



POLL

EMBARGO 23:01 GMT 7 July 2016

Obama's 8-year Presidency is rated well: Global Poll

Global support for President Obama appears to have lasted through his two terms in office according to a new poll for the BBC World Service. Over seven in ten citizens across 18 tracking countries polled by Globescan in both 2012 and 2016 think that, retrospectively, the election of US President Barack Obama was a good choice. The most recent poll shows his average approval rating is 72 per cent—stable with the result from the 2012 BBC poll (when Obama was running for a second term) when 73 per cent had a favourable opinion of his first presidency.

The most recent poll, conducted by GlobeScan among more than 18,000 people worldwide between December 2015 and May 2016 asked the public to reflect on whether or not, in hindsight, they felt the choice of the American people to elect Obama in 2008 and again in 2012 was a good or a bad choice. A majority in 18 out of the 19 countries¹ surveyed leaned positively towards Obama's double tenure in the White House, with only Russians disagreeing.

Kenyans are the most upbeat towards Obama's presidential tenure, with 95 per cent thinking his double election was a good choice. The other countries with a very strong pro-Obama sentiment include some of the USA's closest allies: South Korea (93%, up 10 points from 2012), the UK (91%, up 9 points), France (90%, stable), Australia (89%, stable), and Canada (85%, stable). In some countries where the relationship with Washington may have been more ambivalent at times, the proportion of supporters of Obama's time in office has also increased, with majorities now found in Turkey (52%, up 6 points), Pakistan (56%, up 7 points), and China (54%, up 5 points).

Positive sentiment towards Obama has nonetheless declined in five countries since 2012. In particular, Russian public opinion has shifted from a pro- to a now strongly anti-Obama sentiment. Only 18 per cent of Russians feel Obama's eight-year time in office was a good choice in hindsight, as opposed to a majority of 51 per cent in 2012, and they are outnumbered by 73 per cent who now think this was a bad choice. In Germany, approval of Obama has also dropped sharply, from 91 per cent in 2012 to 53 per cent in 2016, with an increase in the proportion of people with an undecided opinion of the president (jumping from 2% to 29%). In the US itself, whose views are not included in the global average, a majority remains pro-Obama after his two terms, though narrower than in 2012 (53% today, down 5 points). The other two countries where support had fallen are Nigeria (74%, down 14 points) and Ghana (70%, down 8 points).

Amidst the race for the US primaries to nominate the two candidates that will campaign to replace President Obama in January 2017, the poll also asked if the election of a woman as the next American President would impact views the public holds towards the United States as a country. Globally, results show that a solid plurality of 48 per cent in 17 countries agree that a female president would fundamentally change their perceptions of the US (against

¹ Views of the US are excluded from the global averages reported in this release.

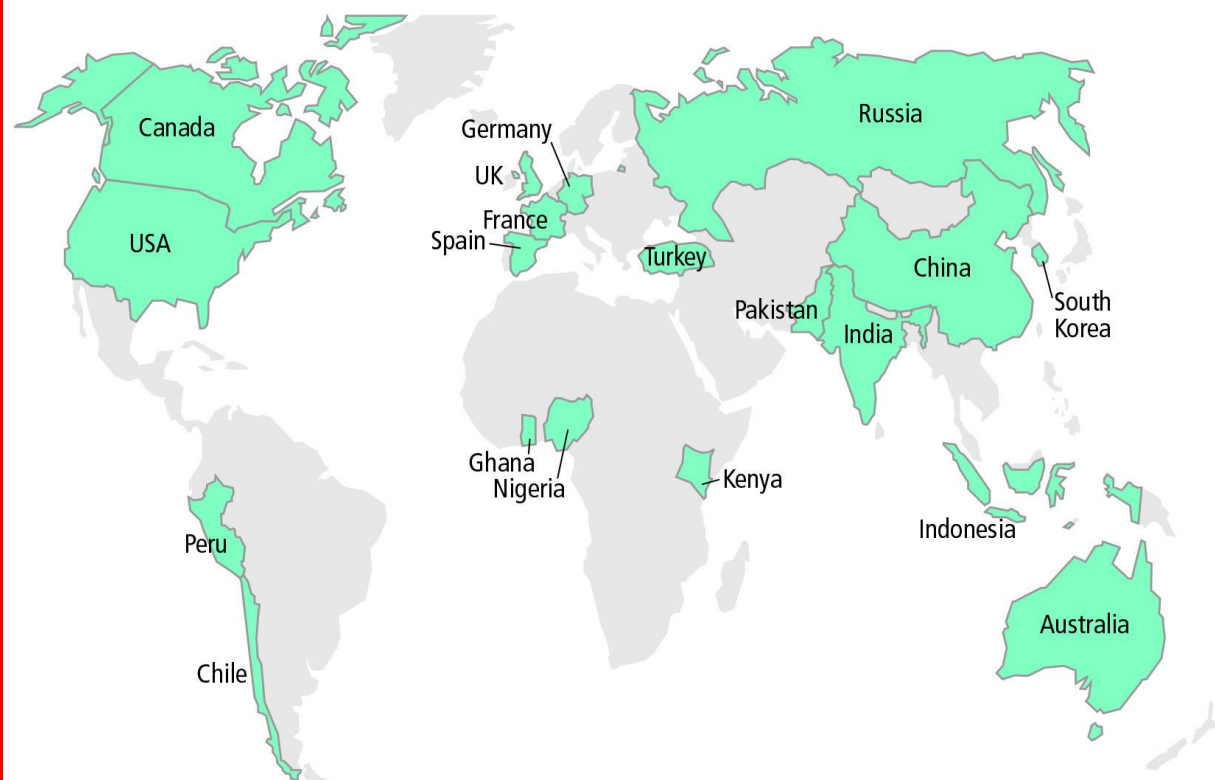
38% who disagree). This resembles results from a similarly-worded 2008 BBC poll question which asked the impact if Barack Obama was elected as the first African American president on respondents' impression of the US. Though the poll does not specify whether this would be positively or negatively, it is noteworthy that the effect of a female president on external perceptions of the US would be strongest in developing countries, and particularly so among female respondents in China (74%), Nigeria and Peru (both 65%), and Indonesia and Kenya (both 54%).

GlobeScan Chairman Doug Miller commented: "Any US President would be very happy with such positive global ratings near the end of their tenure."

The results are drawn from a telephone and in-person survey of 18,313 adult citizens across 19 participating countries in total. The poll was conducted for the BBC World Service between December 2, 2015 and May 4, 2016 by the international opinion research and consultancy firm GlobeScan and its national research partners. Within-country results are considered accurate within +/- 2.8 to 3.7 per cent 19 times out of 20. Urban-only samples were used in China, Indonesia, Kenya, and Turkey.

Map of Participating Countries

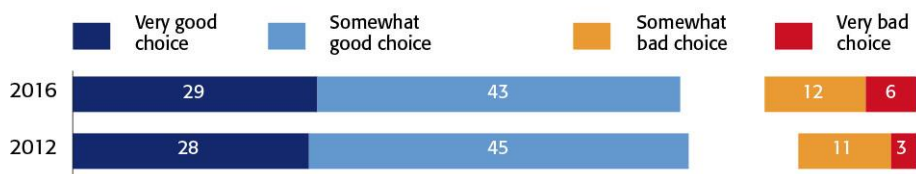
2016



BBC 3143 country map

Retrospectively, Election of Obama Was a Good/Bad Choice

Average of 18 Countries,* 2012–2016**



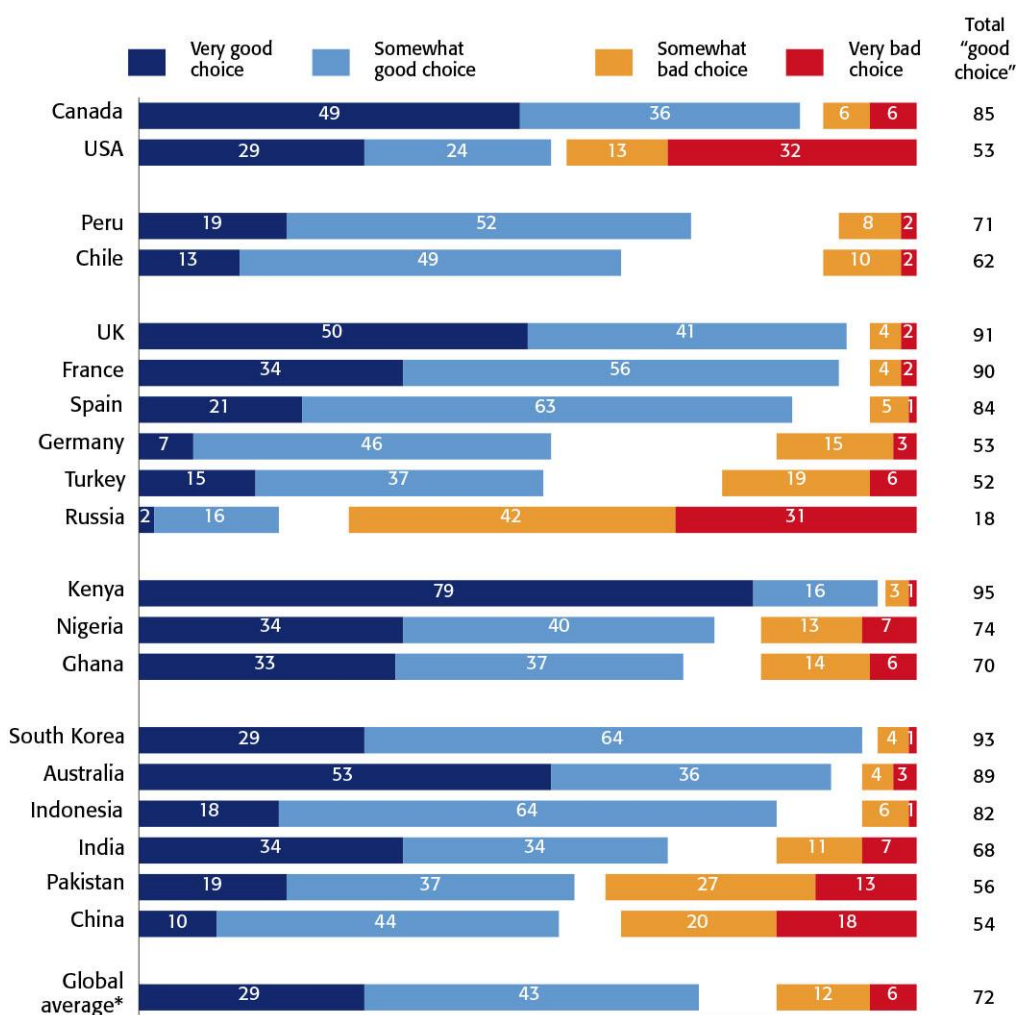
BBC3143_M4t_track_agg

*Tracking countries Australia, Canada, Chile, China, France, Germany, Ghana, India, Indonesia, Kenya, Nigeria, Pakistan, Peru, Russia, South Korea, Spain, Turkey, and the UK.

**Very slight change in the question wording in 2016 to account for the re-election of Obama in 2012

Retrospectively, Double Election of Obama as US President Was a Good/Bad Choice

By Country, 2016



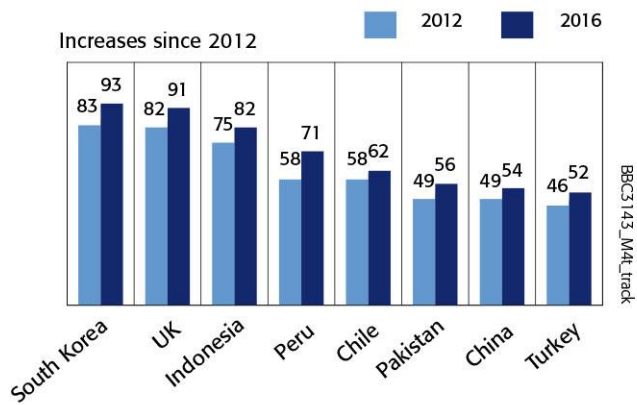
BBC3143_M4t_ctry

The white space in this chart represents "Don't know."

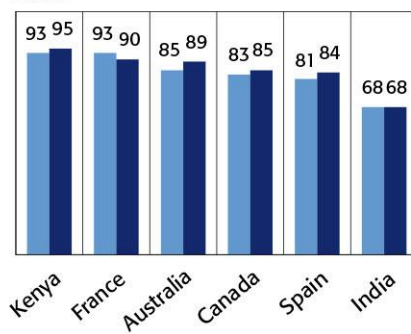
*Excludes views of the USA

Retrospectively, Election of Obama Was a Good/Bad Choice

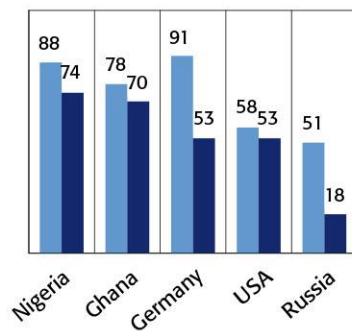
Trends, "Good Choice,"* by Country, 2012–2016**



Stable



Decreases since 2012

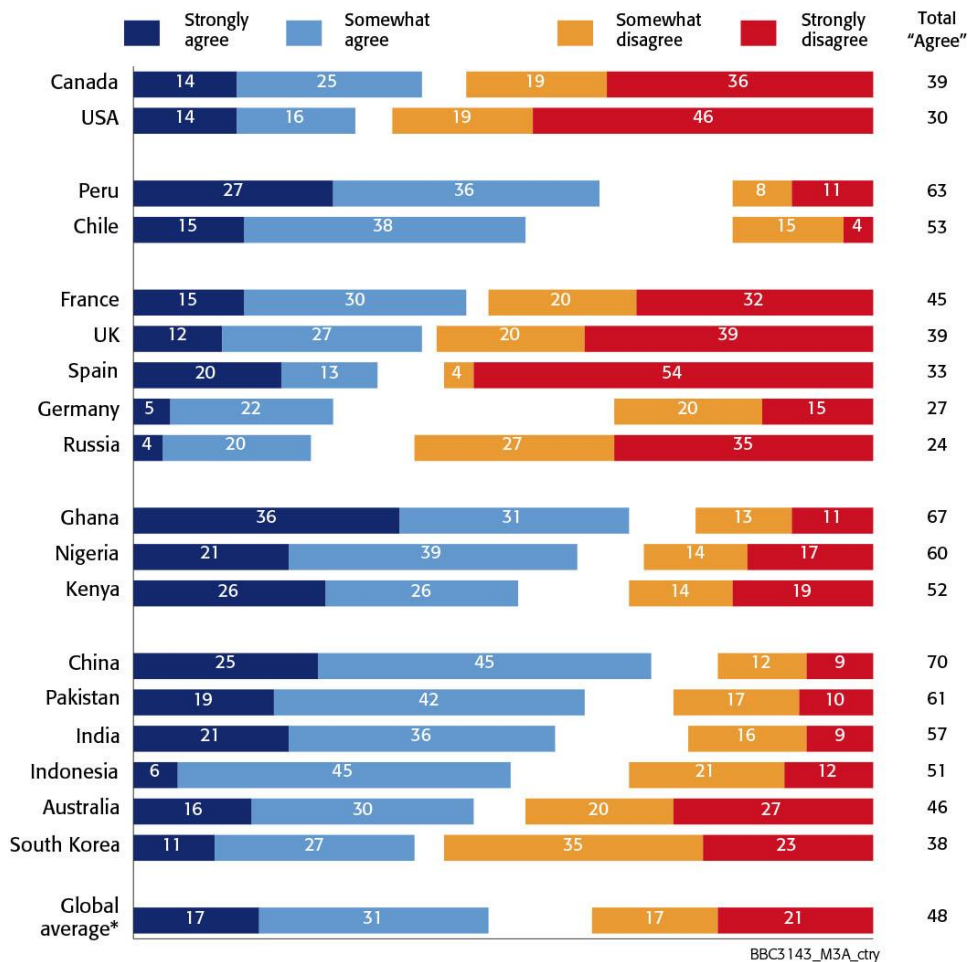


*Includes "A very good choice" plus "A somewhat good choice"

**Very slight change in the question wording in 2016 to account for the re-election of Obama in 2012

Election of Woman as US President Would Fundamentally Change My Perception of the United States

"Agree" vs "Disagree," by Country, 2016



The white space in this chart represents "Depends / neither agree nor disagree" and "Don't know."

*Excludes views of the USA

Asked of half of sample

Election of Woman as US President Would Fundamentally Change My Perception of the United States

"Agree" vs "Disagree,"* by Gender, Average of 17 Countries,** 2016



*"Strongly agree" plus "Somewhat agree" and "Strongly disagree" plus "Somewhat disagree"

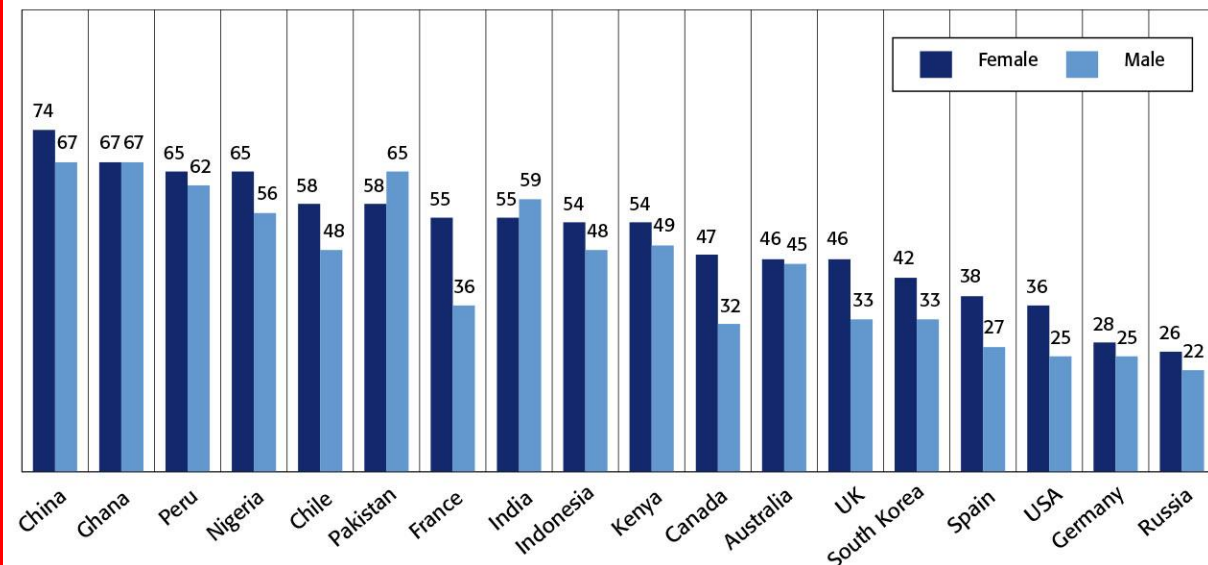
**Excludes views of the USA

The white space in this chart represents "Depends / neither agree nor disagree" and "Don't know."

Asked of half of sample

Election of Woman as US President Would Fundamentally Change My Perception of the United States

"Agree,"* Gender Demographics, by Country, 2016



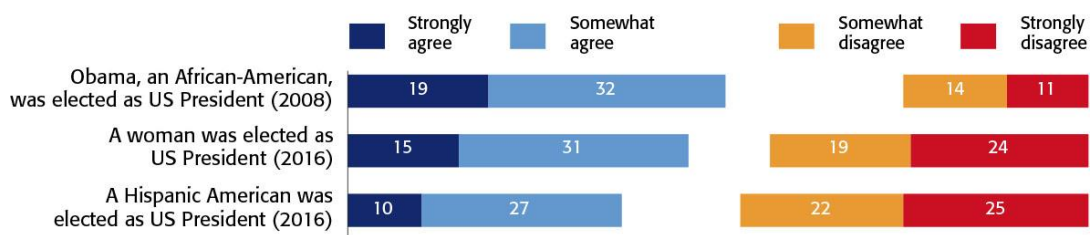
*Includes "Strongly agree" plus "Somewhat agree"

Asked of half of sample

BBC3143_M3A_gender

Presidential Elections: My Perception of the United States Would Fundamentally Change if...

Average of 14 Countries,* 2008–2016**



BBC3143_M3AB_track_agg

The white space in this chart represents "Depends / neither agree nor disagree" and "Don't know."

*Tracking countries include Australia, Canada, China, France, Germany, India, Indonesia, Kenya, Nigeria, Pakistan, Russia, South Korea, Spain, and the UK.

**In 2008, the question was asked when Obama had already won the primaries and started his campaign against the Republican nominee (John McCain); in 2016, the Democrat and Republican primaries had only just started in almost all surveyed countries, meaning the question wording could not specifically refer to Hillary Clinton or Carly Fiorina for the woman question, and to Marco Rubio or Ted Cruz for the Hispanic question.

Questions asked of half of sample in 2016.

For media requests, please contact:

Doug Miller, Chairman
GlobeScan Incorporated
Tel: +1 (519) 370-0300
Mob: +1 (416) 230-2231
Doug.Miller@GlobeScan.com

Lionel Bellier, Associate Director
GlobeScan Incorporated
Mob: +44 (0) 789-601-1645
Lionel.Bellier@GlobeScan.com

Stacy Rowland, Director Public Relations and Communications
GlobeScan Incorporated
Tel: +1 (416) 992-2705
Stacy.Rowland@GlobeScan.com

About GlobeScan

GlobeScan is a strategy consultancy specialising in stakeholder intelligence and engagement in the areas of reputation, sustainability and purpose. We help global companies, multilateral organisations and international NGOs build stronger, more trusting relationships with their stakeholders to deliver long-term success.

GlobeScan conducts research in over 90 countries and is a signatory to the UN Global Compact. Established in 1987, GlobeScan is an independent, management-owned company with offices in Toronto, London, San Francisco, Cape Town, São Paulo and Hong Kong. For more information, visit www.globescan.com.

BBC World Service is an international multimedia broadcaster, delivering a wide range of language and regional services on radio, TV, online and via wireless handheld devices. It uses multiple platforms to reach its weekly audience of 166 million globally, including shortwave, AM, FM, digital satellite and cable channels. Its news sites include audio and video content and offer opportunities to join the global debate. BBC World Service offers its multilingual radio content to partner FM stations around the world and has numerous partnerships supplying content to news websites, mobile phones and other wireless handheld devices as well as TV channels. For more information, visit bbcworldservice.com.

Questionnaire – US Elections

M3A. To what extent do you agree or disagree that the election of a woman as US President would fundamentally change your perception of the United States? **READ. CODE ONE.**

01 – Strongly agree

02 – Somewhat agree

03 – Somewhat disagree

04 – Strongly disagree

VOLUNTEERED (DO NOT READ)

05 – Depends / neither agree nor disagree

99 – Don't know / no answer

M3B. To what extent do you agree or disagree that the election of a Hispanic American as US President would fundamentally change your perception of the United States? **READ. CODE ONE.**

01 – Strongly agree

02 – Somewhat agree

03 – Somewhat disagree

04 – Strongly disagree

VOLUNTEERED (DO NOT READ)

05 – Depends / neither agree nor disagree

99 – Don't know / no answer

M4t. As you may know, the American people elected Barack Obama as President in 2008 and again in 2012. In hindsight, do you think this was a very good choice, a somewhat good choice, a somewhat bad choice or a very bad choice? **CODE ONLY ONE.**

01 – A very good choice

02 – A somewhat good choice

03 – A somewhat bad choice

04 – A very bad choice

VOLUNTEERED (DO NOT READ)

99 – Don't know / no answer

Methodology

In total 18,312 citizens in Australia, Canada, Chile, China, France, Germany, Ghana, India, Indonesia, Kenya, Nigeria, Pakistan, Peru, Russia, South Korea, Spain, Turkey, the UK, and the United States were interviewed face-to-face or by telephone between December 2, 2015 and May 4, 2016. Polling was conducted by GlobeScan and its research partners in each country.

In China, Indonesia, Kenya, and Turkey urban samples were used. Some questions were asked by half samples. The margin of error per country at full sample level ranges from +/- 2.8 to 3.7 per cent, 19 times out of 20.

Country	Sample Size (unweighted)	Field dates	Sample frame	Survey methodology	Type of sample
Australia	802	February 29 – March 21, 2016	18+	Telephone	National
Canada	1020	March 7–24, 2016	18+	Telephone	National
Chile	1200	December 2, 2015 – January 5, 2016	18+	Face-to-face	National
China	1055	April 2–15, 2016	18+	Telephone	Urban ¹
France	1055	February 22 – March 3, 2016	18+	Telephone	National
Germany	1001	February 4–18, 2016	16-70	Telephone	National
Ghana	1053	March 16 – April 12, 2016	18-65	Face-to-face	National
India	1269	March 15–30, 2016	18+	Face-to-face	National
Indonesia	1000	March 12–26, 2016	18+	Face-to-face	Urban ²
Kenya	1010	March 4–20, 2016	18+	Face-to-face	Urban ³
Nigeria	800	March 9–24, 2016	18+	Face-to-face	National
Pakistan	1000	February 19 – March 5, 2016	18+	Face-to-face	National
Peru	1205	March 14–27, 2016	18-70	Face-to-face	National
Russia	1020	March 9–21, 2016	18+	Telephone	National
South Korea	1000	March 20–24, 2016	19+	Telephone	National
Turkey	995	April 15 – May 4, 2016	18+	Face-to-face	Urban ⁴
Spain	815	February 29 – March 29, 2016	18+	Telephone	National
United Kingdom	1005	February 22 – March 13, 2016	18+	Telephone	National
USA	1006	February 29 – March 13, 2016	18+	Telephone	National

¹ In China the survey was conducted in Beijing, Chengdu, Chongqing, Fuzhou, Guangzhou, Hangzhou, Harbin, Hefei, Kunming, Nanning, Shanghai, Shenyang, Taiyuan, Tianjin, Wuhan, Xi'an, Xining, and Zhengzhou, representing 14 per cent of the national adult population.

² In Indonesia the survey was conducted in Bandung, Jakarta, Makassar, Medan, and Surabaya, representing 27 per cent of the national adult population.

³ In Kenya, the survey was conducted in seven out of the eight former administrative provinces targeting the 45 per cent of the adult population in urban and mixed settlements. The survey sample included urban populations in 30 counties representing 64 per cent of all counties. The counties included in the sample were: Bungoma, Busia, Embu, Kajiado, Kakamega, Kericho, Kiambu, Kilifi, Kirinyaga, Kisii, Kisumu, Kitui, Kwale, Laikipia, Machakos, Marsabit, Meru, Migori, Mombasa, Nairobi, Nakuru, Narok, Nyamira, Nyandarua, Nyeri, Siaya, Trans Nzoia, Turkana, Uasin Gishu, and Vihiga.

⁴ In Turkey, the survey was conducted in Adana, Ankara, Bursa, Diyarbakır, Erzurum, İstanbul, İzmir, Kayseri, Malatya, Samsun Trabzon, and Tekirdağ, representing 47 per cent of the national adult population.

Research Partners

Country	Research Institute	Location	Contact
Australia	GlobeScan	Toronto	Robin Miller robin.miller@globescan.com +1 647 528 2767
Canada	GlobeScan	Toronto	Robin Miller robin.miller@globescan.com +1 647 528 2767
Chile	Mori Chile	Santiago	Marta Lagos mlagos@morichile.cl +56 2334 4544
China	GlobeScan	Toronto	Robin Miller robin.miller@globescan.com +1 647 528 2767
France	Effience 3	Paris and Rheims	Thierry Laurain thierry.l@effience3.com +33 1 4316 5442
Germany	Ri*QUESTA GmbH	Teningen	Bernhard Rieder riquesta.rieder@t-online.de +49 7641 93 43 36
Ghana	Business Interactive Consulting Limited	Accra	Razaaque Animashaun info@bigghana.com +233 302 783140 / +233 302 782892
India	Team C Voter	Noida	Yashwant Deshmukh yashwant@teamcvoter.com +91 120 424 7135
Indonesia	DEKA Marketing Research	Jakarta	Ratna Mulia Darmawan ratna.darmawan@deka-research.co.id + 62 21 723 6901
Kenya	Research Path Associates Ltd.	Nairobi	Charles Onsongo charles.onsongo@rpa.co.ke +254 20 2734770
Nigeria	Market Trends	Lagos	Jo Ebhomenye joebhomenye@hotmail.com +234 1734 7384
Pakistan	Gallup Pakistan	Islamabad	Ijaz Shafi Gilani isb@gallup.com.pk +92 51 2655630
Peru	Datum	Lima	Urpi Torrado urpi@datum.com.pe +511 215 0600
Russia	CESSI Institute for Comparative Social Research	Moscow	Vladimir Andreenkov vladimir.andreenkov@cessi.ru +7 495 650 55 18
South Korea	East Asia Institute	Seoul	Wonchil Chung cwc@eai.or.kr +82 2 2277 1683
Spain	Sigma Dos Int.	Madrid	Petrana Valentinova petrana@sigmados.com +34 91 360 0474
Turkey	Yontem Research Consultancy Ltd	Istanbul	Mehmet Aktulga mehmet.aktulga@yontemresearch.com +90 212 278 12 19
United Kingdom	Populus Data Solutions	London	Patrick Diamond pdiamond@populusdatasolutions.com +44 207 553 4148
USA	GlobeScan	Toronto	Robin Miller robin.miller@globescan.com +1 647 528 2767