



USA

Regaining our global reputation

US Foreign Policy starts at home

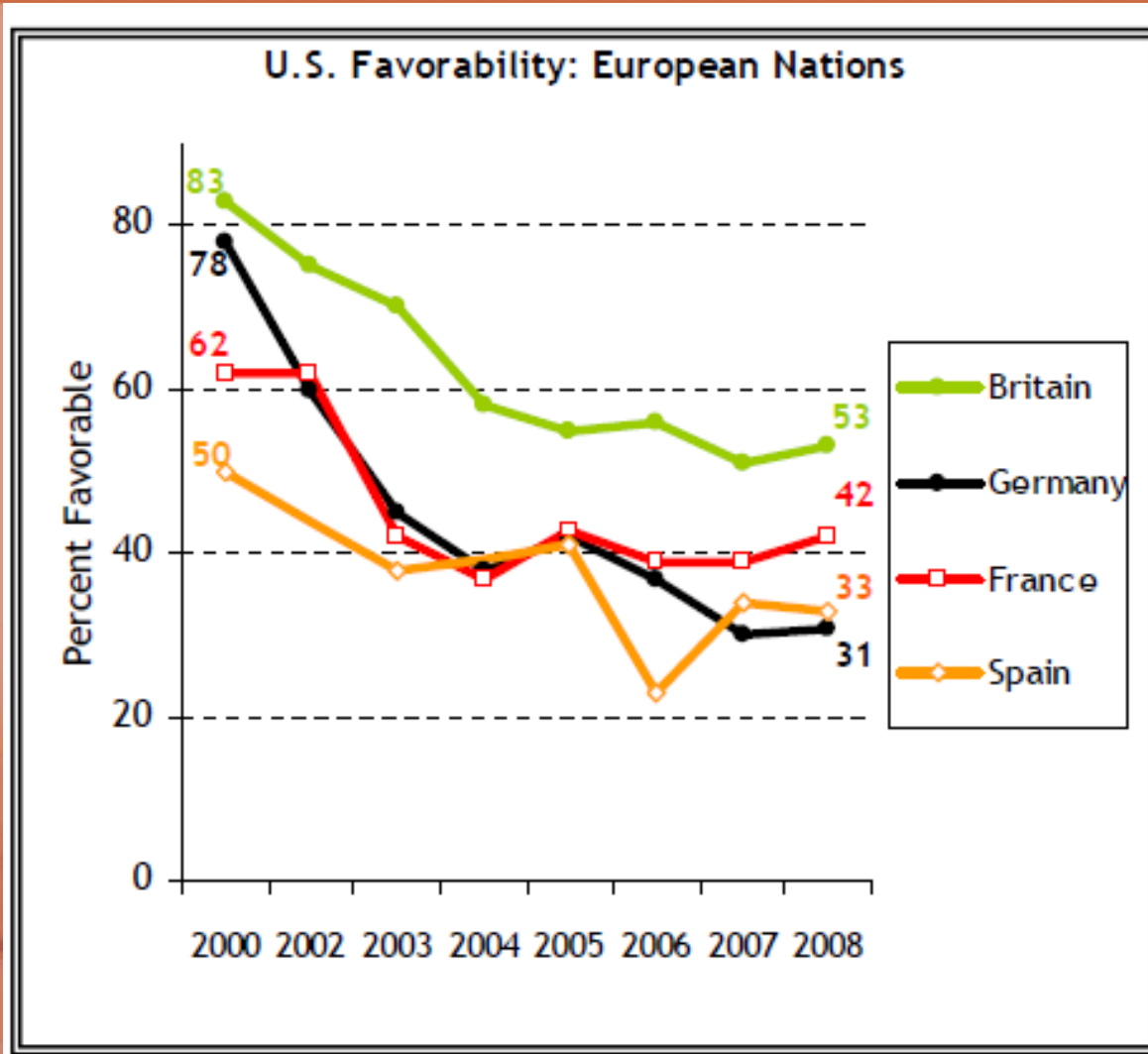
Before Bush

- Reagan – Peace through power
- Clinton - World police?
- Military - Last super power
 - Somalia, Rwanda, Bosnia and Herzegovina, Kosovo, and Haiti
 - The Balkans (former Yugoslavia), Northern Ireland, and the Israeli-Palestinian conflict
- Freedom by example - respect
- Economy – respect
- Technology leadership - respect
- Human Rights - ???

The Bush years - The decline of our rep

- War on Terror – Found them in Afghanistan
- No they are in Iraq
 - Lies and go it alone
 - Preemptive strike – Moving from Defense to Offense
 - Freedom Fries
 - Gitmo, Abu Ghraib prison, wire tapes
- Axis of Evil – Iraq, Iran, North Korea
- Withdrawal from ABM treaty
- National Missile Defense
- Global Warming– prove it to me one more time
- Kyoto Treaty vs. US economy
- We don't need no United Nations
- Oil prices skyrocket
- Foreign Policy goal to spread Democracy
 - The new Crusade

USA declining image



Eight Years of decline

Favorable Views of the U.S.								
	1999/ 2000/2002/2003/2004/2005/2006/2007/2008							
	%	%	%	%	%	%	%	%
Britain	83	75	70	58	55	56	51	53
France	62	62	42	37	43	39	39	42
Spain	50	--	38	--	41	23	34	33
Germany	78	60	45	38	42	37	30	31
Poland	86	79	--	--	62	--	61	68
Russia	37	61	37	46	52	43	41	46
Turkey	52	30	15	30	23	12	9	12
Lebanon	--	36	27	--	42	--	47	51
Egypt	--	--	--	--	--	30	21	22
Jordan	--	25	1	5	21	15	20	19
South Korea	58	52	46	--	--	--	58	70
India	--	66	--	--	71	56	59	66
Japan	77	72	--	--	--	63	61	50
Australia	--	--	59	--	--	--	--	46
China	--	--	--	--	42	47	34	41
Indonesia	75	61	15	--	38	30	29	37
Pakistan	23	10	13	21	23	27	15	19
Brazil	56	51	35	--	--	--	44	47
Mexico	68	64	--	--	--	--	56	47
Argentina	50	34	--	--	--	--	16	22
Tanzania	--	53	--	--	--	--	46	65
Nigeria	46	76	61	--	--	62	70	64
South Africa	--	65	--	--	--	--	--	60

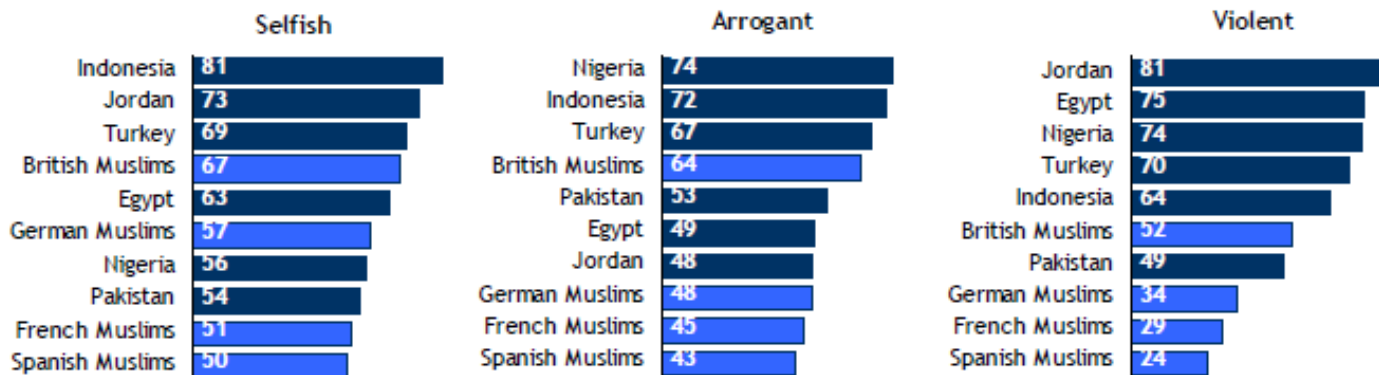
1999/2000 survey trends provided by the Office of Research,
U.S. Department of State.

South Korea- Up
Tanzania – Up
Nigeria – Up
India – Flat
China – Flat
South Africa - Flat

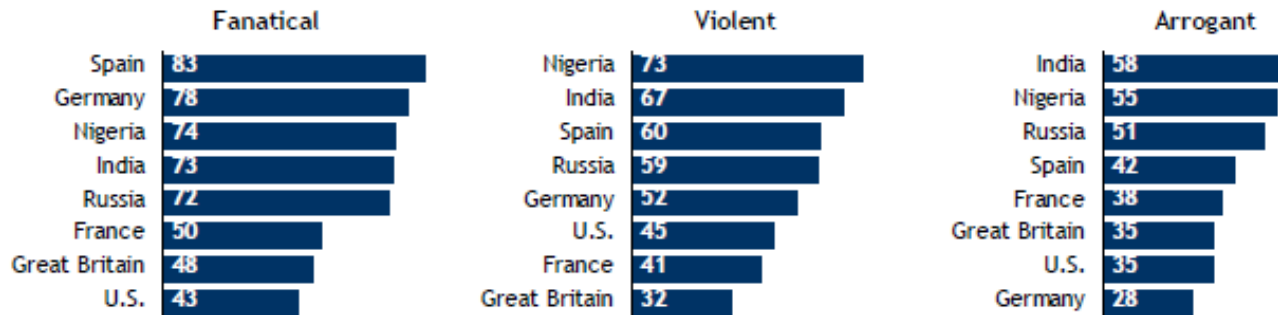
East vs. West

Negative Traits Muslims and Non-Muslims See in One Another

Negative Characteristics Muslims Associate with People in Western Countries *



Negative Characteristics Non-Muslims Associate with Muslims *



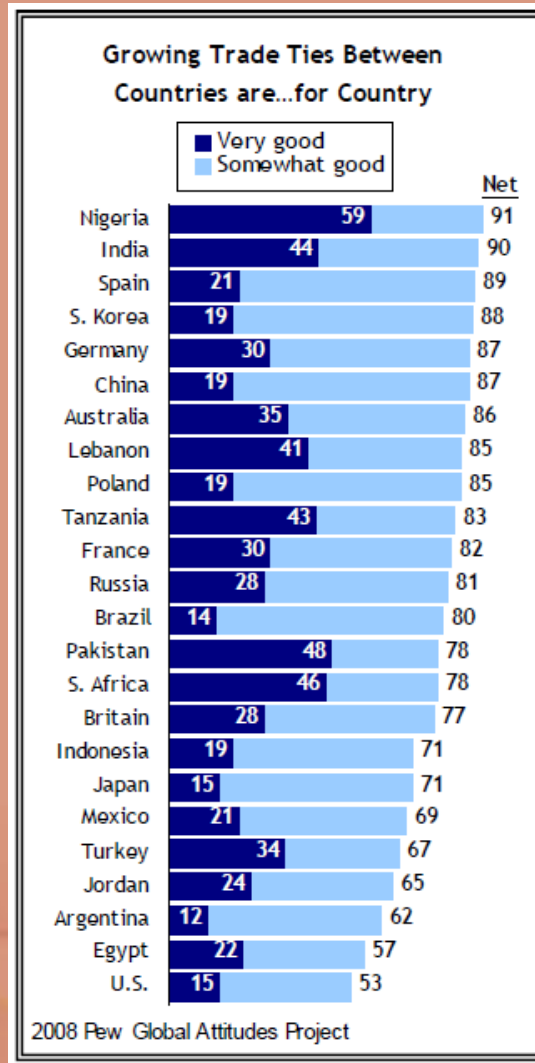
*Top three traits of six negative traits tested. Lighter shading indicates Muslim subpopulations within Western European countries.

In Pakistan, the percentage of Don't Know/Refused responses ranges from 28% to 31% on these characteristics.

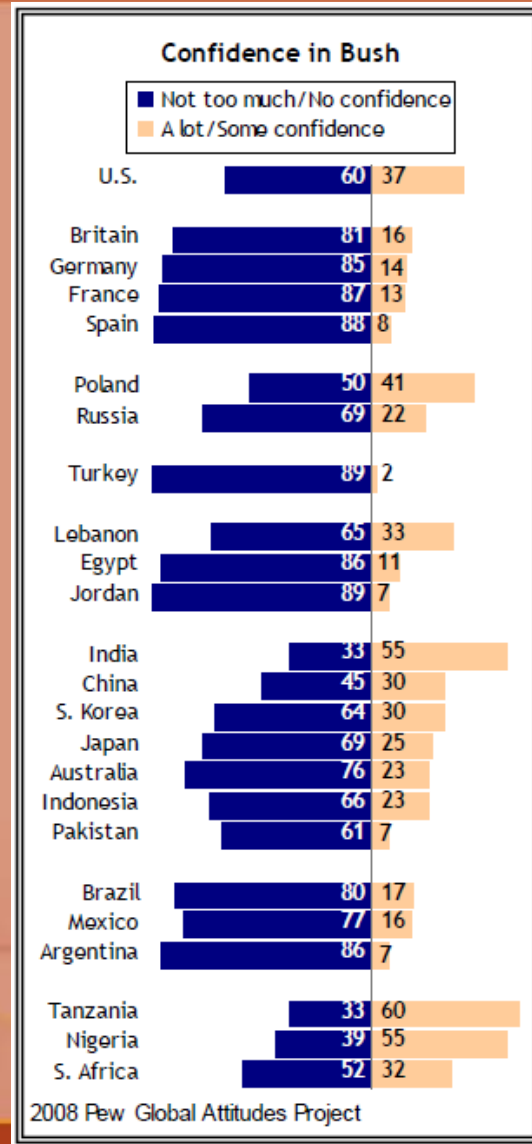
Nigerian Muslims asked about "people in Western countries," Nigerian non-Muslims asked about "Muslims."

2006 Pew Global Attitudes Project

Greater desire for globalization from other countries



No confidence in Bush



US and China take the environmental blame

Who Hurts the World's Environment the Most?

	<u>China</u>	<u>U.S.</u>	<u>Diff.</u>
	%	%	
U.S.	40	22	+18
Britain	40	36	+4
France	34	35	-1
Germany	39	34	+5
Spain	17	51	-34
Poland	23	26	-3
Russia	18	28	-10
Turkey	6	46	-40
Egypt	20	22	-2
Jordan	19	24	-5
Lebanon	18	36	-18
Australia	46	24	+22
China	9	26	-17
India	21	21	0
Indonesia	11	42	-31
Japan	67	17	+50
Pakistan	1	51	-50
S. Korea	64	19	+45
Argentina	7	54	-47
Brazil	11	44	-33
Mexico	13	38	-25
Nigeria	11	24	-13
S. Africa	16	11	+5
Tanzania	5	27	-22

Respondents were asked which country is hurting the world's environment the most among the U.S., China, India, Germany, Brazil, Japan and Russia.
2008 Pew Global Attitudes Project

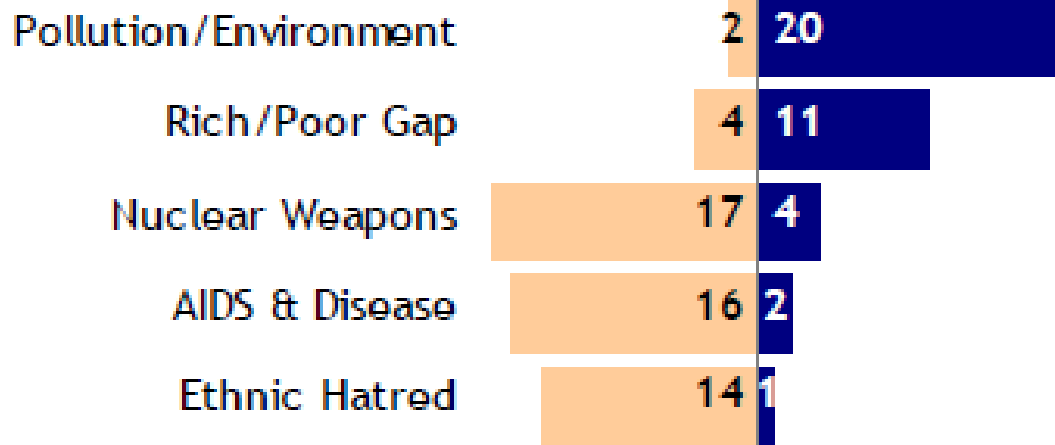
More developing countries
Blame US

Two major worries worldwide

Shifts in Greatest Danger in 2007

Number of countries where concern about...

■ Is down ■ Is up



Resulting Reputation

- Bullies
- Delusional leaders
- Us vs. them
 - You're either with us or against us
- Hypocritical
- Arrogant
- Stubborn
- Selfish
- International Ignorance (Ugly American)
- Evangelical spreaders of Democracy
 - perceived spreaders of Christianity
 - Western thinking perceived as Christian
 - Global assimilation into US culture (unintentional??)

Why is the US under attack

- Democracy spread is a threat to some Muslims
- Perception of oil control to blame
- Past economic colonialization attempts
- US taking blame for global economic meltdown

Not everyone wants American culture

Greater Concern About American Ideas, Customs

*'Bad' they are
spreading here*

<u>Greatest increases</u>	<u>2002</u> %	<u>2007</u> %	<u>Change</u>
Bulgaria	32	52	+20
Britain	50	67	+17
Tanzania	67	82	+15
Czech Rep.	61	76	+15
Germany	66	80	+14

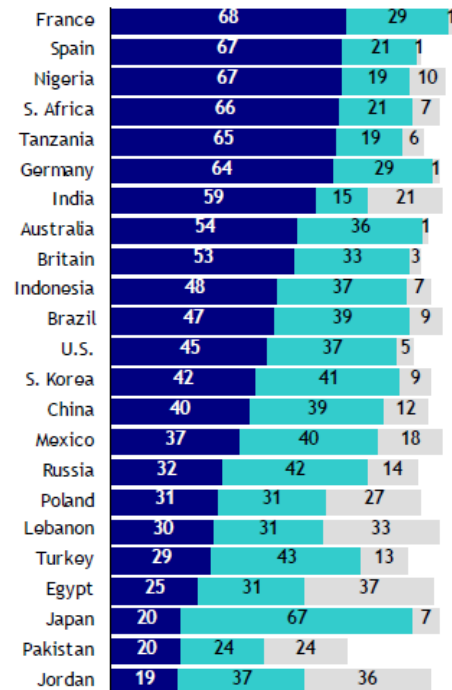
Where we are now

- New President
 - Most respected world leader
 - Spreading Democracy abroad by "actually delivering a better life for people on the ground"
- Moving fast
 - Closed Gitmo
 - Shifted resources to Afghanistan/ Pakistan
 - Stimulus Package
 - Global attention
 - Made in USA??
 - Clinton hits the road
 - Listening tour
- Three D's Foreign Policy
 - Defense, Diplomacy and Development

Need to convince the Eastern countries

New U.S. President Will Change U.S. Foreign Policy for the Better

■ Change for the better
■ Not change that much
■ Change for the worse



Based on respondents who say they have been following news about the U.S. presidential race very or somewhat closely.

Argentina not shown as it has too few cases to analyze.

2008 Pew Global Attitudes Project

Goals to regain our global reputation

- Spread democracy through example
 - Joys and benefits of freedom
 - Responsibilities of citizenship
- Reduce cultural ignorance at home
- Personal diplomacy
- Promote our humanity over our differences
 - wealth, race, national origin
- Expose deep-seated global assimilation desire/fear for many average Americans
- more

Proposed actions

- Promote cultural understanding in Loudoun and beyond
- Input to administration (paper)
 - End the wars
 - Kill Buy American legislation
 - Propose trade and partnering without global Americanization
 - Help countries without cultural strings
- Get group together to develop more actions