

Key findings



Young people feel less empowered

Across 29 countries, Baby Boomers have more faith that their society is a meritocracy than Gen Z. In 2023, there was an 8pp gap between Boomers and Gen Z, this year it is an 11pp gap.



Gen Z men most likely to think enough has already been done

Twenty-seven per cent of Gen Z men say that efforts to promote equality have gone too far: 6pp higher than Boomer men and 11pp higher than Gen Z women. But fewer than one in five think that men or young people are being discriminated against.



Inequality is a prominent concern in Latin America

One in four people in Brazil say inequality is the single most important problem facing their country. Latin American countries make up six of the seven countries most likely to agree with this.



Young people are more sensitive to discrimination

Gen Z and Millennials are more likely than Gen X and Baby Boomers to think inequality is an important issue in their country. Younger people are also more likely to think their own gender is one of the groups facing the most discrimination today.



Governments are expected to act

Older people are more likely to believe that the government in their country is primarily responsible for taking action to reduce inequality.



Gen Z women are diverging from Gen Z men

Gen Z women are more likely than older people to say that people from minority ethnic groups, immigrants and transgender or non-binary people face most unequal treatment. But Gen Z men are no more concerned than older men.