



WORLD AFFAIRS

**Citizens in 29 countries assess
engagement in international affairs
for a global perspective**

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Methodology

These are the findings of the *Global Advisor* wave 145 (GA 145) an Ipsos survey conducted between August 21st and September 4th 2020.

The survey instrument is conducted monthly in 29 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

For the results of the survey presented herein, an international sample of 20,047 adults aged 18-74 in the US, Malaysia, South Africa, Turkey and Canada, and age 16-74 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Chile, Hungary, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.1 percentage points and of 500 accurate to +/- 4.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

16 of the 29 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Netherlands, Poland, South Korea, Spain, Sweden and United States).

Brazil, Chile, China, Colombia, India, Israel, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens. We refer to these respondents as “Upper Deck Consumer Citizens”. They are not nationally representative of their country.

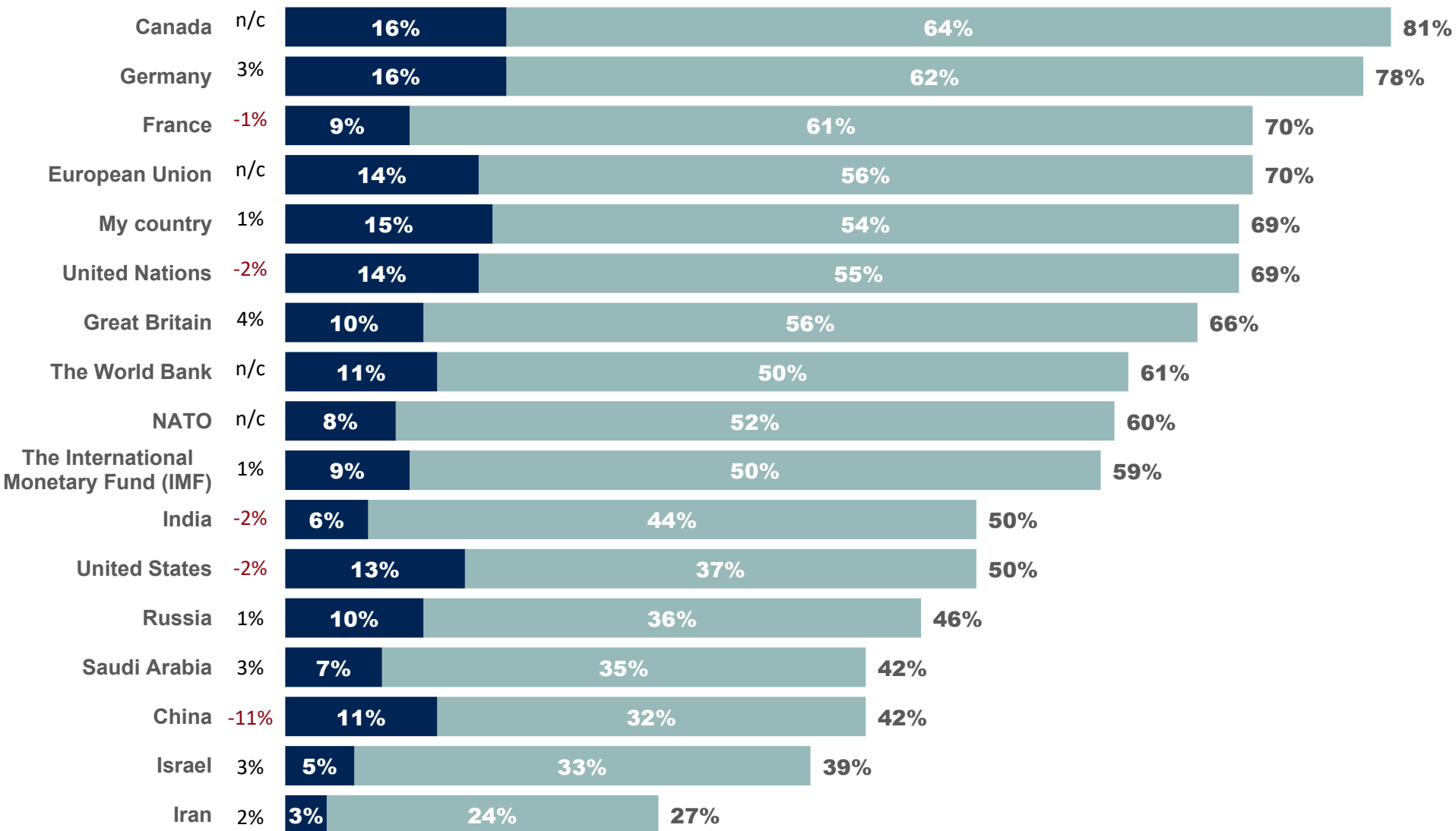
WORLD AFFAIRS INFLUENCERS

Citizens in 29 countries assess which countries and organizations they think have a positive or negative impact on the world

1

Which countries/organizations will have a positive influence on world affairs over the next decade? – Global views

CHANGE

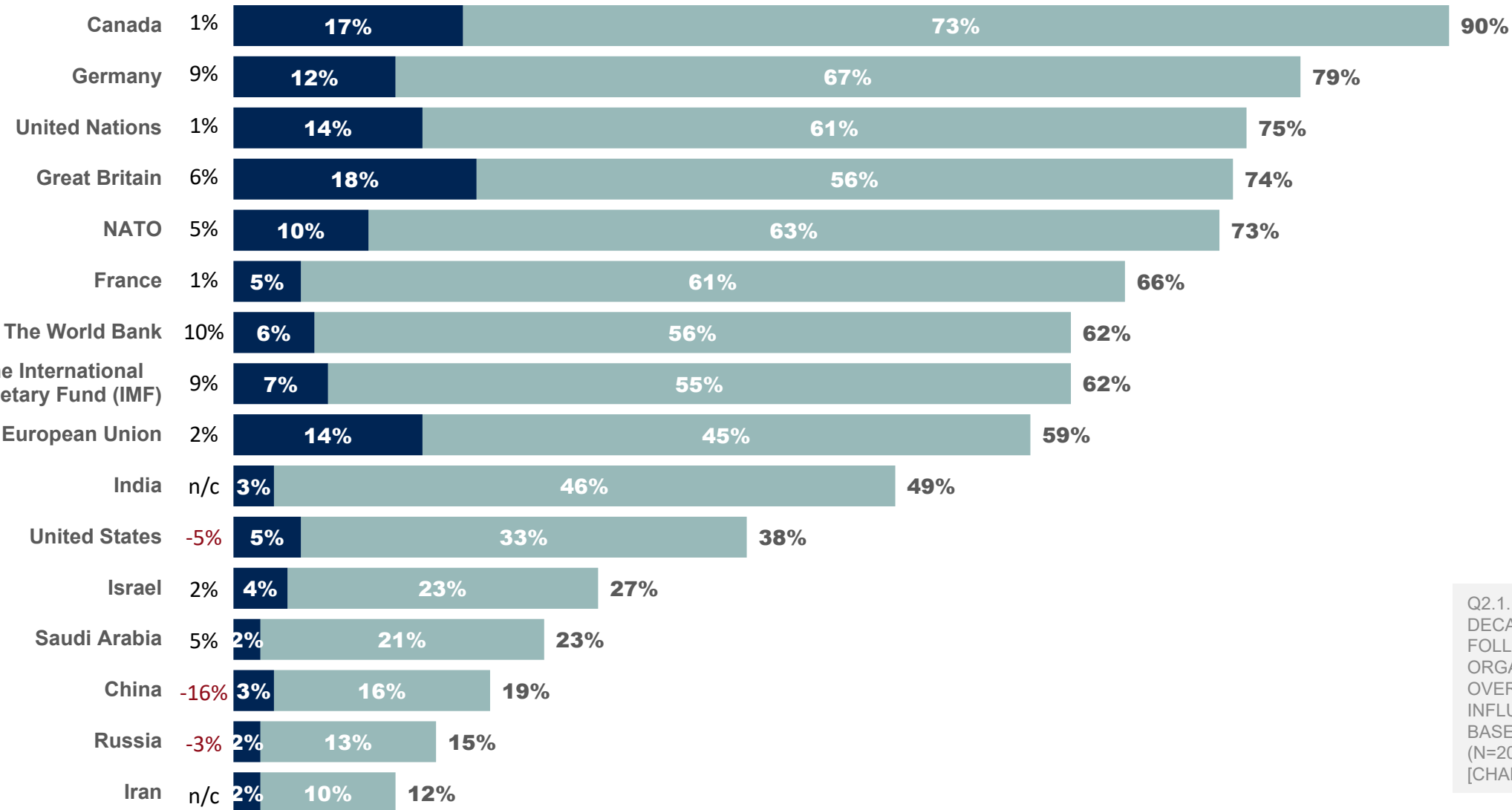


STRONGLY POSITIVE
SOMEWHAT POSITIVE

Q2.1. THINKING ABOUT THE NEXT DECADE, WOULD YOU SAY THE FOLLOWING COUNTRIES OR ORGANIZATIONS WILL HAVE AN OVERALL POSITIVE OR A NEGATIVE INFLUENCE ON WORLD AFFAIRS?
BASE: ALL RESPONDENTS (N=20,047)
[CHANGE = CHANGE FROM 2019]

Which countries/organizations will have a positive influence on world affairs over the next decade? – Great Britain views

CHANGE



STRONGLY POSITIVE
SOMEWHAT POSITIVE

Q2.1. THINKING ABOUT THE NEXT DECADE, WOULD YOU SAY THE FOLLOWING COUNTRIES OR ORGANIZATIONS WILL HAVE AN OVERALL POSITIVE OR A NEGATIVE INFLUENCE ON WORLD AFFAIRS?
BASE: ALL RESPONDENTS (N=20,047)
[CHANGE = CHANGE FROM 2019]

Positive influencers – Changes year on year

Strongly positive/somewhat positive

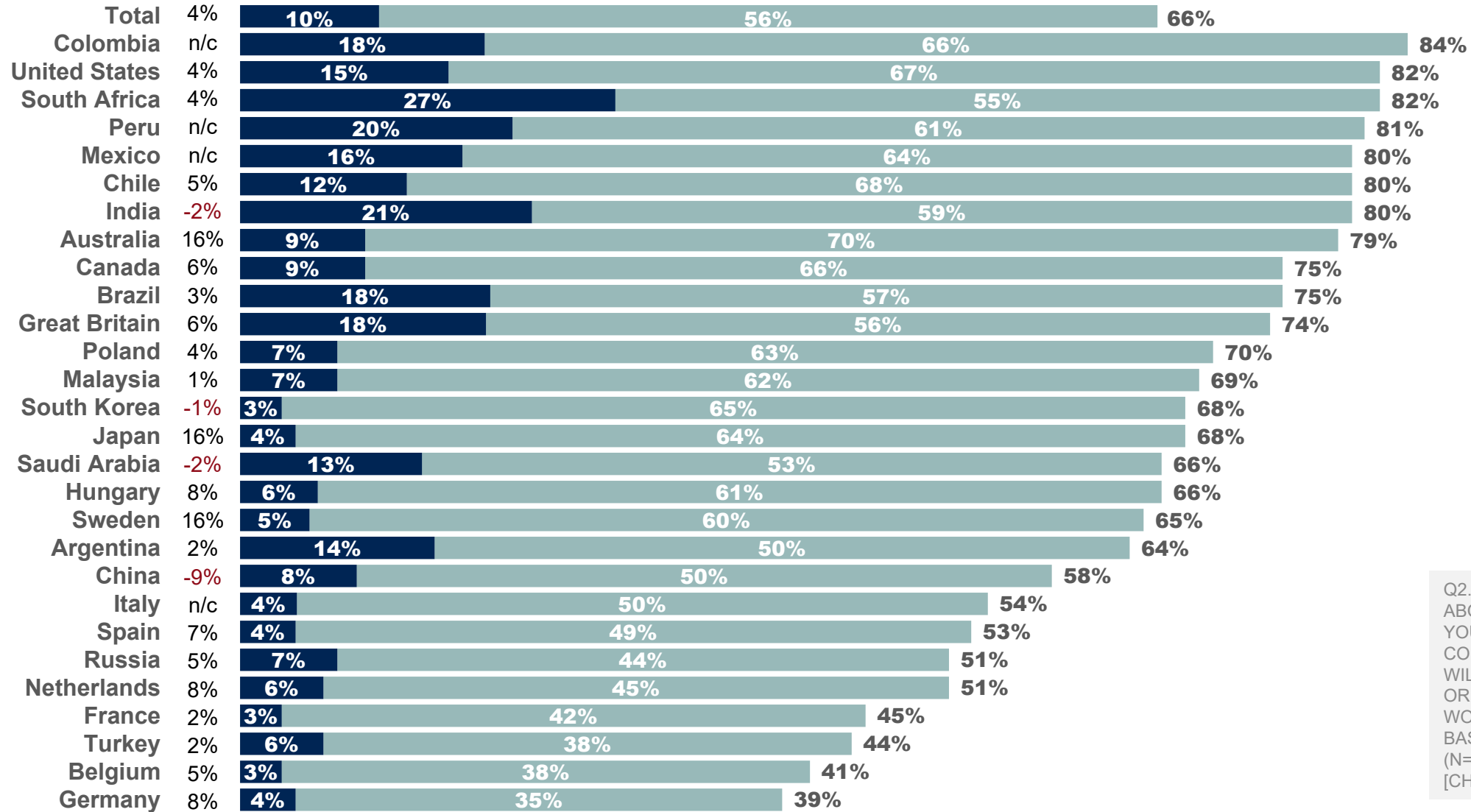
							CHANGE FROM				
	Sept 2020	Sept 2019	Nov 2018	Oct 2017	Oct 2016	Oct 2015	2019	2018	2017	2016	2015
Canada	81%	81%	77%	82%	81%	81%	n/c	4%	-1%	n/c	n/c
Germany	78%	75%	71%	76%	81%	75%	3%	7%	2%	-4%	3%
France	70%	71%	67%	75%	71%	72%	-1%	3%	-5%	-1%	-2%
European Union	70%	70%	66%	71%	n/a	n/a	n/c	4%	-1%	n/a	n/a
My country	69%	68%	68%	70%	68%	70%	1%	1%	-1%	1%	-1%
United Nations	69%	71%	67%	72%	73%	74%	-2%	2%	-3%	-4%	-5%
Great Britain	66%	62%	63%	69%	67%	72%	4%	3%	-3%	-1%	-6%
The World Bank	61%	61%	57%	61%	58%	59%	n/c	4%	n/c	3%	2%
NATO	60%	60%	57%	n/a	n/a	n/a	n/c	3%	n/a	n/a	n/a
The International Monetary Fund (or IMF)	59%	58%	56%	59%	56%	57%	1%	3%	n/c	3%	2%
India	50%	52%	51%	59%	55%	56%	-2%	-1%	-9%	-5%	-6%
United States	50%	52%	50%	55%	64%	65%	-2%	n/c	-5%	-14%	-15%
Russia	46%	45%	43%	50%	46%	42%	1%	3%	-5%	-1%	4%
China	42%	53%	53%	58%	55%	53%	-11%	-11%	-16%	-13%	-11%
Saudi Arabia	42%	39%	34%	n/a	n/a	n/a	3%	8%	n/a	n/a	n/a
Israel	39%	36%	35%	43%	37%	33%	3%	4%	-4%	2%	6%
Iran	27%	25%	25%	31%	26%	25%	2%	2%	-4%	1%	2%

Q2. THINKING ABOUT THE NEXT DECADE, WOULD YOU SAY THE FOLLOWING COUNTRIES OR ORGANIZATIONS WILL HAVE AN OVERALL POSITIVE OR A NEGATIVE INFLUENCE ON WORLD AFFAIRS?



Where is Great Britain seen as a positive influence?

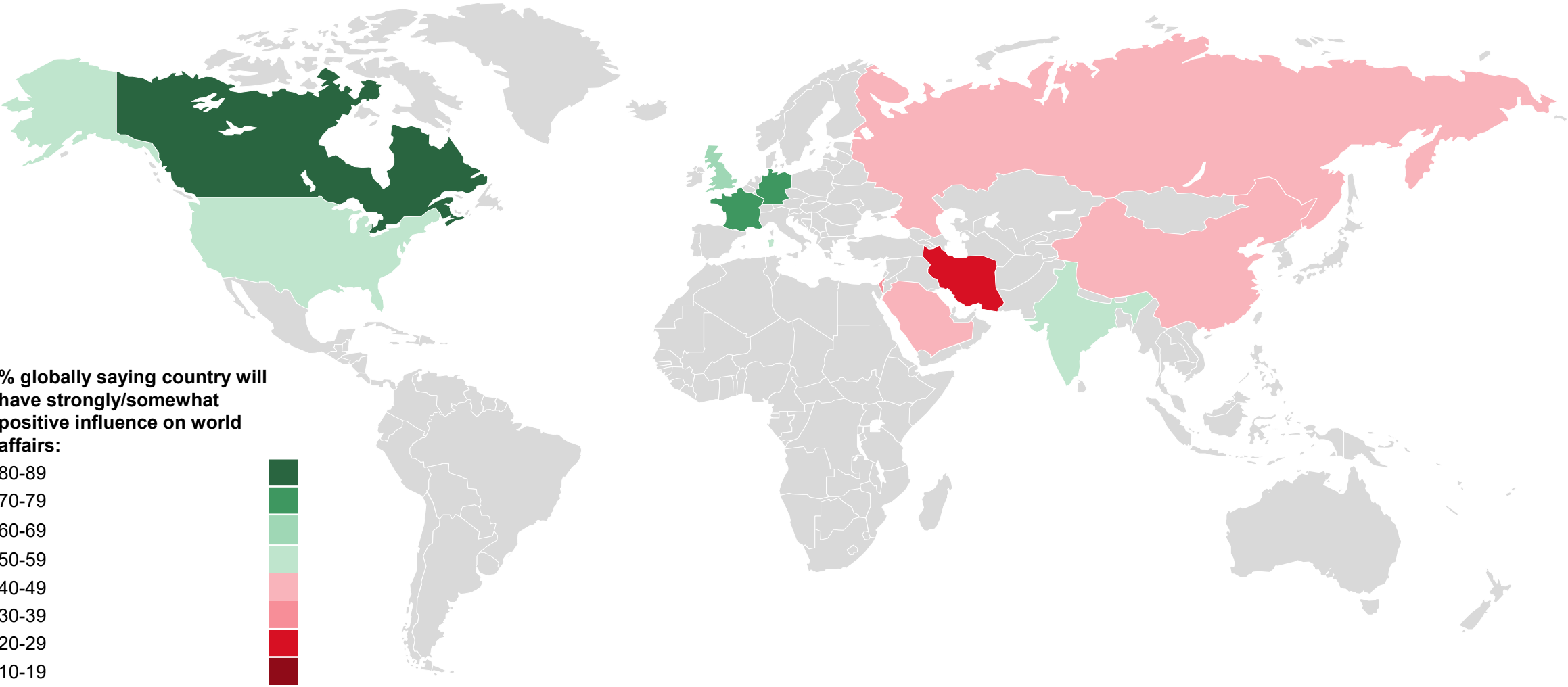
CHANGE



STRONGLY POSITIVE 
 SOMEWHAT POSITIVE 

Q2.1. [GREAT BRITAIN] THINKING ABOUT THE NEXT DECADE, WOULD YOU SAY THE FOLLOWING COUNTRIES OR ORGANIZATIONS WILL HAVE AN OVERALL POSITIVE OR A NEGATIVE INFLUENCE ON WORLD AFFAIRS?
 BASE: ALL RESPONDENTS (N=20,047)
 [CHANGE = CHANGE FROM 2019]

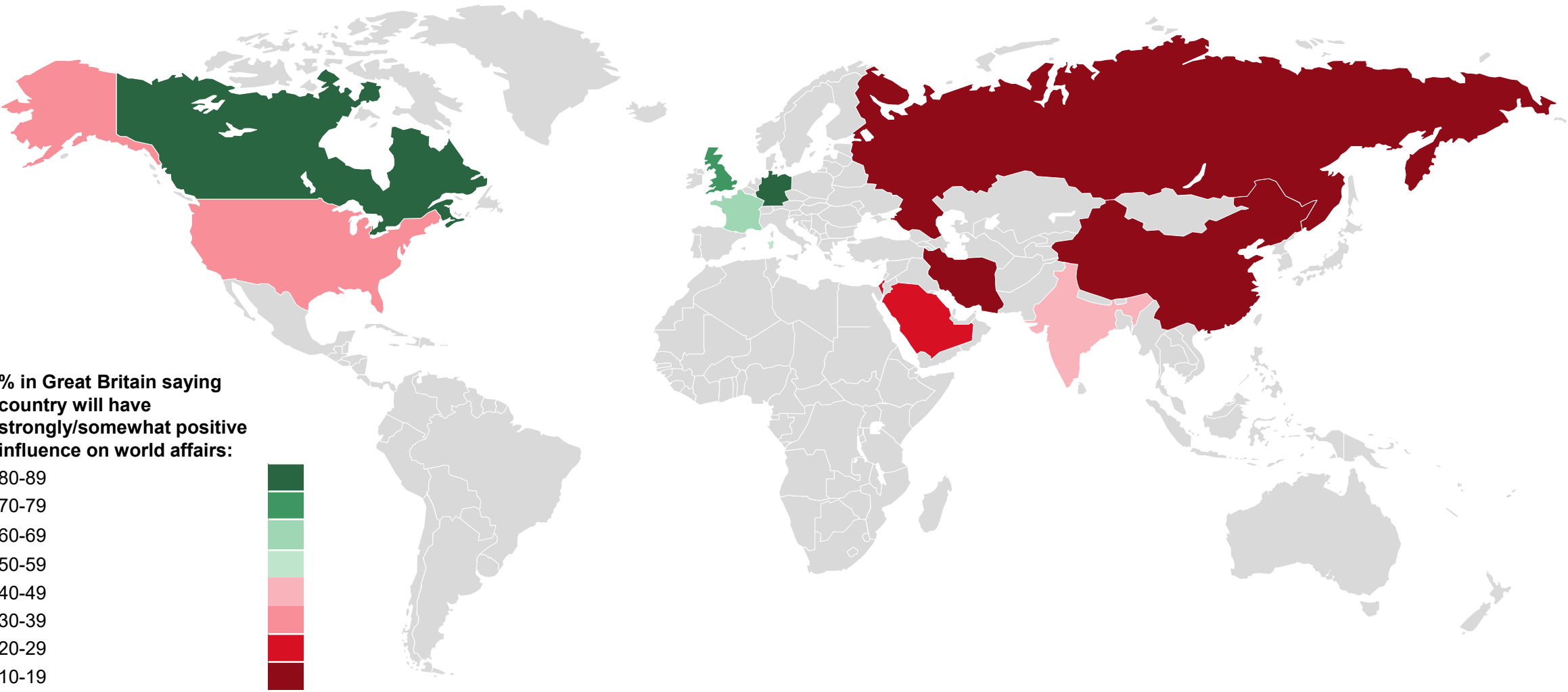
GLOBAL SENTIMENT TOWARDS MAJOR POWERS



% globally saying country will have strongly/somewhat positive influence on world affairs:



BRITISH SENTIMENT TOWARDS MAJOR POWERS



% in Great Britain saying country will have strongly/somewhat positive influence on world affairs:

- 80-89
- 70-79
- 60-69
- 50-59
- 40-49
- 30-39
- 20-29
- 10-19

WILLINGNESS TO ENGAGE IN WORLD AFFAIRS

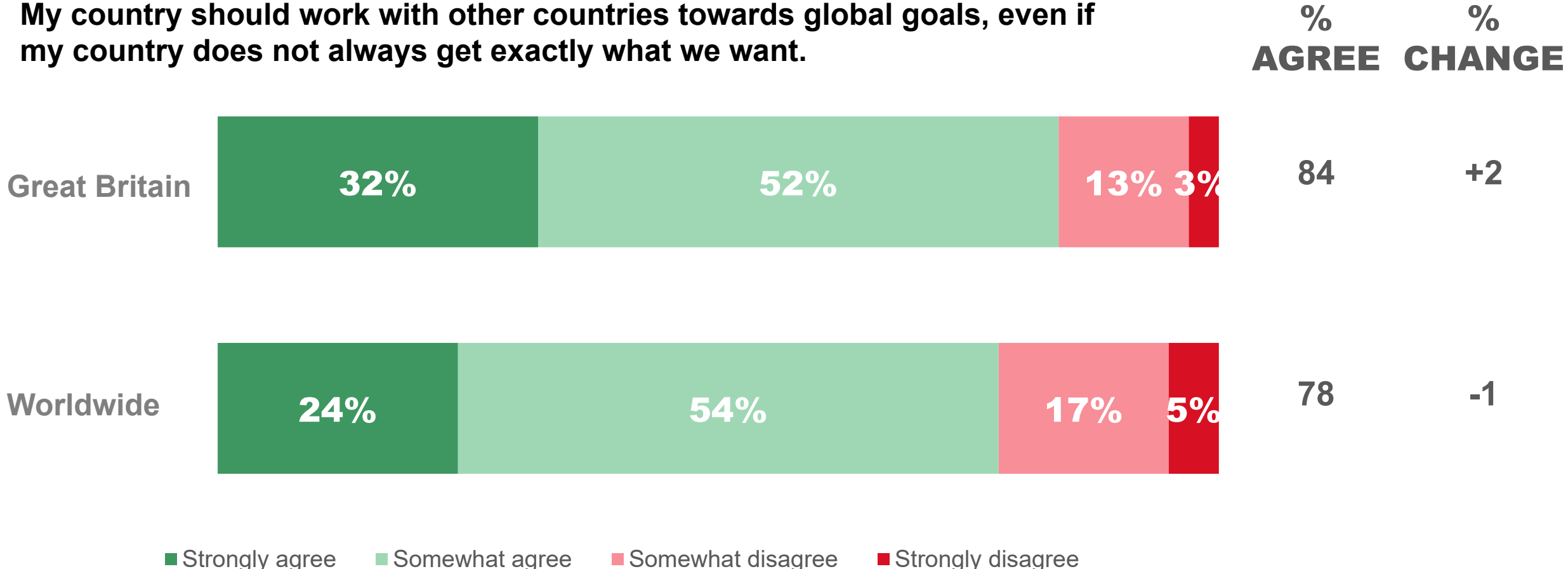
Citizens in 29 countries assess engagement in international affairs for a global perspective

2

Willingness to engage in the world : Multilateralism

Strongly agree/somewhat agree

My country should work with other countries towards global goals, even if my country does not always get exactly what we want.



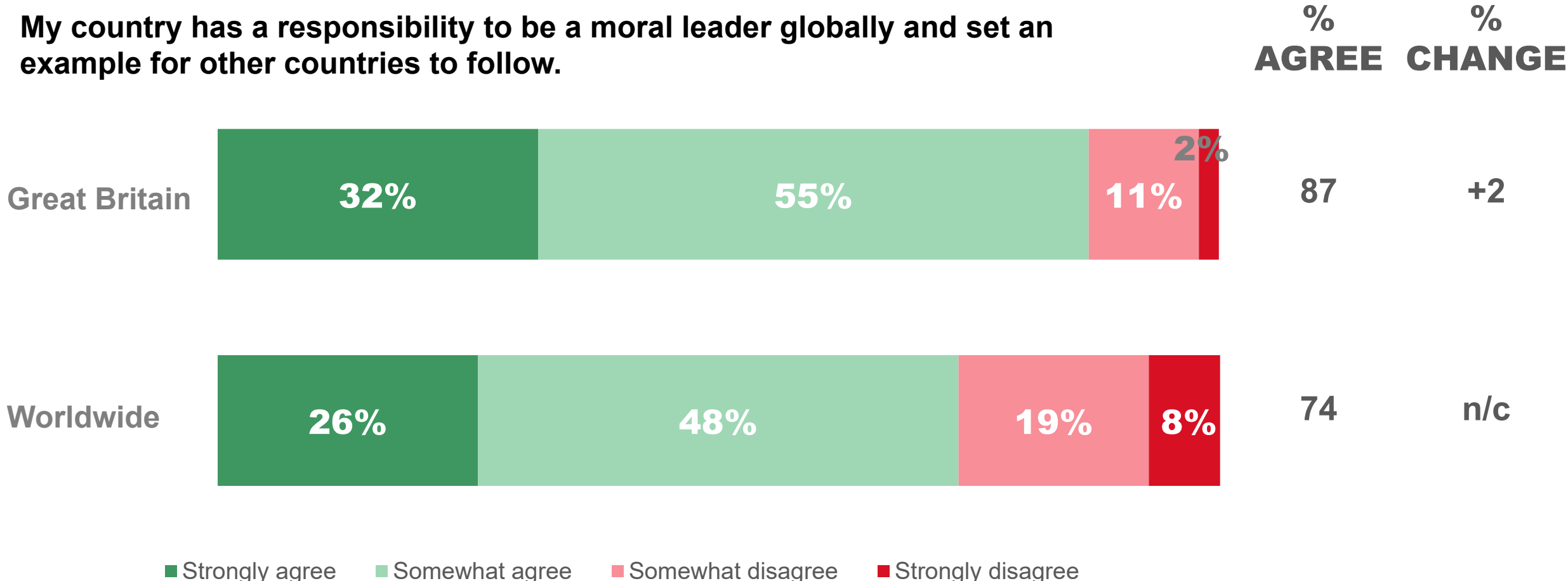
Q1. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?
 BASE: EXCLUDING CHINA & SAUDI ARABIA: 2020 (N=19,580) [CHANGE = CHANGE FROM 2019]

*Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.

Willingness to engage in the world : Global leadership

Strongly agree/somewhat agree

My country has a responsibility to be a moral leader globally and set an example for other countries to follow.



Q1. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?
 BASE: EXCLUDING CHINA & SAUDI ARABIA: 2020 (N=19,580) [CHANGE = CHANGE FROM 2019]

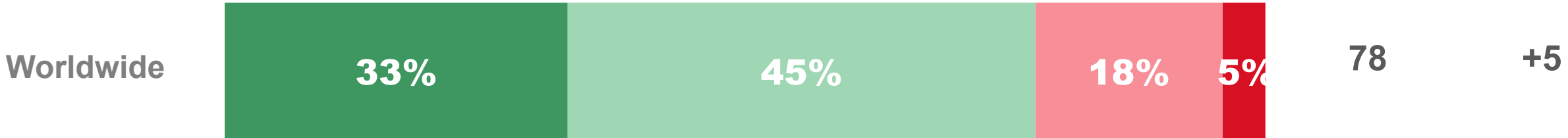
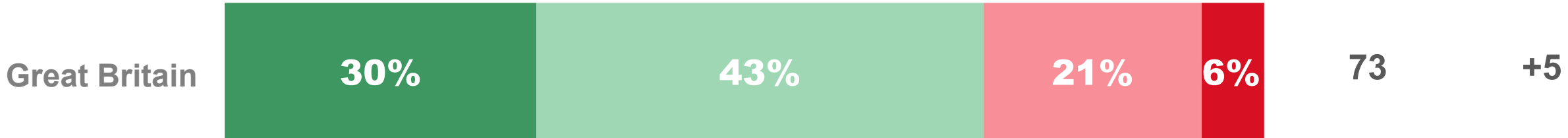
*Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.

Willingness to engage in the world : Isolationism

Strongly agree/somewhat agree

Given the difficult economic issues in my country today, my country needs to focus less on the world, and more at home.

% AGREE % CHANGE



■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree

Q1. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?
 BASE: EXCLUDING CHINA & SAUDI ARABIA: 2020 (N=19,580) [CHANGE = CHANGE FROM 2019]

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Game Changers

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At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.

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For more information

Dr Darrell Bricker
CEO, Ipsos Public Affairs
darrell.bricker@ipsos.com

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Toby Piachaud
Senior Research Executive
toby.piachaud@ipsos.com