

Canadian opinions on world leaders: Putin “arrogant”, Obama “influential”, Merkel “strong”

Most Canadians say they're too unfamiliar with other G7, BRIC leaders to have an opinion about them

August 15, 2014 – Canadians have strong and decided views about a handful of world leaders, including their own – but most say they don't know enough about many other prominent world leaders to offer an opinion.

These are the findings of the latest Angus Reid Global (ARG) survey of Canadian adults seeking to measure how Canadians view leaders of G7 nations, as well as those leading BRIC (Brazil, India, China) countries, and Russia.

Findings:

Respondents were asked to select up to six words from a list of 24 descriptors to ascribe to the eleven world leaders. Twelve pairs of contradictory attributes were included as options. (See tables at the end of this release).

Vladimir Putin:

The words chosen most often to describe Russian President Vladimir Putin are:

- Arrogant (54%)
- Corrupt (52%)
- Bully (52%)
- Dishonest (45%)
- Secretive (41%)

Angela Merkel:

German Chancellor Angela Merkel is described by Canadians most often as:

- Strong (33%)
- Influential (33%)
- Credible (26%)
- Strategic (22%)
- Courageous (16%)

Canadians aged 55+ say Merkel is “strong” two-to-one over those aged 18-34 (44% versus 21%).

METHODOLOGY:

Angus Reid Global (ARG) conducted an online survey among 1502 randomly selected Canadian adults who are Angus Reid Forum panelists on July 22-23, 2014.

For comparison, a probability sample of this size carries a margin of error of +/- 2.5%, 19 times out of 20. Discrepancies in or between totals are due to rounding.

Detailed charts, tables and regional results are found at the end of this release.

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David Cameron:

British Prime Minister David Cameron is described by Canadians as:

- Influential (24%)
- Credible (21%)
- Strategic (19%)
- Strong (16%)
- Honest (14%)

Barack Obama:

The words chosen most to describe US President Barack Obama are:

- Influential (46%)
- Charismatic (43%)
- Compassionate (33%)
- Inspiring (32%)
- Credible (29%)

Gender does drive some difference in Canadian opinion of Obama. For example, although a minority view, men describe him as “weak” four-to-one over women (18% versus 5%).

Stephen Harper:

Canadians appear to be less positive about their own prime minister than his American counterpart, describing Stephen Harper most often as:

- Secretive (39%)
- Arrogant (37%)
- Dishonest (31%)
- Strategic (26%)
- Boring (26%)

The most often chosen positive attributes of Harper are:

- Strategic (26%)
- Strong (19%)
- Influential (18%)
- Credible (17%)
- Honest (13%)

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Awareness of World Leaders:

Notably, although Canadians have expressed to ARG in [previous surveys](#) a desire to pursue and maintain trade ties with Europe, Asia and South America, this does not correlate to familiarity with the leaders of these regions.

At least half of all respondents said they didn't know who the leaders of the remaining countries were, with 51 per cent (including one-quarter of Quebecers) saying they weren't familiar enough with French President Francois Hollande to offer an opinion about him.

Similarly, three-quarters said they didn't know Indian Prime Minister Narendra Modi, Italian Prime Minister Matteo Renzi, and Brazilian President Dilma Rouseff. Seventy per cent were unfamiliar with Japanese Prime Minister Shinzo Abe, and 60 per cent did not know Chinese President Xi Jinping.

Respondents were shown photos and names of each leader, but not their job title or which country they represented.

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Detailed tables are on the following pages.

Angus Reid Global is headed by Dr. Angus Reid, Canada's best known and longest practicing pollster. He's spent more than four decades asking questions about what people feel, how they think and who they will vote for. He is supported by a team of practitioners conducting high quality research for corporations, governments and non-profit organizations.

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Please select up to six words you would use to describe each of the following world leaders. Stephen Harper							
	Total (1502)	Region					
		BC (215)	AB (148)	MB/SK (98)	ON (591)	PQ (336)	ATL (114)
Secretive	39%	41%	36%	40%	42%	29%	56%
Arrogant	37%	34%	28%	39%	37%	39%	46%
Dishonest	31%	32%	24%	29%	31%	31%	44%
Strategic	26%	29%	25%	17%	30%	25%	17%
Boring	26%	21%	21%	22%	26%	34%	22%
Liar	26%	26%	14%	28%	23%	29%	39%
Uncaring	24%	25%	17%	30%	25%	22%	36%
Bully	21%	23%	19%	23%	22%	14%	30%
Corrupt	20%	25%	15%	19%	19%	15%	37%
Strong	19%	20%	22%	21%	24%	10%	16%
Influential	18%	21%	23%	20%	19%	12%	12%
Credible	17%	16%	28%	20%	18%	13%	13%
Honest	13%	14%	23%	14%	13%	10%	5%
Down to earth	12%	11%	30%	10%	15%	3%	7%
Ethical	12%	12%	23%	10%	15%	6%	4%
Compassionate	10%	8%	20%	7%	11%	7%	3%
Cowardly	10%	10%	6%	11%	8%	12%	16%
Weak	9%	12%	12%	7%	7%	10%	10%
Bumbling	9%	11%	8%	11%	7%	10%	14%
Courageous	8%	10%	11%	7%	8%	6%	3%
Charismatic	7%	6%	7%	8%	8%	5%	5%
Unimportant	7%	9%	2%	7%	6%	9%	5%
Inspiring	5%	6%	9%	8%	5%	5%	4%
Transparent	4%	4%	2%	8%	4%	3%	2%

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Please select up to six words you would use to describe each of the following world leaders. Barack Obama							
	Total	Region					
		BC (215)	AB (148)	MB/SK (98)	ON (591)	PQ (336)	ATL (114)
Influential	46%	50%	45%	46%	48%	42%	44%
Charismatic	43%	44%	37%	43%	43%	44%	48%
Compassionate	33%	34%	28%	38%	35%	27%	43%
Inspiring	32%	27%	26%	24%	35%	35%	33%
Credible	29%	32%	18%	27%	30%	32%	27%
Strong	28%	30%	30%	23%	28%	22%	41%
Honest	27%	23%	21%	23%	27%	33%	21%
Strategic	25%	24%	23%	28%	24%	27%	25%
Down to earth	24%	30%	27%	27%	30%	6%	33%
Courageous	23%	20%	13%	16%	21%	35%	14%
Ethical	23%	28%	21%	25%	25%	16%	28%
Secretive	11%	12%	14%	12%	13%	5%	15%
Weak	11%	10%	17%	13%	14%	7%	6%
Arrogant	10%	12%	16%	9%	12%	3%	11%
Dishonest	8%	9%	10%	15%	9%	4%	11%
Liar	8%	8%	11%	7%	9%	3%	9%
Bumbling	7%	8%	11%	9%	8%	3%	5%
Transparent	7%	6%	6%	3%	5%	14%	4%
Corrupt	6%	9%	8%	7%	7%	3%	6%
Boring	5%	8%	6%	3%	4%	4%	4%
Cowardly	5%	6%	7%	3%	7%	3%	5%
Uncaring	3%	3%	6%	-	4%	3%	4%
Bully	3%	5%	2%	3%	3%	2%	2%
Unimportant	2%	2%	4%	1%	3%	2%	2%

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Please select up to six words you would use to describe each of the following world leaders. Vladimir Putin							
	Total	Region					
		BC (215)	AB (148)	MB/SK (98)	ON (591)	PQ (336)	ATL (114)
Arrogant	54%	57%	61%	50%	57%	47%	50%
Corrupt	52%	55%	54%	59%	57%	40%	50%
Bully	52%	53%	55%	62%	58%	41%	44%
Dishonest	45%	43%	46%	45%	50%	40%	43%
Secretive	41%	44%	48%	47%	45%	27%	44%
Liar	38%	40%	37%	43%	39%	34%	37%
Uncaring	27%	28%	28%	38%	35%	13%	28%
Strategic	22%	25%	20%	19%	23%	20%	19%
Strong	20%	21%	25%	19%	21%	15%	20%
Influential	18%	20%	17%	14%	19%	19%	17%
Cowardly	11%	14%	15%	7%	12%	7%	13%

Please select up to six words you would use to describe each of the following world leaders. Angela Merkel							
	Total	Region					
		BC (215)	AB (148)	MB/SK (98)	ON (591)	PQ (336)	ATL (114)
Strong	33%	35%	28%	34%	37%	30%	26%
Influential	33%	37%	27%	36%	36%	29%	27%
Credible	26%	27%	21%	21%	29%	25%	22%
Strategic	22%	28%	16%	21%	25%	22%	10%
Courageous	16%	18%	16%	9%	17%	19%	10%
Honest	16%	16%	12%	14%	14%	20%	13%
Inspiring	15%	10%	12%	9%	15%	21%	10%
Ethical	14%	15%	12%	17%	17%	11%	12%
Charismatic	11%	11%	7%	5%	13%	15%	5%

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Please select up to six words you would use to describe each of the following world leaders. David Cameron							
	Total	Region					
		BC (215)	AB (148)	MB/SK (98)	ON (591)	PQ (336)	ATL (114)
Influential	24%	28%	26%	24%	28%	18%	21%
Credible	21%	24%	27%	25%	22%	17%	17%
Strategic	19%	19%	19%	11%	21%	17%	15%
Strong	16%	15%	16%	20%	18%	11%	14%
Honest	14%	11%	16%	18%	14%	13%	12%
Charismatic	11%	8%	11%	14%	13%	9%	14%
Down to earth	11%	15%	15%	12%	13%	4%	11%
Ethical	11%	14%	16%	14%	13%	6%	8%

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Please select up to six words you would use to describe each of the following world leaders. "I don't know who this person is"							
	Total	Region					
		BC (215)	AB (148)	MB/SK (98)	ON (591)	PQ (336)	ATL (114)
Matteo Renzi	76%	77%	82%	84%	77%	66%	83%
Narendra Modi	74%	70%	80%	81%	75%	68%	83%
Dilma Rousseff	72%	71%	80%	81%	74%	61%	82%
Shinzo Abe	69%	68%	71%	80%	70%	63%	77%
Francois Hollande	51%	53%	68%	64%	58%	23%	66%
Angela Merkel	37%	32%	47%	40%	34%	33%	54%
David Cameron	33%	29%	38%	34%	28%	37%	44%
Vladimir Putin	10%	8%	8%	9%	7%	13%	16%
Xi Jinping	61%	56%	62%	71%	61%	56%	71%
Barack Obama	2%	2%	4%	4%	1%	2%	-
Stephen Harper	2%	2%	2%	2%	2%	2%	3%

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