

BRICS expansion – less than one in five positive about it

Almost a third of the people around the world have never heard of BRICS – reveals a global poll conducted by Gallup International Association representing the opinions of about four billion people in 44 countries. Positive and negative attitudes towards the BRICS alliance are almost equal in shares (19% positive vs. 17% negative). One in four (24%) are neutral while one in three (32%) have never heard of it.

As expected, Western countries are much more negative towards BRICS than the rest of the world. Highest levels of negative opinion are registered in Sweden (45%) where attitudes are strongly affected by the war in Ukraine and current developments with the NATO application. Other countries with high negative shares of answers are also Spain (30%), and the USA (30%).

The rest of the world reacts differently – yet even here positive sentiment is in a minority. Even those countries who form a part of BRICS have considerable proportions of their populations admitting that they do not know about the Alliance nor its expansion. As an example, in Saudi Arabia 55% have never heard of it. Yet among the founding members membership tends to be viewed positively. More than one in three (36%) in India view membership positively, 38% in Russia. In Argentina, which withdrew from the agreement before it took effect, attitudes towards BRICS are positive (32%), 13% negative, 20% neutral, 25% never hearing of it.

Kancho Stoychev, president of GIA:

“While BRICS expanded significantly as of January this year, negative attitudes towards this organisation strongly prevail among the citizens of G-7 (plus EU) countries. The division of the World into two economic blocs might be the end of the globalisation led by one collective centre and this clearly creates discontent and hostility in the West. But although the combined population of all BRICS countries is more than a half of the world’s population, still the global awareness of this relatively new bloc is low.”

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For further details see website: www.gallup-international.com

Methodology:

The Gallup International End of Year Survey (EoY) is an annual tradition initiated by and designed under the chairmanship of Dr. George Gallup in 1977. The survey is conducted every year since then. This year it was carried out in 41 countries around the world.

Sample Size and Mode of Fieldwork:

A total of 44 931 persons were interviewed globally. In each country a representative sample of around 1000 men and women was interviewed during October-December 2023 either face to face, via telephone or online.

The margin of error for the survey is between +3-5% at 95% confidence level.

About Gallup International

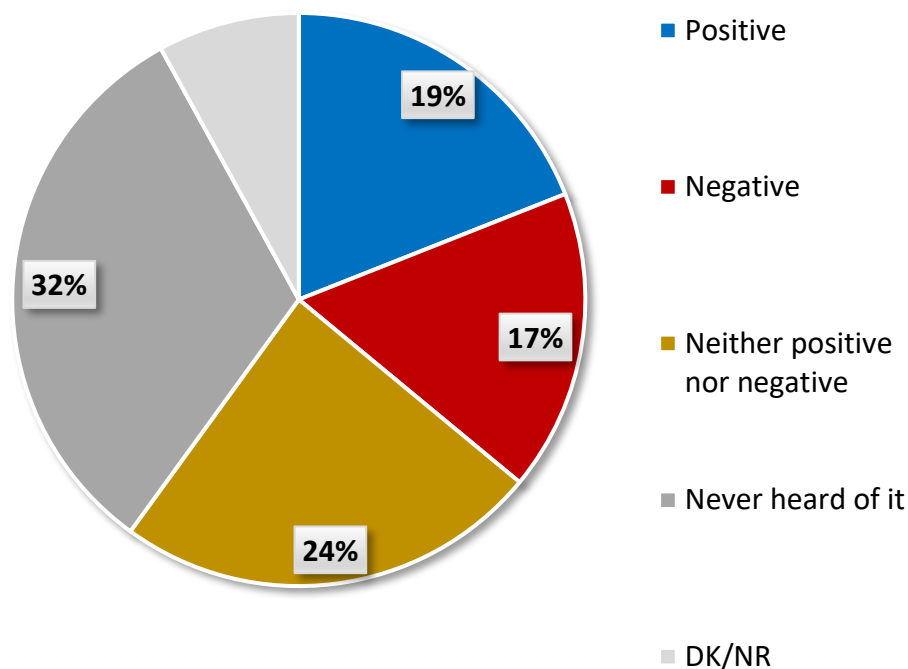
Gallup International Association (GIA) is the leading global independent association in market research and polling.

For 75 years Gallup International members have demonstrated their expert ability to conduct multi-country surveys on a comparable basis and deliver the highest quality. Our more than 100 members and partners are leading national institutes with a profound local knowledge of research methods and techniques, statistical sources, customs, and culture differences of its own country and carefully selected by the Association Board. With only one member agency per country, members work together daily to share knowledge, new research techniques and tools, as well as to provide the most appropriate solutions to international research projects and service our clients to the best of our abilities.

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BRICS

Recently the so-called BRICS – an alliance between Brazil, Russia, India, China and South Africa – was joined by six new member countries among which Argentina, Saudi Arabia and Egypt. What is your attitude towards this global alliance?

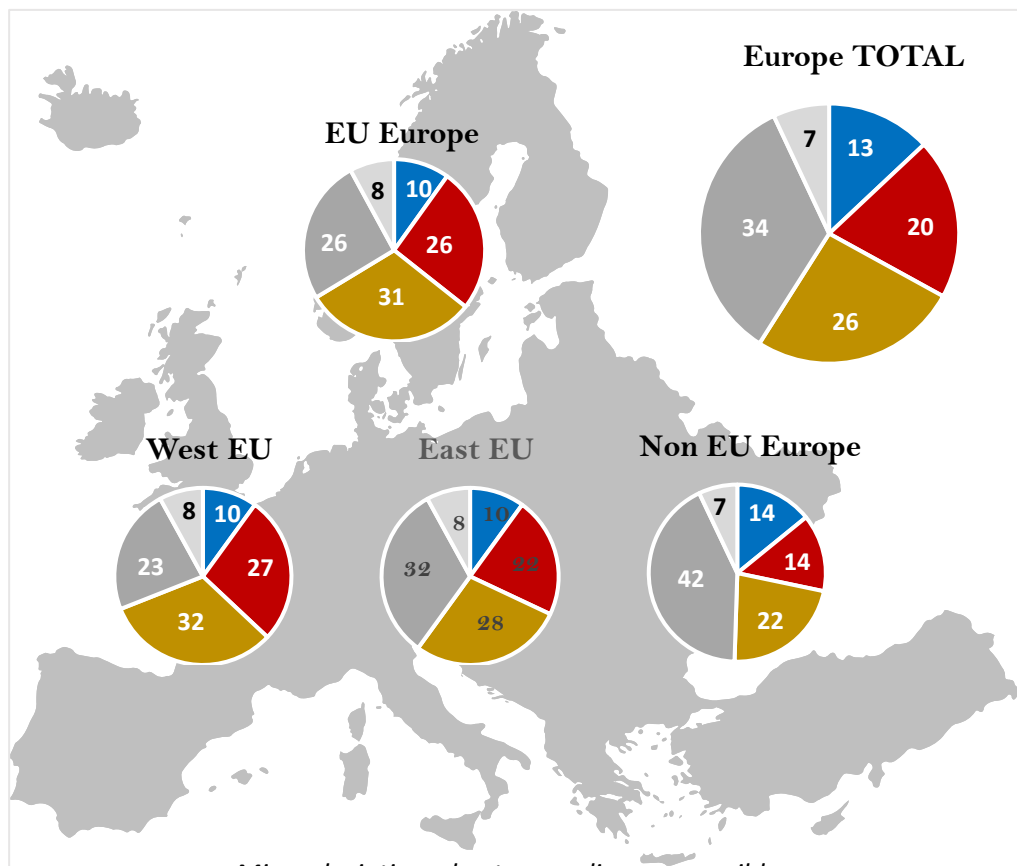
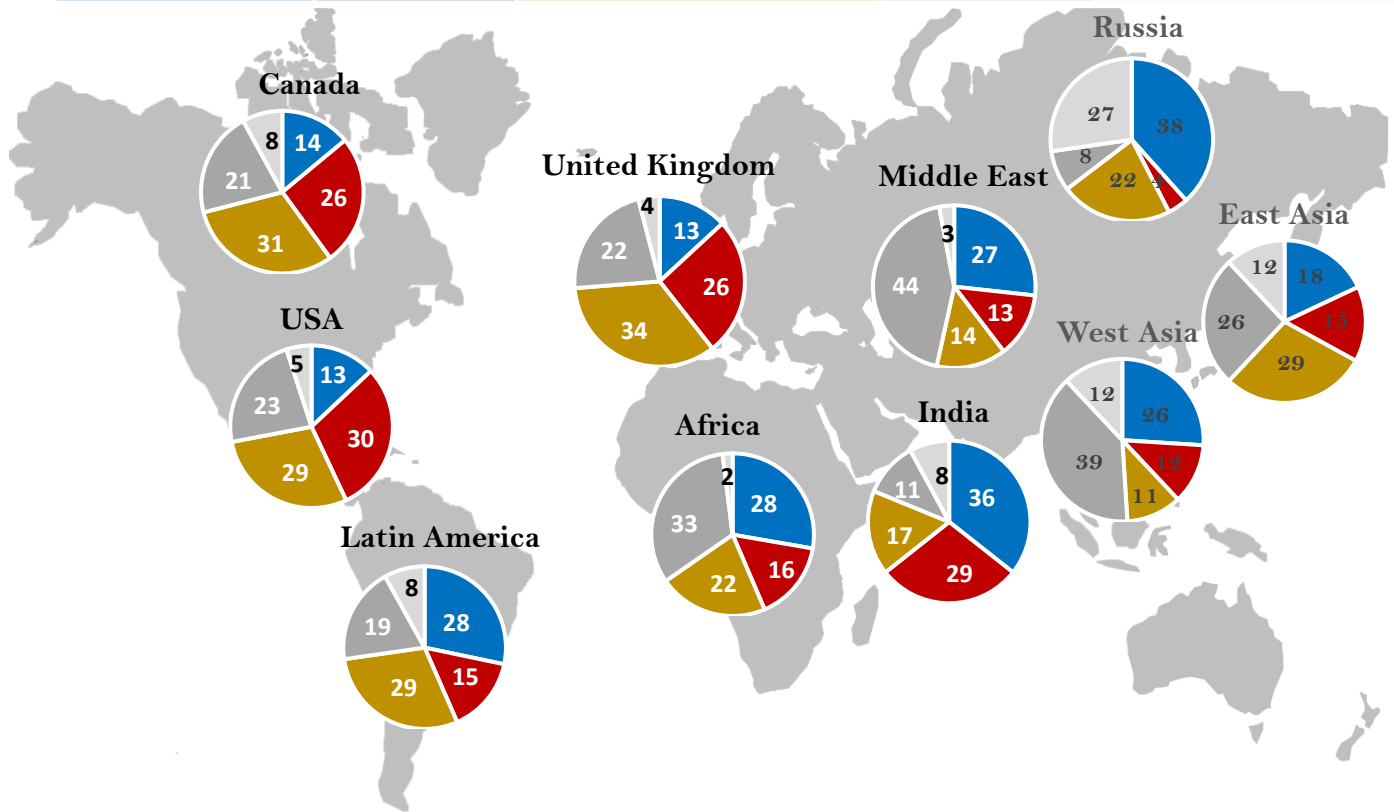


GIA End of Year Survey 2023, 44 countries, total sample n=44,931 respondents

TOP 5 POSITIVE	TOP 5 NEGATIVE
RUSSIA: 38%	SWEDEN: 45%
IRAN: 37%	SPAIN/USA: 30%
INDIA/NIGERIA: 36%	PORTUGAL/UKRAINE/INDIA: 29%
SAUDI ARABIA: 33%	POLAND: 28%
ARGENTINA/MALAYSIA: 32%	AZERBAIJAN: 27%

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Minor deviations due to rounding are possible

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Positive

Negative

Neither positive
nor negative

Never heard of it

DK/NR

G-7/EU

11%

25%

30%

25%

Rest of the
World

22%

14%

22%

34%

BRICS

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(Countries presented in alphabetical order)

Country	Positive	Negative	Neither positive nor negative	Never heard of it	DK/NR
Global Average	19%	17%	24%	32%	8%
AFGHANISTAN	31%	14%	4%	40%	11%
ALBANIA	20%	15%	15%	39%	11%
ARGENTINA	32%	13%	20%	25%	11%
ARMENIA	13%	6%	17%	64%	1%
AUSTRIA	11%	17%	41%	21%	10%
AZERBAIJAN	21%	27%	11%	33%	7%
BOSNIA & HERZEGOVINA	20%	7%	26%	39%	8%
BULGARIA	11%	11%	26%	38%	13%
CANADA	14%	26%	31%	21%	8%
ECUADOR	22%	15%	22%	32%	9%
GEORGIA	11%	11%	12%	60%	5%
GERMANY	11%	24%	40%	16%	9%
HONG KONG	24%	20%	40%	8%	7%
INDIA	36%	29%	17%	11%	8%
INDONESIA	31%	4%	28%	25%	12%
IRAN	37%	10%	12%	39%	3%
IRAQ	14%	18%	14%	52%	2%
ITALY	9%	18%	32%	34%	6%
JAPAN	8%	9%	17%	24%	41%

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(Countries presented in alphabetical order)

Country	Positive	Negative	Neither positive nor negative	Never heard of it	DK/NR
KAZAKHSTAN	22%	4%	19%	42%	12%
KENYA	20%	23%	13%	41%	3%
KOSOVO	1%	23%	7%	51%	17%
NORTH MACEDONIA	14%	11%	29%	36%	9%
MALAYSIA	32%	10%	41%	13%	4%
MEXICO	27%	18%	43%	7%	5%
MOLDOVA	22%	12%	27%	33%	6%
NIGERIA	36%	8%	31%	25%	1%
PAKISTAN	28%	9%	10%	39%	15%
PHILIPPINES	16%	13%	34%	33%	4%
POLAND	4%	28%	23%	38%	7%
PORTUGAL	13%	29%	35%	17%	5%
ROMANIA	16%	24%	34%	21%	5%
RUSSIA	38%	4%	22%	8%	27%
SAUDI ARABIA	33%	*	4%	55%	7%
SERBIA	28%	12%	32%	22%	6%
REPUBLIC OF KOREA	13%	21%	31%	28%	7%
SPAIN	14%	30%	25%	23%	7%
SWEDEN	2%	45%	19%	25%	9%
SWITZERLAND	17%	21%	36%	18%	8%
SYRIA	28%	20%	26%	25%	1%
THAILAND	13%	22%	19%	39%	6%
UKRAINE	4%	29%	25%	41%	2%
UK	13%	26%	34%	22%	4%
USA	13%	30%	29%	23%	5%

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Gallup International Association (GIA) End of Year 2024 Survey - Participants

Country	Vendor Company	Sample size	Method	Fieldwork	Universe
AFGHANISTAN	ACSOR	1120	CATI	09-11.12.2023	National, 18+
ALBANIA	Index Kosova	635	F2F	03-05.11.2023	National, 18+
ARGENTINA	Voices!	1035	CAWI	01-06.11.2023	National, 18+
ARMENIA	MPG LLC	1100	CATI	30.10-04.11.2023	National, 18+
AUSTRIA	Das Österreichische Gallup Institut GmbH	1000	CATI	14-18.11.2023	National, 16+
AZERBAIJAN	SIAR Research and Consulting Group	500	Telephone	01-18.10.2023	National, 18+
BOSNIA & HERZEGOVINA	Kantar Mareco Index Bosnia	1000	Online & CATI	30.11-12.12.2023	National, 18+
BULGARIA	Gallup International Balkan	806	F2F	07-14.11.2023	National, 18+
CANADA	Survey Monkey	1062	CAWI	01.12.2023	National, 18+
ECUADOR	CEDATOS	550	F2F	10-14.12.2023	National, 18+
GEORGIA	GORBI	1033 / 991	F2F	30.09-24.10.2023	National, 18+
GERMANY	GIA	1000	CATI	04-11.12.2023	National, 18+
HONG KONG	CGS-worldwide	500	CAWI	30.11-06.12.2023	National, 18+
INDIA	Convergent	1035	F2F	27.11-09.12.2023	18+, 10 biggest cities
INDONESIA	DEKA	540	F2F	01-15.12.2023	18+, 6 Big Cities
IRAN	Iran Sanjesh	1003	CATI	04.12.2023	National, 18+
IRAQ	IIACSS	1385	F2F	11.11-20.12.2023	National, 18-71
ITALY	DOXA	1003	F2F	02-14.12.2023	National, 18+
JAPAN	Nippon Research Center	1156	F2F	30.11-13.12.2023	National, 18-79
KAZAKHSTAN	BISAM Central Asia	1000	F2F	10.10-15.11.2023	Urban, 18+
KENYA	Infinite Insight Ltd.	1065	CATI	01-11.11.2023	National, 18+
KOSOVO	Index Kosova	1123	CATI	19.10-06.11.2023	National, 18+
MALAYSIA	Central Force	1000	CAWI	07-12.12.2023	National, 18+

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Gallup International Association (GIA) End of Year 2024 Survey – Participants (contd.)

MEXICO	De las Heras Demotecnia	1026	CATI	11-15.12.2023	National, 18+
MOLDOVA	CBS-Research Moldova	1001	CATI	December 2023	National, 18+
NIGERIA	Market Trends International	1000	CATI	30.10-01.12.2023	National, 18+
NORTH MACEDONIA	BRIMA	1202	F2F	01-21.12.2023	National, 18+
PAKISTAN	Gallup Pakistan	1000	CATI	04-16.10.2023	National, 18+
PERU	Datum Internacional	1207	F2F	01-06.12.2023	National, 18+
PHILIPPINES	Philippine Survey Research Center	1000	F2F	25.11-13.12.2023	National, 18-65
POLAND	Mareco Polska	1002	CATI	02-23.10.2023	National, 18+
PORTUGAL	Intercampus	1000	CAWI	12.11-06.12.2023	National, 18-65
ROMANIA	Centrul pentru Studiarea Opiniei si Pietei (CSOP)	1000	CAWI	17.10-04.12.2023	National, 18-64
RUSSIAN FEDERATION	Be Media Consultant	1200	CAWI	24-30.11.2023	18+, Cities 100k+
SAUDI ARABIA	Saudi Center for Opinion Polling	1036	CATI	21-26.11.2023	National, 18+
SERBIA	TMG Insights Serbia	1007	F2F	15.11-04.12.2023	National, 18+
REPUBLIC OF KOREA	Gallup Korea	1550	F2F	02.11-04.12.2023	National, 19+
SPAIN	Sigmados	1019	CAWI	21-25.11.2023	National, 18+
SWEDEN	Novus	1095	CAWI	01-11.12.2023	National, 18+
SWITZERLAND	Gallup AG Switzerland	1000	CATI	05-13.12.2023	National, 18+
SYRIA	Syrian & Levant Market Compass	1057	*	December 2023	National, 18+
THAILAND	Infosearch	1000	F2F	24.11-10.12.2023	National, 18+
UK	ORB International	1000	Online	December 2023	National, 18+
UKRAINE	Rating Group	1000	CATI	22-23.11.2023	National, 18+
USA	Survey Monkey	1118	CAWI	04.12.2023	National, 18+