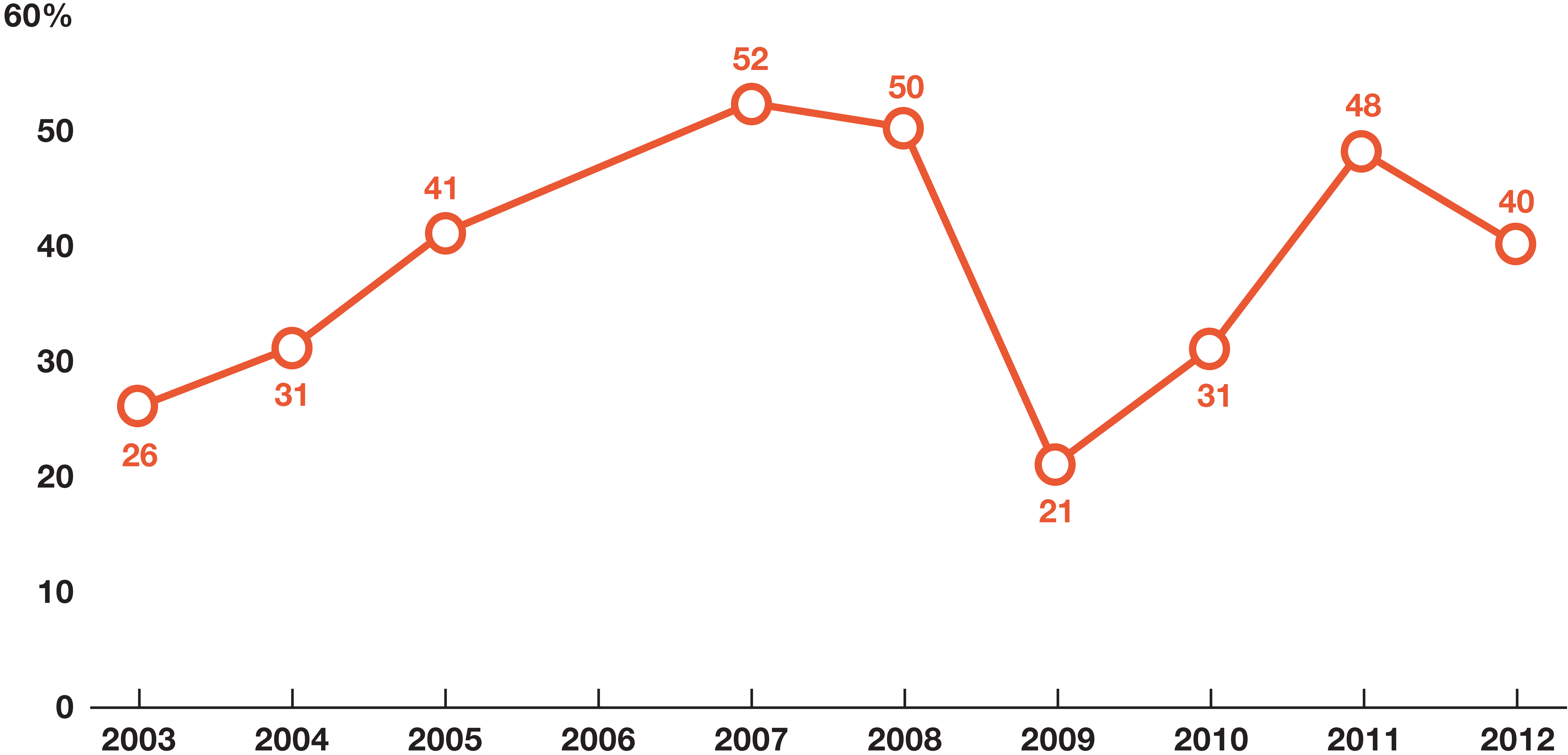


# Confidence is down—but remains well above the depths of 2009–10

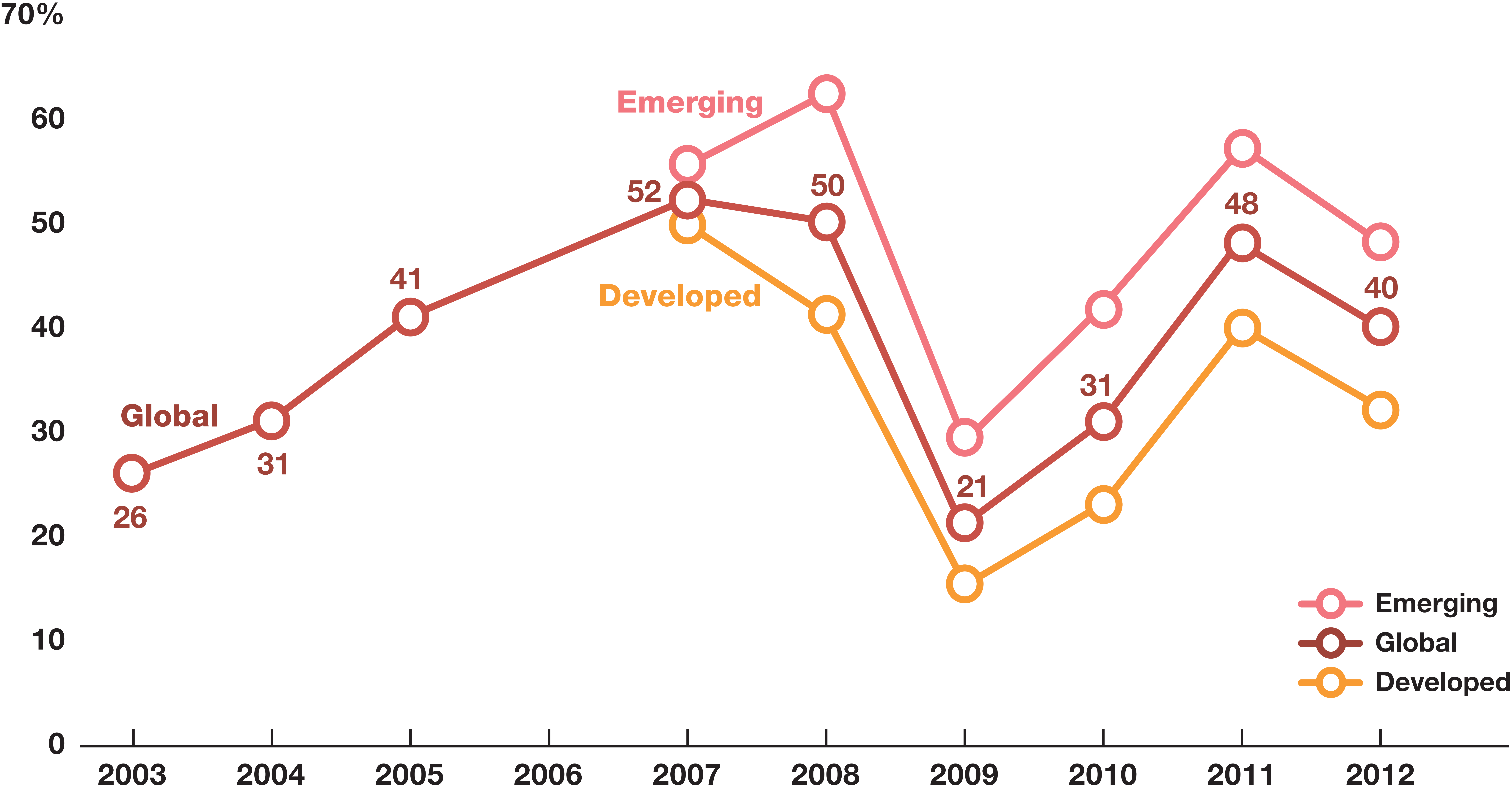
% of CEOs who are ‘very confident’ about their revenue growth prospects for the next 12 months



Base: All respondents (2012=1,258; 2011=1,201; 2010=1,198; 2009=1,124; 2008=1,150; 2007=1,084; 2006 (not asked); 2005=1,324; 2004=1,386; 2003=989)  
Source: PwC 15th Annual Global CEO Survey

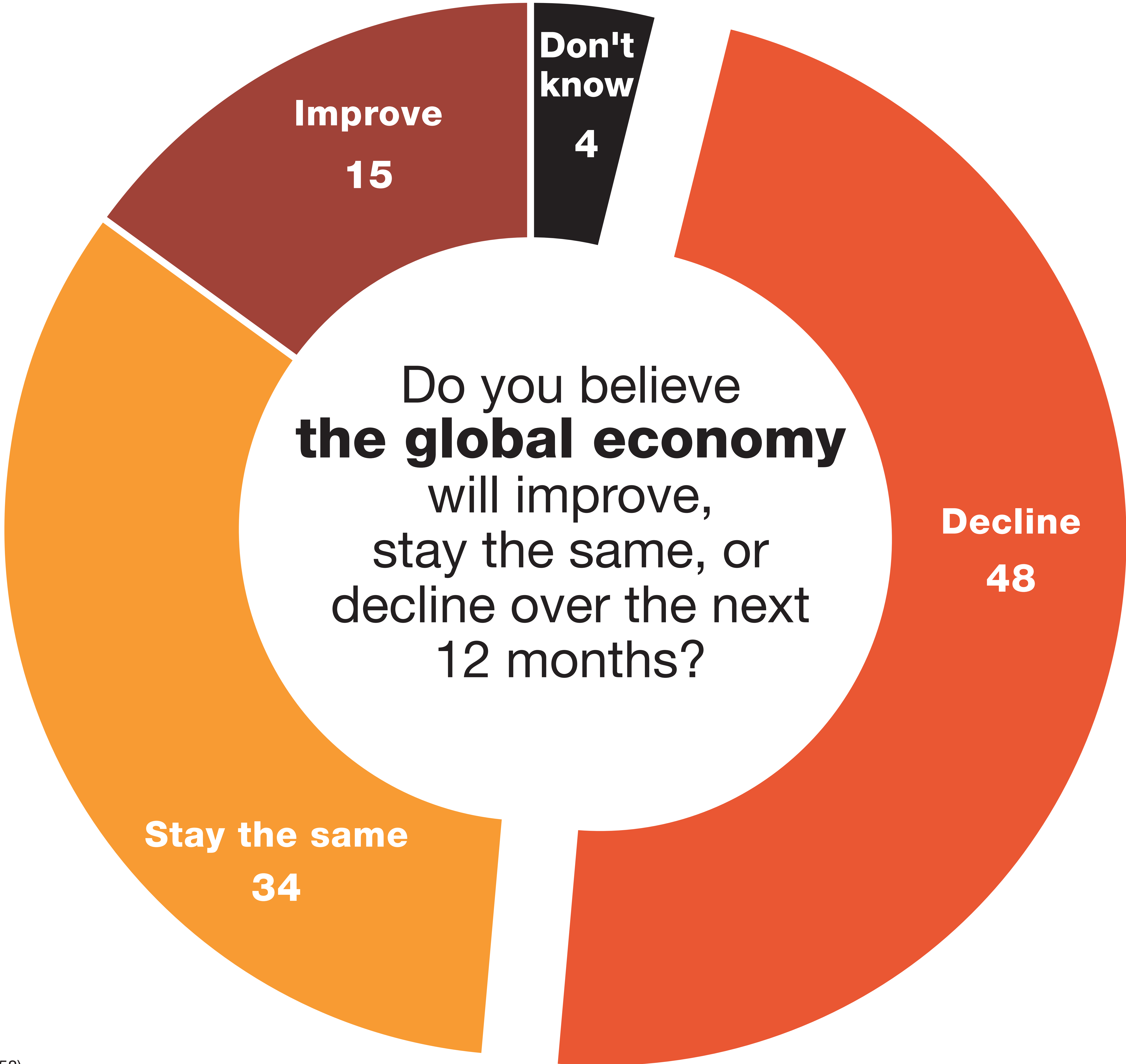
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# There are few optimists about the global economic outlook in 2012

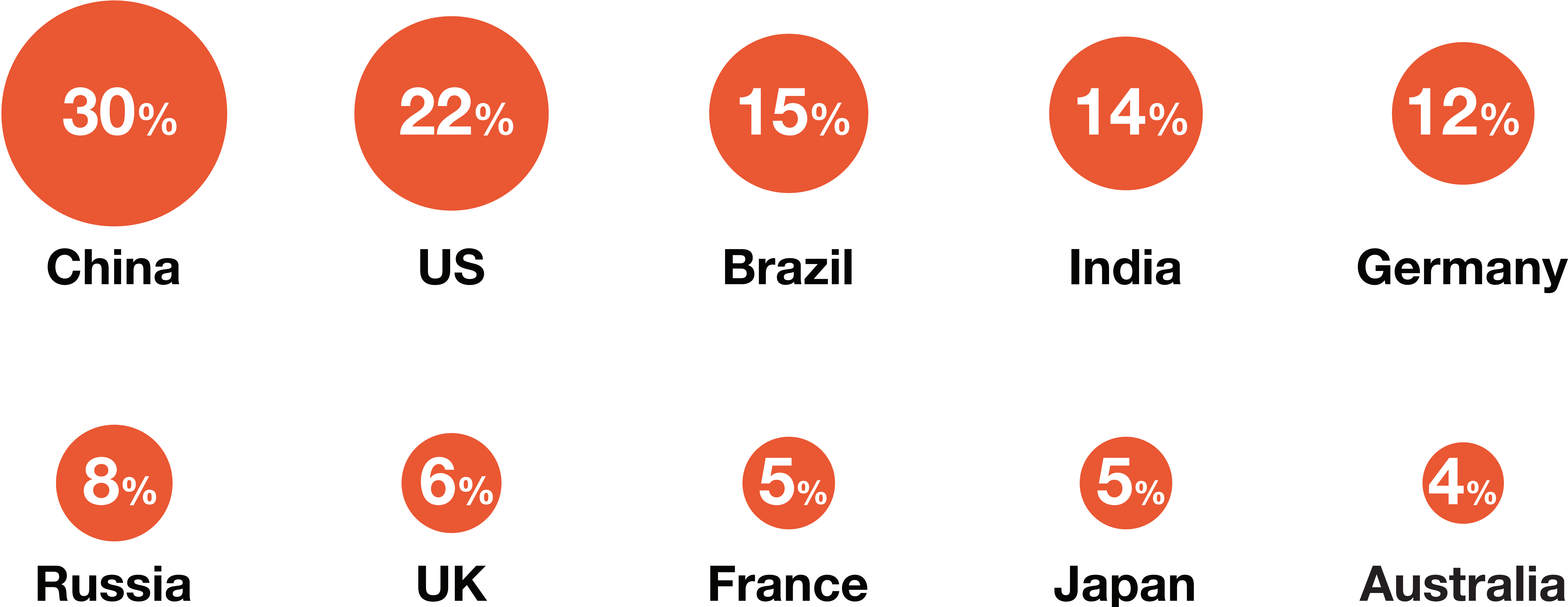


Base: All respondents (1,258)  
Source: PwC 15th Annual Global CEO Survey

# Over 60 countries were named among the most important for growth

Which countries, excluding the one in which you are based, do you consider most important for your overall growth prospects over the next 12 months? (Up to 3)

## Top 10 countries



Base: All respondents (1,258)  
Source: PwC 15th Annual Global CEO Survey