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Virtually No Lift (+1) in Assessment of Global Economic Fortunes

G-20 Leaders Meet in Shadow of Mostly Stagnant Global Consumer/Citizen Assessment of National Economies

Toronto, Canada – A new Ipsos/canada.com poll released today shows that as the world's G-20 leaders gather in Toronto, Canada for their meeting, they'll do so in the shadow of a mostly stagnant global consumer/citizen assessment of their national economies.

The global consumer citizen survey conducted regularly since April 2007 is produced monthly. This May, 2010 the survey contained interviews with 18,624 adults in 24 countries representing 75% of the world's GNP.

The highest positive level of the average global consumer/citizen assessment was in April, 2007 when 66% said their own national economy was 'good' and was at its lowest in April 2009 at 29%--a plunge of 37 points while in the grips of a world wide recession. The average global consumer/citizen assessment has remained virtually stagnant since January, 2010 when it was at 38%.

Comparing the findings of this month to last month, the new survey results reveal:

- Four in 10 (39%) global citizens describe the current economic situation in their country as 'good'. This is +1 point since the last survey in April (38%).
- Those countries where citizens indicate the greatest improvement in the assessment of their economy are from Brazil (+5 points), Saudi Arabia (+4 points), Sweden (+4 points) and Mexico (+3 points).
- Those countries where citizens indicate the greatest decline in the assessment of their economy are from Germany (-7 points), Great Britain (-5 points), China (-3 points) and Italy (-3 points).
- Regional Change from April: G8 Countries -3 points, European Countries -1 point, North America -3 points, LATAM +3 points, APAC +1 point, and BRIC no change.

The following is the ranked list of countries where citizen/consumers have assessed the economy on their own country. The numbers in the brackets equal the "+/-" of the individual country measurements since April, 2010:

	% Total May '10	Change over April '10
Total	39%	(+1)
India	85%	(-1)
Saudi Arabia	80%	(+4)
China	78%	(-4)
Australia	74%	(+1)
Brazil	65%	(+5)
Canada	64%	(-3)
Sweden	60%	(+4)
Indonesia	52%	(0)
Poland	45%	(-2)
South Africa	41%	(-3)
Turkey	40%	(+1)
Germany	37%	(-7)
South Korea	31%	(-1)
Russia	30%	(+2)
Argentina	27%	(+2)
United States	23%	(-2)
Belgium	23%	(-1)
Mexico	23%	(+3)
Italy	14%	(-3)
Great Britain	13%	(-4)
France	8%	(-1)
Hungary	8%	(0)
Japan	6%	(-1)
Spain	6%	(+3)

These are the findings of the Global @dvisor Wave 9 (G@9), an Ipsos survey conducted between May 12 and May 21, 2010. The survey instrument is conducted monthly in 24 countries simultaneously around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America. For the results of the survey presented herein, an international sample of 18,624

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, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. 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.

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