All Markets



YouGov What the world thinks	France	Germany	Italy	Spain	Sweden	Denmark
	unoo	Connaily	italy	opani		201110
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
Base: All country adults	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%
re each of the following factors when shopping for household loods, such as food, toiletries, cleaning materials, pet food tc.? (Please select one option on each row) Glob_shop_groc_rb_a. Buying items made locally or						
ationally, rather than overseas				1	1	
Unweighted base	1021	1497	976	1014	1011	1010
Base: All country adults (rb to exclude don't know)	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%
Net: Important	80%	68%	80%	77%	69%	59%
Net: Not important	20%	32%	20%	23%	31%	41%
Glob_shop_groc_rb_b. Buying 'ethical' goods made in socially r environmentally responsible ways						
Unweighted base	1021	1497	971	1014	1011	1010
Base: All country adults (rb to exclude don't know)	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%
Net: Important	75%	54%	79%	79%	62%	63%
Net: Not important	25%	46%	21%	21%	38%	37%
lob_shop_groc_rb_c. Buying a familiar label or brand						
Unweighted base	1021	1497	986	1014	1011	1010
Base: All country adults (rb to exclude don't know)	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%
Net: Important	69%	33%	72%	53%	68%	28%
Net: Not important	31%	67%	28%	47%	32%	72%

All Markets



YOUGOV What the world thinks	Poland	GB	Australia	United States	Canada	Brazil
	. erana		, aonana		Cunuuu	
Slob_climchange. Thinking about the environment In eneral, which of the following statements, if any, best lescribes your view?						
Unweighted base	1019	1949	1006	2012	1006	1006
Base: All country adults	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%
re each of the following factors when shopping for household oods, such as food, toiletries, cleaning materials, pet food tc.? (Please select one option on each row) blob_shop_groc_rb_a. Buying items made locally or						
ationally, rather than overseas					1000	
Unweighted base	996	1873	986	1914	1006	1005
Base: All country adults (rb to exclude don't know)	996	1863	978	1907	1006	1005
Very important	23% 49%	13% 45%	29% 47%	26% 42%	30% 46%	32% 43%
Fairly important Not very important	24%	43% 32%	19%	22%	19%	21%
Not at all important	4%	10%	5%	10%	4%	5%
Net: Important	72%	58%	76%	68%	77%	74%
Net: Not important	28%	42%	24%	32%	23%	26%
lob_shop_groc_rb_b. Buying 'ethical' goods made in socially r environmentally responsible ways						
Unweighted base	979	1879	976	1869	1006	1006
Base: All country adults (rb to exclude don't know)	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%
Net: Important	73%	60%	68%	60%	74%	86%
Net: Not important	27%	40%	32%	40%	26%	14%
lob_shop_groc_rb_c. Buying a familiar label or brand						
Unweighted base	1002	1907	997	1933	1006	1005
Base: All country adults (rb to exclude don't know)	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%
Net: Important	56%	50%	64%	65%	70%	86%
Net: Not important	44%	50%	36%	35%	30%	14%

All Markets



fou Gov						
What the world thinks	Mexico	Turkey	Egypt	Saudi Arabia	India	China
lob_climchange. Thinking about the environment In eneral, which of the following statements, if any, best escribes your view?						
Unweighted base	1009	506	1537	828	1035	1021
Base: All country adults	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%
hinking about your shopping habitsHow important, if at all, re each of the following factors when shopping for household oods, such as food, toiletries, cleaning materials, pet food tc.? (Please select one option on each row) lob_shop_groc_rb_a. Buying items made locally or						
ationally, rather than overseas						
Unweighted base	1003	500	1486	828	1000	995
Base: All country adults (rb to exclude don't know)	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%
Net: Important	76%	71%	67%	67%	76%	54%
Net: Not important	24%	29%	33%	33%	24%	46%
Iob_shop_groc_rb_b. Buying 'ethical' goods made in socially r environmentally responsible ways						
Unweighted base	1001	501	1485	828	992	1006
Base: All country adults (rb to exclude don't know)	1001	502	1485	828	993	1005
Very important	42%	38%	42%	39%	43%	30%
Fairly important	44% 13%	44%	37%	39% 14%	42% 12%	53%
Not very important Not at all important	13%	15% 3%	15% 5%	7%	3%	14% 3%
Not at an important Net: Important	86%	3% 82%	5% 79%	7%	3% 85%	3% 84%
Net: Not important	14%	18%	21%	21%	15%	16%
	1470	1070	2170	2170	1370	1070
lob_shop_groc_rb_c. Buying a familiar label or brand			(())			
Unweighted base	1006	504	1489	828	999	1010
Base: All country adults (rb to exclude don't know)	1006	503	1488	828	1000	1008
Very important	23%	34%	31%	29%	34%	23%
e se	43%	45%	42%	43%	43%	59%
Fairly important	200/	100/	200/			
Not very important	28%	18%	20%	22%	21%	15%
	28% 6% 66%	18% 3% 80%	20% 7% 74%	6% 72%	21% 3% 76%	3% 82%

All Markets

Fieldwork Dates: 28th February to 26th March 2019



YouGov					
What the world thinks	Japan	Indonesia	Thailand	Nigeria	South Africa
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
Base: All country adults	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 habitsHow 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
Base: All country adults (rb to exclude don't know)	1068	1001	1043	641	999
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%
Net: Important	62%	87%	78%	73%	69%
Net: Not important	38%	13%	22%	27%	31%
Glob_shop_groc_rb_b. Buying 'ethical' goods made in socially or environmentally responsible ways					
Unweighted base	1030	1001	1043	639	993
Base: All country adults (rb to exclude don't know)	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%
Net: Important	61%	93%	88%	86%	73%
Net: Not important	39%	7%	12%	14%	27%
Glob_shop_groc_rb_c. Buying a familiar label or brand					
Unweighted base	1069	1001	1043	641	1000
Base: All country adults (rb to exclude don't know)	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 Net: Important	5% 62%	2% 71%	1% 79%	2% 84%	7% 70%

Net: Not important

38%

29%

21%

16%

All Markets

Fieldwork Dates: 28th February to 26th March 2019

VeuCeuí						
YouGov What the world thinks	France	Germany	Italy	Spain	Sweden	Denmark
			-			
Glob_shop_groc_rb_d. Saving money where possible						
Unweighted base	1021	1497	987	1014	1011	1010
Base: All country adults (rb to exclude don't know)	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%
Net: Important	91%	83%	96%	94%	91%	87%
Net: Not important	9%	17%	4%	6%	9%	13%
Glob_shop_groc_rb_e. Buying high quality items						
Unweighted base	1021	1497	989	1014	1011	1010
Base: All country adults (rb to exclude don't know)	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%
Net: Important	76%	68%	85%	87%	89%	83%
Net: Not important	24%	32%	15%	13%	11%	17%
Glob_shop_groc_rb_f. Buying what is fashionable						
Unweighted base	1021	1497	990	1014	1011	1010
Base: All country adults (rb to exclude don't know)	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%
Net: Important	22%	21%	26%	19%	14%	26%
Net: Not important	78%	79%	74%	81%	86%	75%
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) Slob_shop_cloth_a. Buying items made locally or nationally, ather than overseas						
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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%
Net: Important	65%	48%	75%	69%	46%	36%
Net: Not important	35%	52%	25%	31%	54%	64%
Blob_shop_cloth_b. Buying 'ethical' goods made in socially or nvironmentally responsible ways				1	1	1
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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%

12%

47%

53%

4%

78%

22%

4%

74%

26%

12%

59%

41%

9%

56%

44%

Not at all important

Net: Not important

Net: Important

7%

66%

All Markets

Fieldwork Dates: 28th February to 26th March 2019

Not very important Not at all important Not at all important Not at all important Net: Not important Net: Not important Base: All country aduits (b to exclude don't know Very important Faity important Not very importan	Poland	GB	Australia	United States	Canada	Brazil
Unweighted base 1007 1915 997 1945 1006 1000 Base: All country adults (b to exclude don't know) Very important 38% 52% 60% 65% 62% 75% Not very important 10% 55% 41% 35% 29% 33% 21% Not very important 10% 55% 45%						
Base: All country adults (rb to exclude don't know Very important Fai'ni yimportant Fai'ni yimportant Not very important Not very important Not at all important Not very important Not wery important Not wery important Not wery important Sase: All country adults (rb to exclude don't know Very important Not at all important Not at all important Not very important Not very important Not at all important Not very important Not at all important Not wery important Not wery important Not wery important Not Not wery important Not wery importa	1007	1916	997	1946	1006	1006
Very inportant Fairly inportant Not very inportant 38% 52% 60% 65% 62% 75% Not very inportant 00% 41% 33% 23% 33% 21% Not very inportant 00% 55% 44% 45% 35% 69% <						
Fairly important Not very important Not very important Not very important Net: Important Net: Important Net: Nut important Net: Nut important Net: Nut important Net: Nut important Sase: All country adults (rb to acclude don't know Fairly important Fairly important Not very important Net: Net important Net: Net important Net: Net important Net: Net important Net: Net important Not very important Net: Net important Not very im						
Not vory important Not at all important Not at all important Not it humportant Not it humportant Not Not Not important Fairly important Not at all important 12%1% 19%9% 9% 9%9% 9% 9%9% 9% 9%9% 9% 9%						21%
Not at all important Net: Important Net: Net: Net important Net: Net: Net important Net: Net: Net important Sase: All country adults (h to exclude dor't know Very important Nat all important Nat at all important Net: Not important Net: N						
Net: Not important Net: Not important Net: Not important Parki montant 12%93%93%95%95%95%96%ab.shop.groc. rb. e. Buying high quility important Base: All country adults (rb to exclude dort know Very important Fairly important Parki ymportant Not very important Not very important Not very important 13%10031903995194110061000Base: All country adults (rb to exclude dort know Very important Not very important Not very important Not very important Not it all important Net: Not important Parki ymportant 13%17%20%32%47%56%base: All country adults (rb to exclude dort know Net: Not important Parki ymportant Very important Parki ymportant Parki y						
Net: Not important 12% 7% 5% 6% 5% 4% ob.shop_groc_rb_s Buying high quality items 10003 1903 995 1944 1006 1000 Base: All country adults (rb to exclude dort know) 1003 1898 992 1924 1006 1000 Very important 35% 55% 65% 47% 55% 32% 26% 35% Not very important 25% 47% 66% 7% 4% 26% 35% 16% 47% 65% 47% 65% 47% 65% 47% 65% 47% 65% 47% 65% 47% 65% 47% 65% 47% 65% 47% 65% 47% 65% 67% 67% 75% 79% 81% 90% 1000 1000 1000 1000 1000 1000 1000 1000 1000 1000 1000 1000 1000 1000 1000 1000 1000 1000						96%
ob_shop_groc_rb_e. Buying high quality items Investighted base 1003 1903 995 1941 1006 1000 Base: All country adults (rb to exclude don't know) 1003 1889 992 1924 1006 1000 Not very important 13% 59% 65% 47% 55% 35% Not very important 11% 20% 19% 11% 25% 42% 6% 7% 7% 25% 25% 21% 19% 110% 20% 13% 25% 19% 11% 20% 13% 25% 19% 1000 1						
Unweighted base 1003 1903 1995 1941 1006 1000 Base: All country adults (rb to exclude don't know) 1003 1889 992 1924 1006 1000 Very important 35% 17% 20% 32% 26% 55% Fairly important 11% 20% 19% 15% 47% 55% 35% Not at all important 2% 4% 6% 7% 4% 2% 26% 10%	.270	. ,0	0,0	0,0	070	.,,,
Base: All country adults (rb to exclude don't know) 1003 1889 9922 1924 1006 1000 Very important 55% 55% 32% 55% 36% 36% <td>1002</td> <td>1002</td> <td>005</td> <td>1041</td> <td>1006</td> <td>1006</td>	1002	1002	005	1041	1006	1006
Very important 35% 17% 20% 32% 26% 55% Fairly important 53% 59% 55% 47% 55% 38% Not very important 11% 20% 19% 15% 47% 48% 2% Not very important 12% 42% 25% 21% 19% 100% Net: Not important 13% 24% 25% 21% 19% 100 bb_shop_groc_rb_f. Buying what is fashionable 1002 1905 995 1921 1006 100 Base: All country adults (rb to exclude don't know) 1003 1880 992 1907 1006 100 Very important 7% 2% 48% 36% 38% 38% 23% 25% Not very important 65% 87% 36% 38% 38% 38% 38% 38% 38% 38% 38% 38% 38% 38% 38% 38% 38% 38% 38% 38%						
Fairly important Not very important Not very important Not at all important Not.53%55%41%55%55%Not at all important Net: Not important67%76%75% <td< td=""><td></td><td></td><td></td><td></td><td></td><td></td></td<>						
Not very important Not very important 11% 20% 19% 15% 16% 8% Not at all important Net: Not important 2% 4% 6% 7% 4% 2% ob_shop_groc_rb_f. Buying what is fashionable 13% 24% 19% 19% 19% 1000 ob_shop_groc_rb_f. Buying what is fashionable 1002 1905 995 1921 1006 1000 Base: All country adults (rb to exclude don't know 1003 1830 992 1907 1006 1000 Very important 7% 2% 5% 9% 10% 13% Fairly important 7% 2% 18% 36% 38% 28% Not very important 46% 39% 38% 38% 38% 38% Not very important 22% 48% 36% 38% 38% 38% Not very important 22% 48% 36% 38% 38% 38% 0.5 shop_cloth_a. Buying items made locally or nationally, tiers made locally or nationally, ti						
Not at all important Not at all important 2% 4% 6% 7% 4% 2% Net: Important 37% 76% 75% 79% 81% 90% ob_shop_groc.rb.f. Buying what is fashionable 1002 1905 995 1921 1006 1000 Base: All country adults (rb to ecclude don't knwp 1003 1890 992 1907 1006 1000 Very important 26% 11% 21% 98% 26% 26% Not very important 26% 11% 21% 1006 2002 26%						
Net: miportant 87% 76% 75% 79% 81% 90% Net: Not important 13% 24% 25% 21% 19% 19% ob.shop_groc.rb.f. Buying what is fashionable 1002 1905 995 1921 1006 1000 Base: All country adults (rb to exclude don't know 1003 1890 992 1977 106 1000 Vary important 76% 25% 5% 9% 10% 25% Not very important 26% 38% 36% 38% 36% 38% 36%						
Net: Not important13%24%25%21%19%10%ob_shop_groc_rb_f. Buying what is fashionable10021905995192110061000Base: All country adults (rb to exclude don't know100318809922190710061000Very important26%11%21%18%98%10%25%25%Not very important26%11%21%18%28%23%22%Not very important22%48%36%38%23%20%Not at all important22%48%36%26%38%38%Not at all important67%67%74%74%62%62%ob poping for shoes and clothes? (Please select one stion on each row)101919491006201210061000beshop_cloth_a. Buying items made locally or nationally, ther than overseas101919491006201210061000Very important19%9%21%23%22% </td <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
bb_shop_groc_rb_f. Buying what is fashionable unweighted base 1002 1905 995 1921 1006 1007 Base: All country adults (rb to exclude don't know) 1003 1890 992 1907 1006 1007 Very important 7% 2% 5% 9% 10% 13% Faity important 26% 11% 21% 18% 28% 25% Not very important 26% 38% 36% 39% 42% Not very important 26% 11% 26% 26% 38%						
Unweighted base 1002 1905 995 1921 1006 1000 Base: All country adults (rb to exclude don't know) 1003 1890 992 1907 1006 1000 Very important 7% 2% 5% 9% 10% 13% Fairly important 26% 11% 21% 18% 28% 25% Not very important 26% 11% 21% 18% 28% 25% Not at all important 22% 48% 36% 38% 23%	1370	2470	2376	2170	1970	10%
Base: All country adults (rb to exclude dor't know) Very important 1003 1890 992 1907 1006 1000 Very important 7% 2% 5% 9% 10% 13% Fairly important 26% 11% 21% 18% 28% 25% Not very important 26% 33% 36% 36% 39% 42% Not at all important 22% 48% 36% 38% 23% 20% Net: Important 23% 7% 74% 62% 62% 62% ob shop_cloth_a. Buying items made locally or nationally, ther than overseas 1019 1949 1006 2012 1006 1000 Very important 19% 9% 21% 23% 26% 30% 22% 30% 21% 2012 1006 1000 base: All country adults 1019 1949 1006 2012 1006 1000 Very important 19% 9% 21% 23% 30% 27% <						
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 23% 13% 26% 26% 26% 38% 36% 38% 36% 38% 36% 38% 36% 36% 38% 36% 38% 36% 38% 36%						
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% 36% <td< td=""><td></td><td></td><td></td><td></td><td></td><td></td></td<>						
Not very important Not at all important Not at all important Net: Important Net: Not important Net: Not important Net: Not important Net: Not important Net: Not important in on each row) ob_shop_cloth_a. Buying items made locally or nationally, her than overseas101919491006201210061000Base: All country adults Net: Not important if at all important her than overseas101919491006201210061000Shop_cloth_a. Buying items made locally or nationally, her than overseas101919491006201210061000Base: All country adults Not very important Not very important Net: Not important<						
Not at all important, Net: Important, Net: Not important, if at all, are each of the following factors ien shopping for shoes and clothes? (Please select one tion on each row) ob_shop_cloth_a. Buying items made locally or nationally, ther than overseas 1019 1949 1006 2012 1006 1007 Base: All country adults 1019 1949 1006 2012 1006 1007 Very important, Fairly important 1019 1949 1006 2012 1006 1007 Base: All country adults 1019 1949 1006 2012 1006 1007 Very important 19% 9% 21% 23% 25% 30% Very important 19% 9% 21% 23% 25% 30% Very important 19% 9% 21% 23% 25% 30% Very important 5% 10% 5% 10% 5% 30% 27% 23% 22% Not very important 5% 10% 5% 30% 27% 23% 28% 28% 28% 28% 28% <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
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Indeportant, if at all, are each of the following factors hen shopping for shoes and clothes? (Please select one bition on each row) iob_shop_cloth_a. Buying items made locally or nationally, ther than overseas Inweighted base 1019 1949 1006 2012 1006 1000 Base: All country adults Very important 1019 1949 1006 2012 1006 1000 Very important 19% 9% 21% 23% 25% 30% Fairly important 19% 9% 21% 23% 22% 30% Not very important 5% 10% 5% 10% 5% 6% Net: Important 64% 46% 65% 63% 72% 72% Not very important 36% 54% 35% 37% 28% 28% ob_shop_cloth_b. Buying 'ethical' goods made in socially or ivironmentally responsible ways 1019 1949 1006 2012 1006 1000 Very important 20% 111% 18% 18% 23% 45% Not very important 20% 11% <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td></t<>						
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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 very important 5% 10% 5% 10% 5% 66% 66% 66% 66% 66% 66% 28% 48% 41% 49% 4						
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 very important 5% 10% 5% 10% 5% 6% 6% Not at all important 5% 10% 5% 63% 72% 72% Not at all important 64% 46% 65% 63% 72% 72% Net: Important 64% 46% 35% 37% 28% 28% Iob_shop_cloth_b. Buying 'ethical' goods made in socially or ivironmentally responsible ways 1019 1949 1006 2012 1006 1000 Base: All country adults 1019 1949 1006 2012 1006 1000 Very important 20% 11% 18% 48% 41% 49% 40% Not very important 22% 36% 28% <t< td=""><td></td><td></td><td></td><td></td><td></td><td>1006</td></t<>						1006
Fairly important 45% 37% 44% 40% 47% 42% Not very important 32% 43% 30% 27% 23% 22% Not very important 5% 10% 5% 10% 5% 6% Not at all important 5% 10% 5% 10% 5% 6% Net: Important 64% 46% 65% 63% 72% 72% Net: Not important 66% 54% 35% 37% 28% 28% ob_shop_cloth_b. Buying 'ethical' goods made in socially or vironmentally responsible ways 1019 1949 1006 2012 1006 1006 Base: All country adults 1019 1949 1006 2012 1006 1006 Very important 20% 11% 18% 48% 41% 49% 40% Not very important 52% 45% 48% 41% 49% 40%						1006
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% ob_shop_cloth_b. Buying 'ethical' goods made in socially or vironmentally responsible ways 36% 54% 35% 37% 28% 28% Unweighted base 1019 1949 1006 2012 1006 1000 Base: All country adults 1019 1949 1006 2012 1006 1000 Very important 20% 11% 18% 48% 44% 46% Not very important 22% 36% 28% 2012 1006 1000						30%
Not at all important Net: Important 5% 10% 5% 10% 5% 6% Net: Important 64% 46% 65% 63% 72% 72% Net: Not important 36% 54% 35% 37% 28% 28% ob_shop_cloth_b. Buying 'ethical' goods made in socially or vironmentally responsible ways 1019 1949 1006 2012 1006 1000 Base: All country adults 1019 1949 1006 2012 1006 1000 Very important 20% 11% 18% 23% 45% Kot very important 52% 45% 48% 41% 49% 40%						42%
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Net: Not important 36% 54% 35% 37% 28% 28% ob_shop_cloth_b. Buying 'ethical' goods made in socially or vironmentally responsible ways unweighted base 1019 1949 1006 2012 1006 1000 Base: All country adults 1019 1949 1006 2012 1006 1000 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%						6%
Unweighted base vironmentally responsible ways 1019 1949 1006 2012 1006 1000 Base: All country adults Fairly important 20% 11% 18% 23% 45% Not very important 24% 36% 28% 29% 21% 12%						72%
Unweighted base 1019 1949 1006 2012 1006 1000 Base: All country adults 1019 1949 1006 2012 1006 1000 Very important 20% 11% 18% 23% 45% Fairly important 52% 45% 48% 41% 49% 40% Not very important 24% 36% 28% 29% 21% 12%	36%	54%	35%	37%	28%	28%
Base: All country adults 1019 1949 1006 2012 1006 1007 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%						
Very important 20% 11% 18% 23% 45% Fairly important 52% 45% 48% 41% 49% 40% Not very important 24% 36% 28% 29% 21% 12%						1006
Fairly important 52% 45% 48% 41% 49% 40% Not very important 24% 36% 28% 29% 21% 12%						1006
Not very important 24% 36% 28% 29% 21% 12%						45%
						40%
Not at all important 4% 8% 6% 12% 7% 3%						12%
		8%	6%	12%	7%	3%
Net: Important		1007 1008 38% 50% 10% 2% 88% 12% 1003 1003 35% 53% 11% 2% 87% 13% 1002 1003 7% 26% 13% 26% 22% 33% 67% 1002 1003 7% 26% 33% 67% 1019 1019 1019 1019 1019 1019 1019 101	1007 1916 1008 1901 38% 52% 50% 41% 10% 5% 2% 1% 88% 93% 12% 7% 1003 1903 1003 1889 35% 17% 53% 59% 11% 20% 2% 4% 87% 76% 13% 24% 002 1905 1003 1890 7% 2% 46% 39% 22% 48% 33% 13% 67% 2% 46% 39% 22% 48% 33% 13% 67% 87% 1019 1949 1019 1949 1019 1949 1019 1949 1019 1949 1019 1949	1007 1916 997 1008 1901 993 38% 52% 60% 50% 41% 35% 10% 5% 4% 2% 1% 0% 88% 93% 95% 12% 7% 5% 1003 1903 995 1003 1889 992 35% 17% 20% 53% 59% 55% 11% 20% 19% 2% 4% 6% 87% 76% 75% 13% 24% 25% 1002 1905 995 1003 1890 992 7% 2% 5% 26% 11% 21% 46% 39% 38% 22% 48% 36% 33% 13% 26% 1019 1949 1006 1019 1949 30%	1007 1916 997 1946 1008 1901 993 1927 38% 52% 60% 65% 50% 41% 35% 29% 10% 5% 4% 4% 2% 1% 0% 2% 88% 93% 95% 95% 12% 7% 5% 6% 1003 1903 995 1941 1003 1889 992 1924 35% 17% 20% 32% 53% 59% 55% 47% 11% 20% 19% 15% 2% 4% 6% 7% 35% 76% 75% 79% 13% 25% 21% 1 1002 1905 995 1921 1003 1890 992 1907 7% 2% 5% 9% 26% 11% 18% <tr< td=""><td>1007 1916 997 1946 1006 1008 1901 993 1927 1006 38% 52% 60% 65% 62% 50% 41% 35% 29% 33% 10% 5% 4% 4% 3% 2% 1% 0% 2% 1% 88% 93% 95% 95% 95% 12% 7% 5% 6% 5% 1003 1903 995 1941 1006 35% 17% 20% 32% 26% 53% 59% 55% 47% 55% 11% 20% 19% 15% 16% 2% 4% 6% 7% 4% 87% 76% 75% 79% 81% 1002 1905 995 1921 1006 1003 1890 992 1907 1006 1003 1890</td></tr<>	1007 1916 997 1946 1006 1008 1901 993 1927 1006 38% 52% 60% 65% 62% 50% 41% 35% 29% 33% 10% 5% 4% 4% 3% 2% 1% 0% 2% 1% 88% 93% 95% 95% 95% 12% 7% 5% 6% 5% 1003 1903 995 1941 1006 35% 17% 20% 32% 26% 53% 59% 55% 47% 55% 11% 20% 19% 15% 16% 2% 4% 6% 7% 4% 87% 76% 75% 79% 81% 1002 1905 995 1921 1006 1003 1890 992 1907 1006 1003 1890

44%

Net: Not important

29%

34%

41%

29%

All Markets

Fieldwork Dates: 28th February to 26th March 2019

rougov						
What the world thinks	Mexico	Turkey	Egypt	Saudi Arabia	India	China
lob_shop_groc_rb_d. Saving money where possible						
Unweighted base	1008	504	1492	828	1006	1014
Base: All country adults (rb to exclude don't know)	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%
Net: Important	92%	90%	88%	91%	93%	72%
Net: Not important	8%	10%	12%	9%	7%	28%
ob_shop_groc_rb_e. Buying high quality items						1
Unweighted base	1007	505	1490	828	994	1012
Base: All country adults (rb to exclude don't know)	1006	505	1489	828	995	1012
Very important	54%	46%	56%	53%	42%	35%
Fairly important	39%	40%	30%	32%	38%	50%
Not very important	6%	10%	10%	11%	16%	12%
Not at all important	0%	2%	4%	4%	4%	2%
Net: Important	94%	87%	86%	86%	80%	86%
Net: Not important	6%	13%	14%	14%	20%	14%
ob_shop_groc_rb_f. Buying what is fashionable	- /-					
Unweighted base	1005	503	1493	828	1005	1008
Base: All country adults (rb to exclude don't know)	1005	503	1492	828	1005	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%
Net: Important	26%	36%	74%	73%	64%	51%
Net: Not important	74%	64%	26%	27%	36%	49%
nd how important, if at all, are each of the following factors then shopping for shoes and clothes? (Please select one tition on each row) lob_shop_cloth_a. Buying items made locally or nationally, they then everyoace						
ther than overseas Unweighted base	1009	506	1537	828	1035	1021
Base: All country adults	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%
Net: Important	76%	70%	67%	62%	75%	56%
Net: Not important	24%	30%	33%	38%	25%	44%
ob_shop_cloth_b. Buying 'ethical' goods made in socially or vironmentally responsible ways	2470	0070	0070	0078	2070	4470
Unweighted base	1009	506	1537	828	1035	1021
Base: All country adults	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%
Net: Important	85%	82%	79%	75%	84%	86%
Net: Not important	15%	18%	21%	25%	16%	14%

All Markets

What the world thinks	Japan	Indonesia	Thailand	Nigeria	South Africa
Glob_shop_groc_rb_d. Saving money where possible					
Unweighted base	1089	1001	1043	643	1002
Base: All country adults (rb to exclude don't know)	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%
Net: Important	83%	98%	96%	98%	97%
Net: Not important	17%	2%	4%	2%	3%
Glob_shop_groc_rb_e. Buying high quality items					
Unweighted base	1070	1001	1043	643	1000
Base: All country adults (rb to exclude don't know)	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%
Net: Important	66%	81%	90%	94%	84%
Net: Not important	34%	19%	10%	6%	16%
Glob_shop_groc_rb_f. Buying what is fashionable					
Unweighted base	1074	1001	1043	643	995
Base: All country adults (rb to exclude don't know)	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%
Net: Important	17%	52%	31%	71%	37%
Net: Not important	83%	48%	69%	29%	63%
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					
Inweighted base	1143	1001	1043	644	1002

1143	1001	1043	644	1002
1143	1001	1043	644	1002
9%	41%	20%	28%	25%
39%	45%	50%	42%	37%
44%	13%	28%	27%	31%
7%	1%	3%	4%	7%
48%	86%	70%	70%	62%
52%	14%	30%	30%	38%
1143	1001	1043	644	1002
1143	1001	1043	644	1002
9%	45%	29%	47%	28%
48%	48%	55%	39%	44%
37%	7%	15%	13%	24%
7%	0%	2%	1%	4%
56%	93%	83%	86%	72%
44%	7%	17%	14%	28%
	1143 9% 39% 44% 7% 48% 52% 1143 1143 1143 9% 48% 37% 37% 56%	1143 1001 9% 41% 39% 45% 44% 13% 7% 1% 48% 86% 52% 14% 1143 1001 1143 1001 9% 45% 48% 48% 37% 7% 7% 0% 56% 93%	1143 1001 1043 9% 41% 20% 39% 45% 50% 44% 13% 28% 7% 1% 3% 48% 86% 70% 52% 14% 30% 1143 1001 1043 1143 1001 1043 9% 45% 29% 48% 29% 48% 37% 7% 15% 7% 0% 2% 56% 93% 83%	1143 1001 1043 644 9% 41% 20% 28% 39% 45% 50% 42% 44% 13% 28% 27% 7% 1% 3% 4% 48% 86% 70% 70% 52% 14% 30% 30% 1143 1001 1043 644 1143 1001 1043 644 9% 45% 29% 47% 48% 48% 55% 39% 37% 7% 15% 13% 7% 93% 83% 86%

All Markets

YouGov [°] What the world thinks	France	Germany	Italy	Spain	Sweden	Denmark
Glob_shop_cloth_c. Buying a familiar label or brand						
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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%
Net: Important	63%	35%	71%	44%	54%	33%
Net: Not important	37%	65%	29%	56%	46%	67%
lob_shop_cloth_d. Saving money where possible						
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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%
Net: Important	86%	79%	93%	92%	86%	85%
Net: Not important	14%	21%	7%	8%	14%	15%
lob_shop_cloth_e. Buying high quality items						
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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%
Net: Important	73%	69%	84%	83%	89%	86%
Net: Not important	27%	31%	16%	17%	11%	14%
lob_shop_cloth_f. Buying what is fashionable						
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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%
Net: Important	39%	29%	39%	27%	27%	47%
Net: Not important	61%	71%	61%	73%	73%	53%

All Markets

YouGov						
What the world thinks	Poland	GB	Australia	United States	Canada	Brazil
lob_shop_cloth_c. Buying a familiar label or brand						
Unweighted base	1019	1949	1006	2012	1006	1006
Base: All country adults	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%
Blob shop cloth d. Saving money where possible	4170	5270	7770	3378	5070	1770
Unweighted base	1019	1949	1006	2012	1006	1006
-						
Base: All country adults	1019	1949	1006	2012	1006	1006
Very important	36%	46% 44%	58% 38%	61% 31%	61% 33%	72% 23%
Fairly important	49%					
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%
lob_shop_cloth_e. Buying high quality items						
Unweighted base	1019	1949	1006	2012	1006	1006
Base: All country adults	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
Base: All country adults	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%

All Markets

YouGov						
What the world thinks	Mexico	Turkey	Egypt	Saudi Arabia	India	China
lob_shop_cloth_c. Buying a familiar label or brand						
Unweighted base	1009	506	1537	828	1035	1021
Base: All country adults	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%
Net: Important	63%	76%	72%	73%	80%	81%
Net: Not important	37%	24%	28%	27%	20%	19%
ilob_shop_cloth_d. Saving money where possible						
Unweighted base	1009	506	1537	828	1035	1021
Base: All country adults	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%
Net: Important	91%	92%	86%	91%	92%	73%
Net: Not important	9%	8%	14%	9%	8%	27%
Blob_shop_cloth_e. Buying high quality items						
Unweighted base	1009	506	1537	828	1035	1021
Base: All country adults	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%
Net: Important	93%	88%	87%	85%	82%	87%
Net: Not important	7%	12%	13%	15%	18%	13%
Glob_shop_cloth_f. Buying what is fashionable						
Unweighted base	1009	506	1537	828	1035	1021
Base: All country adults	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%
Net: Important	38%	39%	77%	75%	75%	65%
Net: Not important	62%	61%	23%	25%	25%	35%

All Markets

YouGov					
What the world thinks	Japan	Indonesia	Thailand	Nigeria	South Afric
Glob_shop_cloth_c. Buying a familiar label or brand					
Unweighted base	1143	1001	1043	644	1002
Base: All country adults	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%
Net: Important	59%	75%	74%	83%	65%
Net: Not important	41%	25%	26%	17%	35%
Glob_shop_cloth_d. Saving money where possible					
Unweighted base	1143	1001	1043	644	1002
Base: All country adults	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%
Net: Important	80%	98%	95%	97%	96%
Net: Not important	20%	2%	5%	3%	4%
Glob_shop_cloth_e. Buying high quality items					
Unweighted base	1143	1001	1043	644	1002
Base: All country adults	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%
Net: Important	67%	85%	89%	95%	87%
Net: Not important	33%	15%	11%	5%	13%
Glob_shop_cloth_f. Buying what is fashionable					
Unweighted base	1143	1001	1043	644	1002
Base: All country adults	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%
Net: Important	26%	61%	37%	86%	54%
Net: Not important	74%	39%	63%	14%	46%

All Markets

YouGov [®] What the world thinks	France	Germany	Italy	Spain	Sweden	Denmark
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	-	-	-	-	-	-
Base: All US 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_US_b. English-speaking television programmes or videos from other countries						
Unweighted base	-	-	-	-	-	-
Base: All US 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_US_c. Foreign language television programmes or videos						
Unweighted base		-		-	-	
Base: All US 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_Angloglot_nonUS_a. American 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 Dep't know	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

All Markets

Fieldwork Dates: 28th February to 26th March 2019

· · · · · · · · · · · · · · · · · · ·						
YouGov						
What the world thinks	Poland	GB	Australia	United States	Canada	Brazil
Fhinking about television and video programmes: how often, if at all, do you watch the following? (This includes all types of elevision, 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	-	-
Base: All US adults	-	-	-	2012	-	-
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 /ideos from other countries						
Unweighted base	-	-	-	2012	-	-
Base: All US adults	-	-	-	2012	-	-
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	-	-
Base: All US adults	-	-	-	2012	-	-
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 relevision, 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	-
Base: All Canada, Australia, UK adults	-	1949	1006	-	1006	-
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%	-

13%

8%

6%

15%

5%

3%

-

-

-

9%

6%

5%

-

-

-

-

_

-

Less than once a month

Never

Don't know

All Markets

YouGov [®] What the world thinks	Mexico	Turkey	Egypt	Saudi Arabia	India	China
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	-	-	-	-	-	-
Base: All US 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_US_b. English-speaking television programmes or						
videos from other countries						
Unweighted base Base: All US 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_US_c. Foreign language television programmes or videos	-	-	-	-	-	-
Unweighted base		-	_	-	-	
Base: All US 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_Angloglot_nonUS_a. American 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 week	-	-	-	-	-	-
Less than once a month Never	-	-	-	-	-	-
Never						

All Markets

Teldwork Dates. Zoth February to Zoth March 2019					
YouGov What the world thinks	Japan	Indonesia	Thailand	Nigeria	South Africa
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	-	-	-	-	-
Base: All US 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_US_b. English-speaking television programmes or videos from other countries					
Unweighted base	-	-	-	-	-
Base: All US 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_US_c. Foreign language television programmes or videos	-	-	-	-	-
Unweighted base	-	-	-	-	-
Base: All US 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_Angloglot_nonUS_a. American 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	-	-	-	-	-
Less than once a month Never	-		-	-	-
Don't know			-	-	
Bont Know	-	-	-	-	-

All Markets

YouGov What the world thinks	France	Germany	Italy	Spain	Sweden	Denmark
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	-	-	-	-	-	-
Slob_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 it all, do you watch the following? (This includes all types of elevision, such as over-the-air, cable, satellite or online, and content uploaded to video-sharing websites)			1	1		1
Glob_TV_nonAngloglot_a. American television programmes or rideos						
University of the second	4004	4.407	4005	4044	1011	1010

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%

All Markets

Fieldwork Dates: 28th February to 26th March 2019

What the world thinks	Poland	GB	Australia	United States	Canada	Brazil
	Foldinu	GB	Australia	United States	Canaua	Didžii
Slob_TV_Angloglot_nonUS_b. nationality television						
programmes or videos						
Unweighted base	-	1949	1006	-	1006	-
Base: All Canada, Australia, UK adults	-	1949	1006	-	1006	-
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 rogrammes or videos from other countries (not including American)						
Unweighted base	-	1949	1006	-	1006	-
Base: All Canada, Australia, UK adults	-	1949	1006	-	1006	-
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	-
Base: All Canada, Australia, UK adults	-	1949	1006	-	1006	-
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

videos						
Unweighted base	1019	-	-	-	-	1006
Base: All country adults (excluding US, Canada, Australia and UK)	1019	-	-	-	-	1006
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%

All Markets

YouGov						
What the world thinks	Mexico	Turkey	Egypt	Saudi Arabia	India	China
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)		1				
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			1			
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 elevision, 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%

All Markets

Fieldwork Dates: 28th February to 26th March 2019

TOUGOV What the world this is					
What the world thinks	Japan	Indonesia	Thailand	Nigeria	South Afric
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	-	-	-	-	-
Slob_TV_Angloglot_nonUS_c. English-speaking television rogrammes or videos from other countries (not including vmerican)					
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	-		-	-	-
Slob_TV_Angloglot_nonUS_d. Foreign language television rogrammes 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	-		-	-	-
hinking about television and video programmes: how often, if t all, do you watch the following? (This includes all types of elevision, such as over-the-air, cable, satellite or online, and ontent uploaded to video-sharing websites)	_		-		
Glob_TV_nonAngloglot_a. American television programmes or rideos	44.40	4004	4040	044	4000
Unweighted base Base: All country adults (excluding US, Canada, Australia and	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%
	440/	050/	4.00/	00/	404

Never

Don't know

41%

5%

25%

12%

18%

3%

2%

1%

4%

All Markets

What the world thinks	France	Germany	Italy	Spain	Sweden	Denmark
Glob_TV_nonAngloglot_b. nationality 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	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%
_						
Slob_TV_nonAngloglot_c. Foreign language television rogrammes or videos (not including American)						
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults (excluding US, Canada, Australia and	1021	1497	1005	1014	1011	1010
UK)						
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%
Don't know		6%	2%			
Don't know Thinking about music: how often, if at all, do you listen to the ollowing?		6%	2%			
Don't know hinking about music: how often, if at all, do you listen to the bilowing? blob_music_US_a. American music	3%			2%	6%	9%
Don't know hinking about music: how often, if at all, do you listen to the ollowing? Slob_music_US_a. American music Unweighted base	3%	-	-	-	-	9%
Don't know Thinking about music: how often, if at all, do you listen to the ollowing? Slob_music_US_a. American music Unweighted base Base: All US adults	3%	-	- -			9%
Don't know Chinking about music: how often, if at all, do you listen to the ollowing? Slob_music_US_a. American music Unweighted base Base: All US adults Everyday	3% - - -	- - -	-	2% - -	- - -	9%
Don't know Thinking about music: how often, if at all, do you listen to the ollowing? Slob_music_US_a. American music Unweighted base Base: All US adults Everyday 4-6 times a week	3%	- - -			- - - -	9%
Don't know Thinking about music: how often, if at all, do you listen to the ollowing? Blob_music_US_a. American music Unweighted base Base: All US adults Everyday 4-6 times a week 2-3 times a week	3%	- - - -	- - - -	2% - - - -	- - - - - -	9%
Don't know Thinking about music: how often, if at all, do you listen to the ollowing? Slob_music_US_a. American music Unweighted base Base: All US adults Everyday 4-6 times a week 2-3 times a week Once a week	3%	- - -		2% - -	- - - -	9%
Don't know Thinking about music: how often, if at all, do you listen to the ollowing? Slob_music_US_a. American music Unweighted base Base: All US adults Everyday 4-6 times a week 2-3 times a week Conce a week Less than once a week	3% - - - - - - - - - -	- - - - - -	- - - - - - - -	2% - - - - - - -	- - - - - -	9%
Don't know hinking about music: how often, if at all, do you listen to the ollowing? Blob_music_US_a. American music Unweighted base Base: All US adults Everyday 4-6 times a week 2-3 times a week Less than once a weok	3%	- - - -	- - - -	2% - - - -	- - - - - -	9%
Don't know Thinking about music: how often, if at all, do you listen to the ollowing? Slob_music_US_a. American music Unweighted base Base: All US adults Everyday 4-6 times a week 2-3 times a week Conce a week Less than once a week Less than once a month Never	3% - - - - - - - - - -	- - - - - -	- - - - - - - -	2% - - - - - - -	- - - - - -	9%
Don't know chinking about music: how often, if at all, do you listen to the ollowing? clob_music_US_a. American music Unweighted base Base: All US adults Everyday 4-6 times a week 2-3 times a week Conce a week Less than once a month Never Don't know	3% - - - - - - - - - -	- - - - - -	- - - - - - - -	2% - - - - - - -	- - - - - -	9%
Don't know chinking about music: how often, if at all, do you listen to the oliowing? Slob_music_US_a. American music Unweighted base Base: All US adults Everyday 4-6 times a week 2-3 times a week Conce a week Less than once a month Never Don't know Slob_music_US_b. English-speaking music from other	3% - - - - - - - - - -	- - - - - -	- - - - - - - -	2% - - - - - - -	- - - - - -	9%
Don't know hinking about music: how often, if at all, do you listen to the blowing? ilob_music_US_a. American music Unweighted base Base: All US adults Everyday 4-6 times a week 2-3 times a week Conce a week Less than once a week Less than once a week Less than once a month Never Don't know	3% - - - - - - - - - -	- - - - - -	- - - - - - - -	2% - - - - - - -	- - - - - -	9%
Don't know hinking about music: how often, if at all, do you listen to the blowing? ilob_music_US_a. American music Unweighted base Base: All US adults Everyday 4-6 times a week 2-3 times a week Conce a week Less than once a week Less than once a week Less than once a month Never Don't know Stob_music_US_b. English-speaking music from other ountries	3% - - - - - - - - - - - - - - -	- - - - - -	- - - - - - - -	2% - - - - - - -	- - - - - -	9%
Don't know hinking about music: how often, if at all, do you listen to the bllowing? idob_music_US_a. American music Unweighted base Base: All US adults Everyday 4-6 times a week 2-3 times a week Conce a week Less than once a week Less than once a month Never Don't know idob_music_US_b. English-speaking music from other ountries	3% - - - - - - - - - - - - - - - - - - -		- - - - - - - - - - - - - - - - -	2% - - - - - - - - -	- - - - - - - - - - - - - - - -	9%
Don't know hinking about music: how often, if at all, do you listen to the bllowing? idob_music_US_a. American music Base: All US adults Everyday 4-6 times a week 2-3 times a week 2-3 times a week Conce a week Less than once a week Less than once a month Never Don't know idob_music_US_b. English-speaking music from other ountries Unweighted base Base: All US adults Everyday	3% - - - - - - - - - - - - - - - - - - -		· · · · · · · · · · · · · · · · · · ·	2% - - - - - - - - - - - - - - - -		9%
Don't know hinking about music: how often, if at all, do you listen to the blob_music_US_a. American music Unweighted base Base: All US adults Everyday 4-6 times a week 2-3 times a week Conce a week Less than once a week Less than once a month Never Don't know Slob_music_US_b. English-speaking music from other ountries Unweighted base Base: All US adults Everyday 4-6 times a week	3% - - - - - - - - - - - - - - - - - - -		- - - - - - - - - - - - - - - - -	2% - - - - - - - - - - - -		9%
Don't know chinking about music: how often, if at all, do you listen to the bilowing? Slob_music_US_a. American music Unweighted base Base: All US adults Everyday 4-6 times a week Conce a week Less than once a week Less than once a week Less than once a month Never Don't know Slob_music_US_b. English-speaking music from other ountries Unweighted base Base: All US adults Everyday 4-6 times a week Conce a week Conce a week Less than once a month Never Don't know Con't kn	3% - - - - - - - - - - - - - - - - - - -			2% 	6%	9%
Don't know Thinking about music: how often, if at all, do you listen to the ollowing? Slob_music_US_a. American music Unweighted base Base: All US adults Everyday 4-6 times a week 2-3 times a week Less than once a week Less than once a week Less than once a week Less than once a month Never Don't know Slob_music_US_b. English-speaking music from other bountries Unweighted base Base: All US adults Everyday 4-6 times a week 2-3 times a week	3% - - - - - - - - - - - - - - - - - - -		· · · · · · · · · · · · · · · · · · ·	2% - - - - - - - - - - - - - - - -		9%
Don't know Thinking about music: how often, if at all, do you listen to the ollowing? Slob_music_US_a. American music Unweighted base Base: All US adults Everyday 4-6 times a week Conce a week Less than once a week Less than once a week Less than once a week Less than once a month Never Don't know Slob_music_US_b. English-speaking music from other Sountries Unweighted base Base: All US adults Everyday 4-6 times a week Conce a week	3% - - - - - - - - - - - - - - - - - - -			2% 	6%	9%
Don't know Thinking about music: how often, if at all, do you listen to the ollowing? Slob_music_US_a. American music Unweighted base Base: All US adults Everyday 4-6 times a week 2-3 times a week Less than once a week Less than once a week Less than once a week Less than once a month Never Don't know Slob_music_US_b. English-speaking music from other bountries Unweighted base Base: All US adults Everyday 4-6 times a week 2-3 times a week	3% - - - - - - - - - - - - - - - - - - -			2% 	6%	9%

All Markets

TOUGOV						
What the world thinks	Poland	GB	Australia	United States	Canada	Brazil
Glob_TV_nonAngloglot_b. nationality television programmes pr videos				l		
Unweighted base	1019	-	-	-	-	1006
Base: All country adults (excluding US, Canada, Australia and	1019	-	-	_	-	1006
UK) Evender	19%	-	-	-	-	40%
Everyday		-			-	40%
4-6 times a week	15% 25%	-	-		-	
2-3 times a week	25% 17%	-		-	-	16%
Once a week Less than once a week	9%	-	-	-	-	17% 7%
Less than once a month	9% 7%	-			-	6%
		-	-	-	-	
Never	5%	-	-	-	-	4%
Don't know	3%	-	-	-	-	1%
lob_TV_nonAngloglot_c. Foreign language television rogrammes or videos (not including American)						
Unweighted base	1019	-	-	-	-	1006
Base: All country adults (excluding US, Canada, Australia and	1019	-	_	_	-	1006
UK)						
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%
hinking about music: how often, if at all, do you listen to the ollowing? Hob_music_US_a. American music						
Unweighted base	-	-	-	2012	-	-
Base: All US adults	-	-	-	2012		
Everyday					-	-
	-	-	-	38%	-	-
	-	-	-	38%		-
4-6 times a week				17%	-	-
4-6 times a week 2-3 times a week				17% 15%	-	-
4-6 times a week 2-3 times a week Once a week	-		-	17% 15% 9%		
4-6 times a week 2-3 times a week Once a week Less than once a week	-		-	17% 15% 9% 6%		
4-6 times a week 2-3 times a week Once a week Less than once a week Less than once a month	-		-	17% 15% 9% 6% 6%		- - - - - -
4-6 times a week 2-3 times a week Once a week Less than once a week Less than once a month Never	-	• • • •	- - - - -	17% 15% 9% 6% 6% 4%	- - - - - - -	
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	-		-	17% 15% 9% 6% 6%		- - - - - - - - - -
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	-	• • • •	- - - - -	17% 15% 9% 6% 6% 4%	- - - - - - -	- - - - - - - - - - - - - - - - - - -
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			- - - -	17% 15% 9% 6% 6% 4% 4%	· · · · ·	- - - - - - -
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 Nob_music_US_b. English-speaking music from other ountries Unweighted base	• • • • •	- - - - - - - -	- - - - -	17% 15% 9% 6% 6% 4% 4% 2012	• • • • • •	- - - - - - -
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 Slob_music_US_b. English-speaking music from other ountries Unweighted base Base: All US adults	• • • • • •	· · · · ·	- - - - - - -	17% 15% 9% 6% 6% 4% 4% 2012 2012	· · · · · · · ·	- - - - - - -
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 Idob_music_US_b. English-speaking music from other ountries Unweighted base Base: All US adults Everyday	• • • • • •	· · · · ·	- - - - - - -	17% 15% 9% 6% 6% 4% 4% 4% 2012 2012 9%	- - - - - - - - - - - -	- - - - - - -
4-6 times a week 2-3 times a week Once a week Less than once a week Less than once a woek Less than once a month Never Don't know Slob_music_US_b. English-speaking music from other ountries Unweighted base Base: All US adults Everyday 4-6 times a week	• • • • • •	· · · · ·	- - - - - - -	17% 15% 9% 6% 6% 4% 4% 2012 2012 2012 9% 7%	- - - - - - - - - - - -	- - - - - - -
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 Stob_music_US_b. English-speaking music from other ountries Unweighted base Base: All US adults Everyday 4-6 times a week 2-3 times a week	• • • • • •	· · · · ·	- - - - - - -	17% 15% 9% 6% 6% 4% 4% 2012 2012 2012 9% 7% 9%	- - - - - - - - - - - -	- - - - - - -
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 Stob_music_US_b. English-speaking music from other Ountries Unweighted base Base: All US adults Everyday 4-6 times a week 2-3 times a week Conce a week	• • • • • •	· · · · ·	- - - - - - -	17% 15% 9% 6% 6% 4% 4% 4% 2012 2012 2012 9% 7% 9% 9% 8%	- - - - - - - - - - - -	- - - - - - -
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 Stob_music_US_b. English-speaking music from other Ountries Unweighted base Base: All US adults Everyday 4-6 times a week 2-3 times a week Once a week	- - - - - - - - - - - - - - - - - - -		- - - - - - -	17% 15% 9% 6% 6% 4% 4% 2012 2012 2012 9% 7% 9% 9% 8%	- - - - - - - - - - - - - - - - - - -	- - - - - - -

All Markets

TOUGOV						
What the world thinks	Mexico	Turkey	Egypt	Saudi Arabia	India	China
ilob_TV_nonAngloglot_b. nationality television programmes r videos						
Unweighted base	1009	506	1537	828	1035	1021
Base: All country adults (excluding US, Canada, Australia and	1009	506	1537	828	1035	1021
UK)						
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%
lob_TV_nonAngloglot_c. Foreign language television ogrammes or videos (not including American)						
Unweighted base	1009	506	1537	828	1035	1021
Base: All country adults (excluding US, Canada, Australia and	1009	506	1537	828	1035	1021
UK) Evender	10%	10%	11%	12%	7%	5%
Everyday						
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%
hinking about music: how often, if at all, do you listen to the blowing?						
lob_music_US_a. American music						
Unweighted base	-	-	-	-		-
Base: All US 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	-	-	-	-	-	-
lob_music_US_b. English-speaking music from other ountries						
	-	-	-	-	-	-
Unweighted base	-	-	-		-	-
Unweighted base Base: All US adults			_		-	_
Base: All US adults			-			_
Base: All US adults Everyday	-	-	-			
Base: All US adults Everyday 4-6 times a week		-	-	-	-	
Base: All US adults Everyday 4-6 times a week 2-3 times a week	-	-	-	-	-	-
Base: All US adults Everyday 4-6 times a week 2-3 times a week Once a week	-	-	•	-	-	-
Base: All US adults Everyday 4-6 times a week 2-3 times a week Once a week Less than once a week	- - - -		-	- - -	-	-
Base: All US 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	-	- - - -			-	-
Base: All US adults Everyday 4-6 times a week 2-3 times a week Once a week Less than once a week	- - - -		- - - - -		-	-

All Markets

What the world thinks	Japan	Indonesia	Thailand	Nigeria	South Africa
	Japan	indonesia	manana	Nigena	ooutin Airice
Slob_TV_nonAngloglot_b. nationality television programmes					
Unweighted base	1143	1001	1043	644	1002
Base: All country adults (excluding US, Canada, Australia and	1143	1001	1043	644	1002
UK)					
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 Less than once a week	6% 4%	9% 6%	11% 7%	10% 5%	12% 8%
Less than once a month	4% 7%	7%	6%	5% 7%	13%
Less than once a month	10%	3%	3%	2%	7%
Don't know	3%	7%	1%	1%	1%
	3%	1 70	1 70	1 70	1 70
Iob_TV_nonAngloglot_c. Foreign language television rogrammes or videos (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	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%
hinking about music: how often, if at all, do you listen to the					
ollowing? ilob_music_US_a. American music					
Unweighted base	-		-	-	-
Unweighted base Base: All US adults	-	-	-	-	-
Unweighted base Base: All US adults Everyday					-
Base: All US adults	-	•	-	-	- - -
Base: All US adults Everyday	-	•	-	-	- - -
Base: All US adults Everyday 4-6 times a week	-	•	-	-	- - - - -
Base: All US adults Everyday 4-6 times a week 2-3 times a week	- - -	•	-		- - - - - - -
Base: All US adults Everyday 4-6 times a week 2-3 times a week Once a week	- - -	•	-		- - - - - - - -
Base: All US adults Everyday 4-6 times a week 2-3 times a week Once a week Less than once a week	- - -	•	-		· · · · · · · · · · · · · · · · · · ·
Base: All US adults Everyday 4-6 times a week 2-3 times a week Once a week Less than once a wonth	- - -	•	-		- - - - - - - - - - - - - - - - - - -
Base: All US 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	- - -	•	-	- - - - -	
Base: All US 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		- - - - - - - -	- - - - - - - -	- - - - - -	
Base: All US adults Everyday 4-6 times a week 2-3 times a week Conce a week Less than once a week Less than once a week Less than once a month Never Don't know Iob_music_US_b. English-speaking music from other buntries	- - - - - - - - - - - - - - - -	- - - - - - - - - -	- - - - - - - - -	- - - - - - - - -	
Base: All US adults Everyday 4-6 times a week 2-3 times a week Conce a week Less than once a week Less than once a week Less than once a month Never Don't know Iob_music_US_b. English-speaking music from other buntries Unweighted base Base: All US adults		- - - - - - - -	- - - - - - - - - - - -	- - - - - -	
Base: All US adults Everyday 4-6 times a week 2-3 times a week Conce a week Less than once a week Less than once a week Less than once a month Never Don't know bo_music_US_b. English-speaking music from other bountries Unweighted base Base: All US adults Everyday	- - - - - - - - - - - - - - - - - - -	- - - - - - - - - - - -			
Base: All US adults Everyday 4-6 times a week 2-3 times a week Conce a week Less than once a week Less than once a week Less than once a month Never Don't know blob_music_US_b. English-speaking music from other ountries Unweighted base Base: All US adults Everyday 4-6 times a week	- - - - - - - - - - - - - - - -	- - - - - - - - - -		- - - - - - - - -	
Base: All US adults Everyday 4-6 times a week 2-3 times a week Conce a week Less than once a week Less than once a month Never Don't know Iob_music_US_b. English-speaking music from other bountries Unweighted base Base: All US adults Everyday 4-6 times a week 2-3 times a week		- - - - - - - - - - - -			
Base: All US adults Everyday 4-6 times a week 2-3 times a week Less than once a week Less than once a week Less than once a month Never Don't know Nob_music_US_b. English-speaking music from other Ountries Unweighted base Base: All US adults Everyday 4-6 times a week 2-3 times a week Once a week	- - - - - - - - - - - - - - - - - - -	- - - - - - - - - - - -			
Base: All US adults Everyday 4-6 times a week 2-3 times a week Less than once a week Less than once a week Less than once a month Never Don't know Blob_music_US_b. English-speaking music from other Onn't know Blob_music_IUS_b. English-speaking music from other Don't know Blob_music_IUS_b. English-speaking music from other Blob_music_IUS_b. English-speaking music from other Blob_music_IUS_b. English-speaking music from other Elses than once a week Less than once a week		- - - - - - - - - - - -			
Base: All US adults Everyday 4-6 times a week 2-3 times a week Less than once a week Less than once a week Less than once a month Never Don't know Blob_music_US_b. English-speaking music from other Ountries Unweighted base Base: All US adults Everyday 4-6 times a week 2-3 times a week Once a week		- - - - - - - - - - - -			

All Markets

VeuCeuć						
TOUGOV						
What the world thinks	France	Germany	Italy	Spain	Sweden	Denmark
Glob_music_US_c. Foreign language music						
Unweighted base	-	-	-	-	-	-
Base: All US 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_Angloglot_nonUS_a. American 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			-	-	-	-
Glob_music_Angloglot_nonUS_b. nationality music		1	1		1	
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_music_Angloglot_nonUS_c. English-speaking music 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	-	-	-	-	-	-
2-5 times a week Once a week	-	-	-	-	-	_
Less than once a week	-	-	-	-	-	-
Less than once a month	-	-	-	-	-	-
Never	-	-	-	-	-	-
Don't know	-	-	_	-	-	-
Sont Now		1	1		1	<u> </u>

All Markets

Variation						
YouGov						
What the world thinks	Poland	GB	Australia	United States	Canada	Brazil
Glob_music_US_c. Foreign language music						
Unweighted base	-	-	-	2012	-	-
Base: All US adults	-	-	-	2012	-	-
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	-
Base: All Canada, Australia, UK adults	-	1949	1006	-	1006	-
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	-
Base: All Canada, Australia, UK adults	-	1949	1006	-	1006	-
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	-
Base: All Canada, Australia, UK adults	-	1949	1006	-	1006	-
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%	-

All Markets

YouGov						
What the world thinks	Mexico	Turkey	Egypt	Saudi Arabia	India	China
Glob_music_US_c. Foreign language music						
Unweighted base	-	-	-	-	-	-
Base: All US 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	-	-	-	-	-	-
hinking about music: how often, if at all, do you listen to the						
ollowing? ilob_music_Angloglot_nonUS_a. American 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	-	-	-		-	-
Less than once a month Never	-	-	-		-	-
Don't know	-	-	-	-	-	-
	-	-	-	-	-	-
ilob_music_Angloglot_nonUS_b. nationality 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	-	-	-	-	-	-
ilob_music_Angloglot_nonUS_c. English-speaking music om 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	-	-	-	-	-	-

All Markets

Fieldwork Dates: 28th February to 26th March 2019

YouGov				_	
What the world thinks	Japan	Indonesia	Thailand	Nigeria	South Africa
				J	
Glob_music_US_c. Foreign language music					
Unweighted base	-	-	-	-	-
Base: All US 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_Angloglot_nonUS_a. American 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	-	-	-	-	-
Glob_music_Angloglot_nonUS_b. nationality 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	-		-	-	-
Glob_music_Angloglot_nonUS_c. English-speaking music 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	-	-	-	-	-

All Markets

YouGov [°] What the world thinks	France	Germany	Italy	Spain	Sweden	Denmark
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	-	-	-	-	-	-
'hinking about music: how often, if at all, do you listen to the ollowing? Slob_music_nonAngloglot_a. American music Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults (excluding US, Canada, Australia and	1021	1497	1005	1014	1011	1010
UK)						
Everyday	29% 15%	28% 16%	30% 15%	31% 14%	34% 18%	34% 20%
4-6 times a week 2-3 times a week	18%	16%	15%	14%	16%	15%
2-3 times a week Once a week	9%	11%	9%	19%	9%	8%
Less than once a week	9% 7%	7%	9% 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	070	170	470	070	070	070
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%
Slob_music_nonAngloglot_c. Foreign language music (not ncluding 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%

All Markets

VeuCoví						
What the world thinks						
what the world trinks	Poland	GB	Australia	United States	Canada	Brazil
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)	1010		-	-	-	1000
Unweighted base Base: All country adults (excluding US, Canada, Australia and	1019	-	-	-	-	1006
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%

All Markets

What the world thinks	Mexico	Turkey	Egypt	Saudi Arabia	India	China
lob_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	-	-	-	-	-	-
ninking about music: how often, if at all, do you listen to the Ilowing?						
lob_music_nonAngloglot_a. American music						
Unweighted base	1009	506	1537	828	1035	1021
Base: All country adults (excluding US, Canada, Australia and	1009	506	1537	828	1035	1021
UK)						
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%
lob_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%
lob_music_nonAngloglot_c. Foreign language music (not cluding 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%

All Markets

YOUGOV					
What the world units	Japan	Indonesia	Thailand	Nigeria	South Africa
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%
including American) Unweighted base	1143	1001	1043	644	1002
Base: All country adults (excluding US, Canada, Australia and	1143	1001	1043	644	1002
UK) Evender					
Everyday	7% 5%	18%	14%	25%	14% 9%
4-6 times a week 2-3 times a week	5% 8%	15%	12%	14% 15%	9% 14%
2-3 times a week Once a week	8% 9%	15% 12%	18% 13%	15%	9%
Less than once a week	9% 9%	8%	13%	9%	10%
Less than once a week	9% 22%	8% 11%	17%	9% 14%	10%
Less than once a month	35%	15%	12%	9%	25%
Don't know	6%	7%	3%	3%	3%

All Markets

What the world thinks	France	Germany	Italy	Spain	Sweden	Denmark
a_CN. If you see a product is 'made in China', do you tend to ink more positively or more negatively about that product, or oes it make no real difference either way?						
Unweighted base	258	374	250	251	255	251
Base: All country adults allocated China (q_chosen_country)	258	379	251	263	254	267
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%
a_US. If you see a product is 'made in United States', do you and to think more positively or more negatively about that roduct, or does it make no real difference either way?						
Unweighted base	249	374	251	251	248	251
Base: All country adults allocated US (q_chosen_country)	249	387	250	252	253	262
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%
r does it make no real difference either way?	250	070	250	055	259	054
Unweighted base	256	379	230	255	209	251
Base: All country adults allocated Germany	256	379	250	255	259	251
Base: All country adults allocated Germany (q_chosen_country)	256	377	251	255	258	243
Base: All country adults allocated Germany (q_chosen_country) I tend to think more positively about that product	256 45%	377 59%	251 46%	255 45%	258 34%	243 45%
Base: All country adults allocated Germany (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product	256 45% 7%	377 59% 5%	251 46% 7%	255 45% 3%	258 34% 6%	243 45% 3%
Base: All country adults allocated Germany (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know	256 45% 7% 43% 6%	377 59% 5% 32% 4%	251 46% 7% 43% 4%	255 45% 3% 46% 6%	258 34% 6% 51% 10%	243 45% 3% 45% 7%
Base: All country adults allocated Germany (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know	256 45% 7% 43%	377 59% 5% 32%	251 46% 7% 43%	255 45% 3% 46%	258 34% 6% 51%	243 45% 3% 45%
Base: All country adults allocated Germany (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know	256 45% 7% 43% 6%	377 59% 5% 32% 4%	251 46% 7% 43% 4%	255 45% 3% 46% 6%	258 34% 6% 51% 10%	243 45% 3% 45% 7%
Base: All country adults allocated Germany (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know a_JP. If you see a product is 'made in Japan', do you tend to ink more positively or more negatively about that product, or bes it make no real difference either way? Unweighted base	256 45% 7% 43% 6% 259	377 59% 5% 32% 4%	251 46% 7% 43% 4%	255 45% 3% 46% 6% 254	258 34% 6% 51% 10%	243 45% 3% 45% 7%
Base: All country adults allocated Germany (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product I tend to think more negatively about that product It makes no real difference either way Don't know a_JP. If you see a product is 'made in Japan', do you tend to ink more positively or more negatively about that product, or bes it make no real difference either way? Unweighted base Base: All country adults allocated Japan (q_chosen_country)	256 45% 7% 43% 6% 259 259	377 59% 5% 32% 4% 373 361	251 46% 7% 43% 4% 254 253	255 45% 3% 46% 6% 254 250	258 34% 6% 51% 10% 253 251	243 45% 3% 45% 7% 256 247
Base: All country adults allocated Germany (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know a_JP. If you see a product is 'made in Japan', do you tend to ink more positively or more negatively about that product, or bes it make no real difference either way? Unweighted base Base: All country adults allocated Japan (q_chosen_country) I tend to think more positively about that product	256 45% 7% 43% 6% 259 259 259 259 22% 43%	377 59% 5% 32% 4% 373 361 29% 18% 43%	251 46% 7% 43% 4% 254 253 33% 16% 48%	255 45% 3% 46% 6% 254 250 29% 9% 61%	258 34% 6% 51% 10% 253 251 27%	243 45% 3% 45% 7% 256 247 25%
Base: All country adults allocated Germany (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know a_JP. If you see a product is 'made in Japan', do you tend to ink more positively or more negatively about that product, or bes it make no real difference either way? Unweighted base Base: All country adults allocated Japan (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product	256 45% 7% 43% 6% 259 259 259 27% 22%	377 59% 5% 32% 4% 373 361 29% 18%	251 46% 7% 43% 4% 254 253 33% 16%	255 45% 3% 46% 6% 254 250 29% 9%	258 34% 6% 51% 10% 253 251 27% 16%	243 45% 3% 45% 7% 256 247 25% 13%
Base: All country adults allocated Germany (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know a_JP. If you see a product is 'made in Japan', do you tend to ink more positively or more negatively about that product, or bes it make no real difference either way? Unweighted base Base: All country adults allocated Japan (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product I tend to think more negatively about that product I tend to think more negatively about that product I makes no real difference either way Don't know	256 45% 7% 43% 6% 259 259 259 259 22% 43%	377 59% 5% 32% 4% 373 361 29% 18% 43%	251 46% 7% 43% 4% 254 253 33% 16% 48%	255 45% 3% 46% 6% 254 250 29% 9% 61%	258 34% 6% 51% 10% 253 251 27% 16% 51%	243 45% 3% 45% 7% 256 247 25% 13% 52%
Base: All country adults allocated Germany (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know a_JP. If you see a product is 'made in Japan', do you tend to ink more positively or more negatively about that product, or bes it make no real difference either way? Unweighted base Base: All country adults allocated Japan (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product I tend to think more negatively about that product I tend to think more negatively about that product I makes no real difference either way Don't know	256 45% 7% 43% 6% 259 259 259 259 22% 43%	377 59% 5% 32% 4% 373 361 29% 18% 43%	251 46% 7% 43% 4% 254 253 33% 16% 48%	255 45% 3% 46% 6% 254 250 29% 9% 61%	258 34% 6% 51% 10% 253 251 27% 16% 51%	243 45% 3% 45% 7% 256 247 25% 13% 52%
Base: All country adults allocated Germany (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know a_JP. If you see a product is 'made in Japan', do you tend to ink more positively or more negatively about that product, or bes it make no real difference either way? Unweighted base Base: All country adults allocated Japan (q_chosen_country) I tend to think more negatively about that product I tankes no real difference either way Don't know	256 45% 7% 43% 6% 259 259 259 27% 22% 43% 8%	377 59% 5% 32% 4% 373 361 29% 18% 43% 10%	251 46% 7% 43% 4% 254 253 33% 16% 48% 4%	255 45% 3% 6% 254 250 29% 9% 61% 2%	258 34% 6% 51% 10% 253 251 27% 16% 51% 5%	243 45% 3% 45% 7% 256 247 25% 13% 52% 11%
Base: All country adults allocated Germany (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know a_JP. If you see a product is 'made in Japan', do you tend to ink more positively or more negatively about that product, or bes it make no real difference either way? Unweighted base Base: All country adults allocated Japan (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product I the positively or more negatively about that product I the positively or more negatively about that product I the positively or more negatively about that product I the positively or more negatively about that product I the positively or more negatively about that product I the positively or more negatively about that product I the positively or more negatively about that positively or mor	256 45% 7% 43% 6% 259 259 259 259 22% 43% 8%	377 59% 5% 32% 4% 373 361 29% 18% 43% 10%	251 46% 7% 43% 4% 254 253 33% 16% 48% 4%	255 45% 3% 46% 6% 254 250 29% 9% 61% 2%	258 34% 6% 51% 10% 253 251 27% 16% 51% 5%	243 45% 3% 45% 7% 256 247 25% 13% 52% 11%
Base: All country adults allocated Germany (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know a_JP. If you see a product is 'made in Japan', do you tend to sink more positively or more negatively about that product, or obes it make no real difference either way? Unweighted base Base: All country adults allocated Japan (q_chosen_country) I tend to think more negatively about that product I tends think more negatively about that product I tends think more negatively about that product I tend to think more negatively about that product I tends to think more negatively about that product I tends think more negatively about that product I tends to think more negatively about that product I tends to think more negatively about that product I tends to think more negatively about that product I tends think more negatively about that product I tends think more negatively about that product I tends to think more negatively about that product the positively or more negatively about that product the positively or more negatively about that positively about that positively or more negatively about that positively about that positively or more negatively about that positively about that positively or more negatively about that positively about tha	256 45% 7% 43% 6% 259 259 27% 22% 43% 8% 22%	377 59% 5% 32% 4% 373 361 29% 18% 43% 10% 368 369	251 46% 7% 43% 4% 254 253 33% 16% 48% 4% 250 250	255 45% 3% 46% 6% 254 250 29% 9% 61% 2% 249 249	258 34% 6% 51% 10% 253 251 27% 16% 51% 5% 246 247	243 45% 3% 45% 7% 256 247 25% 13% 52% 11%
Base: All country adults allocated Germany (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know Ita_JP. If you see a product is 'made in Japan', do you tend to nink more positively or more negatively about that product, or oes it make no real difference either way? Unweighted base Base: All country adults allocated Japan (q_chosen_country) I tend to think more negatively about that product It makes no real difference either way Don't know I tend to think more negatively about that product I tend to think more negatively about that product It makes no real difference either way Don't know Ita_SK. If you see a product is 'made in South Korea', do you and to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated South Korea (q_chosen_country) I tend to think more positively about that product	256 45% 7% 43% 6% 259 259 27% 22% 43% 8% 22% 22% 252 252 252 252	377 59% 5% 32% 4% 373 361 29% 18% 43% 10% 368 369 369 17%	251 46% 7% 43% 4% 254 253 33% 16% 48% 4% 250 250 250	255 45% 3% 46% 6% 254 250 29% 9% 61% 2% 2% 249 243 9%	258 34% 6% 51% 10% 253 251 27% 16% 51% 5% 246 247 10%	243 45% 3% 45% 7% 256 247 25% 13% 52% 11% 249 249 249 249

All Markets

YouGov						
What the world thinks	Poland	GB	Australia	United States	Canada	Brazil
a_CN. If you see a product is 'made in China', do you tend to nink more positively or more negatively about that product, or oes it make no real difference either way?						
Unweighted base	257	477	254	504	257	247
Base: All country adults allocated China (q_chosen_country)	257	474	251	510	259	247
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%
a_US. If you see a product is 'made in United States', do you end to think more positively or more negatively about that roduct, or does it make no real difference either way?						
Unweighted base	256	493	252	512	251	257
Base: All country adults allocated US (q_chosen_country)	259	504	250	493	251	258
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%
a_DE. If you see a product is 'made in Germany', do you tend o think more positively or more negatively about that product, r does it make no real difference either way?	257	484	250	499	256	247
Unweighted base Base: All country adults allocated Germany						
(q_chosen_country)	256	494	252	508	256	247
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 Don't know	47% 2%	61% 6%	49% 1%	53% 11%	48% 9%	44% 2%
Qa_JP. If you see a product is 'made in Japan', do you tend to hink more positively or more negatively about that product, or loes it make no real difference either way?	270	0,0	175		0,0	270
					242	0.50
Unweighted base	251	487	249	498	242	253
Unweighted base Base: All country adults allocated Japan (q_chosen_country)	251 254	487 481	249 244	498 495	242	253
Base: All country adults allocated Japan (q_chosen_country)	254	481	244	495	243	253
Base: All country adults allocated Japan (q_chosen_country) I tend to think more positively about that product	254 52%	481 20%	244 38%	495 25%	243 30%	253 49%
Base: All country adults allocated Japan (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product	254 52% 5%	481 20% 9%	244 38% 7%	495 25% 14%	243 30% 16%	253 49% 11%
Base: All country adults allocated Japan (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know ta_SK. If you see a product is 'made in South Korea', do you and to think more positively or more negatively about that	254 52% 5% 38%	481 20% 9% 66%	244 38% 7% 53%	495 25% 14% 52%	243 30% 16% 46%	253 49% 11% 38%
Base: All country adults allocated Japan (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know a_SK. If you see a product is 'made in South Korea', do you and to think more positively or more negatively about that	254 52% 5% 38%	481 20% 9% 66%	244 38% 7% 53%	495 25% 14% 52%	243 30% 16% 46%	253 49% 11% 38%
Base: All country adults allocated Japan (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know ta_SK. If you see a product is 'made in South Korea', do you and to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated South Korea	254 52% 5% 38% 5%	481 20% 9% 66% 4%	244 38% 7% 53% 3%	495 25% 14% 52% 9%	243 30% 16% 46% 7%	253 49% 11% 38% 2%
Base: All country adults allocated Japan (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know ta_SK. If you see a product is 'made in South Korea', do you end to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base	254 52% 5% 38% 5% 257	481 20% 9% 66% 4%	244 38% 7% 53% 3%	495 25% 14% 52% 9%	243 30% 16% 46% 7% 248	253 49% 11% 38% 2% 254
Base: All country adults allocated Japan (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know Da_SK. If you see a product is 'made in South Korea', do you end to think more positively or more negatively about that broduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated South Korea (q_chosen_country)	254 52% 38% 5% 257 257	481 20% 9% 66% 4% 495 493	244 38% 7% 53% 3% 256 259	495 25% 14% 52% 9% 497 496	243 30% 16% 46% 7% 248 249	253 49% 11% 38% 2% 254
Base: All country adults allocated Japan (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know Ca_SK. If you see a product is 'made in South Korea', do you end to think more positively or more negatively about that broduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated South Korea (q_chosen_country) I tend to think more positively about that product	254 52% 5% 38% 5% 257 257 257 19%	481 20% 9% 66% 4% 495 493 9%	244 38% 7% 53% 3% 256 259 20%	495 25% 14% 52% 9% 497 496 14%	243 30% 16% 46% 7% 248 249 17%	253 49% 11% 38% 2% 254 254 254 254

All Markets

YouGov						
What the world thinks	Mexico	Turkey	Egypt	Saudi Arabia	India	China
a_CN. If you see a product is 'made in China', do you tend to nink more positively or more negatively about that product, or oes it make no real difference either way?						
Unweighted base	254	128	382	209	258	253
Base: All country adults allocated China (q_chosen_country)	250	124	387	204	259	263
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 end to think more positively or more negatively about that roduct, or does it make no real difference either way?						
Unweighted base	252	130	387	212	260	257
Base: All country adults allocated US (q_chosen_country)	253	137	385	214	261	258
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 o think more positively or more negatively about that product, or does it make no real difference either way?	255	400	200	204	050	250
Unweighted base Base: All country adults allocated Germany	255	128	386	204	252	259
(q_chosen_country)	251	120	393	209	252	260
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%
hink more positively or more negatively about that product, or						
hink more positively or more negatively about that product, or	247	130	387	203	263	255
nink more positively or more negatively about that product, or loes it make no real difference either way?	247 249	130 131	387 388	203 207	263 263	255 258
nink more positively or more negatively about that product, or oes it make no real difference either way? Unweighted base						
hink more positively or more negatively about that product, or loes it make no real difference either way? Unweighted base Base: All country adults allocated Japan (q_chosen_country)	249	131	388	207	263	258
hink more positively or more negatively about that product, or loes it make no real difference either way? Unweighted base Base: All country adults allocated Japan (q_chosen_country) I tend to think more positively about that product	249 56%	131 58%	388 74%	207 64%	263 58%	258 41%
hink more positively or more negatively about that product, or loes it make no real difference either way? Unweighted base Base: All country adults allocated Japan (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product	249 56% 6%	131 58% 13%	388 74% 6%	207 64% 10%	263 58% 7%	258 41% 20%
hink more positively or more negatively about that product, or loes it make no real difference either way? Unweighted base Base: All country adults allocated Japan (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know Da_SK. If you see a product is 'made in South Korea', do you end to think more positively or more negatively about that	249 56% 6% 37%	131 58% 13% 26%	388 74% 6% 13%	207 64% 10% 18%	263 58% 7% 27%	258 41% 20% 36%
hink more positively or more negatively about that product, or loes it make no real difference either way? Unweighted base Base: All country adults allocated Japan (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know Ra_SK. If you see a product is 'made in South Korea', do you and to think more positively or more negatively about that	249 56% 6% 37%	131 58% 13% 26%	388 74% 6% 13%	207 64% 10% 18%	263 58% 7% 27%	258 41% 20% 36%
hink more positively or more negatively about that product, or loes it make no real difference either way? Unweighted base Base: All country adults allocated Japan (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product I tend to think more negatively about that product It makes no real difference either way Don't know ta_SK. If you see a product is 'made in South Korea', do you and to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated South Korea	249 56% 6% 37% 1%	131 58% 13% 26% 3%	388 74% 6% 13% 7%	207 64% 10% 18% 8%	263 58% 7% 27% 8%	258 41% 20% 36% 3%
hink more positively or more negatively about that product, or loes it make no real difference either way? Unweighted base Base: All country adults allocated Japan (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product I tend to think more negatively about that product It makes no real difference either way Don't know Ra_SK. If you see a product is 'made in South Korea', do you end to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base	249 56% 6% 37% 1% 254	131 58% 13% 26% 3%	388 74% 6% 13% 7% 388	207 64% 10% 18% 8%	263 58% 7% 27% 8%	258 41% 20% 36% 3%
hink more positively or more negatively about that product, or toes it make no real difference either way? Unweighted base Base: All country adults allocated Japan (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product I tend to think more negatively about that product It makes no real difference either way Don't know Da_SK. If you see a product is 'made in South Korea', do you end to think more positively or more negatively about that product, or does it make no real difference either way? Unweighted base Base: All country adults allocated South Korea (q_chosen_country)	249 56% 6% 37% 1% 254 255	131 58% 13% 26% 3% 124 124	388 74% 6% 13% 7% 388 393	207 64% 10% 18% 8% 209 207	263 58% 7% 27% 8% 252 253	258 41% 20% 36% 3% 256 251
Base: All country adults allocated Japan (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product I tend to think more negatively about that product It makes no real difference either way Don't know Ca_SK. If you see a product is 'made in South Korea', do you end to think more positively or more negatively about that broduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated South Korea (q_chosen_country) I tend to think more positively about that product	249 56% 6% 37% 1% 254 255 28%	131 58% 13% 26% 3% 124 124 124 51%	388 74% 6% 13% 7% 388 393 47%	207 64% 10% 18% 8% 209 209 207 47%	263 58% 7% 27% 8% 252 252 253 39%	258 41% 20% 36% 3% 256 251 20%

All Markets

Fieldwork Dates: 28th February to 26th March 2019

YouGov					
What the world thinks	Japan	Indonesia	Thailand	Nigeria	South Africa
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
Base: All country adults allocated China (q_chosen_country)	283	257	266	162	252
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
Base: All country adults allocated US (q_chosen_country)	290	194	278	161	236
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%
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
Base: All country adults allocated Germany					
(q_chosen_country)	287	199	280	156	251
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
Base: All country adults allocated Japan (q_chosen_country)	286	216	265	164	260
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 eend 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
Base: All country adults allocated South Korea (q_chosen_country)	276	288	259	156	253
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

Don't know

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31%

3%

35%

5%

43%

4%

55%

3%

38%

All Markets

VouGoví						_
What the world thinks	France	Germany	Italy	Spain	Sweden	Denmark
a_FR. If you see a product is 'made in France', do you tend to ink more positively or more negatively about that product, or pes it make no real difference either way?						
Unweighted base	254	379	247	251	252	257
Base: All country adults allocated France (q_chosen_country)	254	360	245	255	251	258
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%
a_NL. If you see a product is 'made in Netherlands', do you and to think more positively or more negatively about that roduct, or does it make no real difference either way?						
Unweighted base	253	368	254	253	257	255
Base: All country adults allocated Netherlands (q_chosen_country)	253	353	255	257	260	241
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%
a_IT. If you see a product is 'made in Italy', do you tend to ink more positively or more negatively about that product, or oes it make no real difference either way? Unweighted base	259	380	249	253	254	253
_	259	379	243	252	259	252
Base: All country adults allocated Italy (q_chosen_country)						
I tend to think more positively about that product	38% 8%	30% 8%	80% 3%	33% 5%	28% 7%	23% 12%
I tend to think more negatively about that product It makes no real difference either way	49%	52%	14%	60%	61%	60%
Don't know	6%	10%	2%	2%	4%	5%
Bent know						
a_HK. If you see a product is 'made in Hong Kong', do you and to think more positively or more negatively about that roduct, or does it make no real difference either way?	050	070		057	050	050
a_HK. If you see a product is 'made in Hong Kong', do you nd to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base	259	379	252	257	252	252
a_HK. If you see a product is 'made in Hong Kong', do you and to think more positively or more negatively about that roduct, or does it make no real difference either way?	259 259	379 401	252 253	257 253	252 246	252 260
a_HK. If you see a product is 'made in Hong Kong', do you and to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated Hong Kong						
a_HK. If you see a product is 'made in Hong Kong', do you and to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product	259 6% 50%	401 5% 41%	253 11% 39%	253 8% 29%	246 3% 38%	260 7% 46%
a HK. If you see a product is 'made in Hong Kong', do you nd to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way	259 6% 50% 36%	401 5% 41% 45%	253 11% 39% 43%	253 8% 29% 61%	246 3% 38% 51%	260 7% 46% 40%
a_HK. If you see a product is 'made in Hong Kong', do you nd to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know	259 6% 50%	401 5% 41%	253 11% 39%	253 8% 29%	246 3% 38%	260 7% 46%
a_HK. If you see a product is 'made in Hong Kong', do you and to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product I tend to think more negatively about that product It makes no real difference either way Don't know	259 6% 50% 36%	401 5% 41% 45%	253 11% 39% 43%	253 8% 29% 61%	246 3% 38% 51%	260 7% 46% 40%
a, HK. If you see a product is 'made in Hong Kong', do you nd to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product I tend to think more negatively about that product It makes no real difference either way Don't know	259 6% 50% 36%	401 5% 41% 45%	253 11% 39% 43%	253 8% 29% 61%	246 3% 38% 51%	260 7% 46% 40%
a_HK. If you see a product is 'made in Hong Kong', do you and to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product I tend to think more negatively about that product It makes no real difference either way Don't know	259 6% 50% 36% 8%	401 5% 41% 45% 8%	253 11% 39% 43% 7%	253 8% 29% 61% 3%	246 3% 38% 51% 8%	260 7% 46% 40% 7%
a, HK. If you see a product is 'made in Hong Kong', do you and to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product I tend to think more negatively about that product I tankes no real difference either way Don't know	259 6% 50% 36% 8% 257	401 5% 41% 45% 8%	253 11% 39% 43% 7% 254	253 8% 29% 61% 3%	246 3% 38% 51% 8%	260 7% 46% 40% 7%
ta_HK. If you see a product is 'made in Hong Kong', do you and to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product I tend to think more negatively about that product I tend to think more negatively about that product I tankes no real difference either way Don't know ta_UK. If you see a product is 'made in United Kingdom', do ou tend to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated UK (q_chosen_country)	259 6% 50% 36% 8% 257 256	401 5% 41% 45% 8% 379 381	253 11% 39% 43% 7% 254 254	253 8% 29% 61% 3% 257 256	246 3% 38% 51% 8% 247 252	260 7% 46% 40% 7% 251 240
ta_HK. If you see a product is 'made in Hong Kong', do you end to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product I takes no real difference either way Don't know Ra_UK. If you see a product is 'made in United Kingdom', do ou tend to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated UK (q_chosen_country) I tend to think more positively about that product	259 6% 50% 36% 8% 257 256 30%	401 5% 41% 45% 8% 379 381 27%	253 11% 39% 43% 7% 254 254 254 31%	253 8% 29% 61% 3% 257 256 26%	246 3% 38% 51% 8% 247 252 30%	260 7% 46% 40% 7% 251 240 25%

All Markets

YouGov						
What the world thinks	Poland	GB	Australia	United States	Canada	Brazil
Qa_FR. If you see a product is 'made in France', do you tend to hink more positively or more negatively about that product, or loes it make no real difference either way?						
Unweighted base	256	492	252	505	253	252
Base: All country adults allocated France (q_chosen_country)	257	487	252	516	254	252
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%
Na_NL. If you see a product is 'made in Netherlands', do you end to think more positively or more negatively about that roduct, or does it make no real difference either way?						
Unweighted base	251	479	249	503	254	244
Base: All country adults allocated Netherlands (q_chosen_country)	251	480	254	512	252	244
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%
la_IT. If you see a product is 'made in Italy', do you tend to hink more positively or more negatively about that product, or loes it make no real difference either way?						
Unweighted base	258	482	251	504	252	249
Base: All country adults allocated Italy (q_chosen_country)	256	498	246	493	251	249
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%
a_HK. If you see a product is 'made in Hong Kong', do you and to think more positively or more negatively about that roduct, or does it make no real difference either way?						
	0.57	100	055	500	054	050
Unweighted base	257	489	255	500	251	259
Unweighted base Base: All country adults allocated Hong Kong (q_chosen_country)	257 258	489 474	255 269	500 518	251 249	259 259
Base: All country adults allocated Hong Kong						
Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product	258 15% 26%	474 4% 25%	269 14% 28%	518 10% 35%	249 9% 32%	259 21% 21%
Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way	258 15% 26% 54%	474 4% 25% 64%	269 14% 28% 56%	518 10% 35% 45%	249 9% 32% 50%	259 21% 21% 54%
Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product	258 15% 26%	474 4% 25%	269 14% 28%	518 10% 35%	249 9% 32%	259 21% 21%
Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know	258 15% 26% 54%	474 4% 25% 64%	269 14% 28% 56%	518 10% 35% 45%	249 9% 32% 50%	259 21% 21% 54%
Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know	258 15% 26% 54%	474 4% 25% 64%	269 14% 28% 56%	518 10% 35% 45%	249 9% 32% 50%	259 21% 21% 54%
Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know Ra_UK. If you see a product is 'made in United Kingdom', do ou tend to think more positively or more negatively about that product, or does it make no real difference either way?	258 15% 26% 54% 4%	474 4% 25% 64% 6%	269 14% 28% 56% 3%	518 10% 35% 45% 11%	249 9% 32% 50% 9%	259 21% 21% 54% 3%
Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know Ra_UK. If you see a product is 'made in United Kingdom', do ou tend to think more positively or more negatively about that product, or does it make no real difference either way? Unweighted base	258 15% 26% 54% 4%	474 4% 25% 64% 6%	269 14% 28% 56% 3%	518 10% 35% 45% 11%	249 9% 32% 50% 9% 248	259 21% 21% 54% 3%
Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know 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 Base: All country adults allocated UK (q_chosen_country)	258 15% 26% 54% 4% 251 251	474 4% 25% 64% 6% 492 485	269 14% 28% 56% 3% 246 249	518 10% 35% 45% 11% 508 503	249 9% 32% 50% 9% 248 250	259 21% 24% 3% 256 256
Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know 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 Base: All country adults allocated UK (q_chosen_country) I tend to think more positively about that product	258 15% 26% 54% 4% 251 251 251 36%	474 4% 25% 64% 6% 492 485 56%	269 14% 28% 56% 3% 246 249 41%	518 10% 35% 45% 11% 508 508 503 25%	249 9% 32% 50% 9% 248 250 41%	259 21% 21% 54% 3% 256 256 256 48%

All Markets

TOUGOV						
What the world thinks	Mexico	Turkey	Egypt	Saudi Arabia	India	China
a_FR. If you see a product is 'made in France', do you tend to ink more positively or more negatively about that product, or oes it make no real difference either way?						
Unweighted base	253	120	377	205	251	253
Base: All country adults allocated France (g chosen country)	256	115	362	206	251	252
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%
a_NL. If you see a product is 'made in Netherlands', do you and to think more positively or more negatively about that roduct, or does it make no real difference either way?						
Unweighted base	257	121	394	211	267	255
Base: All country adults allocated Netherlands	257	123	395	209	266	256
(q_chosen_country) 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%
a_IT. If you see a product is 'made in Italy', do you tend to ink more positively or more negatively about that product, or oes it make no real difference either way? Unweighted base	248	131	386	211	258	258
Base: All country adults allocated Italy (q_chosen_country)	246	130	388	213	257	261
	50%	43%	65%	52%	45%	44%
I tend to think more positively about that product I tend to think more negatively about that product	1%	43%	6%	10%	45% 9%	8%
It makes no real difference either way	47%	30%	18%	25%	33%	42%
Don't know	2%	9%	11%	12%	13%	7%
end to think more positively or more negatively about that roduct, or does it make no real difference either way?						
end to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base	250	123	383	206	260	253
end to think more positively or more negatively about that roduct, or does it make no real difference either way?	250 250	123 122	383 385	206 205	260 260	253 245
nd to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated Hong Kong						
Ind to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product	250 23% 20%	122 19% 33%	385 39% 14%	205 33% 20%	260 26% 15%	245 36% 10%
Ind to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way	250 23% 20% 53%	122 19% 33% 38%	385 39% 14% 32%	205 33% 20% 35%	260 26% 15% 46%	245 36% 10% 50%
Ind to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product	250 23% 20%	122 19% 33%	385 39% 14%	205 33% 20%	260 26% 15%	245 36% 10%
end to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know	250 23% 20% 53%	122 19% 33% 38%	385 39% 14% 32%	205 33% 20% 35%	260 26% 15% 46%	245 36% 10% 50%
nd to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know	250 23% 20% 53%	122 19% 33% 38%	385 39% 14% 32%	205 33% 20% 35%	260 26% 15% 46%	245 36% 10% 50%
Ind to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product I tend to think more negatively about that product It makes no real difference either way Don't know	250 23% 20% 53% 3%	122 19% 33% 38% 10%	385 39% 14% 32% 15%	205 33% 20% 35% 12%	260 26% 15% 46% 13%	245 36% 10% 50% 4%
Ind to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know a_UK. If you see a product is 'made in United Kingdom', do but tend to think more positively or more negatively about that roduct, or does it make no real difference either way?	250 23% 20% 53% 3% 252	122 19% 33% 38% 10%	385 39% 14% 32% 15%	205 33% 20% 35% 12%	260 26% 15% 46% 13% 266	245 36% 10% 50% 4%
and to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product I tend to think more negatively about that product It makes no real difference either way Don't know a_UK. If you see a product is 'made in United Kingdom', do ou tend to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated UK (q_chosen_country)	250 23% 20% 53% 3% 252 253	122 19% 33% 38% 10% 128 128	385 39% 14% 32% 15% 371 370	205 33% 20% 35% 12% 205 209	260 26% 15% 46% 13% 266 266	245 36% 10% 50% 4% 256 256
Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know ta_UK. If you see a product is 'made in United Kingdom', do ou tend to think more positively or more negatively about that roduct, or does it make no real difference either way? Unweighted base Base: All country adults allocated UK (q_chosen_country) I tend to think more positively about that product	250 23% 20% 53% 3% 252 252 253 48%	122 19% 33% 38% 10% 10%	385 39% 14% 32% 15% 371 370 64%	205 33% 20% 35% 12% 205 209 53%	260 26% 15% 46% 13% 266 266 266	245 36% 10% 50% 4% 256 256 256 33%

All Markets

Fieldwork Dates: 28th February to 26th March 2019

YOUGOV					
What the world thinks	Japan	Indonesia	Thailand	Nigeria	South Africa
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
Base: All country adults allocated France (q_chosen_country)	279	231	263	157	249
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
Base: All country adults allocated Netherlands (q_chosen_country)	283	242	253	162	252
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%
does it make no real difference either way? Unweighted base	284	249	261	166	249
Base: All country adults allocated Italy (q_chosen_country)	284	295	278	175	251
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
Base: All country adults allocated Hong Kong	289 290	253 240	264 249	164 158	256 253
-					
Base: All country adults allocated Hong Kong (q_chosen_country)	290	240	249	158	253
Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product	290 3%	240 22%	249 38%	158 51%	253 16%
Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product	290 3% 30%	240 22% 23%	249 38% 12%	158 51% 9%	253 16% 30%
Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know Qa_UK. If you see a product is 'made in United Kingdom', do you tend to think more positively or more negatively about that	290 3% 30% 56%	240 22% 23% 44%	249 38% 12% 48%	158 51% 9% 38%	253 16% 30% 52%
Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way	290 3% 30% 56%	240 22% 23% 44%	249 38% 12% 48%	158 51% 9% 38%	253 16% 30% 52%
Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know 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?	290 3% 30% 56% 11%	240 22% 23% 44% 11%	249 38% 12% 48% 2%	158 51% 9% 38% 1%	253 16% 30% 52% 2%
Base: All country adults allocated Hong Kong (q_chosen_country) I tend to think more positively about that product I tend to think more negatively about that product It makes no real difference either way Don't know 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	290 3% 30% 56% 11%	240 22% 23% 44% 11% 249	249 38% 12% 48% 2% 256	158 51% 9% 38% 1%	253 16% 30% 52% 2%

It makes no real difference either way

Don't know

61%

8%

21%

21%

32%

7%

16%

1%

55%

All Markets

Fieldwork Dates: 28th February to 26th March 2019

What the world thinks	France	Germany	Italy	Spain	Sweden	Denmarl
ta_CA. If you see a product is 'made in Canada', do you tend o think more positively or more negatively about that product, r does it make no real difference either way?						
Unweighted base	256	365	252	252	254	252
Base: All country adults allocated Canada (q_chosen_country)	256	368	254	250	251	261
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%
a _MX. If you see a product is 'made in Mexico', do you tend o think more positively or more negatively about that product, r does it make no real difference either way?						
Unweighted base	251	373	252	259	256	252
Base: All country adults allocated Mexico (q_chosen_country)	253	375	251	256	260	250
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%
lob_conspiracy. Which of the following statements, if any, ould you say are true? (Please select all that apply) Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	1021	1497	1005	1014	1011	1010
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%
he truth about the harmful effects of vaccines is being deliberately hidden from the public	27%	18%	14%	14%	14%	7%
			27%	35%	13%	13%
Regardless of who is officially in charge of governments and other rganisations, there is a single group of people who secretly control events and rule the world together	21%	21%	21%			
Regardless of who is officially in charge of governments and other rganisations, there is a single group of people who secretly control	21% 6%	21% 9%	4%	7%	12%	4%
Regardless of who is officially in charge of governments and other rganisations, there is a single group of people who secretly control events and rule the world together The idea of man-made global warming is a hoax that was invented to deceive people Humans have made contact with aliens and this fact has been deliberately hidden from the public					12% 9%	4% 7%
Regardless of who is officially in charge of governments and other rganisations, there is a single group of people who secretly control events and rule the world together The idea of man-made global warming is a hoax that was invented to deceive people Humans have made contact with aliens and this fact has been	6%	9%	4%	7%		
Regardless of who is officially in charge of governments and other rganisations, there is a single group of people who secretly control events and rule the world together The idea of man-made global warming is a hoax that was invented to deceive people Humans have made contact with aliens and this fact has been deliberately hidden from the public The AIDS virus was created and spread around the world on purpose by a secret group or organisation he official account of the Nazi Holocaust is a lie and the number of	6% 8%	9% 8%	4% 15%	7% 14%	9%	7%
Regardless of who is officially in charge of governments and other rganisations, there is a single group of people who secretly control events and rule the world together The idea of man-made global warming is a hoax that was invented to deceive people Humans have made contact with aliens and this fact has been deliberately hidden from the public The AIDS virus was created and spread around the world on purpose by a secret group or organisation he official account of the Nazi Holocaust is a lie and the number of ews killed by the Nazis during World War II has been exaggerated	6% 8% 10%	9% 8%	4% 15% 8%	7% 14% 16%	9% 3%	7% 3%
Regardless of who is officially in charge of governments and other rganisations, there is a single group of people who secretly control events and rule the world together The idea of man-made global warming is a hoax that was invented to deceive people Humans have made contact with aliens and this fact has been deliberately hidden from the public The AIDS virus was created and spread around the world on purpose by a secret group or organisation he official account of the Nazi Holocaust is a lie and the number of ews killed by the Nazis during World War II has been exaggerated on purpose	6% 8% 10% 3%	9% 8% 9% -	4% 15% 8% 5%	7% 14% 16% 6%	9% 3% 4%	7% 3% 3%

-						
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	1021	1497	1005	1014	1011	1010
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%
Net: Agree	88%	81%	84%	87%	81%	80%
Net: Disagree	2%	2%	3%	3%	3%	3%

All Markets

Fieldwork Dates: 28th February to 26th March 2019

What the world thinks	Poland	GB	Australia	United States	Canada	Brazil
a_CA. If you see a product is 'made in Canada', do you tend think more positively or more negatively about that product, r does it make no real difference either way?						
Unweighted base	250	492	251	508	256	249
ase: All country adults allocated Canada (q_chosen_country)	249	491	241	500	256	249
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%
a_MX. If you see a product is 'made in Mexico', do you tend think more positively or more negatively about that product, does it make no real difference either way?						
Unweighted base	256	485	253	498	250	251
Base: All country adults allocated Mexico (q_chosen_country)	253	485	251	491	248	251
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%
lob_conspiracy. Which of the following statements, if any,						
ould you say are true? (Please select all that apply)						
build you say are true? (Please select all that apply) Unweighted base	1019	1949	1006	2012	1006	1006
ould you say are true? (Please select all that apply)	1019 1019	1949 1949	1006 1006	2012 2012	1006 1006	1006 1006
ould you say are true? (Please select all that apply) Unweighted base						
build you say are true? (Please select all that apply) Unweighted base Base: All country adults The US Government knowingly helped to make the 9/11 terrorist attacks happen in America on 11 September, 2001 Members of Donald Trump's election team knowingly worked with	1019	1949	1006	2012	1006	1006
build you say are true? (Please select all that apply) Unweighted base Base: All country adults The US Government knowingly helped to make the 9/11 terrorist attacks happen in America on 11 September, 2001 Members of Donald Trump's election team knowingly worked with he Russian Government to help him win the 2016 US Presidential Election	1019 15%	1949 12%	1006 15%	2012	1006 15%	1006 15%
Duld you say are true? (Please select all that apply) Unweighted base Base: All country adults The US Government knowingly helped to make the 9/11 terrorist attacks happen in America on 11 September, 2001 Members of Donald Trump's election team knowingly worked with ne Russian Government to help him win the 2016 US Presidential Election ne truth about the harmful effects of vaccines is being deliberately hidden from the public Regardless of who is officially in charge of governments and other	1019 15% 25%	1949 12% 45%	1006 15% 42%	2012 13% 36%	1006 15% 43%	1006 15% 30%
Durweighted base Unweighted base Base: All country adults The US Government knowingly helped to make the 9/11 terrorist attacks happen in America on 11 September, 2001 Members of Donald Trump's election team knowingly worked with he Russian Government to help him win the 2016 US Presidential Election ne truth about the harmful effects of vaccines is being deliberately hidden from the public Regardless of who is officially in charge of governments and other ganisations, there is a single group of people who secretly control events and rule the world together	1019 15% 25% 17%	1949 12% 45% 12%	1006 15% 42% 11%	2012 13% 36% 13%	1006 15% 43% 14%	1006 15% 30% 17%
Unweighted base Base: All country adults The US Government knowingly helped to make the 9/11 terrorist attacks happen in America on 11 September, 2001 Members of Donald Trump's election team knowingly worked with ne Russian Government to help him win the 2016 US Presidential Election ne truth about the harmful effects of vaccines is being deliberately nidden from the public Regardless of who is officially in charge of governments and other ganisations, there is a single group of people who secretly control events and rule the world together he idea of man-made global warming is a hoax that was invented deliberately hidden from the public	1019 15% 25% 17% 28%	1949 12% 45% 12% 18%	1006 15% 42% 11% 18%	2012 13% 36% 13% 19%	1006 15% 43% 14% 21%	1006 15% 30% 17% 28%
Dull you say are true? (Please select all that apply) Unweighted base Base: All country adults The US Government knowingly helped to make the 9/11 terrorist attacks happen in America on 11 September, 2001 Members of Donald Trump's election team knowingly worked with ne Russian Government to help him win the 2016 US Presidential Election ne truth about the harmful effects of vaccines is being deliberately hidden from the public Regardless of who is officially in charge of governments and other ganisations, there is a single group of people who secretly control events and rule the world together he idea of man-made global warming is a hoax that was invented to deceive people Humans have made contact with aliens and this fact has been	1019 15% 25% 17% 28% 12%	1949 12% 45% 12% 18% 6%	1006 15% 42% 11% 18% 14%	2012 13% 36% 13% 19% 17%	1006 15% 43% 14% 21% 10%	1006 15% 30% 17% 28% 9%
Unweighted base Base: All country adults The US Government knowingly helped to make the 9/11 terrorist attacks happen in America on 11 September, 2001 Wembers of Donald Trump's election team knowingly worked with ne Russian Government to help him win the 2016 US Presidential Election ne truth about the harmful effects of vaccines is being deliberately hidden from the public events and rule the world together Regardless of who is officially in charge of governments and other ganisations, there is a single group of people who secretly control events and rule the world together he idea of man-made global warming is a hoax that was invented to deceive people Humans have made contact with aliens and this fact has been deliberately hidden from the public The AIDS virus was created and spread around the world on purpose by a secret group or organisation ne official account of the Nazi Holocaust is a lie and the number of	1019 15% 25% 17% 28% 12% 11%	1949 12% 45% 12% 18% 6% 13%	1006 15% 42% 11% 18% 14%	2012 13% 36% 13% 19% 17% 15%	1006 15% 43% 14% 21% 10% 15%	1006 15% 30% 17% 28% 9% 17%
Unweighted base Base: All country adults The US Government knowingly helped to make the 9/11 terrorist attacks happen in America on 11 September, 2001 Members of Donald Trump's election team knowingly worked with ne Russian Government to help him win the 2016 US Presidential Election ne truth about the harmful effects of vaccines is being deliberately hidden from the public Regardless of who is officially in charge of governments and other ganisations, there is a single group of people who secretly control events and rule the world together he idea of man-made global warming is a hoax that was invented deliberately hidden from the public The AIDS virus was created and spread around the world on purpose by a secret group or organisation ne official account of the Nazi Holocaust is a lie and the number of ws killed by the Nazis during World War II has been exaggerated	1019 15% 25% 17% 28% 12% 11% 9%	1949 12% 45% 12% 18% 6% 13% 6%	1006 15% 42% 11% 18% 14% 6%	2012 13% 36% 13% 19% 17% 15% 8%	1006 15% 43% 14% 21% 10% 15% 7%	1006 15% 30% 17% 28% 9% 17% 13%
build you say are true? (Please select all that apply) Unweighted base Base: All country adults The US Government knowingly helped to make the 9/11 terrorist attacks happen in America on 11 September, 2001 Members of Donald Trump's election team knowingly worked with he Russian Government to help him win the 2016 US Presidential Election he truth about the harmful effects of vaccines is being deliberately hidden from the public Regardless of who is officially in charge of governments and other ganisations, there is a single group of people who secretly control events and rule the world together 'he idea of man-made global warming is a hoax that was invented to deceive people Humans have made contact with aliens and this fact has been deliberately hidden from the public The AIDS virus was created and spread around the world on purpose by a secret group or organisation e official account of the Nazi Holocaust is a lie and the number of ews killed by the Nazis during World War II has been exaggerated on purpose	1019 15% 25% 17% 28% 12% 11% 9% 9%	1949 12% 45% 12% 18% 6% 13% 6% 2%	1006 15% 42% 11% 18% 14% 6% 4%	2012 13% 36% 13% 19% 17% 15% 8% 4%	1006 15% 43% 14% 21% 10% 15% 5%	1006 15% 30% 17% 28% 9% 17% 13% 8%

statements? (Please select one option on each row)

Unweighted base	1019	1949	1006	2012	1006	1006
Base: All country adults	1019	1949	1006	2012	1006	1006
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%
Net: Agree	89%	88%	87%	79%	79%	90%
Net: Disagree	2%	1%	3%	4%	3%	2%

All Markets

Fieldwork Dates: 28th February to 26th March 2019

What the world thinks	Maviaa	Turkey	Faunt	Coudi Araki-	India	China
what the world trinks	Mexico	Turkey	Egypt	Saudi Arabia	India	China
a_CA. If you see a product is 'made in Canada', do you tend think more positively or more negatively about that product, r does it make no real difference either way?						
Unweighted base	253	127	386	206	261	252
Base: All country adults allocated Canada (q_chosen_country)	252	127	380	202	261	248
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%
a_MX. If you see a product is 'made in Mexico', do you tend think more positively or more negatively about that product, r does it make no real difference either way?						
Unweighted base	252	128	384	203	257	256
Base: All country adults allocated Mexico (q_chosen_country)	253	133	384	199	255	255
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%
lob_conspiracy. Which of the following statements, if any, ould you say are true? (Please select all that apply)						
Unweighted base	1009	506	1537	828	1035	-
Base: All country adults	1009	506	1537	828	1035	-
The US Government knowingly helped to make the 9/11 terrorist attacks happen in America on 11 September, 2001	35%	36%	27%	23%	17%	-
	48%	28%	23%	20%	23%	-
he Russian Government to help him win the 2016 US Presidential Election he truth about the harmful effects of vaccines is being deliberately hidden from the public	48% 19%	28% 28%	23% 23%	20% 21%	23% 24%	-
he Russian Government to help him win the 2016 US Presidential Election he truth about the harmful effects of vaccines is being deliberately hidden from the public Regardless of who is officially in charge of governments and other						-
he Russian Government to help him win the 2016 US Presidential Election he truth about the harmful effects of vaccines is being deliberately hidden from the public Regardless of who is officially in charge of governments and other ganisations, there is a single group of people who secretly control events and rule the world together	19%	28%	23%	21%	24%	•
he Russian Government to help him win the 2016 US Presidential Election he truth about the harmful effects of vaccines is being deliberately hidden from the public Regardless of who is officially in charge of governments and other ganisations, there is a single group of people who secretly control events and rule the world together 'he idea of man-made global warming is a hoax that was invented to deceive people Humans have made contact with aliens and this fact has been deliberately hidden from the public	19% 37%	28% 35%	23% 34%	21% 25%	24% 25%	- - -
he Russian Government to help him win the 2016 US Presidential Election he truth about the harmful effects of vaccines is being deliberately hidden from the public Regardless of who is officially in charge of governments and other ganisations, there is a single group of people who secretly control events and rule the world together he idea of man-made global warming is a hoax that was invented to deceive people Humans have made contact with aliens and this fact has been deliberately hidden from the public The AIDS virus was created and spread around the world on purpose by a secret group or organisation	19% 37% 8%	28% 35% 11%	23% 34% 10%	21% 25% 13%	24% 25% 15%	· · ·
he Russian Government to help him win the 2016 US Presidential Election he truth about the harmful effects of vaccines is being deliberately hidden from the public Regardless of who is officially in charge of governments and other ganisations, there is a single group of people who secretly control events and rule the world together he idea of man-made global warming is a hoax that was invented to deceive people Humans have made contact with aliens and this fact has been deliberately hidden from the public The AIDS virus was created and spread around the world on purpose by a secret group or organisation ne official account of the Nazi Holocaust is a lie and the number of	19% 37% 8% 26%	28% 35% 11% 19%	23% 34% 10% 11%	21% 25% 13% 11%	24% 25% 15% 17%	· · ·
he Russian Government to help him win the 2016 US Presidential Election he truth about the harmful effects of vaccines is being deliberately hidden from the public Regardless of who is officially in charge of governments and other ganisations, there is a single group of people who secretly control events and rule the world together he idea of man-made global warming is a hoax that was invented to deceive people Humans have made contact with aliens and this fact has been deliberately hidden from the public The AIDS virus was created and spread around the world on purpose by a secret group or organisation he official account of the Nazi Holocaust is a lie and the number of ews killed by the Nazis during World War II has been exaggerated	19% 37% 8% 26% 24%	28% 35% 11% 19% 30%	23% 34% 10% 11% 19%	21% 25% 13% 11% 16%	24% 25% 15% 17% 12%	· · · ·
he truth about the harmful effects of vaccines is being deliberately hidden from the public Regardless of who is officially in charge of governments and other ganisations, there is a single group of people who secretly control events and rule the world together The idea of man-made global warming is a hoax that was invented to deceive people Humans have made contact with aliens and this fact has been deliberately hidden from the public The AIDS virus was created and spread around the world on purpose by a secret group or organisation e official account of the Nazi Holocaust is a lie and the number of ews killed by the Nazis during World War II has been exaggerated on purpose	19% 37% 8% 26% 24% 12%	28% 35% 11% 19% 30% 18%	23% 34% 10% 11% 19% 25%	21% 25% 13% 11% 16%	24% 25% 15% 17% 12% 14%	· · · · ·

statements? (Please select one option on each row)

e						
Unweighted base	1009	506	-	-	1035	-
Base: All country adults	1009	506	-	-	1035	-
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%	-
Net: Agree	91%	86%	-	-	72%	-
Net: Disagree	2%	2%	-	-	7%	-

All Markets

Fieldwork Dates: 28th February to 26th March 2019

What the world thinks	1	Inda i	Their	AU	0
What the world thinks	Japan	Indonesia	Thailand	Nigeria	South Africa
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
Base: All country adults allocated Canada (q_chosen_country)	297	210	246	161	254
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
Base: All country adults allocated Mexico (q_chosen_country)	284	303	257	163	267
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
Base: All country adults	1143	1001	1043	644	1002
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 Russian Government to help him win the 2016 US Presidential Election The truth about the harmful effects of vaccines is being deliberately	26% 17%	17% 11%	21% 19%	31% 30%	
the Russian Government to help him win the 2016 US Presidential Election The truth about the harmful effects of vaccines is being deliberately hidden from the public Regardless of who is officially in charge of governments and other organisations, there is a single group of people who secretly control					32%
the Russian Government to help him win the 2016 US Presidential Election The truth about the harmful effects of vaccines is being deliberately hidden from the public Regardless of who is officially in charge of governments and other	17%	11%	19%	30%	32%
the Russian Government to help him win the 2016 US Presidential Election The truth about the harmful effects of vaccines is being deliberately hidden from the public 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 The idea of man-made global warming is a hoax that was invented	17% 7%	11% 26%	19% 20%	30% 46%	32% 32% 42%
the Russian Government to help him win the 2016 US Presidential Election The truth about the harmful effects of vaccines is being deliberately hidden from the public 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 The idea of man-made global warming is a hoax that was invented to deceive people Humans have made contact with aliens and this fact has been	17% 7% 8%	11% 26% 8%	19% 20% 8%	30% 46% 16%	32% 32% 42% 11%
the Russian Government to help him win the 2016 US Presidential Election The truth about the harmful effects of vaccines is being deliberately hidden from the public 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 The idea of man-made global warming is a hoax that was invented to deceive people Humans have made contact with aliens and this fact has been deliberately hidden from the public The AIDS virus was created and spread around the world on purpose by a secret group or organisation The official account of the Nazi Holocaust is a lie and the number of	17% 7% 8% 12%	11% 26% 8% 7%	19% 20% 8% 17%	30% 46% 16% 21%	32% 32% 42% 11% 16%
the Russian Government to help him win the 2016 US Presidential Election The truth about the harmful effects of vaccines is being deliberately hidden from the public 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 The idea of man-made global warming is a hoax that was invented to deceive people Humans have made contact with aliens and this fact has been deliberately hidden from the public The AIDS virus was created and spread around the world on purpose by a secret group or organisation 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	17% 7% 8% 12% 5%	11% 26% 8% 7% 9%	19% 20% 8% 17% 10%	30% 46% 16% 21% 28%	32% 32% 42% 11% 16% 27%
the Russian Government to help him win the 2016 US Presidential Election The truth about the harmful effects of vaccines is being deliberately hidden from the public 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 The idea of man-made global warming is a hoax that was invented to deceive people Humans have made contact with aliens and this fact has been deliberately hidden from the public The AIDS virus was created and spread around the world on purpose by a secret group or organisation 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	17% 7% 8% 12% 5% 6%	11% 26% 8% 7% 9% 8%	19% 20% 8% 17% 10% 14%	30% 46% 16% 21% 28% 13%	32% 32% 42% 11% 27% 11%

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

Unweighted base	1143	1001	1043	644	1002
Base: All country adults	1143	1001	1043	644	1002
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%
Net: Agree	72%	61%	81%	92%	88%
Net: Disagree	2%	4%	5%	2%	4%

All Markets

What the world thinks	France	Germany	Italy	Spain	Sweden	Denmark
ilob_populism_scale_b. You can tell if a person is good or ad if you know their politics						
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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%
Net: Agree	16%	31%	44%	20%	21%	15%
Net: Disagree	53%	26%	21%	55%	42%	52%
lob_populism_scale_c. The government is pretty much run y a few big interests looking out for themselves						
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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%
Net: Agree	66%	60%	65%	73%	55%	47%
Net: Disagree	12%	8%	11%	8%	13%	18%
lob_populism_scale_d. The power of a few special interests revents our country from making progress						
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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%
Net: Agree	72%	57%	75%	76%	45%	33%
Net: Disagree	9%	10%	6%	3%	12%	21%
ilob_populism_scale_e. A lot of important information is eliberately concealed from the public out of self-interest						
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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%
Net: Agree	71%	65%	71%	85%	54%	49%

All Markets

What the world thinks	Poland	GB	Australia	United States	Canada	Brazil
ilob_populism_scale_b. You can tell if a person is good or ad if you know their politics						
Unweighted base	1019	1949	1006	2012	1006	1006
Base: All country adults	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%
Net: Agree	32%	11%	24%	24%	25%	48%
Net: Disagree	34%	50%	38%	36%	38%	27%
ilob_populism_scale_c. The government is pretty much run y a few big interests looking out for themselves						
Unweighted base	1019	1949	1006	2012	1006	1006
Base: All country adults	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%
Net: Agree	68%	71%	70%	69%	63%	84%
Net: Disagree	8%	7%	7%	6%	9%	5%
ilob_populism_scale_d. The power of a few special interests revents our country from making progress Unweighted base	1019	1949	1006	2012	1006	1006
Base: All country adults	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%
Net: Agree	64%	63%	67%	68%	58%	88%
Net: Disagree	9%	5%	6%	7%	10%	2%
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
Base: All country adults	1019	1949	1006	2012	1006	1006
Strongly agree	45%	34%	34%	40%	30%	62%
	35%	41%	42%	29%	39%	22%
Tend to agree	12%	11%	14%	16%	17%	10%
Tend to agree Neither agree nor disagree			4%	4%	5%	2%
-	2%	3%				
Neither agree nor disagree		3% 1%	1%	1%	1%	1%
Neither agree nor disagree Tend to disagree	2%			1% 9%	1% 9%	1% 3%
Neither agree nor disagree Tend to disagree Strongly disagree	2% 2%	1%	1%			

All Markets

What the world thinks	Mexico	Turkey	Egypt	Saudi Arabia	India	China
			0,1			
lob_populism_scale_b. You can tell if a person is good or ad if you know their politics						
Unweighted base	1009	506	-	-	1035	-
Base: All country adults	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%	-
Net: Agree	29%	37%	-	-	59%	-
Net: Disagree	38%	35%	-	-	9%	-
lob_populism_scale_c. The government is pretty much run / a few big interests looking out for themselves						
Unweighted base	1009	506	-	-	1035	-
Base: All country adults	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%	_
Net: Agree	70%	55%	_	_	60%	_
Net: Disagree	9%	20%			9%	
Iob_populism_scale_d. The power of a few special interests revents our country from making progress Unweighted base	1009	506	-	-	1035	-
Base: All country adults	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%	-
Net: Agree	85%	67%	-	_	68%	-
Net: Disagree	3%	12%	-	_	6%	-
Blob_populism_scale_e. A lot of important information is leliberately concealed from the public out of self-interest						
Unweighted base	1009	506	-	-	1035	-
Base: All country adults	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%	-
Dontration						
Net: Agree	84%	63%	-		62%	-

All Markets

What the world thinks	Japan	Indonesia	Thailand	Nigeria	South Africa
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
Base: All country adults	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%
Net: Agree	37%	44%	57%	67%	44%
Net: Disagree	11%	8%	13%	12%	23%
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
Base: All country adults	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%
Net: Agree	48%	46%	67%	89%	84%
Net: Disagree	11%	14%	10%	3%	4%
Glob_populism_scale_d. The power of a few special interests prevents our country from making progress	4440	4004	4040	044	4000
Unweighted base	1143	1001	1043	644	1002
Base: All country adults	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 Don't know	2% 12%	1% 14%	1% 7%	1% 2%	1%
Net: Agree	46%	57%	82%	2 /8 90%	82%
Net: Disagree	8%	4%	3%	2%	4%
deliberately concealed from the public out of self-interest					
Unweighted base	1143	1001	1043	644	1002
Base: All country adults	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%
Net: Agree	52%	50%	73%	87%	82%
Net: Disagree	6%	15%	8%	2%	4%

All Markets

Fieldwork Dates: 28th February to 26th March 2019



YOUGOV What the world thinks	France	Germany	Italy	Spain	Sweden	Denmarl
		,	,			
Glob_populism_scale_f. The will of the people should be the lighest principle in this country's politics						
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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%
Net: Agree	66%	66%	72%	75%	74%	61%
Net: Disagree	11%	5%	8%	6%	5%	8%
lob_populism_scale_g. Quite a few of the people running the events of the people running the events of the second se						
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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%
Net: Agree	65%	37%	67%	80%	38%	58%
Net: Disagree	12%	23%	8%	6%	26%	11%
lob_populism_scale_h. The people I disagree with politically						
re just misinformed	1001	4.407	1005	1011	1011	1010
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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%
Net: Agree	26%	14%	26%	24%	14%	15%
Net: Disagree	23%	43%	26%	32%	40%	37%
lob_populism_scale_i. My country is divided between rdinary people and the corrupt elites who exploit them.						
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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%
Net: Agree	61%	53%	65%	70%	42%	29%
Not: Disagrag	15%	1.4%	11%	10%	26%	11%

14%

11%

10%

26%

41%

Net: Disagree

All Markets

Fieldwork Dates: 28th February to 26th March 2019



YouGov						
What the world thinks	Poland	GB	Australia	United States	Canada	Brazil
iob_populism_scale_f. The will of the people should be the ghest principle in this country's politics						
Unweighted base	1019	1949	1006	2012	1006	1006
Base: All country adults	1019	1949	1006	2012	1006	1006
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%
Net: Agree	80%	66%	73%	68%	67%	84%
Net: Disagree	4%	9%	4%	6%	5%	4%
ob_populism_scale_g. Quite a few of the people running the vernment are crooked						
Unweighted base	1019	1949	1006	2012	1006	1006
Base: All country adults	1019	1949	1006	2012	1006	1006
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%
Net: Agree	63%	61%	63%	70%	58%	83%
Net: Disagree	11%	10%	8%	7%	10%	4%
ob_populism_scale_h. The people I disagree with politically a plat misinformed						
Unweighted base	1019	1949	1006	2012	1006	1006
Base: All country adults	1019	1949	1006	2012	1006	1006
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%
Net: Agree	37%	15%	28%	33%	27%	54%
Net: Disagree	19%	30%	20%	22%	23%	15%
ob_populism_scale_i. My country is divided between dinary people and the corrupt elites who exploit them.						
Unweighted base	1019	1949	1006	2012	1006	1006
Base: All country adults	1019	1949	1006	2012	1006	1006
Strongly agree	38%	23%	23%	34%	21%	54%
Tend to agree	35%	34%	33%	34%	31%	25%
Neither agree nor disagree	16%	19%	22%	17%	26%	12%
Tend to disagree	5%	19%	11%	6%	10%	4%
Strongly disagree	2%	3%	3%	3%	4%	3%
Don't know	2% 5%	3% 10%	3% 7%	3% 9%	4% 9%	3%
DOLL KIOW	5 /0	1070	1 70	370	5 /0	370

58%

13%

56%

15%

64%

9%

52%

13%

79%

6%

Net: Agree

Net: Disagree

73%

All Markets

Fieldwork Dates: 28th February to 26th March 2019

		_	
YO		Gi	้งก
What	the	world	thinks

009 506 009 506 3% 61% 0% 17% 0% 3% 1% 3% 1% 2% 2% 6%		- - - - -	1035 1035 37% 33% 16%	-
009 506 3% 61% 0% 17% 0% 10% 1% 3% 2% 2%	- - - -	-	1035 37% 33%	
3% 61% 0% 17% 0% 10% 1% 3% 2% 2%	- - -	- - -	37% 33%	
0% 17% 0% 10% 1% 3% 2% 2%	•	-	33%	-
0% 10% 1% 3% 2% 2%	-	-		-
1% 3% 2%	-	-	16%	-
2% 2%		-		
			3%	-
2% 6%		-	1%	-
	-	-	10%	-
3% 78%	-	-	69%	-
5% 5%	-	-	4%	-
009 506	-	-	1035	-
009 506	-	-	1035	-
1% 30%	-	-	27%	-
2% 20%	-	-	34%	-
2% 16%	-	-	19%	-
2% 10%	-	-	6%	-
2% 13%	-	-	3%	-
% 11%	-	-	11%	-
3% 50%	-	-	61%	-
4% 23%	-	-	9%	-
506	-	-	1035	-
009 506	-	-	1035	-
7% 22%	-	-	20%	-
0% 22%	-	-	29%	-
0% 25%	-	-	28%	-
9% 15%	-	-	6%	-
0% 8%	-	-	3%	-
l% 7%	-	-	13%	-
7% 44%	-	-	49%	-
9% 23%	-	-	9%	_
	009 506 1% 30% 2% 20% 2% 10% % 10% % 13% % 23% 009 506 009 506 009 506 009 506 009 506 00% 22% 0% 25% % 15% % 7%	009 506 - 1% 30% - 2% 20% - 2% 16% - 2% 16% - % 10% - % 13% - % 23% - 009 506 - 009 506 - 009 506 - 009 506 - 009 506 - 009 506 - 009 506 - 009 506 - 009 506 - 009 506 - 00% 25% - % 15% - 0% 7% - % 7% -	009 506 - 1% 30% - 2% 20% - 2% 20% - 2% 16% - % 10% - % 10% - % 13% - % 13% - % 23% - 009 506 - 009 506 - 009 506 - 009 506 - 009 506 - 009 506 - 009 506 - 009 506 - 0104 22% - 02% 25% - 03% 25% - 15% - - % 7% - % 7% -	009 506 - 1035 1% 30% - 27% 2% 20% - 34% 2% 16% - 34% 2% 16% - 34% 2% 16% - 19% % 10% - 6% % 13% - 3% % 13% - 3% % 13% - 11% 3% 50% - 61% % 23% - 9% 009 506 - 1035 009 506 - 1035 009 506 - 20% 0% 22% - 20% 0% 22% - 22% 0% 15% - 28% % 15% - 6% % 7% - 13% % 7%

9%

69%

6%

-

-

7%

63%

13%

-

-

-

-

Don't know

Net: Agree

Net: Disagree

1%

82%

All Markets

Fieldwork Dates: 28th February to 26th March 2019



TOUGOV					
What the world thinks	Japan	Indonesia	Thailand	Nigeria	South Afric
lob_populism_scale_f. The will of the people should be the ighest principle in this country's politics					-
	1143	1001	1043	644	1002
Unweighted base	1143	1001	1043	644	1002
Base: All country adults		42%	45%		
Strongly agree	28%	_		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%
Net: Agree	62%	62%	80%	91%	77%
Net: Disagree	3%	4%	4%	2%	7%
Blob_populism_scale_g. Quite a few of the people running the overnment are crooked					
Unweighted base	1143	1001	1043	644	1002
Base: All country adults	1143	1001	1043	644	1002
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%
Net: Agree	44%	51%	73%	76%	80%
	12%		6%	13%	9%
Net: Disagree Glob_populism_scale_h. The people I disagree with politically	1270	12%	070	1370	976
re just misinformed					
Unweighted base	1143	1001	1043	644	1002
Base: All country adults	1143	1001	1043	644	1002
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%
Net: Agree	22%	23%	32%	64%	42%
Net: Disagree	15%	10%	27%	10%	20%
Slob_populism_scale_i. My country is divided between rdinary people and the corrupt elites who exploit them.	1378	1070	2170	1070	2070
			10.15		
Unweighted base	1143	1001	1043	644	1002
Base: All country adults	1143	1001	1043	644	1002
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

Net: Agree

Net: Disagree

10%

40%

15%

14%

52%

10%

8%

77%

5%

2%

91%

2%

3%

82%

All Markets

YouGov						
What the world thinks	France	Germany	Italy	Spain	Sweden	Denmarl
Glob_pat. Which one of the following statements best describes the way you feel about [country]?						
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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	-	-	-	-	-	-
lob_fem. Do you consider yourself to be a feminist?						
Unweighted base	1021	1497	1005	1014	1011	1010
Base	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%
or each of the following, please say whether you think it is enerally acceptable or unacceptable. (Please select one ption on each row) slob_values_a. Doctor-assisted suicide (euthanasia)						
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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%
Net: Acceptable	75%	57%	68%	69%	49%	70%
Net: Unacceptable	14%	25%	20%	22%	31%	14%
ilob_values_b. A man whistling at a woman he doesn't know						
n the street Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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%
Net: Acceptable	12%	30%	22%	19%	23%	32%
Net: Unacceptable	82%	58%	71%	74%	66%	54%
ilob_values_c. Abortion						
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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%
Net: Acceptable	81%	64%	58%	63%	80%	81%
Net. Acceptable	0.70	0.70				

All Markets

TOUGOV						
What the world thinks	Poland	GB	Australia	United States	Canada	Brazil
Glob_pat. Which one of the following statements best describes the way you feel about [country]?						
Unweighted base	1019	1949	1006	2012	1006	1006
Base: All country adults	1019	1949	1006	2012	1006	1006
[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	-	-	-	-	-	-
lob_fem. Do you consider yourself to be a feminist?						
Unweighted base	1019	1949	1006	2012	1006	1006
Base	1019	1949	1006	2012	1006	1006
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)						
					(000	
Unweighted base	1019	1949	1006	2012	1006	1006
Base: All country adults	1019	1949	1006	2012	1006	1006
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% 11%	12% 10%	25%	12%	34%
Don't know	12% 5%	4%	2%	16% 5%	10% 3%	8% 5%
Prefer not to say Net: Acceptable	43%	4% 71%		41%		36%
Net: Unacceptable	43%	15%	66% 22%	39%	65% 22%	51%
Glob values b. A man whistling at a woman he doesn't know	4078	1376	22 /0	3378	22 /0	5178
n the street						
Unweighted base	1019	1949	1006	2012	1006	1006
Base: All country adults	1019	1949	1006	2012	1006	1006
Very acceptable	4%	4%	6%	5%	5%	5%
Fairly acceptable	9%	21%	19%	15%	15%	14%
	34%	34%	040/	28%	29%	23%
Fairly unacceptable		5470	31%			2070
Fairly unacceptable Very unacceptable	46%	30%	31%	39%	41%	50%
Very unacceptable Don't know	5%	30% 8%	37% 5%	10%	41% 7%	50% 4%
Very unacceptable Don't know Prefer not to say	5% 2%	30% 8% 3%	37% 5% 2%	10% 4%	7% 3%	50% 4% 4%
Very unacceptable Don't know Prefer not to say Net: Acceptable	5% 2% 13%	30% 8% 3% 25%	37% 5% 2% 25%	10% 4% 19%	7% 3% 20%	50% 4% 4% 19%
Very unacceptable Don't know Prefer not to say Net: Acceptable Net: Unacceptable	5% 2%	30% 8% 3%	37% 5% 2%	10% 4%	7% 3%	50% 4% 4%
Very unacceptable Don't know Prefer not to say Net: Acceptable Net: Unacceptable	5% 2% 13% 80%	30% 8% 3% 25% 64%	37% 5% 2% 25% 68%	10% 4% 19% 66%	7% 3% 20% 70%	50% 4% 4% 19% 73%
Very unacceptable Don't know Prefer not to say Net: Acceptable Net: Unacceptable Slob_values_c. Abortion Unweighted base	5% 2% 13% 80% 1019	30% 8% 3% 25% 64%	37% 5% 2% 25% 68%	10% 4% 19% 66%	7% 3% 20% 70%	50% 4% 4% 19% 73%
Very unacceptable Don't know Prefer not to say Net: Acceptable Net: Unacceptable Stob_values_c. Abortion Unweighted base Base: All country adults	5% 2% 13% 80% 1019 1019	30% 8% 3% 25% 64% 1949 1949	37% 5% 2% 25% 68% 1006	10% 4% 19% 66% 2012 2012	7% 3% 20% 70% 1006 1006	50% 4% 4% 19% 73% 1006 1006
Very unacceptable Don't know Prefer not to say Net: Acceptable Net: Unacceptable Base: All country adults Very acceptable	5% 2% 13% 80% 1019 1019 17%	30% 8% 3% 25% 64% 1949 1949 30%	37% 5% 2% 25% 68% 1006 1006 29%	10% 4% 19% 66% 2012 2012 17%	7% 3% 20% 70% 1006 1006 31%	50% 4% 4% 19% 73% 1006 1006 11%
Very unacceptable Don't know Prefer not to say Net: Acceptable Net: Unacceptable Stob_values_c. Abortion Unweighted base Base: All country adults Very acceptable Fairly acceptable	5% 2% 13% 80% 1019 1019 17% 36%	30% 8% 3% 25% 64% 1949 1949 1949 30% 40%	37% 5% 2% 25% 68% 1006 1006 29% 35%	10% 4% 19% 66% 2012 2012 17% 20%	7% 3% 20% 70% 1006 1006 31% 29%	50% 4% 4% 19% 73% 1006 1006 11% 19%
Very unacceptable Don't know Prefer not to say Net: Acceptable Net: Unacceptable Slob_values_c. Abortion Unweighted base Base: All country adults Very acceptable Fairly acceptable Fairly unacceptable	5% 2% 13% 80% 1019 1019 1019 17% 36% 19%	30% 8% 3% 25% 64% 1949 1949 30% 40%	37% 5% 2% 25% 68% 1006 1006 29% 35% 12%	10% 4% 19% 66% 2012 2012 17% 20% 14%	7% 3% 20% 70% 1006 1006 31% 29% 10%	50% 4% 4% 19% 73% 1006 1006 11% 19%
Very unacceptable Don't know Prefer not to say Net: Acceptable Net: Unacceptable Glob_values_c. Abortion Unweighted base Base: All country adults Very acceptable Fairly unacceptable Fairly unacceptable Very unacceptable	5% 2% 13% 80% 1019 1019 1019 17% 36% 19% 16%	30% 8% 3% 25% 64% 1949 30% 40% 10% 7%	37% 5% 2% 25% 68% 1006 1006 29% 35% 12% 14%	10% 4% 19% 66% 2012 2012 17% 20% 14% 32%	7% 3% 20% 70% 1006 1006 31% 29% 10% 16%	50% 4% 4% 19% 73% 1006 1006 11% 19% 16% 44%
Very unacceptable Don't know Prefer not to say Net: Acceptable Net: Unacceptable Silob_values_c. Abortion Unweighted base Base: All country adults Very acceptable Fairly unacceptable Fairly unacceptable Very unacceptable Don't know	5% 2% 13% 80% 1019 1019 17% 36% 19% 16% 7%	30% 8% 3% 25% 64% 1949 30% 40% 10% 7% 9%	37% 5% 2% 25% 68% 1006 1006 29% 35% 12% 12% 14% 8%	10% 4% 19% 66% 2012 2012 17% 20% 14% 32% 11%	7% 3% 20% 70% 1006 1006 31% 29% 10% 16% 9%	50% 4% 4% 19% 73% 1006 1006 11% 19% 16% 44% 5%
Very unacceptable Don't know Prefer not to say Net: Acceptable Net: Unacceptable Glob_values_c. Abortion Unweighted base Base: All country adults Very acceptable Fairly unacceptable Fairly unacceptable Very unacceptable	5% 2% 13% 80% 1019 1019 1019 17% 36% 19% 16%	30% 8% 3% 25% 64% 1949 30% 40% 10% 7%	37% 5% 2% 25% 68% 1006 1006 29% 35% 12% 14%	10% 4% 19% 66% 2012 2012 17% 20% 14% 32%	7% 3% 20% 70% 1006 1006 31% 29% 10% 16%	50% 4% 4% 19% 73% 1006 1006 11% 19% 16% 44%

All Markets

YouGov						
What the world thinks	Mexico	Turkey	Egypt	Saudi Arabia	India	China
Glob_pat. Which one of the following statements best describes the way you feel about [country]?						
Unweighted base	1009	506	1537	828	1035	1021
Base: All country adults	1009	506	1537	828	1035	1021
[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%	-	-
lob_fem. Do you consider yourself to be a feminist?						
Unweighted base	1009	506	1537	828	1035	1021
Base	1009	506	1537	828	1035	1021
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%
or each of the following, please say whether you think it is enerally acceptable or unacceptable. (Please select one ption on each row) lob values a. Doctor-assisted suicide (euthanasia)						
Unweighted base	1009	506	1537	828	1035	1021
-	1009	506	1537	828	1035	1021
Base: All country adults Very acceptable	19%	8%	6%	5%	1035	15%
Fairly acceptable	19%	19%	8%	6%	22%	44%
Fairly unacceptable	26%	18%	9%	8%	16%	21%
Very unacceptable	20%	41%	59%	65%	29%	12%
Don't know	4%	11%	13%	11%	14%	6%
Prefer not to say	3%	3%	5%	3%	7%	2%
Net: Acceptable	37%	27%	14%	12%	34%	59%
Net: Unacceptable	56%	59%	68%	74%	34 <i>%</i> 44%	33%
lob_values_b. A man whistling at a woman he doesn't know	50%	3378	0078	7470	44 /8	3378
the street						
Unweighted base	1009	506	1537	828	1035	1021
Base: All country adults	1009	506	1537	828	1035	1021
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%
Net: Acceptable	10%	5%	12%	10%	18%	20%
Net: Unacceptable	86%	91%	73%	79%	71%	75%
lob_values_c. Abortion						
Unweighted base	1009	506	1537	828	1035	1021
Base: All country adults	1009	506	1537	828	1035	1021
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%
Net: Acceptable	25%	41%	15%	15%	37%	50%

All Markets

YouGov [®] What the world thinks	Japan	Indonesia	Thailand	Nigeria	South Afric
	oupun	maoneola	manana	Higeria	ooulii Aino
Glob_pat. Which one of the following statements best lescribes the way you feel about [country]?					
Unweighted base	1143	1001	1043	644	1002
Base: All country adults	1143	1001	1043	644	1002
[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
Base	1143	1001	1043	644	1002
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%
Glob_values_a. Doctor-assisted suicide (euthanasia)	4440	4004	4040	044	4000
Unweighted base	1143	1001	1043	644	1002
Base: All country adults	1143	1001	1043	644	1002
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%
Net: Acceptable	40%	15%	54%	23%	40%
Net: Unacceptable	39%	64%	33%	69%	49%
Glob_values_b. A man whistling at a woman he doesn't know n the street					
Unweighted base	1143	1001	1043	644	1002
Base: All country adults	1143	1001	1043	644	1002
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%
Net: Acceptable	11%	21%	21%	29%	18%
Net: Unacceptable	71%	64%	67%	67%	76%
Glob_values_c. Abortion					
Unweighted base	1143	1001	1043	644	1002
Base: All country adults	1143	1001	1043	644	1002
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%
Net: Acceptable	38%	11%	25%	19%	31%
Net: Unacceptable	41%	71%	63%	75%	61%

All Markets

fou Gov						
What the world thinks	France	Germany	Italy	Spain	Sweden	Denmar
lob_values_d. Having a baby outside of marriage	1001	4.407	4005	4044	4044	1010
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	1021	1497	1005	1014	1011	1010
Very acceptable	70% 17%	69%	48%	52%	71%	63% 22%
Fairly acceptable	5%	16% 4%	31% 9%	27% 9%	13% 4%	4%
Fairly unacceptable Very unacceptable	5% 4%	4%	9% 4%	9% 5%	3%	3%
Don't know	3%	4%	4 % 5%	4%	6%	5%
Prefer not to say	2%	4%	3%	3%	2%	3%
Net: Acceptable	86%	84%	79%	80%	85%	85%
Net: Unacceptable	8%	7%	13%	13%	7%	7%
lob_values_e. Sexual relations between two people of the	078	1 /0	1370	1376	1 /0	1 /0
ime gender						
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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%
Net: Acceptable	72%	71%	68%	76%	77%	80%
Net: Unacceptable	17%	16%	21%	18%	13%	11%
ob_values_f. Prostitution						
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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%
Net: Acceptable	35%	53%	28%	27%	16%	42%
Net: Unacceptable	50%	33%	62%	63%	72%	43%
ob_values_g. Watching legal pornography						
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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%
Net: Acceptable	59%	62%	45%	52%	59%	75%
Net: Unacceptable	26%	23%	44%	36%	26%	12%
lob_values_h. Identifying with a different gender from the one ssigned at birth						
Unweighted base	1021	1497	1005	1014	1011	1010
Base: All country adults	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%	12%	11%	8%	7%
Don't know	14%	14%	11%	5%	13%	13%
Prefer not to say	3%	6%	4%	4%	3%	4%
Net: Acceptable	58%	60%	4 <i>%</i> 59%	65%	61%	66%
	50.0		5070	0070	0.70	0070

All Markets

YouGov						
What the world thinks	Poland	GB	Australia	United States	Canada	Brazil
ob_values_d. Having a baby outside of marriage						
Unweighted base	1019	1949	1006	2012	1006	1006
Base: All country adults	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%
Net: Acceptable	78%	84%	77%	56%	73%	47%
Net: Unacceptable	15%	9%	16%	30%	17%	43%
lob_values_e. Sexual relations between two people of the						
me gender						
Unweighted base	1019	1949	1006	2012	1006	1006
Base: All country adults	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%
Net: Acceptable	50%	73%	67%	45%	61%	53%
Net: Unacceptable	35%	15%	24%	37%	26%	33%
lob_values_f. Prostitution						
Unweighted base	1019	1949	1006	2012	1006	1006
Base: All country adults	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%
Net: Acceptable	37%	41%	50%	26%	33%	32%
Net: Unacceptable	51%	44%	38%	57%	54%	56%
lob_values_g. Watching legal pornography						
Unweighted base	1019	1949	1006	2012	1006	1006
Base: All country adults	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%
Net: Acceptable	54%	61%	60%	45%	55%	43%
Net: Unacceptable	32%	26%	30%	37%	33%	44%
lob_values_h. Identifying with a different gender from the one						
signed at birth						
Unweighted base	1019	1949	1006	2012	1006	1006
Base: All country adults	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%
Net: Acceptable	49%	54%	50%	36%	52%	51%
Net: Unacceptable	32%	26%	33%	43%	29%	33%

All Markets

fou Gov						
What the world thinks	Mexico	Turkey	Egypt	Saudi Arabia	India	China
ob_values_d. Having a baby outside of marriage						
Unweighted base	1009	506	-	-	1035	1021
Base: All country adults	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%
Net: Acceptable	54%	27%	-	-	33%	19%
Net: Unacceptable	39%	62%	-	-	51%	75%
ob_values_e. Sexual relations between two people of the						
me gender Unweighted base	1009	506	-	-	1035	1021
Base: All country adults	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%
Net: Acceptable	38%	25%	_	_	41%	27%
Net: Unacceptable	49%	60%	-	_	43%	65%
ob_values_f. Prostitution	-1070	0070			4070	0070
Unweighted base	1009	506		-	1035	1021
Base: All country adults	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%
Net: Acceptable	19%	9%	-	-	30%	19%
Net: Unacceptable	74%	84%		_	54%	75%
ob_values_g. Watching legal pornography						
Unweighted base	1009	506	1537	828	1035	1021
Base: All country adults	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%
Net: Acceptable	31%	37%	15%	12%	46%	57%
Net: Unacceptable	59%	47%	66%	72%	37%	35%
ob_values_h. Identifying with a different gender from the one						
signed at birth						
Unweighted base	1009	506	-	-	1035	1021
Base: All country adults	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%
Net: Acceptable	39%	35%	-	-	36%	32%
Net: Unacceptable	48%	48%	-	-	43%	54%

All Markets

What the world thinks	Japan	Indonesia	Thailand	Nigeria	South Afric
	oupun	maoneola	manana	Higena	ooun An
lob_values_d. Having a baby outside of marriage					
Unweighted base	1143	1001	1043	644	1002
Base: All country adults	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%
Net: Acceptable	40%	12%	54%	35%	54%
Net: Unacceptable	41%	69%	34%	58%	38%
lob_values_e. Sexual relations between two people of the					
me gender Unweighted base	1143	1001	1043	644	1002
Base: All country adults	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%
Net: Acceptable	43%	13%	57%	15%	43%
Net: Unacceptable	38%	70%	31%	80%	45%
lob_values_f. Prostitution					
Unweighted base	1143	1001	1043	644	1002
Base: All country adults	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%
Net: Acceptable	14%	14%	30%	19%	30%
Net: Unacceptable	72%	68%	60%	76%	63%
lob_values_g. Watching legal pornography					
Unweighted base	1143	1001	1043	644	1002
Base: All country adults	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%
Net: Acceptable	46%	19%	44%	34%	42%
Net: Unacceptable	35%	61%	44%	60%	49%
lob_values_h. Identifying with a different gender from the one ssigned at birth					
Unweighted base	1143	1001	1043	644	1002
Base: All country adults	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%
Net: Acceptable	41%	18%	64%	27%	39%
Net: Unacceptable	35%	55%	23%	64%	46%