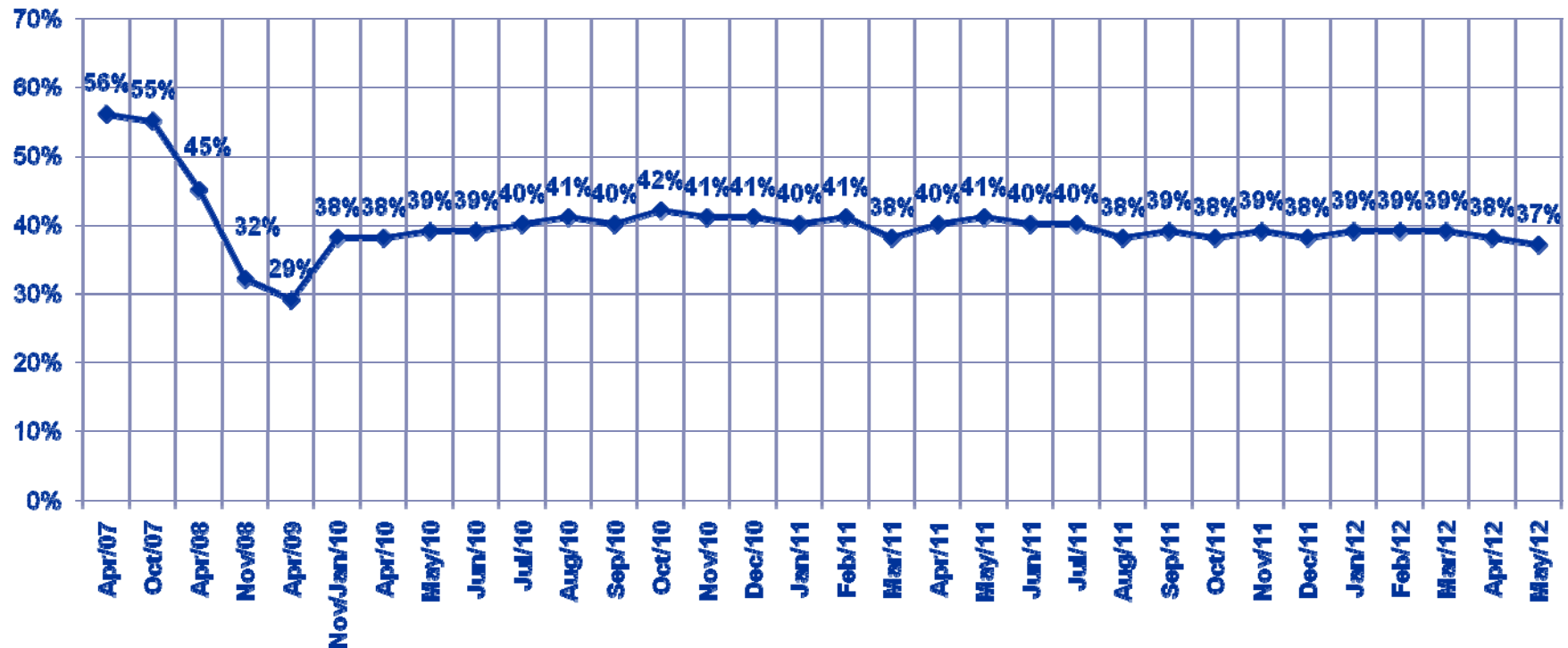


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]? Is it very good, somewhat good, somewhat bad or very bad?

*\*Kenya and \*Denmark were not in G@ aggregate.*

**A Global @dvisory – June 2012 – G@33**  
**The Economic Pulse**

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

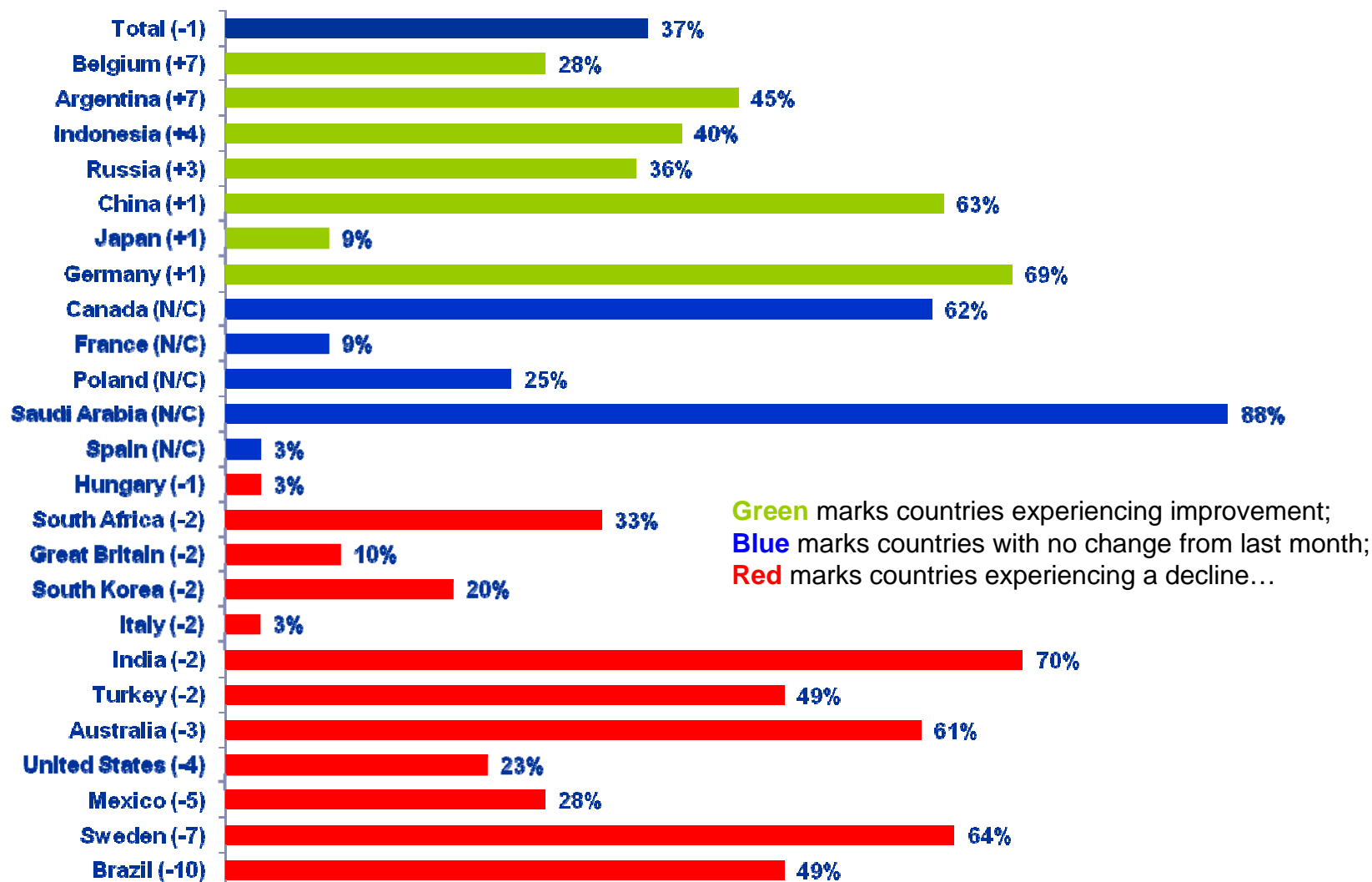
	Apr '10	May '10	Jun '10	July '10	Aug '10	Sep '10	Oct '10	Nov '10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11	Aug '11	Sep '11	Oct '11	Nov '11	Dec '11	Jan '12	Feb '12	Mar '12	Apr '12	May '12
<b>Argentina</b>	25%	27%	39%	34%	36%	38%	35%	42%	39%	45%	41%	43%	46%	46%	47%	50%	50%	59%	54%	55%	52%	55%	47%	51%	38%	45%
<b>Australia</b>	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%	61%
<b>Belgium</b>	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%	28%
<b>Brazil</b>	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%	49%
<b>Canada</b>	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%	62%
<b>China</b>	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%	63%
<b>France</b>	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%	9%
<b>Germany</b>	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%	69%
<b>Great Britain</b>	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%	10%
<b>Hungary</b>	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%	3%
<b>India</b>	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%	70%
<b>Indonesia</b>	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%	40%
<b>Italy</b>	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%	3%
<b>Japan</b>	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%	9%
<b>Mexico</b>	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%	28%
<b>Poland</b>	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%	25%
<b>Russia</b>	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%	36%
<b>Saudi Arabia</b>	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%	88%
<b>South Africa</b>	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%	33%
<b>South Korea</b>	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%	20%
<b>Spain</b>	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%	3%
<b>Sweden</b>	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%	64%
<b>Turkey</b>	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%	49%
<b>United States</b>	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%	23%



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

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

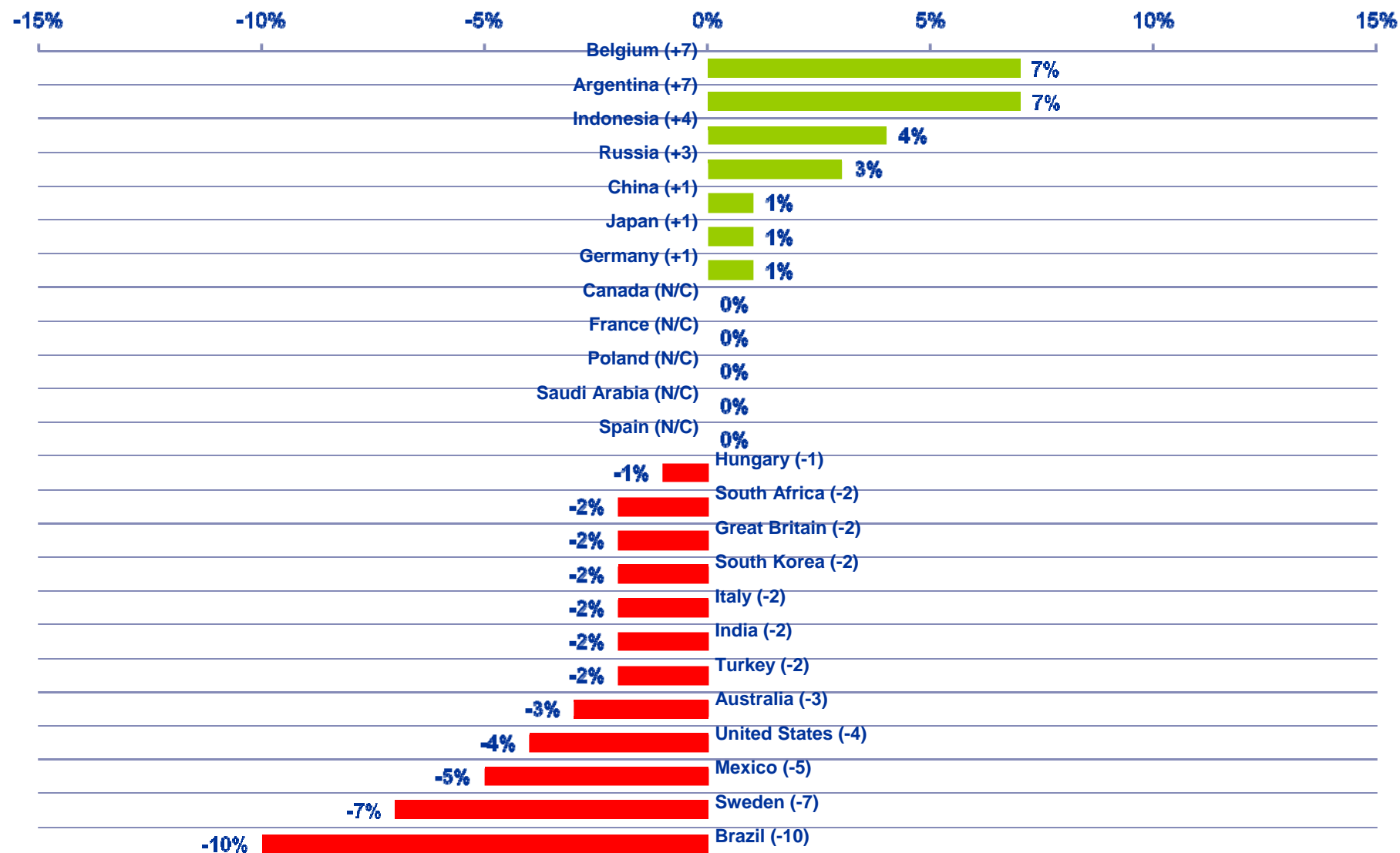
### % Very Good / Somewhat Good





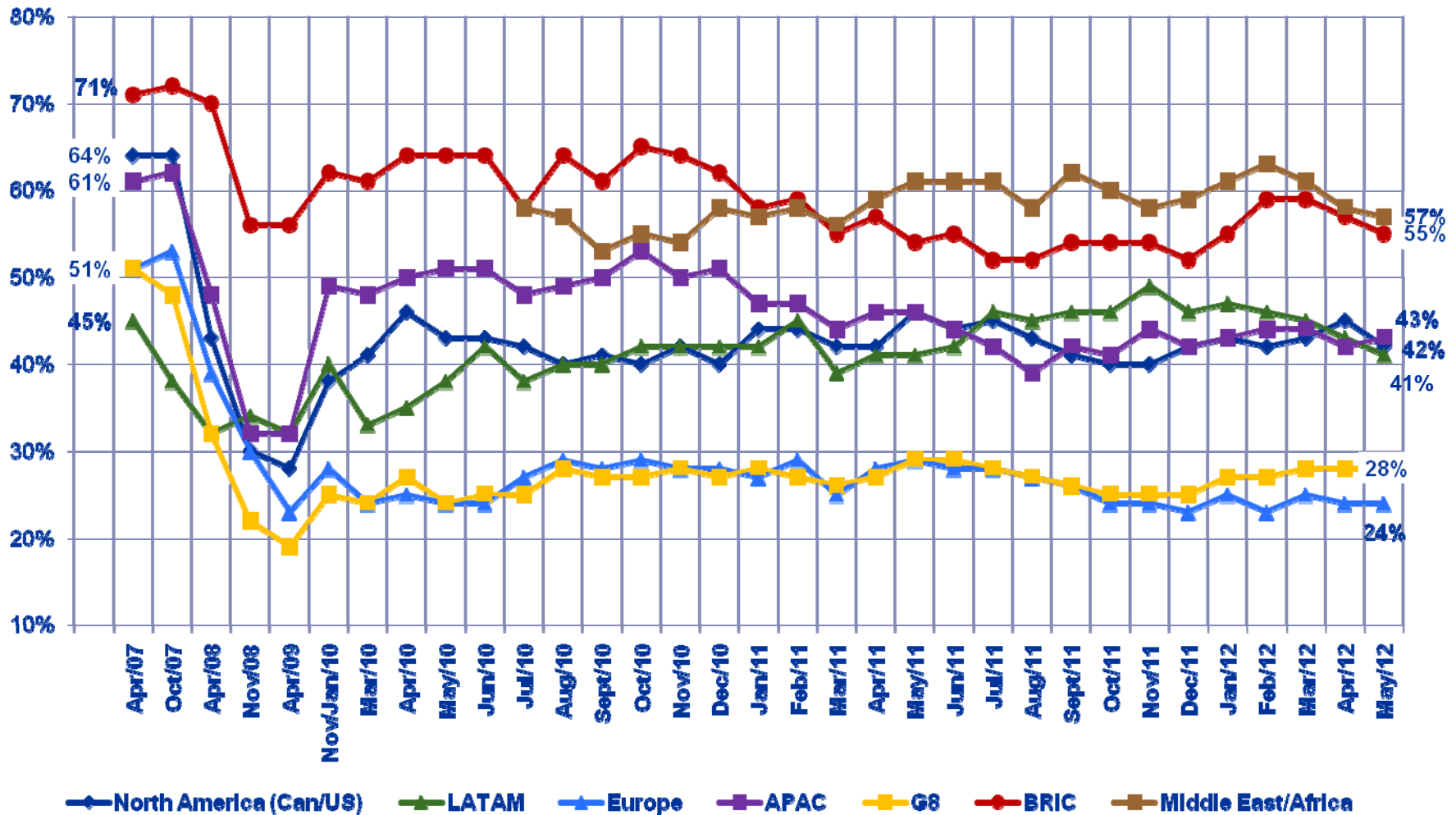
## Countries Ranked by Net Improvement, Decline or No Change Compared to

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



## Assessing the Current Economic Situation by All Regions:

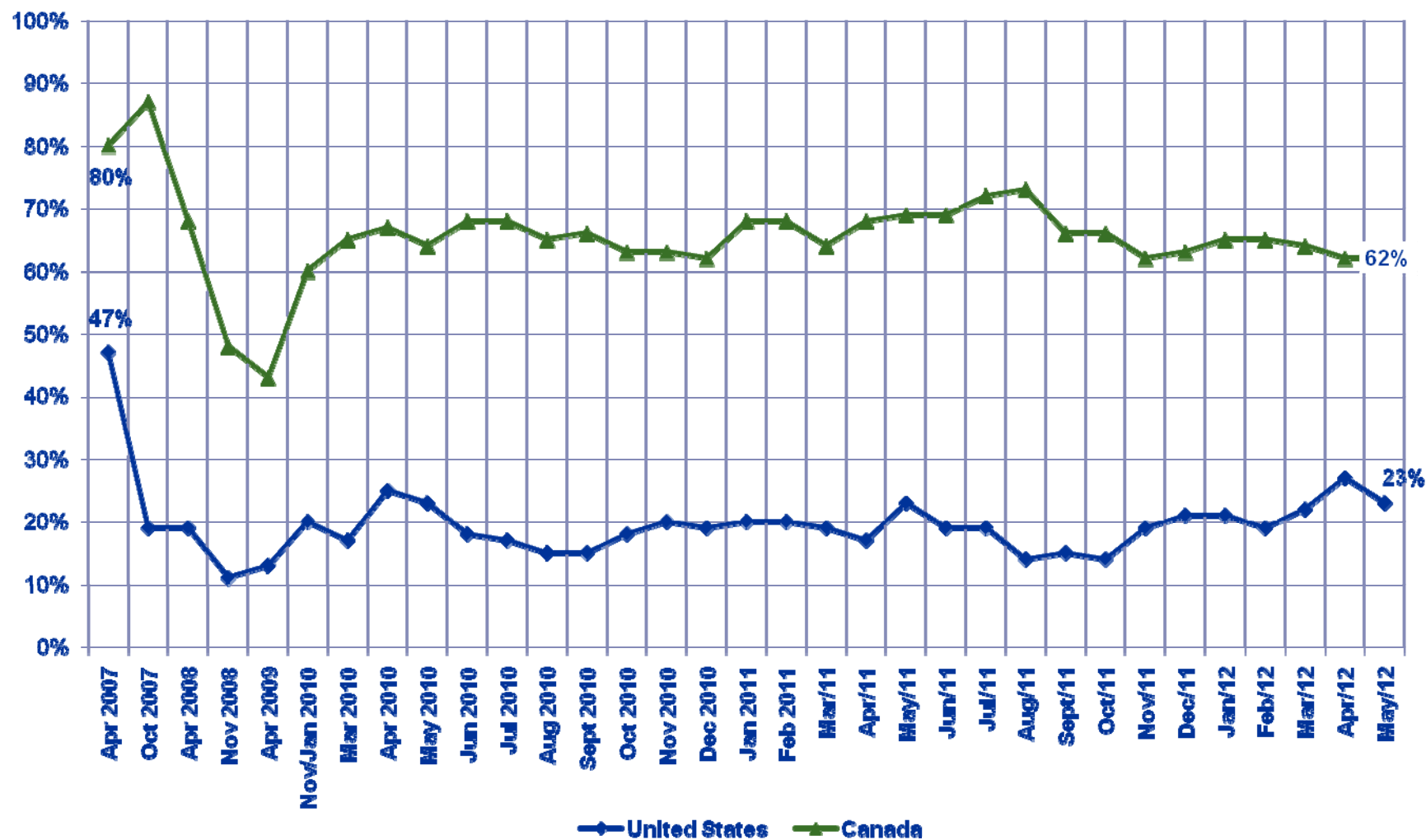
“Very Good / Somewhat Good”



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?

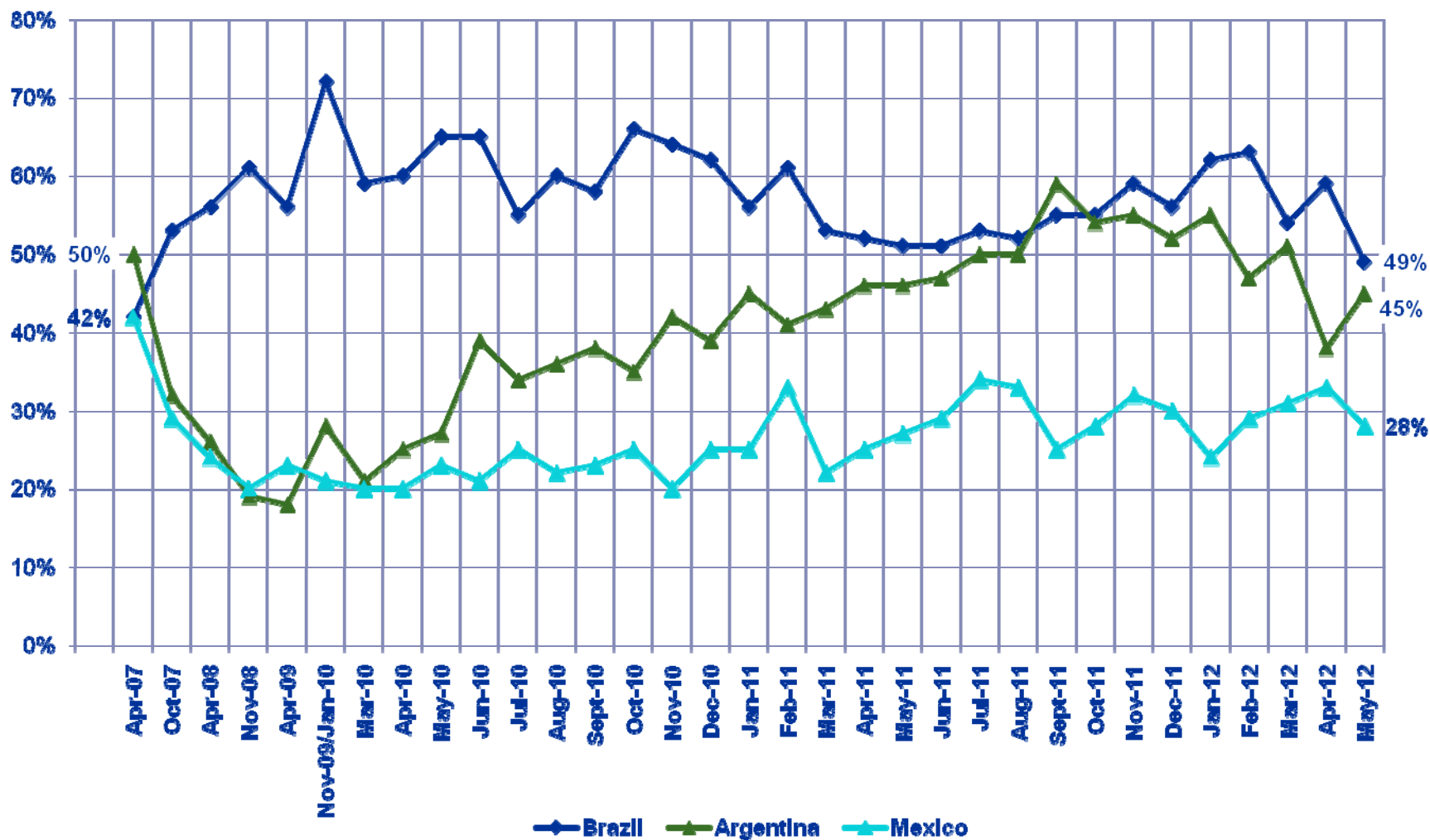
*A Global @dvisory* – June 2012 – G@33  
The Economic Pulse

‘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?

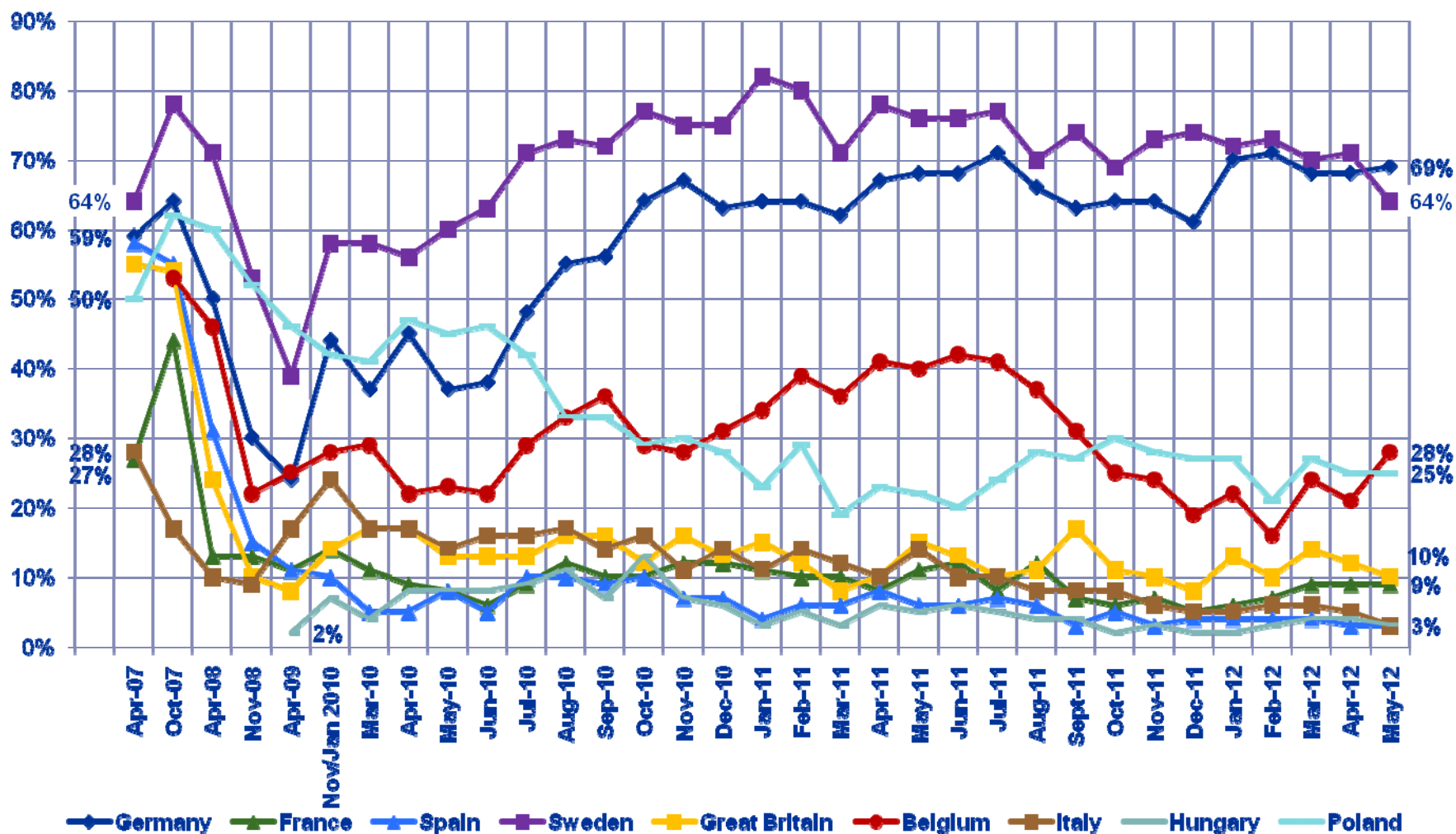
‘Very Good / Somewhat Good’



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?

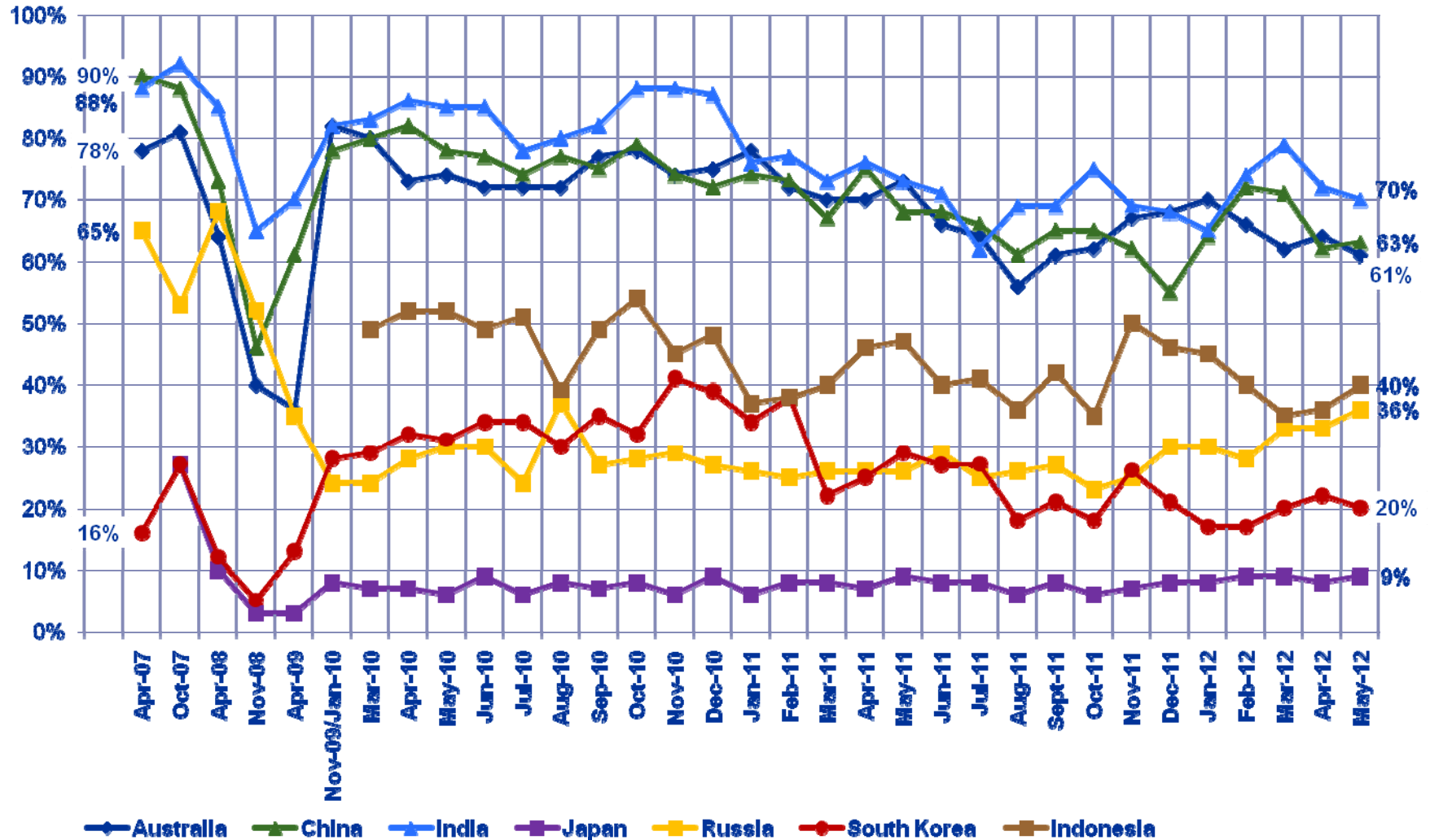
*A Global @dvisory* – June 2012 – G@33  
The Economic Pulse

'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?

'Very Good / Somewhat Good'

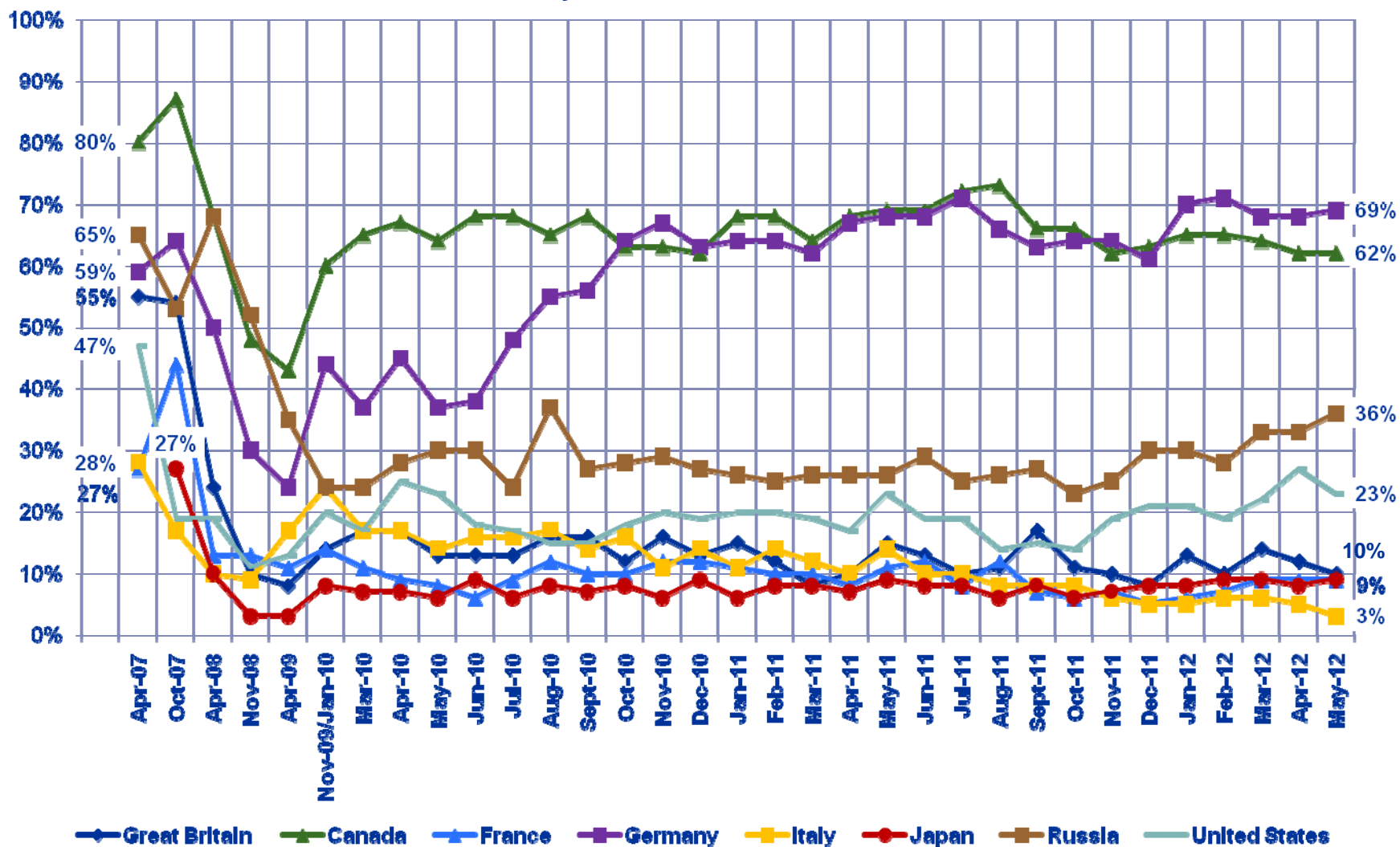


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

*A Global @dvisory* – June 2012 – G@33  
The Economic Pulse

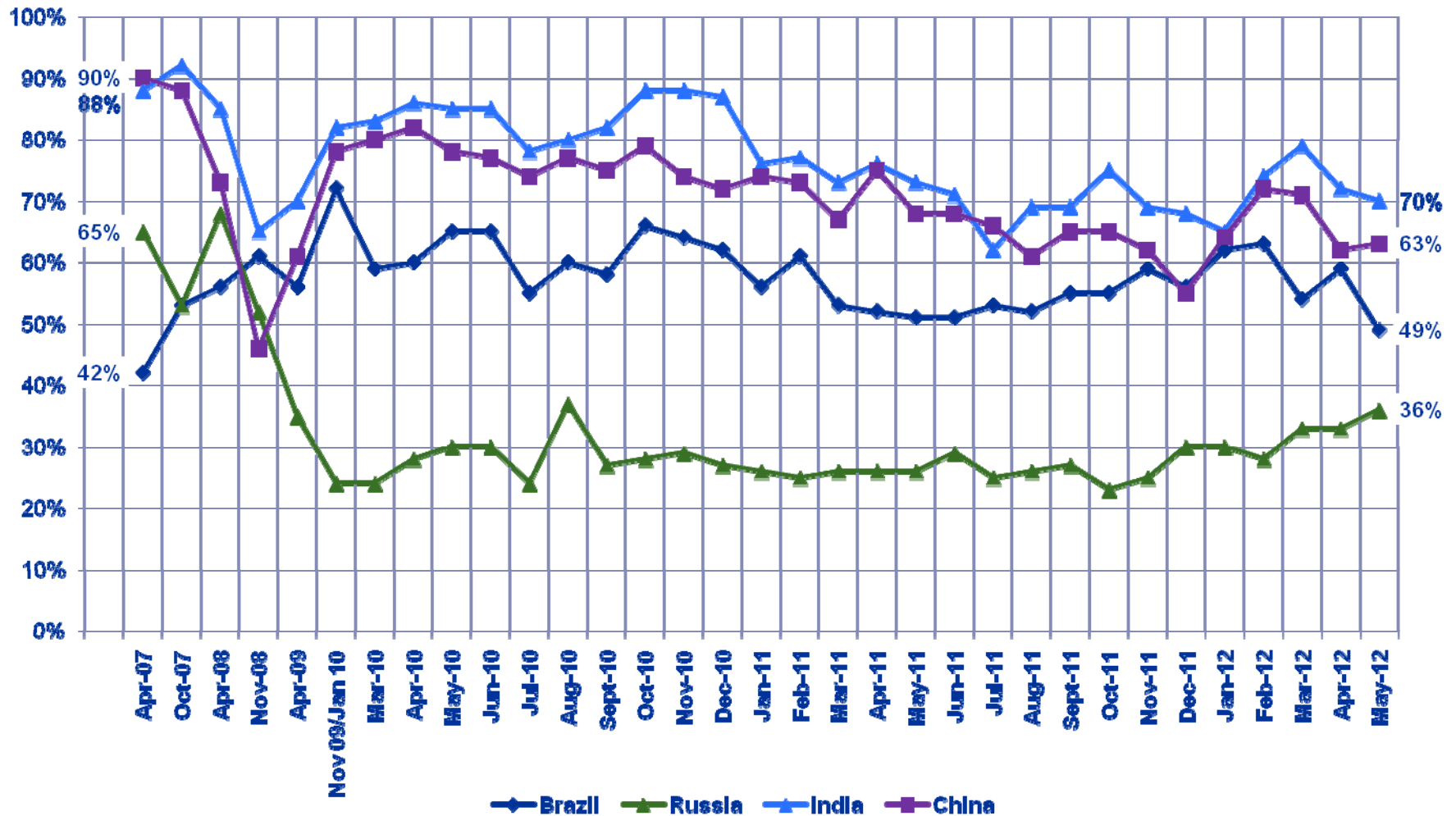
'Very Good / Somewhat Good'



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?

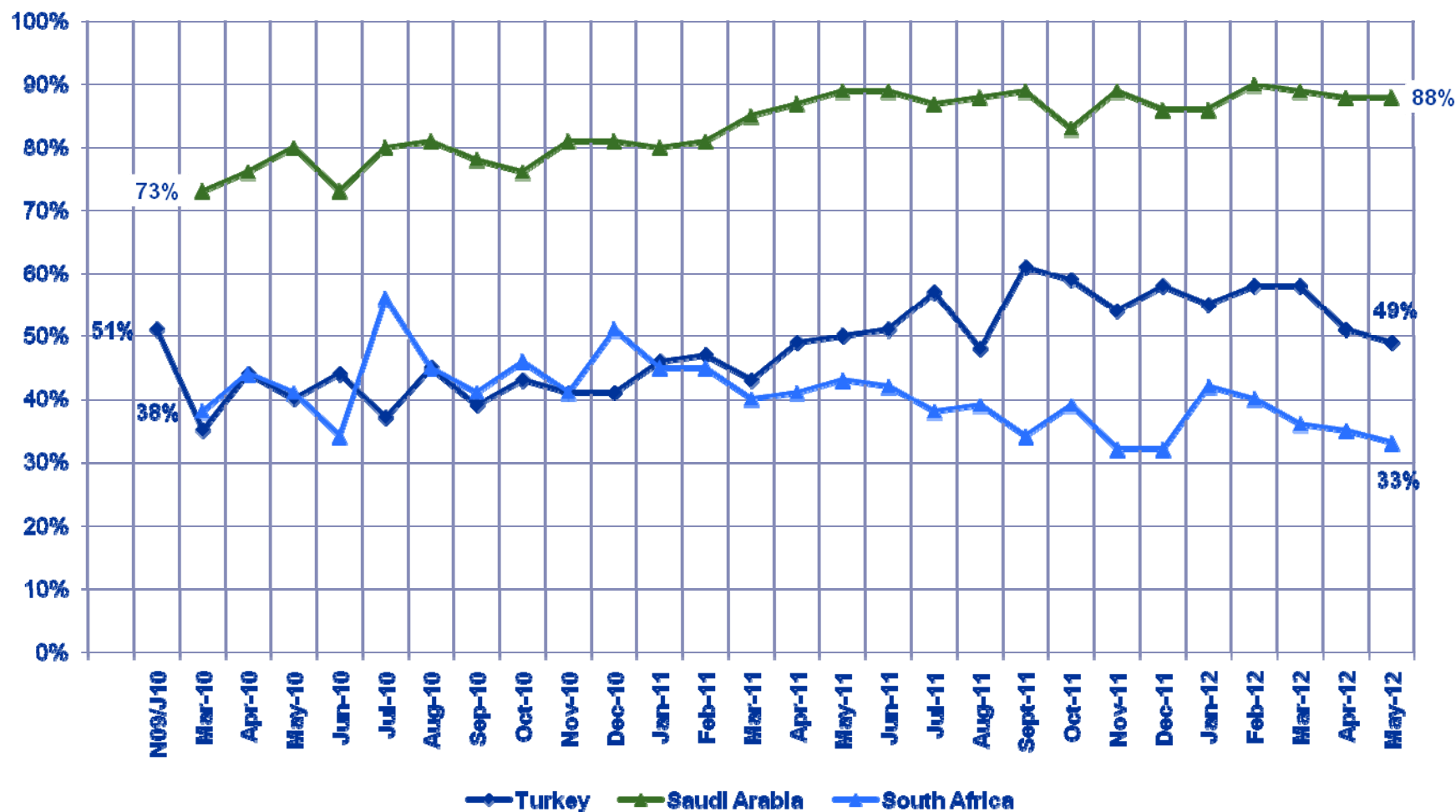
*A Global @dvisory* – June 2012 – G@33  
The Economic Pulse

'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?

### '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?

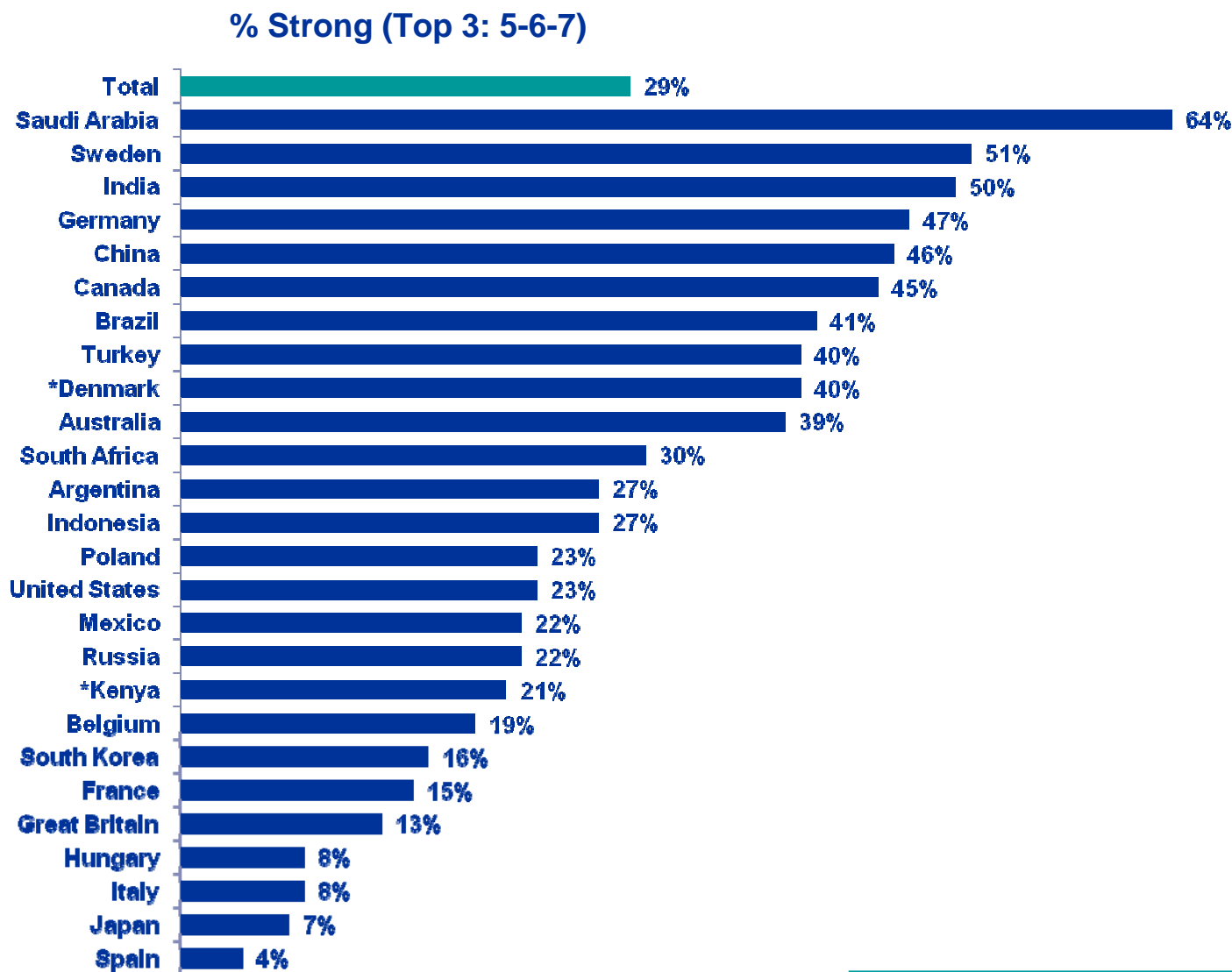
## ② Assessing The Economy...

### ...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

*\*Kenya and \*Denmark were not in G@ aggregate.*

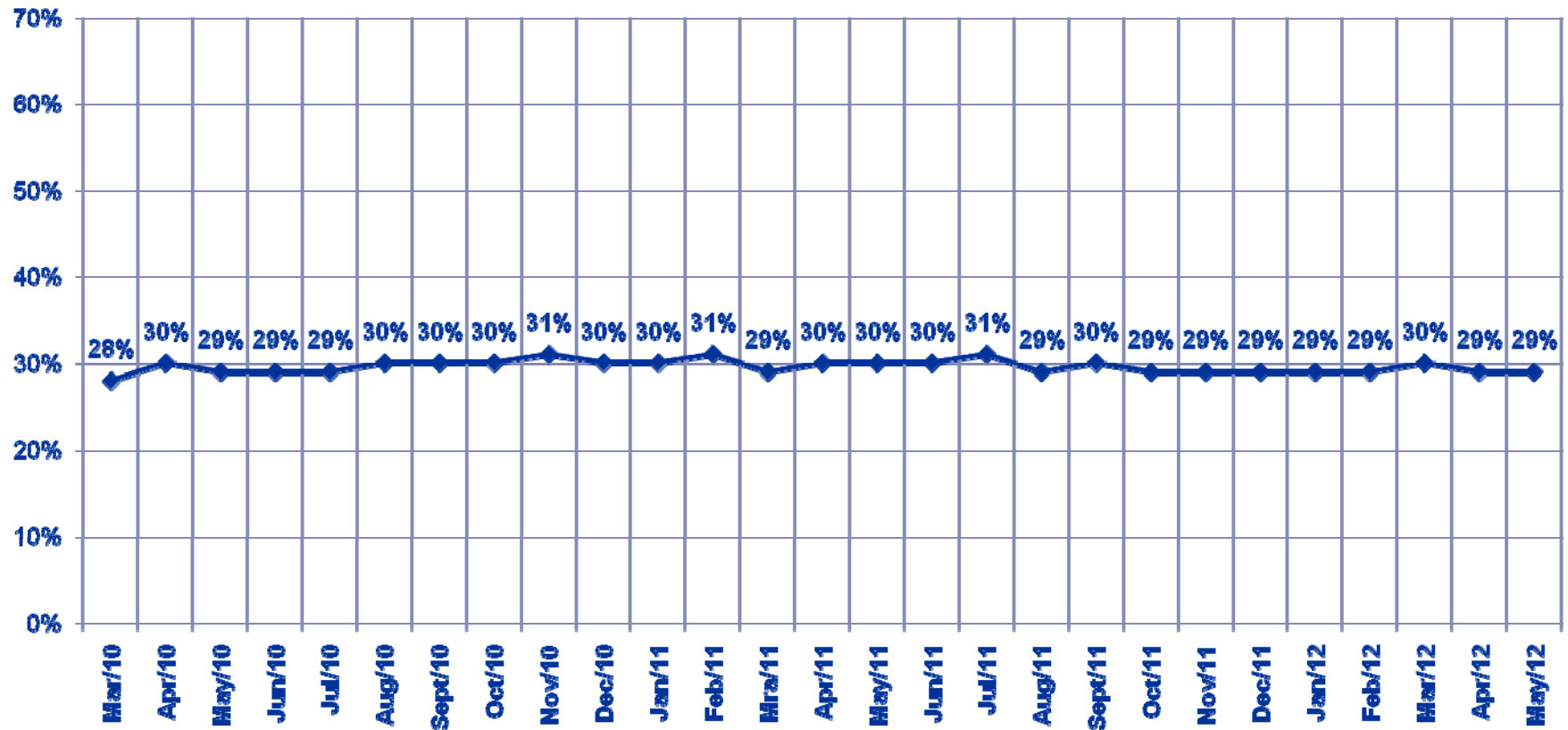
**A Global @dvisory – June 2012 – G@33**  
**The Economic Pulse**



## 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.

*A Global @dvisory* – June 2012 – G@33  
The Economic Pulse



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

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

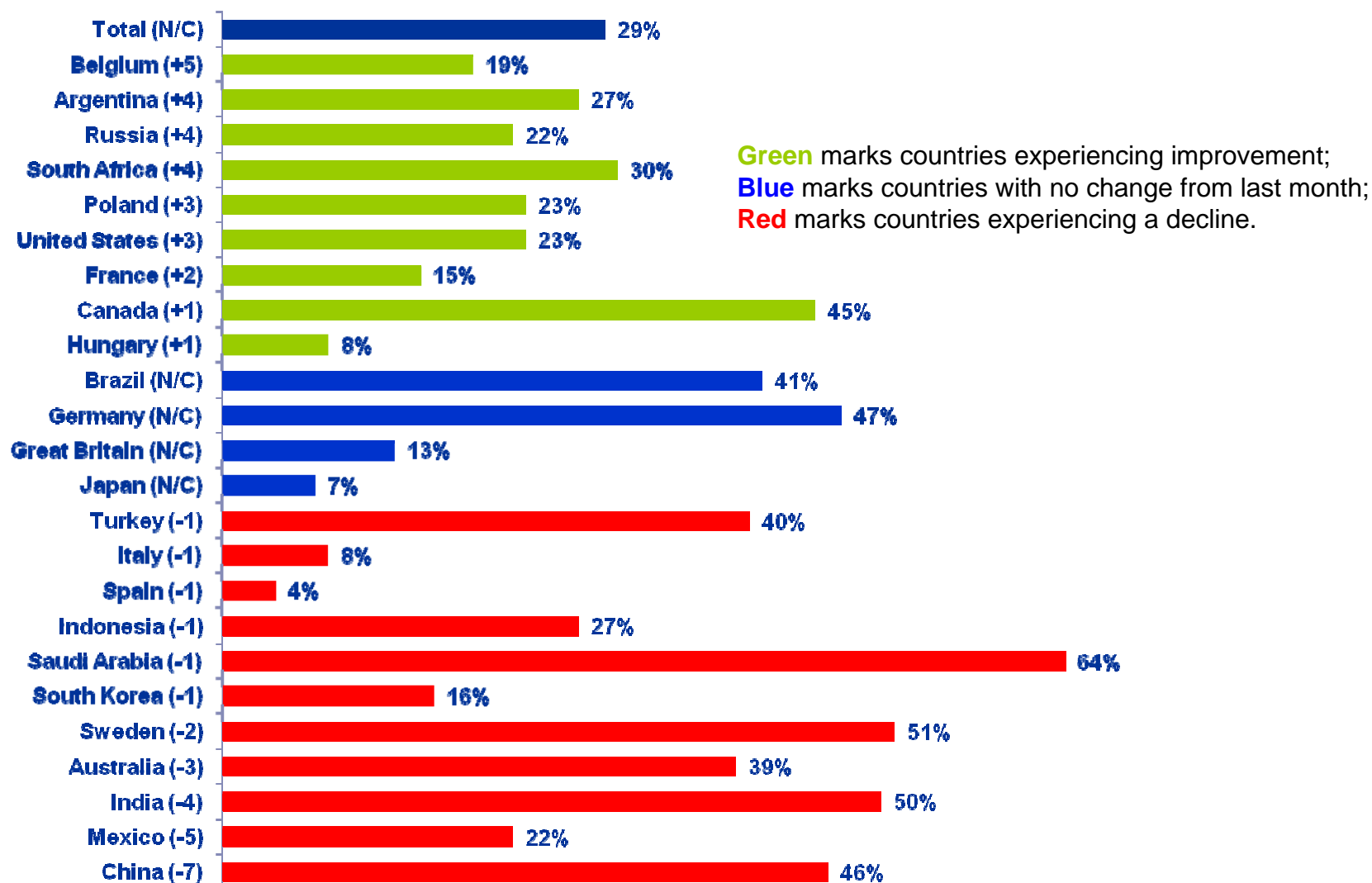
	Apr 2010	May 2010	June 2010	July 2010	Aug 2010	Sept 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011	Jun 2011	Jul 2011	Aug 2011	Sept 2011	Oct 2011	Nov 2011	Dec 2011	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012
<b>Total</b>	30%	29%	29%	29%	30%	30%	30%	31%	30%	30%	31%	29%	30%	30%	30%	31%	29%	30%	29%	29%	29%	29%	29%	30%	29%	29%
<b>Argentina</b>	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%	27%
<b>Australia</b>	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%	39%
<b>Belgium</b>	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%	19%
<b>Brazil</b>	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%	41%
<b>Canada</b>	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%	45%
<b>China</b>	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%	46%
<b>France</b>	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%	15%
<b>Germany</b>	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%	47%
<b>Great Britain</b>	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%	13%
<b>Hungary</b>	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%	8%
<b>India</b>	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%	50%
<b>Indonesia</b>	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%	27%
<b>Italy</b>	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%	8%
<b>Japan</b>	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%	7%
<b>Mexico</b>	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%	22%
<b>Poland</b>	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%	23%
<b>Russia</b>	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%	22%
<b>Saudi Arabia</b>	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%	64%
<b>South Africa</b>	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%	30%
<b>South Korea</b>	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%	16%
<b>Spain</b>	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%	4%
<b>Sweden</b>	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%	51%
<b>Turkey</b>	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%	40%
<b>United States</b>	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%	23%

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

*A Global @dvisory – June 2012 – G@33*  
The Economic Pulse

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

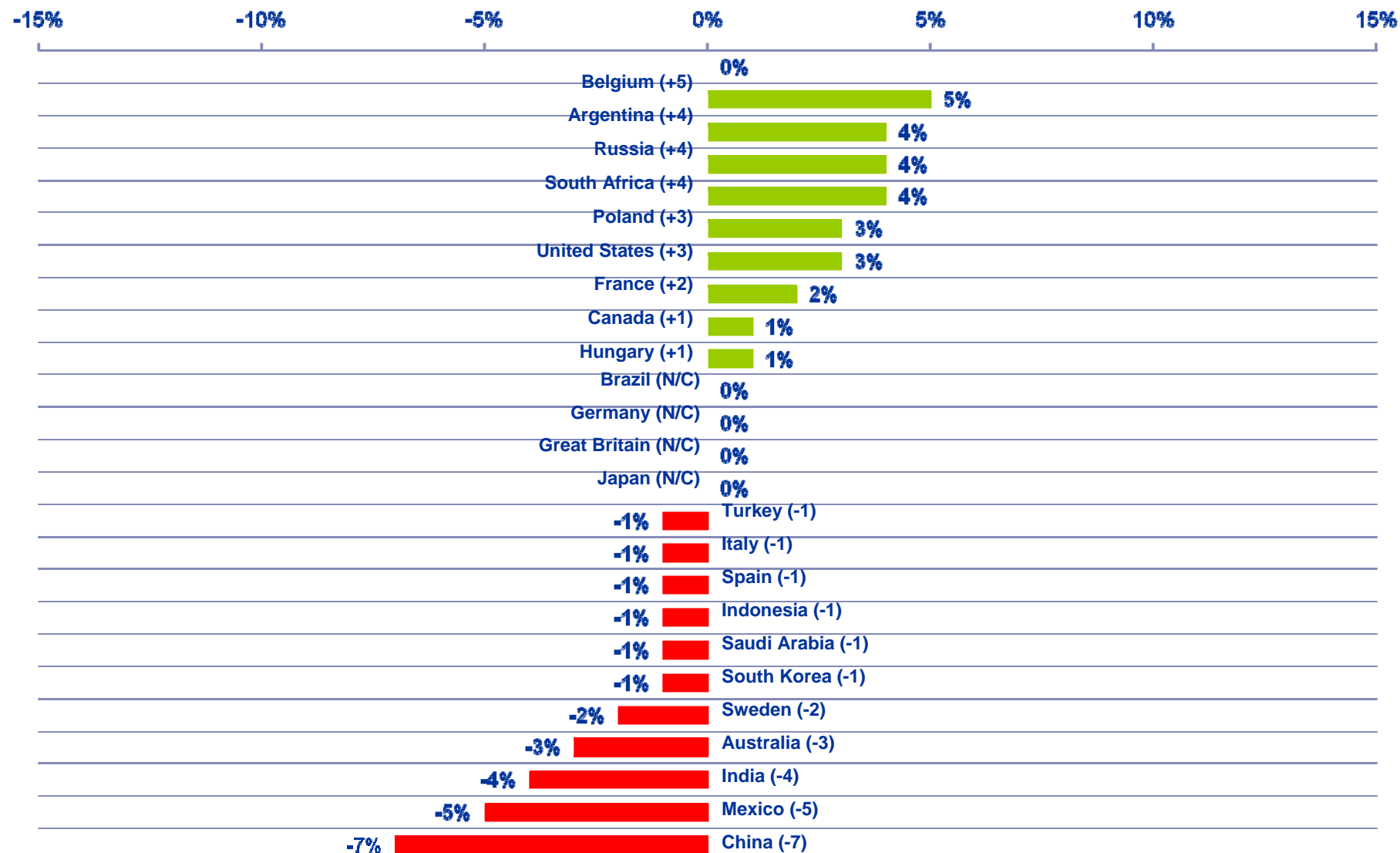
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy...





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

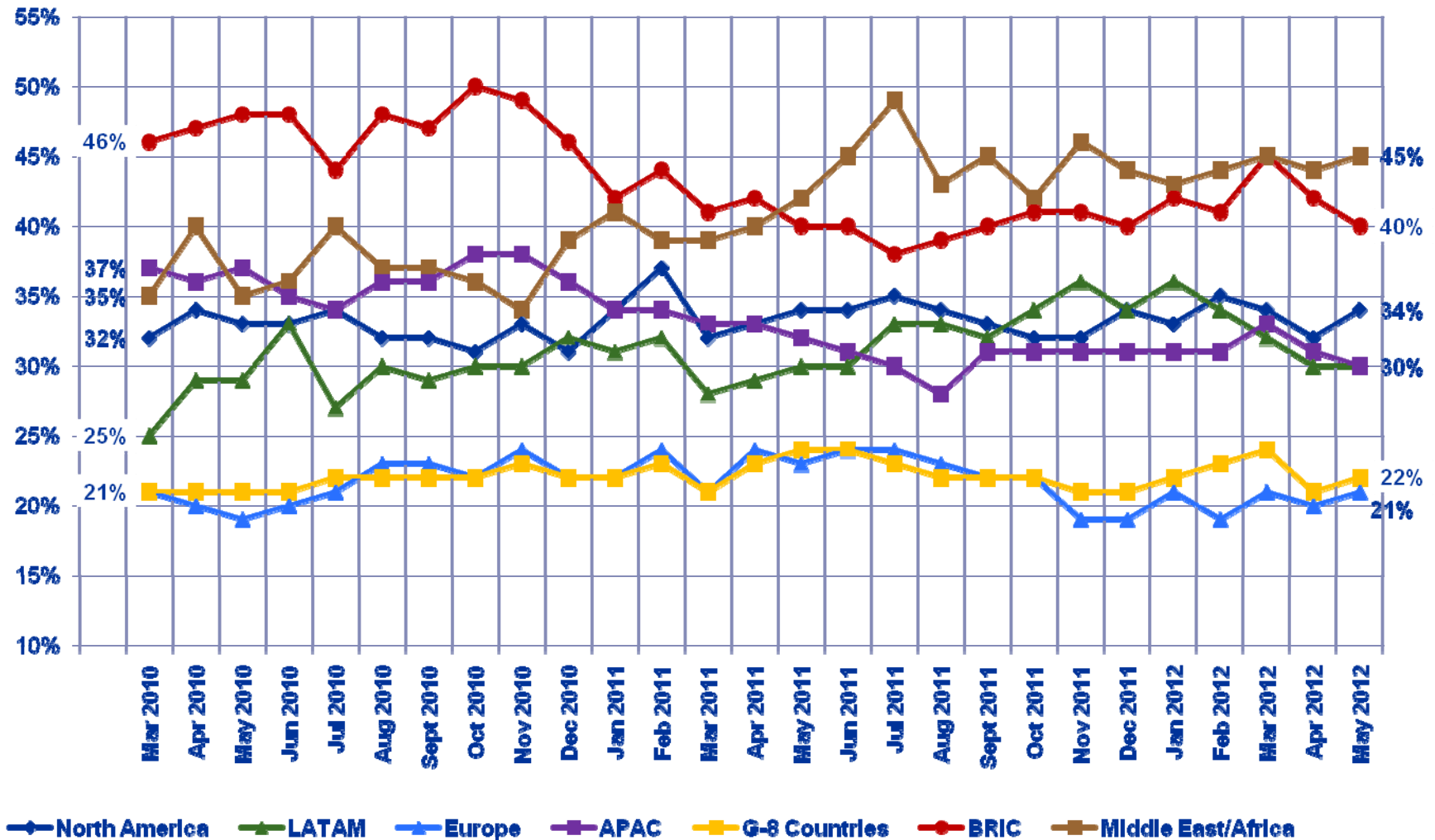
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy...



## All Regions

### Assess the Strength of Their Local Economy

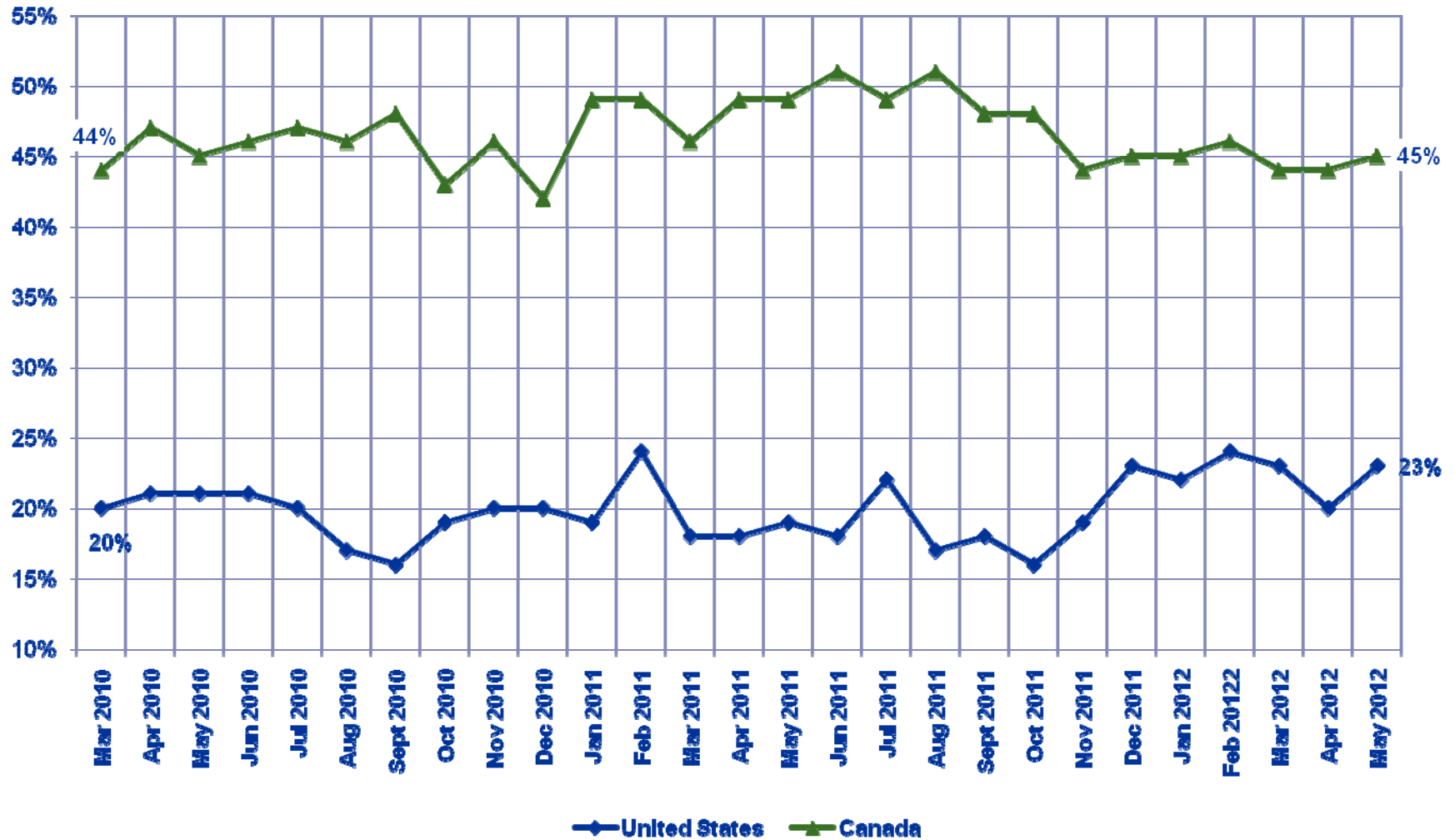
% Strong (Top 3 5-6-7)



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.

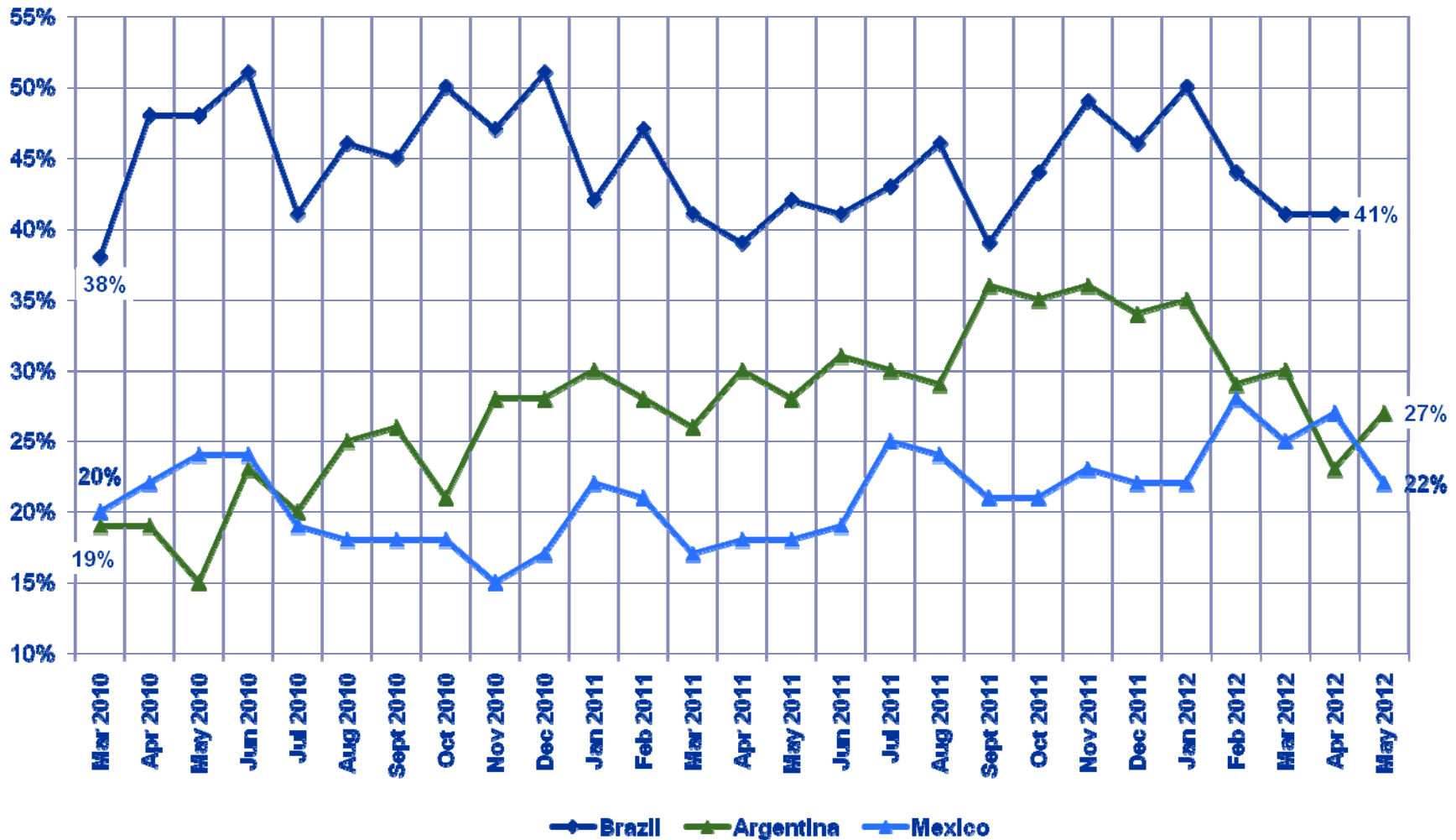
*A Global @dvisory – June 2012 – G@33*  
The Economic Pulse

% Strong (Top 3 5-6-7)



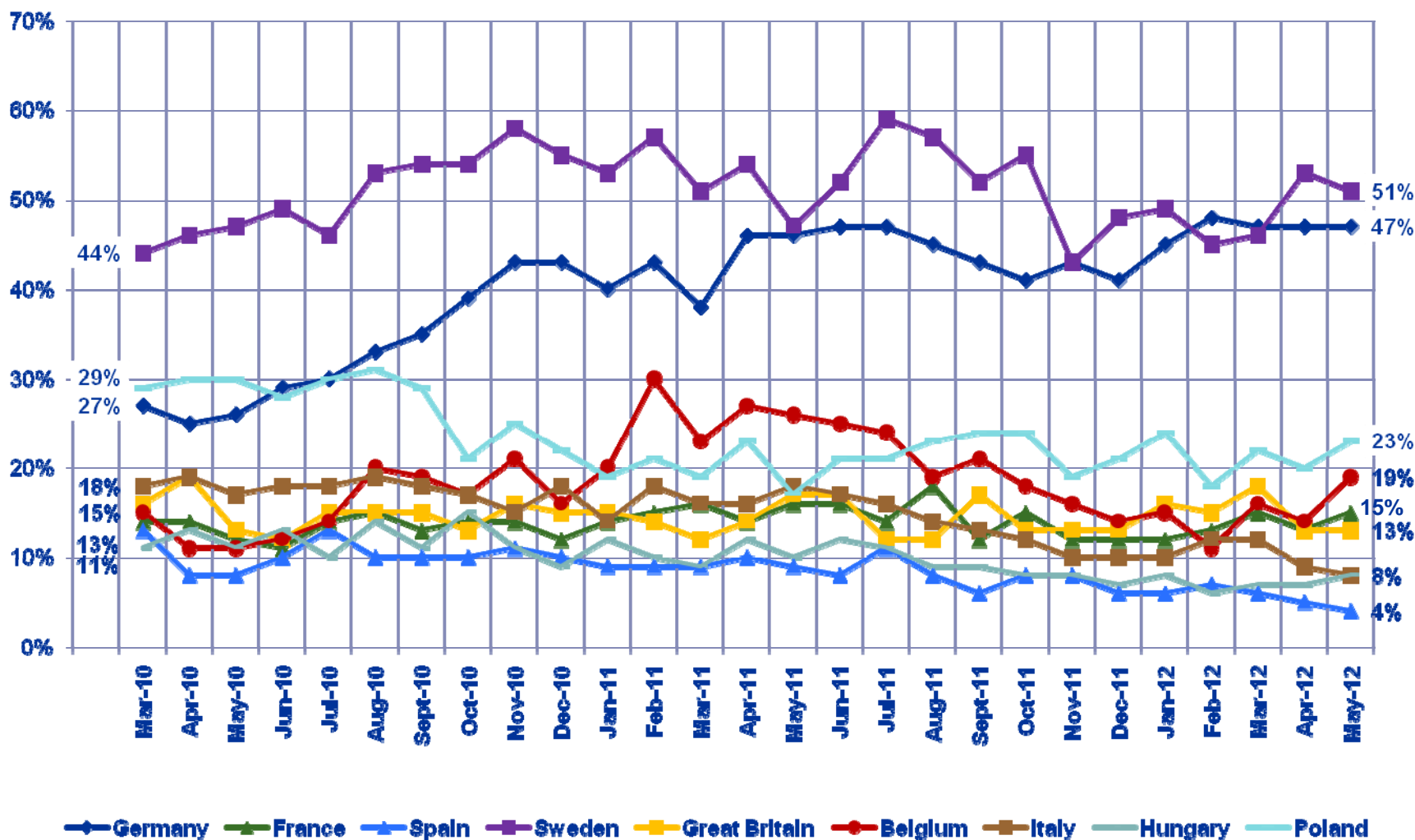
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

% Strong (Top 3 5-6-7)



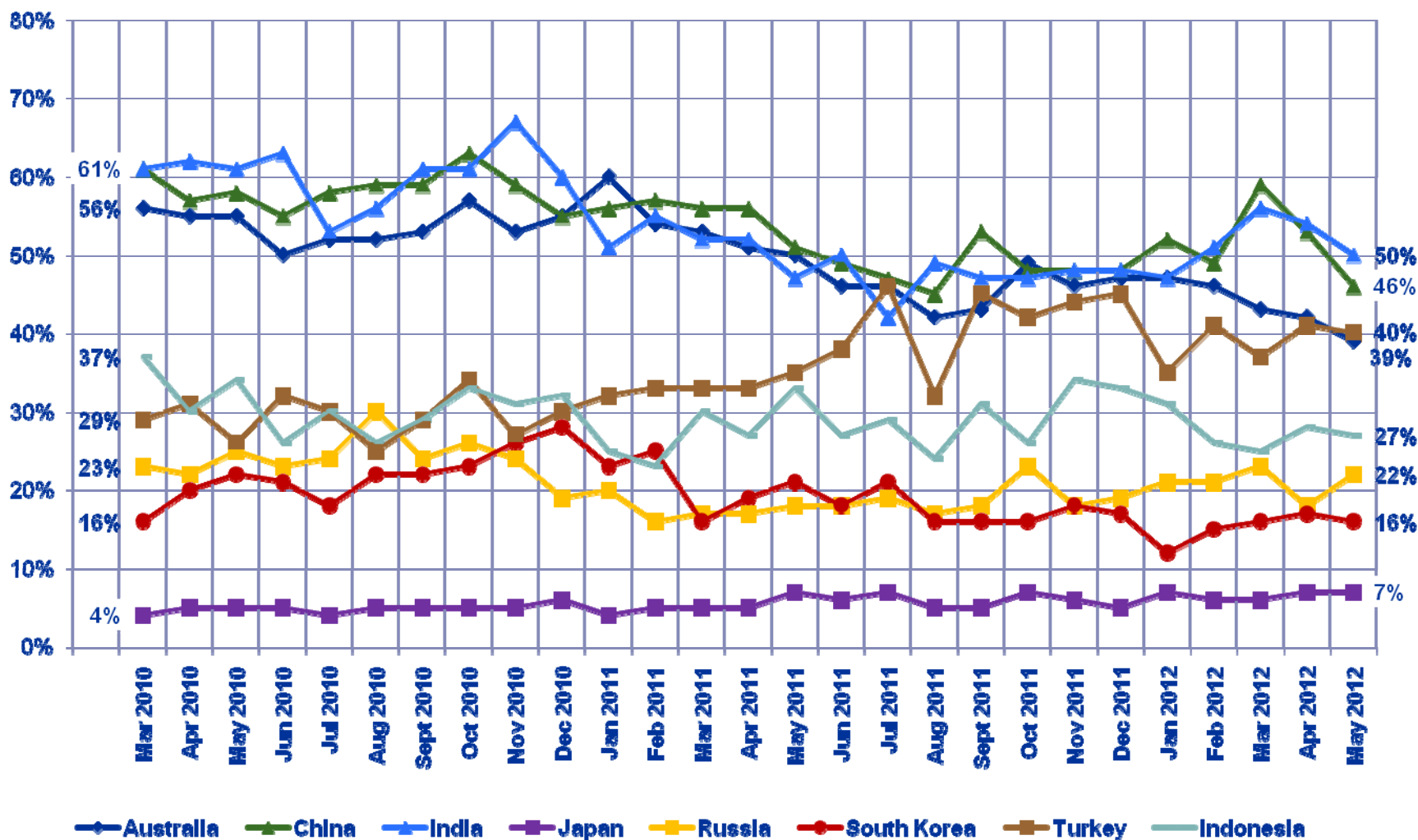
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

% Strong (Top 3 5-6-7)

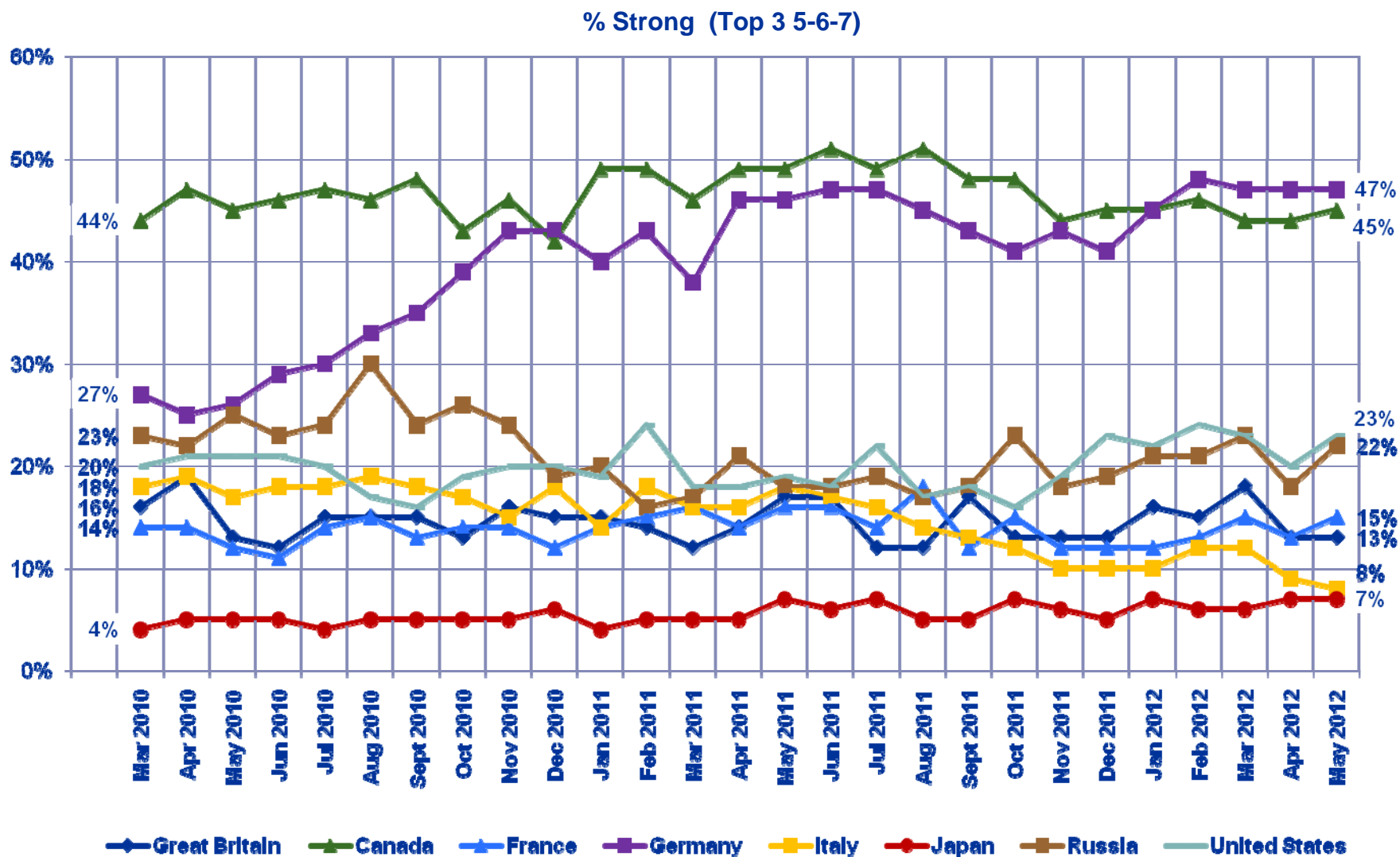


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

% Strong (Top 3 5-6-7)

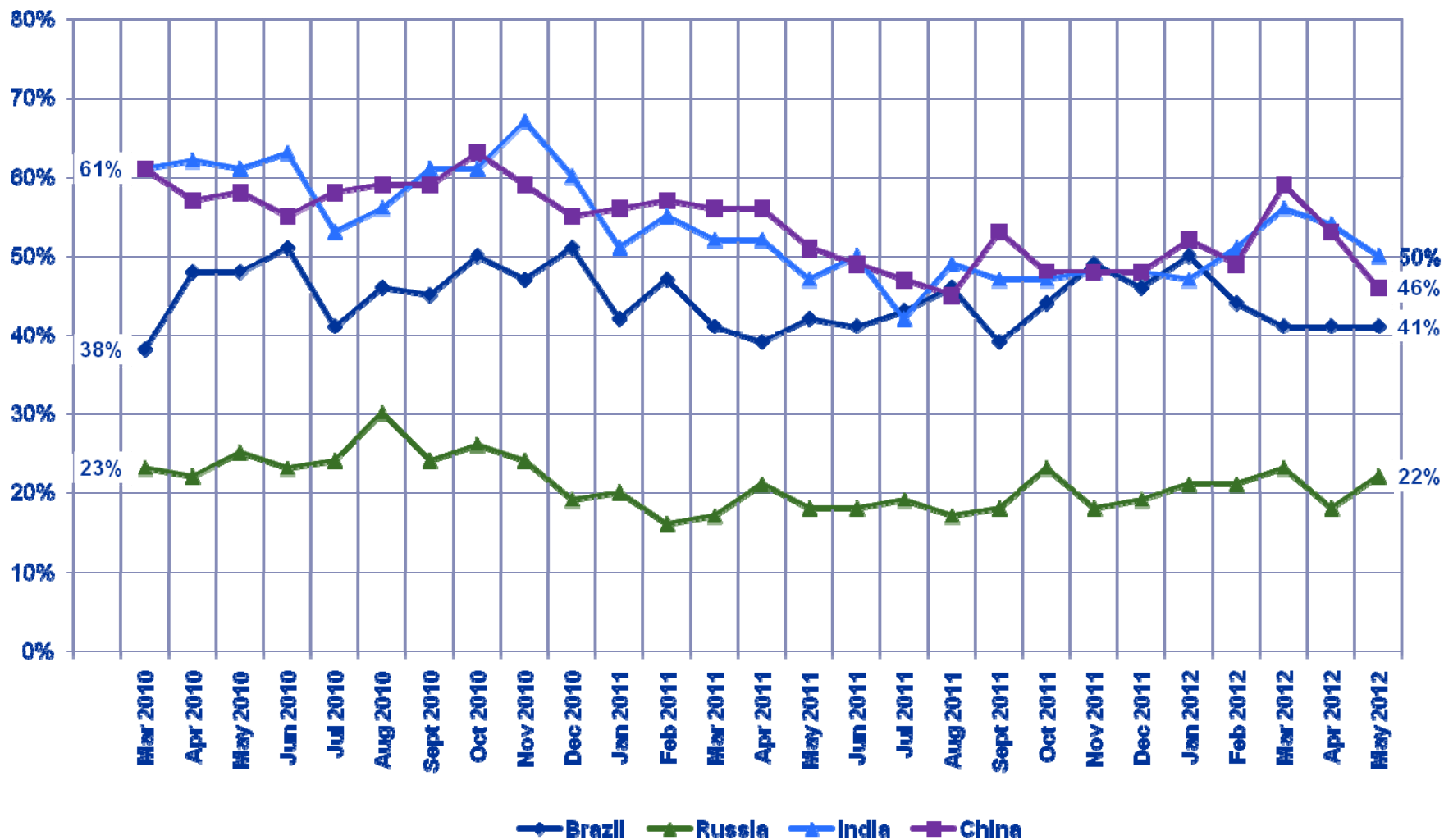


Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



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.

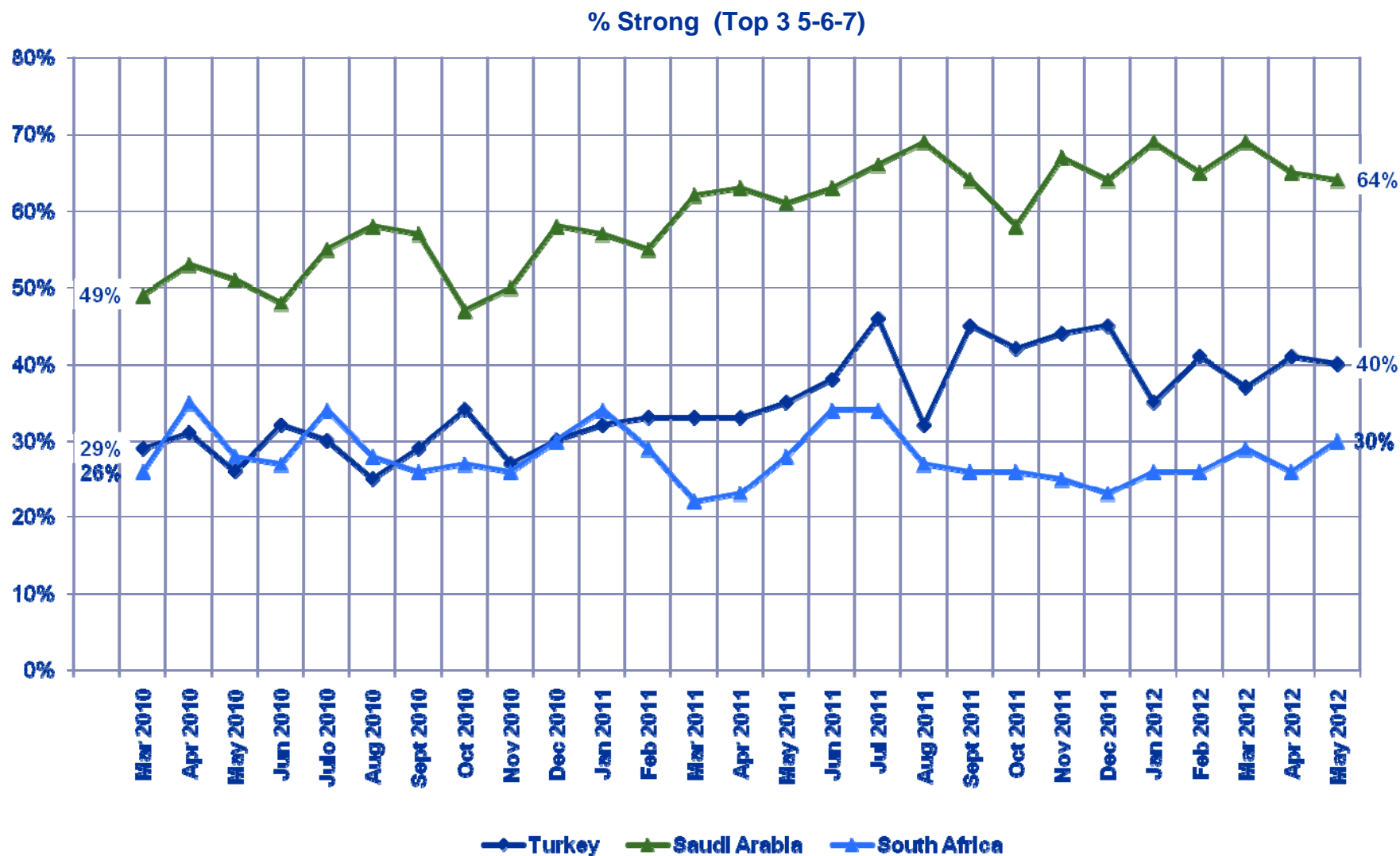
% Strong (Top 3 5-6-7)



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.

# Middle East/ African Countries

## Assess the Strength of Their Local Economy



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

## ③ Assessing the Strength of The Local Economy...

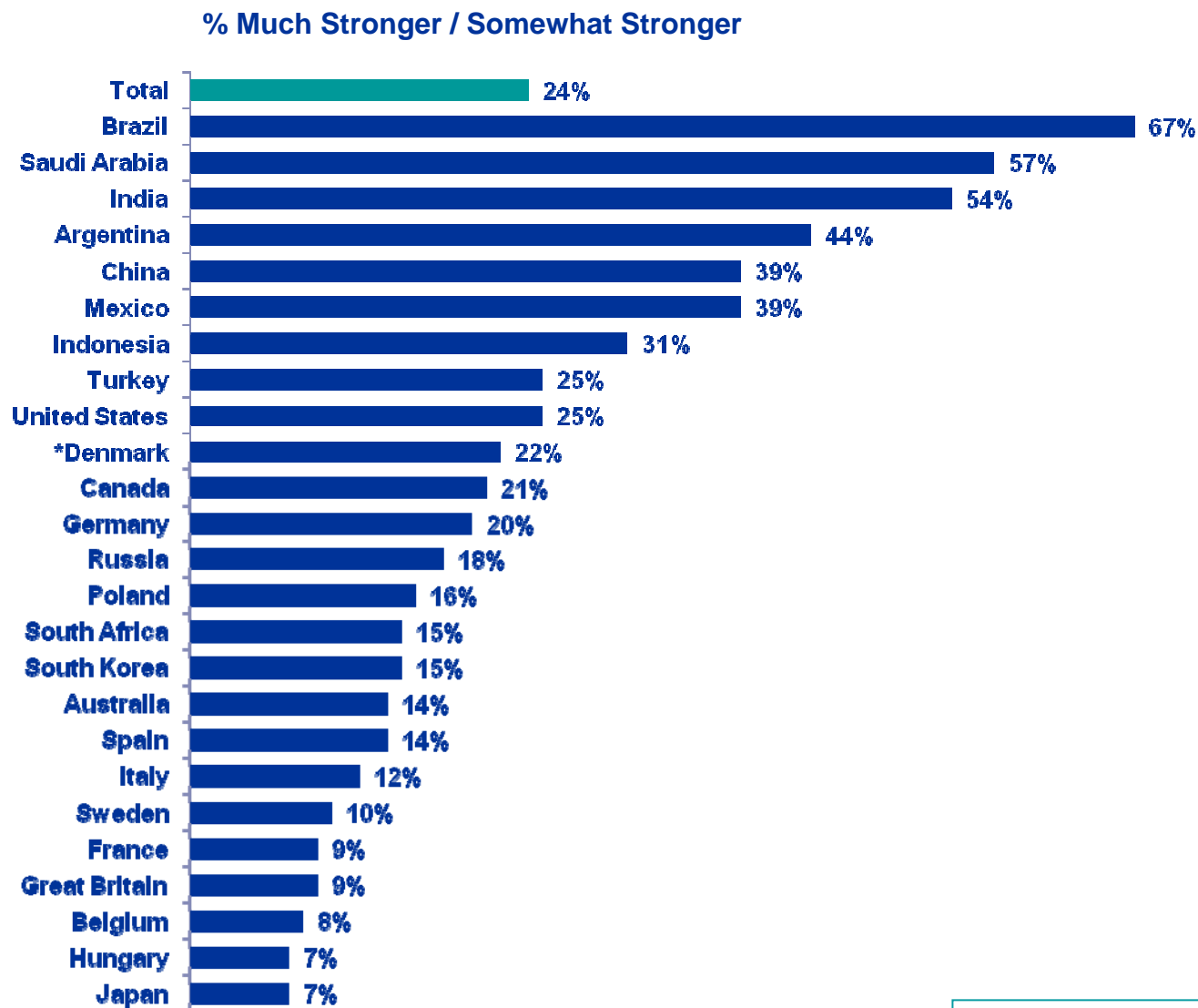
...Six Months From Now



*Detailed Tables B.7*



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



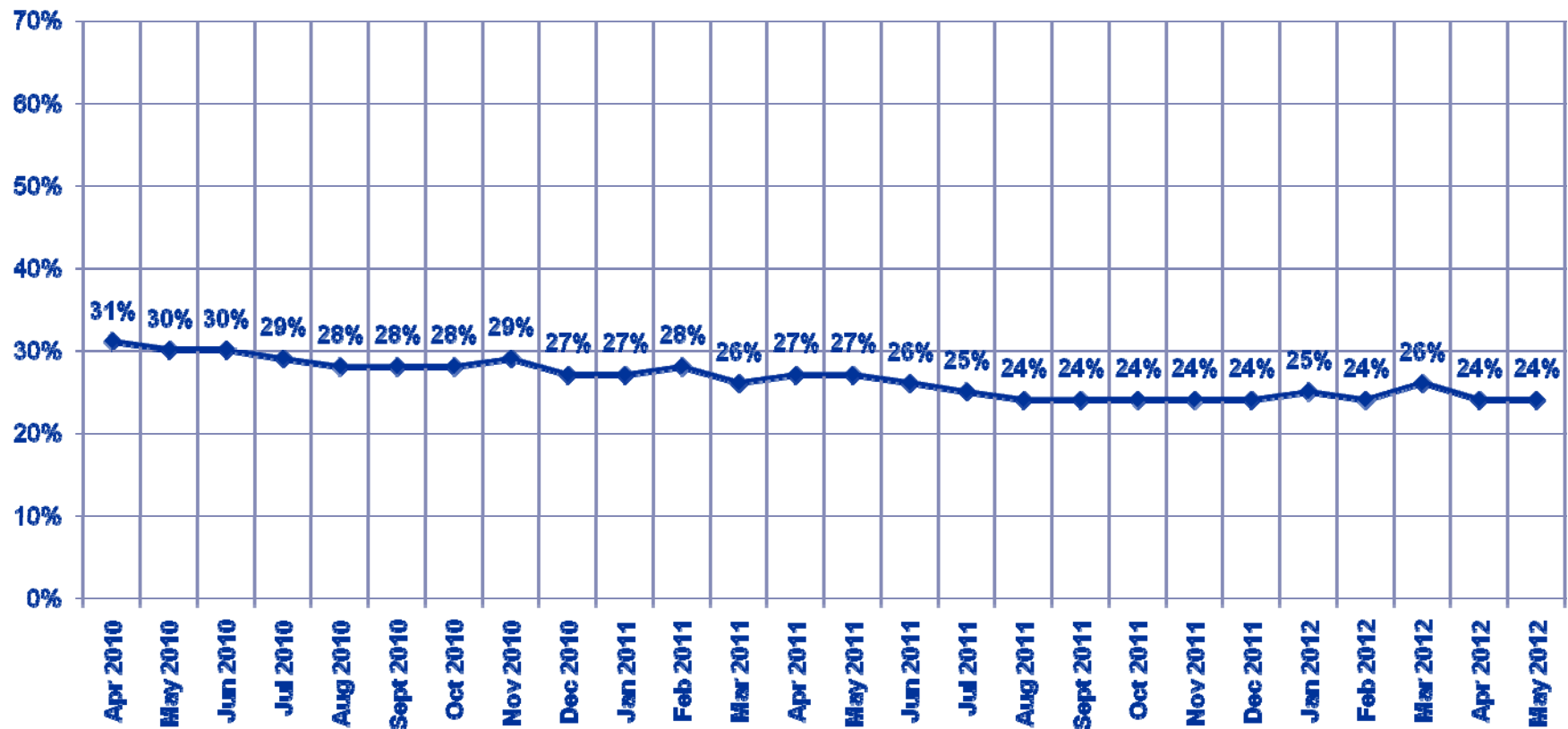
Looking ahead 6 months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

\*Denmark was not in G@  
aggregate.

*A Global @dvisory* – June 2012 – G@33  
The Economic Pulse

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

Global Total  
% Much Stronger / Somewhat Stronger



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



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

## % Much Stronger/Somewhat Stronger

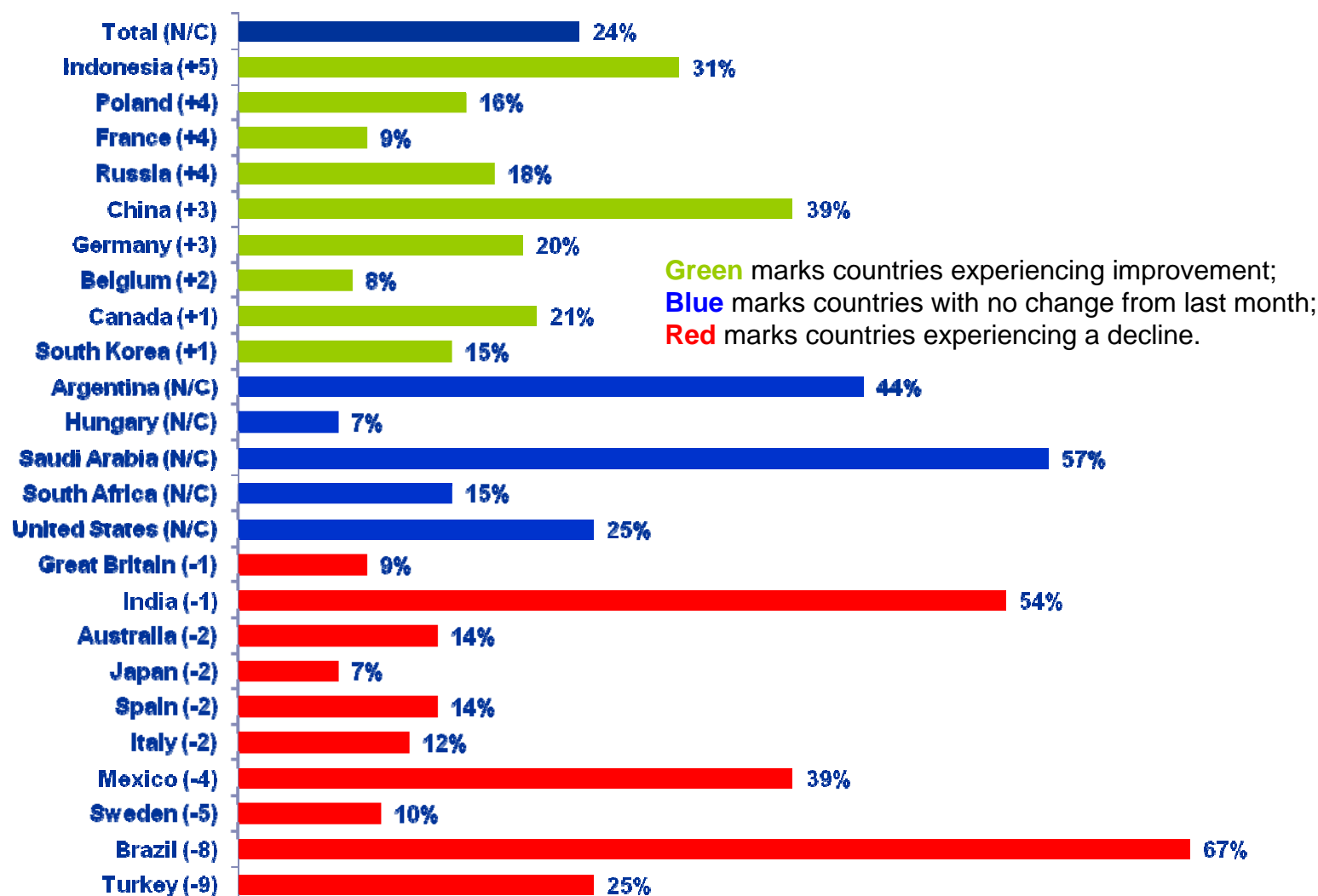
	April 2010	May 2010	Jun 2010	Jul 2010	Aug 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011	Jun 2011	Jul 2011	Aug 2011	Sep 2011	Oct 2011	Nov 2011	Dec 2011	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012
<b>Total</b>	31%	30%	30%	29%	28%	28%	28%	29%	27%	27%	28%	26%	27%	27%	26%	25%	24%	24%	24%	24%	24%	25%	24%	26%	24%	24%
<b>Argentina</b>	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%	44%
<b>Australia</b>	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%	14%
<b>Belgium</b>	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%	8%
<b>Brazil</b>	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%	67%
<b>Canada</b>	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%	21%
<b>China</b>	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%	39%
<b>France</b>	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%	9%
<b>Germany</b>	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%	20%
<b>Great Britain</b>	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%	9%
<b>Hungary</b>	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%	7%
<b>India</b>	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%	54%
<b>Indonesia</b>	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%	31%
<b>Italy</b>	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%	12%
<b>Japan</b>	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%	7%
<b>Mexico</b>	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%	39%
<b>Poland</b>	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%	16%
<b>Russia</b>	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%	18%
<b>Saudi Arabia</b>	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%	57%
<b>South Africa</b>	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%	15%
<b>South Korea</b>	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%	15%
<b>Spain</b>	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%	14%
<b>Sweden</b>	20%	15%	21%	20%	17%	19%	21%	19%	20%	16%	21%	17%	18%	17%	16%	15%	14%	14%	11%	16%	12%	16%	12%	17%	15%	10%
<b>Turkey</b>	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%	25%
<b>United States</b>	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%	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?

*A Global @dvisory – June 2012 – G@33*  
The Economic Pulse

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

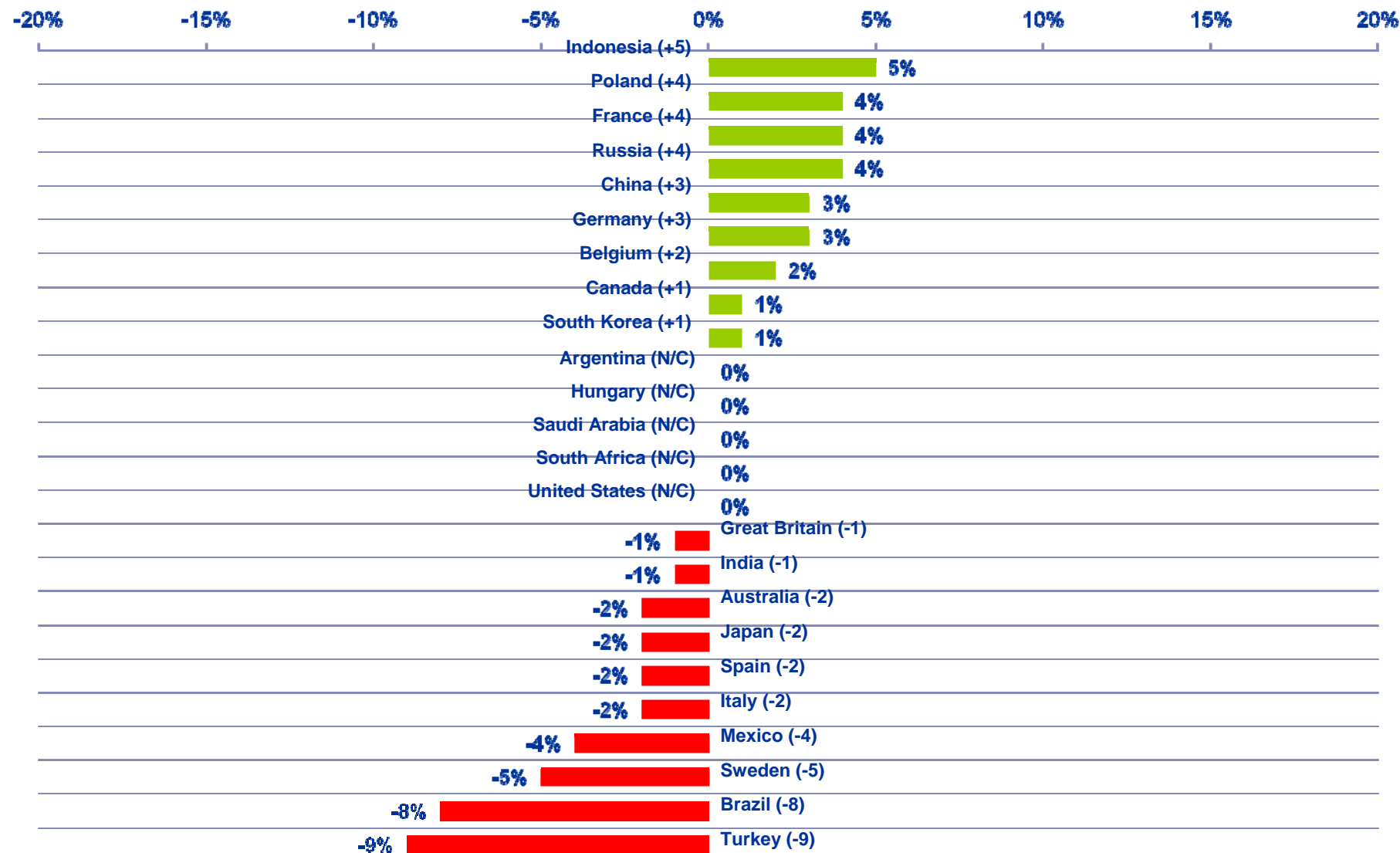
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?



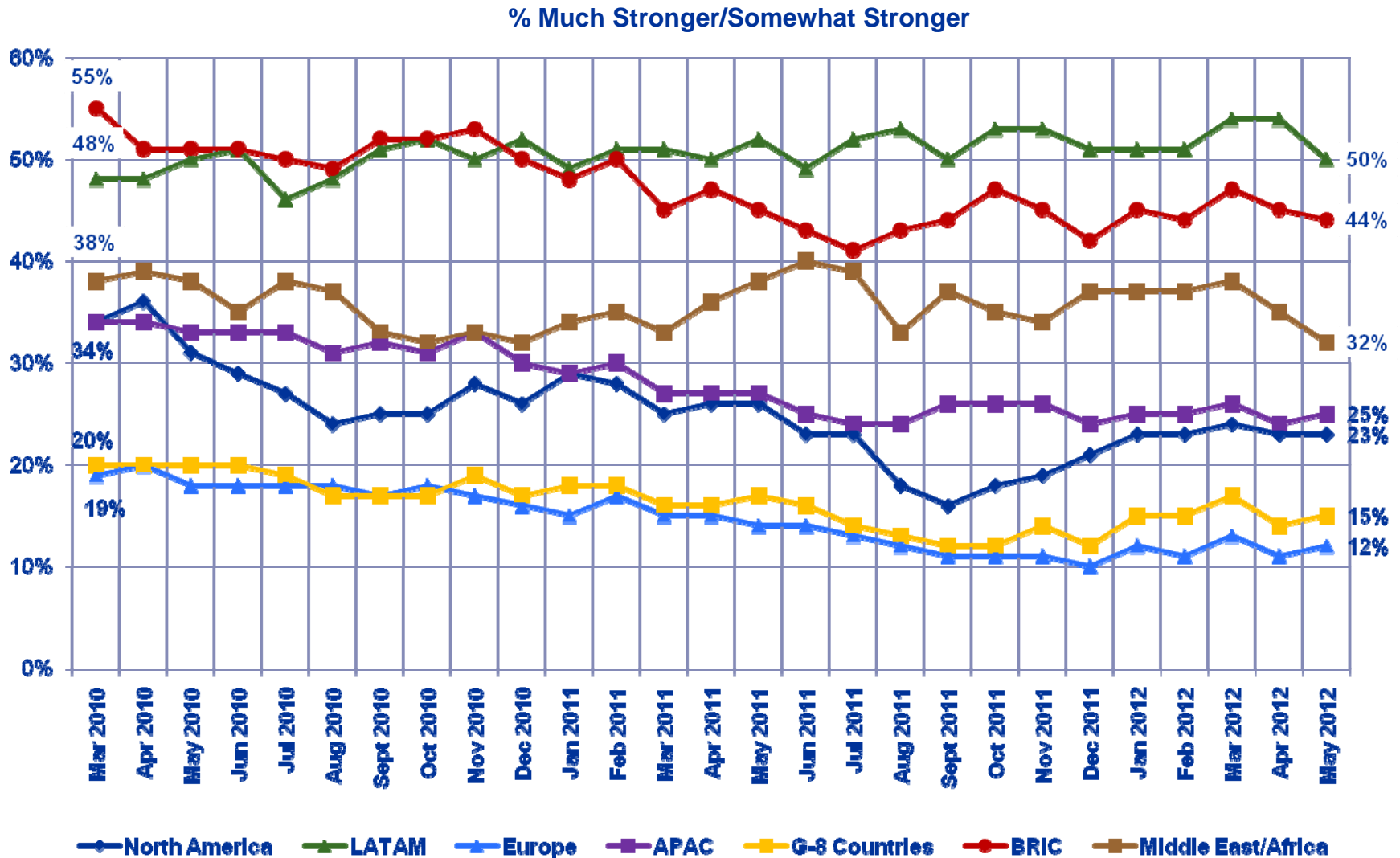


## Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:

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

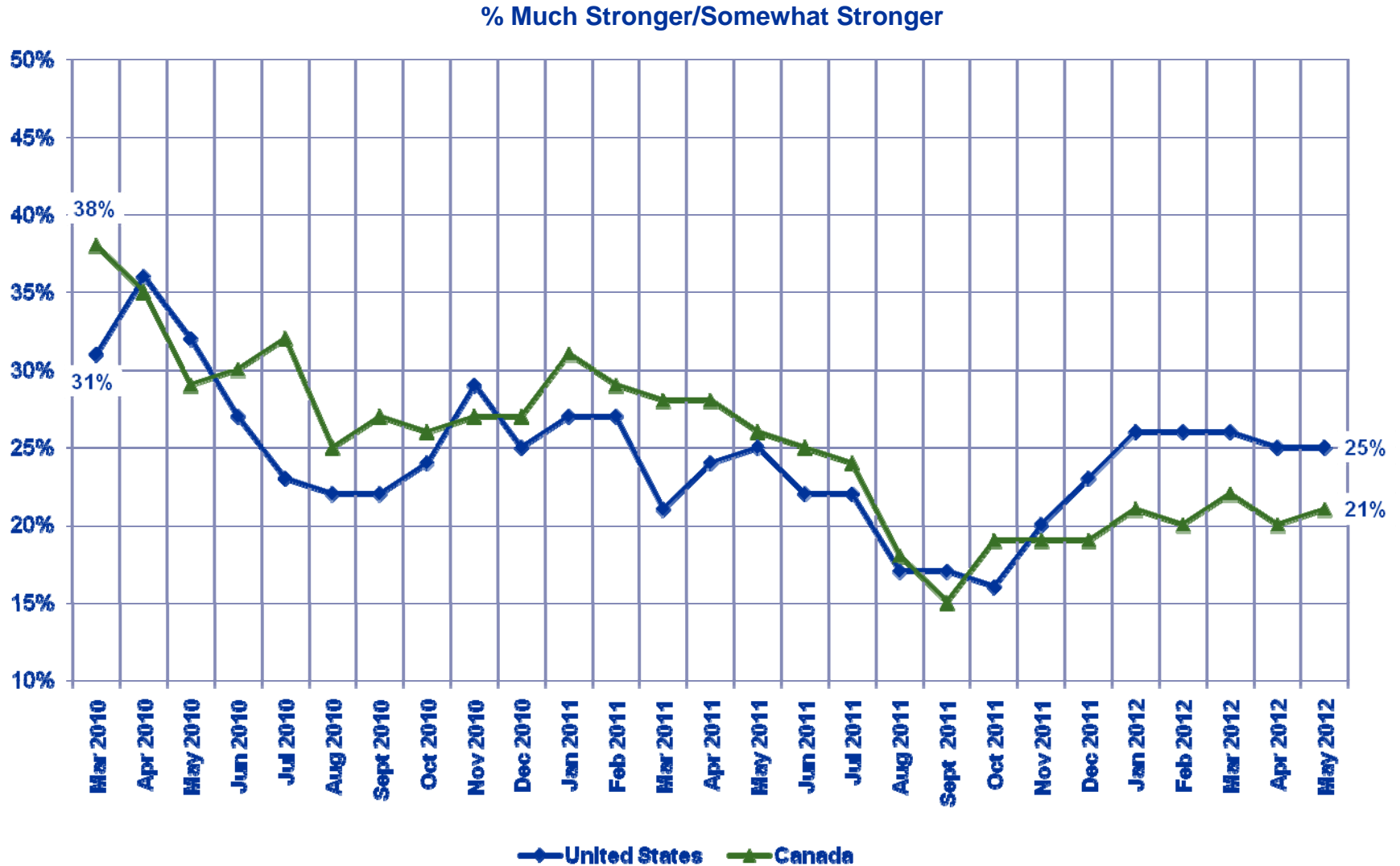


## All Regions - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months



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

# North American Countries - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months N/C

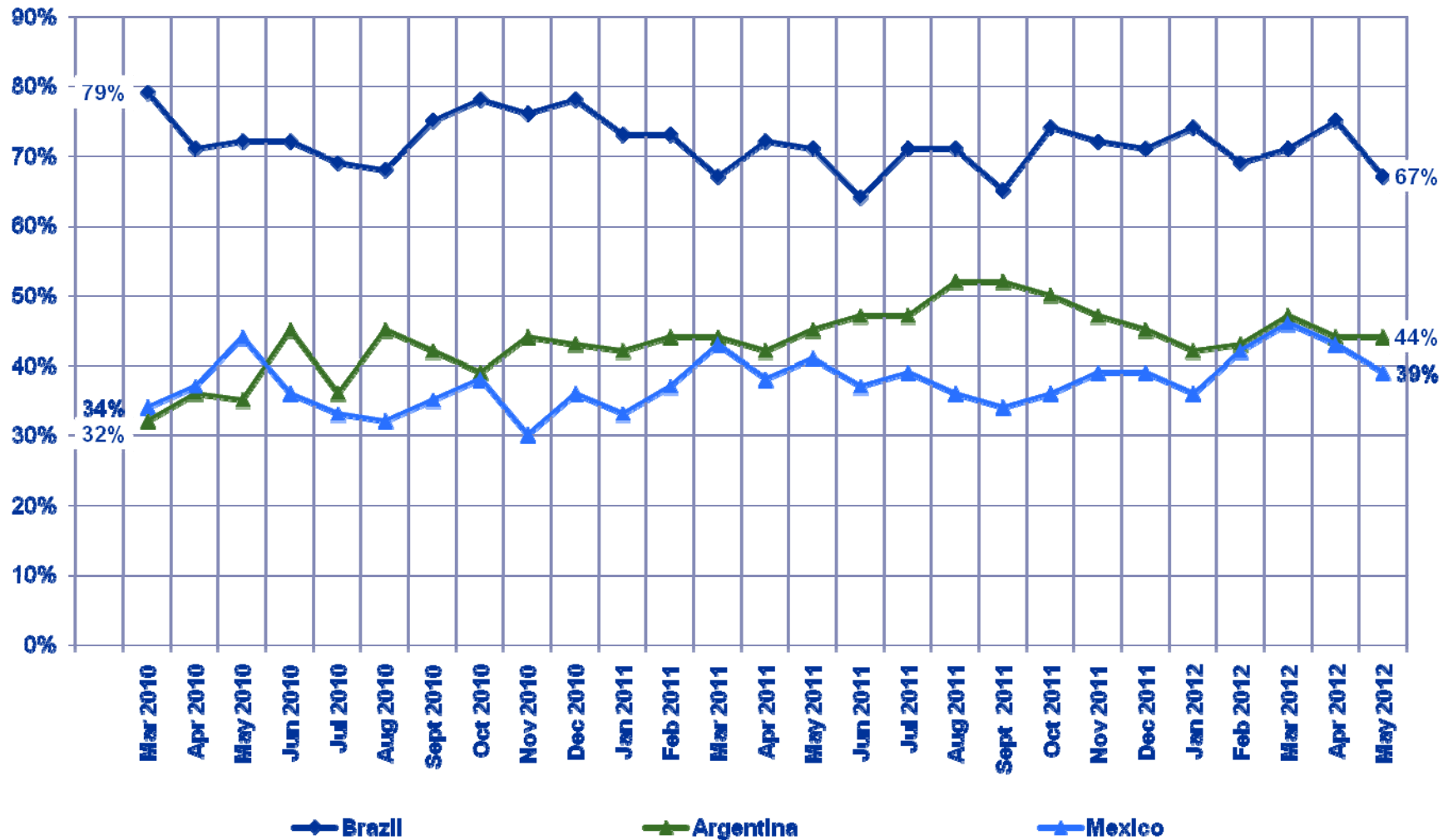


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

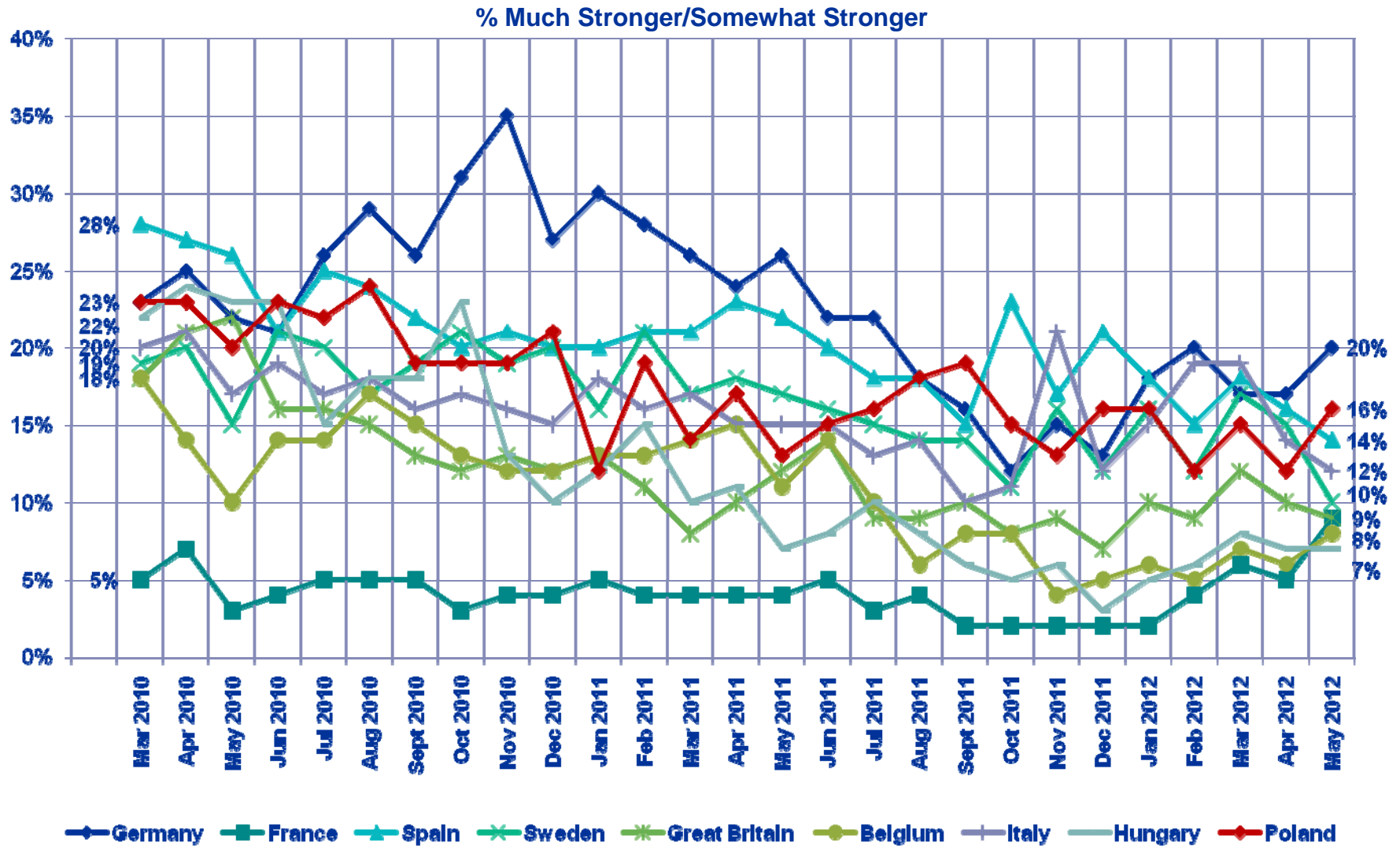


% Much Stronger/Somewhat Stronger



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?

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

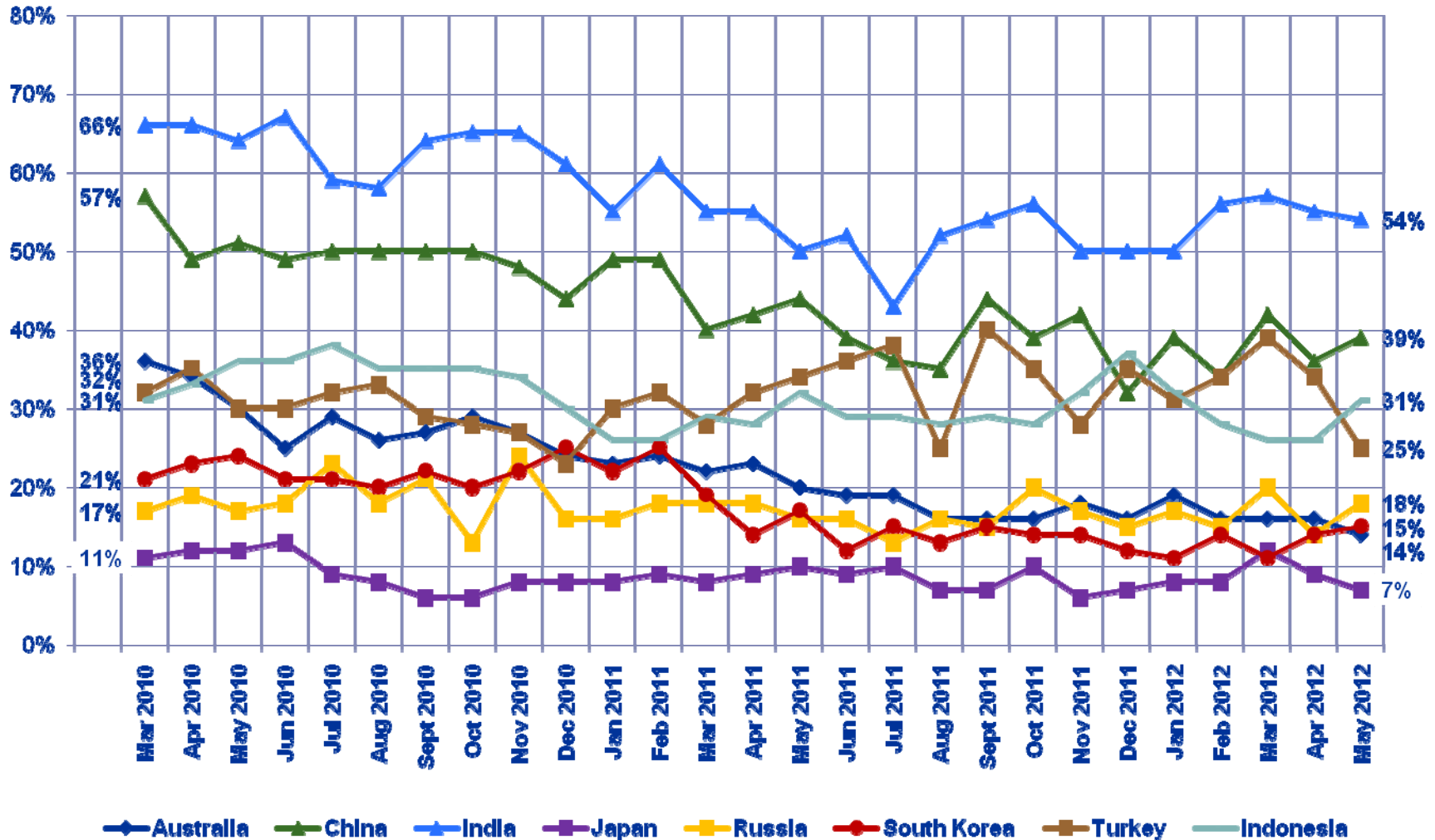


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

▲ 1

% Much Stronger/Somewhat Stronger



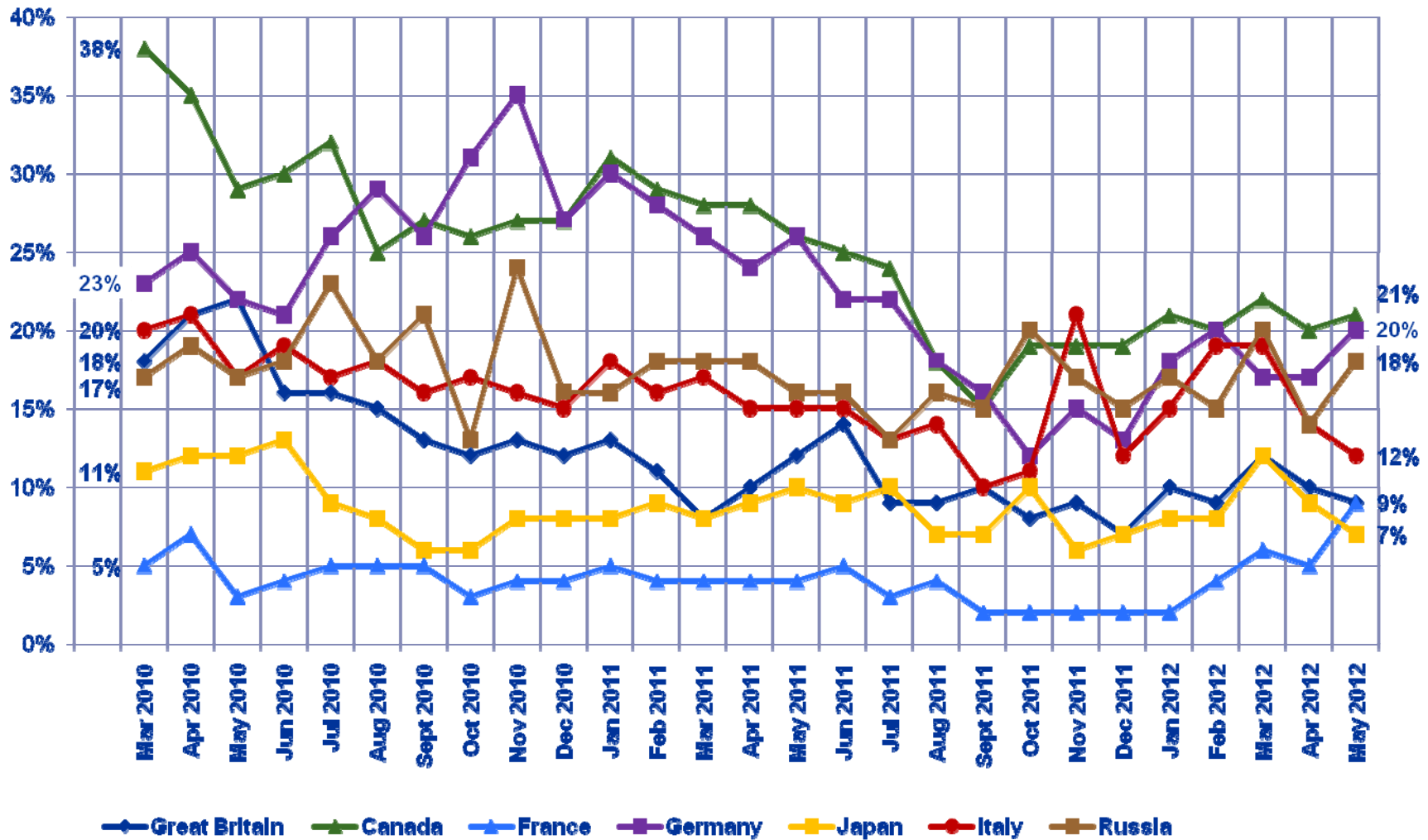
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

*A Global @dvisory – June 2012 – G@33*  
The Economic Pulse

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



% Much Stronger/Somewhat Stronger

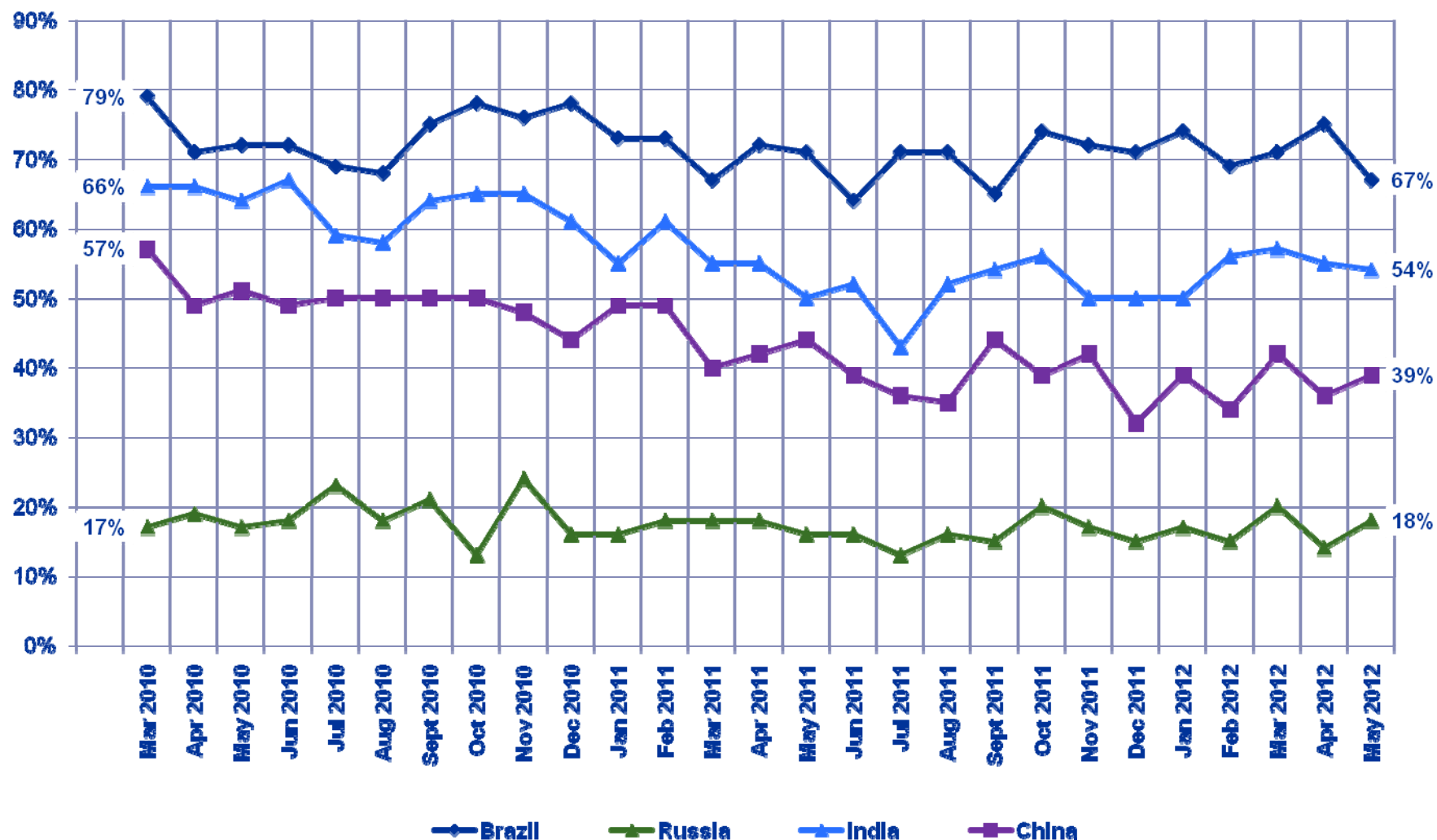


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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



% Much Stronger/Somewhat Stronger

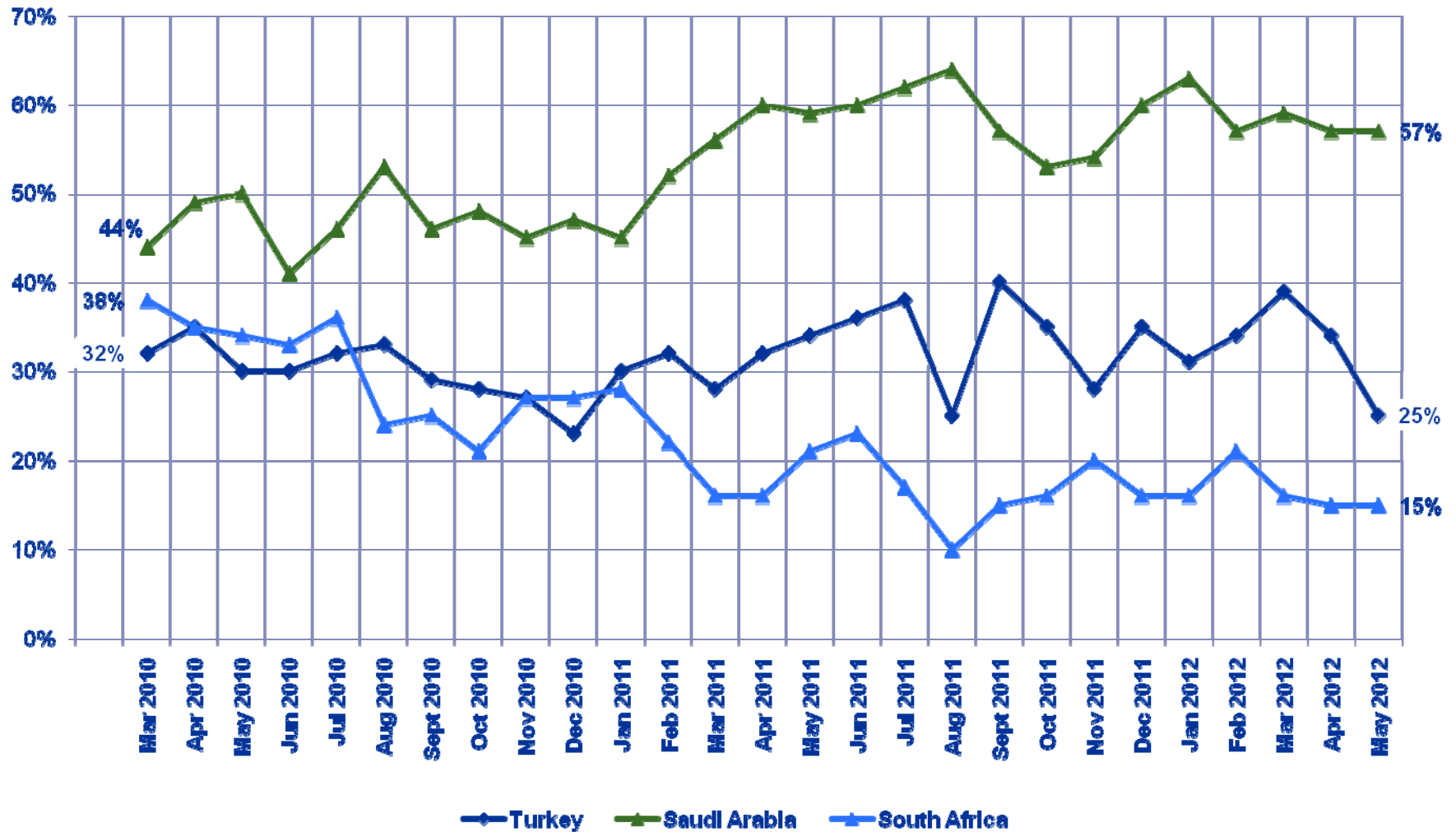


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

*A Global @dvisory* – June 2012 – G@33  
The Economic Pulse

## 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?



## About Ipsos

---

- Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.
- With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.
- Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.
- Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,363 billion (1.897 billion USD) in 2011.
- Visit [www.ipsos-na.com](http://www.ipsos-na.com) to learn more about Ipsos' offerings and capabilities.



For information about this and other *Global @dvisor* products contact <http://www.ipsosglobaladvisor.com/> or:

- **John Wright**  
Senior Vice President and Managing Director, Public Opinion Polling  
Ipsos Public Affairs +1 (416) 324-2002  
[john.wright@ipsos.com](mailto:john.wright@ipsos.com)
- **Keren Gottfried**  
Research Manager, Public Opinion Polling  
Ipsos Public Affairs +1 (416) 572-4481  
[keren.gottfried@ipsos.com](mailto:keren.gottfried@ipsos.com)
- The Ipsos *Global @dvisor Omnibus* is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. For information contact:

**Chris Deeney**

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

Visit [www.ipsos.com](http://www.ipsos.com) for information about all of our products and services.

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