

FOR IMMEDIATE RELEASE

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## **61% of Global Citizens Say Things in Their Country are On the Wrong Track**

***Only One Third (35%) Satisfied with Way Things are Going in Their Country Today as Economic Growth Weak, Job and Personal Financial Optimism Low***

**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, most leave behind majorities of consumer/citizens who believe things in their country are on the wrong track and are dissatisfied with how things are going in their country today.

And what may very well be driving the global state of negativity is what Finance Ministers and Central Bankers will need to heed in their deliberations: the simple building blocks of consumer confidence in most economies have yet to recover from the global recession, including lack of evidence that local economies are growing, job anxiety is high and positive assessments about personal financial fortunes now and in the coming months are low.

The global consumer/citizen survey conducted in May, 2010 contained interviews with 18,624 adults in 24 countries representing 75% of the world's GNP. The specific survey results reveal:

- *Only 39% believe things are headed in the right direction:*

Total	Total May '10
	39%
China	77%
India	64%
Indonesia	64%
Saudi Arabia	64%
Australia	57%
Russia	54%
Canada	53%
Brazil	49%
Poland	45%
Sweden	45%
United States	39%
Turkey	37%
Hungary	34%
Great Britain	31%
South Korea	31%
Germany	28%
South Africa	27%
Italy	24%
Mexico	21%
Japan	19%
Argentina	18%
Spain	17%
France	17%
Belgium	14%

- *Only one third (35%) are satisfied with the way things are going in their country today...*

Total	Total May '10
	35%
India	71%
China	70%
Australia	63%
Canada	61%
Sweden	54%
Germany	52%
Saudi Arabia	49%
Brazil	44%
Poland	40%
Turkey	36%
Great Britain	33%
South Korea	31%
United States	31%
Russia	26%
Indonesia	25%
South Africa	24%
Japan	21%
France	21%
Italy	20%
Belgium	16%
Argentina	15%
Hungary	15%
Mexico	11%
Spain	10%

*Other top-line global average findings indicate:*

- Just 30% rate the current state of the economy in their local area as “Strong”
- Only 31% expect their local economy to be stronger six months from now
- 48% say someone in their family or someone they know personally has lost their job in the last six months as a result of economic conditions
- 58% indicate they’re now less confident about job security for themselves, their family and other people they know personally compared to how they felt six months ago
- 20% say they, someone in their family or someone else they know personally will likely lose their job in the next six months
- Only 31% rate their current financial situation as “strong”
- Just 39% expect their personal financial situation to be stronger in the next six months

*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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