

## Notes to Editors

### **Detailed Findings**

Public opinion in Russia relative to public opinion in Europe and the US seems to be polarizing. Americans and Europeans have both grown more negative toward Russia, and Russians have become more negative toward the US, the EU, and less positive toward Germany and the UK (but not France). Russia's military action against Georgia and increasing limitations on civil rights may be affecting American and European attitudes, and US and European criticism of Russia may be affecting Russian attitudes. [Note that the polling was done before Russia's cut-off of natural gas supplies to Ukraine and parts of Europe.]

To some extent this polarizing trend seems to be appearing in relations between China and the West as well. Europeans have become more negative toward China, while the Chinese have become more negative toward the US (negative views have risen from 46% to 58%), the EU (16% to 28%), and France (positive views dropped from 64% to 44%--perhaps in reaction to French demonstrations regarding the Tibet issue).

However, Chinese views of the UK have grown more positive (rising from 56% to 67%), as have views of Germany (58% to 65%). And Americans have not grown more negative toward China, with negative views essentially unchanged at 52 per cent.

The US for the first time since 2005 has surpassed Russia in positive ratings (an average of 42% for the US as compared to 30% for Russia), but their negative ratings are similar as are the number of countries giving them predominantly positive or negative ratings.

Sixteen of the countries polled say Japan is having a mostly positive influence in the world. But for the first time, Japan's average ratings have slipped behind those of the UK, due to an increase in the UK's positive rating. Japan suffered from declining views in Germany, Russia, Turkey and the UK.

France's positive ratings have edged upward from 49 per cent to 51 per cent and 18 of the countries polled give it a positive rating. American public opinion towards France continues to gradually improve; for the first time since the BBC started tracking in 2005, a majority of Americans give France a positive rating. While in 2005, 52 per cent of Americans had a negative view of France (37% positive), now 52 per cent have a positive view (28% negative).

Canada has the second-most positive ratings with fifty-seven per cent seeing it as having a positive influence in the world. In only one country – Turkey - are views predominantly negative. Positive views are up on average 4 points from two years ago.

The EU has all but one country (Turkey) giving it positive ratings. On average 51 per cent see it as having a positive influence. Its ratings have remained essentially unchanged since last year. The biggest changes have been downward movements in Russia (positive views dropping from 51% to 31%), Turkey (44% to 34%), and China (negative views rising from 16% to 28%). German positive views of the EU have risen (72% to 81%).

All but two countries have a positive view of Brazil. However, their ratings are more modest, with an average of 44 per cent giving them a positive rating and 22 per cent a negative rating. Positive views have risen three points over last year.

South Africa, assessed for the first time this year, elicits evenly-divided views. Average ratings are balanced (34% positive, 31% negative). The most positive ratings come from its African neighbours, Ghana (60%) and Nigeria (62%). The most critical country is Germany (53% negative).

*In total 13,575 citizens in Australia, Canada, Chile, China, Central America (Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama), Egypt, France, Germany, Ghana, India, Indonesia, Italy, Japan, Mexico, Nigeria, Philippines, Russia, Spain, Turkey, UK and USA were interviewed face-to-face or by telephone between 21 November 2008 and 1 February 2009. Polling was conducted for the BBC World Service by the international polling firm GlobeScan and its research partners in each country. In 7 of the 21 countries, the sample was limited to major urban areas. The margin of error per country ranges from +/-2.4 to 4.4 per cent, 19 times out of 20. Average figures quoted for the US, Russia and China include all 21 countries. For other countries, average scores exclude Mexico and Indonesia.*

For further detailed findings, please visit [www.globescan.com](http://www.globescan.com) or [www.worldpublicopinion.org](http://www.worldpublicopinion.org).

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## **Country by Country Findings**

### **China**

While views of China were predominantly positive in 2008, they have eroded substantially so that views are now generally divided. On average, in 2008, 45 per cent had a positive view while 33 per cent had a negative view. But now positive views have slipped six points to 39 per cent, while negative views have risen to 40 per cent. While in 2008 16 countries had a predominantly positive view and five a negative view, now 10 countries' views of China's influence are mainly positive, while in 10 they are mainly negative.

Negative views have grown most significantly in European countries over the past year, including France (70%, up from 46%), Italy (68%, up from 50%), Germany (69%, up from 59%), and Spain (54%, up from 32%), with corresponding drops in positive views. Positive attitudes among Britons have also dropped (39%, down from 48%) while 42 per cent now say China has a negative influence in the world, making attitudes in the United Kingdom divided.

Other countries that have seen views of China worsen considerably include Turkey, the Philippines, Egypt, and Australia. Turkey has shown a dramatic decrease in positive views of China (18%, down from 30%) while negative views have increased

## France

Global views of France remain largely positive. Among countries polled in both 2008 and 2009, positive views have increased somewhat on average (52%, up from 49%), while negative attitudes have remained stable (21%). Nineteen countries most commonly say that France has a mainly positive influence in the world; the only change since last year being that China went from being predominantly positive to divided.

China and Turkey are the only countries that are not predominantly positive. Positive views of France have dropped dramatically in China from the previous year (44%, down from 64%), while those saying that France has a mainly negative influence in the world have risen sharply (45%, up from 11%). Only Turkey has a majority that sees France's influence as mainly negative, although this has decreased somewhat from 2008 (58%, down from 65%), while only 20 percent see its influence as mainly positive.

Attitudes about France's influence in the world have improved most noticeably in Egypt and the United States. Egyptians show the most marked improvement in views of France in the past year, with positive views of its influence rising to a majority (52%, up from 41%) and negative attitudes dropping sharply (18%, down from 35%). American attitudes about France continue to steadily improve, with a majority now holding positive views (52%, up from 48% in 2008 and 38% in 2007).

France's neighbors have the large majorities saying it has a mainly positive influence in the world: Spain (74%), Italy (72%). Other Europeans are more modestly positive: Russia (56%), Germany (55%), and United Kingdom (55%).

In other regions, attitudes about France are clearly positive or lean positive. Majorities of Canadians (67%) and Chileans (63%) demonstrate positive attitudes about France as well, while favourable views have grown in Australia (56%, up from 49%). Attitudes are somewhat more lukewarm in other countries, although the most common view is that France's influence is mainly positive: Nigeria (46% positive to 27% negative), Central America (46% positive to 23% negative), Indonesia (42% positive to 20% negative); India (37% positive to 14% negative), and Mexico (36% positive to 21% negative).



## Japan

Overall evaluations for Japan remain largely positive, although negative views have increased slightly on average and positive views have dropped in several countries. Among the countries polled in both 2008 and 2009, Japan continues to receive majority positive views on average (56%), while less than one in four (23%, up from 20%) view Japan's influence as negative. Sixteen countries give Japan's influence a predominantly positive rating, only two give a negative rating (China and Turkey), and two more are evenly divided (Germany and Mexico). In the previous year, 18 countries had positive views of Japan, while only China was predominantly negative.

Positive attitudes about Japan have grown substantially. The largest increases in positive views of Japan can be seen in Ghana (67%, up from 48%), India (44%, up from 26%), Central America (63% up from 53%), Canada (70%, up from 61%), and Egypt (52%, up from 45%). Positive attitudes have also increased in China (40%, up from 30%), though overall more still see Japan's influence as negative (50%, down from 55%). Indonesia has a large majority viewing Japan's influence positively (70%), as do Chile (67%) and the United States (67%).

However, in Turkey and Germany views of Japan's influence have worsened substantially. Positive views of Japan have deteriorated most significantly in Turkey, where more now say Japan's influence is mostly negative (47%, up from 29%) than positive (30%, down from 56%). Germans' attitudes about Japan have also worsened, with positive views dropping 14 points (38%, down from 52%) and negative views increasing (38%, up from 30%) making opinion divided overall. Mexicans also have a divided view of Japan's influence in the world (27% positive, 27% negative).

Other countries have seen downward shifts in attitudes about Japan, but overall views remain favourable. Decreases in positive views have occurred in Russia (49%, down from 59%), and the United Kingdom (60%, down from 70%), although the most common view in both countries is that Japan's influence is still positive. Negative views have increased considerably in France (37%, up from 22%) as well, though 49 per cent view Japan positively.

## **Israel**

Views of Israel have remained consistently negative with on average about one-half having a negative view and only one in five (22%) having a positive view. Nineteen countries have a predominantly negative view of Israel's influence and only the United States leans positive while Russia is divided. (It should be noted that most polling was completed before the Israeli military action in Gaza.)

In three countries negative views of Israel have increased considerably: Nigeria (45%, up from 38%) and India (30%, up from 14%), both of which have moved to a predominantly negative view of Israel from divided, and in Spain (71%, up from 64%).

Attitudes about Israel are unsurprisingly negative in the predominantly Muslim countries polled. Egypt remains the country with the most negative view of Israel's influence in the world (87% negative), while 70 per cent of Turks and 60 per cent of Indonesians share this view. Negative views of Israel are also widespread in Australia (67%), Germany (65%), and the Philippines (63%).

At the same time, there appeared to be some decline in negative views, however polling was largely completed before the military action in Gaza began. Negative views of Israel fell significantly in the United Kingdom (51%, down from 63%), Turkey (70%, down from 78%), and Italy (43%, down from 53%).

Only Russia and the United States express divided or favourable views of Israel's influence. In Russia, negative views have fallen somewhat (21%, down from 29%) so that the country is now divided (24% positive to 21% negative). Attitudes about Israel's influence in the US remain predominantly positive (47% to 34%).

## **Canada**

Evaluations of Canada are the second most positive out of all countries. On average 58 per cent have a positive view. Nineteen countries have a predominantly positive view, while views are divided in Egypt and predominantly negative in Turkey. Canada was not polled in 2008, but in most countries it was polled in 2007.

Notable increases in positive views of Canada have occurred across the globe, including in the Philippines (83%, up from 67%), the United States (82%, up from 65%), China (75%, up from 65%), Italy (74%, up from 62%), and the United Kingdom (74%, up from 65%). Positive attitudes in Egypt have also dramatically increased (26%, up from 12%), making Egypt's views of Canada's influence divided overall.

Widespread majorities continue to give positive evaluations of Canada in France (79%), Australia (77%), Germany (64%), Chile (64%), Spain (64%) and Central America (58%). Attitudes also lean positively in Mexico (43% positive to 16% negative), Indonesia (36% positive to 21% negative), and India (30% positive to 21% negative).

Attitudes about Canada have become considerably more negative only in Turkey and Russia. Views have become sharply more negative in Turkey (49%, up from 20%), while positive views have fallen as well, but less dramatically (20%, down from 28%). In Russia, positive views deteriorated significantly, falling 15 points over the previous year (36%, down from 51%), although overall views of Canada still lean positive.

## **The United Kingdom**

Attitudes about the United Kingdom have



## **India**

Views of India have taken a somewhat negative turn in the past year, though overall views still lean positive and there are few countries wherein more than one half give a negative view. Among those countries polled in both 2008 and 2009, on average

## **Pakistan**

Pakistan continues to receive some of the most negative evaluations among all countries polled, with views deteriorating significantly in some cases. On average, negative views of Pakistan have increased (56%, up from 41%). Eighteen countries

## **South Africa**

Evaluated for the first time this year, views of South Africa's influence in the world are largely divided. Among the 20 countries polled, seven countries have predominantly positive views of South Africa, while nine countries have predominantly negative views, and four countries are divided. On average, 35 per cent say that South Africa's influence in the world is mainly positive, while 33 per cent say that it is mainly negative.

The most widespread positive views of South Africa can be found among its African neighbors, including majorities in Nigeria (62%) and Ghana (60%). Nearly half in China (49%) and Mexico (46%) also have positive views of South Africa's influence.

Among the countries with predominantly negative views of South Africa, the most negative are found in Germany (53%), Turkey (48%) and United Kingdom (47%). Negative views of South Africa's influence are also the most common among in the public in Spain (44%), Canada (42%) and the United States (40%).

Four countries have largely divided views on the influence of South Africa in the

## **The United States**

On average, views of US influence have improved somewhat over the previous year, although they remain predominantly negative in most countries. Among countries polled in both 2008 and 2009, positive views have risen on average (40%, up from 35%) and negative views have fallen (43%, down from positive to 47% negative). In 12 countries views are predominantly negative, while in six they lean positive with views divided in three countries. In the previous year only four countries had overall positive views of the United States, three were divided and 14 were predominantly negative.

Substantial improvements in attitudes toward the US have occurred mainly in Egypt, Italy, India, Canada, and Turkey. Egypt showed a remarkable shift: positive views increased by 27 points (40%, up from 16%) and negative views fell equally dramatically (48%, down from 73%). In Italy, positive views of the US have increased (55%, up from 39%) and negative views dropped, while a similar shift occurred in India, with positive views rising (43%, up from 18%), so that positive is now the predominant view in both countries. In Canada positive views have risen nine points (38%, up from 27%), although a majority (55%) still views US influence as mainly negative. Though most Turks evaluate the US negatively, the majority saying US influence is mainly negative has decreased (63%, down from 73%).

Interestingly, attitudes about the US have become even more negative in both China and Russia. In Russia negative attitudes have grown by 12 points (65%, up from 53%), while in China, negative attitudes have expanded by 12 points (58%, up from 56%).

In most other European countries, attitudes about the US remain quite negative, including Germany (65%), Spain (56%), and France (53%).

In the Americas, views in Mexico are also predominantly negative (54%), however views in Chile remain mixed (42% positive, 42% negative).

US influence continues to receive the best ratings in African countries and the Philippines. Attitudes are quite positive in Ghana (76%, up from 65%) and Nigeria (65%), and the Philippines give the US the best ratings (80%). Central Americans have a majority positive (64%) as well.

## North Korea

Views of North Korea's influence in the world have become somewhat more negative over the past year. Those holding mainly positive views fell slightly (20%, down from 22%) and those with negative views increased (51%, up from 47%). Fifteen countries have negative views, five are divided, and only one has a positive view. In the previous year, 12 countries had negative views, three were divided and five countries had predominantly positive views.

Negative views of North Korea have grown dramatically in most European countries polled. Negative views increased considerably in Italy (59%, up from 52%) Germany (69%, up from 62%), and France (73%, up from 63%). The United Kingdom is the exception with negative view dropping from 64 per cent to 57 per cent, but it still predominantly negative,

In China, negative views of North Korea increased sharply (44%, up from 32%) while positive views fell (42%, down from 47%), making China now divided on North Korea rather than leaning positive as in the previous year.

Negative views persist in the United States (76% mainly negative), Canada (69%) and Australia (64%).

Ghana is the only country to lean toward viewing North Korea positively, where positive views increased significantly (43%, up from 21%) while negative views dropped to 24% (down from 30%).

Three other countries give divided evaluations of North Korea: Russia (22% positive, 20% negative), Nigeria (33% positive, 35% negative), Central America (34% positive, 33% negative), and Egypt (29% positive, 28% negative).

**Russia**

## Iran

Global views of Iran continue to be among the most negative out of all countries evaluated. On average out of countries polled in both 2008 and 2009, more than half (57%) continue to say Iran's influence is mainly negative, while just 19 per cent say its influence is mainly positive. Fifteen countries view Iran's influence negatively, only one country (India) leans toward viewing it positively, and five are divided. This is actually a bit of an improvement over last year when 17 countries had mostly negative views of Iran, while only Egypt leaned positive and Indonesia was divided

In five countries, negative views of Iran grew considerably. Egypt's view of Iran went from positive to predominantly negative, with the positive rating dropping significantly (36%, down from 62%) and the negative rating increasing (41%, up from 24%). The two largest increases were in the United States (79%, up from 55%) and the Philippines (72%, up from 53%). Views also grew more negative in France (77%, up

## **Brazil**

Brazil continues to receive largely positive evaluations from global publics, with only a few countries showing any significant changes in their views of Brazil's influence. On average among countries polled in both 2008 and 2009, those saying Brazil has a mainly positive influence has remained stable (43%), while a much smaller number see its influence as mainly negative (24%). Eighteen countries have predominantly positive views of Brazil, while just two lean towards negative views (Germany and Turkey) and one country is divided (United Kingdom). While some countries have shifted their positions the overall distribution of country views is unchanged.

Positive views have improved significantly in five countries that were already positive last year. China has seen an increase in positive views of Brazil (65%, up from 52%), as is the case in Ghana (50%, up from 36%), Italy (49%, up from 39%), Central America (49%, up from 38%) and India (24%, up from 11%). Mexico and Chile are among the most positive with 78 percent and 64 percent holding positive views, respectively..

Egypt has seen a drop in negative views of Brazil (26%, down from 43%), making Egypt now lean positive toward Brazil on the whole (33% to 26%).

France, the United States and United Kingdom have seen views of Brazil worsen, but views remain positive or divided overall. France saw growth of negative views of Brazil (33%, up from 23%), though positive views remained largely stable (42%). In both the United States and the United Kingdom there were substantial decreases in positive views of Brazil: the US still leans positive overall (47% positive to 23% negative), while the UK is now divided (32% positive to 35% negative).

Negative attitudes about Brazil's influence are predominant only in Germany and Turkey. Germans have become increasingly negative about Brazil's influence, with negative views growing (40%, up from 28%) and positive views falling (30%, down from 35%), making Germany lean toward negative attitudes overall. Turkey remains the only other country with a negative view of Brazil (33% positive to 33% negative).



## **Germany**

Germany receives the highest overall positive ratings of any country evaluated, with substantial growth in positive views in many countries. On average 61 per cent have a positive view of Germany's influence in the world (up from 55%), while just 15 per cent have a negative view (down from 18%). In no country are negative attitudes about Germany the predominant view; a slight improvement over last year when two countries had a negative view.

Notable improvements of views of Germany have occurred worldwide. Attitudes in both Turkey and Egypt have moved from negative to predominantly positive over the previous year with negative views dropping in 16 points in Egypt (27% , from 43%) and 11 points in Turkey (36%, down from 47%). Already positive view rose sharply in the Philippines (65%, up from 44%) and China (65%, up from 58%).

Very large majorities have continued to have positive views in Italy (84%), France (81%), Spain (78%), Canada (71%), Australia (70%) and Ghana (66%).

Positive views have fallen only in Russia (53%, down from 61%), and Nigeria (58%, down from 66%) but the overall evaluations of Germany remain favourable in all these cases.