

The Hope Index: A Survey of Citizen Views on the State of Our World



A GlobeScan Foundation Poll
September 2014

Table of Contents



Introduction & Methodology 3

Citizen Perspectives (Survey Results) 4

The Hope Index 14

Next Steps 22

The GlobeScan Foundation Team 24

Appendix: Country Partners and Methodology.....25

The Hope Index:

Introduction & Survey Methodology



Introduction

It can be argued that hope is a necessary condition for creating a future worth living. We live in a world with a number of daunting economic, social and environmental challenges. Social science can help us understand how citizens around the world perceive these challenges as well as the extent of their hope or hopelessness. Just as a consumer confidence index is a predictor of our economic future, the GlobeScan Foundation believes it is important to have a robust Hope Index.

In an effort to explore how people around the world see Humanity's prospects, the GlobeScan Foundation used its 2014 annual Poll to ask 12,000 citizens across twelve countries to share their perspective on the current economic, social and environmental challenges we face, and whether they are optimistic that we as a global society can overcome these pressing problems. We then used these perspectives to develop a "Hope Index" that represents the degree of hope respondents have for our future.

Methodology

- 1,000 individuals, selected randomly, were surveyed in each of 12 countries, for a total representative sample of 12,000 respondents across the world
- Participating countries included the United States, the United Kingdom, Mexico, Pakistan, Nigeria, Russia, Poland, Panama, India, Turkey, Kenya, and Indonesia
- Respondents were interviewed mainly face to face between September 2013 and January 2014
- Unless stated otherwise, all scales in this report represent percentages.

Citizen Perspectives (Survey Results)



Perspectives on the State of Our World: Key Findings



Here is a top-line summary of perceptions of the 12,000 respondents across the 12 countries polled.

Six in ten (59%) believe the social, economic and environmental challenges Humanity faces today are more difficult than any the world has faced before. Another one in four (25%) believe we have faced more difficult challenges in the past.

Overall, respondents are optimistic (63%) that humanity will overcome the socioeconomic and environmental challenges we face today. However, significant minorities in most countries are pessimistic (31% overall).

Majorities believe that key dimensions of the global situation are getting worse, including global conflict (60% worse), the world economy (52%), and the global environment (51%). Views are more divided on whether personal freedoms are getting better (42%) or worse (43%).

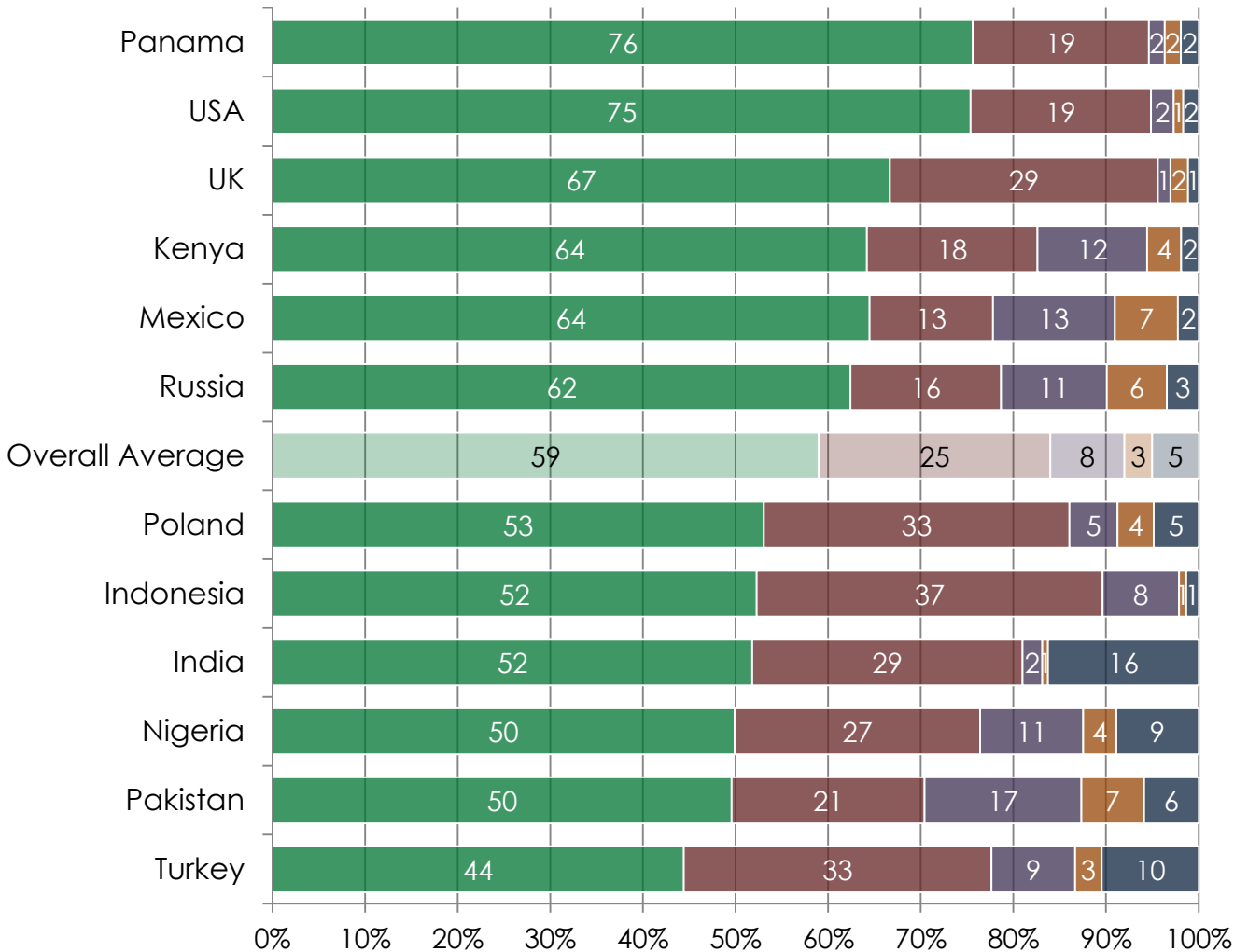
Overall, more than half of respondents (53%) do not believe that the world is going in the right direction. Another 37% view the world's direction positively, especially in developing countries.

One in two respondent (51%) believes that the next generation will inherent a higher quality of life than we have today. But another 38%, believe their children and grandchildren will have a lower quality of life.

Generally, most citizens (58%) say they are doing their part to solve the challenges facing humanity, but only one in five (21%) "strongly agree" they are.

Current Challenges: More or Less Difficult than in the Past?

Six in ten respondents (59%) believe the challenges we face today are more difficult than the challenges the world faced in the past. Respondents in Panama, the US and the UK are most likely to believe that the challenges are more difficult than in the past, while significant minorities of respondents in Indonesia, Poland and Turkey believe the challenges of today are less difficult than challenges faced in the past.



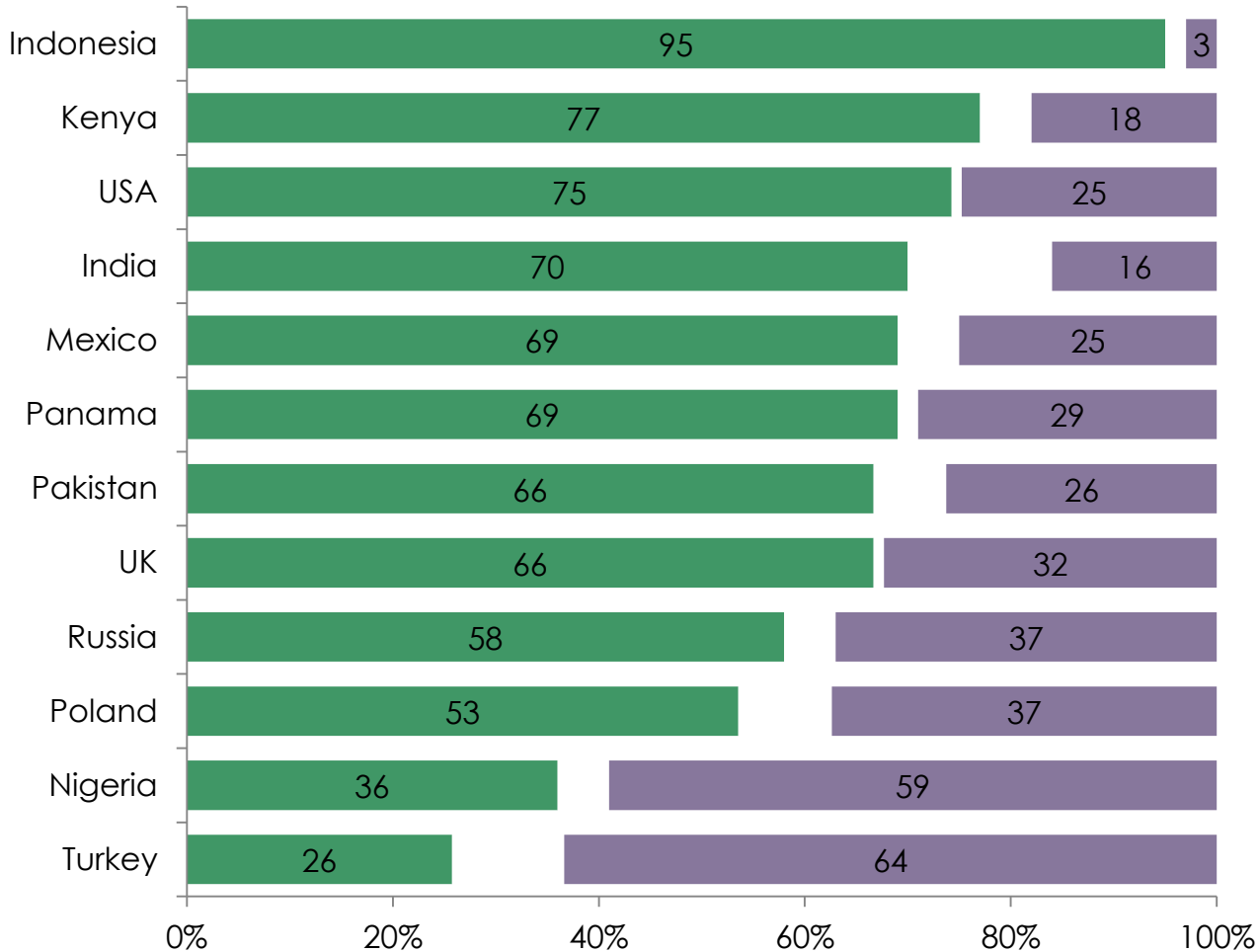
Question:

Which statement is closest to your personal opinion?

- The socioeconomic and environmental challenges the world faces today are **more** difficult than the past
- The socioeconomic and environmental challenges the world faces today are **less** difficult than the past
- The challenges are the same as those faces throughout history (Vol.)
- Hard to say/Depends (Vol.)
- Don't know/NA (Vol.)

Optimistic or Pessimistic?

Overall, respondents are optimistic (63%) that humanity will overcome the socioeconomic and environmental challenges we face today. However, significant minorities in most countries are pessimistic (31% overall). Respondents in Indonesia are especially optimistic, while respondents in Turkey and Nigeria are quite pessimistic.



Question:

How likely, if at all, do you think it is that humanity will find a way to overcome our current social, environmental and economic challenges?

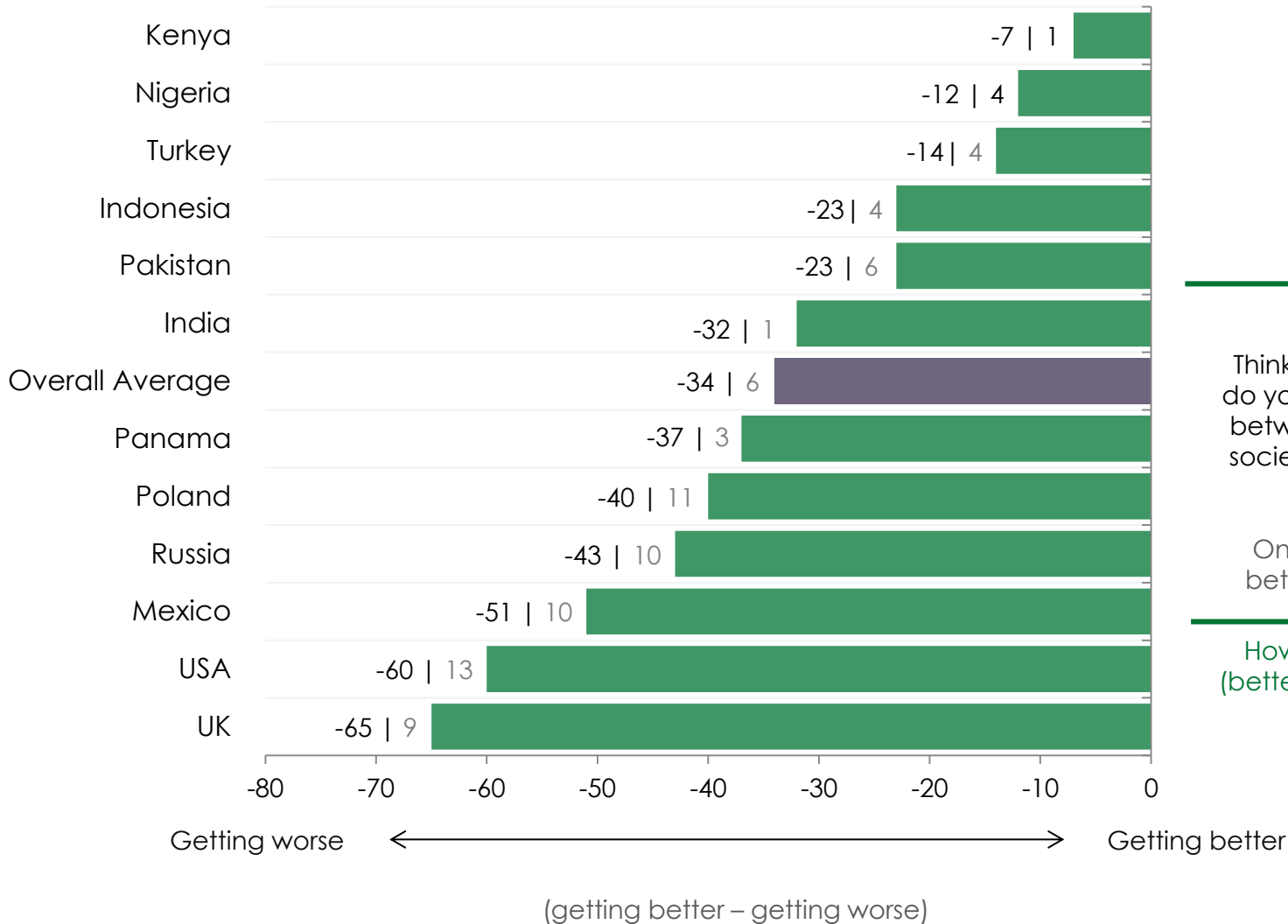
On a scale from "very likely" to "Not at all likely"

- Likely
- Not Likely

The white space in this chart represents "DK/NA."

Global Conflict: Getting Better or Worse?

Respondents overwhelmingly believe that the conflict between groups in the world is getting worse. This belief is especially true of respondents in the United Kingdom, the United States, Mexico and Russia.



Question:

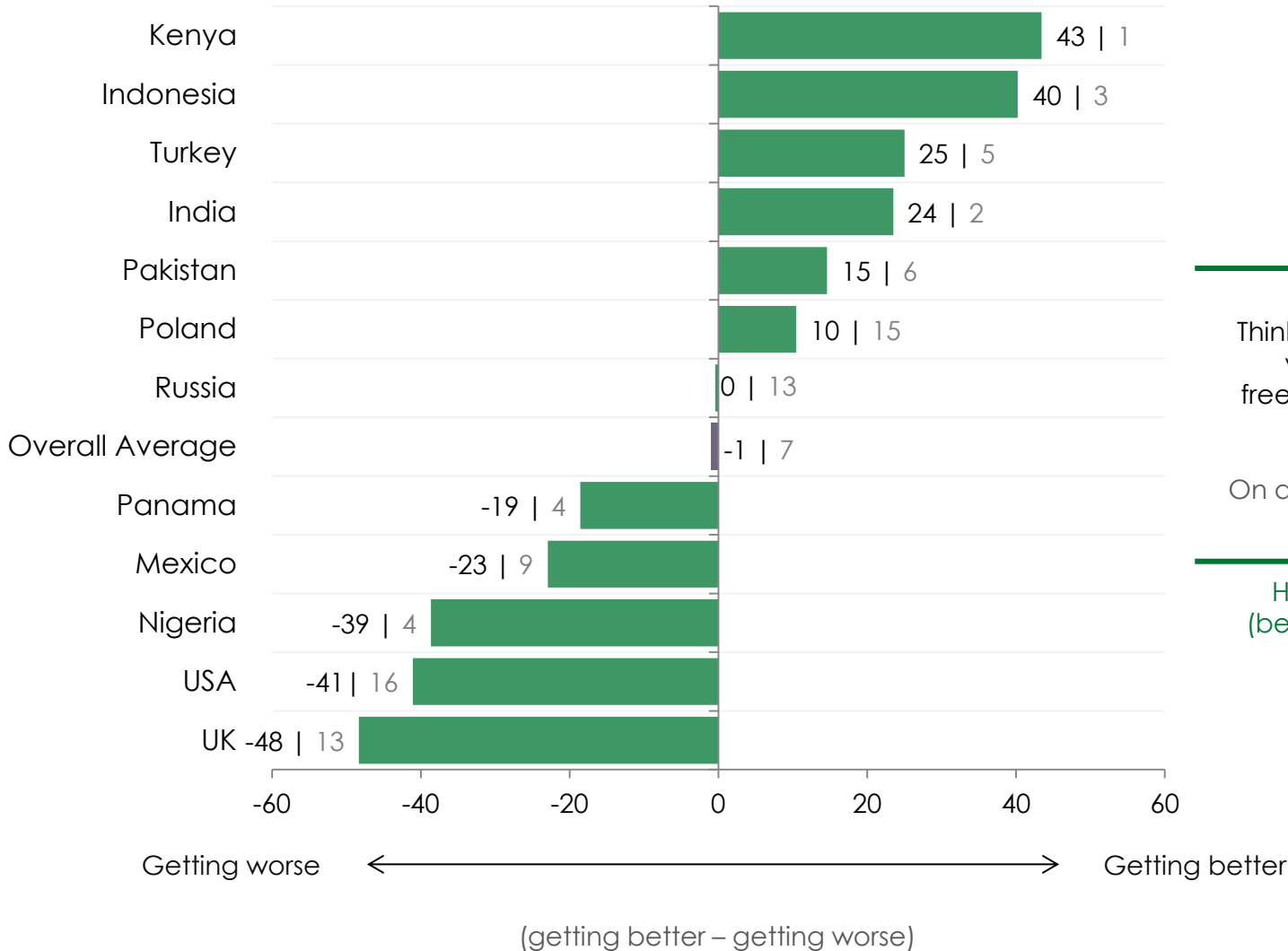
Thinking about the world, do you believe the conflict between groups in global society is getting better or worse?

On a scale from “a lot better” to “a lot worse”

How to read this graph:
(better – worse) | the same

Personal Freedoms: Getting Better or Worse?

Citizens across the 12 countries surveyed are equally divided on whether personal freedoms are getting better or worse in the world. Kenyan and Indonesian respondents are especially enthusiastic about the trajectory, while respondents in Nigeria, the US and the UK believe personal freedoms worldwide are on the decline.



Question:

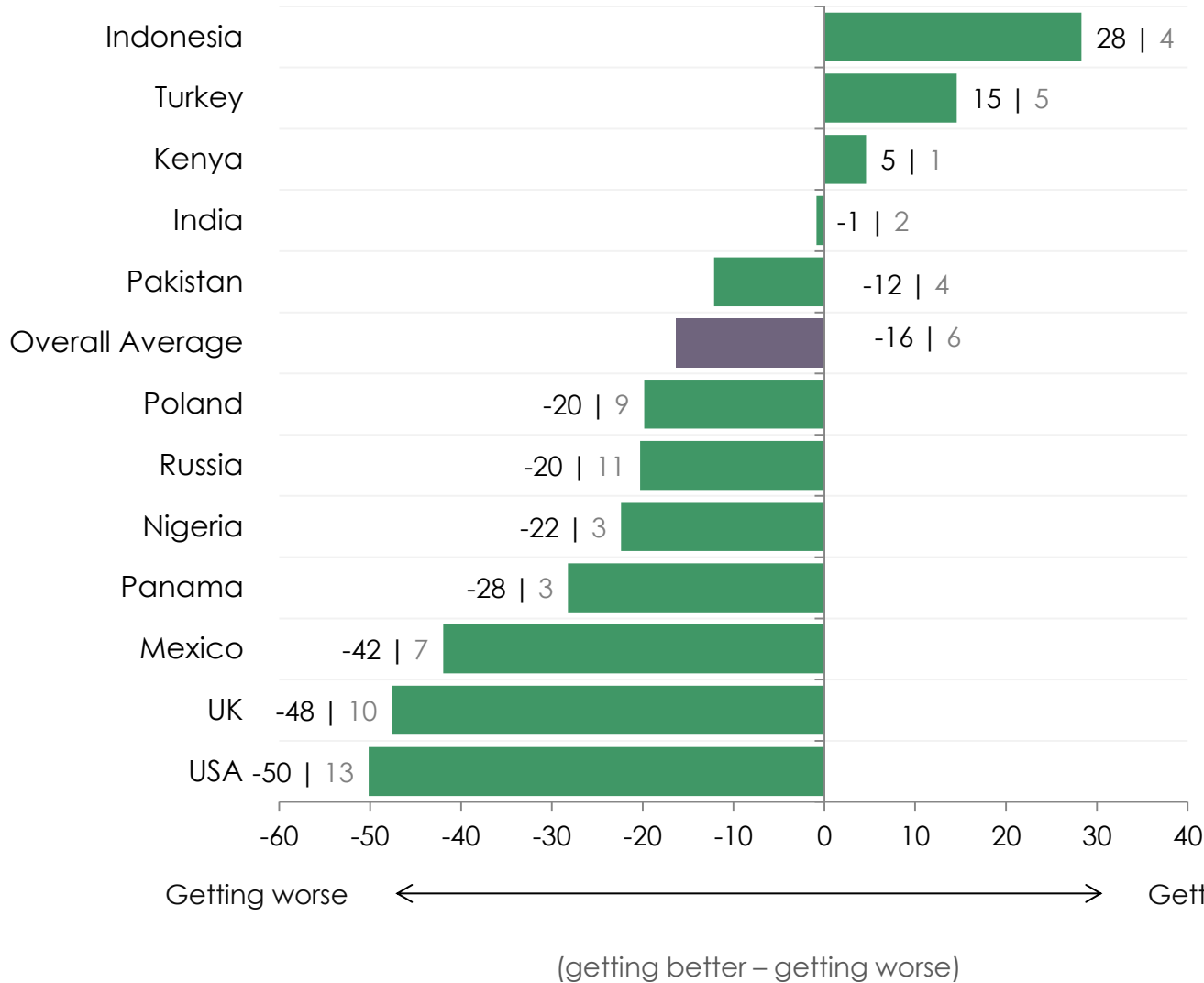
Thinking about the world, do you believe personal freedoms are getting better or worse?

On a scale from “a lot better” to “a lot worse”

How to read this graph:
(better – worse) | the same

Global Economy: Getting Better or Worse?

With the exception of respondents in Indonesia, Turkey and Kenya, respondents generally report a decline in the global economic situation. Respondents in the United States, the United Kingdom and Mexico are especially pessimistic about the global economic situation.



Question:

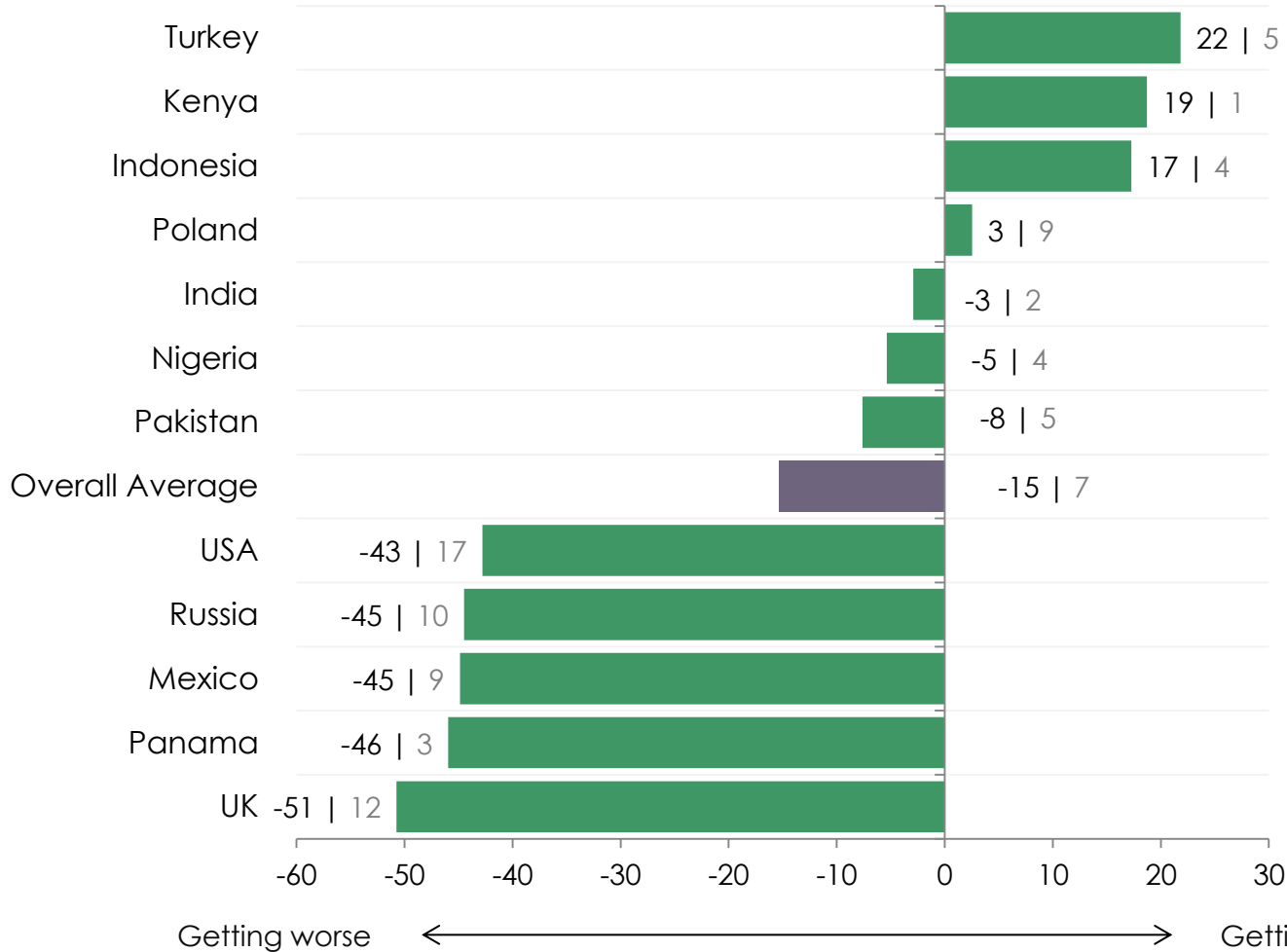
Thinking about the world, do you believe the economic situation is getting better or worse?

On a scale from “a lot better” to “a lot worse”

How to read this graph:
(better – worse) | the same

Global Environment: Getting Better or Worse?

Overall, respondents believe the global environmental situation is getting worse, a belief that is especially observed in the UK, Panama, Mexico, Russia, and the US. Respondents in Turkey, Kenya, and Indonesia on the other hand, believe the environmental situation is improving. Views in other countries are divided.



Question:

Thinking about the world, do you believe the environmental situation is getting better or worse?

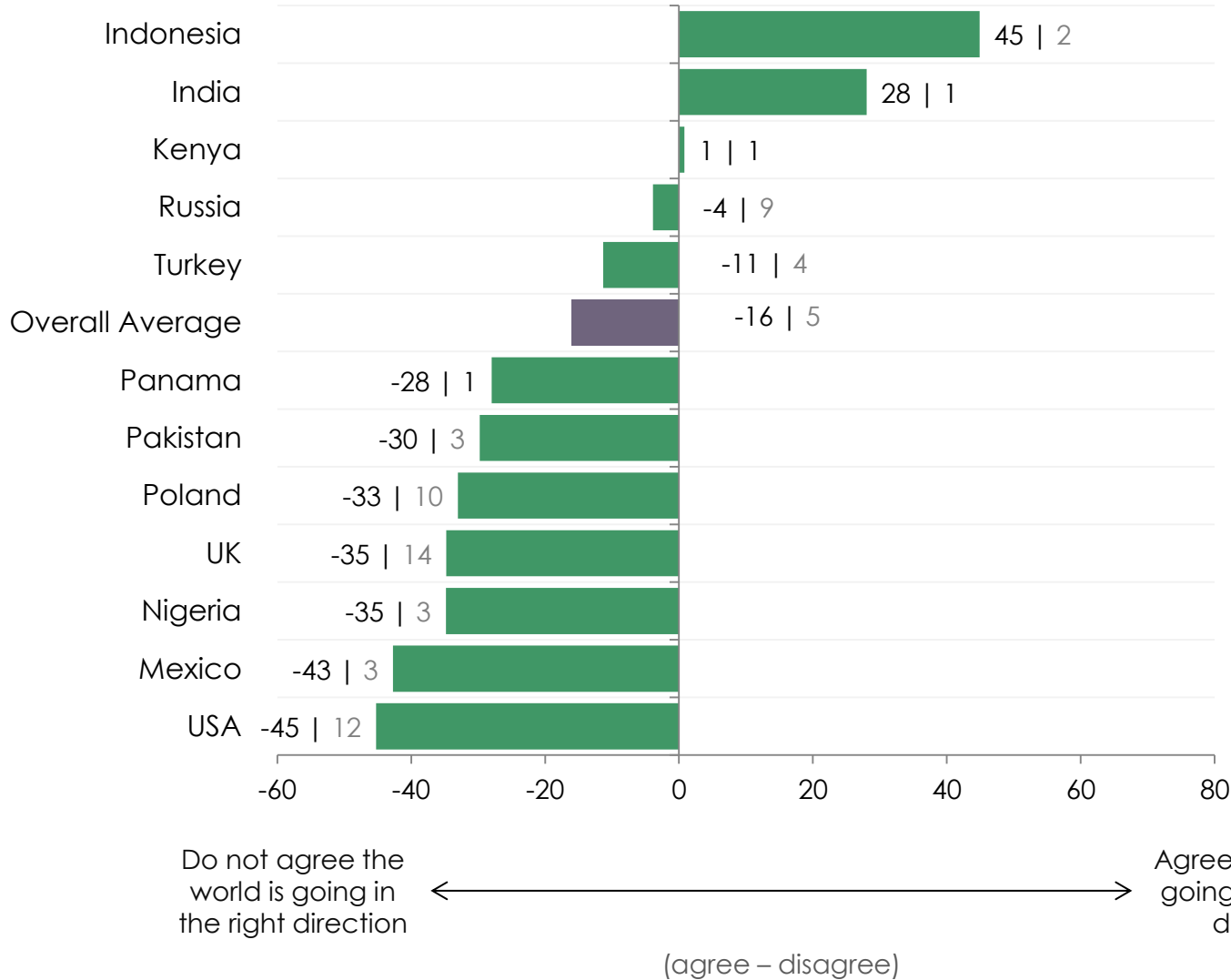
On a scale from “a lot better” to “a lot worse”

How to read this graph:
(better – worse) | the same

(getting better – getting worse)

World Going in Right Direction?

Overall, 53% of respondents do not believe that the world is going in the right direction. Indonesia and India are the only countries surveyed where the weight of opinion is positive. Respondents in the United States and Mexico report the most discomfort with the global trajectory.



Question:

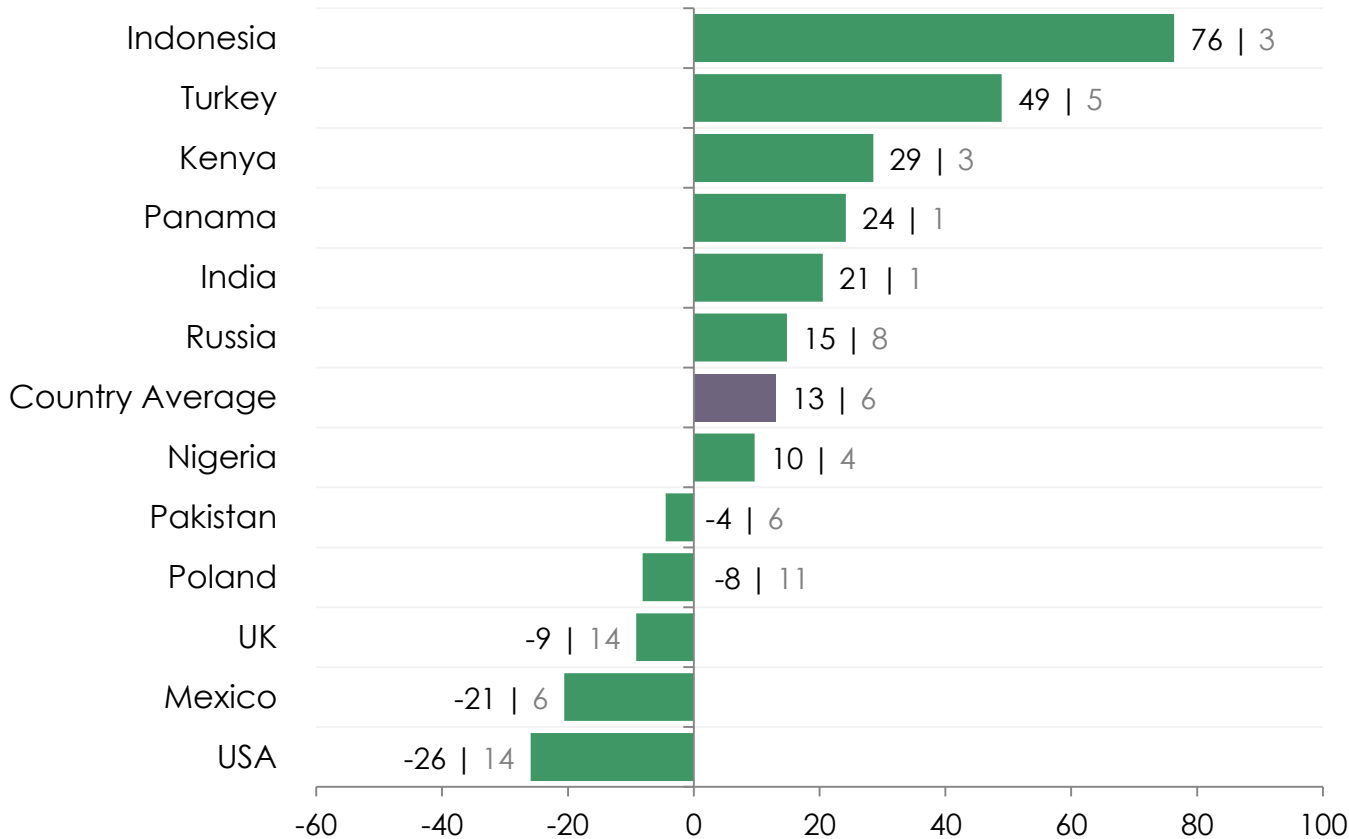
Do you believe the world is going in the right direction?

On a scale from “strongly agree” to “strongly disagree”

How to read this graph:
(agree – disagree) | depends

Future Quality of Life: Better or Worse?

Generally, one in two respondents (51%) believe that their children and grandchildren will have a higher quality of life than we do today. Indonesians and Turks stand out as being most optimistic about this among the countries surveyed, while Americans and Mexicans on balance believe their offspring will have a lower quality of life than they have today.



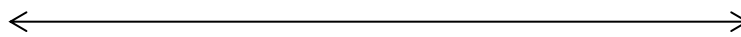
Question:

Do you believe that our children and grandchildren will have a higher quality of life than we do today?

On a scale from “strongly agree” to “strongly disagree”

How to read this graph:
(agree – disagree) | depends

Do not agree that the next generation will have a higher quality of life

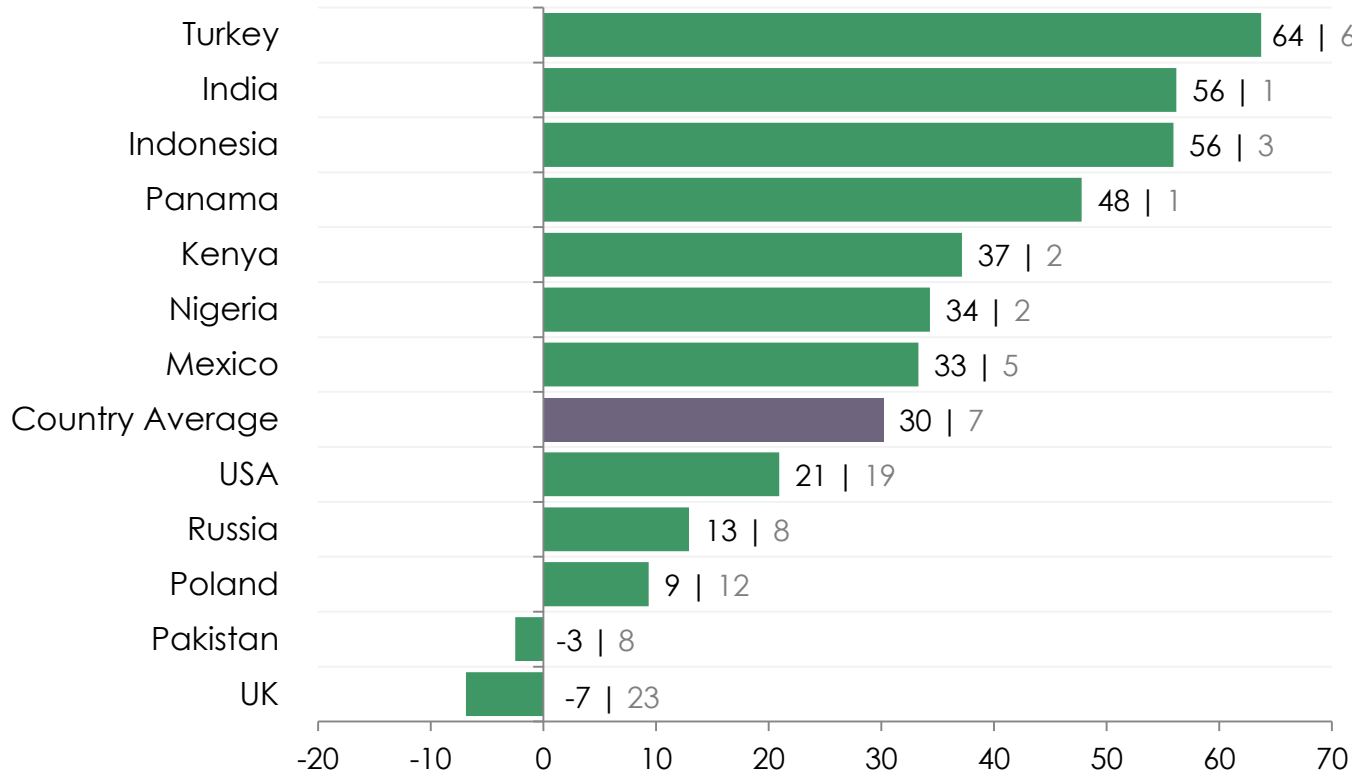


(agree – disagree)

Agree that the next generation will have a higher quality of life

Doing Your Part to Solve Humanity's Problems?

Respondents generally say they are doing their part to solve the challenges facing humanity, but the percentage strongly agreeing they are is only 21% across the countries surveyed. Respondents in both Pakistan and the United Kingdom are less likely to report that they are personally taking action.



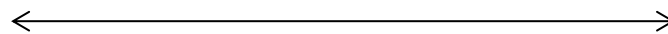
Question:

Do you believe that you are personally doing your part to solve humanity's challenges?

On a scale from "strongly agree" to "strongly disagree"

How to read this graph:
(agree - disagree) | depends

Do not agree that I am personally doing my part to solve challenges



(agree - disagree)

Agree that I am personally doing my part to solve challenges

The Hope Index



Creating the Hope Index



The 2014 GlobeScan Foundation Poll of 12,000 citizens across the 12 countries was designed to provide measures of citizen perceptions on the trajectory of global challenges and society, and whether they believe we are likely to overcome these challenges.

GlobeScan's advanced analytics team then ran a factor analysis to group questions that reflect similar dimensions of hope. Each cluster of questions is called a "factor" of the Hope Index, or a factor that reflects a distinct aspect of hope.

The analysis revealed three primary factors that constitute hope:

Perception of situational trends. This factor reflects whether respondents believe the economy, the environment, personal freedoms, and conflict between groups are getting better or worse in both their country and the world as a whole. It accounts for 33% of our Hope Index.

Hope in the agency. Quintessential to the concept of hope, this factor reflects whether the respondents believe humanity will find a way to overcome our environmental and socio-economic challenges. This factor accounts for 33% of the Index.

Social expectation. This factor reflects whether respondents believe we as a global society are on track for a future we want. Specifically, this factor reflects whether the respondents believe the world is going in the right direction, and whether our children and grandchildren will have a higher quality of life than we do today. It accounts for the final 33% of the Index.

These three discrete factors were combined equally in creating our Hope Index for each of the surveyed countries, on a scale of 100.

Overview of Findings

As the following charts reveal in more detail, here are some of the key findings from The 2014 Hope Index analysis:

Respondents from less developed economies, especially Indonesia and Kenya, are the most hopeful.

Respondents in the US and UK, are least hopeful of any nationalities in the survey.

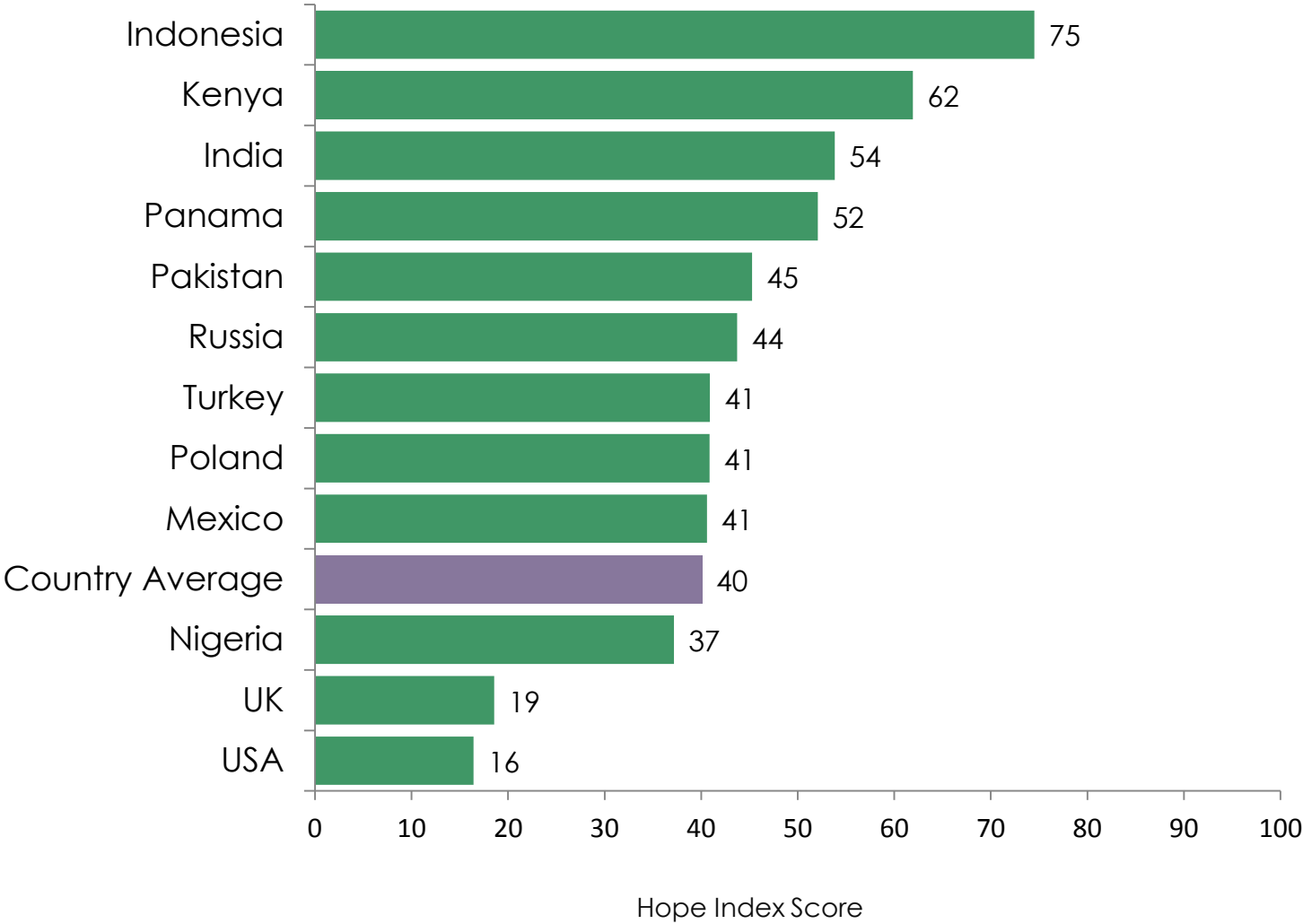
At the individual level, both high and low hope respondents share similar (generally negative) views on the trajectory of current issues (economy, environment, conflict, personal freedoms). However, low hope individuals see these issues trending more sharply negative compared to high hope individuals.

High and low hope individuals differ most on whether the world is going in the right direction, whether humanity will successfully meet our challenges, and in their expectations of future quality of life. Those with a low Hope Index are most likely to see the world heading in the wrong direction and to see a lower quality of life for their children and grandchildren. Fully 40% of low hope respondents do not believe humanity will be successful in meeting its challenges.

Importantly, high hope individuals are significantly more likely to be acting to do their part in meeting humanity's challenges than those with low hope.

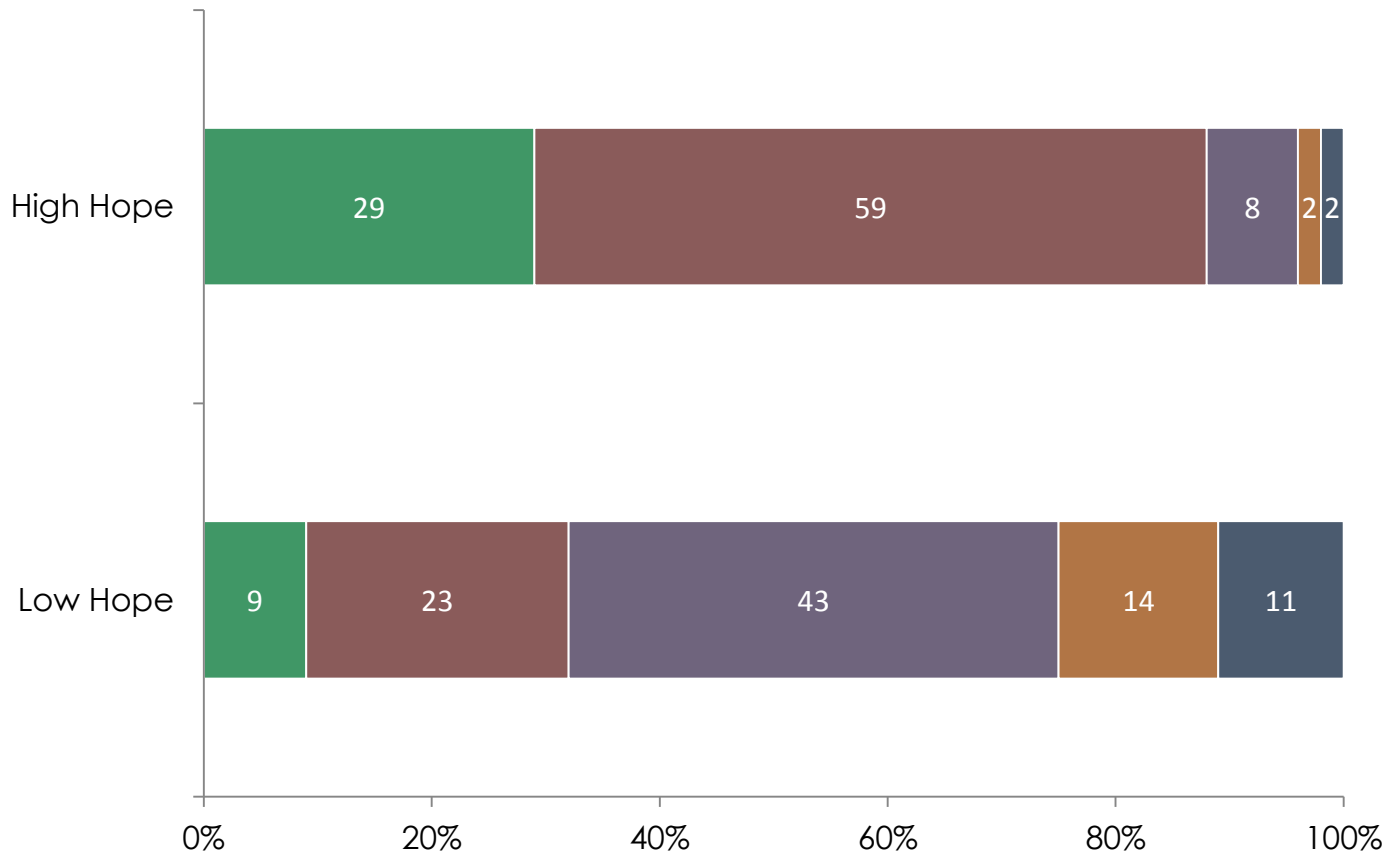
The Hope Index by Country

Respondents in Indonesia and Kenya score highest on the Hope Index, while respondents in the USA and UK score the lowest. Out of a possible score of 100, the index country average hovers at 40, suggesting a generally low level of hope among the surveyed countries.



Difference in Optimism

Respondents who have high hope, by definition, are much more optimistic in the belief that humanity will overcome the challenges we face today.



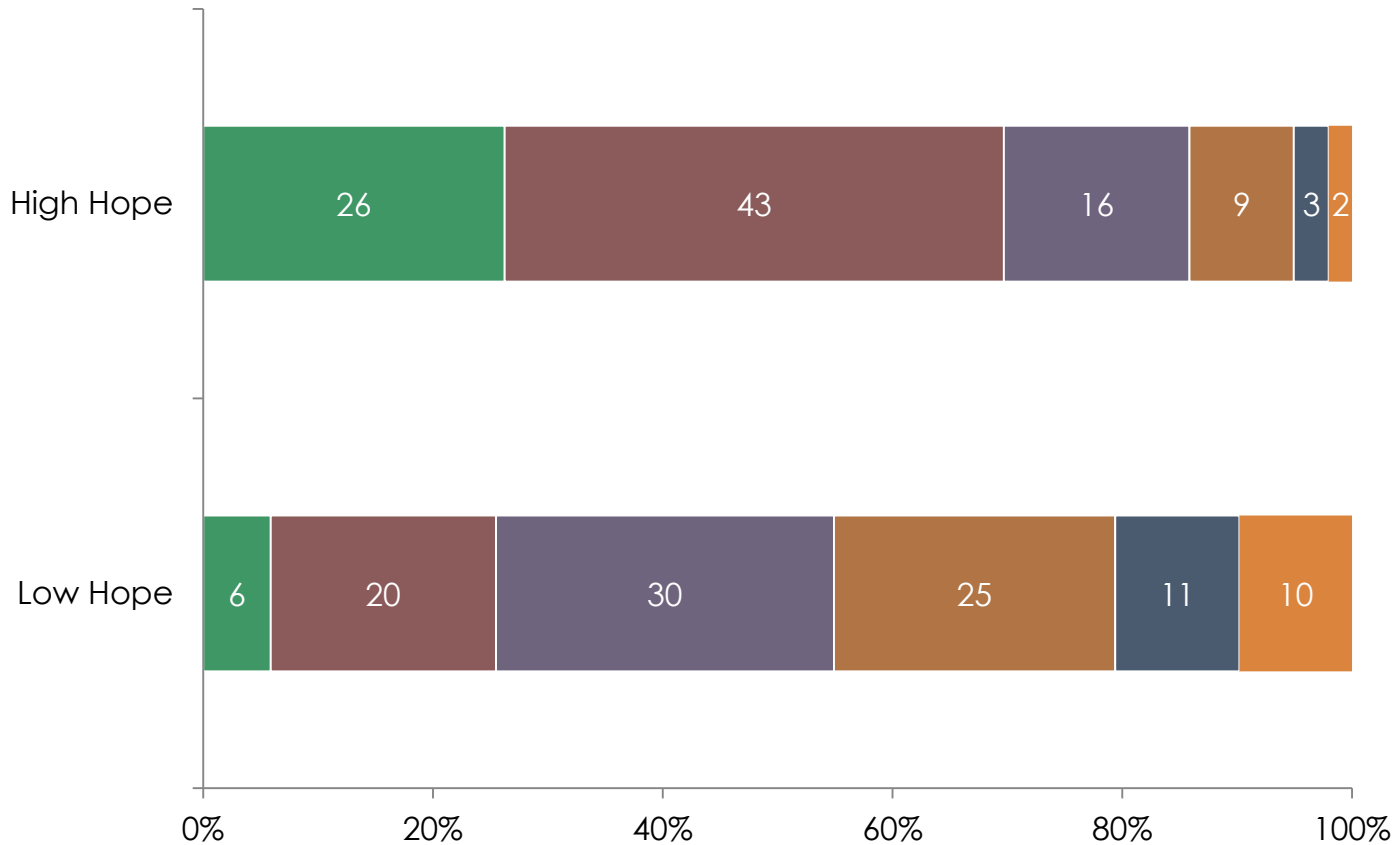
Question:

How likely, if at all, do you think it is that humanity will find a way to overcome our current social, environmental and economic challenges?

- Very Likely
- Somewhat Likely
- Not very likely
- Not likely at all
- DK/NA

Different Views of the Future

Over two-thirds of respondents (69%) with high hope believe that the next generation will have a higher quality of life than we have today, while over half of respondents (55%) that have a low level of hope believe that the next generation will not have a higher quality of life.



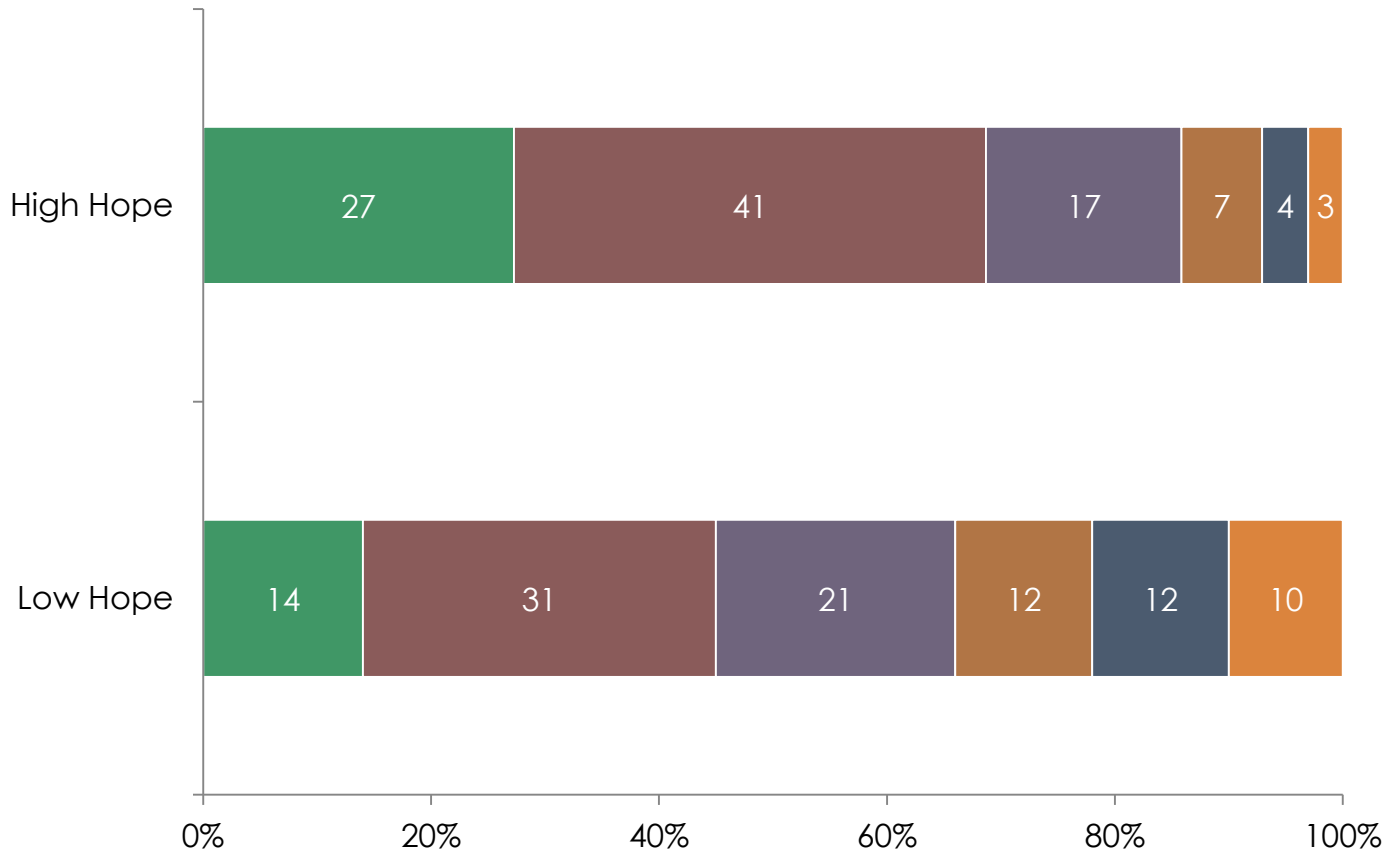
Question:

Our children and grandchildren will have a higher quality of life than we do today. Do you agree or disagree?

- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree
- Depends
- DK/NA

Difference in Behaviours

High-hope respondents are more likely to report that they are doing their part to help solve the challenges facing humanity (68%) relative to those with low hope (45%).



Question:

Do you believe that you are personally doing your part to solve humanity's challenges?

- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree
- Depends
- DK/NA

The Hope Index: Our Goals Going Forward



Our Goals Going Forward



The GlobeScan Foundation views this first-year survey and Hope Index as the Pilot Phase of an on-going initiative to further develop and expand the Hope Index into more dimensions and geographies. We invite others to partner and collaborate with us in this endeavour.

We know that hope is as low as we would like it to go and it needs to be tracked. On a scale of 100, the majority of first-year countries scored below the 50 point mark, suggesting that hope is low amongst surveyed citizens. As pollsters we are concerned that fully 31 percent of respondents today do not believe humanity will be successful in meeting its historic challenges. We are concerned because over the last 20 years of polling globally we have seen how 40% can be a “tipping point” of opinion, which could then become a self-fulfilling prophesy.

We know that hope is intimately tied to appropriate behaviour and the confidence that a better future is possible. Unlike those with low hope, our 2014 survey shows that high-hope individuals believe that we as a society can successfully overcome our challenges, and are significantly more likely to act in ways that contribute to this success. The world needs people to do their part.

What are our goals moving forward?

The GlobeScan Foundation's goals with our Hope Index initiative are as follows:

- To expand the number of countries included in our regular Hope Index surveys
- To further refine what hope means to citizens in different geographies and cultures
- To identify the most powerful factors that influence hope positively or negatively
- To better understand hope's effect on individual's outlook and behaviours
- To better understand the impact of hope on a country's development over time.

PARTNERS ARE WELCOME.

Meet the Team



Doug Miller

President of the GlobeScan Foundation

doug.miller@globescan.com

Doug founded GlobeScan Inc. in 1987, and has led its expansive growth and its transition to an evidence-based consultancy and engagement firm. A pioneer of global polling, Doug is also a respected practitioner of stakeholder engagement and collaborative action. Recognized as a leading public affairs specialist, he briefs corporate boardrooms and government leaders around the world, and launched the non-profit GlobeScan Foundation in 2012.



Dr. Melaina Vinski

Senior Research Analyst

melaina.vinski@globescan.com

Melaina is a member of the analytics team at GlobeScan. Holding a Master of Science and a PhD in Cognitive Neuropsychology, Melaina provides theoretical and statistical insight on measurement design, stakeholder engagement and behaviour change for GlobeScan's sustainability, reputation and collaboration-focused projects, and various projects for the GlobeScan Foundation.

Appendix:

Research Partners & Methodology by Country



Our Research Partners



We hereby acknowledge and express our heartfelt thanks to our long-time research partners (listed below), without who's generosity this pilot Hope Index survey could not have been completed.

Country	Research Institute	Location	Contact
India	Team C Voter	Noida	Yashwant Deshmukh (yashwant@teamcvoter.com) +91 120 424 7135
Indonesia	DEKA Marketing Research	Jakarta	Ratna Mulia Darmawan (ratna.darmawan@deka-research.co.id) +62 21 723 6901
Kenya	Research Path Associates Ltd.	Nairobi	Charles Onsongo (charles.onsongo@rpa.co.ke) +254 20 2734770
Mexico	Parametria	Mexico City	Francisco Abundis (fabundis@parametria.com.mx) +52 55 2614 0089
Nigeria	Market Trends	Lagos	Jo Ebhomenye (joebhomenye@hotmail.com) +234 1734 7384
Panama	Dichter & Neira	Panamá City	Gabriel Neira (gneira@dichter-neira.com) +507.236.4000
Pakistan	Gallup Pakistan	Islamabad	Ijaz Shafi Gilani (isb@gallup.com.pk) +92 51 2655630
Poland	CBOS	Warsaw	Michał Feliksiak (m.feliksiak@cbos.pl) +48 22 628 37 04
Russia	CESSI Institute for Comparative Social Research	Moscow	Vladimir Andreenkov (vladimir.andreenkov@cessi.ru) +7 495 650 55 18
Turkey	Yöntem Research Consultancy Ltd.	Istanbul	Mehmet Aktulga (mehmet.aktulga@yontemresearch.com) +90 212 278 12 19
United Kingdom	GlobeScan	Toronto	Robin Miller (robin.miller@globescan.com) +1 647 528 2767
United States	GlobeScan	Toronto	Robin Miller (robin.miller@globescan.com) +1 647 528 2767

Methodology per Country



Country	Same Size (unweighted)	Field Dates	Sample Frame	Survey Methodology	Type of Sample
India	1133	September 5-12, 2013	18+	Face to Face	National
Indonesia	1000	October 30 to November 17, 2013	18+	Face to Face	Urban
Kenya	1001	November 9-26, 2013	18+	Face to Face	National
Mexico	800	November 21-25, 2013	18+	Face to Face	National
Nigeria	802	October 1-14, 2013	18+	Face to Face	National
Panama	2352	September 13-15, 2013	18+	Face to Face	National
Pakistan	1153	October 7-14, 2013	18+	Face to Face	National
Poland	911	September 5-12, 2013	18+	Face to Face	National
Russia	1046	December 16, 2013 to January 25, 2014	18+	Face to Face	National
Turkey	1000	September 6 to October 4, 2013	16+	Face to Face	National
United Kingdom	1043	September 27 to October 9, 2013	16+	Online Questions 1, 2 and 6	National
	1000	January 14, 2014 – February 22, 2014	18+	Telephone Questions 3, 4 and 5	National
United States	1034	September 27 to October 9, 2013	16+	Online Questions 1, 2 and 6	National
	1004	January 10–17, 2014	18+	Telephone Questions 3, 4 and 5	National

Questionnaire



Q.1 Thinking about [Country], please tell me if you think each of the following are getting better or getting worse? Would that be a lot or a little?

READ AND ROTATE STATEMENTS. CODE ONE EACH.

- 01 – A lot better
- 02 – A little better
- 03 – A little worse
- 04 – A lot worse

VOLUNTEERED (DO NOT READ)

- 05 – Staying the same/Both/Depends/Neither
- 99 – DK/NA

Personal freedom in [Country]
Economic situation in [Country]
Environmental situation in [Country]
Conflict between groups in [Country's] society

Q.2 Thinking about the world as a whole, please tell me if you think each of the following are getting better or getting worse? Would that be a lot or a little?

READ AND ROTATE STATEMENTS. CODE ONE EACH.

- 01 – A lot better
- 02 – A little better
- 03 – A little worse
- 04 – A lot worse

VOLUNTEERED (DO NOT READ)

- 05 – Staying the same/Both/Depends/Neither
- 99 – DK/NA

Personal freedom in the world
Economic situation in the world
Environmental situation in the world
Conflict between groups in global society

Q.4 I'm now going to read you a number of opposite statements. For each, please tell me which is closest to your personal opinion?

01 – The social, environmental and economic challenges the world faces today are LESS difficult than the ones we have faced in human history

02 – The social, environmental and economic challenges the world faces today are MORE difficult than the ones we have faced in human history

VOLUNTEERED (DO NOT READ)

03 – The challenges are the same as those faced in human history

04 – Neither one nor the other/depends

99 – DK/NA

Q.5 How likely, if at all, do you think it is that humanity will find a way to overcome our current social, environmental and economic challenges?

01 – Very likely

02 – Somewhat likely

03 – Not very likely

04 – Not at all likely

VOLUNTEERED (DO NOT READ)

99 – DK/NA

Questionnaire



Q.6† Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

READ AND ROTATE STATEMENTS. CODE ONE EACH.

- 01 – Strongly agree
- 02 – Somewhat agree
- 03 – Somewhat disagree
- 04 – Strongly disagree

VOLUNTEERED (DO NOT READ)

- 05 – Depends/Neither agree nor disagree
- 99 – DK/NA

- a) The world is going in the right direction
- b) [Country] is going in the right direction
- c) Our children and grandchildren will have a higher quality of life than we do today
- d) The benefits of modern technology are greater than its risks
- e) Security measures against terrorism go too far because they infringe on my personal freedom and right to privacy
- f) I am personally acting to do my part in solving humanity's challenges



The GlobeScan Foundation is dedicated to helping achieve a sustainable and just world for all. We focus on developing and applying a range of social science tools to help give voice, unlock collaboration and accelerate progress.

www.GlobeScanFoundation.org