

WORLD AFFAIRS: INFLUENCERS

Citizens of 28 Countries Assess Threats and
Engagement in International Affairs

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For more information, go to ipsos.com/en/2021-hisf-world-affairs-influencers

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Methodology

- These are the results of a 28-market survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 22,016 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, and 16-74 in 23 other markets between Friday, September 24 and Friday, October 8, 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 their 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 result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market 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 Ipsos' use of credibility intervals, please visit the Ipsos website.
- The publication of these findings abides by local rules and regulations.

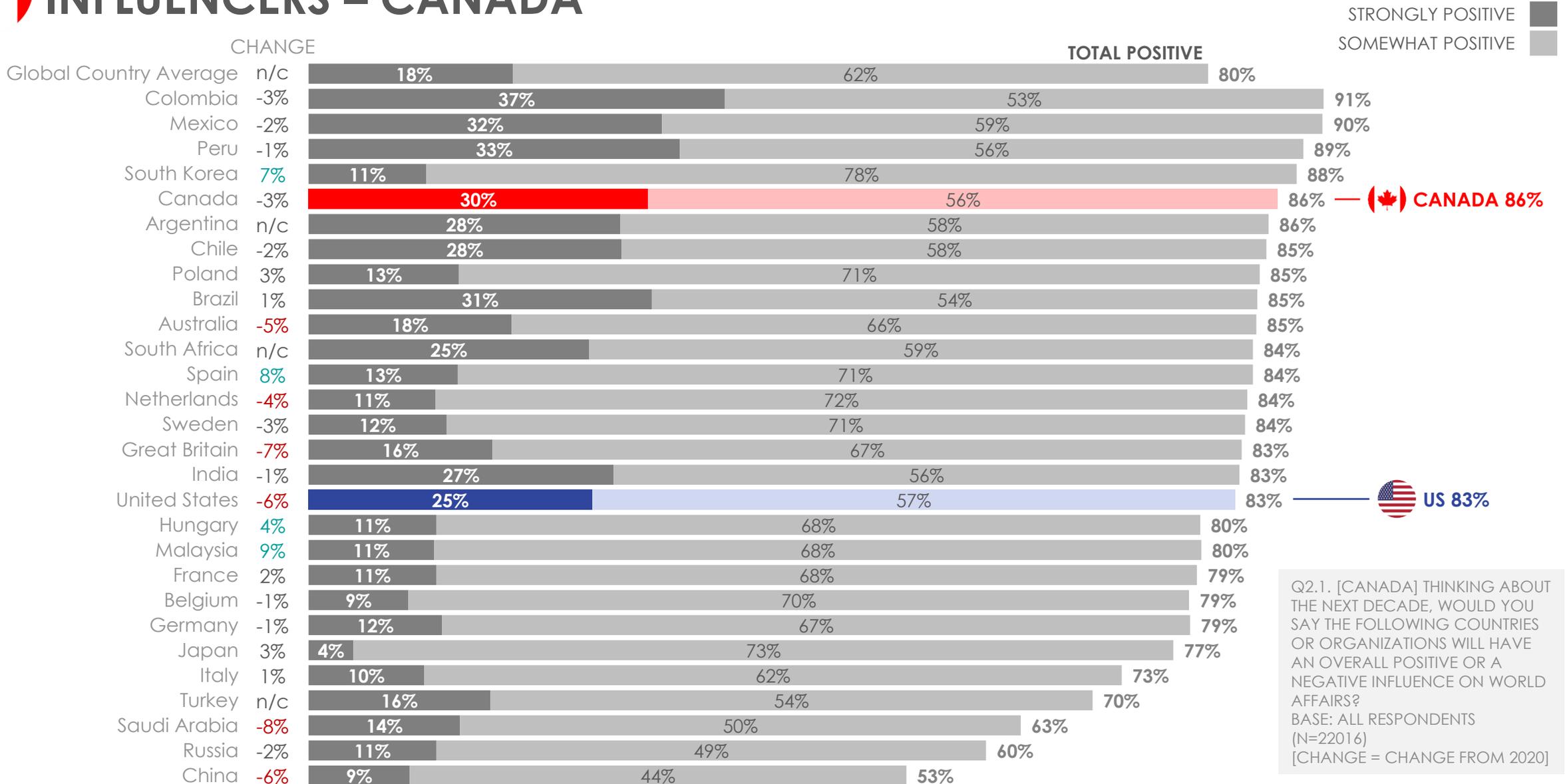
INFLUENCERS

TOP2BOX POSITIVE (Strongly Positive/Somewhat Positive)

								CHANGE FROM					
	Oct 2021	Sept 2020	Sept 2019	Nov 2018	Oct 2017	Oct 2016	Oct 2015	2020	2019	2018	2017	2016	2015
Canada	80%	81%	81%	77%	82%	81%	81%	-1%	n/c	4%	-4%	-1%	n/c
Germany	77%	78%	75%	71%	76%	81%	75%	-1%	3%	4%	-5%	-5%	6%
France	72%	70%	71%	67%	75%	71%	72%	2%	-1%	4%	-8%	4%	-1%
European Union	72%	70%	70%	66%	71%	n/a	n/a	2%	n/c	4%	-5%	n/a	n/a
United Nations	70%	69%	71%	67%	72%	73%	74%	1%	-2%	4%	-5%	-1%	-1%
My country	70%	69%	68%	68%	70%	68%	70%	1%	1%	n/c	-2%	2%	-2%
Great Britain	64%	66%	62%	63%	69%	67%	72%	-2%	4%	-1%	-6%	2%	-5%
United States	62%	50%	52%	50%	55%	64%	65%	12%	-2%	2%	-5%	-9%	-1%
The World Bank	62%	61%	61%	57%	61%	58%	59%	1%	n/c	4%	-4%	3%	-1%
The International Monetary Fund (or IMF)	60%	59%	58%	56%	59%	56%	57%	1%	1%	2%	-3%	3%	-1%
NATO	60%	60%	60%	57%	n/a	n/a	n/a	n/c	n/c	3%	n/a	n/a	n/a
India	48%	50%	52%	51%	59%	55%	56%	-2%	-2%	1%	-8%	4%	-1%
Russia	45%	46%	45%	43%	50%	46%	42%	-1%	1%	2%	-7%	4%	4%
China	43%	42%	53%	53%	58%	55%	53%	1%	-11%	n/c	-5%	3%	2%
Israel	40%	39%	36%	35%	43%	37%	33%	1%	3%	1%	-8%	6%	4%
Saudi Arabia	40%	42%	39%	34%	n/a	n/a	n/a	-2%	3%	5%	n/a	n/a	n/a
Iran	24%	27%	25%	25%	31%	26%	25%	-3%	2%	n/c	-6%	5%	1%
Afghanistan	19%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q2. [SUMMARY - TOP2BOX (STRONGLY POSITIVE/SOMEWHAT POSITIVE)] 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?

INFLUENCERS – CANADA



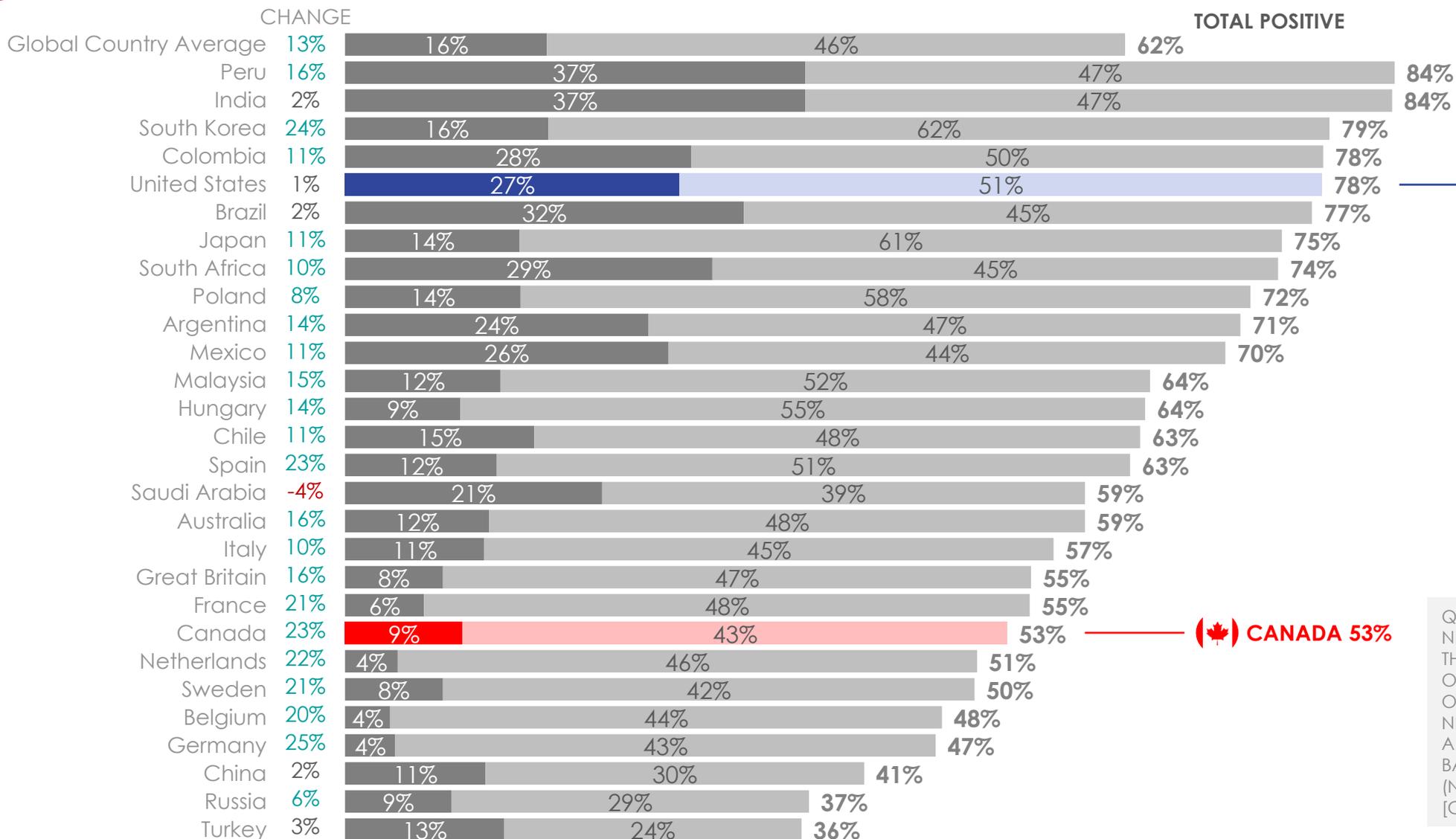
Q2.1. [CANADA] THINKING ABOUT THE NEXT DECADE, WOULD YOU SAY THE FOLLOWING COUNTRIES OR ORGANIZATIONS WILL HAVE AN OVERALL POSITIVE OR A NEGATIVE INFLUENCE ON WORLD AFFAIRS?
 BASE: ALL RESPONDENTS (N=22016)
 [CHANGE = CHANGE FROM 2020]





INFLUENCERS – U.S.

STRONGLY POSITIVE 
SOMEWHAT POSITIVE 



 **US 78%**

 **CANADA 53%**

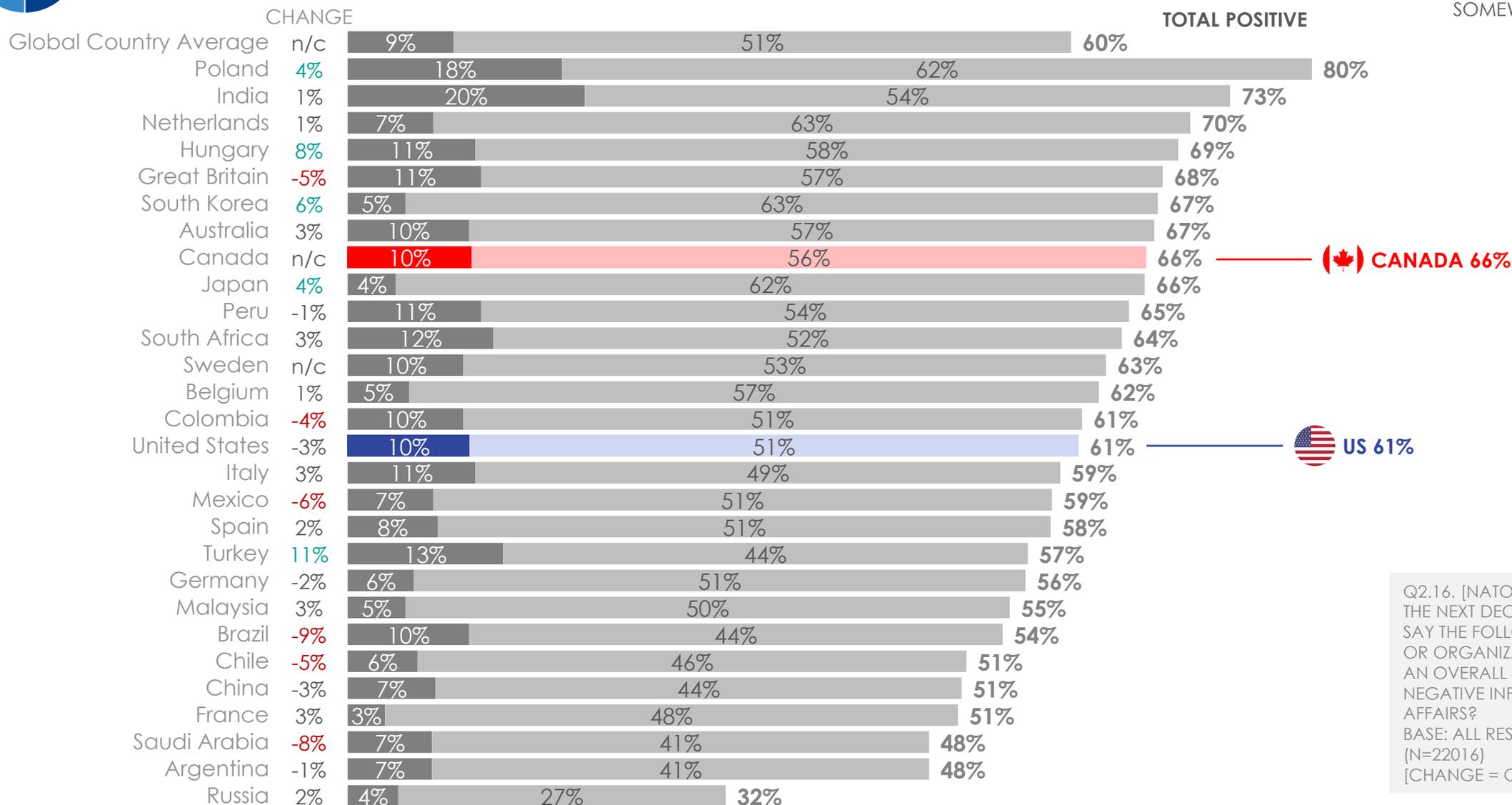
Q2.11. [US] THINKING ABOUT THE NEXT DECADE, WOULD YOU SAY THE FOLLOWING COUNTRIES OR ORGANIZATIONS WILL HAVE AN OVERALL POSITIVE OR A NEGATIVE INFLUENCE ON WORLD AFFAIRS?
BASE: ALL RESPONDENTS (N=22016)
[CHANGE = CHANGE FROM 2020]





INFLUENCERS – NATO

STRONGLY POSITIVE 
SOMEWHAT POSITIVE 



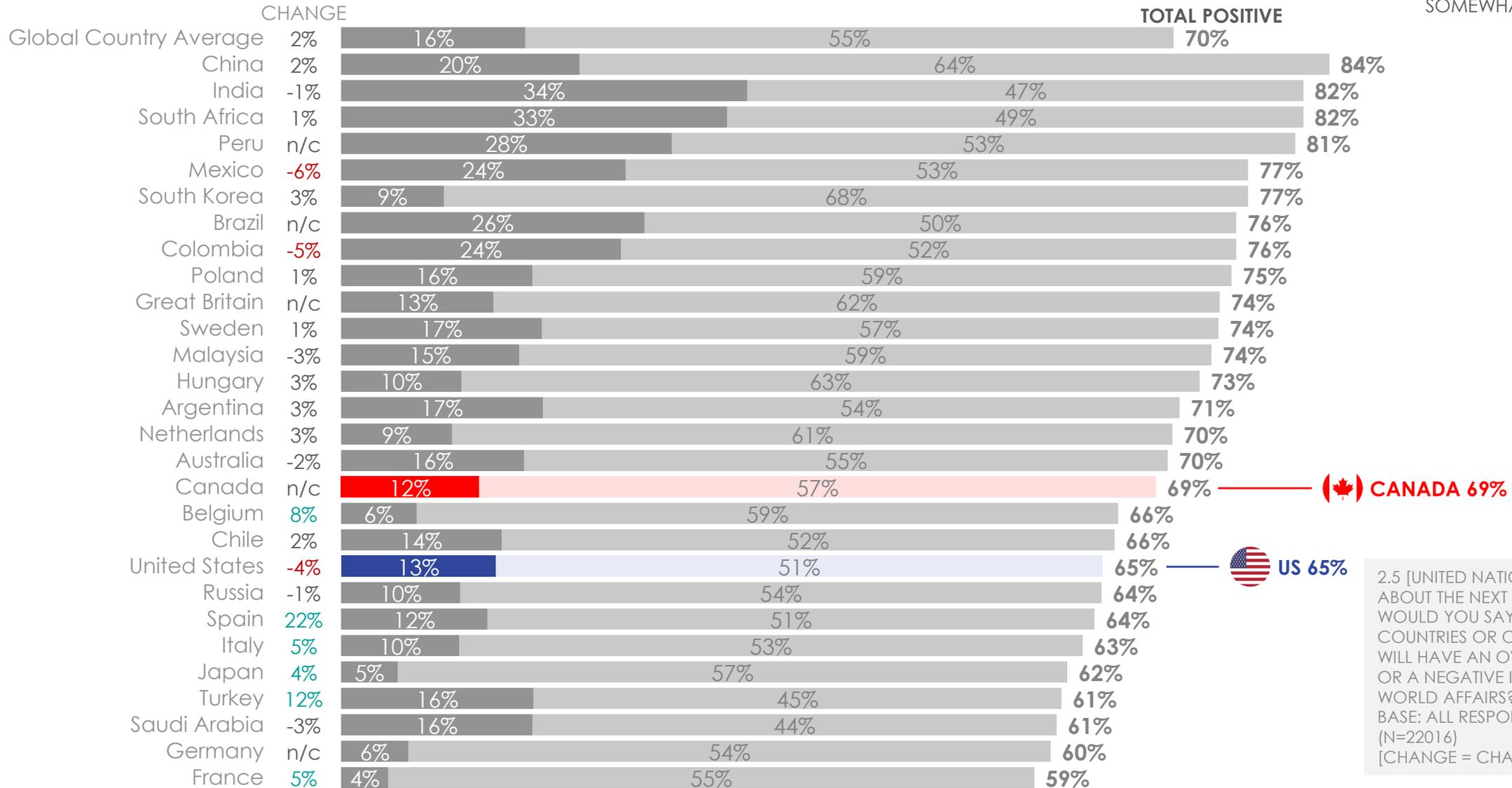
Q2.16. [NATO] THINKING ABOUT THE NEXT DECADE, WOULD YOU SAY THE FOLLOWING COUNTRIES OR ORGANIZATIONS WILL HAVE AN OVERALL POSITIVE OR A NEGATIVE INFLUENCE ON WORLD AFFAIRS?
 BASE: ALL RESPONDENTS (N=22016)
 [CHANGE = CHANGE FROM 2020]





INFLUENCERS – UNITED NATIONS

STRONGLY POSITIVE 
SOMEWHAT POSITIVE 



 CANADA 69%

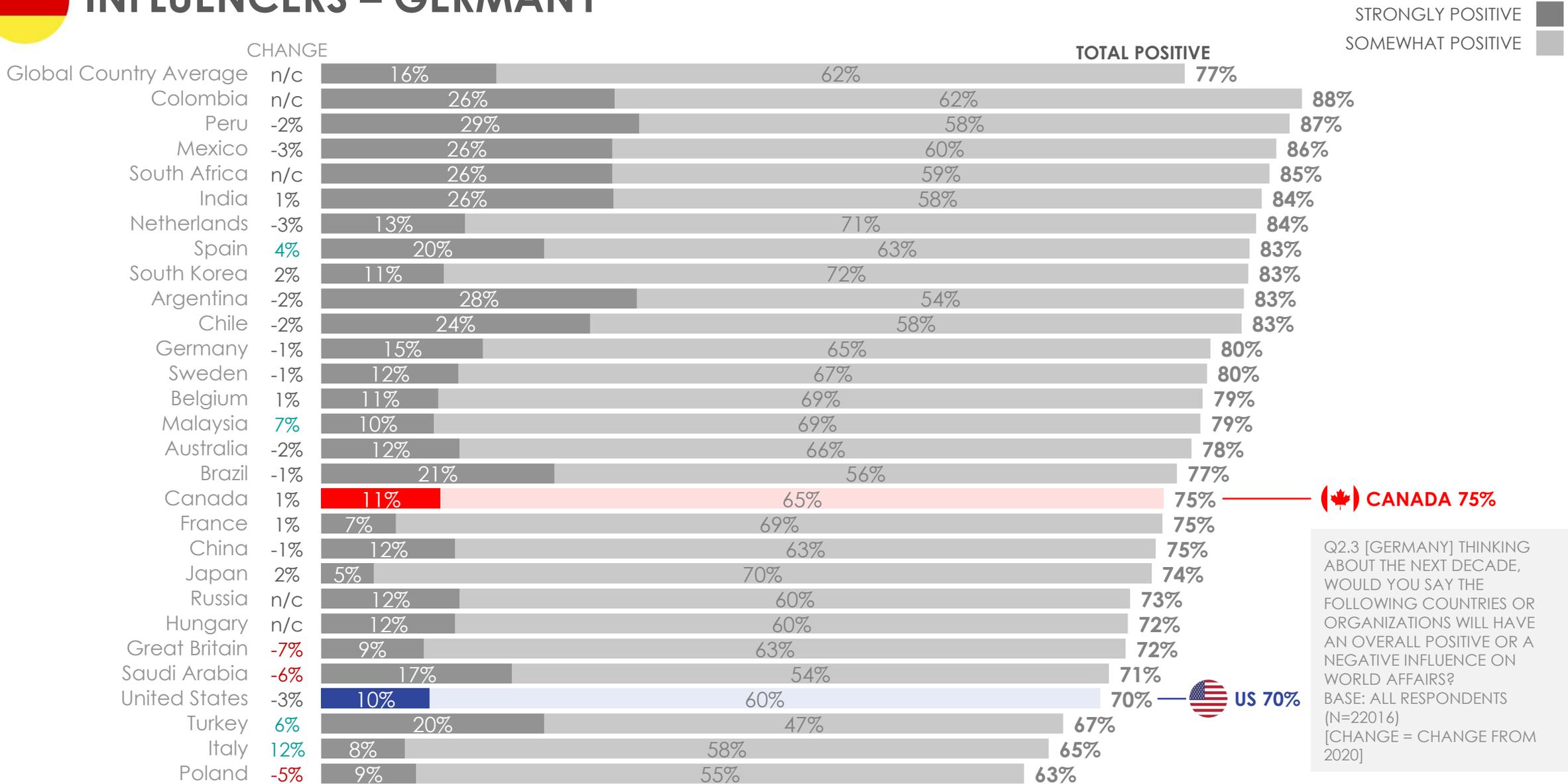
 US 65%

2.5 [UNITED NATIONS] 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=22016)
[CHANGE = CHANGE FROM 2020]





INFLUENCERS – GERMANY



CANADA 75%

US 70%

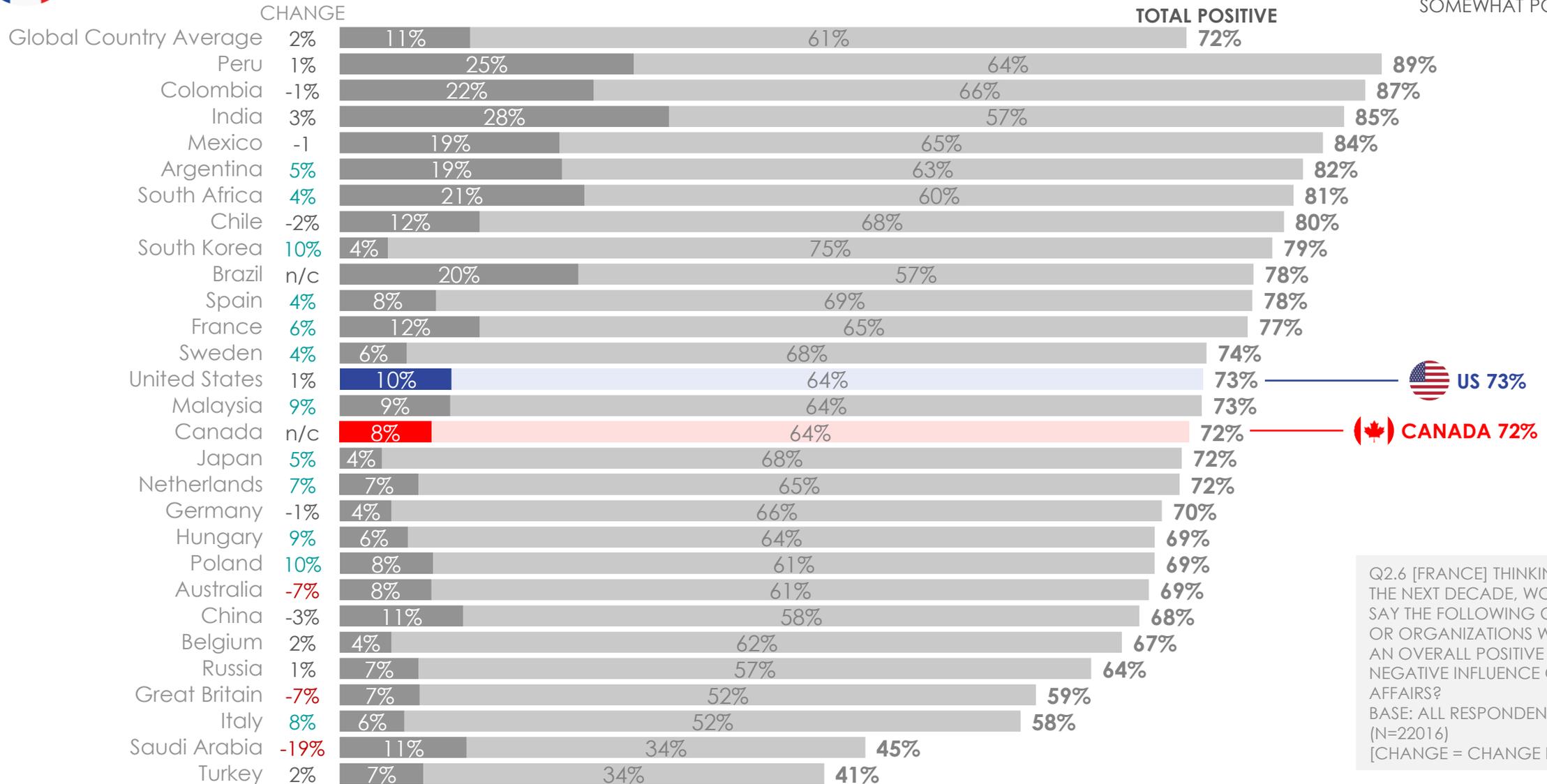
Q2.3 [GERMANY] THINKING ABOUT THE NEXT DECADE, WOULD YOU SAY THE FOLLOWING COUNTRIES OR ORGANIZATIONS WILL HAVE AN OVERALL POSITIVE OR A NEGATIVE INFLUENCE ON WORLD AFFAIRS?
 BASE: ALL RESPONDENTS (N=22016)
 [CHANGE = CHANGE FROM 2020]





INFLUENCERS – FRANCE

STRONGLY POSITIVE 
SOMEWHAT POSITIVE 

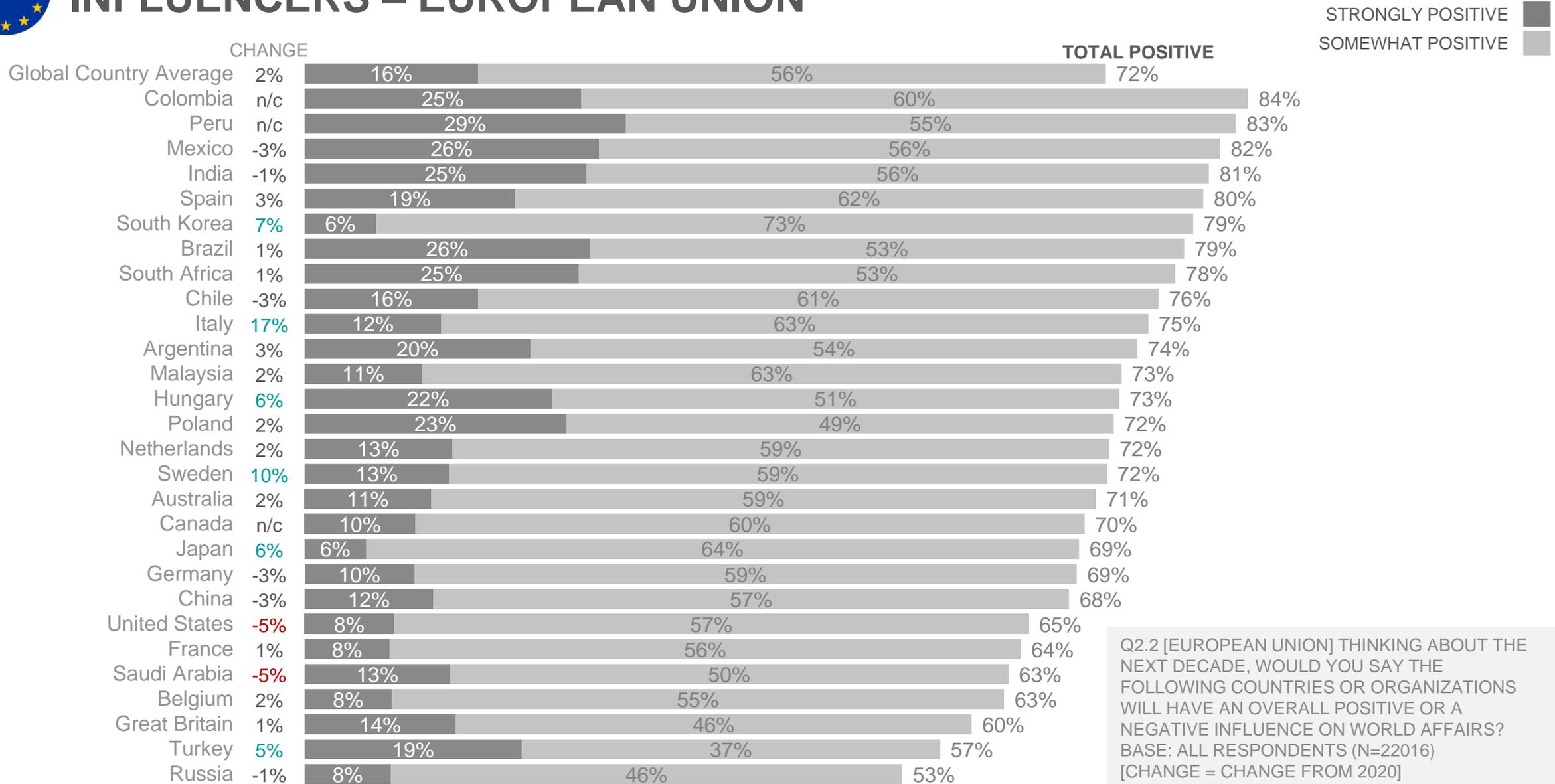


Q2.6 [FRANCE] THINKING ABOUT THE NEXT DECADE, WOULD YOU SAY THE FOLLOWING COUNTRIES OR ORGANIZATIONS WILL HAVE AN OVERALL POSITIVE OR A NEGATIVE INFLUENCE ON WORLD AFFAIRS?
 BASE: ALL RESPONDENTS (N=22016)
 [CHANGE = CHANGE FROM 2020]





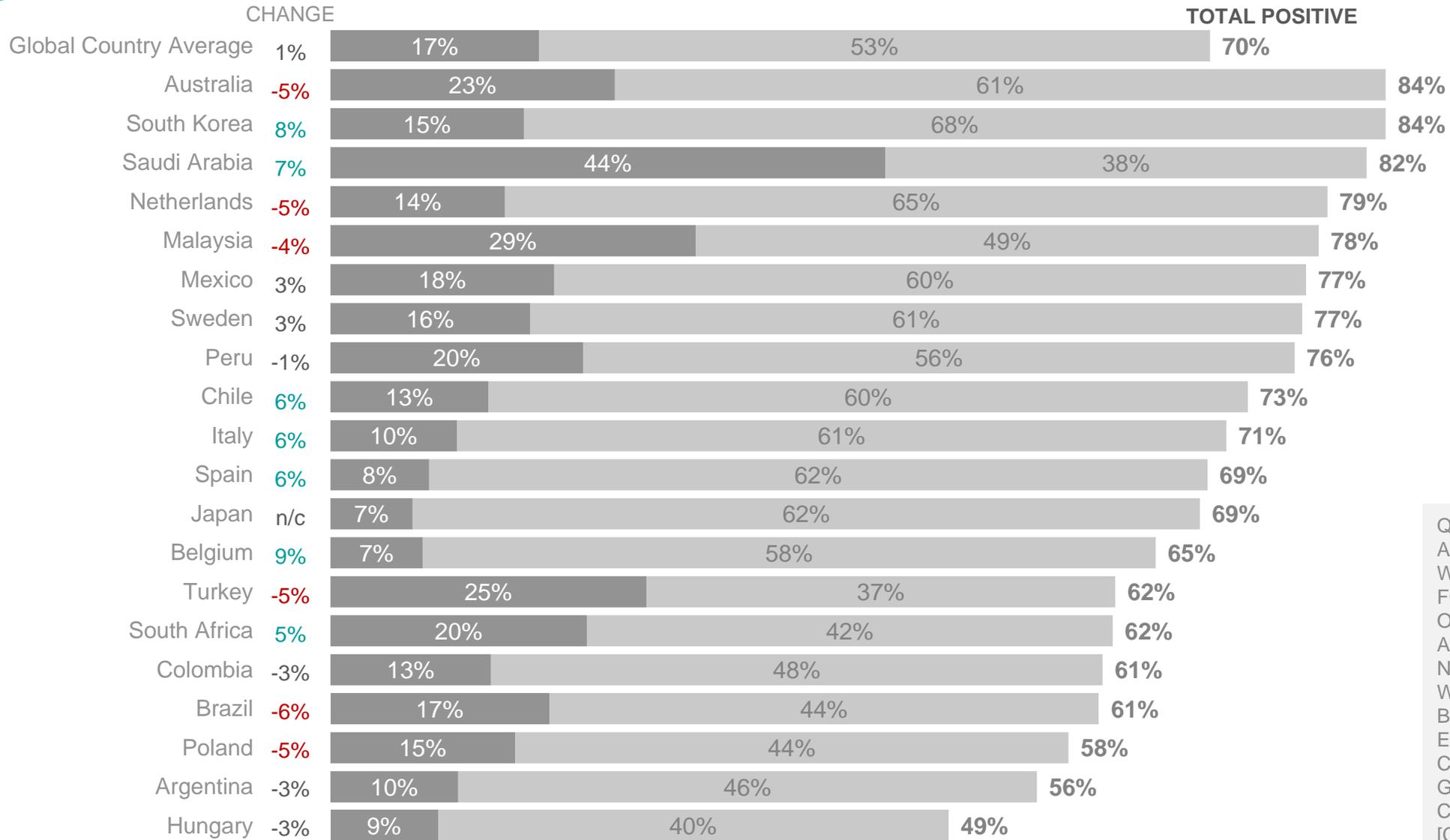
INFLUENCERS – EUROPEAN UNION



Q2.2 [EUROPEAN UNION] 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=22016)
 [CHANGE = CHANGE FROM 2020]



INFLUENCERS – ‘MY COUNTRY’



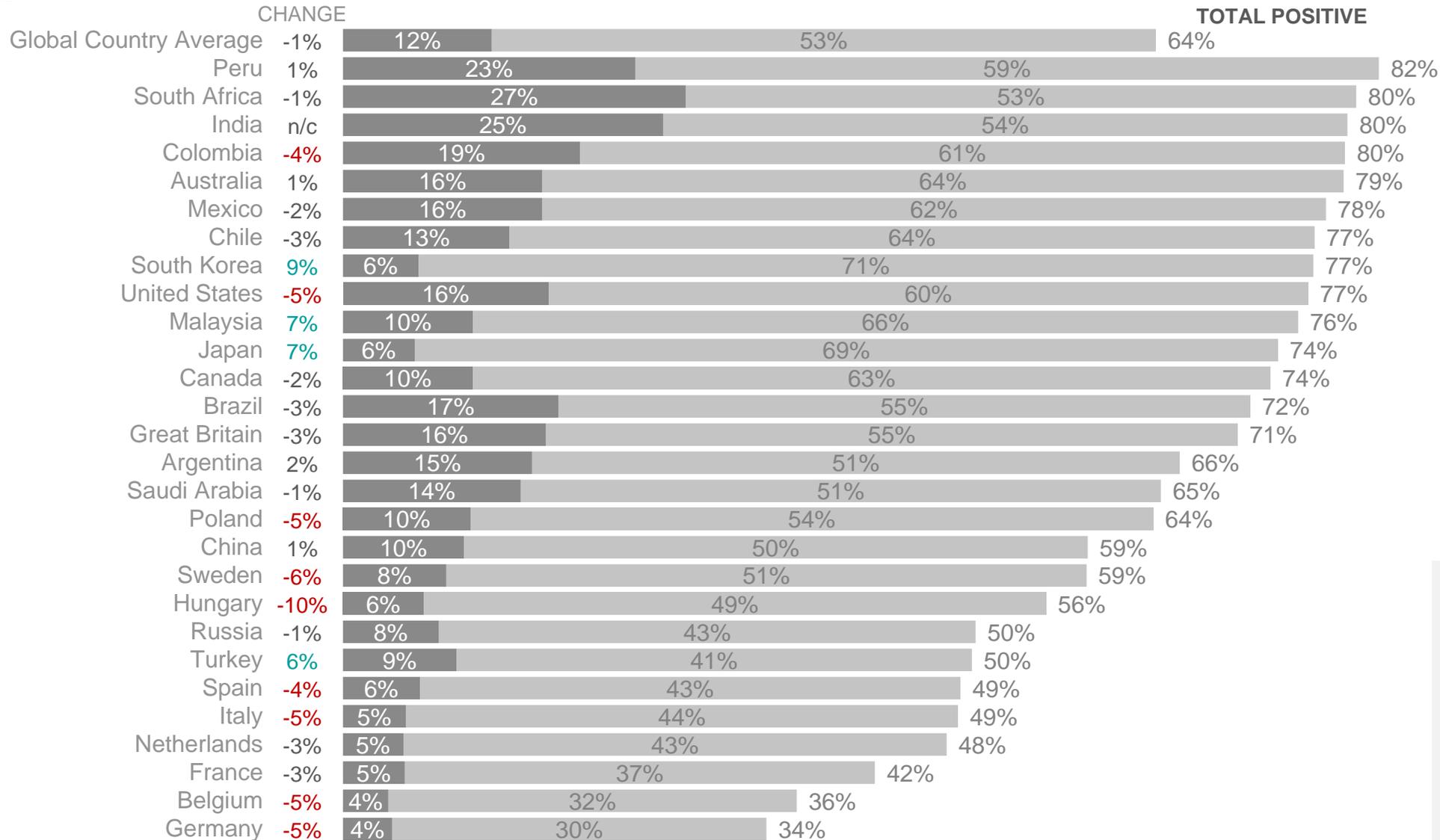
STRONGLY POSITIVE

SOMEWHAT POSITIVE

Q2.4 [MY COUNTRY] 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, EXCLUDING RUSSIA, CANADA, CHINA, FRANCE, GERMANY, UK, INDIA, US, CHINA (N=14009)
 [CHANGE = CHANGE FROM 2020]



INFLUENCERS – GREAT BRITAIN



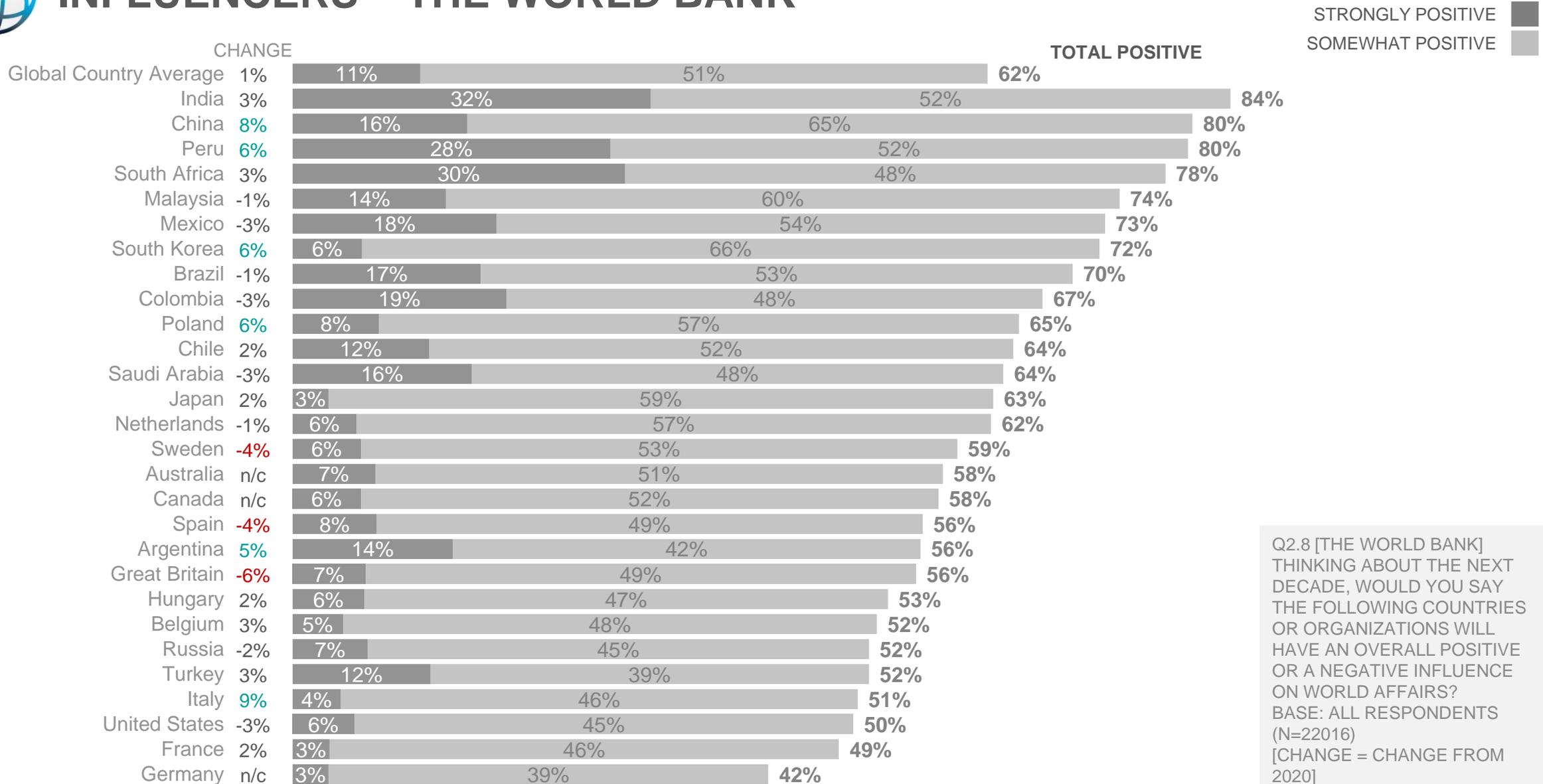
STRONGLY POSITIVE

SOMEWHAT POSITIVE

Q2.15 [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=22016)
 [CHANGE = CHANGE FROM
 2020]



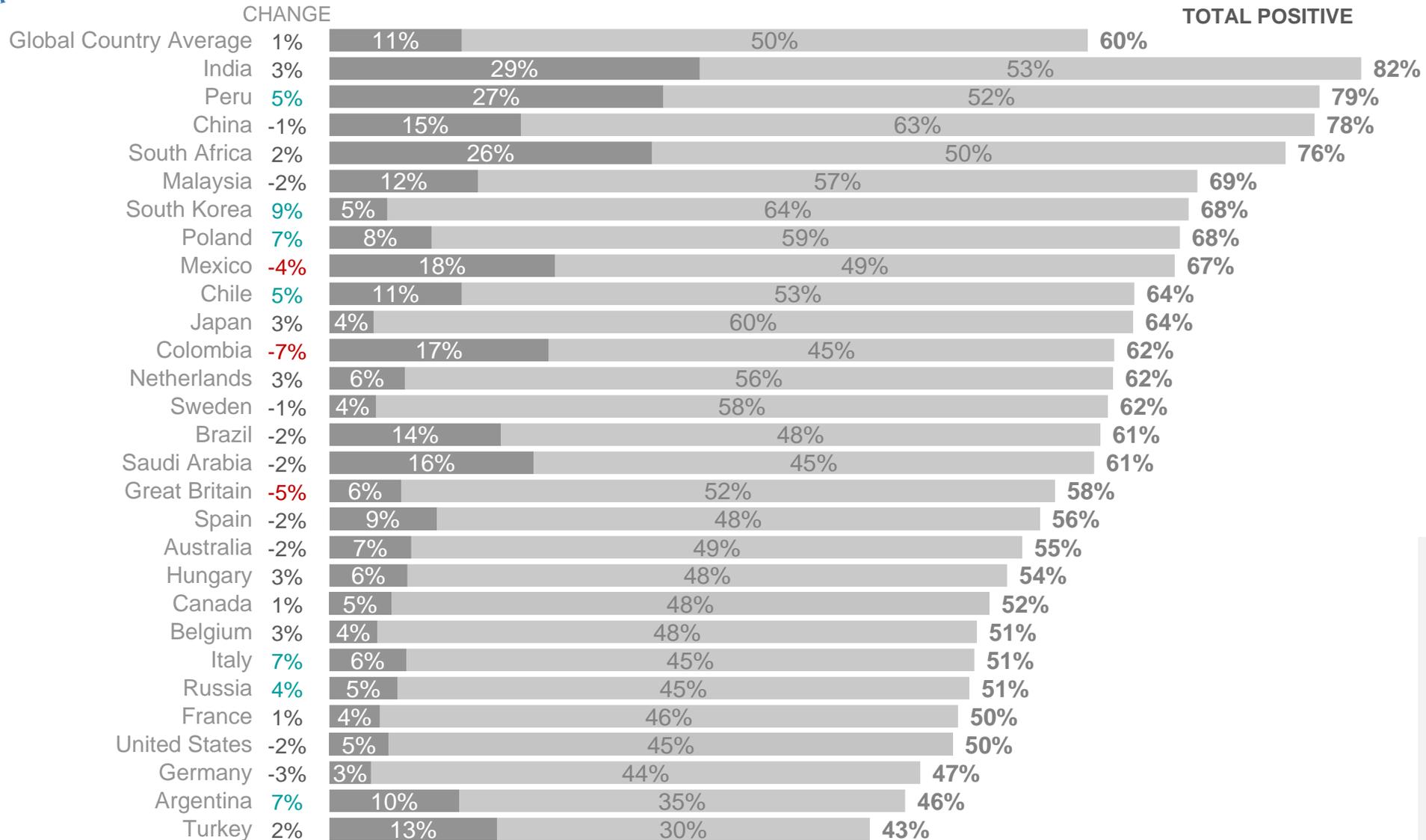
INFLUENCERS – THE WORLD BANK



Q2.8 [THE WORLD BANK] 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=22016) [CHANGE = CHANGE FROM 2020]



INFLUENCERS – THE INTERNATIONAL MONETARY FUND



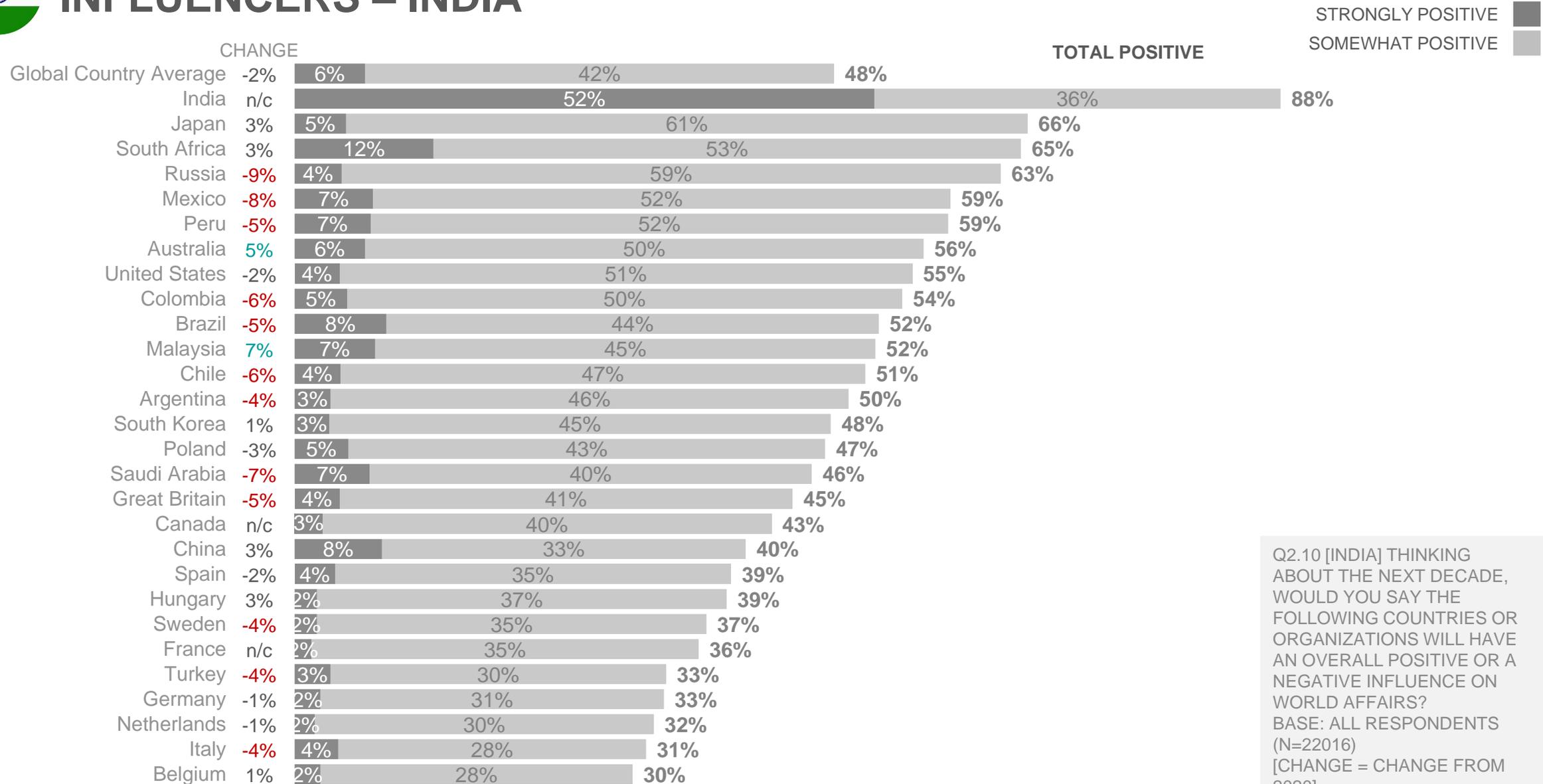
STRONGLY POSITIVE

SOMEWHAT POSITIVE

Q2.9 [THE INTERNATIONAL MONETARY FUND] 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=22016)
 [CHANGE = CHANGE FROM 2020]



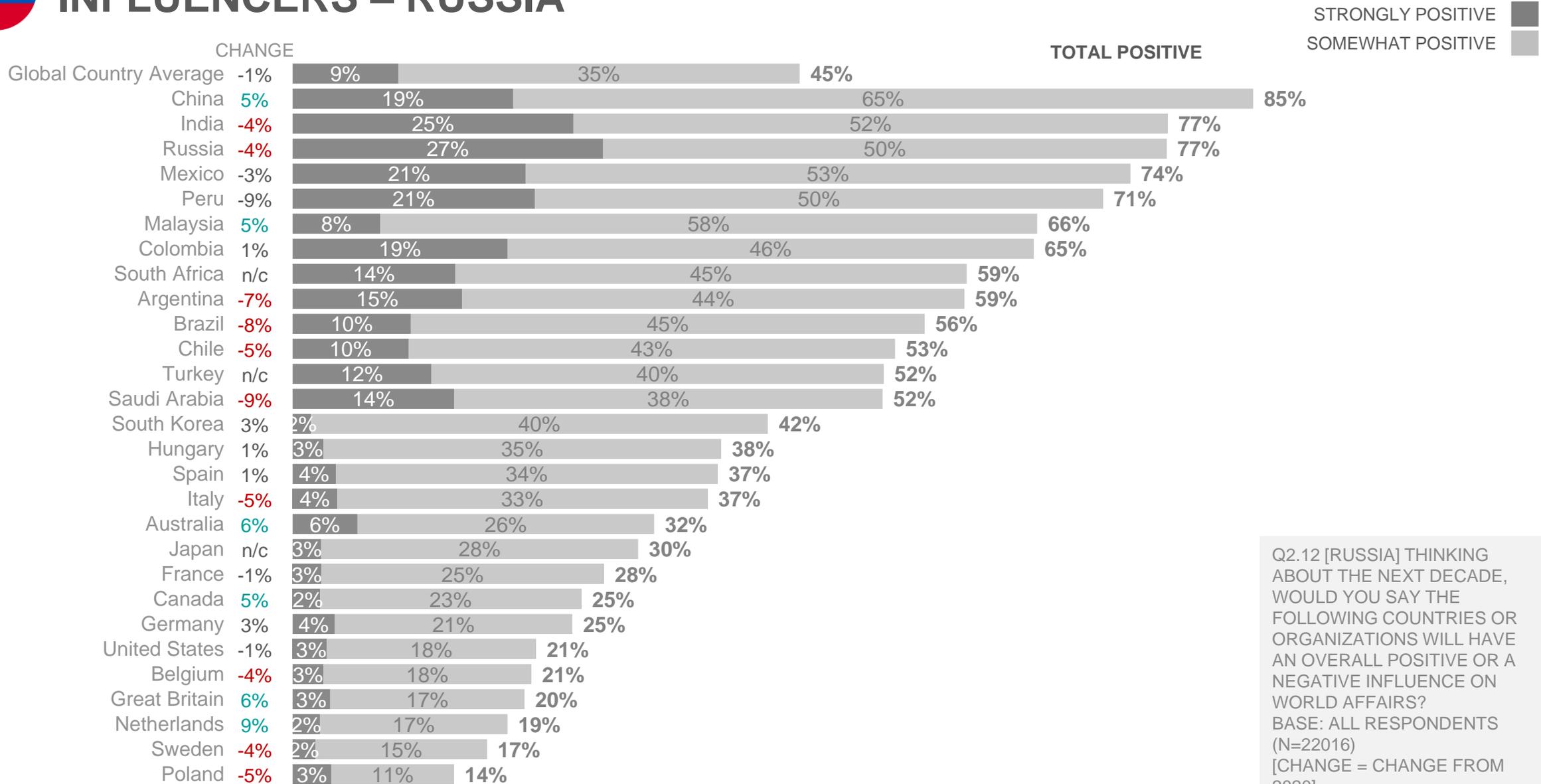
INFLUENCERS – INDIA



Q2.10 [INDIA] 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=22016)
 [CHANGE = CHANGE FROM 2020]



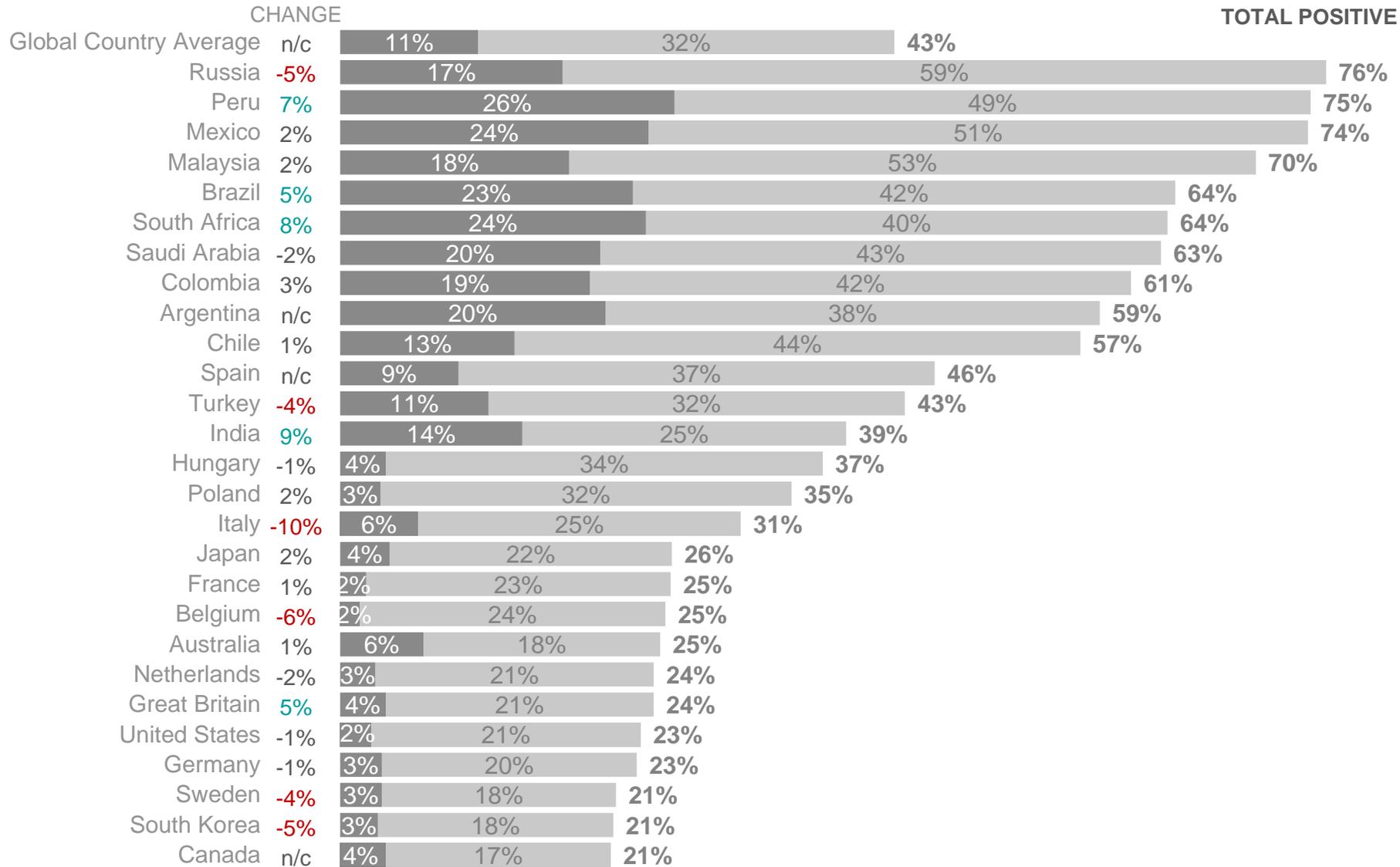
INFLUENCERS – RUSSIA



Q2.12 [RUSSIA] 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=22016)
 [CHANGE = CHANGE FROM 2020]



INFLUENCERS – CHINA



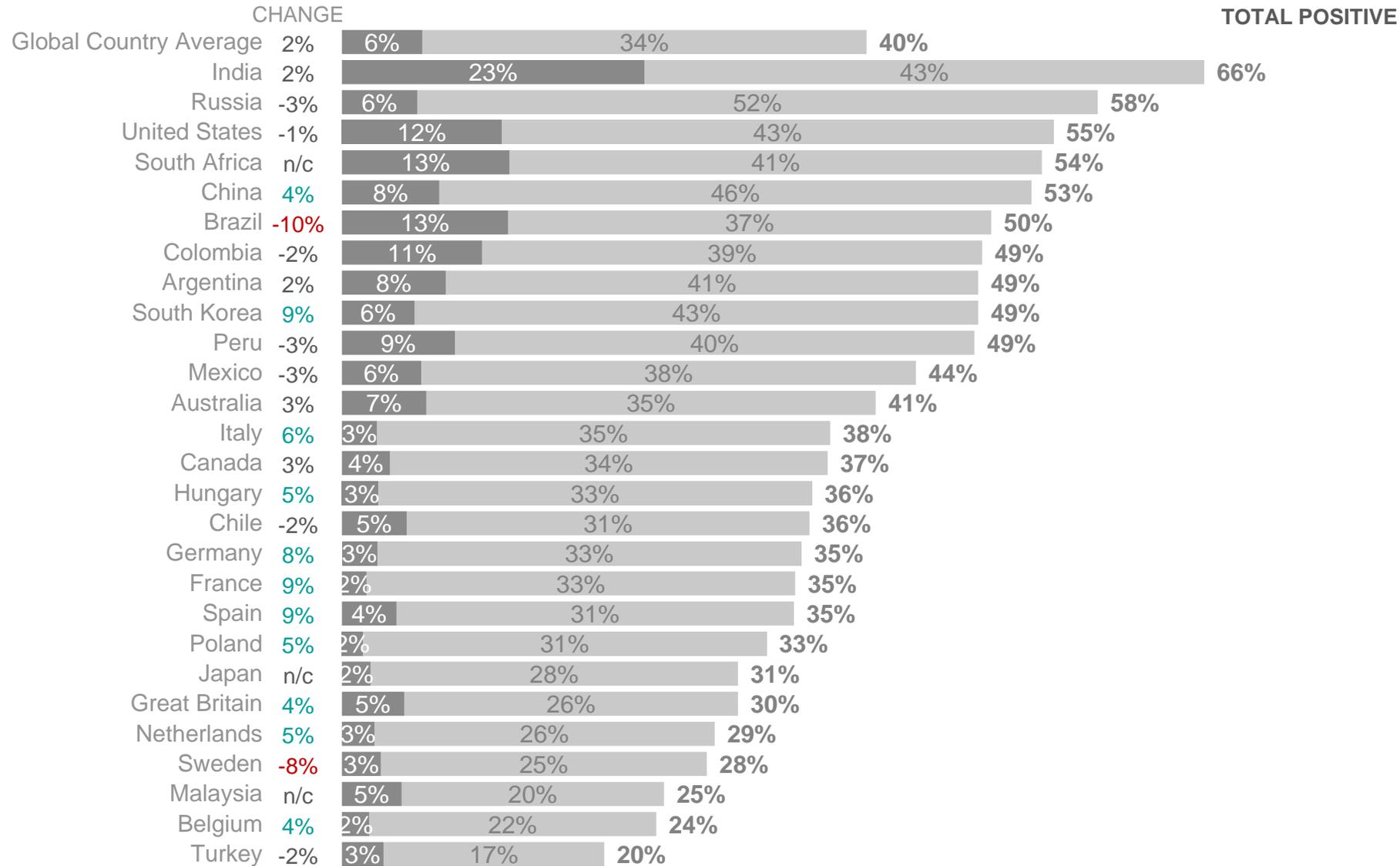
STRONGLY POSITIVE

SOMEWHAT POSITIVE

Q2.7 [CHINA] 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, EXCLUDING CHINA (N=21016)
 [CHANGE = CHANGE FROM 2020]



INFLUENCERS – ISRAEL



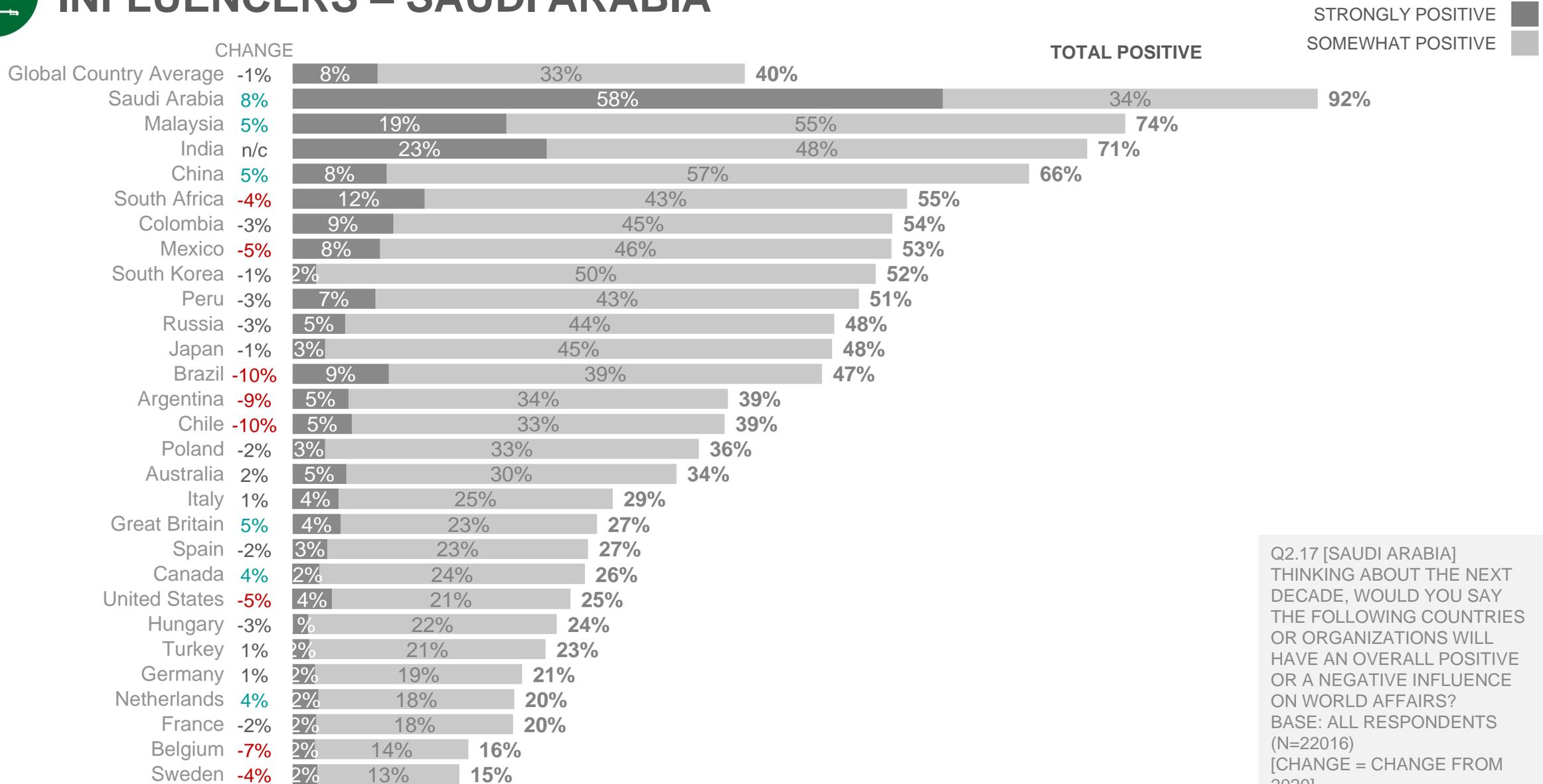
STRONGLY POSITIVE

SOMEWHAT POSITIVE

Q2.13 [ISRAEL] 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, EXCLUDING SAUDI ARABIA (N=21515)
 [CHANGE = CHANGE FROM 2020]



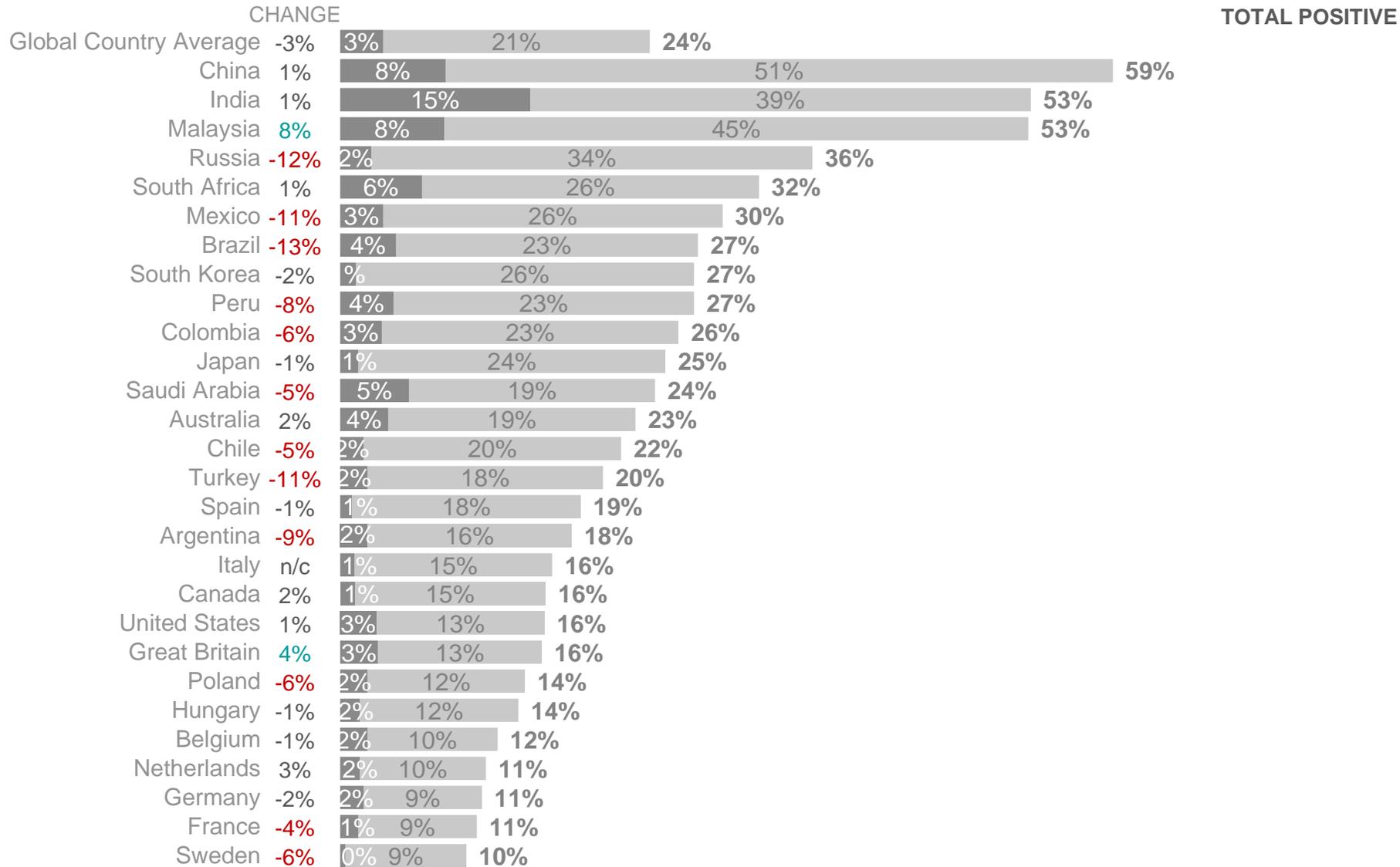
INFLUENCERS – SAUDI ARABIA



Q2.17 [SAUDI ARABIA]
 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=22016)
 [CHANGE = CHANGE FROM
 2020]



INFLUENCERS – IRAN



STRONGLY POSITIVE

SOMEWHAT POSITIVE

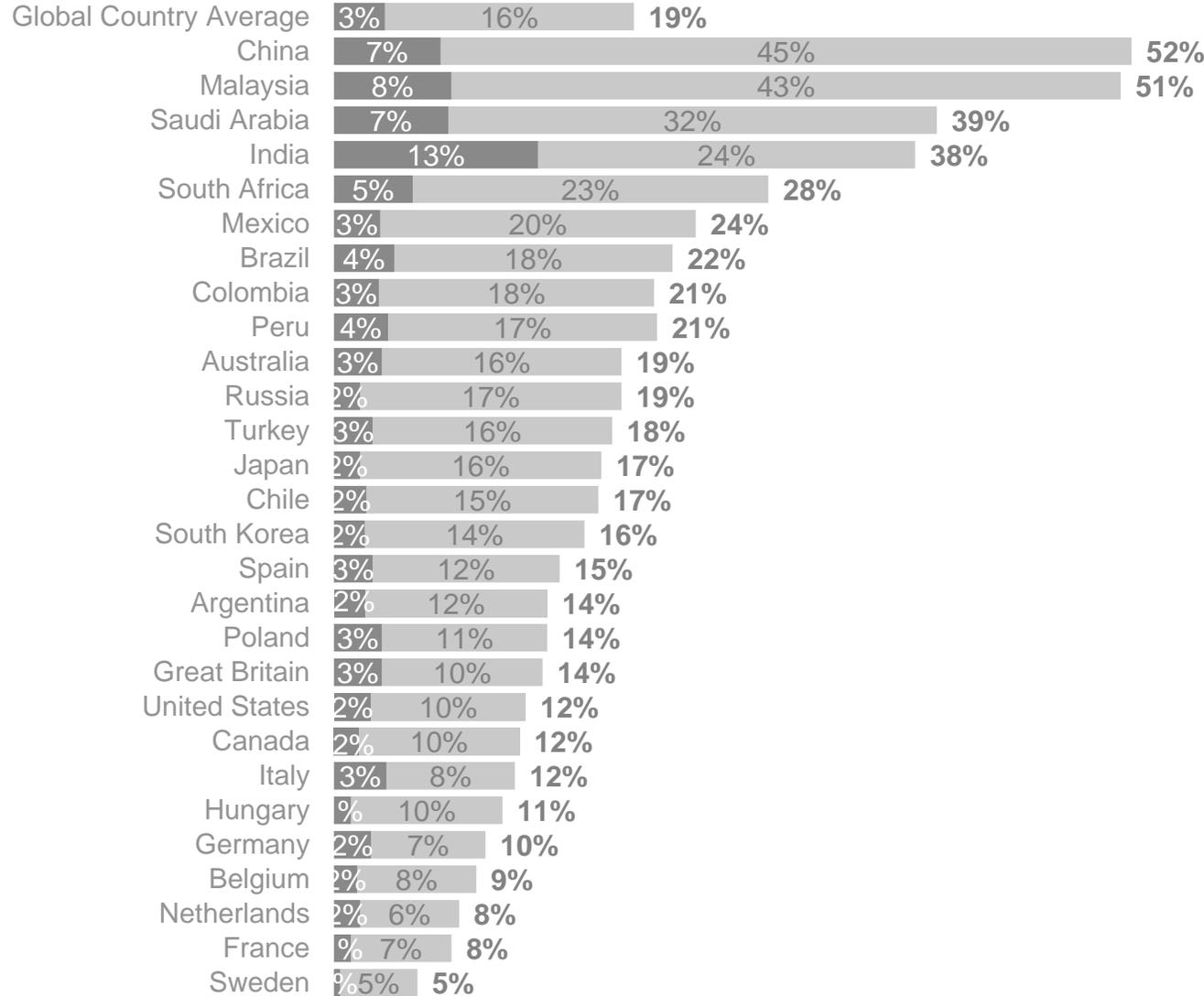
Q2.14 [IRAN] THINKING ABOUT THE NEXT DECADE, WOULD YOU SAY THE FOLLOWING COUNTRIES OR ORGANIZATIONS WILL HAVE AN OVERALL POSITIVE OR A NEGATIVE INFLUENCE ON WORLD AFFAIRS?
 BASE: ALL RESPONDENTS (N=22016)
 [CHANGE = CHANGE FROM 2020]



INFLUENCERS – AFGHANISTAN

TOTAL POSITIVE

STRONGLY POSITIVE
SOMEWHAT POSITIVE



Q2.18 [AFGHANISTAN]
 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=22016)



Thank You



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