

THE FALL OF THE BERLIN WALL

GLOBAL ADVISOR

November 2019

GAME CHANGERS

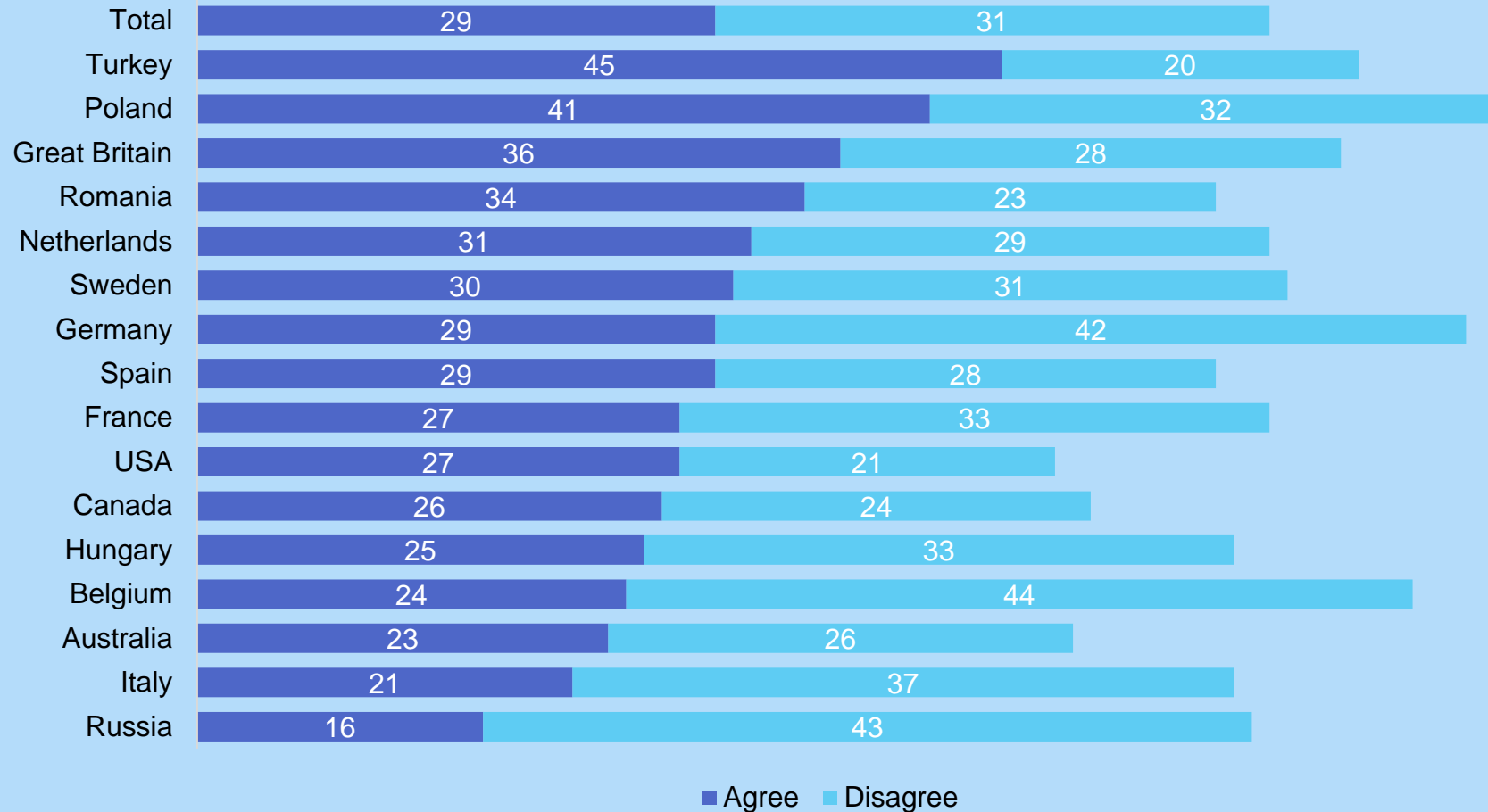


Methodology

- These are the findings of a 16-country Ipsos survey conducted via Ipsos's Global Advisor online survey platform between September 20 and October 4, 2019.
- For this survey, Ipsos interviewed a total of 12,005 adults aged 18-74 in Canada, Turkey, and the United States; and 16-74 in all other markets.
- The sample consists of 1000+ individuals in each of Australia, Canada, France, Germany, Great Britain, Italy, Spain, and the United States, and 500+ in each of Belgium, Hungary, The Netherlands, Poland, Romania, Russia, Sweden and Turkey.
- The survey data have been weighted so that each market's sample composition best reflects the demographic profile of the adult population according to the market's most recent census data. Data collected each month are also weighted to give each market an equal weight in the total "global" sample.
- Online surveys can be taken as representative of the general adult population under the age of 75 in Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, The Netherlands, Poland, Spain, Sweden, and the United States. Online samples in Romania, Russia, and Turkey are more urban, more educated and/or more affluent than the general population and the results should be viewed as reflecting the views of a more "connected" population.
- Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of the Ipsos online polls is measured using a Bayesian Credibility Interval. The credibility interval around percentages based on single-month data is of +/- 3.5 percentage points for markets where the monthly sample is 1,000+ and +/-4.8 points for markets where the monthly sample is 500+. Click here for more information on the Ipsos use of [credibility intervals](#).
- Where results do not sum to 100 or the "difference" appears to be +/-1 more/less than the actual value, this may be due to rounding, multiple responses, or the exclusion of don't knows or not stated responses.

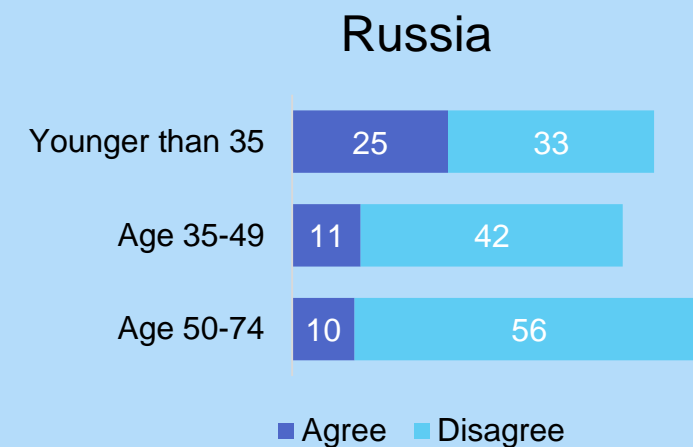
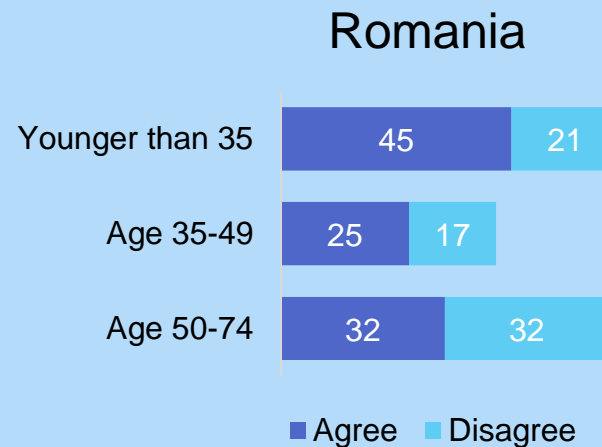
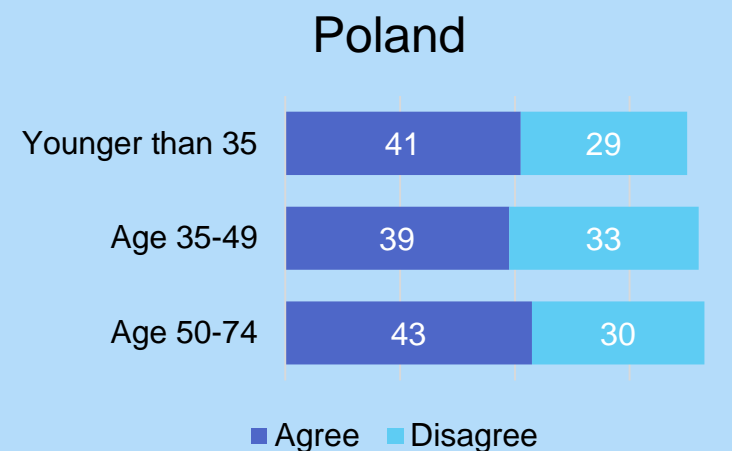
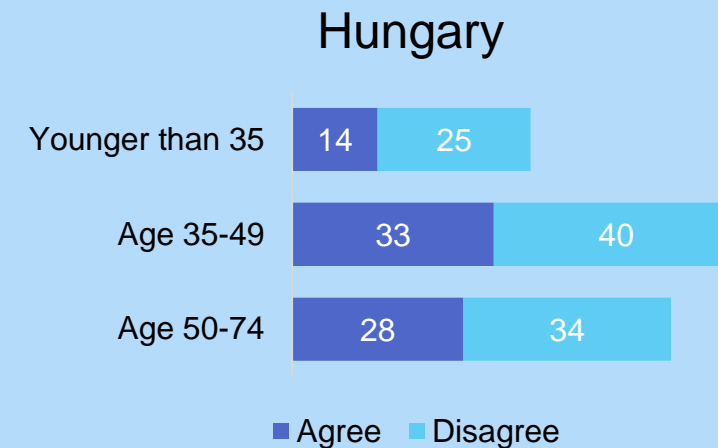
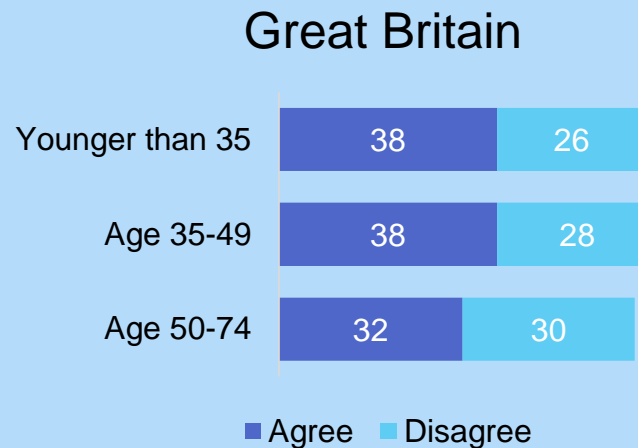
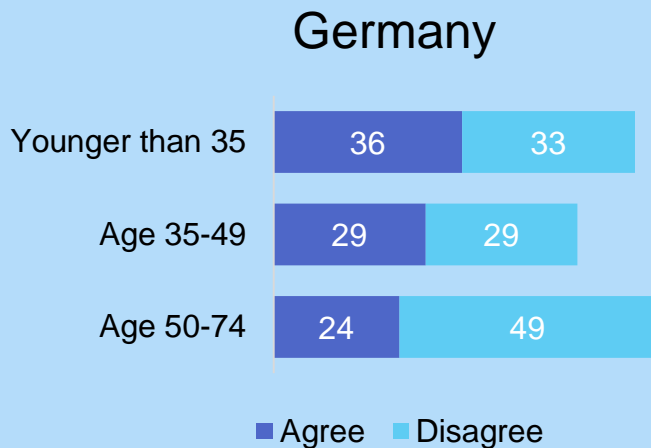
As a result of fall of the Berlin Wall and the collapse of communism in Europe in 1989... Europe has become a safer place.

Numbers in %



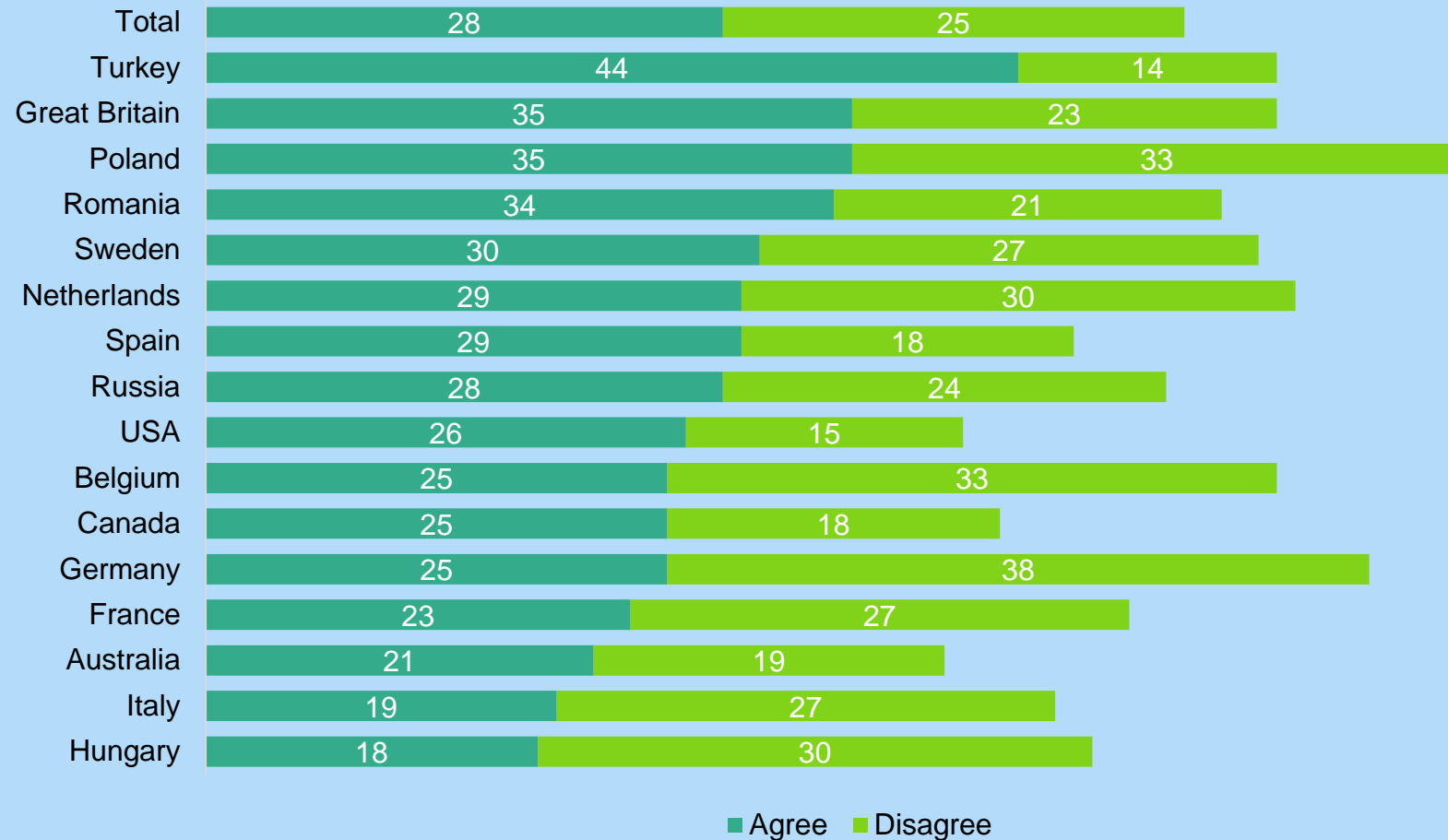
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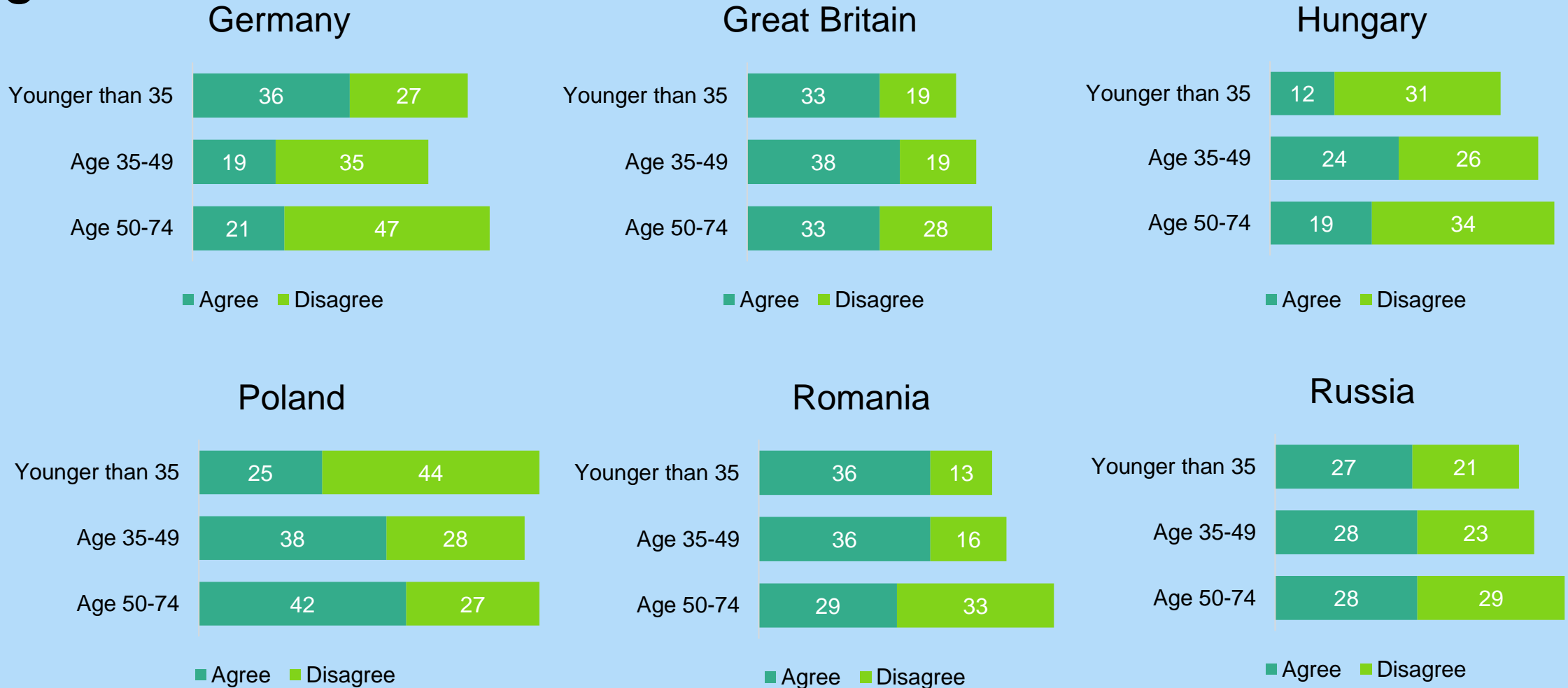
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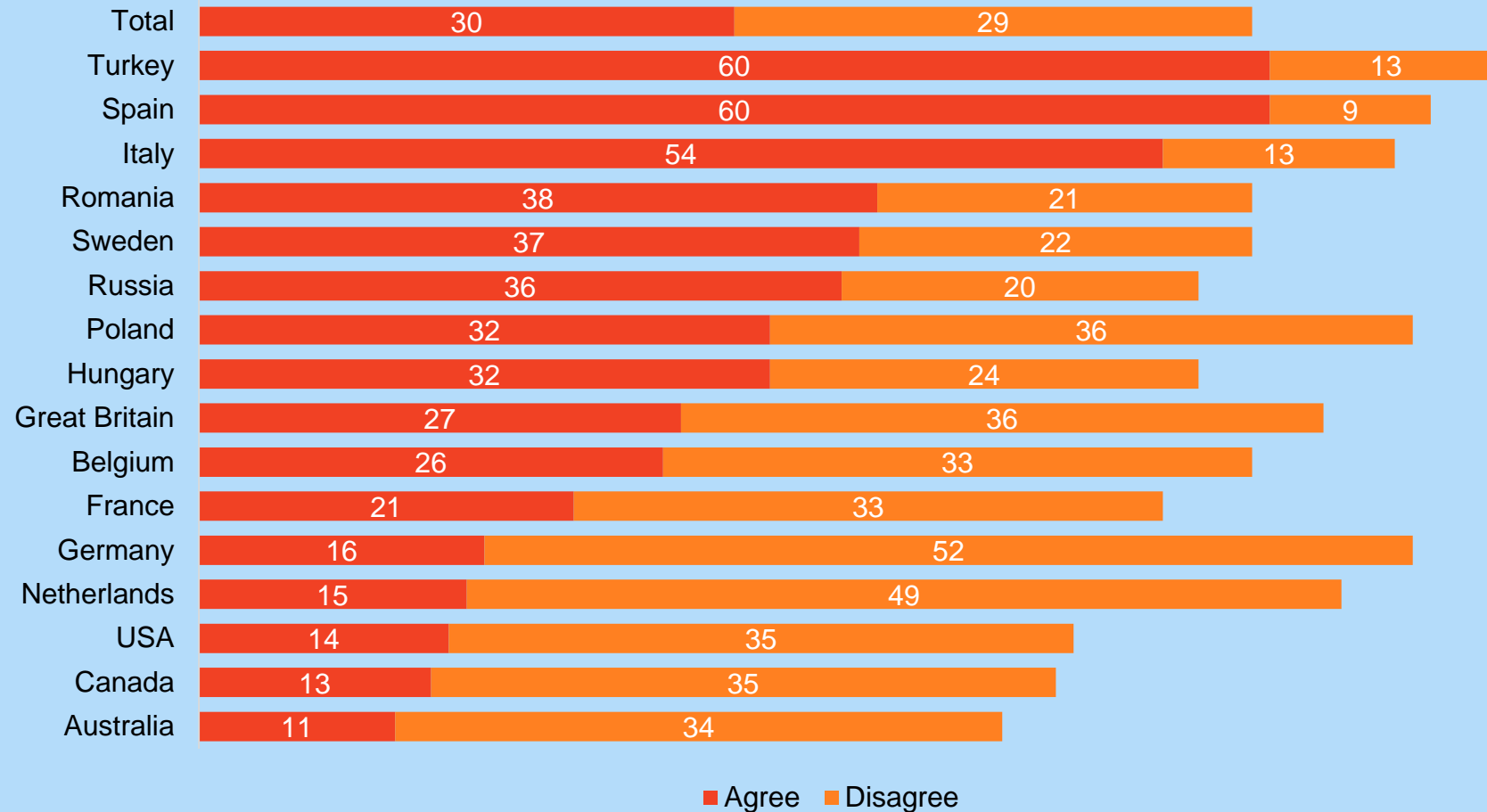
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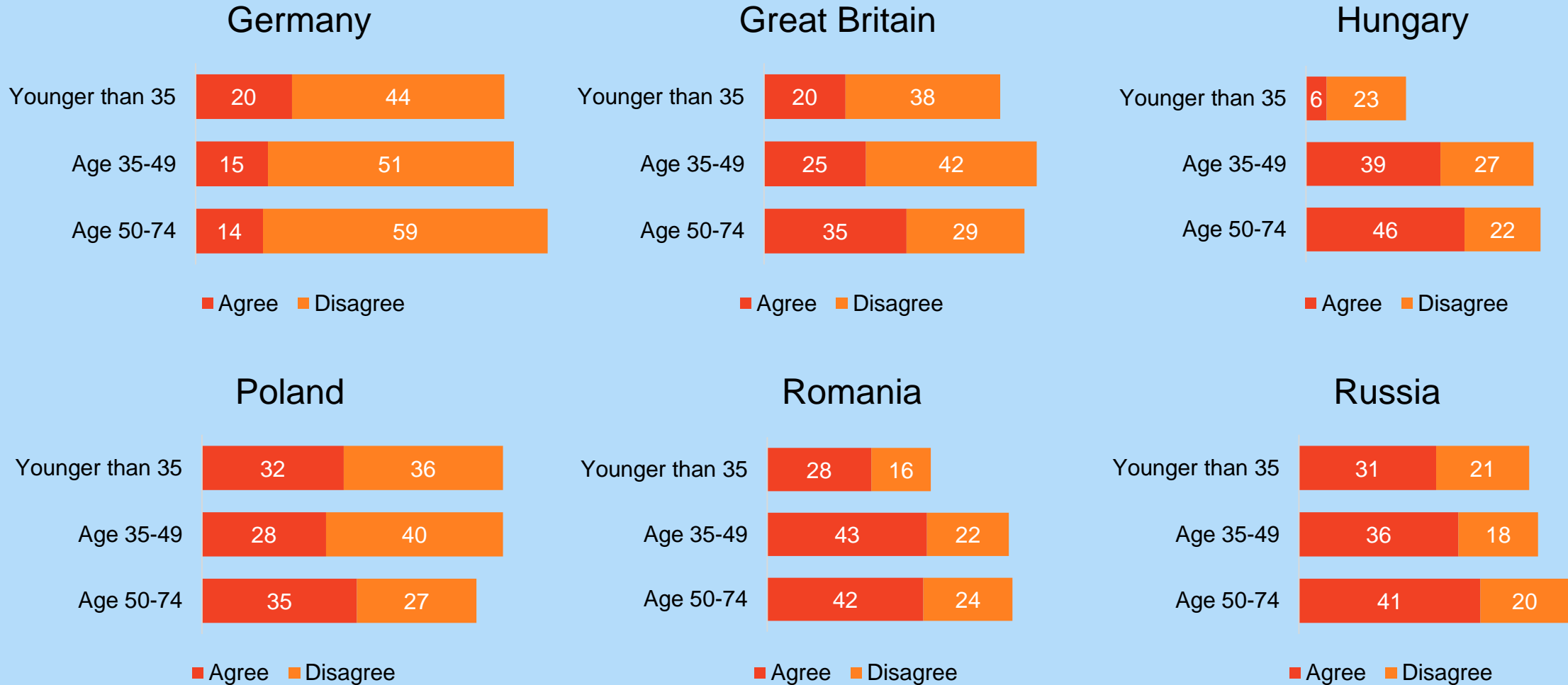
As a result of fall of the Berlin Wall and the collapse of communism in Europe in 1989... Germany has become too powerful in Europe.

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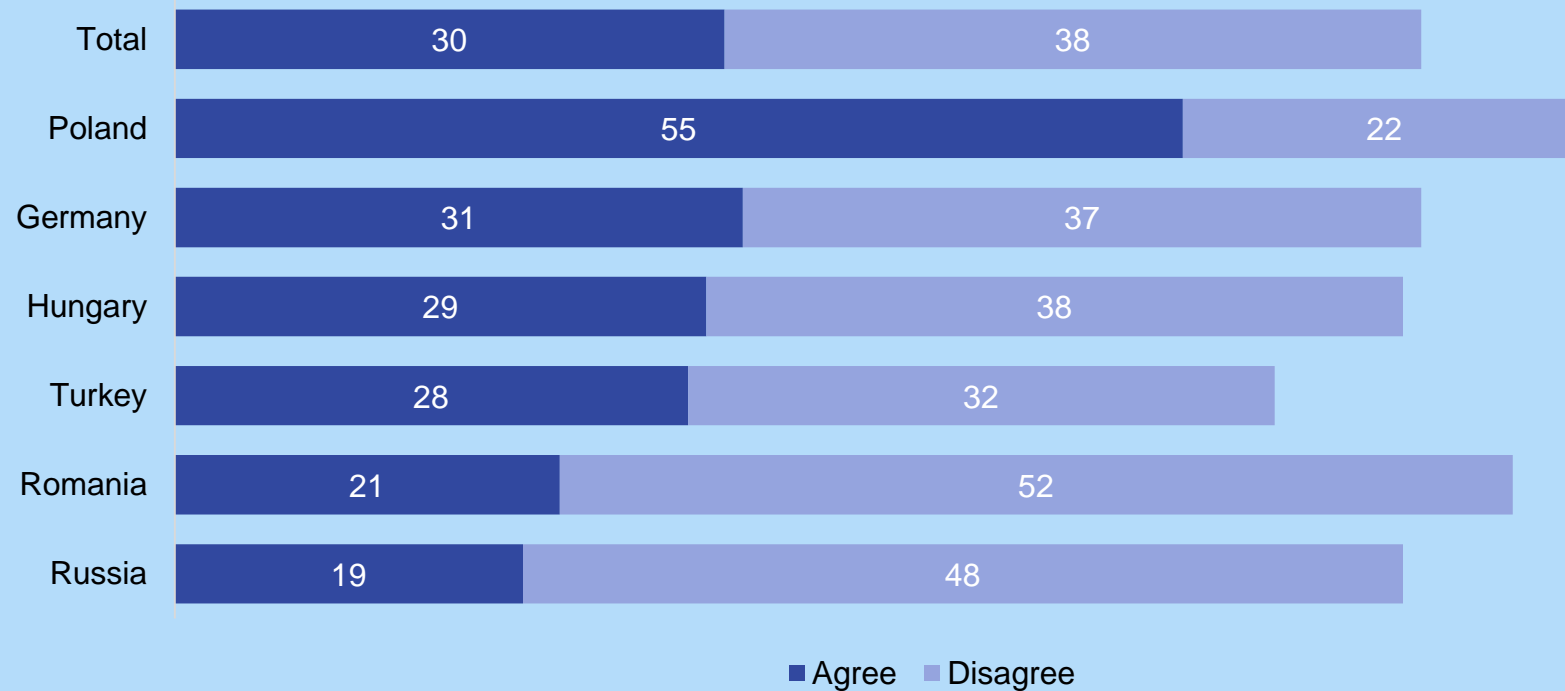
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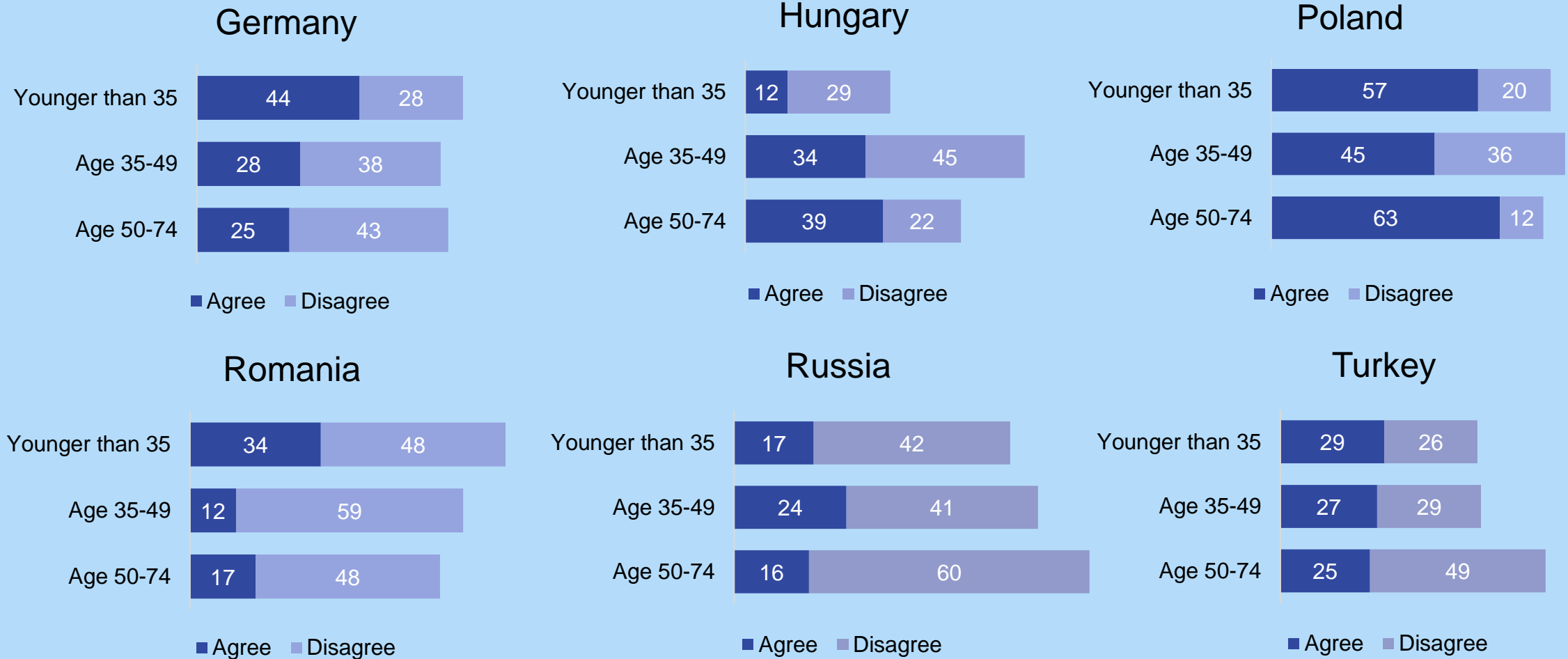
As a result of fall of the Berlin Wall and the collapse of communism in Europe in 1989... Life in my country has changed for the better.

Numbers in %



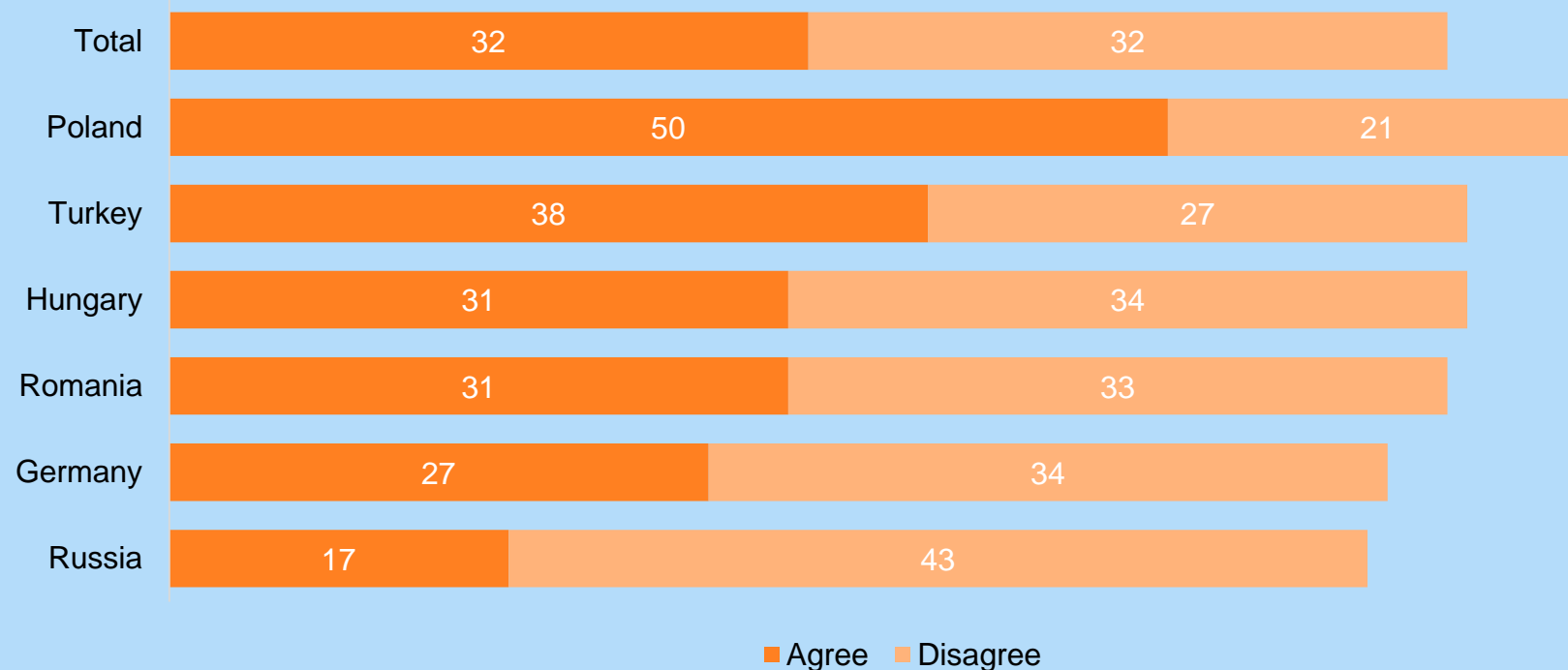
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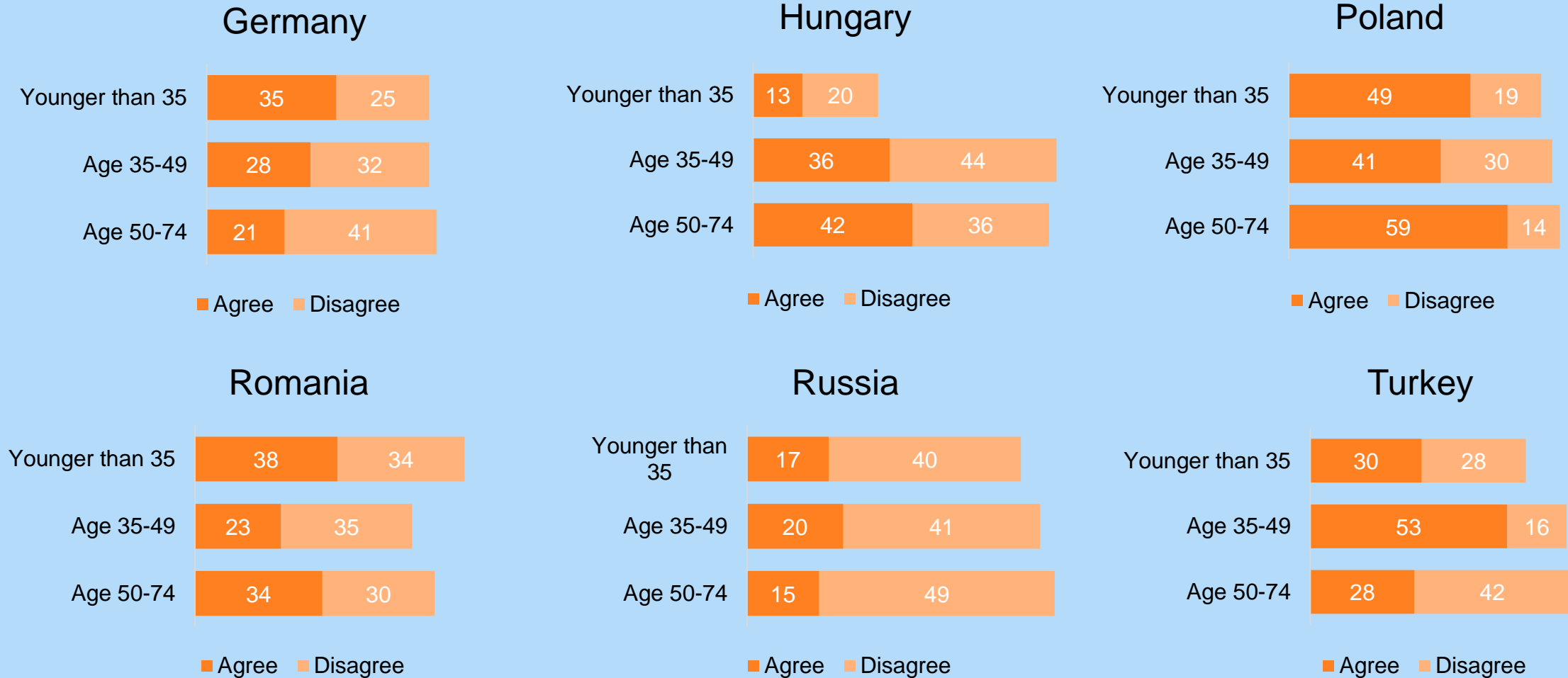
As a result of fall of the Berlin Wall and the collapse of communism in Europe in 1989... Life in my community has changed for the better.

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As a result of fall of the Berlin Wall and the collapse of communism in Europe in 1989... Life in my community has changed for the better.

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ACT
SMARTER.**

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