

YouGov Cambridge Globalism Project - Made In X

Fieldwork Dates: 28th February to 26th March 2019

	France	Germany	Italy	Spain	Sweden	Denmark	Poland	GB	Australia
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If you see a product is 'made in China', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	258	374	250	251	255	251	257	477	254
Base: All country adults allocated China	258	379	251	263	254	267	257	474	251
I tend to think more positively about that product	6%	8%	9%	4%	3%	7%	8%	3%	6%
I tend to think more negatively about that product	67%	51%	61%	50%	46%	60%	47%	37%	42%
It makes no real difference either way	23%	33%	27%	44%	44%	29%	41%	57%	51%
Don't know	5%	8%	4%	1%	6%	4%	4%	3%	1%

If you see a product is 'made in United States', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	249	374	251	251	248	251	256	493	252
Base: All country adults allocated US	249	387	250	252	253	262	259	504	250
I tend to think more positively about that product	20%	17%	28%	25%	18%	19%	38%	14%	27%
I tend to think more negatively about that product	16%	17%	10%	10%	10%	13%	5%	10%	7%
It makes no real difference either way	58%	55%	57%	61%	67%	61%	53%	70%	64%
Don't know	6%	11%	6%	4%	5%	7%	4%	6%	2%

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Country									
United States	Canada	Brazil	Mexico	Turkey	Egypt	Saudi Arabia	India	China	

If you see a product is 'made in China', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	504	257	247	254	128	382	209	258	253
Base: All country adults allocated China	510	259	247	250	124	387	204	259	263
I tend to think more positively about that product	7%	11%	26%	12%	15%	24%	32%	19%	46%
I tend to think more negatively about that product	47%	45%	33%	50%	57%	42%	34%	41%	11%
It makes no real difference either way	36%	38%	39%	37%	24%	23%	21%	32%	39%
Don't know	10%	6%	2%	2%	4%	10%	12%	8%	4%

If you see a product is 'made in United States', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	512	251	257	252	130	387	212	260	257
Base: All country adults allocated US	493	251	258	253	137	385	214	261	258
I tend to think more positively about that product	60%	30%	52%	53%	43%	55%	51%	45%	31%
I tend to think more negatively about that product	4%	10%	6%	4%	14%	7%	11%	10%	12%
It makes no real difference either way	26%	56%	40%	42%	38%	26%	29%	37%	50%
Don't know	10%	4%	2%	1%	5%	12%	9%	8%	6%

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	Japan	Indonesia	Thailand	Nigeria	South Africa
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If you see a product is 'made in China', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	284	250	265	166	253
Base: All country adults allocated China	283	257	266	162	252
I tend to think more positively about that product	2%	34%	24%	33%	14%
I tend to think more negatively about that product	68%	23%	42%	24%	36%
It makes no real difference either way	26%	33%	29%	41%	49%
Don't know	3%	10%	5%	1%	1%

If you see a product is 'made in United States', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	283	244	259	156	244
Base: All country adults allocated US	290	194	278	161	236
I tend to think more positively about that product	11%	51%	65%	78%	39%
I tend to think more negatively about that product	9%	12%	2%	1%	9%
It makes no real difference either way	73%	27%	29%	18%	50%
Don't know	7%	10%	4%	2%	2%

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If you see a product is 'made in Germany', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	256	379	250	255	259	251	257	484	250
Base: All country adults allocated Germany	256	377	251	255	258	243	256	494	252
I tend to think more positively about that product	45%	59%	46%	45%	34%	45%	45%	29%	43%
I tend to think more negatively about that product	7%	5%	7%	3%	6%	3%	6%	5%	7%
It makes no real difference either way	43%	32%	43%	46%	51%	45%	47%	61%	49%
Don't know	6%	4%	4%	6%	10%	7%	2%	6%	1%

If you see a product is 'made in Japan', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	259	373	254	254	253	256	251	487	249
Base: All country adults allocated Japan	259	361	253	250	251	247	254	481	244
I tend to think more positively about that product	27%	29%	33%	29%	27%	25%	52%	20%	38%
I tend to think more negatively about that product	22%	18%	16%	9%	16%	13%	5%	9%	7%
It makes no real difference either way	43%	43%	48%	61%	51%	52%	38%	66%	53%
Don't know	8%	10%	4%	2%	5%	11%	5%	4%	3%

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Country									
United States	Canada	Brazil	Mexico	Turkey	Egypt	Saudi Arabia	India	China	

If you see a product is 'made in Germany', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	499	256	247	255	128	386	204	252	259
Base: All country adults allocated Germany	508	256	247	251	120	393	209	252	260
I tend to think more positively about that product	30%	36%	49%	62%	60%	77%	56%	52%	64%
I tend to think more negatively about that product	7%	8%	4%	2%	12%	6%	9%	8%	10%
It makes no real difference either way	53%	48%	44%	35%	25%	11%	27%	31%	24%
Don't know	11%	9%	2%	1%	2%	6%	8%	9%	3%

If you see a product is 'made in Japan', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	498	242	253	247	130	387	203	263	255
Base: All country adults allocated Japan	495	243	253	249	131	388	207	263	258
I tend to think more positively about that product	25%	30%	49%	56%	58%	74%	64%	58%	41%
I tend to think more negatively about that product	14%	16%	11%	6%	13%	6%	10%	7%	20%
It makes no real difference either way	52%	46%	38%	37%	26%	13%	18%	27%	36%
Don't know	9%	7%	2%	1%	3%	7%	8%	8%	3%

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	Japan	Indonesia	Thailand	Nigeria	South Africa
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If you see a product is 'made in Germany', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

	Japan	Indonesia	Thailand	Nigeria	South Africa
Unweighted base	286	251	262	160	253
Base: All country adults allocated Germany	287	199	280	156	251
I tend to think more positively about that product	40%	60%	63%	69%	49%
I tend to think more negatively about that product	2%	5%	3%	2%	5%
It makes no real difference either way	51%	25%	32%	30%	45%
Don't know	7%	10%	3%	-	2%

If you see a product is 'made in Japan', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

	Japan	Indonesia	Thailand	Nigeria	South Africa
Unweighted base	287	257	263	163	252
Base: All country adults allocated Japan	286	216	265	164	260
I tend to think more positively about that product	73%	58%	73%	62%	28%
I tend to think more negatively about that product	1%	18%	4%	2%	18%
It makes no real difference either way	21%	21%	20%	34%	51%
Don't know	4%	3%	3%	2%	3%

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If you see a product is 'made in South Korea', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	252	368	250	249	246	249	257	495	256
Base: All country adults allocated South Korea	252	369	250	243	247	249	257	493	259
I tend to think more positively about that product	14%	17%	12%	9%	10%	12%	19%	9%	20%
I tend to think more negatively about that product	36%	24%	34%	25%	20%	29%	25%	18%	19%
It makes no real difference either way	43%	49%	47%	60%	59%	49%	47%	69%	56%
Don't know	7%	10%	7%	7%	10%	9%	9%	5%	5%

If you see a product is 'made in France', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	254	379	247	251	252	257	256	492	252
Base: All country adults allocated France	254	360	245	255	251	258	257	487	252
I tend to think more positively about that product	80%	33%	26%	25%	24%	27%	44%	17%	34%
I tend to think more negatively about that product	4%	4%	14%	7%	7%	4%	6%	10%	5%
It makes no real difference either way	14%	56%	55%	65%	61%	64%	48%	69%	56%
Don't know	2%	7%	5%	3%	7%	6%	2%	4%	4%

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If you see a product is 'made in South Korea', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	497	248	254	254	124	388	209	252	256
Base: All country adults allocated South Korea	496	249	254	255	124	393	207	253	251
I tend to think more positively about that product	14%	17%	24%	28%	51%	47%	47%	39%	20%
I tend to think more negatively about that product	20%	24%	20%	18%	10%	10%	13%	15%	19%
It makes no real difference either way	52%	51%	52%	50%	30%	26%	28%	33%	57%
Don't know	15%	7%	4%	4%	9%	16%	13%	13%	4%

If you see a product is 'made in France', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	505	253	252	253	120	377	205	251	253
Base: All country adults allocated France	516	254	252	256	115	362	206	251	252
I tend to think more positively about that product	20%	29%	51%	48%	40%	66%	50%	48%	39%
I tend to think more negatively about that product	10%	7%	6%	3%	18%	7%	10%	7%	6%
It makes no real difference either way	60%	57%	41%	48%	38%	18%	27%	33%	53%
Don't know	11%	7%	2%	1%	4%	8%	12%	13%	2%

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If you see a product is 'made in South Korea', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

	Japan	Indonesia	Thailand	Nigeria	South Africa
Unweighted base	279	253	260	162	252
Base: All country adults allocated South Korea	276	288	259	156	253
I tend to think more positively about that product	2%	56%	54%	45%	22%
I tend to think more negatively about that product	52%	9%	6%	7%	21%
It makes no real difference either way	38%	31%	35%	43%	55%
Don't know	8%	3%	5%	4%	3%

If you see a product is 'made in France', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

	Japan	Indonesia	Thailand	Nigeria	South Africa
Unweighted base	278	248	260	157	250
Base: All country adults allocated France	279	231	263	157	249
I tend to think more positively about that product	33%	46%	57%	68%	34%
I tend to think more negatively about that product	4%	8%	3%	5%	9%
It makes no real difference either way	54%	35%	34%	26%	55%
Don't know	9%	11%	5%	1%	1%

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If you see a product is 'made in Netherlands', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

	France	Germany	Italy	Spain	Sweden	Denmark	Poland	GB	Australia
Unweighted base	253	368	254	253	257	255	251	479	249
Base: All country adults allocated Netherlands	253	353	255	257	260	241	251	480	254
I tend to think more positively about that product	29%	31%	28%	23%	22%	26%	36%	17%	30%
I tend to think more negatively about that product	10%	8%	10%	7%	6%	8%	3%	2%	6%
It makes no real difference either way	52%	53%	53%	64%	64%	58%	56%	76%	60%
Don't know	9%	8%	8%	6%	8%	8%	5%	4%	4%

If you see a product is 'made in Italy', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

	France	Germany	Italy	Spain	Sweden	Denmark	Poland	GB	Australia
Unweighted base	259	380	249	253	254	253	258	482	251
Base: All country adults allocated Italy	259	379	247	252	250	252	256	498	246
I tend to think more positively about that product	38%	30%	80%	33%	28%	23%	46%	26%	42%
I tend to think more negatively about that product	8%	8%	3%	5%	7%	12%	7%	3%	5%
It makes no real difference either way	49%	52%	14%	60%	61%	60%	44%	65%	52%
Don't know	6%	10%	2%	2%	4%	5%	2%	5%	1%

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	Country								
	United States	Canada	Brazil	Mexico	Turkey	Egypt	Saudi Arabia	India	China

If you see a product is 'made in Netherlands', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	503	254	244	257	121	394	211	267	255
Base: All country adults allocated Netherlands	512	252	244	257	123	395	209	266	256
I tend to think more positively about that product	17%	35%	41%	31%	42%	49%	47%	35%	29%
I tend to think more negatively about that product	7%	6%	5%	6%	8%	9%	6%	11%	8%
It makes no real difference either way	62%	48%	52%	58%	44%	29%	38%	42%	59%
Don't know	15%	11%	3%	5%	6%	13%	10%	12%	4%

If you see a product is 'made in Italy', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	504	252	249	248	131	386	211	258	258
Base: All country adults allocated Italy	493	251	249	246	130	388	213	257	261
I tend to think more positively about that product	28%	36%	52%	50%	43%	65%	52%	45%	44%
I tend to think more negatively about that product	6%	5%	2%	1%	18%	6%	10%	9%	8%
It makes no real difference either way	54%	54%	44%	47%	30%	18%	25%	33%	42%
Don't know	11%	5%	1%	2%	9%	11%	12%	13%	7%

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	Japan	Indonesia	Thailand	Nigeria	South Africa
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If you see a product is 'made in Netherlands', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

	Japan	Indonesia	Thailand	Nigeria	South Africa
Unweighted base	285	243	261	163	248
Base: All country adults allocated Netherlands	283	242	253	162	252
I tend to think more positively about that product	15%	51%	57%	58%	32%
I tend to think more negatively about that product	5%	16%	3%	1%	5%
It makes no real difference either way	70%	24%	30%	39%	61%
Don't know	9%	10%	10%	1%	2%

If you see a product is 'made in Italy', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

	Japan	Indonesia	Thailand	Nigeria	South Africa
Unweighted base	284	249	261	166	249
Base: All country adults allocated Italy	284	295	278	175	251
I tend to think more positively about that product	35%	42%	54%	80%	46%
I tend to think more negatively about that product	5%	13%	4%	2%	5%
It makes no real difference either way	53%	28%	37%	17%	45%
Don't know	7%	18%	5%	2%	3%

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If you see a product is 'made in Hong Kong', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	259	379	252	257	252	252	257	489	255
Base: All country adults allocated Hong Kong	259	401	253	253	246	260	258	474	269
I tend to think more positively about that product	6%	5%	11%	8%	3%	7%	15%	4%	14%
I tend to think more negatively about that product	50%	41%	39%	29%	38%	46%	26%	25%	28%
It makes no real difference either way	36%	45%	43%	61%	51%	40%	54%	64%	56%
Don't know	8%	8%	7%	3%	8%	7%	4%	6%	3%

If you see a product is 'made in United Kingdom', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	257	379	254	257	247	251	251	492	246
Base: All country adults allocated UK	256	381	254	256	252	240	251	485	249
I tend to think more positively about that product	30%	27%	31%	26%	30%	25%	36%	56%	41%
I tend to think more negatively about that product	8%	9%	8%	8%	5%	5%	6%	1%	4%
It makes no real difference either way	56%	54%	57%	64%	59%	65%	52%	38%	50%
Don't know	7%	10%	4%	2%	6%	5%	6%	4%	5%

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	Country								
	United States	Canada	Brazil	Mexico	Turkey	Egypt	Saudi Arabia	India	China

If you see a product is 'made in Hong Kong', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	500	251	259	250	123	383	206	260	253
Base: All country adults allocated Hong Kong	518	249	259	250	122	385	205	260	245
I tend to think more positively about that product	10%	9%	21%	23%	19%	39%	33%	26%	36%
I tend to think more negatively about that product	35%	32%	21%	20%	33%	14%	20%	15%	10%
It makes no real difference either way	45%	50%	54%	53%	38%	32%	35%	46%	50%
Don't know	11%	9%	3%	3%	10%	15%	12%	13%	4%

If you see a product is 'made in United Kingdom', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	508	248	256	252	128	371	205	266	256
Base: All country adults allocated UK	503	250	256	253	130	370	209	266	256
I tend to think more positively about that product	25%	41%	48%	48%	37%	64%	53%	44%	33%
I tend to think more negatively about that product	7%	6%	4%	4%	16%	6%	6%	7%	8%
It makes no real difference either way	54%	47%	45%	46%	39%	20%	30%	39%	55%
Don't know	15%	7%	2%	2%	7%	9%	11%	10%	4%

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	Japan	Indonesia	Thailand	Nigeria	South Africa
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If you see a product is 'made in Hong Kong', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

	Japan	Indonesia	Thailand	Nigeria	South Africa
Unweighted base	289	253	264	164	256
Base: All country adults allocated Hong Kong	290	240	249	158	253
I tend to think more positively about that product	3%	22%	38%	51%	16%
I tend to think more negatively about that product	30%	23%	12%	9%	30%
It makes no real difference either way	56%	44%	48%	38%	52%
Don't know	11%	11%	2%	1%	2%

If you see a product is 'made in United Kingdom', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

	Japan	Indonesia	Thailand	Nigeria	South Africa
Unweighted base	293	249	256	158	236
Base: All country adults allocated UK	290	327	235	159	228
I tend to think more positively about that product	27%	46%	55%	81%	38%
I tend to think more negatively about that product	4%	11%	6%	3%	7%
It makes no real difference either way	61%	21%	32%	16%	55%
Don't know	8%	21%	7%	1%	1%

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If you see a product is 'made in Canada', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	256	365	252	252	254	252	250	492	251
Base: All country adults allocated Canada	256	368	254	250	251	261	249	491	241
I tend to think more positively about that product	32%	30%	32%	27%	29%	36%	40%	26%	31%
I tend to think more negatively about that product	6%	8%	12%	6%	5%	5%	5%	3%	5%
It makes no real difference either way	55%	51%	52%	63%	58%	52%	53%	66%	58%
Don't know	8%	11%	5%	5%	8%	7%	2%	5%	6%

If you see a product is 'made in Mexico', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	251	373	252	259	256	252	256	485	253
Base: All country adults allocated Mexico	253	375	251	256	260	250	253	485	251
I tend to think more positively about that product	6%	9%	8%	6%	4%	5%	17%	3%	9%
I tend to think more negatively about that product	29%	27%	32%	15%	30%	31%	9%	15%	23%
It makes no real difference either way	54%	54%	49%	74%	55%	47%	68%	75%	61%
Don't know	10%	9%	11%	5%	11%	17%	6%	8%	7%

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	Country								
	United States	Canada	Brazil	Mexico	Turkey	Egypt	Saudi Arabia	India	China

If you see a product is 'made in Canada', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	508	256	249	253	127	386	206	261	252
Base: All country adults allocated Canada	500	256	249	252	127	380	202	261	248
I tend to think more positively about that product	31%	70%	47%	44%	42%	59%	49%	40%	26%
I tend to think more negatively about that product	7%	4%	6%	3%	9%	8%	13%	8%	15%
It makes no real difference either way	52%	23%	44%	53%	43%	22%	29%	39%	53%
Don't know	9%	3%	3%	1%	7%	12%	9%	12%	5%

If you see a product is 'made in Mexico', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

Unweighted base	498	250	251	252	128	384	203	257	256
Base: All country adults allocated Mexico	491	248	251	253	133	384	199	255	255
I tend to think more positively about that product	11%	10%	24%	67%	14%	32%	26%	33%	11%
I tend to think more negatively about that product	25%	23%	14%	7%	22%	15%	17%	13%	20%
It makes no real difference either way	53%	57%	57%	26%	48%	34%	41%	39%	60%
Don't know	12%	10%	6%	1%	16%	19%	15%	15%	9%

YouGov Cambridge Globalism Project - Made In X

Fieldwork Dates: 28th February to 26th March 2019

	Japan	Indonesia	Thailand	Nigeria	South Africa
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If you see a product is 'made in Canada', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

	Japan	Indonesia	Thailand	Nigeria	South Africa
Unweighted base	293	251	255	161	253
Base: All country adults allocated Canada	297	210	246	161	254
I tend to think more positively about that product	18%	47%	51%	62%	31%
I tend to think more negatively about that product	4%	8%	3%	1%	8%
It makes no real difference either way	70%	25%	41%	34%	58%
Don't know	7%	21%	5%	3%	2%

If you see a product is 'made in Mexico', do you tend to think more positively or more negatively about that product, or does it make no real difference either way?

	Japan	Indonesia	Thailand	Nigeria	South Africa
Unweighted base	288	255	263	156	260
Base: All country adults allocated Mexico	284	303	257	163	267
I tend to think more positively about that product	3%	30%	29%	31%	15%
I tend to think more negatively about that product	28%	21%	12%	8%	15%
It makes no real difference either way	56%	22%	50%	57%	65%
Don't know	12%	28%	8%	4%	5%