

**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

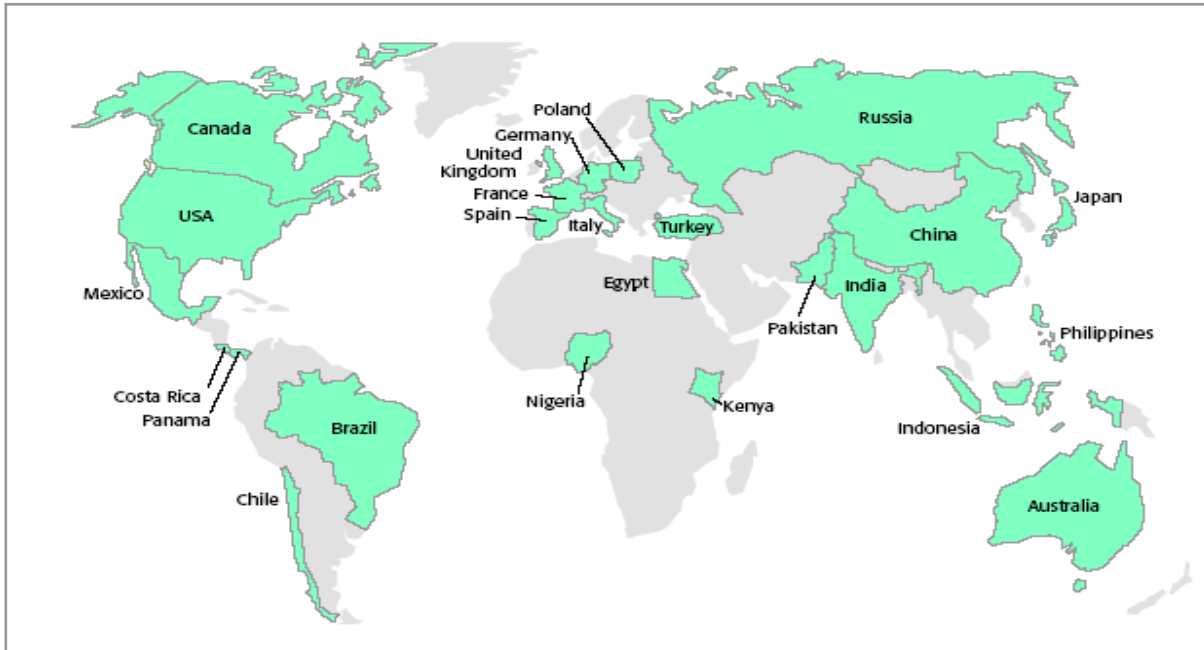
**Trust in Institutions**

- 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

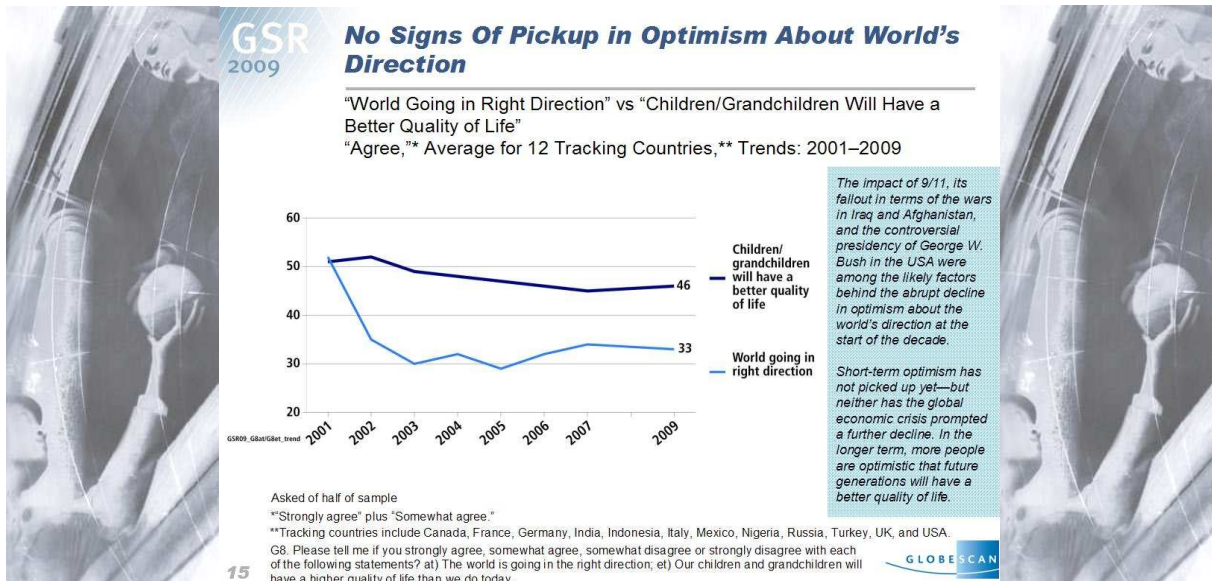
**Seriousness of National and Global Issues**

- 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

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