



International Public Opinion on Measuring National Progress: 2010



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Executive Summary



Executive Summary

- Between June and September 2010, GlobeScan polled 1,000 people (800 in Brazil) in each of 12 countries on their views of how to best measure national progress and development. Respondents were offered two definitions and asked which of the following points of view was closest to their own:
 - *“The government should measure national progress using money-based, economic statistics because economic growth is the most important thing for a country to focus on.”*
 - *“Health, social and environmental statistics are as important as economic ones and the government should also use these for measuring national progress.”*
- Results show that across the countries surveyed, just over two-thirds (68%) of respondents indicate that the second statement, the “beyond GDP” statement, is closest to their own point of view. Only 23 percent indicate that the first statement, emphasizing money-based economic statistics as a measure of national progress, fits more closely with their own points of view.
- With the exception of India, each of the twelve countries follows this same overall pattern, with at least half in each country indicating their personal point of view aligns better with the “beyond GDP” statement.



Executive Summary Cont'd

- Support for the “beyond GDP” statement is lower in developing countries than developed countries (60% versus 72%, on average).
- German and Brazilian respondents have the largest majorities of respondents who agree with this point of view (84% and 83%, respectively).
- Indian and Kenyan respondents show the greatest support for money-based economic statistics as indicators of GDP (44% and 38%, respectively) compared to the other countries surveyed. American respondents also show relatively strong support for this approach (29%).
- Support for the view that going beyond money-based statistics is the best way to measure national progress has increased in Brazil, Canada, and Germany.
- However, support for this approach has decreased in seven countries, including France and Italy, where people were most supportive in 2007.
- Further analysis of the data also reveals that women and high-income respondents are slightly more likely to endorse the idea of going “beyond GDP. There is no clear pattern to suggest that views are influenced by age.



Implications

- These findings show that there remains a very strong international consensus that the traditional measure of GDP does not represent a comprehensive picture of a country's national progress. Only in India do less than a half agree that there is a need to go 'beyond GDP'.
- The stronger support in developed countries for this expanded measure suggests that, once a level of material wellbeing has been attained, many people feel that it is critical to take other measures of life quality and sustainability into account, and that these are a valid way of expressing national progress.
- However, it is also clear that there has been a shift away from the very high levels of endorsement of 'beyond GDP' that we saw in 2007 – albeit not in all countries. The impact that the financial crisis of 2008 had on governments' ability to fund high-quality public services, and the increased sense of financial insecurity recorded in other GlobeScan global polling, may both have played a role here.



Methodology and Notes to Reader



Methodology and Notes to Reader

- This report demonstrates results of a public opinion question fielded by GlobeScan in Australia, Brazil, Canada, China, France, Germany, India, Italy, Kenya, Russia, UK and USA for Ethical Markets Media. The question was added to the annual GlobeScan Radar survey.
- The results of this survey are based on telephone interviews conducted on a random sample of adults in each of Australia, Brazil, Canada, France, Germany, Italy, UK, and USA. In China, India, Kenya, and Russia face-to-face interviews were conducted with adults in each country. National samples were used in all countries, with the exception of Brazil and China, where urban samples were used.
- Results are considered accurate within 3.0 to 3.5 percent (depending on the country), 19 times out of 20 in each of the 12 countries.
- Please note that all figures in the charts in this report are expressed in percentages. Total percentages may not add to 100 because of rounding
- “DK/NA” refers to “Don’t know” or “No answer.”

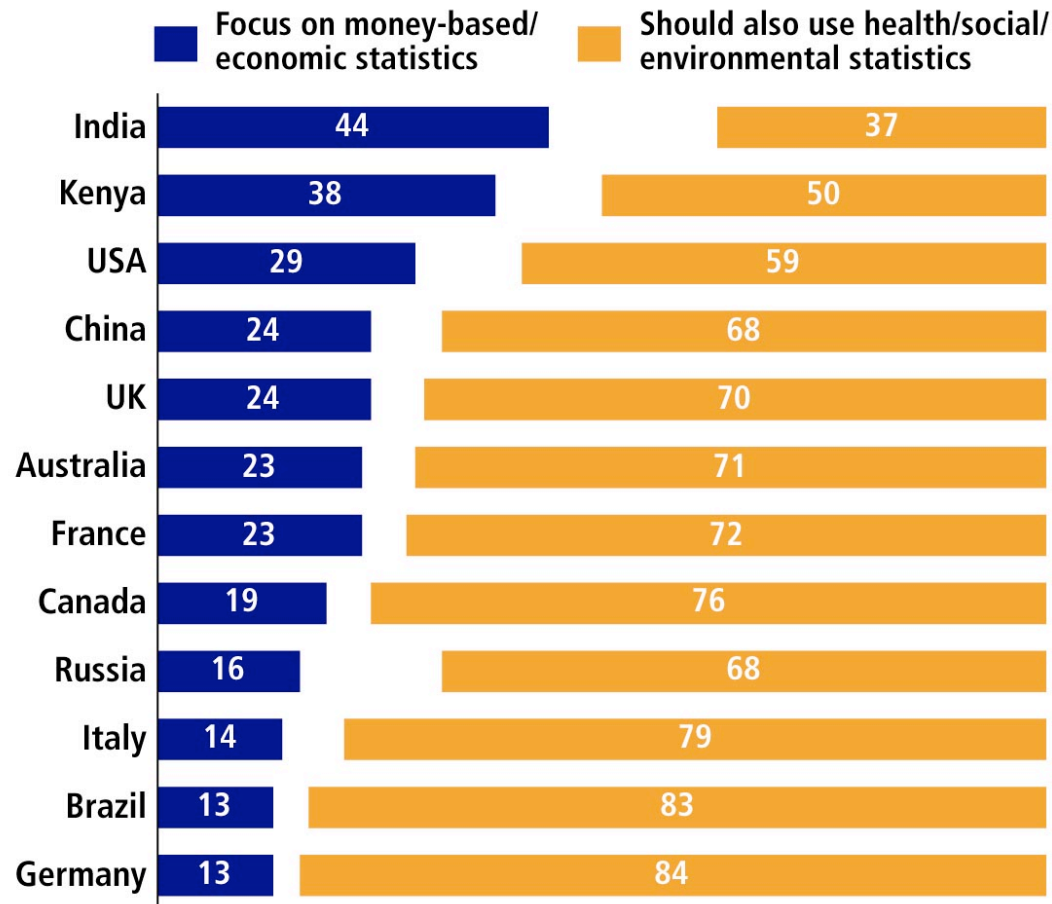


Results



Best Approach to Measure National Progress and Development

By Country, 2010



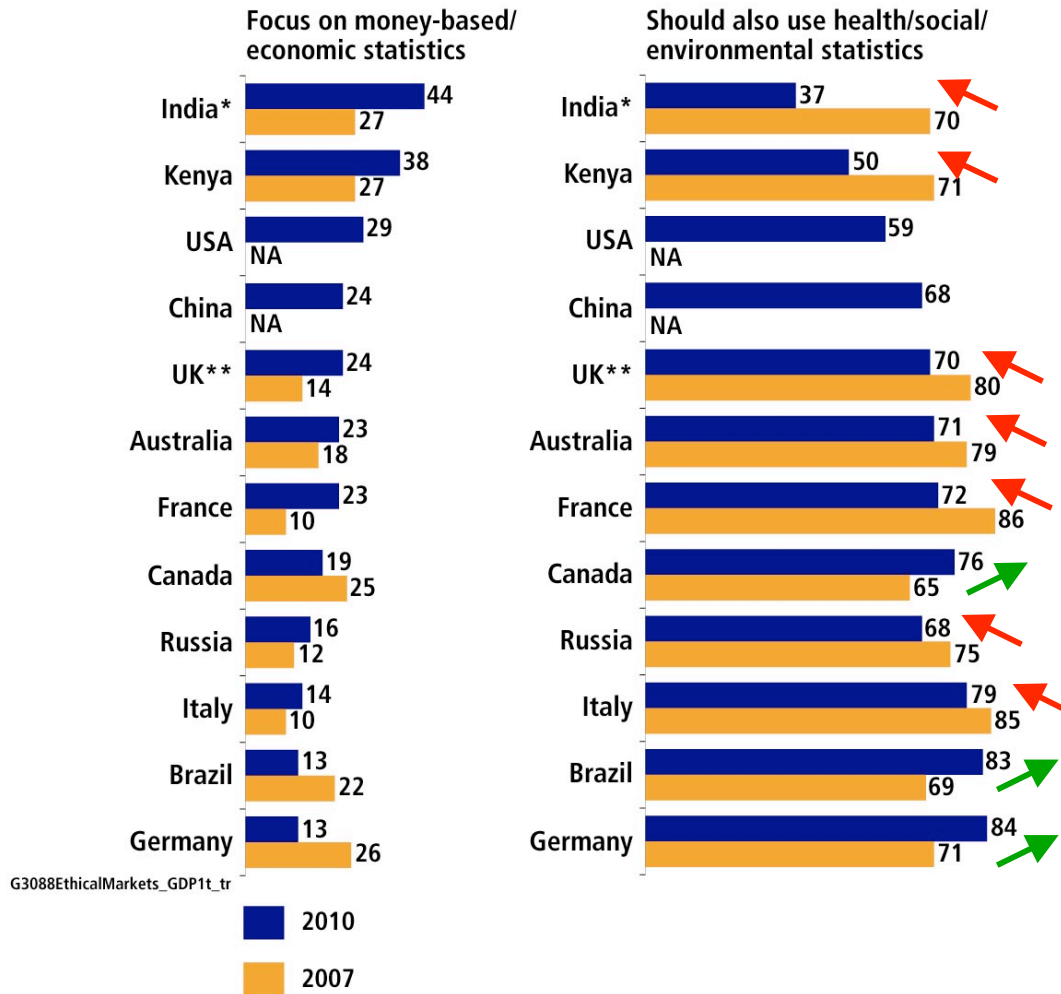
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Strong majorities across most of the 12 countries support the view that going beyond money-based statistics is the best way to measure national progress, especially in Germany and Brazil. Of all the countries surveyed, India, along with Kenya, have the highest support for the money-based, economic statistics statement.



Best Approach to Measure National Progress and Development

By Country, 2007—2010



Support for the view that going beyond money-based statistics is the best way to measure national progress has increased in Brazil, Canada, and Germany. However, support for this approach has decreased in seven countries, including France and Italy, where people were most supportive in 2007.

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The white space in this chart represents DK/NA.

*Indian sample has been changed between 2007 and 2010 from urban-only to more nationally representative.

**In 2007 UK was referred to as Great Britain



Questionnaire



Questionnaire

GDP1t. As you may know, all countries measure their progress and development through economic statistics such as Gross Domestic Product or GDP, which counts all of a country's money-based income and production of goods and services. Which of the following points of view on the best way for the government to measure our country's progress and development is closest to your own?

READ. DO NOT ROTATE. CODE ONE ONLY.

01 – The government should measure national progress using the money-based, economic statistics because economic growth is the most important thing for a country to focus on.

02 – Health, social and environmental statistics are as important as economic ones and the government should also use these for measuring national progress.

VOLUNTEERED. DO NOT READ.

99 – DK/NA



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We provide country-by-country, stakeholder-specific metrics tailored to tracking key client issues.

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