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

WALES PERFORMANCE IN POLLING
30.6% of the people surveyed said they were ‘highly knowledgeable about Wales’

WHAT IS SOFT POWER?
Political Values
Culture
Foreign Policy

WALES SOFT POWER BAROMETER 2018

WHAT IS SOFT POWER?

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WALES PERFORMANCE IN POLLING
5,000 people were polled in 10 countries around the world

Overall results

1st Quebec
2nd Scotland
3rd Flanders
4th Catalonia
5th Hokkaido
6th Wales
7th Corsica
8th Northern Ireland
9th Jeju
10th Puerto Rico

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SOFT POWER

30.6%