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JULY 4th – US INDEPENDENCE DAY**

United States Image Improving

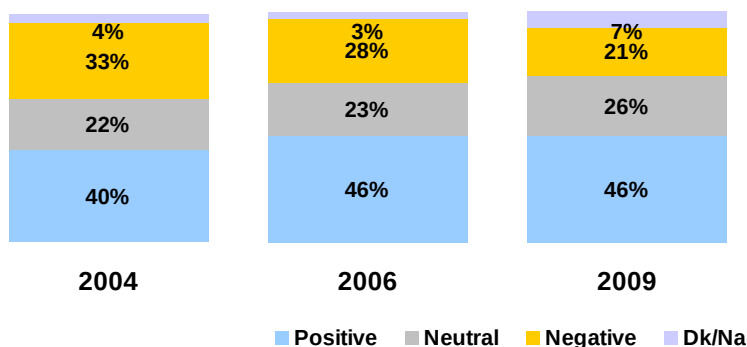
Survey conducted during Obama's 1st 100 days in government

Press Release of Survey findings
Voice of the People™

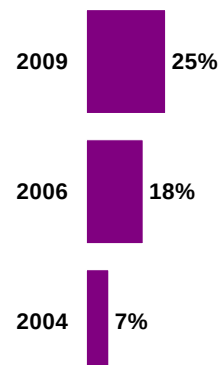
Gallup International's Voice of the People™ Survey interviewed more than 43,000 people and found that the image of the United States around the world has improved in the last years as negative opinions have switched from negative to neutral. The survey that was originally conducted in 2004 and 2006 during the George Bush Presidency, was conducted again during the newly elected President Obama's 1st 100 days - and asked people in 42 countries of different world regions about the image of United States.

What is your overall opinion of United States?

Trend 2004-2009



Net Positive trend 2004-2009
(Positive – Negative)



Source: Gallup International Voice of the People™ 2009, 2006 and 2004

The survey also researched the image of the other G8 countries and China. When asked about the European countries and Japan, people declared to have either a positive or neutral opinion towards them. Four in ten interviewees declared to have a positive opinion of France, UK, Germany, Italy and Japan and another 4 in ten have a neutral opinion towards them. Canada is the country that achieves the best image among the global population: almost half of the world citizens agree they have a positive image of Canada, 34% see it as neutral and less than 1 in ten (8%) has a negative opinion of it.

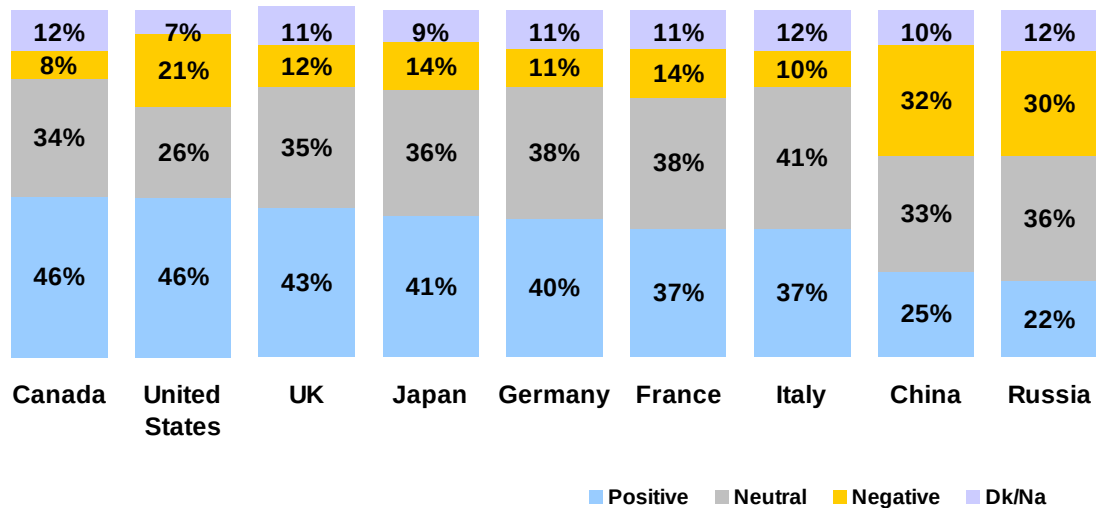
The United States, ranks as well as Canada when it comes to those countries with a more positive image. Still it is important to signal that it also is one of the countries that shows more negative opinions, ranking 3rd in this aspect after Russia and China. The 2 BRIC countries the survey asked for – China and Russia - where those that generated the more negative opinions. Three in ten people around the world had a negative opinion towards these two regions. Then



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22% had a positive opinion of Russia and a quarter of China. Three in ten global citizens feel neutral toward these regions and one in ten did not give an opinion.

What is your overall opinion of the following countries?



Source: Gallup International Voice of the People™ 2009

United States Image by country

When analyzing the results by country it is interesting to note that in 31 of the 42 surveyed countries US generates more positive than negative opinions. In Argentina, Bahrain, Egypt, Indonesia, Pakistan, Russia and Serbia negative opinions surpass positive ones and in Austria and Bosnia Herzegovina, Switzerland and Ukraine opinions are divided.

Looking at the top 10 list of countries which see US positively, the survey reveals that Americans have a very good image of their own country: 83% see it with positive eyes. Then, the positive rank is lead by Albania where eight in ten people have a positive opinion of the US. High positive opinions towards the US can be found in different world regions: Cameroon (76%), Singapore (65%), Italy, Panama and Philippines (62%), Spain (61%), Ecuador (59%) and Colombia and Romania (54%).

The countries where US positive image has increased the most are European: Spain (from 26% in 2006 to 61% in 2009), Luxembourg (from 20% to 45%) and Germany (from 20% to 42%). Opinion from English citizens has not increased regarding the positive image but negative opinions have decreased from 36% in 2006 to 23% in 2009 – increasing the percentage of people having a neutral opinion.



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Regarding negative opinions, Pakistan and Serbia – two countries that have been exposed to US military intervention – are the ones that have the highest proportion of people saying they have a negative image of the country: 61%. They are followed by Argentina and Bahrain where half the population in both countries had a negative opinion of the US. Then, significant proportions of people having a negative opinion of the US can be found in Egypt (40%), Russia (37%), Indonesia (33%), Venezuela, Hong Kong, Sweden and Switzerland (all 32%).

What is your overall opinion of the following countries? United States

TOP 10 Positive opinions

United States	83%
Albania	79%
Cameroon	76%
Singapore	65%
Italy Panama Philippines	62%
Spain	61%
Ecuador	59%
Colombia Romania	54%

TOP 10 Negative opinions

Pakistan Serbia	61%
Argentina	51%
Bahrain	48%
Egypt	40%
Russia	37%
Indonesia	33%
Venezuela, Sweden, Hong Kong, Switzerland	32%

Source: Gallup International Voice of the People™ 2009

Compared to 2006 results, the proportion of people having a positive opinion of the US has increased in the vast majority of the countries surveyed 3 years ago (26 of 37 countries that were surveyed before).

Pakistan together with Serbia are the two countries where US image has not improved. In Pakistan negative opinions increased 13 points in and Serbia negative opinions increased 18 points.

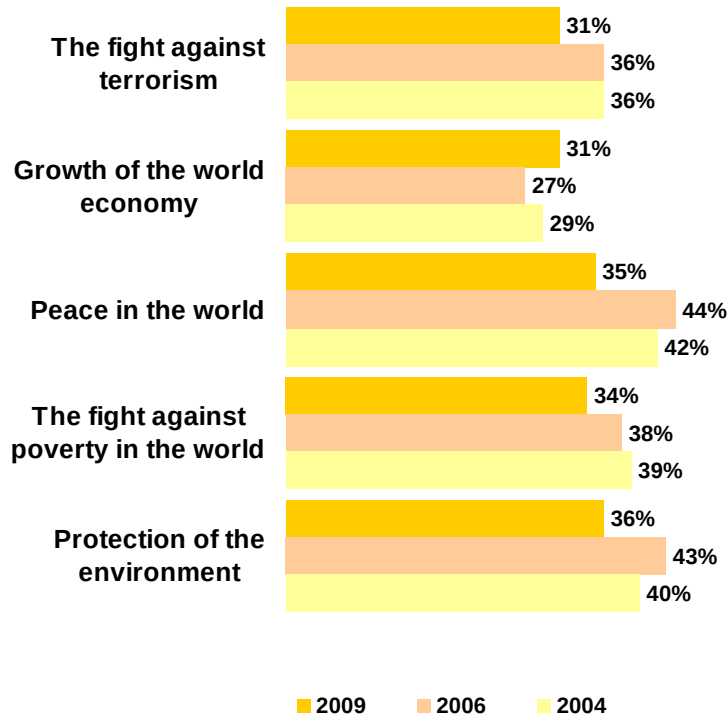
United States role in different issues

The survey also asked about United States role in different issues and it reveals that not only the general image of the North American country has improved but it is also seen as more neutral and less negative in the role it plays in different global aspects. US image has improved specially regarding its role in the fight against terrorism (36% of negative image in 2006 vs. 31% today) and peace in the world (44% of negative image in 2006 vs. 35% today)



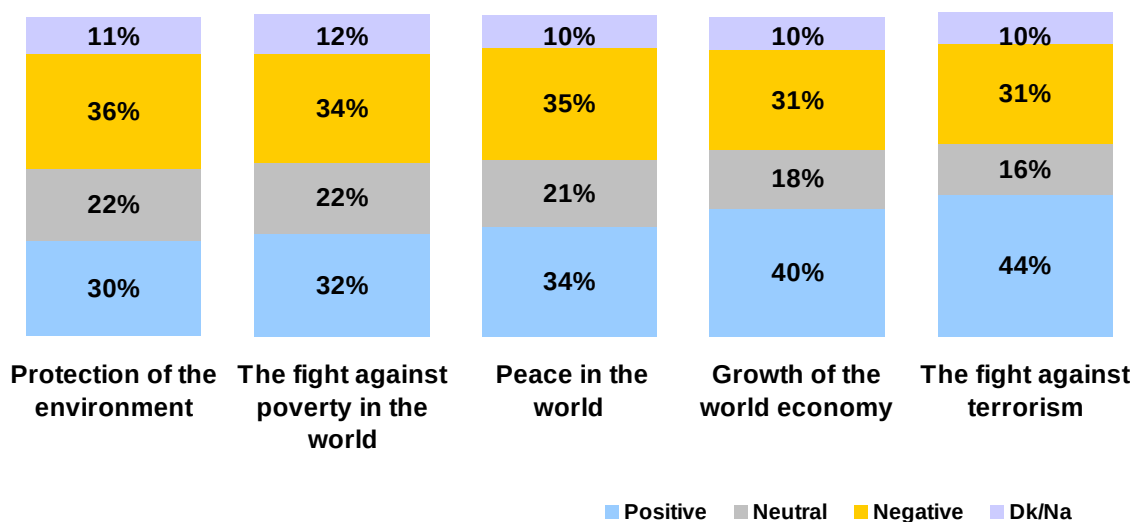
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Does the US tend to play a positive role, a negative role or a neutral role in the following issue? Negative role – trend 2004-2009



Source: Gallup International Voice of the People™ 2009

Do you think the US tend to play a positive role, a negative role or a neutral role in...



Source: Gallup International Voice of the People™ 2009



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The aspect where the US is seen as mainly having a positive role are The fight against terrorism – 43% of the world citizens have a positive opinion regarding the job US is doing regarding this issue – and Growth of the world economy, 40%. Still, significant proportions (almost one in three), sees the US job in these aspects to be negative. Even more, it is interesting to note that Pakistan and Serbia, the two countries where the higher proportions of negative opinions towards US can be found are the ones where it is more frequent to find people evaluating US role in these aspects as negative. In both countries, the majority of the citizens (six in ten) evaluate US role regarding these issues as negative.

Regarding the role the US play in the world peace opinions are divided: 35% see it as negative and 34% as positive. 21% consider the US to be neutral in this issue. World citizens also disagree when it comes to the fight against poverty in the world: three in ten agree that the US is having a positive role but another three in ten agree that the role this world power has is negative.

The issue where United States is performing negatively for more people is the protection of the environment, 36% of the world citizens evaluate US role in this area as negative.

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EDITOR'S NOTES

The Voice of the People™ Survey

Gallup International's unique survey **Voice of the People™** interviews more than 43,154 people in 42 countries around the world, representing the views and attitudes of more than 1.09 billion global citizens. Fieldwork was conducted between March and mid May 2009.

Gallup International

Registered in Zurich as a verein (Association), Gallup International was established in 1947 by George H Gallup and his European colleagues. It currently has member agencies in 65 countries across the world, conducting market and opinion research in more than 100 countries.

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www.voice-of-the-people.net



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For further information on any individual country results, please see contact information below:

Country	Company	Contact	Mode	Sample Type	Size	Fieldwork dates
Albania	Index Albania	maridede@albnet.net	Face to face	National	1000	May
Argentina	TNS Gallup Argentina	Constanza.cilley@tns-gallup.com.ar	Face to face	National	1000	Mar 19 th – Mar 25 th
Austria	Karmasin Institute	i.lusk@gallup.at	Face to face	National	902	Apr 8 th – Apr 29 th
Bahrain	BCSR	aalsadiq@bcsr.gov.bh	Face to face	National	600	Apr 11 th – Apr 30 th
Bosnia & Herzegovina	Mareco Index	aida.hadziavdic@mib.ba	Telephone	National	500	Apr 13 th – Apr 17 th
Bulgaria	TNS BBSS Gallup International	m.grigorova@gallup-bbss.com	Face to face	National	1005	Apr 2 nd - Apr 9 th
Cameroon	Research & Marketing Services	pyaptie@rms-international.net	Face to face	Urban	500	Apr 23 rd – Apr 27 th
Canada	Leger Marketing	drousseau@legermarketing.com	Online	National	1629	Apr 1 st – Apr 5 th
Colombia	CNC	mroldan@cncol.com	Telephone	Urban	600	Apr 17 th – Apr 27 th
Croatia	PULS d.o.o.	Mirna.cvitan@puls.hr	Face to face	National	1000	Apr 1 st – Apr 15 th
Czech Republic	Mareco s.r.o.	trojacek@mareco.cz	Face to face	National	1000	Apr 15 th – Apr 27 th
Denmark	TNS - Gallup	synne.nygaard@tns-gallup.dk	Online	National	1055	Mar 25 th – Mar 27 th
Ecuador	Cedatos	carlos.cordova@cedatos.com	Telephone	Urban	600	May 1 st – May 8 th
Egypt	Rada Research & Public Relations	saleeb.d@rada-rrpr.com	Face to face	Urban	1000	Apr 12 th – May 1 st
Georgia	Gorbi	mpachulia@gorbi.com	Face to face	National	1000	May 22 nd – May 31 st
Germany	TNS Emnid	johannes.huxoll@tns-emnid.com	Telephone	National	502	May
Hong Kong	TNS Hong Kong	winnie.yiu@tns-global.com	Online	National	1003	May 22 nd – May 28 th
Iceland	Capacent Gallup	gaj@capacent.is	Online Panel	National	1000	Apr 21 st – Apr 27 th
Indonesia	TNS Indonesia	Muhammad.Safianto@tns-global.com	Face to face	Urban	1000	Apr 13 th – Apr 24 th
Italy	Doxa	Paolo.colombo@doxa.it	Telephone	National	1001	May 8 th – May 11 th
Japan	NRC	nisimura@nrc.co.jp	Face to face / self-administered	National	1200	Apr 1 st – Apr 13 th
Korea, South	Gallup Korea	mipark@gallup.co.kr	Face to face	National	1507	Mar 13 th – Mar 30 th
Luxembourg	TNS ILRES	Antonella.dipasquale@tns-ilres.com louis.mevis@tns-ilres.com	Online	National	510	Apr 1 st – Apr 4 th
Macedonia	Brima	office@brima-gallup.com.mk	Face to face	National	1606	Apr 9 th – Apr 14 th
Moldova Republic	CBS AXA	office@cbs-axa.org cbs_axa@yahoo.com	Face to face	National	1094	Apr 24 th – May 4 th
Norway	TNS Gallup	olefredrick.ugland@tns-gallup.no	Online	National	1009	May 18 th – May 29 th
Pakistan	Gallup Pakistan	fatima.idrees@gallup.com.pk	Face to face	National	2690	April



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Country	Company	Contact	Sample		Size	Fieldwork dates
			Mode	Type		
Panama	PSM Sigma Dos	psmcorreo@cwpanama.net	Telephone	Urban	500	Apr 8 th – Apr 28 th
Peru	Datum International	gyrala@datum.com.pe	Face to face	National	1154	Apr 3 rd – Apr 8 th
Philippines	Asia Research Organization	lawrence.dugan@asiaresearch.com.ph	Face to face	National	1000	Apr 27 th – May 12 th
Poland	Mareco Polska	marek.fudala@mareco.pl	Face to face	Urban	1060	Mar 26 th – Mar 31 st
Romania	TNS CSOP	janina.stancicu@csop.ro	Face to face	National	1113	Mar 25 th – Mar 31 st
Russia	Romir	shakaryan.a@romir.ru	Face to face	National	1500	April
Serbia	TNS Medium Gallup Belgrade	sladjana.brakus@tnsmediumgallup.co.rs	Face to face	National	1018	Mar 16 th – Mar 20 th
Singapore	TNS Hong Kong	winnie.yiu@tns-global.com	Online	National	1002	May 22 nd – May 28 th
Spain	Sigmas Dos	petrana@sigmados.com	Telephone	National	1000	Mar 26 th – Apr 6 th
Sweden	TNS Gallup AB	Matz.Johansson@tns-gallup.se	Online	National	2000	Mar 30 th – Apr 14 th
Switzerland	Isopublic	Karin.maendli@isopublic.ch	Face to face	National	1000	Mar 26 th – Apr 9 th
Ukraine	TNS Ukraine	alla.vlasyuk@tns-global.com.ua	Face to face	National	1200	Apr 3 rd – May 11 th
United Kingdom	TNS	anita.emery@tns-global.com	Online	National	1007	Apr 23 rd – May 27 th
USA	Leger Marketing	drousseau@legermarketing.com	Online	National	1000	Apr 7 th – Apr 22 nd
Venezuela	Sigma Dos Venezuela	romel@sigmados-international.com	Face to face	Urban	1011	Apr 16 th – May 5 th