

Contact:
John Grubb
Vice President, Communications
Bay Area Council
415-946-8705
Cell: 415-847-6320
jgrubb@bayareacouncil.org



BAY AREA INCREASINGLY GLOBALIZED, REPRESENTATIVES SHOULD FURTHER INCREASE GLOBAL TRADE AND BUSINESS TIES, SAY RESIDENTS IN POLL

Globalization Considered Good for the Economy and Culture

BAY AREA, March 3, 2007 — A super majority of 88 percent of Bay Area residents feel that “all in all” greater business, personal and cultural connections between the Bay Area and other countries is a good thing, according to the 2007 *Bay Area Council Poll* of 600 residents released today. Further, 74 percent of residents think their local, state and federal elected representatives should work to encourage greater Bay Area trade and business ties with other countries.

Residents think that international Bay Area trade has increased. Fifty percent think trade and business ties between the Bay Area and other countries has either increased a lot or some compared to five years ago. Only twelve percent think trade has declined. Growing trade and business ties are a good thing, say 70 percent of residents, compared with 15 percent who think it is bad.

“These results are astonishing for at least two reasons,” said Jim Wunderman the president and CEO of the Bay Area Council. “First, in the Bay Area where its hard to find agreement on any issue, residents almost unanimously favor greater trade rather than protectionist barriers to trade. Second, just a few years ago the Bay Area seemed to be caught in a great panic over outsourcing and enmity towards international business ties. That fear has vanished. Clearly, the Bay Area residents now recognize our region as a hub of the global economy.”

Eighty-four percent of residents favor faster communication and greater travel between the region and other countries. As for global impact on the local social fabric, such as food, music, movies and culture, 80 percent consider the international impact good.

The greatest support for more global ties was in San Francisco, where 93 percent of resident think increased connections are good for the Bay Area. Contra Costa County residents were least supportive of their federal and state elected officials increasing trade, but majority of 66 percent still favor more international business and trade.

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About the Bay Area Poll

A total of 600 residents of the nine-county Bay Area were surveyed in English and Spanish by Field Research Corporation during the period of January 8-14, 2007. Survey respondents were selected using a random probability sampling technique that gives all residents with telephones (listed or not) an equal chance of being selected for the survey. The sample was stratified to obtain representative samples in each of six Bay Area regions: Alameda County, Contra Costa County, San Francisco County, San Mateo County, Santa Clara County and the North Bay counties of Marin, Napa, Solano and Sonoma. After the completion of interviewing, the sample was weighted

to conform to actual population estimates of the nine-county Bay Area. Findings are subject to a sampling error of plus or minus 4 percentage points at the 95 percent confidence level.

About the Bay Area Council

Founded in 1945, the Bay Area Council (www.bayareacouncil.org) develops and drives regional public policy initiatives and researches critical infrastructure issues. Led by CEOs, the Bay Area Council presents a strong, united voice for hundreds of major employers throughout the Bay Area region whom employ more than 501,000 workers, or 1 of every six private sector employees in the Bay Area.