

## *Inner, Outer and Cross-Country People's Perceptions*

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### **Intro**

The Economics of Happiness is a relatively new field in economic analysis, which seeks a subjective evaluation of people's well-being, from a variety of perspectives (present/future, individual/collective and cross-country). In this article data is presented regarding Brazilians' social perceptions, compared internationally and related to the literature on the Economics of Happiness and on Human Development.

Objective data related to people's subjectivity are used, derived from polls carried out in more than one hundred countries by Gallup World Poll. Its international character allows us to differ between Brazilian and other countries' points of view. Besides this data, the Social Perceptions Indicator System (*SIPS*) by the Institute for Applied Economic Research (Ipea), began, in 2012, to repeat the same kind of question to a representative sample of the country and its regions, which allowed for the assessment of this kind of perception in more detail throughout the Brazilian territory.

The three major forms of perceptions used in these polls are:

- People's satisfaction regarding their own lives/individual;
- People's satisfaction regarding life in the country/collective;
- Cross Country People's Perception.

This article is divided in this introduction and three sections. Section one explores compared data reported by Brazilians regarding present happiness, as well as their relation with income, and makes international comparisons. Section two analyzes data about future happiness and their implications. Section three shows data related to Cross Country People's Perception. Main conclusions are found in the end.

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## 1. Present happiness and income<sup>1</sup>

The Gallup World Poll data on satisfaction with life are based on a sample of 150 thousand respondents. Regarding current life satisfaction, Brazil placed 18<sup>th</sup> among 160 countries in 2012, obtaining an average of 6.9, on a scale from 0 to 10. As seen in the table below, showing data from 2006 to 2012, Brazilians report a higher level of happiness than the other BRICS members and European countries, behind Mexico alone among Latin American countries in the poll.

Comparing data before and after the crisis, we can notice a sharp fall in life satisfaction in all European countries considered. On the other hand, in Latin American countries, the perceived happiness, which already used to be high, did not fall; it has increased in the period.

**Table 1 – Current life satisfaction – a selection of European, Latin American and BRICS countries - 2006 - 2012**

	2012		2011		2010		2009		2008		2007		2006		Change 2010-12/ 2006-08	Overall Mean
	level	rank	level	rank	level	rank	level	rank	level	rank	level	rank	level	rank		
<i>Portugal</i>	4,99	82	5,22	75	4,87	80	5,32	59	5,72	37			5,41	51	-9,67%	5,22
<i>Italy</i>	5,84	49	6,06	41	6,35	31	6,33	25	6,78	21	6,57	18	6,85	19	-9,65%	6,33
<i>Greece</i>	5,10	75	5,37	68	5,84	47	6,04	33			6,65	16	6,01	36	-14,11%	5,73
<i>Spain</i>	6,29	31	6,52	33	6,19	36	6,20	29	7,29	8	6,99	11	7,15	12	-11,34%	6,62
<i>Brazil</i>	<b>6,93</b>	<b>18</b>	<b>7,04</b>	<b>16</b>	<b>6,84</b>	<b>20</b>	<b>7,00</b>	<b>11</b>	<b>6,69</b>	<b>23</b>	<b>6,32</b>	<b>24</b>	<b>6,64</b>	<b>21</b>	<b>5,90%</b>	<b>6,77</b>
<i>Russia</i>	5,62	56	5,39	66	5,38	64	5,16	69	5,62	40	5,22	51	4,96	73	3,73%	5,37
<i>China</i>	5,09	76	5,04	79	4,65	92	4,45	93	4,85	76	4,86	66	4,56	95	3,57%	4,82
<i>South Africa</i>	5,13	73	4,93	90	4,65	93	5,22	64	5,35	53	5,20	54	5,08	70	-5,89%	5,09
<sup>†</sup> <i>Latin America</i>																
<i>Chile</i>	6,60	24	6,53	32	6,64	26	6,49	20	5,79	35	5,70	34	6,06	34	12,65%	6,30
<i>Colombia</i>	6,37	28	6,46	35	6,41	29	6,27	28	6,17	30	6,14	27	6,02	35	4,96%	6,28
<i>Mexico</i>	7,32	7	6,91	20	6,80	22	6,96	12	6,83	19	6,53	19	6,58	23	5,47%	6,91
<i>Peru</i>	5,82	50	5,89	44	5,61	54	5,52	47	5,13	63	5,21	53	4,81	77	14,32%	5,48

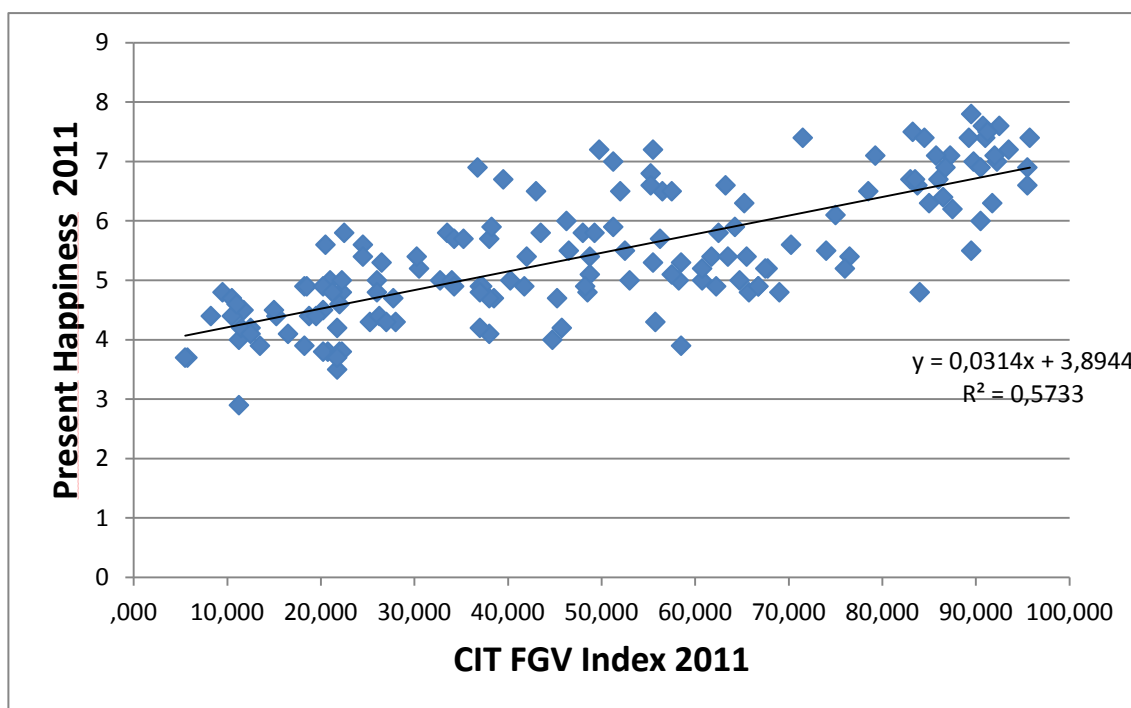
Source:SAE/PR from micro data by Gallup World Poll

Since developed countries do not report an indefinitely increasing level of happiness, it becomes important to investigate the connection between income and happiness. Angus Deaton (2007), based on Gallup World Poll data, analyzes this connection by

<sup>1</sup>This section is based on NERI, M. **A Felicidade Acompanha a Renda?** In:NERI, M. C. and SCHIAVINATTO, F. (Orgs.). *SIPS 2014: percepções da população sobre políticas públicas*. Brasília: IPEA, 2014. 285-307p.

comparing GDP *per capita* adjusted by Purchasing Power Parity (PPP) and perceived mean happiness. Results show us that there is a positive relation between these two variables and that Brazil is above the trend line. This is illustrated below by tchart 1 that shows a positive relation between happiness and a proxy of wealth level captured by access of a Communication and Information Technology (CIT) bundle (internet, cell and telephone coverage).

**Chart 1 – Relation between present happiness and internet coverage (%)**



Source: CPS/FGV, from Gallup World Poll data

When we dig further in the microdata for 2006 and estimate an interactive model with country and wealth elasticity we find that no other country in the pool presents a lower sensitivity of life satisfaction with respect to wealth than Brazil. While some countries are statistically equal to Brazil's sensitivity, 58 countries present higher sensitivity. In other words, Brazilians are happy because they are happy not so much due to the material life observed in the last years<sup>2</sup>.

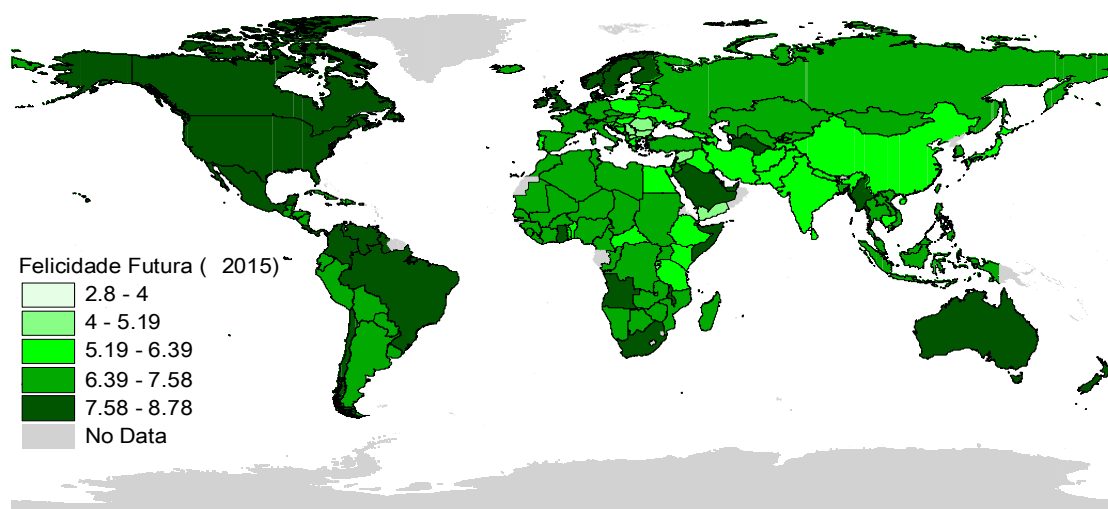
<sup>2</sup> By the same token, Ipea conducted a field research using the same questions from Gallup World Poll to analyze how happiness and income are related in the Brazilian case alone. Results show that there is a direct positive relation between present happiness and income in Brazil, controlled by several variables. The main change is observed between those with no income and the lower positive income bracket. This may suggest a positive impact of social programmes targeted at the poorest segments of Brazilian society as Bolsa Familia and life satisfaction. This hypothesis was not rejected by the same data.

## 2. Future and external happiness<sup>3</sup>

Regarding present happiness with life, Brazil has been around 20<sup>th</sup> among all the countries in the research since 2006; on future happiness, five years from now, Brazil has the highest score in all editions of the poll, among all countries. In order to get a better view of this empirical regularity, the odds of this happening in a random draw are twenty in a trillion, even rarer than matching all the six lottery numbers.

Thus, it is possible to understand references like “Brazil is the country of the future”; that is how we face the future – optimistically. This optimism is not necessarily a quality, but an attribute; it is certainly bad for savings and possibly helps to explain why Brazilian interest rates are so high. In the international scenario, Brazil is in the same group as Australia, New Zealand, United States, Canada and European developed countries in terms of future happiness, as seen in the map below.

**Map 1 – Future happiness – 2015**



Source: CPS/FGV from Gallup World Poll data

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<sup>3</sup> This section is based on NERI, M. C. O **Futuro, o País e a Agenda do “País do Futuro”**. In: NERI, M. C. and SCHIAVINATTO, F. (Orgs.). *SIPS 2014: percepções da população sobre políticas públicas*. Brasília: IPEA, 2014. 355-366 p.

As seen above, Brazil is seven times champion in future happiness; also, the average score Brazilians give to future happiness in the 15-29 year old group is 9.29, also higher than any other country in the study. In other words, Brazil is world champion in future happiness, or in “young attitude”. So it is possible to balance two monikers often assigned to Brazil: “country of the future”, for some, and “young country”, for others. More than a country of young people in its demographic composition, Brazil is a country inhabited by young spirits.

Despite being optimistic about the future, there is a large difference when comparing individual happiness reported by Brazilians and the individual assessment on the nation’s general happiness level. The results of another Gallup research, in 2008, show that the expectation for national general satisfaction for the next five years was still 6.8, while individual happiness expectation for the same period was 8.68. In the interpretation proposed here, this second element has a higher importance attributed, in the national context, to troubles related to collective actions, like inequality, inflation, informality, violence and lack of democracy, among others; problems that make the whole less than the sum of its parts, requiring mobilization and coordination of society.

Brazilian population in general is very optimistic about their own life and the future, but not about the surrounding environment. Besides being less optimistic about the collectivity represented in national polls, average Brazilians also have a low level of satisfaction regarding their cities.

Compared to other BRICS countries, Brazil that is a highly urbanized society has a lower degree of satisfaction regarding its cities than Russia and India, which tended to fall in recent years, but much higher than South Africa. China leads among the BRICS and is the only country in the group that grew in a comparison between the periods of 2006-2009 and 2010-2012.

Europeans in general have higher levels of satisfaction with their own cities than other countries, even with the decrease seen in the years after the 2008 crisis. Latin American countries also show high rates of satisfaction, with an emphasis on the significant rise in Chile and Peru in the last few years.

The table below shows that only 3 countries among the 14 selected have grown in the periods of 2006-2009 and 2010-2012, which means a general reduction of people's satisfaction regarding their cities of residence.

**Table 2 – People's perception about the satisfaction with their cities of residence – Are you satisfied with your city of residence?**

	2009	rank		2010	rank		2011	rank		2012	rank		var 2006-09 x 2010-12
		absolute	relative		absolute	relative		absolute	relative		absolute	relative	
<b>Brazil</b>	<b>76,33%</b>	75	65%	<b>79,31%</b>	69	57%	<b>78,35%</b>	83	56%	<b>73,25%</b>	96	74%	<b>-2,26%</b>
<b>Russia</b>	<b>80,07%</b>	66	57%	<b>76,24%</b>	81	66%	<b>73,40%</b>	103	70%	<b>76,70%</b>	86	66%	<b>-4,86%</b>
<b>India</b>	<b>83,93%</b>	45	39%	<b>82,28%</b>	56	46%	<b>83,21%</b>	65	44%	<b>76,42%</b>	89	68%	<b>-7,60%</b>
<b>China</b>	<b>75,86%</b>	77	67%	<b>77,78%</b>	78	64%	<b>79,29%</b>	77	52%	<b>80,83%</b>	69	53%	<b>0,68%</b>
<b>South Africa</b>	<b>54,75%</b>	109	95%	<b>58,66%</b>	116	95%	<b>62,86%</b>	136	92%	<b>55,11%</b>	127	98%	<b>-11,08%</b>
<b>Portugal</b>	<b>89,34%</b>	23	20%	<b>89,33%</b>	27	22%	<b>89,15%</b>	32	22%	<b>88,66%</b>	33	25%	<b>-1,47%</b>
<b>Italy</b>	<b>83,07%</b>	51	44%	<b>79,72%</b>	67	55%	<b>77,82%</b>	88	59%	<b>76,51%</b>	88	68%	<b>-3,16%</b>
<b>Ireland</b>	<b>92,77%</b>	9	8%	<b>90,76%</b>	16	13%	<b>93,89%</b>	11	7%	<b>91,09%</b>	25	19%	<b>-1,94%</b>
<b>Greece</b>	<b>81,92%</b>	57	50%	<b>81,23%</b>	63	52%	<b>74,96%</b>	98	66%	<b>80,51%</b>	71	55%	<b>-4,10%</b>
<b>Spain</b>	<b>91,95%</b>	15	13%	<b>88,63%</b>	29	24%	<b>88,34%</b>	39	26%	<b>88,67%</b>	32	25%	<b>-3,63%</b>
<b>Chile</b>	<b>83,11%</b>	50	43%	<b>81,76%</b>	60	49%	<b>81,19%</b>	72	49%	<b>83,30%</b>	60	46%	<b>4,95%</b>
<b>Colombia</b>	<b>84,33%</b>	43	37%	<b>82,40%</b>	55	45%	<b>83,95%</b>	63	43%	<b>85,56%</b>	47	36%	<b>-0,33%</b>
<b>Mexico</b>	<b>80,19%</b>	65	57%	<b>72,91%</b>	89	73%	<b>78,20%</b>	85	57%	<b>81,01%</b>	68	52%	<b>-6,19%</b>
<b>Peru</b>	<b>73,94%</b>	84	73%	<b>77,45%</b>	79	65%	<b>76,14%</b>	93	63%	<b>75,12%</b>	94	72%	<b>4,52%</b>
<i>first</i>	96,88%	<b>Turkmenistar</b>	95,10%	<b>Luxembourg</b>	97,72%	<b>Turkmenistar</b>	95,62%	<b>Turkmenistar</b>					
<i>last</i>	41,53%	<b>Senegal</b>	44,51%	<b>Sierra Leone</b>	25,36%	<b>Senegal</b>	39,85%	<b>Syria</b>					
<i>total number</i>		115		122		148		130					

Source: SAE/PR from Gallup World Poll data

The relative disappointment of Brazilians with their cities helps to explain, partially, the occurrence of the complex phenomenon of social protests which happened in the country during June 2013. Some of the main demands of these protests were related to issues directly related to life in the cities, especially in the larger ones. Among these issues are urban mobility and access to quality public services, like education and health.

### **3. Crossed perceptions**

So far, people's perception about their own lives have been discussed, as well as their cities of residence and the country as a whole (collective), but what is the perception with regard to external matters, related to other countries?

The *Gallup World Poll* research also shows cross-country people's perceptions. Here we will show Latin Americans' assessments of President Lula's performance in Brazil and Venezuela's leadership and, from a sample of the global population, perceptions about USA's, China's and European countries' governments.

When asked about President Lula's performance, most Latin Americans indicated their approval reflecting perhaps Brazilian soft power.. The percentage of approval in South America, in 2010, was above 70% in 8 out of 9 researched countries researched; only Ecuador had a smaller value, 66.26%, and the Uruguayan approval percentage was 88.59%. The variation between 2008 and 2010 was also positive in 7 out of 9 South American countries.

The evaluation of Central Americans is less positive. It is possible that the result may be affected by lack of information affected by greater physical distances with respect to Brazil. Only 38.51% of Honduran people have evaluated Lula's performance positively, while 76.16% of Haitians have done so, probably due to Brazil's activity in the United Nations Stabilization Mission in Haiti.

**Table 3 – Performance of President Lula, evaluated by Latin American countries**

Do you approve or disapprove of the job performance of Luiz Ignacio Lula Da Silva (president of Brazil)?										
Yes	2008	rank		2009	rank		2010	rank		var 2006-09 x 2010-12
		absolute	relative		absolute	relative		absolute	relative	
Argentina	73,93%	8	44%	76,28%	1	11%	78,57%	5	28%	4,62%
Bolivia	74,84%	7	39%	71,73%	3	33%	79,57%	4	22%	8,58%
Chile	60,05%	14	78%	64,77%	5	56%	73,41%	7	39%	17,62%
Colombia	78,52%	4	22%	62,82%	6	67%	80,39%	3	17%	13,76%
Costa Rica	63,28%	11	61%	69,72%	4	44%	68,28%	12	67%	2,67%
Dominican Republic	.	.	.	.	.	.	71,09%	11	61%	#DIV/0!
Ecuador	66,70%	10	56%	56,10%	8	89%	66,26%	13	72%	7,91%
El Salvador	54,42%	17	94%	73,10%	2	22%	72,78%	8	44%	14,14%
Guatemala	60,05%	13	72%	59,42%	7	78%	63,64%	14	78%	6,55%
Haiti	55,78%	15	83%	.	.	.	76,16%	6	33%	36,54%
Honduras	54,43%	16	89%	39,64%	9	100%	38,51%	18	100%	-18,13%
Mexico	.	.	.	.	.	.	62,15%	17	94%	#DIV/0!
Nicaragua	67,33%	9	50%	.	.	.	62,61%	16	89%	-7,01%
Panama	63,00%	12	67%	.	.	.	62,74%	15	83%	-0,42%
Paraguay	79,20%	3	17%	.	.	.	71,40%	10	56%	-9,85%
Peru	82,39%	1	6%	.	.	.	81,55%	2	11%	-1,02%
Uruguay	81,49%	2	11%	.	.	.	88,59%	1	6%	8,71%
Venezuela	75,48%	6	33%	.	.	.	71,84%	9	50%	-4,82%
first	82,39%	Peru		76,28%	Argentina		88,59%	Uruguay		
last	23,88%	Trinidad and Tob		39,64%	Honduras		38,51%	Honduras		
total number of countries		18			9			18		

Source: SAE/PR from Gallup World Poll micro data

The perceptions of the same group of countries related to Venezuelan leadership (in this case, the variable was the country itself and not their president) are less positive. Among 18 countries, only Uruguay (67.61%) and the Dominican Republic (60.45%) had rates higher than 60%. On the other hand, Peru (23.43%) and Mexico (21.68%) made the worst evaluations. There is not a clear trend in the variation of people's perceptions between 2006 and 2007; in any case, during the whole period of analysis, the Venezuelan President was Hugo Chavez.

**Table 4 – Approval or disapproval of Venezuelan leadership**

Do you approve or disapprove of the job performance of the leadership of the following countries? Venezuela.													
Yes	2006	rank		2007	rank		2008	rank		2010	rank		var 2006-09 x 2010-12
		absolute	relative		absolute	relative		absolute	relative		absolute	relative	
Argentina	58,70%	4	22%	52,98%	4	24%	.	.	.	78,57%	5	28%	25,41%
Bolivia	55,61%	5	28%	51,09%	6	35%	42,06%	7	41%	79,57%	4	22%	44,36%
Chile	42,73%	11	61%	25,64%	16	94%	33,81%	10	59%	73,41%	7	39%	75,89%
Colombia	33,19%	15	83%	36,58%	9	53%	16,36%	17	100%	80,39%	3	17%	115,89%
Costa Rica	30,21%	16	89%	21,56%	17	100%	27,04%	13	76%	68,28%	12	67%	83,88%
Dominican Republic	60,45%	3	17%	44,81%	7	41%	64,03%	2	12%	71,09%	11	61%	25,98%
Ecuador	49,96%	8	44%	59,58%	2	12%	50,12%	5	29%	66,26%	13	72%	22,84%
El Salvador	.	.	.	40,18%	8	47%	33,69%	11	65%	72,78%	8	44%	48,55%
Guatemala	52,25%	7	39%	26,72%	15	88%	50,27%	4	24%	63,64%	14	78%	34,94%
Haiti	34,15%	13	72%	.	.	.	80,23%	1	6%	76,16%	6	33%	33,16%
Honduras	53,73%	6	33%	33,64%	10	59%	36,04%	8	47%	38,51%	18	100%	-5,53%
Mexico	21,68%	18	100%	32,94%	11	65%	24,98%	14	82%	62,15%	17	94%	134,22%
Nicaragua	.	.	.	59,27%	3	18%	55,79%	3	18%	62,61%	16	89%	8,82%
Panama	44,66%	10	56%	28,04%	14	82%	24,56%	15	88%	62,74%	15	83%	93,50%
Paraguay	.	.	.	.	.	.	.	.	.	71,40%	10	56%	#DIV/0!
Peru	23,43%	17	94%	28,26%	12	71%	30,79%	12	71%	81,55%	2	11%	196,61%
Uruguay	67,61%	2	11%	51,84%	5	29%	44,99%	6	35%	88,59%	1	6%	61,63%
Venezuela	.	.	.	.	.	.	.	.	.	71,84%	9	50%	#DIV/0!
first	83,11%	Jamaica		72,27%	Belarus		80,23%	Haiti		88,59%	Uruguay		
last	21,68%	Mexico		21,56%	Costa Rica		16,36%	Colombia		38,51%	Honduras		
total number of countries		18		17			17			18			

Source: SAE/PR from Gallup World Poll micro data

From a more comprehensive sample, involving countries from all continents, it can be concluded that the assessment of USA leadership is less positive than Latin Americans' in relation to Lula and Venezuela, but it grows significantly in the 2006-2010 period.



This phenomenon may be associated with Barack Obama's election. There is a clear tendency for growth between the George W. Bush (2001-2009) and Barack Obama (2009 to date) administrations. However, this positive perception has not held throughout the years and in 2012 there was a tendency for drop. However, in general, levels were higher than 2006 and 2008. The most critical countries in terms of North American leadership are Cyprus, Syria, Serbia and Pakistan, and the countries with the highest rates of approval are Cambodia, Burkina Faso and Albania.

**Table 5 – Approval or disapproval of North American leadership**

Do you approve or disapprove of the job performance of the leadership of the United States?															
Yes	2006		rank		2008		rank		2010	rank		2012	rank		var
	absolute	relative	absolute	relative	absolute	relative	absolute	relative		absolute	relative		2006-09 x 2010-12		
Brazil	28,02%	91	78%	34,86%	74	66%	68,85%	63	55%	54,41%	85	70%	96,03%		
Russia	22,38%	99	85%	19,22%	94	84%	43,64%	99	86%	23,12%	118	97%	60,48%		
India	56,47%	41	35%	71,28%	32	29%	70,99%	56	49%	57,87%	76	62%	0,87%		
South Africa	.	.	.	88,40%	7	6%	92,18%	9	8%	83,82%	14	11%	-0,45%		
Portugal	29,96%	83	72%	16,54%	97	87%	88,75%	15	13%	75,12%	34	28%	252,41%		
Italy	35,11%	71	61%	34,22%	75	67%	83,27%	22	19%	74,31%	35	29%	127,30%		
Ireland	39,27%	64	55%	20,62%	91	81%	83,25%	23	20%	76,70%	28	23%	167,10%		
Greece	11,17%	112	97%	.	.	.	36,22%	103	90%	30,72%	112	92%	199,72%		
Spain	15,39%	105	91%	12,28%	107	96%	72,86%	48	42%	53,26%	86	70%	355,84%		
Chile	29,85%	85	73%	40,55%	66	59%	78,75%	33	29%	64,10%	64	52%	102,90%		
Colombia	50,47%	47	41%	69,93%	35	31%	75,53%	44	38%	67,81%	55	45%	19,05%		
Mexico	33,49%	75	65%	38,13%	68	61%	56,65%	88	77%	57,25%	79	65%	59,04%		
Peru	44,24%	58	50%	52,62%	55	49%	70,92%	58	50%	56,83%	80	66%	31,88%		
first	96,05%	Cambodia		92,97%	Cambodia		96,44%	Burkina Faso		92,43%	Albania				
last	8,11%	Cyprus		5,66%	Syria		15,40%	Serbia		12,82%	Pakistan				
total number	116			112			115			122					
Avg Above	32,98%			41,55%			70,91%			59,64%					
Avg All	46,25%			50,80%			68,13%			61,70%					

Source: SAE/PR from Gallup World Poll micro data

The evaluation of European Union leadership shows a positive peak of different proportions among non-European countries in 2010 compared to 2009, and a fall to lower levels than 2008 in 2012. For European residents, the fall seen was possibly caused by 2008 financial crisis and is strongly emphasized in 2012. Pakistan and Egypt were the countries most critical of European leadership, having approval rates lower than 20%.

**Table 6 – Approval or disapproval of European leadership**

Do you approve or disapprove of the job performance of the leadership of the following countries? The European Union.										
<u>Yes</u>	2008	rank		2010	rank		2012	rank		var 2006-09 x 2010-12
		absolute	relative		absolute	relative		absolute	relative	
<b>Brazil</b>	<b>47,53%</b>	96	86%	<b>63,11%</b>	61	58%	<b>43,83%</b>	97	80%	<b>12,49%</b>
<b>Russia</b>	<b>54,72%</b>	88	79%	<b>60,23%</b>	72	68%	<b>38,02%</b>	103	84%	<b>-10,22%</b>
<b>India</b>	<b>35,96%</b>	106	95%	<b>43,45%</b>	96	91%	<b>34,29%</b>	115	94%	<b>8,09%</b>
<b>South Africa</b>	<b>78,61%</b>	33	29%	<b>80,35%</b>	12	11%	<b>66,78%</b>	35	29%	<b>-6,42%</b>
<b>Portugal</b>	<b>78,31%</b>	35	31%	<b>74,45%</b>	28	26%	<b>48,38%</b>	85	70%	<b>-20,98%</b>
<b>Italy</b>	<b>69,11%</b>	56	50%	<b>71,99%</b>	40	38%	<b>52,97%</b>	70	57%	<b>-9,59%</b>
<b>Ireland</b>	<b>82,70%</b>	19	17%	<b>67,56%</b>	51	48%	<b>50,49%</b>	79	65%	<b>-29,58%</b>
<b>Greece</b>	.	.	.	<b>38,74%</b>	101	95%	<b>21,86%</b>	121	99%	
<b>Spain</b>	<b>83,18%</b>	18	16%	<b>67,78%</b>	50	47%	<b>51,45%</b>	76	62%	<b>-28,33%</b>
<b>Chile</b>	<b>62,26%</b>	76	68%	<b>77,09%</b>	19	18%	<b>44,88%</b>	96	79%	<b>-2,04%</b>
<b>Colombia</b>	<b>78,17%</b>	36	32%	<b>80,19%</b>	13	12%	<b>54,34%</b>	63	52%	<b>-13,95%</b>
<b>Mexico</b>	<b>66,45%</b>	64	57%	<b>68,29%</b>	48	45%	<b>47,44%</b>	91	75%	<b>-12,93%</b>
<b>Peru</b>	<b>68,16%</b>	60	54%	<b>75,40%</b>	24	23%	<b>52,20%</b>	72	59%	<b>-6,41%</b>
<i>first</i>	90,57%	<b>Botswana</b>		90,58%	<b>Mongolia</b>		88,53%	<b>Albania</b>		
<i>last</i>	18,38%	<b>Pakistan</b>		18,44%	<b>Pakistan</b>		13,58%	<b>Egypt</b>		
<i>total number of countries</i>		112			106			122		
<b>Avg Above</b>	67,10%			66,82%			46,69%			
<b>Avg All</b>	66,77%			65,79%			56,69%			

Source: SAE/PR from Gallup World Poll micro data

Perceptions on Chinese leadership do not have a defined tendency during the years analyzed. Among the BRICS, there is a fall with a high range of variation in India, South Africa and Russia, and a small increase in Brazilian perception. Compared to other evaluations, it is possible to notice that the critics of Chinese leadership are more radicals, as shown by the fact that less than 10% of Slovaks and Austrians have rated Chinese leadership positively.

**Table 7 – Cross Perception – approval or disapproval of Chinese leadership**

Do you approve or disapprove of the job performance of the leadership of China?													
<u>Yes</u>	2006	rank		2008	rank		2010	rank		2012	rank		var
		absolute	relative		absolute	relative		absolute	relative		absolute	relative	
<b>Brazil</b>	<b>44,32%</b>	79	71%	<b>43,51%</b>	81	76%	<b>41,18%</b>	78	72%	<b>48,41%</b>	69	56%	<b>2,01%</b>
<b>Russia</b>	<b>56,73%</b>	59	53%	<b>64,37%</b>	53	50%	<b>60,40%</b>	43	39%	<b>53,40%</b>	59	48%	<b>-6,03%</b>
<b>India</b>	<b>37,46%</b>	93	83%	<b>50,94%</b>	73	68%	<b>40,66%</b>	79	72%	<b>39,02%</b>	85	69%	<b>-9,86%</b>
<b>South Africa</b>	.	.	.	<b>57,49%</b>	62	58%	<b>47,78%</b>	72	66%	<b>52,55%</b>	62	50%	<b>-12,74%</b>
<b>Portugal</b>	<b>32,90%</b>	99	88%	<b>26,45%</b>	89	83%	<b>23,66%</b>	99	91%	<b>28,97%</b>	105	85%	<b>-11,33%</b>
<b>Italy</b>	<b>26,38%</b>	102	91%	<b>9,17%</b>	104	97%	<b>11,95%</b>	109	100%	<b>19,49%</b>	114	93%	<b>-11,56%</b>
<b>Ireland</b>	<b>42,98%</b>	82	73%	<b>18,13%</b>	98	92%	<b>33,43%</b>	87	80%	<b>40,33%</b>	82	67%	<b>20,70%</b>
<b>Greece</b>	<b>55,99%</b>	63	56%	.	.	.	<b>47,42%</b>	74	68%	<b>43,39%</b>	76	62%	<b>-18,90%</b>
<b>Spain</b>	<b>26,34%</b>	103	92%	<b>13,25%</b>	103	96%	<b>29,62%</b>	92	84%	<b>22,42%</b>	110	89%	<b>31,46%</b>
<b>Chile</b>	<b>56,46%</b>	60	54%	<b>48,83%</b>	74	69%	<b>49,35%</b>	67	61%	<b>40,83%</b>	81	66%	<b>-14,36%</b>
<b>Colombia</b>	<b>55,72%</b>	64	57%	<b>67,43%</b>	46	43%	<b>56,73%</b>	54	50%	<b>49,39%</b>	66	54%	<b>-13,83%</b>
<b>Mexico</b>	<b>46,76%</b>	74	66%	.	.	.	<b>61,64%</b>	40	37%	<b>46,67%</b>	71	58%	<b>15,82%</b>
<b>Peru</b>	<b>67,97%</b>	36	32%	<b>68,83%</b>	43	40%	<b>67,61%</b>	26	24%	<b>54,80%</b>	58	47%	<b>-10,52%</b>
<i>first</i>	88,10%	<i>Senegal</i>		89,70%	<i>Sri Lanka</i>		92,68%	<i>Mali</i>		94,70%	<i>Mali</i>		
<i>last</i>	4,65%	<i>Slovakia</i>		6,49%	<i>Austria</i>		11,95%	<i>Italy</i>		7,74%	<i>Austria</i>		
<i>total number</i>		112			107			109			123		
<b>Avg Above</b>	45,83%			42,58%			43,96%			41,51%			
<b>Avg All</b>	55,74%			56,67%			52,95%			51,35%			

Source: SAE/PR from Gallup World Poll micro data

## Conclusions

This paper explored a subjective evaluation of Brazilians well-being, from a variety of perspectives (present/future, individual/collective and cross-country). The main conclusions found are posed below:

- **Life satisfaction** - Comparing data before and after the 2009 crisis, we notice a sharp fall in life satisfaction in all European countries considered. On the other hand, in Latin American countries, the perceived happiness, which already used to be high, did not fall. Regarding present happiness with life, Brazil has been around 20<sup>th</sup> among all the countries in the research since 2006.
- **Future Life satisfaction** - On future happiness, five years from now, Brazil has the highest score in all editions of the poll, among all countries. It may be possible to understand references like “Brazil is the country of the future”
- **Collective satisfaction** - Despite being optimistic about the future, there is a large difference when comparing individual happiness reported by Brazilians and their respective assessment on the nation’s general happiness. In the interpretation proposed here, this element has a higher importance attributed, in the national context, to problems related to collective actions, like inequality, inflation and violence.
- **City satisfaction** - Brazil that is a highly urbanized society has a lower and declining degree of satisfaction regarding its cities than most countries. The relative disappointment of Brazilians with their cities helps to explain, partially, the occurrence of the complex phenomenon of social protests which happened in June 2013.
- **Cross-Perceptions** - When asked about Brazilian leadership, most Latin Americans indicated their approval reflecting perhaps Brazilian soft power.. The percentage of approval in South America, in 2010, was above 70% in 8 out of 9 researched countries researched.
- From a more comprehensive sample, involving countries from all continents, it can be concluded that the assessment of USA leadership is less positive than Latin Americans’ in relation to Brazil, but it grows significantly in the 2006-2010 period. Maybe because of the economic crisis, the evaluation of European Union leadership shows in 2012 a fall to lower levels than before.

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