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Recommended Press Release

Global opinion poll finds
**Widespread support for American
action against Osama bin Laden,**
but views are divided on details.

*The first global poll on the subject conducted in 25
countries across the globe*



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American action against Osama bin Laden
WHAT DOES THE WORLD THINK?

Gallup International poll (*conducted in association with WIN*) in 25 countries across the globe,
May 11—June 2, 2011

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Important note for Members: The Board has decided that every country may customize (including branding issues) according to their local circumstances and legal requirements, and by making suitable mention of their country specific results. Detailed statistical Results are available in the compendium **Volume 1** providing Tabular Presentation of all **4 Questions**, country wise

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Zurich / _____, June 10, 2011

Global Survey finds widespread support for American action against Osama bin Laden. However views are divided on the impact of OBL death on terrorism in the world and only half of the survey respondents are certain that OBL was actually killed. *Poll findings released by Gallup International (in association with WIN) worlds oldest and largest network of independent opinion pollsters, polling world opinion on major events since 1947.*

According to the first global poll after the event, there is widespread support across the world with 81% supporting American action against Osama bin Laden in which he was killed on May 2 this year. The supporters of the action are however divided between full supporters of the action which includes bin Laden being killed, accounting for 39% of the global sample and those who lend qualified support, 42%, saying they objected to the manner of the action and would have preferred to see Osama bin Laden arrested rather than killed. Only 9% globally opposed the American action, whereas 10% did not respond, mostly saying they were undecided or did not know.

The global poll was carried out by Gallup International (in association with WIN), the world's oldest and the largest network of independent opinion pollsters. The sample comprised 20,995 men and women who were statistically chosen from 25 countries from all parts of the world representing the largest populations such as China, India and the United States as well as smaller countries such as Iceland. The sample includes representation from Asia, Africa, East and West Europe and America and represents views of



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people belonging to various ethnicities, religions, socio-economic groups, age and gender. Further details on sampling methodology is provided at the end of this document.

The survey findings show that despite widespread approval of American action there are differences across geographical regions and religious affiliations.

Opinion in North America tilts toward full support of the action taken against Osama bin Laden in which he was killed on the spot, while opinion in Europe tilts towards a qualified support, suggesting that while the respondents supported the action, they would have favored a different way to execute it and many say they would have preferred to see Osama arrested, rather than killed on the spot.

Curiously but not surprisingly only one half, 53% of the global opinion tapped in this survey is sure that the man killed in the operation was Osama bin Laden, the remaining are split between those who believe the action was staged, 22% and 24% who did not respond. There is a marked relationship between the type of support for the American action and credibility about the death of real Osama bin Laden. Thus 70% of full supporters of American action say they are convinced the person killed was Osama. But only 48% of qualified supporters and even fewer, 32%, of the opponents of the action hold this view. Such skeptical views are however not unusual since polling data shows that nearly 13% of American citizens continue to dispute that their current President is not American born, even after he made a public display of his birth certificate recently.

Findings from the survey also reveal significant difference between views of respondents belonging to various religions. While a majority of Muslims across the world have lent support to American action, their views tilt towards qualified support and higher level of Muslims in all continents oppose the action compared with peoples of other faiths in the same areas. Globally opposition to the American action is 21% among Muslims compared with 7% among respondents of other orientations and faiths. In Europe and America opposition among Muslims living in those continents is 9% as opposed to 4% among others. In Africa opposition is 19% among Muslims compared with 9% among others; in Asia opposition is 22%, among Muslim while it is 8% among peoples of other faiths and orientations.

Impact of Osama's death on World-wide Terrorism:

Only 20% of global opinion is hopeful and optimistic that Osama's death will lead to fewer acts of terrorism across the world. In fact the pessimists on the subject who believe terrorism might in fact rise are 38% thus outnumbering the



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optimists. As for the remaining, 29% believe the situation will remain unchanged, while 13% said they did not know.

Impact on the Image of President Obama:

Globally 27% said their image of President Obama has improved after his action against Osama bin Laden. However a sizeable number, 45%, said the image of President Obama in their eyes remained unchanged, or even worsened, 17%. The remaining, 11% did not give a specific answer. As one would expect President Obama gained highest net increase in favorable image, (defined as improvement in image minus damage to image), among the **Full Supporters** of action against Osama, 42%. On the other hand among the net gain in Image among **Qualified Supporters** was only -8% while among the **opponents** the shift was negative, at -33%. Among President Obama's American constituents his image increased by a net gain of 24% points.

Mr. Jean-Marc Leger, President of the WIN/GIA Association stated that this is indeed a significant moment in President Obama's presidency. While not all of the world agrees with the result of the action against Osama bin Laden, the American action is viewed in a positive light and can significantly increase the image of the President.

The detailed country by country results of the first global poll of opinions on the death of Osama bin Laden is available upon request, and it will be supplemented by views from an additional list of countries in end June, 2011.

Methodology:

The 25 country poll included in this study are based on national probability samples, conducted **face to face** (in 11 countries; n=10,300); **telephone** (in 7 countries; n=4,909) and online (in 7 countries; n=5,786). Altogether the sample size was 20,995. Wherever needed samples have been weighted to census distribution covered for each country in the study (see details ahead). In 7 countries (details provided ahead) the surveyed population did not include all or parts of rural areas. Field work was conducted during May 11-June 2, 2011. The error margin depends on the size and type of sample used in every country. But in general the size and types of samples used in this study will have an error margin of $\pm 2-5\%$ at 95% confidence level.



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METHODS REPORT AND COUNTRY CONTACT LIST

A. SAMPLING

1- Universe

The Universe is Global population. The survey was carried out in 25 countries. **The population of these 25 countries comprise 59% of global population.**

For the purposes of this survey the standard/conventional approach was followed: each country has been treated as an independent universe. The sample selected to be interviewed in each country are representative of the adult population of the country. In a few countries interviews were limited to the major cities (*notably China and India*). In such cases the limitation has been indicated in the section below which provides details on country level sample size.

2- Sampling Methods

Probability sampling methods have been used in all the polled countries. Further details can be provided upon request. In general multi-stage stratified sampling methods have been employed. The error margins are in the range of \pm 3-5% at 95% confidence level.

3- Weighting Scheme

- 1- For Global Averages only that population has been treated as the polled universe where the survey was conducted. This means that if (*such as in China*) only major urban centers were interviewed, only those populations are treated as the relevant population for developing the weights. Further details can be available upon request.
- 2- A number of countries have used weights for their national level data to correspond with their census distribution. Details can be available upon request.
- 3- The country level averages which appear in this Report are weighted averages.

For Details on Methodology for each country, please see ahead:



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B. INTERVIEWING METHODS

The Interviewing Methods are specific to each country. Details are provided below in the country level sampling and interviewing details. The Methods can generally be described as Multi-Mode. They include Face to Face, Telephone and Online interviews depending on the country.

C. TABULATION AND REPORTING

In addition to the synopsis of the findings available as a Press Release, we provide country by country data for each survey Question included in the study. This is available as **Value 1: Tabular Results:** including detailed Methods Report and Country contact list for research institutes which conducted the survey.

D. DATA AVAILABILITY

Gallup International Association (not related to Gallup Inc headquartered in Washington D.C) archives its data with **University of Michigan, Ann Arbor/ICPSR**-Inter-University Consortium for Political and Social Research. The data for this and other Gallup International studies (several conducted in association with WIN) are available with ICPSR after an embargo period of 12 months beginning from the date of releasing the initial findings and Tabular Report.



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Country	Contact	E-mail	Company	Mode	Sample Type	Data weight ed?	Size	Fieldwork Dates
Algéria*	BATTE Christian	bjconsult@menara.ma	BJ Group	Face to face	National	No	501	May12-May19
Bangladesh*	Rahid Ahmed	rahid_orquest_bangladesh.com	ORG-QUEST Research Ltd.	Face to face	National	No	1505	May16- May30
Belgium	Sterckmans William	wsterckmans@dedicated.be	Dedicated Research	CAWI	National	Yes	500	May23-May25
Bosnia and Herzegovina	Aida Hadziavdic Begovic	aida.hadziavdic@mib.ba	Mareco Index Bosnia	Telephone	National	No	500	May12- May18
Bulgaria	Mila Grigorova	m.grigorova@gallup-bbss.com	BBSS Gallup International	Face to face	National	Yes	1000	May26- June2
Canada	Sarah weill	Sweill@legerMarketing.com	Leger Marketing	Online	National	Yes	1027	May17-May26
China	Zhou Xin	zhouxin@comrc.com.cn	CRC-Research Center	Online	Others(Internet user)	No	500	May23- May27
Finland	Mr Jari Pajunen	jari.pajunen@taloustutkimus.fi	Taloustutkimus Oy	Telephone	National	Yes	502	May11-May12
Germany	Johannes Huxoll	johannes.huxoll@tns-emnid.com	TNS Emnid	Telephone	National	Yes	503	May 19
Iceland	Vilborg Helga Hardardottir	vilborg.hardardottir@capacent.is	Capacent Gallup	Online	National	Yes	741	May11–May23
India*	Yashwant Dashmukh	Yashwant@teamcvoter.com	CVoter News Services Pvt. Ltd.	Telephone	National	Yes	1396	May18–May19
Italy	Paolo Colombo	paolo.colombo@doxa.it	Doxa	Telephone	National	Yes	1000	May12-May15
Japan	Hisako Kumada	kumada@nrc.co.jp	Nippon Research Center	Online	National	Yes	1,000	May27- May31
Kenya	Margit Cleveland	margit.cleveland@infiniteinsight.co.ke	Infinite Insight Kenya	Face to face	Urban	Yes	512	May12-May13
Macedonia	Elida Medarovska	elida.medarovska@brima.com.mk	BRIMA	CATI	National	Yes	501	May20- May26
Pakistan	Fatima Idrees(Ms.)	fatima_idrees@gallup.com.pk	Gallup Pakistan	Face to face	National	Yes	2717	May15–May21
Poland	Grzegorz Dąbrowski	grzegorz.dabrowski@mareco.pl	MARECO Polska	Face to face	Urban	No	212	May13-May15
Romania	Domnariu Horia	Horia.domnariu@csop.ro	TNS CSOP	Face to face	National	Yes	1104	May18- May25
Russia	Natalia Ivanisheva	Ivanisheva.N@romir.ru	Romir	Online	Urban	Yes	1500	May20-May23



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Serbia	Milana Aleksic	<a href="mailto:milana.aleksic@tnsmediu
mgallup.co.rs">milana.aleksic@tnsmediu mgallup.co.rs	TNS Medium Gallup	Face to face	National	Yes	1028	May24-May29
South Africa	Patson Gasura	patson@topliners.co.za	Topline Research Solutions	Face to face	Urban	Yes	400	May12-May16
Spain	Luciano Miguel	<a href="mailto:Luciano.miguel@instituto
dym.es">Luciano.miguel@instituto dym.es	Instituto DYM	Telephone	National	Yes	507	May16-May19
Tanzania	Margit Cleveland	<a href="mailto:margit.cleveland@infiniteinsig
ht.co.ke">margit.cleveland@infiniteinsig ht.co.ke	Infinite Insight Kenya	Face to face	Urban	Yes	521	May14-May15
Tunisia*	See Note below			Face to face	Urban	No	800	May12-19May
USA	Sarah weill	<a href="mailto:Sweill@leger
Marketing.com">Sweill@leger Marketing.com	TRIG	Online	National	Yes	518	May17-May26

Note: * In Algeria and Tunisia the survey was done by BJ Group (WIN-GIA affiliate in Morocco email contact: bjconsult@menara.ma) subsequently the survey in Tunisia was also done by EMRHOD International (WIN-GIA affiliate in Tunisia email contact: emrhod@gnet.tn; contact person: Nebil Belaam). The data by EMRHOD International could not be included in this Report due to a set of logistical issues. The efforts by EMRHOD International, the sole affiliate of WIN-GIA in Tunisia are however duly appreciated. In India and Bangladesh the survey was done by friendly institutions, not affiliated with WIN-GIA; their contribution is greatly appreciated.