



**Asia-Pacific
Economic Cooperation**

2021/SOM1/CTI/002
Agenda Item: IV.i.a

Multilateralism in the Era of COVID-19: Perception Survey – Post-2020 APEC

Purpose: Information
Submitted by: APEC Secretariat



**First Committee on Trade and Investment
Meeting
3-4 March 2021**



Asia-Pacific
Economic Cooperation

Multilateralism in the Era of COVID-19

Perception Survey -- Post-2020 APEC

Key Findings – Abridged version

March 2021

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for Asia-Pacific Prosperity

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RESEARCH OBJECTIVES

1. Help APEC policymakers formulate and communicate a post-2020 agenda
2. Provide supporting data to be used in crafting themes, priorities and messages that resonate with APEC stakeholders during the COVID-19 era and beyond
3. Understand specific challenges and opportunities of messaging on key APEC issues for the region



21 MARKETS COVERED

METHODOLOGY

Online survey amongst the general public:

Varied by age, gender, region, education, and income

7,600+ respondents in total (400 per market)*

Fieldwork was conducted
11 to 31 December 2020

Data margin of error: +/-5%

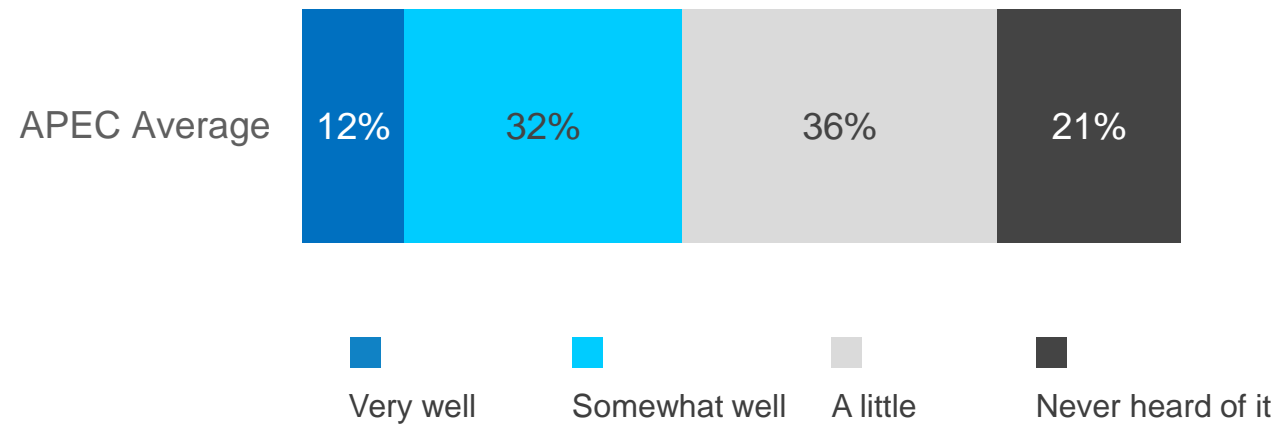
**Note: The survey was also distributed to members of the public in Brunei Darussalam and Papua New Guinea via the APEC Secretariat. While the data obtained was consolidated in the overall results, economy specific breakdowns are unavailable due to the small sample sizes in those two economies.*





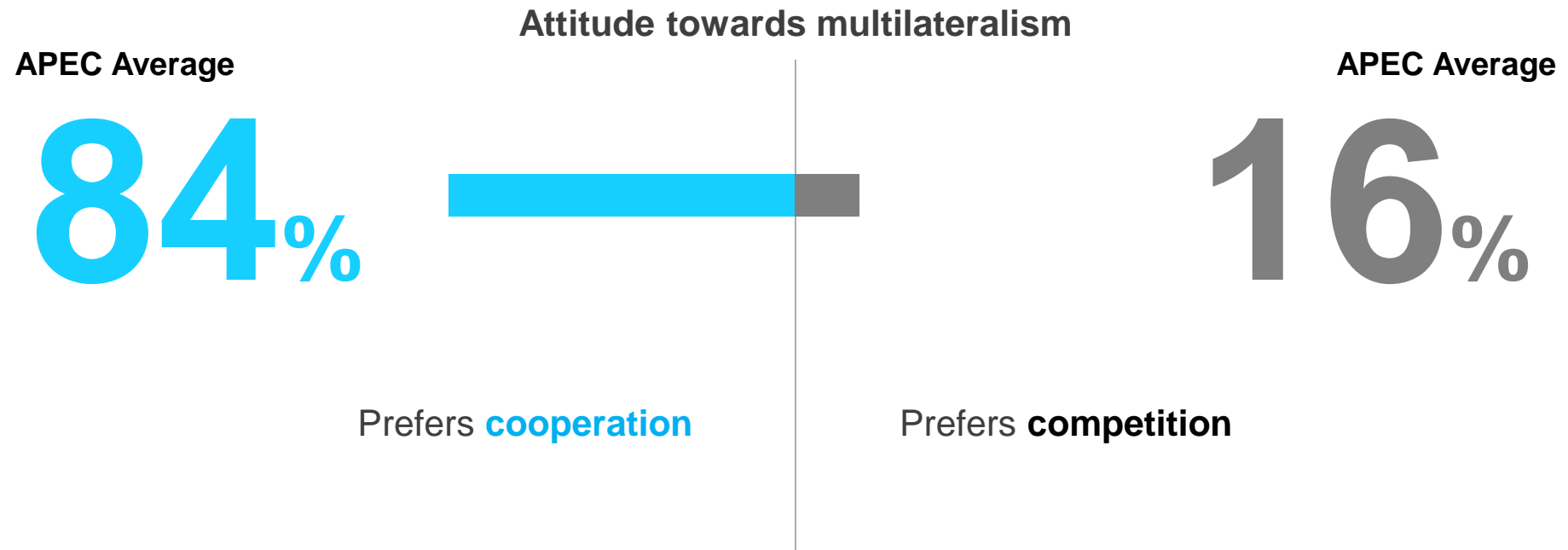
Do people know what multilateralism is?

Understanding of multilateralism



Question: How well do you understand the term "multilateralism"?
Question asked of all respondents.
Percentages may not add up to 100% due to rounding.

Is it important for economies to cooperate?



Can economies go solo and achieve future economic success?

APEC Average

71%

Thinks **multilateralism** is the **only way** for success

Attitude towards multilateralism

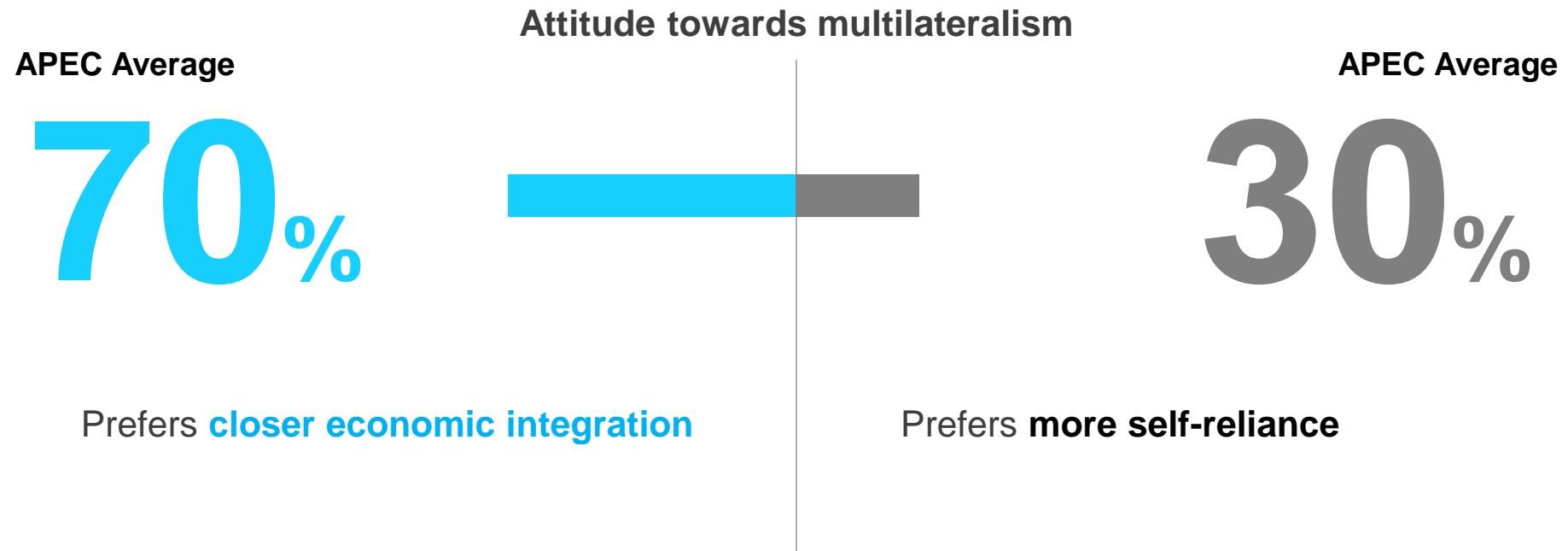


APEC Average

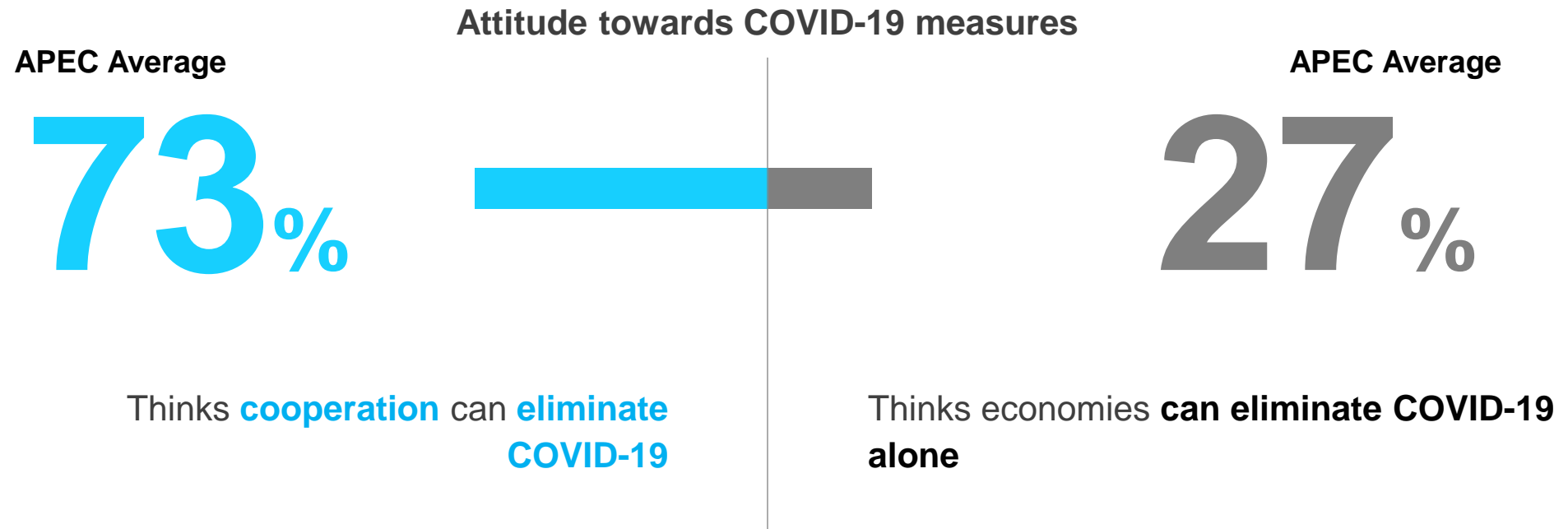
29%

Thinks an **economy can succeed by itself**

Economic integration or self reliance in a global crisis?



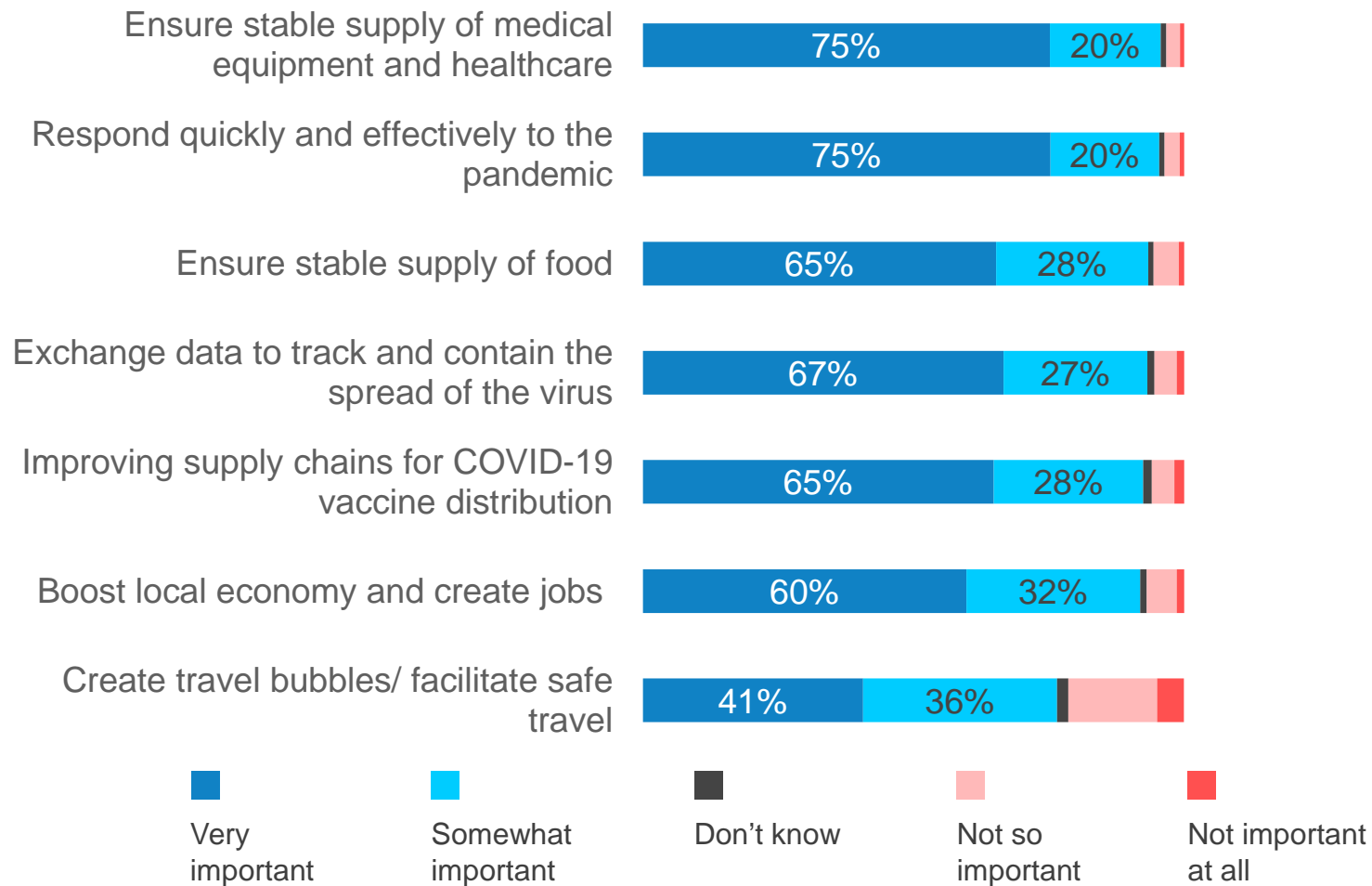
Cooperation or isolation to fight the pandemic?





Cooperation between economies plays a critical role in overcoming a crisis such as the COVID-19 pandemic.

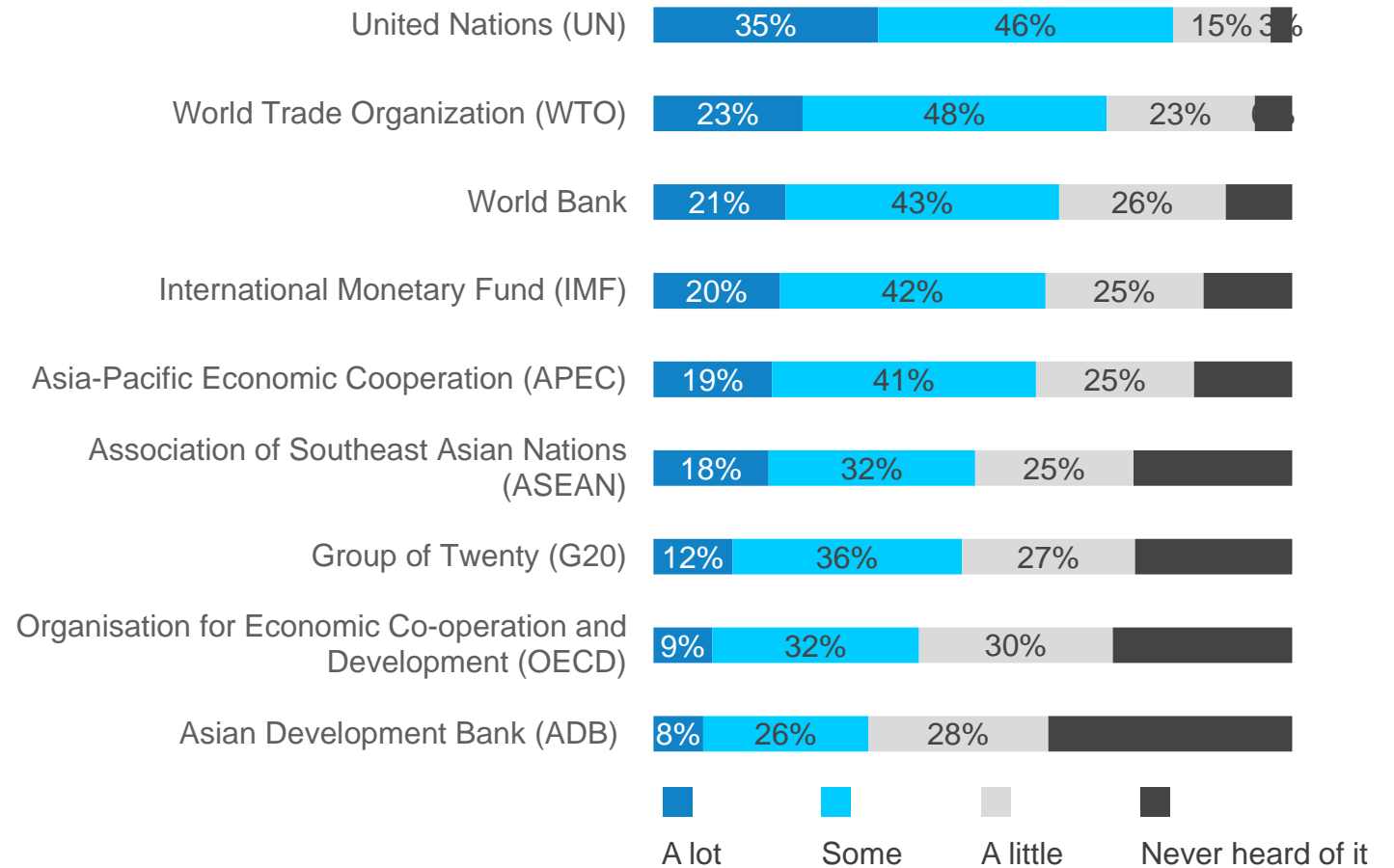
Importance of cooperation in tackling COVID-19





Are people familiar with multilateral institutions?

Awareness of APEC and peers



Unaided awareness of organizations promoting cooperation between economies in Asia-Pacific

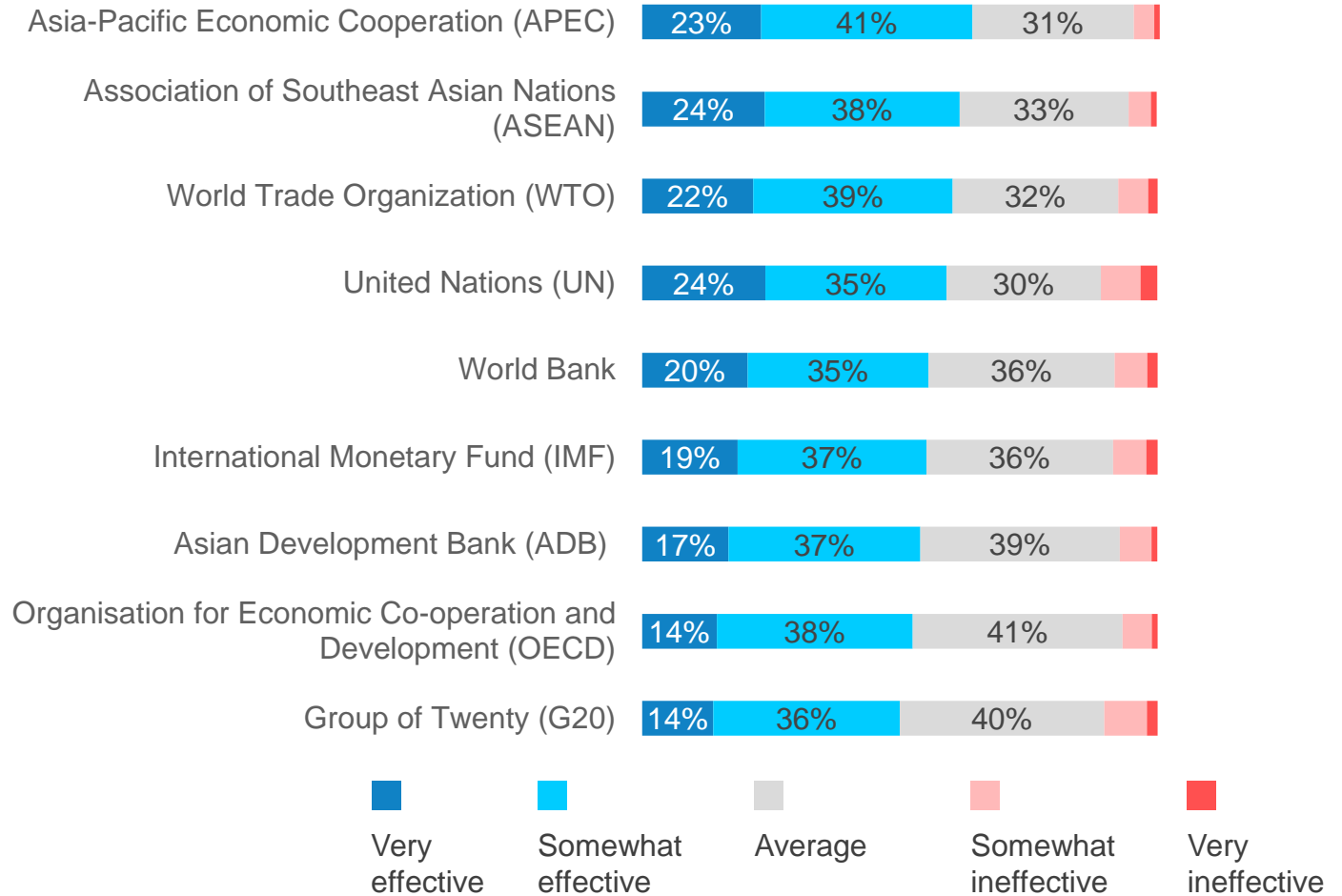
APEC is the most mentioned when asked about organizations that promote cooperation between economies in Asia-Pacific.



Don't know 25%

Among those who are aware of APEC, the organization performs slightly better than peers for promoting cooperation between economies in Asia-Pacific.

Perceived effectiveness in promoting cooperation in Asia-Pacific

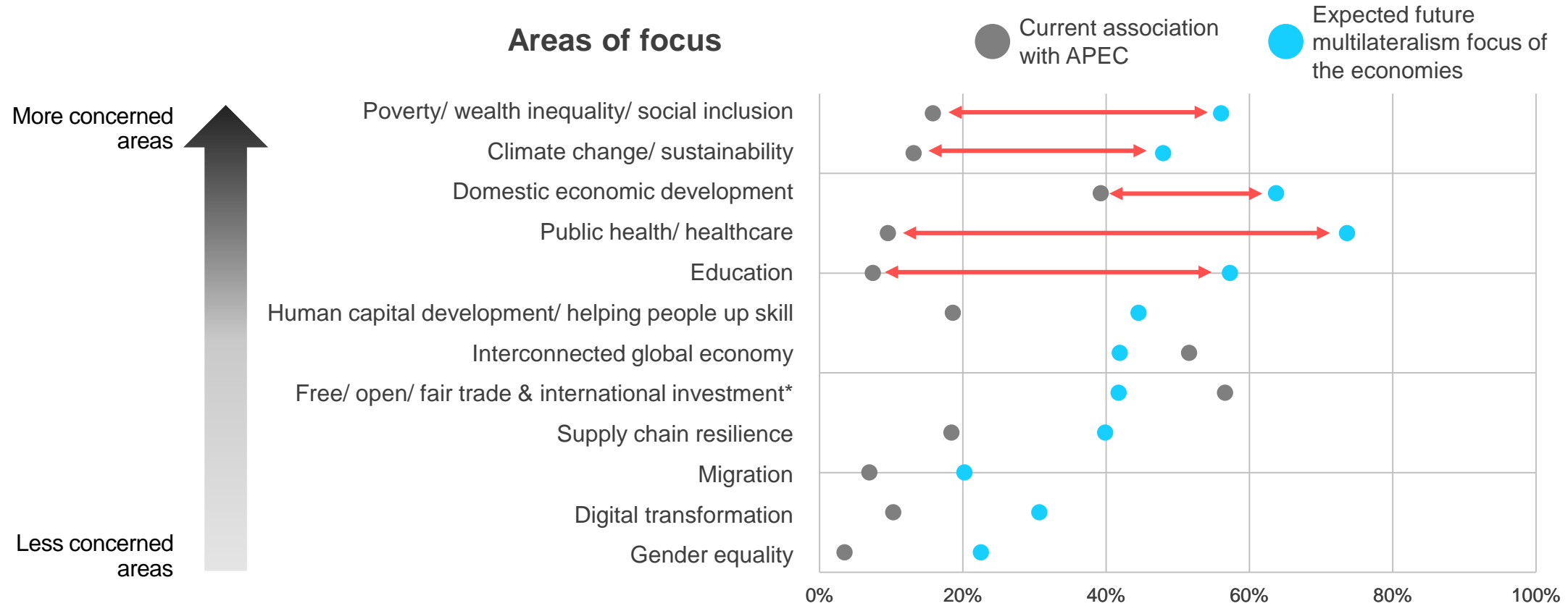


APEC's support for free and open trade and the interconnected global economy are the main topics the public associate with APEC.

Top associations with APEC



Public key concerns vs expected future focus.



NEXT STEPS

- Present survey findings to key stakeholders for analysis and reactions
- Produce qualitative report with recommendations for APEC messaging, positioning and branding elements



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