

YouGov Survey Results

Sample Size: 1944 Chinese Adults
Fieldwork: 2013/12/16 - 2013/12/30

And which two or three, if any, of these countries do you see as being most important in terms of playing a leading role on the world stage? (Please choose up to three.)

	Age				Gender		City				
	Total	18 to 24	25 to 34	35 to 44	45+	Male	Female	Beijing	Guangzhou	Shanghai	Shenzhen
Unweighted Base	1944	531	873	394	146	1051	893	239	200	228	40
Base	1944	560	863	377	144	1063	881	237	201	226	40
Brazil	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%
France	14%	11%	14%	16%	13%	13%	15%	15%	11%	16%	17%
Germany	23%	14%	25%	27%	37%	28%	17%	23%	18%	29%	20%
India	2%	2%	2%	2%	-	2%	2%	3%	2%	2%	5%
Japan	8%	12%	7%	6%	4%	7%	9%	9%	8%	7%	13%
South Korea	3%	3%	2%	3%	3%	2%	3%	3%	5%	2%	-
United Kingdom	27%	27%	29%	25%	25%	23%	32%	26%	30%	26%	33%
USA	80%	79%	78%	84%	88%	80%	80%	80%	76%	77%	76%
Australia	6%	5%	6%	6%	4%	5%	6%	6%	7%	6%	5%
Canada	6%	6%	6%	7%	2%	5%	7%	8%	6%	9%	5%
Italy	3%	2%	5%	2%	1%	3%	3%	3%	4%	6%	3%
Russia	46%	44%	43%	50%	59%	52%	38%	40%	40%	37%	43%
Spain	1%	2%	1%	1%	1%	2%	1%	1%	2%	2%	-
Mexico	2%	1%	2%	2%	1%	2%	1%	2%	*	3%	-
North Korea	1%	2%	1%	1%	-	1%	1%	1%	1%	3%	-
None of these	1%	2%	1%	2%	2%	2%	1%	1%	2%	2%	-
Don't know	4%	5%	4%	3%	3%	3%	4%	3%	6%	2%	2%

Fieldwork: 2013/12/16 - 2013/12/30

Which two or three, if any, of the following languages would you most like to learn if you had the chance?
(Please choose up to three.)

	Age				Gender		City				
	Total	18 to 24	25 to 34	35 to 44	45+	Male	Female	Beijing	Guangzhou	Shanghai	Shenzhen
Unweighted Base	1944	531	873	394	146	1051	893	239	200	228	40
Base	1944	560	863	377	144	1063	881	237	201	226	40
Portuguese	3%	3%	3%	3%	1%	4%	2%	3%	*	3%	-
French	30%	35%	30%	27%	25%	24%	39%	32%	25%	27%	28%
German	19%	20%	18%	21%	16%	20%	18%	22%	13%	19%	18%
Hindi	1%	1%	*	1%	1%	*	1%	*	1%	-	3%
Japanese	21%	28%	20%	18%	12%	21%	21%	23%	26%	22%	30%
Korean	19%	26%	19%	13%	12%	13%	27%	17%	21%	11%	25%
English	68%	59%	70%	76%	73%	71%	65%	68%	72%	74%	62%
Russian	12%	11%	11%	13%	18%	12%	11%	12%	6%	9%	7%
Italian	5%	7%	5%	5%	3%	4%	7%	5%	7%	4%	2%
Arabic	3%	3%	4%	3%	2%	4%	3%	3%	2%	3%	3%
Spanish	8%	8%	8%	8%	10%	8%	8%	11%	6%	6%	8%
Bengali	1%	1%	*	-	1%	1%	*	1%	-	1%	3%
Cantonese	11%	12%	12%	9%	8%	11%	12%	7%	27%	10%	21%
None of these	2%	2%	1%	2%	5%	2%	1%	2%	1%	2%	5%
Don't know	2%	2%	2%	2%	7%	3%	1%	2%	3%	2%	2%

Fieldwork: 2013/12/16 - 2013/12/30

	Total	Age				Gender		City			
		18 to 24	25 to 34	35 to 44	45+	Male	Female	Beijing	Guangzhou	Shanghai	Shenzhen
Thinking about the UK's place in the world, how much influence do you think the UK has relative to other countries?											
Unweighted Base	1943	531	872	394	146	1051	892	239	200	228	40
Base	1943	560	862	377	144	1063	880	237	201	226	40
Significant influence	15%	12%	17%	17%	12%	15%	15%	23%	18%	19%	28%
Some influence	69%	73%	67%	69%	63%	69%	69%	64%	69%	68%	60%
Not very much influence	12%	10%	12%	12%	21%	12%	11%	9%	8%	11%	10%
No influence	1%	1%	1%	1%	1%	1%	*	*	1%	*	-
Don't know	3%	5%	4%	1%	3%	3%	4%	4%	4%	1%	2%
Do you think the UK has more or less of an influence on world events compared to 20 years ago, or has there been no change?											
Unweighted Base	1944	531	873	394	146	1051	893	239	200	228	40
Base	1944	560	863	377	144	1063	881	237	201	226	40
The UK has much more influence in the world compared to 20 years ago	8%	5%	9%	8%	9%	7%	9%	13%	11%	10%	15%
The UK has slightly more influence in the world compared to 20 years ago	24%	23%	26%	25%	15%	22%	27%	25%	30%	30%	23%
The UK has slightly less influence in the world compared to 20 years ago	46%	50%	44%	41%	52%	47%	44%	39%	37%	42%	40%
The UK has a lot less influence in the world compared to 20 years ago	14%	10%	13%	20%	18%	18%	9%	16%	14%	12%	13%
No change – the UK has a lot of influence now and also did 20 years ago too	2%	3%	3%	2%	1%	2%	3%	2%	1%	4%	2%
No change – the UK does not have a lot of influence now and 20 years ago too	1%	1%	*	1%	1%	1%	*	-	*	*	2%
Don't know	6%	9%	5%	3%	3%	4%	7%	4%	7%	1%	5%

Fieldwork: 2013/12/16 - 2013/12/30

And over the next 20 years, do you think...

How important, if at all, do you think it is for China to have a close relationship with the UK?

	Age				Gender		City				
Total	18 to 24	25 to 34	35 to 44	45+	Male	Female	Beijing	Guangzhou	Shanghai	Shenzhen	
Unweighted Base	1944	531	873	394	146	1051	893	239	200	228	40
Base	1944	560	863	377	144	1063	881	237	201	226	40
increase a lot	9%	6%	10%	8%	10%	8%	9%	12%	12%	10%	15%
increase a little	31%	29%	33%	32%	19%	29%	32%	32%	36%	39%	28%
The UK's influence in the world will stay about the same as now	25%	29%	23%	23%	31%	24%	27%	27%	20%	25%	27%
The UK's influence in the world will decrease a little	24%	23%	22%	27%	29%	29%	17%	18%	21%	19%	18%
decrease a lot	4%	3%	4%	6%	6%	5%	3%	4%	3%	5%	8%
Don't know	8%	10%	8%	4%	6%	5%	10%	7%	8%	3%	5%
Unweighted Base	1944	531	873	394	146	1051	893	239	200	228	40
Base	1944	560	863	377	144	1063	881	237	201	226	40
Very important	37%	39%	37%	35%	28%	35%	39%	42%	38%	32%	32%
Fairly important	55%	54%	52%	59%	62%	56%	54%	51%	53%	57%	58%
Not very important	5%	3%	6%	5%	7%	6%	4%	5%	5%	7%	5%
Not important at all	1%	1%	1%	*	-	1%	*	-	-	1%	2%
Don't know	3%	3%	4%	1%	3%	3%	3%	2%	5%	3%	2%

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Sample Size: 1944 Chinese Adults
Fieldwork: 2013/12/16 - 2013/12/30

And which two or three, if any, of these countries do you see as being most important in terms of playing a leading role on the world stage? (Please choose up to three.)

	Region						Tier			Working status	
	East China	North China	North East China	North West China	South Central China	South West China	Tier 1	Tier 2	Tier 3	Working	Not working
	Unweighted Base	694	426	114	27	444	137	707	931	204	1558
Base	691	425	114	27	447	137	704	933	203	1547	371
Brazil	2%	2%	2%	-	1%	2%	2%	1%	1%	2%	1%
France	14%	13%	16%	19%	14%	10%	14%	14%	9%	14%	10%
Germany	25%	23%	24%	14%	19%	28%	23%	24%	19%	25%	16%
India	1%	2%	4%	-	2%	1%	3%	1%	1%	2%	1%
Japan	8%	7%	4%	11%	9%	10%	8%	8%	9%	8%	9%
South Korea	2%	2%	3%	4%	3%	1%	3%	2%	3%	3%	2%
United Kingdom	26%	27%	24%	25%	28%	33%	28%	27%	26%	28%	26%
USA	82%	79%	82%	78%	79%	83%	78%	82%	82%	80%	82%
Australia	6%	7%	4%	-	5%	7%	6%	6%	4%	6%	3%
Canada	6%	7%	5%	4%	5%	4%	8%	5%	4%	7%	4%
Italy	4%	2%	2%	4%	4%	1%	4%	3%	1%	4%	1%
Russia	47%	45%	49%	41%	44%	41%	39%	49%	51%	45%	48%
Spain	1%	1%	2%	4%	1%	3%	1%	1%	1%	1%	1%
Mexico	2%	1%	2%	-	1%	1%	2%	1%	2%	2%	*
North Korea	1%	1%	5%	-	1%	1%	1%	1%	1%	1%	1%
None of these	1%	2%	2%	-	1%	1%	1%	1%	*	1%	2%
Don't know	3%	3%	1%	11%	6%	4%	3%	4%	6%	4%	5%

Fieldwork: 2013/12/16 - 2013/12/30

Which two or three, if any, of the following languages would you most like to learn if you had the chance?
(Please choose up to three.)

	Region						Tier			Working status	
	East China	North China	North East China	North West China	South Central China	South West China	Tier 1	Tier 2	Tier 3	Working	Not working
Unweighted Base	694	426	114	27	444	137	707	931	204	1558	361
Base	691	425	114	27	447	137	704	933	203	1547	371
Portuguese	3%	3%	3%	8%	2%	2%	2%	4%	1%	3%	2%
French	30%	30%	31%	25%	29%	29%	28%	32%	27%	28%	39%
German	20%	21%	24%	4%	16%	16%	18%	21%	15%	18%	22%
Hindi	*	*	1%	-	*	2%	*	1%	-	1%	1%
Japanese	20%	22%	19%	15%	25%	21%	24%	19%	21%	19%	30%
Korean	17%	17%	22%	23%	22%	21%	17%	19%	25%	18%	24%
English	69%	70%	55%	56%	69%	69%	71%	66%	68%	70%	60%
Russian	11%	13%	16%	16%	7%	15%	9%	12%	16%	12%	10%
Italian	5%	6%	5%	4%	6%	4%	5%	5%	6%	5%	6%
Arabic	3%	3%	2%	7%	4%	5%	3%	4%	3%	3%	3%
Spanish	8%	9%	10%	15%	6%	10%	8%	9%	5%	8%	8%
Bengali	*	1%	1%	-	*	1%	1%	*	1%	1%	-
Cantonese	10%	6%	11%	4%	19%	9%	14%	10%	6%	11%	13%
None of these	2%	2%	3%	-	1%	2%	2%	2%	3%	2%	2%
Don't know	2%	2%	-	11%	4%	2%	2%	2%	3%	2%	1%

Fieldwork: 2013/12/16 - 2013/12/30

	Region						Tier			Working status	
	East China	North China	North East China	North West China	South Central China	South West China	Tier 1	Tier 2	Tier 3	Working	Not working
Thinking about the UK's place in the world, how much influence do you think the UK has relative to other countries?											
Unweighted Base	693	426	114	27	444	137	707	930	204	1557	361
Base	690	425	114	27	447	137	704	932	203	1546	371
Significant influence	14%	18%	14%	4%	15%	14%	20%	12%	12%	16%	10%
Some influence	70%	67%	70%	70%	70%	64%	67%	70%	71%	68%	72%
Not very much influence	13%	10%	9%	7%	10%	18%	10%	13%	11%	12%	11%
No influence	1%	1%	3%	4%	*	1%	1%	1%	-	1%	1%
Don't know	2%	4%	4%	15%	4%	4%	3%	3%	7%	3%	6%
Do you think the UK has more or less of an influence on world events compared to 20 years ago, or has there been no change?											
Unweighted Base	694	426	114	27	444	137	707	931	204	1558	361
Base	691	425	114	27	447	137	704	933	203	1547	371
The UK has much more influence in the world compared to 20 years ago	7%	9%	13%	-	9%	5%	12%	5%	7%	9%	4%
The UK has slightly more influence in the world compared to 20 years ago	26%	23%	21%	26%	25%	23%	28%	24%	19%	25%	20%
The UK has slightly less influence in the world compared to 20 years ago	46%	44%	46%	37%	43%	50%	39%	48%	50%	44%	52%
The UK has a lot less influence in the world compared to 20 years ago	13%	15%	10%	18%	14%	17%	14%	14%	14%	14%	11%
No change – the UK has a lot of influence now and also did 20 years ago too	2%	3%	4%	4%	2%	-	3%	3%	1%	2%	2%
No change – the UK does not have a lot of influence now and 20 years ago too	1%	*	-	-	*	-	*	*	1%	1%	1%
Don't know	4%	6%	6%	15%	7%	6%	4%	6%	8%	5%	10%

Fieldwork: 2013/12/16 - 2013/12/30

And over the next 20 years, do you think...

How important, if at all, do you think it is for China to have a close relationship with the UK?

		Region						Tier			Working status	
		East China	North China	North East China	North West China	South Central China	South West China	Tier 1	Tier 2	Tier 3	Working	Not working
Unweighted Base		694	426	114	27	444	137	707	931	204	1558	361
Base		691	425	114	27	447	137	704	933	203	1547	371
increase a lot		8%	10%	12%	-	10%	5%	12%	7%	8%	9%	7%
increase a little		32%	33%	28%	25%	31%	27%	35%	30%	23%	32%	26%
The UK's influence in the world will stay about the same as now		25%	25%	29%	23%	25%	23%	24%	25%	26%	25%	27%
The UK's influence in the world will decrease a little		24%	22%	20%	22%	21%	30%	19%	25%	27%	23%	24%
decrease a lot		4%	4%	2%	11%	5%	6%	4%	4%	5%	4%	4%
Don't know		7%	6%	9%	19%	8%	9%	6%	8%	10%	7%	12%
Unweighted Base		694	426	114	27	444	137	707	931	204	1558	361
Base		691	425	114	27	447	137	704	933	203	1547	371
Very important		35%	39%	40%	27%	38%	35%	37%	37%	36%	35%	42%
Fairly important		56%	54%	53%	66%	53%	56%	54%	55%	54%	55%	52%
Not very important		5%	5%	3%	-	5%	6%	6%	5%	4%	6%	2%
Not important at all		1%	*	1%	-	*	1%	*	1%	1%	1%	1%
Don't know		2%	2%	3%	8%	5%	2%	3%	3%	4%	3%	3%

YouGov Survey Results

Sample Size: 1944 Chinese Adults
Fieldwork: 2013/12/16 - 2013/12/30

And which two or three, if any, of these countries do you see as being most important in terms of playing a leading role on the world stage? (Please choose up to three.)

	Income				Marital Status		Kids in HH	
	Less than 2001	2,001 to 8,000	8,001 +	Prefer not to say/DK	Married/living as married	Single/Unmarried	Yes	No
Unweighted Base	172	673	1032	67	1293	651	1073	846
Base	176	677	1024	68	1272	672	1052	866
Brazil	3%	1%	2%	-	2%	1%	2%	1%
France	11%	12%	16%	5%	15%	10%	16%	11%
Germany	15%	21%	27%	11%	26%	18%	26%	20%
India	1%	2%	2%	1%	2%	1%	2%	1%
Japan	8%	8%	8%	9%	7%	11%	7%	9%
South Korea	5%	2%	3%	-	3%	2%	3%	2%
United Kingdom	29%	27%	27%	27%	27%	28%	26%	28%
USA	74%	81%	81%	75%	79%	82%	79%	82%
Australia	3%	5%	7%	1%	7%	4%	7%	5%
Canada	5%	5%	7%	4%	6%	6%	6%	6%
Italy	1%	3%	4%	3%	4%	2%	4%	2%
Russia	40%	49%	45%	42%	46%	45%	46%	44%
Spain	1%	2%	1%	3%	1%	1%	1%	1%
Mexico	1%	1%	2%	-	2%	1%	2%	1%
North Korea	2%	1%	1%	-	1%	1%	1%	1%
None of these	1%	1%	1%	3%	1%	2%	1%	2%
Don't know	9%	5%	2%	14%	3%	6%	3%	5%

Fieldwork: 2013/12/16 - 2013/12/30

Which two or three, if any, of the following languages would you most like to learn if you had the chance?
(Please choose up to three.)

	Income				Marital Status		Kids in HH	
	Less than 2001	2,001 to 8,000	8,001 +	Prefer not to say/DK	Married/living as married	Single/Unmarried	Yes	No
	Unweighted Base	172	673	1032	67	1293	651	1073
Base	176	677	1024	68	1272	672	1052	866
Portuguese	2%	2%	3%	3%	3%	3%	3%	3%
French	39%	32%	27%	39%	28%	35%	28%	34%
German	19%	20%	19%	20%	18%	21%	17%	21%
Hindi	1%	*	1%	-	*	1%	*	1%
Japanese	24%	21%	20%	33%	19%	25%	18%	25%
Korean	22%	25%	15%	25%	18%	23%	17%	22%
English	54%	66%	73%	60%	74%	58%	75%	60%
Russian	13%	13%	10%	10%	12%	11%	12%	11%
Italian	5%	6%	5%	9%	5%	6%	4%	7%
Arabic	6%	4%	3%	2%	3%	4%	3%	4%
Spanish	7%	7%	8%	11%	7%	10%	6%	10%
Bengali	2%	*	1%	-	*	1%	1%	1%
Cantonese	11%	9%	12%	17%	10%	13%	11%	11%
None of these	3%	2%	2%	2%	2%	2%	2%	2%
Don't know	5%	2%	2%	3%	2%	3%	2%	3%

Fieldwork: 2013/12/16 - 2013/12/30

	Income				Marital Status		Kids in HH	
	Less than 2001	2,001 to 8,000	8,001 +	Prefer not to say/DK	Married/living as married	Single/Unmarried	Yes	No
Thinking about the UK's place in the world, how much influence do you think the UK has relative to other countries?								
Unweighted Base	172	673	1031	67	1292	651	1072	846
Base	176	677	1023	68	1271	672	1051	866
Significant influence	9%	10%	20%	7%	17%	11%	18%	11%
Some influence	65%	72%	68%	70%	67%	73%	66%	72%
Not very much influence	15%	13%	11%	12%	13%	10%	12%	12%
No influence	2%	1%	1%	2%	1%	1%	1%	1%
Don't know	9%	4%	2%	9%	3%	5%	3%	5%
Do you think the UK has more or less of an influence on world events compared to 20 years ago, or has there been no change?								
Unweighted Base	172	673	1032	67	1293	651	1073	846
Base	176	677	1024	68	1272	672	1052	866
The UK has much more influence in the world compared to 20 years ago	6%	5%	10%	1%	10%	4%	10%	5%
The UK has slightly more influence in the world compared to 20 years ago	18%	18%	29%	24%	26%	21%	27%	21%
The UK has slightly less influence in the world compared to 20 years ago	45%	51%	43%	41%	43%	50%	42%	49%
The UK has a lot less influence in the world compared to 20 years ago	13%	14%	14%	9%	15%	12%	15%	12%
No change – the UK has a lot of influence now and also did 20 years ago too	3%	3%	2%	3%	2%	3%	1%	4%
No change – the UK does not have a lot of influence now and 20 years ago too	-	1%	*	-	1%	*	*	1%
Don't know	15%	8%	2%	22%	4%	9%	4%	8%

Fieldwork: 2013/12/16 - 2013/12/30

And over the next 20 years, do you think...

How important, if at all, do you think it is for China to have a close relationship with the UK?

Income				Marital Status		Kids in HH					
Less than 2001	2,001 to 8,000	8,001 +	Prefer not to say/DK	Married/living as married	Single/Unmarried	Yes	No				
Unweighted Base				172	673	1032	67	1293	651	1073	846
Base				176	677	1024	68	1272	672	1052	866
increase a lot	6%	6%	11%	1%	10%	6%	10%	6%	10%	6%	
increase a little	24%	26%	35%	23%	32%	27%	34%	27%	34%	27%	
The UK's influence in the world will stay about the same as now	24%	28%	24%	30%	24%	29%	23%	29%	23%	29%	
The UK's influence in the world will decrease a little	23%	25%	23%	16%	23%	24%	23%	24%	23%	24%	
decrease a lot	6%	4%	4%	3%	5%	3%	5%	3%	5%	3%	
Don't know	17%	9%	4%	27%	6%	11%	5%	10%	5%	10%	
Unweighted Base				172	673	1032	67	1293	651	1073	846
Base				176	677	1024	68	1272	672	1052	866
Very important	37%	36%	37%	37%	36%	38%	36%	37%	36%	37%	
Fairly important	55%	53%	56%	54%	54%	56%	55%	55%	55%	55%	
Not very important	2%	6%	5%	-	6%	3%	6%	4%	6%	4%	
Not important at all	1%	1%	1%	-	1%	*	1%	*	1%	*	
Don't know	5%	3%	2%	9%	3%	3%	3%	3%	3%	3%	