



Global Perceptions 2025 - G20, UK, Scotland Survey Results

savanta.com

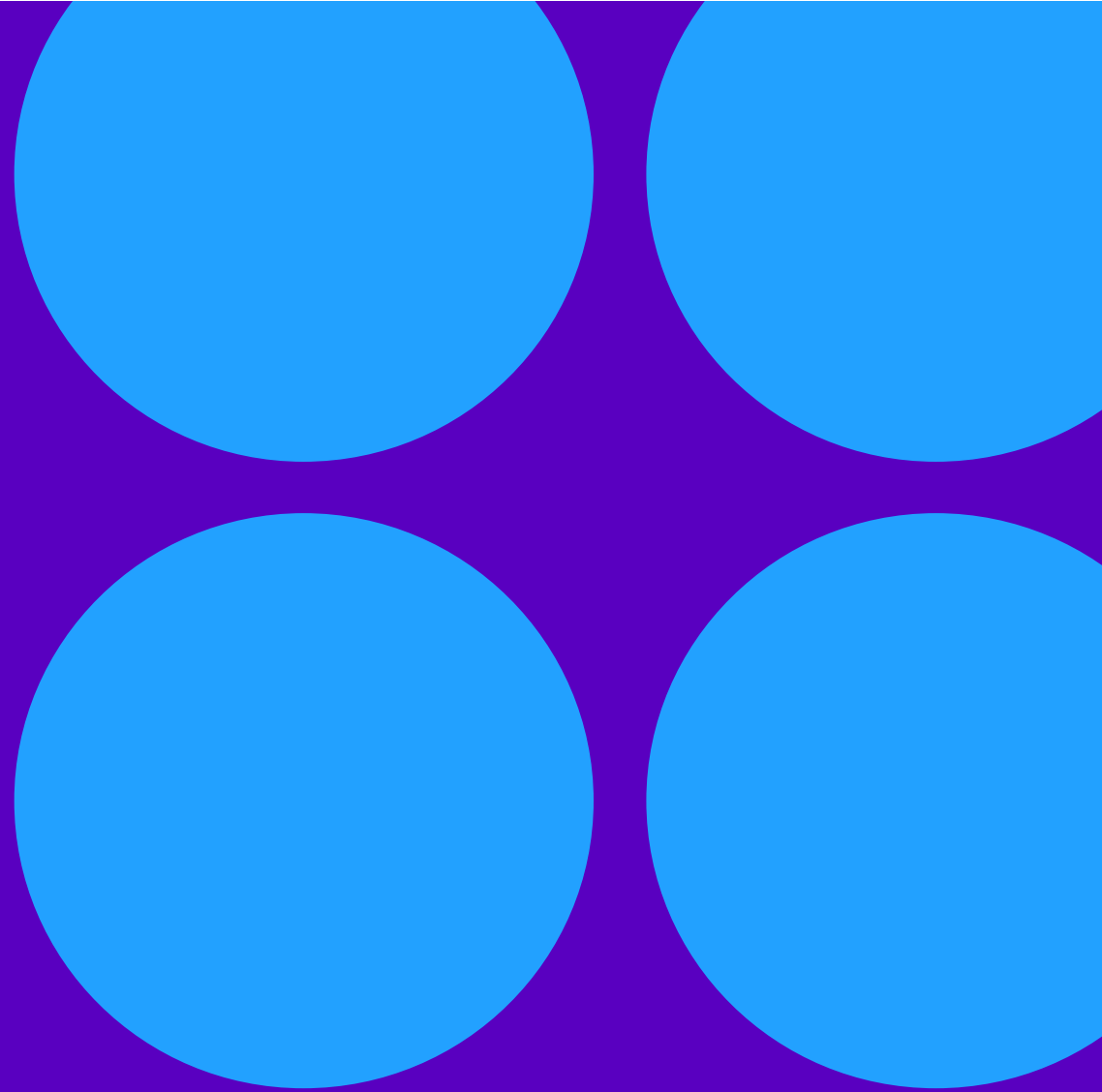


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03	The UK – Attractiveness and trust	07	Awareness and impact of British Council
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Project overview and methodology



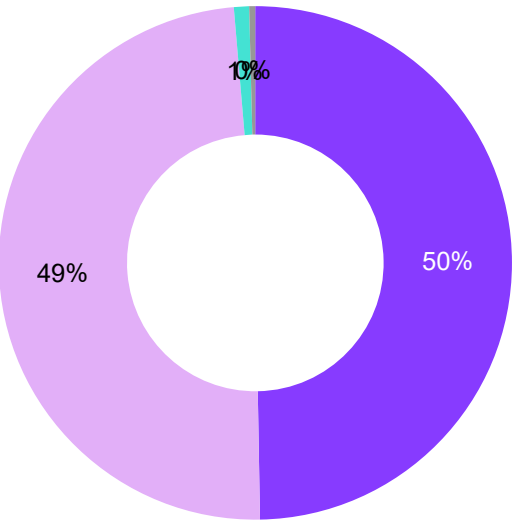
Project overview and methodology

- ❖ This is the latest wave of research for the British Council about perceptions of the UK, the UK's influence and trends in soft power internationally, and how the UK is seen by educated young people across the G20.
- ❖ Savanta has taken over this research from Ipsos Mori as of 2025. Effort has been made throughout to replicate the original survey to ensure consistency – replicating methodology and keeping tracking questions consistent. Nonetheless, some caution may need to be exercised when comparing results to previous waves.
- ❖ Interviews were conducted online in Scotland. Quotas were placed on age interlocked with gender and region. Online fieldwork took place from 17 April to 9 May with a total of 523.000000000000000 participants.
- ❖ Data is weighted to be representative of the national population of each country surveyed by age, gender and region. Please note - where results do not sum to 100, this may be due to rounding, multiple responses, or the exclusion of 'Don't know' categories.

Sample Demographics Part 1 (Scotland)

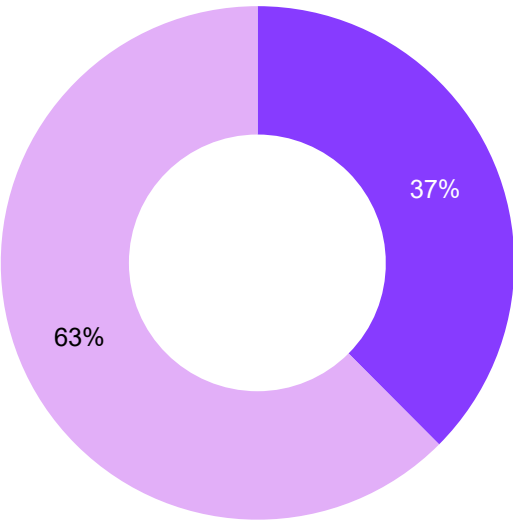
Gender

Male Female In another way Prefer not to say

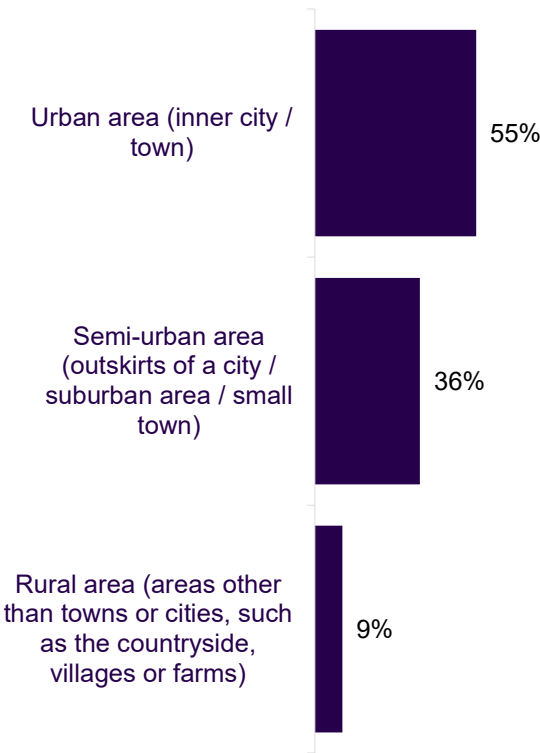


Age

18-24 25-34

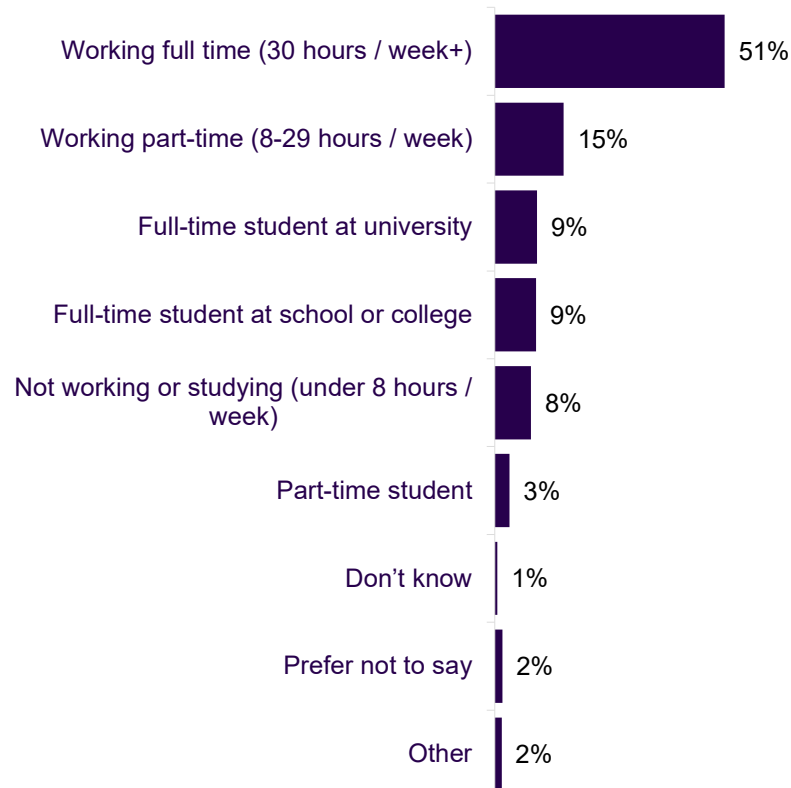


Urbanity

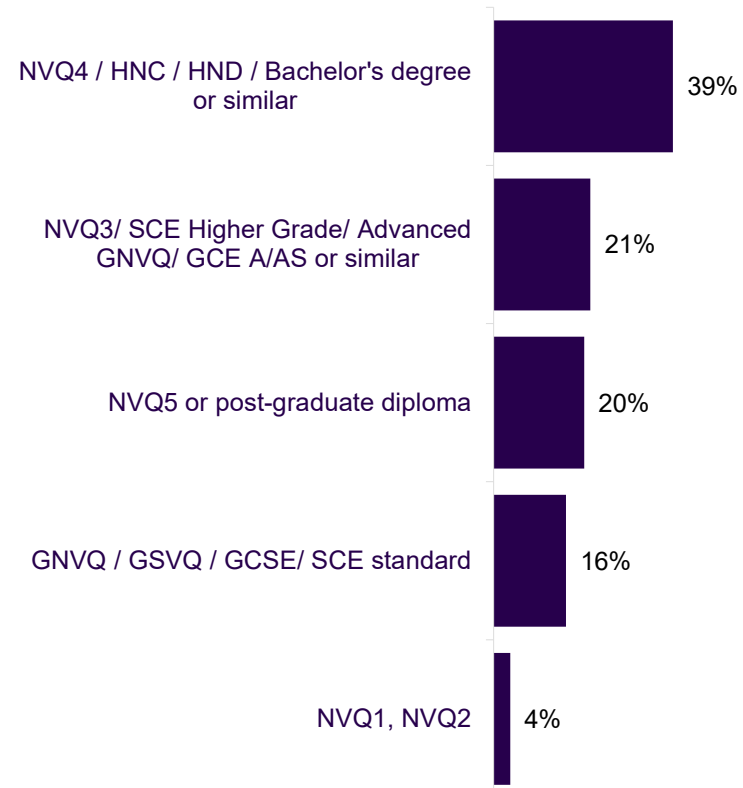


Sample Demographics Part 2 (Scotland)

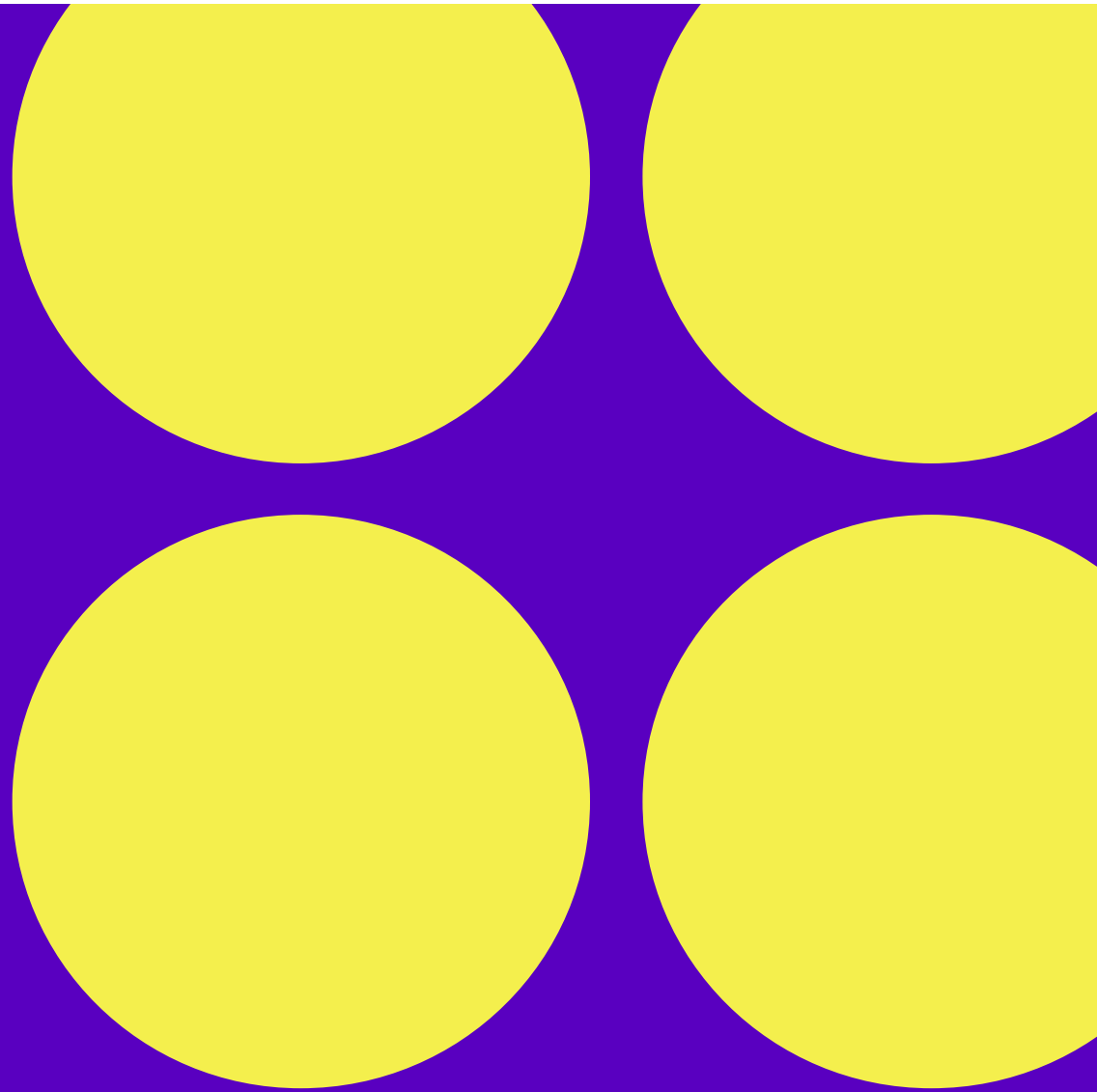
Current occupation



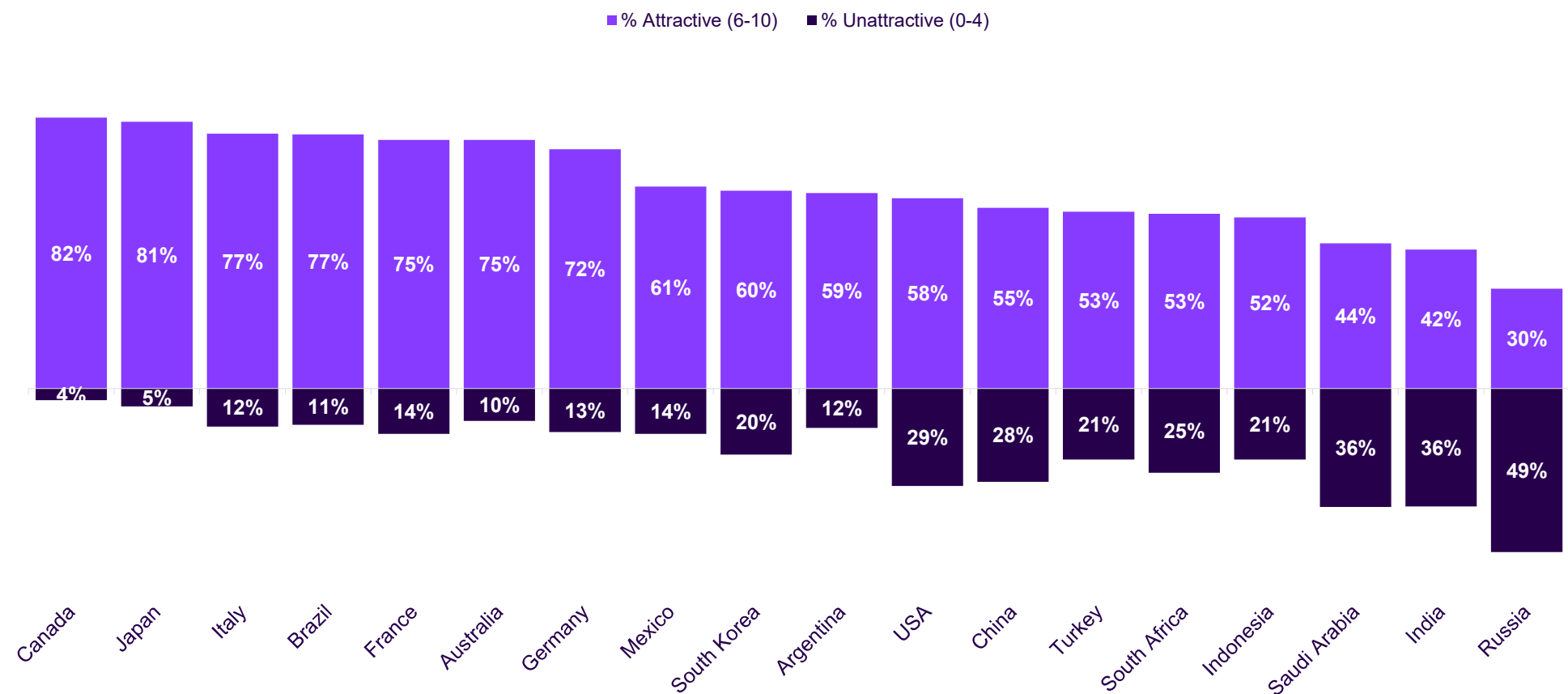
Education



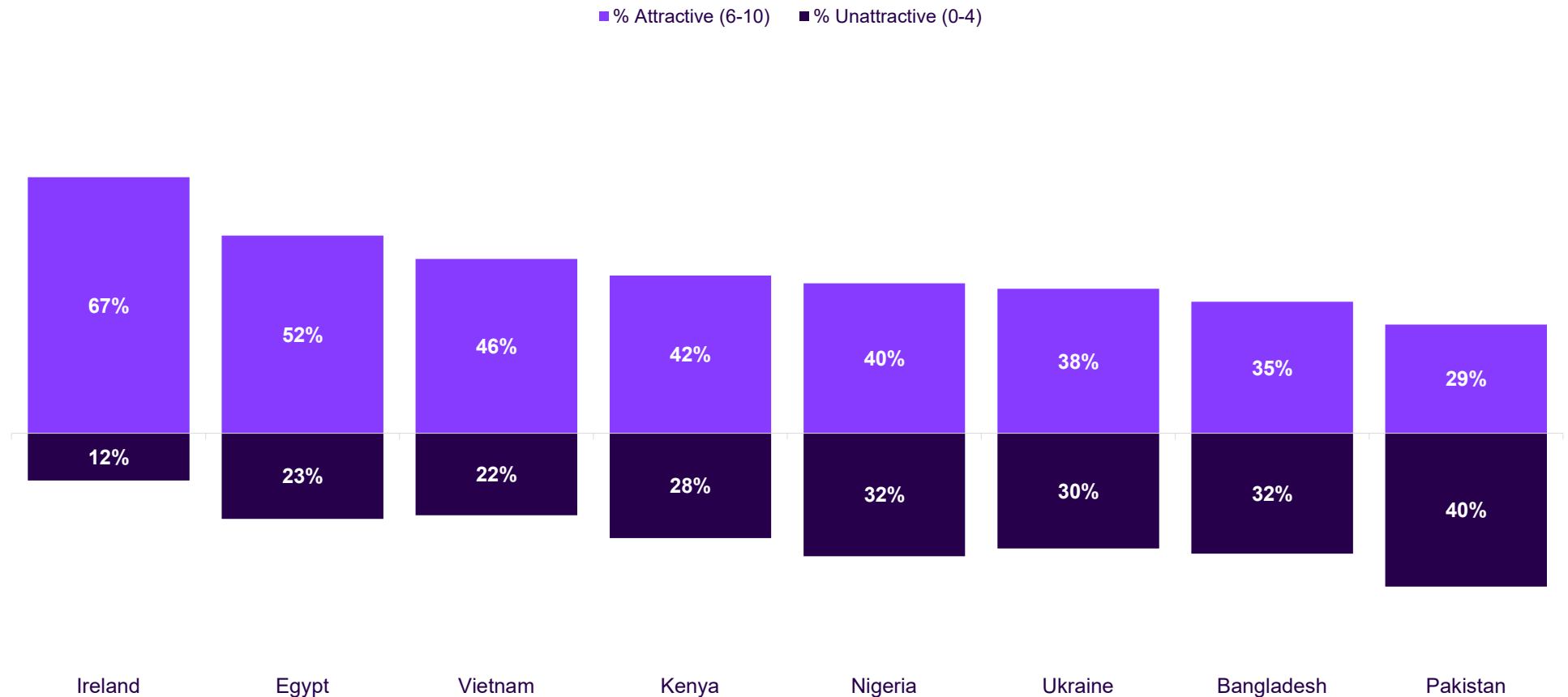
UK Attractiveness and Trust



Overall attractiveness of G20 countries



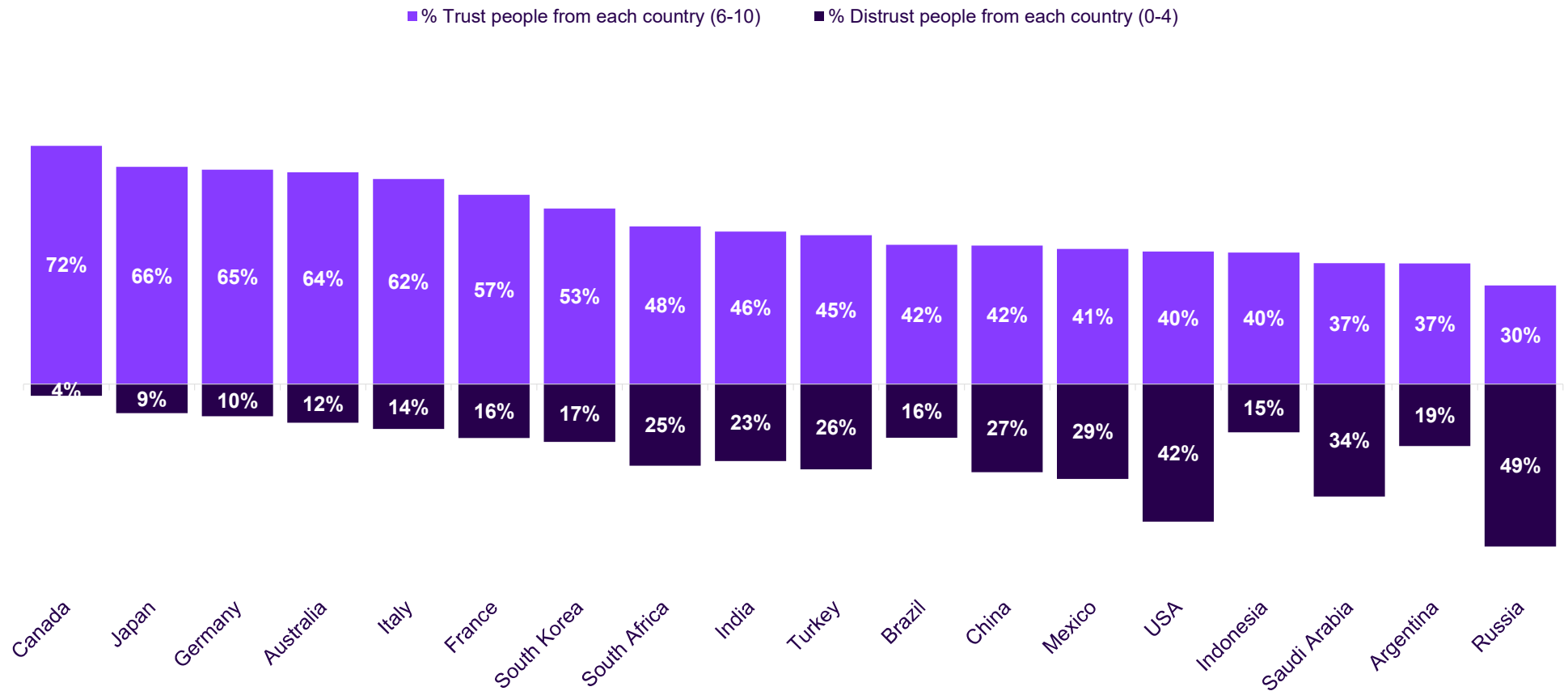
Attractiveness of non-G20 countries to UK



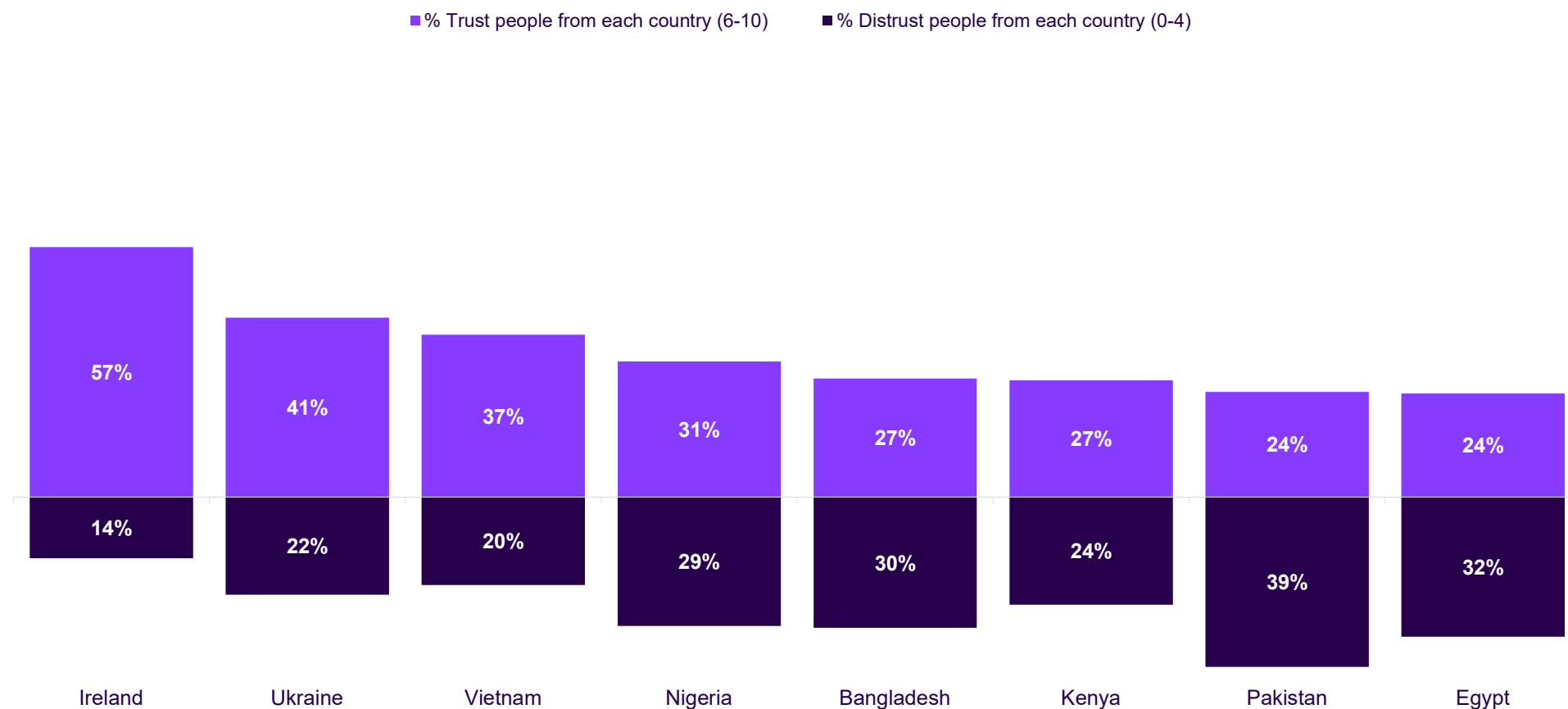
Overall attractiveness - trends 2016-2025 G20

Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
Canada			75	81	87	82	-5	-
Japan			61	73	68	81	+13	-
Italy			87	83	84	77	-7	-
Brazil			47	61	57	77	+20	-
France			71	71	72	75	+3	-
Australia			83	70	81	75	-6	-
Germany			58	58	66	72	+6	-
Mexico			59	42	61	61	=	-
South Korea			47	55	63	60	-3	-
Argentina			50	58	50	59	+9	-
USA			67	66	68	58	-10	-
China			43	56	48	55	+7	-
Turkey			42	60	49	53	+4	-
South Africa			48	48	45	53	+8	-
Indonesia			38	51	38	52	+14	-
Saudi Arabia			29	37	40	44	+4	-
India			60	55	56	42	-14	-
Russia			40	28	23	30	+7	-

Trust in people from G20 countries



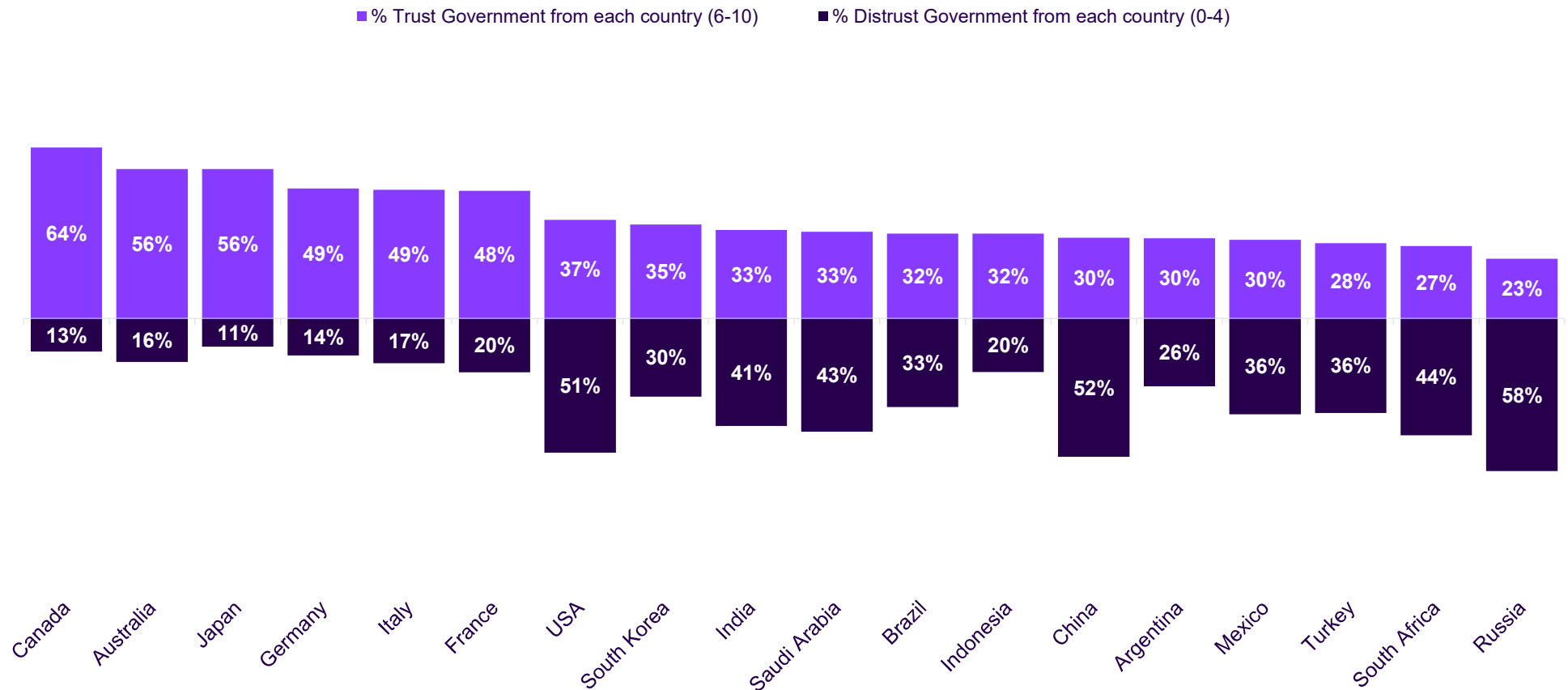
Trust in people from non-G20 countries



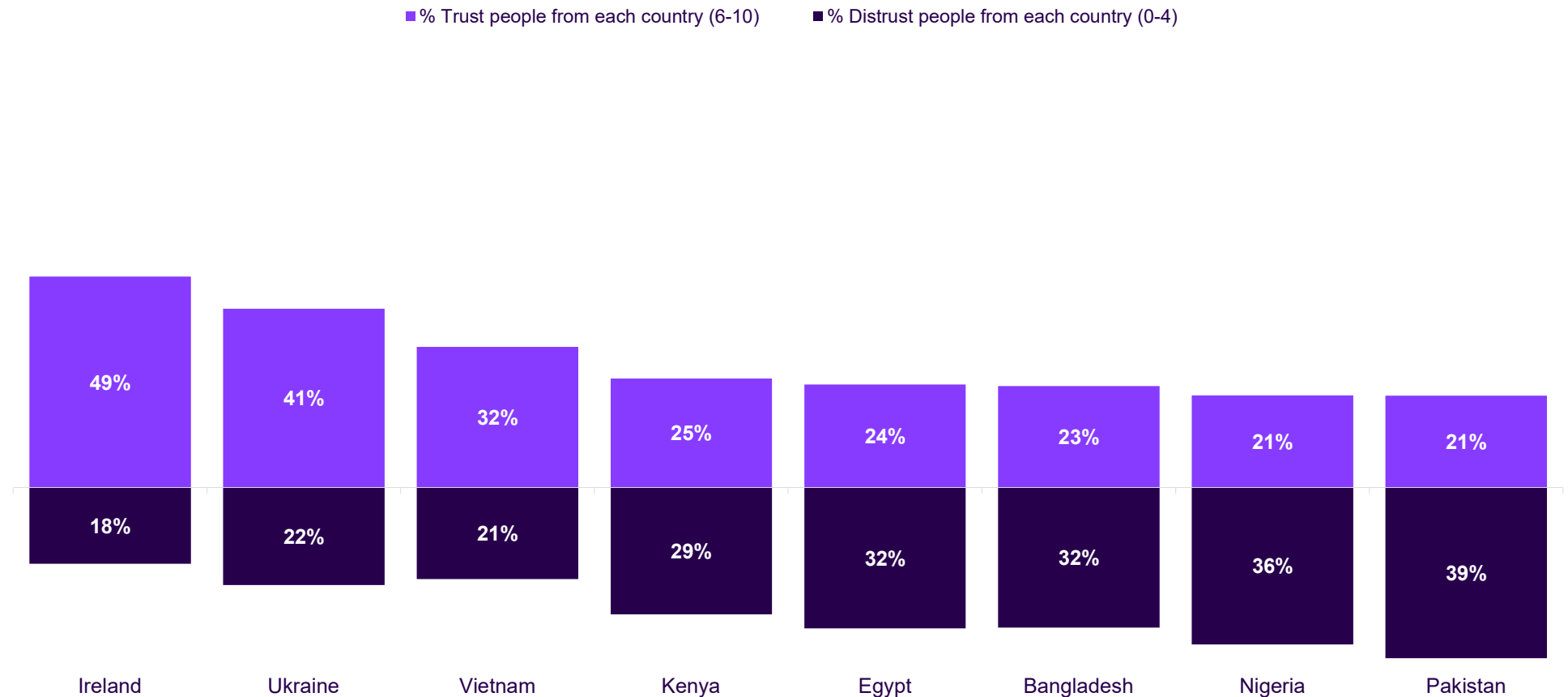
Trust in people - trends 2016-2025 G20 countries

Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
Canada			63	66	67	72	+5	-
Japan			48	53	63	66	+3	-
Germany			64	56	57	65	+8	-
Australia			68	57	70	64	-6	-
Italy			62	65	66	62	-4	-
France			55	46	55	57	+2	-
South Korea			29	42	57	53	-4	-
South Africa			35	32	29	48	+19	-
India			38	37	39	46	+7	-
Turkey			29	35	33	45	+12	-
Brazil			29	31	31	42	+11	-
China			32	28	29	42	+13	-
Mexico			29	19	34	41	+7	-
USA			50	52	48	40	-8	-
Indonesia			23	36	34	40	+6	-
Saudi Arabia			17	31	35	37	+2	-
Argentina			30	28	19	37	+18	-
Russia			16	31	17	30	+13	-

Trust in the governments of G20 countries



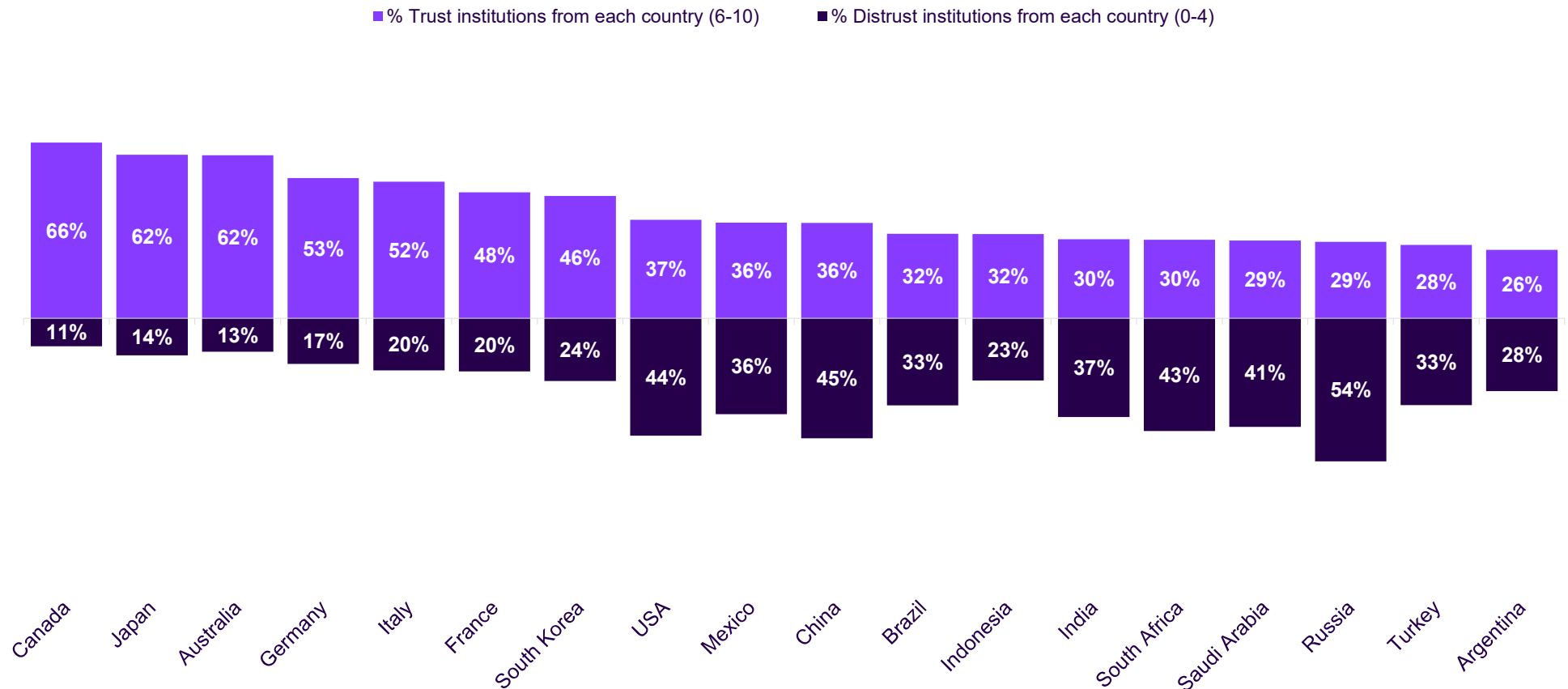
Trust in the governments of non-G20 countries



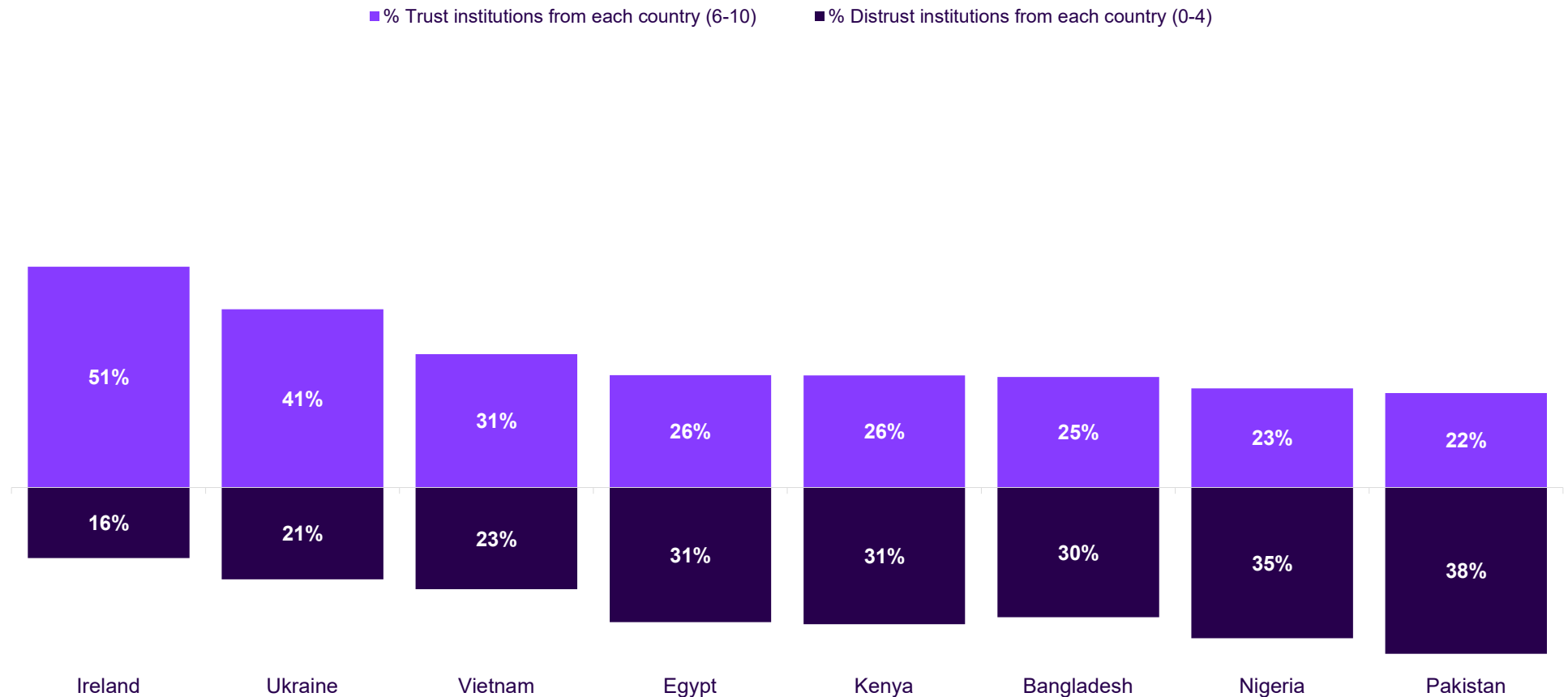
Trust in the government - trends 2016-2025 G20 countries

Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
Canada			40	50	58	64	+6	-
Australia			45	43	63	56	-7	-
Japan			35	37	36	56	+20	-
Germany			51	36	41	49	+8	-
Italy			39	51	42	49	+7	-
France			42	35	46	48	+2	-
USA			42	30	43	37	-6	-
South Korea			24	31	33	35	+2	-
India			25	25	22	33	+11	-
Saudi Arabia			20	17	26	33	+7	-
Brazil			11	23	18	32	+14	-
Indonesia			16	17	10	32	+22	-
China			14	9	6	30	+24	-
Argentina			11	21	16	30	+14	-
Mexico			23	15	25	30	+5	-
Turkey			17	20	15	28	+13	-
South Africa			32	15	4	27	+23	-
Russia			7	21	20	23	+3	-

Trust in the institutions of G20 countries



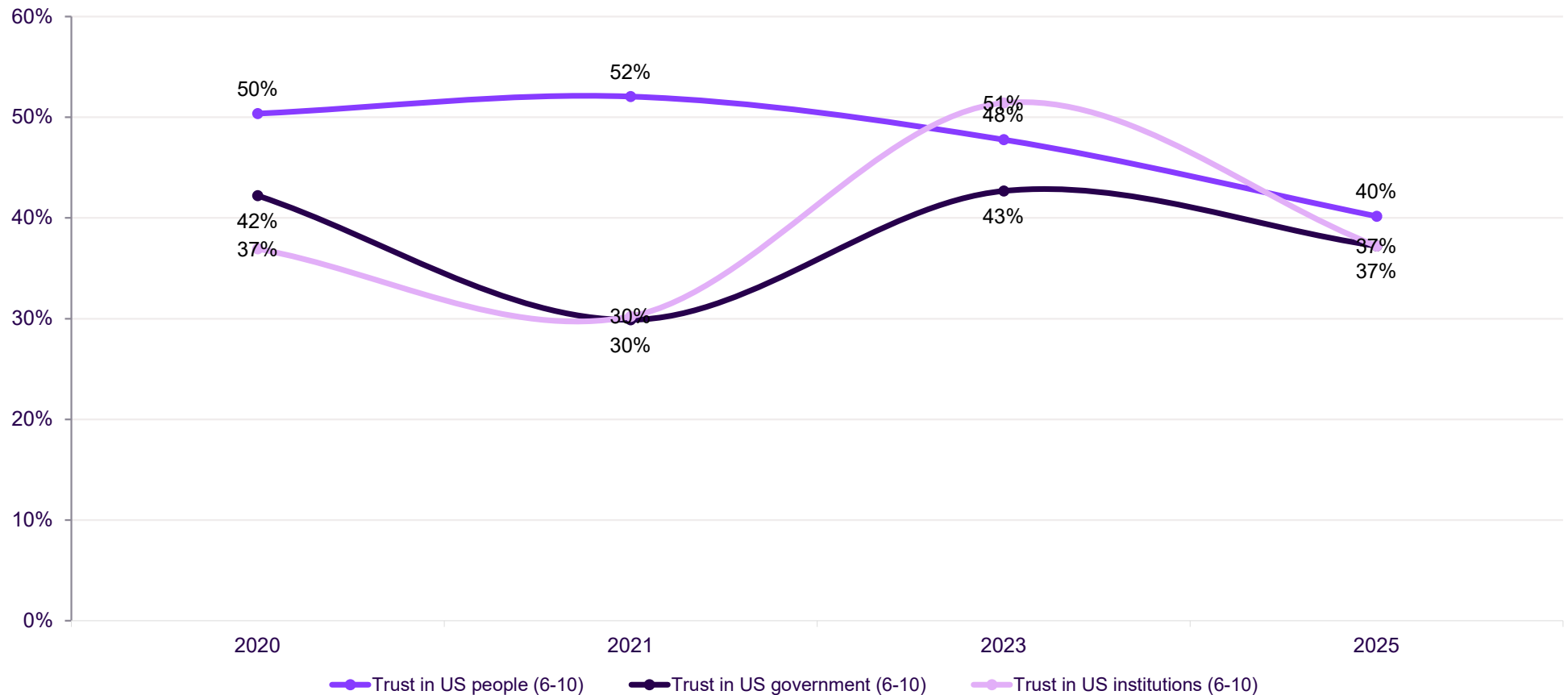
Trust in the institutions of non-G20 countries



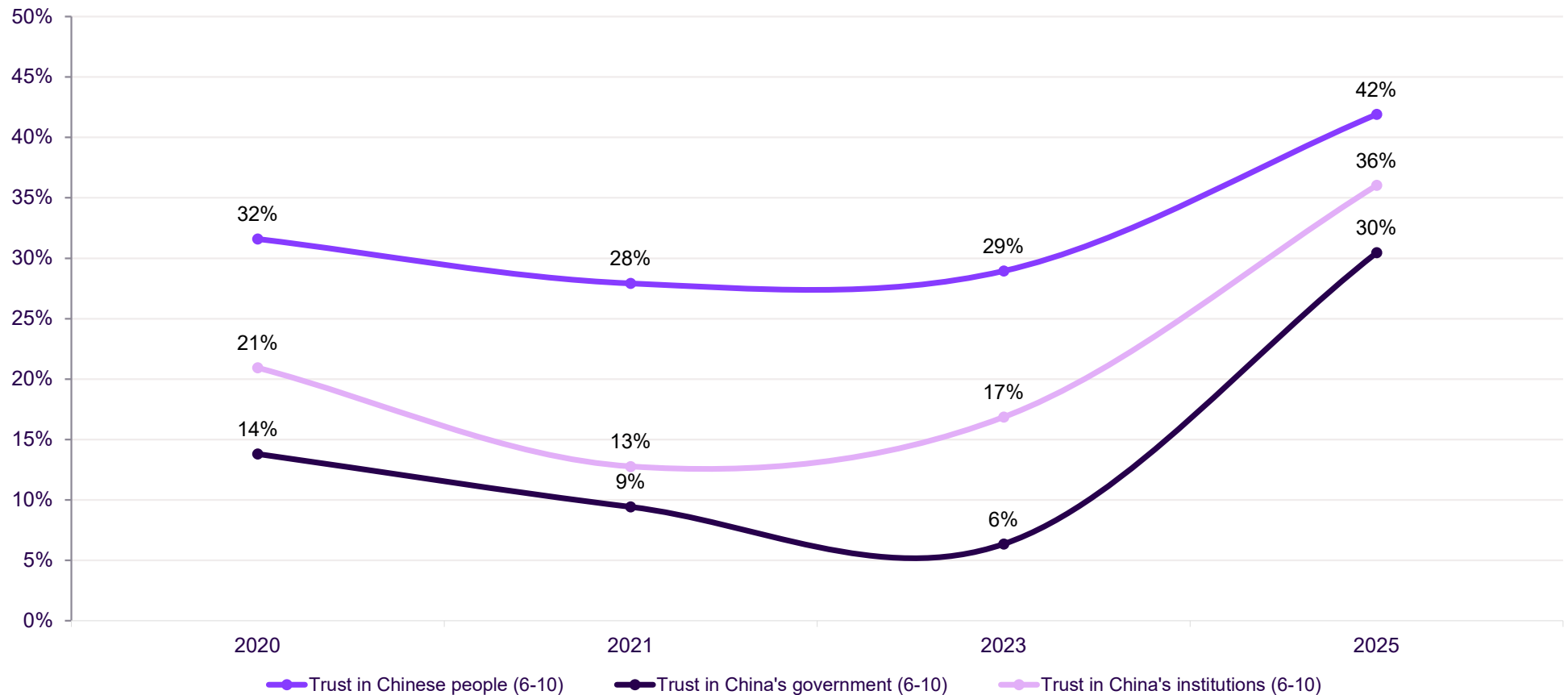
Trust in institutions - trends 2016-2025 G20 countries

Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
Canada			47	53	49	66	+17	-
Japan			28	41	39	62	+23	-
Australia			55	33	58	62	+4	-
Germany			49	30	50	53	+3	-
Italy			44	47	45	52	+7	-
France			44	45	55	48	-7	-
South Korea			16	31	37	46	+9	-
USA			37	30	51	37	-14	-
Mexico			21	13	16	36	+20	-
China			21	13	17	36	+19	-
Brazil			8	21	15	32	+17	-
Indonesia			20	27	15	32	+17	-
India			28	25	12	30	+18	-
South Africa			21	31	11	30	+19	-
Saudi Arabia			26	21	19	29	+10	-
Russia			12	24	21	29	+8	-
Turkey			10	18	11	28	+17	-
Argentina			11	24	9	26	+17	-

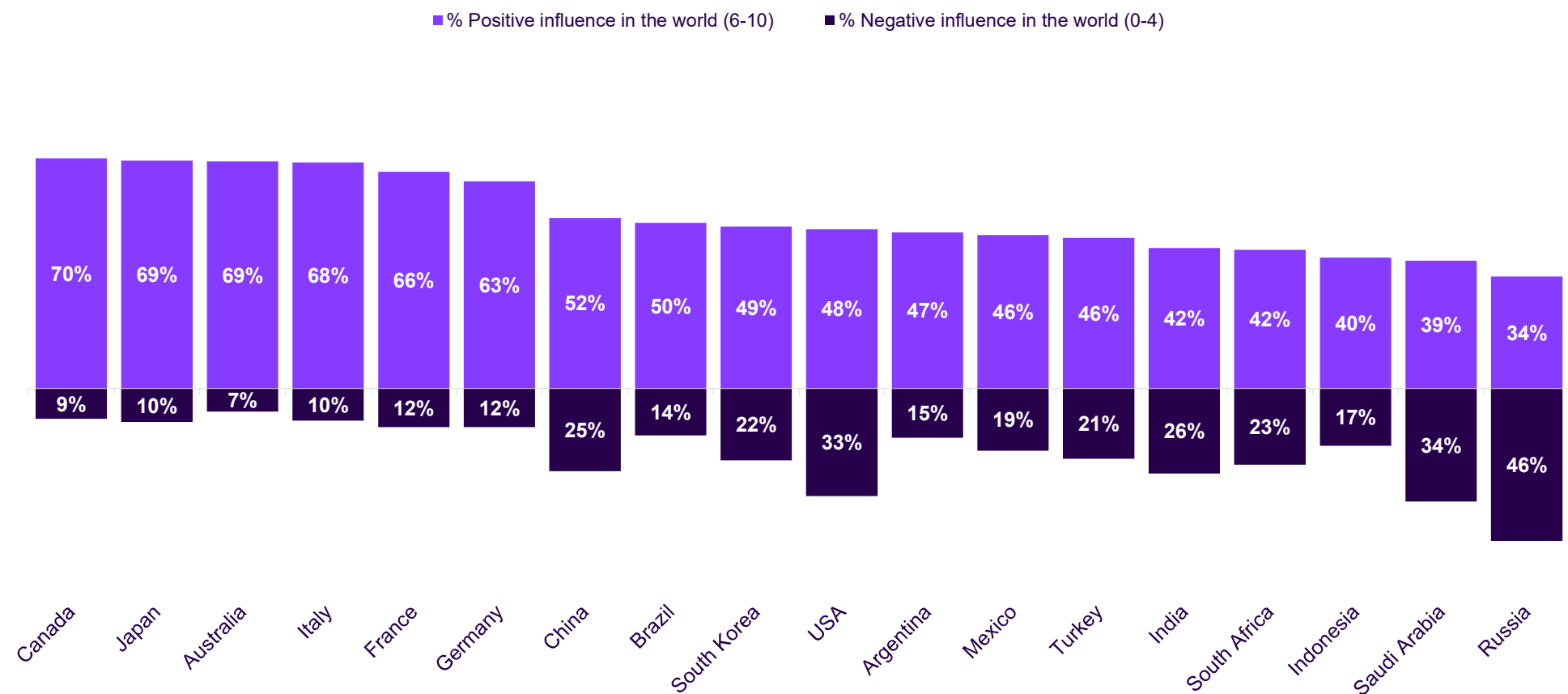
Trust in US people, government and institutions 2016-2025



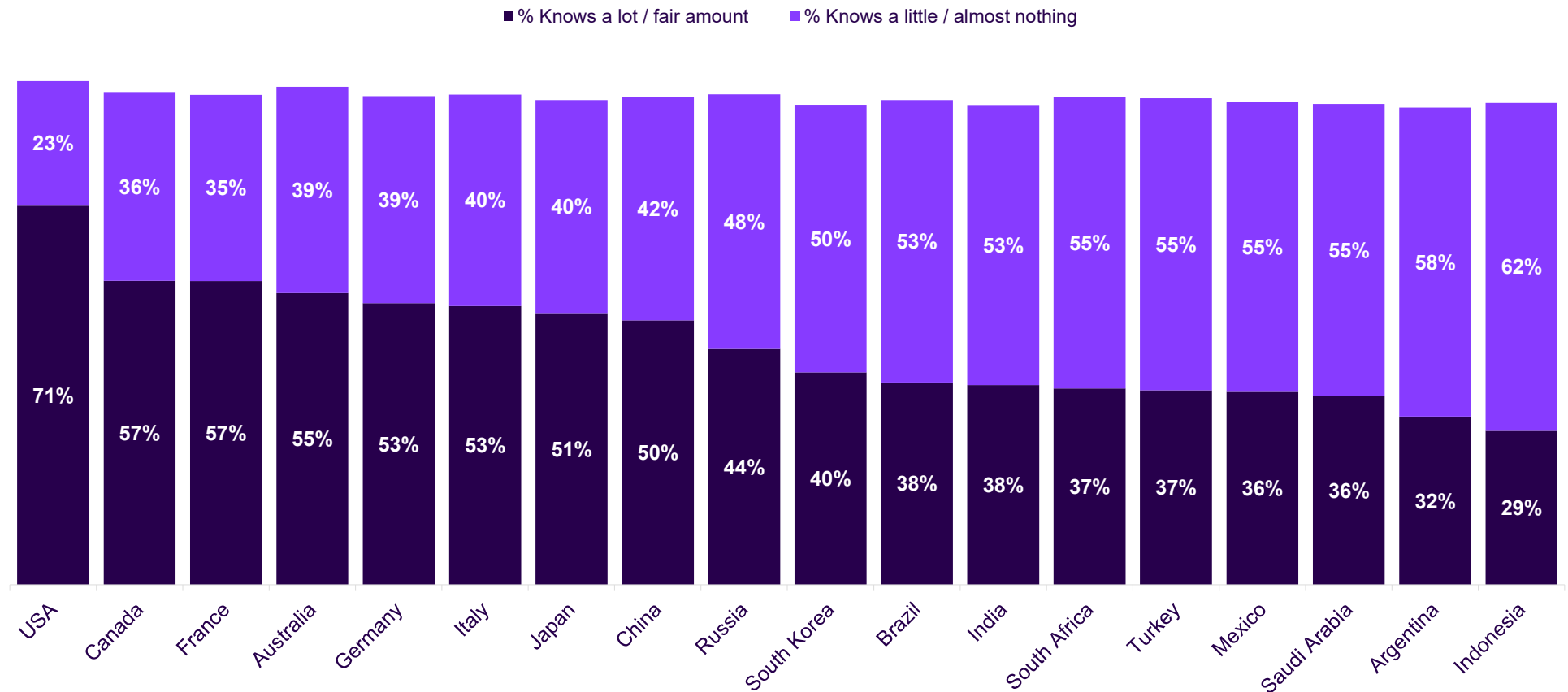
Trust in China's people, government and institutions 2016-2025



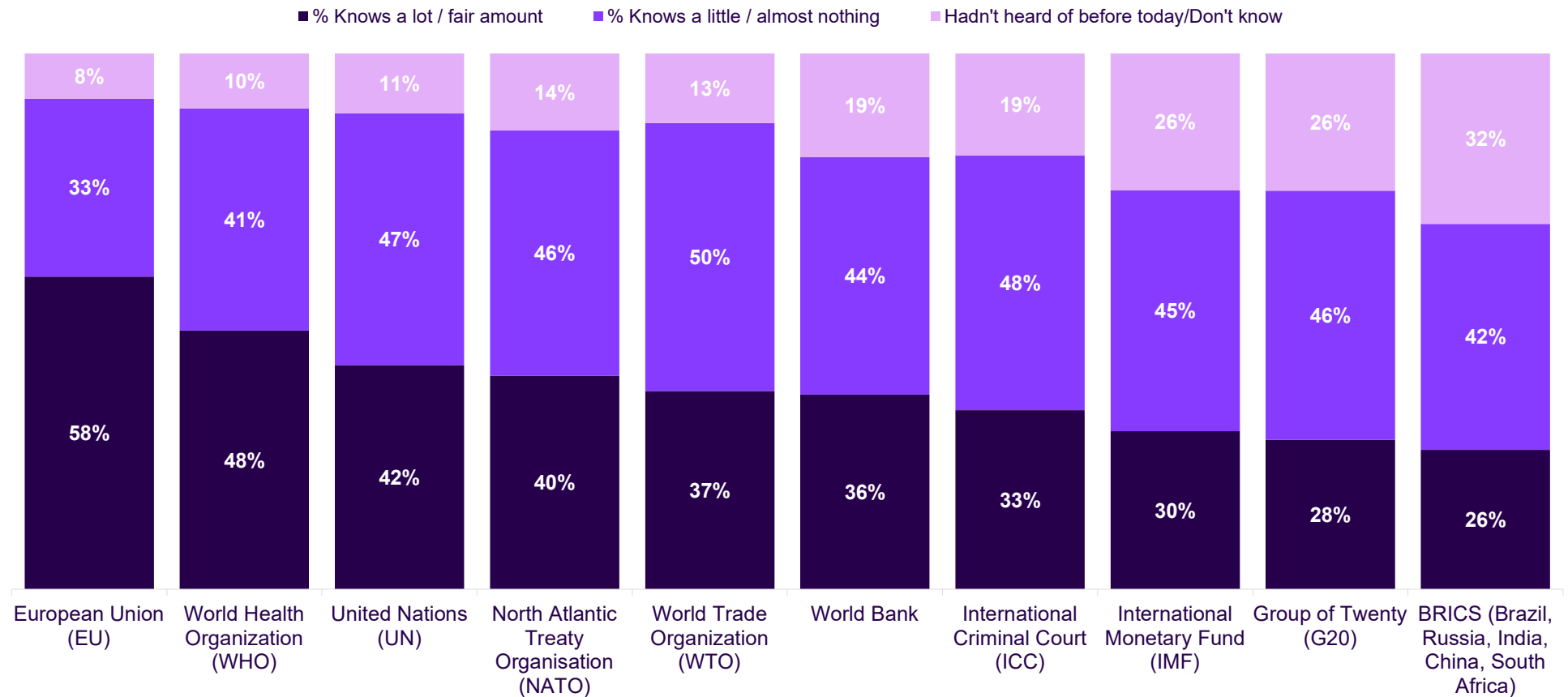
G20 countries and their perceived influence in the world overall



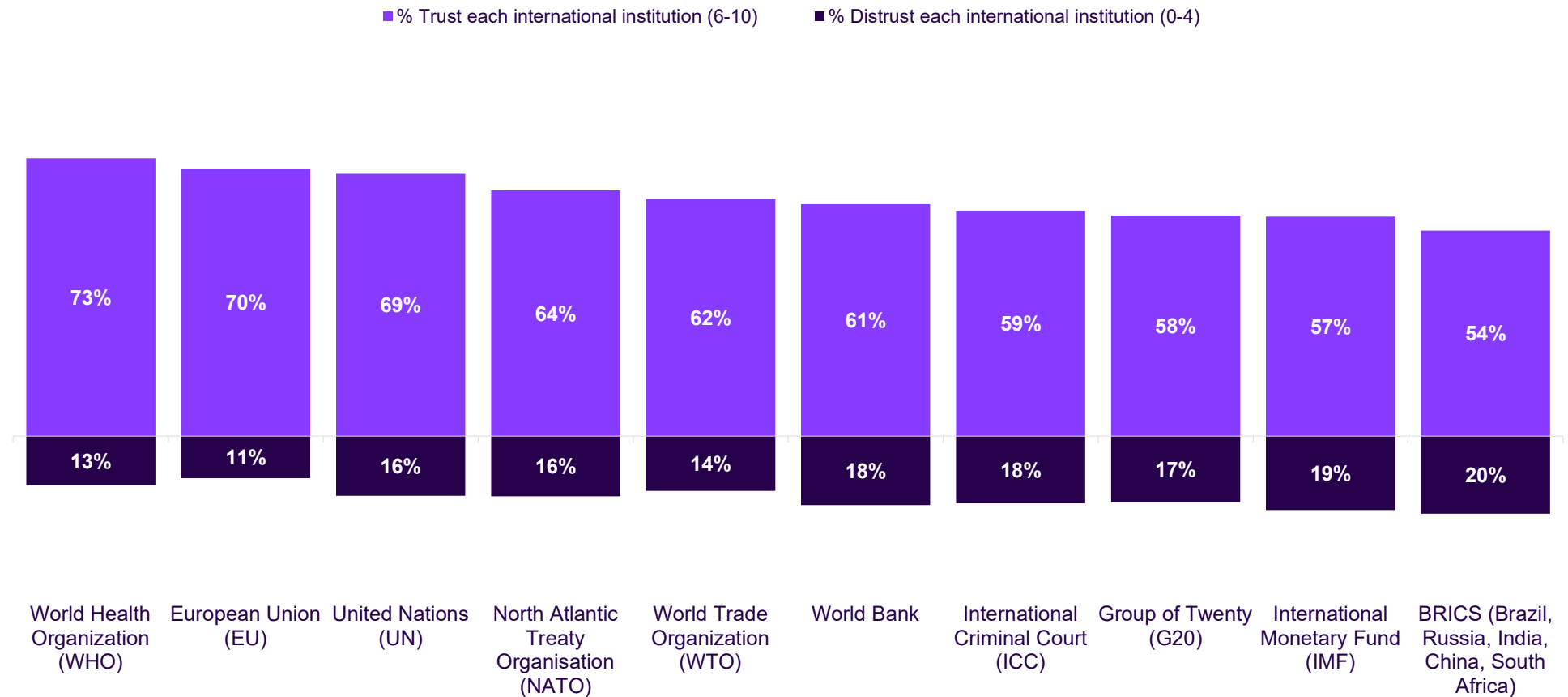
Knowledge of G20 countries



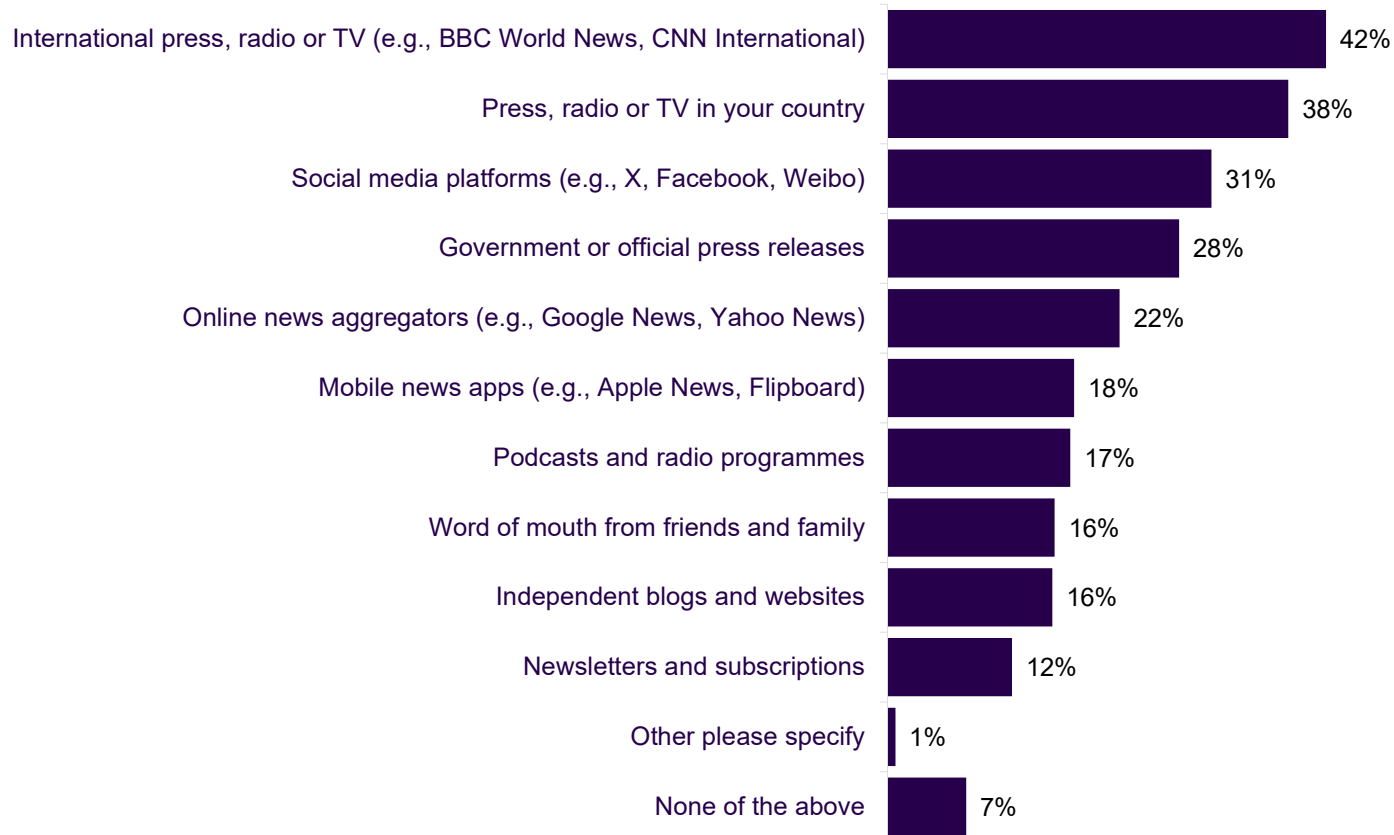
Knowledge of international institutions



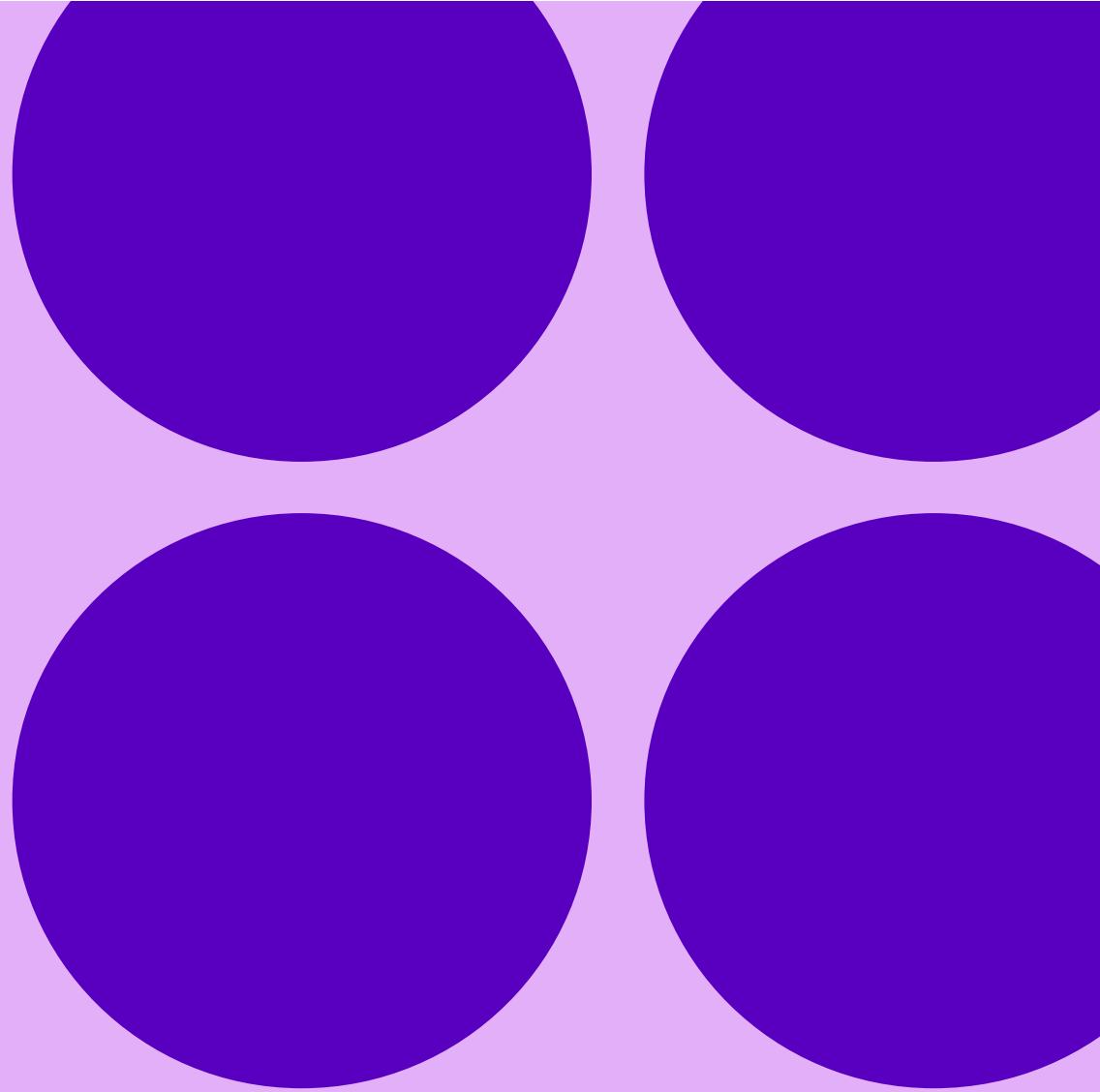
Trust in international institutions



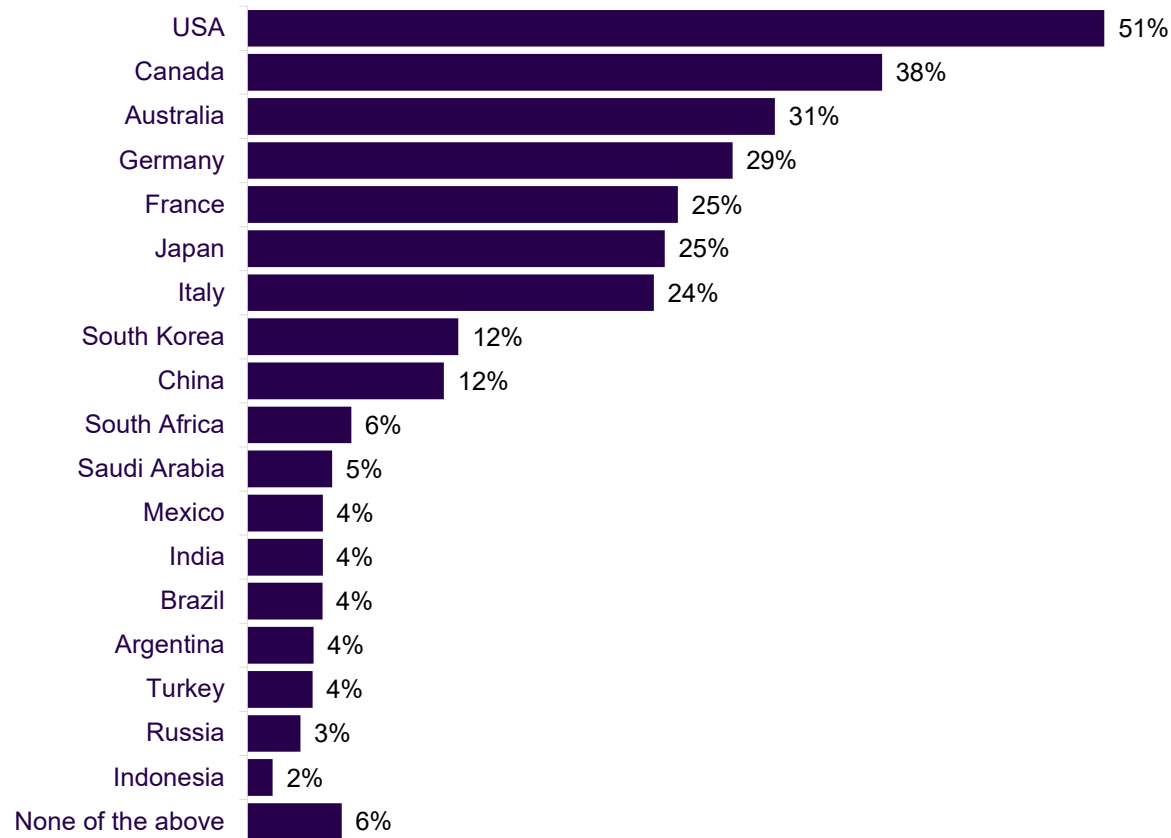
Trust in media and information sources



Dimensions of attraction



Attractiveness of countries as places to study

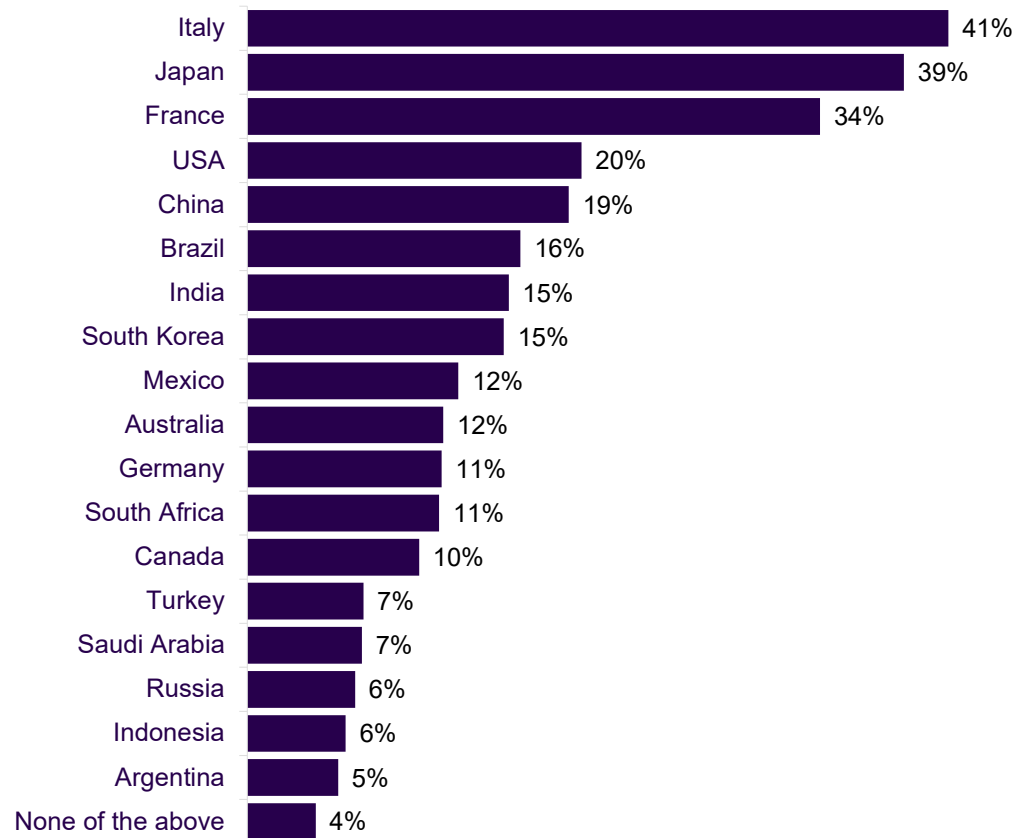


Attractiveness of countries as places to study - trends 2016-2025

G20 countries

Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
USA			46	42	48	51	+3	-
Canada			38	30	43	38	-5	-
Australia			29	30	36	31	-5	-
Germany			25	23	27	29	+2	-
France			23	21	20	25	+5	-
Japan			20	26	22	25	+3	-
Italy			22	24	25	24	-1	-
South Korea			6	10	9	12	+3	-
China			9	9	6	12	+6	-
South Africa			5	6	4	6	+2	-
Saudi Arabia			4	2	4	5	+1	-
Mexico			6	4	2	4	+2	-
India			3	4	4	4	=	-
Brazil			4	6	4	4	=	-
Argentina			6	2	2	4	+2	-
Turkey			4	3	3	4	+1	-
Russia			5	6	2	3	+1	-
Indonesia			3	5	4	2	-2	-

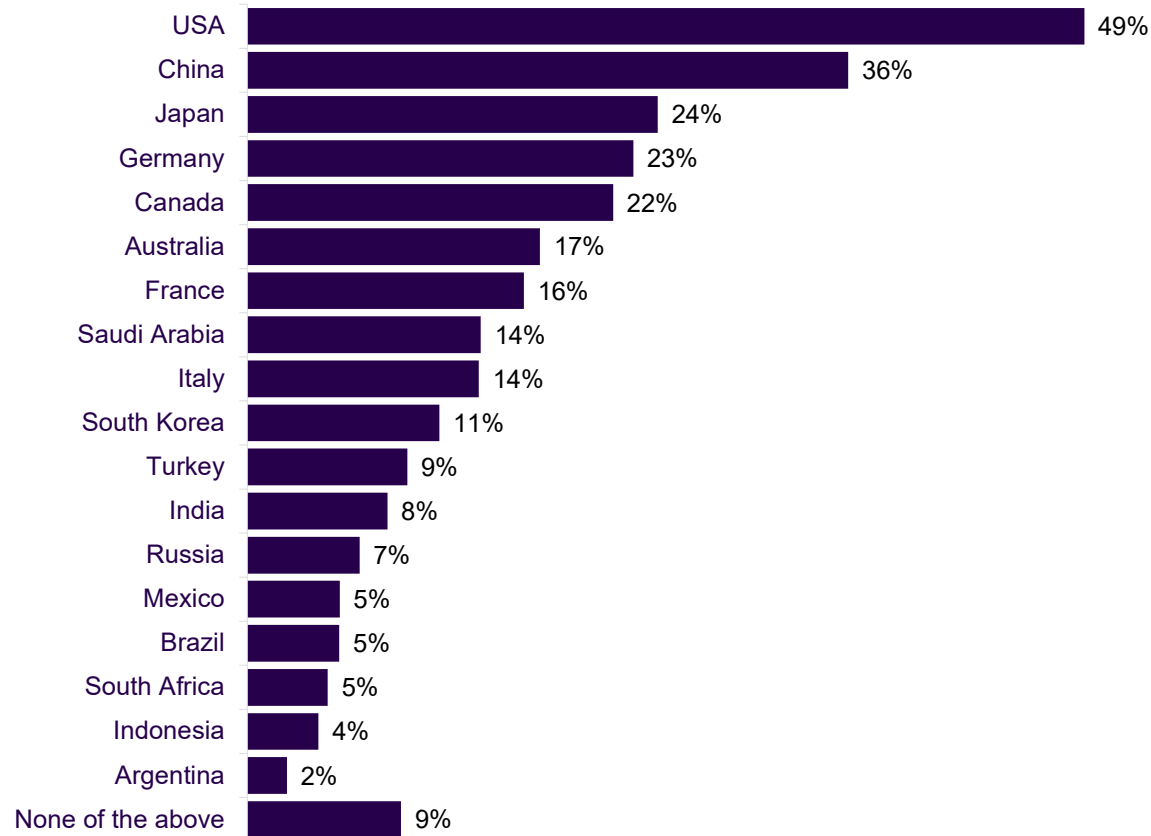
Attractiveness of countries as a source of arts and culture



Attractiveness of countries as sources of arts and culture - trends 2016-2025 G20 countries

Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
Italy			43	43	46	41	-5	-
Japan			39	37	38	39	+1	-
France			25	27	35	34	-1	-
USA			32	27	19	20	+1	-
China			10	15	15	19	+4	-
Brazil			16	16	17	16	-1	-
India			10	15	14	15	+1	-
South Korea			8	12	15	15	=	-
Mexico			14	13	13	12	-1	-
Australia			11	11	12	12	=	-
Germany			15	17	10	11	+1	-
South Africa			6	9	11	11	=	-
Canada			13	9	13	10	-3	-
Turkey			6	11	8	7	-1	-
Saudi Arabia			3	4	7	7	=	-
Russia			8	7	3	6	+3	-
Indonesia			13	10	7	6	-1	-
Argentina			4	7	4	5	+1	-

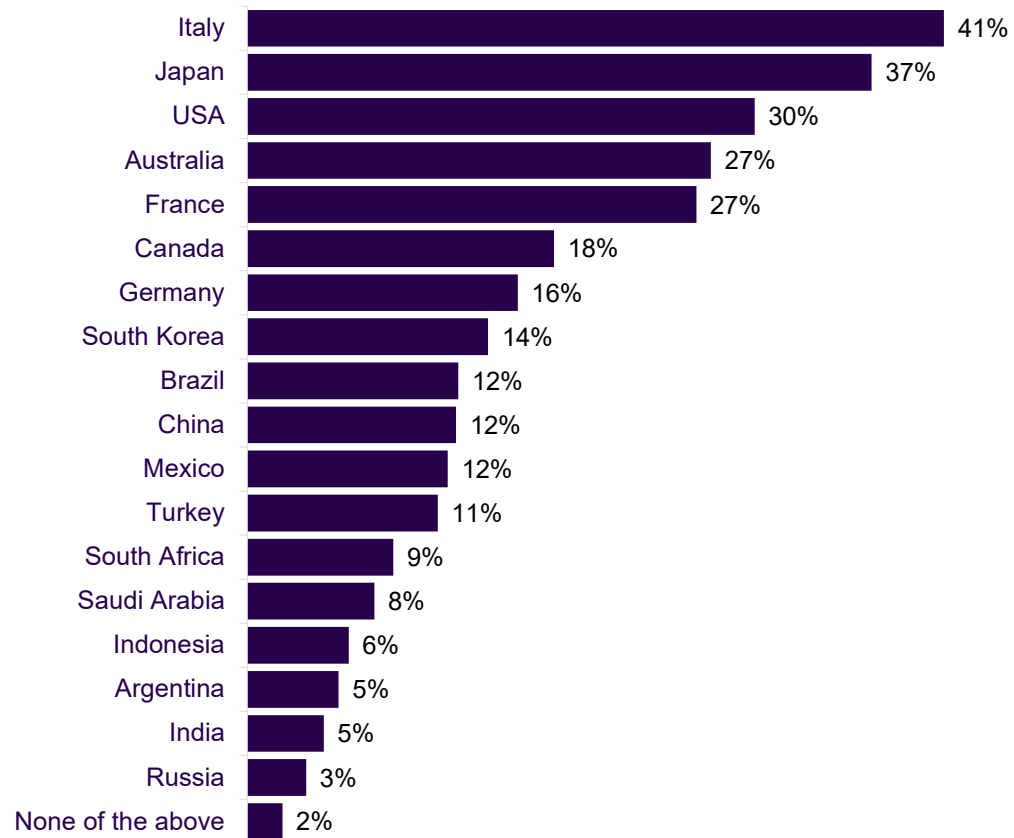
Attractiveness of countries as a place to do business/trade with



Attractiveness of countries as a place to do business/trade with - trends 2016-2025 G20 countries

Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
USA			49	44	51	49	-2	-
China			26	22	23	36	+13	-
Japan			24	22	28	24	-4	-
Germany			25	22	25	23	-2	-
Canada			20	20	28	22	-6	-
Australia			21	19	25	17	-8	-
France			16	13	14	16	+2	-
Saudi Arabia			8	10	8	14	+6	-
Italy			9	16	18	14	-4	-
South Korea			8	9	12	11	-1	-
Turkey			5	6	9	9	=	-
India			6	9	7	8	+1	-
Russia			9	7	4	7	+3	-
Mexico			4	4	6	5	-1	-
Brazil			7	5	2	5	+3	-
South Africa			6	6	4	5	+1	-
Indonesia			1	5	2	4	+2	-
Argentina			2	3	1	2	+1	-

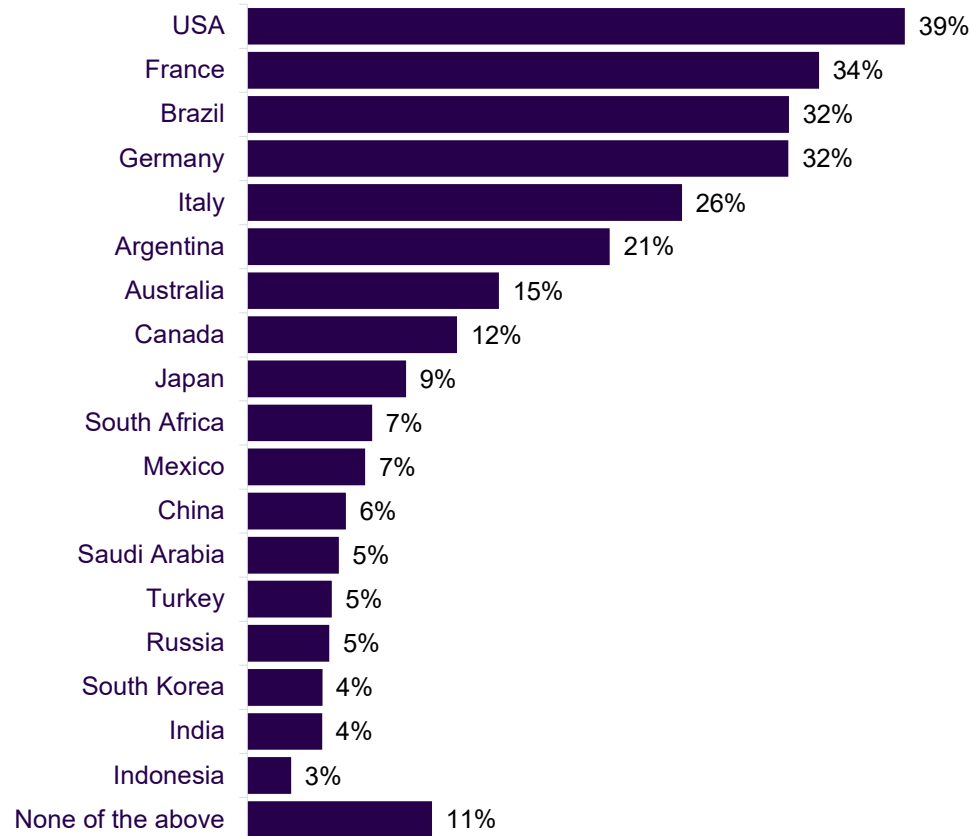
Attractiveness of countries as a place to visit as a tourist



Attractiveness of countries as a place to visit as a tourist - trends 2016-2025 G20 countries

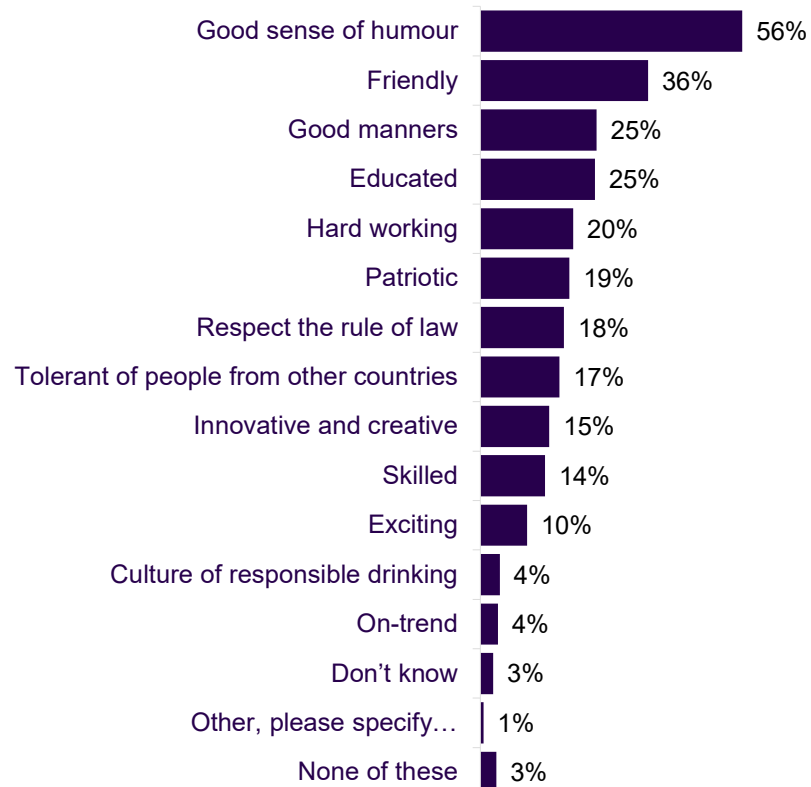
Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
Italy			27	39	45	41	-4	-
Japan			36	32	32	37	+5	-
USA			41	39	31	30	-1	-
Australia			31	24	28	27	-1	-
France			18	15	22	27	+5	-
Canada			24	23	28	18	-10	-
Germany			11	19	17	16	-1	-
South Korea			8	12	14	14	=	-
Brazil			11	11	11	12	+1	-
China			9	8	6	12	+6	-
Mexico			20	17	12	12	=	-
Turkey			7	12	11	11	=	-
South Africa			12	9	9	9	=	-
Saudi Arabia			3	5	6	8	+2	-
Indonesia			7	5	9	6	-3	-
Argentina			6	6	6	5	-1	-
India			7	3	5	5	=	-
Russia			10	5	2	3	+1	-

Attractiveness of countries for their sports teams, clubs and events

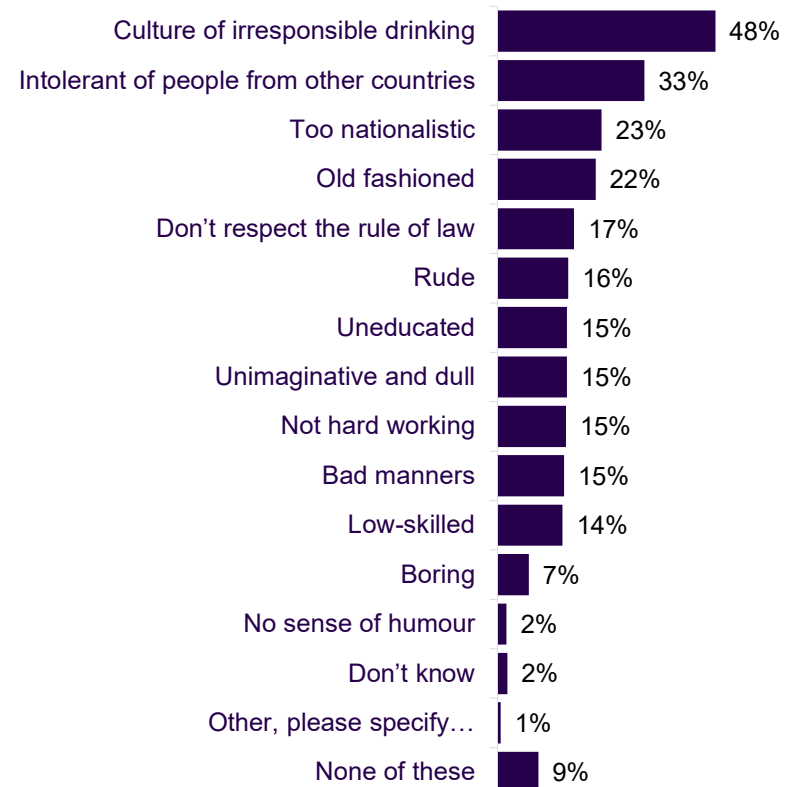


The best and worst characteristics of people in the UK

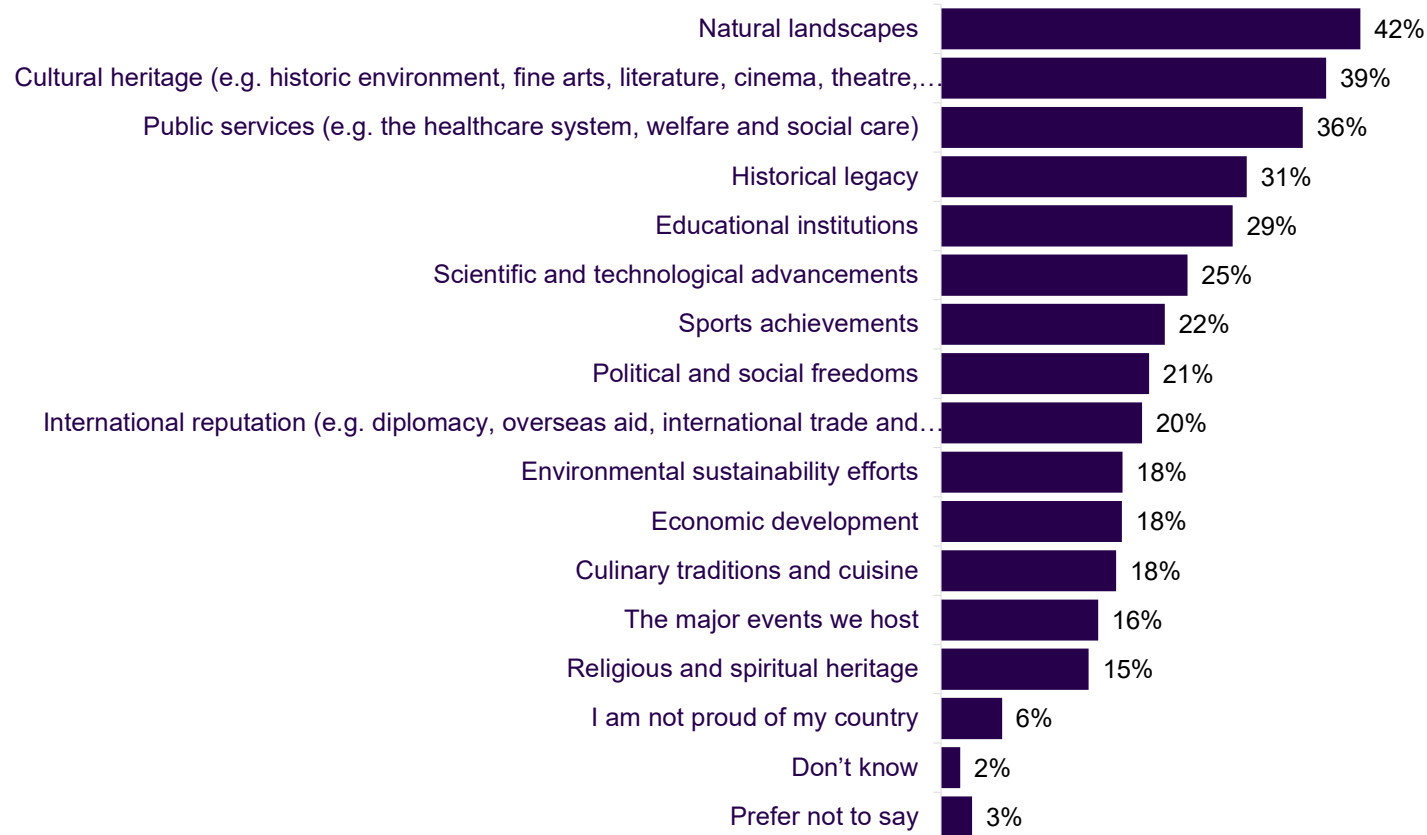
Best characteristics



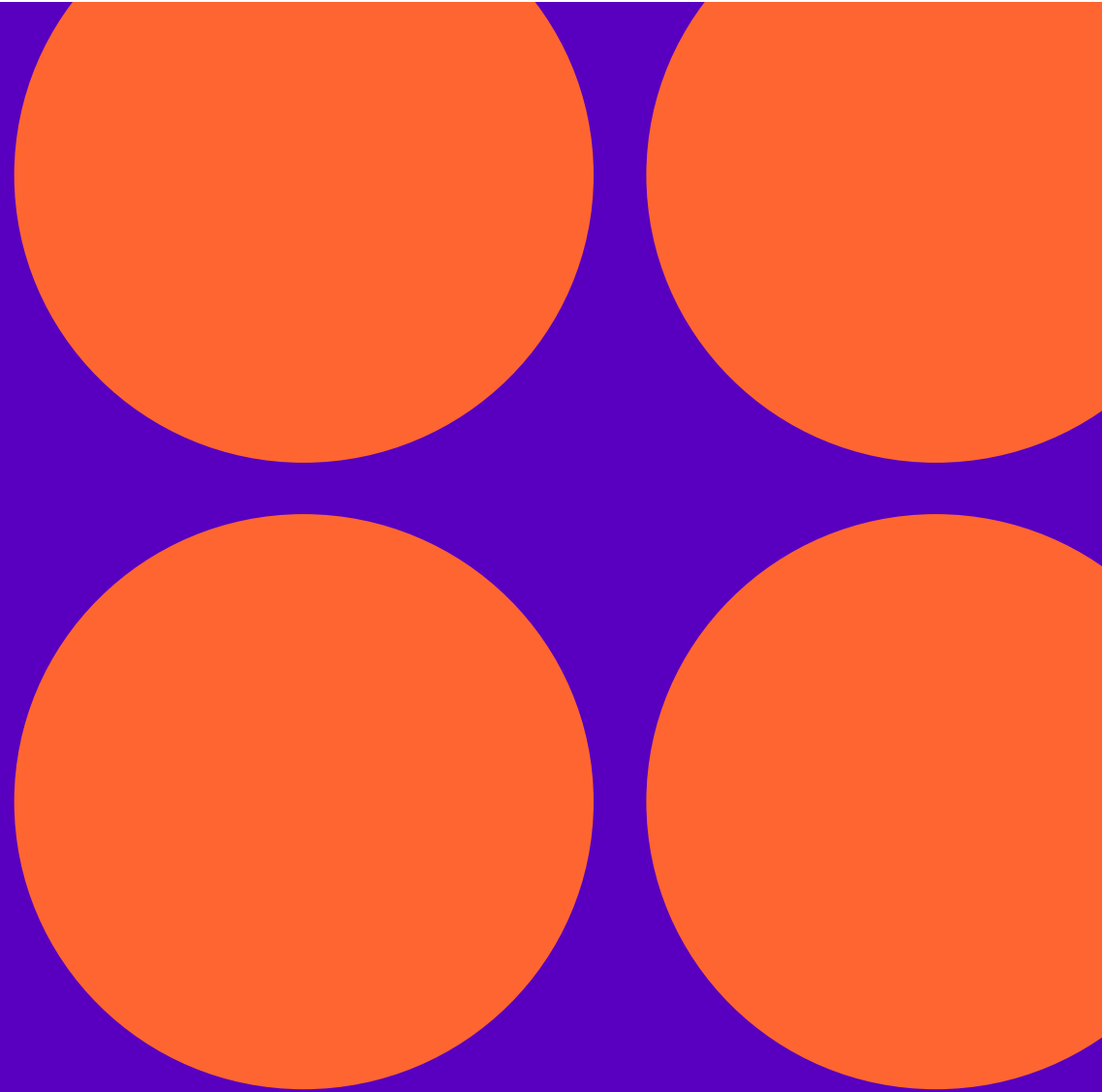
Worst characteristics



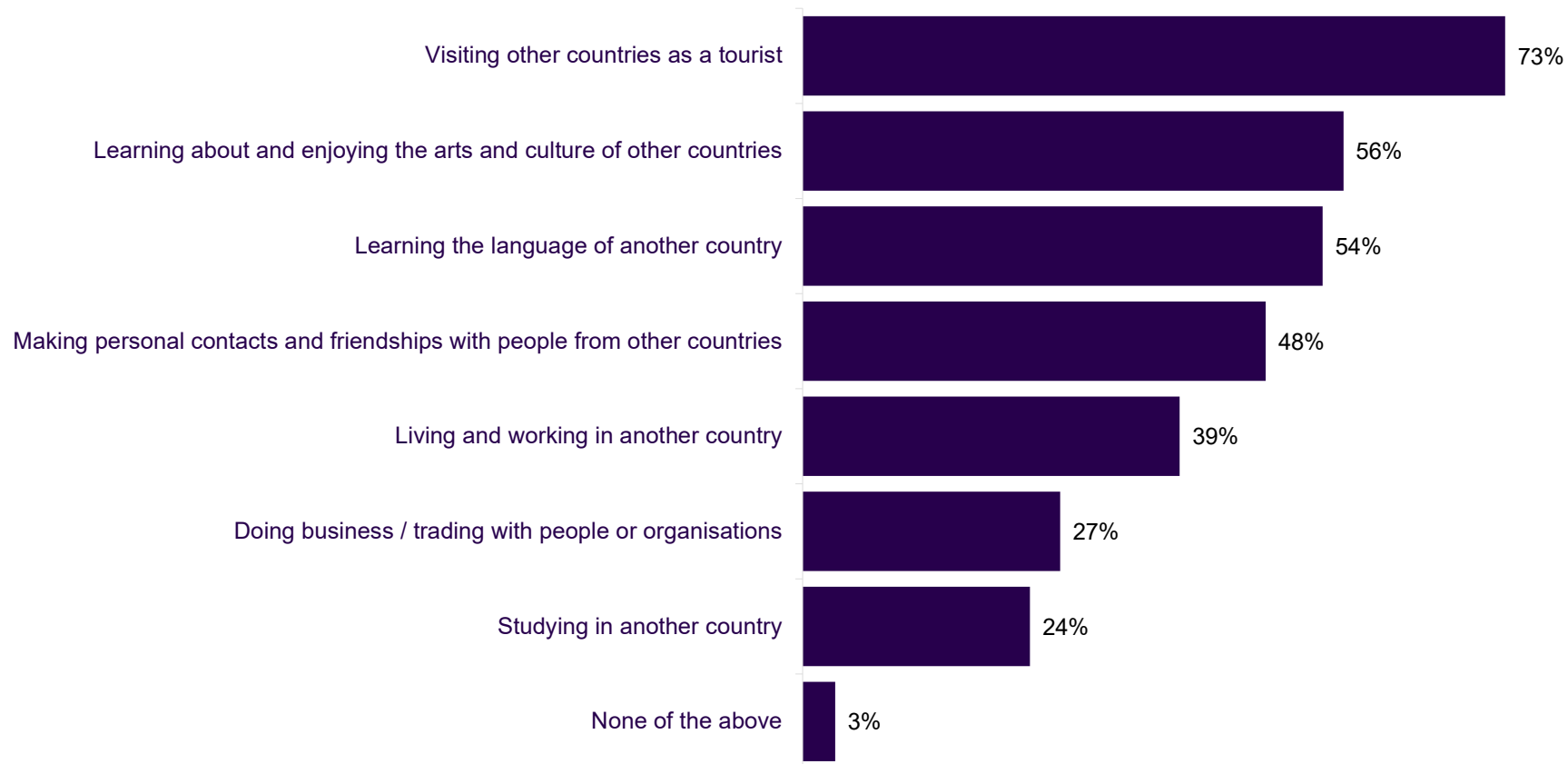
Features of their country that makes participants proud



Past and
future
interaction
with the UK

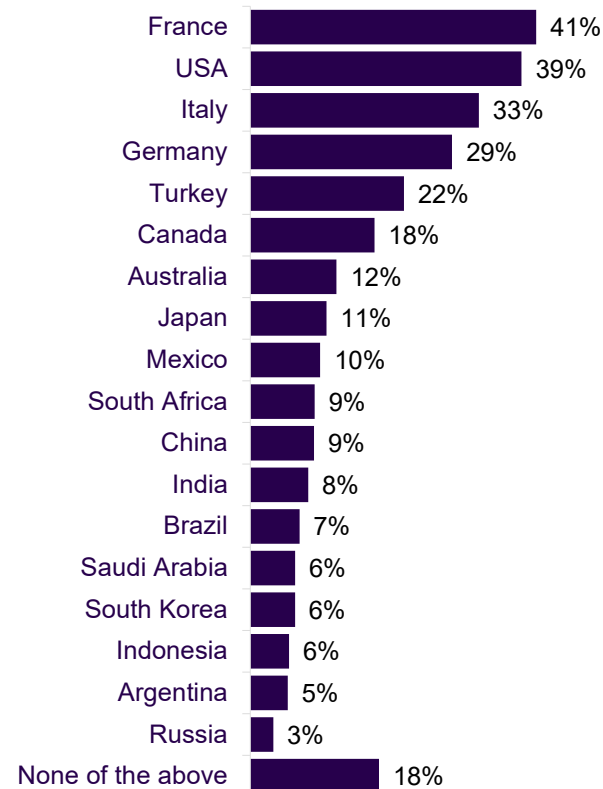


Level of interest in engaging with other countries

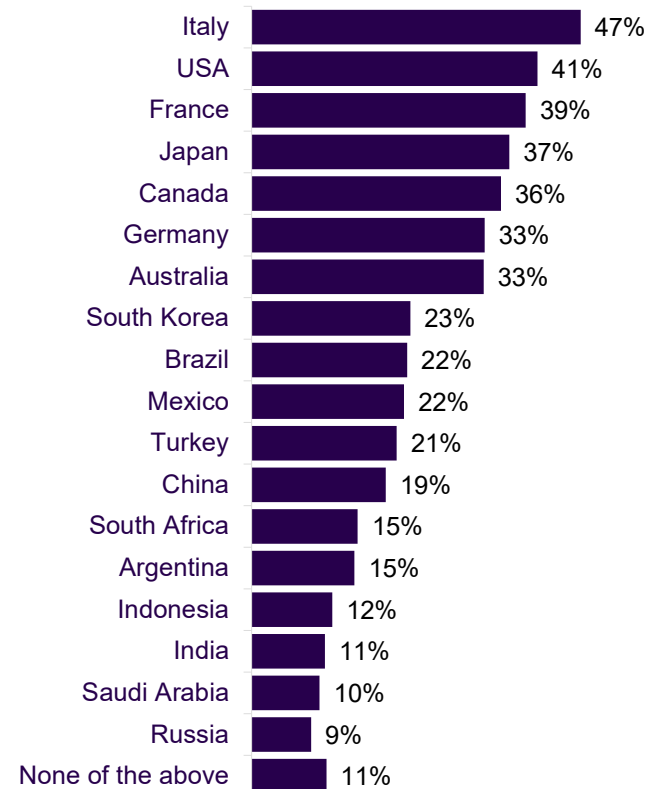


G20 countries which participants have visited, or intend to

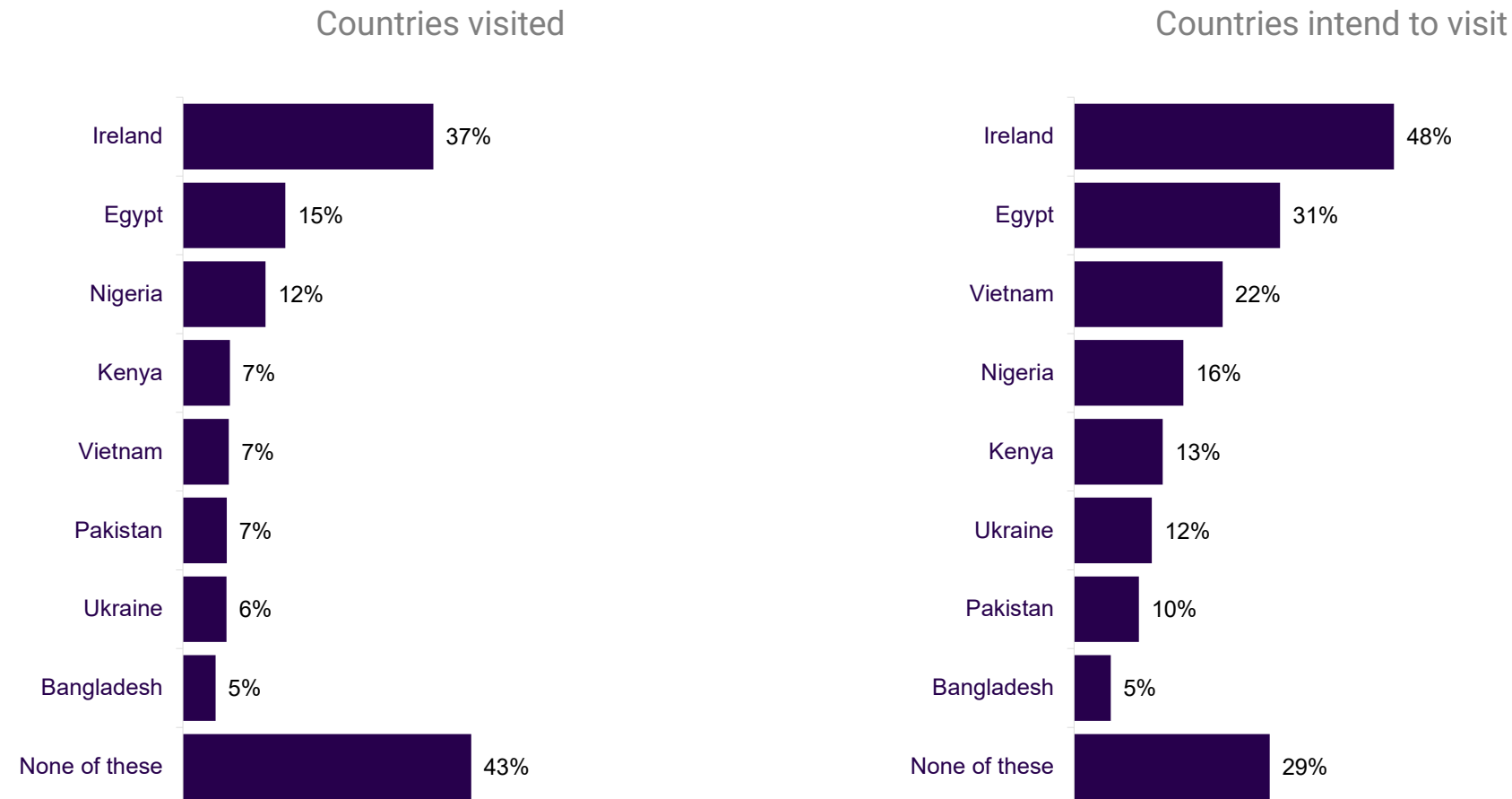
Countries visited



Countries intend to visit



Non-G20 countries which participants have visited, or intend to



Countries which participants have visited - trends 2016-2025 G20 countries

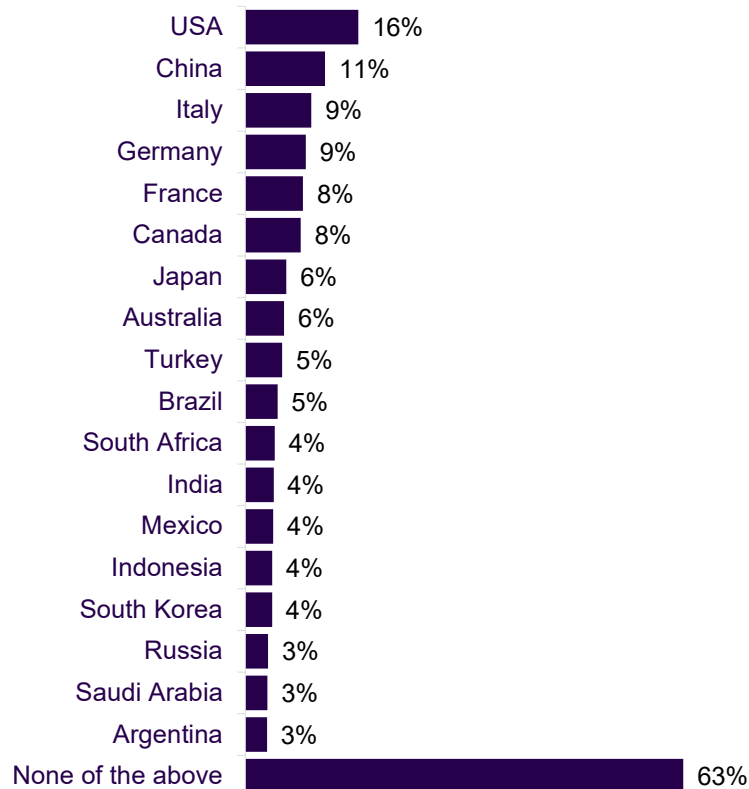
Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
France			53	42	51	41	-10	-
USA			38	32	35	39	+4	-
Italy			28	30	36	33	-3	-
Germany			37	24	30	29	-1	-
Turkey			21	15	20	22	+2	-
Canada			11	11	16	18	+2	-
Australia			9	11	14	12	-2	-
Japan			7	7	9	11	+2	-
Mexico			12	11	13	10	-3	-
South Africa			5	3	5	9	+4	-
China			5	10	8	9	+1	-
India			4	7	8	8	=	-
Brazil			3	3	3	7	+4	-
Saudi Arabia			3	4	6	6	=	-
South Korea			3	5	3	6	+3	-
Indonesia			2	5	4	6	+2	-
Argentina			2	3	2	5	+3	-
Russia			4	5	2	3	+1	-

Countries participants intend to visit - trends 2016-2025 G20 countries

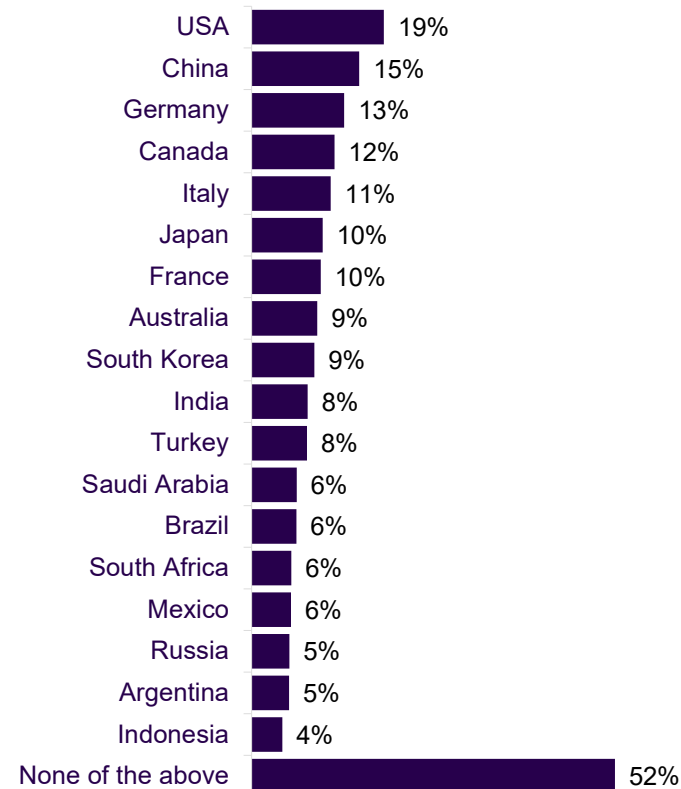
Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
Italy			41	32	45	47	+2	-
USA			50	34	33	41	+8	-
France			43	40	40	39	-1	-
Japan			26	21	25	37	+12	-
Canada			29	23	31	36	+5	-
Germany			34	24	34	33	-1	-
Australia			26	22	26	33	+7	-
South Korea			13	11	12	23	+11	-
Brazil			12	14	8	22	+14	-
Mexico			18	14	19	22	+3	-
Turkey			14	16	22	21	-1	-
China			15	11	8	19	+11	-
South Africa			11	9	8	15	+7	-
Argentina			11	9	7	15	+8	-
Indonesia			9	7	11	12	+1	-
India			10	9	10	11	+1	-
Saudi Arabia			5	4	9	10	+1	-
Russia			12	9	5	9	+4	-

G20 countries which participants have done business/trade with, or intend to

Countries done business/trade with

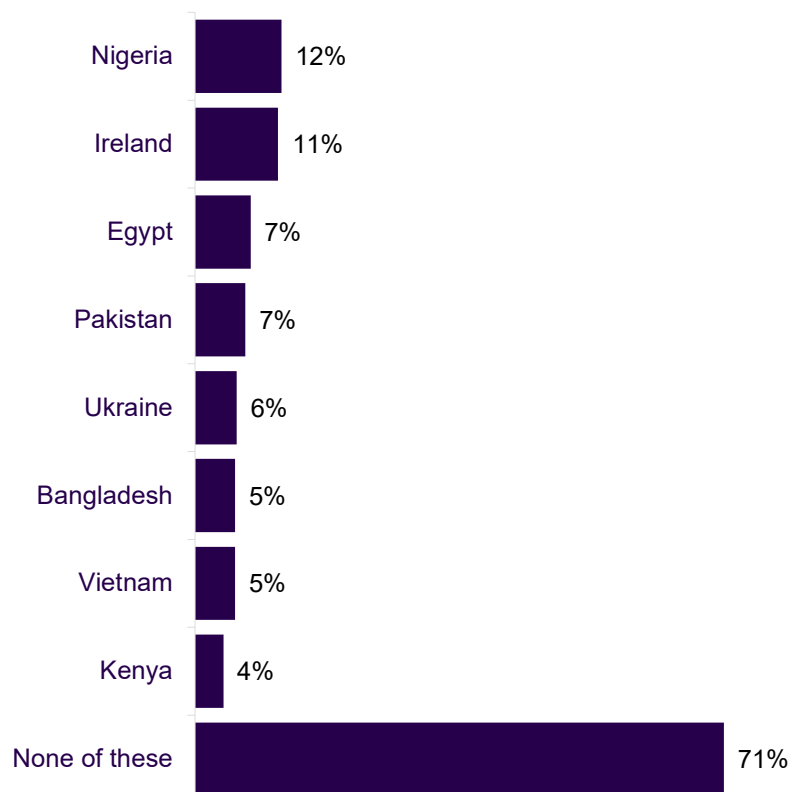


Countries intend to do business/trade with

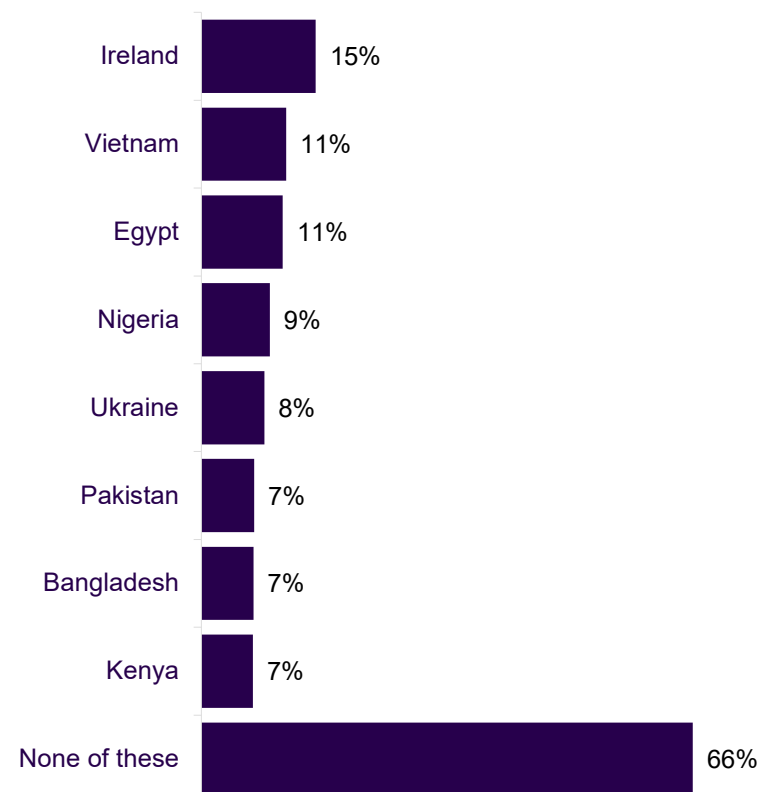


Non-G20 countries which participants have done business/trade with, or intend to

Countries done business/trade with



Countries intend to do business/trade with



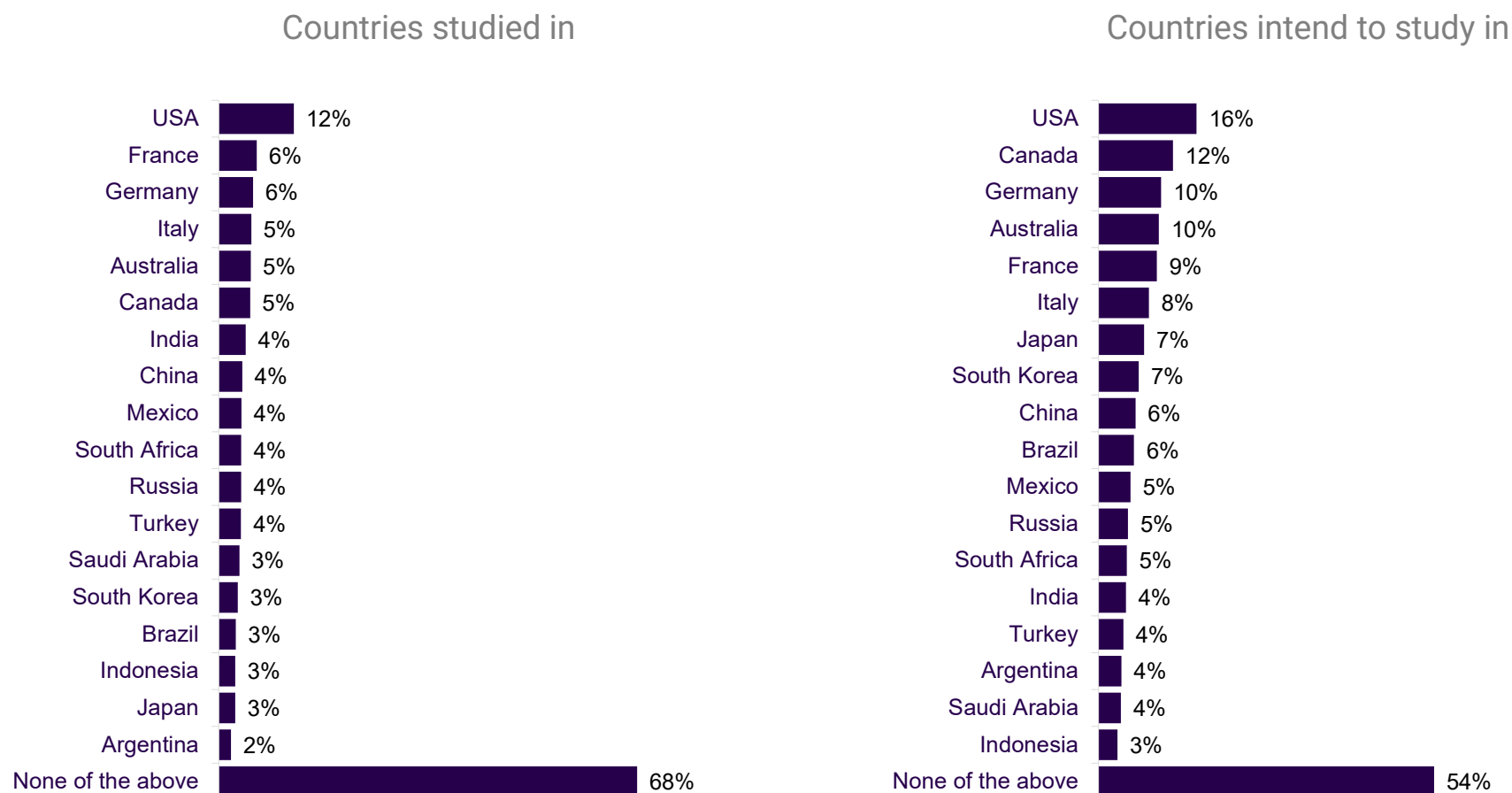
Countries which participants have done business/trade with - trends 2016-2025 G20 countries

Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
USA			10	12	6	16	+10	-
China			5	4	6	11	+5	-
Italy			4	5	4	9	+5	-
Germany			5	6	6	9	+3	-
France			6	6	4	8	+4	-
Canada			4	7	9	8	-1	-
Japan			3	3	4	6	+2	-
Australia			4	4	3	6	+3	-
Turkey			4	6	2	5	+3	-
Brazil			1	2	1	5	+4	-
South Africa			2	3	2	4	+2	-
India			3	7	3	4	+1	-
Mexico			1	2	1	4	+3	-
Indonesia			1	1	2	4	+2	-
South Korea			3	2	2	4	+2	-
Russia			2	2	2	3	+1	-
Saudi Arabia			2	3	3	3	=	-
Argentina			1	4	2	3	+1	-

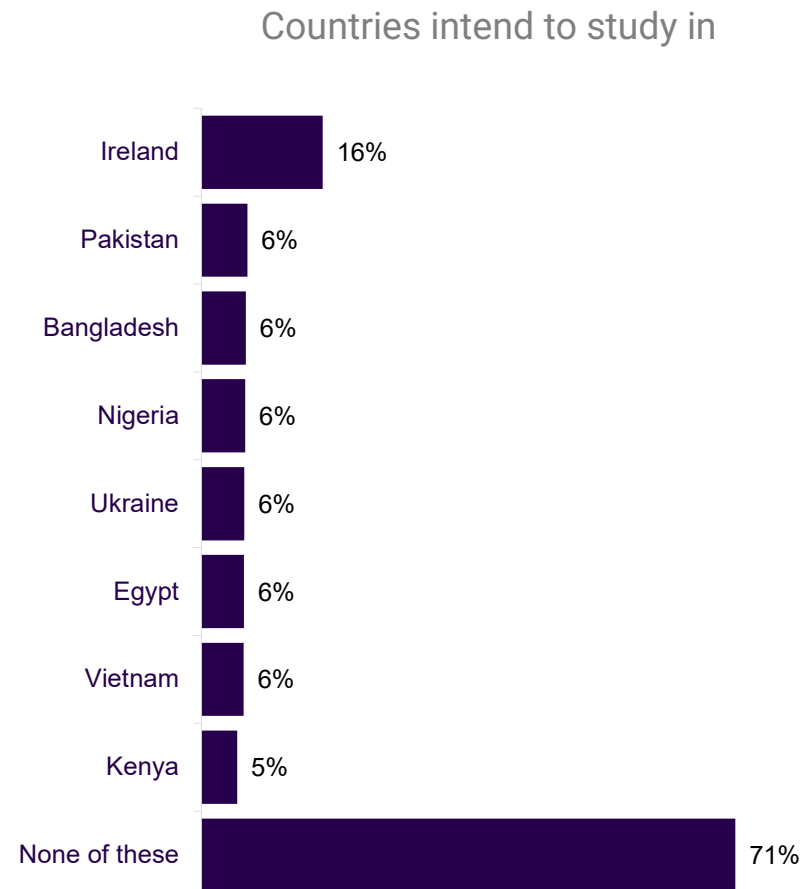
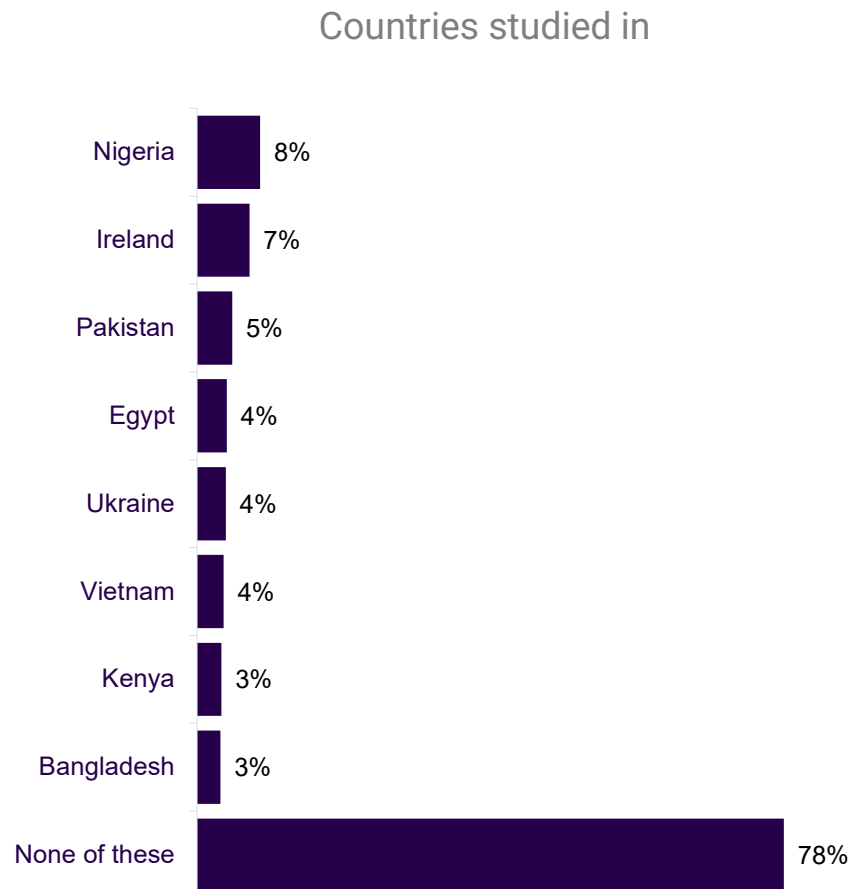
Countries which participants intend to do business/trade with - trends 2016-2025 G20 countries

Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
USA			12	13	12	19	+7	-
China			6	8	7	15	+8	-
Germany			4	8	5	13	+8	-
Canada			6	8	5	12	+7	-
Italy			5	4	6	11	+5	-
Japan			6	6	5	10	+5	-
France			6	7	6	10	+4	-
Australia			4	8	4	9	+5	-
South Korea			2	4	4	9	+5	-
India			2	7	5	8	+3	-
Turkey			4	7	4	8	+4	-
Saudi Arabia			1	4	4	6	+2	-
Brazil			4	4	2	6	+4	-
South Africa			2	6	5	6	+1	-
Mexico			2	4	4	6	+2	-
Russia			4	4	2	5	+3	-
Argentina			1	4	3	5	+2	-
Indonesia			1	5	5	4	-1	-

G20 countries participants have studied in, or intend to



Non-G20 countries participants have studied in, or intend to



Countries which participants have studied in - trends 2016-2025 G20 countries

Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
USA			5	7	3	12	+9	-
France			8	5	2	6	+4	-
Germany			6	4	5	6	+1	-
Italy			5	1	2	5	+3	-
Australia			2	2	2	5	+3	-
Canada			3	3	3	5	+2	-
India			4	4	3	4	+1	-
China			5	2	1	4	+3	-
Mexico			3	3	2	4	+2	-
South Africa			2	2	2	4	+2	-
Russia			2	1	1	4	+3	-
Turkey			3	2	2	4	+2	-
Saudi Arabia			1	1	4	3	-1	-
South Korea			2	3	2	3	+1	-
Brazil			2	3	0	3	+3	-
Indonesia			2	2	2	3	+1	-
Japan			3	2	1	3	+2	-
Argentina			1	2	1	2	+1	-

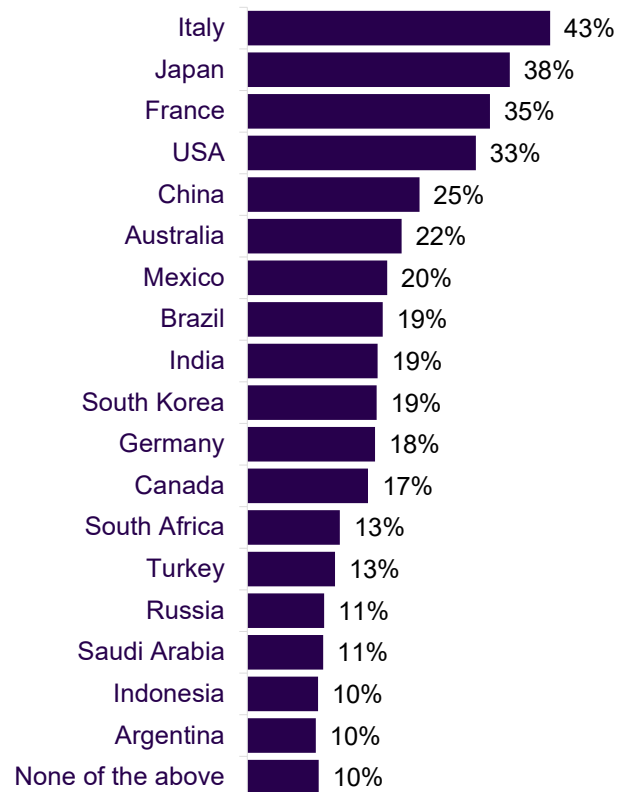
Countries which participants intend to study in - trends 2016-2025

G20 countries

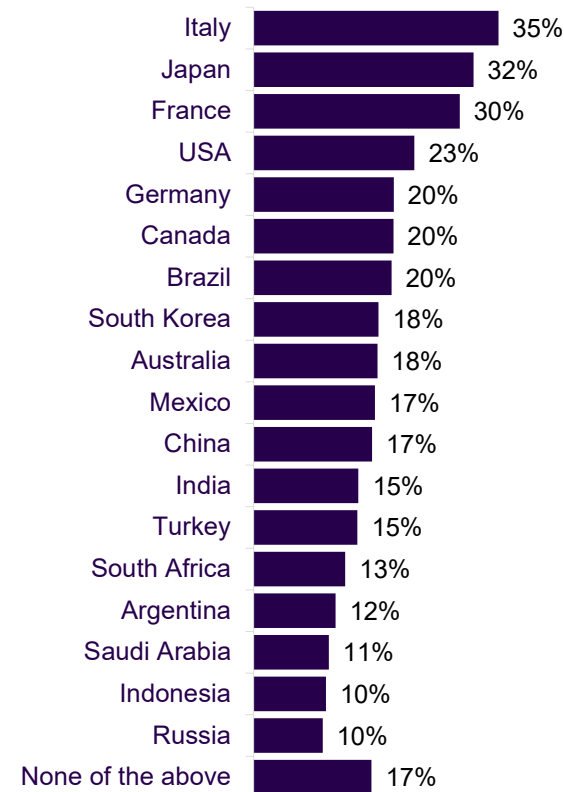
Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
USA			8	9	5	16	+11	-
Canada			4	7	5	12	+7	-
Germany			6	5	4	10	+6	-
Australia			4	4	4	10	+6	-
France			5	5	3	9	+6	-
Italy			4	2	1	8	+7	-
Japan			6	2	3	7	+4	-
South Korea			2	5	2	7	+5	-
China			2	2	1	6	+5	-
Brazil			1	2	1	6	+5	-
Mexico			3	2	0	5	+5	-
Russia			2	3	4	5	+1	-
South Africa			1	2	2	5	+3	-
India			2	1	1	4	+3	-
Turkey			3	2	1	4	+3	-
Argentina			3	1	1	4	+3	-
Saudi Arabia			1	1	2	4	+2	-
Indonesia			2	1	1	3	+2	-

G20 countries which participants have experienced the arts and culture of, or intend to

Countries whose arts and culture was enjoyed

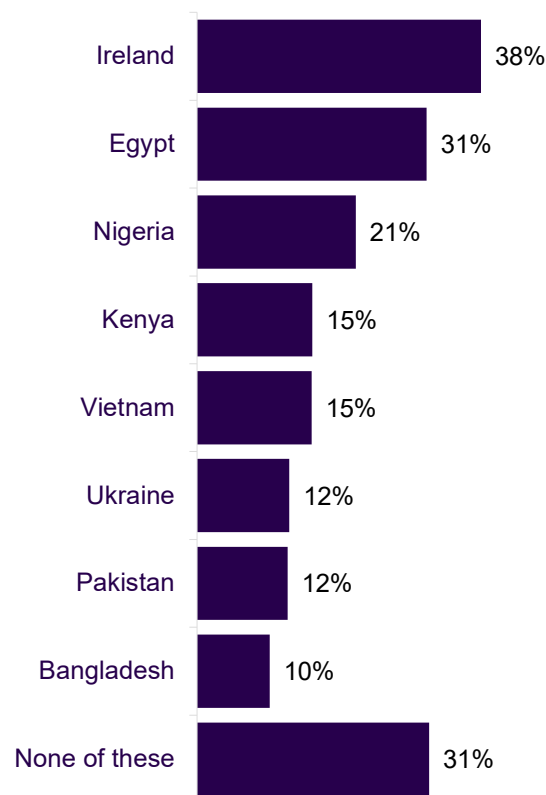


Country art and culture respondent intends to experience

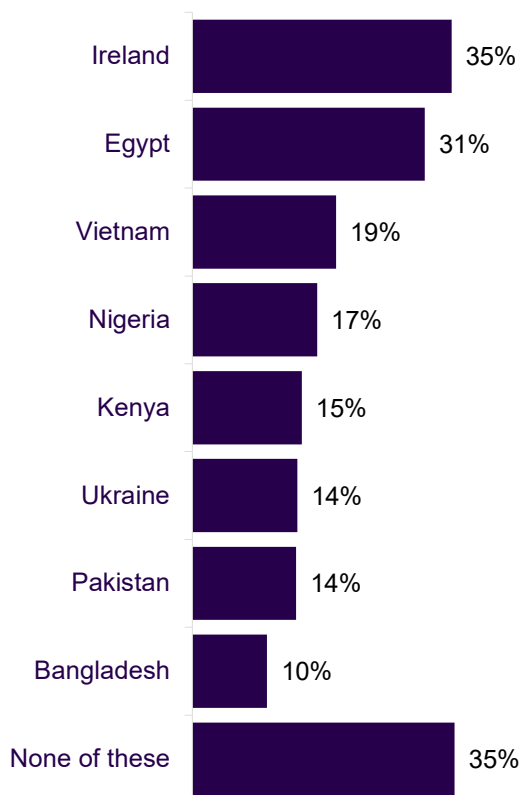


Non-G20 countries which participants have experienced the arts and culture of, or intend to

Countries whose arts and culture was enjoyed



Country art and culture respondent intends to experience



Q15ai4. Please select any of the following countries whose arts and culture you enjoy? | Q15bi4. And now thinking about your future plans... please select any of the following countries whose arts & culture you intend to experience / experience more in the future? | Base: Those who live in Scotland, 2025 (n=523). Participants were not asked about their own country.

Countries which participants have experienced the arts and culture of - trends 2016-2025 G20 countries

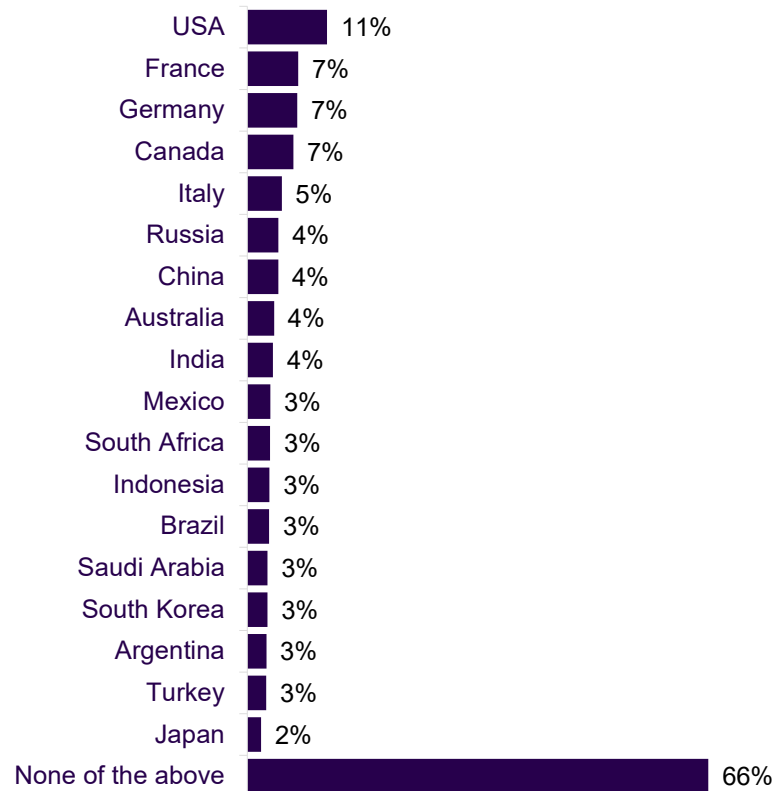
Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
Italy			38	39	48	43	-5	-
Japan			37	38	46	38	-8	-
France			38	33	40	35	-5	-
USA			35	38	34	33	-1	-
China			19	16	20	25	+5	-
Australia			20	18	22	22	=	-
Mexico			16	15	23	20	-3	-
Brazil			16	15	15	19	+4	-
India			17	16	17	19	+2	-
South Korea			12	17	20	19	-1	-
Germany			24	24	29	18	-11	-
Canada			23	25	21	17	-4	-
South Africa			9	10	11	13	+2	-
Turkey			11	14	12	13	+1	-
Russia			12	13	7	11	+4	-
Saudi Arabia			6	6	9	11	+2	-
Indonesia			5	10	9	10	+1	-
Argentina			6	10	9	10	+1	-

Countries which participants intend to experience the arts and culture of - trends 2016-2025 G20 countries

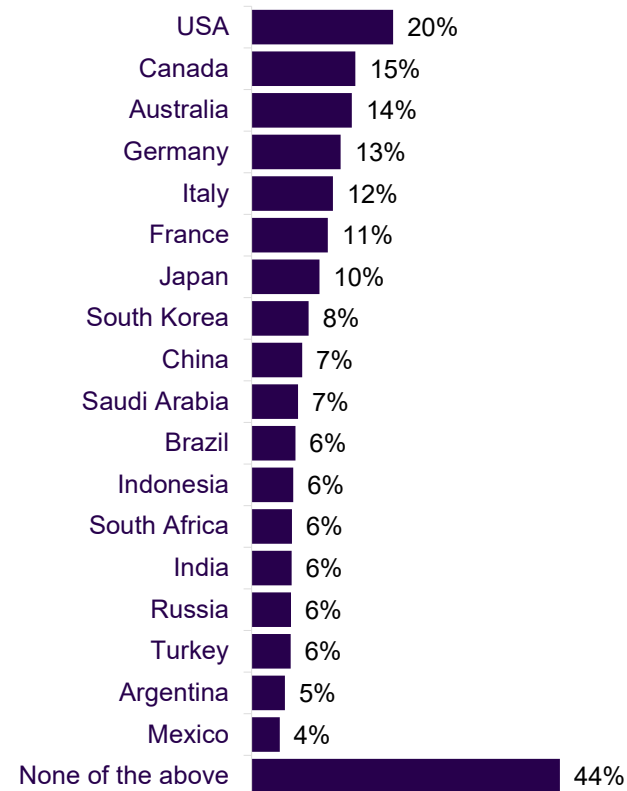
Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
Italy			31	29	37	35	-2	-
Japan			38	31	32	32	=	-
France			30	27	30	30	=	-
USA			31	30	29	23	-6	-
Germany			22	23	29	20	-9	-
Canada			21	21	26	20	-6	-
Brazil			14	15	14	20	+6	-
South Korea			12	16	16	18	+2	-
Australia			22	21	21	18	-3	-
Mexico			19	16	16	17	+1	-
China			20	14	12	17	+5	-
India			17	11	13	15	+2	-
Turkey			10	17	11	15	+4	-
South Africa			13	13	10	13	+3	-
Argentina			12	12	9	12	+3	-
Saudi Arabia			7	8	8	11	+3	-
Indonesia			10	13	8	10	+2	-
Russia			14	14	7	10	+3	-

G20 countries which participants have lived/worked in, or intend to

Countries lived/worked in

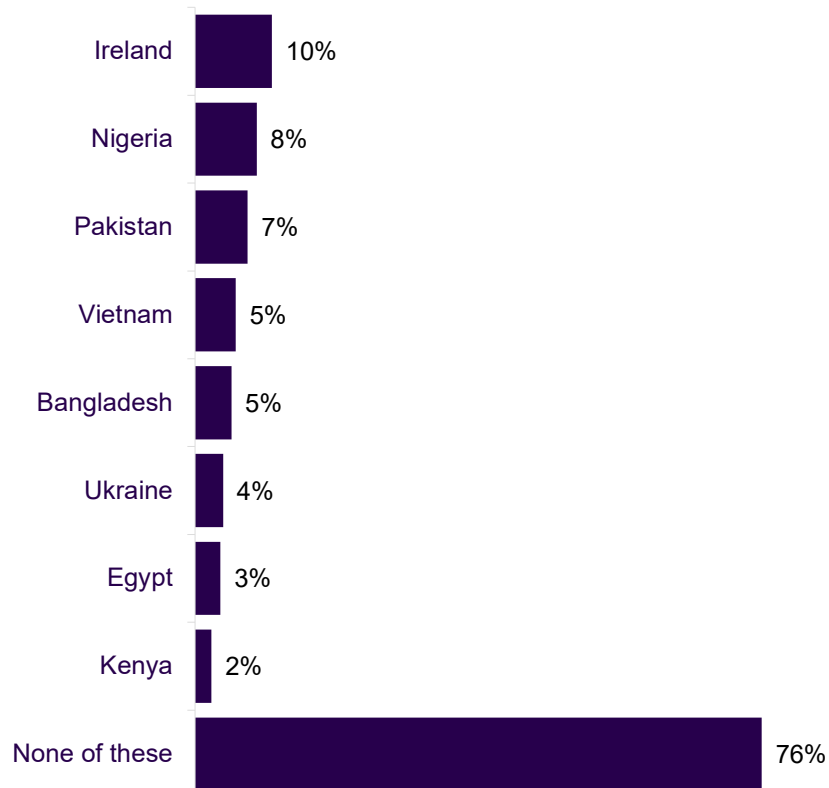


Countries where respondent intends to live/work

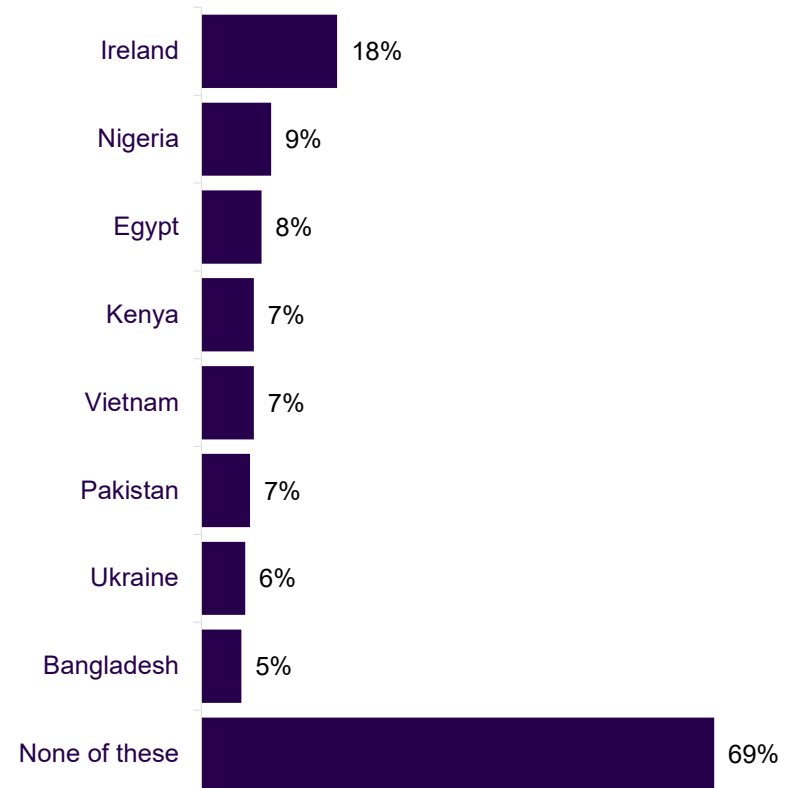


Non-G20 countries which participants have lived/worked in, or intend to

Countries lived/worked in

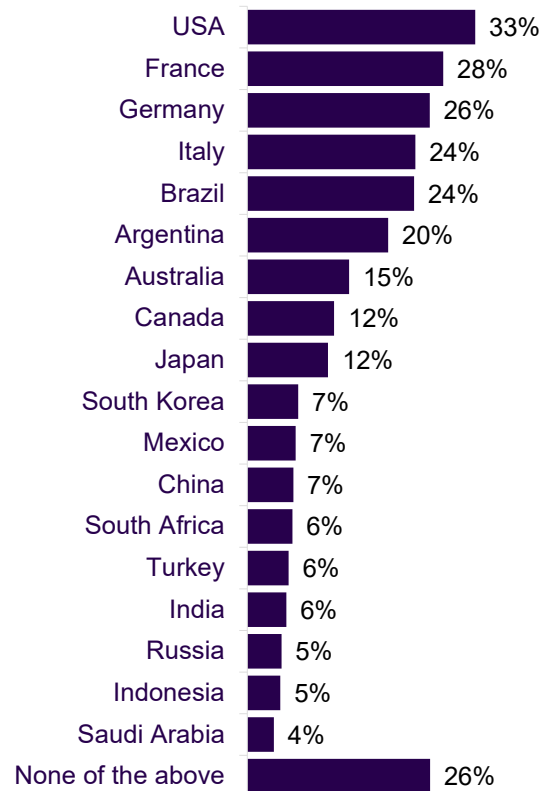


Countries where respondent intends to live/work

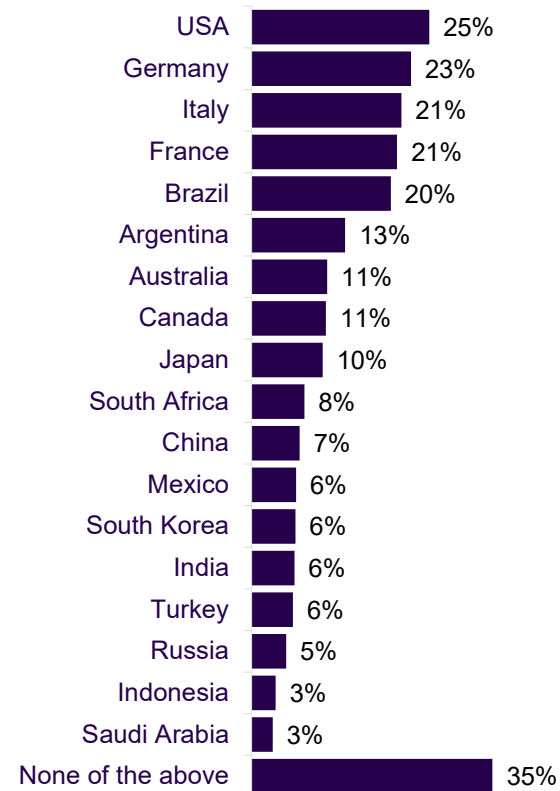


G20 countries with sports teams/clubs/events participants have enjoyed, or intend to

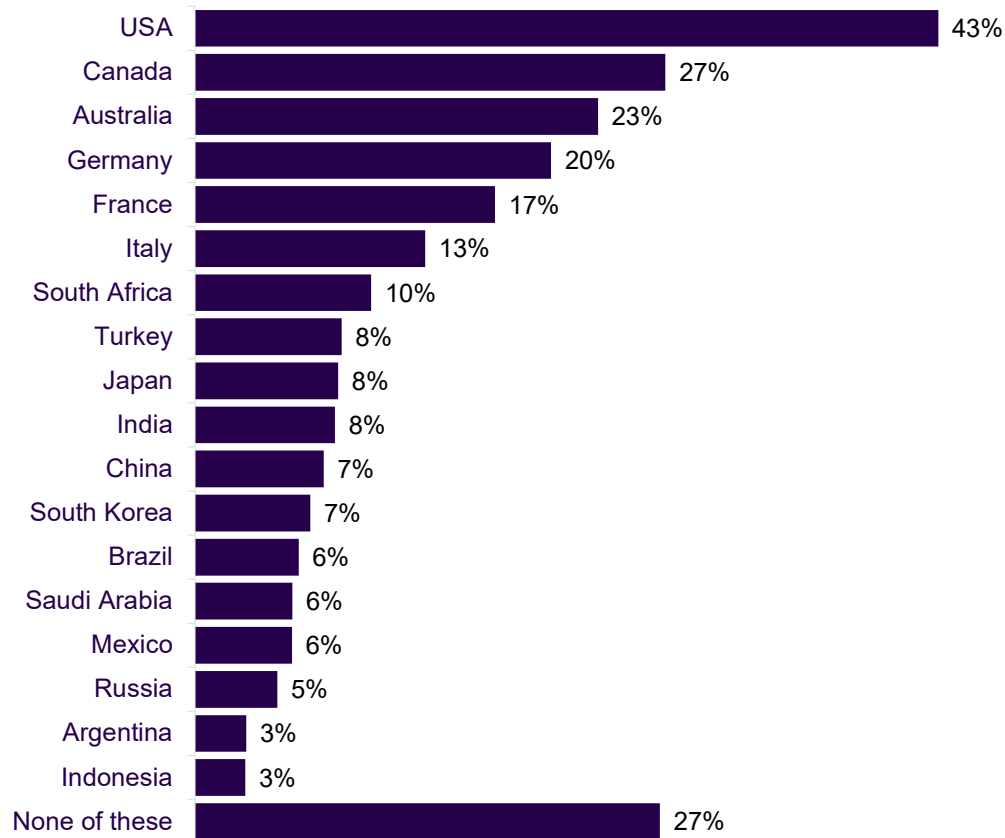
Countries with sports teams/clubs/events respondent enjoys



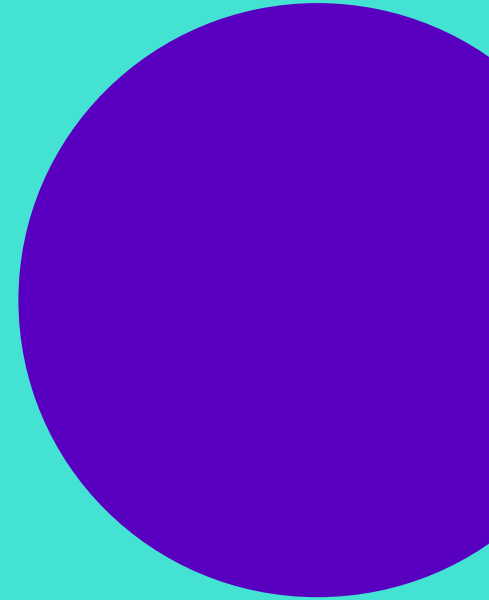
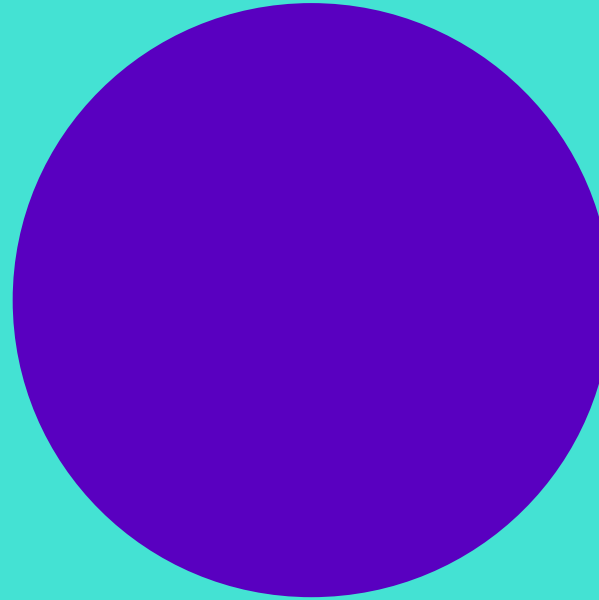
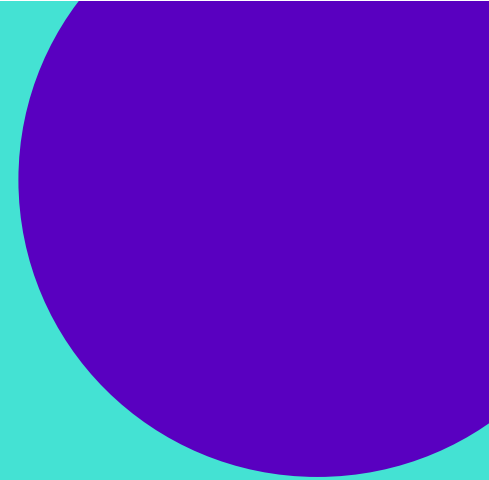
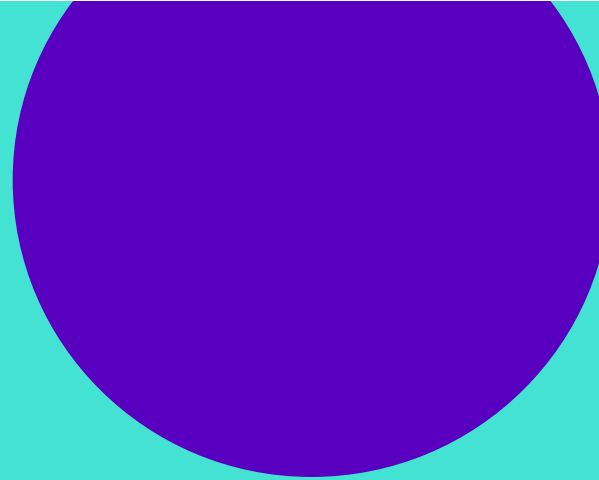
Countries with sports teams/clubs/events respondent intends to experience



G20 countries participants have or had family or friends in

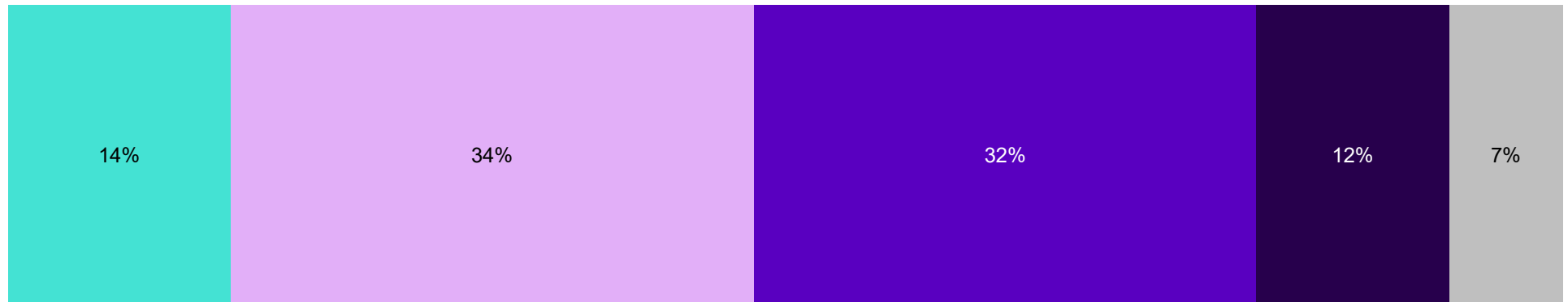


Values



How participants think their countries should act in the international arena

- My country should actively pursue its national interest above anything else
- My country should prioritise what is needed to advance international cooperation and address global challenges, even when that comes ahead of the national interest
- An equal balance of national interest and international cooperation
- My country should avoid getting involved in the international arena as far as possible and focus instead on building its own strength and prosperity at home
- Don't know

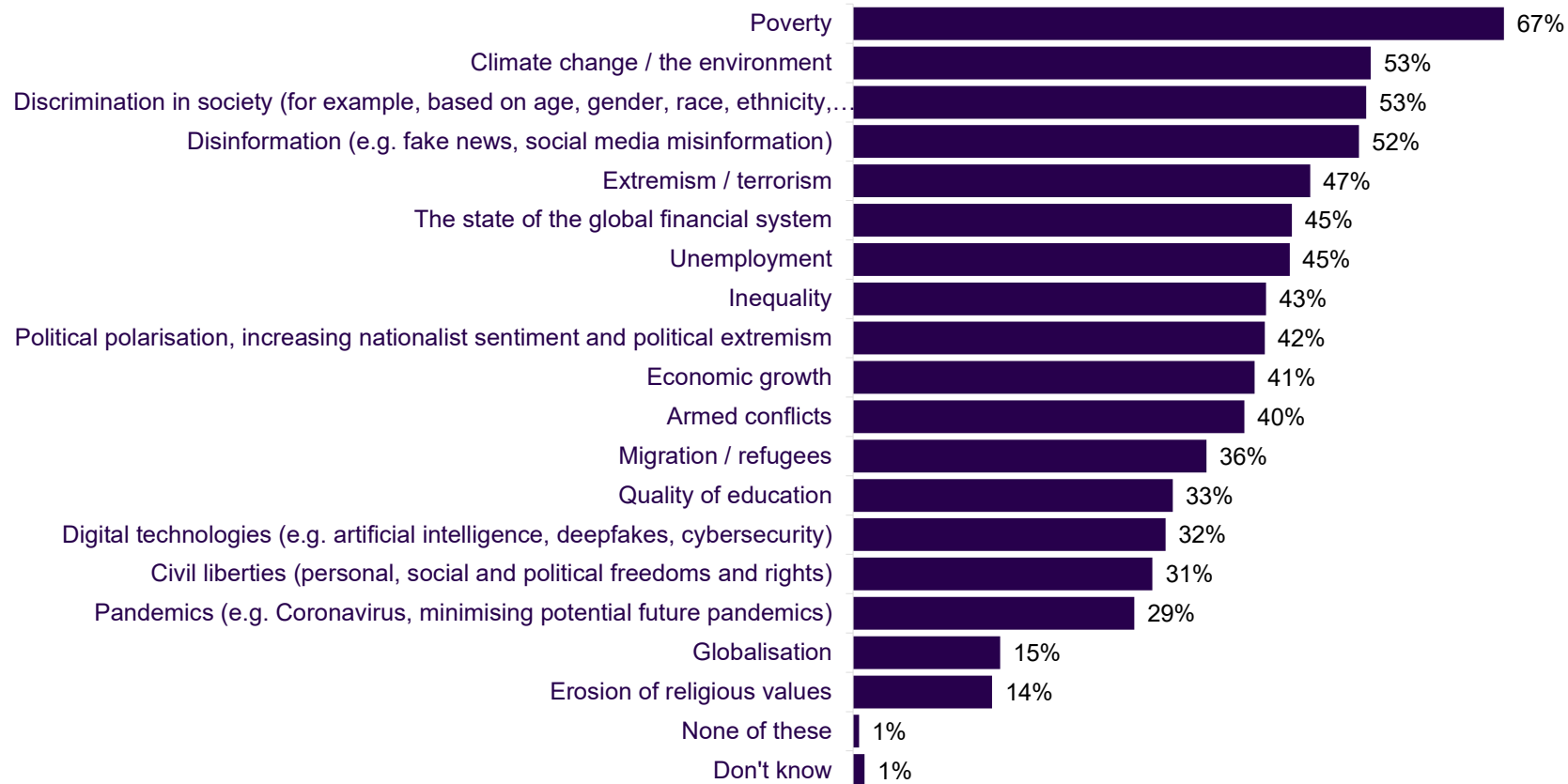


Participants' preferences for how their country should act internationally

■ % Agree (0-4) ■ % Disagree (6-10)



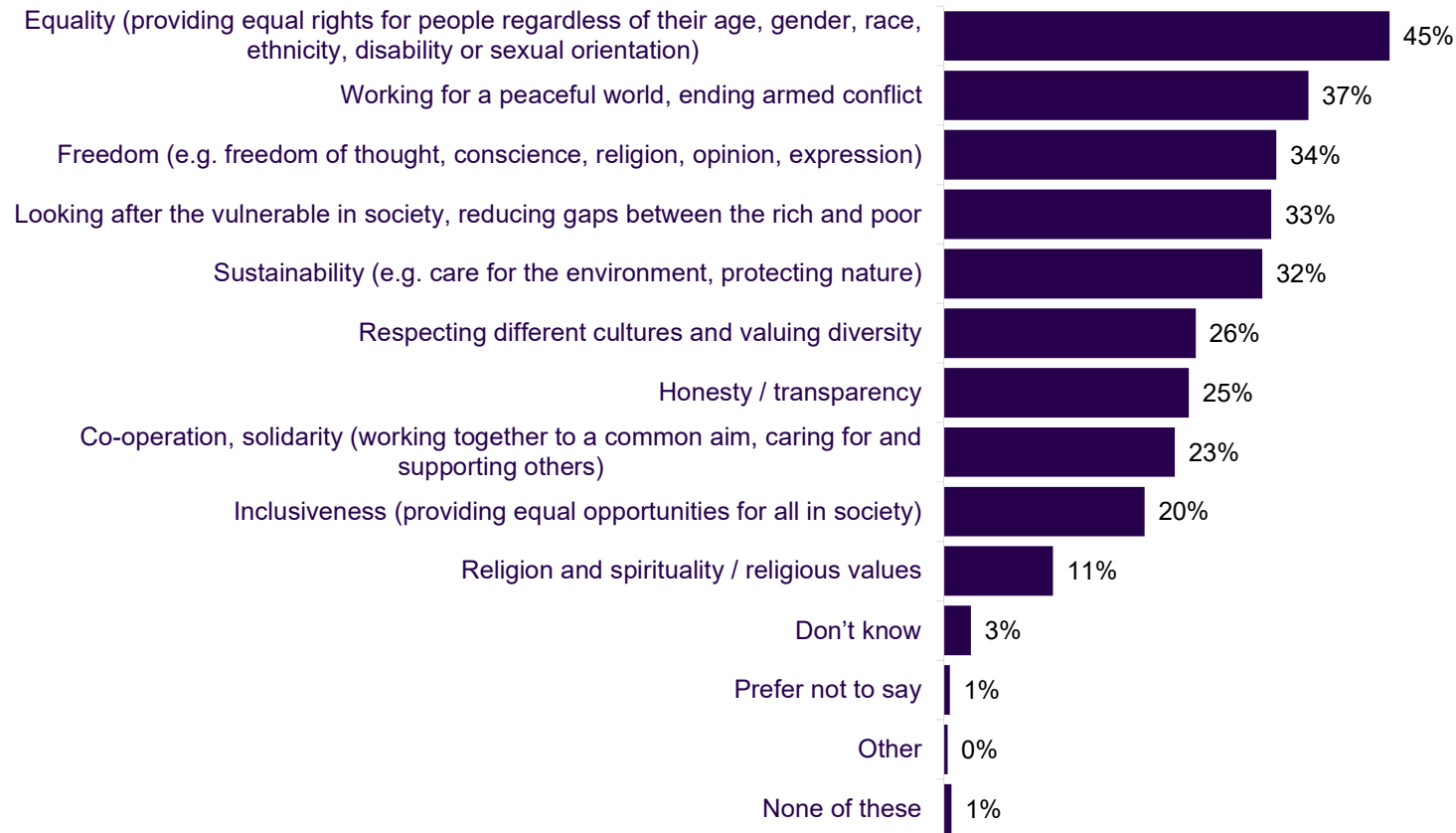
Issues facing the world



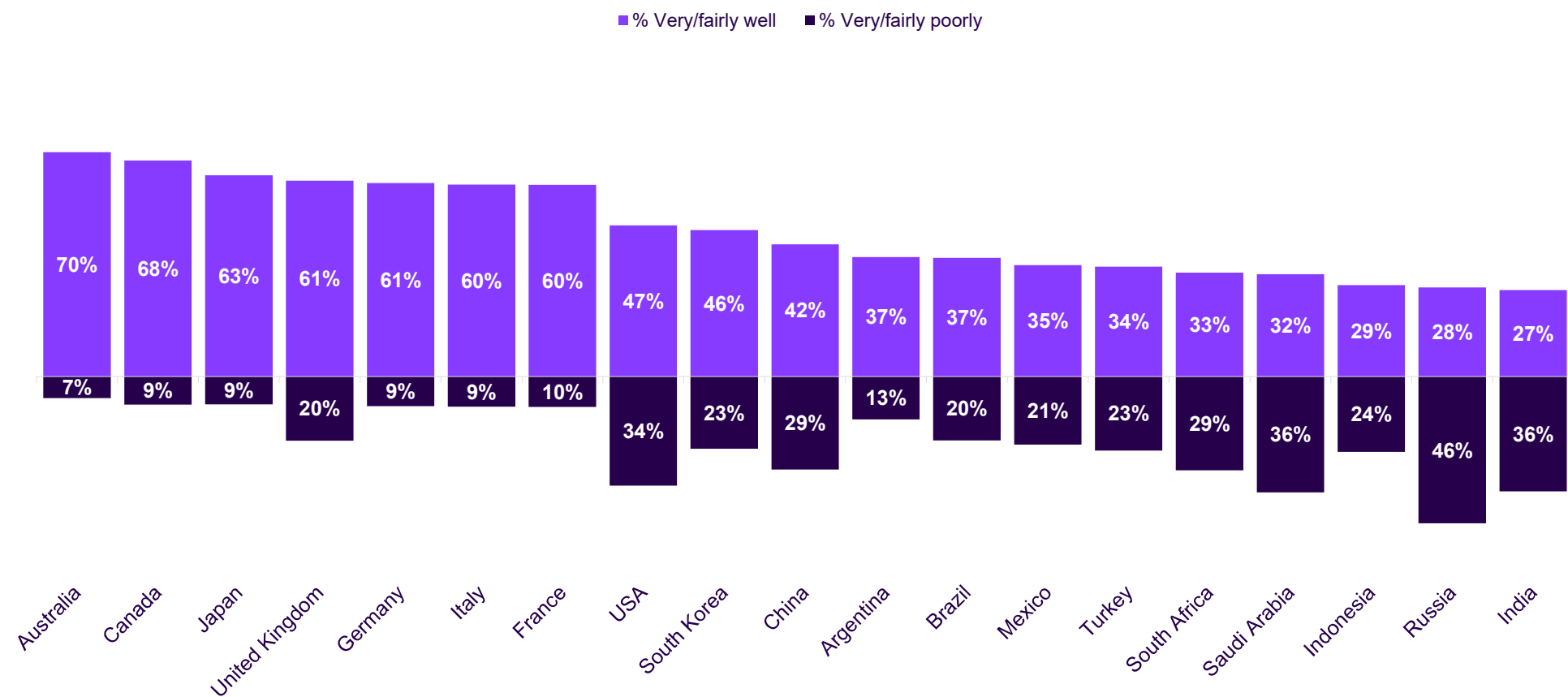
Issues facing the world - trends 2016-2025

Issues	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
Poverty			54	44	57	67	+10	-
Climate change / the environment			60	54	55	53	-1	-
Discrimination in society			30	43	42	53	+11	-
Disinformation			34	29	34	52	+18	-
Extremism / terrorism			44	33	29	47	+18	-
The state of the global financial system			22	26	36	45	+9	-
Unemployment			32	34	30	45	+15	-
Inequality			35	41	42	43	=	-
Political polarisation, increasing nationalist sentiment and political extremism			26	29	31	42	+12	-
Economic growth			21	21	31	41	+10	-
Armed conflicts			24	27	33	40	+8	-
Migration / refugees			31	30	31	36	+5	-
Quality of education					22	33	+11	-
Digital technologies						32	-	-
Civil liberties			18	17	19	31	+12	-
Pandemics			0	48	29	29	=	-
Globalisation			17	12	12	15	+3	-
Erosion of religious values			8	6	7	14	+7	-

Values the world should support and encourage



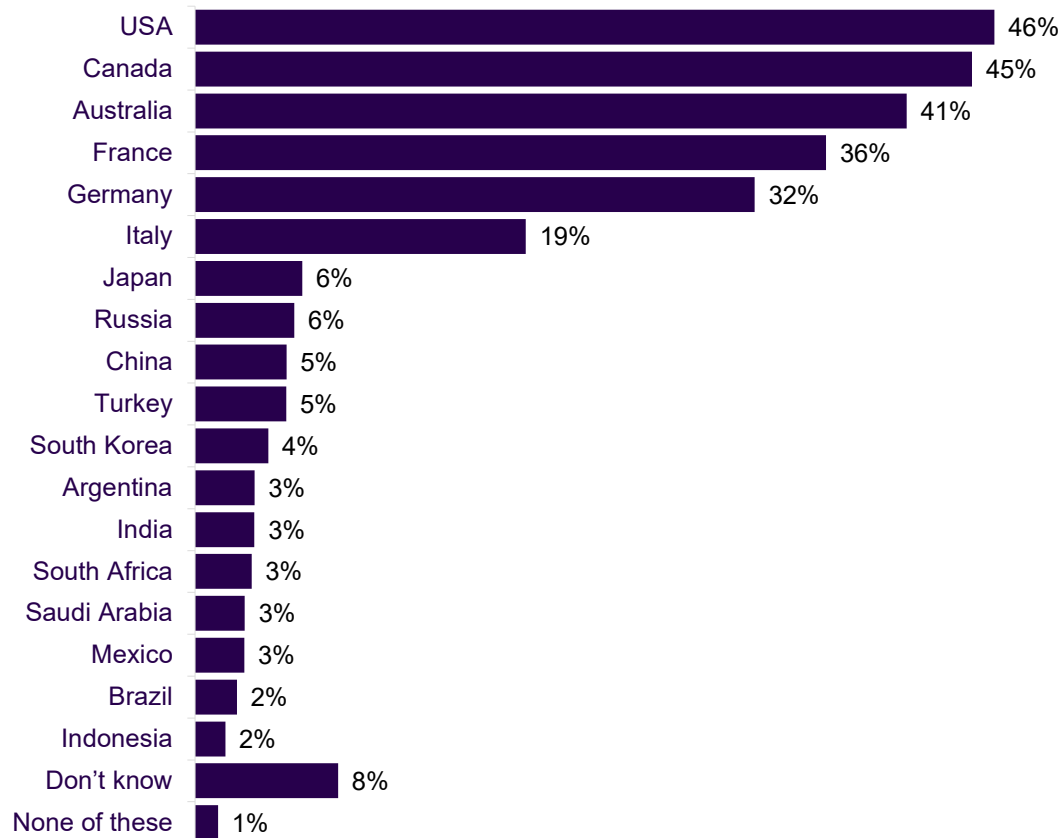
How well does each country support 21st century values?



How well does each country support 21st century values - trends 2016-2025 G20 countries

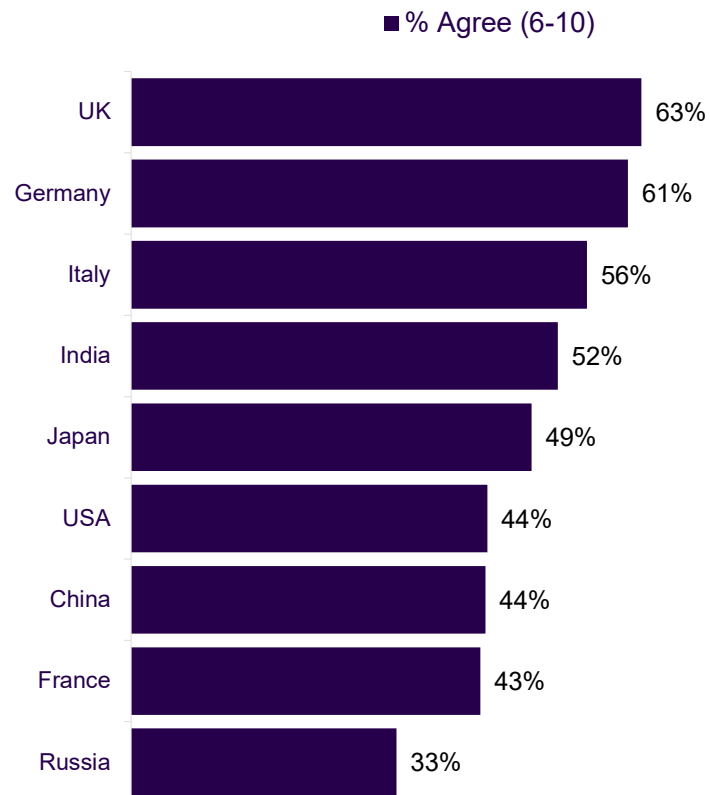
Countries	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2021 (percentage points)
United Kingdom	22	14	33	+19	+11
Canada	19	16	31	+15	+12
Australia	14	18	31	+13	+17
Japan	13	11	24	+13	+11
USA	3	18	23	+5	+20
France	12	6	23	+17	+11
Germany	10	11	23	+12	+13
Italy	15	8	20	+12	+5
China	2	2	17	+15	+15
South Korea	16	12	16	+4	=
Saudi Arabia	9	8	14	+6	+5
Brazil	16	6	13	+7	-3
Mexico	3	5	12	+7	+9
Turkey	12	8	12	+4	=
Argentina	7	4	12	+8	+5
Russia	11	5	11	+6	=
South Africa	4	4	11	+7	+7
India	6	12	9	-3	+3
Indonesia	2	6	9	+3	+7

Countries with values closest to participant's country

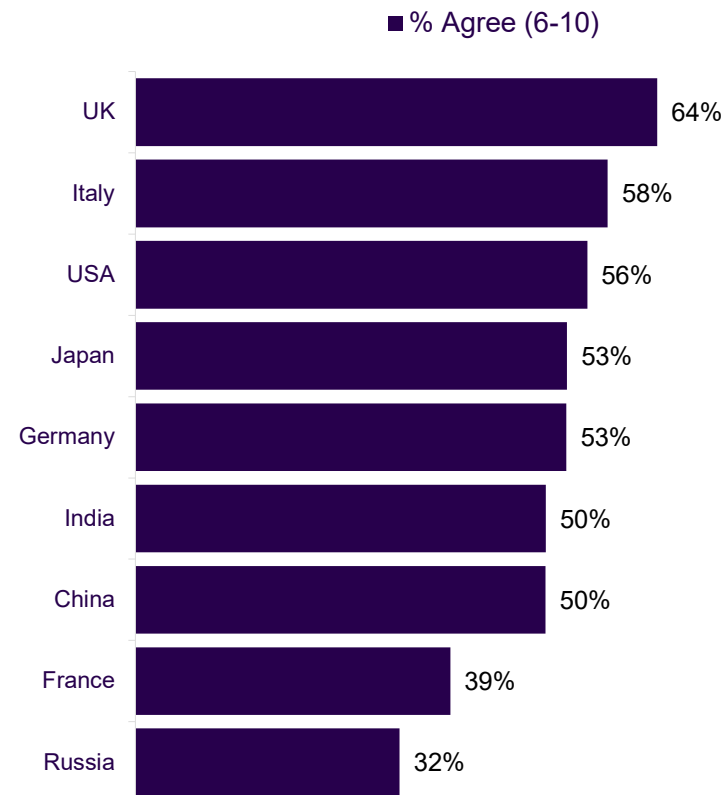


Perceptions of soft power - openness

People from ... value diversity and cultural difference



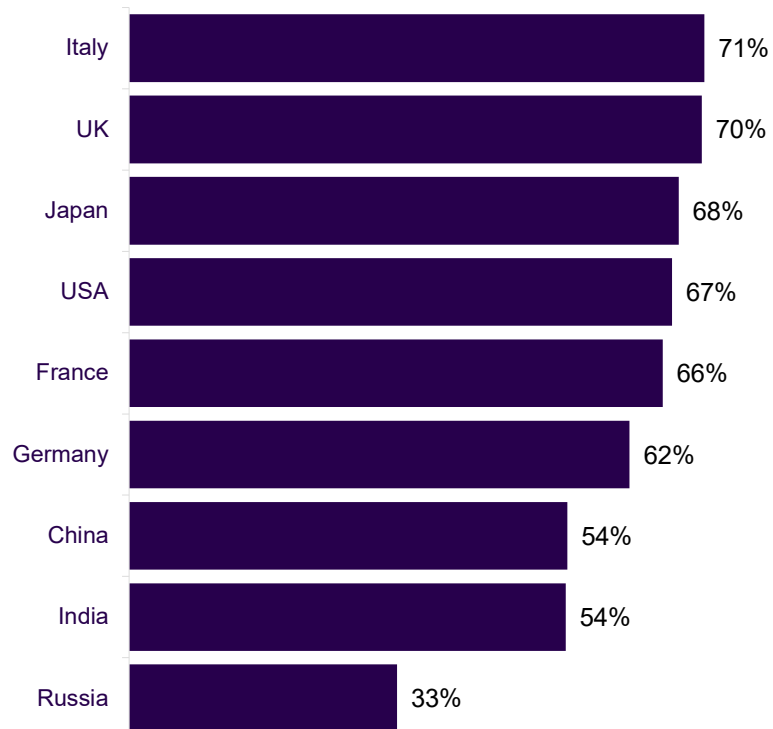
People from ... are open and welcoming



Perceptions of soft power - arts and sports

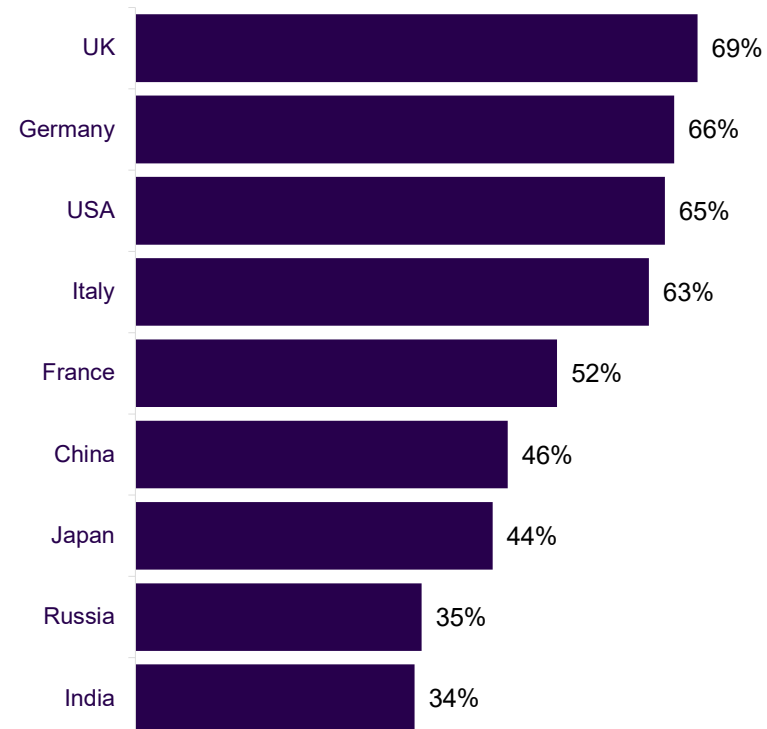
... has world leading arts and cultural institutions and attractions

■ % Agree (6-10)



... has world leading sports teams and events

■ % Agree (6-10)

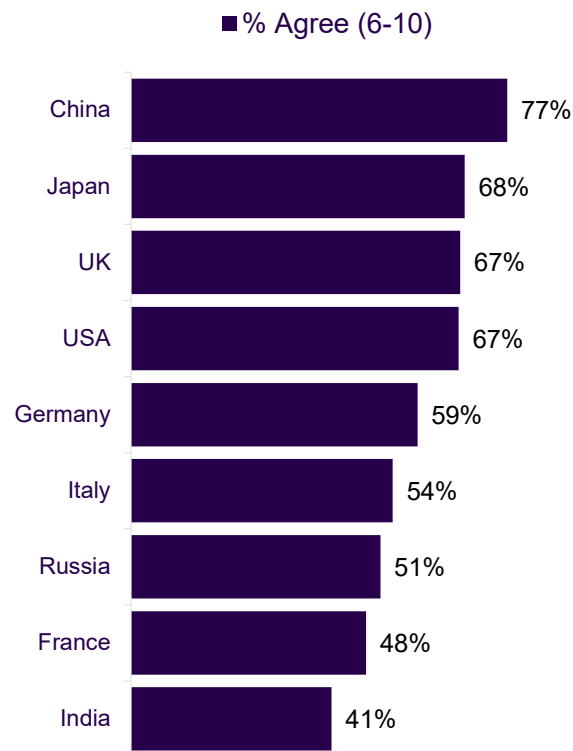


Perceptions of soft power - education and innovation

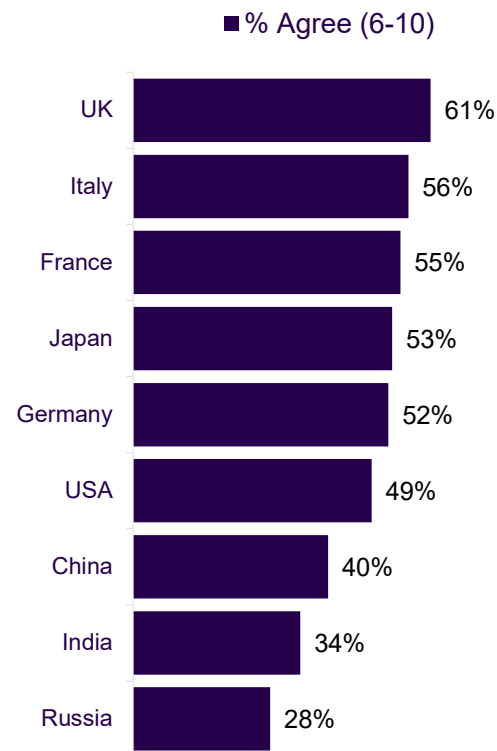


Perceptions of soft power - governance

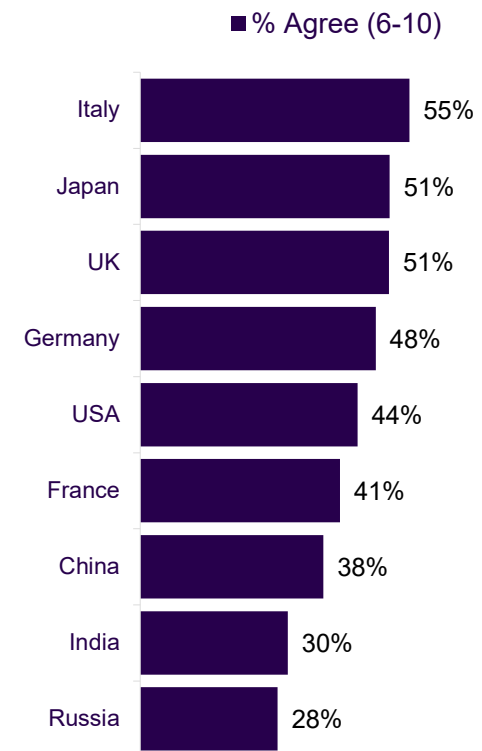
... is a global power



...is a strong example of a democratic society

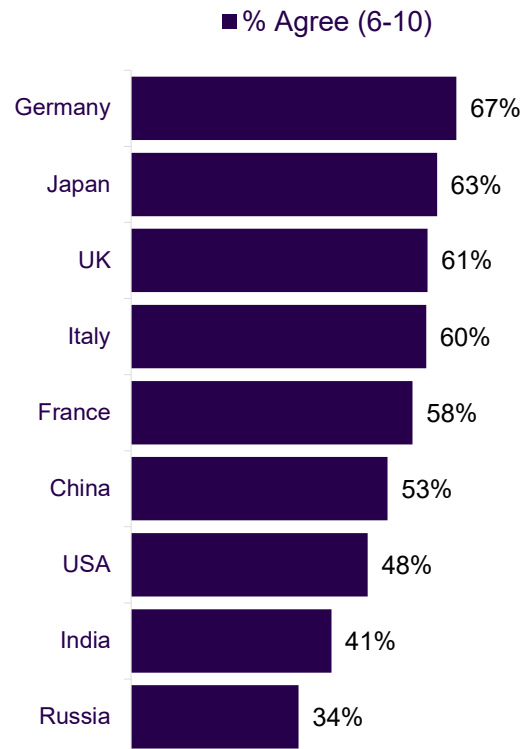


...government treats everybody who lives in the country fairly

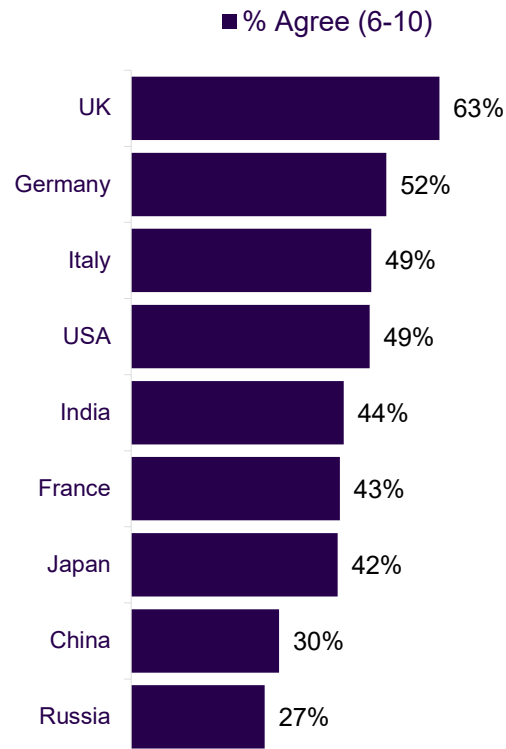


Perceptions of soft power - rule of law

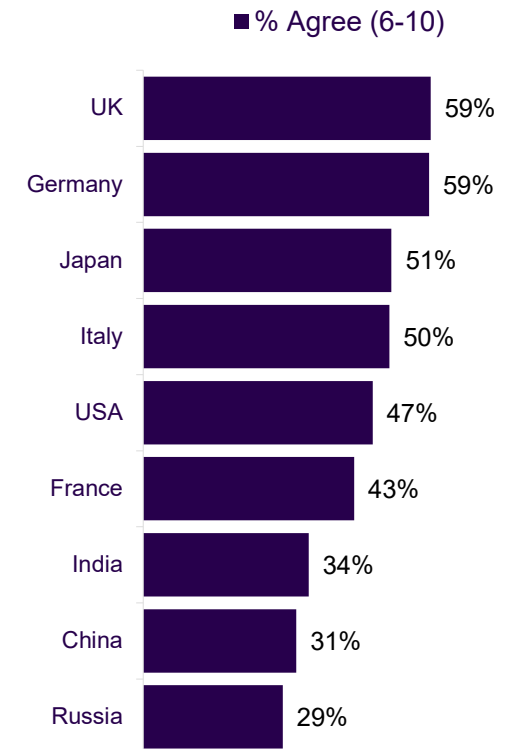
...respects the rule of law



...has strong non-governmental institutions

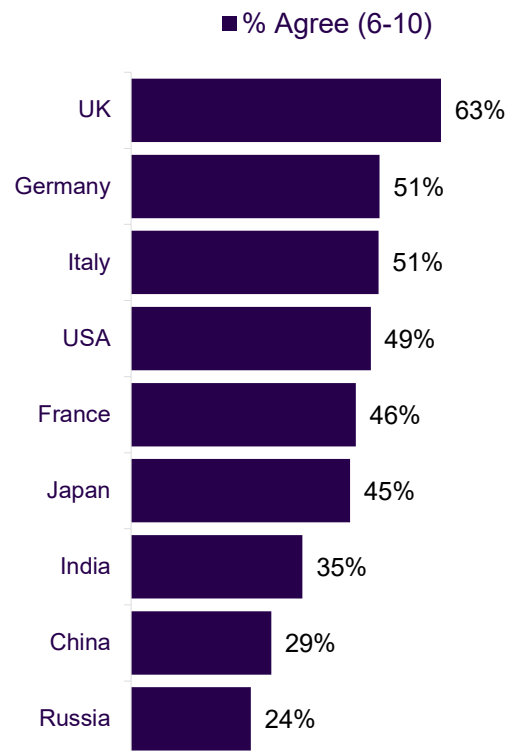


...has a free and fair justice system

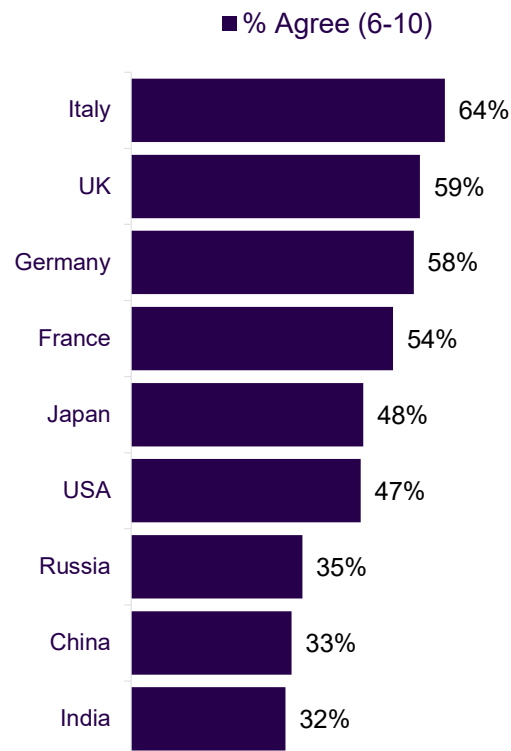


Perceptions of soft power - civil liberties

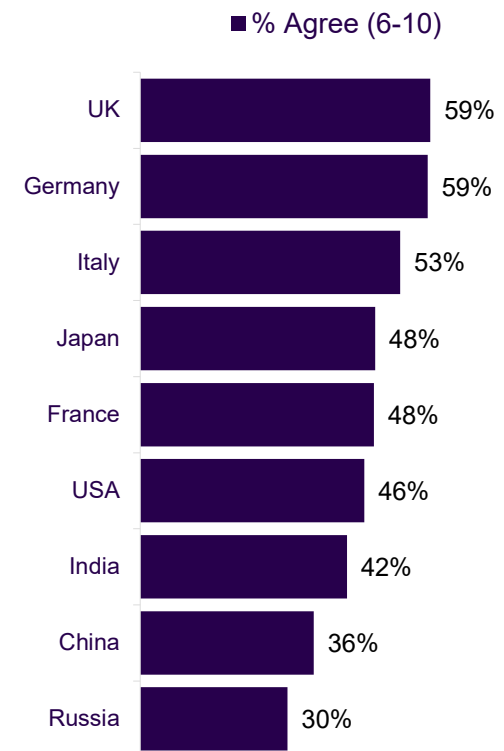
...has a free press and media



...values individual liberty

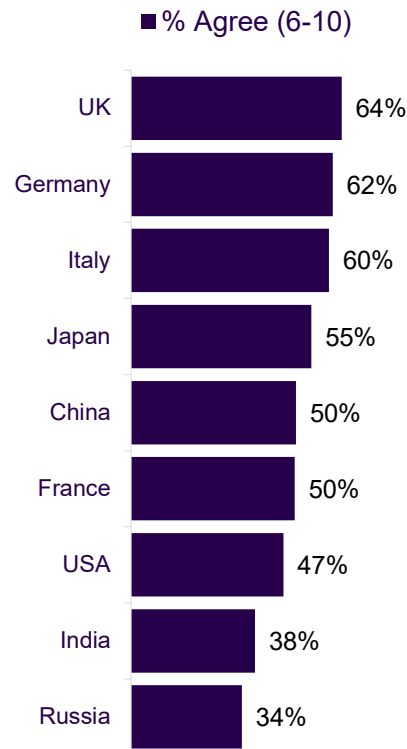


...respects those with different faiths and beliefs

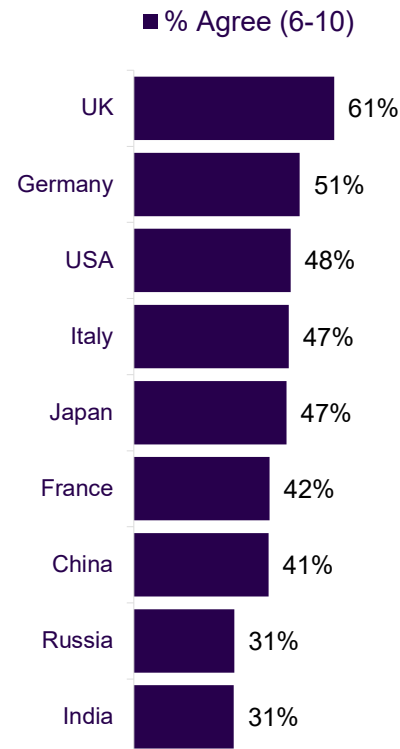


Perceptions of soft power - cooperation

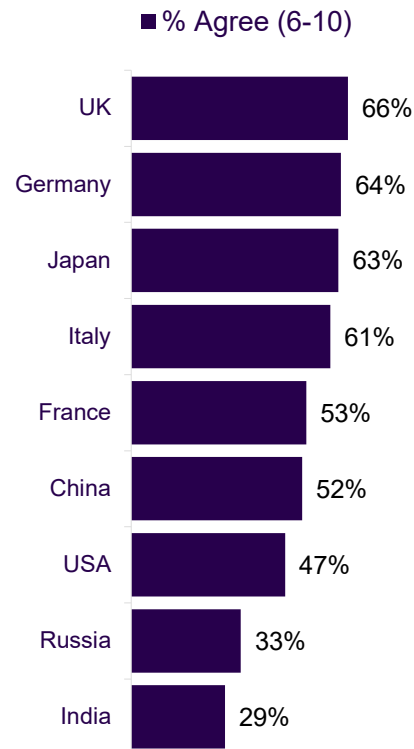
...works constructively with other governments



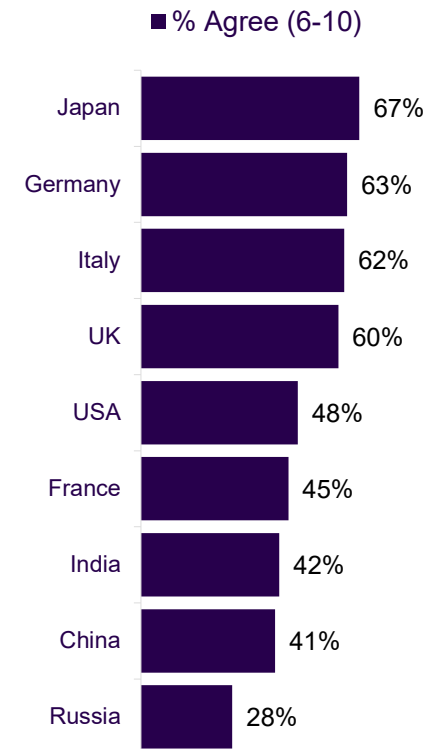
...contributes its fair share to aiding development



...has good public services



...is a force for good in the world





Thank you



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