

## G8/G20 SUMMITS

# Americans, Britons and Canadians Tuned Out During G8/G20 Summits

*Less than one-in-four respondents in the three countries say they followed the final summit statements "very closely" or "moderately closely."*

[NEW YORK – Jul. 12, 2010] – Few people in three G8 and G20 members were interested in finding out what the participating countries agreed to at the end of last month's summits, a new three-country Angus Reid Public Opinion poll has found.

The online survey of representative samples of 1,002 Americans, 1,009 Canadians and 2,011 Britons also finds that the heads of government of Canada and the United Kingdom were perceived as having performed better at the meetings than the American President.

Only 23 per cent of Canadians, 20 per cent of Americans and 19 per cent of Britons report following the final communiqués from participating nations "very closely" or "moderately closely." Canadians (52%) were more likely to be paying attention to the demonstrations in Toronto—the city that hosted the G20 summit—than those in the United States (21%) or Britain (16%).

Overall, 37 per cent of Canadians say they rate the performance of Prime Minister Stephen Harper during the summits as "very good" or "good", while 26 per cent think he was "bad" or "very bad." British Prime Minister David Cameron was also praised by more than a third of respondents (37%), but only 13 per cent think he did poorly. Americans were split when assessing President Barack Obama (28% "very good" or "good", 27% "bad" or "very bad.").

## KEY FINDINGS

- **Respondents who did not follow the final communiqués closely: Canada 48%, Britain 55%, United States 56%**
- **37% of Canadians rate Stephen Harper's performance during the summits as "very good" or "good"; 37% of Britons feel the same way about David Cameron; Barack Obama at 28% in the United States.**

Full topline results are at the end of this release.

*From July 1 to July 9, 2010, Angus Reid Public Opinion conducted an online survey among 1,009 Canadian adults who are Angus Reid Forum panellists, 1,002 American adults who are Springboard America panellists, and 2,011 British adults who are Springboard UK panellists. The margin of error—which measures sampling variability—is +/- 3.1% for Canada and the United States, and 2.2 per cent for Great Britain. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples representative of the entire adult population of Canada, the US and Great Britain. Discrepancies in or between totals are due to rounding.*

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Less than a third of respondents in the three countries expressed satisfaction with the pledges from the G8 and G20 summits on economic policy, development aid and the environment, with Americans being slightly more critical than Canadians and Britons.

The low level of attention to the summits is exemplified in the high proportion of respondents who said they did not follow the final communiqués closely (CAN 48%, BRI 55%, USA 56%). Also, a third of Canadians (36%), two-in-five Americans (40%) and half of Britons (50%) were undecided about how their respective heads of government performed during the meetings.

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**G8/G20 Summits**

Next, we'd like to ask you some questions about the G8 and G20 summits that were held in Canada last month. How closely did you follow each one of the following stories related to the summits? –




*The final communiqués from participating nations*

	CANADA 	UNITED STATES 	GREAT BRITAIN 
Very closely	6%	4%	4%
Moderately closely	17%	16%	15%
Not too closely	29%	24%	26%
Not closely at all	48%	56%	55%

**G8/G20 Summits**

Next, we'd like to ask you some questions about the G8 and G20 summits that were held in Canada last month. How closely did you follow each one of the following stories related to the summits? –

*The demonstrations in Toronto*

	CANADA 	UNITED STATES 	GREAT BRITAIN 
Very closely	21%	5%	3%
Moderately closely	31%	16%	13%
Not too closely	22%	27%	28%
Not closely at all	25%	52%	56%

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**G8/G20 Summits**

CANADA: Overall, how do you rate the performance of Prime Minister Stephen Harper at the G8 and G20 summits?

UNITED STATES: Overall, how do you rate the performance of President Barack Obama at the G8 and G20 summits?

BRITAIN: Overall, how do you rate the performance of Prime Minister David Cameron at the G8 and G20 summits?

	CANADA 	UNITED STATES 	GREAT BRITAIN 
Very good	12%	2%	8%
Good	25%	26%	29%
Bad	14%	12%	9%
Very bad	12%	15%	4%
Not sure	36%	41%	50%




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**G8/G20 Summits**

Overall, are you satisfied or dissatisfied with the pledges from the G8 and G20 on each one of the following global issues?

*“Very Satisfied” and “Moderately Satisfied” listed*

	<b>CANADA</b> 	<b>UNITED STATES</b> 	<b>GREAT BRITAIN</b> 
<b>Economic policy</b>	<b>32%</b>	<b>21%</b>	<b>31%</b>
<b>Development aid</b>	<b>30%</b>	<b>21%</b>	<b>26%</b>
<b>The environment</b>	<b>26%</b>	<b>23%</b>	<b>29%</b>

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*Angus Reid Public Opinion is the public affairs practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995*

*Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.*

*Angus Reid Public Opinion polls are conducted using the Angus Reid Forum ([www.angusreidforum.com](http://www.angusreidforum.com)), Springboard America ([www.springboardamerica.com](http://www.springboardamerica.com)) and Springboard UK ([www.springboarduk.com](http://www.springboarduk.com)) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.*

*Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election.*

<http://bit.ly/4zxf1S>

*Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.*

*More information on the way Angus Reid conducts public opinion research can be found at*

<http://bit.ly/3z0u1l>

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**For more information, please contact  
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:**

**<http://www.visioncritical.com/category/global-opinions-and-trends>**

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