

IPSOS WORLD AFFAIRS & SECURITY REPORT 2025

Citizens of 30 Countries Assess
Threats and Engagement in
International Affairs

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November 2025

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World Affairs Influencers

Citizens of 30 Countries Assess
Threats and Engagement in
International Affairs



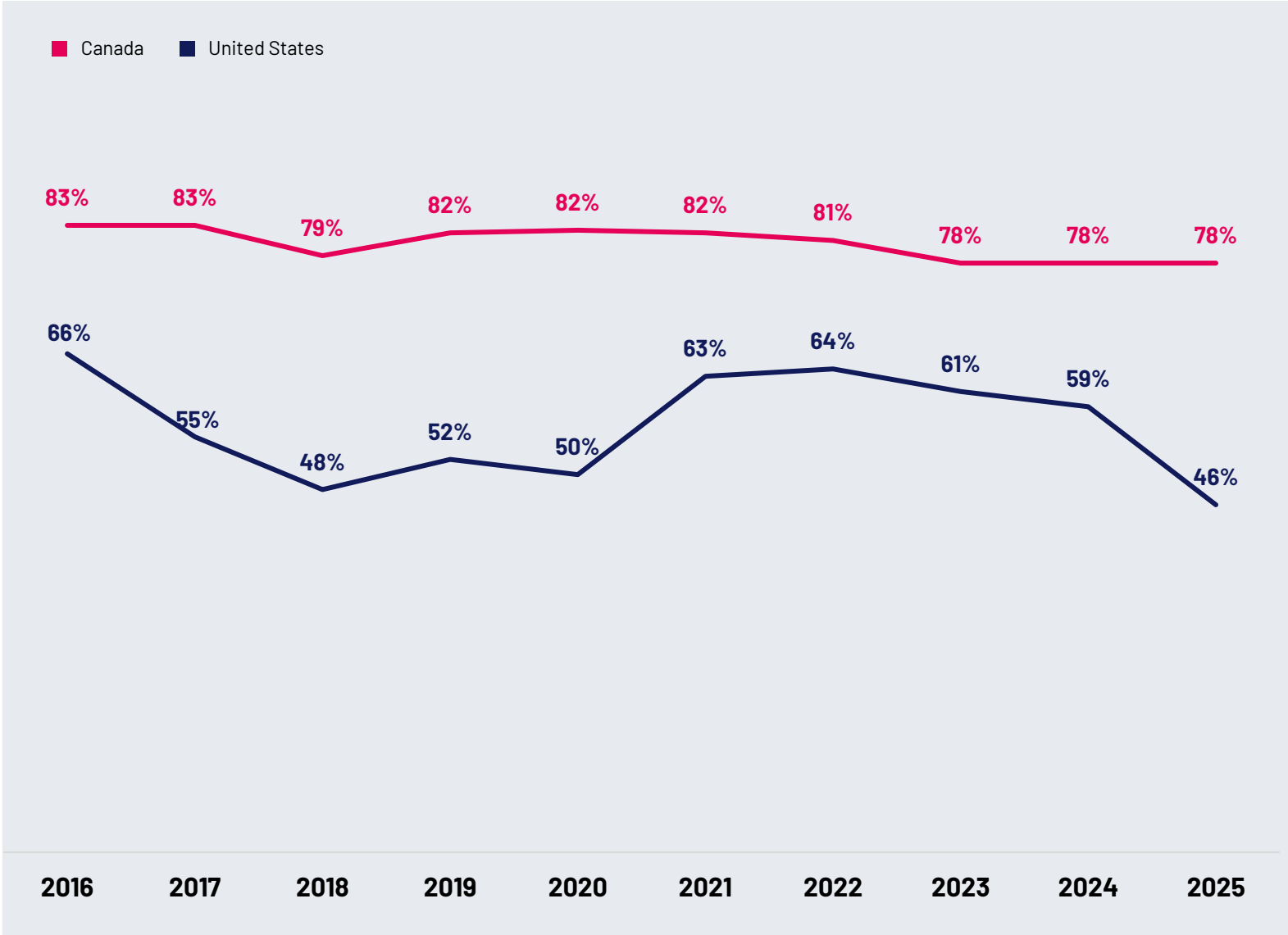
Canada vs. America

% saying the following countries will have an overall strongly/somewhat positive influence on world affairs over the next decade

20-country average*

*Change for 20-country average is based on the countries which were in all editions of the Ipsos for the Halifax Security Forum report over the past decade.

Base: 18,077 online adults under the age of 75 across 20 countries, interviewed 19 September – 3 October 2025.



World Influencers

Q: 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?

(% strongly/somewhat positive)

20-country average*

*Change for 20-country average is based on the countries which were in all editions of the Ipsos for the Halifax Security Forum report over the past decade.

Base: 18,077 online adults under the age of 75 across 20 countries, interviewed 19 September – 3 October 2025.

	Oct 2025	Oct 2024	Oct 2023	Oct 2022	Oct 2021	Sept 2020	Sept 2019	Nov 2018	Oct 2017	Oct 2016	CHANGE FROM								
											2024	2023	2022	2021	2020	2019	2018	2017	2016
Canada	78%	78%	78%	81%	82%	82%	82%	79%	83%	83%	n/c	n/c	-3 pp	-1 pp	n/c	n/c	3 pp	-4 pp	n/c
Germany	71%	71%	72%	73%	77%	76%	73%	70%	75%	73%	n/c	-1 pp	-1 pp	-4 pp	1 pp	3 pp	3 pp	-5 pp	2 pp
My country	70%	70%	70%	68%	67%	66%	65%	65%	68%	66%	n/c	n/c	2 pp	1 pp	1 pp	1 pp	n/c	-3 pp	2 pp
European Union	70%	67%	69%	70%	72%	69%	68%	65%	71%	n/a	3 pp	-2 pp	-1 pp	-2 pp	3 pp	1 pp	3 pp	-6 pp	n/a
Great Britain	68%	66%	68%	68%	63%	65%	60%	61%	69%	66%	2 pp	-2 pp	n/c	5 pp	-2 pp	5 pp	-1 pp	-8 pp	3 pp
France	67%	65%	68%	72%	72%	69%	69%	66%	74%	71%	2 pp	-3 pp	-4 pp	n/c	3 pp	n/c	3 pp	-8 pp	3 pp
United Nations (UN)	64%	66%	71%	71%	70%	69%	71%	67%	72%	73%	-2 pp	-5 pp	n/c	1 pp	1 pp	-2 pp	4 pp	-5 pp	-1 pp
North Atlantic Treaty Organization (NATO)	62%	61%	64%	65%	62%	61%	61%	59%	n/a	n/a	1 pp	-3 pp	-1 pp	3 pp	1 pp	n/c	2 pp	n/a	n/a
The World Bank	57%	58%	58%	59%	60%	59%	57%	54%	58%	55%	-1 pp	n/c	-1 pp	-1 pp	1 pp	2 pp	3 pp	-4 pp	3 pp
The International Monetary Fund (IMF)	55%	56%	57%	58%	58%	57%	55%	53%	57%	53%	-1 pp	-1 pp	-1 pp	n/c	1 pp	2 pp	2 pp	-4 pp	4 pp
United States	46%	59%	61%	64%	63%	50%	52%	48%	55%	66%	-13 pp	-2 pp	-3 pp	1 pp	13 pp	-2 pp	4 pp	-7 pp	-11 pp
India	44%	46%	49%	49%	48%	49%	50%	48%	58%	53%	-2 pp	-3 pp	n/c	1 pp	-1 pp	-1 pp	2 pp	-10 pp	5 pp
China	43%	39%	36%	34%	36%	36%	46%	47%	54%	51%	4 pp	3 pp	2 pp	-2 pp	n/c	-10 pp	-1 pp	-7 pp	3 pp
BRIC	41%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Saudi Arabia	40%	37%	38%	36%	34%	36%	33%	27%	n/a	n/a	3 pp	-1 pp	2 pp	2 pp	-2 pp	3 pp	6 pp	n/a	n/a
CRINK	28%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Russia	27%	27%	25%	23%	38%	39%	39%	36%	45%	41%	n/c	2 pp	2 pp	-15 pp	-1 pp	n/c	3 pp	-9 pp	4 pp
Israel	25%	27%	40%	41%	40%	37%	34%	31%	41%	34%	-2 pp	-13 pp	-1 pp	1 pp	3 pp	3 pp	3 pp	-10 pp	7 pp
Pakistan	24%	24%	27%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/c	-3 pp	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Iran	21%	20%	24%	23%	20%	23%	22%	21%	27%	23%	1 pp	-4 pp	1 pp	3 pp	-3 pp	1 pp	1 pp	-6 pp	4 pp

World Influencers: Canada

Q: Thinking about the next decade, would you say Canada will have an overall positive or a negative influence on world affairs?

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Colombia

Mexico

Peru

Netherlands

Chile

Poland

Great Britain

New Zealand

Australia

Canada

France

Ireland

South Korea

Germany

Sweden

South Africa

Thailand

Belgium

Spain

Indonesia

Singapore

United States

Italy

Malaysia

Argentina

Hungary

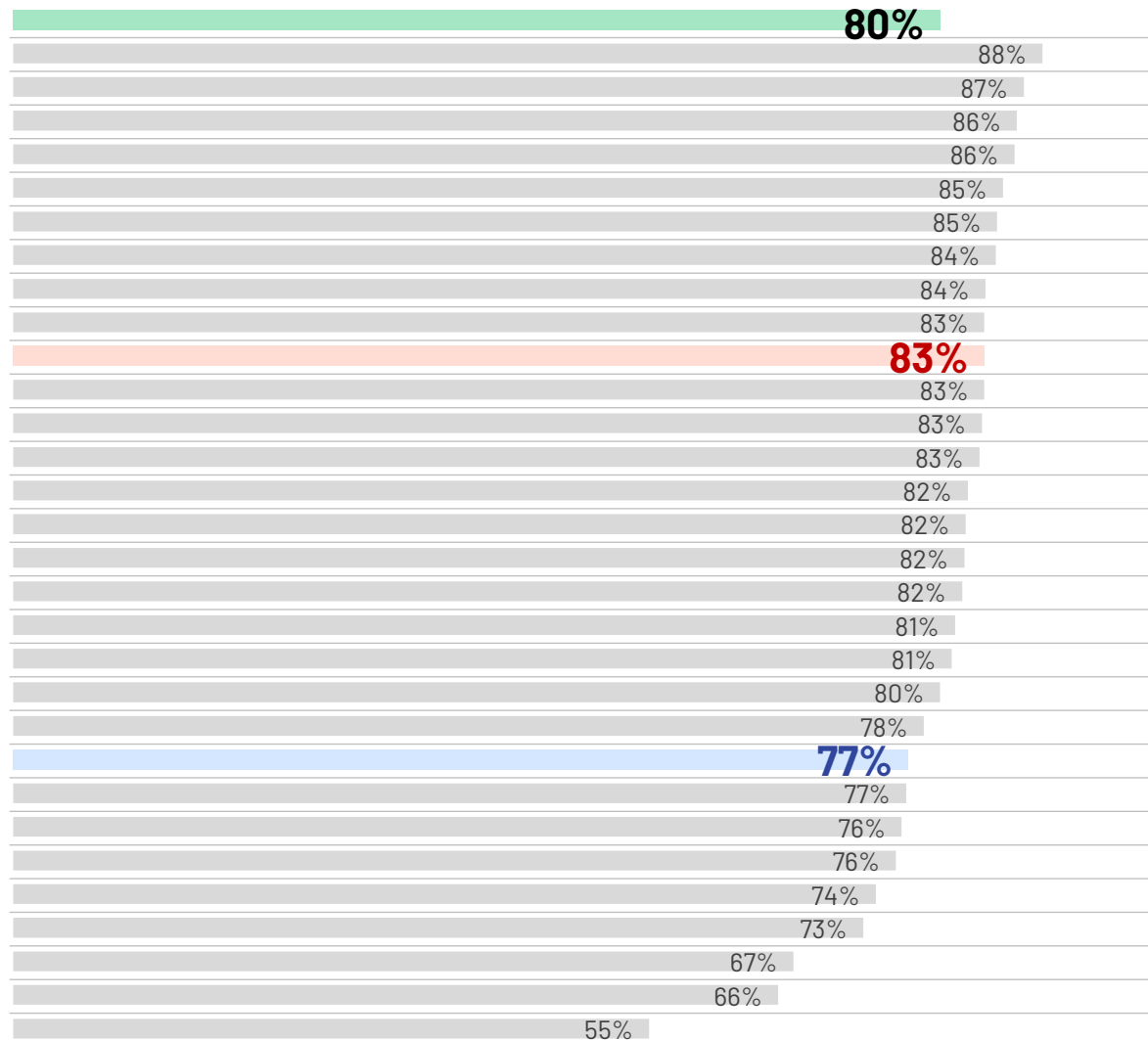
Brazil

Japan

Türkiye

India

% somewhat/strongly positive



Change 2024

1 pp
1 pp
0 pp
1 pp
1 pp
2 pp
6 pp
2 pp
1 pp
3 pp
3 pp
5 pp
1 pp
1 pp
2 pp
0 pp
2 pp
2 pp
2 pp
-1 pp
1 pp
0 pp
-2 pp
-2 pp
1 pp
6 pp
-2 pp
0 pp
-6 pp
-4 pp
-3 pp
-7 pp

World Influencers: My Country

Q: Thinking about the next decade, would you say your country will have an overall positive or a negative influence on world affairs?

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

24-country average

Singapore

Malaysia

New Zealand

Indonesia

Poland

Ireland

Thailand

Australia

Chile

Sweden

South Korea

Colombia

Netherlands

Mexico

South Africa

Argentina

Spain

Peru

Brazil

Italy

Türkiye

Japan

Belgium

Hungary

% somewhat/strongly positive

76%

90%

88%

87%

86%

85%

84%

84%

84%

83%

81%

79%

79%

78%

75%

73%

73%

71%

71%

68%

64%

64%

63%

62%

44%

Change 2024

2 pp

0 pp

4 pp

1 pp

-1 pp

2 pp

1 pp

6 pp

2 pp

9 pp

6 pp

5 pp

6 pp

1 pp

4 pp

-8 pp

-1 pp

1 pp

5 pp

-3 pp

0 pp

0 pp

-2 pp

-5 pp

1 pp

World Influencers: Germany

Q: Thinking about the next decade, would you say Germany will have an overall positive or a negative influence on world affairs?

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Netherlands

Peru

Thailand

Colombia

Mexico

South Africa

Indonesia

Sweden

Chile

Great Britain

New Zealand

Australia

Singapore

Ireland

Spain

South Korea

France

Canada

Belgium

Malaysia

United States

Brazil

Argentina

Poland

Japan

Hungary

Türkiye

Italy

Germany

India

% somewhat/strongly positive

73%

86%

82%

81%

81%

81%

80%

79%

79%

77%

77%

76%

76%

76%

76%

74%

74%

73%

73%

73%

72%

69%

69%

68%

67%

65%

65%

65%

64%

63%

61%

Change 2024

0 pp

0 pp

-2 pp

2 pp

1 pp

0 pp

-2 pp

-3 pp

4 pp

3 pp

1 pp

-1 pp

5 pp

-3 pp

2 pp

0 pp

-3 pp

3 pp

3 pp

-1 pp

4 pp

-4 pp

-1 pp

-4 pp

11 pp

-1 pp

2 pp

-2 pp

-3 pp

-4 pp

-3 pp

World Influencers: European Union

Q: Thinking about the next decade, would you say European Union will have an overall positive or a negative influence on world affairs?

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Colombia

Peru

Thailand

Ireland

New Zealand

Spain

South Korea

South Africa

Chile

Mexico

Canada

Poland

Indonesia

Netherlands

Great Britain

Australia

Singapore

Sweden

United States

Malaysia

Brazil

Hungary

Argentina

Italy

Germany

Belgium

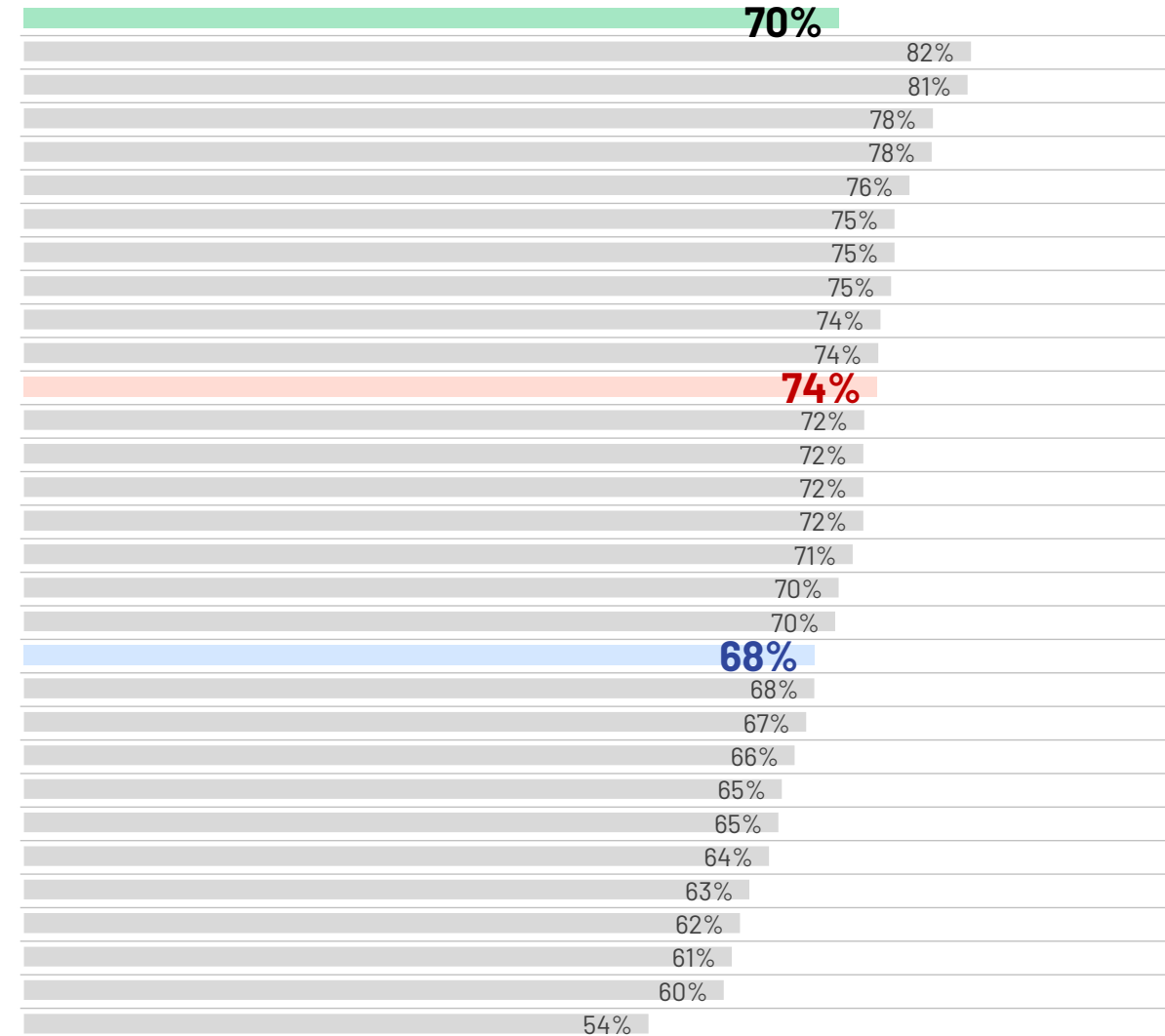
France

India

Japan

Türkiye

% somewhat/strongly positive



Change 2024

1 pp
4 pp
0 pp
-1 pp
4 pp
4 pp
3 pp
4 pp
-2 pp
1 pp
-4 pp
8 pp
10 pp
-3 pp
0 pp
3 pp
3 pp
-1 pp
1 pp
1 pp
8 pp
-1 pp
3 pp
-1 pp
-1 pp
-4 pp
-3 pp
1 pp
-2 pp
-2 pp
-1 pp

World Influencers: France

Q: Thinking about the next decade, would you say France will have an overall positive or a negative influence on world affairs?

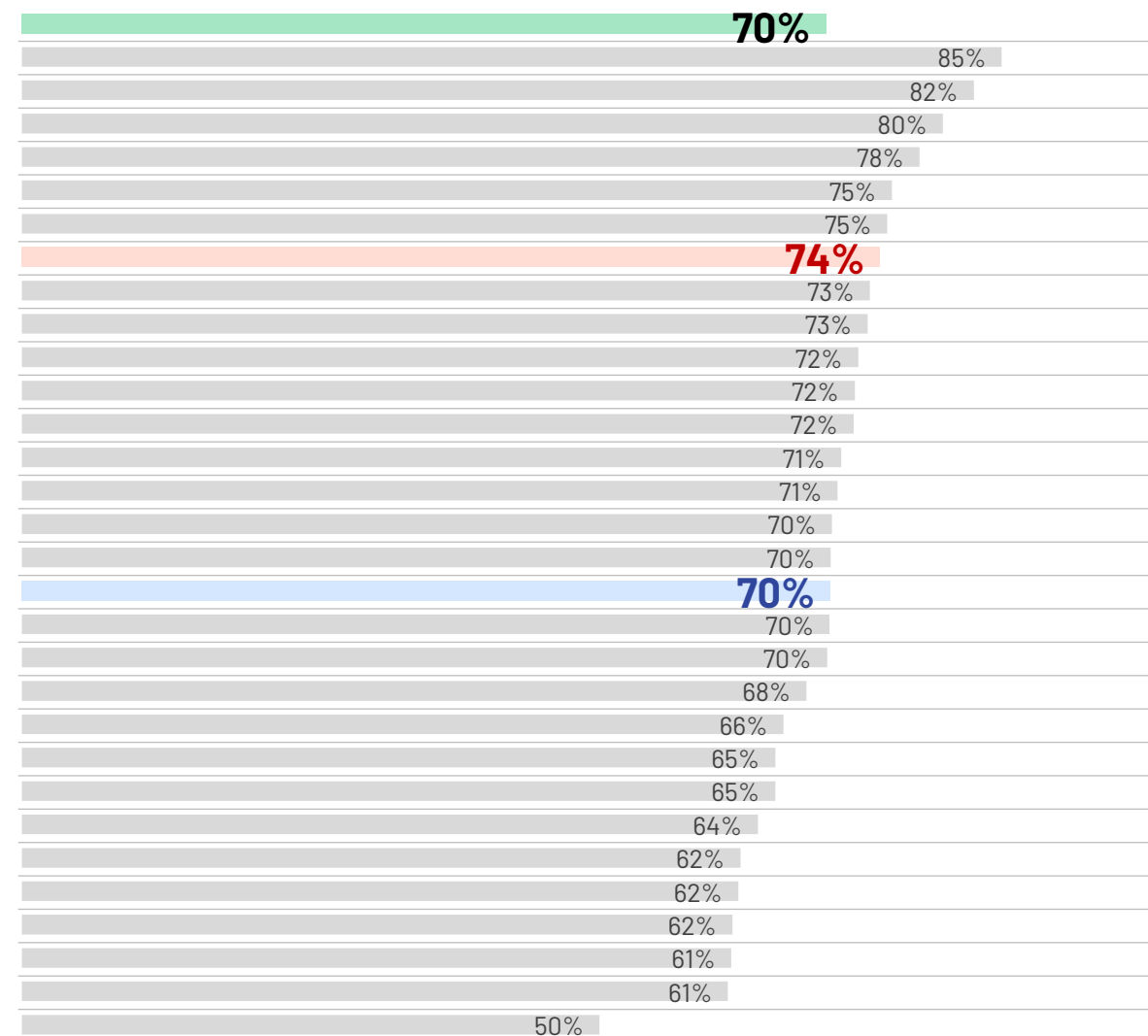
Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Colombia
Peru
Mexico
Chile
New Zealand
Indonesia
Canada
South Africa
Thailand
Ireland
Australia
Sweden
Poland
Brazil
Malaysia
Netherlands
United States
Singapore
Spain
Great Britain
South Korea
Germany
France
Argentina
India
Japan
Hungary
Italy
Belgium
Türkiye

% somewhat/strongly positive



Change 2024

2 pp
5 pp
2 pp
2 pp
2 pp
5 pp
-1 pp
6 pp
-4 pp
-5 pp
-3 pp
3 pp
6 pp
14 pp
1 pp
-2 pp
1 pp
-2 pp
7 pp
1 pp
-1 pp
-5 pp
2 pp
6 pp
-4 pp
0 pp
7 pp
1 pp
-1 pp
2 pp

World Influencers: Great Britain

Q: Thinking about the next decade, would you say Great Britain will have an overall positive or a negative influence on world affairs?

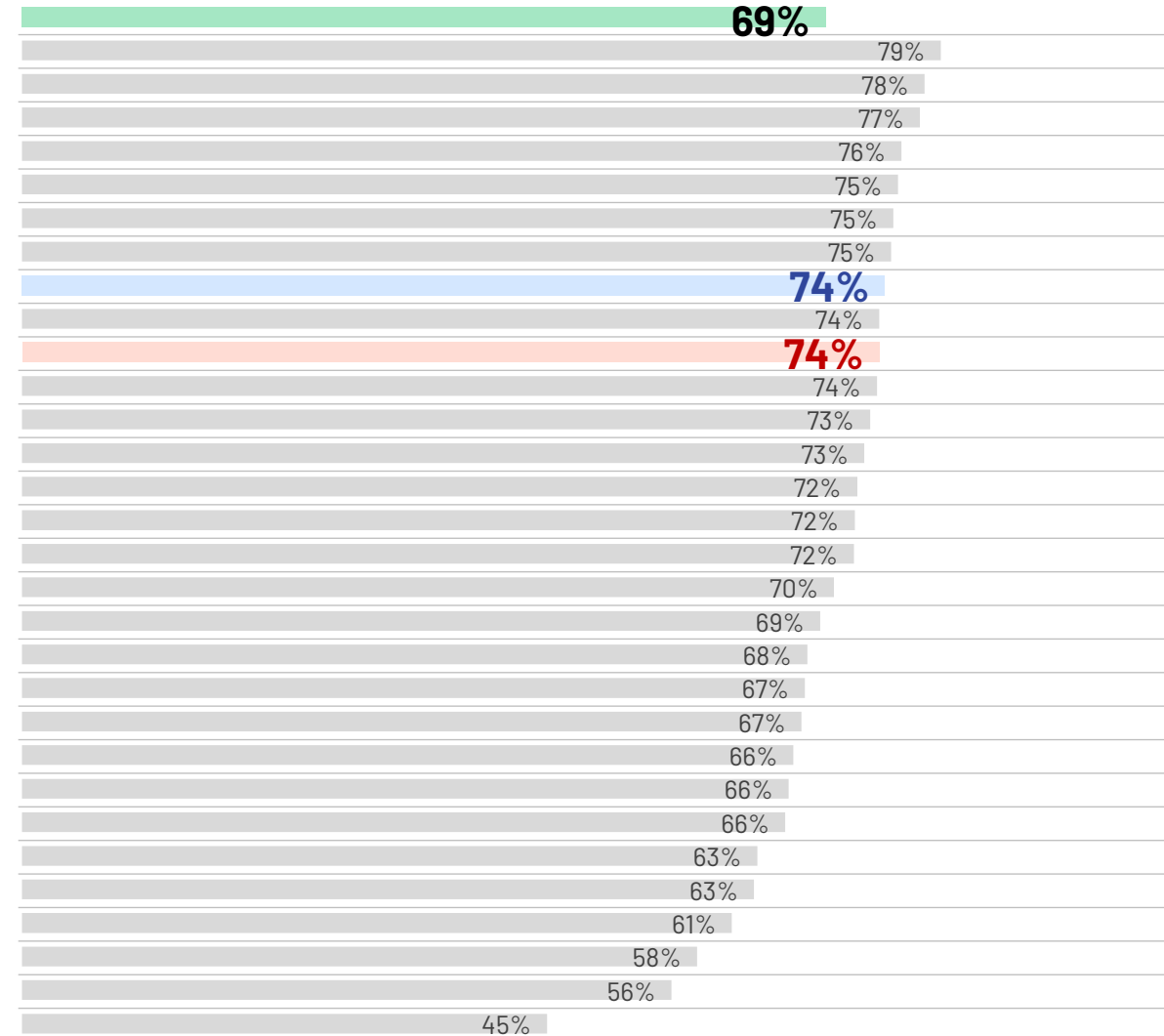
Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Peru
Colombia
Poland
Chile
Indonesia
South Africa
Mexico
United States
Great Britain
Canada
Australia
Malaysia
New Zealand
Netherlands
Singapore
South Korea
Sweden
Hungary
Italy
France
Thailand
Spain
Japan
Germany
Brazil
Belgium
Ireland
India
Argentina
Türkiye

% somewhat/strongly positive



Change 2024

2 pp
4 pp
0 pp
7 pp
3 pp
2 pp
-2 pp
0 pp
-2 pp
-1 pp
5 pp
1 pp
10 pp
2 pp
8 pp
0 pp
4 pp
3 pp
5 pp
3 pp
5 pp
1 pp
7 pp
-2 pp
5 pp
-6 pp
8 pp
6 pp
-4 pp
1 pp
-2 pp

World Influencers: United Nations

Q: Thinking about the next decade, would you say the UN will have an overall positive or a negative influence on world affairs?

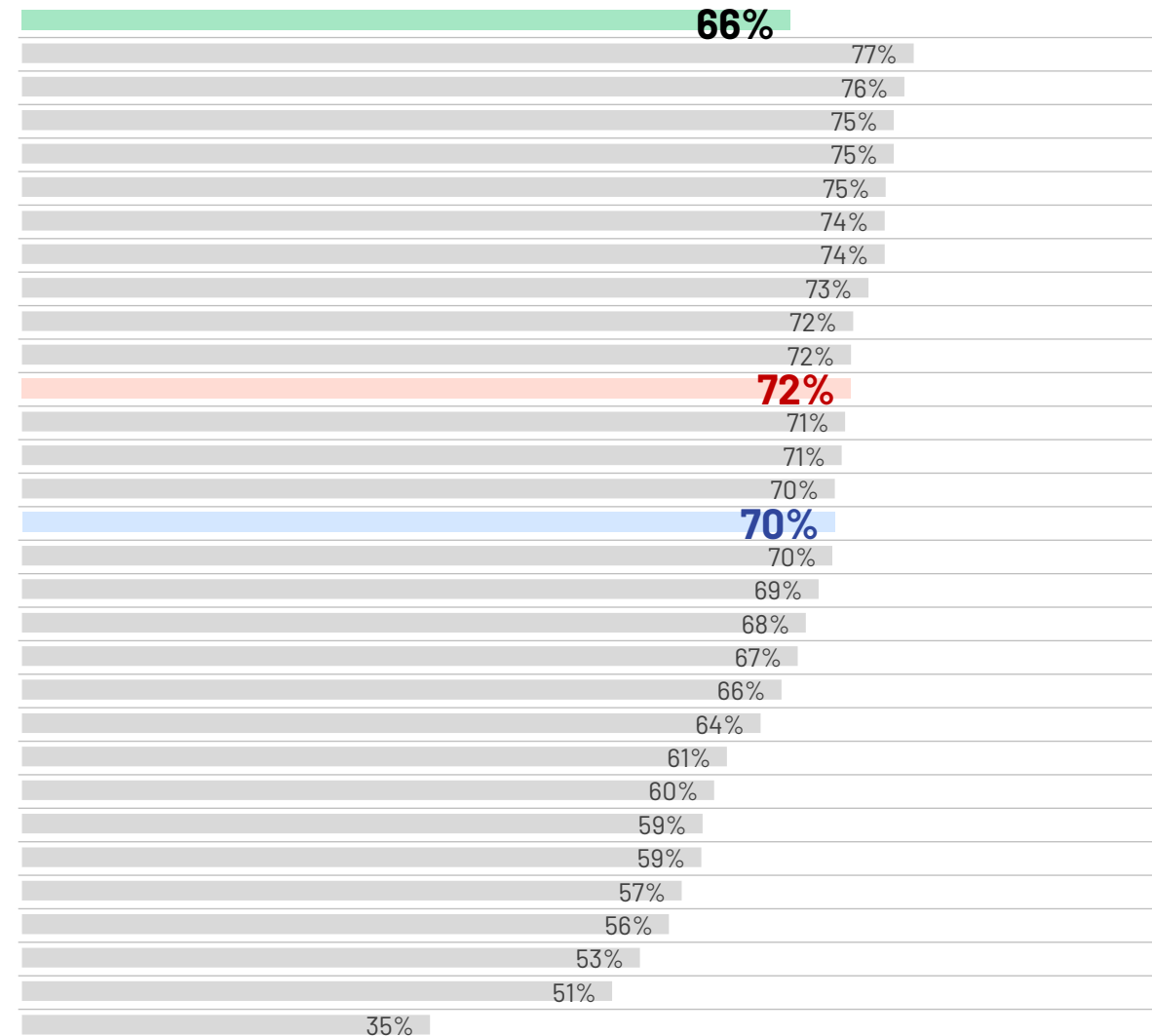
Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Thailand
South Africa
South Korea
Peru
Sweden
Great Britain
Colombia
Poland
New Zealand
Mexico
Canada
Ireland
Malaysia
Indonesia
United States
Singapore
Netherlands
Chile
Australia
Brazil
Hungary
India
Italy
Argentina
France
Belgium
Germany
Türkiye
Japan
Spain

% somewhat/strongly positive



Change 2024

-2 pp
-2 pp
-4 pp
-2 pp
4 pp
2 pp
2 pp
2 pp
2 pp
2 pp
-1 pp
8 pp
1 pp
4 pp
-7 pp
4 pp
-3 pp
-4 pp
8 pp
0 pp
-1 pp
-1 pp
-5 pp
-1 pp
0 pp
-2 pp
-8 pp
-8 pp
-1 pp
-3 pp
-20 pp

World Influencers: NATO

Q: Thinking about the next decade, would you say NATO will have an overall positive or a negative influence on world affairs?

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Poland

Netherlands

Great Britain

Ireland

Canada

Sweden

Thailand

New Zealand

Colombia

South Korea

Peru

United States

Australia

Germany

Hungary

Singapore

Belgium

South Africa

Spain

France

Brazil

Italy

Japan

India

Mexico

Chile

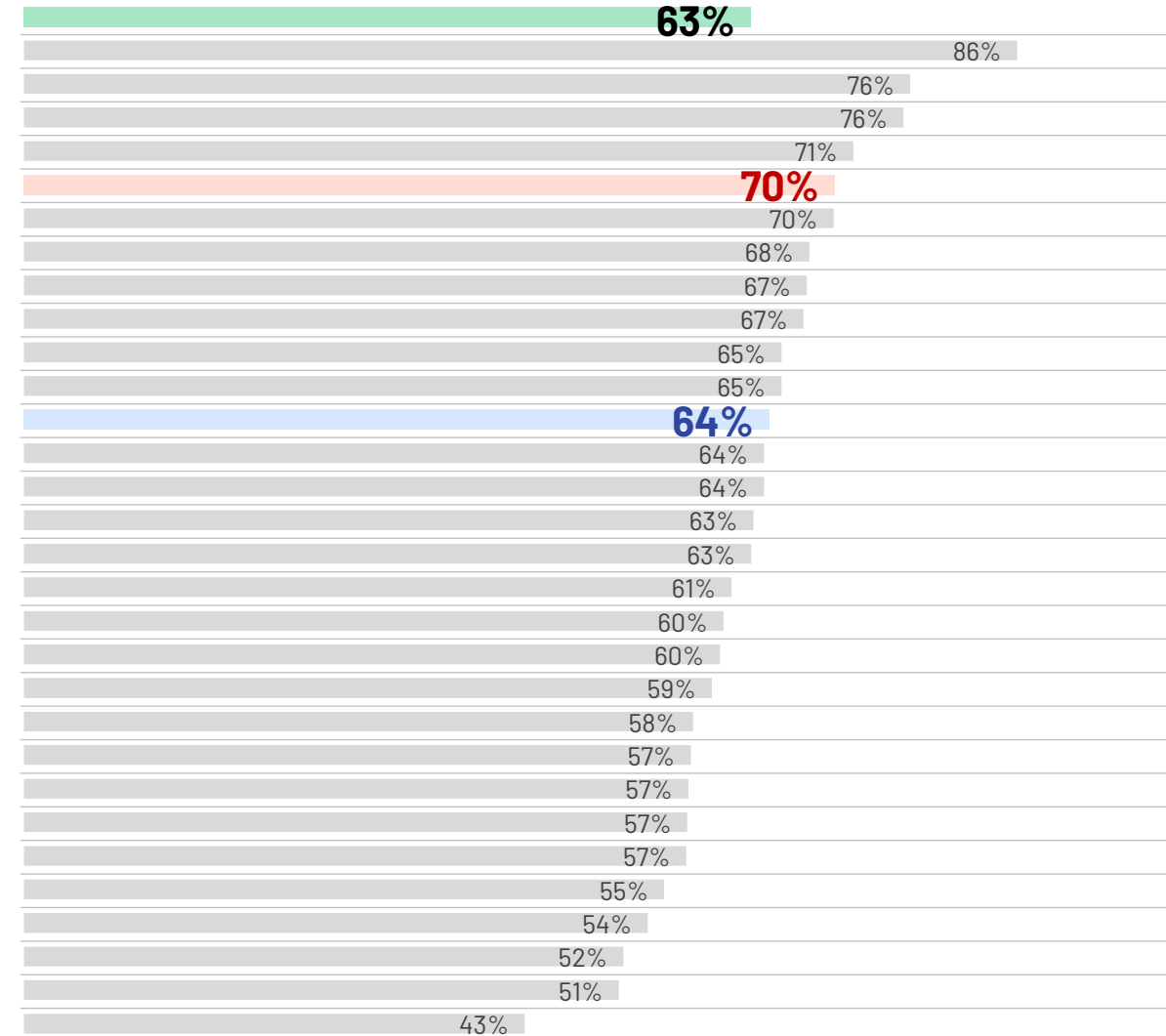
Malaysia

Indonesia

Türkiye

Argentina

% somewhat/strongly positive



Change 2024

2 pp
5 pp
1 pp
5 pp
11 pp
9 pp
0 pp
1 pp
3 pp
2 pp
1 pp
5 pp
-2 pp
0 pp
1 pp
-2 pp
5 pp
-3 pp
-2 pp
3 pp
6 pp
1 pp
2 pp
-2 pp
-3 pp
-1 pp
8 pp
3 pp
-6 pp
-2 pp
-3 pp

World Influencers: The World Bank

Q: Thinking about the next decade, would you say The World Bank will have an overall positive or a negative influence on world affairs?

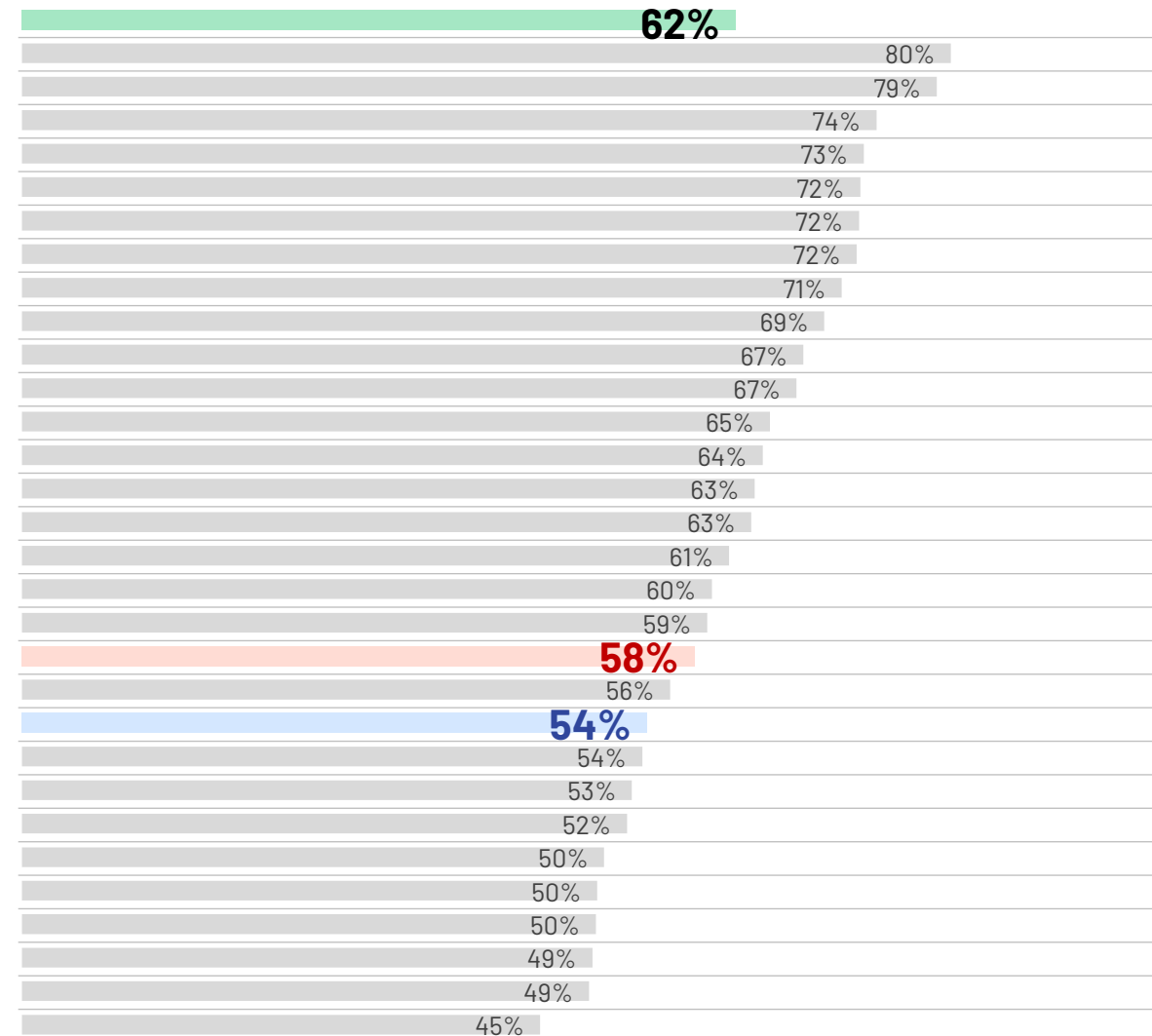
Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Peru
Thailand
Malaysia
South Africa
Colombia
Mexico
Singapore
South Korea
Chile
Indonesia
Brazil
Netherlands
India
Ireland
Poland
Great Britain
Sweden
New Zealand
Canada
Australia
United States
Spain
Argentina
Japan
Türkiye
Italy
Hungary
France
Belgium
Germany

% Somewhat/strongly positive



Change 2024

1 pp
7 pp
-1 pp
3 pp
-3 pp
1 pp
1 pp
-2 pp
5 pp
10 pp
-10 pp
1 pp
-1 pp
-4 pp
3 pp
1 pp
0 pp
4 pp
2 pp
4 pp
2 pp
2 pp
1 pp
3 pp
-6 pp
-3 pp
-1 pp
-1 pp
1 pp
-3 pp
-5 pp

World Influencers: The International Monetary Fund (IMF)

Q: Thinking about the next decade, would you say The International Monetary Fund will have an overall positive or a negative influence on world affairs?

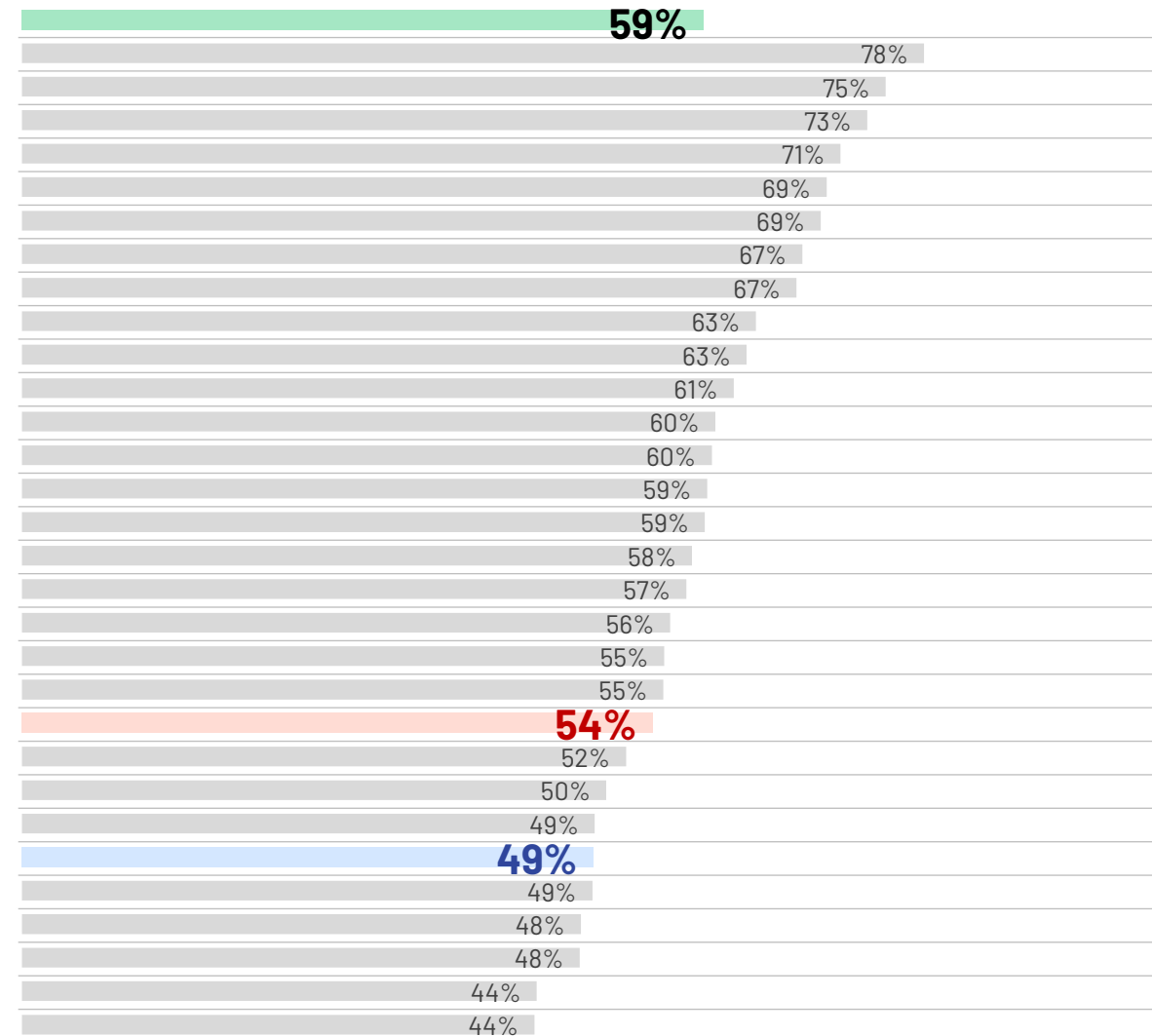
Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Thailand
Peru
Colombia
South Africa
Malaysia
Singapore
Mexico
Chile
South Korea
Poland
Netherlands
Indonesia
India
Great Britain
Ireland
Brazil
Sweden
New Zealand
Australia
Spain
Canada
Japan
Hungary
Italy
United States
France
Germany
Belgium
Türkiye
Argentina

% somewhat/strongly positive



Change 2024

-1 pp
-2 pp
2 pp
2 pp
-4 pp
2 pp
-5 pp
-3 pp
11 pp
-1 pp
4 pp
-2 pp
-7 pp
-7 pp
-1 pp
1 pp
0 pp
-1 pp
-1 pp
1 pp
1 pp
1 pp
2 pp
-6 pp
-1 pp
-4 pp
3 pp
1 pp
-4 pp
-6 pp
-2 pp
1 pp

World Influencers: China

Q: Thinking about the next decade, would you say China will have an overall positive or a negative influence on world affairs?

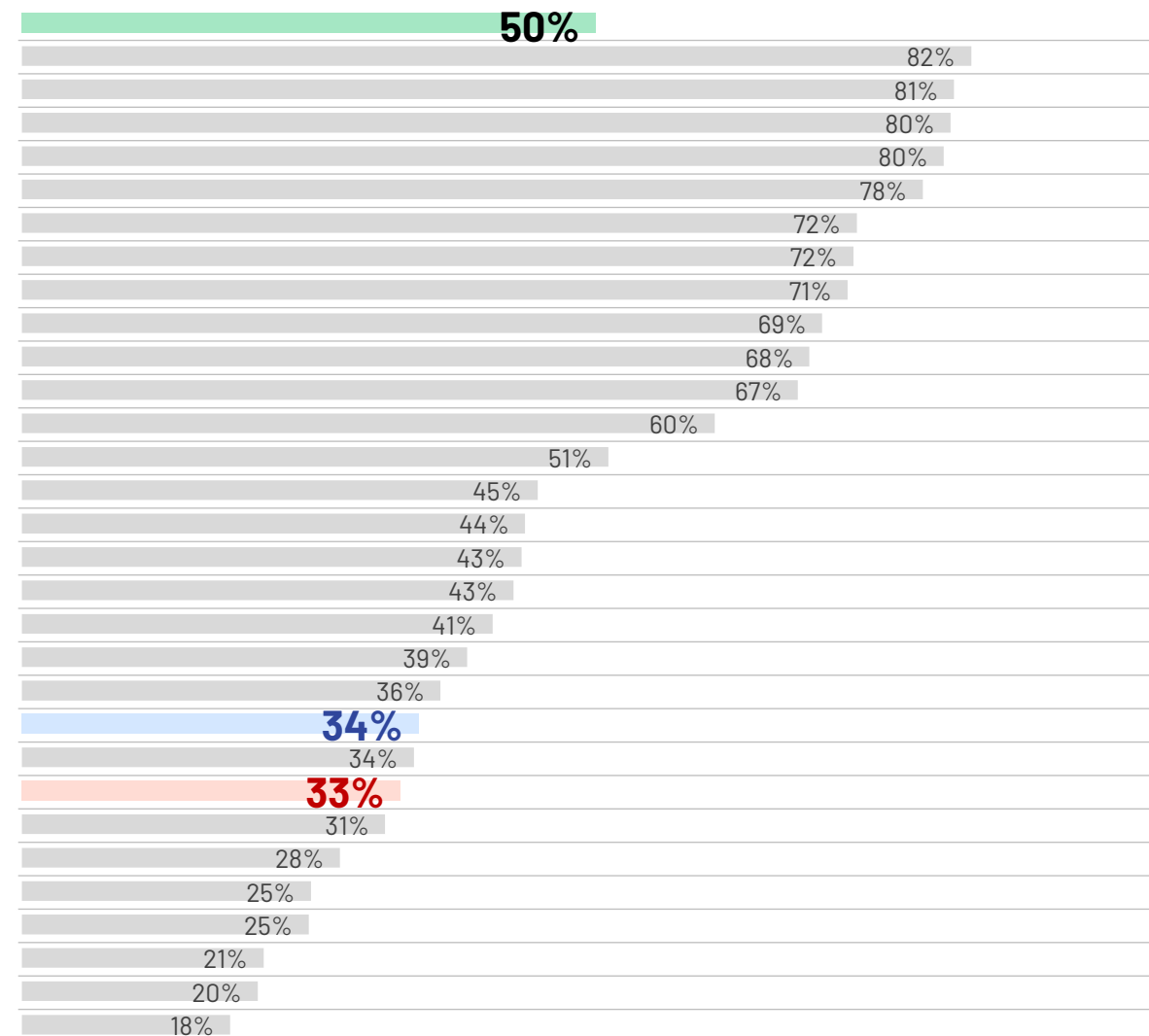
Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Peru
South Africa
Indonesia
Malaysia
Mexico
Singapore
Colombia
Thailand
Argentina
Brazil
Chile
Türkiye
India
Spain
Ireland
Hungary
New Zealand
Italy
Australia
Great Britain
United States
Poland
Canada
Belgium
France
South Korea
Germany
Sweden
Netherlands
Japan

% somewhat/strongly positive



Change 2024

4 pp
3 pp
2 pp
4 pp
9 pp
7 pp
2 pp
1 pp
-3 pp
6 pp
4 pp
6 pp
6 pp
4 pp
3 pp
4 pp
0 pp
10 pp
5 pp
3 pp
5 pp
10 pp
2 pp
8 pp
4 pp
-1 pp
8 pp
0 pp
-2 pp
-3 pp
0 pp

World Influencers: United States

Q: Thinking about the next decade, would you say United States will have an overall positive or a negative influence on world affairs?

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Peru

Thailand

United States

Colombia

Argentina

Poland

Chile

South Africa

India

Brazil

Hungary

South Korea

Great Britain

Malaysia

Japan

Mexico

Singapore

Australia

Türkiye

Indonesia

Ireland

France

Italy

Spain

New Zealand

Netherlands

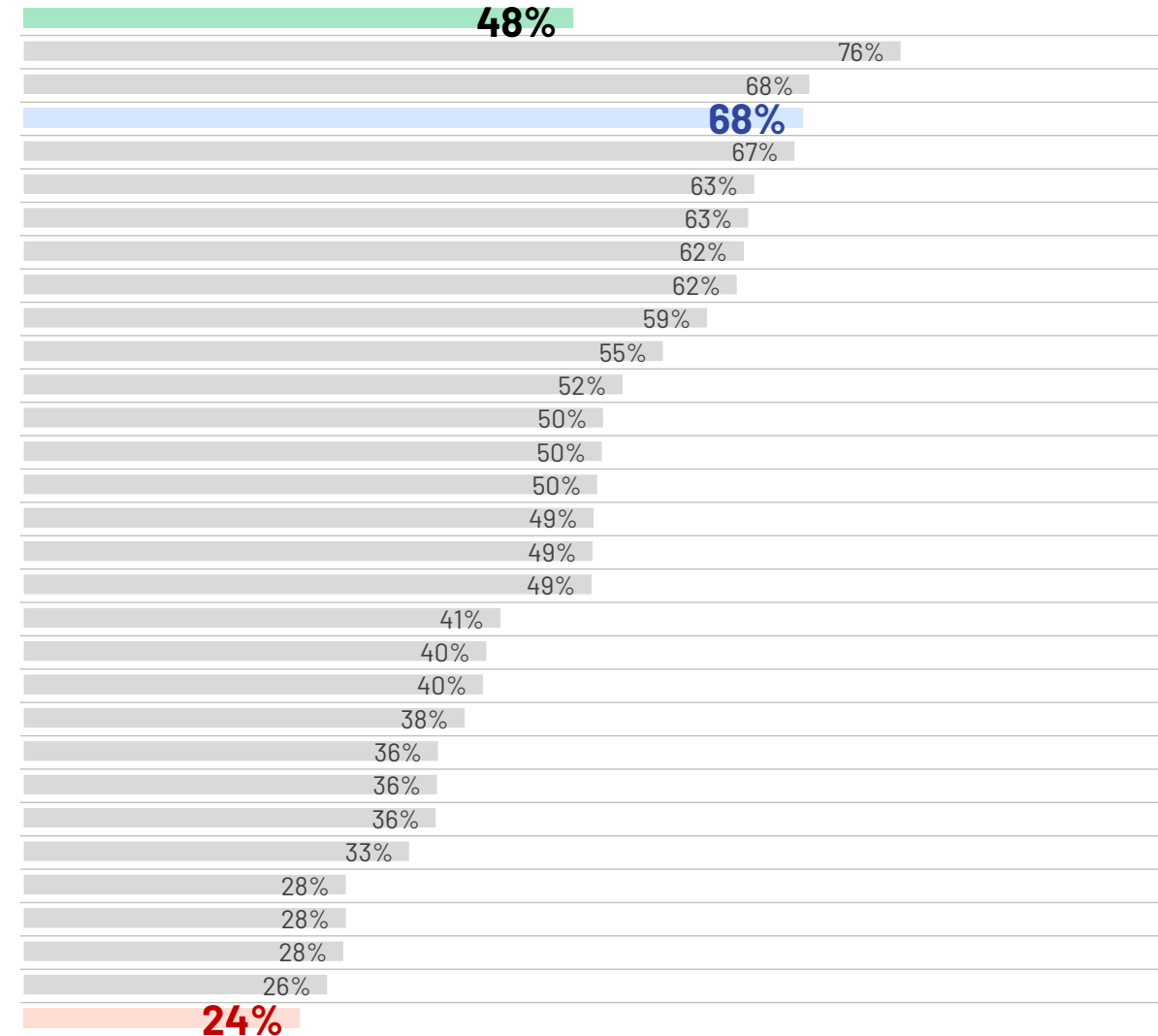
Belgium

Germany

Sweden

Canada

% somewhat/strongly positive



Change 2024

-12 pp
-6 pp
-8 pp
-9 pp
-10 pp
-3 pp
-10 pp
-5 pp
-9 pp
-7 pp
-18 pp
-1 pp
-21 pp
-6 pp
-2 pp
-16 pp
-18 pp
-17 pp
-13 pp
0 pp
-15 pp
-11 pp
-20 pp
-16 pp
-18 pp
-15 pp
-22 pp
-19 pp
-23 pp
-18 pp
-28 pp

World Influencers: India

Q: Thinking about the next decade, would you say India will have an overall positive or a negative influence on world affairs?

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

India

Thailand

South Africa

Colombia

Mexico

Peru

New Zealand

Brazil

Japan

Indonesia

Chile

Australia

United States

Ireland

Singapore

Great Britain

Malaysia

Argentina

Poland

Hungary

South Korea

Italy

Sweden

France

Spain

Germany

Belgium

Canada

Türkiye

Netherlands

% somewhat/strongly positive

46%

70%

67%

64%

59%

56%

55%

52%

52%

51%

51%

50%

49%

49%

48%

46%

46%

45%

42%

41%

40%

39%

37%

37%

36%

34%

34%

33%

31%

30%

Change 2024

-2 pp

-11 pp

9 pp

-5 pp

-3 pp

7 pp

3 pp

1 pp

-1 pp

-7 pp

-9 pp

3 pp

-2 pp

-3 pp

5 pp

0 pp

1 pp

-1 pp

-4 pp

-4 pp

-2 pp

-4 pp

-2 pp

-1 pp

4 pp

-2 pp

-5 pp

0 pp

-2 pp

1 pp

-5 pp

World Influencers: BRIC (Brazil, Russia, India, China and South Africa)

Q: Thinking about the next decade, would you say BRIC countries will have an overall positive or a negative influence on world affairs?

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

South Africa

Indonesia

Peru

Malaysia

Mexico

Colombia

Thailand

Brazil

India

Argentina

Chile

Singapore

Türkiye

New Zealand

Australia

South Korea

Hungary

United States

Italy

Ireland

Great Britain

Canada

Japan

Spain

France

Belgium

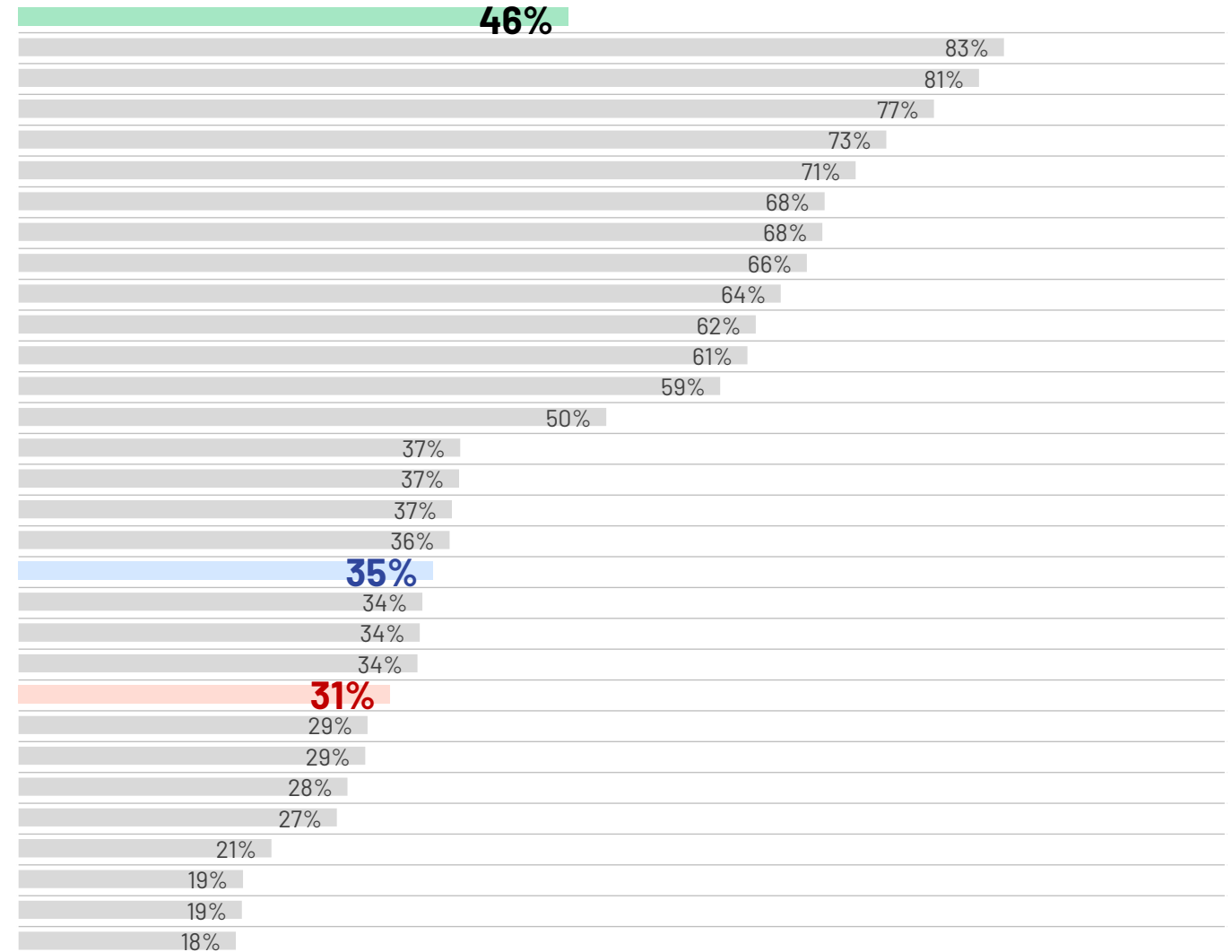
Poland

Germany

Netherlands

Sweden

% somewhat/strongly positive



World Influencers: Saudi Arabia

Q: Thinking about the next decade, would you say Saudi Arabia will have an overall positive or a negative influence on world affairs?

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Indonesia

Malaysia

Thailand

South Africa

Singapore

India

Colombia

Peru

Mexico

South Korea

Chile

Brazil

Argentina

New Zealand

Japan

Australia

Ireland

Poland

United States

Italy

Türkiye

Great Britain

Canada

Hungary

Belgium

France

Spain

Germany

Netherlands

Sweden

% somewhat/strongly positive

45%

83%

73%

70%

66%

60%

59%

56%

55%

55%

51%

50%

49%

46%

44%

44%

42%

40%

39%

39%

38%

37%

37%

32%

31%

31%

29%

28%

25%

25%

18%

Change 2024

2 pp

-5 pp

1 pp

5 pp

-4 pp

-1 pp

-2 pp

-2 pp

2 pp

3 pp

2 pp

8 pp

1 pp

3 pp

7 pp

-2 pp

4 pp

3 pp

1 pp

8 pp

5 pp

9 pp

9 pp

5 pp

-2 pp

3 pp

6 pp

3 pp

-1 pp

3 pp

-1 pp

World Influencers: CRINK (China, Russia, Iran and North Korea)

Q: Thinking about the next decade, would you say CRINK countries will have an overall positive or a negative influence on world affairs?

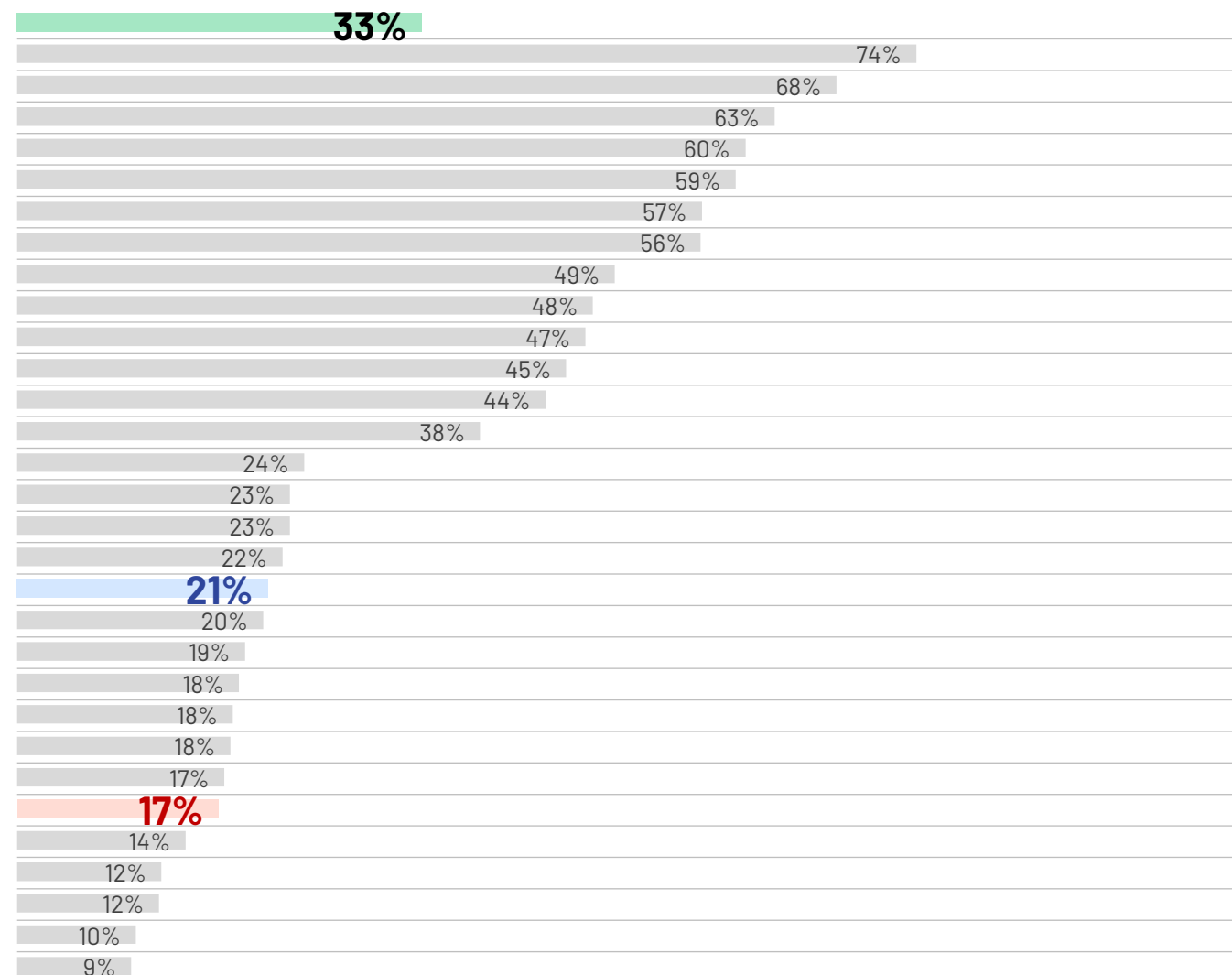
Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Indonesia
Malaysia
South Africa
Thailand
Peru
India
Mexico
Türkiye
Colombia
Argentina
Brazil
Singapore
Chile
Ireland
Hungary
Australia
Italy
United States
Great Britain
South Korea
Belgium
New Zealand
Spain
France
Canada
Japan
Poland
Germany
Netherlands
Sweden

% Somewhat/strongly positive



World Influencers: Russia

Q: Thinking about the next decade, would you say Russia will have an overall positive or a negative influence on world affairs?

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Indonesia

Malaysia

Peru

India

Thailand

Mexico

South Africa

Türkiye

Argentina

Colombia

Brazil

Chile

Singapore

Hungary

South Korea

Australia

Italy

Ireland

United States

Great Britain

Canada

New Zealand

Belgium

France

Japan

Spain

Germany

Sweden

Poland

Netherlands

% somewhat/strongly positive

32%

81%

65%

61%

61%

59%

57%

56%

50%

45%

43%

38%

38%

35%

23%

23%

21%

21%

19%

19%

18%

17%

16%

15%

15%

14%

14%

11%

10%

10%

8%

Change 2024

0 pp

4 pp

0 pp

2 pp

-3 pp

4 pp

5 pp

2 pp

5 pp

8 pp

3 pp

3 pp

10 pp

-6 pp

-6 pp

5 pp

-1 pp

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-3 pp

2 pp

2 pp

0 pp

0 pp

-3 pp

-1 pp

-1 pp

-2 pp

-8 pp

-2 pp

0 pp

-2 pp

World Influencers: Pakistan

Q: Thinking about the next decade, would you say Pakistan will have an overall positive or a negative influence on world affairs?

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Indonesia

Malaysia

Thailand

India

Türkiye

South Africa

Singapore

Mexico

Peru

Brazil

Ireland

Australia

Great Britain

United States

Colombia

New Zealand

Poland

South Korea

Italy

Chile

Japan

Canada

Argentina

Spain

Belgium

France

Sweden

Germany

Netherlands

Hungary

% somewhat/strongly positive

28%

70%

59%

44%

43%

40%

36%

34%

32%

32%

30%

29%

29%

28%

27%

27%

26%

24%

23%

23%

22%

22%

22%

21%

18%

16%

16%

15%

14%

13%

13%

Change 2024

0 pp

-5 pp

0 pp

2 pp

4 pp

10 pp

-9 pp

0 pp

1 pp

-1 pp

5 pp

0 pp

-1 pp

2 pp

6 pp

-6 pp

0 pp

3 pp

-2 pp

2 pp

0 pp

-2 pp

-1 pp

0 pp

1 pp

-1 pp

-1 pp

-3 pp

-4 pp

-1 pp

0 pp

World Influencers: Israel

Q: Thinking about the next decade, would you say Israel will have an overall positive or a negative influence on world affairs?

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

India

Brazil

Thailand

United States

South Africa

Peru

Colombia

Mexico

Singapore

Argentina

Chile

South Korea

Australia

Malaysia

Great Britain

New Zealand

Hungary

France

Canada

Ireland

Spain

Sweden

Indonesia

Japan

Italy

Poland

Türkiye

Belgium

Netherlands

Germany

% somewhat/strongly positive

25%

57%

44%

44%

38%

38%

36%

33%

31%

30%

29%

28%

27%

24%

22%

22%

21%

20%

20%

20%

19%

18%

17%

17%

16%

16%

15%

15%

14%

14%

12%

Change 2024

-3 pp

2 pp

5 pp

3 pp

-4 pp

-4 pp

-9 pp

-6 pp

-3 pp

-6 pp

-11 pp

6 pp

1 pp

-2 pp

-4 pp

-1 pp

0 pp

-3 pp

-1 pp

-2 pp

-3 pp

-2 pp

-3 pp

-5 pp

-1 pp

-6 pp

0 pp

2 pp

1 pp

-2 pp

-11 pp

World Influencers: Iran

Q: Thinking about the next decade, would you say Iran will have an overall positive or a negative influence on world affairs?

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Indonesia

Malaysia

India

Thailand

South Africa

Peru

Mexico

Türkiye

Brazil

Colombia

Singapore

Ireland

South Korea

Chile

Argentina

Poland

Japan

Australia

Italy

New Zealand

Great Britain

United States

Canada

Belgium

Spain

Hungary

France

Sweden

Germany

Netherlands

% Somewhat/strongly positive

25%

71%

59%

53%

42%

40%

33%

32%

31%

29%

27%

26%

22%

22%

21%

21%

19%

19%

19%

19%

18%

17%

17%

16%

14%

13%

11%

10%

9%

9%

9%

Change 2024

0 pp

-1 pp

4 pp

-1 pp

-5 pp

-5 pp

-4 pp

3 pp

8 pp

5 pp

-1 pp

-8 pp

1 pp

3 pp

4 pp

-2 pp

6 pp

-1 pp

-2 pp

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1 pp

2 pp

2 pp

0 pp

2 pp

0 pp

-1 pp

-3 pp

-3 pp

-3 pp

0 pp

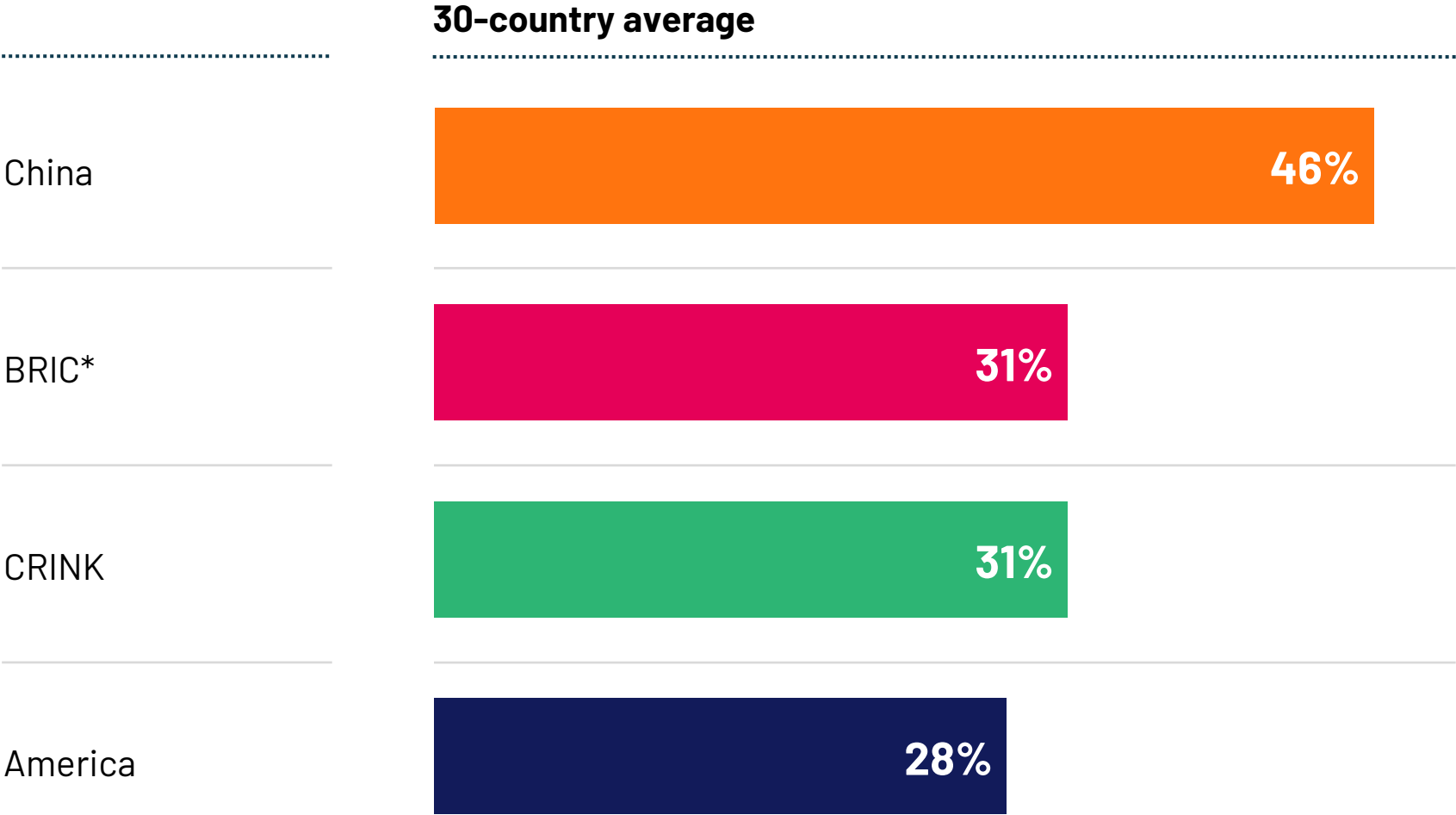
China leads influence race

% who believe the following are currently gaining influence on the world stage

30-country average

*BRIC (Brazil, Russia, India, China) and CRINK (China, Russia, Iran, North Korea) countries.

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.



China influence

Q: Do you believe that the following are gaining influence, losing influence, or holding steady on the world stage?

China

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

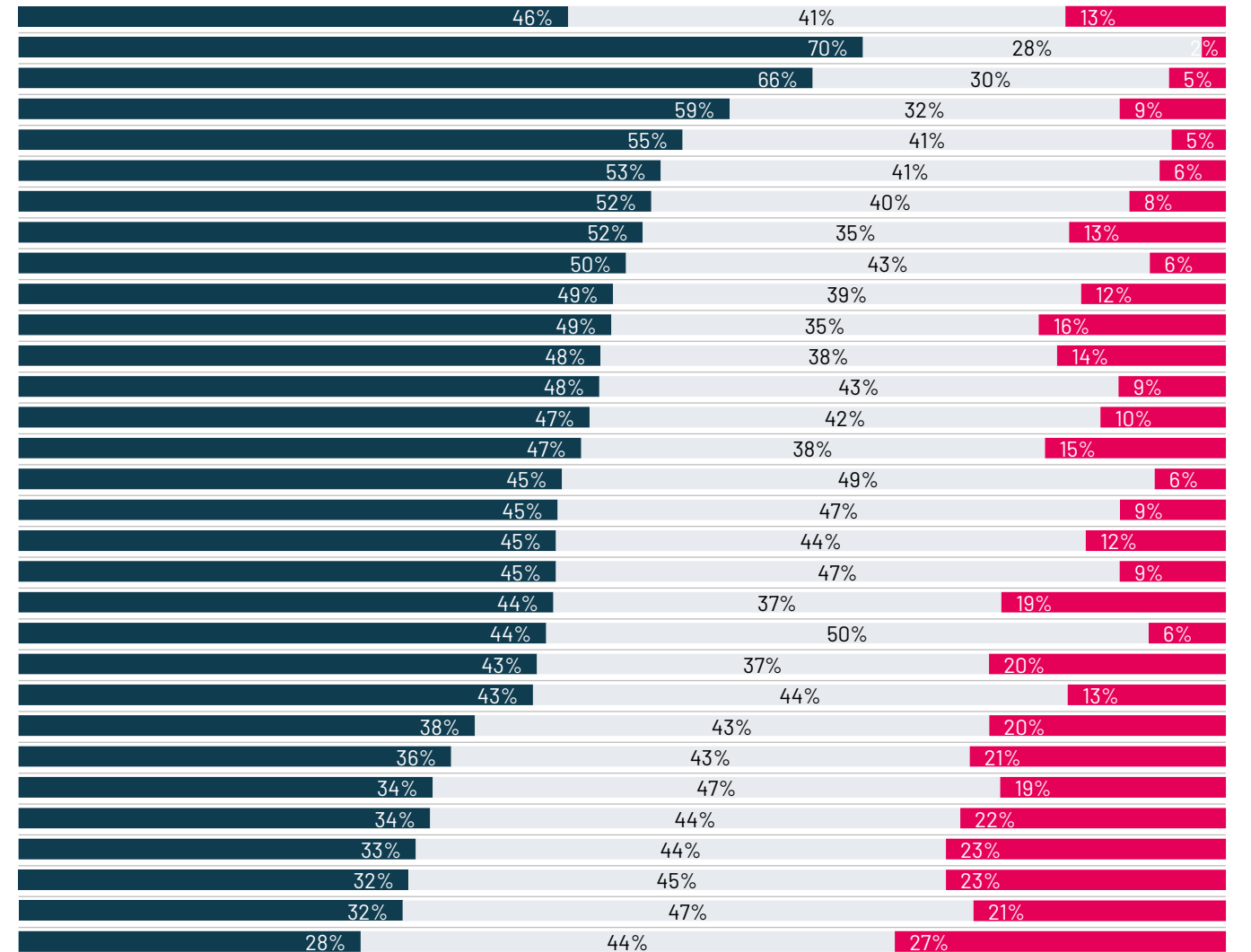
30-country average

Indonesia
South Africa
Türkiye
Peru
Argentina
Germany
Netherlands
Mexico
Spain
Belgium
France
Colombia
Italy
New Zealand
Malaysia
Singapore
Hungary
Chile
Great Britain
Thailand
Australia
Brazil
Sweden
Ireland
Poland
South Korea
Japan
United States
Canada
India

Gaining influence

Holding steady

Losing influence



BRIC influence

Q: Do you believe that the following are gaining influence, losing influence, or holding steady on the world stage?

BRIC – Brazil, Russia, India, China

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

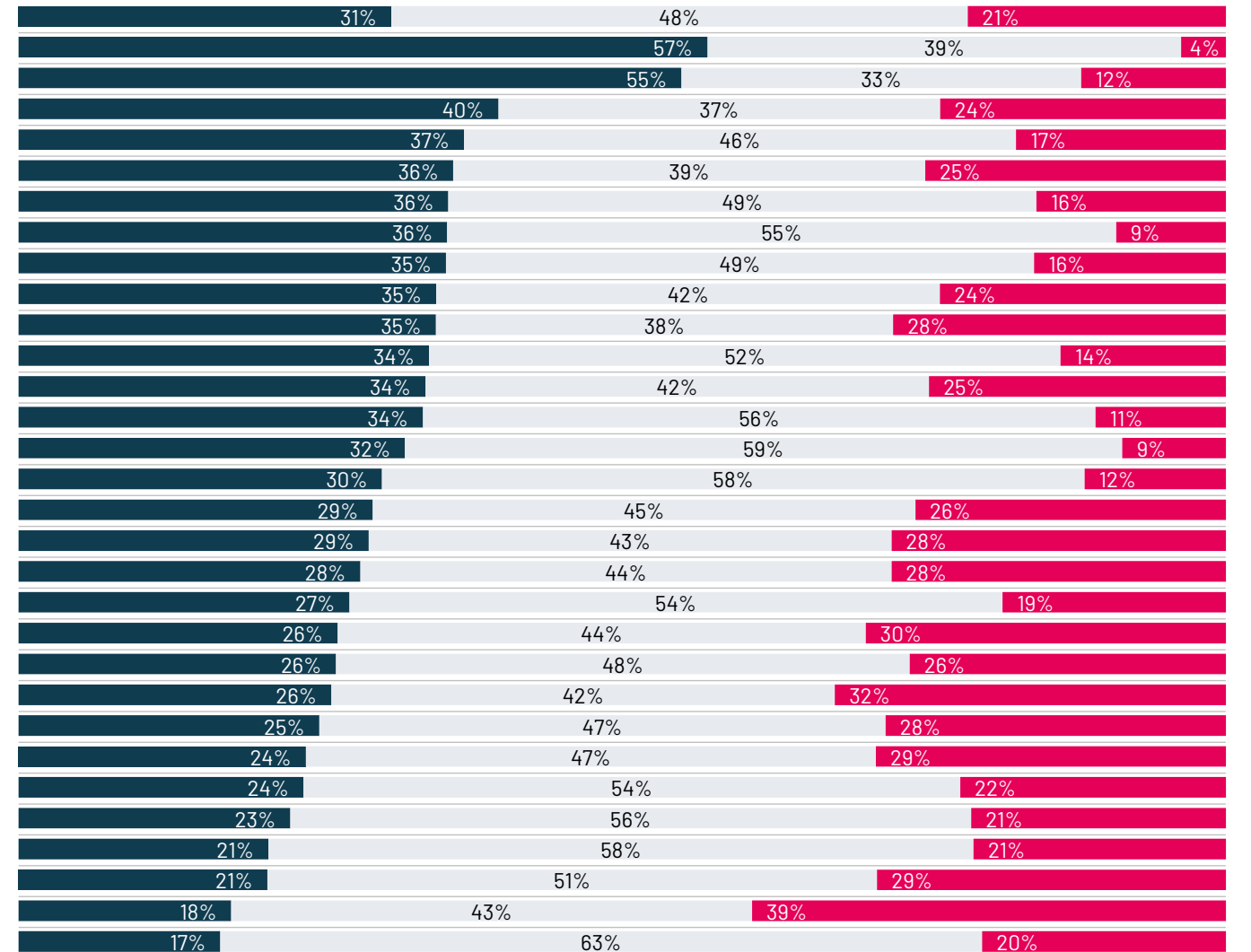
30-country average

Indonesia
South Africa
Netherlands
Germany
France
Argentina
Peru
Italy
Brazil
Belgium
Türkiye
India
Mexico
Malaysia
Thailand
New Zealand
Great Britain
Spain
Colombia
Sweden
Australia
Ireland
Hungary
Canada
Chile
Japan
Singapore
United States
Poland
South Korea

Gaining influence

Holding steady

Losing influence



CRINK influence

Q: Do you believe that the following are gaining influence, losing influence, or holding steady on the world stage?

CRINK – China, Russia, Iran, North Korea

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

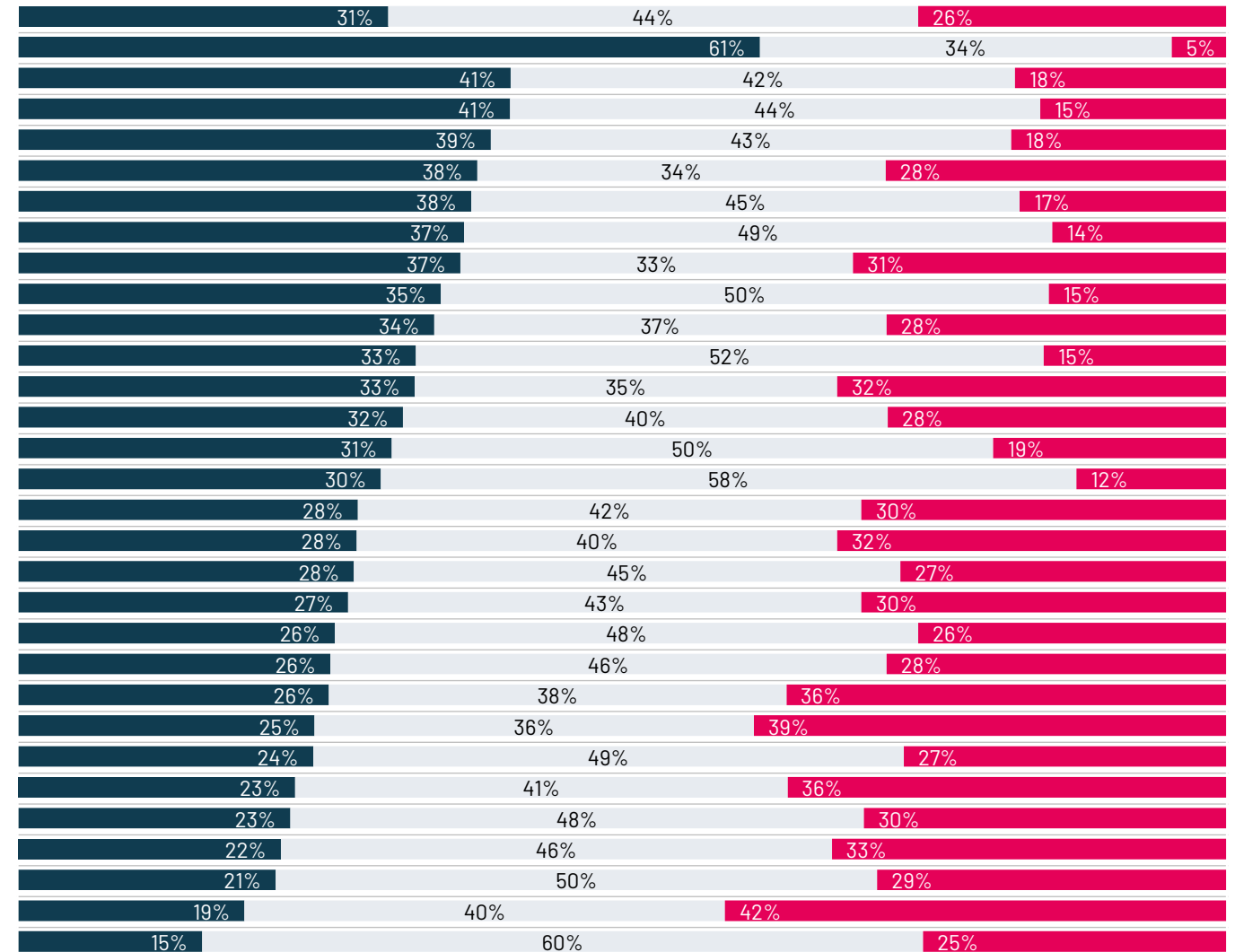
30-country average

Indonesia
South Africa
Türkiye
Germany
Netherlands
Italy
Thailand
Belgium
Peru
France
Mexico
Great Britain
Spain
Argentina
Malaysia
Australia
New Zealand
India
Hungary
Japan
Colombia
Sweden
Ireland
Chile
Canada
South Korea
United States
Brazil
Poland
Singapore

Gaining influence

Holding steady

Losing influence



American influence

Q: Do you believe that the following are gaining influence, losing influence, or holding steady on the world stage?

The United States

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Indonesia

Türkiye

Peru

South Africa

Argentina

Chile

Thailand

Colombia

South Korea

Germany

Great Britain

Brazil

Spain

Belgium

India

France

Japan

Italy

Hungary

Sweden

Mexico

Poland

United States

Australia

Netherlands

Malaysia

Ireland

New Zealand

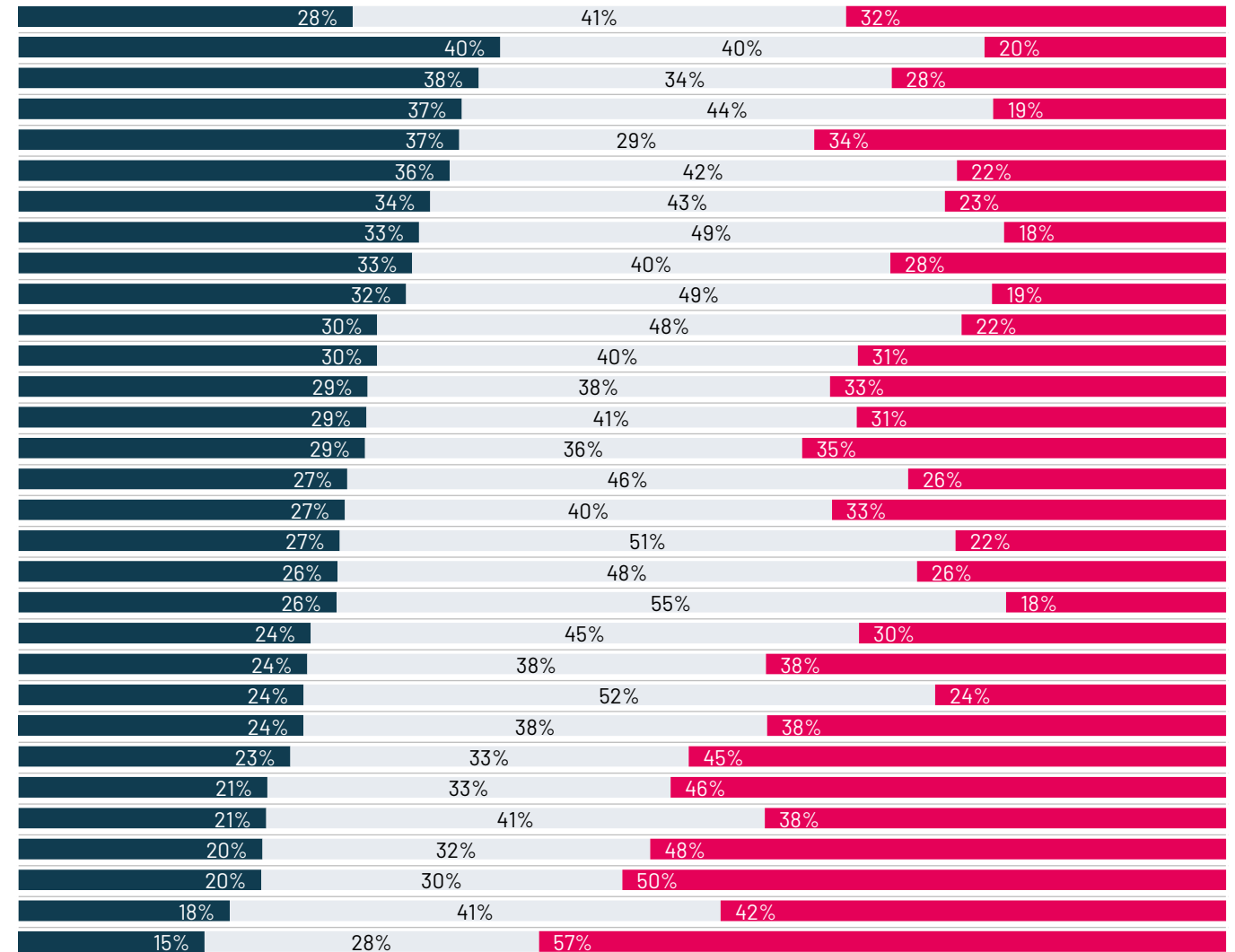
Singapore

Canada

Gaining influence

Holding steady

Losing influence



Canada influence

Q: Do you believe that the following are gaining influence, losing influence, or holding steady on the world stage?

Canada

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Indonesia

South Africa

India

Colombia

Mexico

Chile

Türkiye

Brazil

Peru

Canada

United States

Great Britain

Ireland

Argentina

France

New Zealand

Belgium

Australia

Spain

Germany

Italy

Netherlands

Poland

Malaysia

Thailand

Sweden

Singapore

Hungary

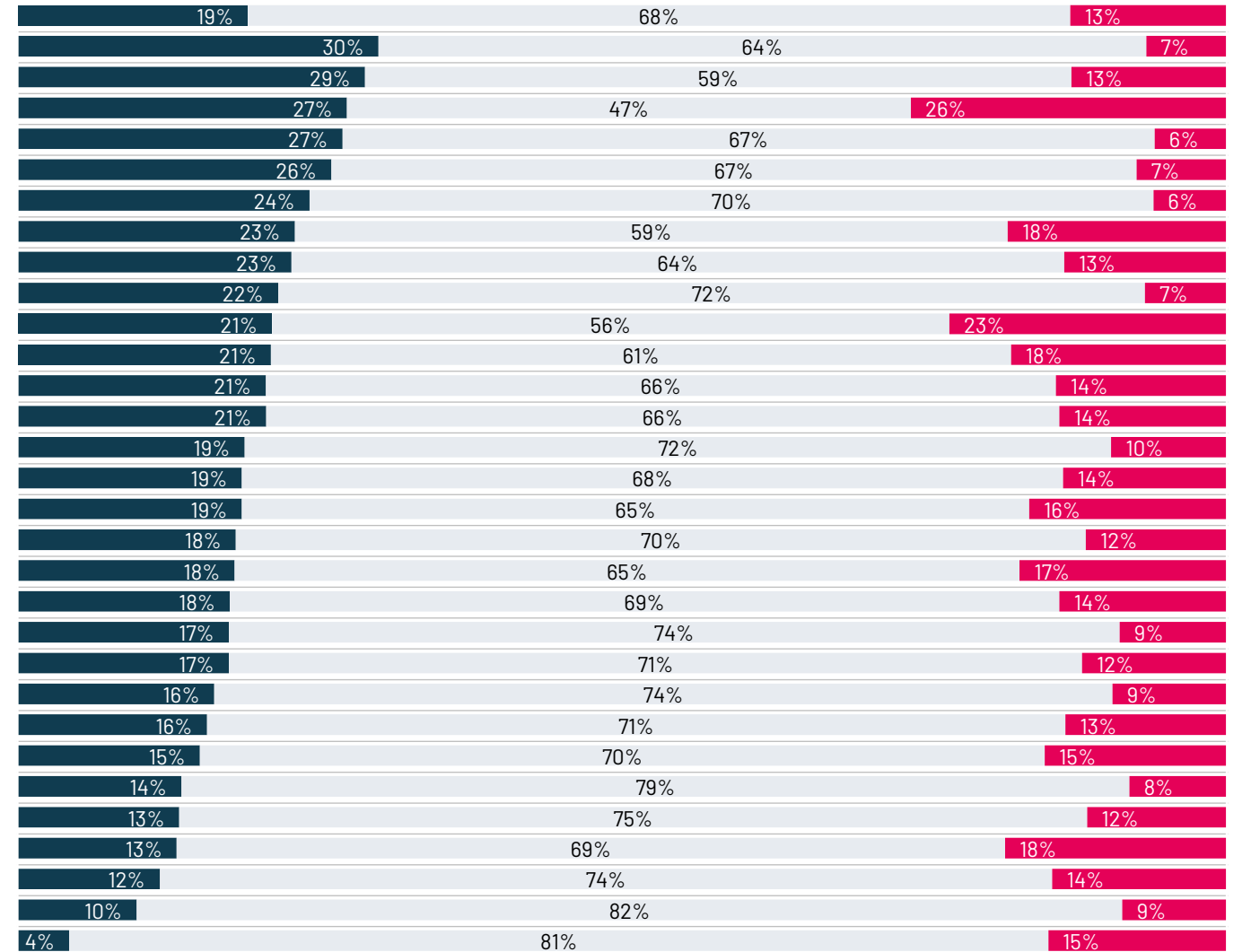
South Korea

Japan

Gaining influence

Holding steady

Losing influence



EU influence

Q: Do you believe that the following are gaining influence, losing influence, or holding steady on the world stage?

European Union

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

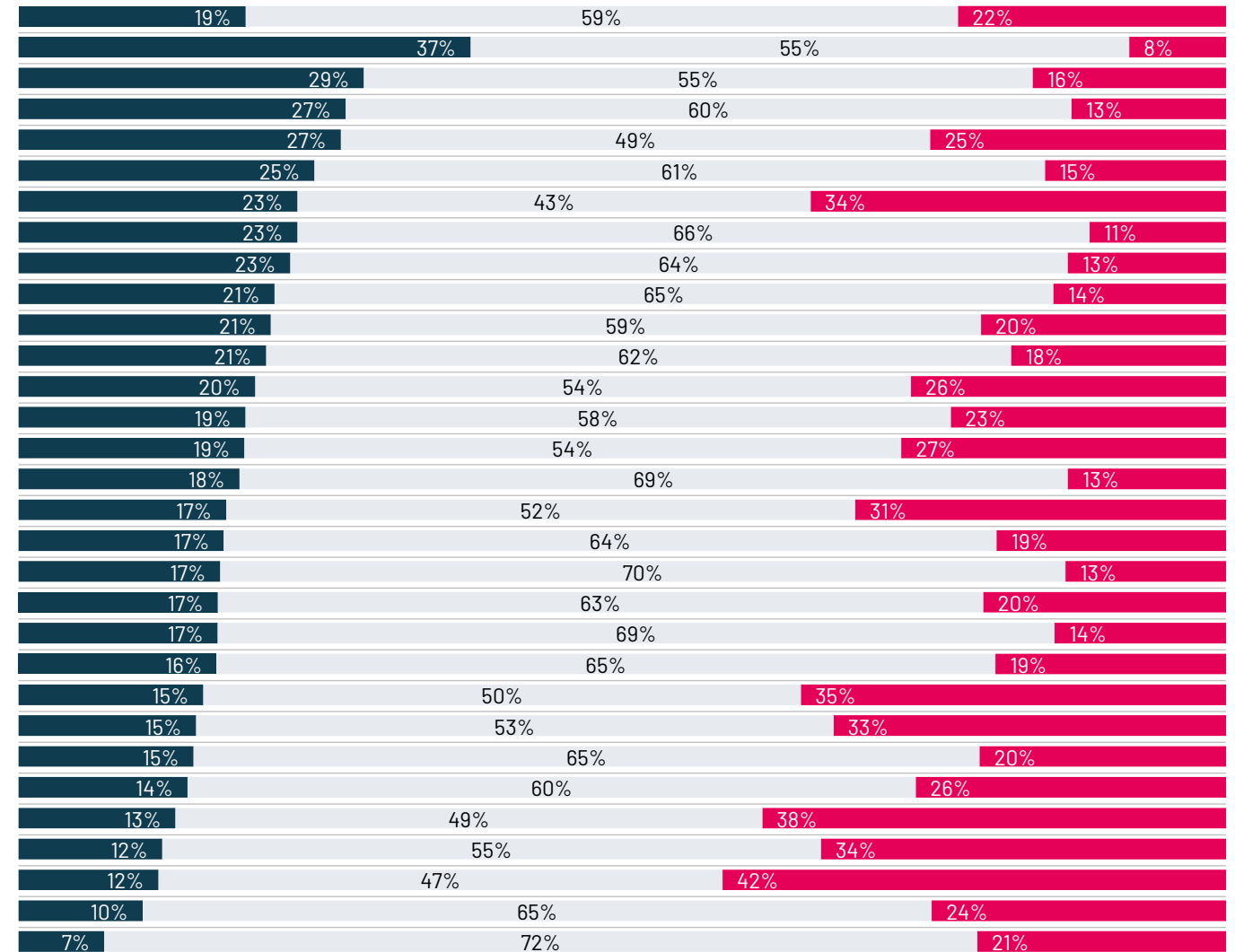
30-country average

Indonesia
South Africa
Peru
India
Sweden
Türkiye
Colombia
Thailand
Malaysia
Germany
Brazil
Poland
Ireland
Netherlands
Mexico
Great Britain
Argentina
Chile
Canada
South Korea
United States
Hungary
Spain
New Zealand
Australia
Belgium
Italy
France
Singapore
Japan

Gaining influence

Holding steady

Losing influence



Western/developed countries influence

Q: Do you believe that the following are gaining influence, losing influence, or holding steady on the world stage?

Western, developed countries generally

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

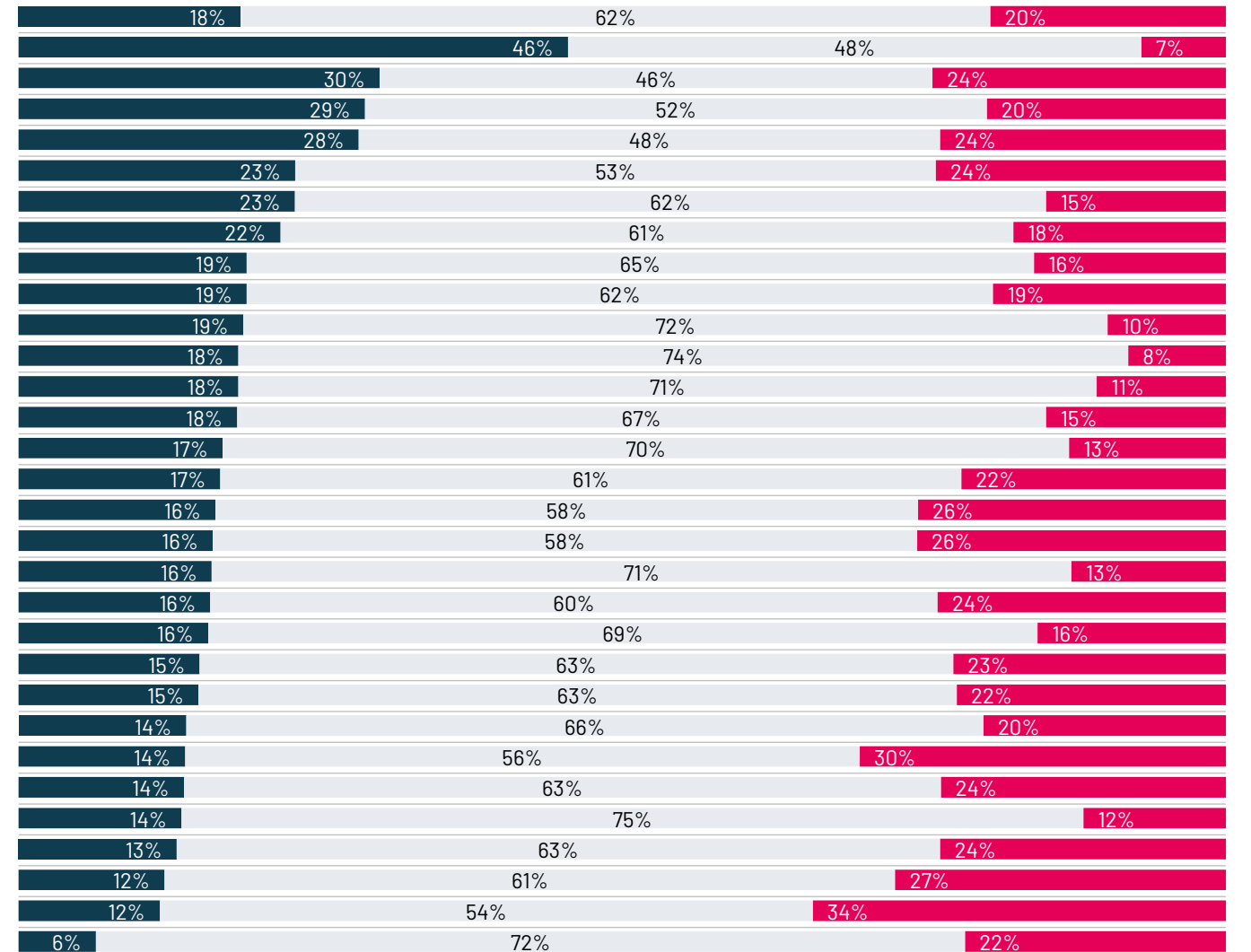
30-country average

Indonesia
Türkiye
South Africa
India
Hungary
Brazil
Malaysia
Poland
Germany
Peru
Chile
Colombia
Sweden
South Korea
Ireland
Netherlands
Great Britain
Thailand
Italy
Argentina
New Zealand
Australia
United States
Belgium
Spain
Mexico
Canada
Singapore
France
Japan

Gaining influence

Holding steady

Losing influence



UN influence

Q: Do you believe that the following are gaining influence, losing influence, or holding steady on the world stage?

The United Nations

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

South Africa

Indonesia

India

Malaysia

Türkiye

Thailand

Brazil

Peru

Colombia

Chile

Germany

Argentina

Sweden

Mexico

Great Britain

South Korea

Australia

Belgium

Italy

United States

Ireland

Hungary

France

Netherlands

Canada

Spain

Poland

Singapore

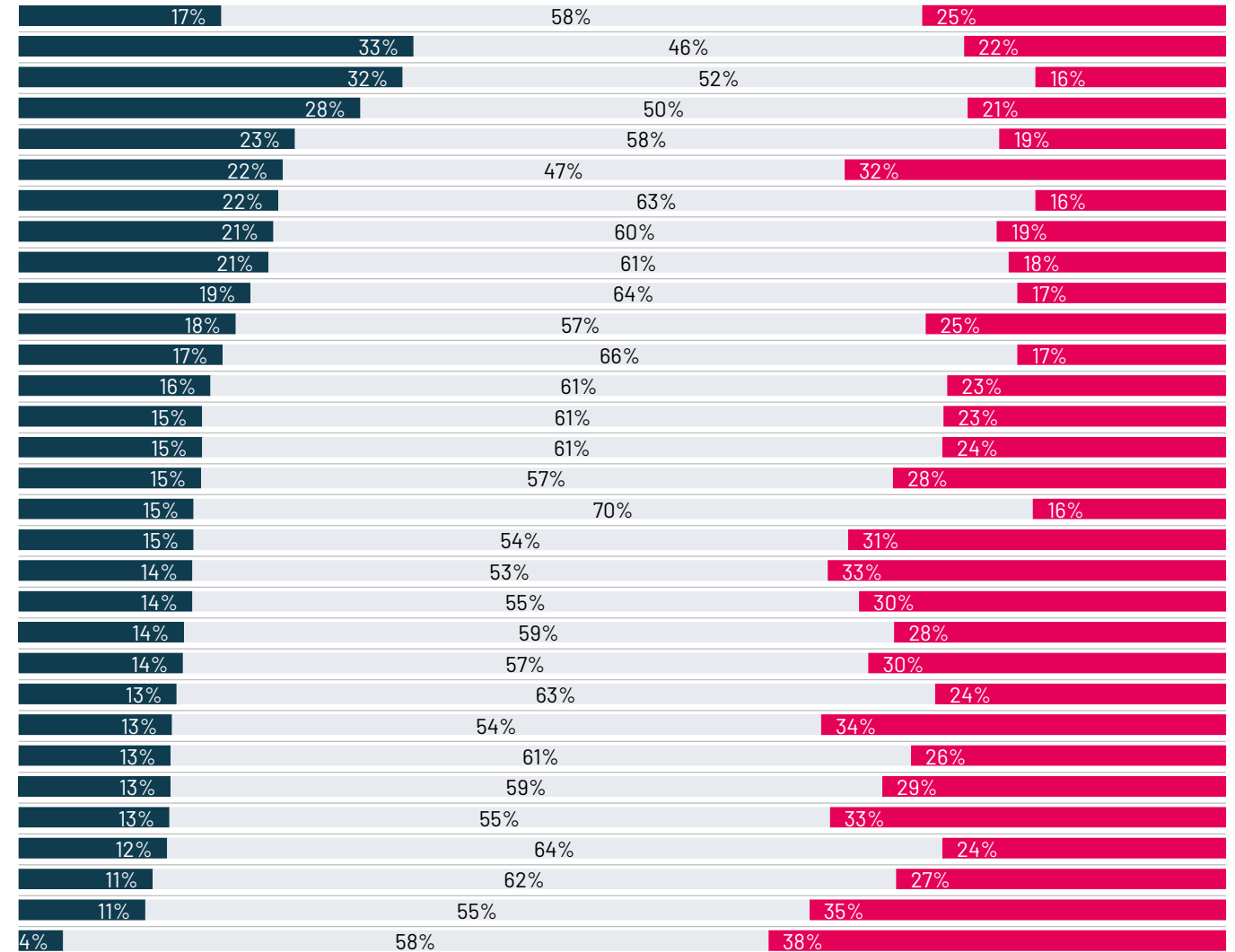
New Zealand

Japan

Gaining influence

Holding steady

Losing influence



NATO influence

Q: Do you believe that the following are gaining influence, losing influence, or holding steady on the world stage?

NATO

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Sweden

Poland

India

Indonesia

Germany

Türkiye

Thailand

Netherlands

Hungary

South Africa

Brazil

Italy

Great Britain

Malaysia

Belgium

United States

South Korea

Australia

Canada

Spain

Peru

Ireland

New Zealand

Chile

Colombia

Mexico

Argentina

France

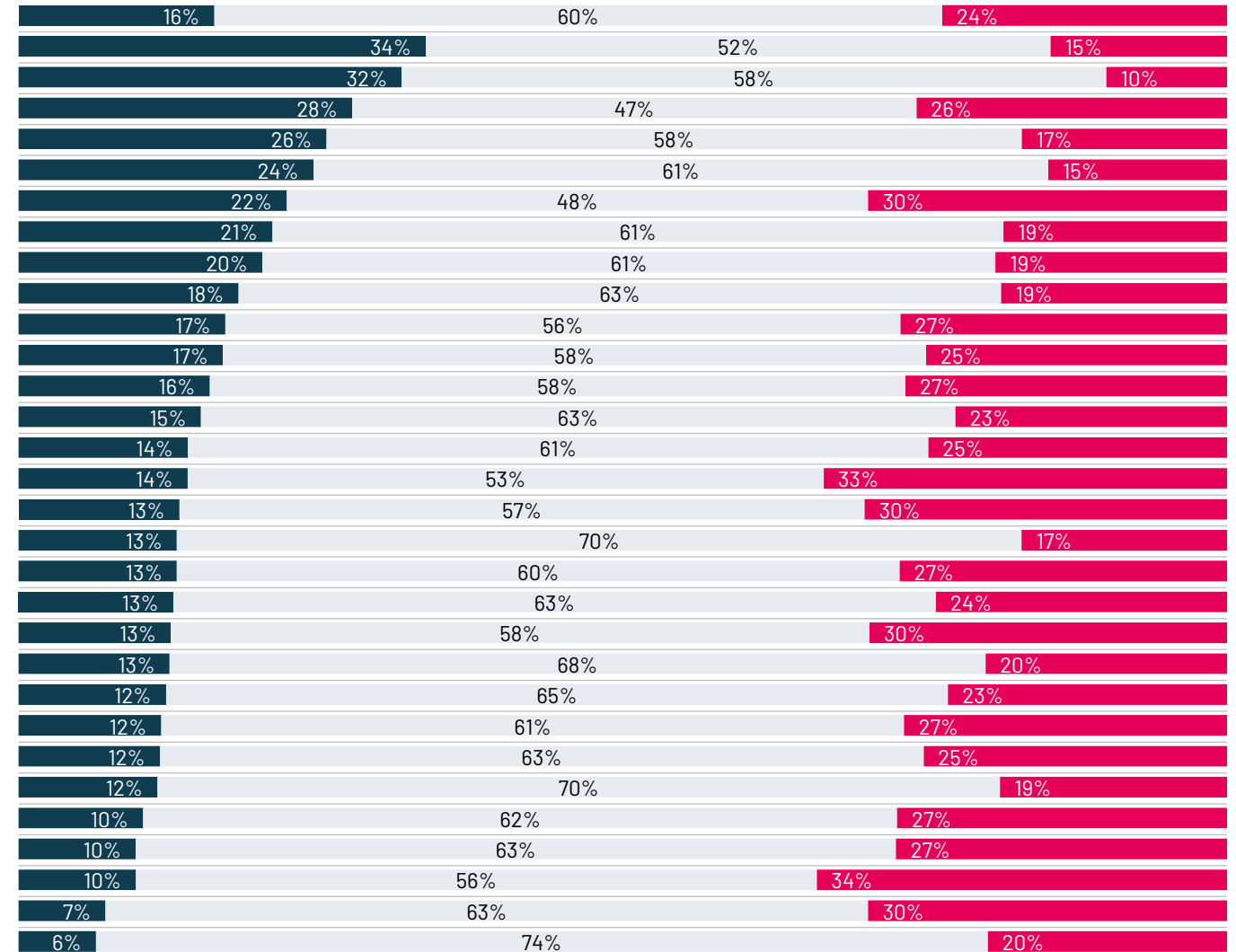
Singapore

Japan

Gaining influence

Holding steady

Losing influence



Global South influence

Q: Do you believe that the following are gaining influence, losing influence, or holding steady on the world stage?

The Global South

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

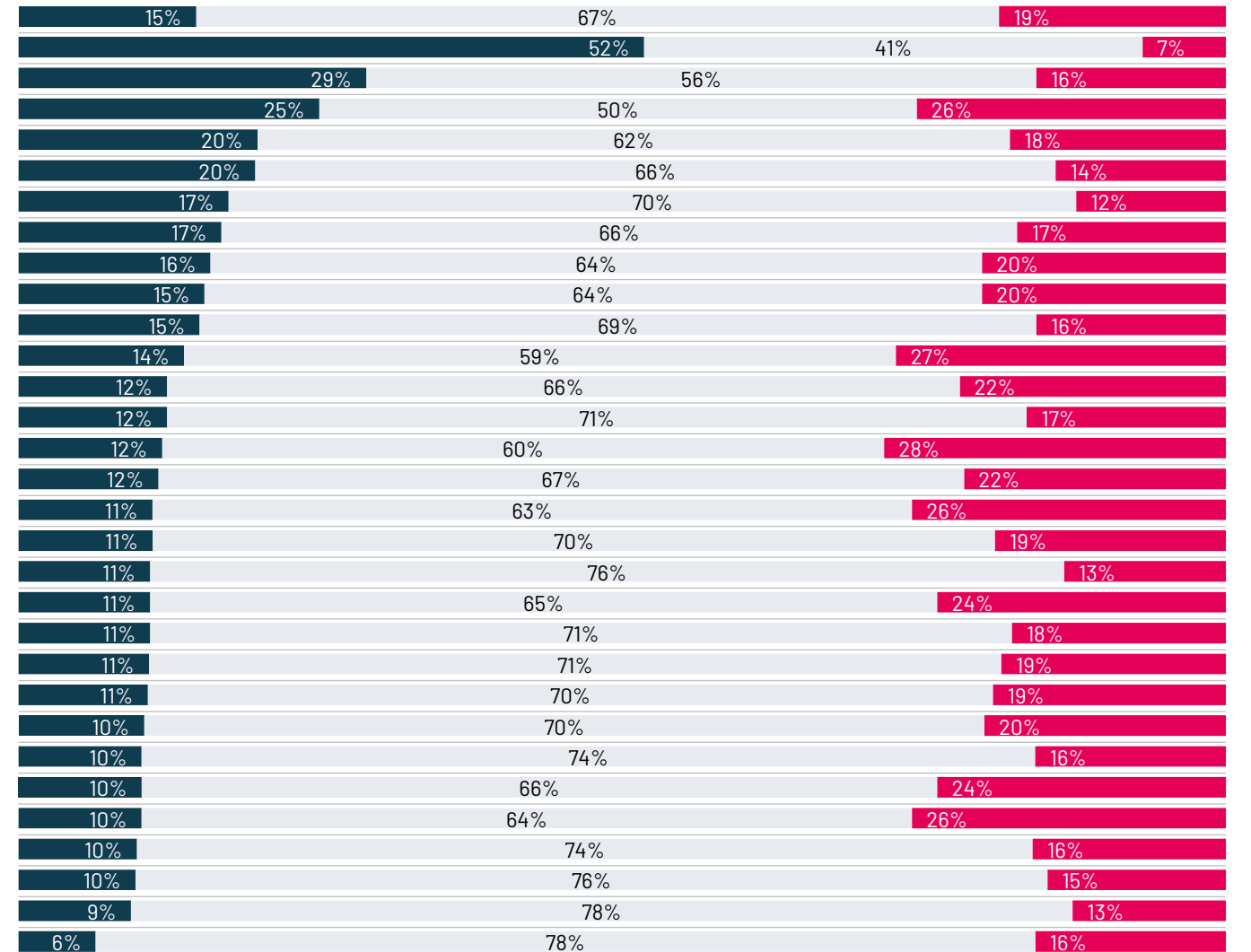
30-country average

Indonesia
South Africa
India
Türkiye
Brazil
Malaysia
Thailand
Great Britain
France
Germany
Hungary
Argentina
Mexico
Italy
Ireland
Netherlands
Singapore
Chile
Belgium
Japan
Australia
New Zealand
Canada
Colombia
United States
Spain
Poland
Sweden
Peru
South Korea

Gaining influence

Holding steady

Losing influence



Attitudes on Trump and America

Citizens of 30 Countries Assess
Threats and Engagement in
International Affairs

Tariffs

Q: Using tariffs is an effective way for my government to stand up for the country's economic interests

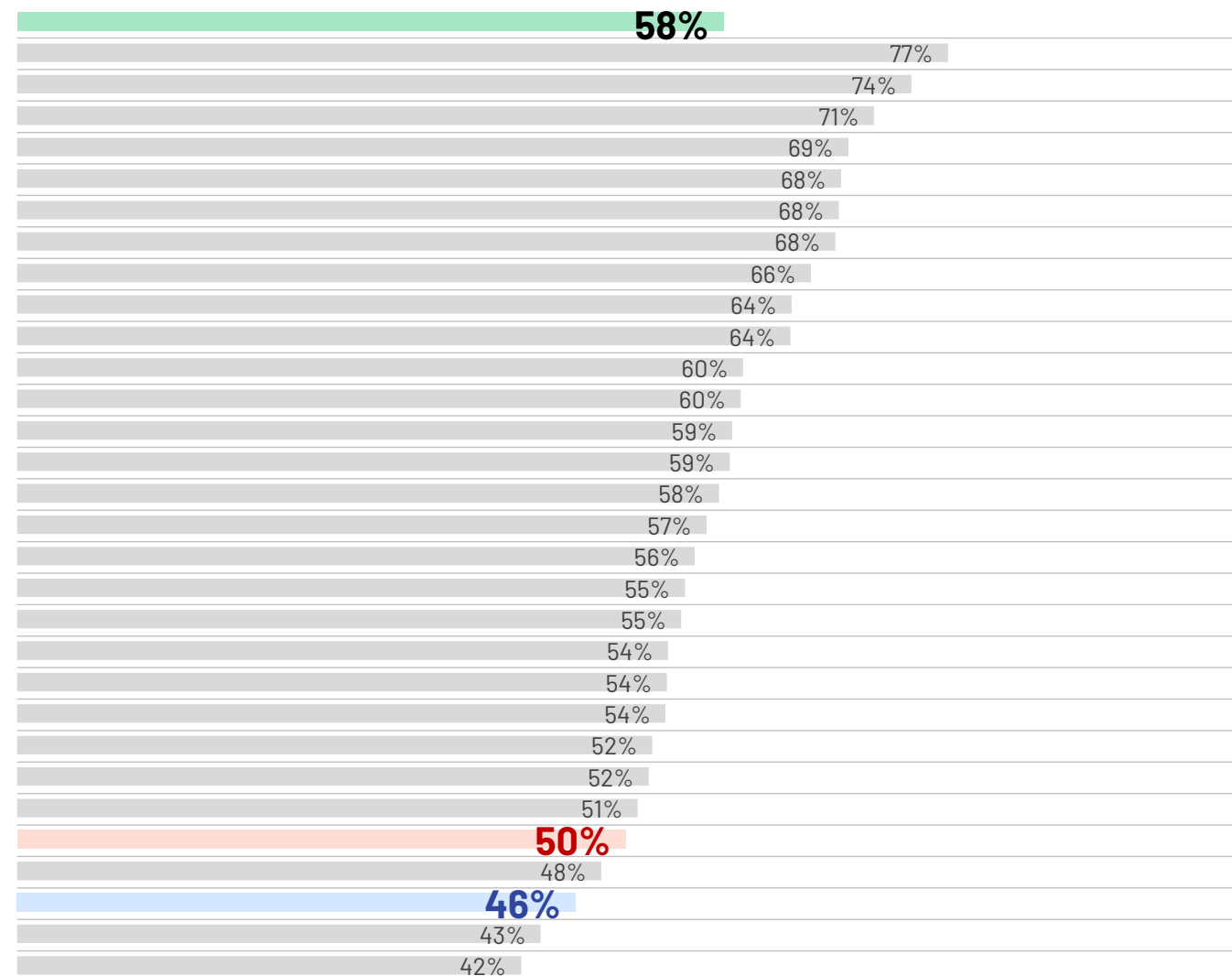
Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Malaysia
Thailand
Peru
Poland
Chile
India
South Africa
Argentina
France
Colombia
South Korea
Great Britain
Türkiye
Mexico
Japan
Spain
Indonesia
Ireland
Belgium
Netherlands
Germany
Singapore
Australia
Brazil
Hungary
Canada
Sweden
United States
New Zealand
Italy

% somewhat/strongly agree



Trump's impact on world affairs

Q: U.S. President Donald Trump's approach to world affairs has made the world a safer place today

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

India

Thailand

Peru

Chile

United States

Brazil

Colombia

Malaysia

South Africa

Great Britain

Argentina

Poland

Mexico

Indonesia

Australia

Hungary

Singapore

South Korea

Ireland

Türkiye

Spain

Italy

New Zealand

Japan

Netherlands

Belgium

France

Germany

Sweden

Canada

% somewhat/strongly agree

29%

61%

51%

51%

40%

39%

35%

34%

33%

33%

32%

31%

30%

30%

29%

28%

27%

26%

26%

26%

25%

25%

24%

21%

21%

20%

19%

18%

18%

17%

15%

Role of U.S. post-Trump

Q: Once U.S. President Donald Trump is no longer president, the United States will go back to its more traditional role on the world stage

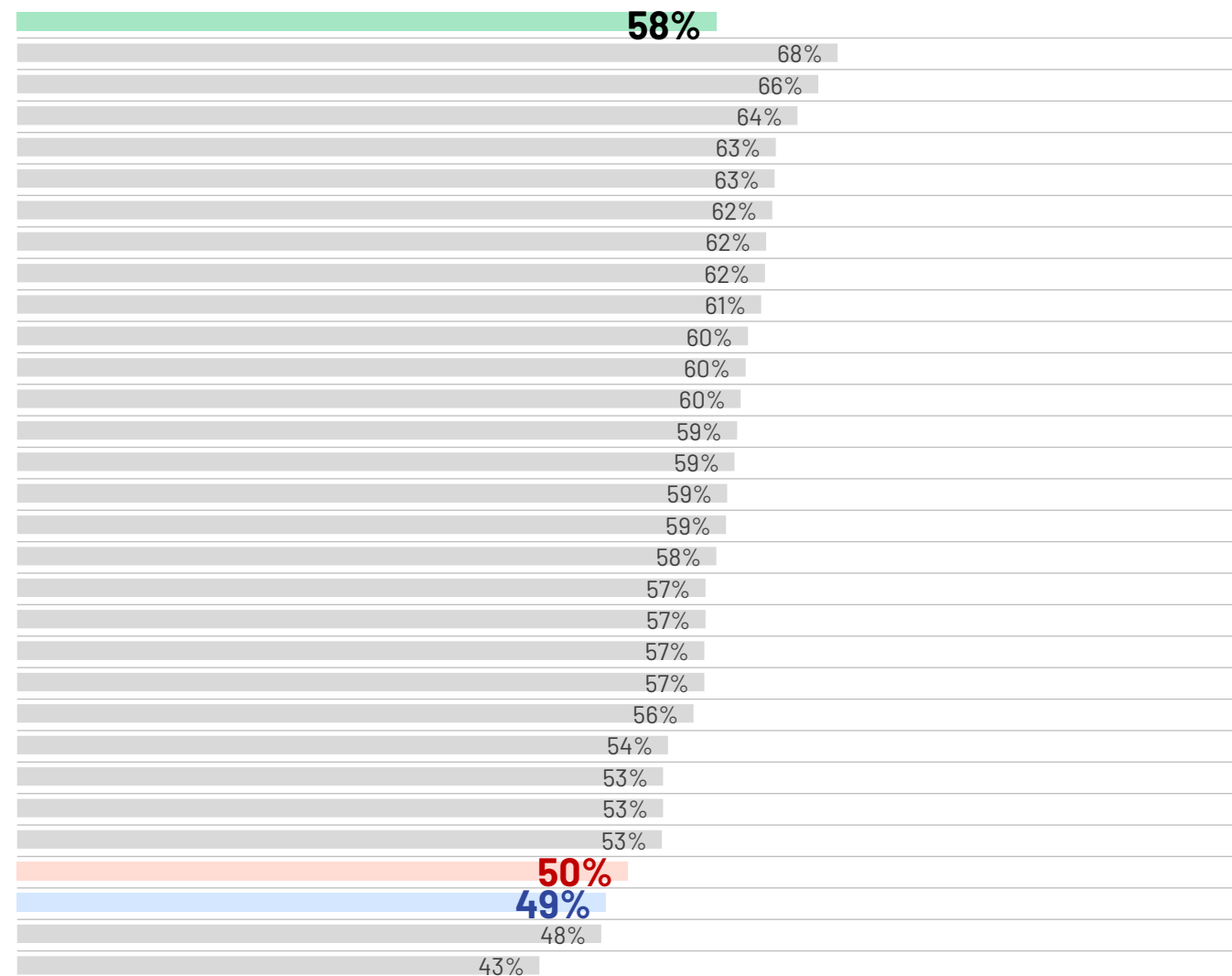
Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Indonesia
South Korea
Thailand
Mexico
Peru
Belgium
Netherlands
India
South Africa
Chile
Malaysia
Italy
Great Britain
Spain
Germany
Australia
Hungary
Singapore
New Zealand
Poland
France
Ireland
Brazil
Colombia
Sweden
Türkiye
Canada
United States
Argentina
Japan

% somewhat/strongly agree



Trump as peacemaker?

Q: U.S. President Donald Trump is a peacemaker

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

India

Thailand

Peru

United States

Brazil

Great Britain

Poland

Hungary

South Africa

South Korea

Australia

Chile

Singapore

Malaysia

Argentina

Ireland

Colombia

Italy

New Zealand

Japan

Indonesia

Mexico

Türkiye

Spain

France

Netherlands

Sweden

Canada

Belgium

Germany

% somewhat/strongly agree

26%

55%

41%

36%

36%

34%

33%

33%

29%

27%

27%

26%

26%

26%

25%

24%

24%

24%

23%

22%

22%

22%

22%

21%

21%

19%

19%

18%

18%

18%

18%

17%

Moving to the U.S.

Q: I'd be willing to move to the United States if given the opportunity

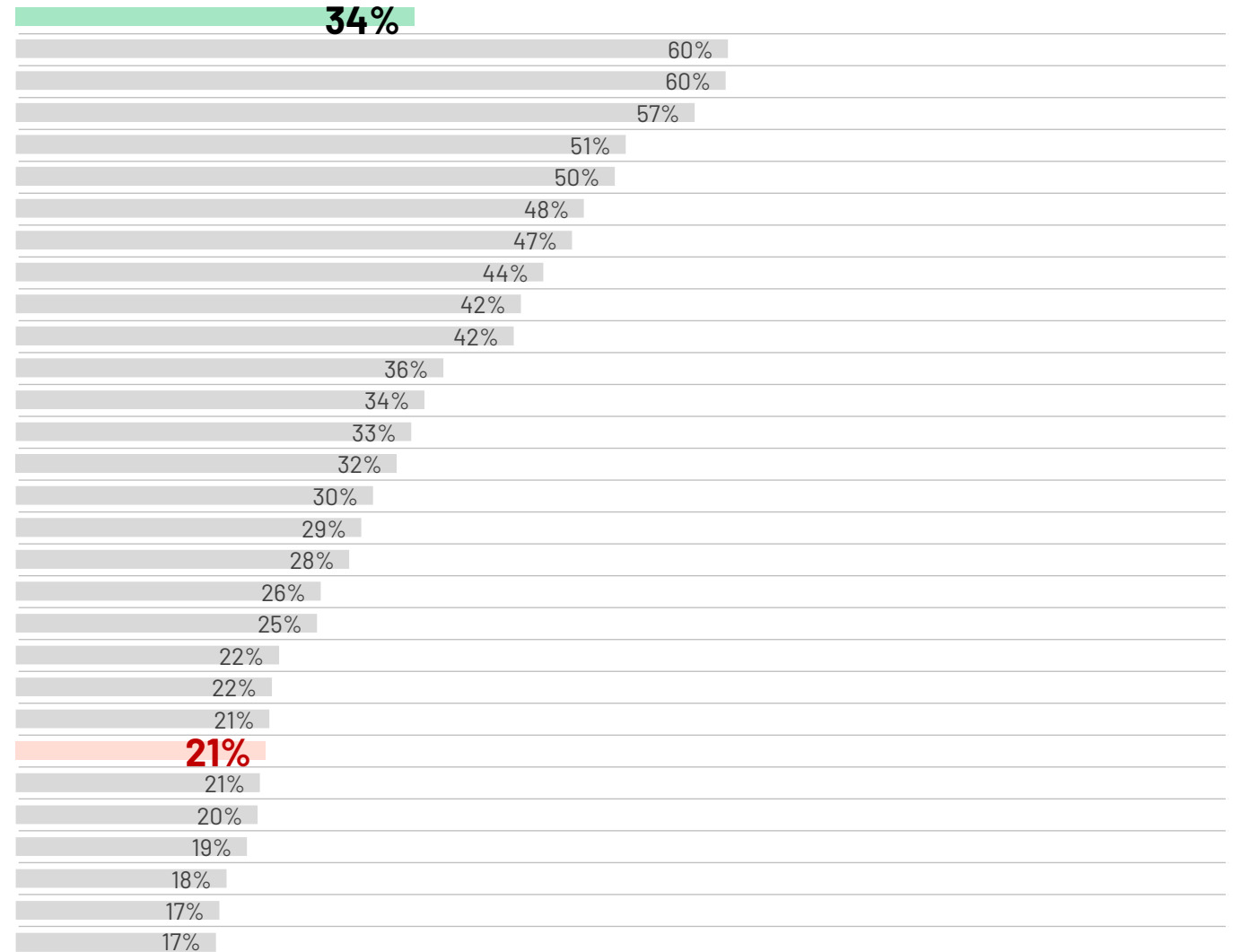
Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

29-country average*

Peru
India
Colombia
Mexico
South Africa
Chile
Thailand
Argentina
Brazil
Türkiye
Hungary
South Korea
Indonesia
Poland
Great Britain
Singapore
Italy
Ireland
Malaysia
Australia
Spain
New Zealand
Canada
Germany
Belgium
Sweden
Japan
Netherlands
France

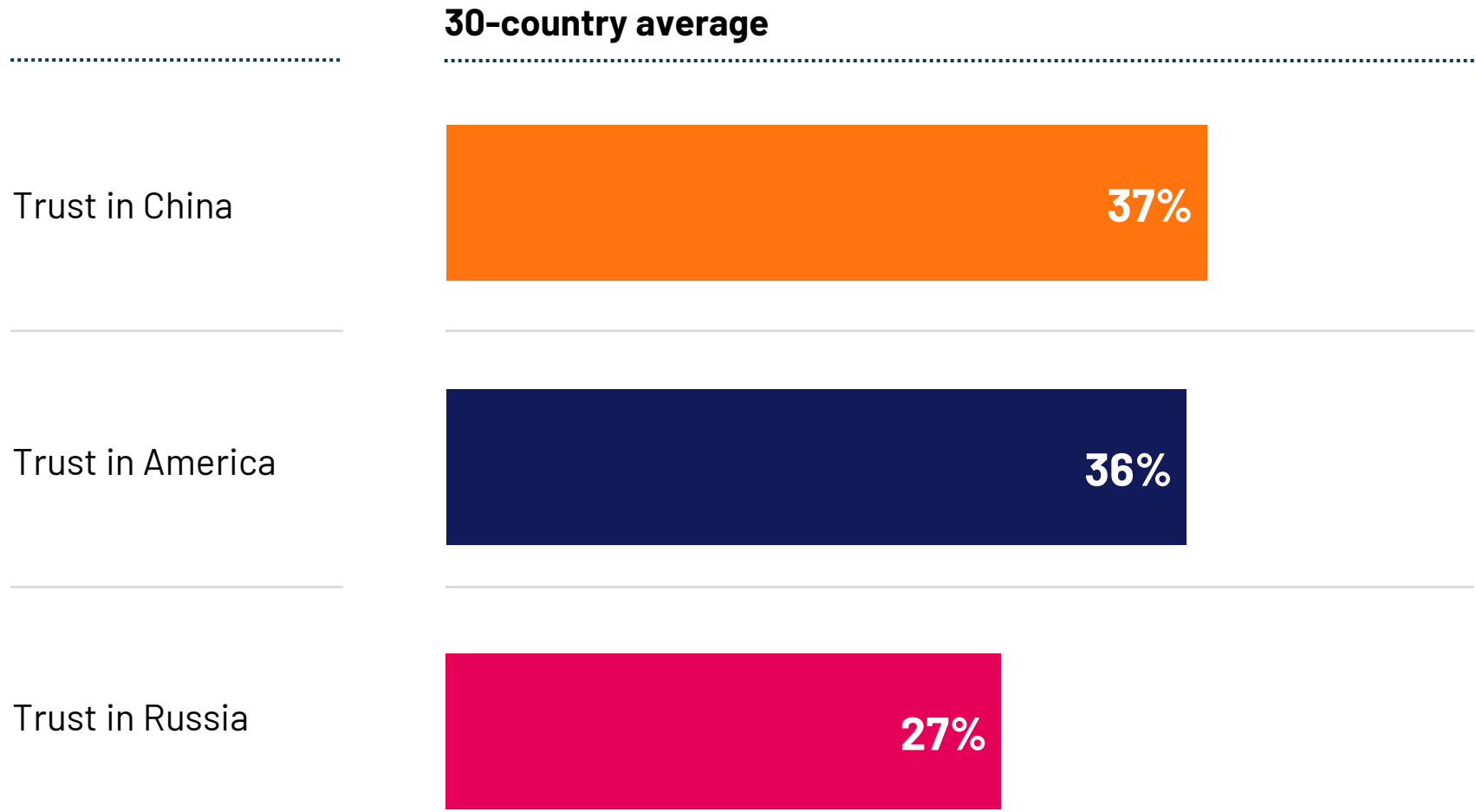
% somewhat/strongly agree



Trust in China, America and Russia

30-country average

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.



Trust in China

Q: China can be trusted

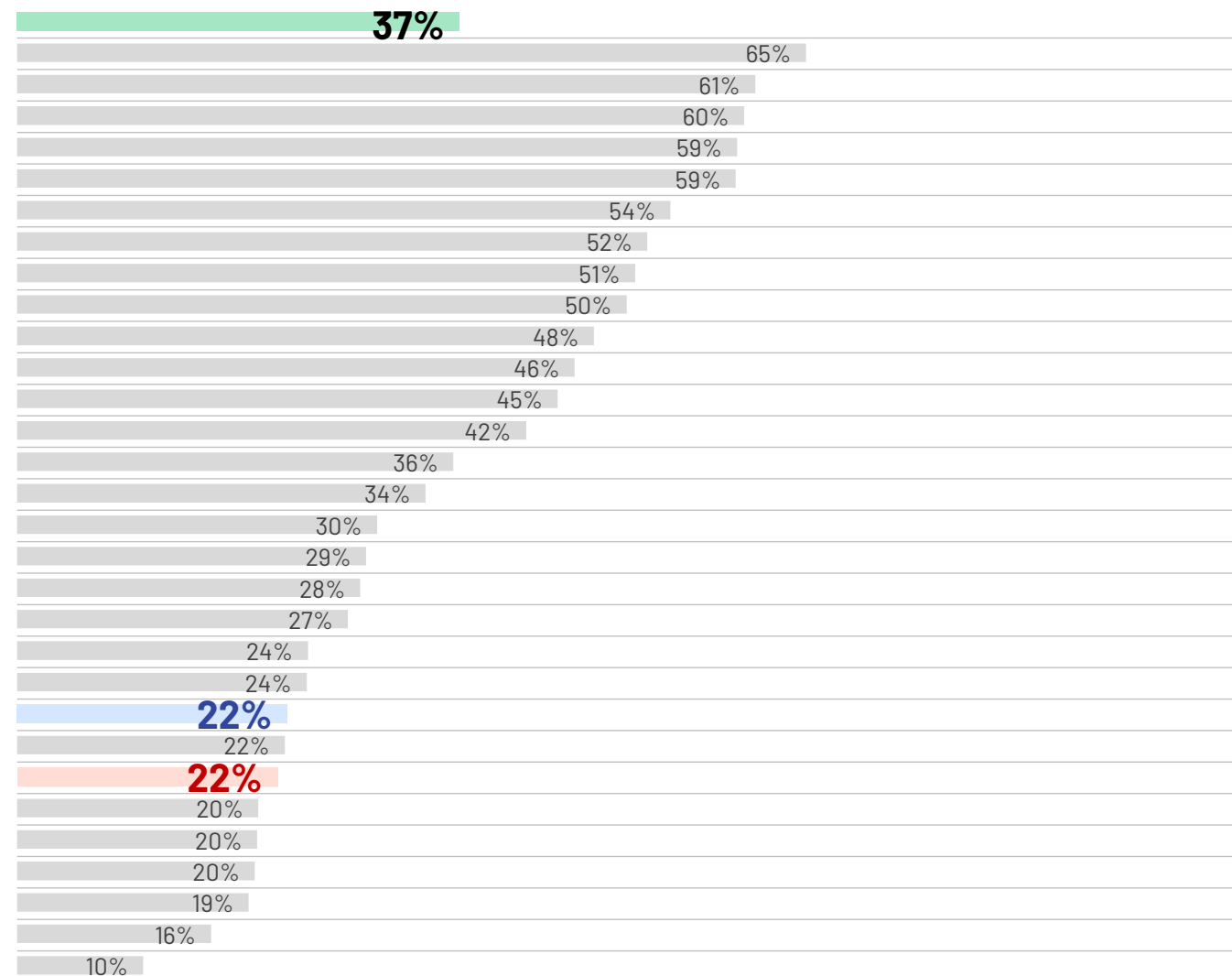
Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Indonesia
Peru
Malaysia
South Africa
Mexico
Thailand
Singapore
Colombia
Chile
India
Argentina
Türkiye
Brazil
Italy
Hungary
Spain
New Zealand
Ireland
Australia
Belgium
Great Britain
United States
Poland
Canada
Germany
Netherlands
France
South Korea
Sweden
Japan

% somewhat/strongly agree



Trust in America

Q: The United States of America can be trusted

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

India

Peru

Thailand

United States

Chile

Colombia

Poland

Argentina

South Korea

Great Britain

South Africa

Hungary

Brazil

Mexico

Japan

Australia

Singapore

Italy

Malaysia

Spain

Indonesia

Ireland

France

New Zealand

Netherlands

Türkiye

Germany

Belgium

Canada

Sweden

% somewhat/strongly agree

36%

56%

55%

54%

53%

49%

47%

47%

43%

43%

40%

40%

40%

39%

35%

34%

34%

34%

34%

32%

30%

29%

28%

28%

28%

27%

25%

25%

23%

22%

22%

Trust in Russia

Q: Russia can be trusted

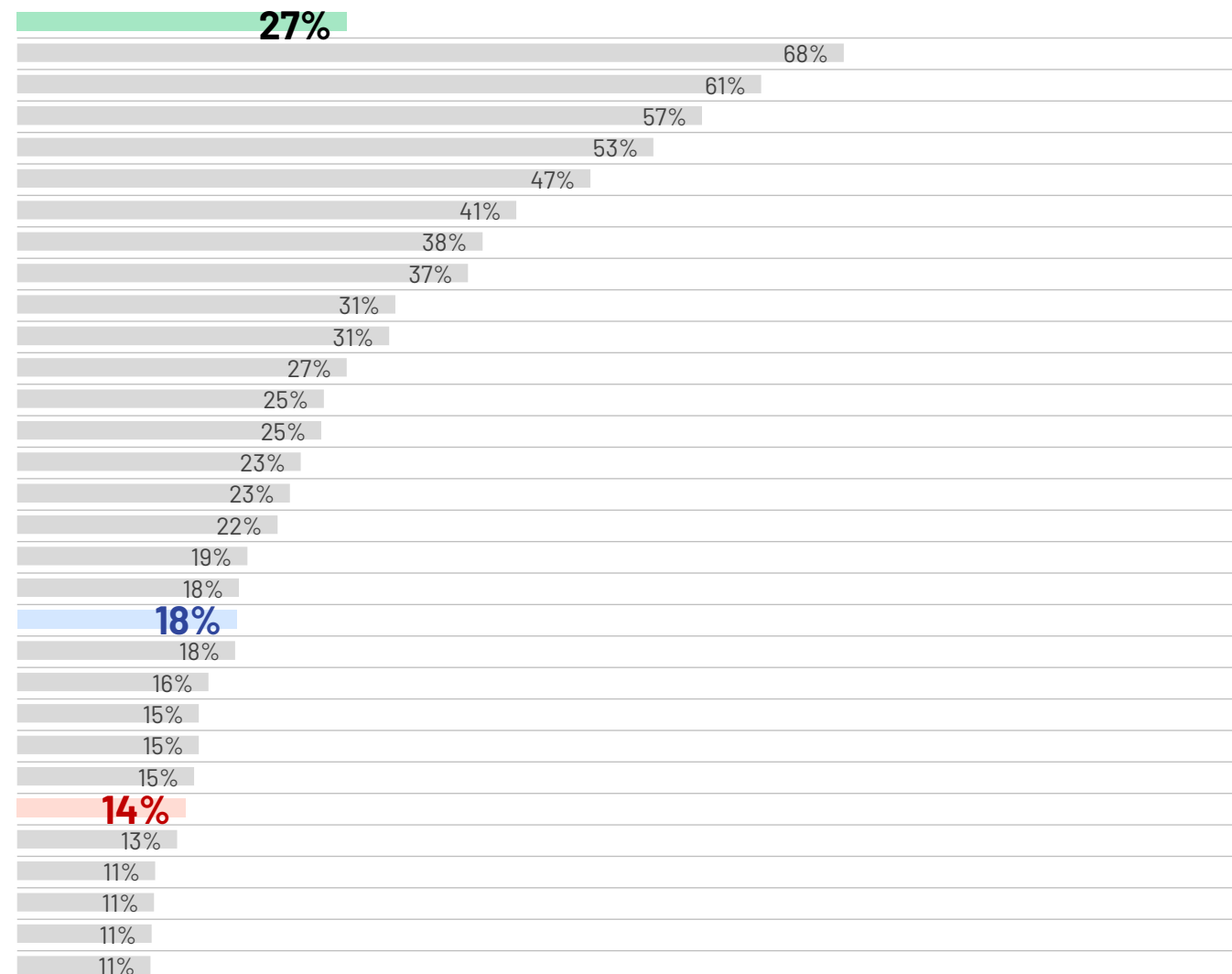
Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Indonesia
India
Malaysia
Thailand
Mexico
Peru
South Africa
Türkiye
Argentina
Chile
Colombia
Singapore
Brazil
Hungary
Italy
South Korea
Australia
Great Britain
United States
Ireland
New Zealand
Belgium
Germany
France
Canada
Spain
Poland
Netherlands
Sweden
Japan

% somewhat/strongly agree



Views on Democracy, U.S. and Western Values

Citizens of 30 Countries Assess
Threats and Engagement in
International Affairs

Universal vs. Western Values

Q: Which of the following is closest to your point of view:

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

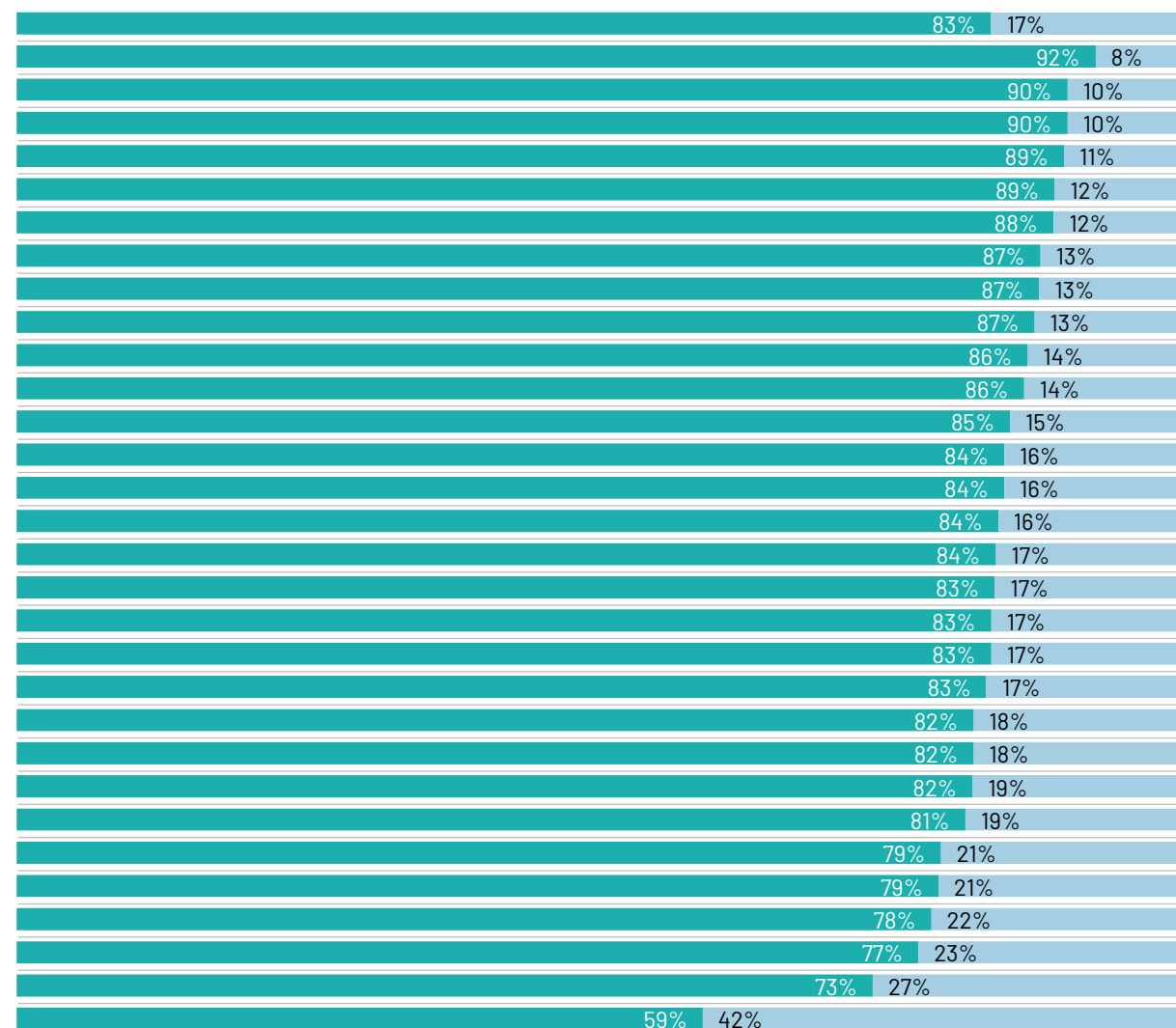
30-country average

Colombia
Indonesia
South Korea
Peru
Mexico
Argentina
Chile
Hungary
Thailand
Malaysia
South Africa
Brazil
Italy
New Zealand
Germany
Poland
Türkiye
Spain
Netherlands
Canada
Australia
Singapore
United States
Sweden
Great Britain
France
Belgium
Ireland
Japan
India

Democracy, human rights and the rule of law are
"Universal Values" that all nations deserve and can aspire to

Democracy, human rights and the rule of law are
"Western Values" and only possible in those countries.

Change 2024
"Universal Values"



2 pp
2 pp
2 pp
3 pp
2 pp
-2 pp
1 pp
2 pp
4 pp
6 pp
8 pp
4 pp
1 pp
2 pp
5 pp
6 pp
0 pp
-5 pp
1 pp
2 pp
5 pp
2 pp
5 pp
-2 pp
3 pp
-1 pp
3 pp
-2 pp
-1 pp
2 pp
-1 pp

The role of free trade in a global economy

Q: Free trade is beneficial for my country's economy

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Singapore

Mexico

Peru

Netherlands

Malaysia

South Korea

New Zealand

Great Britain

Canada

Ireland

Chile

Thailand

Australia

Colombia

Poland

South Africa

Germany

Italy

United States

Sweden

Hungary

India

Spain

Brazil

Indonesia

Belgium

Türkiye

Argentina

Japan

France

% somewhat/strongly agree

69%

80%

78%

78%

78%

78%

77%

76%

76%

76%

75%

74%

74%

74%

74%

72%

71%

69%

69%

69%

68%

66%

65%

64%

61%

60%

60%

60%

57%

54%

52%

Change 2024

-1 pp

5 pp

-2 pp

2 pp

-2 pp

-1 pp

5 pp

1 pp

0 pp

10 pp

-1 pp

3 pp

2 pp

4 pp

3 pp

-6 pp

0 pp

1 pp

6 pp

0 pp

3 pp

3 pp

-7 pp

3 pp

-5 pp

-12 pp

-5 pp

-5 pp

-10 pp

-1 pp

3 pp

Respect of global institutions

Q: I would have more respect for global institutions and agreements if democratic nations had more influence over them than authoritarian nations

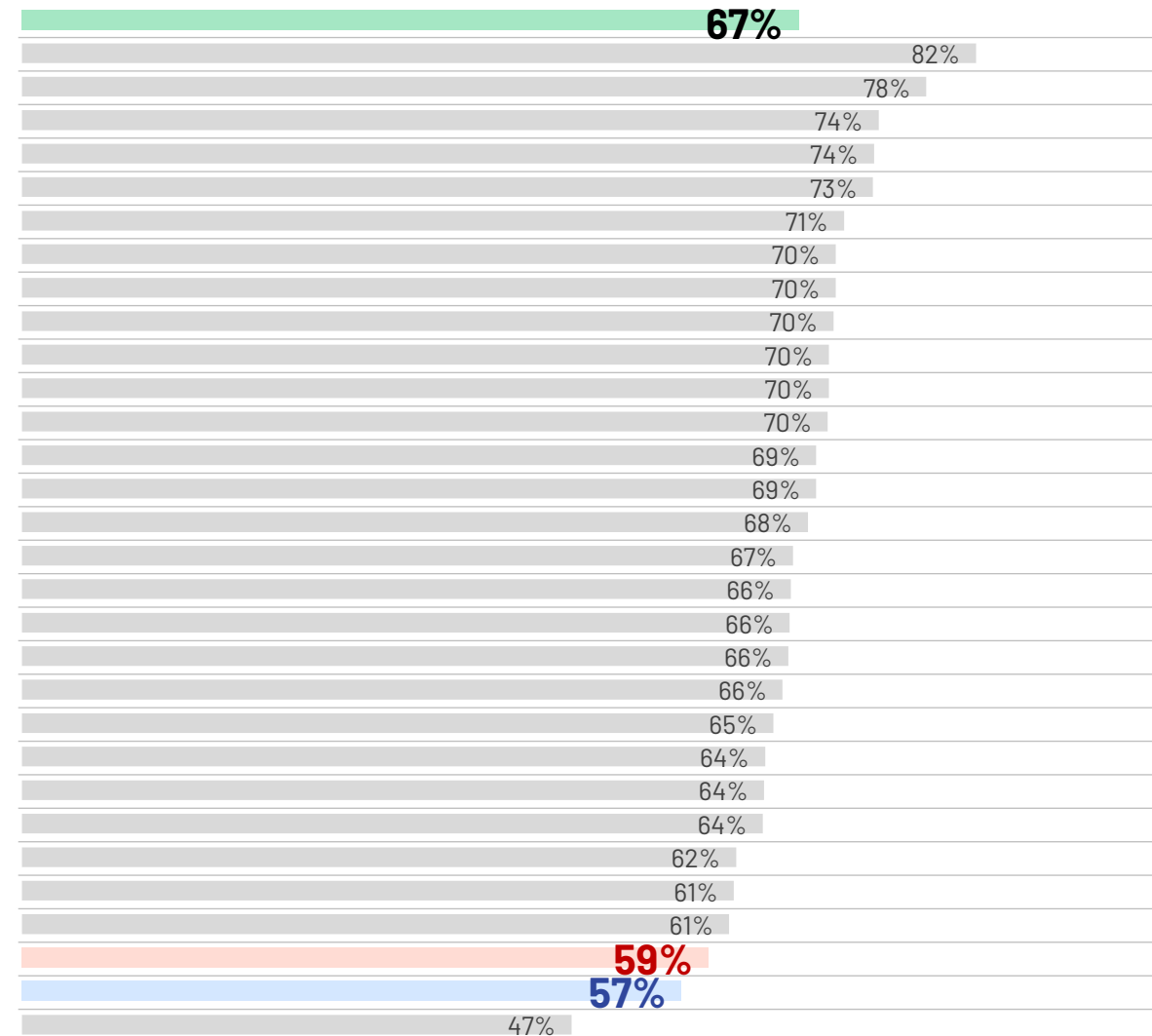
Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Indonesia
Thailand
South Korea
Malaysia
Peru
Chile
Colombia
South Africa
Singapore
Poland
Netherlands
Mexico
Sweden
Italy
Türkiye
Spain
Belgium
New Zealand
India
Australia
Argentina
Germany
France
Ireland
Great Britain
Hungary
Brazil
Canada
United States
Japan

% Somewhat/strongly agree



Change 2024

-1 pp
1 pp
2 pp
2 pp
-1 pp
2 pp
1 pp
-5 pp
-4 pp
-4 pp
-7 pp
0 pp
-5 pp
-3 pp
1 pp
-5 pp
-2 pp
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-1 pp
-5 pp
3 pp
-4 pp
2 pp
6 pp
-5 pp
1 pp
-4 pp
-3 pp
0 pp
-1 pp
-1 pp

Role of U.S., NATO and allies

Q: The United States and its allies, including NATO make the world more secure

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Poland

Great Britain

Netherlands

United States

India

Hungary

Thailand

South Korea

Peru

Ireland

Sweden

Germany

Australia

Chile

New Zealand

Colombia

Canada

Singapore

South Africa

Spain

Brazil

Italy

Belgium

France

Mexico

Argentina

Japan

Malaysia

Türkiye

Indonesia

% somewhat/strongly agree

51%

68%

65%

64%

64%

63%

60%

60%

58%

56%

55%

54%

54%

54%

52%

50%

50%

49%

49%

46%

45%

44%

44%

44%

43%

43%

41%

41%

40%

39%

33%

Change 2024

-4 pp

-6 pp

2 pp

-3 pp

-2 pp

-5 pp

2 pp

-6 pp

-6 pp

1 pp

1 pp

-5 pp

-2 pp

-4 pp

1 pp

-7 pp

-8 pp

-7 pp

-6 pp

-5 pp

-8 pp

-7 pp

-5 pp

-11 pp

-7 pp

-5 pp

-2 pp

-2 pp

-5 pp

-1 pp

-10 pp

Role of the U.S. as democratic leader

Q: When it comes to achieving positive outcomes in the world, the United States continues to be the most reliable leader for democratic nations

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Thailand

Peru

India

Colombia

Chile

United States

Poland

South Africa

South Korea

Brazil

Argentina

Mexico

Great Britain

Singapore

Malaysia

Japan

Hungary

Spain

Italy

Australia

France

Türkiye

Indonesia

Ireland

New Zealand

Belgium

Germany

Netherlands

Sweden

Canada

% Somewhat/strongly agree

42%

69%

66%

62%

53%

52%

52%

50%

48%

48%

47%

47%

43%

42%

40%

40%

40%

39%

38%

37%

37%

37%

35%

34%

34%

30%

30%

29%

29%

24%

23%

Change 2024

-9 pp

1 pp

-3 pp

-9 pp

-9 pp

-4 pp

-10 pp

-20 pp

-8 pp

-15 pp

-10 pp

-8 pp

-4 pp

2 pp

-15 pp

-10 pp

-8 pp

-6 pp

-11 pp

-11 pp

-7 pp

-12 pp

1 pp

-12 pp

-12 pp

-7 pp

-16 pp

-18 pp

-13 pp

-12 pp

-19 pp

Digital technology impact

Q: The revolution in digital technology will undermine and destroy the democratic freedoms that exist in the world today

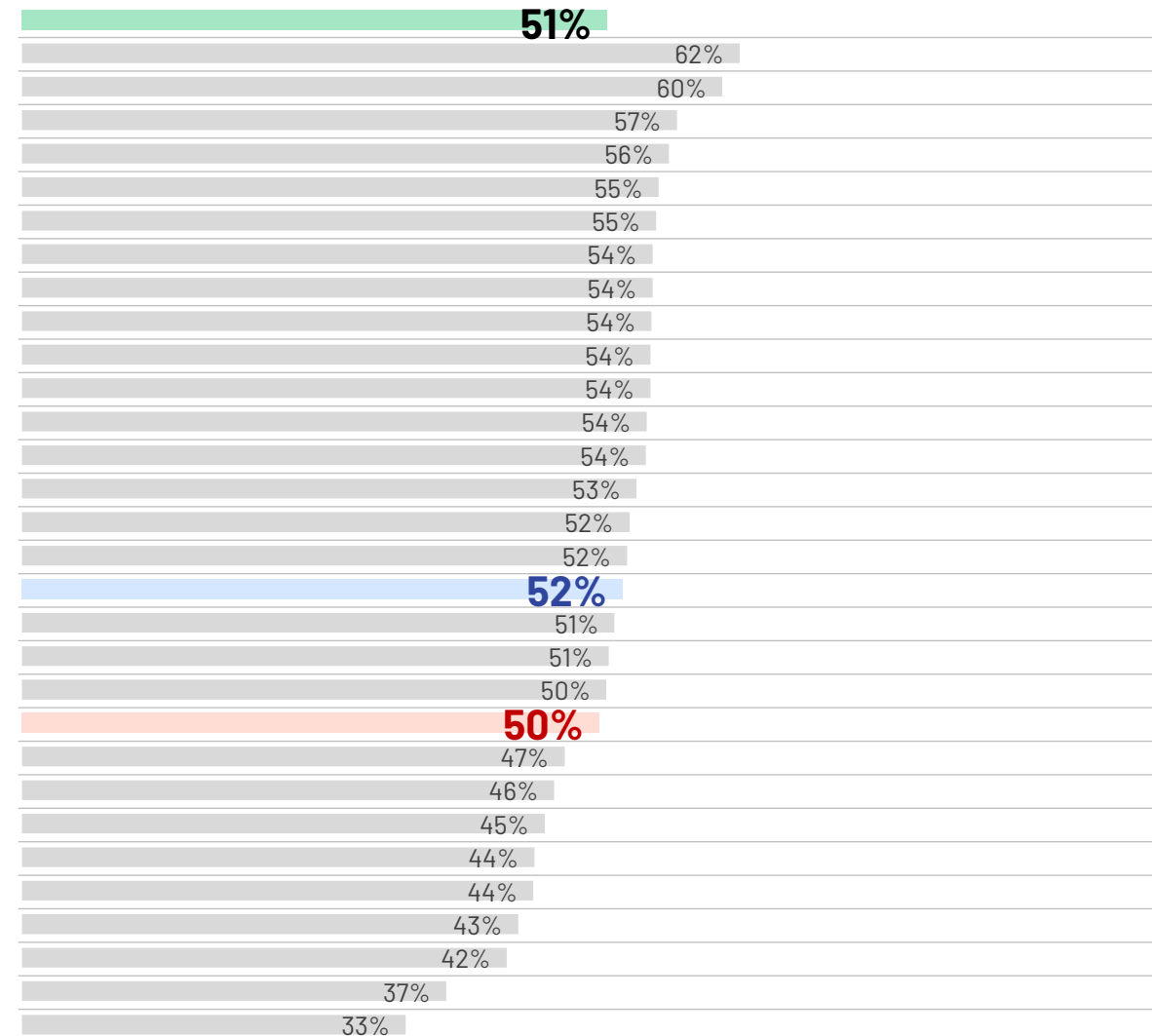
Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Malaysia
India
Peru
Thailand
Chile
South Africa
Singapore
Mexico
Türkiye
Colombia
Netherlands
Belgium
New Zealand
France
Australia
Indonesia
United States
Ireland
Great Britain
Argentina
Canada
Spain
Hungary
Germany
Poland
South Korea
Brazil
Italy
Sweden
Japan

% Somewhat/strongly agree



Change 2024

0 pp
-2 pp
-8 pp
-2 pp
1 pp
6 pp
-1 pp
-3 pp
3 pp
-1 pp
-5 pp
5 pp
-2 pp
2 pp
1 pp
-1 pp
-3 pp
9 pp
-2 pp
3 pp
2 pp
1 pp
-3 pp
-3 pp
-1 pp
-8 pp
0 pp
-4 pp
0 pp
-2 pp
4 pp

Democracy best form of government?

Q: Democracy may have its problems, but it is better than any other form of government

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Netherlands

Malaysia

Singapore

Poland

Germany

Great Britain

France

Sweden

Indonesia

Spain

Italy

Australia

New Zealand

Chile

Argentina

South Korea

Ireland

Brazil

Canada

United States

Mexico

South Africa

Hungary

Belgium

Colombia

Thailand

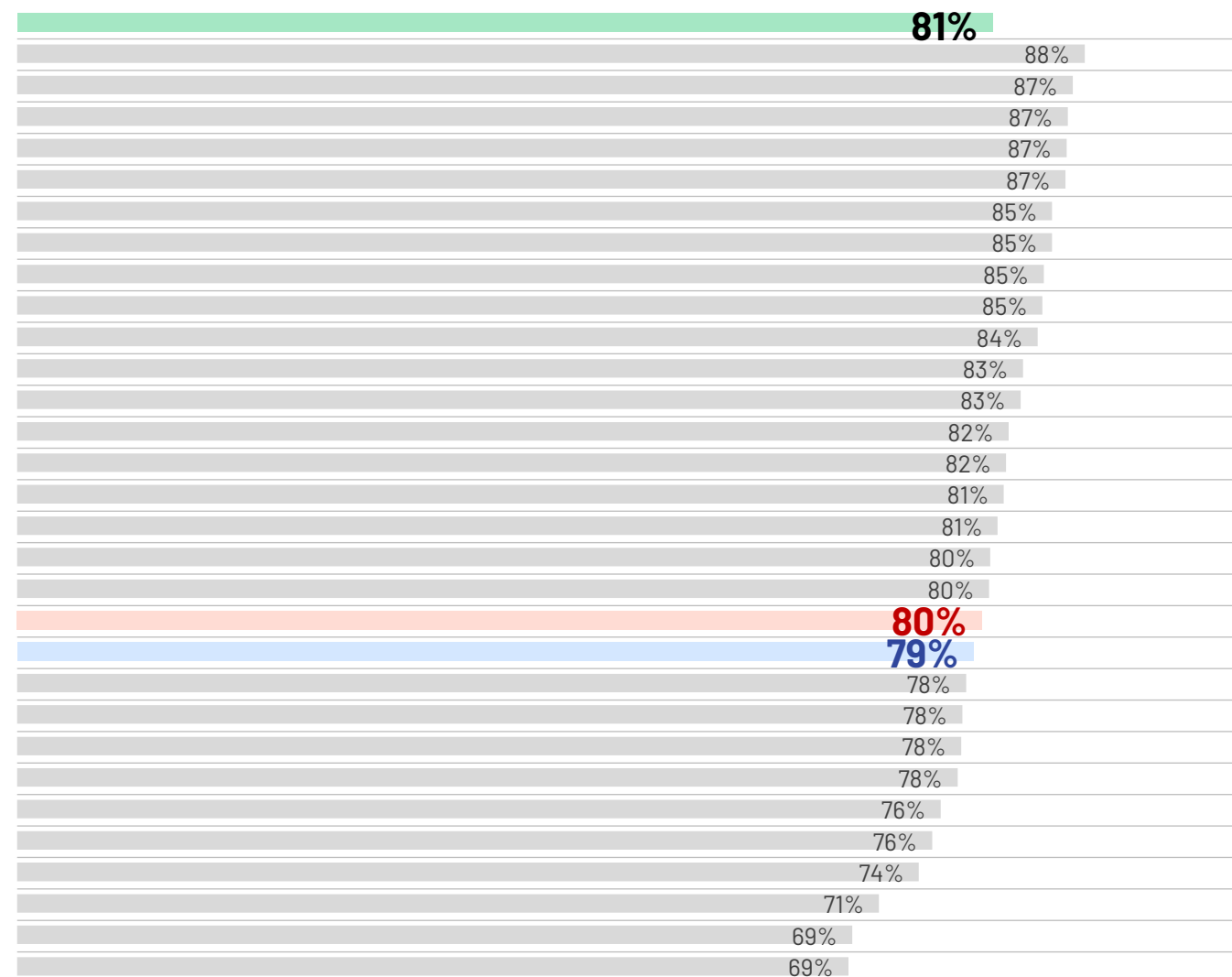
Türkiye

India

Peru

Japan

% somewhat/strongly agree



Democracy under threat?

Q: Democracy in my country is under threat

Base: 23,586 online adults under the age of 75 across 30 countries, interviewed 19 September – 3 October 2025.

Country

30-country average

Indonesia

Netherlands

Peru

Hungary

Colombia

Germany

Brazil

United States

France

South Africa

Türkiye

Thailand

Great Britain

India

Spain

Mexico

Italy

South Korea

Belgium

Japan

Chile

Canada

Poland

Ireland

Argentina

Malaysia

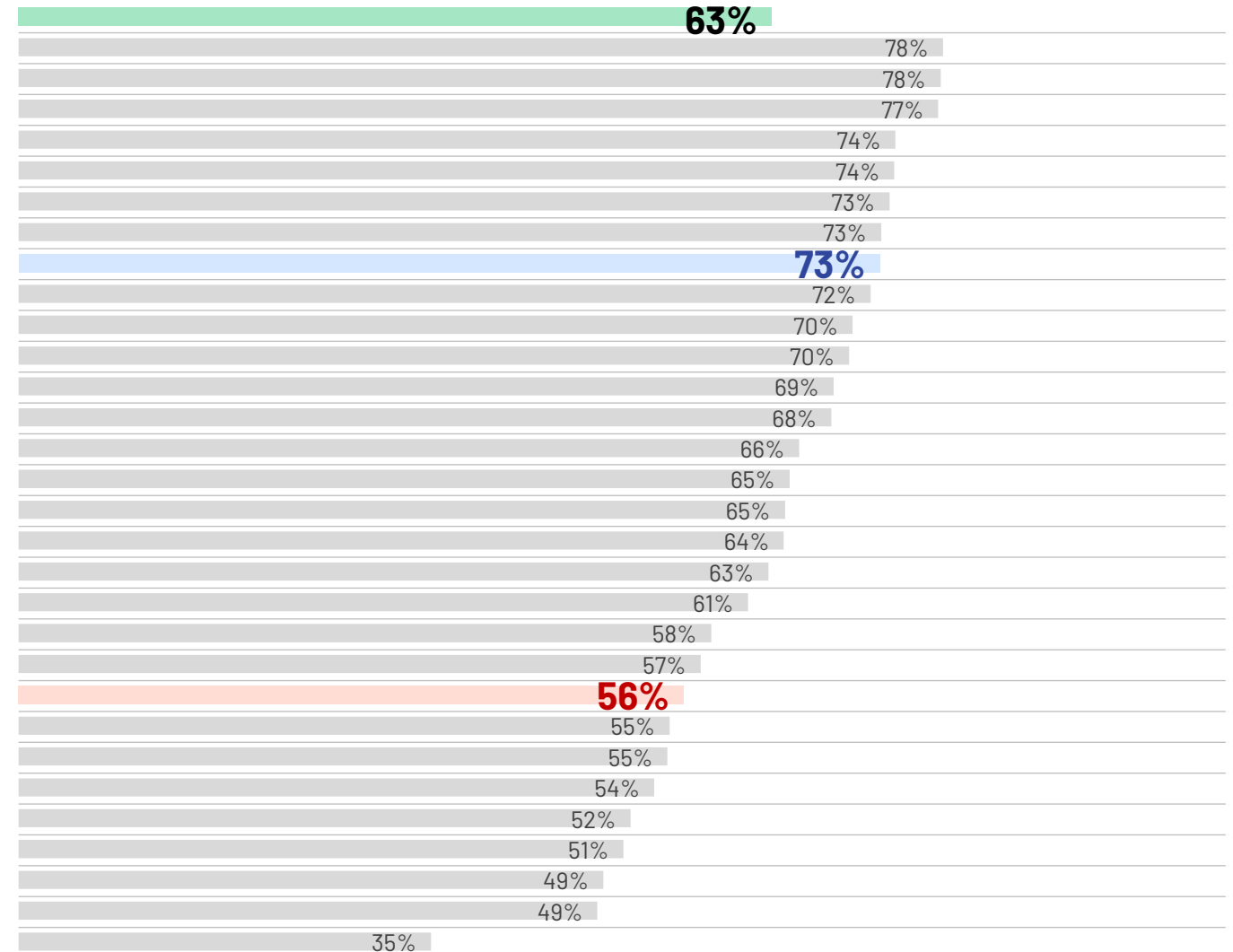
Australia

New Zealand

Sweden

Singapore

% somewhat/strongly agree



Methodology



METHODOLOGY

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, September 19, and Friday, October 3, 2025. For this survey, Ipsos interviewed a total of 23,586 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 2,000 individuals in Japan, 1,000 individuals each in Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Türkiye. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Türkiye 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.

India’s sample represents a large subset of its urban population – social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country’s sample 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 in which 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.

When percentages do not sum up to 100 or the ‘difference’ appears to be +/-1 percentage point more/less than the actual result, 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 where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being 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.

For more information

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Global CEO

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