

GLOBALIZATION

Canadians Have Conflicting Views on Globalization and Outsourcing

Almost half of respondents say globalization has negatively impacted Canada's economy, while 82 per cent blame outsourcing for job losses.

[VANCOUVER – Jul. 21, 2008] – A new Angus Reid Strategies poll on the opinions of Canadians regarding globalization and international outsourcing shows just how complex both concepts are. Most Canadians blame globalization and outsourcing for affecting job creation and job security in our country, but many also acknowledge that they bring benefits.

In the online poll of a representative national sample, 46 per cent of respondents say globalization has had a negative effect on Canada's economy. At least 60 per cent of respondents also feel that globalization has negatively impacted the protection of the environment, job creation in Canada and job security in Canada.

Over half of respondents (54%) also point to globalization as having the wrong effect on corporate responsibility. Three-in-ten (30%) say their own standard of living has been affected by globalization.

While 23 per cent of respondents think globalization is an opportunity for Canada's economic growth through increased imports, 22 per cent see it as a threat to the national economy from foreign imports. Almost two-in-five (38%) believe the system is both an opportunity and a threat.

KEY FINDINGS

- **68% blame globalization for job losses in Canada**
- **But 62% also say globalization and international trade are beneficial to our economy**
- **Vast majority think global outsourcing has led to job losses and facilitates the exploitation of workers in developing countries**
- **But more than half admit outsourcing helps consumers pay lower prices for goods and strengthens developing economies**

Full topline results are at the end of this release.

*From July 16 to July 17, 2008 Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of **1,009 adult Canadians**. The margin of error for the total sample is +/- 3.1 %, **19 times out of 20**. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.*

Canadians are torn about the advantages and disadvantages of globalization. Over three-quarters of respondents agree that globalization creates new industries and jobs in developing nations. While 68 per cent think that it is directly to blame for job losses in Canada, 62 per cent claim that globalization and international trade are beneficial to our country's economy.

Some Canadians think that the phenomenon might not last much longer: 45 per cent of respondents think increased regulations, tariffs and environmental restrictions are slowing globalization down.

Global outsourcing—the practice of subcontracting work to third party providers rather than completing them internally—gets even harsher reviews than globalization. Over four-in-five respondents believe that contracting workers abroad has directly led to job losses in Canada, and 69 per cent say that international outsourcing facilitates the exploitation of employees in the developing world.

However, two-thirds of Canadians also admit that global outsourcing creates jobs and strengthens the economies of developing nations. Half of respondents also admit that this practice cuts manufacturing costs and brings down prices, thus benefitting consumers in Canada.

Respondents were also asked to assess the impact of several international organizations. The World Trade Organization (WTO) gets the highest marks, with 44 per cent of respondents saying it has had a positive influence in the world. The World Bank is second with 41 per cent, followed by the Organisation for Economic Co-operation and Development (OECD) with 37 per cent, the International Monetary Fund (IMF) with 25 per cent, and Asia-Pacific Economic Cooperation (APEC) with 29 per cent.

Globalization							
Which of the following statements comes closest to your own point of view?							
	Region						
	National	BC	AB	MB/SK	ON	PQ	ATL
Globalization is an opportunity for Canada's economic growth through increased exports	23%	27%	41%	19%	22%	15%	27%
Globalization is a threat to the Canadian economy from foreign imports	22%	13%	14%	8%	23%	32%	15%
Both equally	38%	37%	30%	44%	38%	40%	36%
Not sure	18%	23%	15%	28%	17%	14%	21%

Globalization							
Which of the following statements comes closest to your own point of view?							
	Will vote or intends to vote for in next federal ballot						
	Con	Lib	NDP	BQ	Green	Other	
Globalization is an opportunity for Canada's economic growth through increased exports	34%	26%	13%	11%	12%	29%	
Globalization is a threat to the Canadian economy from foreign imports	18%	18%	25%	32%	25%	52%	
Both equally	35%	41%	44%	46%	49%	20%	
Not sure	13%	15%	18%	11%	14%	0%	

Globalization Agreement with statements about globalization – “Strongly agree” and “Moderately agree” responses only							
	Region						
	National	BC	AB	MB/SK	ON	PQ	ATL
Globalization creates new industries and jobs in developing nations	74%	67%	79%	74%	75%	72%	73%
Globalization has directly led to job losses in Canada	68%	62%	50%	46%	72%	79%	65%
Globalization and international trade are beneficial to Canada’s economy	62%	61%	70%	67%	62%	56%	66%
Globalization is gradually slowing down due to increased regulations, tariffs and environmental restrictions	45%	38%	34%	49%	43%	50%	61%

Globalization Agreement with statements about globalization – “Strongly agree” and “Moderately agree” responses only						
	Will vote for or intends to vote for in next federal ballot					
	Con	Lib	NDP	BQ	Green	Other
Globalization creates new industries and jobs in developing nations	85%	75%	68%	76%	73%	27%
Globalization has directly led to job losses in Canada	62%	69%	78%	84%	76%	93%
Globalization and international trade are beneficial to Canada’s economy	71%	68%	51%	62%	59%	53%
Globalization is gradually slowing down due to increased regulations, tariffs and environmental restrictions	50%	44%	42%	52%	45%	81%

Globalization							
Agreement with statements about global outsourcing (the practice of subcontracting work to third party providers rather than completing them internally) – “Strongly agree” and “Moderately agree” responses only							
	Region						
	National	BC	AB	MB/SK	ON	PQ	ATL
Outsourcing cuts manufacturing costs and brings down prices, directly benefiting consumers	51%	54%	63%	52%	56%	44%	37%
Outsourcing has directly led to job losses in Canada	82%	84%	77%	80%	86%	80%	79%
Outsourcing facilitates the exploitation of workers in the developing world	69%	68%	69%	71%	74%	61%	75%
Outsourcing creates jobs and strengthens the economies of developing nations	66%	69%	78%	58%	74%	53%	59%

Globalization						
Agreement with statements about global outsourcing (the practice of subcontracting work to third party providers rather than completing them internally) – “Strongly agree” and “Moderately agree” responses only						
	Will vote for or intends to vote for in next federal ballot					
	Con	Lib	NDP	BQ	Green	Other
Outsourcing cuts manufacturing costs and brings down prices, directly benefiting consumers	63%	55%	38%	42%	51%	50%
Outsourcing has directly led to job losses in Canada	79%	89%	86%	87%	93%	69%
Outsourcing facilitates the exploitation of workers in the developing world	65%	70%	75%	79%	84%	59%
Outsourcing creates jobs and strengthens the economies of developing nations	81%	74%	55%	51%	60%	21%

Globalization

In general, do you think globalization has had a positive effect, a negative effect, or no effect on each of the following? – “**Negative effect**” responses only

	Region						
	National	BC	AB	MB/SK	ON	PQ	ATL
Canada’s economy	46%	40%	36%	35%	55%	47%	38%
Your own standard of living	30%	26%	25%	28%	35%	30%	19%
Job creation in Canada	61%	57%	45%	41%	70%	62%	55%
Job security in Canada	70%	62%	55%	53%	76%	73%	68%
Corporate responsibility	54%	62%	56%	35%	57%	52%	53%
The protection of the environment	60%	66%	56%	49%	63%	57%	63%

Globalization

In general, do you think globalization has had a positive effect, a negative effect, or no effect on each of the following? – “**Negative effect**” responses only

	Vote in next federal ballot					
	Con	Lib	NDP	BQ	Green	Other
Canada’s economy	42%	45%	57%	60%	53%	49%
Your own standard of living	24%	30%	40%	29%	41%	49%
Job creation in Canada	57%	59%	74%	68%	70%	84%
Job security in Canada	66%	70%	78%	81%	74%	84%
Corporate responsibility	52%	56%	68%	51%	65%	75%
The protection of the environment	54%	66%	74%	67%	70%	51%

Globalization							
How would you rate the influence of each of the following organizations in the world? – “Very positive” and “Moderately positive” responses only							
	Region						
	National	BC	AB	MB/SK	ON	PQ	ATL
Asia-Pacific Economic Cooperation (APEC)	29%	35%	36%	29%	23%	32%	30%
World Trade Organization (WTO)	44%	36%	35%	54%	42%	48%	49%
Organisation for Economic Co-operation and Development (OECD)	37%	24%	28%	28%	31%	56%	42%
International Monetary Fund (IMF)	35%	33%	24%	26%	35%	42%	37%
The World Bank	41%	38%	26%	38%	39%	49%	42%

Globalization							
How would you rate the influence of each of the following organizations in the world? – “Very positive” and “Moderately positive” responses only							
	Will vote for or intends to vote for in next federal ballot						
	Con	Lib	NDP	BQ	Green	Other	
Asia-Pacific Economic Cooperation (APEC)	36%	34%	23%	30%	26%	34%	
World Trade Organization (WTO)	54%	52%	29%	42%	37%	13%	
Organisation for Economic Co-operation and Development (OECD)	39%	40%	32%	51%	30%	19%	
International Monetary Fund (IMF)	42%	41%	27%	40%	30%	16%	
The World Bank	47%	49%	26%	42%	32%	24%	

Angus Reid Strategies is a full-service polling and market research firm which is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995.

Angus Reid Strategies, along with its sister company, Vision Critical, is now the largest Canadian-owned market research enterprise. In addition to its four offices in Canada—located in Vancouver, Calgary, Toronto, and Montreal—the firm also has offices San Francisco, New York and London, England. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel (www.angusreidforum.com), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.

Over the last year, Angus Reid has covered five elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes. <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=194>

More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
www.angusreidstrategies.com**