

PewResearchCenter

TTIP, Trade and Investment: American, European Views

Bruce Stokes

Director, Global Economic Attitudes

May 6, 2015

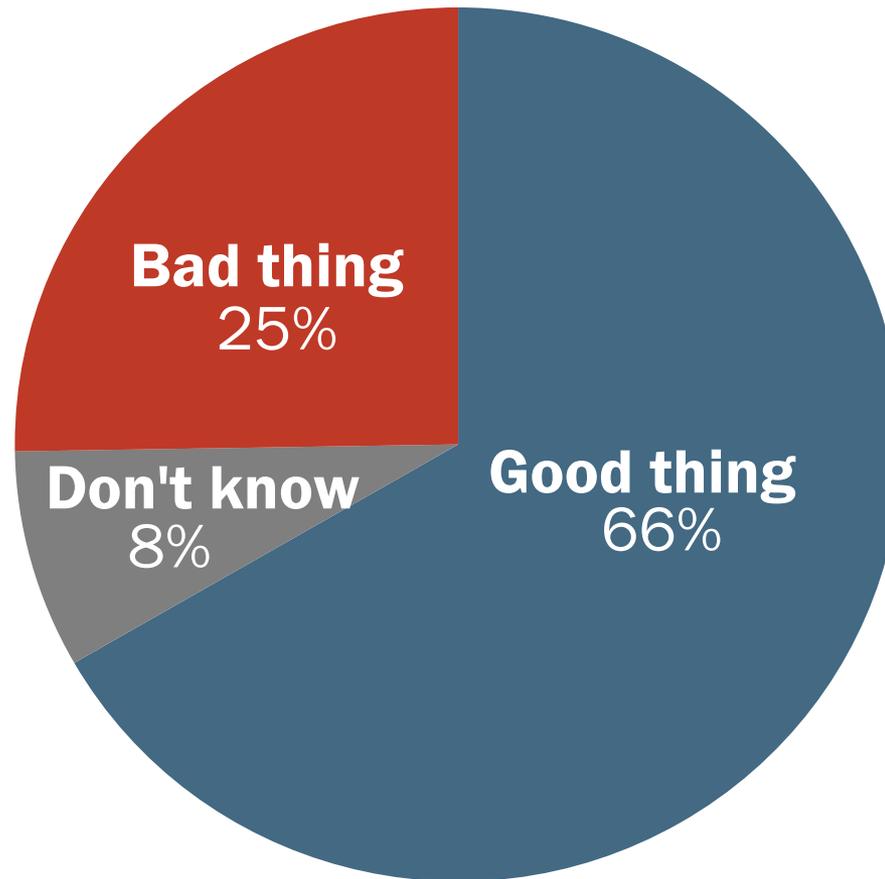
Pew Research Center

- **Established 1996**
- **Funded by the Pew Charitable Trusts**
- **Non-profit, non-partisan “fact tank” in Washington**
- **Survey topics: U.S. domestic politics and economic conditions, values, U.S. image abroad, religious beliefs and practices, global views toward major powers, terrorism, democracy, country conditions, economy**
- **Since 2002, Pew Research has surveyed in 85 countries**
- **www.pewresearch.org**

GENERAL AMERICAN VIEWS ON TRADE

Global Economic Engagement Seen as Positive

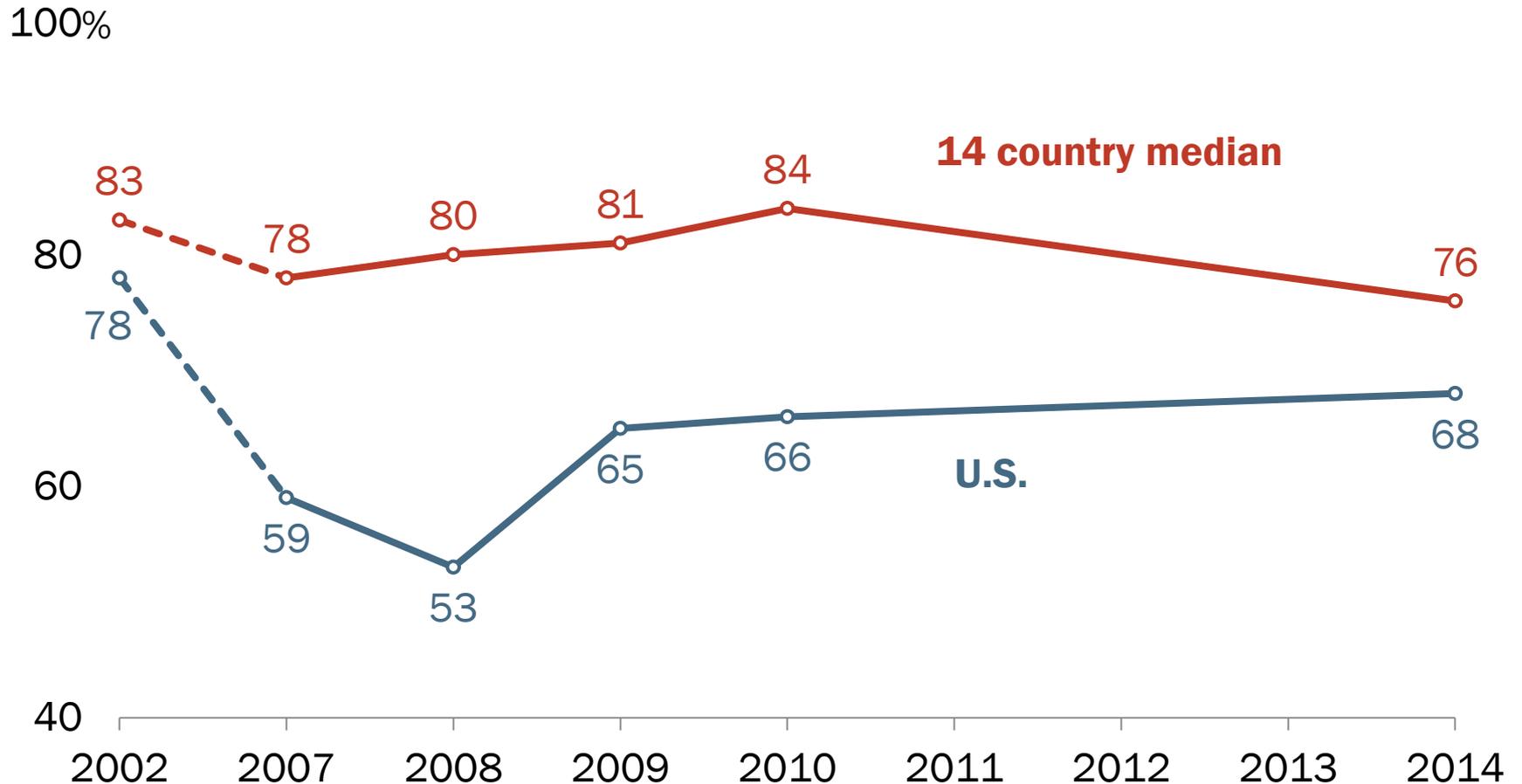
Greater U.S. involvement in the global economy is a ...



Source: America's Place in the World 2013, October 30–November 6, 2013.

Americans Less Convinced Than Others Trade Is Good

Growing trade and business ties with other countries are a good thing



Note: 14 country median based on countries surveyed in 2002, 2007-2010 and 2014. U.S. not included in median.

Source: Spring 2014 Global Attitudes survey, March 17 - May 16, 2014.

Americans Say More Trade with Most Countries is Good

Increased trade with ___ would be a good thing

	Americans
	%
Germany	79
Japan	74
European Union	72
Brazil	64
China	51
Russia	47

Source: 2014 U.S. - Germany Trade survey.

Older, Less Educated, Low Income, Female Americans Particularly Wary

Americans who think ...

	Trade is bad	Trade decreases wages	Trade destroys jobs	Trade increases prices	Foreign companies buying U.S. companies is bad	Foreign firms building new factories in U.S. is bad
	%	%	%	%	%	%
Men	28	43	46	28	66	20
Women	27	48	55	35	67	26
18-29	21	43	43	35	64	19
30-49	30	44	50	34	64	22
50+	29	48	55	28	72	26
No college degree	30	42	54	37	64	30
College degree	26	48	48	28	69	19
Low income	29	46	54	38	62	28
High income	25	45	47	24	72	17

Source: Spring 2014 Global Attitudes survey, April 22 – May 11, 2014.

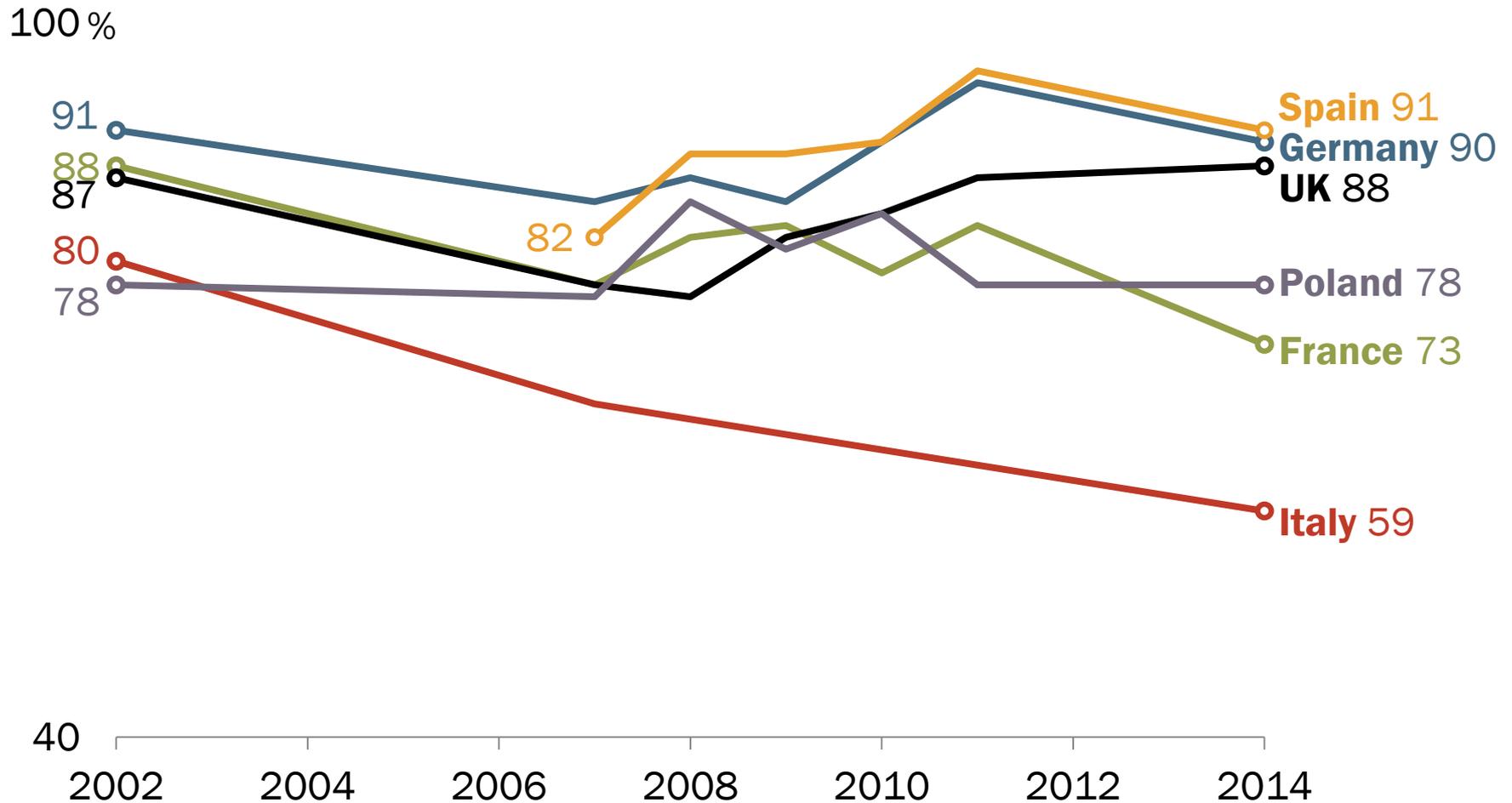
But Not Much Partisan Divide in U.S. on Trade and Investment

	Trade is bad %	Trade decreases wages %	Trade destroys jobs %	Trade increases prices %	Foreign companies buying U.S. companies is bad %	Foreign firms building factories in U.S. is bad %
Republican	29	44	54	31	75	28
Independent	28	42	49	29	67	23
Democrat	26	49	50	33	66	20
Rep-Dem diff	+3	-5	+4	-2	+9	+8

Source: Spring 2014 Global Attitudes survey, April 22 – May 11, 2014.

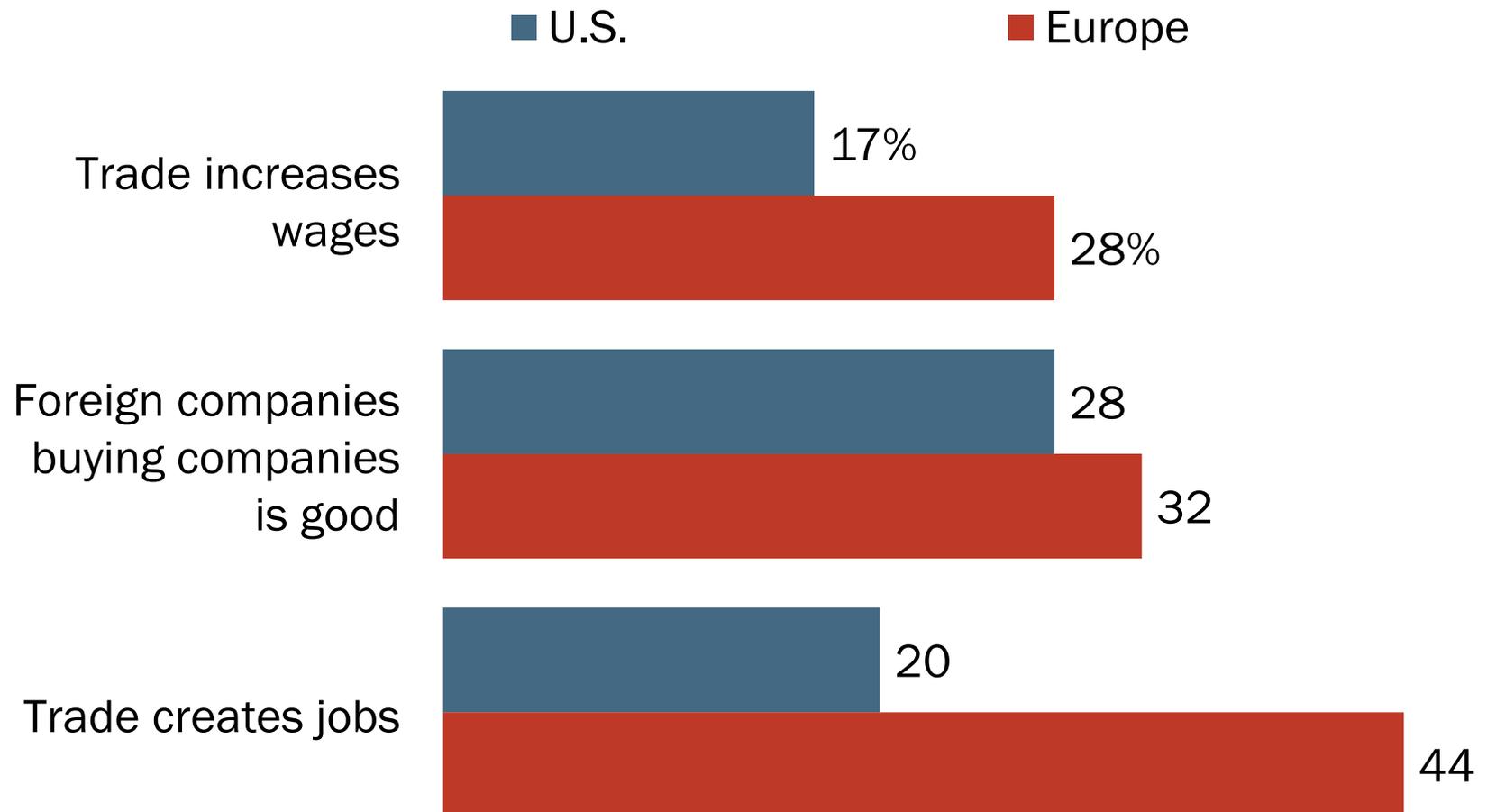
GENERAL EUROPEAN VIEWS ON TRADE

Most Europeans Overwhelmingly Believe Trade Is Good for Their Country



Source: Spring 2014 Global Attitudes survey, March 17– April 9, 2014.

Neither Europeans Nor Americans Sure of Trade's Benefits



Note: Europe median base on France, Germany, Greece, Italy, Poland, Spain and UK.

Source: Spring 2014 Global Attitudes survey, March 17 - May 11, 2014.

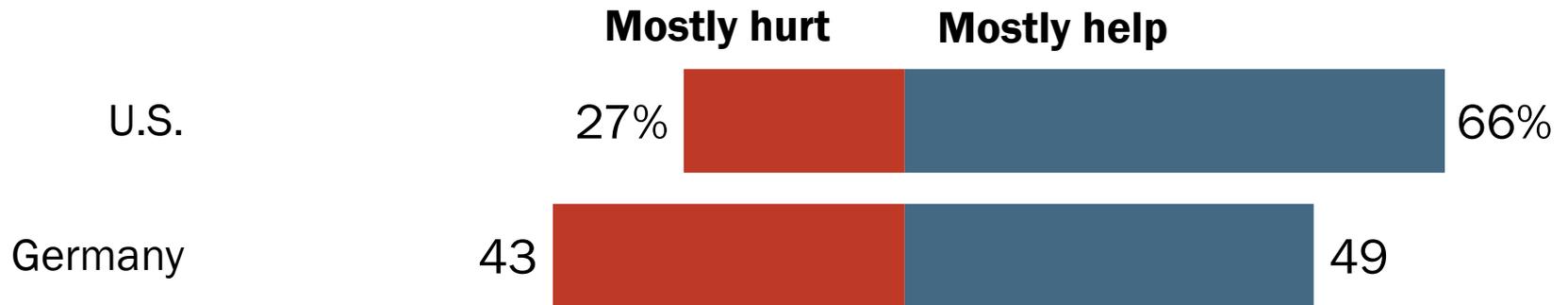
Europeans, Especially Italians, Wary of TTIP Benefits, Americans Aren't Much Better

	Trade is good	Trade increases wages	Trade creates jobs	Trade lowers prices	Foreign companies buying companies is good	Foreign companies building factories is good
	%	%	%	%	%	%
Spain	91	28	56	22	43	85
Germany	90	28	43	26	19	66
UK	88	34	50	24	39	82
Greece	79	21	44	35	31	67
Poland	78	38	51	26	40	75
France	73	14	24	28	32	75
U.S.	68	17	20	35	28	75
Italy	59	7	13	22	23	61

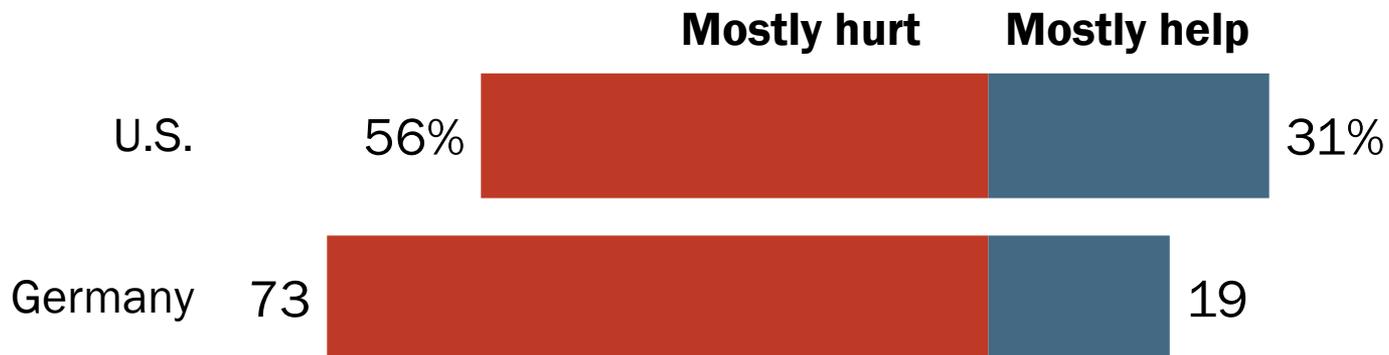
Source: Spring 2014 Global Attitudes survey, March 17 – May 11, 2014.

Notably, Both Americans and Germans Support Foreigners Building, but Not Buying

European/American companies __ the economy when building factories in U.S./Germany



European/American companies __ the economy when buying American/German companies



Note: U.S. results based on half sample asked about European companies.

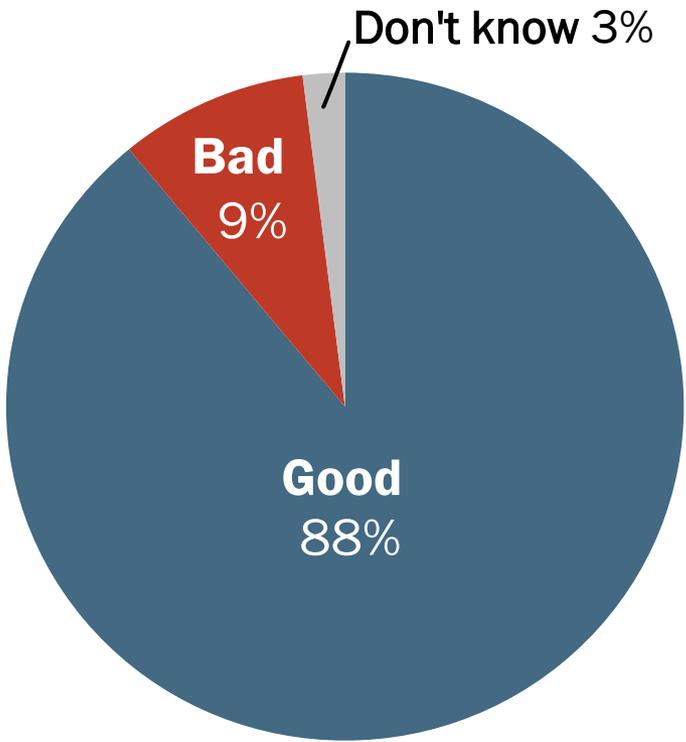
Source: 2014 U.S. - Germany Trade survey.

IMPLICATIONS FOR TTIP AS SEEN THROUGH GERMAN AND AMERICAN EYES

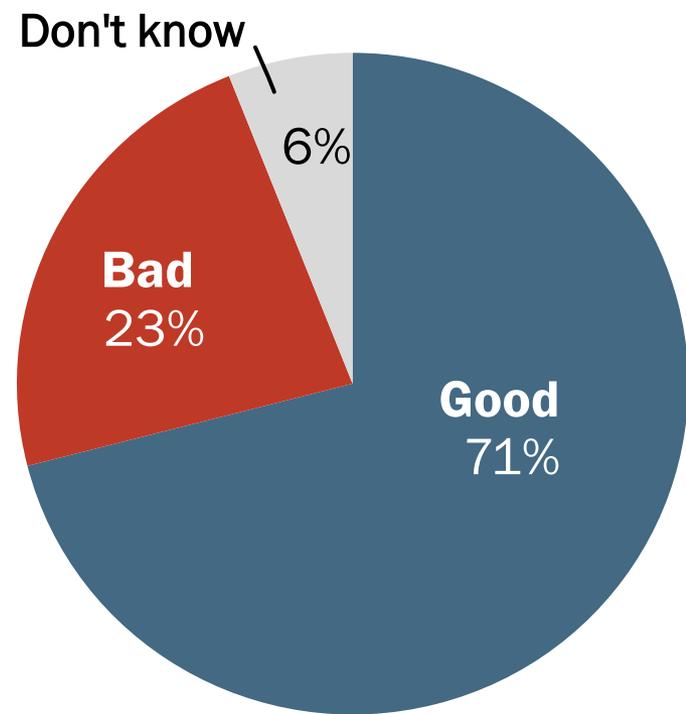
Germans and Americans Both Support Trade in Principle

Trade between __ and other countries is ...

Germany



United States



Source: 2014 U.S. - Germany Trade survey.

But Germans Back Trade More Intensely than Americans

Growing international trade is very good

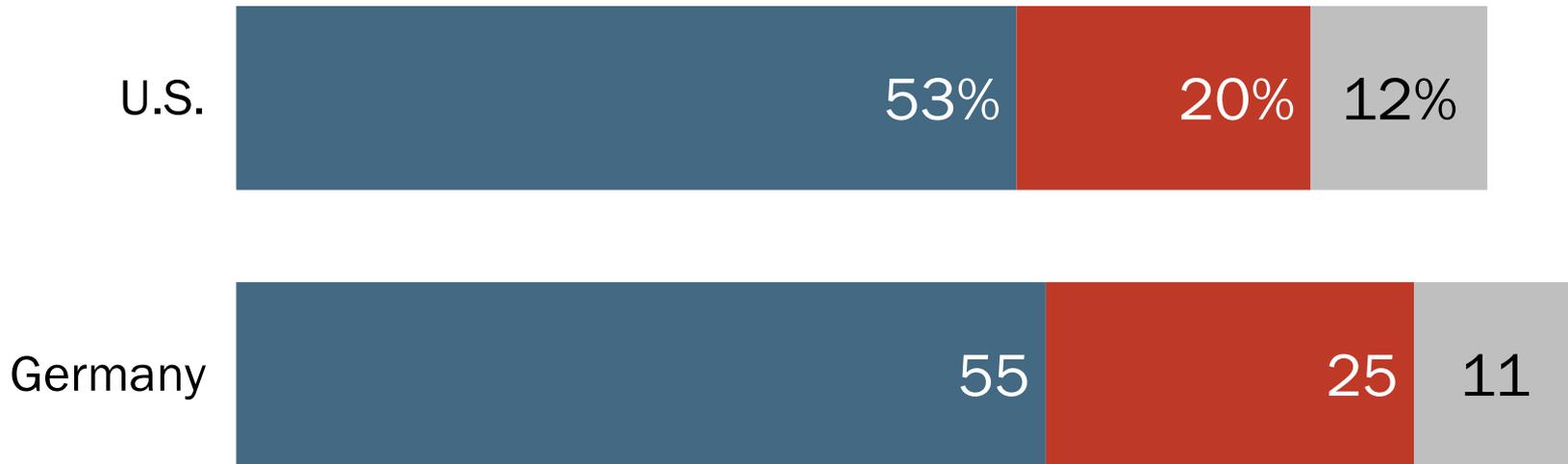
	Germany	U.S.	Diff.
	%	%	
Total	34	26	+8
Men	48	32	+16
Women	22	20	+2
18-29	31	30	+1
30-49	38	27	+11
50+	33	23	+10
No college	32	22	+10
College degree	51	36	+15
Low income	26	22	+4
Middle income	31	22	+9
High income	46	35	+11

Source: 2014 U.S. - Germany Trade survey.

Both Americans, Germans Backed TTIP in 2014

TTIP will be ___ for country

■ Good thing ■ Bad thing ■ Don't know



Note: 14% of Americans and 8% of Germans “Haven’t heard enough” about the TTIP, 2% of Americans and 1% of Germans say neither.

Source: 2014 U.S. – Germany Trade survey.

Young Americans More Likely to View TTIP as a Good Thing, Low Income Germans and Non-Centrist Parties Less Likely

TTIP is a good thing for country

	Americans		Germans
	%		%
Total	53	Total	55
Men	56	Men	57
Women	49	Women	53
18-29	67	18-29	60
30-49	55	30-49	53
50+	45	50+	55
No college	52	No college	54
College degree	54	College degree	60
Low income	55	Low income	49
Middle income	52	Middle income	57
High income	58	High income	66
Republican	44	CDU/CSU/FDP	68
Democrat	60	SPD	66
Independent/Other/None	53	Other/None	42

Source: 2014 U.S. – Germany Trade survey.

More Opposition Than Support for TTIP Goals in Both U.S. and Germany, But Americans Back Similar Standards

	Support %	Oppose %
Germans		
Making European and American standards as similar as possible	45	51
Removing all restrictions on investment between U.S. and EU	41	53
Removing all duties that increase the price of goods imported from U.S.	38	57
Americans		
Making European and American standards as similar as possible	76	18
Removing all restrictions on investment between U.S. and EU	39	49
Removing all duties that increase the price of goods imported from EU	41	49

Source: 2014 U.S. – Germany Trade survey.

Significant Transatlantic Differences over Standards

Trust American/European standards for __

	U.S.		Germany	
	European standards %	American standards %	European standards %	American standards %
Auto safety	33	55	91	4
Data privacy	29	49	85	3
Environmental safety	27	60	96	2
Food safety	22	67	94	2

Source: 2014 U.S. – Germany Trade survey.

Younger Americans: Higher Backing for TTIP, Support for European Standards

	18-29	30-49	50+	Youngest-oldest gap
	%	%	%	
Good thing for country ...				
Transatlantic Trade and Investment Partnership	67	55	45	+22
Support for ...				
Removing investment restrictions	49	40	35	+14
Removing duties on imports	45	48	35	+10
Making product standards as similar as possible	81	80	71	+10
Trust European ...				
Environmental safety standards	48	28	17	+31
Food safety standards	36	24	13	+23
Data privacy standards	42	27	24	+18
Auto safety standards	40	40	26	+14

Source: 2014 U.S. – Germany Trade survey.

Americans, But Not Germans See China as a Major TTIP Rationale

*Most important reason TTIP is good for country**

	Germans	Americans
	%	%
Will help country be more competitive with China	32	43
Will help economy	34	32
Will strengthen ties between U.S. and EU	30	22

Note: *Based on 53% of Americans and 55% of Germans who said TTIP will be a good thing for country.
Source: 2014 U.S. - Germany Trade survey.

PewResearchCenter

All Pew Research Center reports and data
are available online at
www.pewresearch.org