



**Selected Findings from GlobeScan Report on Issues and Reputation
Questionnaire and Methodology**

Q6t. Please tell me how much you trust each of the following institutions to operate in the best interest of our society. How about...?

bt. Large [COUNTRY] companies

	Total Trust	Total No Trust	A lot of trust	Some trust	Not much trust	No trust at all	Other	DK / Refused
Argentina	41	54	8	33	32	22	0	5
Brazil	35	63	6	29	40	23	0	2
Canada	59	39	7	52	26	13	1	2
China	63	25	14	49	21	4	4	8
France	40	55	5	35	36	19	1	4
Germany	35	64	5	30	46	18	0	0
Great Britain	50	47	5	45	31	16	0	4
India	64	33	18	47	19	13	0	3
Indonesia	69	29	8	61	28	1	0	1
Italy	47	49	8	40	39	10	0	3
Kenya	61	37	22	39	25	12	0	2
Mexico	58	41	12	46	24	17	0	0
Nigeria	58	41	14	44	24	18	0	1
Philippines	50	48	8	42	34	13	0	2
Poland	31	55	3	28	35	21	0	13
Russia	36	57	3	33	33	24	1	7
S. Korea	38	58	2	37	49	9	2	2
Spain	38	56	8	31	38	18	0	6
Turkey	54	41	4	50	35	6	0	5
USA	49	49	7	42	30	19	0	2
Average	49	47	8	41	32	15	1	4

Q6t. Please tell me how much you trust each of the following institutions to operate in the best interest of our society. How about...?

ct. Global companies operating in [COUNTRY]

	Total Trust	Total No Trust	A lot of trust	Some trust	Not much trust	No trust at all	Other	DK / Refused
Argentina	23	68	3	20	29	39	0	8
Brazil	34	64	6	28	38	26	0	3
Canada	45	50	3	42	32	18	1	5
China	60	18	16	45	16	2	3	19
France	30	61	3	27	36	25	1	8
Germany	36	62	6	30	42	20	0	2
Great Britain	41	53	4	37	36	17	0	6
India	54	41	13	41	24	16	0	5
Indonesia	59	38	10	49	36	2	0	3
Italy	25	66	4	21	43	23	0	9
Kenya	65	30	23	43	21	9	0	4
Mexico	49	50	10	40	26	25	0	1
Nigeria	67	30	20	47	16	14	0	3
Philippines	50	47	10	40	31	16	0	2
Poland	24	59	3	21	30	29	0	17
Russia	20	70	2	18	33	37	1	9
S. Korea	30	55	1	29	46	9	2	13
Spain	30	60	5	26	39	21	0	10
Turkey	30	61	2	28	49	12	1	9
USA	43	52	3	40	31	21	1	4
Average	41	52	7	34	33	19	1	7

Q11. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

at. The free enterprise system and free market economy is the best system on which to base the future of the world.

	Total Agree	Total Disagree	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly disagree	Depends / Neither	DK / Refused
Argentina	42	29	11	31	13	16	2	26
Brazil	57	30	18	40	19	11	4	9
Canada	65	29	22	43	19	10	2	3
China	74	20	25	49	16	4	3	4
France	36	50	10	26	27	23	3	11
Germany	65	32	29	36	24	9	2	1
Great Britain	66	27	26	39	17	10	2	5
India	70	17	34	35	12	6	3	11
Indonesia	68	29	22	46	25	4	1	3
Italy	59	31	21	38	20	12	4	5
Kenya	59	25	33	25	12	13	3	13
Mexico	61	38	21	40	27	11	0	1
Nigeria	66	29	34	31	13	16	2	4
Philippines	73	22	23	50	17	5	2	4
Poland	63	19	22	41	14	5	4	14
Russia	43	34	11	32	25	9	7	15
S. Korea	70	19	11	60	17	2	5	6
Spain	63	28	27	36	14	14	1	8
Turkey	47	36	5	42	31	6	4	12
USA	71	24	34	37	15	9	2	3
Average	61	28	22	39	19	10	3	8

Q11. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

bt. The free enterprise system and free market economy work best in society's interests when accompanied by strong government regulations.

	Total Agree	Total Disagree	Strongly Agree	Somewhat Agree	Somewhat disagree	Strongly disagree	Depends / Neither	DK / Refused
Argentina	56	15	22	34	8	7	2	26
Brazil	59	30	24	36	18	12	2	9
Canada	68	27	22	46	18	9	1	4
China	76	16	31	45	13	3	3	5
France	57	28	17	40	17	11	4	11
Germany	68	30	35	33	20	10	1	1
Great Britain	69	23	25	44	15	9	1	6
India	70	18	32	38	12	6	2	10
Indonesia	86	11	42	44	10	1	1	2
Italy	71	20	32	39	13	7	3	6
Kenya	71	15	45	26	8	7	2	13
Mexico	68	31	24	44	24	7	0	1
Nigeria	71	24	39	32	12	13	1	4
Philippines	77	18	27	50	14	4	1	4
Poland	47	35	14	34	24	10	4	14
Russia	67	19	26	42	15	4	5	9
S. Korea	46	43	7	39	39	5	5	6
Spain	60	29	23	37	16	12	1	10
Turkey	55	30	9	46	26	4	4	11
USA	59	35	20	39	20	15	2	4
Average	65	25	26	39	17	8	2	8

Q11. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

f. Large companies have too much influence over our national government.

Q11/f/(7)	Total Agree	Total Disagree	Strongly Agree	Somewhat Agree	Somewhat disagree	Strongly disagree	Depends / Neither	DK / Refused
Argentina	76	13	47	29	6	7	1	11
Brazil	80	14	56	24	7	8	1	4
Canada	82	16	53	29	11	5	1	1
China	47	44	16	31	27	17	4	5
France	86	10	51	35	6	3	1	4
Germany	77	22	54	22	13	9	1	1
Great Britain	80	16	53	27	10	6	1	2
India	73	20	41	32	12	8	3	4
Indonesia	74	24	28	46	21	3	1	1
Italy	76	18	42	34	12	5	2	5
Kenya	64	23	35	28	14	9	3	10
Mexico	88	12	74	14	6	7	0	0
Nigeria	41	51	16	25	32	19	2	6
Philippines	72	25	38	34	17	8	1	1
Poland	74	9	39	36	6	2	2	15
Russia	66	16	26	40	13	3	4	15
S. Korea	80	14	26	54	14	1	1	5
Spain	84	10	58	26	7	4	0	5
Turkey	59	27	15	44	23	4	6	8
USA	85	13	59	25	8	5	1	2
Average	73	20	41	32	13	7	2	5

Q12. Do you think we need more or less government regulation on large companies to protect each of the following?

a. Protecting the environment

	Total Less	Total More	A lot less 1	2	3	4	A lot more 5	More enforcement of existing regulations	Depends - DK - Refused
Argentina	5	76	3	1	8	16	60	4	8
Brazil	5	88	3	2	6	10	78	1	0
Canada	6	82	2	4	12	26	55	0	0
China	10	73	3	7	13	28	45	2	2
France	4	83	2	2	11	19	64	1	1
Germany	17	56	6	11	24	27	29	2	1
Great Britain	7	80	3	4	13	26	54	0	0
India	12	75	3	9	10	23	52	0	2
Indonesia	11	78	5	7	10	25	54	0	0
Italy	7	72	3	4	10	16	56	6	4
Kenya	5	88	3	2	4	8	80	1	2
Mexico	7	84	5	3	9	15	69	0	0
Nigeria	9	76	5	4	14	7	69	1	1
Philippines	11	72	6	4	9	17	55	5	3
Poland	3	74	1	2	12	26	48	2	9
Russia	5	55	2	3	12	17	38	17	11
S. Korea	12	75	3	10	11	40	35	0	2
Spain	6	85	3	3	8	14	72	0	1
Turkey	6	64	3	3	10	19	45	17	3
USA	8	72	4	6	19	24	48	0	0
Average	8	75	3	4	11	20	55	3	3

Q12. Do you think we need more or less government regulation on large companies to protect each of the following?

b. Protecting the rights of workers

	Total Less	Total More	A lot less 1	2	3	4	A lot more 5	More enforcement of existing regulations	Depends - DK - Refused
Argentina	5	82	4	1	5	16	66	4	5
Brazil	5	90	2	3	4	10	79	1	0
Canada	9	71	3	5	19	27	45	0	1
China	9	74	2	7	13	30	44	2	2
France	5	79	2	3	15	22	56	0	1
Germany	16	55	5	11	26	25	29	2	2
Great Britain	7	74	2	5	19	28	46	0	0
India	10	73	3	8	14	27	46	0	2
Indonesia	9	80	3	6	10	21	59	0	0
Italy	11	65	6	5	12	16	49	7	5
Kenya	5	89	3	2	3	9	80	3	0
Mexico	7	84	4	3	9	12	72	1	0
Nigeria	7	75	2	5	15	9	66	2	2
Philippines	8	77	5	3	9	18	58	4	3
Poland	3	79	1	2	9	23	56	2	7
Russia	5	58	2	3	12	22	36	17	8
S. Korea	21	54	4	17	22	36	18	0	3
Spain	5	86	2	3	9	15	70	0	1
Turkey	6	68	4	2	9	21	47	13	4
USA	9	71	4	5	19	23	48	0	0
Average	8	74	3	5	13	21	54	3	3

Q12. Do you think we need more or less government regulation on large companies to protect each of the following?

c. Protecting the rights of consumers

	Total Less	Total More	A lot less 1	2	3	4	A lot more 5	More enforcement of existing regulations	Depends - DK - Refused
Argentina	5	80	3	2	6	18	62	3	6
Brazil	5	87	3	2	6	11	76	1	0
Canada	6	72	2	4	20	32	40	0	2
China	6	76	2	4	14	25	51	2	1
France	5	77	2	3	17	27	50	0	1
Germany	14	57	5	9	25	29	28	2	1
Great Britain	6	73	2	4	20	30	43	0	0
India	12	71	3	8	15	23	47	0	3
Indonesia	7	79	2	5	13	31	48	0	0
Italy	9	70	4	5	13	17	52	4	4
Kenya	6	86	3	3	4	12	74	2	2
Mexico	8	80	3	5	12	15	65	0	0
Nigeria	11	73	6	5	14	9	64	1	1
Philippines	10	75	6	4	10	20	55	4	2
Poland	3	75	0	3	12	26	49	2	8
Russia	5	56	2	3	12	20	36	18	9
S. Korea	21	63	4	16	14	40	23	0	2
Spain	4	84	2	3	10	16	68	1	1
Turkey	5	64	4	2	10	18	46	16	4
USA	8	69	3	5	21	29	41	0	1
Average	8	73	3	5	13	22	51	3	3

Q12. Do you think we need more or less government regulation on large companies to protect each of the following?

d. Protecting the rights of investors

	Total Less	Total More	A lot less 1	2	3	4	A lot more 5	More enforcement of existing regulations	Depends - DK - Refused
Argentina	17	54	9	8	14	14	40	2	13
Brazil	16	64	8	7	16	15	48	1	3
Canada	18	46	6	12	35	24	22	0	1
China	7	64	2	6	22	30	34	2	6
France	25	32	10	15	38	16	16	0	5
Germany	27	33	11	15	35	18	14	2	4
Great Britain	19	49	5	14	30	25	24	0	1
India	11	73	3	8	12	29	44	0	4
Indonesia	14	66	5	8	19	32	35	1	1
Italy	12	56	5	7	20	17	38	4	8
Kenya	12	73	7	5	8	15	59	1	6
Mexico	24	53	16	9	23	19	35	0	1
Nigeria	11	65	6	5	20	15	50	1	4
Philippines	13	67	6	7	14	24	43	4	3
Poland	9	53	2	6	20	20	32	2	15
Russia	7	30	4	4	18	15	15	16	28
S. Korea	23	43	4	19	28	35	8	0	5
Spain	18	52	7	11	26	20	32	0	4
Turkey	12	52	6	6	14	20	32	11	11
USA	15	52	5	10	31	25	26	0	2
Average	15	54	6	9	22	21	32	2	7

Methodology

Country	Sample Size (unweighted)	Field dates	Sample frame	Survey methodology	Type of sample
Argentina	1000	May 28 – June 08, 2005	18 years and over	Face-to-Face	National
Brazil	1005	June 12 – July 27, 2005	18 years and over	Face-to-Face	Major cities ¹
Canada	1005	June 27 – July 06, 2005	18 years and over	Telephone	National
China	1800	June 03 – June 18, 2005	18 years and over	Telephone	Urban ²
France	1001	July 04 – July 08, 2005	15 years and over	Telephone	National
Germany	1005	July 07 – August 01, 2005	16 years and older	Telephone	National
Great Britain	1002	June 28 – July 07, 2005	18 years and older	Telephone	National
India	1000	June 01 – June 12, 2005	15 years and over	Face-to-Face	Major Metropolitan Areas ³
Indonesia	1000	August 01 – August 25, 2005	18 years to 60	Face-to-Face	Major Metropolitan Areas ⁴
Italy	1008	July 20 – July 27, 2005	18 years and over	Telephone	National
Kenya	1000	July 26 – August 08, 2005	18 years and over	Face-to-Face	National
Mexico	1000	June 3 – June 17, 2005	18 years and over	Face-to-Face	National
Nigeria	1000	July 07 – July 24, 2005	18 years and over	Face-to-Face	National
Philippines	1000	August 11 – August 29, 2005	15 years and over	Face-to-Face	Urban ⁵
Poland	949	August 04 – August 09, 2005	18 years and over	Face-to-Face	National
Russia	1014	August 01 – August 18, 2005	18 years and over	Face-to-Face	National
South Korea	1000	July 25 – August 04, 2005	20 to 60	Telephone	Major 7 cities ⁶
Spain	1001	July 13 – July 22, 2005	15 years and older	Telephone	National
Turkey	1000	July 08 – July 21, 2005	15 years and over	Face-to-Face	Urban ⁷
United States	1001	June 30 – July 02, 2005	18 years and over	Telephone	National

¹ In Brazil the survey was conducted in Belo Horizonte, Brasília, Curitiba, Florianópolis, Porto Alegre, Recife, Rio de Janeiro, Salvador,

São Paulo representing 17.8% of the Brazilian adult population.

² In China the survey was conducted in Beijing, Chengdu, Guangzhou, Hangzhou, Shanghai, Shenyang, Wuhan, Xi'an and Zhengzhou representing 36% of the total population in Urban China.

³ In India the survey was conducted in Chennai, Delhi, Kolkata and Mumbai, representing 5% of the total population.

⁴ In Indonesia the survey was conducted in Jakarta and Surabaya, representing 13% of the total urban population.

⁵ In Philippines the survey was conducted in National Capital Region representing 27% total urban population.

⁶ In South Korea, the survey was conducted in Busan, Daegu, Daejeon, Gwangju, Incheon, Seoul and Ulsan, representing 52% of the total population.

⁷ In Turkey the survey was conducted in Adana, Ankara, Antalya, Bursa, Diyarbakir, Erzurum, Istanbul, Izmir, Konya, Samsun, and

Zonguldak representing 45% of the total population.