

eFlash Report

May 15, 2001

Poll Shows Quebec City Protesters Moved Public Opinion

This is a special report on Canadian public opinion about globalization following the Free Trade Area of the Americas (FTAA) meetings in Quebec City, based on the results of a nation-wide survey of 1,524 randomly selected adult Canadians. The survey was conducted by telephone between April 23 and May 6, 2001. Results are accurate to within 2.5 percent, 19 times out of 20.

Canadian Public Support for Economic Globalization Falls

When asked in May, 2001 whether the effect of economic globalization is positive or negative when it comes to their own and their families' interests, 61 percent of Canadians say the effect is at least somewhat positive, a decline of seven points from four months earlier in December, 2000. A third of Canadians (32%, up 3 points) say globalization is at least somewhat negative.

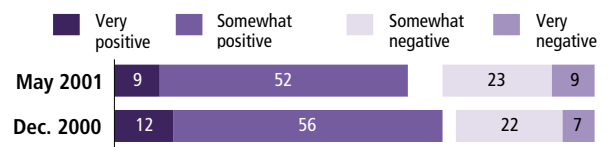
While this still means that twice as many Canadians support economic globalization as oppose it, it suggests that the more people learn about the issues or the current extent of opposition, the more their support weakens. This is particularly the case among certain key audiences.

Young Canadians between the ages of 18 and 24 have been most strongly influenced by the events in Quebec City. In December 2000, people in this age group were the most likely of Canadians to support globalization. Now, their support has eroded by a full 20 points, and they are the age group least in favour of liberalized international trade and investment.

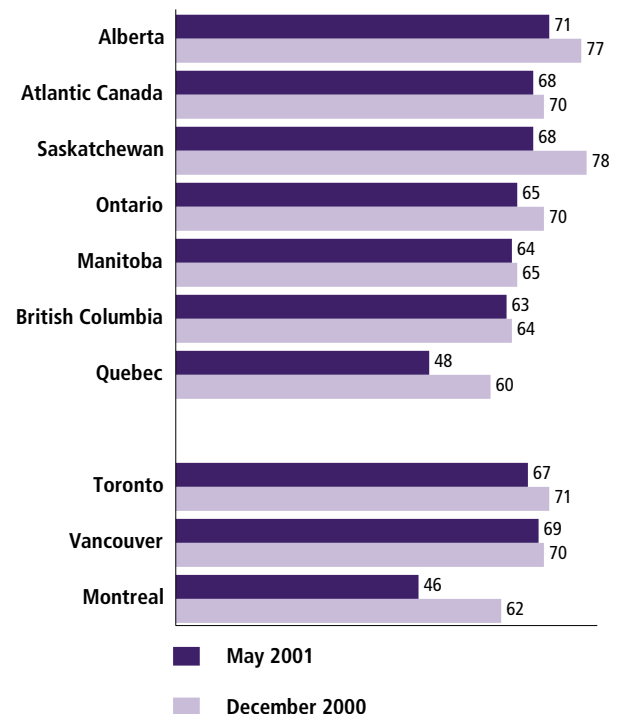
While the decline in support for globalization has not been significant among Canadians with higher-than-average annual household incomes, support has eroded among those with college or university education, suggesting that Canada's more educated citizens are beginning to question the globalization process.

The drop in overall support for globalization has been particularly

Effect of Globalization
 December 2000–May 2001



Effect of Globalization
 "Very" or "Somewhat" Positive, by Region



pronounced in the province of Quebec (down 12 points), and even more so in Montreal (down 16 points). While support has fallen less sharply in other regions, it has dropped at least marginally everywhere in the country.

Although a majority of Canadians continue to believe that globalization will be at least somewhat positive for them and their families, support is soft. Only one Canadian in ten sees globalization as very positive.

Canadian Views Similar to Those in Other Countries

Enviro-nics International's recent polling of 20,000 citizens across 20 countries shows that Canadians' soft support for economic globalization is shared in most other countries (except in poorer countries where stronger majorities support it, and in France where most oppose it). Associated with this guarded support is the fact that strong majorities of people in the 20 countries surveyed feel that human rights and environmental protection are areas needing stronger international safeguards.

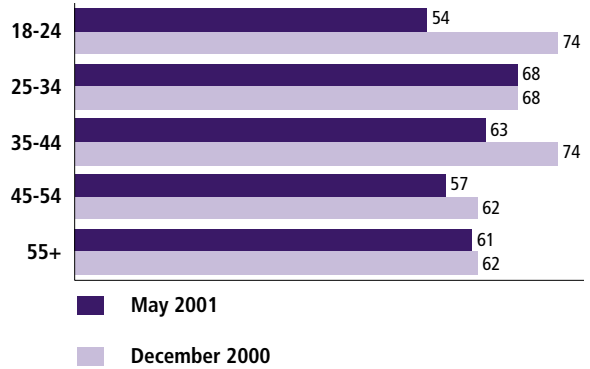
There is another relevant aspect of public opinion shared by Canadians and citizens of other countries. When asked how much trust they have in various institutions to operate in the best interests of society, NGOs and faith-based institutions – those that were outside rather than inside the Quebec City barricades – are viewed as being much more trustworthy than traditional institutions such as national governments and large companies.

“These research results should be taken seriously by those managing the formal trade liberalization process,” suggests Mr. Doug Miller, President of Enviro-nics International Ltd. “Unless meaningful ways are found to involve NGOs and faith-based organizations in developing international agreements such as the FTAA, the trade liberalization agenda may suffer significant set-backs. Indeed, these latest results in Canada suggest that ‘globalization’ may well become a negative term to the public if it continues to be primarily focused on economics and marked by a series of high-profile ‘us-vs-them’ clashes such as in Quebec City.”

For further information, please contact: Chris Coulter, Senior Research Associate

For more information on Enviro-nics International's 20-nation survey, The Global Issues Monitor, visit: www.GlobeScan.com

Effect of Globalization
“Very” or “Somewhat” Positive, by Age



Effect of Globalization
By Region, December 2000

