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# 2019 CHINA NATIONAL IMAGE GLOBAL SURVEY

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**KANTAR**

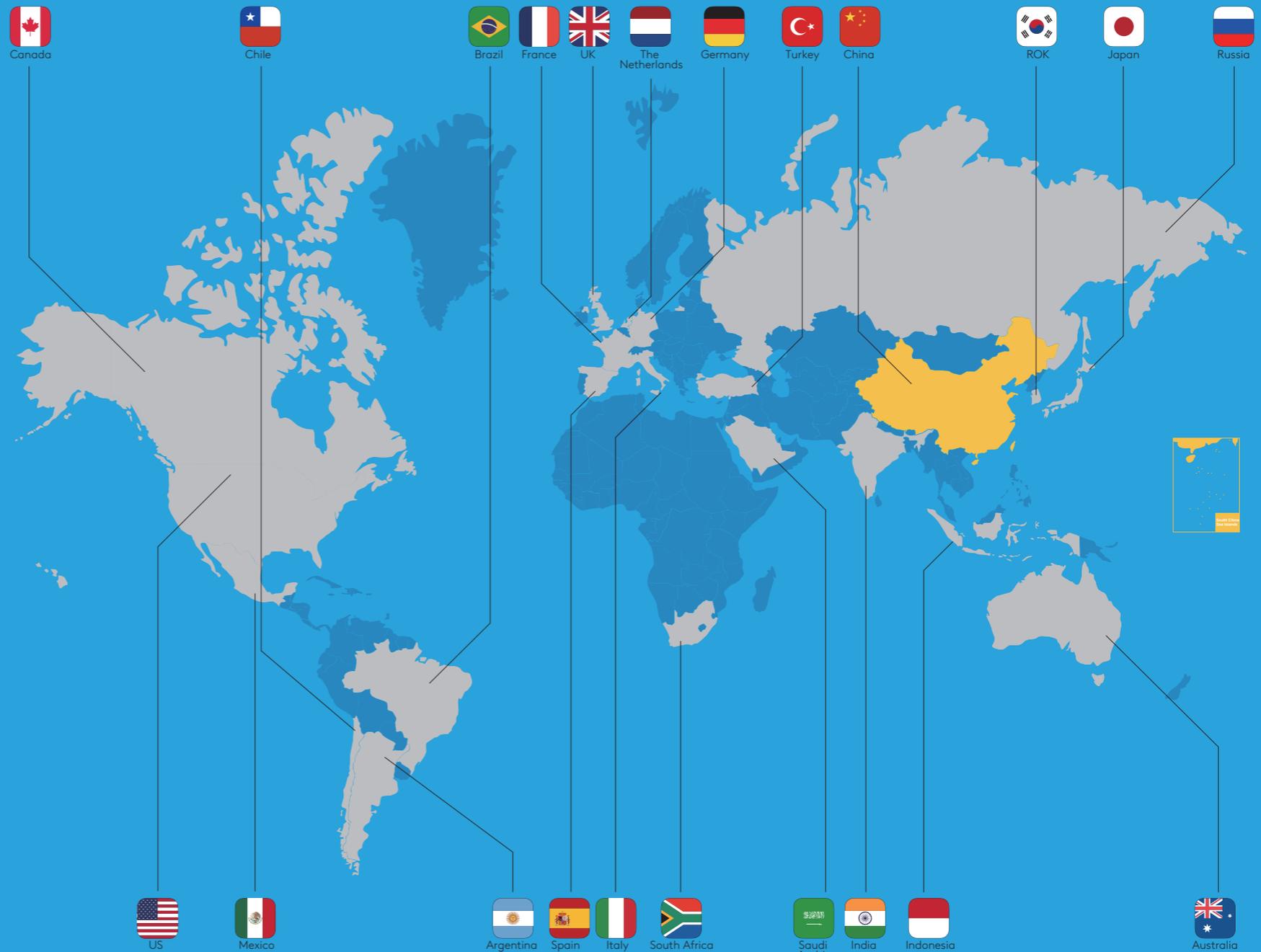
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### Part 1: About Survey 2019

From June to September 2019, the Academy of Contemporary China and World Studies (ACCWS) and Kantar Group jointly conducted the seventh global survey of China's national image.

The survey interviewed citizens of 22 countries, covering Asia (China, Japan, the ROK, India, Indonesia, Saudi Arabia and Turkey), Europe (the UK, France, Germany, Italy, Russia, Spain and the Netherlands), North America (the US, Canada and Mexico), South America (Brazil, Argentina and Chile), Oceania (Australia) and Africa (South Africa).

With 500 respondents from each country, a total of 11,000 respondents selected from Kantar's global panel were included in this survey. The survey was conducted by using online questionnaires, and strictly followed the international standards for online polls.

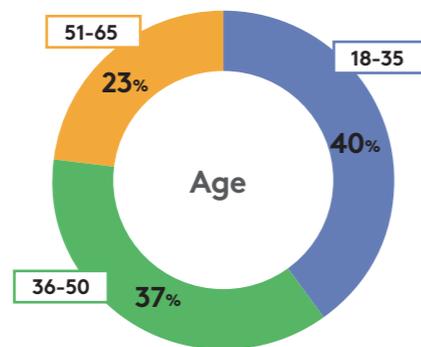
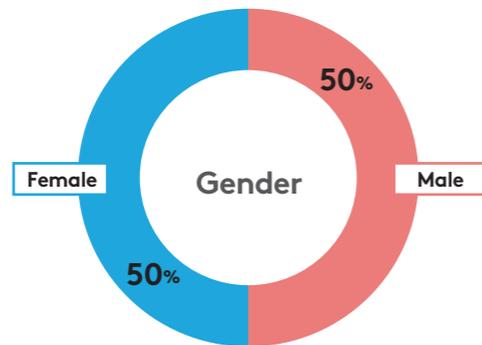


22 countries

11000 respondents

500 respondents in each country

## Gender and Age of the Respondents



## Educational Background of the Respondents (%)

|   | Overall | Developed Countries | Developing Countries | China |
|---|---------|---------------------|----------------------|-------|
| Junior high school or below             | 5       | 5                   | 5                    | 0     |
| Senior high school or vocational school | 22      | 28                  | 18                   | 5     |
| College                                 | 19      | 21                  | 18                   | 16    |
| University                              | 36      | 28                  | 42                   | 71    |
| Postgraduate or above                   | 16      | 17                  | 17                   | 7     |

The achievements scored by the People's Republic of China since 1949 are much appreciated overseas.

China's scientific and technological strengths are winning increasing recognition.

The overall impression of China's image continues to improve.

People overseas expect China to give priority to building its image as a contributor to global development.

People overseas believe China's international status and global influence will continue to grow.

Chinese food, traditional Chinese medicine and other Chinese cultural elements enjoy a high reputation worldwide.

The Belt and Road Initiative and other proposals of China are becoming increasingly popular.

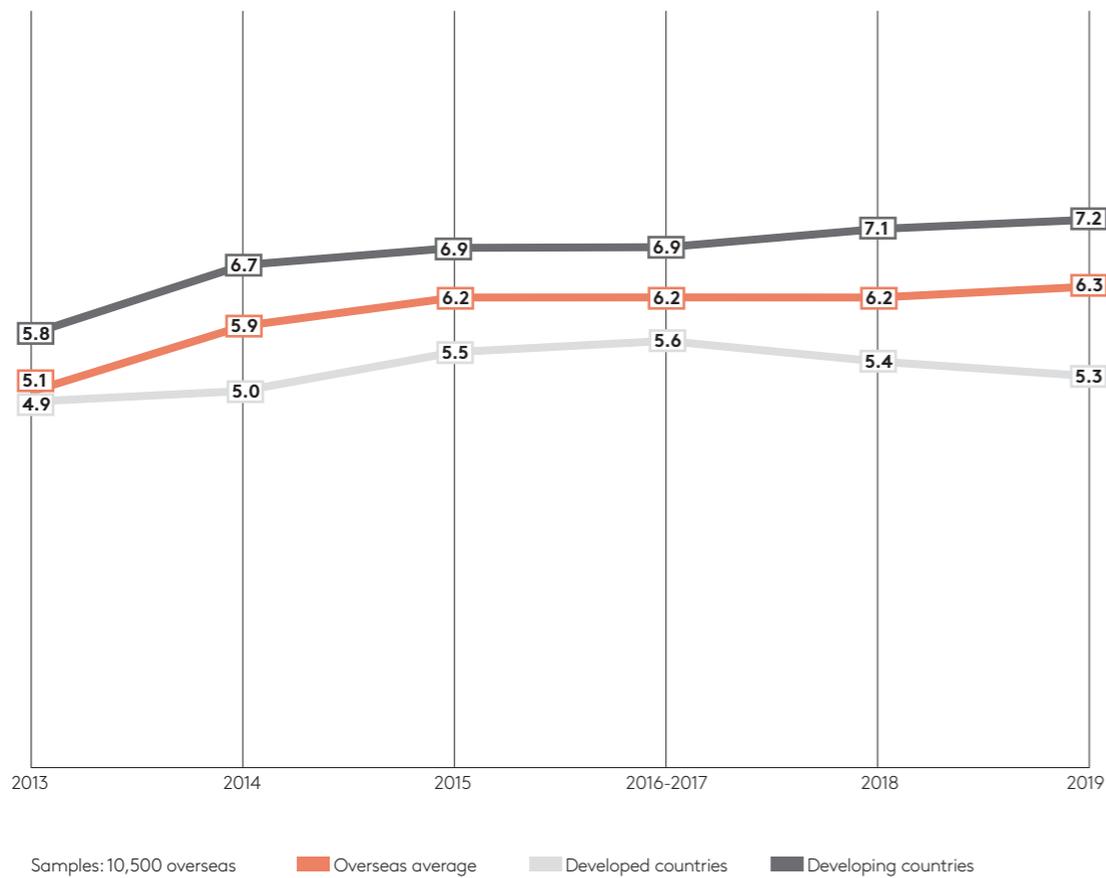
# MAJOR FINDINGS OF THIS SURVEY

## Part 2: Overall Image and Influence

### China's overall image keeps improving internationally.

China scored 6.3 on the 10-point system concerning its overall image, 0.1 point higher than the score found by the previous survey. Generally, other developing countries had better impressions of China than developed countries, giving China a score of 7.2, and thus maintaining a slight upward curve in recent years.

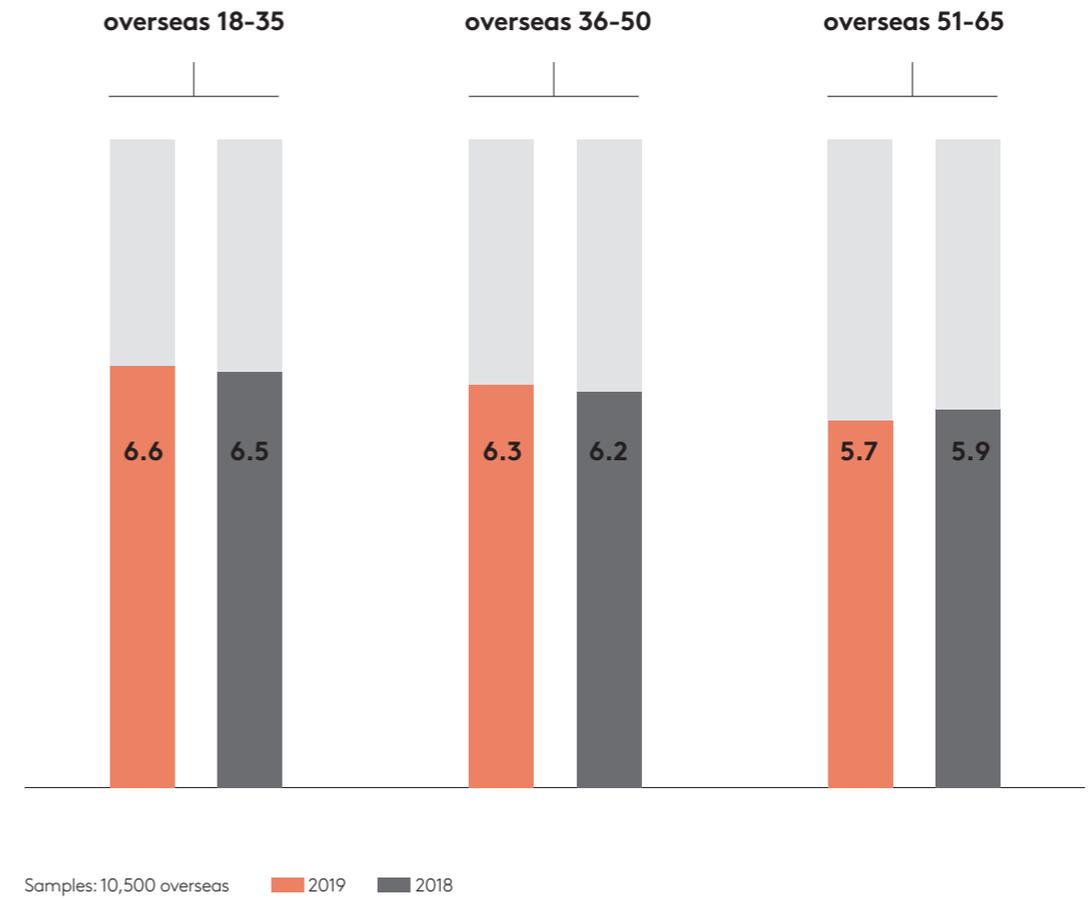
Figure 1 Overall image of China (1-10 points)



### Young people overseas have positive impressions of China.

Among the three age groups, overseas youth (aged 18-35) had the best impressions of China, with their scores being 6.6 (0.1 point higher than in the 2018 survey). The two age groups 18-35 and 36-50 had better impressions of China than in the previous survey.

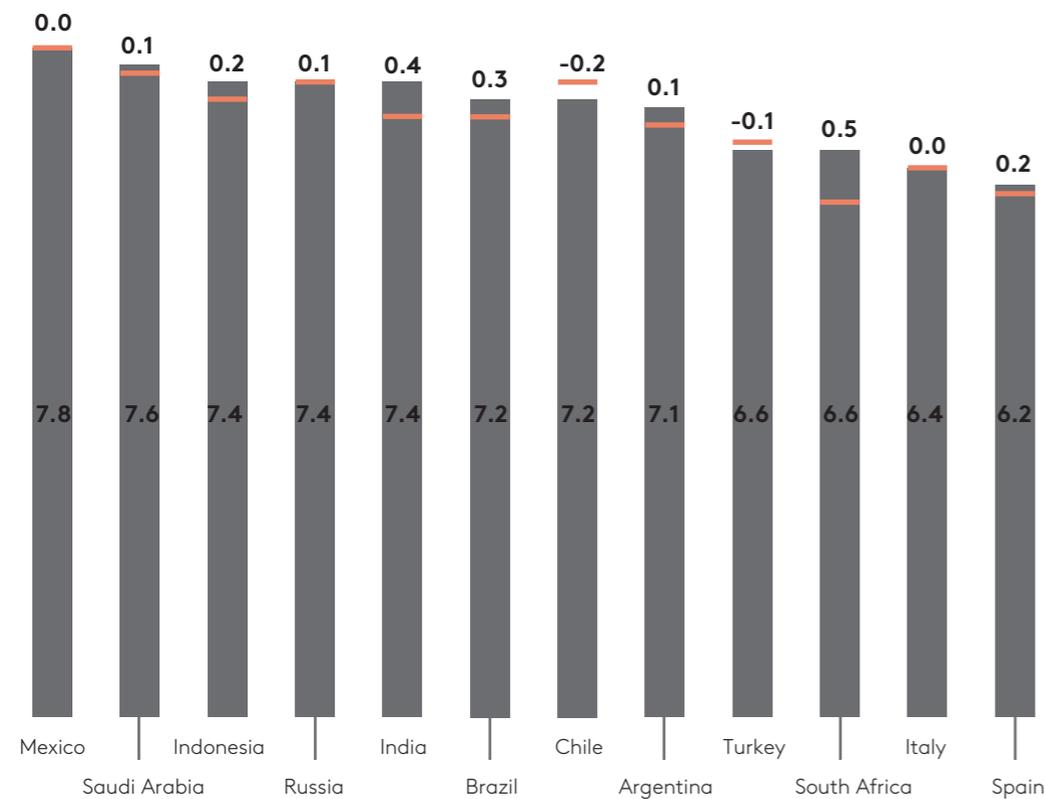
Figure 2 Overall image of China (1-10 points)



## The BRICS countries maintain their good impressions of China.

Mexico (7.8 points), Saudi Arabia (7.6 points), Indonesia (7.4 points), Russia (7.4 points) and India (7.4 points) had the best impressions of China. Compared with the previous survey, India replaced Chile, placing it among the five countries with the top impressions of China.

Figure 3 Overall image of China (1-10 points)



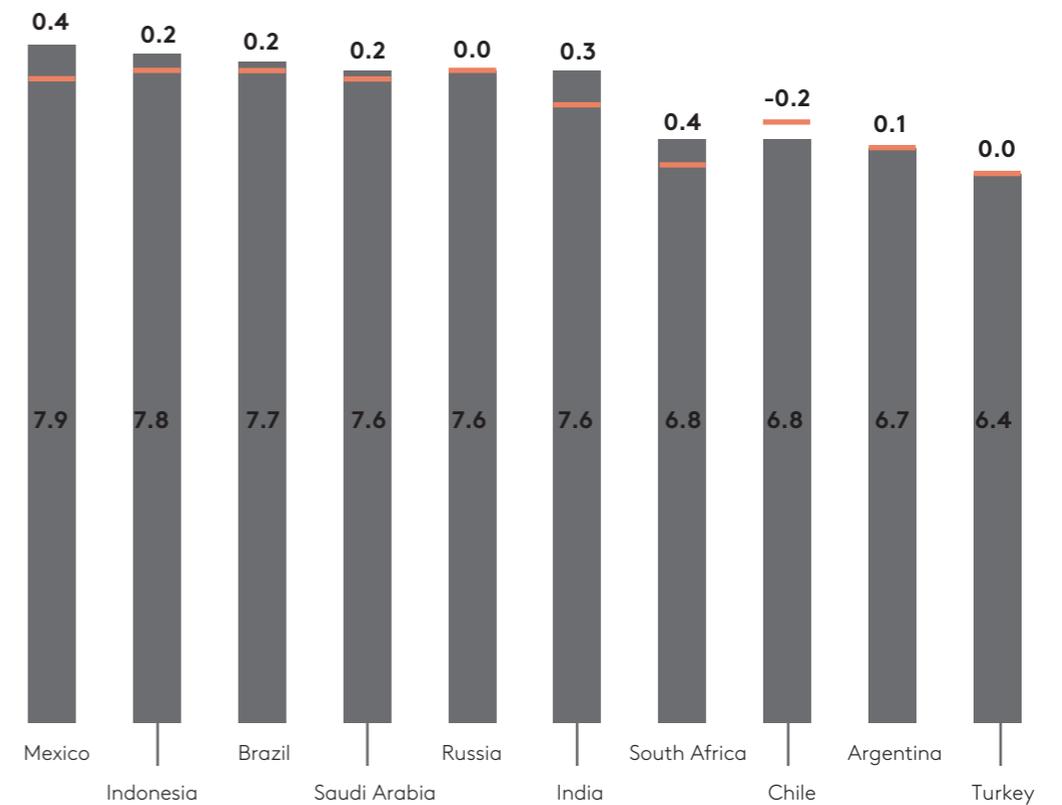
Samples: 10,500 overseas ■ 2019 ■ 2018

## Developing countries maintain favorable impressions of China's performance in domestic and global affairs.

China got a score of 6.3 points in terms of its contribution to global governance and 6.2 points for its performance in domestic affairs.

Compared with average overseas impressions, developing countries had more positive comments on China's contribution to global affairs and performance in domestic governance, and their scores (7.3) for these two items were both higher than in the previous survey. Mexico, Indonesia and Brazil gave China the highest scores.

Figure 4 Evaluation of China's performance in domestic governance (1-10 points)



Samples: 10,500 overseas ■ 2019 ■ 2018

## China ranks second among all countries in terms of influence in global affairs.

The top three countries with the greatest influence in global affairs were the US, China and the UK. The US and China remained among the countries having great influence in global affairs, the UK replaced Russia as one of the top three countries with the greatest international influence, and Germany ranked fifth among all countries.

Figure 5 Top five countries with the greatest influence in global affairs



## Overseas respondents had better impressions of China's participation in cultural programs and on security issues, both up 4 percentage points on the 2018 survey.

Regarding its participation in global governance, the international community thought highly of China in the fields of science and technology (66%), economy (63%) and culture (57%). They gave it the highest scores in these three fields, the same as in the previous survey. Compared with developed countries, developing countries had a better impression of China in all aspects of global governance. Overseas respondents had better impressions of China's participation in cultural programs and on security issues, both up 4 percentage points on the 2018 survey.

Overseas youth had better comments on China's participation in global governance as regards science and technology, security, politics and ecological conservation.

The overseas respondents' impressions of China in all aspects were better than in the 2018 survey.

Figure 6 Evaluation of China's performance in global governance

Please mark China's performance in the following aspects of global governance. (7-10 points, %)

|                        | Overseas average | Developed countries | Developing countries | Overseas aged 18-35 | Overseas aged 36-50 | Overseas aged 51-65 |
|------------------------|------------------|---------------------|----------------------|---------------------|---------------------|---------------------|
| Science and technology | 66 / 63          | 54 / 53             | 81 / 75              | 69 / 65             | 68 / 62             | 64 / 62             |
| Economy                | 63 / 60          | 50 / 51             | 76 / 73              | 63 / 60             | 65 / 60             | 59 / 61             |
| Culture                | 57 / 53          | 48 / 45             | 66 / 63              | 57 / 53             | 58 / 52             | 54 / 55             |
| Security               | 40 / 36          | 30 / 28             | 52 / 45              | 44 / 39             | 40 / 36             | 33 / 33             |
| Politics               | 39 / 36          | 27 / 26             | 52 / 48              | 42 / 38             | 41 / 36             | 33 / 34             |
| Ecology                | 32 / 29          | 24 / 21             | 42 / 38              | 36 / 31             | 34 / 28             | 23 / 24             |

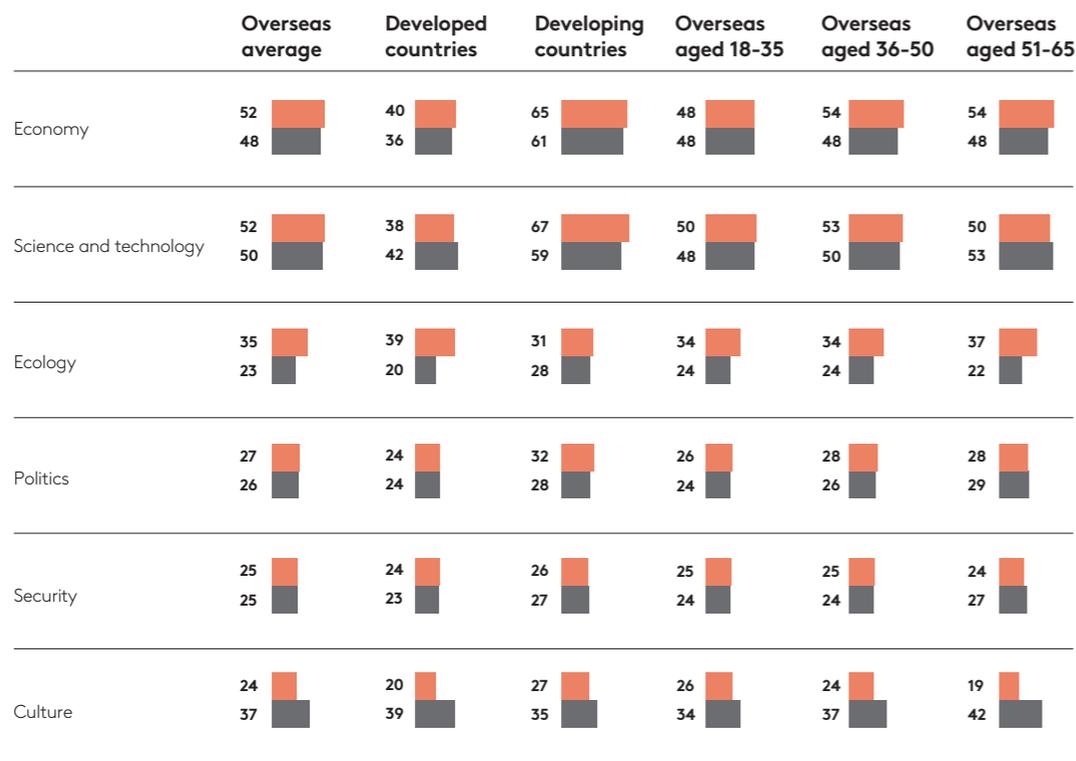
Samples: 10,500 overseas ■ 2019 ■ 2018

## Regarding its participation in global governance, overseas respondents expect China to play bigger roles in the fields of economy and science and technology.

More than half (52%) of the international community wanted to see China playing a bigger role in the fields of economy and science and technology. The developing countries wanted China to play a bigger role in science and technology (67%) and economy (65%), while developed countries chose economy (40%) and ecology (39%) in this regard.

Figure 7 Expectation of China's role in global governance

In which of the following aspects of global governance do you expect China to play a bigger role? (%)



Samples: 10,500 overseas 2019 2018

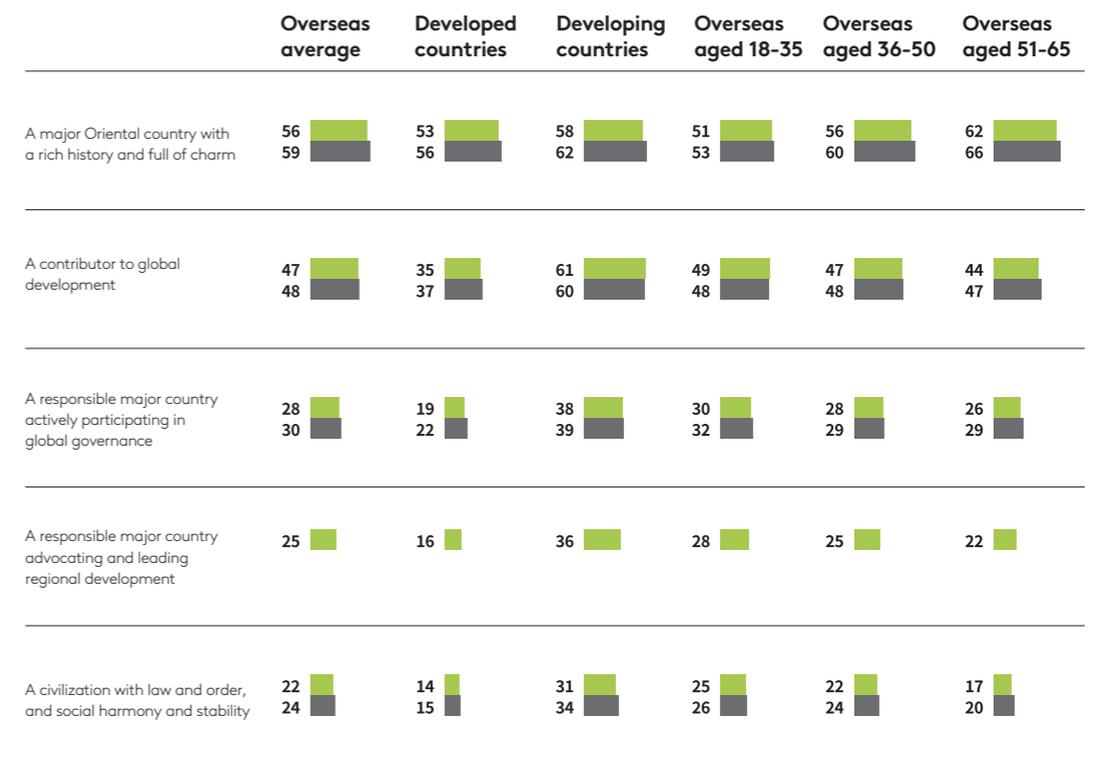
## Part 3: Images of China and Its Citizens

### A major Oriental country with a rich history and full of charm, and a contributor to global development: still the predominant image of China

A major Oriental country with a rich history and full of charm: This was the most impressive image of China in the eyes of 56% of the overseas respondents. Older people tended to agree with this image. Nearly half of the respondents recognized China's contribution to global development. People in developing countries had more positive comments on China than those in developed countries.

Figure 8 Image of China

What is the image of China in your eyes? (%)



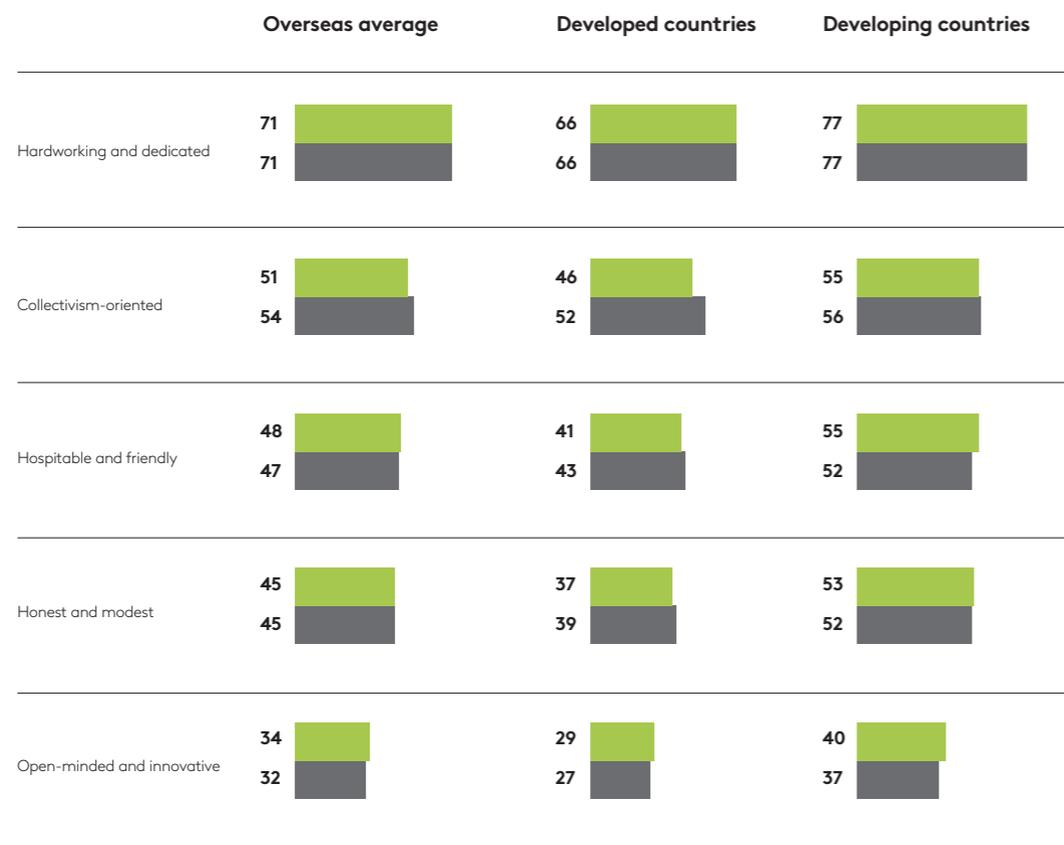
Samples: 10,500 overseas 2019 2018

## Hardworking and dedicated: the most recognized image of the Chinese people

In the eyes of most overseas respondents, the Chinese people are hardworking and dedicated (71%), collectivism-oriented (51%), and hospitable and friendly (48%). Compared with people in developed countries, the respondents in developing countries had better impressions of the Chinese people.

Figure 9 Image of Chinese citizens

Which adjectives would you use to describe the Chinese people? (4-5 points, %)



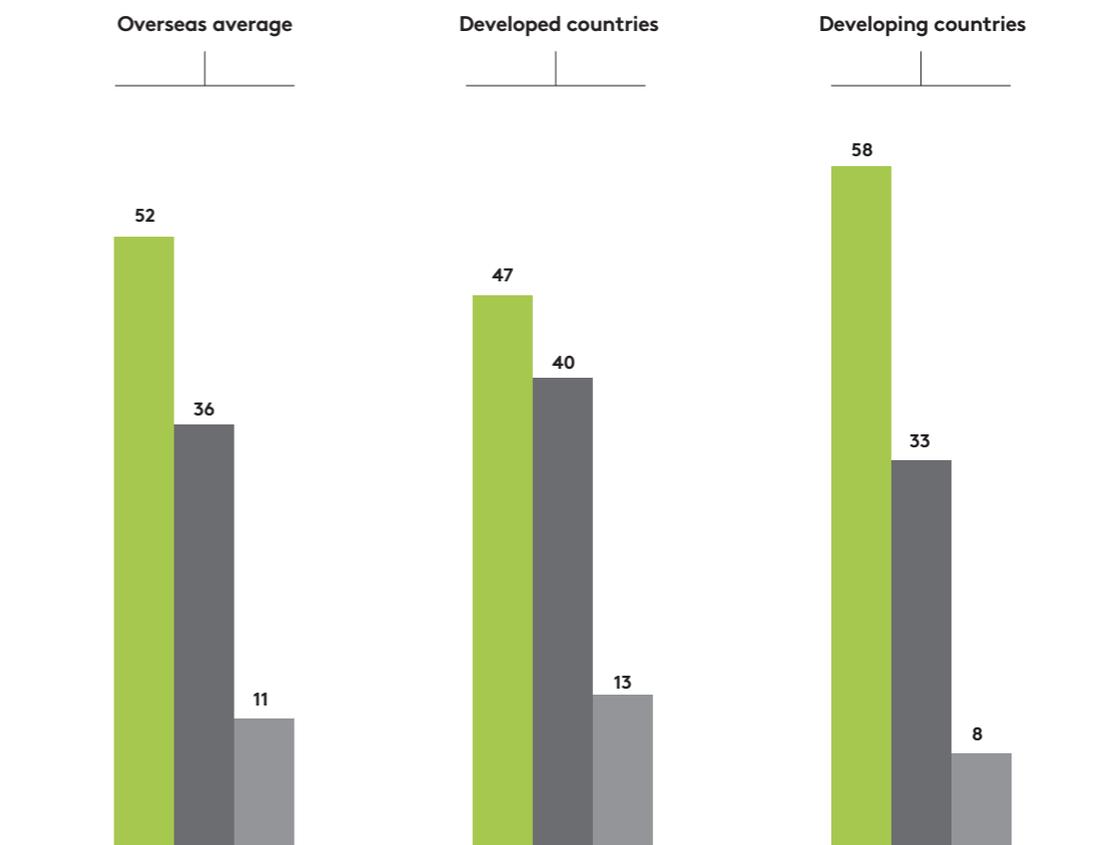
Samples: 10,500 overseas 2019 2018

## More people recognize the positive role of overseas Chinese in local communities.

An increasing number of overseas respondents recognized the positive role played by overseas Chinese in local communities.

Figure 10 Image of overseas Chinese

How do you view the Chinese people living in your country? (%)



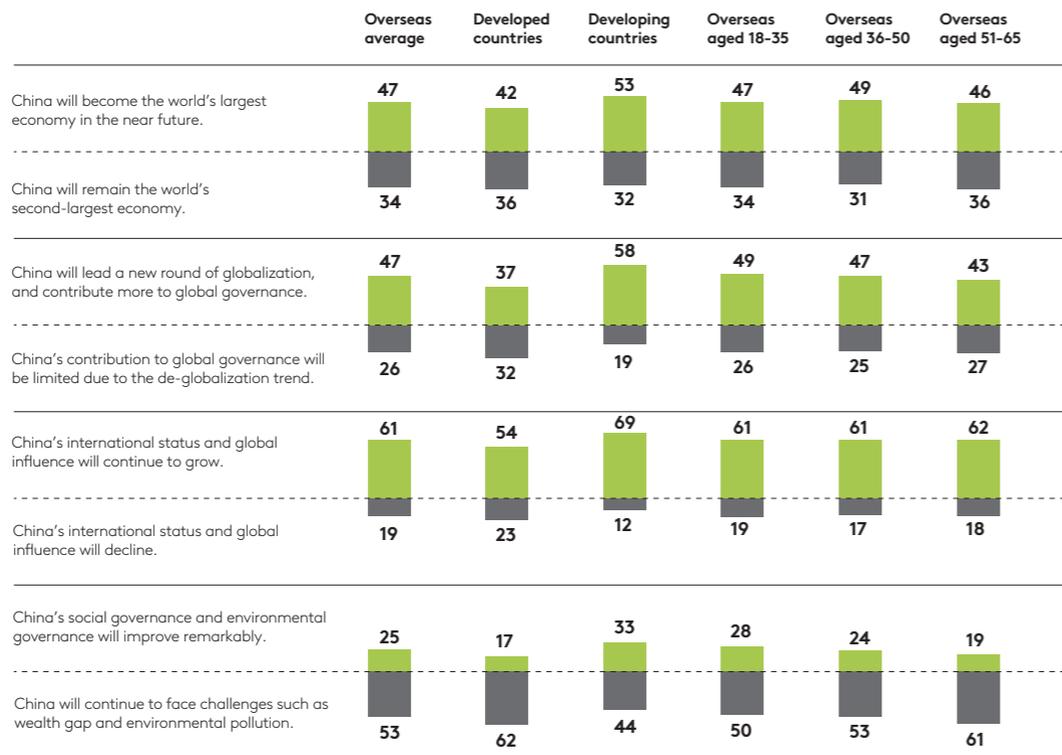
Positive Neutral Negative  
Samples: 9,870 overseas respondents with observation of overseas Chinese's role in local communities

## Overseas respondents believe that China's international status and global influence will continue to grow.

Overseas respondents were generally optimistic about China's future development: 61% believed that its international status and global influence would continue to grow, and nearly half thought that China would become the world's largest economy, lead a new round of globalization and contribute more to global governance. Those in developing countries were more positive about China's future development, while many of the overseas respondents were concerned about the challenges faced by China such as wealth gap and environmental pollution.

Figure 11 China's future development

How do you view China's future development? (%)



Samples: 10,500 overseas

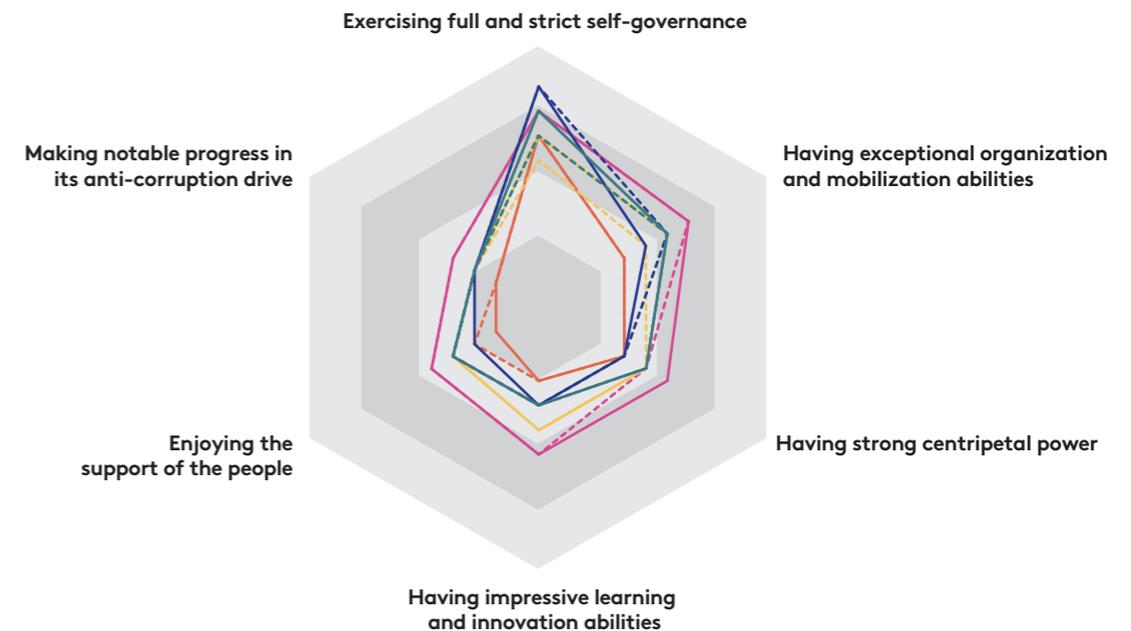
## Part 4: China's Political and Diplomatic Images

### Full and strict self-governance, and impressive learning and innovation abilities: the prominent image of China's ruling party

Overseas respondents were generally impressed by the "full and strict self-governance" of China's ruling party (38%), and its "exceptional organization and mobilization abilities" (28%). Compared with the previous survey, more people overseas had acquired knowledge of China's ruling party. Those aged 51-65 were especially impressed by its "full and strict self-governance" (43%), and younger people, by its "impressive learning and innovation abilities."

Figure 12 Image of China's ruling party

How do you view China's ruling party? (%)



Samples: 10,500 overseas

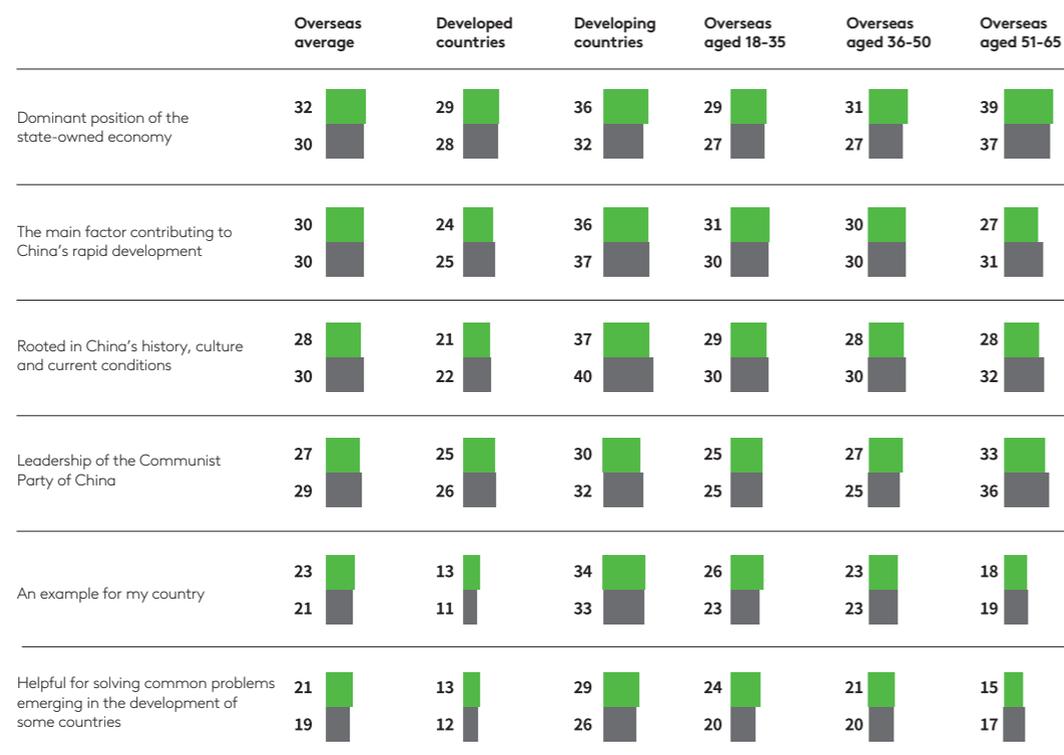
## More people regard China's development path as an example for their own countries.

Compared to the 2018 survey, 2 percentage points more of the overseas respondents confirmed the positive role of the dominance of the state-owned economy in China's development, and thought that China's path set an example for their own countries and was helpful for solving common problems emerging in the development of some countries.

When asked to evaluate China's development path, 32% of the overseas respondents ticked the dominant position of the state-owned economy, with 30% regarding it as the main factor contributing to China's rapid development.

Figure 13 Evaluation of China's development path

How do you evaluate China's development path? (%)



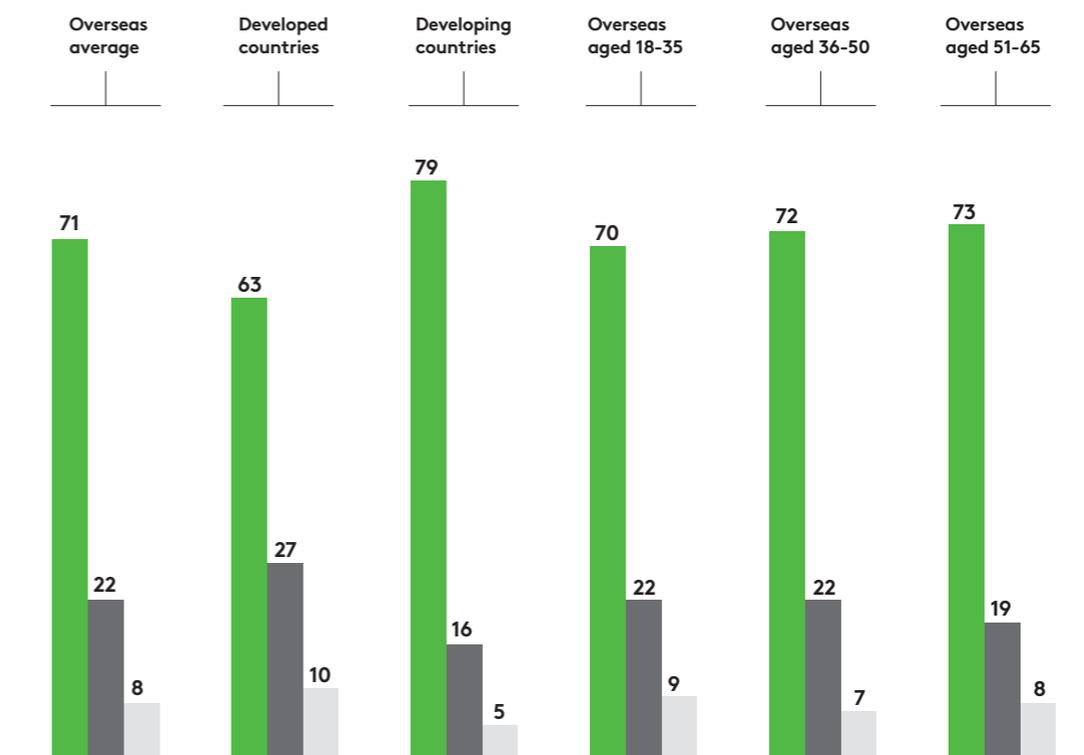
Samples: 10,500 overseas ■ 2019 ■ 2018

## More than 70% of the respondents value their country's diplomatic relations with China.

Most respondents called their country's relations with China important, and expected further development. Respondents in developing countries valued diplomatic relations with China especially highly. The older the respondents, the higher the agreement.

Figure 14 Evaluation of diplomatic relations with China

How do you view your country's relations with China? (%)



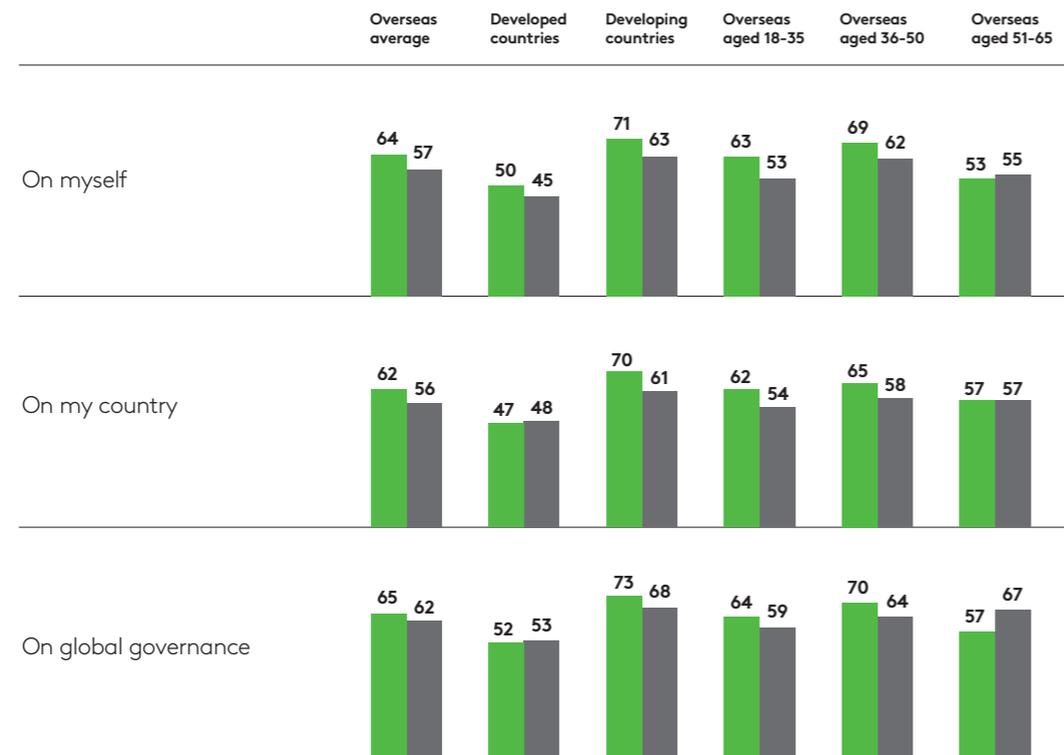
Samples: 9,765 overseas respondents familiar with their country's relations with China ■ Very important ■ Neutral ■ Not important

## China's proposal for building a community with a shared future for humanity: notably more people calling it positive.

More than 60% of the overseas respondents considered China's proposal for building a community with a shared future for humanity as positive for individuals, countries and global governance. Compared with 2018, the confirmation ratios for these three choices were all higher, and that for individuals was 7 percentage points higher. Developing countries maintained their positive comments, with an increasing ratio year on year.

**Figure 15 Positive evaluation of China's proposal for building a community with a shared future for humanity**

**How do you view China's proposal for building a community with a shared future for humanity? (%)**



Samples: 1,368 overseas respondents acquainted with the idea of a community with a shared future

2019 2018

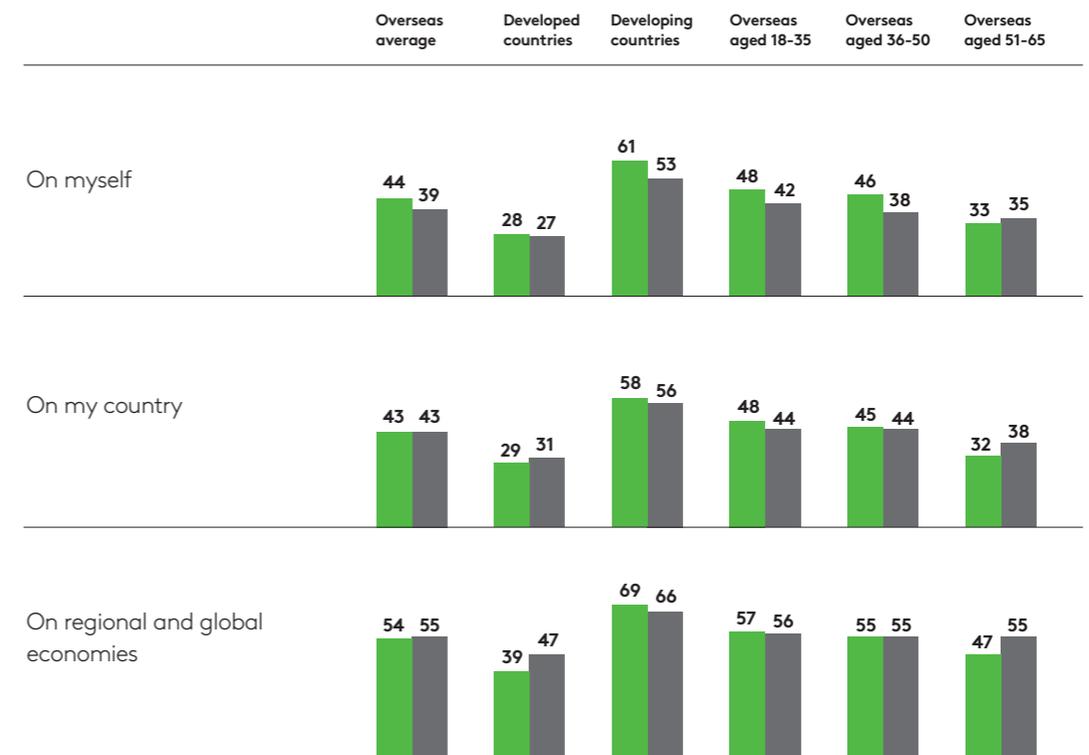
## Developing countries have more positive impressions of the Belt and Road Initiative.

The Belt and Road Initiative (BRI) enjoys increasing popularity, with 23% of the overseas respondents acquainted with it, 3 percentage points more than in 2018. The top six countries with the highest awareness of the initiative were India (51%), Japan (47%), the ROK (41%), Saudi Arabia (36%), Russia (33%) and Germany (33%).

More than half of the respondents affirmed the BRI's positive impacts on regional and global economies, and young people generally had more positive comments on the initiative. Compared with the 2018 survey, more overseas people affirmed its positive impact on individuals. 61% of the respondents in developing countries thought the BRI positive for themselves, 8 percentage points more than in 2018.

**Figure 16 Positive evaluation of the Belt and Road Initiative**

**How do you view China's Belt and Road Initiative? (%)**



Samples: 2,406 overseas respondents acquainted with the BRI

2019 2018

## Infrastructure connectivity and unimpeded trade: most praised aspects of the BRI

Of the overseas respondents who are acquainted with the BRI, 42% agreed that the initiative “benefits infrastructure connectivity in the countries and regions along the routes,” 40% thought that it “helps increase investment and trade cooperation among the countries and regions along the routes,” and 36% regarded it as “a global public product with broad prospects.” Developing countries had more positive comments than developed countries.

Those aged 18-35 had more positive impressions, agreeing that “Its progress and effect is beyond people’s expectation” and “It benefits my life and those of the other people in my country.”

Figure 17 Evaluation of the Belt and Road Initiative

Which of the following views about the Belt and Road Initiative do you agree with? (%)



Samples: 2,406 overseas respondents acquainted with the BRI

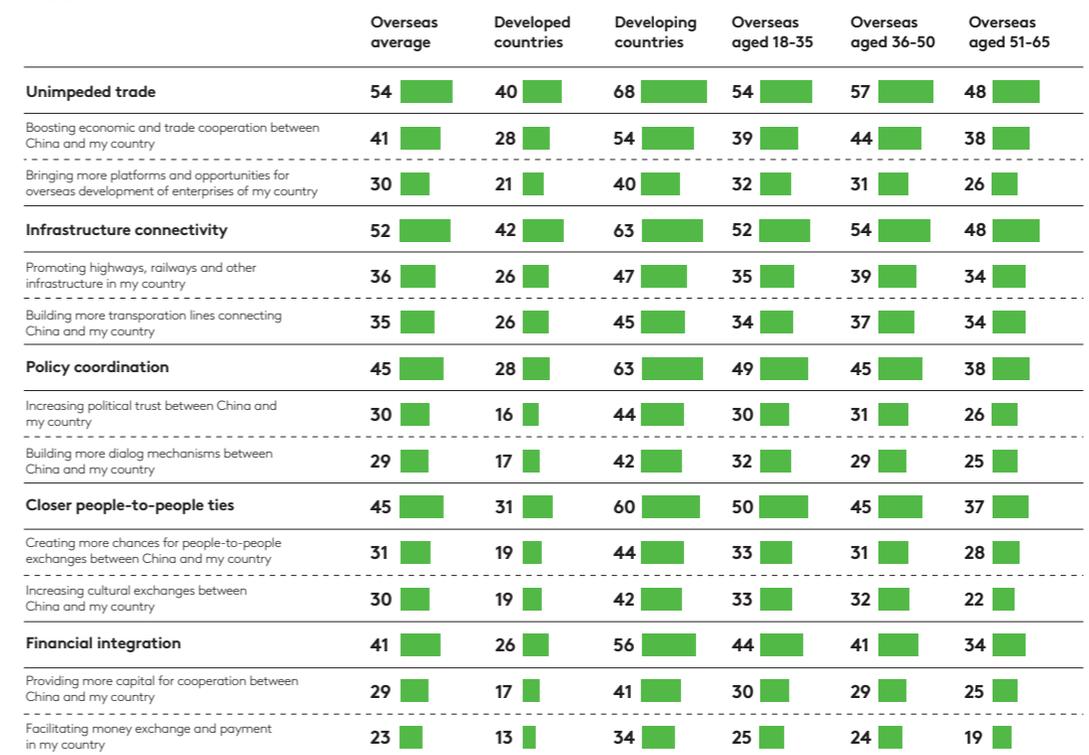
## Unimpeded trade and infrastructure connectivity: most expected aspects of the BRI

Overseas respondents said they hoped that the BRI could further promote unimpeded trade (54%) and infrastructure connectivity (52%). They expected the initiative to “boost economic and trade cooperation between China and my country” (41%), “bring more platforms and opportunities for overseas development of enterprises of my country” (30%), “promote highways, railways and other infrastructure” (36%) and “build more transportation lines connecting China and my country” (35%).

Developing countries had far greater expectations of the BRI than developed countries. More people in developing countries – double the number of those in developed countries – wished to see enhanced policy coordination, closer people-to-people ties and further financial integration through BRI cooperation.

Figure 18 Expectations of the Belt and Road Initiative

In which fields do you think the Belt and Road Initiative will exercise bigger influence? (%)



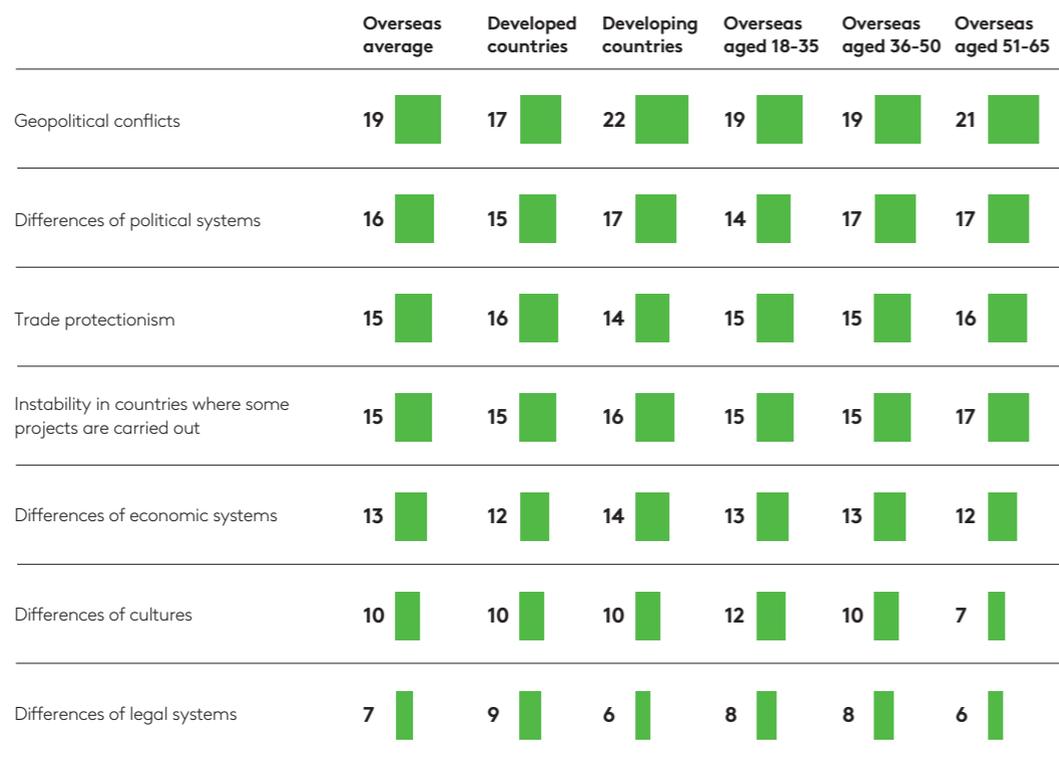
Samples: 2,406 overseas respondents acquainted with the BRI

## Geopolitical conflicts and differences of political systems: main challenges to the BRI

In the eyes of overseas respondents, the main challenges to the BRI are: geopolitical conflicts (19%), differences of political systems (16%), trade protectionism (15%), instability in countries where some projects are carried out (15%) and differences of economic systems (13%).

Figure 19 Challenges to the Belt and Road Initiative

Which of the following poses the biggest challenge to the Belt and Road Initiative? (%)



Samples: 2,406 overseas respondents acquainted with the BRI

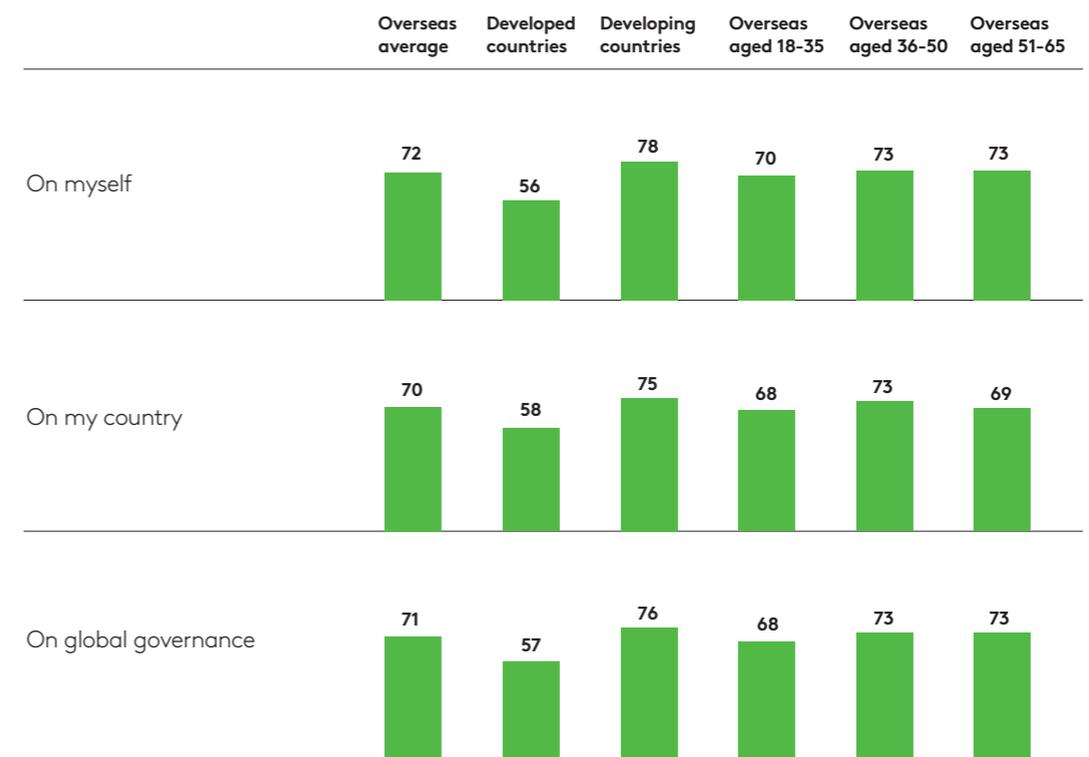
## China's advocacy of exchanges and mutual learning among civilizations: its significance for individuals, countries and global governance highly appraised

More than 70% of the overseas respondents affirmed China's advocacy of exchanges and mutual learning among civilizations as being positive for individuals, countries and global governance, and the proportion was much higher in developing countries.

Those aged above 36 held more positive views on the significance of the advocacy.

Figure 20 Positive views on exchanges and mutual learning among civilizations

How do you view China's advocacy of exchanges and mutual learning among civilizations? (%)



Samples: 1,702 overseas respondents supporting exchanges and mutual learning among civilizations

## Exchanges and mutual learning among civilizations: generally believed to be helpful for addressing current global challenges

Overseas respondents generally believed that exchanges and mutual learning among civilizations were positive for global development and human progress: 56% thought it helpful for addressing current global challenges, 51% called it a driving force behind social progress and world peace, and 51% deemed it helpful for peace, prosperity and an open world. More people in developing countries than in developed countries held positive views.

Figure 21 Evaluation of exchanges and mutual learning among civilizations

Which of the following views on cultural exchanges do you agree with? (%)

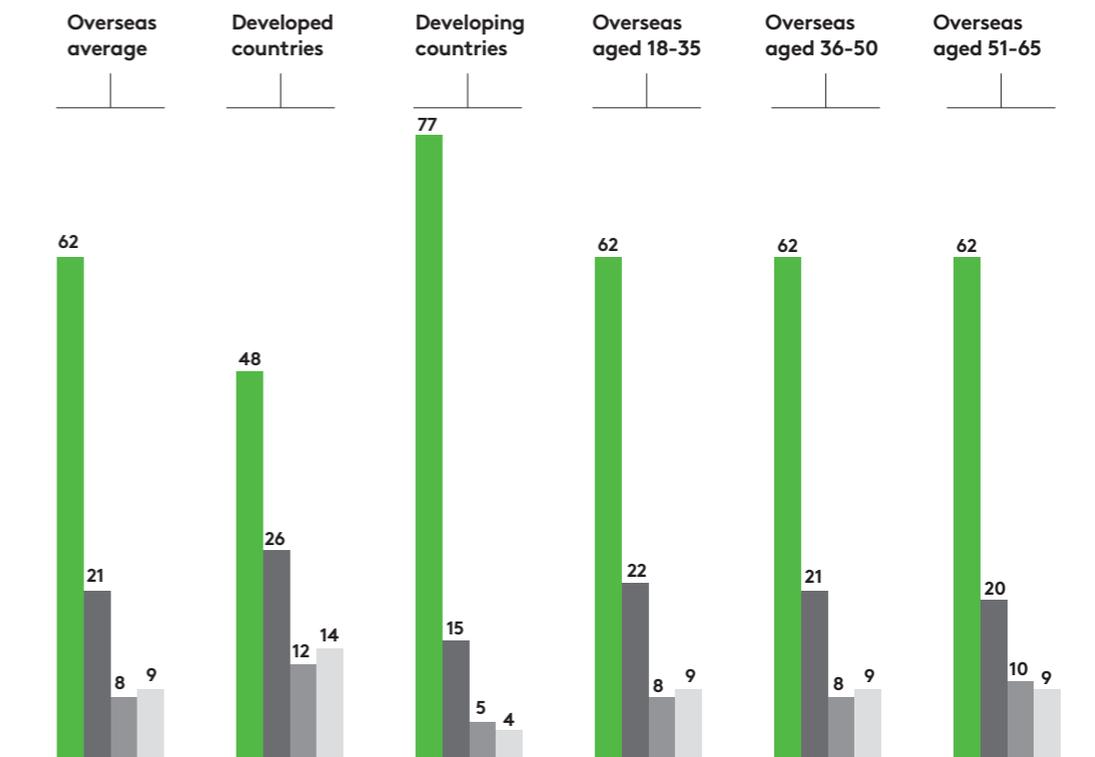


Samples: 1,702 overseas respondents supporting exchanges and mutual learning among civilizations

## The great achievements of the People's Republic of China: widely affirmed

More than 60% of the overseas respondents affirmed the achievements the People's Republic of China has scored over the past 70 years since its founding in 1949, and 77% of the respondents in developing countries hailed China's successful development.

Figure 22 General impression of the 70 years of the People's Republic of China (%)



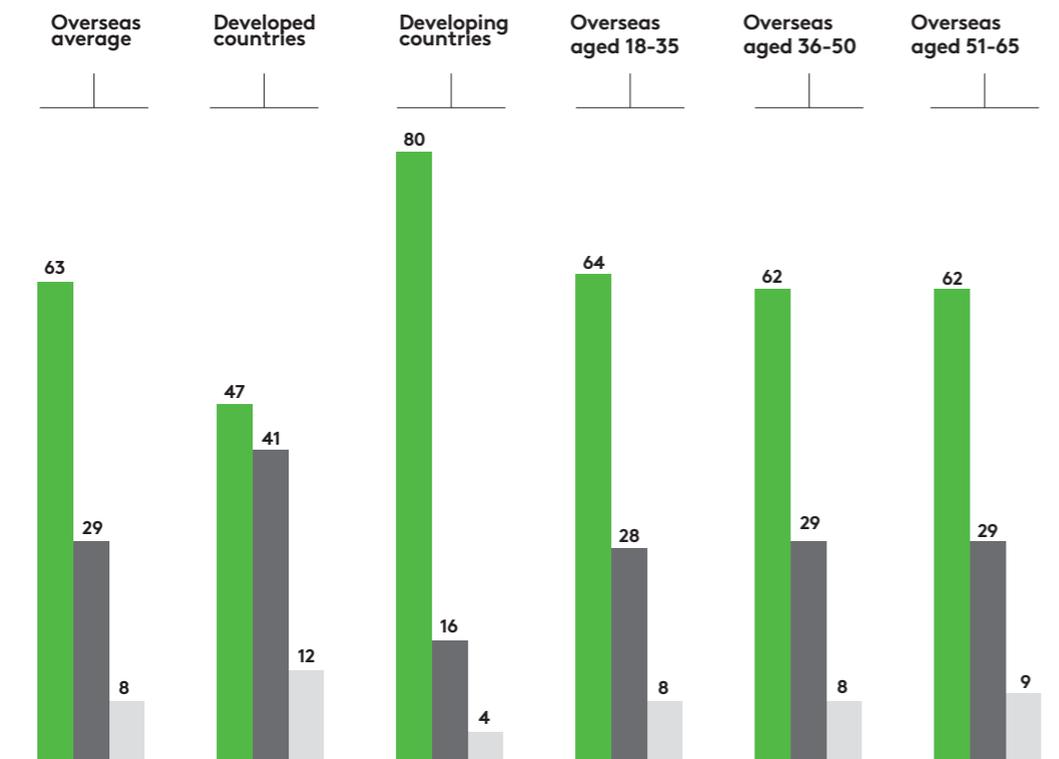
Samples: 10,500 overseas  
 Legend: Successful (green), Neutral (dark grey), Not successful (medium grey), Not sure (light grey)

## China's national image has kept improving over the past 70 years.

China's national image has kept improving over the past 70 years – This was the impression of 63% of the overseas respondents. This was agreed by as many as 80% of the respondents in developing countries.

Figure 23 General impression of China's national image over the past 70 years

What is your general impression of China's national image over the past 70 years? (%)



Samples: 10,500 overseas ■ Improving ■ No change ■ Weakening

## A contributor to global development: an image highly expected of China

Overseas respondents expected that in the next 5-10 years China should focus on building its images as a contributor to global development (31%), a country with a rich history in the East (27%), and a responsible major country (25%).

Figure 24 Most expected images of China

Which of the following images do you most expect of China in the next 5-10 years? (%)



Samples: 10,500 overseas

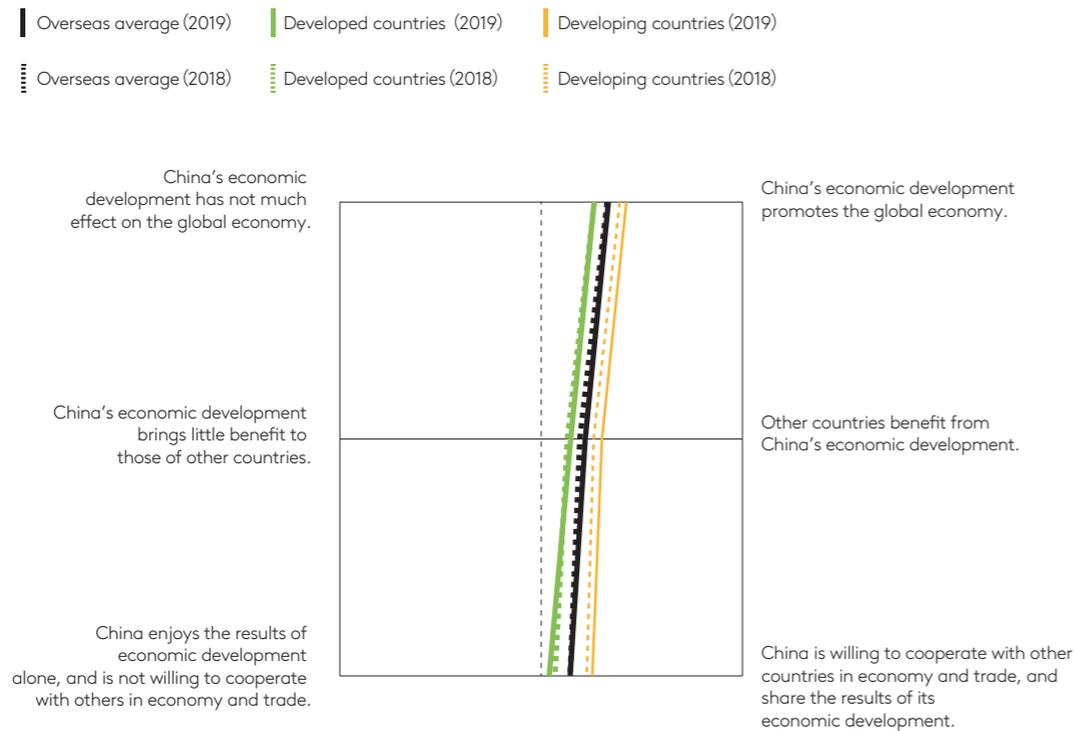
## Part 5: China's Economic Image

### More positive comments on China's economic influence

The survey found that the top three countries with the biggest global economic influence were the US (54%), China (35%) and Japan (17%). Overseas respondents had the impression that China's economy would continue to grow at a high speed, and China was becoming the biggest trading partner of more and more countries. Compared with the 2018 survey, overseas respondents, especially those in developing countries, were more positive about China's economic influence.

Figure 25 Evaluation of China's economic influence

Please evaluate the influence of China's economic development.



Samples: 10,500 overseas

### Chinese enterprises bring new capital, technology and job opportunities to other countries: a fact recognized by more people overseas

Compared with the 2018 survey, more people overseas thought that Chinese enterprises would bring along new capital and technologies (37%), and create jobs (34%) for other countries; fewer people thought that Chinese enterprises would impact local employment (29%) and affect the balance of the local industrial chain (23%).

Compared with the respondents in developed countries, those in developing countries had greater expectations for the opportunities to emerge from Chinese enterprises' presence in their countries.

Figure 26 Evaluation of local presence of Chinese enterprises

How do you view Chinese enterprises' entry to and presence in your country? (%)

|   | Compared with 2018 | Opportunities | Challenges | Compared with 2018 |   |
|---|--------------------|---------------|------------|--------------------|---|
| Bringing along new capital and technologies               | +1                 | 37            | 30         | 0                  | Influencing the development of local firms and brands |
| Creating jobs   | +2                 | 34            | 29         | -1                 | Impacting local employment                            |
| Increasing local government tax revenue                   | 0                  | 22            | 23         | -3                 | Affecting the balance of the local industrial chain   |
| Promoting the upgrading of the local industrial structure | 0                  | 20            | 23         | 0                  | Having an effect on the local environment             |

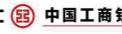
Samples: 10,500 overseas

## China's internet sci-tech firms enjoy rise in popularity.

Huawei, Lenovo and Alibaba remained the top three best-known Chinese brands among overseas respondents. Compared with 2018, Baidu, Tencent and other internet firms showed increasing popularity.

Figure 27 Overseas recognition of Chinese brands

Which of the following Chinese brands are you familiar with?

| Ranking | Brand   | Change of Ranking |
|---------|---|-------------------|
| 1       | Huawei  HUAWEI   | +1 ▲              |
| 2       | Lenovo  Lenovo   | -1 ▼              |
| 3       | Alibaba  Alibaba                                       | 0                 |
| 4       | Xiaomi  小米   | 0                 |
| 5       | Hisense  Hisense                                       | 0                 |
| 6       | ZTE  ZTE中兴   | 0                 |
| 7       | Haier  Haier  | 0                 |
| 8       | Air China  AIR CHINA<br>中国国际航空公司                     | 0                 |
| 9       | Bank of China  中国银行<br>BANK OF CHINA                 | 0                 |
| 10      | Baidu  Bai 百度  | +3 ▲              |
| 11      | Industrial and Commercial Bank of China  ICBC 中国工商银行 | -1 ▼              |
| 12      | China Post  中国邮政<br>CHINA POST                       | 0                 |
| 13      | Midea  美的 Midea                                      | +2 ▲              |
| 14      | Tsingtao  TSINGTAO<br>青岛啤酒                           | -3 ▼              |
| 15      | UC Web  UC 浏览器                                       | +3 ▲              |
| 16      | China Telecom  中国电信<br>CHINA TELECOM                 | -2 ▼              |
| 17      | China Mobile  中国移动<br>China Mobile                   | -1 ▼              |
| 18      | Hainan Airlines  海南航空<br>HAINAN AIRLINES             | -1 ▼              |
| 19      | Tencent  Tencent 腾讯                                  | +5 ▲              |
| 20      | BAIC Group  北汽集团<br>BAIC GROUP                       | 0                 |
| 21      | SAIC Motor  上汽集团<br>SAIC MOTOR                       | -2 ▼              |

| Ranking | Brand   | Change of Ranking |
|---------|---|-------------------|
| 22      | Petro China  中国石油  | 0                 |
| 23      | FAW Group  中国一汽  | 0                 |
| 24      | GAC Group  广汽集团<br>GAC GROUP                                     | -3 ▼              |
| 25      | JD.com  京东   | +1 ▲              |
| 26      | China Construction Bank  中国建设银行<br>CHINA CONSTRUCTION BANK       | -1 ▼              |
| 27      | Agricultural Bank of China  中国农业银行<br>AGRICULTURAL BANK OF CHINA | +1 ▲              |
| 28      | China Unicom  China Unicom 中国联通                                 | -1 ▼              |
| 29      | Suning  苏宁易购<br>suning.com                                     | 0                 |
| 30      | Cheetah  猎豹移动  | +2 ▲              |
| 31      | China Life  中国人寿<br>CHINA LIFE                                 | +2 ▲              |
| 32      | Gree  GREE 格力  | -1 ▼              |
| 33      | SF Express  SF EXPRESS<br>顺丰速运                                 | -3 ▼              |
| 34      | Moutai  贵州茅台酒  | +1 ▲              |
| 35      | State Grid  国家电网<br>STATE GRID                                 | +3 ▲              |
| 36      | China Ping'an  中国平安<br>PINGAN                                  | 0                 |
| 37      | Tongrentang  同仁堂   | 0                 |
| 38      | Sinopec  中国石化<br>SINOPEC                                       | -4 ▼              |
| 39      | Mengniu  蒙牛  | +1 ▲              |
| 40      | NetEase  网易 NETEASE<br>www.163.com                             | NA                |
| 41      | Yili  伊利   | -2 ▼              |
| 42      | Meituan  美团<br>meituan.com                                     | NA                |

## Quality problems remain the major factor hindering overseas development of Chinese brands.

Quality problems remain the major factor holding back overseas consumers from choosing Chinese brands. Compared with the 2018 survey, 2 percentage points fewer of the overseas respondents were dissatisfied with the quality. Low brand popularity (34%) and poor after-sales service (34%) were two other factors affecting the sales of the Chinese brands.

Figure 28 Factors holding back overseas respondents from choosing Chinese brands



Samples: 10,500 overseas 2019 2018

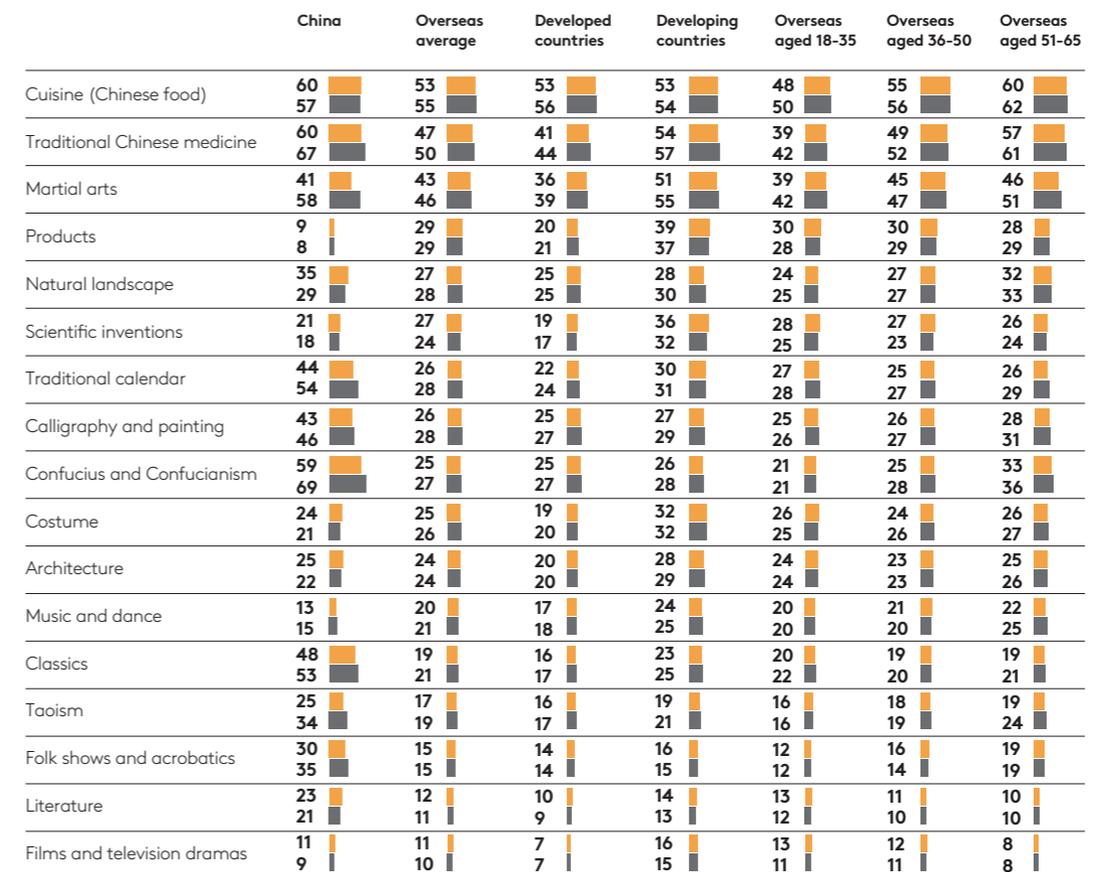
## Part 6: China's Images in Culture, Science and Technology

### Chinese cuisine, traditional Chinese medicine and martial arts best represent Chinese culture.

Focusing on the elements that best represent Chinese culture, 53% of the overseas respondents chose Chinese cuisine, 47% ticked traditional Chinese medicine, and 43% marked off martial arts. People aged 36 or older thought these three to be typical Chinese cultural elements. About 27%, 3 percentage points more than in the 2018 survey, of the overseas respondents tended to think that scientific inventions could best represent Chinese culture.

Figure 29 Representative elements of Chinese culture

Which of the following best represents Chinese culture? (%)



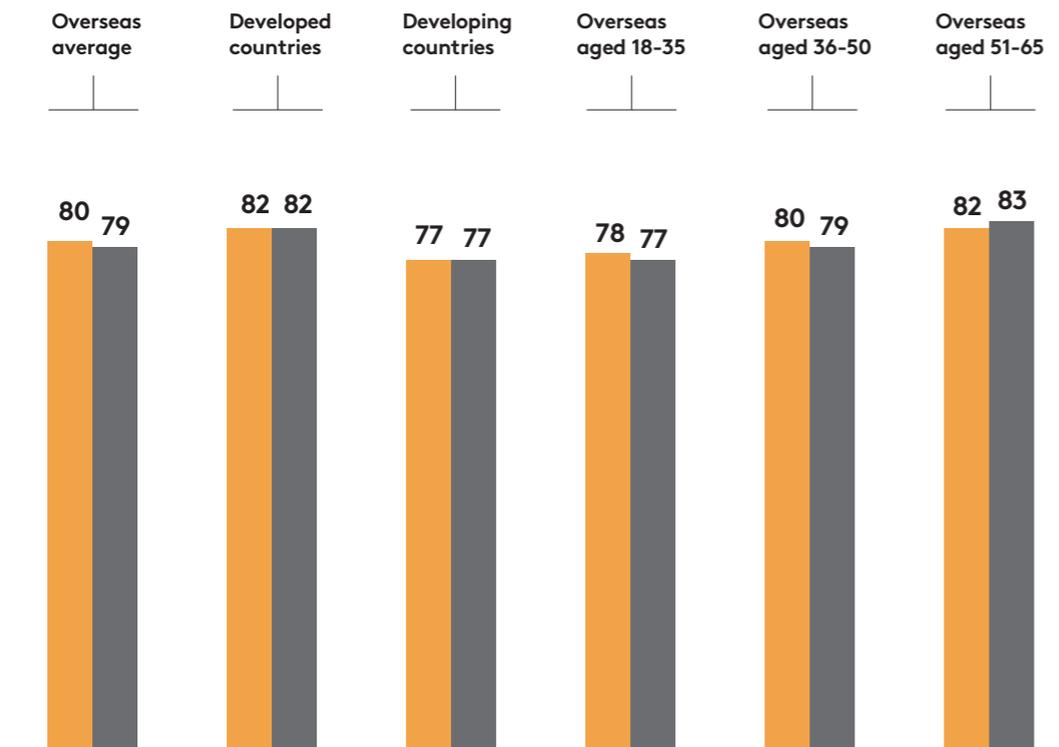
Samples: 11,000 worldwide 2019 2018

## Chinese cuisine enjoys high popularity overseas.

80% of the overseas respondents have tasted Chinese food, which has left a good impression among more than 80% of them, especially with the young people.

Figure 30 Experience with Chinese cuisine

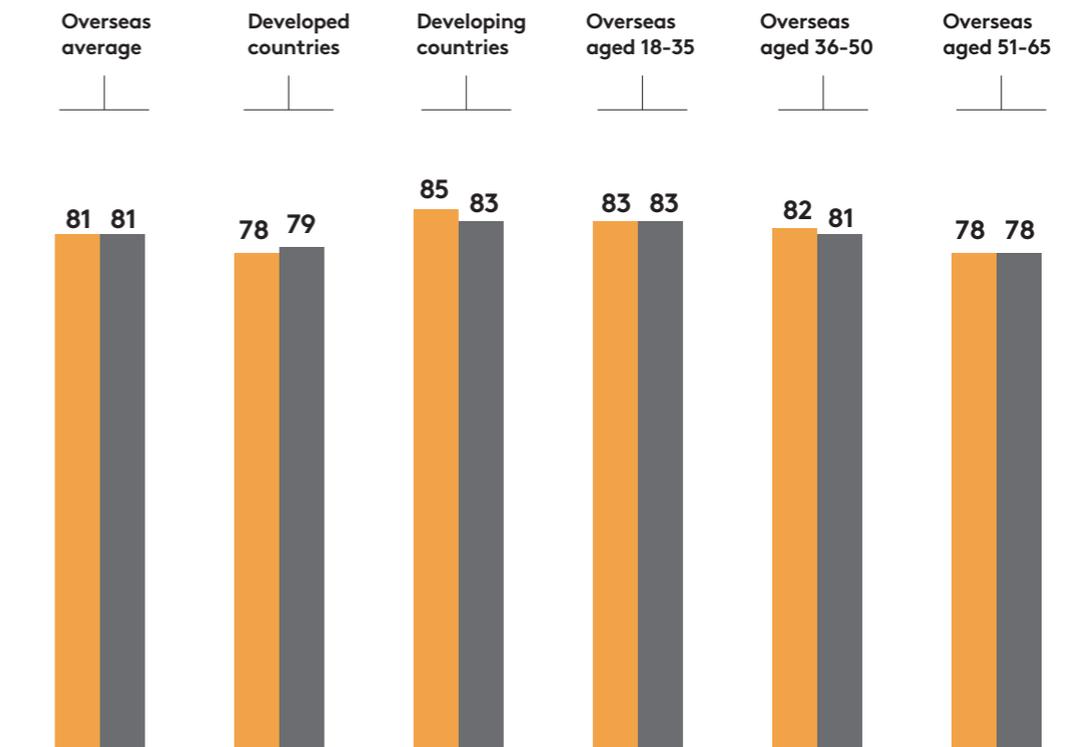
Have you experienced Chinese cuisine or tried Chinese food? (%)



Samples: 10,500 overseas ■ 2019 ■ 2018

Figure 31 Impression of Chinese cuisine (very good/good)

What is your impression of Chinese cuisine (Chinese food)? (%)



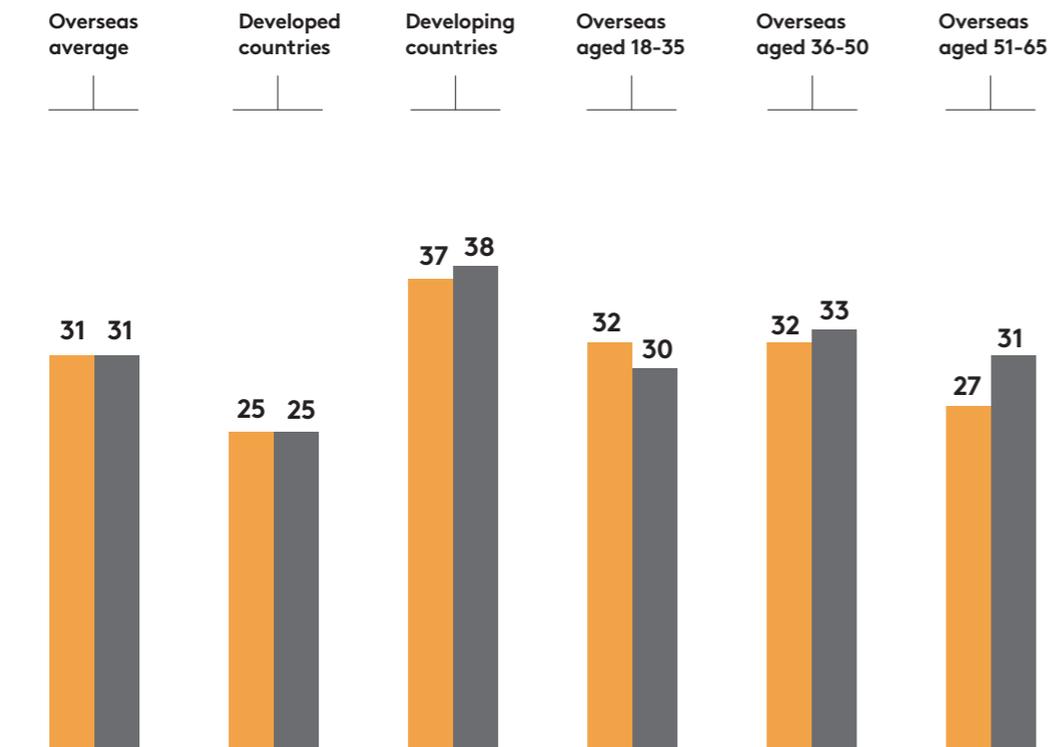
Samples: 8,397 overseas respondents who have eaten Chinese food ■ 2019 ■ 2018

## Traditional Chinese medicine is highly praised.

As in the 2018 survey, 31% of the overseas respondents have experienced traditional Chinese medicine, and 81% of them made positive comments.

Figure 32 Experience with traditional Chinese medicine

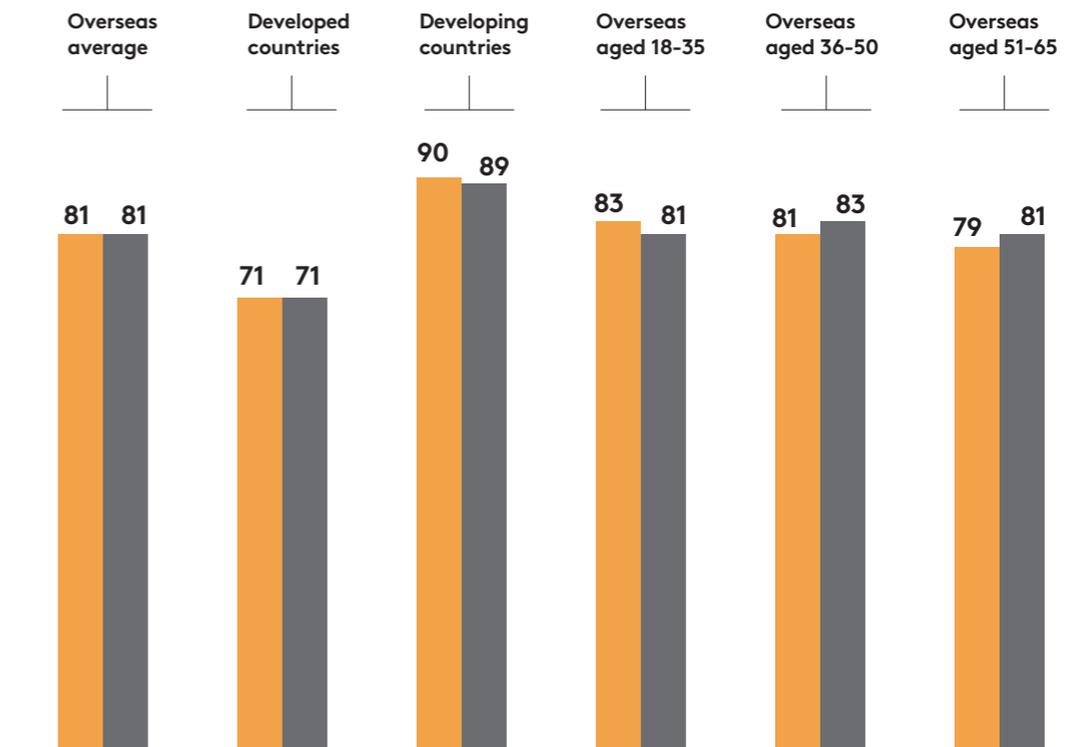
Have you experienced traditional Chinese medicine? (%)



Samples: 10,500 overseas ■ 2019 ■ 2018

Figure 33 Impression of traditional Chinese medicine (very good/good)

What is your impression of traditional Chinese medicine (TCM)? (%)



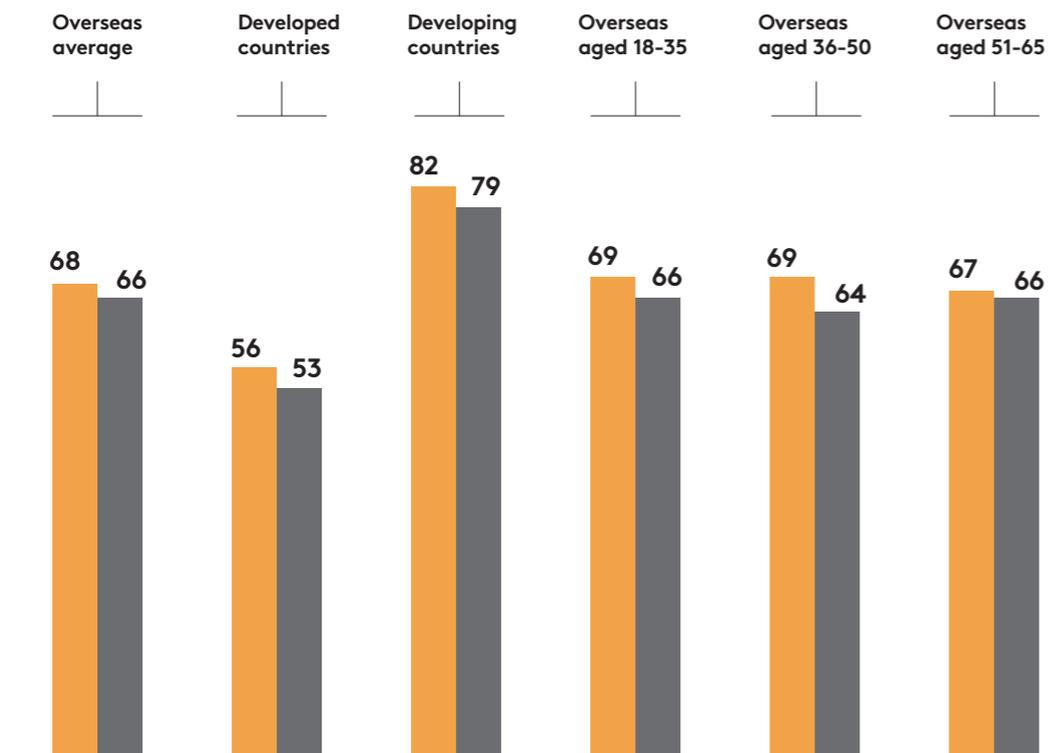
Samples: 3,226 overseas respondents familiar with TCM ■ 2019 ■ 2018

## China's technological innovation capacity is appreciated by more people, with high-speed rail remaining its best-known technological achievement.

68% of the overseas respondents made a positive assessment of China's technological innovation capacity, and the proportion exceeded 80% in developing countries. High-speed rail (44%) was China's best-known technological achievement, followed by supercomputer (24%) and manned space technology (23%).

**Figure 34 Evaluation of China's technological innovation capacity (very strong/ strong)**

How do you evaluate China's technological innovation capacity? (%)



Samples: 10,500 overseas ■ 2019 ■ 2018

**Figure 35 Awareness of China's scientific and technological achievements**

Are you acquainted with the following Chinese scientific and technological achievements? (%)



Samples: 10,500 overseas

## Part 7: Channels for People Overseas to Get to Know China

### An increasing number of people are getting to know about China through local new media.

Local traditional media (47%) and Chinese products (46%) were the main channels for overseas respondents to get to know about China. Many more people in developing countries than in developed countries tended to learn about China through Chinese products (58%), local new media (41%), information from people who know China (35%) and China’s new media outlets in their countries (21%).

New media and cultural and people-to-people exchanges have more influence among young people.

Figure 36 Main channels to learn about China

What are the main channels for you to learn about China? (%)



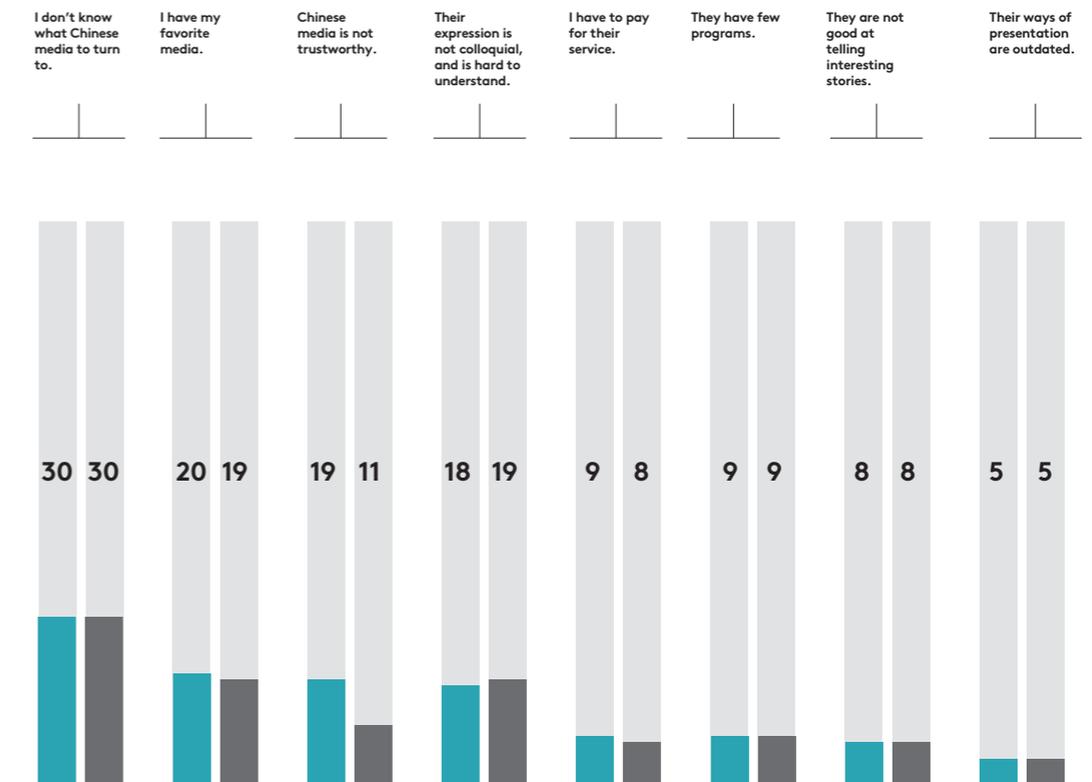
Samples: 10,500 overseas 2019 2018

### “I don’t know what Chinese media to turn to”: still a major obstacle to overseas communication for Chinese media

The main factors that prevented overseas respondents from using Chinese media: “I don’t know what Chinese media to turn to” (30%) and “I have my favorite media” (20%).

Figure 37 Obstacles to overseas communication for Chinese media

What have prevented you from using Chinese media? (%)



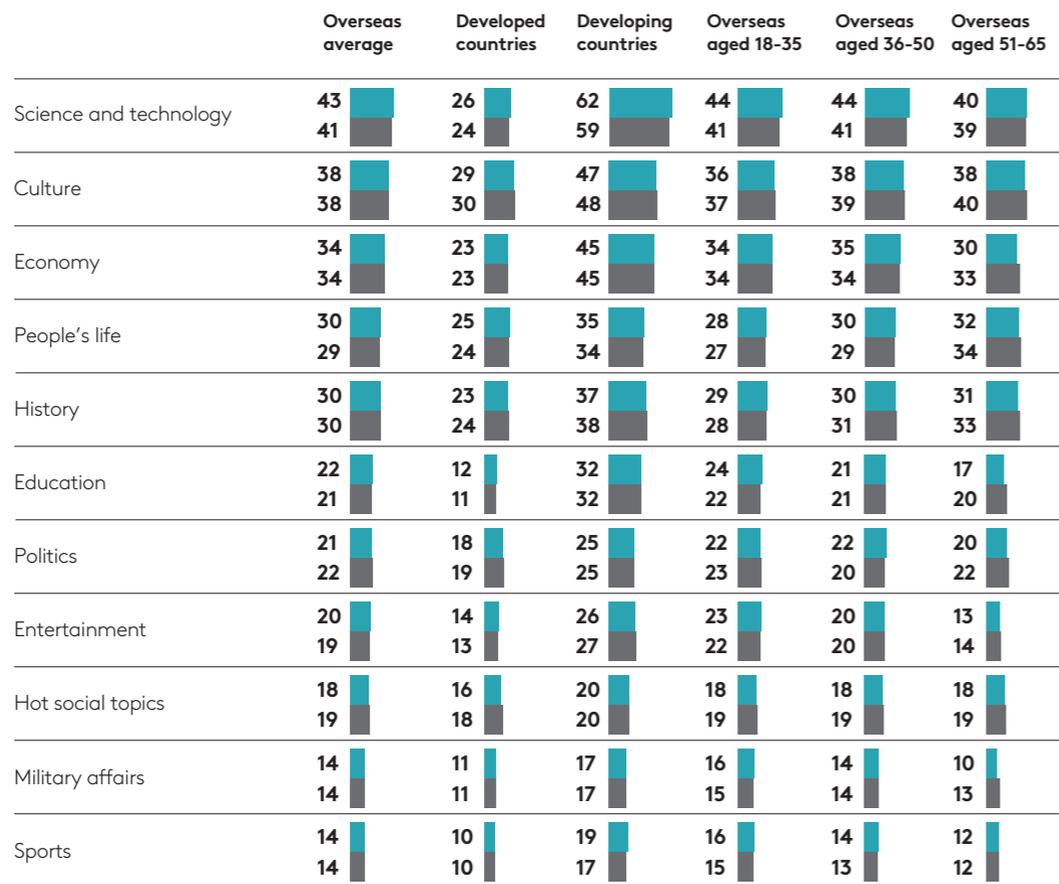
Samples: 7,645 overseas respondents who don't use Chinese media 2019 2018

## China's science and technology, culture and economy are what people overseas most want to learn about.

People overseas wanted to learn about China's science and technology, culture and economy through Chinese media, and those in developing countries had much stronger interest in learning about these.

Figure 38 Information about China via Chinese media

What more do you want to know about China through Chinese media? (%)



Samples: 10,500 overseas ■ 2019 ■ 2018

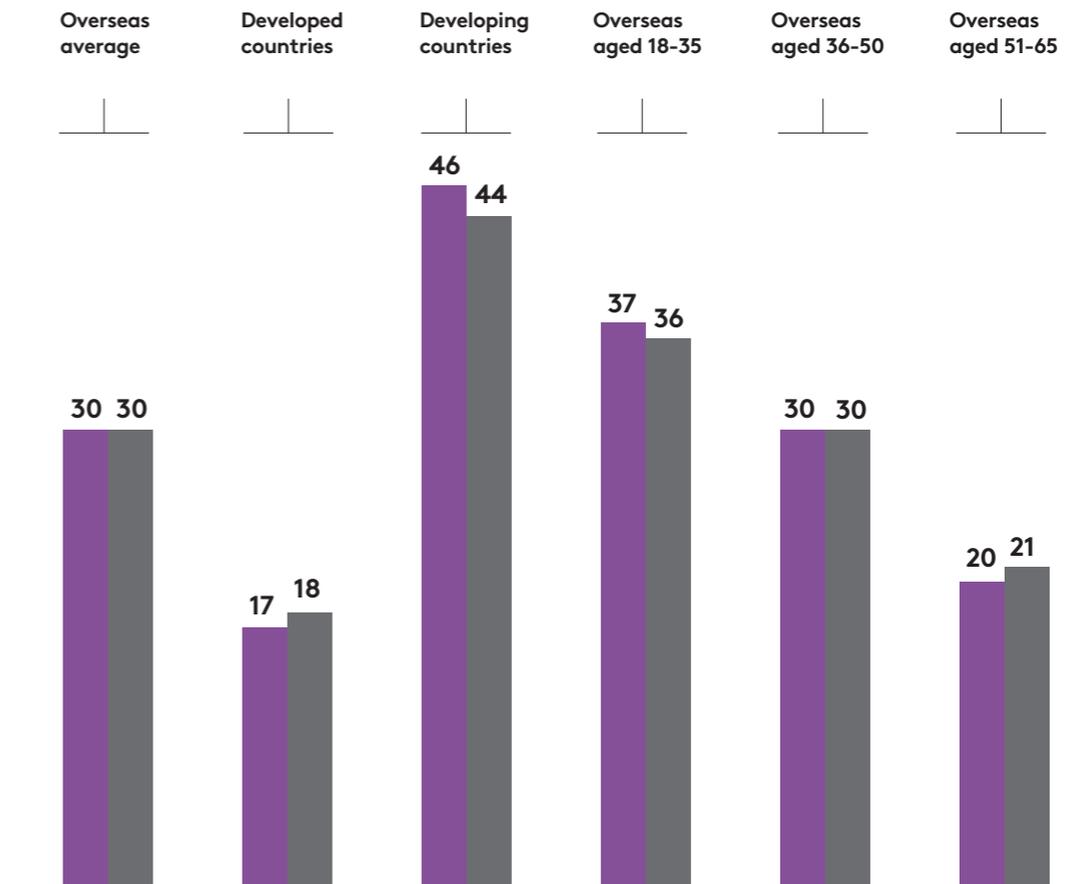
## Part 8: Interest in Visiting China

### The respondents in developing countries and young people have increasing interest in visiting China.

46% of the respondents in developing countries planned to visit China in the next three years. The younger the respondents, the stronger interest in visiting China.

Figure 39 Plan to visit China in the next three years

Do you plan to study, work or travel in China in the next three years? (%)



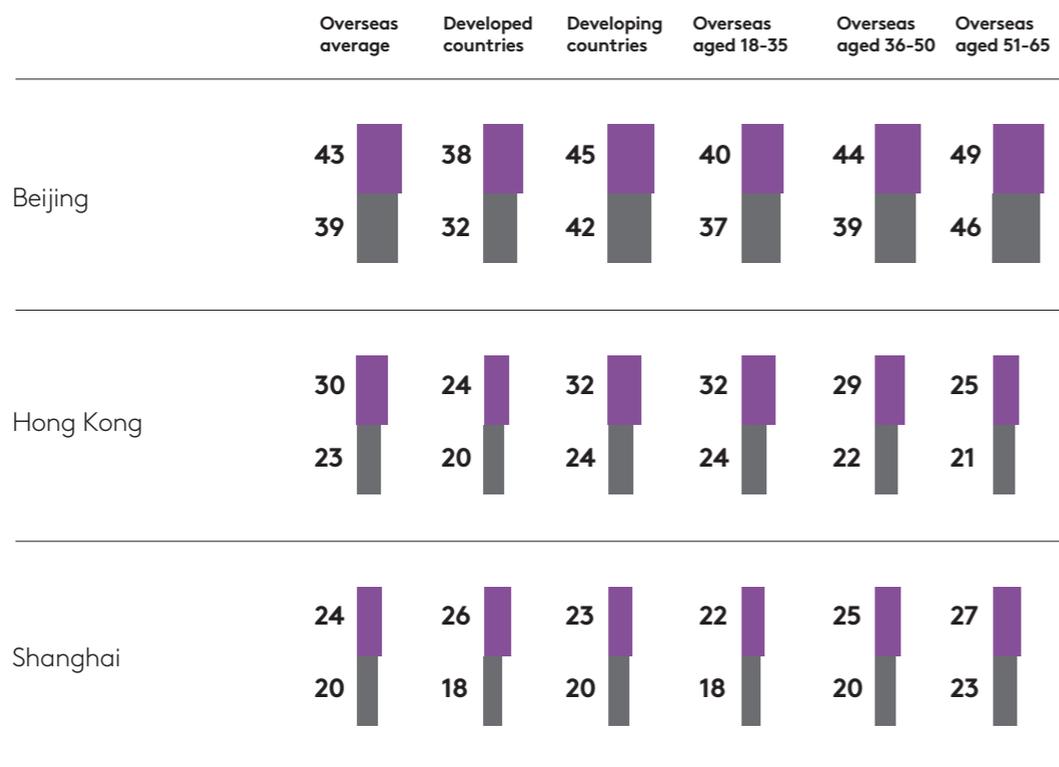
Samples: 10,500 overseas respondents ■ 2019 ■ 2018

## Beijing, Hong Kong and Shanghai: the most-favored Chinese destinations among people overseas

Beijing, Hong Kong and Shanghai were the three most-favored Chinese cities among the people who planned to visit China in three years, with more people favoring them compared with the 2018 survey. More people in developed countries favored Shanghai over Hong Kong.

Figure 40 Top three Chinese destination cities

Which Chinese cities are you planning to visit? (%)



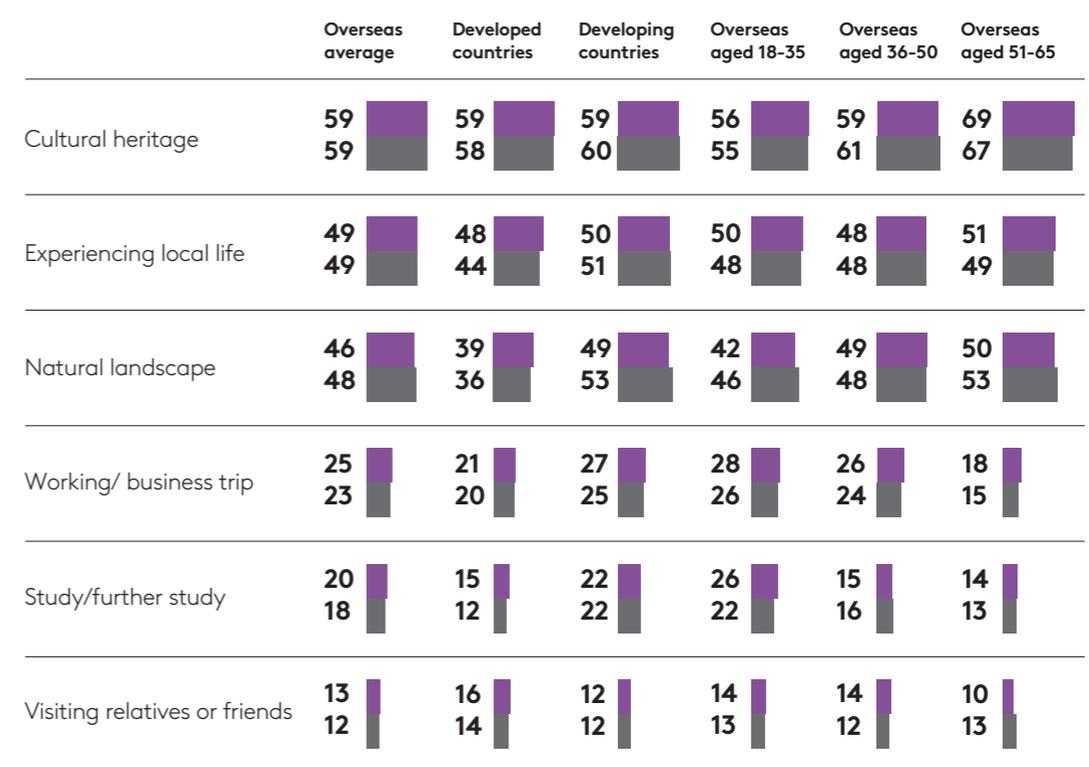
Samples: 3,195 overseas who planned to visit China in the next three years 2019 2018

## Cultural heritage, local life and natural landscape: the main attractions for overseas visitors

Cultural heritage (59%), local life (49%) and natural landscape (46%) were the main attractions for overseas visitors to China.

Figure 41 Main reasons to visit China

What are the main reasons for you to choose to visit the city? (%)



Samples: 3,195 overseas respondents who planned to visit China in the next three years 2019 2018

# Part 9: About the Platform of China's National Image Survey

The platform of China's national image survey has been jointly developed by the Academy of Contemporary China and World Studies (ACCWS) and Kantar Group, with the aim of gauging the opinions of the international community regarding China through a scientific, objective, systematic and comprehensive survey, seeking feedback from foreign nationals as regards international communication on China's national image, and providing in-depth insights and practical proposals for boosting the effect of China's international communication activities. Since 2011, the platform has conducted research on China's national image on a yearly basis, and all the findings have been made public.

## Special features of the platform



## Contents of the survey

**Basic topics:**

**Global survey of China's national image:**

China's image in politics, diplomacy, economy, culture, and science and technology, as well as the image of the Chinese people

**Overseas surveys of the images of Chinese brands:**

Recognition and popularity

**Optional topics:**

Omnibus surveys on the hot topics of the year, and commissioned surveys for scientific or marketing research purposes

## Methodology

The survey is conducted online, using Kantar's global sample base and in strict compliance with international standards. The samples reflect the demographic conditions of each country surveyed. The same methods are followed in all of the surveys.

## Institutions involved

### Academy of Contemporary China and World Studies

The Academy of Contemporary China and World Studies, formerly the Center for International Communication Studies under the China Foreign Languages Publishing Administration, is a state-level think-tank established in 2004. With nearly 100 in-service researchers and dozens of Contract Research Fellows, it specializes in studies of contemporary China and its international connections, translation and international discourse, as well as international communications and news.

The academy is renowned for its studies of practical subjects and corresponding suggestions. It has established prestige in studies of global communication strategy designing and policy planning, China's image building, international communications, evaluation of communication effects, translation and international discourse, and China-related international news.

Based on its multilingual information sources covering major media organizations, publishers, think-tanks and public opinion research agencies worldwide, the academy offers more than 20 dynamic research products, and has released the Annual Report on China-related News in Overseas Media Analysis for over a decade. It is also the editor of the book series "Keywords to Understand China" and "Studies of International Communication Theories and Practices," which are distributed worldwide, and the sponsor of national journals such as *Chinese Translators Journal* and *International Communications*.

The academy has

- \* held six sessions of the Seminar on International Communication,
- \* conducted global surveys of China's national image for seven consecutive years,
- \* published annual reports on the global survey of Chinese enterprises' image ,
- \* organized yearly selection of the top 10 models for international communication, and
- \* solely or jointly hosted international think-tank conferences as well as bilateral and multilateral think-tank dialogues.

It also holds such events as :

- \* the TAC Conference,
- \* high-level training for translators specializing in international communication,
- \* the Han Suyin Award for Young Translators, and
- \* the All-China Interpretation Contest.

### KANTAR

Kantar is the world's leading marketing data, insight and consultancy company. It knows how people live, feel, shop, vote, watch and post worldwide. It knows what people need and makes constant technological innovation. There are more than 30,000 Kantar employees working around the world and helping leading organizations in all fields to grow and make success.

