

Global Perceptions 2025 - G20, UK, Wales Survey Results

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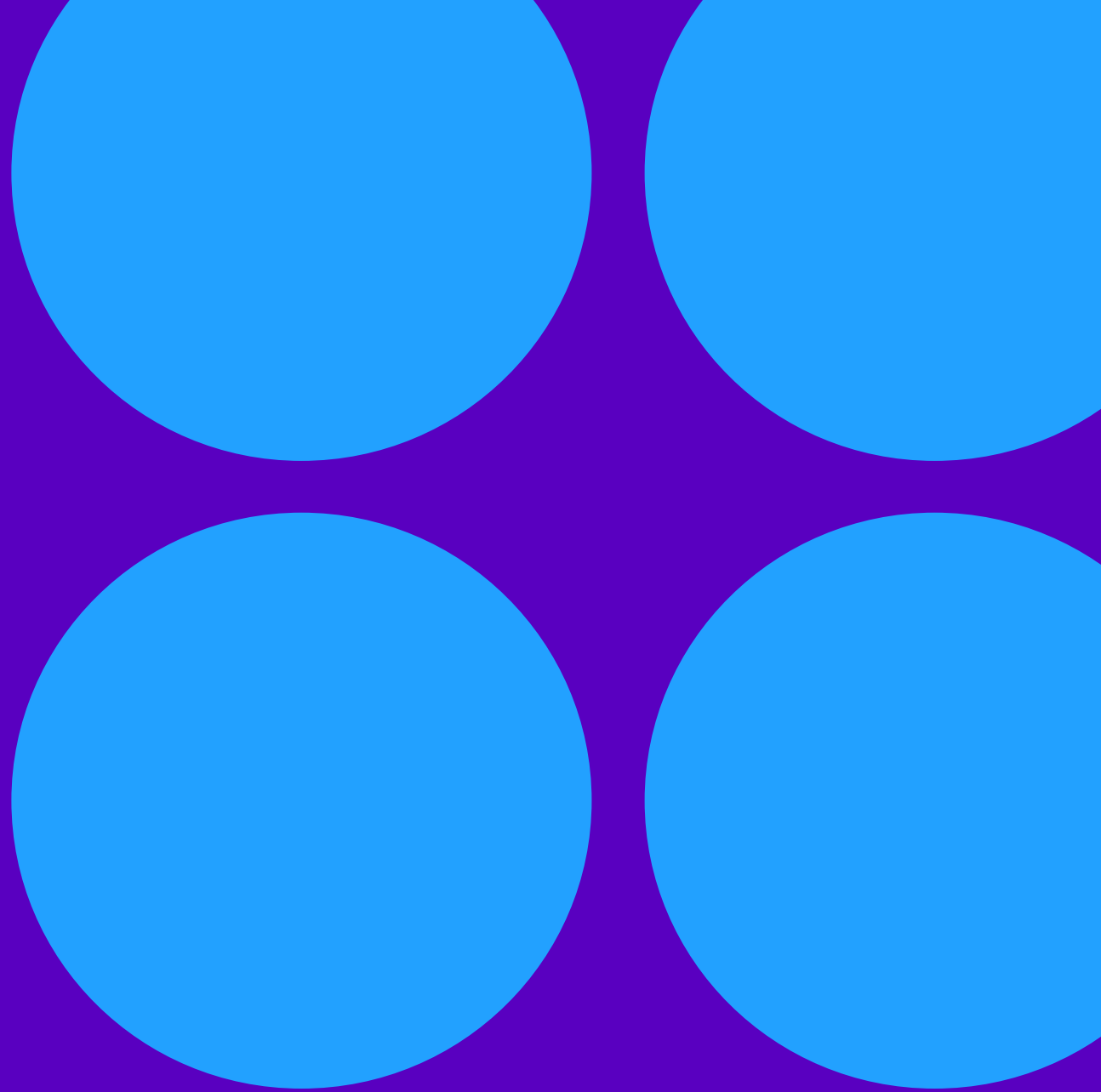
05 Past and future interaction with the UK

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Project overview and methodology



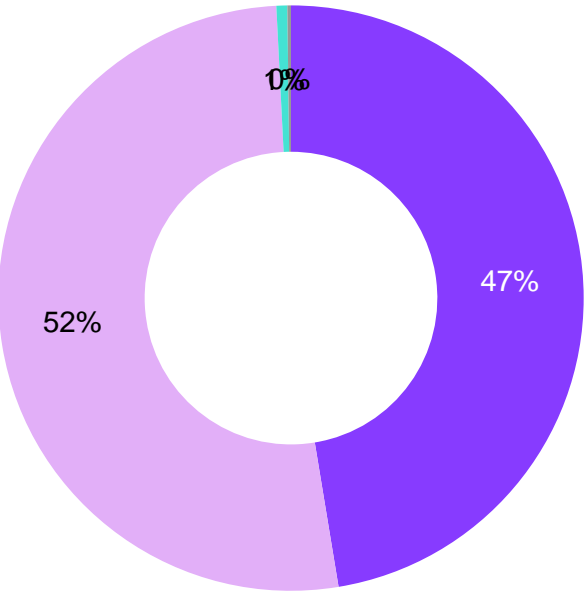
Project overview and methodology

- ⌘ 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 Wales. Quotas were placed on age interlocked with gender and region. Online fieldwork took place from 17 April to 9 May with a total of 500.000000000000000 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 (Wales)

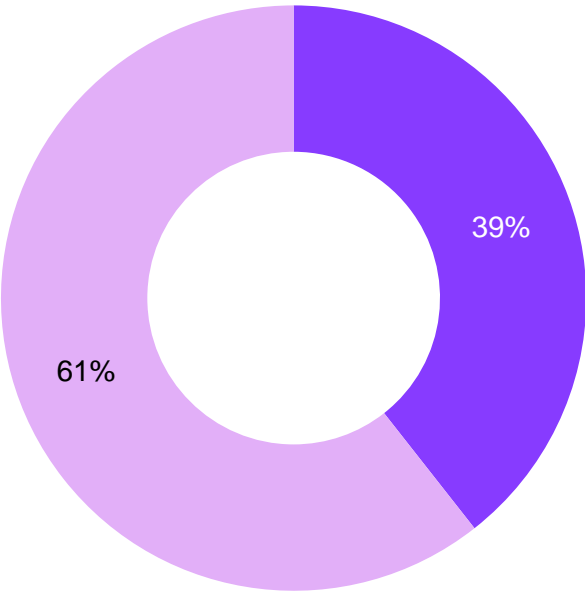
Gender

Male Female In another way Prefer not to say

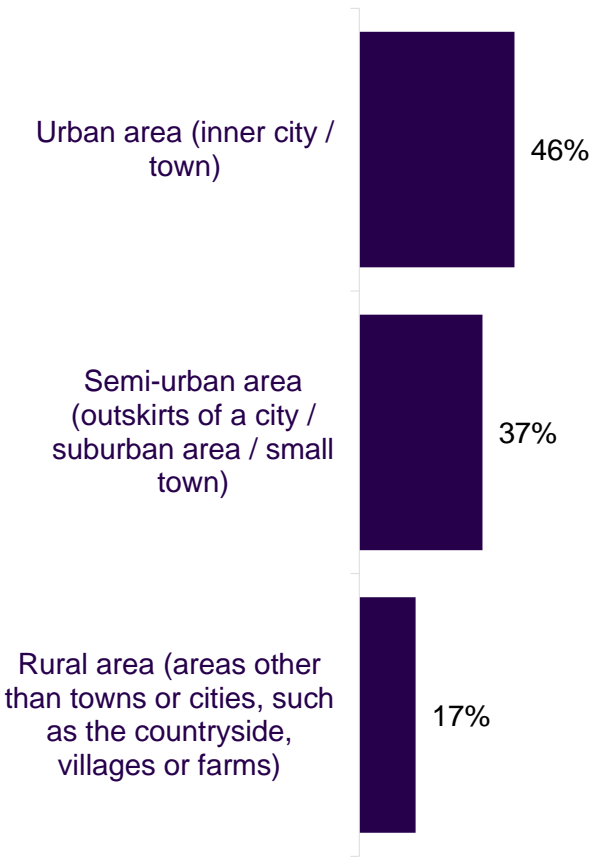


Age

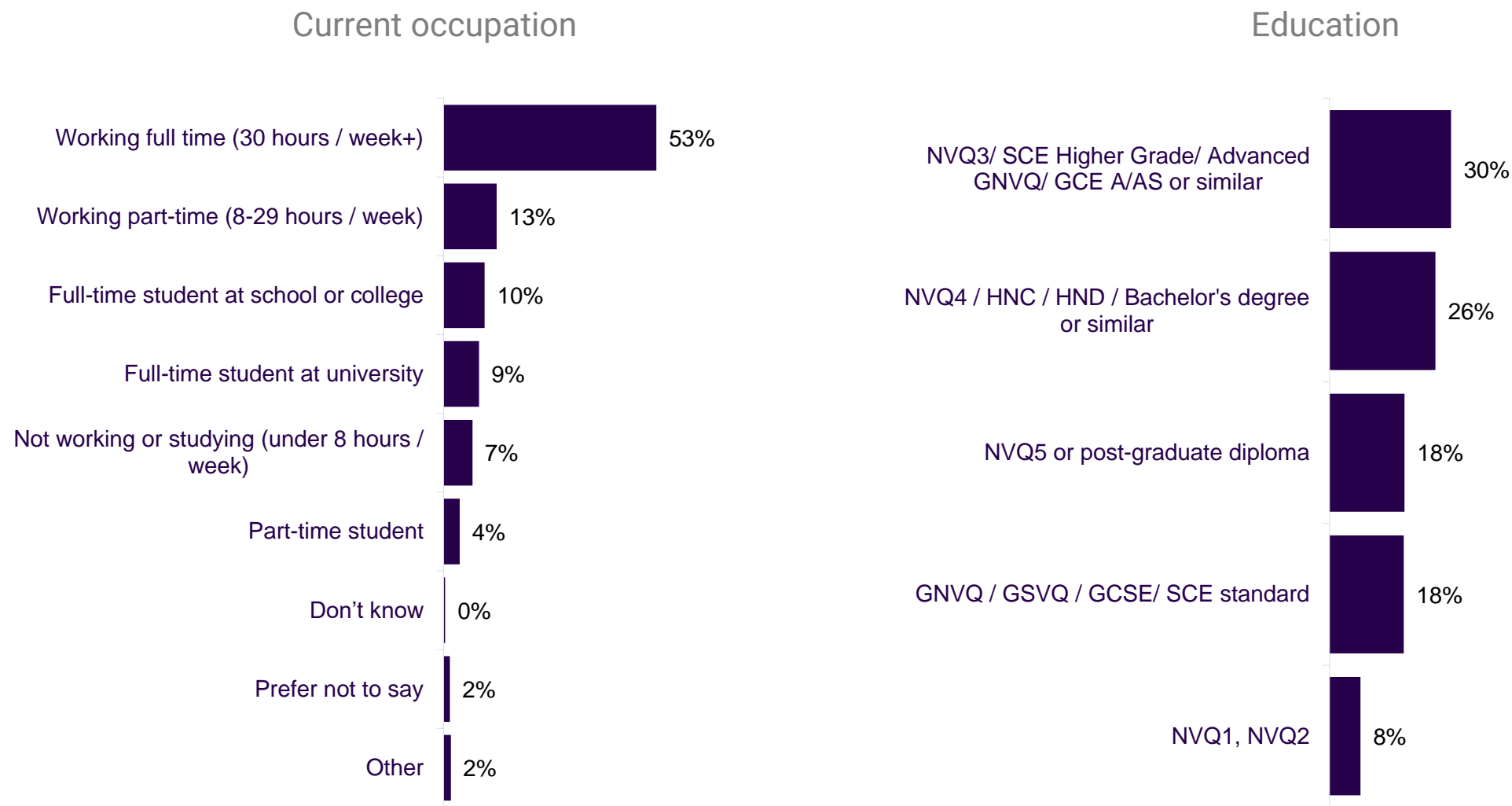
18-24 25-34



Urbanity

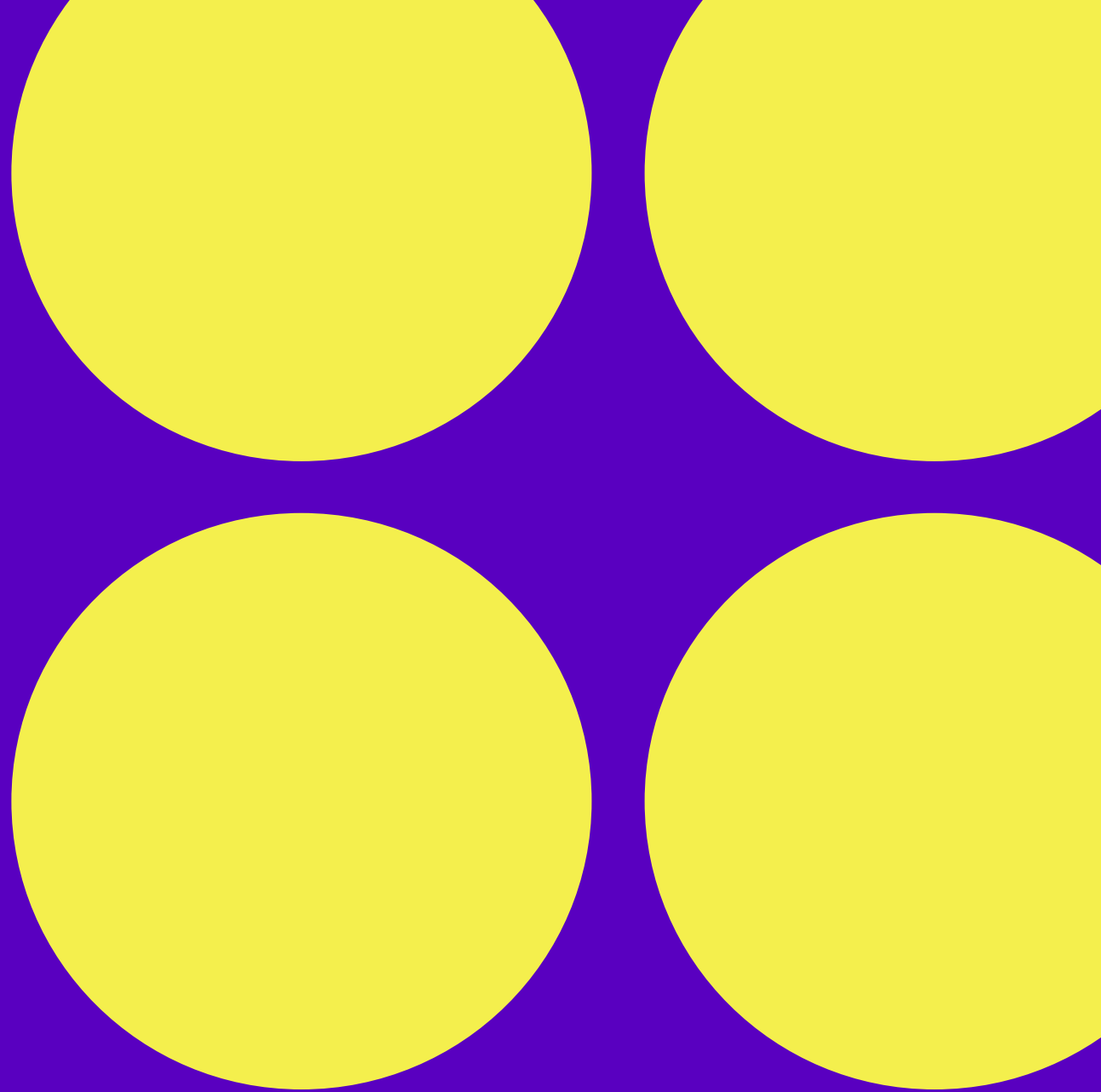


Sample Demographics Part 2 (Wales)

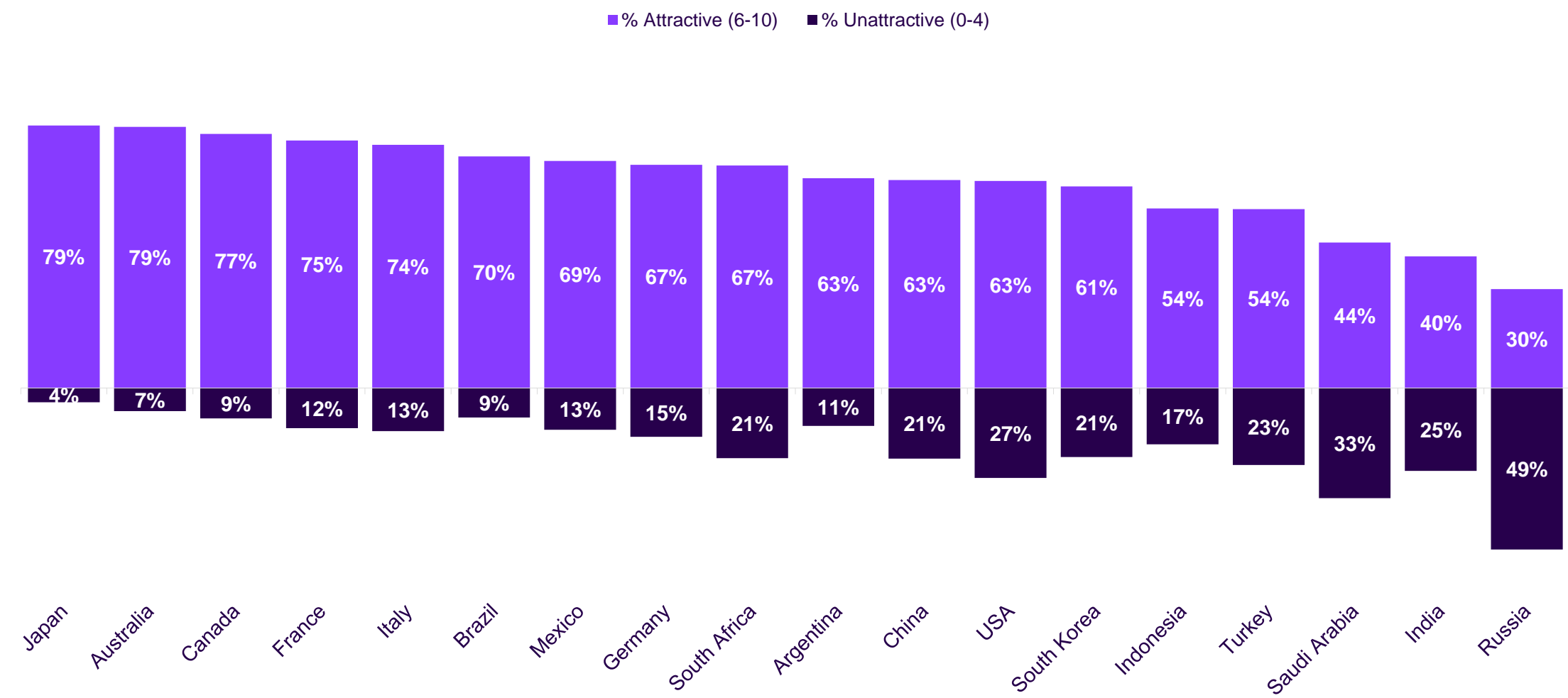


D6. Which of these best describes your current occupation? | D3_COUNTRY. And what is the highest level of education you have completed to date? | Base: Those who live in Wales, 2025 (n=500). Showing unweighted data.

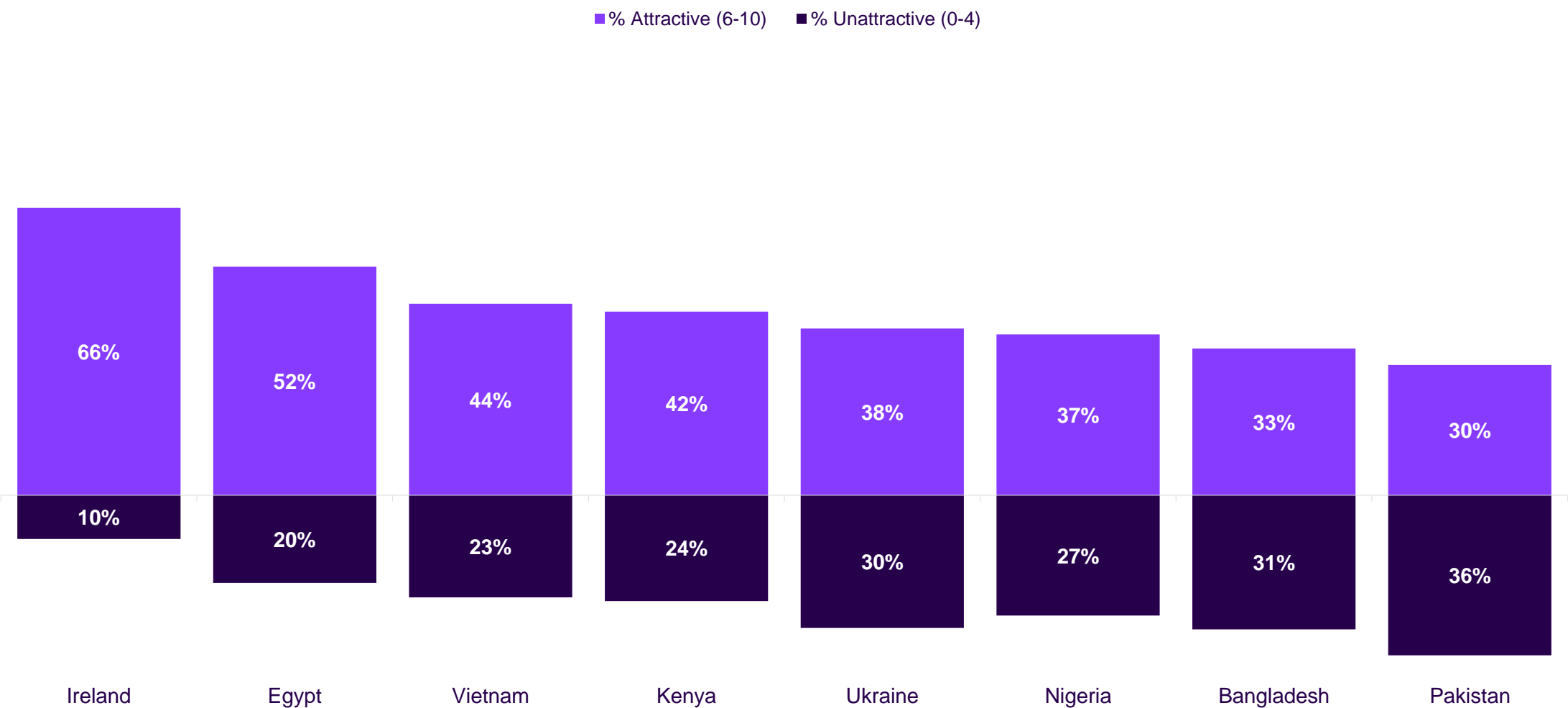
UK Attractiveness and Trust



Overall attractiveness of G20 countries



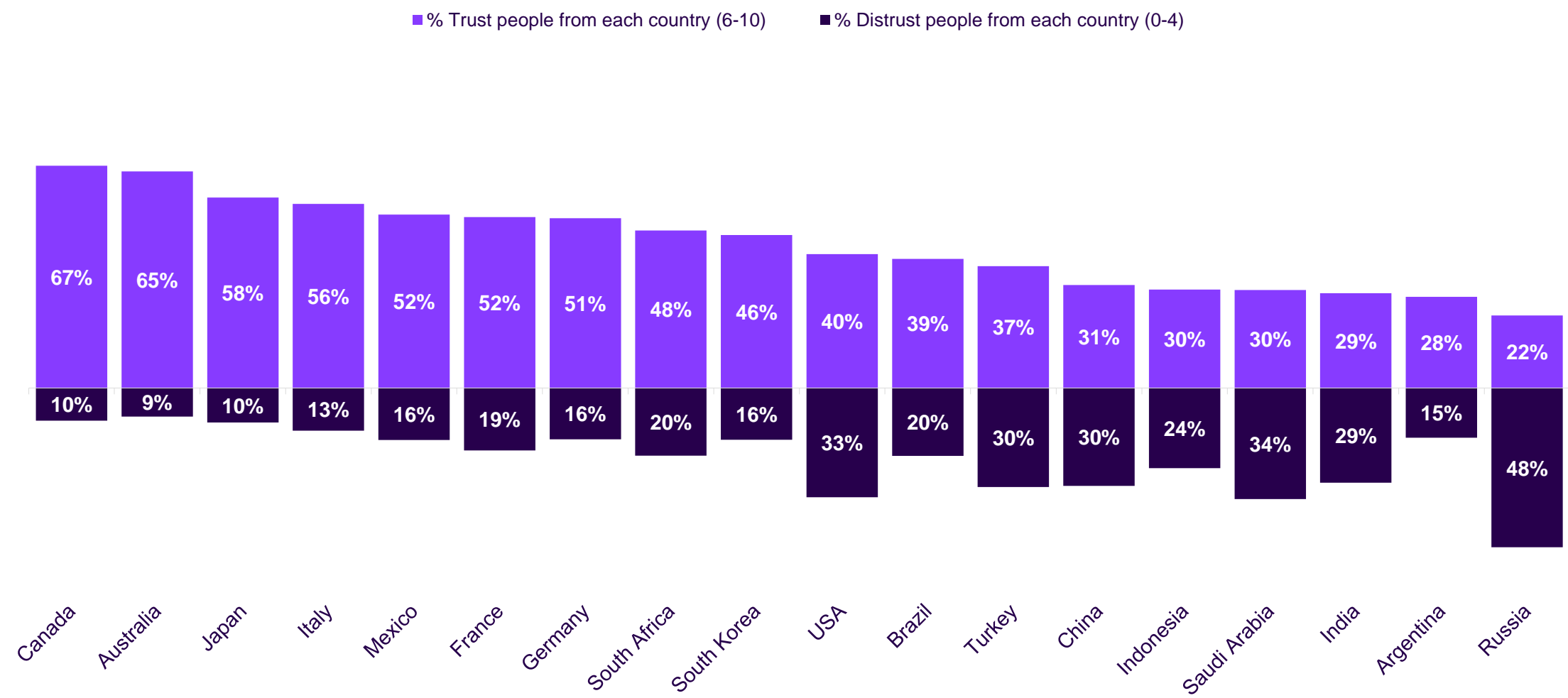
Attractiveness of non-G20 countries to UK



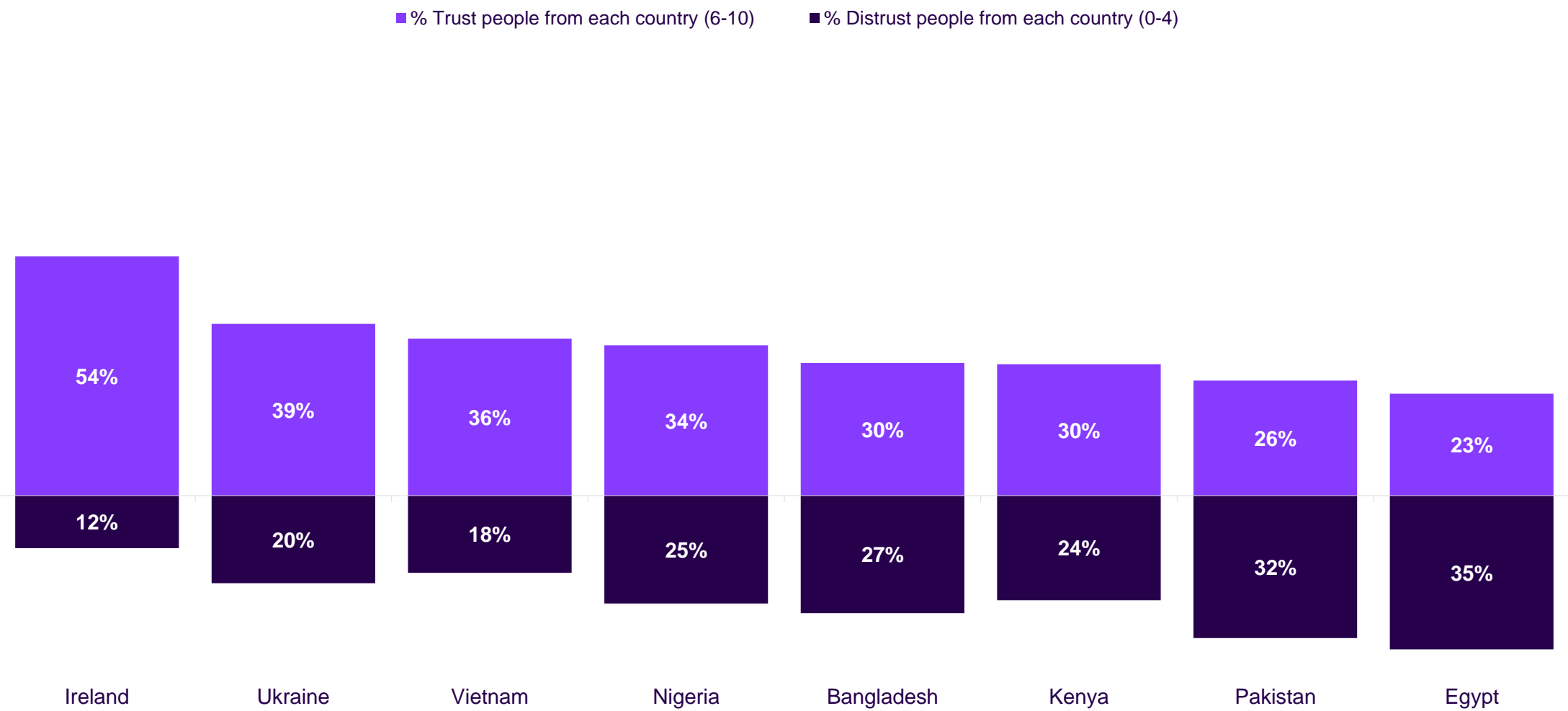
Overall attractiveness - trends 2016-2025 G20

Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
Japan			79	73	71	79	+8	-
Australia			76	74	82	79	-3	-
Canada			69	79	84	77	-7	-
France			76	55	65	75	+10	-
Italy			75	82	83	74	-9	-
Brazil			55	60	55	70	+15	-
Mexico			58	62	62	69	+7	-
Germany			63	63	60	67	+7	-
South Africa			49	63	49	67	+18	-
Argentina			49	47	48	63	+15	-
China			55	37	50	63	+13	-
USA			73	74	55	63	+8	-
South Korea			49	42	59	61	+2	-
Indonesia			53	58	49	54	+5	-
Turkey			37	47	47	54	+7	-
Saudi Arabia			21	48	37	44	+7	-
India			25	61	29	40	+11	-
Russia			30	39	15	30	+15	-

Trust in people from G20 countries



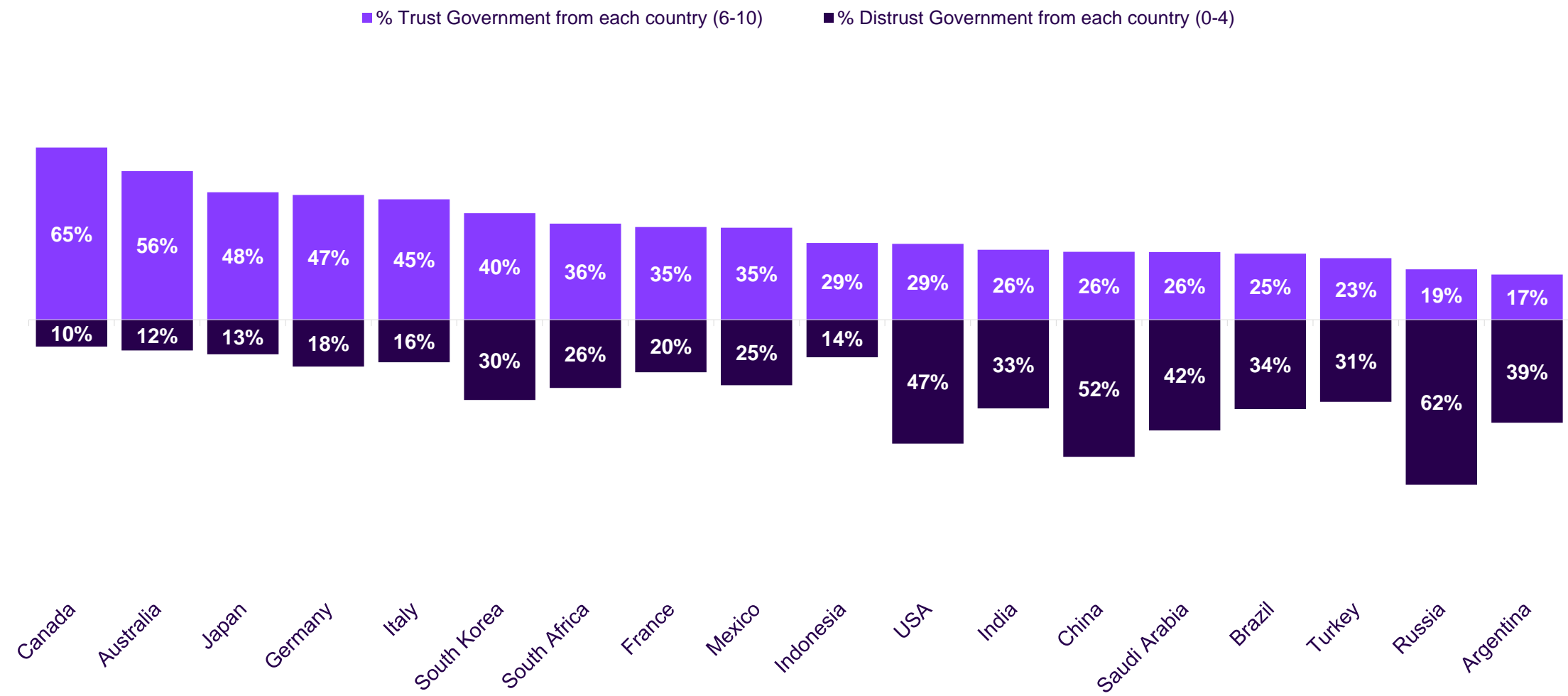
Trust in people from non-G20 countries



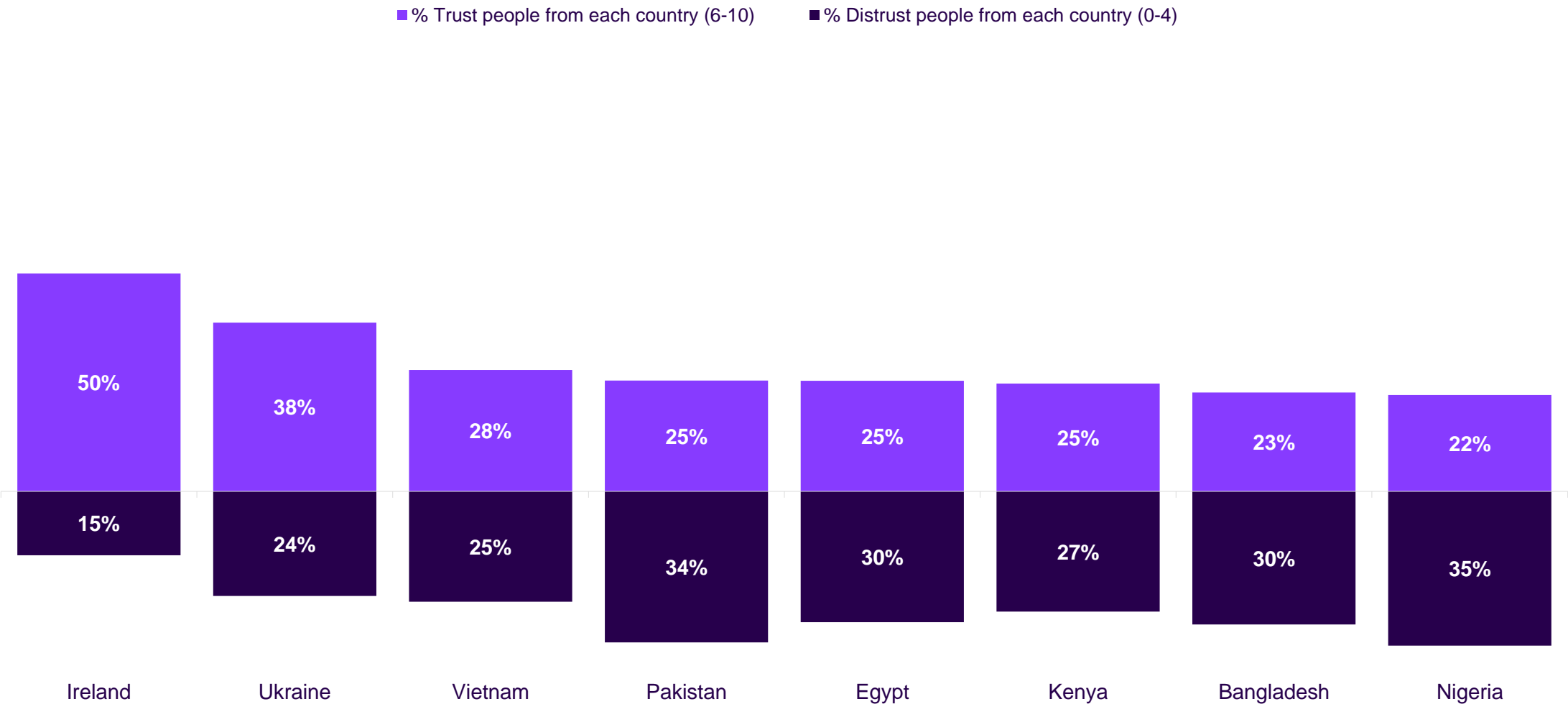
Trust in people - trends 2016-2025 G20 countries

Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
Canada			71	63	75	67	-8	-
Australia			68	64	65	65	=	-
Japan			57	61	52	58	+6	-
Italy			53	62	51	56	+5	-
Mexico			38	38	33	52	+19	-
France			69	46	49	52	+3	-
Germany			51	51	55	51	-4	-
South Africa			29	43	38	48	+10	-
South Korea			32	45	47	46	-1	-
USA			61	58	38	40	+2	-
Brazil			48	45	45	39	-6	-
Turkey			24	39	26	37	+11	-
China			31	26	33	31	-2	-
Indonesia			38	38	36	30	-6	-
Saudi Arabia			15	31	17	30	+13	-
India			22	62	33	29	-4	-
Argentina			37	43	34	28	-6	-
Russia			10	42	20	22	+2	-

Trust in the governments of G20 countries



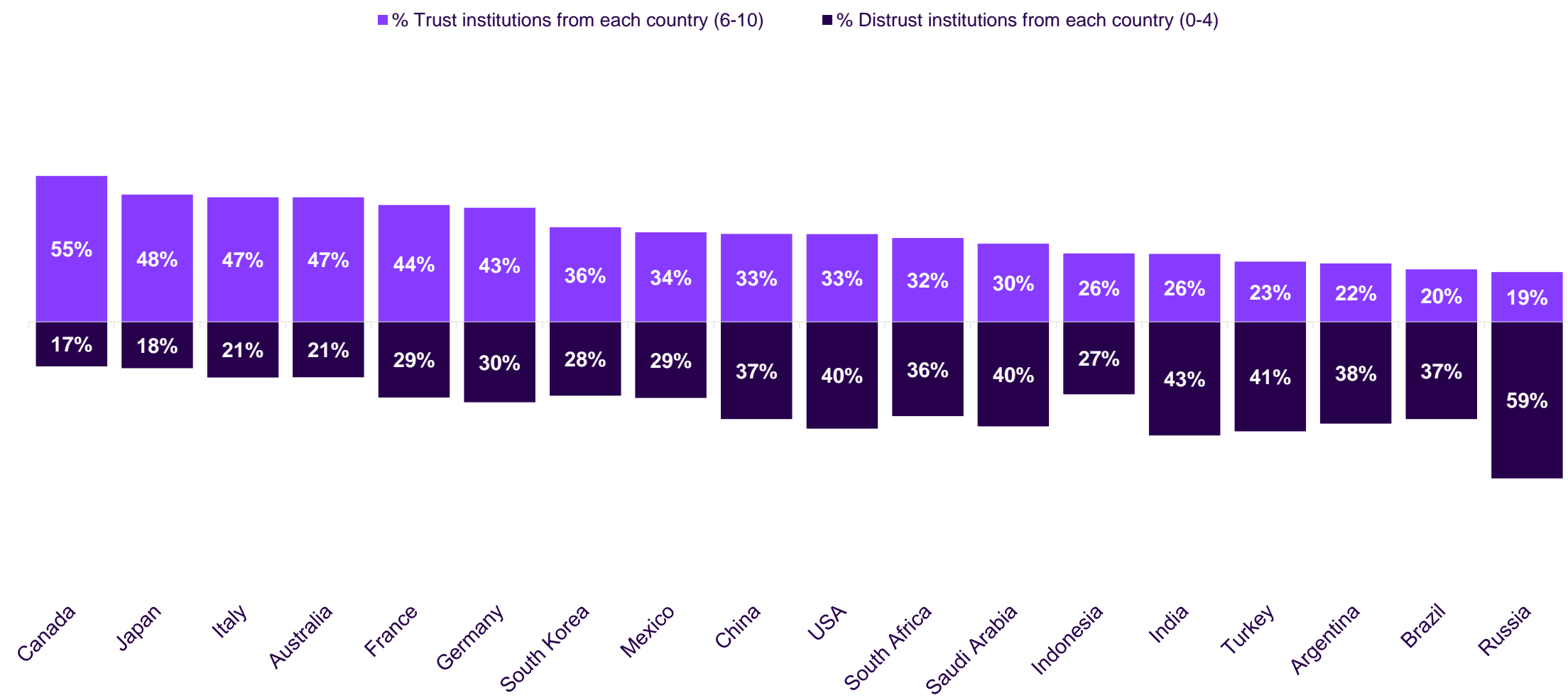
Trust in the governments of non-G20 countries



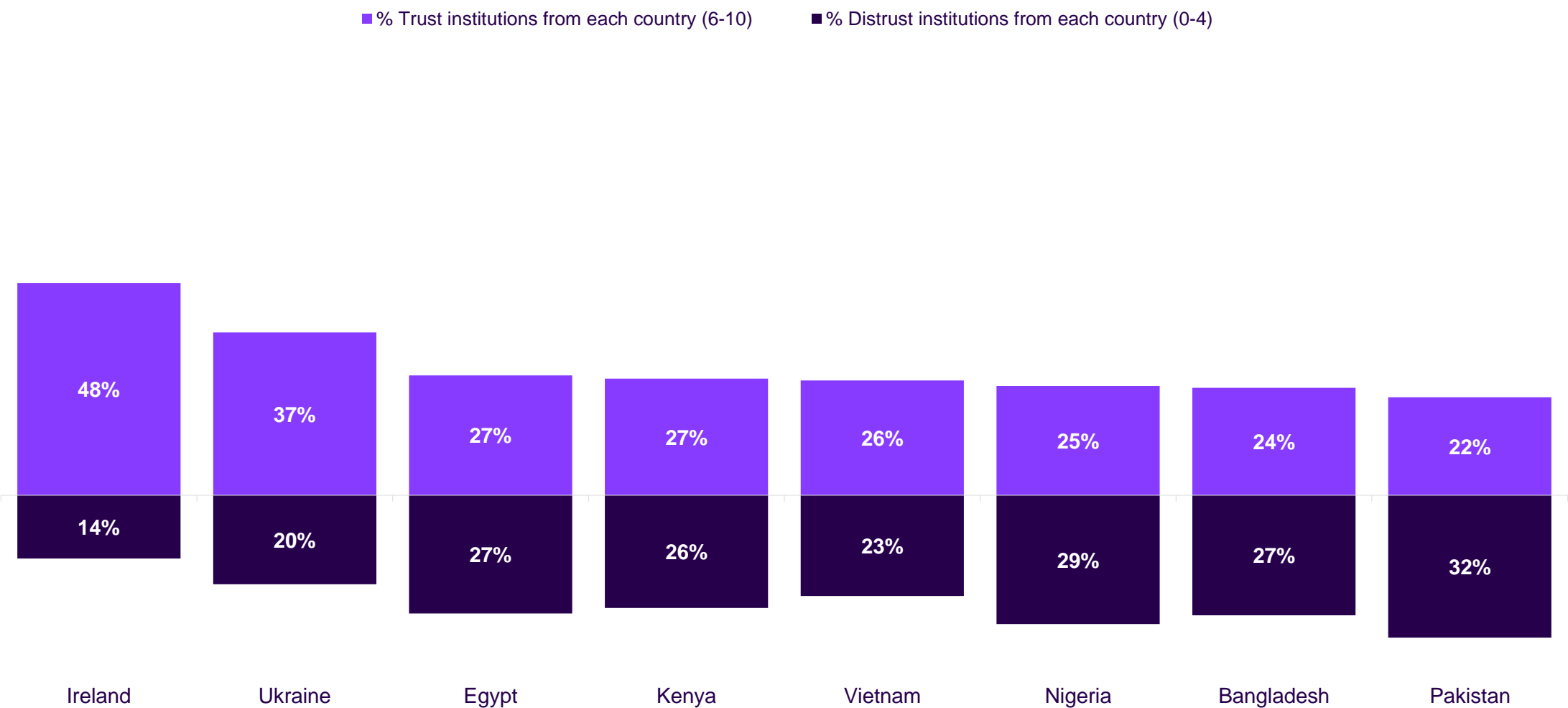
Trust in the government - trends 2016-2025 G20 countries

Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
Canada			52	55	55	65	+10	-
Australia			53	49	61	56	-5	-
Japan			33	50	39	48	+9	-
Germany			51	54	50	47	-3	-
Italy			45	44	39	45	+6	-
South Korea			20	28	43	40	-3	-
South Africa			15	39	25	36	+11	-
France			39	30	37	35	-2	-
Mexico			18	20	30	35	+5	-
Indonesia			20	38	19	29	+10	-
USA			27	32	36	29	-7	-
India			11	17	23	26	+3	-
China			9	20	18	26	+8	-
Saudi Arabia			7	23	15	26	+11	-
Brazil			10	28	8	25	+17	-
Turkey			10	25	26	23	-3	-
Russia			5	16	18	19	+1	-
Argentina			18	9	22	17	-5	-

Trust in the institutions of G20 countries



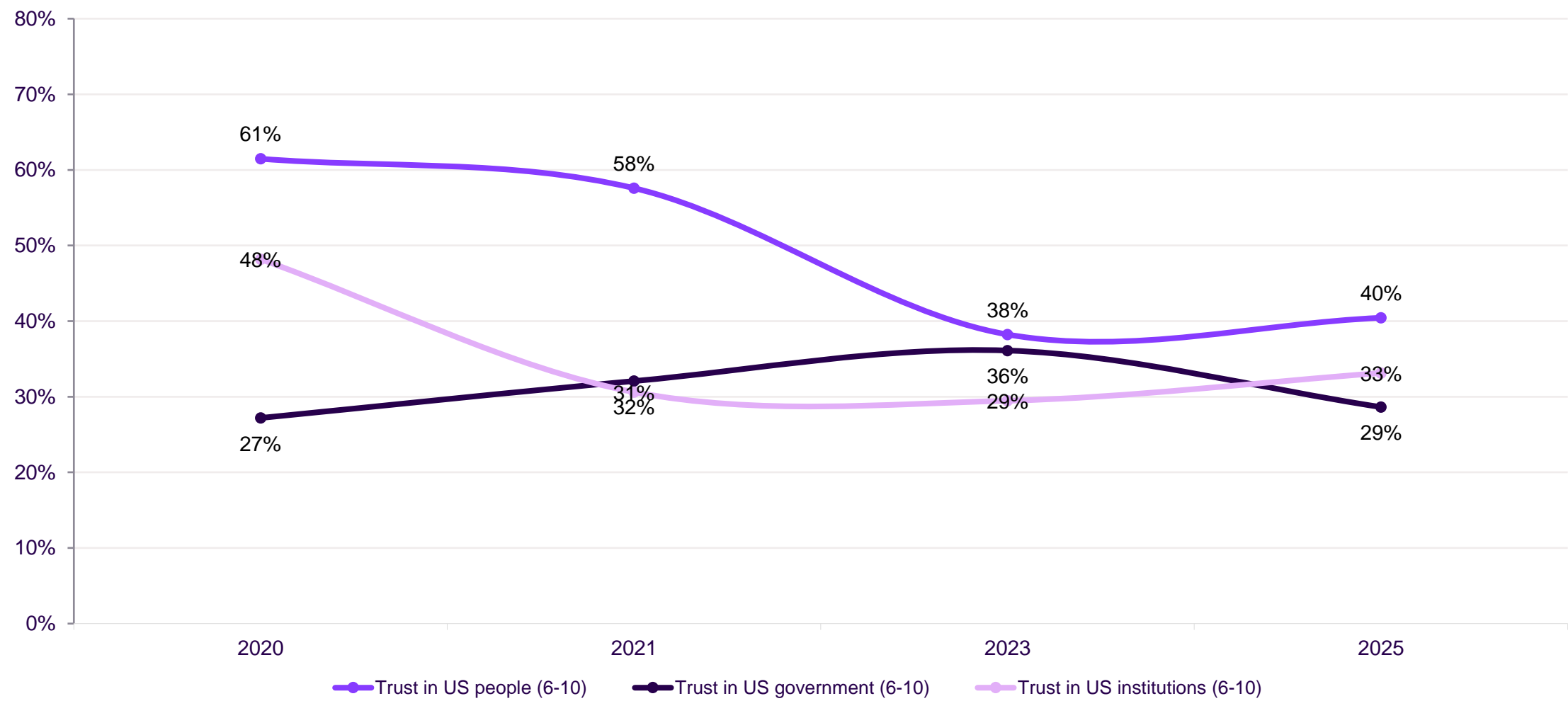
Trust in the institutions of non-G20 countries



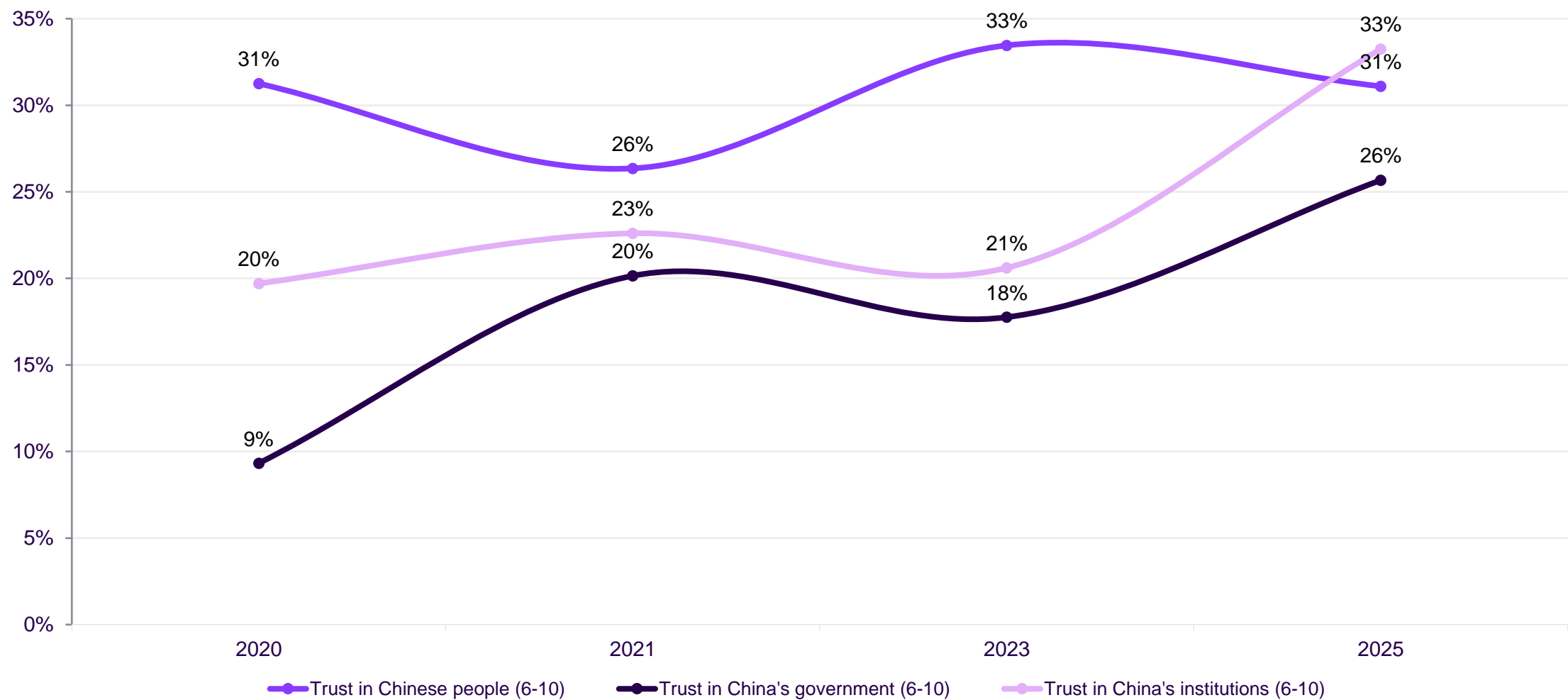
Trust in institutions - trends 2016-2025 G20 countries

Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
Canada			50	61	49	55	+6	-
Japan			41	53	41	48	+7	-
Italy			45	46	47	47	=	-
Australia			67	54	73	47	-26	-
France			46	40	34	44	+10	-
Germany			56	50	37	43	+6	-
South Korea			33	34	43	36	-7	-
Mexico			24	13	24	34	+10	-
China			20	23	21	33	+12	-
USA			48	31	29	33	+4	-
South Africa			21	43	26	32	+6	-
Saudi Arabia			22	29	18	30	+12	-
Indonesia			22	33	19	26	+7	-
India			17	15	18	26	+8	-
Turkey			13	24	26	23	-3	-
Argentina			11	19	14	22	+8	-
Brazil			9	27	13	20	+7	-
Russia			17	18	18	19	+1	-

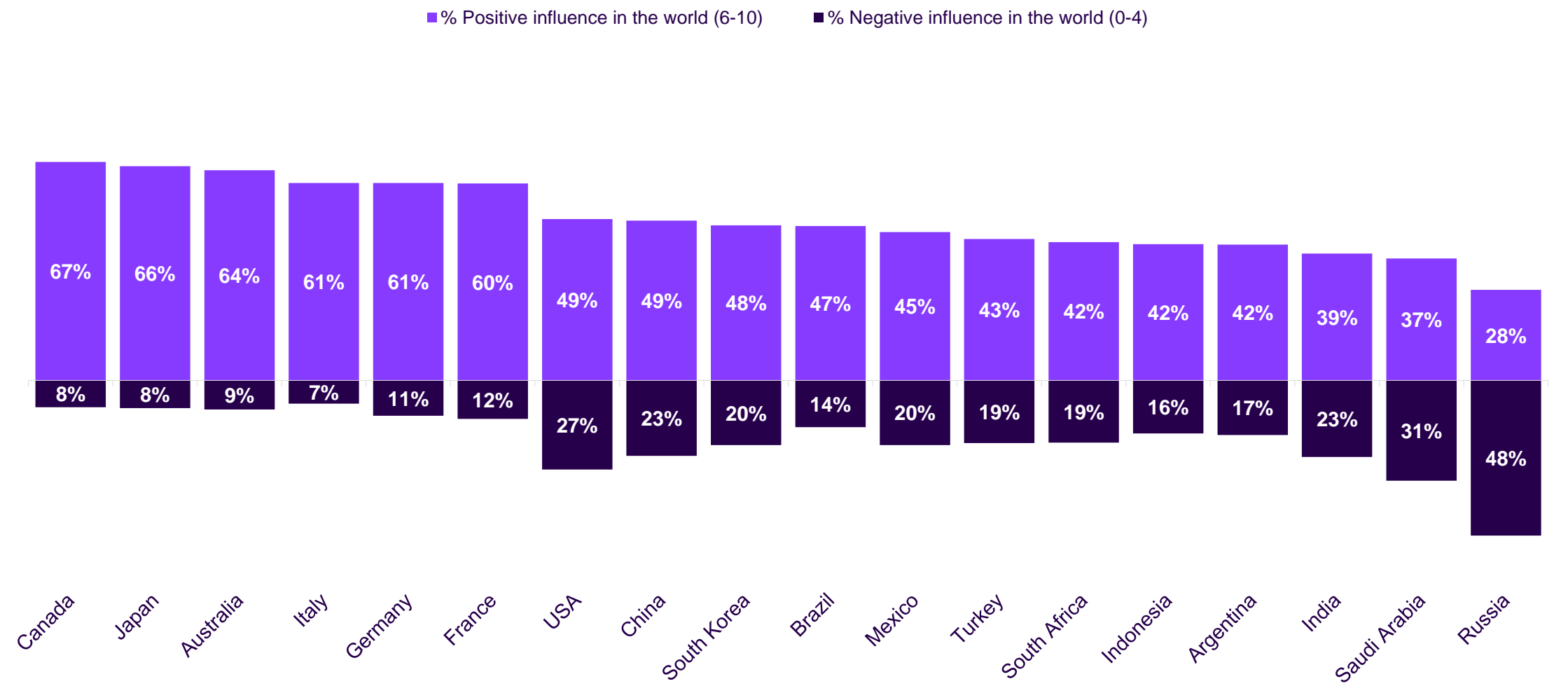
Trust in US people, government and institutions 2016-2025



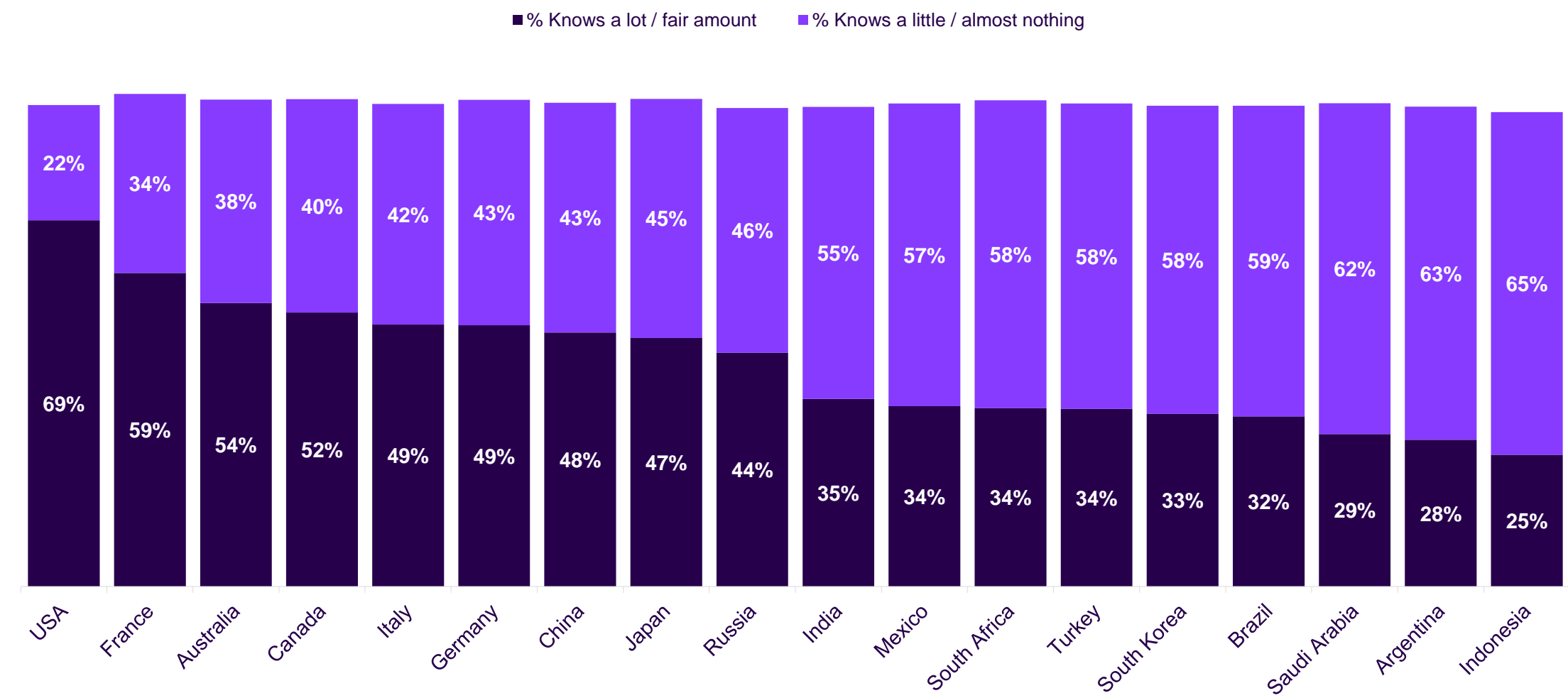
Trust in China's people, government and institutions 2016-2025



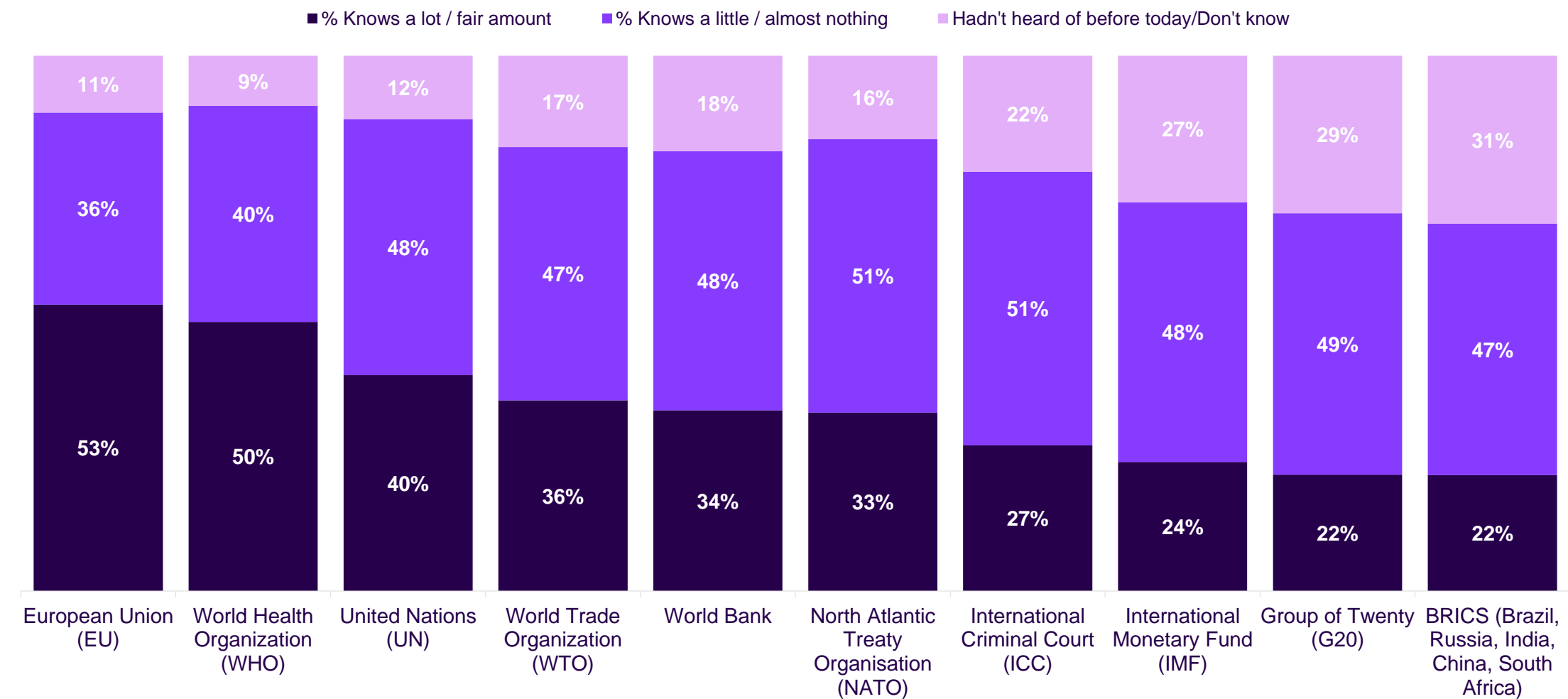
G20 countries and their perceived influence in the world overall



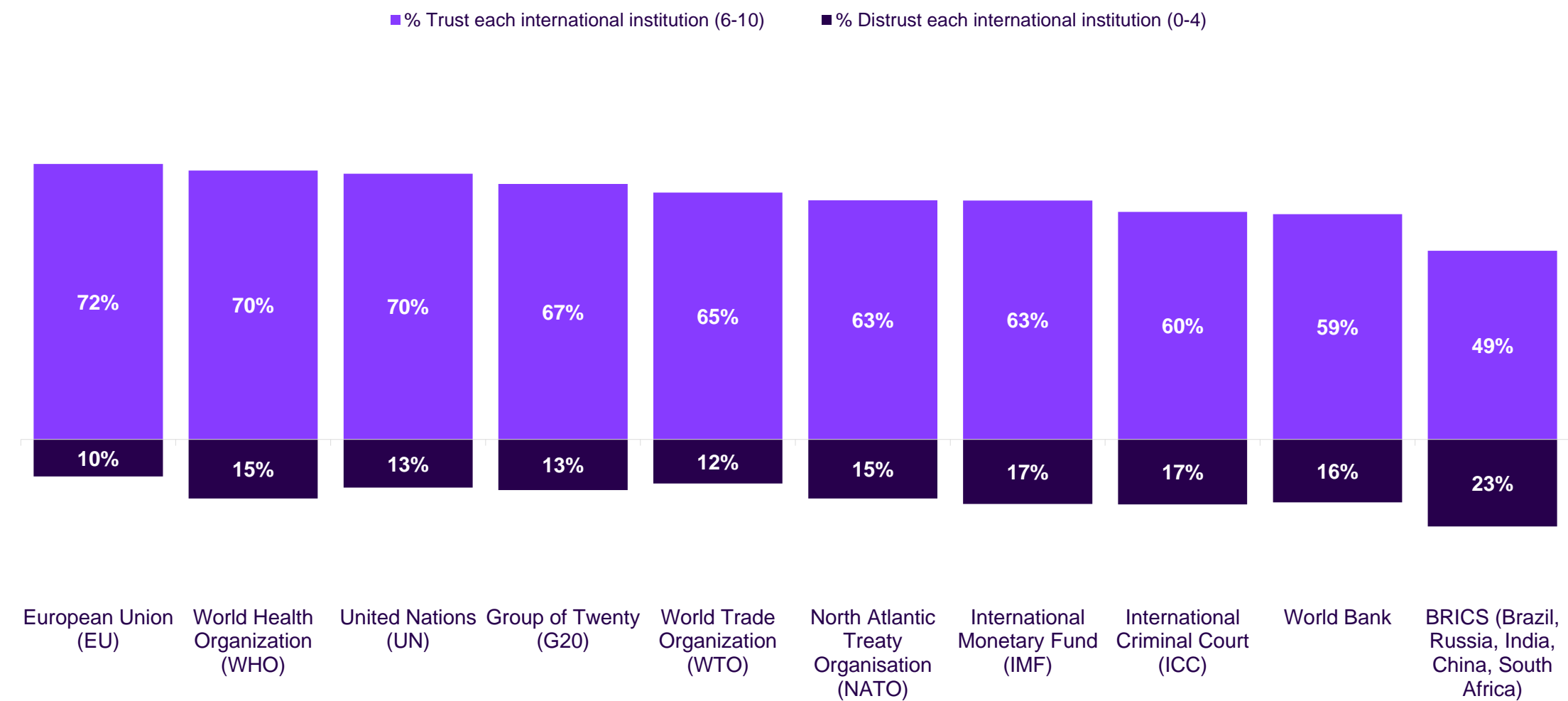
Knowledge of G20 countries



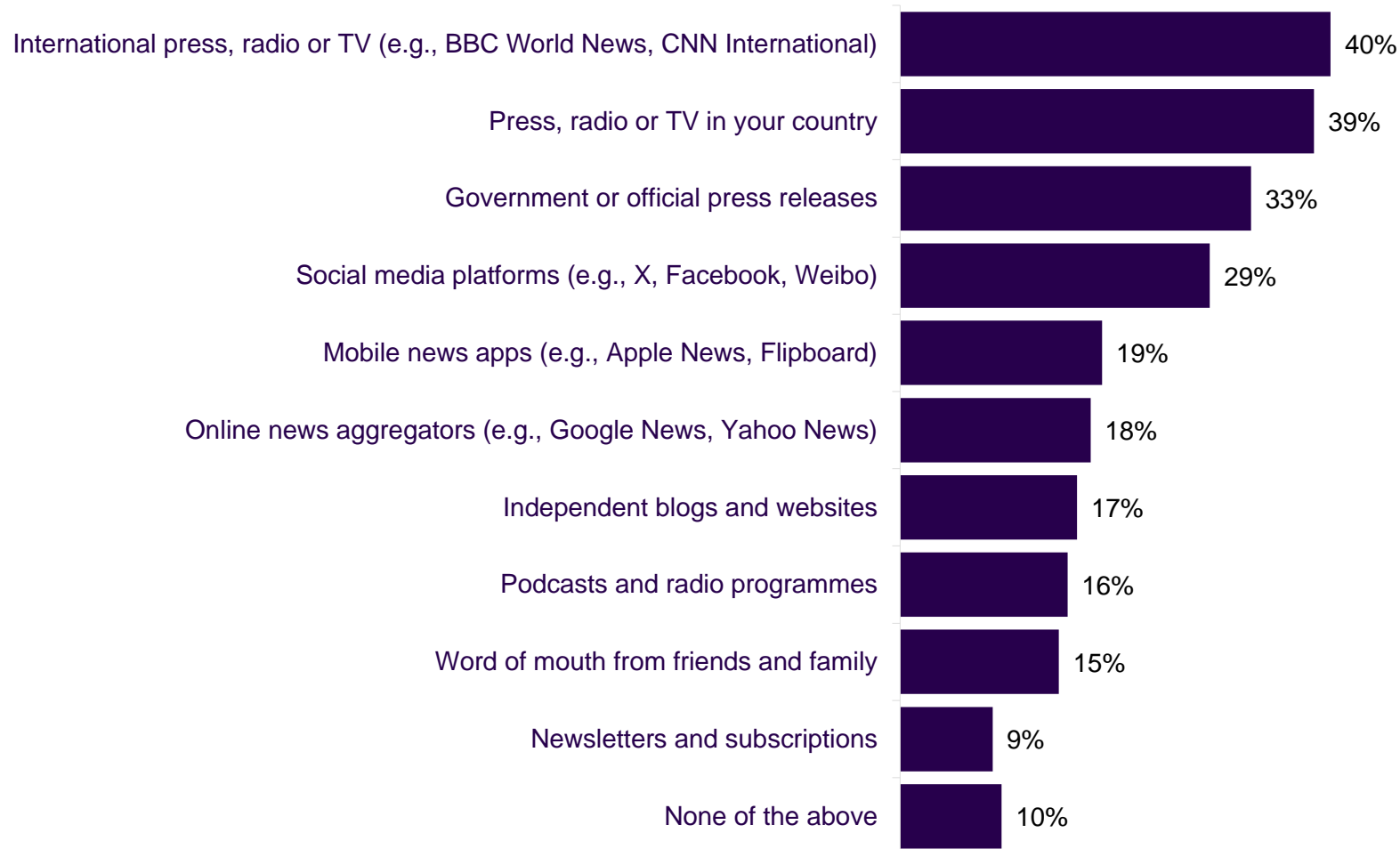
Knowledge of international institutions



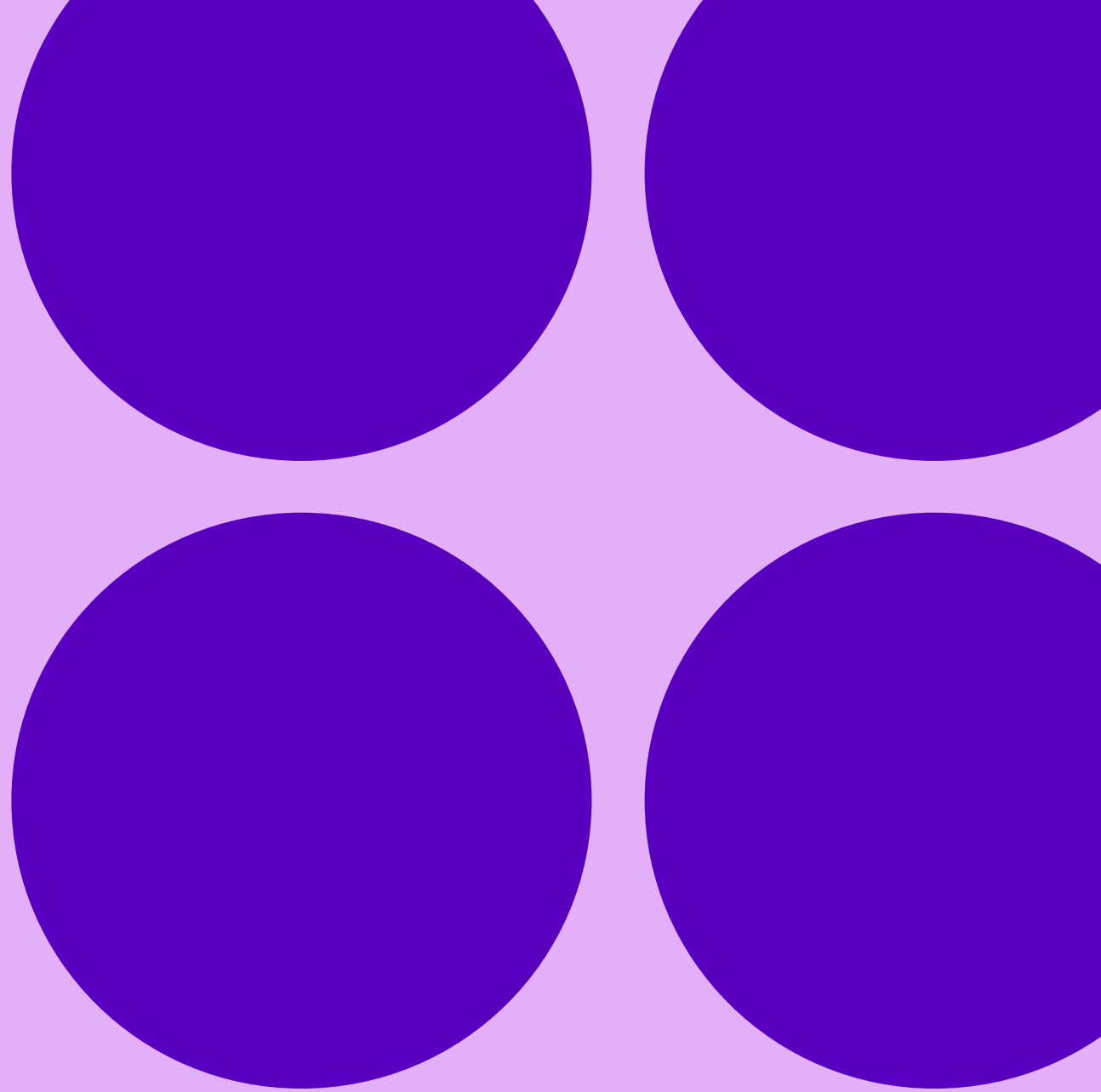
Trust in international institutions



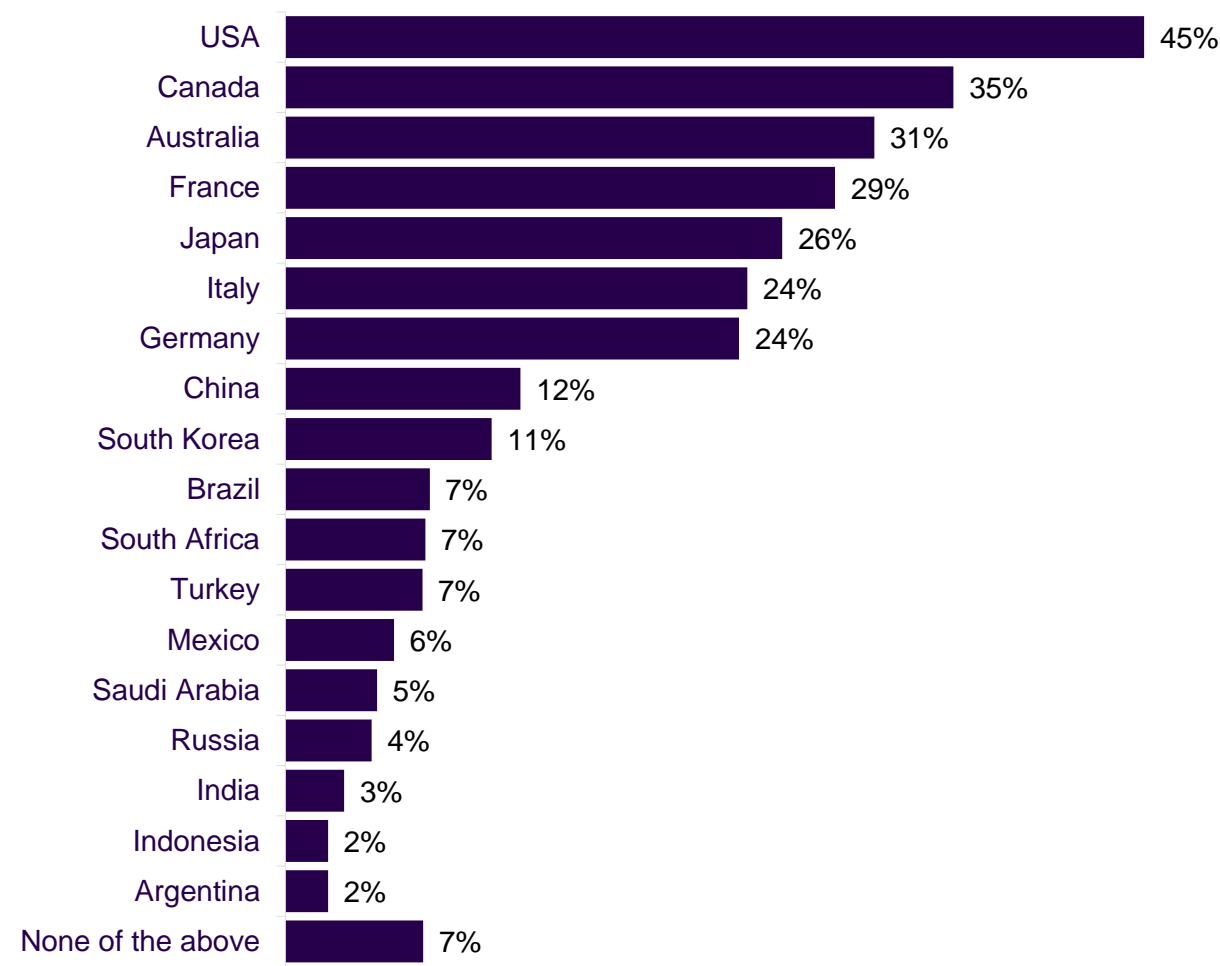
Trust in media and information sources



Dimensions of attraction



Attractiveness of countries as places to study

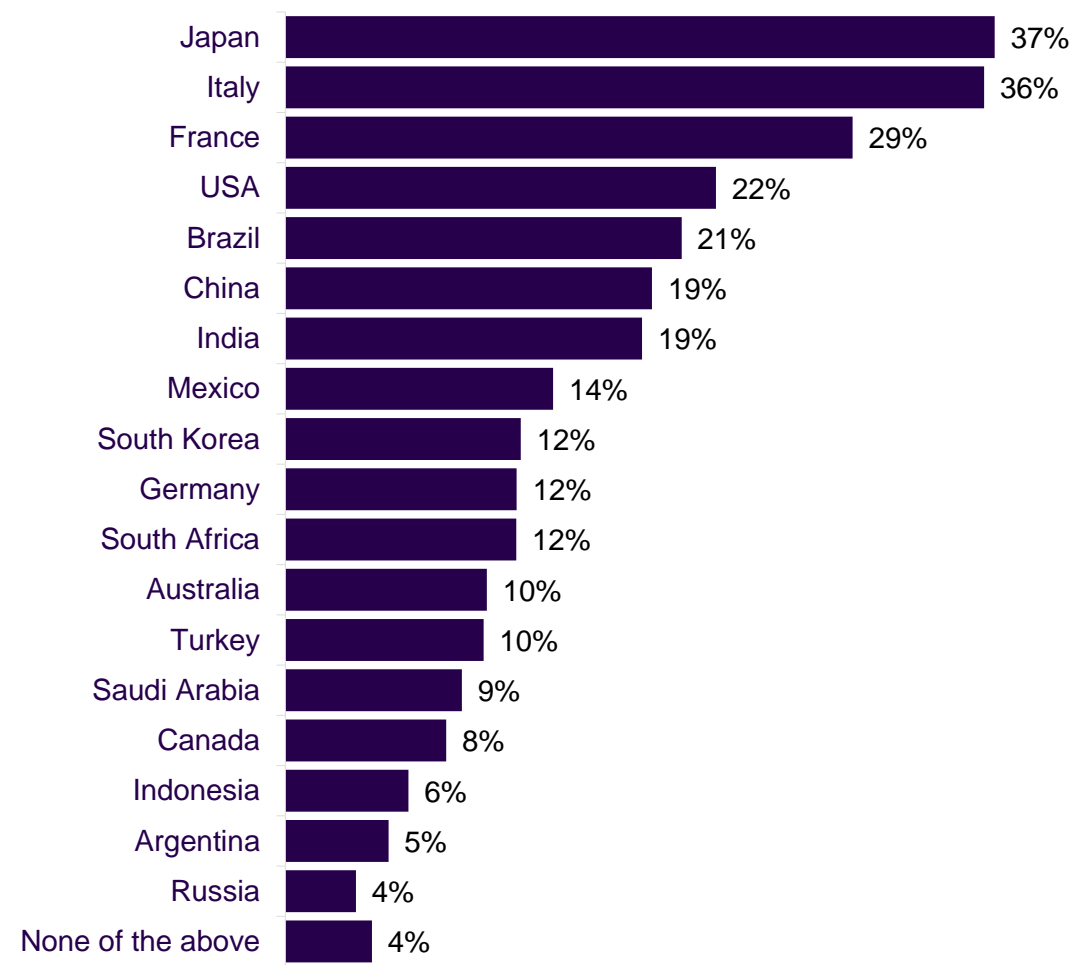


Attractiveness of countries as places to study - trends 2016-2025

G20 countries

Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
USA			51	45	45	45	=	-
Canada			27	29	28	35	+7	-
Australia			25	26	30	31	+1	-
France			26	24	28	29	+1	-
Japan			19	20	25	26	+1	-
Italy			24	30	26	24	-2	-
Germany			27	24	18	24	+6	-
China			11	10	13	12	-1	-
South Korea			5	10	10	11	+1	-
Brazil			8	7	7	7	=	-
South Africa			8	4	7	7	=	-
Turkey			3	6	4	7	+3	-
Mexico			3	4	7	6	-1	-
Saudi Arabia			3	4	5	5	=	-
Russia			4	8	6	4	-2	-
India			4	6	3	3	=	-
Indonesia			4	5	2	2	=	-
Argentina			4	3	4	2	-2	-

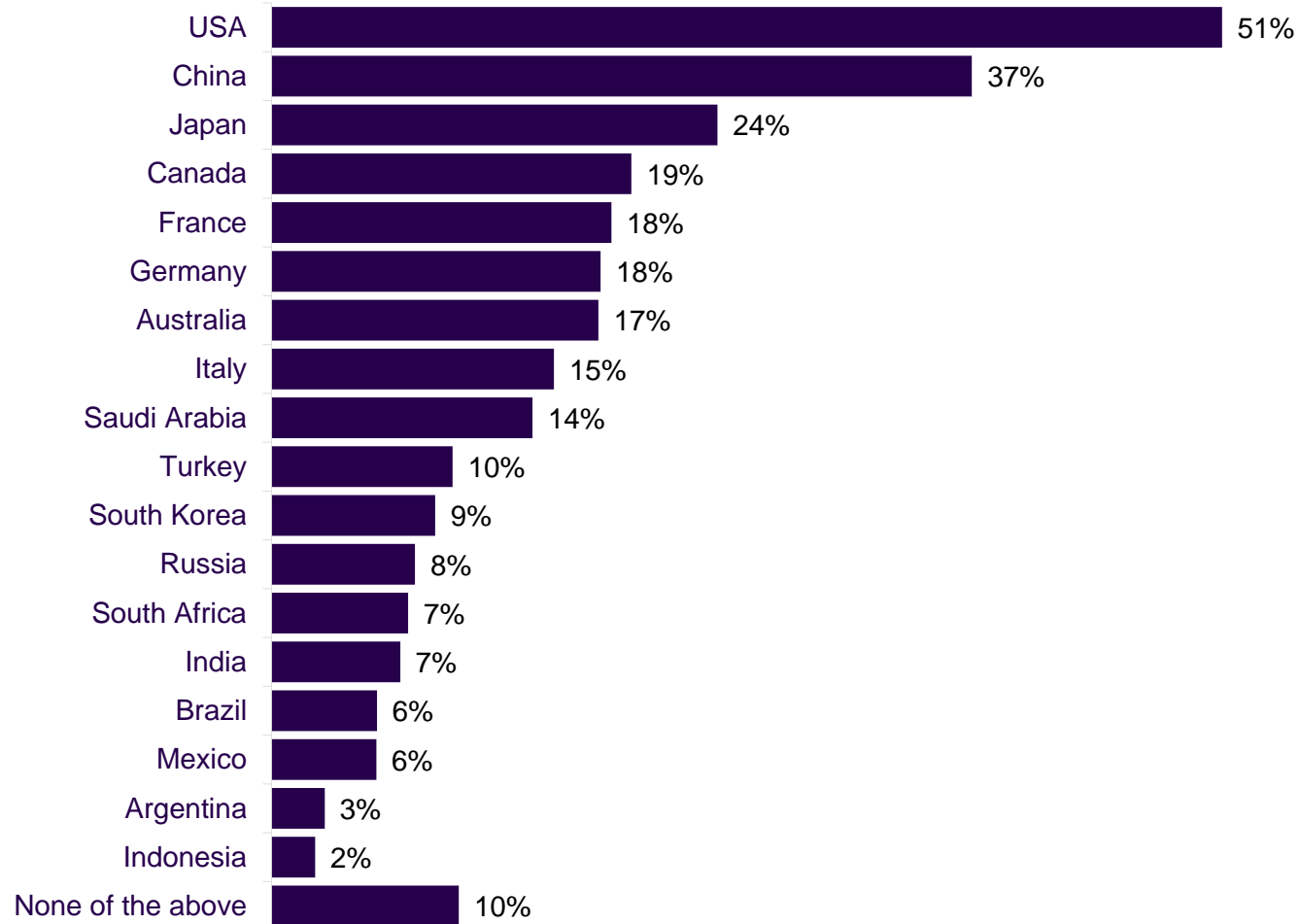
Attractiveness of countries as a source of arts and culture



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)
Japan			37	37	40	37	-3	-
Italy			42	40	41	36	-5	-
France			33	27	28	29	+1	-
USA			26	24	20	22	+2	-
Brazil			12	8	17	21	+4	-
China			18	8	18	19	+1	-
India			14	15	11	19	+8	-
Mexico			13	23	13	14	+1	-
South Korea			7	14	14	12	-2	-
Germany			14	13	19	12	-7	-
South Africa			10	8	7	12	+5	-
Australia			10	13	11	10	-1	-
Turkey			5	5	7	10	+3	-
Saudi Arabia			1	8	5	9	+4	-
Canada			9	14	8	8	=	-
Indonesia			6	6	9	6	-3	-
Argentina			7	8	6	5	-1	-
Russia			12	9	6	4	-2	-

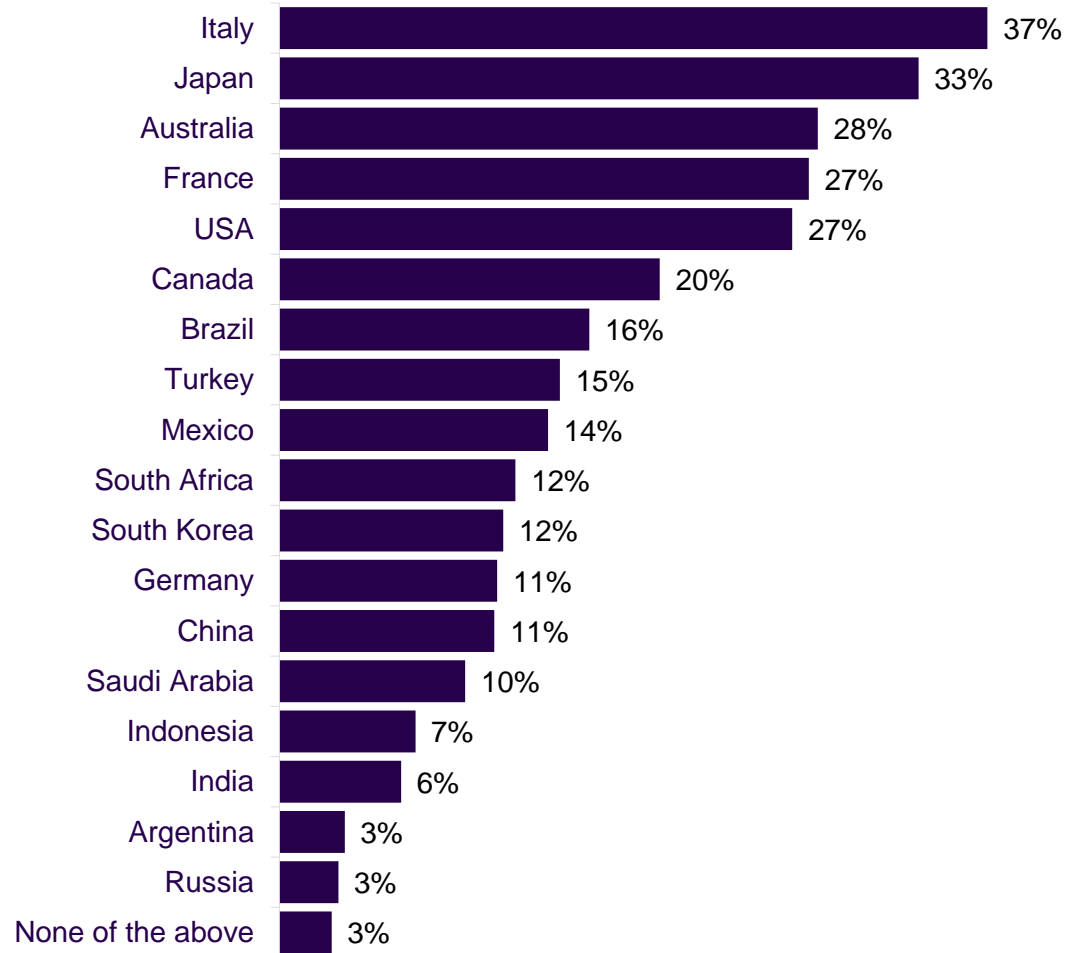
Attractiveness of countries as a place to do business/trade with



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			52	54	58	51	-7	-
China			28	18	26	37	+11	-
Japan			22	27	27	24	-3	-
Canada			18	25	19	19	=	-
France			18	20	18	18	=	-
Germany			23	24	13	18	+5	-
Australia			21	21	21	17	-4	-
Italy			13	22	16	15	-1	-
Saudi Arabia			8	10	10	14	+4	-
Turkey			5	3	6	10	+4	-
South Korea			6	6	10	9	-1	-
Russia			7	4	6	8	+2	-
South Africa			6	6	5	7	+2	-
India			4	7	9	7	-2	-
Brazil			5	5	7	6	-1	-
Mexico			7	5	7	6	-1	-
Argentina			2	2	1	3	+2	-
Indonesia			2	2	4	2	-2	-

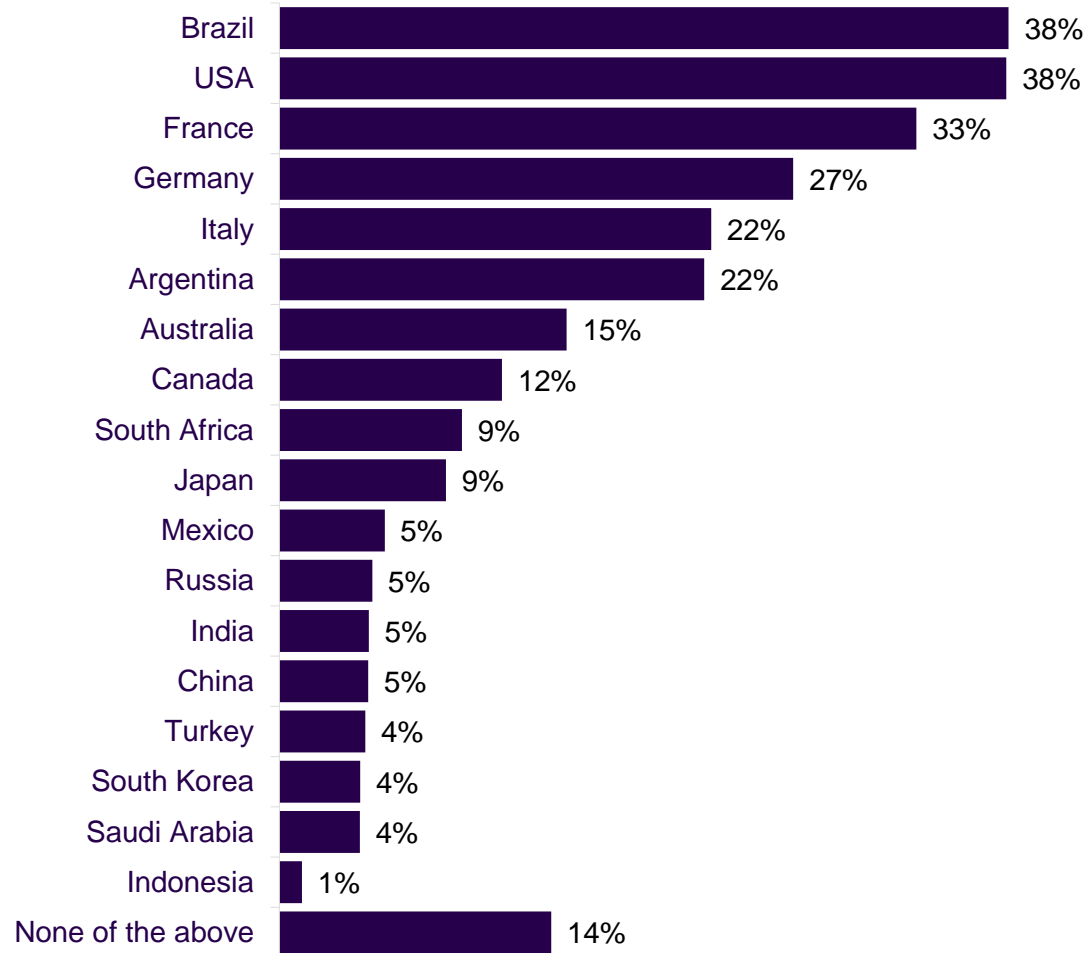
Attractiveness of countries as a place to visit as a tourist



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

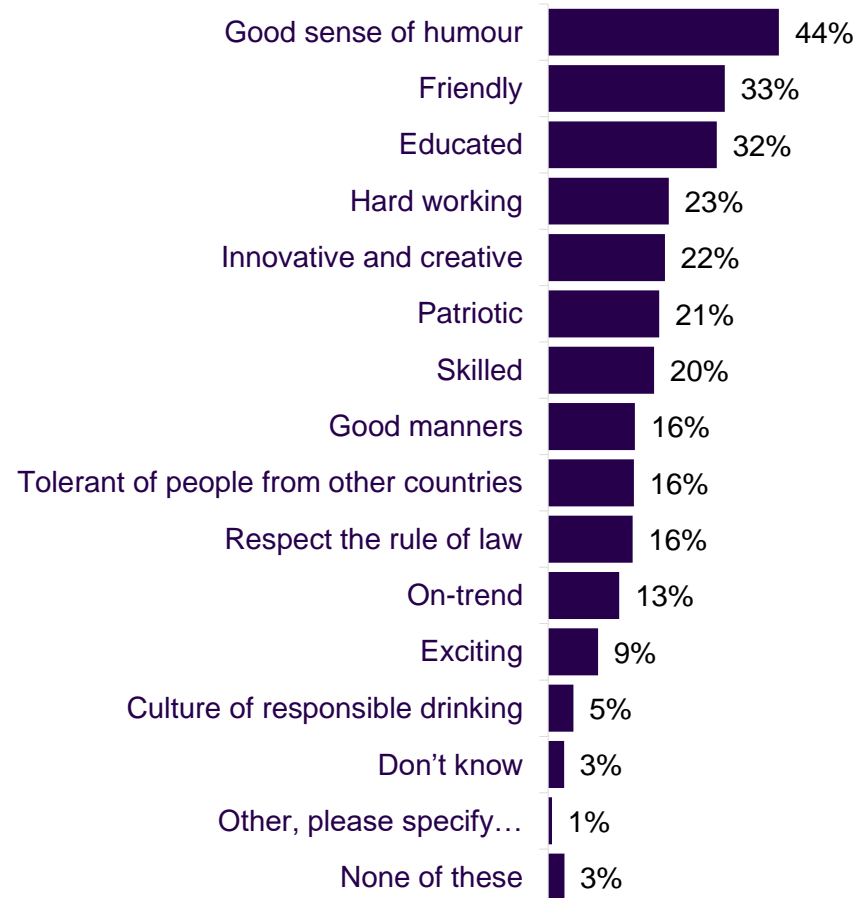
Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
Italy			36	36	34	37	+3	-
Japan			31	38	35	33	-2	-
Australia			29	19	26	28	+2	-
France			20	17	16	27	+11	-
USA			42	37	34	27	-7	-
Canada			25	28	26	20	-6	-
Brazil			11	11	13	16	+3	-
Turkey			6	9	16	15	-1	-
Mexico			14	16	14	14	=	-
South Africa			9	7	9	12	+3	-
South Korea			6	10	11	12	+1	-
Germany			11	16	12	11	-1	-
China			9	8	10	11	+1	-
Saudi Arabia			3	4	6	10	+4	-
Indonesia			9	8	9	7	-2	-
India			10	8	7	6	-1	-
Argentina			5	5	4	3	-1	-
Russia			8	5	2	3	+1	-

Attractiveness of countries for their sports teams, clubs and events

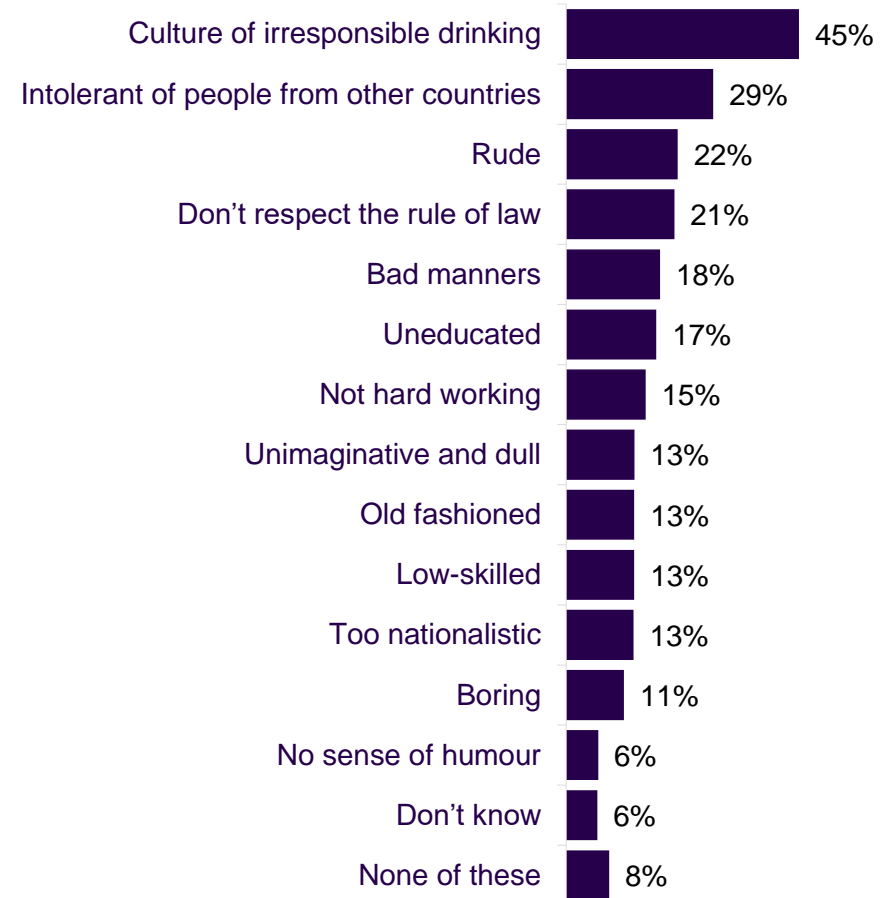


The best and worst characteristics of people in the UK

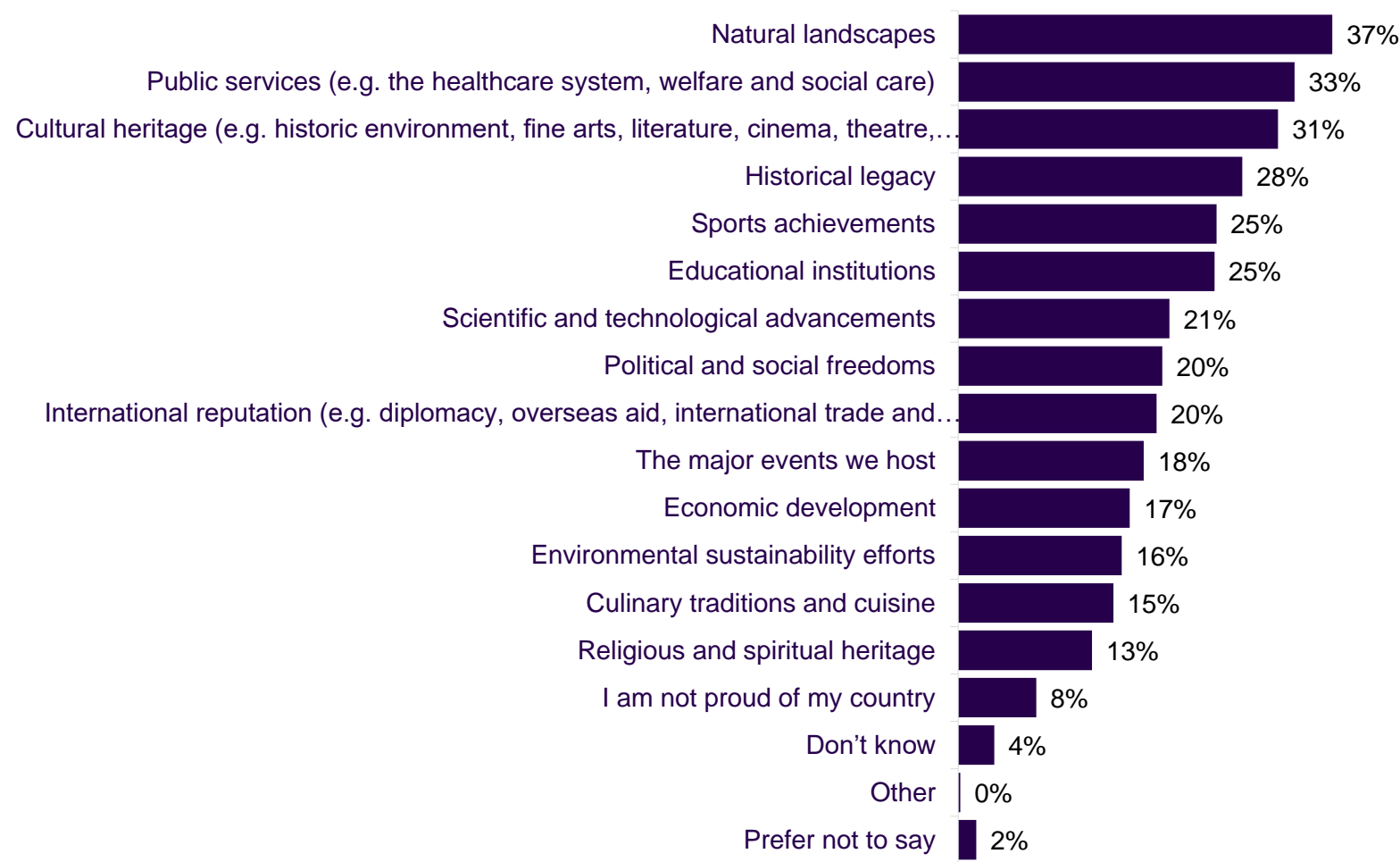
Best characteristics



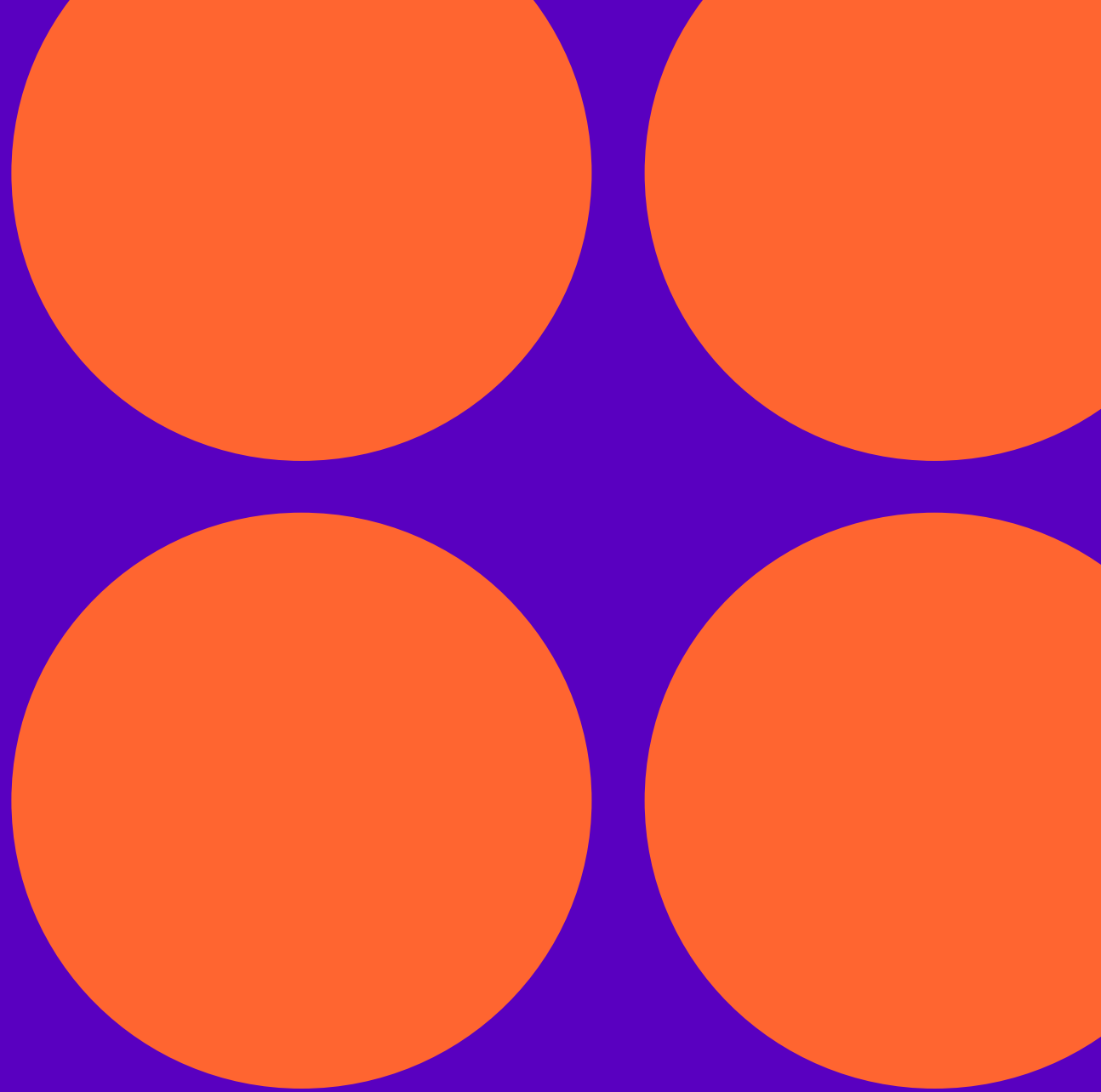
Worst characteristics



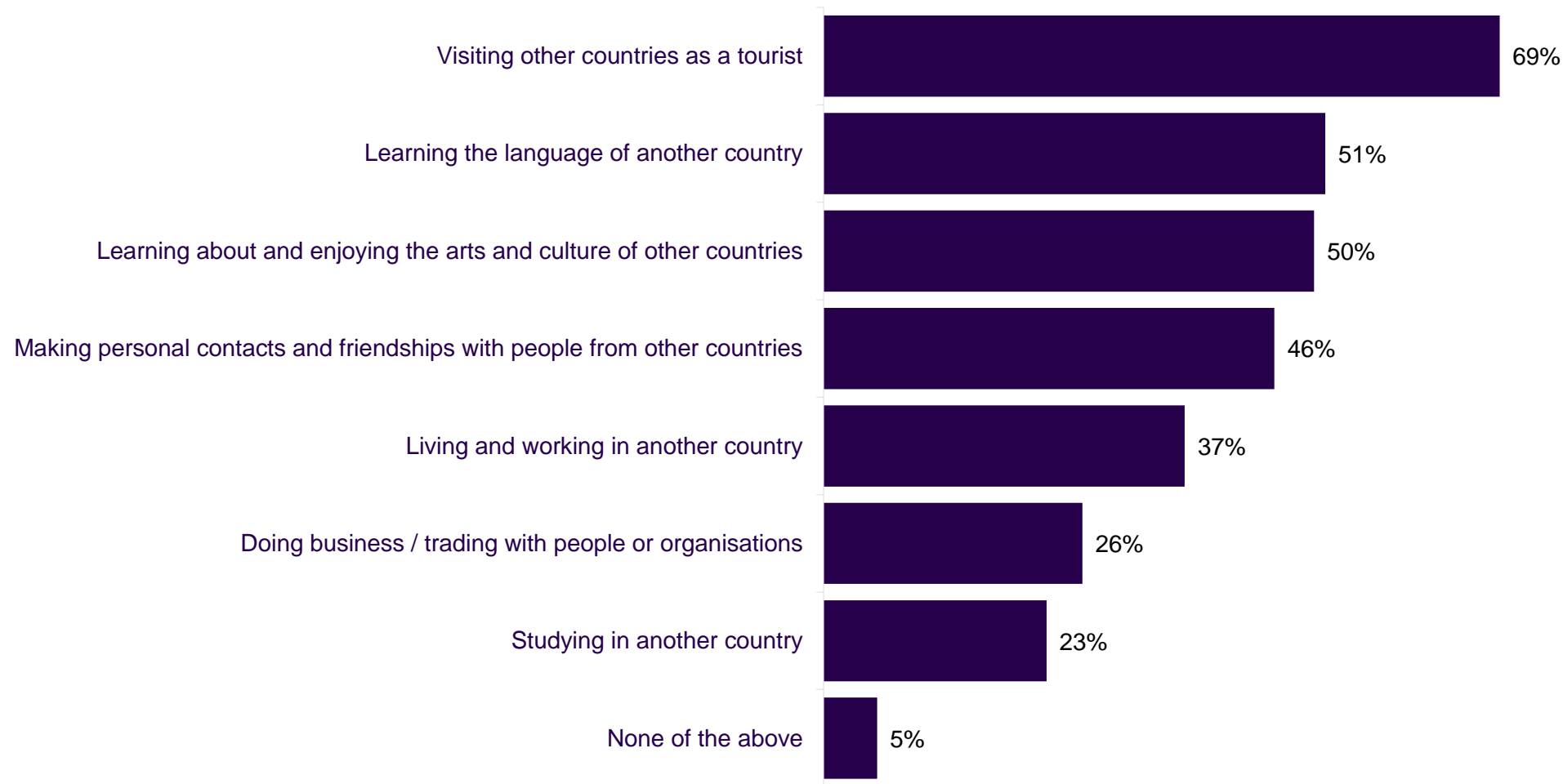
Features of their country that makes participants proud



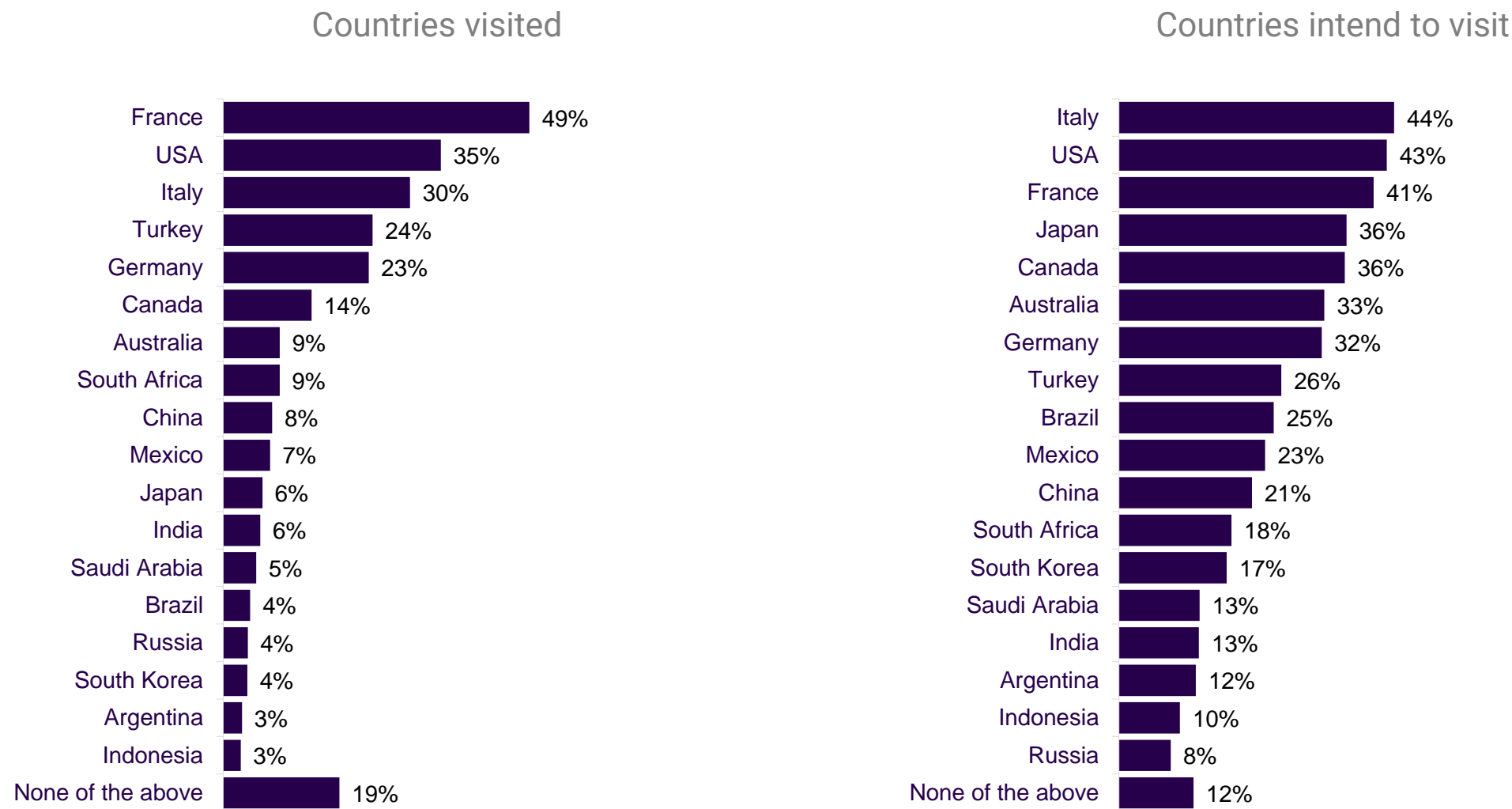
Past and
future
interaction
with the UK



Level of interest in engaging with other countries

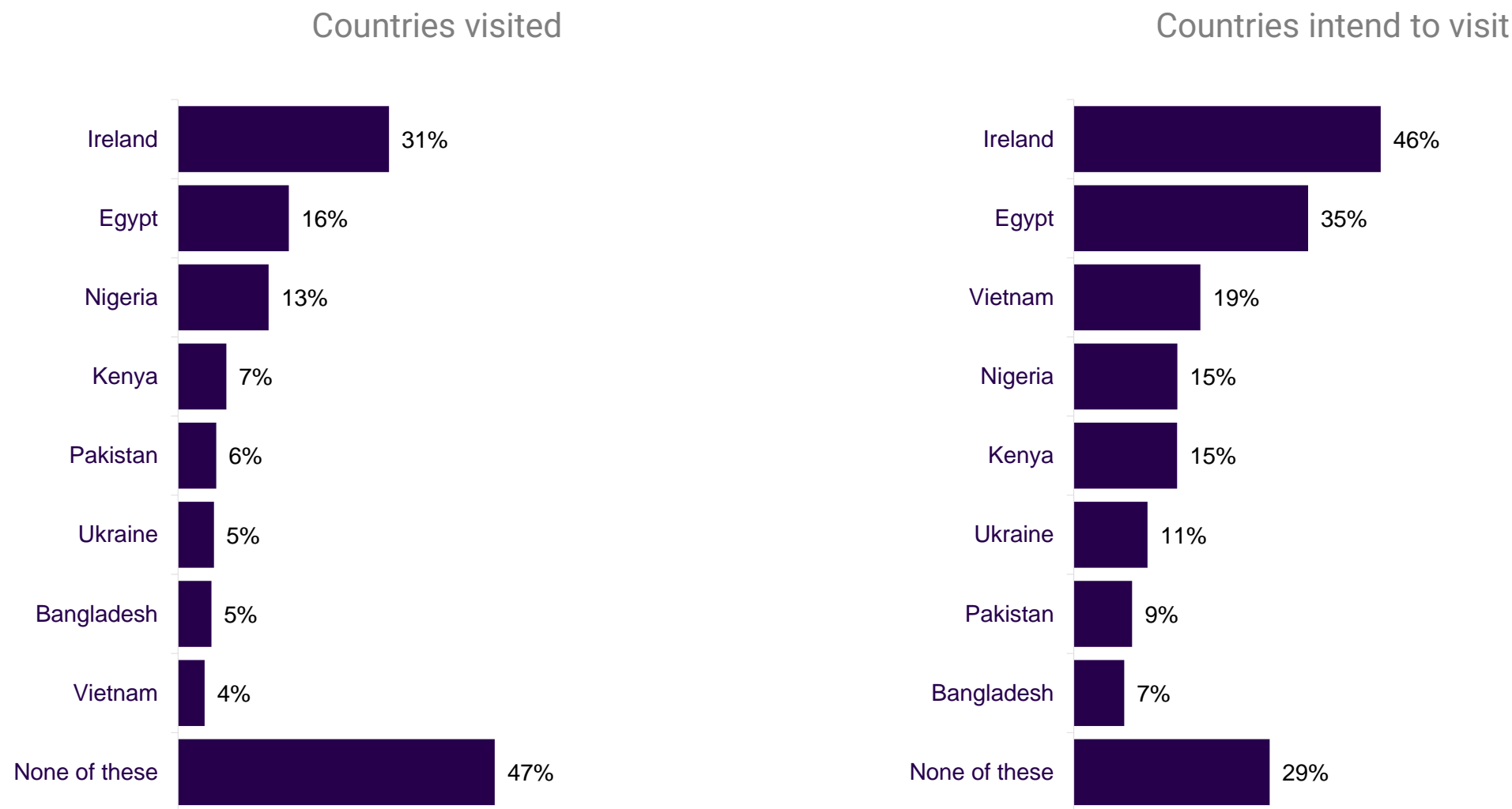


G20 countries which participants have visited, or intend to



Q15a1. Please select any of the following countries that you have visited? | Q15b1. And now thinking about your future plans... please select any of the following countries that you intend to visit / visit again? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

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



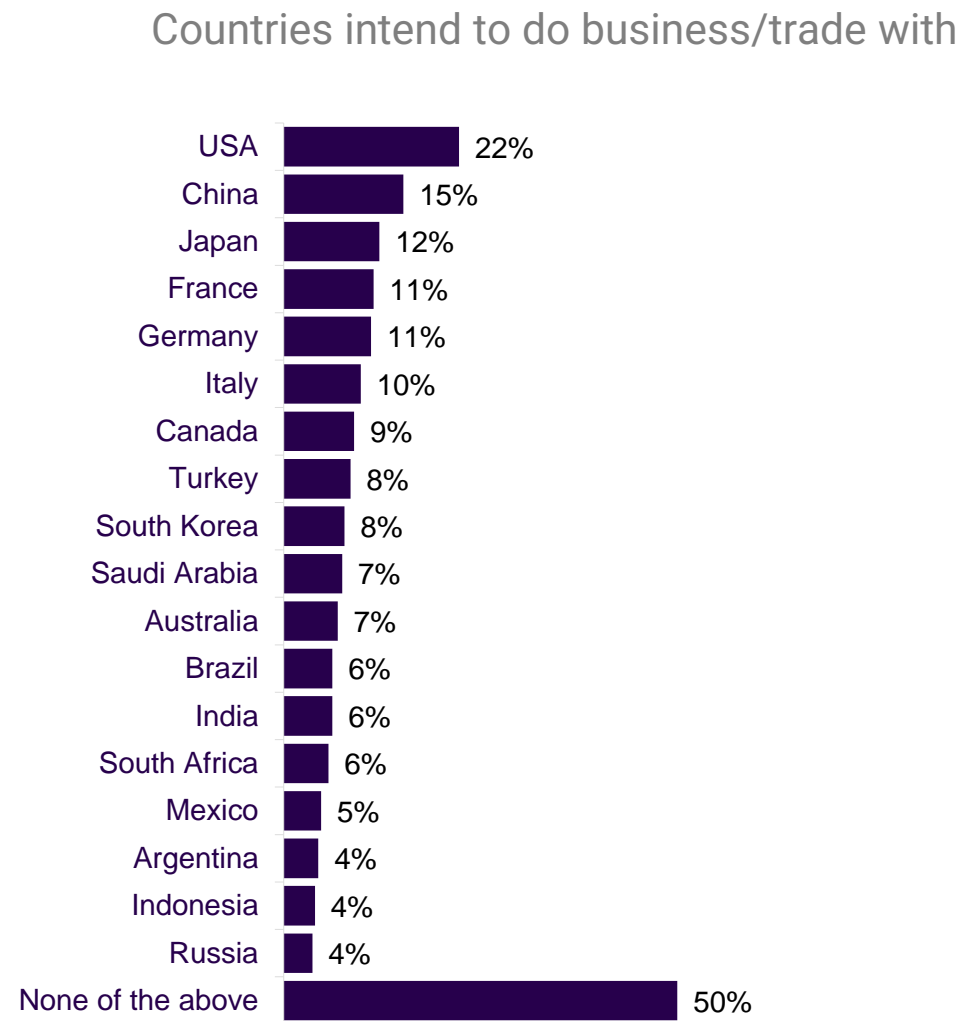
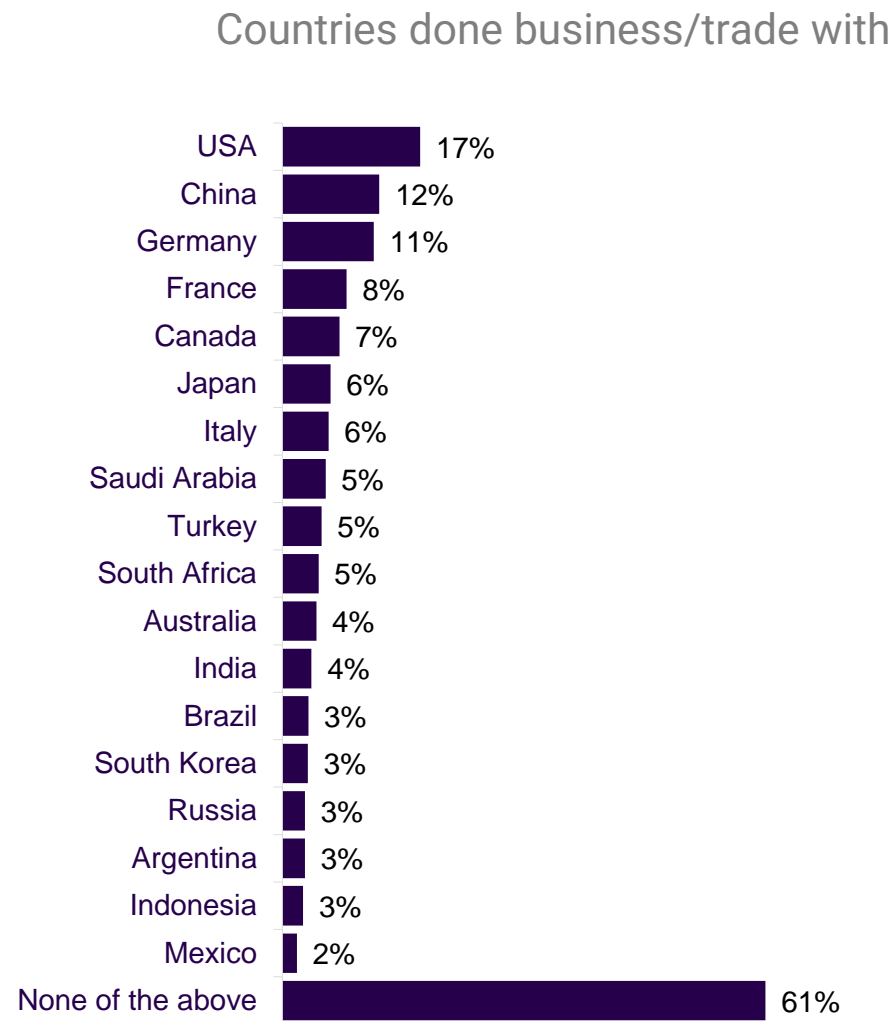
Countries which participants have visited - trends 2016-2025 G20 countries

Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
France			49	53	49	49	=	-
USA			32	36	37	35	-2	-
Italy			31	36	25	30	+5	-
Turkey			16	13	17	24	+7	-
Germany			22	30	22	23	+1	-
Canada			8	9	12	14	+2	-
Australia			8	12	7	9	+2	-
South Africa			5	7	5	9	+4	-
China			5	6	4	8	+4	-
Mexico			5	4	9	7	-2	-
Japan			5	4	4	6	+2	-
India			6	3	3	6	+3	-
Saudi Arabia			3	4	3	5	+2	-
Brazil			2	4	4	4	=	-
Russia			2	3	3	4	+1	-
South Korea			1	5	2	4	+2	-
Argentina			2	2	3	3	=	-
Indonesia			2	3	5	3	-2	-

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

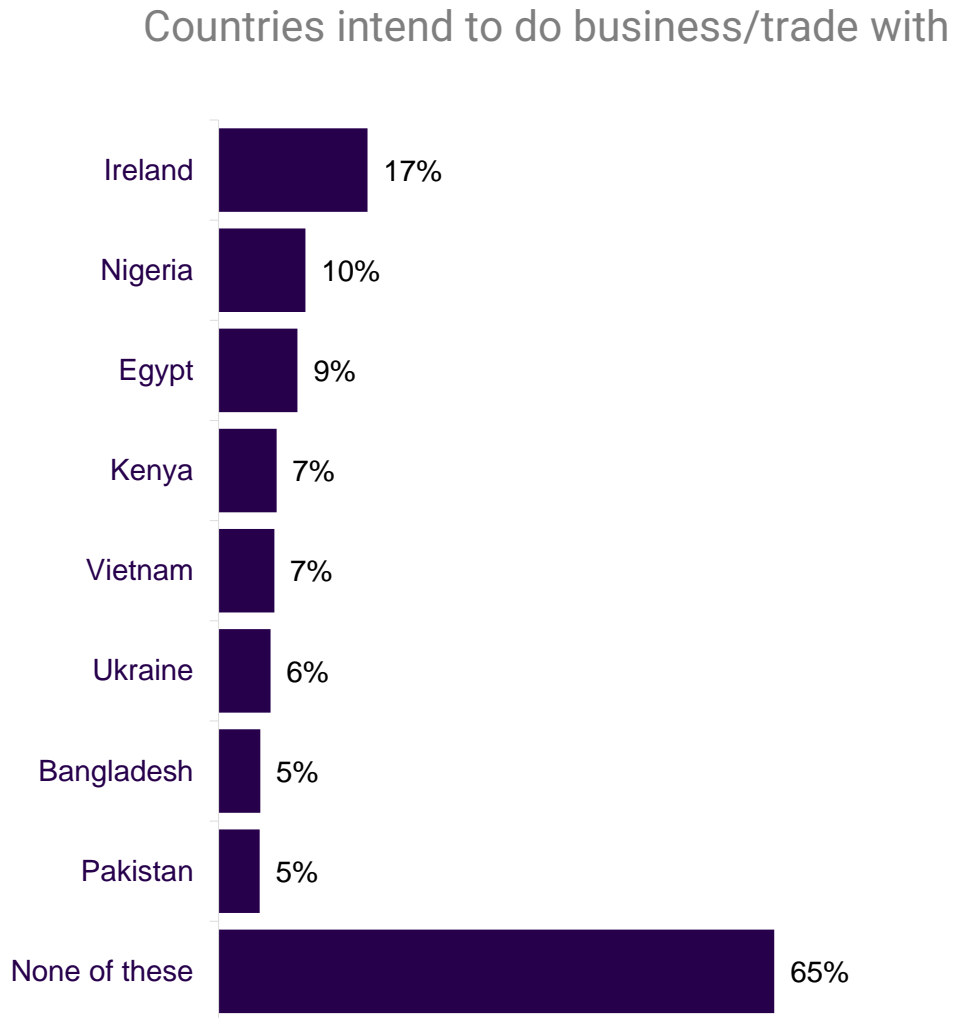
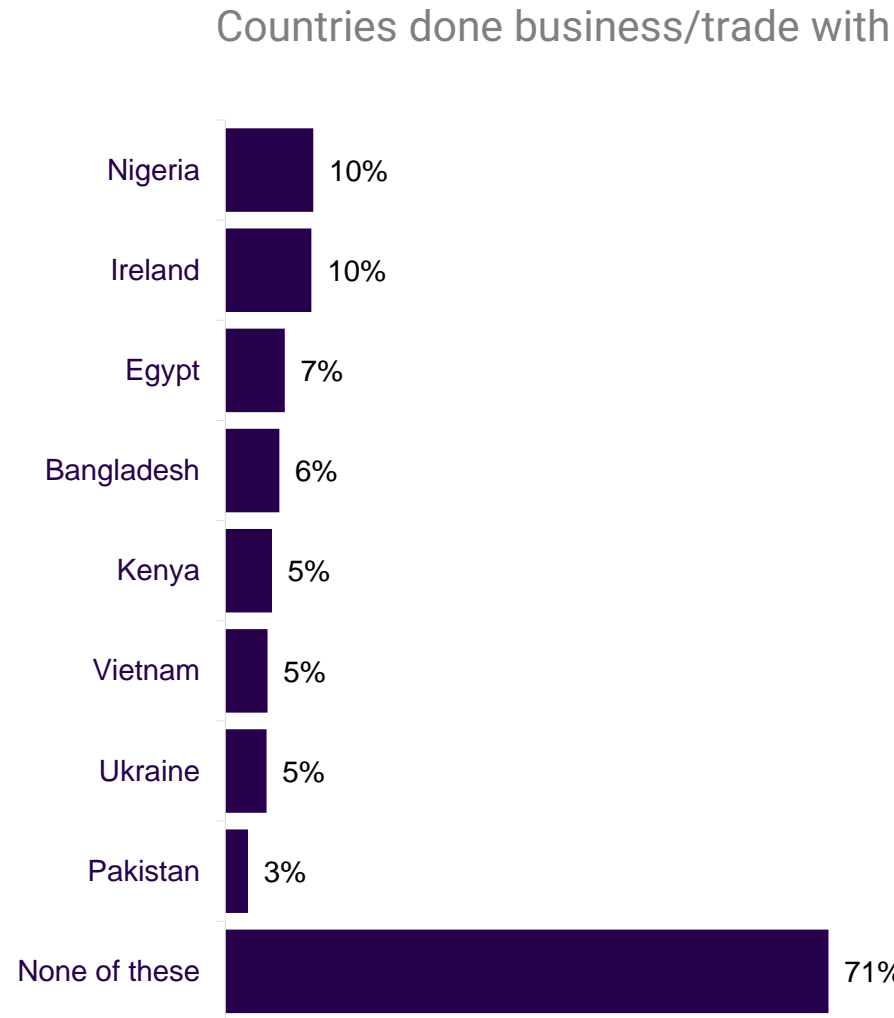
Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
Italy			38	47	34	44	+10	-
USA			39	43	41	43	+2	-
France			35	40	35	41	+6	-
Japan			23	26	19	36	+17	-
Canada			24	26	24	36	+12	-
Australia			22	24	18	33	+15	-
Germany			27	28	21	32	+11	-
Turkey			12	16	19	26	+7	-
Brazil			12	14	11	25	+14	-
Mexico			15	20	12	23	+11	-
China			13	13	10	21	+11	-
South Africa			13	13	10	18	+8	-
South Korea			5	14	9	17	+8	-
Saudi Arabia			4	7	5	13	+8	-
India			10	13	8	13	+5	-
Argentina			5	7	8	12	+4	-
Indonesia			8	9	6	10	+4	-
Russia			8	7	4	8	+4	-

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



Q15a2. Please select any of the following countries that you have done business / trade with? | Q15b2. And now thinking about your future plans... please select any of the following countries that you intend to do business or trade with / do business or trade with again? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

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



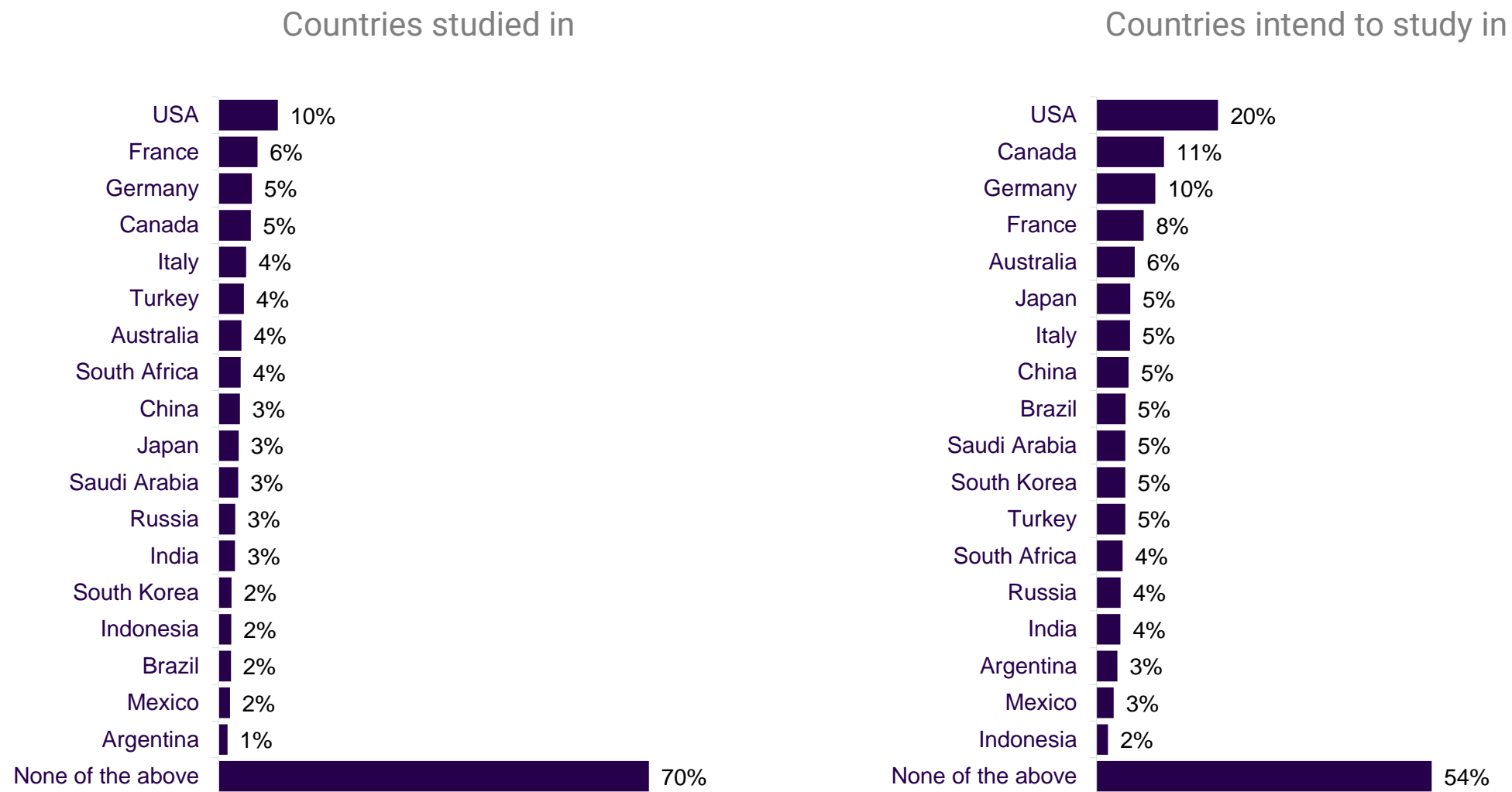
Countries which participants have done business/trade with - trends 2016-2025 G20 countries

Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
USA			17	10	9	17	+8	-
China			5	4	3	12	+9	-
Germany			6	6	4	11	+7	-
France			5	3	6	8	+2	-
Canada			3	5	4	7	+3	-
Japan			2	5	4	6	+2	-
Italy			4	6	4	6	+2	-
Saudi Arabia			3	5	2	5	+3	-
Turkey			4	2	5	5	=	-
South Africa			1	3	2	5	+3	-
Australia			4	4	4	4	=	-
India			3	4	2	4	+2	-
Brazil			3	1	1	3	+2	-
South Korea			2	3	2	3	+1	-
Russia			4	2	2	3	+1	-
Argentina			1	1	2	3	+1	-
Indonesia			1	2	3	3	=	-
Mexico			2	3	3	2	-1	-

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

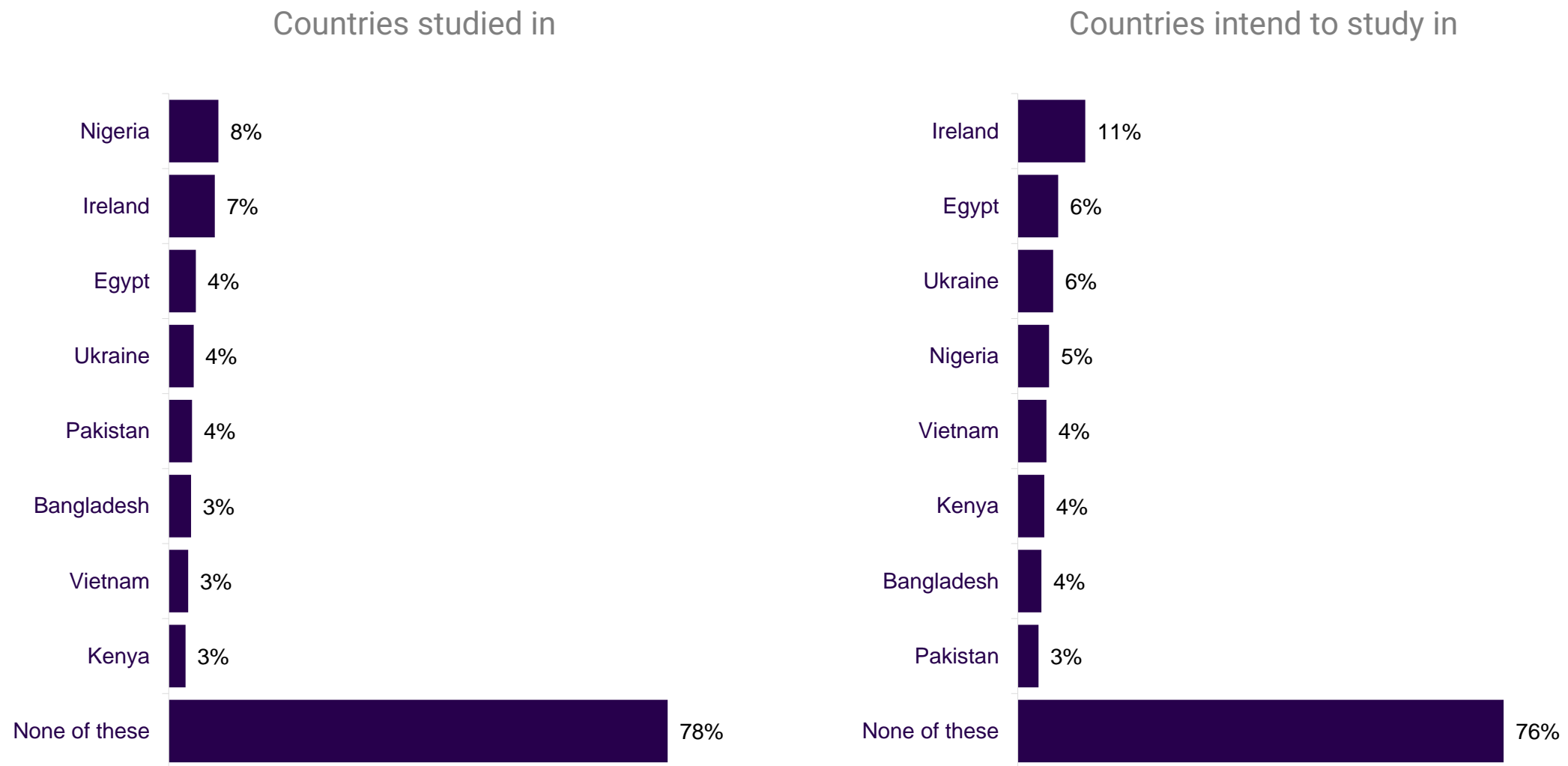
Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
USA			14	13	9	22	+13	-
China			6	4	3	15	+12	-
Japan			4	7	3	12	+9	-
France			7	4	3	11	+8	-
Germany			7	7	5	11	+6	-
Italy			6	5	4	10	+6	-
Canada			3	5	2	9	+7	-
Turkey			2	4	3	8	+5	-
South Korea			3	2	4	8	+4	-
Saudi Arabia			4	4	2	7	+5	-
Australia			5	3	3	7	+4	-
Brazil			3	3	3	6	+3	-
India			2	3	1	6	+5	-
South Africa			2	3	2	6	+4	-
Mexico			4	4	2	5	+3	-
Argentina			3	2	1	4	+3	-
Indonesia			2	2	4	4	=	-
Russia			2	3	2	4	+2	-

G20 countries participants have studied in, or intend to



Q15a3. Please select any of the following countries that you have studied in (at school, college or University)? | Q15b3. And now thinking about your future plans... please select any of the following countries that you intend to study in / study in again e.g. at school, college or University? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

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			6	11	6	10	+4	-
France			4	7	4	6	+2	-
Germany			3	2	3	5	+2	-
Canada			1	6	1	5	+4	-
Italy			2	3	3	4	+1	-
Turkey			2	4	2	4	+2	-
Australia			0	2	2	4	+2	-
South Africa			1	1	2	4	+2	-
China			3	2	0	3	+3	-
Japan			1	1	0	3	+3	-
Saudi Arabia			2	1	1	3	+2	-
Russia			1	1	2	3	+1	-
India			2	2	3	3	=	-
South Korea			1	1	0	2	+2	-
Indonesia			3	0	3	2	-1	-
Brazil			2	1	2	2	=	-
Mexico			1	4	1	2	+1	-
Argentina			2	1	1	1	=	-

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

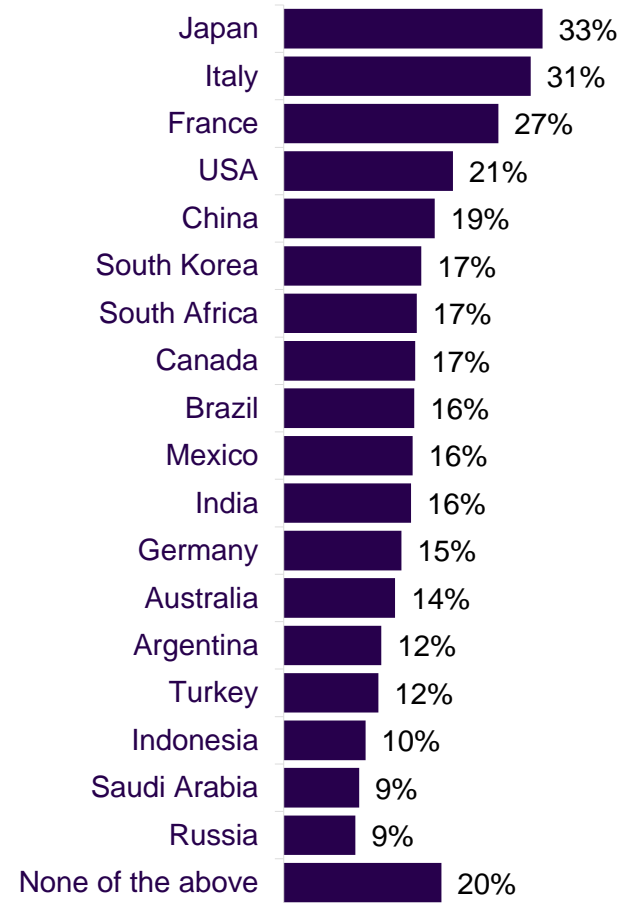
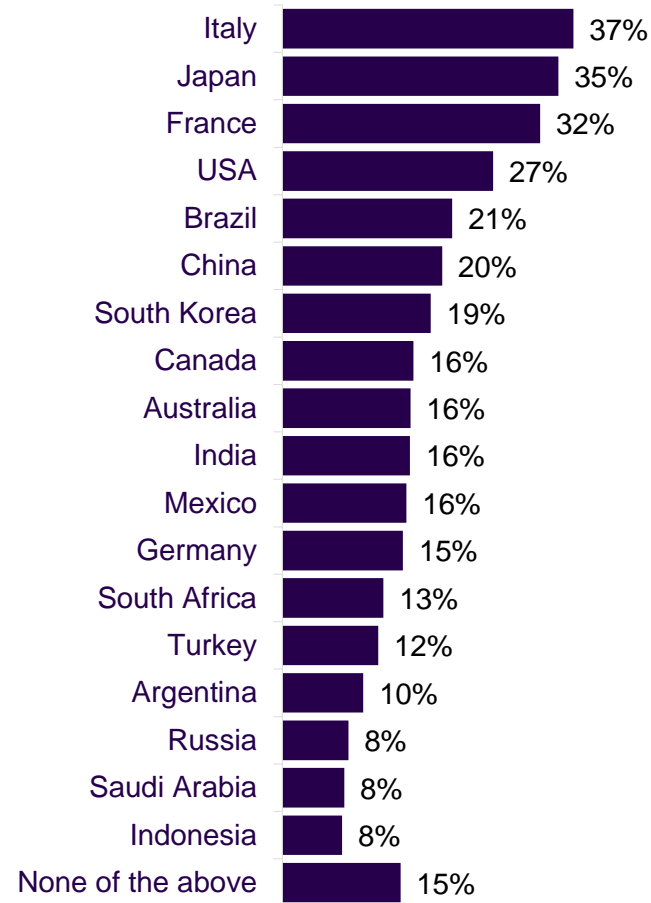
G20 countries

Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
USA			13	10	8	20	+12	-
Canada			2	7	2	11	+9	-
Germany			3	4	6	10	+4	-
France			3	4	4	8	+4	-
Australia			3	6	2	6	+4	-
Japan			4	4	2	5	+3	-
Italy			2	2	1	5	+4	-
China			4	5	1	5	+4	-
Brazil			3	1	2	5	+3	-
Saudi Arabia			0	3	2	5	+3	-
South Korea			1	3	2	5	+3	-
Turkey			1	2	4	5	+1	-
South Africa			2	4	1	4	+3	-
Russia			2	2	2	4	+2	-
India			2	3	2	4	+2	-
Argentina			1	0	1	3	+2	-
Mexico			2	2	2	3	+1	-
Indonesia			2	2	2	2	=	-

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

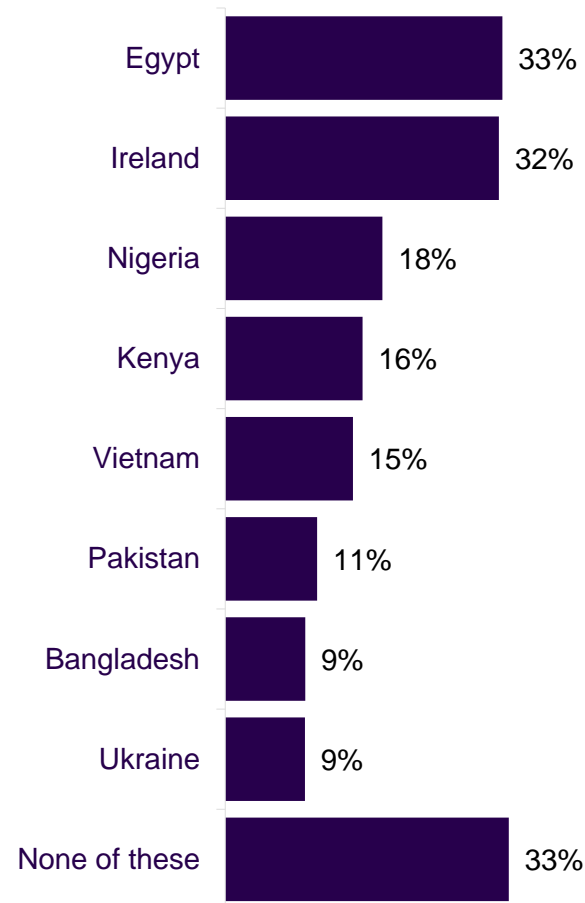
Countries whose arts and culture was enjoyed

Country art and culture respondent intends to experience

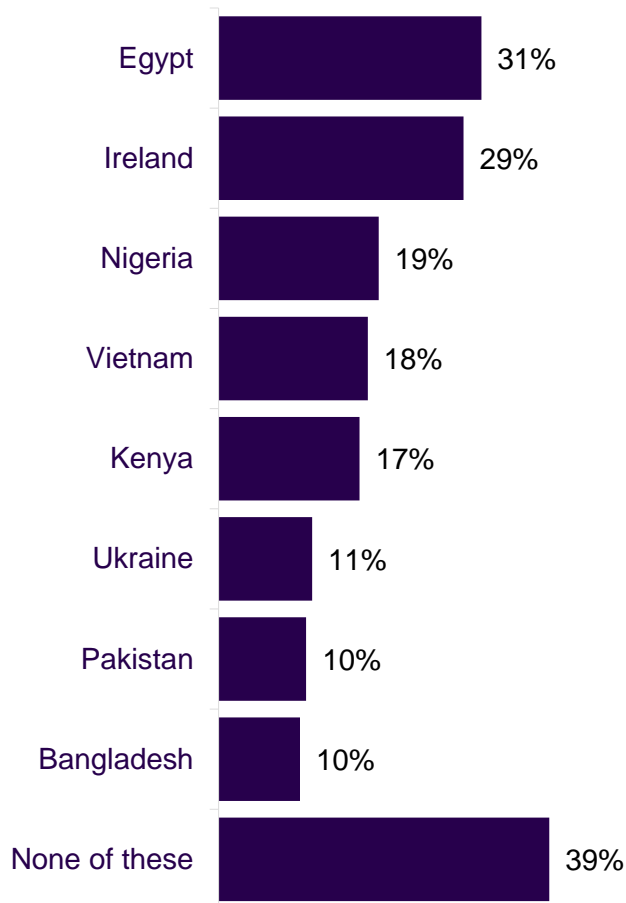


Non-G20 countries which participants have experienced the arts and culture of, or intend to

Countries whose arts and culture was enjoyed



Country art and culture respondent intends to experience



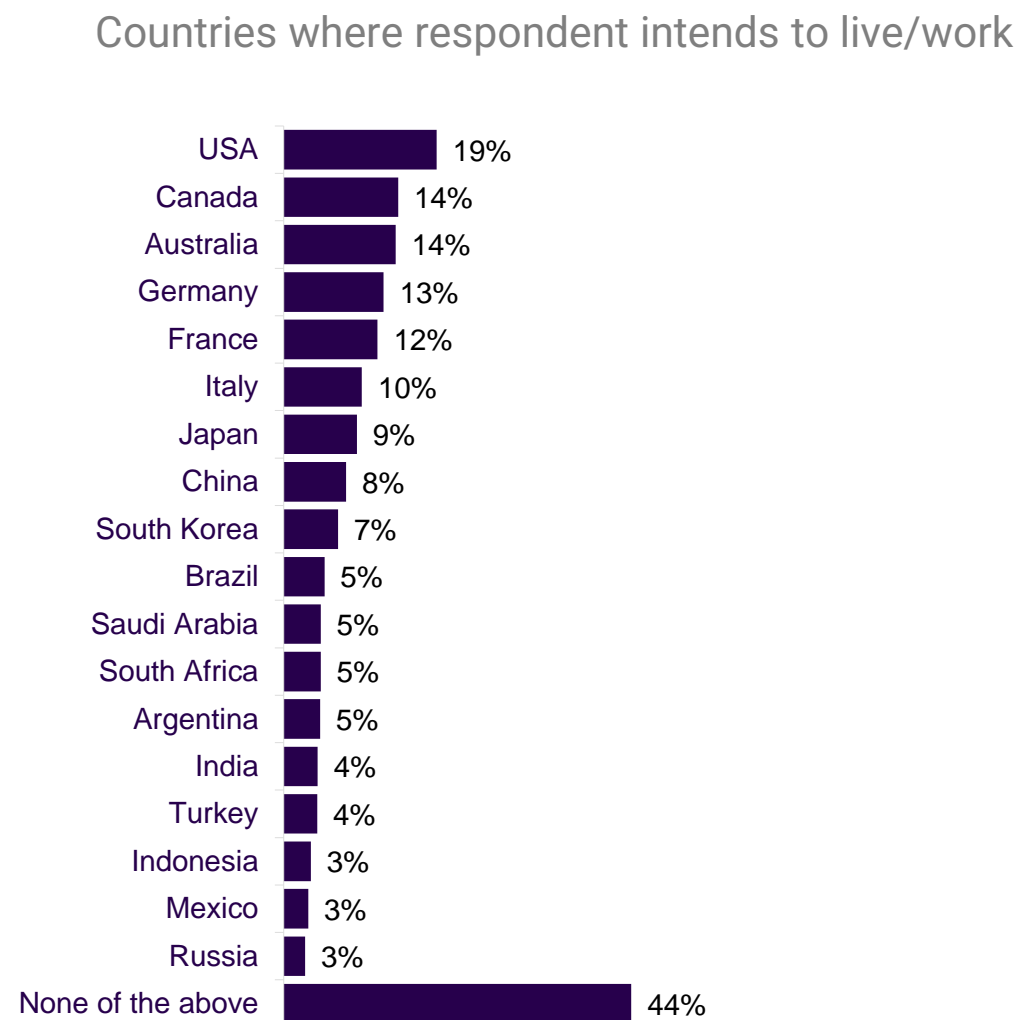
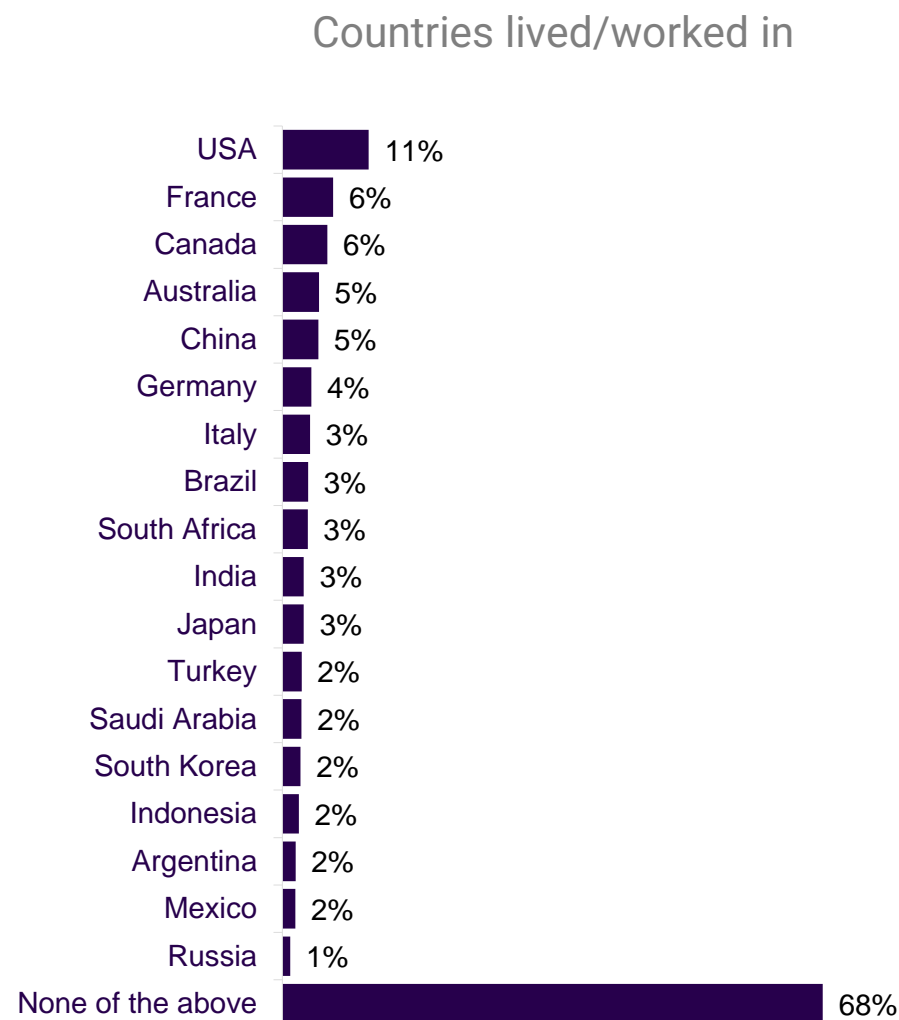
Countries which participants have experienced the arts and culture of - trends 2016-2025 G20 countries

Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
Italy			38	41	34	37	+3	-
Japan			34	32	38	35	-3	-
France			36	36	29	32	+3	-
USA			34	39	29	27	-2	-
Brazil			13	13	15	21	+6	-
China			18	16	17	20	+3	-
South Korea			11	15	16	19	+3	-
Canada			18	20	20	16	-4	-
Australia			16	19	18	16	-2	-
India			13	20	14	16	+2	-
Mexico			16	16	14	16	+2	-
Germany			22	22	23	15	-8	-
South Africa			12	10	11	13	+2	-
Turkey			9	10	11	12	+1	-
Argentina			5	6	7	10	+3	-
Russia			11	9	7	8	+1	-
Saudi Arabia			2	3	6	8	+2	-
Indonesia			6	8	10	8	-2	-

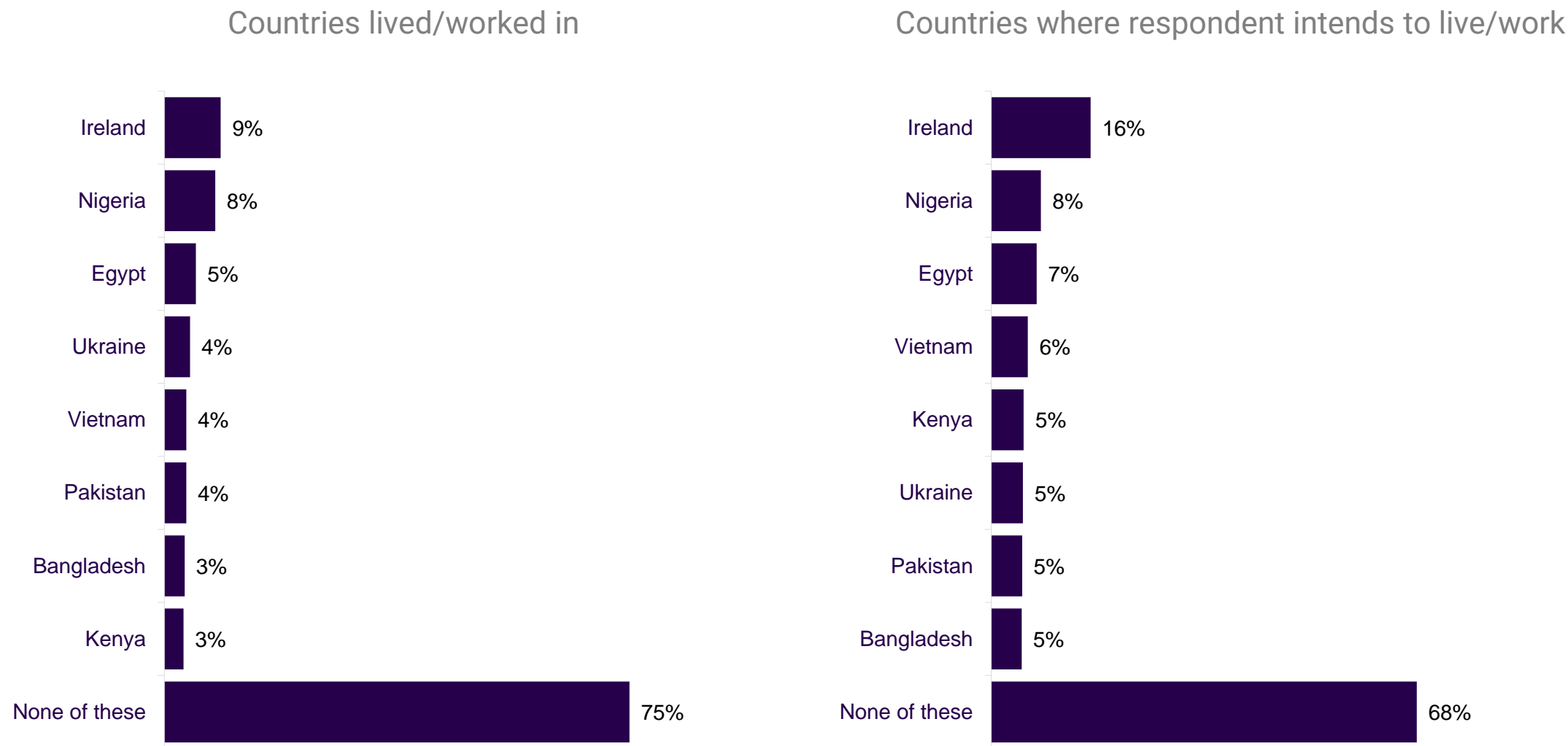
Countries which participants intend to experience the arts and culture of - trends 2016-2025 G20 countries

Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
Japan			31	31	26	33	+7	-
Italy			32	34	22	31	+9	-
France			23	30	23	27	+4	-
USA			32	32	22	21	-1	-
China			20	16	14	19	+5	-
South Korea			10	14	16	17	+1	-
South Africa			15	13	10	17	+7	-
Canada			21	22	16	17	+1	-
Brazil			15	14	14	16	+2	-
Mexico			17	18	12	16	+4	-
India			13	14	9	16	+7	-
Germany			20	20	17	15	-2	-
Australia			17	19	17	14	-3	-
Argentina			9	8	9	12	+3	-
Turkey			11	13	12	12	=	-
Indonesia			12	9	10	10	=	-
Saudi Arabia			7	6	7	9	+2	-
Russia			10	8	7	9	+2	-

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



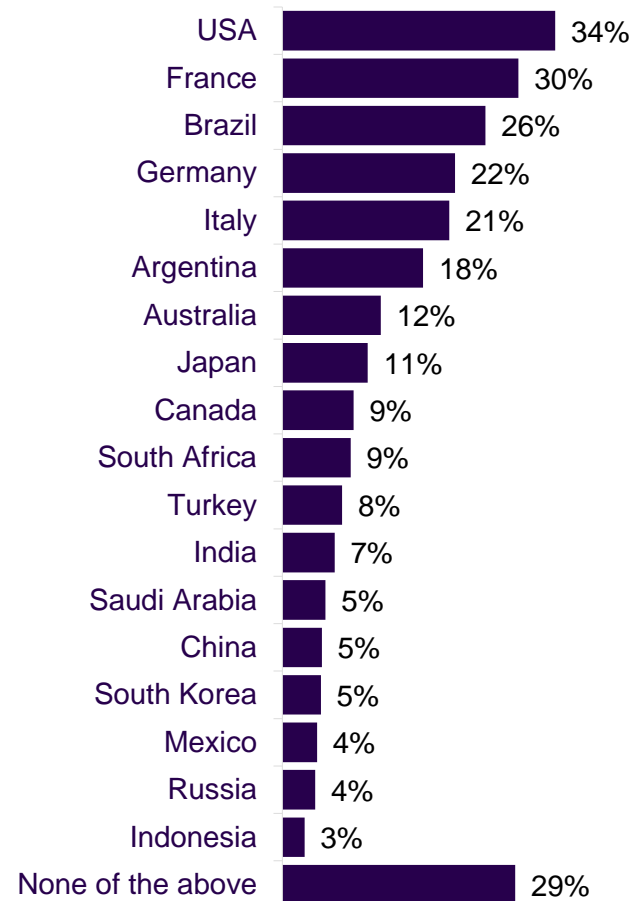
Non-G20 countries which participants have lived/worked in, or intend to



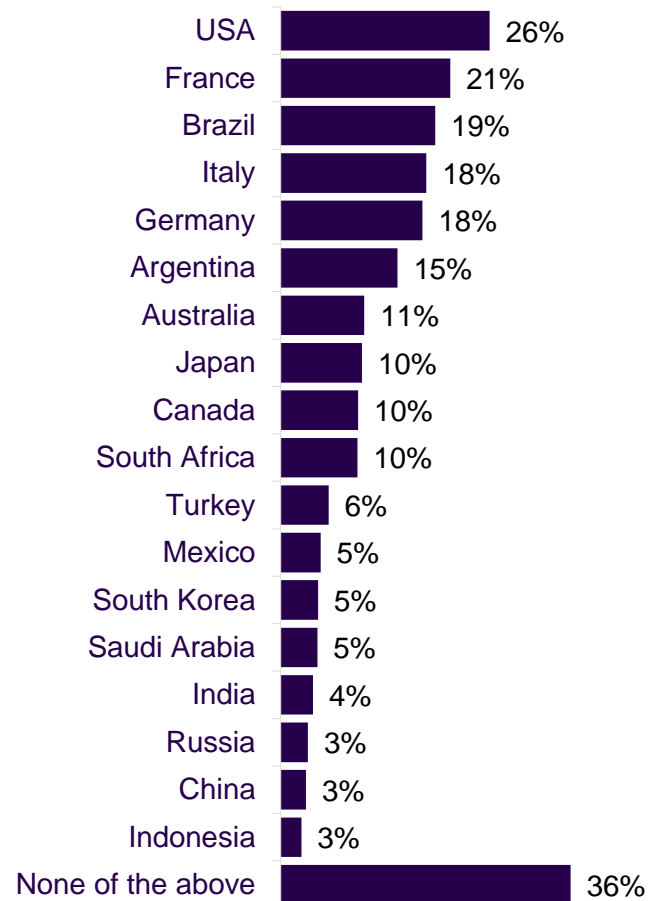
Q15ai5. Please select any of the following countries where you have lived and / or worked for at least six months? | Q15bi5. And now thinking about your future plans... please select any of the following countries you intend to live and or work / live and or work in again for at least six months? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

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

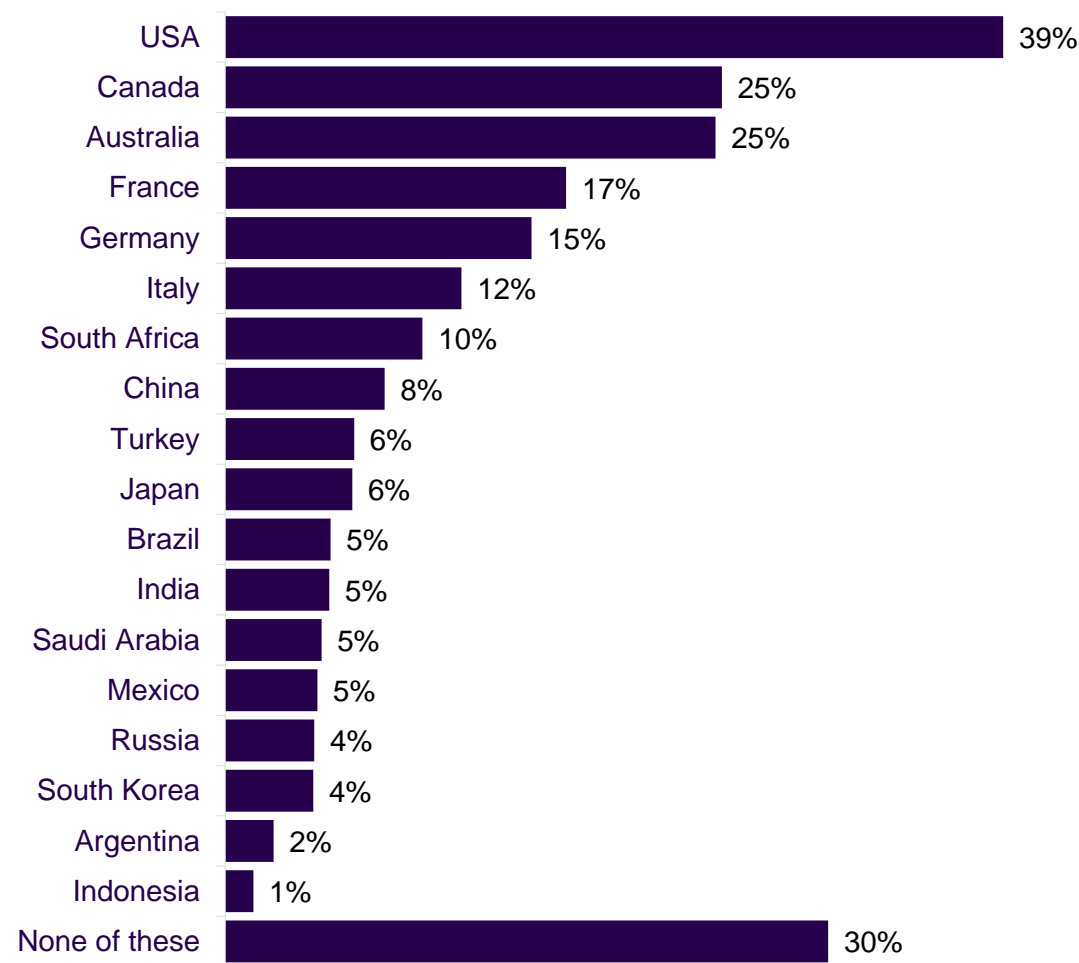
Countries with sports teams/clubs/events respondent enjoys



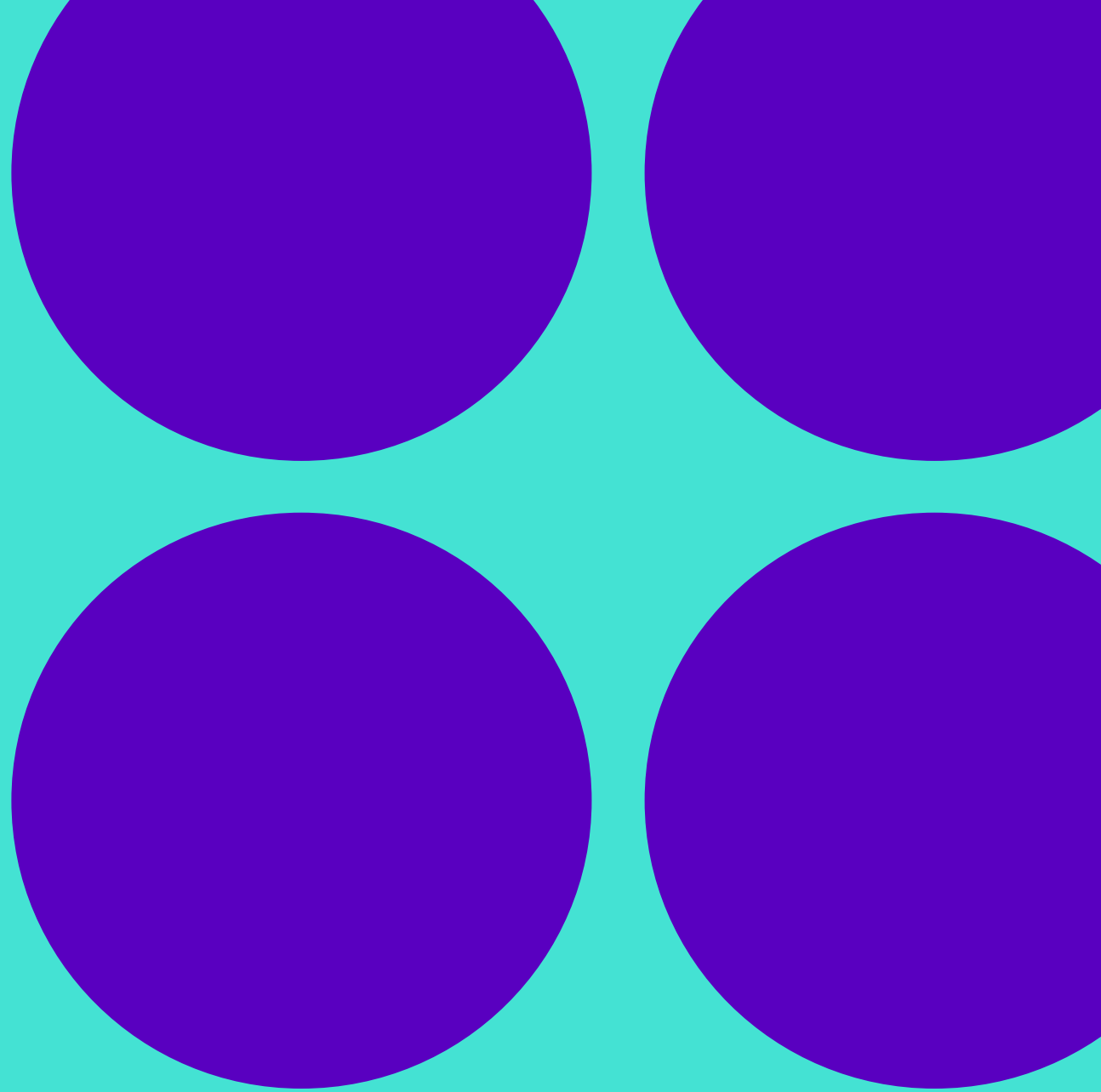
Countries with sports teams/clubs/events respondent intends to experience



G20 countries participants have or had family or friends in

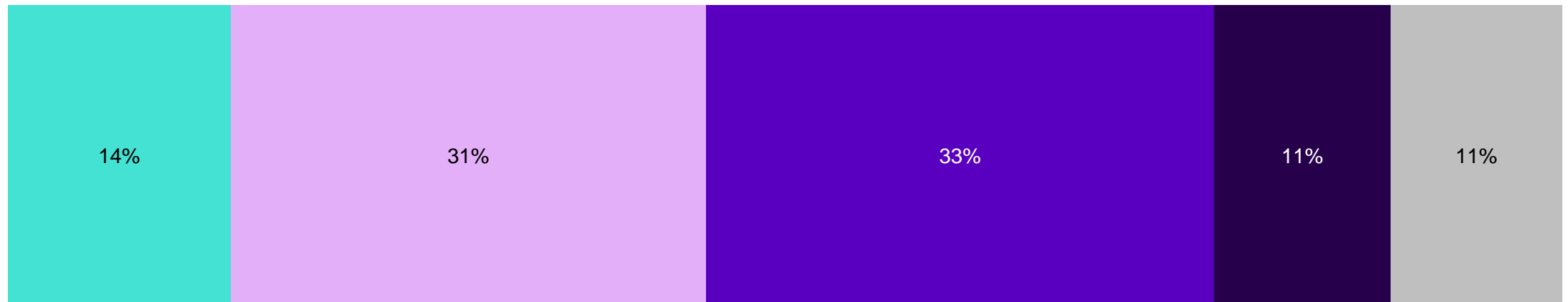


Values

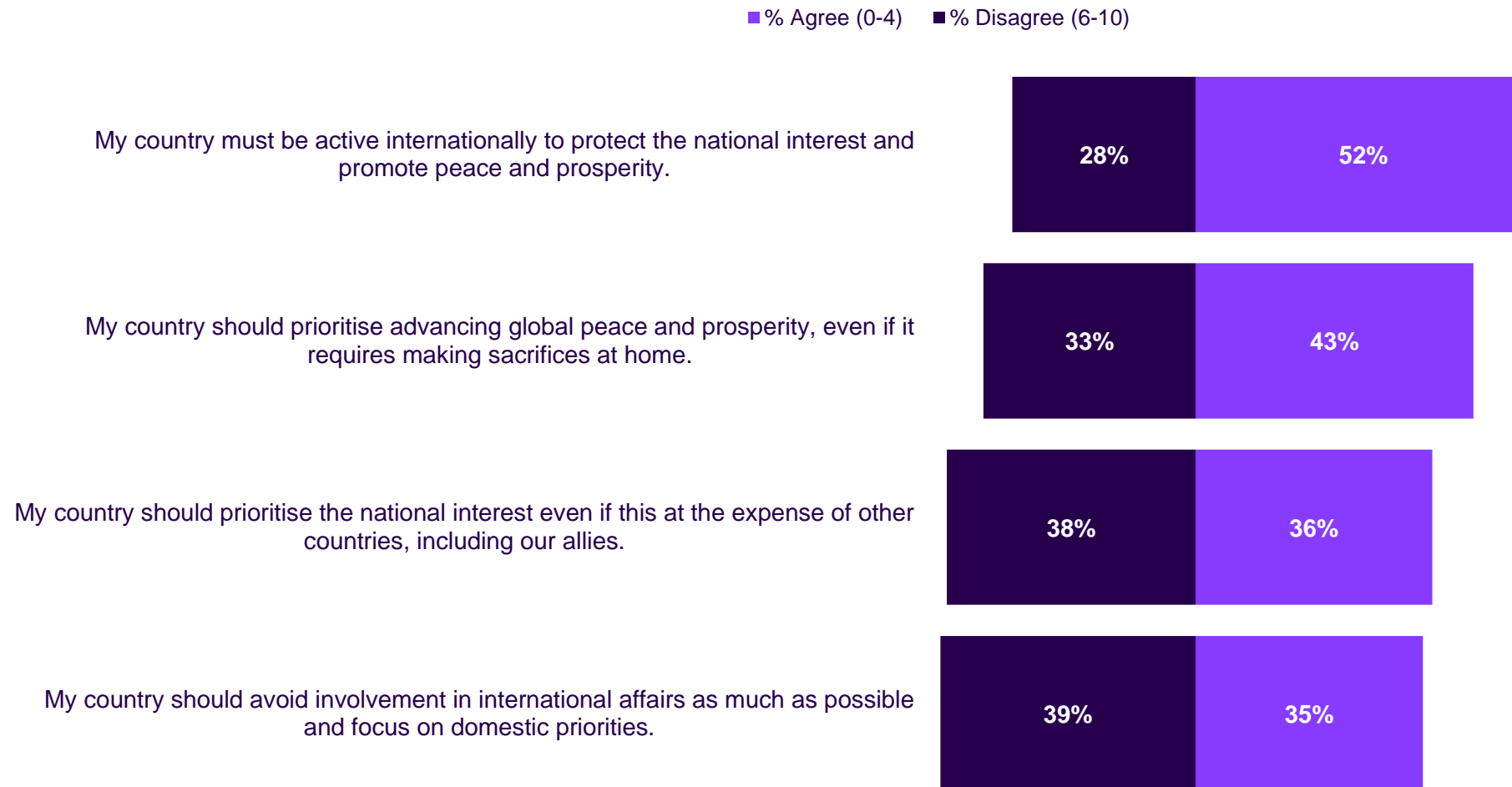


How participants think their countries should act in the international arena

- 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



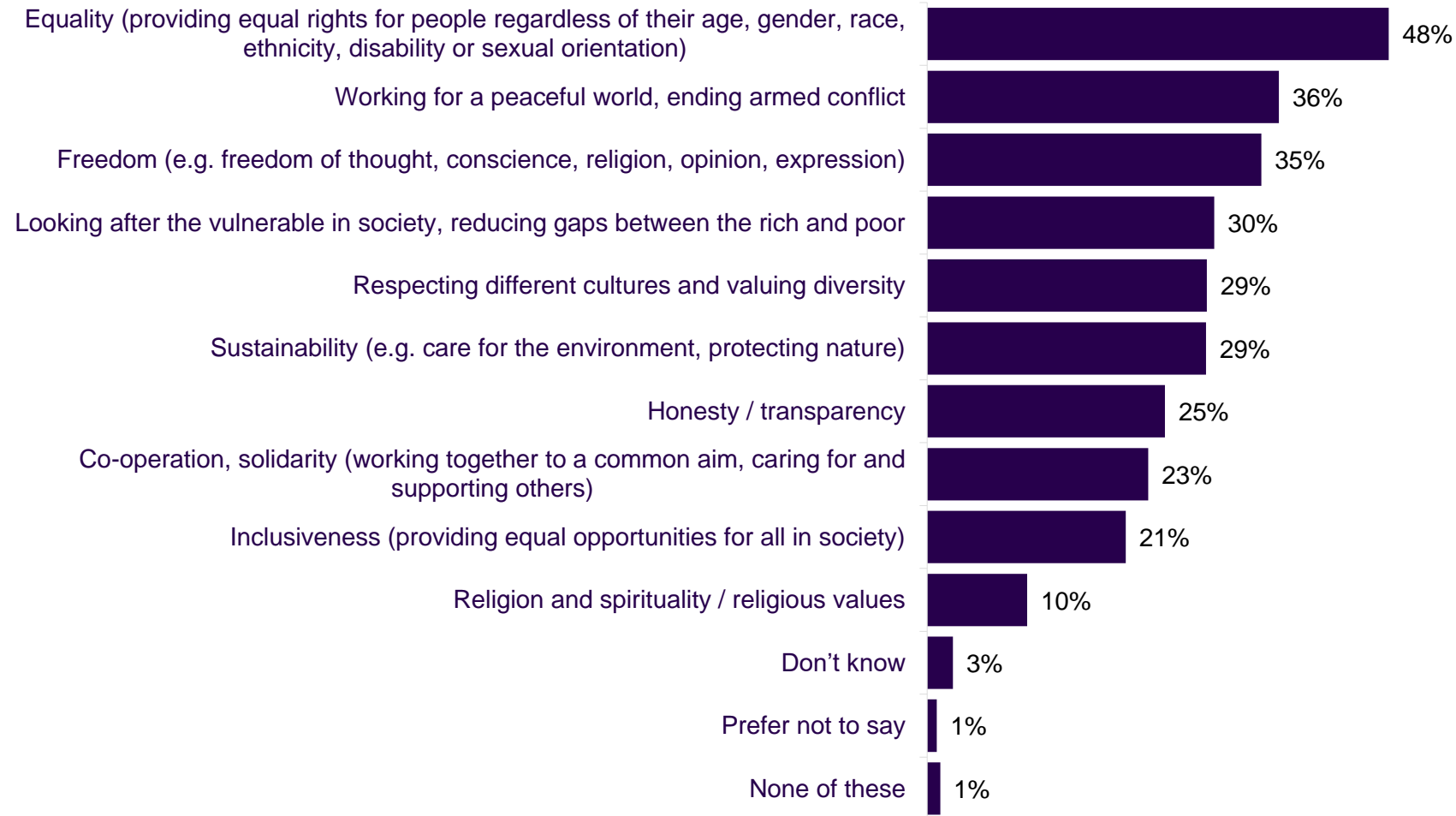
Participants' preferences for how their country should act internationally



Issues facing the world



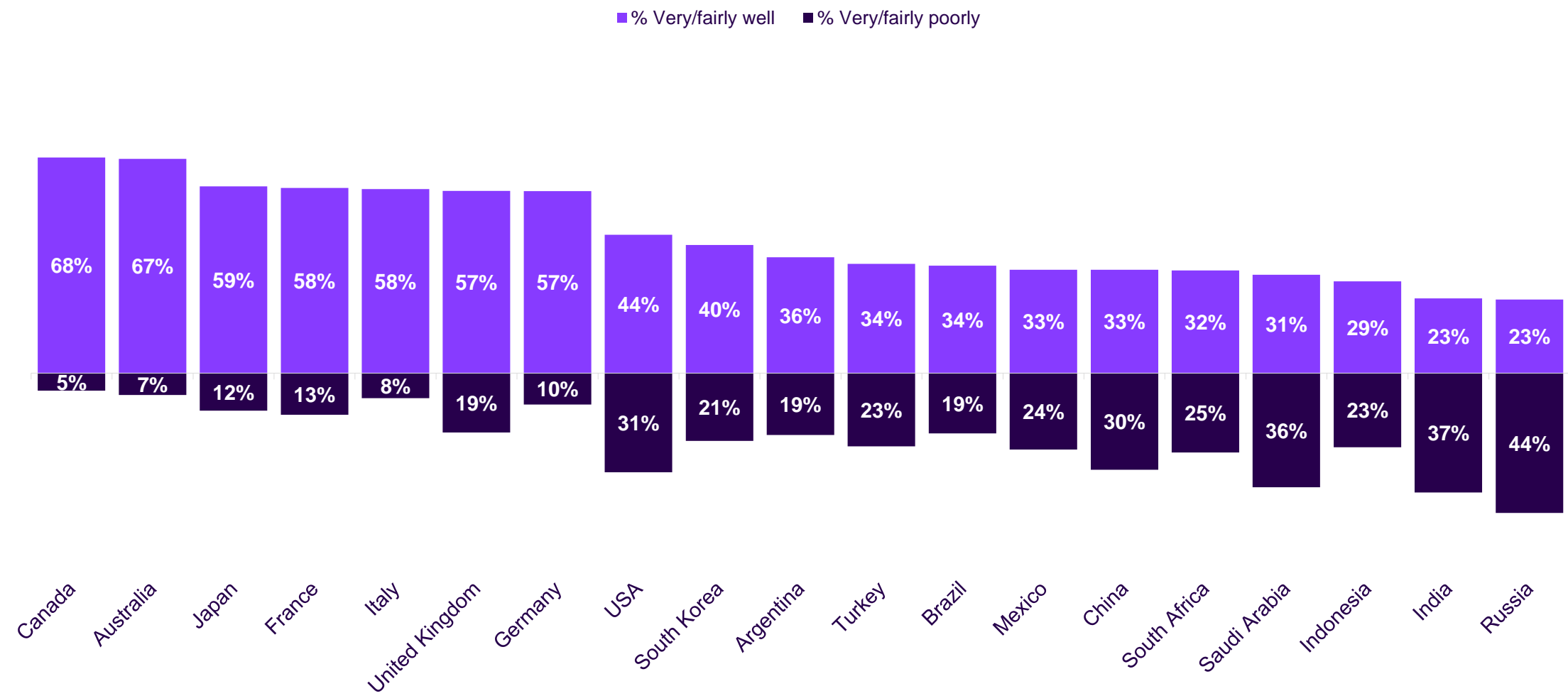
Values the world should support and encourage



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			47	46	54	66	+13	-
Climate change / the environment			60	56	43	58	+15	-
Discrimination in society			31	34	40	56	+15	-
Disinformation			35	31	28	48	+20	-
Extremism / terrorism			50	29	32	47	+15	-
Unemployment			32	31	33	46	+14	-
The state of the global financial system			20	22	35	46	+11	-
Armed conflicts			27	25	35	42	+7	-
Inequality			25	28	28	40	+12	-
Political polarisation, increasing nationalist sentiment and political extremism			38	30	30	36	+6	-
Economic growth			18	16	29	36	+7	-
Quality of education					27	36	+9	-
Migration / refugees			32	25	33	35	+2	-
Digital technologies						30	-	-
Civil liberties			15	15	21	28	+7	-
Pandemics			2	44	23	26	+3	-
Globalisation			10	12	18	16	-1	-
Erosion of religious values			9	5	8	12	+4	-

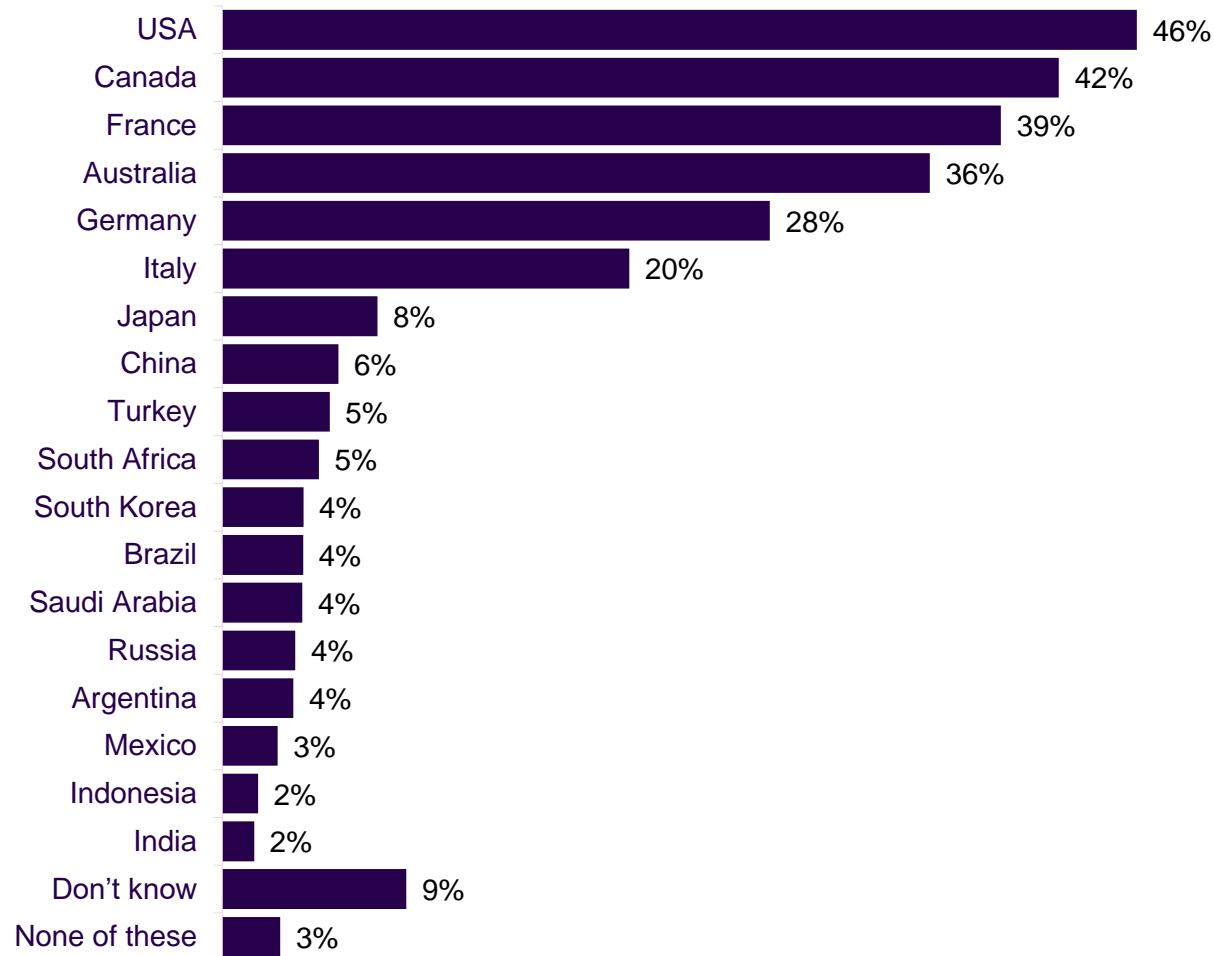
How well does each country support 21st century values?



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

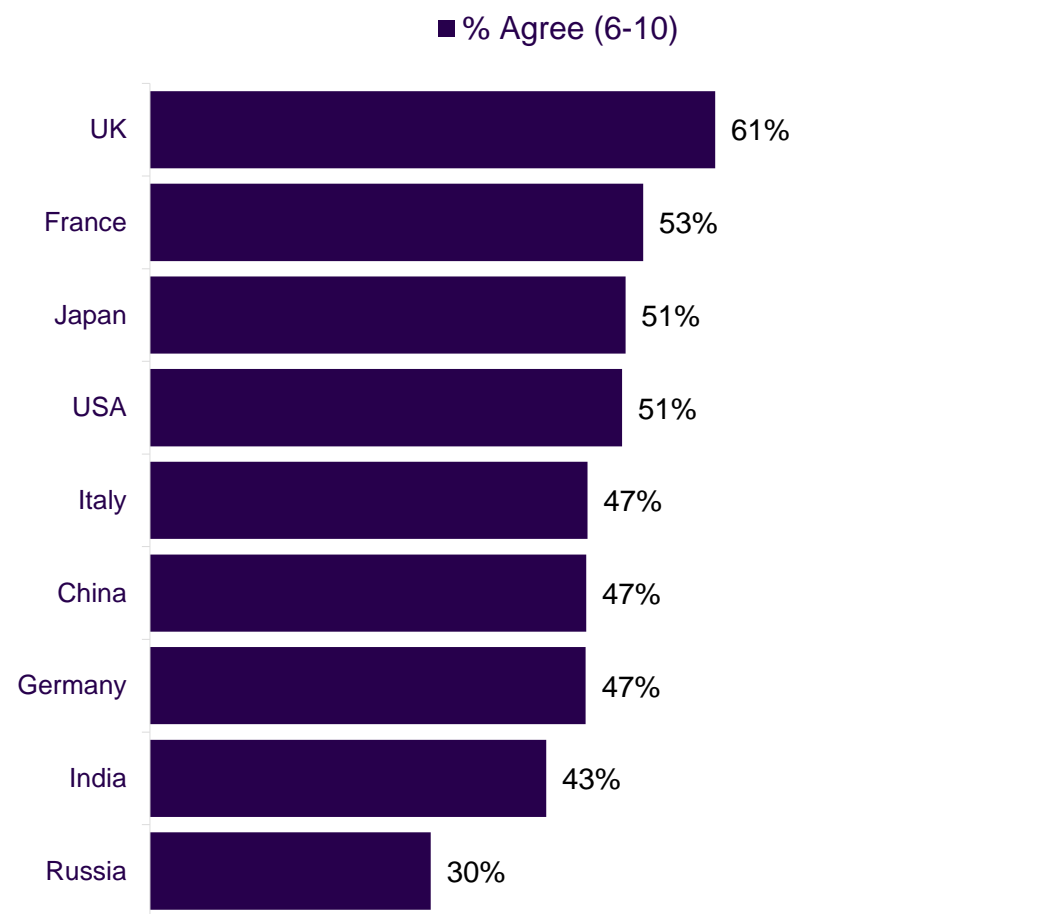
Countries	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2021 (percentage points)
Canada	25	21	34	+13	+9
Australia	28	25	30	+5	+2
United Kingdom	25	21	28	+7	+3
Japan	15	16	27	+11	+12
Germany	29	11	22	+11	-7
France	5	14	21	+7	+16
USA	18	11	21	+10	+3
Italy	22	16	17	+1	-5
China	3	6	12	+6	+9
South Africa	14	21	12	-9	-2
Saudi Arabia	14	12	12	=	-2
South Korea	3	14	12	-2	+9
Mexico	6	8	11	+3	+5
Argentina	3	10	11	+1	+8
Turkey	7	6	11	+5	+4
Brazil	7	14	10	-4	+3
Indonesia	11	5	8	+3	-3
Russia	9	7	8	+1	-1
India	3	10	7	-3	+4

Countries with values closest to participant's country

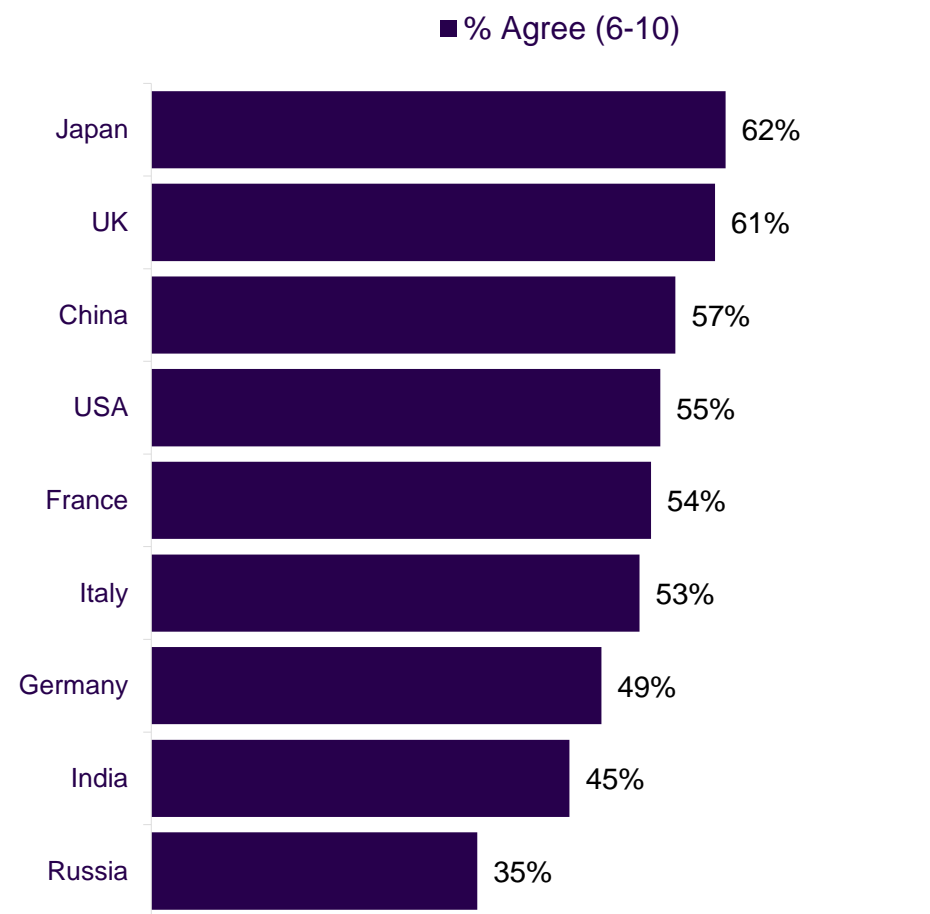


Perceptions of soft power - openness

People from ... value diversity and cultural difference



People from ... are open and welcoming

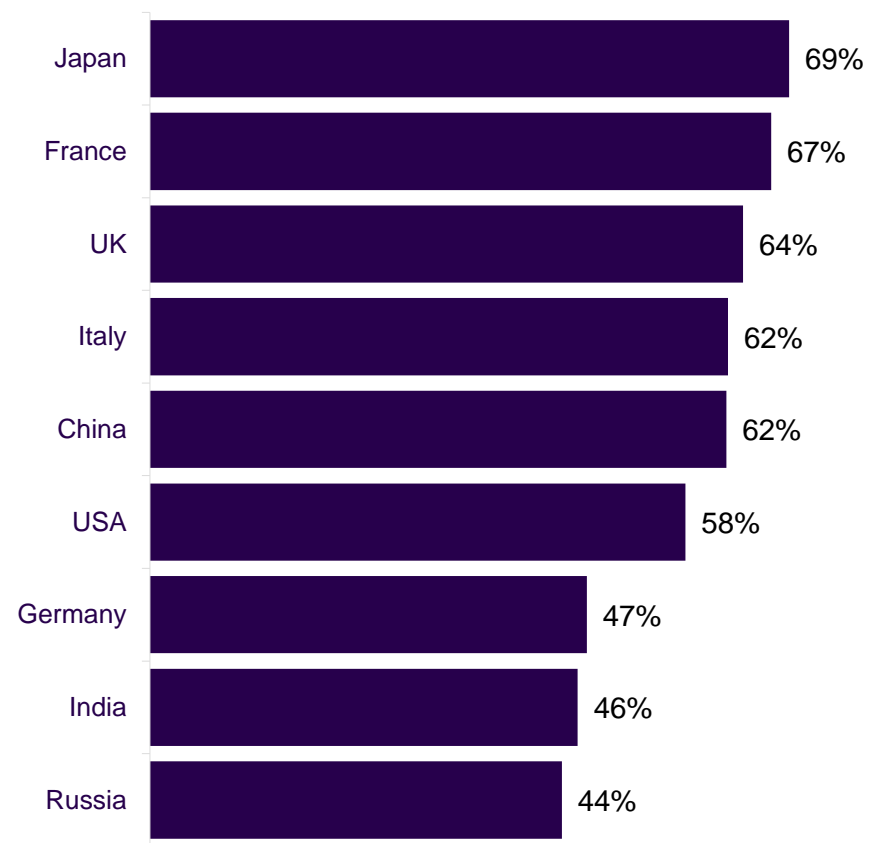


Q12. Thinking specifically about [COUNTRY], to what extent do you agree or disagree with the following statements? | Base: Those in Wales 2025 that saw each country (China, n=114; France, n=131; Germany, n=126; India, n=112; Italy, n=133; Japan, n=123; Russia, n=127; UK, n=500; USA, n=134)

Perceptions of soft power - arts and sports

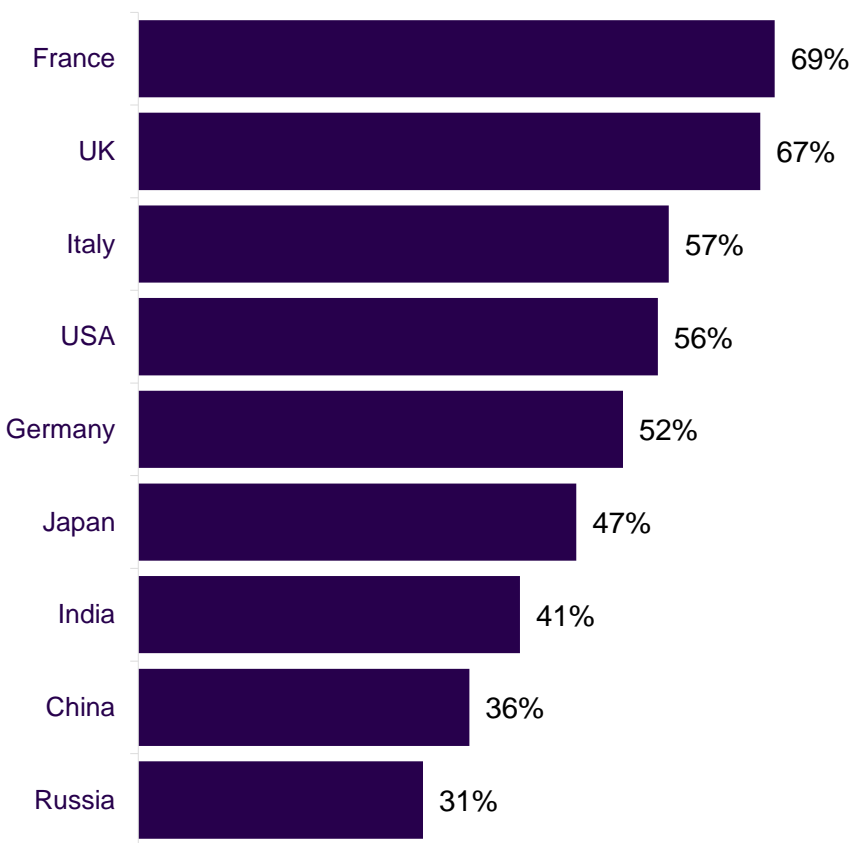
... has world leading arts and cultural institutions and attractions

■ % Agree (6-10)



... has world leading sports teams and events

■ % Agree (6-10)

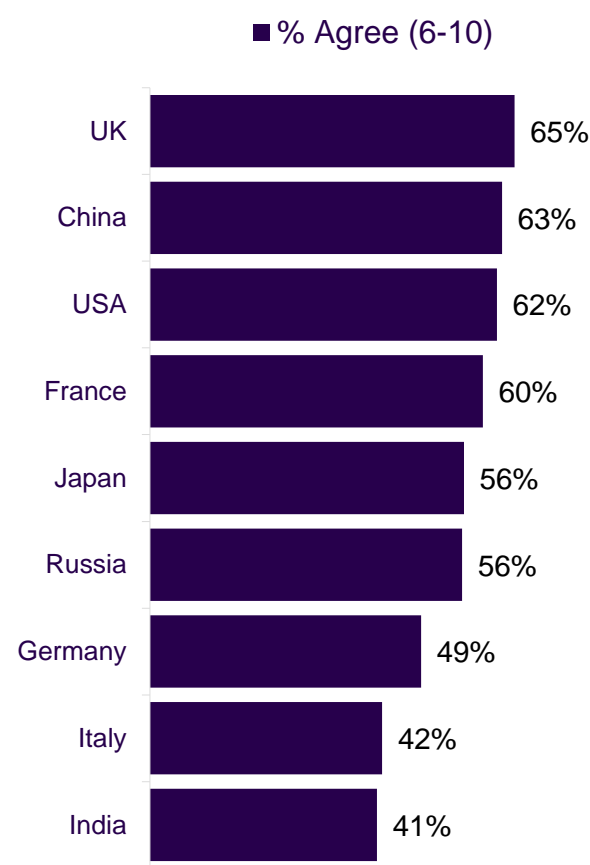


Perceptions of soft power - education and innovation

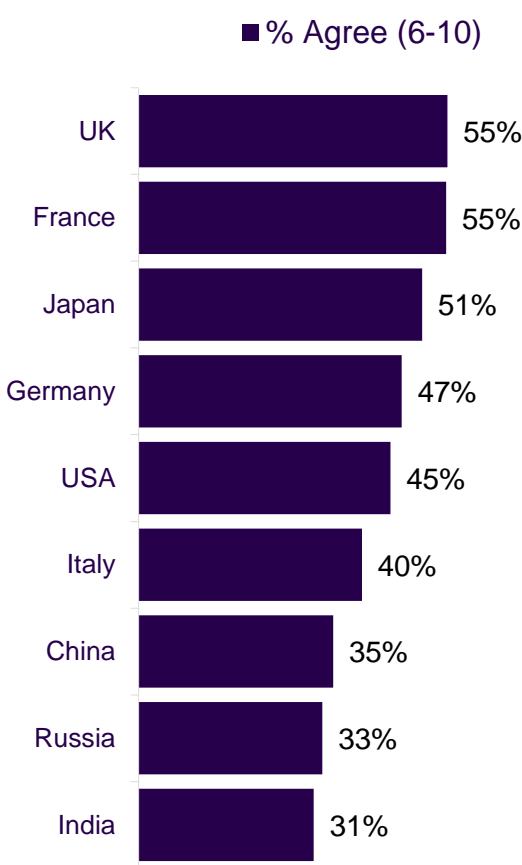


Perceptions of soft power - governance

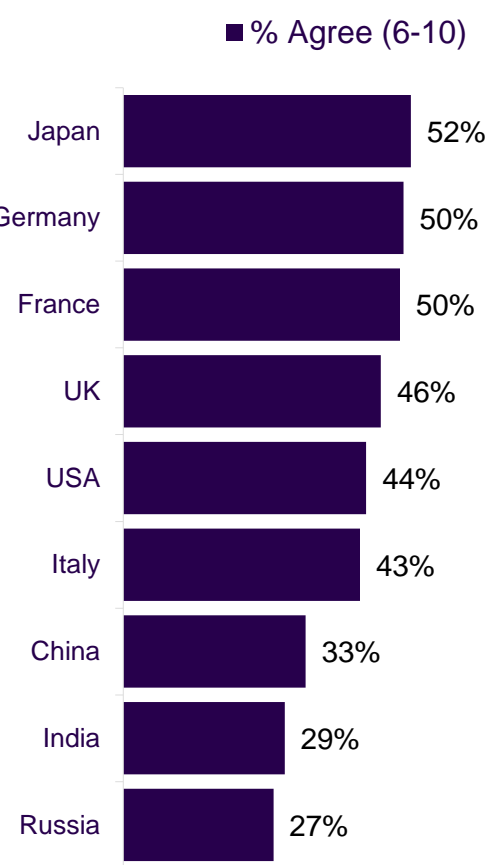
... is a global power



...is a strong example of a democratic society

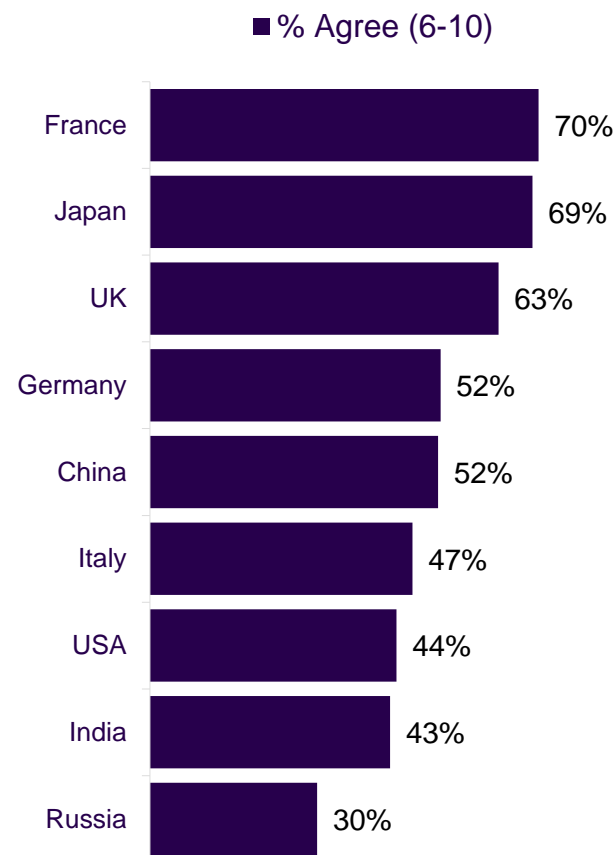


...government treats everybody who lives in the country fairly

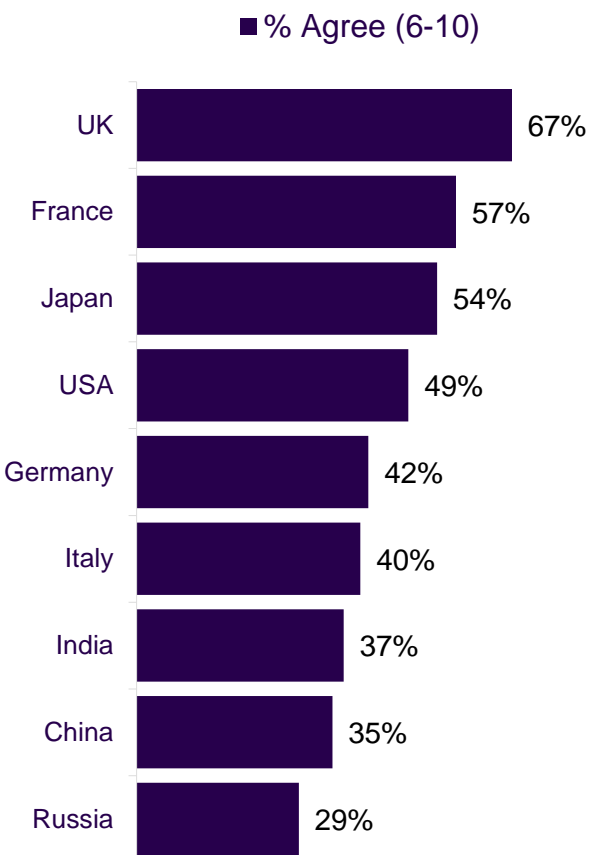


Perceptions of soft power - rule of law

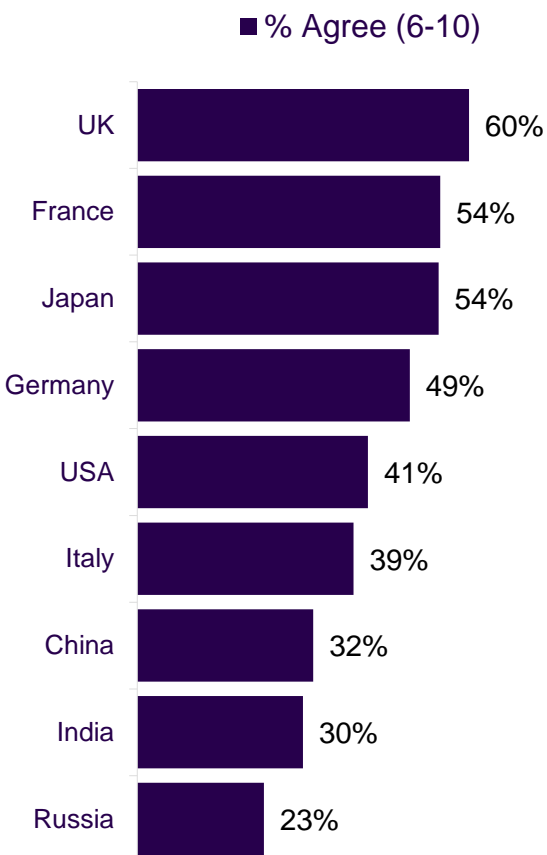
...respects the rule of law



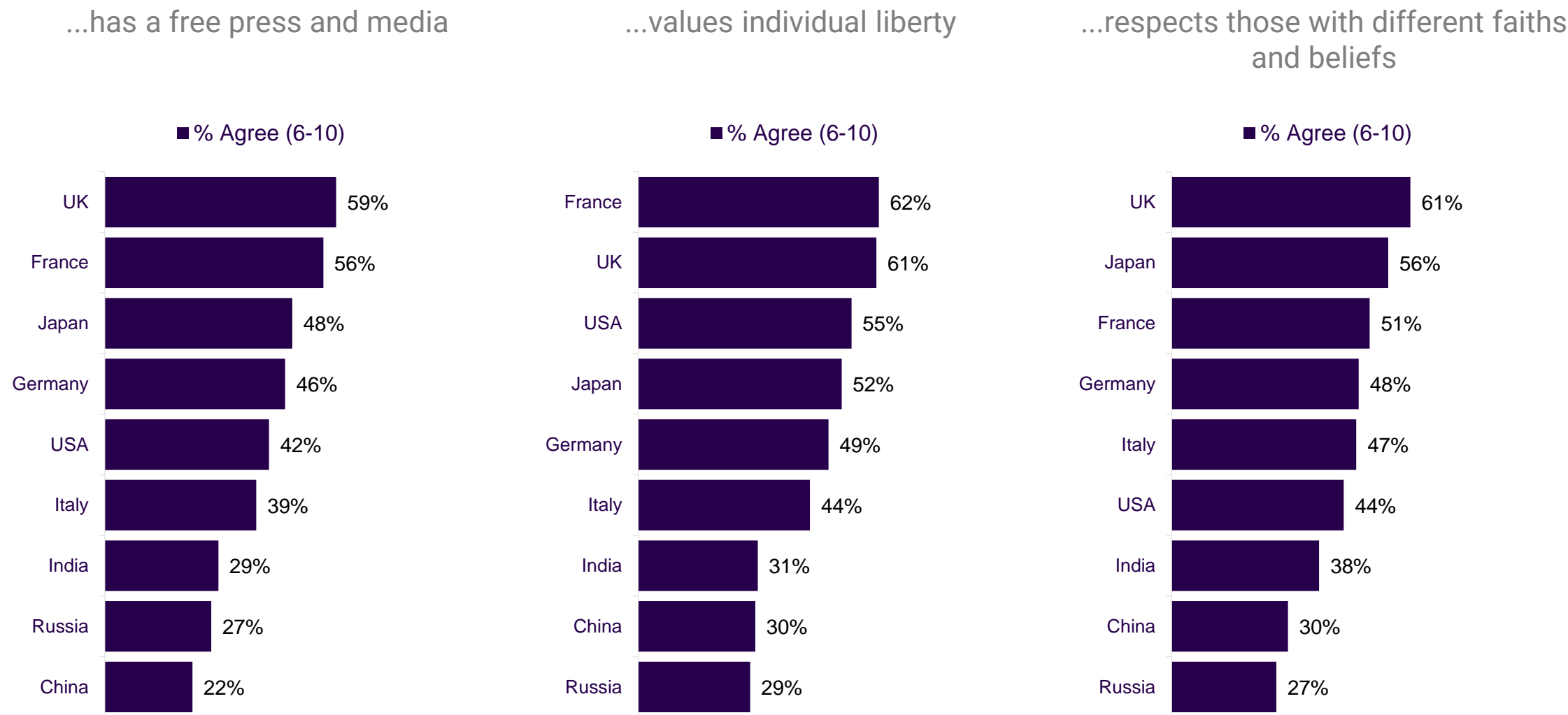
...has strong non-governmental institutions



...has a free and fair justice system



Perceptions of soft power - civil liberties



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

