



NATO Audience Research: pre-Summit polling results 2021

Public Diplomacy Division

Methodology

Coverage	All NATO Allies.
Scope	General population, aged 18+.
Sample size	n=1000 in each country, except n=500 Montenegro, Albania and North Macedonia. 29,101 interviews were conducted in total.
Methodology	Online interviews, quotas applied on gender, age and region. In Montenegro, Albania and North Macedonia, interviews were conducted via telephone and random sampling. All data has been weighted according to the latest population statistics. Results for the NATO total take into account population size of each country.
Fieldwork period	26 th April – 10 th May 2021

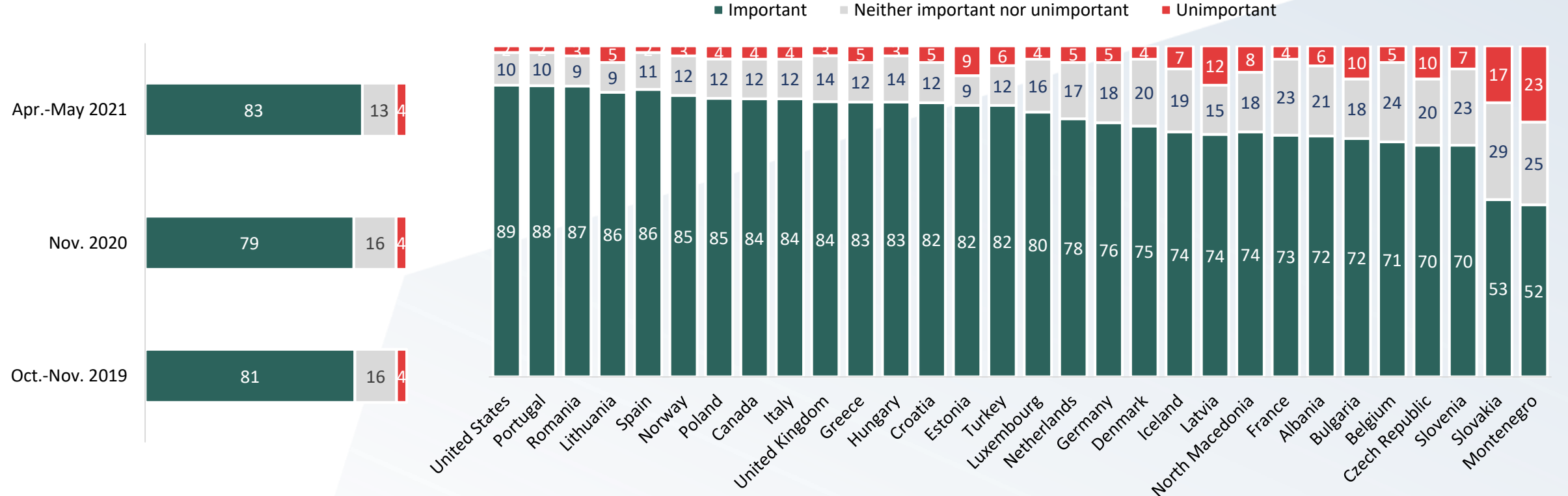
Please note all data is displayed in percentages unless otherwise specified, and due to rounding results will not always add up to 100%.
2020 data is based on a survey of 28,517 adults was carried out by Kantar. Interviews were conducted online, except for North Macedonia, Albania and Montenegro where a telephone methodology was used. 2019 data is based on a survey of 28,752 adults carried out by Populus. Interviews were conducted online, except for North Macedonia, Albania and Montenegro where a face-to-face methodology was used.

Executive Summary

- **The transatlantic bond** continues to rate as highly important in dealing with security challenges (83% consider the relationship between North America and Europe important, only 4% consider it unimportant). 45% think transatlantic cooperation makes their country safer compared to 10% who think it makes their country less safe. 55% would like more cooperation between Europe and North America to deal with security challenges (compared to 6% who want less).
- **Voting intention** remains stable. In a referendum, 86% of Allied citizens would vote for their nation to remain a NATO member*. 14% would vote against membership.
- **Collective defence** receives strong support across the Alliance. 66% agree their country should defend another country if attacked; 9% disagree.
- **Defence spending:** 70% support maintained (41%) or increased (29%) defence spending, as in 2020 and 2019.
- **Russia** is viewed unfavourably by 41% of citizens, which compares to only 18% who have a favourable opinion. 40% say that their opinion of the country has deteriorated over the last twelve months.
- **China** is viewed unfavourably by 41% of citizens, and favourably by 19%. 47% say that their opinion of China has become more negative over the last twelve months. 67% believe that China's power and influence is a concern for their country.

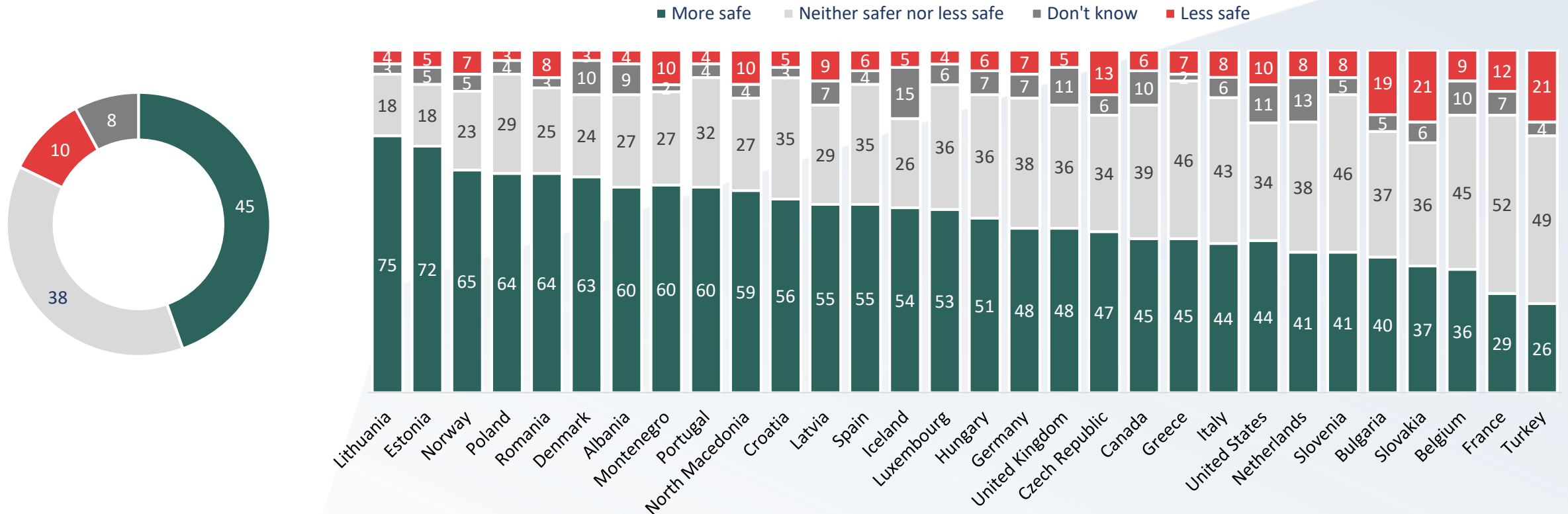
Support for the transatlantic bond remains high (83%)

How important do you consider the relationship between North America and Europe in dealing with security challenges today?



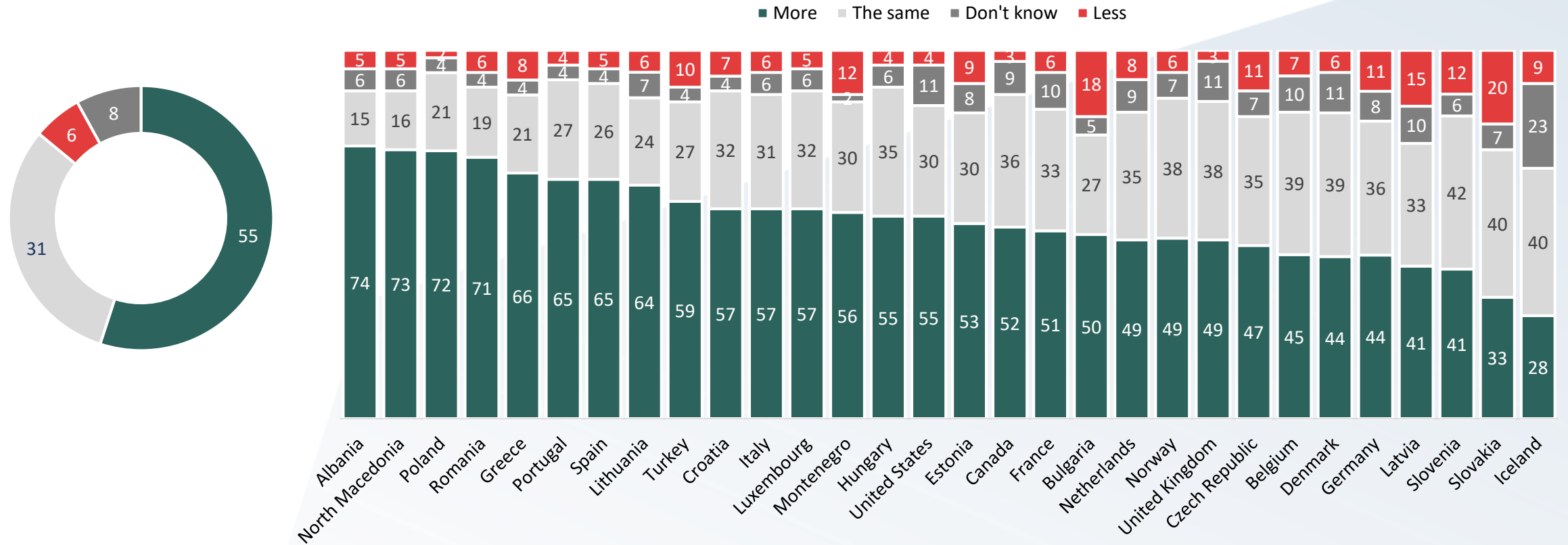
45% think transatlantic cooperation makes their country safer, 10% think it makes their country less safe

Do you think your country is more safe, less safe or neither more safe nor less safe as a result of the cooperation between North American and European NATO nations?



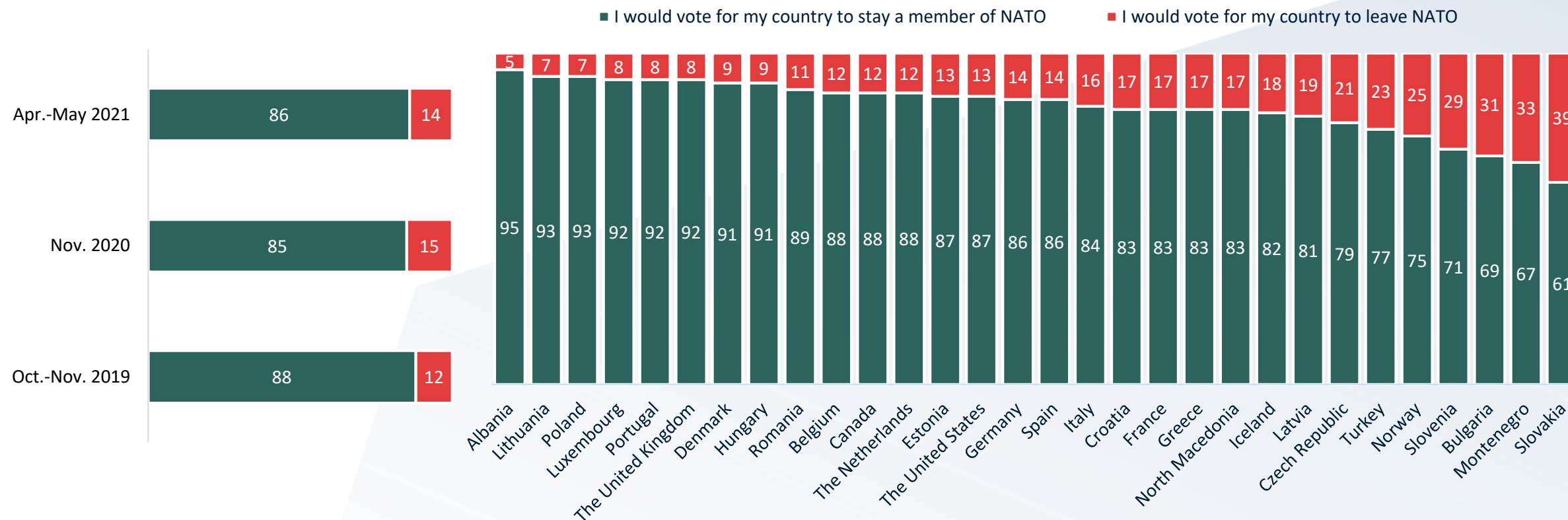
55% favour more cooperation between North America and Europe to deal with security challenges, 6% think there should be less

Do you think that there should be more, less or the same amount of cooperation between North American and European NATO nations to deal with security challenges?



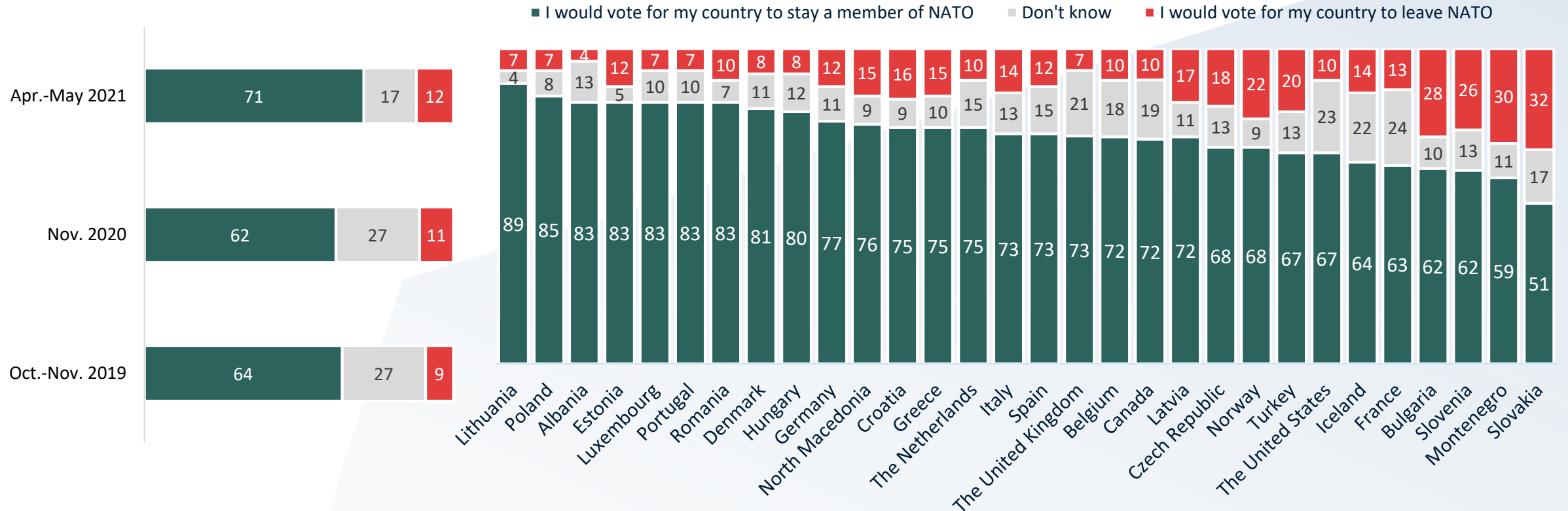
Excluding 'don't know' responses, membership voting intention remains stable (86% would vote to remain, versus 14% who would vote to leave NATO)

If you could vote for or against your country's membership in NATO, how would you vote? (% "don't know" excluded)



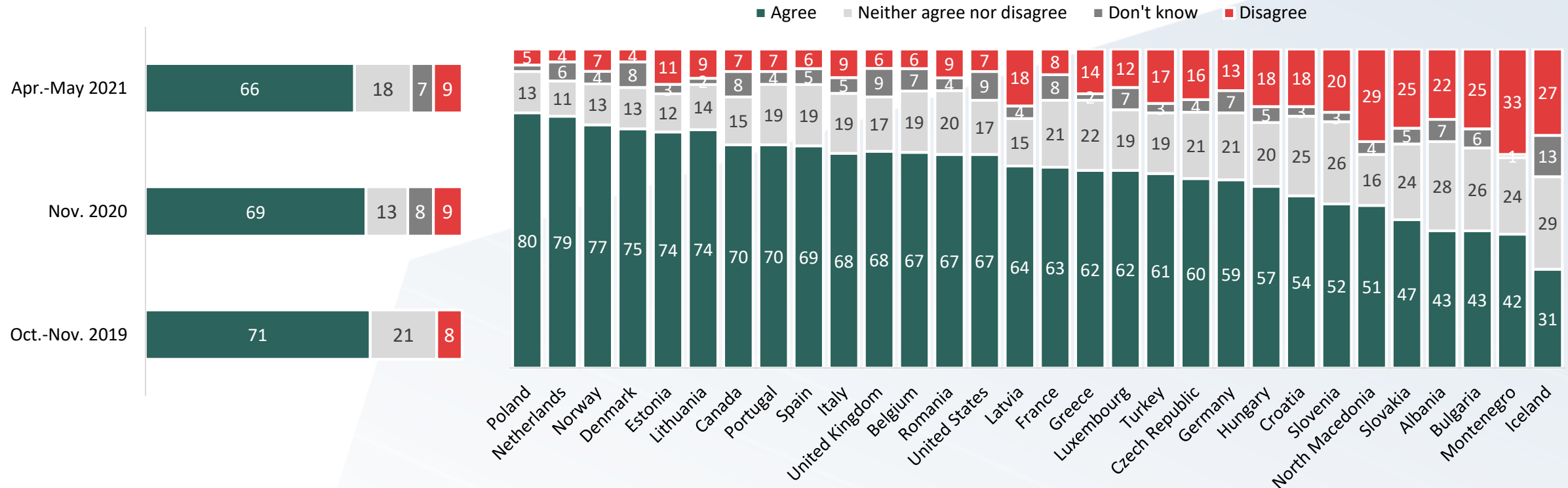
Membership voting intention: all responses

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



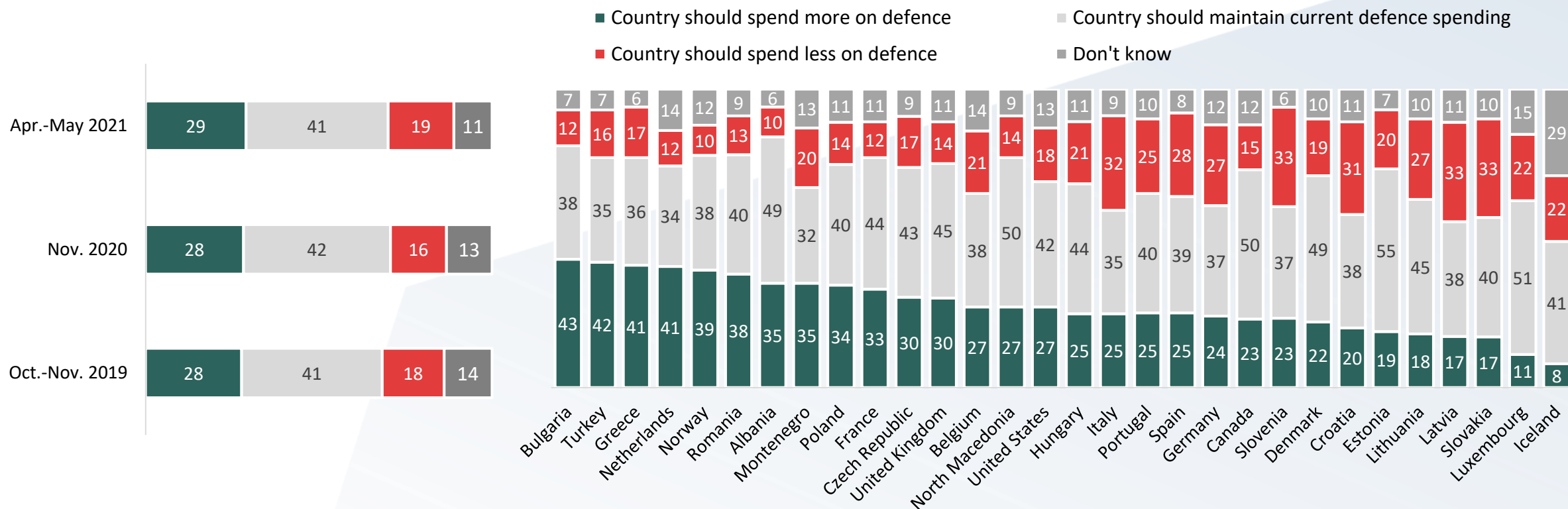
66% agree their country should defend other NATO Allies if attacked, only 9% disagree

To what extent do you agree or disagree with the following statement? Please use a 0-10 scale where 0 means completely disagree, 10 means completely agree, and 5 means neither agree nor disagree. **Country should defend another NATO country if attacked.**



Support continues for increased or maintained defence spending (70%); only 19% think their country should reduce defence spending

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

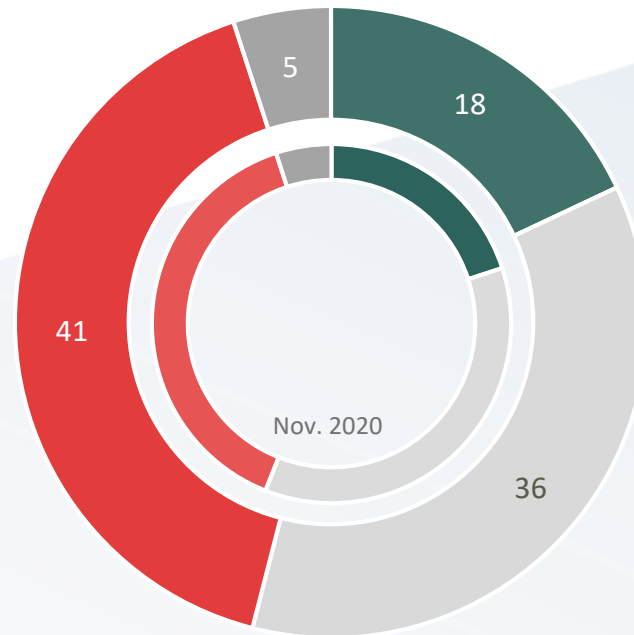


41% have an unfavourable view of Russia, 18% hold a favourable view

How would you describe your opinion of Russia?



■ Favourable ■ Neither favourable nor unfavourable ■ Not Favourable ■ Don't know



40% say they view Russia less favourably than 12 months ago; 16% view Russia more favourably

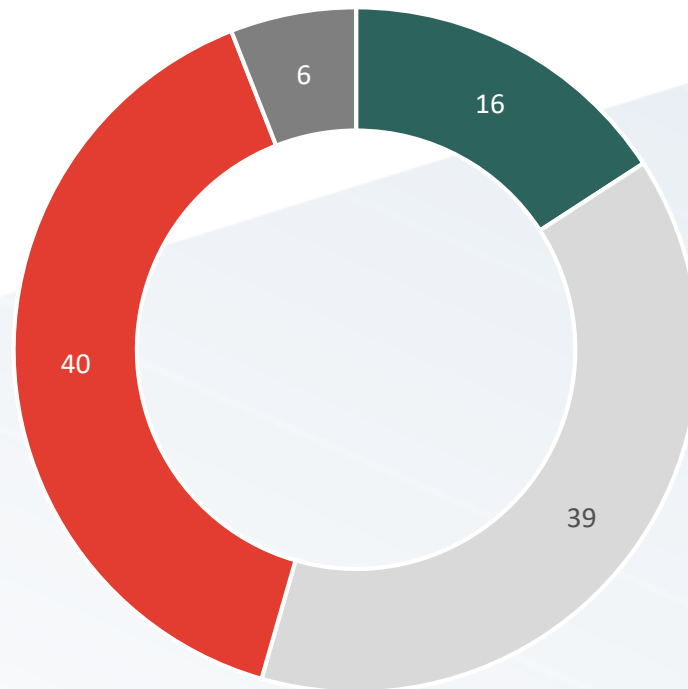
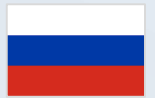
How, if at all, has your opinion of Russia changed over the last 12 months?

■ I view Russia more favourably

■ My opinion has not changed

■ I view Russia less favourably

■ Don't know

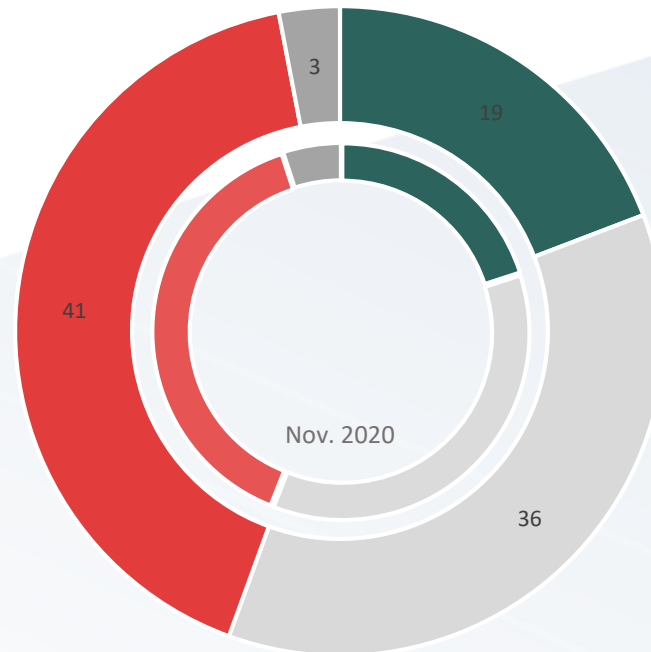


41% have an unfavourable view of China; 19% hold a favourable view

How would you describe your opinion of China?



■ Favourable ■ Neither favourable nor unfavourable ■ Unfavourable ■ Don't know

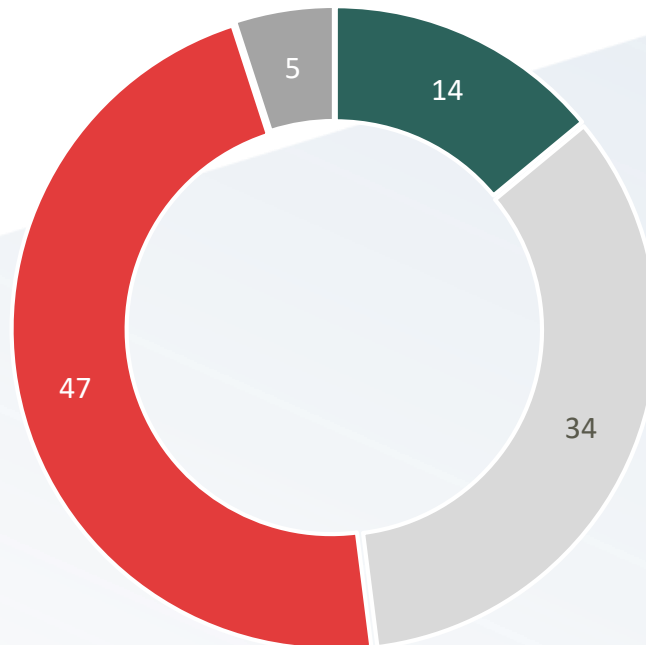


47% say they view China less favourably than 12 months ago; 14% view China more favourably

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

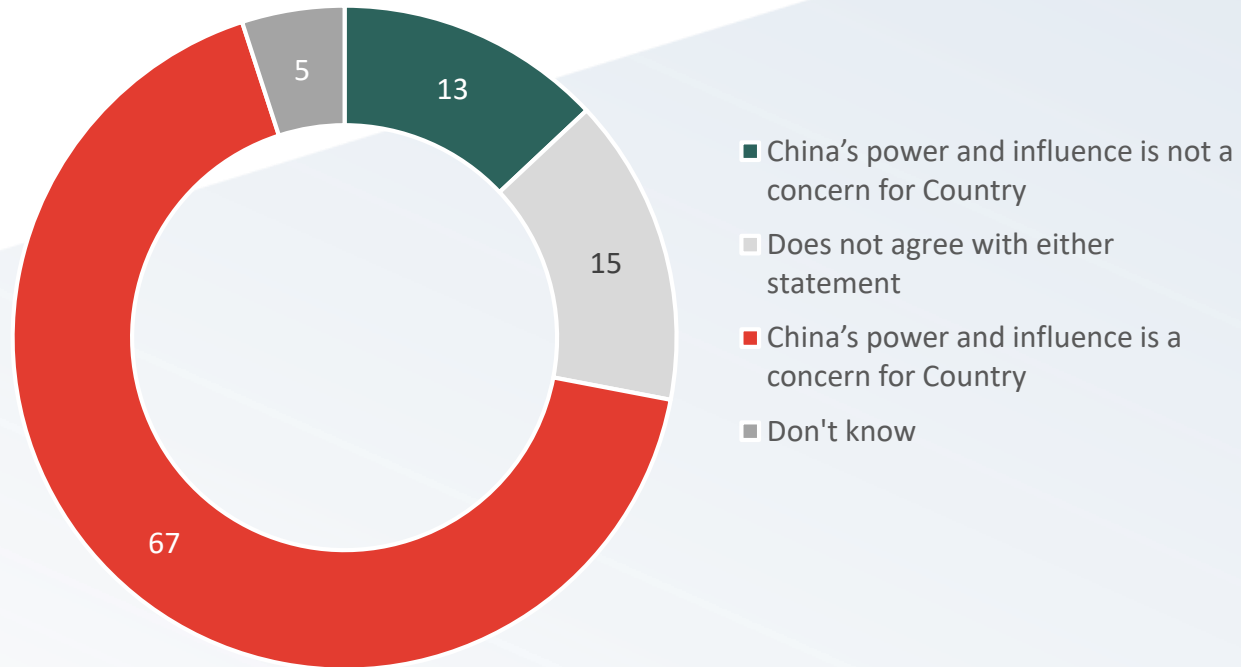


■ I view China more favourably ■ My opinion has not changed ■ I view China less favourably ■ Don't know



67% consider China's power and influence a concern for their country

Here are two statements. Please indicate where your own view lies on a 10-point scale where 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.





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