Of 23 Countries Surveyed, Majority (65%) in 20 Countries Support Legal Recognition of Same-Sex Unions

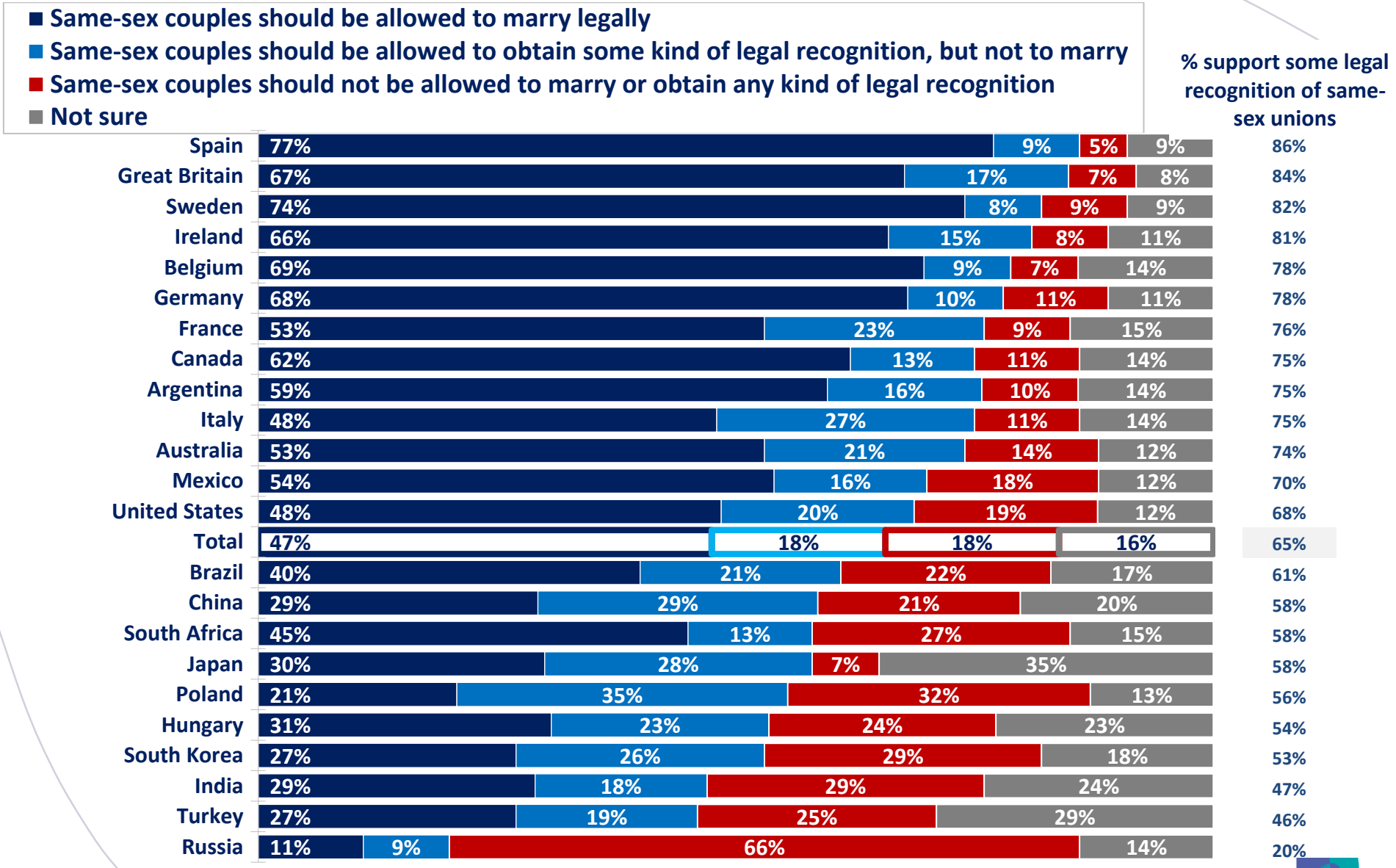
New Global Study Finds 47% of respondents believe that “same-sex couples should be allowed to marry legally” while another 18% believe that same-sex couples should be allowed to obtain some kind of legal recognition, but not to marry”.

Research Methodology & Internet Penetration

- Interviews were conducted via Ipsos' Global Advisor online Omnibus from April 24th – May 8th 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.**

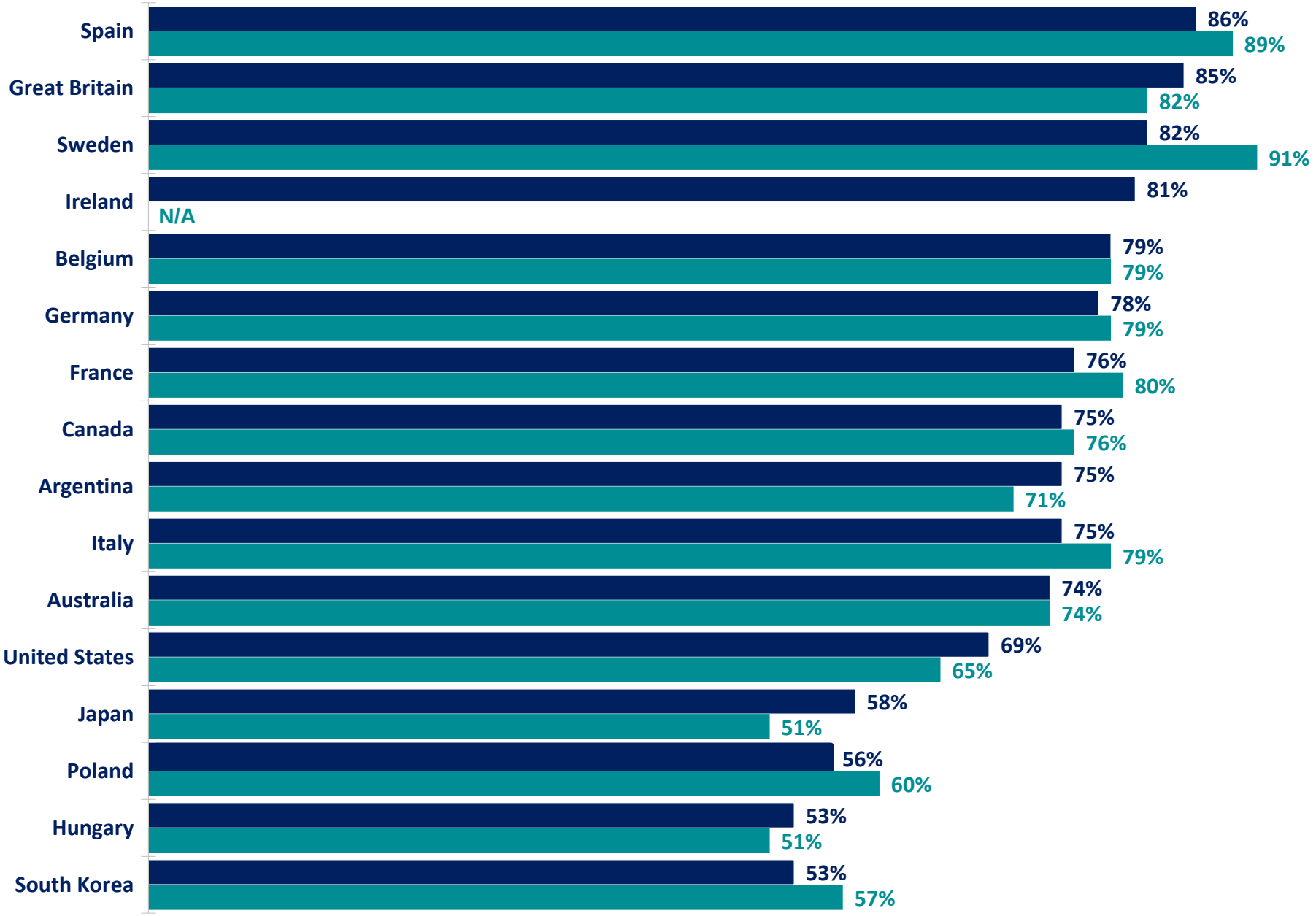
Argentina	**66.4%**
Australia	**88.8%**
Belgium	**81.4%**
Brazil	**45.6%**
Canada	**83.0%**
China	**40.1%**
France	**79.6%**
Germany	**83.0%**
Great Britain	**83.6%**
Hungary	**65.4%**
India	**11.4%**
Indonesia	**22.1%**
Italy	**58.4%**
Japan	**79.5%**
Mexico	**36.5%**
Poland	**64.9%**
Russia	**47.7%**
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%**

When you think about the rights of same-sex couples, which of the following comes closest to your personal opinion?



1. When you think about the rights of same-sex couples, which of the following comes closest to your personal opinion?
Base: All Countries: Total (n=11,500)

% support some legal recognition of same-sex unions (2015 / 2013)



Q. When you think about the rights of same-sex couples, which of the following comes closest to your personal opinion?
Base: All Countries: Total (n=11,500) / May 2015 & June 2013

Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter θ\, i.e., Y|θ~Bin(n,θ), 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 θ. This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian [1] 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 θ 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 (π(θ/y)~β(y+a,n-y+b)), but with updated hyper-parameters.

Our credibility interval for ϑ is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for ϑ given our updated knowledge base. There are different ways to calculate these intervals based on π(θ/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:

$$\bar{y} \mp \frac{1}{\sqrt{n}}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect 1+L=1.3 to account for complex weighting[2]

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

Technical Note

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