

POLLING AROUND THE WORLD

# VOICE OF THE PEOPLE

42<sup>nd</sup> Annual Global End of Year Survey

2018 Opinion Poll in 58 Countries Across the Globe

**GALLUP**  
**INTERNATIONAL**

*founded 1947*

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It contains the survey results from End of the Year 42nd Annual Global Poll.

## INTERNATIONAL POLICIES OF THE UNITED STATES AND RUSSIA ARE DESTABILIZING THE WORLD

About equal numbers - respectively 56% (USA) and 52% (Russia) - of the surveyed global citizens hold negative opinions of the role of the two military superpowers, with only one in four believing their foreign policies have a stabilizing impact on world's affairs.

Internally about two thirds of Russians are convinced that the international policies of their country are having a stabilizing effect. The same figure is significantly (twice) lower among US citizens, reflecting the deep internal divisions within American society.

The European Union is globally perceived as the most stabilizing force in the World and has positive net scores in all surveyed regions except Russia and West Asia.

Although the perception of China is negative it is not as negative as the world's view towards the US and Russia.

*"It's a shame that the only positively defined global power, the EU, is in deep internal disarray"- comments **Kancho Stoychev, President GIA** - "The global picture resembles the Cold War again but in fact is totally different because the established after the WW 2 order now is falling apart in front of our eyes every day. The tensions between the Superpowers in the past were not destabilizing because of agreed rules. The main characteristic of the current international situation can now be defined most simply by two words: no rules. Or: broken rules.*

*We can of course try to calm ourselves by arguing that it's not exactly like that but this is not going to change the requirement of urgent dialogue between US, Russia, China and the EU on new global rules. Historically new order has always evolved from strength and blood. We can't afford this again because next time it will be the last one for all of us."*



## SUPERPOWERS POLICIES EVALUATION

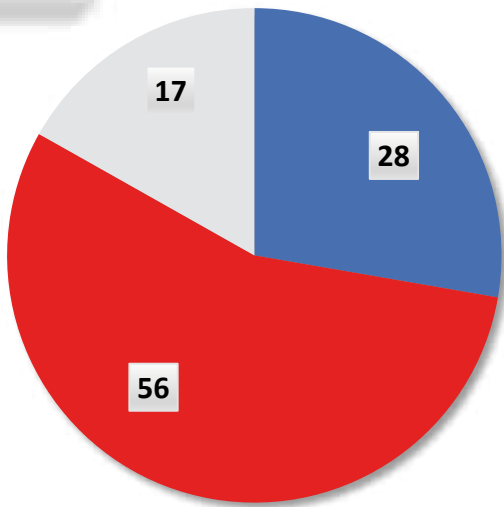
**What do you think about the international policies of the following four superpowers – are their policies stabilizing or destabilizing the world?**

■ stabilizing    
 ■ destabilizing    
 ■ DK/NA



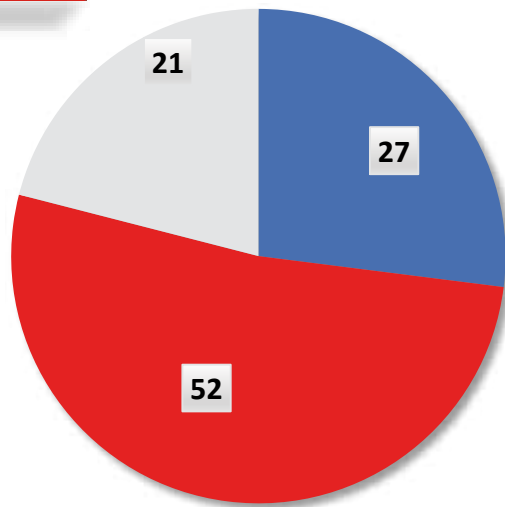
**Global NET Score: -28**

**USA**



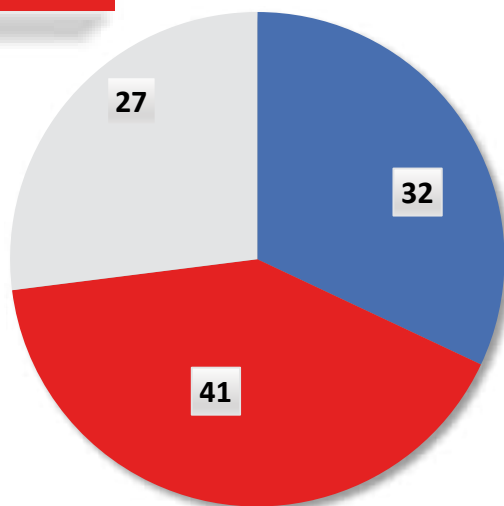
**Global NET Score: -25**

**Russia**



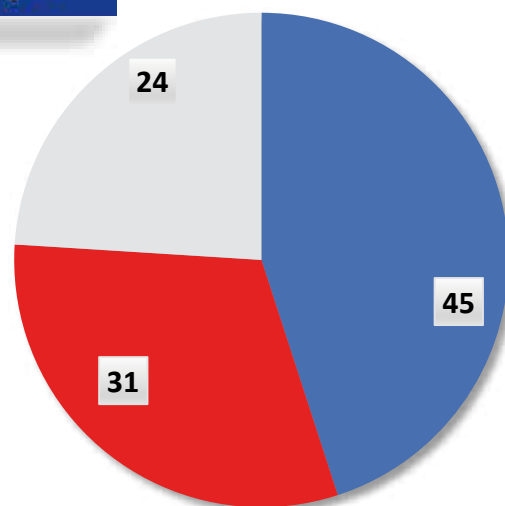
**Global NET Score: -9**

**China**



**Global NET Score: +14**

**EU**



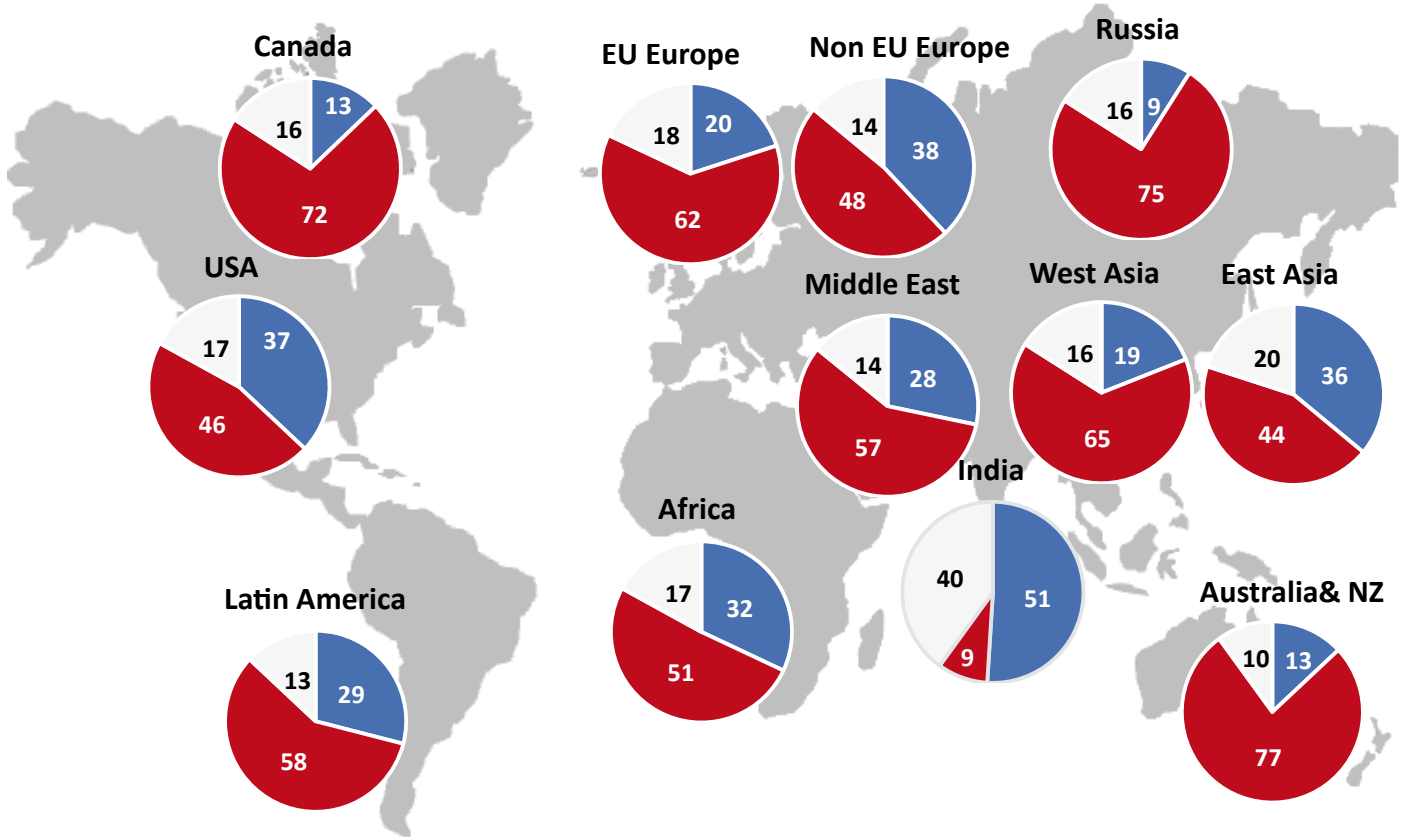
**Definitions:**

Global NET Score = Stabilizing vs. Destabilizing

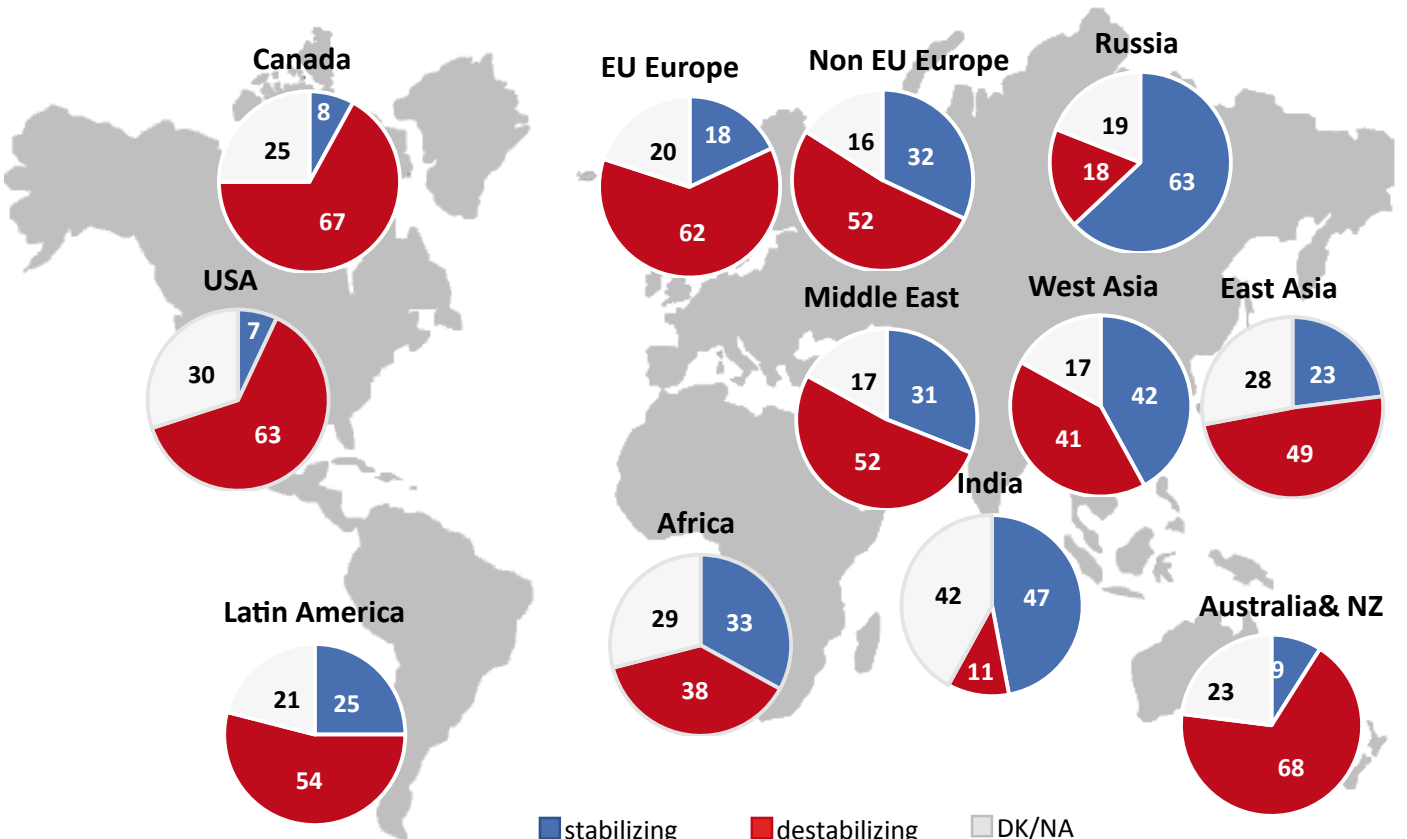


## SUPERPOWERS POLICIES EVALUATION BY REGION

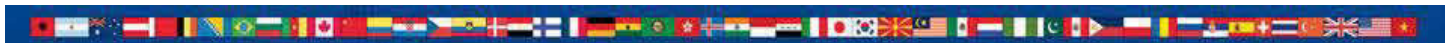
**International policy of USA – is it stabilizing or destabilizing for the world?**



**International policy of RUSSIA – is it stabilizing or destabilizing for the world?**

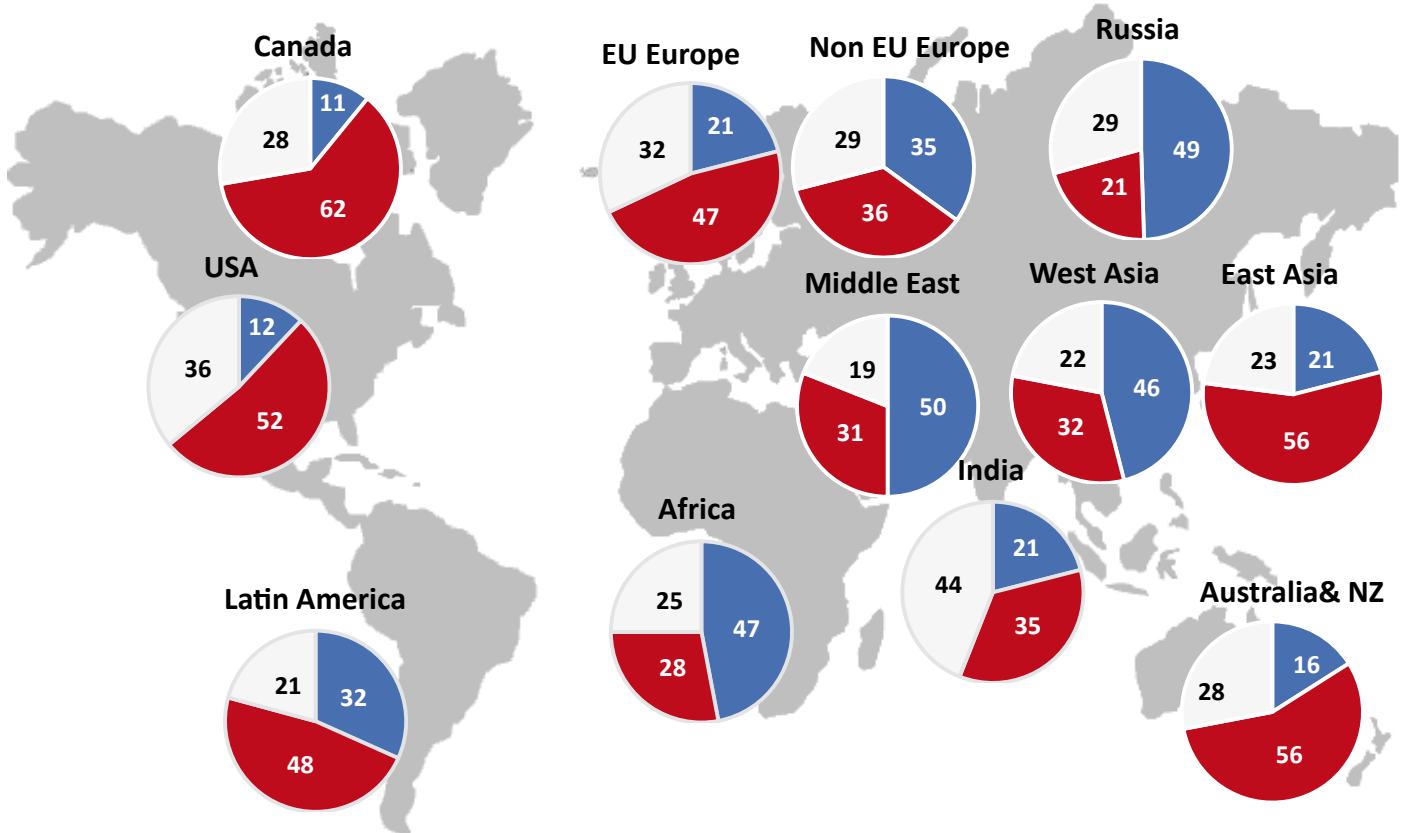


■ stabilizing   
 ■ destabilizing   
 ■ DK/NA

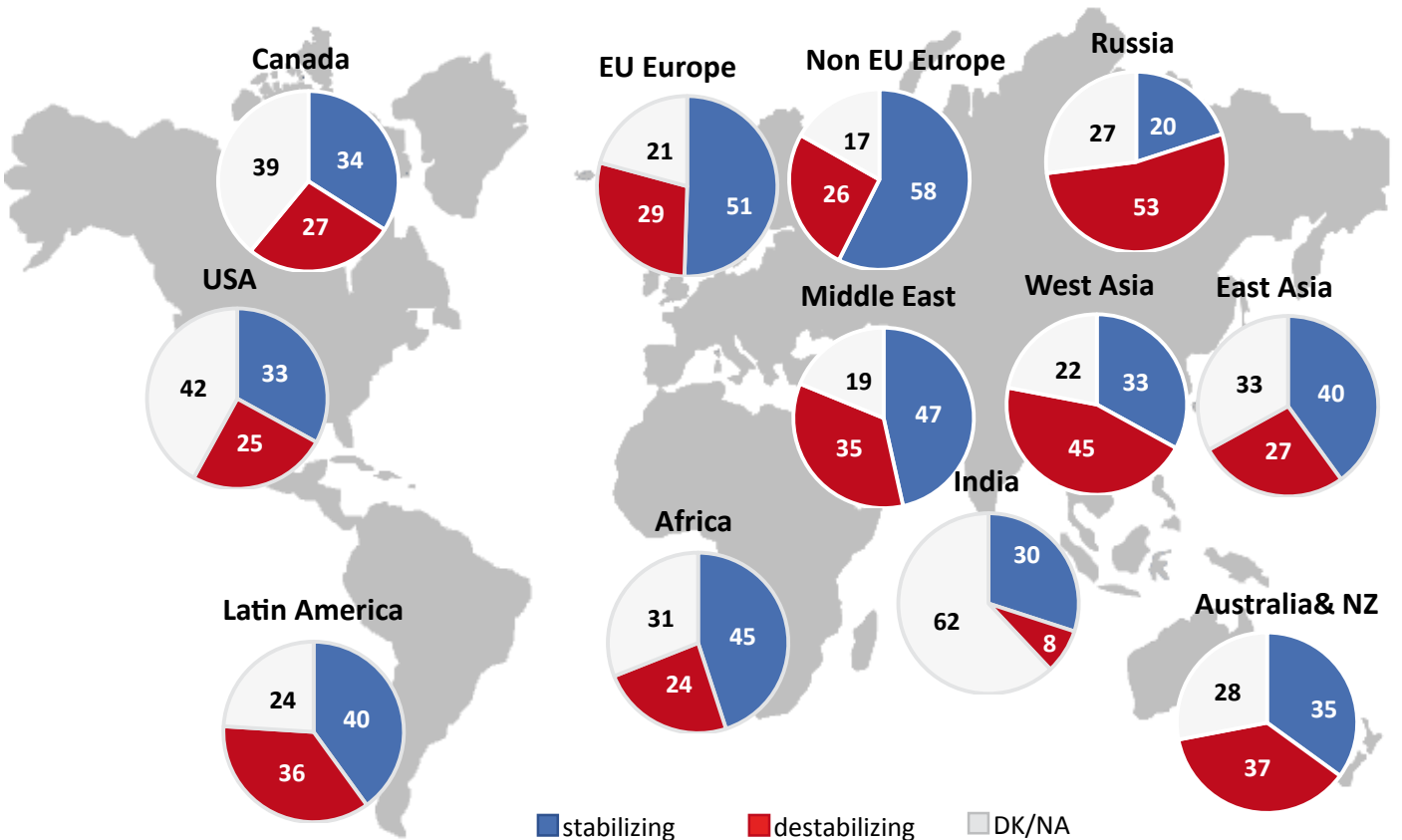


## SUPERPOWERS POLICIES EVALUATION BY REGION

**International policy of CHINA – is it stabilizing or destabilizing for the world?**



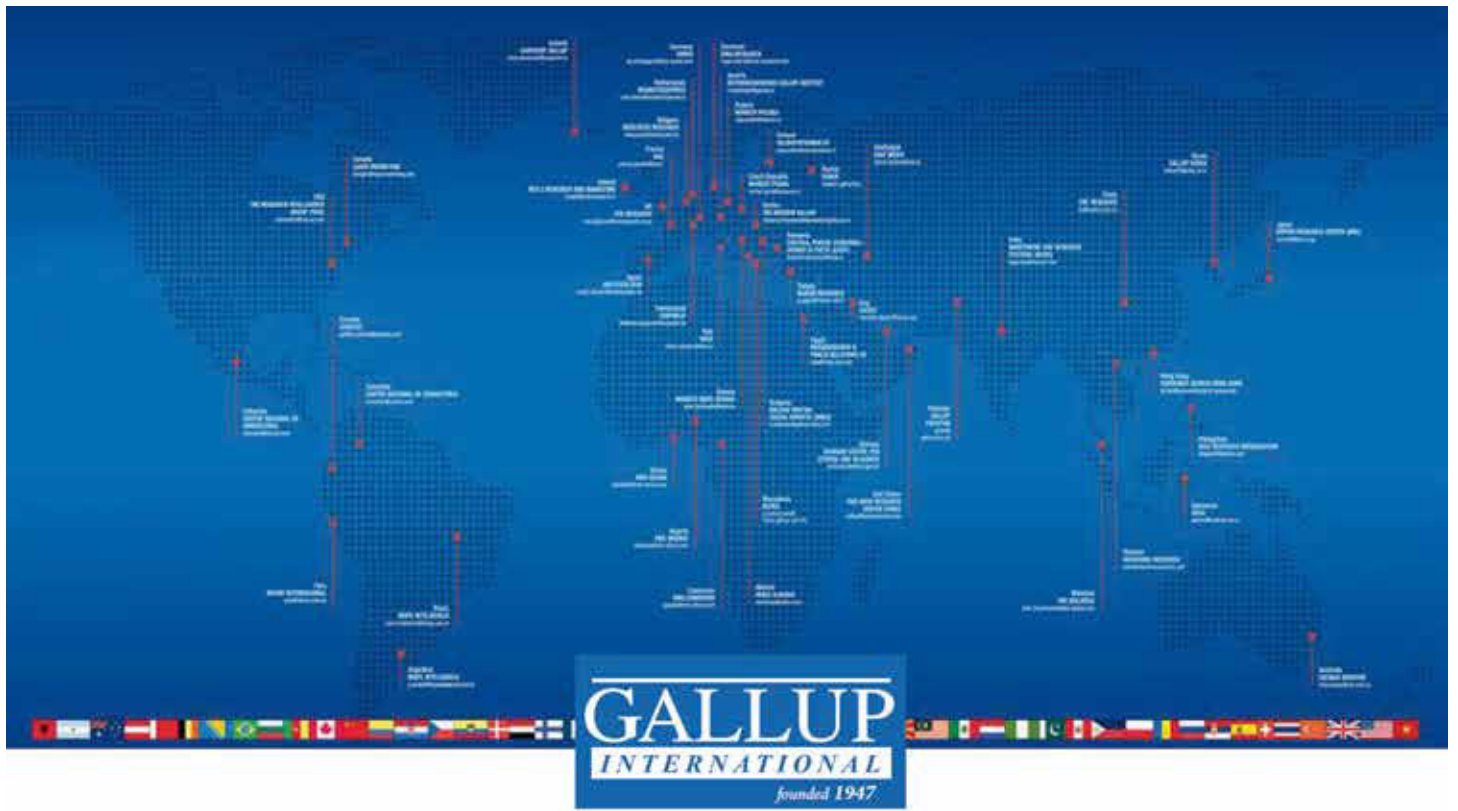
**International policy of EU – is it stabilizing or destabilizing for the world?**



■ stabilizing   
 ■ destabilizing   
 ■ DK/NA







# Methodology. Participants.



## 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 among 56 030 respondents in 58 countries around the world, representing the population of all G20 countries (except China) and about 58% of the global population.

In each surveyed country a representative sample of around 1000 men and women was interviewed either face to face (29 countries, 29587 interviews), via telephone (10 countries, 978 interviews) or online (19 countries, 16662 interviews). The margin of error for each survey is between 3% and 5% at 95% confidence level. The field work was conducted in the last two months of 2018.

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

### Regions Coverage:

- EU Total: Austria, Bulgaria, Czech Republic, Finland, France, Germany, Hungary, Italy, Latvia, Poland, Romania, Spain, UK, Netherlands (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: Ethiopia, Ghana, Nigeria, South Africa (n= 4 321)
- Australia & New Zealand (n=2 039)

Note: USA, Russia, India and Canada are not further aggregated in other region/s.





## GIA MEMBERS AND PARTNERS

Country	Supplier	Country	Supplier
AFGHANISTAN	ACSOR-Surveys	KOSOVO	Be Research LLC
ALBANIA	Be Research LLC	LATVIA	SKDS
ARGENTINA	Voices! Research & Consultancy	LEBANON	MRO
ARMENIA	MPG LLC	MACEDONIA	BRIMA
AUSTRALIA	Roy Morgan Research	MEXICO	BRAIN
AUSTRIA	Österreichisches Gallup Institut	MOLDOVA	CBS - AXA S.R.L., I.M.
AZERBAIJAN	SIAR	NETHERLANDS	Motivaction International B.V.
BRAZIL	Lightspeed Research Limited	NEW ZEALAND	Roy Morgan Research
B&H	Mareco Index Bosnia	NIGERIA	Market Trends International
BULGARIA	Gallup International	PAKISTAN	Gallup Pakistan
CANADA	Lightspeed Research Limited	PARAGUAY	Instituto de Comunicacion y Arte –ICA
COLOMBIA	Centro Nacional de Consultoría	PERU	DATUM Internacional
CZECH REPUBLIC	MARECO Ltd. Praha	PHILIPPINES	PSRC
ECUADOR	CEDATOS	POLAND	MARECO POLSKA
ETHIOPIA	WAAS International P.L.C	REP. OF KOREA	Gallup Korea
FINLAND	Taloustutkimus Oy	ROMANIA	TNS CSOP
FRANCE	BVA	RUSSIA	Romir
GEORGIA	GORBI	SAUDI ARABIA	Mashora House for Public Opinion Polls
GERMANY	Österreichisches Gallup Institut	SERBIA	TNS Medium Gallup
GHANA	Candino Global	SOUTH AFRICA	Freshly Ground Insights (FGI)
HONG KONG	CSG (Consumer Search Group)	SPAIN	SIGMA DOS
HUNGARY	Österreichisches Gallup Institut	SWITZERLAND	Opinion Plus
INDIA	Impetus Research Pvt. Ltd	SYRIA	Syrian & Levant Market Compass
INDONESIA	Deka	THAILAND	Infosearch co. ltd
IRAQ	IIACSS	TURKEY	Barem
ITALY	DOXA	UK	ORB International
JAPAN	NRC (Nippon Research Center)	UKRAINE	Romir Ukraine
JORDAN	MRO	USA	Survey Monkey
KAZAKHSTAN	BISAM - CENTRAL ASIA	VIETNAM	Indochina Research





‘Polling is merely an instrument for gauging public opinion. When a President, or any other leader, pays attention to poll results, he is, in effect, paying attention to the views of the people. Any other interpretation is nonsense.’

**Dr. George Gallup**  
Founder of Gallup International  
Association

# VOICE OF THE PEOPLE

## About Gallup International

Gallup International Association (GIA) is the leading independent global association in market research and polling founded in 1947 by Dr. George Gallup and registered in Zurich, Switzerland.

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.

Giving the World a Voice has always been a fundamental part of the Gallup International mission that surveys are an integral part of democracy. Following the traditions of our founding fathers, Dr Gallup and his colleagues, Gallup International has always undertaken projects that it feels will contribute to the greater good of humanity, often proactively and sometimes on a pro bono basis.

“If democracy is supposed to be based on the will of the people, then somebody should go out and find out what that will is.

The right to speak out vigorously on governmental and corporate policies is one of the most staunchly defended freedoms of the Western World. The advent of modern public opinion polls, dealing as they do with important political, social and economic issues of the day help to provide an opportunity to let government officials, public and private institutions, and the public itself know where the people stand on these issues.

The usefulness of this mode of public expression is attested to by the fact that every important democracy in the world has now one or more competent public opinion research organisation.”

*Dr. George H. Gallup  
February 1981*

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