

USA International Image Recovering, still the EU Keeps the Most Favourable Assessments among the Four Key Global Actors

International policies of Russia and China are perceived to be destabilizing the world; an opinion that is consistent with previous years. Compared with a year ago there has been an increase in positive sentiment towards the USA with the biggest superpower getting closer to the positive side of the scale. The US withdrawal from Afghanistan was a factor, but apparently not the key one. The end of Donald Trump's presidency seems to be the greater factor both at home and abroad. The EU remains the only superpower perceived positively with sentiment improving from a year ago.

These are some of the conclusions and some hypotheses taken from the new global poll on perceptions of international superpowers and their policies as well as the US withdrawal from Afghanistan. The poll is conducted by Gallup International Association at the end of 2021. The survey covers 45 countries around the world and about 42,000 adult citizens, representing almost 2/3 of the global population.

The improvement in the **global image of US** is probably due to change in the White House. However, the negative assessment of US international policies increased most seriously in Afghanistan itself. Some growth in positive evaluations is registered in Europe and Latin America. The domestic view in the USA, although still rather negative, improved and is the highest now for some years.

Globally (and expectedly) the USA is perceived most negatively in the Middle East, Russia and West Asia. However, the majority of the people in India and Africa find a rather stabilizing effect in the international policies of USA. People in Russia (near a third of all respondents there) and the EU seem the most uncertain in this matter.

The global net score for USA – shares of answers “stabilizing” minus shares of answers “destabilizing” – is now -2. Three years ago, it was -28.

Top 5 biggest shares of answers in favour of USA to be stabilizing for the world are registered in Vietnam (76% say that the States are stabilizing the world with their international policies), Albania (72%) and Nigeria (72%), Philippines (71%), Kenya (70%) and Kosovo (70%), Thailand (64%).

People in Afghanistan (72% say that international policies of USA are destabilizing), Serbia (71%), Iraq (70%), Palestine (68%) and Pakistan (63%) are most confident that the international policies of USA destabilize the world.

Russia's image remains consistently negative, although it was more negative some years ago. A third of the surveyed people around the globe now say that the international policies of Russia are stabilizing for the world. Near a half of the surveyed however consider the international policies of

Russia destabilizing. A fourth of the respondents could not form an opinion. Thus, the global net score for Russia is now -17.

International policies of Russia seem most destabilizing to people in Australia, USA, Europe, the EU (especially the western part of the Union) and the Middle East. Respondents in India on the other hand consider Russia's international policies as rather stabilizing for the world – even more than Russians themselves. Russia's international policies are positively evaluated in Africa as well.

International policies of Russia are considered most stabilizing in Albania (86%), Vietnam (76%), Serbia (64%), Kazakhstan (62%) and India (57%).

Top 5 biggest shares of negative answers are registered in Ukraine (74%), Austria (70%), Germany, Kosovo, Poland (69% in each country), Czech Republic (68%) and Switzerland (66%).

International policies of China are also perceived as more destabilizing for the world (-18). China's international policies are perceived as destabilizing in Australia (with a vast majority of 80% of all answers there), India, the Middle East, Europe (with a significantly larger share of negative evaluations in the EU, and especially the western part of the EU countries) and USA.

People in Africa and to some extent Russia see a rather stabilizing role in China's policies. The Russians' attitudes towards the international policies of China stand out in another way – with two out of five respondents there being hesitant in their answers.

Top 5 biggest shares of positive attitudes towards the international policies of China are registered in Albania (79%), Kenya (64%), Malaysia (64%), Nigeria (64%), Pakistan (58%), Serbia (56%) and Thailand (53%).

Top 5 countries viewing China's international policies as destabilizing for the world are Republic of Korea (88%), Vietnam (82%), Australia (80%), Austria (72%) and Switzerland (71%).

The EU international policies are still perceived around the world as stabilizing. The Union still remains the only superpower that is in the positive side of the scale (+18 net score according to the current wave of the survey). This positive assessment towards the EU's role in international relations is rather consistent with previous GIA annual surveys, although some variations have been observed. Yet the EU's capacity to influence the world in a significant manner is not so sure.

In Russia and the Middle East, however attitudes are considerably different in comparison to the global picture. Large shares of people there are registered criticizing EU.

EU policies are evaluated most stabilizing in Albania (82%), Vietnam (78%), Colombia (62%), Malaysia (60%) and Germany (59%).

Top 5 biggest shares of answers "destabilizing" are registered in Palestine (57%), Serbia (51%), Afghanistan, Iraq (both with 48%), Russia (45%), Hong Kong and Pakistan (both with 44%).

The US Withdrawal from Afghanistan

Although it echoed around the world, Joe Bidens' decision for full military withdrawal from Afghanistan does not offer a major impact on international attitudes towards USA in general. The majority of people surveyed around the world do not express a change in their attitude.

Although 21% changed their opinion it was in two directions: positive and negative.

The biggest change in attitudes is now registered in India, the EU, the USA and the Middle East. More than 40% of the respondents in India have formed a new opinion on USA after the withdrawal. They are equally divided between positive and negative evaluations.

Same applies for a third of the respondents in the Middle East. The growth of the rather negative perceptions regarding the US is however more visible worldwide, especially in the US, but also in the western countries of EU.

Kancho Stoychev, president of GIA:

"Although in its initial phase of formation, the new multipolar political structure of the World may evolve to the well-known and experienced already by-polar model characterized by the Cold War. The current international tensions are pushing EU behind the shadow of the USA while Russia is gradually packaged with China. But these are two different convergences – in the first case there is a clear boss while in the second one it is more about shared power which gives much more flexibility and strength to both Russia and China. The West, indisputably led by the USA, still has the chance not to push Russia further to the East but it seems that the lack of wisdom and the sense of superiority are prevailing."

Methodology:

These poll results are part of the Gallup International End of Year Survey (EoY). EoY is an annual tradition initiated by and designed under the chairmanship of Dr. George Gallup in 1977. The survey has been conducted every year since then. This year it was carried out in 45 countries around the world.

Regional coverage:

- EU Total + Switzerland – combines EU West and EU East and Switzerland
- EU West + Switzerland – Austria, Germany, Italy, Spain, UK and Switzerland
- EU East – Bulgaria, Czech Republic, Poland, Romania
- Non-EU Europe – Albania, Armenia, Bosnia-Herzegovina, Kosovo, North Macedonia, Moldova, Serbia, Ukraine
- Latin America – Argentina, Columbia, Ecuador, Mexico, Peru
- Middle East – Iraq, Jordan, Palestine

- East Asia – Hong Kong, Indonesia, Japan, Philippines, Malaysia, Republic of Korea, Thailand, Vietnam
- West Asia – Afghanistan, Azerbaijan, Kazakhstan, Pakistan, Turkey
- Africa – Nigeria, Ghana, Kenya
- USA, India, Russia and Australia are not included in any other regional category

Sample Size and Mode of Field Work:

About 42 000 persons were interviewed globally. In each country a representative sample of around 1,000 men and women was interviewed during October-December 2021 using face to face, telephone or online methods.

The margin of error for each country's survey is +3-5% at the 95% confidence level.

**Due to political, religious and sociocultural considerations, in rare cases certain questions or statements are not asked in each country.*

About Gallup International

Gallup International Association (GIA) is the leading global independent association in market research and polling.

For 75 years Gallup International members have demonstrated their expert ability to conduct multi-country surveys on a comparable basis and deliver the highest quality. Our more than 100 members and partners are carefully selected by the Association Board and are leading national institutes with a profound local knowledge of research methods and techniques, statistical sources, and the customs and culture factors affecting research. With only one member agency per country, members work together on a daily basis to share knowledge, new research techniques and tools, as well as to provide the most appropriate solutions to international research projects and provide world-class service our clients.

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End of Year Survey 2021 Participants
(GIA Members and Partners presented in alphabetical order)

Country	Vendor Company	Sample size	Method	Fieldwork	Universe
AFGHANISTAN	Company: ACSOR-Surveys	1024	CATI	13–16 October 2021	18+, National
ALBANIA	Index Kosova	501	F2F	November 2021	18+, National
ARGENTINA	Voices!	821	CAWI	11-24 November 2021	18+, National
ARMENIA	MPG LLC	1001	CATI	16-27 November 2021	18+, National
AUSTRALIA	Roy Morgan	1184	Online	25-28 November 2021	18+, National
AUSTRIA	Das Österreichische Gallup Institut GmbH	1000	CAWI	14-20 November 2021	14+, National
AZERBAIJAN	SIAR Research and Consulting Group	500	Telephone	01-10 December 2021	18+, National
BOSNIA & HERZEGOVINA	Mareco Index Bosnia	1000	Online	01-21 November 2021	18+, National
BULGARIA	Gallup International Balkan	803	F2F	28 Oct - 05 Nov 2021	18+, National
COLOMBIA	Centro Nacional de Consultoría	775	CATI	10 Nov - 10 Dec 2021	18+, National
CZECH REPUBLIC	Mareco IVP	1000	F2F	October 2021	18+, National
ECUADOR	CEDATOS	730	F2F	01-09 December 2021	16+, Urban
GERMANY	GIA	1000	Online	01-10 December 2021	16+, National
GHANA	Positive Insights	1000	F2F	25 Oct - 26 Nov 2021	18+, National
HONG KONG	CSG	524	Online	19-30 November 2021	18+, cities
INDIA	Convergent	1124	F2F/Telephone	Nov-Dec 2021	18+, 12 Major Cities



End of Year Survey 2021 Participants -*contd.*

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Country	Vendor Company	Sample size	Method	Fieldwork	Universe
INDONESIA	Deka	689	Online	08 Nov- 12 Dec 2021	18+, National
IRAQ	IIACSS	1000	F2F	03-22 November 2021	18-81, Urban
ITALY	DOXA	1046	F2F	15-28 November 2021	15+, National
JAPAN	Nippon Research Center	1154	F2F	02-14 October 2021	18-79, National
JORDAN	Infographic Market Research (IMR)	885	CATI	03-21 December 2021	18-75, National
KAZAKHSTAN	BISAM - CENTRAL ASIA	493	CATI	December 2021	18+, National
KENYA	Mind Pulse	1000	F2F	Nov-Dec 2021	18+, Major Cities
KOSOVO	Index Kosova	953	CATI	November 2021	18+, National
NORTH MACEDONIA	BRIMA	1210	F2F	15-30 November 2021	18+, National
MALAYSIA	Central Force	1002	CATI	Oct-Nov 2021	18+, National (mobile)
MEXICO	BRAIN	501	Online	October 2021	18-64, 3 Major Cities
MOLDOVA	CBS-Research	1205	CATI	06-12 October 2021	18+, National
NIGERIA	Market Trends International	1000	F2F	Oct - Nov 2021	18+, National
PALESTINE	PCPO	770	F2F	December 2021	18+, National
PAKISTAN	Gallup Pakistan	1000	CATI	22 Oct - 03 Nov 2021	18+, National
PERU	DATUM Internacional	1000	Online	24 Sep-05 Oct 2021	18-70, Urban



End of Year Survey 2021 Participants -contd.
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Country	Vendor Company	Sample size	Method	Fieldwork	Universe
PHILIPPINES	PSRC	1000	F2F	12 Nov-08 Dec 2021	18-65, National
POLAND	Mareco Polska	1009	F2F	06-20 October 2021	18+, National
ROMANIA	Kantar	500	CAWI	October	18-64, National
RUSSIA	ROMIR	960	Online	25 Oct-05 Nov 2021	18+, Cities 10,000+
SERBIA	TMG Insights	1009	F2F	04 Oct-07 Nov 2021	18+, National
REPUBLIC OF KOREA	Gallup Korea	1500	F2F	05-28 November 2021	19+, National
SPAIN	SIGMA DOS	900	CAWI	October 2021	18, National
SWITZERLAND	Gallup AG Switzerland	1000	Online	01-10 December 2021	16+, National
THAILAND	Infosearch Limited	600	F2F	08-28 November 2021	18+, National
TURKEY	BAREM	1003	CATI	25 Oct - 08 Dec 2021	18+, National
UKRAINE	ROMIR & Kyiv International Institute of Sociology and Democratic Initiatives Foundation	2003	CATI	02-11 November	18+, National
UK	ORB International	1051	Online	06-10 December 2021	18+, National
USA	Survey Monkey	1032	Online	13 January 2022	18+, National
VIETNAM	Indochina Research	601	F2F	26 Oct-10 Nov 2021	18-64, 4 Major Cities