



## NEWS RELEASE

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### **Aussies shun globalisation**

- ***Almost one in two (46%) say globalisation is changing their values and making life too fast and impersonal***
- ***Only one third believe global companies bring better career opportunities***
- ***Three in five (62%) say the local economy is vulnerable to and negatively impacted by globalisation***

**Sydney, 28 August 2006:** The latest study from research company ACNielsen has revealed that Australian consumers are amongst the most cynical in the world when it comes to globalisation. Almost two thirds (62%) believe that the local economy is vulnerable to and negatively impacted by globalisation compared to the global average of just 50 percent, while almost half (46%) claim that it is changing their lives and values.

Released today, the twice-yearly global ACNielsen Online Consumer Opinion Survey, the largest of its kind, polled over 23,000 people in 42 countries and more than 500 Australian participants on the impact of globalisation.

According to the findings almost half (46%) of all Australian consumers say that globalisation is changing their values and making life too fast and impersonal – on par with the global average of 47 percent.

The survey also revealed that 62 percent of Australians agree that globalisation means that the local economy is more vulnerable to and can be negatively impacted by trends and events that occur elsewhere in the world – 12 percent above the global average of 50 percent and the second highest in the world behind New Zealand (66%).

Only around one in three (34%) Aussies agreed that the an increased presence of global companies implies increased job and career opportunities – significantly behind the global average of 47 percent and well below some of the lesser developed Asia Pacific countries including India (78%), the Philippines (73%) and China (71%).

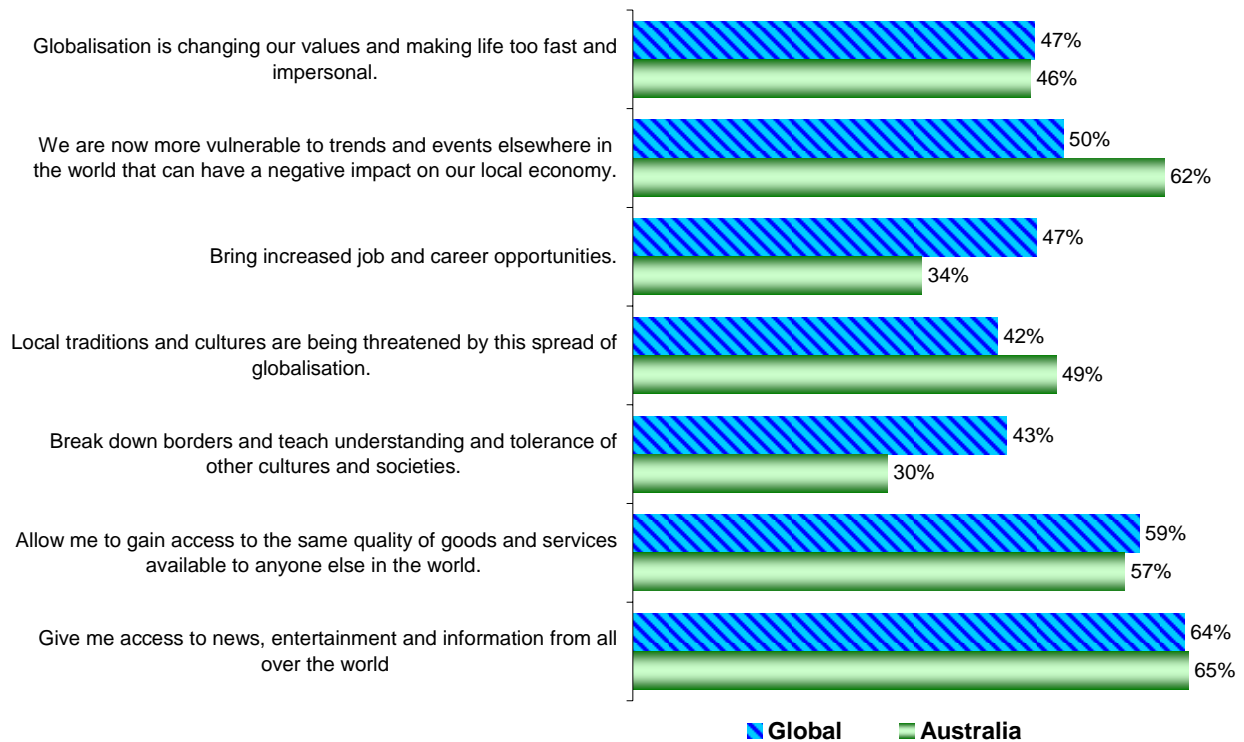
And it appears that Australian consumers believe that our highly multi-cultural society may be at risk with almost half (49%) saying that the spread of globalisation threatens local traditions and cultures – seven percent above the global average. Only 30 percent agree that globalisation breaks down borders and teaches understanding and tolerance of other cultures and societies, compared to the global average of 43 percent.

“While many Australians dress in international fashion brands, drink imported beer and socialise in global coffee chains – it is often taken for granted that our contemporary lifestyle has been driven by globalisation,” says Johnny Panagiotidis, Director, ACNielsen Australia. “Yet it is interesting to see that our survey findings indicate that, compared to the global average, Australian consumers appear to be quite sceptical about the impact that globalisation has on our local economy and our lifestyle.”

Despite the apparent cynicism amongst Australians, globalisation does appear to have some benefits with over half (57%) claiming that it allows access to the same quality of goods and services available to anyone else in the world, and almost two in three (65%) saying globalisation provides access to news, entertainment and information from all over the world.

“Information technology is a driving factor in the process of globalisation,” commented Panagiotidis. “The emergence of numerous Internet-enabled news-gathering and dissemination outlets, chat rooms, blogging, instant messaging systems, e-mail, electronic bulletin boards and other Internet-based communication systems have made it much easier for people to communicate, exchange information and collaborate with each other.”

## Chart 1: Impact of globalisation



The ACNielsen Online Consumer Confidence Survey, the largest twice-yearly global survey of its kind, is aimed to gauge consumers' current confidence levels, spending habits/intentions and current major concerns. The most recent wave of the survey took place in November 2005 and polled over 23,500 consumers – regular Internet users – in 42 markets in Europe, North and Latin America, Asia-Pacific region, Africa (Republic of South Africa) and the Middle East (UAE).

### About ACNielsen

ACNielsen, a VNU business, is the world's leading marketing information provider. Offering services in more than 100 countries, the unit provides measurement and analysis of marketplace dynamics and consumer attitudes and behaviour. Clients rely on ACNielsen's market research, proprietary products, analytical tools and professional service to understand competitive performance, to uncover new opportunities and to raise the profitability of their marketing and sales campaigns.

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