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***The 2008 Pew Global Attitudes Survey in China:***

**THE CHINESE CELEBRATE THEIR ROARING ECONOMY, AS THEY  
STRUGGLE WITH ITS COSTS**

**Near Universal Optimism About Beijing Olympics**

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The 2008 Pew Global Attitudes Survey in China:

THE CHINESE CELEBRATE THEIR ROARING ECONOMY, AS THEY STRUGGLE WITH ITS COSTS

Near Universal Optimism About Beijing Olympics

As they eagerly await the Beijing Olympics, the Chinese people express extraordinary levels of satisfaction with the way things are going in their country and with their nation's economy. With more than eight-in-ten having a positive view of both, China ranks number one among 24 countries on both measures in the 2008 survey by the *Pew Research Center's Pew Global Attitudes Project*. These findings represent a dramatic improvement in national contentment from earlier in the decade when the Chinese people were not nearly as positive about the course of their nation and its economy.

The new *Pew Global Attitudes* survey also finds that most Chinese citizens polled rate many aspects of their own lives favorably, including their family life, their incomes and their jobs. However, levels of personal satisfaction are generally lower than the national measures, and by global standards Chinese contentment with family, income and jobs is not especially high. Further, Chinese satisfaction with these aspects of life has improved only modestly over the past six years, despite the dramatic increase in positive ratings of national conditions and the economy.

In that regard, Pew's 2007 survey showed that the relatively low Chinese personal contentment was in line with the still modest level of per-capita income there – looking across the 47 countries included in that poll, life satisfaction ratings in China fell

The Chinese Look at Their Lives and Country				
	Rating their country			Global ranking*
	2002	2008	Change	
Satisfied with country direction	48	86	+38	#1
Economy is good	52	82	+30	#1
	Rating their lives			Global ranking**
	2002	2008	Change	
<i>Satisfaction with...</i>	%	%	% pts.	
<u>Family life</u>				
Very	13	14	+1	
Somewhat	69	67	-2	
Total	82	81	-1	#29
<u>Job***</u>				
Very	6	4	-2	
Somewhat	57	60	+3	
Total	63	64	+1	#34
<u>Household income</u>				
Very	3	4	+1	
Somewhat	48	54	+6	
Total	51	58	+7	#32

\*Based on the 24 countries in the 2008 Pew Global poll.  
 \*\* Based on the 47 countries in the 2007 Pew Global poll.  
 \*\*\*Based on respondents who are employed.

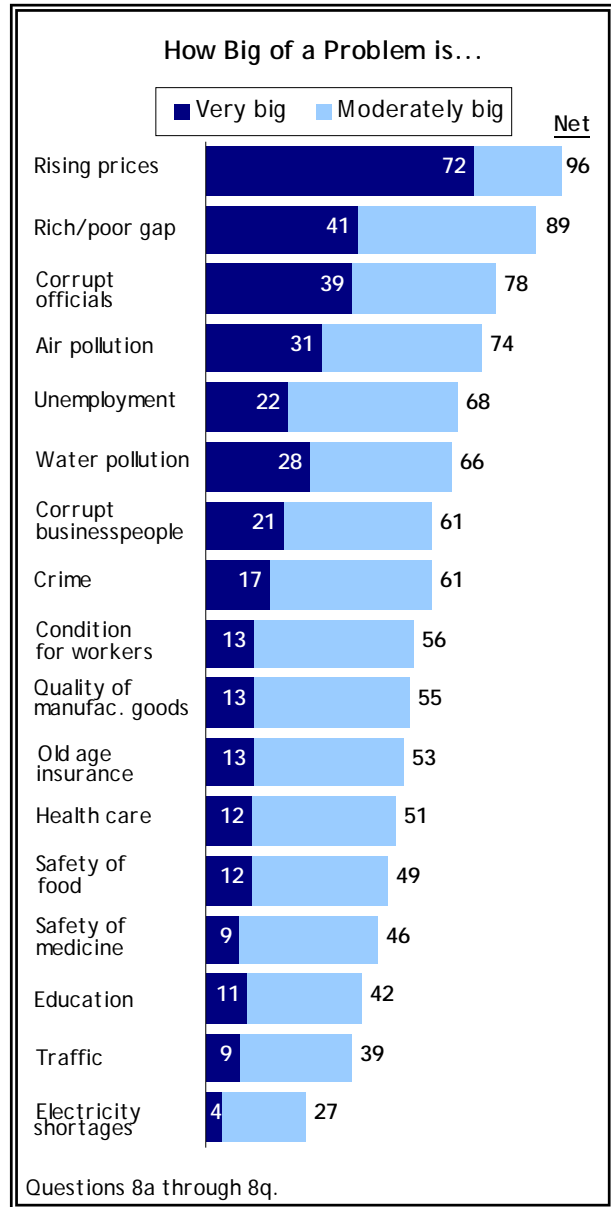
Questions 2 through 4. For full question wording and results, see the topline questionnaire in the back of this report.

about where one would predict based on the country's wealth.<sup>1</sup> The current poll takes a deeper look into how the Chinese people evaluate their lives and specific conditions in their country, providing further insight into the contrast between the average Chinese's satisfaction with the state of the country and its economy and relative dissatisfaction with elements of personal life.

The new data suggest the Chinese people may be struggling with the consequences of economic growth. Notably, concerns about inflation and environmental degradation are widespread. And while most Chinese embrace the free market, there is considerable concern about rising economic inequality in China today.

These are the latest findings from the 2008 Pew survey of China. Face-to-face interviews were conducted with 3,212 adults in China between March 28 and April 19, 2008, a period which followed the March 10 onset of civil unrest on Tibet and preceded the May 12 earthquake in China's Sichuan Province. The sample, which is disproportionately representative of China's urban areas, includes eight major cities, as well as medium-sized towns and rural areas in eight Chinese provinces. The area covered by the sample represents approximately 42% of the country's adult population.<sup>2</sup>

Almost universally, the Chinese respondents surveyed complain about rising prices – 96% describe rising prices as a big problem for the country, and 72% say they are a *very big* problem. And nearly half (48%) of those polled say health care is difficult for their family to afford.



<sup>1</sup> For more on the 2007 findings, see "A Rising Tide Lifts Mood in the Developing World," *Pew Global Attitudes Project*, July 24, 2007.

<sup>2</sup> For more details, see the Survey Methods section of this report.

But the Chinese are almost as concerned about equity in China as they are about inflation. About nine-in-ten (89%) identify the gap between rich and poor as a major problem and 41% cite it as a very big problem. Worries about inequality are common among rich and poor, old and young, and men and women, as well as the college-educated and those with less education. In that regard, despite economic growth, concerns about unemployment and conditions for workers are extensive, with 68% and 56% reporting these as big problems, respectively.

Complaints about corruption are also widely prevalent, with 78% citing corruption among officials and 61% citing corruption among business leaders. Six-in-ten also rate crime as a big problem. Concerns about both corruption and crime are widespread among all segments of China’s population.

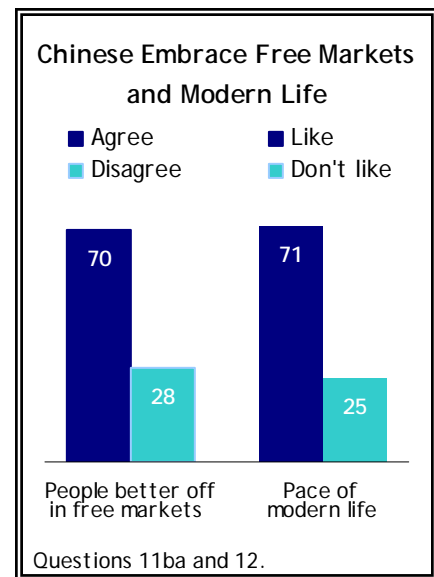
While corruption is seen as a problem, most Chinese (65%) believe the government is doing a good job on issues that are most important to them. However, poorer Chinese and residents of the western and central provinces covered in the survey give the government somewhat lower grades than do citizens in eastern China.

Environmental issues also emerge as a top problem and a top priority. Roughly three-in-four (74%) cite air pollution as a big problem and 66% so named water pollution. In response, as many as 80% of Chinese think protecting the environment should be made a priority, even if this results in slower growth and a potential loss of jobs.

### Free Markets and Modernity Embraced

Broad public recognition of China’s growing pains notwithstanding, the polling found broad acceptance of China’s transformation from a socialist to a capitalist society. Seven-in-ten say people are better off in a free market economy, even though this means some may be rich while others are poor. This sentiment is true across demographic groups, and even those in the low-income category believe in the benefits of the free market system.

The social changes in Chinese society that have accompanied the transformation and growth of the economy get a somewhat mixed review. On the one hand, about seven-in-ten (71%) say they like the pace of modern life. But on the other, many worry about vanishing traditions – 59% believe their traditional way of life is getting lost, while just 37% say these traditions remain strong.

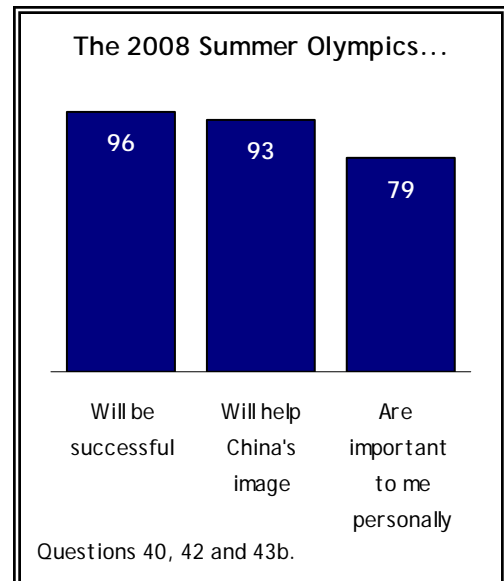
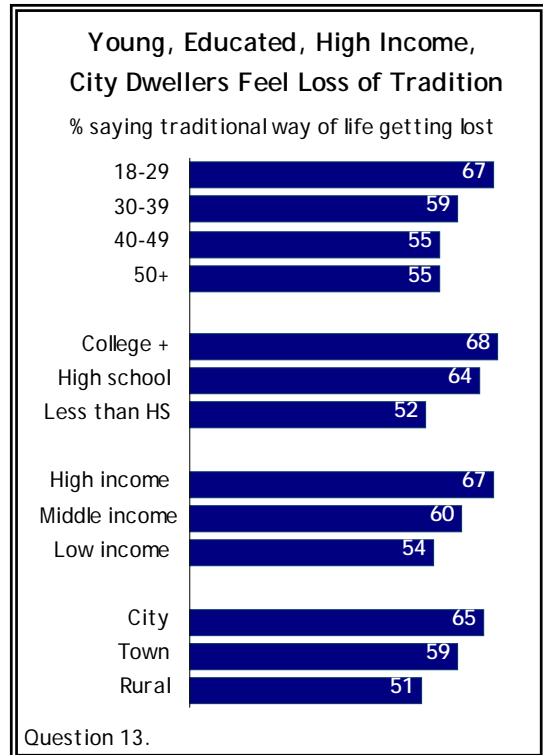


The belief that traditional ways are being lost is less prevalent among rural residents, older people, and lower socioeconomic groups. Instead, those who tend to be on the cutting edge of China's rapidly modernizing society – the college educated (68%), 18-29 year-olds (67%), high income earners (67%), and city dwellers (65%) – are the most likely to see traditional ways disappearing.

On many of the most important issues facing China, discontent is associated with how people feel about free markets. Those among the 28%-minority who oppose the free market system are more likely than others to voice concerns about economic problems such as unemployment and conditions for workers. They are also more worried than others about education and health care. Moreover, free market opponents have more lukewarm views about the Chinese government – only 53% believe the government is doing a good job on the issues that matter most to them personally, compared with 71% of those who support the free market.

### Olympic Optimism

The Chinese are as upbeat about the Olympics as they are about their national economy. Fully 96% believe China's hosting of the games will be a success, and 56% say it will be *very* successful. While this survey was in the field, the Olympic torch relay was being hounded by demonstrations in Britain, France, the United States, Argentina and elsewhere, and these protests received considerable coverage in the Western media. However in China, press coverage of the relay might have been more positive, because despite the negative international publicity generated by these events, nearly all of those surveyed think the games will improve China's global profile – a remarkably high 93% say the Olympics will help the country's image around the world.



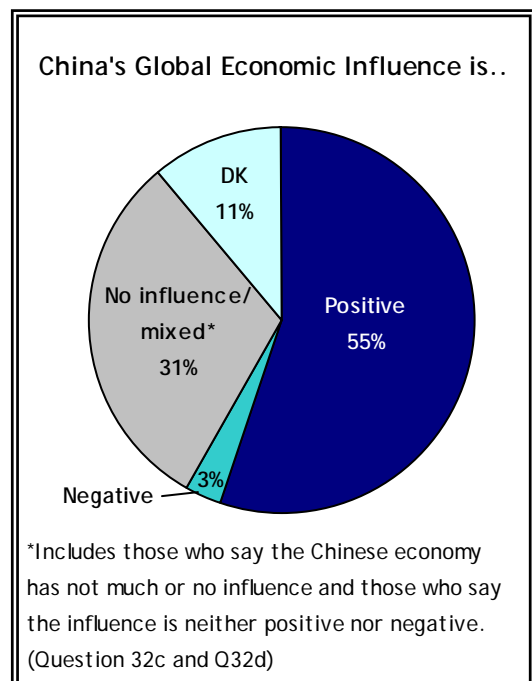
Most Chinese not only see the Olympics as important for their country, they also feel a personal connection to the games. Roughly eight-in-ten (79%) say the Olympics are important to them personally, and 90% feel this way in the host city, Beijing.

The Chinese public is also confident that their country's athletes will shine – 75% say the Chinese team will win the most medals, while only 15% believe the U.S., which brought home the most medals from the 2004 Summer Olympics, will win the medal count. Despite all the excitement, however, there are some signs of Olympic fatigue – 34% say too much attention is being paid to the games, up from 25% in 2006. This view is especially common in Beijing, where nearly half (46%) believe the Olympics are receiving more attention than they should.

### Uneasy Foreign Relations

The Chinese public expresses a great deal of confidence about their nation's place on the world stage. In particular, most Chinese also recognize the growing impact their economy has on others around the world, and they believe it is a positive impact. Only 3% of Chinese think their economy is hurting other countries. This is very different from how Americans currently view the effects of their nation's economy – 61% say the U.S. is having a negative impact on other countries.

Overwhelmingly, the Chinese think their country is popular abroad – roughly three-in-four (77%) believe people in other countries generally have favorable opinions of China. However, the polling highlights significant tensions between China and other rival powers. Views toward Japan are especially negative – 69% have an unfavorable opinion of Japan, and a significant number of Chinese (38%) consider Japan an enemy. Opinions of the United States also tend to be negative, and 34% describe the U.S. as an enemy, while just 13% say it is a partner of China. Views about India are mixed at best – 25% say India is a partner, while a similar number (24%) describe it as an enemy.



### Additional Findings

- China's "one-child policy" is overwhelmingly accepted. Roughly three-in-four (76%) approve of the policy, which restricts most couples to a single child.

- Few Chinese have heard much about product recalls in their country – only 1% have heard a lot, while 15% have heard a little about this issue.
- There is no consensus about what countries one can emigrate to in order to lead a good life, although Australia (22%), Canada (17%) and the United States (15%) are the top choices.
- Most Chinese (77%) agree that “children need to learn English to succeed in the world today,” but this is down substantially from 2002, when 92% agreed with this view.
- More than one-in-three Chinese report using the internet (38%) and owning a computer (36%), and one-in-four send email at least occasionally. The use of information technology is more common among the young, educated, wealthy and urban.
- Television continues to be the primary source for national and international news for most Chinese (96% say it is one of their top two sources). Newspapers are a distant second (56%), and as in much of the world, readership is on the decline.
- A small but growing number of Chinese are going online for news (13% name it as one of their top two sources), especially people with a college education and those under age 30.

## About the Pew Global Attitudes Project

The *Pew Global Attitudes Project* conducts worldwide public opinion surveys on a broad array of subjects, including people’s assessments of their own lives and their political, social and economic attitudes. It is a project of the Pew Research Center, a nonpartisan “fact tank” in Washington, DC, that provides information on the issues, attitudes, and trends shaping America and the world. The *Pew Global Attitudes Project* is directed by Andrew Kohut, president of Pew Research Center. The project is principally funded by The Pew Charitable Trusts.

Since its inception in 2001, the *Pew Global Attitudes Project* has released 22 major reports, as well as numerous commentaries and other releases, on topics including attitudes toward the U.S. and American foreign policy, globalization, terrorism, and democratization.

Findings from the project are also analyzed in *America Against the World: How We Are Different and Why We Are Disliked* by Andrew Kohut and Bruce Stokes, international economics columnist at the *National Journal*. A paperback edition of the book was released in May 2007.

*Pew Global Attitudes Project* team members include Bruce Stokes; Mary McIntosh, president of Princeton Survey Research Associates International; and Wendy Sherman, principal at The Albright Group LLC. Contributors to the report and to the *Pew Global Attitudes Project* include Richard Wike, Erin Carriere-Kretschmer, Kathleen Holzwart, Juliana Menasce Horowitz, Jodie T. Allen, Elizabeth Mueller Gross, Carroll Doherty, Michael Dimock, and others of the Pew Research Center. The *International Herald Tribune* is the project’s international newspaper partner. For this survey, the *Pew Global Attitudes Project* team consulted with survey and policy experts, regional and academic experts, journalists, and policymakers. Their expertise provided tremendous guidance in shaping the survey.

The *Pew Global Attitudes Project’s* co-chairs are on leave through 2008. The project is co-chaired by former U.S. Secretary of State Madeleine K. Albright, currently principal, the Albright Group LLC, and by former Senator John C. Danforth, currently partner, Bryan Cave LLP.

Following each release, the project also produces a series of in-depth analyses on specific topics covered in the survey, which will be found at [www.pewglobal.org](http://www.pewglobal.org). The data are also made available on our website within two years of publication.

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Pew Global Attitudes Project Public Opinion Surveys		
<u>Survey</u>	<u>Sample</u>	<u>Interviews</u>
Summer 2002	44 Nations	38,263
November 2002	6 Nations	6,056
March 2003	9 Nations	5,520
May 2003	21 Publics*	15,948
March 2004	9 Nations	7,765
May 2005	17 Nations	17,766
Spring 2006	15 Nations	16,710
Spring 2007	47 Publics*	45,239
Spring 2008	24 Nations	24,717

\* Includes the Palestinian territories.

## Roadmap to the Report

*The first chapter examines how the Chinese people rate various aspects of their own lives. The next chapter looks at current national conditions and key problems in China, as well as assessments of how well the government is dealing with major issues. The third chapter explores views on international affairs, including China's role in the world and Chinese attitudes toward rival powers. Chapter 4 deals with opinions about the upcoming Summer Olympic Games in Beijing. Chapter 5 explores questions concerning values and modern life, including views toward the free market, environmental protection, the pace of modern life, and the loss of traditions. Chapter 6 examines the use of information technology in China. Finally, Chapter 7 looks at where the Chinese people turn for national and international news. A summary of the China survey's methodology, followed by complete topline results, can be found at the end of the report.*

# 1. Chinese Views of Their Lives

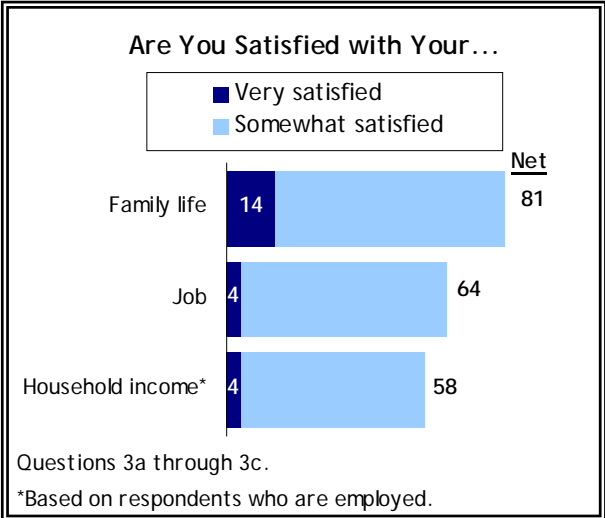
While large majorities in China are content with their country’s direction and economy, satisfaction with certain personal issues – job and household income – is more modest. Indeed, while most are satisfied with their family life, job and household income, by global standards, levels of personal satisfaction in China are not especially high. In addition, where satisfaction with national conditions has grown substantially in the last several years, personal levels of satisfaction have not.

Despite pervasive concerns about rising prices, real inflationary pressures have not yet affected the ability of most people to afford the daily necessities of food and energy. However, roughly half report struggling to afford health care, and many have difficulty saving for retirement and paying for education.

## Satisfaction with Family Life, Job, Income

Roughly eight-in-ten Chinese (81%) are satisfied with their family lives and 14% are *very* satisfied.

Satisfaction with one’s job (64%) and household income (58%) is more limited and far more so than satisfaction with the country’s direction (86%) and national economy (82%). Few are *very* satisfied with either their job (4%) or household income (4%).



When compared with the personal satisfaction levels of other publics, Chinese satisfaction with family life, job and income appear moderate-to-low. On the 2007 Pew survey, out of 47 countries China ranked 29<sup>th</sup> in terms of satisfaction with family life, 33<sup>rd</sup> on household income, and 35<sup>th</sup> on happiness with one’s job.

Trends in these areas of personal satisfaction vary. General happiness with one's family life has remained basically steady over the last several years. After dropping from just over six-in-ten (63%) in 2002 to 52% in 2007, job satisfaction recovered in 2008; nearly two-thirds (64%) of Chinese currently report being satisfied with their jobs.

	Are You Satisfied with Your...		
	% very or somewhat satisfied		
	<u>Family life</u>	<u>Job*</u>	<u>Household income</u>
	%	%	%
Spring, 2008	81	64	58
Spring, 2007	79	52	46
Summer, 2002	82	63	51

\*Based on those who are employed.  
Questions 3a through 3c.

Satisfaction with household income has followed a similar path, declining from 2002 (51%) to 2007 (46%) and then recovering to a healthy majority in 2008 (58%).

By contrast, Chinese satisfaction with their country's direction and national economy has increased dramatically since 2002. While about half were satisfied with China's direction (48%) and economy (52%) in 2002, more than eight-in-ten were in 2008 (86% country direction, 82% national economy).

### Income and Education Matter in China

In China, as in many places, education and income are linked to how people view their lives. Typically, the more educated the individual, the more likely he or she is to be happy. For example, nine-in-ten (91%) among the college educated are satisfied with their family life, while 84% of those with a high school education and 77% of those with less than a high school education feel the same way.

Largely the same pattern holds for job and income satisfaction. Three-quarters of the well-educated are happy with their jobs (76% with college degree), while roughly six-in-ten of those with a high school (64%) or less than high school (60%) education hold the same view. Two-thirds (66%) of those with a college education are satisfied with their household income, compared with 56% of those with a high school education and 57% of those with less education.

A similar positive relationship is seen between income level and satisfaction with family life, jobs and household income. The more income people earn, the more likely they are to be happy with these aspects of their life. For instance, 93% of those in the highest income bracket are happy with their family life compared with 86% of those in the middle-income group and 71% among those in the lowest group.<sup>3</sup>

The pattern holds true for job satisfaction. Eight-in-ten among those with high incomes are pleased with their jobs compared with two-thirds (68%) of those in the middle-income group and only half (52%) among those in the lowest income category. And unsurprisingly, the same holds true for satisfaction with income itself – those in the highest bracket (75%) are more likely to be satisfied with their household income than those in the middle (63%) or lowest (46%) groups.

Wealth, Education Related to Satisfaction			
	% very or somewhat satisfied		
	Family life	Job*	Household income
	%	%	%
Total	81	65	58
Men	80	63	56
Women	82	66	61
18-29	86	67	65
30-39	82	62	54
40-49	79	63	55
50+	80	67	61
College or above	91	76	66
High school	84	64	56
Less than HS	77	60	57
High income	93	80	75
Middle income	86	68	63
Low income	71	52	46
City	84	69	58
Town	77	60	54
Rural	81	62	63
East	87	71	68
Central	85	62	59
West	70	58	45

\*Based on those who are employed.  
Questions 3a through 3c.

Gender plays a modest role on these issues. Women (61%) are slightly more satisfied with their household income than men (56%), but are about equally likely to be satisfied with their family life and job.

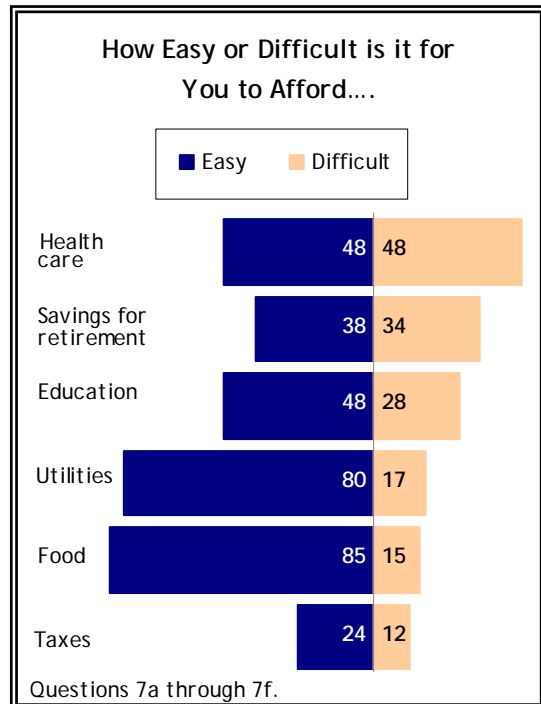
Similarly, the relationship between age and life satisfaction is limited. The young tend to be happier with their family life, though not by much – 86% of young people 18-29 are pleased with their family life, while only slightly fewer feel the same way among those ages 30-49 (82%), 40-49 (79%) or 50 or older (80%). When it comes to household income, the youngest (65%) and the oldest (61%) are the most likely to be happy.

<sup>3</sup> For income, respondents are grouped into the three categories of low, middle and high. Low-income respondents are those with a reported annual household income of 15,000 yuan or less, middle-income respondents fall between the range of 15,001 and 50,000 yuan annually, and those in the high-income category earn 50,001 yuan or more annually.

## Affordability of Health Care, Savings a Problem

While most Chinese are satisfied with their family lives, jobs, and income, many nonetheless report struggling to afford some basic necessities. About half of those surveyed (48%) say they find it hard to afford health care and about a third (34%) say it is difficult to save for retirement. Roughly three-in-ten (28%) find paying for education difficult.

Relatively few, however, consider paying for utilities, such as water, electricity, gas and heating difficult (17%). And just 15% report difficulty affording food. Only 12% find paying taxes hard, although a solid majority (61%) say paying taxes is not applicable to them. Roughly one-quarter also report that saving for retirement (25%) and paying for education (24%) do not apply to them.



Not surprisingly, income plays a role in whether people consider these various goods and services affordable – the less money people earn, the more likely they are to feel they cannot afford various necessities.

A majority (54%) of low-income respondents find health care difficult to afford and they are also significantly more likely than wealthier Chinese to report struggling to buy food (23%) and pay their energy bills (20%).

The same is largely true of those with more limited formal educations. Roughly half of those with a high school education (48%) or less (51%) report difficulty bearing the costs of health care while fewer do so (38%) among the college educated. Also, those with high school educations or less are somewhat more likely than the college educated to say they have troubles paying their food and utility bills.

People who live in major cities are especially likely to say paying for health care (56%) and saving for retirement (43%) are hard, but they are less likely than those in towns (17%) and rural areas (18%) to consider paying for food difficult (10% among city residents). Residents of Western China are more likely than those from Eastern or Central China to have a difficult time affording health care, education, utilities and food.

Young people ages 18-29 are slightly less likely to report difficulty paying for health care (41%) and saving for retirement (30%). Educational costs are of more concern to 40-49 year-olds (37%) than to others.

Not surprisingly, parents with children under age 18 are also especially likely to cite problems paying for education – 32% say they find educational expenses difficult to afford compared with 23% of those with no children under 18.

	Some Struggle to Afford Necessities					
	<i>% very or somewhat difficult to afford</i>					
	Health care	Savings for retirement	Education	Utilities	Food	Taxes
	%	%	%	%	%	%
Total	48	34	28	17	15	12
Men	48	34	28	17	15	12
Women	48	34	27	17	14	12
18-29	41	30	20	14	10	12
30-39	48	38	30	17	15	15
40-49	51	34	37	18	17	12
50+	50	34	22	17	15	9
College or above	38	28	20	13	6	13
High school	48	38	29	17	11	13
Less than HS	51	34	29	18	19	11
High income	39	32	22	13	6	16
Middle income	47	36	28	14	9	13
Low income	54	35	30	20	23	9
City	56	43	29	18	10	14
Town	41	33	28	18	17	16
Rural	44	25	25	15	18	6
East	46	37	24	14	10	12
Central	40	28	24	14	12	11
West	60	37	36	24	23	13

Questions 7a through 7f.

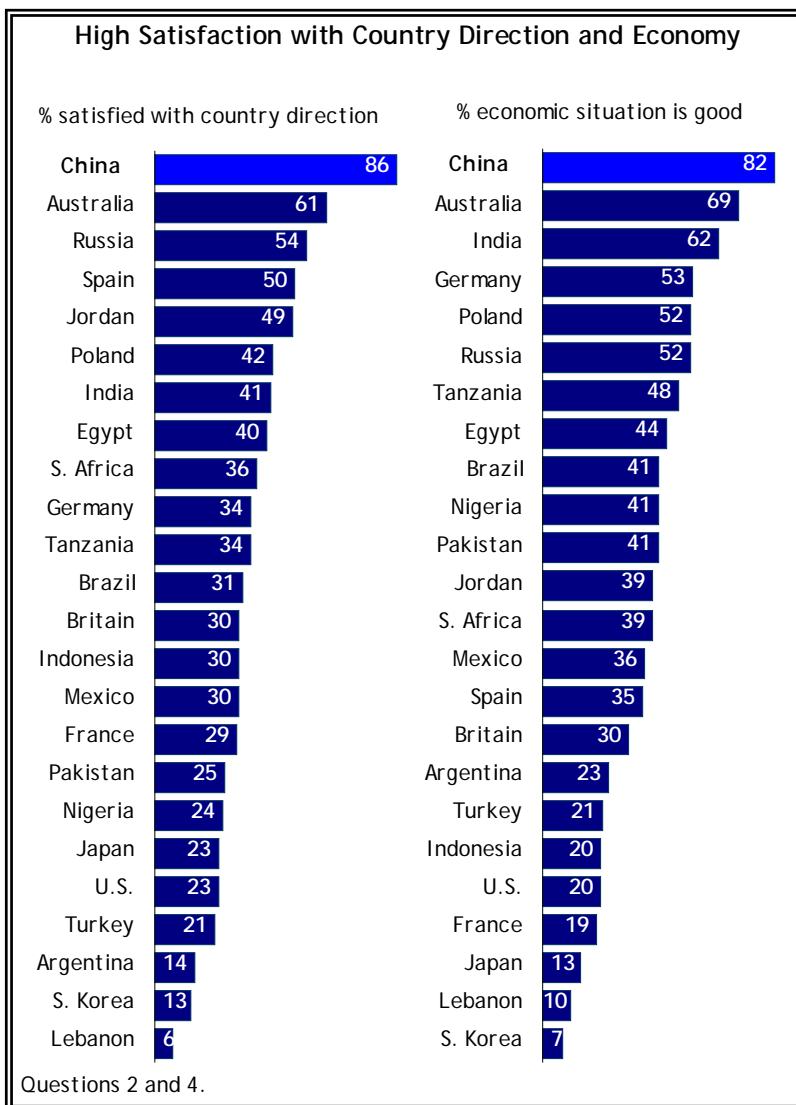
## 2. NATIONAL ISSUES

The vast majority of Chinese say that their country is on the right path – more than eight-in-ten say things in China are going well and that the economy is strong. Nonetheless, the country is not immune from economic fears – even in China, with its growing economy and high levels of national confidence, economic issues are foremost on people’s minds. Almost everyone worries about rising prices and a growing gap between rich and poor, and many are concerned about unemployment as well. Corruption and environmental problems also are high on the list of national problems. In general, the government receives positive reviews for the way it handles these issues, although poorer Chinese are a little less likely than those with higher incomes to say the government is doing a good job.

### Satisfaction With China’s Direction

Overall, the Chinese public is content with the direction of the country. In fact, among the 24 nations included on the 2008 Pew survey, the Chinese express the greatest level of satisfaction with the way things are going in the country – 86% are satisfied, 25 percentage points higher than the next highest country, Australia.

The Chinese also are the most satisfied with their country’s current economic situation – 82% say the economy is good. Again, Australia comes in a distant second at 69%.



Both of these measures register substantial improvement since 2002, when 48% of Chinese were satisfied with the country's direction and 52% were satisfied with the economy. Assessments of the Chinese economy have remained steady since last year, a period in which economic views in much of the world have turned increasingly grim. (For full results on these questions from Pew's 24-country 2008 poll, see "Global Economic Gloom – China and India Notable Exceptions," released June 12, 2008.)

Satisfaction with...	2002	2005	2006	2007	2008
	%	%	%	%	%
Way things going in country	48	72	81	83	86
Current economic situation	52	--	--	82	82

Questions 2 and 4.

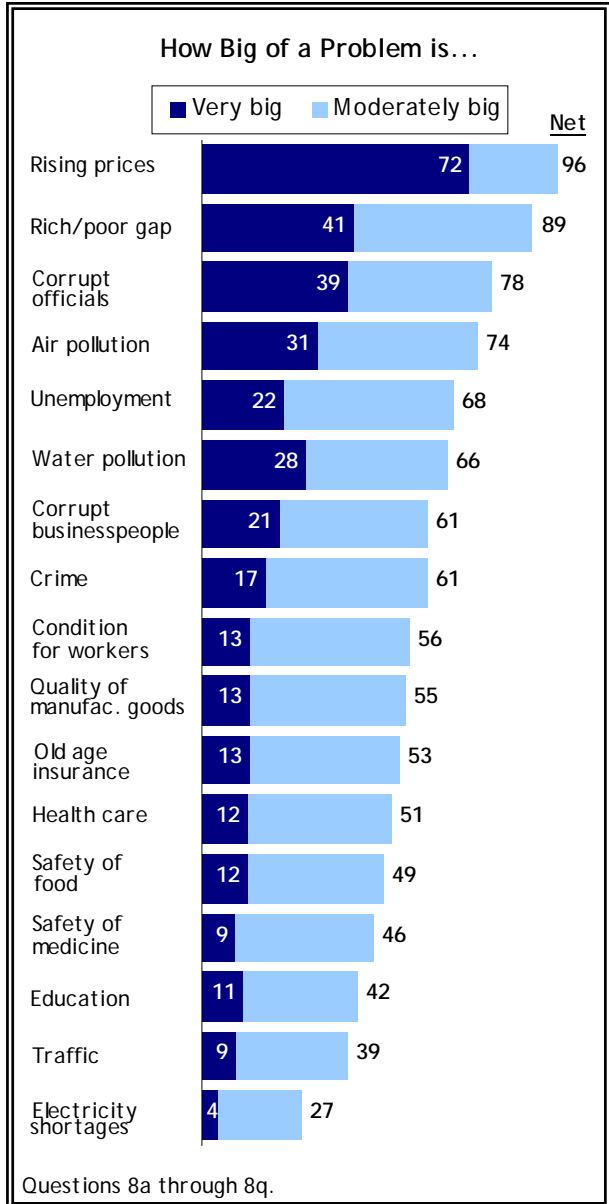
### Still, Many Worry About the Economy

Despite the overall contentment with the nation's direction, the Chinese public sees a variety of problems threatening the country. And despite China's remarkable economic growth over the last several years, economic problems top the list of concerns.

Worries about inflation are especially common. With near unanimity, Chinese consider rising prices as a big problem for the country (72% say it is a *very big* problem).

The second most important issue also involves economics: almost nine-in-ten (89%) consider the gap between rich and poor a big problem, and 41% describe it as a *very big* problem.

Meanwhile, unemployment ranks fifth out of the 17 issues tested on the survey – 68% say it is a big problem.



Economic worries are common among Chinese at all income levels. For instance, even among those with high incomes, 65% say rising prices are a *very big* problem for the country.

Still, concerns about inflation, the gap between rich and poor, and unemployment are slightly less intense among the wealthiest in Chinese society.

Concerns about both the gap between rich and poor and inflation are especially prevalent in medium-sized towns (76% worry about inflation; 53% worry about the rich/poor gap). Those who live in towns (25%), as well as those in cities (25%), are more worried about unemployment than those in rural areas (15%).

Rising prices are a particularly important concern in the western portions of China included in the survey (78% call inflation a very big problem) and concern about unemployment is higher in both the central and western areas (25% and 27% respectively) than in the eastern region where only 16% see joblessness as a major concern.

People age 30 to 39 are more likely than those in other age groups to worry about economic issues – 76% call rising prices a very big problem, 47% say this about the gap between rich and poor, and 26% are very concerned about unemployment. Only very minor differences are recorded between men and women, or among educational groups, on these economic problems.

### Concerns About Corruption, the Environment

Corruption – in both political and business circles – ranks high on the list of concerns. Nearly eight-in-ten Chinese (78%) believe corrupt officials are a big problem in their country, and 39% say they are a very big problem. About six-in-ten (61%) name corrupt businesspeople as a major problem and 21% consider them a very big problem. Worries about corruption are common across all segments of Chinese society.

Environmental problems also are a major concern of the Chinese public. About three-in-four Chinese say air pollution is a big problem, and 31% say it is a very big problem. Water pollution is identified as a big problem by 66% and a very big problem by 28%.

Highly educated respondents and residents in the central part of China are especially worried about air and water pollution. Among those with a college education or more, 79% call

	% very big problem		
	Rising prices	Rich/poor gap	Unemploy.
	%	%	%
Total	72	41	22
Men	72	43	22
Women	72	40	22
18-29	68	40	22
30-39	76	47	26
40-49	69	40	20
50+	73	39	20
College or above	72	43	22
High school	71	42	22
Less than HS	73	41	22
High income	65	36	18
Middle income	73	45	23
Low income	75	41	23
City	70	37	25
Town	76	53	25
Rural	71	37	15
East	69	43	16
Central	69	44	25
West	78	37	27

Questions 8a, 8e and 8h.

air pollution a big problem, while 74% say this about water pollution. In the central region, 84% rate air pollution and 73% rate water pollution a major problem.

### Other Problems

About six-in-ten Chinese think crime is a big problem in the country and 17% rate it a very big problem. Concern about crime is down considerably, however, from 2002, when 89% said it was a big problem and 40% rated it very big.

Majorities also see working conditions, the quality of manufactured goods, old age insurance, and health care as big problems. More than 40% are concerned about the safety of food, the safety of medicine, and education.

Slightly fewer than four-in-ten (39%) name traffic as a major problem. Traffic woes are more commonly cited among city dwellers (44%) and those with a college education (48%). These same two groups also are more concerned than others about electricity shortages (30% of city residents and those with a college education say they are a big problem), although overall, electricity shortages are seen as a problem by relatively few Chinese – just 27% say they are a big problem, and only 4% say they are a very big problem.

### Positive Reviews for Government’s Handling of Issues

Most of those surveyed say the government is doing a good job on the issues that are most important to them personally – 65% say the government is doing either a very (2%) or somewhat (63%) good job, while only 28% believe it is doing a somewhat (24%) or very (4%) bad job.

Satisfaction with the government’s performance is somewhat lower, however, among lower-income Chinese – while 59% give the government a good rating on the issues they care most about, about one-in-three (34%) says it is doing a bad job. About seven-in-ten among high-income (72%) and middle-income (71%) respondents give the government a positive review.

Ratings also vary by region, with those in eastern China (75%) giving the government more favorable marks than those in the central (60%) or western (58%) regions covered by the survey. Residents of medium-sized towns (62%) are slightly less likely to approve of the government’s

	Good %	Bad %	DK %
Total	65	28	6
Men	65	30	6
Women	67	26	7
18-29	66	28	7
30-39	64	31	5
40-49	66	27	7
50+	68	26	6
College or above	69	26	5
High school	65	29	6
Less than HS	65	28	7
High income	72	23	5
Middle income	71	23	6
Low income	59	34	7
City	68	28	4
Town	62	31	7
Rural	67	26	8
East	75	19	6
Central	60	33	7
West	59	35	6

Question text: “How would you rate the job the government is doing on the issues that are most important to you personally?” (Q9)

performance than those in cities (68%) or rural areas (67%). Views of the government are relatively uniform across gender, age and educational categories.

### Strong Support for One-Child Policy

Since 1979, China has had a “one-child policy,” which generally restricts couples to a single child, although there are exceptions. For instance, ethnic minorities are allowed more than one child, as are residents of rural areas. Some cities allow families in which both parents are only children to have additional children. And some couples simply ignore the law and pay a fine for having two or more children.

This poll shows that the one-child policy is largely popular with the Chinese public – three-in-four (76%) approve of the policy, while only 21% disapprove. Approval is particularly high among those with higher incomes (85%) and those who live in cities (84%). Individuals who have two or more children under the age of 18 living at home are less likely to support the policy, although even in this group, 63% approve of it.

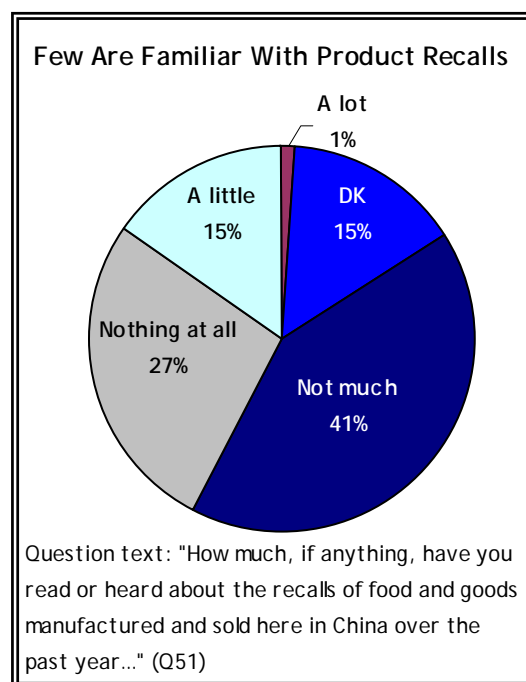
	Approve %	Dis-approve %	DK %
Total	76	21	4
Men	76	20	4
Women	75	21	4
18-29	77	17	6
30-39	72	24	4
40-49	79	19	2
50+	75	22	3
College or above	79	17	4
High school	79	17	4
Less than HS	73	24	3
High income	85	13	2
Middle income	77	20	3
Low income	71	25	4
City	84	13	3
Town	73	22	4
Rural	68	28	4
East	77	20	3
Central	78	18	4
West	71	24	5
No children	78	18	4
1 child	78	18	4
2 or more	63	34	3

Question text: “Do you approve or disapprove of the one-child policy?” (Q68)

### Little Awareness of Recalls

Within China there have been several high-profile recalls of Chinese-made products over the last year. However, relatively few among the Chinese public are aware of these domestic recalls. Only 1% have heard a lot about this issue, while another 15% say they have heard a little. About four-in-ten (41%) say they have not heard much and 27% report hearing nothing at all.

In contrast, in many other nations, large majorities are familiar with recent recalls of Chinese products in their countries. Indeed, 96% of Japanese, 88% of South Koreans, 81% of Americans, and 72% of Germans have heard about this issue.



### 3. CHINA AND THE WORLD

The Chinese generally have a positive view of their country’s role in world affairs. They see their country as well-liked abroad and believe China considers the interests of others in making decisions about foreign policy. They also see their country on the rise – most think China will ultimately supplant the United States as the world’s leading superpower.

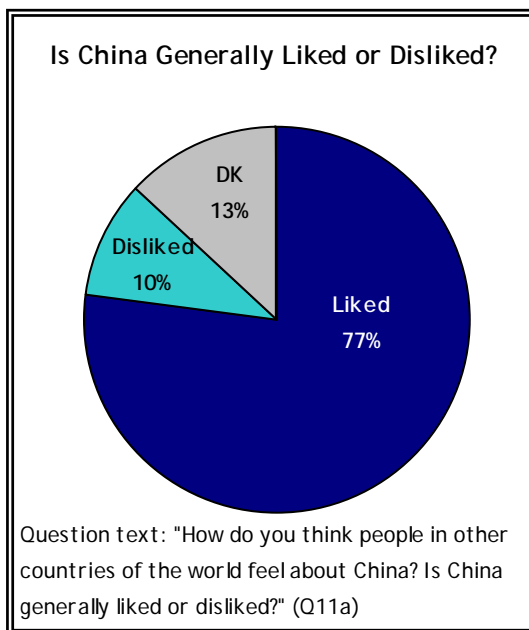
Chinese views toward some of their country’s key international competitors are largely negative. In particular, positive ratings for Japan are scarce, and the U.S. and India also receive largely negative reviews. Relatively few Chinese name the U.S., India, or Japan as a partner of their country, and many consider them enemies.

#### How the World Sees China and China Sees Itself

Overwhelmingly, the Chinese believe their country enjoys international popularity. Fully 77% of those surveyed say people in other countries generally like China – a significant increase from the 68% who expressed this view in Pew’s 2005 poll.

In fact, the current survey reveals mixed – and increasingly negative – international views of China. Majorities in only seven of 23 countries have a positive opinion of China, and in the 21 countries where trends from last year are available, China’s favorability rating has declined in nine, increased in only two, and remained basically the same in 10.

A similar gap is seen between China’s self-perception and the views of other publics regarding China’s approach to international affairs. Slightly more than eight-in-ten (83%) Chinese think their country takes into account the interests of other nations when making foreign policy decisions, but in the other countries surveyed, relatively few believe China considers their interests. Across the 23 other nations in the poll, the median percentage saying China considers the interests of countries like theirs in its foreign policy decision making is only 30%.



**China’s Self Image and Its Global Image**

	How China sees itself %	How world sees China* %
China considers other countries in foreign policy	83	30
China has/will replace U.S. as leading superpower	58	43
China is world’s leading economic power	21	18

\*23 country median percentage from 2008 Pew poll. Questions 17, 18, 44 and 45.

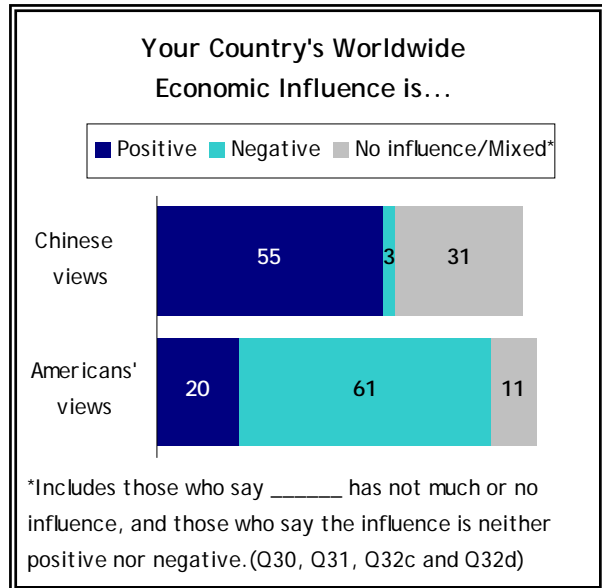
A somewhat smaller gap exists on the question of whether China will replace, or already has replaced, the United States as the world’s dominant superpower. Nearly six-in-ten Chinese (58%) think this has either already occurred or will in the future, compared with a median of 43% across the other 23 countries surveyed.

Chinese views mirror public opinion elsewhere on the question of which country is currently the world’s leading economic power. In China, as well as in nearly every other nation polled, the U.S. is considered the dominant economic power. Still, in many countries a sizeable minority name China. The percentage of Chinese who see their own country in the top spot is 21%, just slightly more than the 23-country median of 18%.

### China’s Economic Influence

Most Chinese believe their country’s rapidly expanding economy is having an impact around the globe, and they largely see this as a positive development, not only for China itself, but the rest of the world. A clear majority (55%) thinks China’s economy is having a positive effect on the economies of other countries, while just 3% think it is hurting other countries. This view is especially common among the well-educated – 64% of those with a college education think China’s growing economy is a benefit to the rest of the world.

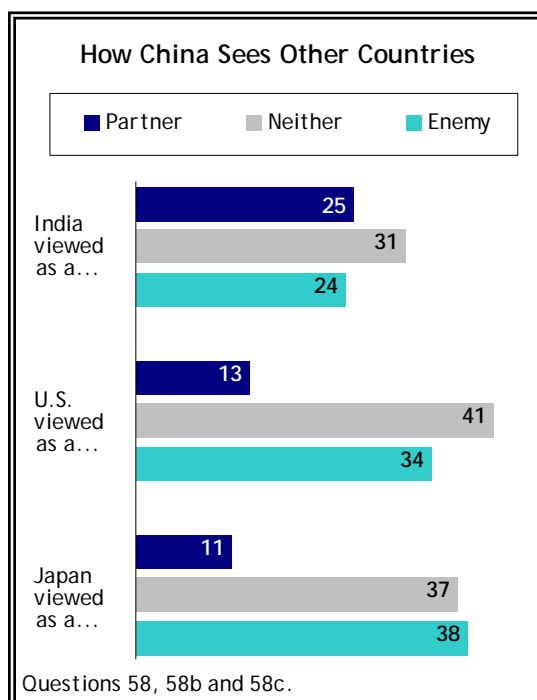
The way the Chinese people feel about the impact of their country’s economy contrasts sharply with the way Americans currently feel about theirs. About six-in-ten Americans (61%) think the U.S. economy is currently having a negative effect on the rest of the world, while just 20% say the impact is positive.



## Views of Japan, India, U.S.

The longstanding historical animosity between China and Japan is clearly reflected in this survey. Only 21% of Chinese have a favorable view of Japan, while 69% have an unfavorable opinion. Nearly four-in-ten (38%) Chinese consider Japan an enemy, while just 11% think it is a partner, and 37% say it is neither. Men (42%) are somewhat more likely than women (35%) to identify Japan as an enemy. The extent to which these views are tied to the past is illuminated by the fact that 76% of Chinese do not think Japan has apologized sufficiently for its military actions during the 1930s and 1940s.

Of course, China has had tensions with neighboring India in the past as well, including a brief border war in 1962. Chinese attitudes toward India are more positive than attitudes toward Japan – still, only 29% hold a favorable opinion of India, while 50% have a negative view. The Chinese public is split, however, over whether India is a partner (25%) or an enemy (24%).

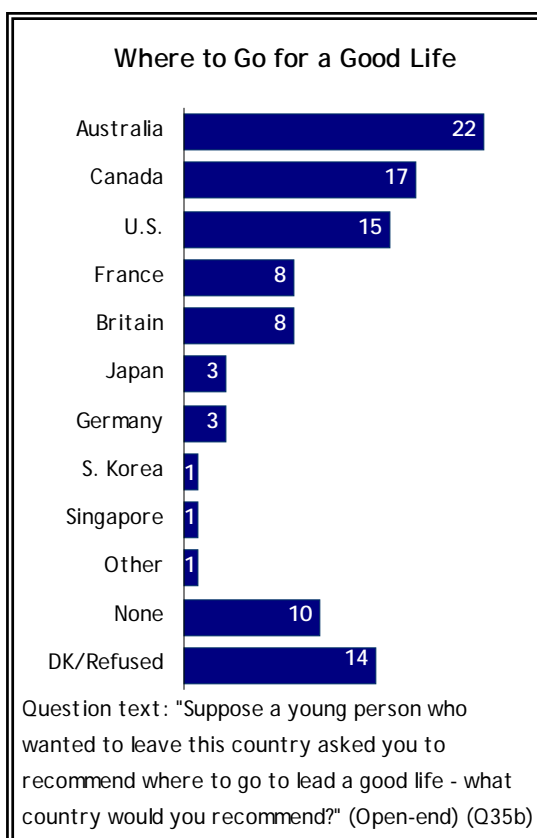


Favorable views of the United States are more common than positive views of Japan or India – 41% give the U.S. a favorable rating. However, only 13% see the U.S. as partner, while roughly a third (34%) consider the U.S. an enemy.

## Where Are Lands of Opportunity?

There is no consensus among Chinese about where outside of China one can go to lead a good life. When respondents were asked to recommend a country where a young person could move to lead a good life, the most frequently cited countries are Australia (22%), Canada (17%), and the United States (15%).

Several European countries make the list, including Britain (8%), France (8%) and Germany (3%). However, few recommend any of China's



Asian neighbors, such as Japan (3%), South Korea (1%) or Singapore (1%).

Attitudes toward the U.S. are tied to perceptions of the ideal destination for a young person. Respondents who have a favorable opinion of the U.S. are twice as likely to recommend the U.S. as are those with an unfavorable opinion (23% vs. 10%).

### **Fewer View Learning English as Necessary for Success**

English has often been viewed as the language for business and trade, but the Chinese have begun to place less value on learning English in order to succeed in the world. While a majority of Chinese agree that “children need to learn English to succeed in the world today,” this percentage has dropped from 92% in 2002 to 77% in 2008. Moreover, they are now much less likely to *completely* agree – today, only one-third (33%) completely agree that children need to learn English, compared with two-thirds (66%) who did so in 2002.

Wealthy Chinese are slightly more likely than low-income individuals (37% vs. 30%) to completely agree that children need to learn English, but among most demographic groups opinion on this issue is largely uniform. Indeed, men and women of all age groups are equally likely to agree on the need to learn English to succeed in today’s world. Moreover, education is not a factor in whether or not respondents agree on this issue, as opinion is equally strong across all educational levels.

## 4. THE OLYMPICS

Publics around the world show signs of apprehension about China's growing economic power, its role in foreign affairs and the safety of the products it exports, but the Chinese are confident that the 2008 Summer Olympics in Beijing will change the way their country is viewed. By nearly unanimous margins, Chinese respondents say their country will be a successful host and that the Olympic Games will help China's image around the world. *(For more results on opinions about China and other world powers, see "Global Economic Gloom – China and India Notable Exceptions," released June 12, 2008.)*

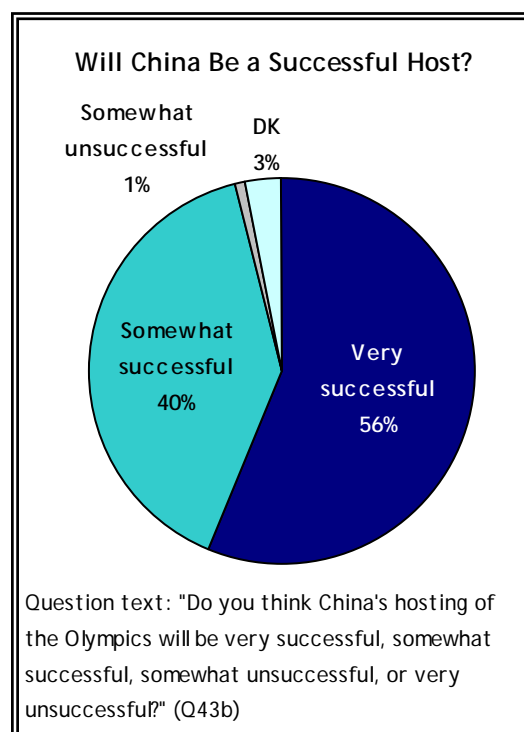
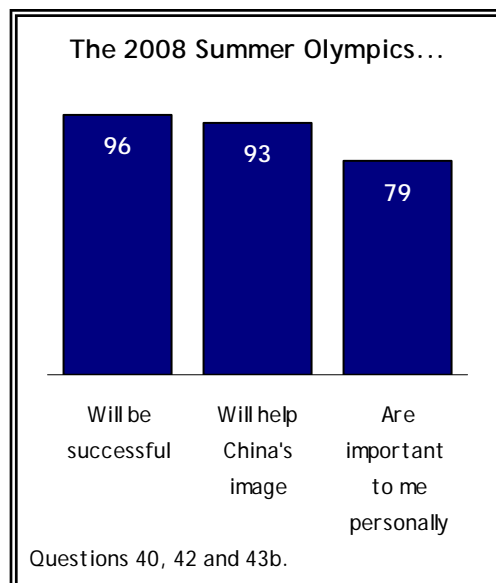
In addition to seeing the Beijing Olympics as good for their country, an overwhelming majority of Chinese across all demographic groups say the event is important to them personally. Those who live in the host city are especially likely to say that is the case.

There is also broad optimism about the performance of China's athletes among the Chinese public. Yet, despite the widespread excitement about the Olympics, some in China say their country is paying too much attention to the games, and the percentage who expresses that opinion has increased since Pew last asked the question in 2006.

### The Olympics and China's Image

The Chinese are enthusiastic about hosting the Summer Olympics. More than nine-in-ten say their country will be successful as a host (96%), including 56% who say it will be very successful. A similar share is convinced that the games, which will take place in August in Beijing, will help China's image around the world (93%), unchanged from two years ago.

The view that China will be a successful Olympics host and that the country's image will improve as a result is shared by men and women, the



young and the old, and the rich and the poor alike. Moreover, those who do not live in Beijing are just as likely as those who live in the host city to say that China will be a successful host (96% vs. 98%).

### Most See Olympics as Important

Positive feelings about the Summer Olympics extend beyond the belief that the event will be good for China. Nearly eight-in-ten Chinese (79%) say the Olympics will be important to them personally, while just 17% say it will not be important to them.

Solid majorities across all demographic groups say the Olympics impact them personally, but those in the host city are considerably more likely than those in other cities and provinces to express that view. Fully nine-in-ten in Beijing say the Olympics are important to them, compared with 79% in other parts of the country.

	Total %	Beijing %	Outside Beijing %
Important	79	90	79
Not important	17	10	18
Don't know	3	1	3

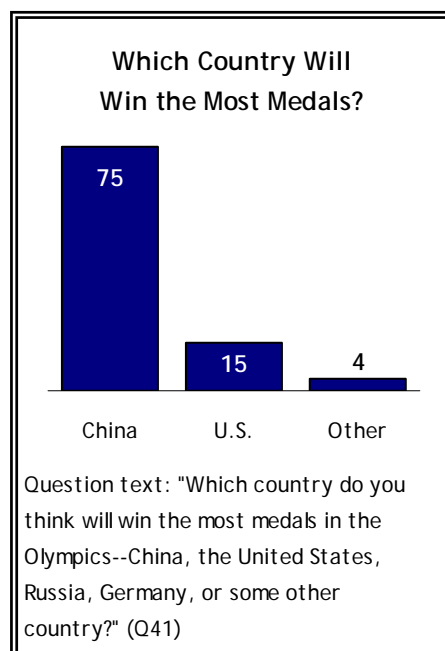
Question text: "How important are the Olympics to you personally—very important, somewhat important, not very important, or not at all important?" (Q40)

Opinions about whether the Olympics are important on a personal level also vary somewhat by age, income, and education. Fully 78% of Chinese respondents who are ages 50 or older say the Olympics are important to them, but an even higher percentage of those who are under 30 say that is the case (83%). Among those with low household incomes, three-quarters see the Olympics as important to them personally and 21% say it is not important. By contrast, 87% of Chinese respondents with high incomes say the event is important to them and just 12% say it is not.

### Optimism about Chinese Athletes

The Chinese have confidence that their country's athletes will perform well in August. Three-quarters say China, which finished third, behind the United States and Russia, at the 2004 Summer Olympics in Athens, will win the most medals. Only 15% think the U.S. will take home the most medals.

Women are somewhat more likely than men to say China will perform better than any other country. About eight-in-ten women (78%) say their country will win the most medals, compared with 72% of men. Those with less than a high school education, and those in the middle and



lower income groups, are also more optimistic about China's chances.

Beijing residents are the least confident that Chinese athletes will outperform their opponents. Fewer than six-in-ten (58%) say China will win the most medals and more than four-in-ten (42%) think the United States will. Outside of the host city, 76% name China and 14% name the U.S. as the country that will take home the most prizes.

### Attention to the Olympics

Overall, more Chinese respondents say people in China are paying the right amount of attention to the Olympics than say they are paying too much or too little attention. But the percentage saying they are paying too much attention has increased since 2006. More than one-in-three Chinese (34%) now say that people in China are paying too much attention to the Olympics; just one-in-four shared that view two years ago. About one-in-five (18%) say the Chinese are not paying enough attention to the Summer Games.

	<u>2006</u>	<u>2008</u>
	%	%
Too much	25	34
Not enough	21	18
Right amount	43	44
Don't know	11	5

Question text: "Overall, do you think we are paying too much attention to the Olympics, not enough attention, or just the right amount of attention?" (Q43)

The opinion that there is too much focus on the Olympics is more prevalent in the host city than in other parts of the country. Beijing residents are nearly evenly split – 46% say people are paying too much attention to the Olympics and 51% say they are paying the right amount of attention. Only 2% in Beijing say that not enough attention is being paid. Outside of Beijing, however, 33% say people are paying too much attention, 19% say they are paying too little attention, and 43% say they are paying the right amount of attention to the games.

## 5. Modern Life and Values

Most Chinese embrace a free market approach to economics. Seven-in-ten in this formerly socialist country feel people are better off in a free market economy, even though it may result in a gap between rich and poor. This faith in free markets cuts across demographic groups – women and men, more-and-less educated, rich and poor, young and old agree that the capitalist system is best.

Support for environmental protection is also widespread, and the Chinese are willing to sacrifice some economic growth for the sake of protecting the natural world. Eight-in-ten in China profess an interest in protecting the environment, even if doing so has a negative impact on jobs and growth. Just as with support for free markets, this support for protecting the environment is widespread and not constrained to a particular group.

Most in this rapidly changing society also say they like the pace of modern life. At the same time, however, many say that the country is losing its traditions. This sentiment is especially pronounced among the young, the well-educated, the wealthy and those residing in big cities.

Despite the emphasis on individualism often associated with capitalism and modernity, most Chinese continue to believe that success in life is determined largely by outside forces. Perhaps surprisingly, wealthier Chinese – the very people who are thriving in the new China – are especially likely to hold this view.

### Support for Free Markets

At this time of rapid growth and general satisfaction with the economy, along with the widespread concern about the gap between rich and poor noted above, seven-in-ten say people are generally better off in a free market economy, *even though some may be rich and others poor*. But only 16% of those surveyed *completely* agree.

Pro-capitalism sentiments are remarkably consistent across various demographic groups including gender, age, education and income. For instance, high-income (72%), middle-income (70%), and low-income (70%) respondents

	Support for Free Markets	
	<i>People are better off in free markets</i>	
	<u>Agree</u>	<u>Disagree</u>
	%	%
Total	70	28
Men	71	28
Women	70	27
18-29	70	27
30-39	70	28
40-49	71	27
50+	70	28
College or above	72	28
High school	70	29
Less than HS	70	26
High income	72	28
Middle income	70	29
Low income	70	27
City	68	32
Town	63	34
Rural	79	17
East	74	25
Central	73	23
West	62	36

Question text: "Most people are better off in a free market economy, even though some people are rich and some are poor." (Q11ba)

have essentially identical views on this question.

Views of the market do differ slightly according to where people live – residents of rural areas (79%) are especially likely to embrace free markets. On the other hand, those who live in the westernmost area covered by the survey (62%) are less likely than others to do so.

### Free Market Opponents Have the Most Concerns

While opponents and advocates of free markets resemble each other in demographic terms, they differ over concern about national issues. More opponents than supporters of free markets consider various economic issues a big problem. For instance, while nearly three-quarters (73%) of free market opponents consider unemployment a big problem, only two-thirds of supporters do so. Also, while nearly two-thirds (65%) of free market opponents consider worker conditions a big problem, roughly half (53%) do among supporters.

	Pro free markets	Anti-free markets
<i>% big problem</i>	%	%
Unemployment	67	73
Worker conditions	53	65
Health care	49	59
Safety of food	48	51
Safety of medicines	46	49
Education	38	49

Questions 8d, 8e, 8f, 8j, 8k, 8o.

The same pattern exists for health care and education. More opponents than supporters voice concerns about health care (59% vs. 49%), and education (49% vs. 38%). By contrast, both groups hold similar views on the safety of food and medicines.

### Prioritizing the Environment Even at Economic Cost

Free markets are important to the Chinese, but so, too, is the environment. Eight-in-ten Chinese agree that protecting the environment should be given priority, even if it leads to slower economic growth and some loss of jobs (17% disagree).

For many, protecting the environment is a strongly-held view. Nearly one-third (31%) *completely* agree with prioritizing the environment.

Just as with faith in free markets, the belief that the environment should be a priority varies little across various demographic groups including gender, age, education and income. For example, roughly equal percentages of people

	<i>Protecting environment should be a priority</i>	
	Agree	Disagree
	%	%
Total	80	17
Men	81	17
Women	79	17
18-29	79	18
30-39	80	17
40-49	81	17
50+	80	16
College or above	79	19
High school	79	19
Less than HS	81	15
High income	78	19
Middle income	79	19
Low income	81	15
City	77	22
Town	79	17
Rural	84	12
East	74	24
Central	84	11
West	84	14

Question text: "Protecting the environment should be given priority, even if it causes slower economic growth and some loss of jobs."

with a college (79%), high school (79%) or less than high school (81%) education favor protecting the environment even at the cost of economic growth.

Interest in protecting the environment, however, does vary by place of residence. Those in rural areas (84%) are particularly likely to express an interest in protecting the environment (city 77%, town 79%), while those in the eastern survey area (74%) are a little less likely than those in other areas (central 84%, west 84%) to do so.

### Liking the Modern Life

Most are happy with the pace of modern life in China. About seven-in-ten (71%) say they like the pace of modern life, while just one-quarter do not. Slightly more Chinese are happy with the pace of life today (71%) than were in 2002 (65%).

Satisfaction with the pace of modern life is greater among young people – 77% of those ages 18-29 are happy with it compared with 66% of those ages 50 years or older.

There are also differences among educational groups – nearly eight-in-ten (78%) Chinese with a college education or more are comfortable with the tempo of life, compared with roughly seven-in-ten of those with a high school education (68%) or less (70%).

People living in rural areas (74%) are slightly more likely than city-dwellers (69%) to be comfortable with the speed of 21<sup>st</sup> century life. The pace of modernity is also especially popular in eastern China (77% vs. 67% in central and western China).

	<i>Modern life</i>		<i>Traditional ways</i>	
	<u>Like</u> %	<u>Don't like</u> %	<u>Getting lost</u> %	<u>Remain strong</u> %
Total	71	25	59	37
Men	69	26	61	36
Women	73	23	57	39
18-29	77	21	67	28
30-39	73	23	59	36
40-49	69	26	55	41
50+	66	29	55	42
College or above	78	19	68	27
High school	68	28	64	34
Less than HS	70	24	52	43
High income	74	23	67	31
Middle income	73	22	60	36
Low income	68	28	54	42
City	69	26	65	34
Town	69	27	59	36
Rural	74	21	51	43
East	77	19	62	35
Central	67	28	57	37
West	67	28	55	42

Question 12 and 13.

## Traditional Way of Life is Getting Lost

Even though most Chinese approve of modern life, many also worry about fading traditions. Most Chinese (59%) think their traditional way of life is getting lost, and this view is especially common among young, well-educated, wealthy, and urban Chinese – groups that are particularly likely to be involved in the fast paced culture of modern China.

Two-thirds of those ages 18-29 are convinced that traditional ways of life are being lost, men in this age group (72%) are especially inclined to feel this sense of loss (compared with 62% of women ages 18-29).

When it comes to income, the more money a family has, the more likely they believe time-honored daily practices are getting lost. Two-thirds of high-income earners sense a loss of traditions, compared with six-in-ten in the middle-income group and 54% of those with low incomes.

A similar pattern exists where education is concerned. The college educated (68%) and those with high school educations (64%) are the most likely to feel that traditional approaches to life are getting lost, while people with less than a high school education (52%) are less likely to do so.

Proximity to urban areas also appears to encourage a sense of loss of customary practices; more than six-in-ten (65%) people living in a major city feel a loss of time-honored customs, while just over half do (51%) among those living in rural areas.

While a solid majority of Chinese are convinced that their traditional ways of doing things are getting lost, fewer feel this way now (59%) than in 2002 (68%).

Those who are happy with the pace of modern life are more likely to feel that traditional ways of doing things remain strong (40%) than people who are unhappy with the pace of change in China (33%).

Traditional Way of Life			
<i>Our traditional way of life is...</i>	<u>2002</u>	<u>2007</u>	<u>2008</u>
	%	%	%
Getting lost	68	60	59
Remains strong	27	35	37
DK/Refused	5	5	4

Question 13.

## Success Determined More By Outside Forces

When it comes to the issue of what determines success in life – outside forces or the individual – the Chinese people overwhelmingly believe it is determined by forces beyond an individual’s control. About six-in-ten Chinese (62%) agree, many *completely* (14%), with the notion that success in life is largely determined by outside forces. One-third disagree, while only 4% *completely* disagree. These figures have changed little since last year, when 65% agreed and 30% disagreed.

In the 2007 poll, China emerged as one of the least individualistic nations on the survey on this particular measure, ranking 40<sup>th</sup> out of 47 countries in terms of levels of disagreement with the idea that success is mostly beyond an individual’s control. The U.S. and Canada tied for the top spot – in both countries, 64% disagreed.

Chinese who believe individuals rather than outside forces determine success, are somewhat more likely to be relatively young. Slightly more among those ages 18-29 (35%) and 30-39 (36%) reject the power of outside forces in success than do those ages 40-49 (31%) and 50 or older (31%).

Interestingly, the belief that success is primarily shaped by external forces is especially common among wealthier Chinese. Nearly seven-in-ten (69%) high-income earners attribute personal success to outside forces, while fewer middle- (61%) and low-income respondents (59%) say the same.

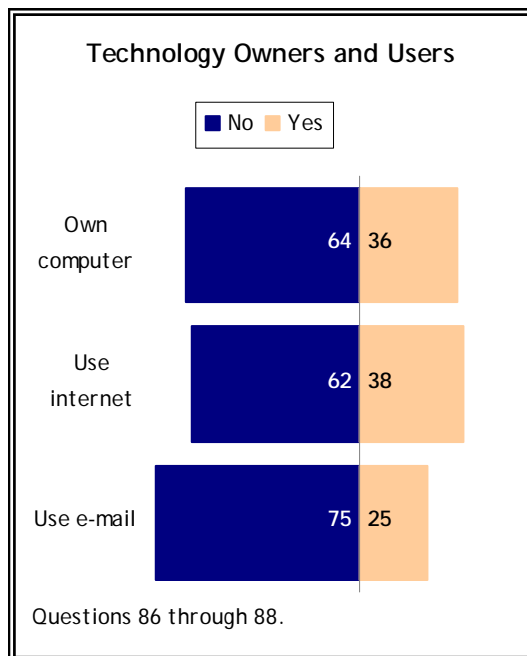
	Success Determined By Outside Forces...	
	% very or somewhat	
	Agree	Disagree
	%	%
Total	62	33
Men	60	35
Women	63	31
18-29	61	35
30-39	58	36
40-49	64	31
50+	63	31
College or above	64	34
High school	63	35
Less than HS	60	32
High income	69	30
Middle income	61	36
Low income	59	34
City	67	32
Town	49	44
Rural	64	27
East	67	31
Central	58	34
West	59	36
Question 11bb.		

## 6. Technology Use

More than one-third of those surveyed in China report owning a computer (36%) and using the internet (38%) at least occasionally. One-quarter (25%) report sending email at least occasionally.<sup>4</sup>

Computer ownership remained steady between 2007 (37%) and 2008 (36%) after increasing from 2002 (28%). Reported internet and email usage patterns also changed little since 2007. The Chinese are slightly more likely to use the internet occasionally now (38%) than they were in 2007 (34%), and are equally likely to send email at least infrequently (25% in 2008 vs. 24% in 2007).

According to 2007 Pew data, China is in the middle of the global information technology owning and using pack – China ranked 20<sup>th</sup> of 47 countries on computer ownership, 25<sup>th</sup> on internet usage and 30<sup>th</sup> on email usage.



### Technology Owners and Users

Chinese technology users look a great deal alike. First, they tend to be young. Chinese ages 18-29 (48%) are somewhat more likely than are those ages 30-39 (36%) or 40-49 (35%) and nearly twice as likely as those 50 or older (26%) to own a computer. Young Chinese are also twice as likely or more to use the internet and send email as are those 30 years old or older.

Second, as expected, computer users tend to be more educated. Those who have a college or high school education are far more likely than those with less education to own a computer and use computer technology.

Third, they tend to be wealthier. Those with a high income are more likely to own a computer and use the internet and email than those who earn less.

<sup>4</sup> As noted previously, the poll's sample in China is disproportionately urban, and given that the use of information technology is much more common in urban areas, these percentages would in all likelihood be significantly lower if the sample were nationally representative.

Fourth, tech-savvy Chinese are inclined to reside in urban environments. Chinese who live in the cities are more likely than those living in rural places to own a computer (56% vs. 8%) and use the internet (51% vs. 14%) and email (36% vs. 6%).

Not surprisingly, computer ownership also plays a role in technology use. Those who own a computer are much more likely to use the internet (77%) and send e-mail (54%) than those who do not own a computer (16% use Internet, 9% send email).

### A Gender Divide

Overall, gender plays a very limited role in computer ownership and internet use. Men are only slightly more likely to access the internet than are women (40% vs. 36%), and are about equally likely to own a computer (36% vs. 35%) and send email (26% vs. 23%).

However, young men are particularly likely to use information technology. Over eight-in-ten (82%) men ages 18-29 use the internet while 73% of women in the same age group do. In addition, while 62% of young men (18-29) report sending email at least occasionally, only 54% of young women do. But younger women (ages 18-29) are about equally likely to own a computer as are young men (47% vs. 50%).

	Own computer %	Use internet %	Use email %
Total	36	38	25
Men	36	40	26
Women	35	36	23
18-29	48	77	58
30-39	36	43	27
40-49	35	27	15
50+	26	13	5
College or above	78	88	74
High school	49	52	31
Less than HS	14	14	5
High income	74	64	49
Middle income	40	43	27
Low income	15	22	11
City	56	51	36
Town	40	48	30
Rural	8	14	6
East	48	42	31
Central	29	34	19
West	26	37	22

Questions 86 through 88.

## 7. News Sources

In the midst of a rapidly changing society, Chinese news source choices are clear and consistent with those of publics across the globe: television dominates. This tendency to turn to television is not new – overwhelming majorities in China reported using television as a news source in both 2002 and 2007. Many also turn to newspapers, but in China, as in much of the world, newspaper readership is in decline.

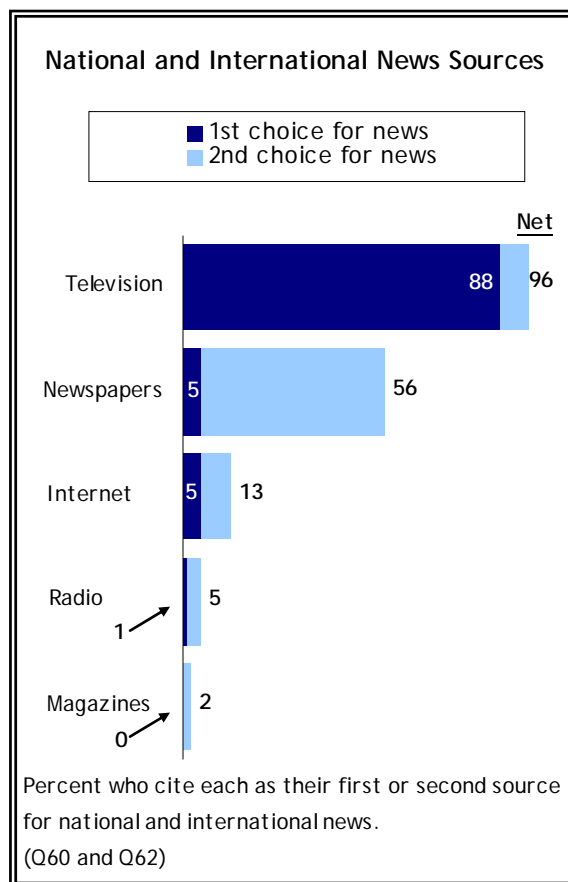
Fewer turn to the internet, although the number of people going online for news has risen slightly over the last year. Young people, the well-educated and the wealthy are considerably more likely than others to name the internet as a top news source. And these same groups are much more likely to use the internet generally, as well as to own computers and use email.

### TV is Primary Source of National and International News

Nearly all Chinese (96%) say television is their first or second choice for international and national news, and fully 88% say it is their top choice. A majority (56%) say newspapers are one of their top two sources, although just 5% turn first to newspapers. Only 13% say the internet is one of their top two sources, and even fewer turn to radio (5%) or magazines (2%).

The dominance of television news is not new – about the same number of people mentioned television in 2007 (96%) and 2002 (94%).

On the other hand, newspaper usage is in decline among Chinese. Just over half (56%) still consider newspapers one of their top news sources, but this is down from 63% last year and 72% in 2002. Radio usage is also in decline, dropping from 8% last year to 5% this year.



The trend is the reverse for the internet. While few go online for national and international news, slightly more name the internet as one of their top two sources now (13%) than did so a year ago (9%).

Chinese news source choices are consistent with those of publics worldwide.<sup>5</sup> In 2007, fully two-thirds or more in 44 of the 47 countries surveyed said that television was their first or second choice for national and foreign news. At the same time, newspapers functioned as a secondary source of information in every country surveyed, although readership had declined steeply in many countries between 2002 and 2007.

### Newspaper and Internet Users

Highly educated, high income, and urban Chinese are particularly likely to read newspapers and use the internet for national and international news. Those under age 30 are also more likely to go online, although they are actually less likely than those age 30 and over to read newspapers.

More among the high school (73%) and college-educated populations (57%) get Chinese and world news from newspapers than do those with less than a high school education (45%). Similarly, while nearly four-in-ten (39%) of those with a college education or more turn to the internet to get national and international news, only 14% do of those with a high school education and 4% of those with less than a high school education.

A similar pattern exists when considering income. More in the highest income bracket rely on newspapers (70%) and the internet (21%) than do those in the middle-income (63% newspapers, 16% internet) or low-income groups (46% newspapers, 6% internet).

### National and International News Sources

	2002	2007	2008
	%	%	%
Television	94	96	96
Newspapers	72	63	56
Internet	8	9	13
Radio	11	8	5
Magazines	1	3	2

Questions 60 and 62.  
Percent who cite each as their first or second source for national and international news.

### Newspaper & Net Users for News: Educated, Wealthy, Urban

	Newspapers	Net
	%	%
Total	56	13
Men	59	14
Women	53	12
18-29	50	33
30-39	60	13
40-49	60	7
50+	53	2
College or above	57	39
High school	73	14
Less than HS	45	4
High income	70	21
Middle income	63	16
Low income	46	6
City	77	15
Town	56	20
Rural	31	4
East	58	13
Central	52	13
West	58	11
Computer owner	63	30
Not comp. owner	52	3
Internet user	61	32
Not internet user	53	1
Email user	57	40
Not email user	56	4

Percent who cite each as their first or second source for national and international news. (Q60 and Q62)

<sup>5</sup> For more on global opinions about news sources, see "World Publics Welcome Global Trade," *Pew Global Attitudes Project*, released October 4, 2007.

Urban areas are havens for newspaper and internet users. Far more among city-dwellers (77%) and those living in towns (56%) turn to newspapers than do those in more rural areas (31%). People living in more urban areas (15% city, 20% town) are also more likely to turn to the internet for news than are those in rural areas (4%).

Internet news consumers also tend to be younger. One-third of those ages 18-29 turn to the internet to get news about national and international news. Only 13% among those ages 30-39 go online for news, while fewer still do so among people ages 40-49 (7%) or 50 and over (2%). Those in the 18-29 age range are, however, less likely than people age 30 and older to rely on newspapers for news.

Most computer owners (95%) and internet (95%) and e-mail users (92%) also opt to get their news through television programming. However, these tech-savvy Chinese are far more likely to name the internet as one of their top two sources of news than are non-owners and non-users. Computer owners (63%) and internet users (61%) are also more likely to get their news from newspapers than are non-computer owners (52%) and non-internet users (53%).

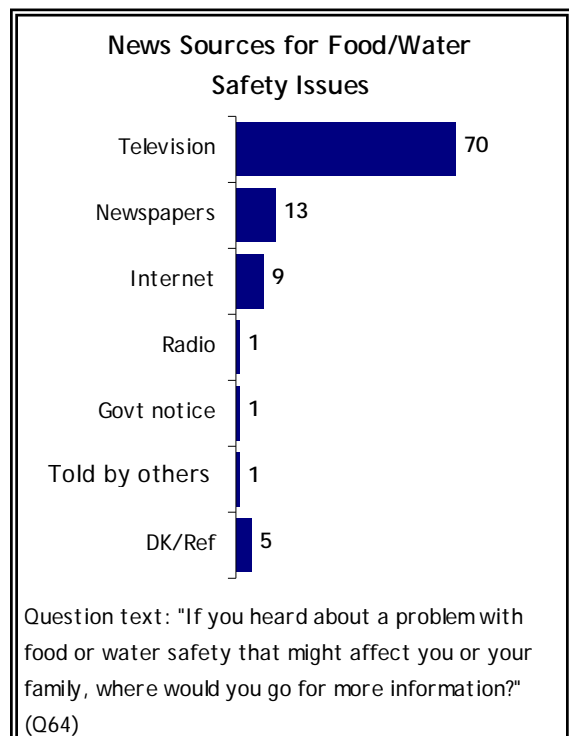
A majority (62%) of Chinese who access the internet as a primary or secondary source for national and international news use the major internet news sites of Sina or Sohu. Solid and nearly equal percentages volunteered that they use Sina or Sohu as well as other internet sources (18%), or sources other than Sina or Sohu (19%).

### TV - The News Source For Critical Information

When searching for information in a crisis, most Chinese rely on television. Seven-in-ten say that if they heard about a problem with food or water safety that might affect them or their family, they would turn to television for more information.

Far fewer, but still more than one-in-ten (13%), would turn to newspapers – more than double the percentage of Chinese who first turn to newspapers for information about national and international news.

Just under one-in-ten Chinese would look to the internet (9%) for information. A majority (56%) of those who choose the internet as their primary source for food and water safety-related



information would go to the major news sites Sina or Sohu. Nearly one-quarter (23%) would go to internet sources other than Sina or Sohu, while 19% volunteer that they would go to Sina and Sohu and other internet sources.

Just as with national and international news, information sources for food and water safety issues vary by age. Chinese age 50 or older (76%) are far more likely to turn to television for health and safety related news than those ages 18-29 (61%). Meanwhile, 18-29 year-olds are especially likely to favor the internet as a news source (21%).

Television is relatively less important, and newspapers and the internet more important, for well-educated, wealthier, urban, and tech-savvy Chinese.

Just under half (48%) of those with a college education or more would rely on television, compared with nearly two-thirds (65%) with a high school education and nearly eight-in-ten (79%) with less than a high school education.

More than one-fifth (22%) of college-educated Chinese would rely on newspapers while more than one-quarter (26%) would turn to the internet. Far fewer with less than a high school education would choose the same sources (7% newspapers, 3% internet).

The same patterns hold when considering income. Those in the highest income bracket would rely less on television (55%) and more on newspapers (23%) and the internet (16%) than those in the lowest income bracket (76% television, 9% newspapers, 4% internet).

City dwellers (26%) are especially likely to turn to the internet for this kind of information and are less likely than those in medium sized towns or rural areas to turn to television (60%).

As with national and international news, tech-savvy Chinese would tend to go to television programming for food and water safety-related news. Still, more computer owners and internet users would turn to newspapers and the internet than non-owners and non-users.

	TV %	Newspapers %	Net %
Total	70	13	9
Men	69	14	10
Women	71	12	8
18-29	61	12	21
30-39	70	15	9
40-49	71	15	5
50+	76	10	2
College or above	48	22	26
High school	65	19	10
Less than HS	79	7	3
High income	55	22	16
Middle income	72	14	10
Low income	76	9	4
City	60	26	10
Town	71	7	15
Rural	80	3	3
East	68	14	11
Central	75	8	8
West	66	17	7
Computer owner	56	18	21
Not comp. owner	78	10	2
Internet user	56	18	21
Not Internet user	78	10	1
Email user	52	19	24
Not email user	76	11	4

Question 64.

## 2008 Pew Global Attitudes Survey in China --Survey Methods--

Results for the survey are based on face-to-face interviews conducted March 28 to April 19, 2008. Data were cited from Horizon Market Research’s self-sponsored survey “Chinese People View the World.”

The survey in China is part of the larger 2008 *Pew Global Attitudes* survey conducted in 24 countries. Results for the other 23 survey countries are based on face-to-face and telephone interviews conducted under the direction of Princeton Survey Research Associates International from March 17 to April 21, 2008. (For more results from Pew’s 24-country 2008 poll, see “Global Economic Gloom – China and India Notable Exceptions,” released June 12, 2008.)

The table below provides details about the survey’s methodology, including the margin of sampling error based on all interviews conducted in China. For the results based on the full sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus the margin of error. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

The sample, which is disproportionately representative of China’s urban areas, includes eight major cities, as well as medium-sized towns and rural areas in eight Chinese provinces. The area covered by the sample represents approximately 42% of the country’s adult population. The cities sampled were Beijing, Changsha, Chongqing, Guangzhou, Harbin, Shanghai, Wuhan and Xi’an. The towns and rural areas were sampled from the provinces of Guangxi, Guizhou, Hebei, Henan, Jiangxi, Liaoning, Shanxi and Zhejiang.

Survey Details	
Sample Design	Probability
Mode	Face-to-face adults 18 plus
Languages	Chinese (dialects: Mandarin, Henan, Sichun, Shanghaiese, Guizhou, Hebei, Shanxi, Cantonese, Guangxi, Hubei, Zhjiang, Jiangxi, Hunan, Beijngese, Dongbei, Anhui)
Fieldwork dates	March 28 - April 19, 2008
Sample size	3,212
Margin of error	2%

Notes on the topline results:

- In the topline results that begin on page 39, due to rounding the percentages may not total 100%. The topline “total” columns always show 100%, however, because they are based on unrounded numbers.
- The 2007 and 2008 Global Attitudes surveys use a different process to generate topline than previous Global Attitudes surveys. As a result, numbers may differ slightly from previously published numbers.

- Questions previously released in “Global Economic Gloom – China and India Notable Exceptions” include Q2, Q4-Q6, Q10a-Q10d, Q10h-Q10i, Q10l, Q10n-Q10o, Q14-Q18, Q21a-Q21c, Q21e, Q21g-Q22, Q24-Q29, Q30-Q31, Q32a-Q32b, Q33-35a, Q36-Q37, Q39, Q44-Q45, Q47-Q50, Q52-Q55, Q56-Q58a, and Q59a-Q59f.
- Questions held for future release: Q1, Q10e- Q10g, Q10j-Q10k, Q10m, Q19-Q20, Q21d, Q21f, Q23a-Q23e, Q32, Q55a-Q55d, and Q73-Q85.
- In the following topline, the results for questions Q2, Q4, Q10a, Q10i, Q10l, Q17, Q18, Q52, and Q58 are shown for China only, but are available for the other 23 countries in “Global Economic Gloom – China and India Notable Exceptions.”

## The 2008 Pew Global Attitudes Survey in China Final Topline

		Q2 Overall, are you satisfied or dissatisfied with the way things are going in our country today?			
		Satisfied	Dissatisfied	DK/Refused	Total
China	Spring, 2008 --	86	11	3	100
	Spring, 2007	83	12	5	100
	Spring, 2006	81	13	6	100
	May, 2005	72	19	10	100
	Summer, 2002	48	33	19	100

		Q3a As I read each of the following, please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with this aspect of your life: a. your household income?					
		Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	DK/Refused	Total
China	Spring, 2008 --	4	54	37	4	1	100
	Spring, 2007	2	44	45	8	1	100
	Summer, 2002	3	48	36	13	0	100

		Q3b As I read each of the following, please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with this aspect of your life: b. your family life?					
		Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	DK/Refused	Total
China	Spring, 2008 --	14	67	16	1	1	100
	Spring, 2007	10	69	19	2	1	100
	Summer, 2002	13	69	15	3	0	100

		Q3c As I read each of the following, please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with this aspect of your life: c. your job? (BASED ON THOSE WHO ARE EMPLOYED)					Total	N
		Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	DK/Refused	Total	N
China	Spring, 2008 --	4	60	31	3	2	100	2406
	Spring, 2007	4	48	38	8	3	100	2101
	Summer, 2002	6	57	26	9	2	100	1719

		Q4 Now thinking about our economic situation, how would you describe the current economic situation in (survey country) – is it very good, somewhat good, somewhat bad or very bad?					
		Very good	Somewhat good	Somewhat bad	Very bad	DK/Refused	Total
China	Spring, 2008 --	5	77	13	1	4	100
	Spring, 2007	16	66	13	1	4	100
	Summer, 2002	3	49	37	10	1	100

		Q7a How easy or difficult is it for you and your family to afford (INSERT) – very easy, somewhat easy, somewhat difficult or very difficult? a. Food					
		Very easy	Somewhat easy	Somewhat difficult	Very difficult	DK/Refused	Total
China	Spring, 2008 --	14	71	14	1	0	100

		Q7b How easy or difficult is it for you and your family to afford (INSERT) – very easy, somewhat easy, somewhat difficult or very difficult? b. Health care						
		Very easy	Somewhat easy	Somewhat difficult	Very difficult	Does not apply (VOL)	DK/Refused	Total
China	Spring, 2008 --	5	43	39	9	3	1	100

		Q7c How easy or difficult is it for you and your family to afford (INSERT) – very easy, somewhat easy, somewhat difficult or very difficult? c. Taxes						
		Very easy	Somewhat easy	Somewhat difficult	Very difficult	Does not apply (VOL)	DK/Refused	Total
China	Spring, 2008 --	3	21	10	2	61	3	100

		Q7d How easy or difficult is it for you and your family to afford (INSERT) – very easy, somewhat easy, somewhat difficult or very difficult? d. Savings for retirement						
		Very easy	Somewhat easy	Somewhat difficult	Very difficult	Does not apply (VOL)	DK/Refused	Total
China	Spring, 2008 --	4	34	27	7	25	2	100

		Q7e How easy or difficult is it for you and your family to afford (INSERT) – very easy, somewhat easy, somewhat difficult or very difficult? e. Water, electricity, gas, and heating						
		Very easy	Somewhat easy	Somewhat difficult	Very difficult	Does not apply (VOL)	DK/Refused	Total
China	Spring, 2008 --	11	69	15	2	3	1	100

		Q7f How easy or difficult is it for you and your family to afford (INSERT) – very easy, somewhat easy, somewhat difficult or very difficult? f. Education						
		Very easy	Somewhat easy	Somewhat difficult	Very difficult	Does not apply (VOL)	DK/Refused	Total
China	Spring, 2008 --	6	42	23	5	24	1	100

		Q8a Now I am going to read you a list of things that may be problems in our country. Please tell me if you think it is a very big problem, a moderately big problem, a small problem or not a problem at all: a. The gap between rich and poor					
		Very big problem	Moderately big problem	Small problem	Not a problem at all	DK/Refused	Total
China	Spring, 2008 --	41	48	9	0	1	100

		Q8b Now I am going to read you a list of things that may be problems in our country. Please tell me if you think it is a very big problem, a moderately big problem, a small problem or not a problem at all: b. Air pollution					
		Very big problem	Moderately big problem	Small problem	Not a problem at all	DK/Refused	Total
China	Spring, 2008 --	31	43	21	3	1	100

		Q8c Now I am going to read you a list of things that may be problems in our country. Please tell me if you think it is a very big problem, a moderately big problem, a small problem or not a problem at all: c. Corrupt businesspeople					
		Very big problem	Moderately big problem	Small problem	Not a problem at all	DK/Refused	Total
China	Spring, 2008 --	21	40	22	3	14	100

		Q8d Now I am going to read you a list of things that may be problems in our country. Please tell me if you think it is a very big problem, a moderately big problem, a small problem or not a problem at all: d. Conditions for workers					
		Very big problem	Moderately big problem	Small problem	Not a problem at all	DK/Refused	Total
China	Spring, 2008 --	13	43	31	4	9	100

		Q8e Now I am going to read you a list of things that may be problems in our country. Please tell me if you think it is a very big problem, a moderately big problem, a small problem or not a problem at all: e. Unemployment					
		Very big problem	Moderately big problem	Small problem	Not a problem at all	DK/Refused	Total
China	Spring, 2008 --	22	46	24	3	5	100

		Q8f Now I am going to read you a list of things that may be problems in our country. Please tell me if you think it is a very big problem, a moderately big problem, a small problem or not a problem at all: f. Safety of food					
		Very big problem	Moderately big problem	Small problem	Not a problem at all	DK/Refused	Total
China	Spring, 2008 --	12	37	42	7	2	100

		Q8g Now I am going to read you a list of things that may be problems in our country. Please tell me if you think it is a very big problem, a moderately big problem, a small problem or not a problem at all: g. Water pollution					
		Very big problem	Moderately big problem	Small problem	Not a problem at all	DK/Refused	Total
China	Spring, 2008 --	28	38	26	7	1	100

		Q8h Now I am going to read you a list of things that may be problems in our country. Please tell me if you think it is a very big problem, a moderately big problem, a small problem or not a problem at all: h. Rising prices					
		Very big problem	Moderately big problem	Small problem	Not a problem at all	DK/Refused	Total
China	Spring, 2008 --	72	24	4	1	0	100

		Q8i Now I am going to read you a list of things that may be problems in our country. Please tell me if you think it is a very big problem, a moderately big problem, a small problem or not a problem at all: i. Quality of manufactured goods					
		Very big problem	Moderately big problem	Small problem	Not a problem at all	DK/Refused	Total
China	Spring, 2008 --	13	42	38	5	2	100

		Q8j Now I am going to read you a list of things that may be problems in our country. Please tell me if you think it is a very big problem, a moderately big problem, a small problem or not a problem at all: j. Health care					
		Very big problem	Moderately big problem	Small problem	Not a problem at all	DK/Refused	Total
China	Spring, 2008 --	12	39	40	6	2	100

		Q8k Now I am going to read you a list of things that may be problems in our country. Please tell me if you think it is a very big problem, a moderately big problem, a small problem or not a problem at all: k. Education					
		Very big problem	Moderately big problem	Small problem	Not a problem at all	DK/Refused	Total
China	Spring, 2008 --	11	31	42	13	4	100

		Q8l Now I am going to read you a list of things that may be problems in our country. Please tell me if you think it is a very big problem, a moderately big problem, a small problem or not a problem at all: l. Crime					
		Very big problem	Moderately big problem	Small problem	Not a problem at all	DK/Refused	Total
China	Spring, 2008 --	17	44	30	5	4	100
	Spring, 2007	22	58	18	1	1	100
	Summer, 2002	40	49	8	2	1	100

		Q8m Now I am going to read you a list of things that may be problems in our country. Please tell me if you think it is a very big problem, a moderately big problem, a small problem or not a problem at all: m. Corrupt officials					
		Very big problem	Moderately big problem	Small problem	Not a problem at all	DK/Refused	Total
China	Spring, 2008 --	39	39	14	1	6	100

		Q8n Now I am going to read you a list of things that may be problems in our country. Please tell me if you think it is a very big problem, a moderately big problem, a small problem or not a problem at all: n. Old age insurance					
		Very big problem	Moderately big problem	Small problem	Not a problem at all	DK/Refused	Total
China	Spring, 2008 --	13	40	35	8	3	100

		Q8o Now I am going to read you a list of things that may be problems in our country. Please tell me if you think it is a very big problem, a moderately big problem, a small problem or not a problem at all: o. Safety of medicine					
		Very big problem	Moderately big problem	Small problem	Not a problem at all	DK/Refused	Total
China	Spring, 2008 --	9	37	42	9	3	100

		Q8p Now I am going to read you a list of things that may be problems in our country. Please tell me if you think it is a very big problem, a moderately big problem, a small problem or not a problem at all: p. Traffic					
		Very big problem	Moderately big problem	Small problem	Not a problem at all	DK/Refused	Total
China	Spring, 2008 --	9	30	40	21	1	100

		Q8q Now I am going to read you a list of things that may be problems in our country. Please tell me if you think it is a very big problem, a moderately big problem, a small problem or not a problem at all: q. Electricity shortages					
		Very big problem	Moderately big problem	Small problem	Not a problem at all	DK/Refused	Total
China	Spring, 2008 --	4	23	43	29	1	100

		Q9 How would you rate the job the government is doing on the issues that are most important to you personally – very good, somewhat good, somewhat bad, or very bad?					
		Very good	Somewhat good	Somewhat bad	Very bad	DK/Refused	Total
China	Spring, 2008 --	2	63	24	4	6	100

		Q10a On a different topic, please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of: a. The United States					
		Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	DK/Refused	Total
China	Spring, 2008 --	5	36	37	11	11	100
	Spring, 2007	2	32	47	10	8	100
	Spring, 2006	9	38	37	6	10	100
	May, 2005	5	37	40	13	5	100

		Q10i On a different topic, please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of: i. Japan					
		Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	DK/Refused	Total
China	Spring, 2008 --	2	19	35	34	9	100
	Spring, 2007	1	14	35	43	7	100
	Spring, 2006	2	19	41	29	10	100
	May, 2005	3	14	33	43	7	100

		Q10l On a different topic, please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of: l. India					
		Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	DK/Refused	Total
China	Spring, 2008 --	2	27	38	12	20	100
	Spring, 2007	2	27	45	12	15	100
	Spring, 2006	2	31	38	5	24	100

		Q11a How do you think people in other countries of the world feel about China? Is China generally like or disliked?				
		Generally liked	Generally disliked	DK/Refused	Total	
China	Spring, 2008 --	77	10	13	100	
	May, 2005	68	16	16	100	

		Q11ba Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements: a. Most people are better off in a free market economy, even though some people are rich and some are poor					
		Completely agree	Mostly agree	Mostly disagree	Completely disagree	DK/Refused	Total
China	Spring, 2008 --	16	54	24	4	2	100
	Spring, 2007	15	60	20	4	1	100
	Summer, 2002	19	51	20	9	1	100

		Q11bb Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements: b. Success in life is pretty much determined by forces outside our control					
		Completely agree	Mostly agree	Mostly disagree	Completely disagree	DK/Refused	Total
China	Spring, 2008 --	14	48	29	4	5	100
	Spring, 2007	17	48	27	3	4	100
	Summer, 2002	14	44	20	5	17	100

		Q11bc Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements: c. Children need to learn English to succeed in the world today					
		Completely agree	Mostly agree	Mostly disagree	Completely disagree	DK/Refused	Total
China	Spring, 2008 --	33	44	17	3	3	100
	Summer, 2002	66	26	5	1	2	100

		Q11bd Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements: d. Protecting the environment should be given priority, even if it causes slower economic growth and some loss of jobs					
		Completely agree	Mostly agree	Mostly disagree	Completely disagree	DK/Refused	Total
China	Spring, 2008 --	31	49	14	3	3	100
	Spring, 2007	33	50	14	2	2	100

		Q12 Which of the following comes closer to your view? I like the pace of modern life, or I do not like the pace of modern life.			
		Like pace of modern life	Do not like pace of modern life	DK/Refused	Total
China	Spring, 2008 --	71	25	5	100
	Summer, 2002	65	28	7	100

		Q13 Which of these comes closer to your view? Our traditional way of life is getting lost, OR our traditional way of life remains strong.			
		Our traditional way of life is getting lost	Our traditional way of life remains strong	DK/Refused	Total
China	Spring, 2008 --	59	37	4	100
	Spring, 2007	60	35	5	100
	Summer, 2002	68	27	5	100

		Q17 Today, which ONE of the following do you think is the world's leading economic power?							Total
		The United States	China	Japan [OR]	The countries of the European Union	Other (VOL)	None/ There is no leading economic power (VOL)	DK/Refused	
China	Spring, 2008 --	48	21	2	9	3	0	16	100

		Q18 Which comes closest to your view – China will eventually replace the U.S. as the world's leading superpower; China has already replaced the U.S. as the world's leading superpower; or China will never replace the U.S. as the world's leading superpower?				
		Will eventually replace US	Has already replaced US	Will never replace US	DK/Refused	Total
China	Spring, 2008 --	53	5	23	19	100

		Q32c In your opinion, how much, if at all, does what happens in the Chinese economy affect economic conditions in the rest of the world?					Total
		Great deal	Fair amount	Not too much	Not at all	DK/Refused	
China	Spring, 2008 --	12	51	22	5	10	100

		Q32d ASK IF 'A GREAT DEAL' OR 'A FAIR AMOUNT' IN Q32c: Right now, is the Chinese economy having a positive or negative impact on economic conditions in the rest of the world?					Total	N
		Positive	Negative	Neither/both (VOL)	DK/Refused			
China	Spring, 2008 --	88	5	5	2	100	1993	

		Q35b Suppose a young person who wanted to leave this country asked you to recommend where to go to lead a good life – what country would you recommend? (PRE-CODED OPEN END—DO NOT READ LIST)											Total	
		United States	Australia	Britain	Canada	France	Germany	Japan	Singapore	South Korea	Other	None		DK/Refused
China	Spring, 2008 --	15	22	8	17	8	3	3	1	1	1	10	14	100

		Q40 How important are the Olympics to you personally – very important, somewhat important, not very important, or not at all important?					
		Very important	Somewhat important	Not very important	Not at all important	DK/Refused	Total
China	Spring, 2008 --	31	48	16	1	3	100

		Q41 Which country do you think will win the most medals in the Olympics – China, the United States, Russia, Germany, or some other country? (ONE RESPONSE ONLY)						
		China	US	Russia	Germany	Other [SPECIFY]	DK/Refused	Total
China	Spring, 2008 --	75	15	3	1	0	6	100

		Q42 Do you think the Olympics will help China's image around the world, hurt China's image around the world, or will the Olympics have no impact on China's image?				
		Help	Hurt	No impact	DK/Refused	Total
China	Spring, 2008 --	93	1	3	3	100
	Spring, 2006	93	1	3	3	100

		Q43 Overall, do you think we are paying too much attention to the Olympics, not enough attention, or just the right amount of attention?				
		Too much	Not enough	Right amount	DK/Refused	Total
China	Spring, 2008 --	34	18	44	5	100
	Spring, 2006	25	21	43	11	100

		Q43b Do you think China's hosting of the Olympics will be very successful, somewhat successful, somewhat unsuccessful, or very unsuccessful?					
		Very successful	Somewhat successful	Somewhat unsuccessful	Very unsuccessful	DK/Refused	Total
China	Spring, 2008 --	56	40	1	0	3	100

		Q45 In making international policy decisions, to what extent do you think China takes into account the interests of other countries around the world – a great deal, a fair amount, not too much, or not at all?					
		Great deal	Fair amount	Not too much	Not at all	DK/Refused	Total
China	Spring, 2008 --	15	68	5	0	11	100

		Q51 How much, if anything, have you read or heard about the recalls of food and goods manufactured and sold here in China over the past year – a lot, a little, not much, or nothing at all?					
		A lot	A little	Not much	Nothing at all	DK/Refused	Total
China	Spring, 2008 --	1	15	41	27	15	100

		Q52 Thinking about Japan, overall, do you think that Japan has apologized sufficiently for its military actions during the 1930s and 1940s, that Japan has not apologized sufficiently, or do you think no apology is necessary?				
		Yes – has apologized sufficiently	No – has not apologized sufficiently	No apology necessary	DK/Refused	Total
China	Spring, 2008 --	8	76	2	14	100
	Spring, 2006	3	81	4	12	100

		Q58 Overall, do you think of the U.S. as more of a partner of (survey country), more of an enemy of (survey country), or neither?				
		More of a partner	More of an enemy	Neither	DK/Refused	Total
China	Spring, 2008 --	13	34	41	12	100

		Q58b Overall, do you think of India as more of a partner of China, more of an enemy of China, or neither?				
		More of a partner	More of an enemy	Neither	DK/Refused	Total
China	Spring, 2008 --	25	24	31	19	100

		Q58c Overall, do you think of Japan as more of a partner of China, more of an enemy of China, or neither?				
		More of a partner	More of an enemy	Neither	DK/Refused	Total
China	Spring, 2008 --	11	38	37	13	100

		Q60 Now I'd like to ask some questions about how you have been getting most of your news. Where do you most often turn to get news about national and international issues - television, newspapers, radio, magazines, or the internet?							
		Television	Newspapers	Radio	Magazines	Internet	Other (VOL)	DK/Refused	Total
China	Spring, 2008 --	88	5	1	0	5	1	1	100
	Spring, 2007	87	8	1	0	3	0	1	100
	Summer, 2002	78	15	1	0	4	0	1	100

		Q61 ASK IF 'INTERNET' IN Q60: Do you go to the major internet news sites, such as Sina or Sohu, or do you go to other internet sources?				
		Major internet news sites	Other internet sources	Both (VOL)	Total	N
China	Spring, 2008 --	69	16	15	100	148

		Q62 And what is your next most frequent source of news about national and international issues - television, newspapers, radio, magazines, or the internet? (DO NOT MARK THE SAME RESPONSE AS Q60)								
		Television	Newspapers	Radio	Magazines	Internet	None (VOL)	Other (VOL)	DK/Refused	Total
China	Spring, 2008 --	8	51	4	2	8	23	2	2	100
	Spring, 2007	9	55	7	3	6	0	6	13	100
	Summer, 2002	16	57	10	1	4	0	3	8	100

		Q63 ASK IF 'INTERNET' IN Q62: Do you go to the major internet news sites, such as Sina or Sohu, or do you go to other internet sources?					
		Major internet news sites	Other internet sources	Both (VOL)	DK/Refused	Total	N
China	Spring, 2008 --	58	21	20	1	100	250

		Q64 If you heard about a problem with food or water safety that might affect you or your family, where would you go for more information – television, newspapers, radio, or the internet?								
		Television	Newspapers	Radio	Internet	Government notice (VOL)	Talk with friends/relatives (VOL)	Told by others (VOL)	DK/Refused	Total
China	Spring, 2008 --	70	13	1	9	1	0	1	5	100

		Q65 ASK IF 'INTERNET' IN Q64: Would you go to a major internet news site, such as Sina or Sohu, or would you go to another internet source?				Total	N
		Major internet news sites	Other internet sources	Both (VOL)	Other (VOL)		
China	Spring, 2008 --	56	23	19	2	100	253

		Q68 Do you approve or disapprove of the one-child policy?			Total
		Approve	Disapprove	DK/Refused	
China	Spring, 2008 --	76	21	4	100

		Q77 Are you living today in the same city or town or rural area where you were born?			Total
		Yes	No	DK/Refused	
China	Spring, 2008 --	76	24	0	100

		Q78 ASK IF 'YES' IN Q77: How many years have you lived in this city or province?				Total
		Two years or less	Three to five years	Six to 10 years	More than 10 years	
China	Spring, 2008 --	13	18	20	50	100

		Q86 Do you use the Internet, at least occasionally?			Total
		Yes	No	DK/Refused	
China	Spring, 2008 --	38	62	0	100
	Spring, 2007	34	66	0	100

		Q87 Do you send or receive email, at least occasionally?			Total
		Yes	No	DK/Refused	
China	Spring, 2008 --	25	75	0	100
	Spring, 2007	24	75	0	100

		Q88 Do you own a computer?			Total
		Yes	No	DK/Refused	
China	Spring, 2008 --	36	64	0	100
	Spring, 2007	37	63	0	100
	Summer, 2002	28	72	0	100