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## International Public Opinion on Measuring National Progress: 2013 Summary Report

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## **Executive Summary**

- Between January 2013 and March 2013, GlobeScan polled 1,000 people in each of 11 countries on behalf of Ethical Markets 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.”*
- As in 2010, 68 percent of people on average across the nations polled say that using alternative methods of measuring development—embracing health, social, and environmental statistics—is closest to their own view. 23 percent said that governments should continue to gauge national well-being by relying primarily on economic data. If these headline figures are identical to those from 2010 (although Italy was not included this year), they mask significant changes at a national level and trends among demographic groups.



## Executive summary (cont'd)

- With the exception of India and Kenya, over one half of respondents in all countries would like to see non-economic factors taken in to account when measuring progress.
- While Germany and Brazil were the most in favour of using alternative methods to gauge well-being in 2010, this year they have seen the biggest shifts in favour of traditional, economic models. Along with Kenyans and Indians, Germans are now the most likely to prefer a focus on economic statistics (34% in each country).
- China, the UK, and Australia have had the biggest rises in those who say alternative means of defining development best fit with their view. Russians are the least likely to support focusing on economic statistics, with just nine percent saying this measurement of progress best describes their view.
- There is a steady variation in views across age groups, with older respondents being less likely to support focusing on economic statistics than younger respondents.
- Those with high incomes and with high levels of education are the most likely to say incorporating health, social, and environmental data into progress measurement fits best with their view; those with lower incomes or lower levels of education are more likely to say governments should continue to focus on economic statistics.



## Implications

- As in 2010, support for alternative methods of measuring progress remains high, at the expense of traditional methods. However, at a national level the situation is sometimes more volatile. The changes in German and Brazilian attitudes highlight that public attitudes on this issue can remain a hostage to wider factors, particularly the media profile of the high levels of public indebtedness and economic stagnation in southern Europe over the last year.
- Whilst a consensus exists across all income groups and levels of education that a development index which goes 'beyond GDP' would be preferable, the differing levels of support are striking. Even though a greater focus on social and health issues might ultimately be of greater value to disadvantaged sections of society, low-income and less-educated groups are currently more likely to favour a focus on purely economic statistics. This suggests that, in order to gain broader appeal, arguments and communication strategies around going 'beyond GDP' should be phrased in a way that gives them greater resonance for those without high incomes or university educations. The potential for positive policy change and outcomes for society resulting from such a shift need to be clearly, simply and persuasively articulated.



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## Methodology and Notes to Reader



## Methodology and Notes to Reader

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- Results detailed here are based on telephone interviews conducted among a random sample of adults in each of Australia, Canada, China, France, Germany, UK, and USA. 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, China, and Kenya, where urban samples were used.
- Results are considered accurate within 3.1 to 3.5 percent (depending on the country), 19 times out of 20 in each of the eleven 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.”





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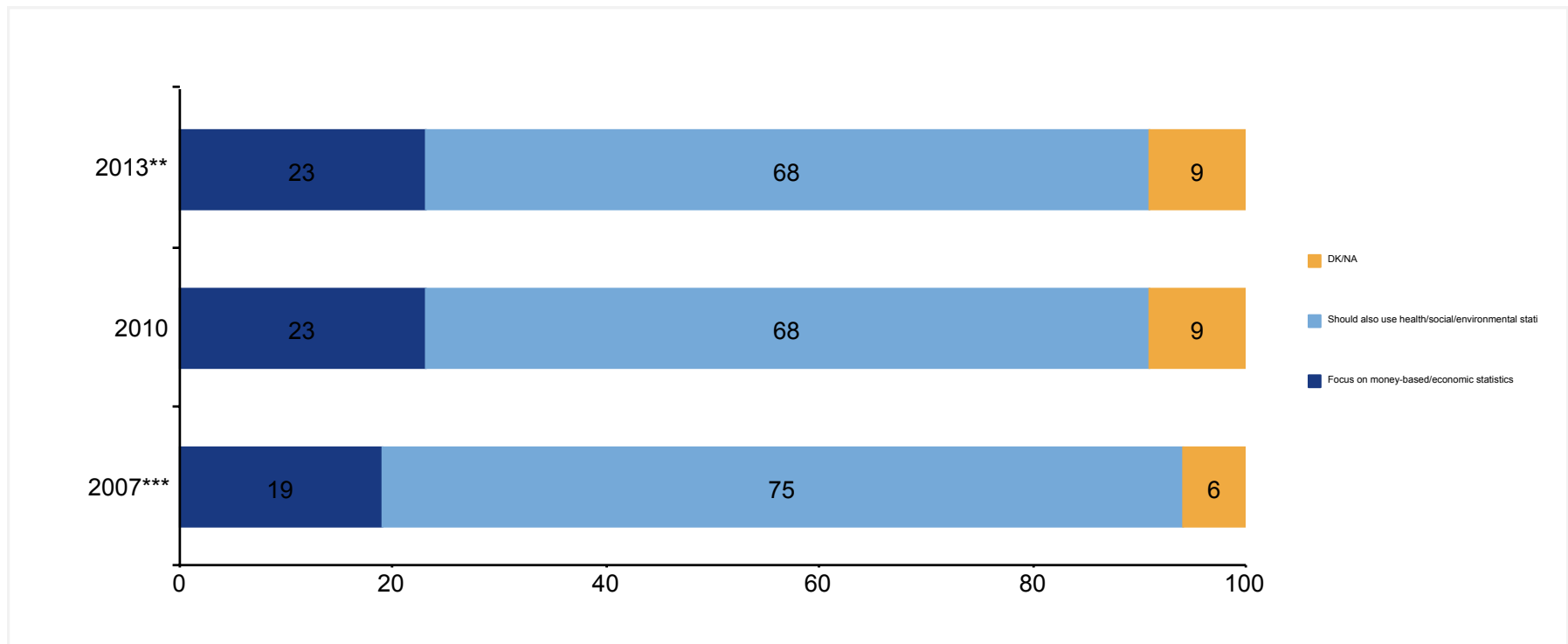


## Results



# Best Approach to Measure National Progress and Development

All countries,\* 2007–2013



\*Australia, Brazil, Canada, China, France, Germany, India, Italy, Kenya, Russia, UK, USA

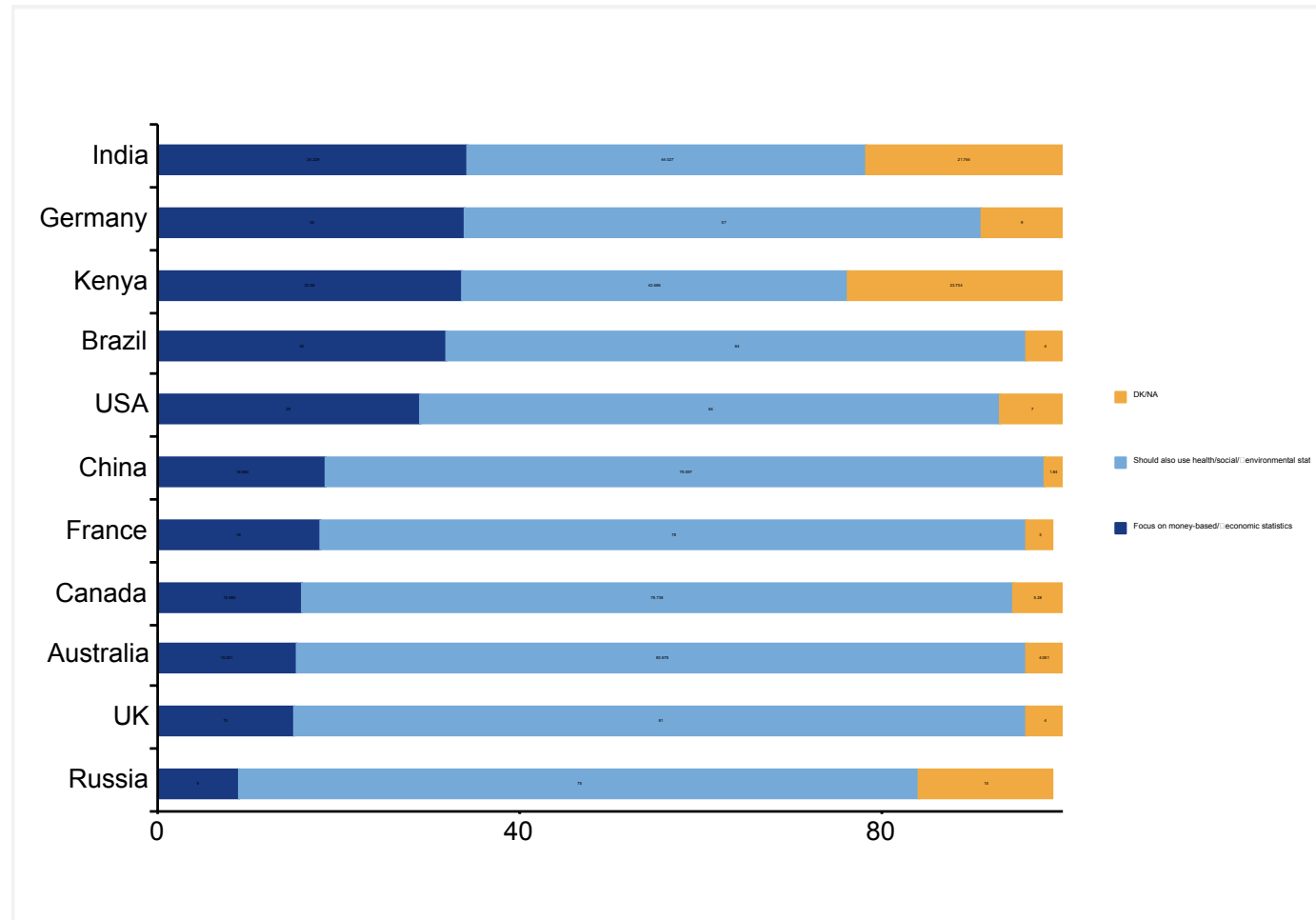
\*\* Italy not asked

\*\*\*China, USA not asked



# Best Approach to Measure National Progress and Development

By Country, 2013



India, Germany and Kenya have the highest proportion of those who say progress should be measured in financial terms alone, while Australia, the UK, China, Canada, and France are most inclined to alternative, social and environmental means of measuring development. Almost one in four respondents in India and Kenya did not answer.



The white space in this chart represents DK/NA.

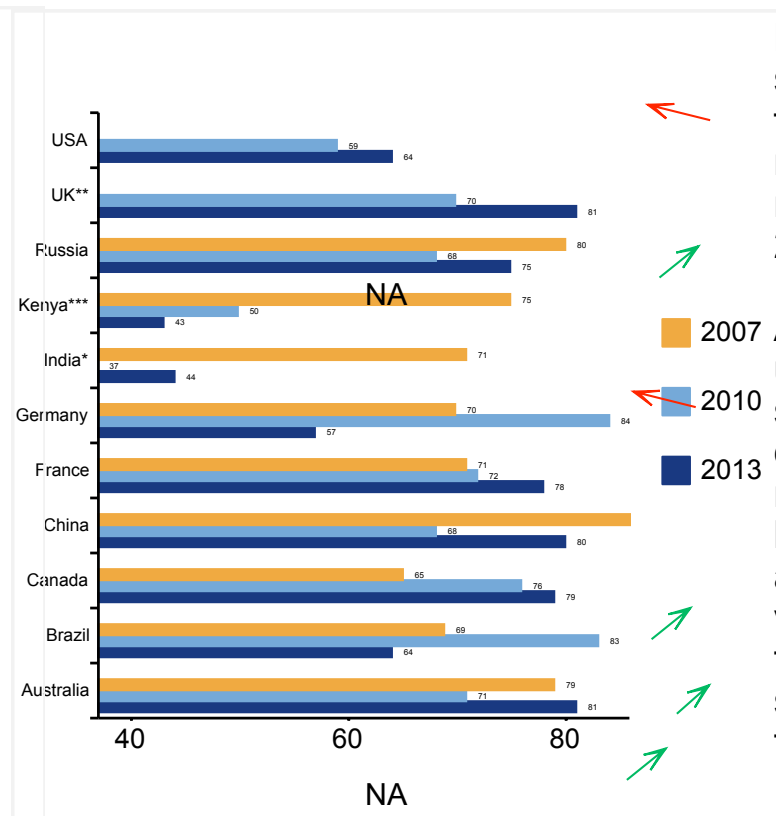
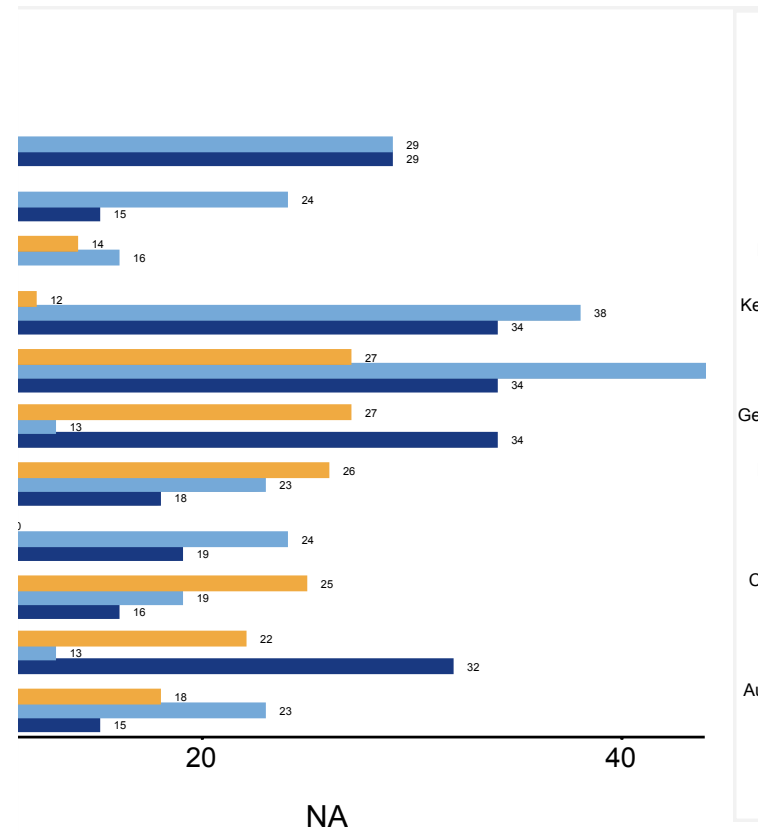


# Best Approach to Measure National Progress and Development

By Country, 2007–2013

**Focus on money-based/economic statistics**

**Should also use health/social/ environmental statistics**

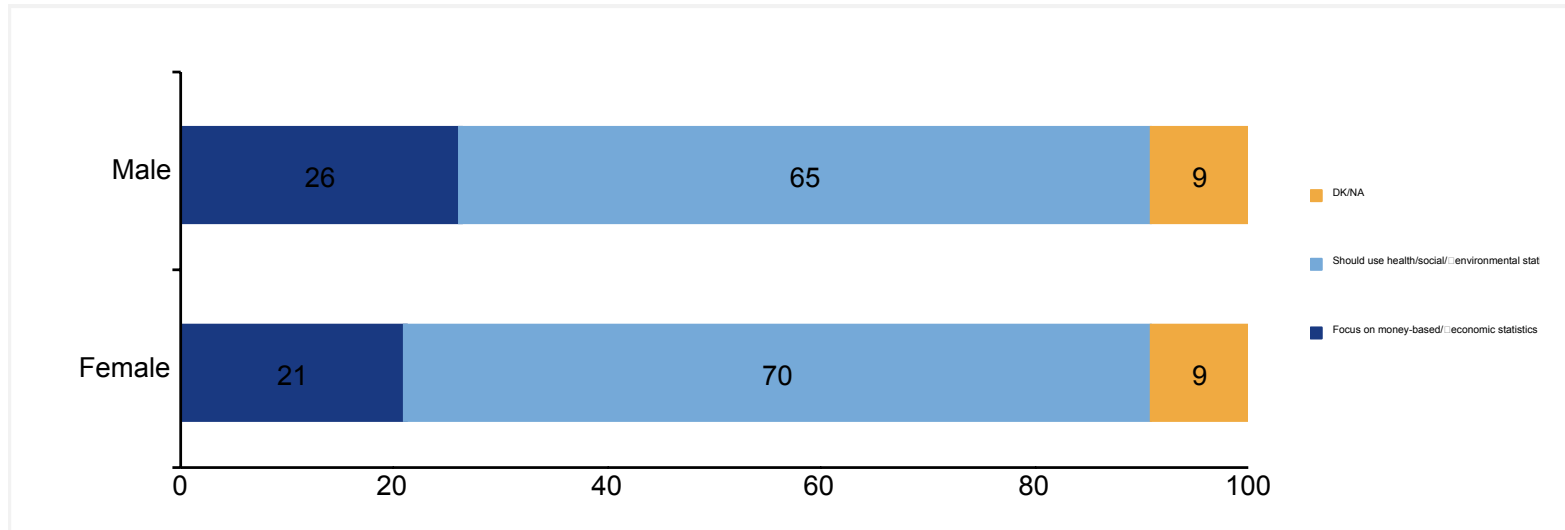


Brazil and Germany have seen the biggest shifts in favour of traditional models of progress measurement since 2010. Meanwhile, Russian, British and Australian support for using alternative statistics to measure development has rebounded back to 2007 levels. However, Kenyan and Indian support for viewing progress mainly through economic statistics remains higher than it was in 2007.



# Best Approach to Measure National Progress and Development

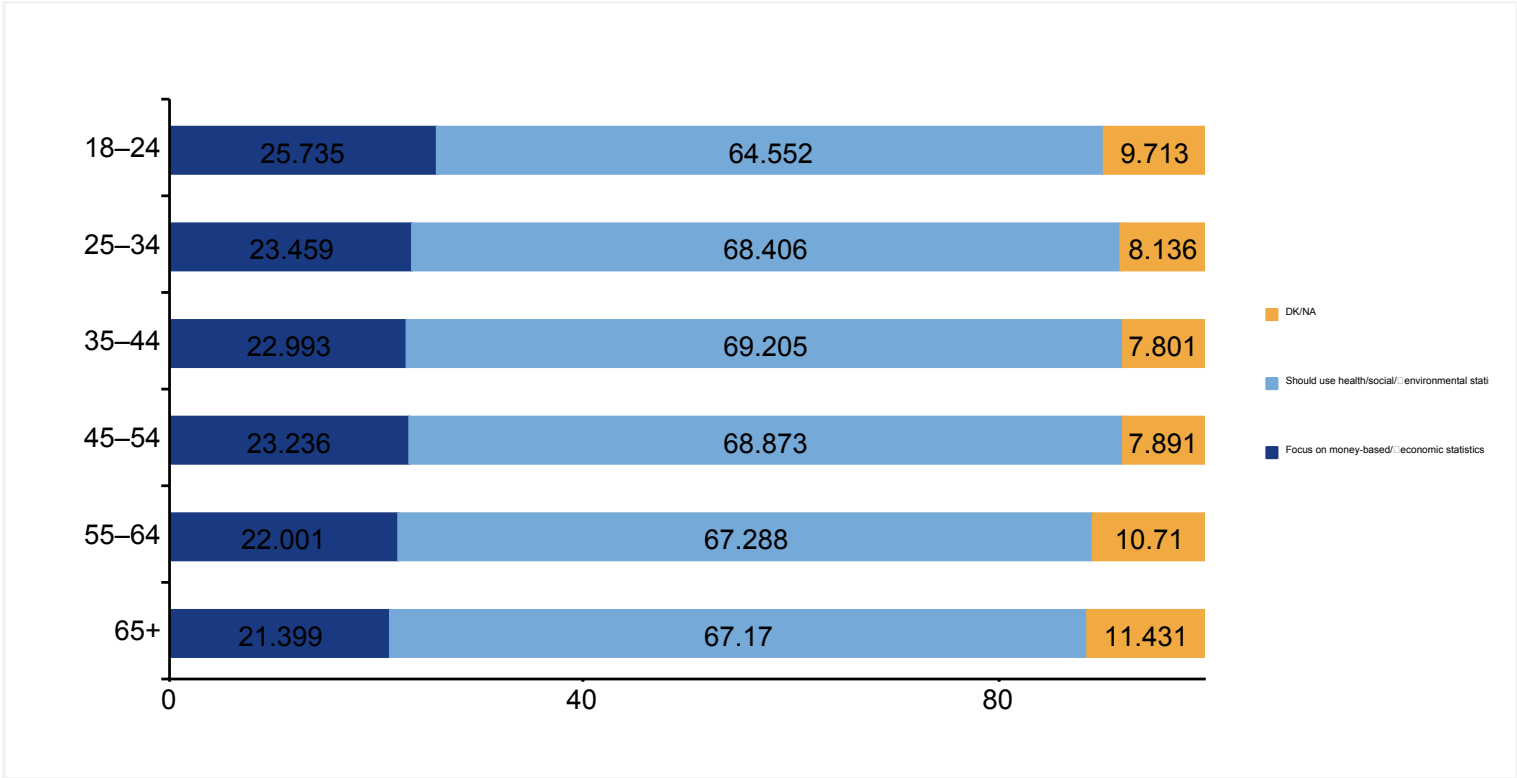
By Gender, 2013





# Best Approach to Measure National Progress and Development

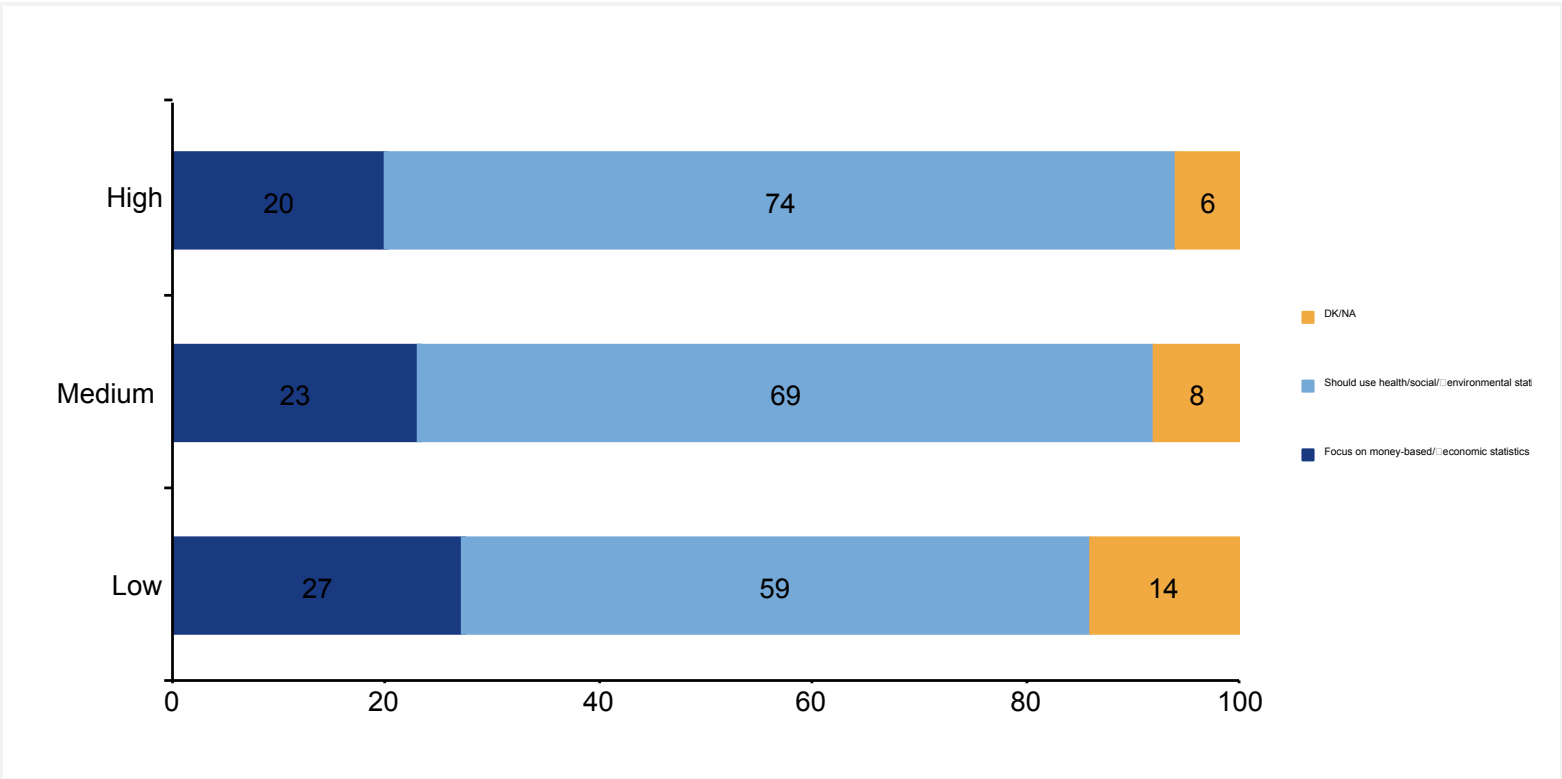
By Age, 2013





# Best Approach to Measure National Progress and Development

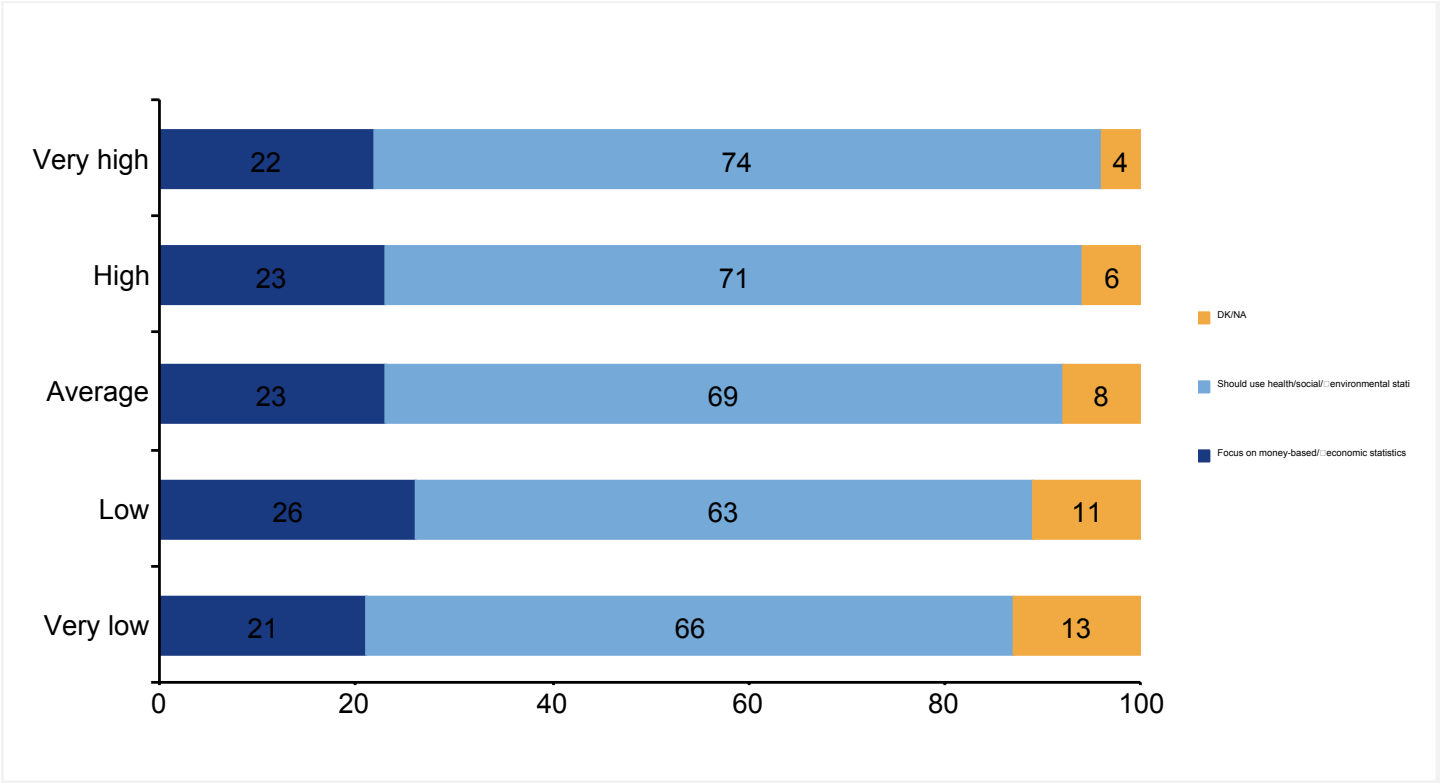
By Education, 2013





# Best Approach to Measure National Progress and Development

By Income, 2013







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## 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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