



## International Public Opinion on Measuring National Progress: 2007



For more information, contact:  
Chris Coulter  
Vice President  
GlobeScan Incorporated  
6 Union Warf, 23 Wenlock Road,  
London, United Kingdom N1 7SB  
tel: + 44 20 7253 1441  
Chris.Coulter@GlobeScan.com  
www.GlobeScan.com

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## Table of Contents

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Executive Summary	3
Methodology	6
Notes to Reader	8
10 Country Aggregate Analysis	9
Analysis by Country	14
Implications	25
Questionnaire	26



## **Executive Summary**



## Executive Summary

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- *Between May and August 2007, GlobeScan polled 1,000 people in each of 10 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 across the ten countries surveyed, three-quarters (75%) of respondents indicate that the second statement, the “beyond GDP” statement, is closest to their own point of view. Only 19 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.
- Without exception, each of the ten countries follows this same overall pattern, with a majority in each country indicating their personal points of view align better with the “beyond GDP” statement.



## Executive Summary Cont'd

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- Support for the “beyond GDP” statement is lower in developing countries than developed countries (70% versus 77%, on average).
- Italian and French respondents have the greatest majorities of respondents who agree with this point of view (85% and 86%, respectively).
- Although majorities of Kenyan and Indian respondents show support for the “beyond GDP” statement (71% and 70% respectively), these two countries show the greatest support for money-based economic statistics as indicators of GDP (27% in each country) compared to the other countries surveyed.
- In general, women are more likely to identify with the “beyond GDP” statement than men, especially in Australia and Germany.



## Methodology

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This report demonstrates results of a public opinion question fielded by GlobeScan in Australia, Brazil, Canada, France, Germany, Great Britain, India, Italy, Kenya and Russia for Ethical Markets Media. The question was added to the annual GlobeScan Report on Issues and Reputation survey.

The results of this survey are based on telephone interviews conducted on a random sample of adults in each of Australia, Canada, France, Germany, Great Britain, and Italy. In Brazil, 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 India, where urban samples were used.



## Sample Sizes and Survey Dates

Country	Sample Size (unweighted)	Field Dates
Australia	1000	June 13 – July 6, 2007
Brazil	802	June 6–25, 2007
Canada	1000	May 29 – June 24, 2007
France	1002	June 18–21, 2007
Germany	1010	May 31 – June 21, 2007
Great Britain	1010	June 6–29, 2007
India	1000	July 17 – Aug 10, 2007
Italy	1003	June 19–27, 2007
Kenya	1000	June 11–20, 2007
Russia	1034	June 29 – July 12, 2007

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## Notes to Reader

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- This report analyses the results of a custom public opinion survey question fielded by GlobeScan for Ethical Markets Media in 10 countries.
- Note that the term “Developing Countries” in this report denotes Brazil, India, and Kenya. The term “Developed Countries” includes Australia, Canada, France, Germany, Great Britain, Italy, and Russia.
- Results are considered accurate within 3.1 to 3.5 percent (depending on the country), 19 times out of 20 in each of the ten 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.”

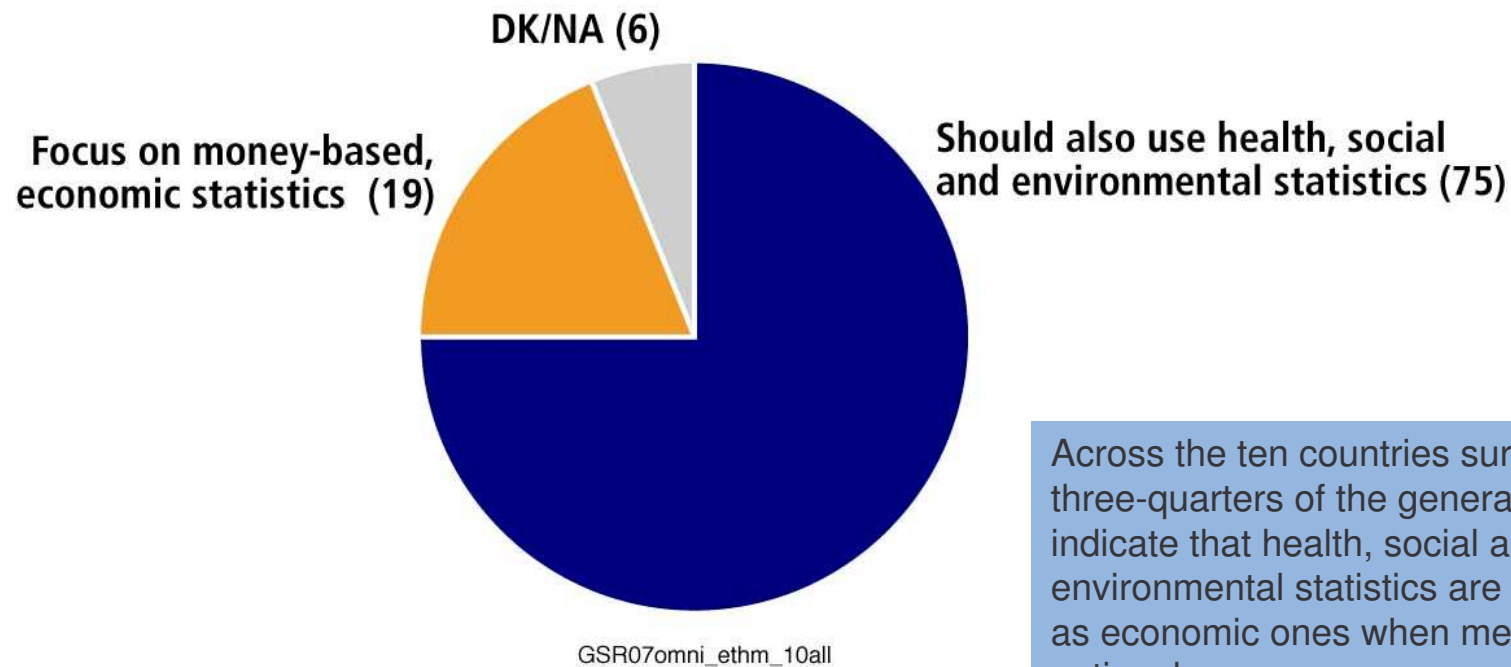


## **10 Country Aggregate Analysis**



## Best Approach to Measure National Progress and Development

10 Country Average, 2007

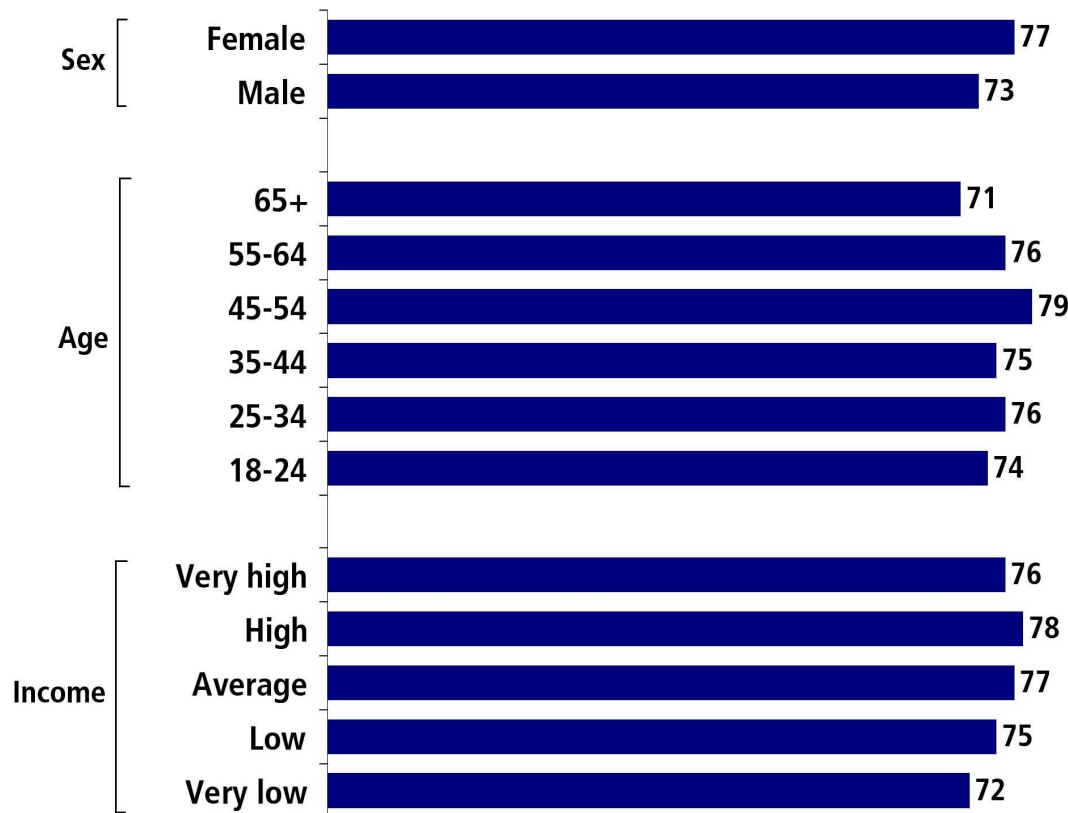


Across the ten countries surveyed, three-quarters of the general public indicate that health, social and environmental statistics are as important as economic ones when measuring national progress.



# Best Approach to Measure National Progress and Development

“Should Also Use Health, Social and Environmental Statistics,”  
by Demographics, 10 Country Average, 2007



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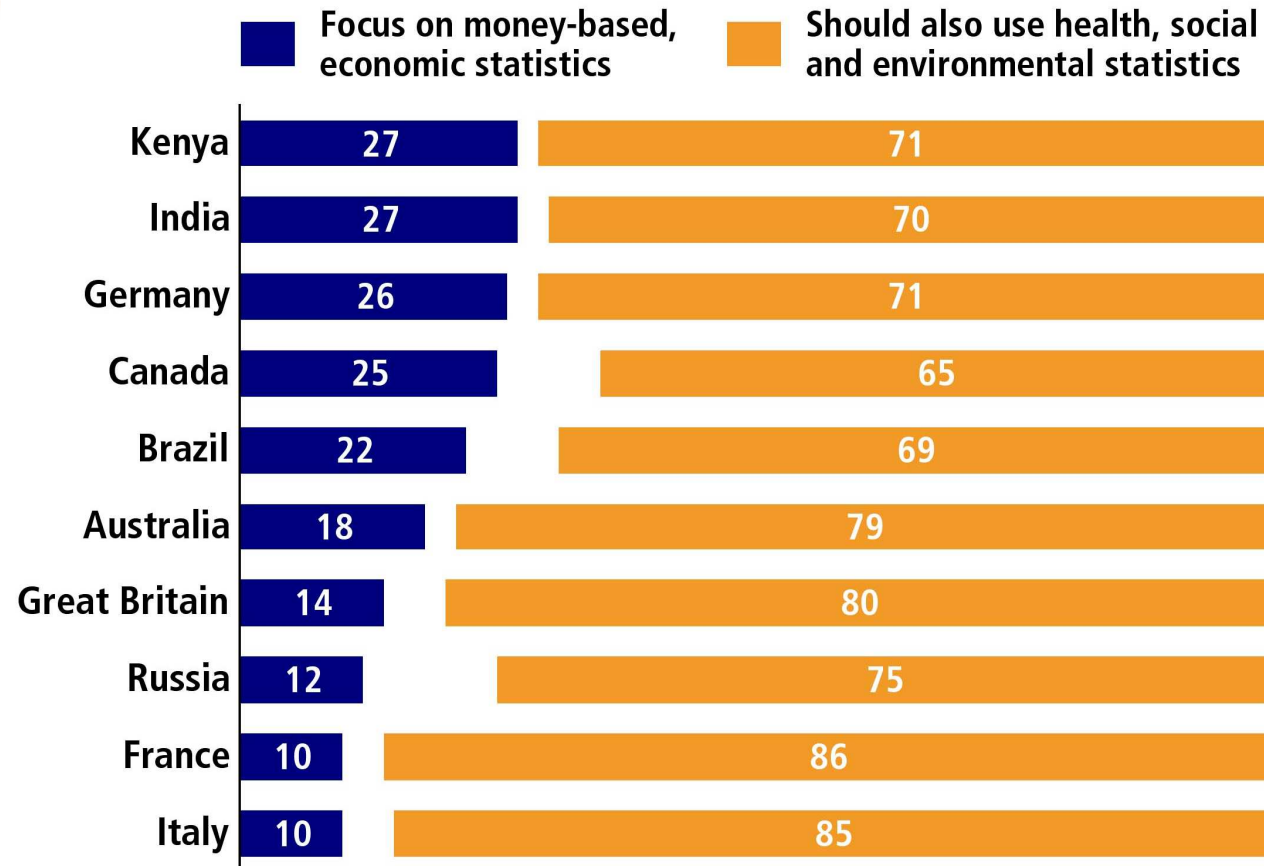
Across age and gender categories, support for the “beyond GDP” statement is consistently strong.

As income increases, the percentage of respondents who agree with the “beyond GDP” statement tends to increase as well. The same trend is observed as the level of education increases.



# Best Approach to Measure National Progress and Development

By Country, 2007



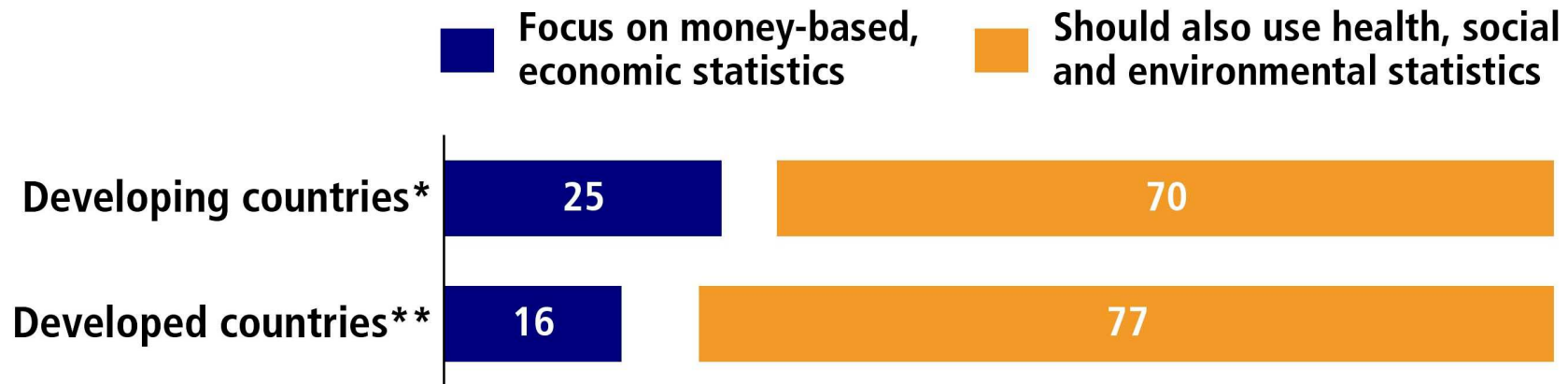
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Strong majorities across all 10 countries support the view that going beyond money-based statistics is the best way to measure national progress, especially in France and Italy.



# Best Approach to Measure National Progress and Development

Developing and Developed Countries, 2007



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People in developing countries are slightly less likely than those in developed countries to identify with the “beyond GDP” statement.

\* Developing countries include Brazil, India, and Kenya

\*\*Developed countries include Australia, Canada, France, Germany, Great Britain, Italy, and Russia

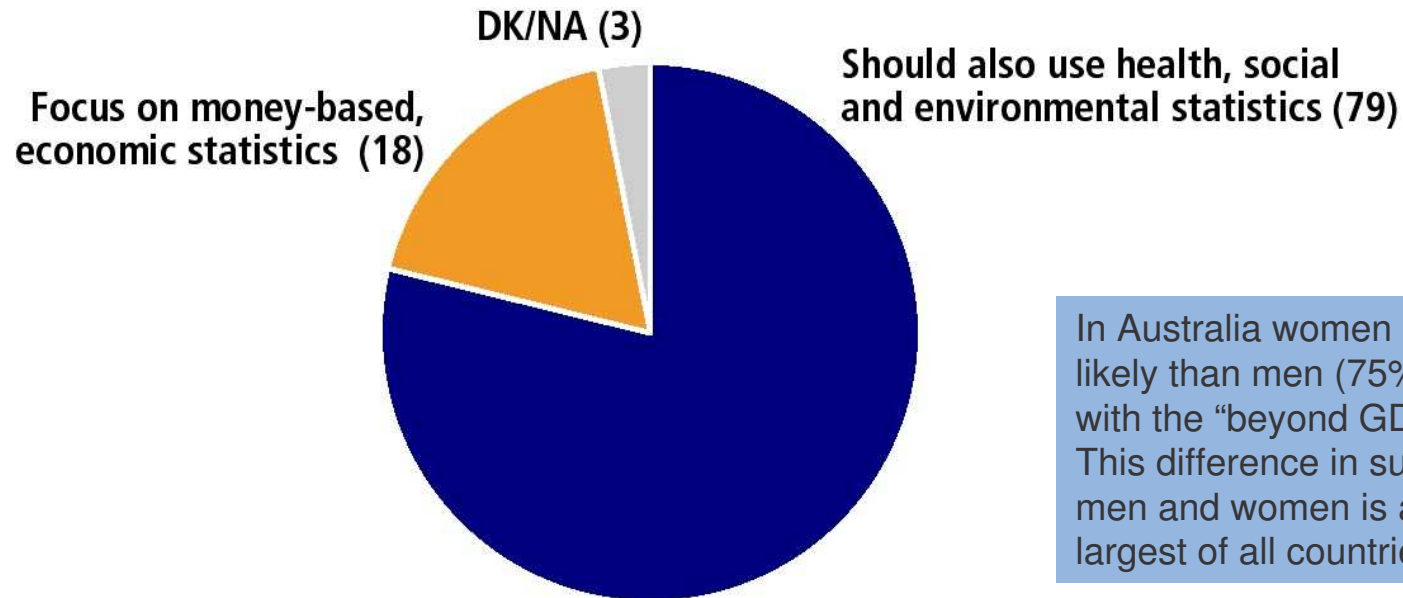


## **Analysis by Country**



## Best Approach to Measure National Progress and Development

Australia, 2007



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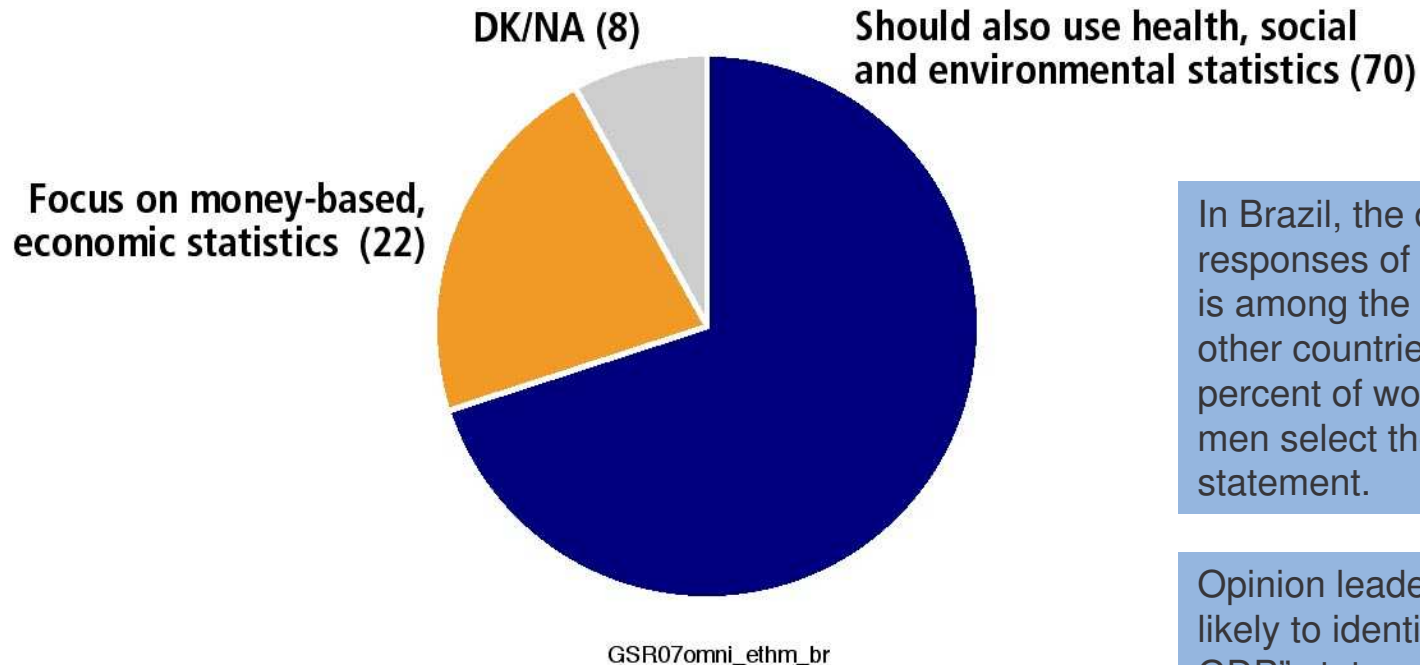
In Australia women (82%) are more likely than men (75%) to identify with the “beyond GDP” statement. This difference in support between men and women is among the largest of all countries surveyed.

Respondents with university degrees, as well as those with average incomes, are also more likely to identify with the “beyond GDP” statement.



# Best Approach to Measure National Progress and Development

Brazil, 2007



In Brazil, the difference in the responses of males versus females is among the smallest compared to other countries. Seventy-one percent of women and 68 percent of men select the “beyond GDP” statement.

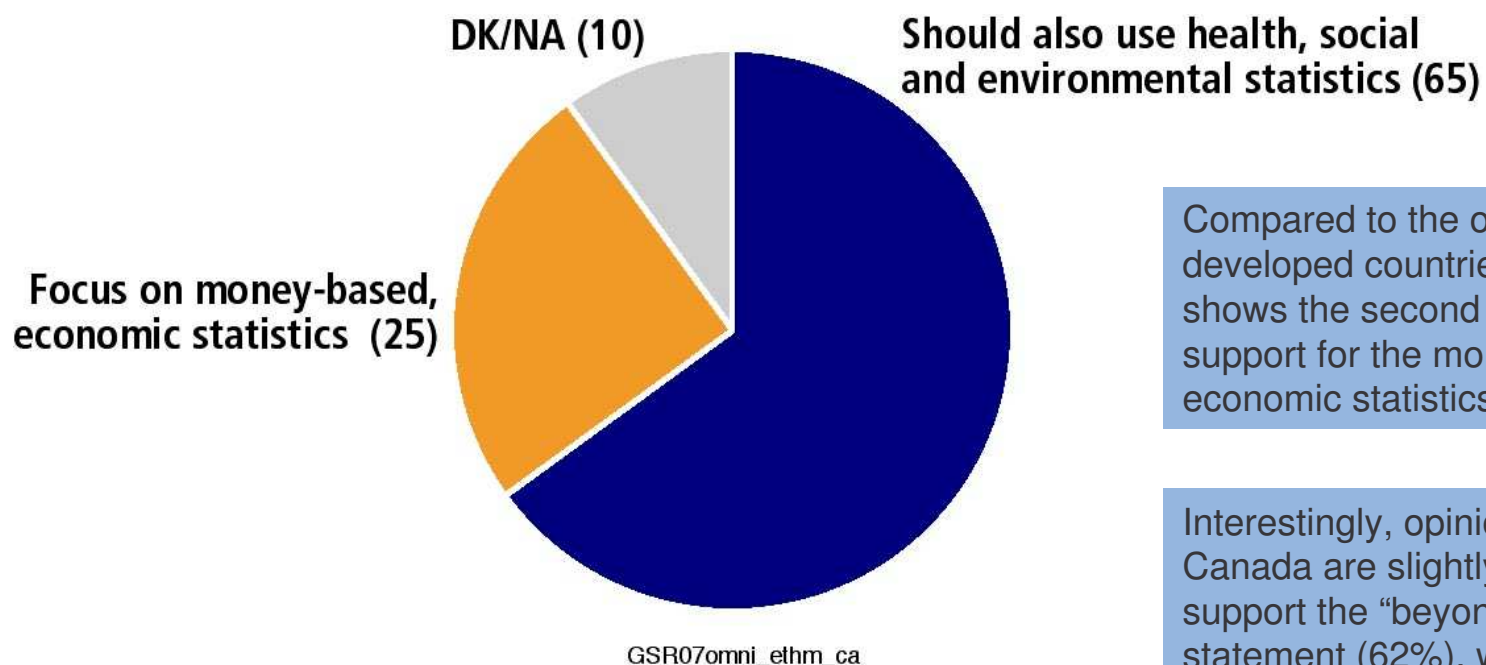
Opinion leaders\* in Brazil, are more likely to identify with the “beyond GDP” statement (78%), than non-opinion leaders (68%).

\*GlobeScan uses a proprietary Opinion Leader Typology to examine the views of “informal opinion leaders,” as they have the potential to influence views on emerging issues and trends of the general public. A series of questions are asked regarding perceived Strength-of-personality, involvement in current issues and affairs, identification of leadership positions in workplace and community to identify these informal opinion leaders.



## Best Approach to Measure National Progress and Development

Canada, 2007



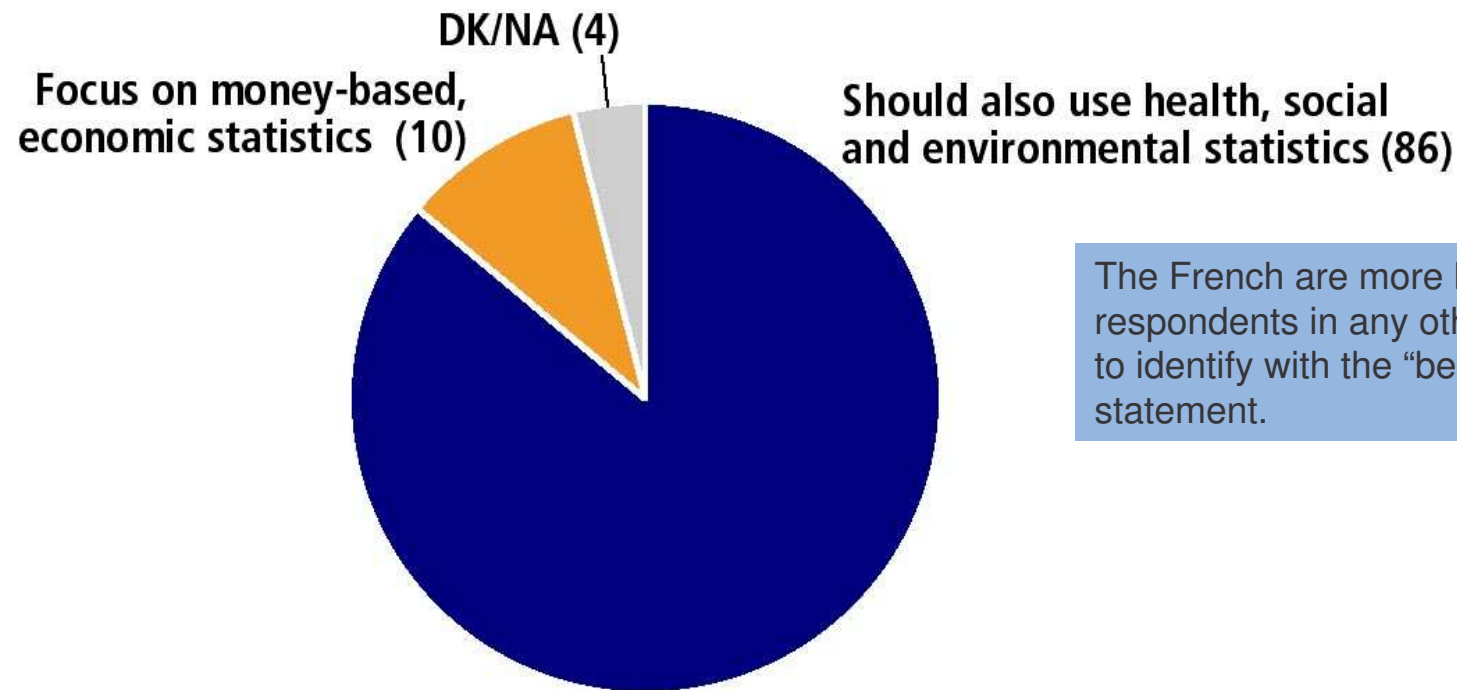
Compared to the other six developed countries, Canada shows the second highest level of support for the money-based, economic statistics statement.

Interestingly, opinion leaders in Canada are slightly less likely to support the “beyond GDP” statement (62%), when compared with non-opinion leaders (65%). This is opposite to the views of opinion leaders in other countries surveyed.



## Best Approach to Measure National Progress and Development

France, 2007



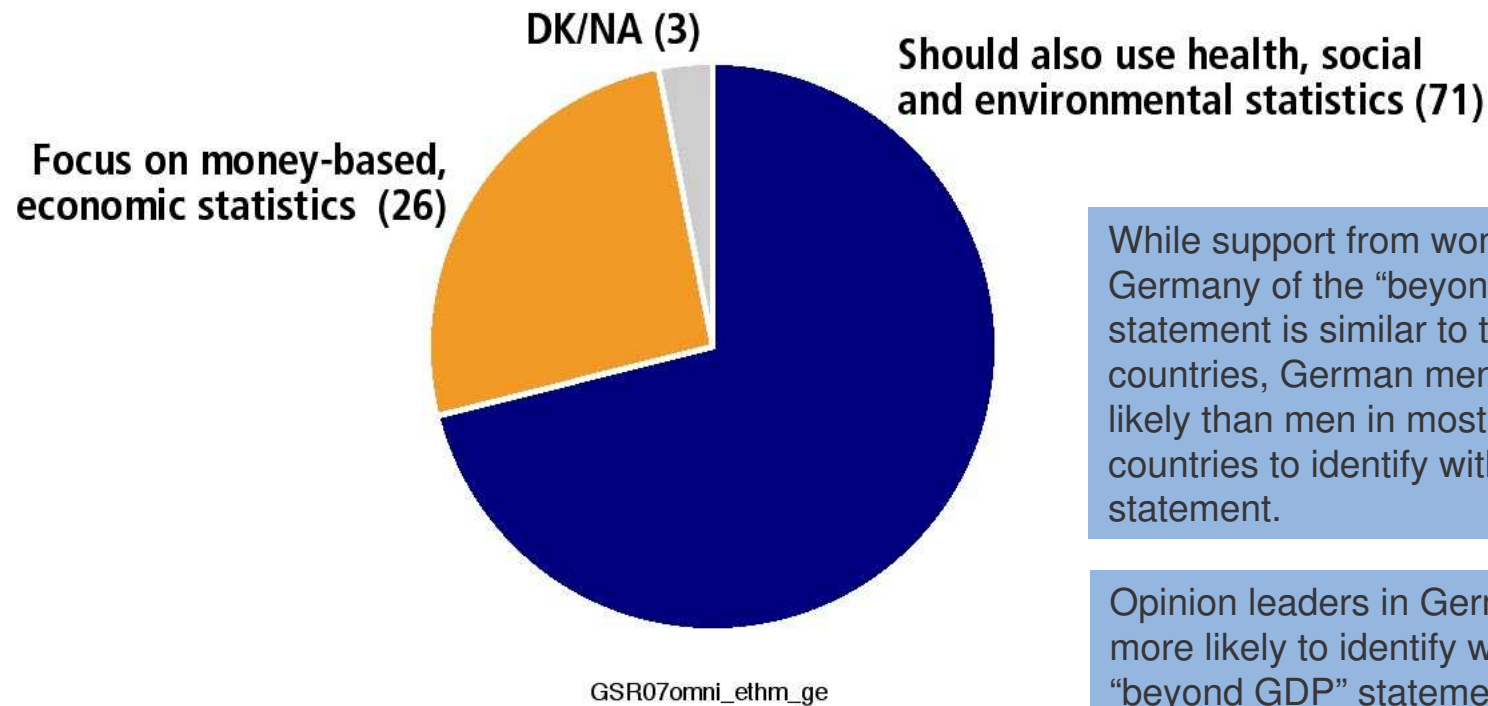
The French are more likely than respondents in any other country to identify with the “beyond GDP” statement.

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## Best Approach to Measure National Progress and Development

Germany, 2007



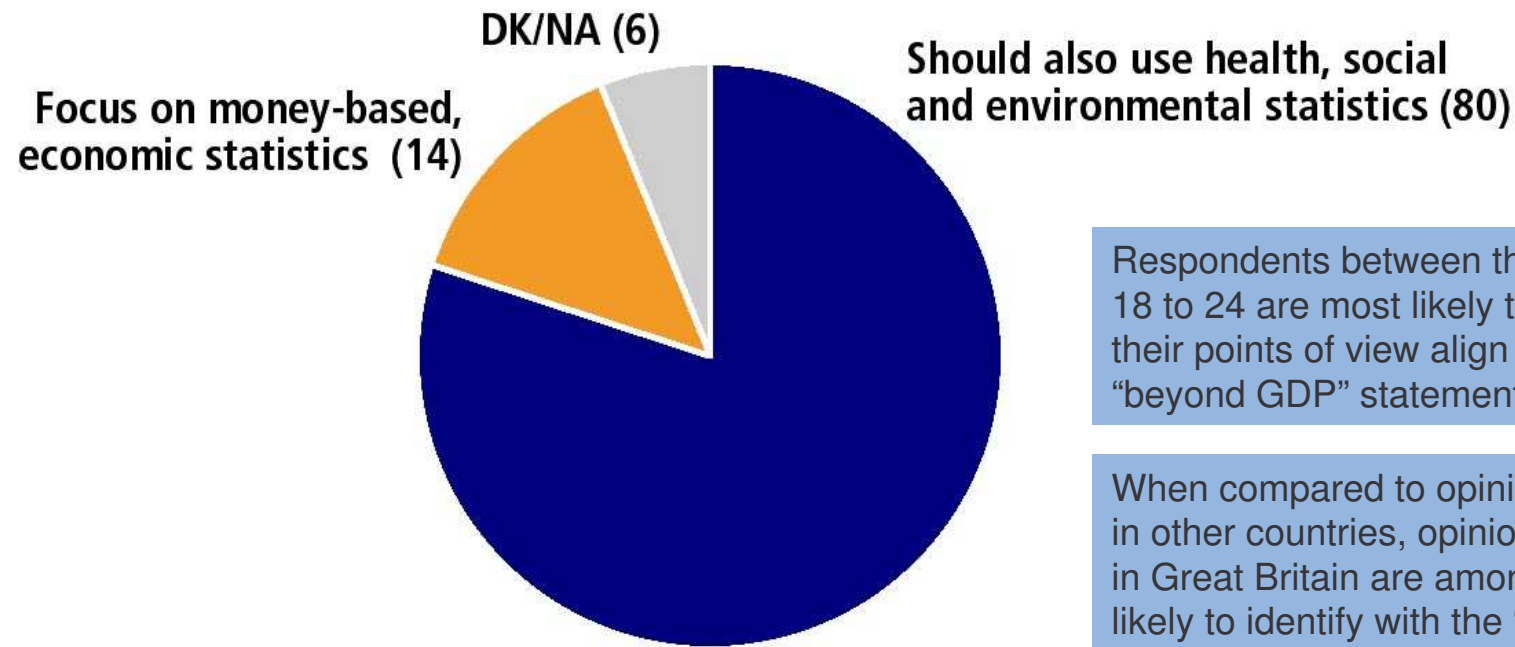
While support from women in Germany of the “beyond GDP” statement is similar to that of other countries, German men are less likely than men in most other countries to identify with the statement.

Opinion leaders in Germany, are more likely to identify with the “beyond GDP” statement (77%) than the rest of the general public (71%).



## Best Approach to Measure National Progress and Development

Great Britain, 2007



Respondents between the ages of 18 to 24 are most likely to indicate their points of view align with the “beyond GDP” statement.

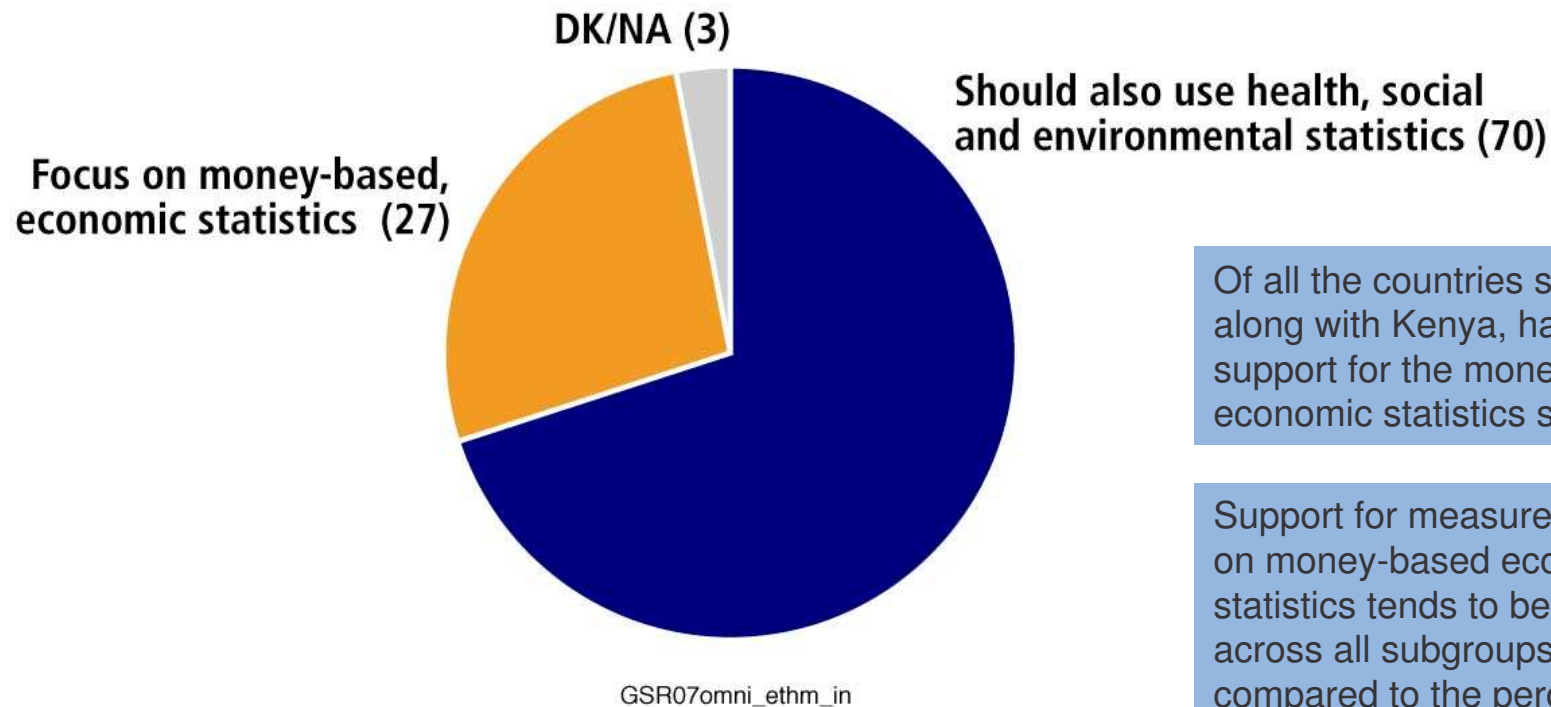
When compared to opinion leaders in other countries, opinion leaders in Great Britain are among the most likely to identify with the “beyond GDP” statement.

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## Best Approach to Measure National Progress and Development

India, 2007



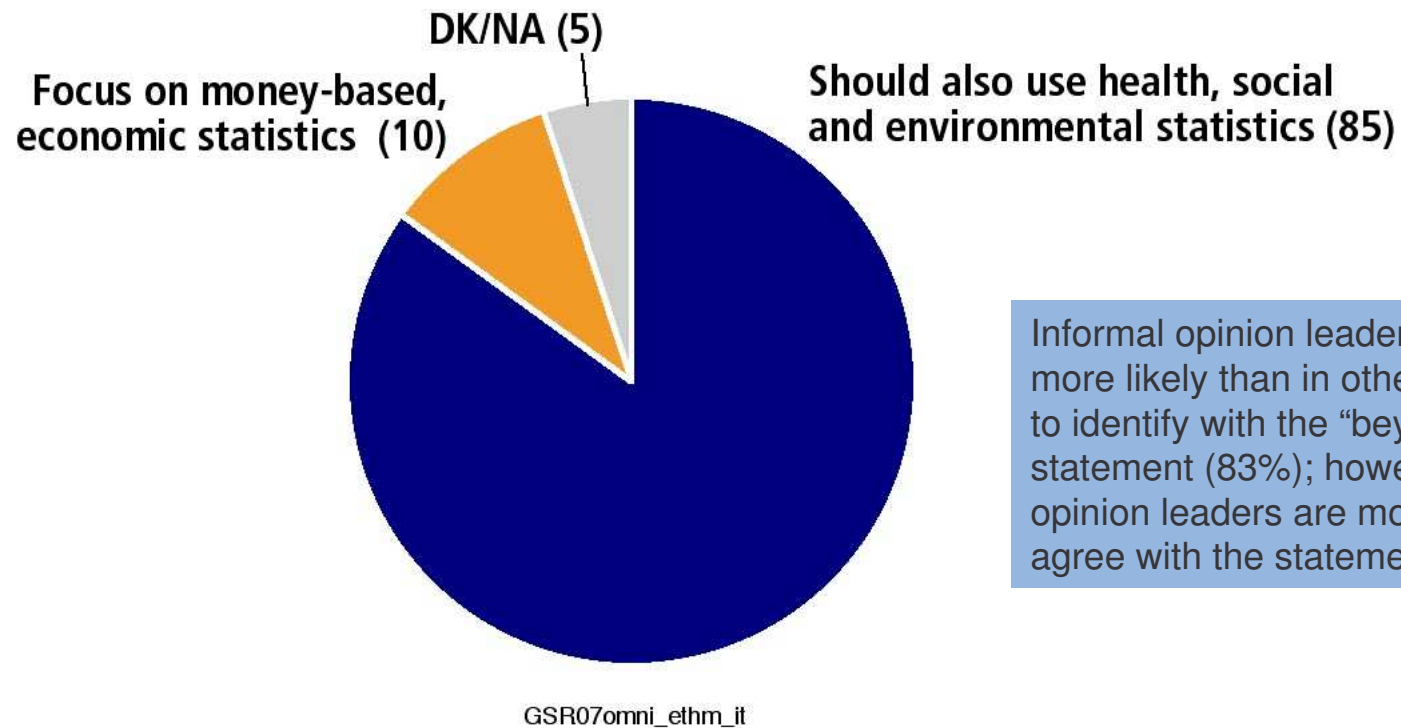
Of all the countries surveyed, India, along with Kenya, have the highest support for the money-based, economic statistics statement.

Support for measurement focused on money-based economic statistics tends to be higher in India across all subgroups when compared to the percentages across all ten countries.



## Best Approach to Measure National Progress and Development

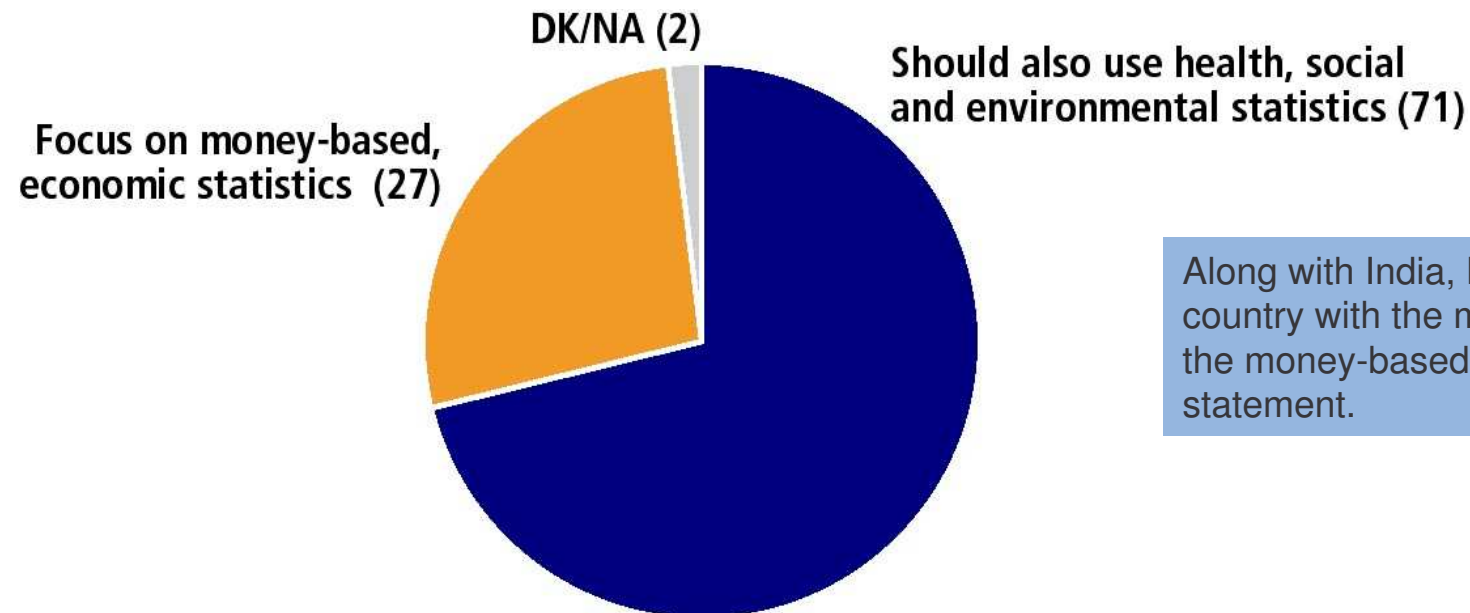
Italy, 2007





## Best Approach to Measure National Progress and Development

Kenya, 2007



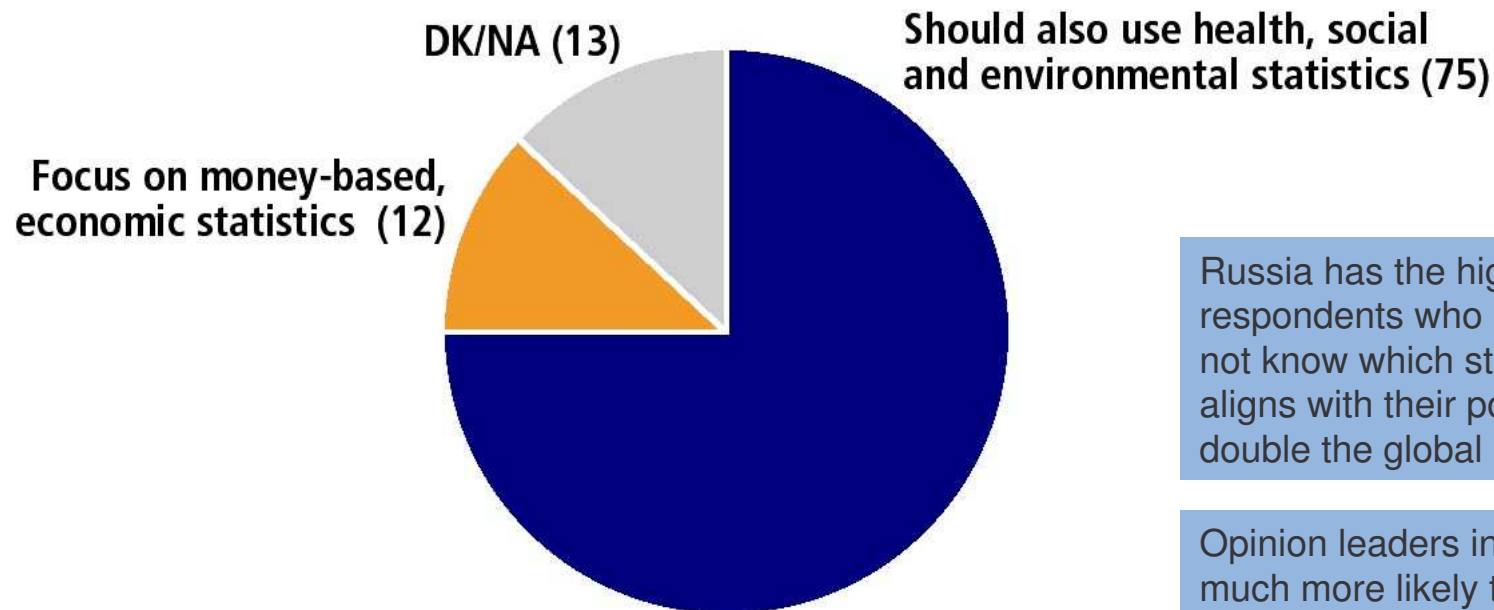
Along with India, Kenya is the country with the most support for the money-based economic statistic statement.

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## Best Approach to Measure National Progress and Development

Russia, 2007



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Russia has the highest proportion of respondents who indicate they do not know which statement most aligns with their point of view, double the global average.

Opinion leaders in Russia, are much more likely to identify with the “beyond GDP” statement than the general public. 9 out of 10 opinion leaders agree (89%), compared to only 73% of non-opinion leaders.



## **Questionnaire**



## Questionnaire

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GDP1. 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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**GlobeScan** is a public opinion and stakeholder research consultancy. We track what society is thinking around the world, so that clients can make better-informed business decisions.

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

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