



Widespread Unease about Economy and Globalization – Global Poll

Most See Unfairness in Distribution of Benefits and Burdens of Economic Growth

In 22 out of 34 countries around the world, the weight of opinion is that “economic globalization, 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 globalization is growing too slowly.

In the G-7 countries – whose finance ministers are meeting this weekend – an average of 57 percent say globalization 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 globalization 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 globalization is proceeding too slowly. These include Turkey, the Philippines, Indonesia, Brazil, Kenya, Mexico and the countries of Central America.

Only 19 percent overall say globalization 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 globalization, though many want to press the brakes lightly. Also, people in some developing countries still want to accelerate globalization 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 globalization.”

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

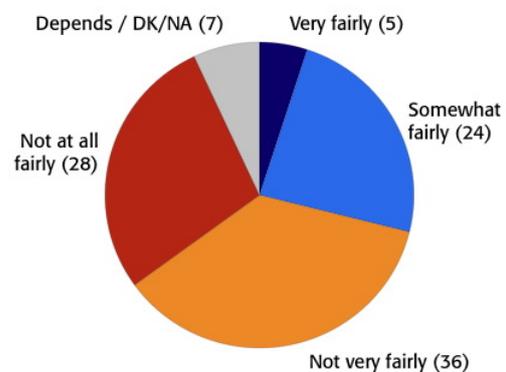
Perceptions of domestic economic conditions vary widely. In ten countries, a majority perceives improvement (led by China 84%, Canada 72%, Australia 71%, UAE 69%, Russia 63%, and India 56%), while in twenty-one a majority perceives their country worsening (led by Italy 86%, the Philippines 76%, Indonesia 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 globalization 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 globalization 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 globalization varies across countries. In twelve countries the most common view is that the economy is unfair and that globalization 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 globalization 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 globalization 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 globalization.

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 or 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.

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 globalization, 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

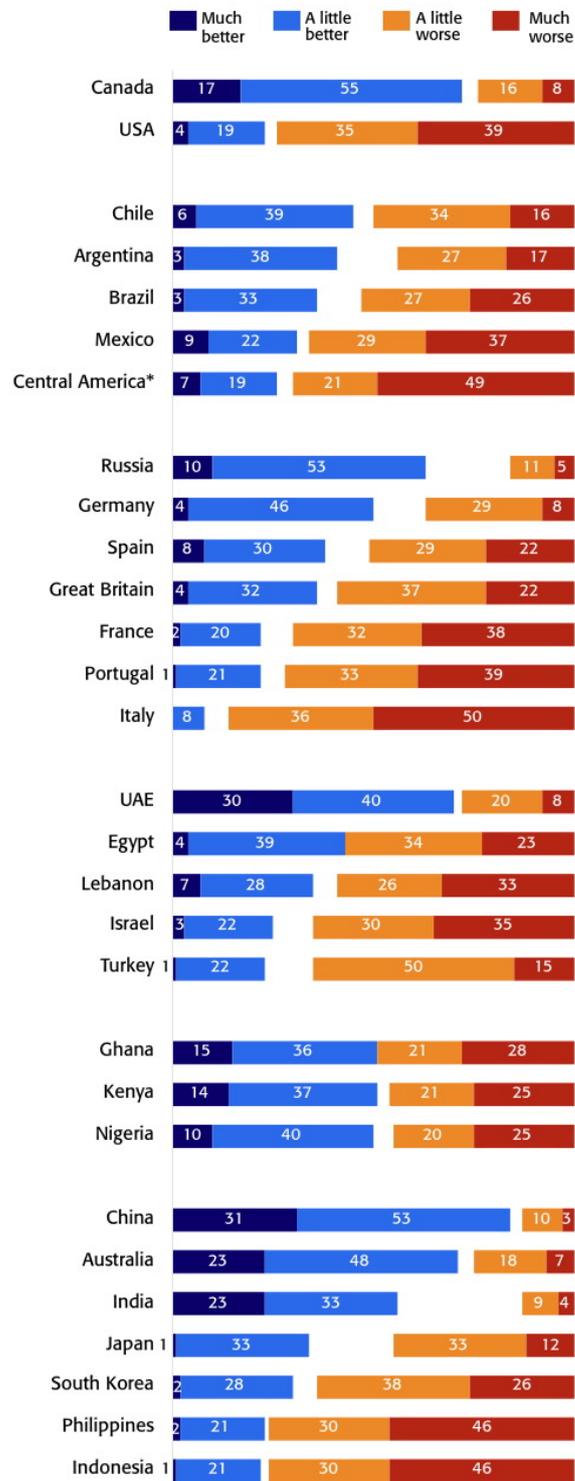
VOLUNTEERED (DO NOT READ)

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

Country-by-Country Results

Change in Economic Conditions in Country

By Country, December 2007



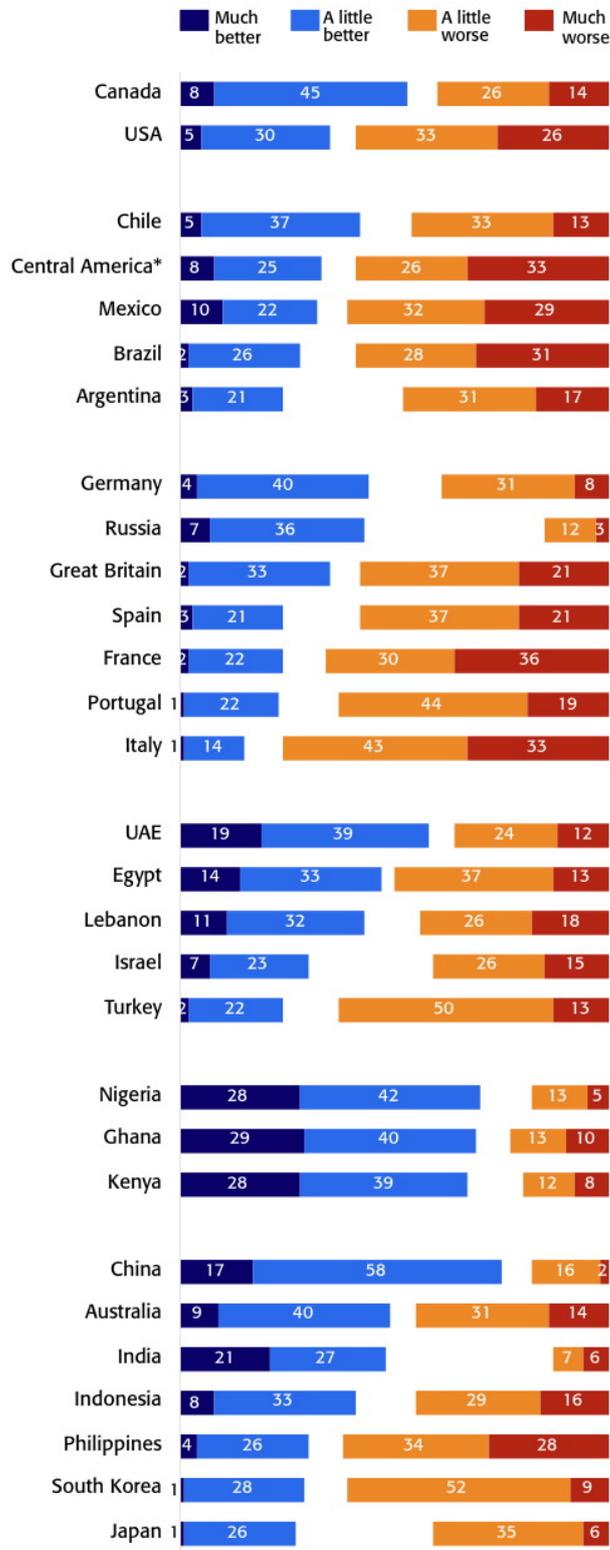
The white space in this chart represents "depends," "staying about the same," and "DK/NA."

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



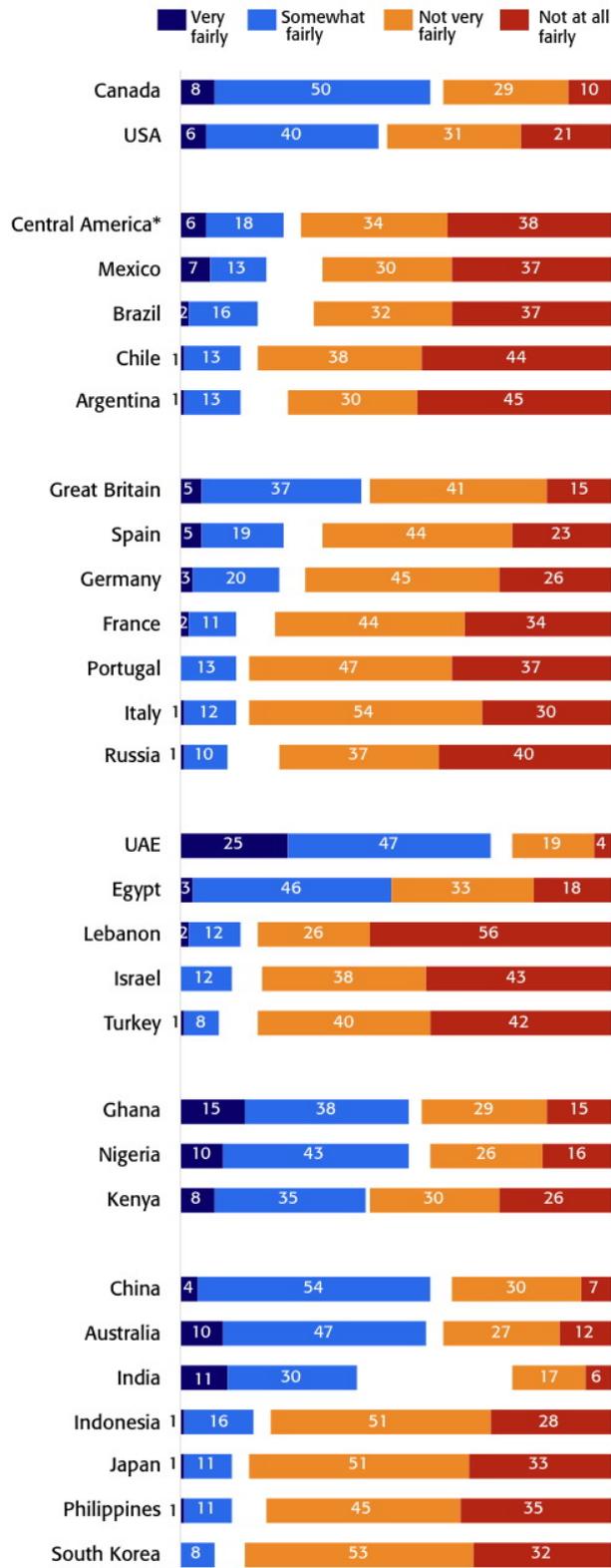
The white space in this chart represents "depends," "staying about the same," and "DK/NA."

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Fairness of Sharing of Economic Benefits and Burdens in Country

By Country, December 2007



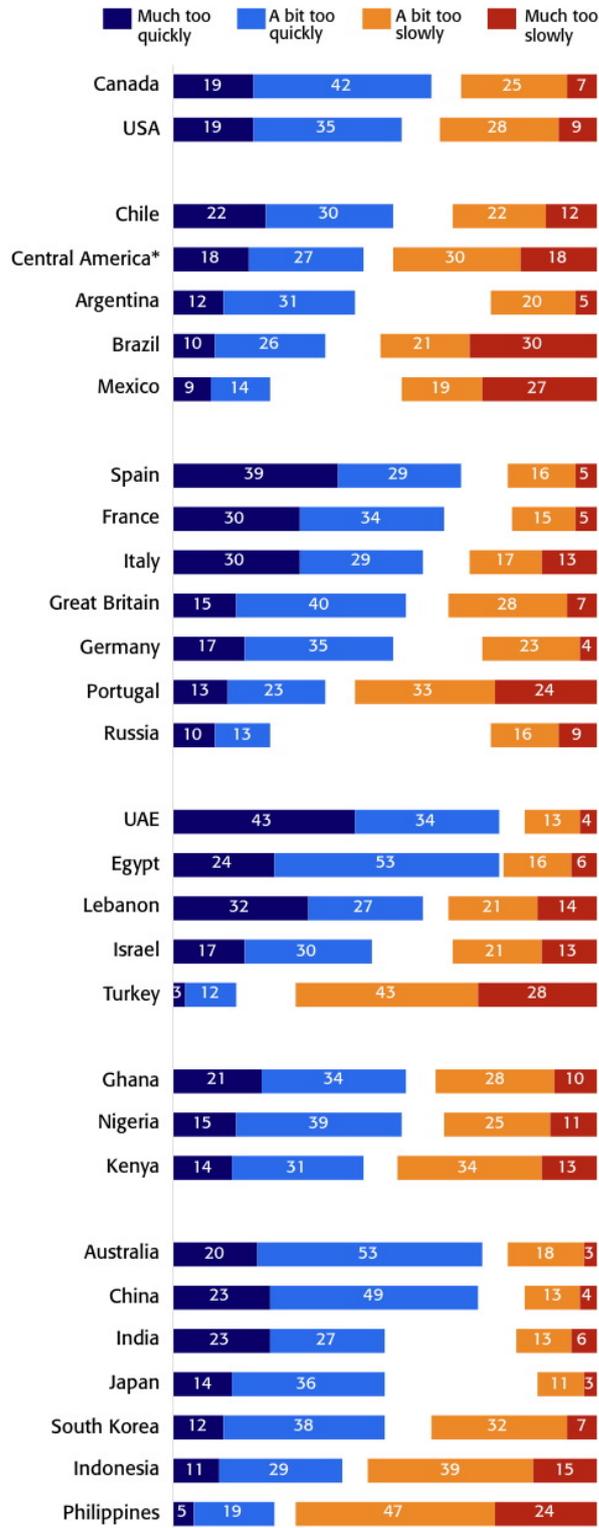
The white space in this chart represents "depends" and "DK/NA."

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 ¹
Canada	1,000	Nov 23 – Dec 22, 2007	18+	Telephone	National
Chile	1,000	Oct 31 – Nov 18, 2007	18+	Face-to-face	Urban ²
China	1,000	Dec 06 – Dec 25, 2007	18+	Telephone	Urban ³
Costa Rica	1,017	Dec 01 – Dec 13, 2007	18+	Face-to-face	Urban ⁴
Egypt	1,001	Nov 25 – Dec 07, 2007	18+	Face-to-face	Urban ⁵
El Salvador	1,013	Dec 01 – Dec 04, 2007	18+	Face-to-face	Urban ⁶
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 ⁷
Honduras	1,004	Dec 01 – Dec 11, 2007	18+	Face-to-face	Urban ⁸
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 ⁹
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 ¹⁰
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 ¹¹
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 ¹²
Philippines	1,000	Nov 28 – Dec 13, 2007	18+	Face-to-face	Urban ¹³
Portugal	1,003	Dec 04 – Jan 07, 2008	17+	Telephone	Urban ¹⁴
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 ¹⁵
UAE	1,000	Jan 02 – Jan 16, 2008	15+	Face-to-face	Urban ¹⁶
USA	1,000	Dec 04 – Jan 11, 2008	18+	Telephone	National

- ¹ 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.
- ² 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.
- ³ 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.
- ⁴ In Costa Rica the survey was conducted in $n=36$ cities/towns, representing 20% of the total national adult population.
- ⁵ 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.
- ⁶ In El Salvador the survey was conducted in $n=26$ cities/towns, representing 30% of the total national adult population.
- ⁷ In Guatemala the survey was conducted in $n=13$ cities/towns, representing 21% of the total national adult population.
- ⁸ In Honduras the survey was conducted in $n=15$ cities/towns, representing 33% of the total adult population.
- ⁹ In Indonesia the survey was conducted in Bandung, Jakarta, Medan, Semarang, and Surabaya, representing 5% of the total national adult population.
- ¹⁰ 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.
- ¹¹ In Nicaragua the survey was conducted in $n=12$ cities/towns, representing 28% of the total national adult population.
- ¹² In Panama the survey was conducted in $n=52$ cities/towns, representing 41% of total urban adult population.
- ¹³ In the Philippines the survey was conducted in the National Capital Region representing 12% of the total national adult population.
- ¹⁴ In Portugal the survey was conducted in Almada, Amadora, Beja, Braga, Castelo Branco, Évora, Faro, Guarda, Leiria, Lisboa, Loures, Oeiras, Porto, Santarém, Setúbal, Vila Nova Famalicã, Vila Nova Gaia, and Viseu, representing 20% of the total national adult population.
- ¹⁵ 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.
- ¹⁶ 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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