



All Countries in BBC Poll Prefer Obama to McCain

All 22 countries in a BBC World Service poll would prefer Democratic nominee Barack Obama elected US president instead of his Republican rival John McCain. Obama is preferred by a four to one margin on average across the 22,000 people polled.

The margin in favour of Obama ranges from just 9 per cent in India to 82 per cent in Kenya. On average 49 per cent prefer Obama to 12 per cent preferring McCain. Nearly four in ten do not take a position.

The poll also explored the expected impact of the US election. In 17 of the 22 countries surveyed the most common view is that, if Barack Obama is elected president, America's relations with the rest of the world are likely to get better. If John McCain is elected, the most common view in 19 countries is that relations will stay about the same as they are now.

On average 46 per cent think that US relations with the world would get better with Obama, 22 per cent that relations would stay the same, and 7 per cent that they would get worse. However only 20 per cent think relations would get better under McCain. The largest number – 37 per cent – think relations under a McCain presidency would stay the same and 16 per cent think they would get worse.

The countries most optimistic that an Obama presidency would improve relations are America's NATO allies - Canada (69%), France (62%), Germany (61%), United Kingdom (54%), Italy (64%) - as well as Australia (62%) and the African countries Kenya (87%) and Nigeria (71%).

Despite the preference for an Obama victory in all countries, significant proportions in several said they do not favour either candidate, favour both equally or do not know which would be preferable. This was particularly the case in Russia, where 75 per cent do not express a preference between the candidates, but also in Turkey (63%) and Egypt (61%).

When asked whether the election as US president of Barack Obama, an African-American man, would "fundamentally change" their perception of the United States, 46 per cent said it would while 27 per cent said that it would not.

The US public was polled separately and Americans also believe an Obama presidency would improve US relations with the world more than a McCain presidency, with 46 per cent of Americans expecting relations to be improved with Obama's election and 30 per cent with McCain's.

The results are drawn from a survey of 22,531 adult citizens across 22 countries conducted for the BBC World Service by the international polling firm GlobeScan together with the Program on International Policy Attitudes (PIPA) at the University of Maryland. A parallel poll surveyed 1,000 US adult citizens. GlobeScan coordinated fieldwork between July 8, 2008 and August 27, 2008.

GlobeScan Chairman Doug Miller comments, "Large numbers of people around the world clearly like what Barack Obama represents.



“Given how negative America’s international image is at present, it is quite striking that only one in five think a McCain presidency would improve on the Bush Administration’s relations with the world.”

The poll is part of the BBC’s coverage of the 2008 US presidential elections. The BBC will be bringing a unique perspective to the race by having radio, tv and online journalists reporting from a bus travelling across America over the coming weeks. Among the reporters on the bus will be those from the BBC’s Arabic, Hindi and Russian language services (www.bbc.co.uk/pressoffice/bbcworld).

Note to Editors

America's global image has suffered in recent years. A BBC World Service Poll earlier this year showed that an average of 49 per cent of people in countries surveyed have a negative view of US influence in the world compared to 32 per cent who view it positively.

A similar poll conducted for BBC World Service by GlobeScan ahead of the 2004 US presidential election found that, of 35 countries polled, 30 preferred to see Democratic nominee John Kerry, rather than incumbent George Bush, elected president. At the time, the Philippines, Nigeria and Poland were among the few countries to favour Bush's re-election. All three now favour Barack Obama over John McCain.

Participating Countries

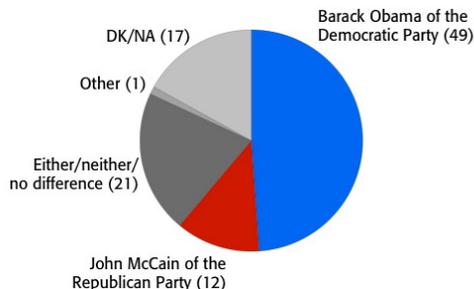


Note: In Brazil, China, Egypt, Lebanon, Mexico, Panama, the Philippines, Turkey, and UAE urban samples were used. Please see page 6 for details.

Detailed Findings

The countries with the largest majorities favouring Obama as US president are Kenya (87%), Italy (76%), France (69%), Australia (67%), Canada (66%), and Germany (65%). While no country has more favouring McCain, in five countries the largest numbers do not take a position either way and thus the per cent in favour of Obama is fairly small. These include Russia (18% for Obama), Singapore (29%), Turkey (26%), India (24%), and Egypt (26%).

Preferred Candidate for the US Presidential Election
Average of 22 Countries,* September 2008



*Not including USA

Base: Representative sample of 22,000 adults in 22 countries

Demographically, Obama support worldwide tends to be strongest amongst youth and the more educated, but the differences are not dramatic. He enjoys 51 per cent support among those under 35 years of age and 47 per cent support

from those aged 55 and older. Likewise he has the support of 61 per cent of those with university education and 40 per cent of those with only primary education.

The levels of support for McCain range from 5 per cent in Kenya to 27 per cent in Lebanon (where 39% support Obama).

While people in most countries think that an Obama presidency would improve relations with the world, three predominantly Muslim countries are among those least likely to say so. The most common view in Turkey is that relations even under an Obama presidency would get worse (28%), while the most common view is that relations would stay the same in Egypt (34%) and Lebanon (42%). This is also the most common view in Russia (22%) and Singapore (28%). However, of these, only Singapore and Turkey have a more positive view of the impact of a McCain presidency.

In no country do most people think that a McCain presidency would worsen relations. But the view that he would actually improve relations is the most common view in only three countries and in all of them it is by a modest margin: in China (31%) feel this way, India (35%), and Nigeria (31%).

Americans tend to share the predominant view expressed in other countries that an Obama presidency would improve US relations with the world, with 46 per cent taking that position, 19 per cent saying that relations would stay the same and 27 per cent saying they would get worse. Also similar to the rest of the world, the most common view (held by 41% of Americans) is that relations would remain the same under a McCain presidency, while 30 per cent of Americans think they would get better and 22 per cent that they would get worse.

In fifteen countries the dominant position was that, because Obama is an African-American, if he were to be elected it would fundamentally change their perception of the United States. Not surprisingly it would have the biggest impact on Kenyans (85%) and Nigerians (69%). But large numbers also say they would be impressed in Egypt (65%) and America's neighbours/allies Mexico (60%), Australia (59%), and Canada (54%). In only two countries do majorities say that it would not fundamentally affect their view of America—Poland (59%) and Lebanon (51%), while a plurality take this position in Turkey (40%) and Russia (26%). In three others, views are divided on this question—Italy, Singapore, and Brazil.

Average Predicted Changes in US Relations with World During New Presidency

Average of 22 Countries,* September 2008



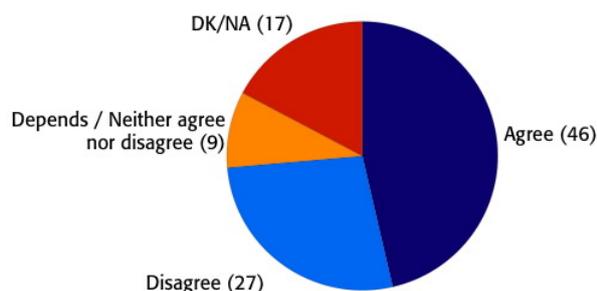
The white space in this chart represent "DK/NA."

*Not including USA

Base: Representative sample of 22,000 adults in 22 countries

Perception of the United States Would Change if Obama, an African-American, Were Elected President

Average of 22 Countries,* September 2008



*Not including USA

Base: Representative sample of 22,000 adults in 22 countries

In total 23,531 citizens in Australia, Brazil, Canada, China, Egypt, France, Germany, India, Indonesia, Italy, Kenya, Lebanon, Mexico, Nigeria, Panama, the Philippines, Poland, Russia, Singapore, Turkey, the UAE, the UK and the USA were interviewed face-to-face or by telephone in July and August 2008. Polling was conducted for the BBC World Service by the international polling firm GlobeScan and its research partners in each country. In 9 of the 23 countries, the sample was limited to major urban areas. The margin of error per country ranges from +/-2.4 to 4.4 per cent, 19 times out of 20.

For more details, please visit www.globescan.com or www.worldpublicopinion.org.

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The Program on International Policy Attitudes (PIPA) is a joint program of the Center on Policy Attitudes and the Center for International and Security Studies at the University of Maryland. PIPA undertakes research on attitudes in publics around the world on a variety of international issues and publishes the website/webzine WorldPublicOpinion.org.

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Questionnaire

M1. The candidates for the US Presidential election in November are Barack Obama of the Democratic Party, and John McCain of the Republican Party. Who would you prefer to see elected president of the United States?

ROTATE ORDER OF CANDIDATES. CODE ONE.

- 01 Barack Obama of the Democratic Party
- 02 John McCain of the Republican Party

VOLUNTEERED (DO NOT READ)

- 03 Either
- 04 Neither
- 05 No difference
- 97 Other
- 99 DK/NA

M2. For each of the following possible candidates, if they were elected President, do you think America's relations with the rest of the world would become a lot better, somewhat better, stay about the same, become somewhat worse, or a lot worse? What about . . .

READ AND ROTATE. CODE ONE.

a. Barack Obama

- 01 A lot better
- 02 Somewhat better
- 03 Stay about the same as now
- 04 Somewhat worse
- 05 A lot worse

VOLUNTEERED (DO NOT READ)

- 99 DK/NA

b. John McCain

M3. To what extent do you agree or disagree that the election of Barack Obama as US President, being an African-American man, 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 DK/NA

Country-by-Country Results

THE AMERICAS

Brazil

By a six-to-one margin, a majority of Brazilians prefer Barack Obama over John McCain. Many more Brazilians believe that Obama's election would improve US relations with the rest of the world than believe McCain's election would improve relations.

- A slight majority (51%) prefer Barack Obama as US president compared to very few who would prefer John McCain (8%).
- Nearly half of Brazilians (48%) say US relations with the rest of the world would improve under Obama, while just 5 per cent feel they would become worse. Conversely, only 18 per cent say relations would improve under McCain, while 38 per cent feel they would remain the same and 12 per cent believe they would become worse.
- Thirty-seven per cent say that the election of Barack Obama, an African-American man, would fundamentally change their perception of the United States, while 32 per cent disagree, saying that it would not change their perception.

Canada

A large majority of Canadians prefer Barack Obama be elected president. Among NATO allies Canadians are the most optimistic that US relations with the rest of the world would improve if Obama became president. Canadians most commonly say US relations with the rest of the world would remain the same if McCain were to be elected.

- Two-thirds (66%) of Canadians say they would prefer Barack Obama be elected president of the United States, while just 14 per cent favour John McCain.
- A very large majority (69%) takes the view that US relations would improve under Barack Obama, while 16 per cent say they would stay the same and just 6 per cent believe they would become worse. Only 25 per cent say relations would improve if McCain were elected, and many believe relations would stay the same (44%) or become worse (20%).
- Fifty-four per cent say that their perception of the United States would fundamentally change if Barack Obama, an African-American, were to be elected US president, although 37 per cent disagree, saying that their perception would not change.

Mexico

By a three-to-one margin, a majority of Mexicans favour Barack Obama over John McCain. A majority believe that US relations with the rest of the world would improve if Obama were to be elected president, while the most common view is that a McCain election would not lead to change.

- Fifty-four per cent would support the election of Barack Obama over John McCain, who is only favoured by 16 per cent of Mexicans.
- A majority (53%) believes US relations with the rest of the world will improve under Obama, while 28 per cent feel they would stay the same and just 6 per cent feel they would become worse. In contrast, only 20 per cent say US relations will improve if McCain is elected, while the most common view (42%) is they would stay the same and 24 per cent believe they would become worse.
- Six in 10 (60%) say that the election of Barack Obama, an African-American man, would fundamentally change their perception of the United States, while just 19 per cent disagree, saying that it would not change their perception.

Panama

The Panamanian public prefers the election of Barack Obama by a three-to-one margin and tends to believe that America's relations with other countries would improve if Obama were elected. The largest number says relations would stay the same if McCain were elected.

- Panamanians most commonly prefer to see Barack Obama elected US president over John McCain (43% to 15%).
- Nearly half (48%) say that US relations with the rest of the world would improve under Barack Obama, although 18 per cent say relations would remain the same and a few say they would worsen (5%). If John McCain were elected, Panamanians most commonly say relations would remain the same (31%), compared to those who say America's relations with the rest of the world would improve (23%) or worsen (12%).
- Forty-seven per cent say their perception of the US would fundamentally change if Barack Obama, an African-American man, were elected president. Just 19 per cent say that it would not change their perception.

USA

Like the rest of the world, Americans tend to believe an Obama presidency would improve relations with the rest of the world and under a McCain presidency they would stay largely the same. However, most Americans disagree that electing an African-American man would fundamentally change their perception of their country.

- Forty-six per cent take the view that America's relations with the rest of the world would improve under Barack Obama, though more say they would become worse (27%) than say they would stay the same (19%). Americans most commonly say relations with the rest of the world would stay the same under John McCain (41%), more so than those who say they would improve (30%) or become worse (22%).
- Asked whether their perception of the US would fundamentally change if Barack Obama, an African-American man, would be elected president, 50 per cent disagree (34% strongly), saying that it would not, while 32 per cent agree, saying that it would.

EUROPE

France

France has the fifth-largest majority favouring the election of Barack Obama as US president, and the fourth largest majority saying that it would improve US relations with the rest of the world. Only a modest majority says the election of an African-American president would fundamentally change their perception of the US.

- An overwhelming number in France (69%) prefer Barack Obama to be elected US president compared to those who favour John McCain (6%), the second-smallest number out of all publics polled.
- A majority (62%) believes US relations with the rest of the world would get better if Barack Obama were elected, while 21 per cent say they would stay the same and very few (3%) say they would become worse. In contrast, the French most commonly say America's relations would stay the same under McCain (43%), while more say relations would get worse than improve (24% to 15%).
- A modest majority (53%) says their perception of the US would fundamentally change if Barack Obama, an African-American man, were elected US president, although 37 per cent say that it would not change their perception.

Germany

Germans have one of the largest majorities saying US relations with the rest of the world would improve under an Obama presidency and are among the largest majorities saying

relations would remain the same under John McCain. Nine times as many Germans favour Obama than favour McCain.

- Sixty-five per cent in Germany would prefer to see Barack Obama elected president of the US, while just 7 per cent would prefer to see John McCain elected.
- More than 61 per cent say America's relations with the rest of the world would improve in an Obama presidency, while 28 per cent say they would stay the same and 4 per cent say they would worsen. A majority (53%) believes the status of America's relations would remain the same under McCain, similar proportions feel relations would improve (20%) or get worse (16%).
- Asked whether their perception of the US would fundamentally change if Barack Obama, an African-American, were elected US president, 52 per cent of Germans say that it would, and 27 per cent say that it would not.

United Kingdom

By more than a six-to-one margin, a majority in the United Kingdom would prefer to see Barack Obama elected president instead of John McCain. Britons are among the largest majorities saying that America's relations with the rest of the world would remain the same under John McCain, while a majority says they would improve under Obama.

- Fifty-nine per cent of Britons would favour the election of Barack Obama as US president compared to 9 per cent that would favour John McCain.
- A majority (54%) believes that an Obama presidency would improve America's relations with the rest of the world, while 28% feel relations would remain the same and just 4 per cent feel they would become worse. However, a similar number (52%) believe relations would remain the same under a McCain presidency, while far fewer say relations would improve or worsen (14% each).
- Britons most commonly believe (46%) that their perception of the United States would fundamentally change if Barack Obama, an African-American, were elected president: 38 per cent disagree.

Italy

Italy has the second-largest majority favouring the election of Barack Obama as US president and a large majority believes America's relations with the rest of the world would improve under an Obama presidency. Italians are among the largest majorities that say US relations with the rest of the world would stay the same if John McCain were elected president.

- More than three in four (76%) in Italy would prefer to see Barack Obama elected US president, while just 12 per cent would prefer to see the election of John McCain.
- A majority (64%) says that the election of Barack Obama would improve US relations with the rest of the world, while 20% say they would stay the same and just 5 per cent feel they would become worse. In contrast, a slight majority (53%) says America's relations with the rest of the world would be unchanged under a McCain presidency, with much fewer saying relations would improve (13%) or worsen (16%).
- Asked whether the election of Barack Obama, an African-American man, as US president would fundamentally change their perception of the US, Italians are divided, with 43 per cent saying it would change their perception, and 44 per cent saying it would not.

Poland

Among Europeans, Poles are relatively lukewarm in their preference for Barack Obama becoming the next US president. Still, Poles favour him over John McCain by a three-to-one margin, although many say they do not have a preferred candidate. Poles are also unique

among Europeans because they are divided on whether America's relations would improve or stay the same under Barack Obama. Poland has the largest majority saying their perception of the US would not fundamentally change if an African-American were elected US president.

- Thirty-eight per cent of Poles would like to see Barack Obama elected US president while just 13 per cent say they prefer John McCain and 49 per cent do not express an opinion.
- Poles are divided on whether America's relations with the world would improve if Obama were elected US president (33%) or whether they would largely stay the same (31%), though just 4 per cent feel they would become worse. Poles most commonly would see relations staying the same under a McCain presidency (41%), while 12 per cent say relations would improve and 6 per cent feel they would become worse.
- A majority of Poles (60%) say that their perception of the US would not fundamentally change if Barack Obama, an African-American, were elected US president, while just 14 per cent say that it would.

Russia

Unlike most countries, Russia has one of the few publics for which the most common view is that US relations with the rest of the world will stay the same regardless of whether Barack Obama or John McCain becomes president. Russians express a slight preference for Barack Obama to be elected over John McCain, but a large majority—the largest of all countries polled—chooses not to offer an opinion.

- More Russians would prefer to see Barack Obama elected (18%) than John McCain (7%), but a large majority of Russians most commonly do not express a preference (75%).
- Though many decline to answer, 22 per cent of Russians say that America's relations with the rest of the world would remain the same under an Obama presidency, rather than say they would improve (11%) or worsen (6%). Similarly, 21 per cent say relations would remain unchanged under McCain, while only 10 per cent say they would improve and 8 per cent say they would worsen.
- Asked whether their fundamental perception of the US would change if Barack Obama, an African-American man, were to become US president, 17 per cent say it would, while 26 per cent say it would not.

MIDDLE EAST

Egypt

Egyptians are more likely to prefer Obama over McCain as US president, but by one of the smallest margins; a majority does not take a position. Egyptians are one of the few publics that tend to believe US relations with the rest of the world would remain the same in an Obama or McCain presidency, although more believe relations would improve under Obama than believe they will improve under McCain. Egyptians have one of the largest majorities who say that if Obama, as an African-American were elected this would fundamentally change their view of the United States.

- About a quarter (26%) of Egyptians would prefer to see Barack Obama elected as US president, while just 13 per cent would like to see John McCain elected.
- The most common view among Egyptians (34%) is that if Obama were elected president, US relations with the rest of the world would stay about the same, although 29 per cent believe that America's relations with the rest of the world would improve and 10 per cent think that they would worsen. Egyptians most commonly say US relations with the rest of the world would either stay about the same (40%) or worsen (21%) under McCain, while only 11 per cent think that US relations with the rest of the world would improve under McCain.

- A large majority of Egyptians (65%) believe that the election of an African American as US president would fundamentally change their perception of the US, while 21 per cent disagree.

Lebanon

Like other publics polled, the Lebanese public would prefer to see Obama elected, however they are among the publics with the largest numbers saying US relations with the rest of the world would stay the same under either Obama or John McCain. However, more Lebanese say relations would improve under an Obama presidency than say relations would improve with McCain as president.

- The number of Lebanese who prefer to see Barack Obama elected as president of the US (39%) is more than those who prefer to see John McCain elected (27%).
- Lebanese people most commonly believe that US relations with the rest of the world would remain unchanged if Obama were elected president (42%), although a significant number (30%) says these relations would improve, while 18 per cent says they would worsen. Nearly half (48%) say US relations with the rest of the world would stay about the same if McCain were elected, and only 18 per cent say relations would improve and 21 per cent say they would worsen.
- A slight majority (51%) of Lebanese say that their perception of the US would not fundamentally change if Barack Obama, an African American man, were elected as US president. 34 per cent agree that it would change their perception of the US.

Turkey

Turkey is the only country polled where significantly more people think that US relations would worsen under an Obama presidency than a McCain presidency. Nonetheless, curiously, among those who express a preference for a candidate, Turks tend to prefer Obama over McCain.

- About a quarter (26%) of Turks would want to see Barack Obama become elected as US president, while only 11 per cent would prefer John McCain. A majority (63%), however, do not provide a position.
- Although many decline to offer an opinion, more Turks say America's relations with the rest of the world would likely worsen (28%) if Obama were elected president than those who say they would worsen under McCain (17%). More Turks also say the election of McCain would mean US relations with the rest of the world would stay the same (26%) compared to the number that hold this view about an Obama presidency (21%). Significantly fewer believe relations would improve under either Obama (11%) or McCain (15%).
- Asked whether their perception of the US would change if an African American were elected president of the US, Turks most commonly say that it would not (39%), while just 19 per cent say that their perception of the US would fundamentally change if Obama were elected president.

UAE

Among Middle Eastern publics, Emiratis are the most numerous in their preference for seeing Barack Obama elected US president. Compared to other publics in the region, Emiratis are also the most likely to think that his election would result in improved US relations with the rest of the world.

- A significant number of Emiratis (46%) would want to see Barack Obama elected US president, while only 13 per cent prefer John McCain.
- People in the UAE most commonly say America's relations with the rest of the world would improve under Obama (40%), while only 10 per cent think that it would worsen,

and 21 per cent say it would remain the same. A McCain presidency would mean US relations with the rest of the world would stay the same to one-third of Emiratis (32%), more than those who say relations would improve (16%) or deteriorate (18%).

- Forty-two per cent of Emiratis say that the election of Barack Obama, an African-American man, would not fundamentally change their perceptions of the US, while 22 per cent think that it would change their perception of the US.

AFRICA

Kenya

Kenya (where Barack Obama's father was born and where many of his relatives live) has the largest majority saying they prefer to see Barack Obama elected US president out of any public polled. Kenya also has the largest majority that believes America's relations with the rest of the world will improve if Obama becomes president.

- An overwhelming majority of Kenyans (87%) favour Barack Obama as president of the US, while only 5 per cent would prefer John McCain.
- Eighty-seven per cent of Kenyans believe America's relations with the rest of the world would improve under an Obama presidency, while just 8 per cent say they would stay the same, and a mere 2 per cent say they would worsen. Conversely, Kenyans most commonly see relations staying the same under John McCain (45%), while more say they would worsen (29%) than improve (17%).
- A very large majority (86%) of Kenyans say that their perception of the US would fundamentally change if Barack Obama, an African-American, were to be elected president, including 54 per cent who strongly agree. Only 11 per cent disagree, saying that their perception would not change.

Nigeria

Nigerians are among the publics that most widely favour Barack Obama being elected US president over John McCain. Nigeria also has the second-largest majority that believes an Obama presidency would improve relations with the rest of the world.

- Two-thirds (66%) would prefer to see Barack Obama elected US president, while just 11 per cent would prefer John McCain.
- A large majority (71%) believes that America's relations with the rest of the world would improve if Obama were elected president, while just 8 per cent say they will stay the same, and 5 per cent feel they would worsen. In contrast, only 31 per cent of Nigerians feel relations would improve under a McCain presidency, while 25 per cent say they would stay the same, and 23 per cent feel they would become worse.
- Nearly seven in 10 (69%) say that their perception of the US would change if Barack Obama, an African-American man, were to be elected president; only 12 per cent disagree.

ASIA/PACIFIC

Australia

Australia has among the largest majorities favouring Barack Obama's election as US president and saying America's relations with the rest of the world would improve under an Obama presidency.

- Two-thirds (67%) of Australians favour Barack Obama, while only 13 per cent prefer to see John McCain elected US president.
- If Obama were elected president, a majority of Australians (62%) say America's relations with the rest of the world would improve, 19 per cent say they would stay about the same, and 5 per cent say that they would become worse. Under a McCain presidency,

Australians most frequently say these relations would not change (45%), though 21 per cent say they would improve and 15 per cent say they would worsen.

- Most Australians (59%) say that their perception of the US would fundamentally change if Barack Obama, an African-American man, were to be elected president; 30 per cent disagree.

China

Although more Chinese would prefer to see Barack Obama elected US president over John McCain, half do not offer an opinion. However, the Chinese most commonly say US relations with the rest of the world would improve under either an Obama or McCain presidency.

- More Chinese say they would prefer Obama (35%) than McCain (15%) as US president, although half decline to offer an opinion.
- Thirty-nine per cent believe American relations with other countries would improve under Obama, compared to 20 per cent who believe they would remain the same and only 6 per cent who say they would worsen. Similarly, under a McCain presidency, 31 per cent of Chinese polled believe relations would become better, 23 per cent say they would remain the same, and 10 per cent feel they would become worse.
- A slightly majority (52%) says that electing Barack Obama, an African-American, US president would fundamentally change their perception of the US; only 12 per cent disagree.

India

Indians prefer Barack Obama as the next US president to John McCain by a relatively narrow margin compared to other publics, with many choosing not to express a preference. Indians most commonly say that America's relations with the rest of the world would improve under either an Obama or McCain presidency.

- A quarter of Indians (24%) say Barack Obama is their preferred candidate, while only 15 per cent express support for John McCain.
- Indians most commonly see US relations with the rest of the world improving under an Obama presidency (45%), compared to those that say they would stay the same (17%) or become worse (10%). Similarly, Indians most commonly say relations would improve with McCain elected president (35%), while 19 per cent say they would stay the same and 16 per cent feel they would worsen.
- Indians tend to say that their perception of the US would fundamentally change if Obama, an African-American, were elected US president: 40 per cent say it would change their perception, while only 24 per cent say it would not.

Indonesia

Four times as many Indonesians would favour Barack Obama over John McCain as US president. Far more Indonesians say they would foresee improvement in America's relations with the rest of the world under an Obama presidency than those who believe it would improve under McCain.

- Indonesians most commonly prefer to see Obama elected US president (46%), while just 11 per cent would favour the election of McCain.
- Forty-six per cent think America's relations with the rest of the world would improve with Obama as president, compared to just 15 per cent who say these relations would stay about the same and 3 per cent who think they would worsen. Under a McCain presidency, more say relations would stay about the same (28%) than say they would get better (17%) or deteriorate (14%).

- Half (50%) of Indonesians say that their perception of the US would fundamentally change were Obama, an African-American man, elected president—only 8 per cent disagree.

Philippines

A relatively high number of Filipinos favour John McCain in the US presidential election; however twice as many still favour the election of Barack Obama as president. More believe that an Obama presidency would improve America's relations with the rest of the world than those who say they would improve under McCain.

- Forty-six per cent of Filipinos would favour Barack Obama as president of the US, while 22 per cent would favour John McCain.
- Four out of 10 (39%) believe American's relations with the rest of the world would improve if Obama were to be elected, with 17 per cent saying they would stay the same and just 6 per cent saying they would worsen. However, one-third (32%) says they would remain the same under a McCain presidency, with 20 per cent saying they would improve and only 4 per cent saying they would worsen.
- Slightly more than half (51%) of Filipinos say that if Obama, an African-American, were elected president it would fundamentally change their perception of the US. Just 11 per cent disagree, saying that such a result would not change their perception.

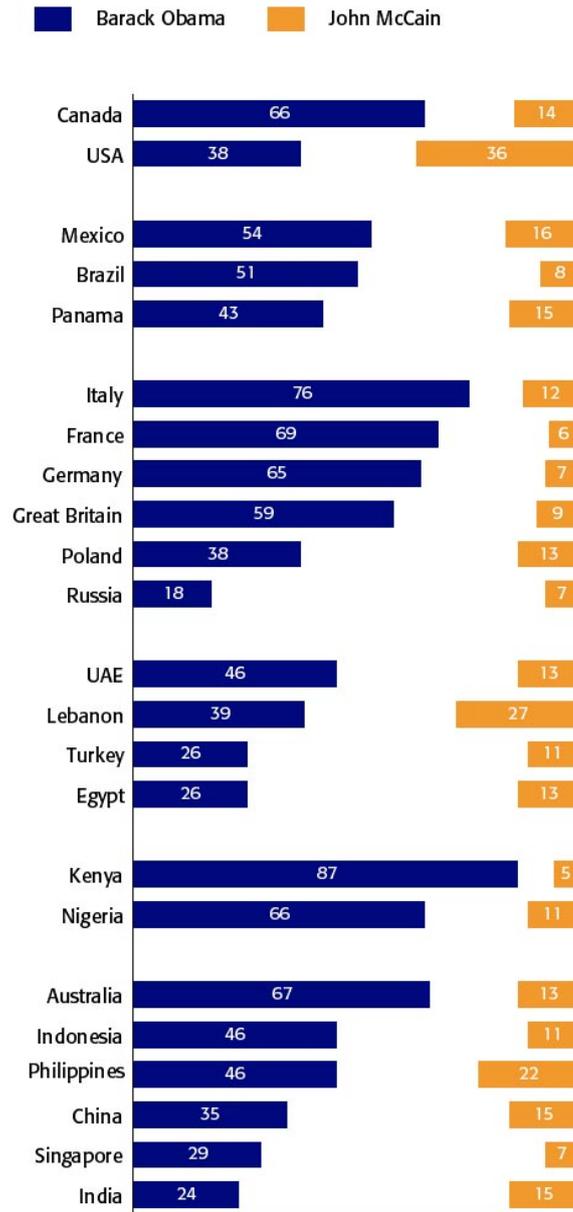
Singapore

Four times as many Singaporeans express a preference for Barack Obama than those who prefer John McCain, although many decline to offer an opinion. However, unlike most countries, Singaporeans tend to see America's relations with the rest of the world staying largely the same under either Obama or McCain's leadership, although more Singaporeans believe that McCain would improve relations than those who hold this view about Obama.

- More Singaporeans would favour Barack Obama (29%) than those who would favour John McCain (7%); however, a majority (64%) declines to express a preference.
- Singaporeans most commonly think that US relations with the rest of the world would stay the same under either an Obama (28%) or McCain presidency (26%). However, more tend to believe relations would improve under McCain (22%) than those who say they would improve under Obama (16%). Very few think relations would worsen under either Obama (5%) or McCain (2%).
- Singaporeans are divided on whether electing Obama, an African-American president would fundamentally change their views of the US, with an equal 22 per cent agreeing and 21 per cent, respectively, disagreeing with the statement.

Preferred Candidate for the US Presidential Election

By Country, September 2008

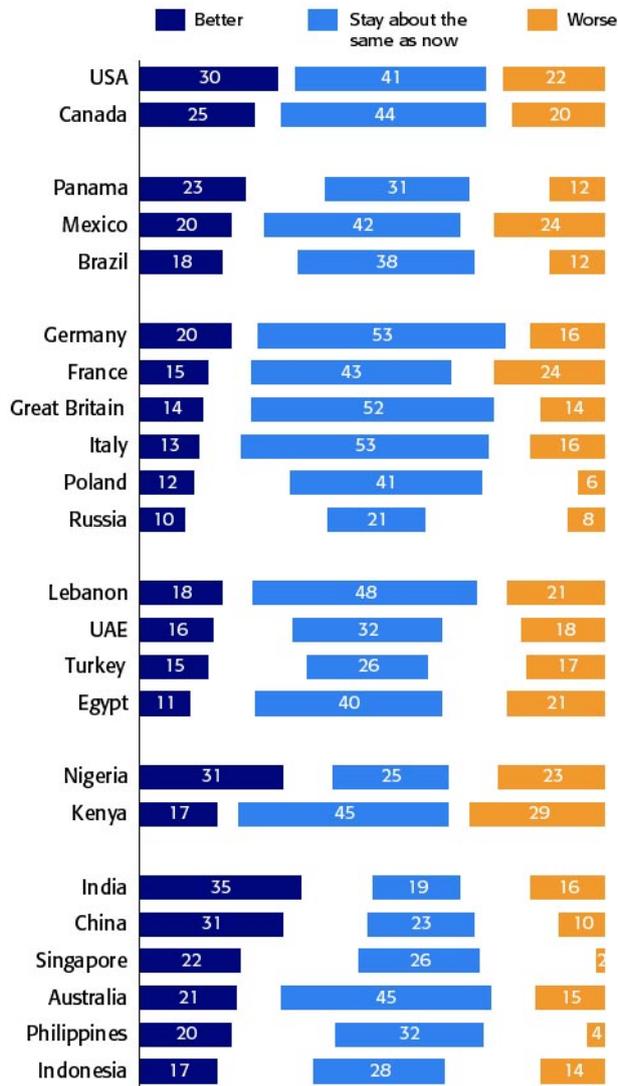


The white space in this chart represents "Either," "Neither," "No difference," "Other" and "DK/NA."

Base: Representative sample of 23,000 adults in 23 countries

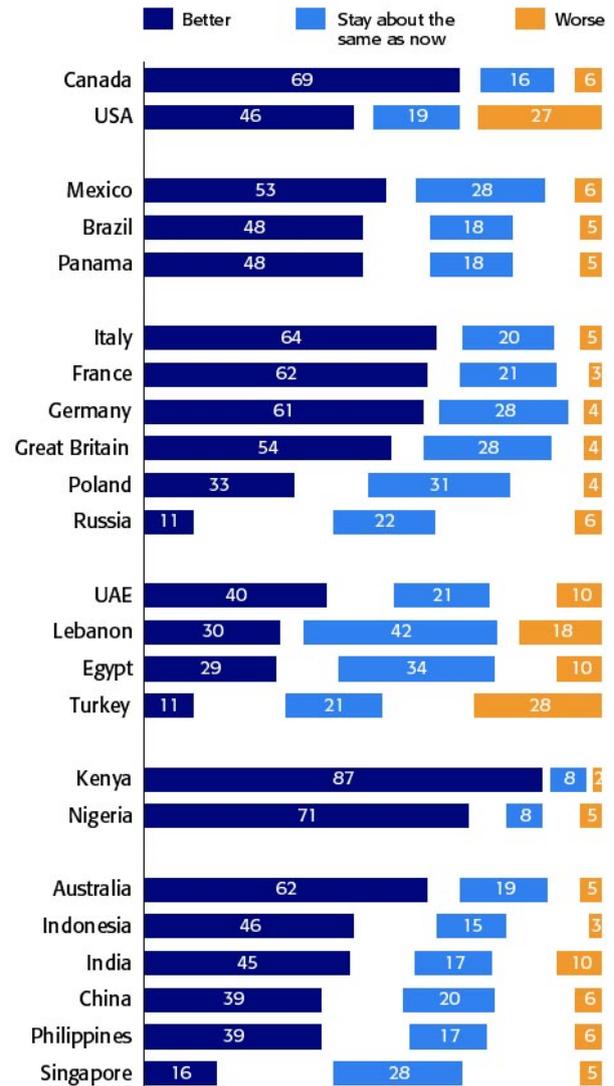
Predicted Changes in US Relations with World Should McCain Become President

By Country, September 2008



Predicted Changes in US Relations with World Should Obama Become President

By Country, September 2008

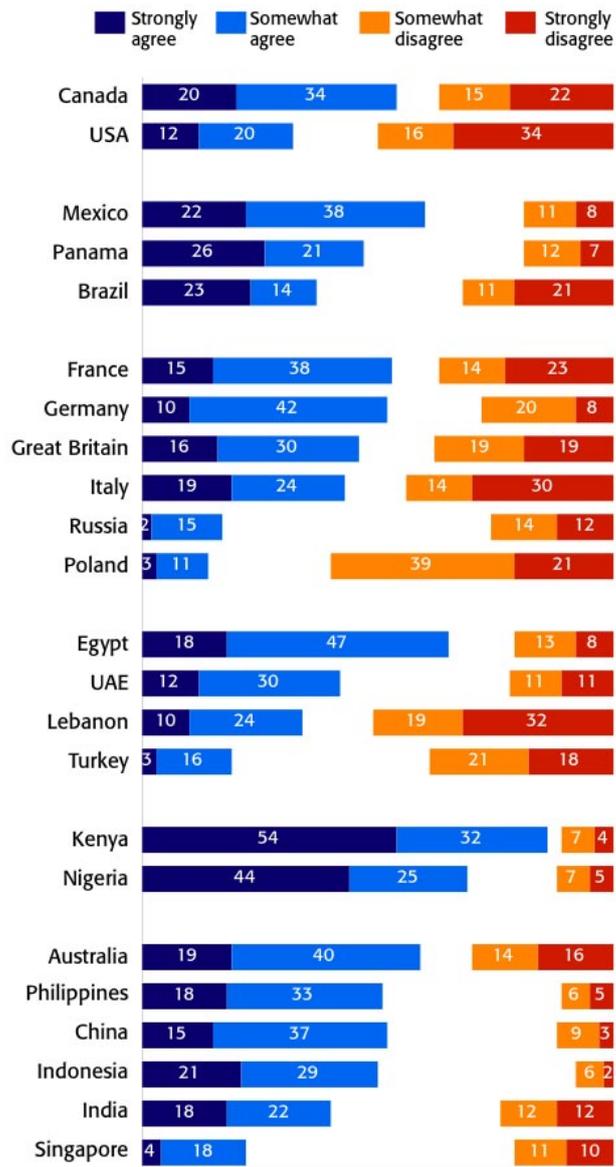


The white space in this chart represents "DK/NA."

Base: Representative sample of 23,000 adults in 23 countries

Perception of the United States Would Change if Obama, an African-American, Were Elected President

By Country, September 2008



The white space in this chart represents "Depends / Neither agree nor disagree," and "DK/NA."

Base: Representative sample of 23,000 adults in 23 countries

Methodology

Country	Sample size (unweighted)	Field dates	Sample frame	Survey methodology	Type of sample
Australia	1,000	Aug 4 – 27, 2008	18+	Telephone	National
Brazil	809	July 10 – Aug 21, 2008	18+	Telephone	Urban ¹
Canada	999	July 15 – Aug 18, 2008	18+	Telephone	National
China	1,000	July 8 – 28, 2008	18+	Telephone	Urban ²
Egypt	1,002	July 10 – 23, 2008	18+	Face-to-face	Urban ³
France	1,002	July 16 – 21, 2008	15+	Telephone	National
Germany	1,010	July 23 – Aug 19, 2008	16-70	Telephone	National
United Kingdom	1,036	Aug 1 – 3, 2008	18+	Telephone	National
India	1,393	Aug 18 – 20, 2008	18+	Face-to-face	National
Indonesia	1,000	Aug 2 – 13, 2008	17+	Face-to-face	National
Italy	1,058	July 21 – 25, 2008	18+	Telephone	National
Kenya	1,060	July 17 – Aug 25, 2008	18-70	Face-to-face	National
Lebanon	1,211	July 21 – Aug 16, 2008	15-59	Face-to-face	Urban ⁴
Mexico	1,000	July 25 – Aug 3, 2008	18+	Telephone	Urban ⁵
Nigeria	1,000	July 10 – 25, 2008	18+	Face-to-face	National
Panama	819	Aug 6 – 21, 2008	18+	Face-to-face	Urban ⁶
Philippines	1,000	July 10 – Aug 10, 2008	18+	Face-to-face	Urban ⁷
Poland	1076	July 30 – Aug 6, 2008	18+	Face-to-face	National
Russia	1,005	July 16 – Aug 2, 2008	18+	Face-to-face	National
Singapore	1,034	Aug 12 – 20, 2008	18+	Telephone	National
Turkey	1,000	July 11 – 31, 2008	15+	Face-to-face	Urban ⁸
UAE	1,017	July 24 – Aug 22, 2008	15+	Face-to-face	Urban ⁹
USA	1,000	Aug 2 – 15, 2008	18+	Telephone	National

¹In Brazil the survey was conducted in Belo Horizonte, Brasília, Curitiba, Porto Alegre, Recife, Rio de Janeiro, Salvador, and São Paulo, representing 15% of the total national adult population.

²In China the survey was conducted in Beijing, Beiliu, Chengdu, Dujiangyan, Fenyang, Fuyang, Guangzhou, Hangzhou, Manzhouli, Quanzhou, Qijing, Shanghai, Shenyang, Shuangcheng, Wuhan, Xi'an, Xining, and Zhengzhou, representing 43% of the total national adult population.

³In Egypt the survey was conducted in urban areas of Cairo, Giza, Shobra Al Khema, and Alexandria representing 21% of the total national adult population.

⁴In Lebanon the survey was conducted in Beirut, Bekaa, Mount Lebanon, Nabatieh, Northern Lebanon, and Southern Lebanon, representing 71% of the total national adult population.

⁵In Mexico the survey was conducted in Acapulco, Cuernavaca, Guadalajara, Hermosillo, Juarez, Leon, Mexico city, Monterrey, Morelia Mérida, Oaxaca, Pachuca, Puebla, Tampico, Tijuana, and Veracruz, representing 21% of the total national adult population.

⁶In Panama the survey was conducted in $n=52$ cities/towns, representing 41% of total urban adult population.

⁷In the Philippines the survey was conducted in the National Capital Region representing 12% of the total national adult population.

⁸In Turkey the survey was conducted in Adana, Ankara, Antalya, Bursa, Diyarbakir, Erzurum, Istanbul, Izmir, Konya, Samsun, and Zonguldak, representing 34% of the total national adult population.

⁹In UAE the survey was conducted in Abu Dhabi, Ajman, Al Ain, Dubai, Fujairah, Ras Al-Khaimah, Sharjah, and Umm Al-Quwain, representing 74% of the total national adult population. The sample includes 22% UAE nationals, 30% Arab expatriates, and 48% Non-Arab expatriates.

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