



# *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* – October 2012 – G@37  
The Economic Pulse



These are the findings of the *Global @dvisor* Wave 37 (G@37),  
an Ipsos survey conducted between September 4<sup>th</sup> and September 18<sup>th</sup>, 2012.

SURVEY METHOD	COUNTRIES	SAMPLE	WEIGHTING
<ul style="list-style-type: none"><li>The survey instrument is conducted monthly in 24 core 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 an international sample of 18,680 adults aged 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 China, India and South Africa the samples are slightly more educated and educated compared to the average citizen.</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?

# The Top Line Summary



*Global @dvisor*



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

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- The average global economic assessment of national economies surveyed in 24 countries takes a turn this month as 37% of global citizens rate their national economies to be 'good', one point lower than the previous two waves.
- A substantial margin continues to exist at the top of the global ratings between global leader Saudi Arabia (80%) and runners-up Germany (68%), Canada (66%), Sweden (65%) and Australia (62%). Only a handful of those in Hungary (4%) rate their national economies as 'good', followed by Spain (4%), France (6%), Italy (6%) and Japan (11%).
- *Countries with the greatest improvements in this wave:* South Korea (24%, + 7pts), Brazil (56%, + 5pts), Mexico (34%, + 5pts), China (58%, + 5pts), Australia (62%, + 3pts) and Russia (31%, + 3pts).
- *Countries with the greatest declines:* Sweden (65%, -16pts), India (58%, -10pts), South (Africa (31%, -7pts), Turkey (50%, -6pts) and Indonesia (40%, -6pts).



## Global Average of Local Economic Assessment (27%) Unchanged Since Last Month

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- Global citizens were also asked to assess their local economies, resulting in a global aggregate assessment of **three in ten (27%) who agree the state of the current economy in their local area is 'good'. This is unchanged from last sounding. Every geographic region has seen a decline** this wave except for Asia Pacific (unchanged at 29%).
- The top countries ranking on this measure sit at each other's heels. China (51%) may be at the top but Germany (47%), Saudi Arabia (47%), Canada (46%) follow closely.
- Only a small minority of those in Hungary (7%), Spain (7%), Japan (8%) and Italy (9%) assess their local economies as good, placing them at the bottom of the global ranking.
- *Countries with the greatest improvements in this wave:* Mexico (24%, + 5pts), South Korea (17%, + 4pts), Belgium (22%, + 3pts) and Australia (41%, + 3pts).
- *Countries with the greatest declines:* Sweden (44%, -11pts), United States (23%, - 5pts), Brazil (36%, -5pts), India (43%, -5pts), Indonesia (26%, -3pts) and South Africa (23%, -3pts).



## Global Average of Future Outlook for Local Economy Also Unchanged: 23%

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- When asked to look to the future, **one quarter (23%) believe their local economy will be stronger six months from now, consistent with last month sounding.**
- Each month, a strong majority of Brazilians (70%) indicate they predict their local economies will be stronger. In the runners up on this metric, only half say they have this prediction: India (48%), Saudi (Arabia (46%), Mexico (43%) and Argentina (41%).
- At the other end, only a small minority of French respondents (4%) say their future local economy will be strong, joined at the bottom of the list by Hungary (5%), Japan (7%), Poland (8%) and Great (Britain (9%).
- *Countries with the greatest improvements in this wave:* Brazil (70%, + 5pts), Russia (17%, + 4pts), Mexico (43%, + 2pts), Belgium (10%, + 2pts), Sweden (16%, + 2pts) and United States (30%, + 2pts).
- *Countries with the greatest declines:* South (Africa (11%, -11pts), India (48%, -5pts), China (32%, -4pts), Poland (8%, -3pts) and Germany (14%, -2pts).

# 1. National Economic Assessments: 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	80%	South Korea	▲	7	Sweden	▼	16	Hungary	4%
Germany	68%	China	▲	5	India	▼	10	Spain	4%
Canada	66%	Brazil	▲	5	South Africa	▼	7	France	6%
Sweden	65%	Mexico	▲	5	Turkey	▼	6	Italy	6%
Australia	62%	Australia	▲	3	Indonesia	▼	6	Japan	11%
		Russia	▲	3	Saudi Arabia	▼	4	Great Britain	14%
		Argentina	▲	2	Poland	▼	3	Poland	19%
		Canada	▲	1	France	▼	3		
		Belgium	▲	1	United States	▼	2		
		Italy	▲	1	Germany	▼	1		
					Hungary	▼	1		

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



## 1. National Economic Assessment: Regions at a Glance Compared to the Last Wave...

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REGION (in descending order by NET)	NET 'Good'	CHANGE (since last sounding)
Middle East/Africa	54%	▼5%
BRIC	51%	▲1%
North America	46%	N/C
LATAM	42%	▲4%
APAC	41%	▲1%
G-8 Countries	28%	▼1%
Europe	25%	▼2%

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

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

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

is HIGHEST this month		has experienced an IMPROVEMENT since last sounding			has experienced a DECLINE since last sounding			is LOWEST this month	
China	51%	Mexico	▲	5	Sweden	▼	11	Hungary	7%
Germany	47%	South Korea	▲	4	India	▼	5	Spain	7%
Saudi Arabia	47%	Australia	▲	3	Brazil	▼	5	Japan	8%
Canada	46%	Belgium	▲	3	United States	▼	5	Italy	9%
Sweden	44%	Canada	▲	2	Indonesia	▼	3	France	13%
India	43%	Great Britain	▲	2	South Africa	▼	3	Great Britain	16%
Australia	41%	Spain	▲	2	Turkey	▼	2	Poland	16%
		China	▲	1	Poland	▼	2	Russia	17%
					France	▼	2	South Korea	17%
					Germany	▼	1		
					Saudi Arabia	▼	1		
					Hungary	▼	1		

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



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

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REGION (in descending order by NET)	NET 'Strong' Top 3 Box (5-6-7)	CHANGE (since last sounding)
BRIC	37%	▼ 2%
Middle East/Africa	35%	▼ 2%
North America	34%	▼ 2%
APAC	29%	N/C
LATAM	27%	▼ 1%
G-8 Countries	22%	▼ 1%
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

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### 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	70%	Brazil	▲	5	South Africa	▼	11	France	4%
India	48%	Russia	▲	4	India	▼	5	Hungary	5%
Saudi Arabia	46%	Mexico	▲	2	China	▼	4	Japan	7%
Mexico	43%	United States	▲	2	Poland	▼	3	Poland	8%
Argentina	41%	Sweden	▲	2	Germany	▼	2	Great Britain	9%
China	32%	Belgium	▲	2	Saudi Arabia	▼	1	Belgium	10%
Indonesia	31%	Argentina	▲	1	Indonesia	▼	1	South Africa	11%
		Turkey	▲	1	Hungary	▼	1	Spain	12%
		Canada	▲	1				Italy	13%
		South Korea	▲	1				Germany	14%
		Italy	▲	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...

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REGION (in descending order by NET)	NET 'Stronger'	CHANGE (since last sounding)
LATAM	51%	▲2%
BRIC	42%	N/C
Middle East/Africa	28%	▼4%
North America	24%	▲2%
APAC	24%	N/C
G-8 Countries	14%	▲1%
Europe	10%	N/C

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

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# DETAILED FINDINGS

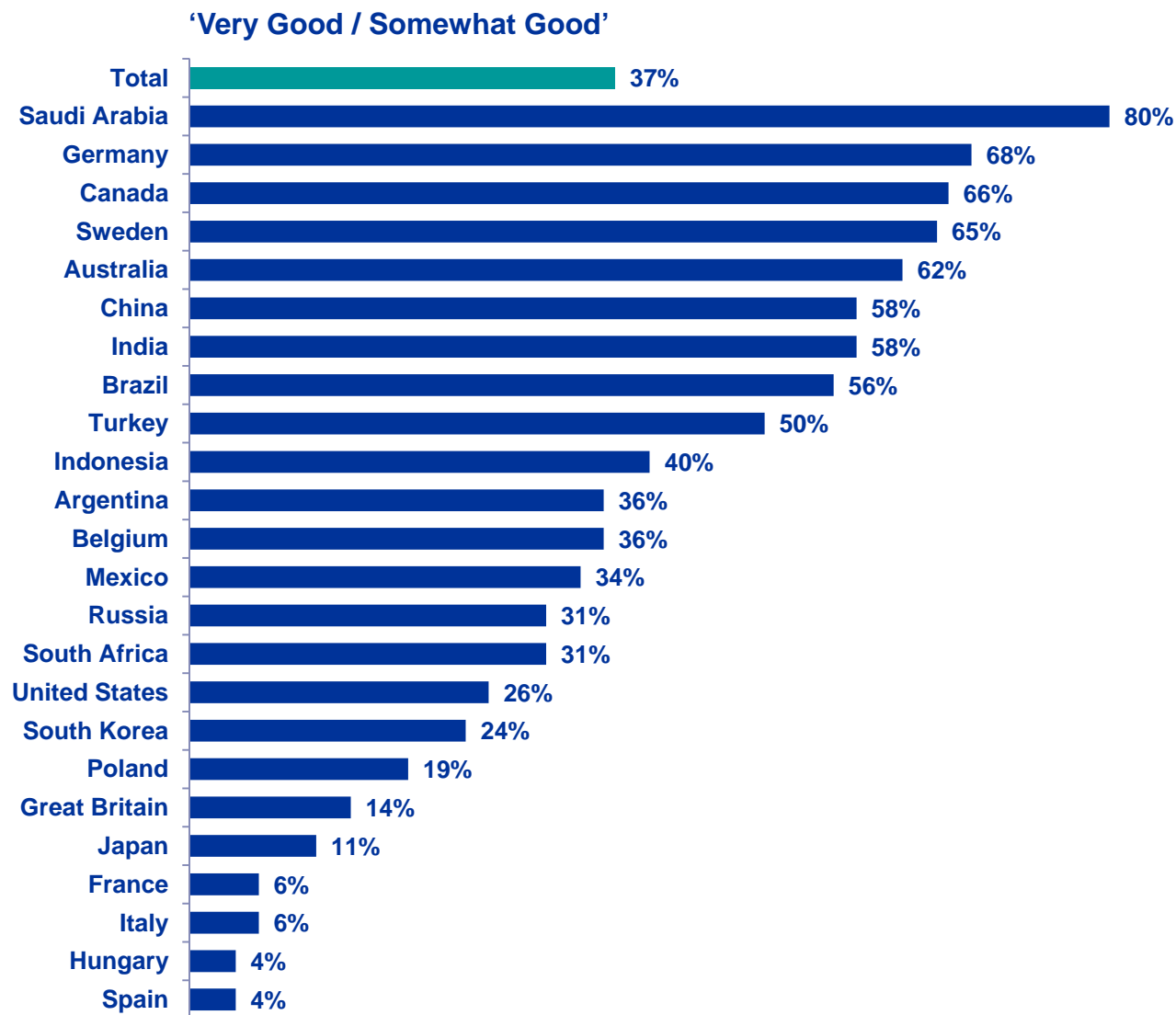
# ① Assessing The Current Economic Situation ...

## ...in Their Country



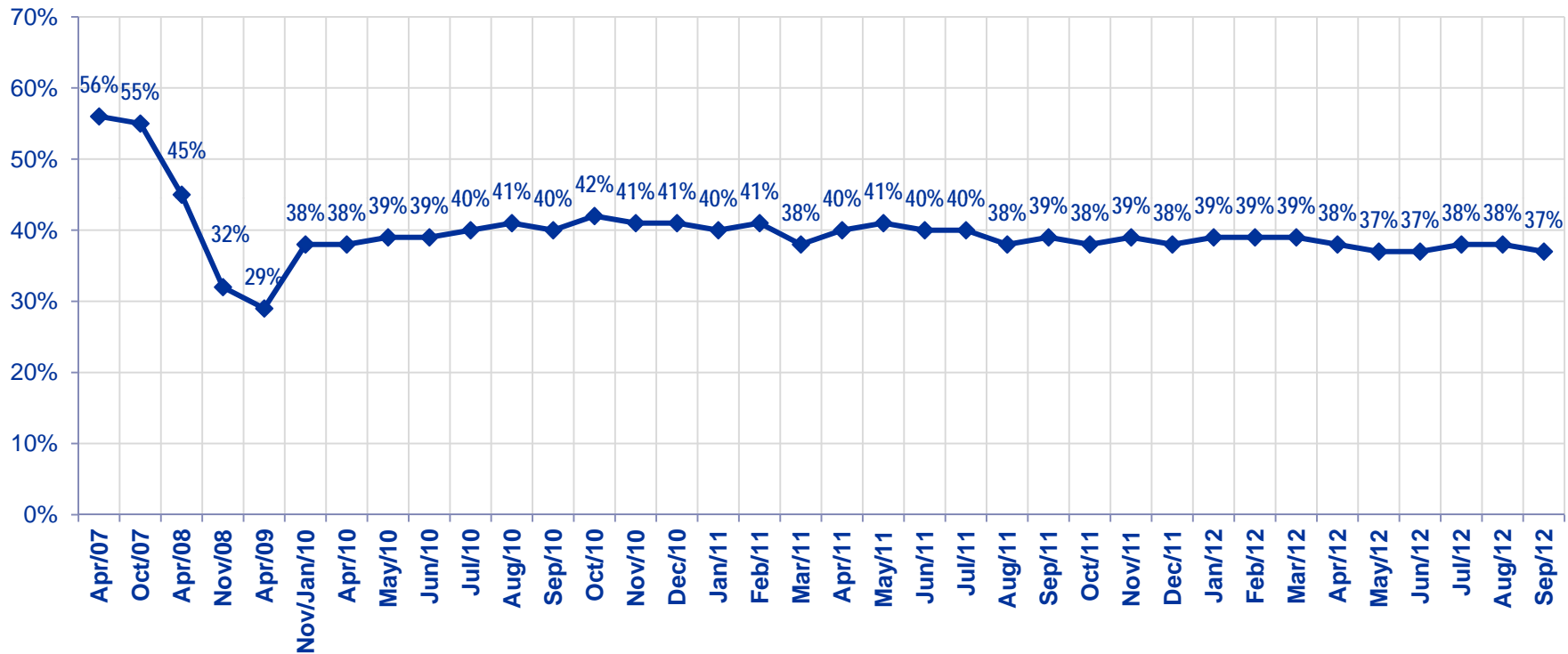


## Global Citizens Assess the Current Economic Situation in their Country as “Good”



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

## 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”

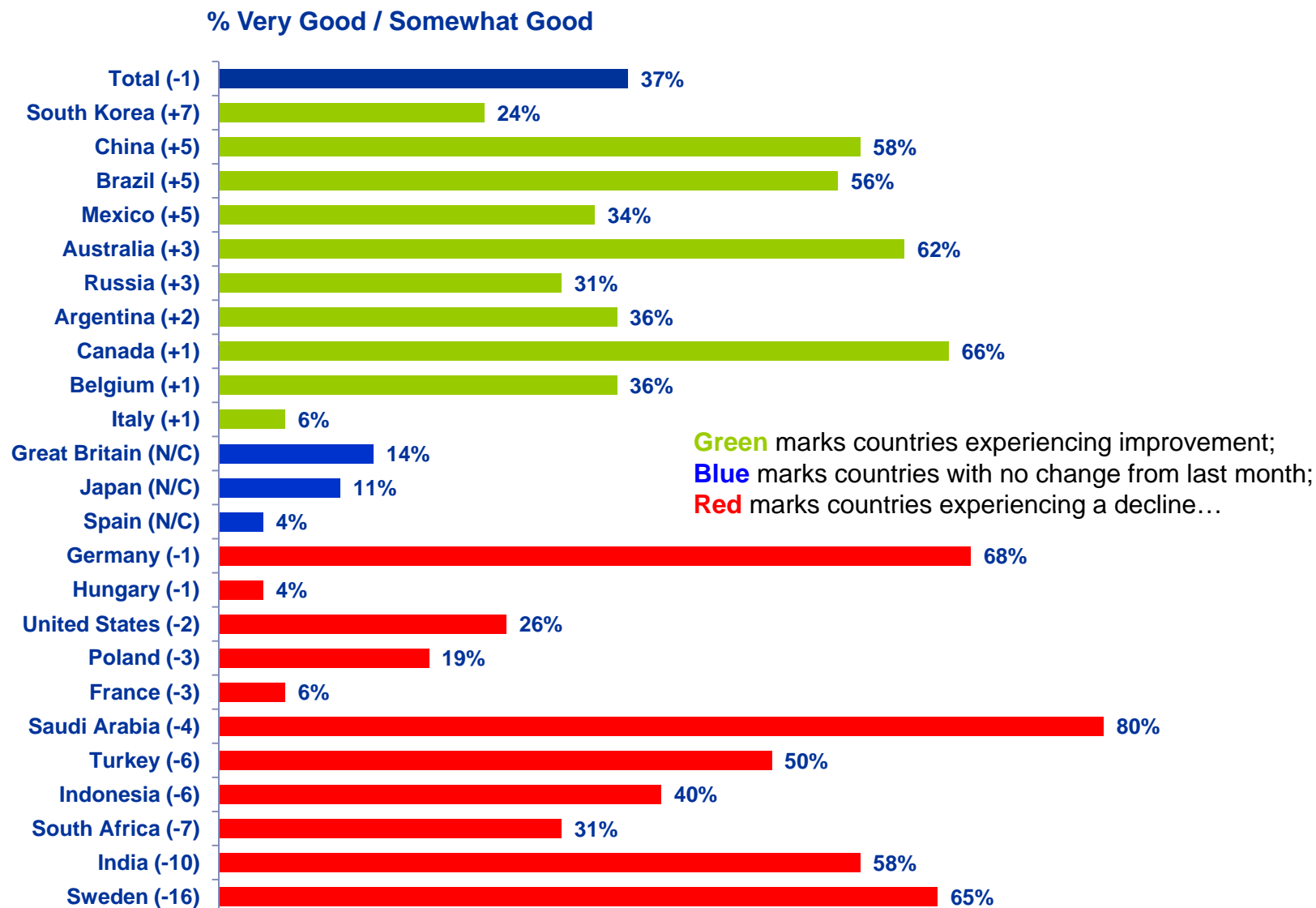
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?  
Is it very good, somewhat good, somewhat bad or very bad?

	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	Jun '12	Jul '12	Aug '12	Sep '12
<b>Argentina</b>	36%	38%	35%	42%	39%	45%	41%	43%	46%	46%	47%	50%	50%	59%	54%	55%	52%	55%	47%	51%	38%	45%	34%	37%	34%	36%
<b>Australia</b>	72%	77%	78%	74%	75%	78%	72%	70%	70%	73%	66%	64%	56%	61%	62%	67%	68%	70%	66%	62%	64%	61%	61%	58%	59%	62%
<b>Belgium</b>	33%	36%	29%	28%	31%	34%	39%	36%	41%	40%	42%	41%	37%	31%	25%	24%	19%	22%	16%	24%	21%	28%	29%	34%	35%	36%
<b>Brazil</b>	60%	58%	66%	64%	62%	56%	61%	53%	52%	51%	51%	53%	52%	55%	55%	59%	56%	62%	63%	54%	59%	49%	52%	58%	51%	56%
<b>Canada</b>	65%	68%	63%	63%	62%	68%	68%	64%	68%	69%	69%	72%	73%	66%	66%	62%	63%	65%	65%	64%	62%	62%	62%	63%	65%	66%
<b>China</b>	77%	75%	79%	74%	72%	74%	73%	67%	75%	68%	68%	66%	61%	65%	65%	62%	55%	64%	72%	71%	62%	63%	60%	67%	53%	58%
<b>France</b>	12%	10%	10%	12%	12%	11%	10%	10%	8%	11%	12%	8%	12%	7%	6%	7%	5%	6%	7%	9%	9%	9%	9%	8%	9%	6%
<b>Germany</b>	55%	56%	64%	67%	63%	64%	64%	62%	67%	68%	68%	71%	66%	63%	64%	64%	61%	70%	71%	68%	68%	69%	66%	68%	69%	68%
<b>Great Britain</b>	16%	16%	12%	16%	13%	15%	12%	8%	10%	15%	13%	10%	11%	17%	11%	10%	8%	13%	10%	14%	12%	10%	12%	11%	14%	14%
<b>Hungary</b>	11%	7%	13%	7%	6%	3%	5%	3%	6%	5%	6%	5%	4%	4%	2%	3%	2%	2%	3%	4%	4%	3%	4%	3%	5%	4%
<b>India</b>	80%	82%	88%	88%	87%	76%	77%	73%	76%	73%	71%	62%	69%	69%	75%	69%	68%	65%	74%	79%	72%	70%	58%	60%	68%	58%
<b>Indonesia</b>	39%	49%	54%	45%	48%	37%	38%	40%	46%	47%	40%	41%	36%	42%	35%	50%	46%	45%	40%	35%	36%	40%	41%	40%	46%	40%
<b>Italy</b>	17%	14%	16%	11%	14%	11%	14%	12%	10%	14%	10%	10%	8%	8%	8%	6%	5%	5%	6%	6%	5%	3%	3%	4%	5%	6%
<b>Japan</b>	8%	7%	8%	6%	9%	6%	8%	8%	7%	9%	8%	8%	6%	8%	6%	7%	8%	8%	9%	9%	8%	9%	9%	7%	11%	11%
<b>Mexico</b>	22%	23%	25%	20%	25%	25%	33%	22%	25%	27%	29%	34%	33%	25%	28%	32%	30%	24%	29%	31%	33%	28%	28%	32%	29%	34%
<b>Poland</b>	33%	33%	29%	30%	28%	23%	29%	19%	23%	22%	20%	24%	28%	27%	30%	28%	27%	27%	21%	27%	25%	25%	28%	33%	22%	19%
<b>Russia</b>	37%	27%	28%	29%	27%	26%	25%	26%	26%	26%	29%	25%	26%	27%	23%	25%	30%	30%	28%	33%	33%	36%	33%	29%	28%	31%
<b>Saudi Arabia</b>	81%	78%	76%	81%	81%	80%	81%	85%	87%	89%	89%	87%	88%	89%	83%	89%	86%	86%	90%	89%	88%	88%	83%	85%	84%	80%
<b>South Africa</b>	45%	41%	46%	41%	51%	45%	45%	40%	41%	43%	42%	38%	39%	34%	39%	32%	32%	42%	40%	36%	35%	33%	38%	39%	38%	31%
<b>South Korea</b>	30%	35%	32%	37%	39%	34%	38%	22%	25%	29%	27%	27%	18%	21%	18%	26%	21%	17%	17%	20%	22%	20%	21%	18%	17%	24%
<b>Spain</b>	10%	9%	10%	7%	7%	4%	6%	6%	8%	6%	6%	7%	6%	3%	5%	3%	4%	4%	4%	4%	3%	3%	3%	3%	4%	4%
<b>Sweden</b>	73%	72%	77%	75%	75%	82%	80%	71%	78%	76%	76%	77%	70%	74%	69%	73%	74%	72%	73%	70%	71%	64%	75%	71%	81%	65%
<b>Turkey</b>	45%	39%	43%	41%	41%	46%	47%	43%	49%	50%	51%	57%	48%	61%	59%	54%	58%	55%	58%	58%	51%	49%	51%	51%	56%	50%
<b>United States</b>	15%	15%	18%	20%	19%	20%	20%	19%	17%	23%	19%	19%	14%	15%	14%	19%	21%	21%	19%	22%	27%	23%	26%	25%	28%	26%



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

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

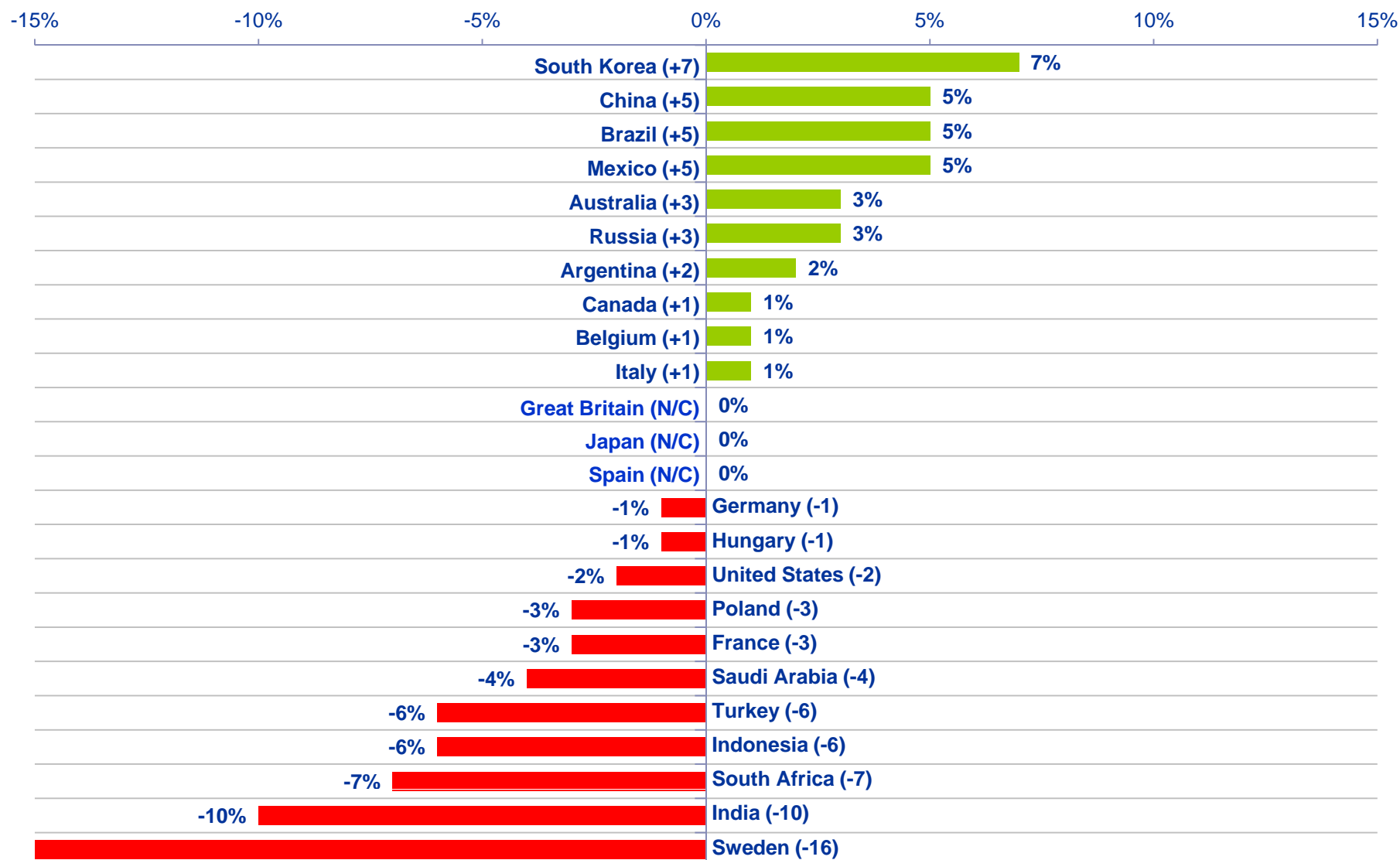




## Countries Ranked by Net Improvement, Decline or No Change Compared to

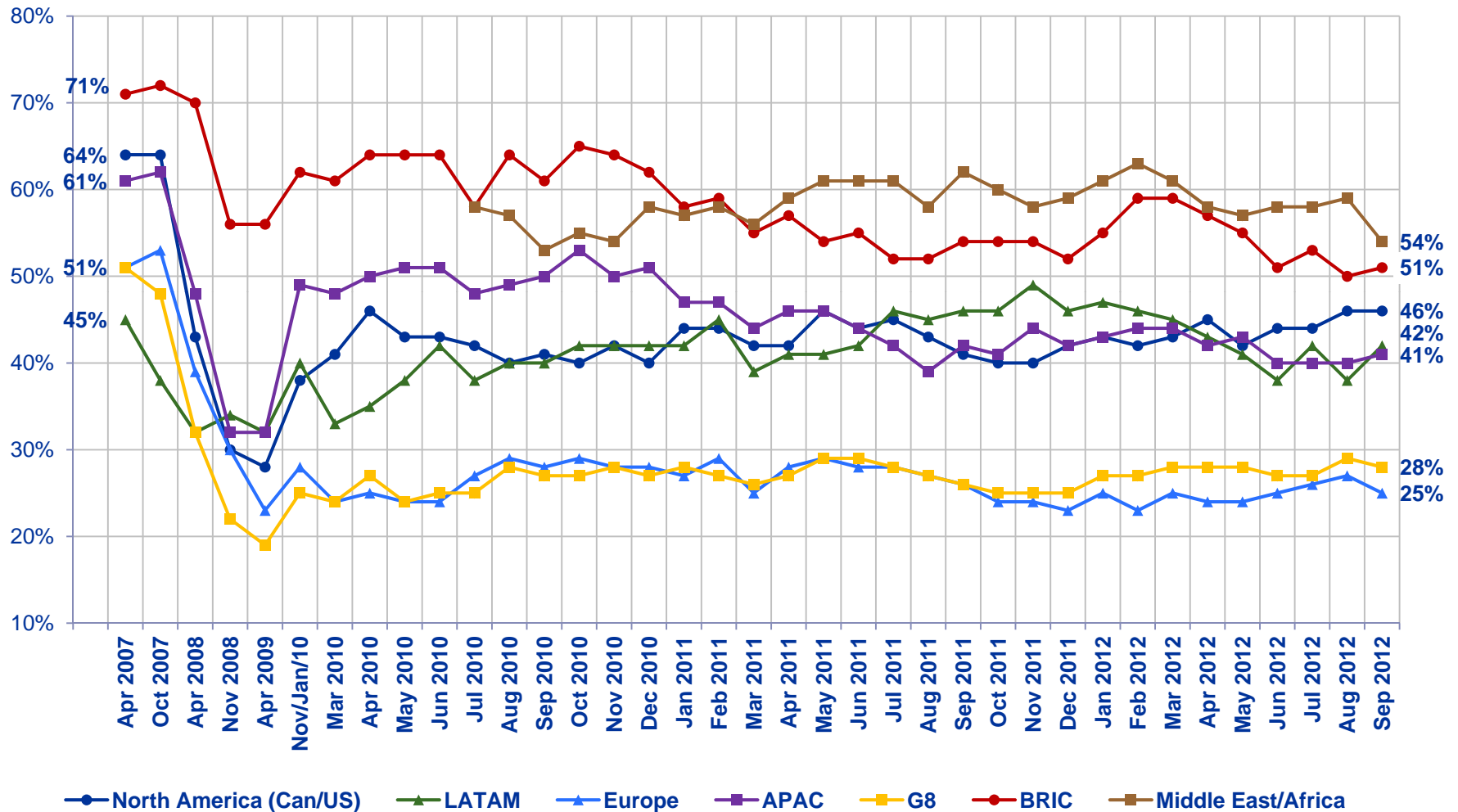
**Last Month:** Thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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



# Assessing the Current Economic Situation by All Regions:

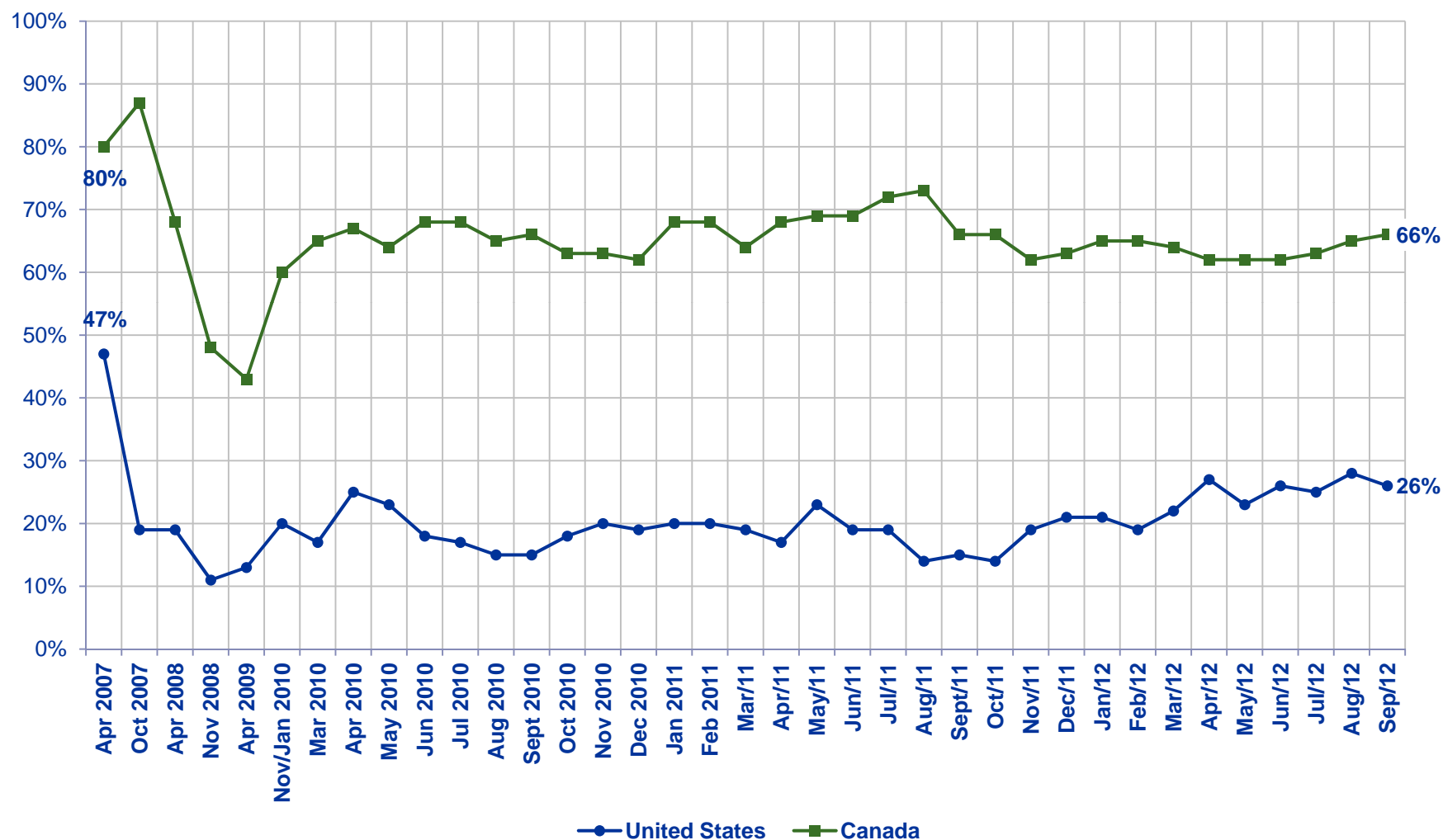
## Very Good / Somewhat Good



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?

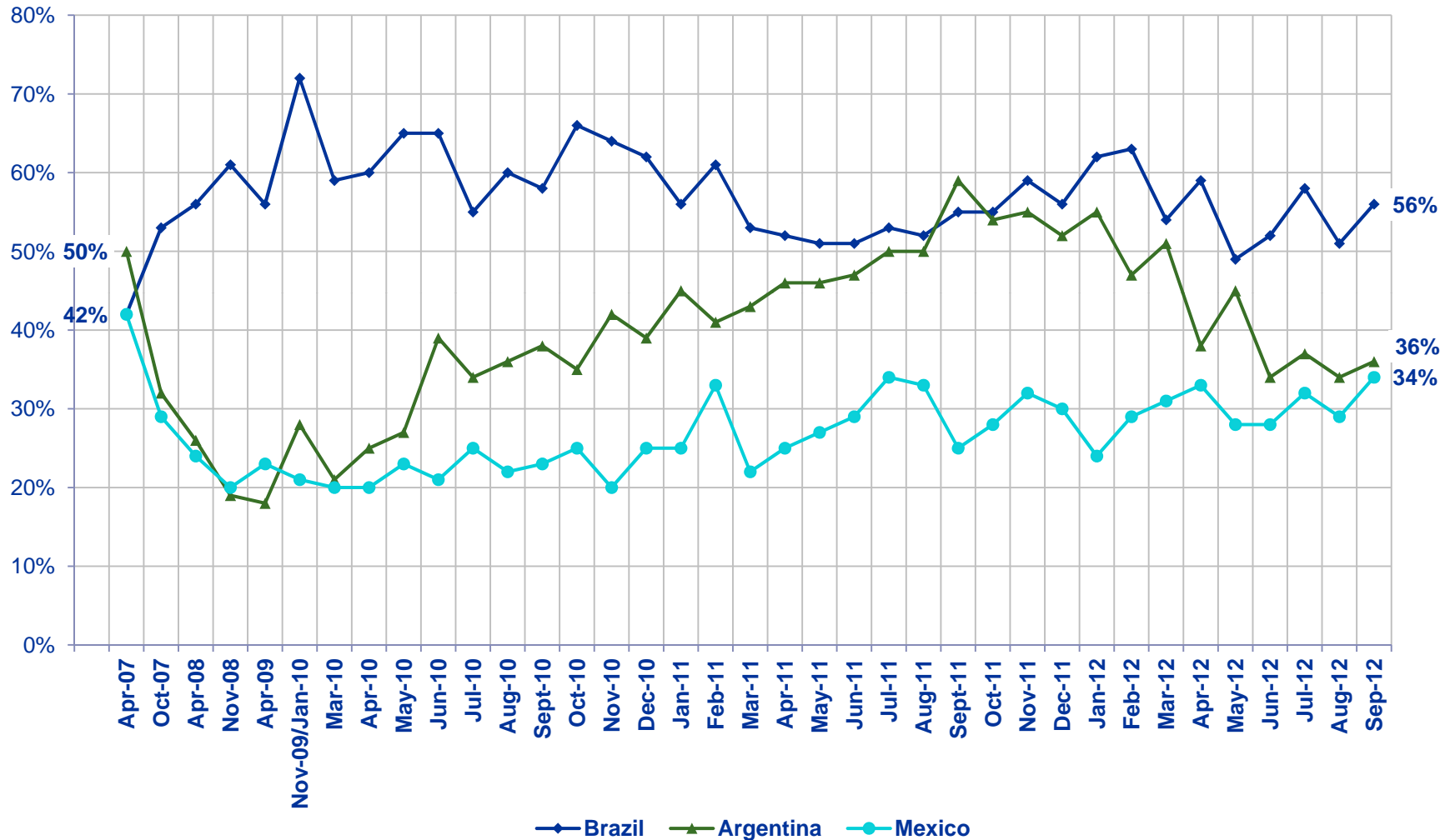
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### Very Good / Somewhat Good



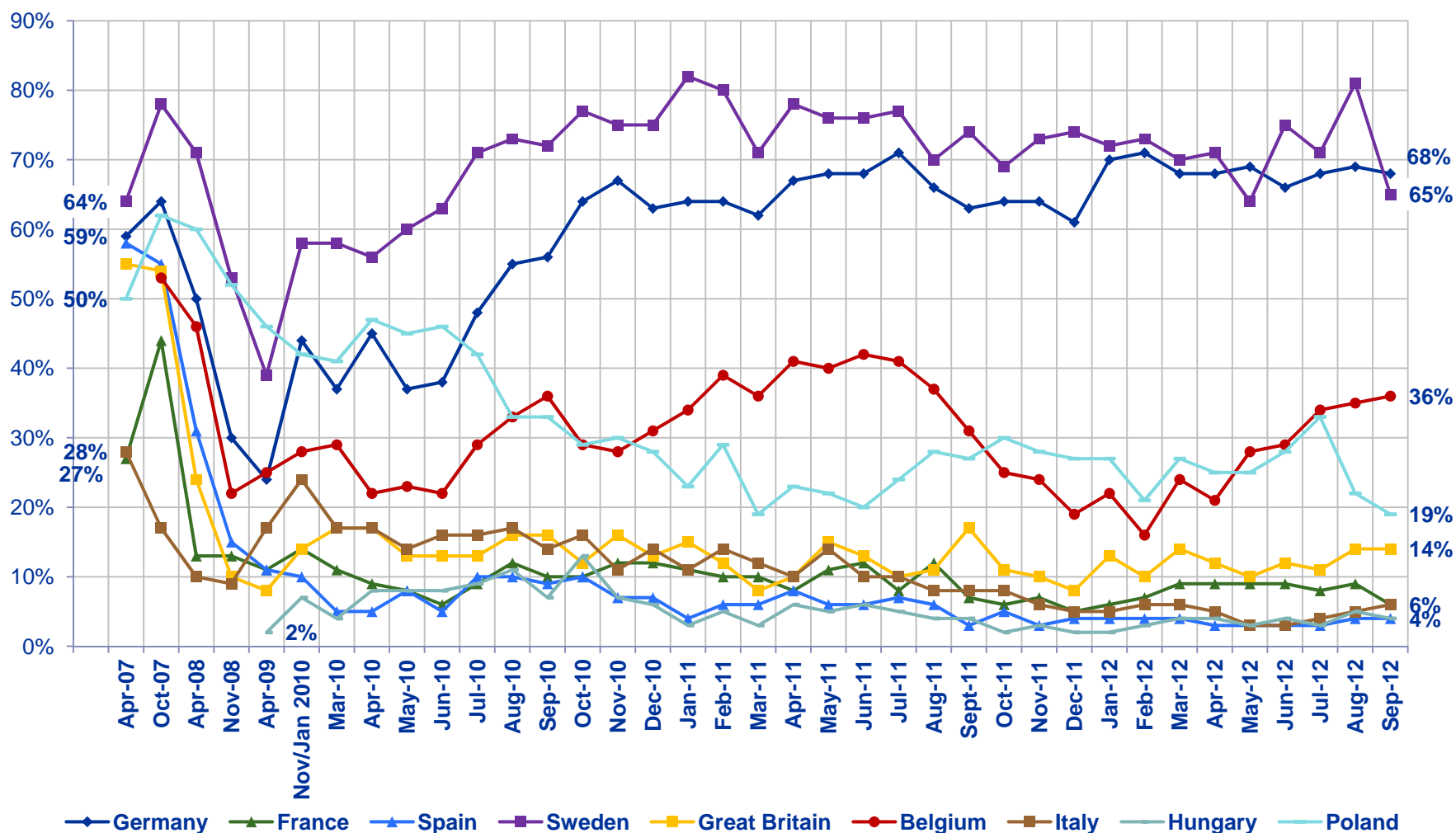
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?  
Is it very good, somewhat good, somewhat bad or very bad?

### 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?

### Very Good / Somewhat Good

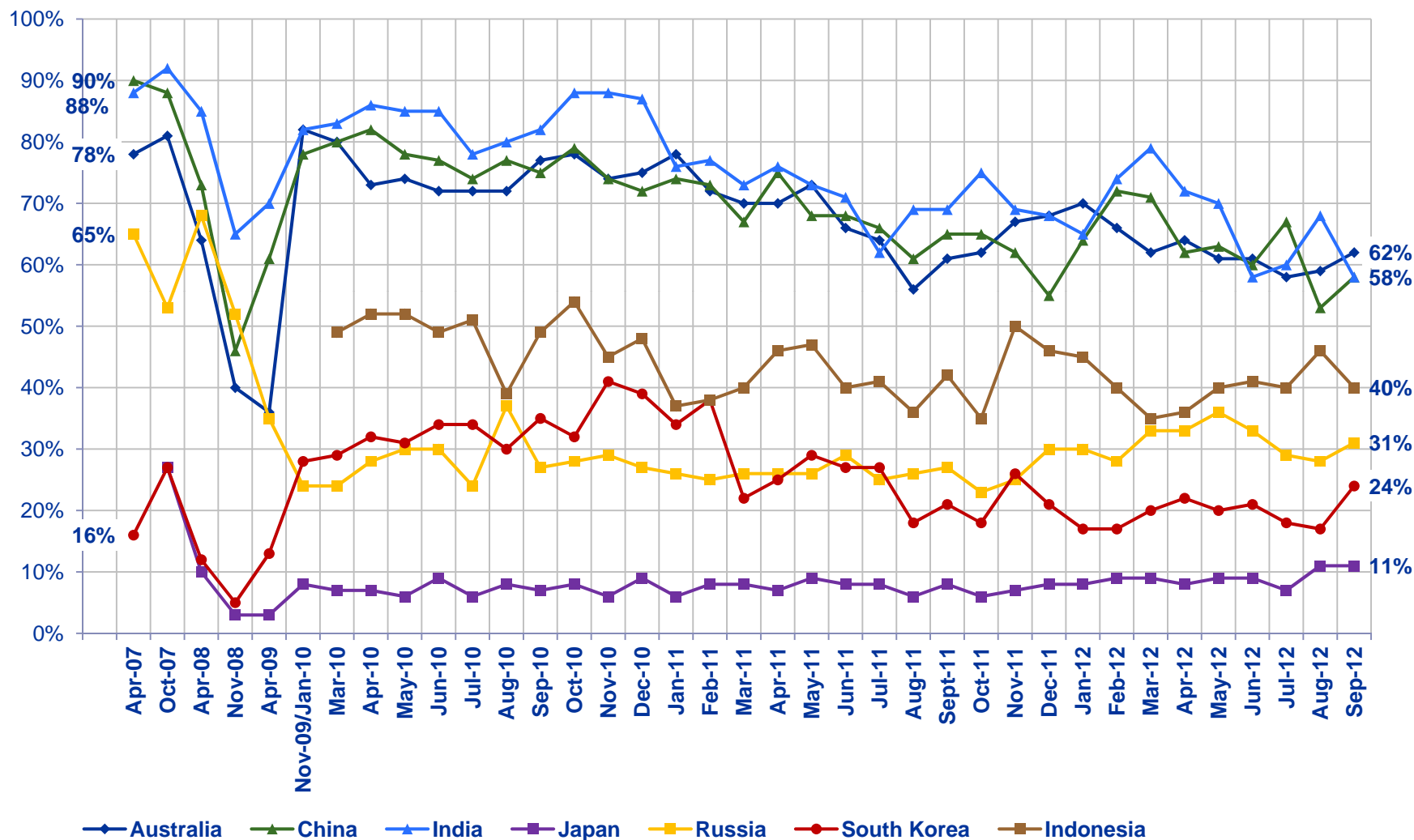


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?  
Is it very good, somewhat good, somewhat bad or very bad?

# APAC Countries

## Assessing the Current Economic Situation

### Very Good / Somewhat Good

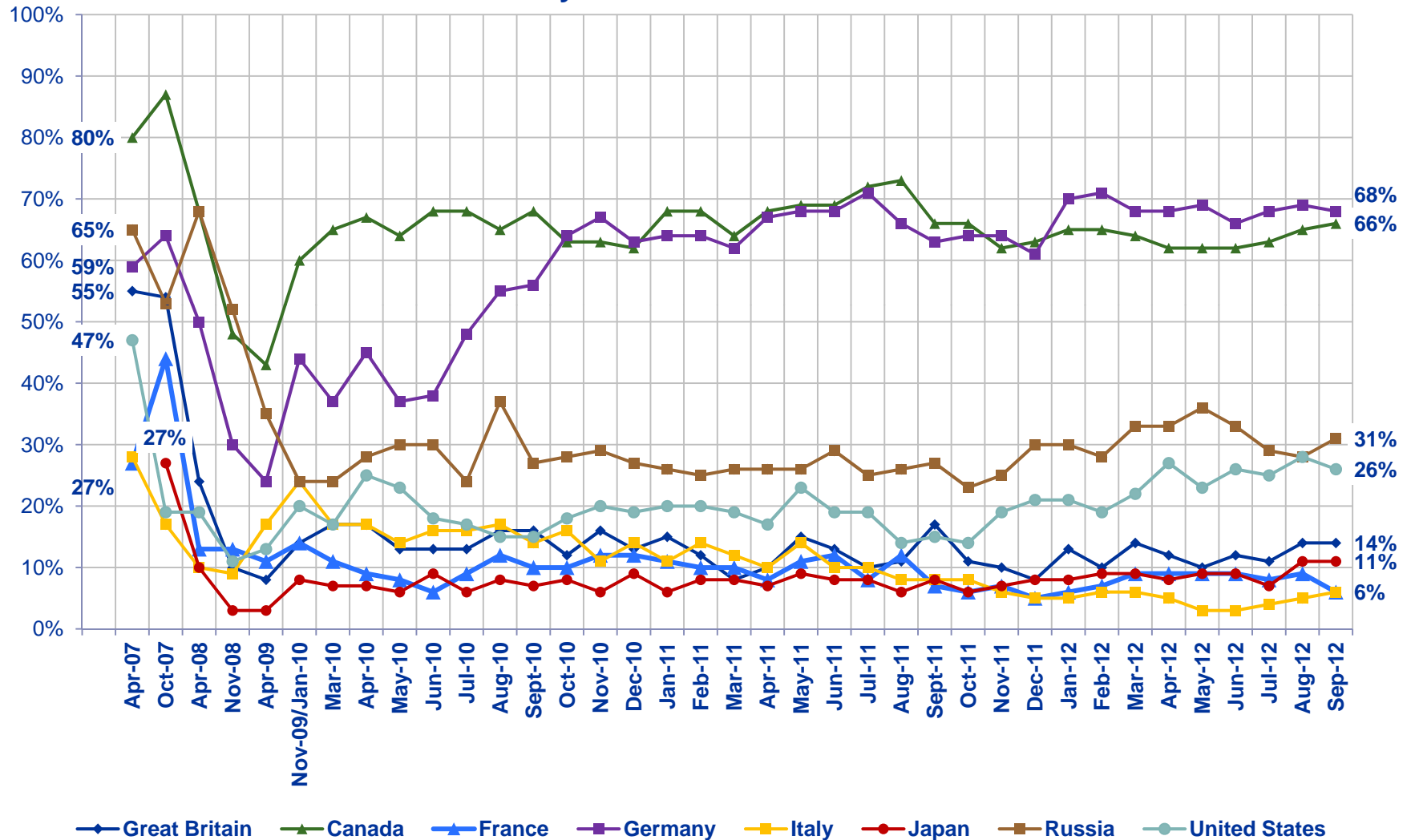


Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?

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

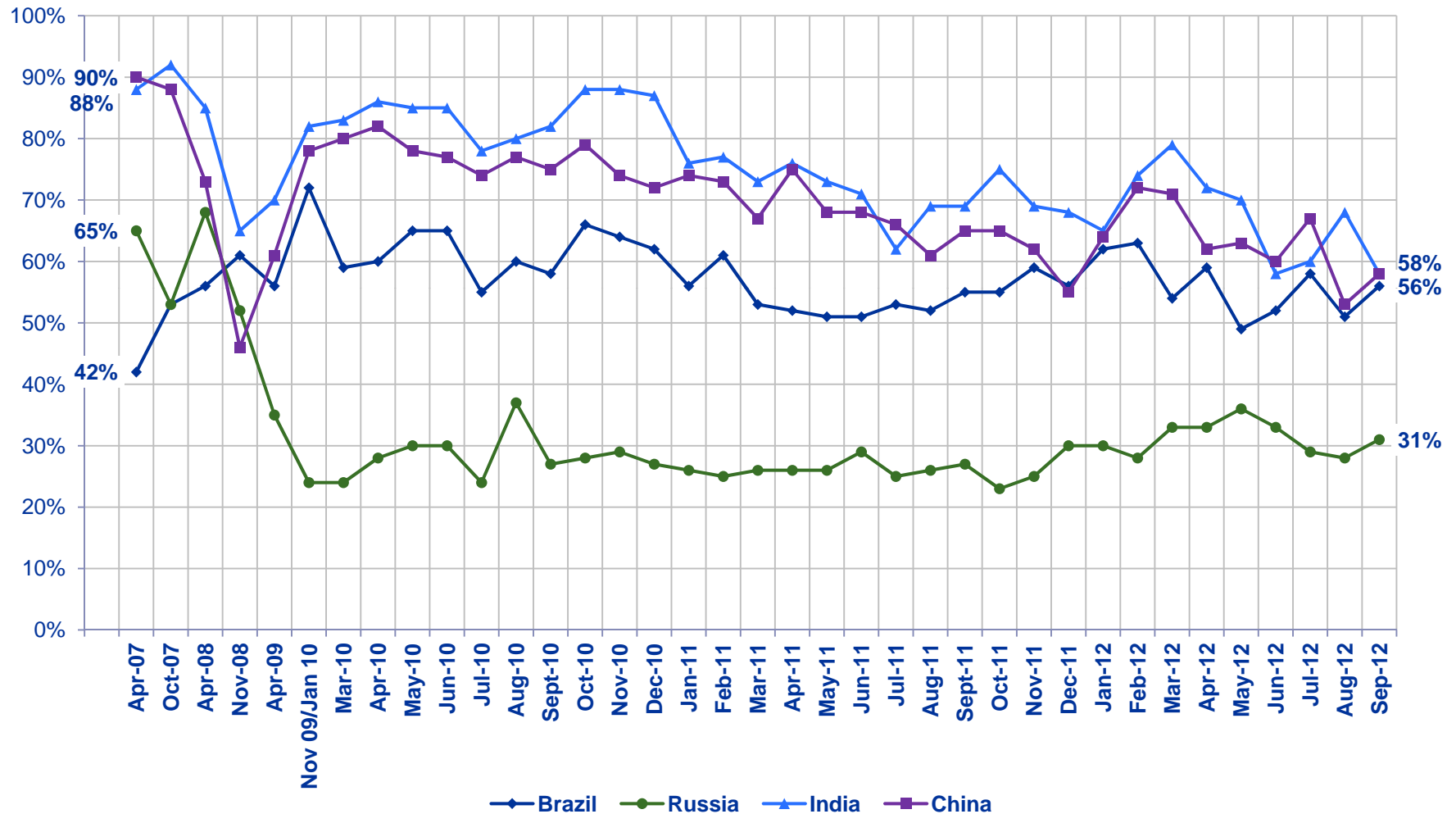
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### Very Good / Somewhat Good



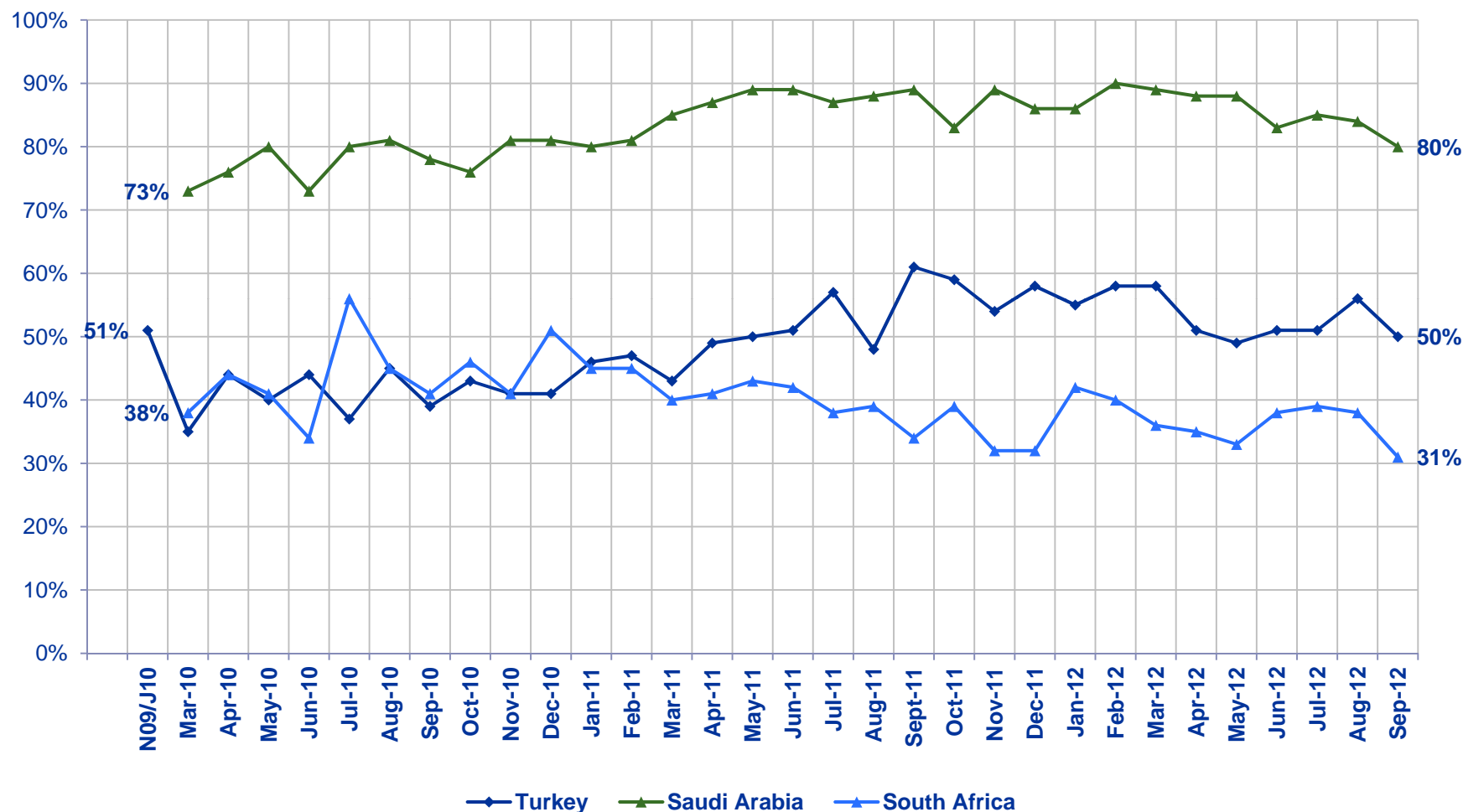
Now thinking about our economic situation, how would you describe the current economic situation in [insert country]?  
Is it very good, somewhat good, somewhat bad or very bad?

### 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?

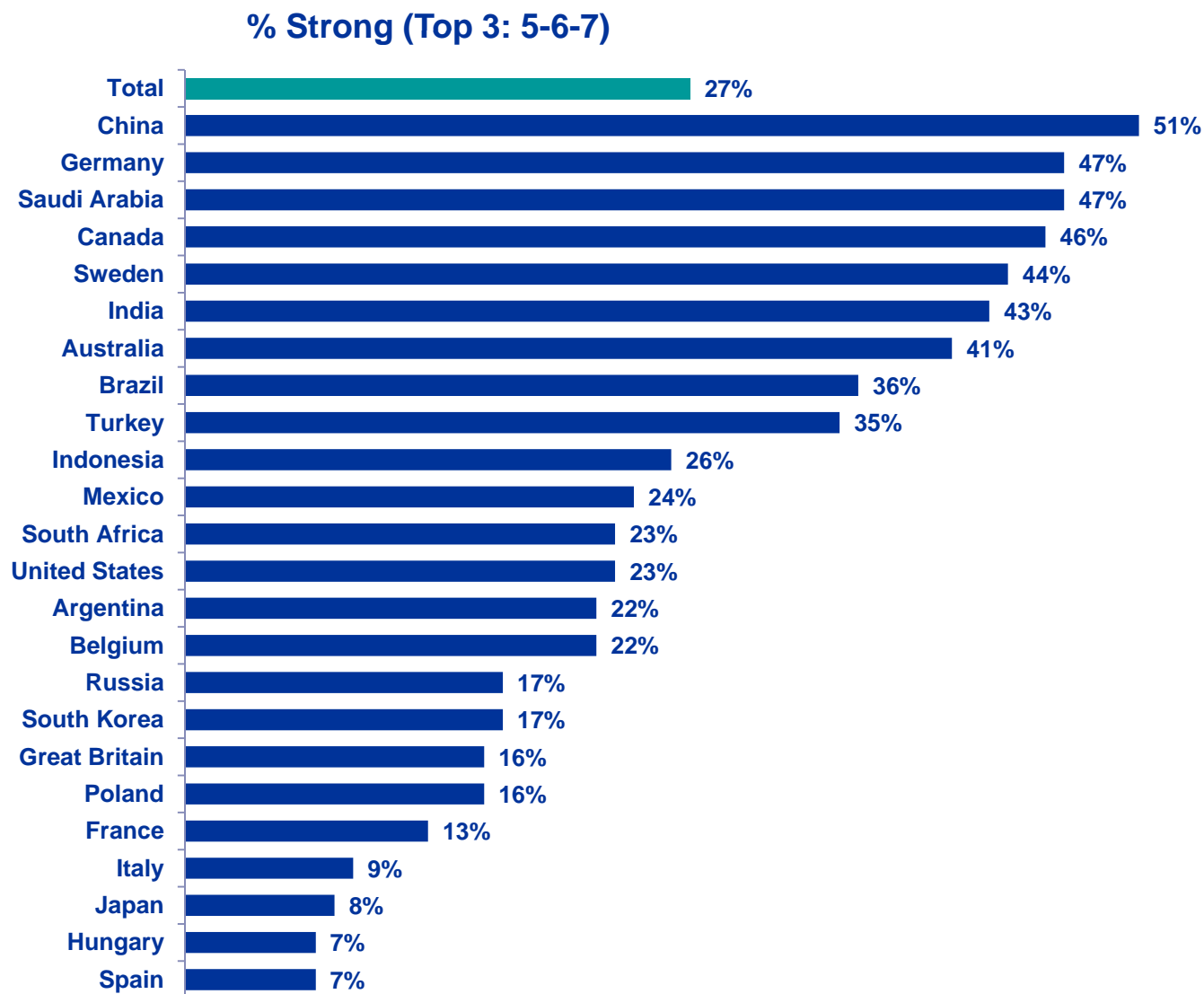
## ② Assessing The Economy...

### ...In Their Local Area





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



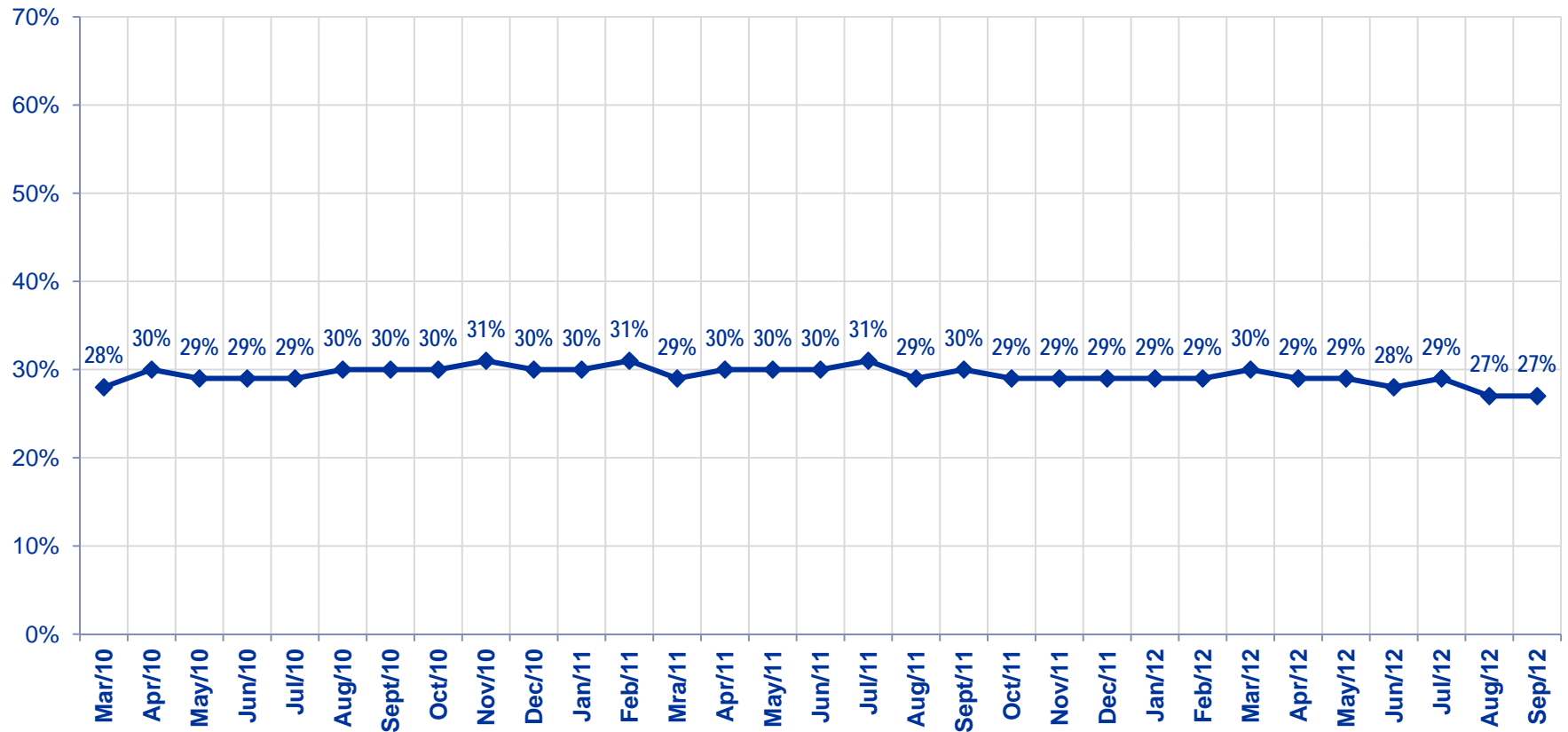
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy



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

N/C

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.

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

% Strong (Top 3 5-6-7)

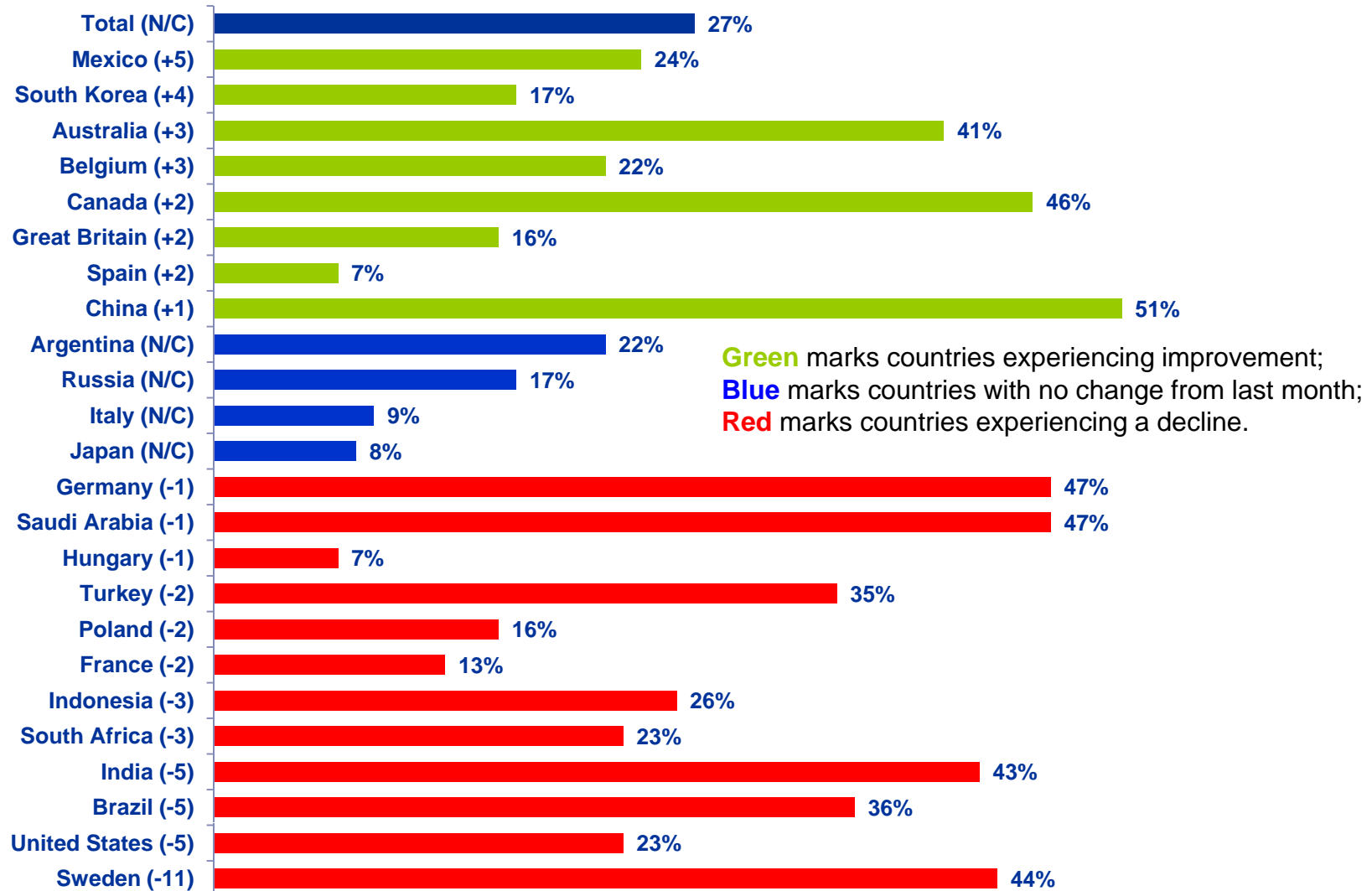
	Aug '10	Sep '10	Oct '10	Nov '10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11	Aug '11	Sep '11	Oct '11	Nov '11	Dec '11	Jan '12	Feb '12	Mar '12	Apr '12	May '12	Jun '12	Jul '12	Aug '12	Sep '12
<b>Argentina</b>	25%	26%	21%	28%	28%	30%	28%	26%	30%	28%	31%	30%	29%	36%	35%	36%	34%	35%	29%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

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

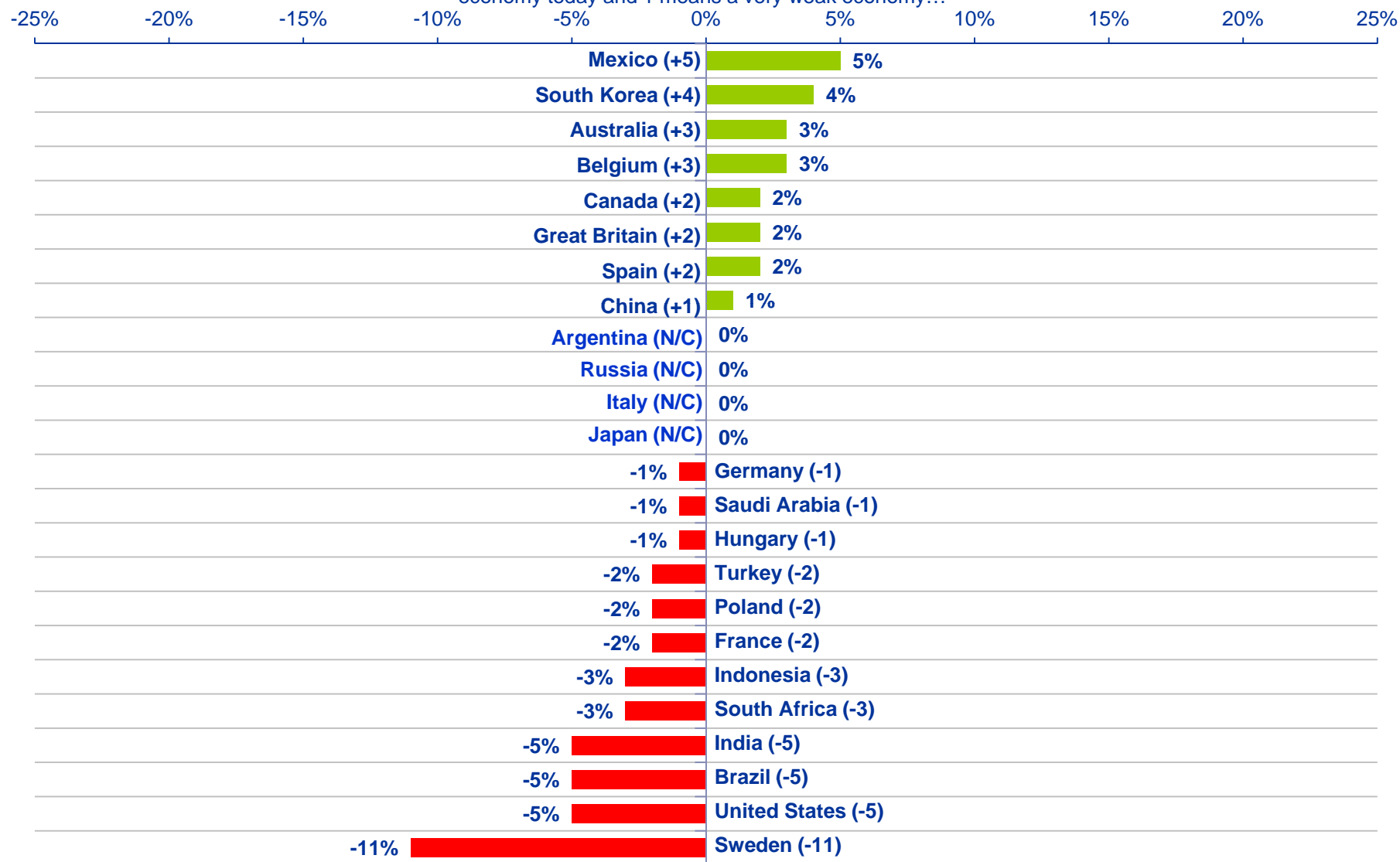
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy...





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

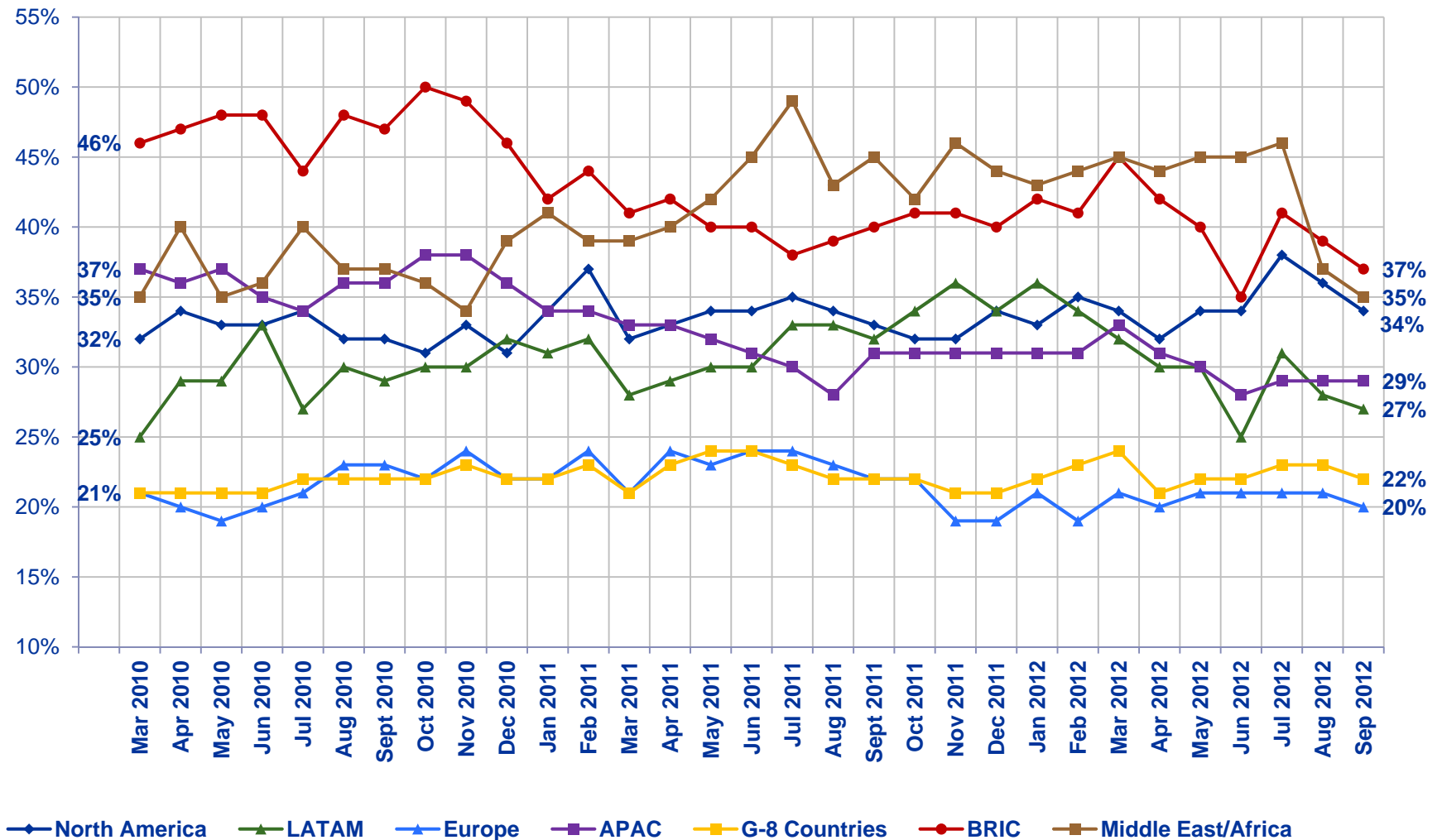
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy...



# All Regions

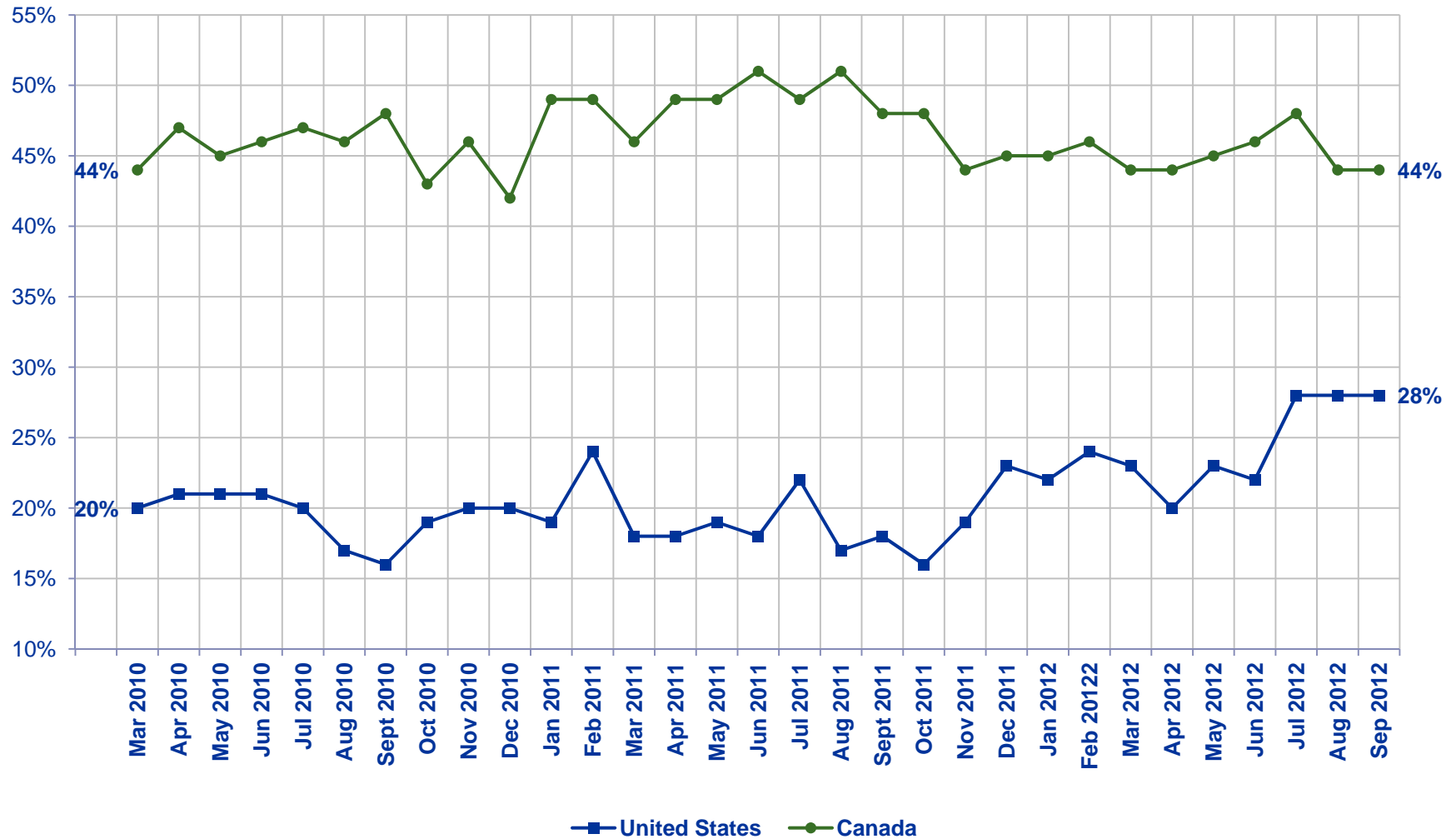
## Assess the Strength of Their Local Economy

% Strong (Top 3 5-6-7)



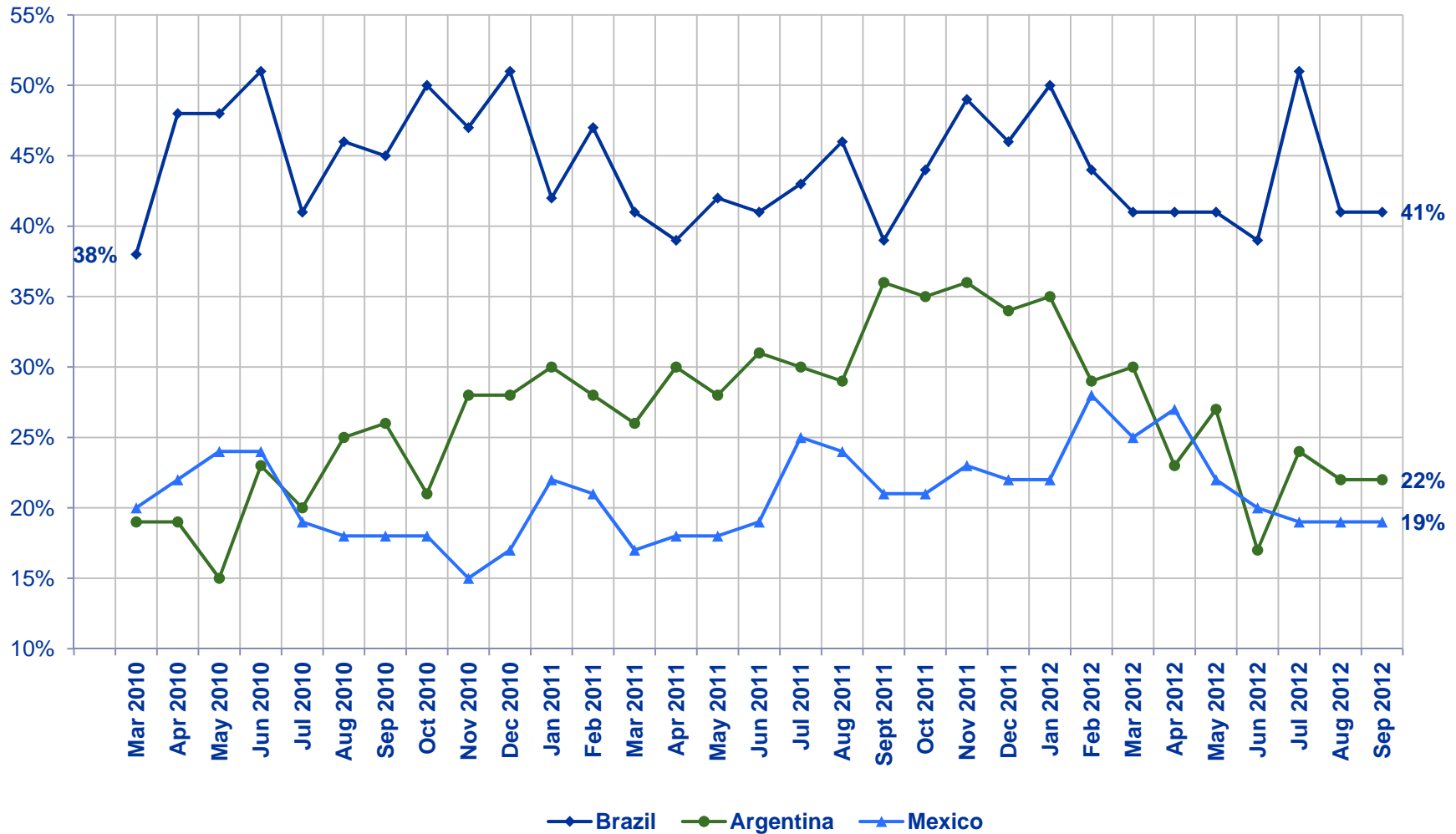
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

% Strong (Top 3 5-6-7)



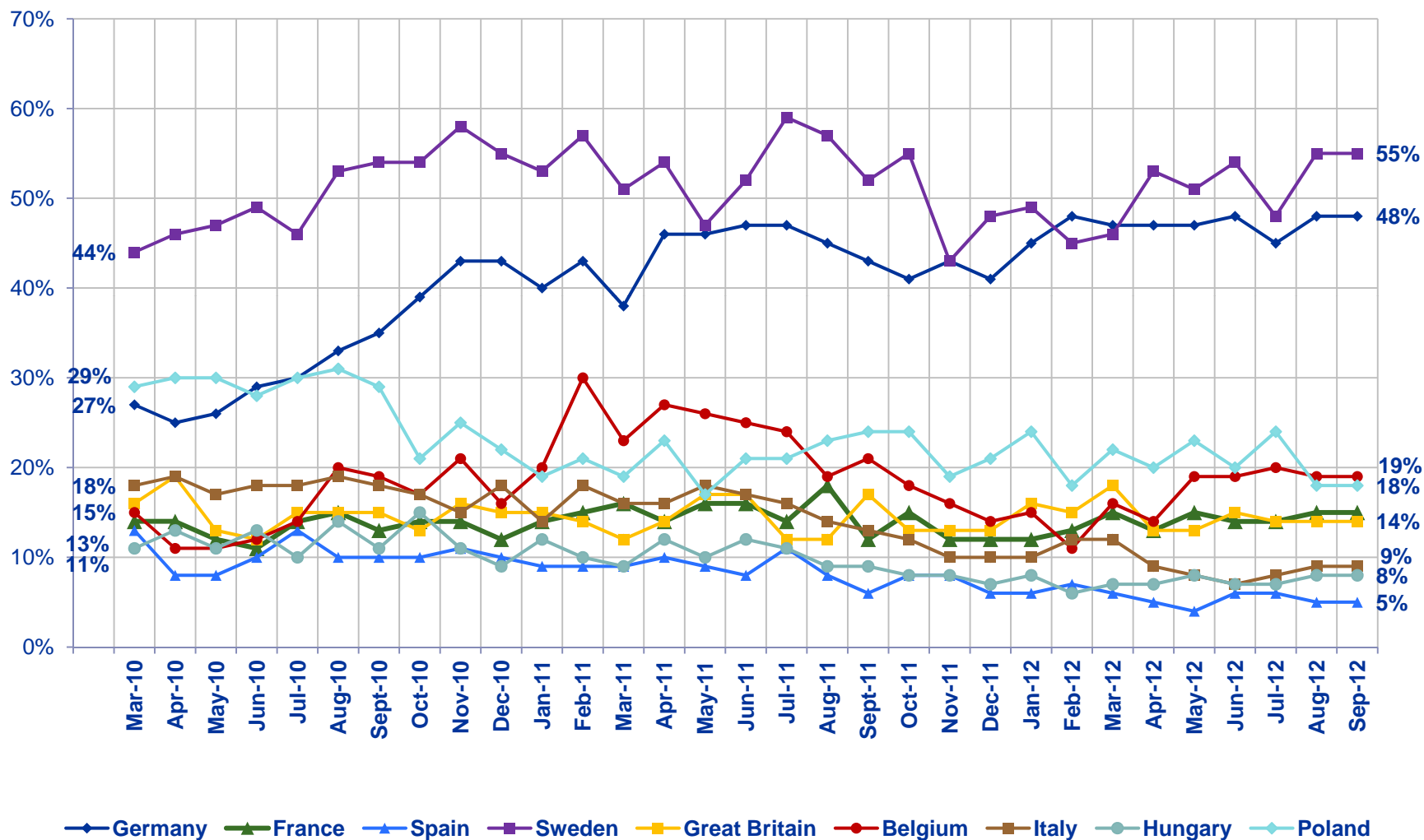
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

% Strong (Top 3 5-6-7)



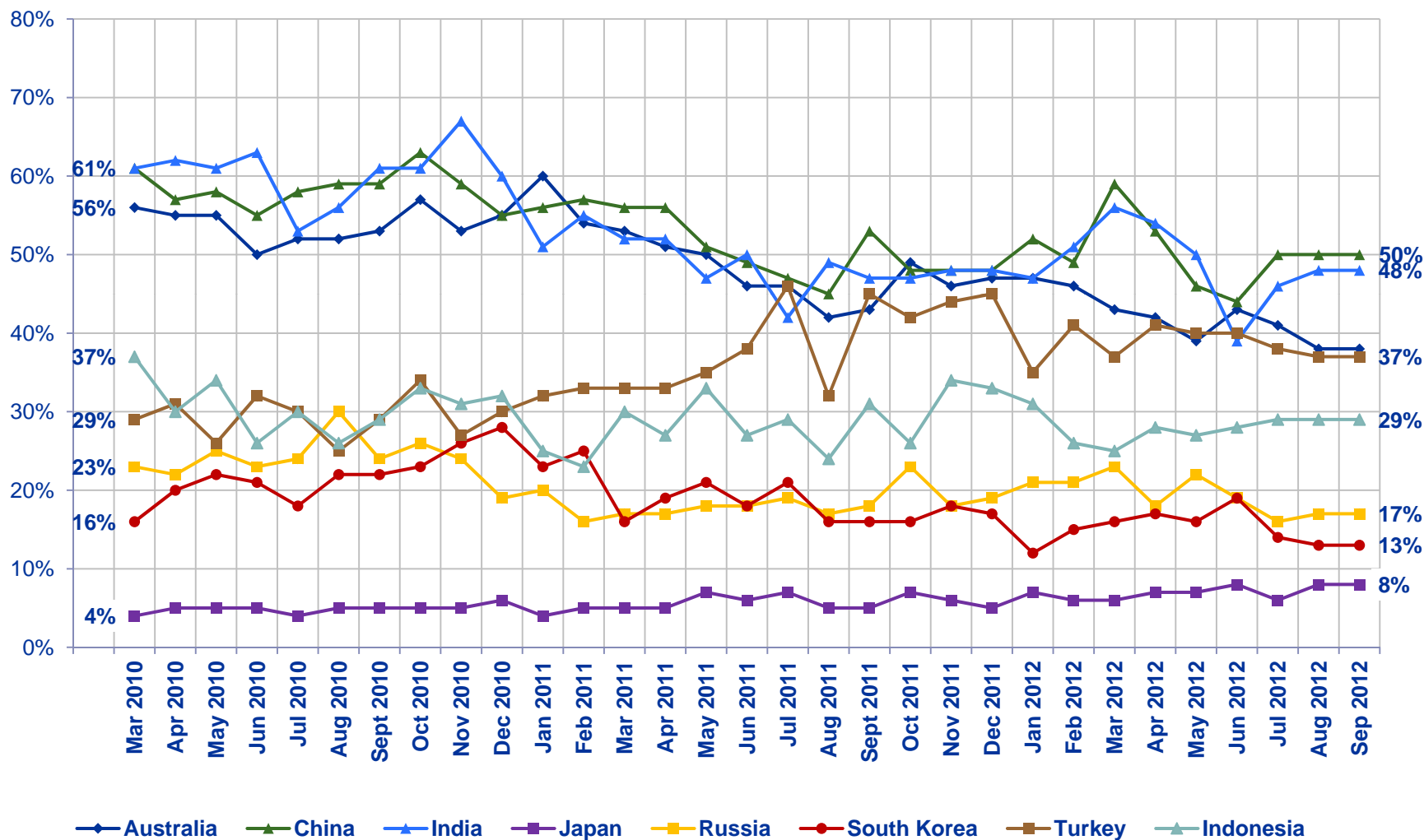
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

% Strong (Top 3 5-6-7)



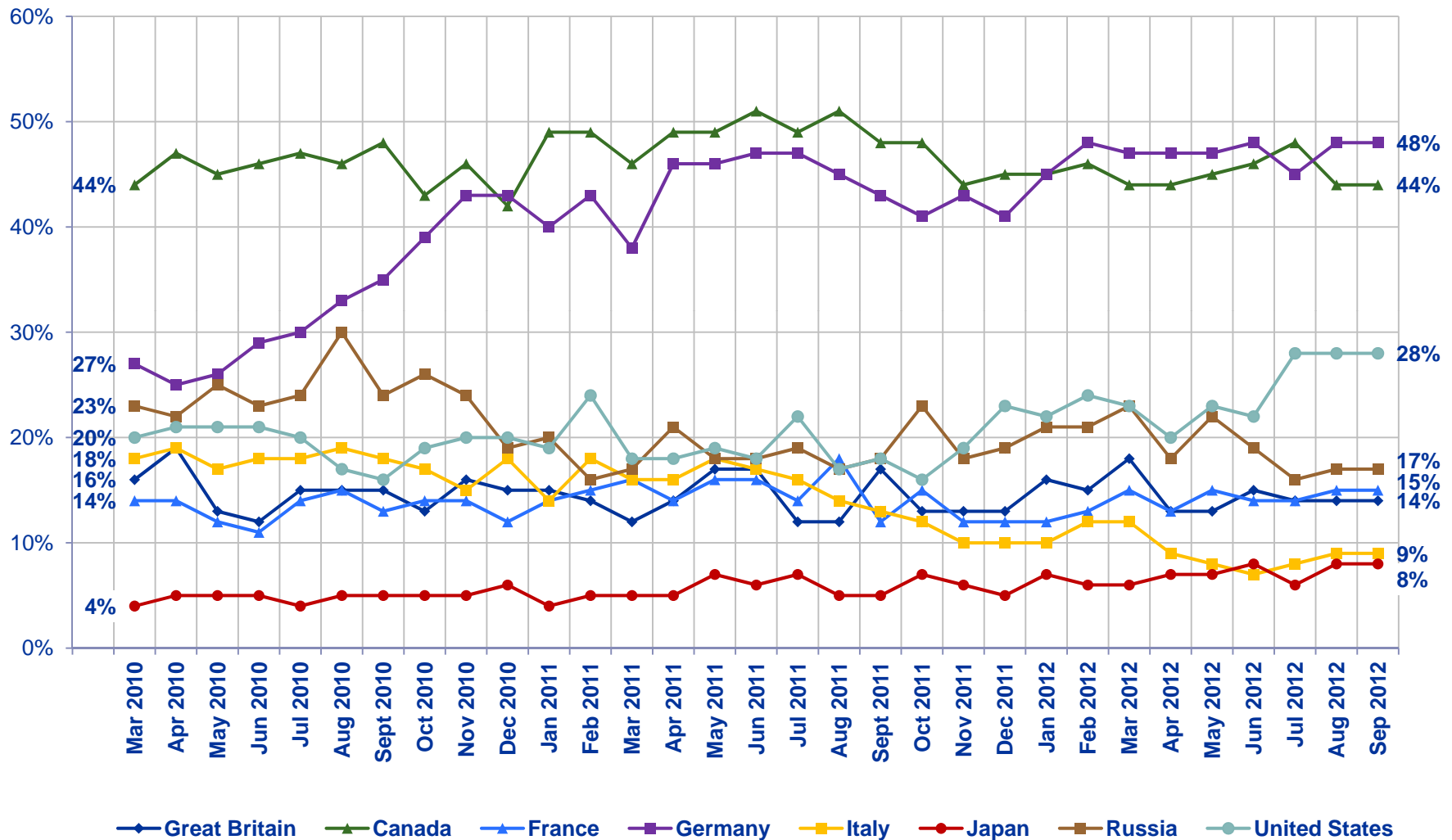
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

% Strong (Top 3 5-6-7)



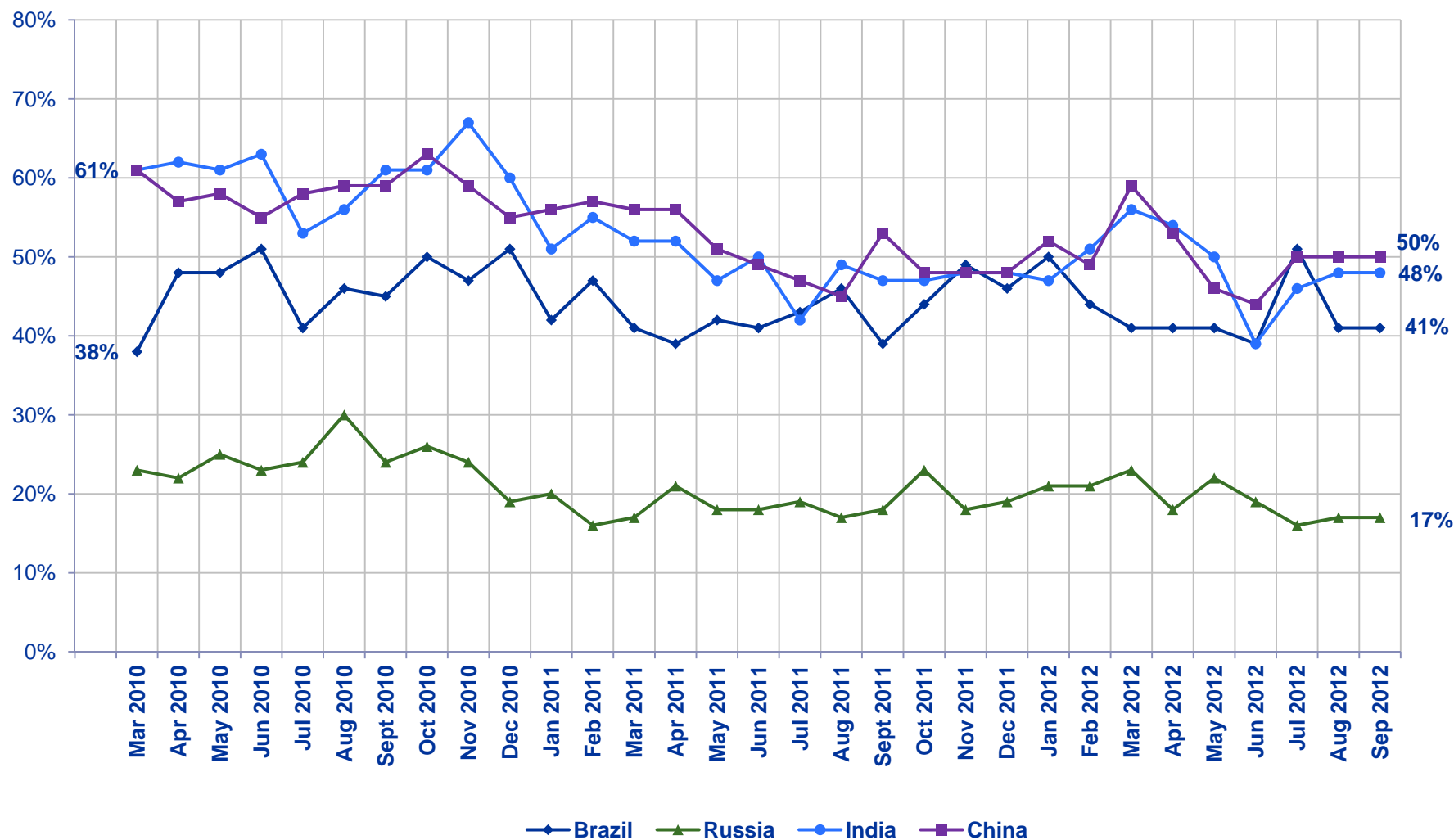
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

% Strong (Top 3 5-6-7)



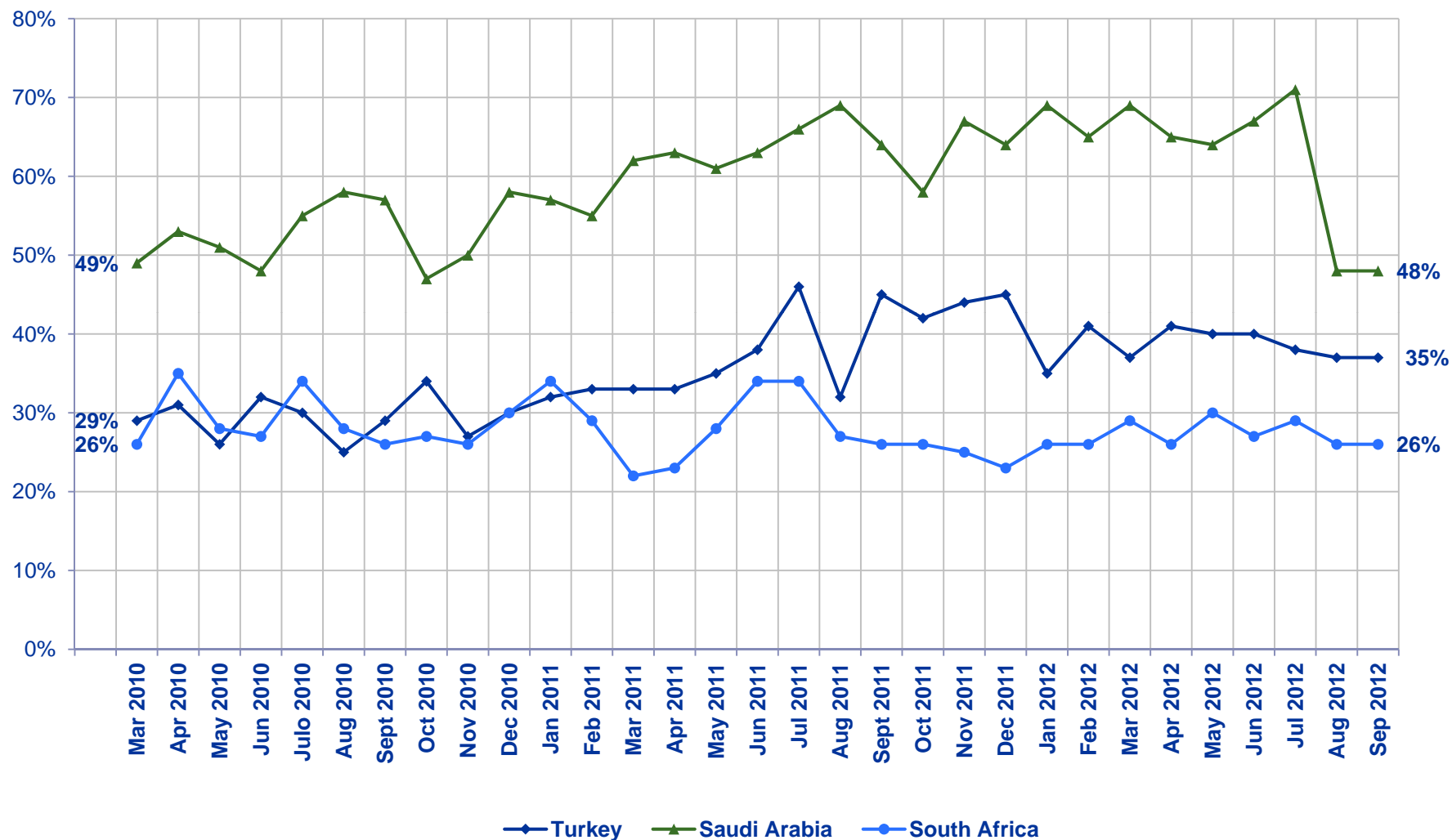
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

% 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.

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

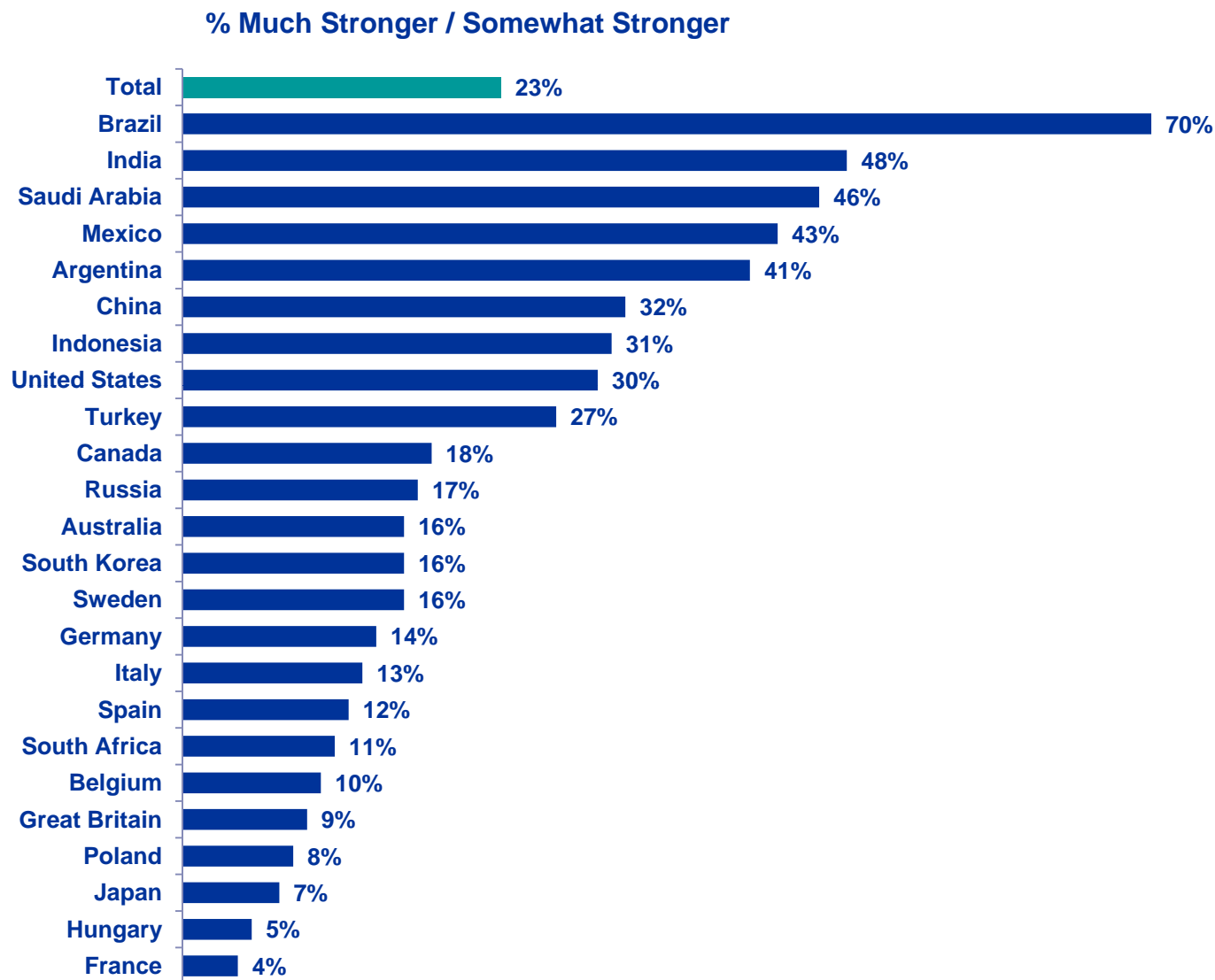
...Six Months From Now



*Detailed Tables B.7*



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



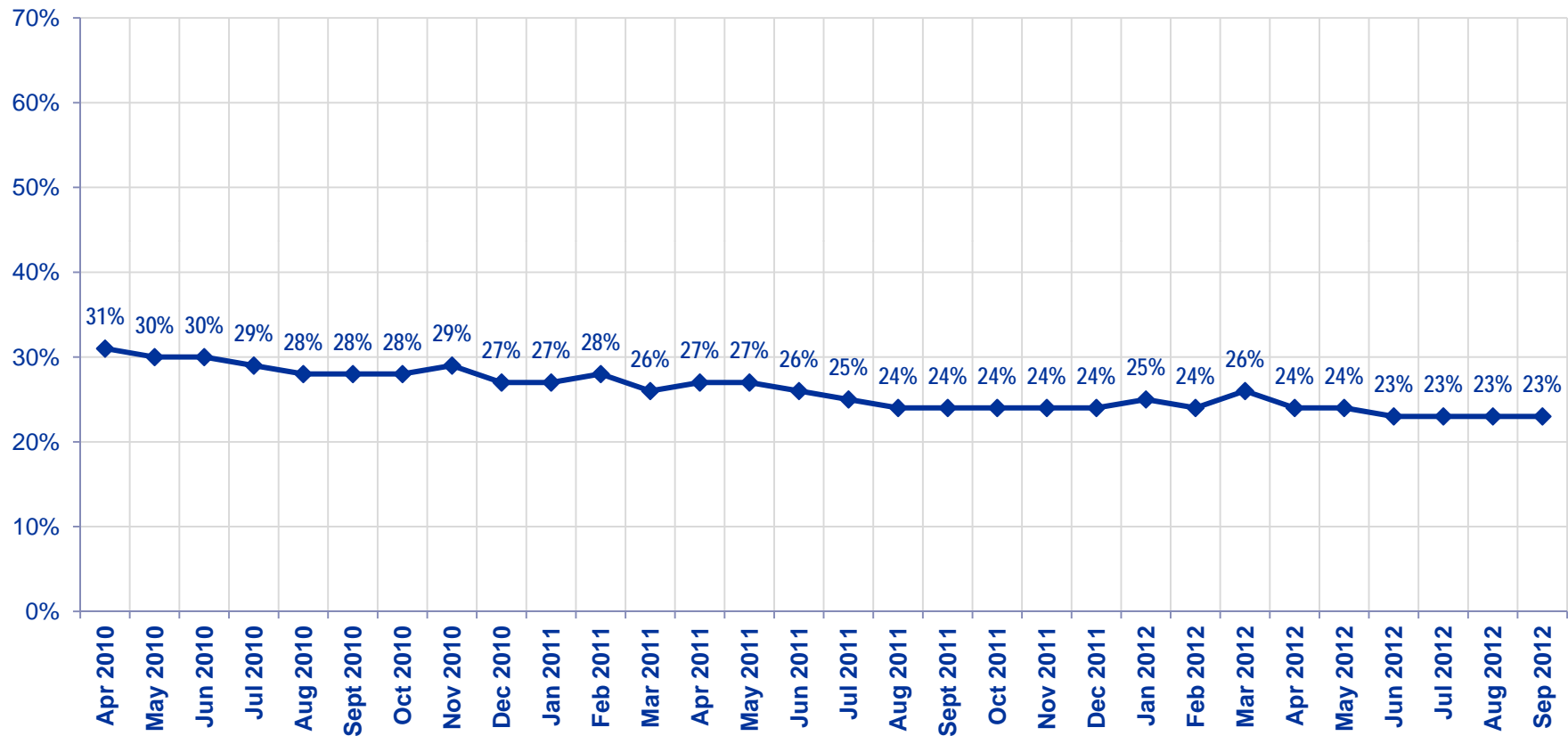
Looking ahead 6 months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?



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

N/C

Global Total  
% Much Stronger / Somewhat Stronger



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

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

## % Much Stronger/Somewhat Stronger

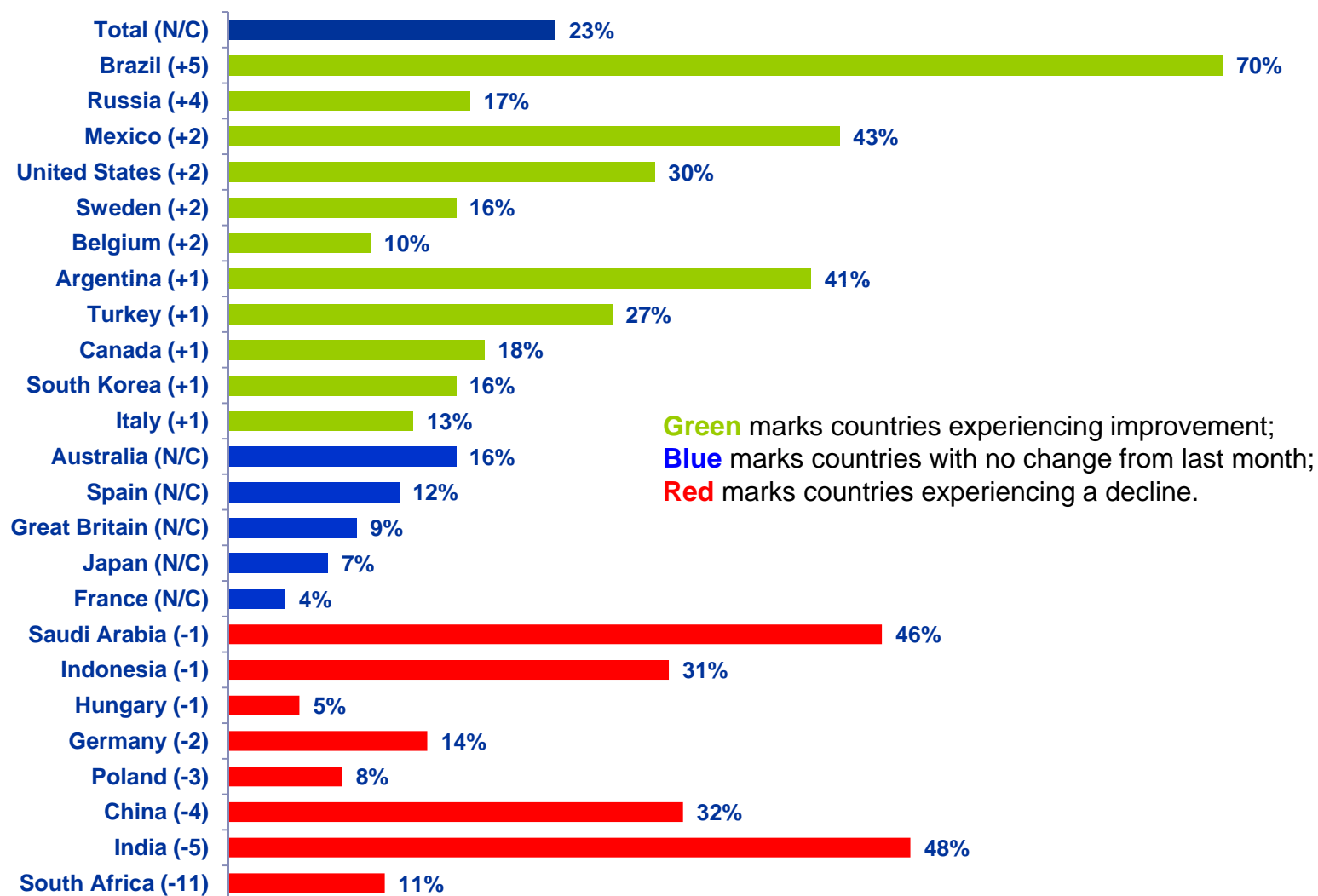
	Aug '10	Sep '10	Oct '10	Nov '10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11	Aug '11	Sep '11	Oct '11	Nov '11	Dec '11	Jan '12	Feb '12	Mar '12	Apr '12	May '12	Jun '12	Jul '12	Aug '12	Sep '12
<b>Argentina</b>	45%	42%	39%	44%	43%	42%	44%	44%	42%	45%	47%	47%	52%	52%	50%	47%	45%	42%	43%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

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

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

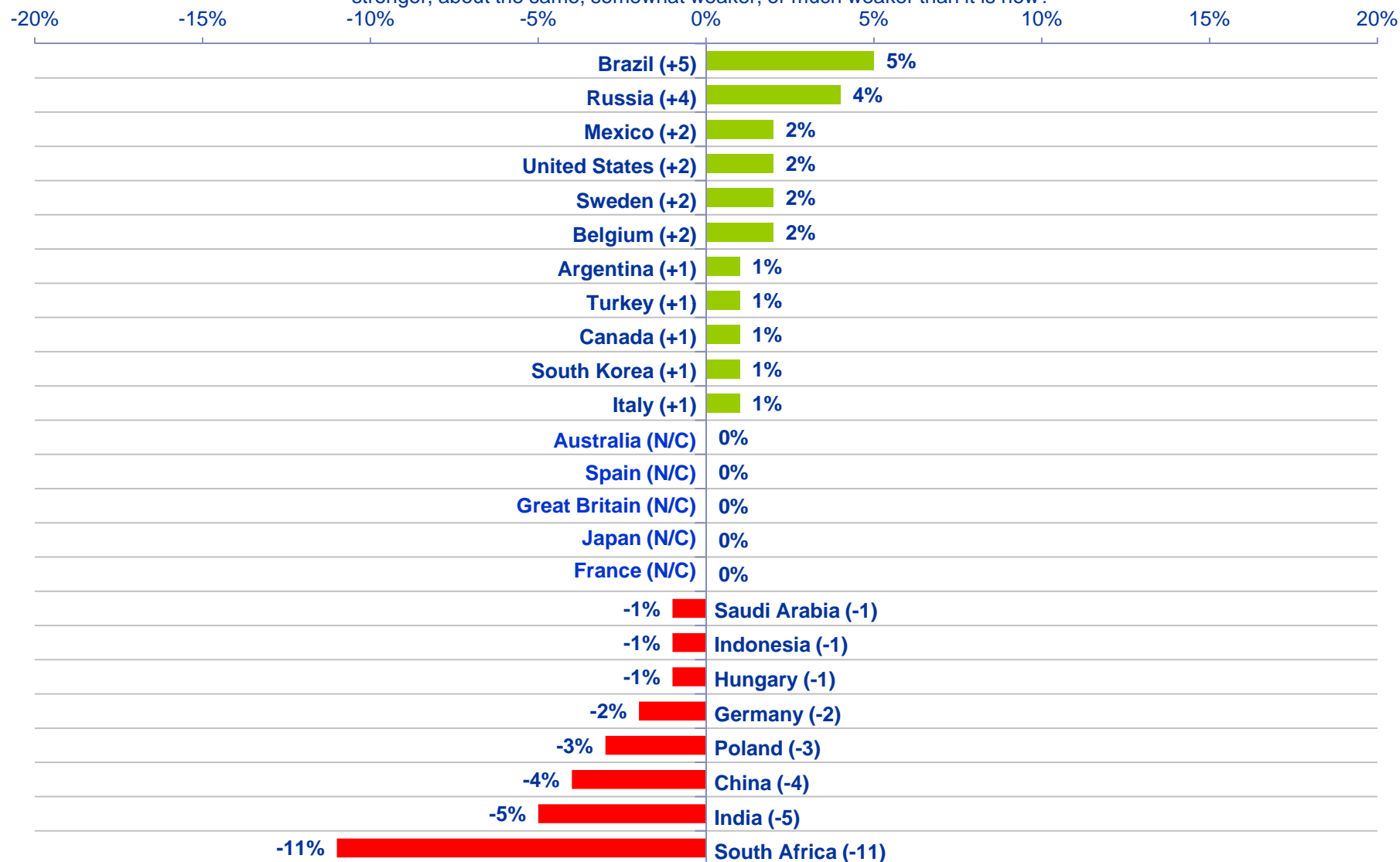
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?



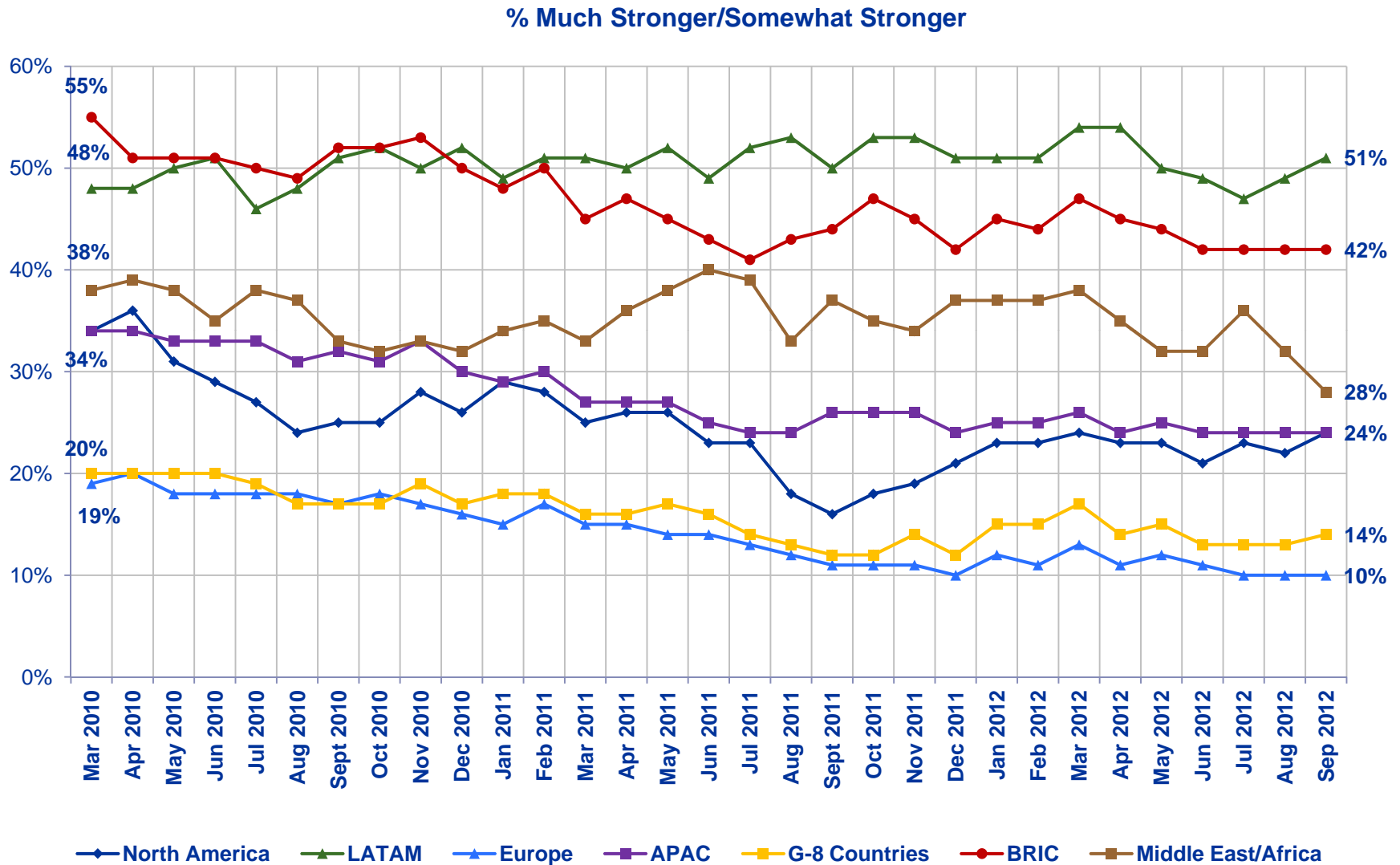


## Countries Ranked by Net Improvement, Decline or No Change Compared to Last Month:

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



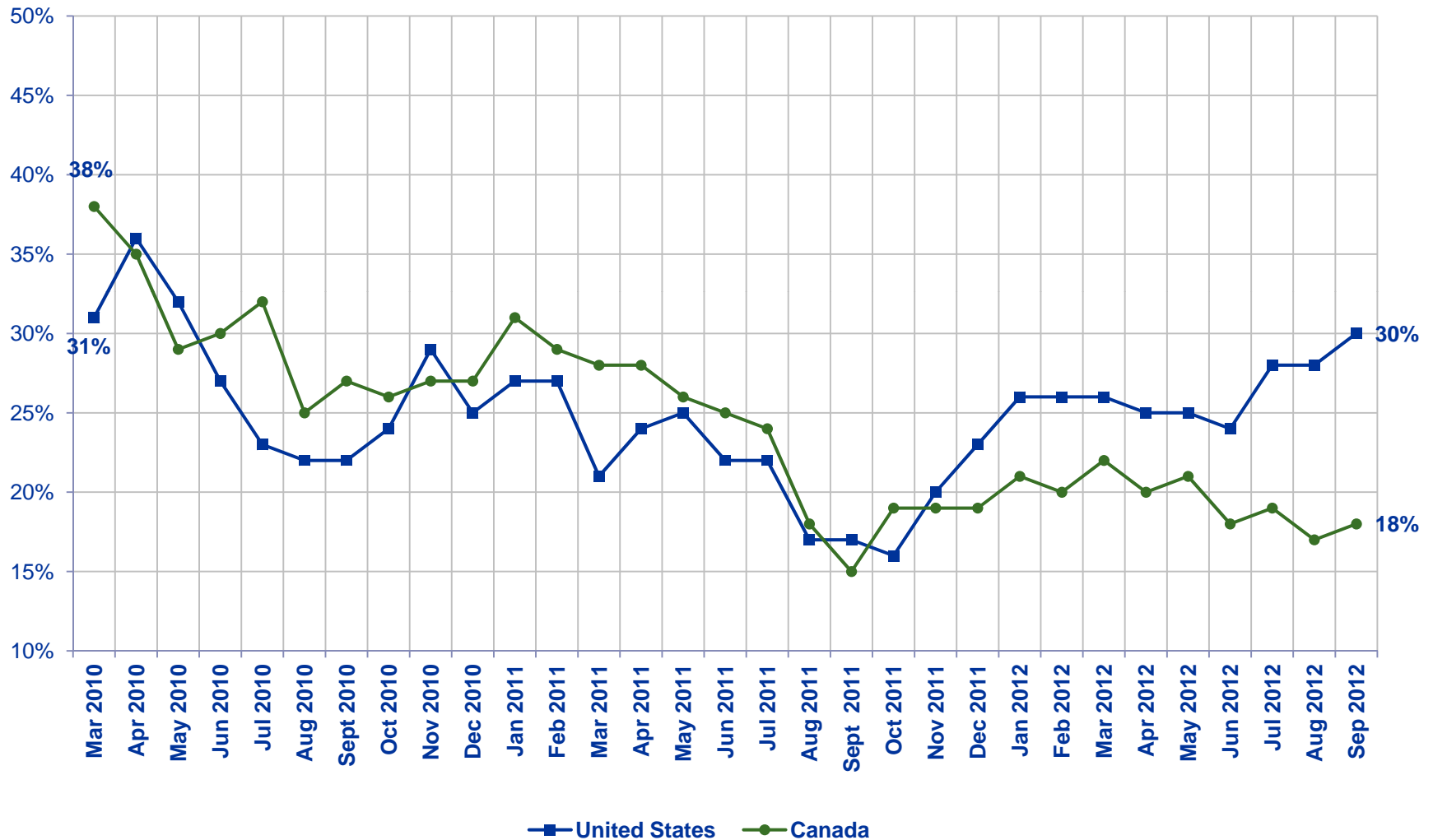
# All Regions - Citizen Consumers Who Say The Economy in the Local Area to be Stronger in The Next Six Months



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

## 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



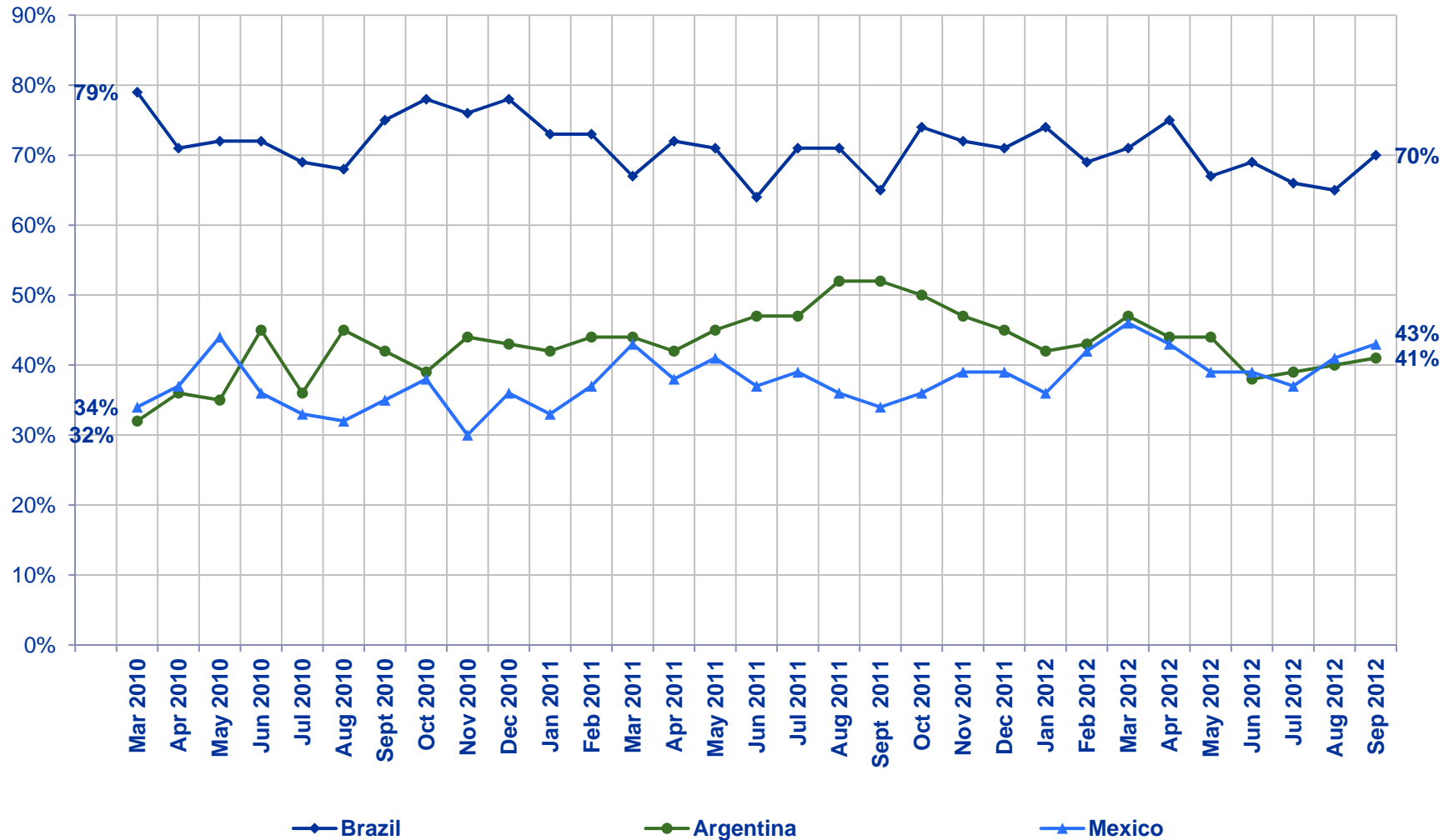
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

▲ 2

% Much Stronger/Somewhat Stronger

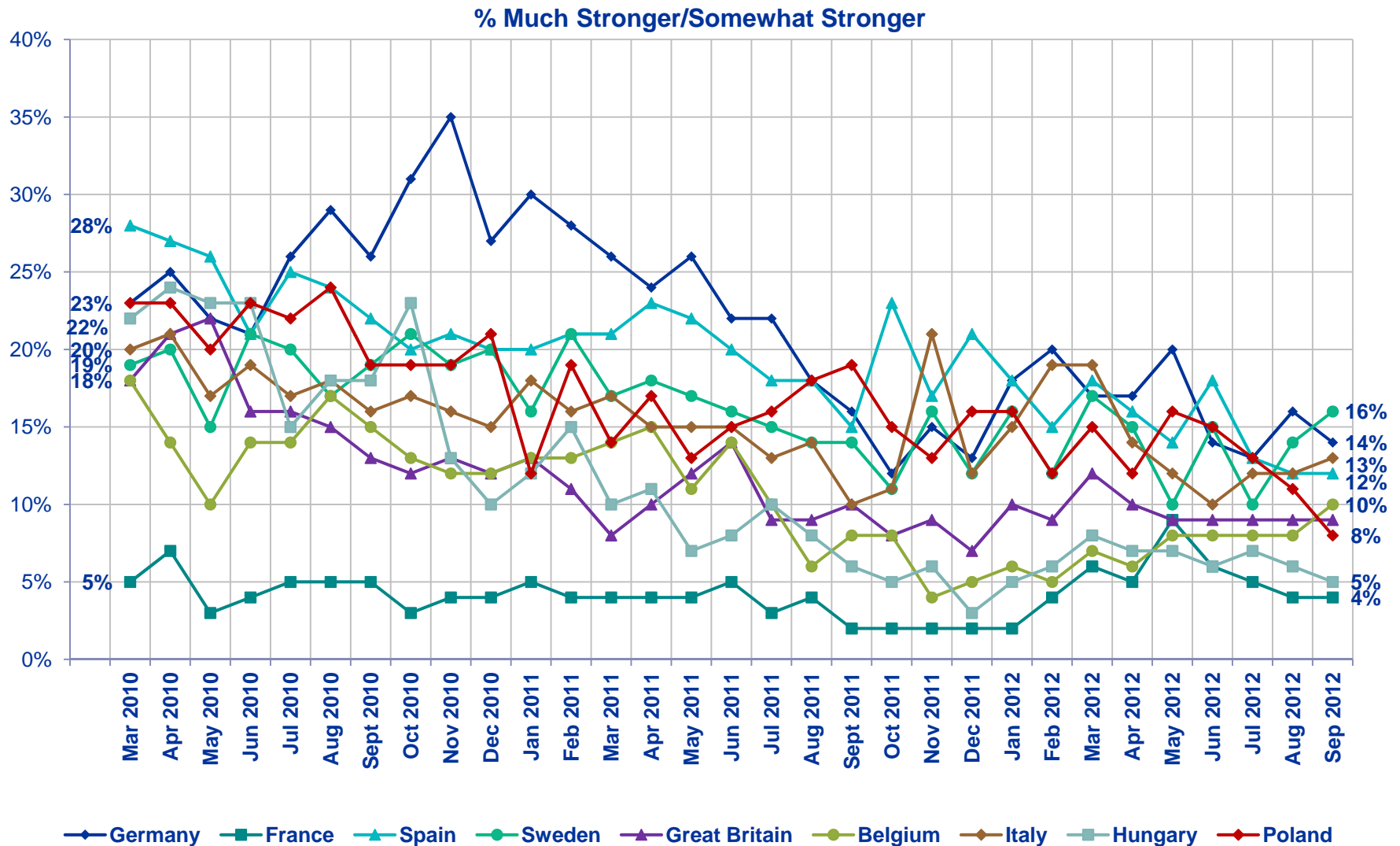


Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

N/C



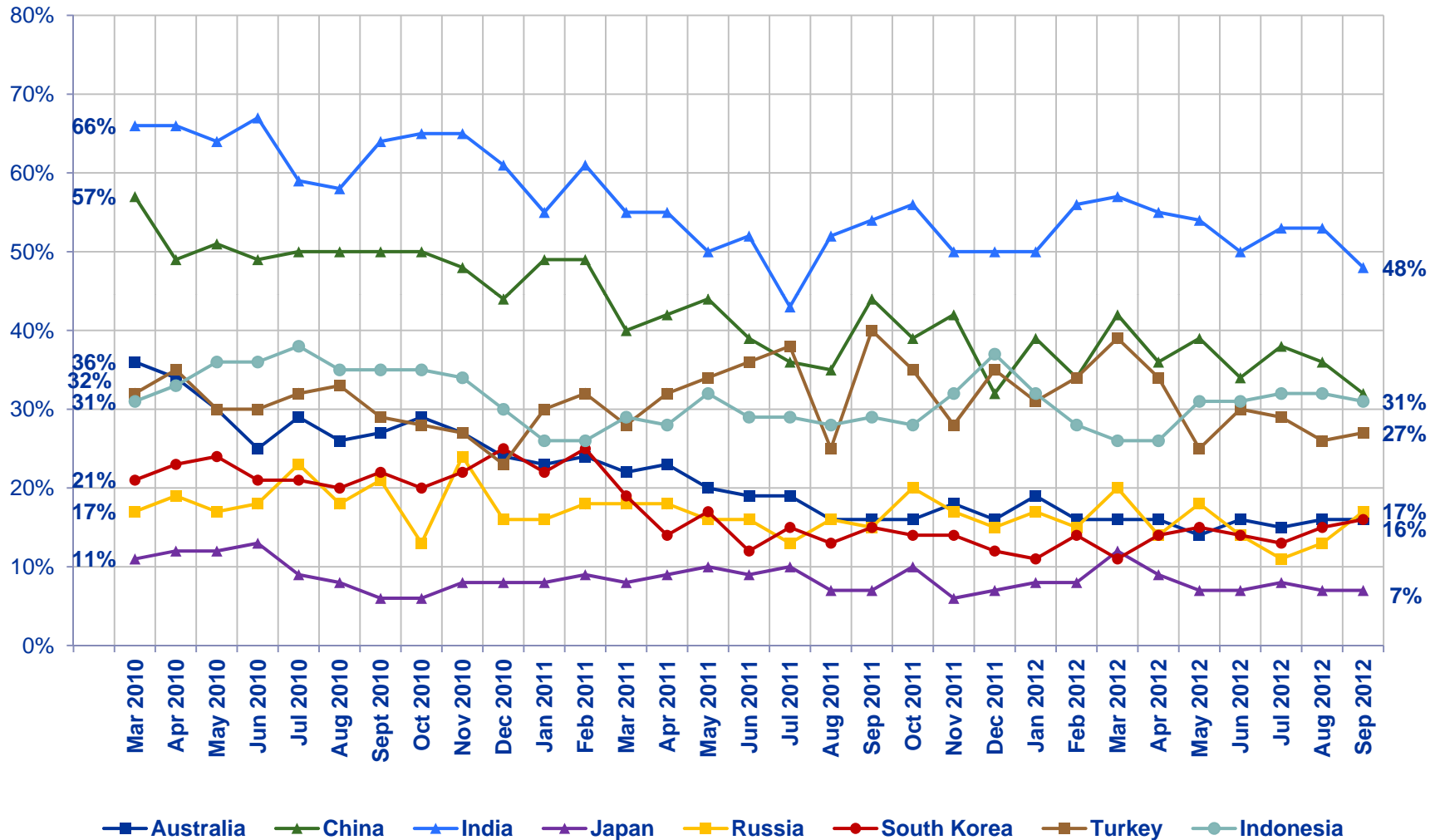
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

N/C

% Much Stronger/Somewhat Stronger



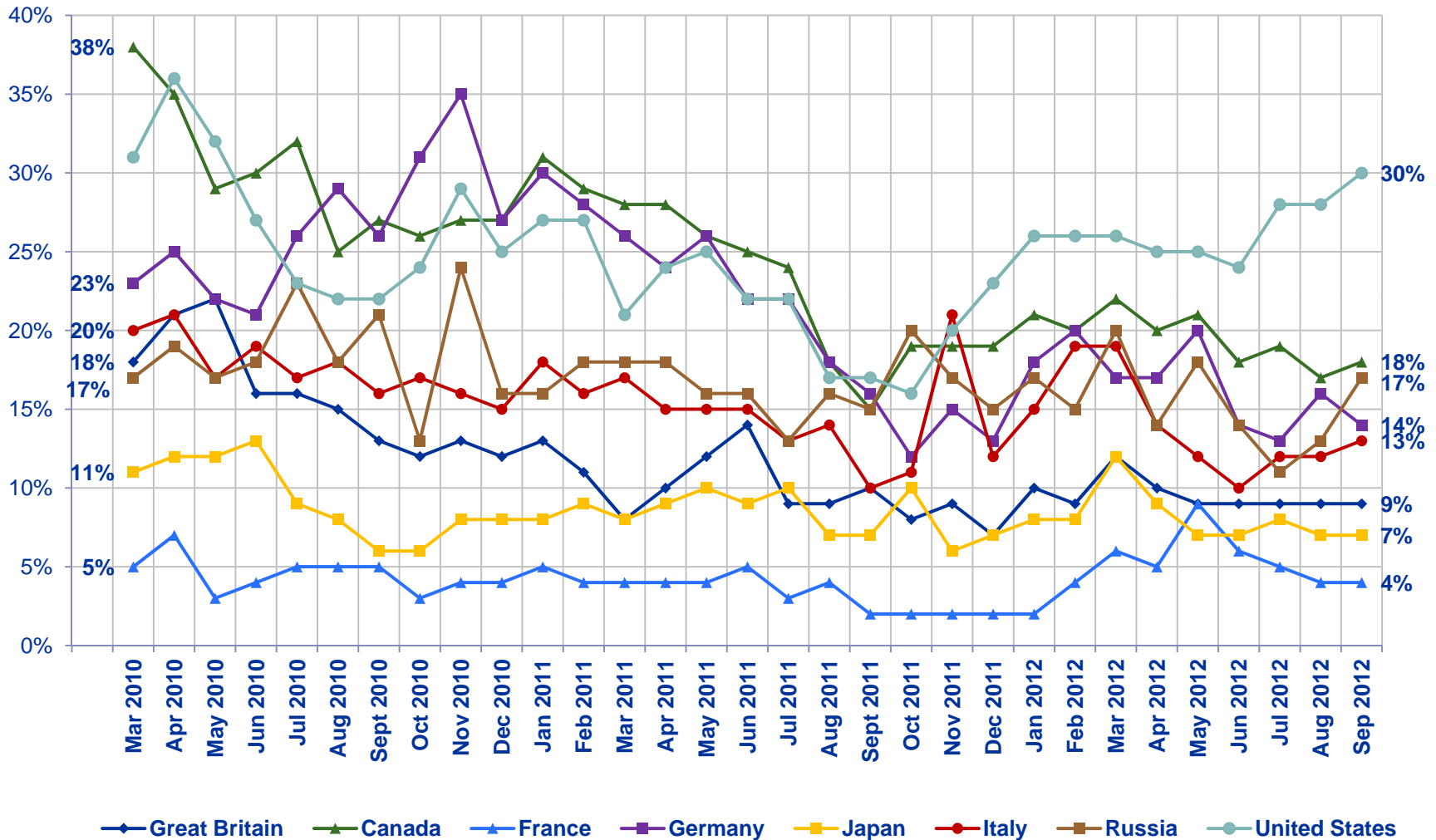
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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



% Much Stronger/Somewhat Stronger



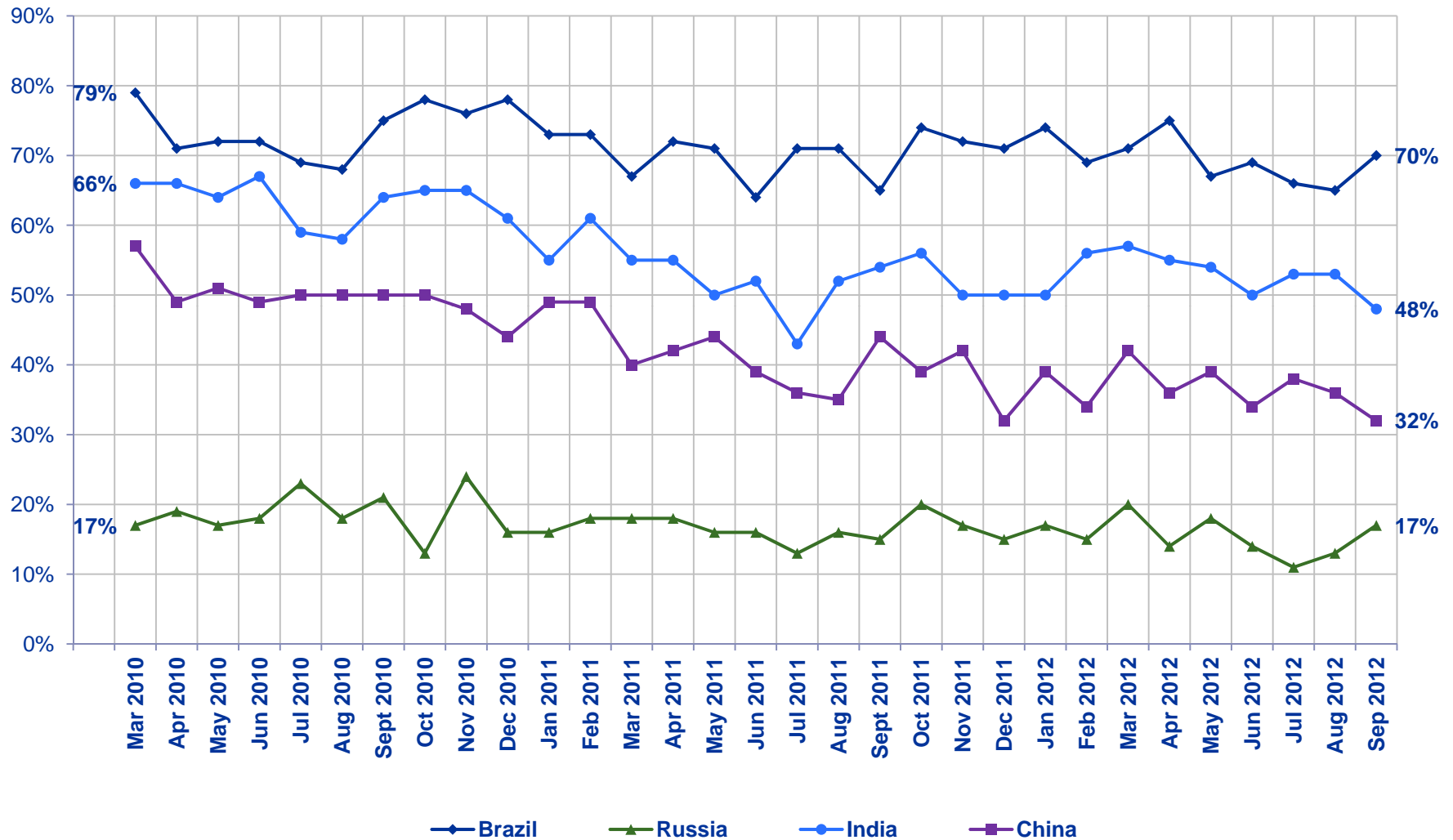
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

N/C

% Much Stronger/Somewhat Stronger



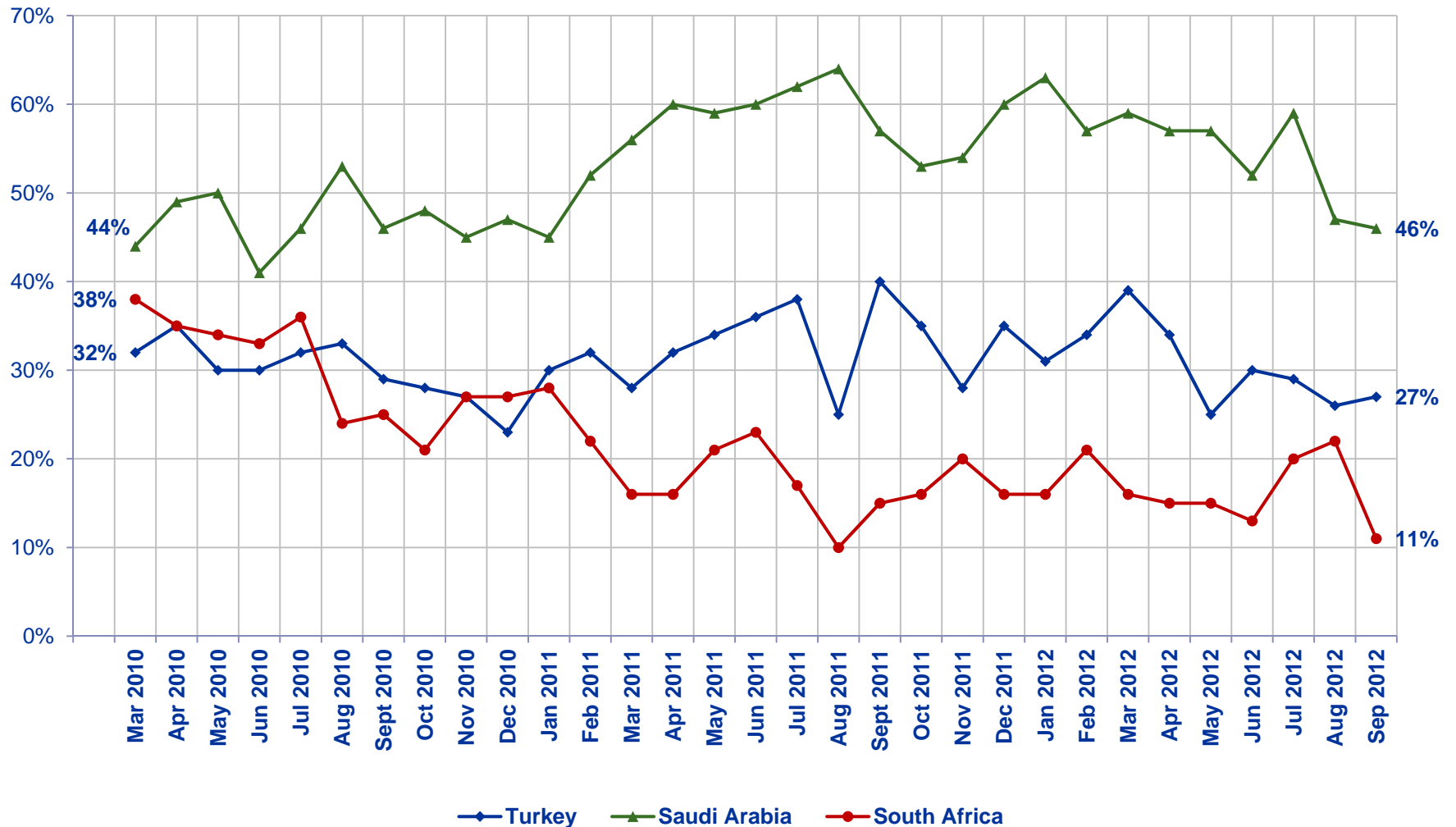
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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

▼ 4

% 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

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- The Ipsos *Global @dvisor* Syndicate Study 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:

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