

CANADIANS AND GLOBAL LEADERS

Bush Evokes Feelings of “Disgust” and “Displeasure” for Canadians

Respondents identify Vladimir Putin with fear, Hugo Chávez with displeasure, and Fidel Castro with sadness.

[VANCOUVER - Apr. 2, 2008] - Canadians have mostly negative feelings towards four heavyweights in the international political arena, especially United States President George W. Bush, a new Angus Reid Strategies survey has found.

Relying on Robert Plutchik’s psycho-evolutionary theory of emotion, we polled a representative national sample of 1,006 Canadians and asked respondents to click up to four words that describe their feelings towards four world leaders: Bush, Venezuelan President Hugo Chávez, Russian President Vladimir Putin, and Cuban President Fidel Castro. The online survey allowed Canadians to look at a portrait of each of these current and former heads of state, and choose from a list of 16 different emotions to match them.

The survey found that Bush evokes the strongest negative feelings among Canadians, such as displeasure (57%), disgust (53%), contempt (47%), anger (37%) and shame (36%). A quarter of respondents identify the two-term president with fear, and one-in-five with sadness and aggressiveness. Only nine per cent of respondents tie the word optimism to the current White House dweller.

Putin—who is to become Russia’s Prime Minister when he is replaced by his anointed successor, Dmitry Medvedev—also generates negative ratings. His name is attached to fear (40%), displeasure (39%), contempt (25%), and aggressiveness (23%). On the contrary, 22 per cent of respondents say Putin evokes wonder and acceptance.

KEY FINDINGS

- » **George W. Bush evokes displeasure (57%), disgust (53%), contempt (42%) and anger (37%)**
- » **Vladimir Putin brings to mind fear (40%), displeasure (39%), contempt (25%) and aggressiveness (23%)**
- » **Hugo Chávez is best described by displeasure (42%), contempt (31%), disgust (30%) and fear (24%)**
- » **Fidel Castro gets mixed reviews, with displeasure (36%), sadness (30%), acceptance (29%) and wonder (29%)**

More results are at the end of this release.

From March 5 to March 6, 2008, Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of 1,006 adult Canadians. The margin of error for the total sample is +/- 3.1%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

The flamboyant president of Venezuela is no more popular than his American and Russian counterparts. Chávez's name is tied to displeasure (42%), contempt (31%), disgust (30%), aggressiveness (24%) and fear (24%). One-in-five respondents (22%) also convey feelings of anger. Only 15 per cent pick optimism as a word to describe Chávez, who has been in office the South American country since 1999.

Only the icon of the Cuban revolution gets mixed reviews from Canadians. While Castro's name is attached by many respondents to displeasure (36%) and sadness (30%), a high number also say his name recalls acceptance (29%) and wonder (29%). Just over a quarter of those surveyed (26%) identify Castro with disgust, and 18 per cent say he evokes fear. Around 15 per cent of respondents tie Castro's name to surprise, anger and optimism. Castro retired from Cuba's presidency in February after 49 years of rule, and was replaced by his brother Raúl.

Related presentation:

December 2007 – Emotional reactions to Prime Ministers past and present, and current party leaders
<http://www.angusreidstrategies.com/uploads/pages/pdfs/EMOINDEXDEC2007.pdf>

Canadians and Global Leaders				
Please select up to 4 words that describe feelings you have about...				
	Leader			
	Bush	Putin	Chávez	Castro
Joy	4%	2%	4%	5%
Acceptance	12%	22%	19%	29%
Fear	24%	40%	24%	18%
Surprise	6%	13%	14%	14%
Sadness	19%	12%	11%	30%
Disgust	53%	21%	30%	26%
Anger	37%	15%	22%	17%
Anticipation	5%	16%	14%	10%
Optimism	9%	16%	15%	14%
Love	3%	1%	1%	5%
Submission	1%	3%	2%	6%
Wonder	9%	22%	17%	29%
Displeasure	57%	39%	42%	36%
Shame	36%	8%	12%	11%
Contempt	42%	25%	31%	24%
Aggressiveness	19%	23%	24%	14%

Canadians and Global Leaders

Please select up to 4 words that describe feelings you have about United States President George W. Bush

Among all who reported having feelings towards this person (935 respondents)

	Total	Region					
		BC	AB	MB/SK	ONT	PQ	ATL
Joy	4%	3%	4%	10%	4%	4%	3%
Acceptance	12%	5%	34%	22%	11%	5%	13%
Fear	24%	20%	11%	18%	20%	32%	36%
Surprise	6%	4%	12%	4%	8%	4%	5%
Sadness	19%	26%	23%	8%	22%	15%	17%
Disgust	53%	66%	40%	58%	56%	49%	48%
Anger	37%	47%	32%	36%	35%	36%	42%
Anticipation	5%	3%	14%	5%	5%	3%	8%
Optimism	9%	4%	20%	15%	8%	7%	15%
Love	3%	3%	4%	7%	1%	3%	3%
Submission	1%	0%	0%	7%	0%	1%	2%
Wonder	9%	10%	13%	17%	10%	4%	10%
Displeasure	57%	59%	57%	47%	59%	54%	61%
Shame	36%	39%	23%	27%	36%	43%	31%
Contempt	42%	49%	31%	37%	38%	50%	41%
Aggressiveness	19%	12%	17%	25%	19%	19%	19%

Canadians and Global Leaders

Please select up to 4 words that describe feelings you have about Russian President Vladimir Putin

Among all who reported having feelings towards this person (645 respondents)

	Total	Region					
		BC	AB	MB/SK	ONT	PQ	ATL
Joy	2%	0%	0%	2%	1%	6%	0%
Acceptance	22%	22%	28%	30%	21%	24%	13%
Fear	40%	33%	43%	40%	37%	44%	50%
Surprise	13%	23%	2%	11%	16%	10%	9%
Sadness	12%	14%	19%	5%	12%	8%	14%
Disgust	21%	14%	21%	40%	23%	19%	18%
Anger	15%	6%	14%	24%	15%	13%	21%
Anticipation	16%	16%	13%	11%	22%	9%	21%
Optimism	16%	18%	18%	16%	18%	18%	3%
Love	1%	0%	0%	2%	0%	4%	0%
Submission	3%	0%	10%	0%	3%	2%	2%
Wonder	22%	18%	17%	35%	26%	7%	39%
Displeasure	39%	44%	54%	36%	38%	29%	48%
Shame	8%	4%	4%	15%	6%	12%	10%
Contempt	25%	16%	32%	26%	26%	25%	22%
Aggressiveness	23%	26%	25%	15%	28%	14%	29%

Canadians and Global Leaders

Please select up to 4 words that describe feelings you have about Venezuelan President Hugo Chávez

Among all who reported having feelings towards this person (522 respondents)

	Total	Region					
		BC	AB	MB/SK	ONT	PQ	ATL
Joy	4%	3%	9%	0%	3%	3%	3%
Acceptance	19%	22%	18%	7%	18%	21%	20%
Fear	24%	20%	30%	33%	17%	35%	20%
Surprise	14%	21%	10%	6%	15%	17%	8%
Sadness	11%	9%	23%	9%	8%	13%	10%
Disgust	30%	20%	38%	58%	38%	14%	28%
Anger	22%	16%	22%	46%	26%	14%	19%
Anticipation	14%	20%	19%	13%	12%	11%	20%
Optimism	15%	21%	19%	5%	14%	11%	20%
Love	1%	1%	3%	0%	1%	1%	0%
Submission	2%	1%	2%	0%	0%	3%	6%
Wonder	17%	19%	21%	9%	22%	9%	17%
Displeasure	42%	36%	45%	51%	50%	34%	35%
Shame	12%	9%	12%	31%	11%	13%	3%
Contempt	31%	27%	41%	51%	35%	17%	29%
Aggressiveness	24%	23%	22%	25%	24%	22%	34%

Canadians and Global Leaders

Please select up to 4 words that describe feelings you have about
Cuban Leader Fidel Castro

Among all who reported having feelings towards this person (764 respondents)

	Total	Region					
		BC	AB	MB/SK	ONT	PQ	ATL
Joy	5%	4%	5%	0%	5%	6%	4%
Acceptance	29%	47%	23%	9%	29%	24%	34%
Fear	18%	11%	16%	27%	16%	16%	39%
Surprise	14%	13%	7%	17%	16%	14%	7%
Sadness	30%	27%	31%	16%	32%	28%	33%
Disgust	26%	20%	38%	50%	23%	20%	32%
Anger	17%	10%	28%	24%	17%	19%	10%
Anticipation	10%	5%	3%	13%	13%	10%	8%
Optimism	14%	21%	7%	6%	14%	12%	18%
Love	5%	4%	5%	0%	3%	8%	5%
Submission	6%	3%	0%	15%	5%	12%	1%
Wonder	29%	30%	26%	6%	34%	22%	47%
Displeasure	36%	29%	42%	66%	38%	29%	30%
Shame	11%	5%	14%	16%	11%	12%	14%
Contempt	24%	24%	35%	49%	23%	20%	11%
Aggressiveness	14%	9%	14%	12%	15%	14%	23%

Angus Reid Strategies is a full-service polling and market research firm which 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 Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995.

Angus Reid Strategies, along with its sister company, Vision Critical, is now the largest Canadian-owned market research enterprise. In addition to its four offices in Canada—located in Vancouver, Calgary, Toronto, and Montreal—the firm also has offices San Francisco, New York and London, England. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel (www.angusreidforum.com), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.

Over the last year, Angus Reid has covered five 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. <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=194>

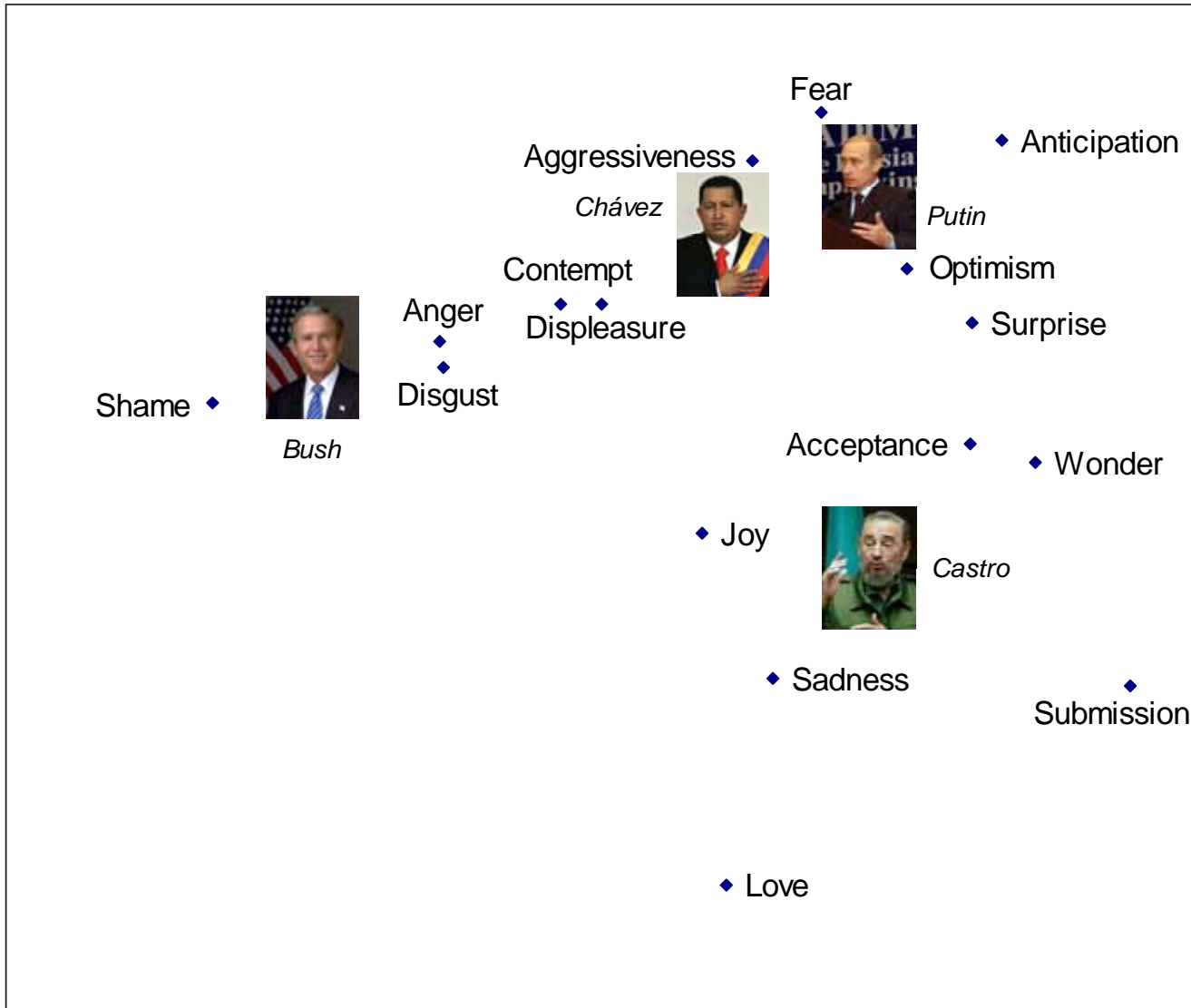
More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>

- 30 -

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

**Copies of this poll are available on our website:
www.angusreidstrategies.com**

Canadians' Emotional Reactions to World Political Leaders



What we asked: Canadians were Asked to "Please click up to 4 words that describe feelings you have about [NAME]." These official portraits were shown on the page with the list of emotions. Base is those who had some feelings about the person. N= 935 for Bush, 764 for Castro, 645 for Putin, and 522 for Chavez

About this map: The map was created using correspondence analysis. Words that are near each other, and near the pictures, are related mathematically—based on an analysis of Canadians' answers. This type of map magnifies the differences between leaders and highlights what makes them unique