

How The World Sees Europe

The EU in a Post-Superpower World

A 35 Nation Public Opinion Poll

PRESENTED TO:

Soft Power - Hard Cash

Brand Europe in an Interdependent World

The Centre, Brussels

10 May 2006

PRESENTED BY:

Doug Miller, President





Toronto

London

Washington

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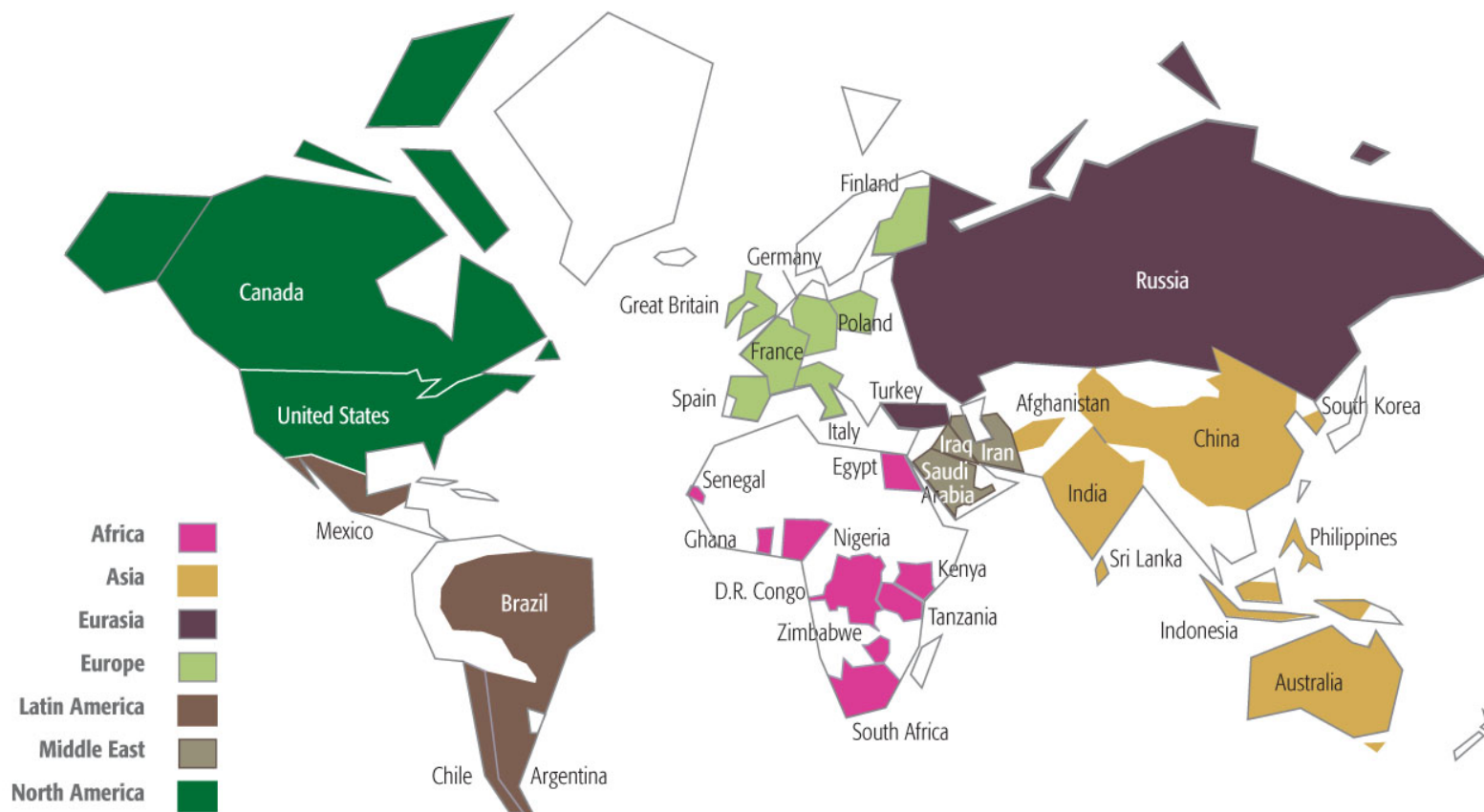
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Participating Countries (35)

Fieldwork: October 2005 - January 2006 (n = 41,856)

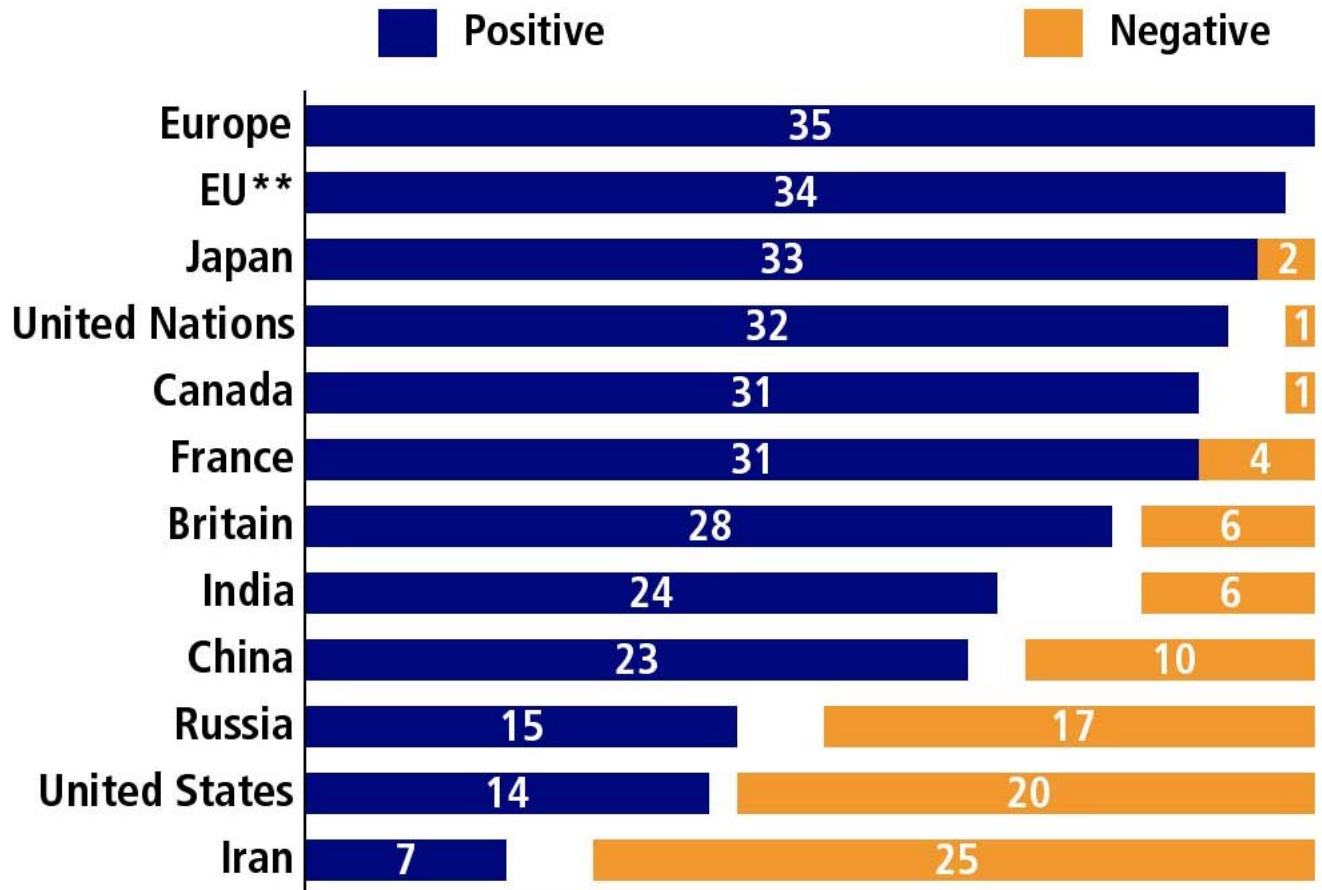
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National Judgments on the Roles of World Actors

Number of Countries Where Balance of Opinion is Positive vs. Negative, 2006

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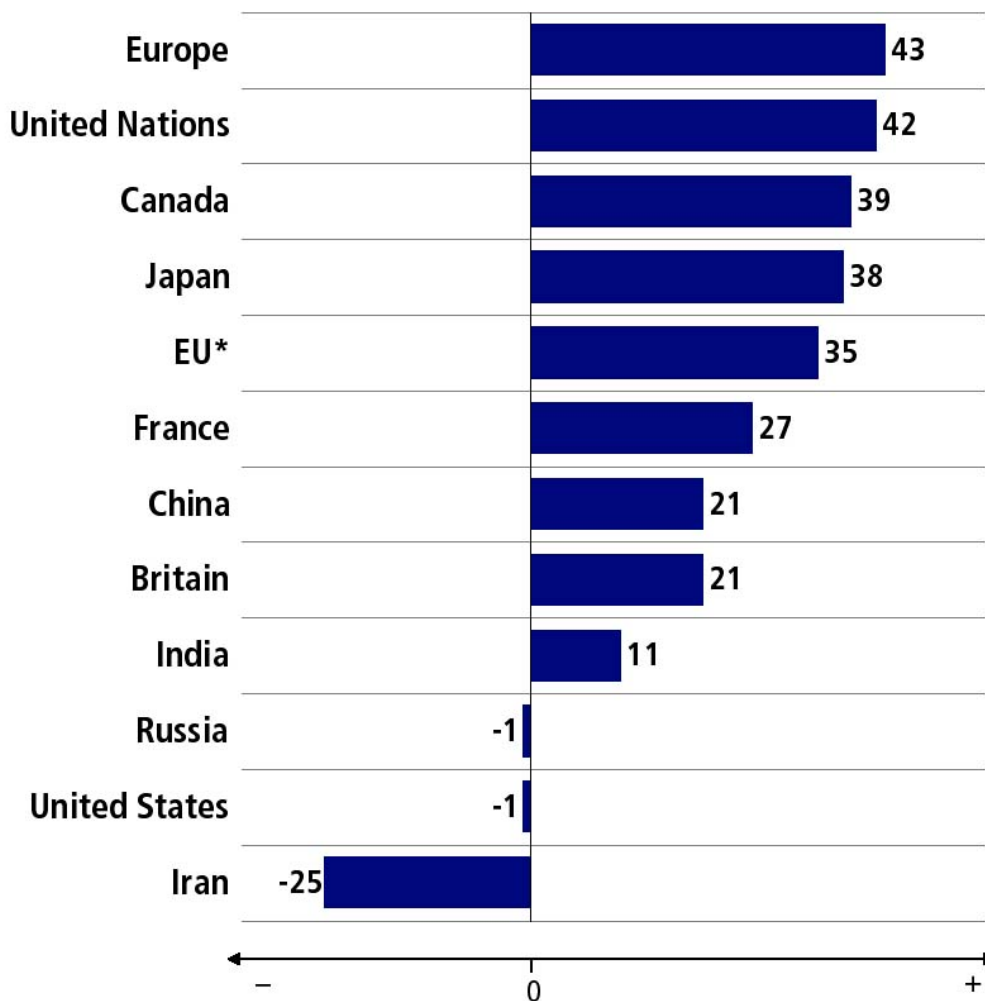
*Including countries' self-assessment where applicable. Japan was not included in the poll. 7 European countries were included.
 **Question not asked in Egypt
 The white space in this chart represents divided countries.

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Influence in the World

Net Rating (“Mainly Positive” Minus “Mainly Negative”),
Total Across 35 Countries, 2006

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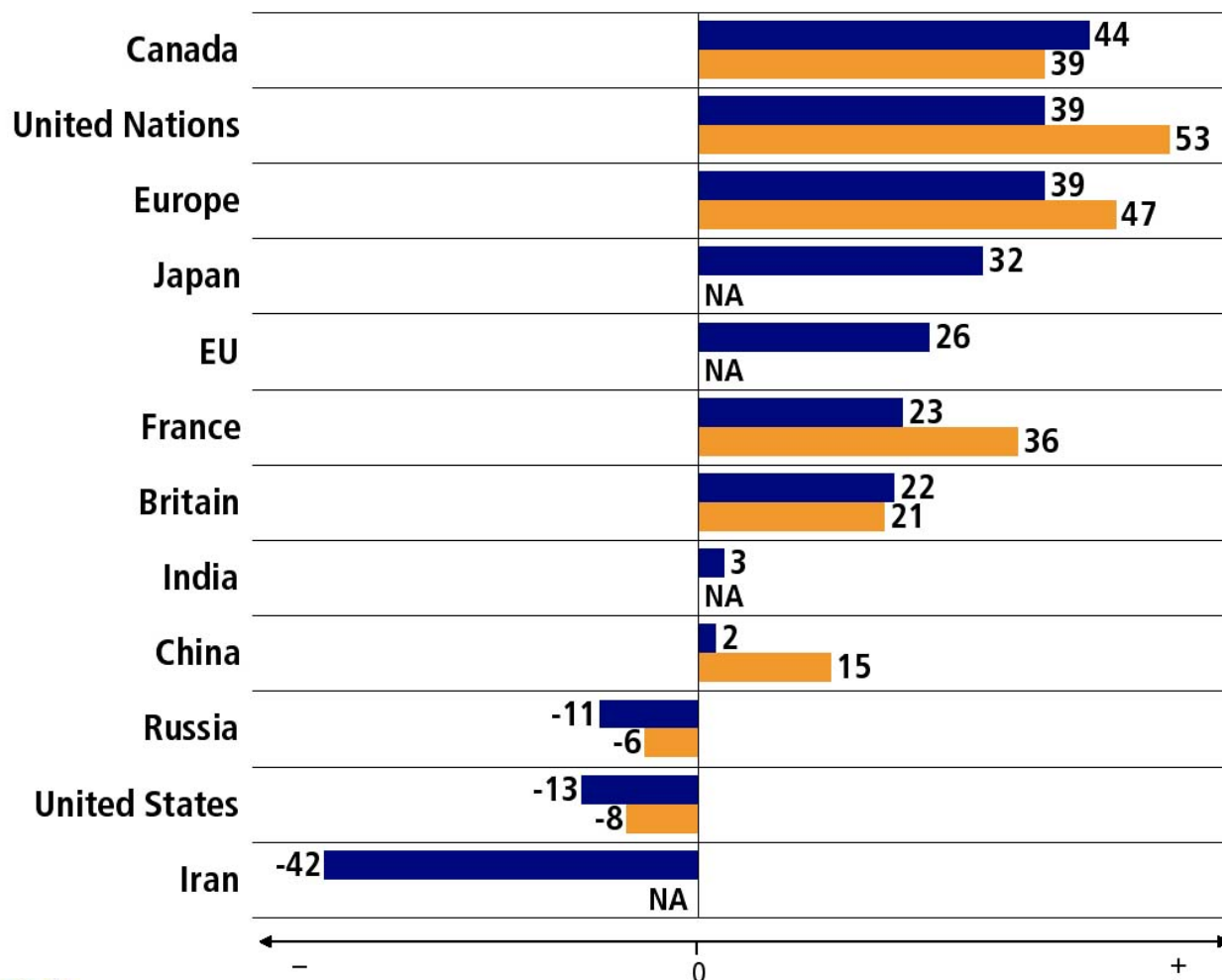


*Question not asked in Egypt

Roles in the World: Changing Views

Net Rating (“Mainly Positive” Minus “Mainly Negative”),
Average of 20 Tracking Countries,* 2005-2006

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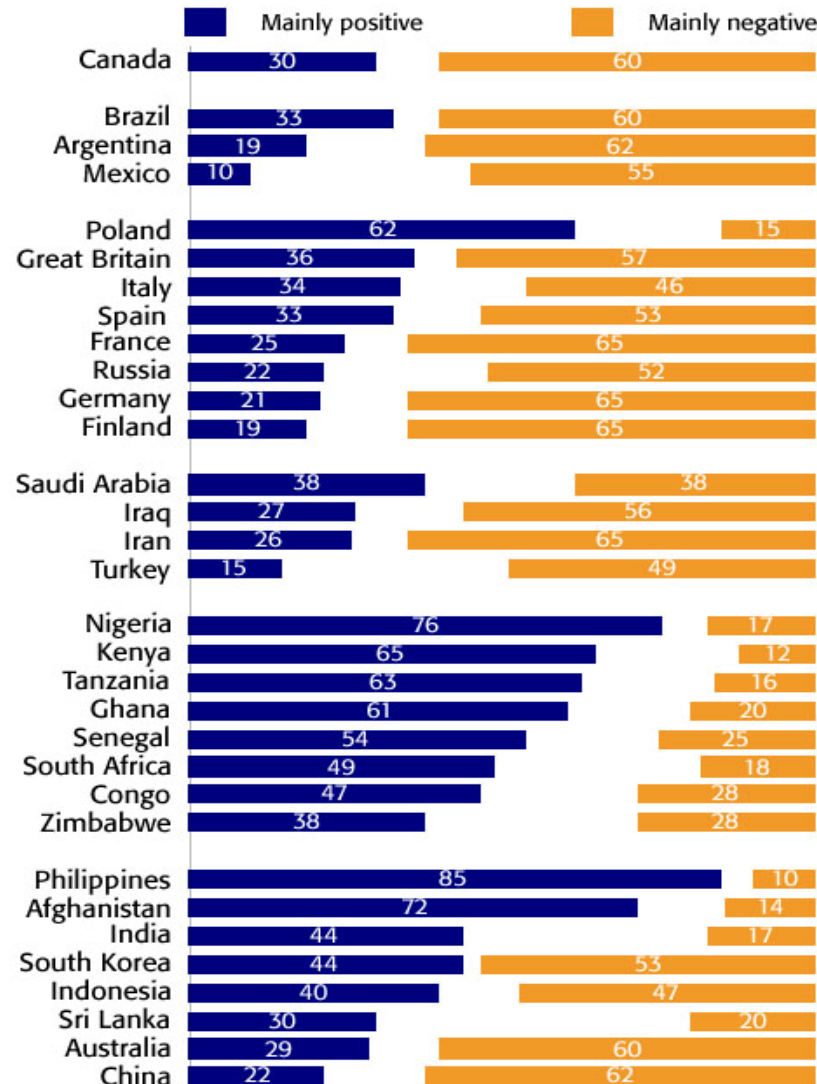


*Excluding countries' self-assessments

■ 2006
■ 2005

Views of United States' Influence in the World

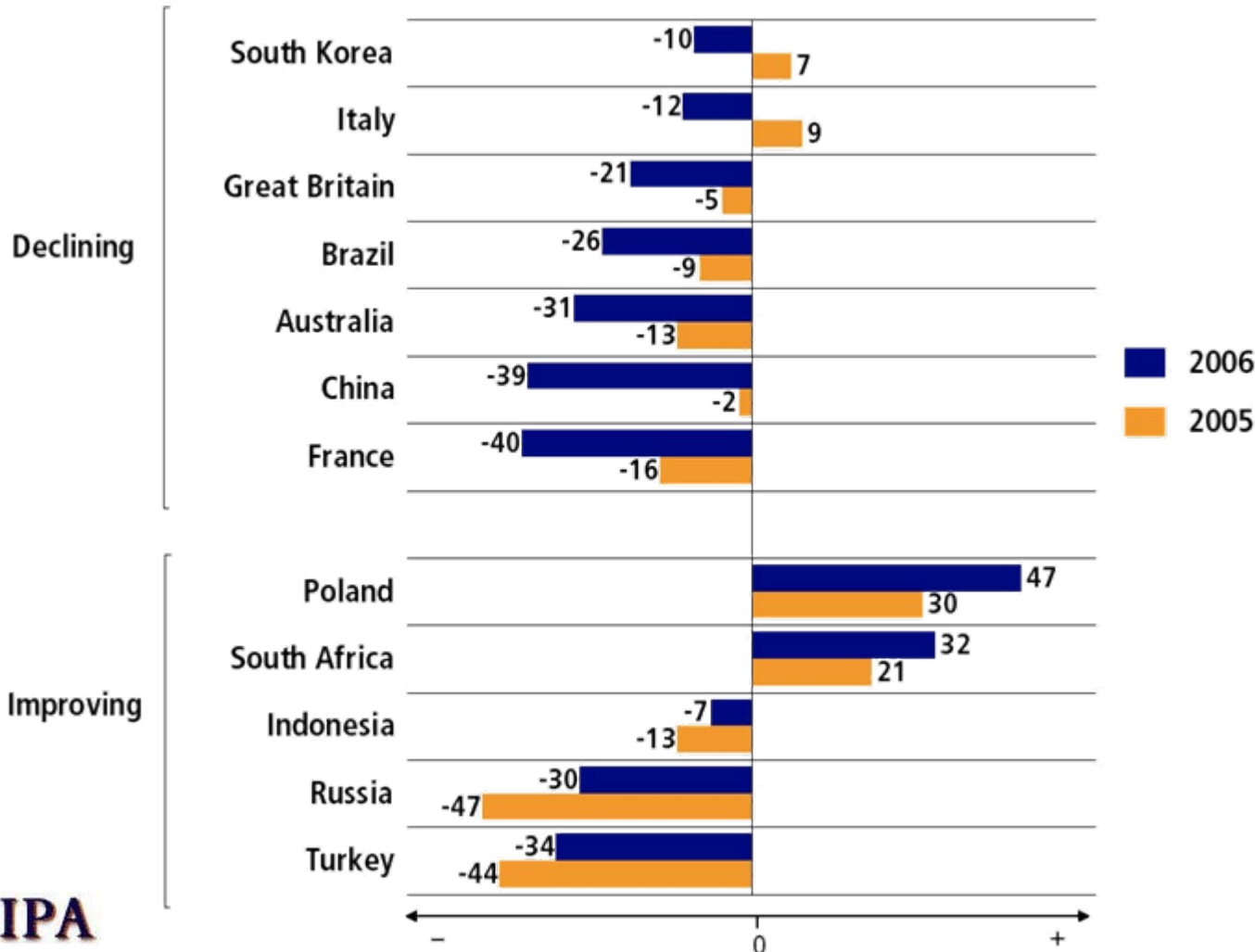
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Changing Evaluations of the United States' Role in the World

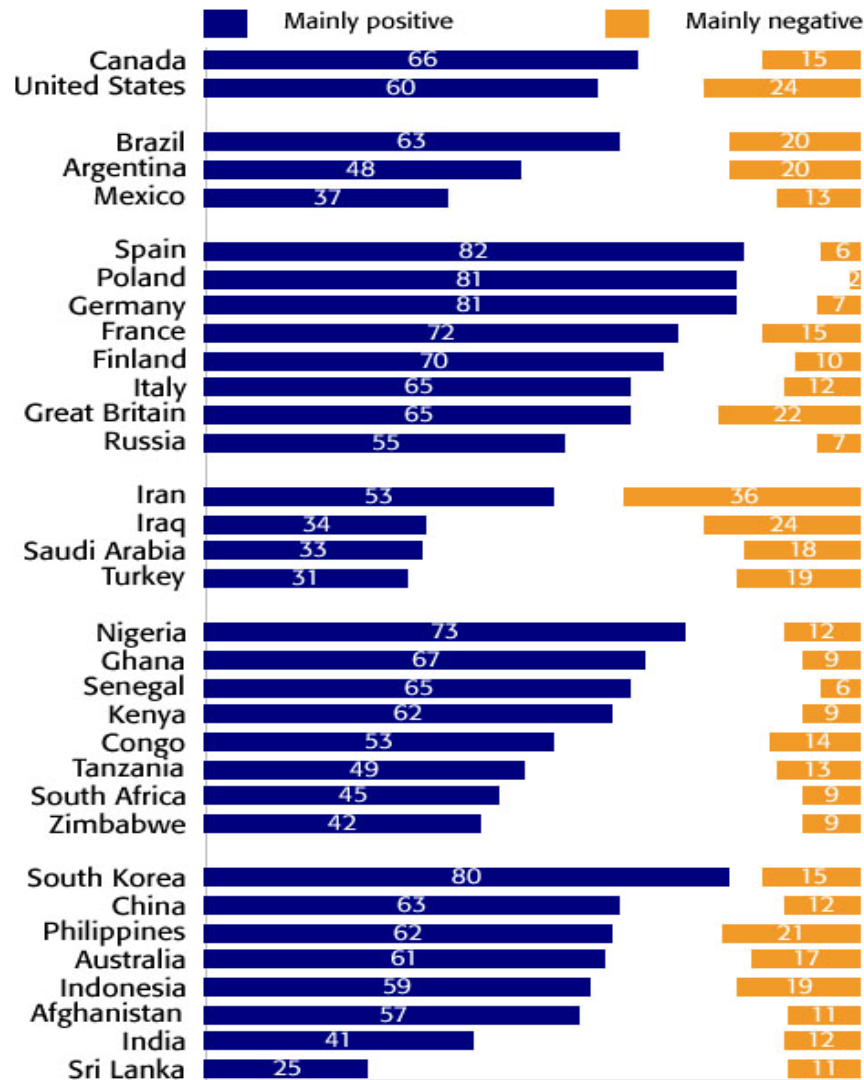
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Net Ratings: 2005 vs 2006



Views of Europe's Influence in the World

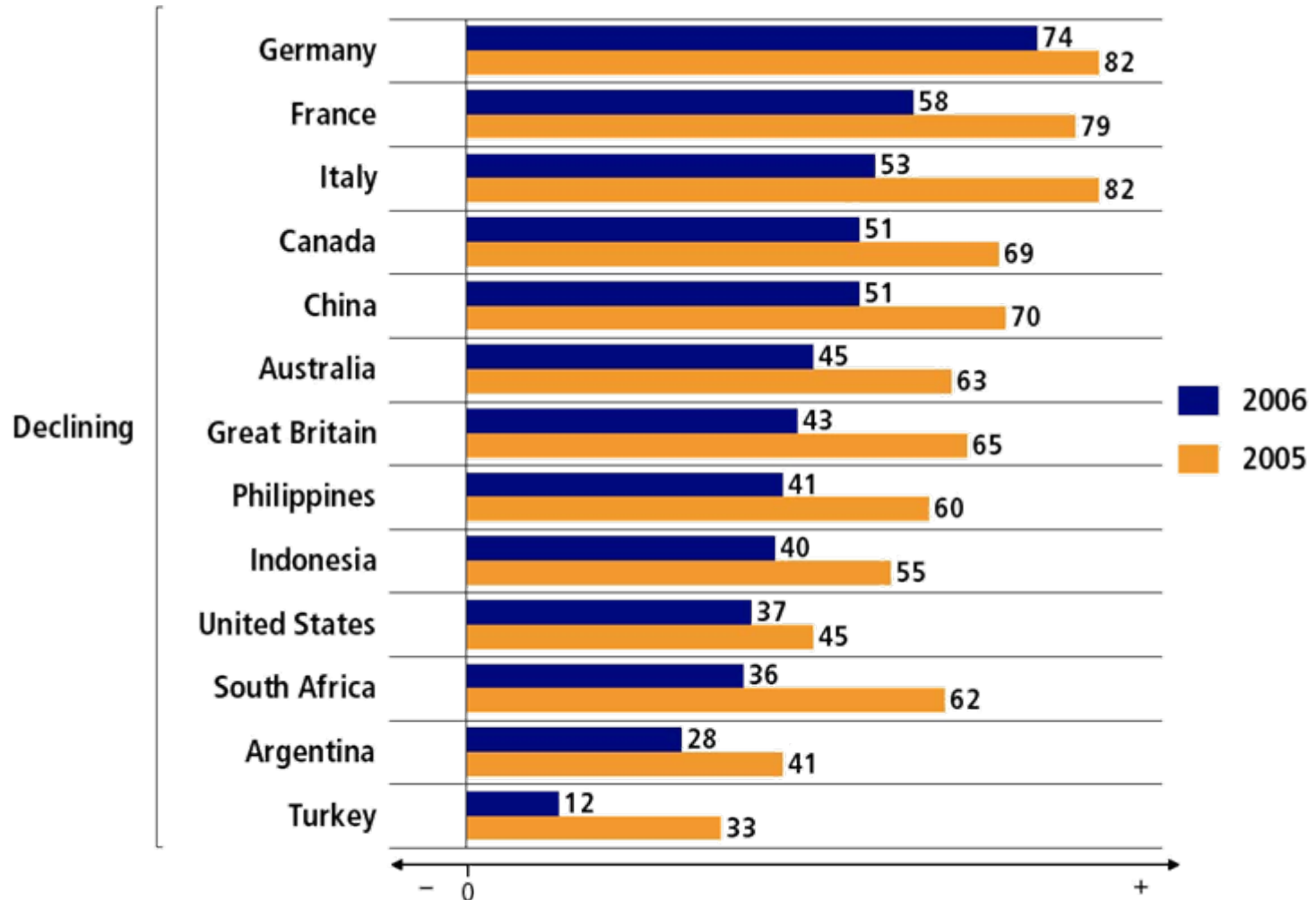
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Changing Evaluations of Europe's Role in the World

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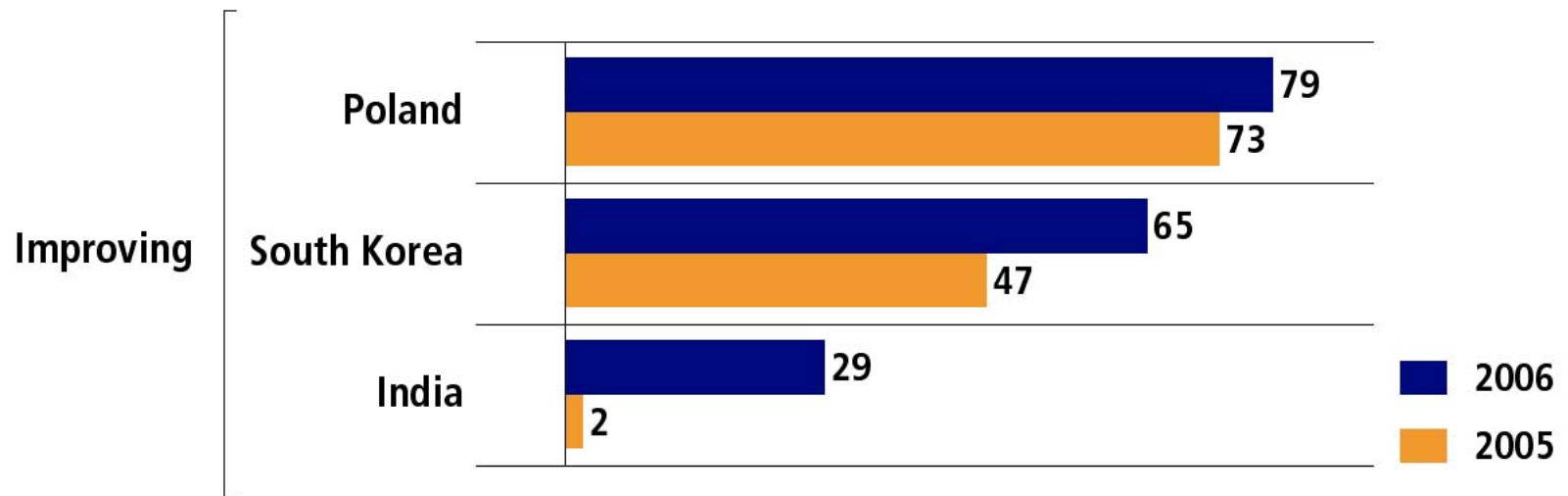
Net Ratings: 2005 vs 2006, Declining



Changing Evaluations of Europe's Role in the World

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Net Ratings: 2005 vs 2006, Improving

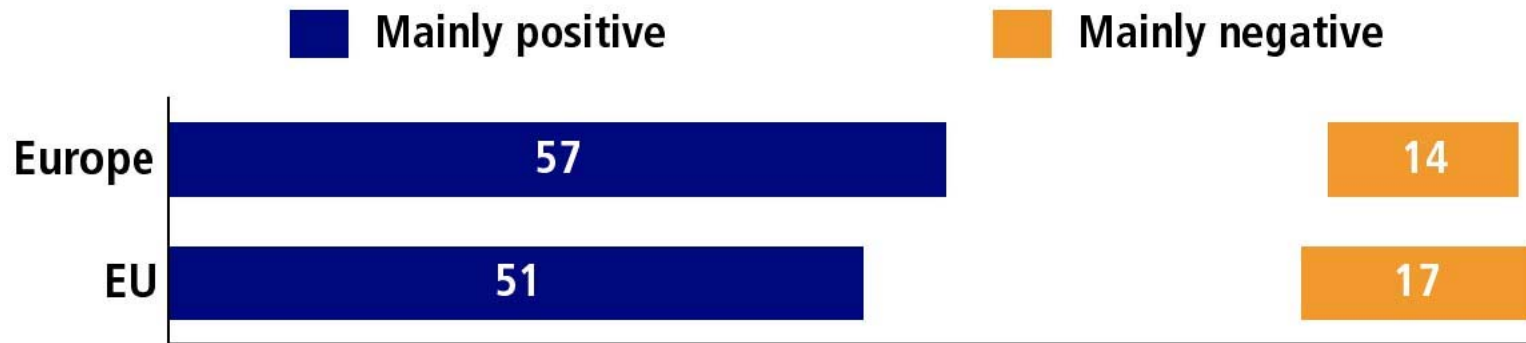


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European and EU Influence in the World

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“Mainly Positive” vs “Mainly Negative,” Average of 35 Countries,*
2006



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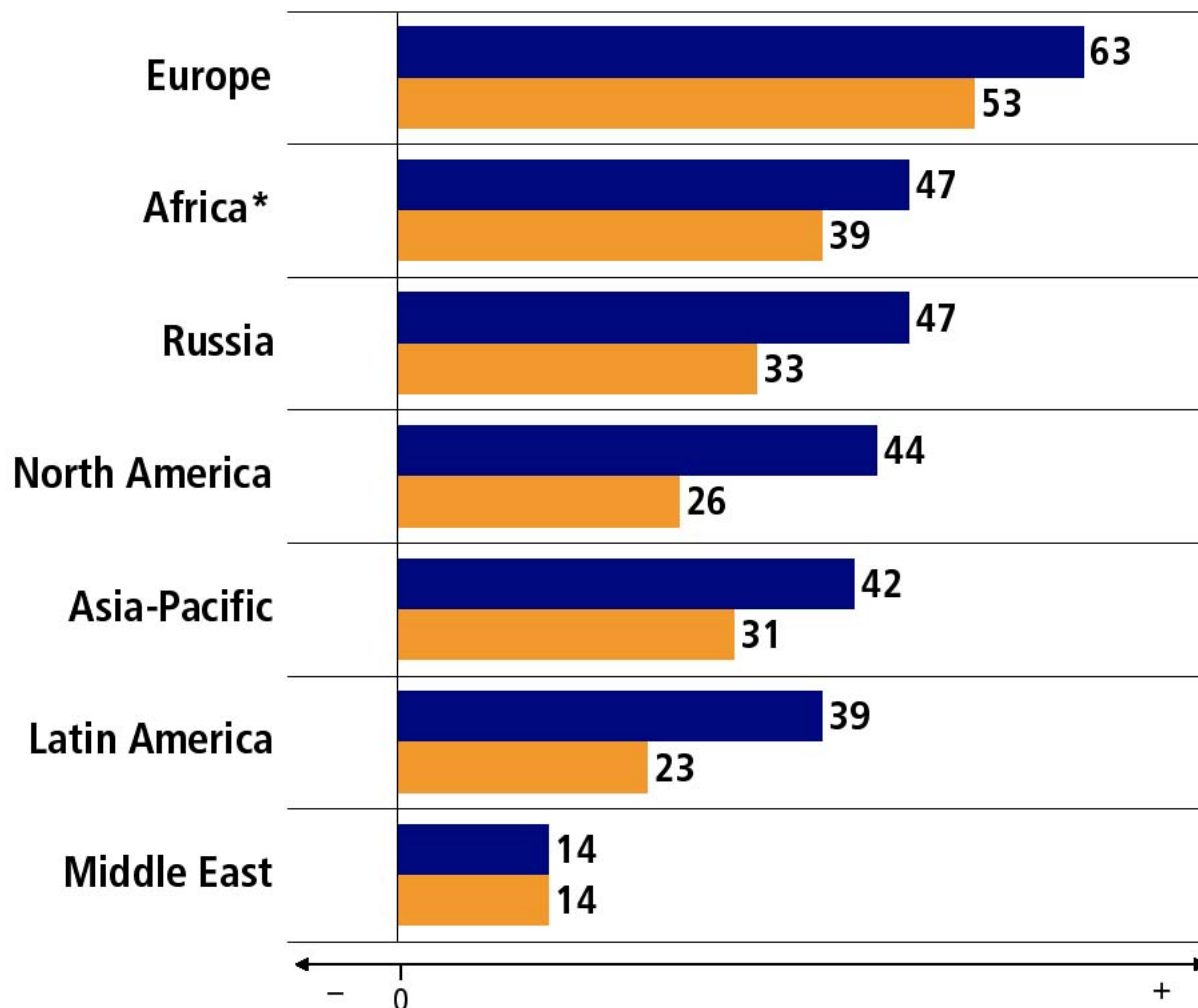
*35 for Europe, 34 for EU (Egypt not included)

The white space in this chart represents “Depends,” “Neither/no difference” and “DK/NA.”

Regional Views of Europe and the EU

Net Rating (“Mainly Positive” Minus “Mainly Negative”),
By Region, 2006

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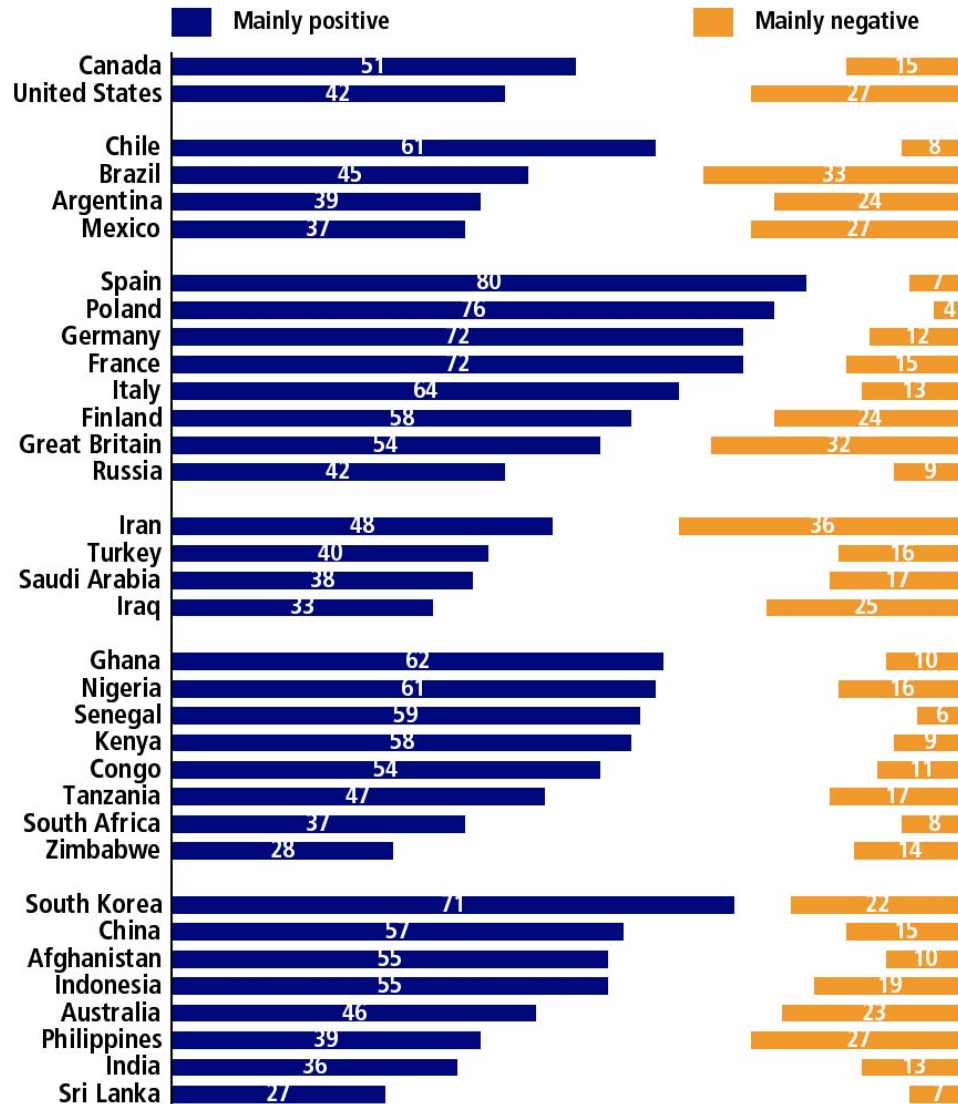
*Not including Egypt

Europe
EU

Views of the European Union's Influence in the World


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“Mainly Positive” vs “Mainly Negative,” by Country, 2006



The white space in this chart represents “Depends,” “Neither/No difference,” and “DK/NA.”

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