

# Toluna's CEO and company founder, Frederic-Charles Petit spoke at ESOMAR in Brussels and shared insights on globalization.

We have asked 1,000 respondents globally about their viewpoints of globalization and the resulting impact on their lives, using Toluna QuickSurveys.

## THINKING ABOUT TODAY'S ECONOMY, AS COMPARED TO 5 YEARS AGO, DO YOU FEEL THAT IT'S...



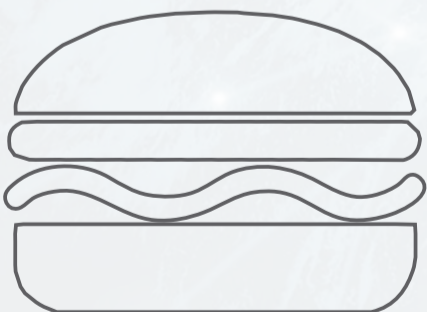
Do you think that Brexit and other current political events have effected sentiment about globalization?



What do you believe globalization will happen in the next four years?



## WHAT TYPES OF PURCHASES DO YOU CONSIDER MAKING WITH COMPANIES THAT HAVE A LOCAL PRESENCE IF AVAILABLE?



## DO YOU FEEL THAT THE IMPACTS OF GLOBALIZATION ARE POSITIVE, OR NEGATIVE?



In what ways have you felt positive impacts from globalization?



In what ways have you felt negative impacts from globalization?



Feel Small businesses and independent shops suffer

## WHEN MAKING PURCHASES, DO YOU FEEL YOU FAVOR COMPANIES THAT HAVE A LOCAL PRESENCE, AS OPPOSED TO OTHERS WHEN PURCHASING?



No, while I do consider this, I find that often there's no local presence for most of the goods I look to purchase

Do you think that technology has had a large role to play in globalization?

