

CANADIAN PRESS/ LEGER MARKETING

How Canadians Feel About Globalisation

Report



1.0 Study Highlights

- Globalisation opens up many markets to Canadian business.

Question : *Generally-speaking, do you think the globalisation of the economy... ?*

n=1500	
... is a good opportunity for Canadian business since it opens up many markets	54%
... or is a threat to our jobs and Canadian business	31%
Don't know	14%

- Globalisation mostly benefits big business and the US.

Question : *In your view, who currently benefits the most from globalisation? Is it...?*

n=1500	
... multinational companies	31%
... the United States	24%
... consumers	10%
... financial markets	9%
... developing countries	7%
... Europe	2%
... Asia	1%
Don't know	15%

- US global supremacy... a direct result of globalisation.

Question : *Among the following possible consequences, which one best represents your fears concerning globalisation ?*

n=1500		TOTAL
... the US's global domination		22%
... the loss of identity for countries		14%
... an increase in the disparities between Northern and Southern countries		13%
... the threat it represents to our jobs		13%
... violent demonstrations and movements against international corporations and organisations		12%
... the domination of the stock market and financial markets		9%
Don't know/Refusal		17%

- Multinational companies and high finance have too much influence on the global economy.

Question : *Do you personally think that ----- have TOO MUCH INFLUENCE, NOT ENOUGH INFLUENCE or JUST THE RIGHT AMOUNT OF INFLUENCE on the global economy ?*

n=1500	Multi-nationals	High Finance	Internat. Institutions	Governments	Political Parties	Unions	Consumer Groups
TOO MUCH	60%	58%	41%	39%	37%	36%	10%
NOT ENOUGH	9%	8%	14%	30%	28%	26%	58%
RIGHT AMOUNT	21%	20%	28%	23%	24%	27%	21%

Note : The 100% vertical complement represents "don't knows" and "refusals".

- Canadians have mixed feelings about the demonstrations against globalisation.

Question : *Do you approve of the organisations that demonstrate against globalisation at international summits and meetings ?*

n=1500	YES	NO	Don't know
Canada	45%	45%	10%

2. Results

2.1 Globalisation provides Canadian business with new markets

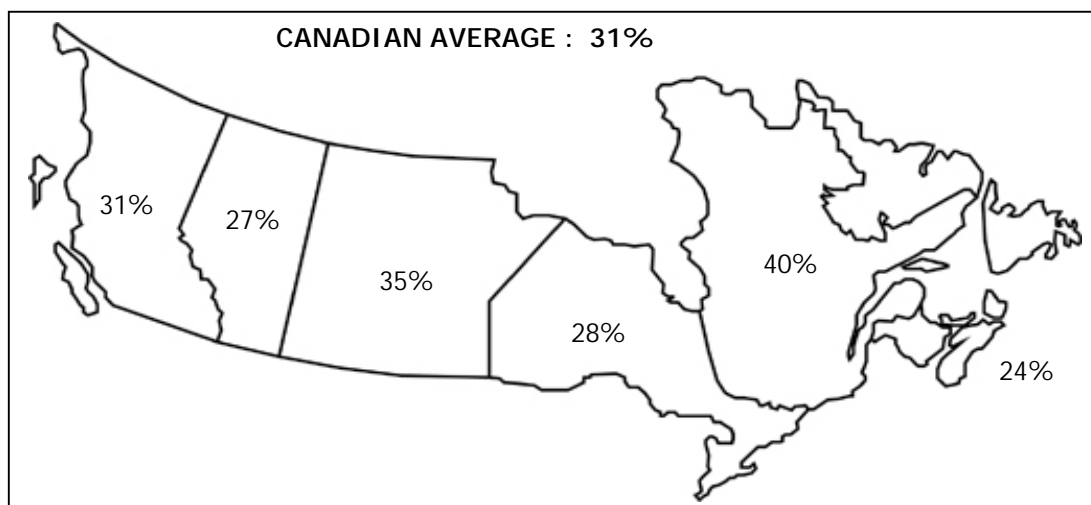
According to 54% of Canadians, the globalisation of the economy provides Canadians business with numerous markets. However, 31% of Canadians perceive globalisation as a threat to Canadian jobs and business.

60% of men, 63% of 25-34 year olds, 58% of Ontarians, 63% of those who earn under \$60K a year, 63% of professionals, and 65% of university graduates believe we benefit from globalisation. However, Quebecers differ from the rest of Canadians in that they feel globalisation poses a threat to our jobs and businesses.

Question : *Generally-speaking, do you think the globalisation of the economy... ?*

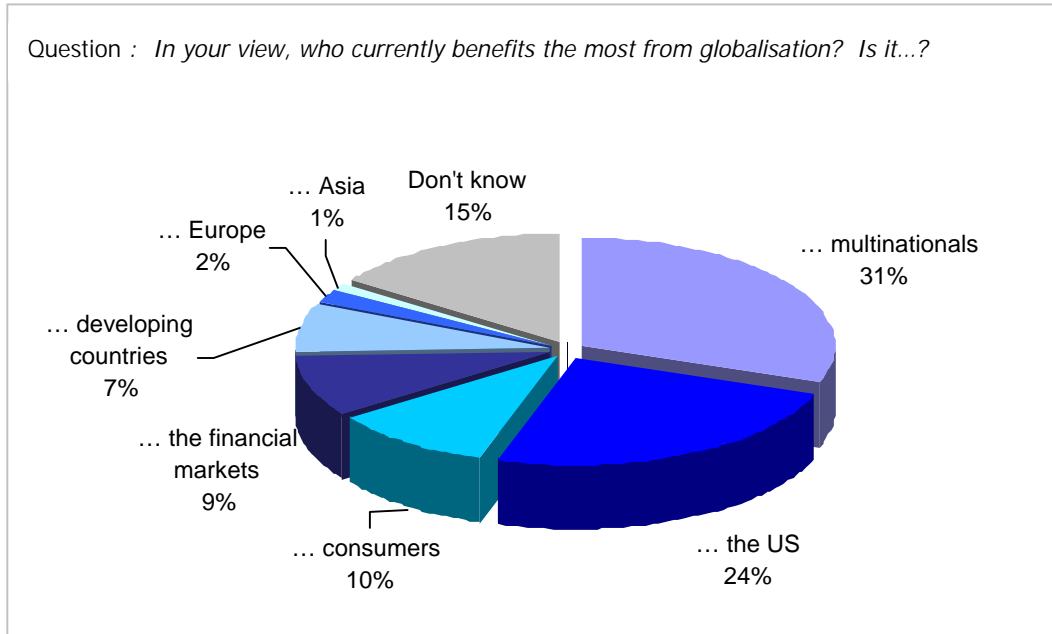
n=1500	... is a good opportunity for Canadian business since it opens up many markets	... or represents a threat to our jobs and Canadian business	Don't know
Atlantic Provinces	62%	24%	15%
Quebec	48%	40%	12%
Ontario	58%	28%	14%
Prairies	48%	35%	17%
Alberta	53%	27%	19%
British Columbia	56%	31%	13%
Canada	54%	31%	14%

Proportion of Canadians who believe globalisation poses a threat to our jobs and Canadian business



2.2 Globalisation mostly benefits big business and the US

Canadians feel that multinationals (31%) and the United States (21%) currently benefit the most from globalisation. 10% believe that consumers benefit the most from globalisation, while 9% believe it is the financial markets and 7% think it is developing countries.



2.3 US global supremacy... a direct result of globalisation

When asked to give their opinion concerning the eventual consequences of globalisation, 22% of Canadians expressed a fear of US global domination, 14% feared the loss of national identity, 13% an increase in the disparities between Northern and Southern countries, 13% the threat posed to jobs and 12% the violent demonstrations and movements against international corporations and organisations.

Question : *Among the following possible consequences, which one best represents your fears concerning globalisation?*

n=1500	TOTAL	Atl. Prov.	Quebec	Ontario	Prairies	Alberta	BC
... the US's global domination	22%	17%	20%	22%	30%	23%	26%
... the loss of identity for countries	14%	11%	8%	15%	18%	16%	20%
... an increase in the disparities between Northern and Southern countries	13%	7%	23%	12%	7%	10%	10%
... the threat it represents to our jobs	13%	16%	16%	12%	13%	13%	8%
... violent demonstrations and movements against international corporations and organisations	12%	16%	18%	9%	8%	11%	8%
... the domination of the stock market and financial markets	9%	14%	8%	9%	7%	11%	7%
Don't know / Refusal	17%	20%	7%	21%	18%	16%	20%

2.4 **Multinationals and high finance have too much influence on the global economy**

60% and 58%, of Canadians feel that multinationals and high finance, respectively, have too much influence on the global economy.

However, 58% of Canadians feel consumer groups do not have enough influence on the global economy.

Major international institutions, such as the World Bank or the International Monetary Fund, are perceived as having too much influence on the global economy by 41% of citizens.

39% of Canadians also feel governments have too much influence on the global economy, while 30% believe they don't have enough and 23% feel it is just the right amount.

As far as the unions are concerned, 36% believe they have too much influence whereas 26% believe they don't have enough.

Question : *Do you personally think that ----- have TOO MUCH INFLUENCE, NOT ENOUGH INFLUENCE, or JUST THE RIGHT AMOUNT OF INFLUENCE on the global economy ?*

n=1500	Multi-nationals	High Finance	Internat. Institutions	Governments	Political Parties	Unions	Consumer Groups
TOO MUCH	60%	58%	41%	39%	37%	36%	10%
NOT ENOUGH	9%	8%	14%	30%	28%	26%	58%
RIGHT AMOUNT	21%	20%	28%	23%	24%	27%	21%

Note : The 100% vertical complement represents "don't know" and "refusals".

2.0 Canadians have mixed feelings about demonstrations against globalisation

Canadians are equally divided (45% approve and 45% disapprove) when it comes to the organisations that demonstrate against globalisation at international summits and meetings.

49% of men, 58% of 18-24 year olds and 51% of Quebeckers are among those who approve the most of the demonstrations.

Question : *Do you approve of the organisations that demonstrate against globalisation at international summits and meetings ?*

n=1500	YES	NO	Don't know
18-24 year olds	58%	34%	9%
25-34 year olds	46%	40%	14%
35-44 year olds	44%	46%	11%
45-54 year olds	48%	44%	8%
55-64 year olds	39%	49%	11%
65 years and older	32%	59%	9%
Canada	45%	45%	10%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between September 17 and September 22, 2002. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1500 respondents is of ± 2.5 , 19 times out of 20.