



THE U.S.-GLOBAL LEADERSHIP REPORT

# WHAT PEOPLE WORLDWIDE THINK OF U.S. LEADERSHIP

GALLUP®

## The U.S.-Global Leadership Report

*What people worldwide think of U.S. leadership*

The U.S.-Global Leadership Track is the largest global public opinion study of views about U.S. leadership. This report is the sixth in an annual series and includes U.S. leadership approval data from 135 countries and areas that Gallup surveyed in 2014.

Gallup has been asking residents worldwide to rate the leadership of the U.S. since 2005, providing a comparison of how perceptions of U.S. leadership change over time and from administration to administration.

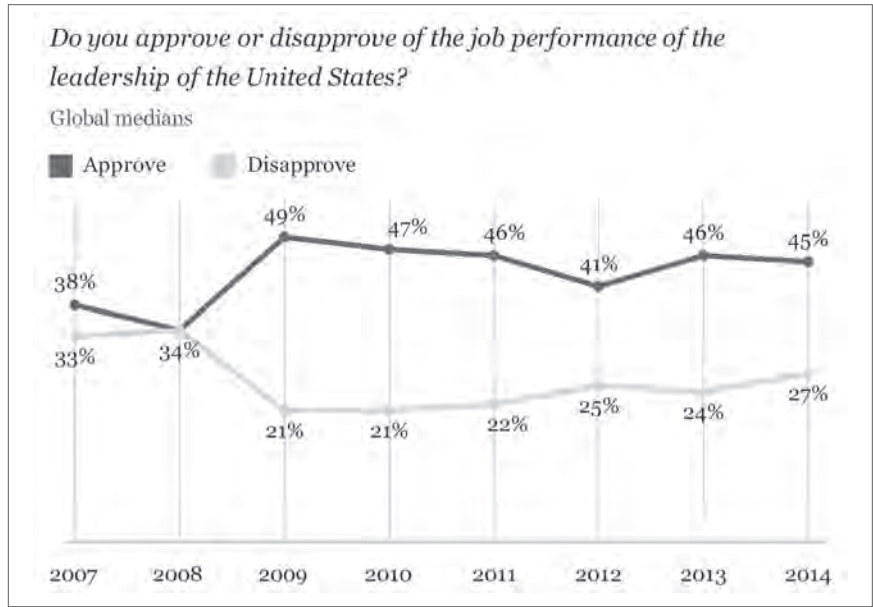
**WORLDWIDE PERCEPTIONS OF U.S. LEADERSHIP**

The U.S. had its share of foreign policy challenges in 2014, as the country and other major powers continued to engage Iran about its nuclear capabilities, combat missions ended in Afghanistan, tensions flared with Russia over the crisis in Ukraine and the Islamic State group emerged as a major security threat. Against this backdrop, median approval of U.S. leadership across the 135 countries and areas surveyed in 2014 stood at 45%, relatively unchanged from the previous year.

However, the flatness in the overall trend somewhat masks the mix of gains and losses worldwide. Approval ratings remained strong in Africa, for example, but the median for the region dropped to its lowest point in the history of the leadership track. In addition, gains in Asia in 2013 were all but erased with big losses in former Soviet republics in Central Asia. At the same time, ratings remained stable in Europe and improved slightly in the Americas.

In 2015 and beyond, the U.S. will continue to face even more challenges, making the strength of U.S. alliances and partnerships — and the soft power of what the world thinks of the U.S. — more important than ever.

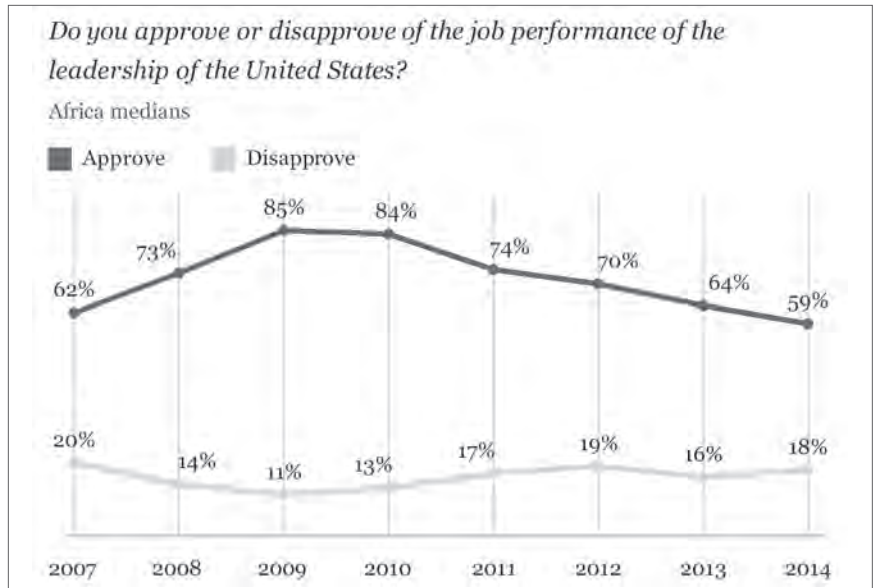
A closer look at where U.S. leadership stands at the regional and country levels reveals specific areas of strength and weakness.



**U.S. APPROVAL DROPS TO NEW LOW IN AFRICA**

The image of U.S. leadership continued to be the strongest worldwide in Africa in 2014, bolstered by majority approval in 24 sub-Saharan African countries. However, even though the U.S. hosted its first U.S.-Africa Leaders Summit in August to strengthen ties with the region, median approval dropped to 59%. This is its lowest point in the history of the trend. Some of the decline is attributable to higher percentages of respondents in some countries not expressing an opinion, rather than from increases in disapproval. Yet this does not explain the changes in countries such as Kenya, Malawi and Mauritania, where approval dropped significantly and disapproval rose significantly.

At the same time, approval was lower than average in several countries where these ratings were measured for the first time in 2014: South Sudan (48%), Somalia (24%) and Sudan (21%). However, the regional median would be lower in 2014 regardless of whether these new countries were included. Median approval is 61% in Africa when looking at ratings in the same group of countries measured in 2013.



**BIG LOSSES**

Seven of the 16 countries worldwide where approval ratings declined by 10 or more percentage points were in Africa. Yet even with these sizable declines, approval stayed above the majority level in three of the seven: Kenya, Mauritania and Guinea. Ethiopia led the region and the world in declines, with ratings dropping by 28 points. But this drop reflects more of an increase in the percentage who did not express an opinion (rising from 39% to 73%) than an increase in disapproval.

**REGIONAL HIGHLIGHTS AND INSIGHTS**

- At least two-thirds of residents in 14 sub-Saharan African countries said they approve of the job performance of U.S. leadership. Senegalese are the most likely in all of Africa — and the world — to approve, with roughly eight in 10 (81%) expressing support.
- Approval in the region was lowest in Somalia (24%), Ethiopia (22%), Sudan (21%) and Egypt (20%). While low approval translated into majority disapproval (58%) in Egypt, the majority of Ethiopians (73%) and Sudanese (72%) did not have an opinion about U.S. leadership. They were, however, more likely to approve than disapprove. In Somalia, surveyed for the first time in 2014, a sizable percentage did not have an opinion (42%). Somalis were more likely to disapprove (34%) than approve (24%) of U.S. leadership.

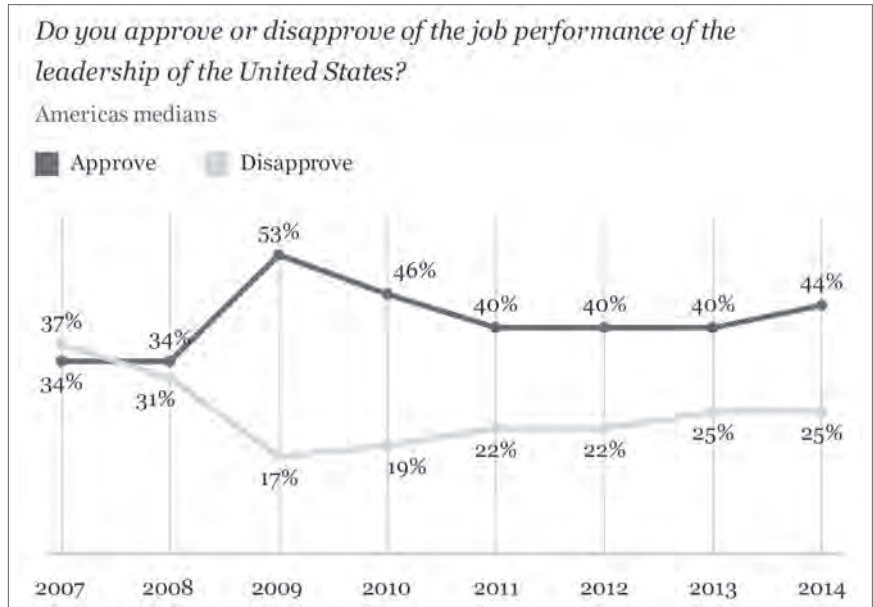
<b>Africa</b>					
Do you approve or disapprove of the job performance of the leadership of the U.S.?					
	Approve	Disapprove	Don't know/ Refused	2014 survey dates	Approval difference from 2013 to 2014 (pct. pts.)
Senegal	81%	15%	5%	May 9-27, 2014	-7
Chad	77%	18%	6%	Sep 21-Oct 1, 2014	-3
Rwanda	76%	16%	7%	Jul 11-21, 2014	-5
Burkina Faso	74%	13%	13%	May 2-13, 2014	-4
Congo (Kinshasa)	74%	14%	11%	Jul 27-Aug 18, 2014	-4
Guinea	74%	9%	17%	Jun 20-Jul 5, 2014	-16
Mali	74%	21%	5%	Oct 11-20, 2014	-9
Congo (Brazzaville)	72%	9%	19%	Aug 23-Sep 11, 2014	-4
Gabon	72%	20%	7%	Aug 28-Sep 9, 2014	-7
Cameroon	70%	12%	18%	Mar 17-30, 2014	-7
Burundi	68%	13%	19%	Oct 15-25, 2014	*
Ivory Coast	68%	24%	8%	May 18-29, 2014	+3
Sierra Leone	68%	6%	26%	Apr 9-Apr 23, 2014	+7
Togo	67%	17%	17%	Jun 15-24, 2014	*
Niger	65%	23%	11%	Oct 1-10, 2014	+4
Benin	63%	17%	20%	Jun 23-Jul 2, 2014	+3
Botswana	61%	20%	19%	Sep 5-23, 2014	-9
Mauritania	60%	31%	9%	Nov 11-23, 2014	-17
Nigeria	60%	14%	26%	May 16-Jun 3, 2014	0
Kenya	58%	30%	11%	Aug 22-Sep 2, 2014	-10
South Africa	58%	24%	18%	Nov 3-20, 2014	-1
Ghana	54%	7%	39%	Sep 5-22, 2014	-8
Zambia	53%	32%	14%	Dec 7-31, 2014	-7
Mauritius	51%	13%	37%	Oct 5-Nov 14, 2014	*
Angola	50%	10%	40%	Jul 17-Aug 16, 2014	-5
Tanzania	49%	25%	26%	Jul 6-22, 2014	-12
Madagascar	48%	22%	30%	Apr 3-28, 2014	+14
Malawi	48%	44%	8%	Oct 1-10, 2014	-13
South Sudan	48%	12%	40%	Oct 10-Dec 13, 2014	*
Uganda	48%	11%	41%	Jun 9-21, 2014	-17
Algeria	41%	53%	5%	Nov 16-29, 2014	*
Liberia	39%	20%	40%	Apr 9-May 29, 2014	+3
Namibia	35%	28%	37%	Oct 24-Nov 11, 2014	*
Tunisia	33%	49%	17%	Sep 9-19, 2014	+11
Somalia	24%	34%	42%	Nov 8-Dec 29, 2014	*
Ethiopia	22%	5%	73%	May 9-27, 2014	-28
Sudan	21%	7%	72%	Dec 10-30, 2014	*
Egypt	20%	58%	22%	Jun 19-27, 2014	+4

\* No data available for 2013  
 Figures may not add to 100% because of rounding.

**U.S. IMAGE IMPROVES SLIGHTLY IN THE AMERICAS**

U.S. leadership approval ratings in the Americas started tumbling after Barack Obama’s first year in office, along with many Latin Americans’ expectations for stronger ties between the U.S. and the region. The free fall ended in Obama’s fourth year, and in his fifth, approval ratings in the region remained stagnant at a median of 40%. In 2014, median approval inched upward to 44%. There was a double-digit increase in approval in Brazil and a double-digit decrease in Haiti.

Nearly half of Brazilians (48%) in 2014 said they approved of U.S. leadership, up from 32% the previous year. This 16-point increase in approval in 2014 suggests the public’s attitudes were beginning to thaw after the serious diplomatic fallout in 2013 following revelations that the U.S. National Security Agency had spied on Brazilian President Dilma Rousseff. With Rousseff herself later absolving the Obama administration from being directly responsible for the surveillance, and with the U.S. restoring diplomatic relations with Cuba, it is possible that Brazilians’ approval ratings could rise even higher in 2015.



Although a majority of Haitians (56%) approved of the job performance of U.S. leadership in 2014, this is down 14 points from 2013 and is the lowest approval measured since the devastating earthquake in 2010. The lower ratings in Haiti could reflect some of the controversy regarding how organizations have handled U.S. aid to the country.

**REGIONAL HIGHLIGHTS AND INSIGHTS**

- Approval in the region was highest in Canada and Puerto Rico, where about six in 10 said they approved of the leadership of the U.S. Majorities also approved in Haiti (56%), El Salvador (54%), Honduras (54%) and Costa Rica (53%).
- Argentines and Bolivians were the least likely to approve of U.S. leadership, with fewer than one in four residents in each country doing so. Argentines were twice as likely to disapprove (44%) as to approve (22%), while 35% said they did not have an opinion.

<b>The Americas</b>					
Do you approve or disapprove of the job performance of the leadership of the U.S.?					
	Approve	Disapprove	Don't know/ Refused	2014 survey dates	Approval difference from 2013 to 2014 (pct. pts.)
Canada	60%	32%	8%	Sep 22-Oct 26, 2014	-6
Puerto Rico	59%	22%	19%	Dec 13-21, 2014	*
Haiti	56%	32%	12%	Nov 12-22, 2014	-14
El Salvador	54%	18%	28%	Oct 19-Nov 3, 2014	+2
Honduras	54%	15%	31%	Oct 17-27, 2014	+8
Costa Rica	53%	21%	26%	Jul 27-Aug 12, 2014	-2
Panama	50%	22%	28%	Aug 21-Sep 27, 2014	+4
Brazil	48%	24%	29%	May 1-25, 2014	+16
Jamaica	48%	19%	33%	Oct 17-Nov 8, 2014	+6
Paraguay	48%	18%	34%	Oct 1-23, 2014	-3
Dominican Republic	47%	13%	40%	Oct 22-Nov 10, 2014	-1
Guatemala	44%	33%	23%	Sep 30-Oct 22, 2014	+5
Mexico	43%	38%	19%	Aug 27-Sep 12, 2014	-7
Venezuela	43%	24%	34%	Nov 23-Dec 23, 2014	+8
Colombia	40%	25%	35%	Aug 9-Sep 6, 2014	+4
Ecuador	39%	31%	30%	Aug 2-Sep 4, 2014	-2
Peru	39%	28%	33%	Jul 5-Aug 23, 2014	+5
Belize	36%	25%	39%	Nov 12-22, 2014	*
Chile	36%	31%	33%	Nov 1-Dec 26, 2014	+3
Nicaragua	33%	29%	37%	Sep 27-Oct 15, 2014	0
Uruguay	29%	30%	41%	Sep 12-Nov 5, 2014	-2
Bolivia	23%	33%	44%	Sep 18-Nov 22, 2014	-3
Argentina	22%	44%	35%	Jul 17-Aug 23, 2014	-1

\* No data available for 2013

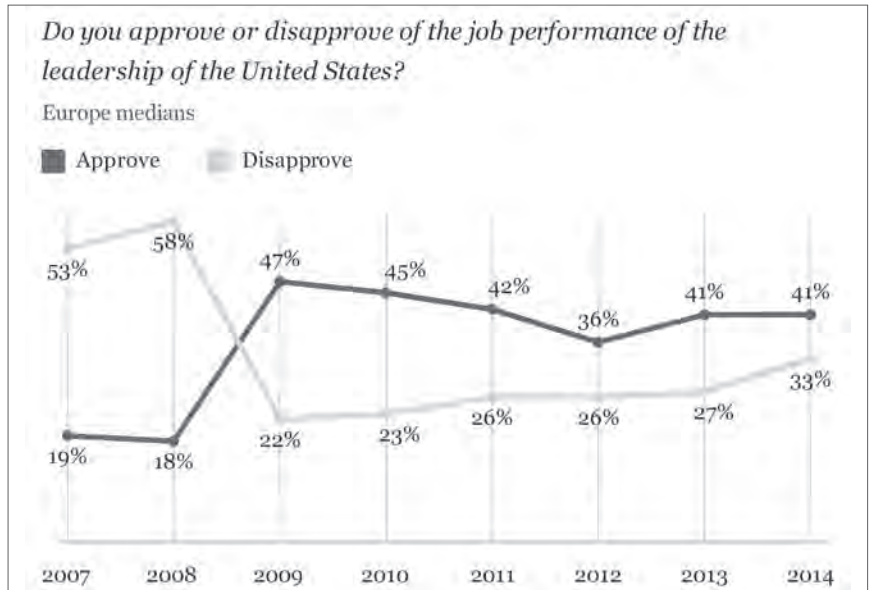
Figures may not add to 100% because of rounding.

**EUROPEAN APPROVAL LARGELY STABLE; DISAPPROVAL UP**

Europe led declines in U.S. approval in 2012 as America likely shouldered some of the blame for the financial crisis there, but ratings started to improve as Europe began to recover in 2013. Median approval remained unchanged the following year, standing at 41% in 2014. This stability would seem to suggest that the public outrage in Europe over U.S. spying allegations in late 2013 (after surveys concluded that year) did not linger into 2014, but higher disapproval numbers suggest at least residual resentment. While the 33% median disapproval in Europe is the highest since Obama has been in office, this is still far lower than the majority disapproval observed during the last years of the George W. Bush administration.

**U.S. LEADERSHIP STRONG AMONG KEY ALLIES, NOT RUSSIA**

The U.S. garnered majority support in 13 countries in 2014 that spanned most of the regions of Europe, and included key allies such as Italy, Ireland, Denmark, France and the United Kingdom. Out of the seven countries where there were double-digit increases in U.S. approval ratings in 2014, four were in Europe.



The crisis in Ukraine and tensions with Russia in 2014 clearly soured public opinion of U.S. leadership in Russia and former Soviet republic Belarus. Approval ratings in both countries dropped to single-digit record lows, and disapproval doubled in each country. But Russians’ ratings of the U.S. had the added distinction of being the worst in the world in 2014, with residents giving the U.S. the highest disapproval (82%) and the lowest approval (4%) of all populations surveyed.

**REGIONAL HIGHLIGHTS AND INSIGHTS**

- After the crisis in Ukraine and Crimea, Russian approval remained the lowest in the region, sinking to a record low (4%); approval remained highest in Kosovo (81%).
- Majorities in Russia (82%), Belarus (69%), Austria (55%), Slovenia (54%) and Serbia (53%) disapproved of the leadership of the U.S.



<b>Europe</b>					
Do you approve or disapprove of the job performance of the leadership of the U.S.?					
	Approve	Disapprove	Don't know/ Refused	2014 survey dates	Approval difference from 2013 to 2014 (pct. pts.)
Kosovo	81%	9%	11%	Jun 28-Aug 5, 2014	-3
Albania	74%	13%	13%	Jul 4-Aug 11, 2014	-2
Netherlands	66%	27%	7%	Sep 3-Oct 2, 2014	+6
Belgium	64%	27%	9%	Sep 3-Oct 3, 2014	+7
Ireland	61%	29%	9%	Sep 15-Oct 14, 2014	-9
United Kingdom	61%	28%	11%	Sep 15-Oct 16, 2014	-2
Italy	59%	32%	9%	Sep 11-Oct 9, 2014	0
Portugal	55%	18%	27%	Sep 15-Oct 18, 2014	0
Hungary	54%	16%	30%	Nov 18-Dec 31, 2014	+10
Luxembourg	53%	32%	14%	Sep 18-Oct 18, 2014	+12
Norway	53%	35%	12%	Sep 4-Oct 3, 2014	*
France	52%	27%	21%	Sep 15-Oct 13, 2014	+12
Denmark	51%	27%	22%	Sep 4-Oct 1, 2014	-5
Romania	50%	16%	34%	Jul 1-Aug 12, 2014	-8
Lithuania	49%	24%	27%	Jul 11-Aug 5, 2014	-1
Finland	45%	44%	12%	Aug 11-Sep 1, 2014	-4
Germany	44%	46%	10%	Sep 15-Oct 24, 2014	-5
Switzerland	44%	45%	11%	Aug 27-Sep 16, 2014	*
Spain	43%	41%	16%	Sep 11-Oct 9, 2014	+9
Croatia	41%	38%	21%	Jun 26-Aug 26, 2014	+11
Sweden	41%	29%	30%	Sep 4-Oct 1, 2014	+4
Macedonia	39%	29%	32%	Jul 2-Aug 17, 2014	-8
Moldova	39%	18%	43%	Jul 18-Aug 12, 2014	-3
Poland	39%	32%	28%	Jun 28-Aug 26, 2014	-1
Czech Republic	38%	34%	28%	Jun 29-Aug 29, 2014	-2
Ukraine	38%	32%	30%	Sep 11-Oct 17, 2014	+5
Estonia	36%	40%	24%	Jun 16-Jul 20, 2014	-8
Bulgaria	35%	28%	37%	Jun 27-Aug 18, 2014	-10
Northern Cyprus	35%	42%	23%	Aug 27-Sep 29, 2014	-9
Slovakia	33%	35%	32%	Jun 21-Jul 27, 2014	-7
Austria	32%	55%	13%	Sep 18-Oct 20, 2014	-7
Latvia	31%	44%	25%	Jun 28-Sep 30, 2014	-4
Slovenia	30%	54%	17%	Aug 29-Sep 30, 2014	+3
Bosnia and Herzegovina	29%	35%	36%	Jun 23-Aug 31, 2014	-4
Cyprus	29%	40%	31%	Sep 15-Oct 30, 2014	+1
Greece	26%	49%	25%	Jun 20-Jul 28, 2014	+4
Montenegro	26%	49%	25%	Jun 21-Aug 4, 2014	+1
Serbia	15%	53%	32%	Jul 5-Aug 29, 2014	-5
Belarus	7%	69%	24%	Jun 12-Jul 8, 2014	-12
Russia	4%	82%	14%	Apr 22-Jun 9, 2014	-12

\* No data available for 2013  
 Figures may not add to 100% because of rounding.

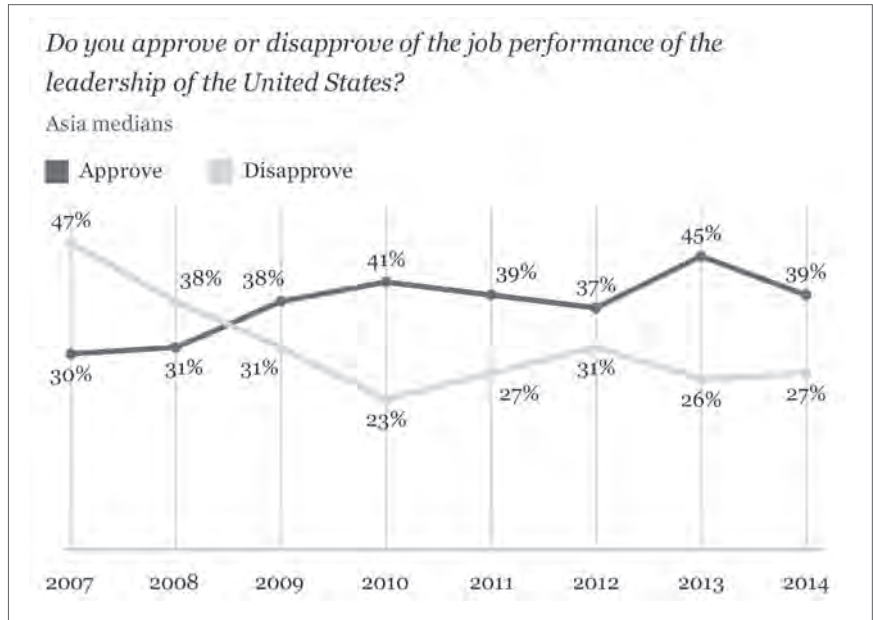
**APPROVAL DROPS IN ASIA**

Although Obama made two trips to the region in 2014, the image of U.S. leadership did not appear to benefit from the administration’s attempts to strengthen its alliances and trade partnerships throughout the Asia-Pacific region — nor did it benefit from the U.S. overtures to negotiate a nuclear deal with Iran or the end of combat missions in Afghanistan. In fact, the 39% median approval in 2014 dropped to the same level observed in 2011.

Some of the biggest losses in approval in 2014 took place in former Soviet republics in Central Asia, where the crisis in Ukraine and U.S. tensions with Russia cast a shadow over relations. Kazakhstan led the region — and the world — in declines, with approval ratings of the U.S. dropping 28 points between 2013 and 2014. There were also double-digit declines in Tajikistan and Kyrgyzstan. All three countries remain close to the Kremlin and share a long history of cultural and economic ties.

Approval also dropped substantially (19 points) in Bangladesh, where relations with the U.S. have soured since the

parliamentary elections there in early 2014, and in Mongolia (10 points). While there were a number of double-digit losses, there were no double-digit gains in approval of U.S. leadership in any country in the region.



**A REGION DIVIDED**

Ratings still vary considerably across the region. In 2013, more countries tended to be more positive than negative toward U.S. leadership, but this was not the case in 2014. Now the region is evenly divided. Countries that were once more positive than negative shifted to being more negative than positive. This includes Tajikistan, Bangladesh and Kazakhstan.

In the past, the list of countries with the highest disapproval ratings of the U.S. worldwide has been dominated by countries in the Middle East and North Africa and South Asia regions. While this is still largely the case, former Soviet countries now appear among them. In Asia, residents of the Palestinian Territories (72%) were the most disapproving, with Lebanon (66%) and Pakistan (65%) following closely behind. In Iran, the 61% who disapproved of U.S. leadership in 2014 was up slightly from the previous year, despite ongoing negotiations between the two countries.

**REGIONAL HIGHLIGHTS AND INSIGHTS**

- Cambodia and the Philippines led the region with the highest approval of U.S. leadership in 2014, with two in three residents in each country approving of U.S. leadership. Majorities in four other countries — New Zealand, Singapore, Israel and Australia — also approved.
- There were no double-digit increases in U.S. approval in Asia. In Tajikistan, Kazakhstan, Kyrgyzstan, Mongolia and Bangladesh, there were double-digit declines in U.S. leadership approval.

<b>Asia</b>					
Do you approve or disapprove of the job performance of the leadership of the U.S.?					
	Approve	Disapprove	Don't know/ Refused	2014 survey dates	Approval difference from 2013 to 2014 (pct. pts.)
Cambodia	67%	8%	25%	Jun 28-Jul 17, 2014	0
Philippines	66%	27%	7%	Jul 6-12, 2014	+5
New Zealand	56%	24%	20%	Sep 13-Oct 28, 2014	-6
Singapore	55%	14%	31%	May 27-Aug 6, 2014	*
Israel	54%	37%	9%	Sep 15-Oct 15, 2014	+1
Australia	53%	27%	21%	Sep 21-Nov 13, 2014	-6
South Korea	49%	21%	30%	Oct 1-Nov 25, 2014	-9
Taiwan	49%	19%	33%	Sep 24-Oct 30, 2014	+2
Georgia	47%	19%	34%	Jun 14-Jul 5, 2014	+1
Japan	46%	21%	34%	Oct 11-Dec 1, 2014	0
Azerbaijan	45%	30%	24%	Jul 13-Aug 8, 2014	-3
Armenia	43%	24%	33%	Jun 22-Jul 21, 2014	-4
Mongolia	43%	9%	48%	June 4-28, 2014	-10
Nepal	43%	11%	45%	May 2-26, 2014	-2
Afghanistan	42%	41%	17%	Aug 18-Sep 12, 2014	-4
Myanmar	41%	2%	57%	Sep 29-Oct 17, 2014	-2
Thailand	39%	25%	37%	Aug 21-Oct 2, 2014	-8
Hong Kong	38%	48%	14%	Nov 8-Dec 18, 2014	*
Iraq	32%	53%	15%	Nov 12-Dec 23, 2014	+9
Turkey	32%	47%	21%	Oct 9-Nov 1, 2014	+6
Uzbekistan	30%	25%	45%	Jul 13-Aug 9, 2014	-9
Indonesia	29%	25%	46%	May 3-Jun 4, 2014	-3
Malaysia	29%	40%	32%	Nov 19-Dec 18, 2014	*
Bangladesh	28%	38%	34%	Apr 26-May 13, 2014	-19
India	25%	10%	65%	Sep 7-Oct 15, 2014	+3
Tajikistan	25%	54%	22%	Aug 1-30, 2014	-20
Pakistan	22%	65%	12%	May 5-14, 2014	0
Kyrgyzstan	21%	52%	27%	Jul 18-Aug 18, 2014	-10
Lebanon	21%	66%	14%	Jun 9-Jul 6, 2014	+3
Sri Lanka	17%	19%	64%	Jun 4-Jul 19, 2014	-1
Yemen	17%	50%	33%	May 30-Jun 12, 2014	+8
Palestinian Territories	16%	72%	12%	May 15-Jun 14, 2014	+3
Iran	14%	61%	25%	Nov 7-22, 2014	-1
Kazakhstan	9%	52%	39%	Jul 4-Aug 13, 2014	-28

\* No data available for 2013  
 Figures may not add to 100% because of rounding.

**MORE BIG LOSSES IN 2014**

Approval of U.S. leadership dropped substantially — by 10 points or more — in 16 countries in 2014. This is more than the nine countries in 2013. Losses were primarily clustered in former Soviet Union countries and sub-Saharan Africa.

Biggest Losses in Approval		
	Approve	Approval difference from 2013 to 2014 (pct. pts.)
Ethiopia	22%	-28
Kazakhstan	9%	-28
Tajikistan	25%	-20
Bangladesh	28%	-19
Mauritania	60%	-17
Uganda	48%	-17
Guinea	74%	-16
Haiti	56%	-14
Malawi	48%	-13
Belarus	7%	-12
Russia	4%	-12
Tanzania	49%	-12
Bulgaria	35%	-10
Kenya	58%	-10
Kyrgyzstan	21%	-10
Mongolia	43%	-10

**FEWER GAINS IN 2014**

U.S. leadership approval made substantial gains in seven countries in 2014, compared with 17 in 2013.

Biggest Gains in Approval		
	Approve	Approval difference from 2013 to 2014 (pct. pts.)
Brazil	48%	+16
Madagascar	48%	+14
France	52%	+12
Luxembourg	53%	+12
Croatia	41%	+11
Tunisia	33%	+11
Hungary	54%	+10

## **METHODOLOGY**

Results are based on face-to-face and telephone interviews with approximately 1,000 adults, aged 15 and older, conducted throughout 2013 in 130 countries and 2014 in 135 countries. For results based on the total samples, margin of sampling error ranges from  $\pm 2.5$  percentage points to  $\pm 5.2$  percentage points at the 95% confidence level. The margin of error reflects the influence of data weighting. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

With some exceptions, all samples are probability-based and nationally representative of the resident population aged 15 and older.

Exceptions include areas where the safety of interviewing staff is threatened, scarcely populated islands in some countries, and areas that interviewers can reach only by foot, animal or small boat.

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