

Global Security is Unstable, According to Most Americans

North Korea poses biggest threat in the minds of the U.S. public, twice that of Iran

ALEXANDRIA, VA (July 2, 2009) – STEWART and PARTNERS today released a survey which reports more than half of Americans (57%) think global security is currently unstable. In addition, Americans are most likely to point to North Korea (44%) as the country posing the greatest threat to global security, doubling those who cite Iran (22%).

China was viewed as the greatest threat by 9% of those surveyed, ranking a distant third behind North Korea and Iran. Still, China was cited by more people than Iraq (4%) and Afghanistan (3%) combined.

“Beyond just the numbers in the survey, the underlying issue is that Americans are comfortable that the U.S. has a strategy when it comes to both Iraq and Afghanistan – but they’re uncertain and concerned about how the administration will handle North Korea and Iran,” said William Stewart, President, STEWART and PARTNERS. “Jong-il and Ahmadinejad are troubling wildcards, and people are nervous.”

Despite the headline-grabbing issues taking place in several regions of the world right now, the survey of more than 800 U.S. adults shows that Americans are still far more concerned with domestic issues (72%) compared to international issues (13%).

Survey Questions

<i>Q: How stable or unstable do you think global security is right now?</i>	
Very stable	5%
Somewhat stable	34%
Unsure (vol.)	4%
Somewhat unstable	34%
Very unstable	23%

<i>Q: When you look at the situation around the world, which country do you think poses the greatest threat to global security?</i>		
UNAIDED RESPONSES	Greatest threat (first choice)	Next greatest threat (second choice)
North Korea	44%	23%
Iran	22%	27%
China	9%	9%
Iraq	4%	8%
Afghanistan	3%	6%
Pakistan	2%	4%
Russia	1%	4%
Other	5%	5%
Unsure	10%	15%

<i>Q: Right now, are you more concerned with domestic issues or international issues?</i>	
Domestic issues	72%
International issues	13%
Both (vol.)	13%
Unsure (vol.)	2%

<i>Q: Now I'd like to read you a list of five different countries. For each one, please tell me whether you are very concerned, somewhat concerned, or not concerned about the current situations in these countries.</i>				
ROTATE LIST	Very Concerned	Somewhat Concerned	Not Concerned	Unsure (vol.)
Afghanistan	43%	46%	11%	1%
Iran	58%	34%	7%	1%
Iraq	40%	46%	13%	2%
North Korea	69%	23%	7%	1%
Pakistan	38%	48%	12%	3%

Methodology

The inaugural edition of the America's Point of View Survey was conducted June 26-30, 2009. Using a random-digit dial (RDD) sampling method, telephone interviews were conducted among N=813 adults 18+ years of age throughout the United States. This sample has a margin of error of 3.5% at the 95% confidence level.

About STEWART and PARTNERS (www.stewartandpartners.com)

STEWART and PARTNERS is an independent research and consulting firm specializing in communications research and strategy development. Our team provides research-driven insights and strategic advice designed to help our clients make more confident decisions and lead directly to measurable and enduring improvements in their business. STEWART and PARTNERS works closely with its clients to help them develop winning products and services, build powerful brands, create engaging marketing strategies, enhance customer satisfaction and loyalty, and get the most out of communications programs and messages.

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