

In total 28,619 citizens in 27 countries, were interviewed face-to-face, or by telephone December 2, 2010 and February 4, 2011. Countries were rated by half samples in all countries polled. Polling was conducted for BBC World Service by the international polling firm GlobeScan and its research partners in each country, together with the Program on International Policy Attitudes (PIPA) at the University of Maryland. In eight of the 27 countries, the sample was limited to major urban areas. The margin of error per country ranges from +/- 2.8 to 4.9 per cent, 19 times out of 20.

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The Program on International Policy Attitudes (PIPA) of the Center for International and Security Studies at the University of Maryland, undertakes research on attitudes in publics around the world on a variety of international issues and manages the international research project WorldPublicOpinion.org.

Long-Term Tracking

Fifteen of the countries polled have been surveyed each year since the first year of the study in 2005. These long-term tracking countries include a range of high, middle- and low-income nations from around the world. By looking at the views only

of these countries, it is possible to look at the long-term trends in the way that attitudes towards various nations have shifted.

One important trend has been the significant progression in perceptions of the United Kingdom. Views have steadily improved since 2006 and the country has broken away from the pack to establish itself among the top tier, some way ahead of its closest neighbour France.

The recovery in the USA's reputation since 2007 has been equally dramatic. In 2007 negative views of the country significantly outnumbered positive ones, while the proportion viewing America positively is now 12 points higher than those saying it plays a negative role.

In Western Europe, views have cooled somewhat, and the improvement that was seen in most countries in 2010 has not continued. Leaning favourable in 2010,

country's opinion negative instead of divided, as it was in 2010. In the US, a majority of Americans lean negative (51%), but positive views have increased by seven points, to 36 per cent.

Opinions of China's influence are negative everywhere in Europe, with the exception of Russia. France (64%), Germany (62%), Spain (57%), and Italy (56%) hold the most negative views among all surveyed countries. But ratings in Italy are less negative than in 2010: positive views more than doubled (30%, up 16 points), and negative views dropped 16 points.

In Asia, negative views are found in South Korea, Japan, and India. The Japanese public has become more unfavourable, with a majority of 52 per cent saying that Chinese influence is negative, compared to just 38 per cent in 2010. Positive ratings have dropped six points to just 12 per cent. Negative views increased in India (52%, up 14 points). South Koreans still lean negative as well, but not so much as in 2010 (53% negative, down 8 points).

Japan

Japan continues to have very favourable ratings globally in 2011, and those have improved since 2010. On average, among the 24 tracking countries surveyed in both 2010 and 2011, 57 per cent of people have a positive opinion of Japan's influence in the world, which represents a four per cent increase over 2010. Only one in five holds a negative view (21% in 2010). Twenty-five countries lean positive, and two negative.

China and Mexico are the two countries with a balance of negative views. Chinese views have worsened particularly, as more than seven in ten Chinese (71%) rate Japan negatively, a 24-point increase since 2010. At the same time, positive ratings (18%) have fallen 11 points. In Mexico, opinion shifted from positive to negative. Positive views declined (24%, down 7 points) and negative views rose (34%, up 9 points).

In the US and the United Kingdom negative views increased by seven and ten per cent, respectively, but strong majorities remain positive in both countries (69% of Americans and 58% of British).

In Kenya, perceptions cooled slightly as positive views decreased to 61 per cent (down 7 points) while negative ratings increased (20%, up 5 points). Views in the other African countries surveyed in 2010 remained steady.

Positive views towards Japan have increased significantly in various countries around the world. The most favourable publics are Indonesians and Filipinos, with very high majorities leaning positive (85% and 84%, respectively). Latin American countries—except Mexico—have very similar opinions of Japan's influence, with almost two thirds giving positive ratings in Brazil, Chile, and Peru.

In Europe, already positive perceptions have further improved in Italy, France, Germany, Spain, and Russia. Sharp increases in positive ratings have been combined with significant decreases in negative views in all of these countries. The same pattern is seen in Turkey: Turkish opinion shifted from being divided to being strongly positive in 2011 (64% positive vs 21% negative).

Pakistani and Indian perceptions of Japan's influence both improved, but the

Some countries with more moderate views have hardened them. Negative views in the United Kingdom jumped 24 points to 68 per cent, and in Canada they increased by 18 points (67%). In Nigeria, favourable views have fallen 16 points (16%), while unfavourable views have risen ten points (50%). In Ghana, unfavourable views grew by 13 points (49%), while favourable ratings diminished (9%, down 6 points). Positive attitudes in Kenya have dropped six points (33%) while negative views increased (42%). As a result, Kenyan opinion shifted from being divided to leaning negative. Among Mexicans, negative views are up by ten points (30%), constituting a shift in overall opinion from positive to divided.

Views in several countries have bucked the general trend and have warmed. This change is most significant in Turkey, which leaned negative in 2010 and now leans positive. Favourable ratings are up by a remarkable 41 points (56%), and unfavourable ratings are down 18 points (28%). Negative evaluations have become slightly milder in three countries: Egypt (28%, down from 36%), Japan (37%, down from 45%), and Russia (38%, down from 46%). A seven-point change has also occurred in Germany (76%, down from 83%).

India

Globally, views of India have improved significantly since the past year. Forty-two per cent of people among the 24 tracking countries surveyed both in 2010 and 2011 have favourable views of Indian influence, while 29 per cent give negative ratings. This represents a six-point increase in positive views, while negative views remained stable (30% in 2010). Of 27 countries polled, 17 lean positive, four lean negative, and six are divided.

Under this generally positive picture, however, views have shifted positively or negatively in several countries. Although Americans and British still lean largely positive (56% and 50%, respectively), their views of India's influence in world affairs have deteriorated over the past year, with negative ratings increasing sharply in both countries (29%, up 11 points in the US, 35%, up 19 points in the UK). The same trend is observed in Australia, where negative views are up 18 points compared to 2010, and Australian opinion shifted from being positive in 2010 to divided in 2011 (44% vs 45%).

In Europe, France's views of India worsened. Somewhat negative in 2010 (38% vs 43%), a solid plurality is now leaning negative (49%, up 6 points). Spain is the other European country with a plurality of negative views towards India (41%), although positive ratings have increased by eight points (29%). Unfavourable in 2010, German and Portuguese views became warmer this year as negative perceptions decreased by 13 and ten points respectively: as a result, opinion in these countries is now divided. Positive views also increased by six points in Portugal. Italy is the most favourable country towards India in Europe—and second among all countries surveyed. More than six in ten (61%) lean positive, a 19-point rise since 2010, while negative views dropped ten points in the same time (24%). Another striking improvement of views of India's influence is found in Turkey, where opinion shifted from negative to positive, following an overwhelming increase of 34 per cent in positive views and an eight-point decline in negative views.

Other countries where positive views have significantly increased are South Korea (66%, up 10 points—the most favourable country towards India in the survey), and Nigeria (57%, up 15 points). In China, too, positive views went up from 29 per cent in 2010 to 40 per cent this year, and Chinese opinion is now divided after leaning negative in 2010. An improvement is also seen in Egypt, where views went from

somewhat negative in 2010 to positive in 2011. This remains a thin plurality (27%), and more than half of Egyptians (55%) have no strong opinion about India's influence.

In Latin America, views of India are mixed. Pluralities in Chile and Mexico have positive and quite stable views of India. Asked to evaluate India for the first time, Peruvians are divided (21% vs 24%). Brazilians perception cooled a little, with a six-point decrease in positive views, making them shift from positive to divided. A similar drop in positive views happened in Indonesia, but a plurality of Indonesians still leans positive (42% vs 26%). In the Philippines, a majority is now leaning negative (53%, up 8 points). Pakistan remains the least positive country towards India: only 16 per cent have favourable views, but this percentage is up eight points this year, while negative views have declined nine per cent (39%).

France

Views of France remained positive in almost all countries surveyed in 2011, as was the case in 2010. Of 27 countries polled, 25 countries gave French influence in the world positive ratings, and two countries were divided (Turkey and Pakistan). Among countries tracked in 2010 and 2011, an average of 52 per cent say they have positive views of France, a three-point increase, while the proportion holding negative views has remained stable (19%).

Positive ratings of France increased in all Anglo-Saxon countries. The most notable improvement is seen in the US, where 56 per cent consider France's influence to be positive (up 14 points since 2010). This is the first time a solid majority has reported this since polling started in the US in 2005. Percentages of favourable opinion are very similar in Australia (54%, up 7 points), Canada (56%, up 5 points), and the United Kingdom (54%, up 6 points). In the last case, however, the increase is largely balanced by a significant rise in negative views (29%, up 11 points).

All European countries except Turkey lean positive, but analysis shows that perceptions are less favourable than they were. Italy and Germany have the most positive views of France (68% and 62%, respectively), but negative ratings increased by six points in Italy since 2010. Interestingly, Portugal and Spain's views both became significantly cooler. Half of Spaniards have positive views of France in 2011, an 11-point decrease since 2010, and negative views have doubled (24%). In Portugal, positive ratings have fallen 22 points, by far the lowest score since tracking in this country began in 2006, and negative ratings have risen nine points (17%). In Russia, positive views somewhat decreased (58%, down 5 points).

Ratings of France's influence are positive in all surveyed African countries, and highest in Nigeria (68%) and Ghana (62%), where proportions rating French influence positively increased markedly since 2010 (up 16 points in both countries). The opposite trend is seen in Kenya, where positive views dropped 19 points, although a strong plurality still holds positive views (46% positive vs 23% negative).

As in Portugal, a dramatic drop in positive ratings took place in Brazil. Almost seven Brazilians in ten (69%) viewed France's influence as positive in 2010, but this fell 21 points to 48 per cent in 2011, while negative ratings increased by nine points, from 14 per cent to 23 per cent.

South Korea is the country with the most favourable views towards France (82%, up 13 points). In the other Asian countries, Indonesians are also favourable about France, with a strong majority of 60 per cent rating it positively (up 11 points). In

China, people are more likely to state an opinion on this question in 2011 than in 2010 (5% did not answer, as opposed to 24%), and this has translated in higher proportions rating France both positively (46%, up 8 points) and negatively (38%, up 14 points). Indian views became slightly more positive (37%, up 6 points). In Japan, positive views have fallen six points, down to 31 per cent.

Two countries with negative views in 2010 are now split in their opinions towards France. In Turkey, positive views more than doubled (36%, up from 17%), while negative perceptions dropped 14 points (39%). In Pakistan, views also shifted from negative to divided, but the proportion giving positive ratings to France's influence remains very low (21%, up 9 points).

South Africa

increased very markedly (37%, up 15 points). Outside the EU, peripheral countries also show positive views of the Union. In Turkey, views went from being negative in 2010 to being positive in 2011, with a 17-point increase in positive views (46%) combined with a 16-point drop in negative ratings (29%). In Russia, views became warmer, as negative views dropped seven points (10%) and positive views increased slightly (55%, up 5 points).

In North America, the EU enjoys very favourable ratings. Positive ratings increased significantly in both Canada (70%, up 13 points) and the US (61%, up 11 points), regaining their 2009 levels and reversing the marked dips of 2010. In Latin America, all countries lean positive, but a cooling in Brazilian perceptions of the EU's influence is observed, with positive views down six points to 47 per cent and negative ratings up six points to 27 per cent. Mexicans are more inclined to rate the EU positively than in 2010 (51%, up 8 points).

Views of the EU in Africa remain also very positive overall. Opinion improved in Ghana (74%, up 10 points), and in Nigeria (63%, up 5 points only, but with negative views falling 13 points). A majority of South Africans (51%) rate the EU positively, and a plurality of Egyptians (40%) does the same. An eight-point decline in favourable views is observed in Kenya, but overall perception remains largely positive (61% vs 15%).

In Asia, positive views are the highest, and have strengthened in South Korea (84%, up 9 points). Increases are also seen in the Philippines (65%, up 11 points) and Indonesia (54%, up 10 points). In China, a majority hold favourable views towards the EU (51%, up 10 points) despite an 11-point increase in negative ratings (33%). Positive views have also risen in India (34%, up 11 points), and opinion there has shifted from divided in 2010 to positive in 2011. Pakistan is the only country showing negative views towards the EU overall (17% vs 29%), although positive views rose seven points since 2010.

Russia

negative to divided (41% vs 45%). However, views have deteriorated in Germany, with positive ratings falling ten points to 20 per cent.

Slightly more positive evaluations of Russia's influence are found in Latin America, where substantial pluralities with positive views continue to be seen in Brazil and Chile (both 40%). Opinions are divided in Mexico—where it shifted up from negative in 2010—and in Peru.

In Africa, pluralities have positive views in three countries: Nigeria (38%), Egypt (37%), and Ghana (32%). While Egyptian and Ghanaian opinions remained stable compared to 2010, opinion shifted from negative to positive in Nigeria (38% vs 30% in 2011, compared to 31% vs 42% in 2010). People in Kenya and South Africa are divided on Russia's influence.

The most positive views of Russia are found in India, where positive ratings jumped to 58 per cent (up 26 points). In China, the proportion giving negative ratings has doubled since 2010 (40%, up 21 points), and positive views have also declined eight points, but overall opinion still leans positive. South Koreans went from being negative to being positive regarding Russia's influence rating: in 2011, 47 per cent view it positively (up 11 points), and 41 per cent negatively (down nine points). In Indonesia, public opinion leans negative, but positive views rose eight points (33%). Negative views strongly increased in Japan (38%, up 16 points) and in the Philippines (52%, up 10 points).

Iran

Iran continues to be the most negatively viewed of all countries rated. An average of 59 per cent in the 25 tracking countries have an unfavourable opinion of Iran's influence, while just 16 per cent have a favourable opinion. Compared to 2010, this represents a three-point increase in negative ratings, while positive views remained largely unchanged. In 2011, respondents in 25 countries lean negative, while only one leans positive (Pakistan), and one is divided (India).

Unfavourable ratings increased in the following countries: the United Kingdom (79%, up 20 points), Canada (79%, up 19 points), the US (87%, up 18 points and the highest percentage in the survey), Australia (77%, up 15 points), the Philippines (79%, up 15 points), and Portugal (73%, up 6 points). In Nigeria, positive views have fallen six points (22%), and negative views have risen by the same margin (48%). In Europe, Germany, Italy (both 85%) and France (82%) have the most negative perceptions towards Iran.

However, negative views have softened considerably among survey countries bordering Iran. Turkey saw the most dramatic change: while views remained negative overall, favourable attitudes have increased by 23 points (36%), and unfavourable attitudes have decreased by nine points (45%, down from 54%). India shifted from leaning negative to being divided, as favourable attitudes rose eight points (27%) and negative views somewhat decreased (28%, down five points). Pakistan's positive leaning has been reinforced as favourable attitudes have increased by eight points (41%).

Brazil and Chile have remained consistently negative in their perceptions of Iran. In Mexico, opinion shifted slightly from being divided in 2010 (24% positive vs 23% negative) to leaning somewhat negative this year (20% positive vs 25% negative).

Negative views softened a little in Japan, as the percentage giving an unfavourable evaluation dropped by six points (51%, down from 57%). Positive views stayed stable, but only four per cent of Japanese view Iran's influence positively. Chinese ratings of Iran remained negative overall, with positive views were up eight points (38%), and negative views down by the same amount (48%).

Brazil

Global attitudes towards Brazil became sharply more positive over the past year. On average, in the 24 countries surveyed in 2010 and 2011, positive ratings surged from 40 to 49 per cent, making Brazil the nation whose reputation has enjoyed the most improvement this year. Just one in five (20%) sees Brazil as having a negative influence (down three points). Of the 27 countries surveyed in 2011, 25 lean positive and two are divided—Germany and China. Brazil's image also seems to have gained greater clarity in the mind of people around the world. The number of respondents not providing an answer either way declined six points from last year among the tracking countries.

Positive views have increased by remarkably large numbers in several countries. Among Nigerians, favourable ratings have risen by 22 points (60%). Among Turks, favourable ratings are up 29 points (48%). Among South Koreans, they have increased by 17 points (68%) and by 19 points among Egyptians (37%) where the opinion has gone from negative to positive since 2010.

In Europe, views became warmer within almost every EU country. In Portugal and Italy, positive ratings have increased by 15 points (76% and 55%, respectively). In Spain, positive ratings are up eight points (47%). In France, six in ten now rate Brazil's influence in the world favourably, compared to five in ten in 2010. However, the public in the United Kingdom is more mixed in its views, as both positive and negative opinions increased (47%, up 12 points for positive; 33%, up 13 points for negative). Germany also bucked the trend, continuing to be divided in its opinion,

Germany

Germany is seen as having the most positive influence in the world among all countries evaluated. This has been the case since tracking began in Germany in 2008. Globally and in the 24 countries surveyed both in 2010 and 2011, 62 per cent of people rated Germany positively, which represents a three-point increase since last year. However, negative views—while still at very low levels—rose two points (15%). Out of 27 countries polled in 2011, 26 lean positive and one is divided (Pakistan).

Positive views have strengthened across various regions. Notable increases are found in the Anglo-Saxon countries, where ratings were already largely favourable. In the United Kingdom, positive views rose 14 points to 77 per cent. In Australia, 77 per cent say Germany has a positive influence in the world (up 12 points). In the US, 76 per cent (up 11 points) say this, while 69 per cent (up 5 points) say this in Canada.

In Europe, Italian and French views are even warmer than British ones. Almost nine in ten Italians (89%) give Germany positive ratings (up 12 points, the highest percentage among all countries surveyed). Positive ratings are 84 per cent in France. Russian views have improved, and close to seven in ten rate Germany positively (68%, up seven points). Nearby, Turkish opinion shifted favourably to lean positive in 2011 (53%, up 23 points) after being divided in 2010 (30% vs 33%).

All African countries surveyed lean positive towards Germany, with particularly strong majorities in Nigeria (73%, up 12 points) and Ghana (70, up 5 points). A near majority of South Africans hold positive views of Germany's influence (49%). However, Kenyan views cooled slightly since 2010, with a 17-point drop in positive ratings, leaving a comfortable but reduced majority of 58 per cent with positive views. Positive ratings increased in India (37%, up 15 points), Indonesia (65%, up 10 points), and Pakistan (22%, up 9 points), where overall views shifted from somewhat negative to divided.

Views have cooled down in a few other countries. In Latin America, positive views declined in Brazil—although there remains strong majority of Brazilians favourable to Germany's influence (64%, down 6 points). The cooling in Chile's perceptions is more significant, with a 12-point decline in positive views (54%) combined with an eight-point increase in negative ratings (19%). Negative ratings also increased in Mexico (27%, up 10 points), while positive views remained stable at 45 per cent. Largely favourable to Germany in 2010, Chinese views deteriorated sharply this year, with a 12-point decline in positive views (50%) and a 24-point rise of negative ratings (39%).

South Korea

In the second year it was measured, world opinion about South Korea improved a little. In the 24-country tracking average, the proportion of people having favourable views of South Korea's influence went up four points to 36 per cent, while the proportion rating it negatively remained stable at 32 per cent. Twelve countries hold positive views, seven hold negative views, and eight are divided.

Views in North America are positive and improving. A majority of Americans now sees South Korea's influence favourably (53%, up 7 points), and a plurality of Canadians thinks the same way (46%, up 9 points).

In the Asian-Pacific region, perceptions of South Korea improved in Australia (50%, up 15 points) and Indonesia (51%, up 8 points). A majority of Filipinos leans positive as well (56%), but negative ratings increased more than did positive: 15 per cent and