**FOR IMMEDIATE RELEASE** **February 2, 2011**

# On the Heels of Davos, A Silver Lining Appears in Global Consumer Citizen Economic Sentiment

## *Monthly Pulse of World Shows All Regions Up First Time since April 2010*

**Toronto** —On the heels of the annual Davos World Economic Forum a monthly poll of citizen consumer sentiment on the state of their national economies in 24 countries conducted by global research company Ipsos and released today shows that, despite a number of countries that continue to be mired in pessimism, all of the global regions assessed moved up in January.

What's significant in the latest findings is that the last time all regions were "up" from the previous month was April 2010. The latest findings indicate the Middle East and Africa (61%, +2) leads with the strongest economic assessments, followed by Latin America (47%, +1), Asia-Pacific (43%, +1), North America (43%, +1) and Europe (25%, +2).

Ipsos surveyed 19,271 adults in 24 countries between January 5 and January 16, 2012 via Global @dvisor, a monthly survey syndicate service.

## *Global Aggregate Economic Confidence Hovers at Four in Ten...*

Assessments of national economies have tentatively fluttered up and down one point for the past few months, landing up one point at 39% in January, possibly implying a tentative optimism at the global aggregate level.

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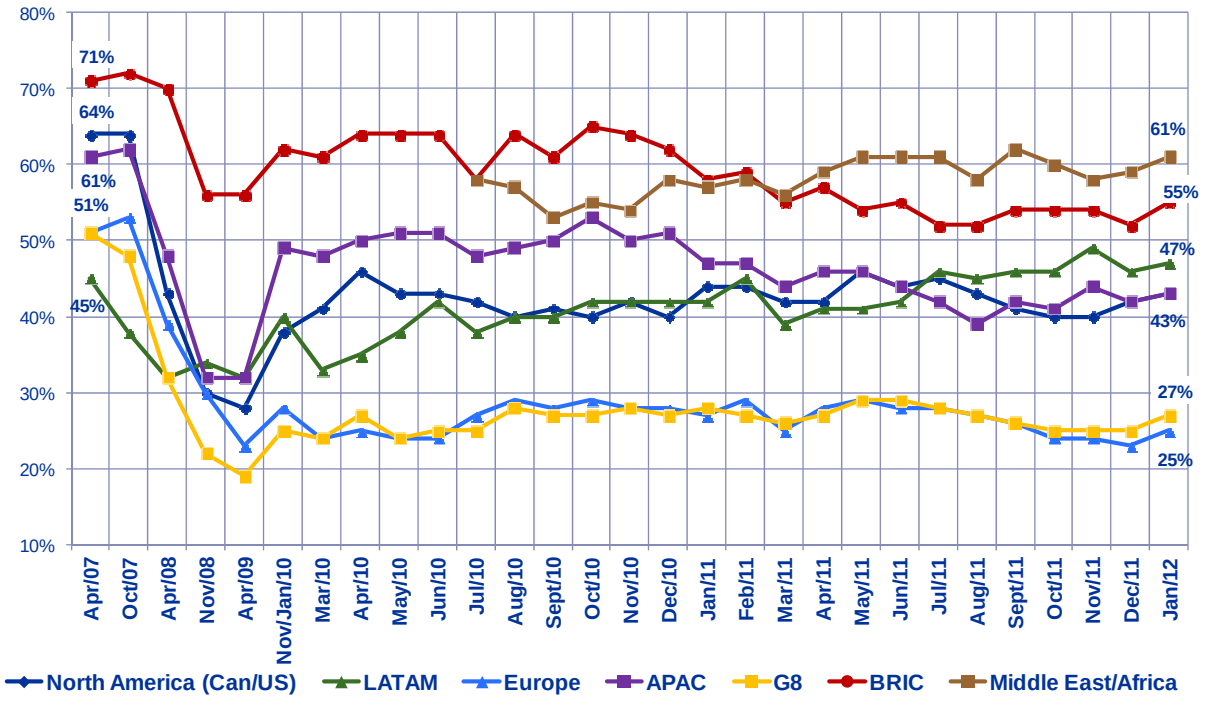
Nationally, Saudi Arabia comes out on top with near-unanimous belief that the current national economic situation is 'good' (86%), a figure that went unchanged this month. They are followed by: Sweden (72%, -2 points this wave), Australia (70%, +2), Germany (70%, +9), Canada (65%, +2) and India (65%, -3).

On the other end, European countries are the culprits dragging down the global aggregate assessment though, in a glimmer of hope, they did not shift downwards this wave. Only 2% (no change since last wave) of those in Hungary rate their national economies as 'good', followed by Spain (4%, n/c), Italy (5%, n/c), France (6%, +1), Japan (8%, n/c) and Great Britain (13%) which actually improved five points since December.

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| | *Rate national economy as 'good'* | *% point change since last month* |
|---|---|---|
| **Total** | **39%** | **+1** |
| Saudi Arabia | 86% | 0 |
| Sweden | 72% | -2 |
| Australia | 70% | +2 |
| Germany | 70% | +9 |
| Canada | 65% | +2 |
| India | 65% | -3 |
| China | 64% | +9 |
| Brazil | 62% | +6 |
| Argentina | 55% | +3 |
| Turkey | 55% | -3 |
| Indonesia | 45% | -1 |
| South Africa | 42% | +10 |
| Russia | 30% | 0 |
| Poland | 27% | 0 |
| Mexico | 24% | -6 |
| Belgium | 22% | +3 |
| United States | 21% | 0 |
| South Korea | 17% | -4 |
| Great Britain | 13% | +5 |
| Japan | 8% | 0 |
| France | 6% | +1 |
| Italy | 5% | 0 |
| Spain | 4% | 0 |
| Hungary | 2% | 0 |

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*These are some of the findings of an Ipsos Global @dvisor poll conducted between January 5 and January 16, 2012. The survey instrument is conducted monthly in 24 countries via the Ipsos Online Panel system. 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. An international sample of 19,271 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 with the exception of Argentina, Indonesia, Mexico, Poland, Saudi Arabia, South Africa, South Korea, Sweden, Russia and Turkey, where each have a sample 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 for a sample of 500 19 times out of 20 per country of what the results would have been had the entire population of the specifically aged adults in that country been polled.*

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**For full tabular results, please visit our website at *www.ipsos.ca*.**

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