

THE WORLD LOSES CONFIDENCE IN GLOBAL LEADERS,

according to the first and oldest Global Survey “End of the Year” Gallup International.

It is often said that during times of uncertainty we need our leaders to ‘step up’ – history looks back fondly on Winston Churchill, on Nelson Mandela, on Mahatma Gandhi and many others. Yet while we witness global business leadership (Jack Ma, Jeff Bezos, Bill and Melinda Gates etc.), the latest survey from Gallup International, the world’s longest running global polling agency, reveals that negative attitudes towards our main political leaders across the world are growing.

The survey carried out in 57 countries across the globe shows that although maintaining a positive image across the world, German Chancellor Angela Merkel, while grabbing top spot as the most positively evaluated leader (net score +20%), lost 6% compared with a year ago. Last year’s number one - President Emmanuel Macron of France – has had his favorability on the global stage fall significantly (from +21 to +6%). Both European leaders of course have also faced significant challenges at home in the last year.

US Present Donald Trump remains unchallenged at the bottom of the ranking with a net score of -28%, while Russian President Vladimir Putin lost 16% of the positive views he was gathering last year. Putin’s favorability in his own country is also in decline, driven often by economic challenges at home.

However, as with last year, Pope Frances remains the most trusted leader in the world with a net score of +28 (although even he lost points on last year).

Kancho Stoychev, President GIA:

“Tensions across the world are growing and leadership is in crisis almost everywhere. Are those tensions growing because of bad leadership or is bad leadership leading to growing tensions is not a productive question. Many point out that the gap between elites and masses is reacting intolerable levels and post WW2 global order is following apart. Mistrust in politics and political systems is on the rise and the fundamental question is not about how to find better representation of the will of the people but how the people can control their elected representatives more effectively. More direct democracy may be the answer which means that the right thing to ask is how to achieve it following recent negative experiences with the French referendum on the EU constitution, the Dutch one after it and the Brexit challenge”.

Methodology, Sample Size and Mode of Field Work:

The Gallup International End of Year Survey (EoY) is an annual tradition initiated by and designed under the chairmanship of Dr. George Gallup in 1977. It is conducted every year since then. This year it was carried out by the Gallup International Association and partners in 57 countries around the world, representing the population of all G20 countries (except China) and about 57% of the global population.

Due to political, cultural or religious specifics some survey questions are not asked in all countries.

The question on political leaders was polled in 45 countries across the globe among a total of 46 952 persons. In each surveyed country a representative sample of around 1000 men and women was interviewed either face to face, via telephone or online. The margin of error for the survey is between 3% and 5% at 95% confidence level. The field work was conducted during October 2018 – January 2019.

EoY Survey Regions Coverage:

- EU Total: Combines EU West and EU East sub-groups (n=13 615)
- EU West: Austria, Finland, France, Germany, Italy, Netherlands, Spain, UK (n=7 510)
- EU East: Bulgaria, Czech Republic, Latvia, Poland, Romania, Hungary (n=6 105)
- Non-EU Europe: Albania, Armenia, Bosnia and Herzegovina, Georgia, Kosovo, Macedonia, Moldova, Serbia, Switzerland, Ukraine (n=9 461)
- USA (n=1 045)
- Canada (n=600)
- India (n=1 001)
- Russia (n=1 000)
- Latin America: Argentina, Brazil, Colombia, Ecuador, Mexico, Paraguay, Peru (n=5 526)
- East Asia: Hong Kong, Indonesia, Japan, Philippines, Republic of Korea, Thailand, Vietnam (n=6 400)
- West Asia: Afghanistan, Azerbaijan, Kazakhstan, Pakistan, Turkey (n=5 671)
- Middle East: Iraq, Jordan, Lebanon, Syria, Saudi Arabia (n=5 351)
- Africa: Ghana, Nigeria, South Africa (n= 2 815)
- Australia & New Zealand (n=2 039)

About Gallup International

Gallup International Association (GIA) is the leading association in market research and polling and this year celebrates its 72nd anniversary.

For over 70 years 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. GIA has over 50 members and conducts research in over 100 countries.

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For further details see website: www.gallup-international.com



End of Year Survey 2018 Participants
(GIA Members and Partners presented in alphabetical order)

Country	Vendor Company	Sample size	Fieldwork Dates	Method	Representativeness
Row %					
AFGHANISTAN	ACSOR-Surveys	1 763	15-25.10.2018	F2F	National 18+
ALBANIA	Be Research LLC	1 040	08-18.11.2018	CAPI	National, 18-65
ARGENTINA	Voices! Research & Consultancy	1 002	02-15.10.2018	F2F, CAPI	National, 16+
ARMENIA	MPG LLC	1 111	17-22.11.2018	CAPI	National, 18+
AUSTRALIA	Roy Morgan Research	1 028	13-14.12.2018	CAWI	National
AUSTRIA	Österreichisches Gallup Institut	1 000	22.11-03.12.2018	CAWI	National, 14+
AZERBAIJAN	SIAR Research and Consulting Group	507	12.11.-04.12.2018	CATI	National, 18-64
BRAZIL	Lightspeed Research Limited	800	14-21.01.2019	CAWI	National, 18+
BOSNIA & HERZEGOVINA	Mareco Index Bosnia	1 000	05-18.11.2018	CATI	National, 18+
BULGARIA	Gallup International	1 053	02-09.11.2018	CAPI	National, 18+
CANADA	Lightspeed Research Limited	600	14-21.01.2019	CAWI	National, 18-65
COLOMBIA	Centro Nacional de Consultoría	1 000	14-17.12.2018	CATI	National, 18+
CZECH REPUBLIC	MARECO Ltd. Praha	1 500	14.11-03.12.2018	F2F	National, 18+
ECUADOR	CEDATOS	700	26.11-16.12.2018	F2F	National, 16+
FINLAND	Taloustutkimus Oy	1 134	07-11.12.2018	CAWI	National, 15+
FRANCE	BVA	1 000	23-29.11.2018	CAWI	National, 15+
GEORGIA	GORBI	1 008	18-25.11.2018	CAPI	National, 18+
GERMANY	Österreichisches Gallup Institut	1 000	03-07.12.2018	CAWI	National, 16+
GHANA	Candino Global	500	20.11-03.12.2018	CAPI	Urban, 18-64
HONG KONG	CSG (Consumer Search Group)	505	28.10-21.11.2018	Online	National, 18+



End of Year Survey 2018 Participants – Contd.
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Row %					
HUNGARY	Österreichisches Gallup Institut	1 000	10-20.12.2018	CAWI	National
INDIA	Impetus Research Pvt. Ltd	1 001	22.10-30.11.2018	CATI	National, 18+
INDONESIA	Deka	1 040	14-25.11.2018	F2F	5 big cities, 18+
IRAQ	IIACSS	1 000	03-28.11.2018	CAPI	Urban, 18-65
ITALY	DOXA	1 072	16-30.11.2018	CAPI	National, 15+
JAPAN	NRC (Nippon Research Center)	1 155	01-13.11.2018	F2F	National, 15-79
JORDAN	MRO	1 000	29.10-20.11.2018	F2F	National, 18+
KAZAKHSTAN	BISAM - CENTRAL ASIA	1 400	22.11-11.12.2018	F2F CAPI	Urban, 18+
KOSOVO	Be Research LLC	978	06-18.11.2018	F2F	National, 18+
LATVIA	SKDS	1 005	29.11-05.12.2018	CAWI	National, 18-75
LEBANON	MRO	1 000	29.10-20.11.2018	F2F	National, 18+
MACEDONIA	BRIMA	1 212	22.11-06.12.2018	F2F, TAPI	National, 15+
MEXICO	BRAIN	500	10-14.12.2018	Online	Urban, 18-64
MOLDOVA	CBS - AXA S.R.L., I.M.	600	10-20.10.2018	CATI	National, 18+
NETHERLANDS	Motivaction International B.V.	503	15-19.01.2019	Online	National, 18-70
NEW ZEALAND	Roy Morgan Research	1 011	13-14.12.2018	CAWI	National
NIGERIA	Market Trends International	800	28.11-05.12.2018	F2F, TAPI	National, 18+
PAKISTAN	Gallup Pakistan	1 000	13-20.10.2018	F2F	National, 18-65
PARAGUAY	INSTITUTO DE COMUNICACION Y ARTE - ICA	515	11/12.2018	Online	Main Cities
PERU	DATUM Internacional	1 009	09-14.11.2018	CAPI	National, 18-70



Country	Vendor Company	Sample size	Fieldwork Dates	Method	Representativeness
Row %					
PHILIPPINES	PSRC	1 000	06-20.11.2018	F2F, PAPI	National, 18+
POLAND	MARECO POLSKA	1 017	20-30.10.2018	F2F, PAPI	National, 18+
REPUBLIC OF KOREA	Gallup Korea	1 500	08-28.11.2018	F2F	National, 18+
ROMANIA	TNS CSOP	530	15-29.11.2018	CATI	National, 18-64
RUSSIA	Romir	1 000	28.11-02.12.2018	F2F	National, 18+
SAUDI ARABIA	Mashora House for Public Opinion Polls	1 836	10-19.12.2018	CATI	National, 15+
SERBIA	TNS Medium Gallup	1 012	20.10-04.11.2018	F2F, TAPI	National, 18+
SOUTH AFRICA	Freshly Ground Insights (FGI)	1 515	23.10-29.11.2018	Online	National, 18+
SPAIN	SIGMA DOS	800	14-15.12.2018	CATI	National, 18+
SWITZERLAND	Opinion Plus	1 000	12-17.12.2018	Online panel	National, 15+
SYRIA	Syrian & Levant Market Compass	515	22.11-13.12.2018	F2F	National, 18+
THAILAND	Infosearch co.ltd	600	05-30.11.2018	F2F	National, 18+
TURKEY	Barem	991	01.11-07.12.2018	CATI	National, 18+
UK	ORB International (Opinion Research Business)	1 001	07-10.12.2018	Online	National, 18+
UKRAINE	Romir Ukraine	500	30.11-04.12.2018	Online	Urban, 18+
USA	Survey Monkey	1 045	06-07.12.2018	Online panel	National, 18+
VIETNAM	Indochina Research	600	05-23.11.2018	F2F, CAPI	Urban, 18-64