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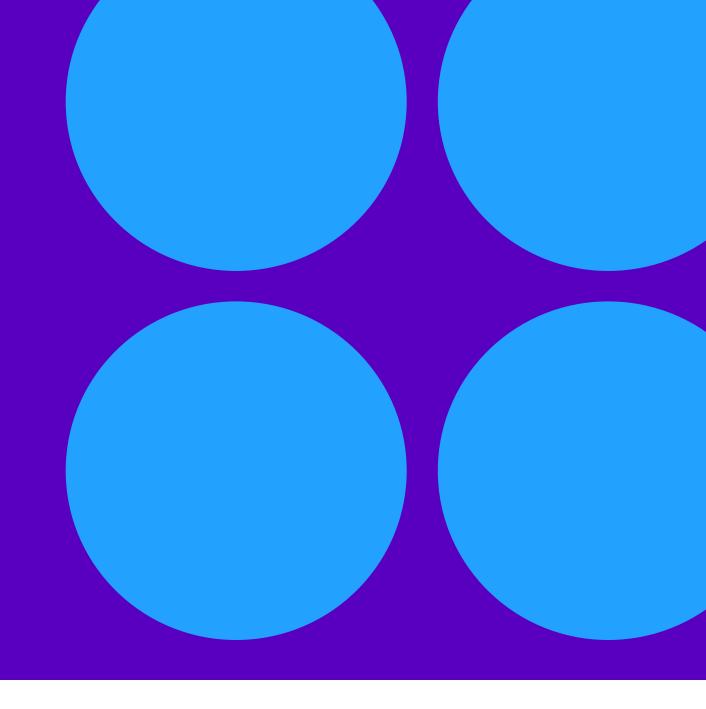


04

The UK – How attractive do

people find it

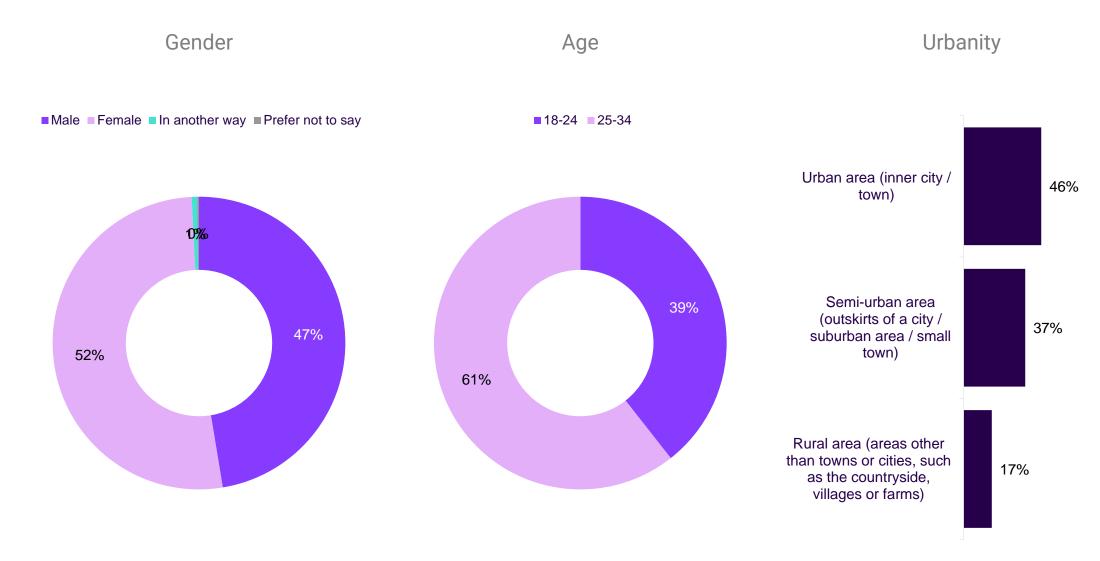
Project overview and methodology



Project overview and methodology

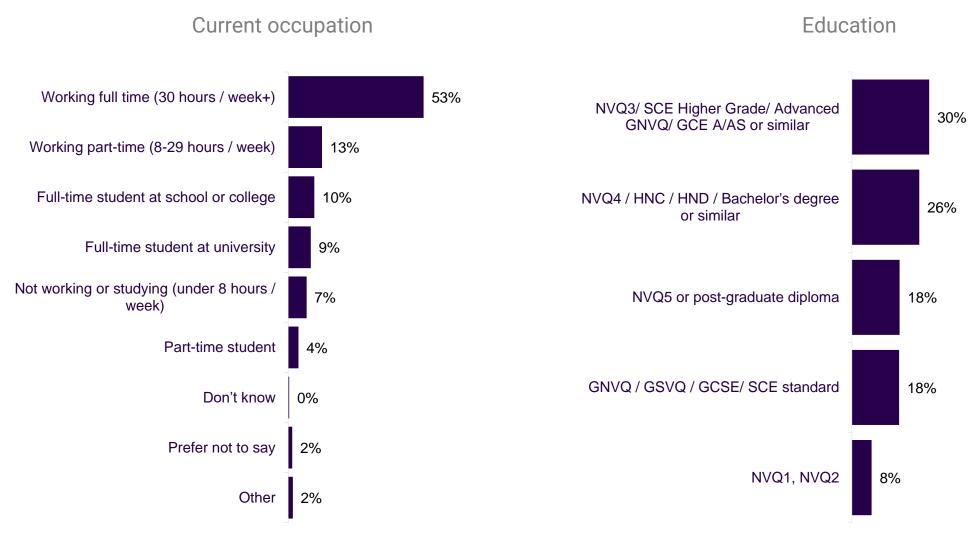
- This is the latest wave of research for the British Council about perceptions of the UK, the UK's influence and trends in soft power internationally, and how the UK is seen by educated young people across the G20.
- Savanta has taken over this research from Ipsos Mori as of 2025. Effort has been made 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 500.00000000000000 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)



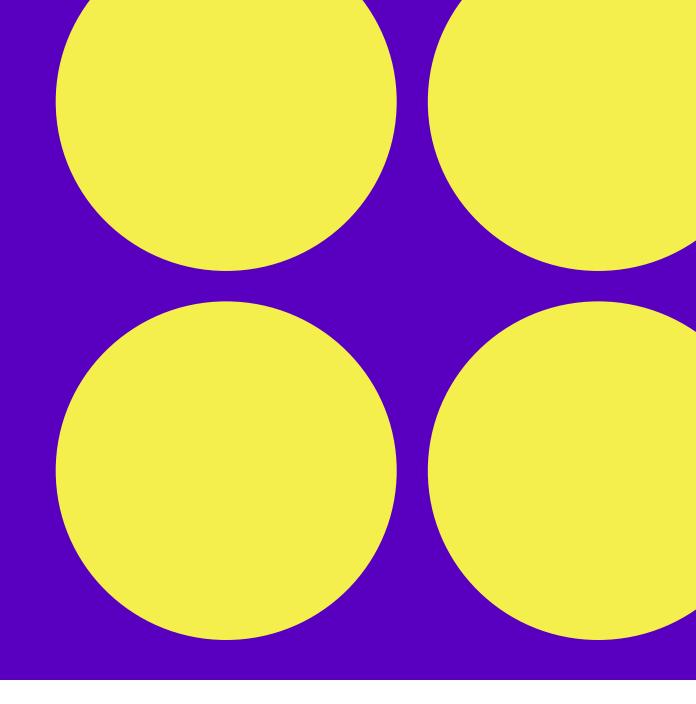
D1. What is your gender? | dAGE. How old are you? | D4. How would you categorise the area in which you live? | Base: Those who live in Wales, 2025 (n=500). Showing unweighted data.

Sample Demographics Part 2 (Wales)

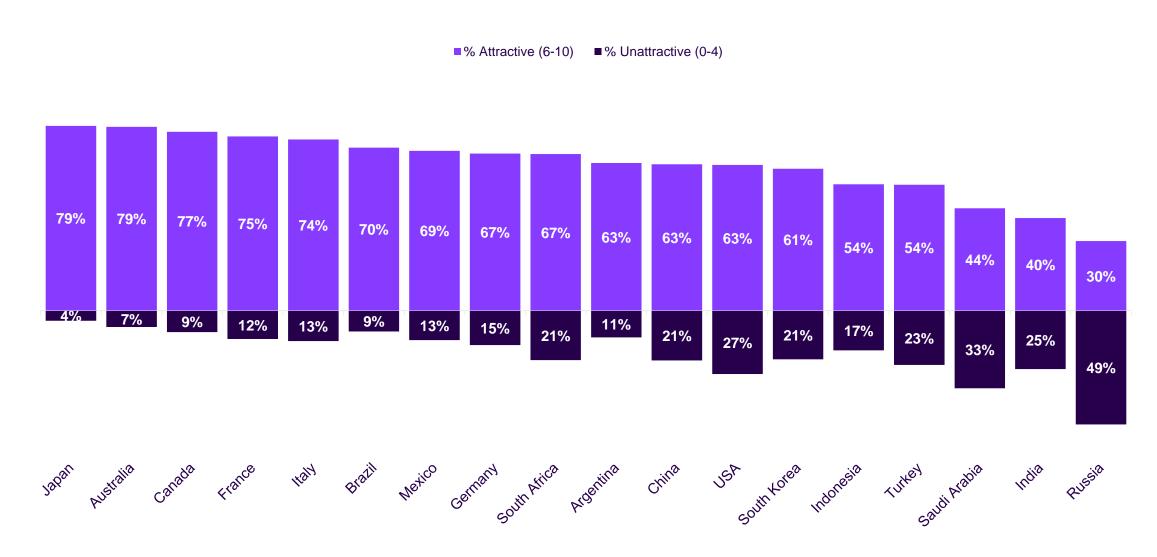


D6. Which of these best describes your current occupation? | D3_COUNTRY. And what is the highest level of education you have completed to date? | Base: Those who live in Wales, 2025 (n=500). Showing unweighted data.

UK
Attractiveness
and Trust

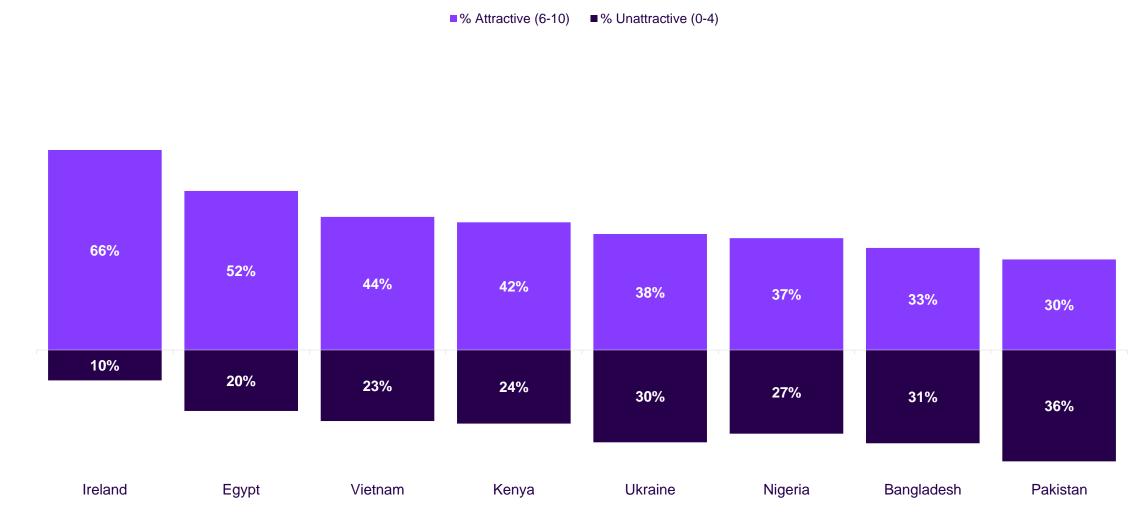


Overall attractiveness of G20 countries



Q8. Taking everything into consideration, how attractive overall do you find each of the countries below? | Base: Those who live in Wales, 2025 and saw each country (each country has its own base size). Participants were not asked about their own country.

Attractiveness of non-G20 countries to UK



Q8i. And taking everything into consideration, how attractive overall do you find each of the countries below? | Base: Those who live in Wales, 2025 and saw each country (each country has its own base size). Participants were not asked about their own country.

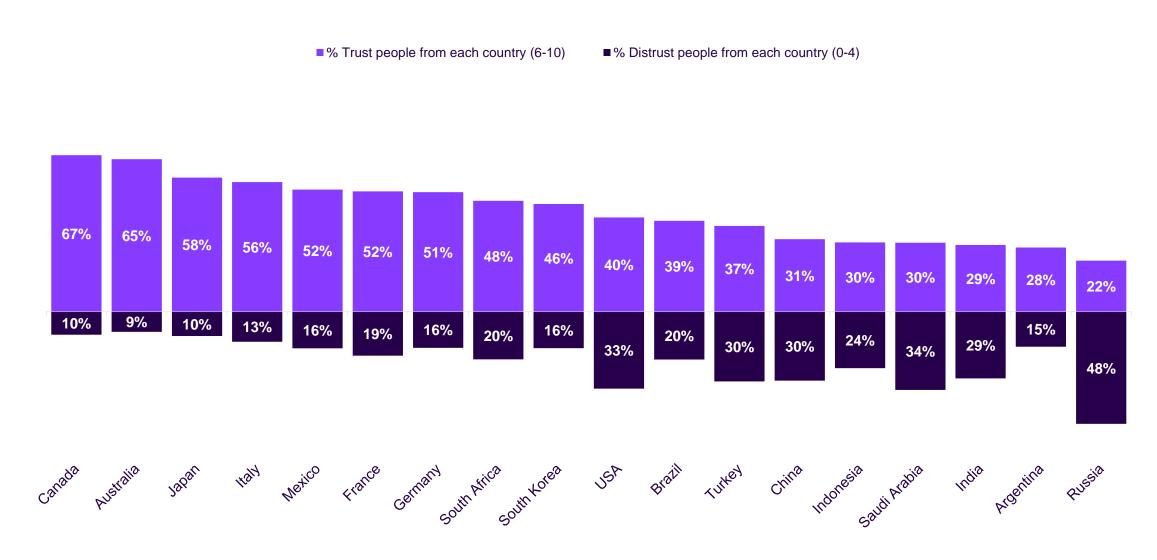
Overall attractiveness - trends 2016-2025 G20

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	-

Q8. Taking everything into consideration, how attractive overall do you find each of the countries below? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

Trust in people from G20 countries

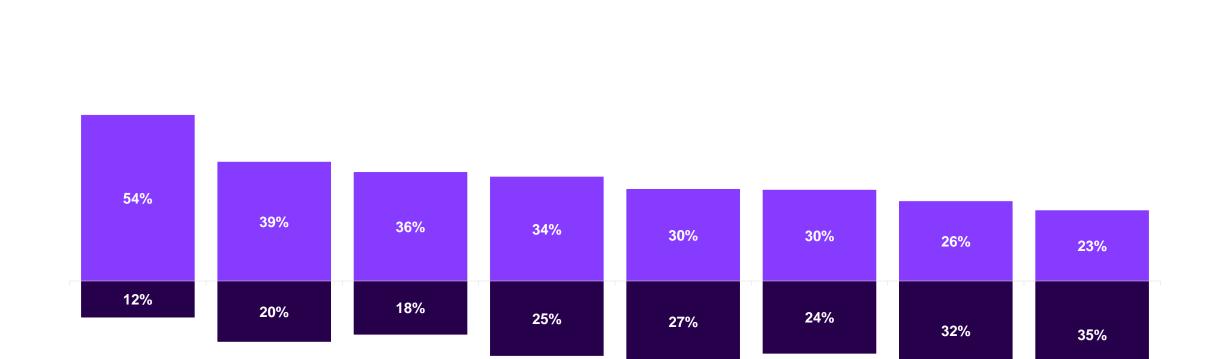
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Q5. Thinking generally about people, to what extent do you distrust or trust the people from each of these countries? | Base: Those who live in Wales, 2025 and saw each country (each country has its own base size). Participants were not asked about their own country.

Trust in people from non-G20 countries

■% Trust people from each country (6-10)



Nigeria

■ % Distrust people from each country (0-4)

Q5i. Thinking generally about people, to what extent do you distrust or trust the people from each of these countries? | Base: Those who live in Wales, 2025 and saw each country (each country has its own base size). Participants were not asked about their own country.

Bangladesh

Kenya

Pakistan

Egypt

Ireland

Ukraine

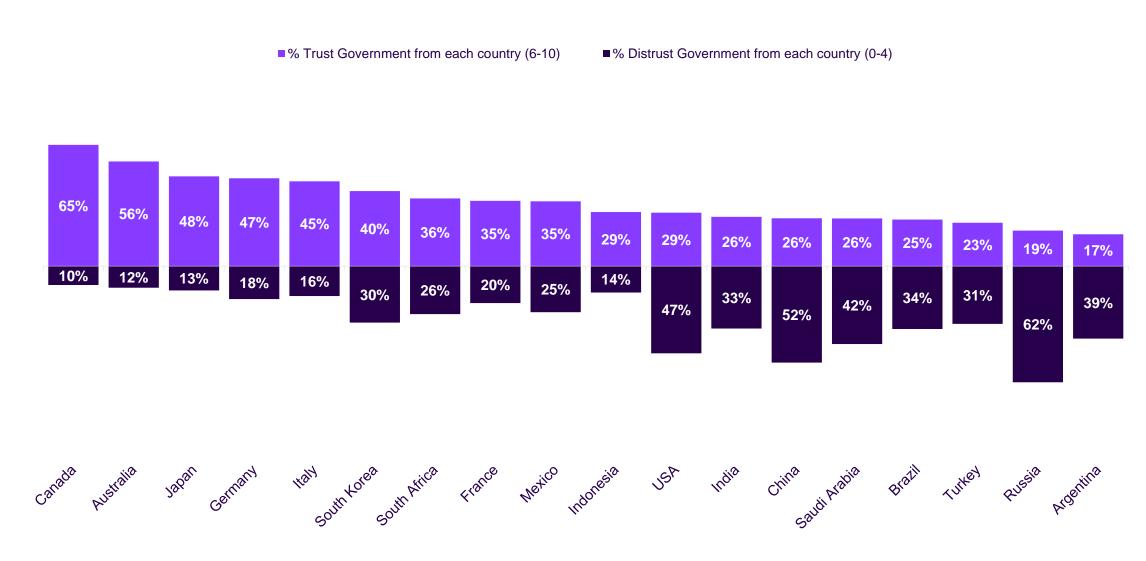
Vietnam

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	<u>-</u>
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	-

Q5. Thinking generally about people, to what extent do you distrust or trust the people from each of these countries? | Base: Those who live in Wales, 2025 and saw each country (each country has its own base size). Participants were not asked about their own country.

Trust in the governments of G20 countries

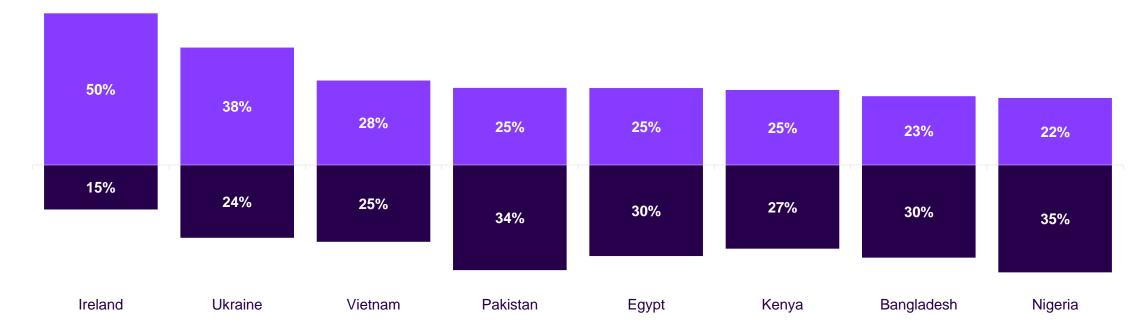


Q6. And now thinking about Government, to what extent do you distrust or trust the government from each of these countries? | Base: Those who live in Wales, 2025 and saw each country (each country has its own base size). Participants were not asked about their own country.

Trust in the governments of non-G20 countries



■% Distrust people from each country (0-4)



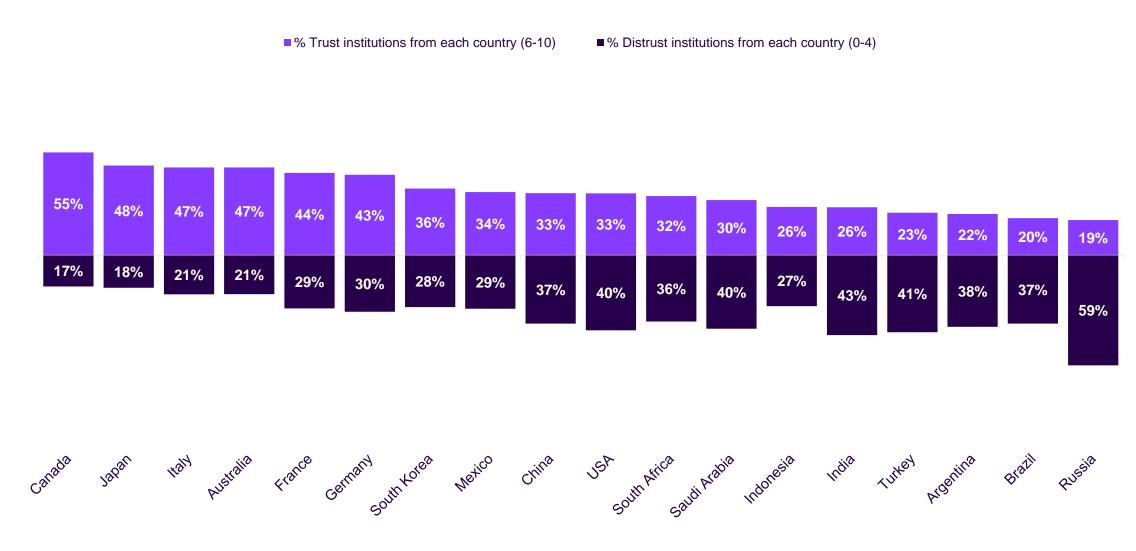
Q6i. And now thinking about Government, to what extent do you distrust or trust the government from each of these countries? | Base: Those who live in Wales, 2025 and saw each country (each country has its own base size). Participants were not asked about their own country.

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	<u>-</u>
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	-

Q6. And now thinking about Government, to what extent do you distrust or trust the government from each of these countries? | Base: Those who live in Wales, 2025 and saw each country (each country has its own base size). Participants were not asked about their own country.

Trust in the institutions of G20 countries

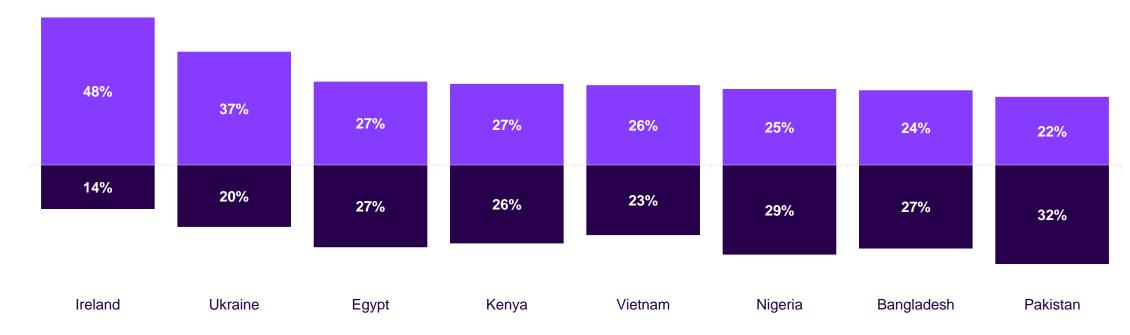


Q7. And now thinking about institutions - such as the media, police, justice system - to what extent do you distrust or trust the institutions in each of these countries? |
Base: Those who live in Wales, 2025 and saw each country (each country has its own base size). Participants were not asked about their own country.

Trust in the institutions of non-G20 countries



■% Distrust institutions from each country (0-4)



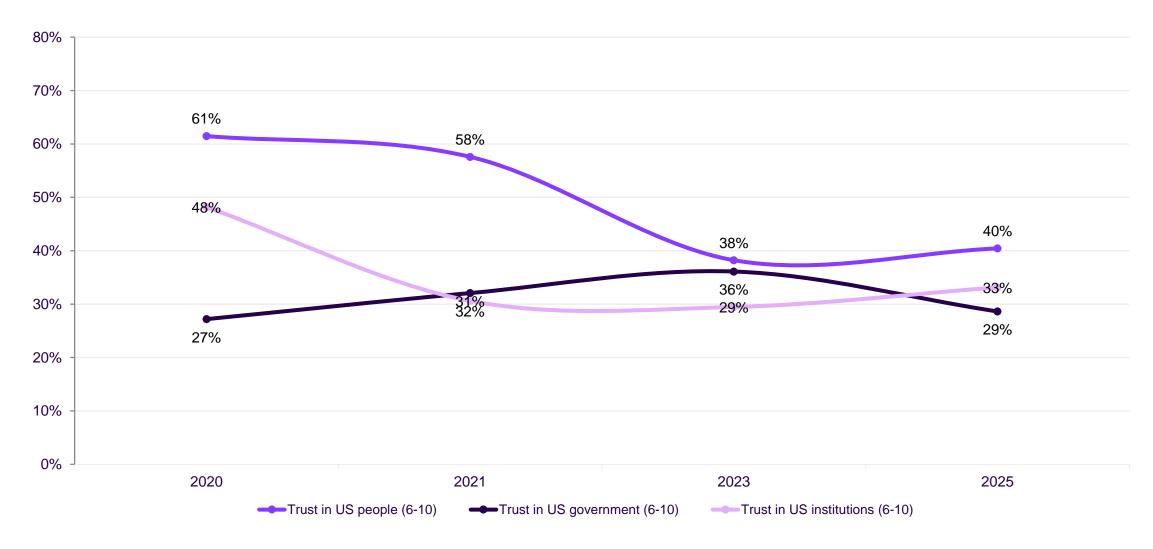
Q7i. And now thinking about institutions - such as the media, police, justice system - to what extent do you distrust or trust the institutions in each of these countries? | Base: Those who live in Wales, 2025 and saw each country (each country has its own base size). Participants were not asked about their own country.

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	-

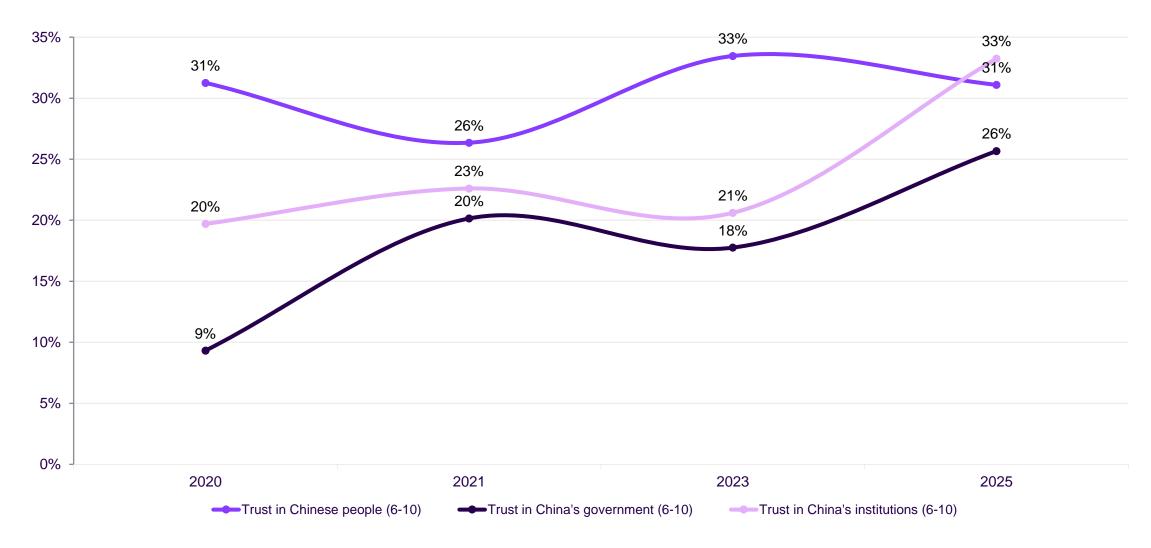
Q7. And now thinking about institutions - such as the media, police, justice system - to what extent do you distrust or trust the institutions in each of these countries? | Base: Those who live in Wales, 2025 and saw each country (each country has its own base size). Participants were not asked about their own country.

Trust in US people, government and institutions 2016-2025



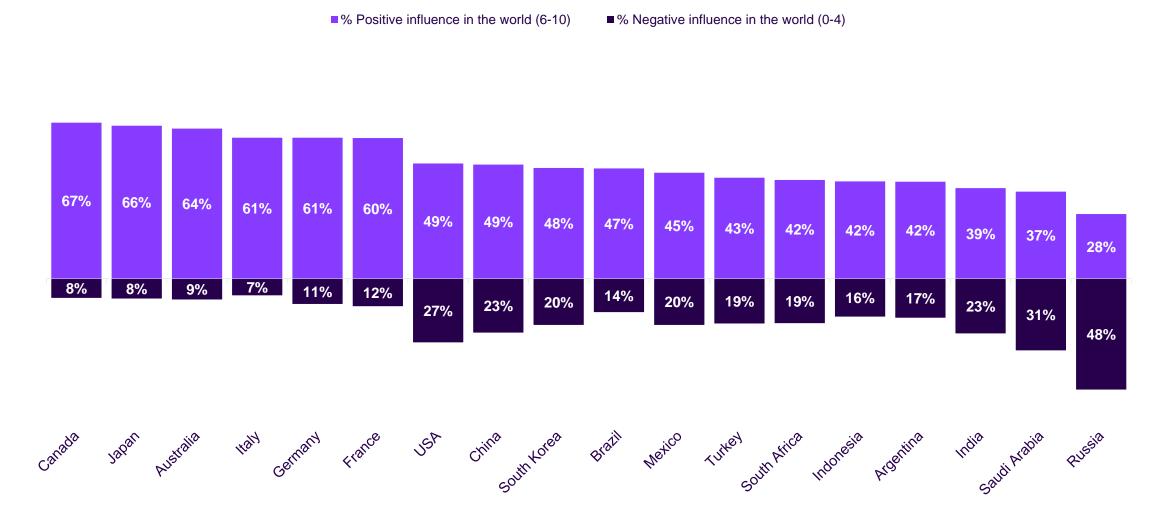
Q5/6/7. Thinking generally about people/government/institutions, to what extent do you distrust or trust the people/government/institutions, from each of these countries? | Base: Those who live in Wales, 2025 (n=57). Participants were not asked about their own country.

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



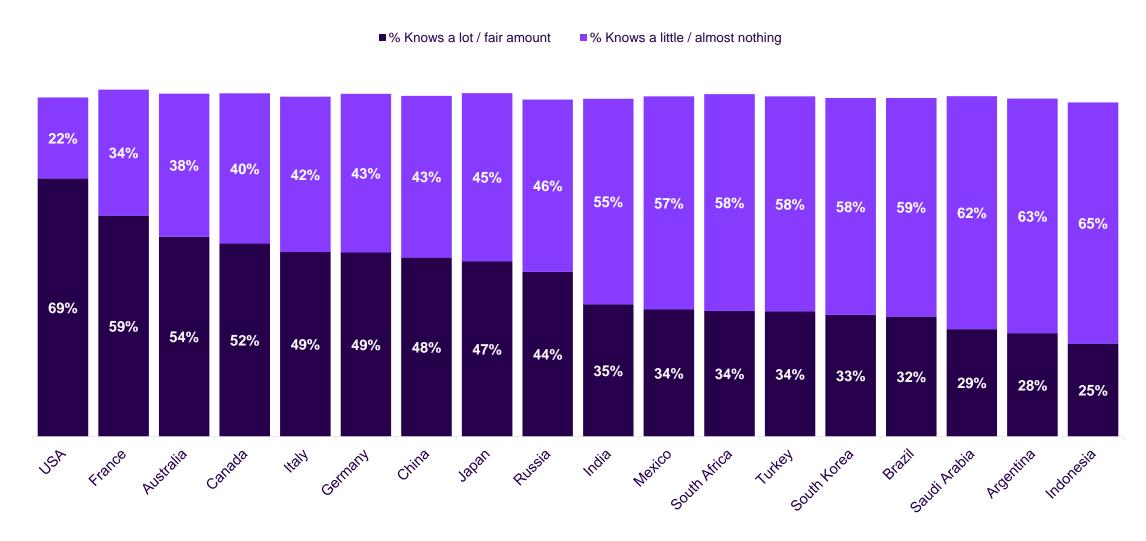
Q5/6/7. Thinking generally about people/government/institutions, to what extent do you distrust or trust the people/government/institutions, from each of these countries? | Base: Those who live in Wales, 2025 (n=8). Participants were not asked about their own country.

G20 countries and their perceived influence in the world overall



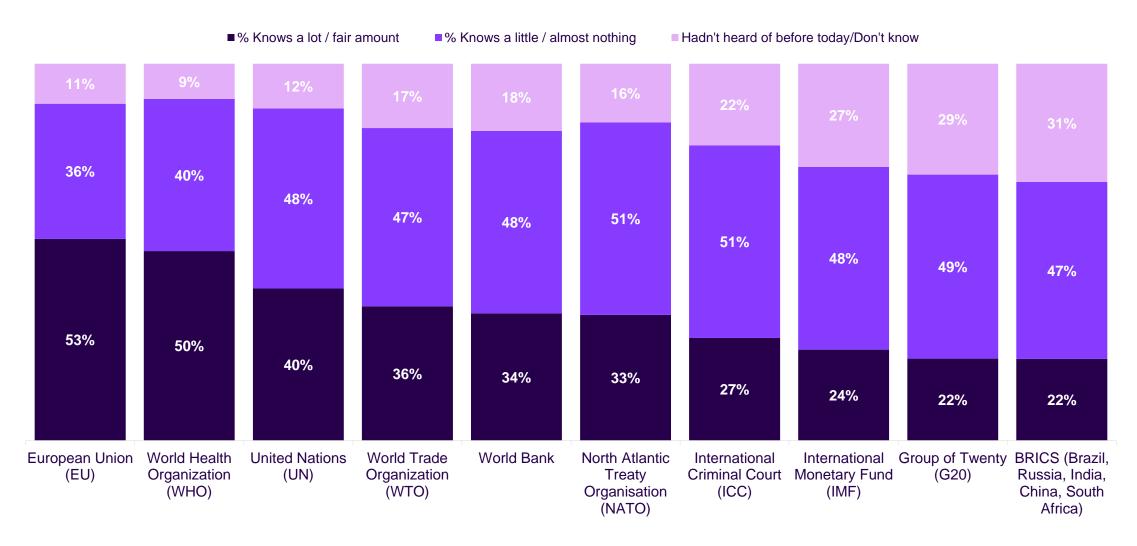
Q15D. And taking everything into account, how would you rate these countries on their overall influence in the world? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

Knowledge of G20 countries



Q15E. Overall, how much would you say you know about these countries? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

Knowledge of international institutions



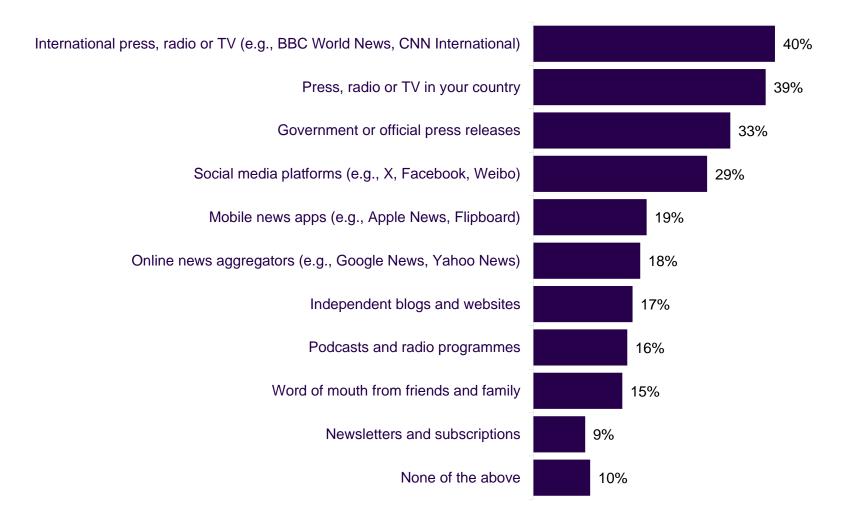
Trust in international institutions

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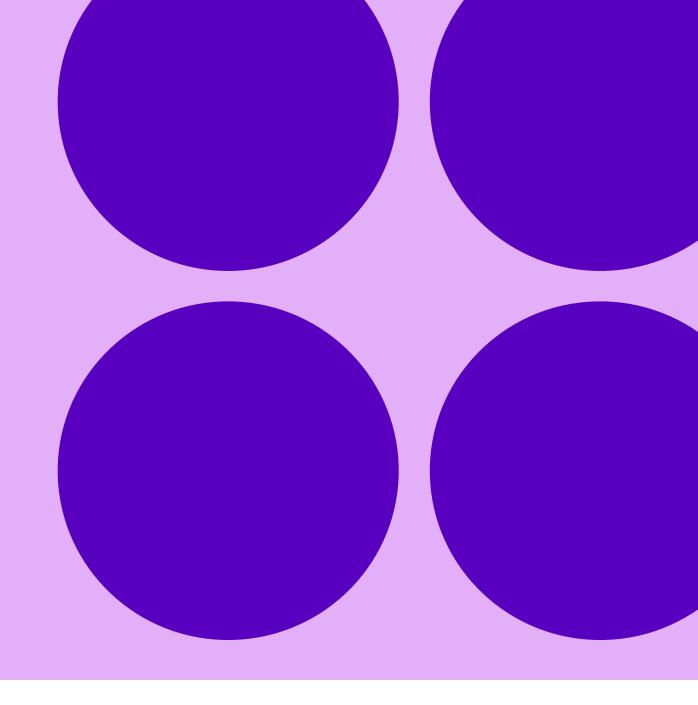
QI2. From what you know of these international institutions, to what extent do you distrust or trust the following international institutions? | Base: Those in Wales 2025 who were shown each of the options above (each option has its own base size)

Trust in media and information sources

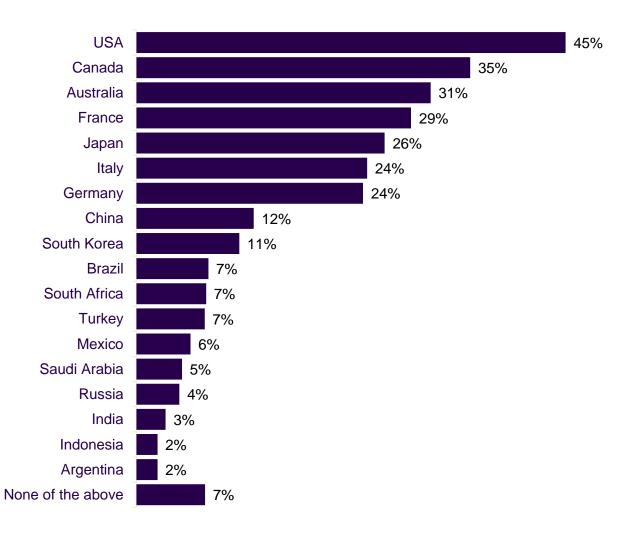


QI3. From the following list, please select up to three source(s) that you most trust for international news and information? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

Dimensions of attraction



Attractiveness of countries as places to study



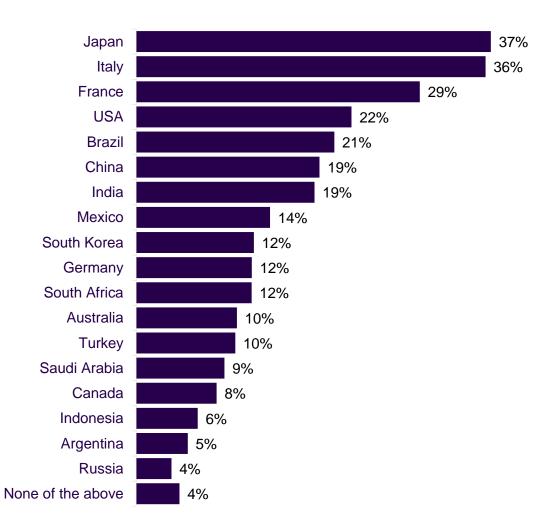
Q2a. Which THREE of the following countries do you find MOST attractive as a country in which to study? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

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	-

Q2a. Which THREE of the following countries do you find MOST attractive as a country in which to study? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

Attractiveness of countries as a source of arts and culture



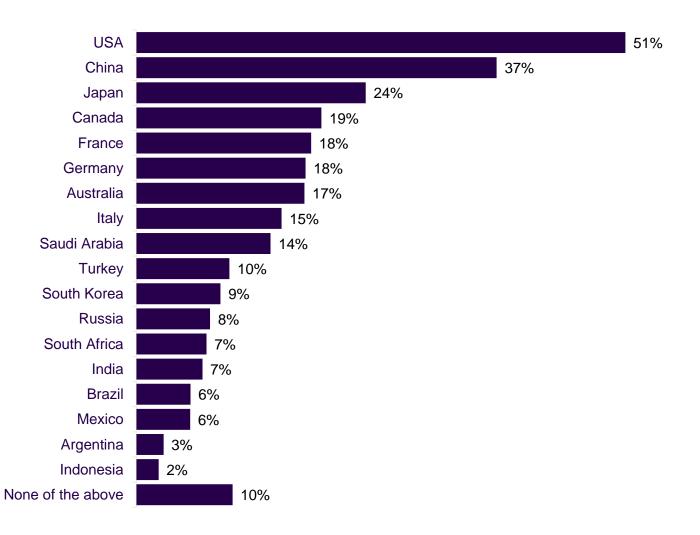
Q2ba. Which THREE of the following countries do you find MOST attractive as a source of arts and culture (e.g. classical/ popular music, digital arts, theatre, literature, visual arts, film, museums etc.)? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

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	-

Q2ba. Which THREE of the following countries do you find MOST attractive as a source of arts and culture (e.g. classical/ popular music, digital arts, theatre, literature, visual arts, film, museums etc.)? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

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



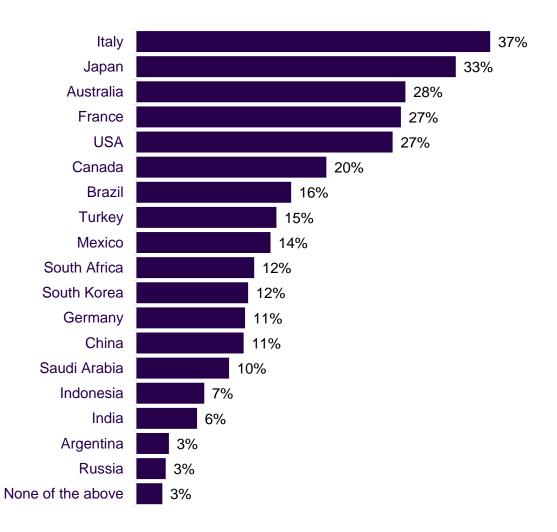
Q2e. Which THREE of the following countries do you find MOST attractive as a country with which to do business / trade? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

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	-

Q2e. Which THREE of the following countries do you find MOST attractive as a country with which to do business / trade? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

Attractiveness of countries as a place to visit as a tourist



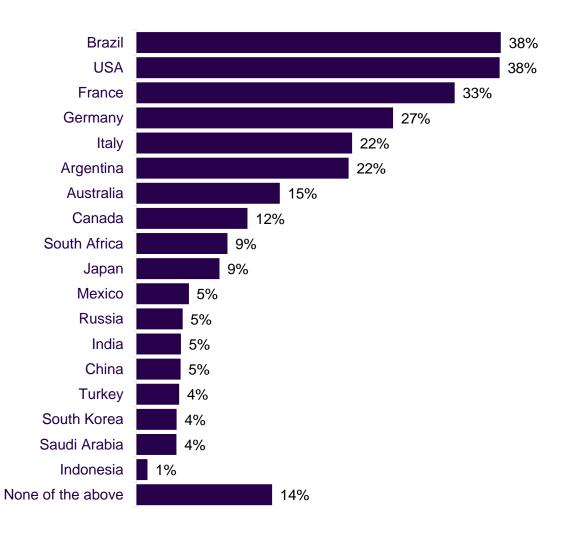
Q2f. Which THREE of the following countries do you find MOST attractive as a country to visit as a tourist? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

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	-

Q2f. Which THREE of the following countries do you find MOST attractive as a country to visit as a tourist? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

Attractiveness of countries for their sports teams, clubs and events

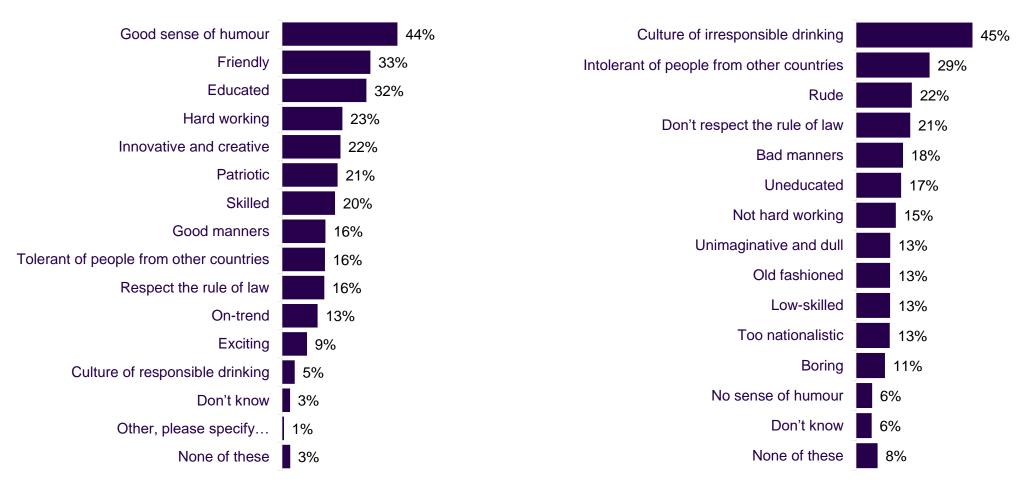


Q2g. Which THREE of the following countries do you find MOST attractive for its sports teams, clubs and events? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

The best and worst characteristics of people in the UK

Best characteristics

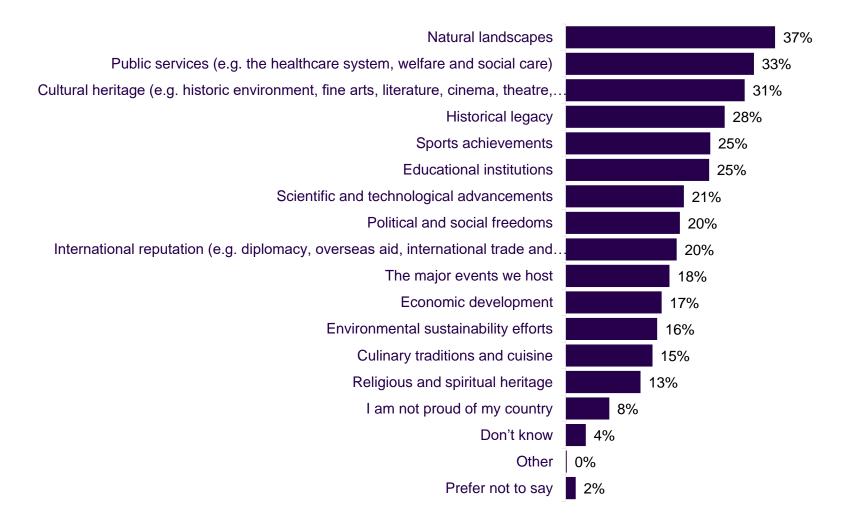
Worst characteristics



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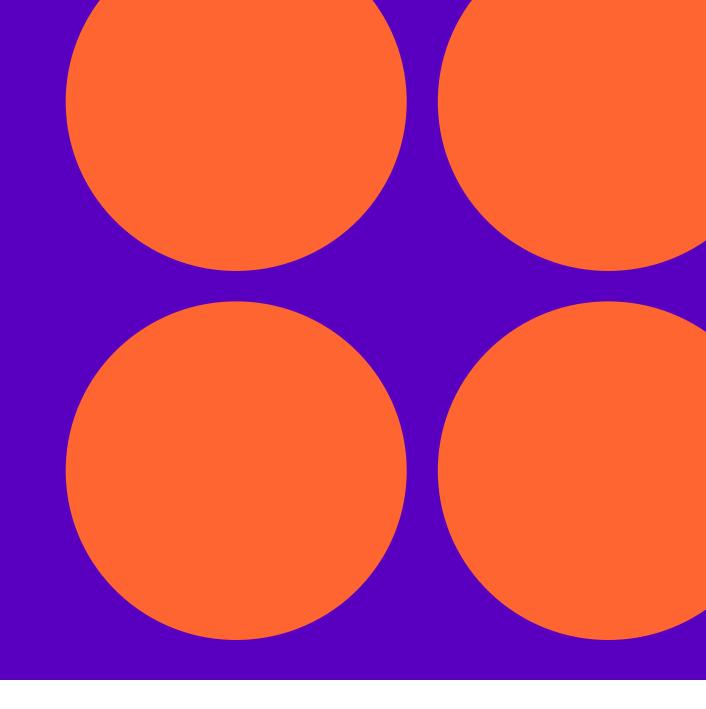
QPO2/QPO3. Thinking about people from the UK, from this list which THREE, if any, do you think are the best characteristics of people from the UK as a whole? QPO4/QPO5. Thinking about people from the UK, from this list which THREE, if any, do you think are the worst characteristics of people from the UK as a whole? | Base: Those in Wales, 2025 that answered the question about the UK (n=128)

Features of their country that makes participants proud

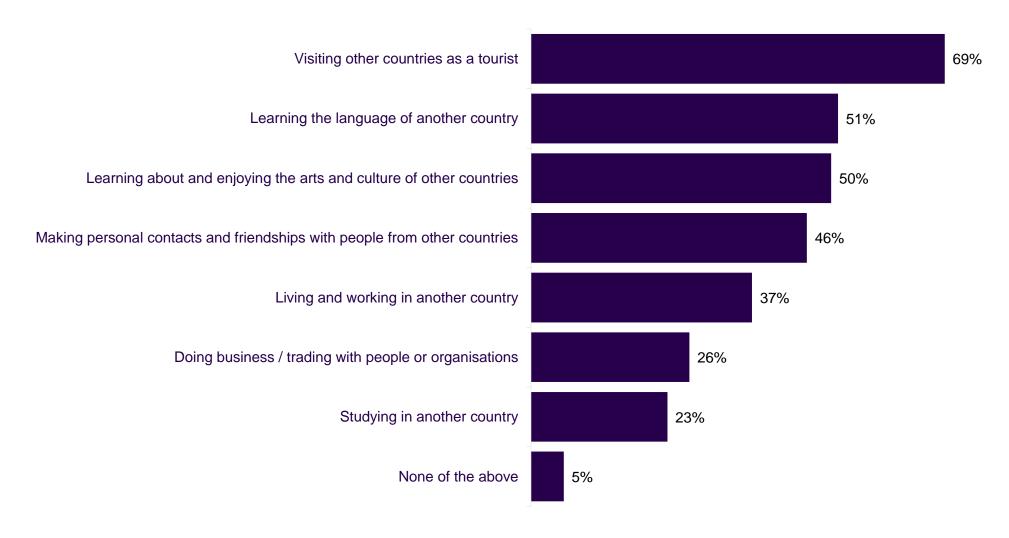


QI8. Which of the following makes you feel proud of your country? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

Past and future interaction with the UK



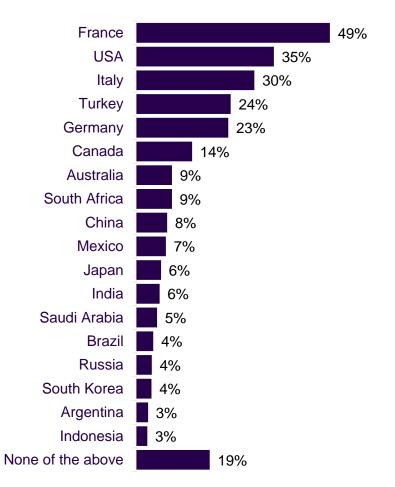
Level of interest in engaging with other countries

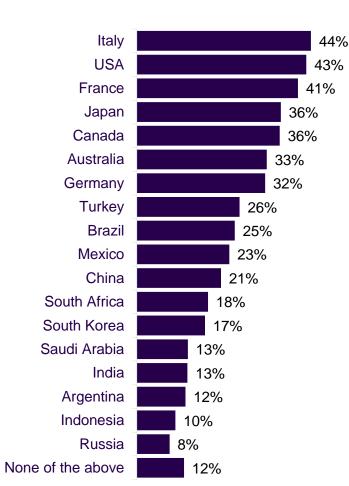


Q1. Which, if any, of the following are you particularly interested in? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

G20 countries which participants have visited, or intend to



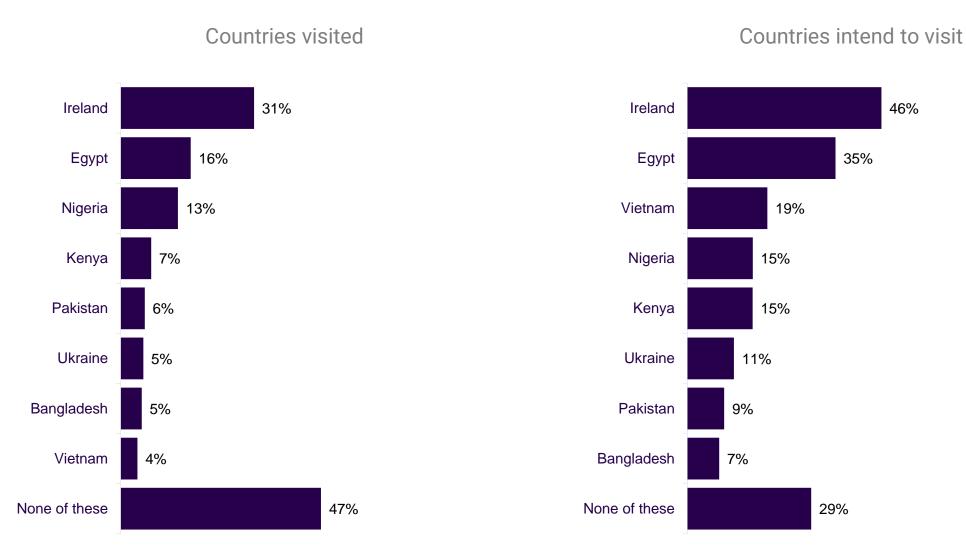




Countries intend to visit

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



Q15ai1. Please select any of the following countries that you have visited? | Q15bi1. 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.

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	-

Q15a1. Please select any of the following countries that you have visited? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

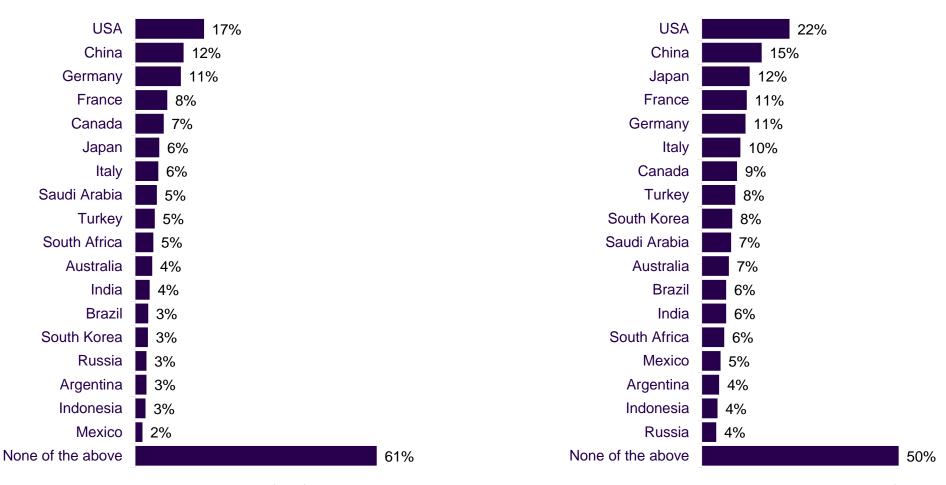
Countries participants intend to visit - trends 2016-2025 G20 countries

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

Countries done business/trade with

Countries intend to do business/trade with



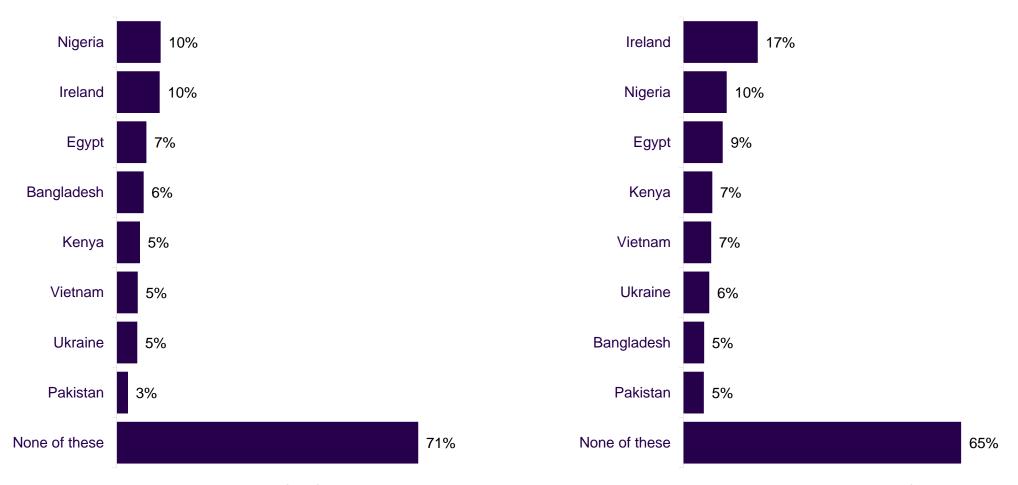
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Q15a2. Please select any of the following countries that you have done business / trade with? | Q15b2. And now thinking about your future plans... please select any of the following countries that you intend to do business or trade with / do business 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 done business/trade with

Countries intend to do business/trade with



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Q15ai2. Please select any of the following countries that you have done business / trade with? | Q15bi2. 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.

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	-

Q15a2. Please select any of the following countries that you have done business / trade with? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

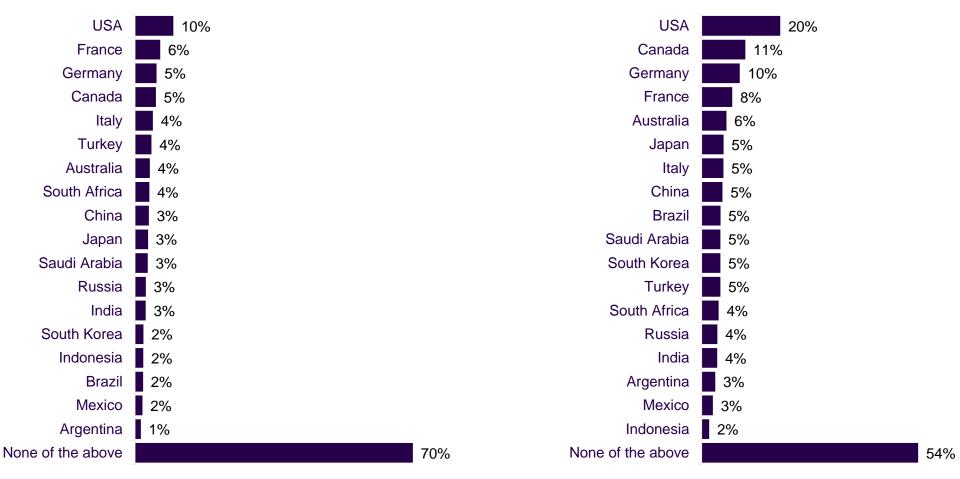
Countries which participants intend to do business/trade with - trends 2016-2025 G20 countries

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	-

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.

G20 countries participants have studied in, or intend to

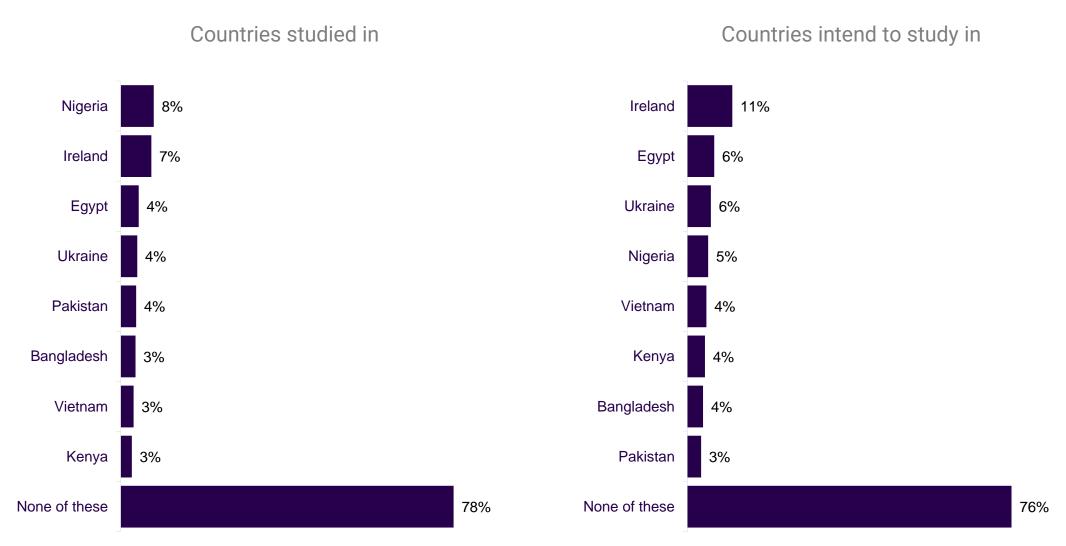




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Q15a3. Please select any of the following countries that you have studied in (at school, college or University)? | Q15b3. And now thinking about your future plans... please select any of the following countries that you intend to study in / study in 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



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Q15ai3. Please select any of the following countries that you have studied in (at school, college or University)? | Q15bi3. 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.

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	=	-

Q15a3. Please select any of the following countries that you have studied in (at school, college or University)? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

Countries which participants intend to study in - trends 2016-2025 G20 countries

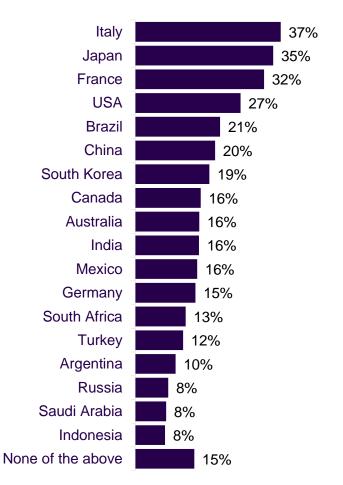
Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
USA			13	10	8	20	+12	-
Canada			2	7	2	11	+9	-
Germany			3	4	6	10	+4	-
France			3	4	4	8	+4	-
Australia			3	6	2	6	+4	-
Japan			4	4	2	5	+3	-
Italy			2	2	1	5	+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	=	-

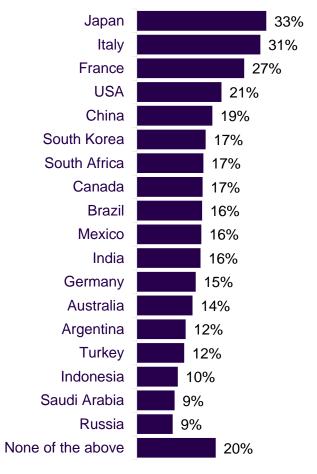
Q15b3. And now thinking about your future plans... please select any of the following countries that you intend to study in / study in again e.g. at school, college or University? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

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





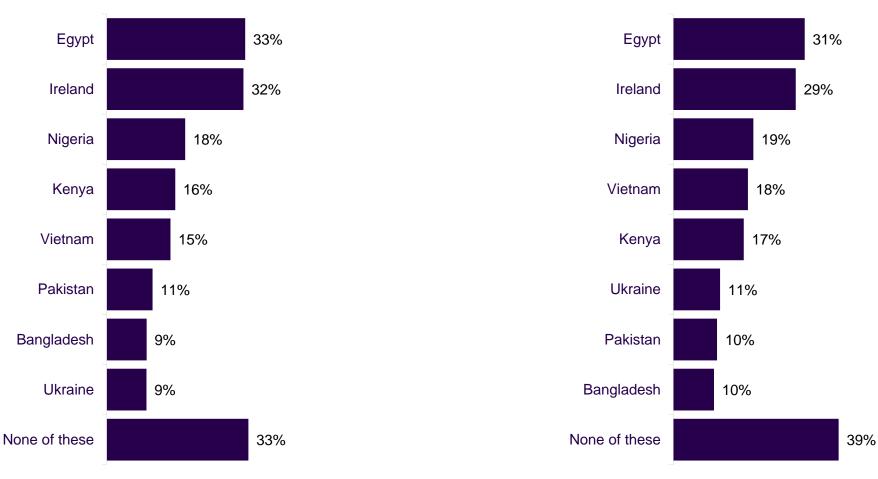
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Q15a4. Please select any of the following countries whose arts and culture you enjoy? | Q15b4. And now thinking about your future plans... please select any of the following countries whose arts & culture you intend to experience more in the future? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

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



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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 more in the future? | Base: Those who live in Wales, 2025 (n=500). 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	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	-

Q15a4. Please select any of the following countries whose arts and culture you enjoy? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

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

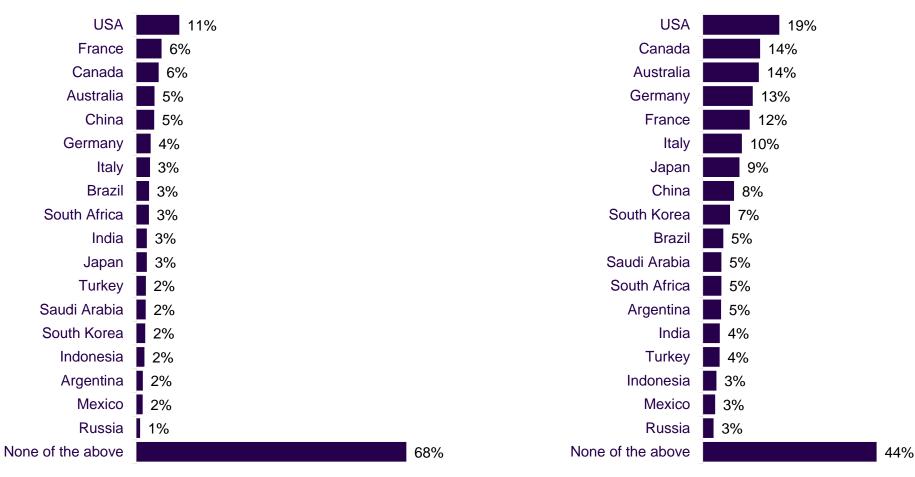
Countries	2016 Pre (%)	2018 (%)	2020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
Japan			31	31	26	33	+7	-
Italy			32	34	22	31	+9	-
France			23	30	23	27	+4	-
USA			32	32	22	21	-1	-
China			20	16	14	19	+5	-
South Korea			10	14	16	17	+1	-
South Africa			15	13	10	17	+7	-
Canada			21	22	16	17	+1	-
Brazil			15	14	14	16	+2	<u>-</u>
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	-

Q15b4. 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 Wales, 2025 (n=500). Participants were not asked about their own country.

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



Countries where respondent intends to live/work



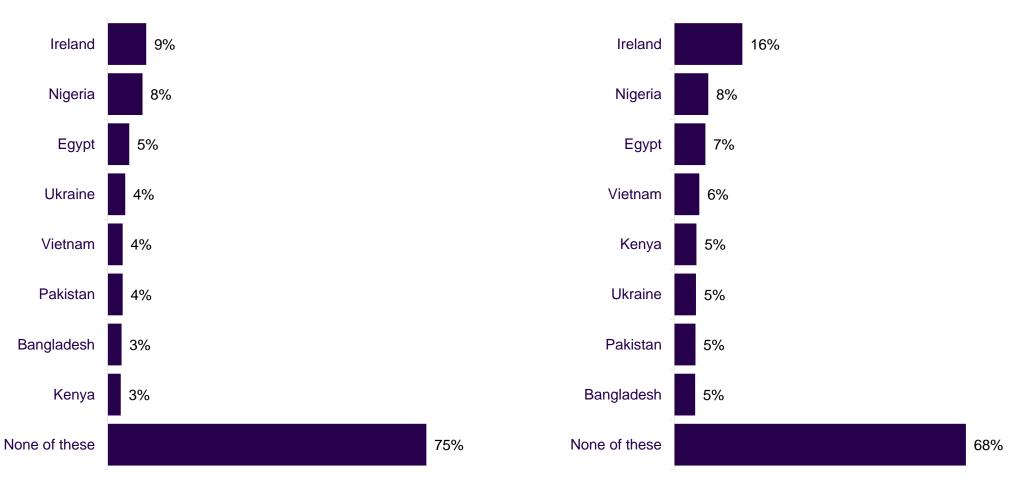
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Q15a5. Please select any of the following countries where you have lived and / or worked for at least six months? | Q15b5. And now thinking about your future plans... please select any of the following countries you intend to live and or work / live 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.

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



Countries where respondent intends to live/work

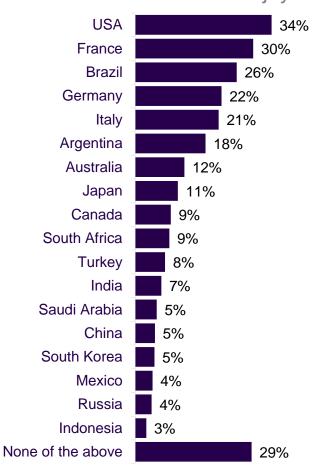


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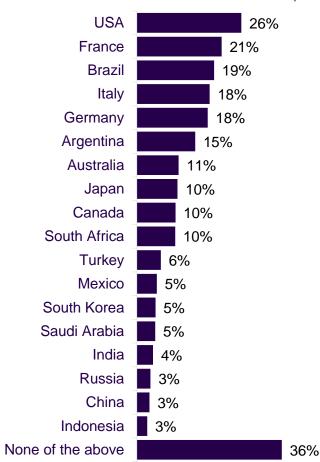
Q15ai5. Please select any of the following countries where you have lived and / or worked for at least six months? | Q15bi5. And now thinking about your future plans... please select any of the following countries you intend to live and or work / live and or work in again for at least six months? | Base: 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

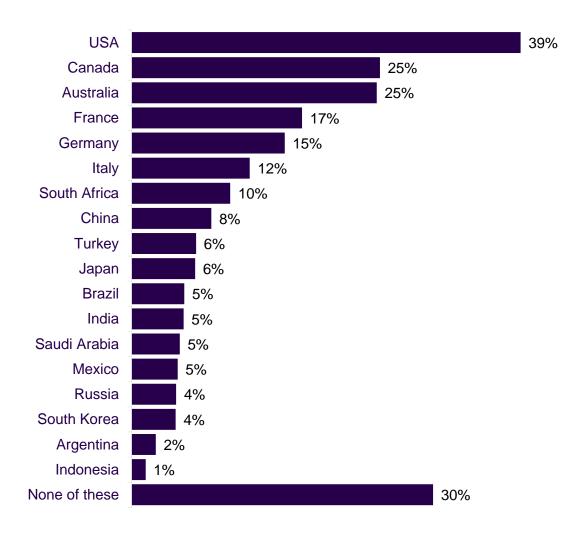


Countries with sports teams/clubs/events respondent intends to experience



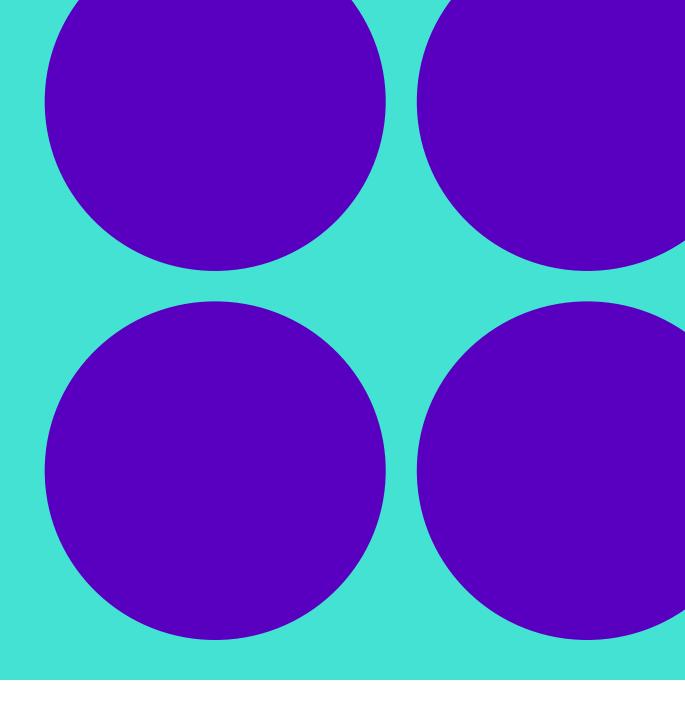
Q15a6. Please select any of the following countries whose sports teams, clubs and events you enjoy? | Q15b6. And now thinking about your future plans... whose sports teams, clubs and events you intend to experience (again)? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

G20 countries participants have or had family or friends in



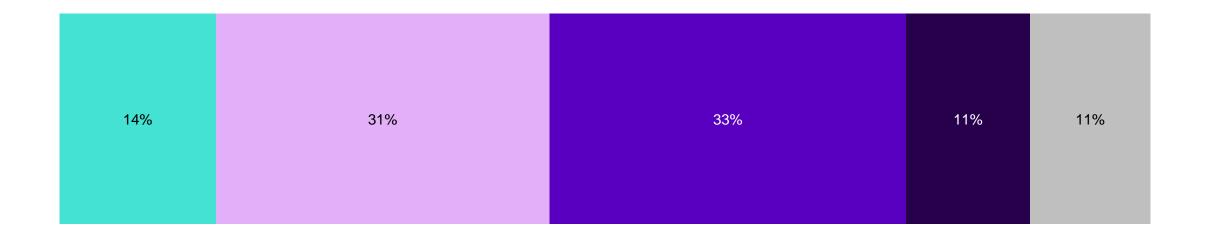
Q16a1_new. Please select any of the following countries for which the following statement is true: I have (or had) family or friends who currently live in or have lived in... | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

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



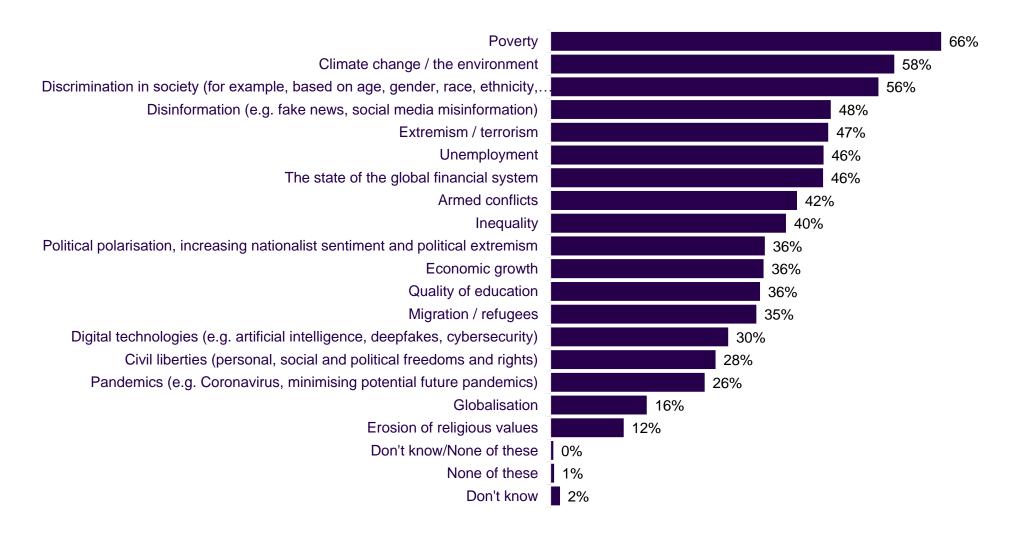
Participants' preferences for how their country should act internationally

■% Agree (0-4) ■% Disagree (6-10)

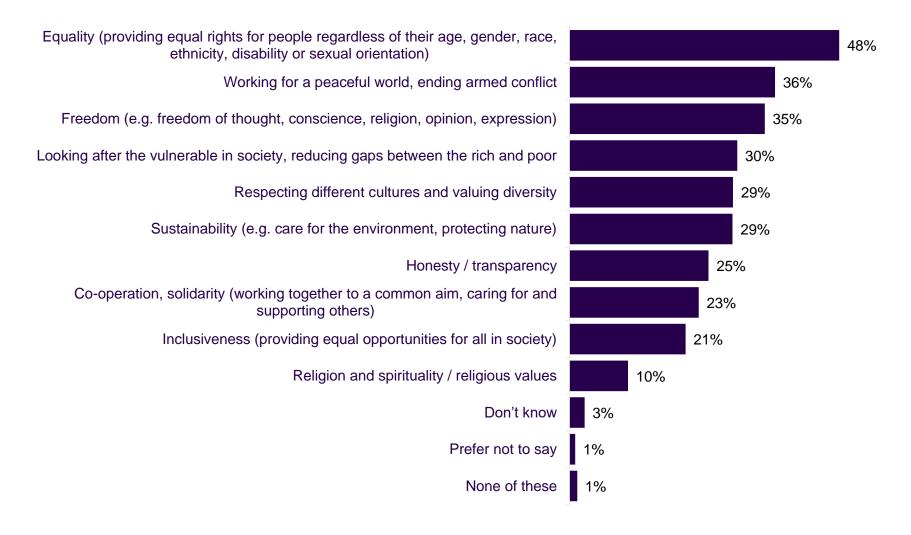


D8b. Please indicate how strongly you agree or disagree with each of the following statements regarding your country's actions in the international arena? | Base: Those who live in Wales, 2025 (n=500).

Issues facing the world



Values the world should support and encourage

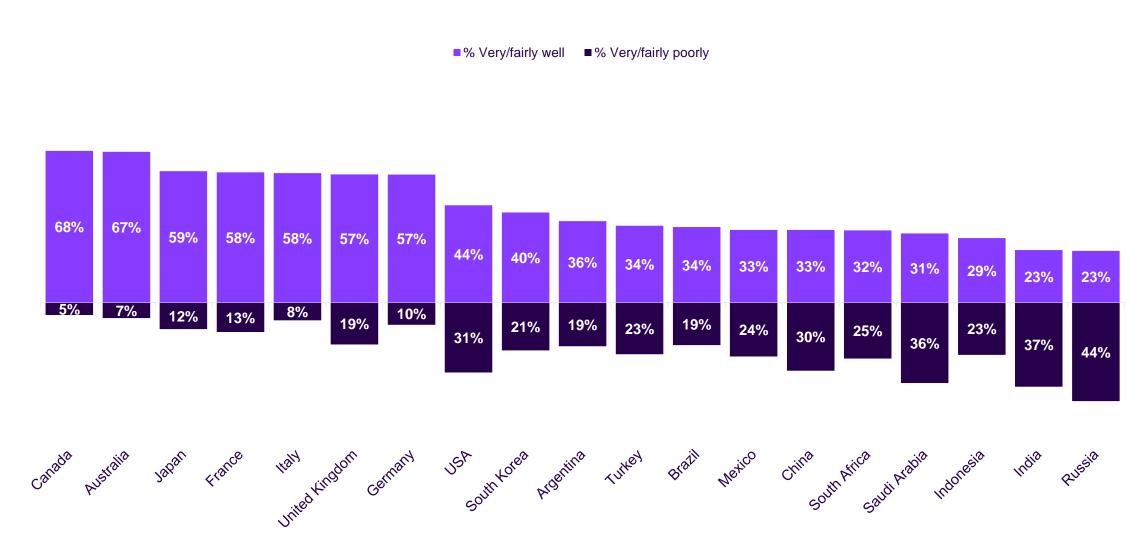


Q9a. Which THREE of the values listed below, if any, do you think are the most important values that countries around the world should support and encourage in the 21st century? | Base: Those who live in Wales, 2025 (n=500).

Issues facing the world - trends 2016-2025

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 - Guality of education 27 36 +9 - - Migration / refugees 32 <th>Issues 2016 Pre (%) 26</th> <th>018 (%) 20</th> <th>:020 (%)</th> <th>2021 (%)</th> <th>2023 (%)</th> <th>2025 (%)</th> <th>Change since 2023 (percentage points)</th> <th>Change since 2016 Pre (percentage points)</th>	Issues 2016 Pre (%) 26	018 (%) 20	:020 (%)	2021 (%)	2023 (%)	2025 (%)	Change since 2023 (percentage points)	Change since 2016 Pre (percentage points)
Discrimination in society 31 34 40 56 +15 -	Poverty		47	46	54	66	+13	-
Disinformation 35 31 28 48 +20 -	Climate change / the environment		60	56	43	58	+15	-
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 -	Discrimination in society		31	34	40	56	+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 15 15 21 28 +7 -	Disinformation		35	31	28	48	+20	-
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 -	Extremism / terrorism		50	29	32	47	+15	-
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 7 refugees 32 25 33 35 +2 - Digital technologies 30 - Civil liberties 15 15 21 28 +7 -	Unemployment		32	31	33	46	+14	-
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 -	The state of the global financial system		20	22	35	46	+11	-
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 -	Armed conflicts		27	25	35	42	+7	-
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 -	Inequality		25	28	28	40	+12	-
Quality of education 27 36 +9 - Migration / refugees 32 25 33 35 +2 - Digital technologies 30 - - - Civil liberties 15 15 21 28 +7 -	Political polarisation, increasing nationalist sentiment and political extremism		38	30	30	36	+6	-
Migration / refugees 32 25 33 35 +2 - Digital technologies 30 - - - Civil liberties 15 15 21 28 +7 -	Economic growth		18	16	29	36	+7	-
Digital technologies 30 - - Civil liberties 15 15 21 28 +7 -	Quality of education				27	36	+9	-
Civil liberties 15 15 21 28 +7 -	Migration / refugees		32	25	33	35	+2	-
	Digital technologies					30	-	-
Pandemics 2 44 23 26 +3 -	Civil liberties		15	15	21	28	+7	-
	Pandemics		2	44	23	26	+3	-
Globalisation 10 12 18 16 -1 -	Globalisation		10	12	18	16	-1	-
Erosion of religious values 9 5 8 12 +4 -	Erosion of religious values		9	5	8	12	+4	-

How well does each country support 21st century values?



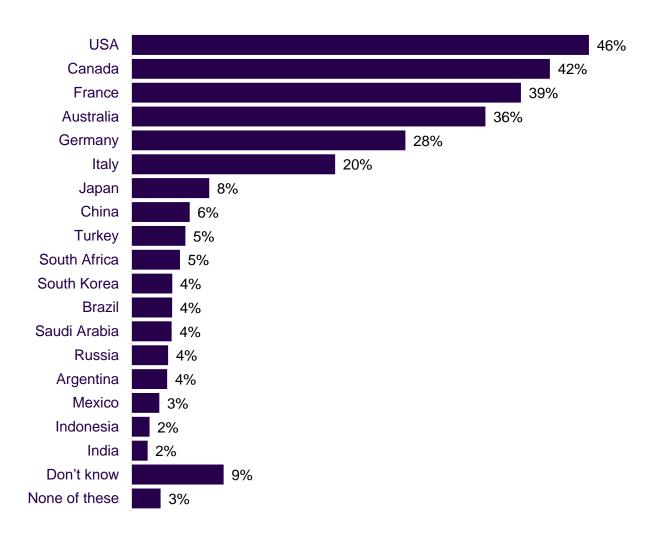
Q10. And thinking about both your own country and the other countries listed below, how well do you think they support and encourage the values you think are important in the 21st century? | Base: Those who live in Wales, 2025 (n=500).

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

Q10. And thinking about both your own country and the other countries listed below, how well do you think they support and encourage the values you think are important in the 21st century? | Base: Those who live in Wales, 2025 (n=500).

Countries with values closest to participant's country



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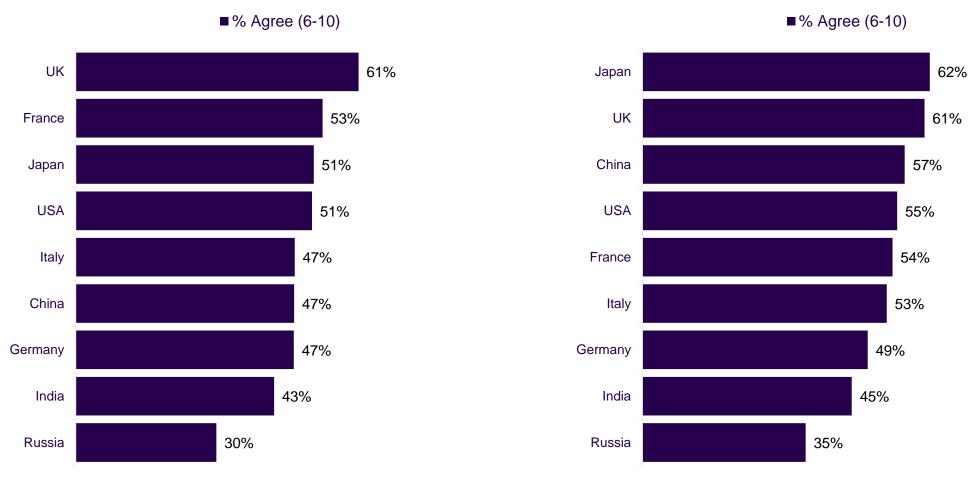
Q11_NEW. Which THREE of these countries do you consider to have values which are closest to those of [participant's country]? | Base: Those who live in Wales, 2025 (n=500). Participants were not asked about their own country.

Perceptions of soft power - openness



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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

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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 - education and innovation

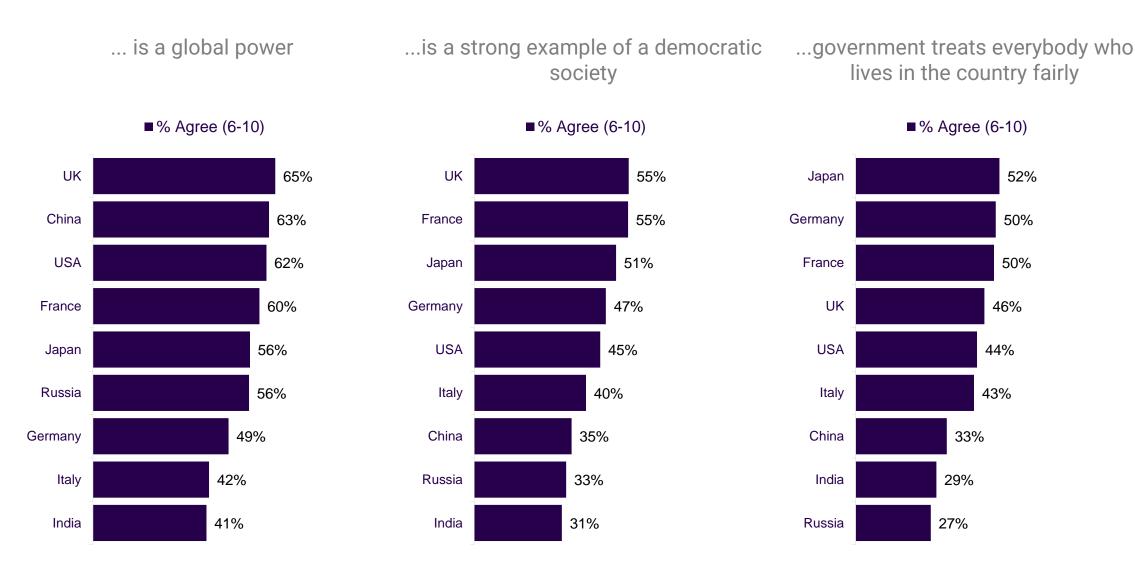


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Q12/Q14. Thinking specifically about [COUNTRY]/And still thinking specifically about [COUNTRY], to what extent do you agree or disagree with the following statements? | Base: Those in Wales 2025 that saw each country (China, n=114; France, n=131; Germany, n=126; India, n=112; Italy, n=133; Japan, n=123; Russia, n=127; UK, n=500; USA, n=134)

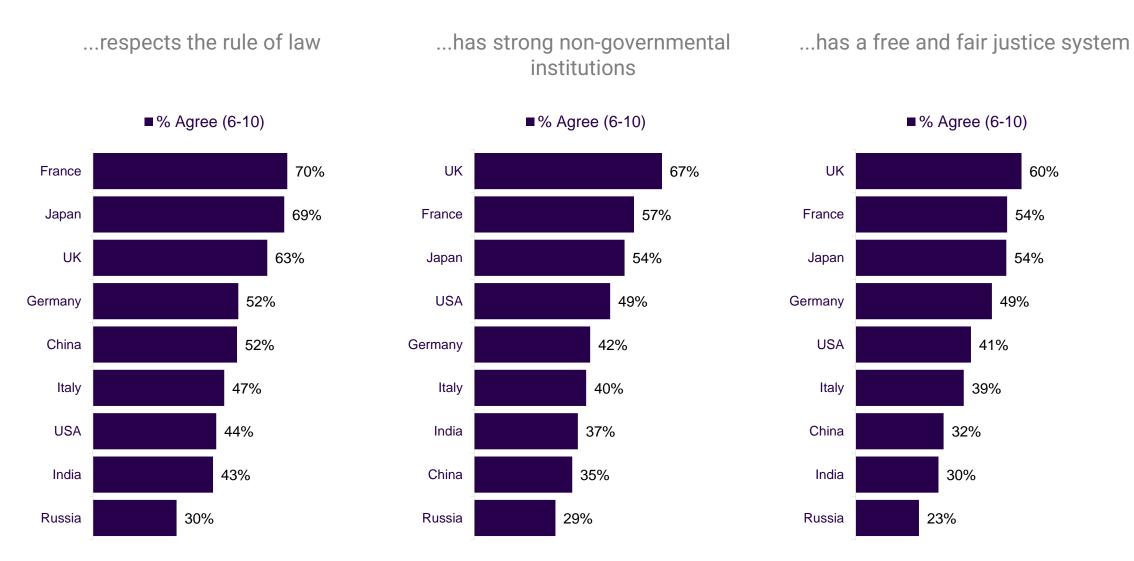
Perceptions of soft power - governance

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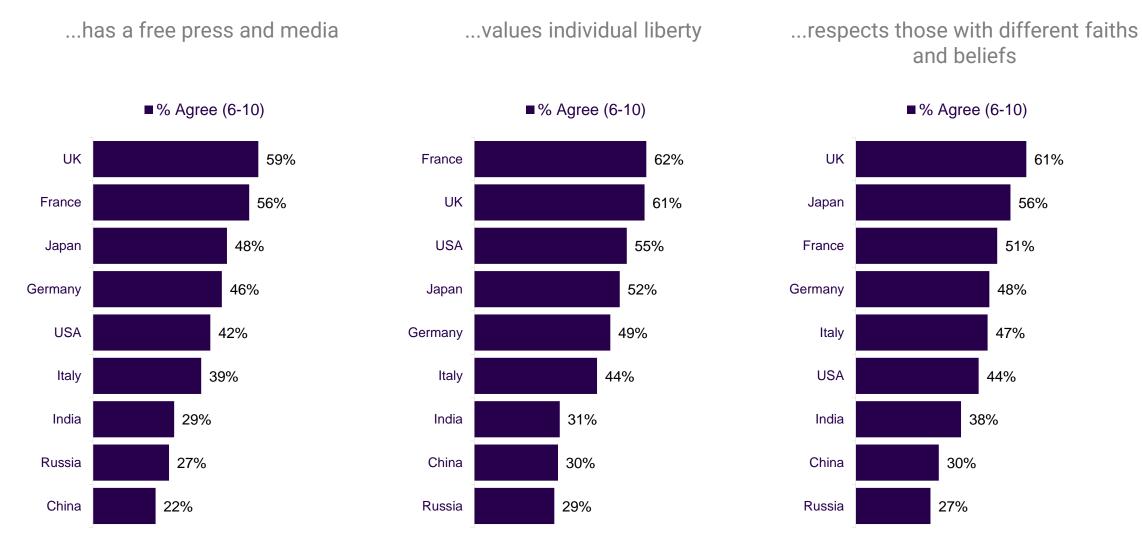
Q13. And still thinking specifically about [COUNTRY], to what extent do you agree or disagree with the following statements? | Base: Those in Wales 2025 that saw each country (China, n=114; France, n=131; Germany, n=126; India, n=112; Italy, n=133; Japan, n=123; Russia, n=127; UK, n=500; USA, n=134)

Perceptions of soft power - rule of law



Q14. And still 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)

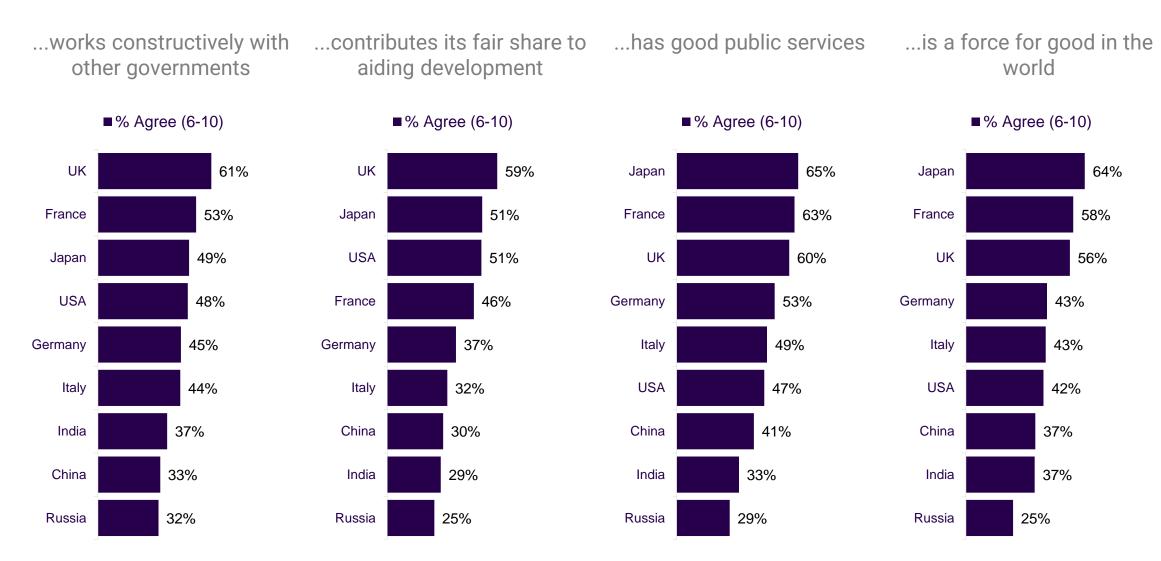
Perceptions of soft power - civil liberties



Q14. And still 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 - cooperation

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Q13. And still 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)