

GLOBAL VIEWS ON ANGELA MERKEL AND GERMAN LEADERSHIP

A 28-country Ipsos survey

Conducted July 23 – August 6, 2021



GAME CHANGERS



KEY FINDINGS

ATTITUDES ON GLOBAL LEADERSHIP

- An average of 4 out of 5 adults across all countries surveyed agrees the world needs strong leaders to solve global challenges.
- At the same time, three-quarters find it important that political leaders be replaced regularly so they do not get too powerful.
- In 18 out of 28 countries, a majority agree that the world would be more peaceful and successful with more female political leaders. Women consistently display higher levels of agreement than men.

GERMAN LEADERSHIP UNDER MERKEL

- Both in European and non-European countries, citizens widely perceive Germany as having been a trustworthy partner for their country under Angela Merkel.
- Across European countries, more agree than disagree that her policies have had a positive impact on their country and that the future of Europe depends on strong German leadership, although one-third disagree, contesting Germany's strong leadership position within the continent.
- In 17 out of 25 countries, a majority express a favourable opinion of Angela Merkel, with a global average of 58% favourable, compared to 67% in her native Germany.

ATTITUDES ON GLOBAL LEADERSHIP

1

ATTITUDES ON GLOBAL LEADERSHIP – GLOBAL COUNTRY AVERAGE

Q: To what extent do you agree or disagree with each of the following statements?

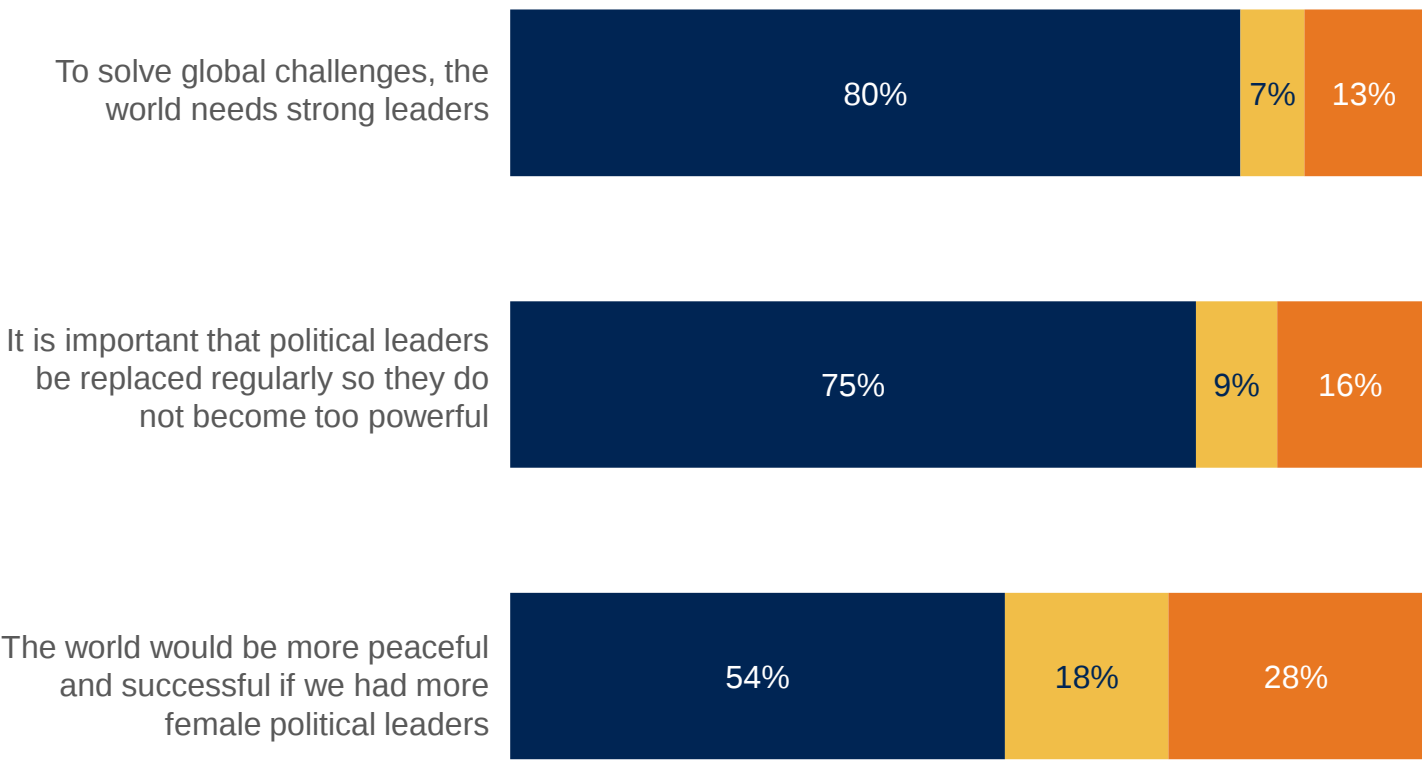
An average of 4 out of 5 adults among all countries surveyed agree the world needs strong leaders to solve global challenges.

At the same time, three-quarters find it important that political leaders be replaced regularly so they do not get too powerful.

A majority of 54% agree that the world would be more peaceful and successful if there were more female political leaders.

*Base: 19,514 online adults aged 16-74 across 28 countries.
Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population.
The “Global Country Average” reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result.*

■ strongly/somewhat agree ■ not sure ■ somewhat/strongly disagree



ATTITUDES ON STRONG LEADERSHIP – BY COUNTRY

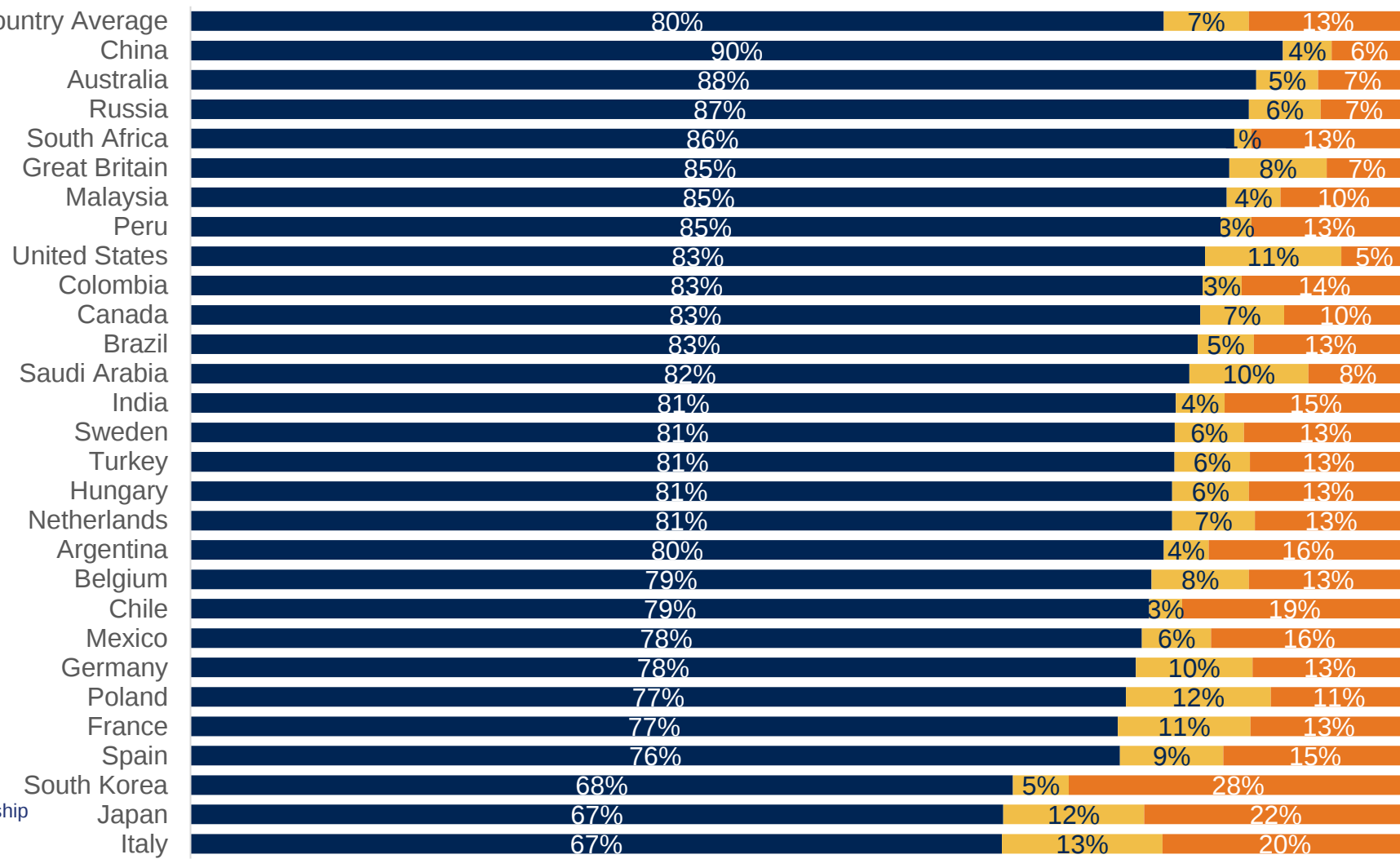
To solve global challenges, the world needs strong leaders

Large majorities of adults in all 28 countries surveyed (80% on average) agree the world needs strong leaders to solve global challenges.

Agreement is highest in China (90%) and lowest in Italy and South Korea (both 67%).

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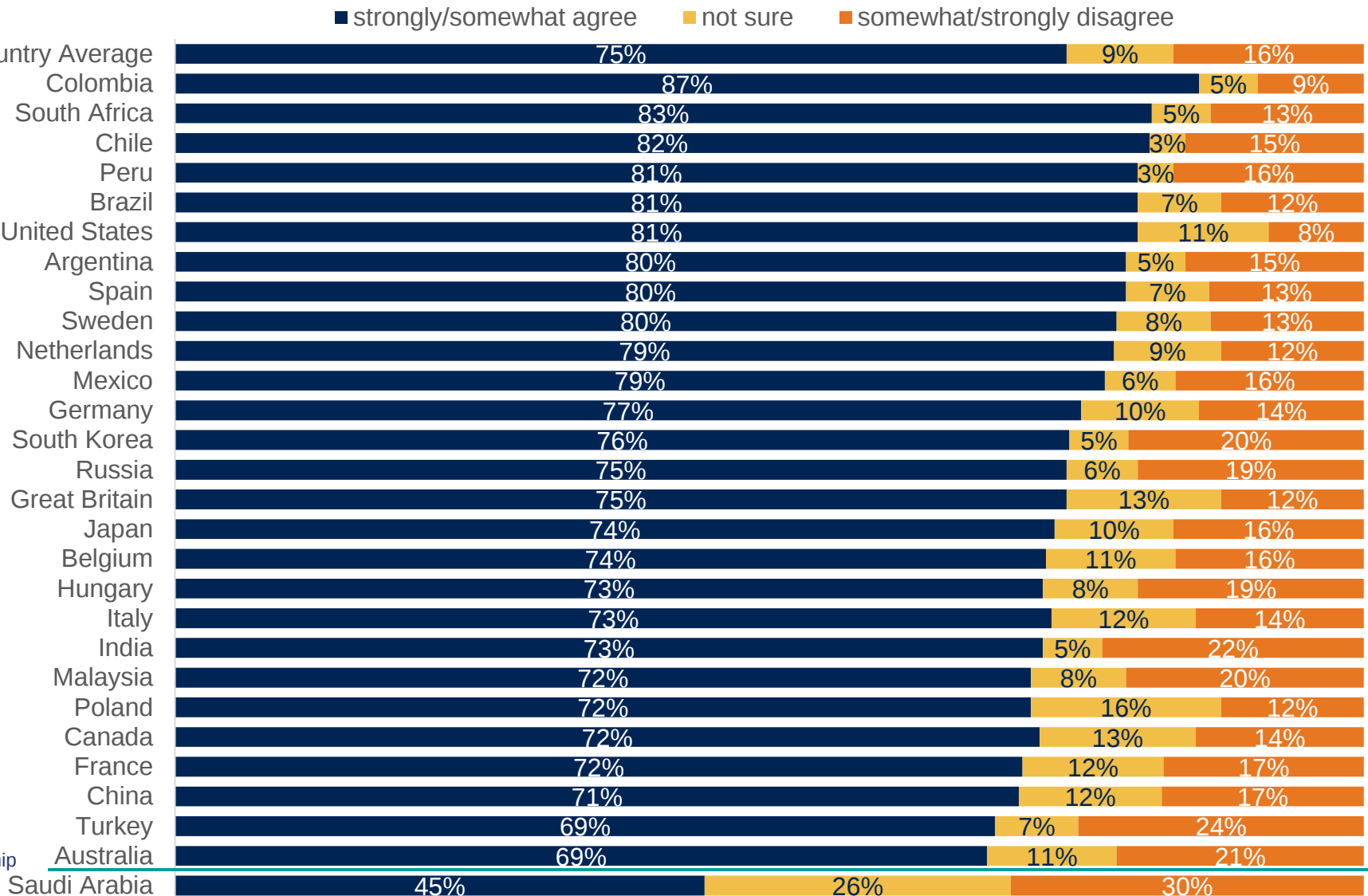


ATTITUDES ON REGULAR REPLACEMENT OF LEADERSHIP – BY COUNTRY

It is important that political leaders be replaced regularly so they do not become too powerful

A global country average of 75% agree that political leaders should be replaced regularly so they do not become too powerful. At least two-thirds agree in all but one of the 28 countries surveyed.

Base: 19,514 online adults aged 16-74 across 28 countries.
Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population.
The "Global Country Average" reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result.



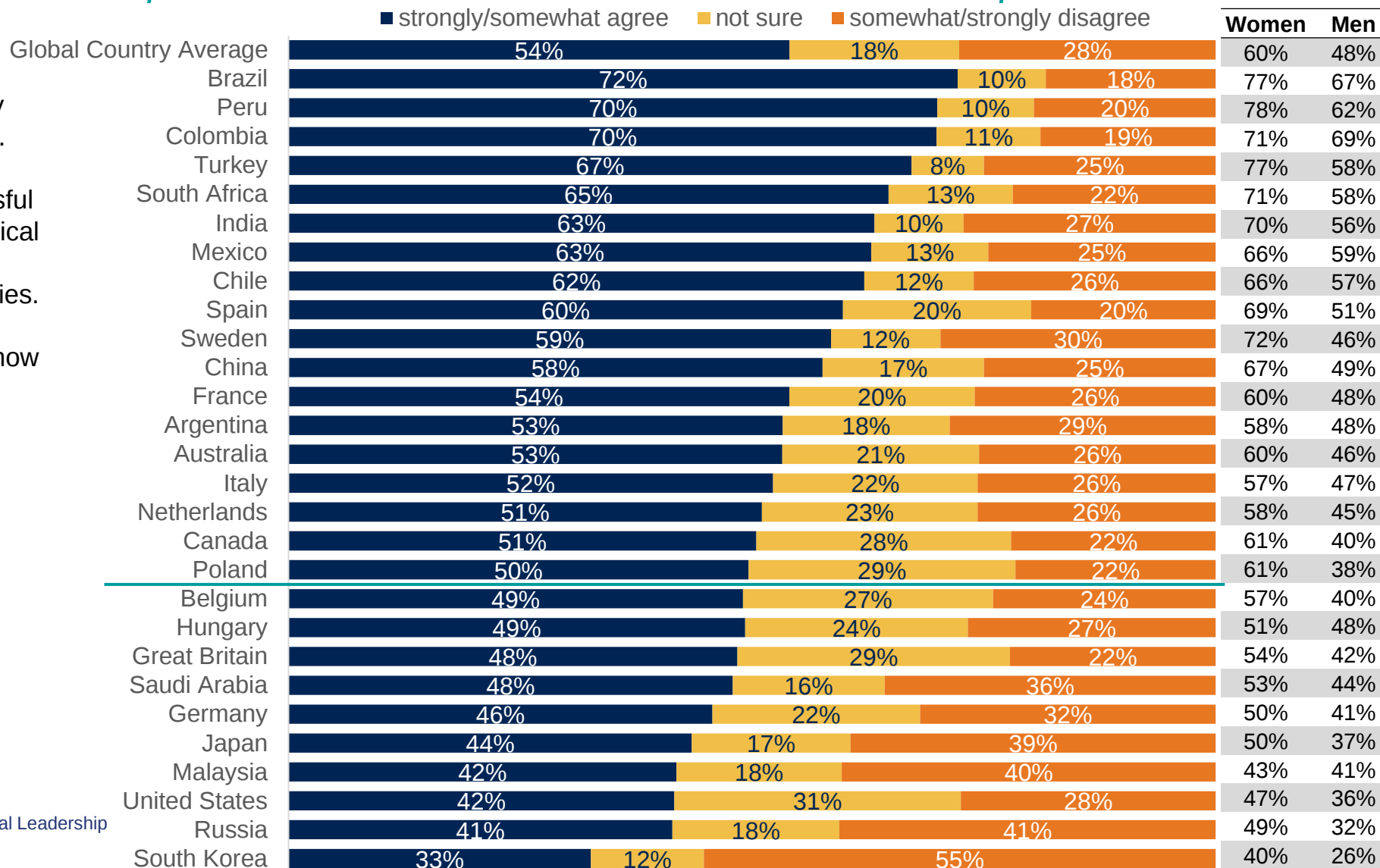
ATTITUDES ON FEMALE LEADERSHIP – BY COUNTRY

The world would be more peaceful and successful if we had more female political leaders

On average, twice as many agree as disagree (54% vs. 28%) the world would be more peaceful and successful if we had more female political leaders, with majorities agreeing in 18 of 28 countries.

In every country, women show higher levels of agreement than men (by an average difference of 12 points).

Base: 19,514 online adults aged 16-74 across 28 countries.
Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population.
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GERMAN LEADERSHIP UNDER ANGELA MERKEL

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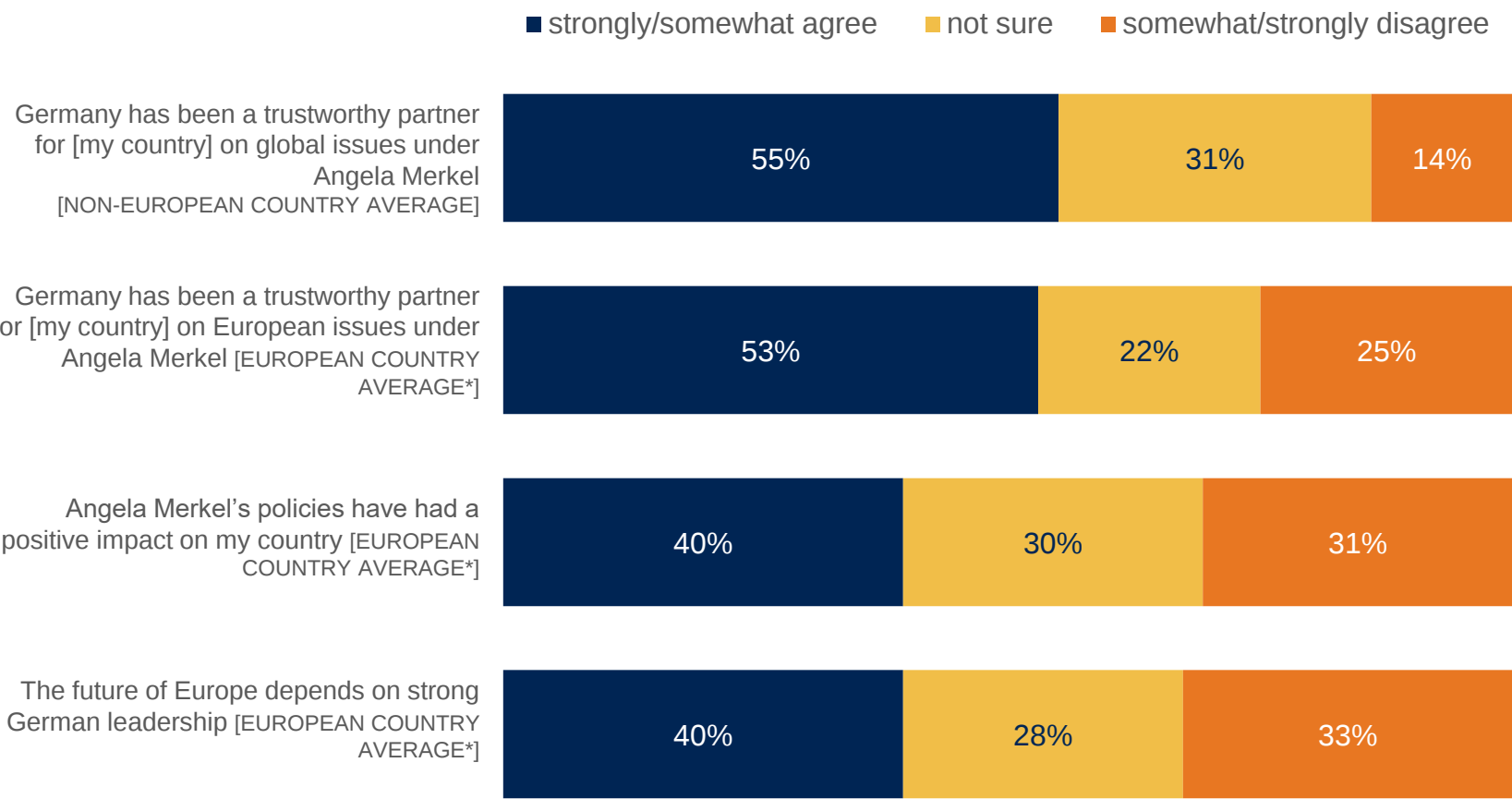
ATTITUDES ON GERMAN LEADERSHIP - COUNTRY AVERAGES

Q: To what extent do you agree or disagree with each of the following statements?

On average, citizens in both European and non-European nations widely perceive Germany as having been a trustworthy partner for their country under Angela Merkel.

In European countries, more agree than disagree that her policies have had a positive impact on their country and that the future of Europe depends on strong German leadership, although one-third disagree.

Base: 19,514 online adults aged 16-74 across 28 countries.
Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population.
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*All EU countries surveyed excluding Germany + Great Britain, Russia and Turkey

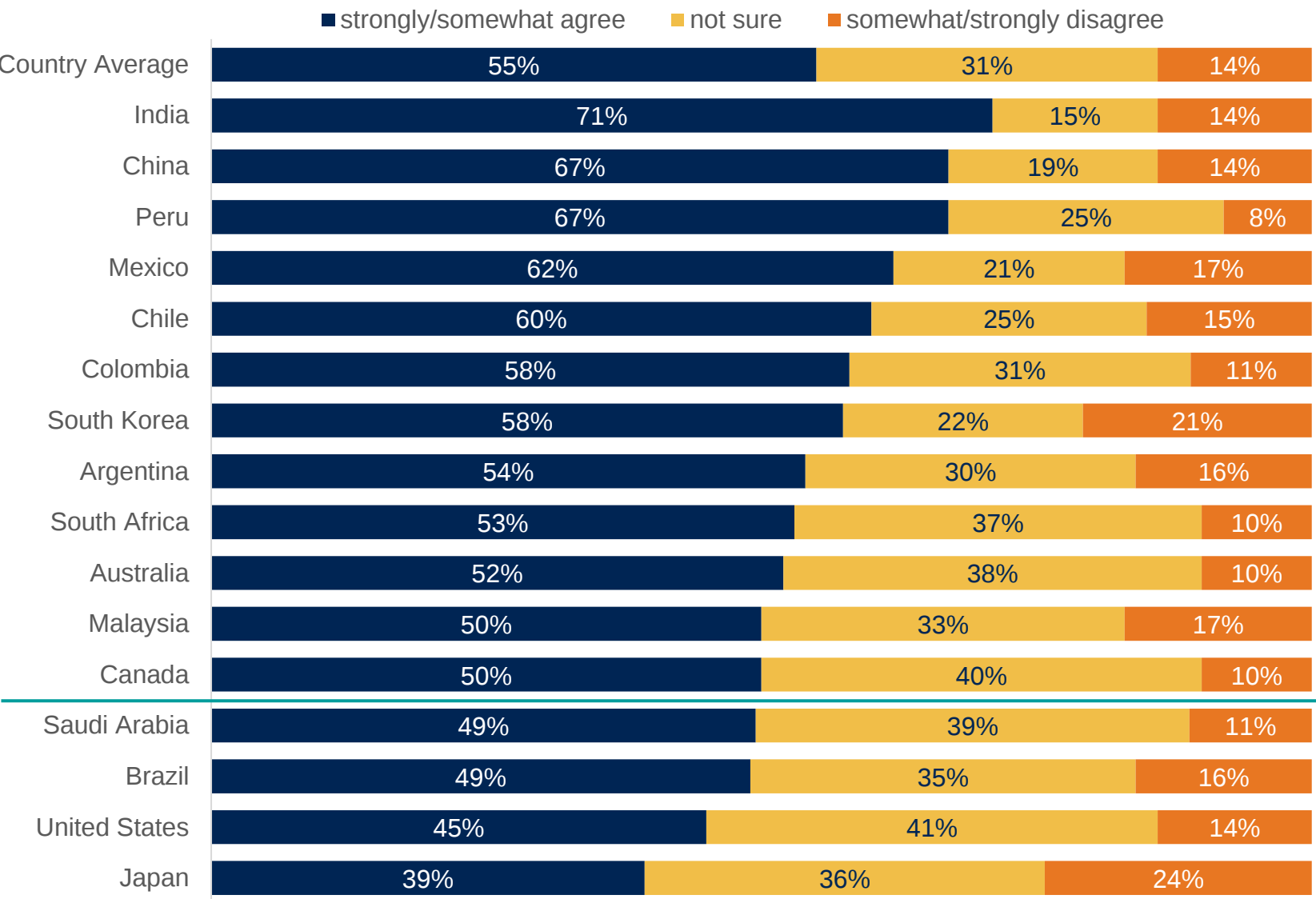
GLOBAL ATTITUDES ON GERMAN PARTNERSHIP – BY COUNTRY

Germany has been a trustworthy partner for [country] on **global** issues under Angela Merkel

On average, across 16 non-European countries surveyed, 55% agree Germany has been a trustworthy partner for their country on global issues under Angela Merkel vs. 14% who disagree.

Disagreement tends to be low. Net agreement (% agreeing minus % disagreeing) ranges from +57 in India to +15 in Japan.

Base: 11,011 online adults aged 16-74 across 16 countries.
Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Saudi Arabia, and South Africa tend to be more urban, educated, and/or affluent than the general population.
The “Global Country Average” reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result.



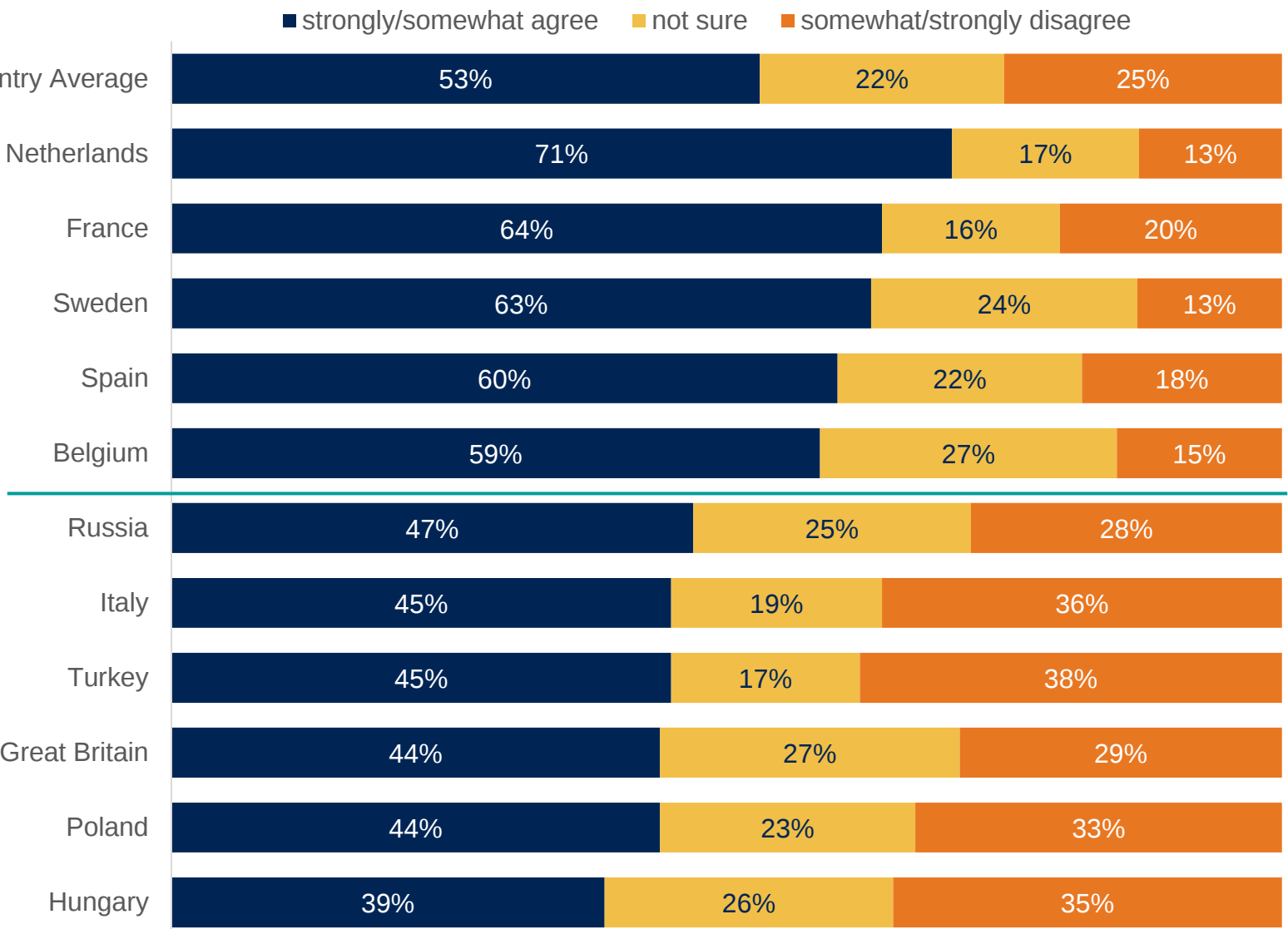
EUROPEAN ATTITUDES ON GERMAN PARTNERSHIP – BY COUNTRY

Germany has been a trustworthy partner for [country] on **European** issues under Angela Merkel

Within Europe, an average of 53% believes Germany has been a trusted partner for their country on European issues under the leadership of Angela Merkel, with a majority agreeing in 5 of 11 countries.

Net agreement is +40 or higher in the Netherlands, Sweden, Belgium, Spain, and France, but it is barely positive in Hungary, Turkey and Italy.

Base: 7,502 online adults aged 16-74 across 11 countries.
Online samples in Russia and Turkey tend to be more urban, educated, and/or affluent than the general population.
The "Global Country Average" reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result.



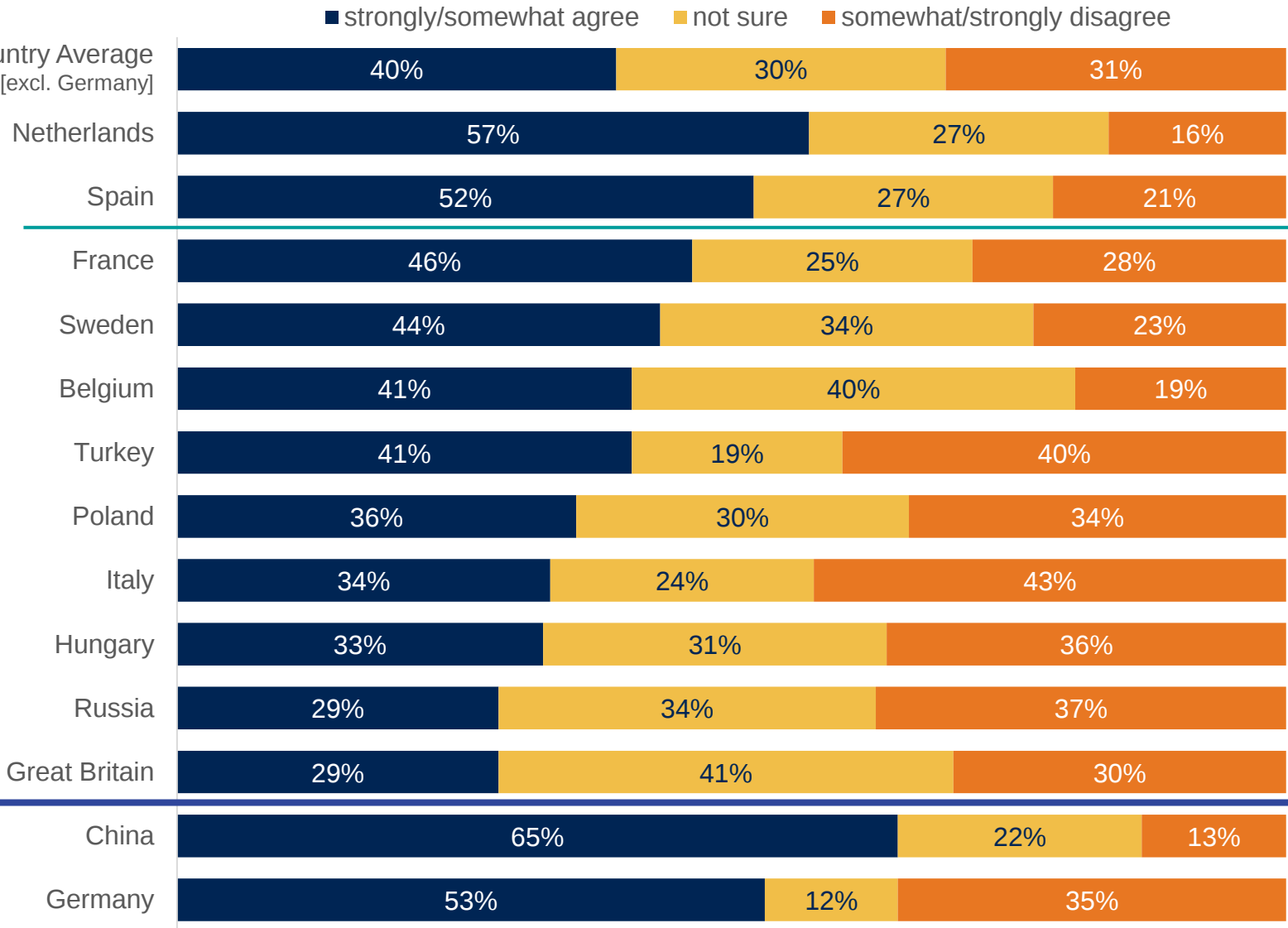
EUROPEAN ATTITUDES ON ANGELA MERKEL’S POLICIES – BY COUNTRY

Angela Merkel’s policies have had a positive impact on my country

On average, across European countries, a plurality agrees that Angela Merkel’s policies have had a positive impact on their own country. However, sentiment varies widely, with net agreement ranging from +41 in the Netherlands to -8 in Russia and -9 in Italy. Opinion in Great Britain, Hungary, Poland, and Turkey is almost evenly divided, while Belgium displays a high level of uncertainty.

Net agreement is positive in Germany itself (+18) and highest of all in China (+52).

Base: 9,507 online adults aged 16-74 across 13 countries.
Online samples in mainland China, Russia, and Turkey tend to be more urban, educated, and/or affluent than the general population.
The “Global Country Average” reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result.



EUROPEAN ATTITUDES ON FUTURE GERMAN LEADERSHIP – BY COUNTRY

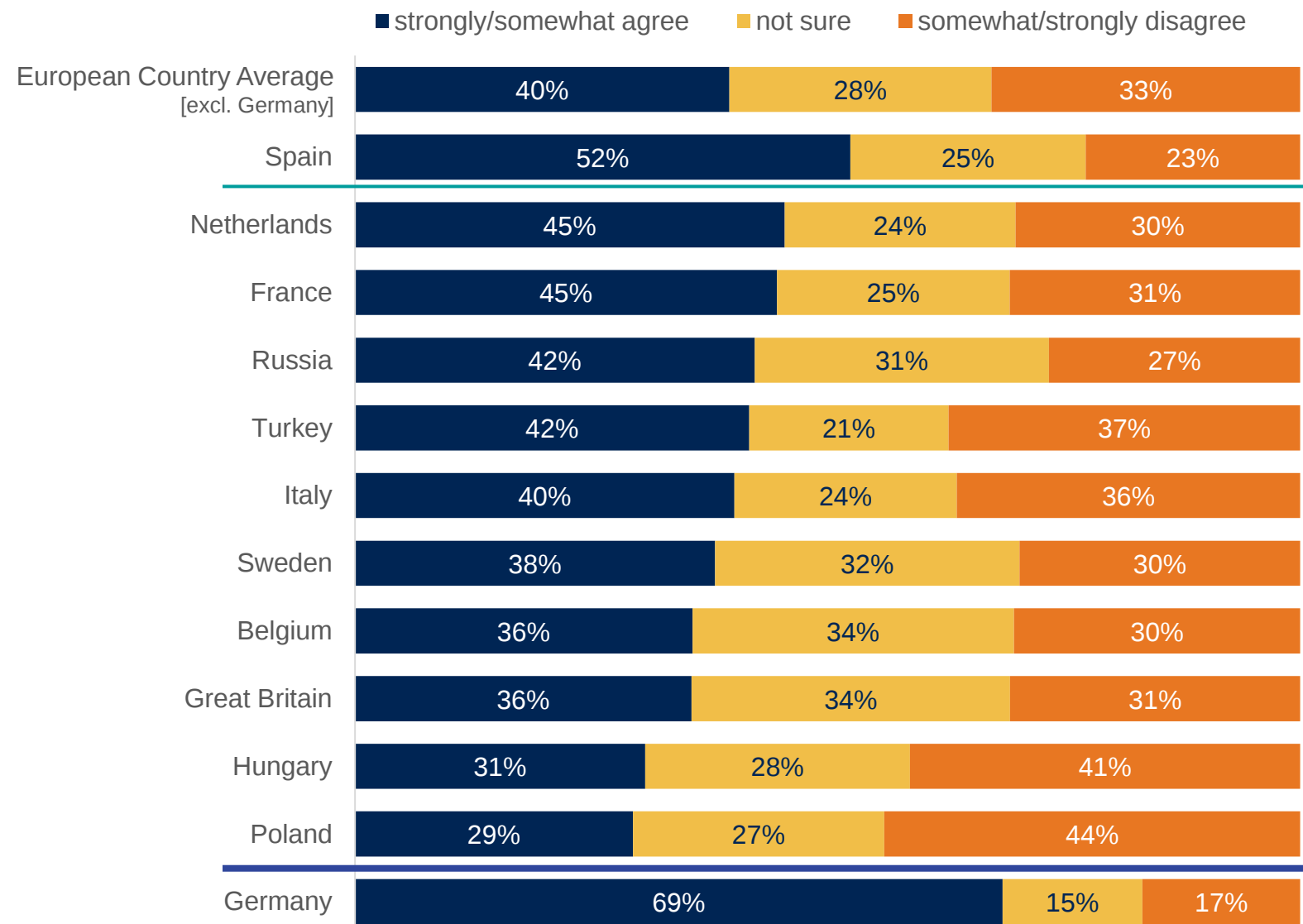
The future of Europe depends on strong German leadership

On average, across European countries (excluding Germany), 40% agree that the future of Europe depends on strong German leadership, while 33% disagree.

Outside of Germany, only in Spain does a majority agree.

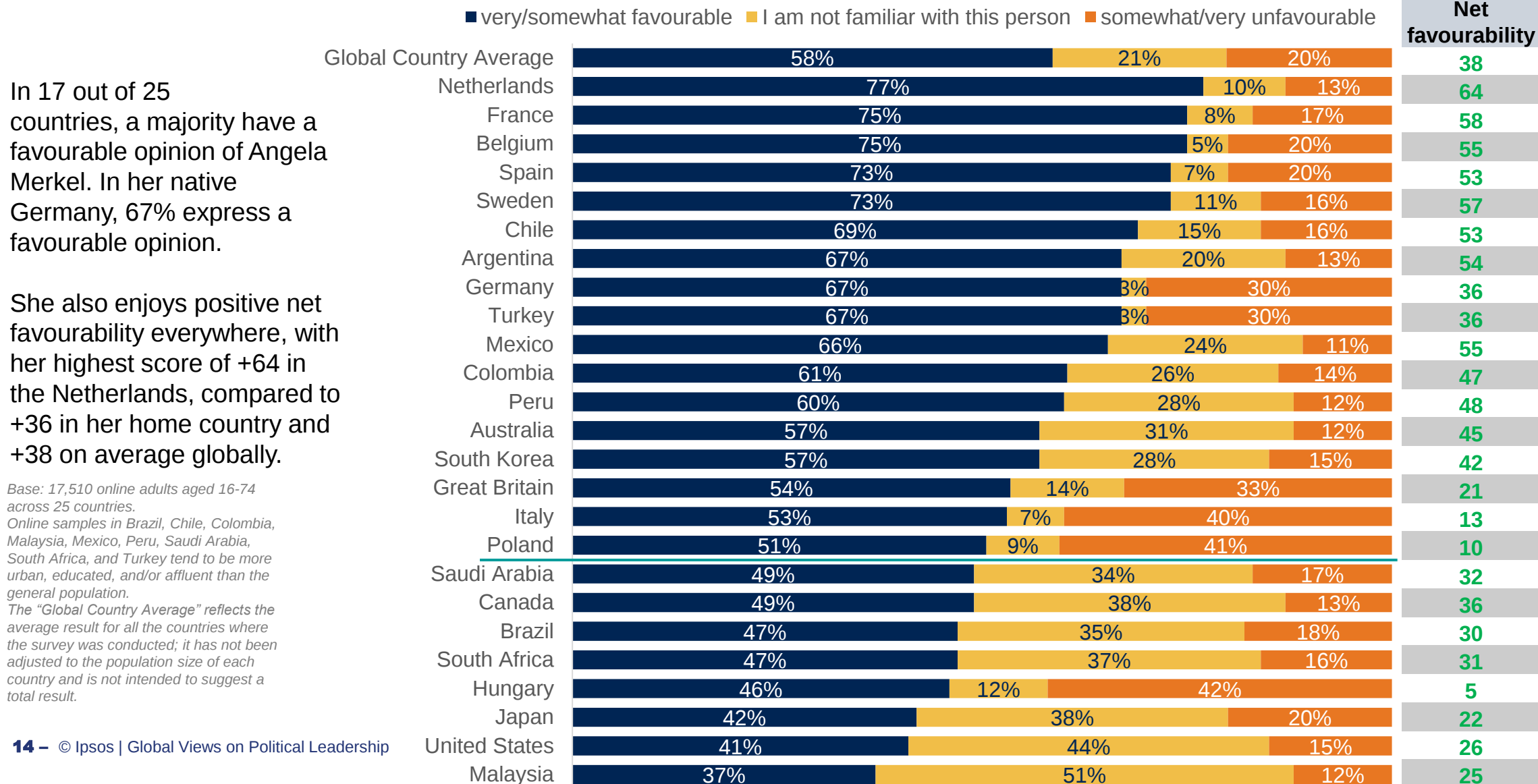
Disagreement is highest in Poland, Hungary, Turkey, and Italy, while opinion in Belgium, Sweden, and Great Britain is divided.

Base: 8,503 online adults aged 16-74 across 12 countries. Online samples in Russia and Turkey tend to be more urban, educated, and/or affluent than the general population. The "Global Country Average" reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result.



APPROVAL FOR ANGELA MERKEL – BY COUNTRY

Q: Do you have a favourable or unfavourable opinion of: *Angela Merkel*



METHODOLOGY

- These are the results of a 28-countries survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 19,514 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, and 16-74 in 23 other countries between Friday, July 23, and Friday, August 6, 2021.
- The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Chile, Colombia, Hungary, India, 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, mainland China, Colombia, India, 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.
- The "Global Country Average" reflects the average results for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result.
- 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 know," or not-stated responses.
- The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 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.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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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.

