# BBC WORLD SERVICE POLL

## Global Citizenship a growing sentiment among citizens of emerging economies: Global Poll

For the first time in 15 years of tracking by GlobeScan, findings indicate that nearly one in two people (49%) surveyed across 14 tracking countries see themselves more as global citizens than citizens of their country. This sentiment is being driven by citizens of large emerging economies, according to a new poll for the BBC World Service.

The poll, conducted by GlobeScan among more than 20,000 people worldwide between December 2015 and April 2016, is being released as part of the BBC World Service Identity Season—a Spring season of broadcasts on the World Service's 27 language services exploring stories about how people identify themselves around the world.

Among all 18 countries where this question was asked in 2016, the poll suggests more than half (51%) see themselves more as global citizens than citizens of their country, against 43 per cent who identify nationally. This is the first time since tracking began in 2001 that there is a global majority who leans this way, and the results in 2016 are driven by strong increases since 2015 in non-OECD countries including Nigeria (73%, up 13 points), China (71%, up 14 points), Peru (70%, up 27 points), and India (67%, up 13 points).

Looking at the 14 tracking countries that have been surveyed repeatedly since 2001, a growing divide appears on the topic of global citizenship between respondents from developing economies and those from industrialised countries. At the height of the financial crisis in 2009, views were fairly similar across the two country groupings, with 48 per cent in seven OECD countries seeing themselves more as global citizens than national, and 45 per cent in seven non-OECD countries. This sentiment has continued to grow at a strong pace since then among respondents in emerging economies to reach a high of 56 per cent in both 2015 and 2016. Conversely in seven OECD countries it has followed an opposite trajectory, dropping to a low of 39 per cent in 2011 and remaining at low levels since (now at 42%). This latter trend has been particularly pronounced in Germany where the poll suggests identification with global citizenship has dropped 13 points since 2009 to only 30 per cent today (the lowest since 2001).

The poll also asked about the level of approval for different demographic developments changing the population make-up of their country, and results indicate public opinion is generally quite supportive of a number of trends shaping global society. In the 19 countries surveyed for this series of questions, three quarters (75%) of respondents approve of intermarriage between different races or ethnic groups, and more than six in ten (63%) approve of immigration from other countries (with 31% disapproving). Similar degrees of openness are observed on accepting refugees, with 62 and 57 per cent respectively supporting their country admitting refugees fleeing conflict generally, and from Syria in particular. On all of these statements, German attitudes stand out due to the unusually high percentage of respondents choosing "neither agree nor disagree," or that it "depends." A majority of Germans (54%) nonetheless approves the acceptance of Syrian refugees.

GLOBESCAN

evidence and ideas. applied

GlobeScan Chairman Doug Miller commented: "The poll's finding that growing majorities of people in emerging economies identify as global citizens will challenge many people's (and organisations') ideas of what the future might look like."
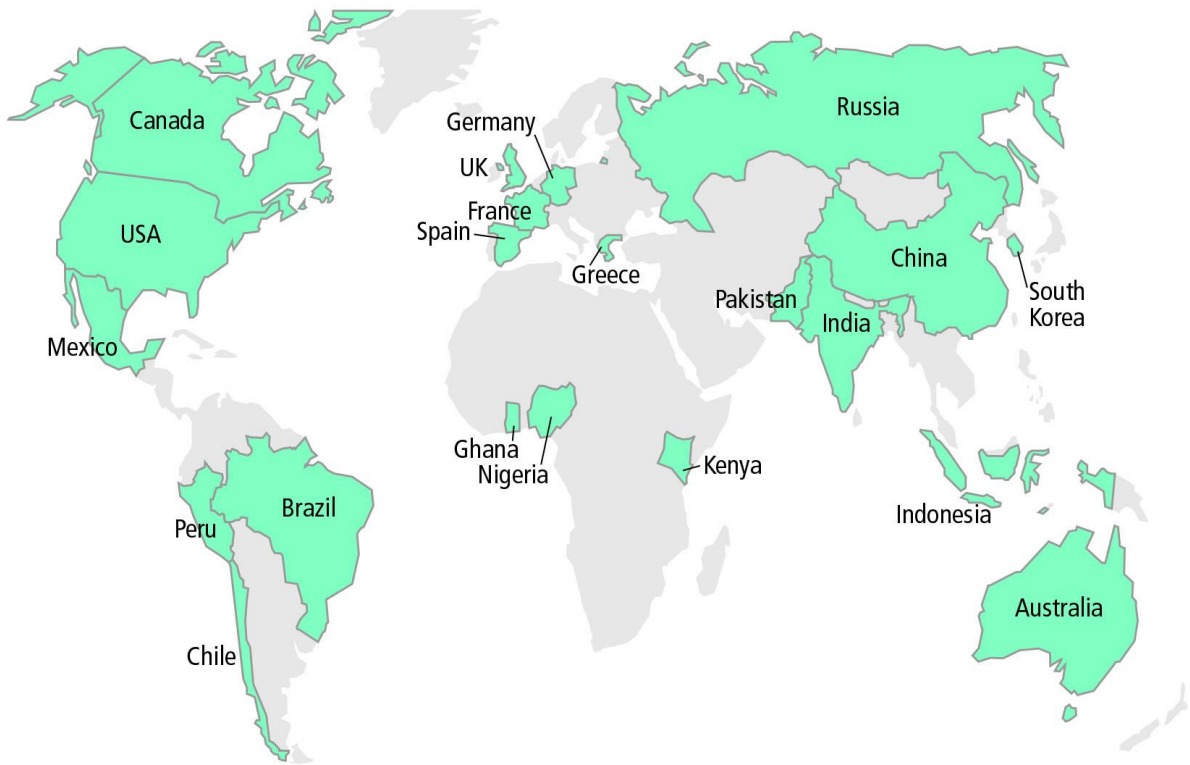
**Other Findings**

An additional question on the poll gave respondents a broader range of options to reflect on how they consider their identity. Results reveal the complexity of the issue and show how people can identify in different ways.

When offered a choice between five distinct identities, more than one in two citizens (52%) across 19 countries define their most important identity as citizens of their country, outnumbering those who view themselves as being a world citizen (17%), a resident of their local community (11%), or who identify themselves primarily through their religion (9%), or their race or culture (8%). Out of 19 countries, majorities or strong pluralities in 16 countries describe being a national citizen as the most important feature of their identity. National citizenship is the strongest in Kenya (84%) and Ghana (81%), followed by Russia (70%), Nigeria (68%), and Chile (64%).

Three countries stand out in the way their populations think about self-identity. Spaniards are by far the most likely to identify with world citizenship (54%). For 56 per cent of Indonesians, belonging to their local community is the strongest defining identity. And for Pakistanis, a strong plurality (43%) identify first as a member of their religion.

*The results are drawn from a telephone and in-person survey of 20,823 adult citizens across 21 participating countries in total. Not all questions were asked in all countries. The poll was conducted for the BBC World Service between December 2, 2015 and April 15, 2016 by the international opinion research and consultancy firm GlobeScan and its national research partners. Within-country results are considered accurate within +/- 2.8 to 3.7 per cent 19 times out of 20. Urban-only samples were used in Brazil, China, Indonesia, and Kenya.*

# Map of Participating Countries
2016

Canada

Germany

UK

France

Spain

Greece

Russia

China

South Korea

USA

Pakistan

India

Mexico

Ghana

Nigeria

Kenya

Brazil

Peru

Indonesia

Chile

Australia

BBC 04-16 country map

## I See Myself More as a Global Citizen than a Citizen of My Country

"Agree,"* OECD vs Non-OECD Countries,** Trends, 2001–2016



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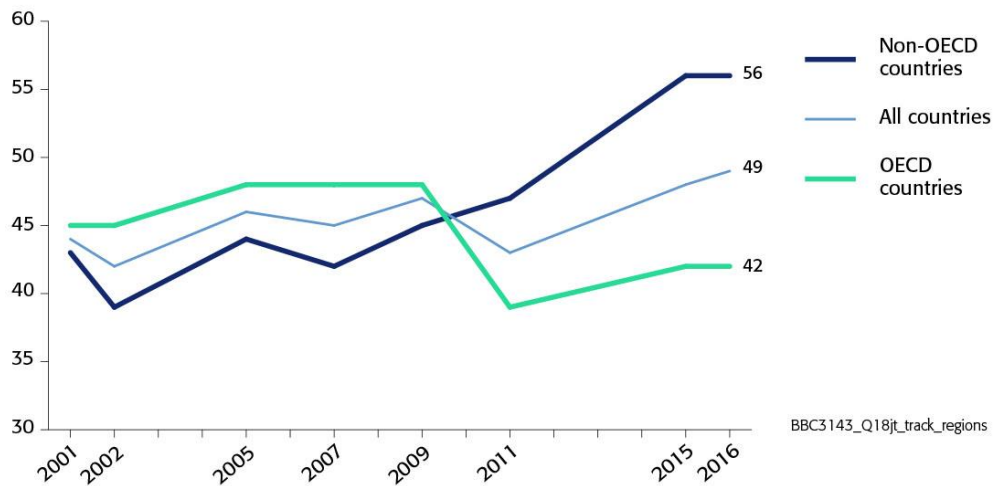
*"Strongly agree" plus "Somewhat agree"

**OECD countries include Canada, Chile, Germany, Mexico, Spain, UK, and USA; Non-OECD countries include Brazil, China, India, Indonesia, Kenya, Nigeria, and Russia.

Not all countries were asked in all years.

## I See Myself More as a Global Citizen than a Citizen of My Country

"Agree" vs "Disagree," by Country, 2016

| | Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree | Total "Agree" |
|---|---|---|---|---|---|
| Canada | 26 | 28 | 21 | 24 | 54 |
| USA | 22 | 21 | 20 | 36 | 43 |
| Peru | 29 | 41 | 18 | 6 | 70 |
| Brazil | 24 | 30 | 24 | 20 | 54 |
| Mexico | 5 | 29 | 39 | 13 | 34 |
| Chile | 9 | 22 | 40 | 25 | 31 |
| Spain | 45 | 14 | 7 | 29 | 59 |
| Greece | 35 | 12 | 12 | 37 | 47 |
| UK | 22 | 25 | 27 | 23 | 47 |
| Germany | 4 | 26 | 39 | 18 | 30 |
| Russia | 4 | 20 | 34 | 40 | 24 |
| Nigeria | 39 | 34 | 19 | 7 | 73 |
| Kenya | 22 | 36 | 20 | 21 | 58 |
| Ghana | 22 | 35 | 23 | 19 | 57 |
| China | 30 | 41 | 15 | 13 | 71 |
| India | 29 | 38 | 15 | 8 | 67 |
| Pakistan | 22 | 34 | 15 | 8 | 56 |
| Indonesia | 7 | 37 | 32 | 19 | 44 |
| Global average | 22 | 29 | 23 | 20 | 51 |

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The white space in this chart represents "Depends, neither agree nor disagree," and "Don't know."

## Approval of Various Developments Impacting Country's Population Make-Up
"Approve" vs "Disapprove," Average of 19 Countries, 2016

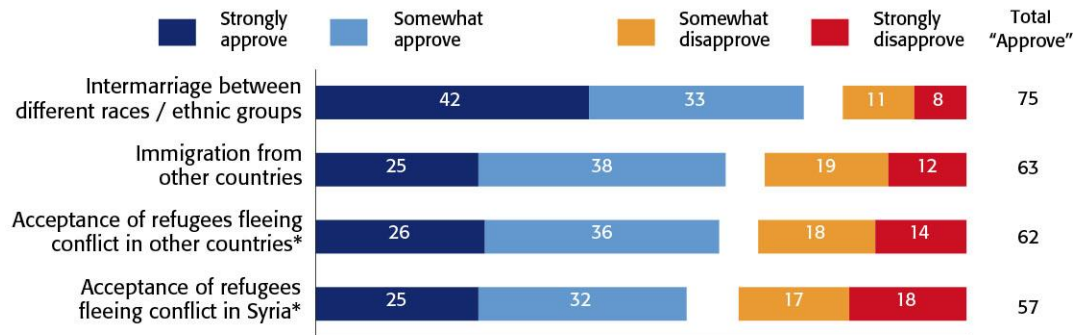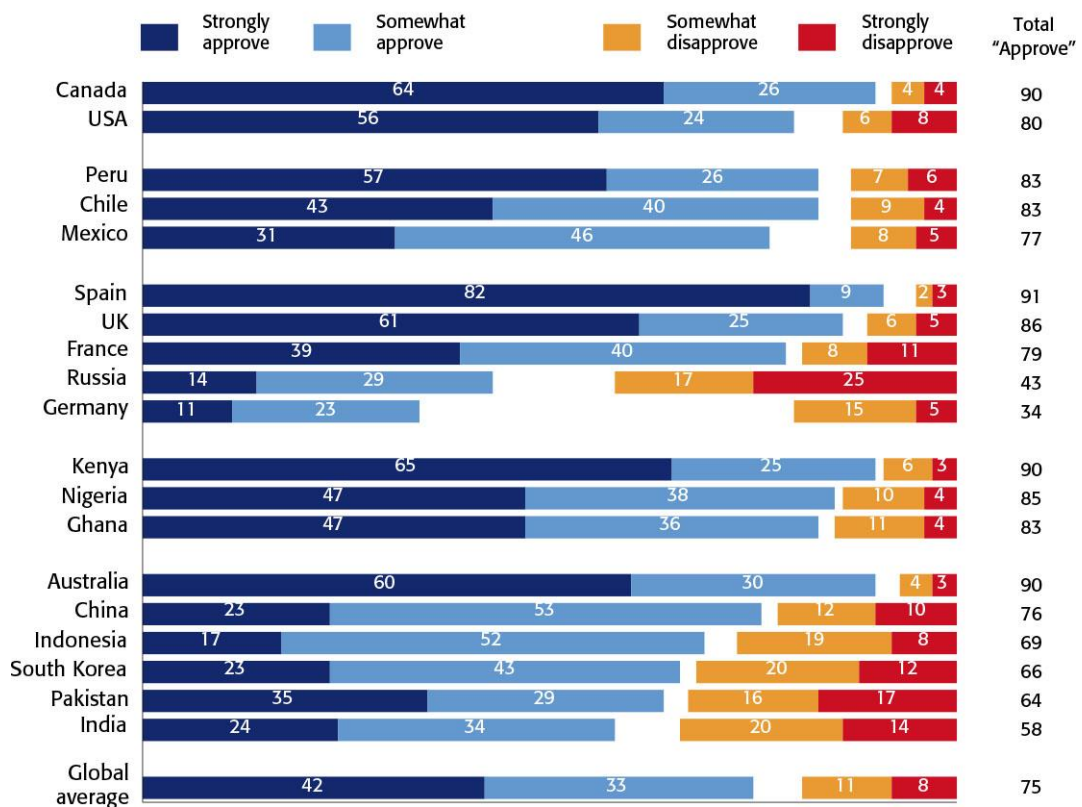| | Strongly approve | Somewhat approve | Somewhat disapprove | Strongly disapprove | Total "Approve" |
|---|---|---|---|---|---|
| Intermarriage between different races / ethnic groups | 42 | 33 | 11 | 8 | 75 |
| Immigration from other countries | 25 | 38 | 19 | 12 | 63 |
| Acceptance of refugees fleeing conflict in other countries* | 26 | 36 | 18 | 14 | 62 |
| Acceptance of refugees fleeing conflict in Syria* | 25 | 32 | 17 | 18 | 57 |

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The white space in this chart represents "Depends on which, what extent," "Neither," and "DK/NA."
*Average of 18 countries as question not asked in South Korea

## Views on Intermarriage between Different Races / Ethnic Groups
"Approve" vs "Disapprove," by Country, 2016

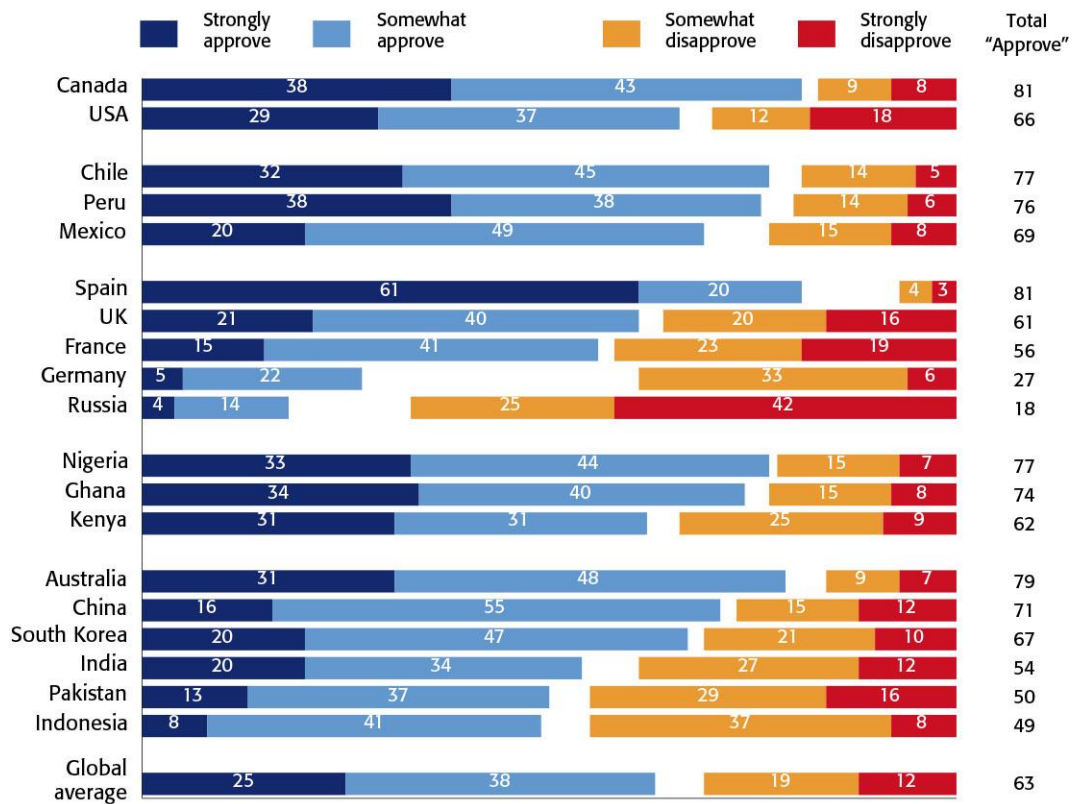| | Strongly approve | Somewhat approve | Somewhat disapprove | Strongly disapprove | Total "Approve" |
|---|---|---|---|---|---|
| Canada | 64 | 26 | 4 | 4 | 90 |
| USA | 56 | 24 | 6 | 8 | 80 |
| Peru | 57 | 26 | 7 | 6 | 83 |
| Chile | 43 | 40 | 9 | 4 | 83 |
| Mexico | 31 | 46 | 8 | 5 | 77 |
| Spain | 82 | 9 | 2 | 3 | 91 |
| UK | 61 | 25 | 6 | 5 | 86 |
| France | 39 | 40 | 8 | 11 | 79 |
| Russia | 14 | 29 | 17 | 25 | 43 |
| Germany | 11 | 23 | 15 | 5 | 34 |
| Kenya | 65 | 25 | 6 | 3 | 90 |
| Nigeria | 47 | 38 | 10 | 4 | 85 |
| Ghana | 47 | 36 | 11 | 4 | 83 |
| Australia | 60 | 30 | 4 | 3 | 90 |
| China | 23 | 53 | 12 | 10 | 76 |
| Indonesia | 17 | 52 | 19 | 8 | 69 |
| South Korea | 23 | 43 | 20 | 12 | 66 |
| Pakistan | 35 | 29 | 16 | 17 | 64 |
| India | 24 | 34 | 20 | 14 | 58 |
| Global average | 42 | 33 | 11 | 8 | 75 |

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The white space in this chart represents "Depends on which, what extent," "Neither," and "DK/NA."

## Views on Immigration from Other Countries

"Approve" vs "Disapprove," by Country, 2016

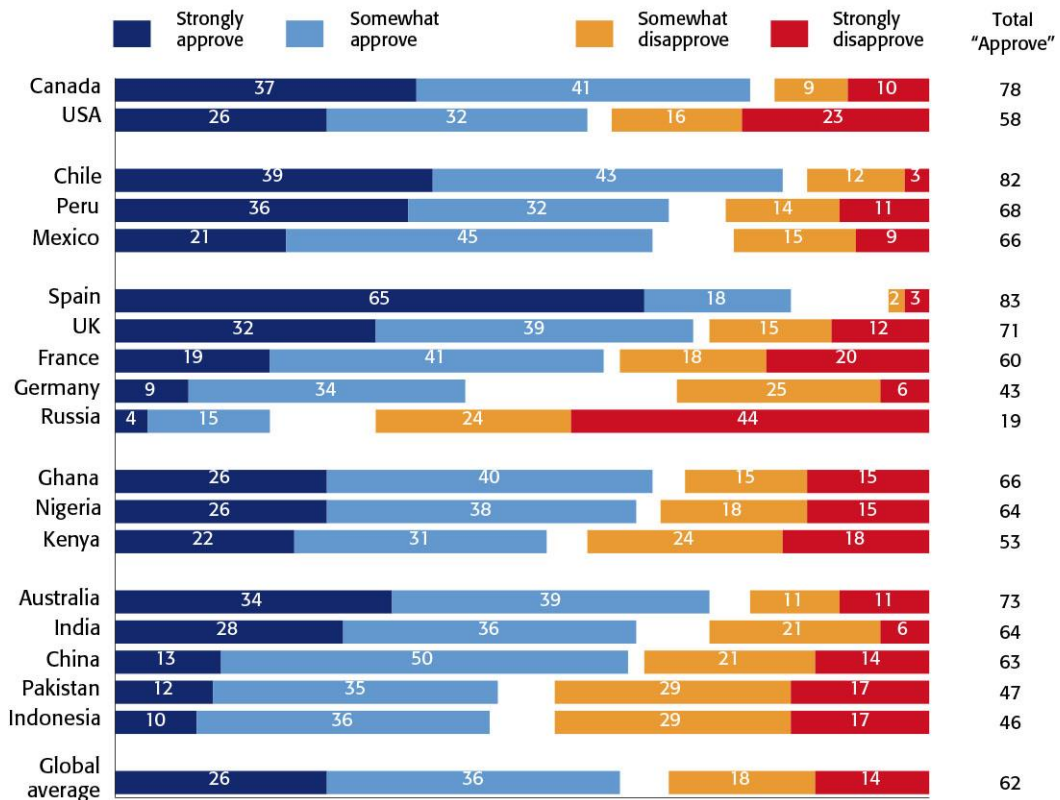| | Strongly approve | Somewhat approve | Somewhat disapprove | Strongly disapprove | Total "Approve" |
|---|---|---|---|---|---|
| Canada | 38 | 43 | 9 | 8 | 81 |
| USA | 29 | 37 | 12 | 18 | 66 |
| Chile | 32 | 45 | 14 | 5 | 77 |
| Peru | 38 | 38 | 14 | 6 | 76 |
| Mexico | 20 | 49 | 15 | 8 | 69 |
| Spain | 61 | 20 | 4 | 3 | 81 |
| UK | 21 | 40 | 20 | 16 | 61 |
| France | 15 | 41 | 23 | 19 | 56 |
| Germany | 5 | 22 | 33 | 6 | 27 |
| Russia | 4 | 14 | 25 | 42 | 18 |
| Nigeria | 33 | 44 | 15 | 7 | 77 |
| Ghana | 34 | 40 | 15 | 8 | 74 |
| Kenya | 31 | 31 | 25 | 9 | 62 |
| Australia | 31 | 48 | 9 | 7 | 79 |
| China | 16 | 55 | 15 | 12 | 71 |
| South Korea | 20 | 47 | 21 | 10 | 67 |
| India | 20 | 34 | 27 | 12 | 54 |
| Pakistan | 13 | 37 | 29 | 16 | 50 |
| Indonesia | 8 | 41 | 37 | 8 | 49 |
| Global average | 25 | 38 | 19 | 12 | 63 |

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The white space in this chart represents "Depends on which, what extent," "Neither," and "DK/NA."

# Views on Acceptance of Refugees Fleeing Conflict in Other Countries
"Approve" vs "Disapprove," by Country, 2016

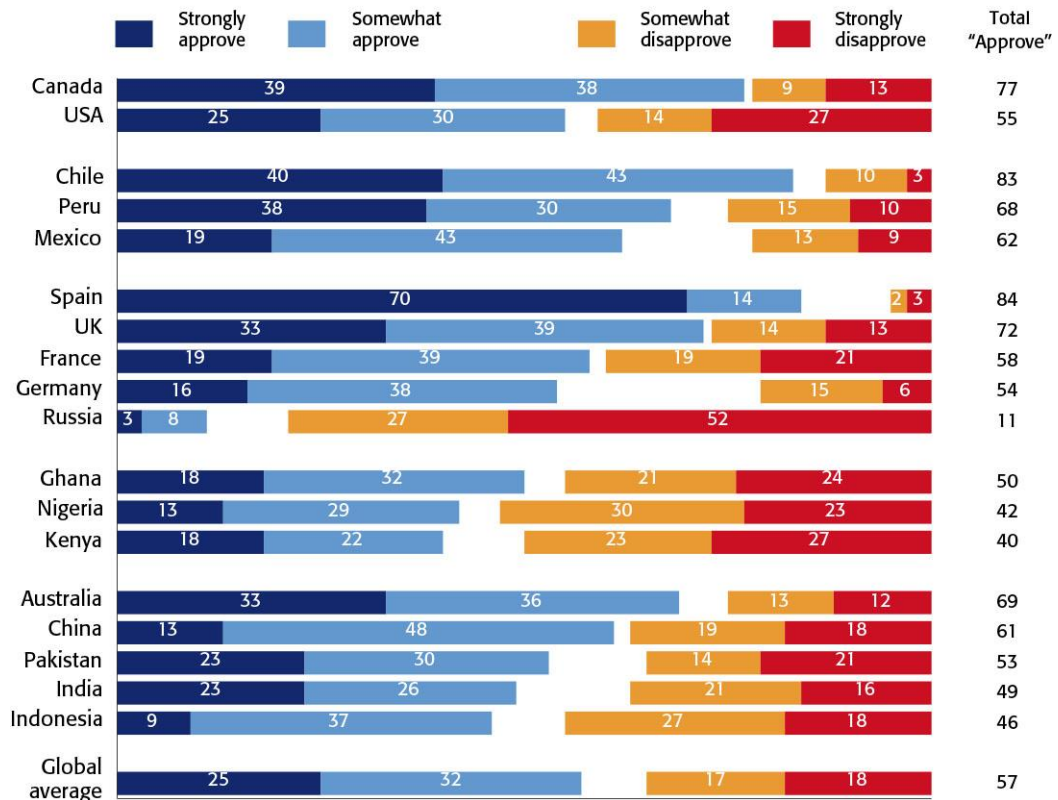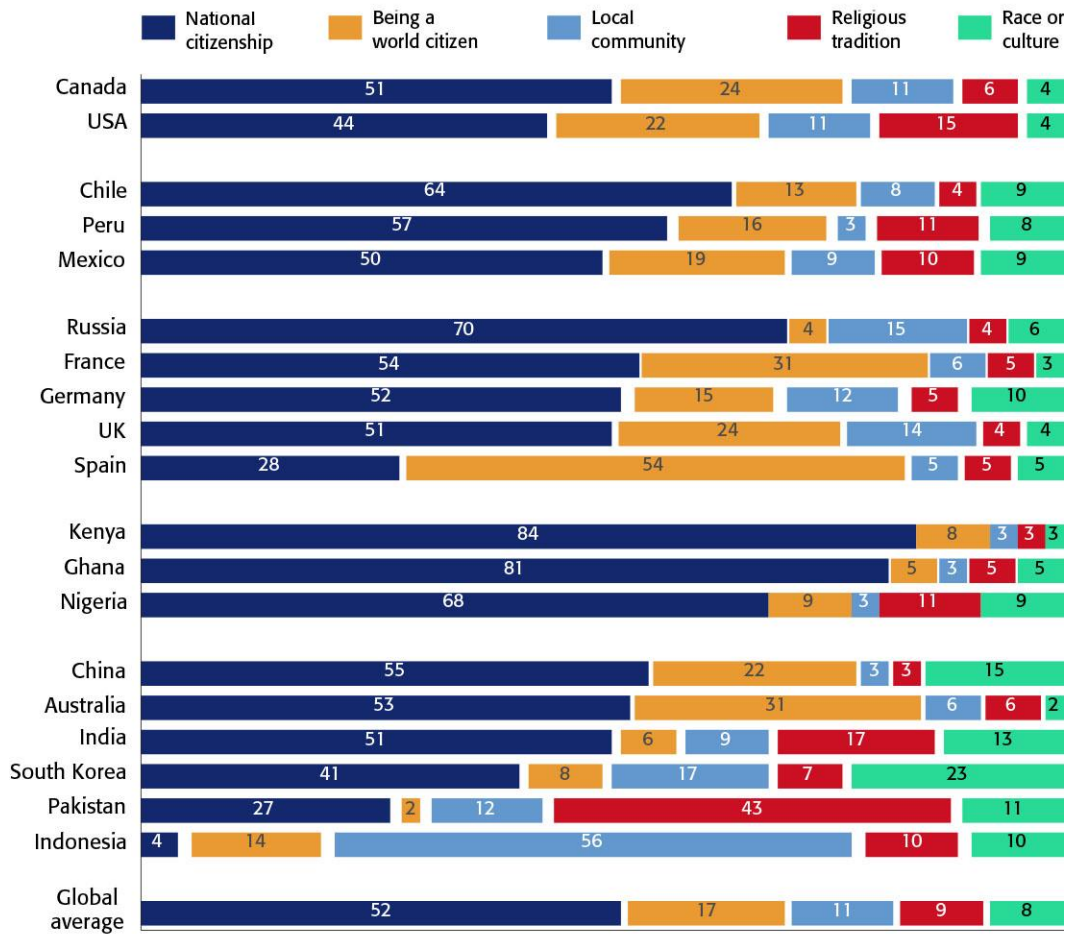| | Strongly approve | Somewhat approve | Somewhat disapprove | Strongly disapprove | Total "Approve" |
|---|---|---|---|---|---|
| Canada | 37 | 41 | 9 | 10 | 78 |
| USA | 26 | 32 | 16 | 23 | 58 |
| Chile | 39 | 43 | 12 | 3 | 82 |
| Peru | 36 | 32 | 14 | 11 | 68 |
| Mexico | 21 | 45 | 15 | 9 | 66 |
| Spain | 65 | 18 | 2 | 3 | 83 |
| UK | 32 | 39 | 15 | 12 | 71 |
| France | 19 | 41 | 18 | 20 | 60 |
| Germany | 9 | 34 | 25 | 6 | 43 |
| Russia | 4 | 15 | 24 | 44 | 19 |
| Ghana | 26 | 40 | 15 | 15 | 66 |
| Nigeria | 26 | 38 | 18 | 15 | 64 |
| Kenya | 22 | 31 | 24 | 18 | 53 |
| Australia | 34 | 39 | 11 | 11 | 73 |
| India | 28 | 36 | 21 | 6 | 64 |
| China | 13 | 50 | 21 | 14 | 63 |
| Pakistan | 12 | 35 | 29 | 17 | 47 |
| Indonesia | 10 | 36 | 29 | 17 | 46 |
| Global average | 26 | 36 | 18 | 14 | 62 |

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The white space in this chart represents "Depends on which, what extent," "Neither," and "DK/NA."
Question not asked in South Korea

## Views on Acceptance of Refugees Fleeing the Conflict in Syria
"Approve" vs "Disapprove," by Country, 2016

| | Strongly approve | Somewhat approve | Somewhat disapprove | Strongly disapprove | Total "Approve" |
|---|---|---|---|---|---|
| Canada | 39 | 38 | 9 | 13 | 77 |
| USA | 25 | 30 | 14 | 27 | 55 |
| Chile | 40 | 43 | 10 | 3 | 83 |
| Peru | 38 | 30 | 15 | 10 | 68 |
| Mexico | 19 | 43 | 13 | 9 | 62 |
| Spain | 70 | 14 | 2 | 3 | 84 |
| UK | 33 | 39 | 14 | 13 | 72 |
| France | 19 | 39 | 19 | 21 | 58 |
| Germany | 16 | 38 | 15 | 6 | 54 |
| Russia | 3 | 8 | 27 | 52 | 11 |
| Ghana | 18 | 32 | 21 | 24 | 50 |
| Nigeria | 13 | 29 | 30 | 23 | 42 |
| Kenya | 18 | 22 | 23 | 27 | 40 |
| Australia | 33 | 36 | 13 | 12 | 69 |
| China | 13 | 48 | 19 | 18 | 61 |
| Pakistan | 23 | 30 | 14 | 21 | 53 |
| India | 23 | 26 | 21 | 16 | 49 |
| Indonesia | 9 | 37 | 27 | 18 | 46 |
| Global average | 25 | 32 | 17 | 18 | 57 |

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The white space in this chart represents "Depends on which, what extent," "Neither," and "DK/NA."
Question not asked in South Korea

## Most Important Defining Criteria of Self-Identity
By Country, 2016

| | National citizenship | Being a world citizen | Local community | Religious tradition | Race or culture |
|---|---|---|---|---|---|
| Canada | 51 | 24 | 11 | 6 | 4 |
| USA | 44 | 22 | 11 | 15 | 4 |
| Chile | 64 | 13 | 8 | 4 | 9 |
| Peru | 57 | 16 | 3 | 11 | 8 |
| Mexico | 50 | 19 | 9 | 10 | 9 |
| Russia | 70 | 4 | 15 | 4 | 6 |
| France | 54 | 31 | 6 | 5 | 3 |
| Germany | 52 | 15 | 12 | 5 | 10 |
| UK | 51 | 24 | 14 | 4 | 4 |
| Spain | 28 | 54 | 5 | 5 | 5 |
| Kenya | 84 | 8 | 3 | 3 | 3 |
| Ghana | 81 | 5 | 3 | 5 | 5 |
| Nigeria | 68 | 9 | 3 | 11 | 9 |
| China | 55 | 22 | 3 | 3 | 15 |
| Australia | 53 | 31 | 6 | 6 | 2 |
| India | 51 | 6 | 9 | 17 | 13 |
| South Korea | 41 | 8 | 17 | 7 | 23 |
| Pakistan | 27 | 2 | 12 | 43 | 11 |
| Indonesia | 4 | 14 | 56 | 10 | 10 |
| Global average | 52 | 17 | 11 | 9 | 8 |

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Numbers in the above chart do not always add up to 100% because the marginal proportions accounting for "None," "Other," and "DK/NA" are not represented.

*For more details, please visit www.GlobeScan.com as well as the GlobeScan Espresso blog at http://www.globescan.com/news-and-analysis/blog.html*

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**Questionnaire – Identity Season**

**Q18jt.** Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements. **READ AND ROTATE. CODE ONE FOR EACH**

    jt) I see myself more as a global citizen than a citizen of [COUNTRY].

        01 – Strongly agree
        02 – Somewhat agree
        03 – Somewhat disagree
        04 – Strongly disagree
        **VOLUNTEERED (DO NOT READ)**
        05 – Depends / neither agree nor disagree
        99 – Don't know / no answer

**M1.** As you may know, there are a number of developments changing the population make-up of [Country]. For each of the following, please tell me if you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of it in [Country]. **READ AND ROTATE. CODE ONE FOR EACH**

    a) Intermarriage between different races and ethnic groups
        01 – Strongly approve
        02 – Somewhat approve
        03 – Somewhat disapprove
        04 – Strongly disapprove
        **VOLUNTEERED (DO NOT READ)**
        05 – Depends on which, what extent
        06 – Neither
        99 – Don't know / no answer

    b) Immigration from other countries
    c) The acceptance of refugees fleeing conflict in other countries
    d) The acceptance of refugees fleeing the conflict in Syria

**M2.** Different people identify themselves in different ways. In your own case, would you say your most important identity is as… **READ AND ROTATE. CODE ONLY ONE**

        01 – A member of a religious tradition
        02 – A citizen of [Country]
        03 – A member of your race or culture
        04 – A resident of a community or area (smaller than country)
        05 – A citizen of the world
        **VOLUNTEERED**
        06 – None of the above, other
        99 – Don't know / no answer

**Methodology**

In total 20,823 citizens in Australia, Brazil, Canada, Chile, China, France, Germany, Ghana, Greece, India, Indonesia, Kenya, Mexico, Nigeria, Pakistan, Peru, Russia, South Korea, Spain, the UK, and the United States were interviewed face-to-face or by telephone between December 2, 2015 and April 15, 2016. Polling was conducted by GlobeScan and its research partners in each country.

In Brazil, China, Indonesia, and Kenya, urban samples were used. The margin of error per country ranges from +/- 2.8 to 3.7 per cent, 19 times out of 20.

| Country | Sample Size (unweighted) | Field dates | Sample frame | Survey methodology | Type of sample |
|---|---|---|---|---|---|
| Australia | 802 | February 29 – March 21, 2016 | 18+ | Telephone | National |
| Brazil | 804 | January 25 – February 12, 2016 | 18-69 | Face-to-face | Urban[1] |
| Canada | 1020 | March 7–24, 2016 | 18+ | Telephone | National |
| Chile | 1200 | December 2, 2015 – January 5, 2016 | 18+ | Face-to-face | National |
| China | 1055 | April 2–15, 2016 | 18+ | Telephone | Urban[2] |
| France | 1055 | February 22 – March 3, 2016 | 18+ | Telephone | National |
| Germany | 1001 | February 4–18, 2016 | 16-70 | Telephone | National |
| Ghana | 1053 | March 16 – April 12, 2016 | 18-65 | Face-to-face | National |
| Greece | 704 | March 16–28, 2016 | 18+ | Telephone | National |
| India | 1269 | March 15–30, 2016 | 18+ | Face-to-face | National |
| Indonesia | 1000 | March 12–26, 2016 | 18+ | Face-to-face | Urban[3] |
| Kenya | 1010 | March 4–20, 2016 | 18+ | Face-to-face | Urban[4] |
| Mexico | 999 | March 18–22, 2016 | 18+ | Face-to-face | National |
| Nigeria | 800 | March 9–24, 2016 | 18+ | Face-to-face | National |
| Pakistan | 1000 | February 19 – March 5, 2016 | 18+ | Face-to-face | National |
| Peru | 1205 | March 14–27, 2016 | 18-70 | Face-to-face | National |
| Russia | 1020 | March 9–21, 2016 | 18+ | Telephone | National |
| South Korea | 1000 | March 20–24, 2016 | 19+ | Telephone | National |
| Spain | 815 | February 29 – March 29, 2016 | 18+ | Telephone | National |
| United Kingdom | 1005 | February 22 – March 13, 2016 | 18+ | Telephone | National |
| USA | 1006 | February 29 – March 13, 2016 | 18+ | Telephone | National |

[1] In Brazil the survey was conducted in Belo Horizonte, Brasília, Curitiba, Goiânia, Porto Alegre, Recife, Rio de Janeiro, Salvador, São Paulo, representing 23 per cent of the national adult population.

[2] In China the survey was conducted in Beijing, Chengdu, Chongqing, Fuzhou, Guangzhou, Hangzhou, Harbin, Hefei, Kunming, Nanning, Shanghai, Shenyang, Taiyuan, Tianjin, Wuhan, Xi'an, Xining, Zhengzhou representing 14 per cent of the national adult population.

[3] In Indonesia the survey was conducted in Bandung, Jakarta, Makassar, Medan, and Surabaya, representing 27 per cent of the national adult population.

[4] In Kenya, the survey was conducted in seven out of the eight former administrative provinces targeting the 45 per cent of the adult population in urban and mixed settlements. The survey sample included urban populations in 30 counties representing 64 per cent of all counties. The counties included in the sample were: Bungoma, Busia, Embu, Kajiado, Kakamega, Kericho, Kiambu, Kilifi, Kirinyaga, Kisii, Kisumu, Kitui, Kwale, Laikipia, Machakos, Marsabit, Meru, Migori, Mombasa, Nairobi, Nakuru, Narok, Nyamira, Nyandarua, Nyeri, Siaya, Trans Nzoia, Turkana, Uasin Gishu, Vihiga.

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