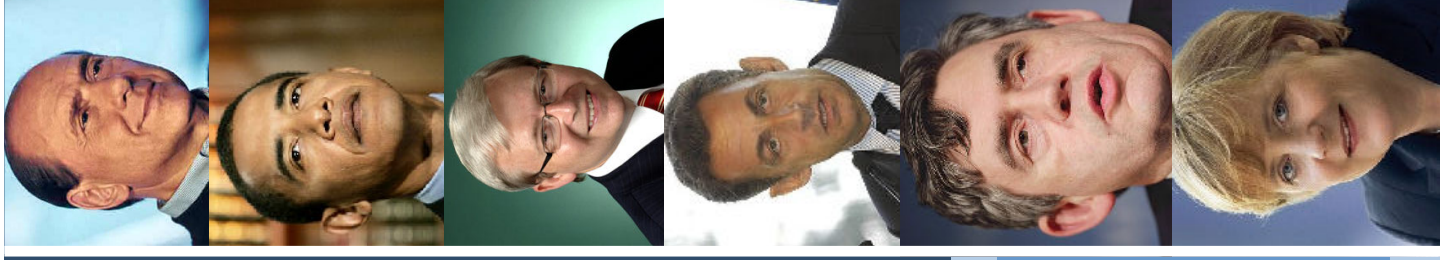


# UMR Omnibus Results August 2009

# World Leaders Favourability Ratings



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# Methodology



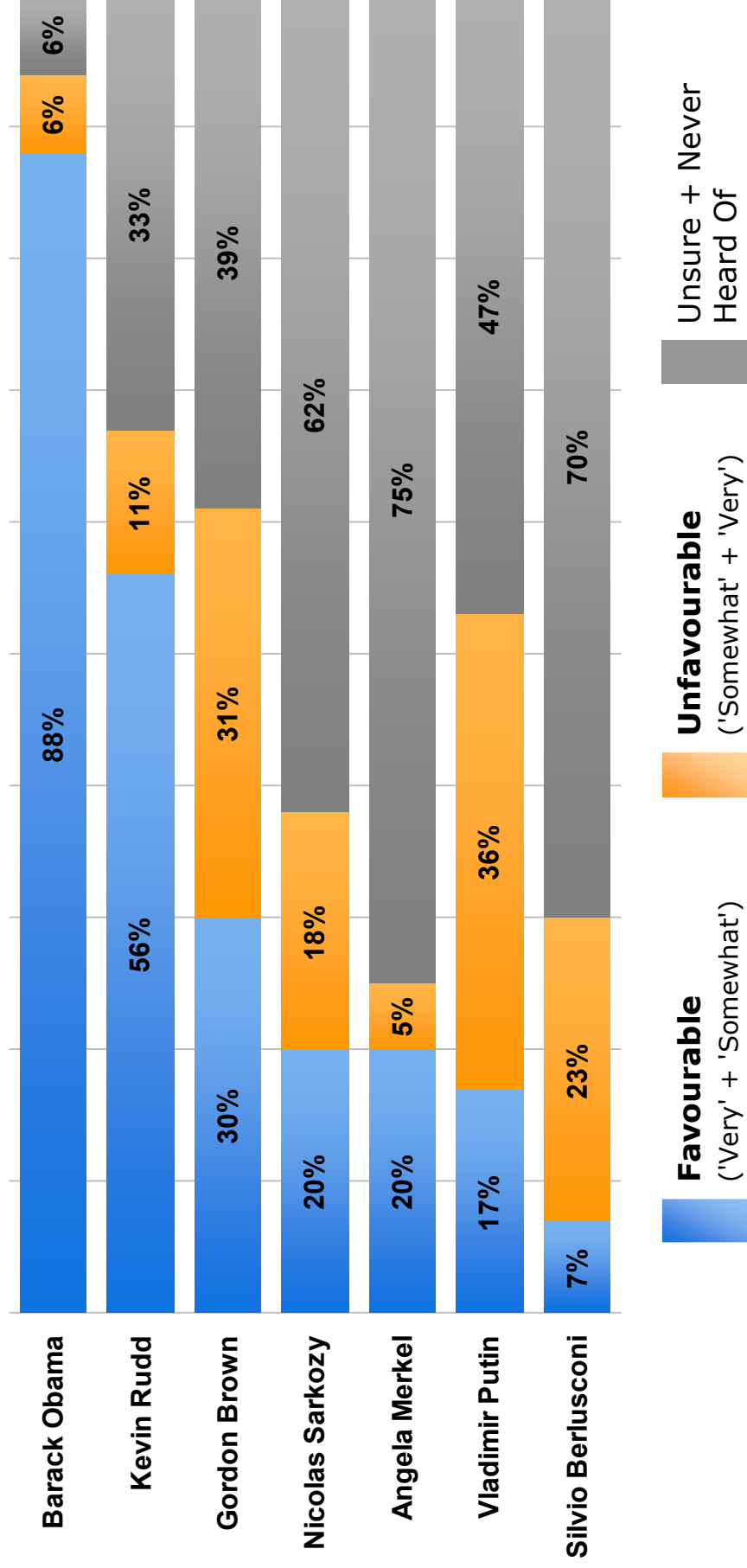
- This report is based on a telephone survey of a nationally representative sample of 750 New Zealanders aged 18 years or over.
- Fieldwork was conducted from 27<sup>th</sup> to 30<sup>th</sup> August 2009 at UMR Research's national interview facility in Auckland.
- The margin of error for sample size of 750 for a 50% figure at the '95% confidence level' is  $\pm 3.6\%$ .
- Favourability net-ratings are calculated to show the strength of opinion. They are simply the sum of the favourable opinions ('very favourable' and 'somewhat favourable') minus the sum of the unfavourable opinions ('somewhat unfavourable' and 'very unfavourable').

- **Barack Obama, whose ratings have been sliding in the United States, is still almost worshipped by New Zealanders.**
  - 88% give him a favourable rating and only 6% an unfavourable rating.
  - In his homeland his job performance ratings are down to around 50% positive; 35% negative.
  - Women in New Zealand and over 60 years olds hand out the most stratospheric numbers. Both these groups give him a 92% favourability rating (including in both cases a 61% very favourable rating).
- **Of the seven world leaders tested, Kevin Rudd comes in at a strong second place with a 56% favourable rating and 11% unfavourable rating.**
  - He has a much lower negative rating than his predecessor John Howard who recorded a 54% favourable; 39% unfavourable rating in February 2004.
- **Gordon Brown's numbers are also well below his predecessor Tony Blair. Gordon Brown comes in at 30% total favourable; 31% total unfavourable.**
  - Tony Blair's last rating amongst New Zealanders in a UMR survey was 61% favourable; 34% unfavourable in February 2004.
- **Nicolas Sarkozy isn't doing much better than Jacques Chirac although far fewer New Zealanders have made up their minds.**
  - The French leader's favourability rating is 20% total favourable, 18% total unfavourable compared to Jacques Chirac 37% total favourable; 42% total unfavourable in March 2003.
- **Vladimir Putin has gone backwards among New Zealanders.**
  - In February 2004, 37% had a favourable opinion and 26% an unfavourable opinion. Now 17% have a favourable opinion and 36% an unfavourable opinion. Surprisingly, the number of New Zealanders who are unsure or have never heard of Vladimir Putin has increased 10% in the last five years.
- **Despite the salacious publicity, Silvio Berlusconi remains unknown to most New Zealanders.**
  - He has a 7% favourability rating, a 23% unfavourable rating with 70% unsure or never having heard of him.
- **Angela Merkel is also barely known with 20% having a favourable opinion, 5% an unfavourable opinion and 75% unsure or not having heard of her.**

# World Leader Ratings



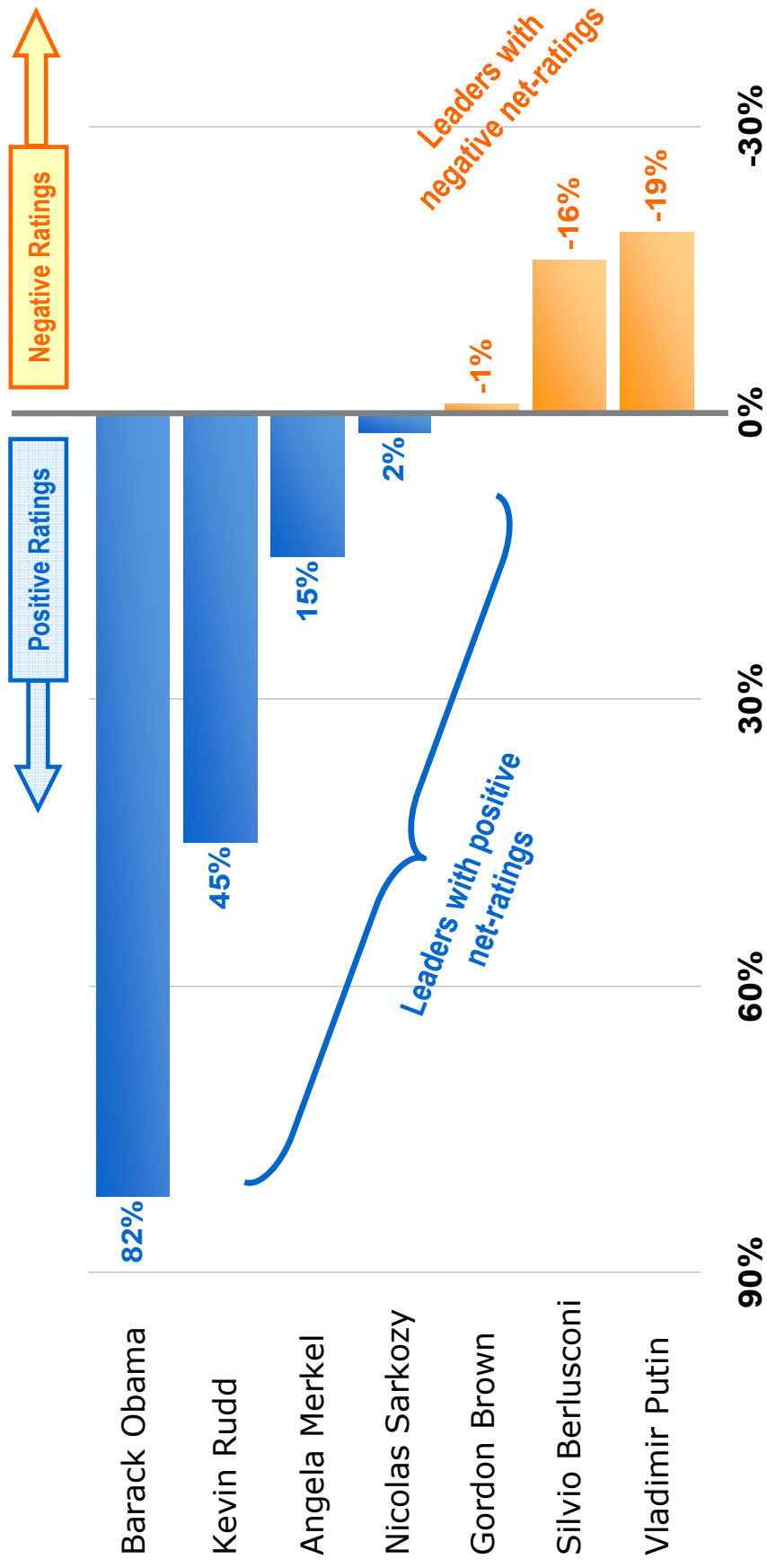
*Now thinking about the following world leaders, tell me if you generally have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of them. If you do not know enough about them just say so.*



# World Leader Ratings Ranked By Net-Rating\*



*Now thinking about the following world leaders, tell me if you generally have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of them. If you do not know enough about them just say so.*

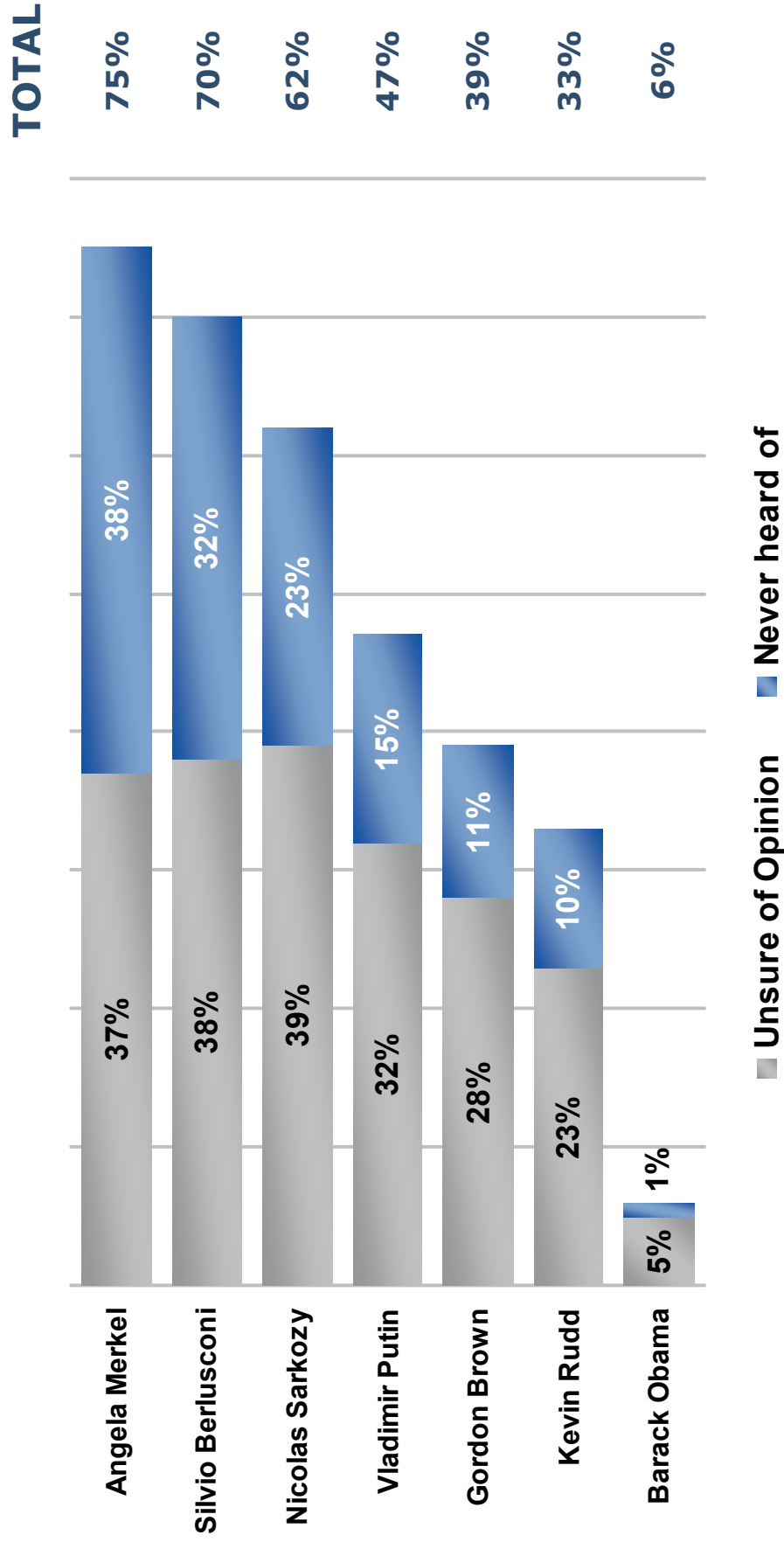


\*NB: The net-rating is calculated as the total favourable opinion ('very favourable' + 'somewhat favourable') minus the total unfavourable ('somewhat unfavourable' + 'very unfavourable').

# Level of Unfamiliarity



*Now thinking about the following world leaders, tell me if you generally have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of them. If you do not know enough about them just say so.*



# World Leader Ratings Tracking\*



*Now thinking about the following world leaders, tell me if you generally have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of them. If you do not know enough about them just say so.*

