



NORTH ATLANTIC TREATY ORGANIZATION
ORGANISATION DU TRAITÉ DE L'ATLANTIQUE NORD



NATO Audience Research: pre-Summit polling results 2024

Public Diplomacy Division

Methodology

Coverage	32 NATO Allies: general population (18+).
Sample size	n= 1000 in each country, except n= 500 in Albania and Montenegro. 31,386 interviews conducted in total. 30,481 interviews conducted in 2023; 28,871 interviews were conducted in 2022.
Methodology	Online interviews, quotas applied on gender, age and region. In Albania and Montenegro interviews were conducted via telephone and random sampling. All data has been weighted according to the latest population statistics. Results for the NATO total combines all Allied countries and accounts for the population size of each country.
Fieldwork period	1 April – 6 May 2024; 17 April and 18 May 2023; 26 April – 11 May 2022.
Margin of error	The survey uses non-probability sampling. The indicative margin of error is +/- 3%.

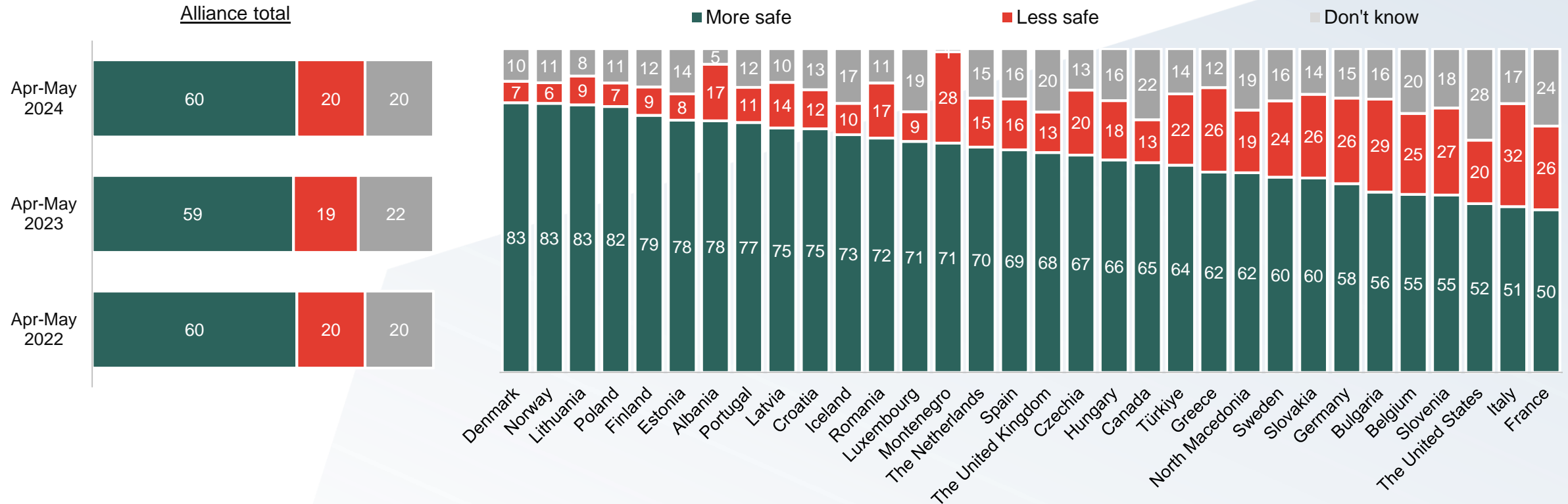
All data are displayed in percentages unless otherwise specified. Due to rounding results will not always add up to 100%.

Executive summary

- **Cooperation between North American and European NATO nations:** a consistent majority consider their country to be safer due to cooperation between North American and European NATO nations.
- **Future security:** A consistent majority (73%) consider the Alliance to be important for the future security of their country.
- **Preference for remaining in NATO remains high:** 70% would vote for their country to remain a NATO member in a referendum; 14% would not.
- **Collective defence:** 63% think their country should defend another NATO country if attacked; 11% disagree. Agreement that NATO membership makes foreign attack less likely remains high.
- **Defence spending:** 76% think their country should either maintain or increase defence spending. Support for increased defence spending has risen.
- **Russia's war against Ukraine:** 63% think Russia's war against Ukraine has affected the safety and security of their country; 28% do not. Concern about the possibility of war in NATO countries remains high.
- **Trust in media:** trust in national media to tell the truth about Russia's war against Ukraine continues to decline: 44% trust national media while 49% do not.
- **Support for Ukraine:** 61% agree with their country continuing to provide support to Ukraine.
- **Russia:** 62% of Allied citizens hold an unfavourable opinion of Russia; 11% view Russia favourably.
- **China:** 48% of Allied citizens hold an unfavourable view of China; 14% view China favourably.

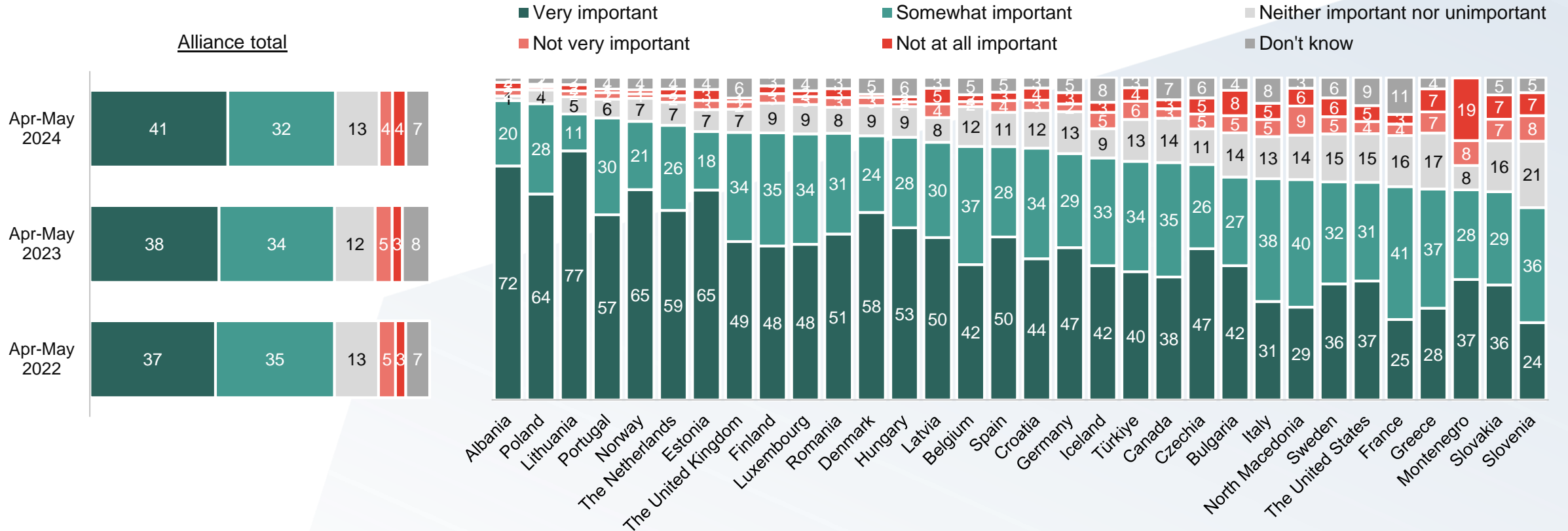
A consistent majority (60%) think their country is more safe as a result of cooperation between North American and European NATO nations

Q1. Do you think (COUNTRY) is more safe, as a result of the cooperation between North American and European NATO nations?



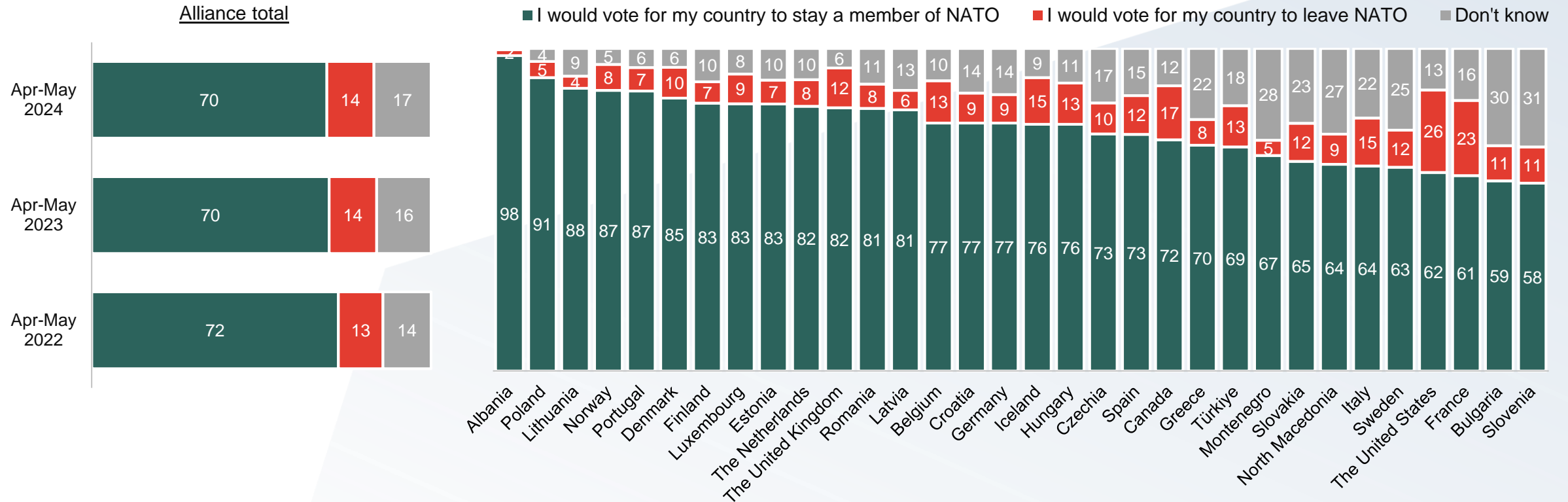
73% consider the Alliance to be important for the future security of their country

Q2. How important do you consider NATO to the future security of (COUNTRY)?



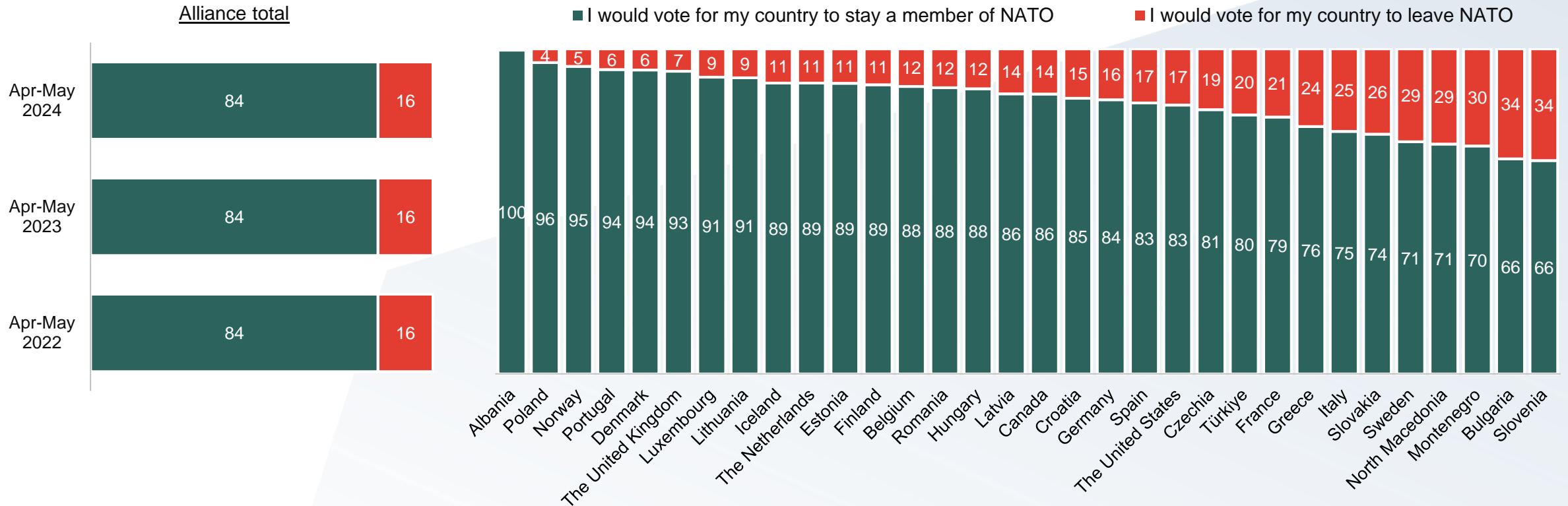
70% would vote for their country to remain a NATO member in a referendum; 14% would vote to leave

Q3. If you could vote for or against your country's membership in NATO, how would you vote?



Excluding ‘don’t know’ responses, 84% would vote for their country to remain a member of NATO

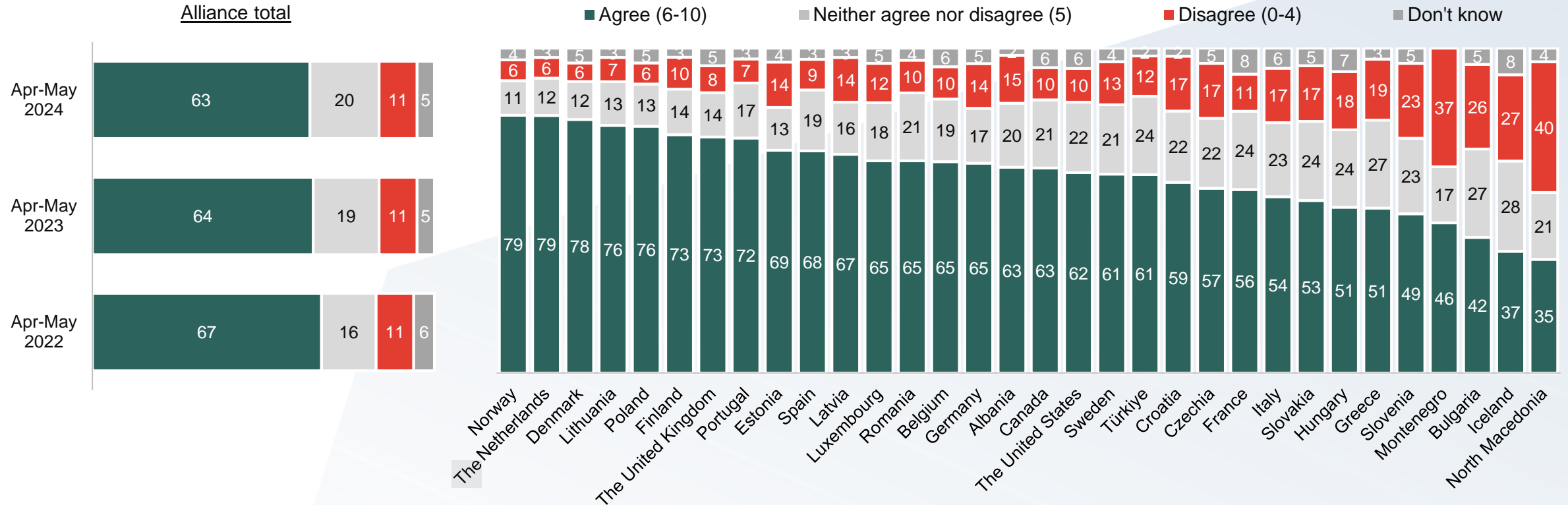
Q3. If you could vote for or against your country’s membership in NATO, how would you vote?



Base (all respondents who did not respond ‘don’t know’) = 28,026

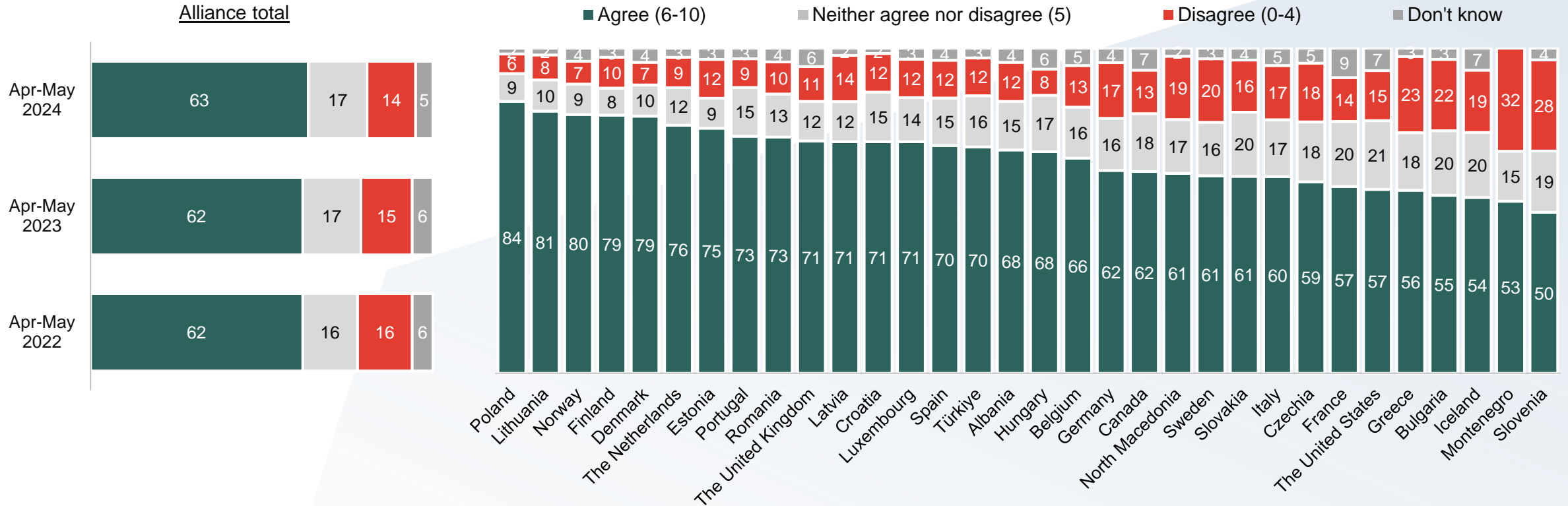
63% agree that their country should defend another NATO country if attacked

Q4. To what extent do you agree or disagree with the following statements? (COUNTRY) should defend another NATO country if attacked



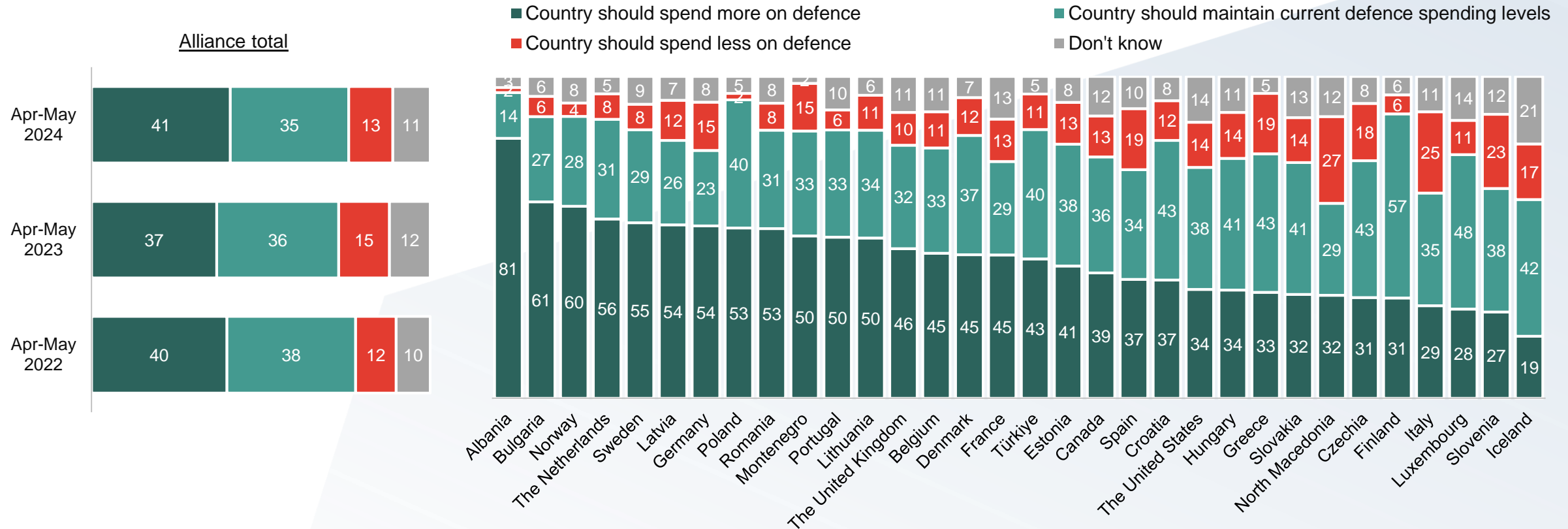
Agreement that NATO membership makes foreign attack less likely remains high (63%)

Q5. To what extent do you agree or disagree with the following statements? Our membership in NATO makes it less likely that a foreign nation will attack (COUNTRY)



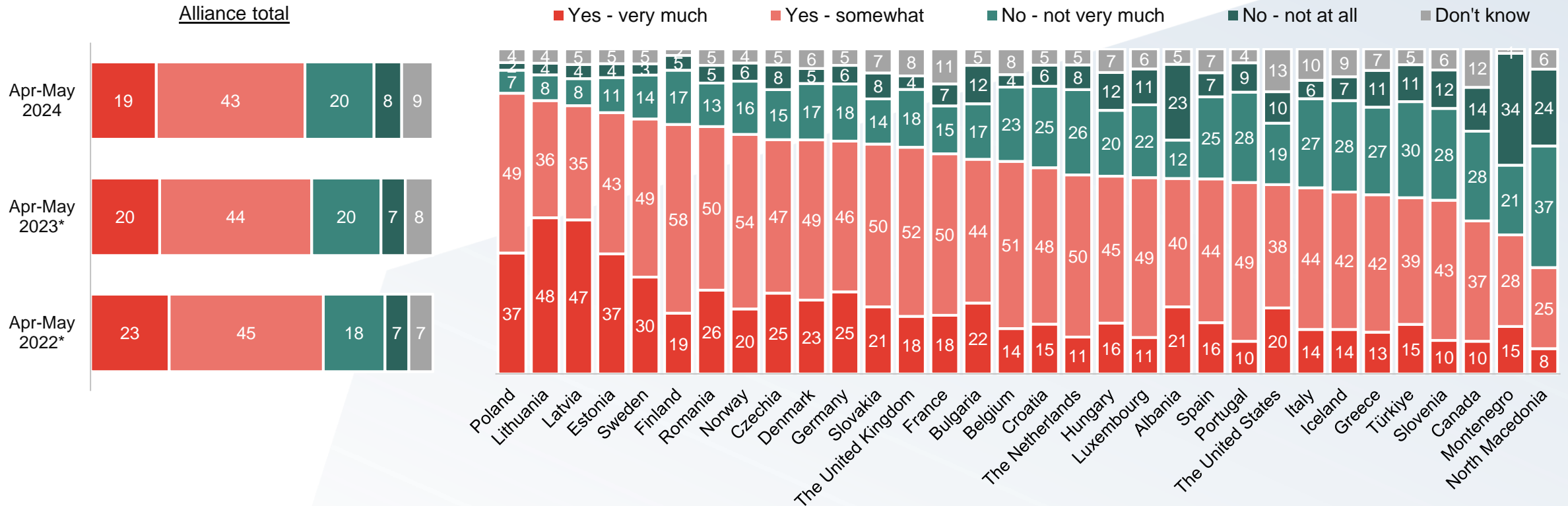
76% think their country should either maintain or increase defence spending

Q6. Which of the following best reflects your view on your nation's defence spending?



63% consider Russia's war against Ukraine to have affected the safety and security of their country

Q7. In your opinion, has Russia's war against Ukraine affected the safety and security of (COUNTRY)?*

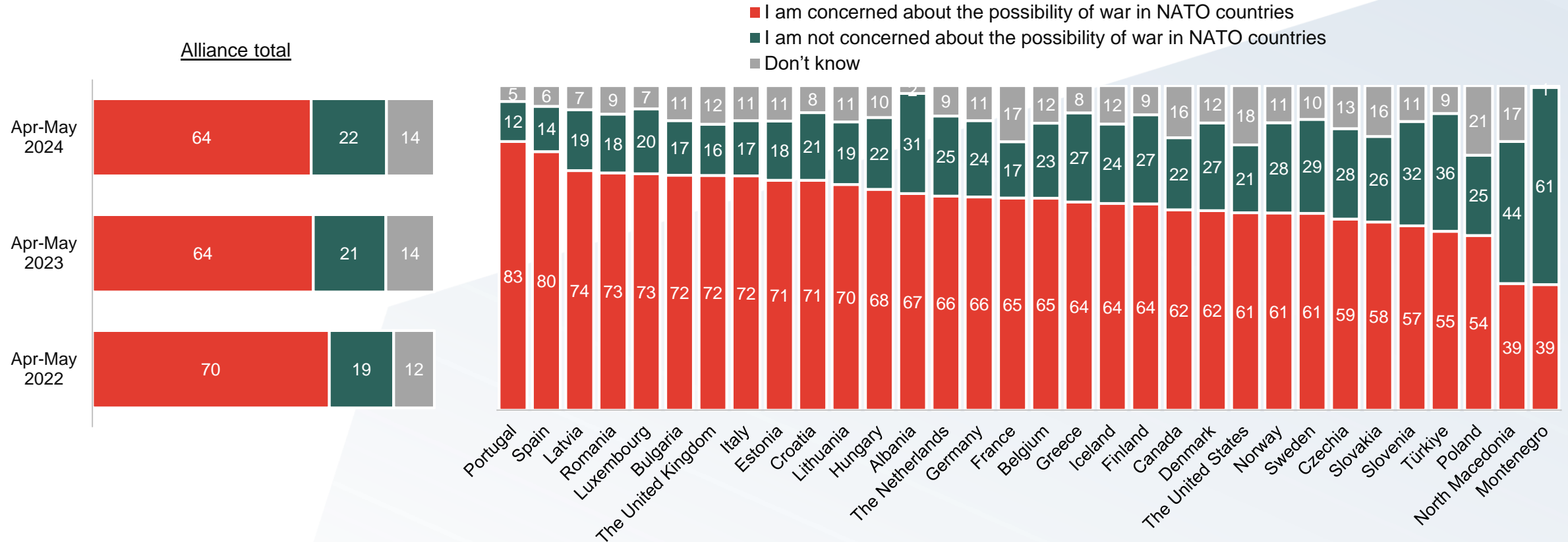


*Asked as 'Russia's invasion of Ukraine' in 2022 and Apr-May 2023

Base (all respondents) = 31,386

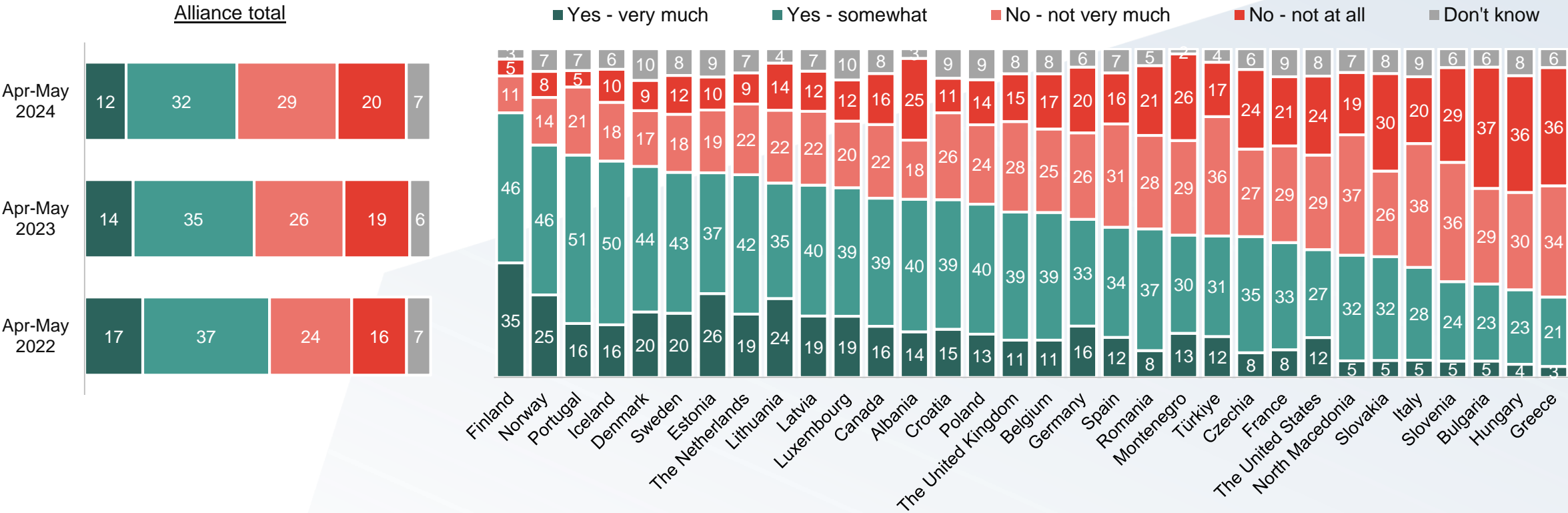
Concern about the possibility of war in NATO countries remains high (64%)

Q8. Which of the following statements best reflects your view?



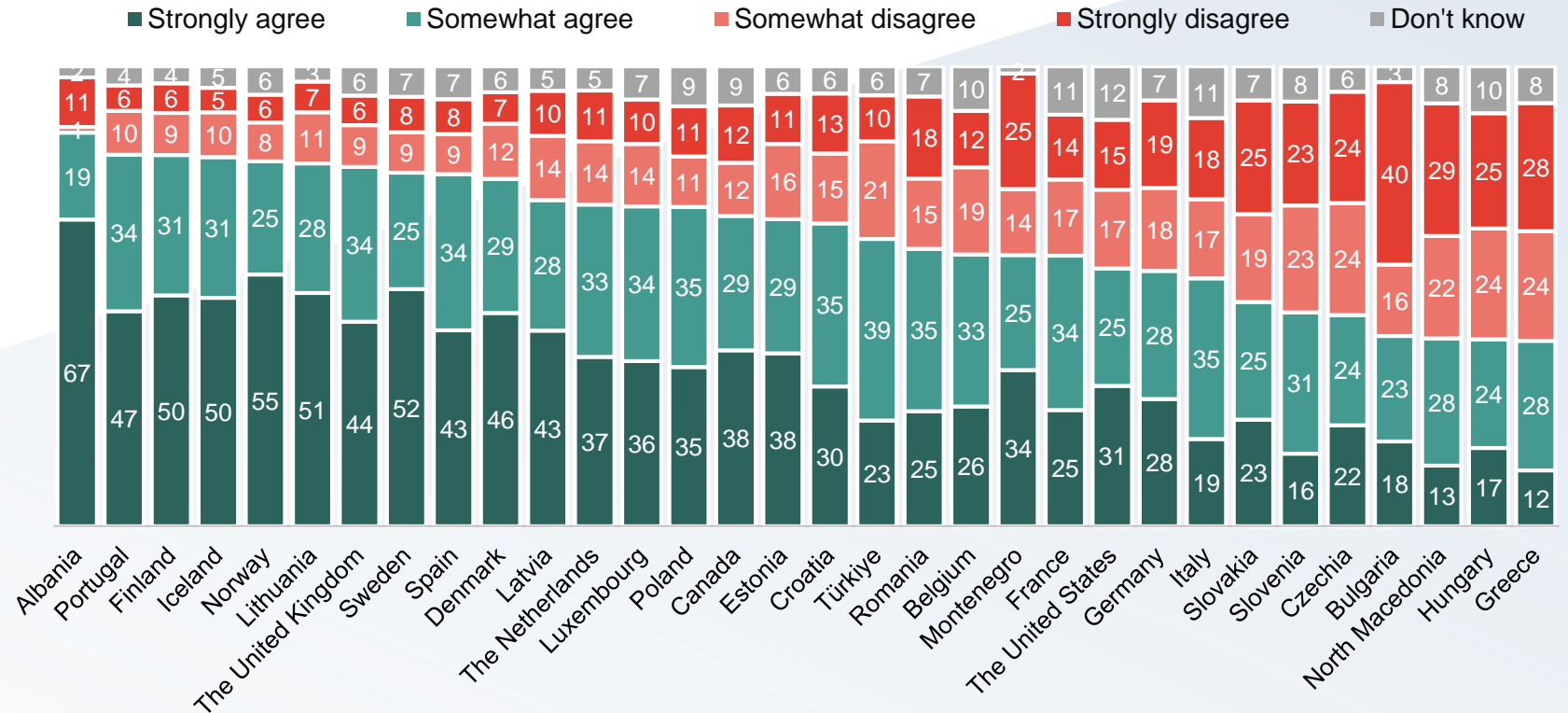
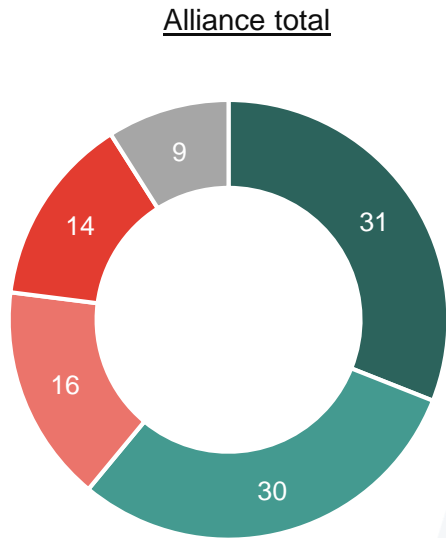
44% trust the media in their country to tell the truth about Russia’s war against Ukraine; 49% do not

Q9. Do you trust media in (COUNTRY) to tell the truth about Russia’s war against Ukraine?



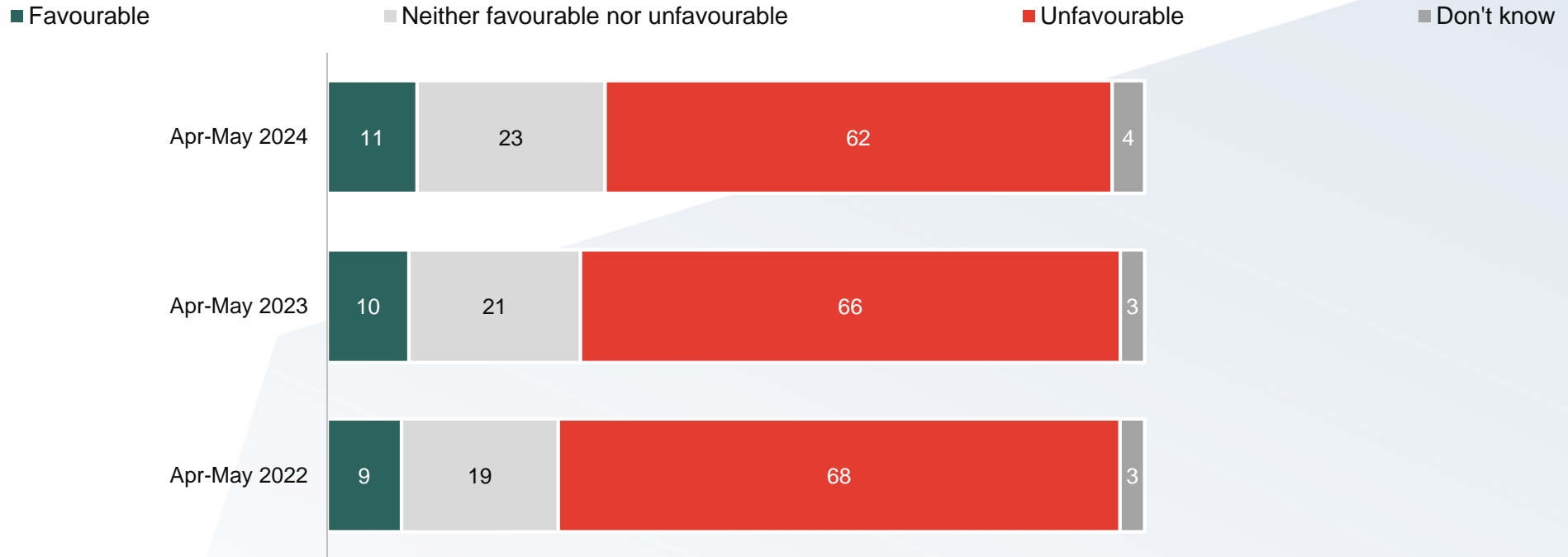
61% agree with their country continuing to provide support to Ukraine

Q10. Regarding Russia's war against Ukraine, do you agree or disagree with (COUNTRY) continuing to provide support to Ukraine?



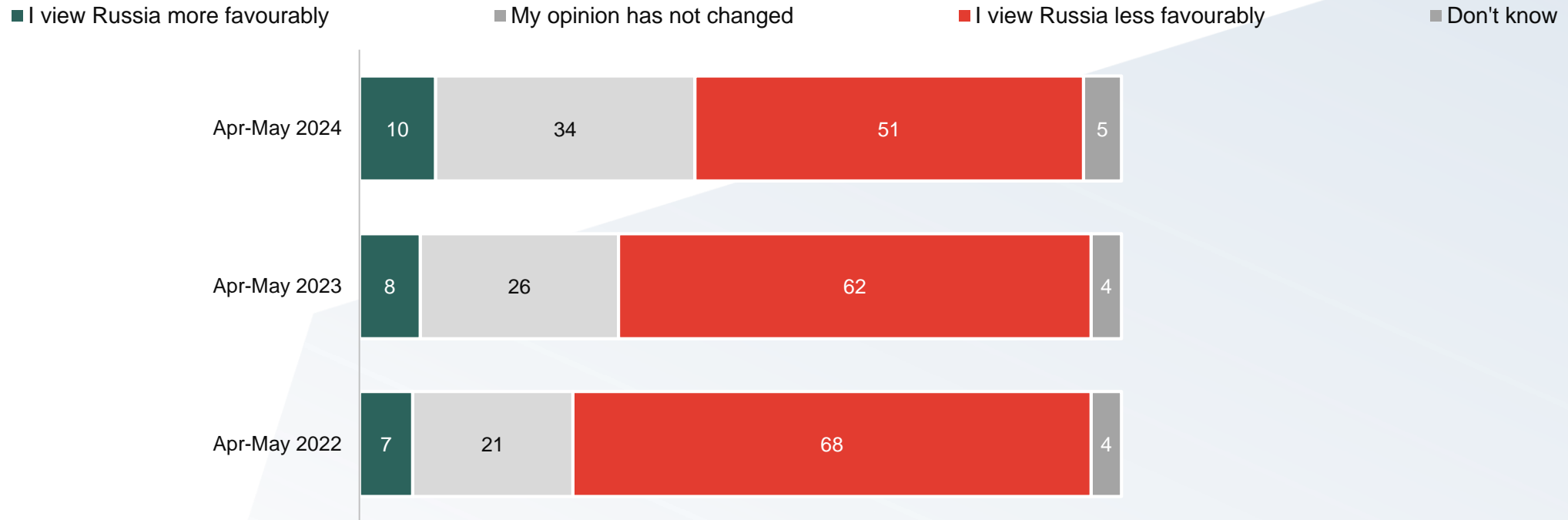
62% hold an unfavourable opinion of Russia; 11% view Russia favourably

Q11. How would you describe your opinion of Russia?



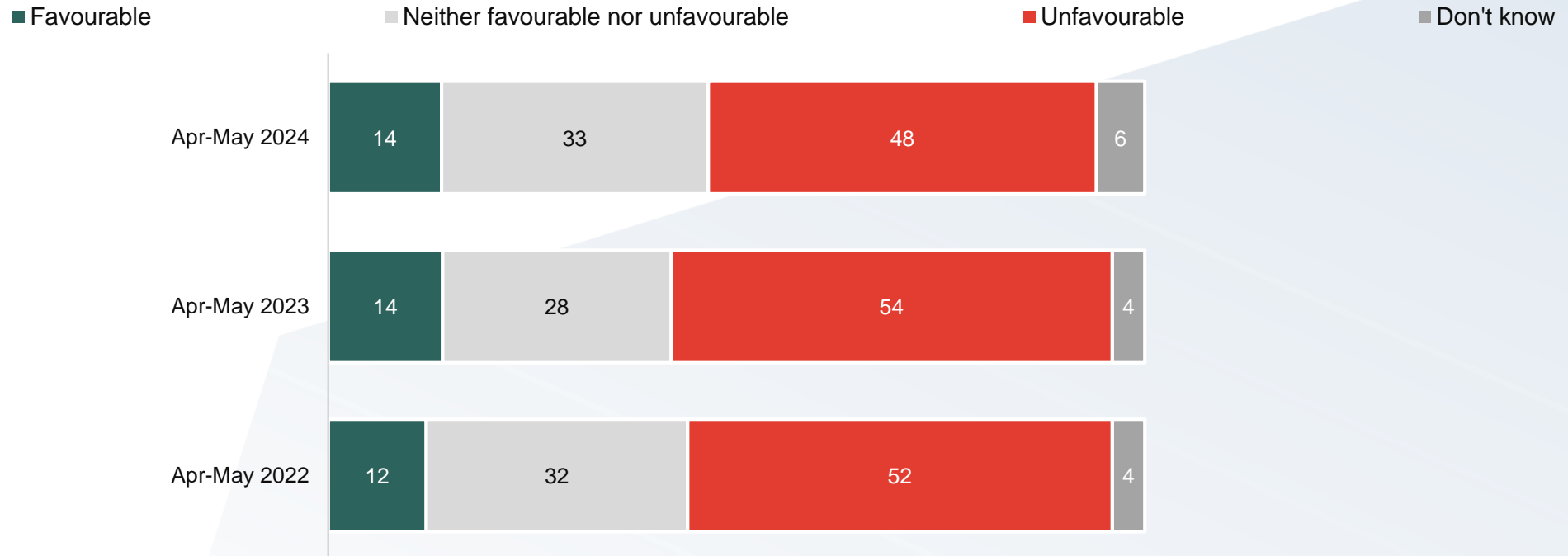
51% view Russia less favourably compared to 12 months ago; 10% view Russia more favourably

Q12. How, if at all, has your opinion of Russia changed over the last 12 months?



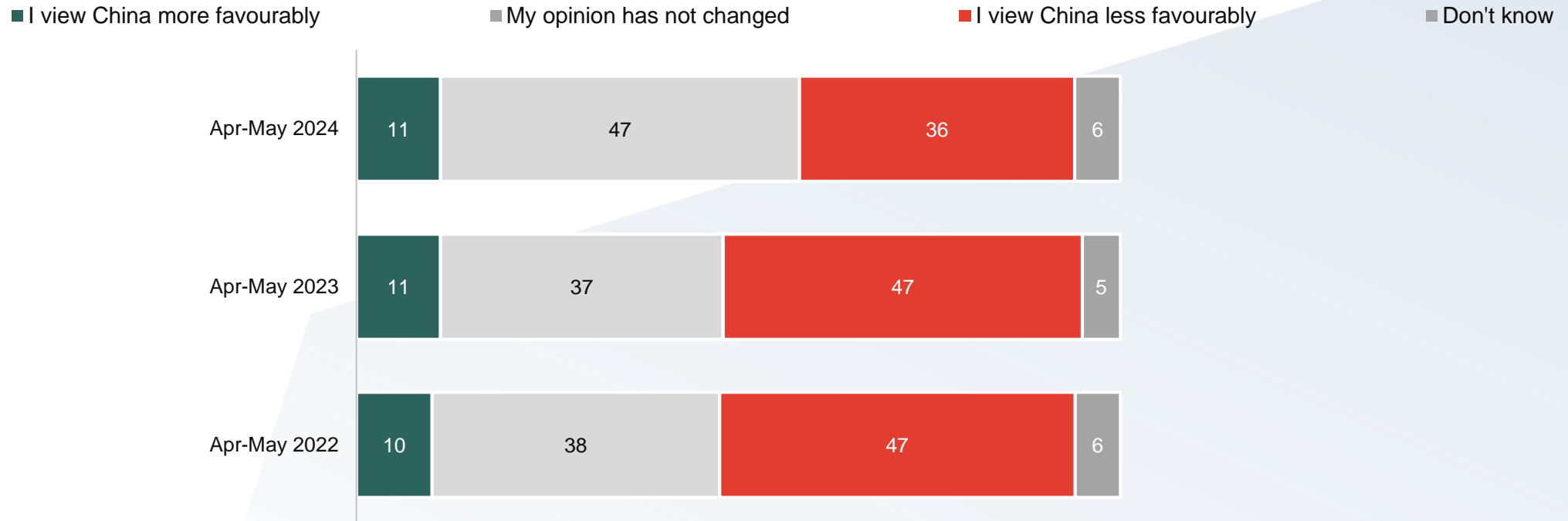
48% hold an unfavourable view of China; 14% view China favourably

Q13. How would you describe your opinion of China?



36% view China less favourably compared to 12 months ago; 11% view China more favourably

Q14. How, if at all, has your opinion of China changed over the last 12 months?





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