

2025

Global Survey on Impression and Understanding of China

Impression, Perception and Evaluation
of China by People from 46 Countries

Contents

About the Survey	1
-------------------------------	----------

Main Conclusions	4
-------------------------------	----------

1. Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era receives high international recognition5
2. The implementation of the central Party leadership's eight-point decision on improving work conduct and formulation of five-year plans receive international acclaim.....5
3. Global public opinion recognizes China's strength and status, optimistic about China's economic development6
4. Global public opinion holds favorable view of China, shows strong interest in Chinese culture and technology7
5. Global public looks forward to positive China-US ties; favorability toward China surpasses the US8
6. Global public opinion positively assesses China's neighborhood policy and expects China to advance global governance9

Part I General Impression and Perception of China	10
--	-----------

I. Overall Perception of China	11
---	-----------

1. Comprehensive strength and status11
2. Interest in China.....13
3. Impression and evaluation of China15
4. Impression of the Chinese people17

II. Detailed Understanding of China	18
--	-----------

1. Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era18
2. The central Party leadership's eight-point decision on improving work conduct19
3. Formulation and implementation of five-year plans20
4. China's economic growth in 2025.....21
5. Confidence in economic growth over the next 10 years22
6. 'Cool' Chinese technology.....23

III. Contact with China	24
--------------------------------------	-----------

1. Degree of contact with China.....24
2. Information channels to access China25
3. Things in contact with China26
4. Purposes of visiting China27

Part II Global Governance and Major-country Diplomacy28

I. China's Concepts and Solutions29

1. Core concepts and major initiatives29
2. Building a community with a shared future for humanity.....30
3. China's neighborhood policy.....31

II. China's Participation in Global Governance32

1. International system and international order32
2. Greater participation in international affairs33
3. Contributing across multiple fields33
4. Addressing international hotspot issues34
5. Functions of International Organization for Mediation (IOMed)34

III. China's Foreign Relations and Key Issues35

1. Bilateral relations35
2. China-US relations.....36
3. South China Sea issue37

IV. International Hot Topics38

1. US administration's foreign policy38
2. US imposition of high tariffs worldwide.....39

About the Survey



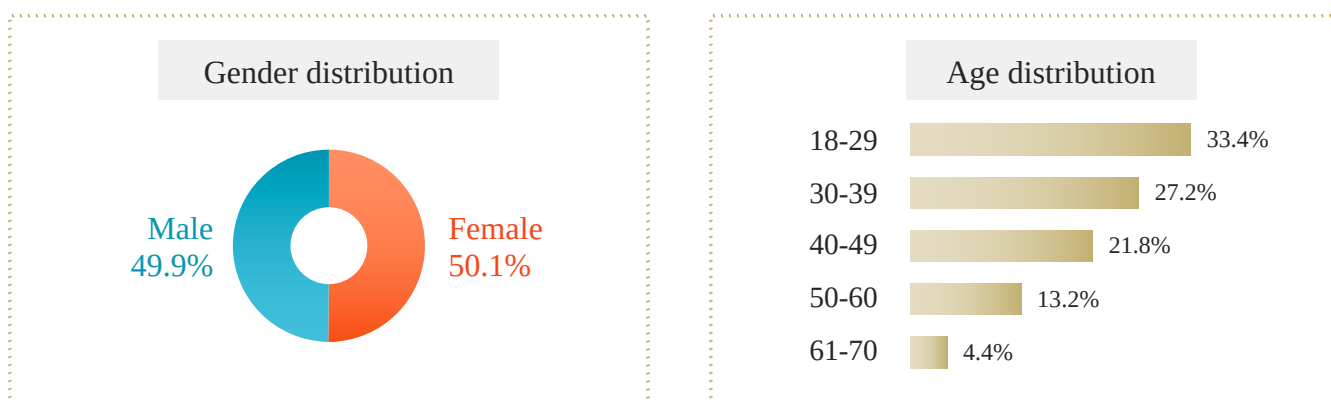
To continuously, objectively, and comprehensively understand and grasp foreign public impression, perception, and evaluation of China, accurately assess the overall societal-level attitudes toward China and their trends of change in various countries, and clearly portray China's international image, the Global Times Institute conducted a "Global Survey on Impression and Understanding of China" worldwide from August to October 2025. This survey primarily uses a questionnaire method, targeting ordinary citizens aged 18-70 in multiple countries. Respondents who received the questionnaire completed and submitted it themselves, forming the sample data.

The questionnaire comprises 45 main questions divided into three parts. The first part collects respondents' general impression and recognition of China, including standout impression, level of interest, subjective emotional attitude, objective level of understanding, whether they had ever visited China, and the relationship between their country and China. The second part examines respondents' impression and perception of more specific aspects of China, including dimensions such as the people, economy, politics, science and technology, environment, and culture, and includes questions on key topics such as Chinese-related affairs and China's economic growth. The third part focuses on respondents' impression and perception of China's participation in international affairs, including China's international status, comprehensive strength, foreign policy, diplomatic actions, and China-US relations, and includes questions on the year's major hot topics. Many questions in the questionnaire are designed in original scale to enable systematic, consistent, and accurate measurement and analysis of related attitudes and evaluations.

Taking into account countries' population sizes, levels of development, and geographic distribution, we have selected 46 countries as the global sample for this survey. By region these include nine European countries, 22 Asian countries, two Oceanian countries, three North American countries, three South American countries, and seven African countries; the sample comprises 15 developed countries and 31 developing countries, covers G7 and G20 members, and includes nine BRICS countries, 10 ASEAN member states, 34 Belt and Road partner countries, and four SCO member countries. The chosen country sample set has good representativeness of mainstream global public opinion.

Questionnaire distribution and data collection in each country followed common international market research norms and technical standards. In addition to Chinese and English versions, the questionnaire was translated into 33 other languages to facilitate responses from ordinary people in the 46 countries. Given the uneven development of survey industry across countries, the project team used the most appropriate method in each context: prioritizing large-scale online panel surveys (Online), complemented by face-to-face interviews (CAPI/PAPI) or computer-assisted telephone interviews (CATI). When a chosen survey mode produced imbalances in the sample population structure or otherwise had a clearly distorting effect on the survey data, the project team implemented quota controls to minimize representativeness bias.

Questionnaire distribution and data collection took place from August 18 to October 14, 2025. A total of 51,689 valid samples were obtained. All respondents claimed to have some understanding of China (respondents who answered "completely unfamiliar" were terminated from the survey). The overall sample distribution meets research requirements; the gender and age distributions are shown in the figure below. The survey languages and valid sample size for each country are shown in the table below.



Region	Country	Survey Language(s)	Sample Size
Asia	Afghanistan	Pashto, Dari	1102
	United Arab Emirates	Arabic	1100
	Pakistan	Urdu	1115
	Philippines	Filipino, English	1155
	Kazakhstan	Russian, Kazakh	1109
	Republic of Korea	Korean	1161
	Cambodia	Cambodian (Khmer)	1117
	Laos	Lao	1101
	Malaysia	Malay	1162
	Mongolia	Mongolian	1017
	Bangladesh	Bengali	1113
	Myanmar	Myanmese	1124
	Japan	Japanese	1145
	Saudi Arabia	Arabic	1100
	Sri Lanka	Sinhala, Tamil	1103
	Thailand	Thai	1158
	Turkiye	Turkiye	1168
	Brunei	Malay	609
	Singapore	English	1155
	India	Hindi, Tamil, English	1127
	Indonesia	Indonesian	1160
	Vietnam	Vietnamese	1145
Africa	Egypt	Arabic	1100
	Ethiopia	Amharic, English	1166
	Democratic Republic of the Congo	French	1060
	Zimbabwe	English	1057
	Kenya	Swahili, English	1102
	South Africa	English	1149
	Nigeria	Hausa, English	1144
Europe	Poland	Polish	1166
	Germany	German	1158
	Russia	Russian	1100
	France	French	1179
	Sweden	Swedish	1170
	Spain	Spanish	1164
	Hungary	Hungarian	1168
	Italy	Italian	1172
North America	United Kingdom	English	1173
	Canada	English	1169
	United States	English	1160
South America	Mexico	Spanish	1149
	Argentina	Spanish	1158
	Brazil	Portuguese	1157
Oceania	Peru	Spanish	1163
	Australia	English	1159
	New Zealand	English	1100
Total sample size (of 46 countries)			51689

Please note when reviewing the data in this survey report that, due to automatic rounding by the system, the combined totals for some options may differ from the sum of the displayed option values by up to $\pm 1\%$. This is normal and does not indicate a data error.

Main Conclusions



1 Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era receives high international recognition

This survey has selected several key concepts from Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and asked foreign respondents for their views. “Building a community with a shared future for humanity” and “lucid waters and lush mountains are invaluable assets” receive approval from nearly 80% of international respondents, while “advancing full and rigorous Party self-governance,” “further deepening reform comprehensively,” and “people-centered development philosophy” each receives over 70% recognition. Approval rate for the above five concepts exceeds 80% among respondents from developing countries, and surpasses 60% in developed countries.

As for the Global Development Initiative, Global Security Initiative, Global Civilization Initiative (note: the Global Governance Initiative had not been announced when the survey began), and joint pursuit of the Belt and Road Initiative proposed by Chinese President Xi Jinping, also General Secretary of the Communist Party of China (CPC) Central Committee and Chairman of the Central Military Commission, to the international community, over 70% of foreign respondents have indicated recognition, which is higher than that of 2024.

2 The implementation of the central Party leadership’s eight-point decision on improving work conduct and formulation of five-year plans receive international acclaim

Regarding the CPC’s education on comprehensively implementing the central Party leadership’s eight-point decision, nearly 70% of foreign respondents hold a positive attitude, agreeing that “the ruling party members in all countries should be held to higher standards than ordinary citizens” or “strict standards for the ruling party members are essential.” This proportion reaches or exceeds 70% in BRICS countries, ASEAN member states, and African countries, and surpasses 60% in European and Middle Eastern countries.

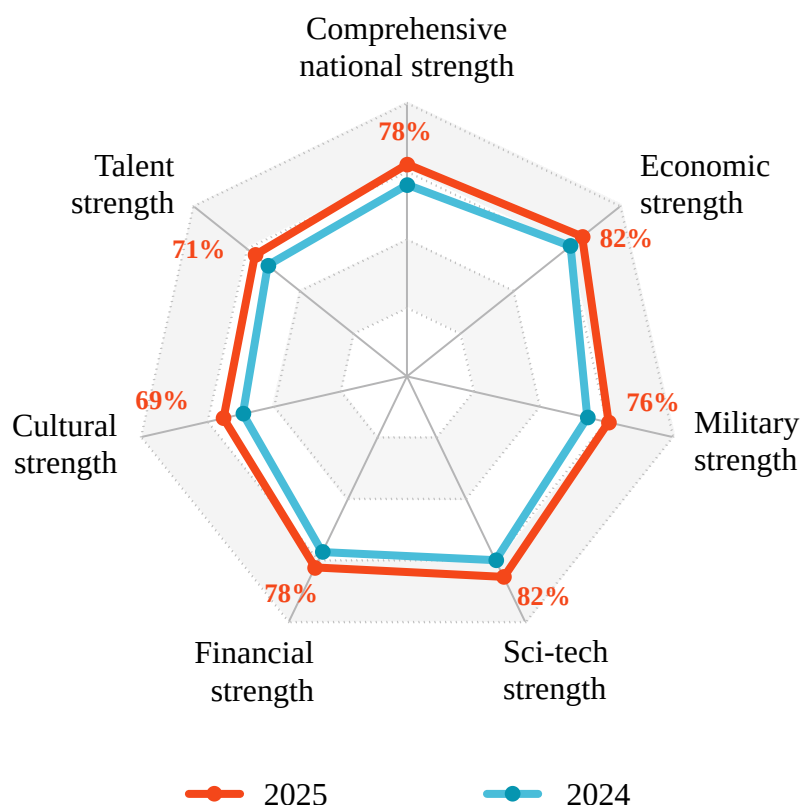
2025 marks the final year of China’s 14th Five-Year Plan (2021-25) and the blueprint for the 15th Five-Year Plan (2026-30) is already unfolding. This survey introduces China’s development experience in formulating and implementing five-year plans. More than three-fourths of foreign respondents have an objective and positive understanding and evaluation of the practice, agreeing that “this is an important mechanism in China’s economic and social development,” and recognizing that formulating five-year plans is “an approach the government of my country would do well to adopt.” In BRICS countries, Middle East countries, ASEAN member states, and African countries, this recognition exceeds 80%.

3 Global public opinion recognizes China's strength and status, optimistic about China's economic development

Nearly 80% (78%) of foreign respondents recognize that China's comprehensive national strength is increasing, marking an 8-percentage-point rise from 2024. In developed countries, G7 nations, and ASEAN member states, the increase exceeds 10 percentage points year-on-year. More than 80% of respondents rate China's economic and technological strengths as "strong," with both figures rising compared to the previous year. In the global ranking of major countries' international status, 25%, 29%, and 17% of foreign respondents place China first, second, and third, respectively. Based on overall weighted scores, China ranks second. Compared with 2024, the proportion of respondents placing China first increases by 5 percentage points, while the proportion of those selecting the US as No.1 drops by 3 percentage points to 44%.

More than 80% of foreign respondents give positive evaluations of China's economic growth in 2025. The proportion is 75% in developed countries and reaches 86% in developing countries. Nearly 90% of respondents have expressed confidence in China's continued economic growth over the next 10 years, with the proportion in developing countries nearly 20 percentage points higher than in developed countries.

Q: What level does China rank in the world in terms of overall national strength?
Please answer the question in general and from the following aspects.



Note: The chart shows the proportion of those who selected "strong"

4 Global public opinion holds favorable view of China, shows strong interest in Chinese culture and technology

The proportion of respondents holding a “good” overall impression of China (64%) and the Chinese people (66%) increases by 5 and 10 percentage points, respectively, compared to 2024. Positive impressions across various dimensions have also improved year-on-year to varying degrees. The share of respondents with a favorable view of China’s science and technology reaches 80%, while over three-fourths view the Chinese people’s hardworking and innovative spirit positively. Through statistical analysis, it is found that the keywords most frequently associated with China by foreign respondents in 2025 include: economy, technology, science, development, strength, good, culture, advancement, and innovation.

Over two-thirds of international respondents hope that their country's relationship with China will improve in the future, up by approximately 5 percentage points compared to 2024. Under the visa-free transit policy, three-fourths of foreign respondents have expressed willingness to visit China in the future, higher than that of 2024.

Over 90% of foreign respondents have expressed interest in China, with more than 40% showing a high level of interest. The area of top interest is “culture” in developed countries, and “technology” in developing countries. The survey lists several emerging phenomena related to China in recent years, with TikTok and online shopping recording a usage rate of around 60% among foreign respondents. Recognition of robots, drones, and smart driving vehicles exceeds 80%.



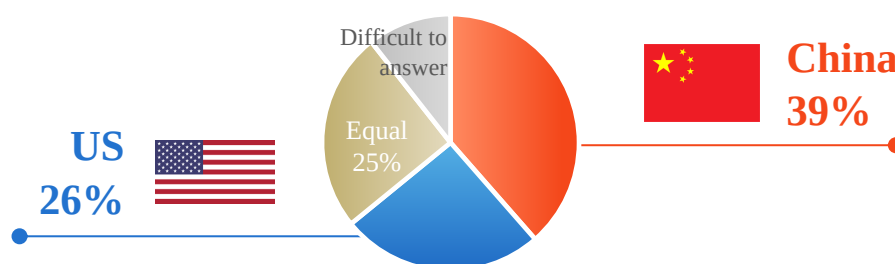
5 Global public looks forward to positive China-US ties; favorability toward China surpasses the US

Nearly 70% (69%) of foreign respondents have a favorable impression of China, up 6 percentage points from 2024. Favorability toward China exceeds 70% in Middle East countries and ASEAN member states, and approaches or exceeds 80% in BRICS and African countries. In the comparison of “which country do you have a more favorable opinion of, China or the US?” the proportion of international public opinion choosing China is 39%, which is 1.5 times that of choosing the US (26%), while the proportion choosing both as roughly the same is 25%. Compared with 2024, the proportion selecting higher favorability toward China has increased by 9 percentage points, while that for the US has decreased by approximately 8 percentage points.

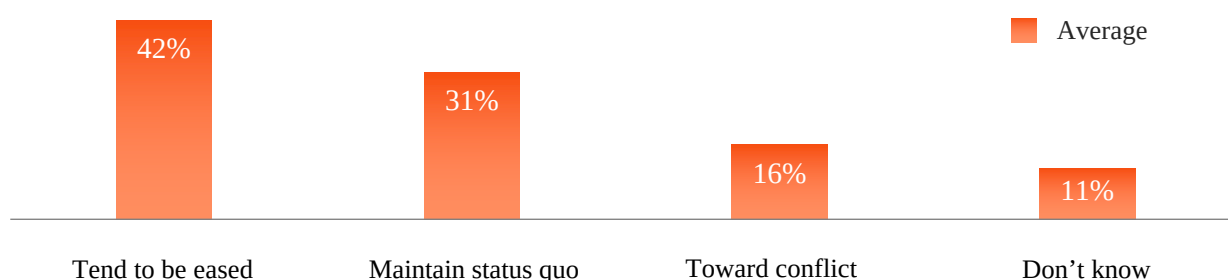
More than 70% of the respondents hope that future China-US relations will “tend to be eased” or “maintain status quo.” Among them, more than 40% choose “tend to be eased” and more than 30% hope to “maintain status quo.” The overall data performance is similar to that of 2024. The proportion of public opinion in developed countries, European countries, ASEAN member states, and BRICS countries expecting China-US relations to trend toward easing has increased year-on-year.

The Chinese government has taken a strong stance of opposition and adopted effective countermeasures against the US government’s imposition of high tariffs. Over 70% of international respondents express agreement with this move. Approval rates reach 80% in African countries, exceed 70% in BRICS countries, ASEAN member states, and Middle East countries, and surpass two-thirds in European countries. About the US government’s imposition of additional high tariffs globally, 63% of international respondents are critical of the move, viewing it as “a blatant act of unilateral hegemony,” “a regressive move,” or “undermining international trade rules.”

Q: Which country do you have a more favorable opinion of, China or the US?



Q: What changes are you willing to see in the China-US relationship in the coming year?



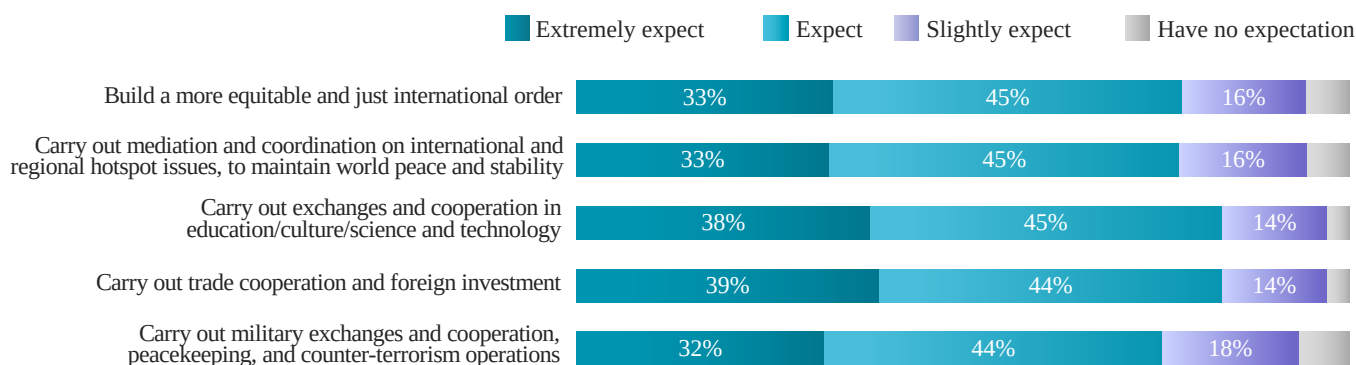
6 Global public opinion positively assesses China's neighborhood policy and expects China to advance global governance

In 2025, the Central Conference on Work Related to Neighboring Countries was held, emphasizing the need to focus on building a community with a shared future with neighboring countries and striving to break new ground in neighborhood work. Over three-fourths of international respondents give positive and objective evaluations of China's neighborhood policy, believing that "China's security and stability contribute to the security and stability of neighboring countries," "China's development has driven the development of neighboring countries," and "geographic proximity enables closer ties and cooperation opportunities."

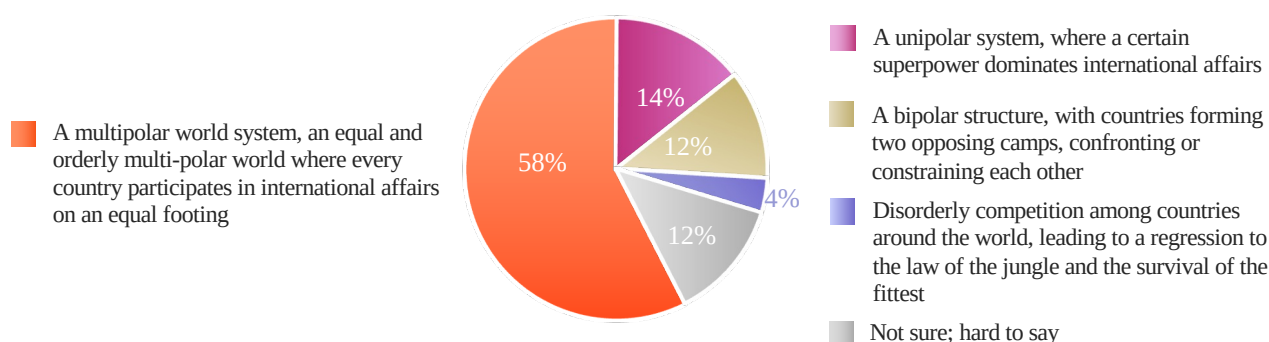
More than half of foreign respondents look to the IOMed to contribute to peaceful dispute resolution and international cooperation. Over 60% expect China to play a greater role in promoting the resolution of international hotspot issues such as the Ukraine crisis, the Palestine-Israel conflict, and the Israel-Iran conflict. More than 70% of respondents expect China to participate more in international affairs or play a greater role in the future, an increase compared to previous years. In areas such as building a more equitable and just international order, mediating and coordinating on international and regional hotspot issues, and conducting economic, trade, and educational and cultural cooperation, around 80% expect China to take more actions.

Nearly 60% (58%) of foreign respondents expect the future international order to be an equal and orderly multipolar world system, with every country participating equally in international affairs. This proportion exceeds 60% among respondents from BRICS countries, ASEAN member states, and African countries. Nearly 70% of foreign respondents hold a generally supportive attitude toward the current international system centered on the United Nations, and 36% support reforms and improvements to the existing international system.

Q: To what extent do you expect China to take more actions or contribute more as below to the international community?



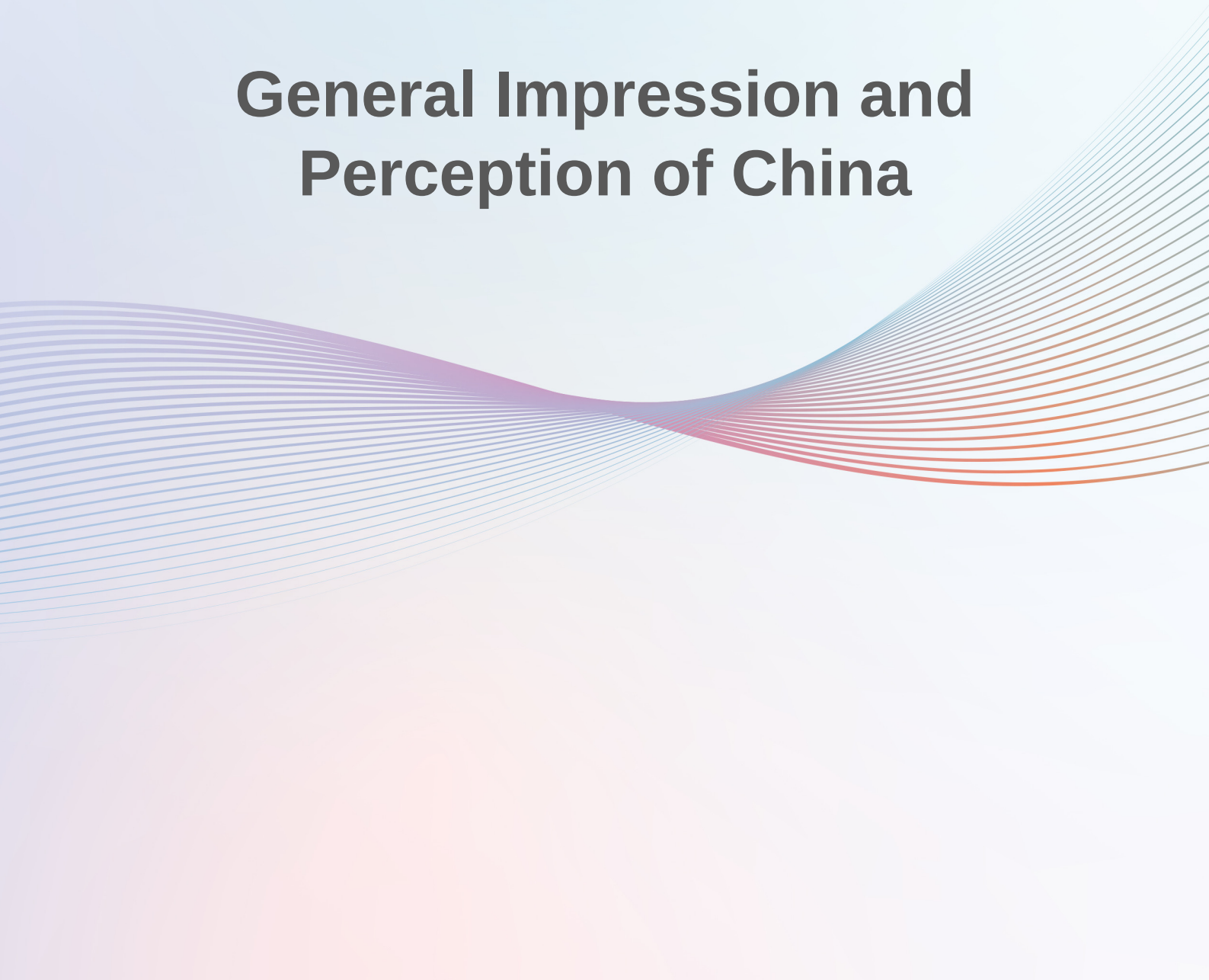
Q: Looking to the future, in what direction do you expect the international order to develop?



Part I



General Impression and Perception of China

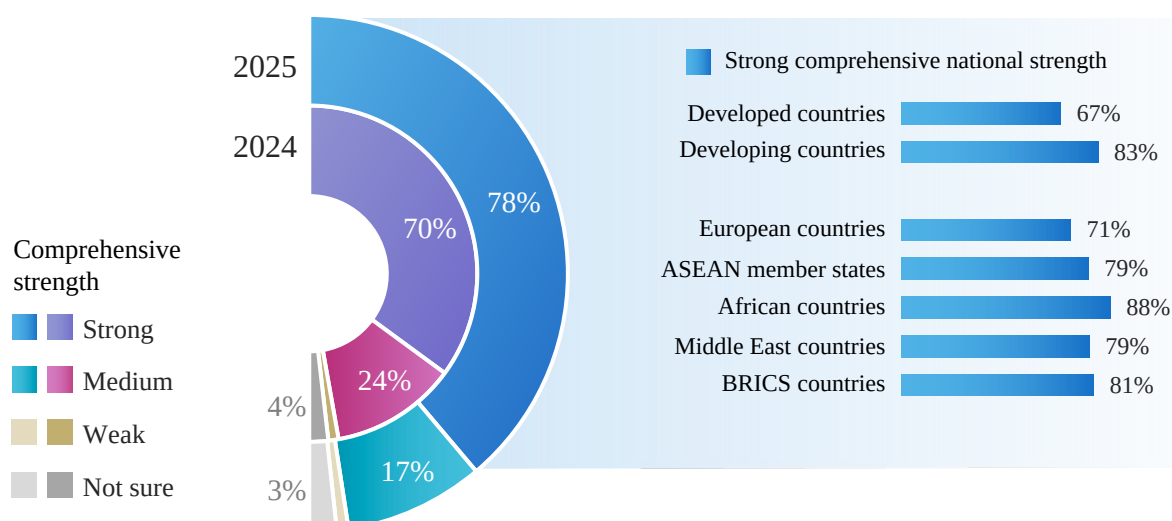
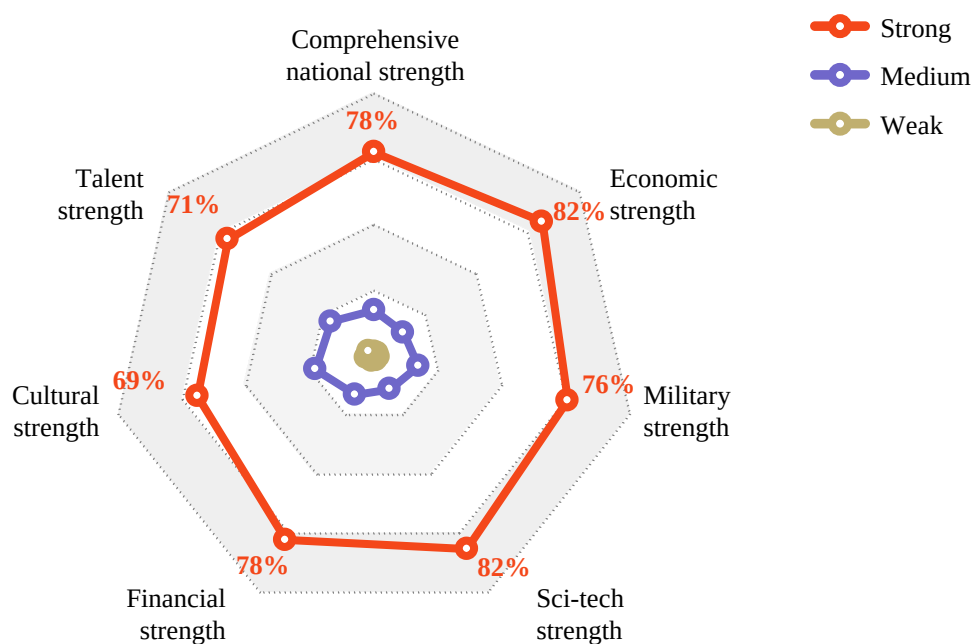


I. Overall Perception of China

1 Comprehensive strength and status

A majority of foreign respondents assess China's comprehensive strength and its various capabilities as "strong." Compared with 2024, the proportion of respondents choosing "strong" for each capability has increased by 5–9 percentage points. China's economic and technological strengths receive the highest recognition, both reaching 82%. Compared with 2024, the proportion of respondents choosing "strong" has increased by 8 percentage points for military strength, and 7 percentage point for both cultural and technological strengths.

Q: What level does China rank in the world in terms of overall national strength?
Please answer the question in general and from the following aspects.



Data from global public opinion ranking of the international status of 10 major powers shows that the US ranks first, though its score has declined compared with 2024. 44% of foreign respondents place the US first, versus 47% in 2024.

Based on overall weighted scores, China ranks second. In the global ranking of major countries' international status, 25%, 29%, and 17% of foreign respondents place China first, second, and third, respectively. Compared with 2024, the proportion of respondents placing China first has increased by 5 percentage points.

Q: Which of the following countries can rank in the top five based on their international status?
Please rank your top five choices in order (1st to 5th)

Note: Calculation method for the score on international status. For each of the 10 listed major countries, the specific ranking provided by each respondent is recorded as the corresponding score; first, calculate the average score of the 10 listed major countries in each surveyed country; then, exclude the self-assessment score of the major country itself, and calculate the average score of other countries for that major country.



US
2.01



China
2.38



Russia
3.10



Japan
3.32



UK
3.48



South Africa
3.66



Germany
3.71



Brazil
3.72



India
3.77



France
3.81

■ US

■ China

■ Russia

■ Japan

■ UK

①



44%



25%



7%



7%



5%

②



19%



29%



14%



11%



10%

③



12%



17%



18%



14%



12%

④



7%



10%



12%



15%



16%

⑤



6%



7%



10%



14%



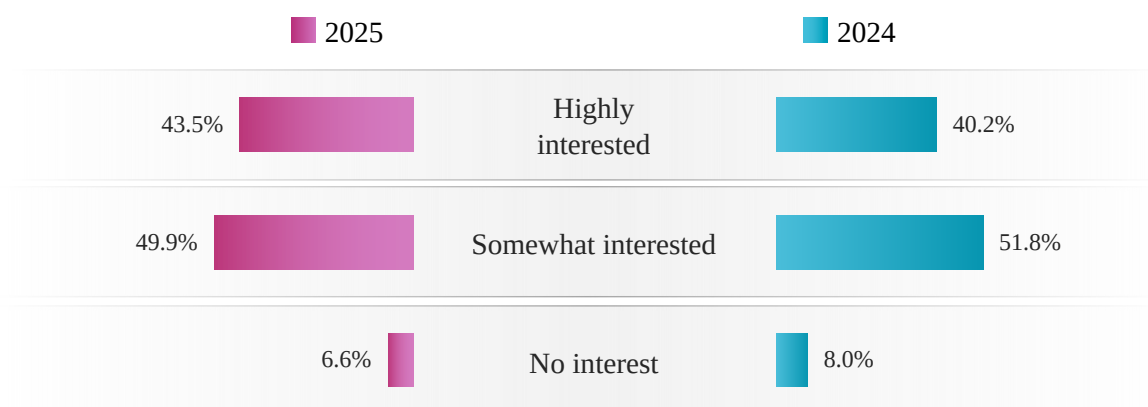
15%

2 Interest in China

Over 90% of foreign respondents express interest in China, with more than 40% showing a high level of interest.

Foreign respondents are becoming increasingly interested in China, and the proportion of those with “high” level of interest has increased by 3 percentage points compared to 2024.

Q: How interested are you in China?



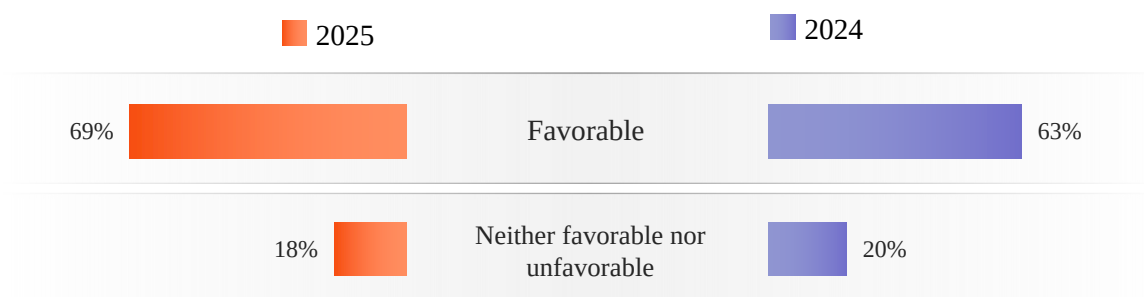
The survey asks respondents to list the Chinese things they are most interested in. A word-frequency analysis of answers provided by respondents from 46 countries finds that “culture” is mentioned most often, followed by “technology” and “economy.” Also in the top 10 are “science and technology,” “history,” “food/Chinese cuisine,” “products,” “tourism,” “innovation,” and “development.” “Education,” “trade,” “industry,” “business,” “tradition,” “politics,” and “everyday life” also rank in the top 20. In developing countries, “technology” is mentioned most frequently; in developed countries, “culture” is the primary interest.

Q: What aspects of China interest you most?(Please fill in briefly)



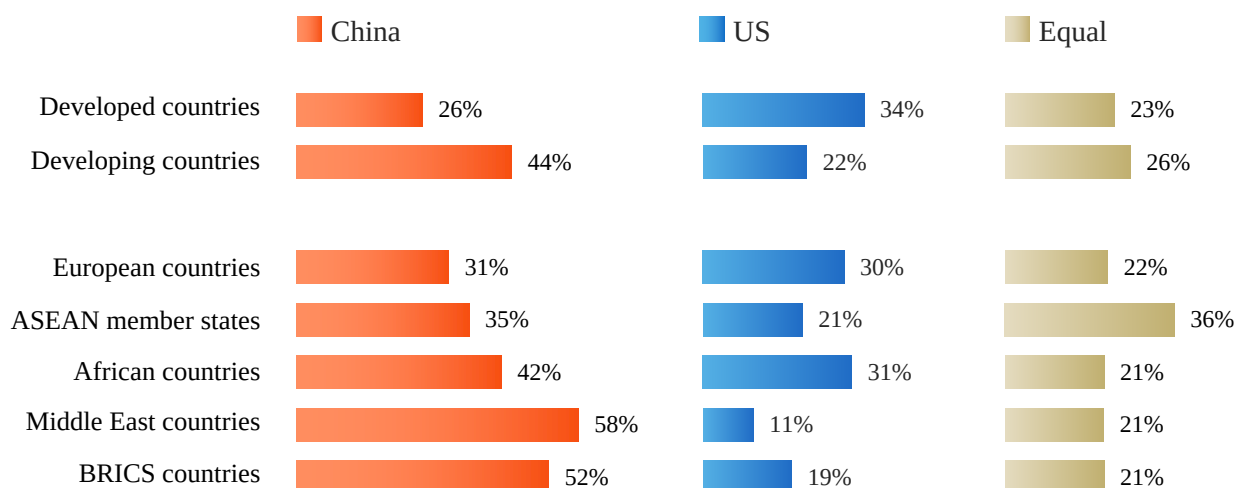
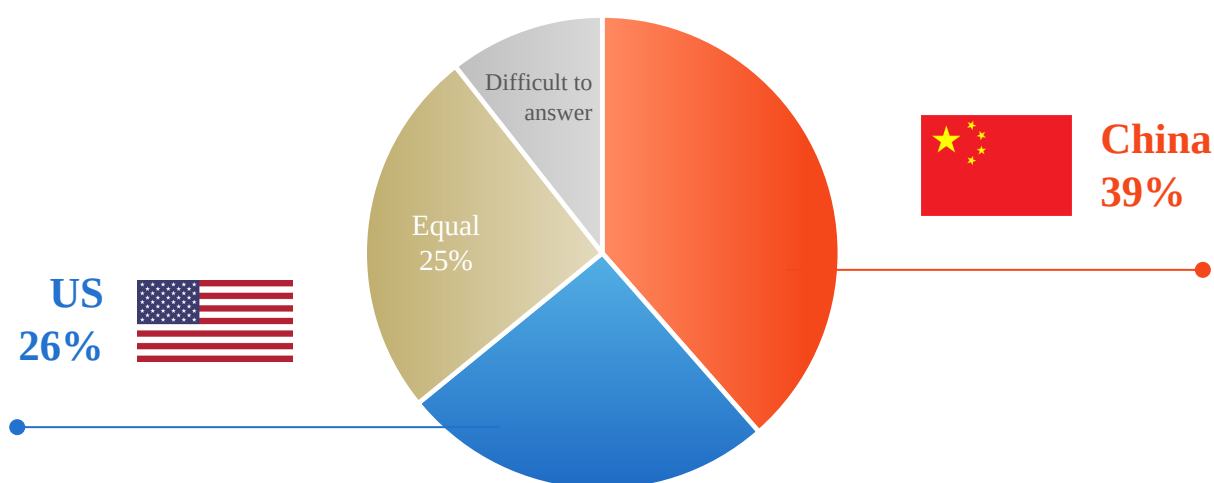
Survey data shows that nearly 70% of foreign respondents have a favorable impression of China, up 6 percentage points from 2024. Nearly 20% hold a neutral stance.

Q: From a subjective perspective, what is your attitude toward China?



In the comparison of “which country do you have a more favorable opinion of, China or the US?” nearly 40% of the international respondents choose China, which is 1.5 times that of the US.

Q: Which country do you have a more favorable opinion of, China or the US?

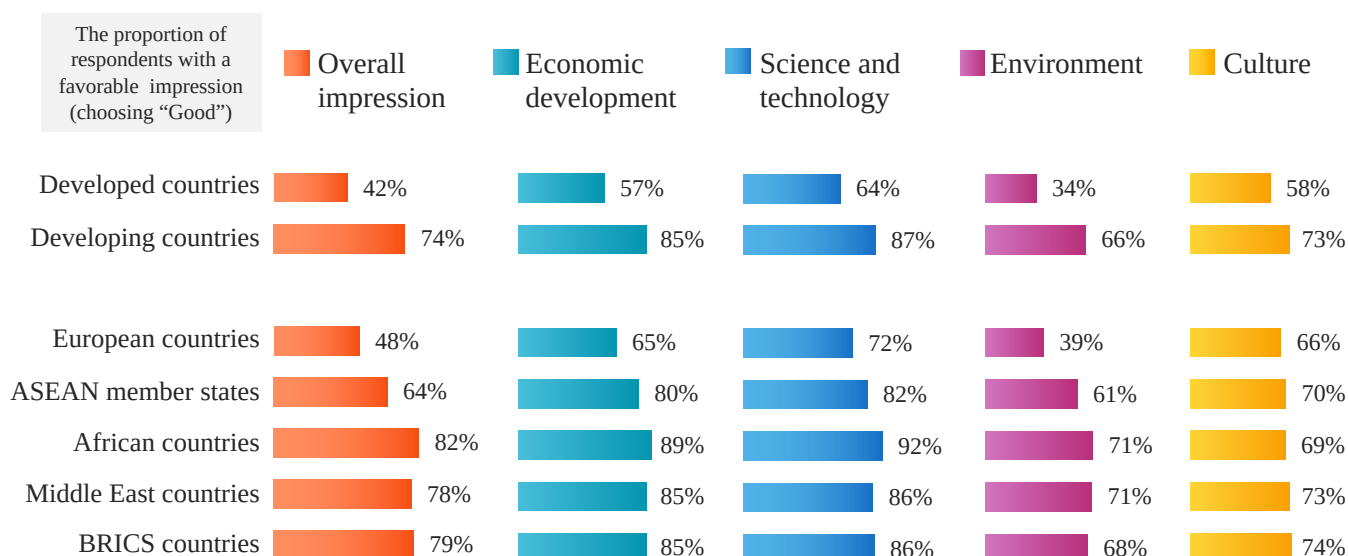
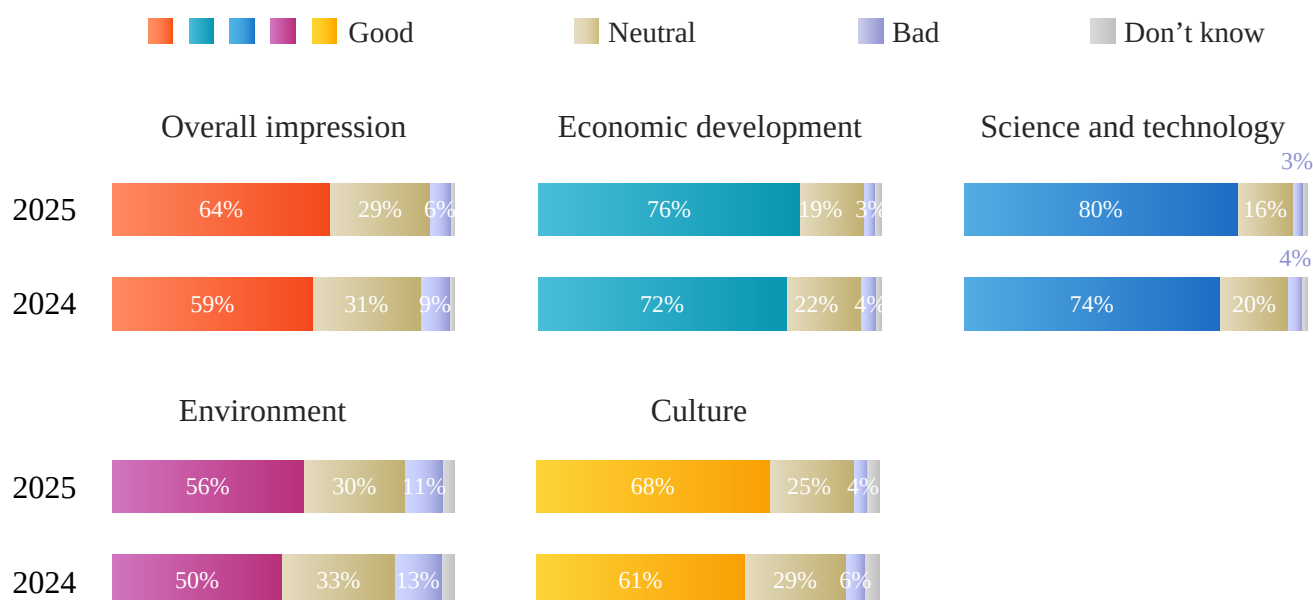


3 Impression and evaluation of China

Over 90% of foreign respondents have a “good” or neutral overall impression of China, among which 64% choose “good” and nearly 30% choose neutral. The share of respondents with a favorable view of China’s science and technology reaches 80%, while over three-fourths view the Chinese people’s hardworking and innovative spirit positively.

Compared with 2024, the proportion of respondents with favorable impression of China’s image has increased in all dimensions, including a 7-percentage-point increase on culture.

Q: What is your impression of China?



China's economy and technology have left a deep impression on foreign respondents. A word-frequency analysis of foreign respondents' self-reported "impression of China in the past year" shows that the most frequently mentioned words are "economy," "technology," and "science and technology," while words such as "culture" and "large population" also have a relatively high reference rate. The top 10 most-cited words include positive descriptions like "development," "powerful," "good," "advanced," and "innovation," and words such as "powerful country," "products," "growth," "progress," "beautiful," and "modernization" can also be found in the top 20.

Q: What are your main impressions of China over the past year?
(Please fill in your top 1-2 keywords)



4 Impression of the Chinese people

In the 46 countries surveyed, more than 90% of the respondents have either a “good” or neutral impression of Chinese people: over 60% (66%) choose “good,” and about 30% choose neutral.

The Chinese people’s hardworking and innovation spirits have left a good impression on more than 70% of the foreign respondents; over 60% of the respondents have a favorable impression of the Chinese people’s friendliness and civility.

The proportion of foreign respondents with a favorable impression of the Chinese people has increased in all five dimensions examined; notably, those with a positive overall impression have gone up by more than 10 percentage points year-on-year.

Q: What is your impression of the Chinese people?

Good Neutral Bad Don't know

Overall impression



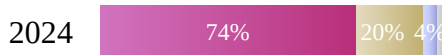
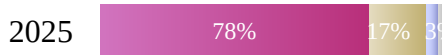
Friendliness



Civility



Hardworking spirit



Innovation spirit



The proportion of respondents with a favorable impression (choosing “Good”)

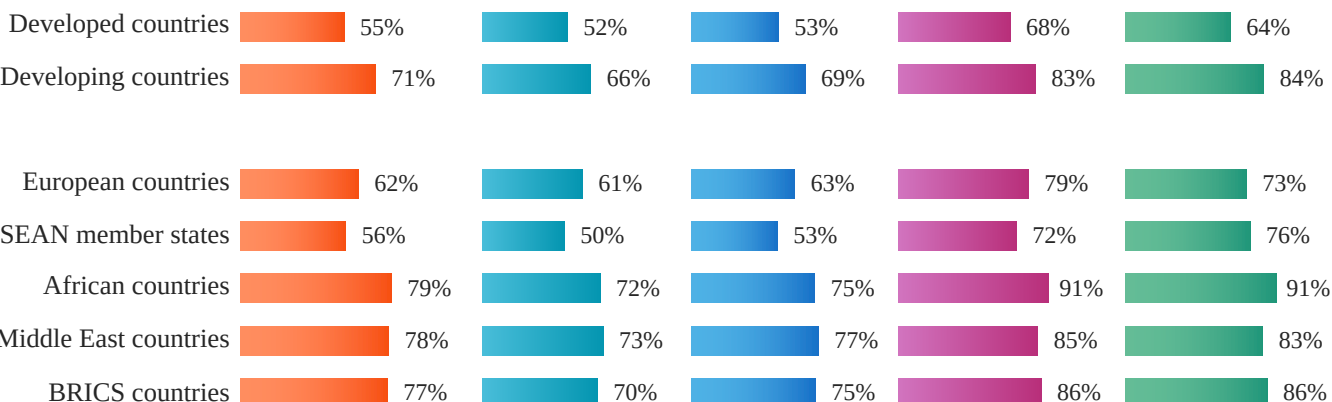
Overall impression

Friendliness

Civility

Hardworking spirit

Innovation spirit



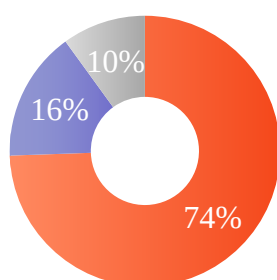
II. Detailed Understanding of China

1 Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era

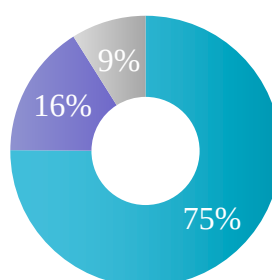
This survey selects several key concepts from Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and asks foreign respondents for their views. “Building a community with a shared future for humanity” and “lucid waters and lush mountains are invaluable assets” receive approval from nearly 80% of international respondents, while “advancing full and rigorous Party self-governance,” “further deepening reform comprehensively,” and “people-centered development philosophy” each receives over 70% recognition.

Q: Do you agree with some of the important concepts in Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era?

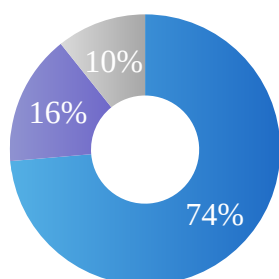
■ ■ ■ ■ ■ Agree
 ■ Disagree
 ■ Difficult to answer/Don't know



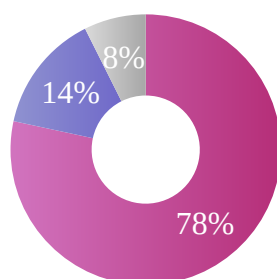
People-centered development philosophy



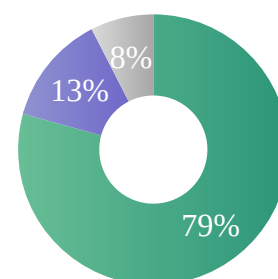
Advancing full and rigorous Party self-governance and intensifying the fight against corruption



Further deepening reform comprehensively and expanding high-standard opening-up



Humanity and nature coexisting in harmony and lucid waters and lush mountains being invaluable assets



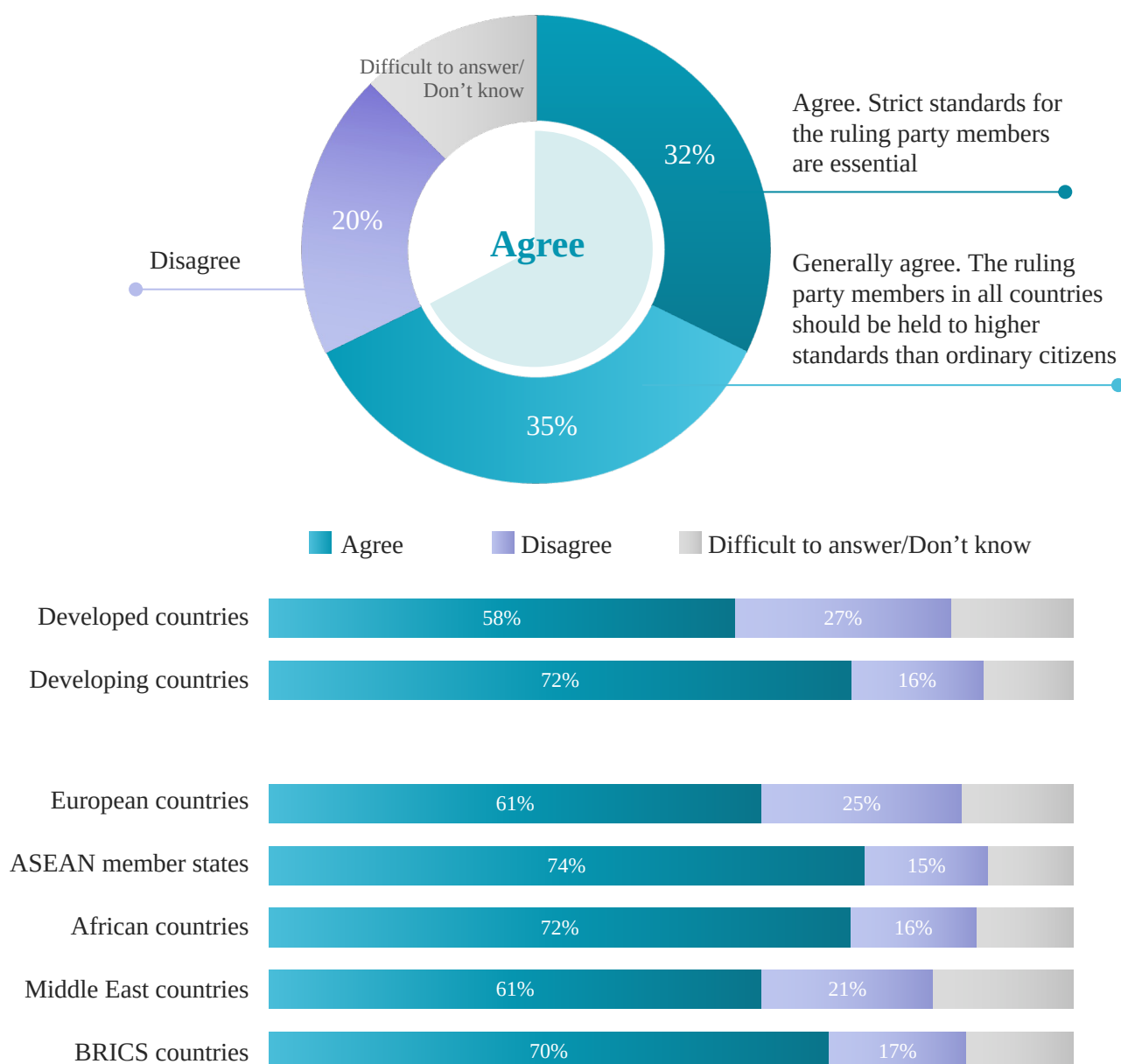
Building a community with a shared future for humanity and promoting peaceful and common development for all

2 The central Party leadership's eight-point decision on improving work conduct

This survey introduces the CPC's launch of a study campaign for fully implementing the central Party leadership's eight-point decision on improving work conduct to foreign respondents and asks for their opinions. The data shows that nearly 70% of foreign respondents hold a positive attitude.

Q: In 2025, the Communist Party of China (CPC) launched a nationwide study campaign to implement the central Party leadership's eight-point decision on improving Party and government conduct, requiring every CPC member to exercise frugality, uphold integrity, and maintain a pragmatic work style. This aims to prevent corruption, curb extravagance, improve efficiency, and strengthen the image of the Party and the government. Specific prohibitions include: banning the use of public funds for non-work-related dining/gifts, barring officials from accepting meals/gifts/private trips arranged by private enterprises or subordinates, and prohibiting formalism and extravagance.

What is your attitude toward the ruling party's initiative of self-governance?

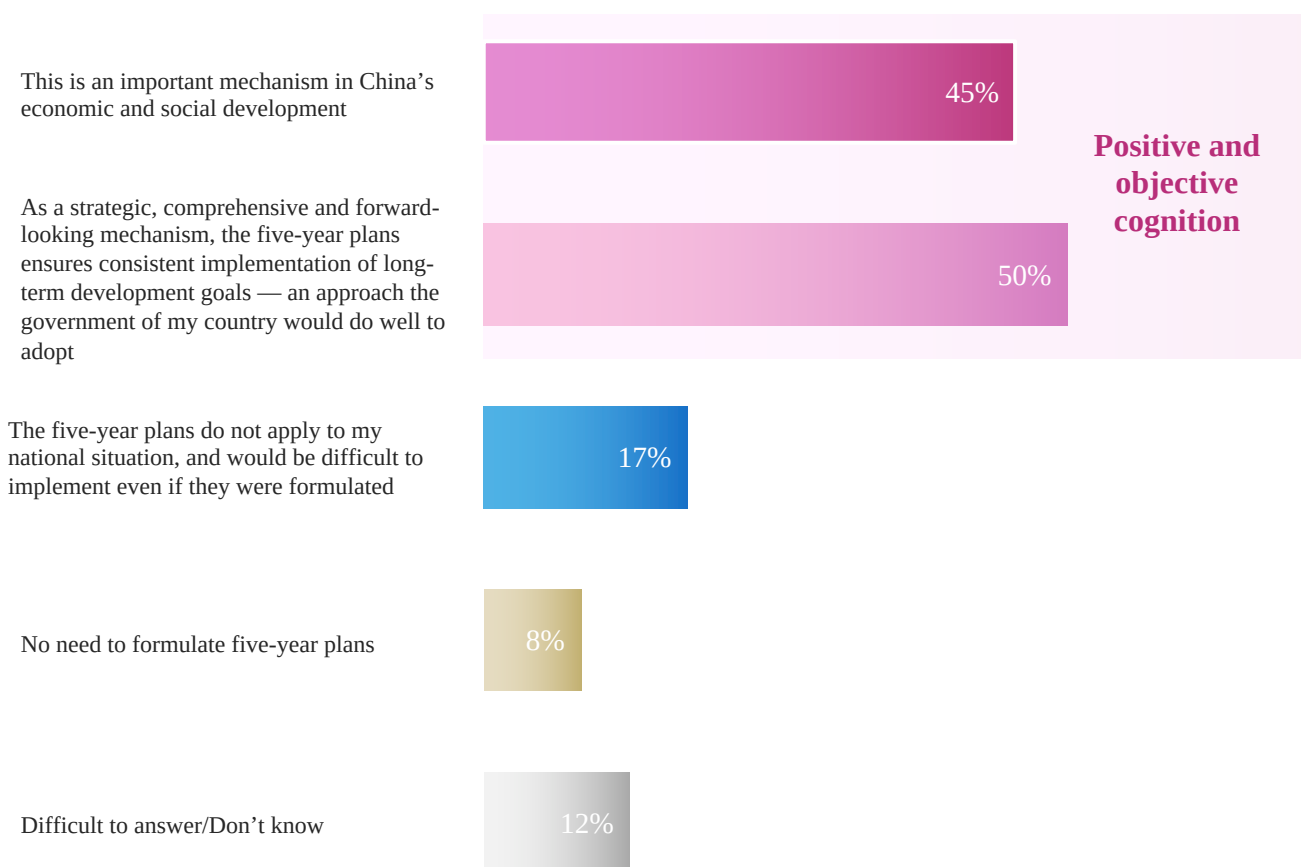


3 Formulation and implementation of five-year plans

More than three-fourths of foreign respondents have an objective and positive understanding and evaluation of the practice. 45% of respondents say “this is an important mechanism in China’s economic and social development,” while 50% recognizing that formulating five-year plans is “an approach the government of my country would do well to adopt.”

Q: The formulation and implementation of the five-year plans for national economic and social development is an important practice for China in advancing national governance. From 1953 to the present, China has drafted and implemented 14 five-year plans. The 15th Five-Year Plan (2026-2030) will set the overall goals, key tasks, and policy directions for the country in the fields of economy, society, science and technology, ecology, and people’s livelihoods over the next five years.

What is your view regarding China’s formulation and implementation of the five-year plans?(Please select all that apply)

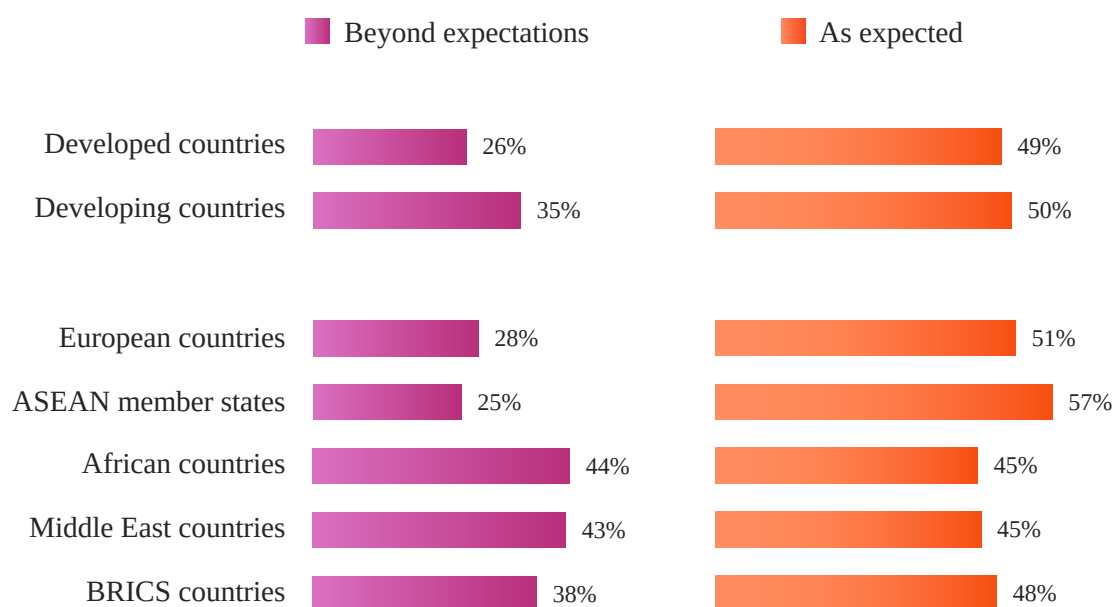
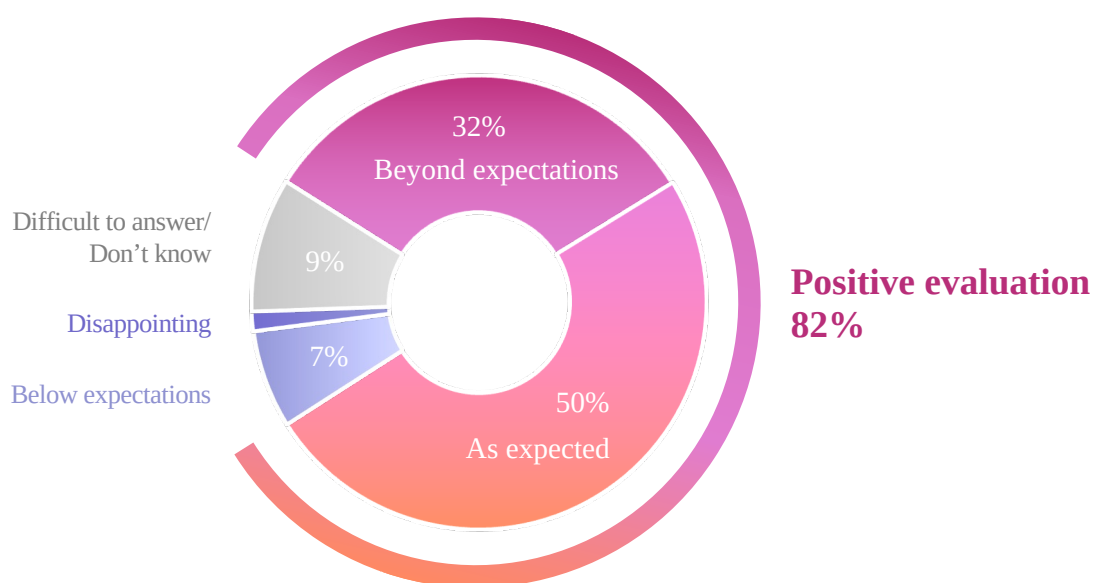


4 China's economic growth in 2025

Over 80% of foreign respondents give positive evaluations of China's economic growth in 2025, among whom more than 30% describe it as surprising, and half believe it meets expectations.

Q: In the first half of 2025, China's GDP grew by 5.3% year-on-year, with 6.95 million new urban jobs created, achieving 58% of the annual target. The official 2025 GDP growth target is set at around 5%.

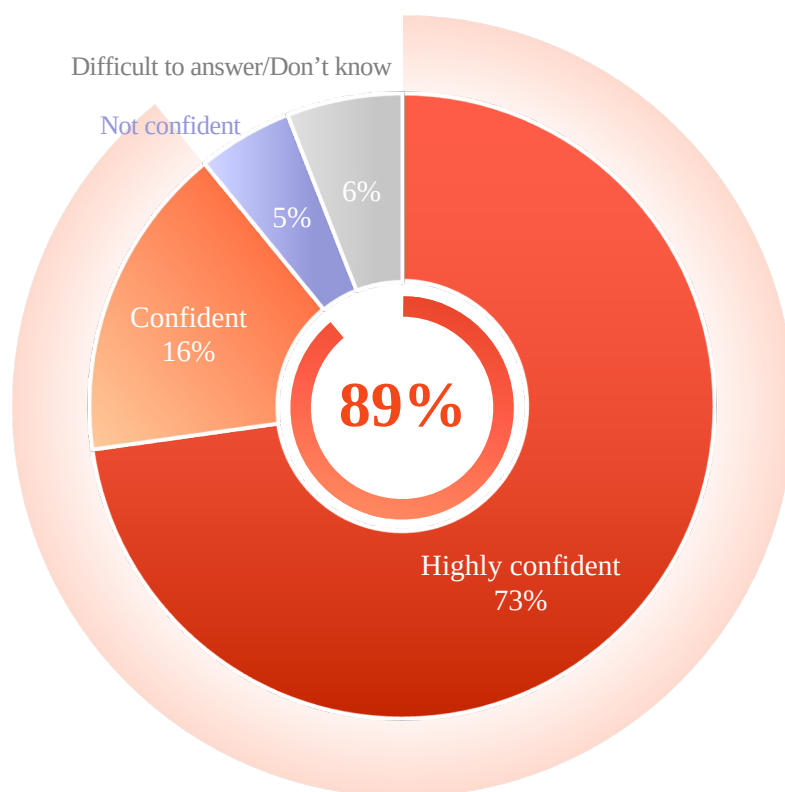
What is your assessment of China's economic growth in 2025?



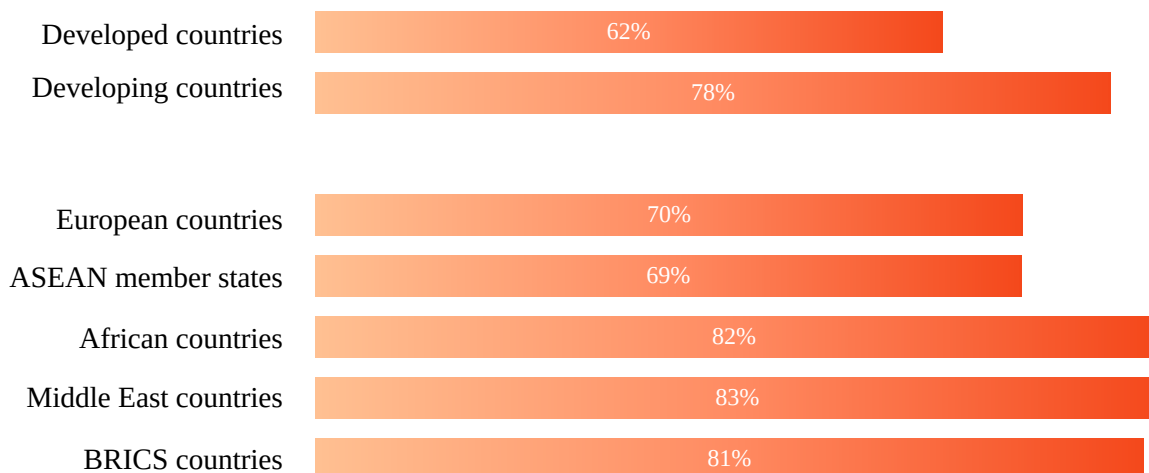
5 Confidence in economic growth over the next 10 years

Nearly 90% of foreign citizens are confident that China's economy will continue to grow in the next 10 years.

Q: Are you confident about China's sustained economic growth in the next 10 years?



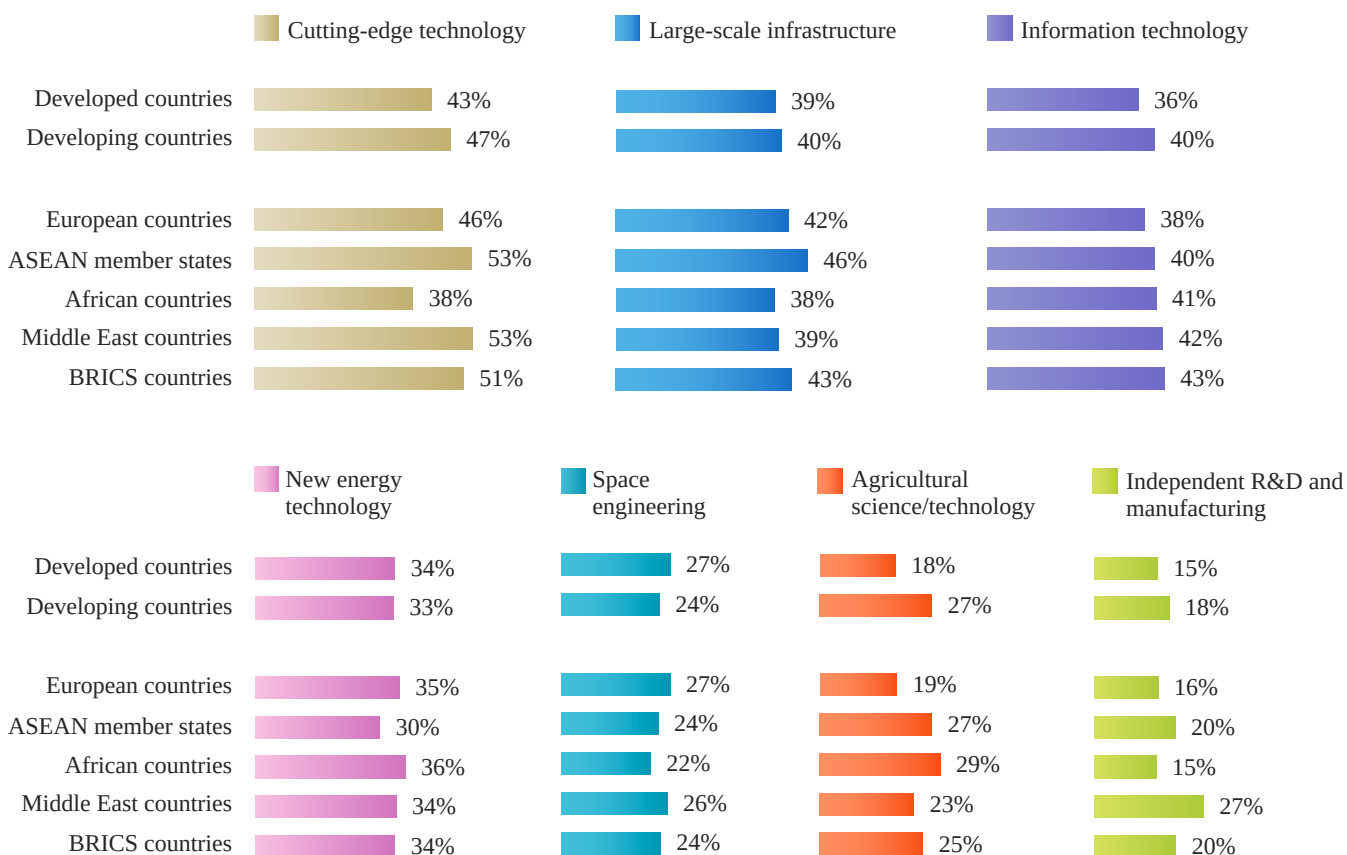
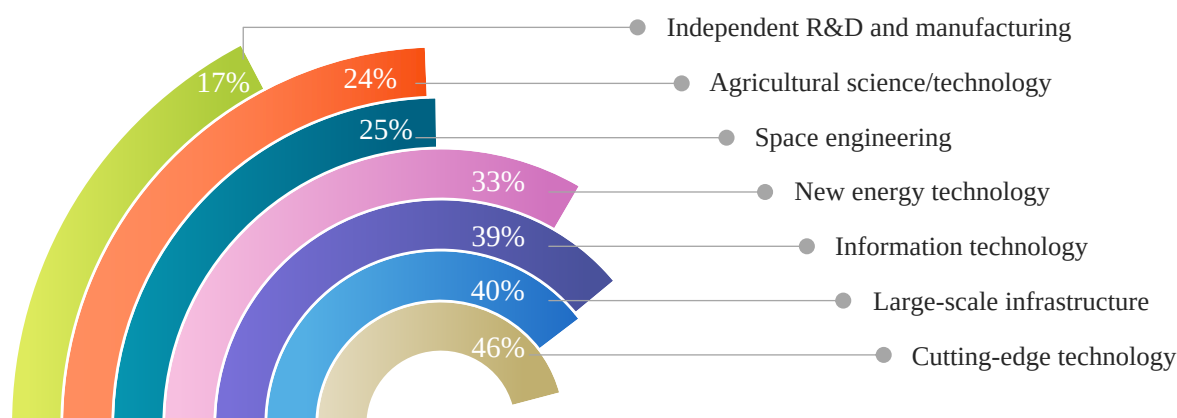
■ Highly confident



6 'Cool' Chinese technology

Among the seven listed groups of China's scientific and technological achievements/accomplishments, "cutting-edge technology" is considered the coolest by the largest number of foreign respondents, with a selection rate of 46%; followed by "large-scale infrastructure" and "information technology," with a selection rate of approximately 40%; and over 30% choose "new energy technology."

Q: Which of the following Chinese technological achievements or accomplishments do you think are cool?(Please select all that apply)

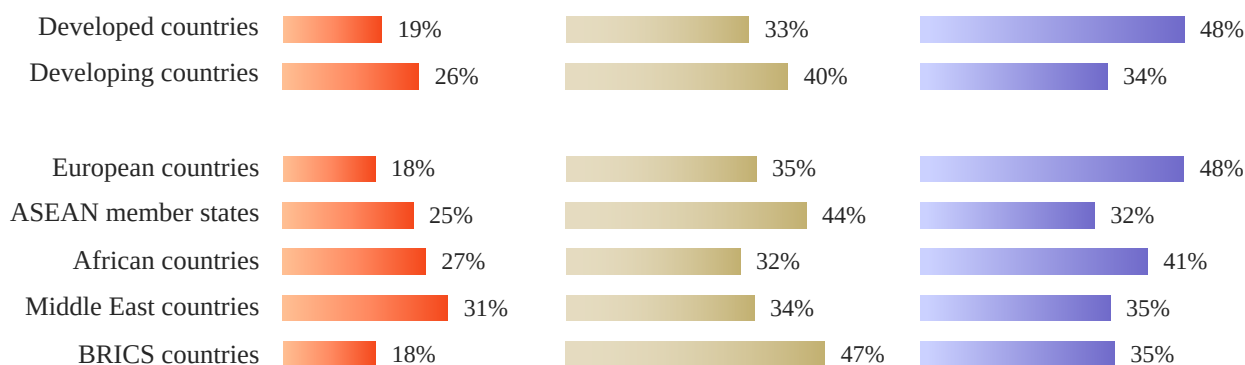
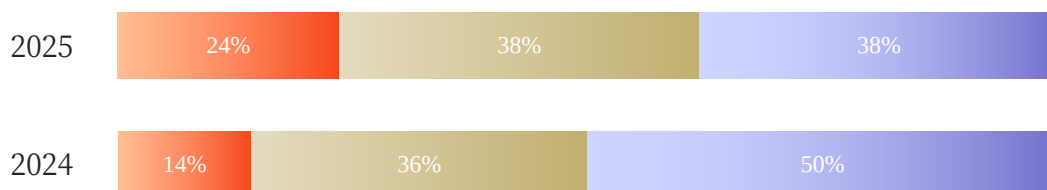
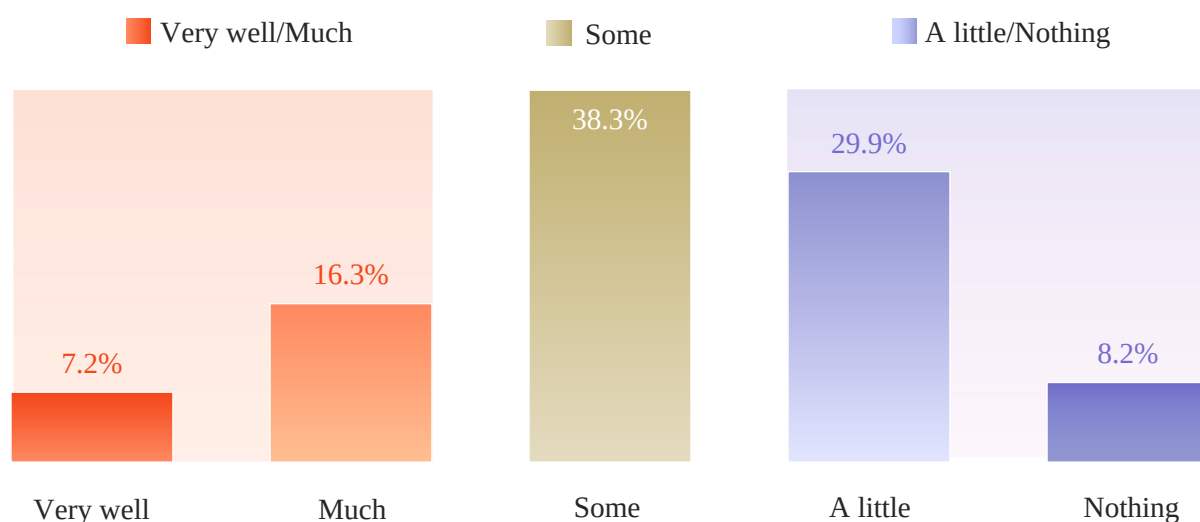


III. Contact with China

1 Degree of contact with China

Nearly a quarter of foreign respondents say they know China very well or quite well, a 9-percentage-point increase from the same period last year; nearly 40% have some understanding of China. The proportion of people with a relatively low level of understanding of China has dropped significantly, falling by more than 10 percentage points compared with the same period last year.

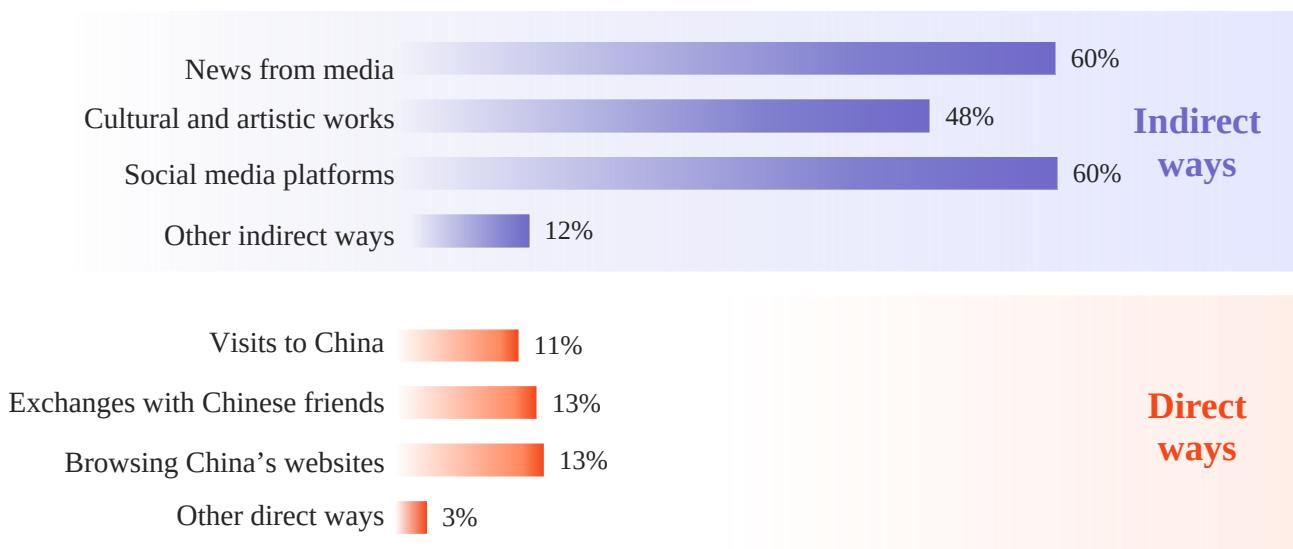
Q: From an objective perspective, how much do you know about China?



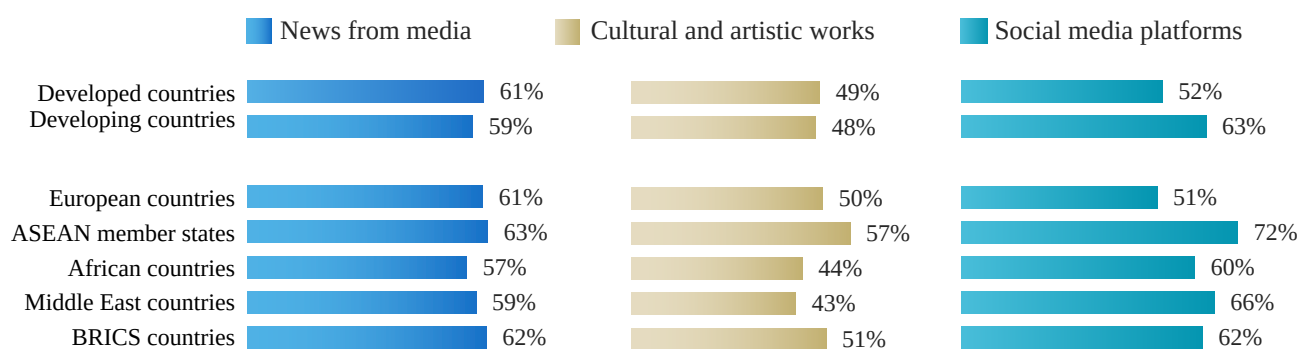
2 Information channels to access China

Foreign respondents generally learn about China through indirect means. News reports from the media and the use of online social media platforms have the highest proportion, both at 60%; nearly half learn about China through cultural and artistic works. In total, 30% of foreign respondents learn about China through direct means such as visiting China, making Chinese friends, and browsing Chinese websites, with each of these three methods accounting for a little over 10%.

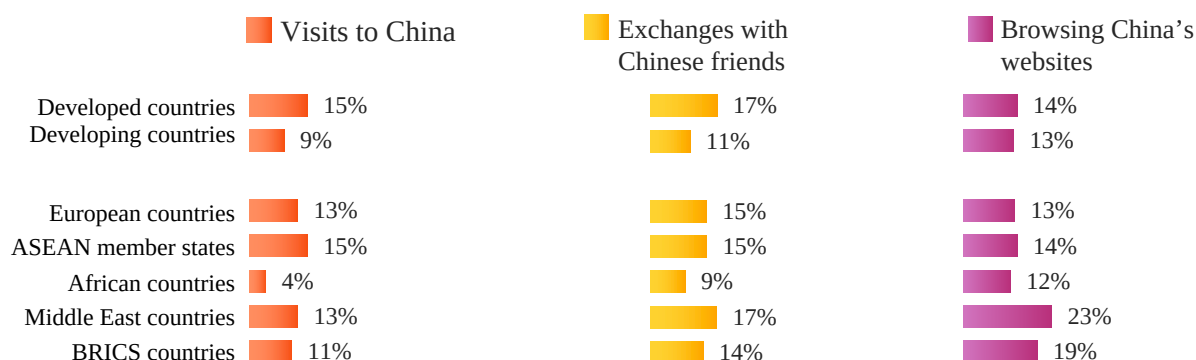
Q: How do you usually learn about China?(Please select all that apply)



Indirect ways



Direct ways

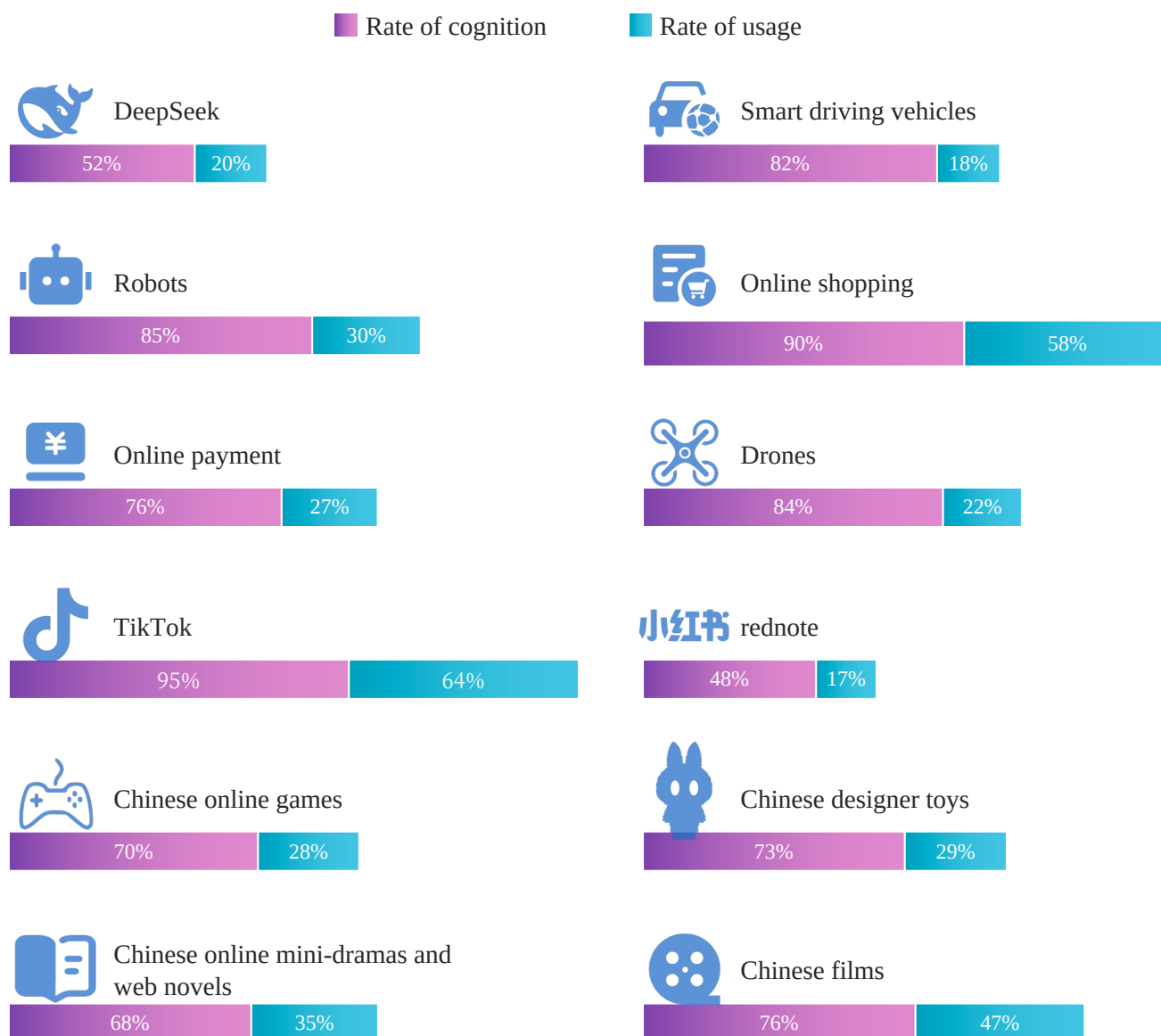


3 Things in contact with China

This survey lists some emerging things related to China in recent years. Most of them have been recognized and understood by more than 60% of foreign respondents, while rednote and DeepSeek have been known by about half. TikTok and online shopping have the highest recognition rates, reaching 95% and 90% respectively; smart driving vehicles, robots, and drones all exceed 80%.

In terms of contact and usage, foreign respondents have the highest usage rate of TikTok and online shopping, reaching about 60%; followed by Chinese movies, accounting for about half; the usage rates of robots, online payment, Chinese online games, Chinese designer toys, Chinese online short dramas and novels are close to or exceed 30%.

Q: Which of the following Chinese products/technologies/cultural elements have you heard about or used before? (Please select all that apply)



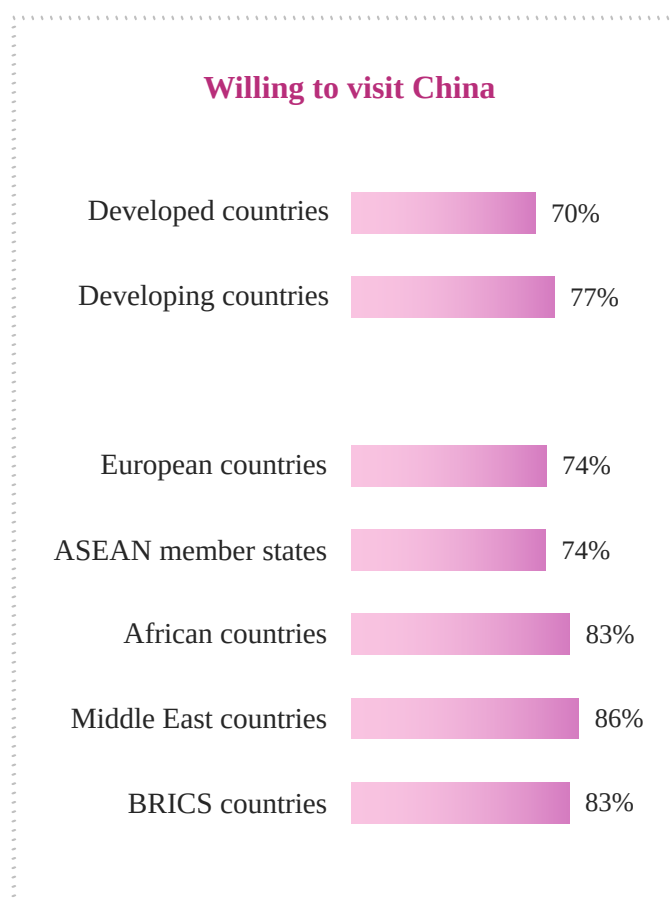
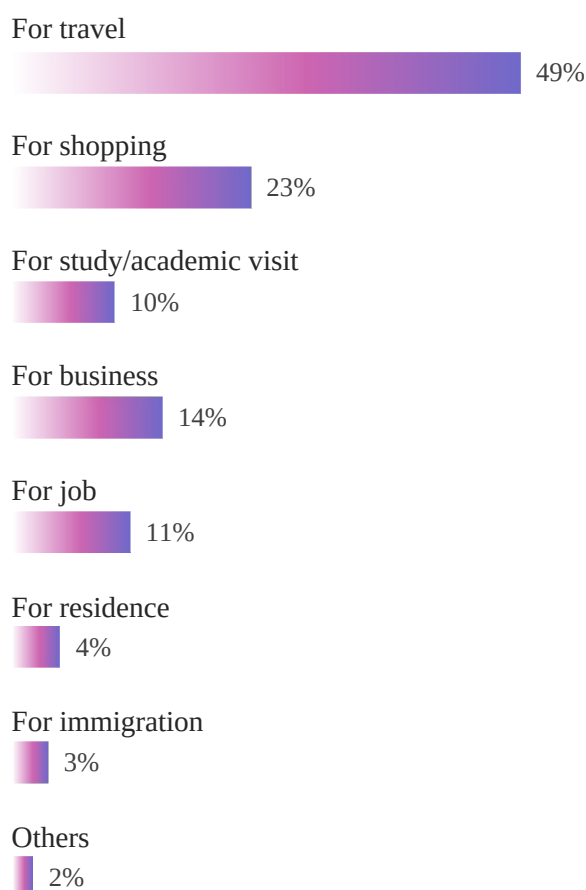
4 Purposes of visiting China

In the questionnaire, respondents were informed of China's 240-hour (10-day) visa-free transit policy and asked whether they would be willing to visit the Chinese mainland under this policy. Three in fourths of them express their willingness.

Among the listed items of willingness to visit, traveling has the highest proportion, close to half; followed by shopping, accounting for more than 20%.

Survey data on similar questions in 2024 showed that 68% were willing to come to China. Overall, the willingness of foreign respondents to come to China has increased year-on-year.

Q: Up until June 30, 2025, China has extended its 240-hour (10-day) visa-free transit policy to 55 countries. With the growing global popularity of "China Travel" and "China Shopping," would you consider visiting China under this policy? (Please select all that apply)



Part II



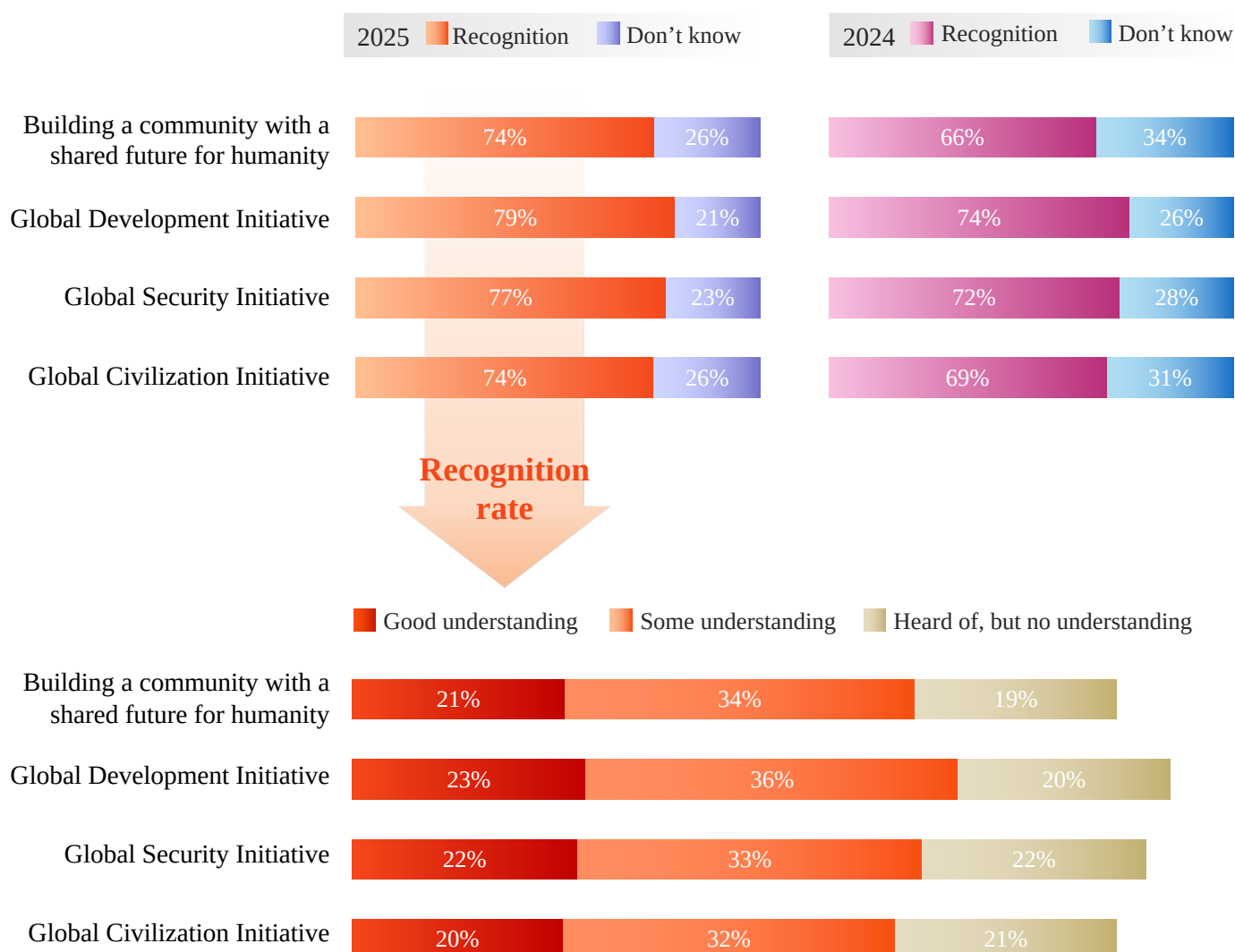
Global Governance and Major-country Diplomacy

I. China's Concepts and Solutions

1 Core concepts and major initiatives

The recognition rates of foreign respondents regarding China's concepts and solutions such as the vision of "building a community with a shared future for humanity," "the Global Development Initiative," "the Global Security Initiative," and "the Global Civilization Initiative" all exceed 70%, with a year-on-year increase of 4-8 percentage points.

Q: Do you know the following initiatives proposed by China to the international community?



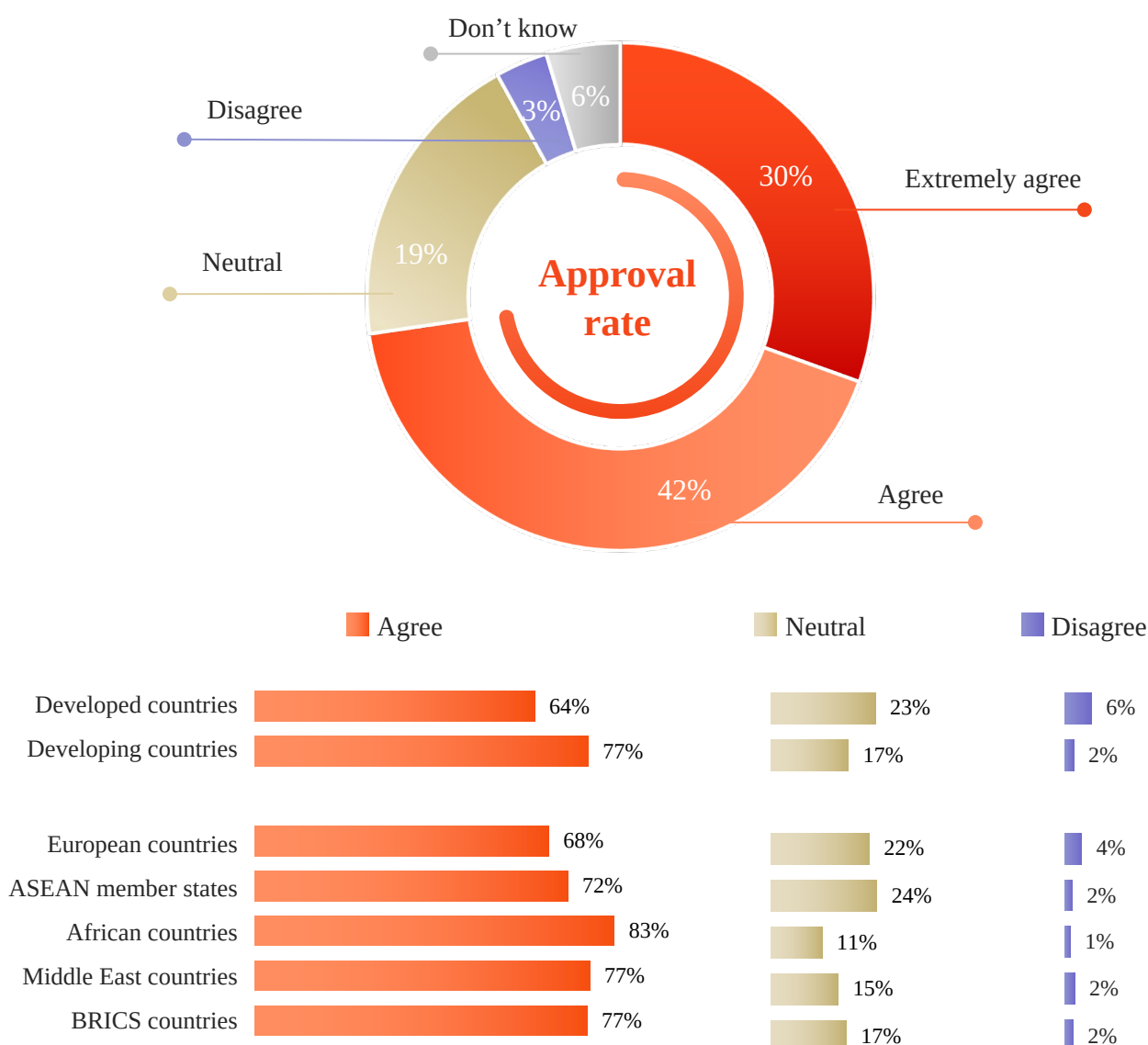
Note: The Global Governance Initiative had not been announced when the survey began

2 Building a community with a shared future for humanity

The survey introduces the historical background, values, and action initiatives of building a community with a shared future for humanity and inquires about the attitude of foreign respondents. The results show that more than 70% of them express approval of the vision of building a community with a shared future for humanity, among whom 30% express “extremely agree,” and nearly 20% hold a neutral attitude.

Q: The world today is going through profound changes unseen in a century, with heightened insecurity, instability and uncertainty. The future of all countries and peoples are closely interconnected. Building a community with a shared future for humanity requires the joint efforts of all people and organizations to foster unity and progress, making our planet an open, inclusive, clean and beautiful world of lasting peace, universal security and shared prosperity.

To what extent do you agree with the value and action embodied in the initiative of building a community with a shared future for humanity?



3 China's neighborhood policy

Over three-fourths of foreign respondents give positive and objective evaluations of China's neighborhood policy. Over 40% believe that "China's security and stability contribute to the security and stability of neighboring countries," and that "China's development drives the development of neighboring countries." Over 30% believe that "geographic proximity enables closer ties and cooperation opportunities."

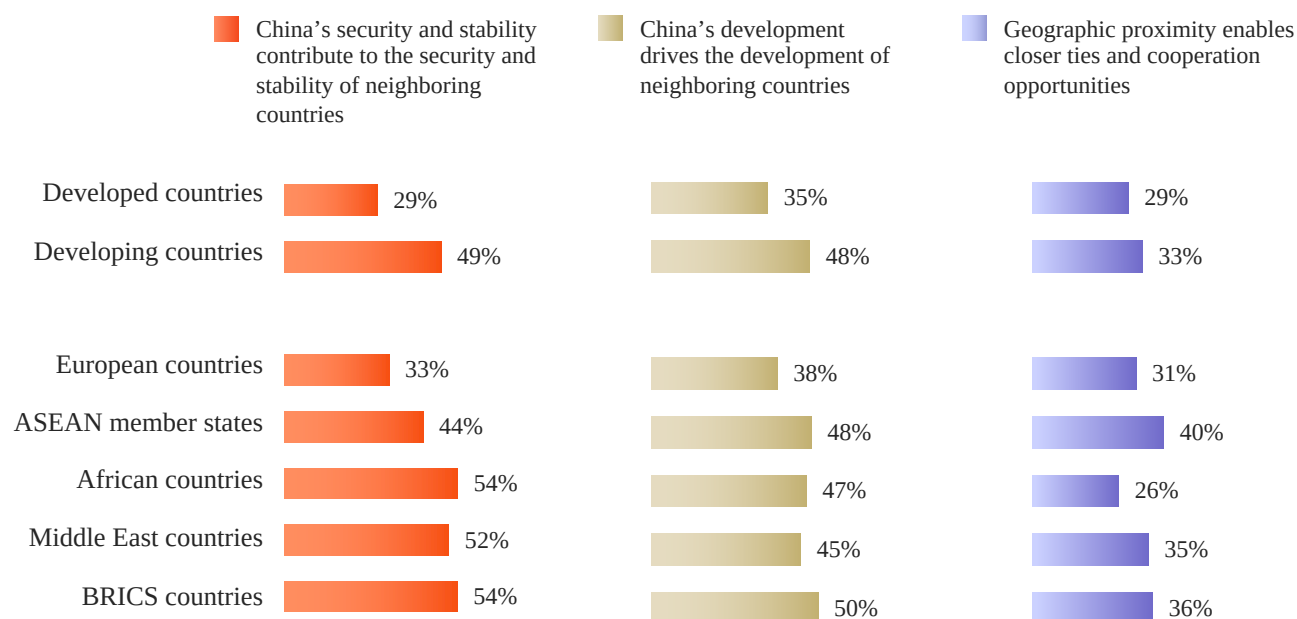
Q: This year, China convened the Central Conference on Work Related to Neighboring Countries. It reaffirms the guiding principles of fostering friendship and partnership, ensuring security and stability, promoting shared prosperity, and upholding amity, sincerity, mutual benefit and inclusiveness with neighboring countries. These efforts aim to advance the building of a community with a shared future with neighboring countries.

Regarding China's neighborhood policy, which of the following descriptions more closely reflects your view? (Please select all that apply)

China's security and stability contribute to the security and stability of neighboring countries 43%

China's development drives the development of neighboring countries 44%

Geographic proximity enables closer ties and cooperation opportunities 32%



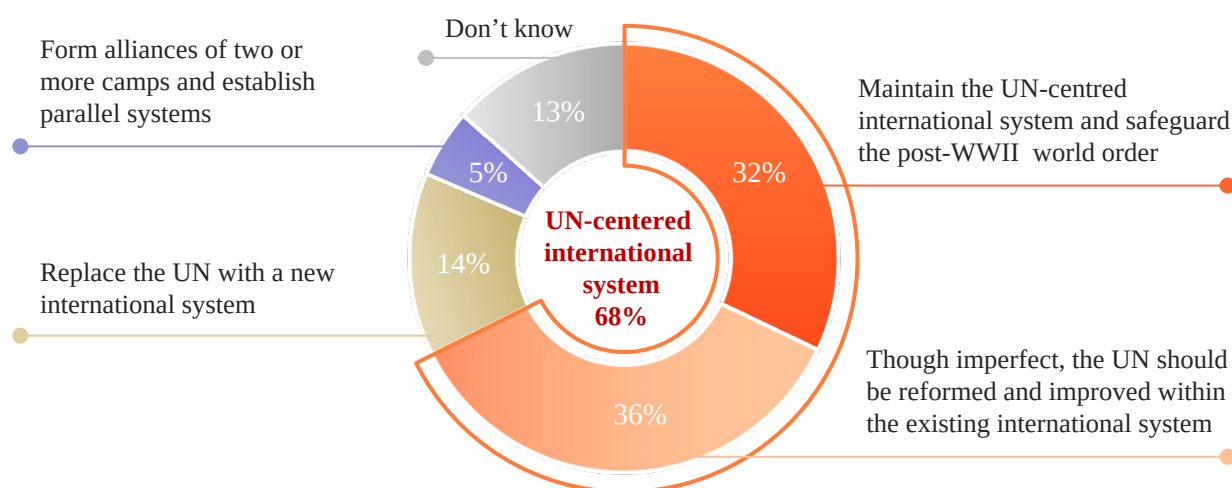
II. China's Participation in Global Governance

1 International system and international order

Nearly 70% of foreign respondents generally support the current international system with the United Nations at its core. There is a clear majority of public support for reforming and improving the existing international system.

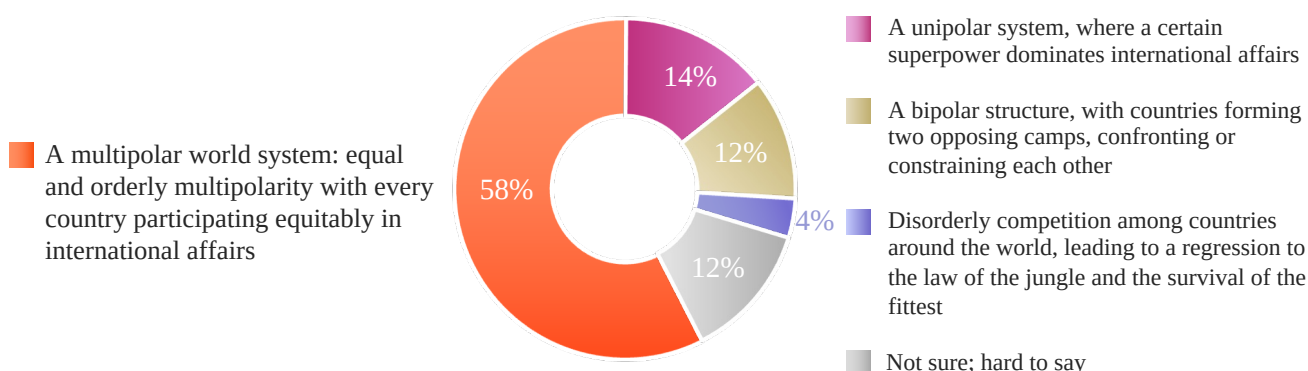
Q: The year 2025 marks the 80th anniversary of the founding of the United Nations and the victory of the World Anti-Fascist War. While certain countries seek to undermine the post-WWII international order by marginalizing the UN and setting up exclusive blocs, China resolutely upholds the UN-centered international system and the basic norms governing international relations based on the purposes and principles of the UN Charter.

Which statement best reflects your stance on the UN and the global order?



A majority (58%) of foreign respondents expect the future international order to be an equal and orderly multipolar world system where each country participates in international affairs on an equal basis.

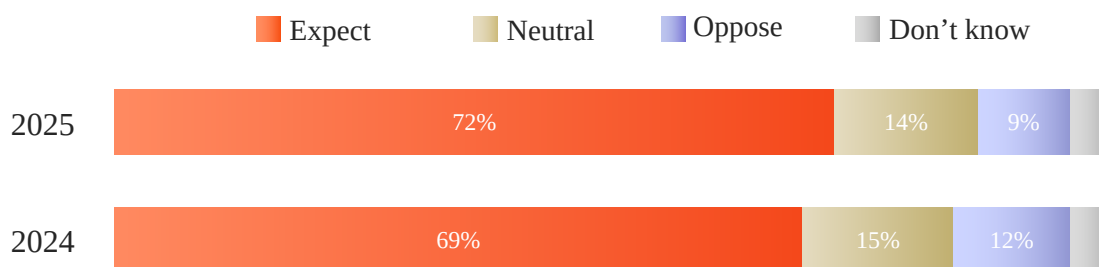
Q: How would you like the international order to evolve in the coming years?



2 Greater participation in international affairs

Over 70% of foreign respondents expect China to participate more in international affairs or play a greater role in the future, and the proportion of those with a high level of expectation exceeds half.

Q: Do you expect or oppose China to play a greater role in international affairs in the future?

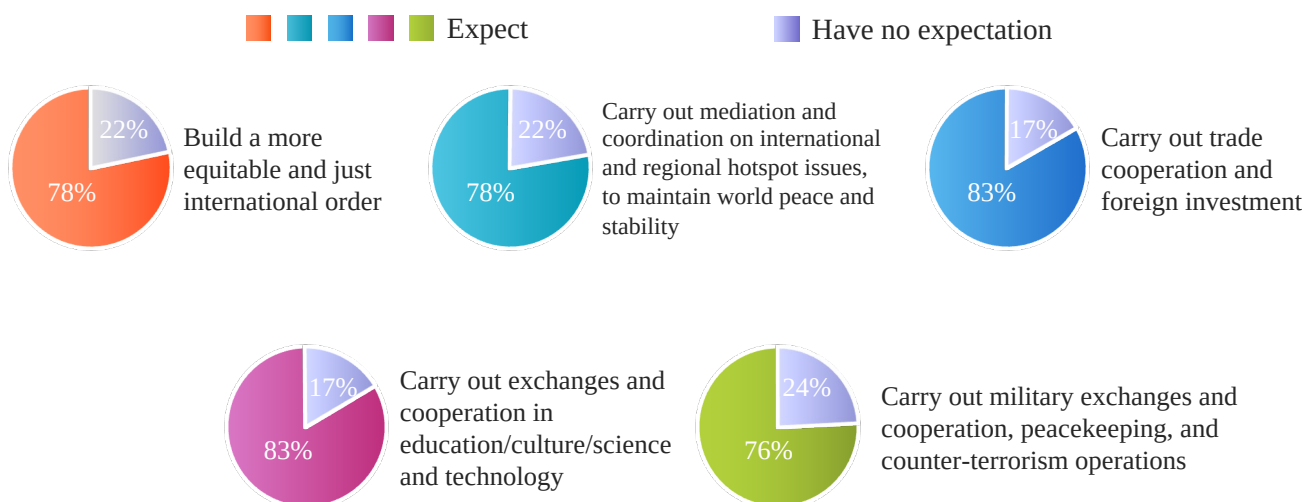


3 Contributing across multiple fields

Annual data comparison shows that foreign respondents are increasingly expecting China to take more actions and contribute more to the international community. The two fields of economic and trade investment and education/culture/science and technology have been the most anticipated for two consecutive years, with a proportion exceeding 80%.

“Promote the international order to be more fair and just,” “carry out mediation and coordination on international and regional hotspot issues, to maintain world peace and stability,” and “carry out military exchanges and cooperation, peacekeeping, and counter-terrorism operations” all register public expectation levels above three quarters.

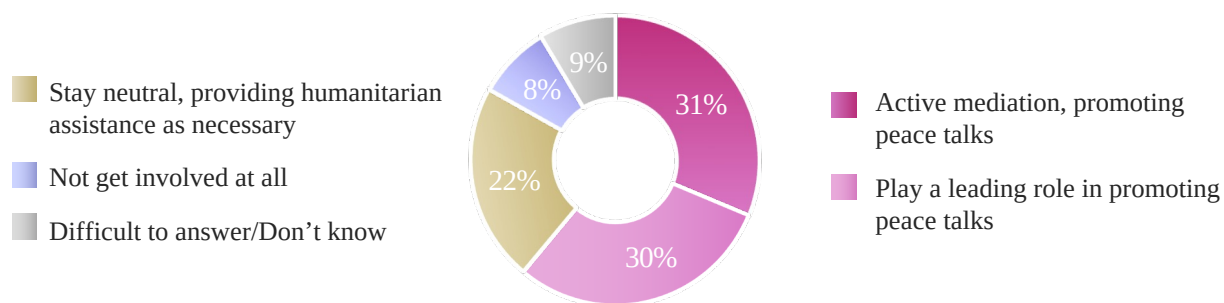
Q: To what extent do you expect China to take more actions or contribute more as below to the international community?



4 Addressing international hotspot issues

Over 60% of foreign respondents expect China to participate in resolving international hotspots, with 30% each expecting China to “actively mediate and promote peace talks” or “play a leading role in promoting peace talks.”

Q: What role do you expect China to play in addressing current international hotspot issues, such as the Ukraine crisis, the Israel-Palestine conflict, and Israel-Iran conflict?

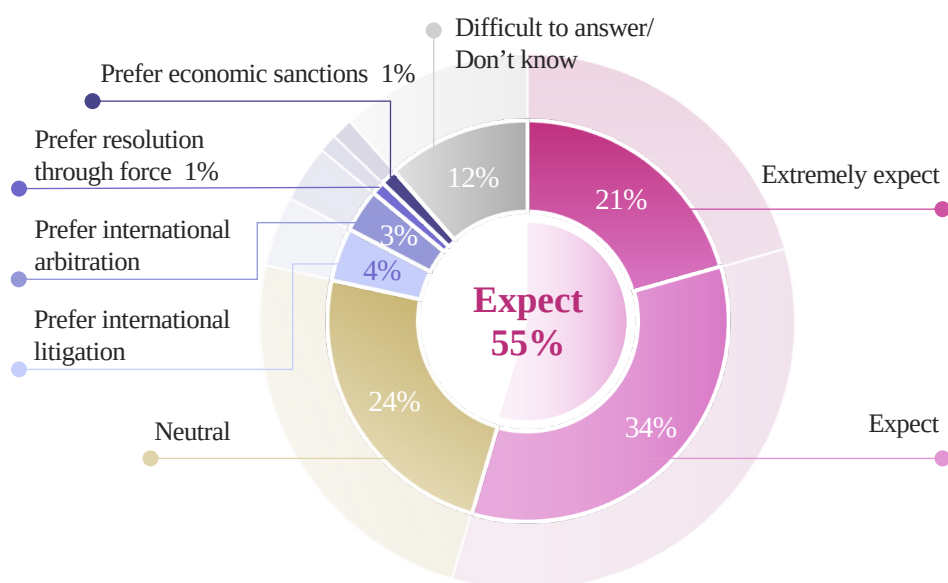


5 Functions of International Organization for Mediation (IOMed)

More than half of foreign respondents look to the IOMed to contribute to peaceful dispute resolution and international cooperation. About a quarter hold a neutral attitude.

Q: In May this year, the signing ceremony of the Convention on Establishment of the International Organization for Mediation was held in Hong Kong, China. Thirty-three nations signed the convention as founding members. IOMed takes it as its mission to mediate disputes between states or between a state and foreign investors, and international commercial disputes based on the will of relevant parties.

To what extent do you expect the IOMed to contribute to peaceful dispute resolution and international cooperation?

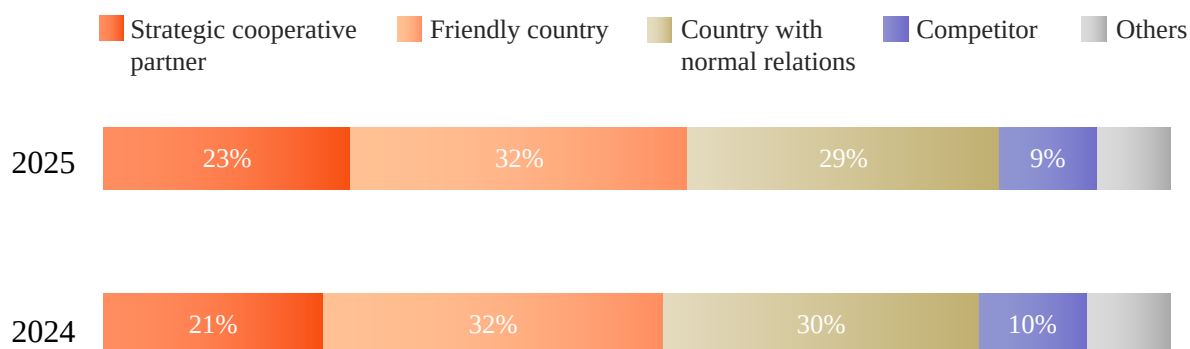


III. China's Foreign Relations and Key Issues

1 Bilateral relations

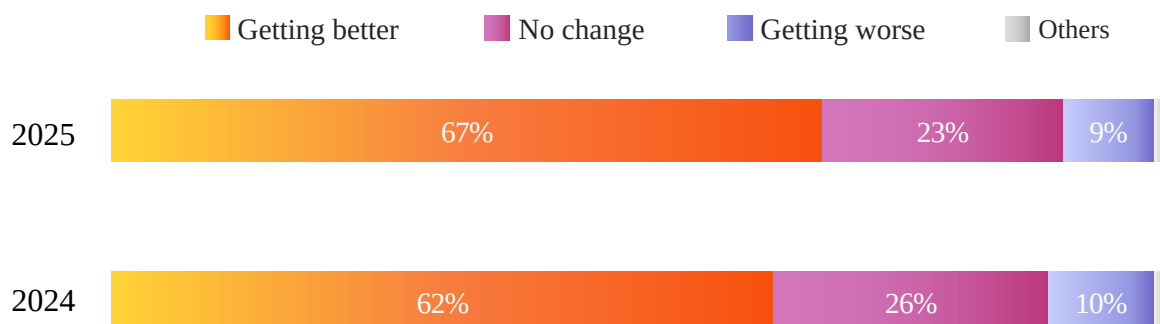
Over 80% of international respondents believe that their country has a normal, friendly, or strategic cooperative relationship with China, a slight increase compared to 2024. Among them, the combined proportion of public opinion that regards China as a “strategic cooperative partner” or a “friendly country” exceeds half.

Q: China is a/an...off/for your country, in consideration of the relationship between your country and China.



Regarding expectations for future changes in the relationship between their own country and China, the proportion of foreign respondents hoping for it to get better exceeds two-thirds, an increase of about 5 percentage points compared to 2024. More than 20% opt for no change.

Q: What change would you like to see for the relationship between your country and China in the future?

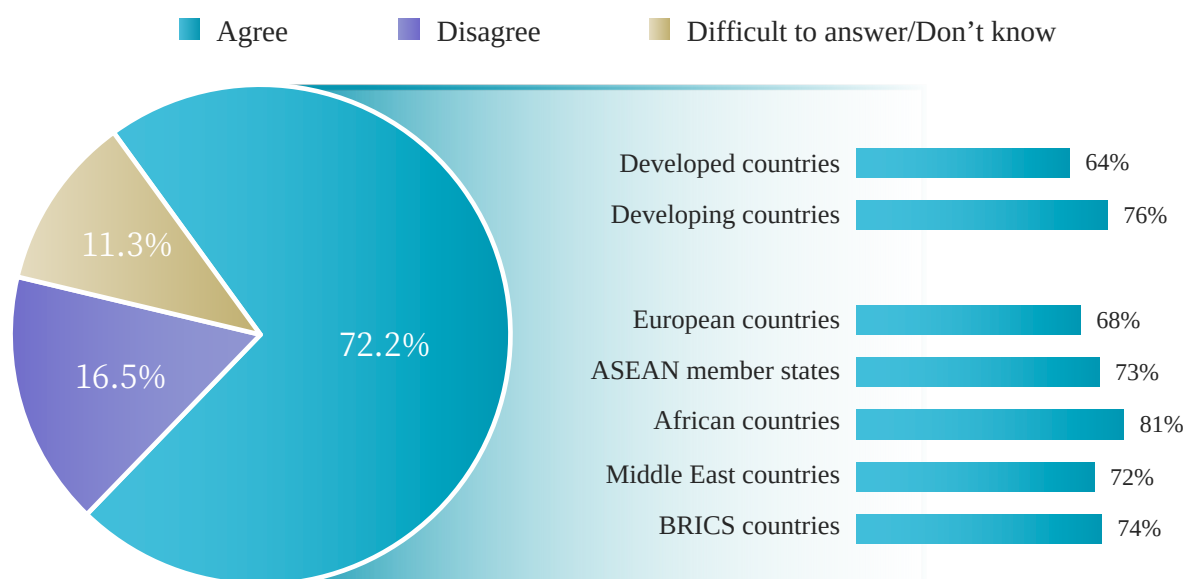


2 China-US relations

Regarding the US administration's imposition of high tariffs, more than 70% of foreign respondents agree with the Chinese government's countermeasures. The approval rates in European countries and developed countries both exceed 60%.

Q: The US administration has imposed high tariffs worldwide, and the Chinese government has taken a strong stance of opposition and effective countermeasures.

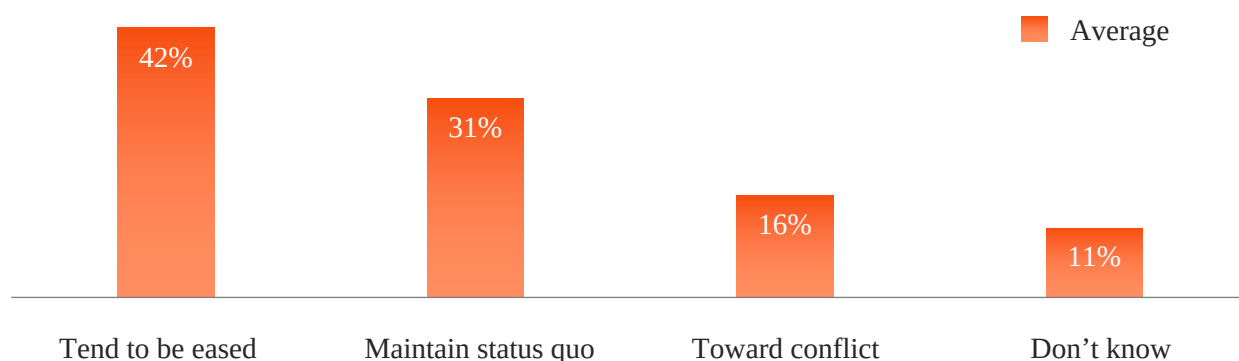
Do you agree with the Chinese government's response to US tariffs?



More than 70% hope that future China-US relations will “tend to be eased” or “maintain status quo.” Among them, more than 40% choose “tend to be eased” and more than 30% hope to “maintain status quo.”

Public opinion in the US is similar to overall public opinion with more than 40% expecting a “move toward relaxation,” an increase of 4 percentage points year-on-year and nearly 30% hoping to “maintain the status quo.”

Q: What changes are you willing to see in the China-US relationship in the coming year?



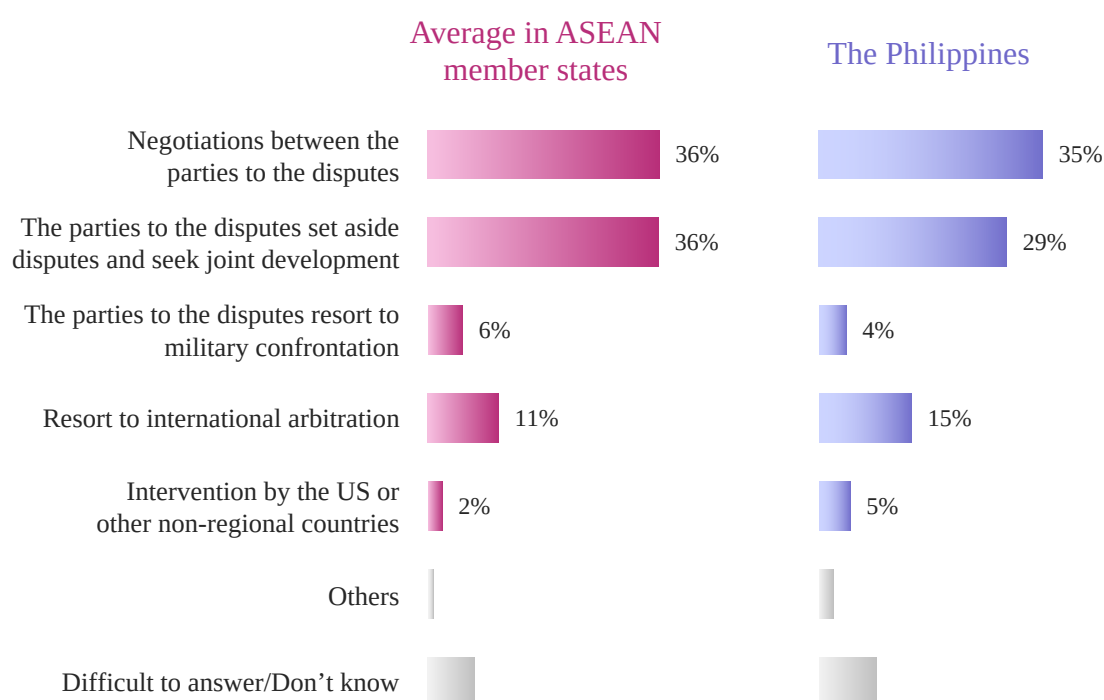
3 South China Sea issue

Regarding the South China Sea issue, 36% of the respondents in ASEAN countries view negotiation and consultation between directly concerned parties as the most appropriate solution, while an equal proportion favor shelving disputes and pursuing joint development. Combined, the two options are supported by over seven-tenths (72%) of the public. Only 2% prefer intervention by the US or other external countries. Compared with 2024, public support in ASEAN countries has risen both for negotiation and consultation and for shelving disputes, while the shares opting for resorting to force or for intervention by the US or other external countries have declined.

In the Philippines, public opinion shows a stronger inclination toward negotiation and consultation, with a level of support close to the ASEAN average; 29% of respondents there favor shelving disputes and pursuing joint development.

Q: What do you think is the most appropriate approach to resolve the South China Sea disputes?

Note: This question is only shown in the Philippines, Cambodia, Laos, Malaysia, Myanmar, Thailand, Brunei, Singapore, Indonesia, and Vietnam.



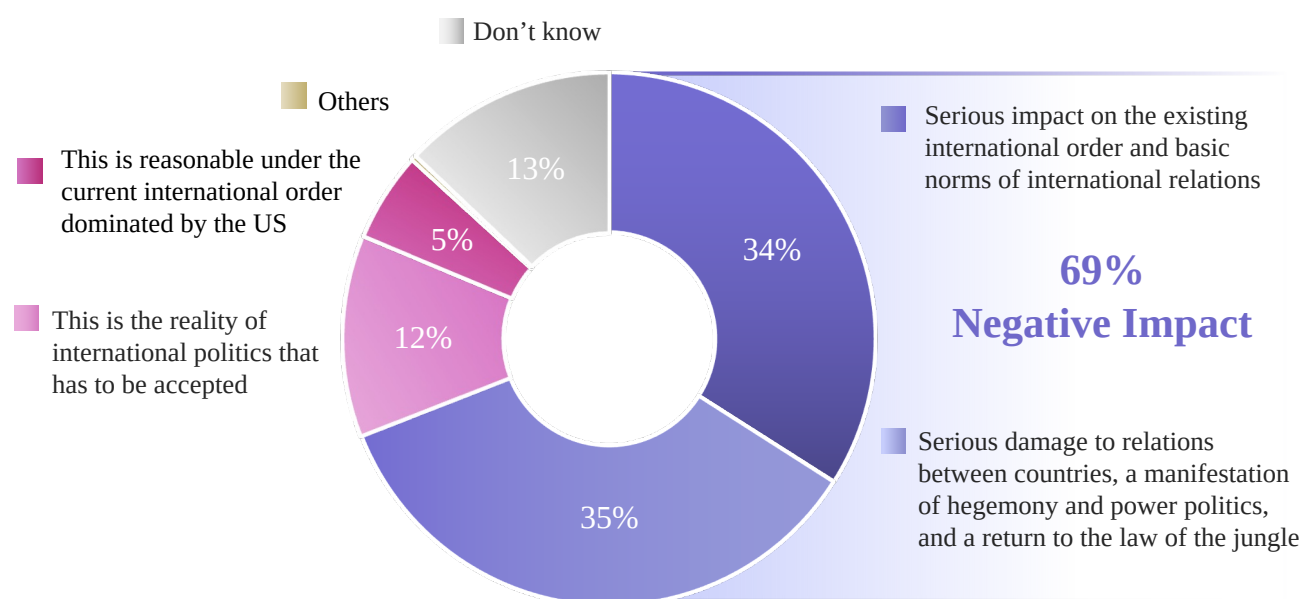
IV. International Hot Topics

1 US administration's foreign policy

Nearly 70% of foreign respondents believe that the foreign policies and actions of the US administration will have a negative impact on the international community. More than one-third respond that they will “seriously impact the existing international order and basic norms of international relations,” while a similar proportion say that they will “seriously damage relations between countries, represent hegemonism and power politics, and bring the international community back to the law of the jungle.” Slightly over one-tenth take a resigned view, seeing it as “the reality of international politics that has to be accepted.”

Q: The US government has claimed that the US should take back the Panama Canal, publicly suggested Canada could become the 51st US state, asserted sovereignty over Greenland, and conducted military strikes against Iran. The US once said, “if you are not at the table in the international system, you’re going to be on the menu.”

What impact do you believe such US foreign policies and actions will have on the international community?



2 US imposition of high tariffs worldwide

Regarding the US administration's imposition of high tariffs worldwide, over 40% of foreign respondents state that it has pushed up their living costs and express concern. The combined share holding critical or opposing views exceeds 60%. More than one-third of respondents believe that such unilateral bullying should be met with countermeasures. Close to 30% select the view that "it harms global economic growth and is a regressive move," or that "it undermines international trade rules; a complaint should be filed with the World Trade Organization."

Just over 20% support the approach that "negotiations with the US should be pursued to seek tariff exemptions."

Q: Regarding the US administration imposing high tariffs on your country and coercively pushing for agreements, what is your view? (Please select all that apply)

