



Ipsos Public Affairs



The Reputation of the United States of America: A Benchmark at the Outset of the Obama Presidency

**A Poll of 22 Countries Provided Exclusively to Reuters
January 19, 2009**

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Methodology



22,000 online surveys. 22 countries.

- Semi annual study fielded in April & November
- Latest is the 4th Wave fielded November, 2008
- N = 1,000 online completes per country
- Balanced by age, gender, city population, and education levels, with minor added weights applied
- An unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20
- 75% of world's GDP covered:
 - US, Canada, Brazil, Mexico, Argentina, South Korea, China, Japan, Australia, Russia, India, Czech Republic, Poland, Turkey, Sweden, Netherlands, Belgium, Germany, France, Italy, Spain, and Great Britain
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Methodology



22,000 online surveys. 22 countries.

- The Ipsos online survey output is the result of rigorous sample and country by country panel management and is not the result of pop-up or click-through self selecting respondents. Ipsos wholly owns and operates its *i-Say* panels via its ISO 2007 Certified IIS Group.
- The millions of respondents in the Ipsos world panel network is a managed, recruited and screened community with over 40 recorded demographic respondent characteristics. It is pre-balanced against actual census characteristics and then, as is the case with telephone surveys, has small weights applied after data collection to ensure national representativeness.



Talking the Right Talk and Walking the Right Walk:

**A Critical Look at the Reputation of the United States Abroad
and What World Public Opinion Wants in a Superpower**



The Current US Reputation: An Analysis



- President-elect Barack Obama takes office on the 20th of January 2009—an historical event by any measure. Among the myriad challenges he will face is the resurrection of America’s reputation around the world.
 - Of the 22 countries in the Ipsos poll, only 3 have a majority favorable impression of the US.
- Why is this important?
- Respectability is essential for credibility. And credibility is essential to push issues and convince people.
- What can be done to improve the reputation and image of the United States abroad?
 - Being “On Message” and Reinforcing the message with Consistent behavior.



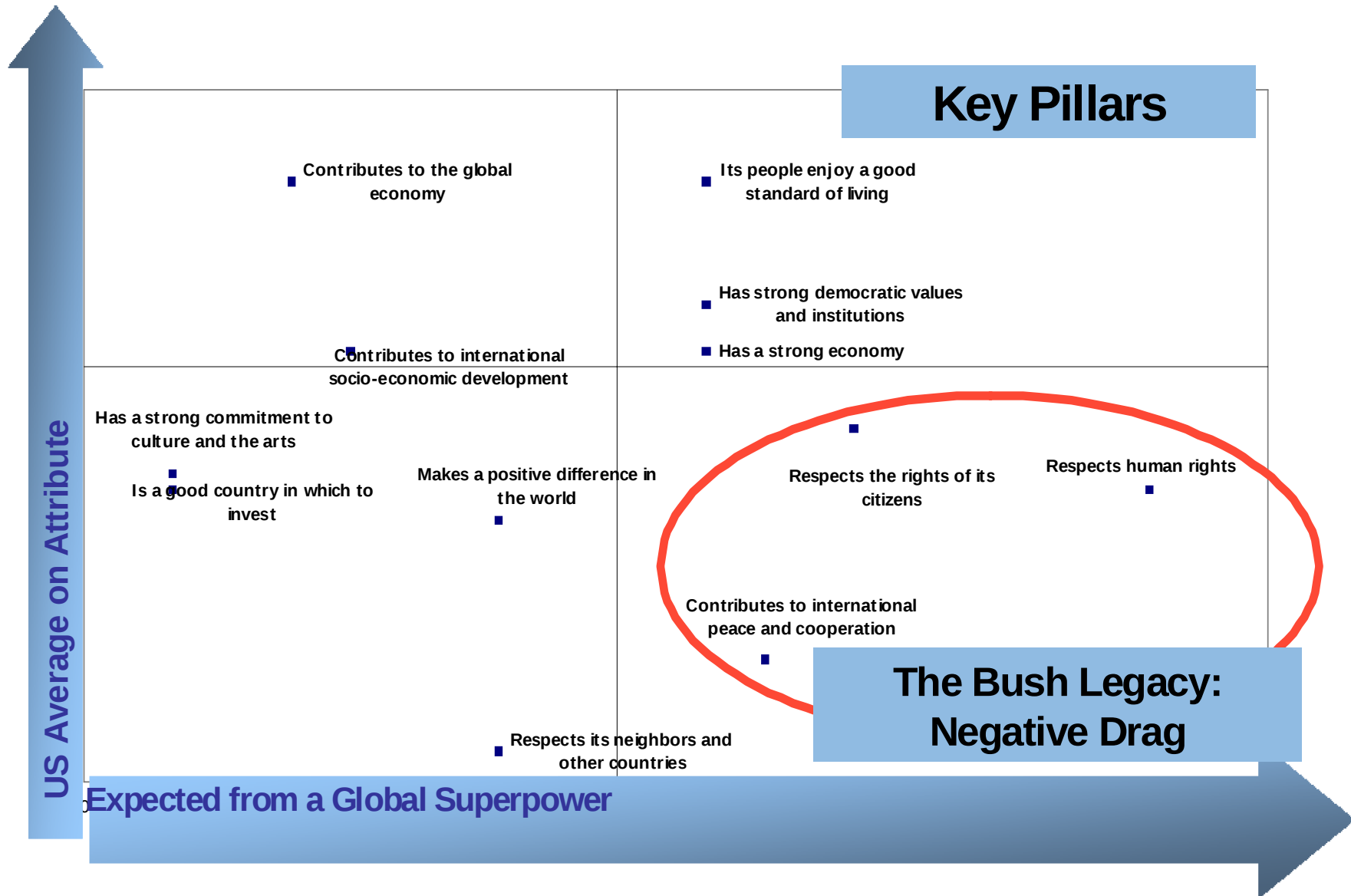
The Current US Reputation: Analysis



- The United States is, however, seriously “off message”—that is, it is not seen as strong on those issues which world public opinion sees as important. For instance:
 - “respecting human rights”
 - “respecting the rights of its own citizens”
 - “fostering peace and cooperation”
- And strong on issues seen as less important. For instance:
 - “Contributes to the global economy”
 - “Contributes to international socioeconomic development”



The Current US Reputation: Analysis





The Current US Reputation: Analysis



Implications:

- First, the historical public diplomacy mantra of “free markets, democracy, and the American dream” is not, in itself, sufficient for the United States in today’s world.
 - Instead, any successful positioning must also speak to what people believe is important: the research demonstrates that this means an emphasis on “human rights”, “citizen rights”, and “peace and cooperation”—multilateralism as opposed to unilateralism
- Second, behavioral inconsistency and dissonance is the death knell of any reputation. Concrete actions, indeed, must walk hand-in-hand with any good message—“you must talk the talk and walk the walk”



The Current US Reputation: Analysis



- As such, it is not sufficient to say that the United States is concerned about said issues.
- Instead, it will take real actions to win global minds. Here, President-elect Obama's proposal to close Guantanamo and to prohibit torture are concrete examples of actions that "walk the talk"
- And third, even though the United States is "off message", the research demonstrates that America still has a reservoir of goodwill centered around "democracy" and "prosperous society". These attributes may well help bridge the credibility gap today.
 - For instance, American democracy has recently shown itself to be sufficiently capable of rejuvenating itself by electing Barack Obama. This sends a strong signal to the world, reinforcing that it can be different.



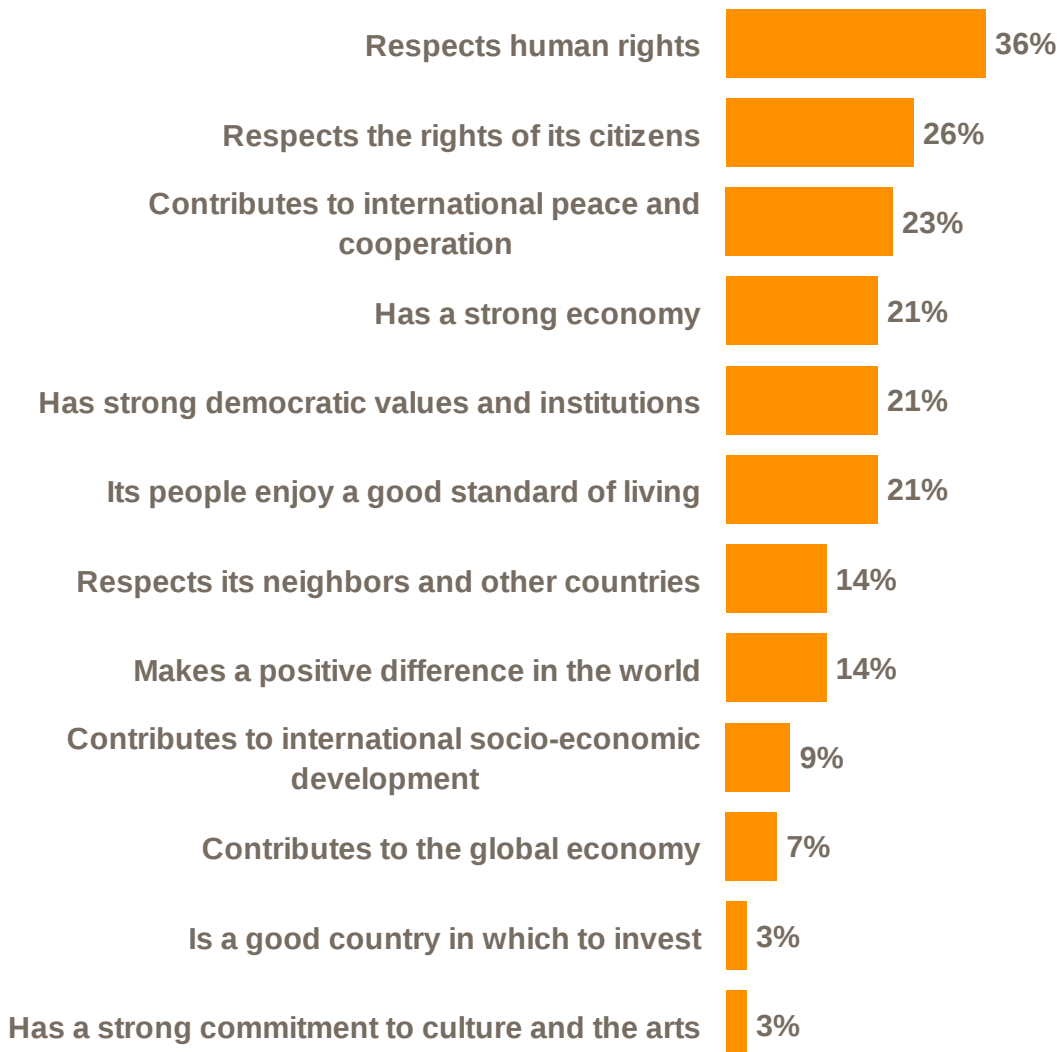
THE MOST IMPORTANT ATTRIBUTES FOR A COUNTRY TO HAVE IN ORDER TO BE RESPECTED



MOST IMPORTANT ATTRIBUTES FOR A COUNTRY TO HAVE IN ORDER TO BE RESPECTED



(Average of Top Two Attributes)



Thinking about the attributes listed please choose the top 2 attributes that you think are the most important for a country to have in order to be respected.



The Reputation of the United States:

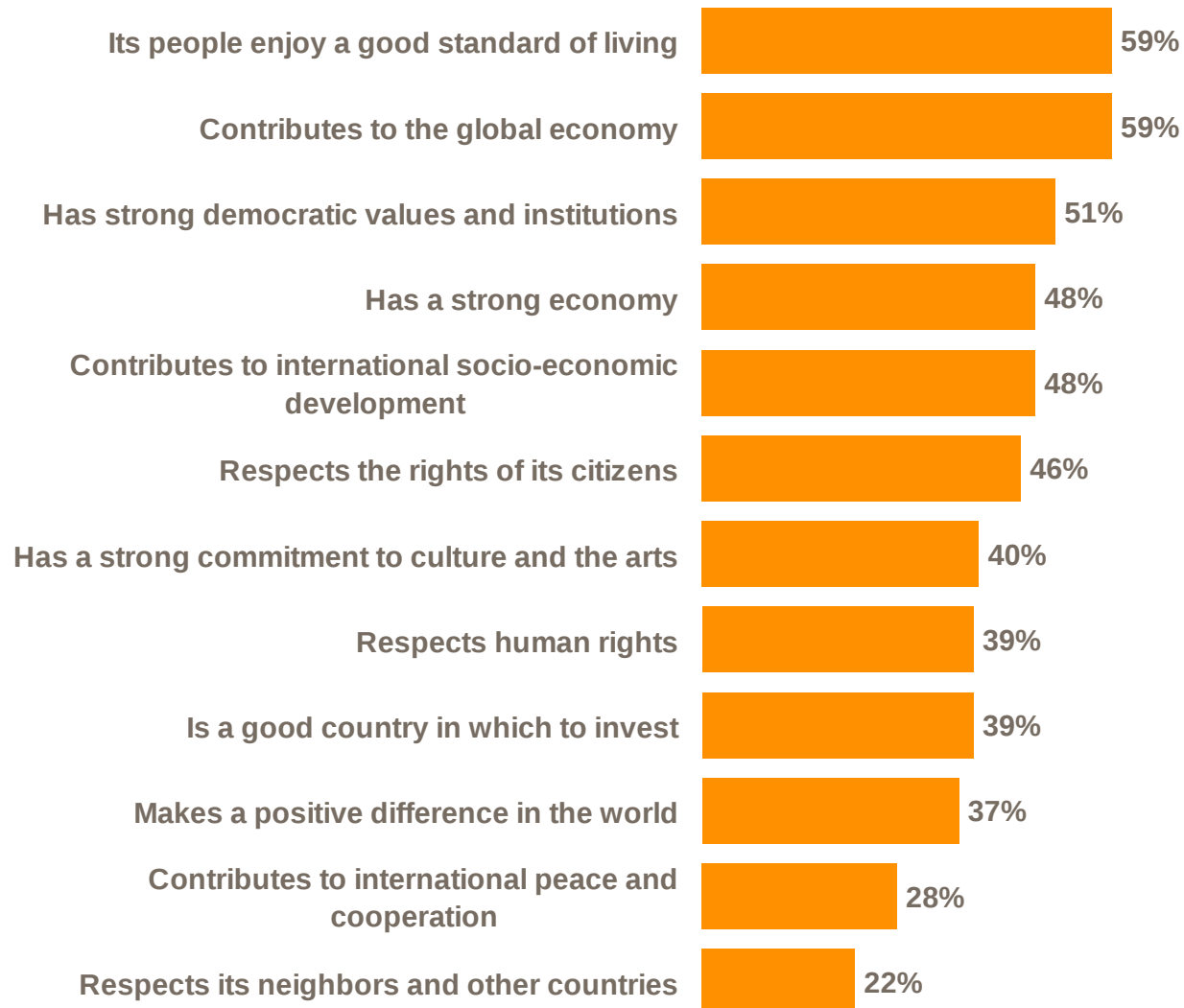
Summary



Average of Each Attribute Associated With the United States



(% Well above average + Slightly above average)



How does the United States compare with other countries, based on the following attributes?



The Current Reputation of the United States:

Overall Favorability and Attributes

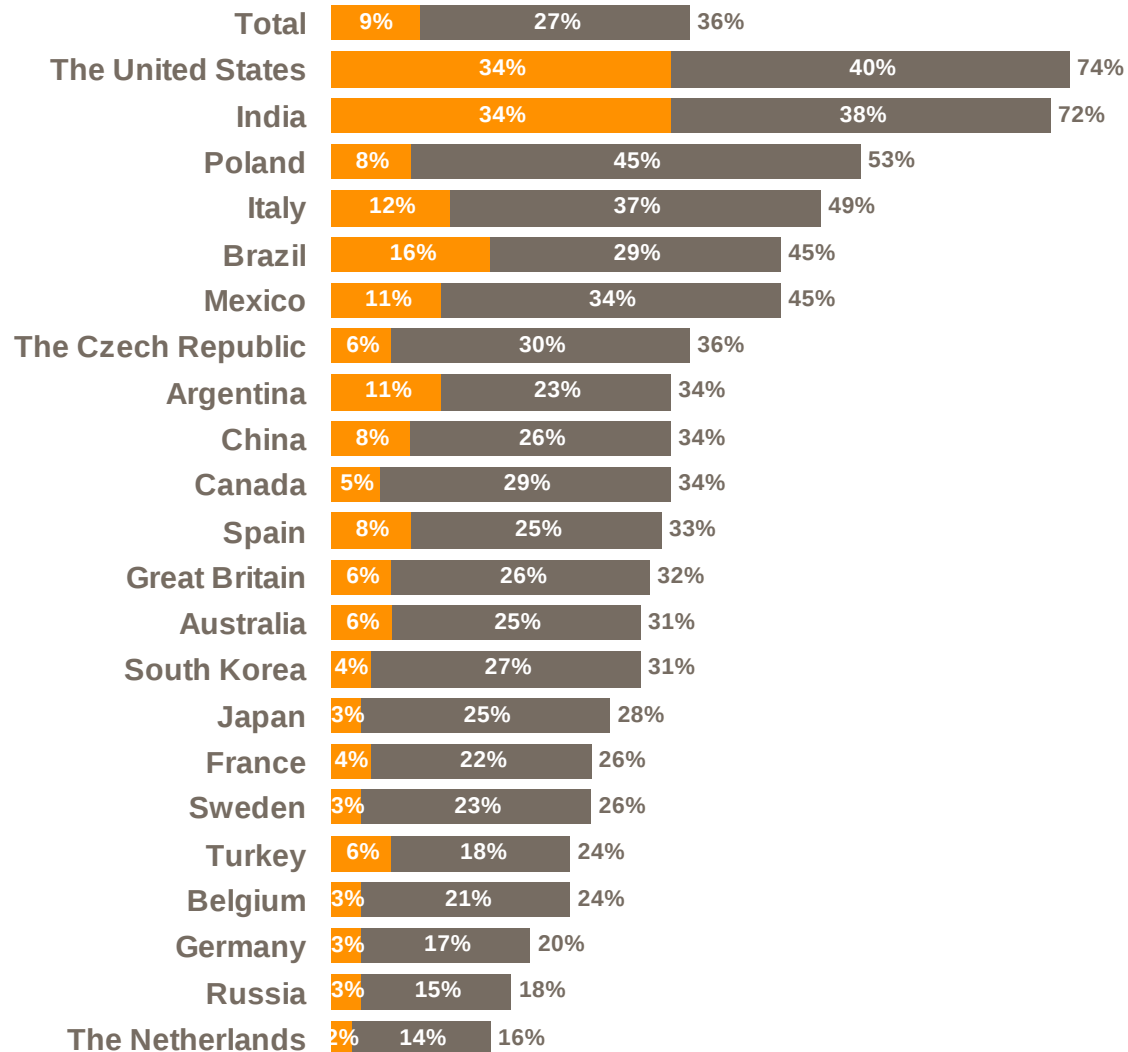


Favorability Towards the United States



(% Very favorable + Mainly favorable)

■ Very favorable ■ Mainly favorable



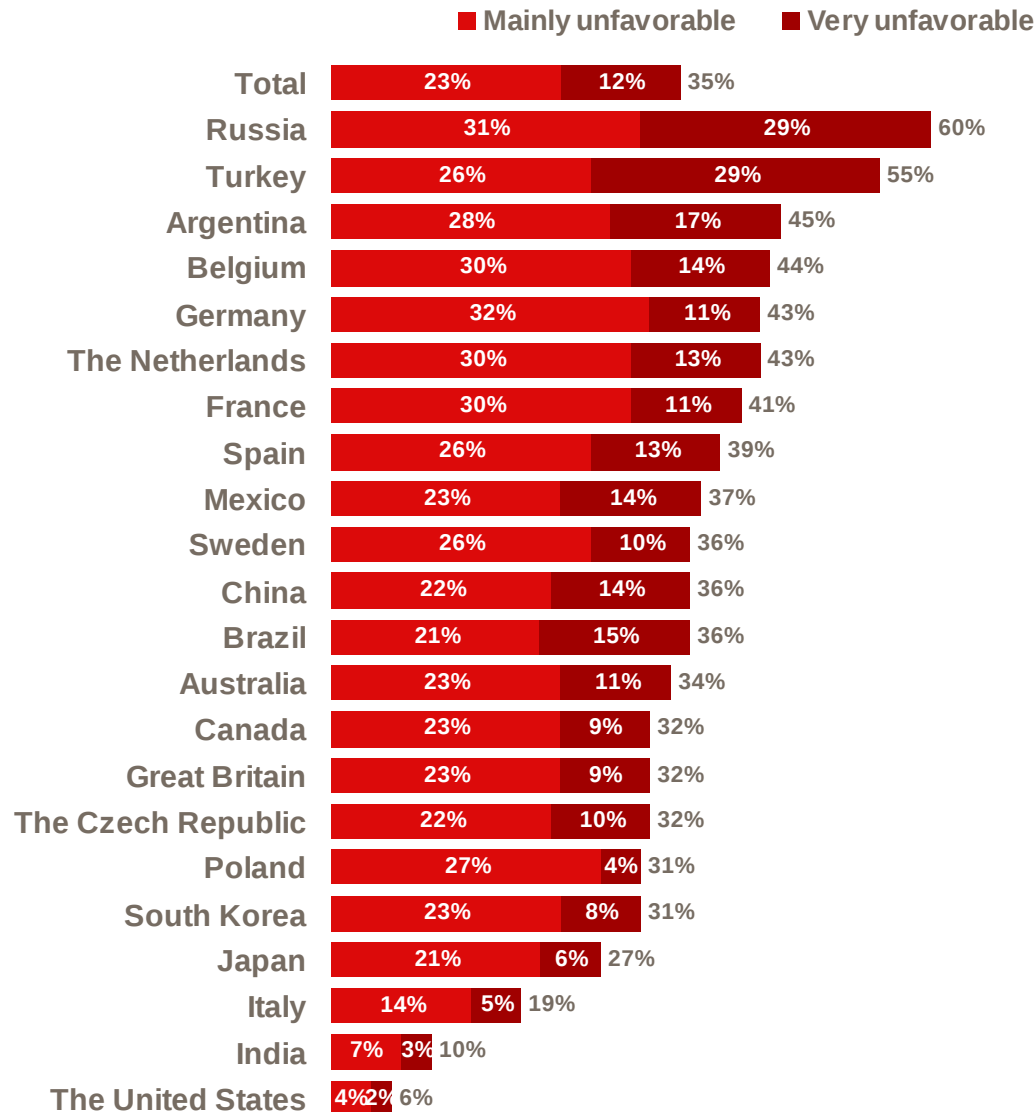
Taking into account all the things which you think are important, how favorable or unfavorable is your overall opinion or impression of the United States of America?



Unfavorability Towards the United States



(% Mainly unfavorable + Very unfavorable)



Taking into account all the things which you think are important, how favorable or unfavorable is your overall opinion or impression of the United States of America?



The Reputation of the United States:

Contributes to the Global Economy

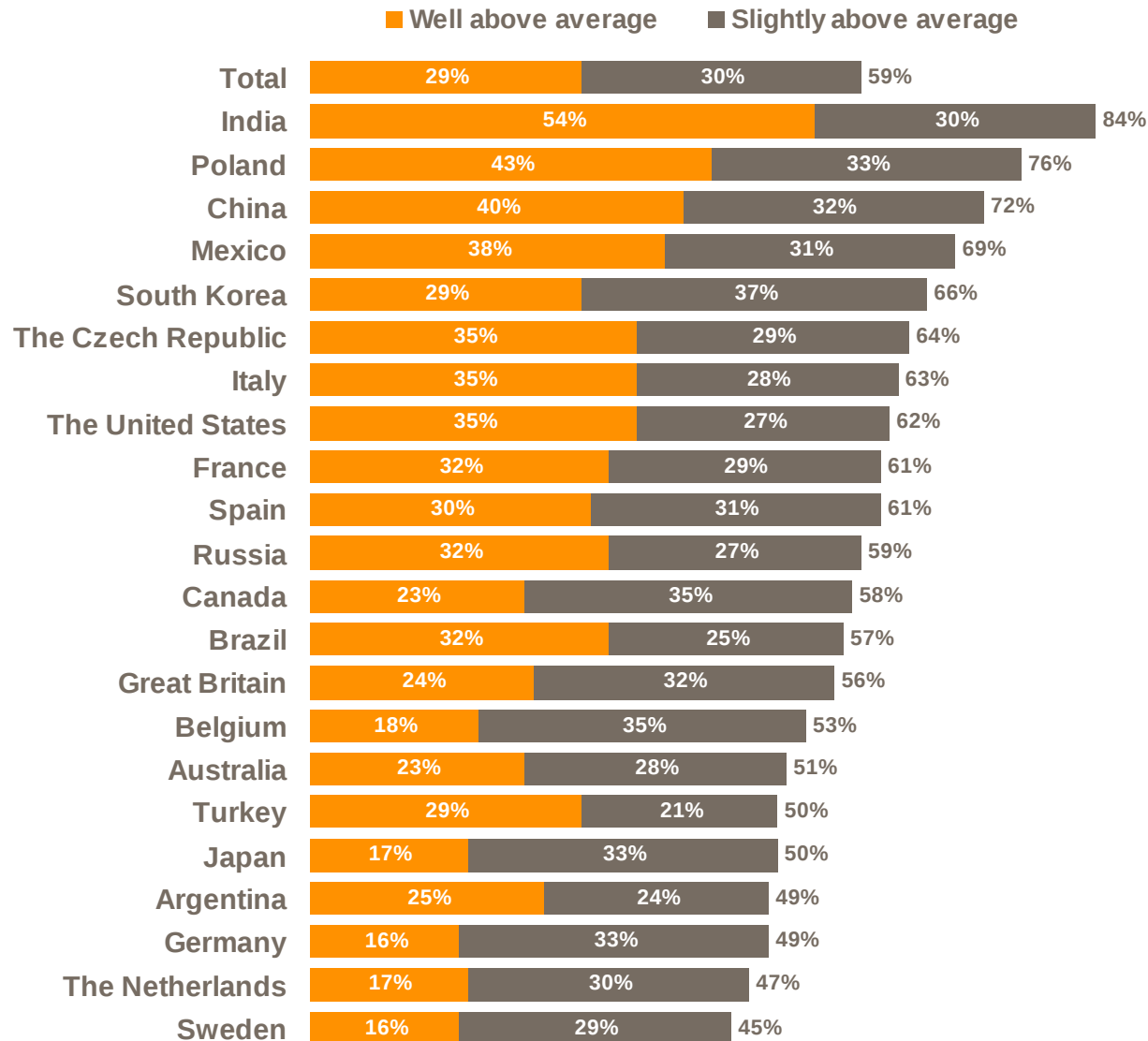


Contributes to the Global Economy



REUTERS

(% Well above average + Slightly above average)



How does the United States compare with other countries, based on the following attributes?



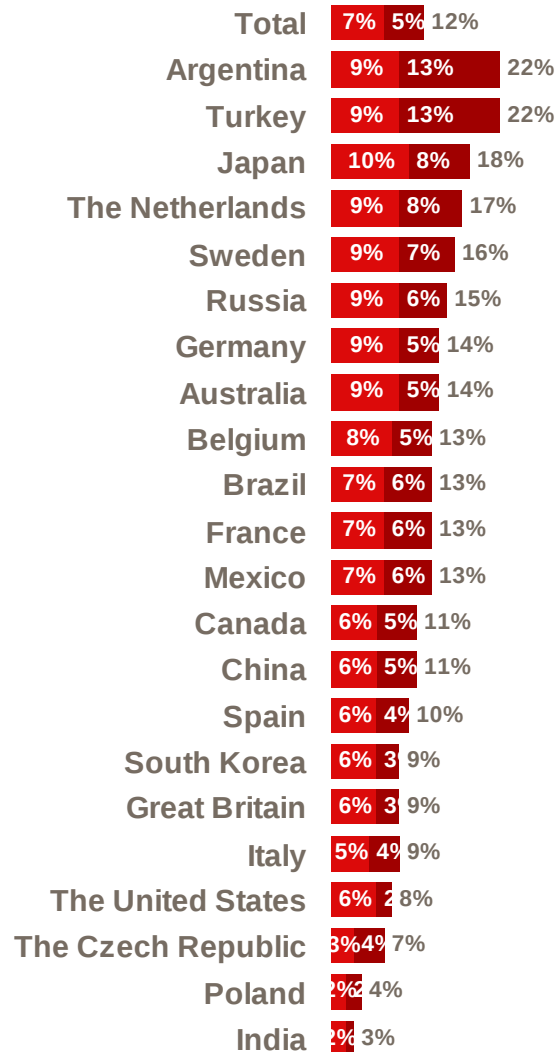
Contributes to the Global Economy



REUTERS

(% Slightly below average + Well below average)

■ Slightly below average ■ Well below average



How does the United States compare with other countries, based on the following attributes?



The Reputation of the United States:

Its People Enjoy a Good Standard of Living

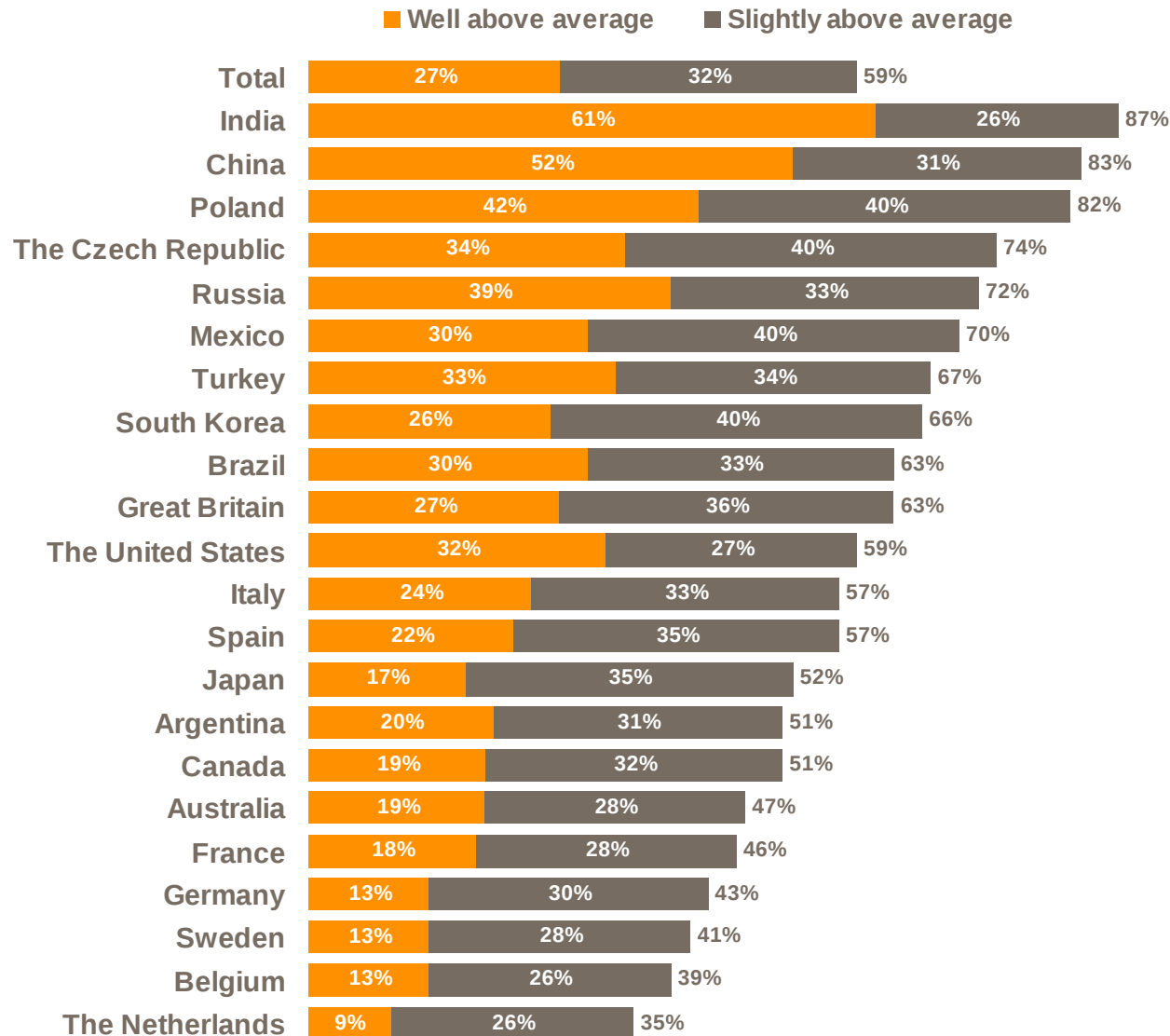


Its People Enjoy a Good Standard of Living



REUTERS

(% Well above average + Slightly above average)



How does the United States compare with other countries, based on the following attributes?



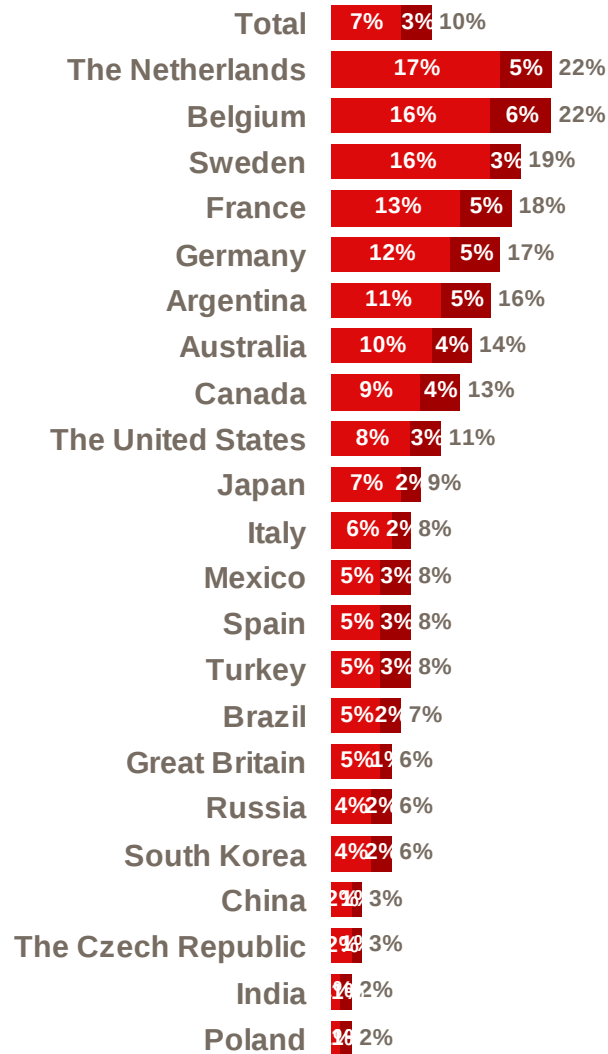
Its People Enjoy a Good Standard of Living



REUTERS

(% Slightly below average + Well below average)

■ Slightly below average ■ Well below average



How does the United States compare with other countries, based on the following attributes?



The Reputation of the United States:

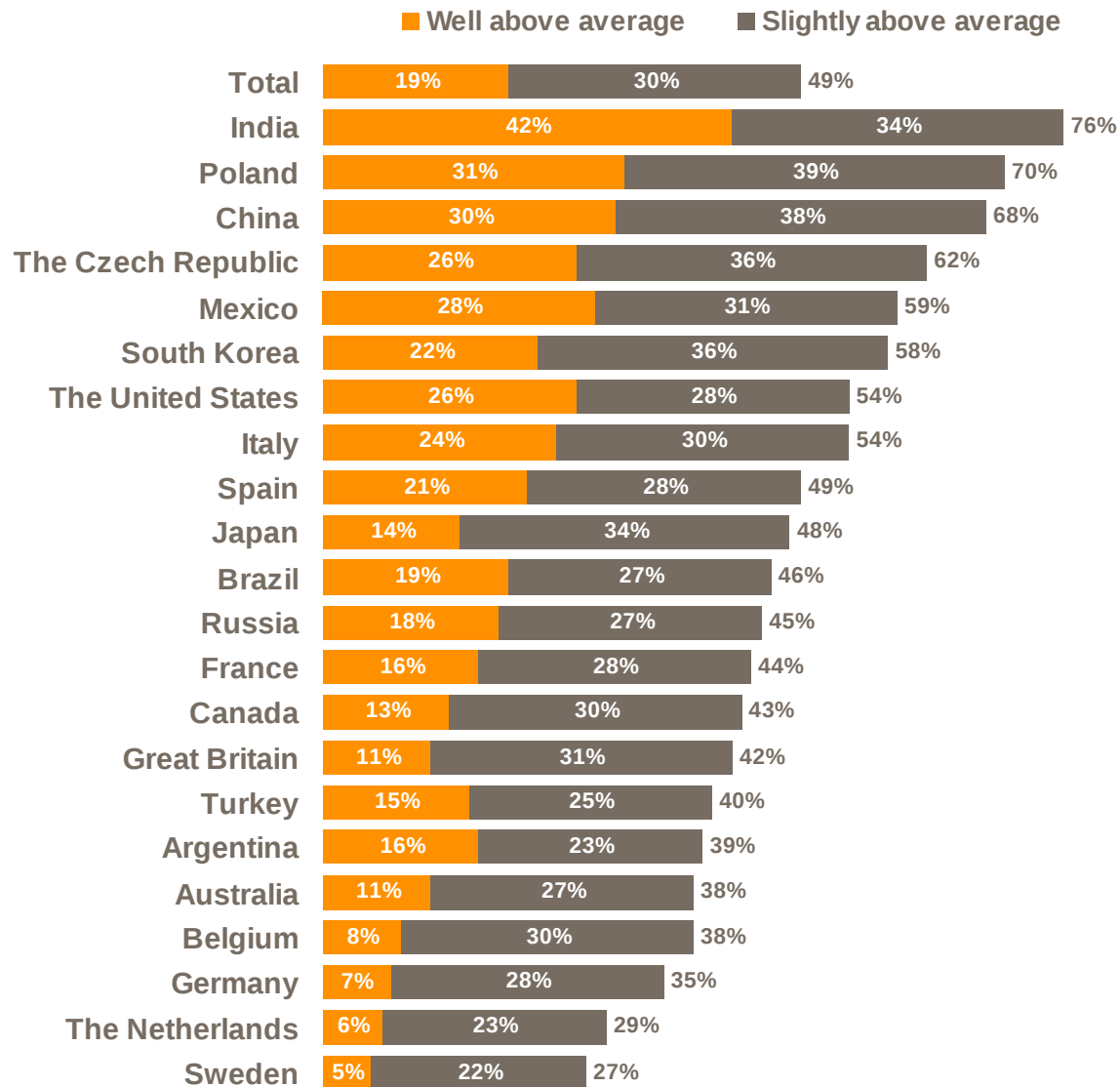
**Contributes to International Socio-economic
Development**



Contributes to International Socio-economic Development



(% Well above average + Slightly above average)



How does the United States compare with other countries, based on the following attributes?

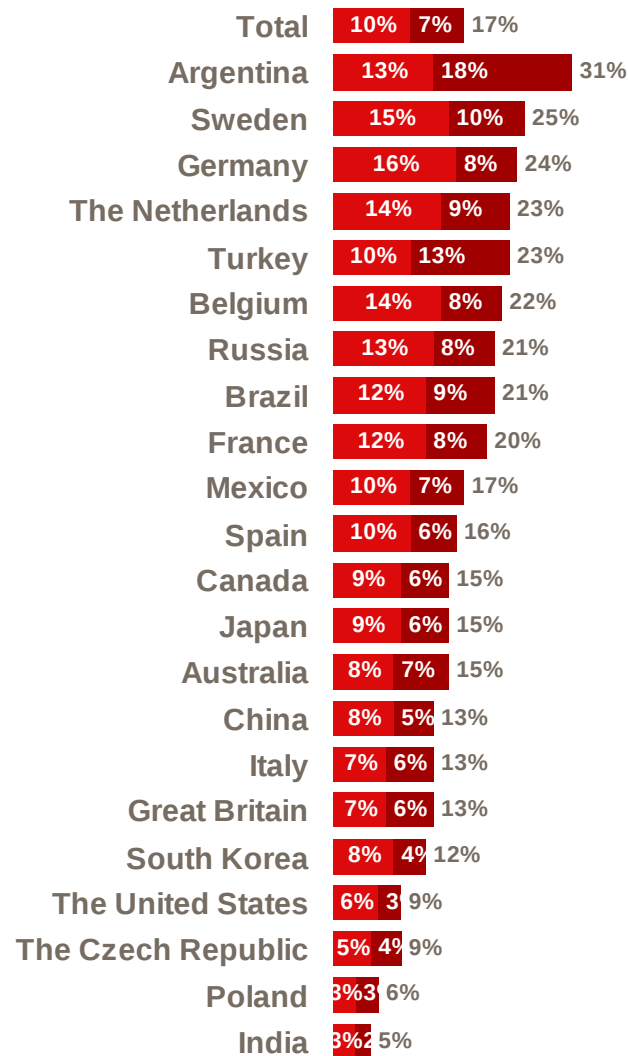


Contributes to International Socio-economic Development



(% Slightly below average + Well below average)

■ Slightly below average ■ Well below average



How does the United States compare with other countries, based on the following attributes?



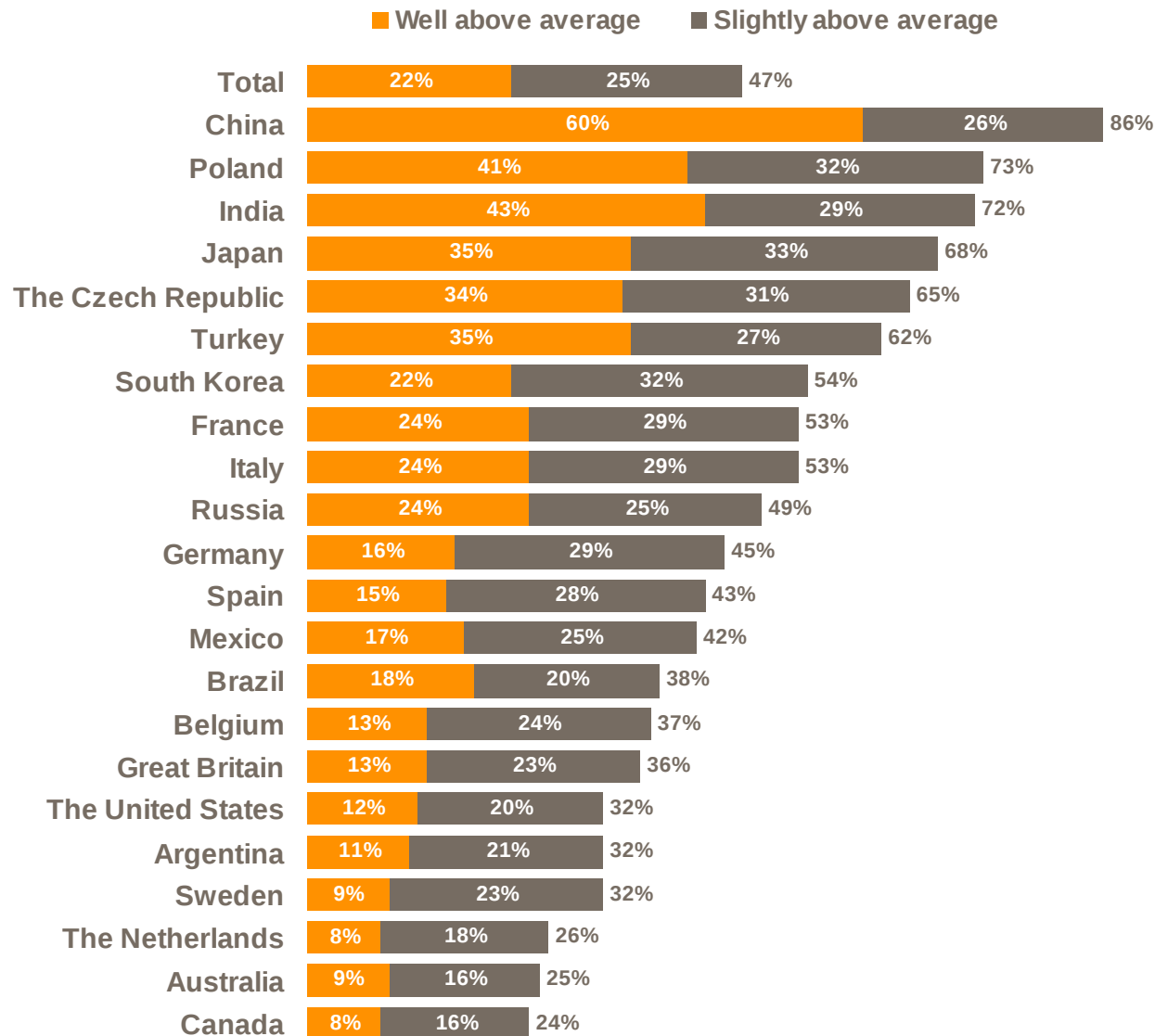
The Reputation of the United States:

Has a Strong Economy



Has a Strong Economy

(% Well above average + Slightly above average)



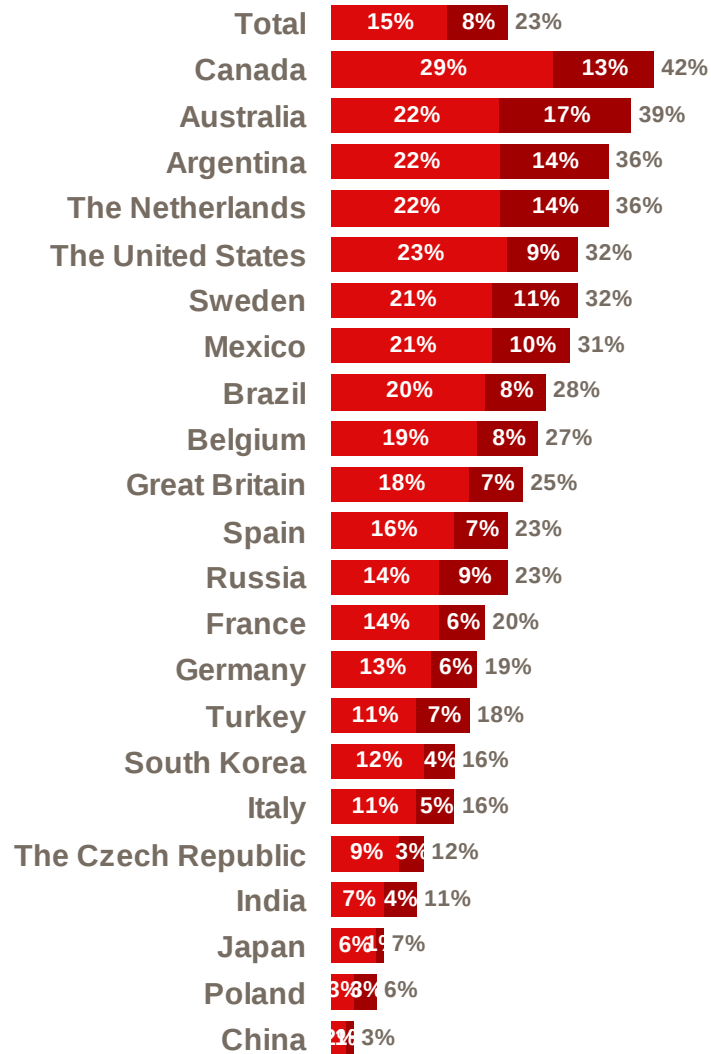
How does the United States compare with other countries, based on the following attributes?



Has a Strong Economy

(% Slightly below average + Well below average)

■ Slightly below average ■ Well below average



How does the United States compare with other countries, based on the following attributes?

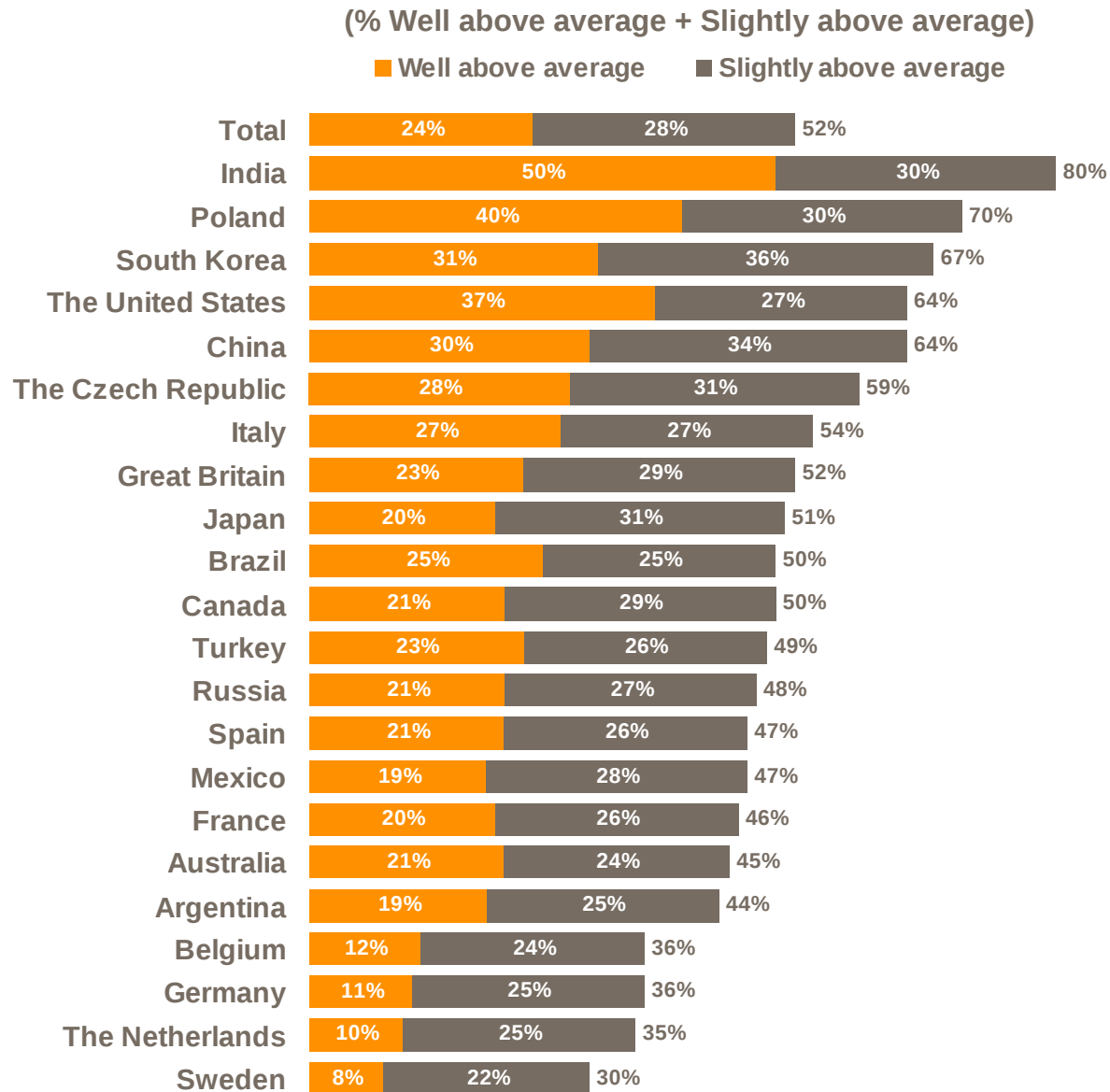


The Reputation of the United States:

Has Strong Democratic Values and Institutions



Has Strong Democratic Values and Institutions



How does the United States compare with other countries, based on the following attributes?

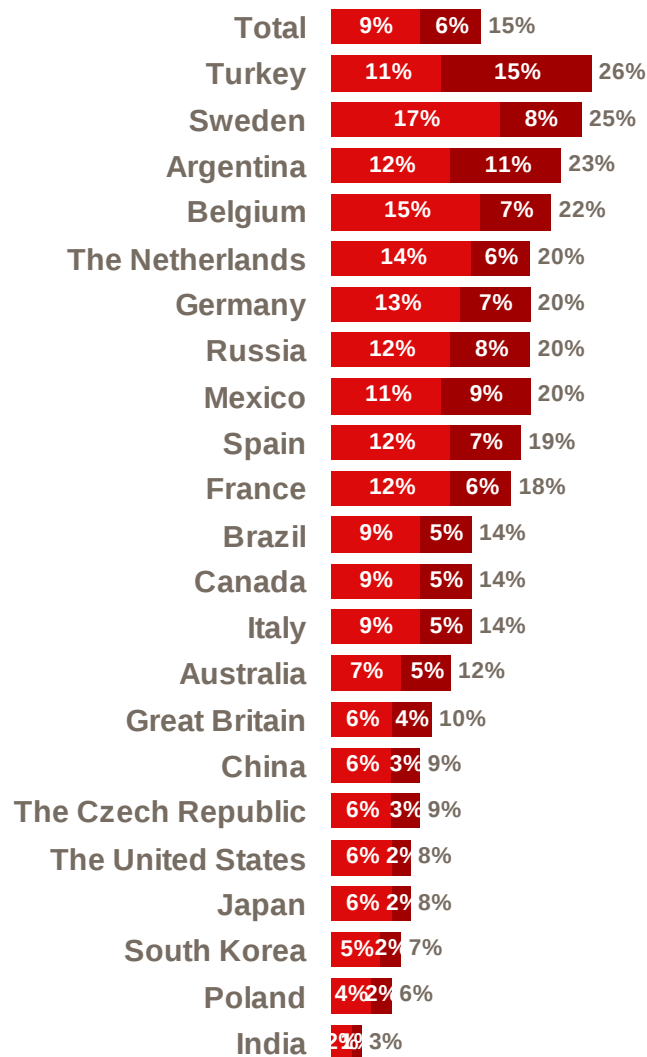


Has Strong Democratic Values and Institutions



(% Slightly below average + Well below average)

■ Slightly below average ■ Well below average



How does the United States compare with other countries, based on the following attributes?



The Reputation of the United States:

Respects the Rights of its Citizens



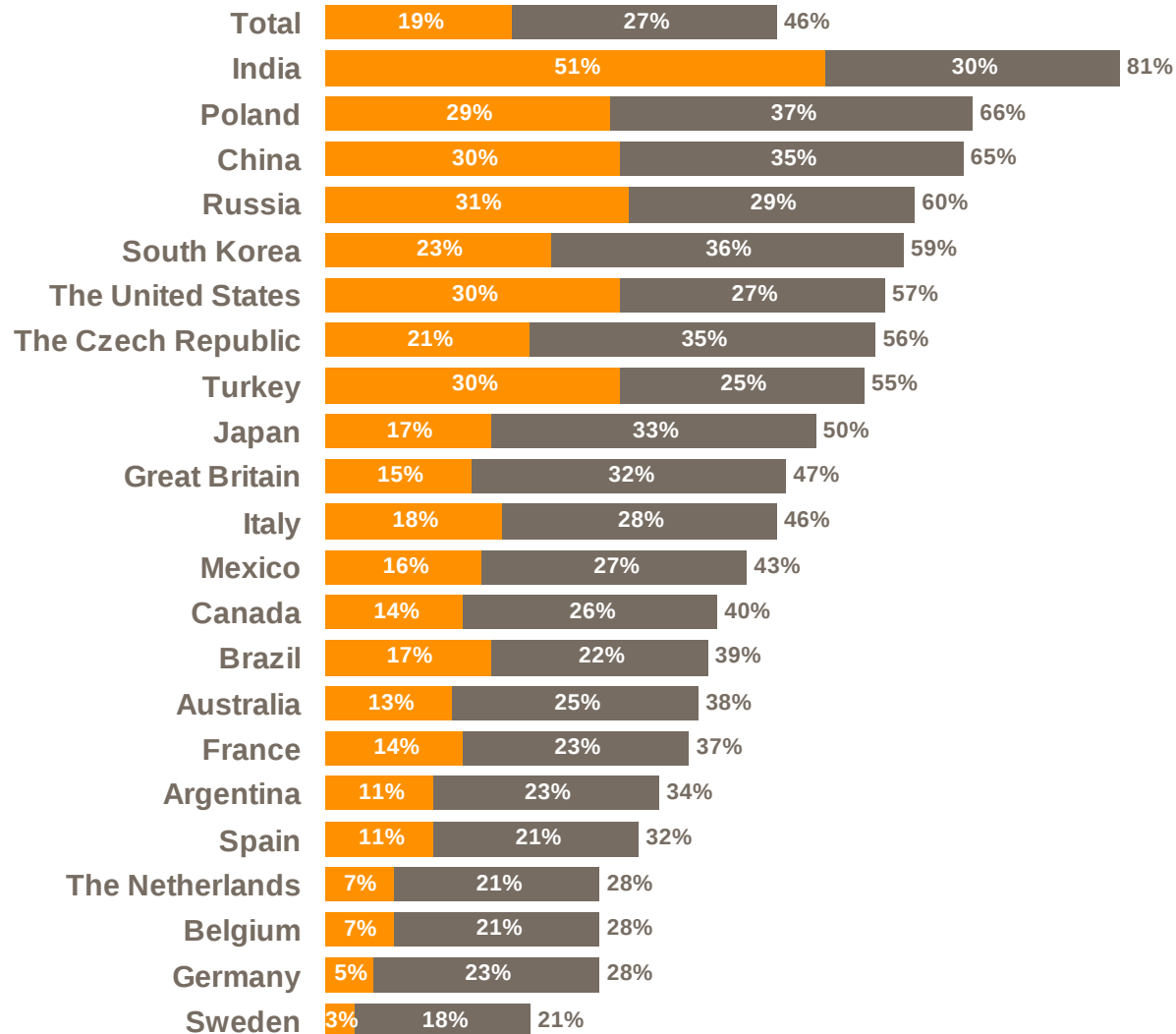
Respects the Rights of its Citizens



REUTERS

(% Well above average + Slightly above average)

Well above average Slightly above average



How does the United States compare with other countries, based on the following attributes?



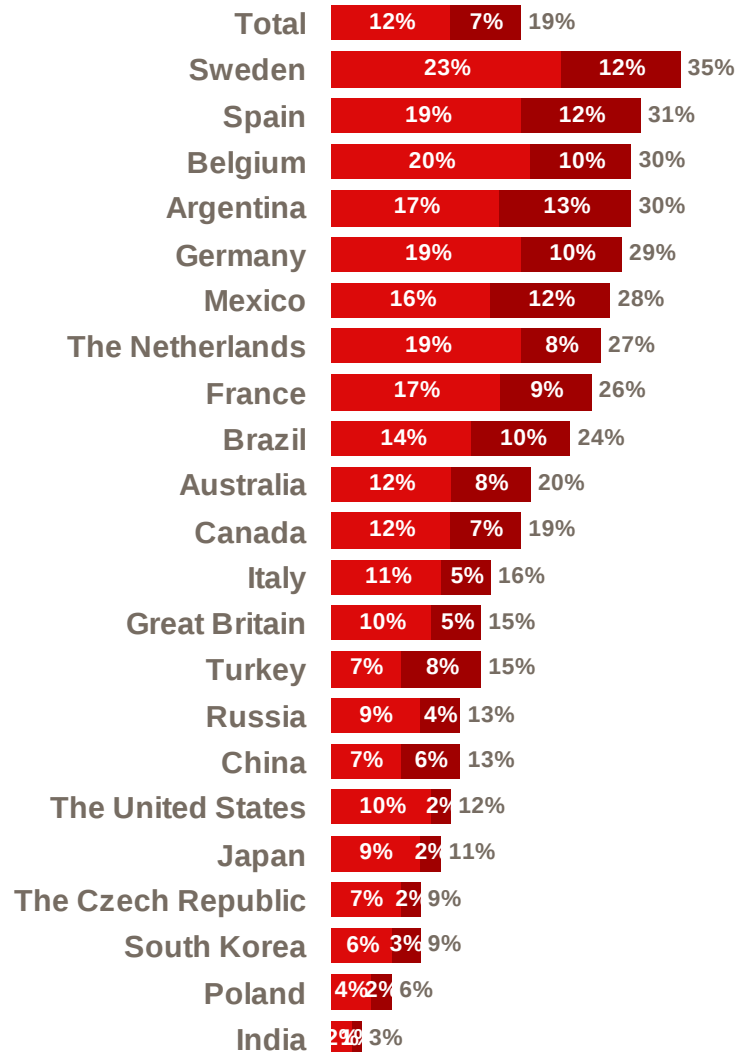
Respects the Rights of its Citizens



REUTERS

(% Slightly below average + Well below average)

■ Slightly below average ■ Well below average



How does the United States compare with other countries, based on the following attributes?



The Reputation of the United States:

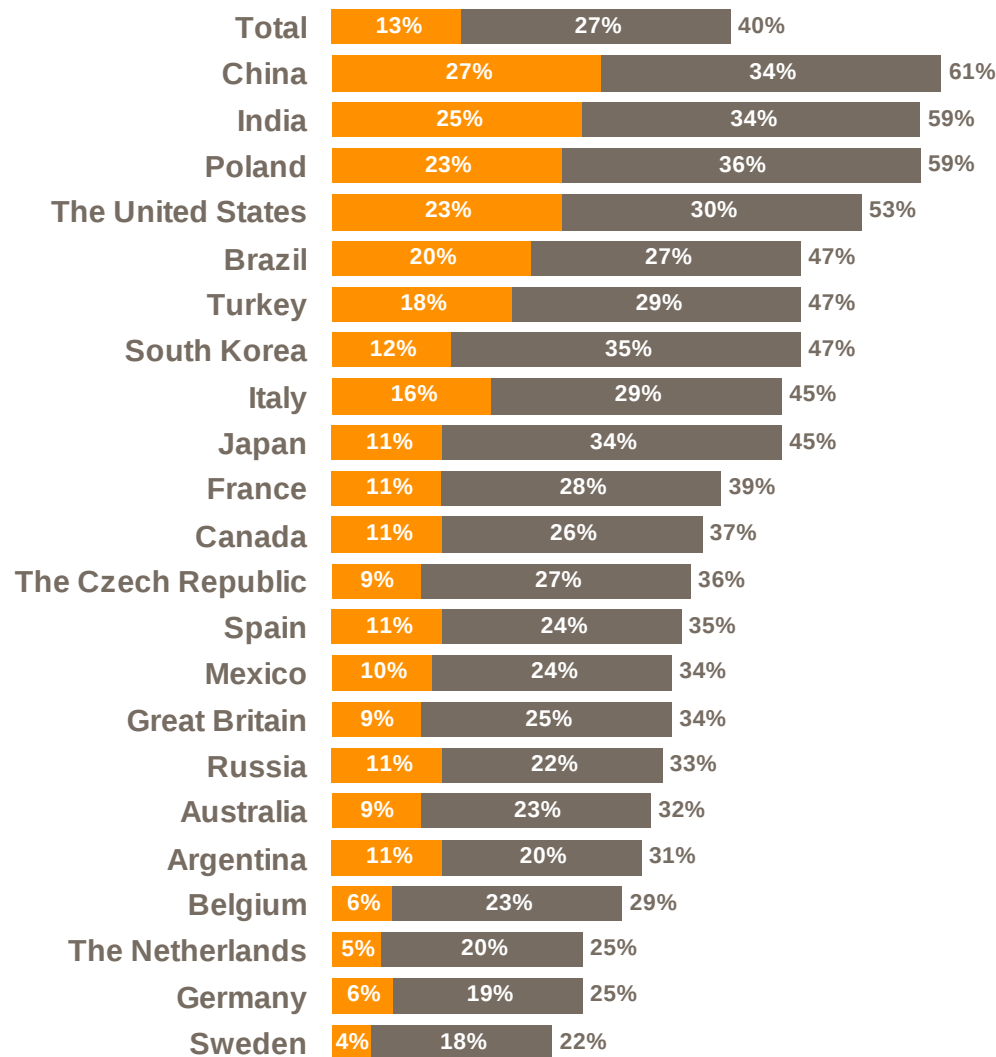
Has a Strong Commitment to Culture and Arts



Has a Strong Commitment to Culture and Arts

(% Well above average + Slightly above average)

Well above average Slightly above average

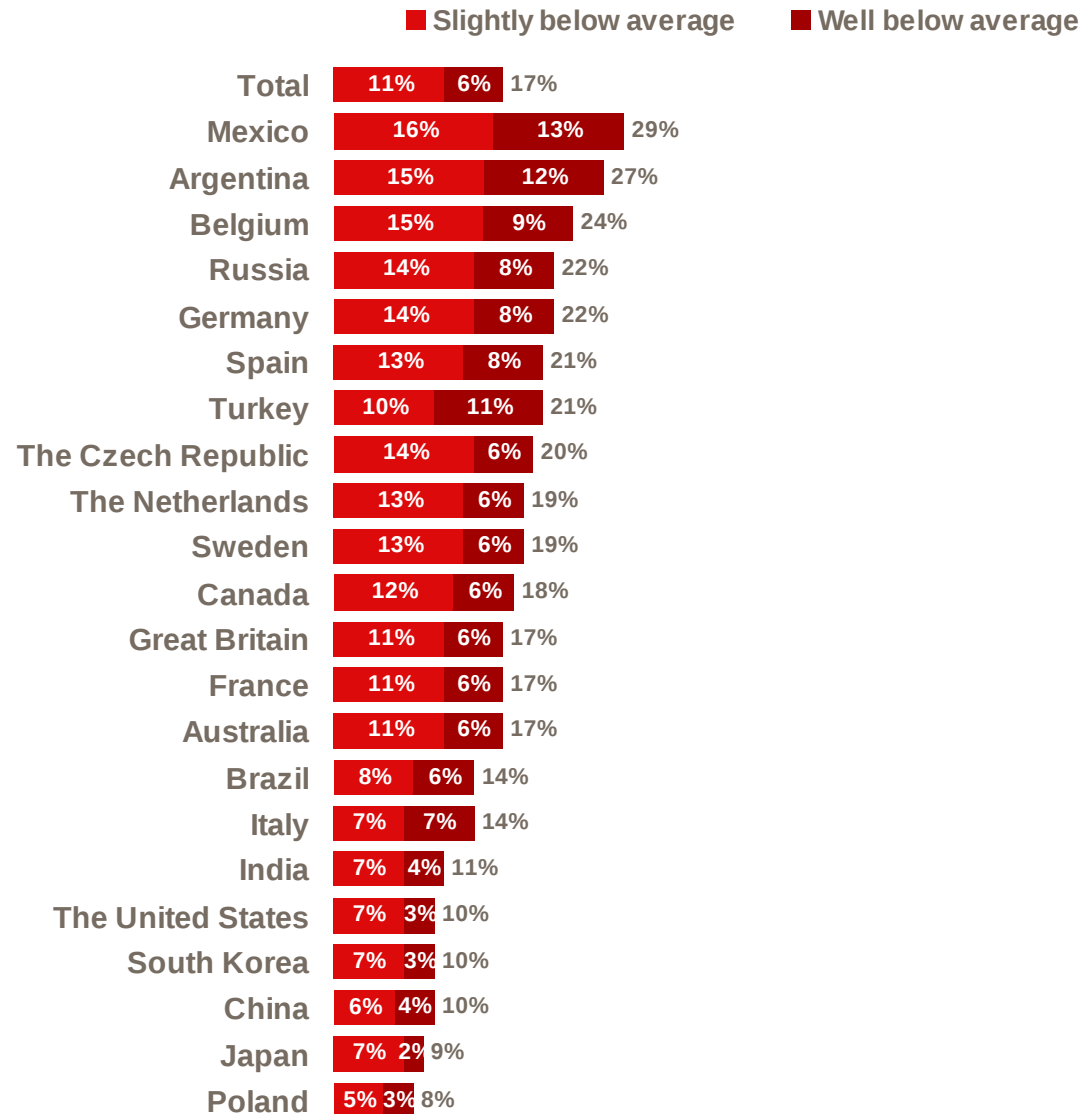


How does the United States compare with other countries, based on the following attributes?



Has a Strong Commitment to Culture and Arts

(% Slightly below average + Well below average)



How does the United States compare with other countries, based on the following attributes?



The Reputation of the United States:

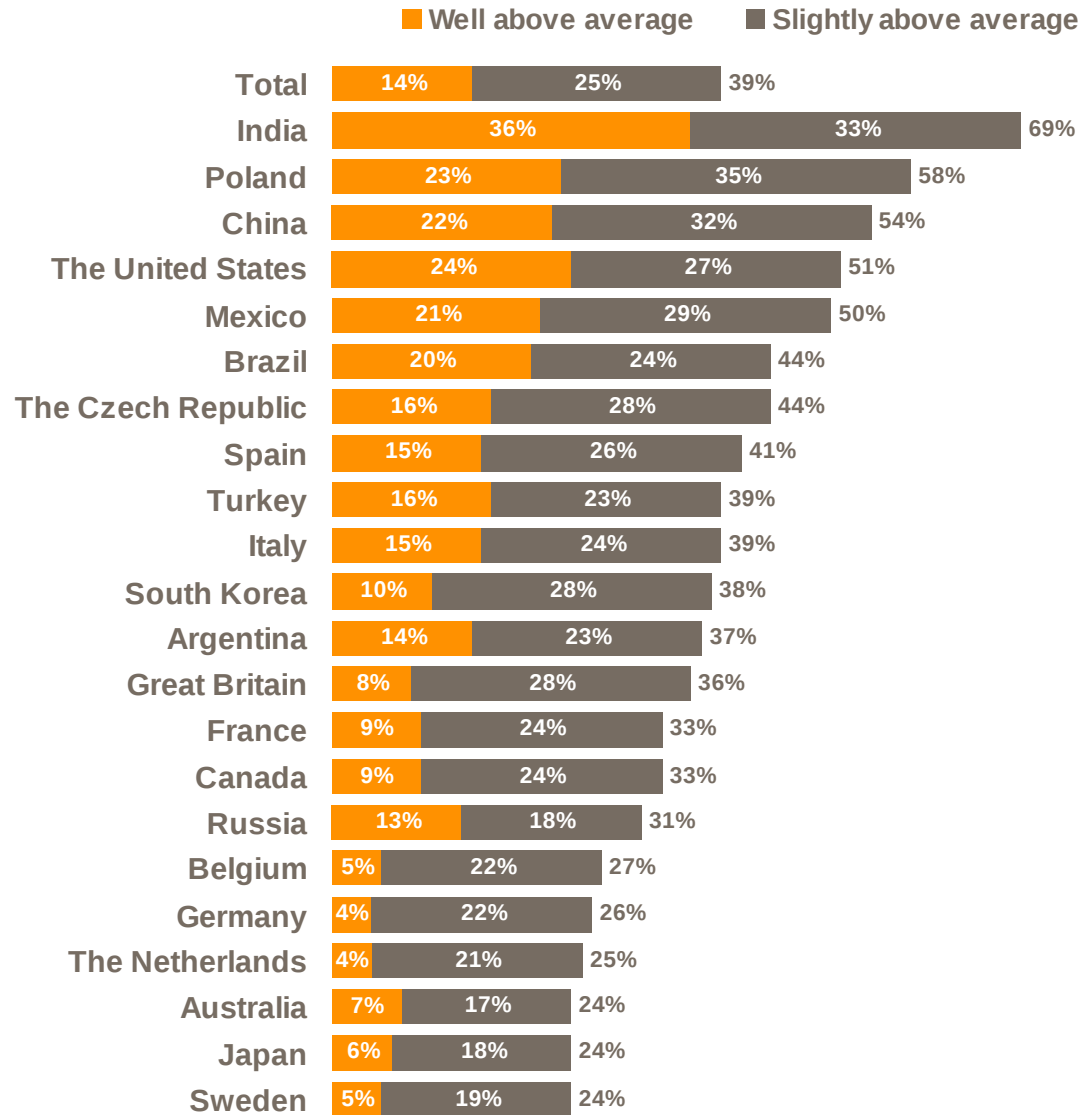
Is a Good Country in Which to Invest



Is a Good Country in Which to Invest



(% Well above average + Slightly above average)



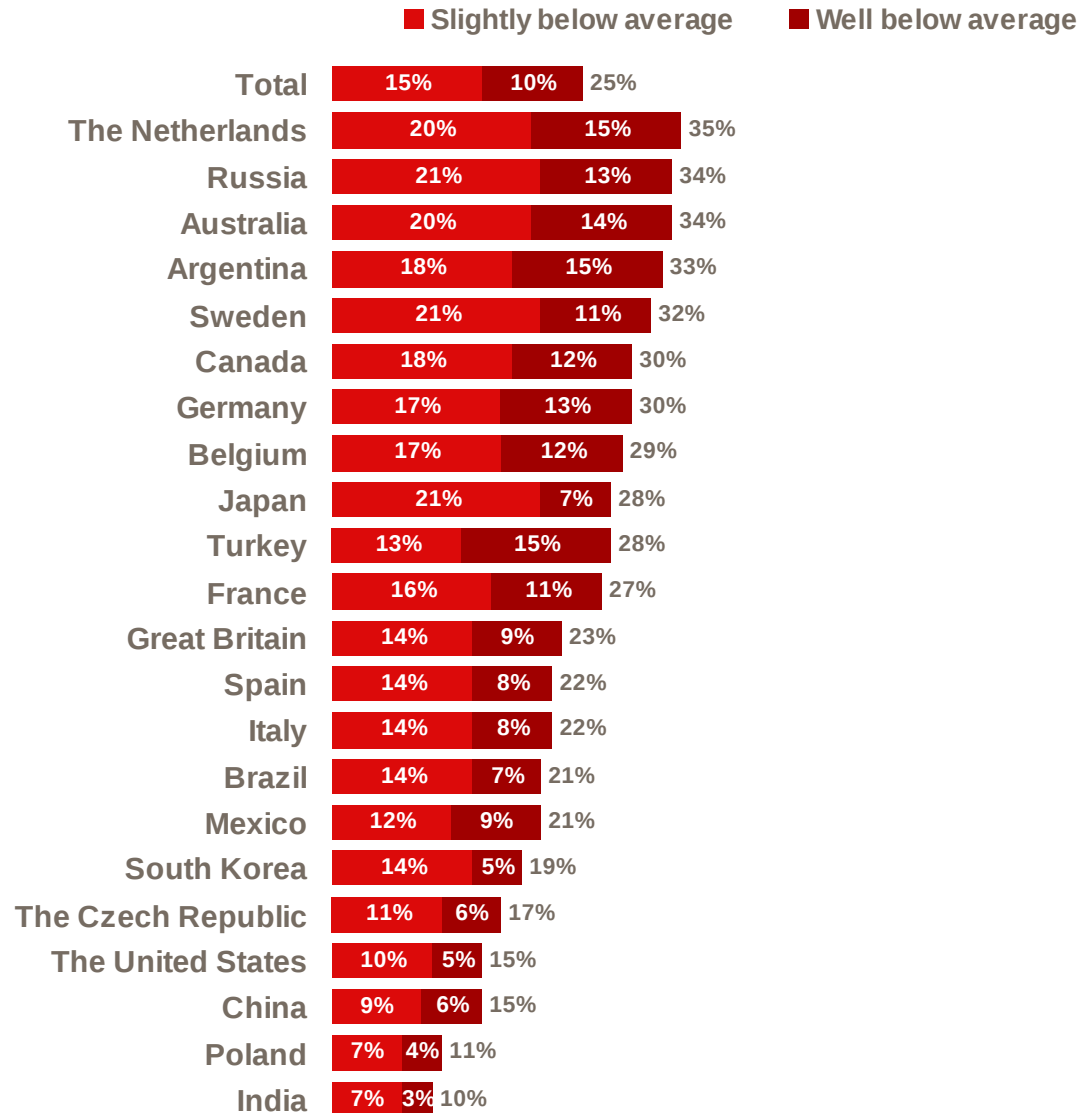
How does the United States compare with other countries, based on the following attributes?



Is a Good Country in Which to Invest



(% Slightly below average + Well below average)



How does the United States compare with other countries, based on the following attributes?



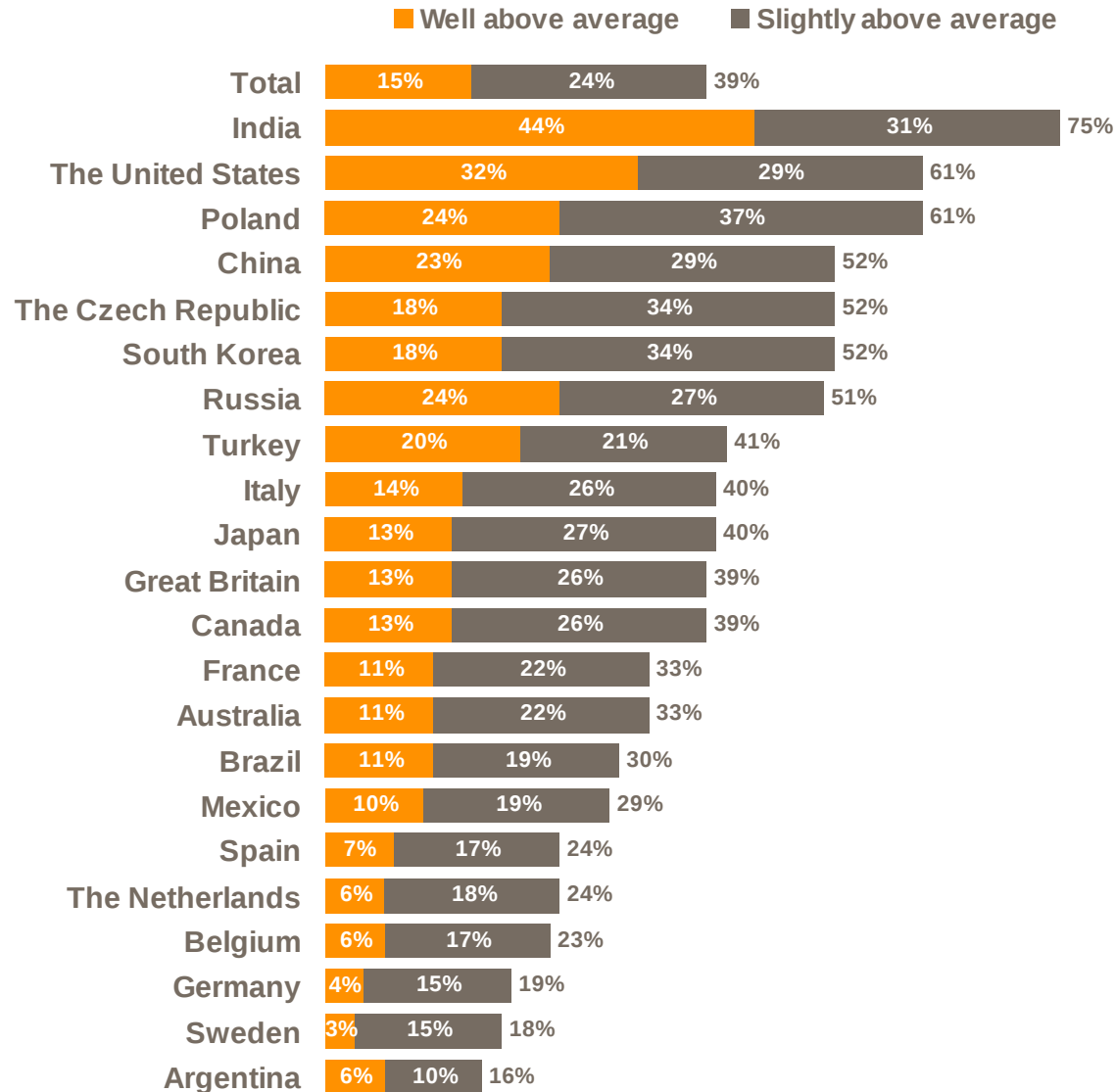
The Reputation of the United States:

Respects Human Rights



Respects Human Rights

(% Well above average + Slightly above average)

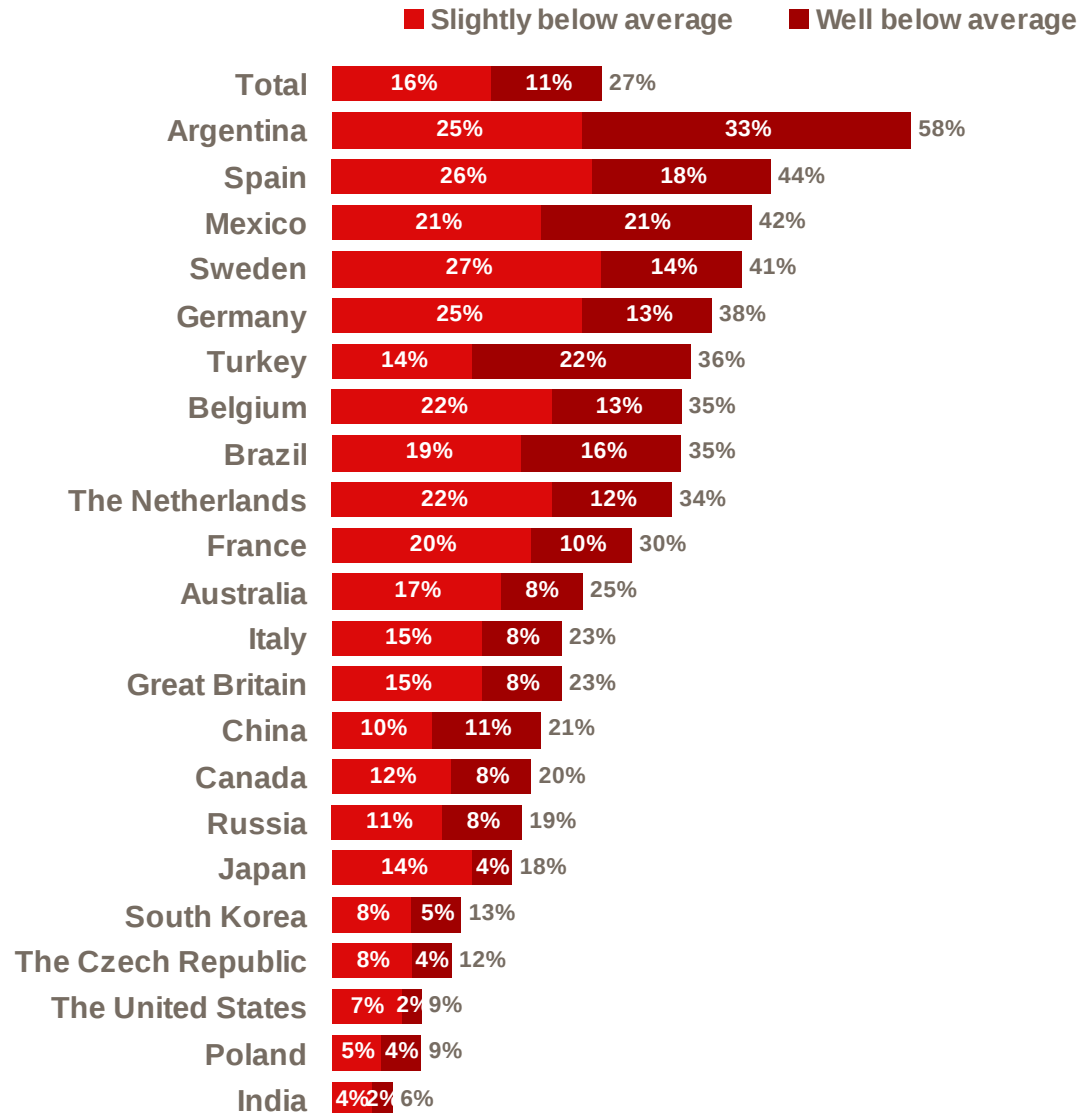


How does the United States compare with other countries, based on the following attributes?



Respects Human Rights

(% Slightly below average + Well below average)



How does the United States compare with other countries, based on the following attributes?



The Reputation of the United States:

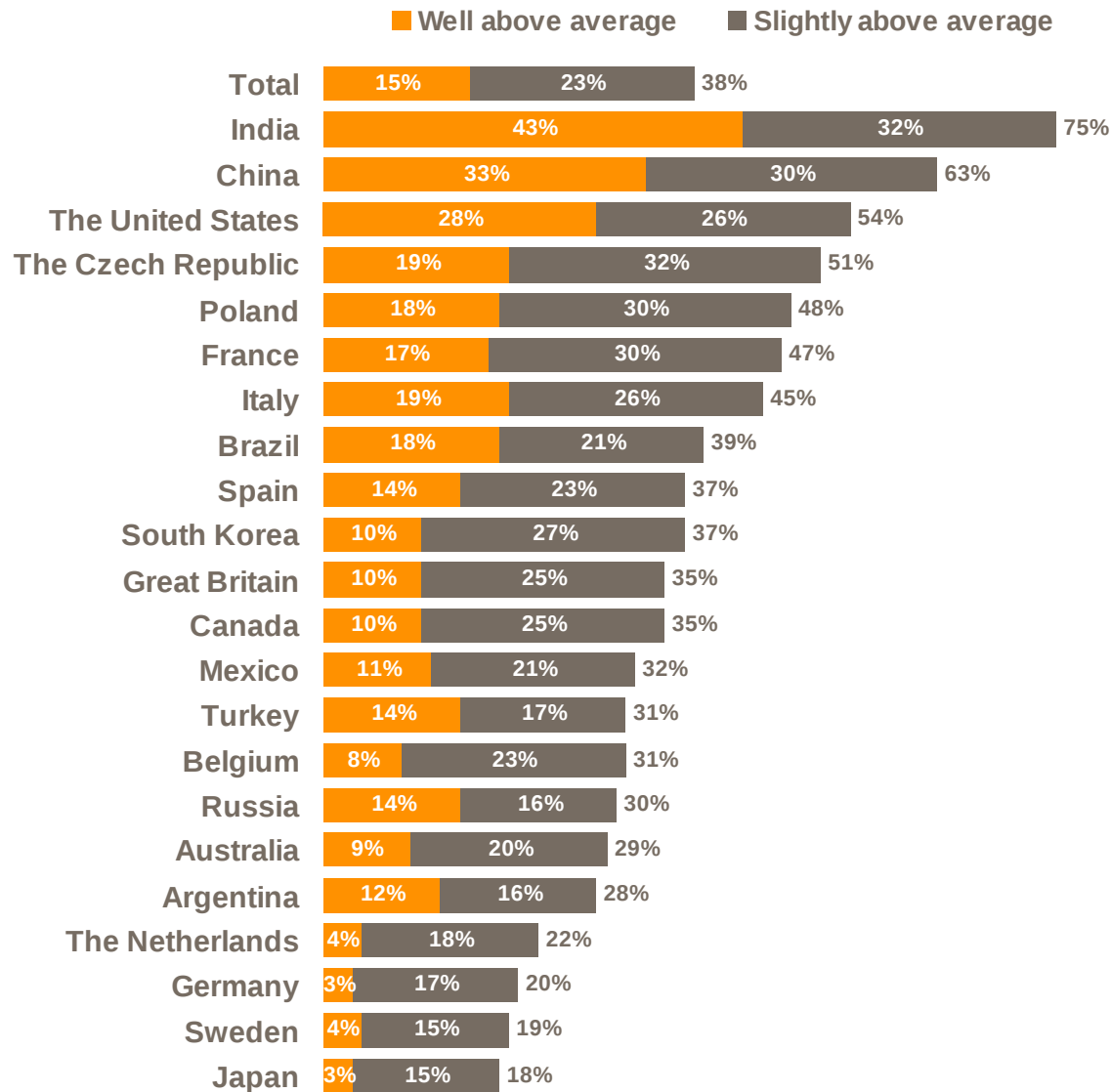
Makes a Positive Difference in the World



Makes a Positive Difference in the World



(% Well above average + Slightly above average)



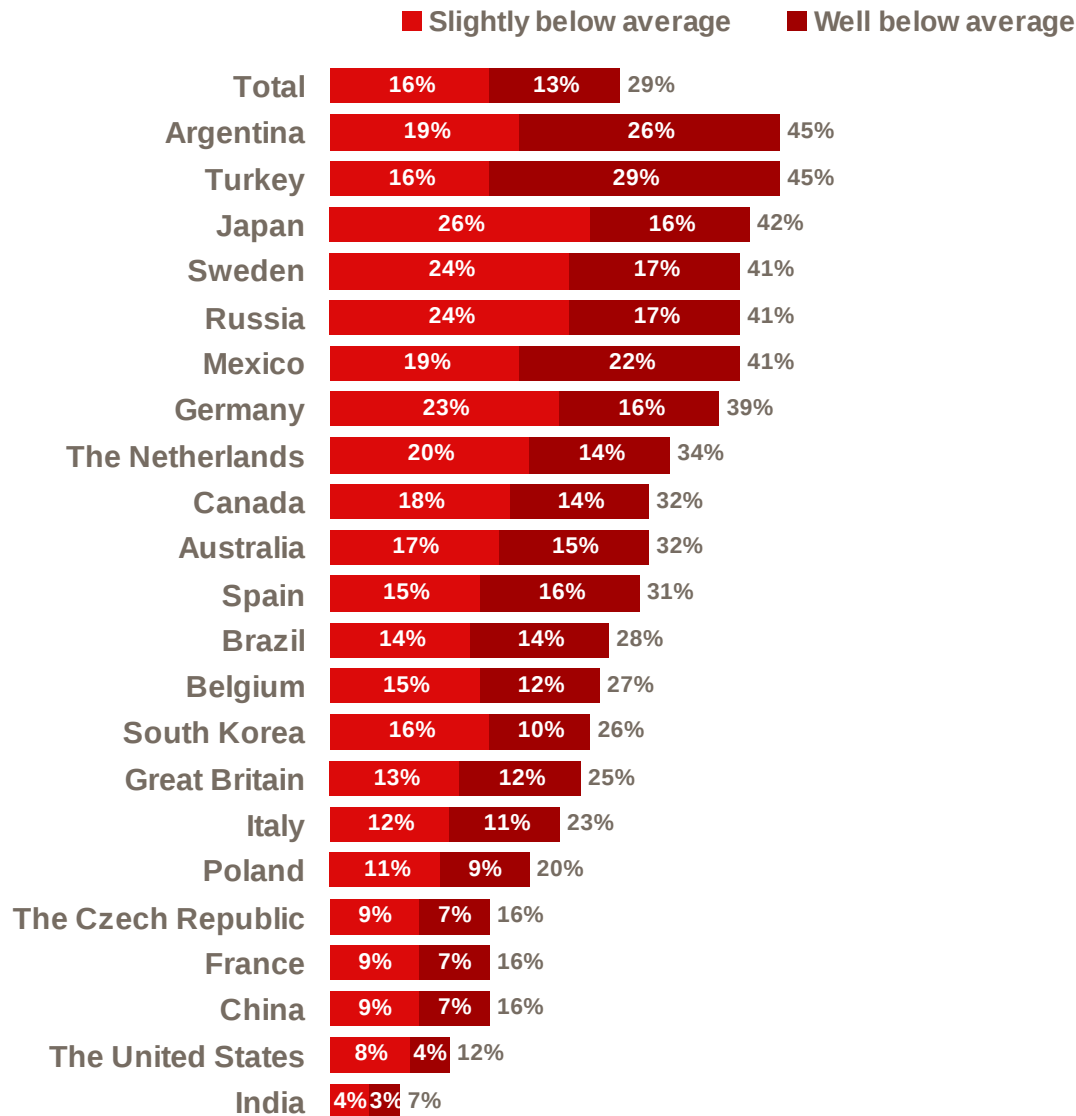
How does the United States compare with other countries, based on the following attributes?



Makes a Positive Difference in the World



(% Slightly below average + Well below average)



How does the United States compare with other countries, based on the following attributes?



The Reputation of the United States:

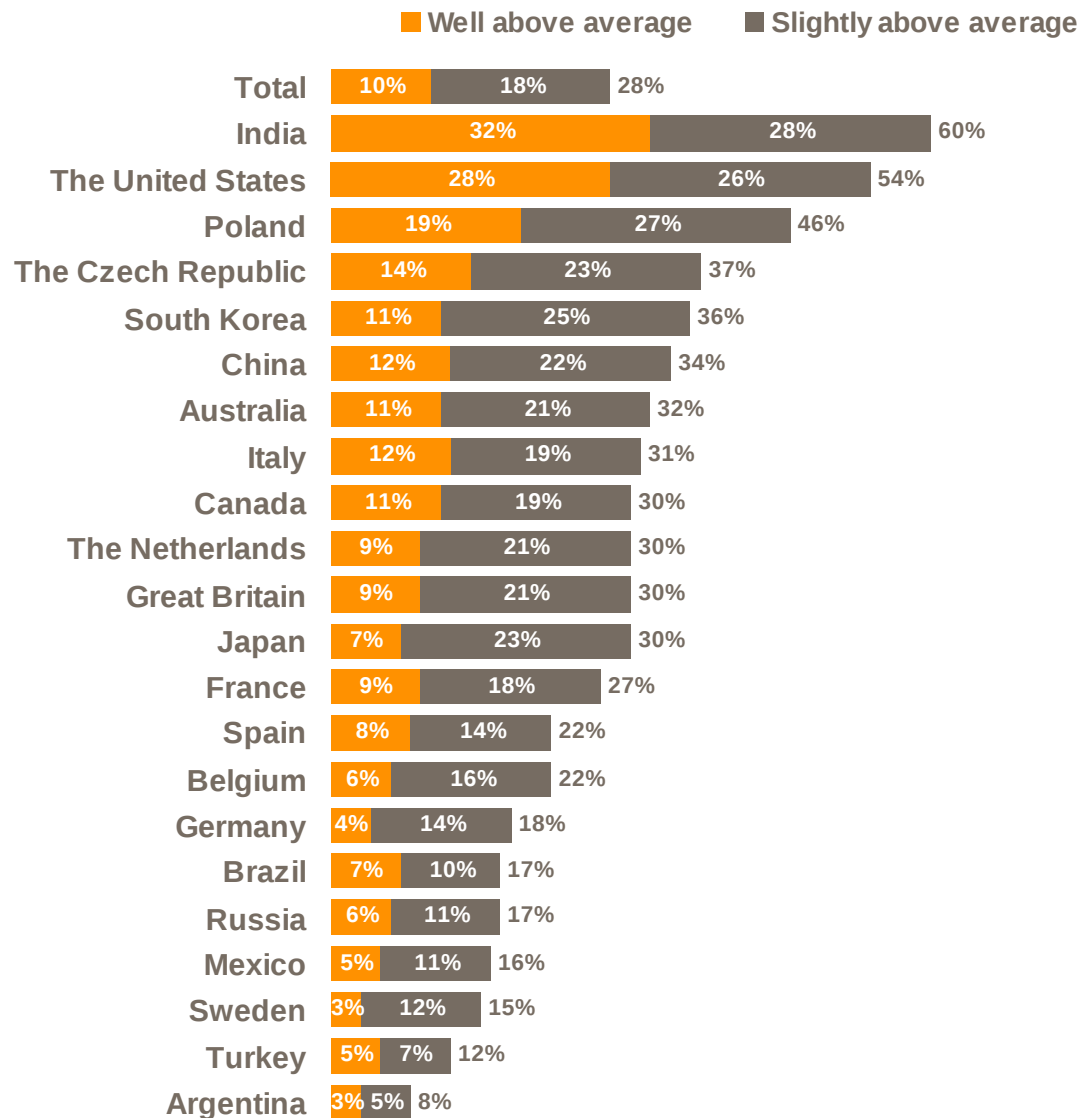
Contributes to International Peace and Cooperation



Contributes to International Peace and Cooperation



(% Well above average + Slightly above average)



How does the United States compare with other countries, based on the following attributes?

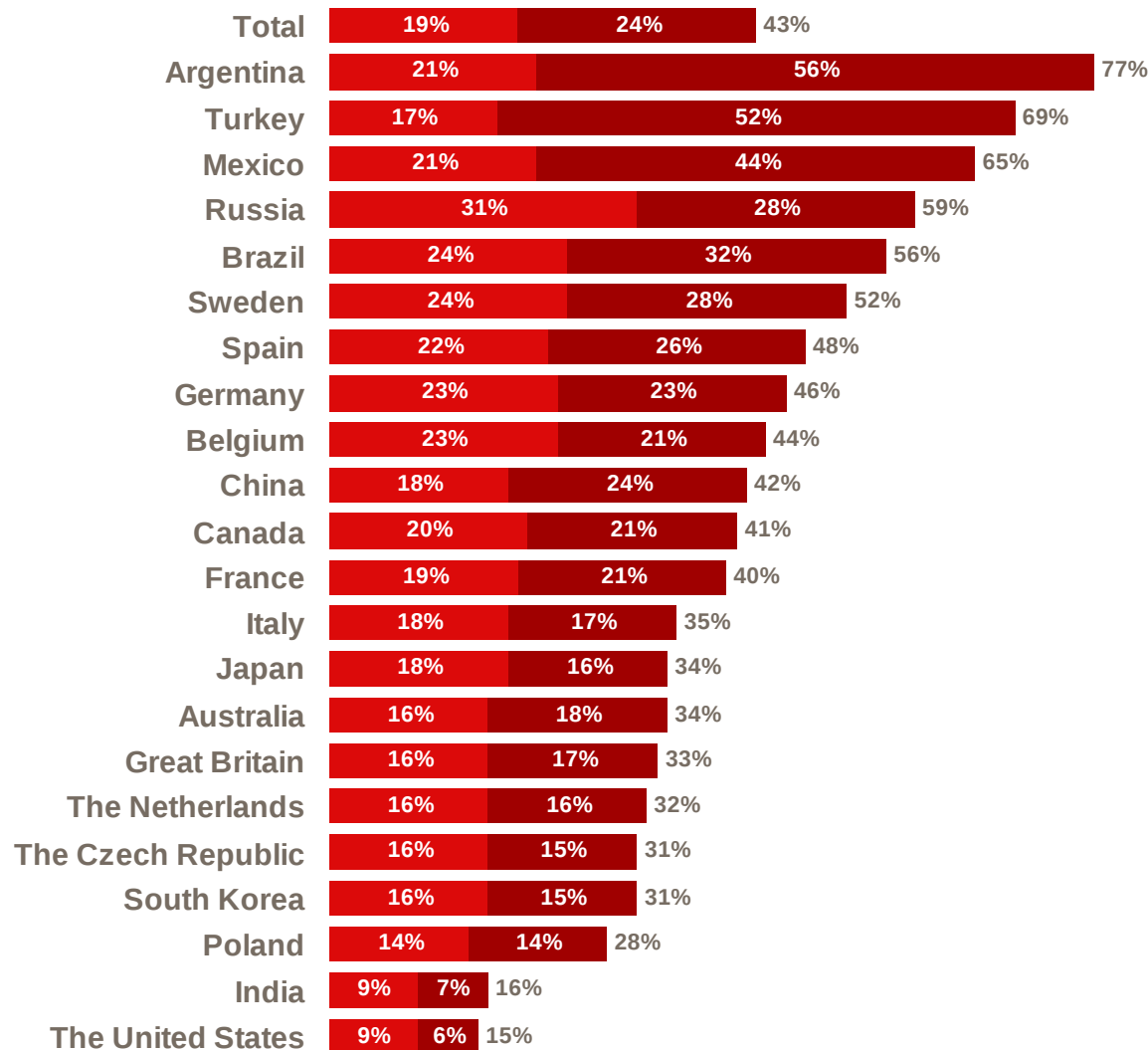


Contributes to International Peace and Cooperation



(% Slightly below average + Well below average)

■ Slightly below average ■ Well below average



How does the United States compare with other countries, based on the following attributes?



The Reputation of the United States:

Respects its Neighbors and Other Countries

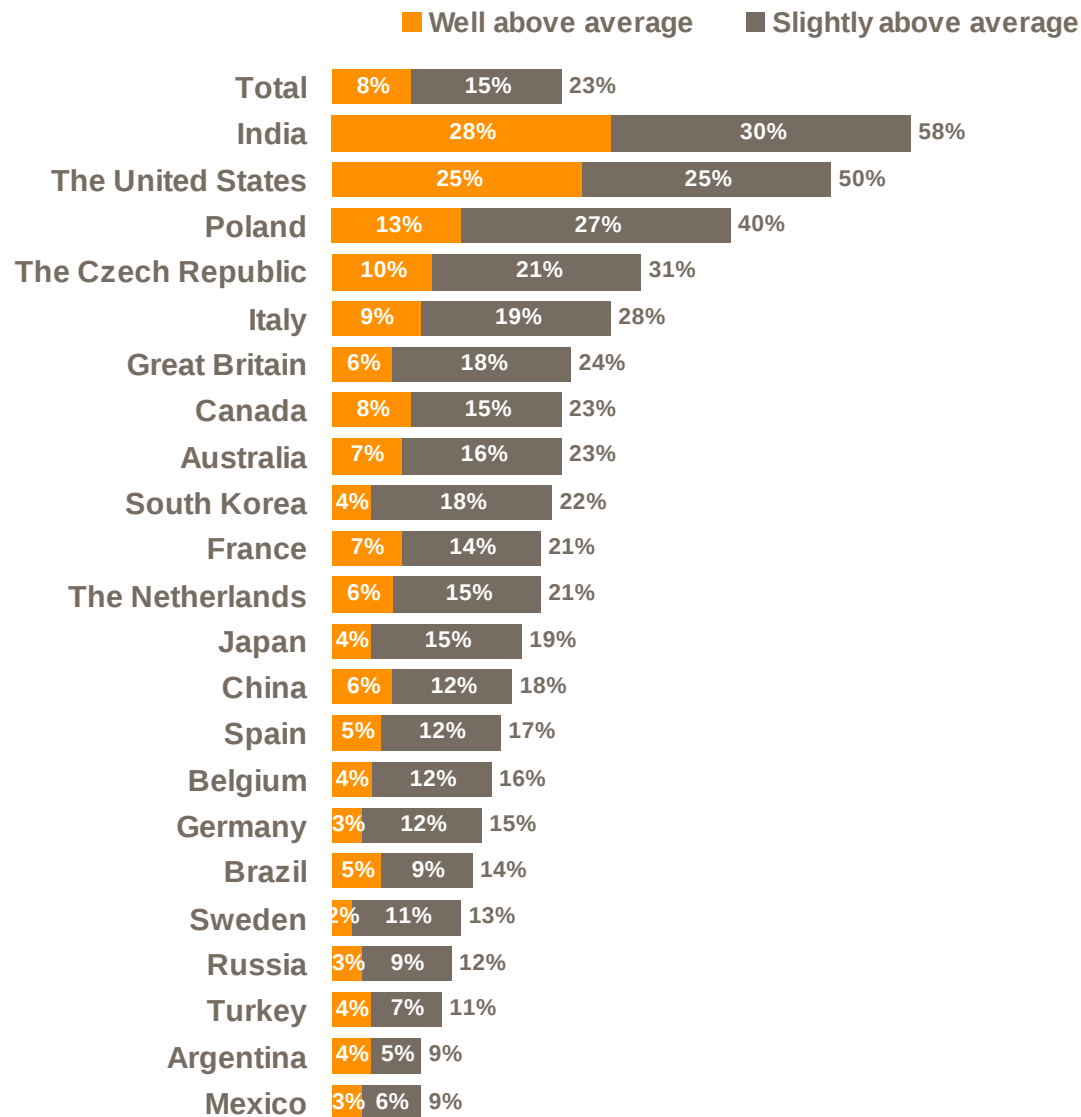


Respects its Neighbors and Other Countries



REUTERS

(% Well above average + Slightly above average)



How does the United States compare with other countries, based on the following attributes?



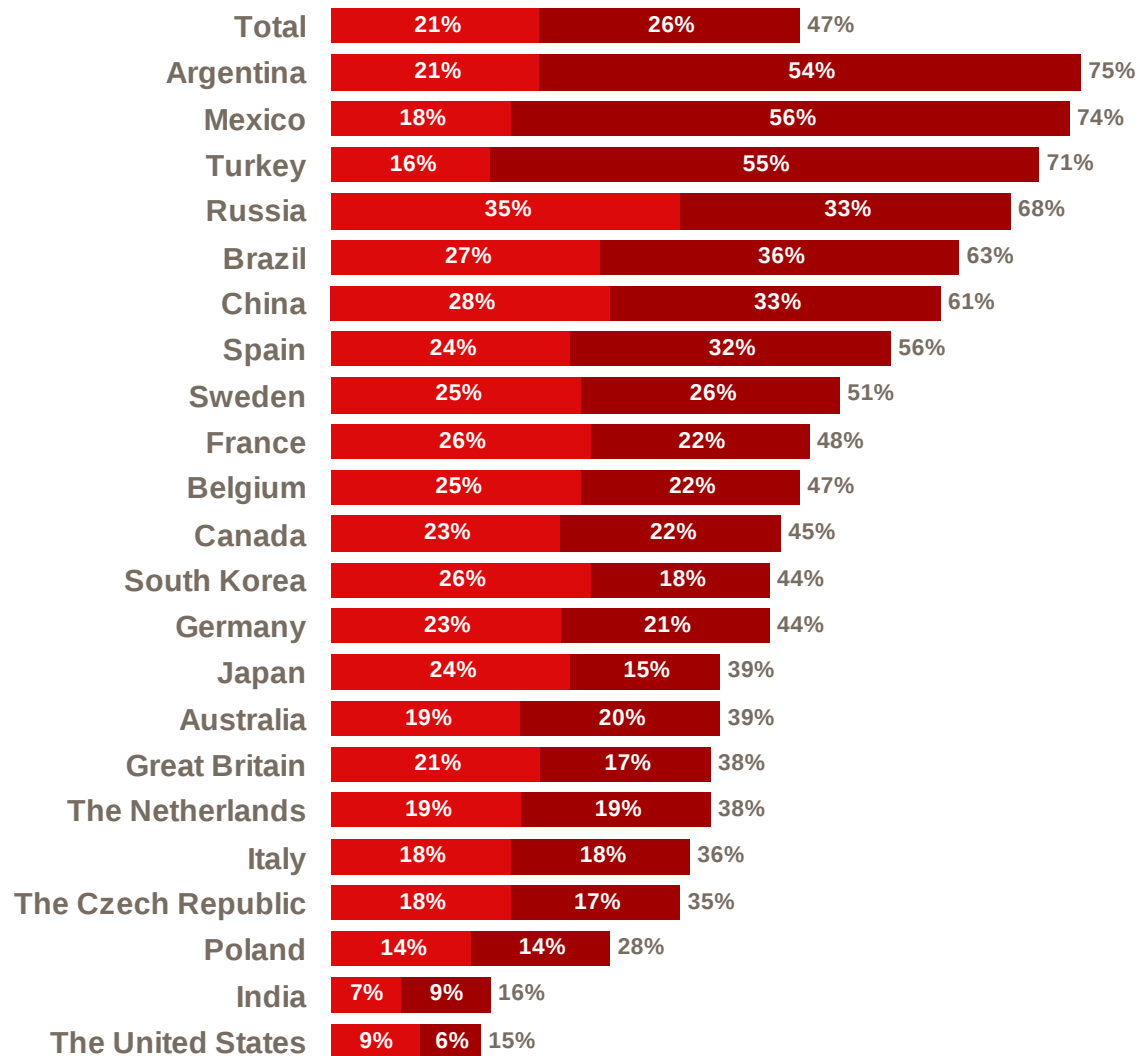
Respects its Neighbors and Other Countries



REUTERS

(% Slightly below average + Well below average)

■ Slightly below average ■ Well below average



How does the United States compare with other countries, based on the following attributes?



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