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Perception of America International Media Response to Hurricane Katrina August 29 – September 15, 2005

Offices in:

NEW YORK LONDON PARIS

Echo Research Inc.
330 Madison Avenue, 6th Floor, New York, NY 10017, USA
Telephone : (646) 495-5416 **Facsimile:** (646) 495-5420
E-mail: SandraM@echoresearch.com Internet: www.echoresearch.com

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Project Methodology

Objective of this study is to understand the impact of events surrounding Hurricane Katrina on the perception of America in key international markets. Media content analysis was used to examine the commentary and opinion coverage from key media in seven markets: Canada, UK, Australia, Czech Republic, Netherlands, Germany and Italy.

Time frame analyzed was August 29th through September 15th, 2005.

273 editorial, opinion or commentary items were analyzed.



***“ The American President has closed his eyes to the economic and human damage that natural catastrophes such as Katrina-in other words, disasters caused by lack of climate-protection measures”
Suddeutsche Zeitung (Germany)***

Media List



“Katrina reopens racial debate in US”
De Telegraaf (Netherlands)

Germany:

- Berliner Morgenposten
- Berliner Zeitung
- Focus Magazin
- Frankfurter Rundschau
- Frankfurter Allgemeine Zeitung
- General Anzeiger
- Hamburger Abendblatt
- Die Welt / am Sonntag
- Suddeutsche Zeitung
- Stern
- Der Spiegel

Italy:

- Italia Oggi
- MF
- Il Sole 24 Ore
- La Stampa
- Corriere della Sera
- La Repubblica

The Netherlands:

- De Telegraaf
- Het Financieele Dagblad
- Haagsche Courant

Czech Republic:

- Hospodarske Noviny
- Lidove Noviny

Australia:

- Sydney Morning Herald
- The Age
- The Australian
- Australian Financial Review
- Daily Telegraph

Canada:

- Globe & Mail
- National Post
- Toronto Star
- Montreal Gazette
- Ottawa Citizen
- Vancouver Sun

UK:

- Financial Times
- The Economist
- The Times
- The Guardian / Observer
- The Independent
- Daily Telegraph

Highlights:

Period:	Aug. 29 – Sept. 15, 2005
Volume:	273
% Favorable:	3.7
% Unfavorable:	84.2
% Neutral:	12.1
Imps (millions):	93.2
Rating:	38.8

“The country continues to produce, innovate, consume and create jobs, but is failing to win the war that President Johnson declared on poverty 40 years ago”
Corriere della Sera (Italy)



August 29 – September 15, 2005

“What happened in New Orleans was not only an event. It was a last point in a long process of degradation of American public life. American state power doesn’t have any conscience anymore on federal, state and local level.”

Lidove Noviny (Czech Republic)

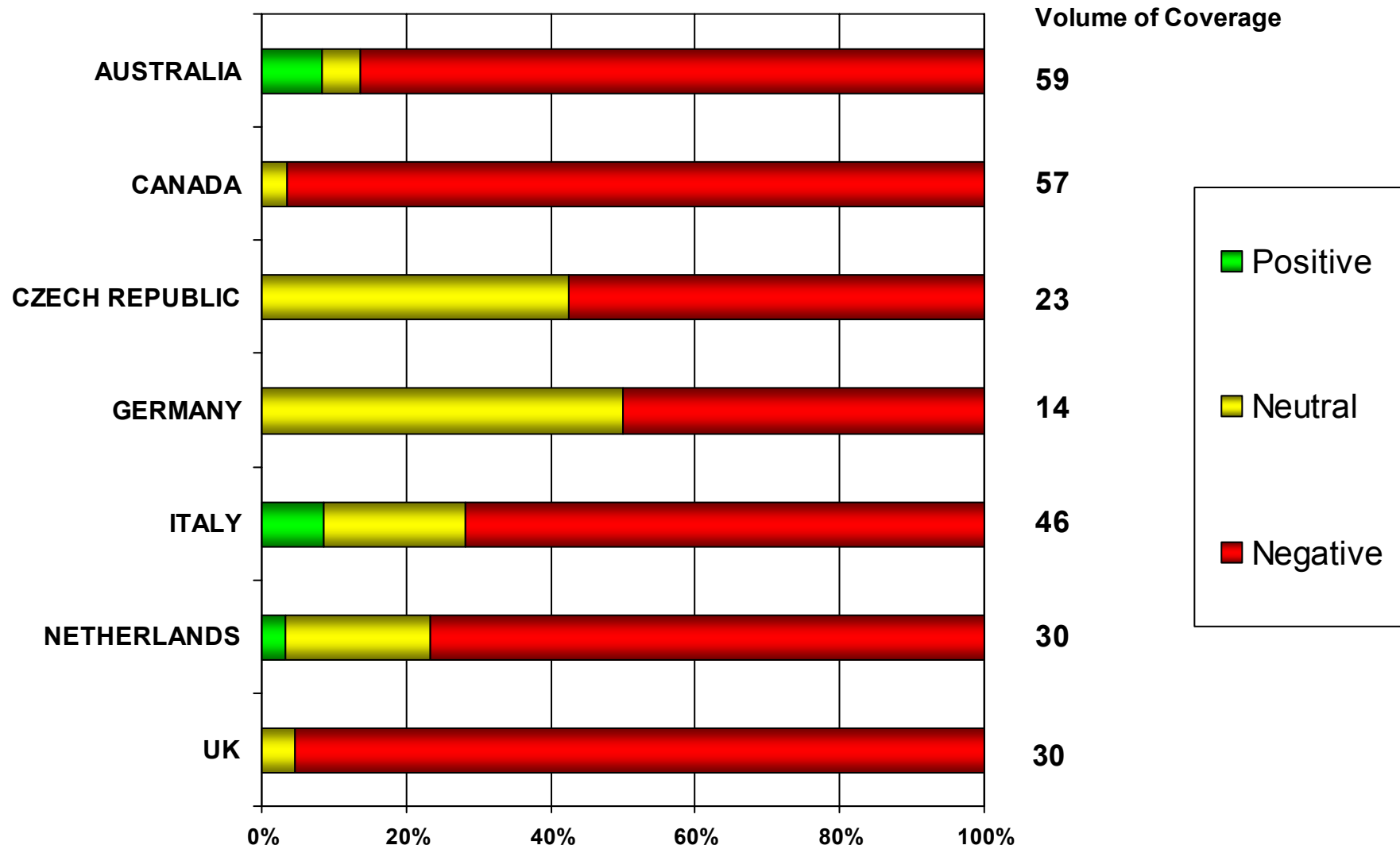
“On the whole the US delivers an image in New Orleans that is unworthy of a cultivated nation.”

Der Spiegel (Germany)



Editorial Sentiment by Country:

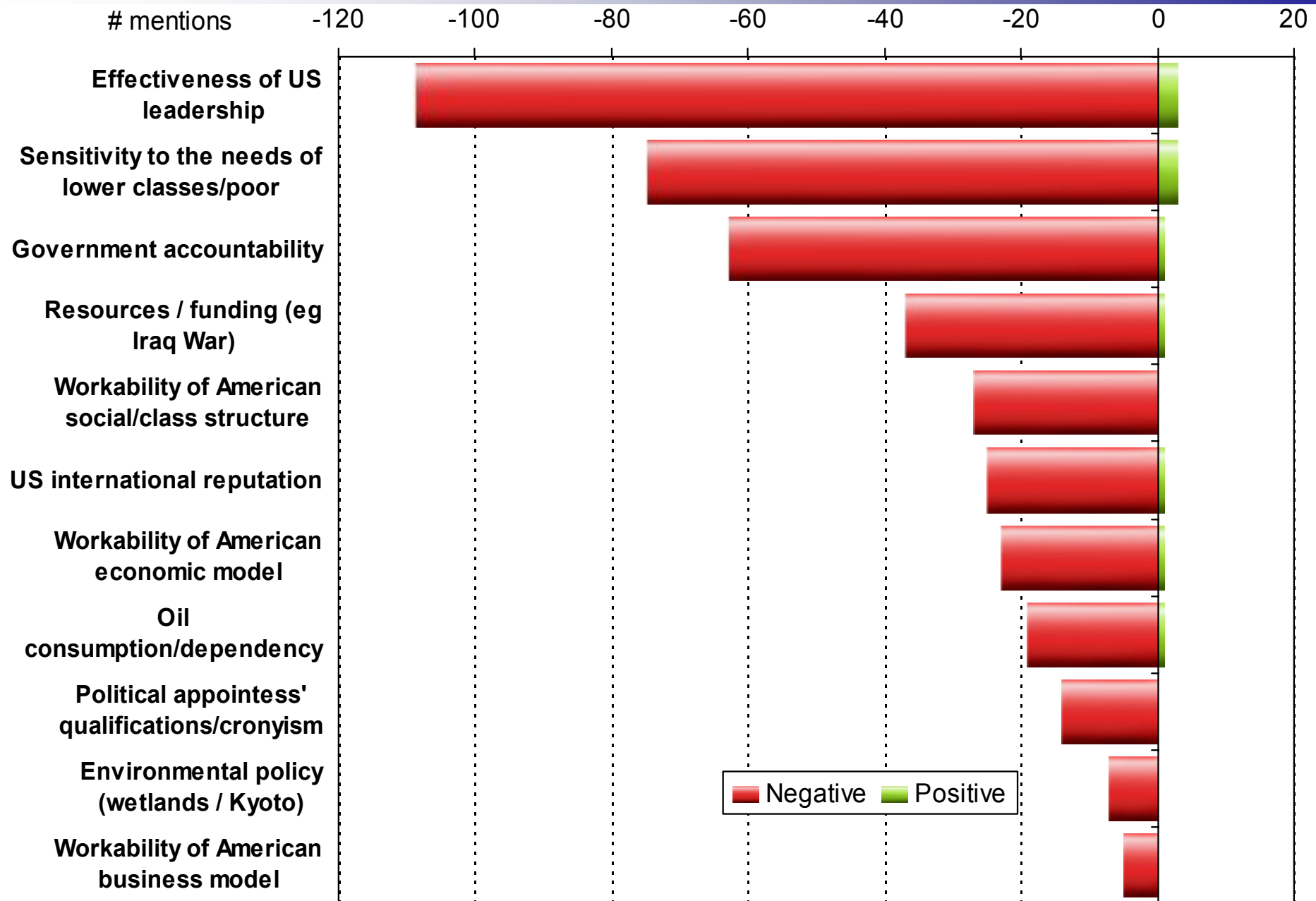
by percentage



August 29 – September 15, 2005

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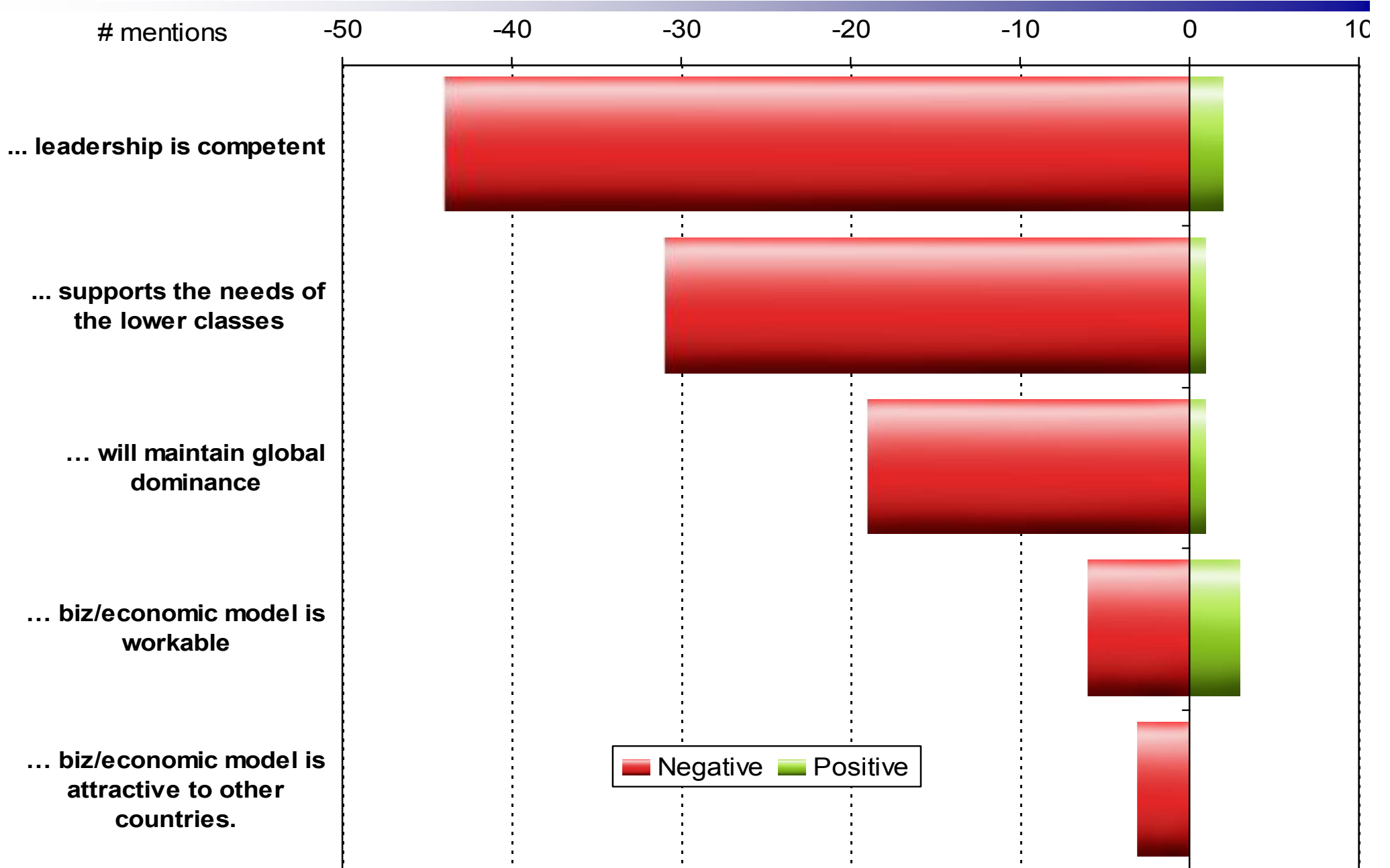
Reflection on America:



August 29 – September 15, 2005

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Messages:

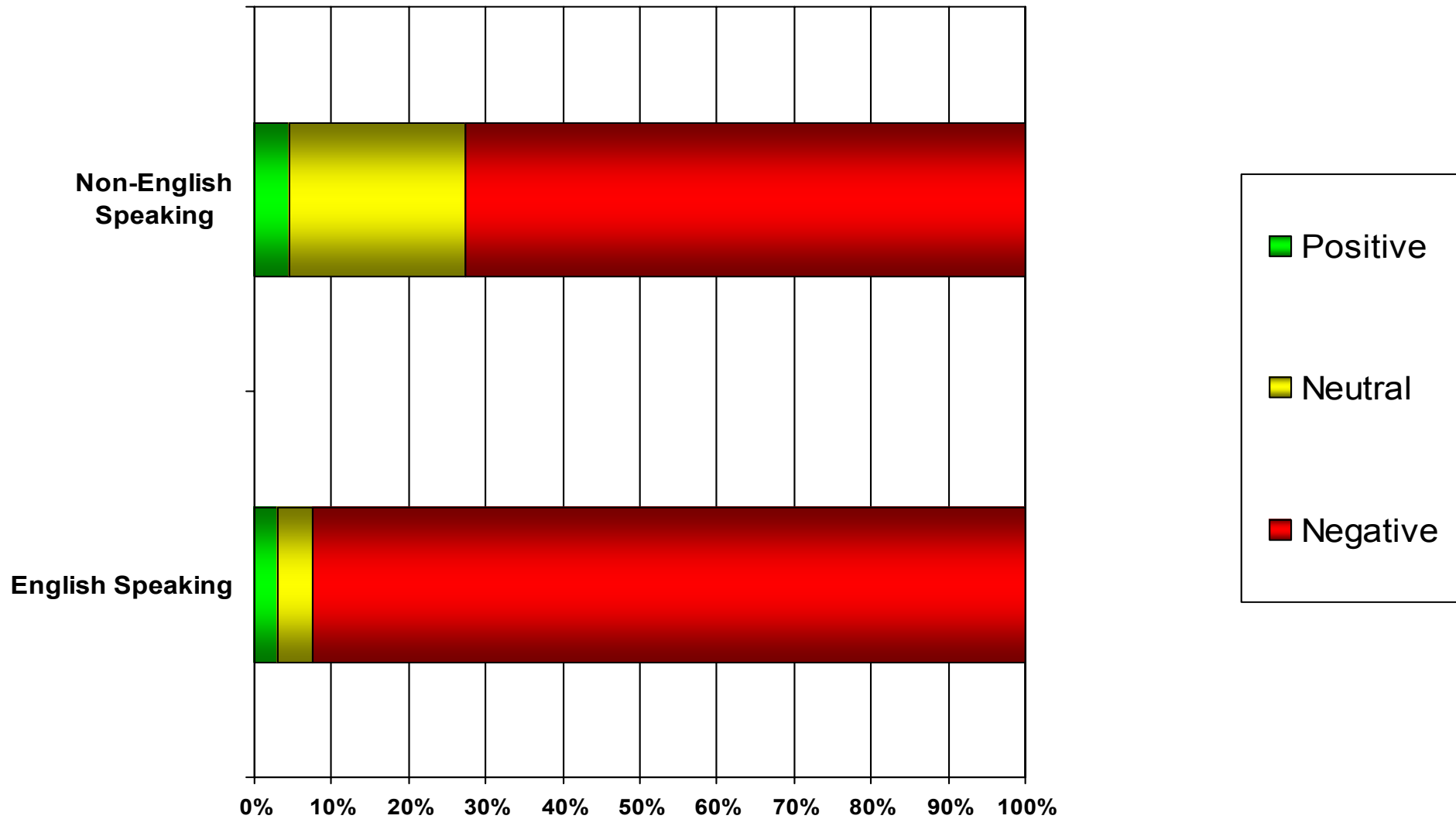


August 29 – September 15, 2005

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Editorial Sentiment by Language:

by percentage



August 29 – September 15, 2005

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“The image of the USA in other countries has been deteriorating for at least seven or eight years.”

The Financial Times (UK)

“Rather than the usual upbeat pictures of smiling Americans helping each other board up houses, there were distressing images of looters ransacking shops”

The Economist (UK)

“If the majority of Americans believed that they would be safe, or at least safer, in their own land after the billions spent on anti-terrorist measures, the natural catastrophe in the southern states will have opened their eyes in dramatic fashion.”

Hamburger Abendblatt (Germany)

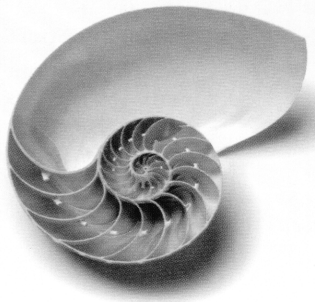
“We are also under the ever-present danger of a severe and catastrophic flooding event ... It would therefore behoove us to investigate our own preparedness, before we judge the Americans too harshly”.

De Telegraaf (Netherlands)

“While state and federal officials have come under harsh criticism for their handling of the storms aftermath, Wal-Mart is being held up as a model for logistical efficiency and nimble disasters planning which have allowed it to quickly deliver staples such as water, fuel and toilet paper to thousands of evacuees”.

Montreal Gazette (Canada)

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