

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



France	Germany	Italy	Spain
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Q1admire. Which of these, if any, are among your favourite public figures? (Please select all that apply)

Unweighted base	1021	1497	1005	1014
<b>Base: All country adults</b>	<b>1021</b>	<b>1497</b>	<b>1005</b>	<b>1014</b>
Adriana Lima	1%	1%	1%	1%
Angela Merkel	3%	3%	2%	2%
Angelina Jolie	4%	4%	5%	5%
Aung San Suu Kyi	1%	-	1%	0%
Beyoncé	3%	2%	2%	3%
Brigitte Bardot	4%	2%	3%	2%
Catherine, Duchess of Cambridge	1%	1%	1%	1%
Celine Dion	4%	2%	4%	3%
Cristina Fernández de Kirchner	0%	0%	0%	0%
Deepika Padukone	0%	0%	0%	0%
Elizabeth Warren	0%	0%	1%	0%
Ellen DeGeneres	2%	1%	1%	2%
Emma Watson	4%	3%	3%	5%
Gal Gadot	1%	1%	1%	1%
Hillary Clinton	4%	2%	2%	2%
J. K. Rowling	2%	2%	2%	4%
Jennifer Aniston	3%	3%	4%	4%
Jennifer Lopez	5%	3%	4%	3%
Jolin Tsai	-	0%	-	0%
Julia Roberts	8%	6%	6%	5%
Kim Kardashian	1%	0%	1%	1%
Kolinda Grabar-Kitarović	0%	0%	1%	0%
Lady Gaga	3%	2%	3%	3%
Madonna	2%	3%	3%	2%
Malala Yousafzai	1%	1%	2%	1%
Margrethe II of Denmark	1%	1%	1%	1%
María Corina Machado	0%	0%	0%	1%
Marine Le Pen	1%	1%	1%	1%
Meghan, Duchess of Sussex	2%	1%	1%	1%
Melania Trump	1%	1%	1%	1%
Meryl Streep	6%	4%	6%	6%
Michelle Obama	9%	7%	8%	7%
Nicole Kidman	3%	3%	6%	4%
Nikki Haley	0%	0%	0%	0%
Oprah Winfrey	2%	1%	2%	3%
Peng Liyuan	0%	0%	0%	0%
Priyanka Chopra	0%	0%	1%	1%
Queen Elizabeth II	2%	3%	4%	2%

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Sweden	Denmark	Poland	GB
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Q1admire. Which of these, if any, are among your favourite public figures? (Please select all that apply)

Unweighted base	1011	1010	1019	1949
<b>Base: All country adults</b>	<b>1011</b>	<b>1010</b>	<b>1019</b>	<b>1949</b>
Adriana Lima	0%	0%	0%	0%
Angela Merkel	3%	4%	3%	2%
Angelina Jolie	2%	2%	7%	3%
Aung San Suu Kyi	0%	1%	0%	0%
Beyoncé	2%	1%	3%	2%
Brigitte Bardot	1%	1%	4%	2%
Catherine, Duchess of Cambridge	0%	0%	1%	5%
Celine Dion	2%	1%	5%	2%
Cristina Fernández de Kirchner	0%	0%	0%	0%
Deepika Padukone	0%	0%	0%	0%
Elizabeth Warren	0%	0%	0%	1%
Ellen DeGeneres	3%	2%	1%	2%
Emma Watson	2%	3%	2%	3%
Gal Gadot	0%	1%	0%	1%
Hillary Clinton	2%	2%	4%	2%
J. K. Rowling	3%	2%	2%	5%
Jennifer Aniston	2%	3%	6%	4%
Jennifer Lopez	1%	2%	7%	2%
Jolin Tsai	0%	-	0%	-
Julia Roberts	4%	3%	8%	4%
Kim Kardashian	0%	1%	2%	0%
Kolinda Grabar-Kitarović	-	0%	0%	0%
Lady Gaga	3%	3%	4%	3%
Madonna	2%	1%	4%	1%
Malala Yousafzai	2%	2%	1%	2%
Margrethe II of Denmark	2%	7%	1%	0%
María Corina Machado	0%	-	0%	-
Marine Le Pen	1%	-	1%	0%
Meghan, Duchess of Sussex	1%	1%	1%	3%
Melania Trump	1%	0%	3%	0%
Meryl Streep	4%	4%	7%	4%
Michelle Obama	7%	6%	6%	7%
Nicole Kidman	2%	2%	6%	3%
Nikki Haley	1%	-	0%	0%
Oprah Winfrey	3%	3%	3%	3%
Peng Liyuan	-	-	0%	-
Priyanka Chopra	0%	0%	0%	1%
Queen Elizabeth II	2%	2%	3%	8%

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Fieldwork Dates: 28th February to 26th March 2019



Australia	United States	Canada	Brazil
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Q1admire. Which of these, if any, are among your favourite public figures? (Please select all that apply)

Unweighted base	1006	2012	1006	1006
<b>Base: All country adults</b>	<b>1006</b>	<b>2012</b>	<b>1006</b>	<b>1006</b>
Adriana Lima	1%	1%	1%	2%
Angela Merkel	2%	3%	4%	5%
Angelina Jolie	3%	3%	3%	11%
Aung San Suu Kyi	1%	0%	0%	-
Beyoncé	2%	2%	3%	7%
Brigitte Bardot	2%	2%	1%	3%
Catherine, Duchess of Cambridge	4%	2%	3%	1%
Celine Dion	3%	3%	5%	6%
Cristina Fernández de Kirchner	1%	0%	0%	1%
Deepika Padukone	0%	0%	0%	0%
Elizabeth Warren	1%	3%	1%	1%
Ellen DeGeneres	3%	4%	4%	2%
Emma Watson	4%	3%	3%	5%
Gal Gadot	2%	2%	1%	2%
Hillary Clinton	2%	3%	2%	4%
J. K. Rowling	4%	4%	3%	3%
Jennifer Aniston	4%	4%	4%	6%
Jennifer Lopez	4%	4%	2%	6%
Jolin Tsai	1%	0%	-	0%
Julia Roberts	5%	5%	5%	7%
Kim Kardashian	1%	1%	1%	2%
Kolinda Grabar-Kitarović	0%	-	0%	0%
Lady Gaga	4%	4%	4%	6%
Madonna	3%	2%	2%	5%
Malala Yousafzai	1%	2%	2%	6%
Margrethe II of Denmark	1%	0%	1%	1%
María Corina Machado	0%	1%	0%	1%
Marine Le Pen	0%	1%	0%	1%
Meghan, Duchess of Sussex	4%	2%	2%	1%
Melania Trump	1%	4%	1%	1%
Meryl Streep	4%	4%	5%	6%
Michelle Obama	8%	7%	8%	11%
Nicole Kidman	5%	3%	3%	5%
Nikki Haley	0%	3%	1%	0%
Oprah Winfrey	5%	4%	6%	4%
Peng Liyuan	0%	-	0%	0%
Priyanka Chopra	1%	1%	1%	1%
Queen Elizabeth II	7%	4%	5%	3%

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Mexico	Turkey	Egypt	Saudi Arabia
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Q1admire. Which of these, if any, are among your favourite public figures? (Please select all that apply)

Unweighted base	1009	506	1537	828
<b>Base: All country adults</b>	<b>1009</b>	<b>506</b>	<b>1537</b>	<b>828</b>
Adriana Lima	1%	10%	0%	0%
Angela Merkel	4%	6%	4%	3%
Angelina Jolie	6%	10%	7%	4%
Aung San Suu Kyi	0%	1%	0%	0%
Beyoncé	5%	10%	2%	1%
Brigitte Bardot	2%	3%	1%	0%
Catherine, Duchess of Cambridge	1%	1%	1%	0%
Celine Dion	5%	4%	4%	2%
Cristina Fernández de Kirchner	0%	1%	1%	1%
Deepika Padukone	0%	1%	2%	1%
Elizabeth Warren	1%	1%	1%	1%
Ellen DeGeneres	2%	1%	1%	1%
Emma Watson	8%	6%	3%	1%
Gal Gadot	3%	1%	1%	0%
Hillary Clinton	5%	6%	2%	2%
J. K. Rowling	4%	3%	1%	1%
Jennifer Aniston	7%	5%	3%	2%
Jennifer Lopez	7%	11%	5%	3%
Jolin Tsai	0%	0%	1%	1%
Julia Roberts	8%	8%	4%	2%
Kim Kardashian	3%	5%	3%	2%
Kolinda Grabar-Kitarović	1%	0%	1%	0%
Lady Gaga	4%	6%	1%	1%
Madonna	5%	12%	3%	2%
Malala Yousafzai	4%	1%	1%	0%
Margrethe II of Denmark	1%	1%	0%	0%
María Corina Machado	1%	1%	1%	0%
Marine Le Pen	0%	2%	1%	0%
Meghan, Duchess of Sussex	1%	1%	1%	1%
Melania Trump	1%	4%	2%	1%
Meryl Streep	5%	4%	2%	1%
Michelle Obama	10%	7%	2%	2%
Nicole Kidman	7%	10%	4%	2%
Nikki Haley	0%	2%	1%	1%
Oprah Winfrey	6%	2%	6%	4%
Peng Liyuan	1%	0%	1%	0%
Priyanka Chopra	1%	0%	2%	1%
Queen Elizabeth II	4%	4%	3%	2%

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Fieldwork Dates: 28th February to 26th March 2019



India	China	Japan	Indonesia
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Q1admire. Which of these, if any, are among your favourite public figures? (Please select all that apply)

Unweighted base	1035	1021	1143	1001
<b>Base: All country adults</b>	<b>1035</b>	<b>1021</b>	<b>1143</b>	<b>1001</b>
Adriana Lima	1%	1%	0%	0%
Angela Merkel	3%	1%	0%	1%
Angelina Jolie	7%	1%	3%	4%
Aung San Suu Kyi	2%	1%	1%	0%
Beyoncé	3%	2%	1%	1%
Brigitte Bardot	1%	1%	1%	0%
Catherine, Duchess of Cambridge	2%	1%	0%	1%
Celine Dion	2%	2%	2%	4%
Cristina Fernández de Kirchner	1%	1%	0%	0%
Deepika Padukone	9%	1%	0%	2%
Elizabeth Warren	2%	1%	0%	0%
Ellen DeGeneres	2%	0%	0%	0%
Emma Watson	6%	2%	2%	2%
Gal Gadot	2%	1%	0%	2%
Hillary Clinton	5%	1%	1%	5%
J. K. Rowling	5%	3%	1%	1%
Jennifer Aniston	4%	1%	1%	5%
Jennifer Lopez	6%	1%	2%	2%
Jolin Tsai	0%	1%	0%	0%
Julia Roberts	5%	1%	2%	4%
Kim Kardashian	3%	1%	0%	2%
Kolinda Grabar-Kitarović	0%	1%	0%	2%
Lady Gaga	4%	3%	4%	1%
Madonna	4%	2%	3%	1%
Malala Yousafzai	4%	1%	1%	0%
Margrethe II of Denmark	0%	1%	0%	0%
María Corina Machado	1%	1%	-	0%
Marine Le Pen	1%	1%	0%	0%
Meghan, Duchess of Sussex	3%	1%	0%	1%
Melania Trump	2%	1%	0%	1%
Meryl Streep	2%	1%	2%	0%
Michelle Obama	6%	1%	2%	6%
Nicole Kidman	3%	1%	2%	2%
Nikki Haley	2%	1%	0%	0%
Oprah Winfrey	5%	1%	0%	4%
Peng Liyuan	1%	2%	0%	0%
Priyanka Chopra	8%	1%	1%	1%
Queen Elizabeth II	4%	2%	1%	2%

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## All Markets

Fieldwork Dates: 28th February to 26th March 2019



Thailand	Nigeria	South Africa
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Q1admire. Which of these, if any, are among your favourite public figures? (Please select all that apply)

Unweighted base	1043	644	1002
<b>Base: All country adults</b>	<b>1043</b>	<b>644</b>	<b>1002</b>
Adriana Lima	1%	1%	1%
Angela Merkel	2%	4%	2%
Angelina Jolie	7%	7%	7%
Aung San Suu Kyi	2%	1%	1%
Beyoncé	3%	7%	5%
Brigitte Bardot	0%	0%	1%
Catherine, Duchess of Cambridge	3%	2%	4%
Celine Dion	5%	10%	8%
Cristina Fernández de Kirchner	1%	2%	1%
Deepika Padukone	1%	1%	1%
Elizabeth Warren	2%	2%	0%
Ellen DeGeneres	2%	3%	6%
Emma Watson	5%	3%	4%
Gal Gadot	1%	1%	1%
Hillary Clinton	4%	7%	3%
J. K. Rowling	3%	4%	3%
Jennifer Aniston	3%	3%	7%
Jennifer Lopez	7%	9%	8%
Jolin Tsai	0%	0%	0%
Julia Roberts	4%	5%	8%
Kim Kardashian	2%	5%	2%
Kolinda Grabar-Kitarović	0%	0%	0%
Lady Gaga	5%	4%	3%
Madonna	4%	4%	3%
Malala Yousafzai	1%	1%	1%
Margrethe II of Denmark	1%	1%	1%
María Corina Machado	1%	1%	-
Marine Le Pen	1%	1%	0%
Meghan, Duchess of Sussex	1%	4%	3%
Melania Trump	0%	2%	1%
Meryl Streep	2%	1%	5%
Michelle Obama	2%	10%	8%
Nicole Kidman	5%	3%	5%
Nikki Haley	1%	1%	0%
Oprah Winfrey	2%	12%	8%
Peng Liyuan	0%	0%	1%
Priyanka Chopra	0%	4%	3%
Queen Elizabeth II	3%	7%	6%

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	France	Germany	Italy	Spain
Queen Máxima of the Netherlands	0%	3%	0%	0%
Queen Rania of Jordan	1%	1%	2%	2%
Rihanna	3%	2%	3%	3%
Ruth Bader Ginsburg	0%	0%	0%	0%
Sandra Bullock	4%	5%	5%	4%
Scarlett Johansson	3%	2%	3%	4%
Selena Gomez	2%	1%	1%	2%
Shakira	3%	3%	2%	3%
Siti Nurhaliza	-	-	0%	-
Taylor Swift	2%	1%	1%	2%
Thalía	0%	0%	0%	1%
Theresa May	0%	1%	1%	0%
Tina Turner	4%	4%	3%	4%
Victoria, Crown Princess of Sweden	0%	3%	1%	1%
Andy Lau	0%	0%	0%	-
Adam Sandler	1%	1%	1%	1%
Barack Obama	11%	8%	9%	6%
Bernie Sanders	1%	1%	1%	0%
Bill Gates	4%	3%	4%	4%
Bono	2%	1%	2%	3%
Brad Pitt	5%	3%	3%	5%
Chayanne	0%	0%	0%	2%
Chow Yun-fat	0%	0%	0%	0%
Clint Eastwood	7%	3%	4%	5%
Cristiano Ronaldo	2%	1%	2%	1%
Dalai Lama	6%	5%	8%	5%
David Attenborough	0%	1%	1%	2%
David Beckham	3%	2%	2%	2%
Donald Trump	1%	0%	2%	1%
Dwayne Johnson	2%	3%	1%	1%
Elon Musk	1%	1%	2%	1%
Emmanuel Macron	2%	3%	1%	1%
George Clooney	6%	5%	4%	5%
Imran Khan	0%	0%	-	0%
Jack Ma	0%	0%	1%	0%
Jackie Chan	3%	3%	1%	2%
Jens Stoltenberg	0%	1%	0%	1%
Johnny Depp	3%	4%	5%	4%
Jordan Peterson	0%	0%	0%	0%
José Mujica	0%	0%	1%	3%
Justin Trudeau	1%	1%	0%	1%
Keanu Reeves	3%	2%	3%	3%

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	Sweden	Denmark	Poland	GB
Queen Máxima of the Netherlands	1%	1%	1%	0%
Queen Rania of Jordan	1%	0%	1%	0%
Rihanna	1%	1%	4%	1%
Ruth Bader Ginsburg	1%	1%	0%	1%
Sandra Bullock	3%	2%	6%	4%
Scarlett Johansson	2%	1%	5%	3%
Selena Gomez	1%	0%	2%	1%
Shakira	2%	1%	5%	1%
Siti Nurhaliza	0%	0%	0%	-
Taylor Swift	1%	1%	2%	2%
Thalía	0%	-	0%	0%
Theresa May	1%	1%	2%	1%
Tina Turner	2%	1%	6%	2%
Victoria, Crown Princess of Sweden	7%	1%	2%	1%
Andy Lau	0%	0%	0%	0%
Adam Sandler	1%	1%	2%	2%
Barack Obama	8%	10%	6%	8%
Bernie Sanders	2%	2%	0%	1%
Bill Gates	4%	4%	4%	3%
Bono	2%	1%	3%	1%
Brad Pitt	1%	2%	6%	3%
Chayanne	0%	0%	0%	-
Chow Yun-fat	0%	0%	0%	1%
Clint Eastwood	3%	3%	8%	4%
Cristiano Ronaldo	1%	1%	3%	1%
Dalai Lama	6%	4%	5%	4%
David Attenborough	5%	3%	2%	11%
David Beckham	1%	2%	4%	3%
Donald Trump	1%	0%	2%	1%
Dwayne Johnson	1%	1%	2%	4%
Elon Musk	3%	2%	2%	1%
Emmanuel Macron	1%	1%	1%	1%
George Clooney	3%	4%	5%	3%
Imran Khan	0%	-	0%	1%
Jack Ma	-	0%	0%	0%
Jackie Chan	1%	2%	4%	3%
Jens Stoltenberg	2%	2%	1%	0%
Johnny Depp	2%	2%	6%	3%
Jordan Peterson	2%	0%	0%	0%
José Mujica	0%	0%	-	-
Justin Trudeau	1%	1%	1%	2%
Keanu Reeves	2%	3%	3%	4%



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	Australia	United States	Canada	Brazil
Queen Máxima of the Netherlands	1%	0%	0%	1%
Queen Rania of Jordan	1%	1%	0%	0%
Rihanna	2%	3%	2%	6%
Ruth Bader Ginsburg	1%	4%	2%	0%
Sandra Bullock	5%	7%	5%	9%
Scarlett Johansson	3%	2%	2%	5%
Selena Gomez	2%	2%	1%	4%
Shakira	2%	2%	2%	7%
Siti Nurhaliza	0%	0%	0%	0%
Taylor Swift	3%	2%	2%	3%
Thalía	1%	1%	0%	2%
Theresa May	2%	1%	2%	2%
Tina Turner	3%	4%	3%	6%
Victoria, Crown Princess of Sweden	1%	1%	1%	1%
Andy Lau	1%	0%	0%	1%
Adam Sandler	3%	3%	3%	4%
Barack Obama	9%	6%	7%	11%
Bernie Sanders	1%	4%	3%	1%
Bill Gates	5%	5%	4%	8%
Bono	3%	3%	3%	3%
Brad Pitt	2%	3%	3%	5%
Chayanne	1%	1%	0%	1%
Chow Yun-fat	1%	0%	1%	1%
Clint Eastwood	5%	6%	4%	4%
Cristiano Ronaldo	2%	1%	1%	6%
Dalai Lama	6%	3%	4%	6%
David Attenborough	9%	2%	2%	0%
David Beckham	4%	2%	2%	4%
Donald Trump	2%	5%	1%	3%
Dwayne Johnson	5%	5%	5%	3%
Elon Musk	2%	2%	2%	1%
Emmanuel Macron	1%	1%	1%	2%
George Clooney	6%	4%	5%	5%
Imran Khan	2%	1%	0%	0%
Jack Ma	0%	0%	-	1%
Jackie Chan	5%	5%	4%	6%
Jens Stoltenberg	0%	0%	-	0%
Johnny Depp	2%	3%	3%	6%
Jordan Peterson	1%	1%	1%	1%
José Mujica	0%	0%	0%	2%
Justin Trudeau	3%	3%	2%	0%
Keanu Reeves	5%	5%	4%	5%

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	Mexico	Turkey	Egypt	Saudi Arabia
Queen Máxima of the Netherlands	1%	0%	1%	1%
Queen Rania of Jordan	1%	0%	4%	2%
Rihanna	6%	9%	3%	2%
Ruth Bader Ginsburg	0%	0%	0%	0%
Sandra Bullock	9%	6%	4%	2%
Scarlett Johansson	7%	6%	3%	1%
Selena Gomez	4%	6%	3%	2%
Shakira	6%	12%	5%	3%
Siti Nurhaliza	0%	0%	1%	1%
Taylor Swift	4%	6%	2%	1%
Thalía	4%	1%	1%	0%
Theresa May	2%	4%	1%	1%
Tina Turner	3%	6%	1%	1%
Victoria, Crown Princess of Sweden	2%	2%	1%	1%
Andy Lau	0%	0%	1%	0%
Adam Sandler	4%	3%	2%	1%
Barack Obama	11%	7%	2%	2%
Bernie Sanders	1%	1%	1%	0%
Bill Gates	8%	8%	7%	4%
Bono	3%	1%	0%	0%
Brad Pitt	6%	12%	3%	4%
Chayanne	5%	1%	1%	1%
Chow Yun-fat	0%	1%	0%	1%
Clint Eastwood	5%	5%	2%	1%
Cristiano Ronaldo	5%	10%	4%	2%
Dalai Lama	7%	4%	1%	1%
David Attenborough	0%	1%	0%	1%
David Beckham	3%	10%	3%	2%
Donald Trump	1%	2%	1%	1%
Dwayne Johnson	4%	3%	1%	1%
Elon Musk	2%	8%	1%	1%
Emmanuel Macron	2%	2%	1%	1%
George Clooney	4%	6%	5%	2%
Imran Khan	0%	2%	2%	3%
Jack Ma	0%	0%	1%	1%
Jackie Chan	6%	7%	5%	2%
Jens Stoltenberg	0%	1%	0%	0%
Johnny Depp	8%	7%	4%	2%
Jordan Peterson	1%	2%	1%	1%
José Mujica	4%	2%	1%	0%
Justin Trudeau	3%	2%	1%	1%
Keanu Reeves	5%	6%	2%	1%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



	India	China	Japan	Indonesia
Queen Máxima of the Netherlands	1%	1%	0%	1%
Queen Rania of Jordan	1%	2%	1%	2%
Rihanna	4%	2%	1%	2%
Ruth Bader Ginsburg	1%	0%	0%	0%
Sandra Bullock	3%	1%	2%	2%
Scarlett Johansson	4%	1%	1%	2%
Selena Gomez	6%	1%	0%	2%
Shakira	6%	2%	1%	1%
Siti Nurhaliza	1%	1%	0%	3%
Taylor Swift	5%	3%	2%	2%
Thalía	0%	1%	0%	1%
Theresa May	2%	1%	0%	0%
Tina Turner	1%	1%	1%	0%
Victoria, Crown Princess of Sweden	2%	1%	1%	1%
Andy Lau	1%	1%	1%	3%
Adam Sandler	1%	2%	1%	0%
Barack Obama	9%	2%	3%	4%
Bernie Sanders	1%	1%	1%	0%
Bill Gates	10%	2%	2%	6%
Bono	0%	1%	1%	0%
Brad Pitt	5%	1%	3%	1%
Chayanne	0%	1%	0%	0%
Chow Yun-fat	1%	1%	0%	1%
Clint Eastwood	2%	1%	2%	1%
Cristiano Ronaldo	7%	2%	2%	4%
Dalai Lama	6%	2%	2%	1%
David Attenborough	2%	2%	0%	0%
David Beckham	5%	2%	2%	4%
Donald Trump	5%	1%	1%	1%
Dwayne Johnson	4%	1%	0%	2%
Elon Musk	3%	1%	0%	0%
Emmanuel Macron	1%	0%	1%	0%
George Clooney	3%	1%	2%	1%
Imran Khan	3%	1%	-	1%
Jack Ma	4%	2%	0%	4%
Jackie Chan	8%	3%	3%	6%
Jens Stoltenberg	1%	1%	0%	0%
Johnny Depp	2%	1%	3%	5%
Jordan Peterson	1%	1%	0%	0%
José Mujica	1%	0%	0%	0%
Justin Trudeau	2%	1%	0%	1%
Keanu Reeves	2%	0%	2%	2%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



	Thailand	Nigeria	South Africa
Queen Máxima of the Netherlands	2%	2%	1%
Queen Rania of Jordan	2%	1%	1%
Rihanna	2%	8%	5%
Ruth Bader Ginsburg	0%	1%	0%
Sandra Bullock	3%	4%	7%
Scarlett Johansson	3%	3%	3%
Selena Gomez	3%	3%	4%
Shakira	2%	5%	4%
Siti Nurhaliza	1%	0%	0%
Taylor Swift	5%	6%	4%
Thalia	1%	1%	0%
Theresa May	3%	6%	2%
Tina Turner	2%	3%	5%
Victoria, Crown Princess of Sweden	2%	3%	1%
Andy Lau	3%	1%	0%
Adam Sandler	3%	4%	4%
Barack Obama	4%	11%	7%
Bernie Sanders	1%	2%	1%
Bill Gates	7%	14%	8%
Bono	1%	0%	2%
Brad Pitt	4%	7%	6%
Chayanne	0%	1%	-
Chow Yun-fat	2%	2%	2%
Clint Eastwood	4%	3%	4%
Cristiano Ronaldo	5%	13%	5%
Dalai Lama	3%	2%	4%
David Attenborough	1%	1%	3%
David Beckham	7%	9%	5%
Donald Trump	3%	7%	3%
Dwayne Johnson	3%	7%	7%
Elon Musk	4%	3%	3%
Emmanuel Macron	1%	5%	1%
George Clooney	4%	4%	7%
Imran Khan	0%	2%	2%
Jack Ma	6%	3%	1%
Jackie Chan	9%	12%	8%
Jens Stoltenberg	1%	1%	0%
Johnny Depp	5%	5%	7%
Jordan Peterson	1%	1%	1%
José Mujica	1%	1%	0%
Justin Trudeau	1%	1%	1%
Keanu Reeves	4%	5%	5%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



	France	Germany	Italy	Spain
Leonardo DiCaprio	5%	3%	3%	4%
Lionel Messi	2%	2%	1%	4%
Mahathir Bin Mohamad	0%	0%	0%	0%
Mark Zuckerberg	1%	1%	3%	2%
Matteo Salvini	1%	0%	4%	0%
Mohamed Salah	1%	0%	1%	0%
Mohammed bin Rashid Al Maktoum	0%	0%	0%	0%
Moon Jae-in	0%	-	0%	0%
Narendra Modi	0%	0%	0%	0%
Pope Francis	1%	1%	2%	0%
Prince Harry	2%	3%	2%	1%
Prince William	4%	3%	1%	1%
Rafael Nadal	4%	1%	2%	10%
Recep Tayyip Erdoğan	0%	0%	0%	-
Richard Branson	1%	1%	1%	1%
Rodrigo Duterte	-	0%	0%	0%
Roger Federer	5%	2%	2%	4%
Shahrukh Khan	0%	1%	0%	-
Tom Cruise	2%	2%	2%	2%
Trevor Noah	0%	0%	0%	0%
Vladimir Putin	2%	1%	3%	1%
Warren Buffett	1%	1%	1%	1%
Will Smith	6%	4%	3%	6%
Xi Jinping	0%	0%	1%	0%
None of these	23%	34%	19%	26%
Don't know	8%	8%	10%	6%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



	Sweden	Denmark	Poland	GB
Leonardo DiCaprio	3%	2%	6%	2%
Lionel Messi	1%	2%	3%	1%
Mahathir Bin Mohamad	0%	0%	0%	0%
Mark Zuckerberg	1%	1%	2%	1%
Matteo Salvini	0%	0%	0%	0%
Mohamed Salah	0%	0%	2%	1%
Mohammed bin Rashid Al Maktoum	-	-	0%	0%
Moon Jae-in	-	-	0%	0%
Narendra Modi	0%	-	0%	0%
Pope Francis	1%	1%	1%	1%
Prince Harry	1%	2%	2%	6%
Prince William	2%	2%	1%	7%
Rafael Nadal	1%	1%	2%	2%
Recep Tayyip Erdoğan	-	0%	0%	0%
Richard Branson	1%	1%	2%	3%
Rodrigo Duterte	0%	-	0%	-
Roger Federer	2%	1%	3%	4%
Shahrukh Khan	-	0%	0%	0%
Tom Cruise	1%	1%	5%	2%
Trevor Noah	0%	1%	0%	1%
Vladimir Putin	1%	1%	1%	1%
Warren Buffett	1%	1%	1%	1%
Will Smith	3%	2%	4%	5%
Xi Jinping	0%	0%	0%	0%
None of these	27%	24%	19%	29%
Don't know	12%	15%	9%	6%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



	Australia	United States	Canada	Brazil
Leonardo DiCaprio	3%	5%	4%	6%
Lionel Messi	1%	1%	1%	5%
Mahathir Bin Mohamad	1%	0%	0%	1%
Mark Zuckerberg	1%	1%	1%	4%
Matteo Salvini	-	1%	0%	1%
Mohamed Salah	1%	0%	0%	2%
Mohammed bin Rashid Al Maktoum	0%	0%	0%	1%
Moon Jae-in	0%	0%	0%	0%
Narendra Modi	1%	1%	0%	0%
Pope Francis	1%	3%	2%	2%
Prince Harry	7%	5%	4%	2%
Prince William	7%	4%	5%	3%
Rafael Nadal	5%	1%	1%	3%
Recep Tayyip Erdoğan	0%	0%	0%	0%
Richard Branson	4%	2%	2%	2%
Rodrigo Duterte	1%	0%	0%	0%
Roger Federer	7%	1%	3%	3%
Shahrukh Khan	1%	0%	1%	0%
Tom Cruise	2%	3%	3%	7%
Trevor Noah	1%	2%	1%	0%
Vladimir Putin	1%	1%	1%	1%
Warren Buffett	1%	3%	2%	2%
Will Smith	4%	5%	5%	8%
Xi Jinping	1%	0%	1%	0%
None of these	19%	21%	24%	12%
Don't know	5%	9%	8%	5%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



	Mexico	Turkey	Egypt	Saudi Arabia
Leonardo DiCaprio	6%	8%	4%	2%
Lionel Messi	6%	7%	3%	1%
Mahathir Bin Mohamad	0%	1%	4%	2%
Mark Zuckerberg	5%	5%	4%	2%
Matteo Salvini	0%	0%	1%	1%
Mohamed Salah	1%	8%	9%	4%
Mohammed bin Rashid Al Maktoum	1%	1%	4%	4%
Moon Jae-in	1%	1%	1%	0%
Narendra Modi	0%	0%	0%	1%
Pope Francis	1%	1%	1%	1%
Prince Harry	2%	1%	4%	2%
Prince William	2%	3%	3%	1%
Rafael Nadal	4%	3%	2%	1%
Recep Tayyip Erdoğan	0%	7%	1%	1%
Richard Branson	1%	1%	0%	1%
Rodrigo Duterte	0%	1%	0%	0%
Roger Federer	2%	3%	1%	1%
Shahrukh Khan	0%	1%	3%	2%
Tom Cruise	6%	10%	6%	4%
Trevor Noah	0%	0%	1%	1%
Vladimir Putin	5%	6%	3%	1%
Warren Buffett	1%	0%	1%	0%
Will Smith	11%	5%	6%	4%
Xi Jinping	1%	1%	0%	0%
None of these	14%	6%	11%	18%
Don't know	3%	5%	26%	35%



# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



	India	China	Japan	Indonesia
Leonardo DiCaprio	5%	1%	3%	1%
Lionel Messi	6%	1%	1%	4%
Mahathir Bin Mohamad	1%	1%	0%	1%
Mark Zuckerberg	8%	1%	1%	6%
Matteo Salvini	1%	1%	0%	-
Mohamed Salah	1%	1%	0%	4%
Mohammed bin Rashid Al Maktoum	2%	0%	0%	1%
Moon Jae-in	1%	1%	0%	0%
Narendra Modi	8%	1%	0%	0%
Pope Francis	2%	1%	0%	0%
Prince Harry	3%	2%	1%	2%
Prince William	4%	1%	1%	2%
Rafael Nadal	5%	1%	1%	0%
Recep Tayyip Erdoğan	1%	0%	0%	2%
Richard Branson	1%	1%	1%	1%
Rodrigo Duterte	1%	1%	0%	1%
Roger Federer	6%	2%	1%	1%
Shahrukh Khan	7%	1%	0%	3%
Tom Cruise	6%	2%	4%	4%
Trevor Noah	2%	1%	0%	0%
Vladimir Putin	5%	1%	0%	5%
Warren Buffett	6%	1%	1%	1%
Will Smith	5%	2%	3%	2%
Xi Jinping	2%	5%	0%	0%
None of these	7%	23%	40%	14%
Don't know	12%	30%	21%	18%

# Globalism

## All Markets

Fieldwork Dates: 28th February to 26th March 2019



	Thailand	Nigeria	South Africa
Leonardo DiCaprio	4%	7%	5%
Lionel Messi	4%	11%	5%
Mahathir Bin Mohamad	1%	1%	0%
Mark Zuckerberg	4%	13%	5%
Matteo Salvini	1%	1%	0%
Mohamed Salah	2%	6%	3%
Mohammed bin Rashid Al Maktoum	1%	2%	0%
Moon Jae-in	1%	1%	0%
Narendra Modi	0%	0%	1%
Pope Francis	2%	7%	2%
Prince Harry	4%	5%	6%
Prince William	4%	3%	5%
Rafael Nadal	2%	7%	3%
Recep Tayyip Erdoğan	1%	1%	-
Richard Branson	2%	3%	4%
Rodrigo Duterte	1%	1%	0%
Roger Federer	4%	6%	4%
Shahrukh Khan	1%	2%	1%
Tom Cruise	6%	8%	6%
Trevor Noah	1%	2%	9%
Vladimir Putin	2%	6%	2%
Warren Buffett	3%	7%	3%
Will Smith	7%	9%	8%
Xi Jinping	1%	3%	1%
None of these	11%	5%	11%
Don't know	19%	3%	4%