

WHAT IS SOFT POWER?



Political Values



Culture

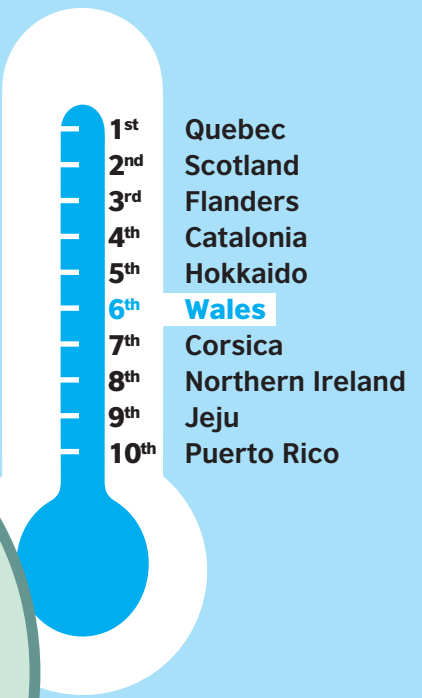


Foreign Policy

SOFT POWER

OVERALL RESULTS

Wales was compared to nine similar small countries/regions



30.6%

WALES PERFORMANCE IN POLLING

5,000 people were polled in 10 countries around the world



Favourability



Cuisine



Friendliness



Luxury goods



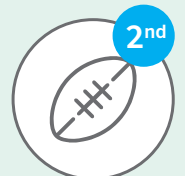
Political values



Liveability



Culture



Sport

30.6% of the people surveyed said they were 'highly knowledgeable about Wales'