



WAR IN UKRAINE

RESULTS OF A SIX COUNTRY SURVEY

MARCH 2022





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METHOD

KRC Research conducted surveys in **six countries** across three continents (Europe, North America and Asia) between **March 11 and 16, 2022**.

- Just over 1,000 adults 18 years and older surveyed in each of the following 5 countries: Canada (English and French), France (French), Germany (German), the U.K. (English), and the U.S. (English). In Japan (Japanese), 1,000 adults 18 to 64 were surveyed.
- Questionnaire, approximately 7 minutes in length, administered online and completed by a total of 6,066 adult respondents.
- Samples randomly drawn from large national opt-in panels of internet users.
- Each national dataset weighted and adjusted to represent national reference data on key demographic variables: region, age, sex, and education. In the U.S., the sample was also adjusted for race/ethnicity.
- Full- and part-time employees (3,731 in total not including the self-employed) represent approximately half of the total within each national sample; non-employed include homemakers, students, unemployed, and retired individuals.

SUMMARY OF FINDINGS

1. Key stakeholders expect business leaders to engage in public diplomacy.

- Three quarters (72%) of adults and employees believe companies must stand up when a democracy is threatened.
- Most adults and employees expect companies to play a leading or major role in ending the war in Ukraine.
- Three quarters (77%) also expect businesses to make decisions that protect their home country's national security.

2. The war has evoked deeply personal reactions and shared relevance.

- Social media has enabled widespread witness to suffering, and shaped perceptions around the world.
- People are worried about potential descension toward WWII, the prospects of nuclear war and humanitarian strife.
- Beneath immediate fears of war, they are concerned about economic disruptions—including rising inflation; energy costs and shortages; and economic decline, recession and job losses.
- The Russian invasion of Ukraine represents yet another global crisis amid a lingering pandemic, adding to exasperation.

3. Communications and language sharply influence perceptions about the war.

- Media coverage and social engagement has advanced near universal condemnation across countries in our survey, and across the deep political divide in the U.S.
- Language matters: Across countries surveyed, there is a consistent perspective that what is happening in Ukraine is a “war” and “invasion,” without justification.
- Many employees are discussing the war and worry about impacts. They expect engagement from employers and other businesses.



PERSPECTIVES AND CONCERNS ABOUT THE WAR



RUSSIA'S INVASION OF UKRAINE SURPASSES COVID AS TOP ISSUE FACING THE WORLD

In the United States, inflation and the rising cost of living ranks #1. The threat of global war ranks in the top three in France, U.K. and Japan. Climate change ranks #2 in Germany. Energy supply and cost ranks #3 in U.K.

TOP 3 MOST IMPORTANT ISSUES FACING THE WORLD TODAY

	Europe			North America		Asia
	France (1005)	Germany (1009)	UK (1038)	Canada (1007)	US (1002)	Japan (1005)
1	Russian invasion of Ukraine	Russian invasion of Ukraine	Russian invasion of Ukraine	Russian invasion of Ukraine	Inflation and rising cost of living	Russian invasion of Ukraine
2	Threat of a global war	Climate change	Threat of a global war	COVID-19 pandemic	Russian invasion of Ukraine	COVID-19 pandemic
3	COVID-19 pandemic	COVID-19 pandemic	Energy supply and costs	Inflation and rising cost of living	COVID-19 pandemic	Threat of a global war



MORE DETAIL: MOST IMPORTANT ISSUES FACING THE WORLD TODAY

ALL ADULTS	Europe			North America		Asia
	France (1005) %	Germany (1009) %	UK (1038) %	Canada (1007) %	US (1002) %	Japan (1005) %
Russian invasion of Ukraine	39	39	46	36	30	47
COVID-19 pandemic	29	31	24	31	22	37
Threat of a global war	32	31	27	26	18	24
Climate change	27	33	26	26	20	18
Inflation and rising cost of living	29	15	25	29	34	10
Energy supply and costs	14	15	27	8	13	11
Jobs and the economy	10	4	8	15	19	9
Poverty and homelessness	11	10	12	14	13	6
Invasion of countries	8	8	13	9	7	12
National security	7	10	6	5	10	12
Refugee crisis	8	16	14	6	4	6
Threats to democracy	7	11	7	8	11	7
Misinformation and disinformation	7	7	7	12	14	5
Protection of human rights	6	7	5	8	9	7
Immigration challenges	11	9	8	4	8	4
Food security	5	5	5	9	5	6
Supply chain disruptions and shortages of goods	4	6	5	8	12	3
Inequities in society	11	6	4	6	4	6
Racial and ethnic tensions	5	5	3	6	10	5
Access and affordability of health care	5	2	4	8	8	5
Morals and ethics	3	4	3	4	12	5
Polarization in society	2	5	3	4	4	4

Q1. What are the THREE MOST IMPORTANT ISSUES facing THE WORLD today? [List above shown in randomized order]



ECONOMIC WORRIES SIMMER BENEATH FEARS OF WAR

The start of another World War and the threat of nuclear annihilation looms with a refugee and humanitarian crisis, rising inflation and energy prices.

TOP DANGERS PEOPLE WORRY ABOUT MOST IN RELATION TO THE RUSSIAN INVASION OF UKRAINE

	Europe			North America		Asia
	France (1005)	Germany (1009)	UK (1038)	Canada (1007)	US (1002)	Japan (1005)
1	Use of nuclear, chemical, or biological weapons	The start of another World War/World War III	Use of nuclear, chemical, or biological weapons	Use of nuclear, chemical, or biological weapons	Use of nuclear, chemical, or biological weapons	Use of nuclear, chemical, or biological weapons
2	The start of another World War/World War III	Use of nuclear, chemical, or biological weapons	The start of another World War/World War III	The start of another World War/World War III	The start of another World War/World War III	A humanitarian, refugee, food, housing, and medical crisis in Ukraine
3	Rising energy prices	Rising energy prices	A humanitarian, refugee, food, housing, and medical crisis in Ukraine	A humanitarian, refugee, food, housing, and medical crisis in Ukraine	A humanitarian, refugee, food, housing, and medical crisis in Ukraine	The start of another World War/World War III
4	Rising inflation	A humanitarian, refugee, food, housing, and medical crisis in Ukraine	A Russian invasion into a NATO country	Occupation of Ukraine by Russia	Rising energy prices	Occupation of Ukraine by Russia
5	A humanitarian, refugee, food, housing, and medical crisis in Ukraine	A Russian invasion into a NATO country	Rising energy prices	Rising inflation	Rising inflation	Rising energy prices



MORE DETAIL: DANGERS THAT WORRY PEOPLE MOST

DANGERS PEOPLE WORRY ABOUT MOST IN RELATION TO THE RUSSIAN INVASION OF UKRAINE	Europe			North America		Asia
	France (1005) %	Germany (1009) %	UK (1038) %	Canada (1007) %	US (1002) %	Japan (1005) %
Use of nuclear, chemical, or biological weapons	41	41	51	49	46	42
The start of another World War/World War III	38	43	47	49	43	34
Humanitarian, refugee, food, housing, and medical crisis in Ukraine	21	22	28	32	26	35
Rising energy prices	24	26	23	16	22	21
Occupation of Ukraine by Russia	21	21	21	20	18	28
A Russian invasion into a NATO country	18	21	24	16	14	8
Rising inflation	22	19	12	18	21	6
Shortages of oil and natural gas	17	18	12	10	18	21
A Russian invasion into another non-NATO country	16	15	15	15	9	8
Economic decline, recession, and job losses	9	12	10	12	13	13
Supply chain disruptions and shortages of goods	7	11	7	10	12	6
The rise of authoritarianism	9	5	8	11	10	7
Weakening of democracy	6	9	5	9	10	6
Weakening resolve to protect the environment and solve climate change	6	6	4	3	4	2
Collapse of the Russian economy	4	3	3	3	3	7



WAR OR INVASION DESCRIBES WHAT IS HAPPENING

Across nations, war and invasion describes what is happening. Three quarters of Germans and nearly half of French see it as war.

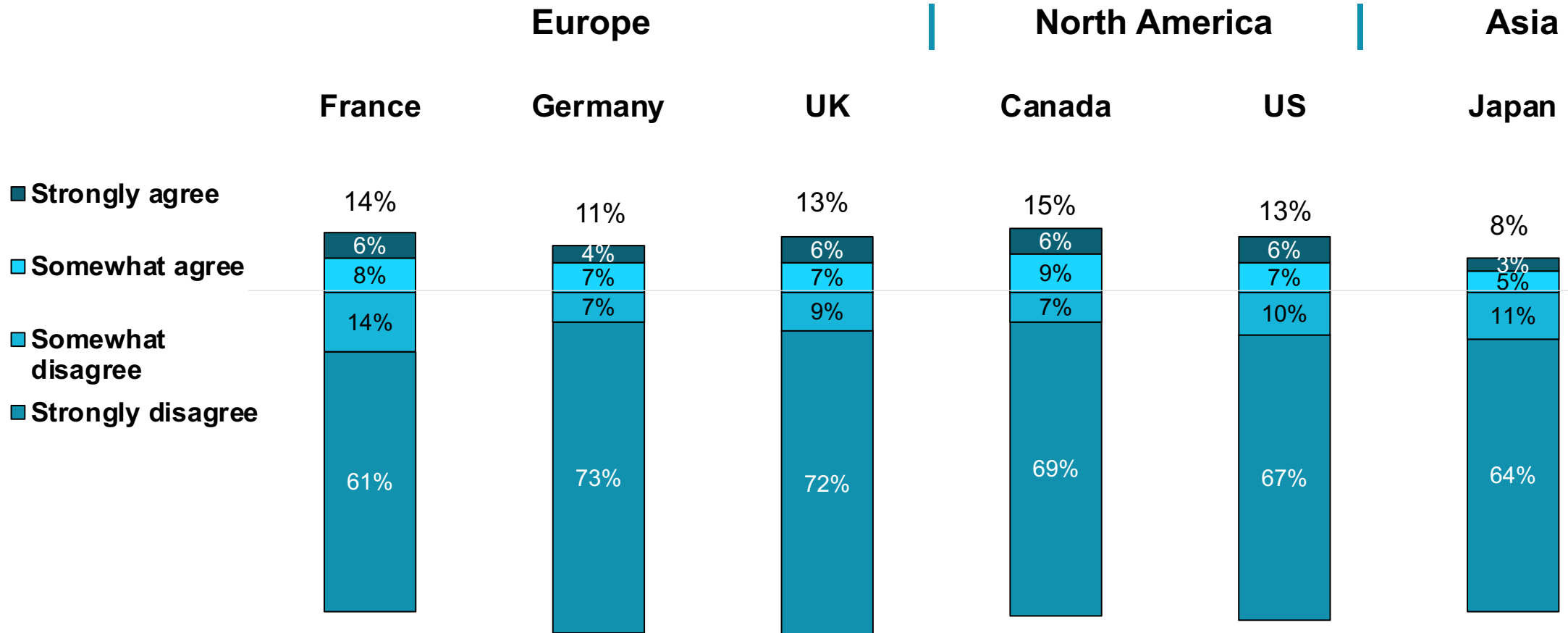
MOST APPROPRIATE DESCRIPTION OF WHAT IS HAPPENING IN UKRAINE

	Europe			North America		Asia
	France (1005) %	Germany (1009) %	UK (1038) %	Canada (1007) %	US (1002) %	Japan (1005) %
War	47	67	36	34	29	31
Invasion	14	8	24	26	26	15
Aggression	9	6	5	6	7	23
Violation of sovereign borders	8	5	9	8	10	4
Humanitarian crisis	6	3	9	9	8	7
Conflict	8	4	6	5	4	5
Crisis	2	2	5	6	8	5
Situation	2	1	2	1	2	1
Incident	1	1	1	0	1	1



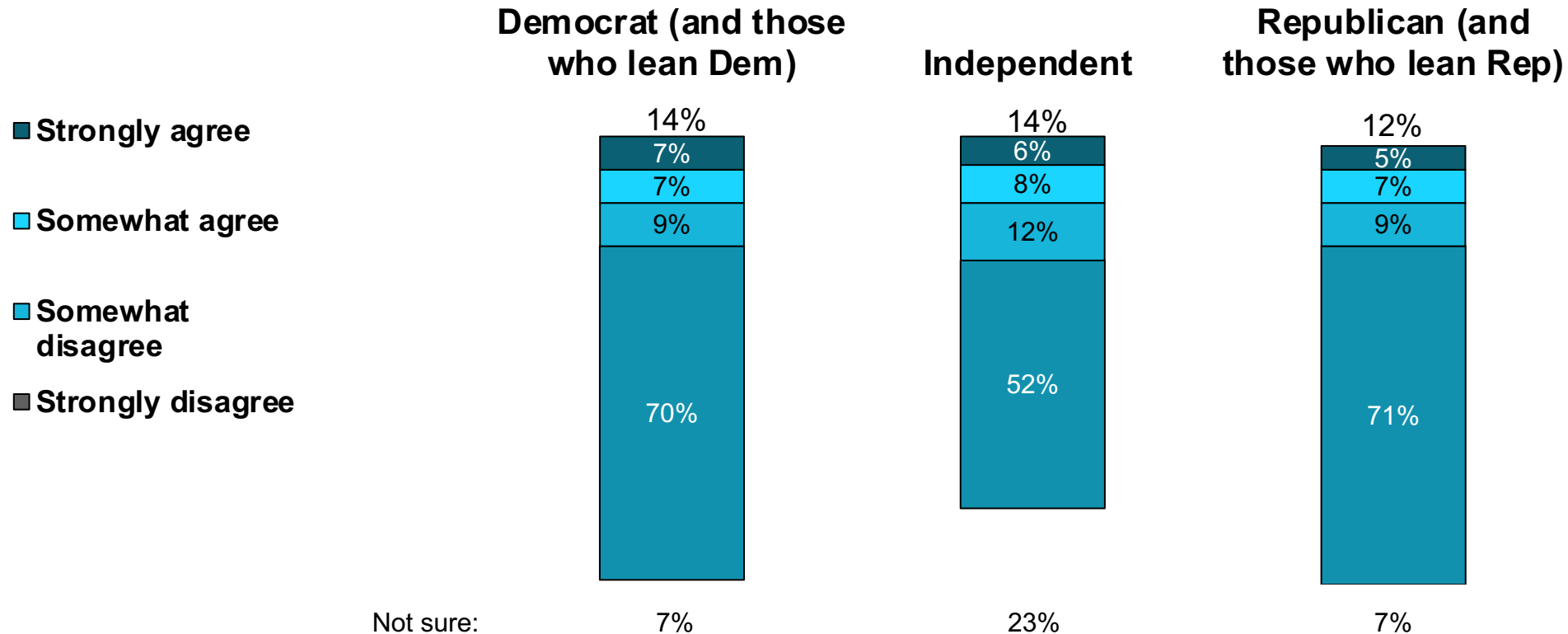
MOST DISAGREE THAT THE INVASION IS JUSTIFIED

“Russia is justified in invading Ukraine”



IN THE U.S., THERE IS RARE BIPARTISAN ALIGNMENT THAT RUSSIA'S ACTIONS ARE UNJUSTIFIED

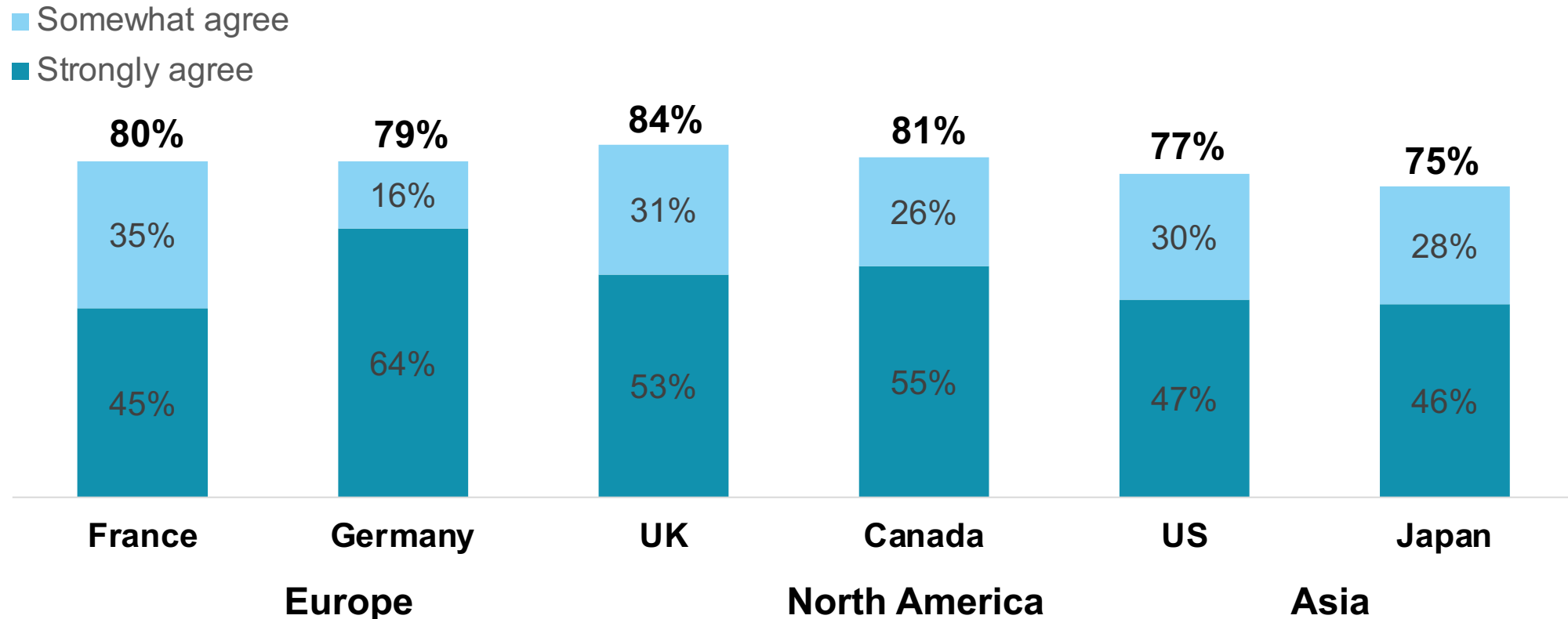
“Russia is justified in invading Ukraine”



THE PERSONAL IMPACT OF WAR IS WIDESPREAD

Across countries, close to half or more find the Russian invasion “very” upsetting. The consternation is particularly intense in Germany.

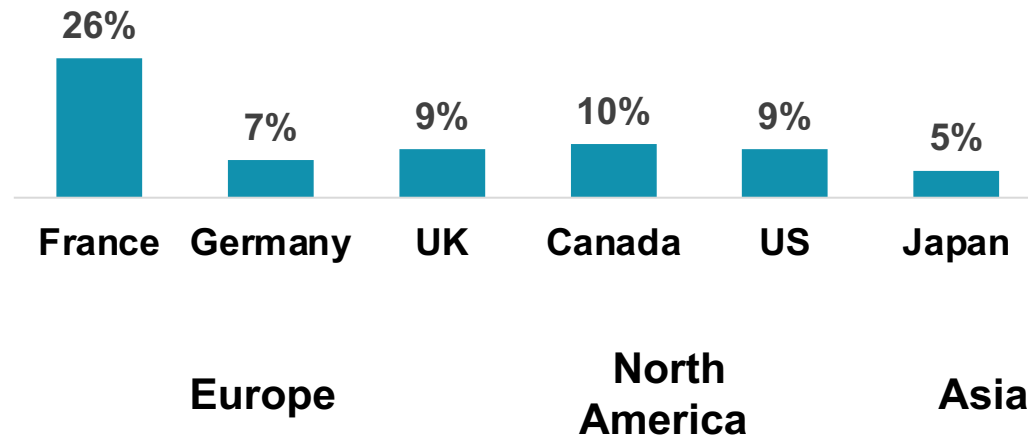
**“I am personally very upset about the Russian invasion of Ukraine”
TOTAL AGREE STRONGLY OR SOMEWHAT**



SOME FEEL PERSONALLY AFFECTED, HAVE CONNECTIONS

On average, 11% feel personally affected.*

“I am personally affected by the Russian war in Ukraine”
TOTAL AGREE STRONGLY OR SOMEWHAT



PERSONAL CONNECTIONS

	Europe			North America		Asia-Pacific
% True	France (1005) %	Germany (1009) %	UK (1038) %	Canada (1007) %	US (1002) %	Japan (1005) %
I have family or friends living in Ukraine	5	7	7	7	5	1
I have family or friends living in Russia	4	6	6	4	4	3



MANY ARE TALKING ABOUT THE WAR, SHARING INFORMATION

PERSONAL ACTIONS TAKEN

	Europe			North America		Asia
	France (1005) %	Germany (1009) %	UK (1038) %	Canada (1007) %	US (1002) %	Japan (1005) %
Talked about it with family and friends	35	72	66	69	59	50
Posted an opinion or information externally in social media about it	11	15	16	15	18	7
Attended an event or demonstration in support of Ukraine	12	11	7	6	6	3



EXPECTATIONS FOR LEADERSHIP



INTERNATIONAL ORGANIZATIONS MOST EXPECTED TO LEAD

National governments, business and industry, financial institutions and investors seen playing major roles.

LEADING OR MAJOR ROLE: RANK ORDER

	Europe			North America		Asia
	France (1005)	Germany (1009)	UK (1038)	Canada (1007)	US (1002)	Japan (1005)
International organizations (e.g., UN, NATO, EU, WTO, ICC)	1	1	1	1	1	1
The government	2	4	2	3	2	2
Business and industry	4	2	4	3	3	4
Financial institutions and investors	3	3	3	2	3	5
Media, including social media platforms	5	5	5	4	4	3
Individual citizens	6	6	6	5	5	6
Your own employer*	7	7	7	6	6	7

* Asked only of those who are full- or part-time employees



MORE DETAIL: EXPECTATIONS FOR LEADING OR MAJOR ROLE

LEADING OR MAJOR ROLE

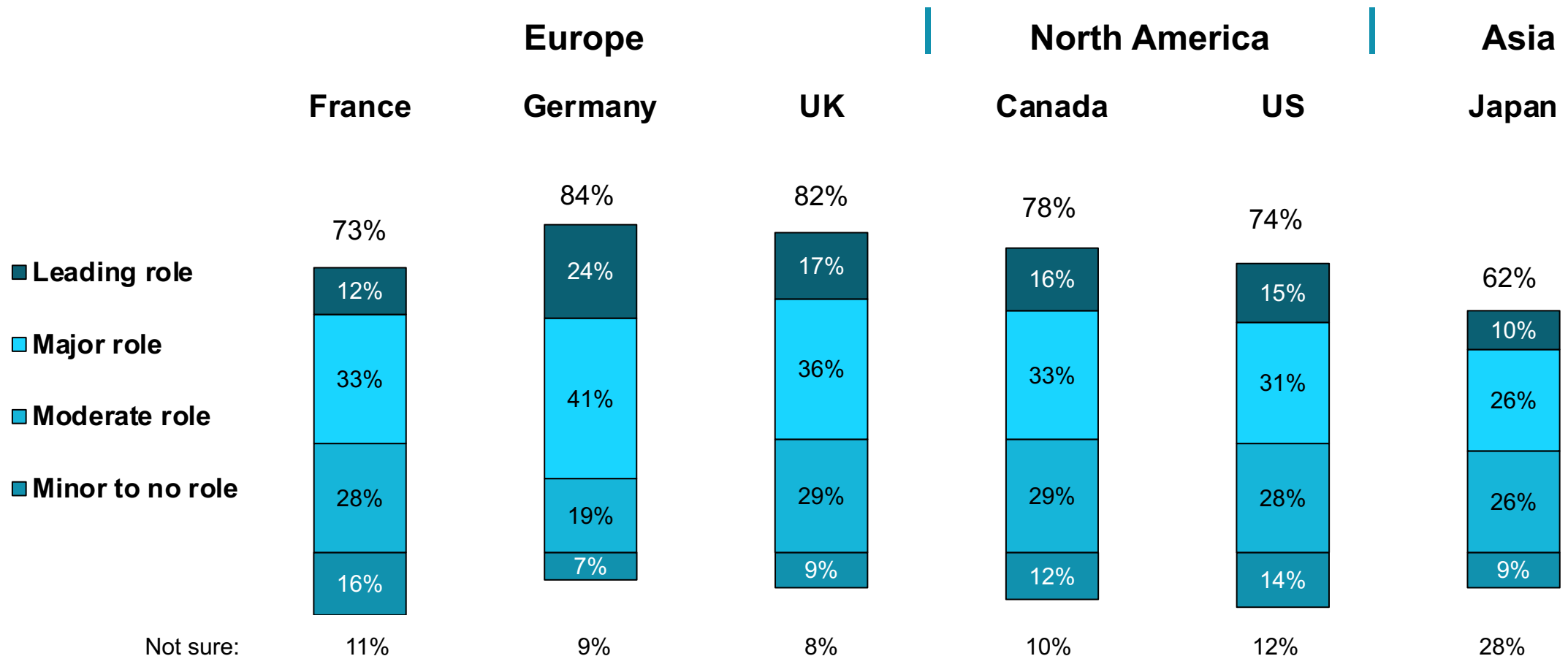
	Europe			North America		Asia
	France (1005) %	Germany (1009) %	UK (1038) %	Canada (1007) %	US (1002) %	Japan (1005) %
International organizations, e.g. the UN	73	72	75	75	69	65
The government	57	55	61	49	56	42
Business and industry	44	65	54	49	46	36
Financial institutions and investors	55	61	58	54	45	35
Media, including social media platforms	43	51	49	47	39	41
Individual citizens	28	26	25	22	25	19
Your own employer*	17	23	22	18	21	17

* Asked only of those who are full- or part-time employed



BUSINESS EXPECTED TO PLAY SIGNIFICANT ROLE TO END WAR

ROLE FOR BUSINESS AND INDUSTRY IN ENDING RUSSIAN INVASION IN UKRAINE

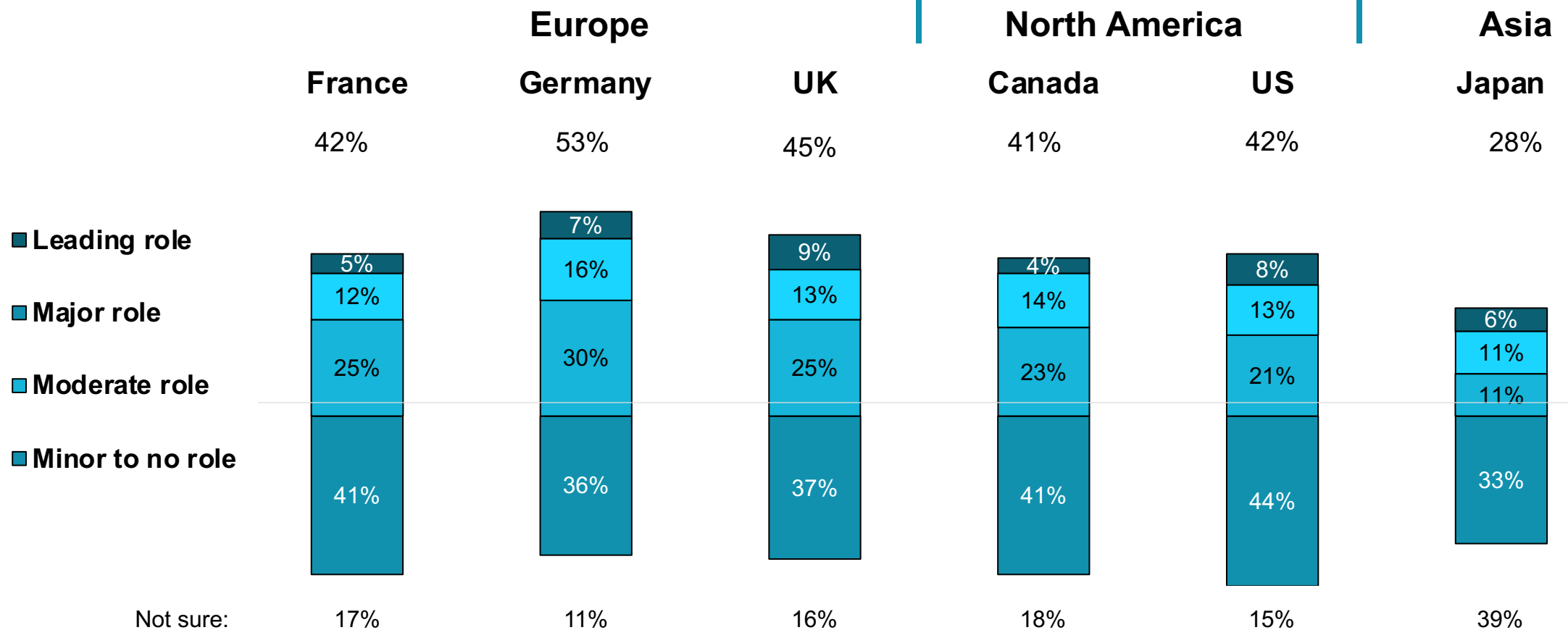


Q4C. How big a role should each of the following play in working to stop the Russian invasion in Ukraine? Business and industry



HALF SEE A ROLE FOR THEIR OWN EMPLOYER

ROLE FOR MY EMPLOYER IN ENDING RUSSIAN INVASION IN UKRAINE

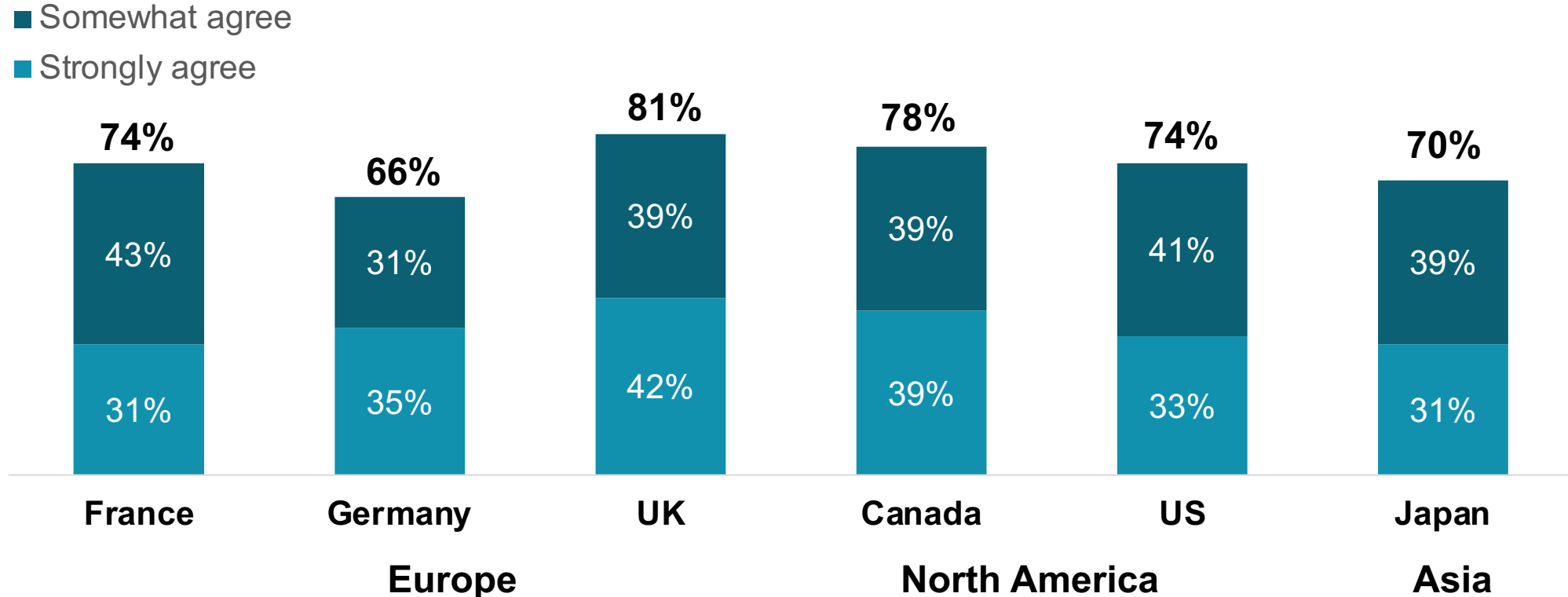


Q4F. How big a role should each of the following play in working to stop the Russian invasion in Ukraine? Your own employer



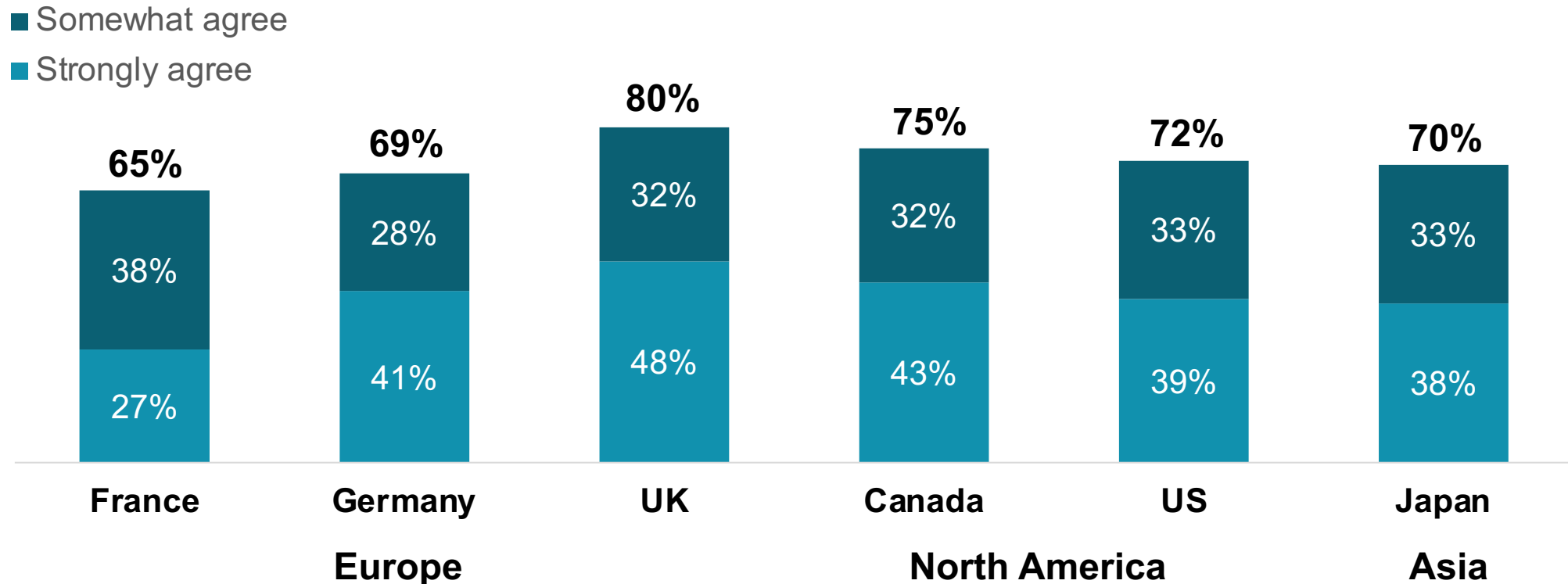
BUSINESSES EXPECTED TO PROMOTE GLOBAL PROSPERITY AND STABILITY

“Businesses must do all they can to promote prosperity and stability in the world”
TOTAL AGREE



BUSINESSES EXPECTED TO STAND UP WHEN A DEMOCRACY IS THREATENED

“Businesses must take a stand when a democracy is threatened”
TOTAL AGREE



THERE IS AGREEMENT ACROSS GENERATIONS— WITH MORE INTENSITY AMONG OLDER ADULTS

“Businesses must take a stand when a democracy is threatened”
TOTAL AGREE

	Europe			North America		Asia
	France (1005) %	Germany (1009) %	UK (1038) %	Canada (1007) %	US (1002) %	Japan (1005) %
18-34	59	58	71	65	59	62
35-44	64	62	73	65	74	71
45-54	60	67	83	73	76	71
55+	71	77	88	86	80	80





PEOPLE EXPECT BUSINESS TO ACT ON MANY FRONTS

A large majority of adults—and employees—expect business to do the following (see data on pages 25 and 26):

PROTECT HOME COUNTRY

- Make decisions that support their home country's national security
- Reduce dependence on energy from nations that threaten democracy

SPEAK UP

- Speak out against the Russian invasion in Ukraine

PROVIDE HUMANITARIAN SUPPORT

- Ensure essential goods, services, and medical supplies continue to reach people in Ukraine
- Provide humanitarian aid to refugees and others affected by war

WORK WITH COLLECTIVE RESOLVE

- Cooperate with international organizations and national governments to work for peace
- Make decisions that support collective global security
- Re-evaluate and/or curtail business operations and ventures with Russia as long as it wages war in Ukraine
- Comply with all laws, sanctions, technology, and financial controls



ALL ADULTS: RANK ORDER OF IMPORTANCE FOR BUSINESS TO DO

	Europe			North America		Asia
<u>ALL ADULTS: IMPORTANT</u>	France (1005)	Germany (1009)	UK (1038)	Canada (1007)	US (1002)	Japan (1005)
Ensure essential goods, services, and medical supplies continue to reach people in Ukraine	1	1	1	1	1	1
Provide humanitarian aid to refugees and others affected by war	2	1	3	2	2	2
Cooperate with international organizations and national governments to work for peace	3	3	5	3	3	2
Make decisions that support [HOME COUNTRY'S] national security	4	2	4	3	2	4
Make decisions that support collective global security	4	2	5	3	5	5
Comply with all laws, sanctions, technology, and financial controls	2	5	2	3	6	4
Reduce dependence on energy from nations that threaten democracy	5	4	5	4	4	6
Re-evaluate and/or curtail business operations and ventures in and with Russia as long as Russia wages war in Ukraine	6	6	6	5	7	7
Speak out against the Russian invasion in Ukraine	8	6	7	5	6	3
Assist employees who work in Ukraine and Russia	7	7	8	6	8	8
Ensure essential goods, services, and medical supplies continue to reach people in Russia	9	8	9	7	9	10
Relax or delay environmental and climate change goals	10	9	10	8	10	9



ALL ADULTS: PERCENT SAY IMPORTANT FOR BUSINESS TO DO

	Europe			North America		Asia
<u>ALL ADULTS: IMPORTANT</u>	France (1005) %	Germany (1009) %	UK (1038) %	Canada (1007) %	US (1002) %	Japan (1005) %
Ensure essential goods, services, and medical supplies continue to reach people in Ukraine	79	81	84	83	84	70
Provide humanitarian aid to refugees and others affected by war	78	81	82	80	83	69
Cooperate with international organizations and national governments to work for peace	77	79	80	79	82	69
Make decisions that support [HOME COUNTRY'S] national security	76	80	81	79	83	64
Make decisions that support collective global security	76	80	80	79	79	62
Comply with all laws, sanctions, technology, and financial controls	78	77	83	79	75	64
Reduce dependence on energy from nations that threaten democracy	75	78	80	76	81	61
Re-evaluate and/or curtail business operations and ventures in and with Russia as long as Russia wages war in Ukraine	71	76	78	75	76	59
Speak out against the Russian invasion in Ukraine	65	76	75	75	75	66
Assist employees who work in Ukraine and Russia	67	75	73	69	65	55
Ensure essential goods, services, and medical supplies continue to reach people in Russia	57	60	51	54	52	39
Relax or delay environmental and climate change goals	55	45	48	46	48	40





EMPLOYEE EXPECTATIONS



EMPLOYEES: RANK ORDER OF IMPORTANT FOR THEIR OWN EMPLOYER TO DO

	Europe			North America		Asia-Pacific
IMPORTANT FOR THE COMPANY I WORK FOR TO DO	France (662) %	Germany (643) %	UK (712) %	Canada (543) %	US (503) %	Japan (668) %
Ensure essential goods, services, and medical supplies continue to reach people in Ukraine	2	2	2	1	1	1
Provide humanitarian aid to refugees and others affected by war	2	1	4	3	2	2
Cooperate with international organizations and national governments to work for peace	4	5	5	4	3	3
Make decisions that support [HOME COUNTRY'S] national security	3	2	2	1	4	4
Make decisions that support collective global security	5	3	4	3	4	6
Comply with all laws, sanctions, technology, and financial controls	1	4	1	2	7	4
Reduce dependence on energy from nations that threaten democracy	6	4	3	4	5	7
Re-evaluate and/or curtail business operations and ventures in and with Russia as long as Russia wages war in Ukraine	7	6	5	5	7	8
Speak out against the Russian invasion in Ukraine	9	7	6	5	6	5
Assist employees who work in Ukraine and Russia	8	7	6	6	8	9
Ensure essential goods, services, and medical supplies continue to reach people in Russia	10	8	7	7	9	11
Relax or delay environmental and climate change goals	11	9	8	8	10	10

Q6. How important is it for [businesses and industries OR the company or organization you work for] to do each of the following:



EMPLOYEES: PERCENT SAY IMPORTANT FOR THEIR OWN EMPLOYER TO DO

	Europe			North America		Asia
IMPORTANT FOR THE COMPANY I WORK FOR TO DO	France (662) %	Germany (643) %	UK (712) %	Canada (543) %	US (503) %	Japan (668) %
Ensure essential goods, services, and medical supplies continue to reach people in Ukraine	74	74	78	76	82	67
Provide humanitarian aid to refugees and others affected by war	74	75	76	74	81	66
Cooperate with international organizations and national governments to work for peace	72	71	74	72	80	65
Make decisions that support [HOME COUNTRY'S] national security	73	74	78	76	79	62
Make decisions that support collective global security	71	73	76	74	79	59
Comply with all laws, sanctions, technology, and financial controls	75	72	79	75	73	62
Reduce dependence on energy from nations that threaten democracy	70	72	77	72	76	58
Re-evaluate and/or curtail business operations and ventures in and with Russia as long as Russia wages war in Ukraine	66	71	74	69	73	57
Speak out against the Russian invasion in Ukraine	58	70	69	69	74	61
Assist employees who work in Ukraine and Russia	61	70	69	62	68	52
Ensure essential goods, services, and medical supplies continue to reach people in Russia	57	59	57	53	57	39
Relax or delay environmental and climate change goals	56	48	52	46	48	42

Q6. How important is it for [businesses and industries OR the company or organization you work for] to do each of the following:



ABOUT 1 IN 10 EMPLOYEES SAY THEIR COMPANY IS AFFECTED BY THE WAR

COMPANY CONNECTIONS

	Europe			North America		Asia
	France (662) %	Germany (643) %	UK (712) %	Canada (543) %	US (503) %	Japan (668) %
Any employer connection (NET)	19	30	23	15	16	11
My company is affected by the war in Ukraine	10	13	10	7	9	7
My company operates in a country neighboring Ukraine	8	13	9	6	7	1
My company operates in Ukraine	5	11	7	6	5	3
My company operates in Russia	5	10	8	5	5	3



EMPLOYEES ARE DISCUSSING THE WAR, AND ROUGHLY 1 IN 10 HAVE ADVOCATED FOR EMPLOYER ACTION

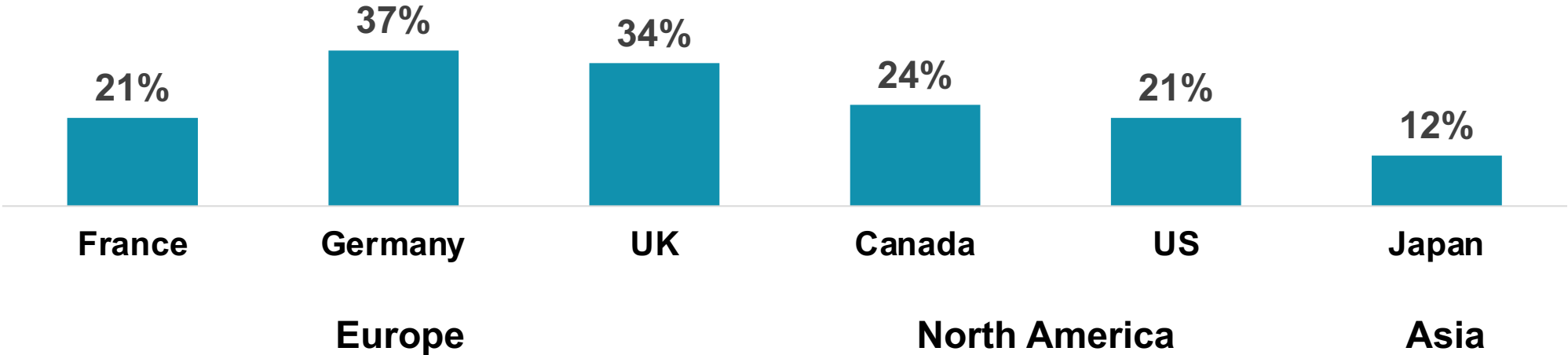
ACTIONS EMPLOYEES HAVE TAKEN AT WORK

	Europe			North America		Asia
	France (662) %	Germany (643) %	UK (712) %	Canada (543) %	US (503) %	Japan (668) %
TAKEN ANY ACTION (NET)	57	69	66	59	54	35
Talked about it with colleagues at work	42	52	48	45	38	25
Talked about it with my supervisor or manager	10	22	20	15	17	10
Advocated for my employer to take action to help Ukraine	8	14	13	11	8	4
Posted an opinion or information in my workplace about it	8	9	12	9	8	8
Encouraged leaders in my company to speak out or act on it	7	9	9	9	8	3



FEWER THAN A THIRD OF *EMPLOYERS* HAVE SPOKEN OUT OR ACTED.

MY EMPLOYER HAS SPOKEN OUT OR TAKEN ACTION



RANK ORDER: EMPLOYER ACTIONS TAKEN AS REPORTED BY EMPLOYEES

	Europe			North America		Asia-Pacific
	France (662)	Germany (643)	UK (712)	Canada (543)	US (503)	Japan (668)
ACTION TAKEN						
Released a statement about the Russian invasion in Ukraine	6	6	4	3	4	6
Condemned the Russian invasion of Ukraine	1	1	3	2	3	1
Donated to a humanitarian organization to help the people of Ukraine	4	2	1	1	2	2
Contributed on another way to help the people of Ukraine	5	5	4	4	4	3
Donated products or services to help the people of Ukraine	2	3	2	4	1	4
Divested from investments in Russia	8	7	6	6	6	5
Stopped all business operations in Russia	3	4	5	5	5	6
Stopped all business operations in Ukraine	7	8	7	7	7	7
Other	9	9	8	8	8	2



PERCENT: EMPLOYER ACTIONS TAKEN AS REPORTED BY EMPLOYEES

	Europe			North America		Asia
	France (662) %	Germany (643) %	UK (712) %	Canada (543) %	US (503) %	Japan (668) %
ACTION TAKEN (NET)	47	67	60	48	43	34
Released a statement about the Russian invasion in Ukraine	7	11	15	13	11	3
Condemned the Russian invasion of Ukraine	16	24	18	14	12	10
Donated to a humanitarian organization to help the people of Ukraine	10	23	23	16	13	8
Contributed on another way to help the people of Ukraine	8	16	15	12	11	6
Donated products or services to help the people of Ukraine	12	19	21	12	14	5
Divested from investments in Russia	3	10	9	6	6	2
Stopped all business operations in Russia	11	17	14	9	7	3
Stopped all business operations in Ukraine	6	7	5	4	4	2
Other	2	1	2	3	2	8



FEW SAY THEIR EMPLOYER IS DOING TOO MUCH

Virtually no employees say their employer is doing too much. In Germany and UK, about half say their employer is doing the right amount, and in other countries the number is lower. Across countries, 2 in 10 say their employer is doing too little. Many are unsure, especially in Japan.

EMPLOYER ACTION

	Europe			North America		Asia
	France (662) %	Germany (643) %	UK (712) %	Canada (543) %	US (503) %	Japan (668) %
Too much	2	3	4	2	4	4
Right amount	48	55	50	42	40	21
Too little	21	20	22	22	22	22
Not sure	28	22	24	34	35	53





APPENDIX



RESEARCH LIMITATIONS & CONSIDERATIONS

- This survey is an online non-probability survey drawn from large national panels* of citizens in each country who have access to the Internet and who opt-in to participate in periodic online sample surveys. Surveys were conducted in the primary language of each country. Samples have been randomly drawn and adjusted via weighting to represent national population demographics.
- ALL sample surveys may be subject to sources of error, including sampling error, coverage error, and error associated with non-response. All countries in our survey have high internet penetration.** Sample is actively managed and refreshed regularly to include the widest swatch of populations. Randomization in sampling reduces sampling error, however, individuals who participate in sample surveys may be different from those who do not.
- Caution must be taken in comparing cross-cultural data. A large body of research demonstrates that individuals from different national contexts respond to surveys and use scales in different ways. Individualist cultures take more decisive or extreme positions while collectivist cultures demonstrate more acquiescence and sometimes choose more moderate or don't know positions.

*Approximate panel sizes from which samples were drawn: U.S., 10,824,562; Canada: 885,700; U.K.: 1,671,059; France: 1,213,479; Germany: 957,134; Japan: 1,321,462

**All nations in our survey have 90% or greater internet coverage, except for India, where just over half the population have Internet access. Internet World Stats: Canada, 94%; France, 92%; Germany, 96%; Japan, 95%; U.K., 95%; U.S., 90%.