

Global influence in a post-Brexit world

Who is a force for good?

Survey headlines



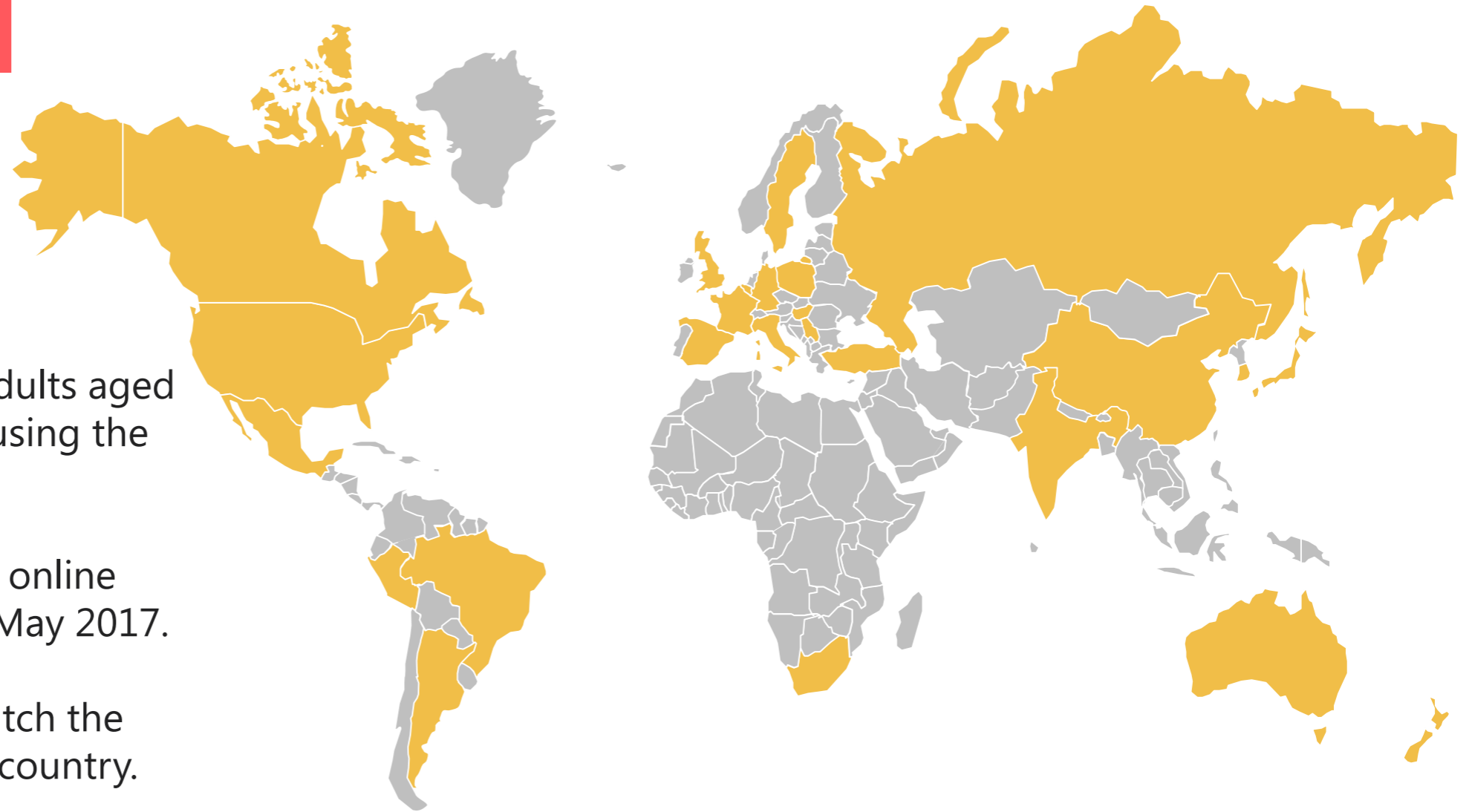
Ipsos MORI
Social Research Institute

Methodology

Ipsos interviewed 18,055 adults aged 16-64 across 25 countries using the Ipsos Online panel system.

Interviews were conducted online between 21st April and 5th May 2017.

Results are weighted to match the known population of each country.

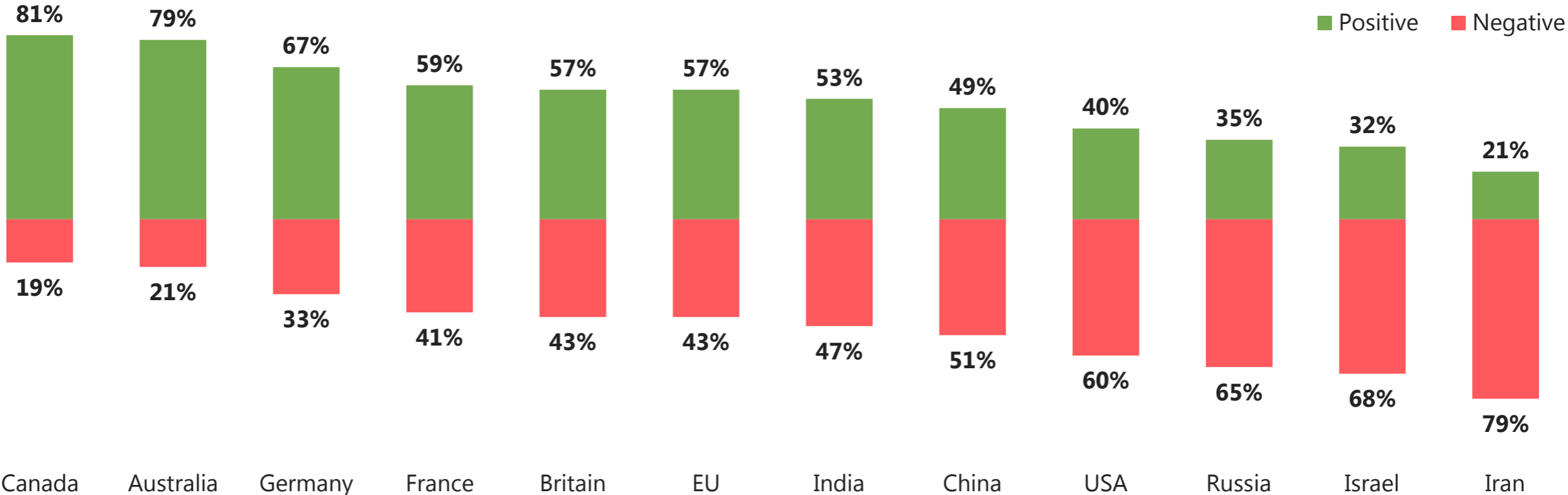




**Which countries are a
force for good (or bad)?**

From a list of 11 states, the global public sees Canada as the most positive influence. Britain is mid table; the US lags behind China and India, just ahead of Russia.

Thinking about right now, would you say the following countries or organisations are having an overall positive or a negative influence on world affairs?

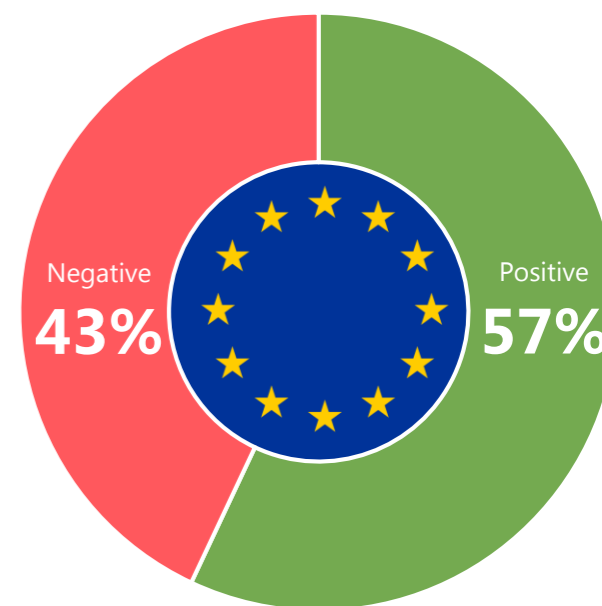
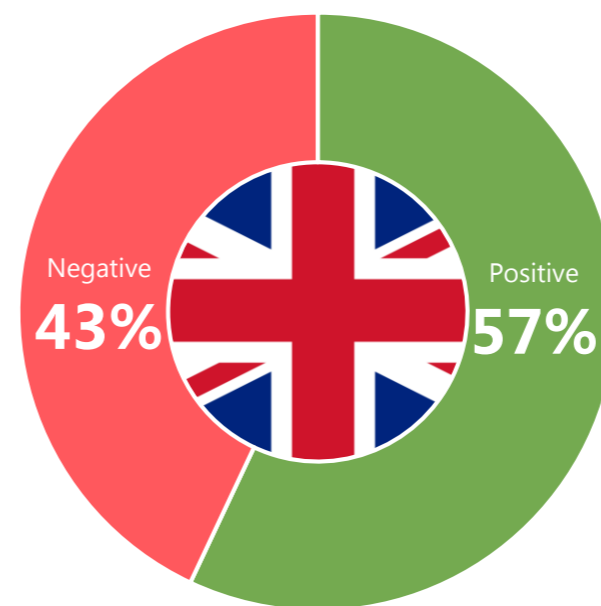
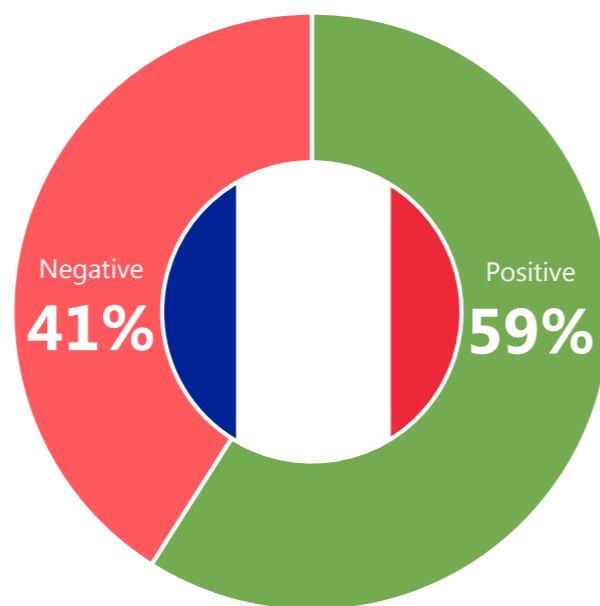
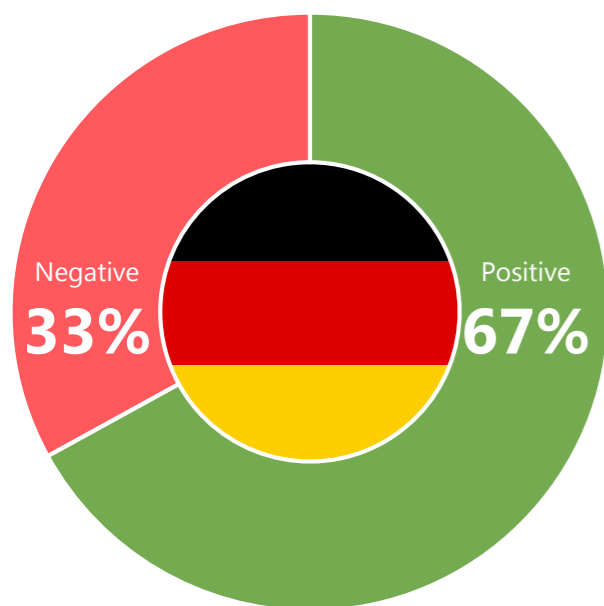


Base: 18,055 adults aged 16-64 (18-64 in US, CA) across 25 countries. Fieldwork April-May 2017.

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The influence of the European Union and its Member States: The views of the global audience

Thinking about right now, would you say the following countries or organisations are having an overall positive or a negative influence on world affairs? *Global view on key EU countries*

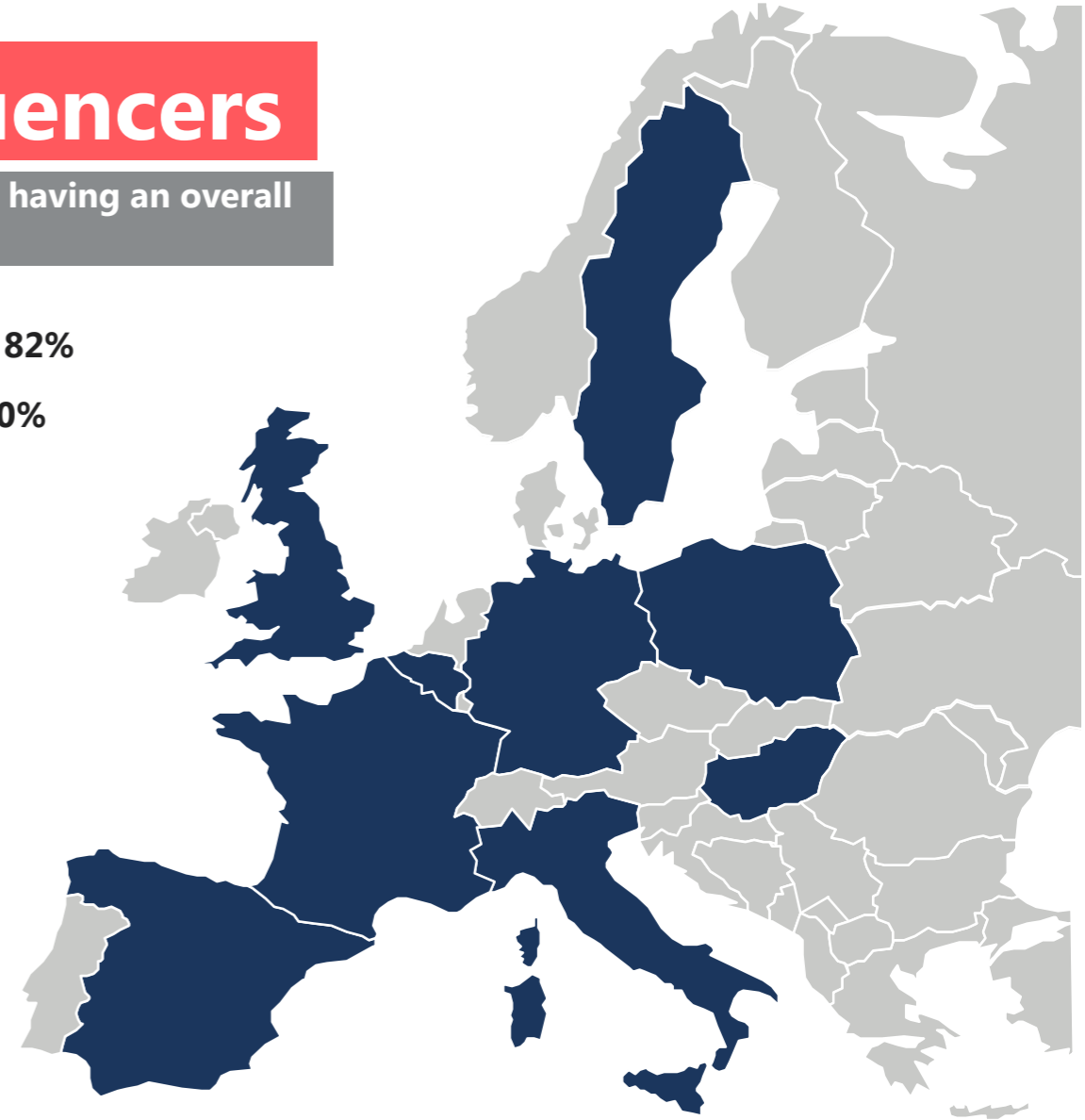
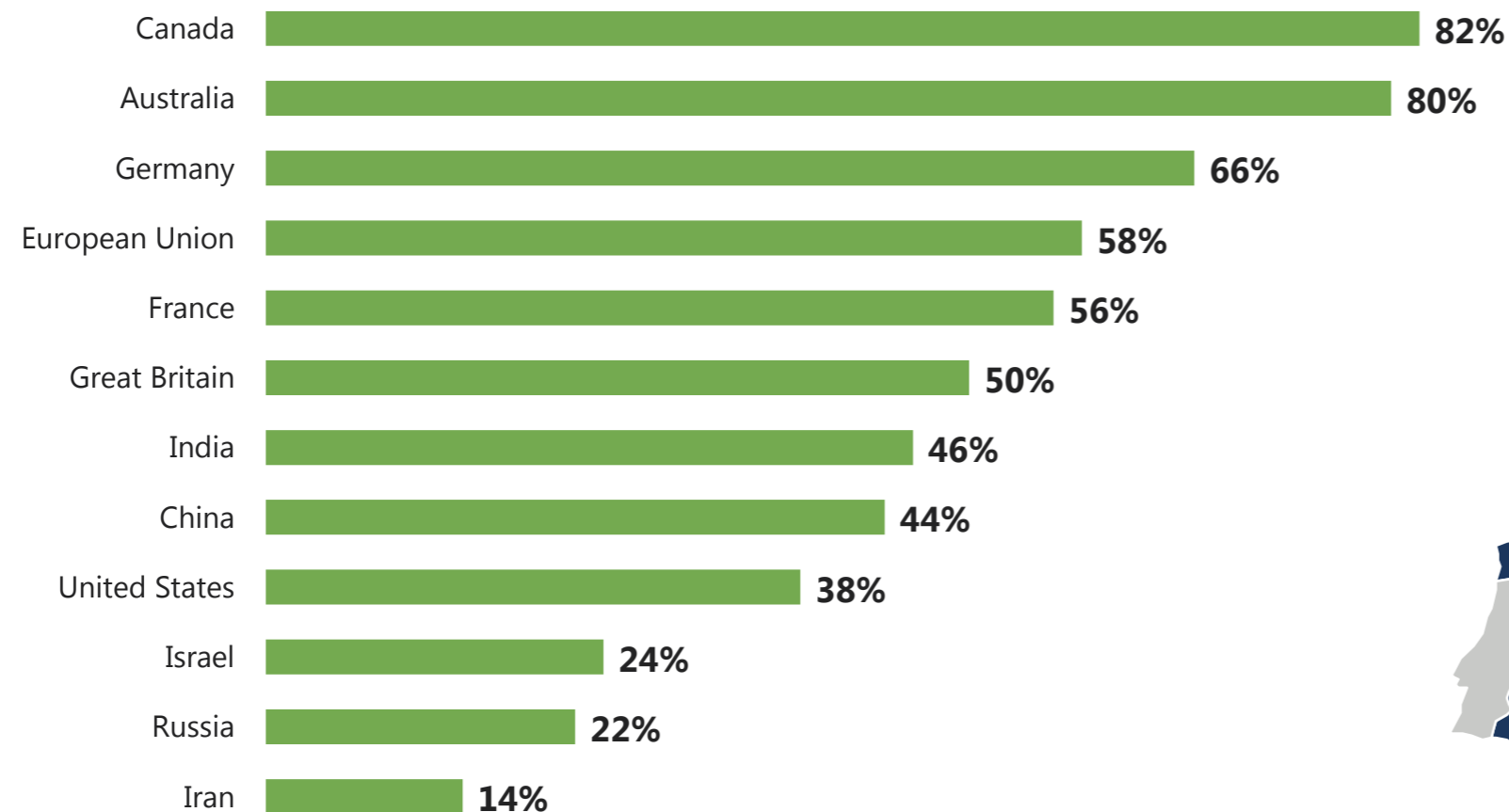


Base: 18,055 adults aged 16-64 (18-64 in US, CA) across 25 countries. Fieldwork April-May 2017.

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EU Member States' views on influencers

Thinking about right now, would you say the following countries or organisations are having an overall positive or a negative influence on world affairs? % *positive*



Base: 7,016 adults aged 16-24 in 9 European Union countries, fieldwork April-May 2017

Source: Ipsos Global Advisor

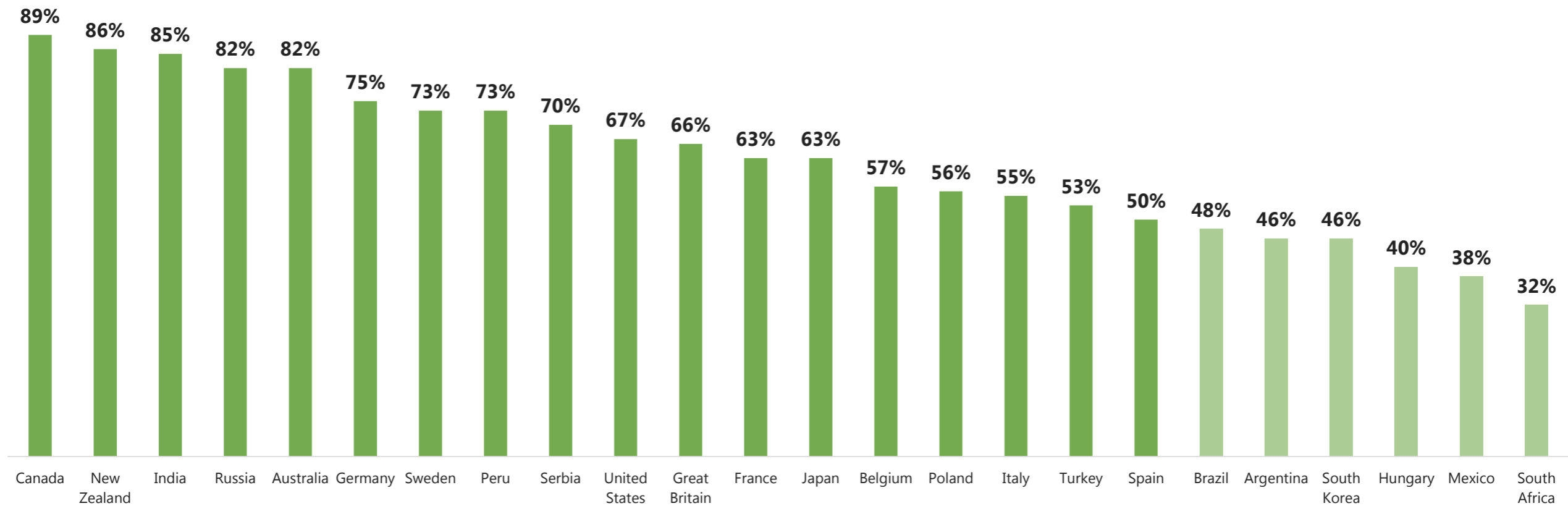


**How do countries
perceive themselves?**

Country self-perception:

In most countries, a majority consider their state to be a positive global influence

Thinking about right now, would you say [my country] is having an overall positive or a negative influence on world affairs?
% "positive"

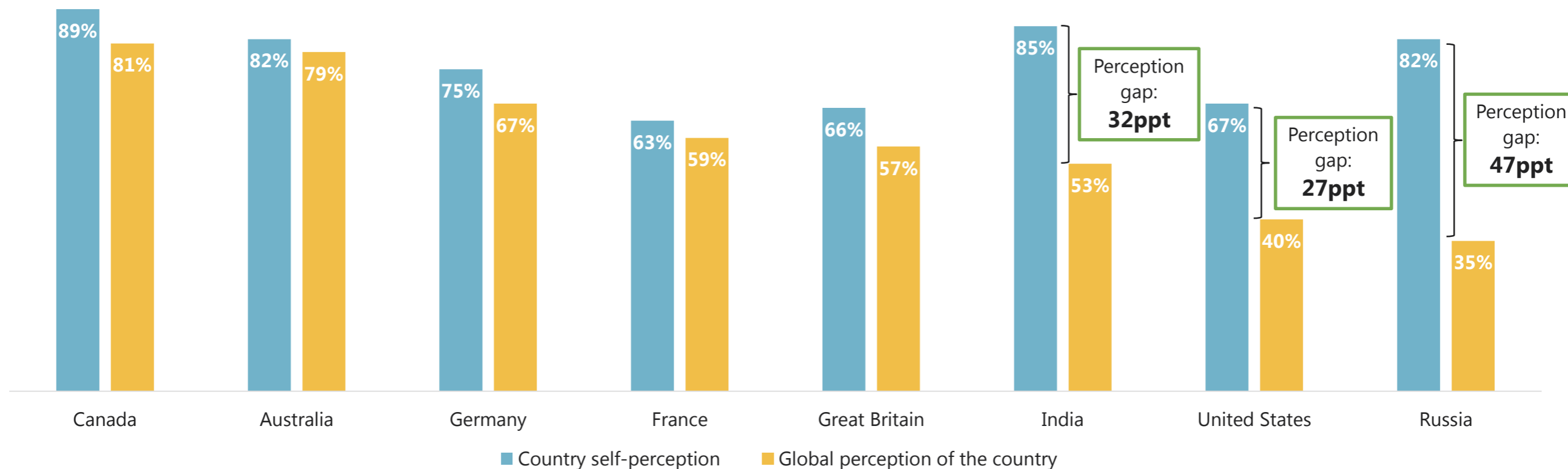


Base: 18,055 adults aged 16-64 (18-64 in US, CA) across 25 countries. Fieldwork April-May 2017.

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Mind the perception gap: Indian, Russian and US publics view their influence a lot more positively than the rest of the world does

Thinking about right now, would you say [country] is having an overall positive or a negative influence on world affairs?
% positive – country view of itself and global view of the country



Base: 18,055 adults aged 16-64 (18-64 in US, CA) across 25 countries. Fieldwork April-May 2017.

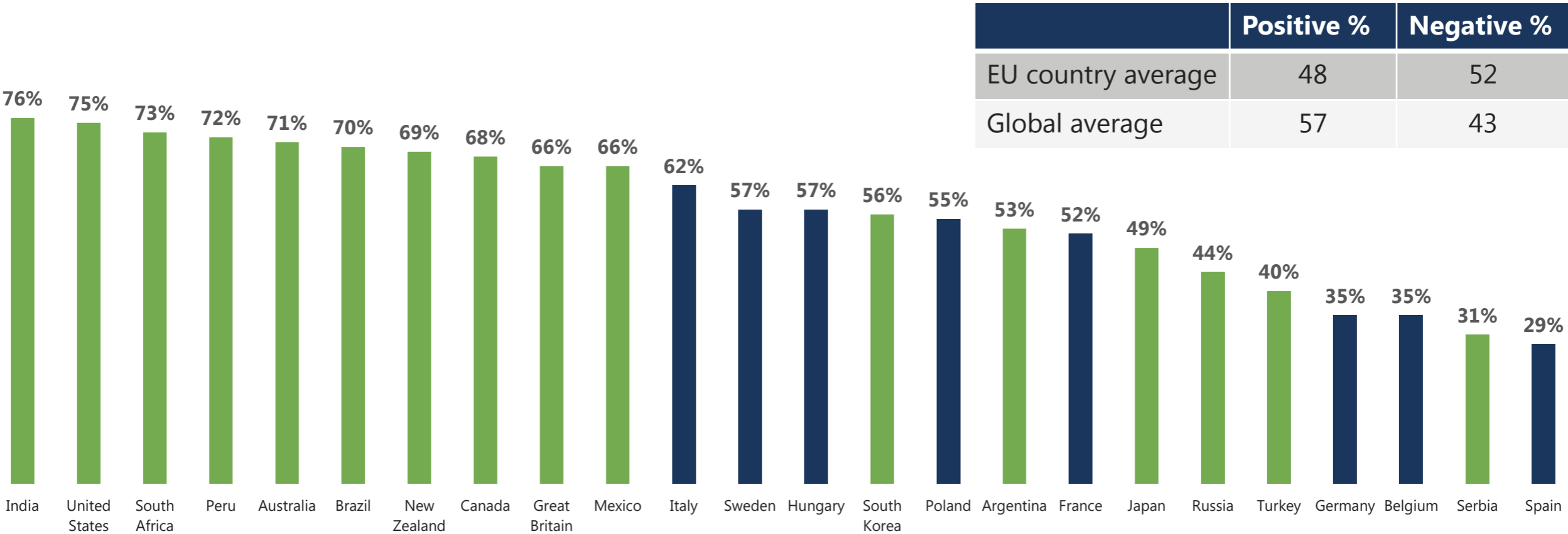
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How is Britain seen in the post-Brexit world?

The view from the world: EU members are among the least positive about Britain's current influence

Thinking about right now, would you say Great Britain is having an overall positive or a negative influence on world affairs?

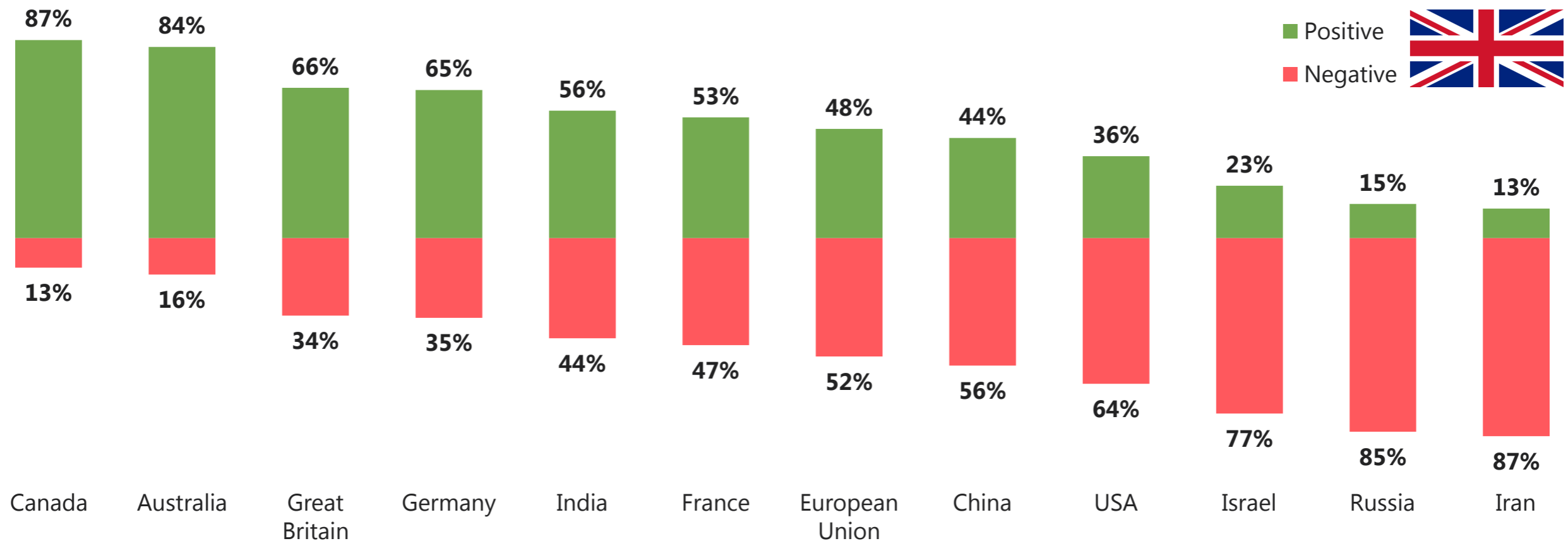


Base: 18,055 adults aged 16-64 (18-64 in US, CA) across 25 countries. Fieldwork April-May 2017.

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The view from Britain: more negative than average on the influence of Russia, Iran – and the US

Thinking about right now, would you say the following countries or organisations are having an overall positive or a negative influence on world affairs? *British participants only*

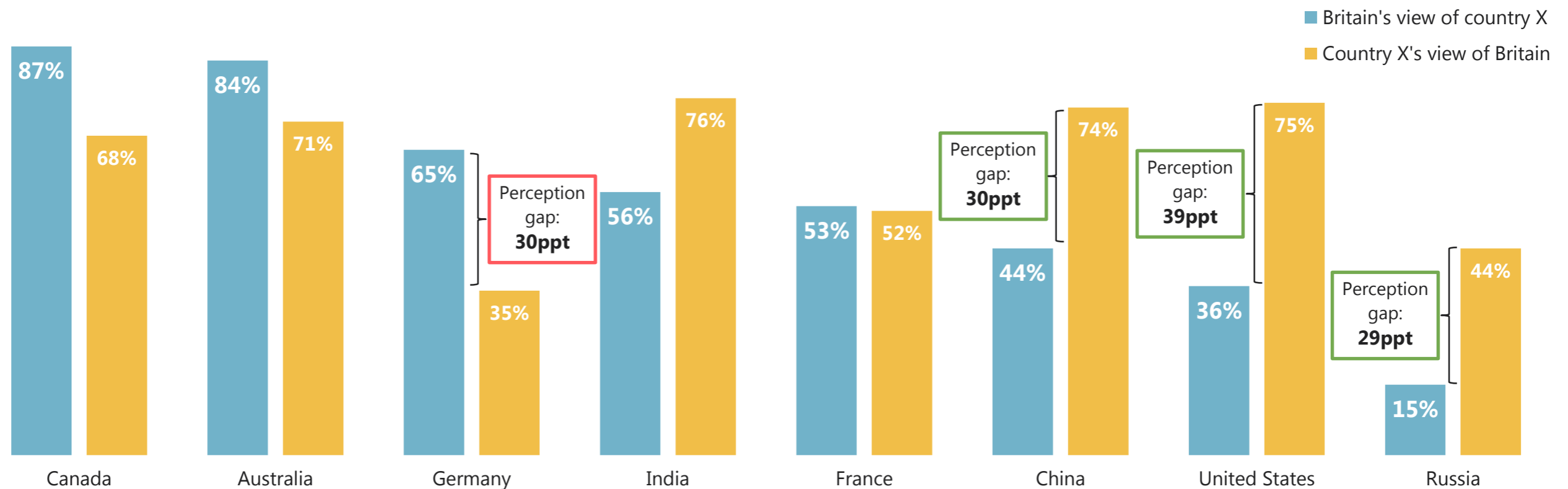


Base: 1,002 British adults aged 16-64, fieldwork April-May 2017

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China, Russia and the US see Britain much more positively than Britain sees them – but the opposite is true for Germany

Thinking about right now, would you say the following countries or organisations are having an overall positive or a negative influence on world affairs? *GB views of other countries x other countries' view of GB - % positive*



Base: 18,055 adults aged 16-64 (18-64 in US, CA) across 25 countries. Fieldwork April-May 2017.

Ipsos Global Advisor

Bobby Duffy

Managing Director, Ipsos MORI SRI

Bobby.Duffy@Ipsos.com

Michael Clemence

Research Manager

Michael.Clemence@Ipsos.com



Ipsos MORI
Social Research Institute

www.ipsos-mori.com/