

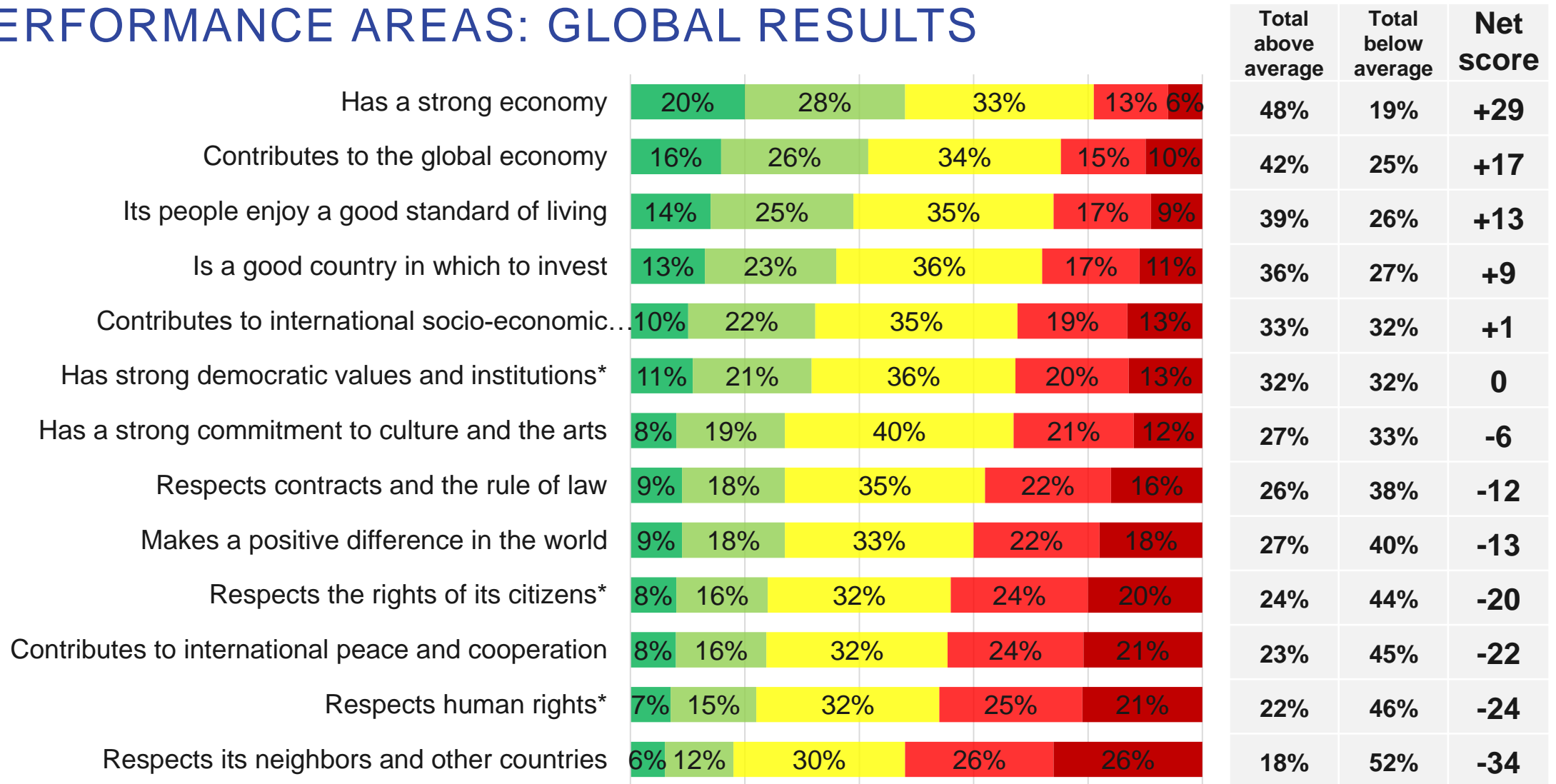
# HOW THE UNITED STATES COMPARES WITH OTHER COUNTRIES: A GLOBAL SURVEY

**A Ratecard on 13 Performance Areas**

GLOBAL ADVISOR

SEPTEMBER 2020

# HOW THE U.S. COMPARES WITH OTHER COUNTRIES ON 13 PERFORMANCE AREAS: GLOBAL RESULTS



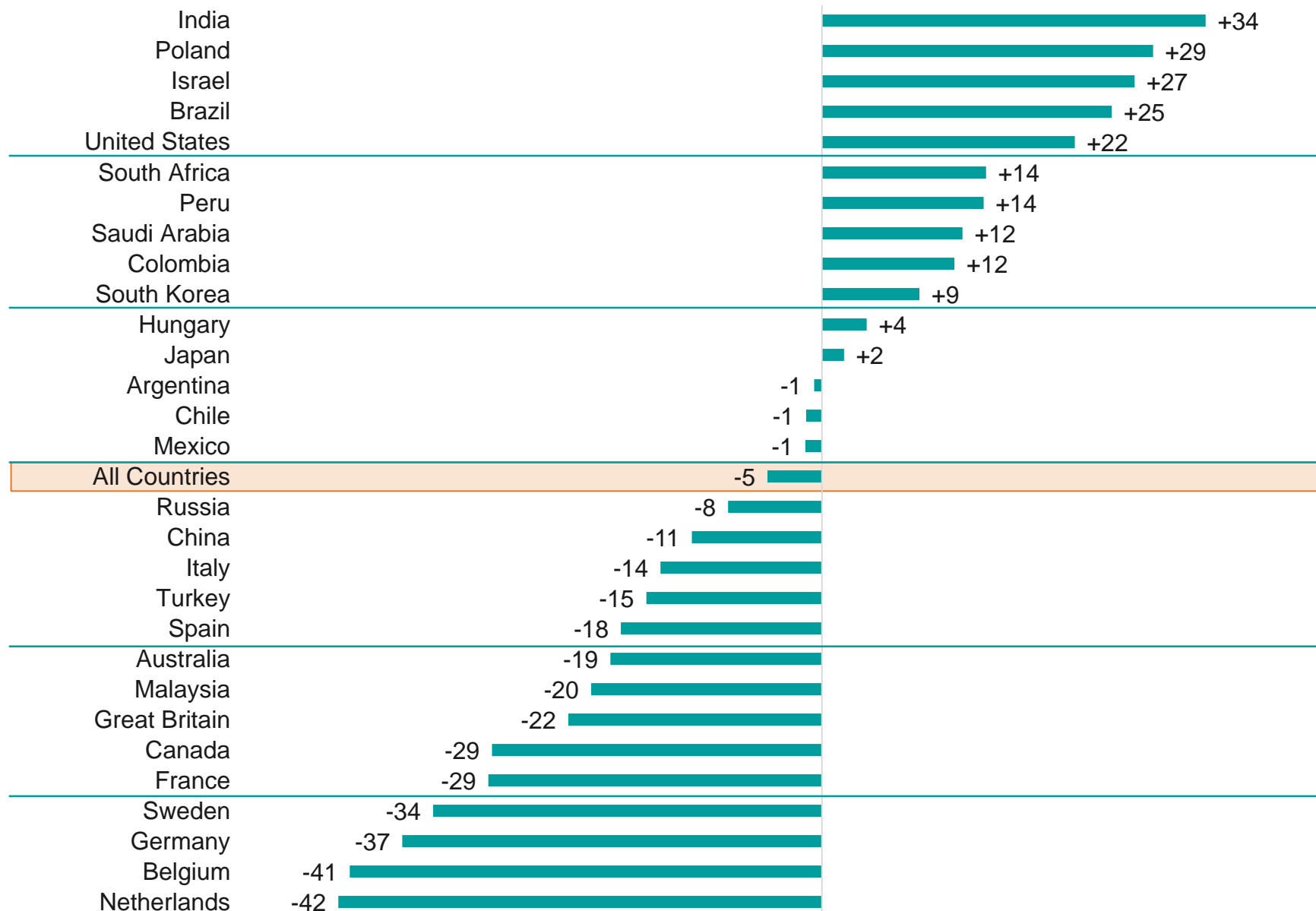
■ Well above average 
 ■ Slightly above average 
 ■ Average 
 ■ Slightly below average 
 ■ Well below average

2 – © Ipsos | How the U.S. compares with other countries | September 2020 | Global Advisor

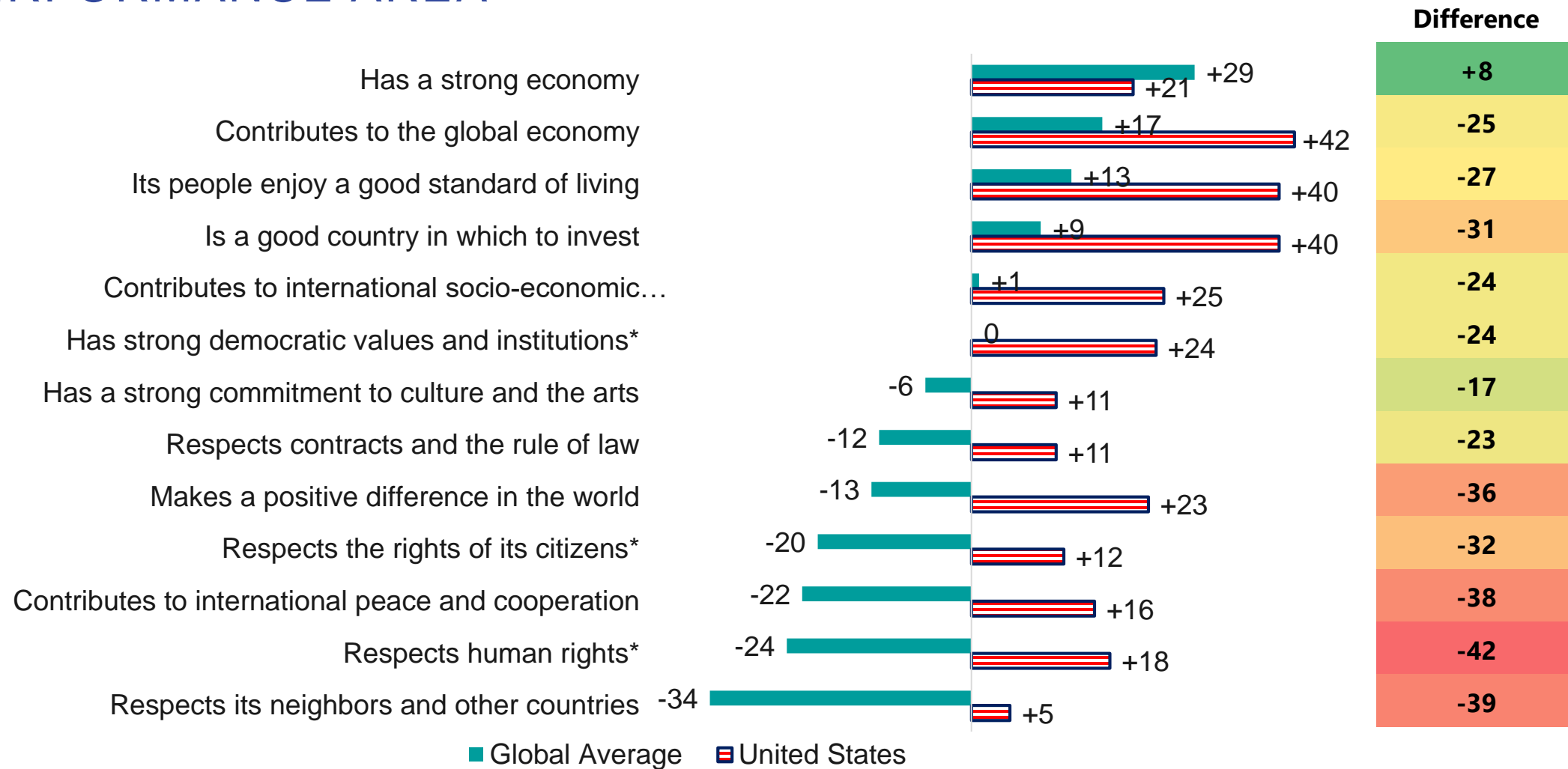
Base: 20,047 online adults aged 16-74 across 29 countries, items marked with an asterisk not asked in China



# AVERAGED NET SCORE ON ALL 13 PERFORMANCE AREAS BY COUNTRY



# GLOBAL AVERAGE VS. U.S.'S OWN NET SCORE ON EACH PERFORMANCE AREA



Base: 20,047 online adults aged 16-74 across 29 countries, items marked with an asterisk not asked in China



# NET SCORE ON EACH OF 13 PERFORMANCE AREAS BY COUNTRY

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Has a strong economy	29	44	-5	-4	56	0	42	21	45	14	-11	12	42	49	56	29	37	2	45	-20	50	58	36	43	57	51	33	5	35	21
Contributes to the global economy	17	16	13	-15	39	1	29	-14	37	-8	-19	12	27	45	51	18	21	-2	27	5	35	55	5	19	46	29	11	-4	-22	42
Its people enjoy a good standard of living	13	31	-14	-44	59	-12	37	28	39	-24	-27	5	17	50	34	-6	-2	-12	40	-33	43	47	34	19	39	11	-9	-34	17	40
Is a good country in which to invest	9	33	-15	-31	46	-17	26	8	37	-19	-33	-8	8	37	24	-1	16	-7	24	-32	37	35	-7	21	35	13	1	-12	-1	40
Contributes to international socio-economic development	1	6	-12	-34	31	-25	20	-16	26	-25	-42	-26	16	37	26	5	11	-5	14	-46	28	41	-11	4	28	14	-6	-41	-29	25
Has strong democratic values and institutions*	0	10	-11	-36	30	-27	-1	na	16	-24	-31	-17	13	34	27	-17	12	-19	9	-39	17	35	-7	18	13	17	-20	-29	-8	24
Has a strong commitment to culture and the arts	-6	-4	-17	-45	26	-30	0	-11	10	-30	-33	-20	-2	28	25	-28	6	-24	-4	-50	8	25	-21	24	11	19	-22	-31	-1	11
Respects contracts and the rule of law	-12	2	-26	-49	16	-40	-1	-18	16	-40	-46	-35	2	30	20	-22	14	-29	-12	-59	17	15	-17	5	-2	5	-30	-48	-26	11
Makes a positive difference in the world	-13	-9	-23	-53	23	-40	-22	-26	5	-40	-50	-35	-9	29	39	-15	-9	-27	-7	-56	14	28	-39	15	10	-9	-23	-49	-24	23
Respects the rights of its citizens*	-20	-18	-31	-56	13	-45	-27	na	-15	-44	-46	-41	-1	27	1	-35	-18	-32	-32	-54	-13	14	7	11	-11	3	-39	-50	-18	12
Contributes to international peace and cooperation	-22	-40	-24	-58	2	-43	-38	-40	-15	-43	-41	-39	-18	30	31	-31	-8	-31	-33	-45	-11	12	-29	-11	-1	0	-39	-40	-39	16
Respects human rights*	-24	-37	-35	-54	-1	-41	-36	na	-25	-49	-46	-41	-14	19	11	-44	-22	-36	-42	-54	-17	14	-5	0	-13	-12	-38	-52	-32	18
Respects its neighbors and other countries	-34	-43	-41	-59	-10	-57	-47	-46	-25	-48	-53	-56	-30	22	11	-37	-33	-41	-48	-68	-24	-2	-53	-8	-25	-30	-48	-58	-52	5
<b>AVERAGE</b>	<b>-5</b>	<b>-1</b>	<b>-19</b>	<b>-41</b>	<b>25</b>	<b>-29</b>	<b>-1</b>	<b>-11</b>	<b>12</b>	<b>-29</b>	<b>-37</b>	<b>-22</b>	<b>4</b>	<b>34</b>	<b>27</b>	<b>-14</b>	<b>2</b>	<b>-20</b>	<b>-1</b>	<b>-42</b>	<b>14</b>	<b>29</b>	<b>-8</b>	<b>12</b>	<b>14</b>	<b>9</b>	<b>-18</b>	<b>-34</b>	<b>-15</b>	<b>22</b>

Base: 20,047 online adults aged 16-74 across 29 countries, items marked with an asterisk not asked in China

# APPENDIX

# HOW DOES THE UNITED STATES COMPARE WITH OTHER COUNTRIES, BASED ON THE FOLLOWING ATTRIBUTES:

## Has a strong economy

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Well above average	20%	27%	10%	6%	38%	8%	21%	14%	26%	13%	5%	13%	14%	32%	33%	17%	17%	10%	25%	5%	30%	27%	23%	33%	38%	30%	19%	11%	27%	18%
Slightly above average	28%	32%	19%	23%	28%	20%	34%	29%	32%	26%	17%	24%	38%	29%	32%	29%	32%	23%	31%	18%	32%	38%	30%	26%	29%	33%	31%	20%	27%	27%
Average	33%	26%	37%	39%	25%	44%	31%	33%	29%	38%	45%	40%	38%	25%	24%	39%	39%	36%	33%	36%	26%	28%	29%	27%	22%	23%	34%	41%	26%	30%
Slightly below average	13%	10%	20%	24%	5%	17%	10%	14%	9%	14%	20%	17%	8%	9%	9%	10%	10%	18%	8%	26%	9%	6%	12%	11%	6%	9%	9%	20%	12%	18%
Well below average	6%	5%	14%	9%	4%	11%	4%	8%	4%	10%	13%	7%	2%	5%	1%	5%	2%	13%	3%	16%	3%	1%	5%	3%	4%	4%	7%	7%	7%	6%
Prefer not to answer	0%	.	.	.	.	.	.	2%	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Total above average	48%	59%	29%	29%	65%	28%	55%	43%	58%	38%	22%	36%	52%	62%	66%	45%	49%	33%	56%	22%	62%	65%	54%	58%	67%	64%	50%	32%	54%	45%
Total below average	19%	15%	34%	33%	9%	28%	13%	22%	13%	24%	33%	24%	10%	13%	10%	16%	12%	31%	11%	42%	12%	7%	18%	15%	10%	13%	17%	27%	19%	24%
Net Score	29	44	-5	-4	56	0	42	21	45	14	-11	12	42	49	56	29	37	2	45	-20	50	58	36	43	57	51	33	5	35	21

Base: 20,047 online adults aged 16-74 across 29 countries, items marked with an asterisk not asked in China

# HOW DOES THE UNITED STATES COMPARE WITH OTHER COUNTRIES, BASED ON THE FOLLOWING ATTRIBUTES:

## Respects the rights of its citizens

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Well above average	8%	11%	5%	4%	15%	5%	6%		7%	4%	3%	4%	7%	22%	11%	3%	2%	6%	5%	3%	11%	13%	15%	17%	12%	7%	4%	3%	13%	18%
Slightly above average	16%	15%	14%	6%	22%	8%	17%		18%	9%	10%	12%	20%	26%	20%	11%	15%	11%	14%	8%	21%	25%	21%	22%	18%	25%	10%	10%	14%	23%
Average	32%	30%	31%	26%	40%	29%	27%		35%	29%	29%	27%	45%	31%	39%	37%	48%	33%	31%	24%	23%	38%	34%	33%	29%	39%	31%	24%	26%	30%
Slightly below average	24%	21%	25%	37%	15%	27%	26%		23%	28%	29%	31%	18%	15%	25%	27%	28%	25%	28%	32%	27%	18%	15%	16%	19%	22%	28%	33%	20%	20%
Well below average	20%	23%	25%	27%	9%	31%	24%		18%	30%	29%	26%	10%	7%	5%	22%	7%	25%	22%	34%	19%	6%	15%	12%	23%	7%	26%	30%	27%	9%
Total above average	24%	26%	19%	9%	37%	13%	23%		25%	14%	12%	16%	27%	48%	31%	14%	17%	18%	19%	11%	32%	38%	36%	39%	30%	32%	15%	13%	28%	41%
Total below average	44%	44%	50%	65%	24%	58%	50%		40%	58%	58%	57%	28%	21%	30%	49%	35%	50%	51%	65%	45%	24%	29%	28%	41%	29%	54%	63%	46%	29%
Net Score	-20	-18	-31	-56	13	-45	-27		-15	-44	-46	-41	-1	27	1	-35	-18	-32	-32	-54	-13	14	7	11	-11	3	-39	-50	-18	12

Base: 20,047 online adults aged 16-74 across 29 countries, items marked with an asterisk not asked in China



# HOW DOES THE UNITED STATES COMPARE WITH OTHER COUNTRIES, BASED ON THE FOLLOWING ATTRIBUTES:

Has strong democratic values and institutions

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Well above average	11%	14%	7%	4%	20%	5%	11%	.	15%	7%	3%	6%	8%	20%	18%	6%	6%	6%	12%	3%	19%	15%	11%	18%	16%	10%	6%	6%	14%	15%
Slightly above average	21%	25%	20%	12%	29%	13%	20%	.	25%	13%	14%	17%	26%	31%	27%	14%	25%	16%	23%	11%	23%	34%	21%	24%	24%	30%	14%	16%	18%	29%
Average	36%	32%	35%	30%	34%	35%	37%	.	36%	37%	35%	35%	45%	32%	37%	43%	50%	36%	38%	33%	34%	38%	29%	34%	33%	39%	38%	25%	28%	36%
Slightly below average	20%	18%	20%	31%	11%	24%	19%	.	16%	22%	24%	24%	16%	13%	15%	22%	16%	23%	18%	30%	16%	11%	20%	15%	14%	18%	22%	30%	26%	14%
Well below average	13%	11%	18%	22%	7%	23%	12%	.	7%	22%	24%	17%	6%	4%	3%	15%	3%	19%	8%	23%	8%	2%	19%	9%	13%	4%	19%	22%	14%	7%
Top2Box	32%	39%	27%	17%	48%	19%	31%	.	40%	20%	17%	24%	34%	51%	45%	20%	31%	22%	35%	14%	41%	48%	32%	42%	40%	39%	21%	23%	32%	44%
Low2Box	32%	29%	38%	53%	18%	46%	32%	.	24%	44%	48%	41%	21%	17%	18%	37%	19%	41%	26%	53%	24%	13%	39%	24%	27%	22%	41%	52%	40%	20%
Net Score	0	10	-11	-36	30	-27	-1		16	-24	-31	-17	13	34	27	-17	12	-19	9	-39	17	35	-7	18	13	17	-20	-29	-8	24

Base: 20,047 online adults aged 16-74 across 29 countries, items marked with an asterisk not asked in China

# HOW DOES THE UNITED STATES COMPARE WITH OTHER COUNTRIES, BASED ON THE FOLLOWING ATTRIBUTES:

Its people enjoy a good standard of living

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Well above average	14%	20%	7%	4%	32%	8%	21%	16%	19%	8%	3%	10%	8%	30%	19%	6%	4%	7%	21%	5%	18%	19%	21%	18%	26%	5%	9%	5%	19%	26%
Slightly above average	25%	31%	18%	10%	35%	16%	31%	30%	34%	12%	13%	23%	30%	32%	32%	18%	18%	18%	32%	12%	38%	41%	29%	23%	30%	29%	17%	10%	25%	29%
Average	35%	29%	36%	28%	25%	40%	34%	34%	31%	36%	42%	39%	41%	26%	32%	46%	54%	38%	35%	33%	31%	28%	33%	37%	27%	43%	39%	36%	29%	28%
Slightly below average	17%	12%	23%	35%	5%	22%	9%	12%	12%	24%	24%	20%	18%	9%	16%	20%	21%	21%	9%	31%	9%	10%	10%	14%	11%	18%	22%	32%	18%	12%
Well below average	9%	7%	16%	23%	3%	14%	5%	6%	3%	20%	19%	8%	3%	3%	2%	11%	3%	16%	4%	19%	4%	2%	7%	8%	6%	5%	13%	17%	9%	5%
Prefer not to answer	0%	.	.	.	.	.	.	2%	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Top2Box	39%	51%	25%	14%	67%	24%	52%	46%	54%	20%	16%	33%	38%	62%	51%	24%	22%	25%	52%	17%	56%	60%	50%	41%	56%	34%	26%	15%	44%	56%
Low2Box	26%	20%	39%	58%	8%	36%	15%	18%	15%	44%	43%	28%	21%	12%	17%	30%	24%	37%	12%	50%	13%	13%	16%	22%	17%	23%	35%	49%	27%	16%
Net Score	13	31	-14	-44	59	-12	37	28	39	-24	-27	5	17	50	34	-6	-2	-12	40	-33	43	47	34	19	39	11	-9	-34	17	40

Base: 20,047 online adults aged 16-74 across 29 countries, items marked with an asterisk not asked in China

# HOW DOES THE UNITED STATES COMPARE WITH OTHER COUNTRIES, BASED ON THE FOLLOWING ATTRIBUTES:

## Has a strong commitment to culture and the arts

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Well above average	8%	11%	5%	3%	16%	4%	9%	4%	11%	4%	2%	5%	4%	16%	13%	2%	3%	7%	7%	1%	12%	12%	7%	16%	13%	6%	5%	2%	10%	12%
Slightly above average	19%	18%	17%	8%	27%	10%	21%	24%	23%	9%	12%	14%	18%	30%	29%	11%	22%	15%	21%	6%	22%	29%	14%	26%	25%	31%	14%	13%	20%	24%
Average	40%	38%	40%	34%	40%	42%	40%	31%	40%	42%	39%	42%	54%	36%	39%	44%	56%	34%	41%	36%	40%	43%	37%	40%	34%	43%	40%	39%	39%	39%
Slightly below average	21%	16%	22%	36%	10%	25%	20%	32%	17%	24%	26%	25%	17%	14%	15%	26%	17%	24%	19%	33%	18%	13%	23%	14%	16%	17%	22%	28%	15%	17%
Well below average	12%	17%	17%	20%	6%	19%	10%	7%	8%	20%	21%	14%	7%	4%	3%	16%	2%	21%	13%	24%	8%	2%	18%	5%	11%	3%	19%	18%	16%	7%
Prefer not to answer	0%	.	.	.	.	.	.	2%	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Top2Box	27%	29%	21%	10%	43%	14%	30%	28%	35%	14%	14%	19%	22%	46%	43%	14%	25%	21%	28%	7%	34%	41%	21%	42%	38%	38%	19%	15%	30%	36%
Low2Box	33%	33%	38%	55%	17%	44%	30%	39%	25%	44%	47%	39%	24%	18%	18%	42%	19%	45%	32%	57%	26%	16%	42%	18%	27%	19%	41%	46%	31%	25%
Net Score	-6	-4	-17	-45	26	-30	0	-11	10	-30	-33	-20	-2	28	25	-28	6	-24	-4	-50	8	25	-21	24	11	19	-22	-31	-1	11

Base: 20,047 online adults aged 16-74 across 29 countries, items marked with an asterisk not asked in China

# HOW DOES THE UNITED STATES COMPARE WITH OTHER COUNTRIES, BASED ON THE FOLLOWING ATTRIBUTES:

## Respects its neighbors and other countries

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Well above average	6%	6%	4%	2%	9%	3%	5%	3%	6%	4%	3%	2%	2%	18%	15%	4%	2%	5%	3%	1%	7%	11%	5%	13%	7%	4%	4%	4%	6%	14%
Slightly above average	12%	9%	10%	6%	16%	7%	11%	14%	15%	8%	7%	8%	12%	26%	23%	9%	9%	10%	9%	3%	18%	17%	7%	15%	16%	14%	8%	7%	6%	23%
Average	30%	26%	31%	25%	40%	25%	21%	18%	33%	28%	27%	24%	42%	34%	35%	37%	46%	30%	26%	23%	26%	41%	23%	35%	29%	34%	27%	20%	22%	31%
Slightly below average	26%	24%	27%	32%	18%	28%	28%	23%	27%	27%	26%	32%	25%	16%	20%	25%	34%	26%	31%	31%	28%	23%	23%	22%	24%	34%	27%	33%	24%	22%
Well below average	26%	35%	28%	35%	17%	37%	35%	41%	20%	33%	38%	34%	19%	5%	7%	25%	10%	29%	30%	42%	21%	7%	41%	14%	24%	14%	33%	37%	41%	10%
Prefer not to answer	0%	.	.	.	.	.	.	2%	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Top2Box	18%	15%	14%	8%	25%	9%	16%	17%	21%	12%	10%	10%	14%	44%	38%	13%	11%	14%	13%	5%	25%	28%	12%	28%	23%	18%	12%	11%	13%	37%
Low2Box	52%	58%	55%	67%	35%	66%	63%	63%	46%	60%	63%	66%	44%	22%	27%	50%	44%	55%	61%	73%	49%	30%	65%	36%	48%	48%	60%	69%	65%	32%
Net Score	-34	-43	-41	-59	-10	-57	-47	-46	-25	-48	-53	-56	-30	22	11	-37	-33	-41	-48	-68	-24	-2	-53	-8	-25	-30	-48	-58	-52	5

Base: 20,047 online adults aged 16-74 across 29 countries, items marked with an asterisk not asked in China

# HOW DOES THE UNITED STATES COMPARE WITH OTHER COUNTRIES, BASED ON THE FOLLOWING ATTRIBUTES:

## Contributes to international socio-economic development

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Well above average	10%	15%	8%	3%	21%	5%	14%	4%	17%	6%	3%	5%	6%	18%	16%	7%	7%	8%	12%	3%	15%	15%	10%	16%	22%	8%	9%	4%	6%	15%
Slightly above average	22%	21%	18%	14%	28%	14%	29%	24%	30%	13%	10%	14%	31%	35%	29%	23%	26%	19%	27%	8%	34%	40%	17%	19%	25%	29%	20%	10%	12%	28%
Average	35%	34%	36%	32%	33%	38%	34%	28%	33%	35%	33%	36%	42%	30%	35%	45%	46%	41%	36%	32%	30%	31%	33%	34%	35%	40%	38%	31%	36%	38%
Slightly below average	19%	14%	22%	30%	11%	24%	15%	29%	14%	24%	26%	29%	18%	12%	17%	16%	18%	18%	18%	32%	14%	12%	19%	20%	12%	17%	19%	28%	21%	14%
Well below average	13%	15%	17%	21%	7%	19%	9%	14%	7%	20%	29%	16%	4%	4%	2%	10%	3%	14%	7%	25%	7%	3%	20%	11%	6%	6%	15%	27%	26%	5%
Prefer not to answer	0%	.	.	.	.	.	.	1%	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Top2Box	33%	36%	26%	17%	49%	18%	43%	28%	46%	20%	13%	19%	37%	53%	45%	30%	33%	27%	39%	11%	49%	55%	28%	35%	46%	37%	28%	14%	17%	43%
Low2Box	32%	30%	38%	51%	18%	43%	23%	44%	20%	45%	55%	45%	21%	16%	19%	25%	22%	32%	25%	57%	21%	14%	39%	31%	18%	23%	34%	55%	46%	18%
Net Score	1	6	-12	-34	31	-25	20	-16	26	-25	-42	-26	16	37	26	5	11	-5	14	-46	28	41	-11	4	28	14	-6	-41	-29	25

Base: 20,047 online adults aged 16-74 across 29 countries, items marked with an asterisk not asked in China



# HOW DOES THE UNITED STATES COMPARE WITH OTHER COUNTRIES, BASED ON THE FOLLOWING ATTRIBUTES:

## Respects human rights

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Well above average	7%	6%	4%	2%	9%	6%	6%	.	6%	4%	3%	4%	6%	20%	11%	3%	3%	5%	4%	1%	7%	12%	12%	15%	12%	5%	4%	3%	6%	20%
Slightly above average	15%	11%	13%	8%	19%	8%	13%	.	15%	7%	9%	11%	15%	23%	24%	9%	13%	13%	10%	8%	19%	26%	21%	19%	17%	20%	11%	10%	12%	25%
Average	32%	28%	30%	26%	43%	31%	26%	.	33%	29%	30%	30%	45%	33%	41%	34%	46%	30%	30%	27%	30%	38%	29%	32%	29%	38%	30%	21%	32%	29%
Slightly below average	25%	25%	26%	35%	18%	28%	27%	.	28%	32%	27%	28%	22%	18%	20%	30%	28%	26%	30%	33%	24%	18%	18%	17%	22%	28%	26%	38%	19%	17%
Well below average	21%	30%	26%	29%	11%	28%	27%	.	18%	28%	31%	28%	13%	6%	4%	24%	9%	26%	27%	30%	20%	6%	20%	17%	20%	9%	28%	27%	30%	10%
Top2Box	22%	17%	17%	10%	28%	14%	19%	.	21%	11%	12%	15%	21%	43%	35%	11%	16%	17%	14%	9%	27%	38%	33%	34%	29%	25%	16%	13%	18%	45%
Low2Box	46%	54%	52%	64%	29%	55%	55%	.	46%	60%	58%	56%	35%	24%	24%	55%	38%	53%	56%	63%	44%	24%	38%	34%	42%	37%	54%	65%	50%	27%
Net Score	-24	-37	-35	-54	-1	-41	-36		-25	-49	-46	-41	-14	19	11	-44	-22	-36	-42	-54	-17	14	-5	0	-13	-12	-38	-52	-32	18

Base: 20,047 online adults aged 16-74 across 29 countries, items marked with an asterisk not asked in China

# HOW DOES THE UNITED STATES COMPARE WITH OTHER COUNTRIES, BASED ON THE FOLLOWING ATTRIBUTES:

## Contributes to the global economy

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Well above average	16%	16%	14%	5%	24%	11%	21%	7%	24%	11%	4%	13%	11%	26%	31%	12%	10%	9%	18%	10%	20%	21%	16%	18%	32%	13%	14%	10%	8%	25%
Slightly above average	26%	26%	24%	22%	30%	21%	28%	21%	30%	18%	17%	24%	31%	32%	33%	26%	29%	21%	28%	25%	31%	43%	20%	24%	28%	36%	25%	23%	15%	30%
Average	34%	32%	38%	33%	32%	37%	30%	29%	29%	36%	38%	38%	42%	29%	24%	42%	43%	38%	35%	35%	33%	27%	33%	34%	26%	31%	32%	32%	32%	31%
Slightly below average	15%	12%	13%	26%	8%	18%	14%	27%	10%	20%	19%	15%	12%	10%	10%	12%	17%	19%	13%	17%	10%	8%	14%	17%	10%	15%	15%	19%	21%	10%
Well below average	10%	14%	11%	14%	6%	13%	7%	15%	6%	16%	21%	10%	4%	2%	2%	8%	2%	13%	6%	13%	6%	1%	17%	6%	4%	5%	14%	16%	24%	4%
Prefer not to answer	0%	.	.	.	.	.	.	1%	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Top2Box	42%	42%	37%	26%	54%	32%	50%	28%	54%	28%	21%	37%	42%	58%	63%	38%	39%	30%	46%	35%	51%	64%	36%	42%	60%	49%	39%	32%	23%	55%
Low2Box	25%	26%	24%	41%	15%	31%	21%	42%	17%	36%	40%	25%	15%	13%	12%	20%	18%	32%	19%	30%	16%	9%	31%	23%	14%	20%	28%	36%	45%	13%
Net Score	17	16	13	-15	39	1	29	-14	37	-8	-19	12	27	45	51	18	21	-2	27	5	35	55	5	19	46	29	11	-4	-22	42

Base: 20,047 online adults aged 16-74 across 29 countries, items marked with an asterisk not asked in China

# HOW DOES THE UNITED STATES COMPARE WITH OTHER COUNTRIES, BASED ON THE FOLLOWING ATTRIBUTES:

Makes a positive difference in the world

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Well above average	9%	9%	6%	3%	17%	5%	9%	6%	12%	5%	3%	5%	5%	20%	27%	4%	3%	7%	8%	2%	17%	14%	5%	16%	16%	5%	5%	5%	9%	18%
Slightly above average	18%	21%	14%	8%	26%	9%	16%	17%	23%	9%	8%	12%	18%	26%	27%	16%	16%	14%	23%	8%	26%	31%	11%	24%	23%	20%	16%	6%	13%	28%
Average	33%	31%	36%	25%	38%	32%	28%	26%	35%	32%	28%	31%	45%	37%	29%	45%	51%	33%	31%	24%	28%	38%	30%	34%	32%	41%	35%	29%	31%	31%
Slightly below average	22%	16%	21%	35%	13%	26%	26%	33%	18%	28%	28%	31%	20%	12%	13%	20%	23%	24%	20%	31%	16%	13%	16%	14%	16%	25%	23%	33%	20%	17%
Well below average	18%	22%	23%	29%	7%	28%	21%	16%	12%	26%	34%	20%	12%	5%	3%	15%	6%	23%	18%	35%	13%	4%	38%	11%	13%	9%	21%	27%	27%	6%
Prefer not to answer	0%	.	.	.	.	.	.	2%	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Top2Box	27%	30%	21%	11%	43%	14%	25%	23%	35%	14%	11%	17%	23%	46%	55%	20%	20%	20%	31%	10%	43%	45%	16%	41%	39%	25%	21%	11%	23%	46%
Low2Box	40%	39%	44%	64%	20%	54%	47%	49%	30%	54%	61%	52%	32%	17%	16%	35%	29%	47%	38%	66%	29%	17%	55%	26%	29%	34%	44%	60%	47%	23%
Net Score	-13	-9	-23	-53	23	-40	-22	-26	5	-40	-50	-35	-9	29	39	-15	-9	-27	-7	-56	14	28	-39	15	10	-9	-23	-49	-24	23

Base: 20,047 online adults aged 16-74 across 29 countries, items marked with an asterisk not asked in China

# HOW DOES THE UNITED STATES COMPARE WITH OTHER COUNTRIES, BASED ON THE FOLLOWING ATTRIBUTES:

## Contributes to international peace and cooperation

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Well above average	8%	5%	7%	2%	11%	5%	6%	3%	10%	5%	4%	4%	4%	19%	18%	4%	4%	6%	4%	5%	10%	15%	6%	10%	12%	7%	5%	5%	8%	15%
Slightly above average	16%	11%	16%	6%	21%	8%	12%	13%	17%	8%	11%	12%	15%	28%	31%	11%	17%	12%	13%	10%	21%	22%	16%	17%	21%	23%	11%	12%	11%	25%
Average	32%	26%	31%	25%	38%	30%	26%	25%	31%	31%	28%	29%	42%	34%	31%	39%	49%	33%	33%	25%	27%	39%	27%	34%	32%	39%	30%	26%	25%	35%
Slightly below average	24%	22%	23%	34%	17%	29%	27%	35%	24%	27%	25%	29%	26%	13%	14%	23%	24%	25%	27%	31%	24%	18%	22%	20%	20%	23%	27%	27%	17%	17%
Well below average	21%	35%	23%	33%	14%	28%	29%	21%	18%	29%	32%	27%	12%	5%	5%	23%	6%	24%	23%	28%	17%	7%	28%	19%	15%	7%	28%	31%	40%	7%
Prefer not to answer	0%	.	.	.	.	.	.	2%	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Top2Box	23%	17%	22%	8%	32%	14%	18%	16%	27%	13%	16%	16%	20%	48%	50%	15%	22%	18%	17%	15%	31%	37%	22%	28%	34%	31%	16%	17%	18%	40%
Low2Box	45%	57%	46%	66%	30%	57%	56%	56%	42%	56%	57%	55%	38%	18%	19%	46%	30%	49%	50%	60%	42%	25%	51%	39%	35%	31%	55%	57%	57%	24%
Net Score	-22	-40	-24	-58	2	-43	-38	-40	-15	-43	-41	-39	-18	30	31	-31	-8	-31	-33	-45	-11	12	-29	-11	-1	0	-39	-40	-39	16

Base: 20,047 online adults aged 16-74 across 29 countries, items marked with an asterisk not asked in China

# HOW DOES THE UNITED STATES COMPARE WITH OTHER COUNTRIES, BASED ON THE FOLLOWING ATTRIBUTES:

Is a good country in which to invest

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Well above average	13%	24%	7%	4%	25%	8%	18%	5%	20%	8%	3%	8%	8%	23%	15%	6%	8%	8%	15%	2%	23%	17%	10%	20%	26%	8%	10%	7%	14%	24%
Slightly above average	23%	25%	17%	11%	33%	15%	30%	30%	32%	14%	12%	19%	23%	31%	29%	20%	25%	19%	28%	14%	28%	29%	19%	22%	29%	28%	21%	20%	23%	31%
Average	36%	34%	38%	38%	30%	37%	32%	35%	33%	37%	35%	38%	46%	29%	36%	45%	50%	39%	38%	34%	34%	42%	35%	36%	27%	41%	39%	34%	25%	30%
Slightly below average	17%	9%	19%	29%	7%	22%	12%	19%	11%	22%	27%	22%	15%	13%	17%	18%	15%	19%	11%	26%	11%	10%	13%	12%	12%	18%	15%	24%	17%	11%
Well below average	11%	8%	19%	17%	5%	18%	8%	8%	4%	19%	22%	12%	8%	4%	3%	10%	2%	14%	7%	24%	3%	1%	23%	9%	7%	5%	15%	15%	20%	4%
Prefer not to answer	0%	.	.	.	.	.	.	3%	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Top2Box	36%	49%	24%	16%	58%	23%	47%	35%	52%	22%	16%	27%	31%	54%	44%	27%	33%	27%	43%	17%	52%	46%	29%	42%	54%	36%	31%	27%	37%	55%
Low2Box	27%	16%	39%	47%	12%	40%	21%	27%	15%	41%	49%	35%	23%	17%	20%	28%	17%	34%	19%	49%	15%	11%	36%	21%	19%	23%	30%	39%	38%	15%
Net Score	9	33	-15	-31	46	-17	26	8	37	-19	-33	-8	8	37	24	-1	16	-7	24	-32	37	35	-7	21	35	13	1	-12	-1	40

Base: 20,047 online adults aged 16-74 across 29 countries, items marked with an asterisk not asked in China



# HOW DOES THE UNITED STATES COMPARE WITH OTHER COUNTRIES, BASED ON THE FOLLOWING ATTRIBUTES:

## Respects contracts and the rule of law

	All Countries	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Well above average	9%	12%	5%	3%	12%	4%	11%	4%	12%	4%	3%	5%	5%	19%	15%	4%	7%	7%	8%	2%	15%	14%	8%	13%	15%	7%	5%	4%	10%	15%
Slightly above average	18%	20%	15%	8%	25%	11%	21%	25%	26%	8%	9%	12%	21%	28%	24%	13%	26%	11%	16%	6%	26%	25%	17%	22%	19%	25%	12%	9%	13%	25%
Average	35%	38%	34%	31%	40%	32%	36%	23%	39%	34%	30%	31%	49%	34%	42%	44%	48%	34%	40%	23%	35%	37%	33%	33%	32%	43%	36%	26%	28%	33%
Slightly below average	22%	15%	25%	35%	13%	27%	19%	23%	15%	27%	25%	30%	15%	12%	15%	23%	16%	25%	23%	36%	17%	18%	18%	19%	22%	19%	26%	35%	23%	19%
Well below average	16%	15%	21%	24%	9%	27%	14%	23%	7%	26%	33%	23%	9%	6%	4%	16%	3%	22%	13%	32%	8%	5%	24%	12%	13%	7%	22%	26%	26%	9%
Prefer not to answer	0%	.	.	.	.	.	.	2%	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Top2Box	26%	32%	20%	10%	38%	14%	32%	29%	39%	13%	12%	17%	26%	48%	39%	17%	33%	18%	24%	9%	41%	39%	25%	36%	33%	31%	17%	13%	23%	39%
Low2Box	38%	30%	46%	59%	22%	54%	33%	47%	23%	53%	58%	52%	24%	18%	19%	39%	19%	47%	36%	68%	24%	24%	42%	31%	35%	26%	47%	61%	49%	28%
Net Score	-12	2	-26	-49	16	-40	-1	-18	16	-40	-46	-35	2	30	20	-22	14	-29	-12	-59	17	15	-17	5	-2	5	-30	-48	-26	11

Base: 20,047 online adults aged 16-74 across 29 countries, items marked with an asterisk not asked in China

- These are the results of a 29-country survey conducted by Ipsos on its Global Advisor online platform.
- Ipsos interviewed a total of 20,047 adults aged 18-74 in United States, Canada, Israel, Malaysia, South Africa, and Turkey, and 16-74 in 23 other countries between June 19 and July 3, 2020.
- The sample consists of approximately 1,000 individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, and Turkey.
- The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of these countries' general adult population under the age of 75.
- The samples in Brazil, Chile, China (mainland), India, Israel, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.
- The data is weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the most recent census data.
- Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.
- The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.
- The publication of these findings abides by local rules and regulations.

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Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

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# GAME CHANGERS

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