
Barack Obama Continues to be Most Popular World Leader in Five Largest European Countries and the U.S.

U.S. President is followed by the Dalai Lama and Germany's Angela Merkel

ROCHESTER, N.Y. – May 29, 2009 – A new poll by Harris Interactive for France 24 and the International Herald Tribune finds that the most popular world leader yet again this month continues to be U.S. President Barack Obama. Very strong majorities in Italy (85%), France (84%), Spain (82%), Germany (78%), Great Britain (73%) and the U.S. (69%) all have a very or somewhat good opinion of him. The Dalai Lama comes in second in all six countries.

These are the results of a new **Harris Interactive/France 24/International Herald Tribune** survey conducted online among a total of 6,332 adults (aged 16-64) in France, Germany, Great Britain, Spain and the United States and adults (aged 18-64) in Italy between April 29 and May 6, 2009.

Because this survey provides data on what people think of the world's leaders in six different countries, there are many very interesting findings. Some of the more interesting ones are:

- U.S. President Barack Obama, U.K. Prime Minister Gordon Brown and Nicolas Sarkozy of France all have lower ratings in their own country than they do when looking at an average of all six countries surveyed. Gordon Brown is 16 points lower (42% in all six countries vs. 25% in Great Britain), Barack Obama is 9 points lower (78% vs. 69%) and Nicolas Sarkozy is 8 points lower (42% vs. 34%);
- On the reverse side, two leaders have higher ratings in their own countries than in an average of all six. In Italy, 43% of Italians have a favorable opinion of Silvio Berlusconi compared to 19% across the six countries – a 24 point difference. Spain's Jose Luis Rodriguez Zapatero has a seven point difference, 46% in Spain versus 39% across the six countries. Germany's Angela Merkel is perceived almost equally as well in Germany (56%) as across the five European countries and the U.S. (54%);
- Pope Benedict continues his decline as only 36% of adults across the six countries have a favorable opinion of him. This is down from 39% in April and 49% in January;
- In Great Britain, the former Prime Minister, Tony Blair is viewed more favorably than the current one, Gordon Brown (31% vs. 25%); and,
- When it comes to which world leaders are most influential, U.S. President Barack Obama again tops the list as over three-quarters of adults in all six countries say he has a great deal or some influence at an international level. Vladimir Putin and Angela Merkel are second and third across the six countries.

So What?

In Europe, the groundswell of approval for Barack Obama continues. While his numbers are still consistently strong within the United States, they continue to be even higher in the five largest European countries. And, although he has not been in the news or done anything to garner media attention, the Dalai Lama continues to have high ratings as well. This will continue to be an issue for the Chinese. Within Europe, the dynamic between the current UK Prime Minister and the previous one is probably problematic to Gordon Brown. With an election there to be called next year, can Blair's popularity somehow be used to bolster Brown's?

TABLE 1
GOOD OPINIONS OF WORLD LEADERS

"For each of the following people, please indicate whether you have a very good, somewhat good, somewhat poor or very poor opinion of that person?"

Percent saying "Very/Somewhat good"

Base: All EU adults in five countries and U.S. adults

	United States	France	Italy	Spain	Germany	Great Britain	Average for all 6 countries
	%	%	%	%	%	%	%
Barack Obama (United States)	69	84	85	82	78	73	78
The Dalai Lama	61	75	80	75	71	60	70
Angela Merkel (Germany)	30	69	70	65	56	35	54
Tony Blair (Great Britain)	66	50	61	43	45	31	49
Nicolas Sarkozy (France)	33	34	59	58	41	27	42
Gordon Brown (Great Britain)	45	44	51	45	36	25	41
Jose Luis Rodriguez Zapatero (Spain)	22	57	59	46	34	19	39
Ban Ki-moon (United Nations)	19	40	43	46	41	33	37
Pope Benedict XVI	57	14	47	28	39	33	36
Jose Manuel Barroso (European Union)	16	36	51	47	42	18	35
Luiz Inacio Lula da Silva (Brazil)	17	30	31	54	17	14	27
Silvio Berlusconi (Italy)	23	9	43	14	13	14	19
Vladimir Putin (Russia)	20	8	25	14	22	14	17
Fidel Castro (Cuba)	11	11	26	15	19	22	17
Hugo Chavez (Venezuela)	11	29	19	11	14	14	16
Dmitri Medvedev (Russia)	14	7	18	13	16	12	13
Hu Jintao (China)	16	5	13	15	11	11	12
Bashar al-Assad (Syria)	8	6	14	14	10	9	10
Mahmoud Ahmadinejad (Iran)	6	1	8	8	6	8	6

TABLE 2
GOOD OPINIONS OF WORLD LEADERS – IN HOME COUNTRIES

“For each of the following people, please indicate whether you have a very good, somewhat good, somewhat poor or very poor opinion of that person?”
Percent saying “Very/Somewhat good”

Base: All EU adults in five countries and U.S. adults

	Rating In Own Country	Average for all 6 countries	Difference
	%	%	%
Barack Obama (United States)	69	78	+9
Angela Merkel (Germany)	56	54	-2
Jose Luis Rodriguez Zapatero (Spain)	46	39	-7
Silvio Berlusconi (Italy)	43	19	-24
Gordon Brown (Great Britain)	25	41	+16
Nicolas Sarkozy (France)	34	42	+8

TABLE 3
GOOD OPINIONS OF WORLD LEADERS – TREND OF 6 COUNTRY AVERAGES

“For each of the following people, please indicate whether you have a very good, somewhat good, somewhat poor or very poor opinion of that person?”
Percent saying “Very/Somewhat good”

Base: All EU adults in five countries and U.S. adults

	Average for all six countries				Change from November
	% November	% January	% April	% June	
Barack Obama (United States)	N/A	80	80	78	-2
The Dalai Lama	71	77	74	70	-1
Angela Merkel (Germany)	54	53	51	54	0
Tony Blair (Great Britain)	51	53	48	49	-2
Nicolas Sarkozy (France)	45	44	40	42	-3
Gordon Brown (Great Britain)	40	36	36	41	+1
Jose Luis Rodriguez Zapatero (Spain)	41	39	35	39	-2
Ban Ki-moon (United Nations)	36	35	33	37	+1
Pope Benedict XVI	48	49	39	36	-12
Jose Manuel Barroso (European Union)	37	33	30	35	-2
Luiz Inacio Lula da Silva (Brazil)	27	27	25	27	0
Silvio Berlusconi (Italy)	20	18	17	19	-1
Vladimir Putin (Russia)	17	17	16	17	0
Fidel Castro (Cuba)	17	18	16	17	0
Hugo Chavez (Venezuela)	16	17	14	16	0
Dmitri Medvedev (Russia)	12	11	10	13	+1
Hu Jintao (China)	10	9	9	12	+2
Bashar al-Assad (Syria)	10	9	8	10	0
Mahmoud Ahmadinejad (Iran)	7	6	6	6	-1

*Note: The percentage change for Barack Obama is being measured from January to the present.

TABLE 4
GOOD OPINIONS OF WORLD LEADERS - UNITED STATES

“For each of the following people, please indicate whether you have a very good, somewhat good, somewhat poor or very poor opinion of that person?”
Percent saying “Very/Somewhat good”

Base: All U.S. adults

	% November	% January	% April	% June	% Change from November
Barack Obama (United States)	N/A	71	68	69	-2*
The Dalai Lama	60	66	62	61	+1
Angela Merkel (Germany)	30	27	25	30	0
Tony Blair (Great Britain)	65	69	65	66	+1
Nicolas Sarkozy (France)	36	29	27	33	-3
Gordon Brown (Great Britain)	42	35	37	45	+3
Jose Luis Rodriguez Zapatero (Spain)	20	19	15	22	+2
Ban Ki-moon (United Nations)	19	18	17	19	0
Pope Benedict XVI	55	66	56	57	+2
Jose Manuel Barroso (European Union)	20	13	13	16	-4
Luiz Inacio Lula da Silva (Brazil)	16	14	14	17	+1
Silvio Berlusconi (Italy)	20	19	16	23	+3
Vladimir Putin (Russia)	18	19	15	20	+2
Fidel Castro (Cuba)	8	10	9	11	+3
Hugo Chavez (Venezuela)	9	13	8	11	+2
Dmitri Medvedev (Russia)	10	11	9	14	+4
Hu Jintao (China)	10	10	9	16	+6
Bashar al-Assad (Syria)	6	7	6	8	+2
Mahmoud Ahmadinejad (Iran)	5	7	5	6	+1

*Note: The percentage change for Barack Obama is being measured from January to the present.

TABLE 5
GOOD OPINIONS OF WORLD LEADERS - FRANCE

“For each of the following people, please indicate whether you have a very good, somewhat good, somewhat poor or very poor opinion of that person?”
Percent saying “Very/Somewhat good”

Base: All French adults

	% November	% January	% April	% June	% Change from November
Barack Obama (United States)	N/A	88	86	84	-4*
The Dalai Lama	79	86	78	75	-4
Angela Merkel (Germany)	70	70	66	69	-1
Tony Blair (Great Britain)	52	59	51	50	-2
Nicolas Sarkozy (France)	40	39	30	34	-6
Gordon Brown (Great Britain)	41	40	35	44	+3
Jose Luis Rodriguez Zapatero (Spain)	57	58	50	57	0
Ban Ki-moon (United Nations)	43	42	36	40	-3
Pope Benedict XVI	41	37	24	14	-27
Jose Manuel Barroso (European Union)	40	39	35	36	-4
Luiz Inacio Lula da Silva (Brazil)	32	39	33	30	-2
Silvio Berlusconi (Italy)	9	6	7	9	0
Vladimir Putin (Russia)	8	8	9	8	0
Fidel Castro (Cuba)	12	14	11	11	-1
Hugo Chavez (Venezuela)	31	35	27	29	-2
Dmitri Medvedev (Russia)	7	8	8	7	0
Hu Jintao (China)	7	4	6	5	-2
Bashar al-Assad (Syria)	7	7	5	6	-1
Mahmoud Ahmadinejad (Iran)	5	3	4	1	-4

*Note: The percentage change for Barack Obama is being measured from January to the present.

TABLE 6
GOOD OPINIONS OF WORLD LEADERS – ITALY

“For each of the following people, please indicate whether you have a very good, somewhat good, somewhat poor or very poor opinion of that person?”
Percent saying “Very/Somewhat good”

Base: All Italian adults

	% November	% January	% April	% June	% Change from November
Barack Obama (United States)	N/A	87	86	85	-2*
The Dalai Lama	80	83	84	80	0
Angela Merkel (Germany)	73	71	69	70	-3
Tony Blair (Great Britain)	65	61	60	61	-4
Nicolas Sarkozy (France)	60	63	59	59	-1
Gordon Brown (Great Britain)	49	43	49	51	+2
Jose Luis Rodriguez Zapatero (Spain)	65	61	59	59	-6
Ban Ki-moon (United Nations)	43	40	43	43	0
Pope Benedict XVI	55	55	49	47	-8
Jose Manuel Barroso (European Union)	52	46	48	51	-1
Luiz Inacio Lula da Silva (Brazil)	36	35	31	31	-5
Silvio Berlusconi (Italy)	43	39	38	43	0
Vladimir Putin (Russia)	24	27	24	25	+1
Fidel Castro (Cuba)	25	29	29	26	+1
Hugo Chavez (Venezuela)	22	23	18	19	-3
Dmitri Medvedev (Russia)	14	15	14	18	+4
Hu Jintao (China)	10	11	12	13	+3
Bashar al-Assad (Syria)	15	12	13	14	-1
Mahmoud Ahmadinejad (Iran)	6	8	8	8	+2

*Note: The percentage change for Barack Obama is being measured from January to the present.

TABLE 7
GOOD OPINIONS OF WORLD LEADERS – SPAIN

“For each of the following people, please indicate whether you have a very good, somewhat good, somewhat poor or very poor opinion of that person?”
Percent saying “Very/Somewhat good”

Base: All Spanish adults

	% November	% January	% April	% June	% Change from November
Barack Obama (United States)	N/A	82	84	82	0*
The Dalai Lama	70	83	78	75	+5
Angela Merkel (Germany)	59	63	62	65	+6
Tony Blair (Great Britain)	39	46	37	43	+4
Nicolas Sarkozy (France)	53	62	53	58	+5
Gordon Brown (Great Britain)	42	36	35	45	+3
Jose Luis Rodriguez Zapatero (Spain)	50	52	48	46	-4
Ban Ki-moon (United Nations)	41	39	34	46	+5
Pope Benedict XVI	34	39	31	28	-6
Jose Manuel Barroso (European Union)	49	46	39	47	-2
Luiz Inacio Lula da Silva (Brazil)	50	51	49	54	+4
Silvio Berlusconi (Italy)	20	20	16	14	-6
Vladimir Putin (Russia)	15	15	12	14	-1
Fidel Castro (Cuba)	15	15	12	15	0
Hugo Chavez (Venezuela)	11	11	10	11	0
Dmitri Medvedev (Russia)	13	12	11	13	0
Hu Jintao (China)	16	16	10	15	-1
Bashar al-Assad (Syria)	14	13	8	14	0
Mahmoud Ahmadinejad (Iran)	9	9	7	8	-1

*Note: The percentage change for Barack Obama is being measured from January to the present.

TABLE 8
GOOD OPINIONS OF WORLD LEADERS – GERMANY

“For each of the following people, please indicate whether you have a very good, somewhat good, somewhat poor or very poor opinion of that person?”
Percent saying “Very/Somewhat good”

Base: All German adults

	% November	% January	% April	% June	% Change from November
Barack Obama (United States)	N/A	84	85	78	-6*
The Dalai Lama	77	83	76	71	-6
Angela Merkel (Germany)	63	63	59	56	-7
Tony Blair (Great Britain)	50	49	46	45	-5
Nicolas Sarkozy (France)	48	42	39	41	-7
Gordon Brown (Great Britain)	34	29	28	36	+2
Jose Luis Rodriguez Zapatero (Spain)	36	27	27	34	-2
Ban Ki-moon (United Nations)	39	40	37	41	+2
Pope Benedict XVI	59	60	42	39	-20
Jose Manuel Barroso (European Union)	46	40	35	42	-4
Luiz Inacio Lula da Silva (Brazil)	16	14	13	17	+1
Silvio Berlusconi (Italy)	14	13	12	13	-1
Vladimir Putin (Russia)	25	21	21	22	-3
Fidel Castro (Cuba)	21	19	17	19	-2
Hugo Chavez (Venezuela)	14	11	12	14	0
Dmitri Medvedev (Russia)	18	11	12	16	-2
Hu Jintao (China)	8	7	7	11	+3
Bashar al-Assad (Syria)	9	7	8	10	+1
Mahmoud Ahmadinejad (Iran)	8	5	6	6	-2

*Note: The percentage change for Barack Obama is being measured from January to the present.

TABLE 9
GOOD OPINIONS OF WORLD LEADERS – GREAT BRITAIN

“For each of the following people, please indicate whether you have a very good, somewhat good, somewhat poor or very poor opinion of that person?”

Percent saying “Very/Somewhat good”

Base: All U.K. adults

	% November	% January	% April	% June	% Change from November
Barack Obama (United States)	N/A	70	72	73	+3*
The Dalai Lama	61	62	64	60	-1
Angela Merkel (Germany)	28	24	26	35	+7
Tony Blair (Great Britain)	37	32	30	31	-6
Nicolas Sarkozy (France)	31	31	30	27	-4
Gordon Brown (Great Britain)	33	32	30	25	-8
Jose Luis Rodriguez Zapatero (Spain)	16	15	13	19	+3
Ban Ki-moon (United Nations)	29	28	29	33	+4
Pope Benedict XVI	41	38	33	33	-8
Jose Manuel Barroso (European Union)	16	13	11	18	+2
Luiz Inacio Lula da Silva (Brazil)	9	8	7	14	+5
Silvio Berlusconi (Italy)	16	11	13	14	-2
Vladimir Putin (Russia)	13	11	13	14	+1
Fidel Castro (Cuba)	19	18	19	22	+3
Hugo Chavez (Venezuela)	10	11	11	14	+4
Dmitri Medvedev (Russia)	9	6	6	12	+3
Hu Jintao (China)	10	8	11	11	+1
Bashar al-Assad (Syria)	7	5	6	9	+2
Mahmoud Ahmadinejad (Iran)	7	6	6	8	+1

*Note: The percentage change for Barack Obama is being measured from January to the present.

TABLE 10
WORLD LEADERS WHO ARE INFLUENTIAL

“For each of the following international personalities, how much influence do you think they have at an international level?”
Percent Saying “A Great deal/Some influence”

Base: All EU adults in five countries and U.S. adults

	United States	France	Italy	Spain	Germany	Great Britain	Average for all 6 countries
	%	%	%	%	%	%	%
Barack Obama (United States)	81	83	83	87	79	77	82
Vladimir Putin (Russia)	57	60	68	64	69	56	62
Angela Merkel (Germany)	41	64	66	78	62	46	59
Nicolas Sarkozy (France)	41	57	68	79	55	42	57
Gordon Brown (Great Britain)	49	47	56	67	44	51	52
Hu Jintao (China)	55	52	53	54	47	49	51
Pope Benedict XVI	57	28	64	56	32	35	45
Tony Blair (Great Britain)	55	35	49	53	41	27	44
Jose Manuel Barroso (European Union)	32	42	49	53	42	40	43
Ban Ki-moon (United Nations)	39	38	42	52	38	44	42
Dmitri Medvedev (Russia)	40	34	41	46	49	35	40
Silvio Berlusconi (Italy)	24	29	52	55	35	27	37
Mahmoud Ahmadinejad (Iran)	38	31	49	39	30	26	36
The Dalai Lama	38	29	40	39	24	26	33
Jose Luis Rodriguez Zapatero (Spain)	23	37	50	39	24	22	33
Hugo Chavez (Venezuela)	33	24	29	34	13	15	25
Luiz Inacio Lula da Silva (Brazil)	23	22	28	43	13	16	24
Fidel Castro (Cuba)	26	13	29	25	15	15	21
Bashar al-Assad (Syria)	24	15	21	22	13	17	19

TABLE 11
POPULARITY/INFLUENCE INDEX**

Base: All EU adults in five countries and U.S. adults

	Popularity (Very +Somewhat good opinion)		Influence A great deal of +Some influence)		Popularity/ influence average index	
	%	*	%	*	%	*
Barack Obama (United States)	78	-2	82	-1	80	-2
Angela Merkel (Germany)	54	+3	59	0	57	+2
The Dalai Lama	70	-4	33	-6	52	-4
Nicolas Sarkozy (France)	42	+2	57	-2	50	+1
Tony Blair (Great Britain)	49	+1	44	-2	47	0
Gordon Brown (Great Britain)	41	+5	52	0	47	+3
Pope Benedict XVI	36	-3	45	-6	41	-4
Vladimir Putin (Russia)	17	+1	62	-3	40	0
Ban Ki-moon (United Nations)	37	+4	42	+1	40	+3
Jose Manuel Barroso (European Union)	35	+5	43	+1	39	+3
Jose Luis Rodriguez Zapatero (Spain)	39	+4	33	+1	36	+2
Hu Jintao (China)	12	+3	51	+4	32	+4
Silvio Berlusconi (Italy)	19	+2	37	+1	28	+1
Dmitri Medvedev (Russia)	13	+3	40	+2	27	+3
Luiz Inacio Lula da Silva (Brazil)	27	+2	24	+2	26	+3
Mahmoud Ahmadinejad (Iran)	6	0	36	+2	21	+1
Hugo Chavez (Venezuela)	16	+2	25	-1	21	+1
Fidel Castro (Cuba)	17	+1	21	-2	19	-1
Bashar al-Assad (Syria)	10	+2	19	-2	15	+1

* Note: A * indicates a percentage change from April.

**This index is the sum of the two measures divided by two.

Methodology

This **Harris Interactive/France 24/International Herald Tribune** study was conducted online by Harris Interactive among a total of 6,332 adults aged 16-64 within France (1,077), Germany (1,007), Great Britain (1,126), Spain (1,030) and the United States (1,052), and adults aged 18-64 in Italy (1,040) between 29 April and 6 May 2009.

Figures for age, sex, education, region and Internet usage were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different

probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult populations of the respective countries. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

These statements conform to the principles of disclosure of the National Council on Public Polls and of the British Polling Council.

About Harris Interactive

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