

What's going on in the world and Turkey?
The GlobeScan Report, 2010

The GlobeScan Report is a syndicated annual survey of global public opinion, covering a variety of global issues. It provides global decision-makers with critical insights and comparative country metrics needed to better understand the trends shaping their international business and policy environment. The report is designed to help shape corporate strategies, policy positions, initiative development, and communications activities. The findings add to our collective understanding of the nature and extent of public concern about global issues.

After the Crisis: Which Way Now?

- Who is to Blame for the Economic Crisis
- Free Market Economy is Best System
- Fairness of Sharing of Economic Benefits and Burdens
- Satisfaction with Actions to Address Financial Crisis
- Support for Government Actions to Address Financial Crisis

The International Consumers Sentiment Index

- Financial Situation of Self and Family
- Predicted Business Conditions in Country as a Whole
- Good Time to Buy Major Household Items

Global Citizenship and Global Optimism

- Overall Effect of Globalization
- I See Myself as a Global Citizen
- The World is Going in the Right Direction
- Children / Grandchildren Will Have a Better Quality of Life

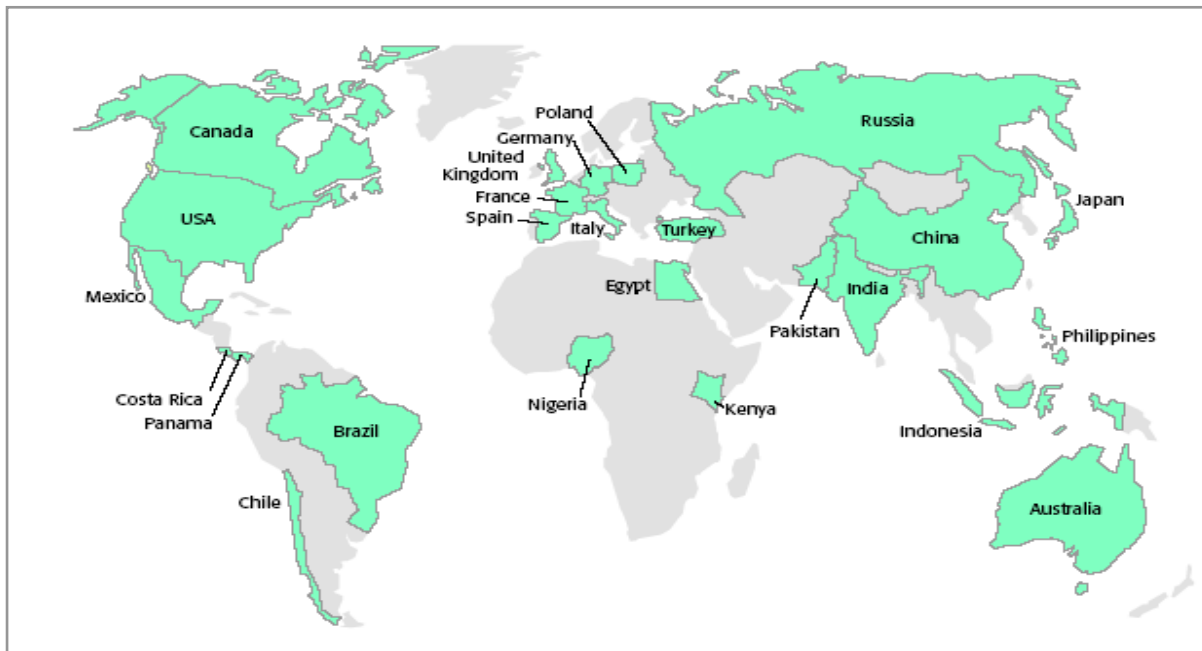
Trust in Institutions

- Trust in Global Companies
- Trust in NGOs
- Trust in National Government
- Trust in National Companies
- Trust in Press and Media
- Trust in Religious Groups
- Trust in United Nations

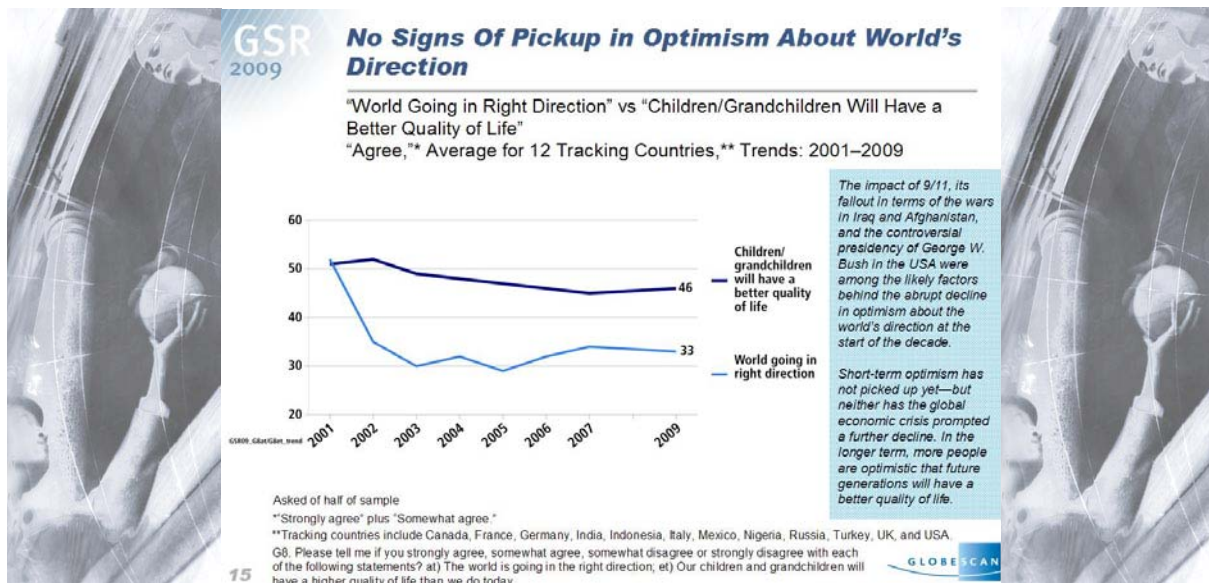
Seriousness of National and Global Issues

- Most Important National Problem
- National Issues – Seriousness of Key Problems
- National Issues Matrix
- Most Important Global Problems
- Global Issues – Seriousness of Key Problems

Participating Countries



Findings



Turkey Report: Executive Summary
 PowerPoint Presentation
 Strategic Consultancy
 TL 5,000+VAT

Global Report: Executive Summary
 PowerPoint Presentation
 Strategic Consultancy
 Distribution License
 Detailed Tabulation
 5 CDs
 USD 23,000+VAT

Yöntem Research Consultancy Ltd.

5. Gazeteciler Sitesi No: 30
 34335 Levent - Istanbul
 Tel : +90 212 278 12 19
 Fax : +90 212 269 87 07
 URL: www.yontemresearch.com

For more information:

Research Executive:
 Melike KIRATLI
melike.kiratli@yontemresearch.com