

MEDIA RELEASE

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AUSTRALIANS HOLD SOPHISTICATED & DISCRIMINATING VIEWS ABOUT OTHER COUNTRIES & PEOPLE

Australia's relationship with the United States dominates the headlines but ask Australians who they feel closest to and the United Kingdom and New Zealand head the list.

New Mood of the Nation™ polling by leading strategic research and consultancy firm Crosby|Textor shows Australians hold sophisticated and at times contradictory views about other countries, their systems and their people.

"These results demonstrate the ability of Australians to discriminate between foreign governments and their people, between ties of genuine friendship and the necessities of trade or diplomacy," says Crosby|Textor Joint Managing Director, Mark Textor.

"People have mixed views about the United States but this poll shows why it's just not valid to simply describe Australians as either anti-American or pro-American. It's a lot more sophisticated than that," he says.

"Similarly, just about everyone appreciates that China is important to Australia's future – especially in terms of trade – but most Australians don't trust the Chinese government and most are concerned that not enough is being done about corruption."

"It's a similar story in relation to Indonesia: very few Australians think we can rely on the country or trust it and only 22 percent think they are doing enough about fighting corruption – which no doubt reflects concerns about the Indonesian legal system."

In the nationwide poll, conducted among 501 Australians aged 18 years or over in the period August 26 - 30, 89 percent agreed that the United States is an important trading partner – the highest number for any country. Seventy-one percent agree that the US shares our values and 76 percent think Americans are likeable as a people.

But change the question and those levels of support start to fall. Only half of the people surveyed (50 percent) agreed with the proposition that the United States is in tune with events outside its own borders, while even fewer, 46 percent, think the USA is honest and trustworthy.



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Despite this, 59 percent – or almost six out of ten – believe that the United States can be relied upon. In contrast, 80 percent and 81 percent respectively agree that the UK and New Zealand can be relied upon, but less than four in ten think the same for any other country surveyed. Of the countries listed in the survey, our other near neighbour, Indonesia, scored only 7 percent for reliability.

Although almost half (47 percent) agreed that Indonesians are likeable as a people and an important trading partner, only seven percent agreed that Indonesia shared our values, just 11 percent considered Indonesia to be honest and trustworthy and a low 15 percent think Indonesia is in tune with events outside their own country.

Differences between perceptions of a country's people as opposed to its administration or strategic relevance are most starkly illustrated by responses to China. Only 18 percent believe China can be relied upon and even fewer, 12 percent, think China shares our values. But fully 83 percent of Australians appreciate that China is an important trading partner. Only the United States (89 percent) and Japan (86 percent) rank higher on this measure.

Sixty-one percent think the Chinese are likeable as a people but only 20 percent consider China as honest and trustworthy and just 32 percent think they are in tune with events outside their own country.

The poll also showed that Australians believe some foreign governments are doing more about corruption than others. Bottom of the list are Saudi Arabia and the Philippines with only 12 percent of those surveyed agreeing that their governments are fighting corruption, followed by India at 17 percent. It's a similar story for Indonesia and China with only 22 percent and 21 percent respectively of Australians agreeing that corruption is being tackled.

“By contrast, Australians continue to feel overwhelmingly positive about their country and its direction. More than 80 percent have feelings of happiness, pride and opportunity while three-quarters describe themselves as confident and optimistic. Only 18 percent and 14 percent respectively have feelings of “anger” or “shame”. Indeed 70 percent have feelings of “tolerance” and 68 percent of “compassion”.

Results of the survey are attached.

Media inquiries or requests to interview Mark Textor can be made through Crosby|Textor's Melbourne director, John Kent, on 0411 112 624.

Table One: Level of Agreement With Country Descriptions

Level of Agreement With Country Descriptions	Country Index*	Can be relied upon	Shares our values	Is an important trading partner	Are likeable as a people	Are in tune with events outside their own country	Are honest and trustworthy	Is fighting corruption
United Kingdom	79.0	80%	87%	77%	85%	84%	75%	65%
New Zealand	78.3	81%	88%	79%	90%	75%	79%	56%
United States	63.4	59%	71%	89%	76%	50%	46%	53%
Japan	49.3	39%	25%	86%	65%	52%	44%	34%
Singapore	45.1	37%	33%	63%	62%	41%	40%	40%
Germany	43.3	39%	43%	41%	52%	55%	39%	34%
France	38.7	27%	41%	38%	53%	46%	33%	33%
China	35.3	18%	12%	83%	61%	32%	20%	21%
Fiji	30.0	23%	22%	24%	73%	14%	36%	18%
Taiwan	28.1	19%	13%	57%	44%	26%	22%	16%
India	27.1	15%	12%	47%	55%	23%	21%	17%
Israel	26.0	20%	20%	23%	37%	29%	22%	31%
Philippines	22.1	10%	11%	36%	57%	14%	15%	12%
Indonesia	22.3	7%	7%	47%	47%	15%	11%	22%
Saudi Arabia	18.1	7%	5%	49%	22%	25%	7%	12%

Question: I am now going to read out to you some statements people like you have used to describe a particular country or region. For each statement I want you to tell me whether you agree or disagree that the particular statement describes a particular country or region.

* The Country Index is calculated by summing the level of agreement for each country on each descriptor and dividing that figure by the number of descriptors.

Table Two: Living in Australia – Feelings

Living in Australia – Feelings	Yes	No	Can't say
Happiness	87%	7%	6%
Opportunity	83%	13%	5%
Pride	83%	13%	4%
Optimism	76%	17%	7%
Confidence	75%	18%	7%
Success	73%	17%	10%
Tolerance	70%	24%	6%
Being progressive	69%	20%	10%
Compassion	68%	24%	8%
Trust	64%	27%	10%
Frustration	33%	61%	6%
Complacency	32%	57%	11%
Being worried	27%	66%	7%
Indifference	22%	69%	8%
Anger	18%	75%	7%
Shame	14%	81%	5%

Question: I am now going to read to you a list of words that may or may not describe how you feel about living in Australia at the moment. After I read you each one please tell me whether YES that word describes how you feel about living in Australia at the moment or NO it does not describe how you feel about living in Australia at the moment.

Sampling and Methodology

This study contains results from an online survey of 501 Australians 18 years of age and older Australia-wide. The sample was drawn from a permission based online research panel with over 300,000 registered members. Quotas were placed on the survey to ensure that the final sample followed populations distributions by gender, age and area and was gathered on August 26 - 30, 2005.

Although the most sophisticated procedures have been used to collect and analyze the information presented here, it must be remembered that surveys are not predictions. They are designed to measure public opinion within identifiable statistical limits of accuracy at specific points in time. This survey is in no way a prediction of opinion or action at any future point in time.

Crosby|Textor typically uses qualitative (percentages or proportions) and quantitative (averages or means) measures in its survey designs. In general, for a qualitative measure, the maximum margin of error for a sample size of approximately 500 is +4.4 percentage points in 95 out of 100 cases.

It should be understood, however, that this margin of error only applies to measuring a proportion based on the total sample. Margins of error will be different for comparisons between sub samples and for quantitative measures, such as means derived from ratings scales.

Any variation in reported percentages of $\pm 1\%$ in this report is due only to rounding.