



# *Global @dvisor*

## **JULIAN ASSANGE AND WIKILEAKS**

**Global Citizens in 24 Countries Assess the Website and Its Actions**



*A Global @dvisory* – April 2011  
WikiLeaks

## Methodology...

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- These are the findings of the *Global @dvisor Wave 19 (G@19)*, an Ipsos survey conducted between **March 2nd and March 14th**.
- The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.
- For the results of the survey presented herein, an international sample of 18,829 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Indonesia, Mexico, Poland, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.
- Weighting was employed to balance demographics and ensure the sample's composition reflects that of the adult population according to the most recent country Census data available and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points for a sample of 500. 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled.



## Analytic Components...

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There are six analytic components that make up the findings of this monthly WikiLeaks report.

Have you ever heard of an internet site called WikiLeaks?

Yes, know it very well

Yes but know just a little about it

Heard of, but know almost nothing about it

Never heard of it

As you may know, the mission of the WikiLeaks internet site is to publish copies of confidential government or corporate files and information to the public. Do you support or oppose this type of site that would post such materials?

Strongly support

Somewhat support

Somewhat oppose

Strongly oppose

Recently the website WikiLeaks posted confidential diplomatic documents that were reported in the news. How much, if anything, do you feel you know about this occurrence?

A great deal about it

I know something about it

Heard of but just know a little about it

Heard of but know almost nothing about it

Never heard of it



## Analytic Components...

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Now, suppose this web site published confidential diplomatic documents that were from the government of **[INSERT COUNTRY]** which led to widespread damage in diplomatic relations between **[INSERT COUNTRY]** and those named in the documents.

Would you consider the publishers of the materials to be...

Mischief makers

Criminals

Heroes

Providing a helpful public service

Other

Unsure

In fact, WikiLeaks recently posted thousands of confidential US government diplomatic notes and cables that were apparently leaked to them by a disgruntled US soldier. In some cases this has caused diplomatic embarrassment; in other cases it has exposed individuals whose lives may now be in jeopardy. In this specific case do you think the owner of the site, Julian Assange, who is responsible for leaking the documents should be viewed as a...

mischief maker

Criminal

Hero

Providing a helpful public service

Other

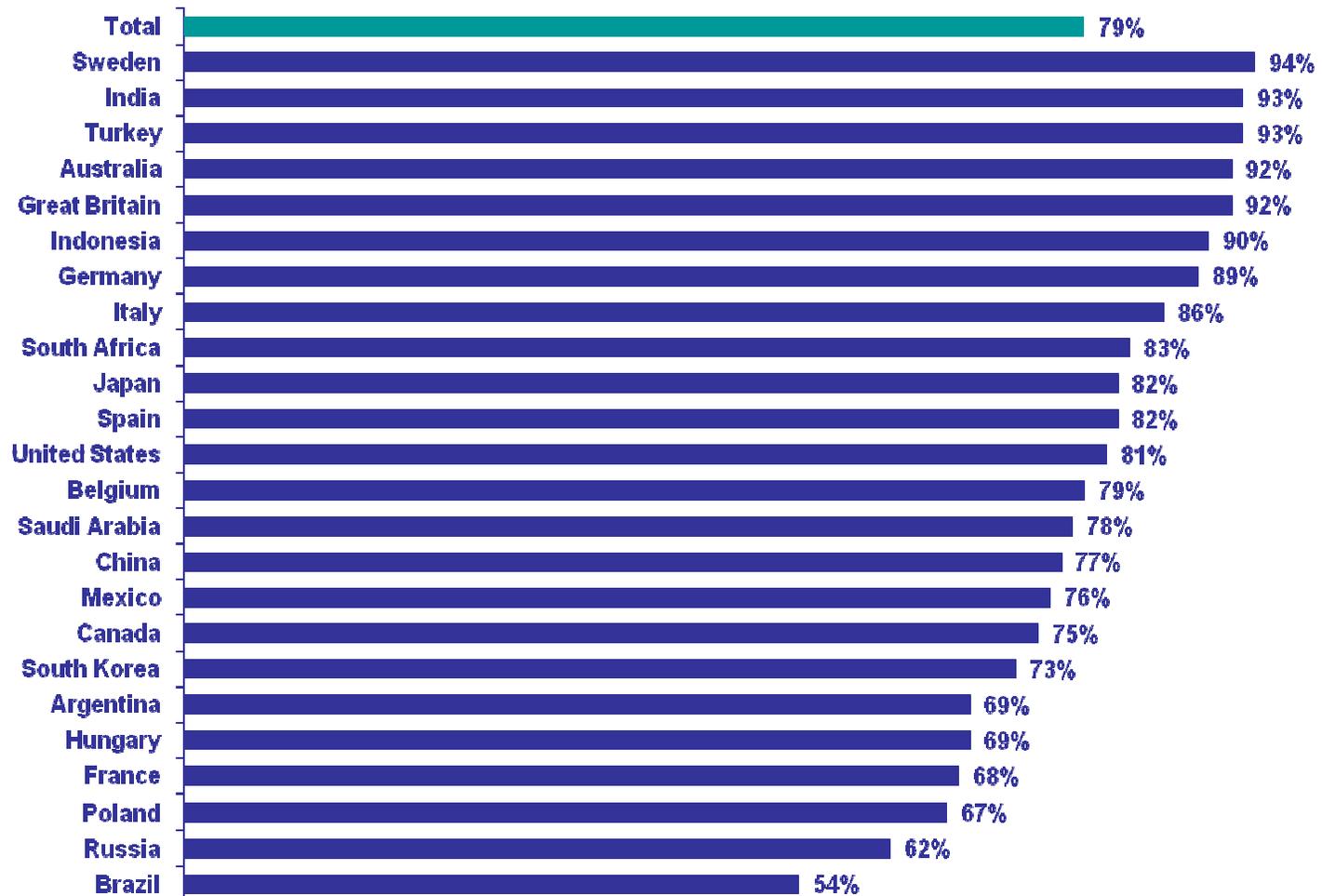
Unsure

Should the United States government charge the head of WikiLeaks, Julian Assange, with a criminal offence for knowingly publishing confidential US government documents?

Yes, No

# Have You Ever Heard of an Internet Site Called WikiLeaks?

Top 3 Box – Yes, Know It Very Well/Yes, But Know Only a Little About It/Heard of, But Know Nothing About

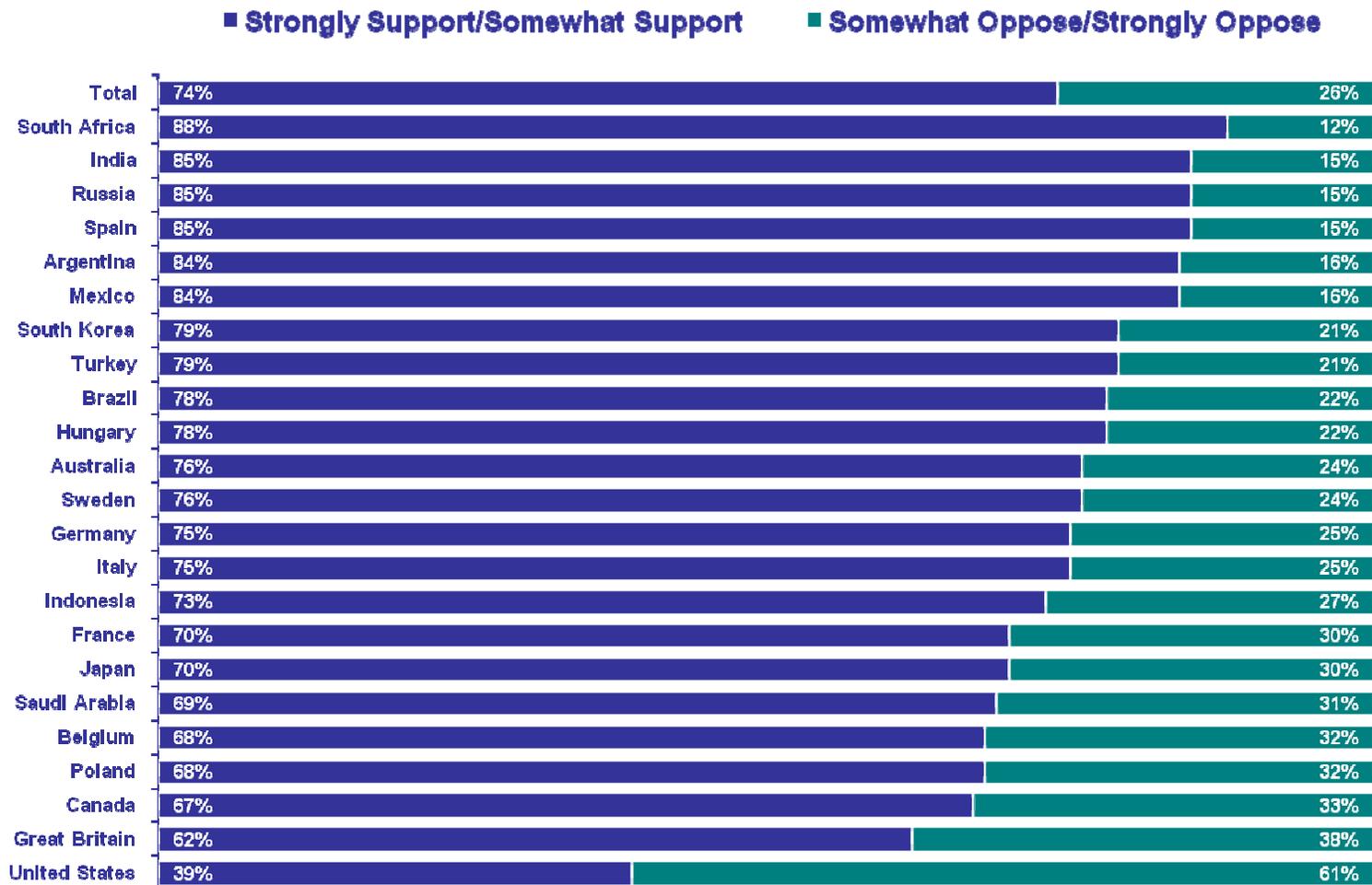


CF1. Have you ever heard of an internet site called WikiLeaks? Base: All Respondents



As you may know, the mission of the WikiLeaks internet site is to publish copies of confidential government or corporate files and information to the public. **Do you support or oppose this type of site that would post such materials?**

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CF2. As you may know, the mission of the WikiLeaks internet site is to publish copies of confidential government or corporate files and information to the public. Do you support or oppose this type of site that would post such materials?

Base: Yes, Heard of an internet site called WikiLeaks

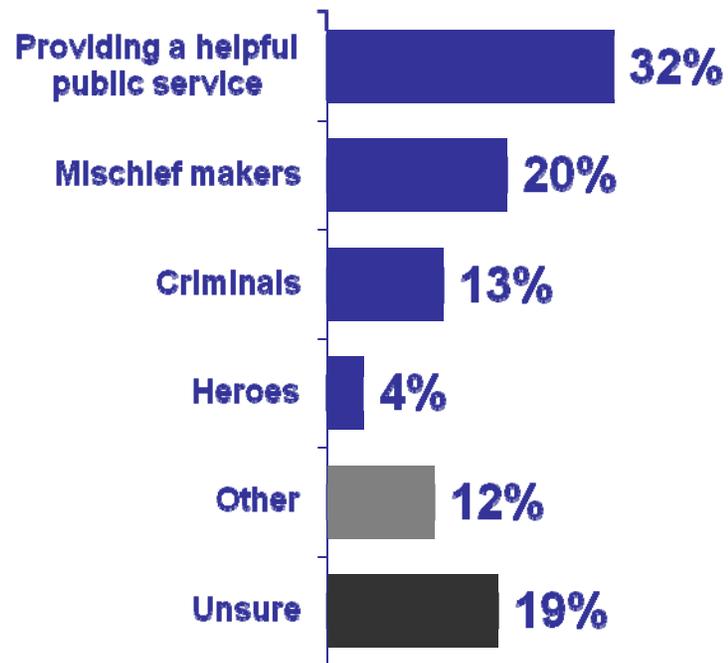
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Now, suppose this web site **published confidential diplomatic documents that were from the government of [YOUR COUNTRY]** which led to widespread damage in diplomatic relations between [YOUR COUNTRY] and those named in the documents. **Would you consider the publishers of the materials to be...**

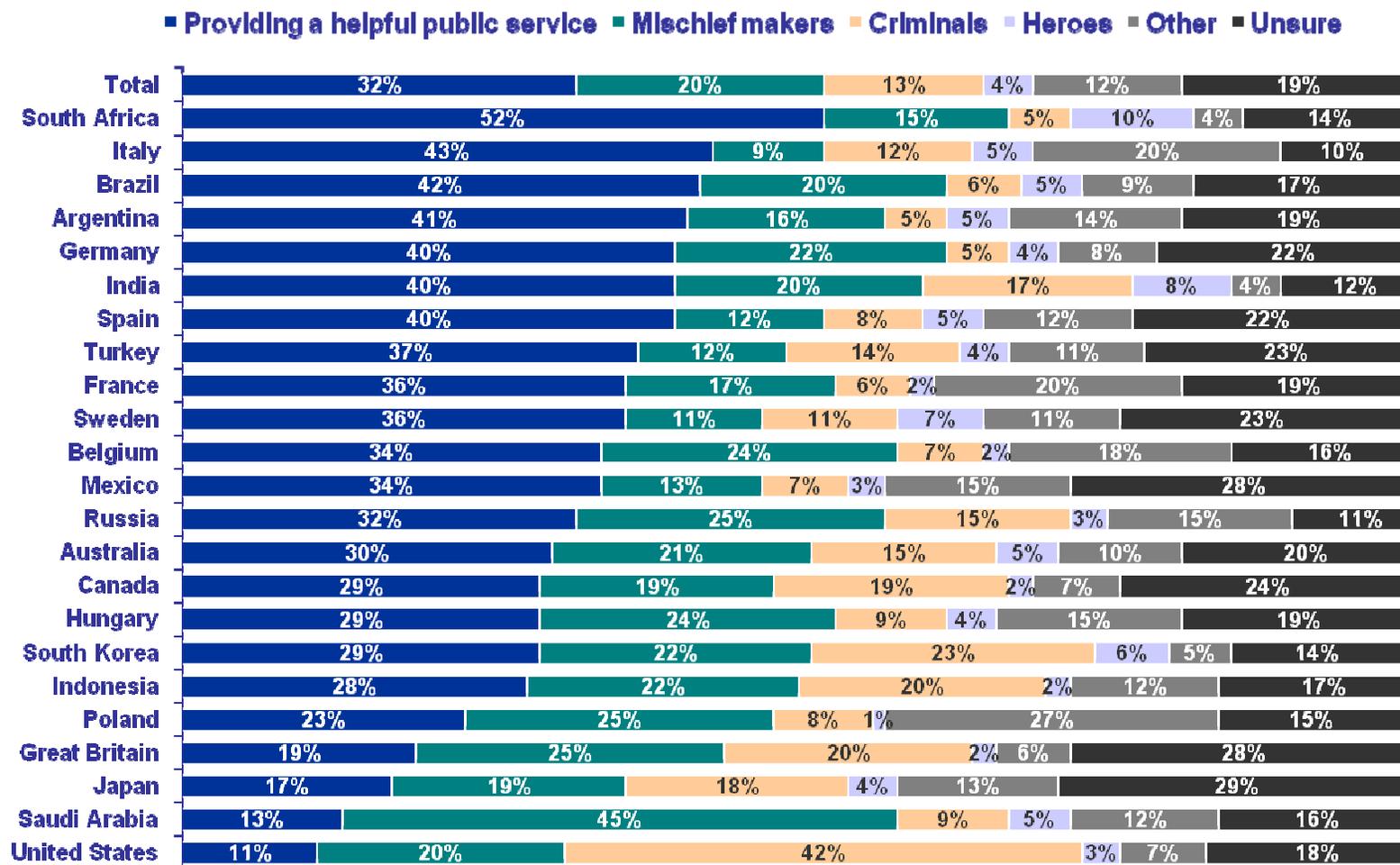
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### Global Total





Now, suppose this web site **published confidential diplomatic documents that were from the government of [YOUR COUNTRY]** which led to widespread damage in diplomatic relations between [YOUR COUNTRY] and those named in the documents. **Would you consider the publishers of the materials to be...**

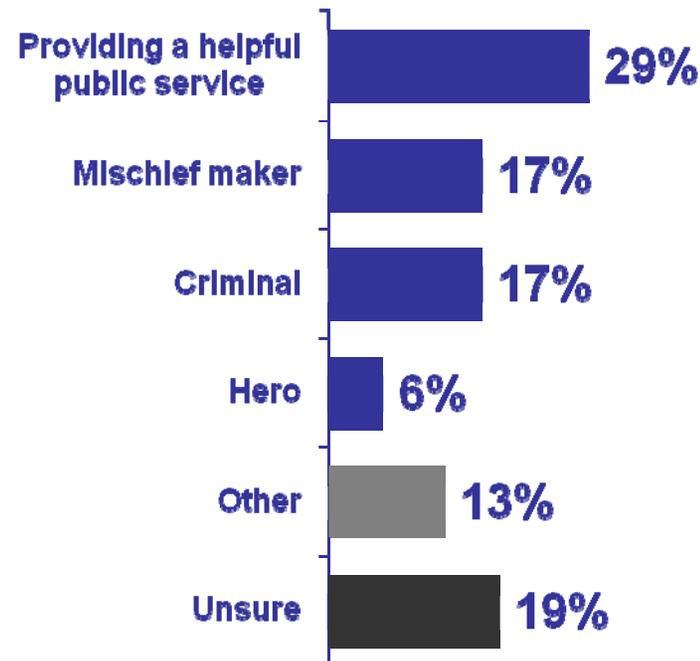




In fact, WikiLeaks recently posted thousands of confidential US government diplomatic notes and cables that were apparently leaked to them by a disgruntled US soldier. In some cases this has caused diplomatic embarrassment, in other cases it has exposed individuals whose lives may now be in jeopardy. In this specific case do you think the owner of the site, **Julian Assange, who is responsible for leaking the documents should be viewed as a...**

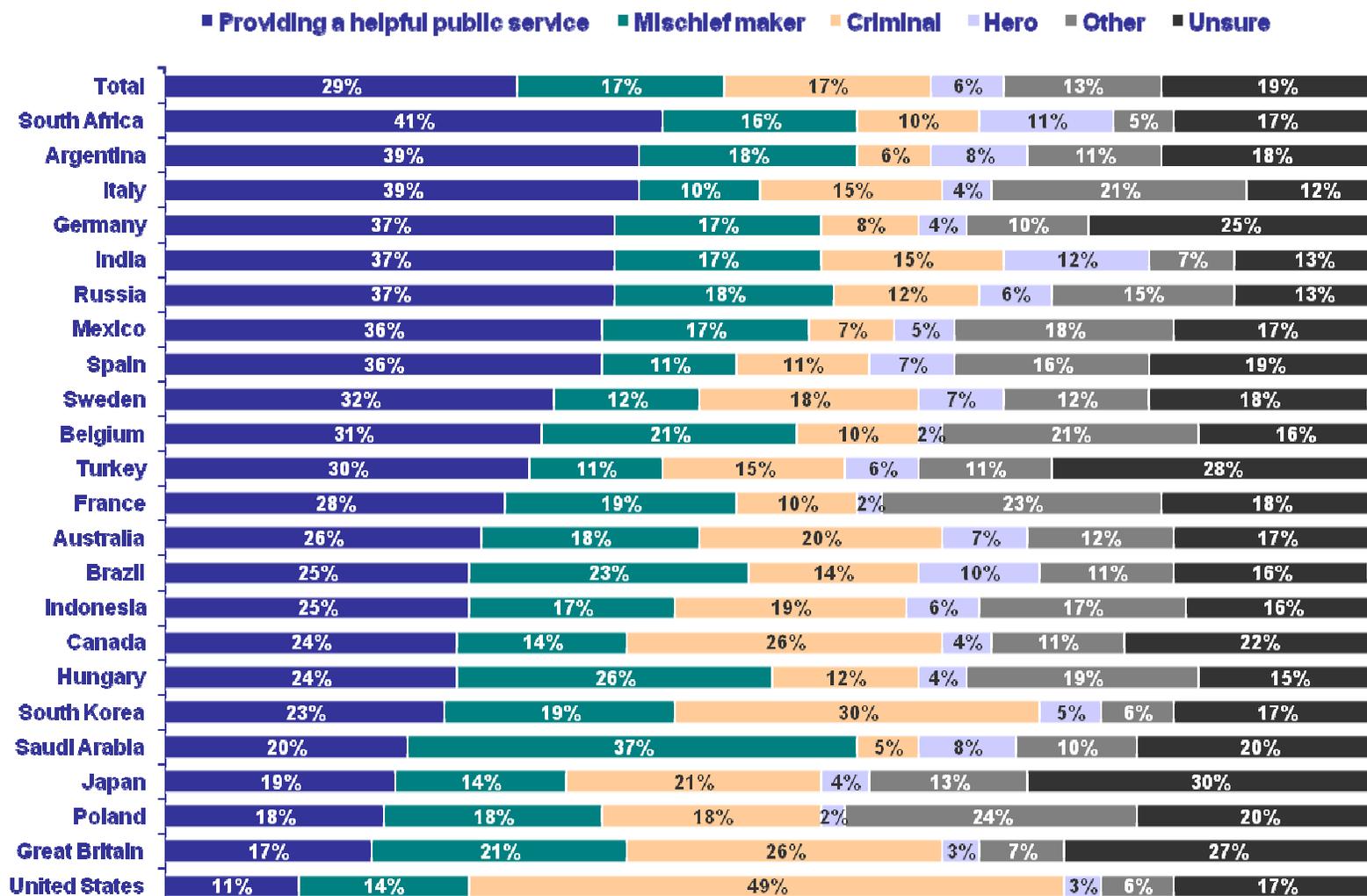
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### Global Total



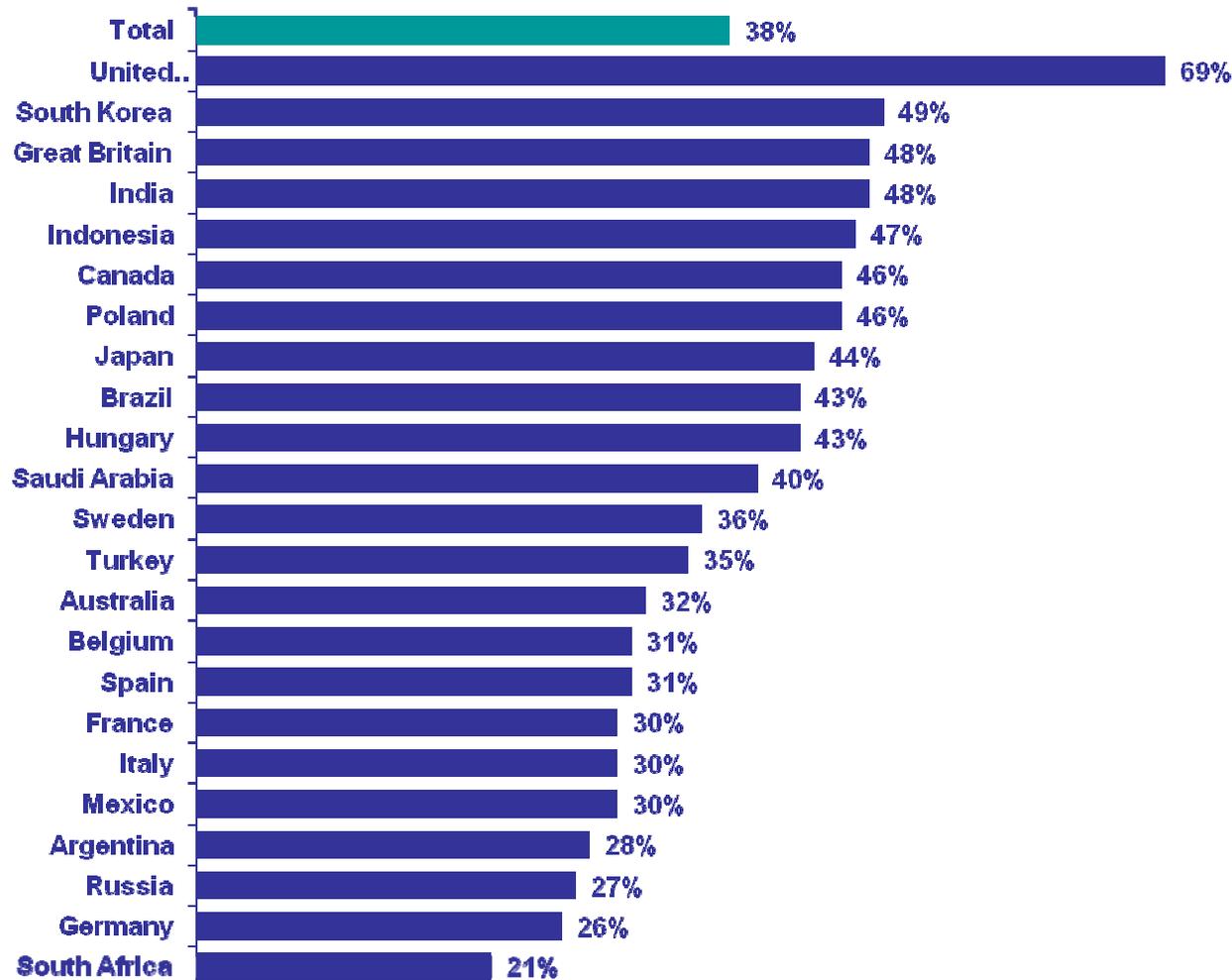


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## Should the United States government charge the head of WikiLeaks, Julian Assange, with a criminal offence for knowingly publishing...

**% of Respondents Who Responded 'YES'**



Base: Yes, Heard of an internet site called WikiLeaks



## About Ipsos

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- Ipsos is the second largest global survey-based market research company, owned and managed by research professionals that assess market potential and interpret market trends for over 5,000 worldwide clients to develop and test emergent or existing products or services, build brands, test advertising and study audience responses to various media, and, measure public opinion on issues and reputation.
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- The Ipsos *Global @dvisor Omnibus* is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. For information contact:

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