

GLOBAL LEADERSHIP

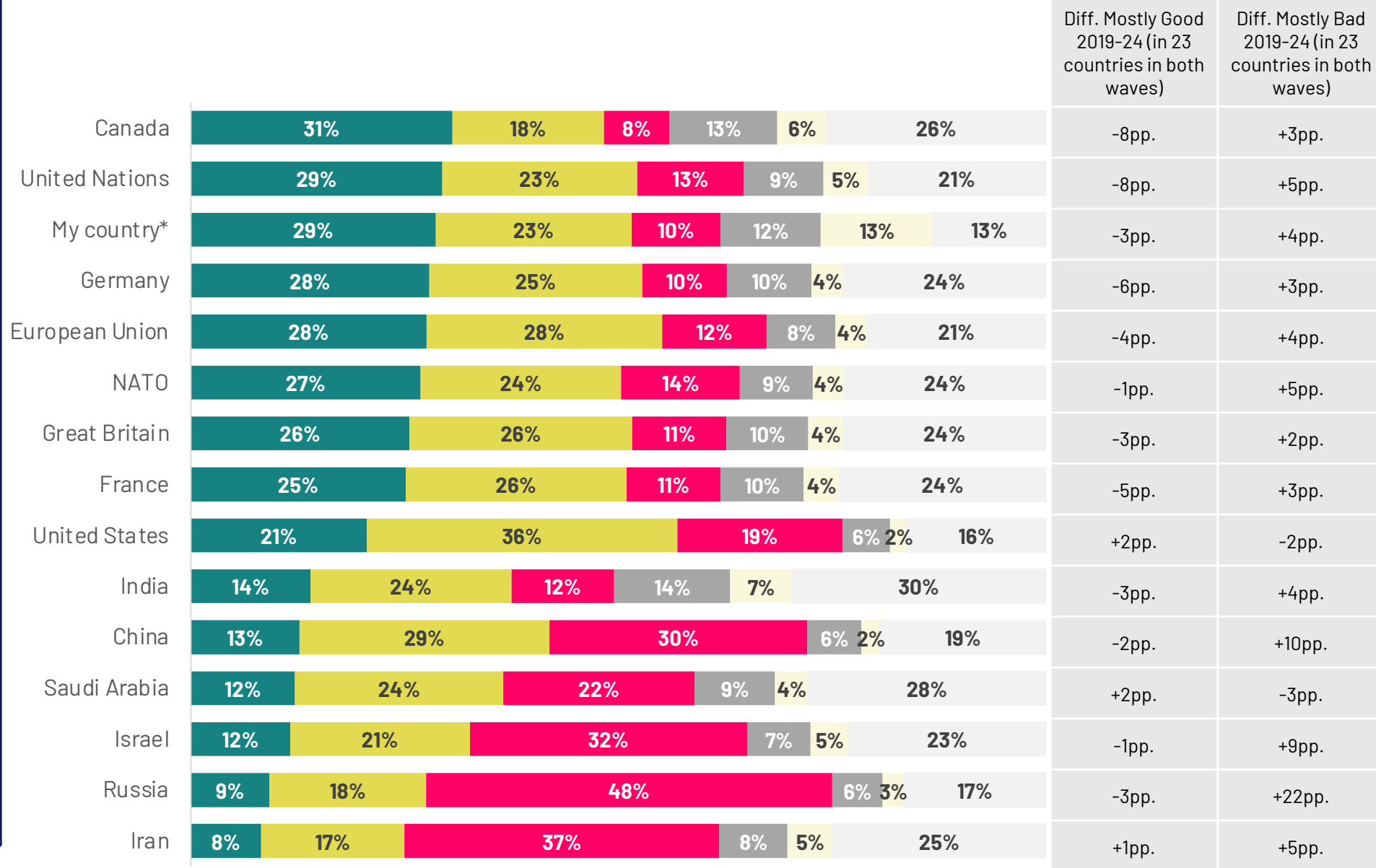
A 31-Country Ipsos Global
Advisor Survey

June 2024



Q. For each of the following, do you think they **CURRENTLY** mostly use their influence for good or for bad around the world?

Base: 23,800 online adults under age 75 across 31 countries, interviewed March 22- April 5 2024



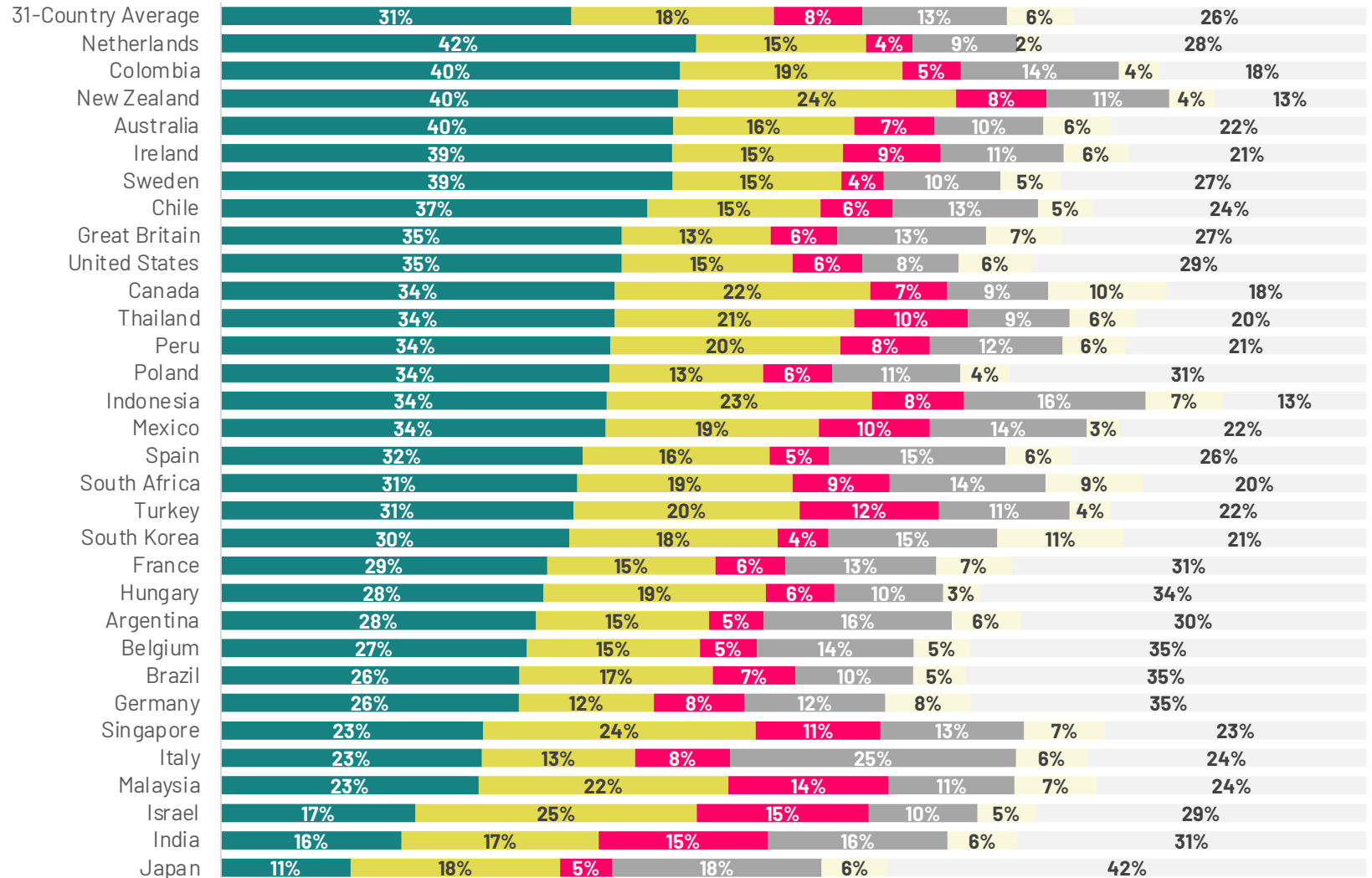
Q. For each of the following, do you think they **CURRENTLY** mostly use their influence for good or for bad around the world?

Canada

Base: 23,800 online adults under age 75 across 31 countries, interviewed March 22- April 5 2024



Country



Diff. Mostly Good-19-24

#N/A
#N/A
#N/A
-7pp.
#N/A
-4pp.
-3pp.
-9pp.
-14pp.
-21pp.
#N/A
-7pp.
1pp.
#N/A
-19pp.
-5pp.
-1=
-6pp.
-4pp.
-31
-2pp.
-7pp.
-4pp.
-5pp.
-8pp.
#N/A
-11pp.
-4pp.
#N/A
#N/A
-5pp.

- Mostly use their influence for good
- Use their influence for good and for bad
- Mostly use their influence for bad
- Do not use their influence at all
- Are not powerful enough to have much influence
- Don't know

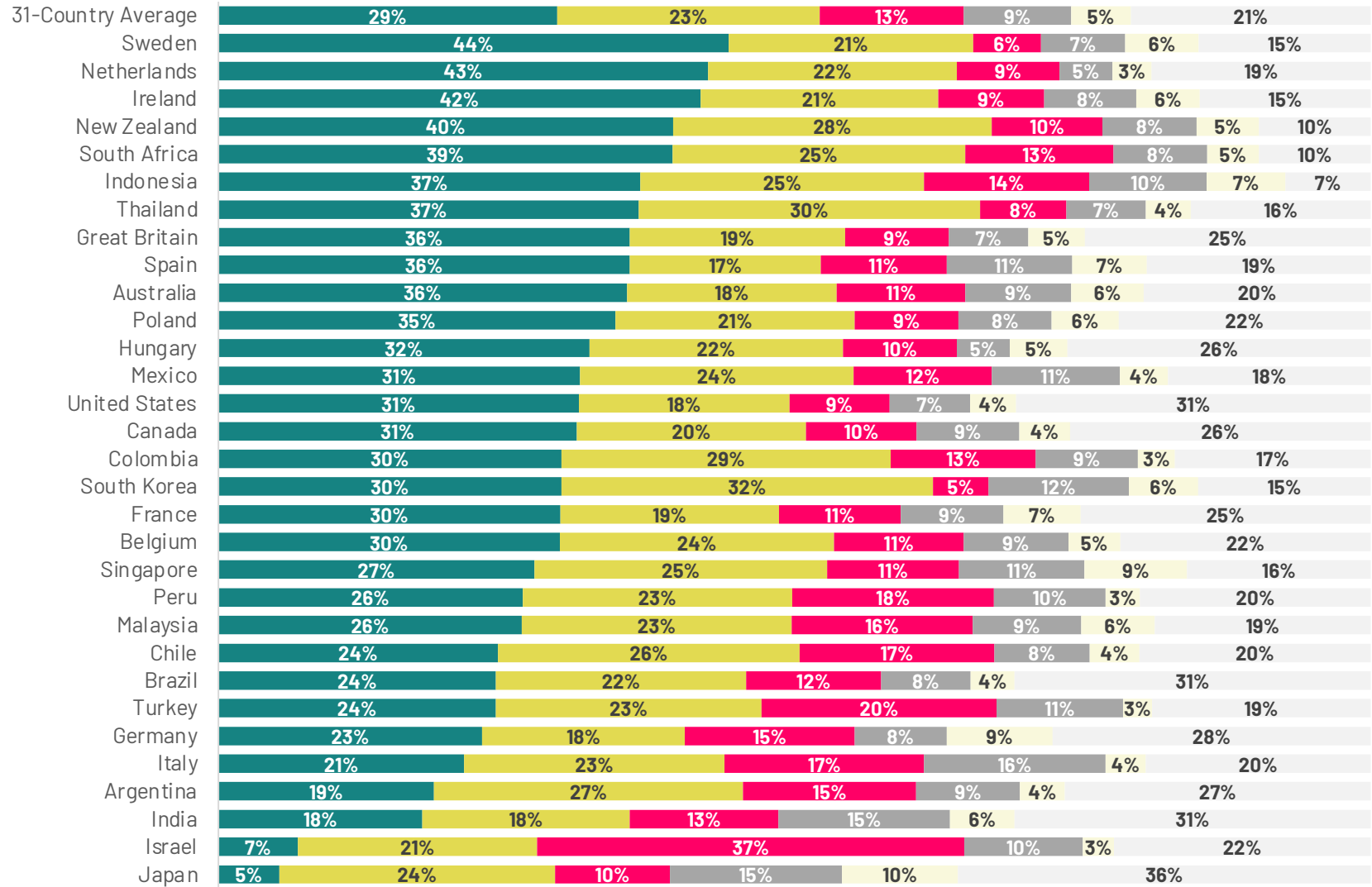


Q. For each of the following, do you think they **CURRENTLY** mostly use their influence for good or for bad around the world?

United Nations

Base: 23,800 online adults under age 75 across 31 countries, interviewed March 22- April 5 2024

Country



Diff. Mostly Good-19-24

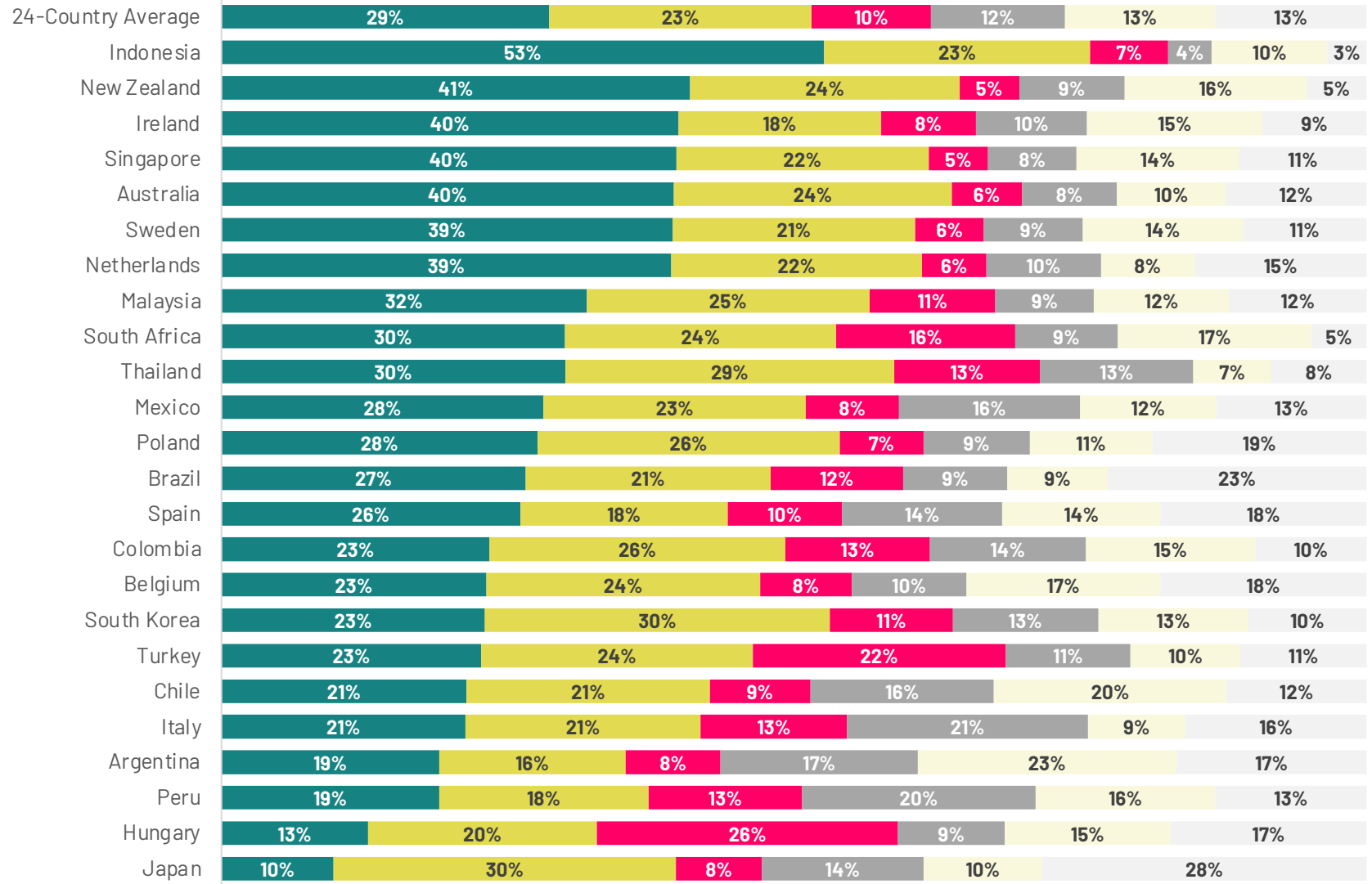
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#N/A
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-8pp.
-7pp.
-3pp.
-8pp.
-1pp.
-9pp.
-6pp.
-12pp.
#N/A
-14pp.
-2pp.
-4pp.
#N/A
-1=
-5pp.
-6pp.
-2pp.
-4pp.
-5pp.
-11pp.
-12pp.
#N/A
#N/A
-5pp.

- Mostly use their influence for good
- Use their influence for good and for bad
- Mostly use their influence for bad
- Do not use their influence at all
- Are not powerful enough to have much influence
- Don't know

Q. For each of the following, do you think they CURRENTLY mostly use their influence for good or for bad around the world?

My country*

Base: 16,022 online adults under age 75 across 24 countries, interviewed March 22- April 5 2024



Diff. Mostly Good-19-24

#N/A

#N/A

#N/A

#N/A

-4pp.

=

#N/A

-6pp.

10pp.

#N/A

2pp.

2pp.

1pp.

-5pp.

#N/A

-4pp.

-6pp.

-13pp.

-7pp.

-7pp.

-1pp.

-11pp.

-5pp.

-7pp.

- Mostly use their influence for good
- Use their influence for good and for bad
- Mostly use their influence for bad
- Do not use their influence at all
- Are not powerful enough to have much influence
- Don't know

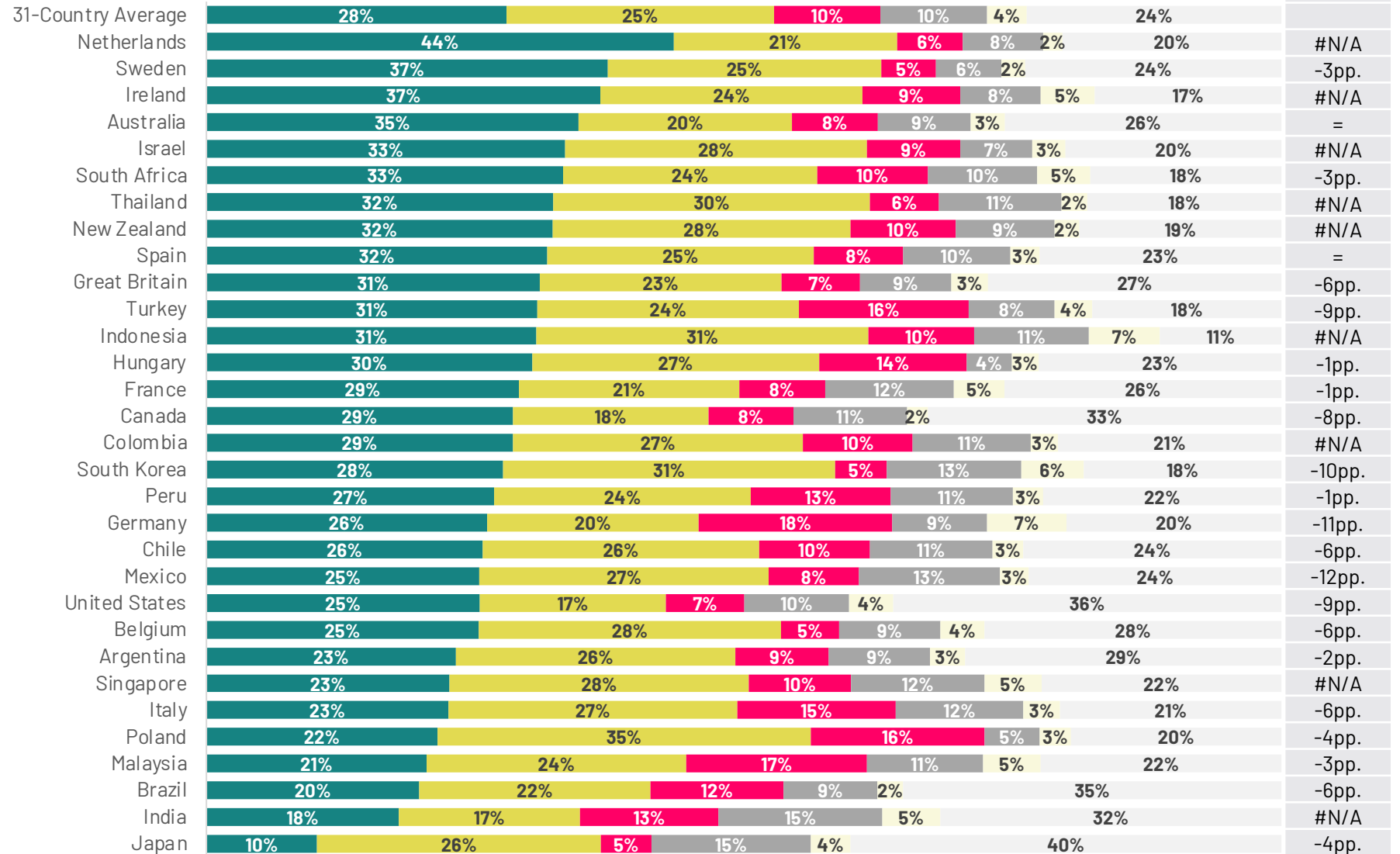


Q. For each of the following, do you think they **CURRENTLY** mostly use their influence for good or for bad around the world?

Germany

Base: 23,800 online adults under age 75 across 31 countries, interviewed March 22- April 5 2024

Country



Mostly use their influence for good

Use their influence for good and for bad

Mostly use their influence for bad

Do not use their influence at all

Are not powerful enough to have much influence

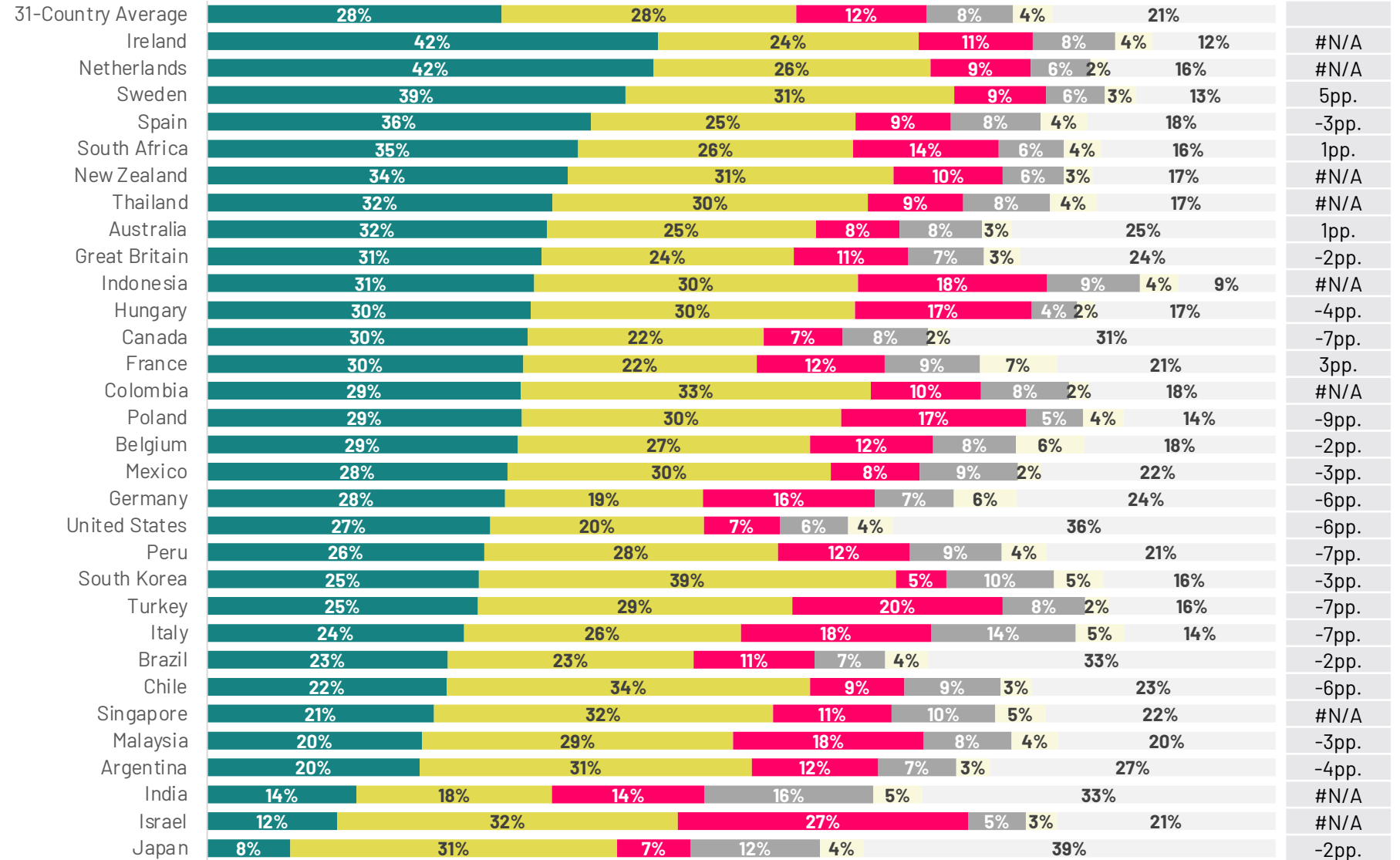
Don't know

Q. For each of the following, do you think they **CURRENTLY** mostly use their influence for good or for bad around the world?

European Union

Base: 23,800 online adults under age 75 across 31 countries, interviewed March 22- April 5 2024

Country



■ Mostly use their influence for good
■ Use their influence for good and for bad
■ Mostly use their influence for bad
■ Do not use their influence at all
■ Are not powerful enough to have much influence

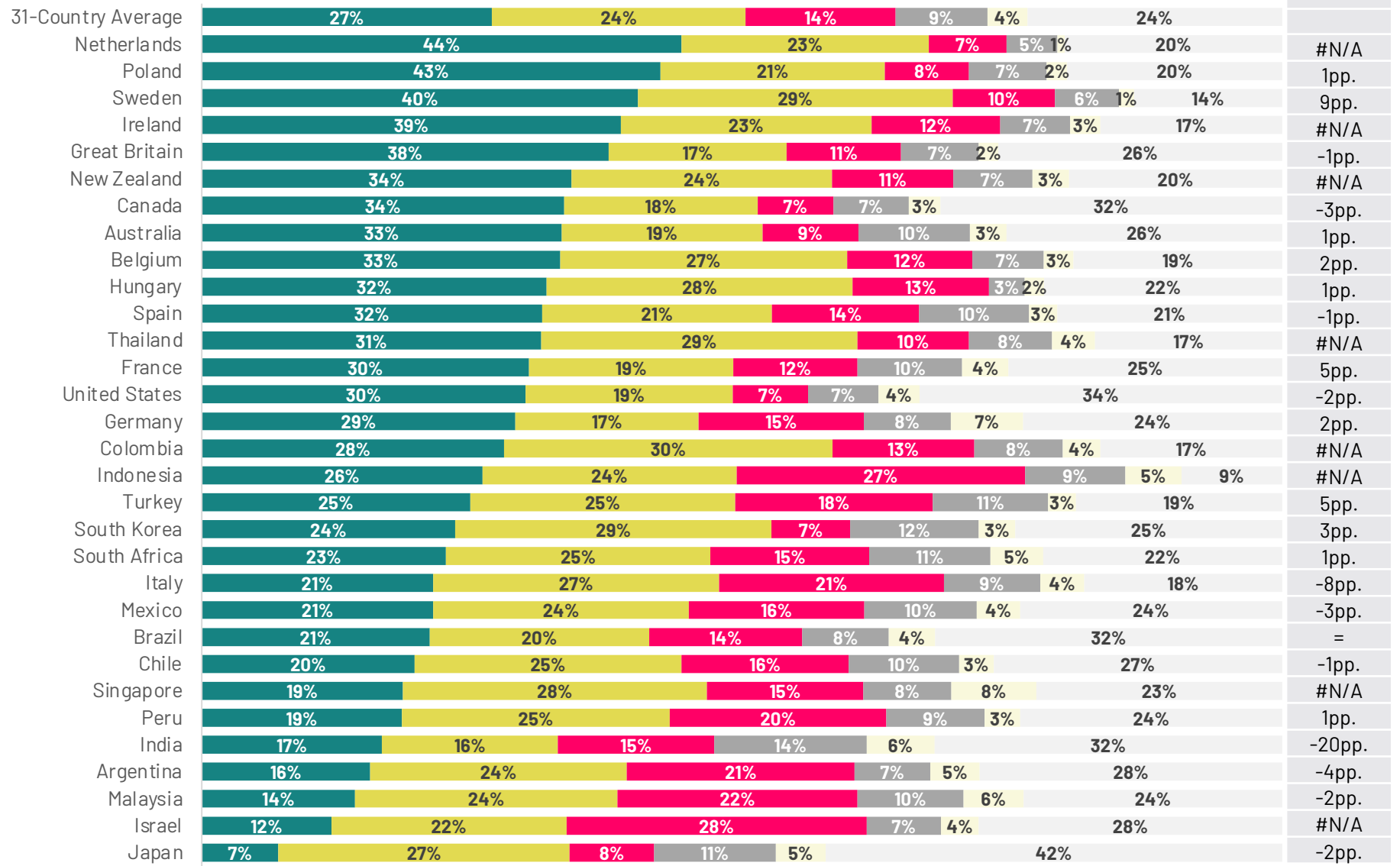
■ Use their influence for good and for bad
■ Do not use their influence at all
■ Don't know

Q. For each of the following, do you think they **CURRENTLY** mostly use their influence for good or for bad around the world?

NATO

Base: 23,800 online adults under age 75 across 31 countries, interviewed March 22– April 5 2024

Country



- Mostly use their influence for good
- Use their influence for good and for bad
- Mostly use their influence for bad
- Do not use their influence at all
- Are not powerful enough to have much influence
- Don't know

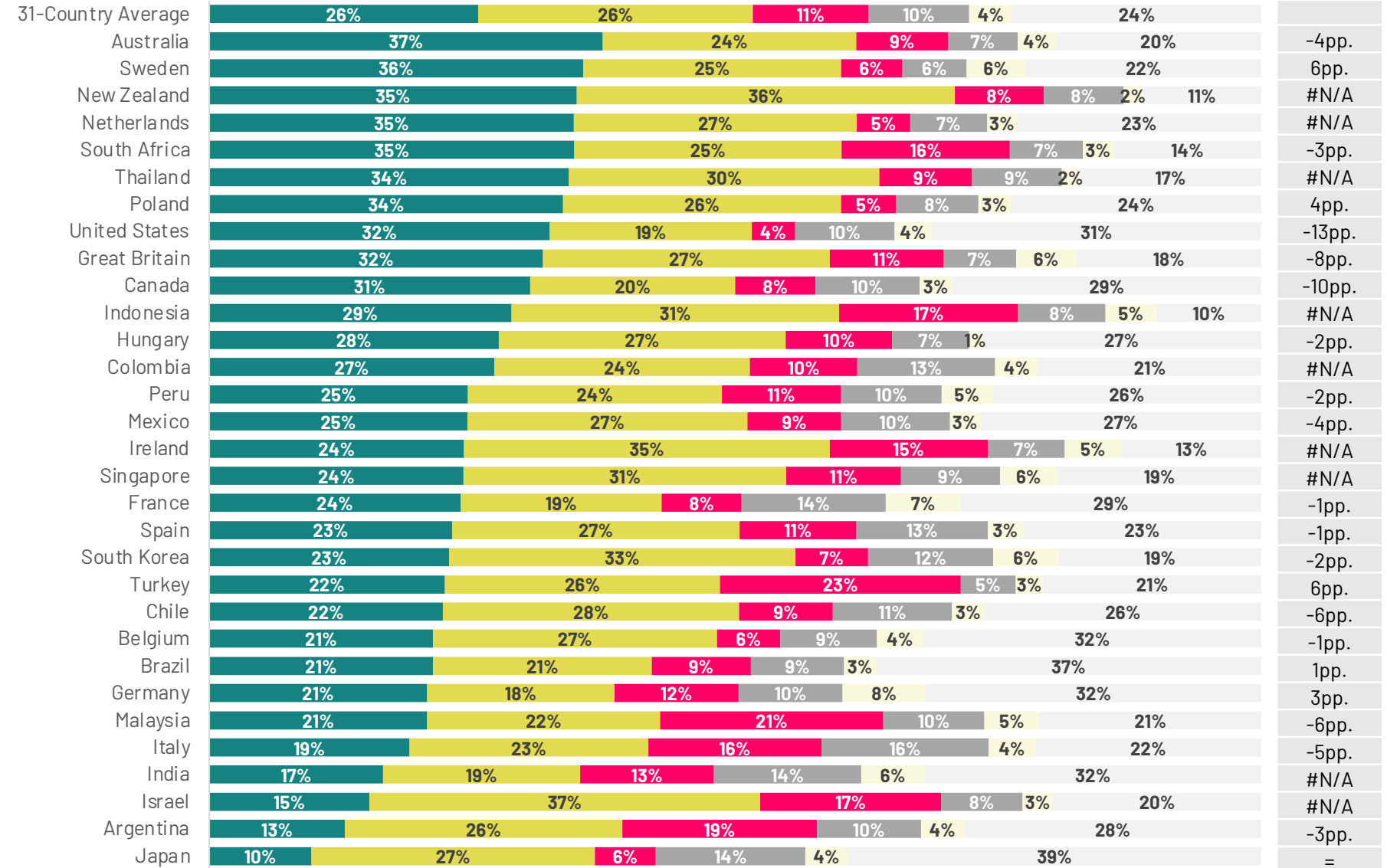


Q. For each of the following, do you think they **CURRENTLY** mostly use their influence for good or for bad around the world?

Great Britain

Base: 23,800 online adults under age 75 across 31 countries, interviewed March 22- April 5 2024

Country



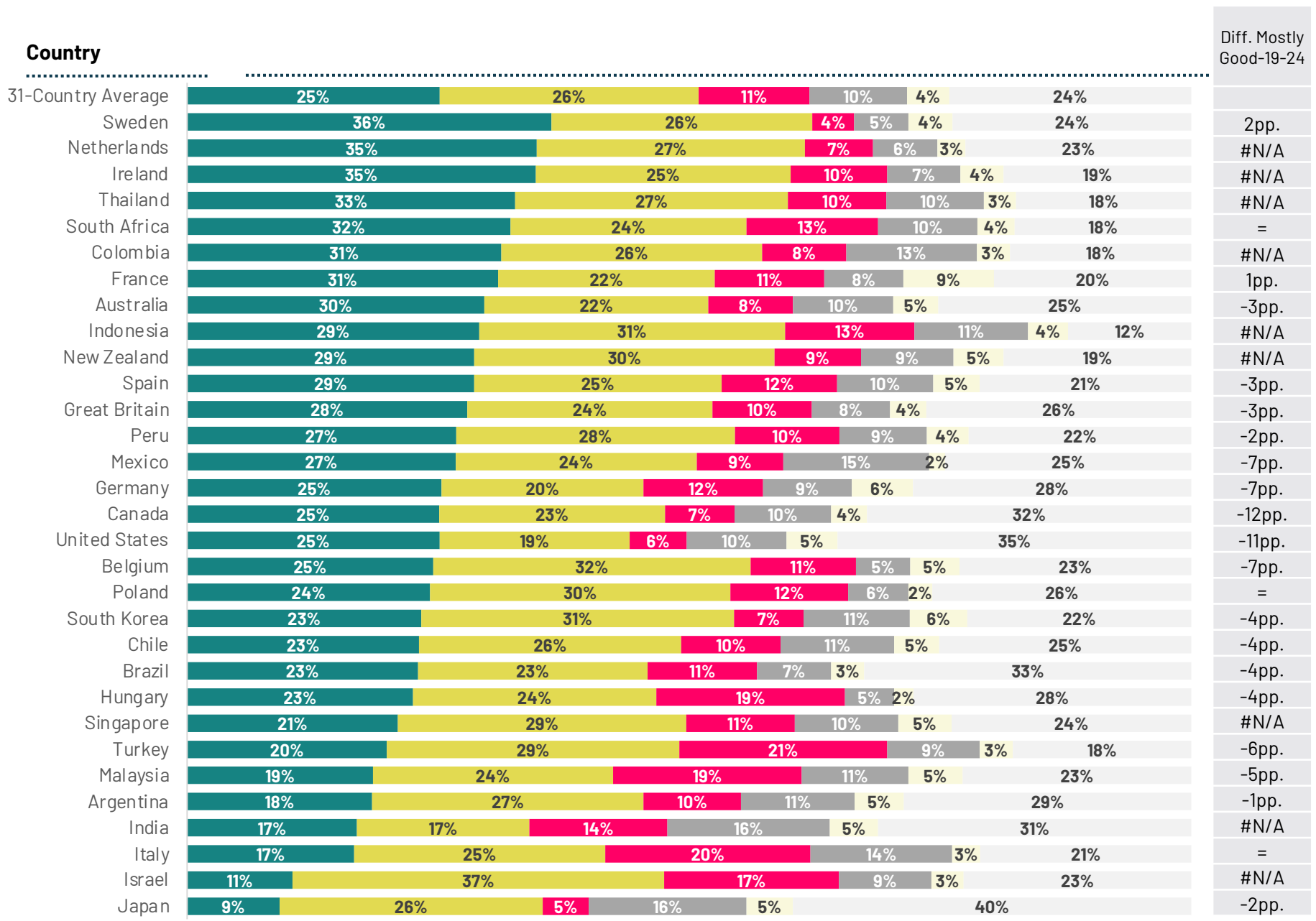
■ Mostly use their influence for good
■ Mostly use their influence for bad
■ Are not powerful enough to have much influence

■ Use their influence for good and for bad
■ Do not use their influence at all
■ Don't know

Q. For each of the following, do you think they **CURRENTLY** mostly use their influence for good or for bad around the world?

France

Base: 23,800 online adults under age 75 across 31 countries, interviewed March 22- April 5 2024



■ Mostly use their influence for good
■ Use their influence for good and for bad
■ Mostly use their influence for bad
■ Do not use their influence at all
■ Are not powerful enough to have much influence
■ Don't know

■ Use their influence for good and for bad
■ Do not use their influence at all
■ Don't know

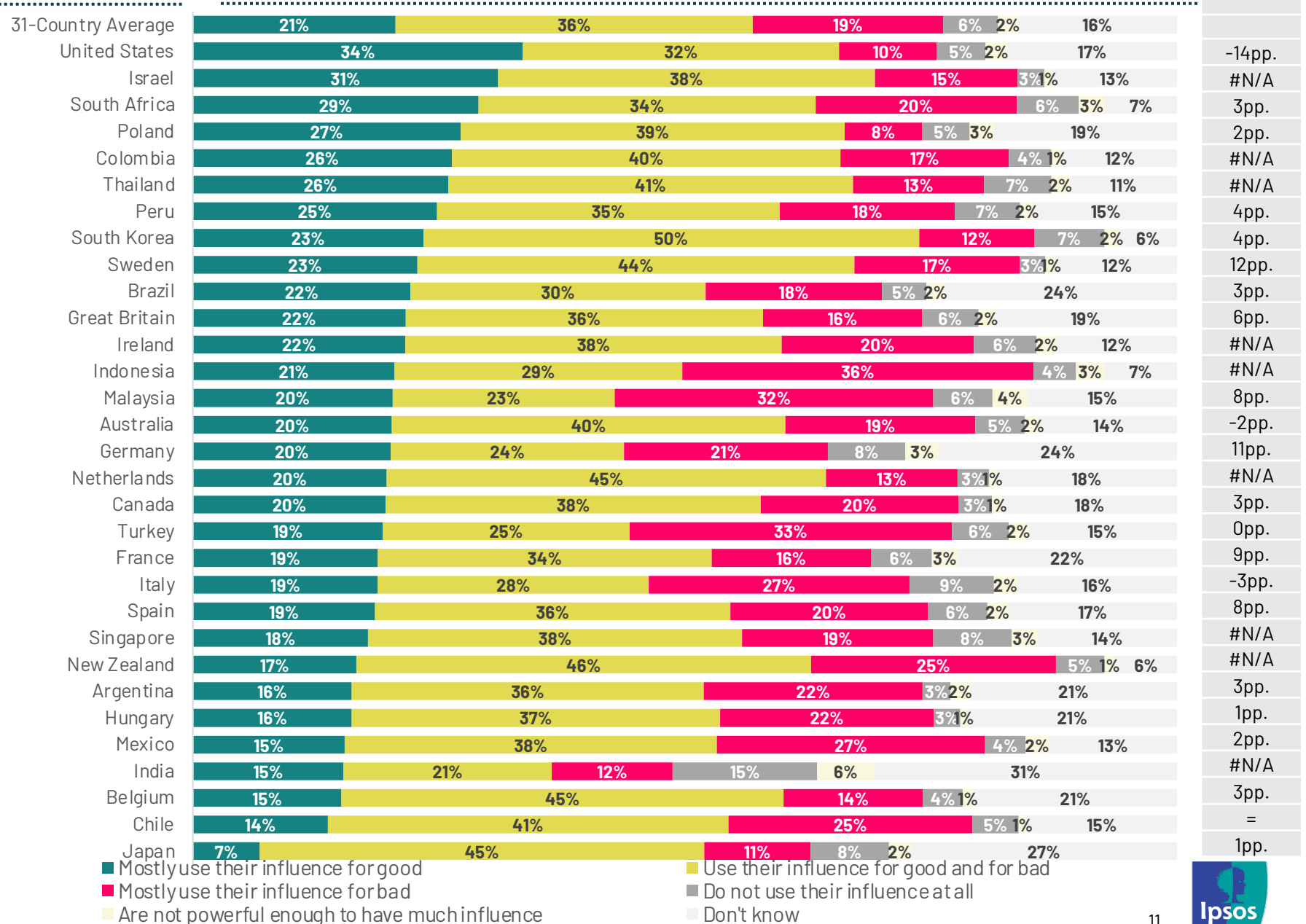
Q. For each of the following, do you think they **CURRENTLY** mostly use their influence for good or for bad around the world?

USA

Base: 23,800 online adults under age 75 across 31 countries, interviewed March 22- April 5 2024



Country



Mostly use their influence for good

Mostly use their influence for bad

Are not powerful enough to have much influence

Use their influence for good and for bad

Do not use their influence at all

Don't know

Diff. Mostly Good-19-24



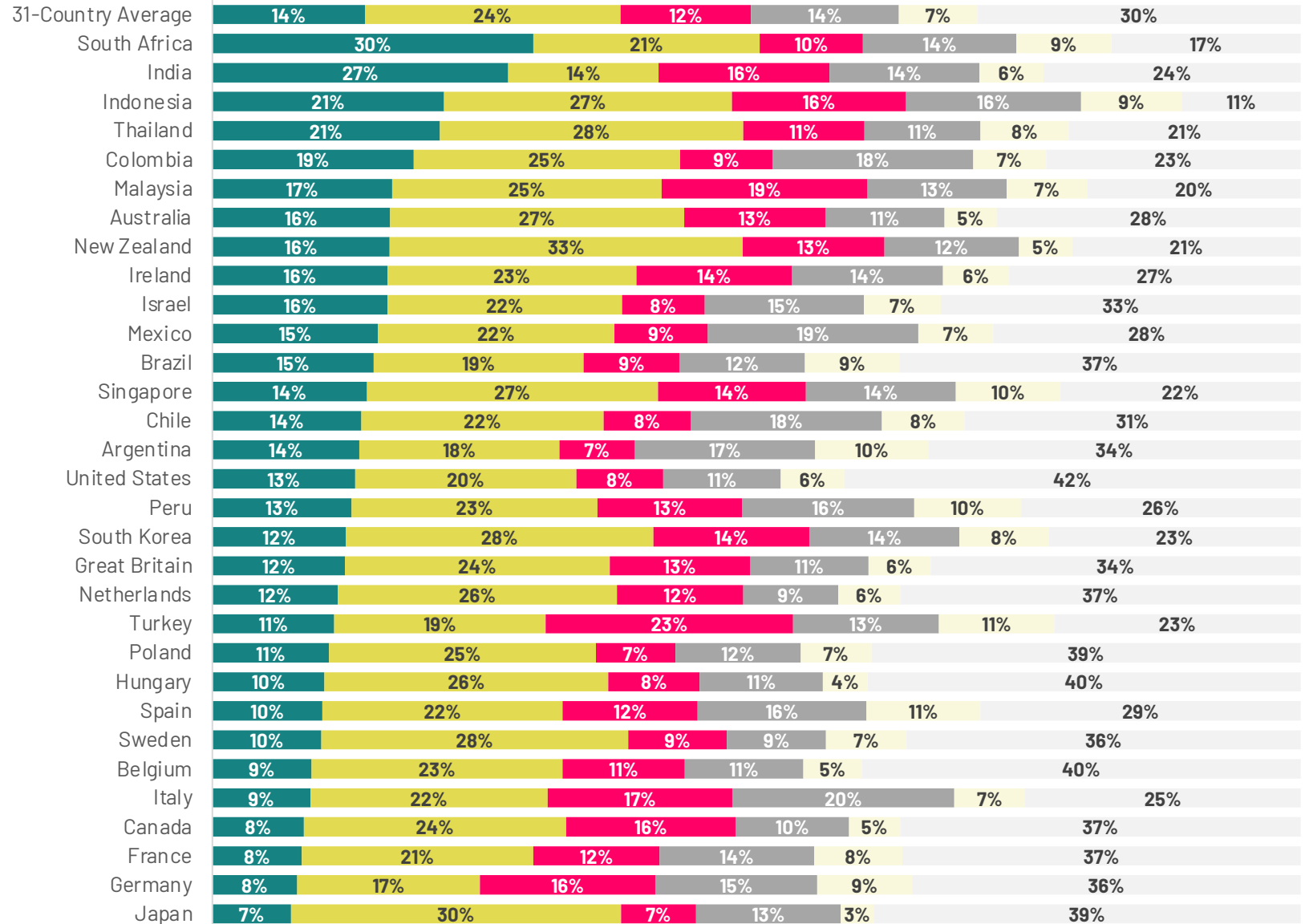
Q. For each of the following, do you think they **CURRENTLY** mostly use their influence for good or for bad around the world?

India

Base: 23,800 online adults under age 75 across 31 countries, interviewed March 22– April 5 2024



Country



Mostly use their influence for good

Mostly use their influence for bad

Are not powerful enough to have much influence

Use their influence for good and for bad

Do not use their influence at all

Don't know

Diff. Mostly Good-19-24

7pp.

#N/A

#N/A

#N/A

#N/A

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#N/A

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-3pp.

-1pp.

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#N/A

-8pp.

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-1pp.

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-2pp.

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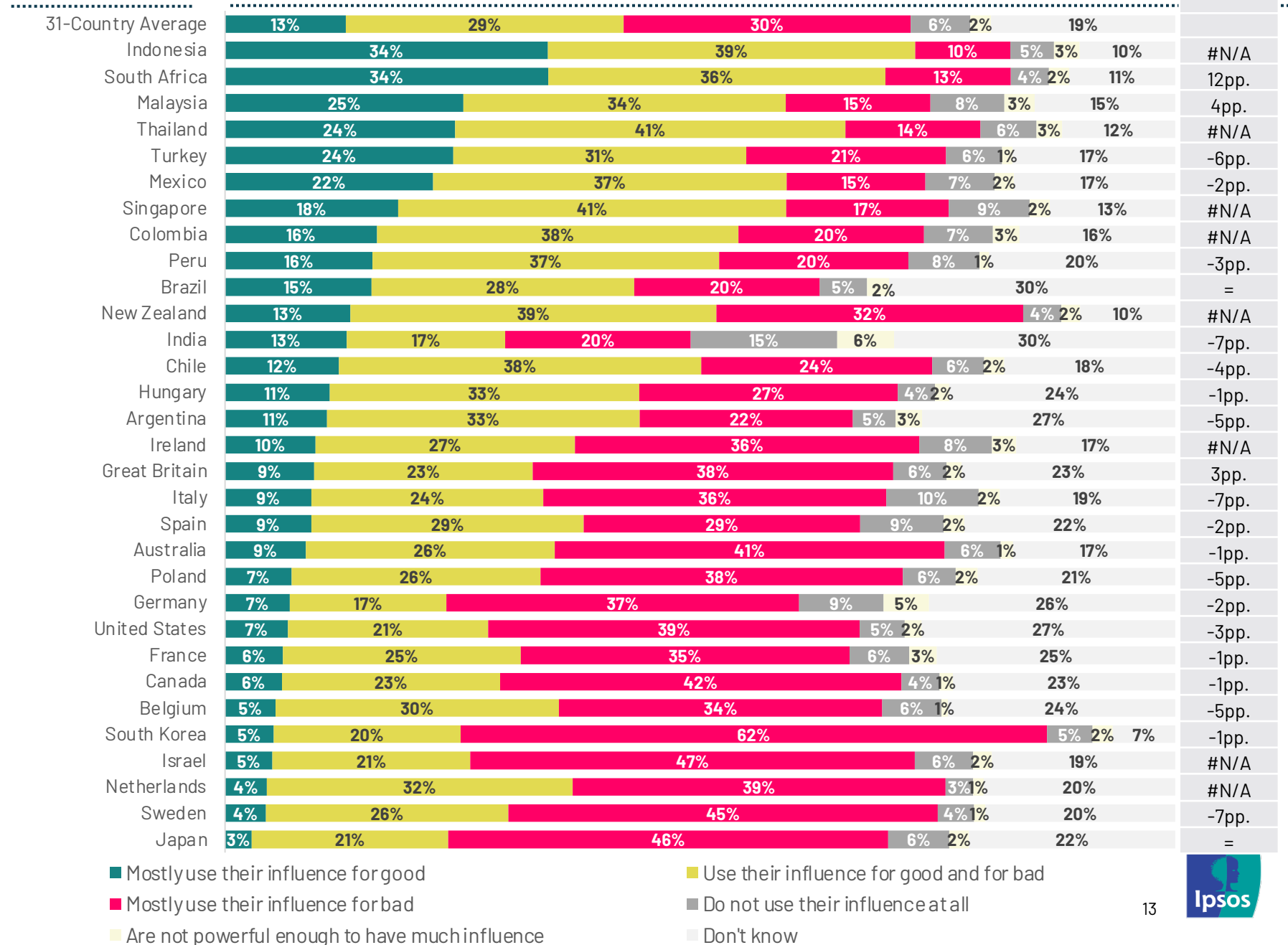
Q. For each of the following, do you think they **CURRENTLY** mostly use their influence for good or for bad around the world?

China

Base: 23,800 online adults under age 75 across 31 countries, interviewed March 22- April 5 2024



Country



■ Mostly use their influence for good
■ Use their influence for good and for bad
■ Mostly use their influence for bad
■ Do not use their influence at all
■ Are not powerful enough to have much influence

■ Use their influence for good and for bad
■ Do not use their influence at all
■ Don't know



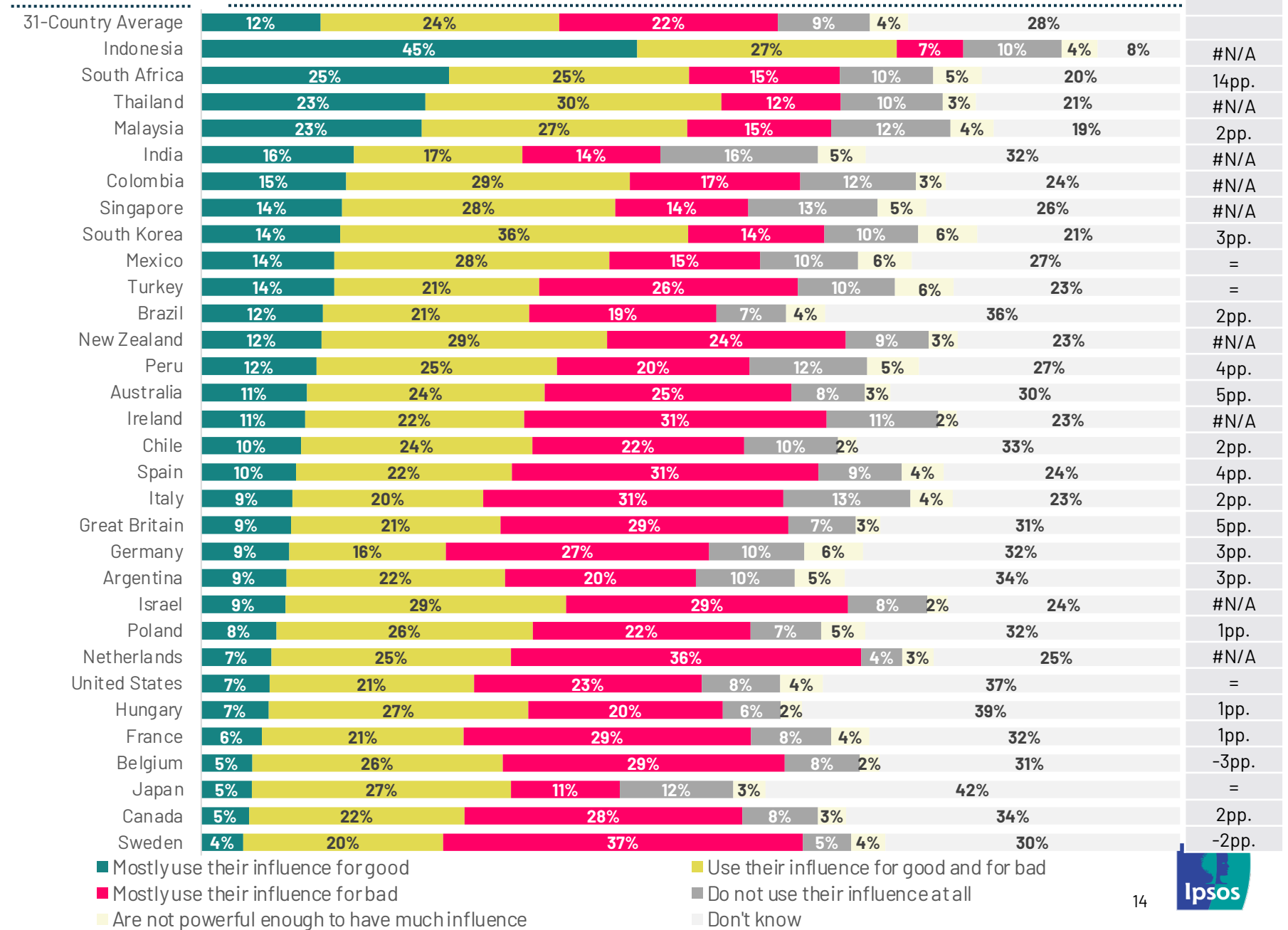
Q. For each of the following, do you think they **CURRENTLY** mostly use their influence for good or for bad around the world?

Saudi Arabia

Base: 23,800 online adults under age 75 across 31 countries, interviewed March 22- April 5 2024



Country



■ Mostly use their influence for good
■ Use their influence for good and for bad
■ Mostly use their influence for bad
■ Do not use their influence at all
■ Are not powerful enough to have much influence
■ Don't know

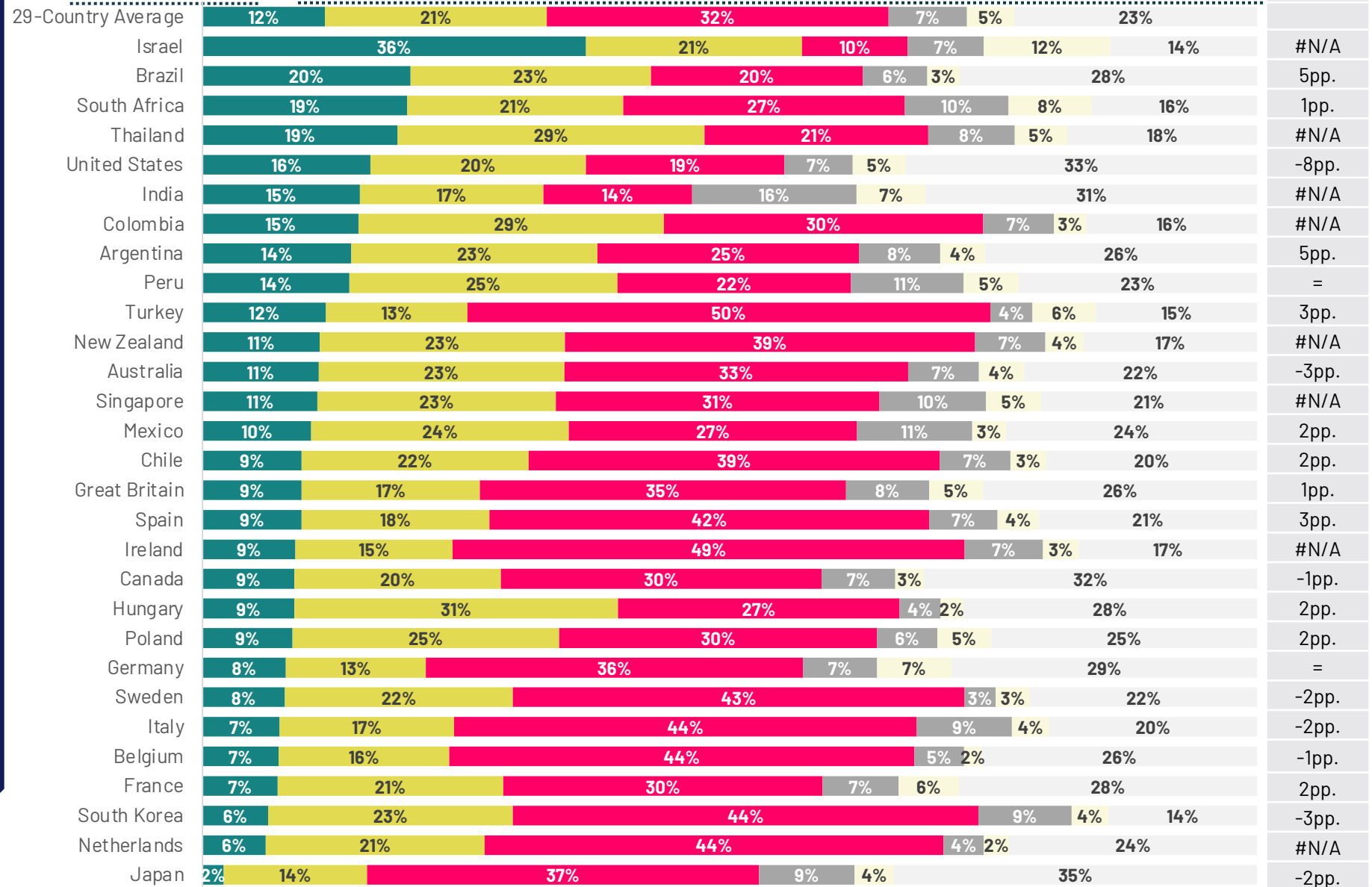


Q. For each of the following, do you think they **CURRENTLY** mostly use their influence for good or for bad around the world?

Israel

Base: 23,800 online adults under age 75 across 31 countries, interviewed March 22- April 5 2024

Country



- Mostly use their influence for good
- Mostly use their influence for bad
- Use their influence for good and for bad
- Do not use their influence at all
- Are not powerful enough to have much influence
- Don't know

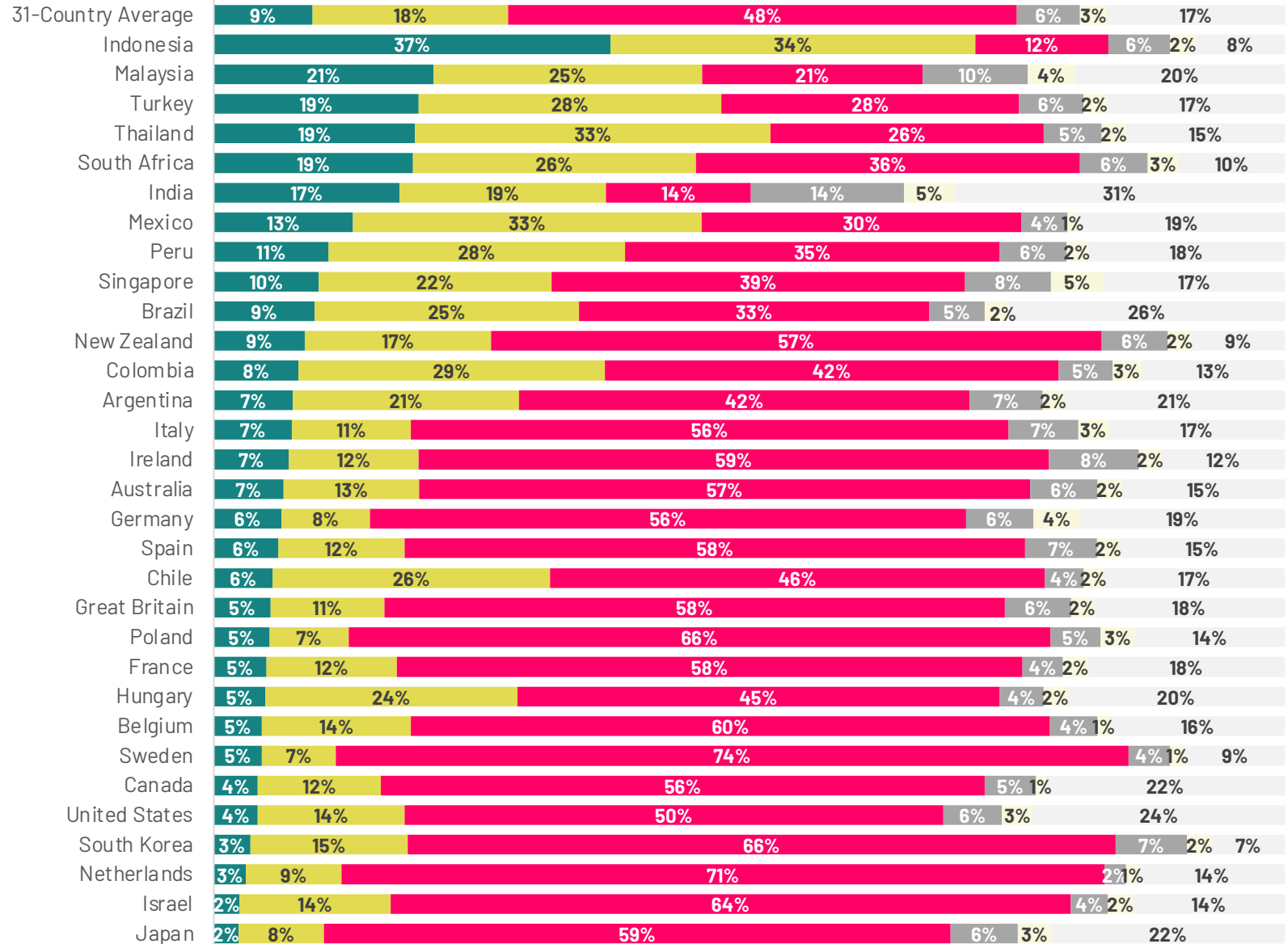
Q. For each of the following, do you think they **CURRENTLY** mostly use their influence for good or for bad around the world?

Russia

Base: 23,800 online adults under age 75 across 31 countries, interviewed March 22- April 5 2024



Country



■ Mostly use their influence for good
■ Mostly use their influence for bad
■ Do not use their influence at all
■ Are not powerful enough to have much influence

■ Use their influence for good and for bad
■ Do not use their influence at all
■ Don't know

Diff. Mostly Good-19-24

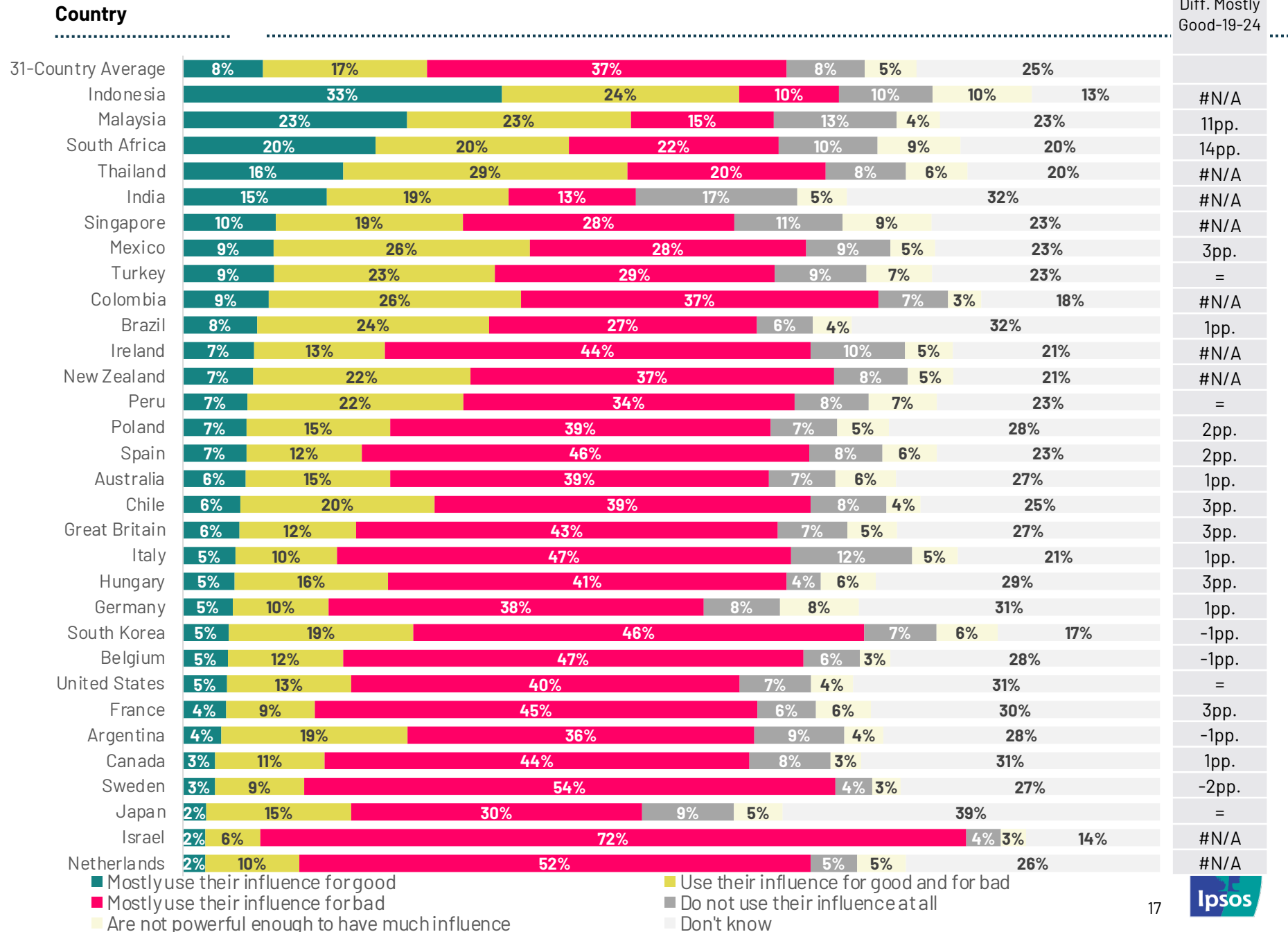
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 #N/A
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Q. For each of the following, do you think they **CURRENTLY** mostly use their influence for good or for bad around the world?

Iran

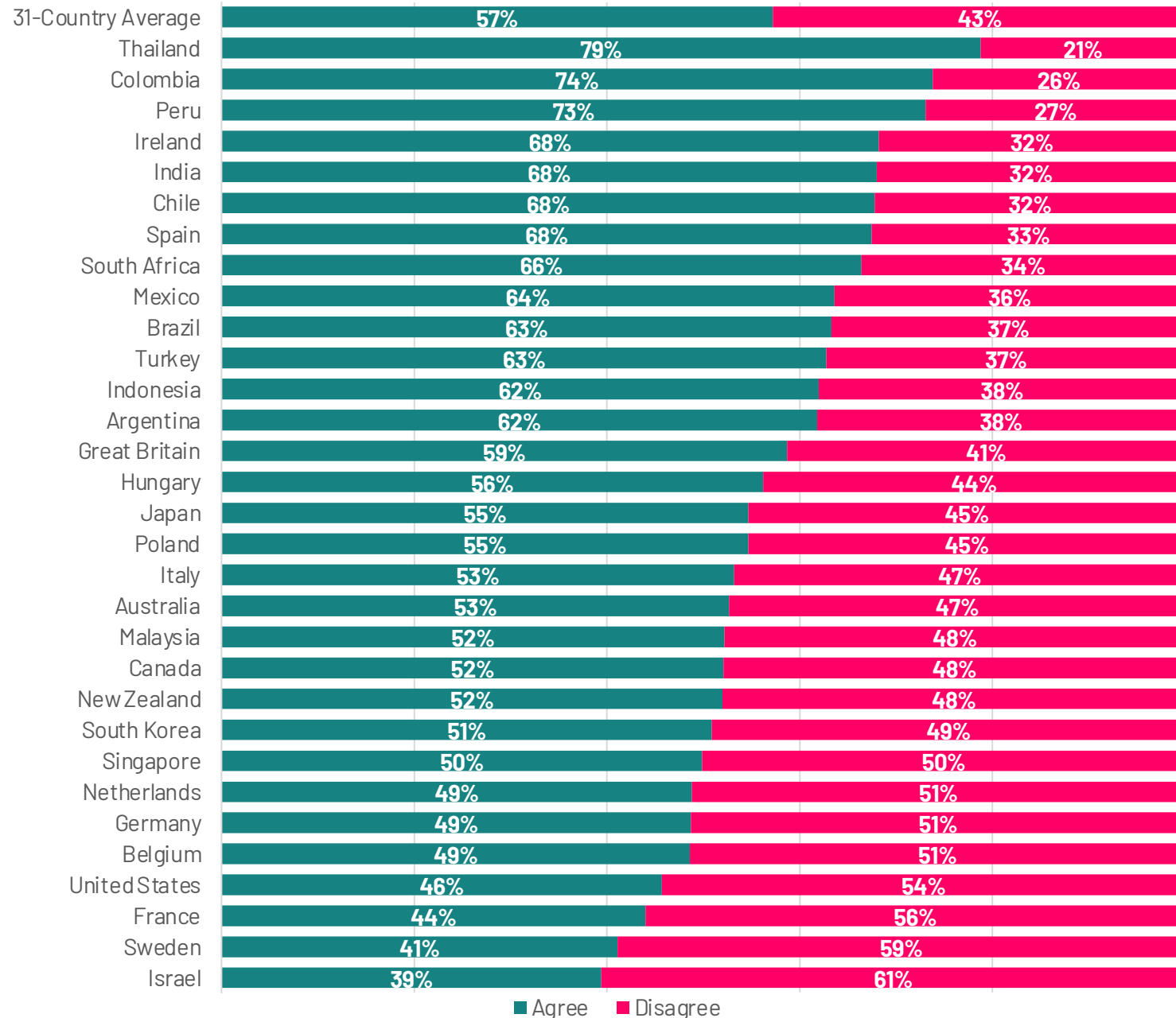
Base: 23,800 online adults under age 75 across 31 countries, interviewed March 22- April 5 2024



Q. To what extent do you agree or disagree with the following statements?

The European Union offers a political and economic model I would like my country to emulate

Base: 23,800 online adults under age 75 across 31 countries, interviewed March 22– April 5 2024



Q. To what extent do you agree or disagree with the following statements?

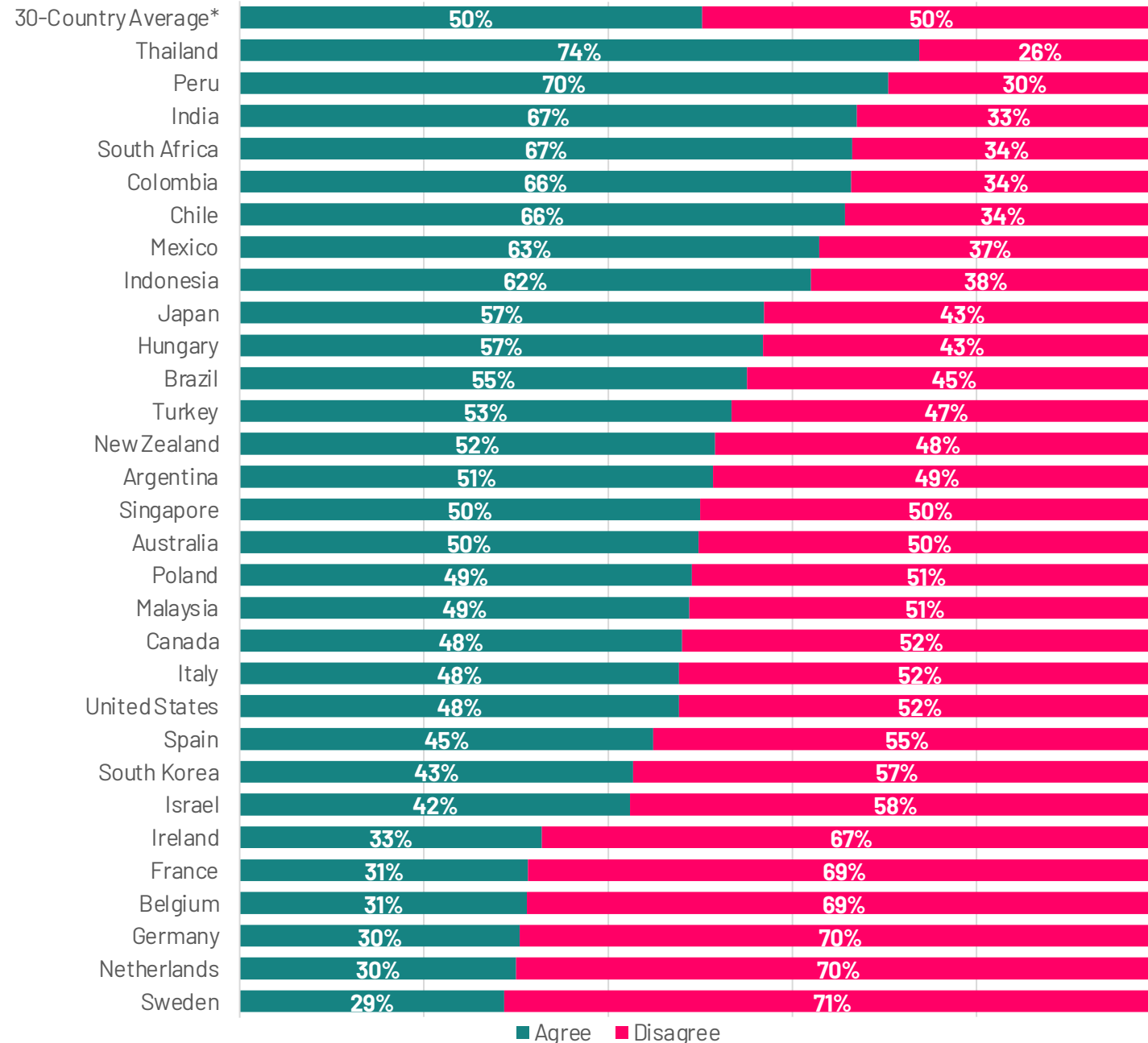
Great Britain offers a political and economic model I would like my country to emulate

Base: 22,799 online adults under age 75 across 30 countries, interviewed March 22- April 5 2024



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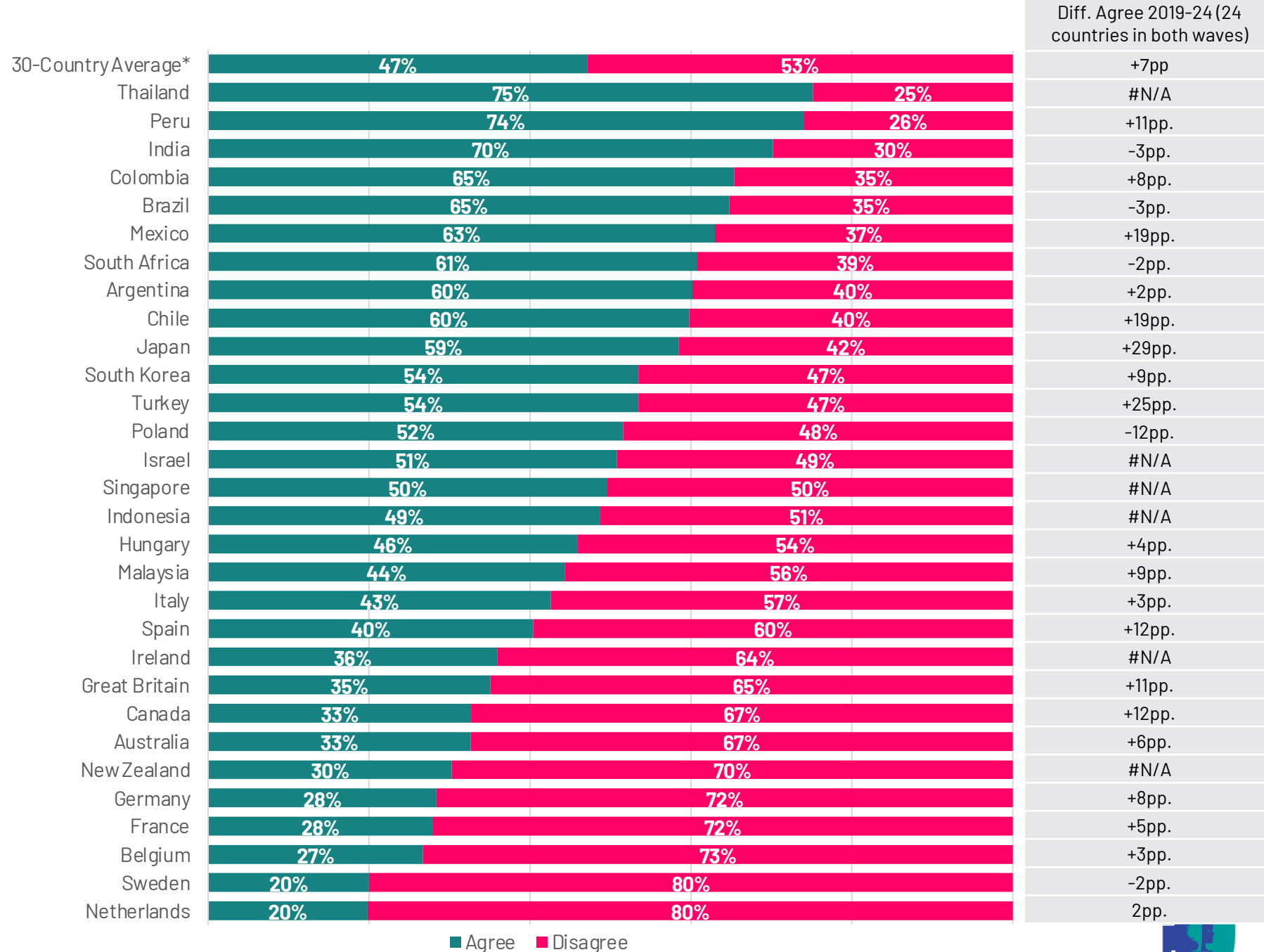
*Not asked in Great Britain



Q. To what extent do you agree or disagree with the following statements?

The United States offers a political and economic model I would like my country to emulate

Base: 22,799 online adults under age 75 across 30 countries, interviewed March 22- April 5 2024



Q. To what extent do you agree or disagree with the following statements?

China offers a political and economic model I would like my country to emulate

Base: 23,800 online adults under age 75 across 31 countries, interviewed March 22- April 5 2024



METHODOLOGY

These are the results of a 31-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, March 22, 2024 and Friday, April 5, 2024. For this survey, Ipsos interviewed a total of 23,800 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

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

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

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

The data is weighted so that the composition of each country’s sample best reflects the demographic profile of the adult population according to the most recent census data. “The Global Country Average” reflects the average result for all the countries and markets in which the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

When percentages do not sum up to 100 or the ‘difference’ appears to be +/-1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos’ use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

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