

(UNDER EMBARGO UNTIL 00.01 London Time, 14 NOV 2008)

## **WORLD LOSING FAITH IN GLOBALIZED ECONOMY: GLOBAL POLL**

**LONDON, November 14, 2008** -- Worldwide belief in the benefits of a globalized economy has declined markedly in the past two years, with majorities supporting protectionist measures as economic problems loom higher than ever in people's minds. These are findings from a global public opinion survey released today by GlobeScan.

Involving interviews across 23 countries between July and September 2008, the poll reflects views in the midst of the credit crunch but prior to September's economic meltdown.

For the first time in GlobeScan's 7 years of tracking worldwide, less than a majority see economic globalization as being in their family's interest. The key driver of this decline appears to be a majority view that globalization concentrates wealth rather than providing opportunity for all.

GlobeScan Chairman Doug Miller comments, "As world leaders seek collective solutions to the global economic crisis in Washington this weekend, our poll suggests they should concentrate on restoring a sense of fairness and accountability into the global economy." He adds, "World leaders would be ill-advised to expend their limited political capital on attempting to expand world trade at this time."

**World opinion is ever less positive about economic globalization.** Fewer than half of people believe that globalization has a positive effect on themselves and their families and this has decreased over the past few years. Across 11 countries, people are less certain in 2008 that "increased trade between countries in goods, services, and investments" has a positive effect on themselves and their families. Less than a majority (45%) say the overall effects of globalization are positive, while 32 percent say it is negative. Majorities hold positive views in only 10 of the 23 countries, including Canada, Kenya, Nigeria, and the UK. Enthusiasm for globalization has declined most sharply in the Philippines, Poland, South Korea, Turkey, and the US.

**Worldwide support for protectionist measures also remains strong.** Majorities in all 23 countries surveyed favour measures to protect jobs and national industries (72% overall), and 63 percent overall favour restricting foreign ownership of national companies. Such protectionist sentiment is strongest in emerging economies, including Chile, India, Indonesia, Kenya, Nigeria, and Russia – but it is divided in China.

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**Concern about the economy has much intensified in 2008.** Economic problems are now the top national concern in 15 of 23 countries, compared with only 4 of 19 countries surveyed in 2007. Mentions of the economy increased significantly in 15 of 23 countries, across both developed and developing countries. Sharpest increases have been in the US (by 33 points), Chile, France, Spain, and the UK. Concern has declined for other national problems, such as the environment, crime, and terrorism.

“The growing disillusionment with globalization extends worldwide,” said Dr. Simon Jimenez, Director of Global Issues Research at GlobeScan. “In both rich and poor countries, people believe globalization makes the rich richer and the poor poorer, rather than bringing economic opportunities to both rich and poor people.”

### Notes to the Editor

1. [GlobeScan Incorporated](#) is a global public opinion and stakeholder research firm with offices in London, Toronto and Washington. Working through a research network spanning 50+ countries, GlobeScan conducts custom research and annual tracking studies for companies, governments, multilaterals, the media and NGOs.

2. Results are based telephone or face-to-face surveys taken between July and September 2008 of representative samples of 500 - 1,000 adults in each of 23 countries, for a total of 24,013 interviews.

3. Doug Miller is the Chairman and founder of GlobeScan, and a foremost pollster and commentator on global issues. Advising leaders in North America, Europe, and Asia, he has been active in strategic issues management for more than 25 years across industry, NGOs and government. See contact below to arrange an interview with Doug Miller.

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4. Questions asked about globalization in 2008: (n=500 per country)

“As you may know, there are both positive and negative impacts from the increasing globalization occurring in the world. By globalization, I mean the increased trade between countries in goods, services and investment. Thinking of you and your family’s interests, do you think the overall effect of globalization is very positive, somewhat positive, somewhat negative or very negative?” “Please tell me which of the following two statements is closer to your own opinion. Is it...?”

(a) Globalization concentrates wealth and makes the rich richer and the poor poorer, or,  
(b) Globalization brings economic opportunities to all people equally, both the rich and the poor.”

5. Question asked about protectionist policies in 2008: (n=500 per country)

“For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. (a) Our government should prevent foreign companies from buying [Country] companies. (b) It is important to protect [Country] industries and jobs by using tariffs and other barriers against competing products from other countries.”

6. Question asked about top of mind concerns 2008: (n=1000 per country)

To help clients identify and successfully manage the unique issues facing their organizations and industry sector, we ask people across the world to “name the most important problem facing their country” (in their own words). Top of mind problems tend to reflect issues that are widely repeated in the mass media and are defined as urgent problems or even crises.

7. For full release, methodology, and research partners please visit the GlobeScan website at [http://www.globescan.com/news\\_archives/GlobalizationPoll\\_FULLL.pdf](http://www.globescan.com/news_archives/GlobalizationPoll_FULLL.pdf)

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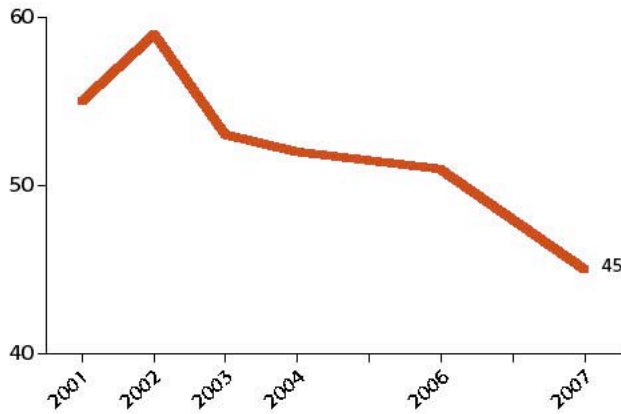
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### Effects of Globalization on Respondent and Family

"Very" and "Somewhat Positive," Average of 10 Tracking Countries,\* 2001-2008\*\*

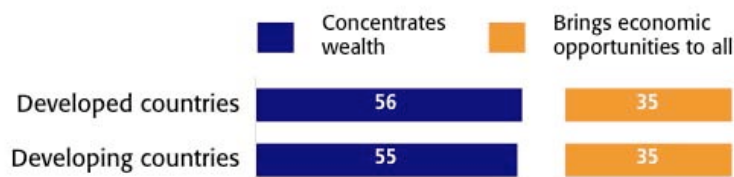


\*The tracking countries include Canada, Chile, France, Germany, Italy, Nigeria, Russia, Turkey, United Kingdom, and USA.

\*\*Asked of half of sample in 2008

### Effect of Globalization on Distribution of Wealth

Developed vs Developing Countries, Average of 22 Countries\*



\*Not asked in Chile and France

The white space in this chart represents "DK/NA."

Subsample: Those who have heard of the term globalization

Base: Representative sample of 11,000 respondents in 22 countries

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## Effects of Globalization on Respondent and Family

"Very" and "Somewhat Positive," 2006-2008\*

	2008	2006
Australia	60	
Canada	60	60
Chile	▼54	63
China	50	46
Costa Rica	38	
France	40	38
Germany	39	43
Italy	52	55
Kenya	▼63	72
Nigeria	68	68
Pakistan	25	
Panama	43	
Philippines	▼45	67
Poland	▼26	45
Russia	19	23
South Korea	▼52	71
Spain	40	
Turkey	▼13	33
United Kingdom	58	63
USA	▼51	65

\*Asked of half of sample in 2008

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**Methodology**

Country	Sample size (unweighted)	Field dates	Sample frame	Survey methodology	Type of sample
Australia	1,000	August 04–27, 2008	18+	Telephone	National
Brazil	809	July 10 – August 21, 2008	18+	Telephone	Urban <sup>1</sup>
Canada	999	July 15 – August 18, 2008	18+	Telephone	National
Chile	1000	August 20 – September 01, 2008	18+	Face-to-face	Urban <sup>2</sup>
China	1,000	July 08–28, 2008	18+	Telephone	Urban <sup>3</sup>
Costa Rica	817	August 10–28, 2008	18+	Face-to-face	Urban <sup>4</sup>
France	1,002	July 16–21, 2008	15+	Telephone	National
Germany	1,010	July 23 – August 19, 2008	16-70	Telephone	National
India	1,393	August 18–20, 2008	18+	Face-to-face	National
Indonesia	1,000	August 02–13, 2008	17+	Face-to-face	National
Italy	1,058	July 21–25, 2008	18+	Telephone	National
Kenya	1,060	July 17– August 25, 2008	18-70	Face-to-face	National
Mexico	1,000	July 25 – August 03, 2008	18+	Telephone	Urban <sup>5</sup>
Nigeria	1,000	July 10–25, 2008	18+	Face-to-face	National
Pakistan	1,735	July 26 – August 20, 2008	18+	Face-to-face	National
Panama	819	August 06–21, 2008	18+	Face-to-face	Urban <sup>6</sup>
Philippines	1,000	July 10 – August 10, 2008	18+	Face-to-face	Urban <sup>7</sup>
Poland	1,076	July 30 – August 06, 2008	18+	Face-to-face	National
Russia	1,005	July 16 – August 02, 2008	18+	Face-to-face	National
South Korea	1519	July 21 – September 10, 2008	20-59	Telephone	Urban <sup>8</sup>

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Spain	775	July 31 – September 15, 2008	18+	Telephone	National
Turkey	1,000	July 11–31, 2008	15+	Face-to-face	Urban <sup>9</sup>
United Kingdom	1,012	August 08 – September 12, 2008	16+	Telephone	National
USA	1,000	August 02–15, 2008	18+	Telephone	National

<sup>1</sup>In Brazil the survey was conducted in Belo Horizonte, Brasília, Curitiba, Porto Alegre, Recife, Rio de Janeiro, Salvador, and São Paulo, representing 15% of the total national adult population.

<sup>2</sup> In Chile the survey was conducted in Arica, Iquique, Alto Hospicio, Calama, Antofagasta, Copiapó, Vallenar, La Serena, Coquimbo, Ovalle, Quilpué, Villa Alemana, Viña, Valparaíso, Quillota, La Calera, Los Andes, San Felipe, San Antonio, Gran Santiago (includes San Bernardo and Puente Alto), Rancagua, San Fernando, Curicó, Linares, Talca, Chillán, Talcahuano, Concepción, Coronel, Chiguayante, Tomé, Penco, Hualpén, San Pedro de La Paz, Lota, Los Angeles, Temuco, Angol, Valdivia, Osorno, Puerto Montt, representing 85% of the national adult population.

<sup>3</sup>In China the survey was conducted in Beijing, Beiliu, Chengdu, Dujiangyan, Fenyang, Fuyang, Guangzhou, Hangzhou, Manzhouli, Quanzhou, Qijing, Shanghai, Shenyang, Shuangcheng, Wuhan, Xi'an, Xining, and Zhengzhou, representing 43% of the total national adult population.

<sup>4</sup>In Costa Rica the survey was conducted in n=36 cities/towns, representing 20% of the total national adult population.

<sup>5</sup>In Mexico the survey was conducted by telephone in Acapulco, Cuernavaca, Guadalajara, Hermosillo, Juarez, Leon, Mexico city, Monterrey, Morelia Mérida, Oaxaca, Pachuca, Puebla, Tampico, Tijuana, and Veracruz, representing 21% of the total national adult population, and 79% of the residential land lines.

<sup>6</sup>In Panama the survey was conducted in n=52 cities/towns, representing 41% of total urban adult population.

<sup>7</sup>In the Philippines the survey was conducted in the National Capital Region representing 12% of the total national adult population.

<sup>8</sup>In South Korea the survey was conducted in Busan, Daegu, Daejeon, Gwangju, Incheon, Seoul and Ulsan representing 45% of the national adult population.

<sup>9</sup>In Turkey the survey was conducted in Adana, Ankara, Antalya, Bursa, Diyarbakir, Erzurum, Istanbul, Izmir, Konya, Samsun, and Zonguldak, representing 34% of the total national adult population.

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