



Press Release
December 10, 2007

Contact: Lauren Shaw (202) 585-2731
Yong Lu (202) 246-5798

New C-100 Mirror Survey of Chinese and American Business Leaders Shows Mutual Perceptions are Characterized by Both Hope and Fear

Washington – While U.S. and Chinese business leaders generally hold a favorable view towards each other, American business leaders view China’s emerging economic and military power as a threat to the United States, while many Chinese business leaders believe the U.S. is trying to keep their country from becoming a world power, according to a new mirror survey released today conducted by the Committee of 100.

The survey, entitled *Hope & Fear: American and Chinese Attitudes Toward Each Other*, was conducted from August 18 to September 19, 2007, in both the United States and China, and covers a broad range of bilateral issues, including economics and trade, product safety, Taiwan, the environment, mood of the country, and foreign policy. It was coordinated by the Committee of 100, a national non-partisan, non-profit membership organization consisting of Chinese American leaders who seek to encourage constructive relations between Chinese and American people. The survey was conducted among the general public in both countries, as well as with opinion leaders and business leaders in both countries, and with U.S. Congressional staffers.¹

“Because economics, jobs and trade are central to the U.S.-China relationship, we surveyed business leaders in both countries to see how their views differed from the general public. By conducting a survey on similar economic-related issues in both countries at the same time, we are able to offer a comparative analysis of where Chinese and American business leaders agree and disagree. Through a better understanding of how each feels, the leaders of both countries can work more cooperatively on economic issues and tip the balance further in favor of hope, and less on fear,” said General John L. Fugh, Chairman of the Committee of 100.

Key findings include:

- **Overall impressions:** Chinese business leaders have a very favorable opinion of the United States, with 94% of those surveyed saying “favorable” and only 6% saying “unfavorable.” This is higher than U.S. business leader opinions of China (54% favorable vs. 41% unfavorable).
- **Misjudgment of the general public’s views:** When asked to imagine how the general public views each other, the vast majority of U.S. business leaders (73%) believe the American public has an unfavorable opinion of China. In the survey of the general public, only 45% hold an unfavorable opinion, while the majority (52%) view China favorability. Meanwhile, 91% of Chinese business leaders believe the Chinese public holds a favorable opinion, but in fact, more than a quarter of the general public expresses an unfavorable opinion.
- **Economic threat or partner:** U.S. business leaders are more likely to see China’s economic growth as a “serious threat” (31%) or “potential threat” (37%) than they are an “economic partner” (25%). By contrast,

¹ The data for the China part was drawn from Horizon Research Consultancy Group’s own continuously self-sponsored and annually released survey, “The World in Chinese Eyes.”

only 6% of Chinese business leaders surveyed believe that their country is a “serious threat” to the United States; 39% said they believed China was a “potential threat” to the U.S., while 33% said “economic partner.” Among Chinese business leaders surveyed, 44% said they believed the U.S. is trying to prevent China from becoming a great power, while 51% said the U.S. accepts China’s status as a rising power and desires a collaborative relationship.

- **Economic outlook:** Business leaders in both countries are optimistic about China’s economic future. Both U.S. and Chinese leaders predict that China will be the world’s largest exporter and the world’s largest consumer society within twenty years.
- **Trade:** Chinese and U.S. business leaders strongly agree that bilateral trade is beneficial to each country’s respective economy – 83% of U.S. business leaders “strongly agree” or “somewhat agree” that trade is beneficial, while 99% of Chinese business leaders believe it is. Strong majorities agree that low-cost goods from China benefit American consumers.
- **Greatest Area of Common Interest:** When asked what they believed is the area of greatest U.S.-China common interest, both Chinese business leaders (73%) and U.S. business leaders (73%) said trade over China’s domestic stability, Asian security, energy, and environmental concerns.
- **Product safety:** Recent reports of product safety problems are reducing the confidence of U.S. business leaders in Chinese-made goods – 65% of U.S. business leaders “strongly agree,” while 14% “somewhat agree.” Only 12% “strongly disagree” and 9% “somewhat disagree.”
- **Economic problem areas:** American business leaders cited corruption, poor intellectual property rights protection, and bureaucratic interference as their three greatest concerns when doing business in China. The Chinese business leaders surveyed also cited corruption and bureaucratic interference in the top three, but said that China’s inadequate legal system was their greatest problem when doing business in their own nation. Chinese business leaders cited U.S. trade barriers, U.S. bureaucratic interference, as well as cultural and legal differences, as their greatest concern when doing business with the United States.
- **Intellectual property rights:** A majority of American business leaders, especially those in technology-related industries, cited China’s poor record on intellectual property rights as having a negative impact on foreign investment – 45% said they “strongly agree” with this concern, and 24% said they “somewhat agree.” Chinese business leaders did not share this same concern.

Survey Methodology: The survey of the United States was conducted by Zogby International, a world-renowned polling firm based in Utica, N.Y. The survey was conducted between August 20 and September 4, 2007 through telephone interviews with 1,200 American adults nation-wide. The margin of error is plus or minus 2.9 percentage points. The survey of China was self-sponsored by the Beijing-based independent public opinion polling firm Horizon Research Consultancy Group. The survey was conducted between August 18 and September 7, 2007 through face-to-face interviews with 4,104 Chinese adults nation-wide. The margin of error is plus or minus 1.6 percentage points. A survey of 200 opinion leaders, 150 business leaders and 100 Congressional staffers was conducted in the United States. A survey of 203 opinion leaders and 156 business leaders was conducted in China. The business leaders samples were based on executives and senior level decision makers from a cross-section of American and Chinese major corporations.

A full report of *Hope & Fear: American and Chinese Attitudes Toward Each Other*, including complete data, demographic analysis, and detailed survey methodology, can be found at www.Committee100.org.

###