



TO: INTERESTED PARTIES

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DT: OCTOBER 22nd, 2014

RE: BETTER WORLD CAMPAIGN – INDEX OF PUBLIC OPINION ON INTERNATIONAL ISSUES AND THE UNITED NATIONS

EXECUTIVE SUMMARY:

National research conducted from October 9-15, 2014 by Public Opinion Strategies and Hart Research Associates, on behalf of the Better World Campaign, shows:

- Voters overwhelmingly believe the United Nations has an important role to serve in containing and resolving the Ebola outbreak in West Africa. More than nine out of ten voters (92%) believe it is an important UN function or role and 72% believe it is very important.
- Nearly nine out of ten voters (89%) believe it is essential that the World Health Organization (WHO) and the Centers for Disease Control and Prevention (CDC) work together in their response efforts to contain, stop, and resolve the Ebola outbreak in West Africa.
- A majority of voters approve of the job the WHO is doing in handling the Ebola outbreak in West Africa, by 51% to 16%. Majorities also approve of the work of Doctors Without Borders and the Centers for Disease Control are doing in addressing the Ebola outbreak.
- Voters believe it is better for the United States to work with allies and through international organizations (79%) than to act mainly on our own (16%).
- Voters continue to see a need for the United Nations and believe it is essential for the U.S. to maintain an active role in the UN.
 - There continues to be significant recognition of the contemporary relevance of the United Nations. Nearly three out of four voters (74%) believe the United Nations is still needed today.

- Overwhelmingly voters continue to believe it is important for the United States to maintain an active role within the United Nations (87% important/11% not important), with a substantial majority (67%) saying it is “very important” the United States do so.
- Voters believe the United Nations supports America’s goals and objectives around the world (66% supportive/27% not supportive).
- A majority of voters say they have a favorable opinion of the United Nations (58% favorable/12% neutral/28% unfavorable). Overall, the United Nations has the most favorable image of the people and organizations we tested in this survey.
- Two-thirds of voters support the United States paying our dues to the United Nations on time and in full (66% favor/27% oppose). And more than seven out of ten voters support the United States paying our peacekeeping dues to the United Nations on time and in full (72% favor/24% oppose).
 - Majorities of Republicans, Independents, and Democrats support the U.S. paying our UN general and peacekeeping dues on time and in full.
- In addition to the Ebola outbreak in West Africa, significant majorities of Americans believe the following issues are also important roles or functions of the UN:
 - Confronting terrorist threats posed by groups like the Islamic State (93% important)
 - Preventing and resolving deadly conflict around the world (91%)
 - Building peace in countries emerging from conflict (89%)
 - Promoting gender equality, women's rights, and the advancement of girls and women around the world (88%)
 - Improving the health situation in poor, developing countries (88%)
 - Helping eradicate extreme poverty and hunger around the world (87%)
 - Taking the lead in efforts to address climate change (71%)
- The international news environment in this survey track was dominated by ISIS/ISIL and Ebola.
 - On an open-ended question, more than two-thirds of voters’ recall seeing, reading, or hearing news stories in the past two to three months about the Islamic State and nearly six out of ten voters recalled news stories about Ebola.
 - And when asked specifically about whether or not they have seen, read, or heard any new coverage about ISIS/ISIL/The Islamic State or Ebola nearly all voters interviewed said they had seen, read, or heard at least some news coverage about each topic.

DETAILED FINDINGS:

<u>Question:</u>	<u>Answer:</u>
How do voters perceive the United Nations and the World Health Organization’s role in addressing the Ebola outbreak?	<ul style="list-style-type: none"> ✓ They believe the United Nations has an important role to serve in containing and resolving the Ebola outbreak in West Africa. ✓ They believe it is essential that the World Health Organization (WHO) and the Centers for Disease Control and Prevention (CDC) work together in their response efforts to contain, stop, and resolve the Ebola outbreak in West Africa. ✓ The majority approve of the job WHO’s is doing in handling the Ebola outbreak.

- Voters overwhelmingly believe the United Nations has an important role to serve in containing and resolving the Ebola outbreak in West Africa.
 - We tested a series of roles or functions the UN could serve and asked respondents “How important it is to you that this be a role or function the United Nations serves.” The data below focuses on the Ebola role/function.

UN Function – Importance	% Very Important	% Total Important
Taking the lead in efforts to contain and resolve the Ebola outbreak in West Africa	72%	92%

Significant majorities of Republicans, Independents, and Democrats see these functions as important for the UN to serve.

% Total Important (GOP –89%, IND – 88%, DEM – 98%)

- Nearly nine out of ten voters (89%) believe it is essential that the World Health Organization (WHO) and the Centers for Disease Control and Prevention (CDC) work together in their response efforts to contain, stop, and resolve the Ebola outbreak in West Africa.
 - We asked respondents whether they agreed or disagreed with the following statement: “It is essential for the U.S.’s Centers for Disease Control and Prevention and the UN’s World Health Organization to work together in their response efforts to contain, stop, and resolve the Ebola outbreak in West Africa.”

Total Agree	89%
Total Disagree	4%
Strongly Agree	73%
Somewhat Agree	16%
Somewhat Disagree	2%
Strongly Disagree	2%

3. A majority of voters approve of the job the WHO is doing in handling the Ebola outbreak in West Africa, by 51% to 16%. Majorities also approve of the work of Doctors Without Borders and the Centers for Disease Control are doing in addressing the Ebola outbreak.
- We asked respondents whether they approve or disapprove of the job different world leaders and organizations are doing in handling the Ebola outbreak in West Africa.

Job Approval – Ebola Outbreak West Africa
(Ranked by Net Difference – approve-disapprove – Shown in Parenthesis)

	Approve	Disapprove	No Opinion
Doctors without Borders (+53)	58%	5%	36%
CDC (+39)	59%	20%	21%
WHO (+35)	51%	16%	33%
The United Nations (+5)	30%	25%	44%
President Barack Obama (-4)	35%	39%	26%

4. Nearly all voters report having seen, read, or heard news coverage about the Ebola outbreak, with more than eight out of ten (84%) saying they have seen, read, or heard “a lot.”

<u>Question:</u>	<u>Answer:</u>
How do Americans perceive the United Nations overall today?	<ul style="list-style-type: none"> ✓ They believe the UN is still needed today. ✓ They believe it is important for the U.S. to maintain an active role in the UN. ✓ They believe the United Nations supports America’s goals and objectives around the world. ✓ They have a favorable opinion of the UN.

5. There continues to be significant recognition of the contemporary relevance of the United Nations. Nearly three out of four voters (74%) believe the United Nations is still needed today compared to 22% who believe it has outlived its usefulness.
- We asked respondents the following question: *“Thinking about the United Nations overall as an organization, do you think it is an organization that is still needed today or it is an organization that has outlived its usefulness?”*

	<u>Still Needed</u>	<u>Outlived Usefulness</u>
June 2009	69%	27%
October 2009	67%	26%
April 2010	67%	26%
October 2010	68%	24%
May 2011	67%	28%
October 2011	68%	24%
April 2012	70%	25%

January 2013	72%	22%
October 2013	71%	23%
April 2014	67%	24%
October 2014	74%	22%

Majorities of Republicans, Independents, and Democrats agree with this assessment.

	<u>Still Needed</u>	<u>Outlived Usefulness</u>
Republicans	55%	40%
Independents	79%	19%
Democrats	92%	5%

6. Voters overwhelmingly believe it is important the United States maintain an active role within the United Nations.

- We asked the following question: *“How important do you think it is for the United States to maintain an active role within the United Nations? Would you say...it is very important, somewhat important, not too important, or not at all important?”*

Eighty-seven percent (87%) of voters say it is important that the United States maintain an active role within the United Nations, with nearly seven in ten voters (67%) saying it is very important the United States do so.

	<u>Total Important</u>	<u>Total Not Important</u>
June 2009	85%	15%
May 2011	85%	15%
October 2011	86%	13%
April 2012	83%	17%
January 2013	86%	13%
October 2013	88%	12%
April 2014	86%	13%
October 2014	87%	11%

Significant majorities of Republicans, Independents, and Democrats agree with this point of view.

	<u>Total Important</u>	<u>Total Not Important</u>
Republicans	83%	16%
Independents	84%	14%
Democrats	94%	4%

7. Voters believe the United Nations supports America’s goals and objectives around the world (66% supportive/27% not supportive).
- We asked the following question: “Thinking about the UN’s support for America’s objectives around the world, would you say the UN has been very supportive, somewhat supportive, not too supportive, or not at all supportive of America’s goals and objectives around the world?”

Majorities of Republicans, Independents, and Democrats agree.

	<u>Total Supportive</u>	<u>Total Not Supportive</u>
Republicans	53%	38%
Independents	67%	27%
Democrats	80%	15%

8. Americans’ perception of the United Nations is favorable.

	<i>United Nations Image</i>	
	<u>Favorable</u>	<u>Unfavorable</u>
June 2009	54%	35%
October 2009	50%	36%
April 2010	60%	30%
October 2010	59%	29%
May 2011	59%	28%
October 2011	56%	30%
April 2012	58%	30%
October 2012	50%	32%
January 2013	57%	28%
October 2013	60%	28%
April 2014	59%	28%
October 2014	58%	28%

The UN’s overall image rating is the most favorable compared to the other organizations and institutions we tested today.

	<u>Favorable</u>	<u>Unfavorable</u>
United Nations	58%	28%
WHO	57%	20%
NATO	55%	18%
UNICEF	53%	10%
United Nations Security Council	34%	34%
U.S. Congress	28%	65%
World Bank	22%	34%

<u>Question:</u>	<u>Answer:</u>
Are Americans supportive of the United States paying our UN dues and UN peacekeeping dues on time and in full?	Yes. Voter support for UN funding remains strong and consistent with past tracks.

9. More than six out of ten voters support the United States paying our dues to the United Nations on time and in full.
- Respondents were read the following information and asked the following question: *“Each member-nation of the United Nations pays a portion of the UN regular budget in the form of dues. These dues are based on a member-nation’s capacity to pay for its share of world income. The United States represents approximately twenty-six percent of the world’s income, and currently pays twenty-two percent of the UN’s budget. Knowing this, do you...favor...or...oppose...the United States paying our dues to the UN on time and in full?”*

Pay UN General Dues On Time/In Full

	<u>Favor</u>	<u>Oppose</u>
October 2010	63%	31%
May 2011	60%	34%
October 2011	64%	31%
April 2012	64%	32%
January 2013	67%	28%
October 2013	63%	31%
April 2014	65%	31%
October 2014	66%	27%

- Majorities of Republicans, Independents and Democrats favor paying our general UN dues on time and in full.

Pay UN General Dues On Time/In Full – By Party

	<u>Favor</u>	<u>Oppose</u>
Republicans	54%	38%
Independents	68%	27%
Democrats	79%	17%

10. More than seven out of ten voters support the United States paying our peacekeeping dues to the United Nations on time and in full.
- Respondents were read the following information and asked the following question: *“As you may know, the United Nations organizes peacekeeping operations around the world. Each member-nation of the United Nations pays for a portion of the United Nations peacekeeping missions in the form of dues. The United States represents approximately twenty-six percent of the world’s income, and currently pays twenty-eight percent of the UN’s peacekeeping budget. Do you (ROTATE)...favor...or...oppose...the United States paying our peacekeeping dues to the UN on time and in full?”*

Pay UN Peacekeeping Dues On Time/In Full

	Favor	Oppose
April 2012	68%	30%
January 2013	67%	29%
October 2013	71%	27%
April 2014	66%	31%
October 2014	72%	24%

- Majorities of Republicans, Independents, and Democrats support the U.S. paying our UN peacekeeping dues on time and in full.

Pay UN Peacekeeping Dues On Time/In Full – By Party

	Favor	Oppose
Republicans	59%	36%
Independents	73%	22%
Democrats	83%	12%

Question:	Answer:
Do voters believe the UN serves important functions?	Yes.

11. In addition to the Ebola outbreak, we tested seven other possible functions/roles the UN serves and asked respondents “How important it is to you that this be a role or function the United Nations serves.” The table below shows this data ranked by total important.

Summary of UN Functions/Roles	Very Important	Total Important
Confronting terrorist threats posed by groups like the Islamic State	78%	93%
Preventing and resolving deadly conflict around the world	66%	91%
Building peace in countries emerging from conflict	58%	89%
Promoting gender equality, women's rights, and the advancement of girls and women around the world	62%	88%
Improving the health situation in poor, developing countries	51%	88%
Helping eradicate extreme poverty and hunger around the world	56%	87%
Taking the lead in efforts to address climate change	38%	71%

METHODOLOGY:

Public Opinion Strategies and Hart Research Associates conducted a national telephone survey of 800 registered voters (536 landline; 264 cell phone), from October 9-15, 2014 on behalf of the Better World Campaign. The purpose of the survey was to measure American attitudes toward international issues and the United Nations. The margin of error on a sample of 800 interviews is $\pm 3.46\%$.