

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



France	Germany	Italy	Spain	Sweden	Denmark
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**Glob\_climchange.** Thinking about the environment... In general, which of the following statements, if any, best describes your view?

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
The climate is changing and human activity is mainly responsible	39%	34%	48%	47%	34%	34%
The climate is changing and human activity is partly responsible, together with other factors	47%	49%	39%	41%	49%	51%
The climate is changing but human activity is not responsible at all	6%	7%	5%	7%	8%	5%
The climate is not changing	3%	2%	3%	2%	1%	1%
Don't know	5%	9%	5%	4%	9%	8%

Thinking about your shopping habits...How important, if at all, are each of the following factors when shopping for household goods, such as food, toiletries, cleaning materials, pet food etc.? (Please select one option on each row)

**Glob\_shop\_groc\_rb\_a.** Buying items made locally or nationally, rather than overseas

Unweighted base	1021	1497	976	1014	1011	1010
<b>Base: All country adults (rb to exclude don't know)</b>	1021	1497	977	1014	1011	1010
Very important	36%	17%	37%	26%	23%	15%
Fairly important	44%	51%	43%	51%	46%	45%
Not very important	17%	25%	16%	20%	24%	33%
Not at all important	3%	6%	4%	3%	7%	8%
<b>Net: Important</b>	<b>80%</b>	<b>68%</b>	<b>80%</b>	<b>77%</b>	<b>69%</b>	<b>59%</b>
<b>Net: Not important</b>	<b>20%</b>	<b>32%</b>	<b>20%</b>	<b>23%</b>	<b>31%</b>	<b>41%</b>

**Glob\_shop\_groc\_rb\_b.** Buying 'ethical' goods made in socially or environmentally responsible ways

Unweighted base	1021	1497	971	1014	1011	1010
<b>Base: All country adults (rb to exclude don't know)</b>	1021	1497	972	1014	1011	1010
Very important	23%	10%	27%	27%	17%	14%
Fairly important	52%	44%	52%	52%	45%	49%
Not very important	20%	35%	17%	18%	28%	31%
Not at all important	5%	10%	4%	3%	11%	6%
<b>Net: Important</b>	<b>75%</b>	<b>54%</b>	<b>79%</b>	<b>79%</b>	<b>62%</b>	<b>63%</b>
<b>Net: Not important</b>	<b>25%</b>	<b>46%</b>	<b>21%</b>	<b>21%</b>	<b>38%</b>	<b>37%</b>

**Glob\_shop\_groc\_rb\_c.** Buying a familiar label or brand

Unweighted base	1021	1497	986	1014	1011	1010
<b>Base: All country adults (rb to exclude don't know)</b>	1021	1497	986	1014	1011	1010
Very important	16%	6%	19%	11%	13%	5%
Fairly important	53%	27%	53%	42%	55%	24%
Not very important	26%	50%	22%	39%	27%	54%
Not at all important	5%	17%	6%	8%	5%	18%
<b>Net: Important</b>	<b>69%</b>	<b>33%</b>	<b>72%</b>	<b>53%</b>	<b>68%</b>	<b>28%</b>
<b>Net: Not important</b>	<b>31%</b>	<b>67%</b>	<b>28%</b>	<b>47%</b>	<b>32%</b>	<b>72%</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Poland	GB	Australia	United States	Canada	Brazil
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**Glob\_climchange.** Thinking about the environment... In general, which of the following statements, if any, best describes your view?

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	1019	1949	1006	2012	1006	1006
The climate is changing and human activity is mainly responsible	38%	40%	38%	31%	39%	55%
The climate is changing and human activity is partly responsible, together with other factors	47%	46%	43%	38%	42%	30%
The climate is changing but human activity is not responsible at all	8%	4%	8%	13%	7%	7%
The climate is not changing	4%	2%	5%	5%	4%	4%
Don't know	4%	8%	5%	13%	7%	4%

**Thinking about your shopping habits...How important, if at all, are each of the following factors when shopping for household goods, such as food, toiletries, cleaning materials, pet food etc.?** (Please select one option on each row)

**Glob\_shop\_groc\_rb\_a.** Buying items made locally or nationally, rather than overseas

Unweighted base	996	1873	986	1914	1006	1005
<b>Base: All country adults (rb to exclude don't know)</b>	996	1863	978	1907	1006	1005
Very important	23%	13%	29%	26%	30%	32%
Fairly important	49%	45%	47%	42%	46%	43%
Not very important	24%	32%	19%	22%	19%	21%
Not at all important	4%	10%	5%	10%	4%	5%
<b>Net: Important</b>	<b>72%</b>	<b>58%</b>	<b>76%</b>	<b>68%</b>	<b>77%</b>	<b>74%</b>
<b>Net: Not important</b>	<b>28%</b>	<b>42%</b>	<b>24%</b>	<b>32%</b>	<b>23%</b>	<b>26%</b>

**Glob\_shop\_groc\_rb\_b.** Buying 'ethical' goods made in socially or environmentally responsible ways

Unweighted base	979	1879	976	1869	1006	1006
<b>Base: All country adults (rb to exclude don't know)</b>	979	1864	969	1853	1006	1006
Very important	21%	12%	21%	19%	23%	47%
Fairly important	51%	48%	48%	41%	50%	39%
Not very important	22%	32%	24%	27%	21%	12%
Not at all important	5%	9%	8%	13%	5%	2%
<b>Net: Important</b>	<b>73%</b>	<b>60%</b>	<b>68%</b>	<b>60%</b>	<b>74%</b>	<b>86%</b>
<b>Net: Not important</b>	<b>27%</b>	<b>40%</b>	<b>32%</b>	<b>40%</b>	<b>26%</b>	<b>14%</b>

**Glob\_shop\_groc\_rb\_c.** Buying a familiar label or brand

Unweighted base	1002	1907	997	1933	1006	1005
<b>Base: All country adults (rb to exclude don't know)</b>	1002	1894	994	1914	1006	1005
Very important	12%	6%	13%	18%	19%	40%
Fairly important	44%	44%	51%	48%	51%	46%
Not very important	37%	39%	30%	27%	26%	12%
Not at all important	8%	11%	7%	8%	5%	2%
<b>Net: Important</b>	<b>56%</b>	<b>50%</b>	<b>64%</b>	<b>65%</b>	<b>70%</b>	<b>86%</b>
<b>Net: Not important</b>	<b>44%</b>	<b>50%</b>	<b>36%</b>	<b>35%</b>	<b>30%</b>	<b>14%</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Mexico	Turkey	Egypt	Saudi Arabia	India	China
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**Glob\_climchange.** Thinking about the environment... In general, which of the following statements, if any, best describes your view?

Unweighted base	1009	506	1537	828	1035	1021
<b>Base: All country adults</b>	1009	506	1537	828	1035	1021
The climate is changing and human activity is mainly responsible	52%	55%	32%	27%	47%	28%
The climate is changing and human activity is partly responsible, together with other factors	34%	32%	34%	32%	28%	60%
The climate is changing but human activity is not responsible at all	10%	6%	10%	16%	9%	6%
The climate is not changing	2%	2%	5%	5%	4%	1%
Don't know	2%	5%	19%	20%	11%	4%

Thinking about your shopping habits...How important, if at all, are each of the following factors when shopping for household goods, such as food, toiletries, cleaning materials, pet food etc.? (Please select one option on each row)

**Glob\_shop\_groc\_rb\_a.** Buying items made locally or nationally, rather than overseas

Unweighted base	1003	500	1486	828	1000	995
<b>Base: All country adults (rb to exclude don't know)</b>	1003	501	1486	828	1001	995
Very important	34%	35%	29%	26%	35%	14%
Fairly important	42%	36%	39%	41%	41%	40%
Not very important	21%	24%	25%	24%	20%	40%
Not at all important	3%	5%	8%	8%	4%	5%
<b>Net: Important</b>	<b>76%</b>	<b>71%</b>	<b>67%</b>	<b>67%</b>	<b>76%</b>	<b>54%</b>
<b>Net: Not important</b>	<b>24%</b>	<b>29%</b>	<b>33%</b>	<b>33%</b>	<b>24%</b>	<b>46%</b>

**Glob\_shop\_groc\_rb\_b.** Buying 'ethical' goods made in socially or environmentally responsible ways

Unweighted base	1001	501	1485	828	992	1006
<b>Base: All country adults (rb to exclude don't know)</b>	1001	502	1485	828	993	1005
Very important	42%	38%	42%	39%	43%	30%
Fairly important	44%	44%	37%	39%	42%	53%
Not very important	13%	15%	15%	14%	12%	14%
Not at all important	1%	3%	5%	7%	3%	3%
<b>Net: Important</b>	<b>86%</b>	<b>82%</b>	<b>79%</b>	<b>79%</b>	<b>85%</b>	<b>84%</b>
<b>Net: Not important</b>	<b>14%</b>	<b>18%</b>	<b>21%</b>	<b>21%</b>	<b>15%</b>	<b>16%</b>

**Glob\_shop\_groc\_rb\_c.** Buying a familiar label or brand

Unweighted base	1006	504	1489	828	999	1010
<b>Base: All country adults (rb to exclude don't know)</b>	1006	503	1488	828	1000	1008
Very important	23%	34%	31%	29%	34%	23%
Fairly important	43%	45%	42%	43%	43%	59%
Not very important	28%	18%	20%	22%	21%	15%
Not at all important	6%	3%	7%	6%	3%	3%
<b>Net: Important</b>	<b>66%</b>	<b>80%</b>	<b>74%</b>	<b>72%</b>	<b>76%</b>	<b>82%</b>
<b>Net: Not important</b>	<b>34%</b>	<b>20%</b>	<b>26%</b>	<b>28%</b>	<b>24%</b>	<b>18%</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Japan	Indonesia	Thailand	Nigeria	South Africa
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**Glob\_climchange.** Thinking about the environment... In general, which of the following statements, if any, best describes your view?

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	1143	1001	1043	644	1002
The climate is changing and human activity is mainly responsible	31%	25%	44%	39%	47%
The climate is changing and human activity is partly responsible, together with other factors	50%	29%	38%	44%	36%
The climate is changing but human activity is not responsible at all	5%	18%	6%	9%	11%
The climate is not changing	3%	6%	3%	2%	2%
Don't know	11%	21%	8%	5%	5%

Thinking about your shopping habits...How important, if at all, are each of the following factors when shopping for household goods, such as food, toiletries, cleaning materials, pet food etc.? (Please select one option on each row)

**Glob\_shop\_groc\_rb\_a.** Buying items made locally or nationally, rather than overseas

Unweighted base	1065	1001	1043	641	999
<b>Base: All country adults (rb to exclude don't know)</b>	1068	1001	1043	641	997
Very important	13%	40%	20%	31%	29%
Fairly important	49%	47%	58%	42%	40%
Not very important	32%	12%	20%	23%	23%
Not at all important	6%	1%	1%	4%	7%
<b>Net: Important</b>	<b>62%</b>	<b>87%</b>	<b>78%</b>	<b>73%</b>	<b>69%</b>
<b>Net: Not important</b>	<b>38%</b>	<b>13%</b>	<b>22%</b>	<b>27%</b>	<b>31%</b>

**Glob\_shop\_groc\_rb\_b.** Buying 'ethical' goods made in socially or environmentally responsible ways

Unweighted base	1030	1001	1043	639	993
<b>Base: All country adults (rb to exclude don't know)</b>	1031	1001	1043	640	992
Very important	9%	46%	32%	52%	29%
Fairly important	52%	46%	57%	34%	44%
Not very important	31%	7%	11%	13%	20%
Not at all important	7%	0%	1%	1%	7%
<b>Net: Important</b>	<b>61%</b>	<b>93%</b>	<b>88%</b>	<b>86%</b>	<b>73%</b>
<b>Net: Not important</b>	<b>39%</b>	<b>7%</b>	<b>12%</b>	<b>14%</b>	<b>27%</b>

**Glob\_shop\_groc\_rb\_c.** Buying a familiar label or brand

Unweighted base	1069	1001	1043	641	1000
<b>Base: All country adults (rb to exclude don't know)</b>	1071	1001	1043	641	999
Very important	10%	28%	21%	43%	28%
Fairly important	52%	44%	57%	41%	42%
Not very important	33%	26%	20%	13%	23%
Not at all important	5%	2%	1%	2%	7%
<b>Net: Important</b>	<b>62%</b>	<b>71%</b>	<b>79%</b>	<b>84%</b>	<b>70%</b>
<b>Net: Not important</b>	<b>38%</b>	<b>29%</b>	<b>21%</b>	<b>16%</b>	<b>30%</b>

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France	Germany	Italy	Spain	Sweden	Denmark
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### Glob\_shop\_groc\_rb\_d. Saving money where possible

Unweighted base	1021	1497	987	1014	1011	1010
<b>Base: All country adults (rb to exclude don't know)</b>	1021	1497	988	1014	1011	1010
Very important	46%	32%	57%	51%	42%	41%
Fairly important	44%	51%	39%	43%	49%	47%
Not very important	8%	15%	4%	5%	8%	12%
Not at all important	1%	3%	1%	1%	1%	1%
<b>Net: Important</b>	<b>91%</b>	<b>83%</b>	<b>96%</b>	<b>94%</b>	<b>91%</b>	<b>87%</b>
<b>Net: Not important</b>	<b>9%</b>	<b>17%</b>	<b>4%</b>	<b>6%</b>	<b>9%</b>	<b>13%</b>

### Glob\_shop\_groc\_rb\_e. Buying high quality items

Unweighted base	1021	1497	989	1014	1011	1010
<b>Base: All country adults (rb to exclude don't know)</b>	1021	1497	989	1014	1011	1010
Very important	20%	14%	32%	30%	34%	22%
Fairly important	56%	54%	53%	57%	55%	61%
Not very important	21%	27%	12%	11%	9%	15%
Not at all important	3%	5%	3%	2%	1%	2%
<b>Net: Important</b>	<b>76%</b>	<b>68%</b>	<b>85%</b>	<b>87%</b>	<b>89%</b>	<b>83%</b>
<b>Net: Not important</b>	<b>24%</b>	<b>32%</b>	<b>15%</b>	<b>13%</b>	<b>11%</b>	<b>17%</b>

### Glob\_shop\_groc\_rb\_f. Buying what is fashionable

Unweighted base	1021	1497	990	1014	1011	1010
<b>Base: All country adults (rb to exclude don't know)</b>	1021	1497	990	1014	1011	1010
Very important	5%	4%	6%	5%	2%	4%
Fairly important	17%	17%	20%	15%	12%	22%
Not very important	46%	48%	38%	54%	46%	57%
Not at all important	32%	31%	36%	27%	40%	18%
<b>Net: Important</b>	<b>22%</b>	<b>21%</b>	<b>26%</b>	<b>19%</b>	<b>14%</b>	<b>26%</b>
<b>Net: Not important</b>	<b>78%</b>	<b>79%</b>	<b>74%</b>	<b>81%</b>	<b>86%</b>	<b>75%</b>

And how important, if at all, are each of the following factors when shopping for shoes and clothes? (Please select one option on each row)

### Glob\_shop\_cloth\_a. Buying items made locally or nationally, rather than overseas

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Very important	22%	11%	34%	23%	12%	9%
Fairly important	43%	37%	41%	47%	34%	27%
Not very important	30%	40%	21%	27%	42%	48%
Not at all important	6%	13%	5%	4%	12%	15%
<b>Net: Important</b>	<b>65%</b>	<b>48%</b>	<b>75%</b>	<b>69%</b>	<b>46%</b>	<b>36%</b>
<b>Net: Not important</b>	<b>35%</b>	<b>52%</b>	<b>25%</b>	<b>31%</b>	<b>54%</b>	<b>64%</b>

### Glob\_shop\_cloth\_b. Buying 'ethical' goods made in socially or environmentally responsible ways

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Very important	17%	8%	28%	24%	12%	12%
Fairly important	49%	39%	50%	49%	47%	44%
Not very important	27%	41%	18%	23%	29%	36%
Not at all important	7%	12%	4%	4%	12%	9%
<b>Net: Important</b>	<b>66%</b>	<b>47%</b>	<b>78%</b>	<b>74%</b>	<b>59%</b>	<b>56%</b>
<b>Net: Not important</b>	<b>34%</b>	<b>53%</b>	<b>22%</b>	<b>26%</b>	<b>41%</b>	<b>44%</b>

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Poland	GB	Australia	United States	Canada	Brazil
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### Glob\_shop\_groc\_rb\_d. Saving money where possible

Unweighted base	1007	1916	997	1946	1006	1006
Base: All country adults (rb to exclude don't know)	1008	1901	993	1927	1006	1006
Very important	38%	52%	60%	65%	62%	75%
Fairly important	50%	41%	35%	29%	33%	21%
Not very important	10%	5%	4%	4%	3%	3%
Not at all important	2%	1%	0%	2%	1%	1%
Net: Important	88%	93%	95%	95%	95%	96%
Net: Not important	12%	7%	5%	6%	5%	4%

### Glob\_shop\_groc\_rb\_e. Buying high quality items

Unweighted base	1003	1903	995	1941	1006	1006
Base: All country adults (rb to exclude don't know)	1003	1889	992	1924	1006	1006
Very important	35%	17%	20%	32%	26%	55%
Fairly important	53%	59%	55%	47%	55%	35%
Not very important	11%	20%	19%	15%	16%	8%
Not at all important	2%	4%	6%	7%	4%	2%
Net: Important	87%	76%	75%	79%	81%	90%
Net: Not important	13%	24%	25%	21%	19%	10%

### Glob\_shop\_groc\_rb\_f. Buying what is fashionable

Unweighted base	1002	1905	995	1921	1006	1005
Base: All country adults (rb to exclude don't know)	1003	1890	992	1907	1006	1005
Very important	7%	2%	5%	9%	10%	13%
Fairly important	26%	11%	21%	18%	28%	25%
Not very important	46%	39%	38%	36%	39%	42%
Not at all important	22%	48%	36%	38%	23%	20%
Net: Important	33%	13%	26%	26%	38%	38%
Net: Not important	67%	87%	74%	74%	62%	62%

And how important, if at all, are each of the following factors when shopping for shoes and clothes? (Please select one option on each row)

### Glob\_shop\_cloth\_a. Buying items made locally or nationally, rather than overseas

Unweighted base	1019	1949	1006	2012	1006	1006
Base: All country adults	1019	1949	1006	2012	1006	1006
Very important	19%	9%	21%	23%	25%	30%
Fairly important	45%	37%	44%	40%	47%	42%
Not very important	32%	43%	30%	27%	23%	22%
Not at all important	5%	10%	5%	10%	5%	6%
Net: Important	64%	46%	65%	63%	72%	72%
Net: Not important	36%	54%	35%	37%	28%	28%

### Glob\_shop\_cloth\_b. Buying 'ethical' goods made in socially or environmentally responsible ways

Unweighted base	1019	1949	1006	2012	1006	1006
Base: All country adults	1019	1949	1006	2012	1006	1006
Very important	20%	11%	18%	18%	23%	45%
Fairly important	52%	45%	48%	41%	49%	40%
Not very important	24%	36%	28%	29%	21%	12%
Not at all important	4%	8%	6%	12%	7%	3%
Net: Important	71%	56%	66%	59%	71%	85%
Net: Not important	29%	44%	34%	41%	29%	15%

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Mexico	Turkey	Egypt	Saudi Arabia	India	China
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### Glob\_shop\_groc\_rb\_d. Saving money where possible

Unweighted base	1008	504	1492	828	1006	1014
<b>Base: All country adults (rb to exclude don't know)</b>	1008	505	1491	828	1006	1013
Very important	55%	49%	56%	60%	64%	21%
Fairly important	37%	41%	33%	31%	29%	51%
Not very important	7%	9%	8%	6%	5%	24%
Not at all important	1%	1%	3%	3%	3%	4%
<b>Net: Important</b>	<b>92%</b>	<b>90%</b>	<b>88%</b>	<b>91%</b>	<b>93%</b>	<b>72%</b>
<b>Net: Not important</b>	<b>8%</b>	<b>10%</b>	<b>12%</b>	<b>9%</b>	<b>7%</b>	<b>28%</b>

### Glob\_shop\_groc\_rb\_e. Buying high quality items

Unweighted base	1007	505	1490	828	994	1012
<b>Base: All country adults (rb to exclude don't know)</b>	1006	505	1489	828	995	1011
Very important	54%	46%	56%	53%	42%	35%
Fairly important	39%	42%	30%	32%	38%	50%
Not very important	6%	10%	10%	11%	16%	12%
Not at all important	0%	2%	4%	4%	4%	2%
<b>Net: Important</b>	<b>94%</b>	<b>87%</b>	<b>86%</b>	<b>86%</b>	<b>80%</b>	<b>86%</b>
<b>Net: Not important</b>	<b>6%</b>	<b>13%</b>	<b>14%</b>	<b>14%</b>	<b>20%</b>	<b>14%</b>

### Glob\_shop\_groc\_rb\_f. Buying what is fashionable

Unweighted base	1005	503	1493	828	1005	1008
<b>Base: All country adults (rb to exclude don't know)</b>	1005	504	1492	828	1006	1007
Very important	8%	16%	31%	28%	24%	12%
Fairly important	18%	20%	43%	45%	40%	39%
Not very important	48%	39%	21%	21%	29%	42%
Not at all important	26%	25%	6%	6%	6%	7%
<b>Net: Important</b>	<b>26%</b>	<b>36%</b>	<b>74%</b>	<b>73%</b>	<b>64%</b>	<b>51%</b>
<b>Net: Not important</b>	<b>74%</b>	<b>64%</b>	<b>26%</b>	<b>27%</b>	<b>36%</b>	<b>49%</b>

And how important, if at all, are each of the following factors when shopping for shoes and clothes? (Please select one option on each row)

### Glob\_shop\_cloth\_a. Buying items made locally or nationally, rather than overseas

Unweighted base	1009	506	1537	828	1035	1021
<b>Base: All country adults</b>	1009	506	1537	828	1035	1021
Very important	37%	33%	27%	23%	31%	15%
Fairly important	39%	37%	40%	39%	44%	41%
Not very important	22%	27%	25%	29%	21%	40%
Not at all important	2%	3%	8%	9%	3%	4%
<b>Net: Important</b>	<b>76%</b>	<b>70%</b>	<b>67%</b>	<b>62%</b>	<b>75%</b>	<b>56%</b>
<b>Net: Not important</b>	<b>24%</b>	<b>30%</b>	<b>33%</b>	<b>38%</b>	<b>25%</b>	<b>44%</b>

### Glob\_shop\_cloth\_b. Buying 'ethical' goods made in socially or environmentally responsible ways

Unweighted base	1009	506	1537	828	1035	1021
<b>Base: All country adults</b>	1009	506	1537	828	1035	1021
Very important	44%	37%	39%	35%	41%	29%
Fairly important	41%	45%	40%	40%	43%	57%
Not very important	14%	17%	14%	17%	14%	12%
Not at all important	1%	2%	7%	7%	2%	2%
<b>Net: Important</b>	<b>85%</b>	<b>82%</b>	<b>79%</b>	<b>75%</b>	<b>84%</b>	<b>86%</b>
<b>Net: Not important</b>	<b>15%</b>	<b>18%</b>	<b>21%</b>	<b>25%</b>	<b>16%</b>	<b>14%</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Japan	Indonesia	Thailand	Nigeria	South Africa
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### Glob\_shop\_groc\_rb\_d. Saving money where possible

Unweighted base	1089	1001	1043	643	1002
<b>Base: All country adults (rb to exclude don't know)</b>	1090	1001	1043	643	1002
Very important	26%	68%	55%	82%	76%
Fairly important	57%	30%	42%	16%	21%
Not very important	15%	2%	4%	2%	2%
Not at all important	3%	0%	0%	0%	0%
<b>Net: Important</b>	<b>83%</b>	<b>98%</b>	<b>96%</b>	<b>98%</b>	<b>97%</b>
<b>Net: Not important</b>	<b>17%</b>	<b>2%</b>	<b>4%</b>	<b>2%</b>	<b>3%</b>

### Glob\_shop\_groc\_rb\_e. Buying high quality items

Unweighted base	1070	1001	1043	643	1000
<b>Base: All country adults (rb to exclude don't know)</b>	1071	1001	1043	643	1000
Very important	14%	38%	41%	74%	47%
Fairly important	52%	44%	49%	19%	37%
Not very important	27%	18%	9%	6%	14%
Not at all important	8%	1%	1%	1%	2%
<b>Net: Important</b>	<b>66%</b>	<b>81%</b>	<b>90%</b>	<b>94%</b>	<b>84%</b>
<b>Net: Not important</b>	<b>34%</b>	<b>19%</b>	<b>10%</b>	<b>6%</b>	<b>16%</b>

### Glob\_shop\_groc\_rb\_f. Buying what is fashionable

Unweighted base	1074	1001	1043	643	995
<b>Base: All country adults (rb to exclude don't know)</b>	1075	1001	1043	643	994
Very important	3%	15%	7%	35%	13%
Fairly important	14%	38%	24%	36%	24%
Not very important	57%	41%	54%	25%	39%
Not at all important	27%	7%	15%	3%	24%
<b>Net: Important</b>	<b>17%</b>	<b>52%</b>	<b>31%</b>	<b>71%</b>	<b>37%</b>
<b>Net: Not important</b>	<b>83%</b>	<b>48%</b>	<b>69%</b>	<b>29%</b>	<b>63%</b>

And how important, if at all, are each of the following factors when shopping for shoes and clothes? (Please select one option on each row)

### Glob\_shop\_cloth\_a. Buying items made locally or nationally, rather than overseas

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	1143	1001	1043	644	1002
Very important	9%	41%	20%	28%	25%
Fairly important	39%	45%	50%	42%	37%
Not very important	44%	13%	28%	27%	31%
Not at all important	7%	1%	3%	4%	7%
<b>Net: Important</b>	<b>48%</b>	<b>86%</b>	<b>70%</b>	<b>70%</b>	<b>62%</b>
<b>Net: Not important</b>	<b>52%</b>	<b>14%</b>	<b>30%</b>	<b>30%</b>	<b>38%</b>

### Glob\_shop\_cloth\_b. Buying 'ethical' goods made in socially or environmentally responsible ways

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	1143	1001	1043	644	1002
Very important	9%	45%	29%	47%	28%
Fairly important	48%	48%	55%	39%	44%
Not very important	37%	7%	15%	13%	24%
Not at all important	7%	0%	2%	1%	4%
<b>Net: Important</b>	<b>56%</b>	<b>93%</b>	<b>83%</b>	<b>86%</b>	<b>72%</b>
<b>Net: Not important</b>	<b>44%</b>	<b>7%</b>	<b>17%</b>	<b>14%</b>	<b>28%</b>



# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



France	Germany	Italy	Spain	Sweden	Denmark
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### Glob\_shop\_cloth\_c. Buying a familiar label or brand

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Very important	16%	7%	20%	10%	8%	7%
Fairly important	47%	27%	51%	34%	46%	26%
Not very important	29%	44%	24%	44%	35%	49%
Not at all important	8%	21%	5%	12%	10%	18%
<b>Net: Important</b>	<b>63%</b>	<b>35%</b>	<b>71%</b>	<b>44%</b>	<b>54%</b>	<b>33%</b>
<b>Net: Not important</b>	<b>37%</b>	<b>65%</b>	<b>29%</b>	<b>56%</b>	<b>46%</b>	<b>67%</b>

### Glob\_shop\_cloth\_d. Saving money where possible

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Very important	40%	30%	56%	48%	38%	35%
Fairly important	45%	49%	38%	45%	49%	50%
Not very important	12%	18%	6%	7%	12%	13%
Not at all important	2%	4%	1%	1%	2%	1%
<b>Net: Important</b>	<b>86%</b>	<b>79%</b>	<b>93%</b>	<b>92%</b>	<b>86%</b>	<b>85%</b>
<b>Net: Not important</b>	<b>14%</b>	<b>21%</b>	<b>7%</b>	<b>8%</b>	<b>14%</b>	<b>15%</b>

### Glob\_shop\_cloth\_e. Buying high quality items

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Very important	20%	17%	34%	29%	34%	28%
Fairly important	53%	52%	50%	55%	55%	58%
Not very important	23%	24%	14%	15%	9%	12%
Not at all important	4%	7%	2%	2%	2%	2%
<b>Net: Important</b>	<b>73%</b>	<b>69%</b>	<b>84%</b>	<b>83%</b>	<b>89%</b>	<b>86%</b>
<b>Net: Not important</b>	<b>27%</b>	<b>31%</b>	<b>16%</b>	<b>17%</b>	<b>11%</b>	<b>14%</b>

### Glob\_shop\_cloth\_f. Buying what is fashionable

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Very important	8%	5%	10%	5%	3%	9%
Fairly important	30%	24%	29%	23%	24%	38%
Not very important	39%	46%	44%	50%	42%	41%
Not at all important	22%	25%	16%	22%	31%	11%
<b>Net: Important</b>	<b>39%</b>	<b>29%</b>	<b>39%</b>	<b>27%</b>	<b>27%</b>	<b>47%</b>
<b>Net: Not important</b>	<b>61%</b>	<b>71%</b>	<b>61%</b>	<b>73%</b>	<b>73%</b>	<b>53%</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Poland	GB	Australia	United States	Canada	Brazil
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### Glob\_shop\_cloth\_c. Buying a familiar label or brand

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	1019	1949	1006	2012	1006	1006
Very important	15%	7%	11%	18%	17%	37%
Fairly important	44%	41%	45%	47%	47%	46%
Not very important	37%	41%	36%	27%	29%	14%
Not at all important	4%	11%	8%	8%	7%	3%
Net: Important	59%	48%	56%	65%	64%	83%
Net: Not important	41%	52%	44%	35%	36%	17%

### Glob\_shop\_cloth\_d. Saving money where possible

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	1019	1949	1006	2012	1006	1006
Very important	36%	46%	58%	61%	61%	72%
Fairly important	49%	44%	38%	31%	33%	23%
Not very important	14%	8%	3%	4%	5%	4%
Not at all important	1%	2%	1%	4%	1%	1%
Net: Important	85%	91%	96%	92%	93%	96%
Net: Not important	15%	9%	4%	8%	7%	4%

### Glob\_shop\_cloth\_e. Buying high quality items

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	1019	1949	1006	2012	1006	1006
Very important	39%	21%	27%	34%	28%	57%
Fairly important	50%	57%	53%	47%	51%	34%
Not very important	10%	18%	18%	13%	16%	8%
Not at all important	1%	3%	3%	6%	4%	2%
Net: Important	89%	78%	79%	80%	80%	90%
Net: Not important	11%	22%	21%	20%	20%	10%

### Glob\_shop\_cloth\_f. Buying what is fashionable

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	1019	1949	1006	2012	1006	1006
Very important	11%	5%	9%	11%	12%	15%
Fairly important	39%	26%	32%	29%	37%	31%
Not very important	42%	46%	41%	39%	34%	38%
Not at all important	8%	23%	18%	21%	17%	16%
Net: Important	50%	31%	42%	40%	49%	46%
Net: Not important	50%	69%	58%	60%	51%	54%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Mexico	Turkey	Egypt	Saudi Arabia	India	China
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### Glob\_shop\_cloth\_c. Buying a familiar label or brand

Unweighted base	1009	506	1537	828	1035	1021
<b>Base: All country adults</b>	1009	506	1537	828	1035	1021
Very important	25%	32%	28%	30%	33%	20%
Fairly important	38%	44%	43%	43%	47%	60%
Not very important	33%	22%	21%	21%	16%	18%
Not at all important	5%	3%	7%	6%	4%	2%
<b>Net: Important</b>	<b>63%</b>	<b>76%</b>	<b>72%</b>	<b>73%</b>	<b>80%</b>	<b>81%</b>
<b>Net: Not important</b>	<b>37%</b>	<b>24%</b>	<b>28%</b>	<b>27%</b>	<b>20%</b>	<b>19%</b>

### Glob\_shop\_cloth\_d. Saving money where possible

Unweighted base	1009	506	1537	828	1035	1021
<b>Base: All country adults</b>	1009	506	1537	828	1035	1021
Very important	53%	54%	52%	57%	61%	23%
Fairly important	38%	38%	34%	34%	31%	49%
Not very important	8%	7%	9%	7%	5%	25%
Not at all important	1%	1%	4%	3%	2%	2%
<b>Net: Important</b>	<b>91%</b>	<b>92%</b>	<b>86%</b>	<b>91%</b>	<b>92%</b>	<b>73%</b>
<b>Net: Not important</b>	<b>9%</b>	<b>8%</b>	<b>14%</b>	<b>9%</b>	<b>8%</b>	<b>27%</b>

### Glob\_shop\_cloth\_e. Buying high quality items

Unweighted base	1009	506	1537	828	1035	1021
<b>Base: All country adults</b>	1009	506	1537	828	1035	1021
Very important	59%	43%	55%	52%	44%	39%
Fairly important	35%	45%	32%	34%	38%	48%
Not very important	6%	11%	9%	11%	15%	12%
Not at all important	1%	1%	4%	4%	3%	1%
<b>Net: Important</b>	<b>93%</b>	<b>88%</b>	<b>87%</b>	<b>85%</b>	<b>82%</b>	<b>87%</b>
<b>Net: Not important</b>	<b>7%</b>	<b>12%</b>	<b>13%</b>	<b>15%</b>	<b>18%</b>	<b>13%</b>

### Glob\_shop\_cloth\_f. Buying what is fashionable

Unweighted base	1009	506	1537	828	1035	1021
<b>Base: All country adults</b>	1009	506	1537	828	1035	1021
Very important	12%	16%	33%	33%	33%	19%
Fairly important	25%	23%	44%	42%	42%	47%
Not very important	49%	48%	17%	21%	22%	31%
Not at all important	13%	13%	6%	4%	3%	4%
<b>Net: Important</b>	<b>38%</b>	<b>39%</b>	<b>77%</b>	<b>75%</b>	<b>75%</b>	<b>65%</b>
<b>Net: Not important</b>	<b>62%</b>	<b>61%</b>	<b>23%</b>	<b>25%</b>	<b>25%</b>	<b>35%</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Japan	Indonesia	Thailand	Nigeria	South Africa
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### Glob\_shop\_cloth\_c. Buying a familiar label or brand

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	1143	1001	1043	644	1002
Very important	9%	28%	16%	42%	25%
Fairly important	50%	47%	58%	41%	40%
Not very important	36%	22%	23%	15%	29%
Not at all important	5%	2%	3%	2%	6%
<b>Net: Important</b>	<b>59%</b>	<b>75%</b>	<b>74%</b>	<b>83%</b>	<b>65%</b>
<b>Net: Not important</b>	<b>41%</b>	<b>25%</b>	<b>26%</b>	<b>17%</b>	<b>35%</b>

### Glob\_shop\_cloth\_d. Saving money where possible

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	1143	1001	1043	644	1002
Very important	25%	70%	51%	77%	72%
Fairly important	55%	28%	43%	20%	24%
Not very important	17%	2%	5%	3%	4%
Not at all important	3%	0%	1%	0%	0%
<b>Net: Important</b>	<b>80%</b>	<b>98%</b>	<b>95%</b>	<b>97%</b>	<b>96%</b>
<b>Net: Not important</b>	<b>20%</b>	<b>2%</b>	<b>5%</b>	<b>3%</b>	<b>4%</b>

### Glob\_shop\_cloth\_e. Buying high quality items

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	1143	1001	1043	644	1002
Very important	15%	41%	40%	74%	52%
Fairly important	52%	44%	50%	21%	35%
Not very important	27%	15%	10%	4%	11%
Not at all important	5%	1%	1%	0%	2%
<b>Net: Important</b>	<b>67%</b>	<b>85%</b>	<b>89%</b>	<b>95%</b>	<b>87%</b>
<b>Net: Not important</b>	<b>33%</b>	<b>15%</b>	<b>11%</b>	<b>5%</b>	<b>13%</b>

### Glob\_shop\_cloth\_f. Buying what is fashionable

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	1143	1001	1043	644	1002
Very important	4%	25%	9%	53%	19%
Fairly important	22%	36%	29%	33%	35%
Not very important	56%	35%	49%	13%	36%
Not at all important	18%	5%	13%	1%	10%
<b>Net: Important</b>	<b>26%</b>	<b>61%</b>	<b>37%</b>	<b>86%</b>	<b>54%</b>
<b>Net: Not important</b>	<b>74%</b>	<b>39%</b>	<b>63%</b>	<b>14%</b>	<b>46%</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



France	Germany	Italy	Spain	Sweden	Denmark
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Thinking about television and video programmes: how often, if at all, do you watch the following? (This includes all types of television, such as over-the-air, cable, satellite or online, and content uploaded to video-sharing websites)

### Glob\_TV\_US\_a. American television programmes or videos

Unweighted base	-	-	-	-	-	-
<b>Base: All US adults</b>	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

### Glob\_TV\_US\_b. English-speaking television programmes or videos from other countries

Unweighted base	-	-	-	-	-	-
<b>Base: All US adults</b>	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

### Glob\_TV\_US\_c. Foreign language television programmes or videos

Unweighted base	-	-	-	-	-	-
<b>Base: All US adults</b>	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

Thinking about television and video programmes: how often, if at all, do you watch the following? (This includes all types of television, such as over-the-air, cable, satellite or online, and content uploaded to video-sharing websites)

### Glob\_TV\_Angloglot\_nonUS\_a. American television programmes or videos

Unweighted base	-	-	-	-	-	-
<b>Base: All Canada, Australia, UK adults</b>	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Poland	GB	Australia	United States	Canada	Brazil
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Thinking about television and video programmes: how often, if at all, do you watch the following? (This includes all types of television, such as over-the-air, cable, satellite or online, and content uploaded to video-sharing websites)

### Glob\_TV\_US\_a. American television programmes or videos

Unweighted base	-	-	-	2012	-	-
<b>Base: All US adults</b>	-	-	-	<b>2012</b>	-	-
Everyday	-	-	-	40%	-	-
4-6 times a week	-	-	-	14%	-	-
2-3 times a week	-	-	-	14%	-	-
Once a week	-	-	-	9%	-	-
Less than once a week	-	-	-	5%	-	-
Less than once a month	-	-	-	8%	-	-
Never	-	-	-	6%	-	-
Don't know	-	-	-	5%	-	-

### Glob\_TV\_US\_b. English-speaking television programmes or videos from other countries

Unweighted base	-	-	-	2012	-	-
<b>Base: All US adults</b>	-	-	-	<b>2012</b>	-	-
Everyday	-	-	-	8%	-	-
4-6 times a week	-	-	-	7%	-	-
2-3 times a week	-	-	-	8%	-	-
Once a week	-	-	-	11%	-	-
Less than once a week	-	-	-	10%	-	-
Less than once a month	-	-	-	21%	-	-
Never	-	-	-	26%	-	-
Don't know	-	-	-	9%	-	-

### Glob\_TV\_US\_c. Foreign language television programmes or videos

Unweighted base	-	-	-	2012	-	-
<b>Base: All US adults</b>	-	-	-	<b>2012</b>	-	-
Everyday	-	-	-	4%	-	-
4-6 times a week	-	-	-	4%	-	-
2-3 times a week	-	-	-	5%	-	-
Once a week	-	-	-	5%	-	-
Less than once a week	-	-	-	5%	-	-
Less than once a month	-	-	-	19%	-	-
Never	-	-	-	51%	-	-
Don't know	-	-	-	6%	-	-

Thinking about television and video programmes: how often, if at all, do you watch the following? (This includes all types of television, such as over-the-air, cable, satellite or online, and content uploaded to video-sharing websites)

### Glob\_TV\_Angloglot\_nonUS\_a. American television programmes or videos

Unweighted base	-	1949	1006	-	1006	-
<b>Base: All Canada, Australia, UK adults</b>	-	<b>1949</b>	<b>1006</b>	-	<b>1006</b>	-
Everyday	-	11%	12%	-	26%	-
4-6 times a week	-	16%	14%	-	17%	-
2-3 times a week	-	20%	20%	-	19%	-
Once a week	-	14%	17%	-	11%	-
Less than once a week	-	13%	12%	-	6%	-
Less than once a month	-	13%	15%	-	9%	-
Never	-	8%	5%	-	6%	-
Don't know	-	6%	3%	-	5%	-

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Mexico	Turkey	Egypt	Saudi Arabia	India	China
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Thinking about television and video programmes: how often, if at all, do you watch the following? (This includes all types of television, such as over-the-air, cable, satellite or online, and content uploaded to video-sharing websites)

### Glob\_TV\_US\_a. American television programmes or videos

Unweighted base	-	-	-	-	-	-
<b>Base: All US adults</b>	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

### Glob\_TV\_US\_b. English-speaking television programmes or videos from other countries

Unweighted base	-	-	-	-	-	-
<b>Base: All US adults</b>	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

### Glob\_TV\_US\_c. Foreign language television programmes or videos

Unweighted base	-	-	-	-	-	-
<b>Base: All US adults</b>	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

Thinking about television and video programmes: how often, if at all, do you watch the following? (This includes all types of television, such as over-the-air, cable, satellite or online, and content uploaded to video-sharing websites)

### Glob\_TV\_Angloglot\_nonUS\_a. American television programmes or videos

Unweighted base	-	-	-	-	-	-
<b>Base: All Canada, Australia, UK adults</b>	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Japan	Indonesia	Thailand	Nigeria	South Africa
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Thinking about television and video programmes: how often, if at all, do you watch the following? (This includes all types of television, such as over-the-air, cable, satellite or online, and content uploaded to video-sharing websites)

### Glob\_TV\_US\_a. American television programmes or videos

Unweighted base	-	-	-	-	-
<b>Base: All US adults</b>	-	-	-	-	-
Everyday	-	-	-	-	-
4-6 times a week	-	-	-	-	-
2-3 times a week	-	-	-	-	-
Once a week	-	-	-	-	-
Less than once a week	-	-	-	-	-
Less than once a month	-	-	-	-	-
Never	-	-	-	-	-
Don't know	-	-	-	-	-

### Glob\_TV\_US\_b. English-speaking television programmes or videos from other countries

Unweighted base	-	-	-	-	-
<b>Base: All US adults</b>	-	-	-	-	-
Everyday	-	-	-	-	-
4-6 times a week	-	-	-	-	-
2-3 times a week	-	-	-	-	-
Once a week	-	-	-	-	-
Less than once a week	-	-	-	-	-
Less than once a month	-	-	-	-	-
Never	-	-	-	-	-
Don't know	-	-	-	-	-

### Glob\_TV\_US\_c. Foreign language television programmes or videos

Unweighted base	-	-	-	-	-
<b>Base: All US adults</b>	-	-	-	-	-
Everyday	-	-	-	-	-
4-6 times a week	-	-	-	-	-
2-3 times a week	-	-	-	-	-
Once a week	-	-	-	-	-
Less than once a week	-	-	-	-	-
Less than once a month	-	-	-	-	-
Never	-	-	-	-	-
Don't know	-	-	-	-	-

Thinking about television and video programmes: how often, if at all, do you watch the following? (This includes all types of television, such as over-the-air, cable, satellite or online, and content uploaded to video-sharing websites)

### Glob\_TV\_Angloglot\_nonUS\_a. American television programmes or videos

Unweighted base	-	-	-	-	-
<b>Base: All Canada, Australia, UK adults</b>	-	-	-	-	-
Everyday	-	-	-	-	-
4-6 times a week	-	-	-	-	-
2-3 times a week	-	-	-	-	-
Once a week	-	-	-	-	-
Less than once a week	-	-	-	-	-
Less than once a month	-	-	-	-	-
Never	-	-	-	-	-
Don't know	-	-	-	-	-



# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



France	Germany	Italy	Spain	Sweden	Denmark
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### Glob\_TV\_Angloglot\_nonUS\_b. nationality television programmes or videos

Unweighted base	-	-	-	-	-	-
Base: All Canada, Australia, UK adults	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

### Glob\_TV\_Angloglot\_nonUS\_c. English-speaking television programmes or videos from other countries (not including American)

Unweighted base	-	-	-	-	-	-
Base: All Canada, Australia, UK adults	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

### Glob\_TV\_Angloglot\_nonUS\_d. Foreign language television programmes or videos

Unweighted base	-	-	-	-	-	-
Base: All Canada, Australia, UK adults	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

Thinking about television and video programmes: how often, if at all, do you watch the following? (This includes all types of television, such as over-the-air, cable, satellite or online, and content uploaded to video-sharing websites)

### Glob\_TV\_nonAngloglot\_a. American television programmes or videos

Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults (excluding US, Canada, Australia and UK)	1021	1497	1005	1014	1011	1010
Everyday	5%	8%	11%	16%	15%	12%
4-6 times a week	6%	11%	9%	16%	18%	16%
2-3 times a week	14%	18%	18%	25%	23%	19%
Once a week	13%	13%	15%	16%	16%	15%
Less than once a week	10%	14%	11%	10%	10%	13%
Less than once a month	15%	15%	12%	9%	10%	11%
Never	34%	16%	21%	7%	4%	7%
Don't know	3%	6%	3%	1%	4%	7%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Poland	GB	Australia	United States	Canada	Brazil
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### Glob\_TV\_Angloglot\_nonUS\_b. nationality television programmes or videos

Unweighted base	-	1949	1006	-	1006	-
<b>Base: All Canada, Australia, UK adults</b>	-	<b>1949</b>	<b>1006</b>	-	<b>1006</b>	-
Everyday	-	29%	20%	-	21%	-
4-6 times a week	-	19%	14%	-	12%	-
2-3 times a week	-	19%	18%	-	18%	-
Once a week	-	11%	14%	-	15%	-
Less than once a week	-	8%	12%	-	10%	-
Less than once a month	-	5%	14%	-	13%	-
Never	-	3%	4%	-	6%	-
Don't know	-	5%	3%	-	7%	-

### Glob\_TV\_Angloglot\_nonUS\_c. English-speaking television programmes or videos from other countries (not including American)

Unweighted base	-	1949	1006	-	1006	-
<b>Base: All Canada, Australia, UK adults</b>	-	<b>1949</b>	<b>1006</b>	-	<b>1006</b>	-
Everyday	-	4%	10%	-	8%	-
4-6 times a week	-	4%	11%	-	7%	-
2-3 times a week	-	7%	20%	-	11%	-
Once a week	-	10%	18%	-	12%	-
Less than once a week	-	14%	11%	-	11%	-
Less than once a month	-	28%	17%	-	21%	-
Never	-	20%	9%	-	20%	-
Don't know	-	13%	5%	-	10%	-

### Glob\_TV\_Angloglot\_nonUS\_d. Foreign language television programmes or videos

Unweighted base	-	1949	1006	-	1006	-
<b>Base: All Canada, Australia, UK adults</b>	-	<b>1949</b>	<b>1006</b>	-	<b>1006</b>	-
Everyday	-	1%	3%	-	5%	-
4-6 times a week	-	1%	4%	-	5%	-
2-3 times a week	-	2%	9%	-	6%	-
Once a week	-	6%	8%	-	6%	-
Less than once a week	-	8%	12%	-	8%	-
Less than once a month	-	23%	25%	-	19%	-
Never	-	53%	34%	-	47%	-
Don't know	-	6%	4%	-	5%	-

Thinking about television and video programmes: how often, if at all, do you watch the following? (This includes all types of television, such as over-the-air, cable, satellite or online, and content uploaded to video-sharing websites)

### Glob\_TV\_nonAngloglot\_a. American television programmes or videos

Unweighted base	1019	-	-	-	-	1006
<b>Base: All country adults (excluding US, Canada, Australia and UK)</b>	<b>1019</b>	-	-	-	-	<b>1006</b>
Everyday	7%	-	-	-	-	18%
4-6 times a week	9%	-	-	-	-	9%
2-3 times a week	21%	-	-	-	-	16%
Once a week	18%	-	-	-	-	24%
Less than once a week	16%	-	-	-	-	9%
Less than once a month	14%	-	-	-	-	12%
Never	11%	-	-	-	-	10%
Don't know	5%	-	-	-	-	2%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Mexico	Turkey	Egypt	Saudi Arabia	India	China
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### Glob\_TV\_Angloglot\_nonUS\_b. nationality television programmes or videos

Unweighted base	-	-	-	-	-	-
Base: All Canada, Australia, UK adults	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

### Glob\_TV\_Angloglot\_nonUS\_c. English-speaking television programmes or videos from other countries (not including American)

Unweighted base	-	-	-	-	-	-
Base: All Canada, Australia, UK adults	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

### Glob\_TV\_Angloglot\_nonUS\_d. Foreign language television programmes or videos

Unweighted base	-	-	-	-	-	-
Base: All Canada, Australia, UK adults	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

Thinking about television and video programmes: how often, if at all, do you watch the following? (This includes all types of television, such as over-the-air, cable, satellite or online, and content uploaded to video-sharing websites)

### Glob\_TV\_nonAngloglot\_a. American television programmes or videos

Unweighted base	1009	506	1537	828	1035	1021
Base: All country adults (excluding US, Canada, Australia and UK)	1009	506	1537	828	1035	1021
Everyday	24%	10%	12%	14%	10%	3%
4-6 times a week	20%	9%	11%	13%	10%	7%
2-3 times a week	30%	16%	14%	16%	15%	15%
Once a week	13%	19%	15%	11%	17%	15%
Less than once a week	6%	11%	12%	10%	12%	15%
Less than once a month	4%	14%	14%	16%	15%	25%
Never	2%	17%	15%	14%	17%	17%
Don't know	0%	4%	6%	6%	6%	3%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Japan	Indonesia	Thailand	Nigeria	South Africa
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### Glob\_TV\_Angloglot\_nonUS\_b. nationality television programmes or videos

Unweighted base	-	-	-	-	-
Base: All Canada, Australia, UK adults	-	-	-	-	-
Everyday	-	-	-	-	-
4-6 times a week	-	-	-	-	-
2-3 times a week	-	-	-	-	-
Once a week	-	-	-	-	-
Less than once a week	-	-	-	-	-
Less than once a month	-	-	-	-	-
Never	-	-	-	-	-
Don't know	-	-	-	-	-

### Glob\_TV\_Angloglot\_nonUS\_c. English-speaking television programmes or videos from other countries (not including American)

Unweighted base	-	-	-	-	-
Base: All Canada, Australia, UK adults	-	-	-	-	-
Everyday	-	-	-	-	-
4-6 times a week	-	-	-	-	-
2-3 times a week	-	-	-	-	-
Once a week	-	-	-	-	-
Less than once a week	-	-	-	-	-
Less than once a month	-	-	-	-	-
Never	-	-	-	-	-
Don't know	-	-	-	-	-

### Glob\_TV\_Angloglot\_nonUS\_d. Foreign language television programmes or videos

Unweighted base	-	-	-	-	-
Base: All Canada, Australia, UK adults	-	-	-	-	-
Everyday	-	-	-	-	-
4-6 times a week	-	-	-	-	-
2-3 times a week	-	-	-	-	-
Once a week	-	-	-	-	-
Less than once a week	-	-	-	-	-
Less than once a month	-	-	-	-	-
Never	-	-	-	-	-
Don't know	-	-	-	-	-

Thinking about television and video programmes: how often, if at all, do you watch the following? (This includes all types of television, such as over-the-air, cable, satellite or online, and content uploaded to video-sharing websites)

### Glob\_TV\_nonAngloglot\_a. American television programmes or videos

Unweighted base	1143	1001	1043	644	1002
Base: All country adults (excluding US, Canada, Australia and UK)	1143	1001	1043	644	1002
Everyday	4%	5%	7%	28%	34%
4-6 times a week	3%	6%	8%	26%	19%
2-3 times a week	9%	11%	16%	22%	22%
Once a week	10%	11%	16%	10%	9%
Less than once a week	7%	10%	13%	6%	6%
Less than once a month	21%	20%	17%	5%	5%
Never	41%	25%	18%	2%	4%
Don't know	5%	12%	3%	1%	1%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



France	Germany	Italy	Spain	Sweden	Denmark
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### Glob\_TV\_nonAngloglot\_b. nationality television programmes or videos

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults (excluding US, Canada, Australia and UK)</b>	<b>1021</b>	<b>1497</b>	<b>1005</b>	<b>1014</b>	<b>1011</b>	<b>1010</b>
Everyday	24%	17%	35%	19%	17%	36%
4-6 times a week	15%	16%	14%	11%	13%	19%
2-3 times a week	23%	22%	22%	23%	23%	17%
Once a week	15%	14%	12%	19%	17%	9%
Less than once a week	8%	9%	8%	10%	10%	6%
Less than once a month	5%	10%	5%	11%	11%	4%
Never	8%	6%	3%	5%	5%	3%
Don't know	2%	5%	1%	1%	4%	6%

### Glob\_TV\_nonAngloglot\_c. Foreign language television programmes or videos (not including American)

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults (excluding US, Canada, Australia and UK)</b>	<b>1021</b>	<b>1497</b>	<b>1005</b>	<b>1014</b>	<b>1011</b>	<b>1010</b>
Everyday	2%	3%	3%	7%	5%	10%
4-6 times a week	1%	4%	4%	7%	5%	11%
2-3 times a week	5%	9%	8%	13%	11%	16%
Once a week	7%	10%	9%	11%	12%	13%
Less than once a week	7%	13%	7%	12%	16%	12%
Less than once a month	13%	18%	16%	19%	26%	17%
Never	62%	37%	50%	30%	20%	14%
Don't know	3%	6%	2%	2%	6%	9%

### Thinking about music: how often, if at all, do you listen to the following?

#### Glob\_music\_US\_a. American music

Unweighted base	-	-	-	-	-	-
<b>Base: All US adults</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

#### Glob\_music\_US\_b. English-speaking music from other countries

Unweighted base	-	-	-	-	-	-
<b>Base: All US adults</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Poland	GB	Australia	United States	Canada	Brazil
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**Glob\_TV\_nonAngloglot\_b. nationality television programmes or videos**

Unweighted base	1019	-	-	-	-	1006
<b>Base: All country adults (excluding US, Canada, Australia and UK)</b>	1019	-	-	-	-	1006
Everyday	19%	-	-	-	-	40%
4-6 times a week	15%	-	-	-	-	10%
2-3 times a week	25%	-	-	-	-	16%
Once a week	17%	-	-	-	-	17%
Less than once a week	9%	-	-	-	-	7%
Less than once a month	7%	-	-	-	-	6%
Never	5%	-	-	-	-	4%
Don't know	3%	-	-	-	-	1%

**Glob\_TV\_nonAngloglot\_c. Foreign language television programmes or videos (not including American)**

Unweighted base	1019	-	-	-	-	1006
<b>Base: All country adults (excluding US, Canada, Australia and UK)</b>	1019	-	-	-	-	1006
Everyday	5%	-	-	-	-	11%
4-6 times a week	9%	-	-	-	-	7%
2-3 times a week	17%	-	-	-	-	12%
Once a week	19%	-	-	-	-	22%
Less than once a week	15%	-	-	-	-	11%
Less than once a month	17%	-	-	-	-	18%
Never	14%	-	-	-	-	16%
Don't know	4%	-	-	-	-	4%

**Thinking about music: how often, if at all, do you listen to the following?**

**Glob\_music\_US\_a. American music**

Unweighted base	-	-	-	2012	-	-
<b>Base: All US adults</b>	-	-	-	2012	-	-
Everyday	-	-	-	38%	-	-
4-6 times a week	-	-	-	17%	-	-
2-3 times a week	-	-	-	15%	-	-
Once a week	-	-	-	9%	-	-
Less than once a week	-	-	-	6%	-	-
Less than once a month	-	-	-	6%	-	-
Never	-	-	-	4%	-	-
Don't know	-	-	-	4%	-	-

**Glob\_music\_US\_b. English-speaking music from other countries**

Unweighted base	-	-	-	2012	-	-
<b>Base: All US adults</b>	-	-	-	2012	-	-
Everyday	-	-	-	9%	-	-
4-6 times a week	-	-	-	7%	-	-
2-3 times a week	-	-	-	9%	-	-
Once a week	-	-	-	8%	-	-
Less than once a week	-	-	-	8%	-	-
Less than once a month	-	-	-	14%	-	-
Never	-	-	-	32%	-	-
Don't know	-	-	-	12%	-	-

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Mexico	Turkey	Egypt	Saudi Arabia	India	China
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### Glob\_TV\_nonAngloglot\_b. nationality television programmes or videos

Unweighted base	1009	506	1537	828	1035	1021
<b>Base: All country adults (excluding US, Canada, Australia and UK)</b>	<b>1009</b>	<b>506</b>	<b>1537</b>	<b>828</b>	<b>1035</b>	<b>1021</b>
Everyday	16%	31%	26%	15%	40%	33%
4-6 times a week	16%	18%	13%	10%	13%	17%
2-3 times a week	24%	24%	18%	13%	13%	19%
Once a week	15%	13%	13%	14%	12%	12%
Less than once a week	10%	5%	8%	8%	7%	10%
Less than once a month	13%	5%	11%	17%	8%	7%
Never	6%	2%	8%	16%	5%	1%
Don't know	0%	1%	4%	6%	2%	1%

### Glob\_TV\_nonAngloglot\_c. Foreign language television programmes or videos (not including American)

Unweighted base	1009	506	1537	828	1035	1021
<b>Base: All country adults (excluding US, Canada, Australia and UK)</b>	<b>1009</b>	<b>506</b>	<b>1537</b>	<b>828</b>	<b>1035</b>	<b>1021</b>
Everyday	10%	10%	11%	12%	7%	5%
4-6 times a week	15%	10%	10%	10%	8%	5%
2-3 times a week	22%	15%	15%	14%	14%	14%
Once a week	16%	18%	14%	13%	13%	15%
Less than once a week	13%	12%	10%	10%	9%	16%
Less than once a month	15%	15%	16%	17%	19%	26%
Never	8%	17%	17%	16%	23%	17%
Don't know	1%	3%	7%	8%	6%	3%

### Thinking about music: how often, if at all, do you listen to the following?

#### Glob\_music\_US\_a. American music

Unweighted base	-	-	-	-	-	-
<b>Base: All US adults</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

#### Glob\_music\_US\_b. English-speaking music from other countries

Unweighted base	-	-	-	-	-	-
<b>Base: All US adults</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Japan	Indonesia	Thailand	Nigeria	South Africa
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### Glob\_TV\_nonAngloglot\_b. nationality television programmes or videos

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults (excluding US, Canada, Australia and UK)</b>	<b>1143</b>	<b>1001</b>	<b>1043</b>	<b>644</b>	<b>1002</b>
Everyday	49%	41%	40%	33%	33%
4-6 times a week	10%	10%	13%	22%	13%
2-3 times a week	10%	17%	18%	19%	12%
Once a week	6%	9%	11%	10%	12%
Less than once a week	4%	6%	7%	5%	8%
Less than once a month	7%	7%	6%	7%	13%
Never	10%	3%	3%	2%	7%
Don't know	3%	7%	1%	1%	1%

### Glob\_TV\_nonAngloglot\_c. Foreign language television programmes or videos (not including American)

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults (excluding US, Canada, Australia and UK)</b>	<b>1143</b>	<b>1001</b>	<b>1043</b>	<b>644</b>	<b>1002</b>
Everyday	4%	15%	8%	15%	9%
4-6 times a week	2%	6%	10%	16%	8%
2-3 times a week	6%	10%	16%	20%	11%
Once a week	9%	12%	15%	14%	11%
Less than once a week	7%	17%	12%	12%	9%
Less than once a month	18%	16%	19%	12%	19%
Never	48%	13%	18%	9%	31%
Don't know	5%	11%	2%	2%	2%

### Thinking about music: how often, if at all, do you listen to the following?

#### Glob\_music\_US\_a. American music

Unweighted base	-	-	-	-	-
<b>Base: All US adults</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Everyday	-	-	-	-	-
4-6 times a week	-	-	-	-	-
2-3 times a week	-	-	-	-	-
Once a week	-	-	-	-	-
Less than once a week	-	-	-	-	-
Less than once a month	-	-	-	-	-
Never	-	-	-	-	-
Don't know	-	-	-	-	-

#### Glob\_music\_US\_b. English-speaking music from other countries

Unweighted base	-	-	-	-	-
<b>Base: All US adults</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Everyday	-	-	-	-	-
4-6 times a week	-	-	-	-	-
2-3 times a week	-	-	-	-	-
Once a week	-	-	-	-	-
Less than once a week	-	-	-	-	-
Less than once a month	-	-	-	-	-
Never	-	-	-	-	-
Don't know	-	-	-	-	-



# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



France	Germany	Italy	Spain	Sweden	Denmark
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### Glob\_music\_US\_c. Foreign language music

Unweighted base	-	-	-	-	-	-
<b>Base: All US adults</b>	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

Thinking about music: how often, if at all, do you listen to the following?

### Glob\_music\_Angloglot\_nonUS\_a. American music

Unweighted base	-	-	-	-	-	-
<b>Base: All Canada, Australia, UK adults</b>	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

### Glob\_music\_Angloglot\_nonUS\_b. nationality music

Unweighted base	-	-	-	-	-	-
<b>Base: All Canada, Australia, UK adults</b>	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

### Glob\_music\_Angloglot\_nonUS\_c. English-speaking music from other countries (not including American)

Unweighted base	-	-	-	-	-	-
<b>Base: All Canada, Australia, UK adults</b>	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Poland	GB	Australia	United States	Canada	Brazil
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### Glob\_music\_US\_c. Foreign language music

Unweighted base	-	-	-	2012	-	-
<b>Base: All US adults</b>	-	-	-	<b>2012</b>	-	-
Everyday	-	-	-	6%	-	-
4-6 times a week	-	-	-	5%	-	-
2-3 times a week	-	-	-	6%	-	-
Once a week	-	-	-	7%	-	-
Less than once a week	-	-	-	7%	-	-
Less than once a month	-	-	-	15%	-	-
Never	-	-	-	50%	-	-
Don't know	-	-	-	6%	-	-

Thinking about music: how often, if at all, do you listen to the following?

### Glob\_music\_Angloglot\_nonUS\_a. American music

Unweighted base	-	1949	1006	-	1006	-
<b>Base: All Canada, Australia, UK adults</b>	-	<b>1949</b>	<b>1006</b>	-	<b>1006</b>	-
Everyday	-	25%	24%	-	32%	-
4-6 times a week	-	14%	14%	-	14%	-
2-3 times a week	-	15%	18%	-	17%	-
Once a week	-	9%	12%	-	11%	-
Less than once a week	-	8%	10%	-	8%	-
Less than once a month	-	11%	11%	-	7%	-
Never	-	11%	6%	-	4%	-
Don't know	-	7%	5%	-	6%	-

### Glob\_music\_Angloglot\_nonUS\_b. nationality music

Unweighted base	-	1949	1006	-	1006	-
<b>Base: All Canada, Australia, UK adults</b>	-	<b>1949</b>	<b>1006</b>	-	<b>1006</b>	-
Everyday	-	36%	21%	-	26%	-
4-6 times a week	-	16%	12%	-	11%	-
2-3 times a week	-	18%	19%	-	18%	-
Once a week	-	8%	13%	-	11%	-
Less than once a week	-	6%	8%	-	10%	-
Less than once a month	-	7%	13%	-	10%	-
Never	-	3%	8%	-	7%	-
Don't know	-	5%	5%	-	7%	-

### Glob\_music\_Angloglot\_nonUS\_c. English-speaking music from other countries (not including American)

Unweighted base	-	1949	1006	-	1006	-
<b>Base: All Canada, Australia, UK adults</b>	-	<b>1949</b>	<b>1006</b>	-	<b>1006</b>	-
Everyday	-	9%	18%	-	15%	-
4-6 times a week	-	8%	10%	-	10%	-
2-3 times a week	-	10%	18%	-	11%	-
Once a week	-	8%	15%	-	12%	-
Less than once a week	-	12%	9%	-	9%	-
Less than once a month	-	18%	13%	-	15%	-
Never	-	21%	10%	-	17%	-
Don't know	-	14%	6%	-	11%	-

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Mexico	Turkey	Egypt	Saudi Arabia	India	China
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### Glob\_music\_US\_c. Foreign language music

Unweighted base	-	-	-	-	-	-
<b>Base: All US adults</b>	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

Thinking about music: how often, if at all, do you listen to the following?

### Glob\_music\_Angloglot\_nonUS\_a. American music

Unweighted base	-	-	-	-	-	-
<b>Base: All Canada, Australia, UK adults</b>	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

### Glob\_music\_Angloglot\_nonUS\_b. nationality music

Unweighted base	-	-	-	-	-	-
<b>Base: All Canada, Australia, UK adults</b>	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

### Glob\_music\_Angloglot\_nonUS\_c. English-speaking music from other countries (not including American)

Unweighted base	-	-	-	-	-	-
<b>Base: All Canada, Australia, UK adults</b>	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Japan	Indonesia	Thailand	Nigeria	South Africa
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### Glob\_music\_US\_c. Foreign language music

Unweighted base	-	-	-	-	-
<b>Base: All US adults</b>	-	-	-	-	-
Everyday	-	-	-	-	-
4-6 times a week	-	-	-	-	-
2-3 times a week	-	-	-	-	-
Once a week	-	-	-	-	-
Less than once a week	-	-	-	-	-
Less than once a month	-	-	-	-	-
Never	-	-	-	-	-
Don't know	-	-	-	-	-

Thinking about music: how often, if at all, do you listen to the following?

### Glob\_music\_Angloglot\_nonUS\_a. American music

Unweighted base	-	-	-	-	-
<b>Base: All Canada, Australia, UK adults</b>	-	-	-	-	-
Everyday	-	-	-	-	-
4-6 times a week	-	-	-	-	-
2-3 times a week	-	-	-	-	-
Once a week	-	-	-	-	-
Less than once a week	-	-	-	-	-
Less than once a month	-	-	-	-	-
Never	-	-	-	-	-
Don't know	-	-	-	-	-

### Glob\_music\_Angloglot\_nonUS\_b. nationality music

Unweighted base	-	-	-	-	-
<b>Base: All Canada, Australia, UK adults</b>	-	-	-	-	-
Everyday	-	-	-	-	-
4-6 times a week	-	-	-	-	-
2-3 times a week	-	-	-	-	-
Once a week	-	-	-	-	-
Less than once a week	-	-	-	-	-
Less than once a month	-	-	-	-	-
Never	-	-	-	-	-
Don't know	-	-	-	-	-

### Glob\_music\_Angloglot\_nonUS\_c. English-speaking music from other countries (not including American)

Unweighted base	-	-	-	-	-
<b>Base: All Canada, Australia, UK adults</b>	-	-	-	-	-
Everyday	-	-	-	-	-
4-6 times a week	-	-	-	-	-
2-3 times a week	-	-	-	-	-
Once a week	-	-	-	-	-
Less than once a week	-	-	-	-	-
Less than once a month	-	-	-	-	-
Never	-	-	-	-	-
Don't know	-	-	-	-	-

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



France	Germany	Italy	Spain	Sweden	Denmark
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### Glob\_music\_Angloglot\_nonUS\_d. Foreign language music

Unweighted base	-	-	-	-	-	-
Base: All Canada, Australia, UK adults	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

Thinking about music: how often, if at all, do you listen to the following?

### Glob\_music\_nonAngloglot\_a. American music

Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults (excluding US, Canada, Australia and UK)	1021	1497	1005	1014	1011	1010
Everyday	29%	28%	30%	31%	34%	34%
4-6 times a week	15%	16%	15%	14%	18%	20%
2-3 times a week	18%	17%	19%	19%	16%	15%
Once a week	9%	11%	9%	10%	9%	8%
Less than once a week	7%	7%	7%	9%	8%	7%
Less than once a month	10%	8%	7%	9%	6%	6%
Never	7%	6%	9%	5%	3%	3%
Don't know	5%	7%	4%	3%	6%	8%

### Glob\_music\_nonAngloglot\_b. nationality music

Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults (excluding US, Canada, Australia and UK)	1021	1497	1005	1014	1011	1010
Everyday	37%	27%	45%	40%	29%	33%
4-6 times a week	17%	15%	15%	17%	16%	19%
2-3 times a week	20%	20%	18%	16%	18%	15%
Once a week	10%	12%	7%	10%	12%	9%
Less than once a week	5%	8%	5%	7%	8%	9%
Less than once a month	6%	8%	4%	7%	8%	7%
Never	4%	6%	3%	3%	5%	2%
Don't know	3%	5%	2%	1%	5%	5%

### Glob\_music\_nonAngloglot\_c. Foreign language music (not including American)

Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults (excluding US, Canada, Australia and UK)	1021	1497	1005	1014	1011	1010
Everyday	20%	20%	27%	25%	12%	20%
4-6 times a week	9%	15%	15%	11%	9%	12%
2-3 times a week	16%	16%	16%	16%	11%	14%
Once a week	10%	13%	11%	12%	12%	10%
Less than once a week	10%	9%	8%	10%	14%	13%
Less than once a month	15%	11%	8%	12%	20%	14%
Never	16%	9%	10%	11%	15%	8%
Don't know	5%	7%	4%	3%	7%	9%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Poland	GB	Australia	United States	Canada	Brazil
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### Glob\_music\_Angloglot\_nonUS\_d. Foreign language music

Unweighted base	-	1949	1006	-	1006	-
Base: All Canada, Australia, UK adults	-	1949	1006	-	1006	-
Everyday	-	3%	5%	-	9%	-
4-6 times a week	-	2%	5%	-	6%	-
2-3 times a week	-	6%	8%	-	8%	-
Once a week	-	4%	9%	-	6%	-
Less than once a week	-	9%	8%	-	7%	-
Less than once a month	-	20%	21%	-	16%	-
Never	-	50%	40%	-	41%	-
Don't know	-	6%	5%	-	6%	-

Thinking about music: how often, if at all, do you listen to the following?

### Glob\_music\_nonAngloglot\_a. American music

Unweighted base	1019	-	-	-	-	1006
Base: All country adults (excluding US, Canada, Australia and UK)	1019	-	-	-	-	1006
Everyday	28%	-	-	-	-	41%
4-6 times a week	17%	-	-	-	-	11%
2-3 times a week	17%	-	-	-	-	16%
Once a week	12%	-	-	-	-	15%
Less than once a week	8%	-	-	-	-	6%
Less than once a month	8%	-	-	-	-	6%
Never	4%	-	-	-	-	3%
Don't know	5%	-	-	-	-	1%

### Glob\_music\_nonAngloglot\_b. nationality music

Unweighted base	1019	-	-	-	-	1006
Base: All country adults (excluding US, Canada, Australia and UK)	1019	-	-	-	-	1006
Everyday	35%	-	-	-	-	51%
4-6 times a week	22%	-	-	-	-	9%
2-3 times a week	18%	-	-	-	-	15%
Once a week	10%	-	-	-	-	13%
Less than once a week	5%	-	-	-	-	4%
Less than once a month	6%	-	-	-	-	5%
Never	2%	-	-	-	-	1%
Don't know	2%	-	-	-	-	1%

### Glob\_music\_nonAngloglot\_c. Foreign language music (not including American)

Unweighted base	1019	-	-	-	-	1006
Base: All country adults (excluding US, Canada, Australia and UK)	1019	-	-	-	-	1006
Everyday	26%	-	-	-	-	27%
4-6 times a week	17%	-	-	-	-	9%
2-3 times a week	20%	-	-	-	-	15%
Once a week	12%	-	-	-	-	19%
Less than once a week	10%	-	-	-	-	10%
Less than once a month	8%	-	-	-	-	11%
Never	3%	-	-	-	-	6%
Don't know	4%	-	-	-	-	3%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Mexico	Turkey	Egypt	Saudi Arabia	India	China
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### Glob\_music\_Angloglot\_nonUS\_d. Foreign language music

Unweighted base	-	-	-	-	-	-
Base: All Canada, Australia, UK adults	-	-	-	-	-	-
Everyday	-	-	-	-	-	-
4-6 times a week	-	-	-	-	-	-
2-3 times a week	-	-	-	-	-	-
Once a week	-	-	-	-	-	-
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

Thinking about music: how often, if at all, do you listen to the following?

### Glob\_music\_nonAngloglot\_a. American music

Unweighted base	1009	506	1537	828	1035	1021
Base: All country adults (excluding US, Canada, Australia and UK)	1009	506	1537	828	1035	1021
Everyday	32%	17%	14%	14%	18%	14%
4-6 times a week	20%	13%	11%	9%	13%	11%
2-3 times a week	22%	19%	12%	13%	13%	18%
Once a week	10%	11%	12%	10%	12%	12%
Less than once a week	7%	10%	8%	8%	9%	15%
Less than once a month	5%	14%	14%	12%	15%	17%
Never	3%	15%	21%	26%	16%	10%
Don't know	1%	2%	7%	6%	5%	4%

### Glob\_music\_nonAngloglot\_b. nationality music

Unweighted base	1009	506	1537	828	1035	1021
Base: All country adults (excluding US, Canada, Australia and UK)	1009	506	1537	828	1035	1021
Everyday	39%	49%	34%	15%	59%	33%
4-6 times a week	21%	23%	15%	11%	13%	22%
2-3 times a week	20%	14%	14%	12%	10%	21%
Once a week	8%	7%	9%	10%	8%	9%
Less than once a week	5%	3%	7%	7%	4%	7%
Less than once a month	5%	3%	9%	13%	4%	5%
Never	3%	1%	7%	26%	2%	1%
Don't know	-	0%	4%	6%	1%	1%

### Glob\_music\_nonAngloglot\_c. Foreign language music (not including American)

Unweighted base	1009	506	1537	828	1035	1021
Base: All country adults (excluding US, Canada, Australia and UK)	1009	506	1537	828	1035	1021
Everyday	19%	21%	12%	10%	12%	11%
4-6 times a week	15%	15%	9%	11%	10%	11%
2-3 times a week	19%	22%	11%	14%	14%	19%
Once a week	13%	10%	13%	13%	10%	15%
Less than once a week	9%	11%	9%	8%	9%	15%
Less than once a month	14%	13%	17%	13%	16%	17%
Never	10%	7%	22%	24%	24%	9%
Don't know	1%	1%	6%	6%	5%	3%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Japan	Indonesia	Thailand	Nigeria	South Africa
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### Glob\_music\_Angloglot\_nonUS\_d. Foreign language music

Unweighted base	-	-	-	-	-
Base: All Canada, Australia, UK adults	-	-	-	-	-
Everyday	-	-	-	-	-
4-6 times a week	-	-	-	-	-
2-3 times a week	-	-	-	-	-
Once a week	-	-	-	-	-
Less than once a week	-	-	-	-	-
Less than once a month	-	-	-	-	-
Never	-	-	-	-	-
Don't know	-	-	-	-	-

Thinking about music: how often, if at all, do you listen to the following?

### Glob\_music\_nonAngloglot\_a. American music

Unweighted base	1143	1001	1043	644	1002
Base: All country adults (excluding US, Canada, Australia and UK)	1143	1001	1043	644	1002
Everyday	9%	16%	13%	49%	45%
4-6 times a week	5%	12%	11%	20%	19%
2-3 times a week	11%	14%	19%	13%	15%
Once a week	10%	11%	14%	7%	8%
Less than once a week	10%	16%	10%	3%	5%
Less than once a month	22%	11%	16%	5%	4%
Never	28%	13%	14%	3%	3%
Don't know	6%	6%	3%	1%	1%

### Glob\_music\_nonAngloglot\_b. nationality music

Unweighted base	1143	1001	1043	644	1002
Base: All country adults (excluding US, Canada, Australia and UK)	1143	1001	1043	644	1002
Everyday	21%	49%	28%	62%	42%
4-6 times a week	11%	15%	13%	16%	13%
2-3 times a week	18%	12%	16%	9%	12%
Once a week	12%	5%	12%	6%	9%
Less than once a week	9%	8%	11%	2%	8%
Less than once a month	15%	6%	12%	2%	8%
Never	11%	5%	7%	2%	6%
Don't know	3%	1%	1%	0%	1%

### Glob\_music\_nonAngloglot\_c. Foreign language music (not including American)

Unweighted base	1143	1001	1043	644	1002
Base: All country adults (excluding US, Canada, Australia and UK)	1143	1001	1043	644	1002
Everyday	7%	18%	14%	25%	14%
4-6 times a week	5%	15%	12%	14%	9%
2-3 times a week	8%	15%	18%	15%	14%
Once a week	9%	12%	13%	12%	9%
Less than once a week	9%	8%	11%	9%	10%
Less than once a month	22%	11%	17%	14%	17%
Never	35%	15%	12%	9%	25%
Don't know	6%	7%	3%	3%	3%



# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



France	Germany	Italy	Spain	Sweden	Denmark
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**Qa\_CN. If you see a product is 'made in China', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?**

Unweighted base	258	374	250	251	255	251
<b>Base: All country adults allocated China (q_chosen_country)</b>	<b>258</b>	<b>379</b>	<b>251</b>	<b>263</b>	<b>254</b>	<b>267</b>
I tend to think more positively about that product	6%	8%	9%	4%	3%	7%
I tend to think more negatively about that product	67%	51%	61%	50%	46%	60%
It makes no real difference either way	23%	33%	27%	44%	44%	29%
Don't know	5%	8%	4%	1%	6%	4%

**Qa\_US. If you see a product is 'made in United States', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?**

Unweighted base	249	374	251	251	248	251
<b>Base: All country adults allocated US (q_chosen_country)</b>	<b>249</b>	<b>387</b>	<b>250</b>	<b>252</b>	<b>253</b>	<b>262</b>
I tend to think more positively about that product	20%	17%	28%	25%	18%	19%
I tend to think more negatively about that product	16%	17%	10%	10%	10%	13%
It makes no real difference either way	58%	55%	57%	61%	67%	61%
Don't know	6%	11%	6%	4%	5%	7%

**Qa\_DE. If you see a product is 'made in Germany', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?**

Unweighted base	256	379	250	255	259	251
<b>Base: All country adults allocated Germany (q_chosen_country)</b>	<b>256</b>	<b>377</b>	<b>251</b>	<b>255</b>	<b>258</b>	<b>243</b>
I tend to think more positively about that product	45%	59%	46%	45%	34%	45%
I tend to think more negatively about that product	7%	5%	7%	3%	6%	3%
It makes no real difference either way	43%	32%	43%	46%	51%	45%
Don't know	6%	4%	4%	6%	10%	7%

**Qa\_JP. If you see a product is 'made in Japan', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?**

Unweighted base	259	373	254	254	253	256
<b>Base: All country adults allocated Japan (q_chosen_country)</b>	<b>259</b>	<b>361</b>	<b>253</b>	<b>250</b>	<b>251</b>	<b>247</b>
I tend to think more positively about that product	27%	29%	33%	29%	27%	25%
I tend to think more negatively about that product	22%	18%	16%	9%	16%	13%
It makes no real difference either way	43%	43%	48%	61%	51%	52%
Don't know	8%	10%	4%	2%	5%	11%

**Qa\_SK. If you see a product is 'made in South Korea', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?**

Unweighted base	252	368	250	249	246	249
<b>Base: All country adults allocated South Korea (q_chosen_country)</b>	<b>252</b>	<b>369</b>	<b>250</b>	<b>243</b>	<b>247</b>	<b>249</b>
I tend to think more positively about that product	14%	17%	12%	9%	10%	12%
I tend to think more negatively about that product	36%	24%	34%	25%	20%	29%
It makes no real difference either way	43%	49%	47%	60%	59%	49%
Don't know	7%	10%	7%	7%	10%	9%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Poland	GB	Australia	United States	Canada	Brazil
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**Qa\_CN. If you see a product is 'made in China', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?**

Unweighted base	257	477	254	504	257	247
<b>Base: All country adults allocated China (q_chosen_country)</b>	<b>257</b>	<b>474</b>	<b>251</b>	<b>510</b>	<b>259</b>	<b>247</b>
I tend to think more positively about that product	8%	3%	6%	7%	11%	26%
I tend to think more negatively about that product	47%	37%	42%	47%	45%	33%
It makes no real difference either way	41%	57%	51%	36%	38%	39%
Don't know	4%	3%	1%	10%	6%	2%

**Qa\_US. If you see a product is 'made in United States', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?**

Unweighted base	256	493	252	512	251	257
<b>Base: All country adults allocated US (q_chosen_country)</b>	<b>259</b>	<b>504</b>	<b>250</b>	<b>493</b>	<b>251</b>	<b>258</b>
I tend to think more positively about that product	38%	14%	27%	60%	30%	52%
I tend to think more negatively about that product	5%	10%	7%	4%	10%	6%
It makes no real difference either way	53%	70%	64%	26%	56%	40%
Don't know	4%	6%	2%	10%	4%	2%

**Qa\_DE. If you see a product is 'made in Germany', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?**

Unweighted base	257	484	250	499	256	247
<b>Base: All country adults allocated Germany (q_chosen_country)</b>	<b>256</b>	<b>494</b>	<b>252</b>	<b>508</b>	<b>256</b>	<b>247</b>
I tend to think more positively about that product	45%	29%	43%	30%	36%	49%
I tend to think more negatively about that product	6%	5%	7%	7%	8%	4%
It makes no real difference either way	47%	61%	49%	53%	48%	44%
Don't know	2%	6%	1%	11%	9%	2%

**Qa\_JP. If you see a product is 'made in Japan', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?**

Unweighted base	251	487	249	498	242	253
<b>Base: All country adults allocated Japan (q_chosen_country)</b>	<b>254</b>	<b>481</b>	<b>244</b>	<b>495</b>	<b>243</b>	<b>253</b>
I tend to think more positively about that product	52%	20%	38%	25%	30%	49%
I tend to think more negatively about that product	5%	9%	7%	14%	16%	11%
It makes no real difference either way	38%	66%	53%	52%	46%	38%
Don't know	5%	4%	3%	9%	7%	2%

**Qa\_SK. If you see a product is 'made in South Korea', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?**

Unweighted base	257	495	256	497	248	254
<b>Base: All country adults allocated South Korea (q_chosen_country)</b>	<b>257</b>	<b>493</b>	<b>259</b>	<b>496</b>	<b>249</b>	<b>254</b>
I tend to think more positively about that product	19%	9%	20%	14%	17%	24%
I tend to think more negatively about that product	25%	18%	19%	20%	24%	20%
It makes no real difference either way	47%	69%	56%	52%	51%	52%
Don't know	9%	5%	5%	15%	7%	4%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Mexico	Turkey	Egypt	Saudi Arabia	India	China
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**Qa\_CN. If you see a product is 'made in China', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?**

Unweighted base	254	128	382	209	258	253
<b>Base: All country adults allocated China (q_chosen_country)</b>	<b>250</b>	<b>124</b>	<b>387</b>	<b>204</b>	<b>259</b>	<b>263</b>
I tend to think more positively about that product	12%	15%	24%	32%	19%	46%
I tend to think more negatively about that product	50%	57%	42%	34%	41%	11%
It makes no real difference either way	37%	24%	23%	21%	32%	39%
Don't know	2%	4%	10%	12%	8%	4%

**Qa\_US. If you see a product is 'made in United States', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?**

Unweighted base	252	130	387	212	260	257
<b>Base: All country adults allocated US (q_chosen_country)</b>	<b>253</b>	<b>137</b>	<b>385</b>	<b>214</b>	<b>261</b>	<b>258</b>
I tend to think more positively about that product	53%	43%	55%	51%	45%	31%
I tend to think more negatively about that product	4%	14%	7%	11%	10%	12%
It makes no real difference either way	42%	38%	26%	29%	37%	50%
Don't know	1%	5%	12%	9%	8%	6%

**Qa\_DE. If you see a product is 'made in Germany', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?**

Unweighted base	255	128	386	204	252	259
<b>Base: All country adults allocated Germany (q_chosen_country)</b>	<b>251</b>	<b>120</b>	<b>393</b>	<b>209</b>	<b>252</b>	<b>260</b>
I tend to think more positively about that product	62%	60%	77%	56%	52%	64%
I tend to think more negatively about that product	2%	12%	6%	9%	8%	10%
It makes no real difference either way	35%	25%	11%	27%	31%	24%
Don't know	1%	2%	6%	8%	9%	3%

**Qa\_JP. If you see a product is 'made in Japan', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?**

Unweighted base	247	130	387	203	263	255
<b>Base: All country adults allocated Japan (q_chosen_country)</b>	<b>249</b>	<b>131</b>	<b>388</b>	<b>207</b>	<b>263</b>	<b>258</b>
I tend to think more positively about that product	56%	58%	74%	64%	58%	41%
I tend to think more negatively about that product	6%	13%	6%	10%	7%	20%
It makes no real difference either way	37%	26%	13%	18%	27%	36%
Don't know	1%	3%	7%	8%	8%	3%

**Qa\_SK. If you see a product is 'made in South Korea', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?**

Unweighted base	254	124	388	209	252	256
<b>Base: All country adults allocated South Korea (q_chosen_country)</b>	<b>255</b>	<b>124</b>	<b>393</b>	<b>207</b>	<b>253</b>	<b>251</b>
I tend to think more positively about that product	28%	51%	47%	47%	39%	20%
I tend to think more negatively about that product	18%	10%	10%	13%	15%	19%
It makes no real difference either way	50%	30%	26%	28%	33%	57%
Don't know	4%	9%	16%	13%	13%	4%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Japan	Indonesia	Thailand	Nigeria	South Africa
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**Qa\_CN.** If you see a product is 'made in China', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	284	250	265	166	253
<b>Base: All country adults allocated China (q_chosen_country)</b>	<b>283</b>	<b>257</b>	<b>266</b>	<b>162</b>	<b>252</b>
I tend to think more positively about that product	2%	34%	24%	33%	14%
I tend to think more negatively about that product	68%	23%	42%	24%	36%
It makes no real difference either way	26%	33%	29%	41%	49%
Don't know	3%	10%	5%	1%	1%

**Qa\_US.** If you see a product is 'made in United States', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	283	244	259	156	244
<b>Base: All country adults allocated US (q_chosen_country)</b>	<b>290</b>	<b>194</b>	<b>278</b>	<b>161</b>	<b>236</b>
I tend to think more positively about that product	11%	51%	65%	78%	39%
I tend to think more negatively about that product	9%	12%	2%	1%	9%
It makes no real difference either way	73%	27%	29%	18%	50%
Don't know	7%	10%	4%	2%	2%

**Qa\_DE.** If you see a product is 'made in Germany', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	286	251	262	160	253
<b>Base: All country adults allocated Germany (q_chosen_country)</b>	<b>287</b>	<b>199</b>	<b>280</b>	<b>156</b>	<b>251</b>
I tend to think more positively about that product	40%	60%	63%	69%	49%
I tend to think more negatively about that product	2%	5%	3%	2%	5%
It makes no real difference either way	51%	25%	32%	30%	45%
Don't know	7%	10%	3%	-	2%

**Qa\_JP.** If you see a product is 'made in Japan', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	287	257	263	163	252
<b>Base: All country adults allocated Japan (q_chosen_country)</b>	<b>286</b>	<b>216</b>	<b>265</b>	<b>164</b>	<b>260</b>
I tend to think more positively about that product	73%	58%	73%	62%	28%
I tend to think more negatively about that product	1%	18%	4%	2%	18%
It makes no real difference either way	21%	21%	20%	34%	51%
Don't know	4%	3%	3%	2%	3%

**Qa\_SK.** If you see a product is 'made in South Korea', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	279	253	260	162	252
<b>Base: All country adults allocated South Korea (q_chosen_country)</b>	<b>276</b>	<b>288</b>	<b>259</b>	<b>156</b>	<b>253</b>
I tend to think more positively about that product	2%	56%	54%	45%	22%
I tend to think more negatively about that product	52%	9%	6%	7%	21%
It makes no real difference either way	38%	31%	35%	43%	55%
Don't know	8%	3%	5%	4%	3%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



France	Germany	Italy	Spain	Sweden	Denmark
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**Qa\_FR.** If you see a product is 'made in France', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	254	379	247	251	252	257
<b>Base: All country adults allocated France (q_chosen_country)</b>	<b>254</b>	<b>360</b>	<b>245</b>	<b>255</b>	<b>251</b>	<b>258</b>
I tend to think more positively about that product	80%	33%	26%	25%	24%	27%
I tend to think more negatively about that product	4%	4%	14%	7%	7%	4%
It makes no real difference either way	14%	56%	55%	65%	61%	64%
Don't know	2%	7%	5%	3%	7%	6%

**Qa\_NL.** If you see a product is 'made in Netherlands', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	253	368	254	253	257	255
<b>Base: All country adults allocated Netherlands (q_chosen_country)</b>	<b>253</b>	<b>353</b>	<b>255</b>	<b>257</b>	<b>260</b>	<b>241</b>
I tend to think more positively about that product	29%	31%	28%	23%	22%	26%
I tend to think more negatively about that product	10%	8%	10%	7%	6%	8%
It makes no real difference either way	52%	53%	53%	64%	64%	58%
Don't know	9%	8%	8%	6%	8%	8%

**Qa\_IT.** If you see a product is 'made in Italy', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	259	380	249	253	254	253
<b>Base: All country adults allocated Italy (q_chosen_country)</b>	<b>259</b>	<b>379</b>	<b>247</b>	<b>252</b>	<b>250</b>	<b>252</b>
I tend to think more positively about that product	38%	30%	80%	33%	28%	23%
I tend to think more negatively about that product	8%	8%	3%	5%	7%	12%
It makes no real difference either way	49%	52%	14%	60%	61%	60%
Don't know	6%	10%	2%	2%	4%	5%

**Qa\_HK.** If you see a product is 'made in Hong Kong', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	259	379	252	257	252	252
<b>Base: All country adults allocated Hong Kong (q_chosen_country)</b>	<b>259</b>	<b>401</b>	<b>253</b>	<b>253</b>	<b>246</b>	<b>260</b>
I tend to think more positively about that product	6%	5%	11%	8%	3%	7%
I tend to think more negatively about that product	50%	41%	39%	29%	38%	46%
It makes no real difference either way	36%	45%	43%	61%	51%	40%
Don't know	8%	8%	7%	3%	8%	7%

**Qa\_UK.** If you see a product is 'made in United Kingdom', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	257	379	254	257	247	251
<b>Base: All country adults allocated UK (q_chosen_country)</b>	<b>256</b>	<b>381</b>	<b>254</b>	<b>256</b>	<b>252</b>	<b>240</b>
I tend to think more positively about that product	30%	27%	31%	26%	30%	25%
I tend to think more negatively about that product	8%	9%	8%	8%	5%	5%
It makes no real difference either way	56%	54%	57%	64%	59%	65%
Don't know	7%	10%	4%	2%	6%	5%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Poland	GB	Australia	United States	Canada	Brazil
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**Qa\_FR.** If you see a product is 'made in France', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	256	492	252	505	253	252
<b>Base: All country adults allocated France (q_chosen_country)</b>	<b>257</b>	<b>487</b>	<b>252</b>	<b>516</b>	<b>254</b>	<b>252</b>
I tend to think more positively about that product	44%	17%	34%	20%	29%	51%
I tend to think more negatively about that product	6%	10%	5%	10%	7%	6%
It makes no real difference either way	48%	69%	56%	60%	57%	41%
Don't know	2%	4%	4%	11%	7%	2%

**Qa\_NL.** If you see a product is 'made in Netherlands', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	251	479	249	503	254	244
<b>Base: All country adults allocated Netherlands (q_chosen_country)</b>	<b>251</b>	<b>480</b>	<b>254</b>	<b>512</b>	<b>252</b>	<b>244</b>
I tend to think more positively about that product	36%	17%	30%	17%	35%	41%
I tend to think more negatively about that product	3%	2%	6%	7%	6%	5%
It makes no real difference either way	56%	76%	60%	62%	48%	52%
Don't know	5%	4%	4%	15%	11%	3%

**Qa\_IT.** If you see a product is 'made in Italy', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	258	482	251	504	252	249
<b>Base: All country adults allocated Italy (q_chosen_country)</b>	<b>256</b>	<b>498</b>	<b>246</b>	<b>493</b>	<b>251</b>	<b>249</b>
I tend to think more positively about that product	46%	26%	42%	28%	36%	52%
I tend to think more negatively about that product	7%	3%	5%	6%	5%	2%
It makes no real difference either way	44%	65%	52%	54%	54%	44%
Don't know	2%	5%	1%	11%	5%	1%

**Qa\_HK.** If you see a product is 'made in Hong Kong', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	257	489	255	500	251	259
<b>Base: All country adults allocated Hong Kong (q_chosen_country)</b>	<b>258</b>	<b>474</b>	<b>269</b>	<b>518</b>	<b>249</b>	<b>259</b>
I tend to think more positively about that product	15%	4%	14%	10%	9%	21%
I tend to think more negatively about that product	26%	25%	28%	35%	32%	21%
It makes no real difference either way	54%	64%	56%	45%	50%	54%
Don't know	4%	6%	3%	11%	9%	3%

**Qa\_UK.** If you see a product is 'made in United Kingdom', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	251	492	246	508	248	256
<b>Base: All country adults allocated UK (q_chosen_country)</b>	<b>251</b>	<b>485</b>	<b>249</b>	<b>503</b>	<b>250</b>	<b>256</b>
I tend to think more positively about that product	36%	56%	41%	25%	41%	48%
I tend to think more negatively about that product	6%	1%	4%	7%	6%	4%
It makes no real difference either way	52%	38%	50%	54%	47%	45%
Don't know	6%	4%	5%	15%	7%	2%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Mexico	Turkey	Egypt	Saudi Arabia	India	China
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**Qa\_FR.** If you see a product is 'made in France', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	253	120	377	205	251	253
<b>Base: All country adults allocated France (q_chosen_country)</b>	<b>256</b>	<b>115</b>	<b>362</b>	<b>206</b>	<b>251</b>	<b>252</b>
I tend to think more positively about that product	48%	40%	66%	50%	48%	39%
I tend to think more negatively about that product	3%	18%	7%	10%	7%	6%
It makes no real difference either way	48%	38%	18%	27%	33%	53%
Don't know	1%	4%	8%	12%	13%	2%

**Qa\_NL.** If you see a product is 'made in Netherlands', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	257	121	394	211	267	255
<b>Base: All country adults allocated Netherlands (q_chosen_country)</b>	<b>257</b>	<b>123</b>	<b>395</b>	<b>209</b>	<b>266</b>	<b>256</b>
I tend to think more positively about that product	31%	42%	49%	47%	35%	29%
I tend to think more negatively about that product	6%	8%	9%	6%	11%	8%
It makes no real difference either way	58%	44%	29%	38%	42%	59%
Don't know	5%	6%	13%	10%	12%	4%

**Qa\_IT.** If you see a product is 'made in Italy', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	248	131	386	211	258	258
<b>Base: All country adults allocated Italy (q_chosen_country)</b>	<b>246</b>	<b>130</b>	<b>388</b>	<b>213</b>	<b>257</b>	<b>261</b>
I tend to think more positively about that product	50%	43%	65%	52%	45%	44%
I tend to think more negatively about that product	1%	18%	6%	10%	9%	8%
It makes no real difference either way	47%	30%	18%	25%	33%	42%
Don't know	2%	9%	11%	12%	13%	7%

**Qa\_HK.** If you see a product is 'made in Hong Kong', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	250	123	383	206	260	253
<b>Base: All country adults allocated Hong Kong (q_chosen_country)</b>	<b>250</b>	<b>122</b>	<b>385</b>	<b>205</b>	<b>260</b>	<b>245</b>
I tend to think more positively about that product	23%	19%	39%	33%	26%	36%
I tend to think more negatively about that product	20%	33%	14%	20%	15%	10%
It makes no real difference either way	53%	38%	32%	35%	46%	50%
Don't know	3%	10%	15%	12%	13%	4%

**Qa\_UK.** If you see a product is 'made in United Kingdom', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	252	128	371	205	266	256
<b>Base: All country adults allocated UK (q_chosen_country)</b>	<b>253</b>	<b>130</b>	<b>370</b>	<b>209</b>	<b>266</b>	<b>256</b>
I tend to think more positively about that product	48%	37%	64%	53%	44%	33%
I tend to think more negatively about that product	4%	16%	6%	6%	7%	8%
It makes no real difference either way	46%	39%	20%	30%	39%	55%
Don't know	2%	7%	9%	11%	10%	4%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Japan	Indonesia	Thailand	Nigeria	South Africa
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**Qa\_FR.** If you see a product is 'made in France', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	278	248	260	157	250
<b>Base: All country adults allocated France (q_chosen_country)</b>	<b>279</b>	<b>231</b>	<b>263</b>	<b>157</b>	<b>249</b>
I tend to think more positively about that product	33%	46%	57%	68%	34%
I tend to think more negatively about that product	4%	8%	3%	5%	9%
It makes no real difference either way	54%	35%	34%	26%	55%
Don't know	9%	11%	5%	1%	1%

**Qa\_NL.** If you see a product is 'made in Netherlands', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	285	243	261	163	248
<b>Base: All country adults allocated Netherlands (q_chosen_country)</b>	<b>283</b>	<b>242</b>	<b>253</b>	<b>162</b>	<b>252</b>
I tend to think more positively about that product	15%	51%	57%	58%	32%
I tend to think more negatively about that product	5%	16%	3%	1%	5%
It makes no real difference either way	70%	24%	30%	39%	61%
Don't know	9%	10%	10%	1%	2%

**Qa\_IT.** If you see a product is 'made in Italy', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	284	249	261	166	249
<b>Base: All country adults allocated Italy (q_chosen_country)</b>	<b>284</b>	<b>295</b>	<b>278</b>	<b>175</b>	<b>251</b>
I tend to think more positively about that product	35%	42%	54%	80%	46%
I tend to think more negatively about that product	5%	13%	4%	2%	5%
It makes no real difference either way	53%	28%	37%	17%	45%
Don't know	7%	18%	5%	2%	3%

**Qa\_HK.** If you see a product is 'made in Hong Kong', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	289	253	264	164	256
<b>Base: All country adults allocated Hong Kong (q_chosen_country)</b>	<b>290</b>	<b>240</b>	<b>249</b>	<b>158</b>	<b>253</b>
I tend to think more positively about that product	3%	22%	38%	51%	16%
I tend to think more negatively about that product	30%	23%	12%	9%	30%
It makes no real difference either way	56%	44%	48%	38%	52%
Don't know	11%	11%	2%	1%	2%

**Qa\_UK.** If you see a product is 'made in United Kingdom', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	293	249	256	158	236
<b>Base: All country adults allocated UK (q_chosen_country)</b>	<b>290</b>	<b>327</b>	<b>235</b>	<b>159</b>	<b>228</b>
I tend to think more positively about that product	27%	46%	55%	81%	38%
I tend to think more negatively about that product	4%	11%	6%	3%	7%
It makes no real difference either way	61%	21%	32%	16%	55%
Don't know	8%	21%	7%	1%	1%



# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



France	Germany	Italy	Spain	Sweden	Denmark
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**Qa\_CA.** If you see a product is 'made in Canada', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	256	365	252	252	254	252
<b>Base: All country adults allocated Canada (q_chosen_country)</b>	<b>256</b>	<b>368</b>	<b>254</b>	<b>250</b>	<b>251</b>	<b>261</b>
I tend to think more positively about that product	32%	30%	32%	27%	29%	36%
I tend to think more negatively about that product	6%	8%	12%	6%	5%	5%
It makes no real difference either way	55%	51%	52%	63%	58%	52%
Don't know	8%	11%	5%	5%	8%	7%

**Qa\_MX.** If you see a product is 'made in Mexico', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	251	373	252	259	256	252
<b>Base: All country adults allocated Mexico (q_chosen_country)</b>	<b>253</b>	<b>375</b>	<b>251</b>	<b>256</b>	<b>260</b>	<b>250</b>
I tend to think more positively about that product	6%	9%	8%	6%	4%	5%
I tend to think more negatively about that product	29%	27%	32%	15%	30%	31%
It makes no real difference either way	54%	54%	49%	74%	55%	47%
Don't know	10%	9%	11%	5%	11%	17%

**Glob\_conspiracy.** Which of the following statements, if any, would you say are true? (Please select all that apply)

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	<b>1021</b>	<b>1497</b>	<b>1005</b>	<b>1014</b>	<b>1011</b>	<b>1010</b>
The US Government knowingly helped to make the 9/11 terrorist attacks happen in America on 11 September, 2001	14%	20%	18%	14%	8%	7%
Members of Donald Trump's election team knowingly worked with the Russian Government to help him win the 2016 US Presidential Election	39%	46%	29%	44%	39%	48%
The truth about the harmful effects of vaccines is being deliberately hidden from the public	27%	18%	14%	14%	14%	7%
Regardless of who is officially in charge of governments and other organisations, there is a single group of people who secretly control events and rule the world together	21%	21%	27%	35%	13%	13%
The idea of man-made global warming is a hoax that was invented to deceive people	6%	9%	4%	7%	12%	4%
Humans have made contact with aliens and this fact has been deliberately hidden from the public	8%	8%	15%	14%	9%	7%
The AIDS virus was created and spread around the world on purpose by a secret group or organisation	10%	9%	8%	16%	3%	3%
The official account of the Nazi Holocaust is a lie and the number of Jews killed by the Nazis during World War II has been exaggerated on purpose	3%	-	5%	6%	4%	3%
Planet earth orbits the sun	47%	46%	49%	58%	56%	47%
None of these	15%	11%	12%	6%	13%	16%
Prefer not to say	8%	11%	8%	9%	8%	9%

**To what extent do you agree or disagree with the following statements? (Please select one option on each row)**

**Glob\_populism\_scale\_a.** Politicians should always listen closely to the problems of the people

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	<b>1021</b>	<b>1497</b>	<b>1005</b>	<b>1014</b>	<b>1011</b>	<b>1010</b>
Strongly agree	59%	60%	59%	73%	56%	40%
Tend to agree	29%	22%	25%	14%	26%	40%
Neither agree nor disagree	6%	9%	9%	7%	8%	12%
Tend to disagree	2%	1%	2%	2%	3%	2%
Strongly disagree	0%	0%	1%	1%	1%	1%
Don't know	4%	8%	5%	2%	8%	6%
<b>Net: Agree</b>	<b>88%</b>	<b>81%</b>	<b>84%</b>	<b>87%</b>	<b>81%</b>	<b>80%</b>
<b>Net: Disagree</b>	<b>2%</b>	<b>2%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Poland	GB	Australia	United States	Canada	Brazil
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**Qa\_CA.** If you see a product is 'made in Canada', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	250	492	251	508	256	249
<b>Base: All country adults allocated Canada (q_chosen_country)</b>	<b>249</b>	<b>491</b>	<b>241</b>	<b>500</b>	<b>256</b>	<b>249</b>
I tend to think more positively about that product	40%	26%	31%	31%	70%	47%
I tend to think more negatively about that product	5%	3%	5%	7%	4%	6%
It makes no real difference either way	53%	66%	58%	52%	23%	44%
Don't know	2%	5%	6%	9%	3%	3%

**Qa\_MX.** If you see a product is 'made in Mexico', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	256	485	253	498	250	251
<b>Base: All country adults allocated Mexico (q_chosen_country)</b>	<b>253</b>	<b>485</b>	<b>251</b>	<b>491</b>	<b>248</b>	<b>251</b>
I tend to think more positively about that product	17%	3%	9%	11%	10%	24%
I tend to think more negatively about that product	9%	15%	23%	25%	23%	14%
It makes no real difference either way	68%	75%	61%	53%	57%	57%
Don't know	6%	8%	7%	12%	10%	6%

**Glob\_conspiracy.** Which of the following statements, if any, would you say are true? (Please select all that apply)

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	<b>1019</b>	<b>1949</b>	<b>1006</b>	<b>2012</b>	<b>1006</b>	<b>1006</b>
The US Government knowingly helped to make the 9/11 terrorist attacks happen in America on 11 September, 2001	15%	12%	15%	13%	15%	15%
Members of Donald Trump's election team knowingly worked with the Russian Government to help him win the 2016 US Presidential Election	25%	45%	42%	36%	43%	30%
The truth about the harmful effects of vaccines is being deliberately hidden from the public	17%	12%	11%	13%	14%	17%
Regardless of who is officially in charge of governments and other organisations, there is a single group of people who secretly control events and rule the world together	28%	18%	18%	19%	21%	28%
The idea of man-made global warming is a hoax that was invented to deceive people	12%	6%	14%	17%	10%	9%
Humans have made contact with aliens and this fact has been deliberately hidden from the public	11%	13%	14%	15%	15%	17%
The AIDS virus was created and spread around the world on purpose by a secret group or organisation	9%	6%	6%	8%	7%	13%
The official account of the Nazi Holocaust is a lie and the number of Jews killed by the Nazis during World War II has been exaggerated on purpose	9%	2%	4%	4%	5%	8%
Planet earth orbits the sun	55%	59%	53%	49%	52%	54%
None of these	11%	14%	14%	12%	13%	9%
Prefer not to say	8%	7%	6%	8%	7%	9%

**To what extent do you agree or disagree with the following statements? (Please select one option on each row)**

**Glob\_populism\_scale\_a.** Politicians should always listen closely to the problems of the people

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	<b>1019</b>	<b>1949</b>	<b>1006</b>	<b>2012</b>	<b>1006</b>	<b>1006</b>
Strongly agree	67%	57%	58%	60%	49%	77%
Tend to agree	23%	31%	29%	19%	30%	13%
Neither agree nor disagree	6%	4%	7%	10%	12%	6%
Tend to disagree	1%	1%	2%	2%	2%	2%
Strongly disagree	0%	1%	1%	2%	1%	0%
Don't know	3%	7%	3%	7%	6%	2%
<b>Net: Agree</b>	<b>89%</b>	<b>88%</b>	<b>87%</b>	<b>79%</b>	<b>79%</b>	<b>90%</b>
<b>Net: Disagree</b>	<b>2%</b>	<b>1%</b>	<b>3%</b>	<b>4%</b>	<b>3%</b>	<b>2%</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Mexico	Turkey	Egypt	Saudi Arabia	India	China
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**Qa\_CA.** If you see a product is 'made in Canada', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	253	127	386	206	261	252
<b>Base: All country adults allocated Canada (q_chosen_country)</b>	<b>252</b>	<b>127</b>	<b>380</b>	<b>202</b>	<b>261</b>	<b>248</b>
I tend to think more positively about that product	44%	42%	59%	49%	40%	26%
I tend to think more negatively about that product	3%	9%	8%	13%	8%	15%
It makes no real difference either way	53%	43%	22%	29%	39%	53%
Don't know	1%	7%	12%	9%	12%	5%

**Qa\_MX.** If you see a product is 'made in Mexico', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	252	128	384	203	257	256
<b>Base: All country adults allocated Mexico (q_chosen_country)</b>	<b>253</b>	<b>133</b>	<b>384</b>	<b>199</b>	<b>255</b>	<b>255</b>
I tend to think more positively about that product	67%	14%	32%	26%	33%	11%
I tend to think more negatively about that product	7%	22%	15%	17%	13%	20%
It makes no real difference either way	26%	48%	34%	41%	39%	60%
Don't know	1%	16%	19%	15%	15%	9%

**Glob\_conspiracy.** Which of the following statements, if any, would you say are true? (Please select all that apply)

Unweighted base	1009	506	1537	828	1035	-
<b>Base: All country adults</b>	<b>1009</b>	<b>506</b>	<b>1537</b>	<b>828</b>	<b>1035</b>	<b>-</b>
The US Government knowingly helped to make the 9/11 terrorist attacks happen in America on 11 September, 2001	35%	36%	27%	23%	17%	-
Members of Donald Trump's election team knowingly worked with the Russian Government to help him win the 2016 US Presidential Election	48%	28%	23%	20%	23%	-
The truth about the harmful effects of vaccines is being deliberately hidden from the public	19%	28%	23%	21%	24%	-
Regardless of who is officially in charge of governments and other organisations, there is a single group of people who secretly control events and rule the world together	37%	35%	34%	25%	25%	-
The idea of man-made global warming is a hoax that was invented to deceive people	8%	11%	10%	13%	15%	-
Humans have made contact with aliens and this fact has been deliberately hidden from the public	26%	19%	11%	11%	17%	-
The AIDS virus was created and spread around the world on purpose by a secret group or organisation	24%	30%	19%	16%	12%	-
The official account of the Nazi Holocaust is a lie and the number of Jews killed by the Nazis during World War II has been exaggerated on purpose	12%	18%	25%	16%	14%	-
Planet earth orbits the sun	60%	57%	40%	36%	36%	-
None of these	5%	5%	8%	14%	8%	-
Prefer not to say	4%	10%	19%	17%	15%	-

**To what extent do you agree or disagree with the following statements? (Please select one option on each row)**

**Glob\_populism\_scale\_a.** Politicians should always listen closely to the problems of the people

Unweighted base	1009	506	-	-	1035	-
<b>Base: All country adults</b>	<b>1009</b>	<b>506</b>	<b>-</b>	<b>-</b>	<b>1035</b>	<b>-</b>
Strongly agree	70%	75%	-	-	50%	-
Tend to agree	20%	11%	-	-	22%	-
Neither agree nor disagree	7%	7%	-	-	12%	-
Tend to disagree	1%	1%	-	-	4%	-
Strongly disagree	1%	1%	-	-	3%	-
Don't know	1%	5%	-	-	8%	-
<b>Net: Agree</b>	<b>91%</b>	<b>86%</b>	<b>-</b>	<b>-</b>	<b>72%</b>	<b>-</b>
<b>Net: Disagree</b>	<b>2%</b>	<b>2%</b>	<b>-</b>	<b>-</b>	<b>7%</b>	<b>-</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Japan	Indonesia	Thailand	Nigeria	South Africa
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**Qa\_CA.** If you see a product is 'made in Canada', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	293	251	255	161	253
<b>Base: All country adults allocated Canada (q_chosen_country)</b>	<b>297</b>	<b>210</b>	<b>246</b>	<b>161</b>	<b>254</b>
I tend to think more positively about that product	18%	47%	51%	62%	31%
I tend to think more negatively about that product	4%	8%	3%	1%	8%
It makes no real difference either way	70%	25%	41%	34%	58%
Don't know	7%	21%	5%	3%	2%

**Qa\_MX.** If you see a product is 'made in Mexico', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	288	255	263	156	260
<b>Base: All country adults allocated Mexico (q_chosen_country)</b>	<b>284</b>	<b>303</b>	<b>257</b>	<b>163</b>	<b>267</b>
I tend to think more positively about that product	3%	30%	29%	31%	15%
I tend to think more negatively about that product	28%	21%	12%	8%	15%
It makes no real difference either way	56%	22%	50%	57%	65%
Don't know	12%	28%	8%	4%	5%

**Glob\_conspiracy.** Which of the following statements, if any, would you say are true? (Please select all that apply)

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	<b>1143</b>	<b>1001</b>	<b>1043</b>	<b>644</b>	<b>1002</b>
The US Government knowingly helped to make the 9/11 terrorist attacks happen in America on 11 September, 2001	10%	17%	16%	17%	22%
Members of Donald Trump's election team knowingly worked with the Russian Government to help him win the 2016 US Presidential Election	26%	17%	21%	31%	32%
The truth about the harmful effects of vaccines is being deliberately hidden from the public	17%	11%	19%	30%	32%
Regardless of who is officially in charge of governments and other organisations, there is a single group of people who secretly control events and rule the world together	7%	26%	20%	46%	42%
The idea of man-made global warming is a hoax that was invented to deceive people	8%	8%	8%	16%	11%
Humans have made contact with aliens and this fact has been deliberately hidden from the public	12%	7%	17%	21%	16%
The AIDS virus was created and spread around the world on purpose by a secret group or organisation	5%	9%	10%	28%	27%
The official account of the Nazi Holocaust is a lie and the number of Jews killed by the Nazis during World War II has been exaggerated on purpose	6%	8%	14%	13%	11%
Planet earth orbits the sun	53%	18%	50%	41%	46%
None of these	19%	8%	9%	5%	8%
Prefer not to say	9%	25%	14%	8%	7%

**To what extent do you agree or disagree with the following statements? (Please select one option on each row)**

**Glob\_populism\_scale\_a.** Politicians should always listen closely to the problems of the people

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	<b>1143</b>	<b>1001</b>	<b>1043</b>	<b>644</b>	<b>1002</b>
Strongly agree	44%	48%	54%	79%	70%
Tend to agree	29%	13%	27%	14%	18%
Neither agree nor disagree	17%	23%	7%	4%	6%
Tend to disagree	2%	4%	3%	1%	2%
Strongly disagree	1%	0%	2%	0%	2%
Don't know	8%	11%	7%	2%	2%
<b>Net: Agree</b>	<b>72%</b>	<b>61%</b>	<b>81%</b>	<b>92%</b>	<b>88%</b>
<b>Net: Disagree</b>	<b>2%</b>	<b>4%</b>	<b>5%</b>	<b>2%</b>	<b>4%</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



France	Germany	Italy	Spain	Sweden	Denmark
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**Glob\_populism\_scale\_b.** You can tell if a person is good or bad if you know their politics

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Strongly agree	5%	8%	10%	6%	4%	4%
Tend to agree	11%	23%	34%	13%	17%	11%
Neither agree nor disagree	26%	30%	29%	22%	24%	24%
Tend to disagree	23%	18%	14%	17%	15%	23%
Strongly disagree	30%	8%	7%	38%	27%	29%
Don't know	6%	13%	6%	3%	13%	9%
<b>Net: Agree</b>	<b>16%</b>	<b>31%</b>	<b>44%</b>	<b>20%</b>	<b>21%</b>	<b>15%</b>
<b>Net: Disagree</b>	<b>53%</b>	<b>26%</b>	<b>21%</b>	<b>55%</b>	<b>42%</b>	<b>52%</b>

**Glob\_populism\_scale\_c.** The government is pretty much run by a few big interests looking out for themselves

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Strongly agree	40%	27%	32%	42%	20%	17%
Tend to agree	26%	33%	33%	31%	35%	30%
Neither agree nor disagree	17%	20%	20%	14%	20%	23%
Tend to disagree	8%	6%	8%	5%	7%	13%
Strongly disagree	4%	2%	3%	3%	6%	5%
Don't know	5%	12%	5%	5%	12%	12%
<b>Net: Agree</b>	<b>66%</b>	<b>60%</b>	<b>65%</b>	<b>73%</b>	<b>55%</b>	<b>47%</b>
<b>Net: Disagree</b>	<b>12%</b>	<b>8%</b>	<b>11%</b>	<b>8%</b>	<b>13%</b>	<b>18%</b>

**Glob\_populism\_scale\_d.** The power of a few special interests prevents our country from making progress

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Strongly agree	39%	26%	42%	41%	16%	10%
Tend to agree	33%	30%	34%	36%	29%	22%
Neither agree nor disagree	13%	20%	13%	15%	21%	29%
Tend to disagree	7%	7%	4%	2%	7%	16%
Strongly disagree	2%	2%	2%	1%	5%	5%
Don't know	6%	13%	5%	6%	21%	17%
<b>Net: Agree</b>	<b>72%</b>	<b>57%</b>	<b>75%</b>	<b>76%</b>	<b>45%</b>	<b>33%</b>
<b>Net: Disagree</b>	<b>9%</b>	<b>10%</b>	<b>6%</b>	<b>3%</b>	<b>12%</b>	<b>21%</b>

**Glob\_populism\_scale\_e.** A lot of important information is deliberately concealed from the public out of self-interest

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Strongly agree	38%	31%	34%	57%	23%	17%
Tend to agree	33%	34%	37%	27%	30%	32%
Neither agree nor disagree	14%	16%	18%	9%	16%	22%
Tend to disagree	5%	6%	4%	2%	7%	10%
Strongly disagree	3%	2%	2%	1%	7%	3%
Don't know	7%	11%	6%	3%	15%	15%
<b>Net: Agree</b>	<b>71%</b>	<b>65%</b>	<b>71%</b>	<b>85%</b>	<b>54%</b>	<b>49%</b>
<b>Net: Disagree</b>	<b>8%</b>	<b>8%</b>	<b>6%</b>	<b>3%</b>	<b>15%</b>	<b>14%</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Poland	GB	Australia	United States	Canada	Brazil
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**Glob\_populism\_scale\_b.** You can tell if a person is good or bad if you know their politics

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	1019	1949	1006	2012	1006	1006
Strongly agree	11%	2%	8%	8%	7%	21%
Tend to agree	21%	9%	16%	16%	18%	27%
Neither agree nor disagree	29%	28%	32%	31%	29%	22%
Tend to disagree	20%	27%	22%	19%	19%	14%
Strongly disagree	14%	24%	15%	17%	19%	14%
Don't know	5%	10%	7%	9%	8%	3%
<b>Net: Agree</b>	<b>32%</b>	<b>11%</b>	<b>24%</b>	<b>24%</b>	<b>25%</b>	<b>48%</b>
<b>Net: Disagree</b>	<b>34%</b>	<b>50%</b>	<b>38%</b>	<b>36%</b>	<b>38%</b>	<b>27%</b>

**Glob\_populism\_scale\_c.** The government is pretty much run by a few big interests looking out for themselves

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	1019	1949	1006	2012	1006	1006
Strongly agree	33%	33%	34%	41%	27%	59%
Tend to agree	35%	37%	36%	28%	36%	25%
Neither agree nor disagree	17%	14%	17%	16%	20%	9%
Tend to disagree	6%	5%	6%	4%	7%	3%
Strongly disagree	2%	1%	2%	2%	2%	1%
Don't know	7%	8%	5%	8%	8%	2%
<b>Net: Agree</b>	<b>68%</b>	<b>71%</b>	<b>70%</b>	<b>69%</b>	<b>63%</b>	<b>84%</b>
<b>Net: Disagree</b>	<b>8%</b>	<b>7%</b>	<b>7%</b>	<b>6%</b>	<b>9%</b>	<b>5%</b>

**Glob\_populism\_scale\_d.** The power of a few special interests prevents our country from making progress

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	1019	1949	1006	2012	1006	1006
Strongly agree	31%	26%	29%	38%	23%	70%
Tend to agree	33%	37%	38%	30%	35%	18%
Neither agree nor disagree	19%	17%	19%	15%	22%	8%
Tend to disagree	7%	4%	5%	5%	7%	1%
Strongly disagree	3%	1%	0%	2%	3%	0%
Don't know	7%	15%	8%	10%	10%	2%
<b>Net: Agree</b>	<b>64%</b>	<b>63%</b>	<b>67%</b>	<b>68%</b>	<b>58%</b>	<b>88%</b>
<b>Net: Disagree</b>	<b>9%</b>	<b>5%</b>	<b>6%</b>	<b>7%</b>	<b>10%</b>	<b>2%</b>

**Glob\_populism\_scale\_e.** A lot of important information is deliberately concealed from the public out of self-interest

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	1019	1949	1006	2012	1006	1006
Strongly agree	45%	34%	34%	40%	30%	62%
Tend to agree	35%	41%	42%	29%	39%	22%
Neither agree nor disagree	12%	11%	14%	16%	17%	10%
Tend to disagree	2%	3%	4%	4%	5%	2%
Strongly disagree	2%	1%	1%	1%	1%	1%
Don't know	4%	10%	6%	9%	9%	3%
<b>Net: Agree</b>	<b>80%</b>	<b>75%</b>	<b>76%</b>	<b>69%</b>	<b>68%</b>	<b>85%</b>
<b>Net: Disagree</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>	<b>6%</b>	<b>6%</b>	<b>3%</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Mexico	Turkey	Egypt	Saudi Arabia	India	China
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**Glob\_populism\_scale\_b.** You can tell if a person is good or bad if you know their politics

Unweighted base	1009	506	-	-	1035	-
<b>Base: All country adults</b>	1009	506	-	-	1035	-
Strongly agree	12%	17%	-	-	26%	-
Tend to agree	18%	19%	-	-	33%	-
Neither agree nor disagree	31%	22%	-	-	22%	-
Tend to disagree	17%	17%	-	-	6%	-
Strongly disagree	22%	19%	-	-	3%	-
Don't know	2%	6%	-	-	9%	-
<b>Net: Agree</b>	<b>29%</b>	<b>37%</b>	<b>-</b>	<b>-</b>	<b>59%</b>	<b>-</b>
<b>Net: Disagree</b>	<b>38%</b>	<b>35%</b>	<b>-</b>	<b>-</b>	<b>9%</b>	<b>-</b>

**Glob\_populism\_scale\_c.** The government is pretty much run by a few big interests looking out for themselves

Unweighted base	1009	506	-	-	1035	-
<b>Base: All country adults</b>	1009	506	-	-	1035	-
Strongly agree	39%	35%	-	-	29%	-
Tend to agree	30%	20%	-	-	30%	-
Neither agree nor disagree	19%	17%	-	-	21%	-
Tend to disagree	5%	8%	-	-	6%	-
Strongly disagree	4%	11%	-	-	3%	-
Don't know	2%	9%	-	-	10%	-
<b>Net: Agree</b>	<b>70%</b>	<b>55%</b>	<b>-</b>	<b>-</b>	<b>60%</b>	<b>-</b>
<b>Net: Disagree</b>	<b>9%</b>	<b>20%</b>	<b>-</b>	<b>-</b>	<b>9%</b>	<b>-</b>

**Glob\_populism\_scale\_d.** The power of a few special interests prevents our country from making progress

Unweighted base	1009	506	-	-	1035	-
<b>Base: All country adults</b>	1009	506	-	-	1035	-
Strongly agree	55%	38%	-	-	30%	-
Tend to agree	29%	29%	-	-	38%	-
Neither agree nor disagree	10%	13%	-	-	15%	-
Tend to disagree	2%	7%	-	-	4%	-
Strongly disagree	1%	6%	-	-	2%	-
Don't know	2%	8%	-	-	10%	-
<b>Net: Agree</b>	<b>85%</b>	<b>67%</b>	<b>-</b>	<b>-</b>	<b>68%</b>	<b>-</b>
<b>Net: Disagree</b>	<b>3%</b>	<b>12%</b>	<b>-</b>	<b>-</b>	<b>6%</b>	<b>-</b>

**Glob\_populism\_scale\_e.** A lot of important information is deliberately concealed from the public out of self-interest

Unweighted base	1009	506	-	-	1035	-
<b>Base: All country adults</b>	1009	506	-	-	1035	-
Strongly agree	58%	41%	-	-	28%	-
Tend to agree	26%	22%	-	-	35%	-
Neither agree nor disagree	10%	16%	-	-	20%	-
Tend to disagree	2%	5%	-	-	5%	-
Strongly disagree	3%	6%	-	-	2%	-
Don't know	1%	10%	-	-	10%	-
<b>Net: Agree</b>	<b>84%</b>	<b>63%</b>	<b>-</b>	<b>-</b>	<b>62%</b>	<b>-</b>
<b>Net: Disagree</b>	<b>5%</b>	<b>11%</b>	<b>-</b>	<b>-</b>	<b>7%</b>	<b>-</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Japan	Indonesia	Thailand	Nigeria	South Africa
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**Glob\_populism\_scale\_b.** You can tell if a person is good or bad if you know their politics

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	1143	1001	1043	644	1002
Strongly agree	9%	20%	20%	33%	23%
Tend to agree	28%	24%	38%	34%	22%
Neither agree nor disagree	40%	35%	19%	19%	29%
Tend to disagree	9%	5%	8%	8%	12%
Strongly disagree	3%	3%	5%	4%	12%
Don't know	12%	14%	11%	3%	3%
<b>Net: Agree</b>	<b>37%</b>	<b>44%</b>	<b>57%</b>	<b>67%</b>	<b>44%</b>
<b>Net: Disagree</b>	<b>11%</b>	<b>8%</b>	<b>13%</b>	<b>12%</b>	<b>23%</b>

**Glob\_populism\_scale\_c.** The government is pretty much run by a few big interests looking out for themselves

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	1143	1001	1043	644	1002
Strongly agree	21%	27%	36%	65%	57%
Tend to agree	27%	19%	31%	25%	27%
Neither agree nor disagree	30%	27%	13%	6%	9%
Tend to disagree	8%	6%	6%	1%	2%
Strongly disagree	3%	8%	4%	1%	2%
Don't know	10%	14%	10%	2%	3%
<b>Net: Agree</b>	<b>48%</b>	<b>46%</b>	<b>67%</b>	<b>89%</b>	<b>84%</b>
<b>Net: Disagree</b>	<b>11%</b>	<b>14%</b>	<b>10%</b>	<b>3%</b>	<b>4%</b>

**Glob\_populism\_scale\_d.** The power of a few special interests prevents our country from making progress

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	1143	1001	1043	644	1002
Strongly agree	17%	32%	50%	65%	54%
Tend to agree	29%	24%	32%	25%	28%
Neither agree nor disagree	33%	26%	7%	6%	11%
Tend to disagree	6%	3%	2%	1%	3%
Strongly disagree	2%	1%	1%	1%	1%
Don't know	12%	14%	7%	2%	3%
<b>Net: Agree</b>	<b>46%</b>	<b>57%</b>	<b>82%</b>	<b>90%</b>	<b>82%</b>
<b>Net: Disagree</b>	<b>8%</b>	<b>4%</b>	<b>3%</b>	<b>2%</b>	<b>4%</b>

**Glob\_populism\_scale\_e.** A lot of important information is deliberately concealed from the public out of self-interest

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	1143	1001	1043	644	1002
Strongly agree	19%	24%	40%	60%	53%
Tend to agree	32%	26%	33%	27%	30%
Neither agree nor disagree	31%	22%	10%	8%	10%
Tend to disagree	5%	6%	4%	2%	3%
Strongly disagree	1%	10%	4%	1%	1%
Don't know	12%	13%	9%	2%	4%
<b>Net: Agree</b>	<b>52%</b>	<b>50%</b>	<b>73%</b>	<b>87%</b>	<b>82%</b>
<b>Net: Disagree</b>	<b>6%</b>	<b>15%</b>	<b>8%</b>	<b>2%</b>	<b>4%</b>



# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



France	Germany	Italy	Spain	Sweden	Denmark
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**Glob\_populism\_scale\_f.** The will of the people should be the highest principle in this country's politics

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Strongly agree	37%	35%	43%	44%	38%	24%
Tend to agree	29%	31%	29%	31%	37%	37%
Neither agree nor disagree	17%	19%	14%	15%	11%	22%
Tend to disagree	9%	4%	6%	4%	4%	6%
Strongly disagree	3%	1%	2%	2%	1%	2%
Don't know	6%	10%	5%	4%	10%	9%
<b>Net: Agree</b>	<b>66%</b>	<b>66%</b>	<b>72%</b>	<b>75%</b>	<b>74%</b>	<b>61%</b>
<b>Net: Disagree</b>	<b>11%</b>	<b>5%</b>	<b>8%</b>	<b>6%</b>	<b>5%</b>	<b>8%</b>

**Glob\_populism\_scale\_g.** Quite a few of the people running the government are crooked

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Strongly agree	37%	13%	33%	48%	15%	24%
Tend to agree	28%	24%	34%	32%	24%	34%
Neither agree nor disagree	17%	27%	19%	11%	23%	21%
Tend to disagree	8%	16%	5%	4%	14%	8%
Strongly disagree	4%	7%	3%	2%	12%	4%
Don't know	6%	12%	6%	3%	13%	10%
<b>Net: Agree</b>	<b>65%</b>	<b>37%</b>	<b>67%</b>	<b>80%</b>	<b>38%</b>	<b>58%</b>
<b>Net: Disagree</b>	<b>12%</b>	<b>23%</b>	<b>8%</b>	<b>6%</b>	<b>26%</b>	<b>11%</b>

**Glob\_populism\_scale\_h.** The people I disagree with politically are just misinformed

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Strongly agree	8%	3%	7%	8%	3%	4%
Tend to agree	17%	10%	18%	16%	11%	11%
Neither agree nor disagree	37%	30%	39%	37%	30%	32%
Tend to disagree	15%	26%	19%	13%	15%	22%
Strongly disagree	8%	17%	7%	19%	25%	15%
Don't know	14%	13%	9%	7%	17%	15%
<b>Net: Agree</b>	<b>26%</b>	<b>14%</b>	<b>26%</b>	<b>24%</b>	<b>14%</b>	<b>15%</b>
<b>Net: Disagree</b>	<b>23%</b>	<b>43%</b>	<b>26%</b>	<b>32%</b>	<b>40%</b>	<b>37%</b>

**Glob\_populism\_scale\_i.** My country is divided between ordinary people and the corrupt elites who exploit them.

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Strongly agree	35%	25%	26%	36%	15%	11%
Tend to agree	26%	28%	39%	35%	26%	19%
Neither agree nor disagree	16%	20%	19%	15%	19%	19%
Tend to disagree	9%	9%	7%	6%	11%	23%
Strongly disagree	6%	5%	4%	5%	15%	17%
Don't know	7%	12%	6%	4%	13%	11%
<b>Net: Agree</b>	<b>61%</b>	<b>53%</b>	<b>65%</b>	<b>70%</b>	<b>42%</b>	<b>29%</b>
<b>Net: Disagree</b>	<b>15%</b>	<b>14%</b>	<b>11%</b>	<b>10%</b>	<b>26%</b>	<b>41%</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Poland	GB	Australia	United States	Canada	Brazil
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**Glob\_populism\_scale\_f.** The will of the people should be the highest principle in this country's politics

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	<b>1019</b>	<b>1949</b>	<b>1006</b>	<b>2012</b>	<b>1006</b>	<b>1006</b>
Strongly agree	48%	33%	39%	43%	31%	62%
Tend to agree	32%	33%	35%	25%	36%	22%
Neither agree nor disagree	13%	16%	17%	17%	20%	10%
Tend to disagree	3%	7%	3%	4%	4%	2%
Strongly disagree	1%	3%	1%	1%	1%	1%
Don't know	4%	9%	5%	9%	8%	2%
<b>Net: Agree</b>	<b>80%</b>	<b>66%</b>	<b>73%</b>	<b>68%</b>	<b>67%</b>	<b>84%</b>
<b>Net: Disagree</b>	<b>4%</b>	<b>9%</b>	<b>4%</b>	<b>6%</b>	<b>5%</b>	<b>4%</b>

**Glob\_populism\_scale\_g.** Quite a few of the people running the government are crooked

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	<b>1019</b>	<b>1949</b>	<b>1006</b>	<b>2012</b>	<b>1006</b>	<b>1006</b>
Strongly agree	35%	26%	29%	43%	25%	59%
Tend to agree	28%	35%	34%	27%	33%	24%
Neither agree nor disagree	21%	18%	22%	14%	23%	9%
Tend to disagree	8%	8%	7%	5%	8%	3%
Strongly disagree	4%	2%	2%	2%	2%	2%
Don't know	5%	11%	6%	9%	8%	3%
<b>Net: Agree</b>	<b>63%</b>	<b>61%</b>	<b>63%</b>	<b>70%</b>	<b>58%</b>	<b>83%</b>
<b>Net: Disagree</b>	<b>11%</b>	<b>10%</b>	<b>8%</b>	<b>7%</b>	<b>10%</b>	<b>4%</b>

**Glob\_populism\_scale\_h.** The people I disagree with politically are just misinformed

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	<b>1019</b>	<b>1949</b>	<b>1006</b>	<b>2012</b>	<b>1006</b>	<b>1006</b>
Strongly agree	12%	3%	7%	10%	8%	22%
Tend to agree	24%	12%	21%	23%	19%	31%
Neither agree nor disagree	36%	39%	41%	32%	38%	27%
Tend to disagree	14%	22%	14%	16%	16%	11%
Strongly disagree	5%	8%	6%	6%	7%	4%
Don't know	8%	15%	12%	13%	12%	4%
<b>Net: Agree</b>	<b>37%</b>	<b>15%</b>	<b>28%</b>	<b>33%</b>	<b>27%</b>	<b>54%</b>
<b>Net: Disagree</b>	<b>19%</b>	<b>30%</b>	<b>20%</b>	<b>22%</b>	<b>23%</b>	<b>15%</b>

**Glob\_populism\_scale\_i.** My country is divided between ordinary people and the corrupt elites who exploit them.

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	<b>1019</b>	<b>1949</b>	<b>1006</b>	<b>2012</b>	<b>1006</b>	<b>1006</b>
Strongly agree	38%	23%	23%	34%	21%	54%
Tend to agree	35%	34%	33%	30%	31%	25%
Neither agree nor disagree	16%	19%	22%	17%	26%	12%
Tend to disagree	5%	10%	11%	6%	10%	4%
Strongly disagree	2%	3%	3%	3%	4%	3%
Don't know	5%	10%	7%	9%	9%	3%
<b>Net: Agree</b>	<b>73%</b>	<b>58%</b>	<b>56%</b>	<b>64%</b>	<b>52%</b>	<b>79%</b>
<b>Net: Disagree</b>	<b>7%</b>	<b>13%</b>	<b>15%</b>	<b>9%</b>	<b>13%</b>	<b>6%</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Mexico	Turkey	Egypt	Saudi Arabia	India	China
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**Glob\_populism\_scale\_f.** The will of the people should be the highest principle in this country's politics

Unweighted base	1009	506	-	-	1035	-
<b>Base: All country adults</b>	1009	506	-	-	1035	-
Strongly agree	43%	61%	-	-	37%	-
Tend to agree	30%	17%	-	-	33%	-
Neither agree nor disagree	20%	10%	-	-	16%	-
Tend to disagree	4%	3%	-	-	3%	-
Strongly disagree	2%	2%	-	-	1%	-
Don't know	2%	6%	-	-	10%	-
<b>Net: Agree</b>	<b>73%</b>	<b>78%</b>	<b>-</b>	<b>-</b>	<b>69%</b>	<b>-</b>
<b>Net: Disagree</b>	<b>6%</b>	<b>5%</b>	<b>-</b>	<b>-</b>	<b>4%</b>	<b>-</b>

**Glob\_populism\_scale\_g.** Quite a few of the people running the government are crooked

Unweighted base	1009	506	-	-	1035	-
<b>Base: All country adults</b>	1009	506	-	-	1035	-
Strongly agree	51%	30%	-	-	27%	-
Tend to agree	32%	20%	-	-	34%	-
Neither agree nor disagree	12%	16%	-	-	19%	-
Tend to disagree	2%	10%	-	-	6%	-
Strongly disagree	2%	13%	-	-	3%	-
Don't know	1%	11%	-	-	11%	-
<b>Net: Agree</b>	<b>83%</b>	<b>50%</b>	<b>-</b>	<b>-</b>	<b>61%</b>	<b>-</b>
<b>Net: Disagree</b>	<b>4%</b>	<b>23%</b>	<b>-</b>	<b>-</b>	<b>9%</b>	<b>-</b>

**Glob\_populism\_scale\_h.** The people I disagree with politically are just misinformed

Unweighted base	1009	506	-	-	1035	-
<b>Base: All country adults</b>	1009	506	-	-	1035	-
Strongly agree	17%	22%	-	-	20%	-
Tend to agree	20%	22%	-	-	29%	-
Neither agree nor disagree	40%	25%	-	-	28%	-
Tend to disagree	9%	15%	-	-	6%	-
Strongly disagree	10%	8%	-	-	3%	-
Don't know	4%	7%	-	-	13%	-
<b>Net: Agree</b>	<b>37%</b>	<b>44%</b>	<b>-</b>	<b>-</b>	<b>49%</b>	<b>-</b>
<b>Net: Disagree</b>	<b>19%</b>	<b>23%</b>	<b>-</b>	<b>-</b>	<b>9%</b>	<b>-</b>

**Glob\_populism\_scale\_i.** My country is divided between ordinary people and the corrupt elites who exploit them.

Unweighted base	1009	506	-	-	1035	-
<b>Base: All country adults</b>	1009	506	-	-	1035	-
Strongly agree	53%	37%	-	-	35%	-
Tend to agree	29%	26%	-	-	34%	-
Neither agree nor disagree	12%	18%	-	-	16%	-
Tend to disagree	3%	6%	-	-	4%	-
Strongly disagree	2%	6%	-	-	2%	-
Don't know	1%	7%	-	-	9%	-
<b>Net: Agree</b>	<b>82%</b>	<b>63%</b>	<b>-</b>	<b>-</b>	<b>69%</b>	<b>-</b>
<b>Net: Disagree</b>	<b>5%</b>	<b>13%</b>	<b>-</b>	<b>-</b>	<b>6%</b>	<b>-</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Japan	Indonesia	Thailand	Nigeria	South Africa
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**Glob\_populism\_scale\_f.** The will of the people should be the highest principle in this country's politics

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	<b>1143</b>	<b>1001</b>	<b>1043</b>	<b>644</b>	<b>1002</b>
Strongly agree	28%	42%	45%	75%	50%
Tend to agree	34%	21%	35%	16%	26%
Neither agree nor disagree	26%	23%	9%	5%	14%
Tend to disagree	2%	1%	3%	1%	5%
Strongly disagree	1%	3%	1%	1%	2%
Don't know	9%	11%	7%	2%	3%
<b>Net: Agree</b>	<b>62%</b>	<b>62%</b>	<b>80%</b>	<b>91%</b>	<b>77%</b>
<b>Net: Disagree</b>	<b>3%</b>	<b>4%</b>	<b>4%</b>	<b>2%</b>	<b>7%</b>

**Glob\_populism\_scale\_g.** Quite a few of the people running the government are crooked

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	<b>1143</b>	<b>1001</b>	<b>1043</b>	<b>644</b>	<b>1002</b>
Strongly agree	18%	29%	40%	52%	55%
Tend to agree	26%	22%	33%	24%	25%
Neither agree nor disagree	34%	24%	10%	9%	9%
Tend to disagree	10%	7%	4%	6%	4%
Strongly disagree	2%	5%	2%	7%	5%
Don't know	10%	13%	11%	2%	3%
<b>Net: Agree</b>	<b>44%</b>	<b>51%</b>	<b>73%</b>	<b>76%</b>	<b>80%</b>
<b>Net: Disagree</b>	<b>12%</b>	<b>12%</b>	<b>6%</b>	<b>13%</b>	<b>9%</b>

**Glob\_populism\_scale\_h.** The people I disagree with politically are just misinformed

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	<b>1143</b>	<b>1001</b>	<b>1043</b>	<b>644</b>	<b>1002</b>
Strongly agree	6%	10%	10%	29%	18%
Tend to agree	16%	14%	22%	34%	24%
Neither agree nor disagree	44%	50%	30%	22%	32%
Tend to disagree	13%	6%	15%	7%	12%
Strongly disagree	2%	3%	13%	4%	8%
Don't know	18%	17%	11%	4%	7%
<b>Net: Agree</b>	<b>22%</b>	<b>23%</b>	<b>32%</b>	<b>64%</b>	<b>42%</b>
<b>Net: Disagree</b>	<b>15%</b>	<b>10%</b>	<b>27%</b>	<b>10%</b>	<b>20%</b>

**Glob\_populism\_scale\_i.** My country is divided between ordinary people and the corrupt elites who exploit them.

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	<b>1143</b>	<b>1001</b>	<b>1043</b>	<b>644</b>	<b>1002</b>
Strongly agree	13%	29%	40%	71%	62%
Tend to agree	27%	23%	37%	19%	21%
Neither agree nor disagree	35%	24%	10%	6%	10%
Tend to disagree	12%	4%	3%	1%	3%
Strongly disagree	3%	6%	2%	1%	2%
Don't know	10%	14%	8%	2%	3%
<b>Net: Agree</b>	<b>40%</b>	<b>52%</b>	<b>77%</b>	<b>91%</b>	<b>82%</b>
<b>Net: Disagree</b>	<b>15%</b>	<b>10%</b>	<b>5%</b>	<b>2%</b>	<b>5%</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



France	Germany	Italy	Spain	Sweden	Denmark
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**Glob\_pat.** Which one of the following statements best describes the way you feel about [country]?

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
[country] is the best country in the world	6%	5%	13%	10%	7%	12%
[country] is better than most other countries	30%	45%	36%	28%	48%	60%
[country] is as good as most other countries	36%	32%	17%	41%	26%	21%
[country] is not as good as most other countries	20%	9%	29%	16%	10%	4%
[country] is the worst country in the world	2%	1%	2%	1%	1%	0%
Don't know	6%	7%	4%	4%	7%	3%
Prefer not to say	-	-	-	-	-	-

**Glob\_fem.** Do you consider yourself to be a feminist?

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base</b>	1021	1497	1005	1014	1011	1010
Yes, I do	29%	14%	26%	42%	34%	17%
No, I do not	59%	73%	63%	46%	53%	72%
Don't know	12%	13%	11%	12%	14%	11%

For each of the following, please say whether you think it is generally acceptable or unacceptable. (Please select one option on each row)

**Glob\_values\_a.** Doctor-assisted suicide (euthanasia)

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Very acceptable	41%	23%	35%	37%	18%	28%
Fairly acceptable	34%	34%	33%	32%	31%	42%
Fairly unacceptable	7%	14%	9%	12%	17%	8%
Very unacceptable	7%	11%	11%	9%	14%	5%
Don't know	8%	11%	7%	5%	16%	13%
Prefer not to say	3%	7%	4%	4%	3%	4%
<b>Net: Acceptable</b>	<b>75%</b>	<b>57%</b>	<b>68%</b>	<b>69%</b>	<b>49%</b>	<b>70%</b>
<b>Net: Unacceptable</b>	<b>14%</b>	<b>25%</b>	<b>20%</b>	<b>22%</b>	<b>31%</b>	<b>14%</b>

**Glob\_values\_b.** A man whistling at a woman he doesn't know in the street

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Very acceptable	2%	8%	3%	5%	5%	7%
Fairly acceptable	10%	23%	18%	15%	18%	25%
Fairly unacceptable	24%	34%	28%	31%	30%	29%
Very unacceptable	57%	24%	43%	43%	36%	25%
Don't know	4%	7%	5%	3%	9%	11%
Prefer not to say	2%	5%	3%	3%	2%	3%
<b>Net: Acceptable</b>	<b>12%</b>	<b>30%</b>	<b>22%</b>	<b>19%</b>	<b>23%</b>	<b>32%</b>
<b>Net: Unacceptable</b>	<b>82%</b>	<b>58%</b>	<b>71%</b>	<b>74%</b>	<b>66%</b>	<b>54%</b>

**Glob\_values\_c.** Abortion

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Very acceptable	53%	27%	29%	34%	52%	48%
Fairly acceptable	28%	37%	29%	29%	28%	33%
Fairly unacceptable	6%	15%	14%	17%	6%	6%
Very unacceptable	5%	8%	16%	11%	3%	4%
Don't know	5%	7%	8%	4%	8%	6%
Prefer not to say	3%	6%	5%	4%	2%	4%
<b>Net: Acceptable</b>	<b>81%</b>	<b>64%</b>	<b>58%</b>	<b>63%</b>	<b>80%</b>	<b>81%</b>
<b>Net: Unacceptable</b>	<b>11%</b>	<b>23%</b>	<b>30%</b>	<b>29%</b>	<b>10%</b>	<b>10%</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Poland	GB	Australia	United States	Canada	Brazil
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**Glob\_pat.** Which one of the following statements best describes the way you feel about [country]?

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	<b>1019</b>	<b>1949</b>	<b>1006</b>	<b>2012</b>	<b>1006</b>	<b>1006</b>
[country] is the best country in the world	11%	10%	29%	37%	28%	11%
[country] is better than most other countries	20%	32%	45%	28%	46%	22%
[country] is as good as most other countries	44%	38%	18%	17%	19%	31%
[country] is not as good as most other countries	21%	13%	4%	7%	3%	30%
[country] is the worst country in the world	1%	1%	0%	2%	1%	3%
Don't know	3%	6%	3%	9%	4%	2%
Prefer not to say	-	-	-	-	-	-

**Glob\_fem.** Do you consider yourself to be a feminist?

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base</b>	<b>1019</b>	<b>1949</b>	<b>1006</b>	<b>2012</b>	<b>1006</b>	<b>1006</b>
Yes, I do	16%	26%	24%	24%	31%	21%
No, I do not	73%	61%	62%	60%	55%	70%
Don't know	11%	13%	14%	17%	13%	9%

For each of the following, please say whether you think it is generally acceptable or unacceptable. (Please select one option on each row)

**Glob\_values\_a.** Doctor-assisted suicide (euthanasia)

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	<b>1019</b>	<b>1949</b>	<b>1006</b>	<b>2012</b>	<b>1006</b>	<b>1006</b>
Very acceptable	12%	30%	35%	17%	31%	12%
Fairly acceptable	31%	41%	31%	23%	34%	24%
Fairly unacceptable	16%	8%	10%	13%	10%	17%
Very unacceptable	24%	7%	12%	25%	12%	34%
Don't know	12%	11%	10%	16%	10%	8%
Prefer not to say	5%	4%	2%	5%	3%	5%
<b>Net: Acceptable</b>	<b>43%</b>	<b>71%</b>	<b>66%</b>	<b>41%</b>	<b>65%</b>	<b>36%</b>
<b>Net: Unacceptable</b>	<b>40%</b>	<b>15%</b>	<b>22%</b>	<b>39%</b>	<b>22%</b>	<b>51%</b>

**Glob\_values\_b.** A man whistling at a woman he doesn't know in the street

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	<b>1019</b>	<b>1949</b>	<b>1006</b>	<b>2012</b>	<b>1006</b>	<b>1006</b>
Very acceptable	4%	4%	6%	5%	5%	5%
Fairly acceptable	9%	21%	19%	15%	15%	14%
Fairly unacceptable	34%	34%	31%	28%	29%	23%
Very unacceptable	46%	30%	37%	39%	41%	50%
Don't know	5%	8%	5%	10%	7%	4%
Prefer not to say	2%	3%	2%	4%	3%	4%
<b>Net: Acceptable</b>	<b>13%</b>	<b>25%</b>	<b>25%</b>	<b>19%</b>	<b>20%</b>	<b>19%</b>
<b>Net: Unacceptable</b>	<b>80%</b>	<b>64%</b>	<b>68%</b>	<b>66%</b>	<b>70%</b>	<b>73%</b>

**Glob\_values\_c.** Abortion

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	<b>1019</b>	<b>1949</b>	<b>1006</b>	<b>2012</b>	<b>1006</b>	<b>1006</b>
Very acceptable	17%	30%	29%	17%	31%	11%
Fairly acceptable	36%	40%	35%	20%	29%	19%
Fairly unacceptable	19%	10%	12%	14%	10%	16%
Very unacceptable	16%	7%	14%	32%	16%	44%
Don't know	7%	9%	8%	11%	9%	5%
Prefer not to say	5%	5%	3%	6%	5%	4%
<b>Net: Acceptable</b>	<b>53%</b>	<b>70%</b>	<b>64%</b>	<b>38%</b>	<b>60%</b>	<b>31%</b>
<b>Net: Unacceptable</b>	<b>35%</b>	<b>17%</b>	<b>25%</b>	<b>46%</b>	<b>26%</b>	<b>60%</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Mexico	Turkey	Egypt	Saudi Arabia	India	China
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**Glob\_pat.** Which one of the following statements best describes the way you feel about [country]?

Unweighted base	1009	506	1537	828	1035	1021
<b>Base: All country adults</b>	<b>1009</b>	<b>506</b>	<b>1537</b>	<b>828</b>	<b>1035</b>	<b>1021</b>
[country] is the best country in the world	12%	18%	26%	33%	31%	29%
[country] is better than most other countries	17%	28%	20%	31%	34%	45%
[country] is as good as most other countries	54%	24%	17%	21%	22%	19%
[country] is not as good as most other countries	14%	27%	22%	6%	8%	5%
[country] is the worst country in the world	1%	2%	6%	2%	2%	1%
Don't know	2%	2%	3%	3%	3%	3%
Prefer not to say	-	-	6%	4%	-	-

**Glob\_fem.** Do you consider yourself to be a feminist?

Unweighted base	1009	506	1537	828	1035	1021
<b>Base</b>	<b>1009</b>	<b>506</b>	<b>1537</b>	<b>828</b>	<b>1035</b>	<b>1021</b>
Yes, I do	17%	21%	59%	65%	43%	15%
No, I do not	73%	70%	20%	15%	37%	75%
Don't know	10%	8%	21%	21%	20%	11%

For each of the following, please say whether you think it is generally acceptable or unacceptable. (Please select one option on each row)

**Glob\_values\_a.** Doctor-assisted suicide (euthanasia)

Unweighted base	1009	506	1537	828	1035	1021
<b>Base: All country adults</b>	<b>1009</b>	<b>506</b>	<b>1537</b>	<b>828</b>	<b>1035</b>	<b>1021</b>
Very acceptable	19%	8%	6%	5%	12%	15%
Fairly acceptable	19%	19%	8%	6%	22%	44%
Fairly unacceptable	26%	18%	9%	8%	16%	21%
Very unacceptable	29%	41%	59%	65%	29%	12%
Don't know	4%	11%	13%	11%	14%	6%
Prefer not to say	3%	3%	5%	3%	7%	2%
<b>Net: Acceptable</b>	<b>37%</b>	<b>27%</b>	<b>14%</b>	<b>12%</b>	<b>34%</b>	<b>59%</b>
<b>Net: Unacceptable</b>	<b>56%</b>	<b>59%</b>	<b>68%</b>	<b>74%</b>	<b>44%</b>	<b>33%</b>

**Glob\_values\_b.** A man whistling at a woman he doesn't know in the street

Unweighted base	1009	506	1537	828	1035	1021
<b>Base: All country adults</b>	<b>1009</b>	<b>506</b>	<b>1537</b>	<b>828</b>	<b>1035</b>	<b>1021</b>
Very acceptable	4%	2%	5%	5%	9%	4%
Fairly acceptable	6%	3%	7%	5%	9%	16%
Fairly unacceptable	25%	17%	9%	8%	15%	46%
Very unacceptable	61%	75%	64%	71%	56%	29%
Don't know	2%	2%	11%	9%	6%	4%
Prefer not to say	1%	2%	5%	3%	5%	1%
<b>Net: Acceptable</b>	<b>10%</b>	<b>5%</b>	<b>12%</b>	<b>10%</b>	<b>18%</b>	<b>20%</b>
<b>Net: Unacceptable</b>	<b>86%</b>	<b>91%</b>	<b>73%</b>	<b>79%</b>	<b>71%</b>	<b>75%</b>

**Glob\_values\_c.** Abortion

Unweighted base	1009	506	1537	828	1035	1021
<b>Base: All country adults</b>	<b>1009</b>	<b>506</b>	<b>1537</b>	<b>828</b>	<b>1035</b>	<b>1021</b>
Very acceptable	13%	15%	6%	6%	13%	7%
Fairly acceptable	12%	26%	10%	9%	24%	42%
Fairly unacceptable	24%	18%	15%	16%	18%	28%
Very unacceptable	44%	29%	51%	53%	30%	14%
Don't know	4%	8%	13%	12%	9%	6%
Prefer not to say	4%	4%	6%	3%	6%	2%
<b>Net: Acceptable</b>	<b>25%</b>	<b>41%</b>	<b>15%</b>	<b>15%</b>	<b>37%</b>	<b>50%</b>
<b>Net: Unacceptable</b>	<b>68%</b>	<b>47%</b>	<b>66%</b>	<b>70%</b>	<b>48%</b>	<b>42%</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Japan	Indonesia	Thailand	Nigeria	South Africa
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**Glob\_pat.** Which one of the following statements best describes the way you feel about [country]?

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	<b>1143</b>	<b>1001</b>	<b>1043</b>	<b>644</b>	<b>1002</b>
[country] is the best country in the world	9%	24%	31%	7%	10%
[country] is better than most other countries	42%	33%	28%	24%	27%
[country] is as good as most other countries	27%	22%	21%	24%	25%
[country] is not as good as most other countries	10%	17%	15%	39%	28%
[country] is the worst country in the world	2%	1%	1%	6%	7%
Don't know	9%	3%	4%	1%	2%
Prefer not to say	-	-	-	-	-

**Glob\_fem.** Do you consider yourself to be a feminist?

Unweighted base	1143	1001	1043	644	1002
<b>Base</b>	<b>1143</b>	<b>1001</b>	<b>1043</b>	<b>644</b>	<b>1002</b>
Yes, I do	14%	17%	18%	29%	28%
No, I do not	54%	59%	65%	61%	58%
Don't know	33%	24%	17%	10%	14%

For each of the following, please say whether you think it is generally acceptable or unacceptable. (Please select one option on each row)

**Glob\_values\_a.** Doctor-assisted suicide (euthanasia)

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	<b>1143</b>	<b>1001</b>	<b>1043</b>	<b>644</b>	<b>1002</b>
Very acceptable	8%	3%	15%	9%	16%
Fairly acceptable	32%	12%	39%	14%	24%
Fairly unacceptable	24%	16%	22%	12%	13%
Very unacceptable	15%	48%	11%	58%	36%
Don't know	17%	11%	8%	5%	8%
Prefer not to say	4%	11%	5%	2%	3%
<b>Net: Acceptable</b>	<b>40%</b>	<b>15%</b>	<b>54%</b>	<b>23%</b>	<b>40%</b>
<b>Net: Unacceptable</b>	<b>39%</b>	<b>64%</b>	<b>33%</b>	<b>69%</b>	<b>49%</b>

**Glob\_values\_b.** A man whistling at a woman he doesn't know in the street

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	<b>1143</b>	<b>1001</b>	<b>1043</b>	<b>644</b>	<b>1002</b>
Very acceptable	2%	8%	3%	10%	6%
Fairly acceptable	9%	14%	19%	19%	13%
Fairly unacceptable	35%	26%	42%	24%	19%
Very unacceptable	36%	39%	25%	43%	56%
Don't know	16%	9%	7%	2%	5%
Prefer not to say	3%	5%	5%	2%	2%
<b>Net: Acceptable</b>	<b>11%</b>	<b>21%</b>	<b>21%</b>	<b>29%</b>	<b>18%</b>
<b>Net: Unacceptable</b>	<b>71%</b>	<b>64%</b>	<b>67%</b>	<b>67%</b>	<b>76%</b>

**Glob\_values\_c.** Abortion

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	<b>1143</b>	<b>1001</b>	<b>1043</b>	<b>644</b>	<b>1002</b>
Very acceptable	6%	3%	4%	5%	12%
Fairly acceptable	33%	8%	21%	14%	19%
Fairly unacceptable	31%	12%	23%	17%	14%
Very unacceptable	9%	59%	40%	59%	47%
Don't know	18%	10%	5%	2%	5%
Prefer not to say	3%	8%	6%	3%	4%
<b>Net: Acceptable</b>	<b>38%</b>	<b>11%</b>	<b>25%</b>	<b>19%</b>	<b>31%</b>
<b>Net: Unacceptable</b>	<b>41%</b>	<b>71%</b>	<b>63%</b>	<b>75%</b>	<b>61%</b>



# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



France	Germany	Italy	Spain	Sweden	Denmark
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### Glob\_values\_d. Having a baby outside of marriage

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Very acceptable	70%	69%	48%	52%	71%	63%
Fairly acceptable	17%	16%	31%	27%	13%	22%
Fairly unacceptable	5%	4%	9%	9%	4%	4%
Very unacceptable	4%	3%	4%	5%	3%	3%
Don't know	3%	4%	5%	4%	6%	5%
Prefer not to say	2%	4%	3%	3%	2%	3%
<b>Net: Acceptable</b>	<b>86%</b>	<b>84%</b>	<b>79%</b>	<b>80%</b>	<b>85%</b>	<b>85%</b>
<b>Net: Unacceptable</b>	<b>8%</b>	<b>7%</b>	<b>13%</b>	<b>13%</b>	<b>7%</b>	<b>7%</b>

### Glob\_values\_e. Sexual relations between two people of the same gender

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Very acceptable	44%	47%	40%	49%	51%	54%
Fairly acceptable	28%	25%	28%	27%	27%	26%
Fairly unacceptable	9%	10%	11%	13%	7%	6%
Very unacceptable	8%	6%	10%	6%	6%	5%
Don't know	8%	6%	7%	3%	7%	6%
Prefer not to say	4%	6%	4%	3%	3%	4%
<b>Net: Acceptable</b>	<b>72%</b>	<b>71%</b>	<b>68%</b>	<b>76%</b>	<b>77%</b>	<b>80%</b>
<b>Net: Unacceptable</b>	<b>17%</b>	<b>16%</b>	<b>21%</b>	<b>18%</b>	<b>13%</b>	<b>11%</b>

### Glob\_values\_f. Prostitution

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Very acceptable	9%	15%	9%	10%	4%	9%
Fairly acceptable	26%	38%	19%	17%	12%	33%
Fairly unacceptable	22%	19%	21%	29%	22%	24%
Very unacceptable	27%	14%	41%	33%	50%	19%
Don't know	11%	9%	7%	7%	10%	11%
Prefer not to say	4%	5%	3%	3%	2%	5%
<b>Net: Acceptable</b>	<b>35%</b>	<b>53%</b>	<b>28%</b>	<b>27%</b>	<b>16%</b>	<b>42%</b>
<b>Net: Unacceptable</b>	<b>50%</b>	<b>33%</b>	<b>62%</b>	<b>63%</b>	<b>72%</b>	<b>43%</b>

### Glob\_values\_g. Watching legal pornography

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Very acceptable	25%	30%	17%	22%	25%	40%
Fairly acceptable	34%	33%	28%	30%	33%	36%
Fairly unacceptable	11%	12%	15%	19%	14%	7%
Very unacceptable	14%	11%	28%	17%	12%	5%
Don't know	11%	9%	8%	8%	13%	10%
Prefer not to say	4%	6%	3%	4%	2%	3%
<b>Net: Acceptable</b>	<b>59%</b>	<b>62%</b>	<b>45%</b>	<b>52%</b>	<b>59%</b>	<b>75%</b>
<b>Net: Unacceptable</b>	<b>26%</b>	<b>23%</b>	<b>44%</b>	<b>36%</b>	<b>26%</b>	<b>12%</b>

### Glob\_values\_h. Identifying with a different gender from the one assigned at birth

Unweighted base	1021	1497	1005	1014	1011	1010
<b>Base: All country adults</b>	1021	1497	1005	1014	1011	1010
Very acceptable	28%	31%	29%	37%	34%	37%
Fairly acceptable	30%	29%	30%	28%	27%	29%
Fairly unacceptable	14%	12%	12%	15%	15%	10%
Very unacceptable	11%	8%	15%	11%	8%	7%
Don't know	14%	14%	11%	5%	13%	13%
Prefer not to say	3%	6%	4%	4%	3%	4%
<b>Net: Acceptable</b>	<b>58%</b>	<b>60%</b>	<b>59%</b>	<b>65%</b>	<b>61%</b>	<b>66%</b>
<b>Net: Unacceptable</b>	<b>25%</b>	<b>20%</b>	<b>27%</b>	<b>25%</b>	<b>23%</b>	<b>17%</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Poland	GB	Australia	United States	Canada	Brazil
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### Glob\_values\_d. Having a baby outside of marriage

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	1019	1949	1006	2012	1006	1006
Very acceptable	42%	57%	43%	26%	44%	21%
Fairly acceptable	36%	27%	34%	30%	29%	25%
Fairly unacceptable	10%	6%	10%	16%	9%	18%
Very unacceptable	5%	3%	6%	14%	8%	24%
Don't know	5%	4%	5%	9%	6%	5%
Prefer not to say	3%	3%	2%	5%	4%	5%
<b>Net: Acceptable</b>	<b>78%</b>	<b>84%</b>	<b>77%</b>	<b>56%</b>	<b>73%</b>	<b>47%</b>
<b>Net: Unacceptable</b>	<b>15%</b>	<b>9%</b>	<b>16%</b>	<b>30%</b>	<b>17%</b>	<b>43%</b>

### Glob\_values\_e. Sexual relations between two people of the same gender

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	1019	1949	1006	2012	1006	1006
Very acceptable	21%	47%	36%	28%	36%	28%
Fairly acceptable	29%	26%	31%	17%	25%	25%
Fairly unacceptable	17%	8%	11%	13%	11%	14%
Very unacceptable	18%	7%	14%	24%	15%	19%
Don't know	10%	7%	6%	12%	8%	5%
Prefer not to say	6%	5%	3%	6%	4%	9%
<b>Net: Acceptable</b>	<b>50%</b>	<b>73%</b>	<b>67%</b>	<b>45%</b>	<b>61%</b>	<b>53%</b>
<b>Net: Unacceptable</b>	<b>35%</b>	<b>15%</b>	<b>24%</b>	<b>37%</b>	<b>26%</b>	<b>33%</b>

### Glob\_values\_f. Prostitution

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	1019	1949	1006	2012	1006	1006
Very acceptable	9%	7%	14%	9%	10%	9%
Fairly acceptable	27%	33%	36%	17%	23%	23%
Fairly unacceptable	25%	24%	19%	19%	24%	20%
Very unacceptable	26%	20%	18%	38%	30%	36%
Don't know	8%	12%	9%	12%	9%	7%
Prefer not to say	4%	4%	3%	5%	4%	5%
<b>Net: Acceptable</b>	<b>37%</b>	<b>41%</b>	<b>50%</b>	<b>26%</b>	<b>33%</b>	<b>32%</b>
<b>Net: Unacceptable</b>	<b>51%</b>	<b>44%</b>	<b>38%</b>	<b>57%</b>	<b>54%</b>	<b>56%</b>

### Glob\_values\_g. Watching legal pornography

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	1019	1949	1006	2012	1006	1006
Very acceptable	18%	25%	25%	21%	24%	16%
Fairly acceptable	36%	36%	35%	24%	30%	27%
Fairly unacceptable	17%	12%	13%	13%	14%	14%
Very unacceptable	15%	13%	17%	24%	19%	30%
Don't know	10%	10%	9%	14%	9%	8%
Prefer not to say	4%	3%	2%	5%	3%	5%
<b>Net: Acceptable</b>	<b>54%</b>	<b>61%</b>	<b>60%</b>	<b>45%</b>	<b>55%</b>	<b>43%</b>
<b>Net: Unacceptable</b>	<b>32%</b>	<b>26%</b>	<b>30%</b>	<b>37%</b>	<b>33%</b>	<b>44%</b>

### Glob\_values\_h. Identifying with a different gender from the one assigned at birth

Unweighted base	1019	1949	1006	2012	1006	1006
<b>Base: All country adults</b>	1019	1949	1006	2012	1006	1006
Very acceptable	19%	25%	24%	19%	24%	26%
Fairly acceptable	30%	29%	26%	17%	29%	24%
Fairly unacceptable	16%	15%	18%	15%	15%	15%
Very unacceptable	16%	11%	15%	28%	14%	17%
Don't know	15%	15%	14%	15%	14%	10%
Prefer not to say	4%	4%	3%	6%	5%	6%
<b>Net: Acceptable</b>	<b>49%</b>	<b>54%</b>	<b>50%</b>	<b>36%</b>	<b>52%</b>	<b>51%</b>
<b>Net: Unacceptable</b>	<b>32%</b>	<b>26%</b>	<b>33%</b>	<b>43%</b>	<b>29%</b>	<b>33%</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Mexico	Turkey	Egypt	Saudi Arabia	India	China
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### Glob\_values\_d. Having a baby outside of marriage

Unweighted base	1009	506	-	-	1035	1021
<b>Base: All country adults</b>	1009	506	-	-	1035	1021
Very acceptable	26%	8%	-	-	11%	2%
Fairly acceptable	29%	19%	-	-	22%	17%
Fairly unacceptable	26%	21%	-	-	20%	34%
Very unacceptable	13%	40%	-	-	31%	41%
Don't know	4%	6%	-	-	9%	4%
Prefer not to say	3%	4%	-	-	6%	1%
<b>Net: Acceptable</b>	<b>54%</b>	<b>27%</b>	<b>-</b>	<b>-</b>	<b>33%</b>	<b>19%</b>
<b>Net: Unacceptable</b>	<b>39%</b>	<b>62%</b>	<b>-</b>	<b>-</b>	<b>51%</b>	<b>75%</b>

### Glob\_values\_e. Sexual relations between two people of the same gender

Unweighted base	1009	506	-	-	1035	1021
<b>Base: All country adults</b>	1009	506	-	-	1035	1021
Very acceptable	19%	8%	-	-	16%	6%
Fairly acceptable	19%	16%	-	-	25%	21%
Fairly unacceptable	24%	16%	-	-	17%	33%
Very unacceptable	25%	44%	-	-	26%	32%
Don't know	7%	10%	-	-	10%	7%
Prefer not to say	6%	6%	-	-	6%	1%
<b>Net: Acceptable</b>	<b>38%</b>	<b>25%</b>	<b>-</b>	<b>-</b>	<b>41%</b>	<b>27%</b>
<b>Net: Unacceptable</b>	<b>49%</b>	<b>60%</b>	<b>-</b>	<b>-</b>	<b>43%</b>	<b>65%</b>

### Glob\_values\_f. Prostitution

Unweighted base	1009	506	-	-	1035	1021
<b>Base: All country adults</b>	1009	506	-	-	1035	1021
Very acceptable	7%	2%	-	-	9%	5%
Fairly acceptable	12%	7%	-	-	20%	15%
Fairly unacceptable	30%	18%	-	-	19%	24%
Very unacceptable	44%	66%	-	-	35%	51%
Don't know	5%	4%	-	-	8%	3%
Prefer not to say	3%	3%	-	-	8%	2%
<b>Net: Acceptable</b>	<b>19%</b>	<b>9%</b>	<b>-</b>	<b>-</b>	<b>30%</b>	<b>19%</b>
<b>Net: Unacceptable</b>	<b>74%</b>	<b>84%</b>	<b>-</b>	<b>-</b>	<b>54%</b>	<b>75%</b>

### Glob\_values\_g. Watching legal pornography

Unweighted base	1009	506	1537	828	1035	1021
<b>Base: All country adults</b>	1009	506	1537	828	1035	1021
Very acceptable	12%	12%	6%	6%	17%	11%
Fairly acceptable	19%	25%	10%	6%	30%	46%
Fairly unacceptable	24%	14%	13%	11%	17%	24%
Very unacceptable	35%	33%	53%	61%	20%	11%
Don't know	7%	12%	13%	13%	10%	6%
Prefer not to say	3%	4%	5%	4%	7%	2%
<b>Net: Acceptable</b>	<b>31%</b>	<b>37%</b>	<b>15%</b>	<b>12%</b>	<b>46%</b>	<b>57%</b>
<b>Net: Unacceptable</b>	<b>59%</b>	<b>47%</b>	<b>66%</b>	<b>72%</b>	<b>37%</b>	<b>35%</b>

### Glob\_values\_h. Identifying with a different gender from the one assigned at birth

Unweighted base	1009	506	-	-	1035	1021
<b>Base: All country adults</b>	1009	506	-	-	1035	1021
Very acceptable	19%	11%	-	-	13%	8%
Fairly acceptable	20%	24%	-	-	23%	25%
Fairly unacceptable	25%	18%	-	-	20%	35%
Very unacceptable	24%	30%	-	-	22%	19%
Don't know	8%	13%	-	-	15%	11%
Prefer not to say	5%	5%	-	-	7%	2%
<b>Net: Acceptable</b>	<b>39%</b>	<b>35%</b>	<b>-</b>	<b>-</b>	<b>36%</b>	<b>32%</b>
<b>Net: Unacceptable</b>	<b>48%</b>	<b>48%</b>	<b>-</b>	<b>-</b>	<b>43%</b>	<b>54%</b>

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Japan	Indonesia	Thailand	Nigeria	South Africa
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### Glob\_values\_d. Having a baby outside of marriage

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	1143	1001	1043	644	1002
Very acceptable	9%	1%	10%	10%	21%
Fairly acceptable	31%	11%	45%	25%	33%
Fairly unacceptable	32%	24%	22%	27%	18%
Very unacceptable	9%	46%	12%	31%	20%
Don't know	16%	11%	6%	2%	4%
Prefer not to say	3%	8%	5%	5%	4%
<b>Net: Acceptable</b>	<b>40%</b>	<b>12%</b>	<b>54%</b>	<b>35%</b>	<b>54%</b>
<b>Net: Unacceptable</b>	<b>41%</b>	<b>69%</b>	<b>34%</b>	<b>58%</b>	<b>38%</b>

### Glob\_values\_e. Sexual relations between two people of the same gender

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	1143	1001	1043	644	1002
Very acceptable	12%	6%	13%	7%	18%
Fairly acceptable	31%	8%	45%	8%	25%
Fairly unacceptable	28%	10%	20%	10%	15%
Very unacceptable	10%	60%	11%	70%	30%
Don't know	16%	8%	6%	2%	6%
Prefer not to say	4%	9%	6%	2%	5%
<b>Net: Acceptable</b>	<b>43%</b>	<b>13%</b>	<b>57%</b>	<b>15%</b>	<b>43%</b>
<b>Net: Unacceptable</b>	<b>38%</b>	<b>70%</b>	<b>31%</b>	<b>80%</b>	<b>45%</b>

### Glob\_values\_f. Prostitution

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	1143	1001	1043	644	1002
Very acceptable	3%	3%	6%	7%	9%
Fairly acceptable	11%	11%	24%	12%	21%
Fairly unacceptable	26%	14%	23%	23%	18%
Very unacceptable	46%	54%	37%	53%	44%
Don't know	12%	11%	5%	2%	4%
Prefer not to say	3%	8%	5%	3%	3%
<b>Net: Acceptable</b>	<b>14%</b>	<b>14%</b>	<b>30%</b>	<b>19%</b>	<b>30%</b>
<b>Net: Unacceptable</b>	<b>72%</b>	<b>68%</b>	<b>60%</b>	<b>76%</b>	<b>63%</b>

### Glob\_values\_g. Watching legal pornography

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	1143	1001	1043	644	1002
Very acceptable	12%	3%	9%	13%	15%
Fairly acceptable	34%	16%	34%	21%	27%
Fairly unacceptable	22%	15%	25%	21%	14%
Very unacceptable	13%	46%	19%	39%	35%
Don't know	16%	10%	6%	4%	6%
Prefer not to say	3%	9%	6%	2%	2%
<b>Net: Acceptable</b>	<b>46%</b>	<b>19%</b>	<b>44%</b>	<b>34%</b>	<b>42%</b>
<b>Net: Unacceptable</b>	<b>35%</b>	<b>61%</b>	<b>44%</b>	<b>60%</b>	<b>49%</b>

### Glob\_values\_h. Identifying with a different gender from the one assigned at birth

Unweighted base	1143	1001	1043	644	1002
<b>Base: All country adults</b>	1143	1001	1043	644	1002
Very acceptable	11%	6%	15%	13%	15%
Fairly acceptable	30%	13%	49%	14%	24%
Fairly unacceptable	24%	20%	16%	15%	19%
Very unacceptable	11%	35%	7%	49%	27%
Don't know	21%	16%	8%	6%	10%
Prefer not to say	3%	10%	5%	3%	5%
<b>Net: Acceptable</b>	<b>41%</b>	<b>18%</b>	<b>64%</b>	<b>27%</b>	<b>39%</b>
<b>Net: Unacceptable</b>	<b>35%</b>	<b>55%</b>	<b>23%</b>	<b>64%</b>	<b>46%</b>