

# CONSUMER CONNECT ON FINANCE 2011





INTERNATIONAL RESEARCH



**3,400 +** global  
respondents

**40 +** questions

**1** sector

**CNN International Research** presents  
*Consumer Connect*, an in-depth series offering  
unique insights into the CNN global audience.

*Consumer Connect: On Finance* highlights the  
state of the global economy and how consumers  
feel about the 'state of the union'. This study,  
conducted July – August 2011, reveals insights  
around attitudes to the global economy,  
careers and investments.



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NATURAL   
DISASTERS

&

MIDDLEEAST  
INSTABILITY

HAVE

IMPACTED

the  GLOBAL

ECONOMY  

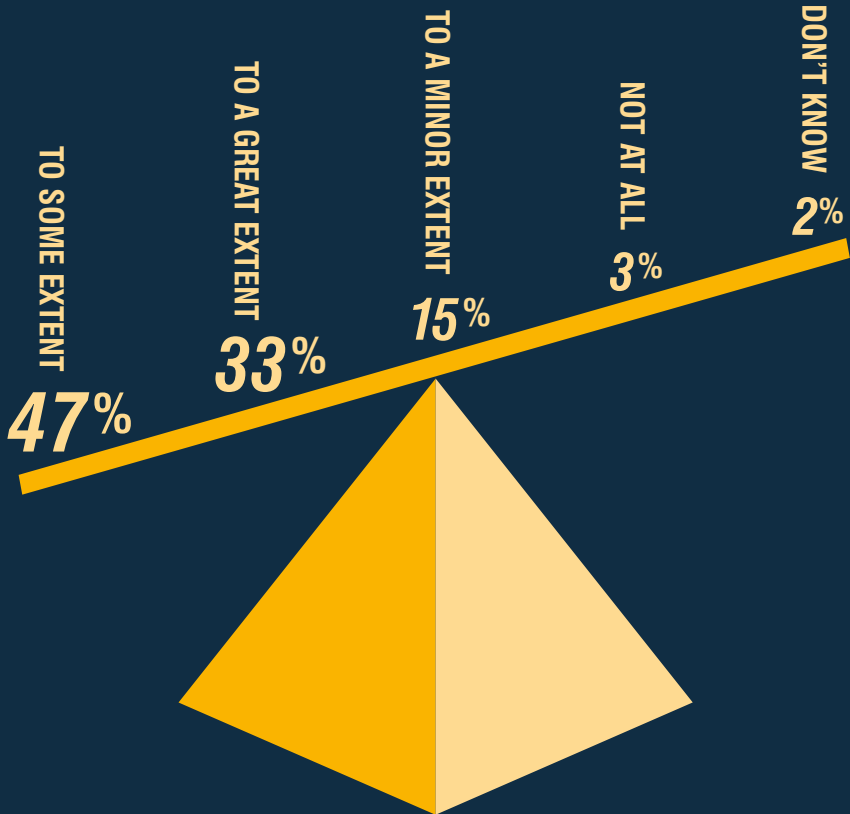
Nearly everyone (95%+) believes that natural disasters and Middle East instability had a significant impact on the global economy.

**Q:** To what extent do you believe that natural disasters have impacted the global economy?



Sample size = 3,091

**Q:** To what extent do you believe that political instability in the Middle East has impacted the global economy?



Sample size = 3,091



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Oil &  
FOOD  
PRICE HIKES +  
GLOBAL STOCK MARKET

volatility

ARE BELIEVED TO BE

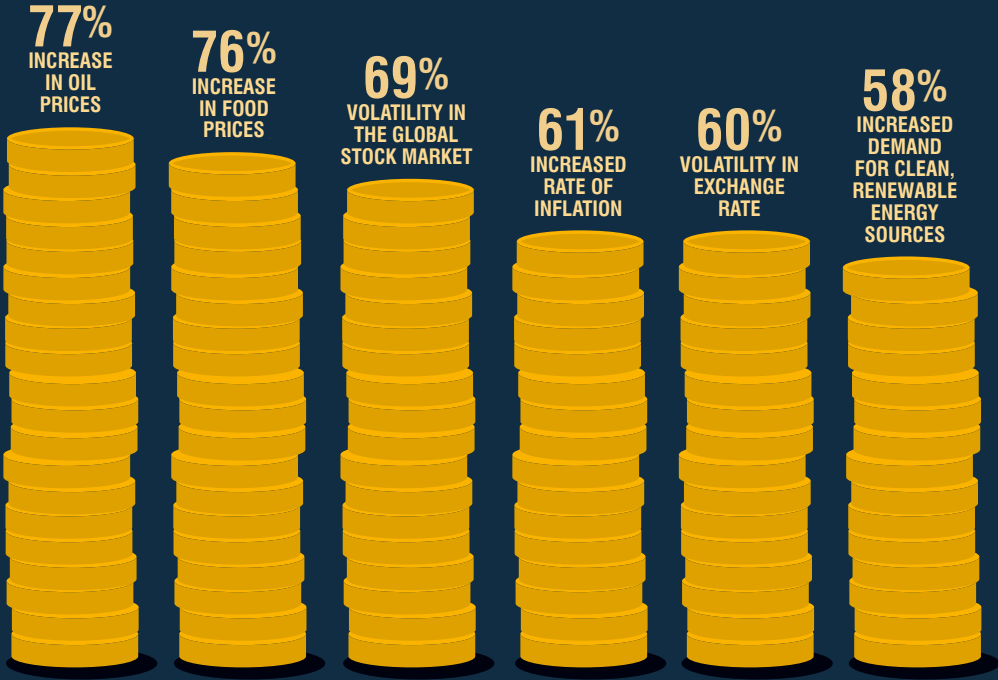
THE MOST LIKELY

FALLOUT OF THIS YEAR'S

EARTHQUAKE / TSUNAMI

& ARAB SPRING

**Q:** Below is a list of things that might occur as a result of the global natural disasters and Middle East political instability that we have seen so far this year. In your opinion, which of the following things are likely to happen over the next 12 months?



Sample size = 3,033

**57%**  
INCREASE IN  
UNEMPLOYMENT



**43%**  
DECLINE IN  
INTERNATIONAL  
TRAVEL



**40%**  
SHIFT IN  
INVESTMENT  
STRATEGIES  
TOWARDS  
COMMODITIES



**30%**  
DISRUPTION IN  
MANUFACTURING  
AND SUPPLY  
OF CONSUMER  
ELECTRONICS



**29%**  
DISRUPTION IN  
MANUFACTURING  
AND SUPPLY OF  
CARS



**CONSUMERS**  
ARE **MORE**  
**RISK-AVERSE,**

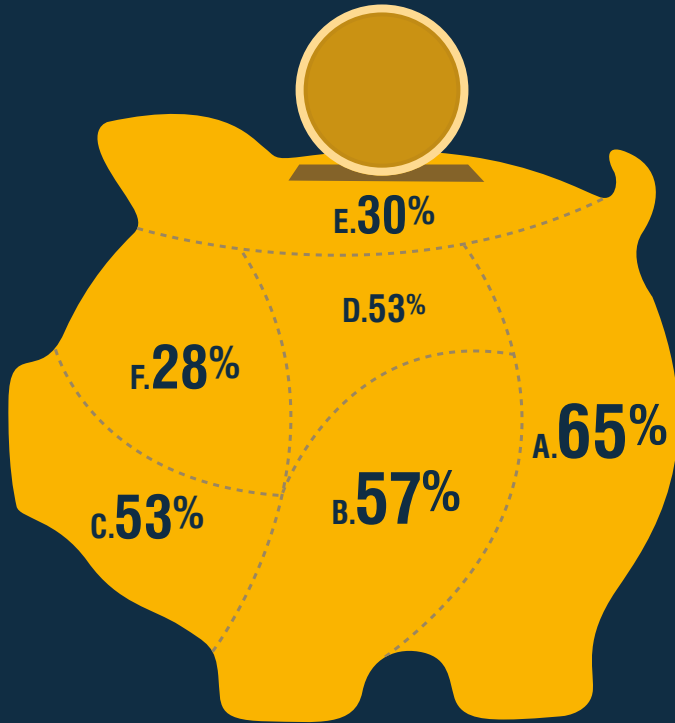
**MORE**  
**INCLINED**  
TO  
**SAVE**



AND TO KEEP MORE

**CASH**  
**-IN-HAND**

**Q:** Thinking about how you reacted to the global crisis, please tell us how much you agree with how you will handle your financial matters moving forward.



- A. I will take less risk when it comes to my investments
- B. I will rely less on stock because I believe the stock market is too volatile to predict
- C. I am more apt to invest in my own country than in other global markets
- D. I am more wary of investing in real estate
- E. I believe this is the best time to invest in the stock market
- F. I will invest more than I used to before the global recession

Sample size = 3,091

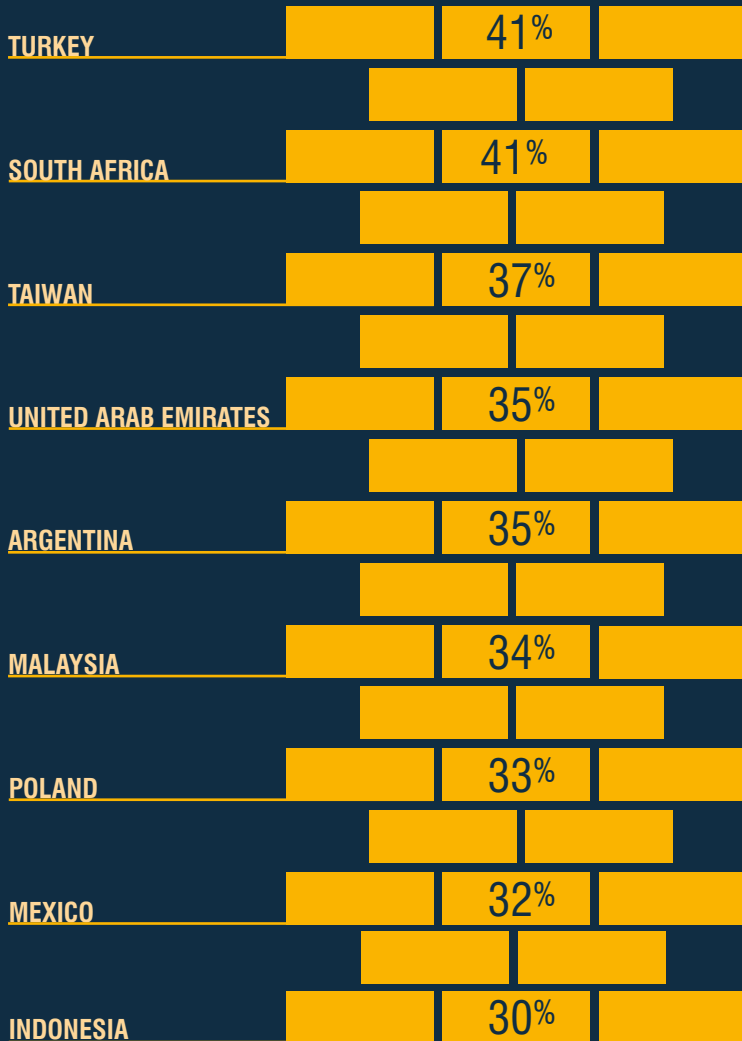
**TURKEY  
TC\*PS**

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THE LIST FOR  
**COUNTRIES**  
Seen AS

**STRONG**  
*EMERGING*  
**MARKETS**

**Q:** *In your opinion, which of the following countries do you feel are strong emerging markets and qualify as potential BRIC (Brazil, Russia, India, China) countries? Select all that apply.*



Sample size = 3,091

**74%** VIEW  
*EMERGING*  
**MARKETS** AS  
*VERY* **IMPORTANT**  
TO **GLOBAL**  
ECONOMIC HEALTH.

**64%** FEEL THEY  
WILL **SOON** BE THE  
PRIMARY  *DRIVERS* OF THE

**WORLD'S**  
**€ECONOMY¥**

**Q:** Below is a list of potential economic impacts caused by emerging markets, including the BRIC countries (Brazil, Russia, India, China).

Please tell us how much do you agree or disagree with each statement.

% agree

55%  
MY COUNTRY  
IMPORTS TOO  
MANY PRODUCTS  
FROM THESE  
COUNTRIES

53%  
STIMULATE  
INVESTMENT  
FROM MY  
COUNTRY

69%  
THEY HELP TO LOWER  
THE COSTS OF  
PRODUCTS DUE TO  
THEIR LOWER  
PRODUCTION COSTS

78%  
THEY CREATE PRESSURE  
ON THE DEMAND FOR  
COMMODITIES (E.G OIL)

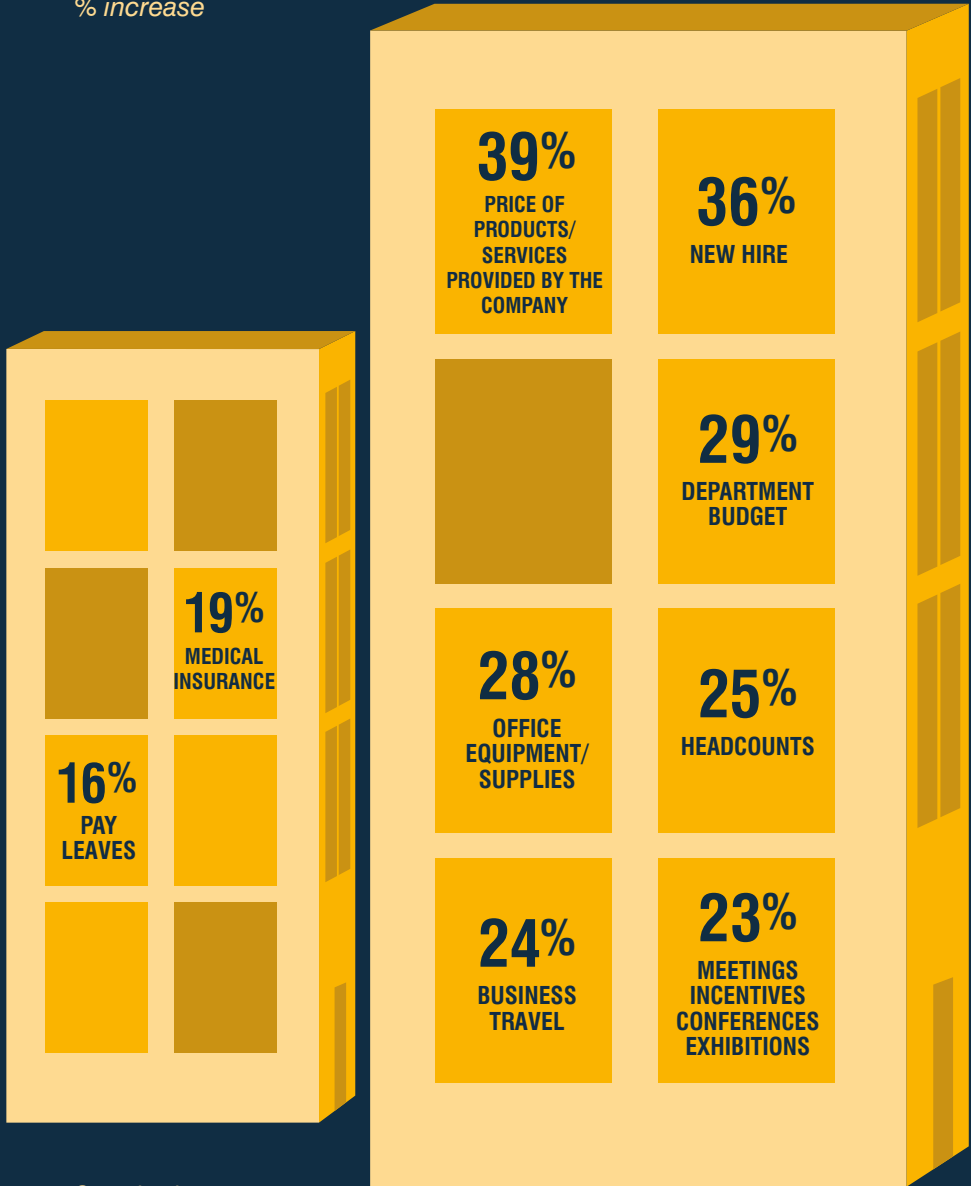
74%  
THEY ARE VERY IMPORTANT  
TO THE HEALTH OF THE  
GLOBAL ECONOMY

64%  
WILL SOON BE THE  
PRIMARY DRIVERS  
OF THE WORLD'S  
ECONOMY

Sample size = 3,091

**Q:** Compared to 2010, please select which best describes the current situation in your company?

% increase



Sample size = 1,833



**MAJORITY**  
**IS EXPECTING**  
**INCOME FROM**

**VARIOUS**  
**SOURCES TO**  
**INCREASE**



**OR STAY THE SAME,**  
**VERY FEW EXPECT**

**DECREASES**



**Q:** What do you anticipate receiving in 2011 versus what you received in 2010?

% increase

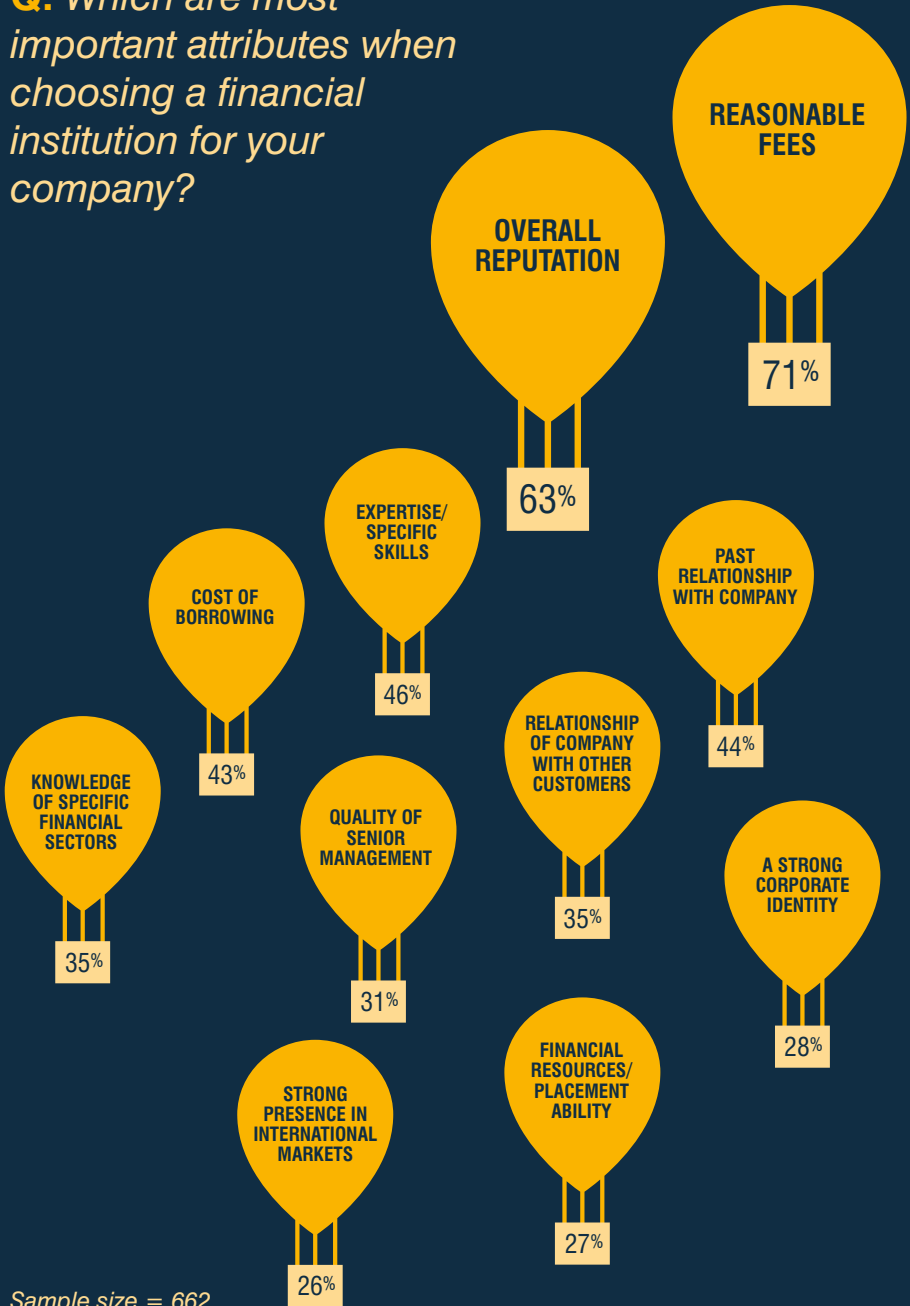


Sample size = 3,091



INTERNATIONAL RESEARCH

**Q:** Which are most important attributes when choosing a financial institution for your company?



Sample size = 662

# Consumer Connect: On Finance


*CNN brand users are increasingly taking more control of their finances. The vast majority are now adopting a repertoire of financial institutions as opposed to a sole financial guardian. They are expecting greater trust and technological flexibility from these partnerships in the future.*

*The survey sample for **Consumer Connect: On Finance** was comprised of over 3,400 respondents from around the world (2,374 for International Editions – all regions; 3,091 for all English CNN Websites – inc. North America; 357 for CNN Arabic).*

*The questionnaire included more than 40 questions and is divided into five categories:*

- 1. Global Economy*
- 2. Financial Institutions*
- 3. Your Company*
- 4. About You & Your Investments*
- 5. Finance & The Media*





*Consumer Connect is a series of quantitative online consumer surveys, conducted on all CNN websites (in English and Arabic) to equip our clients with essential findings in order to better understand perceptions, drivers and purchasing behaviors of CNN brand users towards specific industry sectors.*

*For more information on this survey, on the Consumer Connect series, or on how CNN International Research can help you connect with your consumers, contact [cnnadsales@turner.com](mailto:cnnadsales@turner.com)*

