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GLOBAL VIEWS ON LIFE SATISFACTION, NATIONAL CONDITIONS, AND THE GLOBAL ECONOMY

Highlights from the 2007 Pew Global Attitudes 47-Nation Survey

This monograph contains new analyses of data from the 2007 Pew Global Attitudes survey and synthesizes findings from two previously released reports:

- *Global Opinion Trends 2002-2007: A Rising Tide Lifts Mood In The Developing World; Sharp Decline in Support for Suicide Bombing in Muslim Countries*
Released July 24, 2007
- *World Publics Welcome Global Trade - But Not Immigration*
Released October 4, 2007

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Throughout much of the world, rising incomes are improving national conditions and increasing life satisfaction. While people in rich countries generally remain happier with their lives, the rest of the world is catching up, and looking into the future, people from poor and middle income countries are the most likely to think their quality of life will improve in the coming years. Citizens from these countries are also the most likely to favor the key tenets of economic globalization, welcoming both international trade and multinational corporations.

Meanwhile, in economically advanced nations, such as the United States, Japan, and throughout Western Europe, the picture is a bit different. Economic growth has been relatively modest, evaluations of national conditions have grown more negative, and these publics have grown apprehensive about the global economy.

Moreover, personal well-being has reached a plateau in many wealthy nations. Citizens of these countries remain happier with their lives than do those from poorer nations, but there has been little improvement in recent years. Generally, when explaining the way people feel about their current lives, a country's *wealth* is key, however when explaining improvement in personal well-being over time, a country's *economic growth* is a stronger predictor.

For example, publics in Latin America and Eastern Europe – where per capita GDP has risen markedly in recent years – rate their lives and national conditions far more favorably than they did in Pew's 2002 wave of interviewing. The same is true in China and India, both of which have experienced sizable gains in real income, and where publics are substantially happier today. The pattern is less pronounced, however, elsewhere in Asia. And in

Rising Contentment in Developing World

<i>High quality of life*</i>	<u>2002</u>	<u>2007</u>	<u>change</u>
	%	%	
U.S.	65	65	0
West Europe	53	53	0
East Europe	23	34	+11
Latin America	44	59	+15
Asia	29	34	+5
Africa	18	21	+3

Satisfied with state of nation

U.S.	41	25	-16
West Europe	32	26	-6
East Europe	10	20	+10
Latin America	7	34	+27
Asia	14	39	+25
Africa	28	29	+1

Regional medians shown based on nations with 2002 trends.

* Percent rating their lives seven or higher on a scale from 0-10.

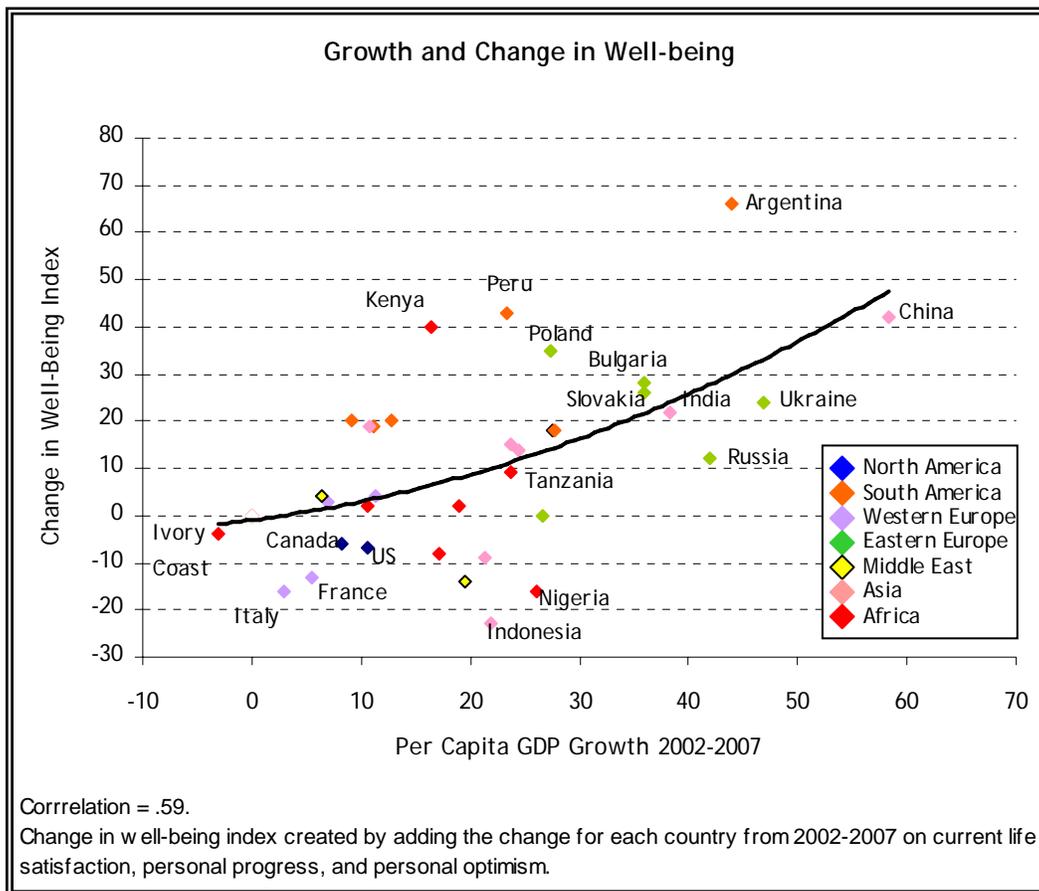
Rising GDPs

	<i>Median per capita GDP growth*</i>	
	<u>'97-'02</u>	<u>'02-'07</u>
United States	+9%	+11%
West Europe	+10%	+6%
East Europe	+21%	+36%
Latin America	0%	+18%
Asia	+16%	+24%
Africa	+7%	+17%

Source: IMF World Economic Outlook
Based on countries where 2002 and 2007 survey data is available for comparison.

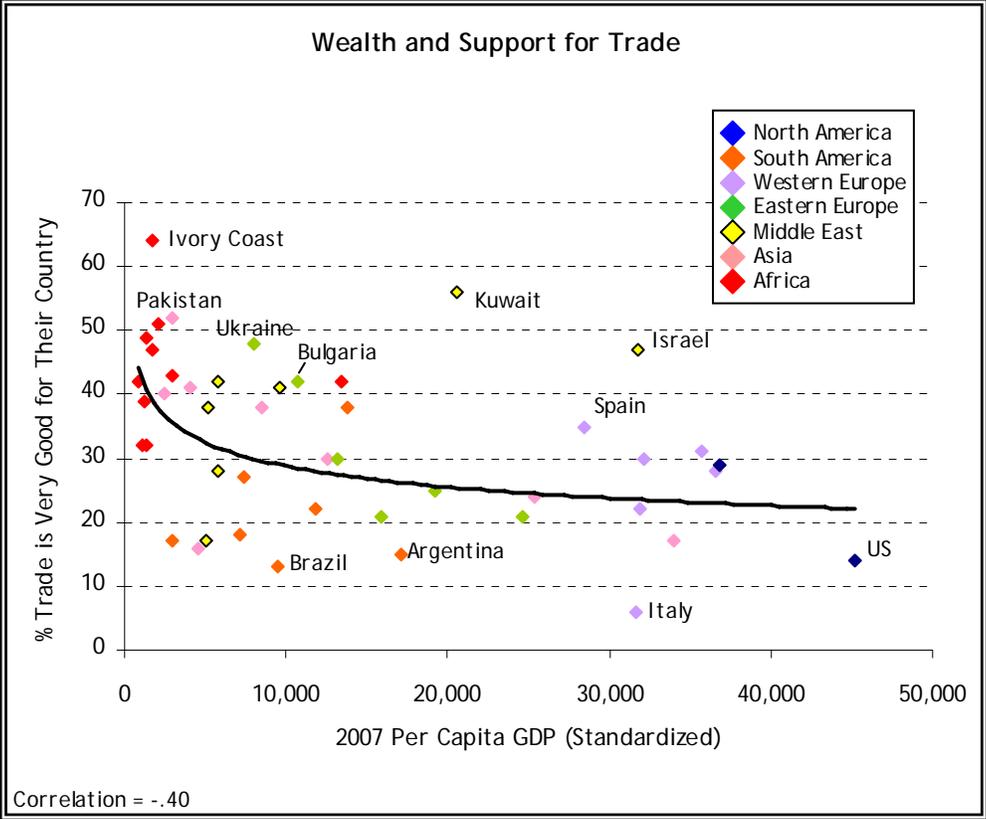
sub-Saharan Africa, where per capita GDP has increased in many nations, overall satisfaction measures are up modestly, at best.

Nonetheless, Pew’s 47-nation survey finds that GDP growth is tied to rising levels of personal well-being. Countries with rapidly growing economies have generally experienced increases in the percentage of people who give their current lives a high rating, the percentage who think their lives have improved over the last five years, and the percentage who believe their lives will improve over the next five years.



Overall, the “middle income” countries are experiencing the most economic growth, the largest gains in personal well-being, and the greatest increases in national satisfaction. This group of countries includes a number of Eastern European countries, as well as nations like Argentina, which has rebounded from a devastating economic crisis earlier in the decade, and China, where soaring growth rates have led to increased life satisfaction and sky-high ratings for the national economy. These countries are now enjoying the fruits of economic globalization, and they continue to express solid support for many of the key features of a globalized economy – international trade, multinational corporations, and free markets.

However, no one is more enthusiastic about economic globalization than the citizens of lower income countries. Growth in these countries is generally more modest than in middle income nations, and they have not experienced the same large increases in personal well-being. But, while they have not yet fully benefited from participation in a global economy, they welcome global commerce and investment – trade and foreign companies receive their highest marks in some of the poorest countries in Africa and Asia. Throughout the world, people have worries about globalization – its effects on tradition and national culture, its impact on the environment, its potential for adding to the gap between rich and poor – but low income publics clearly embrace its key economic features, despite the downsides.



Some aspects of globalization are becoming less popular, however, in the economically advanced countries of Western Europe and elsewhere. In particular, Americans have grown more anxious about trade – the percentage of Americans who believe trade is good for their country has plummeted from 78% in 2002 to 59% today, the lowest share of any public included on the survey. Only 14% say trade is *very good* for America. Views of foreign companies have also grown more negative in the United States, as well as other high income countries.

Whether it is globalization, national conditions, or life satisfaction, trends in wealthy nations are either stagnant or even negative, especially when compared to middle income and

poorer countries. There is a strong correlation between wealth and personal satisfaction, and citizens of wealthy countries do give their current lives higher ratings, but having reached a relatively high level on the “ladder of life,” these publics have experienced little improvement over the last five years, and although many see their lives improving in the future, they are not as optimistic as those in the developing world. In general, these countries have experienced weaker economic growth, and their citizens are increasingly displeased with their economic conditions and the state of their countries more broadly.

About this Monograph

This monograph contains new analyses of data from the 2007 Pew Global Attitudes survey and synthesizes findings from two previously released reports:

*Global Opinion Trends 2002-2007: A Rising Tide Lifts Mood In The Developing World; Sharp Decline in Support for Suicide Bombing in Muslim Countries
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These reports, which include full topline results for each country, are available at www.pewglobal.org.

The first section of this monograph examines global publics’ views of their lives, their sense of personal progress, and outlook for the future, as well as the relationship between these measures and a country’s economic conditions. The second section focuses on opinions about national conditions, as well as key features of economic globalization, including international trade, multinational companies, and free markets.

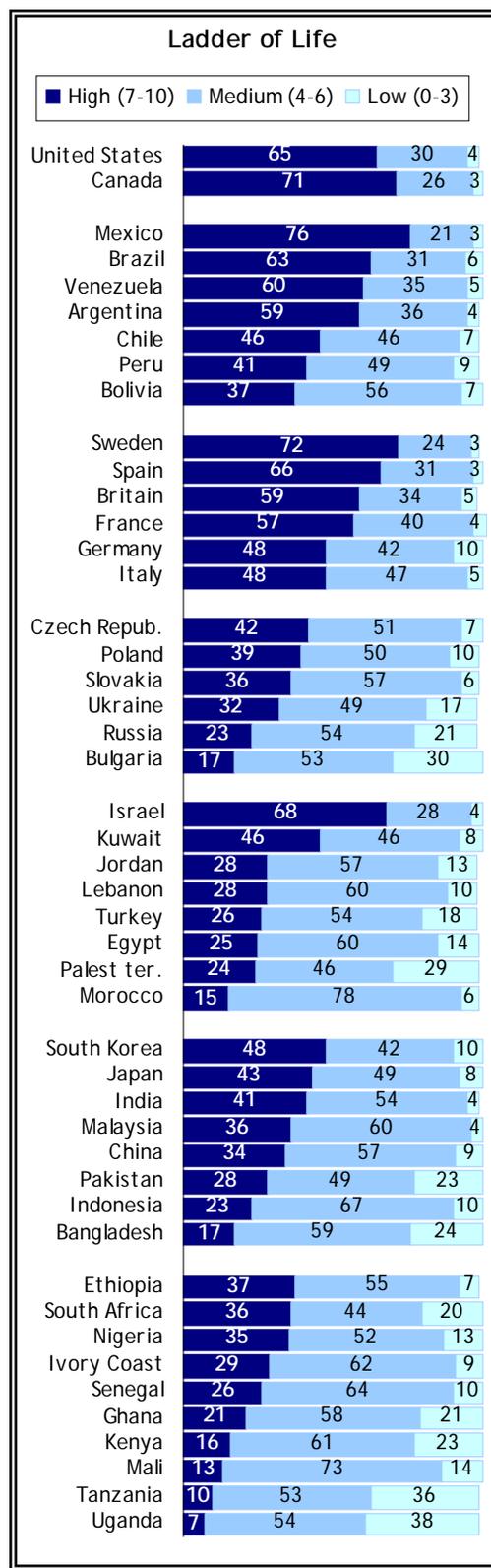
Section 1: Rating Personal Well-Being

While levels of personal satisfaction vary considerably across the world, they are generally associated with wealth – people in rich countries tend to express more satisfaction with their lives than do those in poorer countries. In the economically advanced countries of Western Europe, Canada and the United States, for example, people are relatively happy with their lives. When asked to place themselves on a “ladder of life,” where zero represents the worst possible life and 10 the best possible life, 71% of Canadians rate their life at least a seven, and in Spain (66%) and the United States (65%), more than six-in-ten respondents place themselves on the top rungs of the ladder (ratings of 7-10).¹

Living in prosperous nations is no guarantee of satisfaction, however. Fewer than half in the relatively well-off countries of Italy (48%), Germany (48%), and Japan (43%) rate their lives high on this scale, though no more than 10% in any economically advanced nation rates their lives on the bottom rungs (ratings of 0-3).

And living in a less wealthy nation does not preclude a high level of personal satisfaction. Mexicans emerge as the most personally satisfied public in the survey – 76% rate their current life at least a seven. Brazilians (63%), Venezuelans (60%) and Argentines (59%) also tend to be satisfied with their lives, and fewer than 10% in any Latin American nation give their lives a low rating.

In other regions however, fewer people rate their lives near the top of the ladder. In Eastern Europe, personal satisfaction is highest in the Czech Republic –



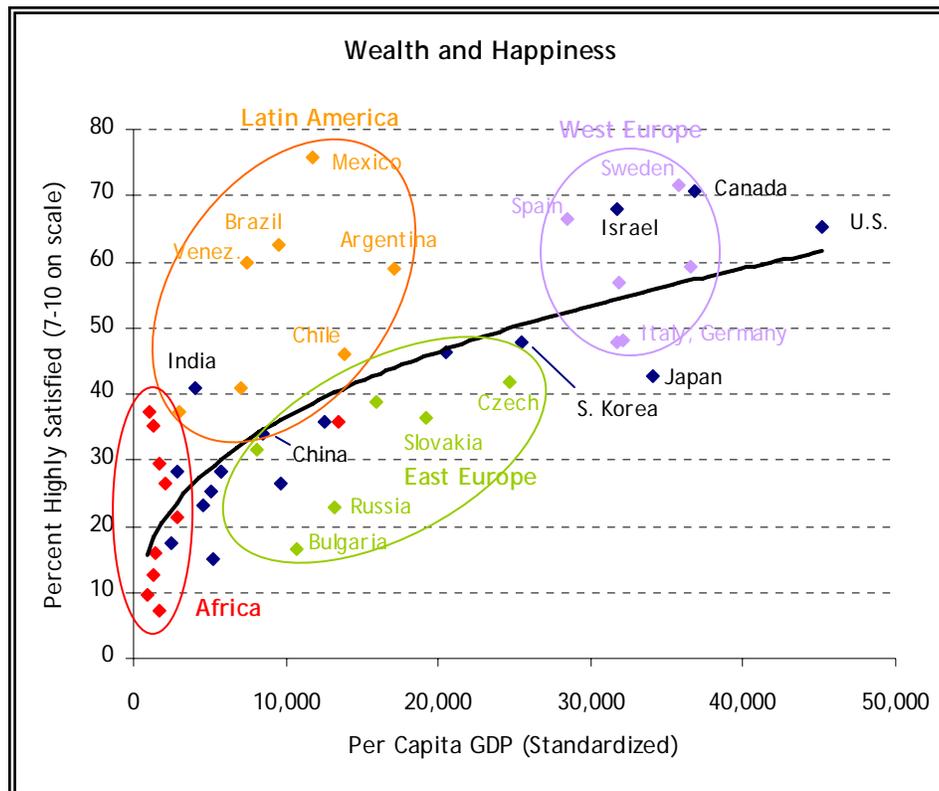
¹ For illustrative purposes, respondents are grouped into three categories: low (points 0-3 on the ladder), middle (4-6), and high (7-10).

one of the region's wealthier countries – although even here, only 42% place themselves in the high category; this is a lower percentage than in any of the six Western European nations surveyed. Meanwhile, Russians are roughly as likely to rate their lives in the low category (21%) as the high category (23%), and in Bulgaria, those at the bottom of the ladder (30%) outnumber those at the top (17%) by nearly two-to-one.

In the Middle East, fewer than three-in-ten Lebanese, Jordanians, Turks, Egyptians and Moroccans rate their lives a seven or better. Among Palestinians, the picture is even bleaker – 29% are in the lowest group and 24% are in the high category. Israelis stand apart from the rest of the region, with 68% in the top group.

The lowest levels of life satisfaction are found in Africa. Just 10% of Tanzanians and 7% of Ugandans position themselves on the latter's top rungs. Elsewhere the situation is less gloomy – 37% of Ethiopians are in the high category, along with 36% of South Africans and 35% of Nigerians. Overall, however, the African publics surveyed trail those in other regions.

The chart below illustrates more clearly the overall relationship between wealth and satisfaction. In general, as a country's per capita GDP increases, so does the percentage of people in that country who rate their lives near the top of the scale. As a result, African nations tend to cluster in the lower left of the chart, indicating low levels of wealth and low levels of life satisfaction, while the countries of Western Europe appear in the upper right, due to their wealth and high levels of satisfaction.



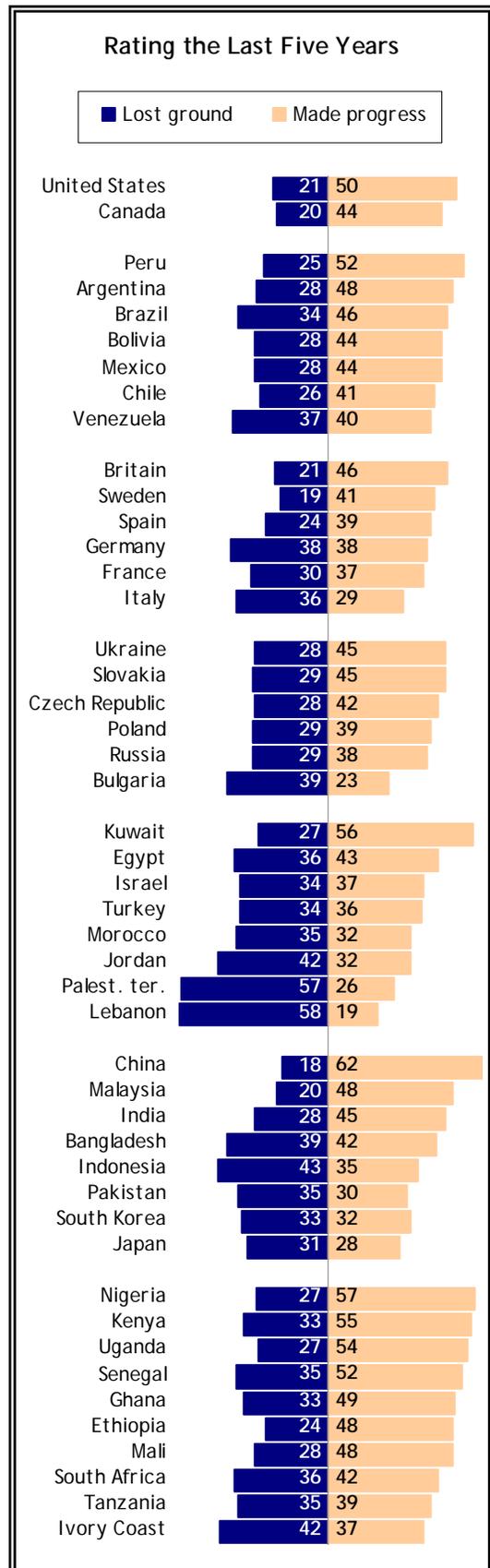
Of course, even though the association between per capita GDP and satisfaction is quite strong (.72 correlation), some countries and regions are more or less satisfied than their level of affluence would suggest. Latin Americans are generally happier than economics alone might predict, while Eastern Europeans and Japanese are gloomier than would be expected.

Perceptions of Progress

In most of the countries surveyed, majorities or pluralities say they are at a higher spot on the ladder of life than they were five years ago. And this is true even in many countries where overall assessments of life remain relatively grim. For example, very few Kenyans or Ugandans place themselves in the top rungs on the ladder of life; nevertheless, 55% of Kenyans and 54% of Ugandans rate their current lives more highly than their lives of five years ago. In fact majorities or pluralities in nine of ten African country surveyed say they are better off now.

The Chinese are more likely than any other public to say they are better off today than they were five years ago – roughly six-in-ten Chinese (62%) believe their lives have improved. Elsewhere in Asia, nearly half of Malaysians (48%) and Indians (45%) give their current life a higher rating.

Many people in other regions also believe their lives have gotten better over the last five years. More than half of Kuwaitis (56%) say they have made progress. In Peru, 52% are at a higher spot on the ladder now, and in neighboring Argentina, 48% have made progress, a striking change from 2002, when only 19% of Argentines felt they had made progress over the prior five-year period. Nonetheless,



as is the case in many countries, about as many Argentines say they have either lost ground (28%) or stayed the same (23%) over the past five years, as say they are better off.

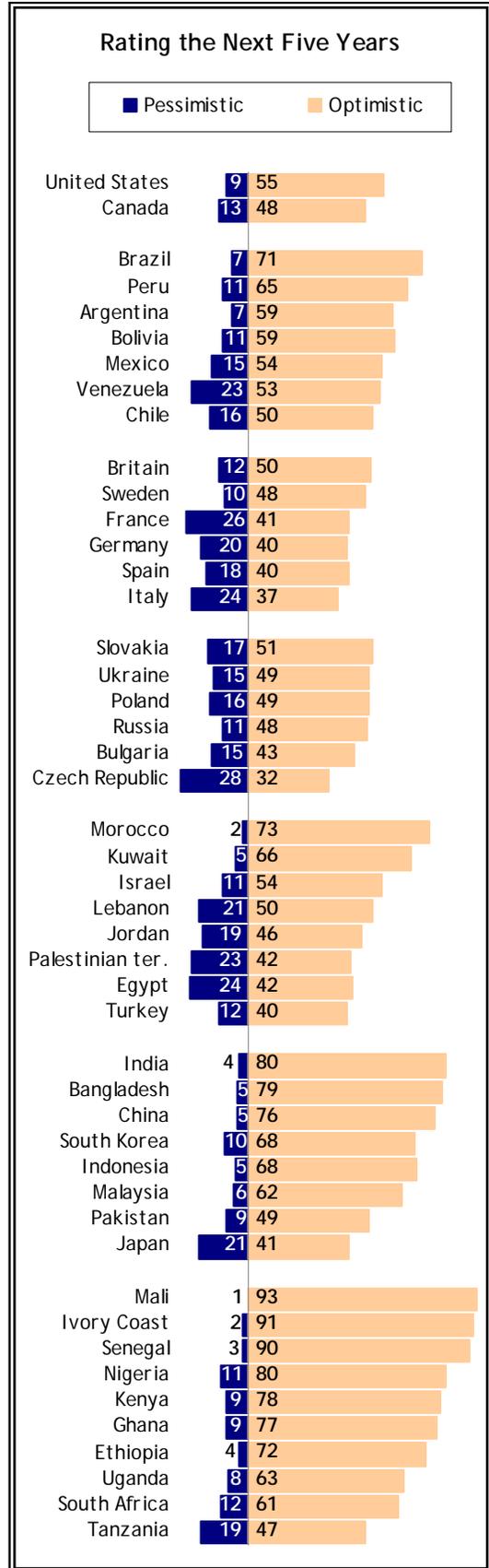
And perceptions of progress are not prevalent everywhere. In Italy and Bulgaria, pluralities say they are at a lower spot on the ladder today than they were five years ago. And in the heart of the Middle East, people are even more likely to feel they have lost ground – 58% of Lebanese, 57% of Palestinians, and 42% of Jordanians say they currently occupy a lower rung on the ladder of life than five years ago.

Optimism for the Future

Regardless of how they feel about their current situation, publics throughout the world generally are inclined to believe their personal lives will improve over the next five years. In nearly every country surveyed, majorities or pluralities expect to be at a higher point on the ladder of life five years from now.

Optimism is especially common in the developing world. While people in wealthy countries tend to give their current lives higher ratings than do people in poorer countries, those in poor countries are more likely to think their spot on the ladder will improve over the next five years. For example, despite the many challenges faced by countries throughout sub-Saharan Africa, the region stands out as the most optimistic in the world. Roughly nine-in-ten respondents in Mali, Ivory Coast and Senegal believe their lives will improve, as do large majorities in six of the other seven African nations included in the survey.

Optimism also characterizes most Asian countries, including the growing economic giants,

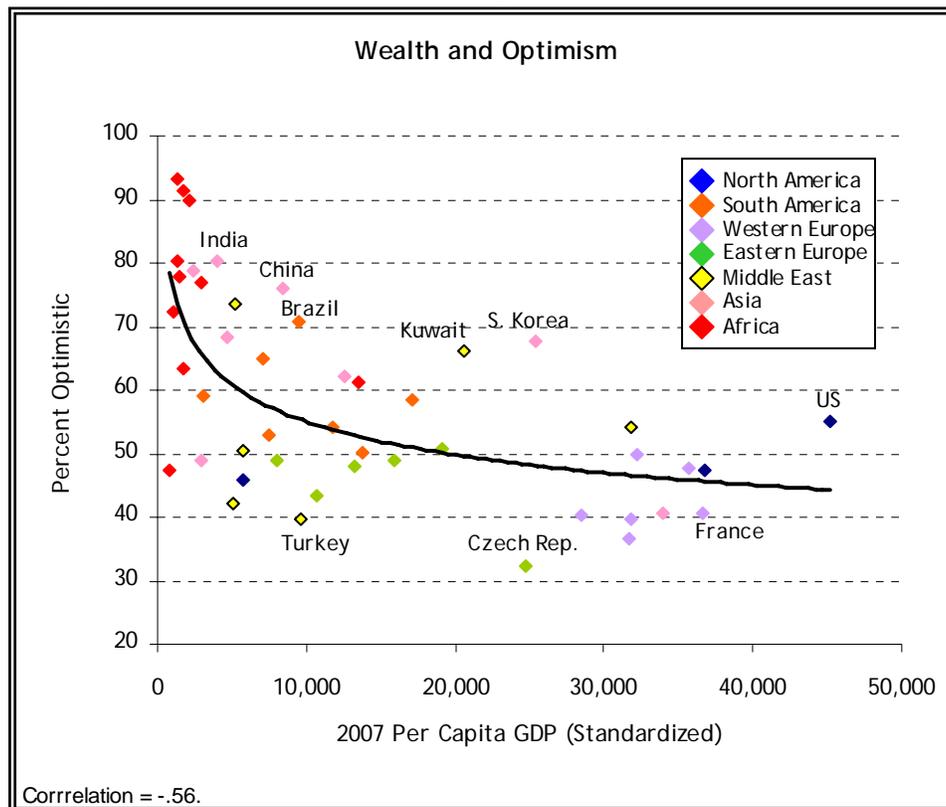


India and China. Eight-in-ten Indians and 76% of Chinese believe their lives will get better in the coming five years.

Most Latin Americans also are optimistic; at least half of those in the seven Latin American countries surveyed say their position on the ladder will improve. Brazilians are particularly hopeful, with 71% saying they expect their lives to be better in five years and only 7% giving their future lives a lower rating.

The picture is a bit more mixed in the Middle East. Moroccans, Kuwaitis, and Israelis are generally hopeful about the future. Elsewhere in the region, optimism is not as strong, although optimists consistently outnumber pessimists, even in places that have experienced conflict in recent years, such as Lebanon and the Palestinian territories.

As the chart below highlights, the relationship between wealth and optimism is almost the direct inverse of the relationship between wealth and current life satisfaction. In general, the richer a country is, the smaller the share of its citizens who believe their lives will improve over the next five years. So in this case, the relatively poor nations of Africa tend to group together near the upper left of the chart, indicating low per capita GNP and high percentages of optimists, while Western European countries cluster near the lower right, due to their wealth and to the fact that fewer Westerners think their lives will be better in five years. Of course, one reason relatively few in Western Europe and other economically advanced nations see their lives getting better is that they give their current lives rather high marks.



Again, even though the association between wealth and optimism is strong (-.56 correlation), there are outliers, as several countries are considerably more or less optimistic than economic situation would predict. The Czech Republic – the wealthiest of the Eastern European nations included on the survey – is even less optimistic than its level of affluence would suggest. On the other hand, both the Kuwaiti and South Korean publics are more optimistic than would be expected. And consistent with previous studies of American exceptionalism, the U.S. emerges as notably more optimistic than the nations of Western Europe and other economically advanced countries.

Changes Over Time in Personal Well-being

As noted above, a country's affluence is a good predictor of its overall level of life satisfaction, as richer countries tend to have more satisfied citizens. However, when explaining changes in life satisfaction over time, *economic growth* is a better predictor than wealth.

Some of the greatest gains in personal satisfaction have occurred in nations experiencing sharp increases in economic growth since 2002. In particular, Argentina, Ukraine, and China stand out for their remarkable economic growth and concurrent shift in positive ratings on the ladder of life. At the same time, Canada, Bolivia and Italy are notable for their meager GDP growth and low gains (in Italy's case, a slight decline) in personal satisfaction.

As with any linkage between broad economic statistics and personal evaluations, there are important exceptions. Russia has experienced

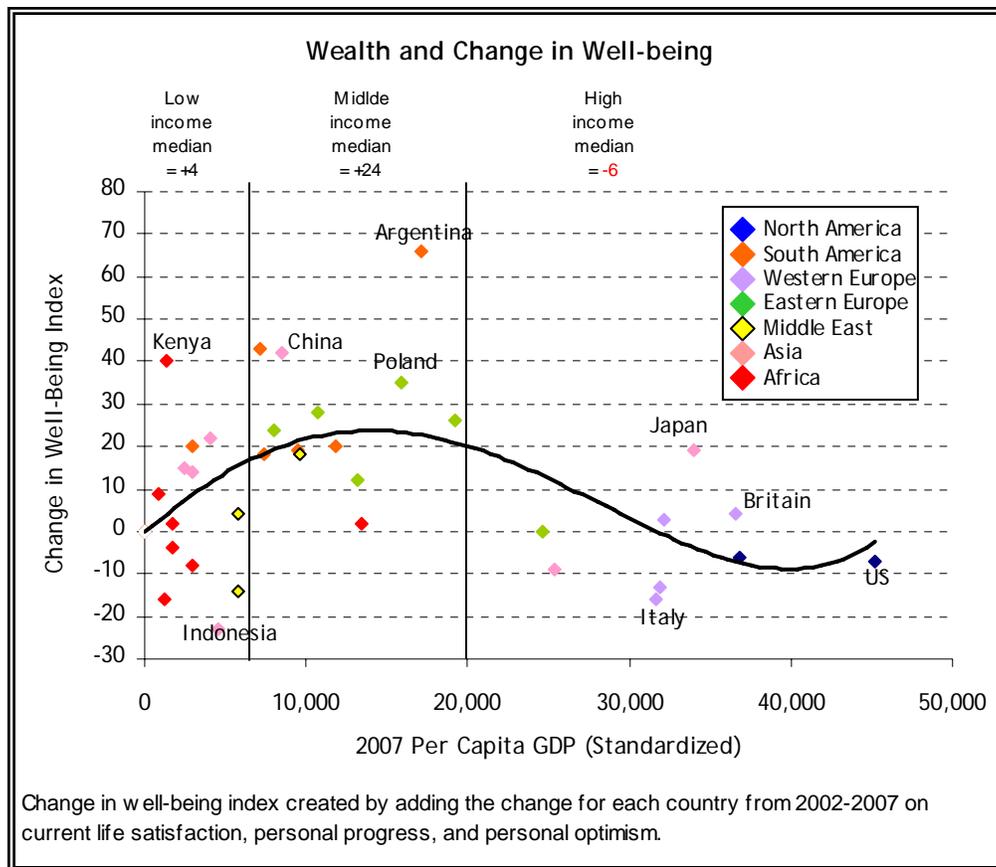
42% growth in per capita GDP over the past five years, but the share of Russians rating their lives in the top category has risen only slightly, from 18% in 2002 to 23% today. Similarly,

Life Satisfaction Rises*				
	<u>2002</u>	<u>2007</u>	<u>Change</u>	<u>GDP growth**</u>
	%	%		
U.S.	65	65	0	+11%
Canada	67	71	+4	+8%
Brazil	43	63	+20	+11%
Mexico	58	76	+18	+13%
Argentina	45	59	+14	+44%
Venezuela	50	60	+10	+28%
Bolivia	30	37	+7	+9%
Peru	36	41	+5	+23%
MEDIAN	44	59	+15	+18%
Britain	53	59	+6	+11%
France	57	57	0	+6%
Germany	49	48	-1	+7%
Italy	53	48	-5	+3%
MEDIAN	53	53	0	+7%
Ukraine	18	32	+14	+47%
Poland	28	39	+11	+27%
Slovakia	29	36	+7	+36%
Bulgaria	8	17	+9	+36%
Russia	18	23	+5	+42%
Czech Rep.	41	42	+1	+27%
MEDIAN	23	34	+11	+36%
India	29	41	+12	+38%
China	23	34	+11	+58%
Japan	38	43	+5	+11%
Bangladesh	13	17	+4	+24%
Pakistan	25	28	+3	+24%
S. Korea	52	48	-4	+21%
Indonesia	32	23	-9	+22%
MEDIAN	29	34	+5	+24%
Ghana	11	21	+10	+17%
Tanzania	8	10	+2	+24%
Ivory Coast	28	29	+1	-3%
Nigeria	36	35	-1	+26%
S. Africa	38	36	-2	+19%
Kenya	18	16	-2	+16%
Uganda	12	7	-5	+11%
MEDIAN	18	21	+3	+17%
Turkey	16	26	+10	+28%
Jordan	33	28	-5	+20%
Lebanon	22	28	+6	+6%

* Percent rating personal life seven or higher on a scale of 0 to 10.
 ** Percent change in per capita GDP from 2002 to 2007.

satisfaction, personal progress, and personal optimism – into a single measure. Thus, we created a simple index of change in well-being by adding the change for each country from 2002-2007 on current life satisfaction, personal progress, and personal optimism. For the 35 countries where trends are available, there is a strong correlation (.59) between a country’s level of economic growth since 2002 and its score on the change in well-being index.

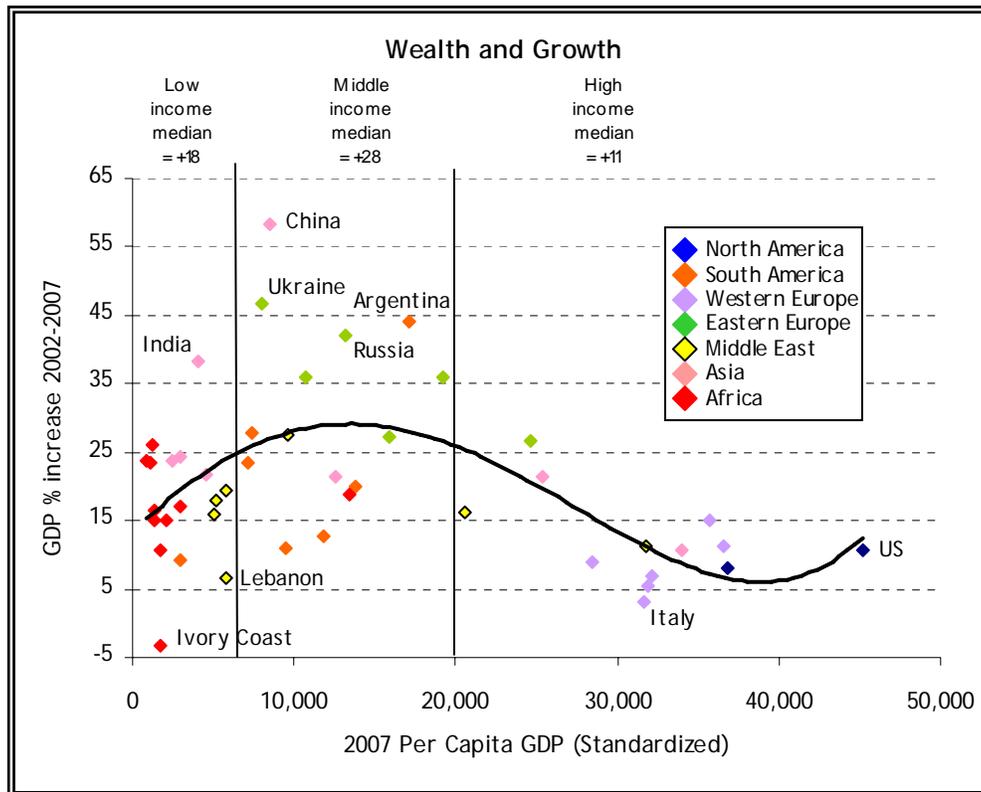
In general, countries such as China, Ukraine, and India that have had strong economic growth since 2002 have also experienced the largest increases in personal well-being, as measured by the index. The largest gains in well-being have occurred in Argentina, which has enjoyed relatively strong economic growth over the last few years, following a virtual economic collapse in 2001. On the other hand, countries with more stagnant economies, such as Ivory Coast, Italy, and France, have experienced stagnant or even declining well-being. Meanwhile, as noted above, some nations, including Kenya and Peru, have seen more improvement on the well-being measure than their level of economic growth would have predicted, while Indonesia, Nigeria, and others have seen declines in well-being despite relatively strong growth.



Overall, middle income countries have enjoyed the largest increases in well-being – among these nations, the median change on the well-being index from 2002-2007 is +24. This

category includes a number of Latin American countries such as Argentina (+66) and Peru (+43), as well as rapidly growing Eastern European countries such as Poland (+35), Bulgaria (+28), and Slovakia (+26).² Meanwhile, well-being has also increased among low income countries, albeit much more modestly (median = +4). However, with a median of -6, the nine wealthy nations included in the survey have actually lost ground over the last five years. This high income category includes the United States, Canada, Japan, South Korea, the Czech Republic, and all four Western European nations for which trends are available (Britain, France, Germany, and Italy).

The relationship between wealth and changes in well-being is mirrored in the relationship between wealth and economic growth. Once again, it is the middle income countries that stand apart, having enjoyed the largest gains in GDP growth since 2002. Among the countries in the middle income category, the median economic growth over this five year period is +28 percentage points, led by China with an astonishing 58-point jump. Overall, low income countries have also seen widespread economic expansion (median = +18). Among high income countries, however, there has been somewhat less growth – at +11%, the level of growth in the United States since 2002 equals the median for the high income category over this time period.



² For the purposes of analysis, we classified countries into low (purchasing power parity [PPP] score below 6,000), middle (6,000-19,999), and high (20,000+) income categories. See Appendix A for more information and a full list of countries by category.

Section 2: National Conditions and the Global Economy

Overall, many publics are somewhat more satisfied with the state of their countries than they were five years ago. In the 35 nations where trends are available, the number of people satisfied has increased in 21, declined in nine, and remained basically unchanged in five.

The greatest improvement is found in Bangladesh, where 75% currently say they are satisfied with the direction of their country, compared with 20% in 2002. Five years ago, only 8% of Kenyans were pleased with the way things were headed; today, 45% say they are satisfied. Other large improvements have taken place in a diverse set of countries: Argentina, India, Slovakia, Jordan, Turkey and China.

In some countries, however, assessments have grown more negative. Five years ago, only 24% of Italians said things were going well in their countries, but in the current poll the number is even lower – 16% now are satisfied with the country's course. Satisfaction has also dropped significantly in Canada, Pakistan, France, the Czech Republic and Uganda. Still, the country where discontent has grown the most is the United States. In 2002, 41% were satisfied with the country's direction, while today only 25% are satisfied. Democrats (16% satisfied) are particularly displeased, although even among Republicans, just 39% believe things in the country are headed in the right direction.

Satisfaction with the state of the country is generally associated with rising economic growth. Countries such as Argentina, Venezuela, Slovakia, India, China and Turkey that have enjoyed large increases in GDP per capita since 2002 also tend to have had the largest gains in country satisfaction.

Despite the increased satisfaction in many countries over the last five years, global publics largely remain unhappy with the direction of their countries. Majorities in only eight of 47 nations say they are satisfied with the way things are going in their countries today. Across the world, however, there are

National Satisfaction Trends			
	2002	2007	Change
	%	%	
U.S.	41	25	-16
Canada	56	47	-9
Argentina	3	38	+35
Bolivia	6	38	+32
Venezuela	8	39	+31
Mexico	16	30	+14
Peru	3	15	+12
Brazil	11	17	+6
MEDIAN	7	34	+27
Germany	31	33	+2
Britain	32	30	-2
Italy	24	16	-8
France	32	22	-10
MEDIAN	32	26	-6
Slovakia	11	46	+35
Russia	20	36	+16
Poland	9	18	+9
Bulgaria	4	9	+5
Ukraine	9	9	0
Czech Rep.	36	23	-13
MEDIAN	10	20	+10
Bangladesh	20	75	+55
India	7	42	+35
China	48	83	+35
Indonesia	7	22	+15
Japan	12	22	+10
S. Korea	14	9	-5
Pakistan	49	39	-10
MEDIAN	14	39	+25
Kenya	8	45	+37
Ghana	28	38	+10
S. Africa	19	29	+10
Tanzania	40	46	+6
Nigeria	13	11	-2
Ivory Coast	31	28	-3
Uganda	37	22	-15
MEDIAN	28	29	+1
Turkey	4	39	+35
Jordan	21	56	+35
Lebanon	7	6	-1
Countries with available trends shown.			

enormous differences. The top three most satisfied publics are all in Asia – China (83%), Malaysia (76%) and Bangladesh (75%). Conversely, in five nations the percentage of people satisfied with the current situation is in single digits – Bulgaria (9%), Ukraine (9%), South Korea (9%), Lebanon (6%) and the Palestinian territories (5%).

While the Lebanese and Palestinians are extremely unhappy with the way things are going in their countries, elsewhere in the Middle East assessments are more upbeat. Most Moroccans, Jordanians, and Kuwaitis, along with nearly half of Egyptians, believe their countries are on the right track.

In other regions, views are largely negative. No country in Latin America, Eastern Europe, or Africa has a majority that is satisfied with the state of their country.

National Economic Situations Improving

Across all regions of the globe, economic evaluations have improved over the last five years. In 28 of 35 countries where trends are available, the number of people who believe their country's economy is in good shape has increased significantly since 2002. This positive shift is particularly striking in Latin America. Publics in every country in the region where trends are available have grown more positive about the economy. Only 1% of Argentines felt the economy was strong in 2002, compared to 45% today. In Bolivia, confidence in the economy has more than tripled, jumping from 18% to 58%. The shift has been almost as dramatic in Venezuela (21% in 2002, 57% now), which has benefited from rising oil prices in recent years.

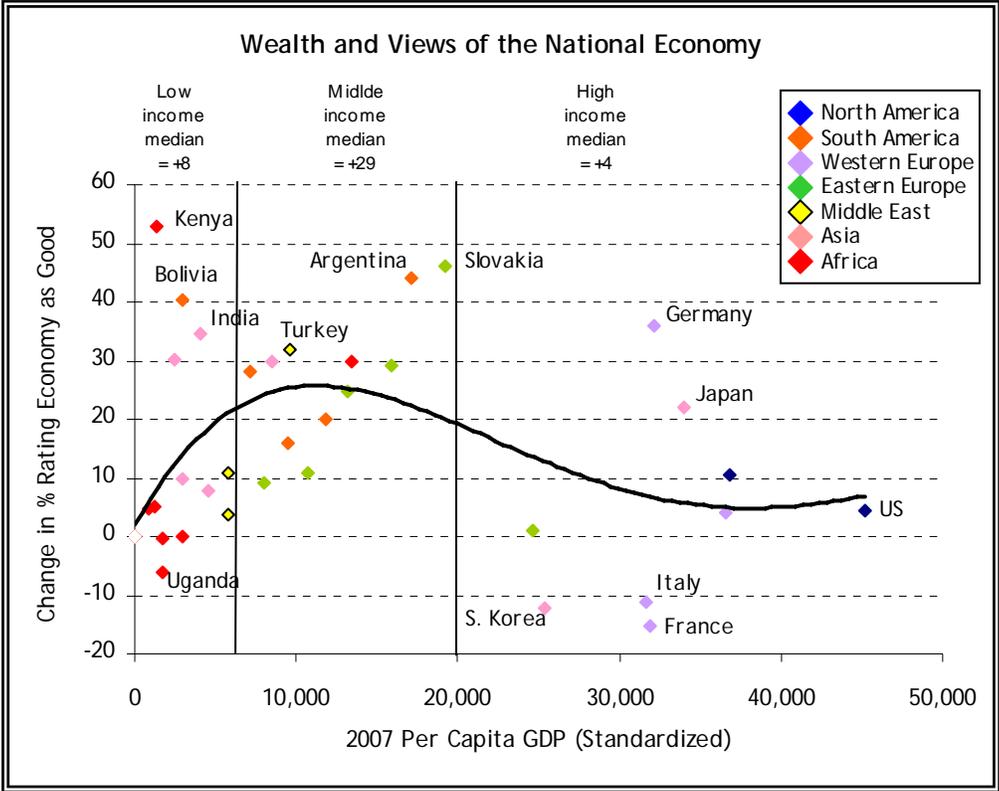
Perceptions have also grown more positive in Eastern Europe, although most in the region remain glum about their economic situations. The most impressive turnaround has occurred in Slovakia – 53% give their nation's economy positive marks, compared with just 7% in 2002.

Stronger Economies Today			
	<i>Economy is good...*</i>		
	<u>2002</u>	<u>2007</u>	<u>Change</u>
	%	%	
Canada	70	80	+10
U.S.	46	50	+4
Argentina	1	45	+44
Bolivia	18	58	+40
Venezuela	21	57	+36
Peru	16	44	+28
Mexico	31	51	+20
Brazil	14	30	+16
Chile	--	49	--
Germany	27	63	+36
Britain	65	69	+4
Italy	36	25	-11
France	45	30	-15
Sweden	--	84	--
Spain	--	65	--
Slovakia	7	53	+46
Poland	7	36	+29
Russia	13	38	+25
Bulgaria	8	19	+11
Ukraine	10	19	+9
Czech Rep.	40	41	+1
Turkey	14	46	+32
Jordan	33	44	+11
Lebanon	5	9	+4
Kuwait	--	87	--
Egypt	--	53	--
Morocco	--	46	--
Israel	--	46	--
Palest. ter.	--	10	--
India	39	74	+35
China	52	82	+30
Bangladesh	34	64	+30
Japan	6	28	+22
Pakistan	49	59	+10
Indonesia	15	23	+8
S. Korea	20	8	-12
Malaysia	--	76	--
Kenya	7	60	+53
South Africa	26	56	+30
Tanzania	47	52	+5
Nigeria	32	37	+5
Ghana	57	57	0
Ivory Coast	53	53	0
Uganda	46	40	-6
Senegal	--	60	--
Mali	--	51	--
Ethiopia	--	46	--

* % saying national economy is very or somewhat good.

Other nations have also become more upbeat, including India (+35) and China (+30), two emerging Asian economic powers. The Turks (+32) also feel much more positive about their economy than in 2002. And the greatest increase on the survey occurs in Kenya, where positive assessments of the economy have risen a stunning 53 percentage points in the last five years.

Once more, the most striking changes on this measure have taken place in middle income countries, where the median change in the percentage of people saying the national economy is good has risen 29 points since 2002. Slovakia (+46), Argentina (+44), and Turkey (+32) – all of which have experienced impressive economic growth in recent years – have seen especially large increases.



There has been less change in lower income nations, although economic assessments have grown considerably more positive in several countries, particularly Kenya, Bolivia, and India. Meanwhile, trends vary in the high income category. Despite relatively anemic growth over the last five years, Germans have become dramatically more upbeat about their country’s economy (+36). Positive evaluations are also up significantly in Japan (+22). However, in France, Italy, and South Korea, assessments have grown considerably more negative since 2002.

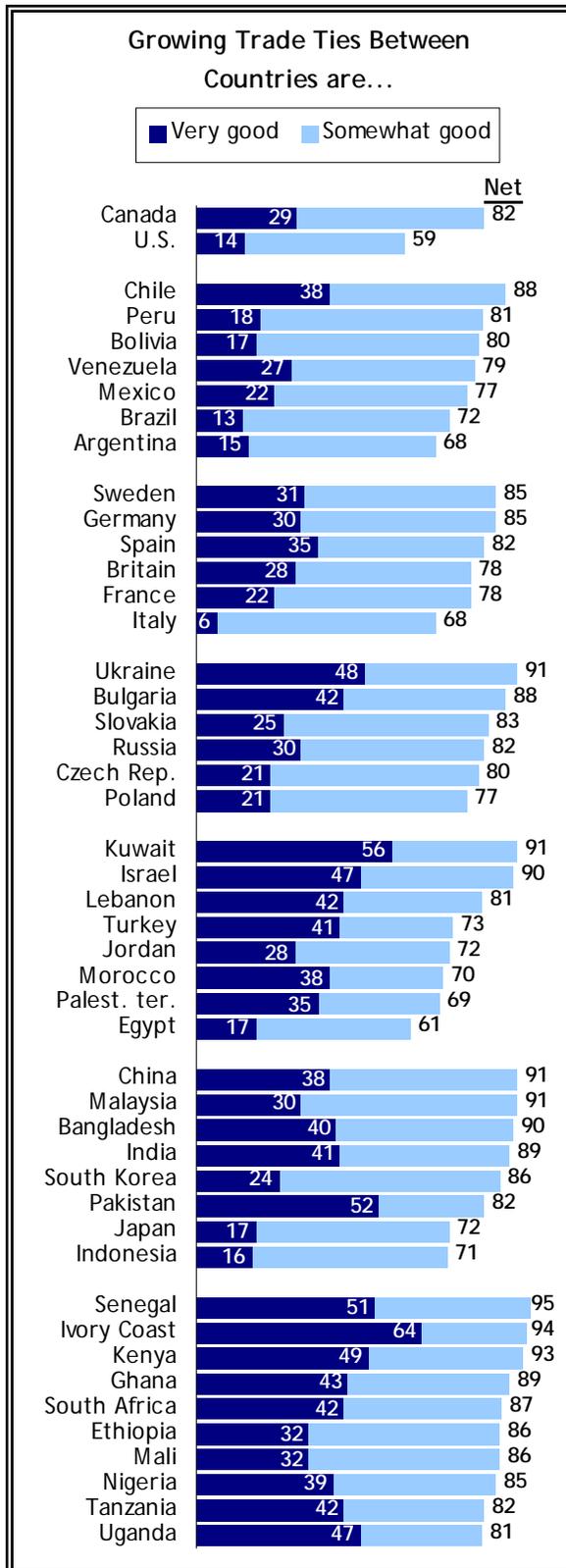
Support for International Trade

In all 47 nations included in the survey, large majorities say international trade is a good thing for their countries. In nine countries, at least 90% of respondents support international trade. Positive views of trade are particularly widespread in Africa, the world's poorest region. More than eight-in-ten people in the 10 African nations surveyed believe that trade ties are having a positive impact.

Some publics have become more receptive to trade in recent years. In 2002, Jordanians were particularly skeptical of its benefits, with just 52% saying trade with other countries was good for Jordan. In the current survey, 72% of Jordanians express that view. Positive views of international trade also have increased in Argentina, though less dramatically (60% in 2002, 68% currently).

Overall, however, views about trade have grown somewhat more negative in nearly half of the 35 countries that were surveyed in both 2002 and 2007. In 14 countries, the proportion expressing positive opinions of foreign trade has declined substantially. By contrast, positive opinions of trade have increased in just four countries, and has held fairly steady in 17 countries.

Notable declines are particularly common in the advanced economies of the West. Although support for trade remains high in Western Europe, enthusiasm has diminished in Italy (80% said trade was good in 2002, 68% now), France (88% in 2002, 78% now), Britain (87% in 2002, 78% now), and Germany (91% in 2002, 85% now). However, the largest decline among the 35 countries for which comparative



data are available has taken place in the United States. The country with the world's largest economy is the least likely among surveyed countries to embrace global trade. Just 59% of Americans say trade with other countries is having a good effect on the U.S., down sharply from 2002, when 78% believed it was having a positive impact.

The American public's views vary by age, income and party identification. Roughly eight-in-ten (78%) of those younger than 30, and 58% of those ages 30 to 49, believe that trade has a positive impact on the United States. By comparison, people ages 50 and older are more divided (51% good, 43% bad). Wealthier Americans also are more likely than poorer people to support international trade; two-thirds (67%) of those with household incomes of \$75,000 or more think it has a good impact, compared with only 53% of those with incomes below \$30,000.

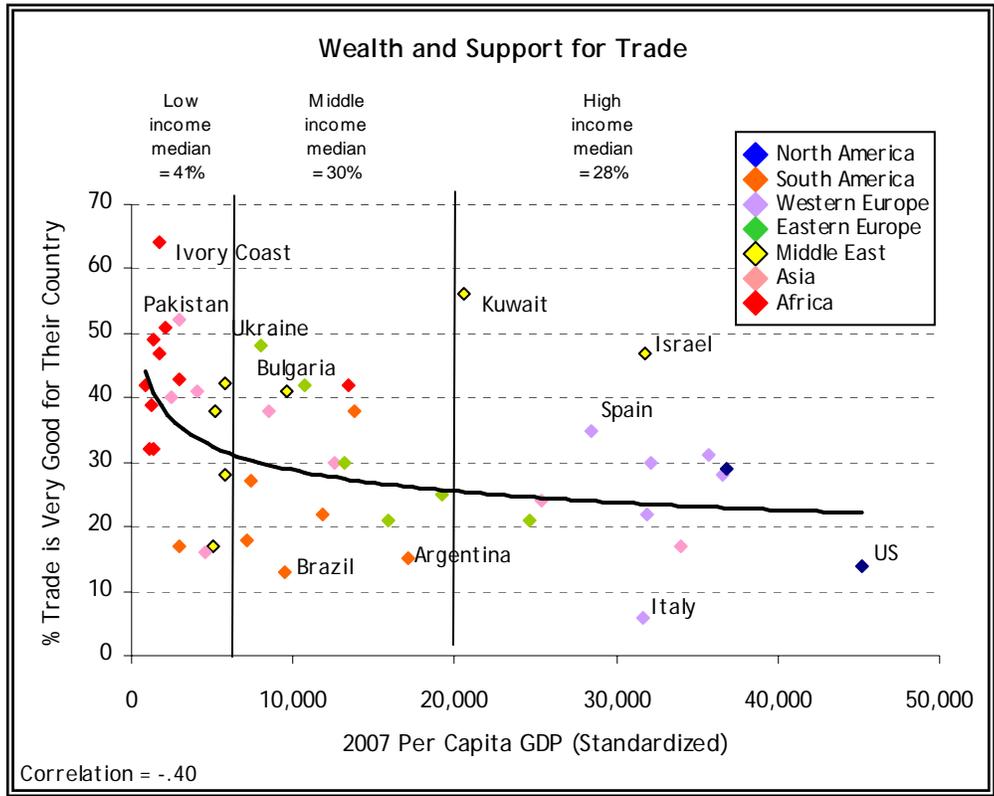
In addition, Democrats are less likely than Republicans or independents to feel trade is having a good effect on the U.S. Democratic attitudes toward trade have soured tremendously over the last five years: in 2002, 77% said trade was having a positive impact, compared with just 53% today.

The chart below highlights the extent to which intensity of support for trade is particularly strong in low income nations, where the median percentage saying trade is *very good* for their country is 41%. In Ivory Coast, Pakistan, and Senegal, for instance, more than half of those surveyed believe trade is having a very positive impact on their countries.

A Little Less Enthusiasm for Trade in the West

	<i>Trade good for your country*</i>		
	<u>2002</u>	<u>2007</u>	<u>Change</u>
	%	%	
Canada	86	82	-4
United States	78	59	-19
Argentina	60	68	+8
Bolivia	77	80	+3
Mexico	78	77	-1
Brazil	73	72	-1
Peru	83	81	-2
Venezuela	86	79	-7
Germany	91	85	-6
Britain	87	78	-9
France	88	78	-10
Italy	80	68	-12
Bulgaria	88	88	0
Poland	78	77	-1
Ukraine	93	91	-2
Slovakia	86	83	-3
Czech Rep.	84	80	-4
Russia	88	82	-6
Jordan	52	72	+20
Lebanon	83	81	-2
Turkey	83	73	-10
Bangladesh	83	90	+7
Pakistan	78	82	+4
China	90	91	+1
India	88	89	+1
Japan	72	72	0
South Korea	90	86	-4
Indonesia	87	71	-16
Kenya	90	93	+3
Ghana	88	89	+1
Tanzania	82	82	0
South Africa	88	87	-1
Ivory Coast	96	94	-2
Nigeria	95	85	-10
Uganda	95	81	-14

* Percent saying trade with other countries is a very or somewhat good thing for their country. Includes all countries where trends are available.



Enthusiasm for trade, while still high, is slightly more muted in the rapidly growing middle income countries, as well as among the wealthiest nations included on the survey. In both of these categories, there are significant variations among countries. Enthusiasm for trade is widespread in Ukraine and Bulgaria, but lower in Brazil and Argentina. Similarly, Kuwait and Israel show strong support for trade, while the Italian and American publics are more lukewarm.

Positive Views of Multinational Corporations

In addition to having positive views about international trade, the surveyed publics also have generally favorable views of multinational corporations. In 41 of 47 countries surveyed, majorities or pluralities say that foreign companies are having a good impact on their countries. However, opinions of multinationals in the West have declined since 2002.

Overall, Western Europeans take a relatively skeptical view of companies from other countries. Among 47 nations surveyed, France is the only country where a majority says that foreign corporations are having a negative effect. In 2002, the French were slightly more likely to take a positive view of foreign companies (50% good, 45% bad), but today a solid majority believes they are having a negative impact (44% good, 55% bad). Positive views of foreign corporations also have declined by 13 percentage points in Italy, 12 points in Great Britain, and by 10 points in Germany.

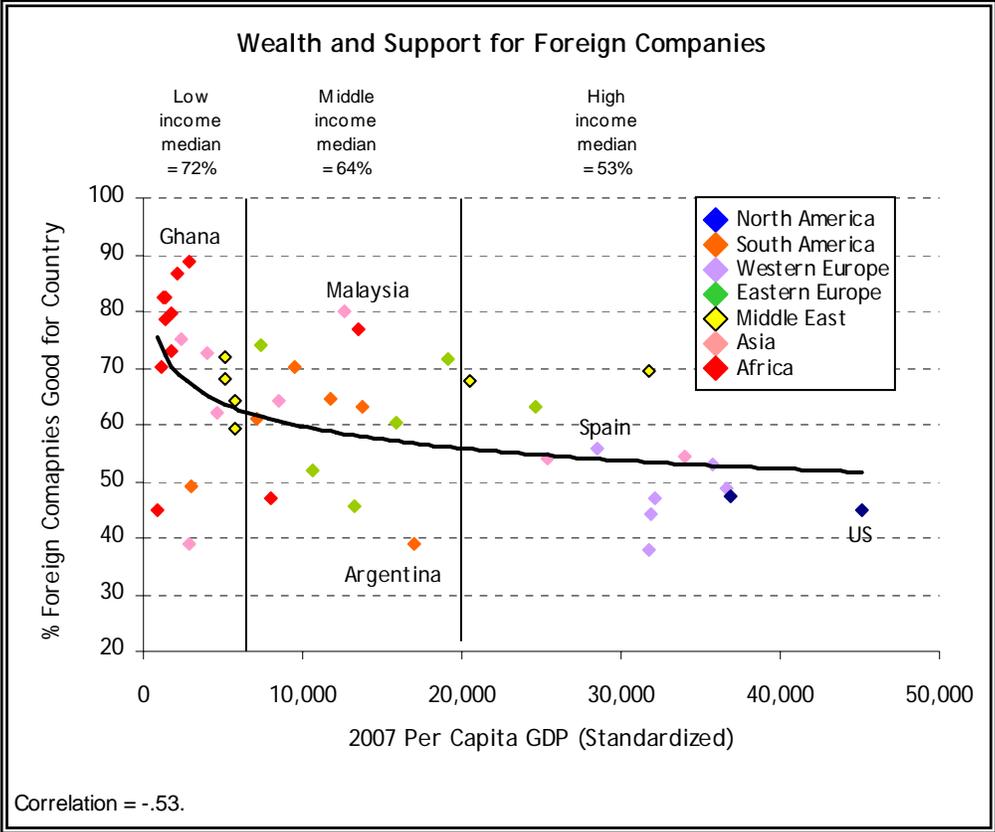
Canadians also have lost some of their enthusiasm for foreign companies. Five years ago, 55% of Canadians said they were having a good impact on Canada; today, fewer than half (48%) express this view. In the United States, 50% now see foreign companies as having a positive impact, compared with 45% in 2002.

As with views on international trade, citizens in poor countries tend to have the most positive opinions of multinational corporations (in low income countries the median = 72% good for country). Support for foreign companies is especially high among the African countries included in the survey, perhaps signaling a desire among these publics for foreign investment. Previously released findings from the 2007 Pew poll revealed that African publics generally welcome the involvement in their countries of China and the United States, two major powers with increasing economic ties to Africa (*for more on African opinions regarding the U.S. and China, see "Global Unease With Major World Powers," released June 27, 2007*).

	% saying impact is good		
	2002 %	2007 %	Change
United States	50	45	-5
Canada	55	48	-7
Argentina	25	39	+14
Brazil	63	70	+7
Peru	57	61	+4
Mexico	64	65	+1
Venezuela	75	74	-1
Bolivia	61	49	-12
France	50	44	-6
Germany	57	47	-10
Britain	61	49	-12
Italy	51	38	-13
Poland	43	60	+17
Russia	43	46	+3
Czech Rep.	60	63	+3
Slovakia	71	72	+1
Bulgaria	55	52	-3
Ukraine	55	47	-8
Jordan	42	59	+17
Lebanon	57	64	+7
Bangladesh	48	75	+27
India	61	73	+12
Pakistan	29	39	+10
South Korea	56	54	-2
Japan	63	54	-9
Indonesia	71	62	-9
China	76	64	-12
Nigeria	75	82	+7
Ghana	85	89	+4
Kenya	78	82	+4
South Africa	78	77	-1
Ivory Coast	85	80	-5
Tanzania	54	45	-9
Uganda	83	73	-10

Percent who say large companies from other countries are having a very or somewhat good impact on their country. Includes all countries where trends are available.

Support for foreign companies is somewhat lower in middle income countries (median = 63% good for country). Notably, although they are more favorably disposed toward multinational corporations now than five years ago, Argentines are still among the least likely to embrace these companies. Meanwhile, support for foreign companies is mixed in the economically advanced countries (median = 53% good for country) that are, of course, home to many multinationals.



More Support for Free Markets

Beyond their support for international trade and multinational companies, global publics also generally endorse a key philosophical underpinning of economic globalization – free markets. Among both rich and poor countries, people tend to agree that a capitalist approach makes people better off, even if results in inequalities.

Support for free markets, already widespread, has increased since 2002. Majorities in 39 of 47 countries believe that most people are better off in a free market economy, even though some people may be rich while others are poor. Moreover, in 17 of 35 countries for which comparative data are available, support for free markets has risen substantially, while declining in just five countries.

In particular, support for free markets has increased in Asia, Eastern Europe and Latin America. In Asia, Bangladeshis, Indians, Pakistanis and Japanese have all become more supportive of free markets since 2002. And in China – which is still governed by the Communist Party, although it has greatly liberalized its economy – support for free markets is overwhelming. Three-in-four Chinese say people are better off in free markets, even if that means inequalities in their society.

In the formerly communist nations of Eastern Europe, capitalism receives more mixed reviews. Still, support has risen steeply in Poland, Russia, and Bulgaria, each of which has enjoyed strong economic growth in recent years.

Similarly, in Latin America, views are somewhat mixed, but the trend is clearly in favor of free markets. For example, support remains relatively low in Argentina, but Argentines are significantly more likely to embrace free markets today than in 2002. In Venezuela, home to fiery leftist president Hugo Chavez, 72% endorse a free market approach, up nine percentage points from 2002. Support for free markets also has increased in Brazil and Mexico. (*For more on Latin American*

People Are Better Off in Free Markets

	% agree		Change
	2002	2007	
	%	%	
Canada	61	71	+10
United States	72	70	-2
Argentina	26	43	+17
Mexico	45	55	+10
Venezuela	63	72	+9
Brazil	56	65	+9
Peru	43	47	+4
Bolivia	54	53	-1
Britain	66	72	+6
Italy	71	73	+2
Germany	69	65	-4
France	61	56	-5
Poland	44	68	+24
Bulgaria	31	42	+11
Russia	45	53	+8
Ukraine	64	66	+2
Slovakia	51	53	+2
Czech Rep.	62	59	-3
Jordan	47	47	0
Turkey	60	60	0
Lebanon	76	74	-2
Bangladesh	32	81	+49
India	62	76	+14
Pakistan	50	60	+10
Japan	43	49	+6
China	70	75	+5
South Korea	81	72	-9
Indonesia	54	45	-9
Kenya	67	78	+11
Tanzania	56	61	+5
Ivory Coast	79	80	+1
Ghana	74	75	+1
Nigeria	79	79	0
South Africa	74	74	0
Uganda	73	67	-6

Percent who agree most people are better off in a free market economy, even though some people are rich and some are poor. Includes all countries where trends are available.

opinions on this question, see “Global Opinion Trends 2002-2007: A Rising Tide Lifts Moods in the Developing World,” released July 24, 2007.)

Africans generally tend to embrace free markets. In the Ivory Coast, Nigeria, Kenya and Mali, more than three-in-four say free markets generally make people better off. Similarly, in economically struggling Middle Eastern nations such as Lebanon and the Palestinian territories, most back a capitalist approach – a view shared in two of the region’s wealthiest countries, Israel and Kuwait.

In other economically advanced nations, belief in free markets also is high, even though several of these nations have recently experienced slow economic growth. For instance, Italians voice strong support the free market, despite anemic growth rates over the last few years. This high degree of confidence in the market is not shared by all wealthy nations, however: in France, 55% say people are better off in free markets, while the Japanese are evenly divided (49% say people are better off in free markets vs. 50% who disagree).

Appendix A: Purchasing Power Parity

Below we list the purchasing power parity (PPP) measures for each country included in the study (with the exception of the Palestinian territories, for which figures were not available). Source: IMF World Economic Outlook.

<i>High income</i>	PPP
U.S.	45,176
Canada	36,821
Britain	36,568
Sweden	35,729
Japan	34,011
Germany	32,179
France	31,873
Israel	31,768
Italy	31,694
Spain	28,445
S. Korea	25,403
Czech Republic	24,679
Kuwait	20,554

<i>Middle income</i>	
Slovakia	19,172
Argentina	17,062
Poland	15,894
Chile	13,804
South Africa	13,455
Russia	13,210
Malaysia	12,582
Mexico	11,761
Bulgaria	10,677
Turkey	9,629
Brazil	9,531
China	8,486
Ukraine	8,059
Venezuela	7,431
Peru	7,085

<i>Low income</i>	
Jordan	5,790
Lebanon	5,772
Morocco	5,176
Egypt	5,109
Indonesia	4,616
India	4,031
Bolivia	3,017
Ghana	2,922
Pakistan	2,917
Bangladesh	2,435
Senegal	2,107
Ivory Coast	1,760
Uganda	1,697
Kenya	1,414
Mali	1,367
Nigeria	1,285
Ethiopia	1,094
Tanzania	861