

WORLD AFFAIRS

Citizens of 30 Countries Assess
Threats and Engagement in
International Affairs

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CONTENTS

1

Key Findings

2

Global Threats
Assessment

3

Confidence in
Response to
Threats

4

Global Gap Between
Priority of Threat and
Level of Preparation

5

Willingness to
Engage in World
Affairs

6

World Conflict
Views

7

Views on
Democracy, U.S.
and Western Values

8

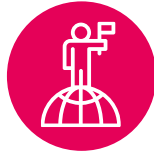
Methodology

Key findings



Disinformation worry high

Just over 3 in 4 (76% on average across 30 countries) say some person, organization, or country deliberately spreading disinformation to influence public opinion is a real threat in the world today. The threat was added to the poll this year as it has emerged as a hot topic during one of the biggest global election years in history.



Canada retains top spot

Almost 8 in 10 (79%) say Canada is the country/organization most likely to have a positive influence on world affairs over the next decade, once again topping our list. Meanwhile, Iran remains in the bottom spot, with 25% saying it will have a positive influence.



World War III fear drops

Fear about a world conflict involving superpowers similar to World Wars I and II over the next 25 years has dropped in 29 out of 30 countries year-over-year. As the full-scale invasion of Ukraine nears the three-year mark and with the Hamas-Israel conflict in its second year, 63% (-seven percentage points versus 2023) expect a worldwide conflict between now and 2074.



Hacking concern remains

Being hacked for fraudulent or espionage purposes ties disinformation as the No. 1 threat in 2024, with 76% also saying hacking is a real concern. Hacking has consistently been seen as a leading threat over the past decade and fear about hacking rose in 19 out of 30 countries this year.



Sweating natural disasters

Over the past decade, on average across 20 countries*, concern about one issue has grown the most: natural disasters. Fires, floods and heatwaves have become the norm and thus it's no surprise the proportion of people who think a major natural disaster in their country is a threat now sits at 69% in 2024 versus 58% in 2015.



Hope amid pessimism

The proportion of people who think more things are getting better than worse these days is down nine points, on average across 20 countries*, since we first started asking this question in 2017. On the other hand, a new question shows there's some hope with a majority in all 30 countries saying democracy, human rights and the rule of law are universal values that all nations deserve and can aspire to.



Global Threats Assessment

Citizens of 30 Countries Assess Threats and Engagement in International Affairs

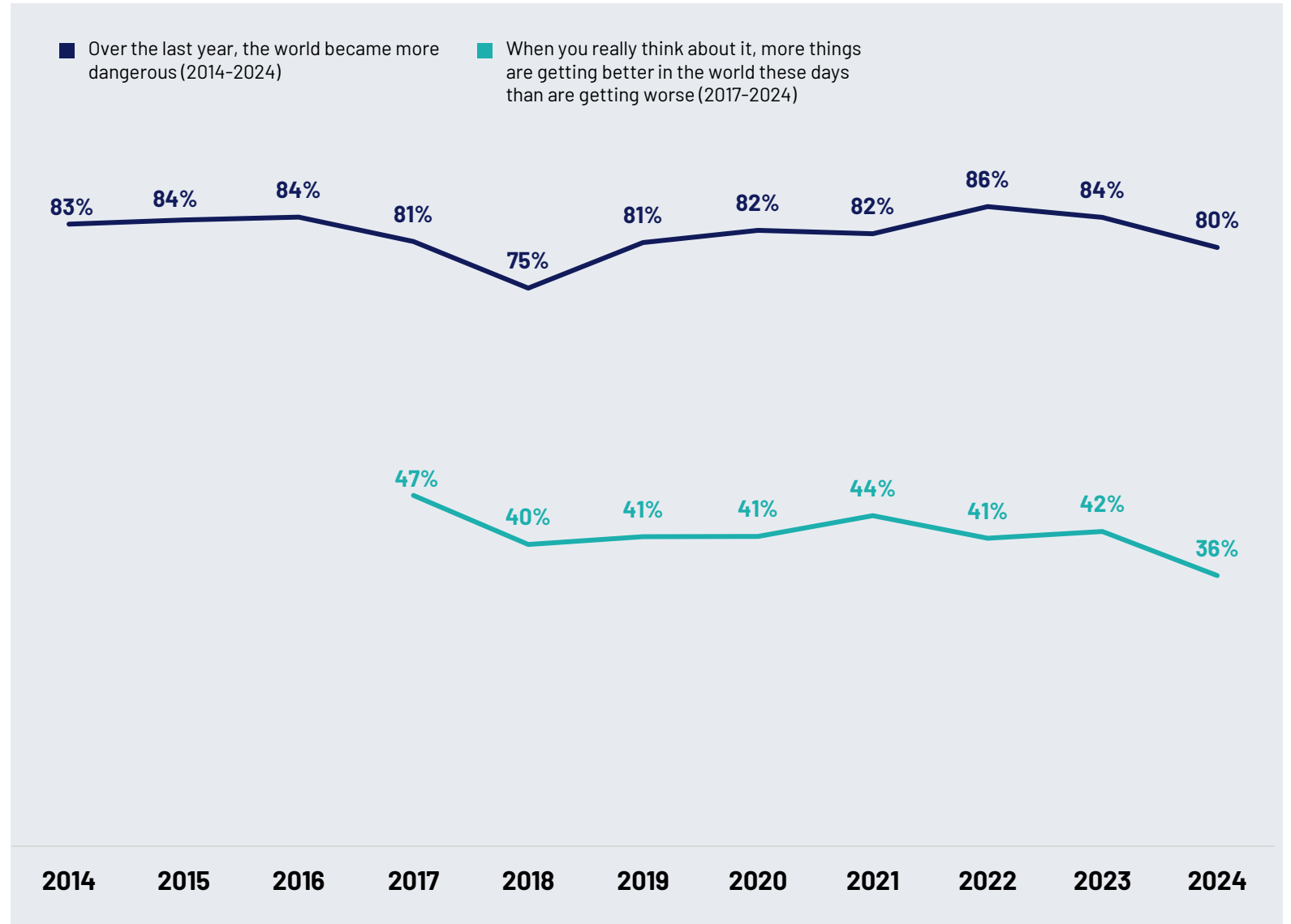


Attitudes about the state of the world over time*

% somewhat/strongly agree

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

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.



Over the last year the world became more dangerous

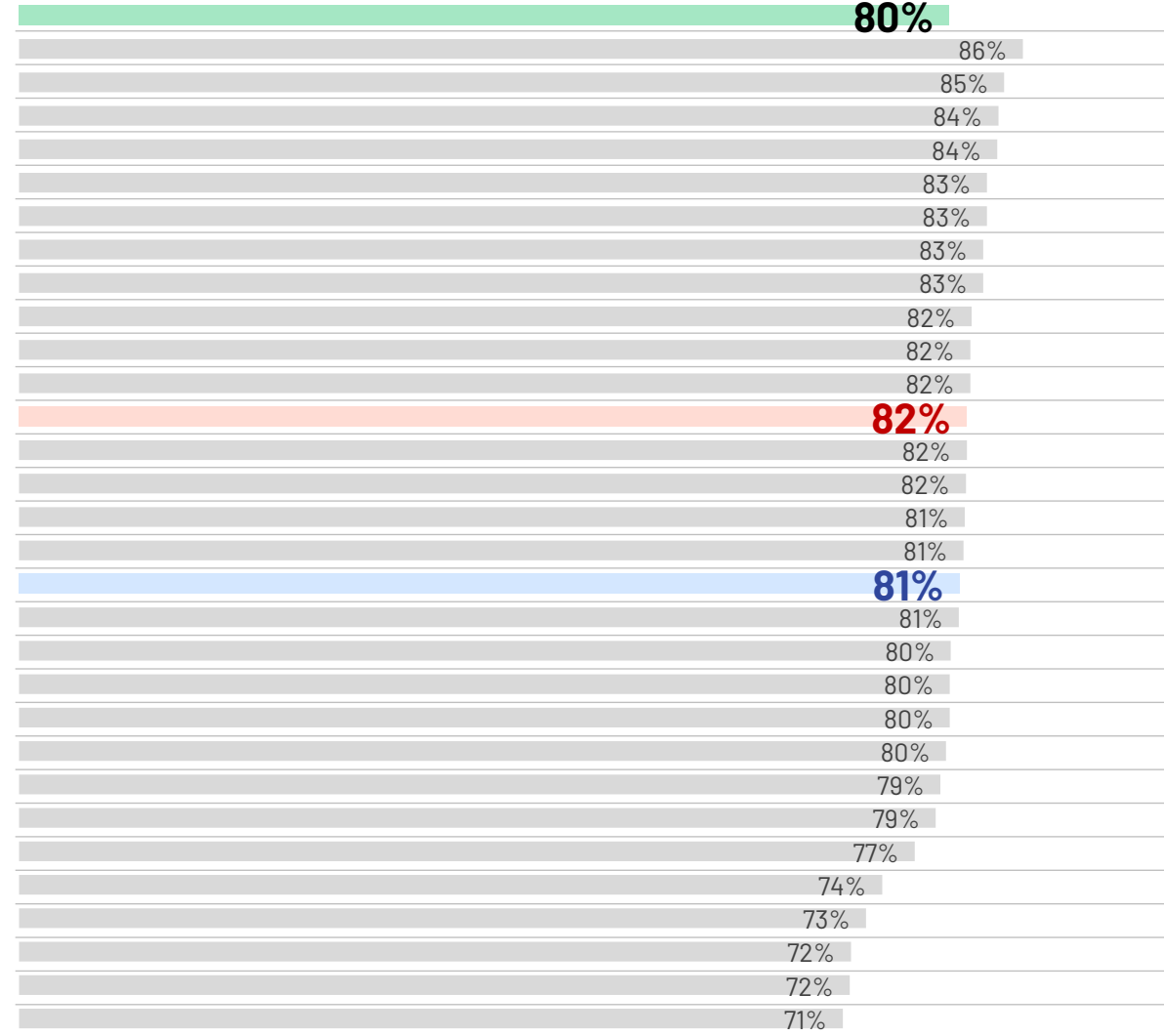
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Somewhat/strongly agree



Change 2023

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



When you really think about it, more things are getting better in the world these days than are getting worse

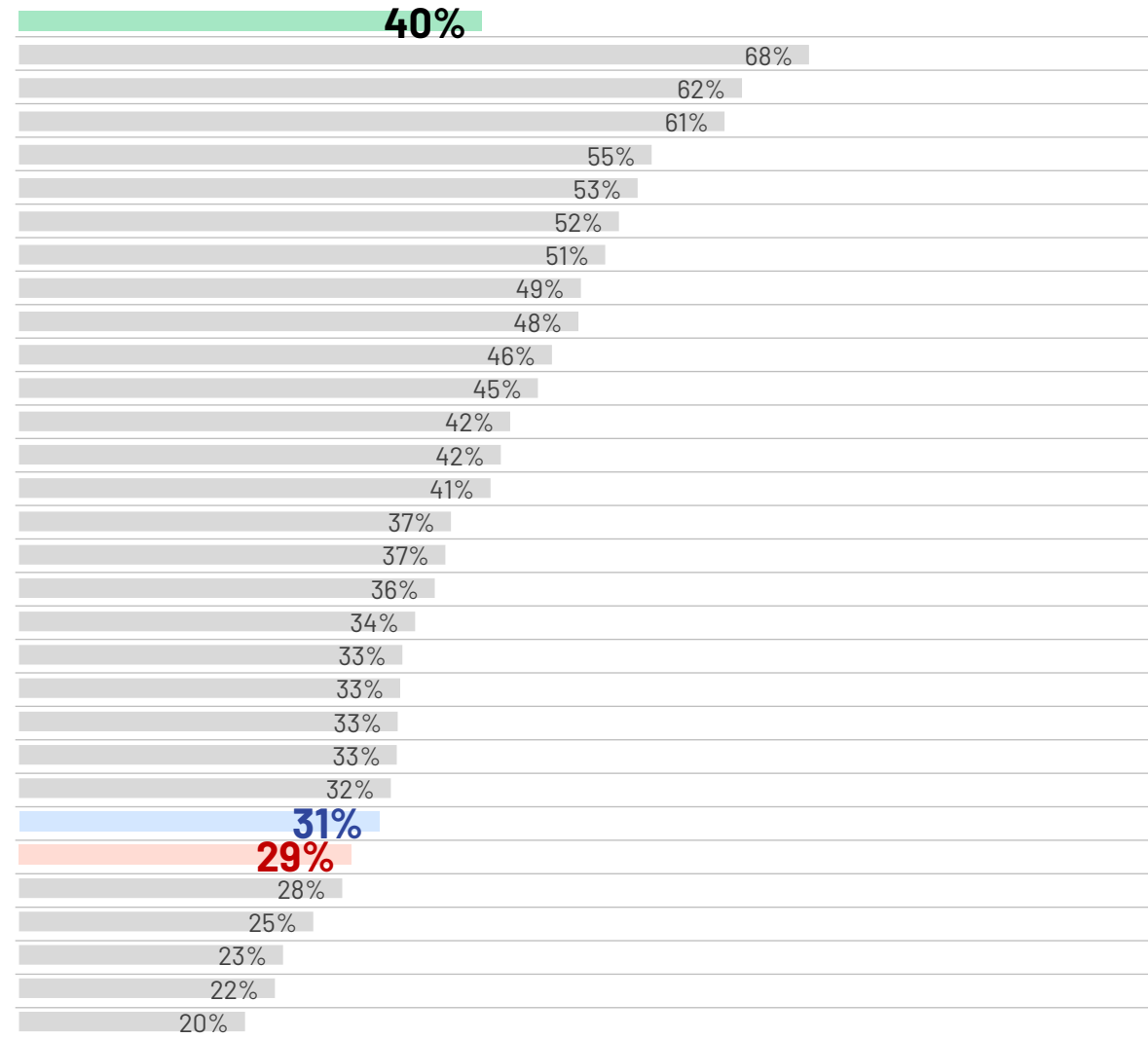
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Somewhat/strongly agree



Change 2023

-7 pp
-17 pp
-17 pp
-6 pp
-9 pp
-8 pp
-10 pp
-12 pp
-2 pp
-10 pp
-7 pp
0 pp
0 pp
-9 pp
-3 pp
-1 pp
-3 pp
-9 pp
-14 pp
-8 pp
-3 pp
-2 pp
-10 pp
-4 pp
-6 pp
-2 pp
-11 pp
-6 pp
-7 pp
-3 pp
-1 pp



Global threat assessment*

Q: How real do you feel the threat is of any of the following happening in the next twelve months – a very real threat, a somewhat real threat, not much of a real threat or not a real threat at all? **(Very Real Threat/ Somewhat Real Threat)**

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

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September – 4 October, 2024.

Global	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015
Some person, organization, or country deliberately spreading disinformation to influence public opinion	76%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<i>Change from previous year</i>	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Being hacked for fraudulent or espionage purposes	76%	72%	74%	75%	74%	75%	70%	75%	74%	73%
<i>Change from previous year</i>	4 pp	-2 pp	-1 pp	1 pp	-1 pp	5 pp	-5 pp	1 pp	1 pp	10 pp
Nuclear / chemical attack in the world	71%	70%	74%	65%	66%	68%	63%	72%	68%	65%
<i>Change from previous year</i>	1 pp	-4 pp	9 pp	-1 pp	-2 pp	5 pp	-9 pp	4 pp	3 pp	9 pp
Major natural disaster in your country	69%	68%	67%	68%	65%	65%	61%	62%	59%	58%
<i>Change from previous year</i>	1 pp	1 pp	-1 pp	3 pp	n/c	4 pp	-1 pp	3 pp	1 pp	6 pp
Terrorist attack in your country	66%	62%	61%	61%	58%	65%	64%	71%	72%	68%
<i>Change from previous year</i>	4 pp	1 pp	n/c	3 pp	-7 pp	1 pp	-7 pp	-1 pp	4 pp	14 pp
The personal safety and security for you or your family members being violated	60%	61%	59%	58%	60%	60%	57%	62%	62%	59%
<i>Change from previous year</i>	-1 pp	2 pp	1 pp	-2 pp	n/c	3 pp	-5 pp	n/c	3 pp	9 pp
Major health epidemic in your country	60%	60%	61%	71%	79%	51%	49%	51%	50%	51%
<i>Change from previous year</i>	n/c	-1 pp	-10 pp	-8 pp	28 pp	2 pp	-2 pp	1 pp	-1 pp	-8 pp
A violent conflict breaking out between ethnic or minority groups in your country	58%	59%	58%	59%	60%	60%	57%	61%	61%	60%
<i>Change from previous year</i>	-1 pp	1 pp	-1 pp	-1 pp	n/c	3 pp	-4 pp	n/c	1 pp	10 pp
An Artificial Intelligence-based defense system becoming a threat to humanity by breaking free of human control	58%	57%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<i>Change from previous year</i>	1 pp	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Your country entering armed conflict with another country	52%	52%	51%	45%	44%	48%	46%	53%	53%	53%
<i>Change from previous year</i>	n/c	1 pp	6 pp	1 pp	-4 pp	2 pp	-7 pp	n/c	n/c	3 pp



Canada threat assessment

Q: How real do you feel the threat is of any of the following happening in the next twelve months – a very real threat, a somewhat real threat, not much of a real threat or not a real threat at all? **(Very Real Threat/ Somewhat Real Threat)**

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Canada	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015
Being hacked for fraudulent or espionage purposes	78%	74%	74%	75%	74%	75%	70%	74%	73%	72%
<i>Change from previous year</i>	4 pp	n/c	-1 pp	1 pp	-1 pp	5 pp	-4 pp	1 pp	1 pp	8 pp
Some person, organization, or country deliberately spreading disinformation to influence public opinion	77%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<i>Change from previous year</i>	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Nuclear / chemical attack in the world	74%	71%	75%	66%	67%	68%	63%	71%	66%	64%
<i>Change from previous year</i>	3 pp	-4 pp	9 pp	-1 pp	-1 pp	5 pp	-8 pp	5 pp	2 pp	7 pp
Major natural disaster in your country	68%	70%	66%	69%	65%	66%	62%	63%	59%	58%
<i>Change from previous year</i>	-2 pp	4 pp	-3 pp	4 pp	-1 pp	4 pp	-1 pp	4 pp	1 pp	4 pp
Terrorist attack in your country	66%	63%	61%	62%	58%	65%	64%	72%	71%	69%
<i>Change from previous year</i>	3 pp	2 pp	-1 pp	4 pp	-7 pp	1 pp	-8 pp	1 pp	2 pp	14 pp
Major health epidemic in your country	63%	63%	60%	70%	78%	51%	49%	53%	51%	52%
<i>Change from previous year</i>	0 pp	3 pp	-10 pp	-8 pp	27 pp	2 pp	-4 pp	2 pp	-1 pp	-7 pp
A violent conflict breaking out between ethnic or minority groups in your country	57%	60%	59%	60%	61%	60%	57%	60%	60%	60%
<i>Change from previous year</i>	-3 pp	1 pp	-1 pp	-1 pp	1 pp	3 pp	-3 pp	n/c	n/c	9 pp
An Artificial Intelligence-based defense system becoming a threat to humanity by breaking free of human control	56%	59%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<i>Change from previous year</i>	-3 pp	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
The personal safety and security for you or your family members being violated	55%	63%	61%	60%	61%	61%	58%	62%	61%	60%
<i>Change from previous year</i>	-8 pp	2 pp	1 pp	-1 pp	n/c	3 pp	-4 pp	1 pp	1 pp	10 pp
Your country entering armed conflict with another country	49%	49%	50%	46%	43%	48%	48%	53%	54%	54%
<i>Change from previous year</i>	n/c	-1 pp	4 pp	3 pp	-5 pp	n/c	-5 pp	-1 pp	n/c	3 pp



U.S. threat assessment

Q: How real do you feel the threat is of any of the following happening in the next twelve months – a very real threat, a somewhat real threat, not much of a real threat or not a real threat at all? **(Very Real Threat/ Somewhat Real Threat)**

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

U.S.	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015
Some person, organization, or country deliberately spreading disinformation to influence public opinion	88%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<i>Change from previous year</i>	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Major natural disaster in your country	85%	84%	83%	85%	87%	87%	73%	90%	85%	85%
<i>Change from previous year</i>	1 pp	1 pp	-2 pp	-2 pp	n/c	14 pp	-17 pp	5 pp	n/c	10 pp
Being hacked for fraudulent or espionage purposes	84%	79%	81%	83%	81%	82%	80%	88%	87%	85%
<i>Change from previous year</i>	5 pp	-2 pp	-2 pp	2 pp	-1 pp	2 pp	-8 pp	1 pp	2 pp	10 pp
Terrorist attack in your country	82%	81%	77%	79%	74%	84%	82%	90%	91%	81%
<i>Change from previous year</i>	1 pp	4 pp	-2 pp	5 pp	-10 pp	2 pp	-8 pp	-1 pp	10 pp	6 pp
Nuclear / chemical attack in the world	78%	78%	77%	71%	68%	73%	70%	84%	78%	72%
<i>Change from previous year</i>	n/c	1 pp	6 pp	3 pp	-5 pp	3 pp	-14 pp	6 pp	6 pp	11 pp
Your country entering armed conflict with another country	77%	77%	74%	74%	73%	79%	71%	87%	86%	81%
<i>Change from previous year</i>	n/c	3 pp	n/c	1 pp	-6 pp	8 pp	-16 pp	1 pp	5 pp	-1 pp
Major health epidemic in your country	74%	74%	74%	82%	87%	66%	60%	67%	71%	64%
<i>Change from previous year</i>	n/c	n/c	-8 pp	-5 pp	21 pp	6 pp	-7 pp	-4 pp	7 pp	-10 pp
A violent conflict breaking out between ethnic or minority groups in your country	68%	73%	72%	75%	84%	72%	72%	82%	85%	74%
<i>Change from previous year</i>	-5 pp	1 pp	-3 pp	-9 pp	12 pp	n/c	-10 pp	-3 pp	11 pp	17 pp
The personal safety and security for you or your family members being violated	65%	67%	64%	67%	61%	66%	61%	70%	72%	66%
<i>Change from previous year</i>	-2 pp	3 pp	-3 pp	6 pp	-5 pp	5 pp	-9 pp	-2 pp	6 pp	14 pp
An Artificial Intelligence-based defense system becoming a threat to humanity by breaking free of human control	60%	64%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<i>Change from previous year</i>	-4 pp	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a



Some person, organisation/ organization, or country deliberately spreads disinformation to influence public opinion

Q: How real do you feel the threat is of some person, organisation/ organization, or country deliberately spreading disinformation to influence public opinion in the next twelve months?

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

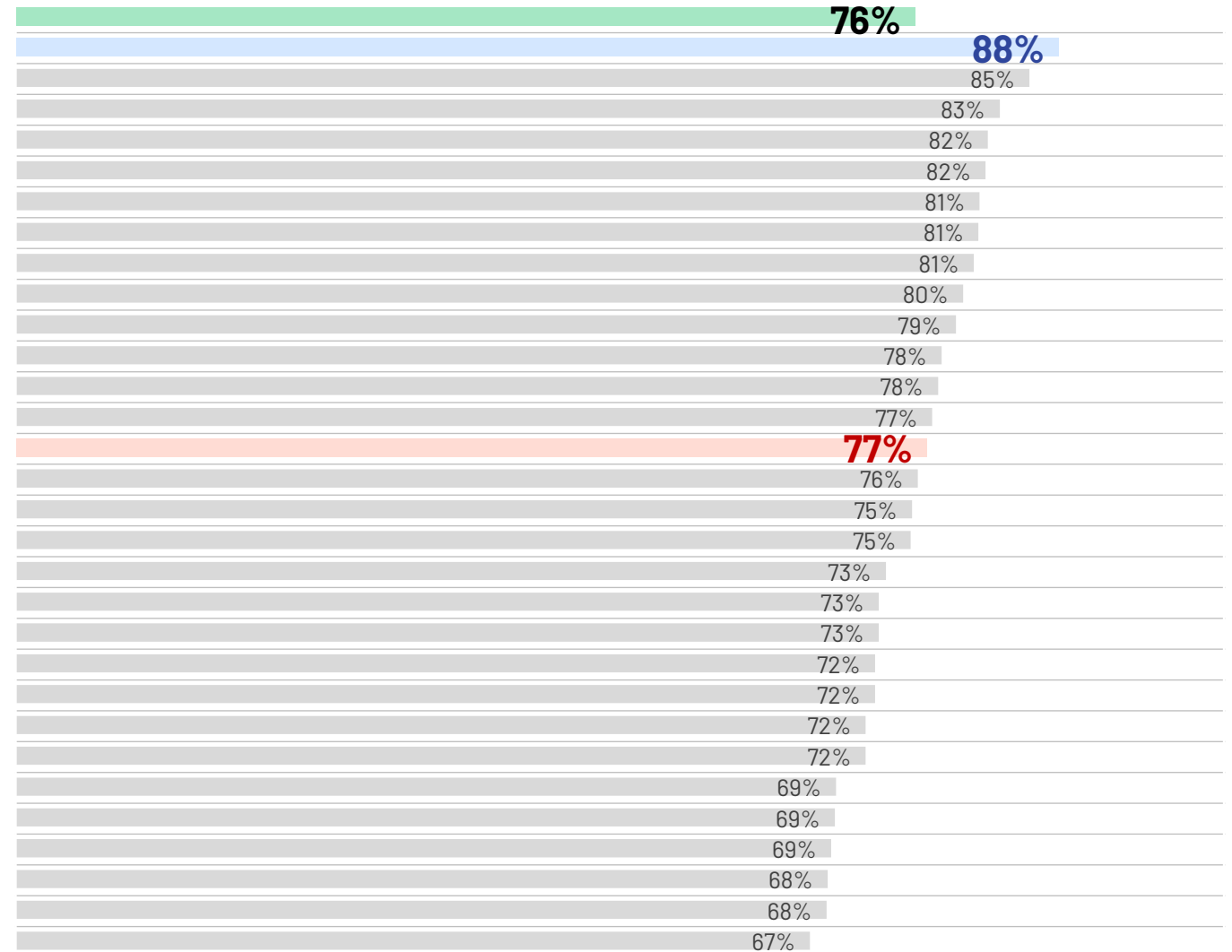
Country

30-country average

United States

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

% A very/somewhat a real threat



Being hacked for fraudulent or espionage purposes

Q: How real do you feel the threat is of some person, organization or country hacking into either your public, private or personal information system for fraudulent or espionage purposes in the next twelve months?

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

Thailand

Türkiye

United States

South Africa

Poland

Indonesia

Australia

New Zealand

Singapore

Spain

Belgium

France

Canada

Netherlands

Sweden

South Korea

Great Britain

Argentina

Malaysia

Mexico

Colombia

Chile

Ireland

Japan

India

Brazil

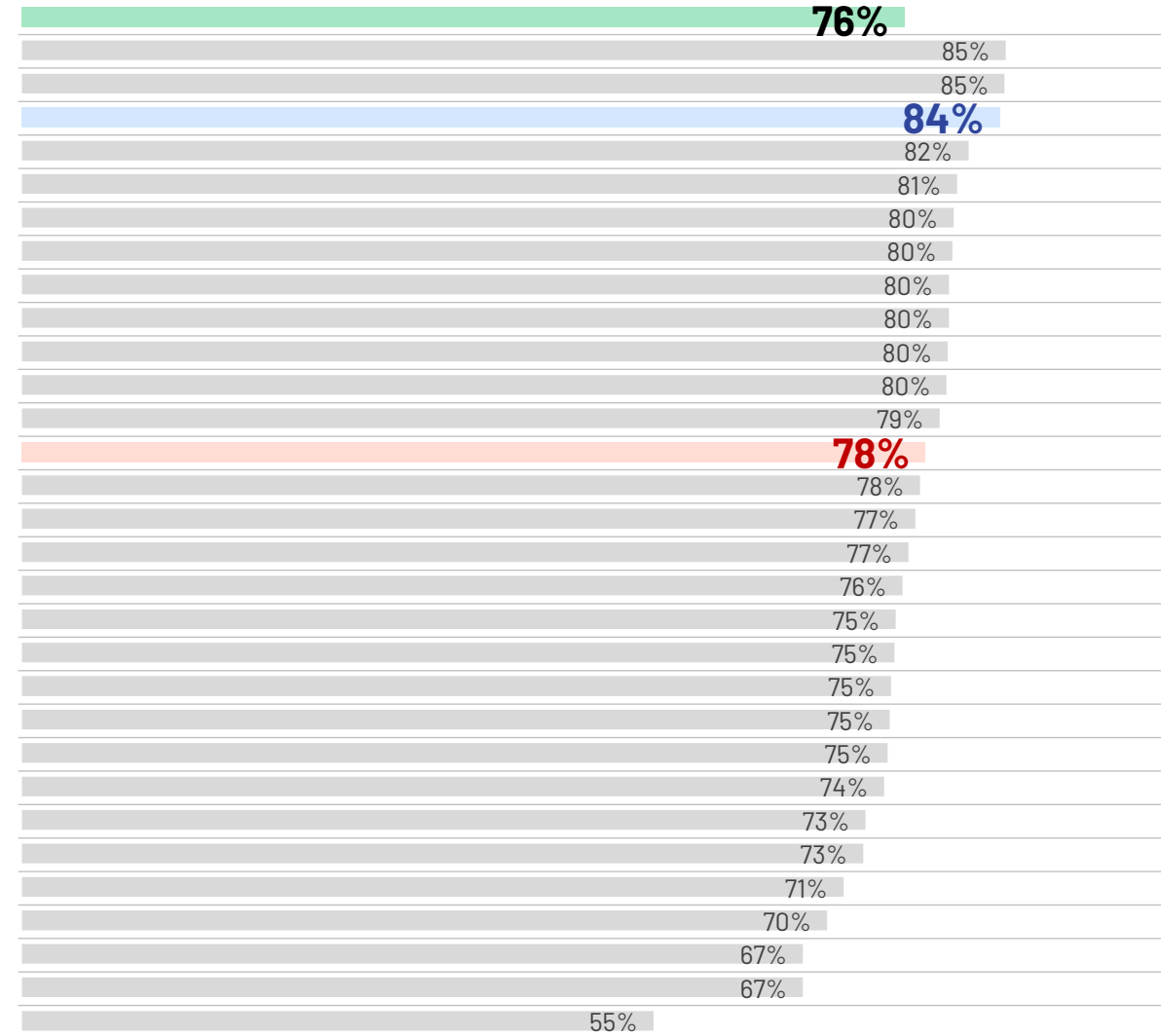
Germany

Italy

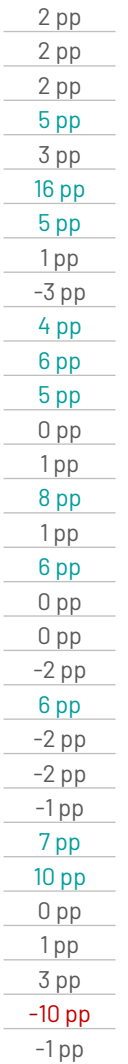
Peru

Hungary

% A very/somewhat a real threat



Change 2023



A nuclear, biological or chemical attack taking place somewhere in the world

Q: How real do you feel the threat is of a nuclear, biological or chemical attack taking place somewhere in the world in the next twelve months?

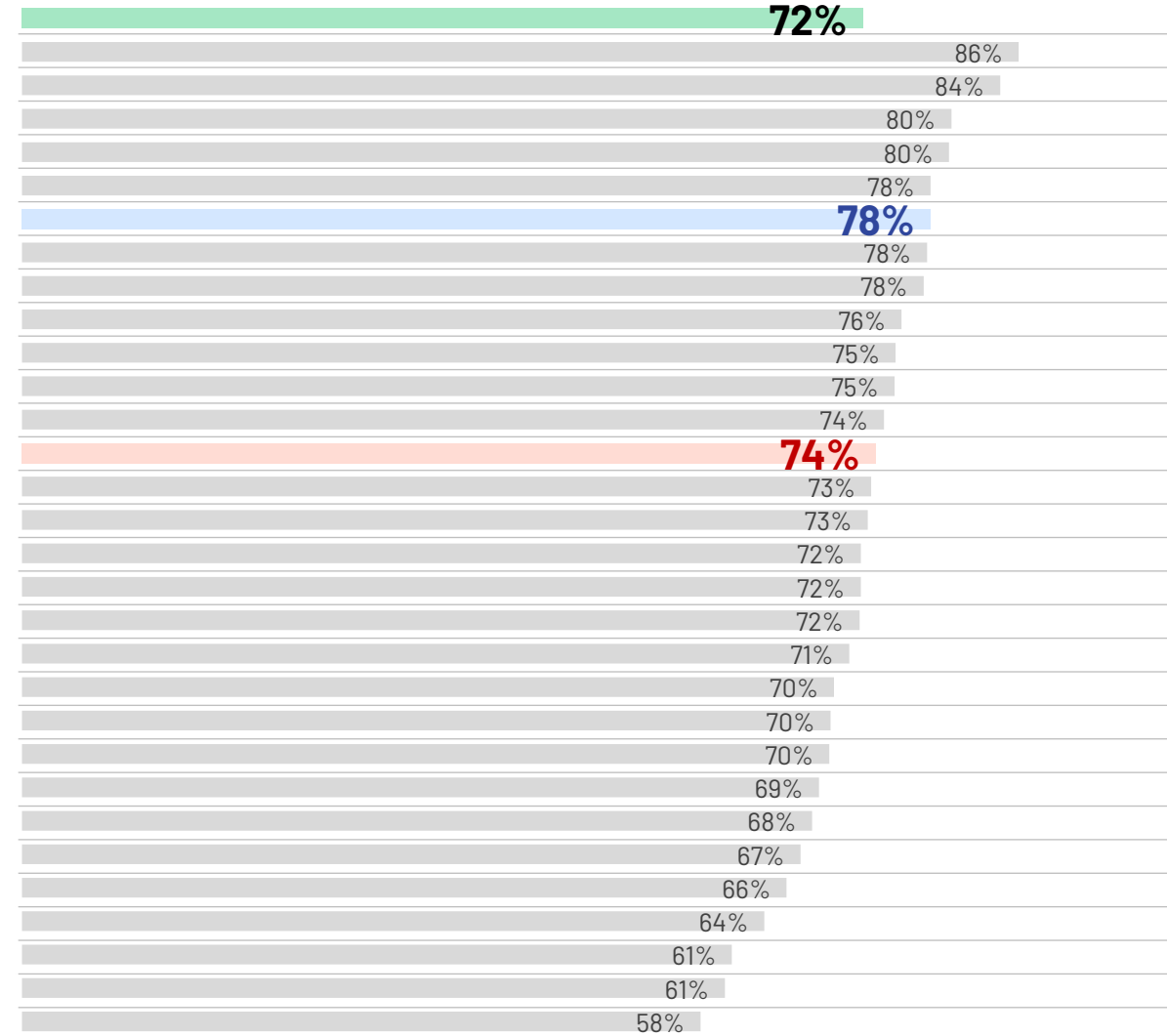
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% A very/somewhat a real threat



Change 2023

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



A major natural disaster occurring

Q: How real do you feel the threat is of a major natural disaster occurring in [country] in the next twelve months?

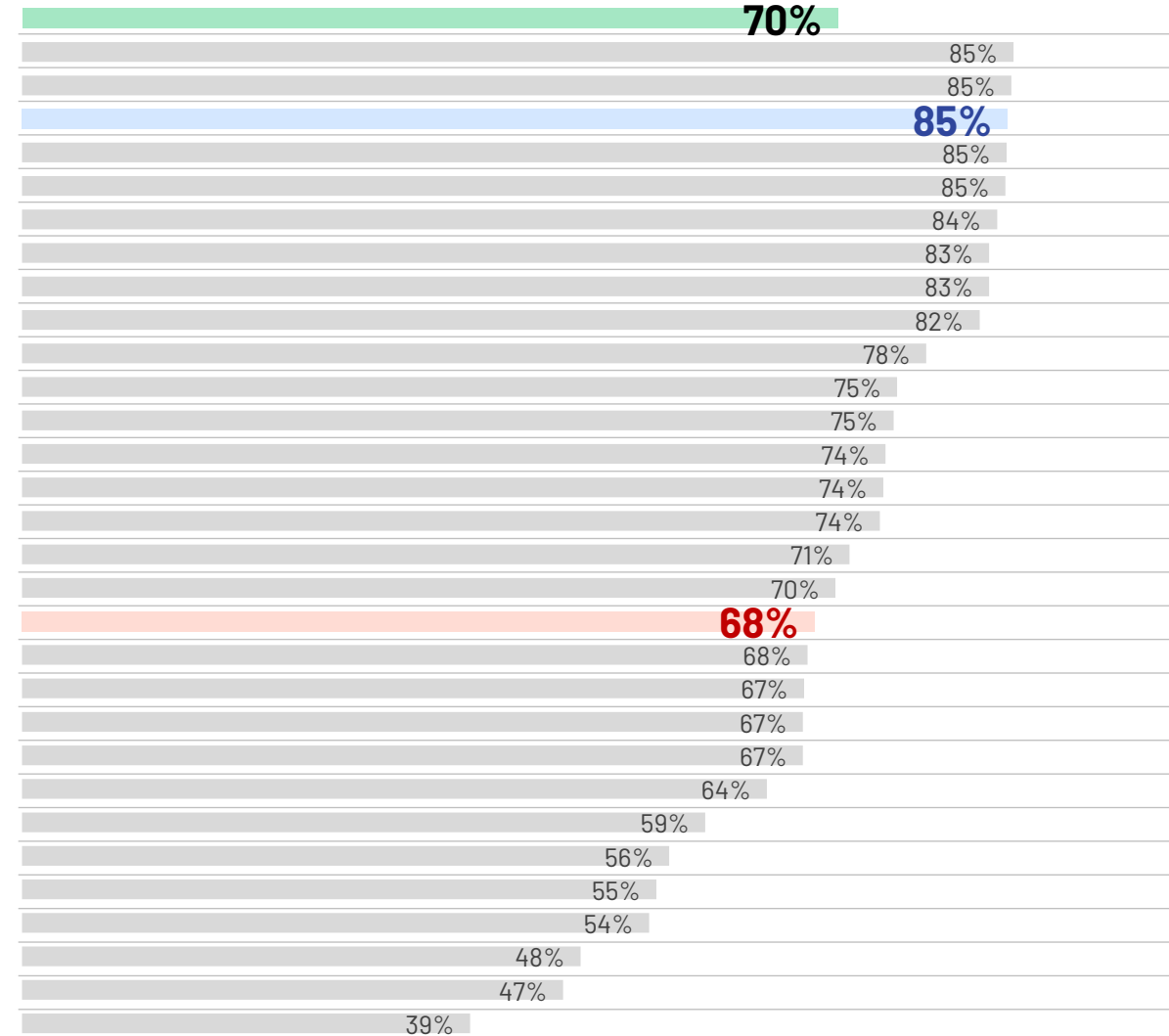
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Country

30-country average

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

% A very/somewhat a real threat



Change 2023

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



A terrorist attack taking place

Q: How real do you feel the threat is of a terrorist attack taking place in [country] in the next twelve months?

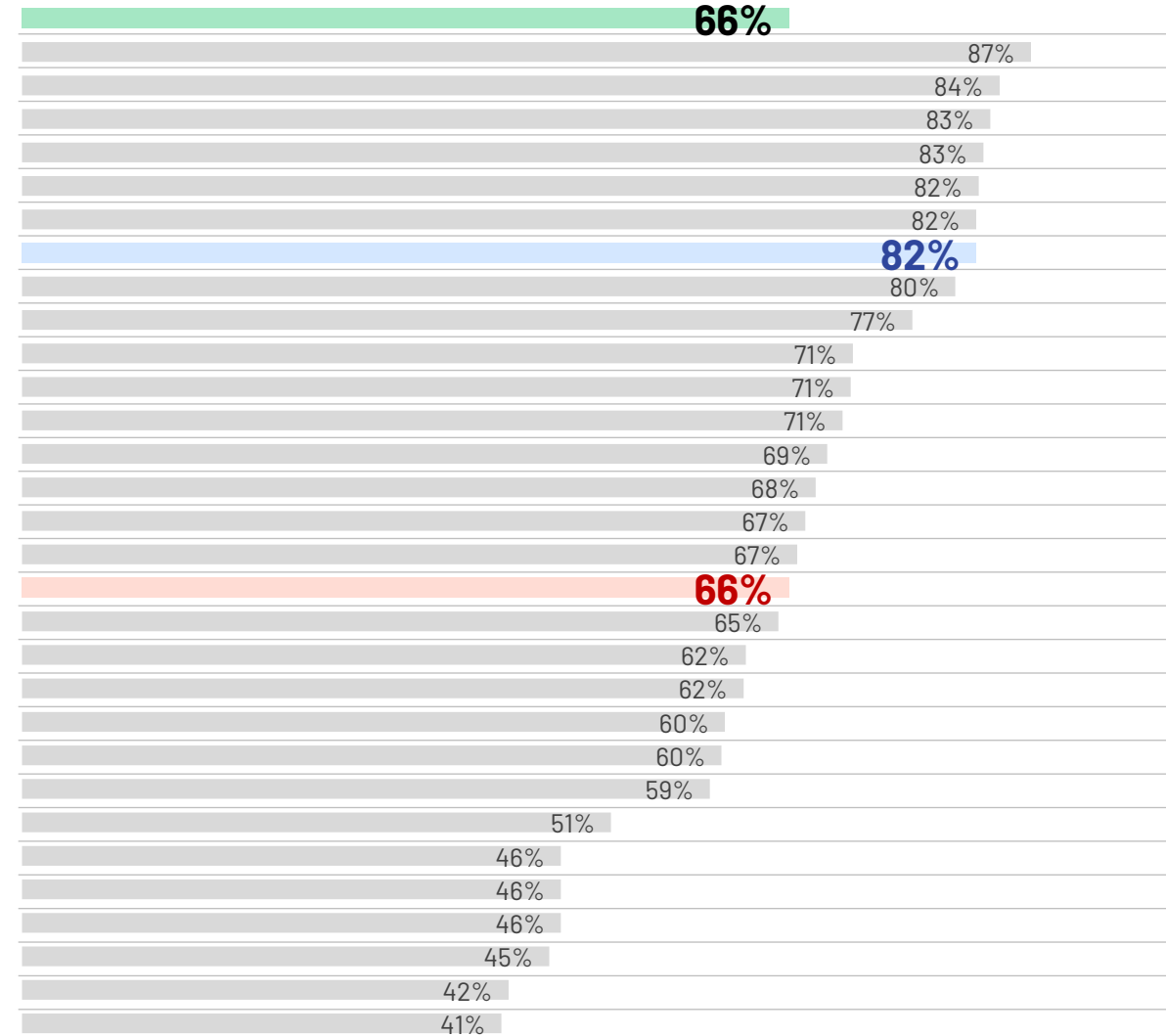
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% A very/somewhat a real threat



Change 2023

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



A major health epidemic breaking out

Q: How real do you feel the threat is of a major health epidemic breaking out in [country] in the next twelve months?

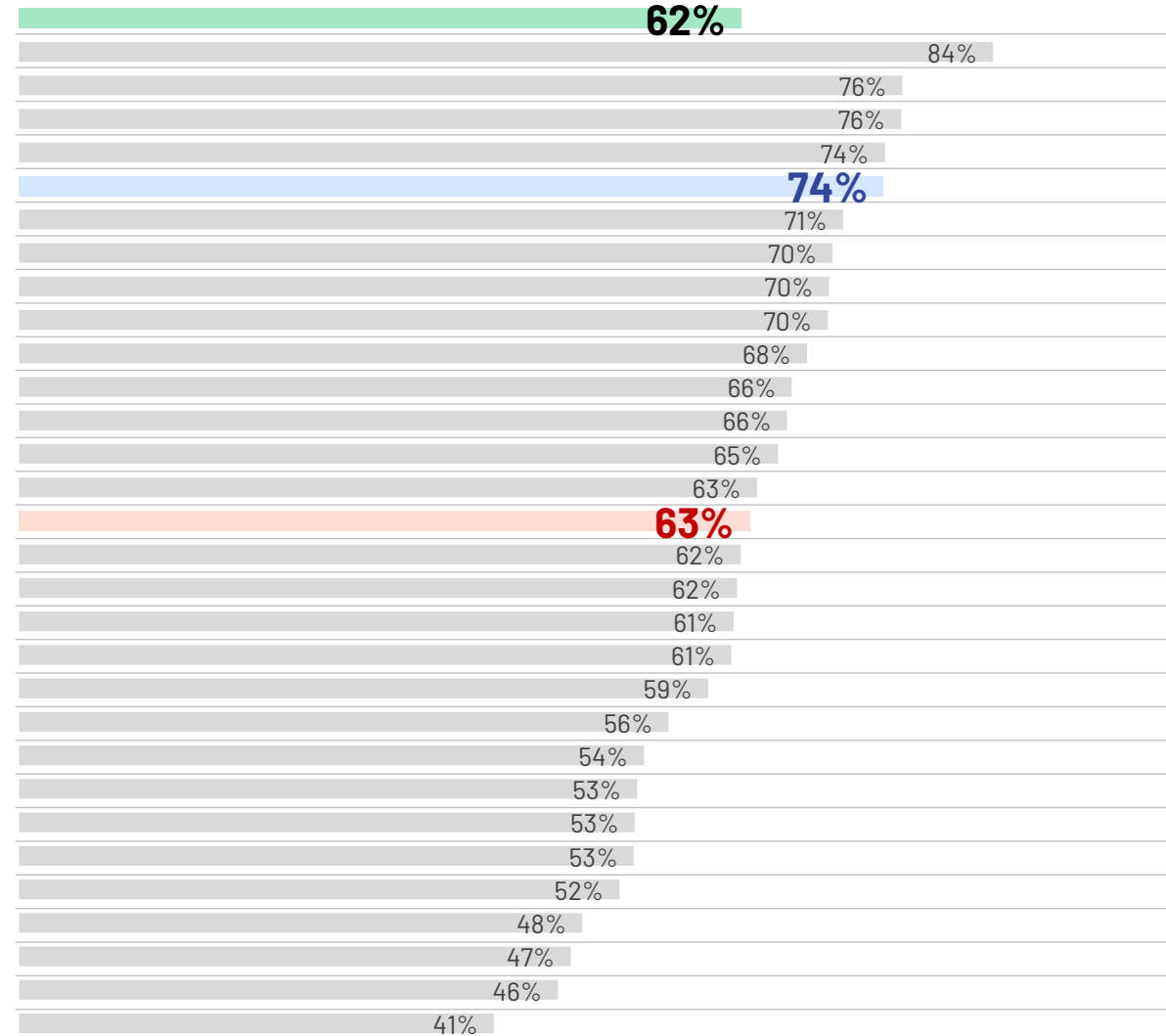
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% A very/somewhat a real threat



Change 2023

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



The personal safety and security for you and your family members being violated

Q: How real do you feel the threat is of the personal safety and security for you or your family members being violated in the next twelve months?

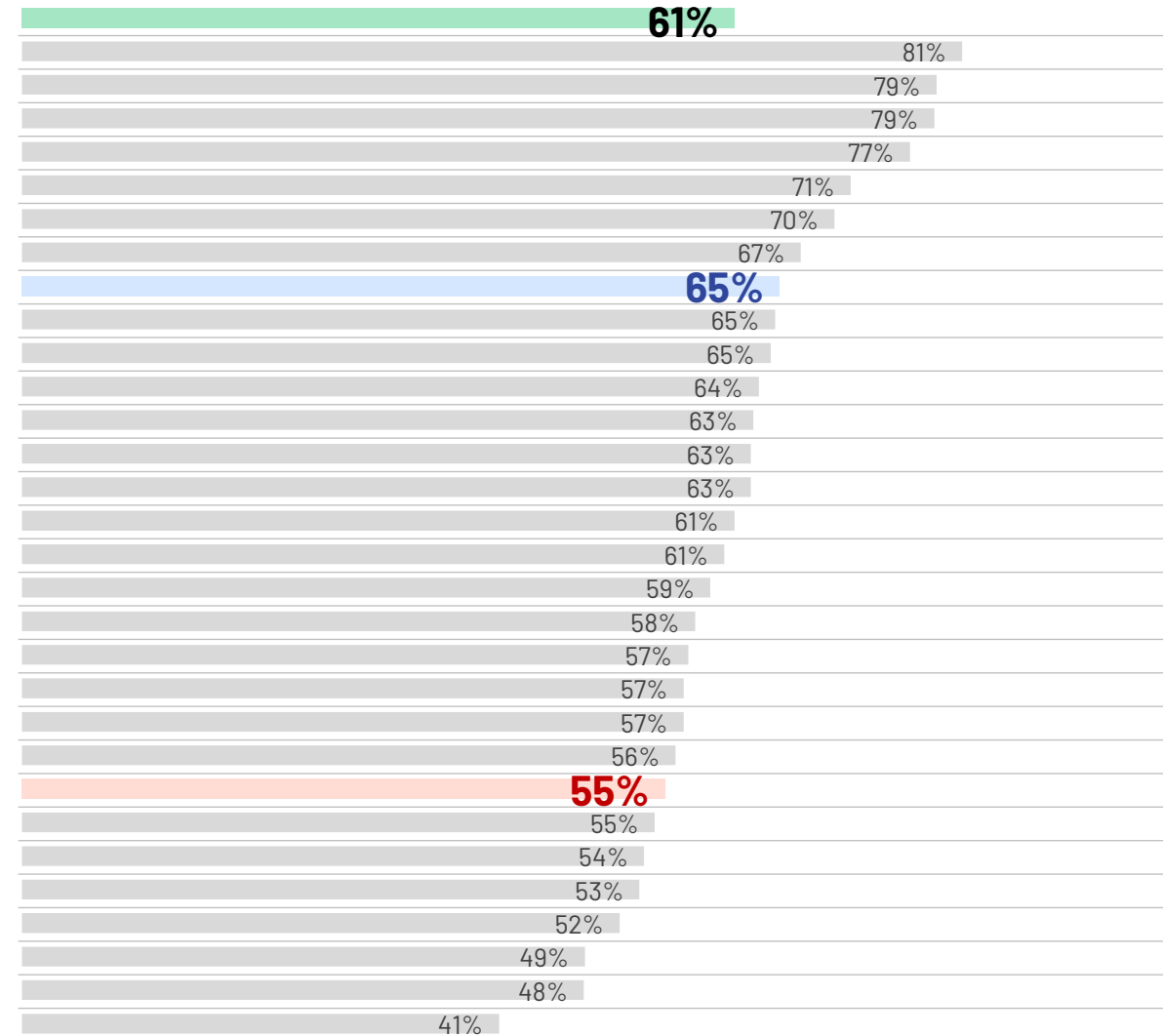
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% A very/somewhat a real threat



Change 2023

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



An AI-based defense system becoming a threat to humanity by breaking free of human control

Q: How real do you feel the threat is of an AI-based defense system becoming a threat to humanity by breaking free of human control?

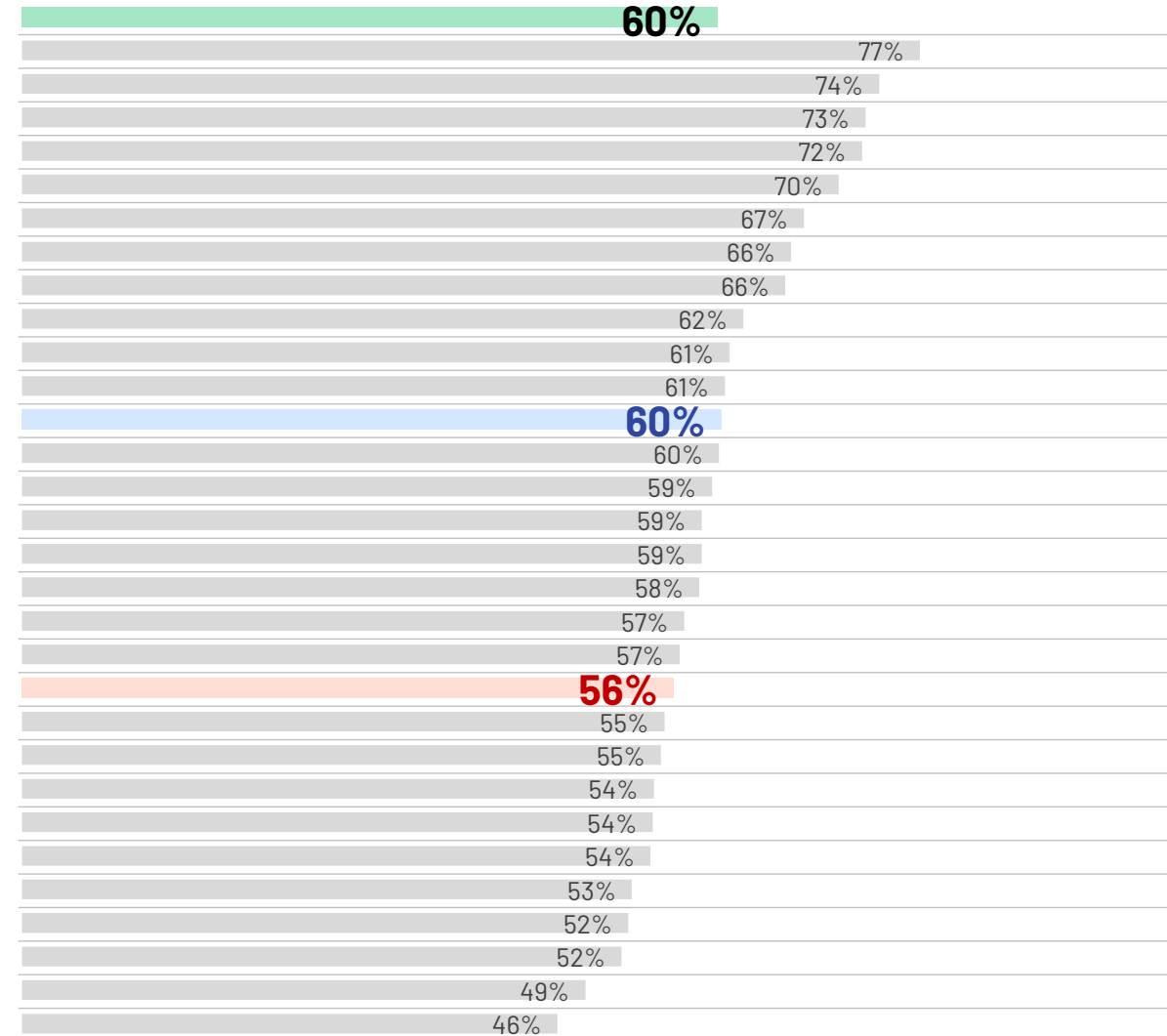
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% A very/somewhat a real threat



Change 2023

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



A violent conflict breaking out between ethnic or minority groups

Q: How real do you feel the threat is of a violent conflict breaking out between ethnic or minority groups in [country] in the next twelve months?

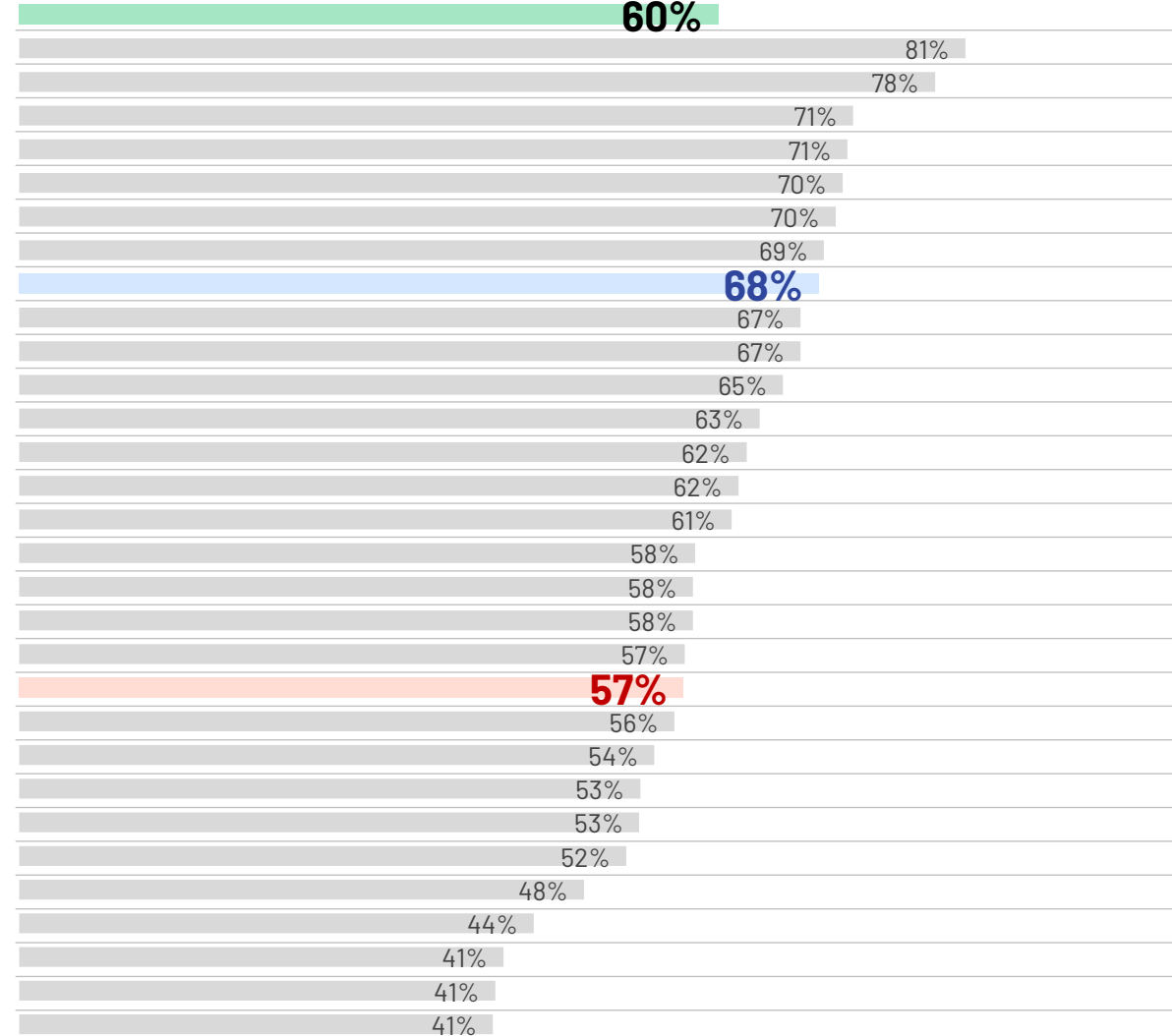
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% A very/somewhat a real threat



Change 2023

0 pp
4 pp
6 pp
-6 pp
10 pp
7 pp
-2 pp
9 pp
-5 pp
9 pp
3 pp
3 pp
3 pp
-4 pp
4 pp
3 pp
-2 pp
3 pp
-4 pp
-6 pp
-1 pp
-11 pp
0 pp
-4 pp
-8 pp
5 pp
-7 pp
-1 pp
-7 pp
-4 pp
-3 pp



Country being involved in an armed conflict with another nation

Q: How real do you feel the threat is of [country] being involved in an armed conflict with another nation in the next twelve months?

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

Thailand

Türkiye

United States

India

Japan

Great Britain

Singapore

France

Australia

South Africa

Indonesia

Poland

Germany

Malaysia

Canada

South Korea

Spain

Colombia

Italy

Belgium

Netherlands

Brazil

Peru

Ireland

Mexico

Sweden

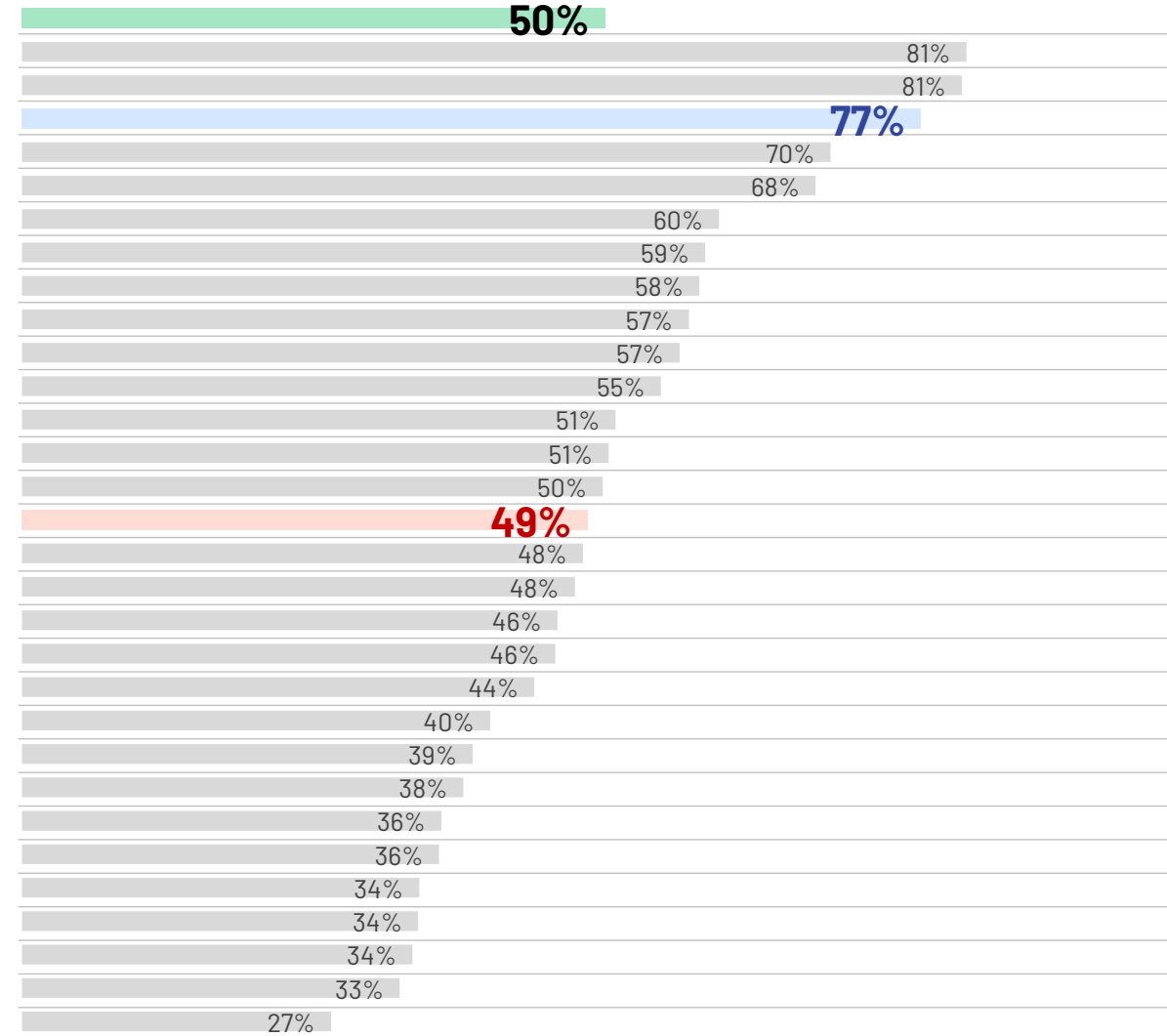
Argentina

New Zealand

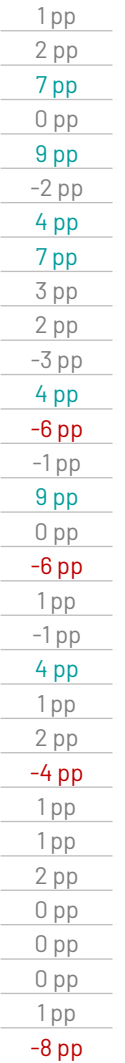
Chile

Hungary

% A very/somewhat a real threat



Change 2023



Confidence in Response to Threats

Citizens of 30 Countries Assess
Threats and Engagement in
International Affairs



Confidence in Government Response: Major Natural Disaster

Q: If a major natural disaster occurs in [country] in the next twelve months, how confident are you that the appropriate levels of security and protection could be provided by your government or its agencies could respond effectively?

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

Indonesia

India

Netherlands

Australia

Malaysia

Sweden

United States

New Zealand

Chile

Mexico

Singapore

Japan

Poland

South Korea

Canada

Thailand

South Africa

Germany

Spain

Ireland

Belgium

Great Britain

Colombia

Türkiye

Brazil

Argentina

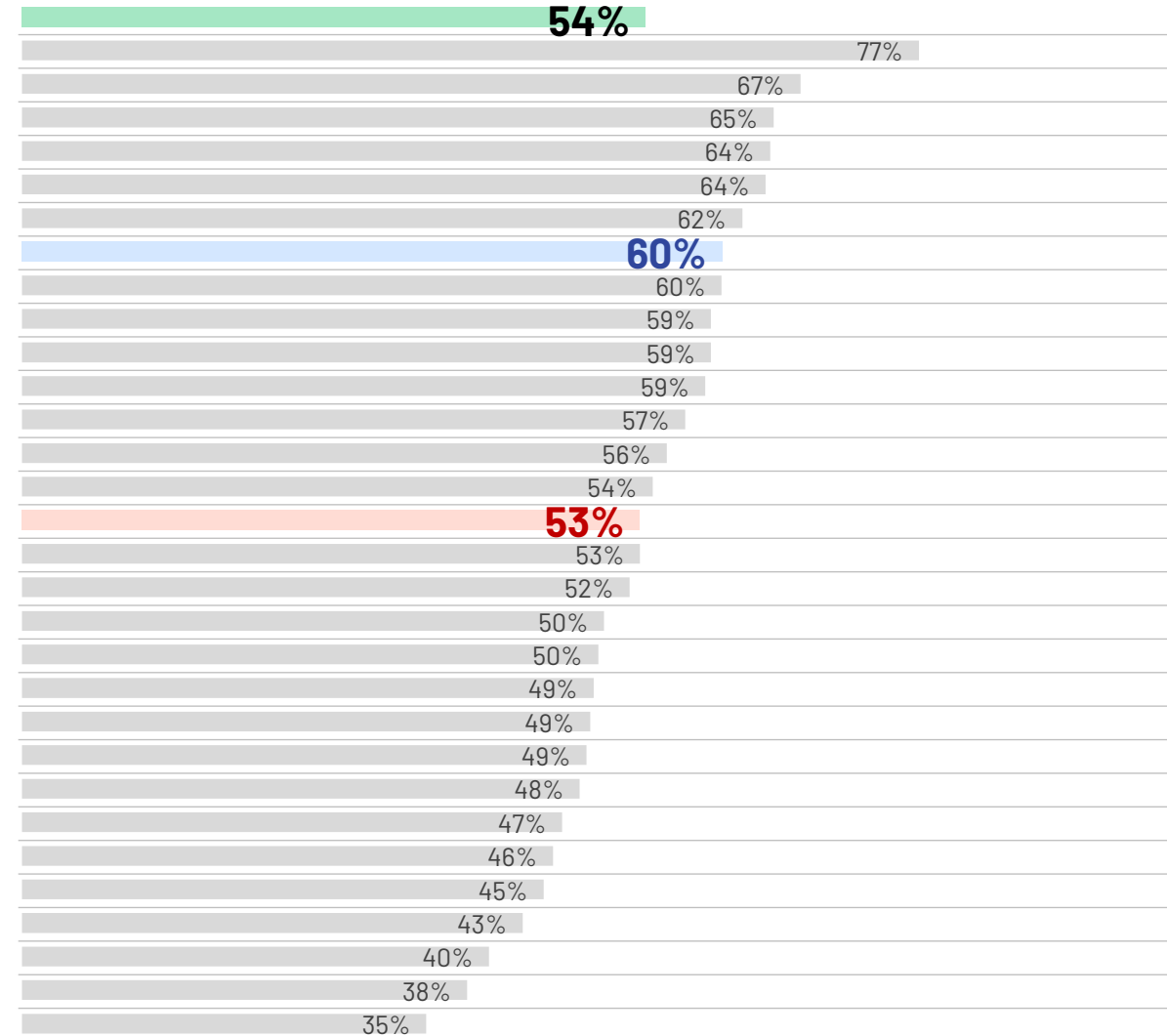
France

Hungary

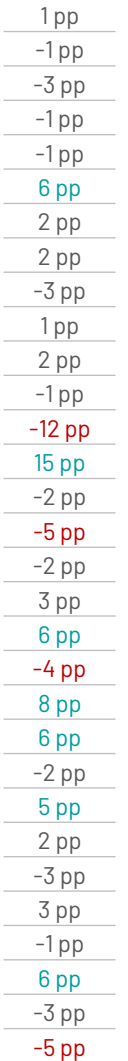
Peru

Italy

% Very/somewhat confident



Change 2023



Confidence in Government Response: Major Health Epidemic

Q: If a major health epidemic breaks out in [country] in the next twelve months, how confident are you that the appropriate levels of security and protection could be provided by your government or its agencies could respond effectively?

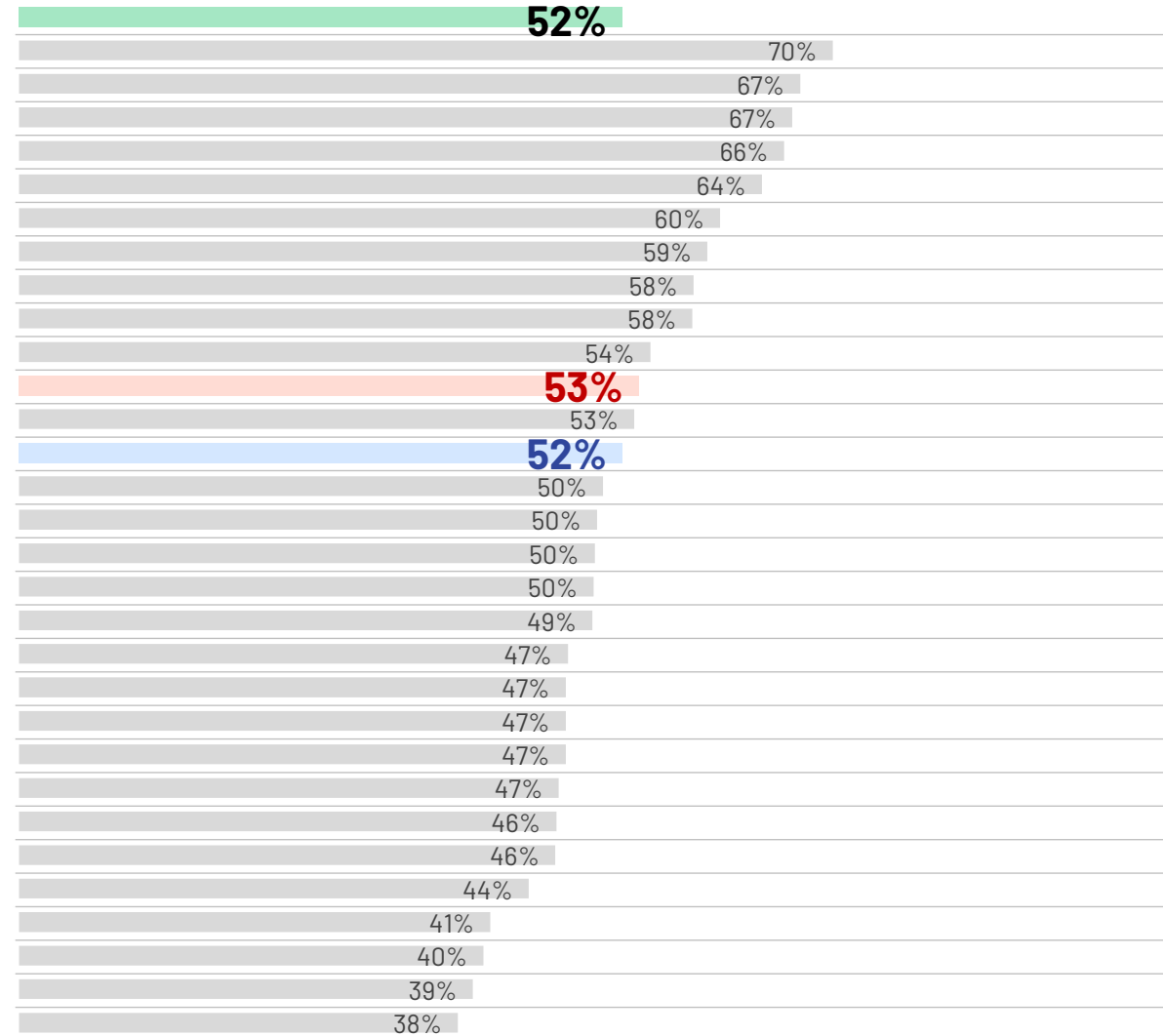
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Very/somewhat confident



Change 2023

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



Confidence in Government Response: Disinformation

Q: If some person, organisation/organization, or country deliberately spreading disinformation to influence public opinion, how confident are you that the appropriate levels of security and protection could be provided by your government or its agencies could respond effectively?

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

Indonesia
Singapore
Malaysia
India
Poland
South Africa
Thailand
Australia
South Korea
Netherlands

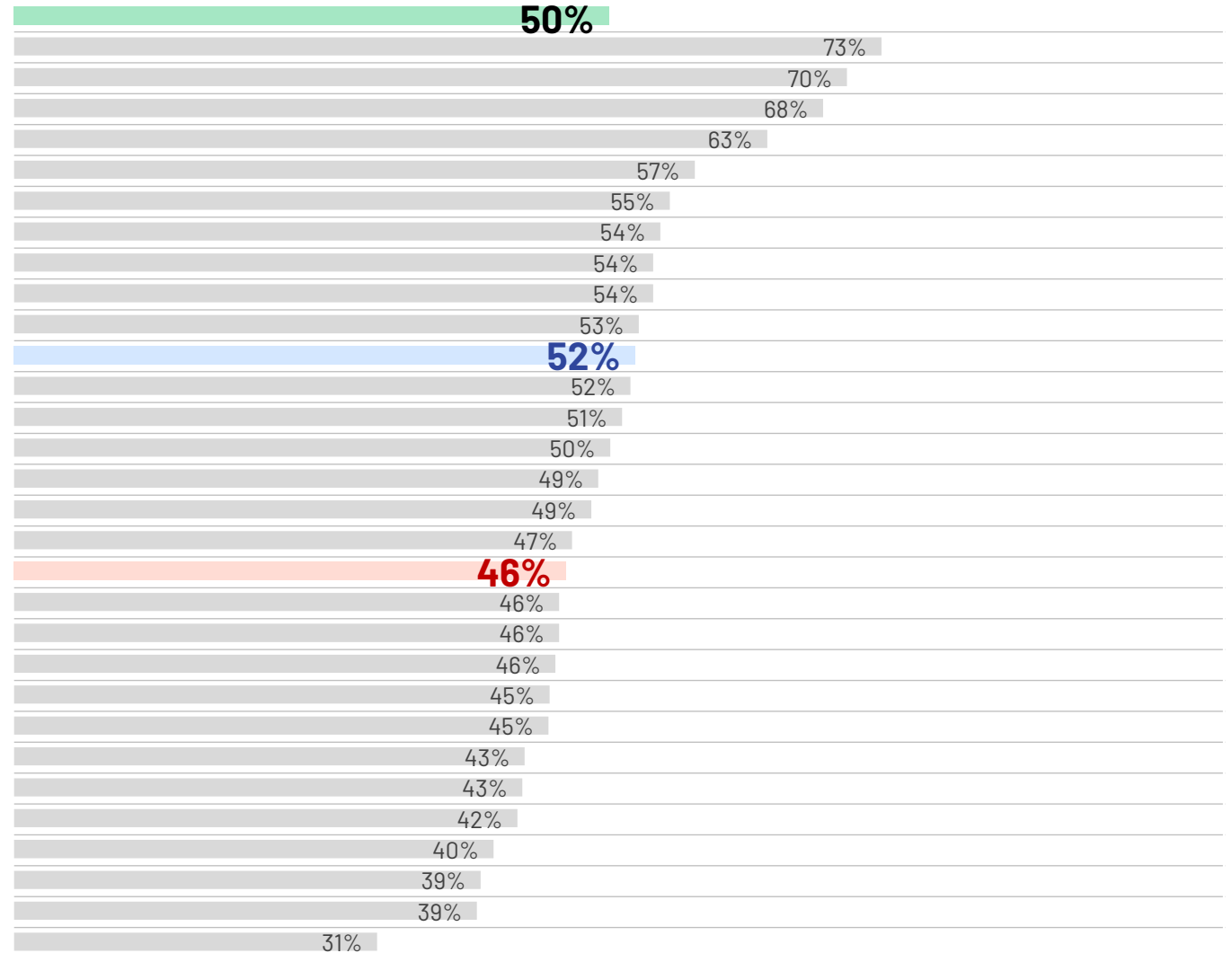
United States

Sweden
Ireland
New Zealand
Germany
Brazil
Mexico

Canada

Belgium
Japan
Great Britain
Hungary
Argentina
Spain
Türkiye
Chile
Colombia
Italy
France
Peru

% Very/somewhat confident



Confidence in Government Response: Terrorist Attack

Q: If a terrorist attack occurs in [country] in the next twelve months, how confident are you that the appropriate levels of security and protection could be provided by your government or its agencies could respond effectively?

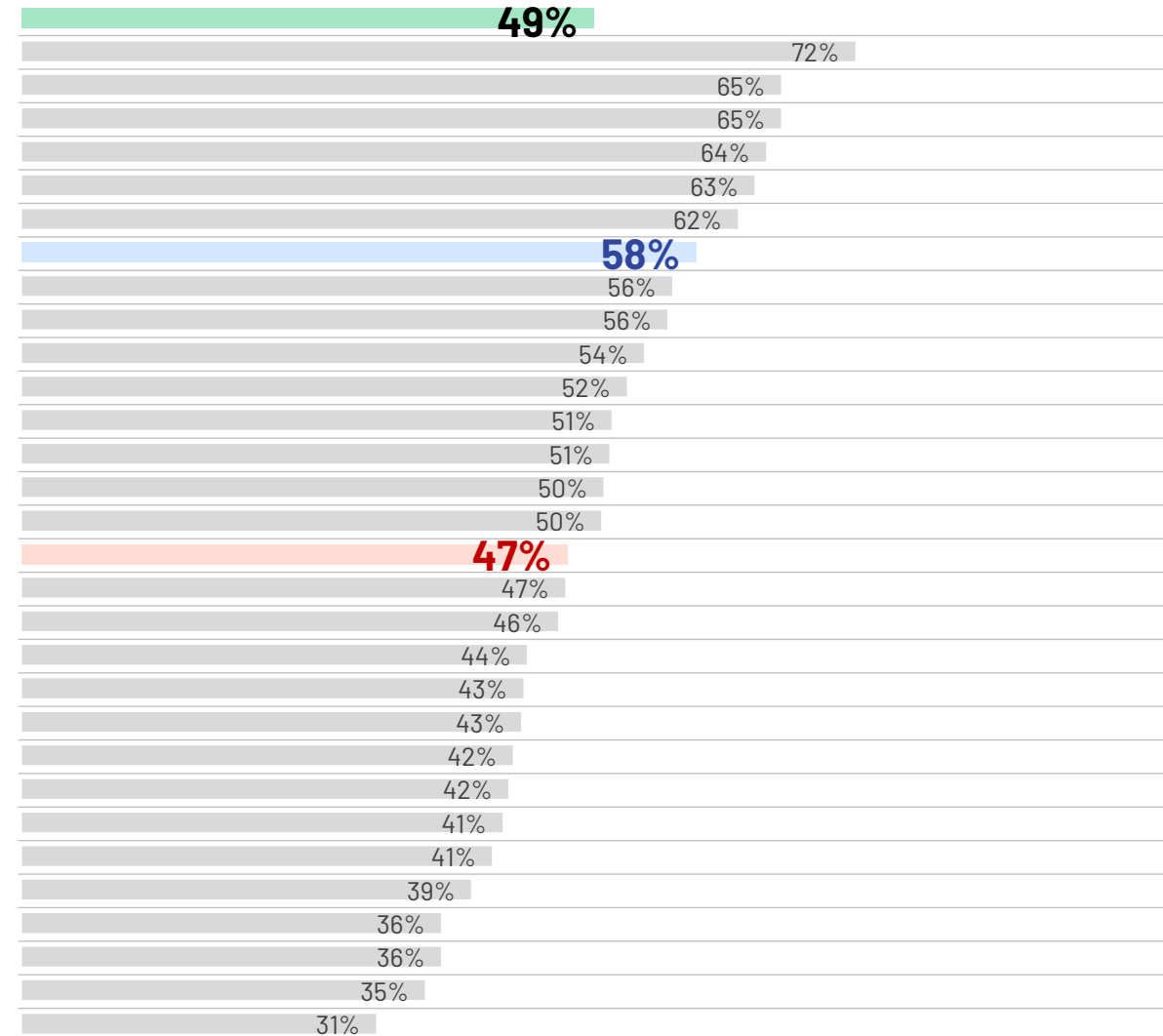
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Very/somewhat confident



Change 2023

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



Confidence in Government Response: Personal Safety

Q: If the personal safety and security of you or your family is violated in the next twelve months, how confident are you that the appropriate levels of security and protection could be provided by your government or its agencies could respond effectively?

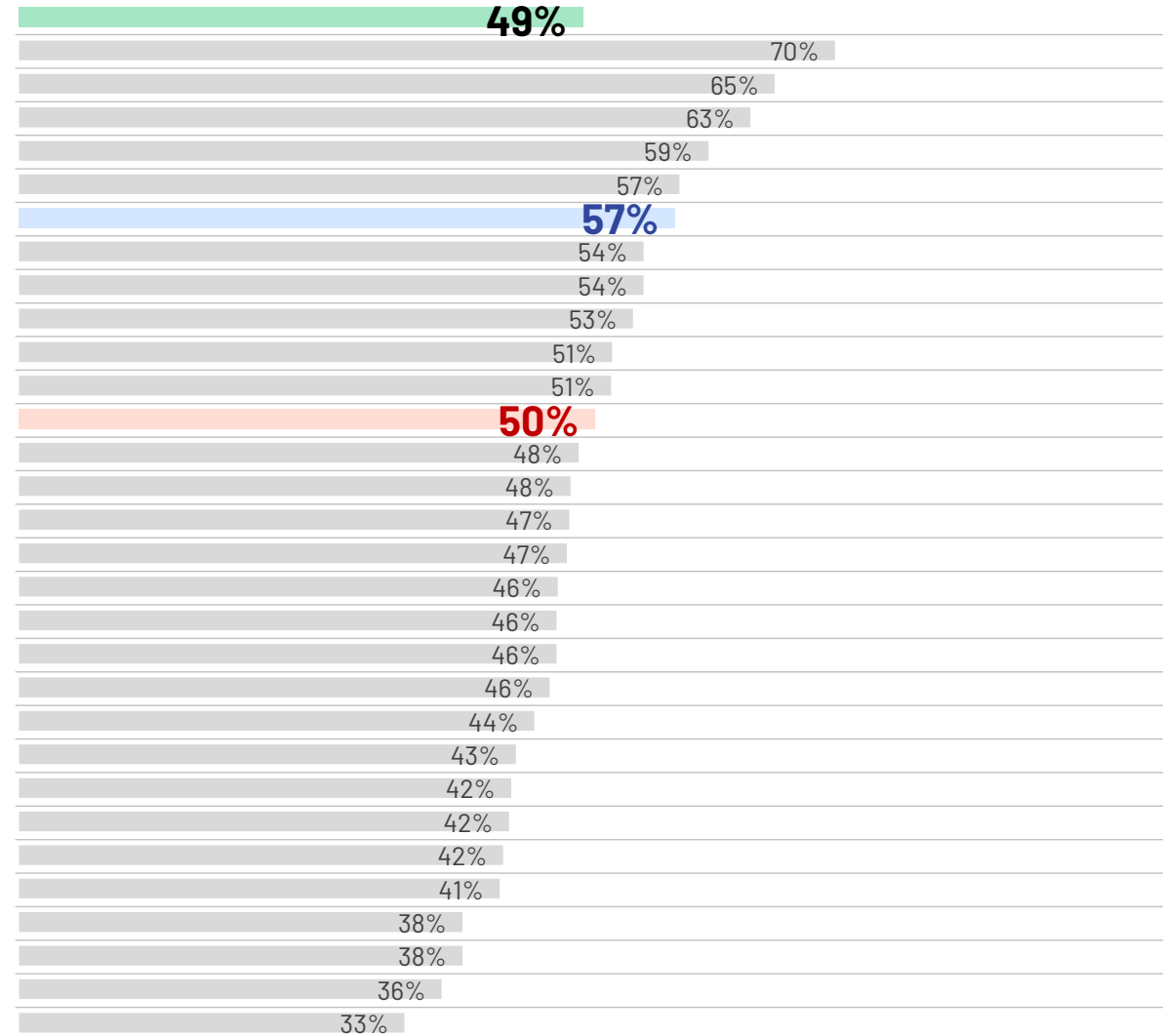
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Very/somewhat confident



Change 2023

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



Confidence in Government Response: Violent Conflict

Q: If a violent conflict breaks out between ethnic or minority groups in [country] in the next twelve months, how confident are you that the appropriate levels of security and protection could be provided by your government or its agencies could respond effectively?

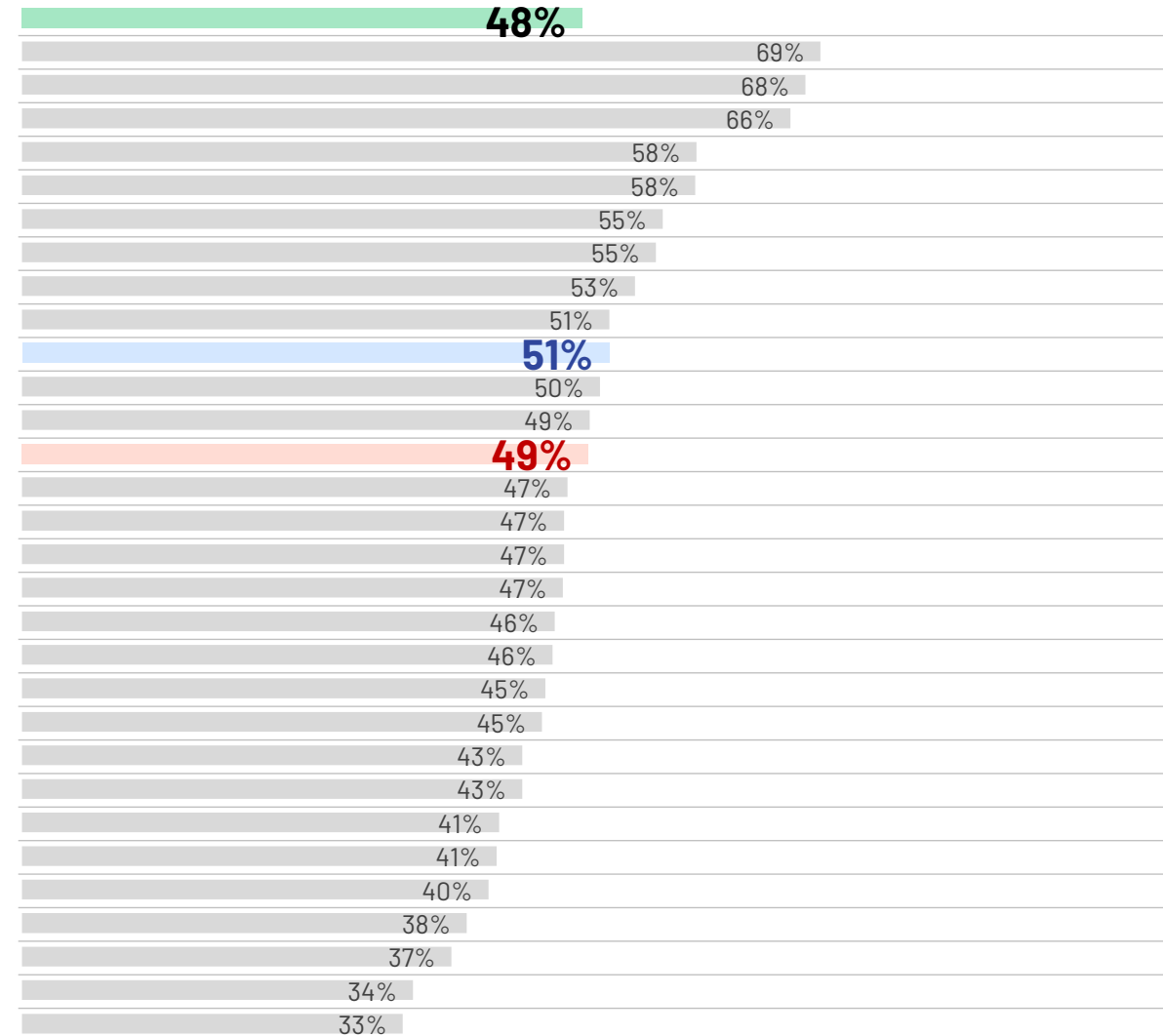
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Very/somewhat confident



Change 2023

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



Confidence in Government Response: Hacking

Q: If some person, organization or country hacks into either your public, private or personal information system for fraudulent or espionage purposes in the next twelve months, how confident are you that the appropriate levels of security and protection could be provided by your government or its agencies could respond effectively?

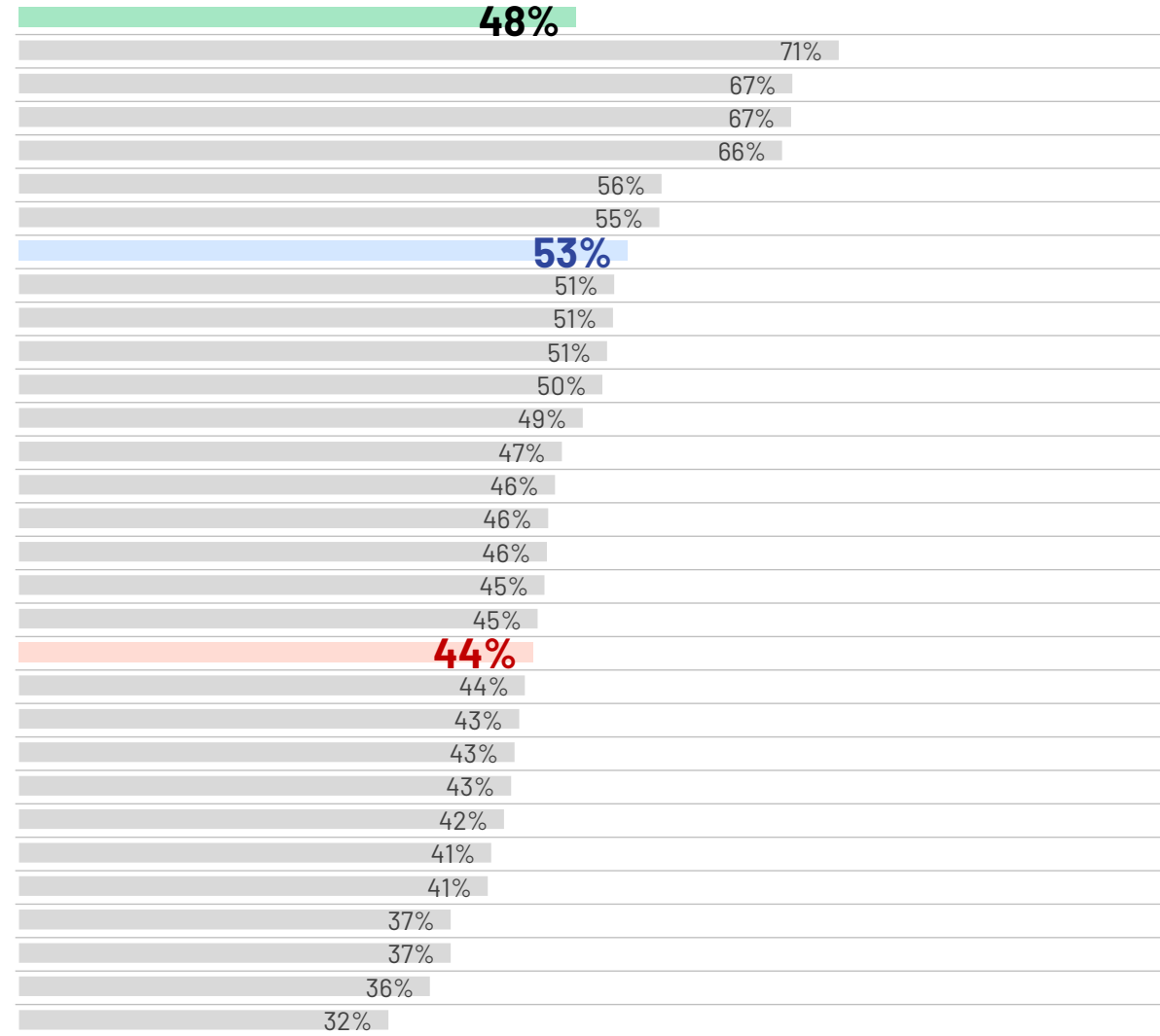
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Very/somewhat confident



Change 2023

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



Confidence in Government Response: Armed Conflict

Q: If your country is involved in an armed conflict with another nation in the next twelve months, how confident are you that the appropriate levels of security and protection could be provided by your government or its agencies could respond effectively?

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

India

United States

Singapore

Indonesia

Netherlands

Sweden

Türkiye

Australia

Great Britain

Poland

Malaysia

Canada

South Africa

Chile

Japan

South Korea

Spain

Germany

New Zealand

Thailand

Mexico

Brazil

Ireland

Belgium

Italy

France

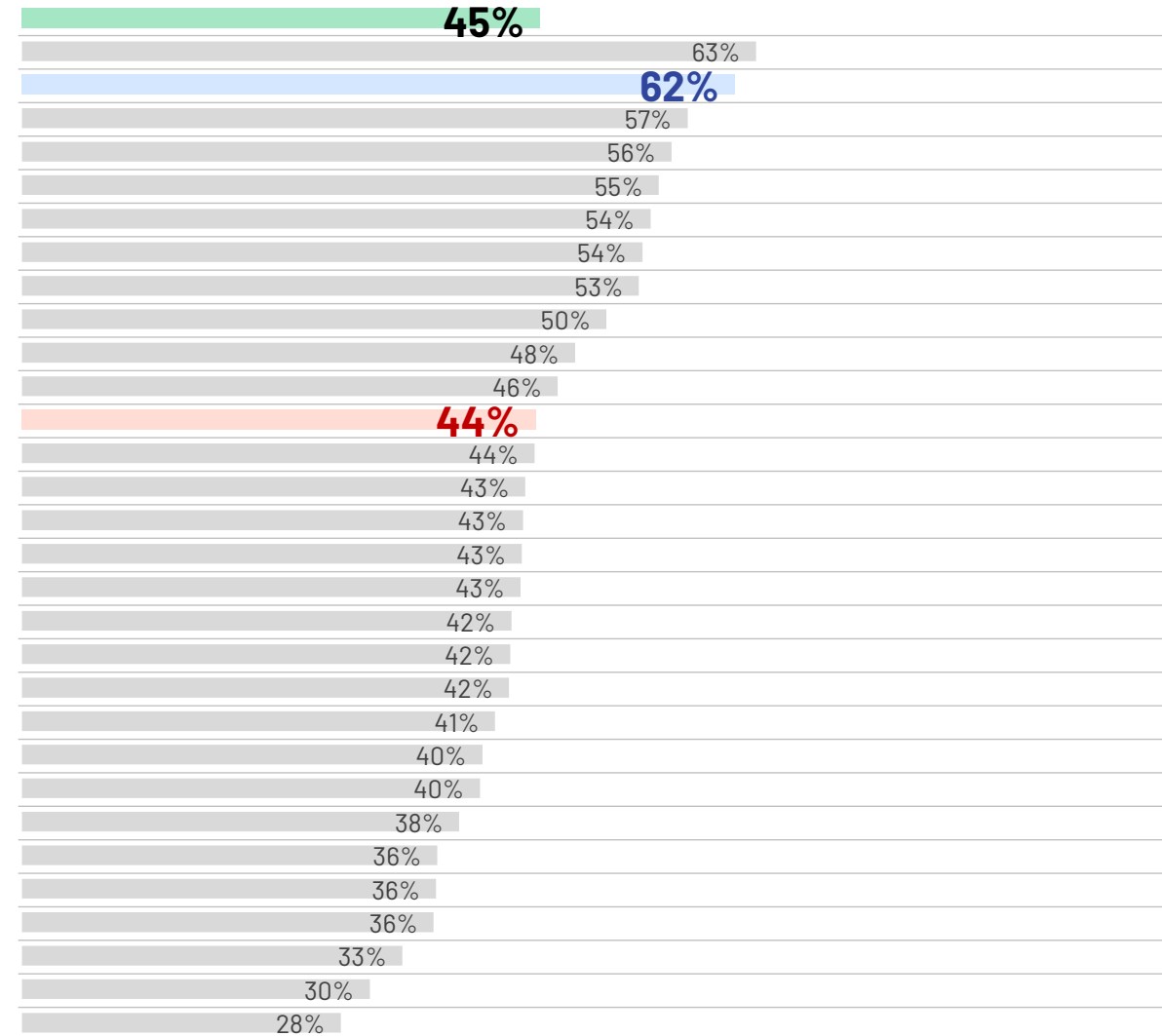
Colombia

Argentina

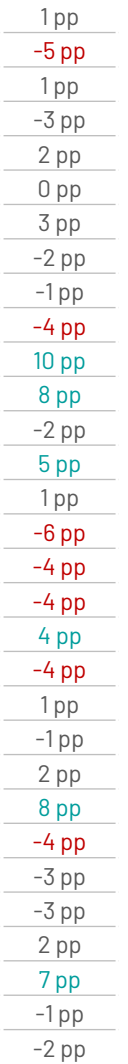
Peru

Hungary

% Very/somewhat confident



Change 2023



Confidence in Government Response: Nuclear, Biological or Chemical Attack

Q: If a nuclear, biological or chemical attack took place somewhere in the world in the next twelve months, how confident are you that the appropriate levels of security and protection could be provided by your government or its agencies could respond effectively?

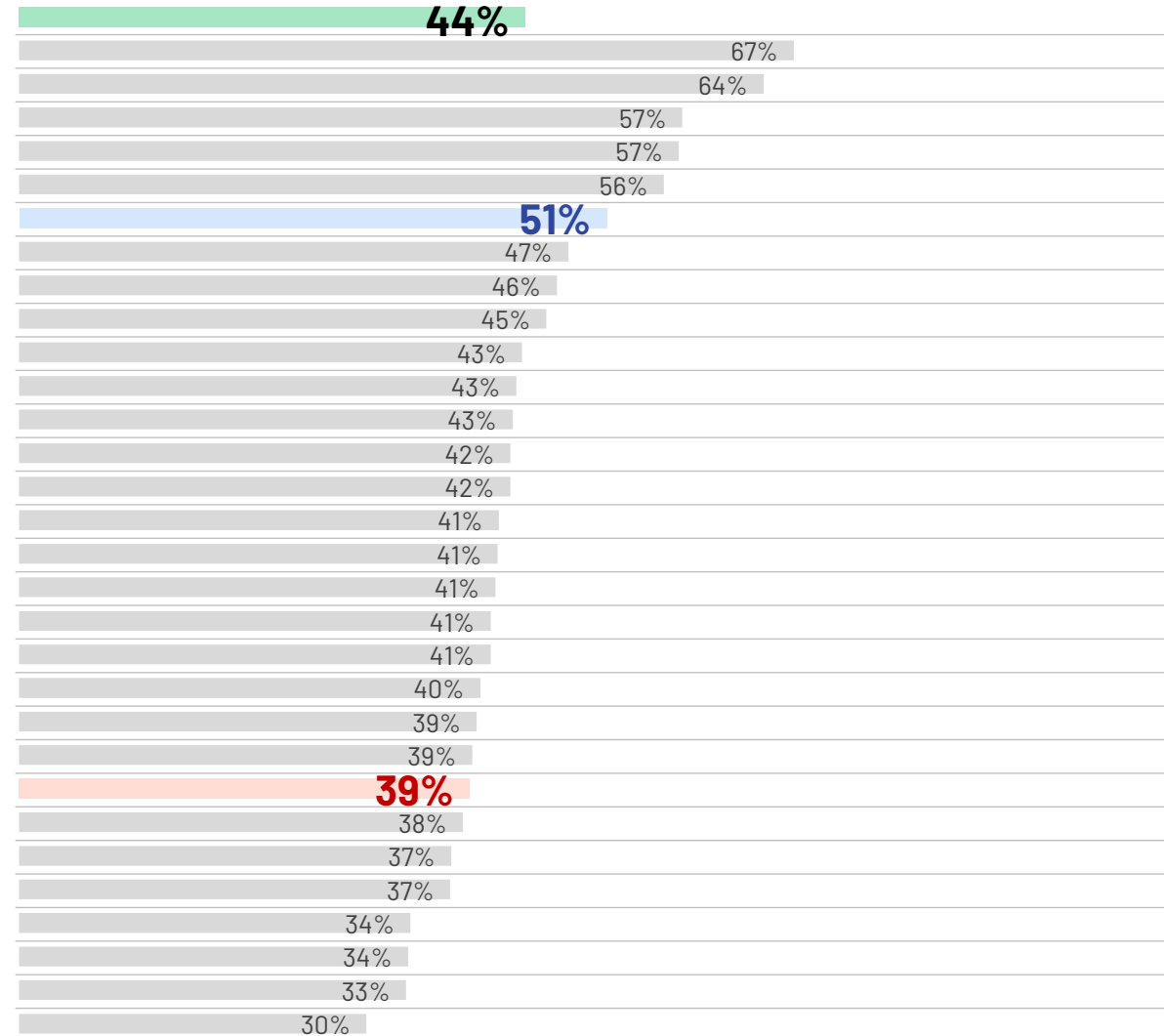
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Very/somewhat confident



Change 2023

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



Confidence in Government Response: Artificial Intelligence

Q: If an artificial intelligence-based defense system were to break free of human control, how confident are you that the appropriate levels of security and protection could be provided by your government or its agencies could respond effectively?

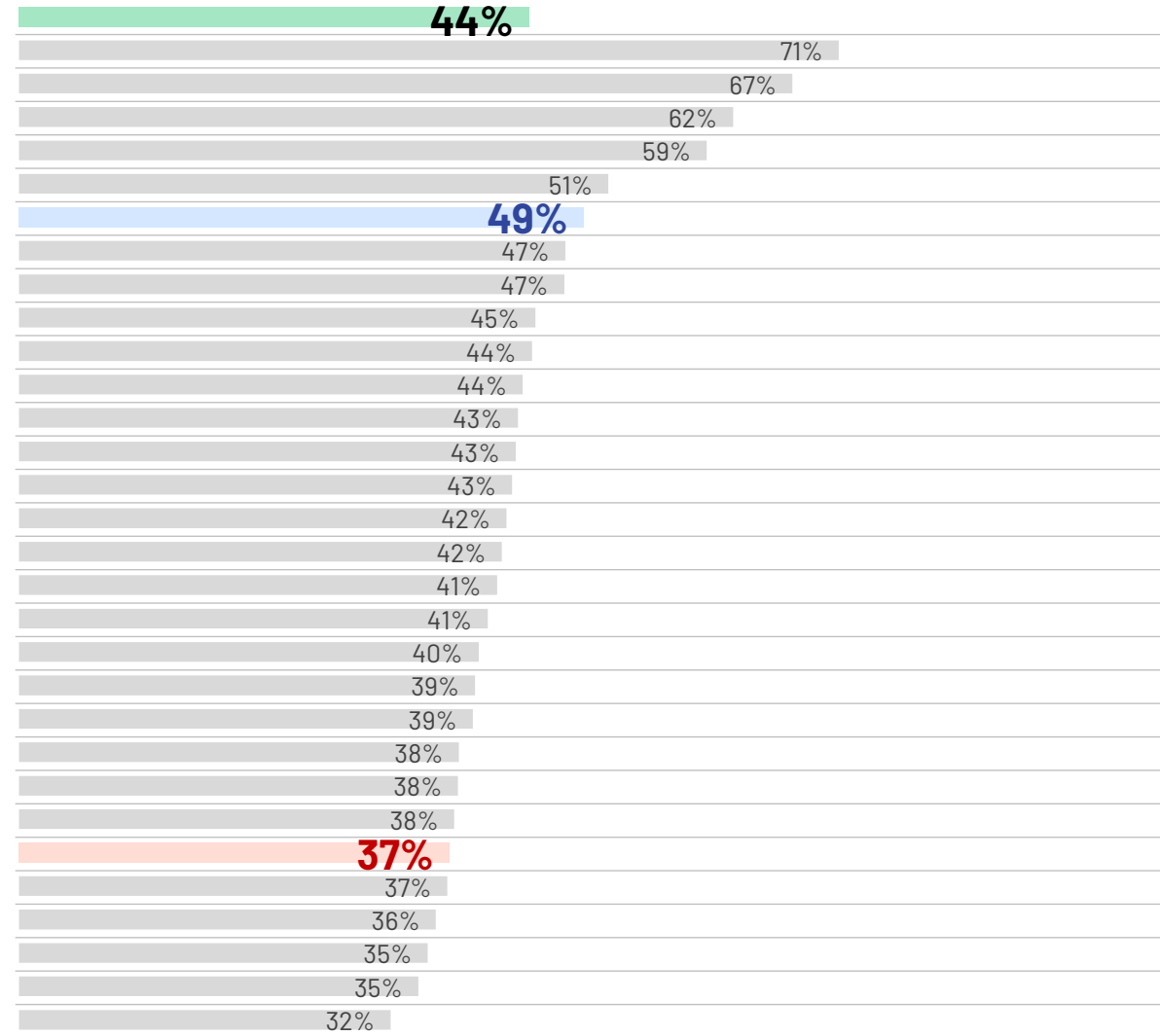
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Very/somewhat confident



Change 2023

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



Global Gap Between Priority Of Threat And Level Of Preparation

Citizens of 30 Countries Assess
Threats and Engagement in
International Affairs

Global gap between priority of threat and level of preparation

Level of perceived preparation minus level of concern

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

30-country average

A nuclear, biological or chemical attack taking place somewhere in the world

Some person, organization or country hacking into either your public, private or personal information system for fraudulent or espionage purposes

Some person, organization, or country deliberately spreading disinformation to influence public opinion

A terrorist attack taking place in your country

A major natural disaster occurring in your country

An AI-based defense system becoming a threat to humanity by breaking free of human control

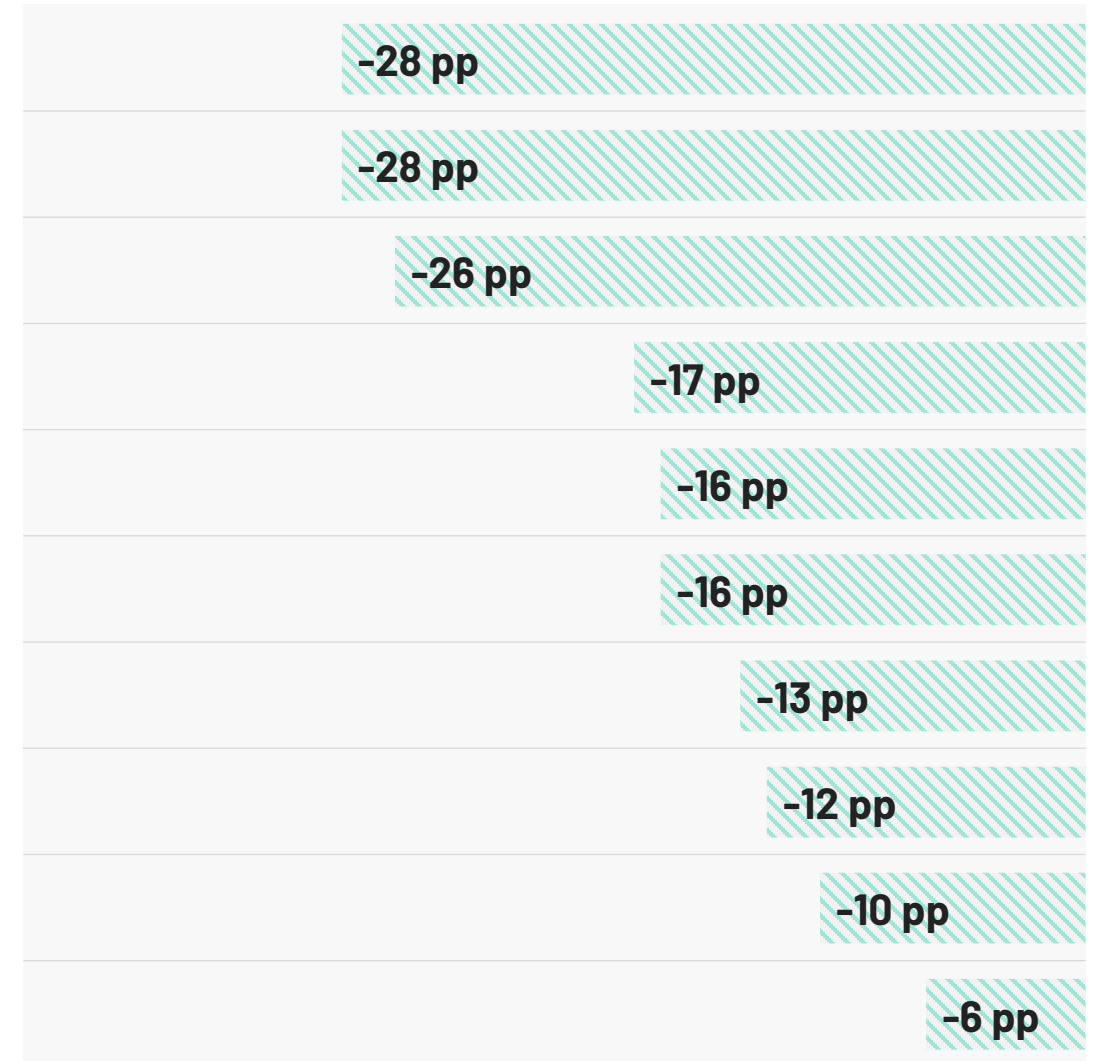
The personal safety and security for you or your family members being violated

A violent conflict breaking out between ethnic or minority groups in your country

A major health epidemic breaking out in your country

Your country being involved in an armed conflict with another nation

Gap



Global gap between priority of threat and level of preparation: Canada

Level of perceived preparation minus level of concern

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Canada

A nuclear, biological or chemical attack taking place somewhere in the world

Some person, organization or country hacking into either your public, private or personal information system for fraudulent or espionage purposes

Some person, organization, or country deliberately spreading disinformation to influence public opinion in

A terrorist attack taking place in your country

An AI-based defense system becoming a threat to humanity by breaking free of human control

A major natural disaster occurring in your country

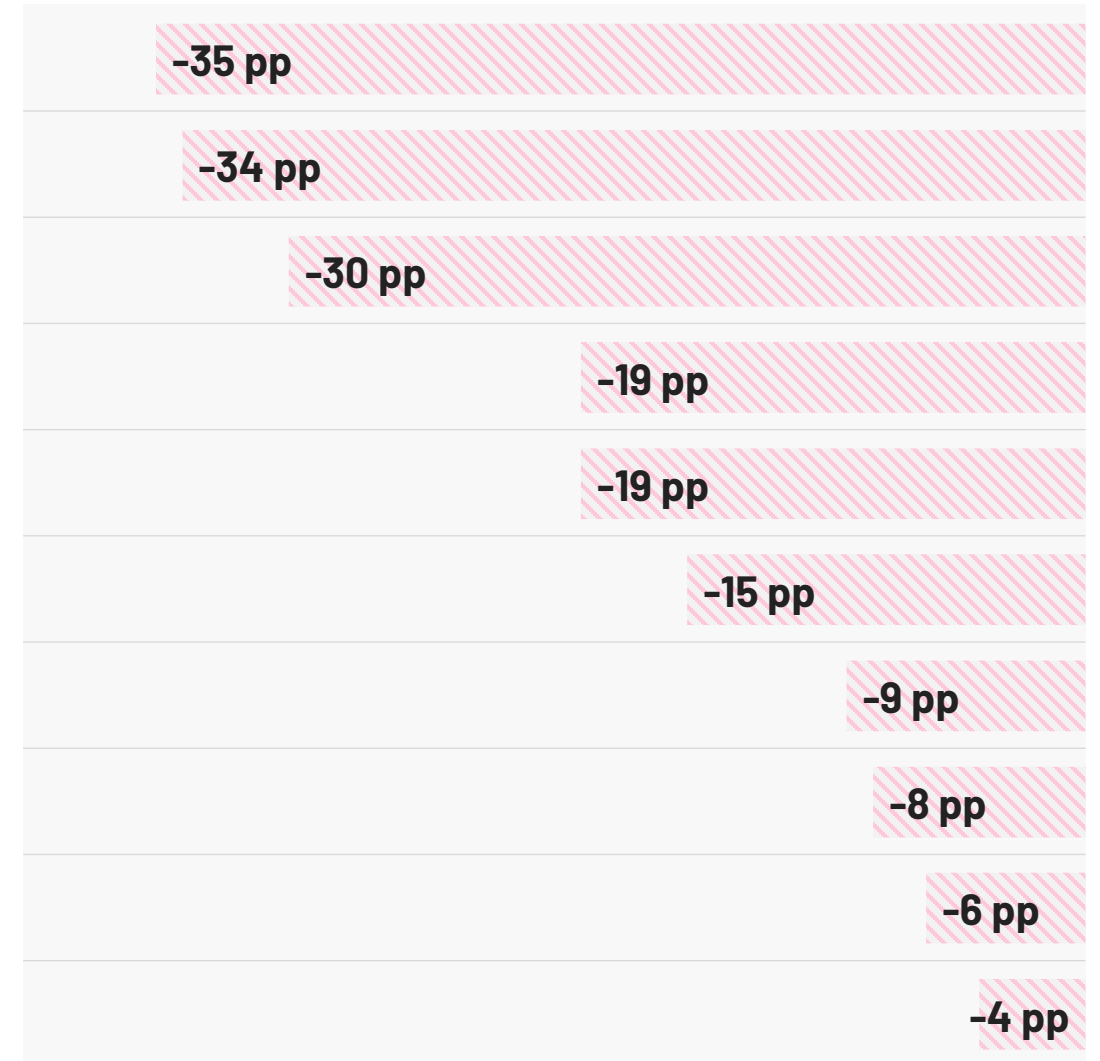
A major health epidemic breaking out in your country

A violent conflict breaking out between ethnic or minority groups in your country

The personal safety and security for you or your family members being violated

Your country being involved in an armed conflict with another nation

Gap



Global gap between priority of threat and level of preparation: United States

Level of perceived preparation minus level of concern

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

United States

Some person, organization or country hacking into either your public, private or personal information system for fraudulent or espionage purposes

Some person, organization, or country deliberately spreading disinformation to influence public opinion in

A nuclear, biological or chemical attack taking place somewhere in the world

A terrorist attack taking place in your country

A major natural disaster occurring in your country

A major health epidemic breaking out in your country

A violent conflict breaking out between ethnic or minority groups in your country

Your country being involved in an armed conflict with another nation

An AI-based defense system becoming a threat to humanity by breaking free of human control

The personal safety and security for you or your family members being violated

Gap

-36 pp

-32 pp

-28 pp

-24 pp

-24 pp

-22 pp

-18 pp

-16 pp

-11 pp

-9 pp



Willingness to Engage in World Affairs

Citizens of 30 Countries Assess
Threats and Engagement in
International Affairs



Turning focus inward amid difficult economic times

Q: Given the difficult economic issues in [country] today, [country] needs to focus less on the world and more at home

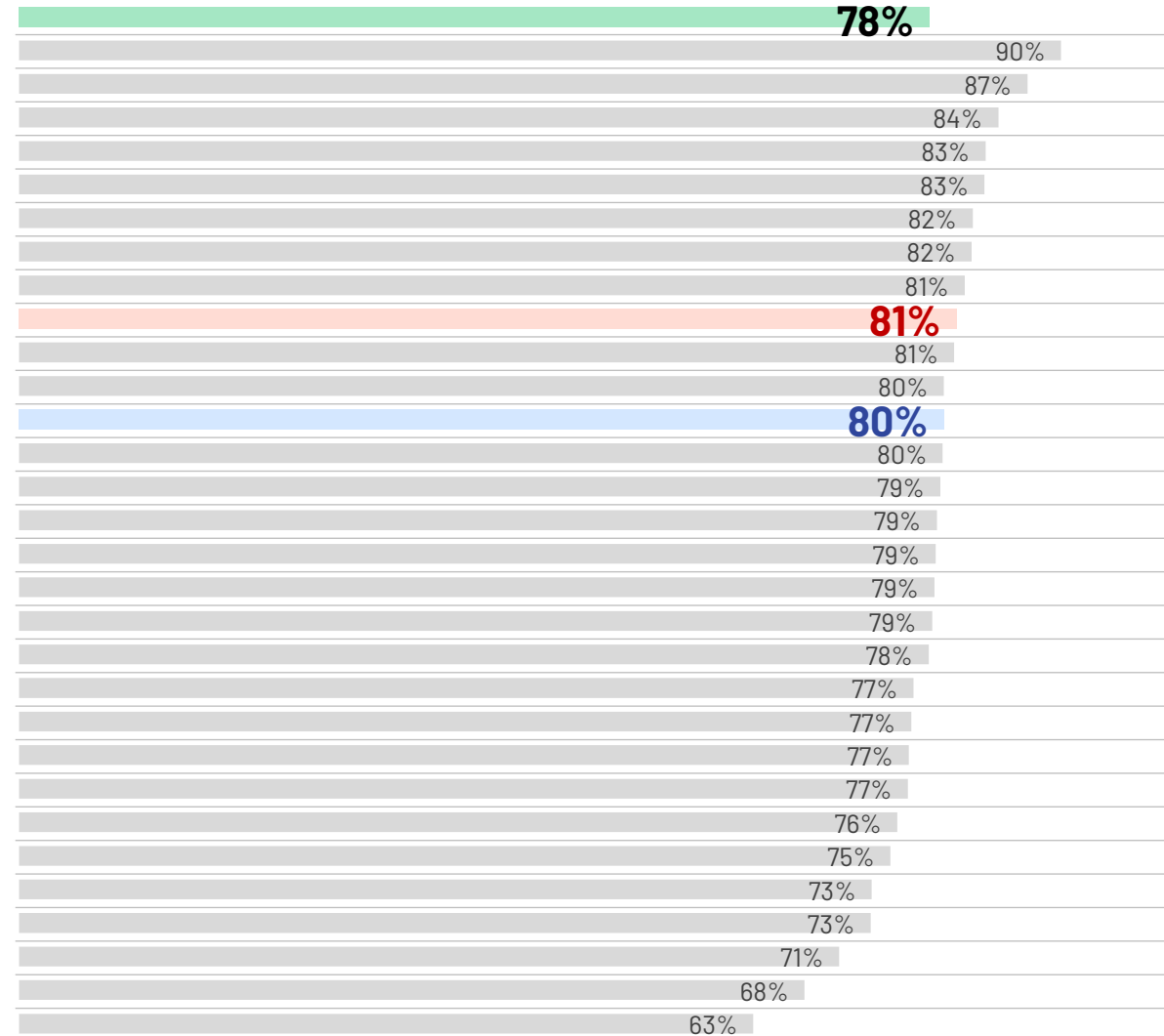
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Somewhat/strongly agree



Change 2023

-1 pp
0 pp
0 pp
-2 pp
-6 pp
1 pp
-2 pp
-1 pp
3 pp
-1 pp
0 pp
-1 pp
1 pp
3 pp
-5 pp
-3 pp
3 pp
3 pp
-2 pp
-2 pp
2 pp
2 pp
0 pp
3 pp
3 pp
1 pp
-1 pp
-13 pp
-4 pp
-3 pp
-5 pp



Working with other countries

Q: [Country] should work with other countries towards global goals, even if [country] does not always get exactly what we want

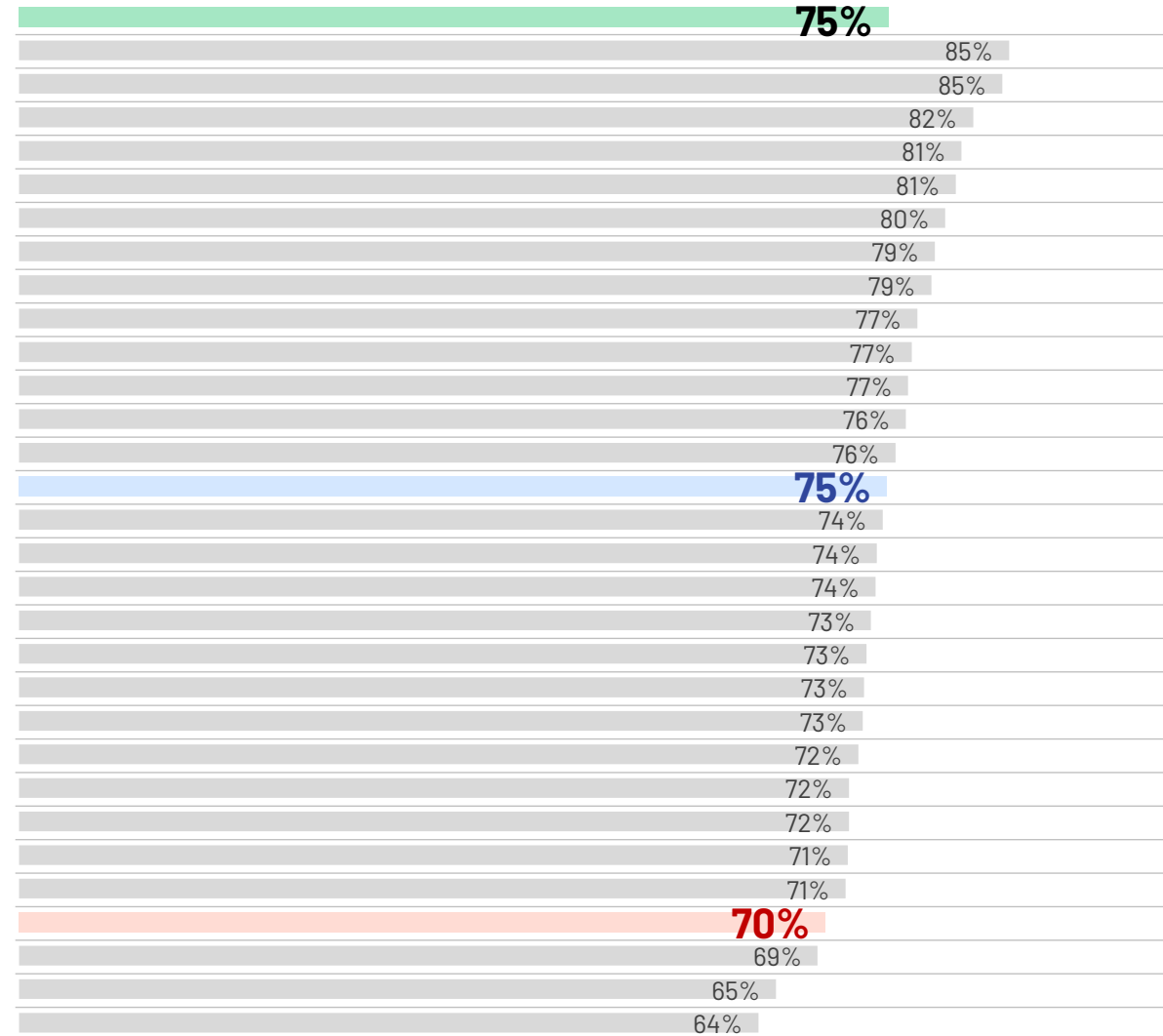
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Somewhat/strongly agree



Change 2023

-3 pp
-3 pp
-4 pp
0 pp
-4 pp
-3 pp
0 pp
-4 pp
-2 pp
-2 pp
-3 pp
-3 pp
-5 pp
-2 pp
1 pp
-12 pp
-3 pp
-5 pp
-3 pp
-1 pp
-5 pp
-1 pp
-7 pp
-7 pp
-2 pp
1 pp
-1 pp
-7 pp
-4 pp
-4 pp
2 pp



Moral leader

Q: [Country] has a responsibility to be a moral leader in the world and set an example for other countries to follow

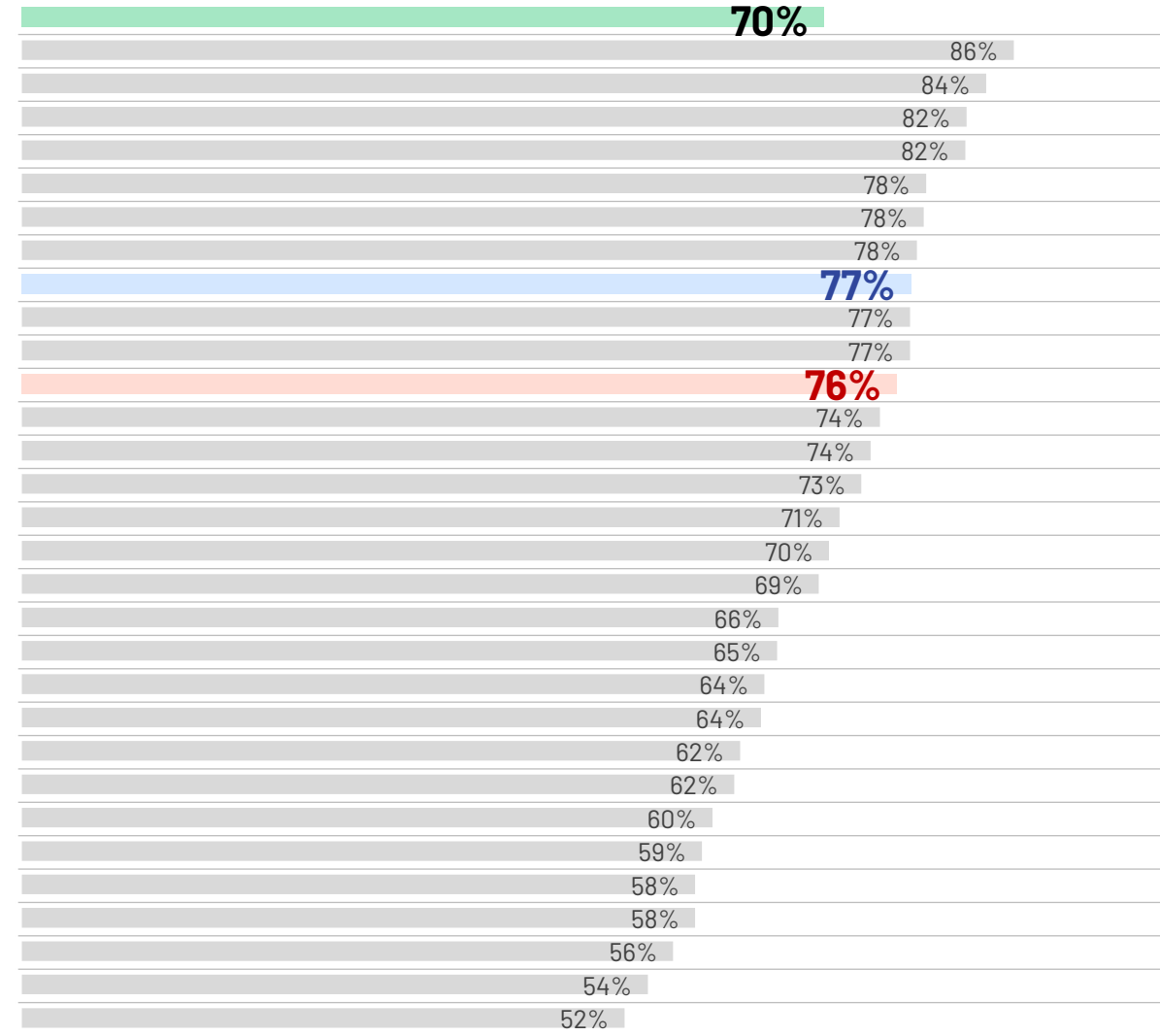
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Somewhat/strongly agree



Change 2023

-2 pp
-4 pp
0 pp
0 pp
-3 pp
-5 pp
-5 pp
-2 pp
-3 pp
-1 pp
-2 pp
-3 pp
-14 pp
-5 pp
-4 pp
-1 pp
-4 pp
-5 pp
-1 pp
0 pp
9 pp
4 pp
-2 pp
2 pp
-6 pp
-4 pp
-6 pp
-8 pp
-3 pp
-3 pp
2 pp



Good example of democracy

Q: [COUNTRY] is a good example of a democracy

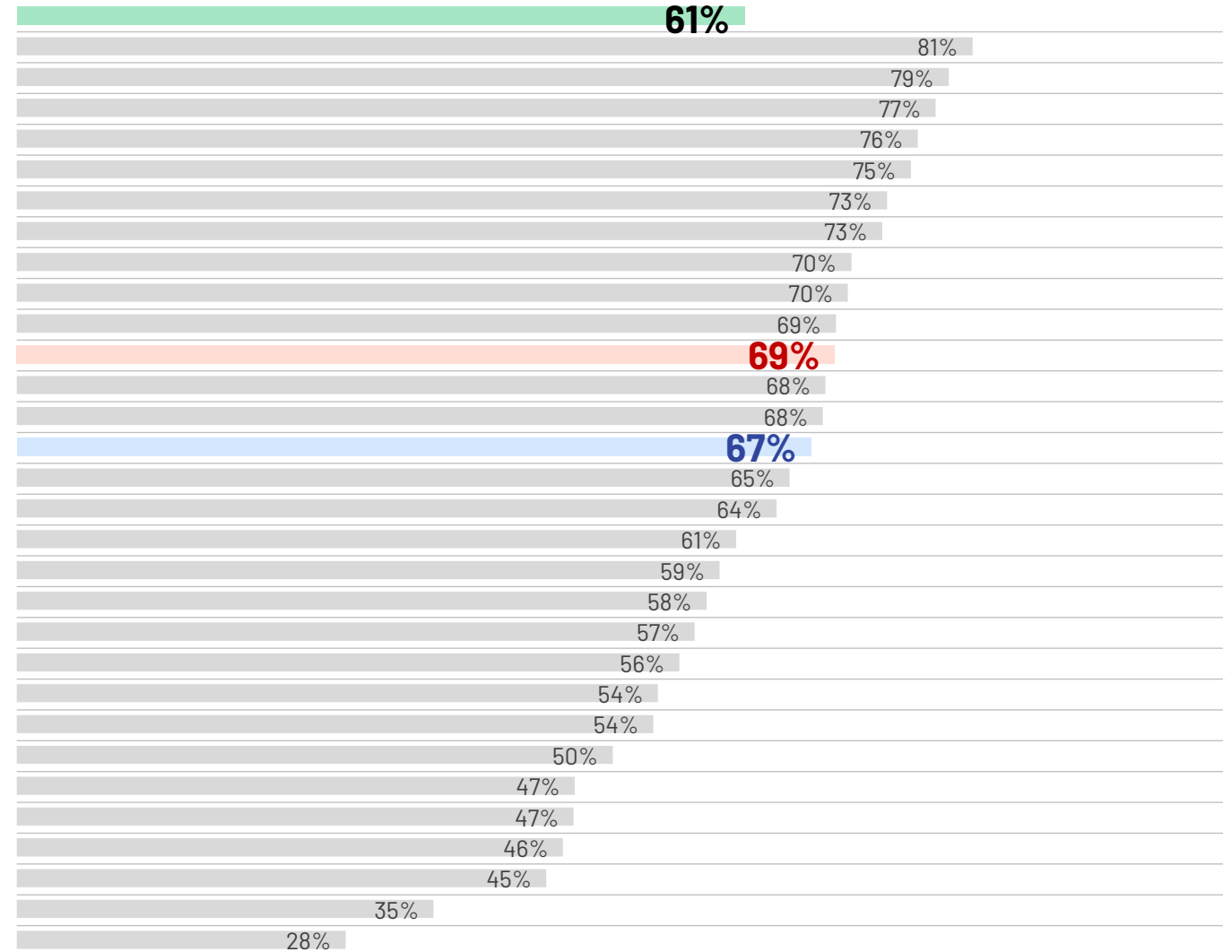
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Somewhat/strongly agree



Willingness to Engage in World Affairs (Global Average)

Q: To what extent do you agree or disagree with each of the following statements? (% somewhat/strongly agree)

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

30-country average

% Somewhat/strongly agree

Change 2023

Given the difficult economic issues in my country today, my country needs to focus less on the world, and more at home

78%

-1 pp

My country should work with other countries towards global goals, even if my country does not always get exactly what we want

75%

-3 pp

My country has a responsibility to be a moral leader in the world and set an example for other countries to follow

70%

-2 pp

My country is a good example of democracy

61%

0 pp



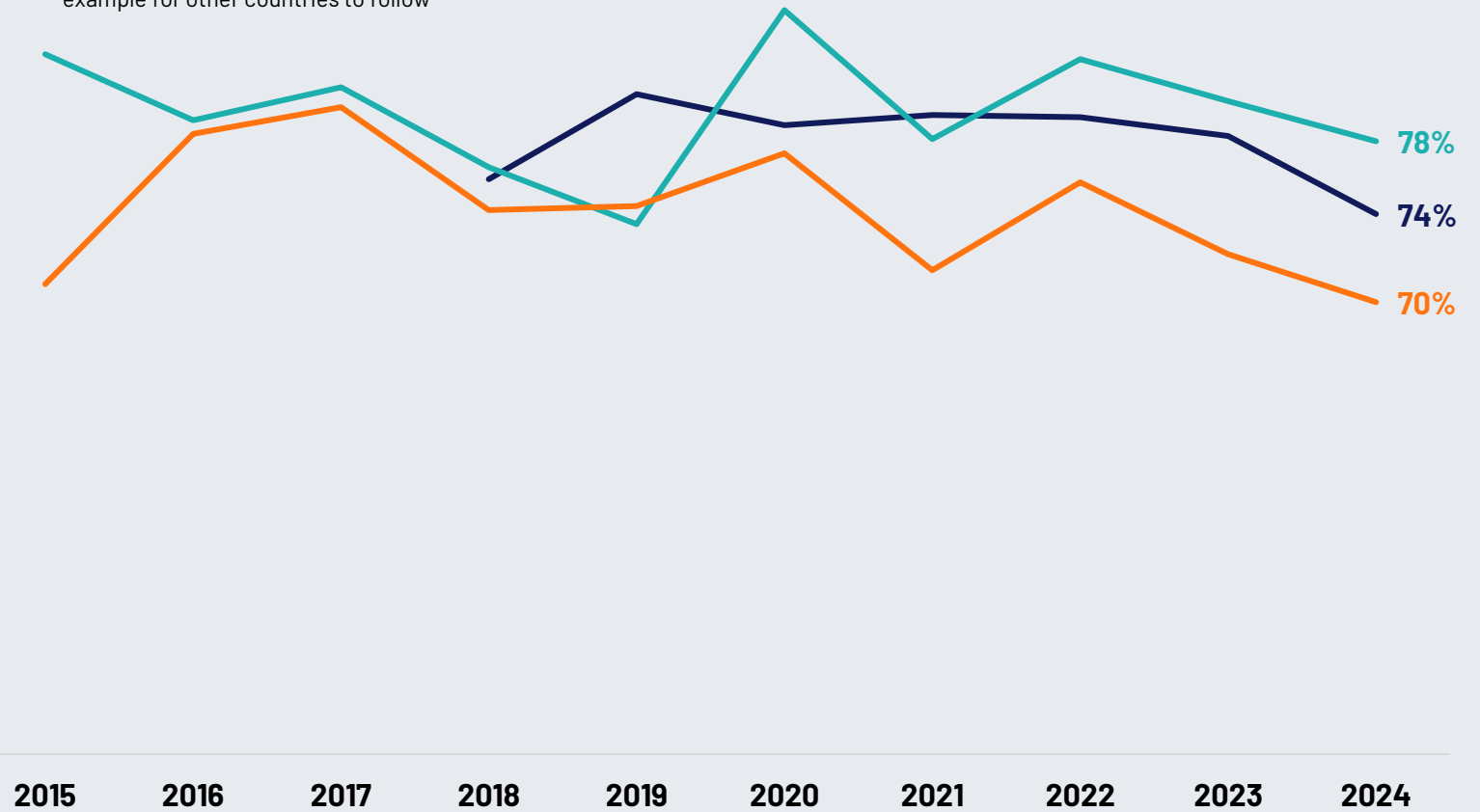
Willingness to Engage in World Affairs Over Time*

Q: To what extent do you agree or disagree with each of the following statements? (% somewhat/strongly agree)

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

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

- My country should work with other countries towards global goals, even if my country does not always get exactly what we want
- Given the difficult economic issues in my country today, my country needs to focus less on the world, and more at home
- My country has a responsibility to be a moral leader in the world and set an example for other countries to follow



World Affairs Influencers

Citizens of 30 Countries Assess
Threats and Engagement in
International Affairs

World Influencers*

Q: Thinking about the next decade, would you say the following countries or organizations will have an overall positive or a negative influence on world affairs? (% Strongly/somewhat positive)

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

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

	Oct 2024	Oct 2023	Oct 2022	Oct 2021	Sept 2020	Sept 2019	Nov 2018	Oct 2017	Oct 2016	Oct 2015	CHANGE FROM								
											2023	2022	2021	2020	2019	2018	2017	2016	2015
Canada	78%	78%	81%	82%	82%	82%	79%	83%	83%	83%	n/c	-3 pp	-1 pp	n/c	n/c	3 pp	-4 pp	n/c	n/c
Germany	71%	72%	73%	77%	76%	73%	70%	75%	73%	75%	-1 pp	-1 pp	-4 pp	1 pp	3 pp	3 pp	-5 pp	2 pp	-2 pp
My country	70%	70%	68%	67%	66%	65%	65%	68%	66%	69%	n/c	2 pp	1 pp	1 pp	1 pp	n/c	-3 pp	2 pp	-3 pp
European Union	67%	69%	70%	72%	69%	68%	65%	71%	n/a	n/a	-2 pp	-1 pp	-2 pp	3 pp	1 pp	3 pp	-6 pp	n/a	n/a
Great Britain	66%	68%	68%	63%	65%	60%	61%	69%	66%	74%	-2 pp	n/c	5 pp	-2 pp	5 pp	-1 pp	-8 pp	3 pp	-8 pp
United Nations	66%	71%	71%	70%	69%	71%	67%	72%	73%	74%	-5 pp	n/c	1 pp	1 pp	-2 pp	4 pp	-5 pp	-1 pp	-1 pp
France	65%	68%	72%	72%	69%	69%	66%	74%	71%	73%	-3 pp	-4 pp	n/c	3 pp	n/c	3 pp	-8 pp	3 pp	-2 pp
NATO	61%	64%	65%	62%	61%	61%	59%	n/a	n/a	n/a	-3 pp	-1 pp	3 pp	1 pp	n/c	2 pp	n/a	n/a	n/a
United States	59%	61%	64%	63%	50%	52%	48%	55%	66%	68%	-2 pp	-3 pp	1 pp	13 pp	-2 pp	4 pp	-7 pp	-11 pp	-2 pp
The World Bank	58%	58%	59%	60%	59%	57%	54%	58%	55%	58%	n/c	-1 pp	-1 pp	1 pp	2 pp	3 pp	-4 pp	3 pp	-3 pp
The International Monetary Fund (or IMF)	56%	57%	58%	58%	57%	55%	53%	57%	53%	56%	-1 pp	-1 pp	n/c	1 pp	2 pp	2 pp	-4 pp	4 pp	-3 pp
India	46%	49%	49%	48%	49%	50%	48%	58%	53%	55%	-3 pp	n/c	1 pp	-1 pp	-1 pp	2 pp	-10 pp	5 pp	-2 pp
China	39%	36%	34%	36%	36%	46%	47%	54%	51%	51%	3 pp	2 pp	-2 pp	n/c	-10 pp	-1 pp	-7 pp	3 pp	n/c
Saudi Arabia	37%	38%	36%	34%	36%	33%	27%	n/a	n/a	n/a	-1 pp	2 pp	2 pp	-2 pp	3 pp	6 pp	n/a	n/a	n/a
Israel	27%	40%	41%	40%	37%	34%	31%	41%	34%	30%	-13 pp	-1 pp	1 pp	3 pp	3 pp	3 pp	-10 pp	7 pp	4 pp
Russia	27%	25%	23%	38%	39%	39%	36%	45%	41%	38%	2 pp	2 pp	-15 pp	-1 pp	n/c	3 pp	-9 pp	4 pp	3 pp
Pakistan	24%	27%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	-3 pp	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Iran	20%	24%	23%	20%	23%	22%	21%	27%	23%	23%	-4 pp	1 pp	3 pp	-3 pp	1 pp	1 pp	-6 pp	4 pp	n/c



World Influencers: Canada

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

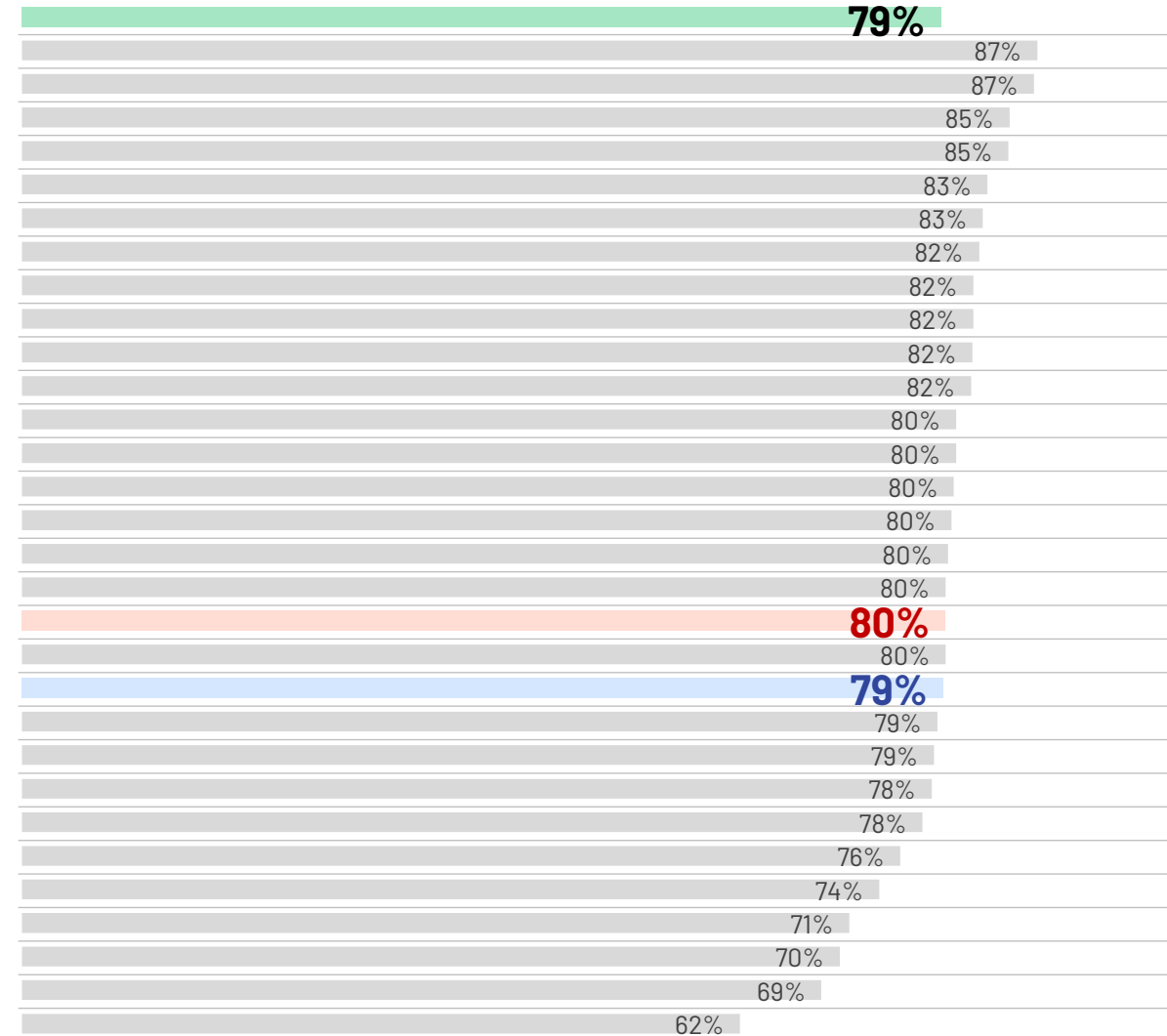
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Somewhat/strongly positive



Change 2023

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



World Influencers: My Country

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

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

Singapore

Indonesia

New Zealand

Malaysia

Ireland

Poland

Australia

South Africa

Thailand

Netherlands

Sweden

Argentina

Chile

South Korea

Colombia

Mexico

Brazil

Spain

Belgium

Peru

Japan

Italy

Türkiye

Hungary

% Somewhat/strongly positive

74%

90%

87%

86%

84%

83%

83%

82%

81%

78%

77%

75%

74%

74%

74%

73%

71%

71%

70%

67%

66%

65%

64%

64%

43%

Change 2023

-1 pp

-3 pp

-6 pp

-2 pp

0 pp

-2 pp

13 pp

-5 pp

7 pp

-8 pp

-4 pp

0 pp

8 pp

1 pp

-4 pp

4 pp

-13 pp

-5 pp

-3 pp

0 pp

-6 pp

0 pp

-2 pp

1 pp

-1 pp



World Influencers: Germany

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

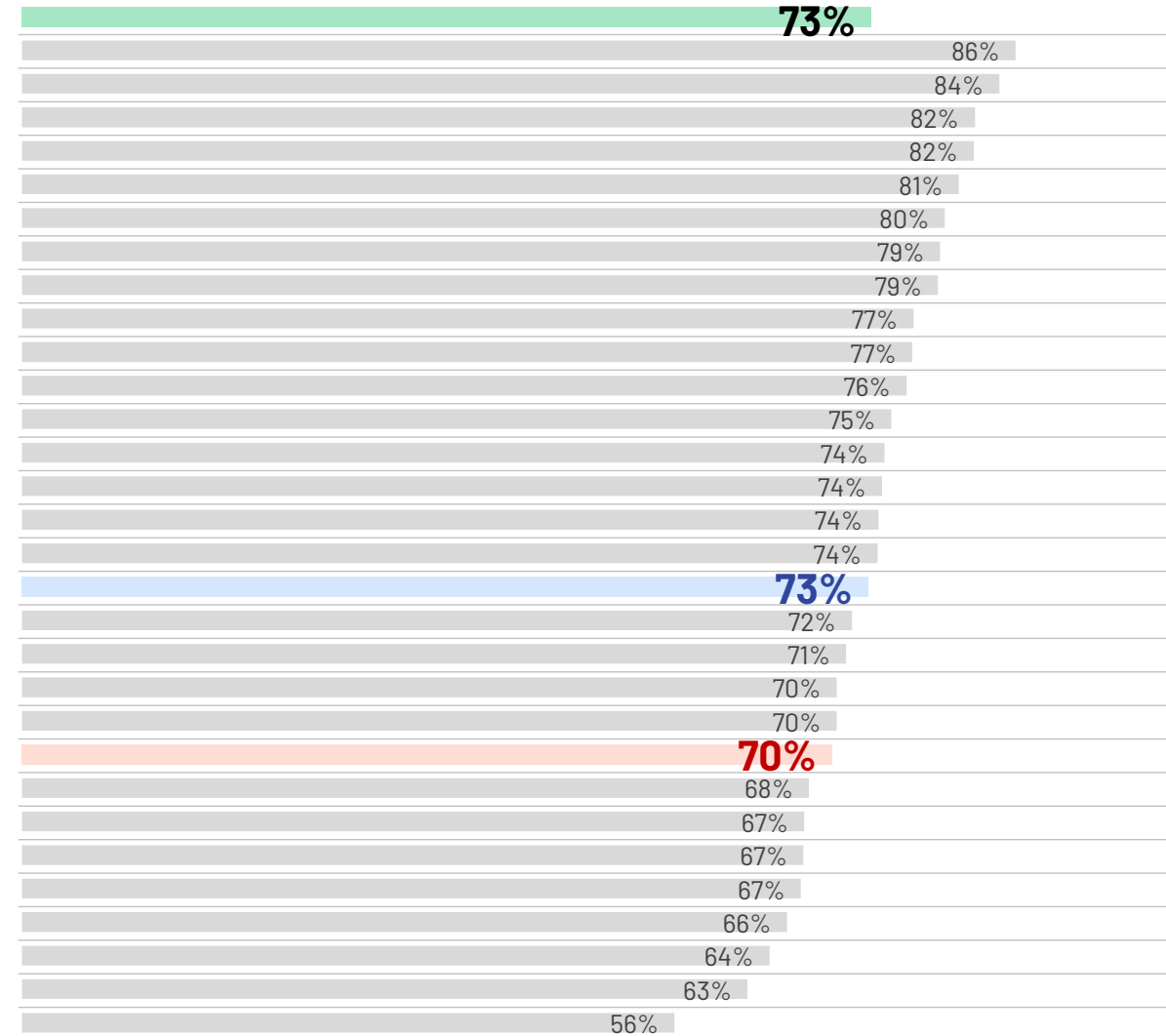
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Somewhat/strongly positive



Change 2023

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



World Influencers: European Union

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

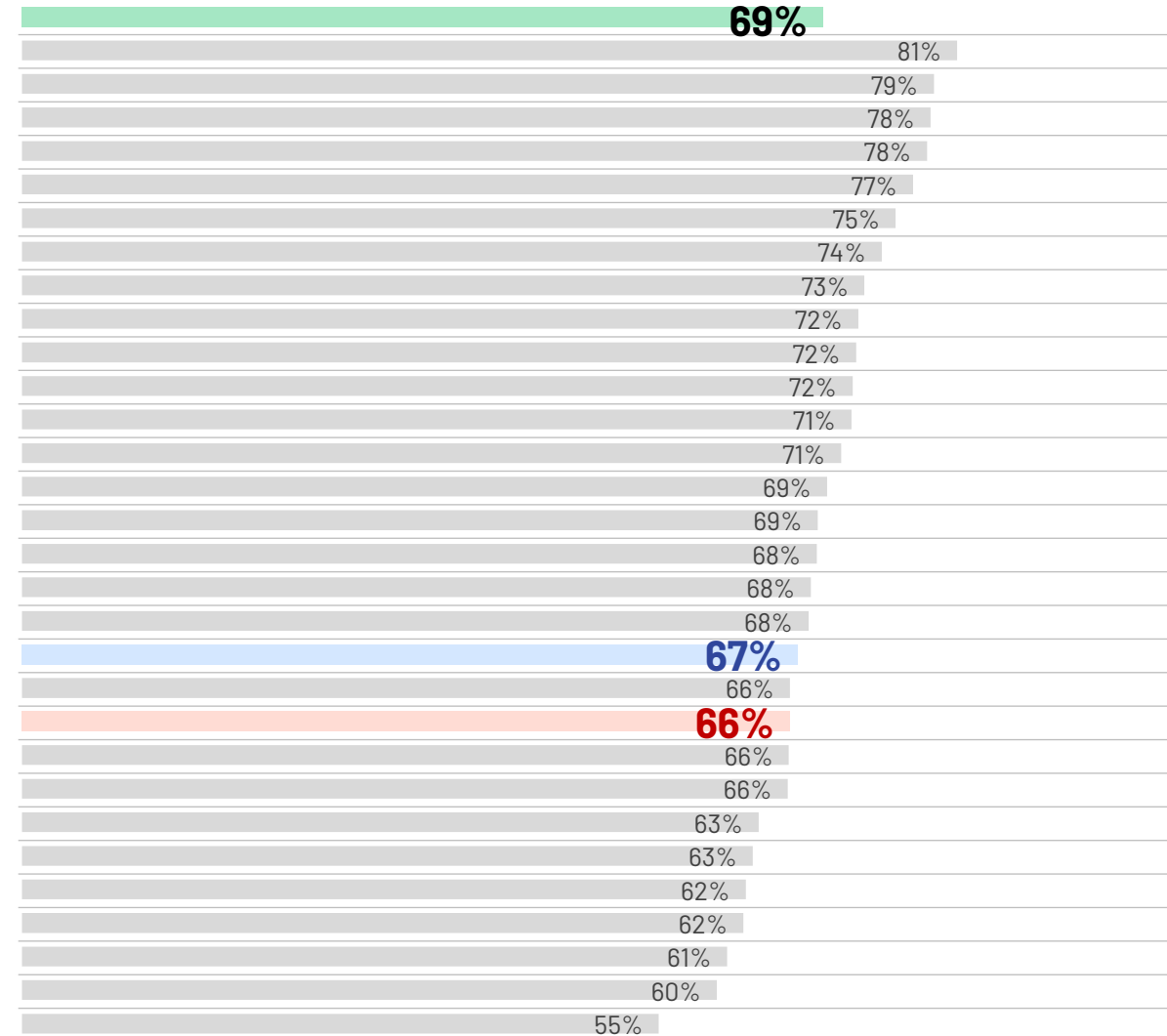
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Somewhat/strongly positive



Change 2023

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



World Influencers: France

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

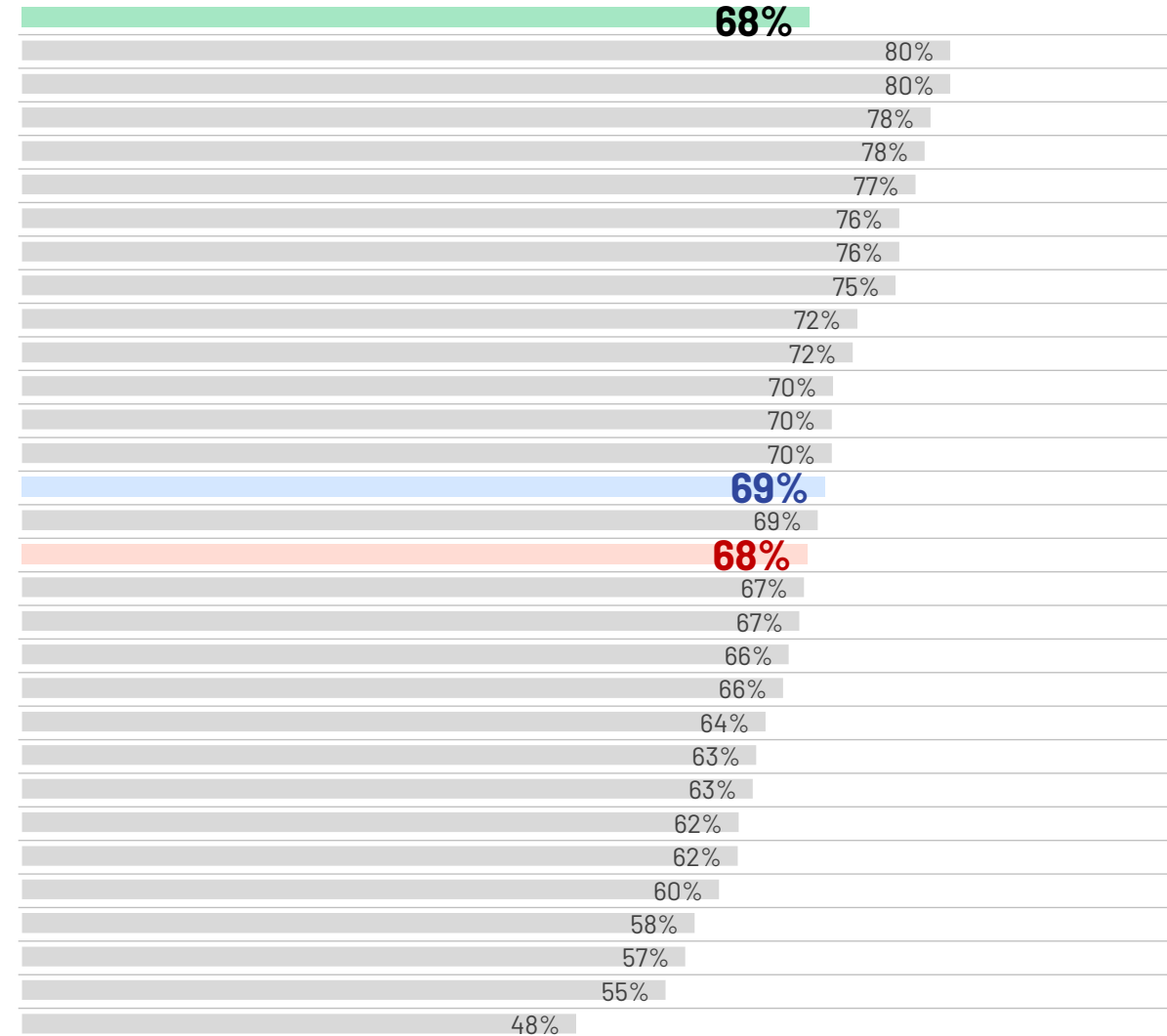
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Somewhat/strongly positive



Change 2023

-2 pp
-1 pp
-2 pp
-3 pp
0 pp
0 pp
-2 pp
-3 pp
2 pp
-1 pp
-4 pp
-3 pp
1 pp
-1 pp
0 pp
-6 pp
-3 pp
1 pp
-9 pp
-5 pp
-1 pp
1 pp
-8 pp
-3 pp
-3 pp
1 pp
2 pp
-13 pp
-2 pp
-8 pp
2 pp



World Influencers: United Nations

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

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

South Africa

Thailand

Indonesia

South Korea

Mexico

Sweden

Singapore

Netherlands

Great Britain

Colombia

Peru

Poland

New Zealand

Ireland

Malaysia

Brazil

Australia

India

United States

Hungary

Belgium

Canada

Germany

France

Italy

Chile

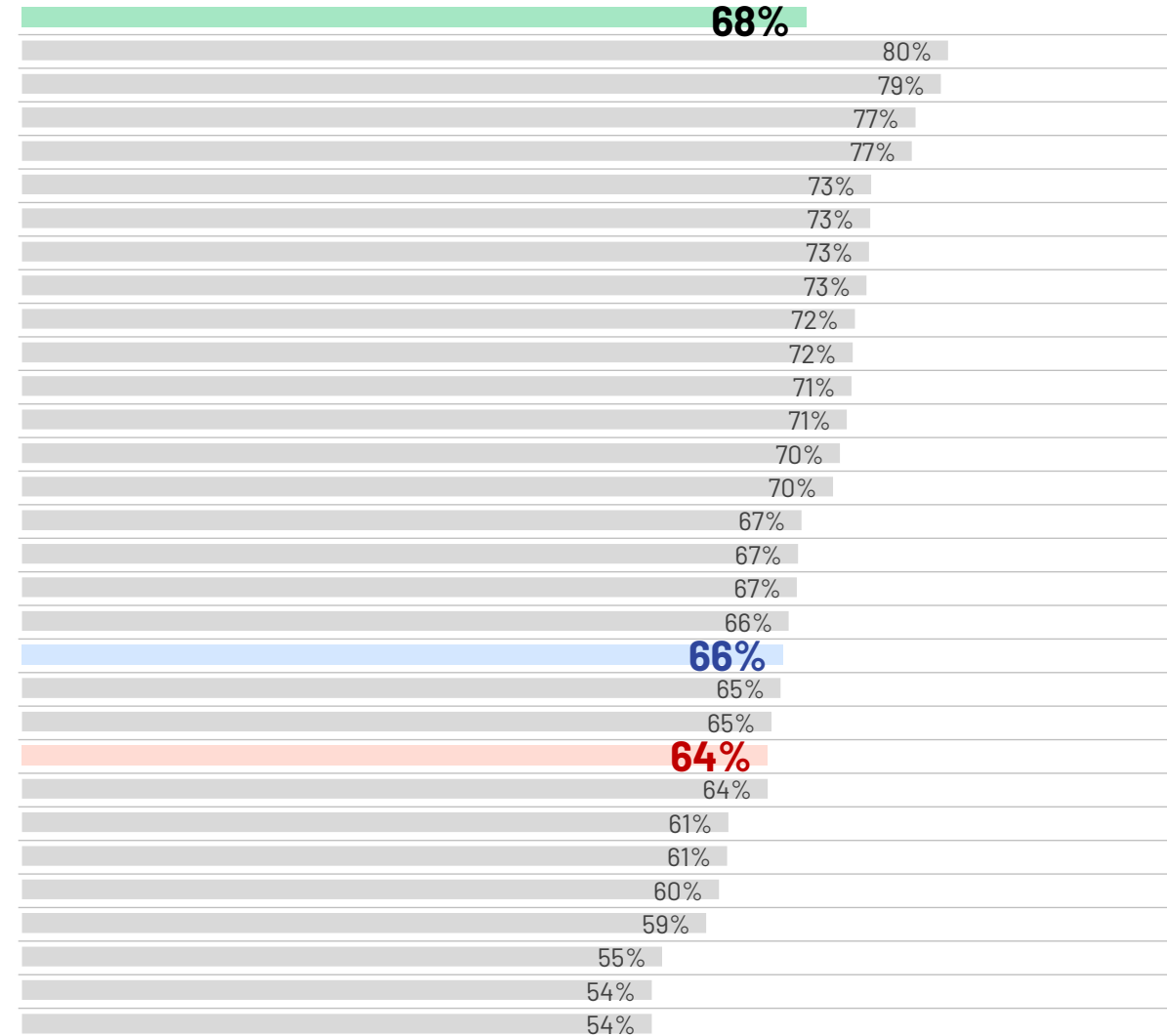
Argentina

Spain

Japan

Türkiye

% Somewhat/strongly positive



Change 2023



World Influencers: Great Britain

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

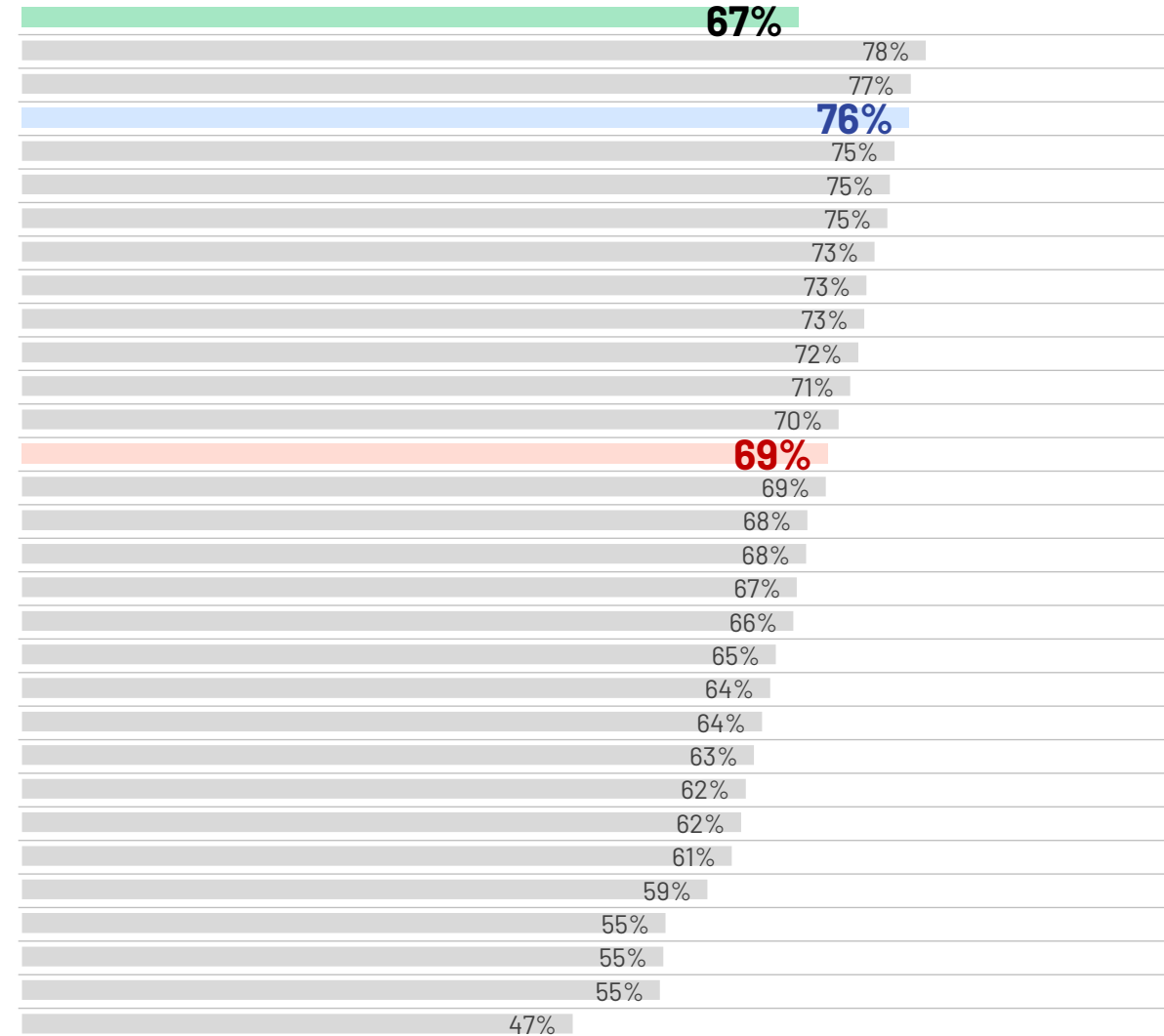
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Somewhat/strongly positive



Change 2023

-2 pp
-1 pp
4 pp
1 pp
0 pp
-1 pp
-7 pp
-6 pp
-4 pp
-2 pp
0 pp
-4 pp
-10 pp
-3 pp
-1 pp
-2 pp
-6 pp
-6 pp
-6 pp
7 pp
-6 pp
2 pp
-5 pp
0 pp
-2 pp
4 pp
1 pp
1 pp
3 pp
-12 pp
-3 pp



World Influencers: NATO

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

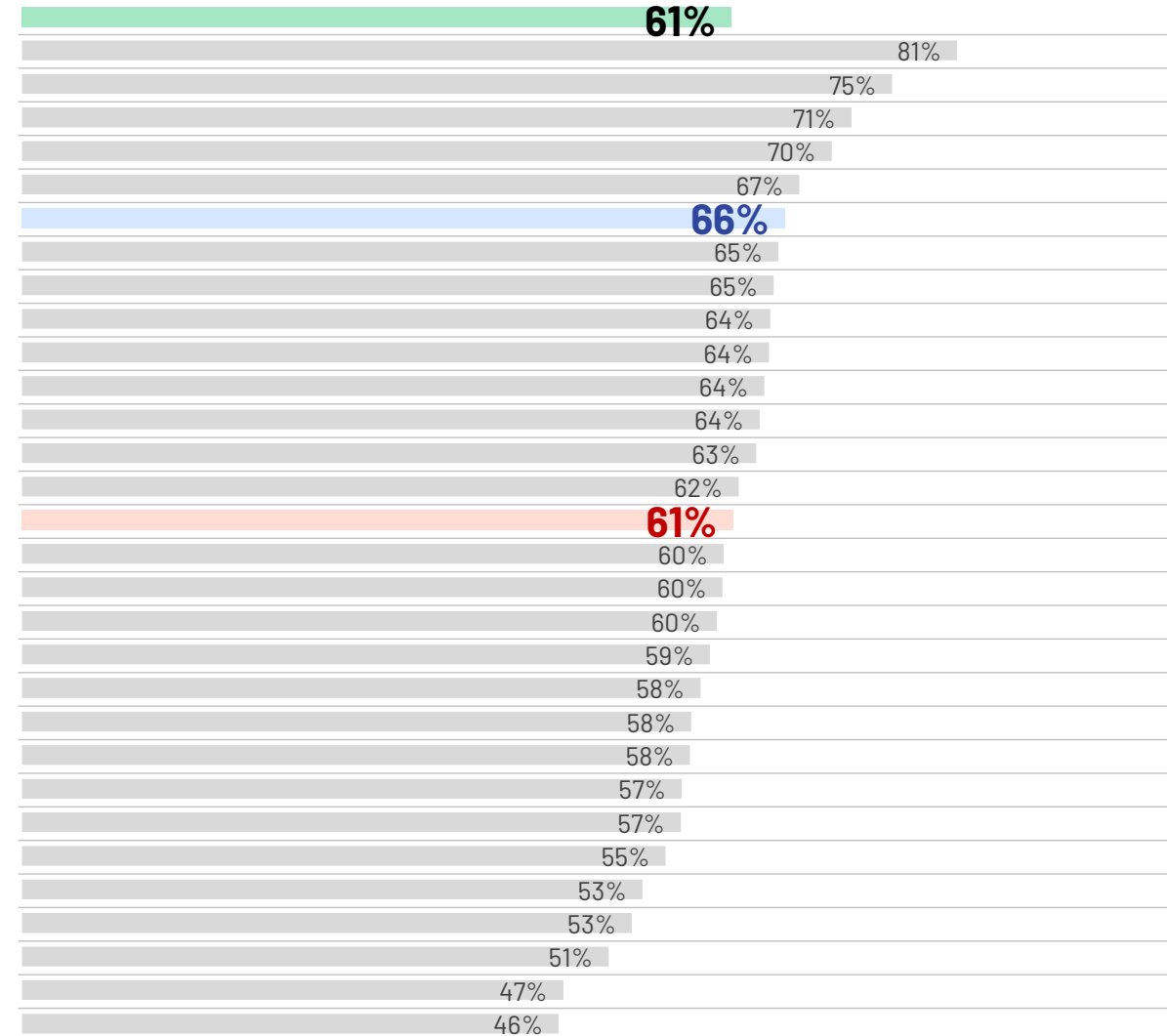
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Somewhat/strongly positive



Change 2023

-3 pp
-3 pp
-2 pp
-4 pp
3 pp
-7 pp
7 pp
1 pp
3 pp
0 pp
-2 pp
-7 pp
-4 pp
1 pp
0 pp
-5 pp
-3 pp
-4 pp
-1 pp
-5 pp
-4 pp
-3 pp
-4 pp
-6 pp
-4 pp
-2 pp
-6 pp
-2 pp
0 pp
-13 pp
-5 pp



World Influencers: The World Bank

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

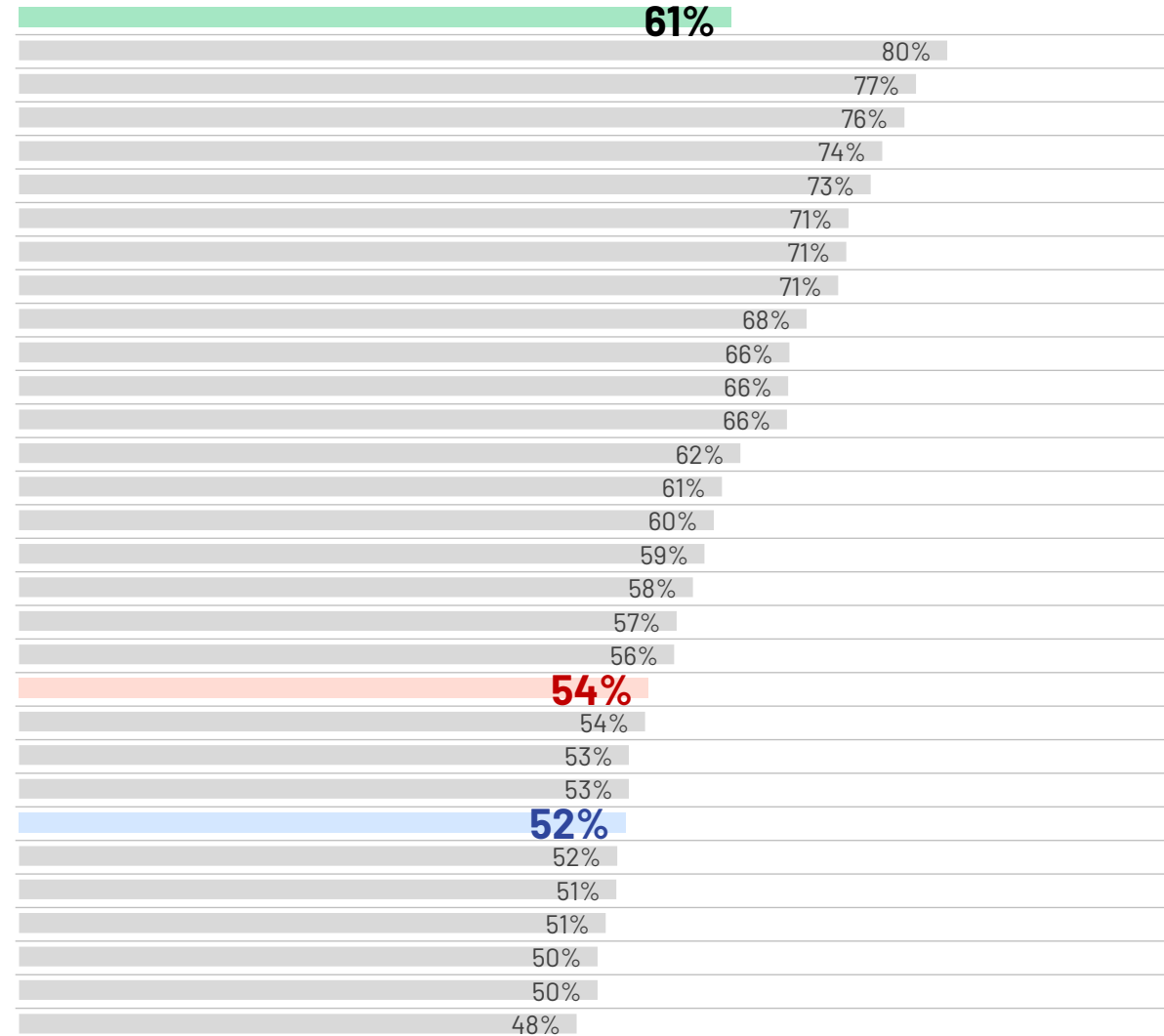
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Somewhat/strongly positive



Change 2023

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



World Influencers: The International Monetary Fund (IMF)

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

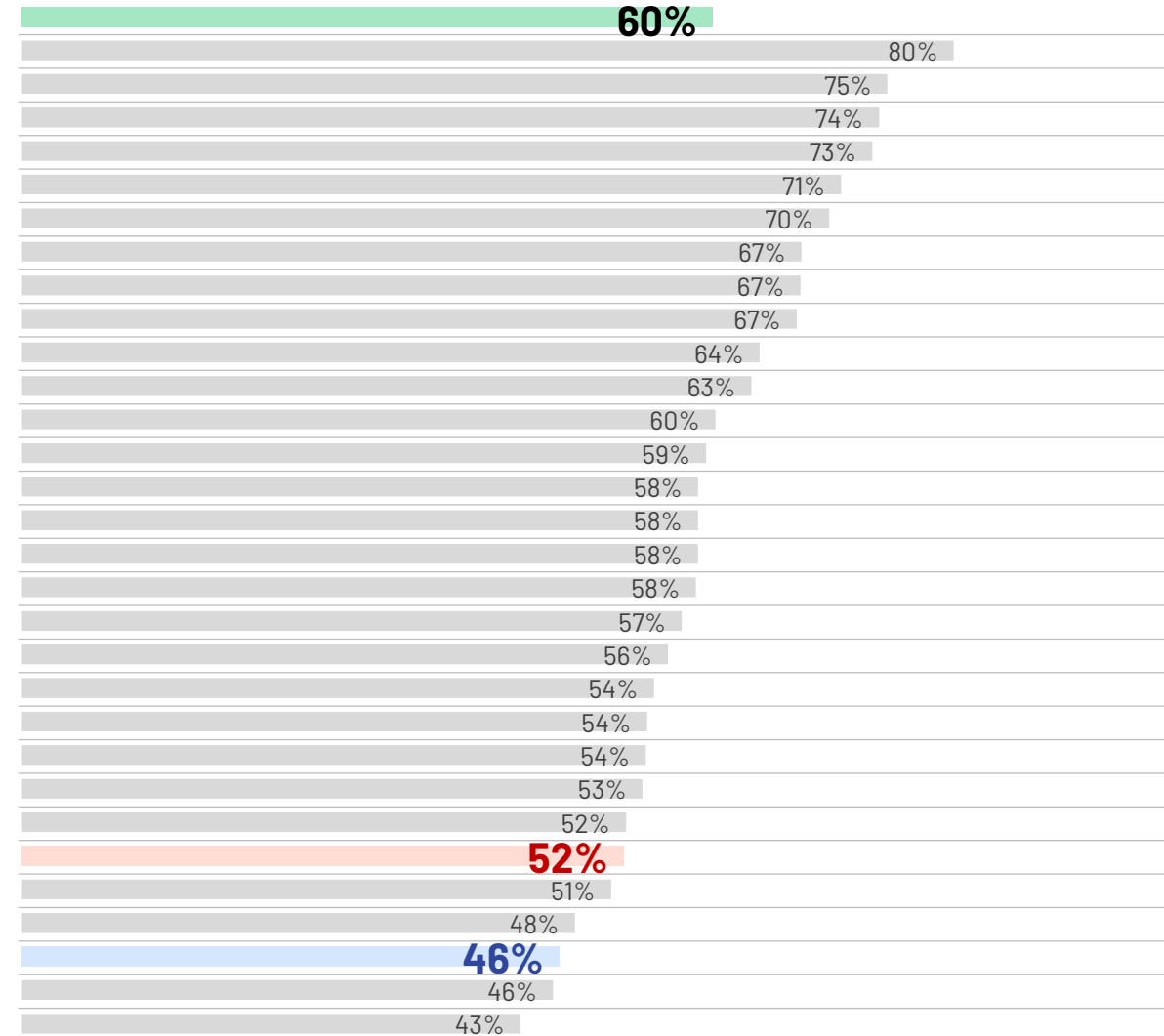
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Somewhat/strongly positive



Change 2023

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



World Influencers: United States

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

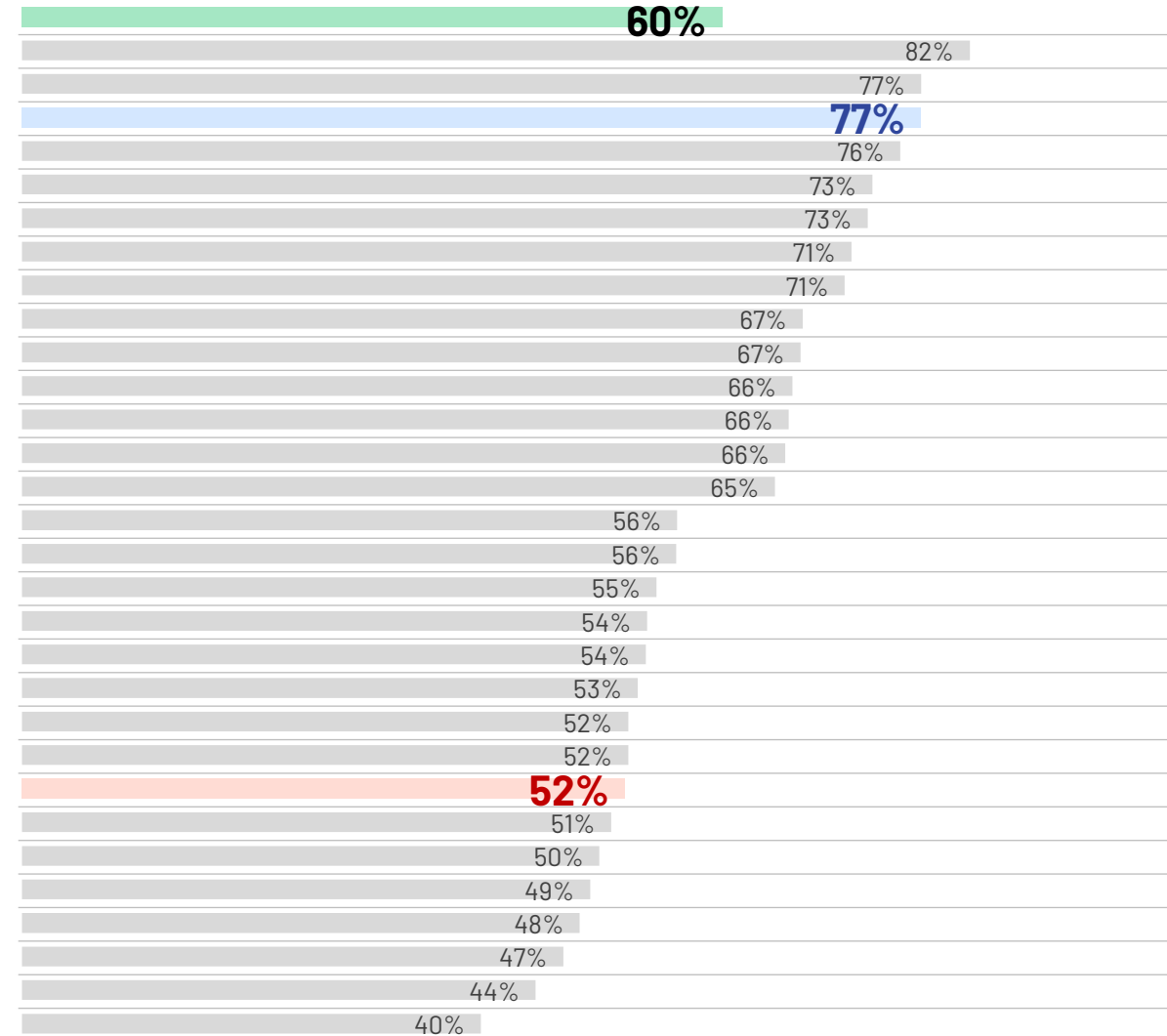
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Somewhat/strongly positive



Change 2023

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



World Influencers: India

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

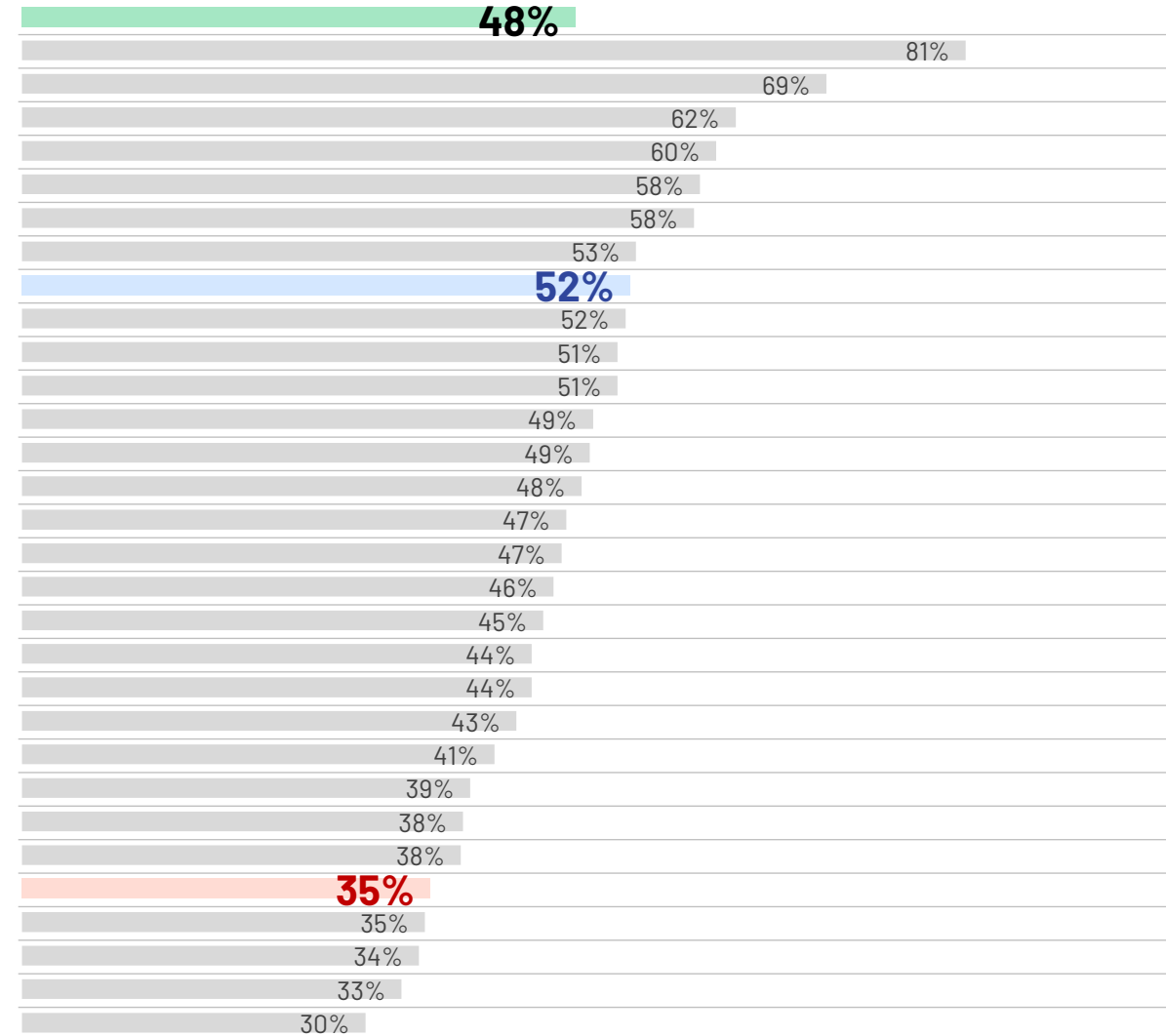
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Somewhat/strongly positive



Change 2023

-2 pp
-4 pp
-2 pp
6 pp
-4 pp
-3 pp
-7 pp
-7 pp
-1 pp
-5 pp
-5 pp
0 pp
-5 pp
-11 pp
-5 pp
-10 pp
-4 pp
2 pp
-1 pp
-2 pp
-9 pp
-2 pp
1 pp
-1 pp
-2 pp
-1 pp
2 pp
5 pp
6 pp
-3 pp
-9 pp



World Influencers: China

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

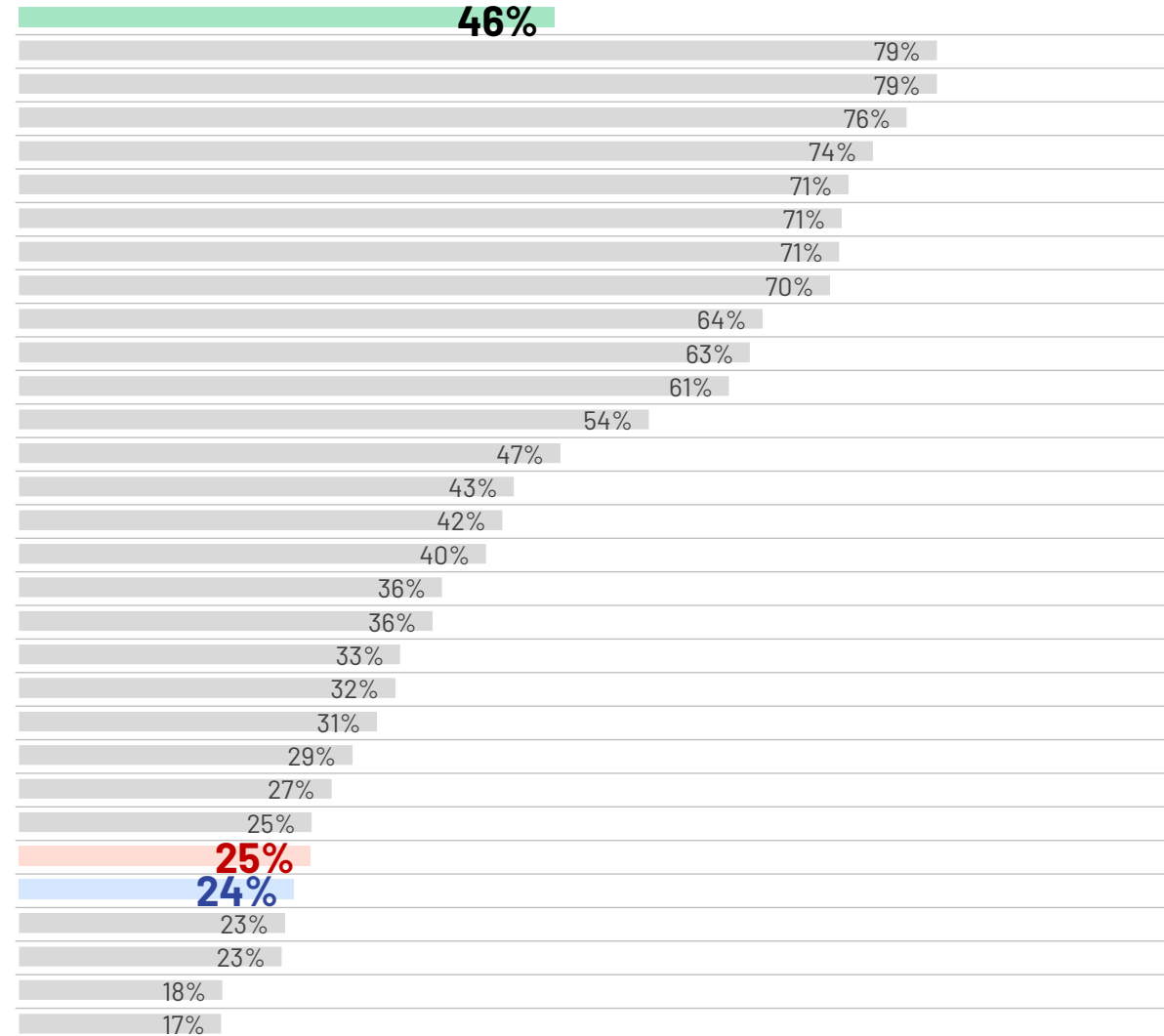
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Somewhat/strongly positive



Change 2023

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



World Influencers: Saudi Arabia

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

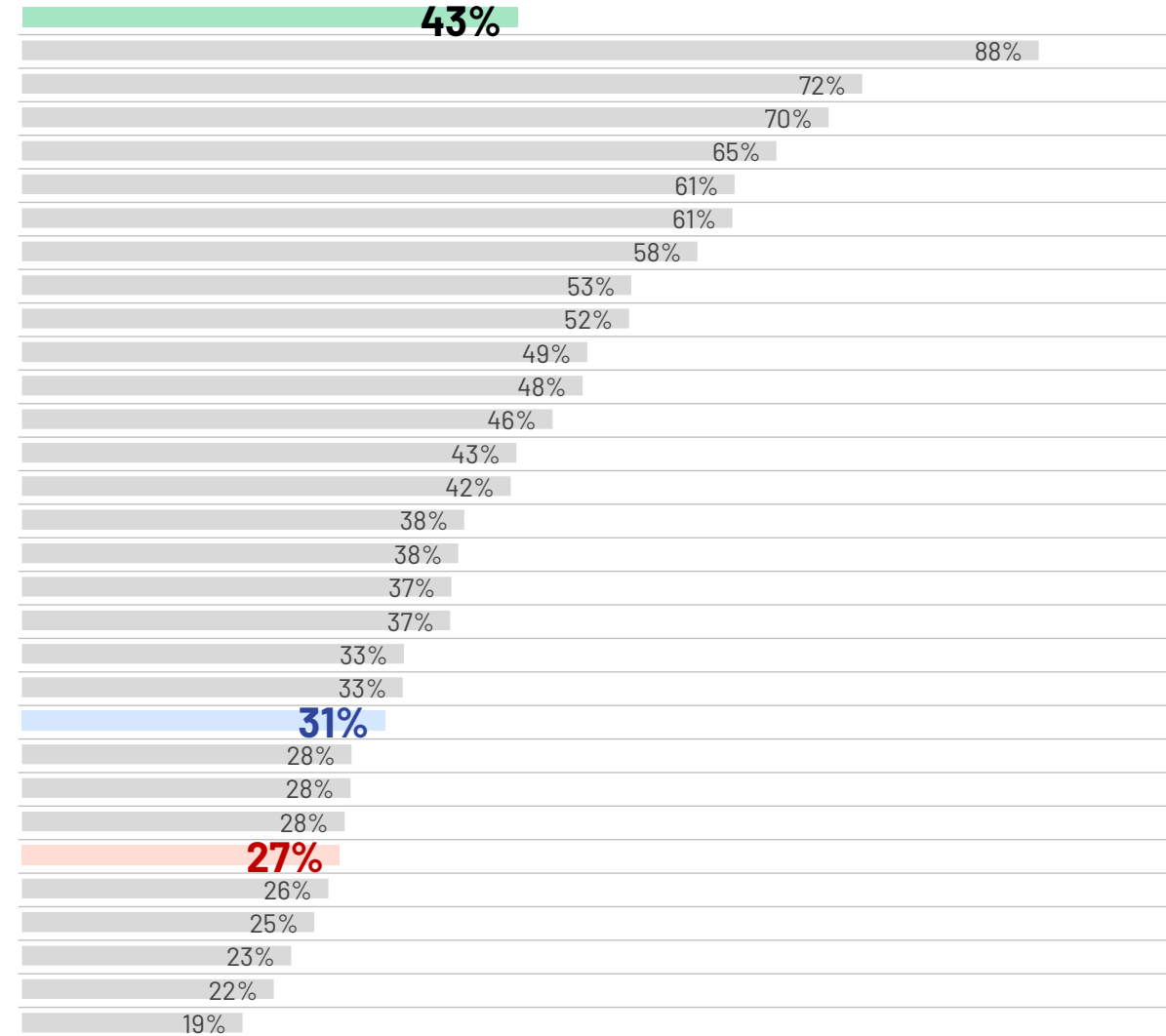
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Somewhat/strongly positive



Change 2023

-1 pp
-4 pp
-5 pp
-1 pp
-5 pp
-1 pp
-2 pp
2 pp
-3 pp
-2 pp
-2 pp
-4 pp
0 pp
-10 pp
-5 pp
3 pp
0 pp
3 pp
4 pp
3 pp
2 pp
-2 pp
-2 pp
-10 pp
11 pp
-3 pp
1 pp
-1 pp
1 pp
4 pp
5 pp



World Influencers: Russia

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

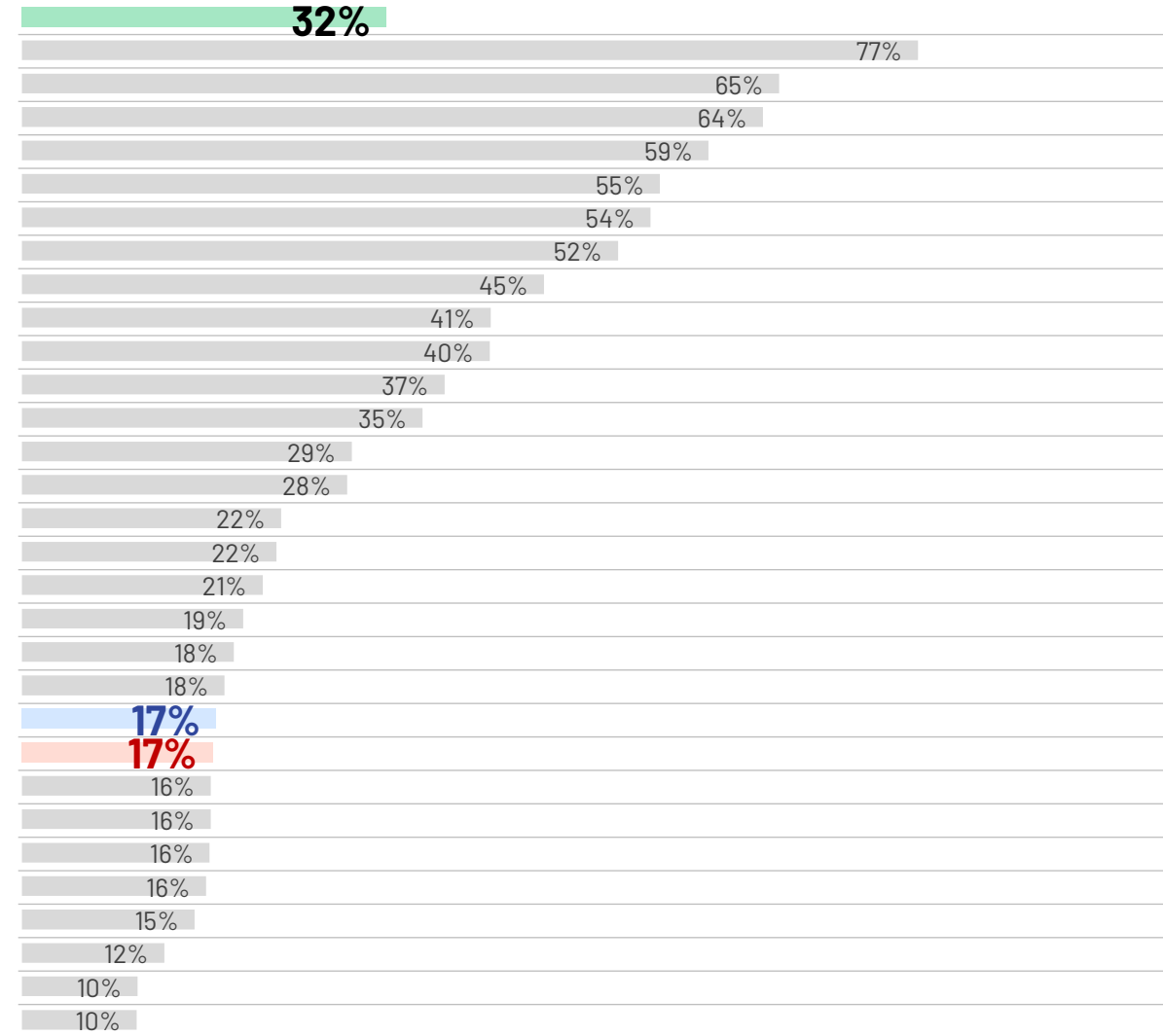
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Somewhat/strongly positive



Change 2023

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



World Influencers: Israel

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

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

India

Peru

South Africa

United States

Thailand

Argentina

Brazil

Colombia

Singapore

Mexico

Australia

South Korea

Malaysia

Hungary

Great Britain

Germany

Canada

Chile

Indonesia

Ireland

Italy

New Zealand

France

Spain

Sweden

Japan

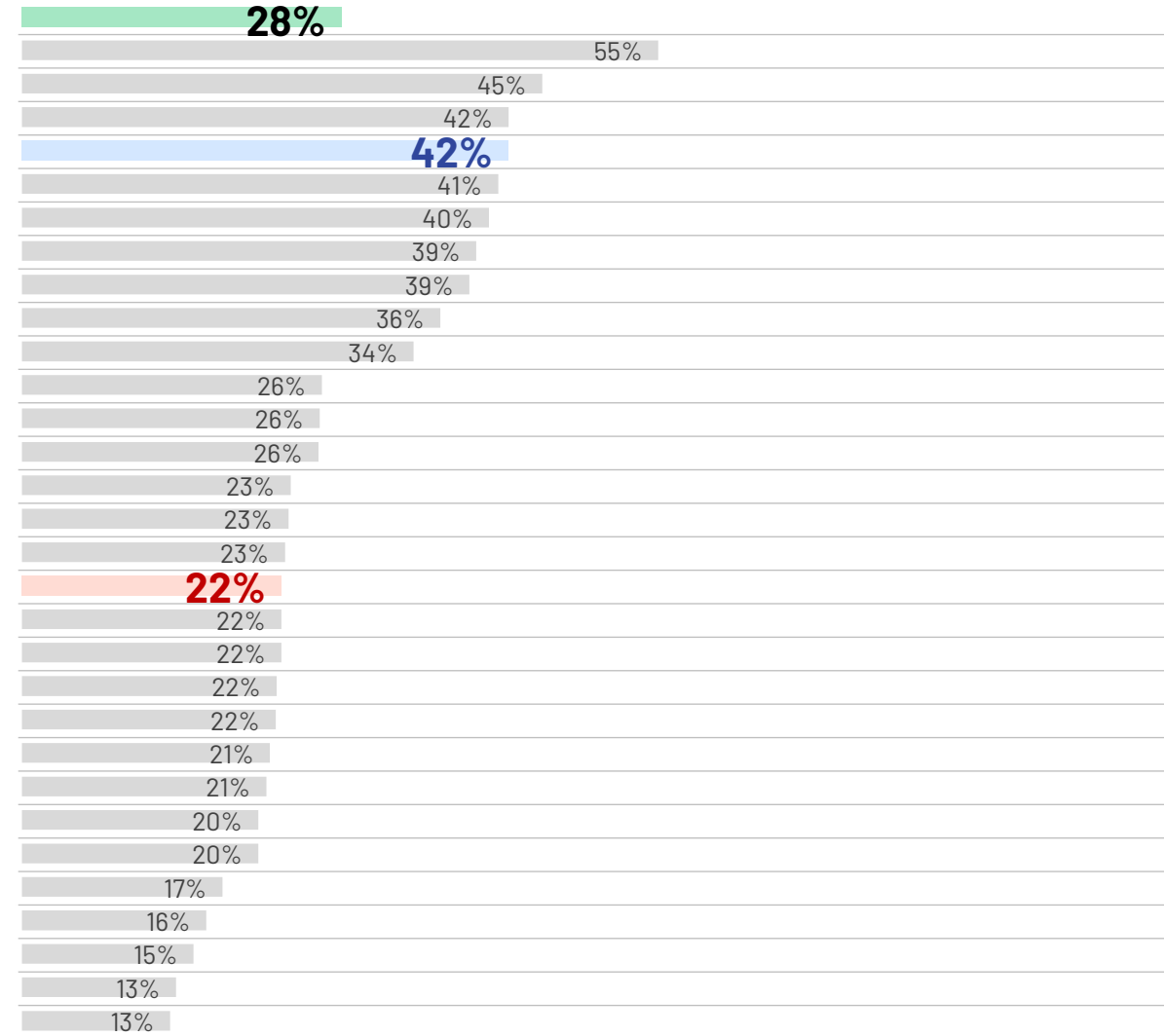
Netherlands

Poland

Belgium

Türkiye

% Somewhat/strongly positive



Change 2023

-12 pp
-7 pp
-8 pp
-16 pp
-12 pp
-16 pp
-8 pp
-17 pp
-9 pp
-16 pp
-15 pp
-18 pp
-20 pp
-2 pp
-10 pp
-11 pp
-4 pp
-14 pp
-19 pp
-6 pp
-3 pp
-20 pp
-17 pp
-12 pp
-11 pp
-7 pp
-14 pp
-11 pp
-17 pp
-7 pp
-13 pp



World Influencers: Pakistan

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

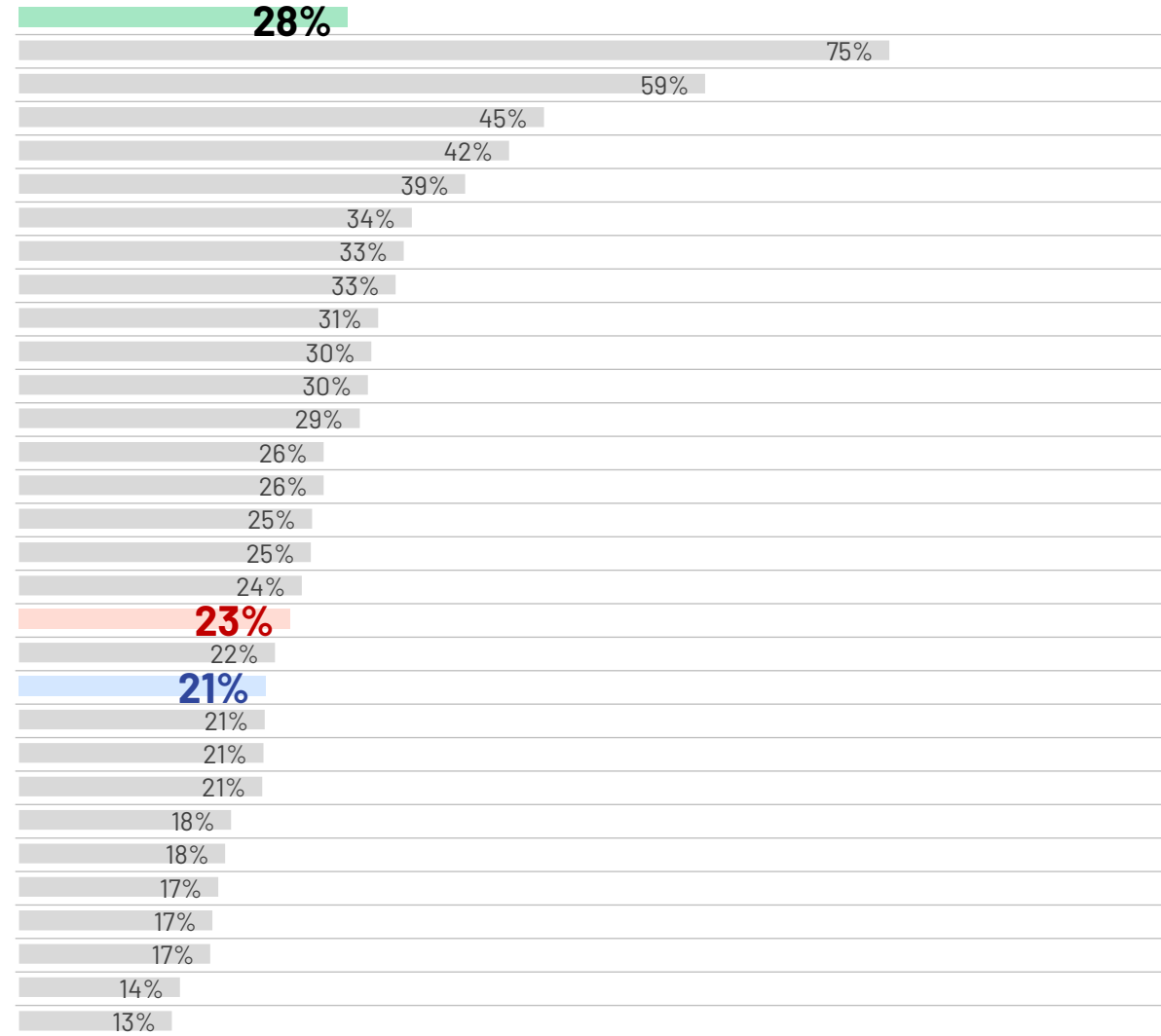
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Somewhat/strongly positive



Change 2023

-2 pp
7 pp
3 pp
1 pp
-10 pp
1 pp
0 pp
-1 pp
5 pp
-7 pp
-7 pp
-5 pp
1 pp
-3 pp
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-12 pp
-2 pp
-5 pp
-3 pp
-4 pp
-4 pp
1 pp
-4 pp
-2 pp
0 pp
2 pp
-4 pp
3 pp
1 pp
-1 pp
-3 pp



World Influencers: Iran

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

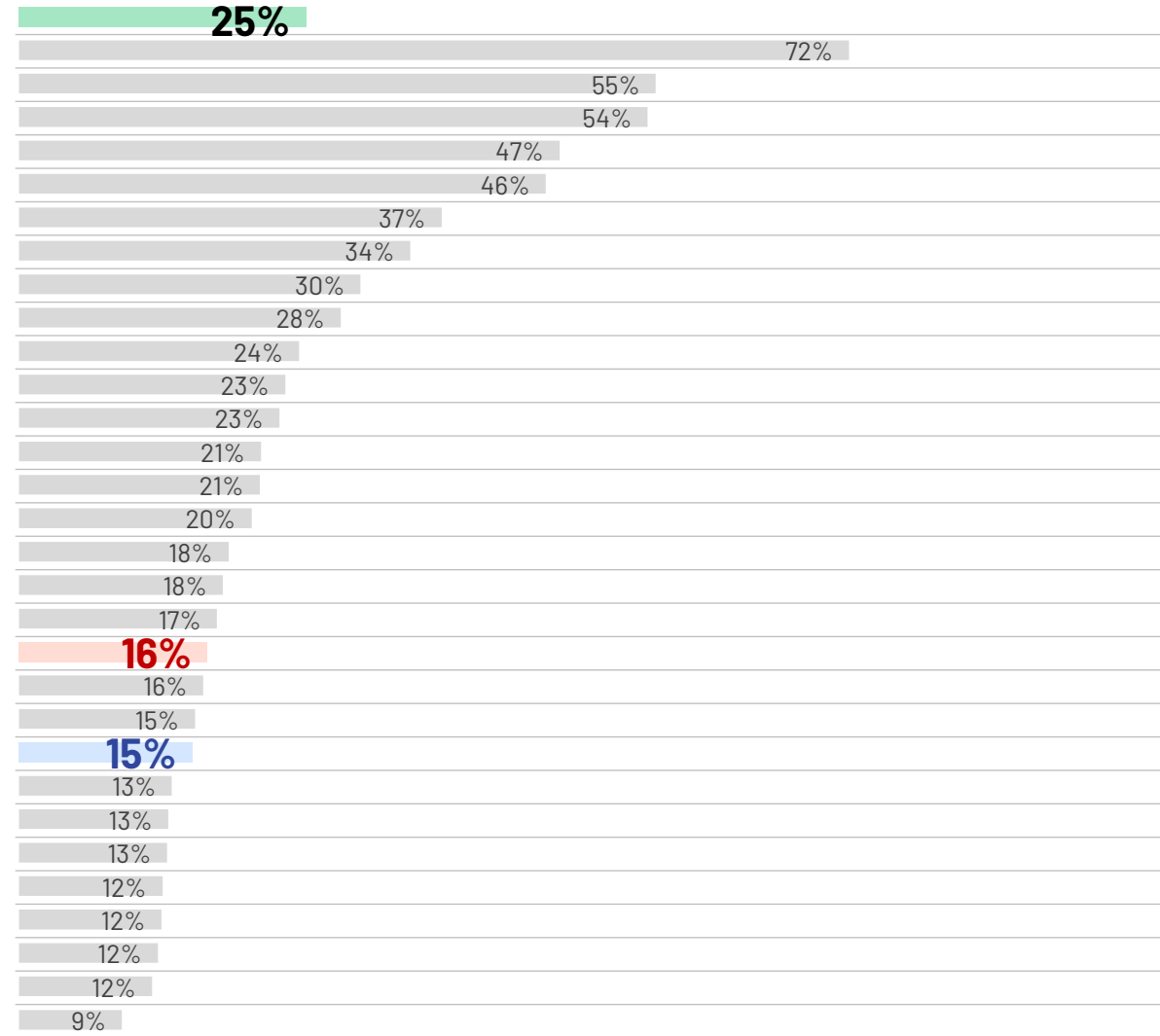
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30-country average

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Thailand
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Colombia
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Argentina
Ireland
Japan
Australia
South Korea
Chile
New Zealand
Canada
Great Britain
Italy
United States
Poland
Spain
France
Sweden
Germany
Belgium
Hungary
Netherlands

% Somewhat/strongly positive



Change 2023

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



World Conflict Views

Citizens of 30 Countries Assess
Threats and Engagement in
International Affairs



U.S. President Role in World Security

Q: As you know, the United States is holding its presidential election on November 5th. Which outcome, in your view, would help the world be more secure?

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

Netherlands

Belgium

Germany

Sweden

South Korea

New Zealand

Ireland

Poland

France

Mexico

Canada

Great Britain

Australia

Spain

Italy

Chile

Brazil

United States

Colombia

South Africa

Japan

Singapore

Hungary

Argentina

Malaysia

India

Peru

Thailand

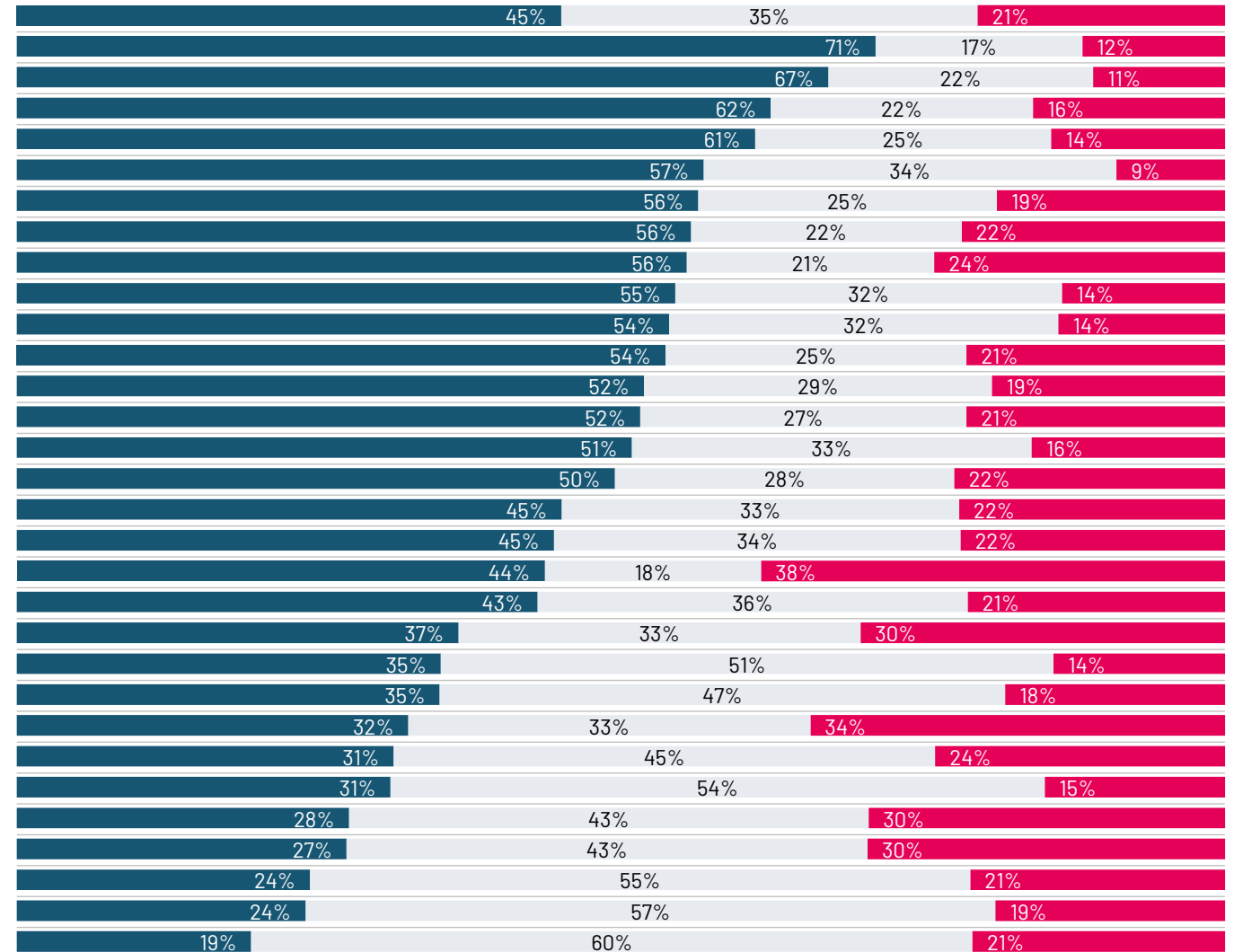
Türkiye

Indonesia

More secure if Kamala Harris wins

Doesn't matter

More secure if Donald Trump wins



World Conflict Involving Superpower

Q: I expect in the next 25 years we could see another world conflict involving superpowers similar to World Wars 1 & 2

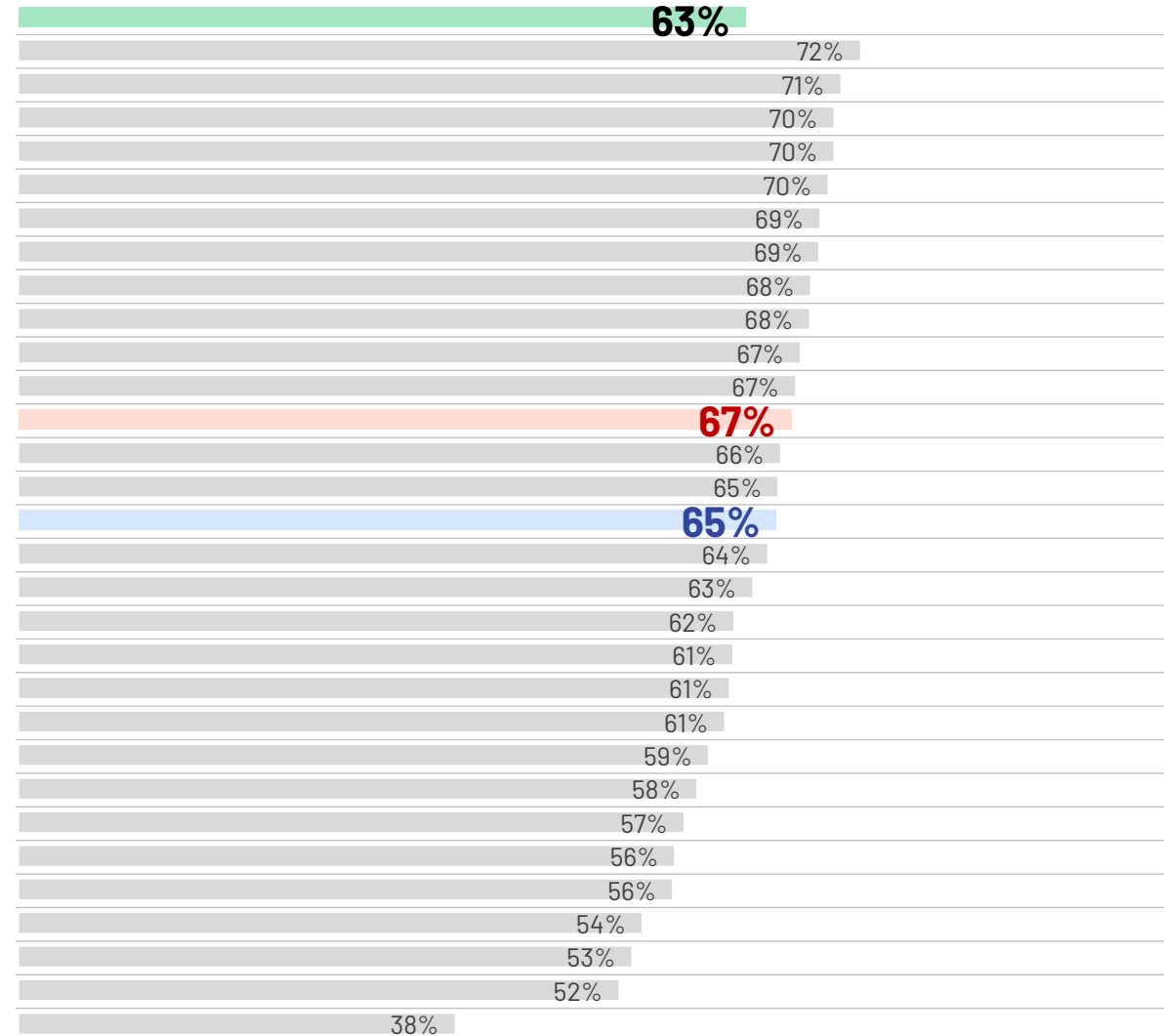
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Country

30-country average

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

% Somewhat/strongly agree



Change 2023

-7 pp
-3 pp
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-12 pp
1 pp
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-7 pp
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-7 pp
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-11 pp
-7 pp
-2 pp
-3 pp
-7 pp
-12 pp
-6 pp
-10 pp
-14 pp



Ukraine Conflict Continuation

Q: Ukraine should fight on until full victory, including expelling Russia from its territory

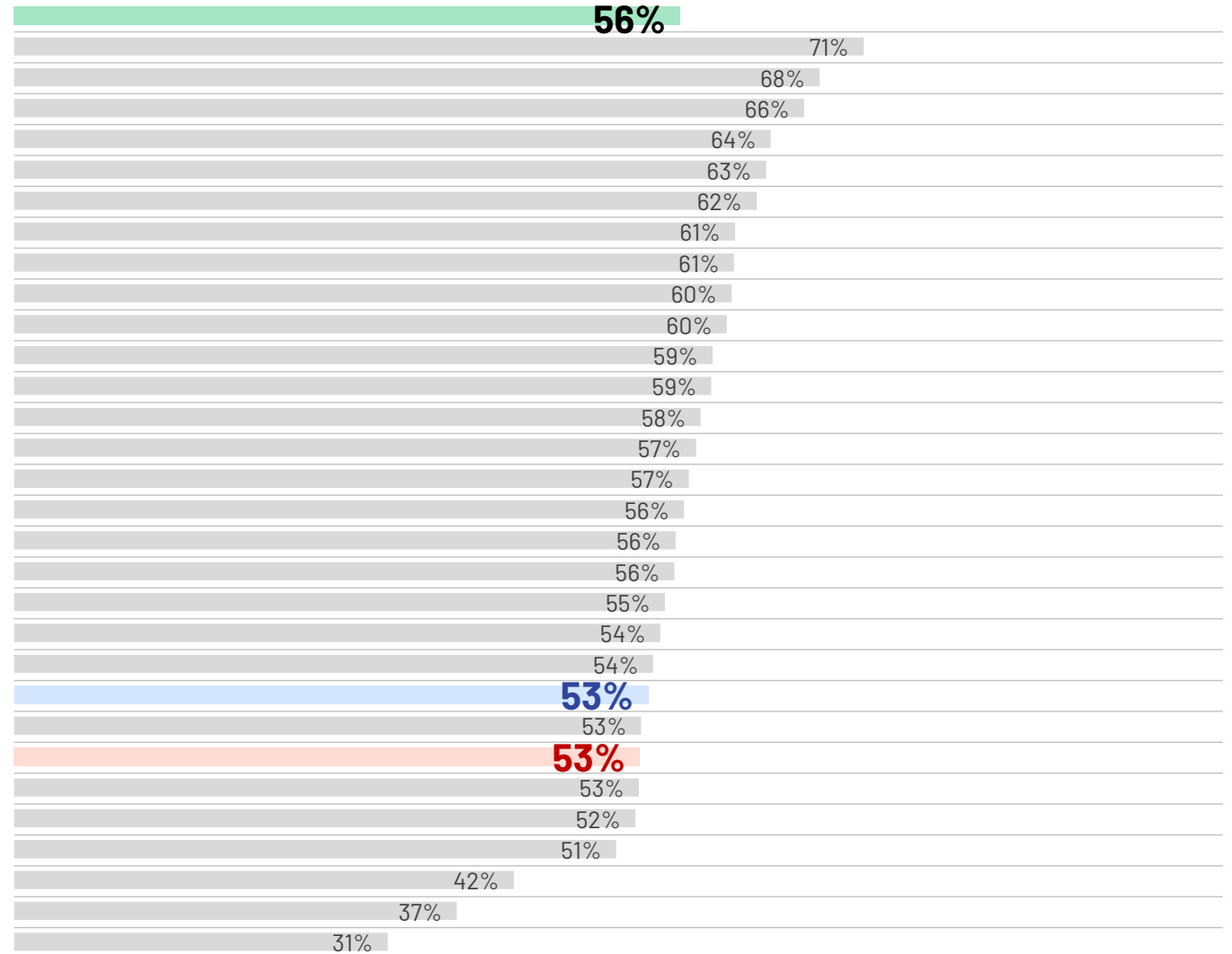
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Country

30-country average

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

% Somewhat/strongly agree



Involvement in Ukraine Conflict

Q: The problems in Ukraine are none of [country's] business and we should not interfere

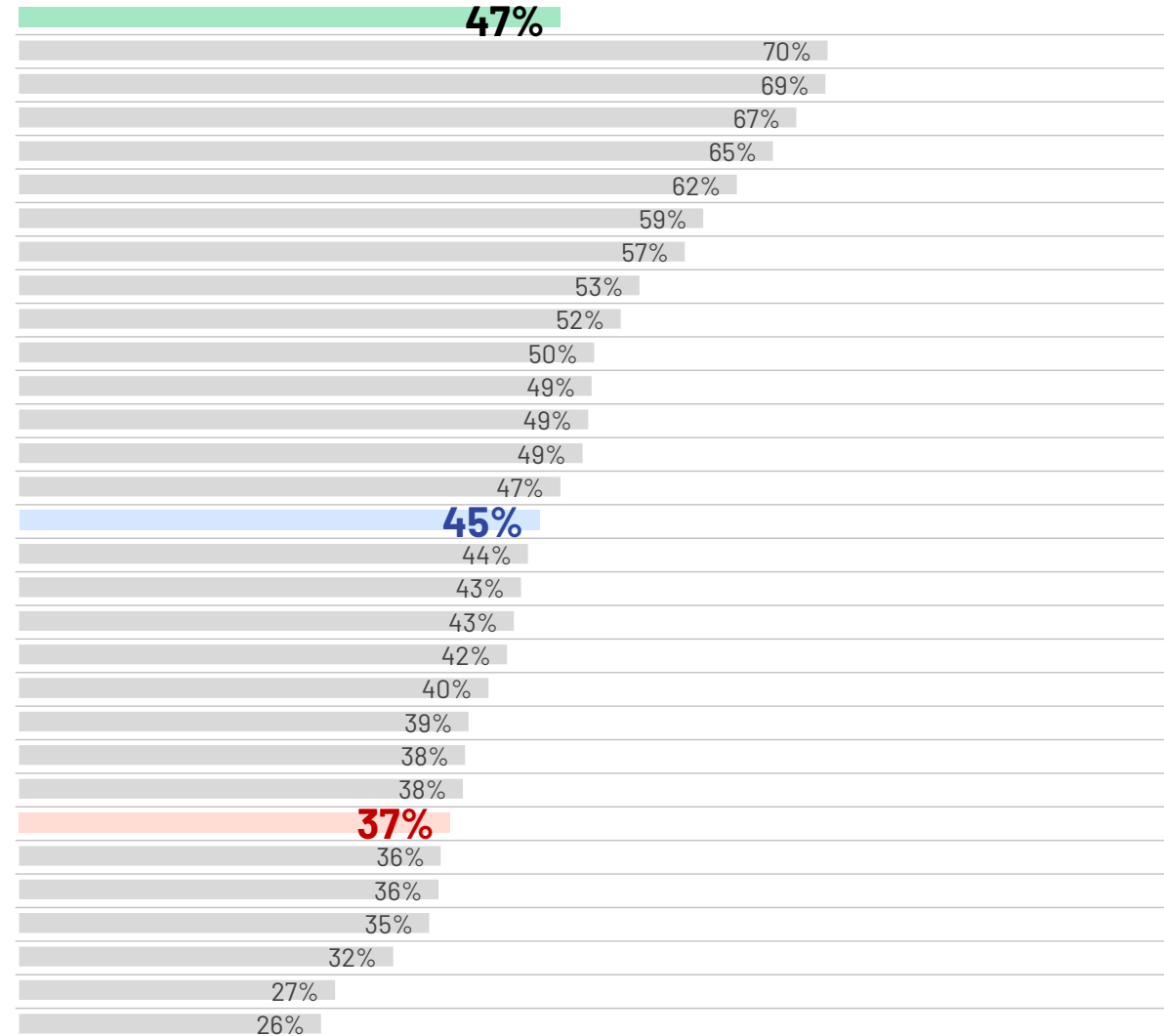
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Country

30-country average

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

% Somewhat/strongly agree



Change 2023

-1 pp
-6 pp
-13 pp
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7 pp
4 pp
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6 pp
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-2 pp
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-6 pp
-5 pp
-9 pp
0 pp
1 pp
1 pp
0 pp
1 pp
1 pp
2 pp



Middle East Conflict

Q: Muslim people are to blame for instability/conflict in the Middle East

*This question was not asked in Malaysia.

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

29-country average*

South Korea

India

Poland

Thailand

Indonesia

Chile

Türkiye

Sweden

Germany

France

Hungary

Peru

Colombia

Mexico

Belgium

Brazil

Spain

Netherlands

Italy

Singapore

Australia

Argentina

Japan

United States

Canada

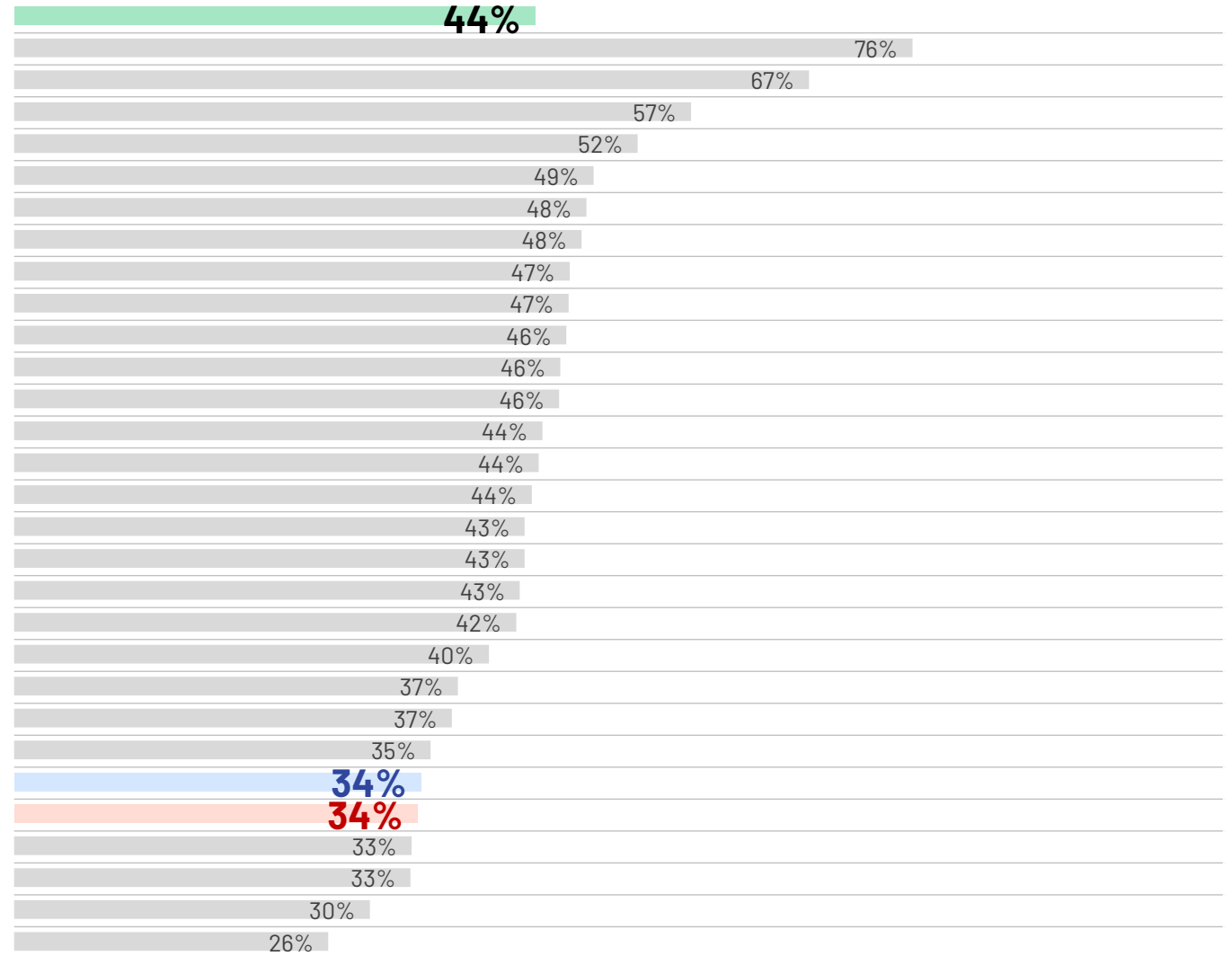
Ireland

South Africa

Great Britain

New Zealand

% Somewhat/strongly agree



Middle East Conflict

Q: Jewish people in Israel and around the world are to blame for instability/conflict in the Middle East

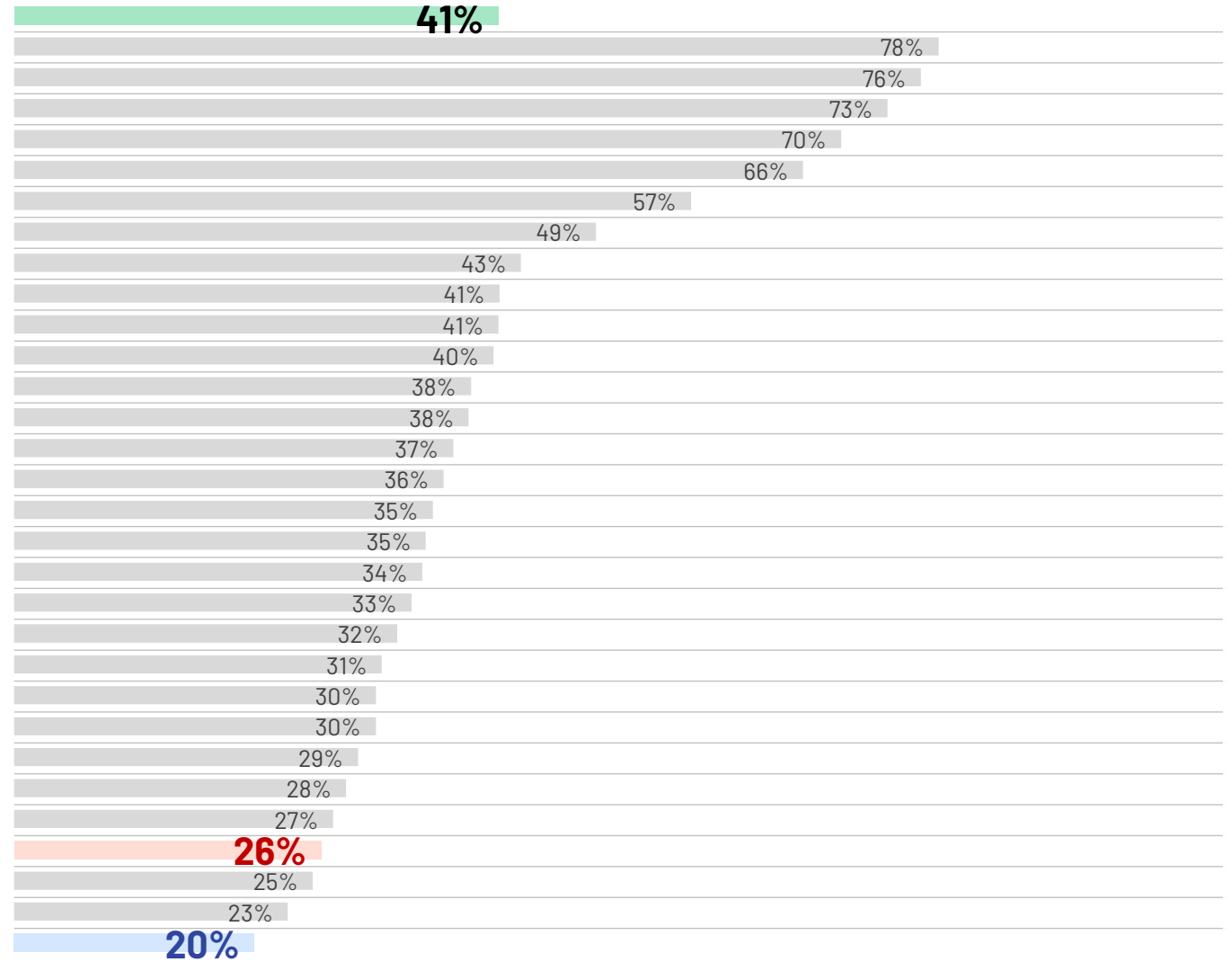
Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

Country

30-country average

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

% Somewhat/strongly agree



Economic vs. Military Power

Q: Economic power is more important in world affairs than military power

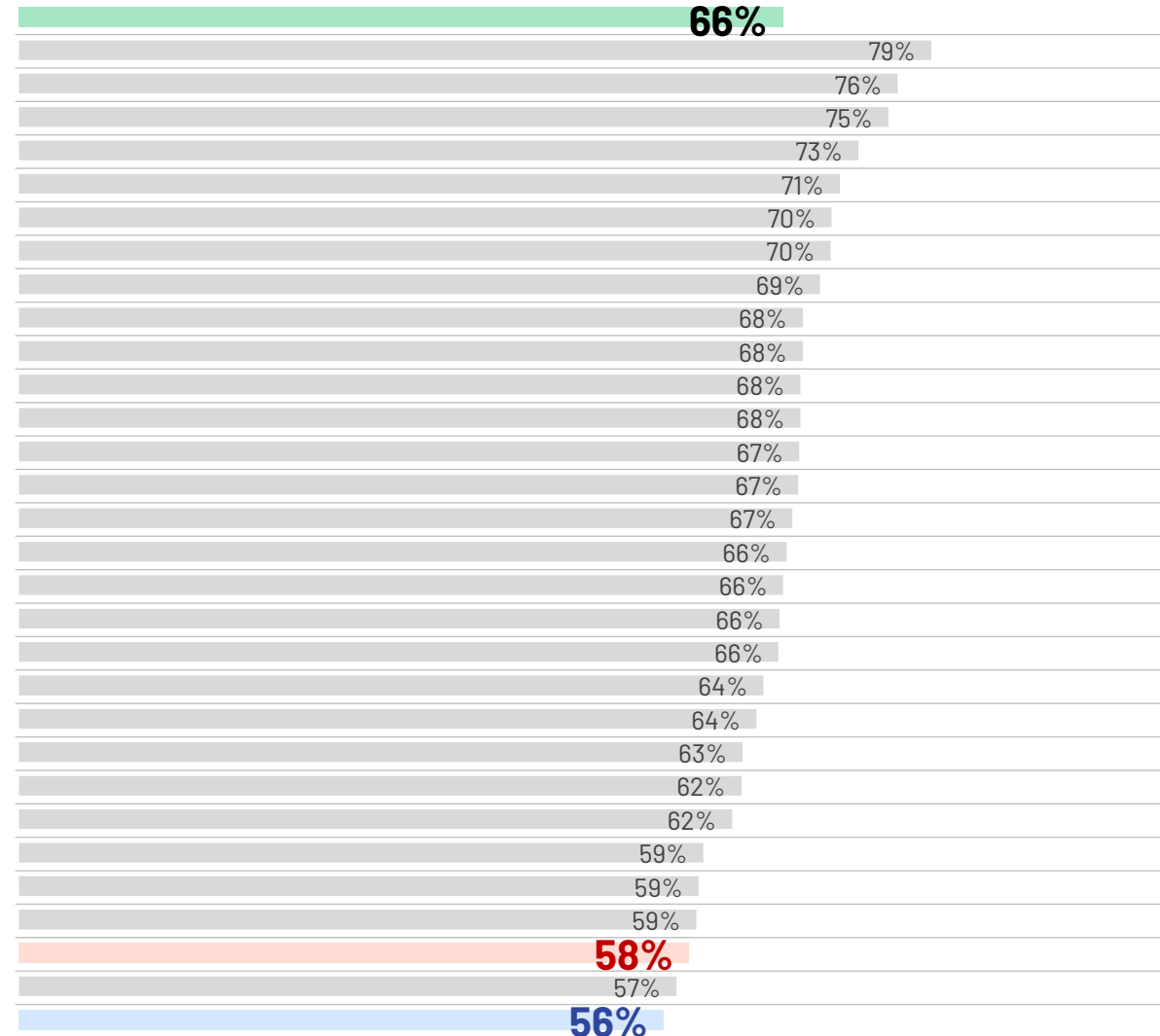
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Country

30-country average

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

% Somewhat/strongly agree



Change 2023

-11 pp
-9 pp
-9 pp
-8 pp
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-12 pp
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-13 pp
-15 pp
-9 pp
-10 pp
-14 pp
-9 pp
-13 pp
-15 pp
-18 pp
-13 pp
-8 pp



Military Spending

Q: Given the dangers in the world, my government needs to spend more on my country's military power

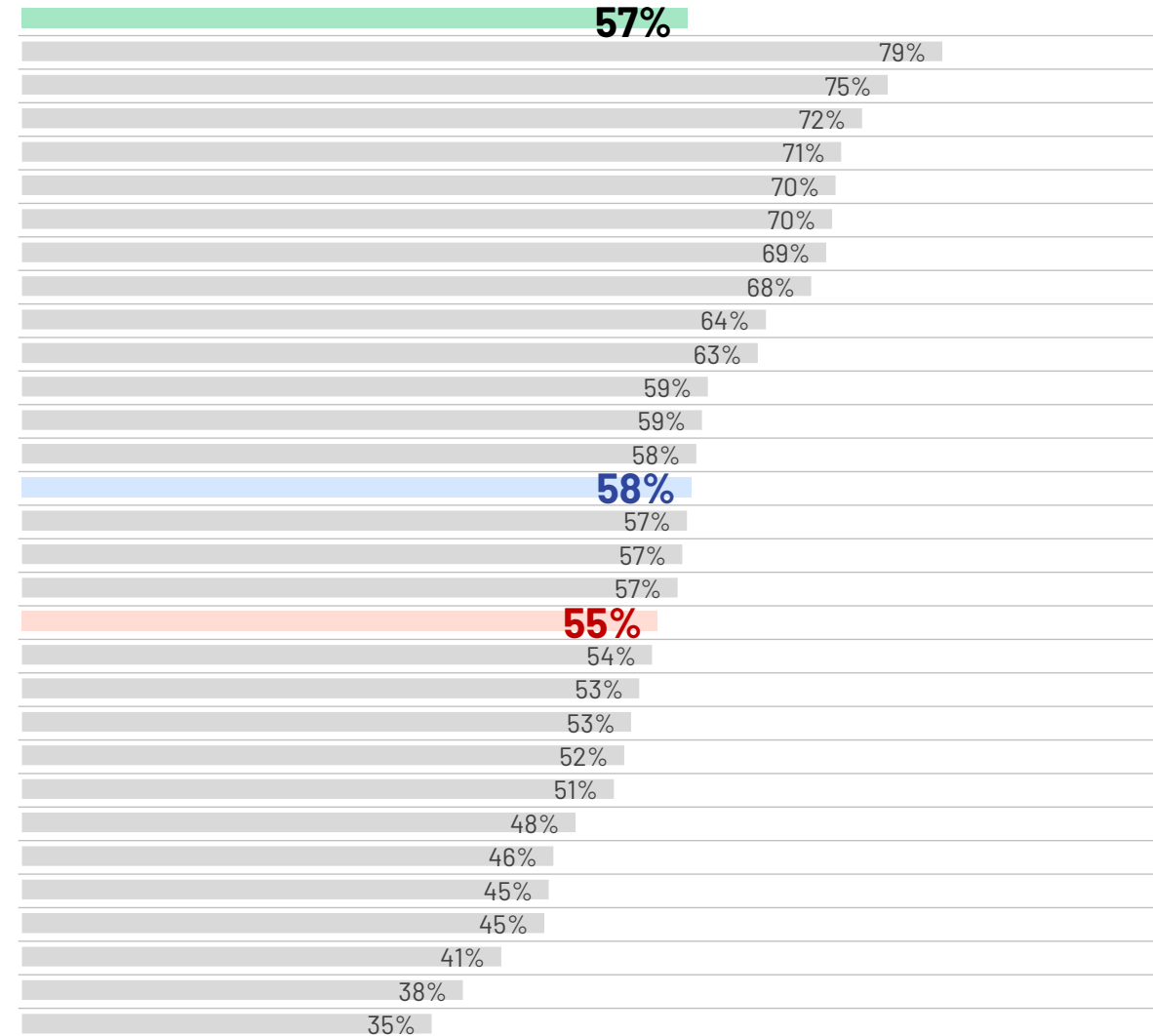
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Country

30-country average

Poland
India
Indonesia
Malaysia
South Africa
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Singapore
South Korea
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United States
Ireland
Belgium
Peru
Canada
Thailand
Australia
Mexico
Argentina
Brazil
Colombia
New Zealand
Spain
Chile
Japan
Hungary
Italy

% Somewhat/strongly agree



Change 2023

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-2 pp
-10 pp
-5 pp
-6 pp



Views on Democracy, U.S. and Western Values

Citizens of 30 Countries Assess
Threats and Engagement in
International Affairs



Universal vs. Western Values

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

Base: 22,989 online adults under the age of 75 across 30 countries, interviewed 20 September - 4 October, 2024.

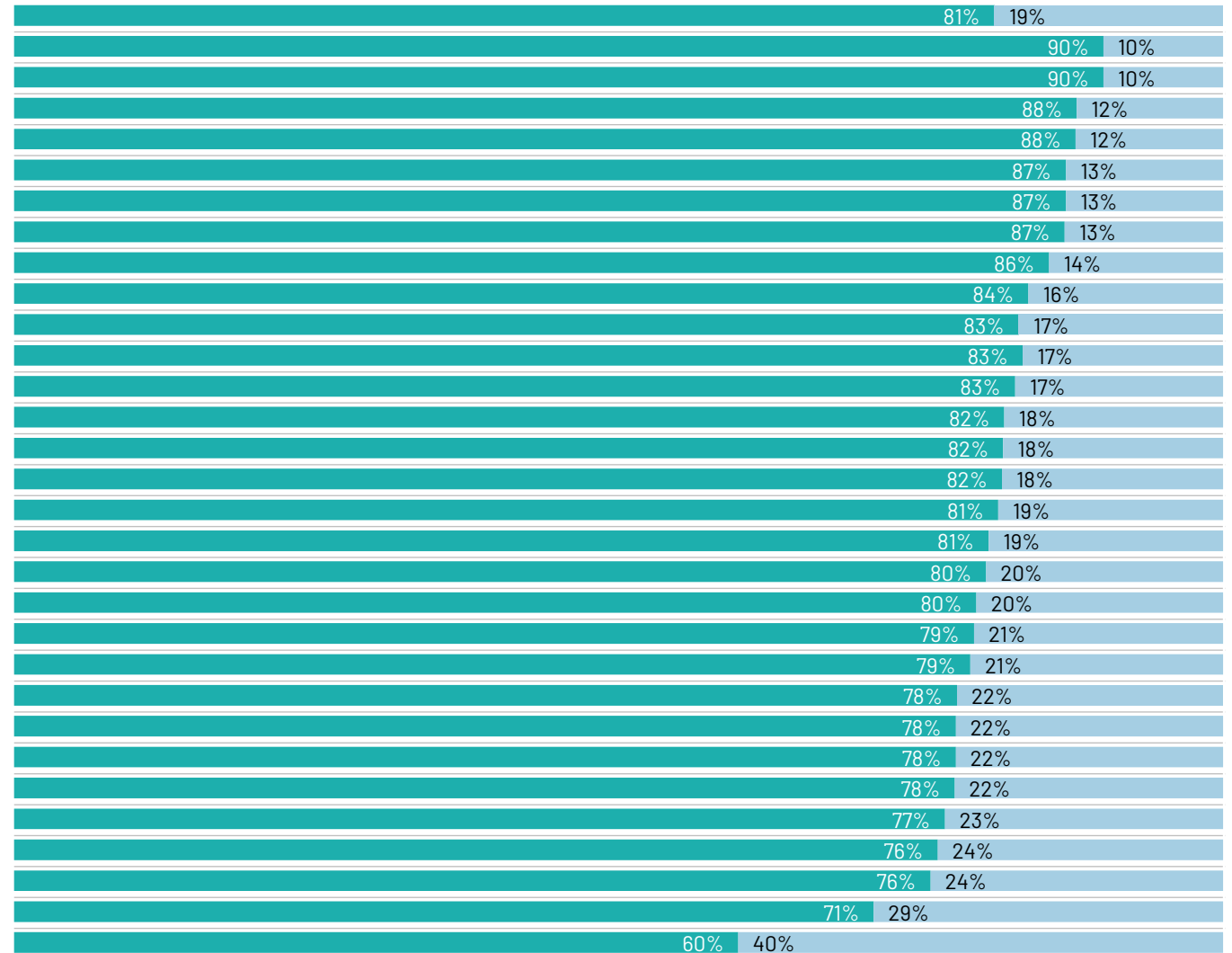
Country

30-country average

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

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

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



The role of free trade in a global economy

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

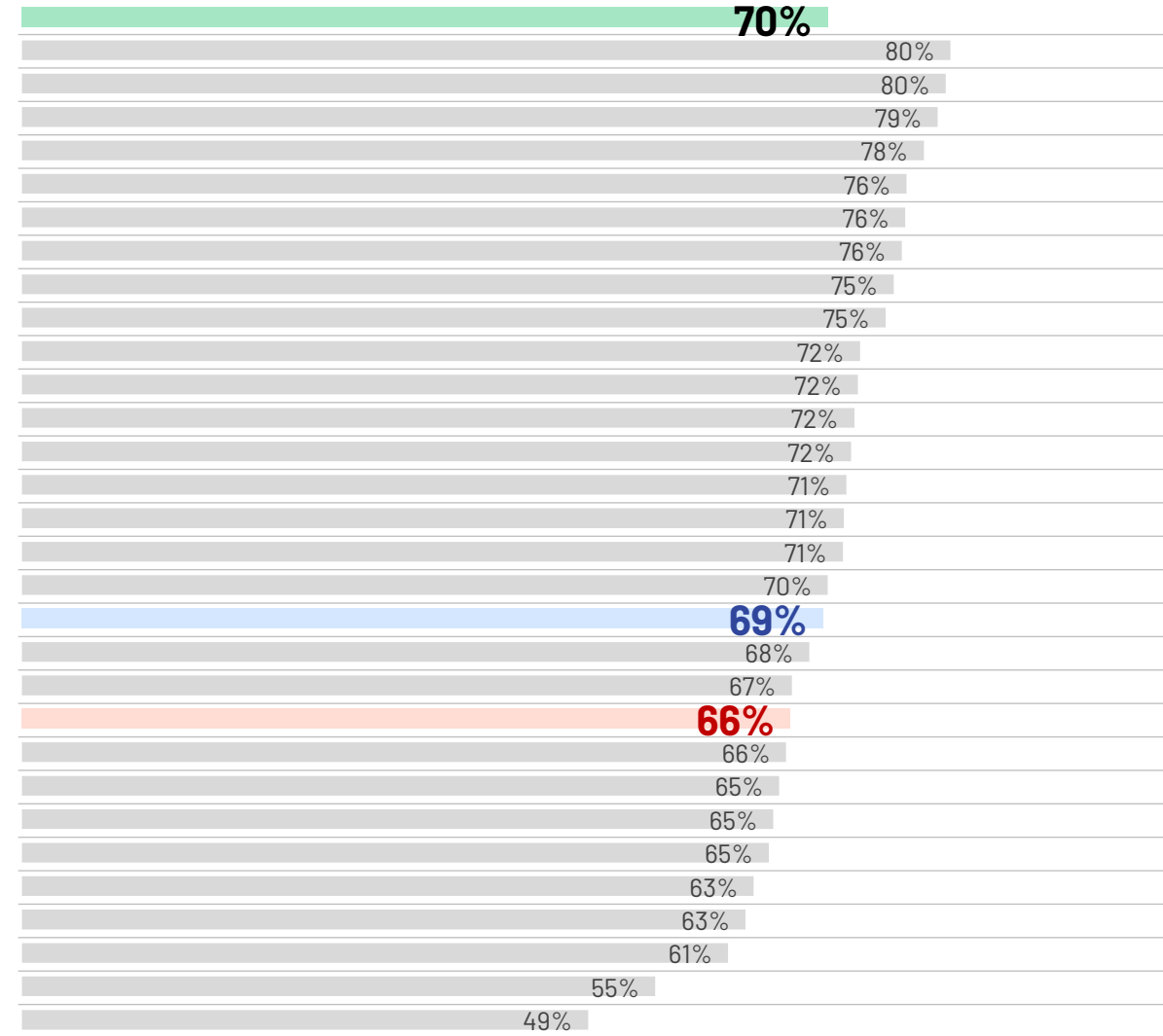
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Country

30-country average

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

% Somewhat/strongly agree



Change 2023

-10 pp
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-14 pp
-12 pp



Respect of global institutions

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

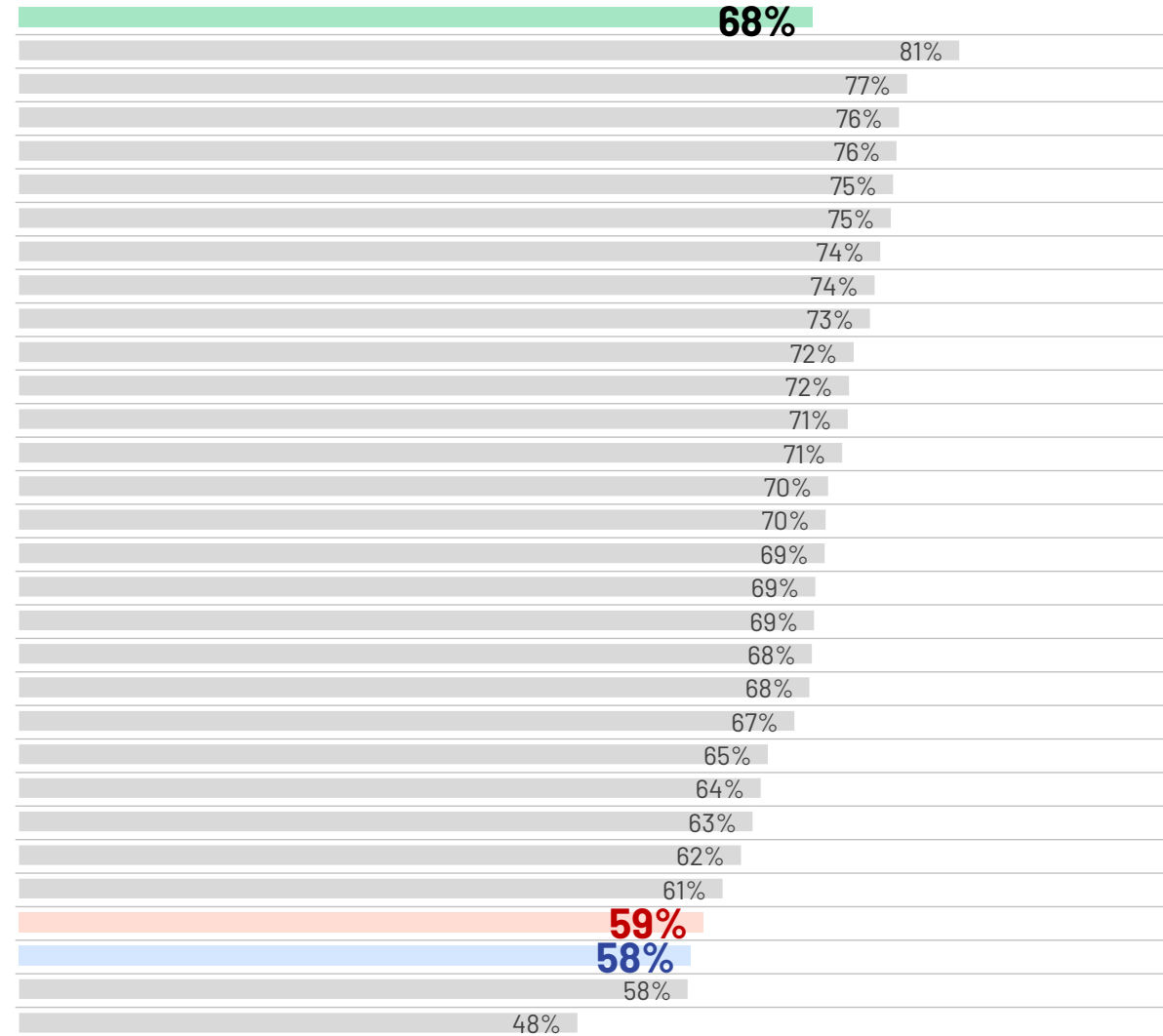
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30-country average

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South Africa
Türkiye
South Korea
Sweden
Peru
India
Chile
Netherlands
Spain
Argentina
Ireland
Italy
Belgium
New Zealand
Hungary
Brazil
Australia
Germany
Great Britain
Canada
United States
France
Japan

% Somewhat/strongly agree



Change 2023

-12 pp
-9 pp
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-9 pp
-11 pp
-16 pp
-11 pp
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-19 pp
-15 pp
-15 pp
-15 pp



Role of U.S., NATO and allies

Q: The United States and its allies, including the North Atlantic Treaty Organization (NATO) make the world more secure

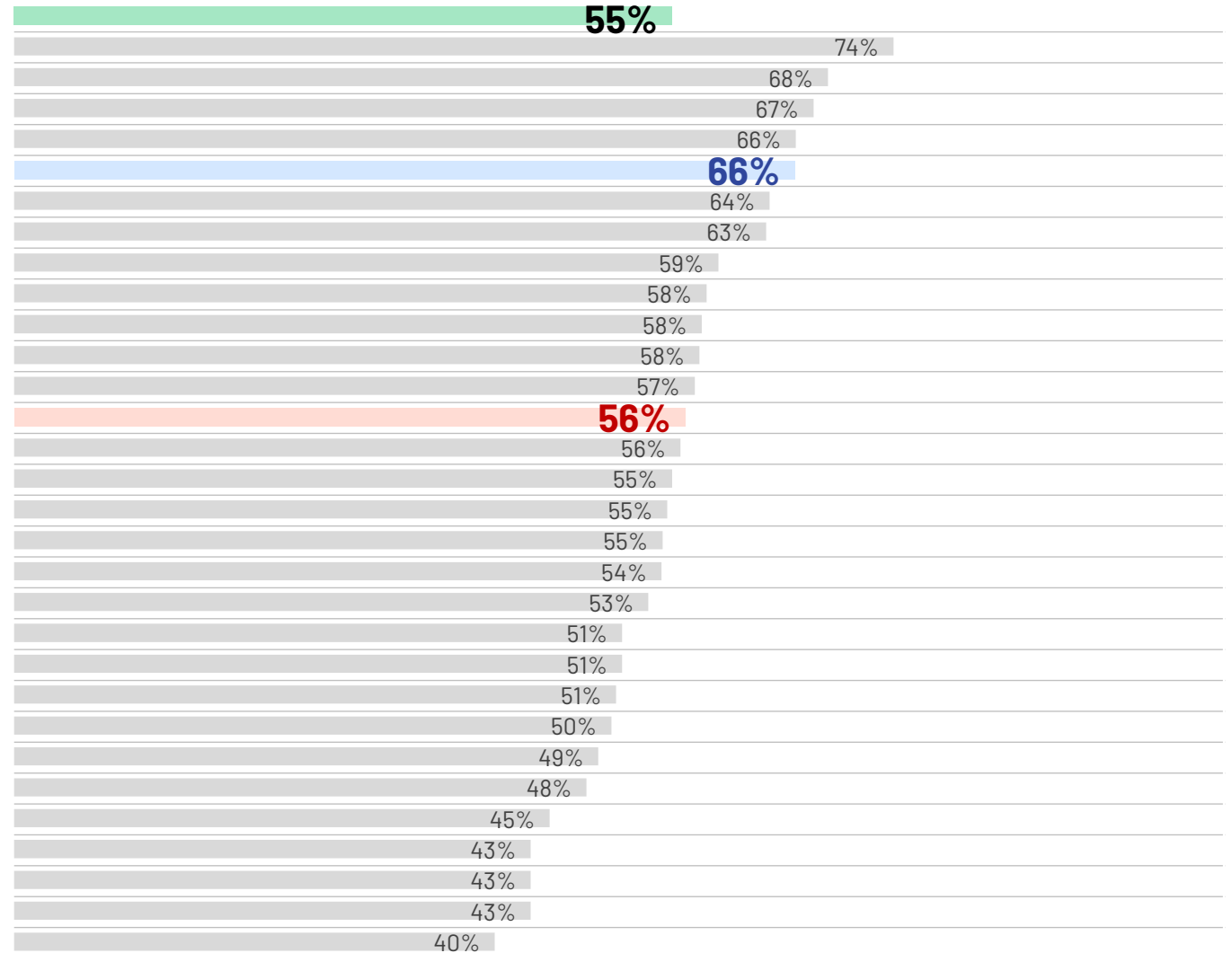
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Colombia
Hungary
Australia
New Zealand
Canada
Germany
Peru
Belgium
Singapore
Ireland
Spain
Chile
South Africa
Brazil
France
Italy
Mexico
Malaysia
Argentina
Indonesia
Japan
Türkiye

% Somewhat/strongly agree



Role of the U.S. as democratic leader

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

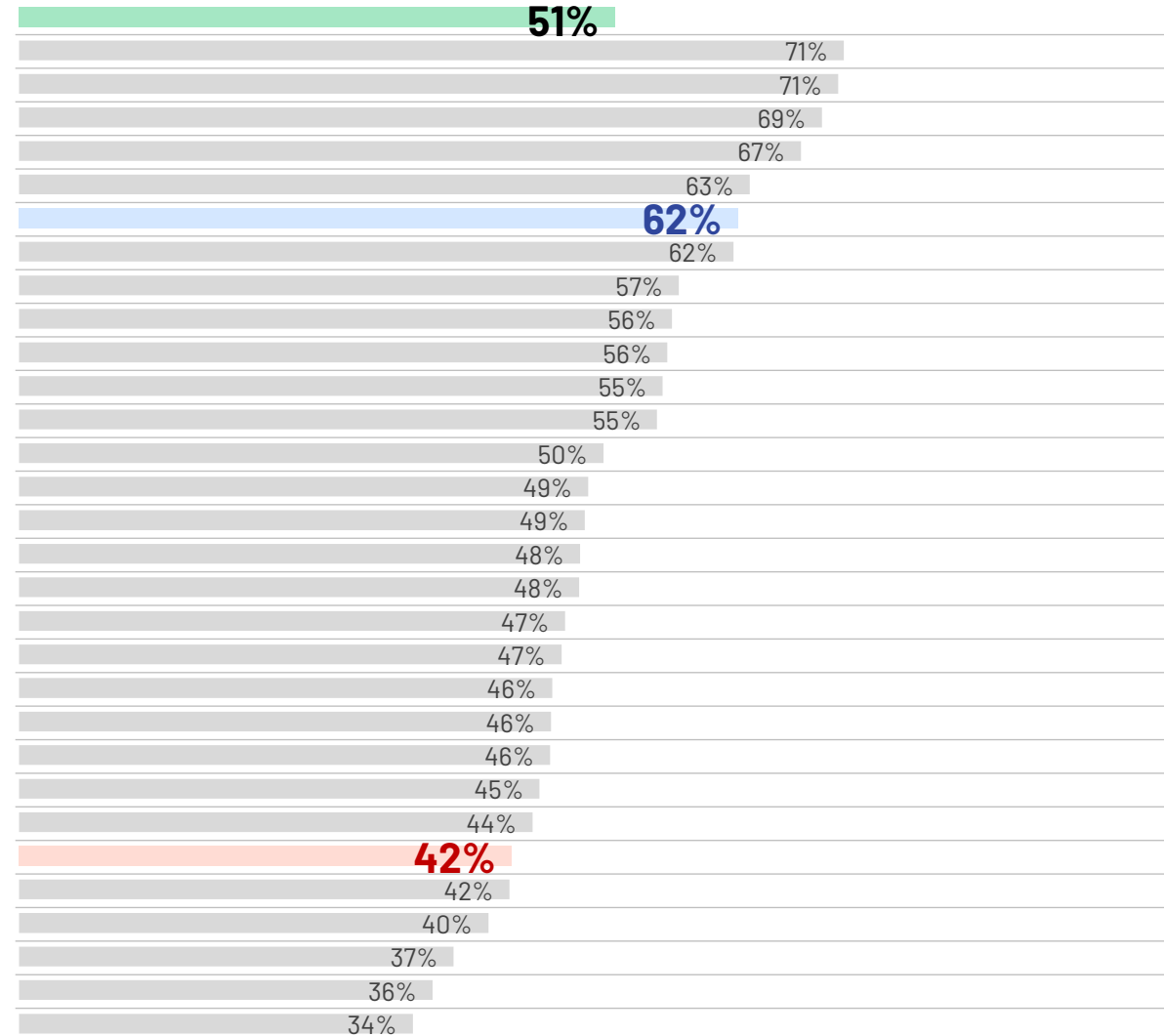
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Country

30-country average

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Singapore
Malaysia
France
Spain
Japan
Italy
Mexico
Germany
Indonesia
Ireland
Belgium
Hungary
Australia
Canada
Netherlands
Great Britain
New Zealand
Sweden
Türkiye

% Somewhat/strongly agree



Change 2023

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-5 pp
-6 pp
-9 pp
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-6 pp
-8 pp



Digital technology impact

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

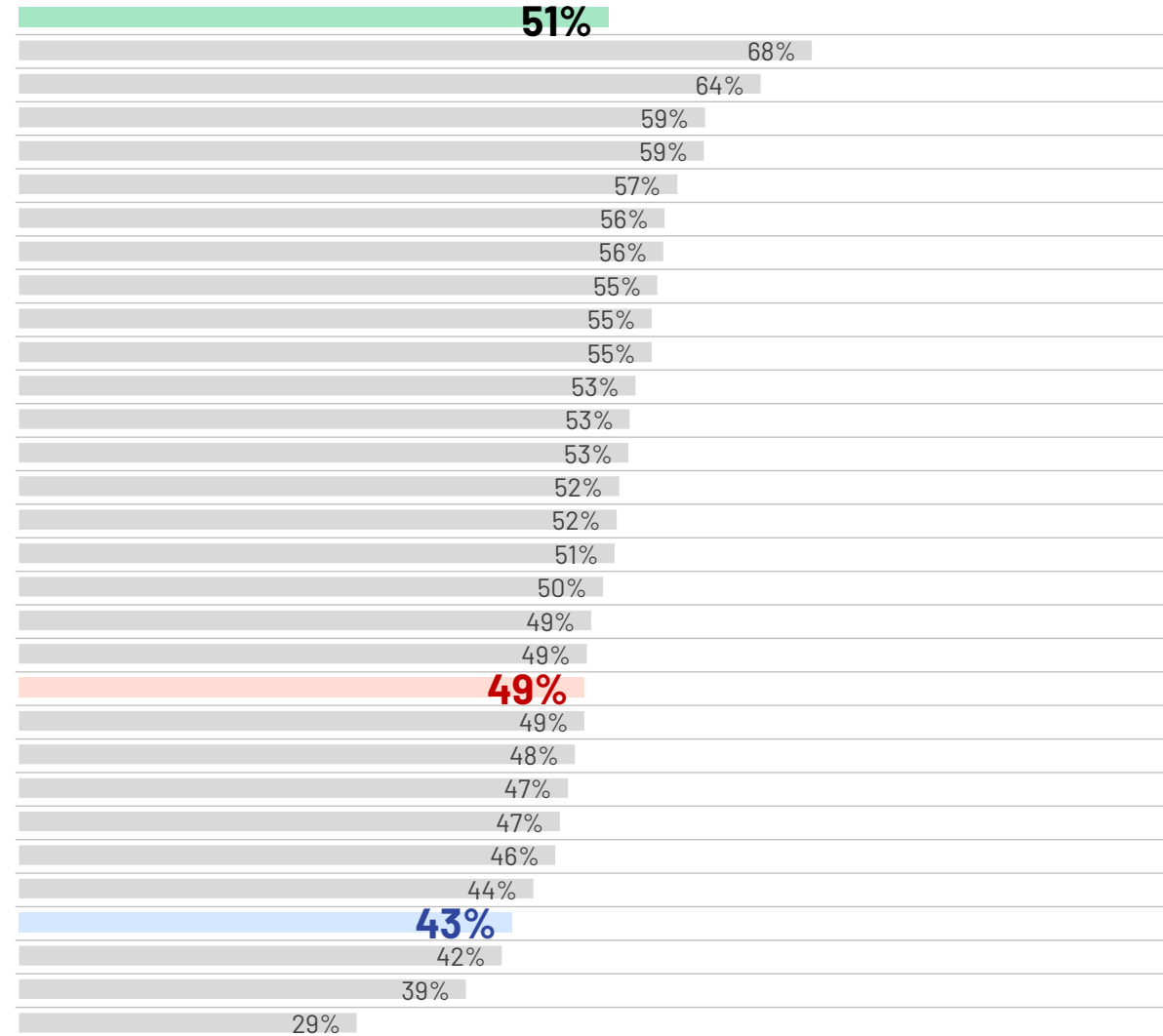
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New Zealand
France
Mexico
Spain
Netherlands
Hungary
Canada
Chile
Argentina
Great Britain
Brazil
Germany
South Korea
United States
Italy
Sweden
Japan

% Somewhat/strongly agree



Change 2023

-8 pp
-13 pp
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-10 pp
-1 pp
-7 pp
-11 pp
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-7 pp
-12 pp
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-5 pp
0 pp
-18 pp
-5 pp
-11 pp
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Methodology



METHODOLOGY

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, September 20 and Friday, October 4, 2024. For this survey, Ipsos interviewed a total of 22,989 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

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

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75.

Samples in Brazil, Chile, Colombia, Indonesia, Israel, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

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

The data is weighted so that the composition of each country’s sample best reflects the demographic profile of the adult population according to the most recent census data. “The 30-country average” reflects the average result for all the countries and markets in

which the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

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

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

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



For more information

Dr. Darrell Bricker

Global CEO

Ipsos Public Affairs

Darrell.Bricker@ipsos.com