



# World Leaders Poll

December 2017



# Methodology and Weighting



## Sample Size and Mode of Field Work:

A total of 53,769 people were interviewed globally in 56 countries worldwide. In each country a representative sample of between 500 and 1,000 adults was interviewed either face to face, via telephone, online or through mixed methods. The fieldwork was conducted during November-December 2017.

In Ireland, RED C interviewed a representative sample of 1000 adults online throughout Ireland between 4<sup>th</sup> – 15<sup>th</sup> December 2017. The margin of error for the survey is between +/-3-5% at 95% confidence level.

## COUNTRIES COVERED

**EU West** – Austria, France, Germany, Greece, Ireland, Italy, Netherland, Spain, Sweden, UK

**EU East** – Bulgaria, Czech Republic, Latvia, Poland, Romania, Slovenia, Croatia

**Non-EU Europe** – Albania, Armenia, Bosnia & Herzegovina, Kosovo, Macedonia, Moldova, Serbia, Ukraine

**Latin America** – Argentina, Brazil, Columbia, Ecuador, Mexico, Peru

**East Asia** – Bangladesh, Fiji, Hong Kong, Indonesia, Japan, Papua New Guinea, Philippines, Republic of Korea, Thailand, Vietnam

**West Asia** – Afghanistan, Azerbaijan, Iran, Kazakhstan, Pakistan, Turkey

**Middle East** - Iraq

**Africa** – Ethiopia, Ghana, Nigeria, South Africa

**USA, India and Russia**

**New research on world leaders from WIN, of which RED C is the Irish member; and their partners Gallup International, who together represent 55 countries around the world shows.**

1. EU leaders are viewed the most favorably around the world, with Angela Merkel the most favoured leader. 49% hold a favourable view of her, up from 42% two years ago. She just beats the new comer President Macron, who 45% hold a favourable view towards (compared with 42% who scored his predecessor President Hollande favourably).
2. President Trump has a very poor rating across the world, with only 31% holding a favourable view of him, while 58% hold an unfavourable view. This is a significant decline when compared to Obama, which when taken two years ago saw almost three in five (59%) of those polled throughout 65 countries around the world held a favourable view
3. President Putin favourability has improved over the same two year time period, from one in three (33%) viewing him favourably to 43% this year, a significant increase over two years. President Putin polls favourably in most regions of the world except the US (14%) and EU-Europe (28%), but still higher than the 20% favourability for President Trump).
4. However, of all world leader measured, it is Pope Francis who records the highest level of favourability – 56%, rising to 75% of those surveyed in Latin America and 66% of those living in EU-Europe.
5. Irish Citizens have a much lower net favourability for Theresa May, than citizens in the rest of the EU. We also have an even more negative view of Trump than other citizens across the world, and also a more negative view of Russian President Vladimir Putin. The Irish do however have a more positive view of French President Macron, and a somewhat more positive view of German Chancellor Merkel.
6. Irish Citizens are only rivalled by German citizens in their NET negative favourability of Theresa May, citizens of both countries see Theresa May very unfavourably, with 68% of the Irish seeing May as unfavourable, and just 22% who regard her favourably. Among EU countries only Italy and Poland see May favourably.



# World Leader Favourability - Across the World

Please indicate whether you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of each of the following world leaders?

World View	Favourable	Unfavourable	Net Score
German Chancellor Angela Merkel	49%	29%	+20
French President Emmanuel Macron	45%	24%	+21
Indian Prime Minister Narendra Modi	30%	22%	+8
British Prime Minister Theresa May	38%	31%	+7
Chinese President Xi Jinping	37%	31%	+6
Russian President Vladimir Putin	43%	40%	+3
Saudi Arabia King Salman bin Abdulaziz al Saud	26%	32%	-6
Israeli Prime Minister Netanyahu	25%	33%	-8
Iranian President Hassan Rouhani	24%	33%	-9
Turkish President Erdogan	28%	40%	-12
US President Donald Trump	31%	58%	-27
Pope Francis	56%	18%	+38

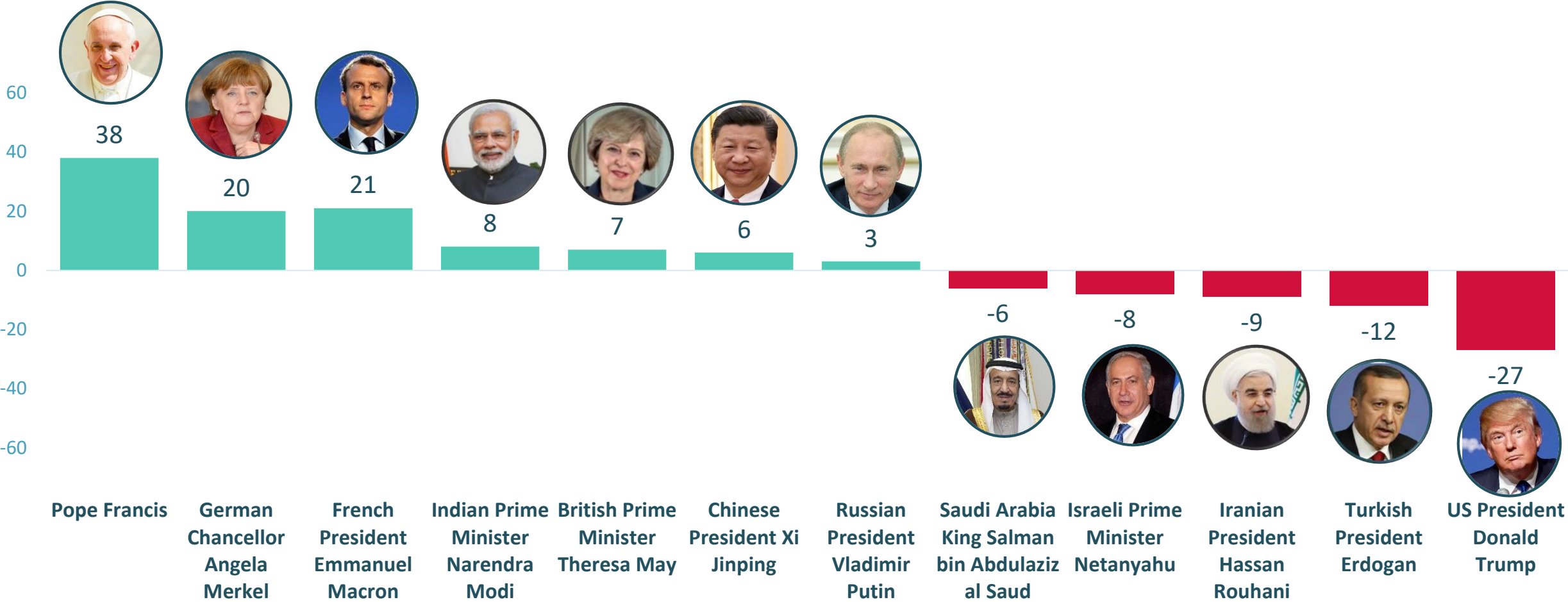
Region*	US President Donald Trump	Russian President Vladimir Putin	German Chancellor Angela Merkel
Total Base	-27	+3	+20%
EU Total	-52	-33	+11%
EU West	-63	-39	+17%
EU East	-28	-20	0
Non- EU Europe	-1	+29	+42
USA	-23	-52	+27
India	+45	+49	+29
Russia	-34	+68	-29
Latin America	-36	+6	+26
East Asia	-9%	+6	+25
West Asia	-28	+22	0
Middle East	-8	+45	+58
Africa	-15	+19	+33

# World Leader Favourability - Across the World



Please indicate whether you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of each of the following world leaders?

NET Favourability



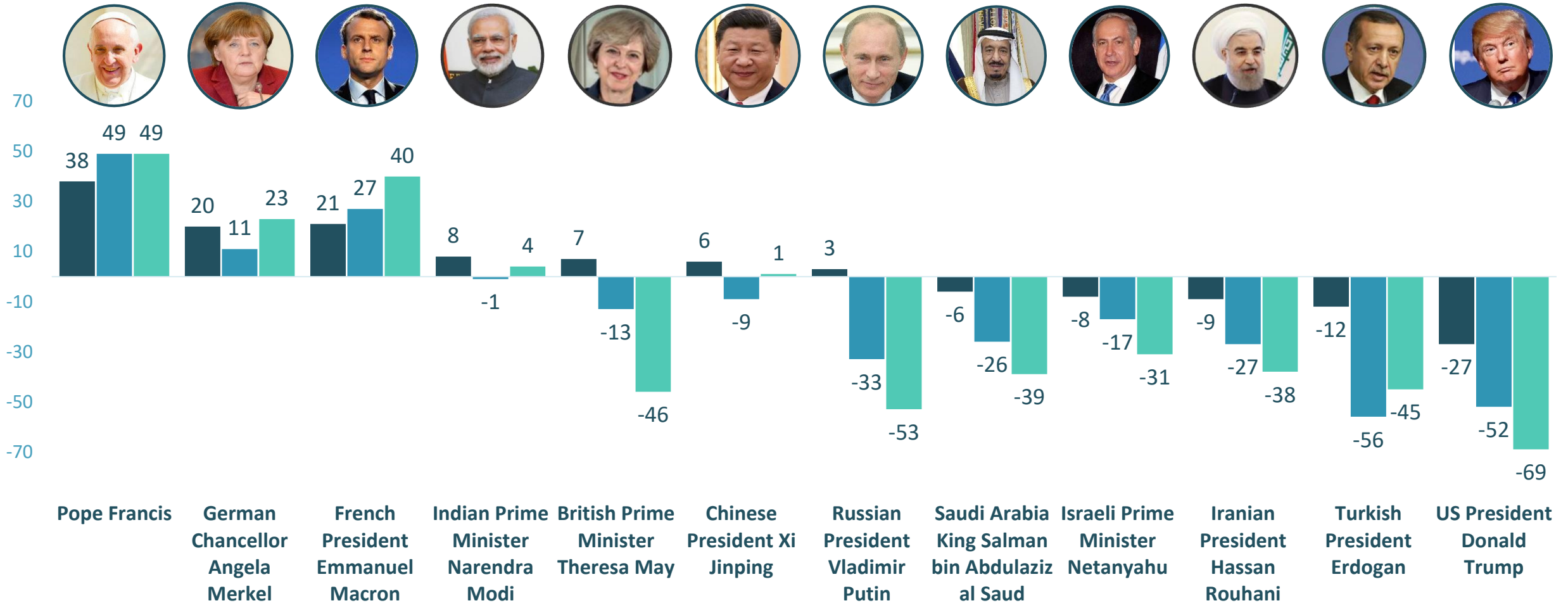
US President Donald Trump has the lowest levels of favourability across the world, while Pope Francis has the highest favourability. European Leaders fare relatively well across the world.

# World Leader Favourability - Across the World

Please indicate whether you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of each of the following world leaders?

World View EU Citizen View Irish View

## NET Favourability

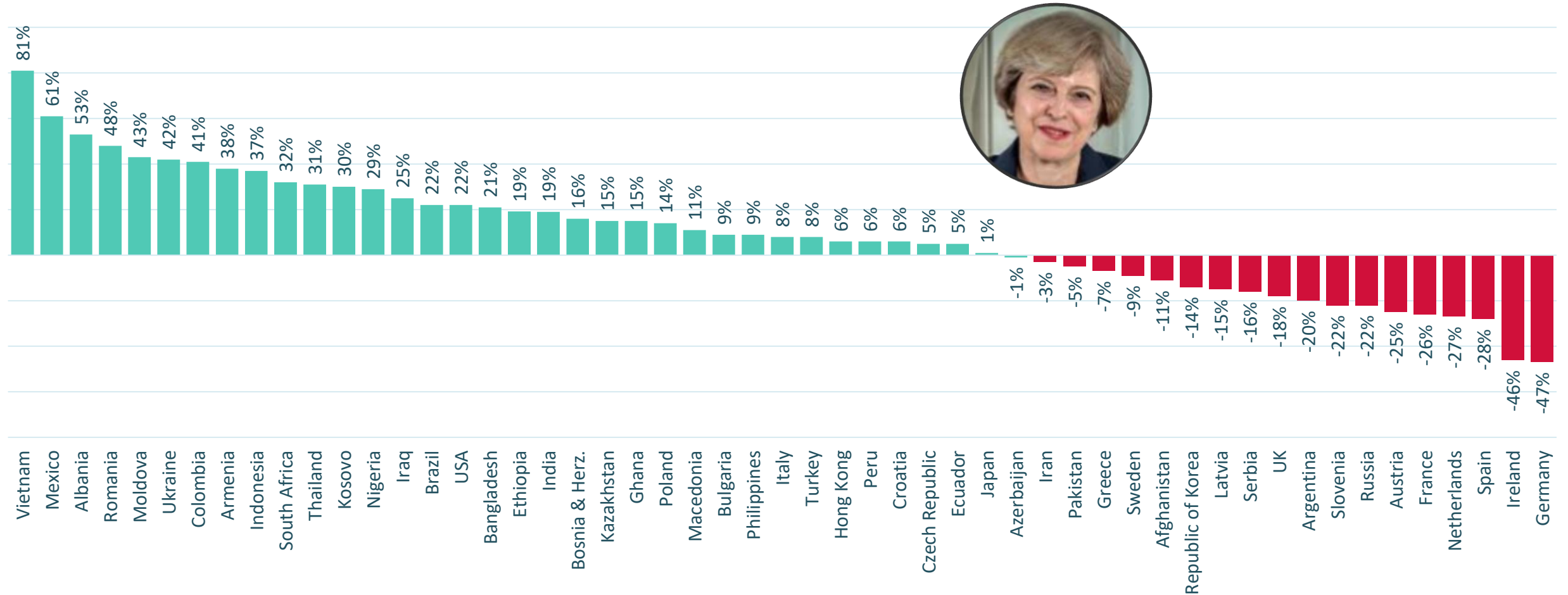


Irish Citizens have a much lower net favourability for Theresa May than citizens in the rest of the EU, we also have an even more negative view of Trump than other citizens across the world, and of Putin. The Irish do however have a more positive view of French President Macron

# Theresa May NET Favourability



Please indicate whether you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of each of the following world leaders?



Irish Citizens are only rivalled by German citizens in their NET negative favourability of Theresa May, citizens of both countries see Theresa May very unfavourably, with 68% of the Irish seeing May as unfavourable, and just 22% who regard her favourably. Among EU countries only Italy and Poland see May favourably.



# World Leader Favourability - Across the World

Please indicate whether you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of each of the following world leaders?

Irish Citizen View	Favourable	Unfavourable	Net Score
German Chancellor Angela Merkel	57%	34%	23%
French President Emmanuel Macron	60%	20%	40%
Indian Prime Minister Narendra Modi	28%	24%	4%
British Prime Minister Theresa May	22%	68%	-46%
Chinese President Xi Jinping	34%	33%	1%
Russian President Vladimir Putin	18%	71%	-53%
Saudi Arabia King Salman bin Abdulaziz al Saud	14%	53%	-39%
Israeli Prime Minister Netanyahu	19%	50%	-31%
Iranian President Hassan Rouhani	10%	48%	-38%
Turkish President Erdogan	11%	56%	-45%
US President Donald Trump	13%	82%	-69%
Pope Francis	70%	21%	49%



# RED C Research and the WIN network

## About RED C

- RED C is Ireland's largest Independent market research and polling agency. Their polling has featured regularly in national newspapers both in Ireland and abroad. RED C is the Irish member of the global WIN network.

## About the WIN Network

- **WIN (Worldwide Independent Network) AND Gallup International** work together as the leading international associations in market research and polling and is made up of the **80** of the largest independent market research and polling firms in their respective countries with combined revenue of over **€350** million and covering **95%** of the world's market.
- For more than 60 years WIN and Gallup International Members have demonstrated their expert ability to conduct multi-country surveys on a comparable basis and deliver the highest quality. Their Members are leading national institutes with a profound local knowledge of research methods and techniques, statistical sources, customs and culture differences of its own country and carefully selected by the Association Board. With only one Member agency per country, Members work together on a daily basis to share knowledge, new research techniques and tools, as well as to provide the most appropriate solutions to international research projects and service our clients to the best of our abilities.
- The accumulated expertise of the Associations is formidable - they have internationally renowned experts in public opinion, Third World issues, advertising, and media research as well as in commercial fields such as IT/telecommunications, healthcare, retail, economics, corporate research and so on. Members are at the leading edge of technical and methodological developments, which have impacted on not only the research industry but also the whole commercial world.

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