Ipsos Global @dvisor Wave 28 - The Economic Pulse Of The World

Contributed by Ipsos Mori
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British economy is in a bad state

Nine in ten Britons (92%) describe our economy as being in a bad situation according to new research from Ipsos MORI conducted online in 24 countries around the world.

While this pessimism in Britain is not encouraging for the prospects of growth, some of our European compatriots are even more negative about their economy. 95% of French and Italian adults describe their economy as being in a bad situation along with 96% of Spanish and 98% of Hungarians.

Just 8% of Britons say the economy is in a good position, this is the joint lowest Ipsos MORI has found since January 2010 (was also at 8% in March 2011). 5% of French and Italians and 4% of Spanish describe their economy as good; while just 2% of Hungarians say the same - the lowest of all European countries included in the survey.

However, there is some positive news elsewhere in Europe with three quarters (74%) of Swedish online citizens and six in ten Germans (61%) saying their economy is in a good situation.

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Deputy Head of Political Research, Ipsos MORI, Tom Mludzinski, said:
â€œBritish economic confidence has been heading towards rock bottom in recent months. Economic gloom domestically and apocalyptic headlines coming out of the eurozone crisis made for tough times ahead of Christmas. If there is to be growth in the UK economy it is important that public confidence also begins to pick up.â€•

Technical note
Global @dvisor is a monthly online survey conducted by Ipsos via the Ipsos Online Panel system in 24 countries around the world.

For the results of the survey presented herein, an international sample of 21,245 age 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed between 6 and 19 December. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Greece, Indonesia, Ireland, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.

Weighting was employed to balance demographics and ensure the sample's composition reflects that of the adult population according to the most recent country Census data available and to provide results intended to approximate the sample universe, (in the small number of developing countries where access to the internet is limited respondents are more likely to be affluent and well connected than the average member of the population.)

About Ipsos Mori
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