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## **Widespread Unease about Economy and Globalisation :Global Poll**

In 22 out of 34 countries around the world, the weight of opinion is that “economic globalisation, including trade and investment,” is growing too quickly, according to a BBC World Service Poll of 34,500 people. On average one out of two (50%) hold this view, while 35 percent say globalisation is growing too slowly.

In the G-7 countries – whose finance ministers are meeting this weekend — an average of 57 percent say globalisation is growing too quickly.

Related to this unease is an even stronger view that the benefits and burdens of “the economic developments of the last few years” have not been shared fairly. Majorities in 27 out of 34 countries hold this view — on average 64 percent.

In developed countries, those who have this view of unfairness are more likely to say that globalisation is growing too quickly — especially in France, Italy, Spain, South Korea, Japan, and Germany (and to a lesser extent Britain and the US).

In contrast, in some developing countries, those who perceive such unfairness are more likely to say globalisation is proceeding too slowly. These include Turkey, the Philippines, Indonesia, Brazil, Kenya, Mexico and the countries of Central America.

Only 19 percent overall say globalisation is growing much too quickly, while 32 percent say it is growing a bit too quickly. Steven Kull of PIPA comments, “Few want to slam the brakes on globalisation, though many want to press the brakes lightly. Also, people in some developing countries still want to accelerate globalisation and appear to believe that this will help break down some of the inequities in their country.”

The survey was conducted for the BBC World Service by the international polling firm GlobeScan together with the Program on International Policy Attitudes (PIPA) at the University of Maryland. GlobeScan coordinated fieldwork between October 31, 2007 and January 25, 2008.

Though interviews (except in India) were completed before the sharp fall in global stock markets in mid-January, there was already a predominant view that economic conditions were getting worse in their country (on average 52% worse, 41% better) as well as in the global economy (46% worse, 40% better).

GlobeScan President Doug Miller says, “There is real public unease about the direction of the economy, but it’s not only about a downturn. It also has to do with how fairly benefits and burdens are shared, and the pace of globalisation.”

## Participating Countries



\*Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and Panama

Note: In Brazil, Chile, China, Egypt, Indonesia, Lebanon, the Philippines, Portugal, Turkey, UAE, and the countries of Central America urban samples were used. Please see page 10 for details.

## Other Highlights

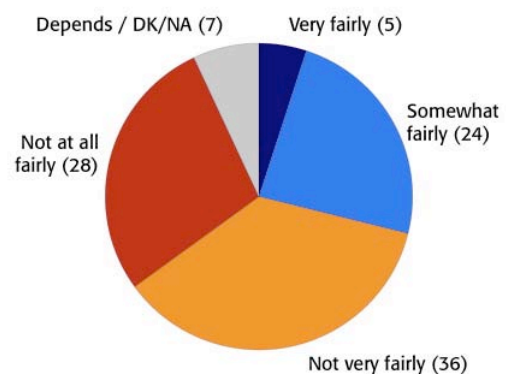
Perceptions of domestic economic conditions vary widely. In ten countries, a majority perceives improvement (led by China 84%, Canada 72%, Australia 71%, UAE 69%, Russia 63%, and India 56%), while in twenty-one a majority perceives their country worsening (led by Italy 86%, the Philippines 76%, Indonesia 76%, USA 74%, and Portugal 72%).

The perception that the benefits and burdens of economic development have not been fairly distributed in their country is highest in South Korea (86%), Italy (84%), Portugal (84%), Japan (83%), Chile (82%), Lebanon (82%), and Turkey (82%).

In just six countries, majorities perceived their economy as fair — UAE (72%), Australia (58%), Canada (58%), China (58%), Ghana (53%), and Nigeria (53%).

The view that globalisation is growing too quickly is especially widespread in Egypt (77%), UAE (77%), Australia (73%), China (72%), Spain (68%), and France (64%).

Fairness of Sharing Economic Benefits and Burdens in Country  
December 2007



Base: Representative sample of 34,500 adults in 34 countries

The only countries with majorities saying that globalisation is growing too slowly are the Philippines (71%), Turkey (71%), Indonesia (53%), and Brazil (51%).

The correlation between the perception of economic fairness and attitudes about globalisation varies across countries. In twelve countries the most common view is that the economy is unfair and that globalisation is going too fast. This is primarily true of highly developed countries (France, Italy, Spain, South Korea, Japan, Germany, and to a lesser extent Britain and the US). However it is also true of Lebanon, Argentina, Israel and Chile.

However, in eight cases the most common view is both that the economy in their country is unfair and that globalisation should be sped up. These include Turkey, the Philippines, Portugal, Indonesia, Brazil, Kenya, Mexico and the countries of Central America.

In eight countries the most common view is that their economy is fair but that globalisation is nonetheless moving too quickly. These include three developed countries — Australia, Canada and UAE; as well as five developing countries — Egypt, China, India, Ghana, and Nigeria.

Russians, widely agree that the economy has been unfair, but they are divided as to the pace of globalisation.

*In total 34,528 citizens in Argentina, Australia, Brazil, Canada, Chile, China, Costa Rica, Egypt, El Salvador, France, Ghana, Germany, Great Britain, Guatemala, Honduras, India, Indonesia, Israel, Italy, Japan, Kenya, Lebanon, Mexico, Nicaragua, Nigeria, Panama, the Philippines, Portugal, Russia, South Korea, Spain, Turkey, UAE, and the United States were interviewed face-to-face or by telephone between October 31, 2007 and January 25, 2008. Polling was conducted for the BBC World Service by the international polling firm GlobeScan and its research partners in each country. In 16 of the 34 countries, the sample was limited to major urban areas. The margin of error per country ranges from +/-2.4 to 4.4 percent.*

*For more details, please see the Methodology section or visit [www.globescan.com](http://www.globescan.com) or [www.worldpublicopinion.org](http://www.worldpublicopinion.org).*

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**GlobeScan Incorporated** is a global public opinion and stakeholder research consultancy with offices in Toronto, London, and Washington. GlobeScan conducts custom research and annual tracking studies on global issues. With a research network spanning 50+ countries, GlobeScan works with global companies, multilateral agencies, national governments, and non-government organizations to deliver research-based insights for successful strategies.

**The Program on International Policy Attitudes (PIPA)** is a joint program of the Center on Policy Attitudes and the Center for International and Security Studies at the University of Maryland. PIPA undertakes research on attitudes in publics around the world on a variety of international issues and publishes the website/webzine [WorldPublicOpinion.org](http://WorldPublicOpinion.org).

**The BBC** exists to enrich people's lives with great programmes and services on television, radio and online that inform, educate and entertain. Its vision is to be the most creative, trusted organization in the world. BBC reporters and correspondents at home and abroad can be called on for expert coverage across a huge range of subject areas. With over sixty foreign bureaux, the BBC has the largest newsgathering operation in the world. BBC World Service provides international news, analysis and information in English and 32 other languages.

## Questionnaire

M1t. For each the following, please tell me if you think they are getting much better, a little better, a little worse or much worse.

READ AND ROTATE. CODE ONE EACH

at) Economic conditions in [COUNTRY]

- 01 Much better
- 02 A little better
- 03 A little worse
- 04 Much worse

VOLUNTEERED (DO NOT READ)

- 05 Depends
- 06 Staying about the same
- 99 DK/NA

bt) Economic conditions in the world as a whole

M2. Thinking about the economic developments of the last few years, how fairly do you think the benefits and burdens have been shared in [Country]: very fairly, somewhat fairly, not very fairly, or not at all fairly?

- 01 Very fairly
- 02 Somewhat fairly
- 03 Not very fairly
- 04 Not at all fairly

VOLUNTEERED (DO NOT READ)

- 05 Depends
- 99 DK/NA

M3. Overall do you think economic globalisation, including trade and investment, is growing much too quickly, a bit too quickly, a bit too slowly, or much too slowly?

- 01 Much too quickly
- 02 A bit too quickly
- 03 A bit too slowly
- 04 Much too slowly

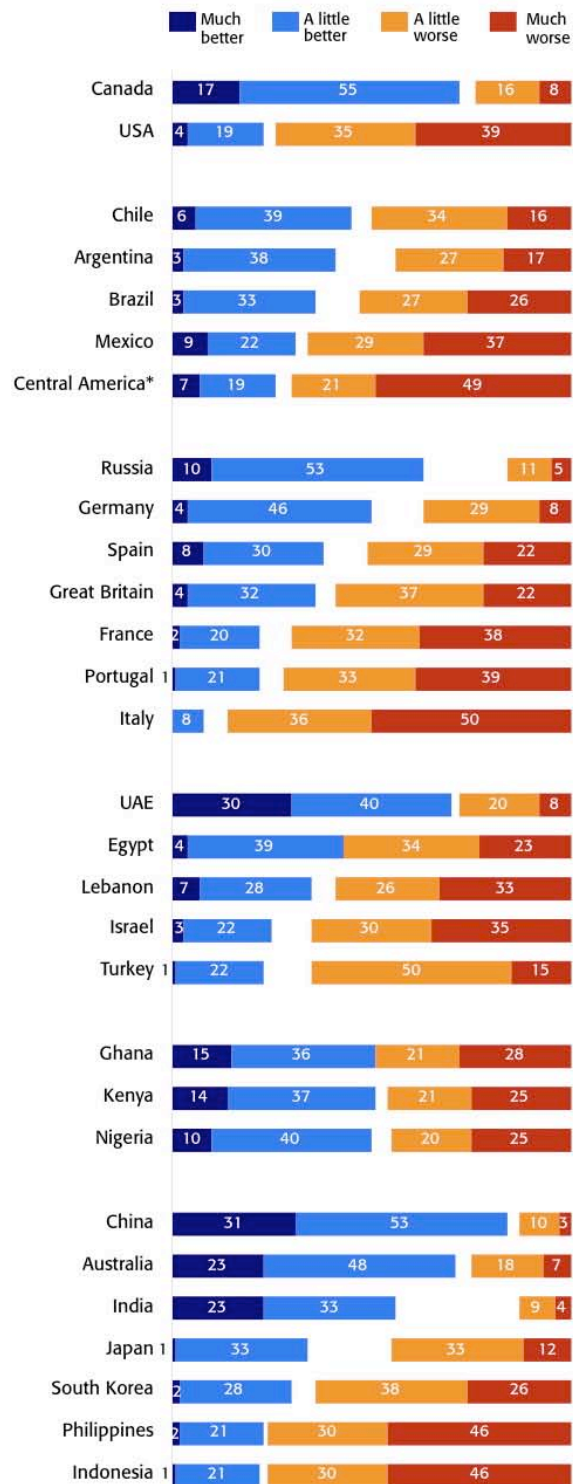
VOLUNTEERED (DO NOT READ)

- 05 About right
- 06 Depends
- 99 DK/NA

## Country-by-Country Results

### Change in Economic Conditions in Country

By Country, December 2007



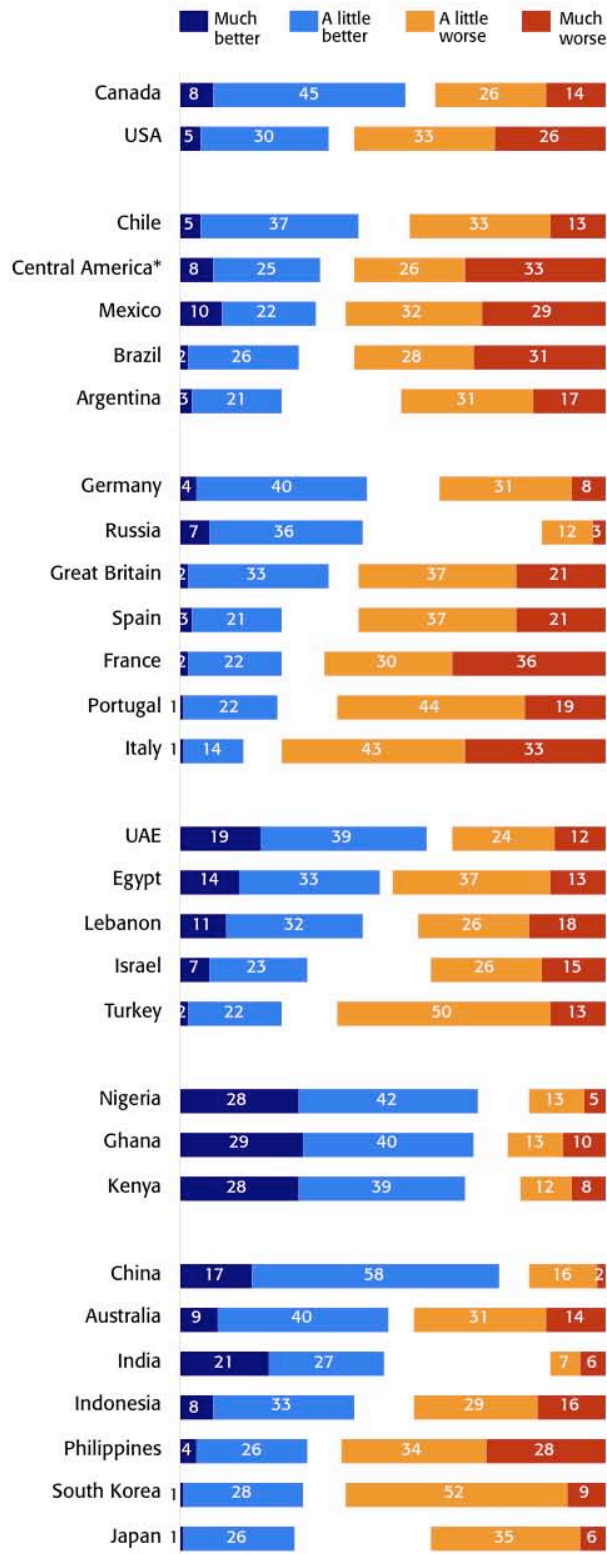
The white space in this chart represents "depends," "staying about the same," and "DK/NA."

Base: Representative sample of 34,500 adults in 34 countries

\*Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama

## Change in Economic Conditions in the World as a Whole

By Country, December 2007



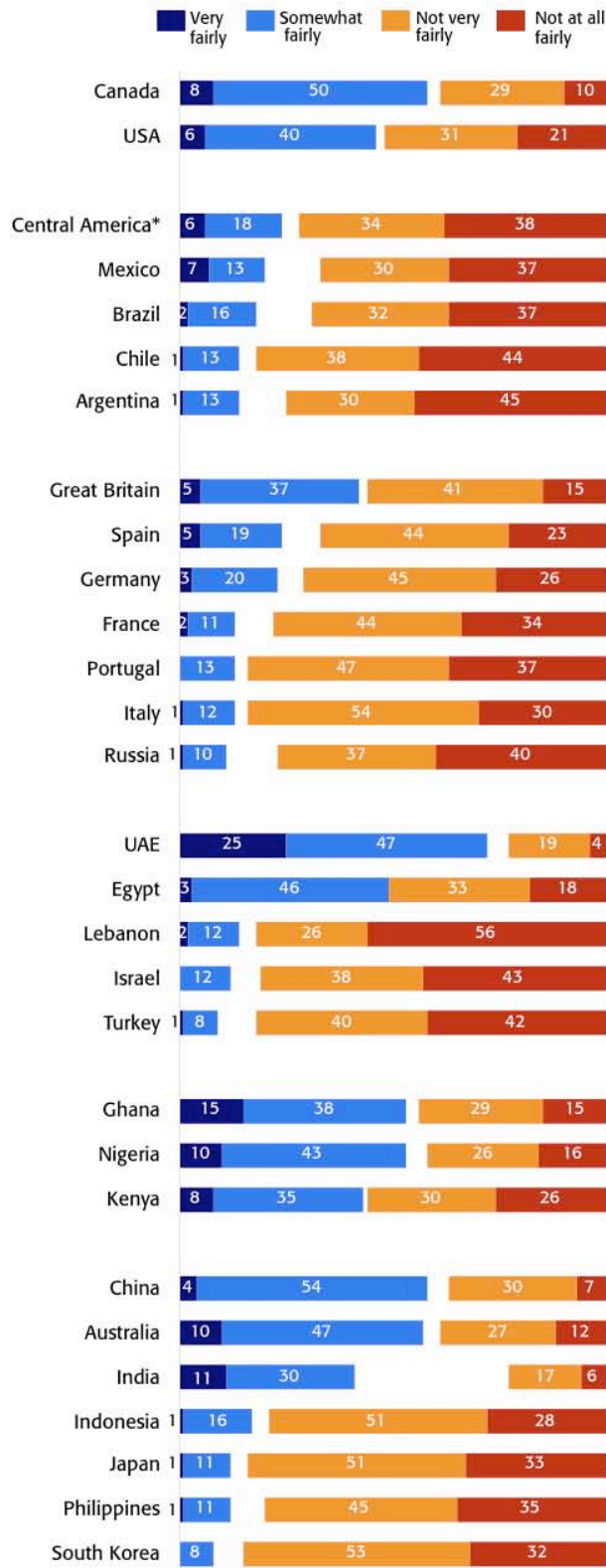
The white space in this chart represents "depends," "staying about the same," and "DK/NA."

Base: Representative sample of 34,500 adults in 34 countries

\*Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama

## Fairness of Sharing of Economic Benefits and Burdens in Country

By Country, December 2007



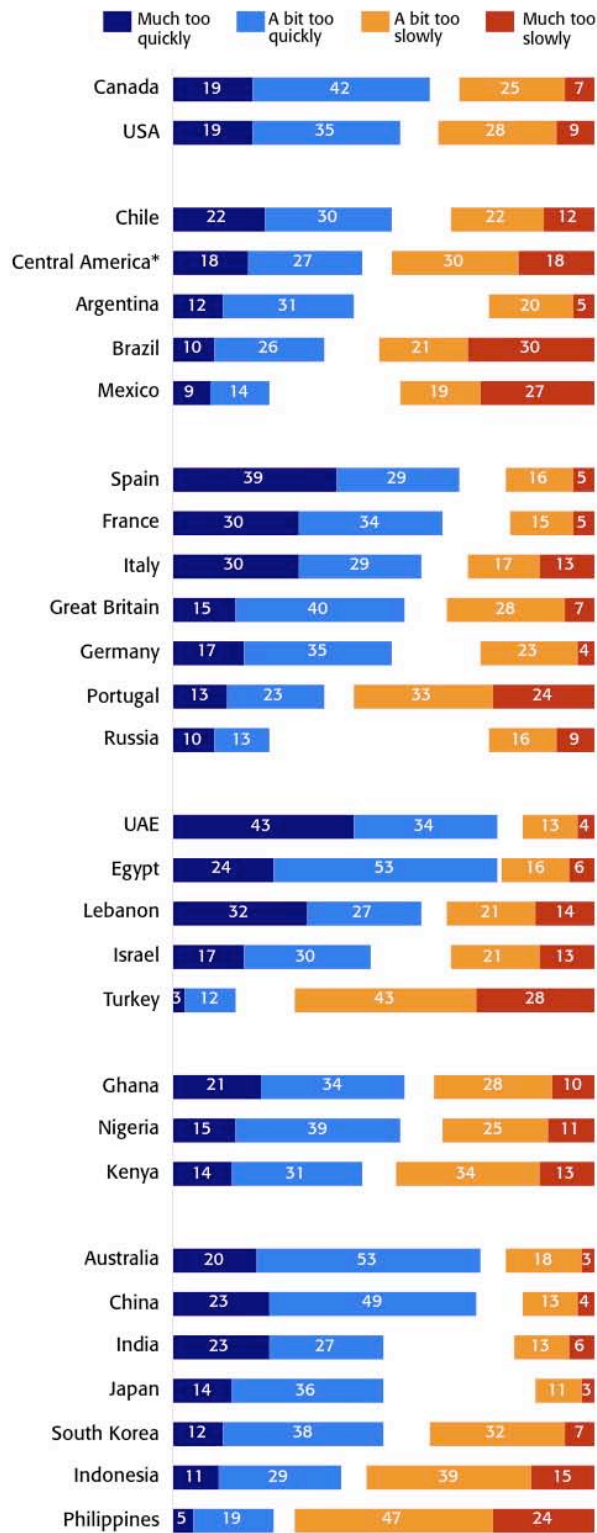
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Base: Representative sample of 34,500 adults in 34 countries

\*Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama

## Perception of Pace of Economic Globalisation

By Country, December 2007



The white space in this chart represents "about right," "depends," and "DK/NA."

Base: Representative sample of 34,500 adults in 34 countries

\*Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama

## Methodology

| Country       | Sample Size (unweighted) | Field dates           | Sample frame | Survey methodology | Type of sample      |
|---------------|--------------------------|-----------------------|--------------|--------------------|---------------------|
| Argentina     | 1,010                    | Nov 22 – Dec 04, 2007 | 18+          | Face-to-face       | National            |
| Australia     | 1,000                    | Nov 28 – Dec 27, 2007 | 18+          | Telephone          | National            |
| Brazil        | 800                      | Nov 24 – Dec 14, 2007 | 18-69        | Face-to-face       | Urban <sup>1</sup>  |
| Canada        | 1,000                    | Nov 23 – Dec 22, 2007 | 18+          | Telephone          | National            |
| Chile         | 1,000                    | Oct 31 – Nov 18, 2007 | 18+          | Face-to-face       | Urban <sup>2</sup>  |
| China         | 1,000                    | Dec 06 – Dec 25, 2007 | 18+          | Telephone          | Urban <sup>3</sup>  |
| Costa Rica    | 1,017                    | Dec 01 – Dec 13, 2007 | 18+          | Face-to-face       | Urban <sup>4</sup>  |
| Egypt         | 1,001                    | Nov 25 – Dec 07, 2007 | 18+          | Face-to-face       | Urban <sup>5</sup>  |
| El Salvador   | 1,013                    | Dec 01 – Dec 04, 2007 | 18+          | Face-to-face       | Urban <sup>6</sup>  |
| France        | 1,009                    | Dec 11 – Dec 19, 2007 | 15+          | Telephone          | National            |
| Germany       | 1,007                    | Dec 12 – Dec 23, 2007 | 16-70        | Telephone          | National            |
| Ghana         | 1,000                    | Dec 15 – Dec 26, 2007 | 18+          | Face-to-face       | National            |
| Great Britain | 1,000                    | Dec 04 – Jan 17, 2008 | 18+          | Telephone          | National            |
| Guatemala     | 1,020                    | Dec 01 – Dec 12, 2007 | 18+          | Face-to-face       | Urban <sup>7</sup>  |
| Honduras      | 1,004                    | Dec 01 – Dec 11, 2007 | 18+          | Face-to-face       | Urban <sup>8</sup>  |
| India         | 1,103                    | Jan 18 – Jan 25, 2008 | 18+          | Face-to-face       | National            |
| Indonesia     | 1,000                    | Dec 03 – Dec 20, 2007 | 17+          | Face-to-face       | Urban <sup>9</sup>  |
| Israel        | 511                      | Dec 10 – Dec 30, 2007 | 18+          | Telephone          | National            |
| Italy         | 1,012                    | Dec 03 – Dec 06, 2007 | 18+          | Telephone          | National            |
| Japan         | 1,773                    | Dec 08 – Dec 09, 2007 | 20+          | Face-to-face       | National            |
| Kenya         | 1,000                    | Dec 13 – Dec 20, 2007 | 18-70        | Face-to-face       | National            |
| Lebanon       | 1,200                    | Dec 28 – Jan 06, 2008 | 15-59        | Face-to-face       | Urban <sup>10</sup> |
| Mexico        | 1,000                    | Nov 05 – Dec 30, 2007 | 18+          | Face-to-face       | National            |
| Nicaragua     | 1,004                    | Dec 01 – Dec 10, 2007 | 18+          | Face-to-face       | Urban <sup>11</sup> |
| Nigeria       | 1,000                    | Dec 01 – Dec 18, 2007 | 18+          | Face-to-face       | National            |
| Panama        | 1,003                    | Dec 14 – Dec 17, 2007 | 18+          | Face-to-face       | Urban <sup>12</sup> |
| Philippines   | 1,000                    | Nov 28 – Dec 13, 2007 | 18+          | Face-to-face       | Urban <sup>13</sup> |
| Portugal      | 1,003                    | Dec 04 – Jan 07, 2008 | 17+          | Telephone          | Urban <sup>14</sup> |
| Russia        | 1,005                    | Nov 22 – Dec 07, 2007 | 18+          | Face-to-face       | National            |
| South Korea   | 1,031                    | Dec 06 – Dec 20, 2007 | 18+          | Face-to-face       | National            |
| Spain         | 1,002                    | Nov 30 – Dec 10, 2007 | 18+          | Telephone          | National            |
| Turkey        | 1,000                    | Dec 10 – Dec 31, 2007 | 15+          | Face-to-face       | Urban <sup>15</sup> |
| UAE           | 1,000                    | Jan 02 – Jan 16, 2008 | 15+          | Face-to-face       | Urban <sup>16</sup> |
| USA           | 1,000                    | Dec 04 – Jan 11, 2008 | 18+          | Telephone          | National            |

<sup>1</sup> In Brazil the survey was conducted in Belo Horizonte, Brasília, Curitiba, Porto Alegre, Recife, Rio de Janeiro, Salvador, and São Paulo, representing 15% of the total national adult population.

<sup>2</sup> In Chile the survey was conducted in Antofagasta, Arica, Calama, Chiguayante, Chillán, Concepción, Copiapó, Coquimbo, Coronel, Curicó, Gran Santiago (includes San Bernardo and Puente Alto), Iquique, La Serena, Linares, Los Angeles, Lota, Osorno, Ovalle, Puerto Montt, Quillota, Quilpué, Rancagua, San Antonio, Talca, Talcahuano, Temuco, Valdivia, Valparaíso, Villa Alemana, and Viña, representing 74% of the total national adult population.

<sup>3</sup> In China the survey was conducted in Beijing, Beiliu, Chengdu, Dujiangyan, Feyang, Fuyang, Guangzhou, Hangzhou, Manzhouli, Quanzhou, Quijing, Shanghai, Shenyang, Shuangcheng, Wuhan, Xi'an, Xining, and Zhengzhou, representing 4.35% of the total national adult population.

<sup>4</sup> In Costa Rica the survey was conducted in  $n=36$  cities/towns, representing 20% of the total national adult population.

<sup>5</sup> In Egypt the survey was conducted in urban areas of Cairo, Giza, Shobra Al Khema and Alexandria representing 21% of the total national adult population.

<sup>6</sup> In El Salvador the survey was conducted in  $n=26$  cities/towns, representing 30% of the total national adult population.

<sup>7</sup> In Guatemala the survey was conducted in  $n=13$  cities/towns, representing 21% of the total national adult population.

<sup>8</sup> In Honduras the survey was conducted in  $n=15$  cities/towns, representing 33% of the total adult population.

<sup>9</sup> In Indonesia the survey was conducted in Bandung, Jakarta, Medan, Semarang, and Surabaya, representing 5% of the total national adult population.

<sup>10</sup> In Lebanon the survey was conducted in Beirut, Bekaa, Mount Lebanon, Nabatieh, Northern Lebanon, and Southern Lebanon, representing 71% of the total national adult population.

<sup>11</sup> In Nicaragua the survey was conducted in  $n=12$  cities/towns, representing 28% of the total national adult population.

<sup>12</sup> In Panama the survey was conducted in  $n=52$  cities/towns, representing 41% of total urban adult population.

<sup>13</sup> In the Philippines the survey was conducted in the National Capital Region representing 12% of the total national adult population.

<sup>14</sup> In Portugal the survey was conducted in Almada, Amadora, Beja, Braga, Castelo Branco, Évora, Faro, Guarda, Leira, Lisboa, Loures, Oeiras, Porto, Santarém, Setubal, Vila Nova Famalica, Vila Nova Gaia, and Viseau, representing 20% of the total national adult population.

<sup>15</sup> In Turkey the survey was conducted in Adana, Ankara, Antalya, Bursa, Diyarbakir, Erzurum, Istanbul, Izmir, Konya, Samsun, and Zonguldak, representing 30% of the total national adult population.

<sup>16</sup> In UAE the survey was conducted in Abu Dhabi, Ajman, Al Ain, Dubai, Fujairah, Ras Al-Khaimah, Sharjah, and Umm Al-Quwain, representing 74% of the total national adult population. The sample includes 22% UAE nationals, 30% Arab expatriates, and 48% Non-Arab expatriates.

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