



Global Presidential Poll

Reader's
Digest
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Summary – Most Important Issues

- Of the eight issues presented, these three are consistently seen as most important.

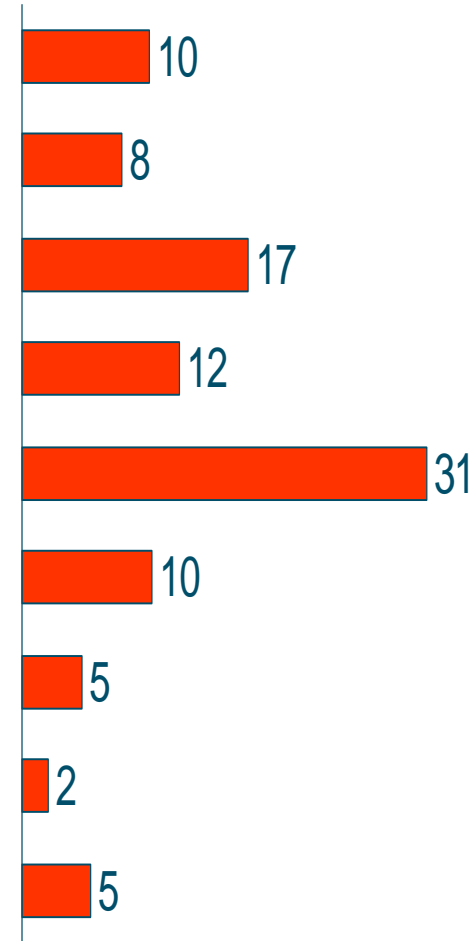
Global Economy	Global Poverty	Environment
USA (26%) Indonesia (23%) India (21%)	France (42%) Spain (37%) Mexico (35%) Poland (29%) South Africa (28%) Netherlands (23%)	Taiwan (45%) Brazil (42%) Finland (36%) Australia (33%) Canada (31%) Germany (29%) UK (25%)

The One Issue Seen as Most Important – North America

- Americans tend not to share Canadians concerns about the environment
- Americans see global economy as most important

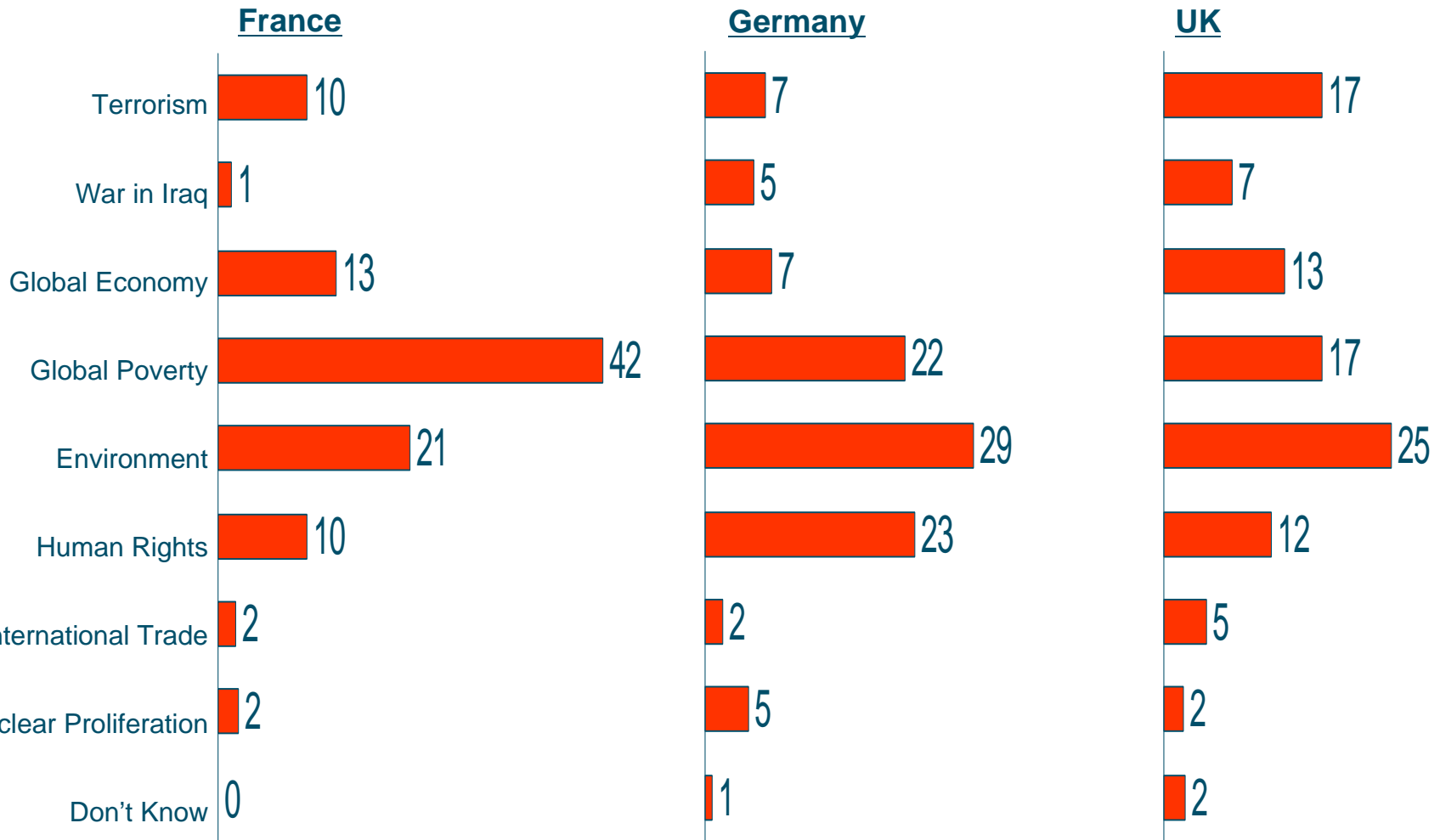
USA

Canada



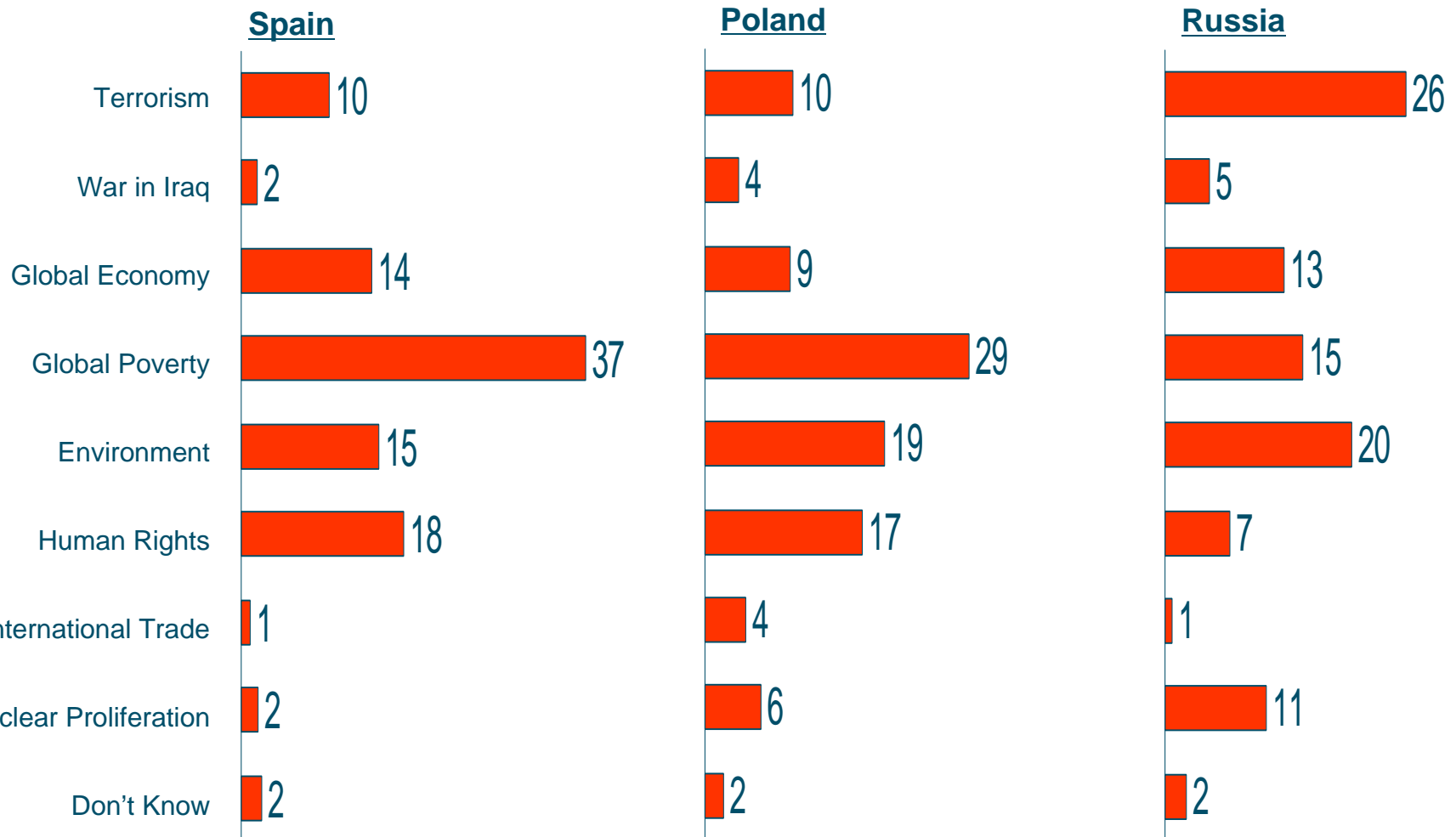
The One Issue Seen as Most Important – Europe

- The environment and global poverty are both important issues for Western Europeans.



The One Issue Seen as Most Important – Europe

- Russians are more likely to feel the threat of terrorism is most important compared to other European countries.

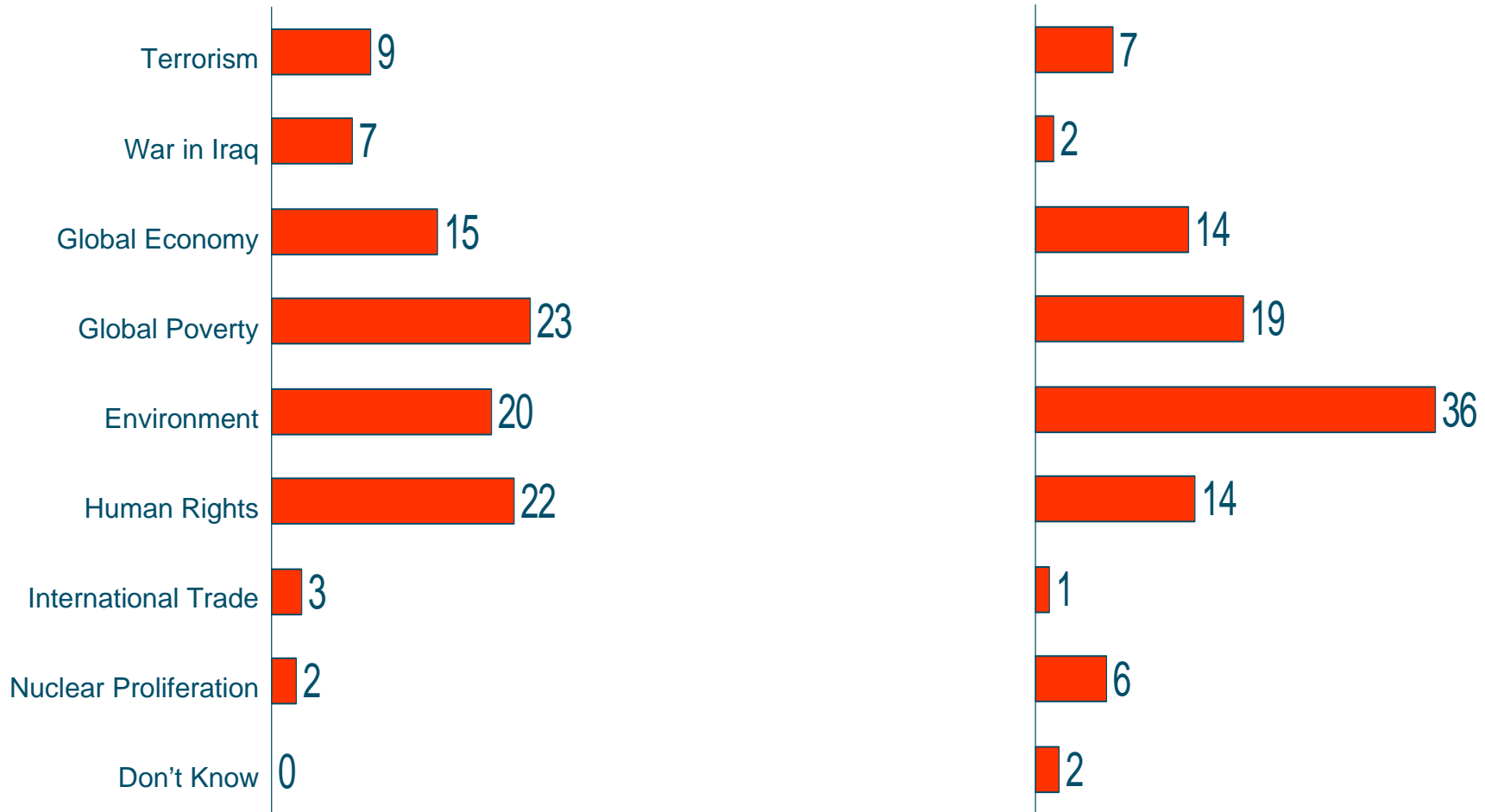


The One Issue Seen as Most Important – Europe

- Human rights are nearly as important an issue as poverty in the Netherlands.
- In Finland, the environment causes the most concern.

Netherlands

Finland



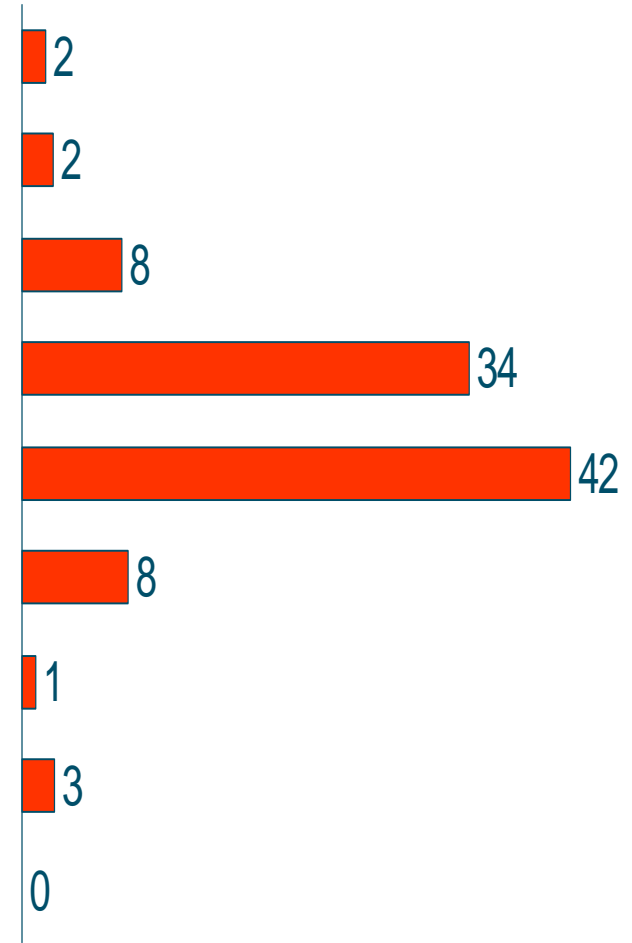
The One Issue Seen as Most Important – Central/South America

- Those in Central and South America attribute great importance to the issues of global poverty and the environment.

Mexico



Brazil



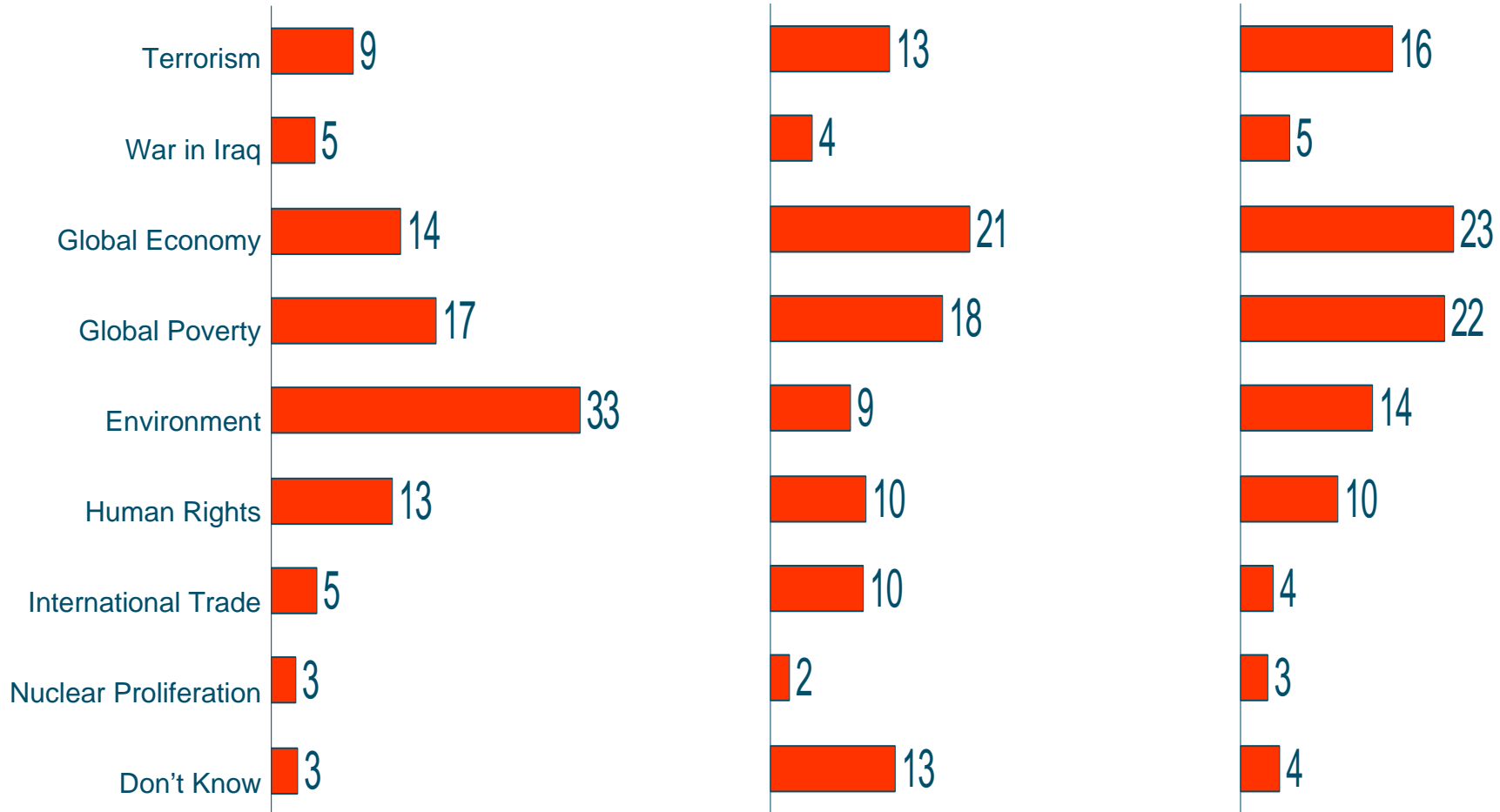
The One Issue Seen as Most Important – Pacific/Asia

- While Australians are concerned about the environment, the other Asian countries attribute more importance to economic and poverty-related issues.

Australia

India

Indonesia



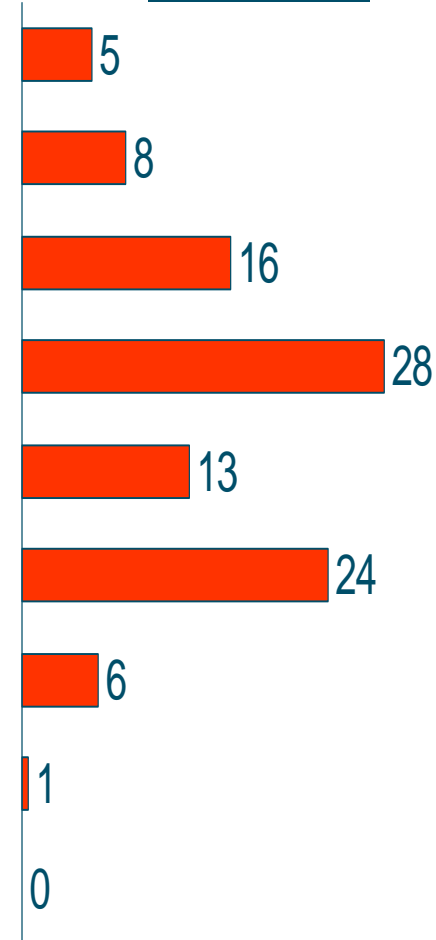
The One Issue Seen as Most Important – Asia/Africa

- The Taiwanese share other Asian countries' concerns about the economy, but place even stronger importance on environmental issues.
- Poverty and human rights are the most important issues for South Africans.

Taiwan



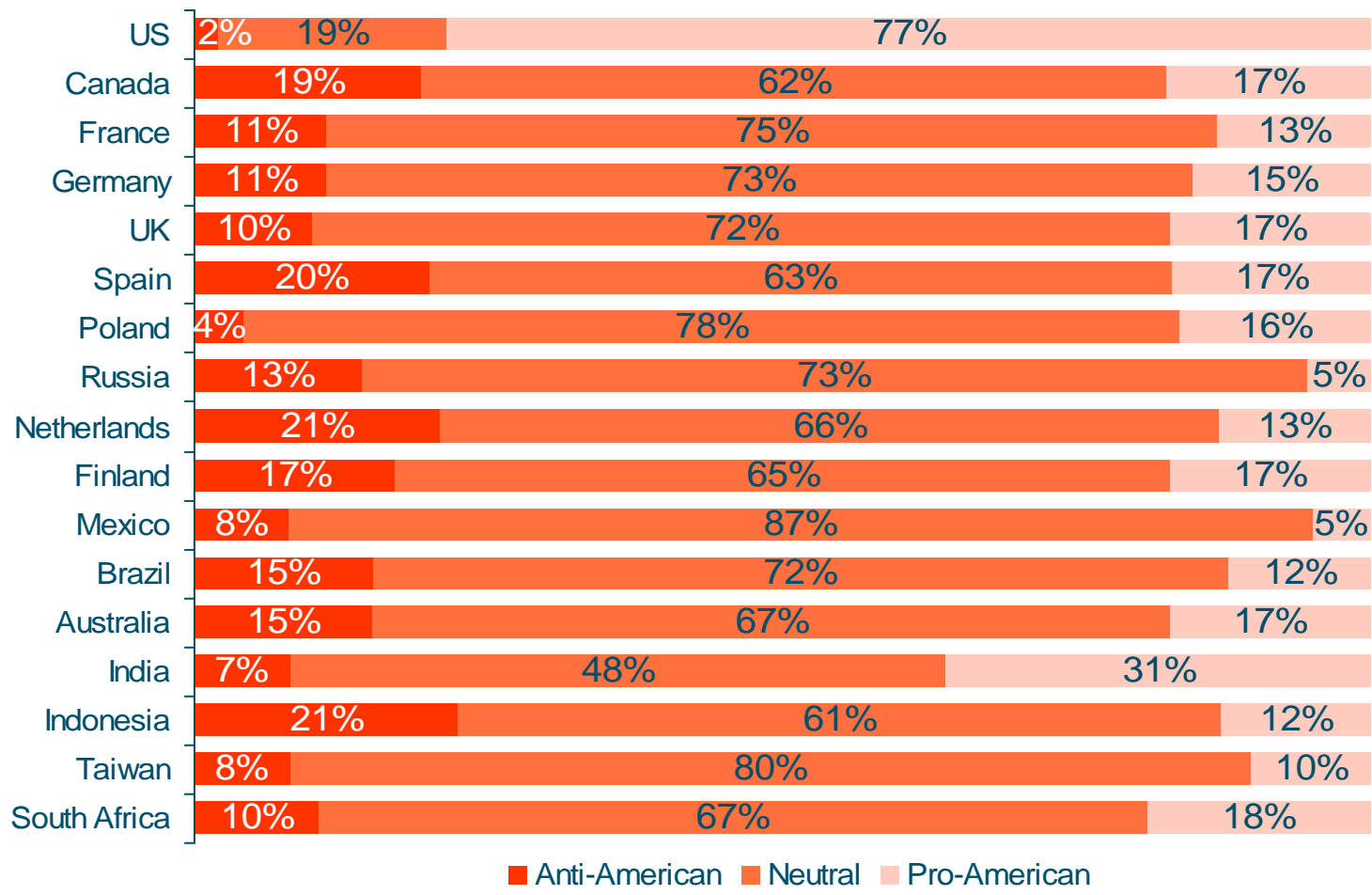
South Africa



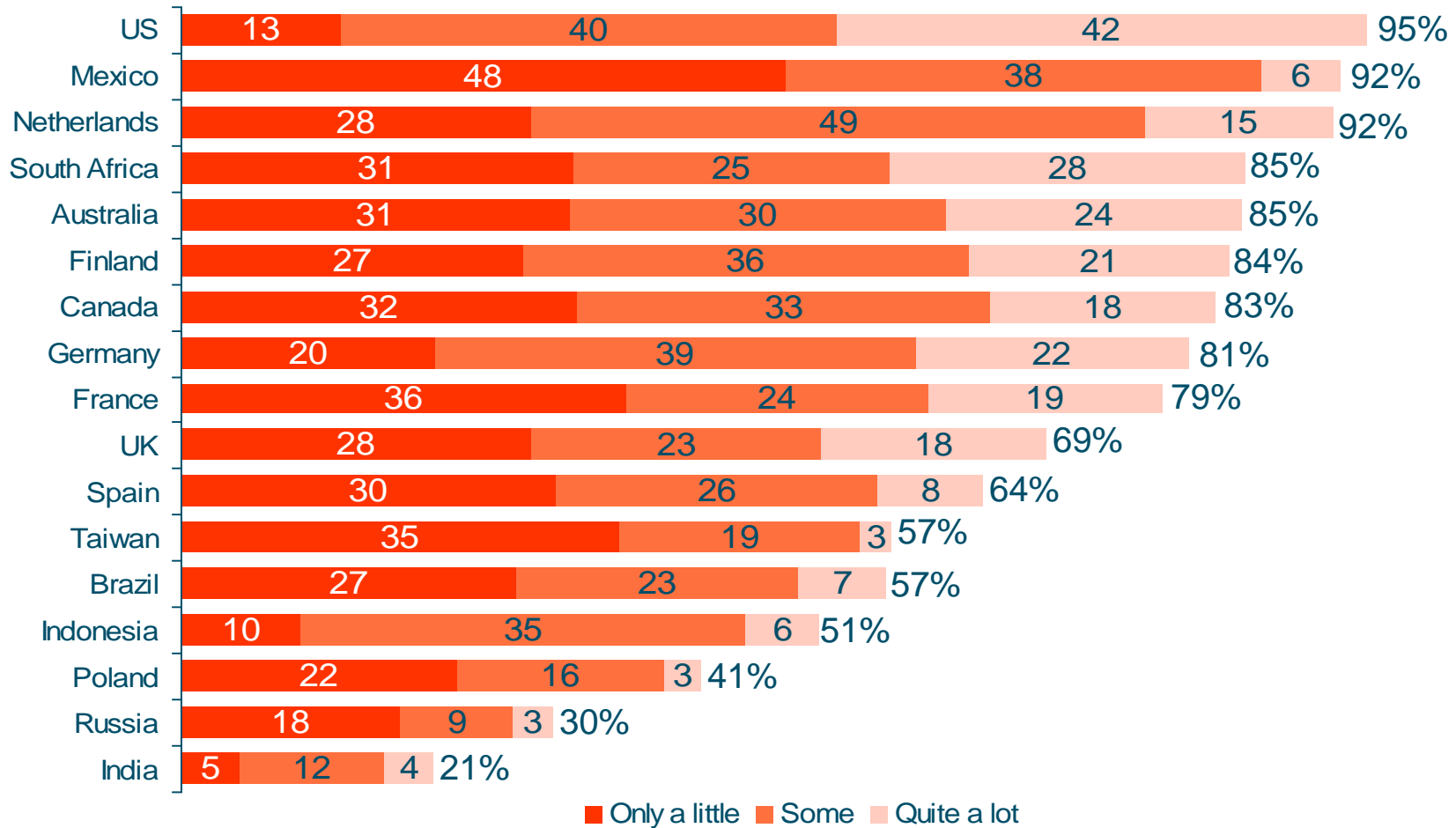
Neutral to positive opinions of the U.S. are common.



- The majority hold a neutral to positive opinion of the U.S. government.
- India is most Pro-American while Spain, Netherlands, Indonesia and Canada have the highest percent who are Anti-American.
- Across most countries men and those aged 55+ tend to be more Pro-American.

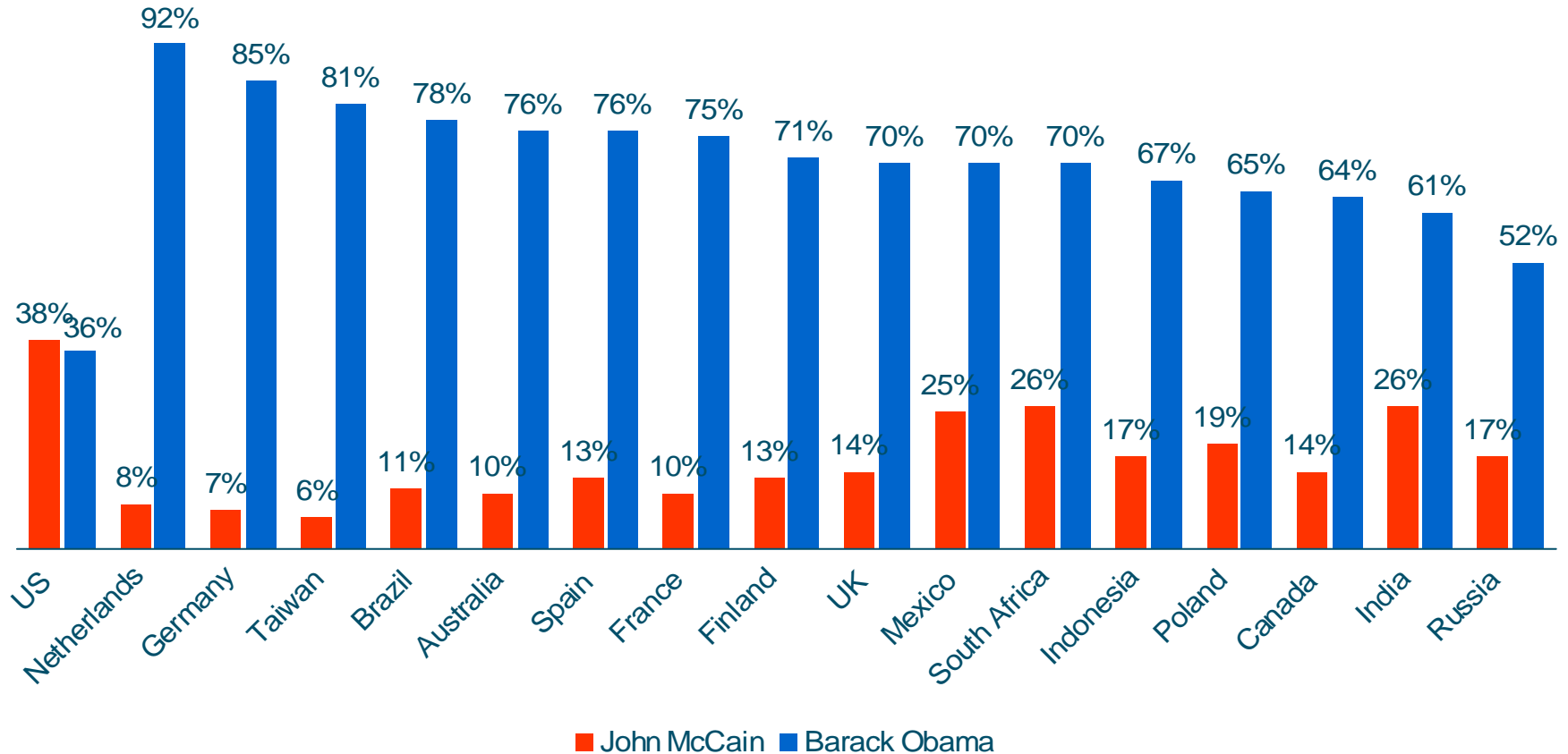


The amount of attention paid to the U.S. election varies.



Outside the U.S. support for Obama is significantly stronger across all countries

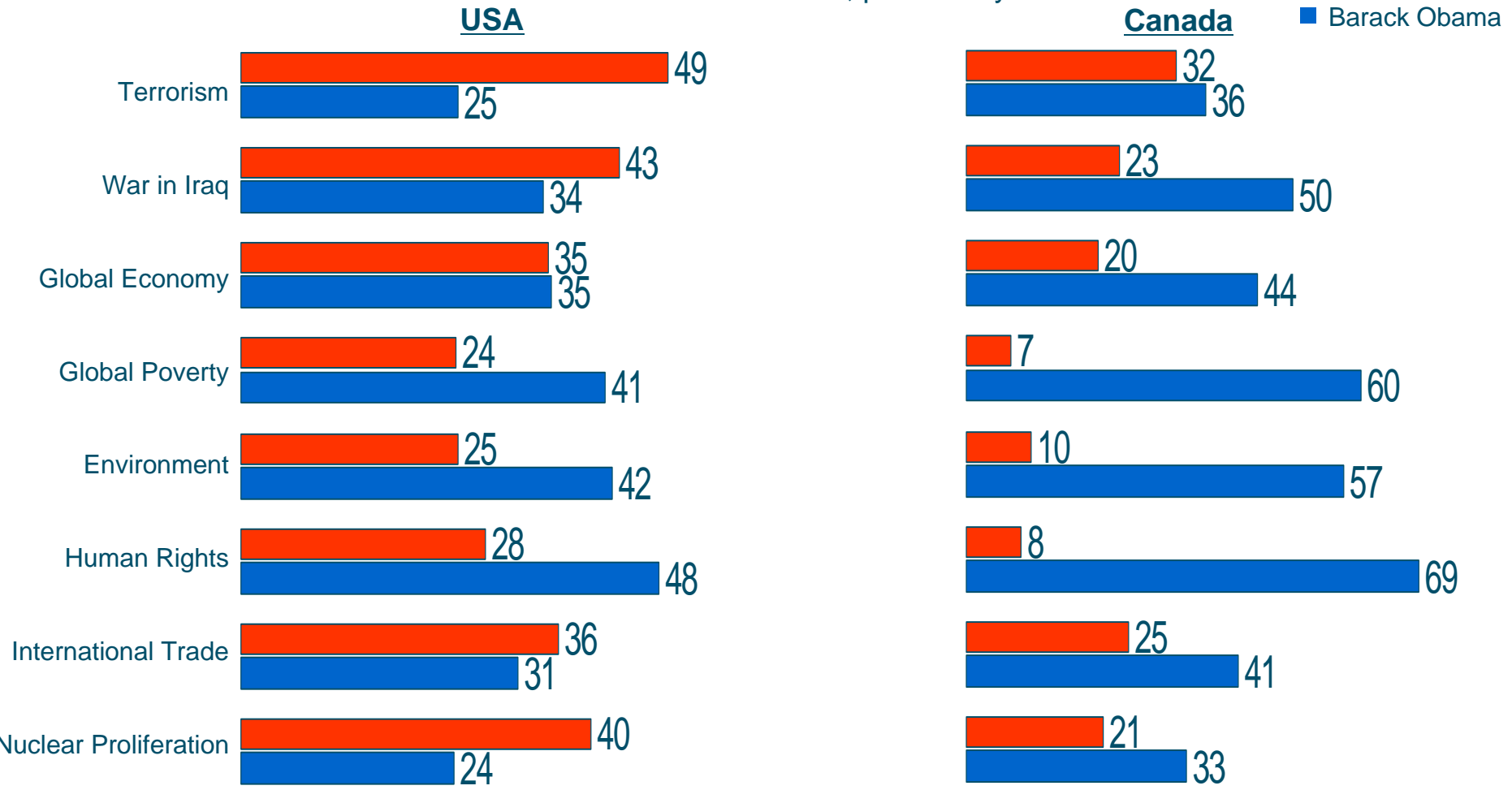
- While in the U.S., preference for the candidates is nearly equal.
- Obama supporters tend to be younger (under 35), whereas McCain supporters tend to be older (55+) and male.



“Which Candidate Would Do A Better Job Addressing...” - North America

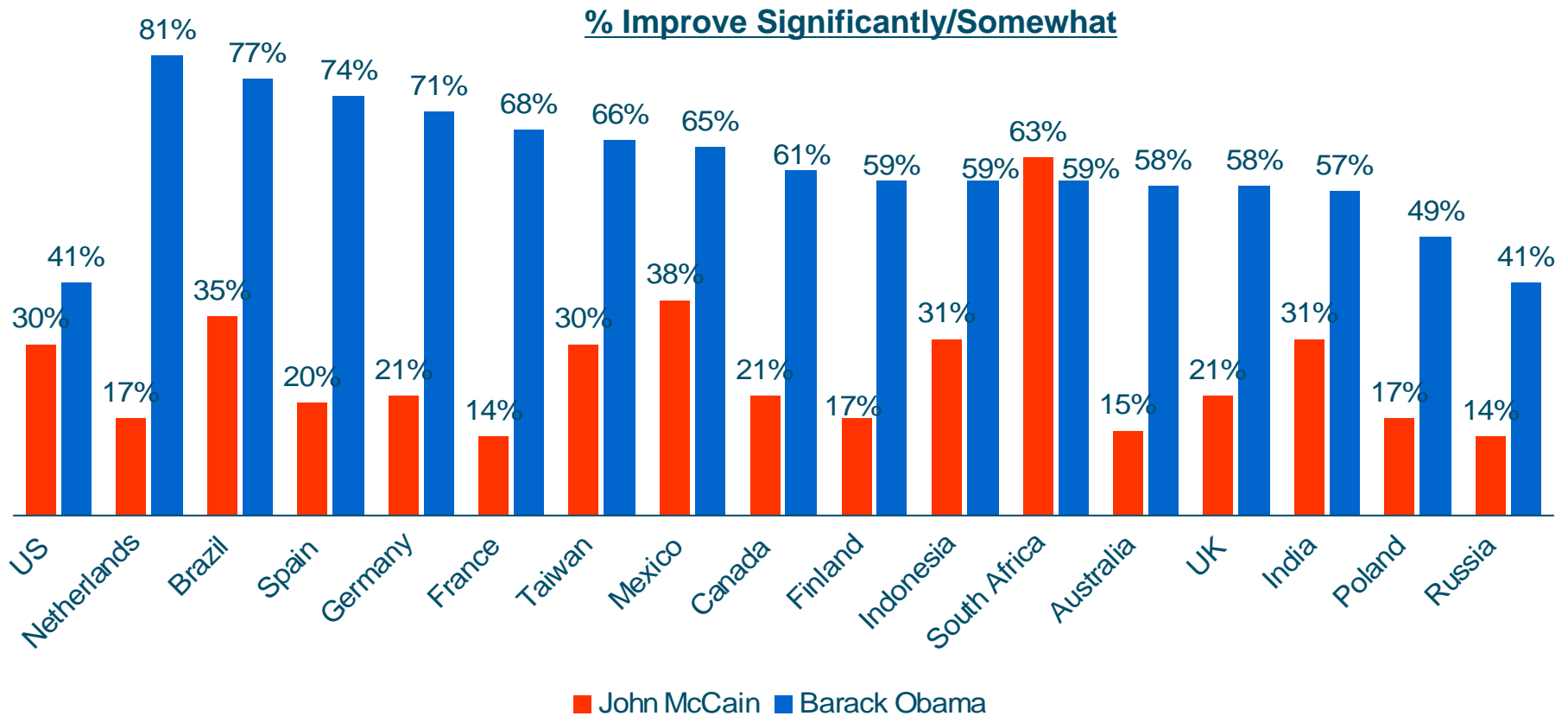
- In the U.S., McCain is seen as more qualified to address issues related to war and security, while Obama is the stronger candidate for humanitarian issues, such as poverty, the environment and human rights.

- Canadians feel Obama is better suited to address all issues, particularly humanitarian issues. ■ John McCain ■ Barack Obama



Obama would be more likely to improve the image of the U.S.

- Respondents in sixteen of the seventeen countries were significantly more likely to anticipate an improvement in their image of the U.S. if Obama is elected. Respondents under 25 years of age were particularly likely to feel this way.
- South Africa is the only country where the election of McCain would have a slightly more positive impact on their image of the U.S.



Candidates would have little impact on current family life

- Most countries believe a neutral or slightly positive effect on personal life would be achieved with the election of either candidate.
- Indonesia is the one exception, with the majority anticipating a negative effect.

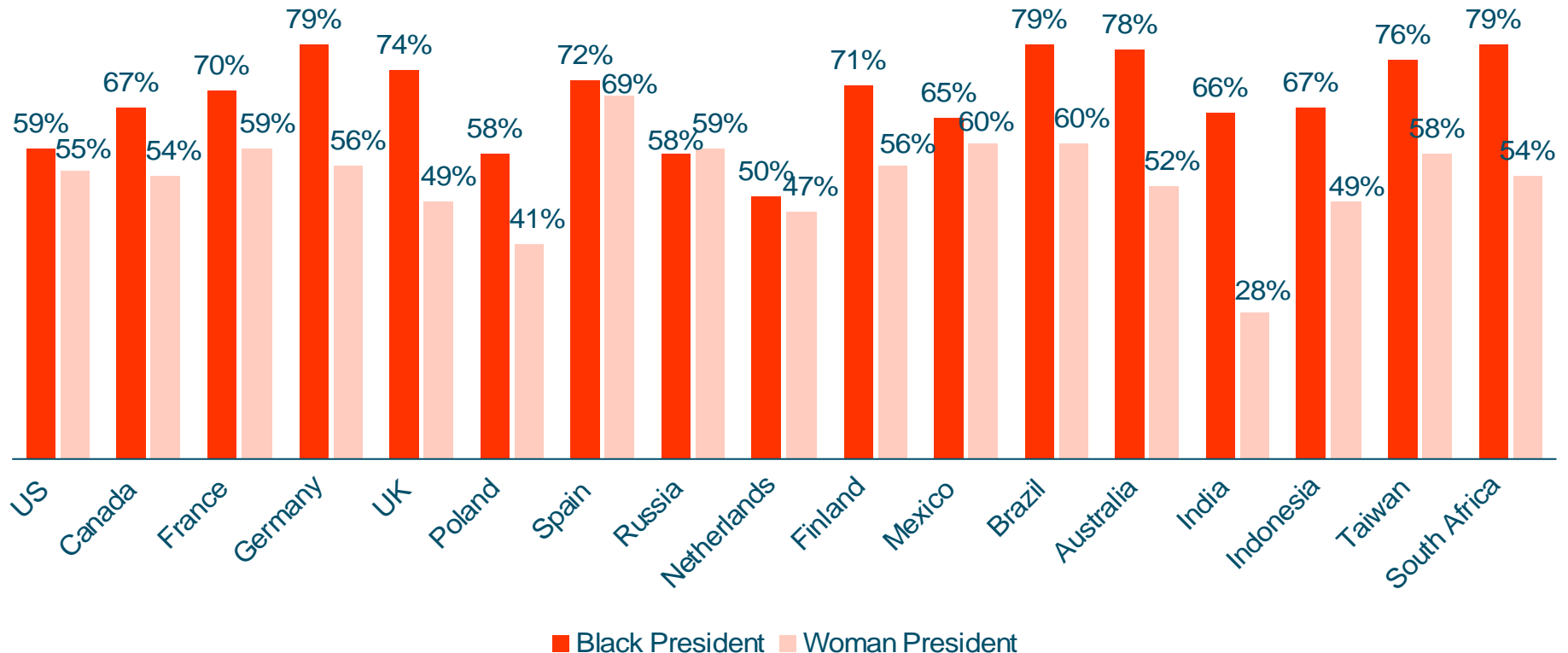
	JOHN McCAIN			BARACK OBAMA		
	Negatively	Not at All	Positively	Negatively	Not at All	Positively
	<i>A</i>	<i>B</i>	<i>C</i>	<i>D</i>	<i>E</i>	<i>F</i>
US	1	25E	61	1	12	80C
Canada	1	38	44	1	38	41
France	5D	77	13	1	74	23
Germany	2	77	16	0	71	25
UK	5	76E	11	3	62	30C
Spain	12D	67	16	1	58	38C
Russia	2	75	18	1	78	13
Poland	2	73	21	1	76	16
Netherlands	-	49	21	1	55	21
Finland	2D	84	10	0	79	19C
Mexico	12D	69	19	8	64	28C
Brazil	7	57	27	5	51	40C
Australia	4	68	23	2	64	28
India	6	25	52	4	29	58
Indonesia	71D	19	7	59	26	11
Taiwan	0	70	25	1	75	20
South Africa	7	40	43	4	33	59C

America is more ready to elect a Black President than a Woman President

- However, at least 4 in 10 in all countries (excluding India) also believe that America would be ready for a woman president. (Note: Most polling was conducted after it was clear that Obama would be the presumptive nominee, and this could have influenced the responses to these questions.)

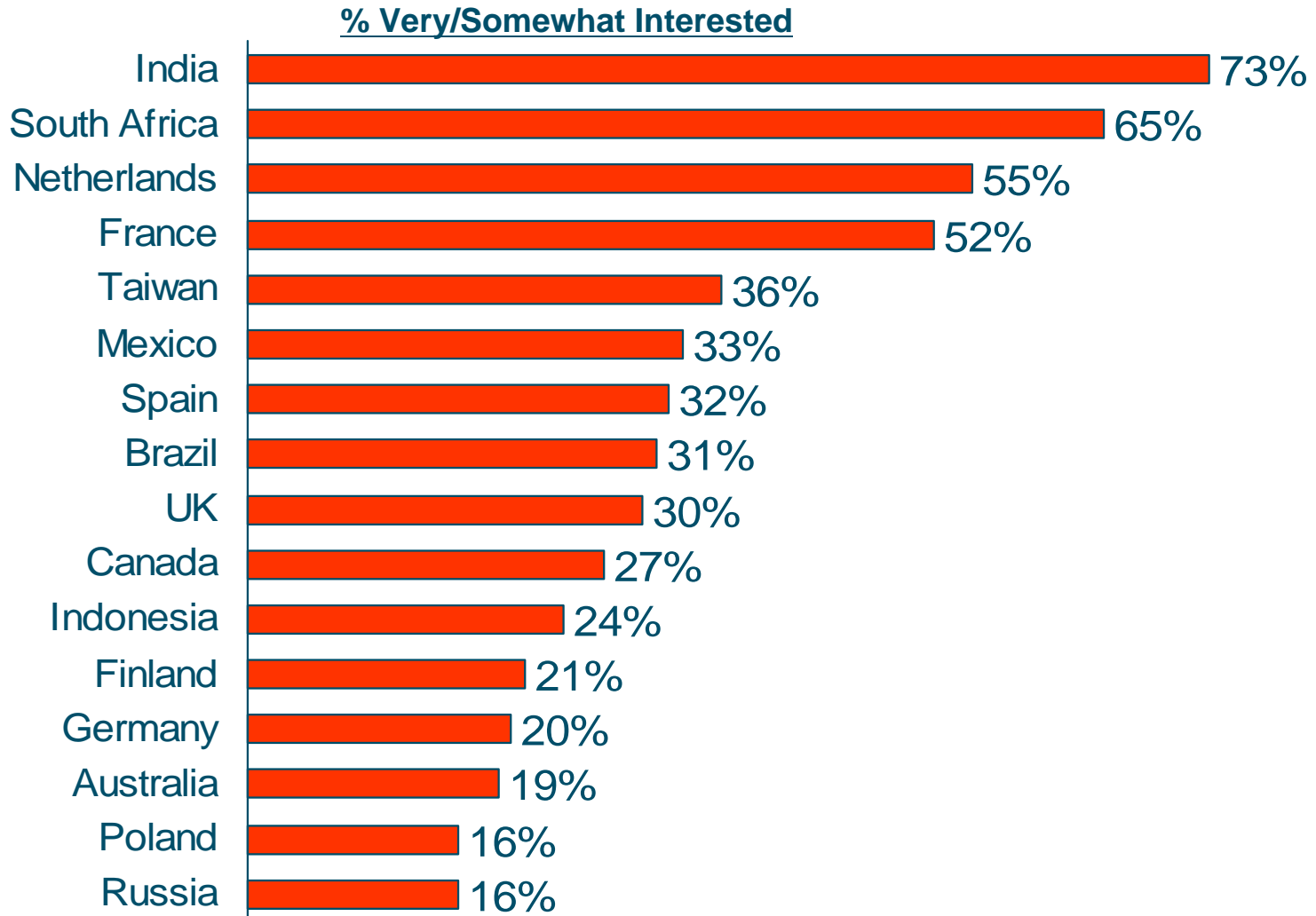
America is ready to elect a Black President/a Woman President

% Agree Completely/Somewhat



On average, just over 3 in 10 would be interested in a move to the U.S.

- Though the majority in India, South Africa, the Netherlands and France would be ready to make the move. Respondents under 25 are particularly likely to feel this way.



- **Objectives:** The objectives of this research were to determine international awareness of the US presidential campaign and who citizens of other countries would vote for, as well as gauge their opinion of each candidate on several globally significant issues.
- **Methodology:** Synovate's Global Omnibus was used to conduct interviews in 15 countries from June 2 to July 7, 2008:
 - Telephone interviews were conducted via Computer Assisted Telephone Interviewing (CATI) networks in *UK, France, Germany, Russia, Poland, Spain, Mexico, Brazil, Taiwan* and *Australia*.
 - Face to face interviews are conducted door to door in *South Africa, India* and *Indonesia*.
 - Online interviews among nationally representative samples drawn from Synovate's Consumer Opinion Panels were conducted in the *US* and *Canada*.
 - Data from the Netherlands and Finland were collected by an outside supplier. The data collection methods used in these countries were online and telephone, respectively.