



Ipsos/Reuters Global Poll

The Reputation of the United States of America

June 4, 2009



Methodology



22,000 online surveys. 22 countries.

- Semi annual study fielded in April & November
- Field Dates: April 14 to May 7, 2009
- N = 1,000 completes per country.
- 95% confidence level, +/- 3.1% margin of error.
- 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.
- Balanced by age, gender, city population, and education levels, with minor added weights applied.



The Image of The United States After the Early Months of the Obama Presidency



The Key Findings

**Ipsos/Reuters
Global Poll**

**The Reputation of the
United States of America
June, 2009**



Key Points: U.S Image Abroad



- President Barack Obama has contributed to a healthy positive impact of U.S. image abroad after only a few short months in office.
- Favorability towards the U.S. among global citizens has increased by 6 percent percentage points overall between November 2008 and April 2009.
- In many countries, the increase has been double-digit:
 - **Turkey (+25%)**
 - **France (+13%)**
 - **Belgium (+12%)**
 - **Germany (+11%)**
 - **The Netherlands (+11%)**
 - **Canada (+10%)**
 - **Spain (+10%)**

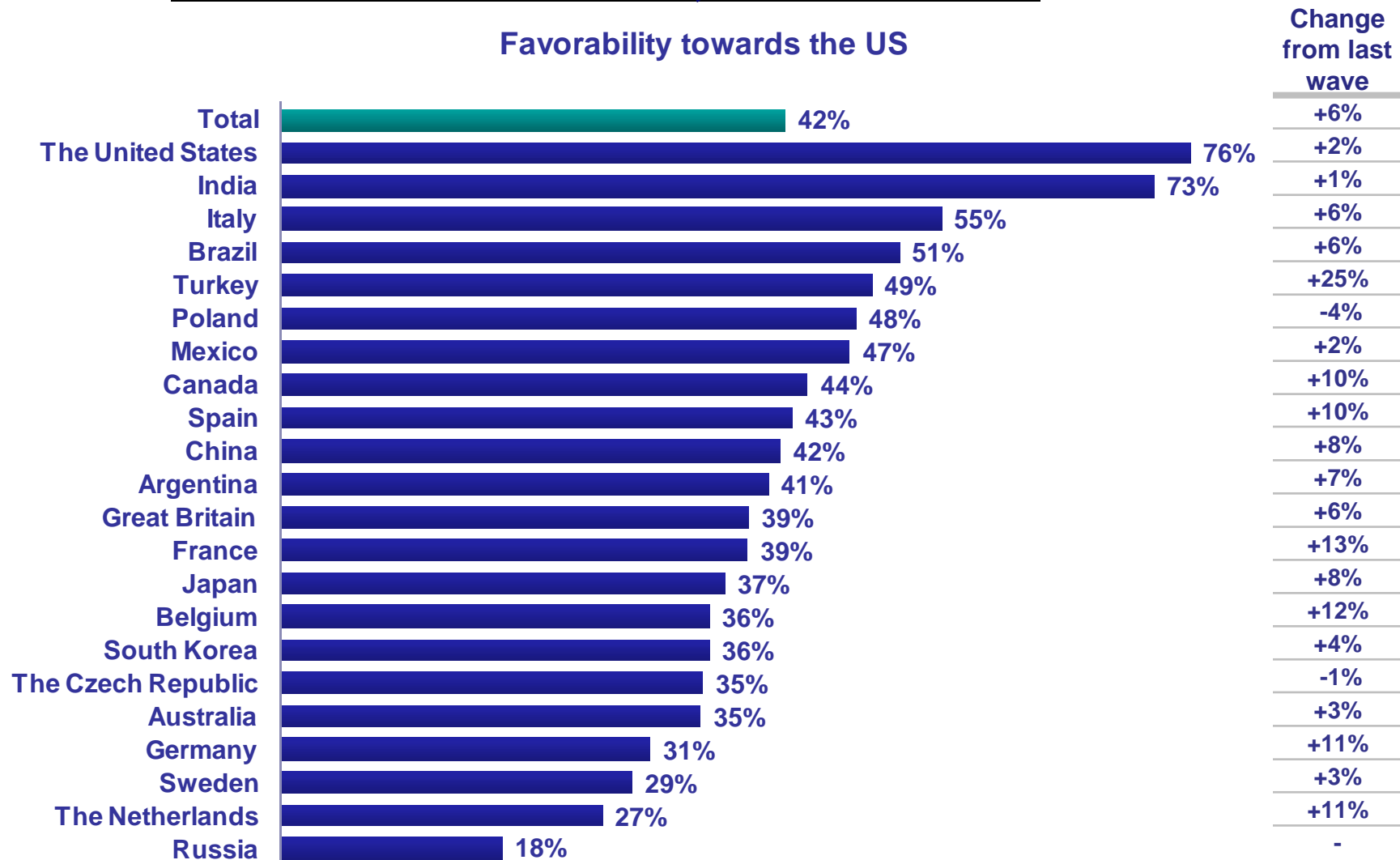


US Image Rises In All But 3 Countries (Russia, Czech Republic and Poland) Since November, 2008...



REUTERS

Favorability towards the US



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



Ipsos Public Affairs



Darrell Bricker
CEO
Ipsos Global Public Affairs
darrell.bricker@ipsos.com
416.324.2001

Clifford Young
Senior Vice President
Ipsos Global Public Affairs
clifford.young@ipsos.com
312.777.3911