



# Global Attitudes on Abortion Collected for BuzzFeed



June 2015

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**GAME CHANGERS**

# Research Methodology & Internet Penetration

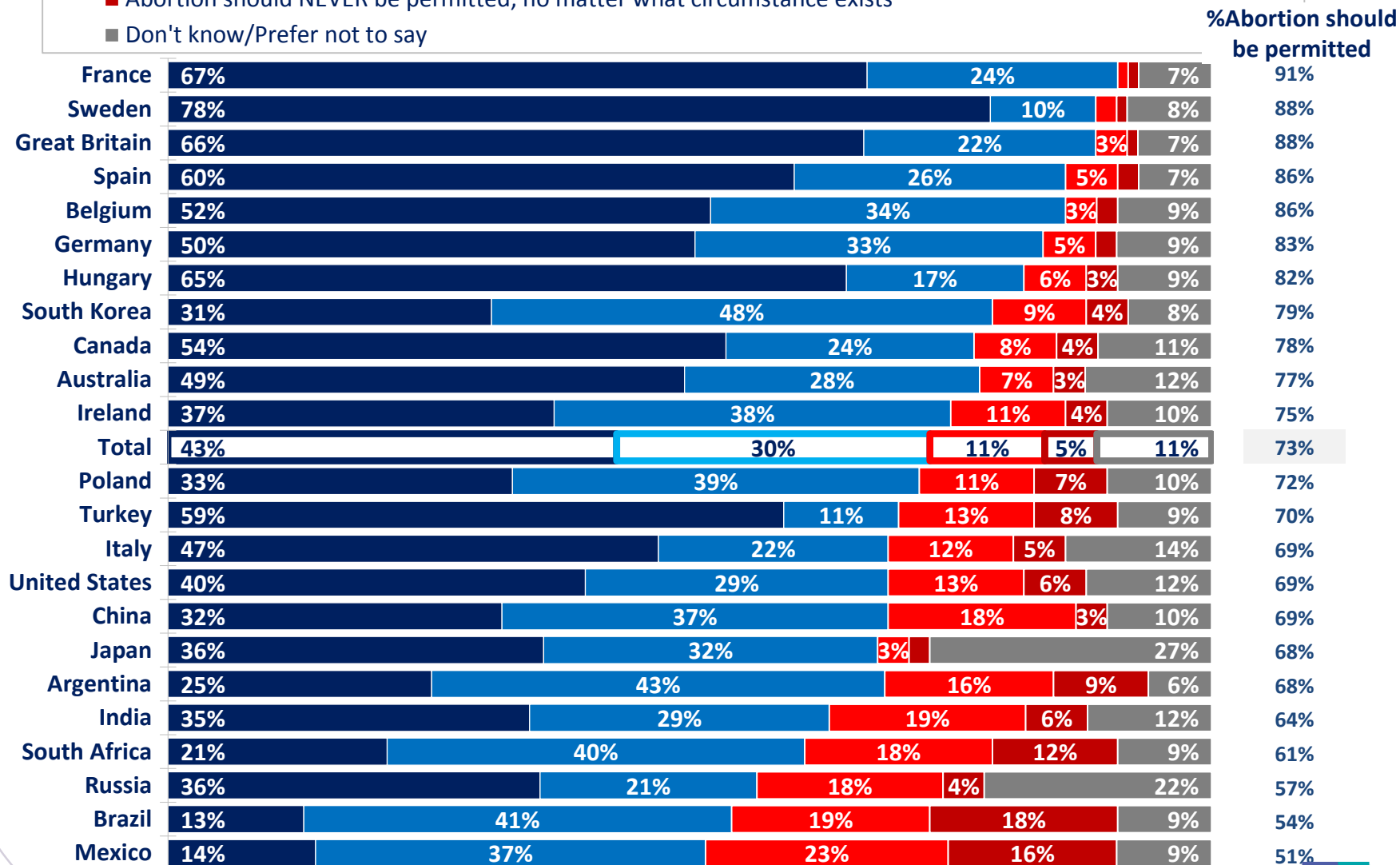


- Interviews were conducted via Ipsos' Global Advisor online Omnibus from April 24<sup>th</sup> – May 8<sup>th</sup> 2015.
- The study is based on interviews with 17,030 adults across 23 countries, with sample sizes as below:
  - Approximately 500 interviews conducted in each of Argentina, Belgium, Mexico, Poland, Russia, South Africa, South Korea, Sweden, Turkey, Hungary, India, and Ireland)
  - Approximately 1,000 interviews conducted in each of Australia, Brazil, Canada, China, France, Germany, Great Britain, Italy, Japan, Spain, and the United States).
- Data are weighted to age, gender, region and household income based on recent Census and/or population figures for each country. The global numbers were calculated such that each market was given equal weight when aggregated (unweighted base size = 500 for all)
- Where internet penetration is more than approx. 60%, the data output is comparable to the general population.
- Of the those surveyed, 15 countries yield results that are balanced to reflect the **general population**: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and United States
- The nine remaining countries surveyed –Brazil, China, India, Indonesia, Mexico, Russia, Saudi Arabia, South Africa and Turkey – reflect online populations that tend to be **more urban and have higher education/income than the general population.**

Argentina	66.4%
Australia	88.8%
Belgium	81.4%
Brazil	45.6%
Canada	83.0%
China	40.1%
France	79.6%
Germany	83.0%
Great Britain	83.6%
Hungary	65.4%
India	11.4%
Indonesia	22.1%
Italy	58.4%
Japan	79.5%
Mexico	36.5%
Poland	64.9%
Russia	47.7%
Saudi Arabia	49.0%
South Africa	17.4%
South Korea	82.5%
Spain	67.2%
Sweden	92.7%
Turkey	45.7%
United States	78.1%

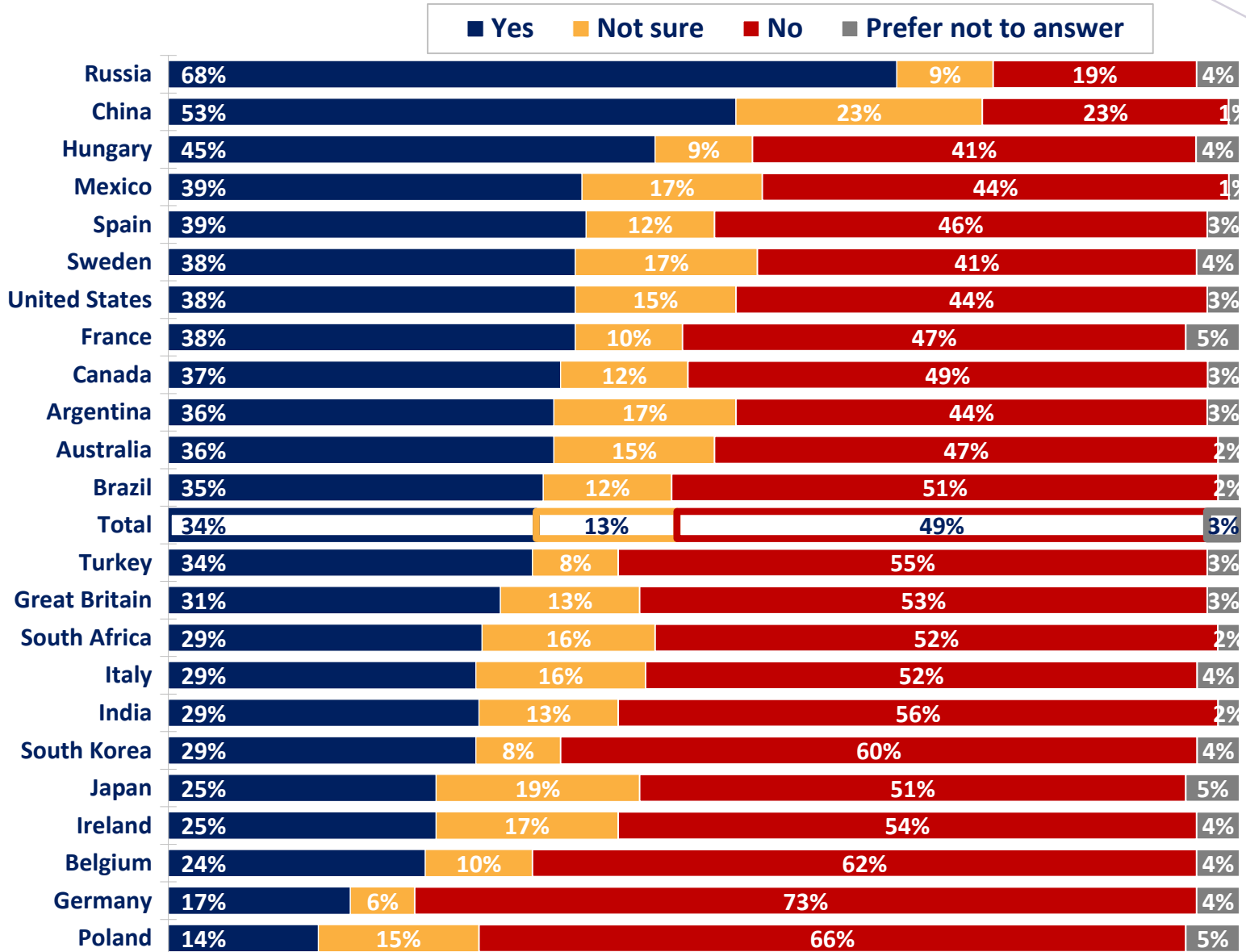
# 23 Country Views on Abortion

- Abortion SHOULD be permitted whenever a woman decides she wants one
- Abortion SHOULD be permitted in certain circumstances, such as if a woman has been raped
- Abortion should NOT be permitted under any circumstances, except when the life of the mother is in danger
- Abortion should NEVER be permitted, no matter what circumstance exists
- Don't know/Prefer not to say



Values under 3% and below not labeled. \*Please choose which is closer to your point of view. "Base: All Countries: Total (n=11,500 weighted ) This Ipsos poll was conducted April 24-May 8, 2015 with an international sample of 17,030 adults aged 18-64 in US and Canada and age 16-64 in all other countries. 1000+ were surveyed in Australia, Canada, France, Germany, Hungary, Italy, Japan, Spain, UK, Brazil, China and the USA and 500+ in Argentina, Belgium, Mexico, Poland, Russia, South Africa, South Korea, Sweden, Turkey, Hungary, India and Ireland with a sample of 500+. Weighting was employed to balance demographics and ensure the sample's composition reflects the adult population according to the most recent country census data.

# One Third (39%) of Women Have Had or Know of Someone Close to Them Ever Had an Abortion



Values under 3% and below not labeled. [IF FEMALE: Have you or has anyone close to you] [IF MALE: Has anyone close to you] ...ever had an abortion? Base : All Countries: Total (n=11,500 weighted ) This Ipsos poll was conducted April 24-May 8, 2015 with an international sample of 17,030 adults aged 18-64 in US and Canada and age 16-64 in all other countries. 1000+ were surveyed in Australia, Canada, France, Germany, Hungary, Italy, Japan, Spain, UK, Brazil, China and the USA and 500+ in Argentina, Belgium, Mexico, Poland, Russia, South Africa, South Korea, Sweden, Turkey, Hungary, India and Ireland with a sample of 500+. Weighting was employed to balance demographics and ensure the sample's composition reflects the adult population according to the most recent country census data.

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The calculation of credibility intervals assumes that  $Y$  has a binomial distribution conditioned on the parameter  $\theta$ , i.e.,  $Y|\theta \sim \text{Bin}(n, \theta)$ , where  $n$  is the size of our sample. In this setting,  $Y$  counts the number of “yes”, or “1”, observed in the sample, so that the sample mean ( $\bar{y}$ ) is a natural estimate of the true population proportion  $\theta$ . This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian <sup>1</sup> statistics combines both the prior distribution and the likelihood function to create a posterior distribution. The posterior distribution represents our opinion about which are the plausible values for  $\theta$  adjusted after observing the sample data. In reality, the posterior distribution is one’s knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution ( $\pi(\theta/y) \sim \beta(y+a, n-y+b)$ ), but with updated hyper-parameters.

Our credibility interval for  $\vartheta$  is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for  $\vartheta$  given our updated knowledge base. There are different ways to calculate these intervals based on  $\pi(\theta/y)$ . Since we want only one measure of precision for all variables in the survey, analogous to what is done within the Classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that  $a=1$  and  $b=1$  and  $y=n/2$ . Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:  $\bar{y} \pm \frac{1}{\sqrt{n}}$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect  $1+L=1.3$  to account for complex weighting<sup>2</sup>. Examples of credibility intervals for different base sizes are below. Ipsos does not publish data for base sizes (sample sizes) below 100.

Sample size	Credibility intervals
2,000	2.5
1,500	2.9
1,000	3.5
750	4.1
500	5.0
350	6.0
200	7.9
100	11.2

These are findings from an Ipsos poll conducted for BuzzFeed from April 24-May 8, 2015.

Data was collected in: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom, Brazil, China, India, Mexico, Russia, South Africa and Turkey and the United States of America. An international sample of 17,030 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 except in Argentina, Belgium, Mexico, Poland, Russia, South Africa, South Korea, Sweden, Turkey, Hungary, India, and Ireland, where each have a sample 500+. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data and to provide results intended to approximate the sample universe.

The precision of Ipsos online polls are calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points and one of 500 is accurate to +/- 5.0 percentage points in their respective general populations. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. For more information on credibility intervals, please visit the Ipsos website at [http://ipsos-na.com/dl/pdf/research/public-affairs/ipsosPA\\_CredibilityIntervals.pdf](http://ipsos-na.com/dl/pdf/research/public-affairs/ipsosPA_CredibilityIntervals.pdf)