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*Polled by Zogby International*

# **American Attitudes Toward China: Views on China and U.S.-China Relations**

**Phase One: Opinion Leaders and General Public**



## Methodology

- **December 2004 Polling**
  - **Opinion Leaders**
    - 203 in-depth interviews nationwide of Americans from diverse fields in leadership positions, that influence public opinion, with US-China relations familiarity
    - Margin of error: +/- 6.9%
  - **General Public**
    - 1202 adults at random nationwide
    - Margin of error: +/-2.9%
  - **Margin of errors consistent with polling industry standards**
- **Q1 2005 Polling**
  - **US Congressional Staff**
  - **Chinese Americans**
  - **Business Leaders**
  - Results to be released at Committee of 100 Conference in April 2005 held in Washington, DC



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## Americans Surveyed – Opinion Leaders & General Public

Sample Characteristics	Opinion Leaders	General Public
	%	%
<b>Sample size</b>	<b>100</b>	<b>100</b>
East	--	23
South	--	26
Central/Great Lakes	--	31
West	--	20
18-29	6	20
30-49	41	40
50-64	44	23
65+	9	17
No answer age	--	--
Democrat	36	35
Republican	31	35
Independent	28	21
Libertarian	2	2
Not sure of party	5	8
Less than high school	--	5
High school graduate	1	16
Some college	7	31
College graduate+	92	48
No answer education	--	--
White	88	77
Hispanic	1	8
African American	2	11
Asian/Pacific	5	1
Other/mixed	4	3
No answer race	--	--

Sample Characteristics	Opinion Leaders	General Public
	%	%
Roman Catholic	32	28
Protestant	41	50
Jewish	9	3
Muslim	2	0
Buddhist	2	1
Other religion	14	18
No answer religion	--	--
Union	17	19
Non-union	83	81
Lost job in last year	11	21
Kept job	89	79
Afraid of losing job	13	21
Not afraid of losing job	87	79
Adopted Chinese	--	23
No Chinese baby	--	77
Armed Forces veteran	20	22
Not Armed Forces	80	78
Stockowner	94	64
Not stockowner	6	36
Male	84	48
Female	16	52

\* Numbers have been rounded to the nearest percent and might not total 100.



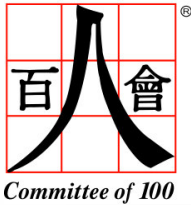
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## Career Areas of Americans Surveyed

Sample Characteristics	Opinion Leaders	General Public
	%	%
Managerial	38	9
Medical	1	5
Professional/Technical	38	18
Sales	1	4
Clerical	--	2
Service	--	4
Blue-collar/Production	--	6
Student	--	7
Homemaker	--	6
Teacher/Education	8	8
Retired	2	18
Military	--	1
Other occupation	13	13
Not sure of occupation	--	1

\* Numbers have been rounded to the nearest percent and might not total 100.



## Definition of Opinion Leaders

- Opinion Leaders can include board members, political leaders, corporate executives, organization officials, media officials, and religious leaders. Interviews conducted with these individuals help examine the positions of people who have the most impact and influence on the community.

Opinion Leader Career Fields			
Career Field	Frequency	Career Field	Frequency
Advocacy	11	Government/Politics	3
Associations	9	Government	17
Bus & Tech	14	Health Care	3
Chamber of Commerce	1	Legal	1
Congress	1	Lobbyist	5
Consultant	2	Media	48
Economic Development	1	Non-Profit	4
Education	52	Other	14
Finance	4	Political	2
Foreign Business	1	Retail	1
Fortune 500	2	Utility	7



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# American Attitudes Toward China: View on China and U.S.-China Relations

Phase One: Opinion Leaders and General Public

**Key Preliminary Findings**

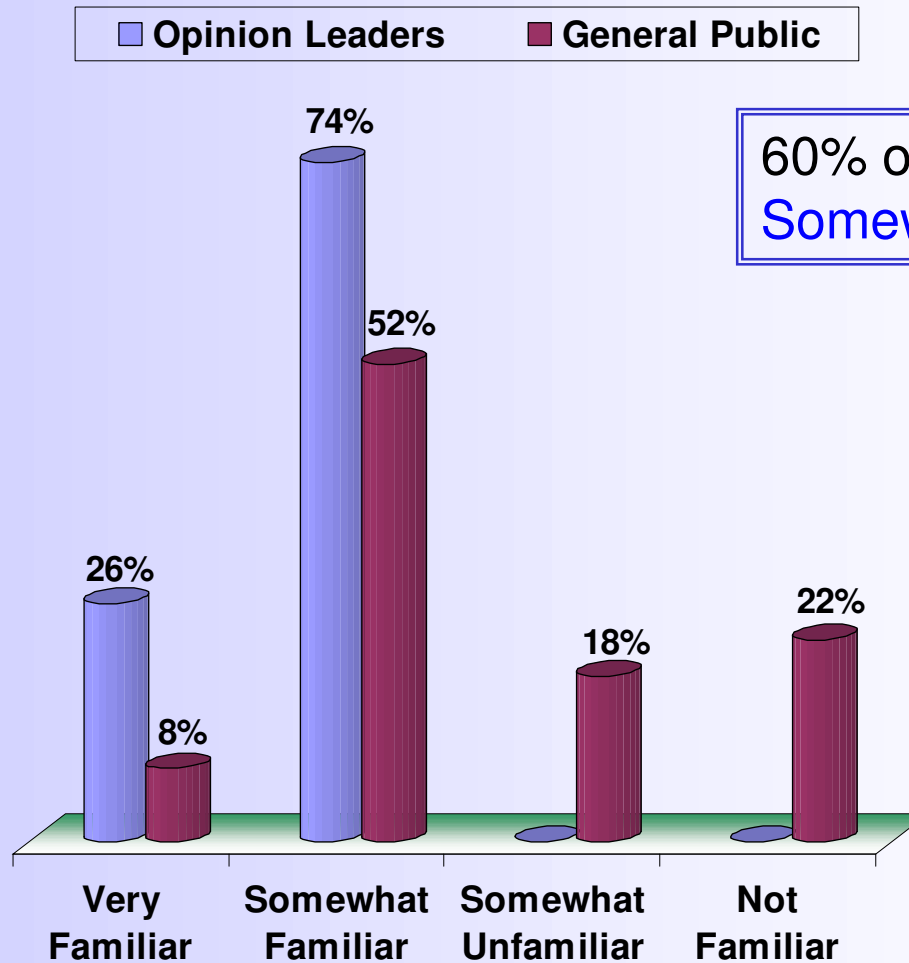


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# **American Attitudes Towards China and U.S.-China Relations**

## Familiarity with U.S.-China Relations

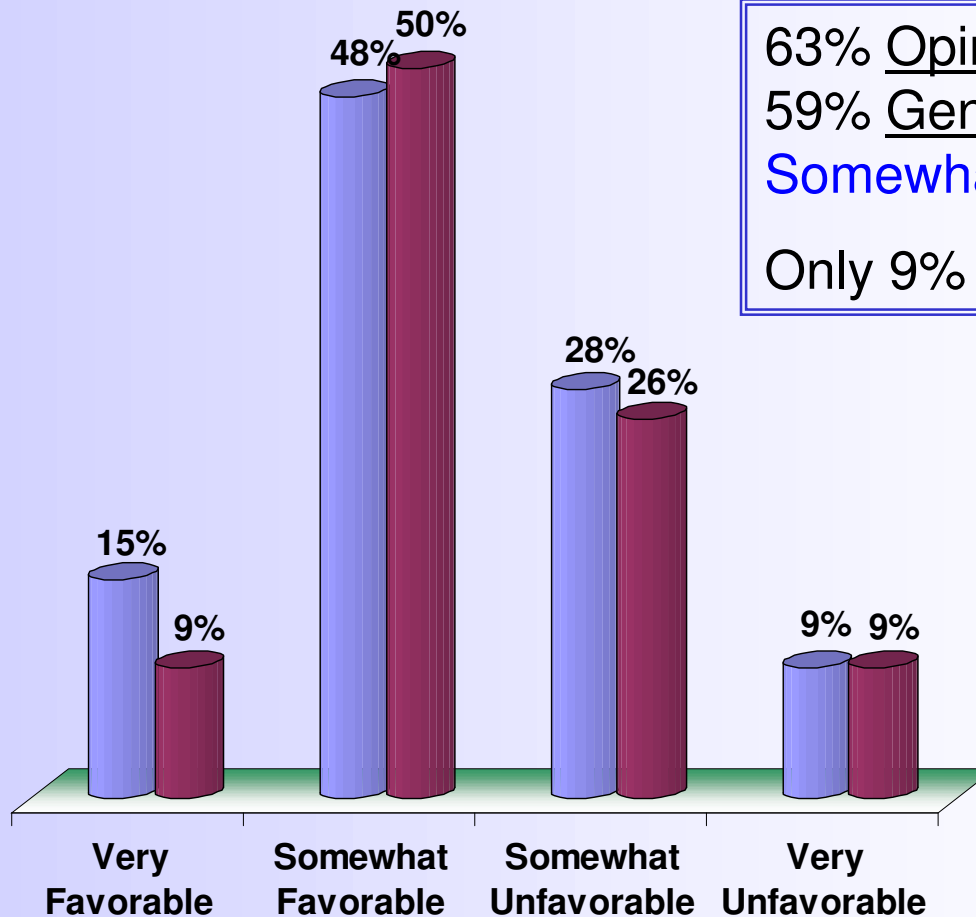


60% of General Public are Somewhat / Very Familiar

\* Only Opinion Leaders who indicated familiarity were interviewed.

## Favorable/Unfavorable Impression of China

Opinion Leaders    General Public



63% Opinion Leaders &  
59% General Public are  
**Somewhat/Very Favorable**  
Only 9% **Very Unfavorable**

\* Only Opinion Leaders who indicated familiarity were interviewed.

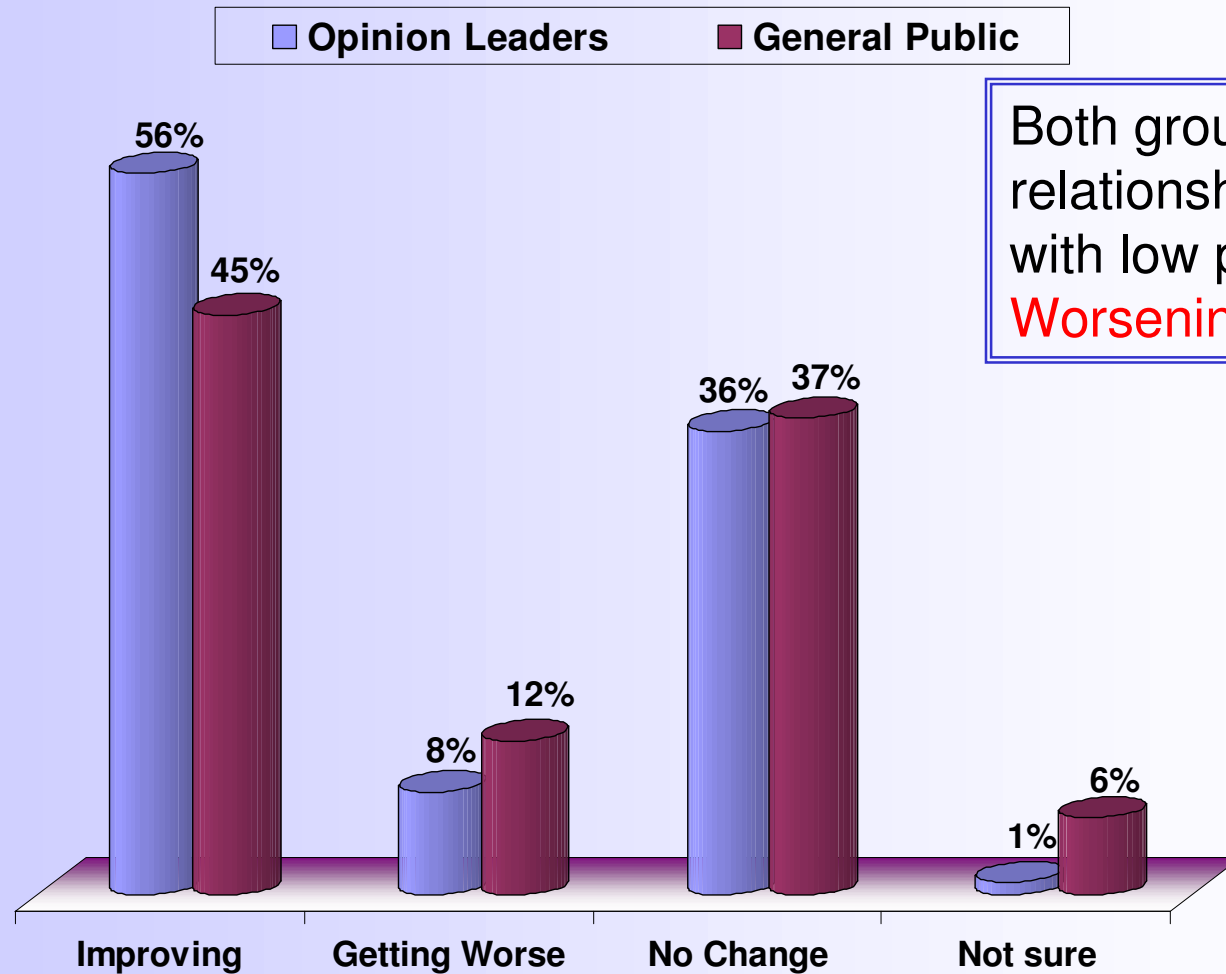


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## Favorable Opinion of China Over Time

- **C-100 / Wirthlin Study (1994):**
  - Favorable opinion: **46%**
- **C-100 / Zogby Poll (2004):**
  - Favorable opinion: **59%**
- Plus, other surveys including Pew, Gallup, and CBS/*New York Times* reflect the 10 year positive trend

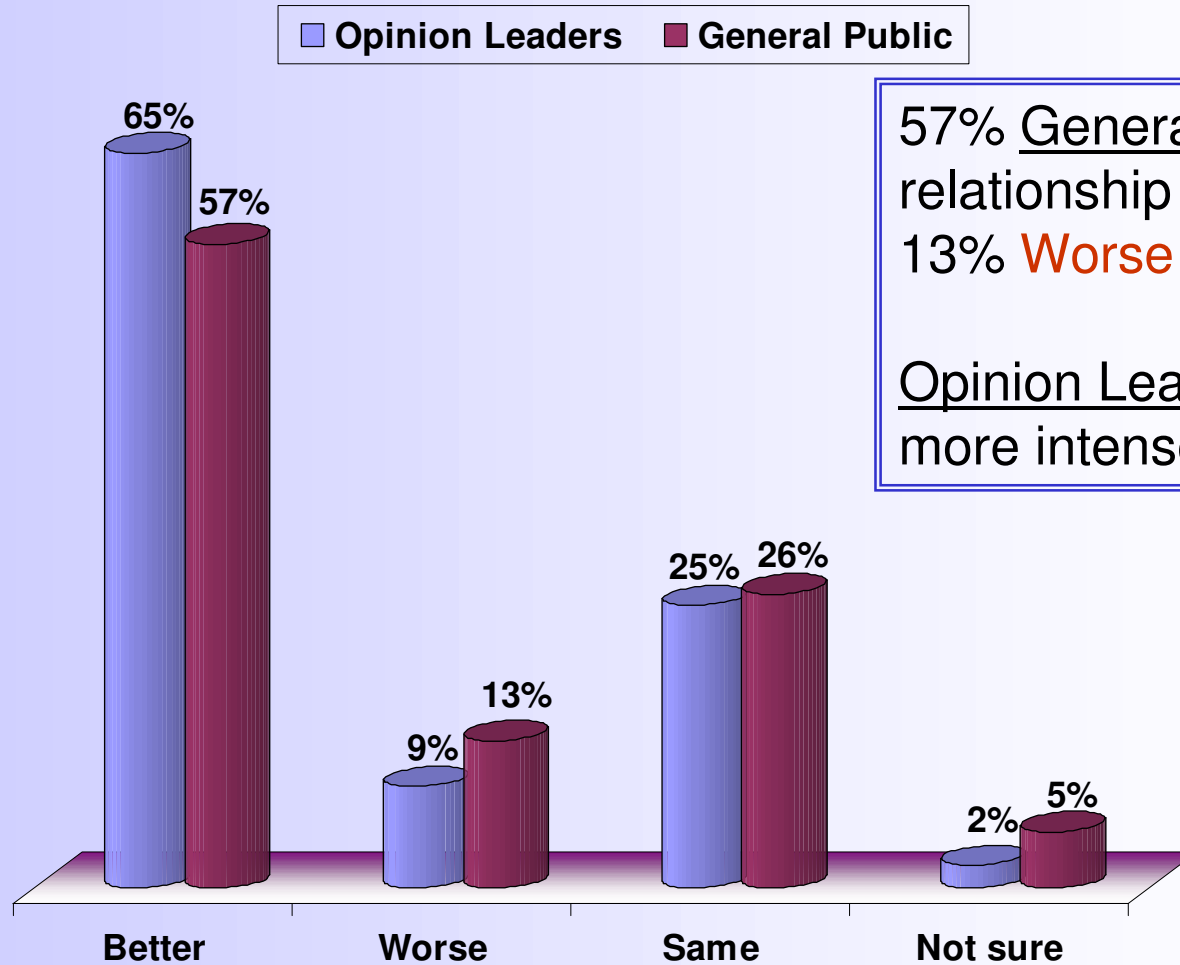
## Current Direction in US-China Relations



Both groups consider relationship **Improving** with low perception of **Worsening**

\* Only Opinion Leaders who indicated familiarity were interviewed.

## Relationship Between US and China versus 10 Years Ago



57% General Public ranks relationship **Better** vs. 13% **Worse**

Opinion Leaders are even more intense: 65% vs. 9%

\* Only Opinion Leaders who indicated familiarity were interviewed.



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## **Opinion Leaders: Why is Relationship Improving/Worsening?**

- Why is relationship **Improving**?
  1. China business and market based economy. (58)
  2. Improved communications. (11)
  3. Change in leadership focus/Global pressure. (8)
  4. Shared concern over North Korea. (4)
  5. Sept 11<sup>th</sup>, Attacks/War on Terror. (4)
- Why is relationship **Worsening**?
  1. Trade deficit (3)
  2. Because of US's current foreign policy (2)
  3. Economic Threat (2)
  4. International human rights violations (2)
  5. China receiving Most Favored Nation status. (1)
  6. Misc./Non-descript. (9)

\*Only Opinion Leaders who indicated familiarity were interviewed.

\*\*Number in parentheses indicates frequency of response.



## Opinion Leaders: Problems and Solutions

What is the greatest source of **Difficulty** in U.S.-China relations?

1. Human rights (32)
2. Cultural/Political ideology (30)
3. Trade deficit (20)
4. Economic threat (14)
5. Government Leadership (14)
6. Taiwan (12)
7. Distrust (10)
8. Military dominance (8)
9. Resource allocation (5)
10. Outsourcing (4)
11. South Korea (1)
99. Misc./Non-descript (9)

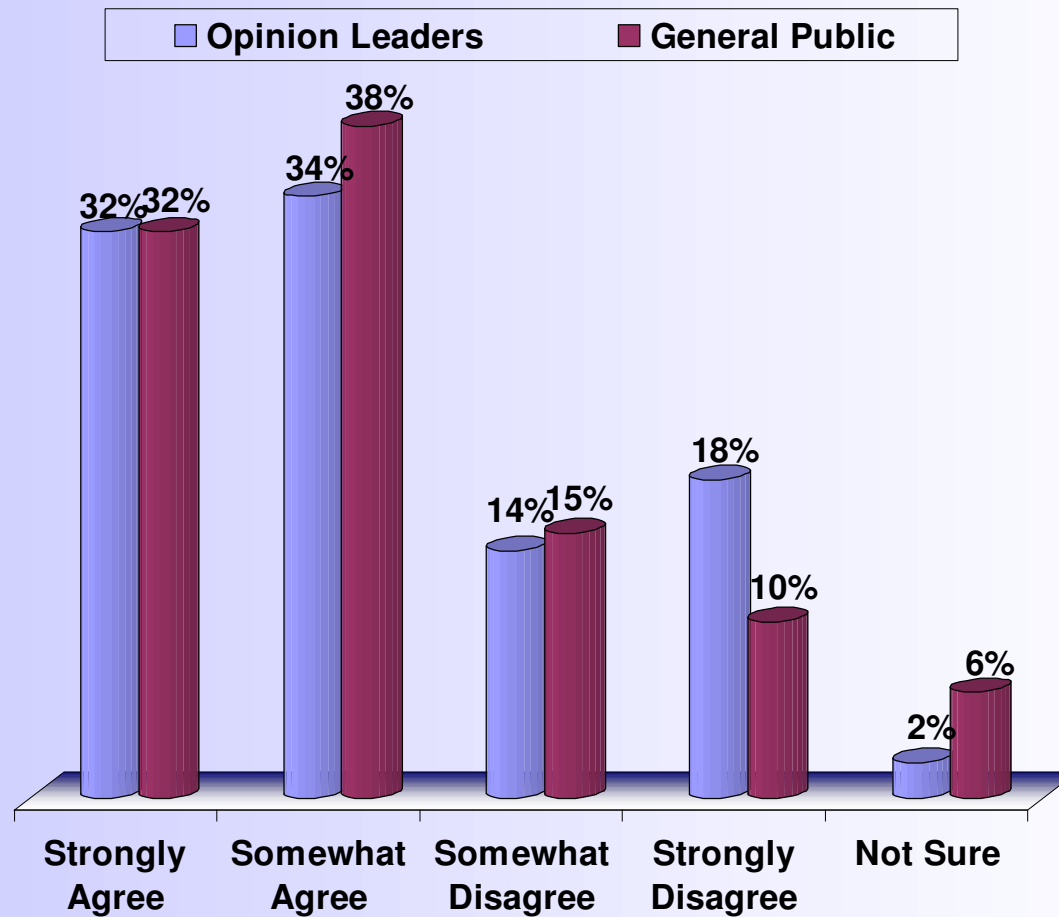
What must the U.S. and China do to **Improve** their relationship?

1. Increase negotiations/diplomacy (37)
2. More dialogue/communication (30)
3. Open markets/reduce trade deficit (25)
4. Develop strategy for Taiwan and North Korea (14)
5. Collaborate to reduce economic threats (13)
6. China's acknowledgment of fundamental human rights (9)
7. Promote democracy in China (8)
99. Misc./Non-descript (22)

\*Only Opinion Leaders who indicated familiarity were interviewed.

\*\*Number in parentheses indicates frequency of response.

## Should Access to US Markets Be Linked to China's Human Rights Record?



66-70% Agree

\* Only Opinion Leaders who indicated familiarity were interviewed.

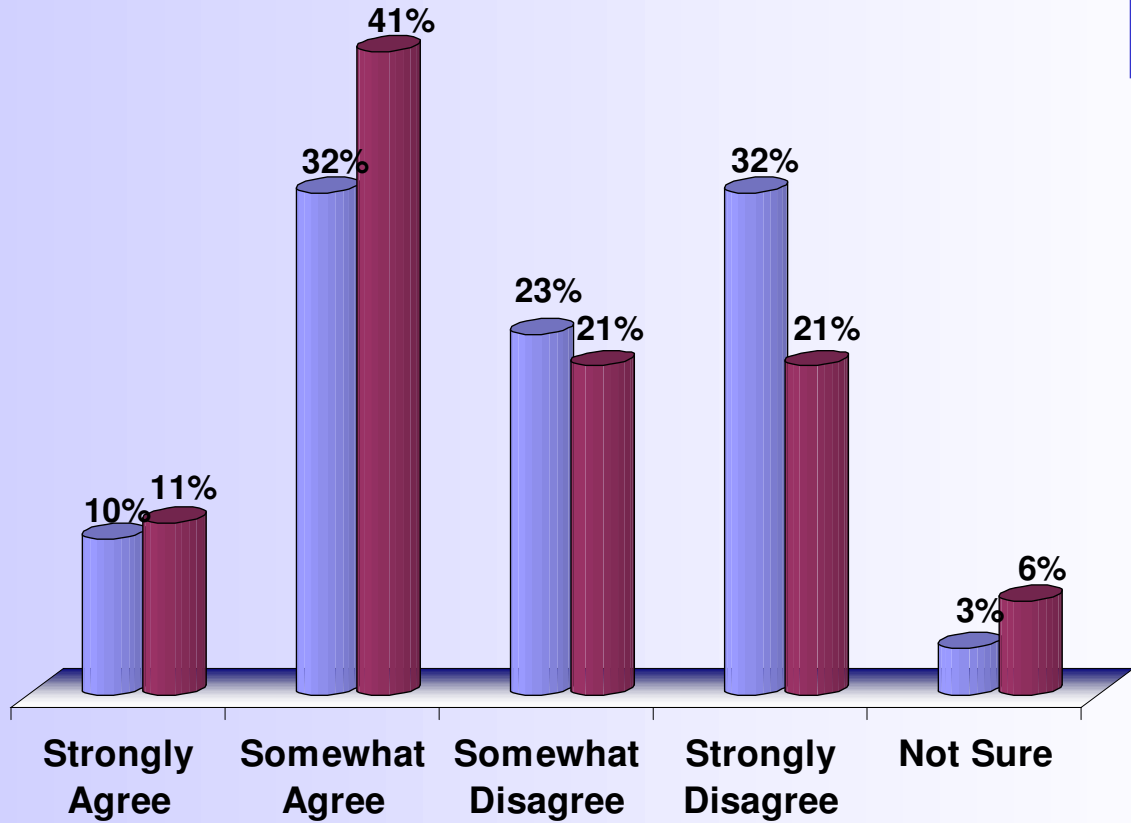
## Top Concerns Rated by Respondents

	Top Concerns Regarding China	Opinion Leaders	General Public
Top Issue	Human rights	64%	46%
Second-Tier Issues	Loss of U.S. jobs	36%	21%
	China's military modernization	40%	20%
	Environmental degradation	49%	19%

# Has Human Rights Situation in China Improved Over The Previous Decade?

Opinion Leaders      General Public

42-55% Agree



\* Only Opinion Leaders who indicated familiarity were interviewed.

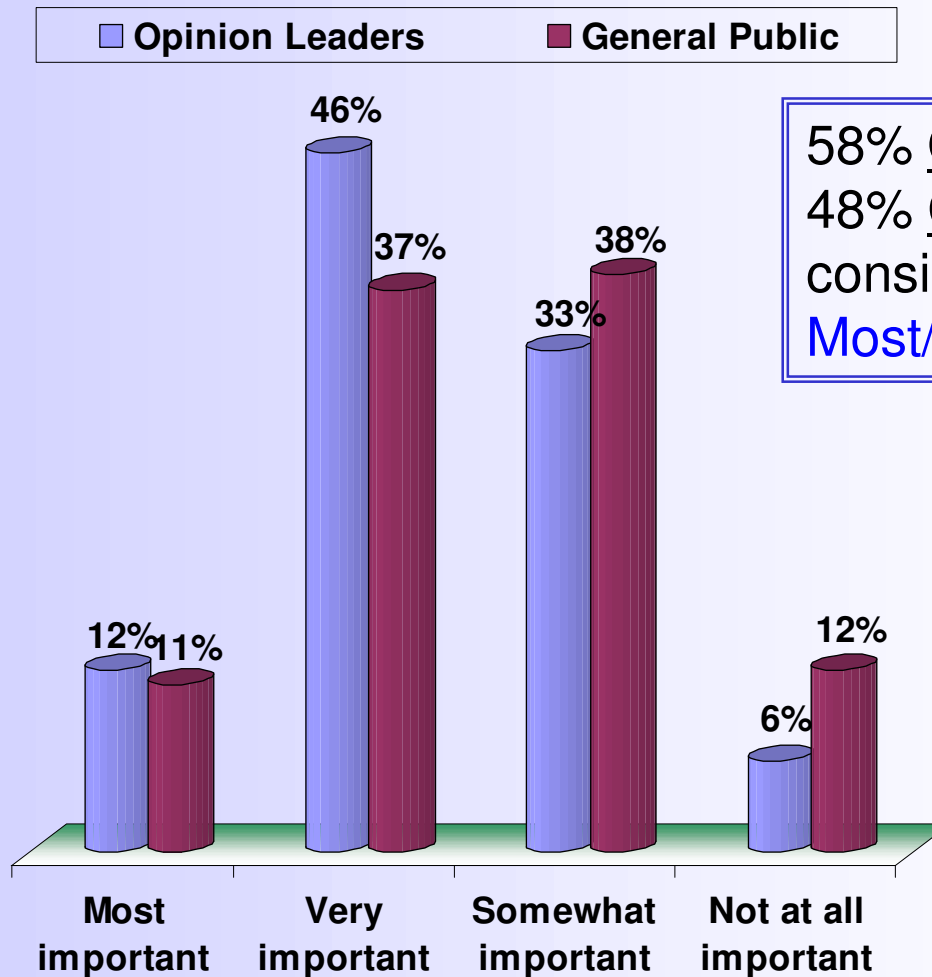


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“For each country, please tell me if they are the **most important**, a **very important**, a **somewhat important**, or **not an important ally** or **friend** of the United States in the world today.”

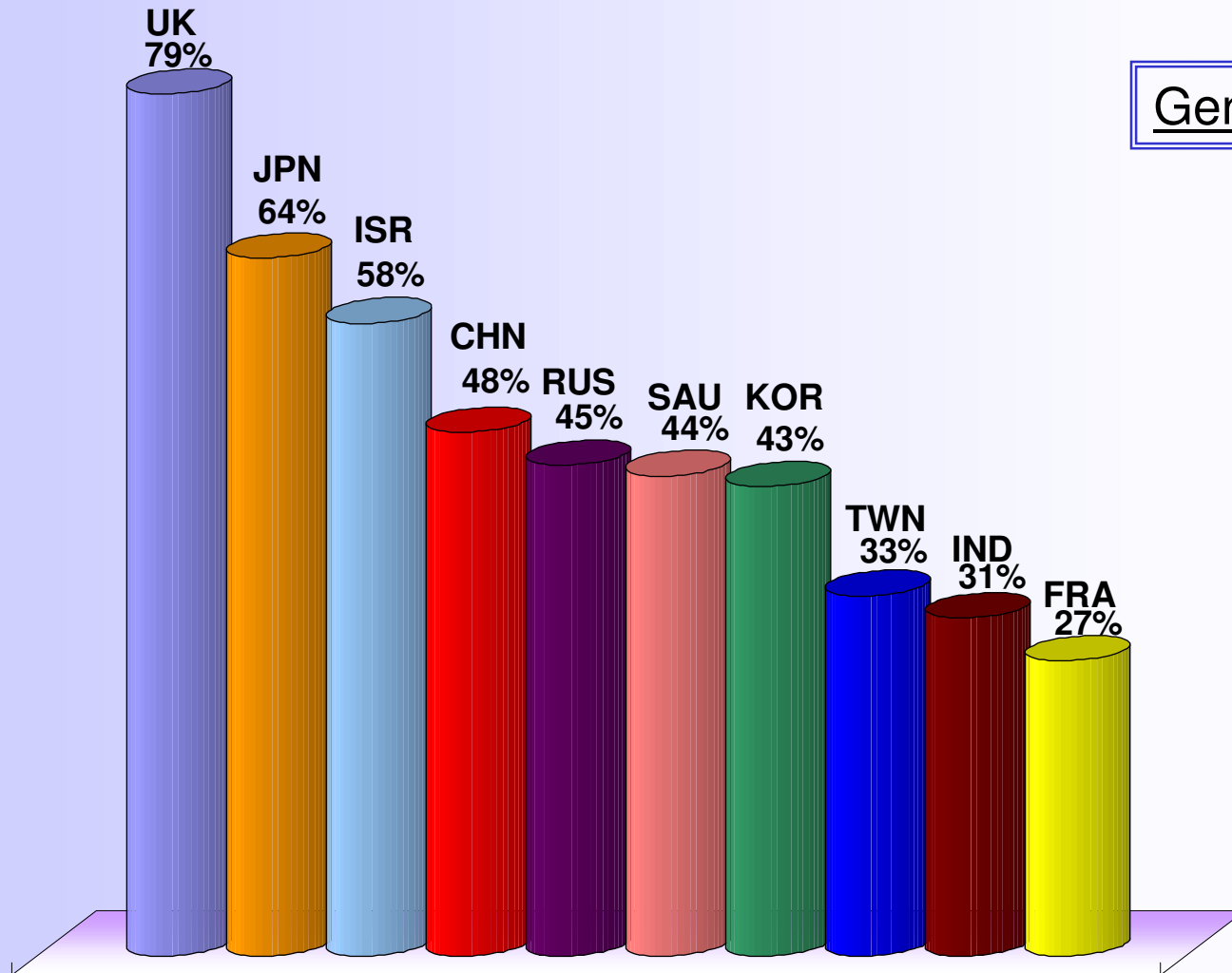
## Rating China as an Ally



58% Opinion Leaders  
48% General Public  
consider China as a  
**Most/Very Important Ally**

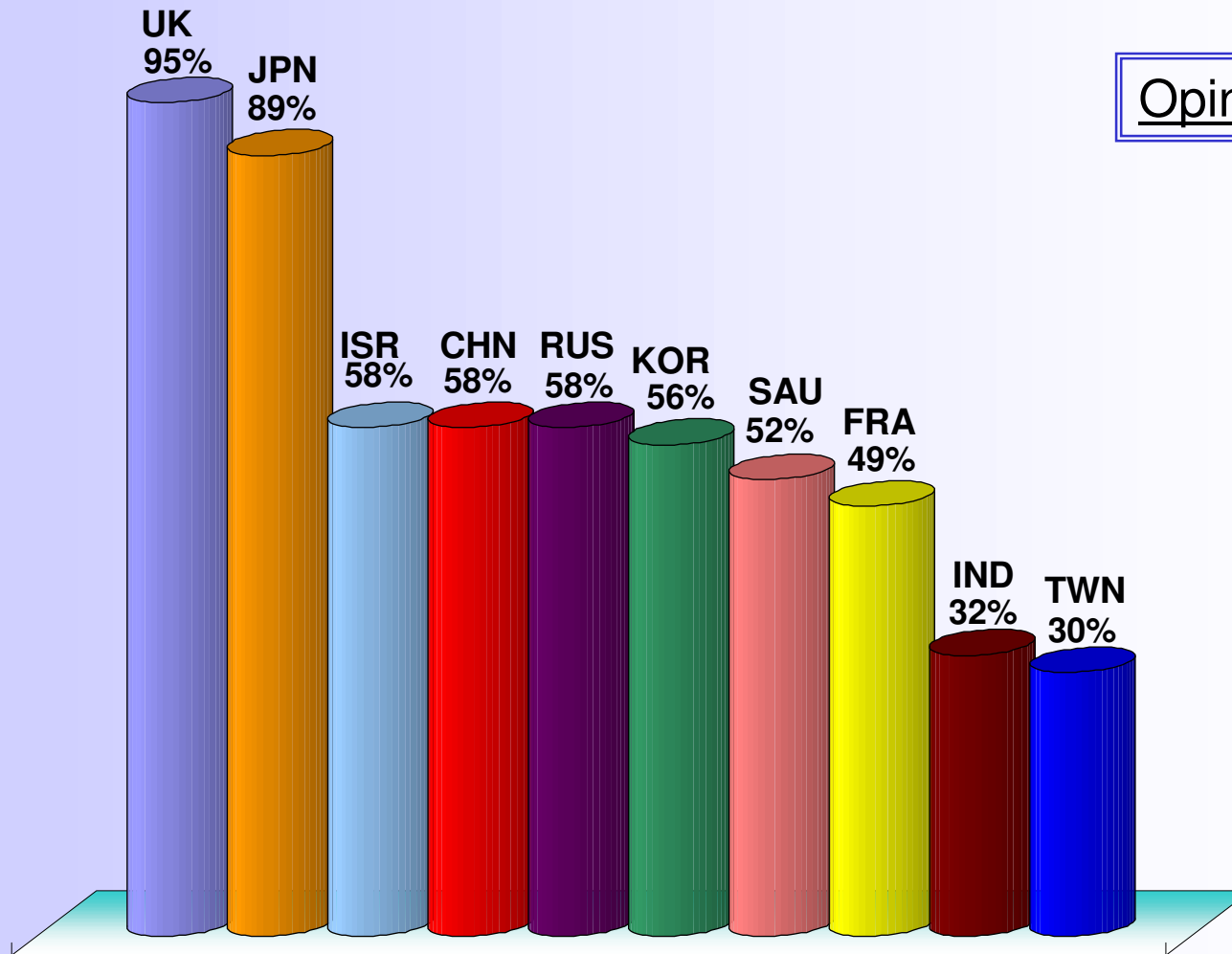
\* Only Opinion Leaders who indicated familiarity were interviewed.

## A “Most or Very Important” Ally of U.S.



General Public

## A “Most or Very Important” Ally of U.S.

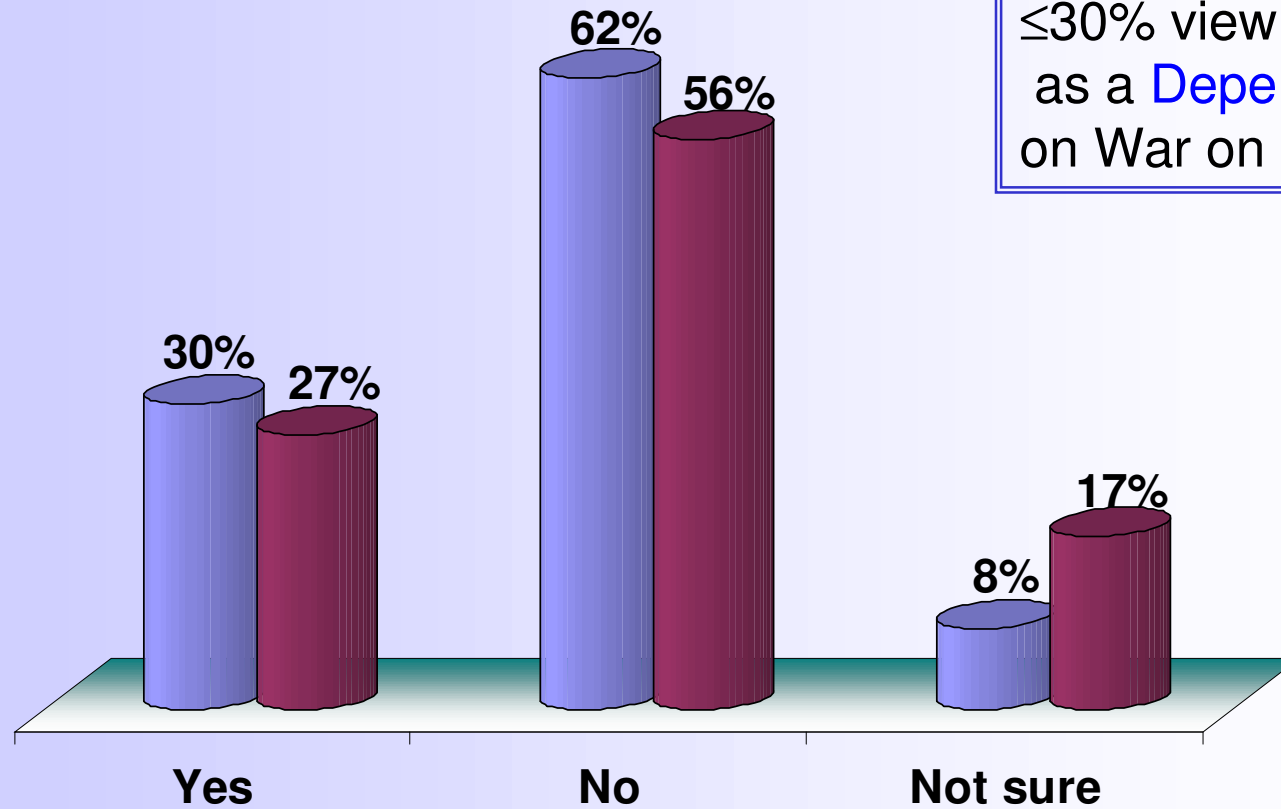


Opinion Leaders

\* Only Opinion Leaders who indicated familiarity were interviewed.

## China: A Dependable Ally in the War on Terror?

Opinion Leaders General Public



≤30% view China as a Dependable Ally on War on Terrorism

\* Only Opinion Leaders who indicated familiarity were interviewed.

## Perception of Military Threat Posed by China



Only 12-15% consider China a **Serious Military Threat**, but 51-67% consider China a **Potential Threat**

\* Only Opinion Leaders who indicated familiarity were interviewed.

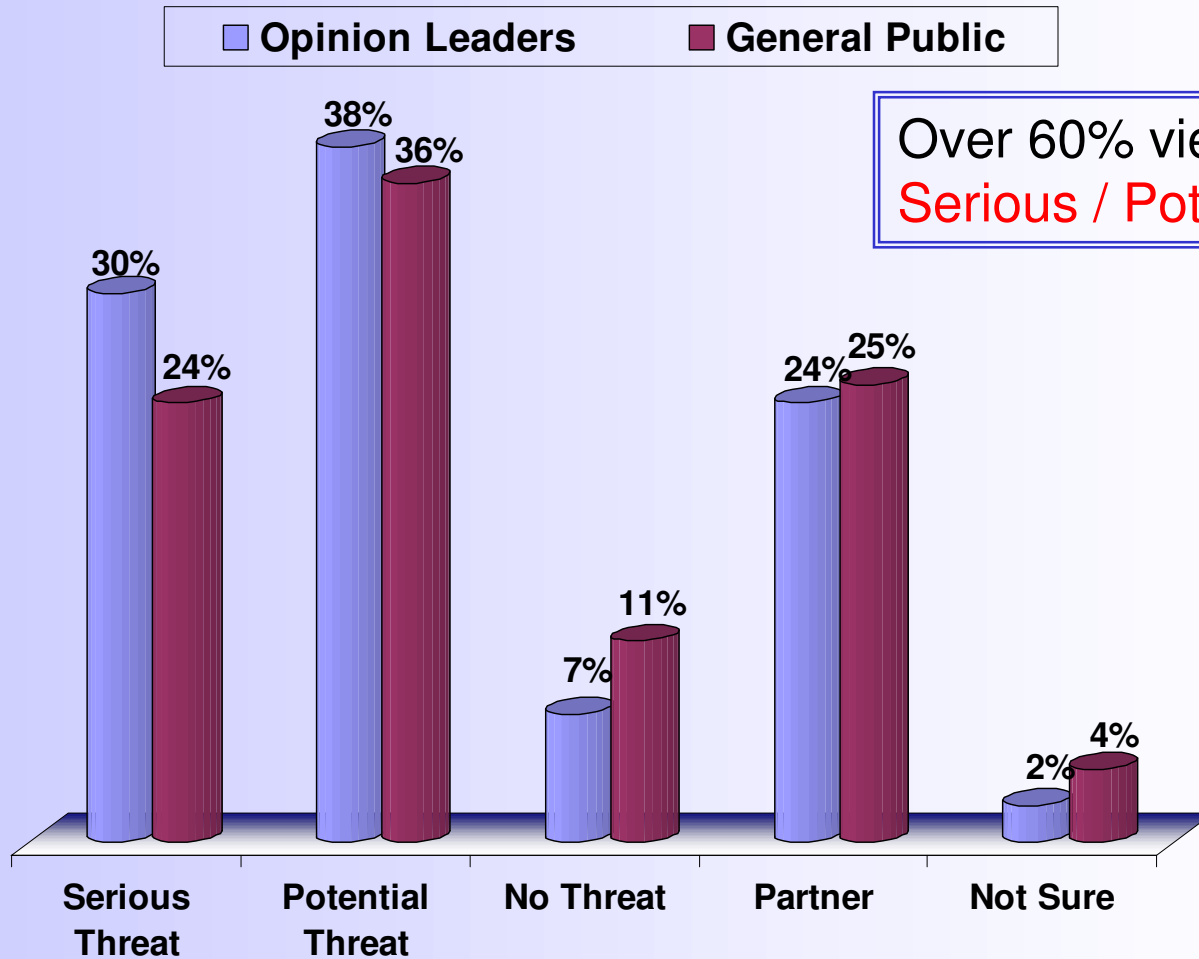


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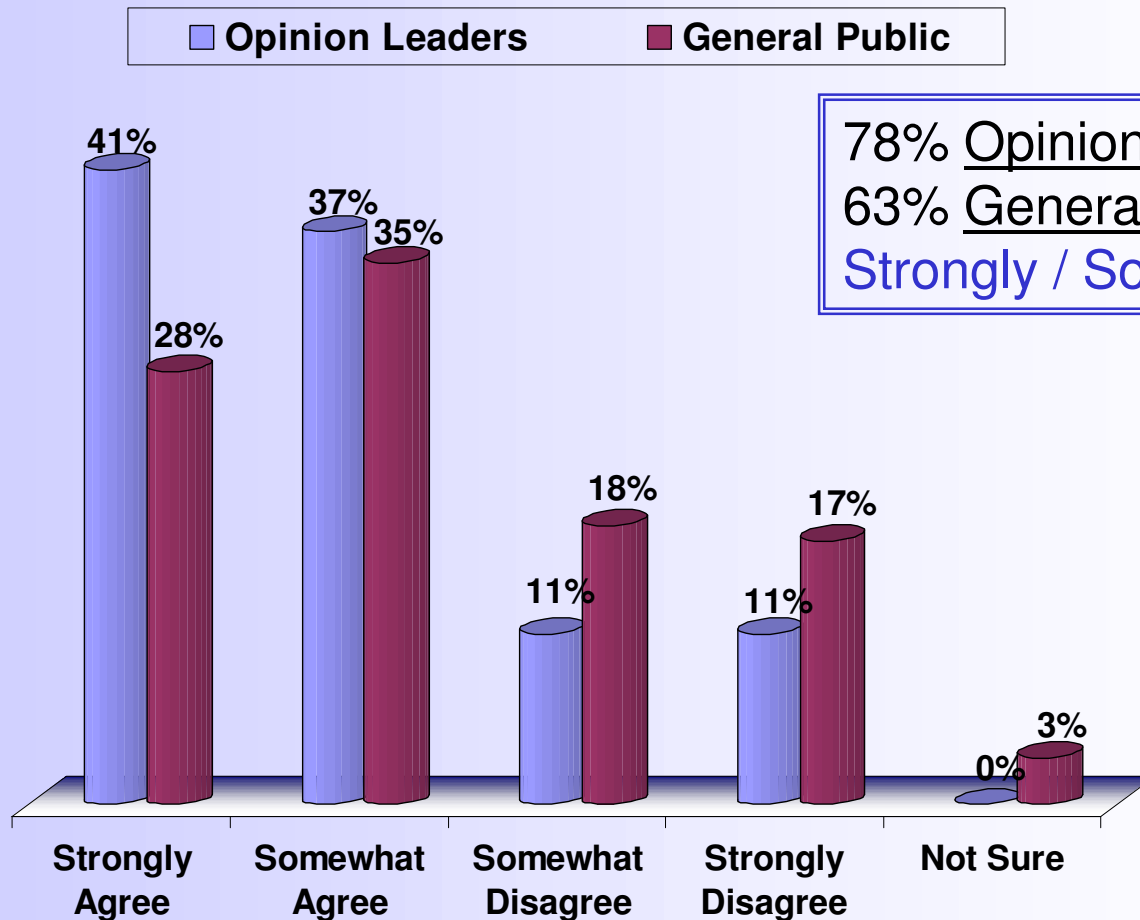
# **American Attitudes Toward China In the Global Economy**

## Perception of Economic Threat Posed by China



\* Only Opinion Leaders who indicated familiarity were interviewed.

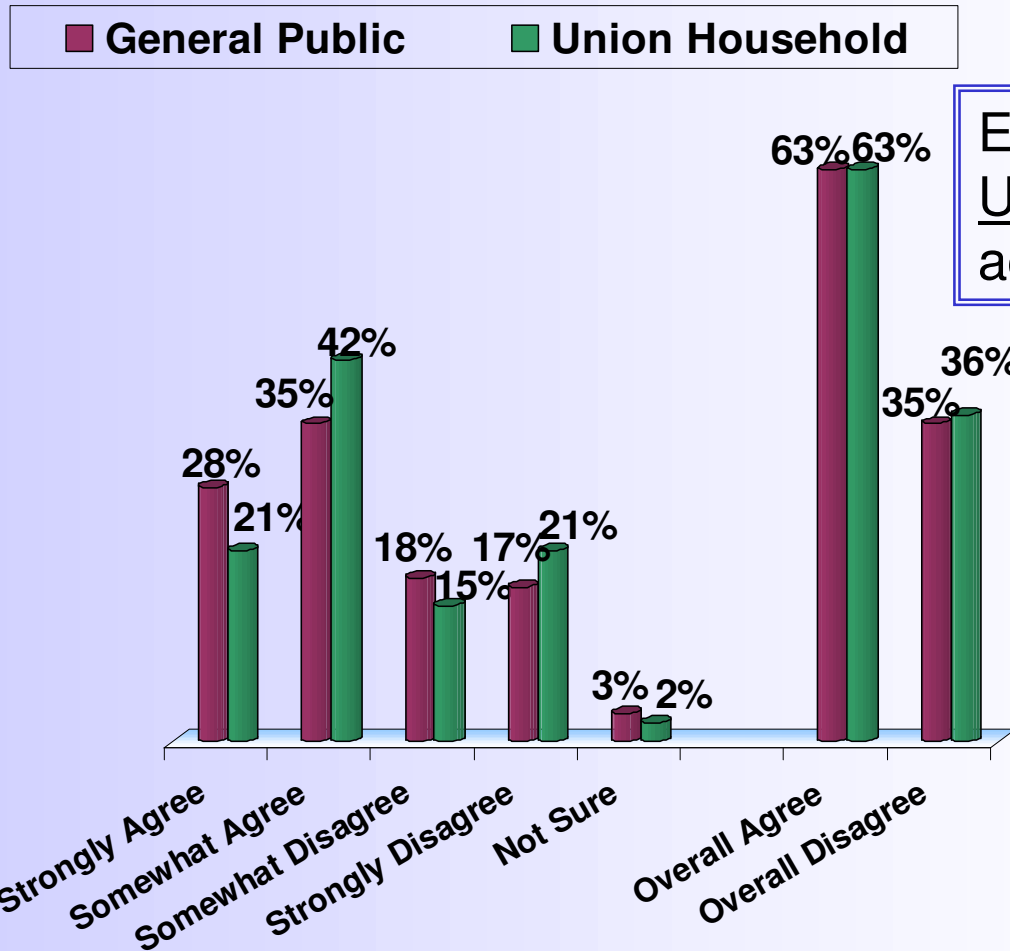
## Do Low-Cost Chinese Products Benefit American Consumers?



78% Opinion Leaders  
63% General Public  
Strongly / Somewhat Agree

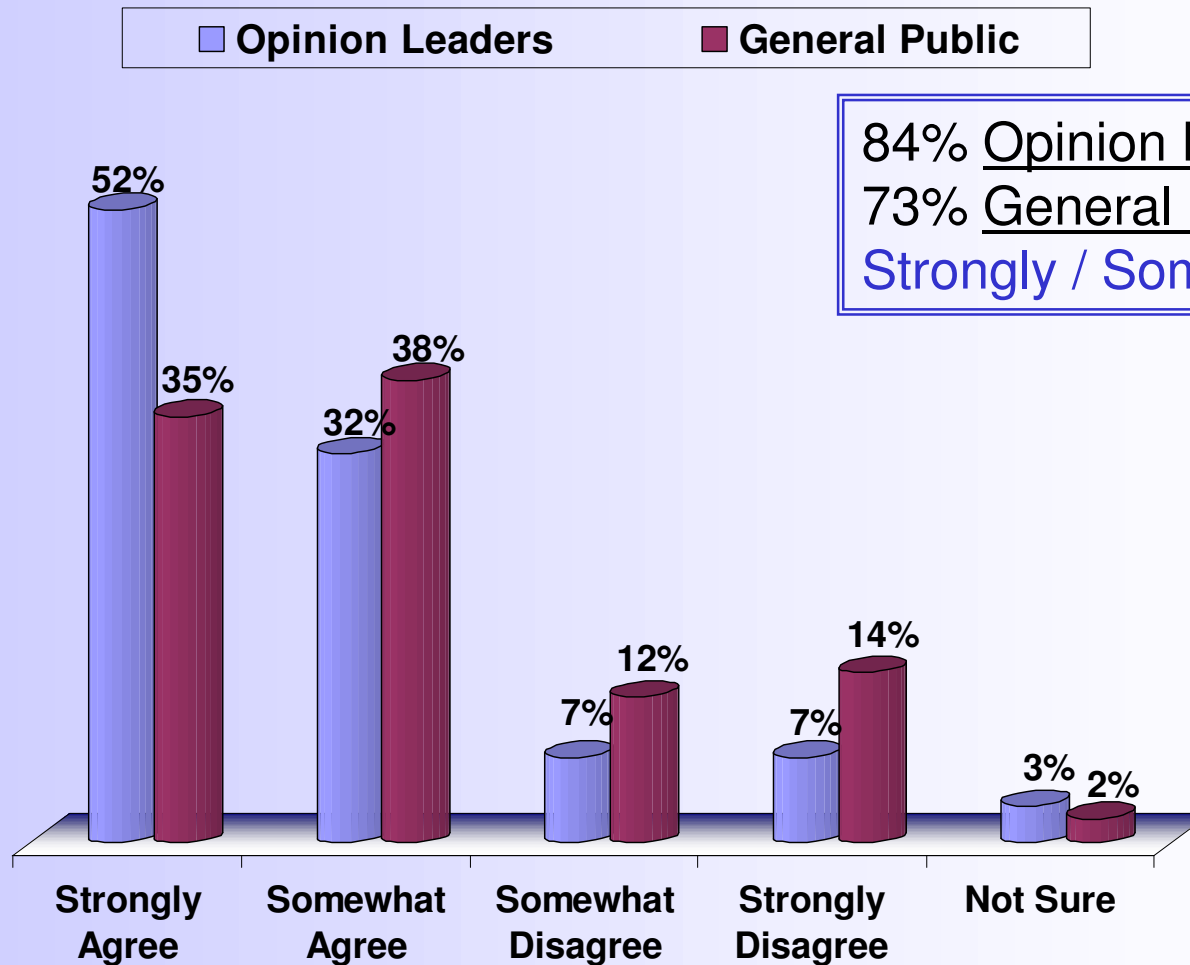
\* Only Opinion Leaders who indicated familiarity were interviewed.

## Union Members Agree Low-Cost Chinese Products Benefit Americans



Even 63% of Union Households agree

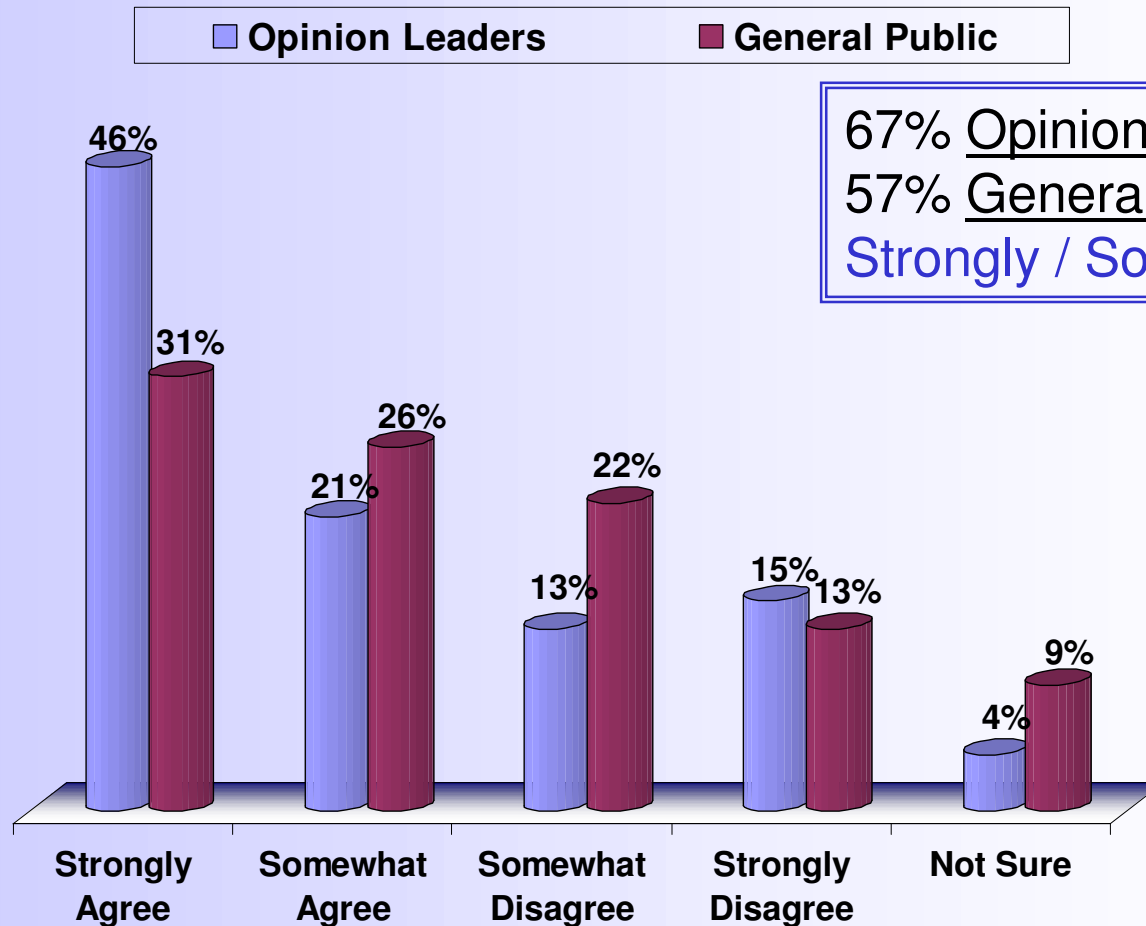
## Does Trade with China Benefit the US Economy?



84% Opinion Leaders  
73% General Public  
Strongly / Somewhat Agree

\* Only Opinion Leaders who indicated familiarity were interviewed.

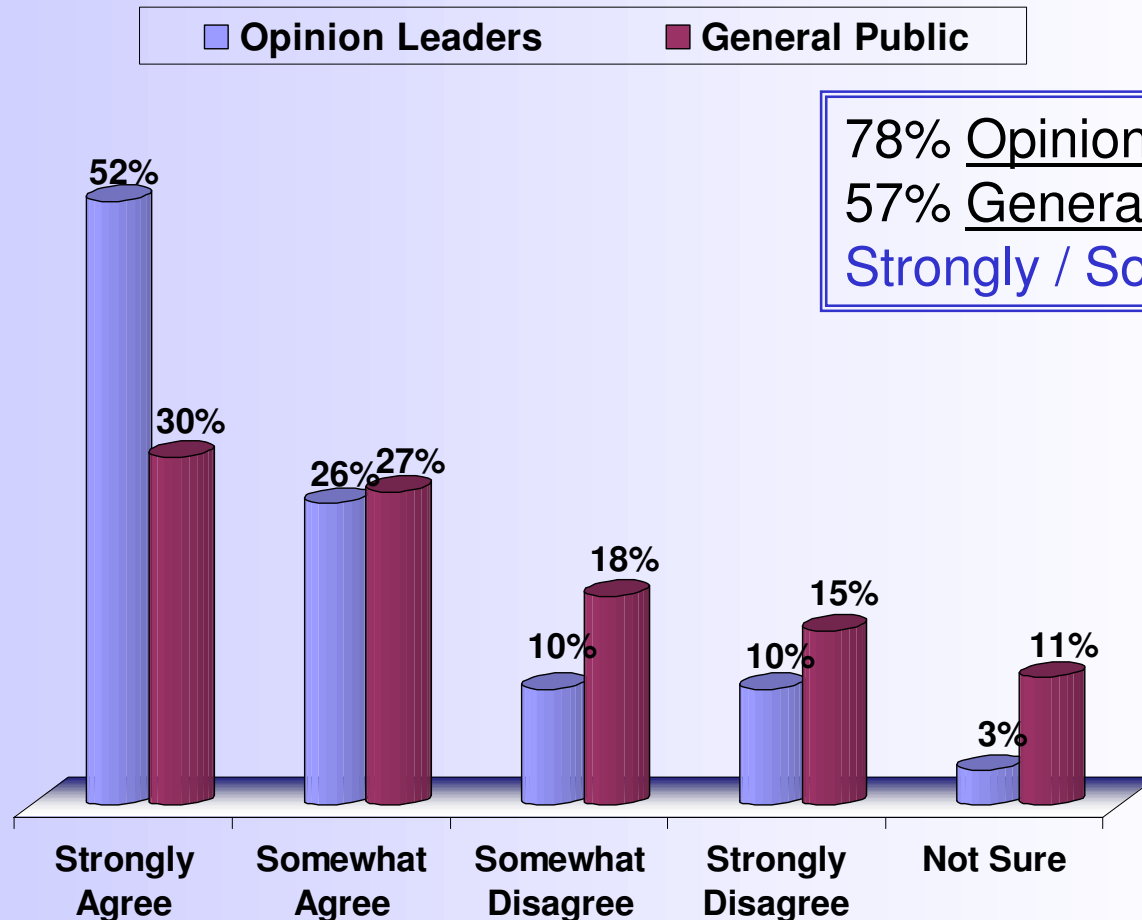
## Does China's Economic/Industrial Growth Hurt the Global Environment?



67% Opinion Leaders  
57% General Public  
Strongly / Somewhat Agree

\* Only Opinion Leaders who indicated familiarity were interviewed.

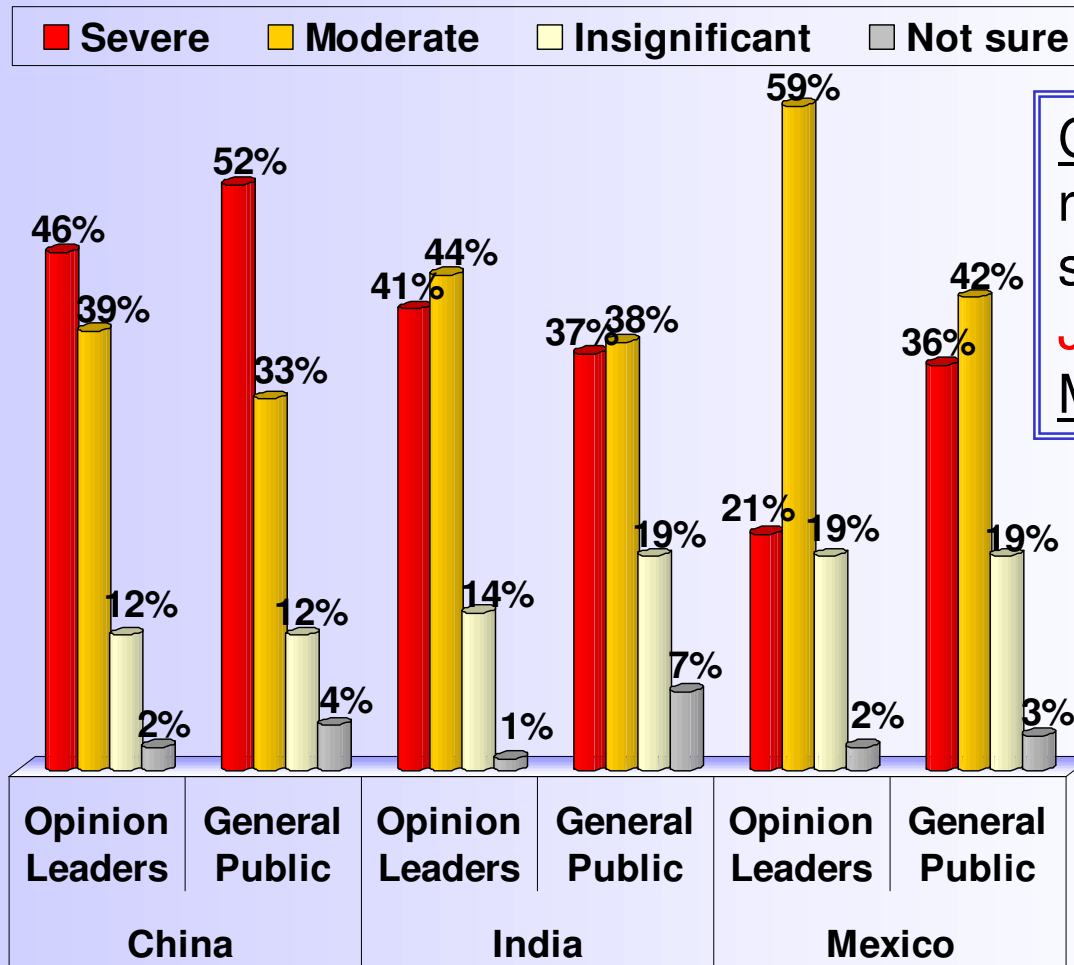
## Does China's Government Help Cause US-China Trade Imbalance?



78% Opinion Leaders  
57% General Public  
Strongly / Somewhat Agree

\* Only Opinion Leaders who indicated familiarity were interviewed.

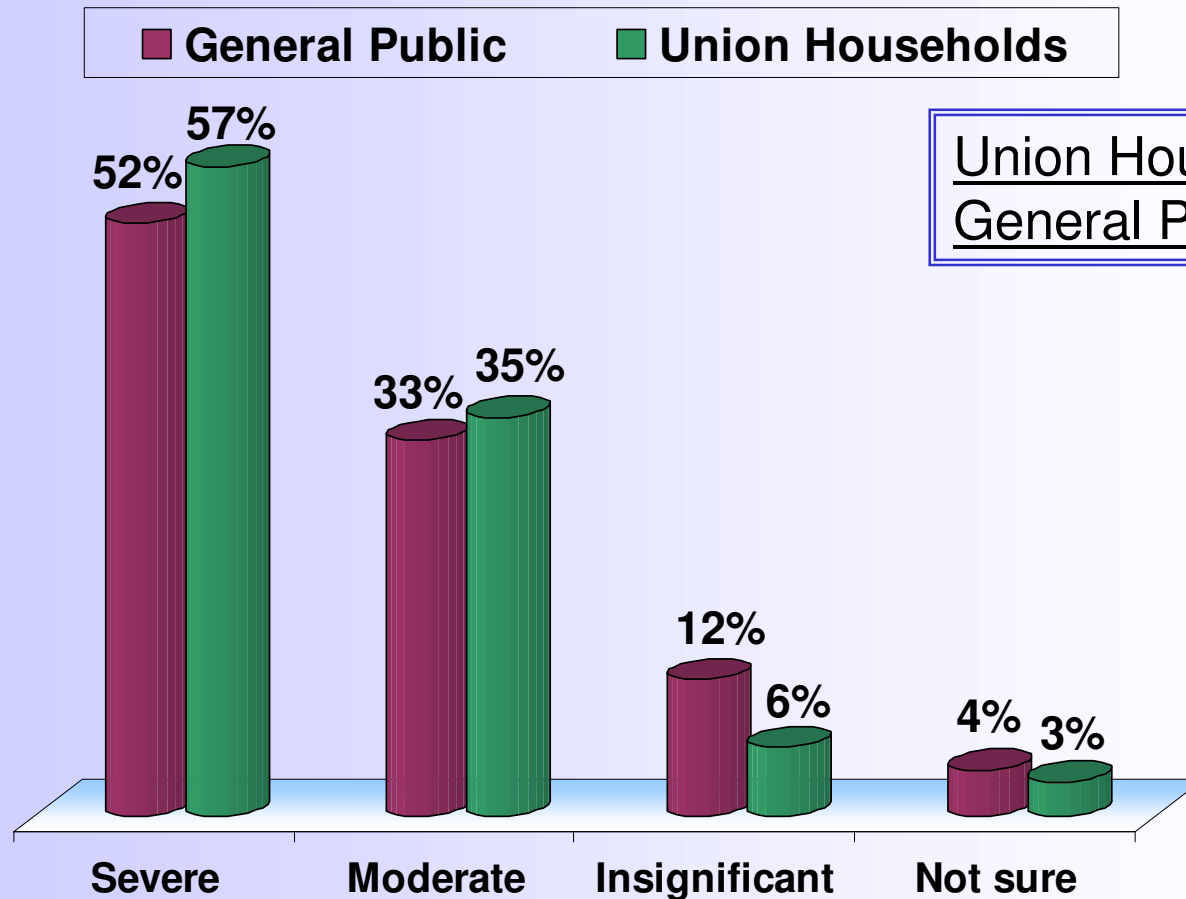
## Severity of Job Loss versus Other New Labor Pools



China and India rate higher as sources of **Severe Job Losses** vs. Mexico

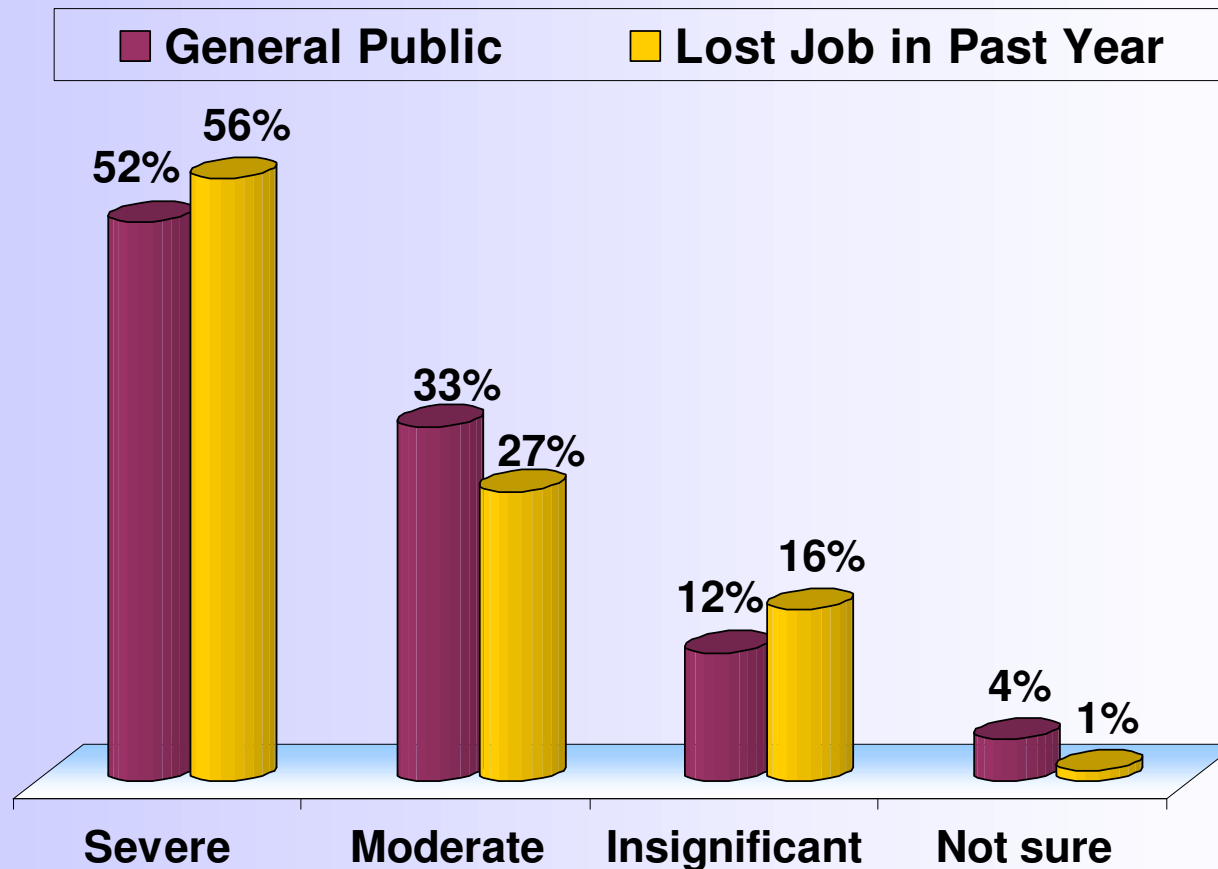
\* Only Opinion Leaders who indicated familiarity were interviewed.

## Relative Lack of “Union Gap” on Severity of Job Loss to China



Union Households track General Public

## Americans Who Have Lost Jobs Only Slightly More Likely to See Severe Job Loss Due to China





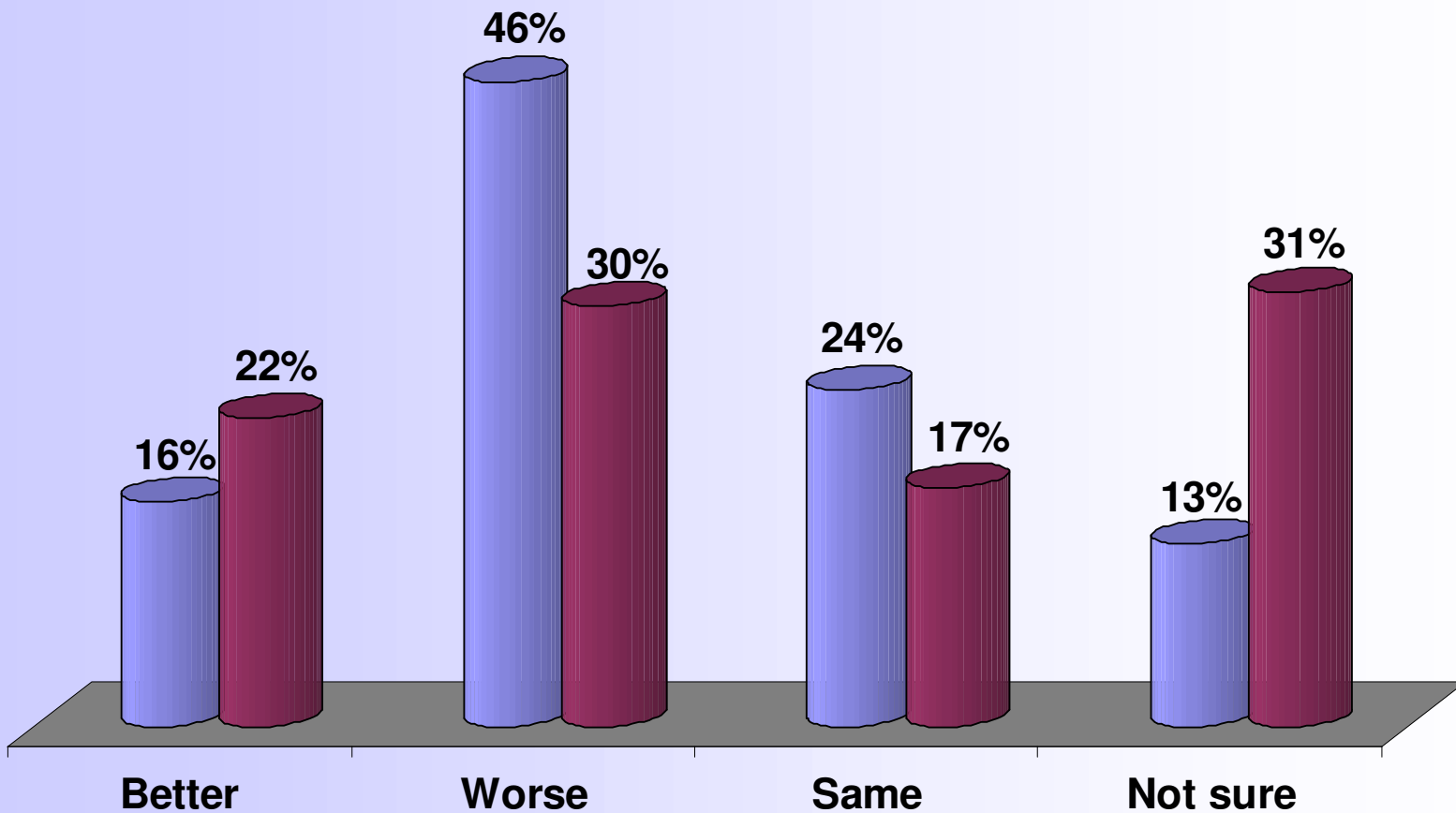
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# Other Factors Impacting Public Perceptions

## Is Hong Kong Better or Worse since the 1997 Handover?

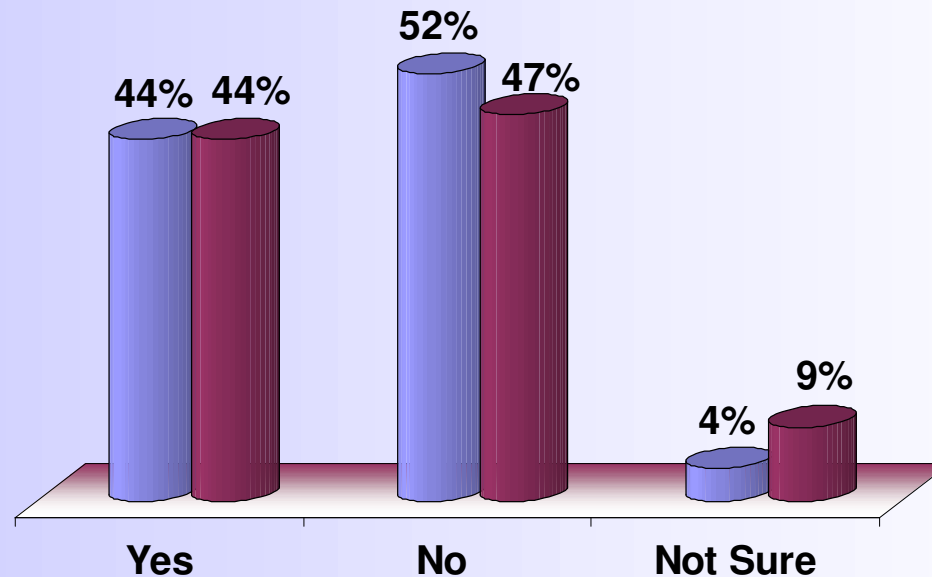
Opinion Leaders      General Public



\* Only Opinion Leaders who indicated familiarity were interviewed.

## Should the U.S. take a more active role in Cross Strait relations?

Opinion Leaders      General Population



- **Should U.S. Militarily Defend Taiwan?**
  - No: >75%
- **No Appetite by Americans to Become Involved in Another Conflict in Light of Iraq and Afghanistan**

\* Only Opinion Leaders who indicated familiarity were interviewed.



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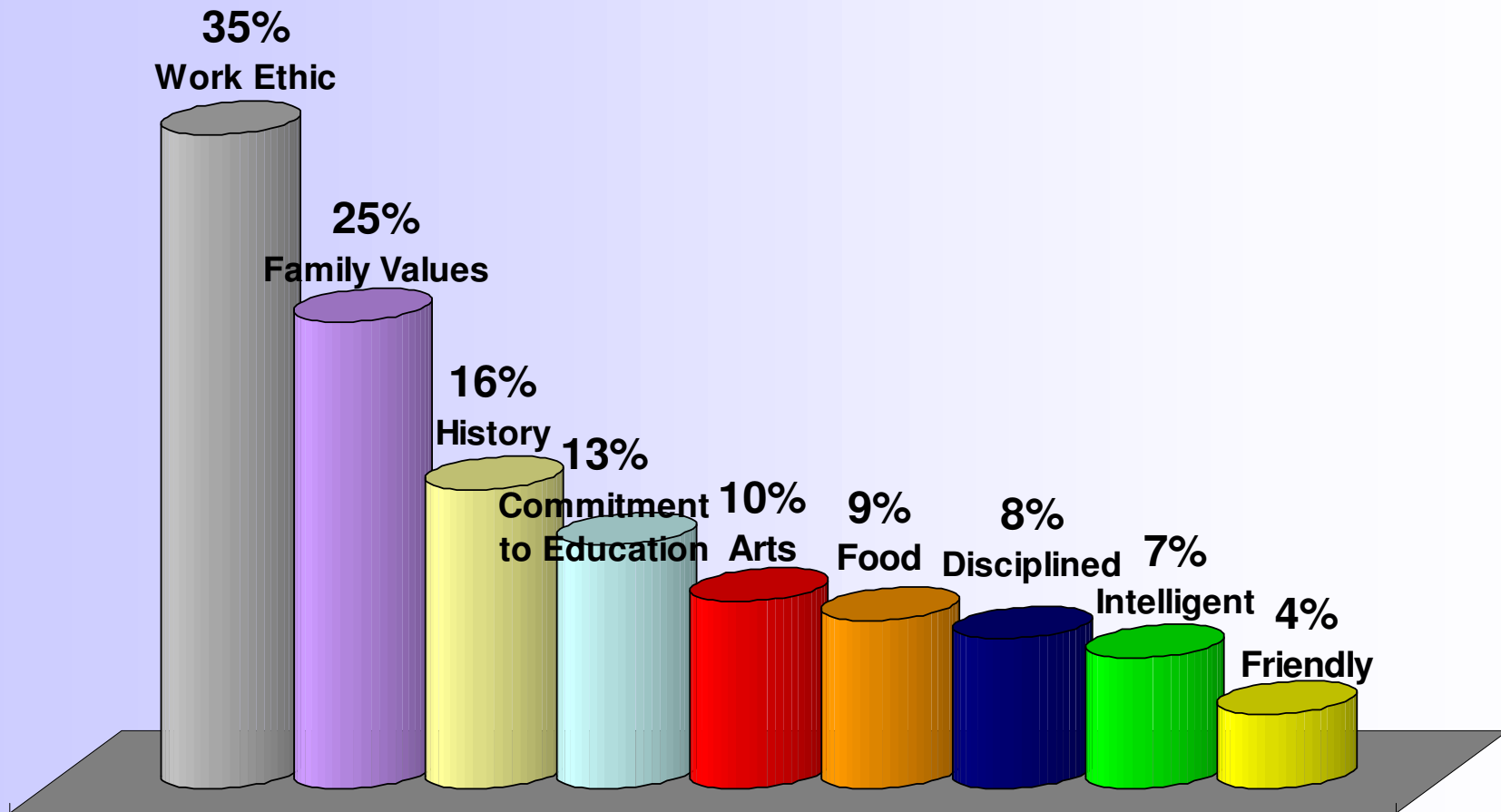
## **Opinion Leaders: First Thing that Comes to Mind for “China”**

- 1. Economic growth (55)**
- 2. Population (40)**
3. Communism (16)
4. Human/religious/civil rights (16)
5. Culture/food (9)
6. Long history (3)
7. The Great Wall (3)
8. Military threat (2)
9. S.A.R.S. (1)
99. Misc./Non-Descript. (17)

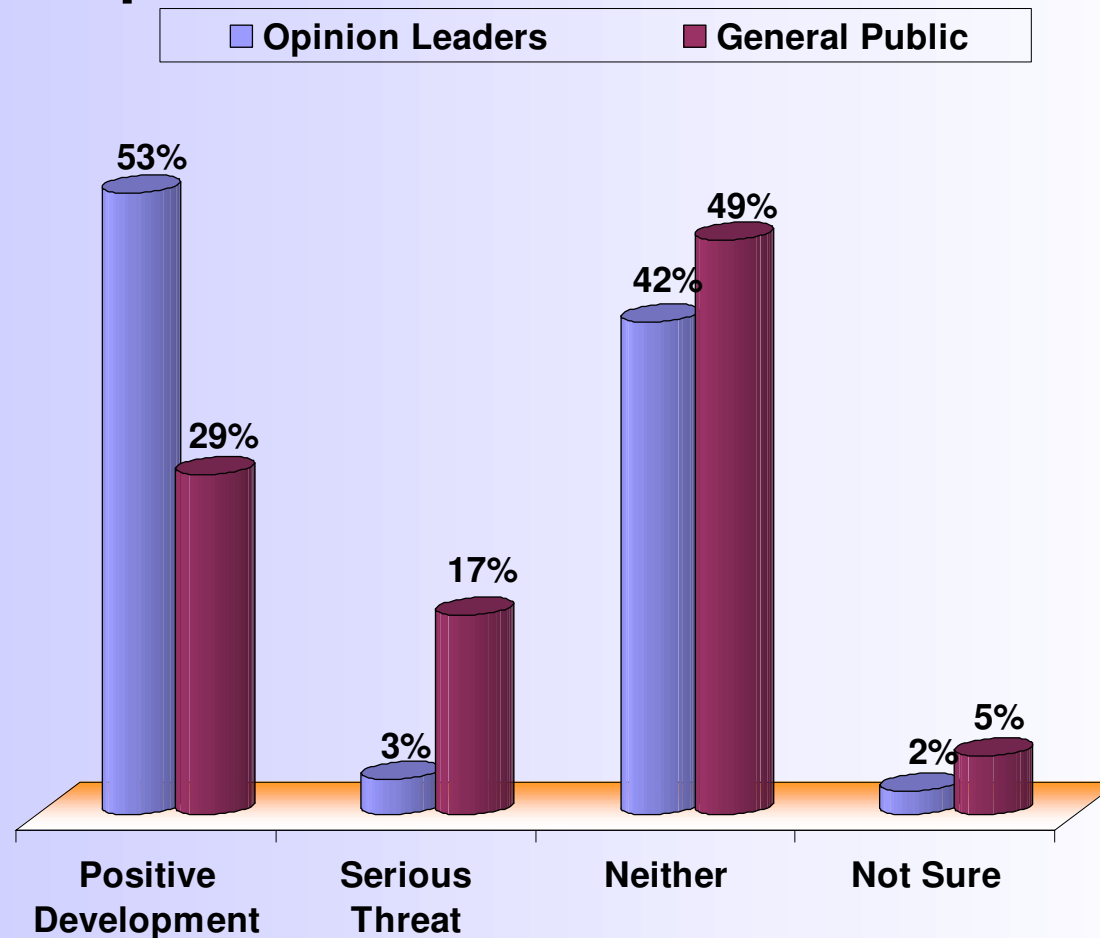
\*Only Opinion Leaders who indicated familiarity were interviewed.

\*\*Number in parentheses indicates frequency of response.

## The most admirable attributes about the Chinese and their culture.

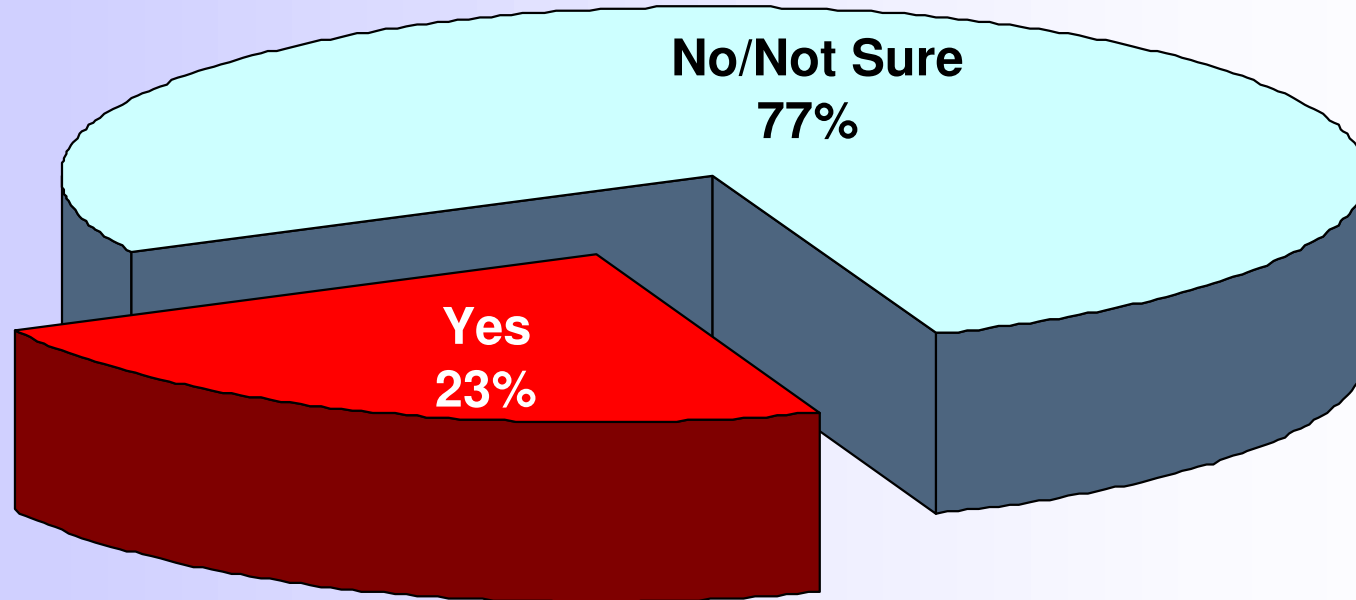


## Chinese Immigration: Positive Development or Serious Threat?



\* Only Opinion Leaders who indicated familiarity were interviewed.

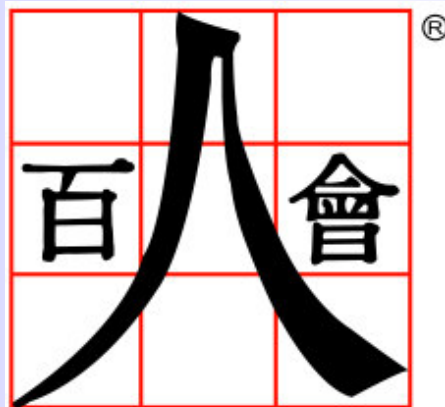
## Has a friend or family member adopted a Chinese baby?





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