



## **WIN/Gallup International's Global Survey Shows Three in Five Willing to Fight for Their Country**

A global survey from WIN/Gallup International, the world's leading association in market research and polling shows that 61% of those polled across 64 countries would be willing to fight for their country, while 27% would not.

**However, there are significant differences by region. Willingness to fight is highest in the M.E.N.A. region (83%) while it is lowest in Western Europe (25%).**

A history of those countries in recent conflict provides an interesting comparison. The Japanese (11%) are the least likely of 64 countries polled to be willing to fight for their country. Results from Germany are similar – 18% willing to fight. By comparison these numbers are considerably lower than in the UK (27%) and France (29%).

A majority (52%) of women surveyed across the globe said they would be willing to fight (vs. 67%) among men. Those aged 18-34 years (66%) are the most willing. Of the variety of religious denominations covered in the survey we see those Muslims (78%) are most willing to fight for their country.

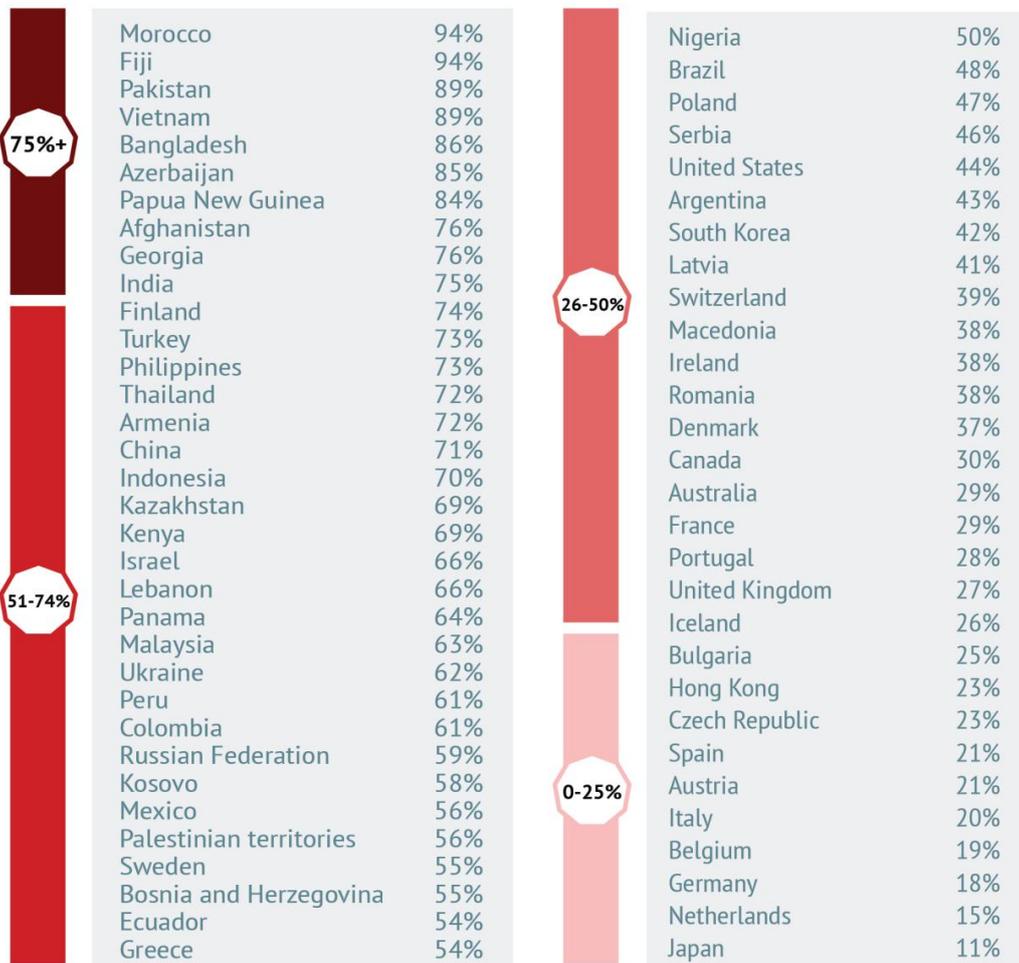
**Jean-Marc Leger, President of WIN/Gallup International Association, said:** "One hundred years on from the start of the First Great War we find that 61% of the world's citizens are willing to fight for their country. However, the true story is in the regional comparison and in a time of such turmoil in the Middle East it is noticeable that willingness to fight is highest in the MENA region."

### **PAKISTAN**

Pakistan ranks significantly high in the ranking of countries where people are very willing to fight for their country. It ranks as the third most willing country in this regard, falling behind Fiji and Morocco only, with an overwhelming 89% people saying they will fight for their country of need be.



## Would you fight for your country?





## Variations by region and religion

	Muslim	78%	Middle East & N.Africa	83%
	Hindu	77%	West Asia	82%
	Buddhist	66%	South Asia	76%
	Atheist/agnostic	57%	East Asia	71%
	Russian or Eastern Orthodox	53%	Africa	56%
	Roman Catholic	52%	North Asia	55%
	Protestant	48%	Eastern Europe	53%
	Other Christian	55%	Latin America	52%
	Jewish	51%	North America	43%
			Western Europe	25%

Source: WIN 2014 End of year survey of 62,398 adults in 64 countries. Graphic shows the % answering 'yes' to the question: "If there were a war that involved [insert your country], would you be willing to fight for your country?"

Regional averages defined as follows:

**MENA:** Israel, Lebanon, Morocco, Palestinian territory (n=3,328)

**West Asia:** Afghanistan, Azerbaijan, Kazakhstan, Pakistan and Turkey (n=6,660)

**South Asia:** Bangladesh and India (n=1,556)

**East Asia:** Indonesia, Malaysia, Philippines, Thailand and Vietnam (n=3,144)

**Africa:** Kenya and Nigeria (n=1,815)

**Eastern Europe:** Armenia, Bosnia and Herzegovina, Bulgaria, Czech Republic, Georgia, Kosovo, Latvia, Macedonia, Poland, Romania, Russian Federation, Serbia and Ukraine (n=12,962)

**North Asia:** China, Fiji, Hong Kong, Japan, South Korea and Papua New Guinea (n=5,838)

**Latin America:** Argentina, Brazil, Colombia, Ecuador, Mexico, Panama and Peru (n=8,378)

**North America:** Canada and United States (n=2,027)

**Western Europe:** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Netherlands, Portugal, Spain, Sweden, Switzerland and United Kingdom (n=15,684)

Data weighted to nationally representative profiles (Sent by Countries) and share of the covered population in global population



Table 1: Countries in Rank Order

**WILLINGNESS TO FIGHT**

	Unweighted Totals :	Col%	Yes	No	Do not know / No response
Global Average	62398	100.00%	60%	27%	12%
FIJI	1002	0.02%	94%	5%	1%
MOROCCO	1000	0.58%	94%	6%	0%
PAKISTAN	2000	2.95%	89%	7%	4%
VIETNAM	500	0.31%	89%	9%	2%
BANGLADESH	1000	3.79%	86%	12%	2%
AZERBAIJAN	1052	0.15%	85%	1%	13%
PAPUA NEW GUINEA	486	0.11%	84%	8%	8%
AFGHANISTAN	2100	0.39%	76%	20%	4%
GEORGIA	1000	0.10%	76%	18%	6%
INDIA	556	27.28%	75%	17%	8%
FINLAND	993	0.14%	74%	20%	6%
PHILIPPINES	1000	1.80%	73%	23%	4%
TURKEY	1008	1.73%	73%	21%	6%
ARMENIA	1067	0.08%	72%	23%	6%
THAILAND	614	1.51%	72%	13%	14%
CHINA	1150	10.26%	71%	23%	6%
INDONESIA	530	5.06%	70%	17%	13%
KAZAKHSTAN	500	0.24%	69%	13%	17%
KENYA	1015	0.92%	69%	27%	4%
ISRAEL	575	0.18%	66%	13%	21%
LEBANON	1000	0.09%	66%	30%	4%
PANAMA	1200	0.07%	64%	32%	5%
MALAYSIA	500	0.47%	63%	18%	20%
UKRAINE	500	1.16%	62%	24%	14%
COLOMBIA	1002	0.79%	61%	36%	3%
PERU	1200	0.50%	61%	32%	7%
RUSSIA	1000	2.38%	59%	20%	22%
KOSOVO	1104	0.04%	58%	24%	18%
MEXICO	1001	2.65%	56%	41%	3%
PALESTINIAN TERR.	753	0.08%	56%	27%	18%
BOSNIA	1000	0.10%	55%	39%	7%
SWEDEN	1003	0.22%	55%	15%	30%
ECUADOR	973	0.34%	54%	35%	10%
GREECE	1000	0.21%	54%	27%	20%



<b>NIGERIA</b>	800	2.07%	50%	46%	3%
<b>BRAZIL</b>	2002	4.78%	48%	44%	8%
<b>POLAND</b>	1004	1.04%	47%	34%	20%
<b>SERBIA</b>	1015	0.19%	46%	36%	18%
<b>USA</b>	1016	7.47%	44%	31%	25%
<b>ARGENTINA</b>	1000	0.90%	43%	43%	15%
<b>KOREA</b>	1500	1.32%	42%	50%	8%
<b>LATVIA</b>	1005	0.05%	41%	27%	32%
<b>SWITZERLAND</b>	1003	0.20%	39%	47%	14%
<b>IRELAND</b>	1005	0.11%	38%	40%	22%
<b>MACEDONIA</b>	1204	0.06%	38%	49%	14%
<b>ROMANIA</b>	1055	0.52%	38%	41%	21%
<b>DENMARK</b>	505	0.15%	37%	37%	26%
<b>CANADA</b>	1011	0.85%	30%	45%	24%
<b>AUSTRALIA</b>	1006	0.56%	29%	44%	26%
<b>FRANCE</b>	1000	1.63%	29%	44%	27%
<b>PORTUGAL</b>	1001	0.26%	28%	47%	24%
<b>UK</b>	1000	1.57%	27%	51%	22%
<b>ICELAND</b>	1057	0.01%	26%	52%	22%
<b>BULGARIA</b>	1008	0.19%	25%	47%	27%
<b>CZECH REPUBLIC</b>	1000	0.28%	23%	64%	13%
<b>HONG KONG</b>	500	0.21%	23%	57%	19%
<b>AUSTRIA</b>	1000	0.23%	21%	62%	17%
<b>SPAIN</b>	1044	1.07%	21%	49%	30%
<b>ITALY</b>	1023	1.64%	20%	68%	11%
<b>BELGIUM</b>	1000	0.25%	19%	56%	24%
<b>GERMANY</b>	1000	2.07%	18%	62%	21%
<b>NETHERLANDS</b>	1050	0.35%	15%	64%	21%
<b>JAPAN</b>	1200	3.27%	11%	43%	47%



**Table 2: Group-wise Results**

**WILLINGNESS TO FIGHT**

		<b>Unweighted Totals:</b>	<b>Col%</b>	<b>Yes</b>	<b>No</b>	<b>Do not know / No Response</b>
<b>Group</b>	<b>Total</b>	62398	100.00%	60%	27%	12%
	<b>Africa</b>	1815	2.99%	56%	40%	4%
	<b>Americas</b>	10405	18.35%	48%	37%	15%
	<b>Asia</b>	11050	58.24%	71%	19%	10%
	<b>Eastern Europe</b>	14514	6.58%	54%	27%	19%
	<b>Mena</b>	6436	3.04%	77%	18%	6%
	<b>Western Europe</b>	15684	10.11%	25%	53%	21%
	<b>Oceania</b>	2494	0.69%	40%	37%	23%



## **Methodology:**

The WIN/Gallup International Survey is an annual tradition initiated by and designed under the chairmanship of Dr. George Gallup in 1977. It is conducted every year since then. This year it was carried out by the WIN/Gallup International Association in 64 countries around the world.

## **Sample Size and Mode of Field Work:**

A total of 62,398 persons were interviewed globally. In each country a representative sample of around 1000 men and women was interviewed either face to face (30 countries; n=32258), via telephone (12 countries; n=9784) or online (22 countries; n=20356). Details are attached. The field work was conducted during September 2014 - December 2014. The margin of error for the survey is between 2.14 and 4.45 +3-5% at 95% confidence level.

The global average has been computed according to the share of the covered adult population of the surveyed countries.

## **About the WIN/Gallup International survey:**

**WIN/Gallup International** is the leading association in market research and polling and is made up of the **75** largest independent market research and polling firms in their respective countries with combined revenue of over **€500** million and covering **95%** of the world's market.

For more than 60 years WIN/Gallup International Members have demonstrated their expert ability to conduct multi-country surveys on a comparable basis and deliver the highest quality. Their Members are leading national institutes with a profound local knowledge of research methods and techniques, statistical sources, customs and culture differences of its own country and carefully selected by the Association Board. The accumulated expertise of the Association is formidable with internationally renowned experts in virtually all fields and sectors. With only one Member agency per country, Members work together on a daily basis to share knowledge, new research techniques and tools, as well as to provide the most appropriate solutions to international research projects and service our clients to the best of our abilities. Through the Association, the Members are at the leading edge of technical and methodological developments, which have impacted on not only the research industry but also the whole commercial world.

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