



TO: INTERESTED PARTIES

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DT: OCTOBER 18th, 2013

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

EXECUTIVE SUMMARY:

National research conducted from October 5-10, 2013 by Public Opinion Strategies and Hart Research Associates, on behalf of the Better World Campaign, shows:

- Voters overwhelmingly believe the United Nations has important roles to serve in Syria and that the United States should be supportive of these UN roles.
 - More than nine out of ten voters (92%) believe it is important that the United Nations:
 - Oversee the collection and destruction of Syria's chemical weapons; and,
 - Provide humanitarian aid, relief, and shelter to Syria's refugees.
 - And roughly nine out of ten voters believe the United States should be supportive of the United Nations serving these functions in Syria.
- More than seven out of ten voters are aware of the situation in Syria (73%). Secretary of State John Kerry, the United Nations, and the United Nations Security Council receive net positive job approval ratings for their handling of the situation in Syria.
- Overall, the United Nations has the most favorable image of the organizations and people we tested. The UN's image is the highest it has been since April 2010 with a comfortable majority of voters saying they have a favorable opinion of the United Nations (60% favorable/9% neutral/28% unfavorable). This is also a ten point improvement in the percentage of voters having a favorable opinion of the UN from last October.

- More than six out of ten voters support the United States paying our dues to the United Nations on time and in full (63% favor/31% 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 (71% favor/27% oppose).
 - Majorities of Republicans, Independents, and Democrats support the U.S. paying our UN peacekeeping dues on time and in full.

These are significant levels of support for continued government funding for the UN amid the government shutdown and debt ceiling negotiations.

- 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. Seven out of ten Americans (71%) 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 (88% important/12% not important), with a substantial majority (68%) saying it is “very important” the United States do so.
 - Voters believe the United Nations supports America’s goals and objectives around the world (63% supportive/32% not supportive).
- In addition, significant majorities of Americans believe the United States should be supportive of the following UN programs and functions and see these as important roles of the UN:
 - Working to better the lives of adolescent girls around the world by helping assure girls have access to quality education and health care, adequate livelihoods, and freedom from violence and harmful practices.
 - Improving the health of women and children in poor, developing countries by making sure they have access to vaccines and maternal health care.
 - Promoting gender equality, women’s rights, and the advancement of women and girls around the world.
 - Helping eradicate extreme poverty and hunger around the world.
 - Building peace in countries emerging from conflict.
 - Taking the lead in efforts to address climate change.
- This track shows some deterioration in the perceived international respect of the United States. Overall, the percentage of voters saying the United States is “less respected” by other countries is at the highest point since President Obama took office (10% more respected, 73% less respected, and 15% as respected).
- This track also shows an uptick in voters reporting they are feeling less safe today. We ask this question using a 0-100 scale with zero meaning the world is completely safe for America and its people and 100 meaning the world is completely dangerous for America and its people (Mean score – Today = 60, April 2012 = 54).

DETAILED FINDINGS:

<u>Question:</u>	<u>Answer:</u>
How do Americans perceive the United Nations role in Syria?	<ul style="list-style-type: none"> ✓ They believe the United Nations has important roles to serve in Syria and that the United States should be supportive of these roles. ✓ They rate the United Nations and the United Nations Security Council job approval handling the situation in Syria as a net positive.

- Voters overwhelmingly believe the United Nations has important roles to serve in Syria and that the United States should be supportive of these UN roles.
 - We asked respondents about two different functions the United Nations could serve in Syria and had voters respond using two scales: 1) “How important it is to you that this be a role or function the United Nations serves;” and, 2) “How supportive you think the United States should be of the United Nations serving this function.” The data is shown below.

<u>UN Function - Importance</u>	<u>% Very Important</u>	<u>% Total Important</u>
Overseeing the collection and destruction of Syria’s chemical weapons	72%	92%
Providing humanitarian aid, relief, and shelter to Syria’s refugees	66%	92%

<u>UN Function – U.S. Supportive</u>	<u>% Very Supportive</u>	<u>% Total Supportive</u>
Overseeing the collection and destruction of Syria’s chemical weapons	59%	88%
Providing humanitarian aid, relief, and shelter to Syria’s refugees	47%	87%

Significant majorities of Republicans, Independents, and Democrats see these functions as important for the UN to serve in Syria and are functions the U.S. should support.

Overseeing the collection and destruction of Syria’s chemical weapons
 % Total Important (GOP – 90%, IND – 88%, DEM – 95%)
 % Total Supportive (GOP – 85%, IND – 87%, DEM – 92%)

Providing humanitarian aid, relief, and shelter to Syria’s refugees
 % Total Important (GOP – 91%, IND – 85%, DEM – 96%)
 % Total Supportive (GOP – 83%, IND – 80%, DEM – 94%)

2. More than seven out of ten voters (73%) say they have seen, read, or heard “a lot/some” about the situation in Syria.

In the past few weeks, how much, if anything, have you seen, read, or heard about the situation in Syria and chemical weapons?

Oct. 2013

A Lot	38%
Some	35%
Not Too Much	17%
Nothing At All	9%

3. The United Nations and United Nations Security Council receive net positive job approval ratings for their handling of the situation in Syria. Pluralities of voters have no opinion. The United Nations job approval numbers are on par with Secretary of State John Kerry, which is the highest of those tested.
- We asked respondents whether they approve or disapprove of the job different world leaders and organizations are doing in handling the situation in Syria. We tested total of six leaders/organizations.

*Job Approval – Syria
(Ranked by Net Difference Shown in Parenthesis)*

	<u>Approve</u>	<u>Disapprove</u>	<u>No Opinion</u>
Secretary of State John Kerry (+8%)	38%	30%	32%
The United Nations (+8%)	35%	27%	37%
The United Nations Security Council (+4%)	31%	27%	41%
Ban Ki-Moon, Secretary General of the United Nations (-1%)	16%	17%	66%
President Barack Obama (-3%)	38%	41%	20%
Russian President Vladimir Putin (-19%)	21%	40%	37%

<u>Question:</u>	<u>Answer:</u>
How do Americans feel about the United Nations?	✓ They have a favorable opinion of the UN. The highest it has been since April 2010.

4. Americans' perception of the United Nations is favorable and at the highest level since 2010.

United Nations Image

	<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%

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	60%	28%
WHO	57%	16%
NATO	55%	16%
UNICEF	54%	10%
United Nations Security Council	42%	32%
World Bank	30%	33%
U.S. Congress	22%	67%

<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. In fact, amid the government shutdown and debt ceiling issue, voter support for UN funding remains strong and consistent with past tracks.

5. More than six out of ten voters support the United States paying our dues to the United Nations 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%

- Majorities of Independents and Democrats favor paying our UN dues on time and in full, while Republicans are split evenly on this measure.

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

	<u>Favor</u>	<u>Oppose</u>
Republicans	46%	46%
Independents	57%	41%
Democrats	80%	15%

6. More than seven out of ten voters support the United States paying our peacekeeping dues to the United Nations on time and in full.

Pay UN Peacekeeping Dues On Time/In Full

	<u>Favor</u>	<u>Oppose</u>
April 2012	68%	30%
January 2013	67%	29%
October 2013	71%	27%

- 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

	<u>Favor</u>	<u>Oppose</u>
Republicans	59%	39%
Independents	67%	28%
Democrats	84%	14%

<u>Question:</u>	<u>Answer:</u>
How do Americans perceive the United Nations 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.

7. There continues to be significant recognition of the contemporary relevance of the United Nations. Seven out of ten Americans (71%) believe the United Nations is still needed today compared to 23% 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%

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

	<u>Still Needed</u>	<u>Outlived Usefulness</u>
Republicans	53%	39%
Independents	73%	22%
Democrats	83%	11%

8. 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-eight percent (88%) of voters say it is important that the United States maintain an active role within the United Nations, with nearly seven in ten voters (68%) 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%

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

	<u>Total Important</u>	<u>Total Not Important</u>
Republicans	78%	20%
Independents	85%	15%
Democrats	99%	1%

9. Voters believe the United Nations supports America’s goals and objectives around the world (63% supportive/32% 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?”*

There continues to be a partisan difference on this question.

	<u>Total Supportive</u>	<u>Total Not Supportive</u>
Republicans	46%	49%
Independents	64%	31%
Democrats	77%	17%

<u>Question:</u>	<u>Answer:</u>
Do Americans believe UN functions are important and do they think the U.S. should be supportive of UN programs/functions?	Yes.

10. We tested six different functions/programs the UN serves and asked respondents to rate them on two scales: 1) “How important it is to you that this be a role or function the United Nations serves;” and, 2) “How supportive you think the United States should be of the United Nations serving this function.” The table on the following page shows this data.

Summary of UN Functions/Roles	Total Important	Total Supportive
Improving the health of women and children in poor, developing countries by making sure they have access to vaccines and maternal health care.	94%	92%
Working to better the lives of adolescent girls around the world by helping assure girls have access to quality education and health care, adequate livelihoods, and freedom from violence and harmful practices.	93%	89%
Promoting gender equality, women's rights, and the advancement of women and girls around the world.	89%	87%
Helping to eradicate extreme poverty and hunger around the world.	90%	85%
Building peace in countries emerging from conflict.	89%	83%
Taking the lead in efforts to address climate change.	65%	65%

<u>Question:</u>	<u>Answer:</u>
How have voter attitudes shifted about the United States in this track?	<ul style="list-style-type: none"> ✓ They believe the U.S. is less respected in the world today. ✓ They are more concerned about their safety.

11. This track shows some deterioration in the perceived international respect of the United States. Overall, the percentage of voters saying the United States is “less respected” by other countries is at the highest point since President Obama took office.
- Respondents are asked the following question: “*And compared with the past, would you say that the United States is more respected by other countries, less respected by other countries these days, or as respected as it has been in the past?*”

	<u>More Respected</u>	<u>Less Respected</u>	<u>Same</u>
September 2007	6%	78%	15%
June 2009	21%	60%	19%
April 2010	21%	60%	16%
May 2011	13%	64%	20%
October 2011	11%	68%	18%
April 2012	9%	71%	19%
October 2012	15%	64%	18%
October 2013	10%	73%	15%

12. This track shows an uptick in voters reporting they are feeling less safe today. Voters are more likely to perceive the situation today in the world as dangerous for America and its people rather than safe for America and its people.
- We ask this question using a 0-100 scale with zero meaning the world is completely safe for America and its people and 100 meaning the world is completely dangerous for America and its people.

	<u>6/09</u>	<u>10/09</u>	<u>4/12</u>	<u>10/13</u>
75-100	33%	35%	27%	36%
51-74	21%	21%	19%	19%
50	29%	27%	24%	22%
0-49	16%	17%	29%	21%
MEAN	60	61	54	60

Respondents who shifted to be more concerned about the safety of Americans in the world from our April 2012 track tend to be: older respondents (age 55+), Republicans (including tea party supporters), moderates, voters living in the suburbs, and those who closely follow international news.

METHODOLOGY:

Public Opinion Strategies and Hart Research Associates conducted a national telephone survey of 900 registered voters (630 landline; 270 cell phone), from October 5-10, 2013 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 900 interviews is $\pm 3.27\%$.