

Perils of Perception

Global Impact of Development Aid

Conducted by Ipsos

September 2017



These are the findings from an *Ipsos global survey* on behalf of the *Bill and Melinda Gates Foundation* that look at public opinion of the **progress in global development**. The results highlight how people from **28 countries** frequently believe the world is in worse shape than it actually is and underestimate the progress made on improving lives around the world and in their own country.



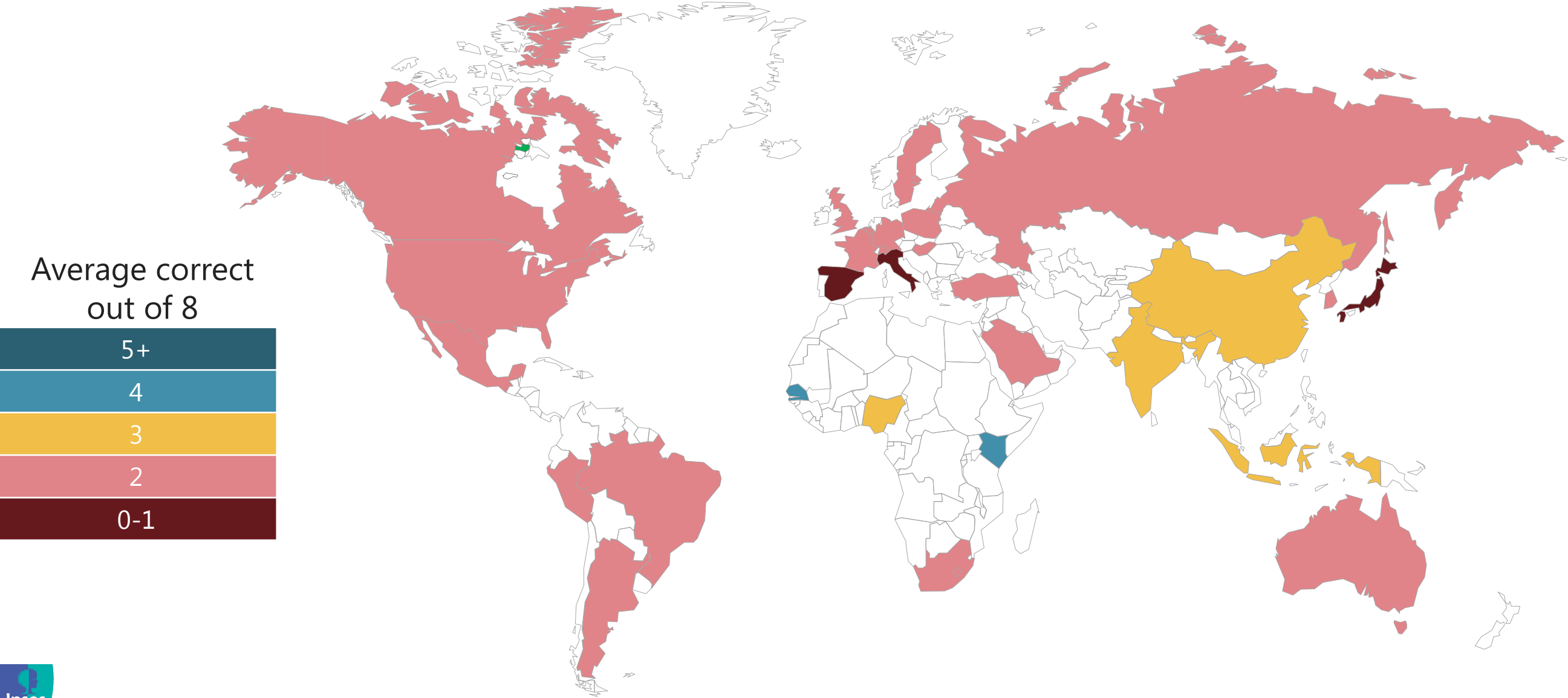
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Global Knowledge of Development Progress

Average Knowledge of Development Progress



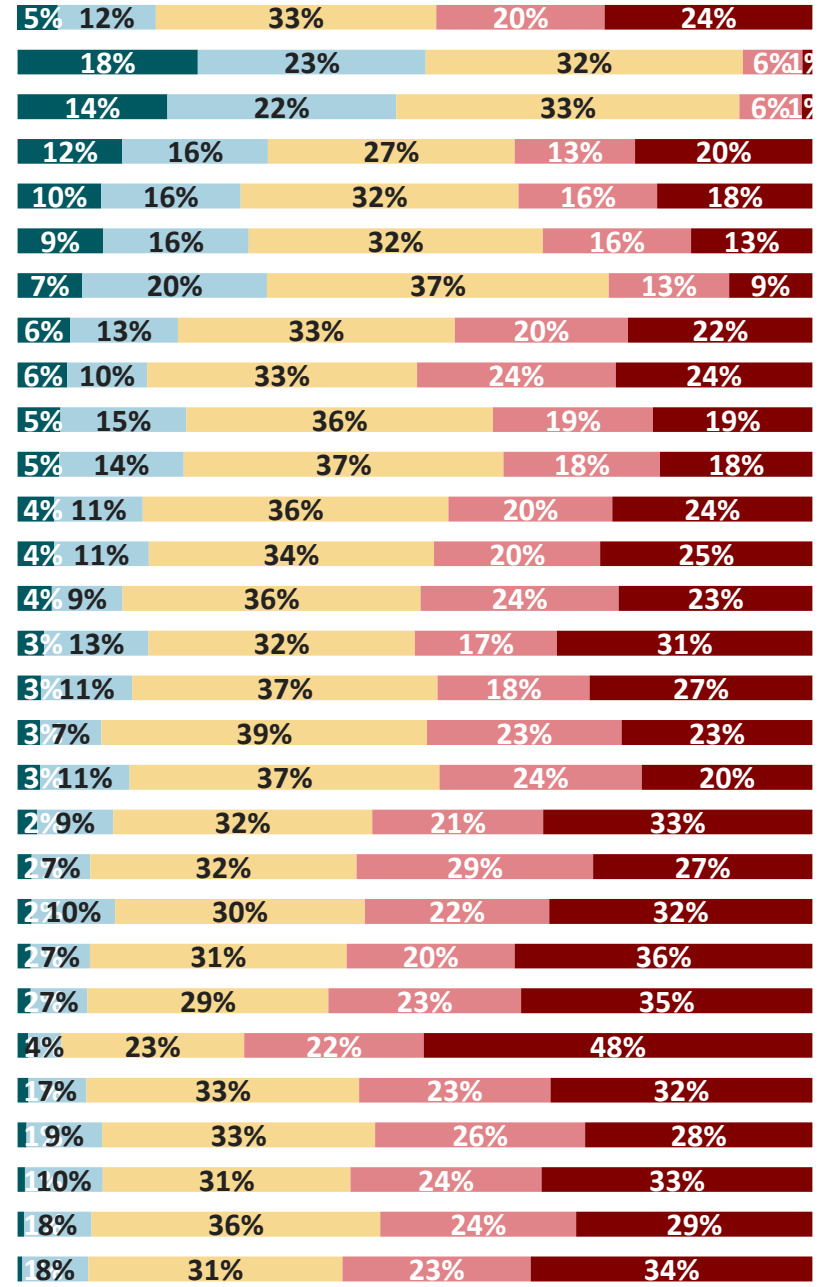
How do countries around the world compare with their knowledge of developmental aid?

Citizens in the developing world are more likely to be knowledgeable about the positive impacts of developmental aid around the world.



Country
Global
Kenya
Senegal
China
Indonesia
India
Nigeria
Brazil
Mexico
Peru
Poland
South Korea
Saudi Arabia
Hungary
Sweden
Turkey
Russia
South Africa
Australia
Argentina
Great Britain
Canada
Italy
Japan
United States
Germany
Belgium
France
Spain

Development Knowledge "Grades"



"A" (5+ correct)

"B" (4 correct)

"C" (2-3 correct)

"D" (1 correct)

"F" (0 correct)

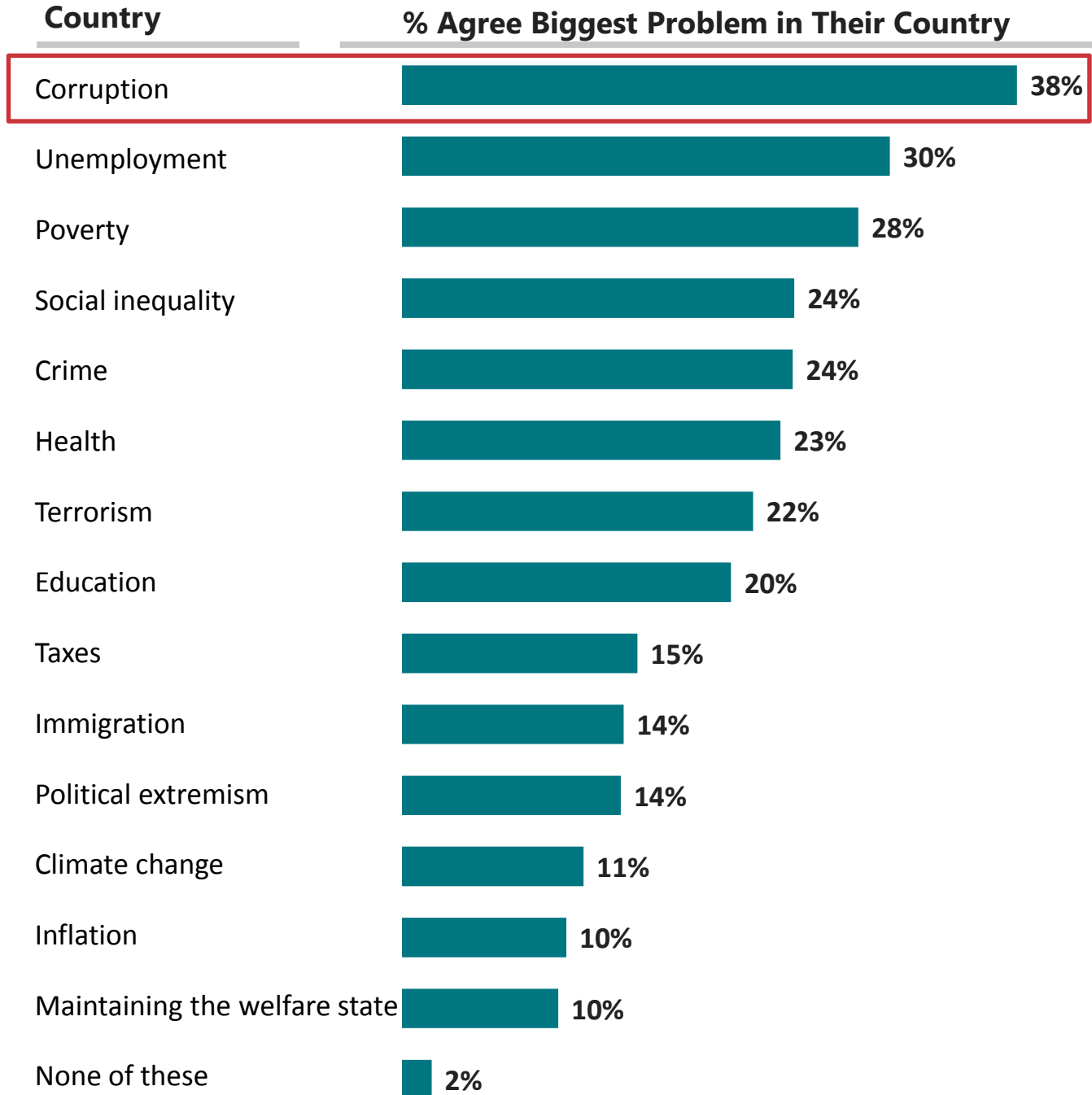
Source

Perceptions of the most urgent problems around the globe

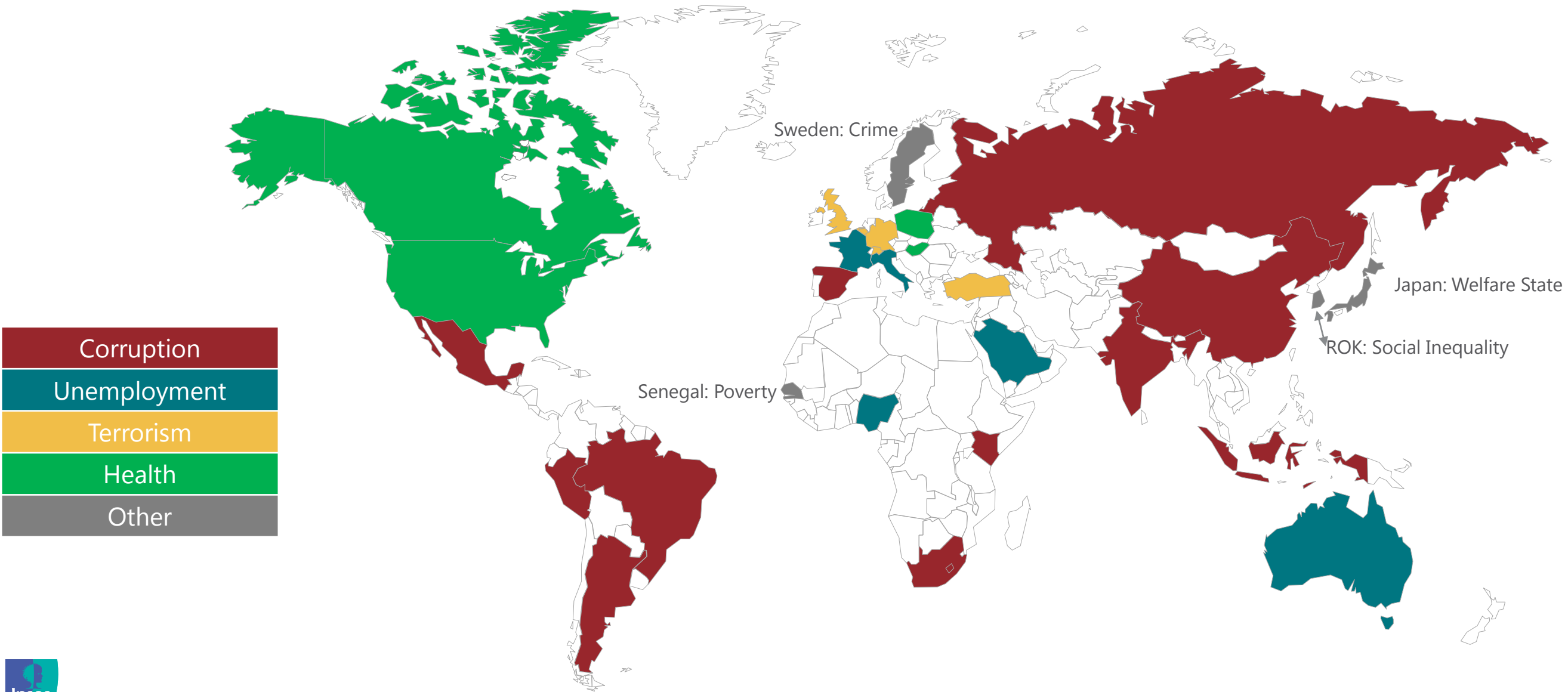
What is the most important problem facing your country?

Which three of the following topics do you find the most worrying in your country?

Corruption is seen as the most worrying problem in individual countries.



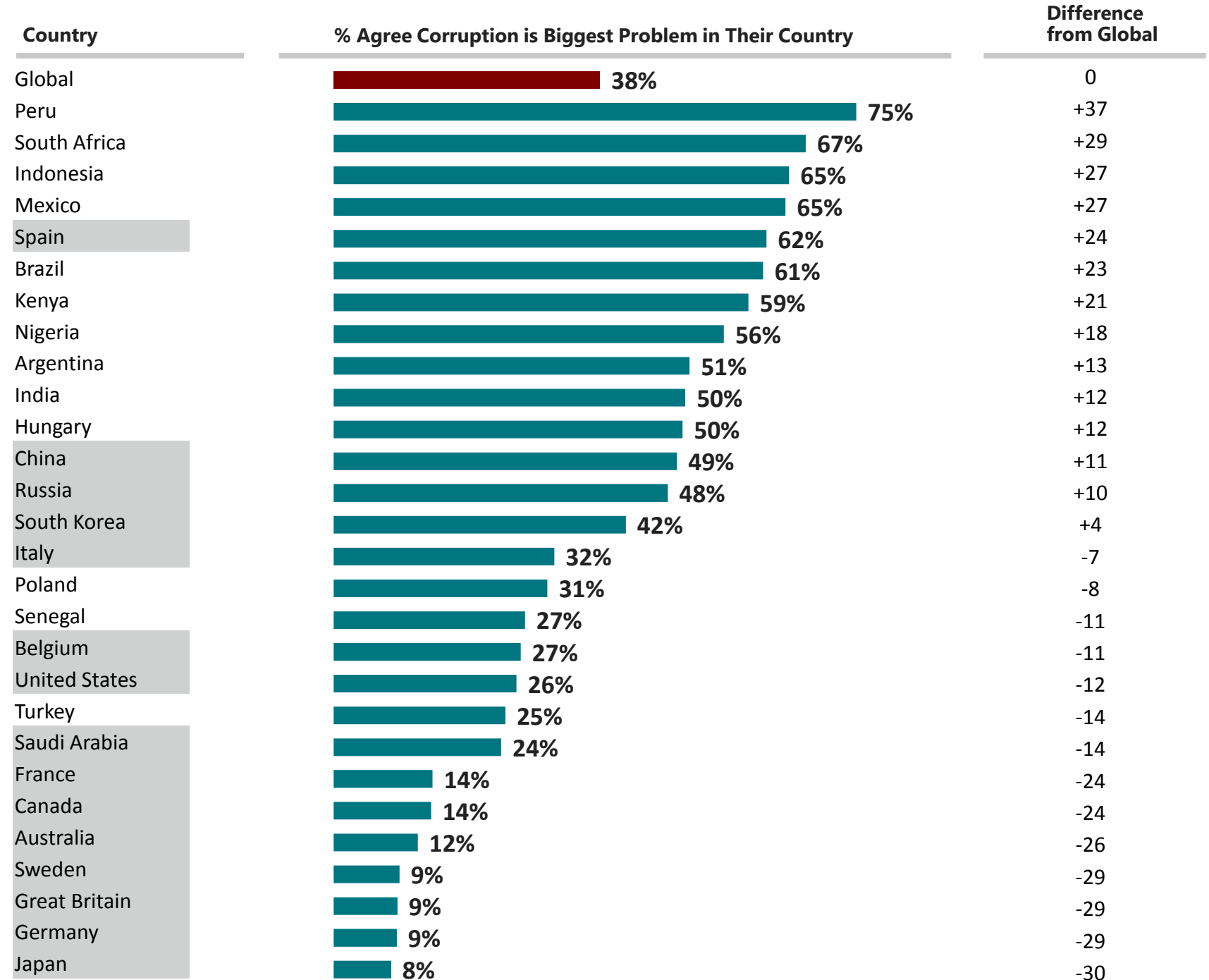
Most Worrying Issue in Country



Which three of the following topics do you find the most worrying in your country?

- Corruption -

Developing countries are most likely to view corruption as problem.

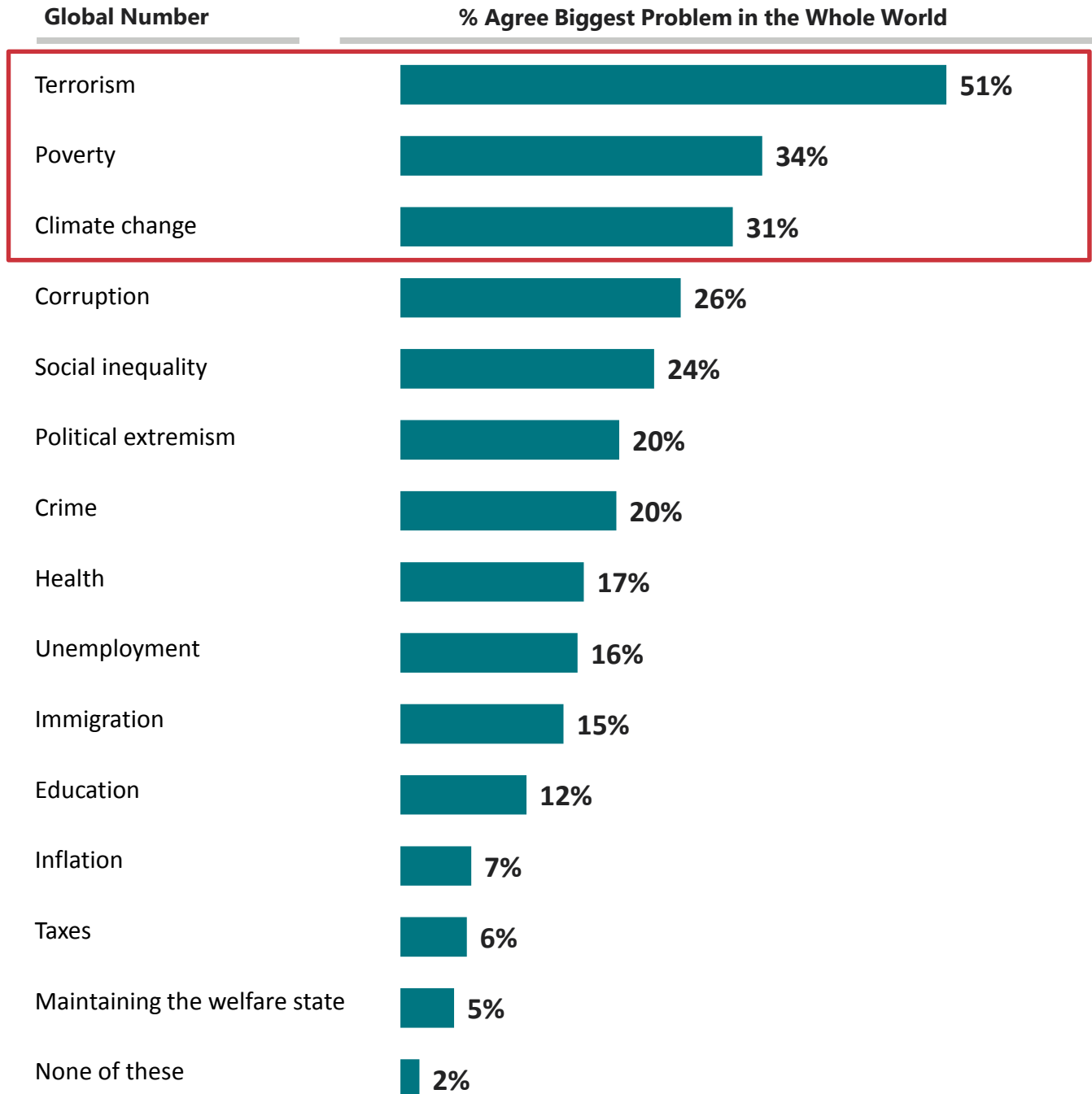


What is the most important
problem facing the world?

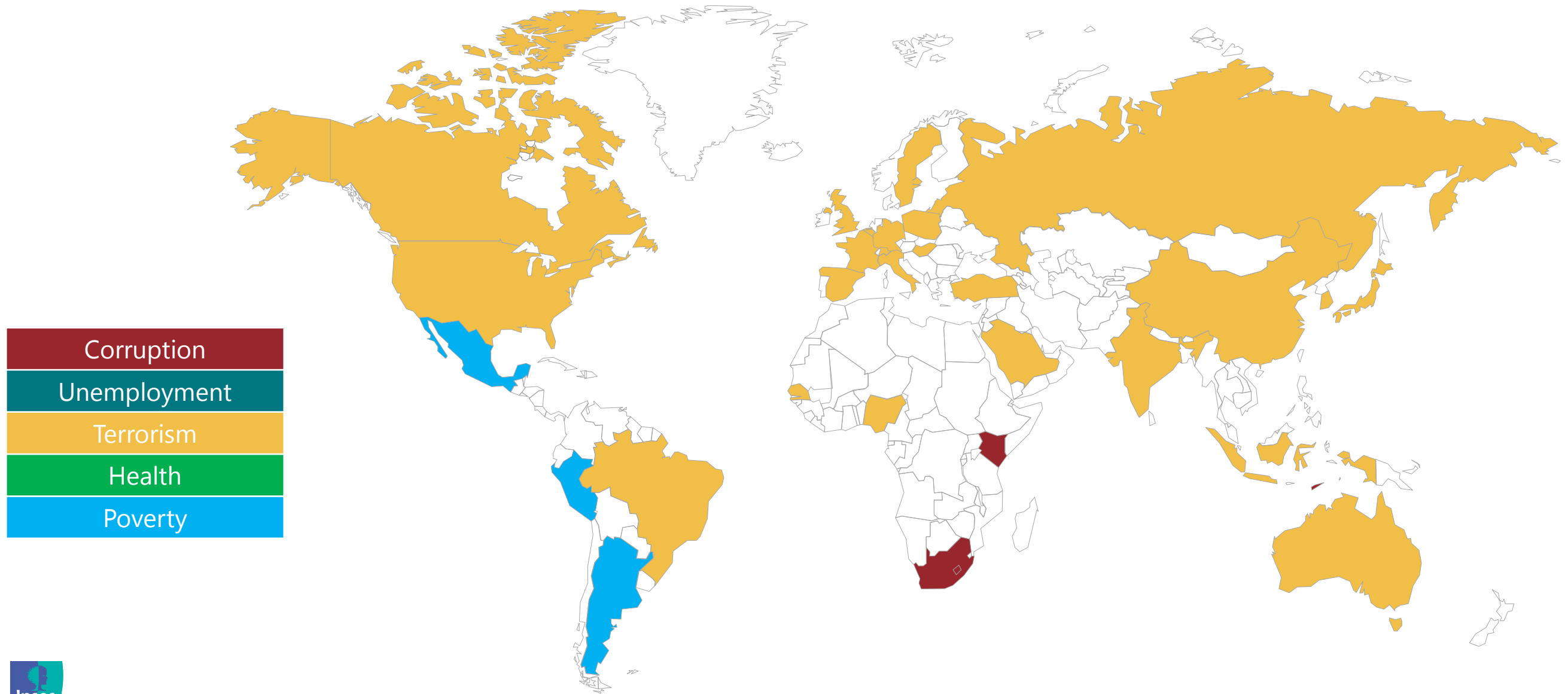


Which three of the following topics do you find the most worrying in the whole world?

Majority say terrorism is the most worrying problem globally; next tier of issues are climate change and poverty.



Most Worrying Issue for World





Which three of the following topics do you find the most worrying in the whole world?

- Terrorism -

Turkey and Indonesia are most likely to say that terrorism is the biggest problem globally, while countries in Latin America are least likely to note this issue.



Country	% Agree Terrorism is Biggest Problem in the Whole World	Difference from Global
Global	51%	0
Turkey	67%	+16
Indonesia	67%	+16
India	64%	+13
Poland	61%	+10
Belgium	59%	+8
France	58%	+7
Great Britain	58%	+7
Germany	56%	+5
Sweden	56%	+5
China	54%	+3
United States	53%	+2
Australia	53%	+2
Spain	53%	+2
South Korea	52%	+1
Saudi Arabia	52%	+1
Russia	51%	0
Nigeria	51%	-1
Canada	50%	-1
Japan	47%	-4
Italy	46%	-5
Senegal	44%	-7
Hungary	44%	-7
Argentina	43%	-8
Kenya	43%	-8
South Africa	36%	-15
Brazil	35%	-16
Mexico	35%	-16
Peru	31%	-20



Which three of the following topics do you find the most worrying in the whole world?

- Poverty -

Citizens in Asia are less likely to say poverty is the biggest problem globally.

Those in Latin America are more likely to say poverty is the biggest problem.



Country	% Agree Poverty is Biggest Problem in the Whole World	Difference from Global
Global	34%	0
Argentina	56%	+22
Peru	48%	+14
Mexico	47%	+13
Kenya	43%	+9
Nigeria	43%	+9
Senegal	42%	+8
Poland	40%	+6
Spain	40%	+6
France	40%	+6
South Africa	40%	+6
Brazil	34%	0
Saudi Arabia	33%	-1
Great Britain	33%	-1
Italy	33%	-1
Belgium	33%	-1
Canada	32%	-2
Hungary	30%	-4
United States	29%	-5
Australia	28%	-6
Sweden	28%	-6
Russia	28%	-6
Germany	27%	-8
Turkey	25%	-9
South Korea	24%	-10
Japan	23%	-11
China	23%	-11
Indonesia	22%	-12
India	18%	-16



Which three of the following topics do you find the most worrying in the whole world?

- Climate Change -

South Korea is most likely to say that climate change is the biggest problem globally.

Nigeria and Kenya are least likely to believe climate change is an issue.



Country	% Agree Climate Change is Biggest Problem in the Whole World	Difference from Global
Global	31%	0
South Korea	49%	+18
Peru	46%	+15
China	45%	+14
Mexico	44%	+13
Hungary	41%	+10
India	39%	+8
Germany	38%	+7
France	38%	+7
Belgium	38%	+7
Sweden	36%	+5
Canada	36%	+5
Argentina	36%	+5
Spain	35%	+4
Italy	34%	+3
Japan	34%	+3
Great Britain	32%	+1
Australia	30%	-1
Indonesia	29%	-2
South Africa	28%	-3
Turkey	28%	-4
United States	23%	-8
Russia	22%	-9
Poland	21%	-10
Brazil	17%	-14
Senegal	14%	-17
Saudi Arabia	12%	-19
Nigeria	12%	-19
Kenya	11%	-20

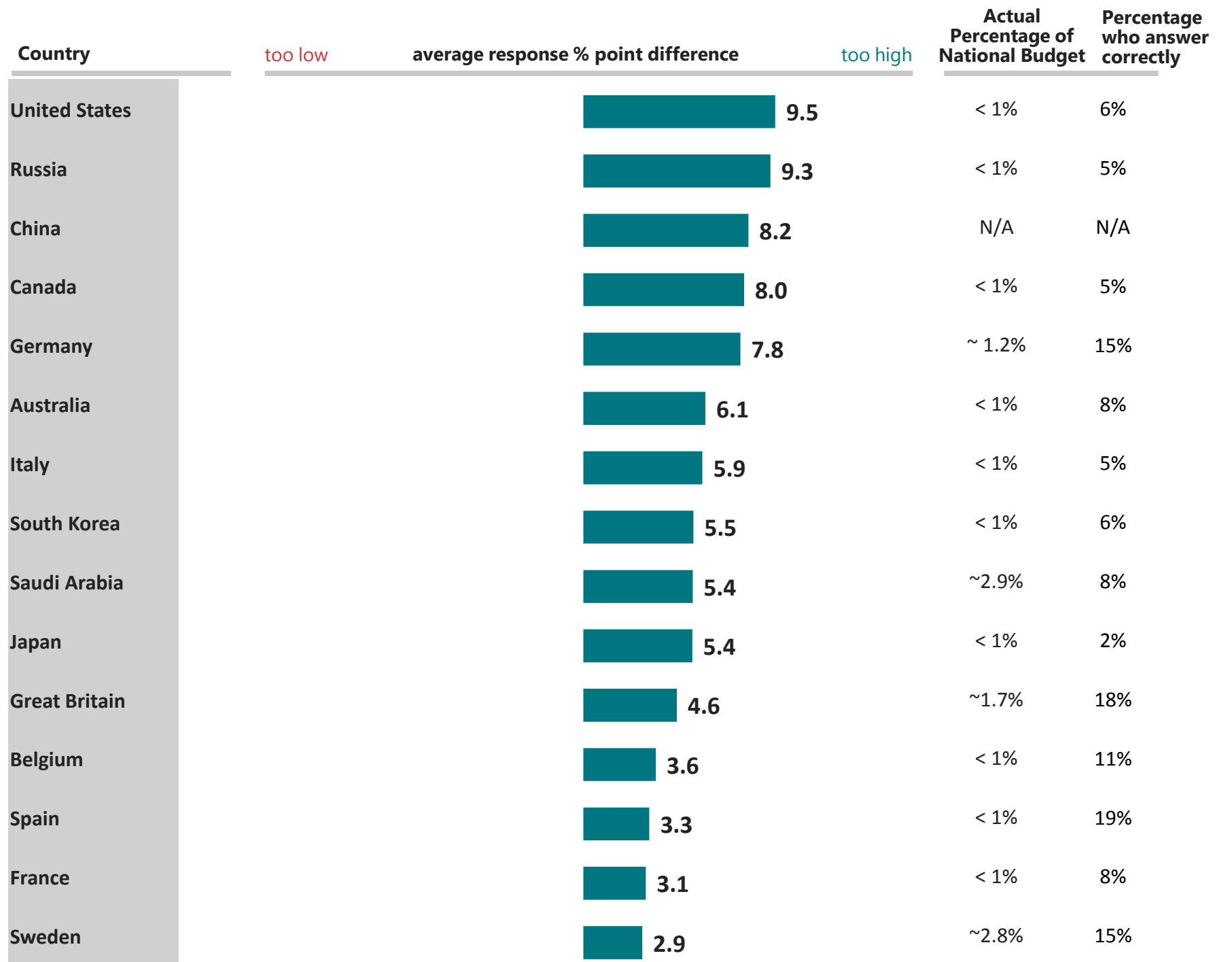
Global understanding of the impact of developmental aid

What Percentage of Your
Country's National Budget is
Spent on Foreign Aid?



What percentage of your country's national budget do you think is currently spent on foreign aid (not including any military spending)?

Most people overstate the country's foreign aid spending when compared to the percentage of the national budget.



Source: OECD Data on DAC countries. CIA World Factbook Estimations on National Budgets.

In the last 20 years, has the proportion of those living in poverty increased or decreased?



In the last 20 years, the proportion of the world population living in extreme poverty has...?

While extreme poverty has been declining, half of those asked around the world believe that extreme poverty has been increasing.

Believe poverty increased

Believe poverty decreased

Don't know



Country

Perceptions of Change in World Poverty Levels

Percent who answer correctly

Country	Believe poverty increased	Believe poverty decreased	Percent who answer correctly
Global	52%	20%	20%
China	21%	49%	49%
Kenya	55%	37%	37%
Peru	36%	36%	36%
Senegal	51%	35%	35%
India	41%	35%	35%
Indonesia	44%	31%	31%
Sweden	39%	30%	30%
Nigeria	64%	25%	25%
Poland	39%	24%	24%
Brazil	51%	21%	21%
Great Britain	43%	21%	21%
Australia	43%	19%	19%
Canada	48%	17%	17%
South Africa	68%	16%	16%
United States	51%	15%	15%
South Korea	38%	15%	15%
Saudi Arabia	56%	14%	14%
Turkey	64%	14%	14%
Belgium	58%	12%	12%
Russia	65%	12%	12%
Mexico	67%	11%	11%
Germany	63%	11%	11%
Spain	56%	11%	11%
Hungary	68%	9%	9%
Japan	32%	9%	9%
Argentina	67%	9%	9%
France	68%	9%	9%
Italy	60%	9%	9%

Source: World Bank

In the last 20 years, has the child mortality rate in developing countries increased or decreased?



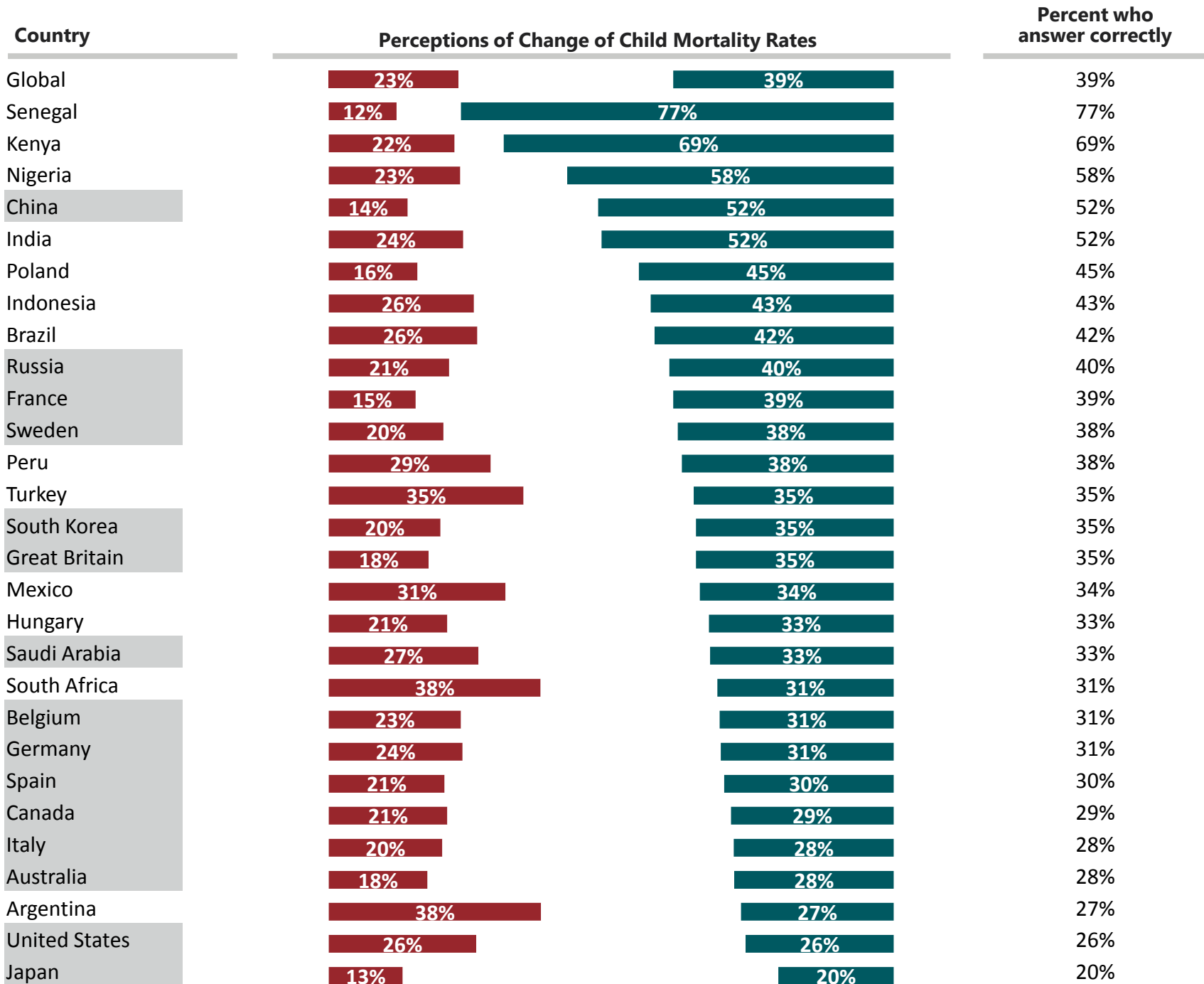
In the last 20 years, has the child mortality rate in developing countries increased, decreased or stayed about the same?

Child mortality rates around the world continues to decline. Those in developing countries are much more likely to say it is decreasing than those in developed economies.

Believe Child Mortality Increased

Believe Child Mortality Decreased

Don't know



Source: World Bank

In the last 20 years, has the percentage of children in developing countries with developmental disabilities or stunted growth increased or decreased?



In the last 20 years, has the percentage of children in developing countries with developmental disabilities or stunted growth increased, decreased or stayed about the same?

Children in developing countries with developmental disabilities or stunted growth has been decreasing, but one-third of the population believes that this number is actually increasing.

Believe Disability/Stunted Growth Increased

Believe Disability/Stunted Growth Decreased

Don't know



Country

Perceptions of Change of Children in Developing Countries with Developmental Disabilities/Stunted Growth

Percent who answer correctly



Source: World Bank

Since 1990, has maternal mortality around the world increased or decreased?



Since 1990, the percentage of mothers around the world who have died during childbirth has...

Globally, maternal mortality has been declining. Nearly half answer correctly, but 39 percent are unsure

Believe Maternal Mortality Increased

Believe Maternal Mortality Decreased

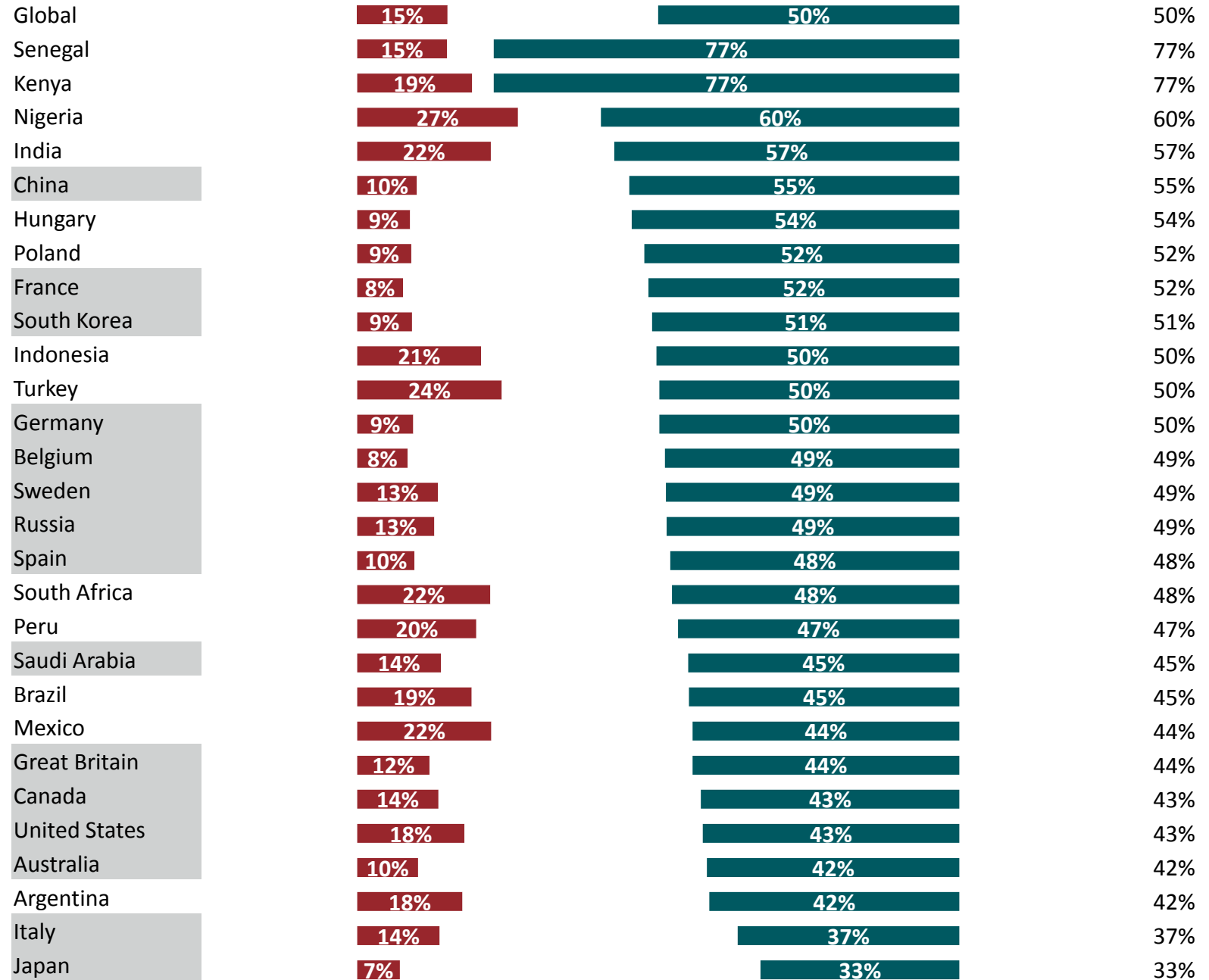
Don't know



Country

Perceptions of Change of Maternal Mortality Rates

Percent who answer correctly



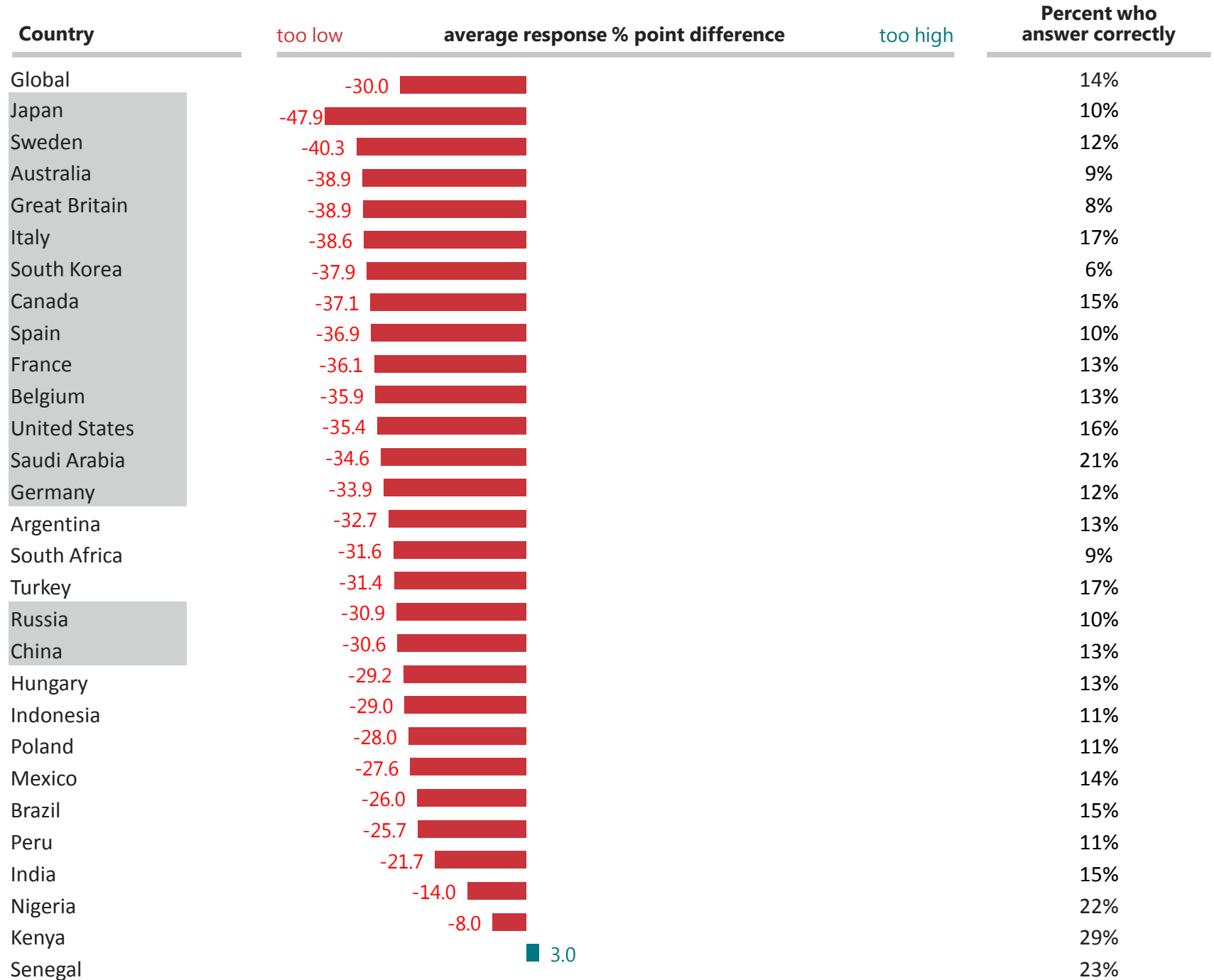
Source: World Bank

How many married women use
contraception around the world?



Approximately what percentage of married women between the ages of 15 and 49 around the world report using contraception?

Two-thirds of the world's married women (64%) use contraception, but most of the world grossly underestimates that number.



Source: United Nations report on Trends in Contraceptive Use Worldwide, 2015.

How many married women use
contraception in your country?



Approximately what percentage of married women between the ages of 15 and 49 in your country report using contraception?

Misconceptions around contraception use in individual countries is prevalent as well, with most people believing far fewer women use contraception than reality.



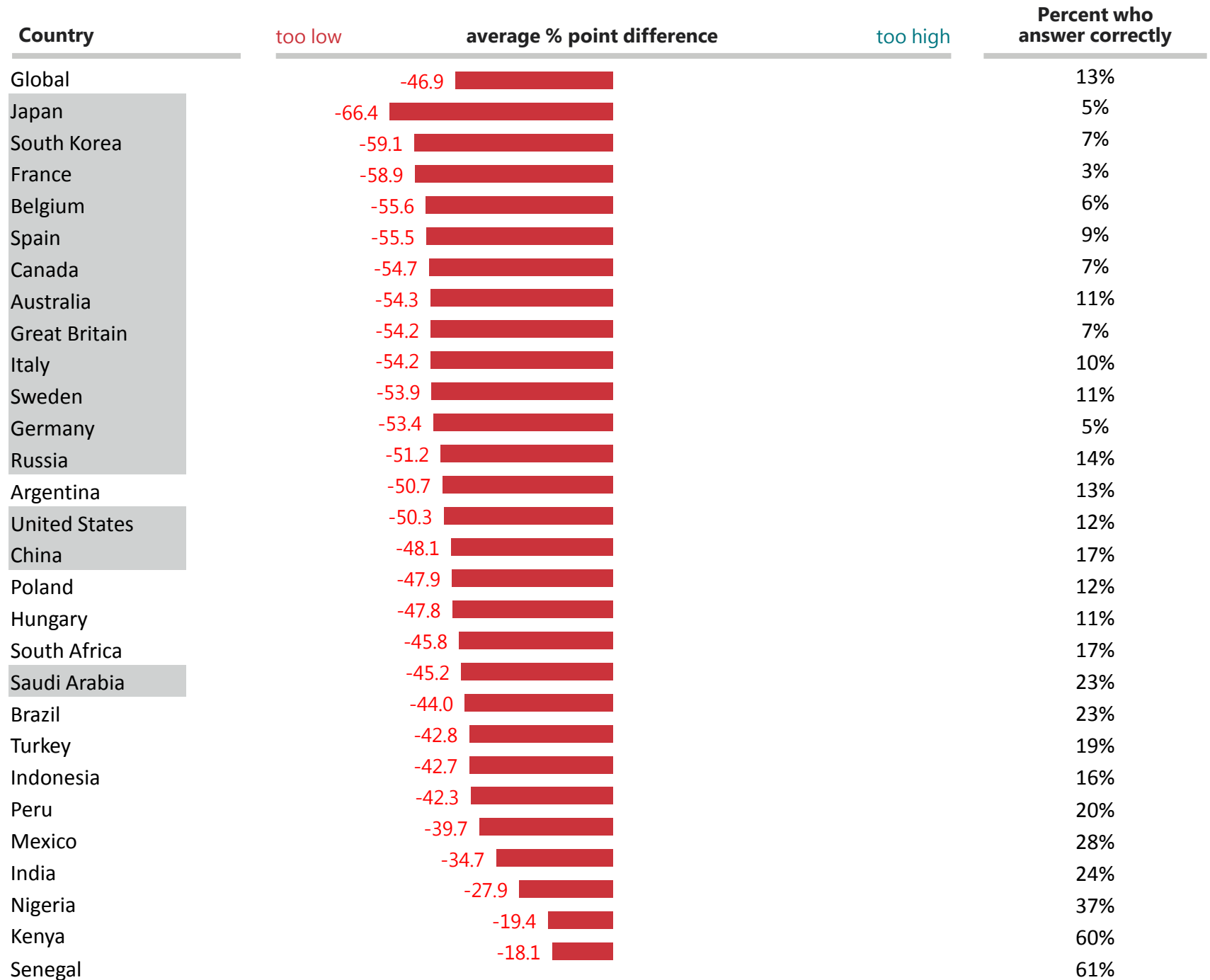
Source: United Nations report on Trends in Contraceptive Use Worldwide, 2015.

How many 1-year old children
have been vaccinated against
some disease?



How many of the world's 1-year old children today have been vaccinated against some disease?

The percentage of 1-year old children vaccinated for some type of disease around the world is 85%. Most people believe the number to far less than that, with Japan believing it is less than one-fifth of one years around the world.



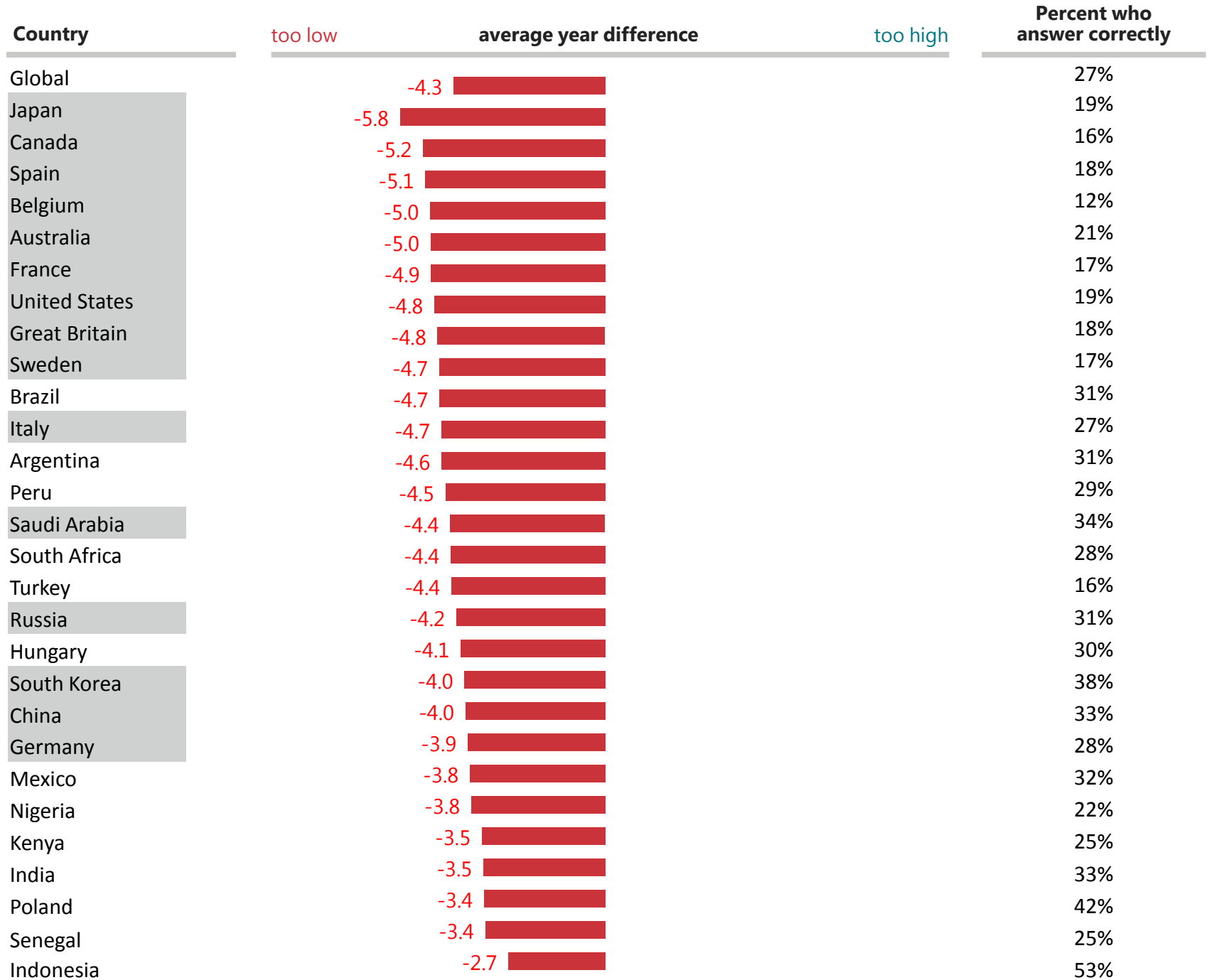
Source: World Health Organization

How many years have 30-year-old
women spent in school
worldwide?



Worldwide, 30-year-old men have spent 10 years in school, on average. How many years have women of the same age spent in school?

Around the world, 30-year-old women have spent an average of 9 years in school. Most believe this number to be far smaller. Developed countries are much more likely to believe that women are less educated around the world.



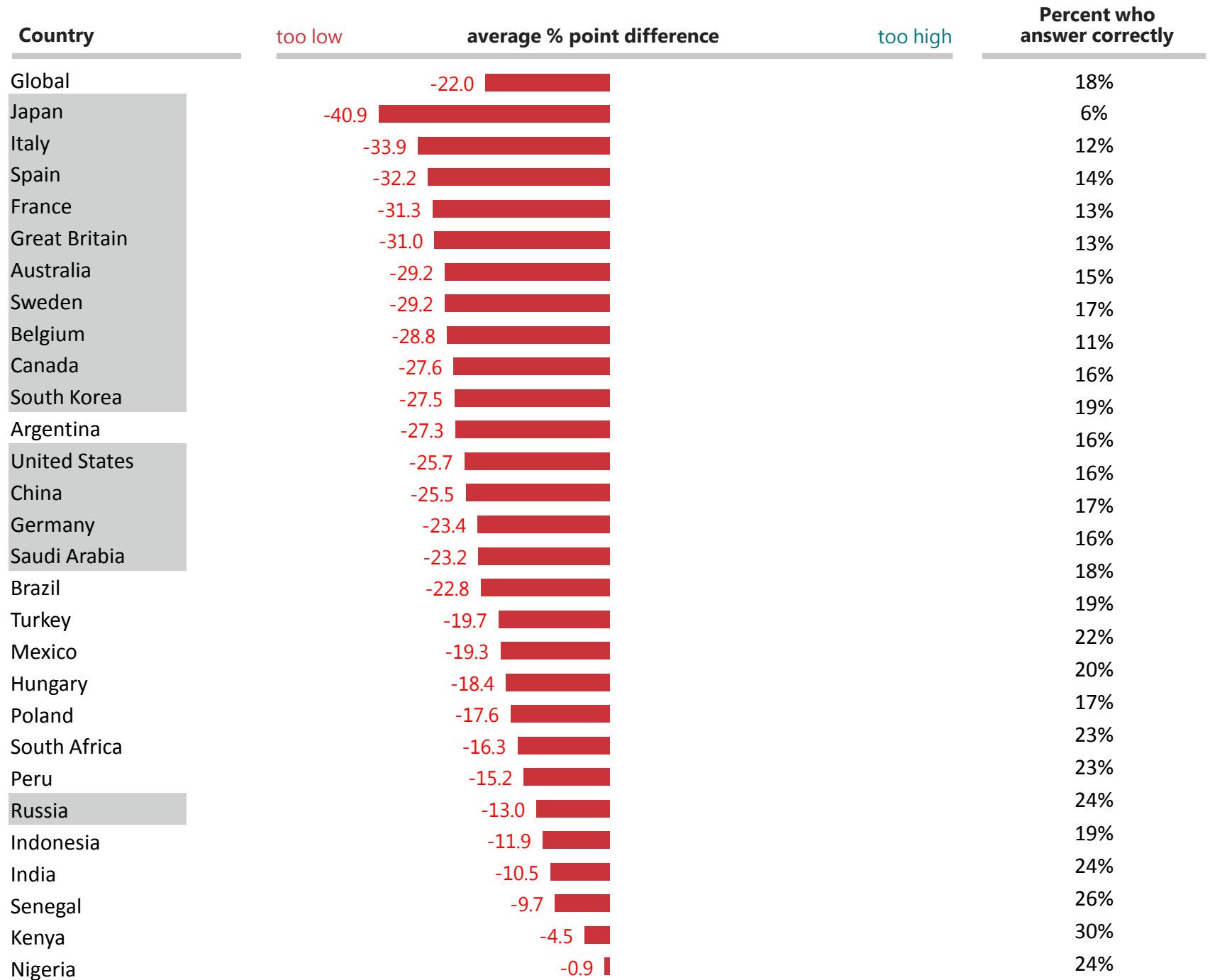
Source: Global Health Data Exchange

How many adults around the world have access to financial services?



About what percentage of adults around the world currently have access to financial services (or any form of banking)?

Three-fifths of the world (62%) has access to some form of financial services. Those in high-income countries are most likely to underestimate the number of people who access to financial services around the world.



Source: World Bank, The Global Findex Database, 2014.



How do people access financial services in developing countries?



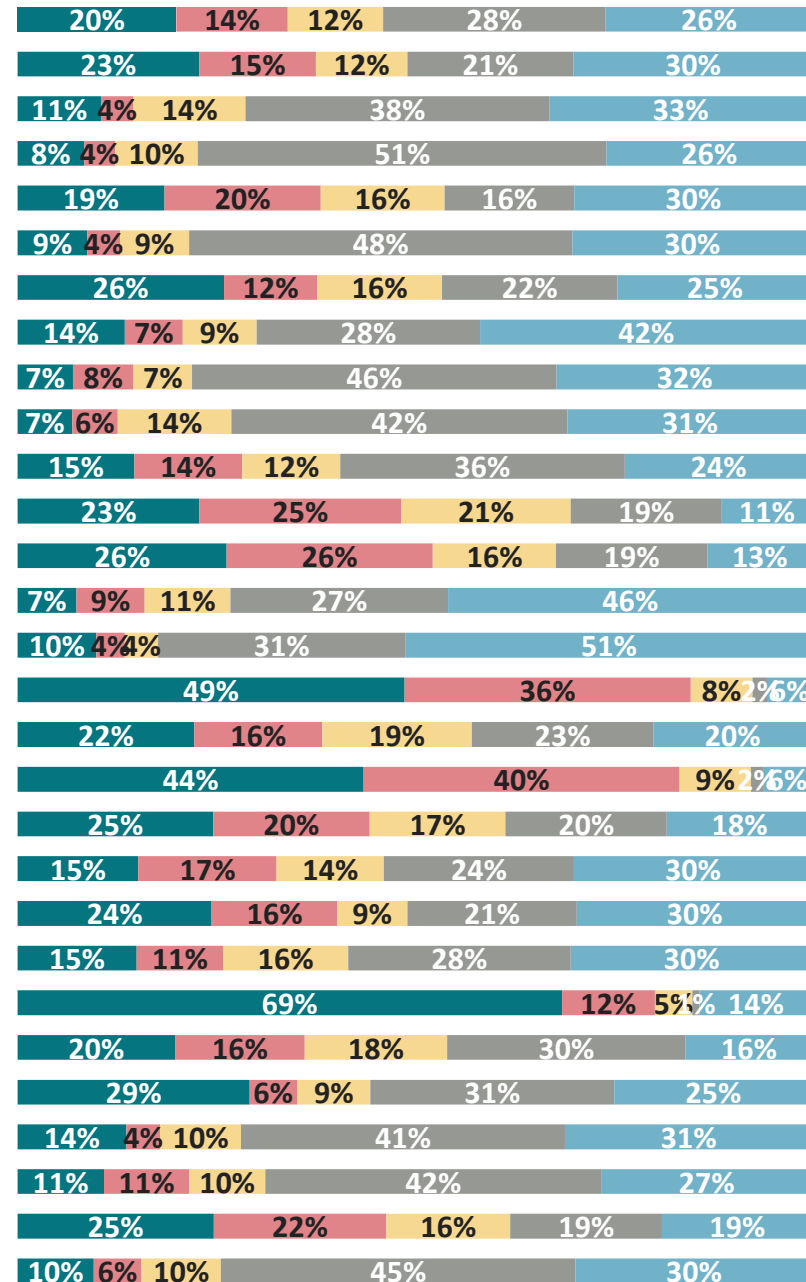
To the best of your knowledge, how do people in developing countries most frequently access financial services?

Nearly one third believe that those in the developing world do not have access to financial services. Respondents in Belgium are most likely to say that those in developing countries do not have access to financial services.



Country
Global
Argentina
Australia
Belgium
Brazil
Canada
China
France
Germany
Great Britain
Hungary
India
Indonesia
Italy
Japan
Kenya
Mexico
Nigeria
Peru
Poland
Russia
Saudi Arabia
Senegal
South Africa
South Korea
Spain
Sweden
Turkey
United States

Perceptions of Developing Countries' Access to Financial Services



Through a bank or financial institution

Through a mobile phone money account or mobile wallet

Through a community or group savings plan

Don't have access to or don't use financial services

Don't know

Source: World Bank, The Global Findex Database, 2014.

How do people access financial services in your country?



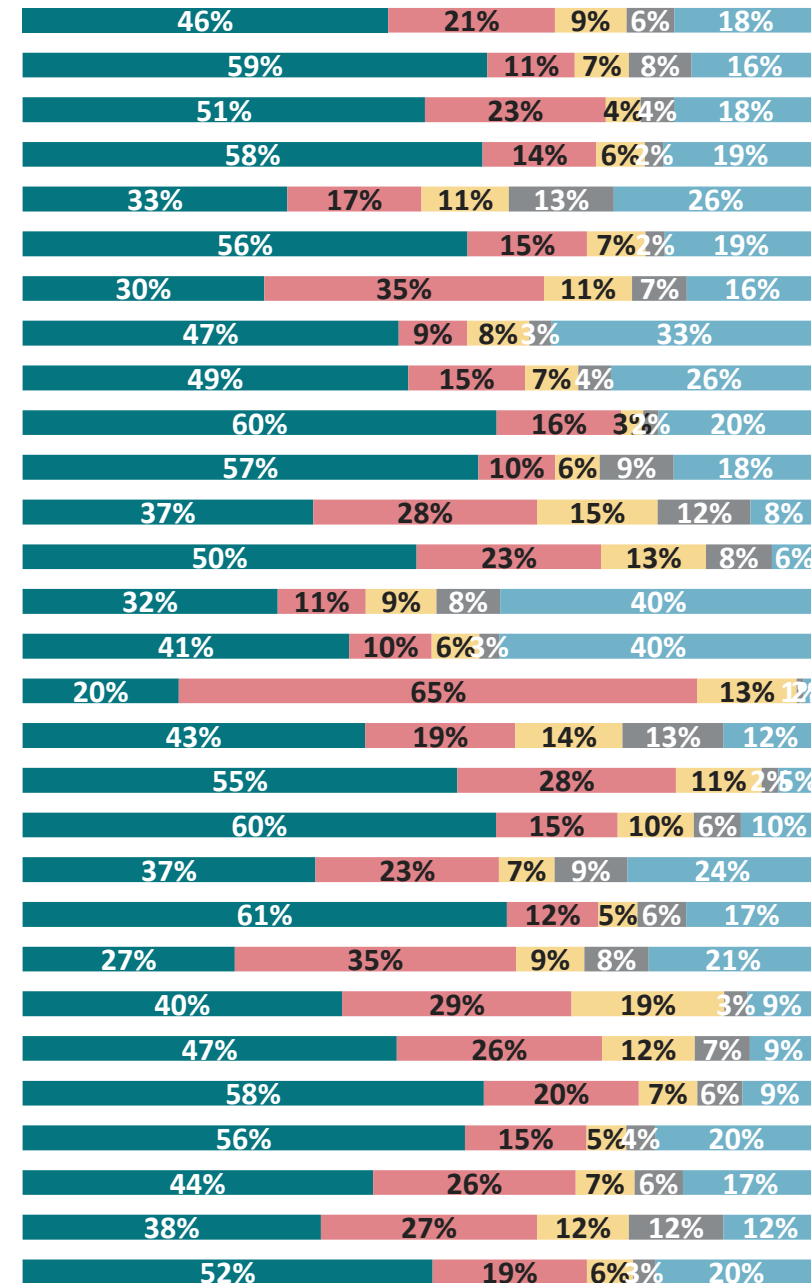
To the best of your knowledge, how do people in your country most frequently access financial services?

People are most likely to think that fellow citizens in their country have access to a bank or other financial institution. Those in Kenya, China and Saudi Arabia are most likely to think their fellow citizens use a mobile money account.



Country
Global
Argentina
Australia
Belgium
Brazil
Canada
China
France
Germany
Great Britain
Hungary
India
Indonesia
Italy
Japan
Kenya
Mexico
Nigeria
Peru
Poland
Russia
Saudi Arabia
Senegal
South Africa
South Korea
Spain
Sweden
Turkey
United States

Perceptions of Access to Financial Services Within Own Country



Through a bank or financial institution

Through a mobile phone money account or mobile wallet

Through a community or group savings plan

Don't have access to or don't use financial services

Don't know

Source: World Bank, The Global Findex Database, 2014.

How do people access financial services in your country 15 years from now?



To the best of your knowledge, how do people in your country 15 years in the future most frequently access financial services?

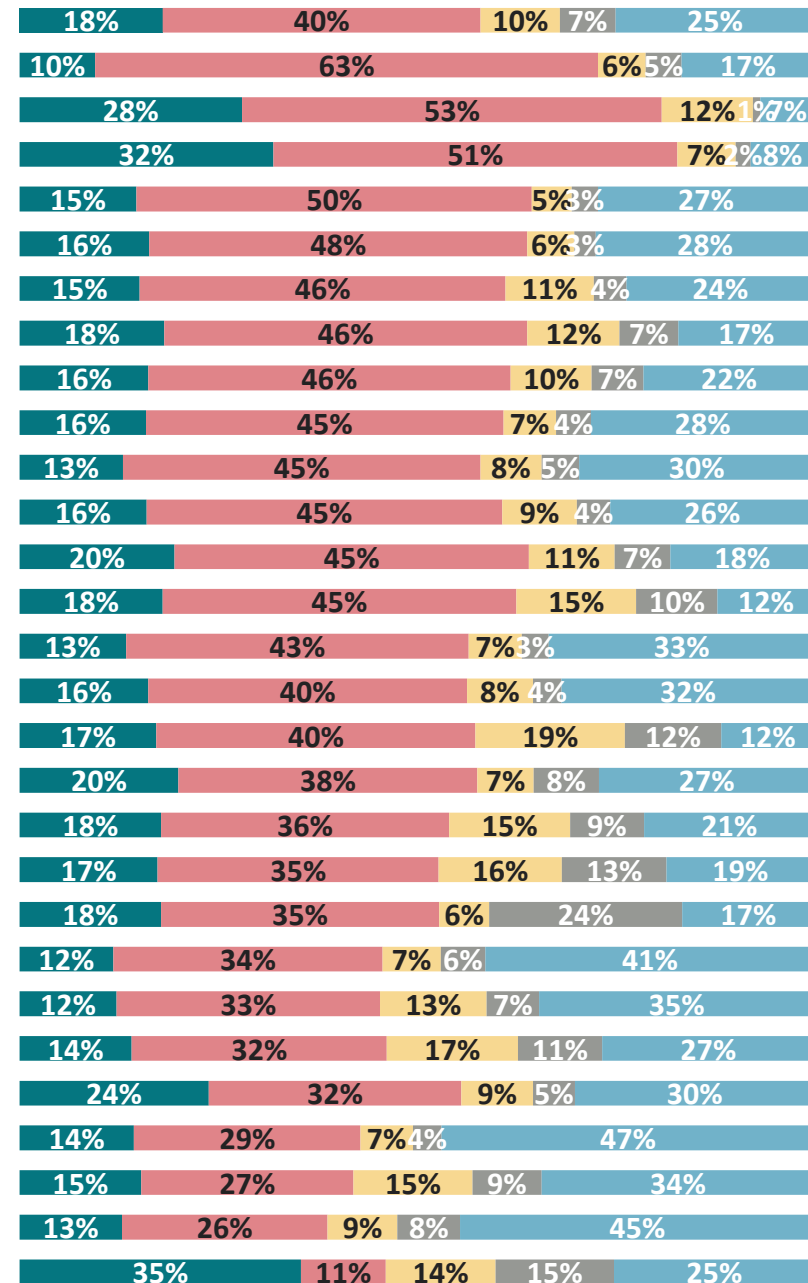
People across the globe are most likely to believe that 15 years from now, people in their countries will be using mobile money account most frequently.

Those in Saudi Arabia are the exception with only 11% responding that their citizens will use a mobile money account.



Country
Global
South Korea
Kenya
Nigeria
Canada
Great Britain
Sweden
Peru
Hungary
Australia
Spain
United States
South Africa
Indonesia
Germany
Belgium
India
Argentina
China
Mexico
Senegal
France
Poland
Turkey
Russia
Japan
Brazil
Italy
Saudi Arabia

Perceptions of People in the Future Access to Financial Services



Through a bank or financial institution

Through a mobile phone money account or mobile wallet

Through a community or group savings plan

Don't have access to or don't use financial services

Don't know

Source: World Bank, The Global Findex Database, 2014.

Global expectations for the future



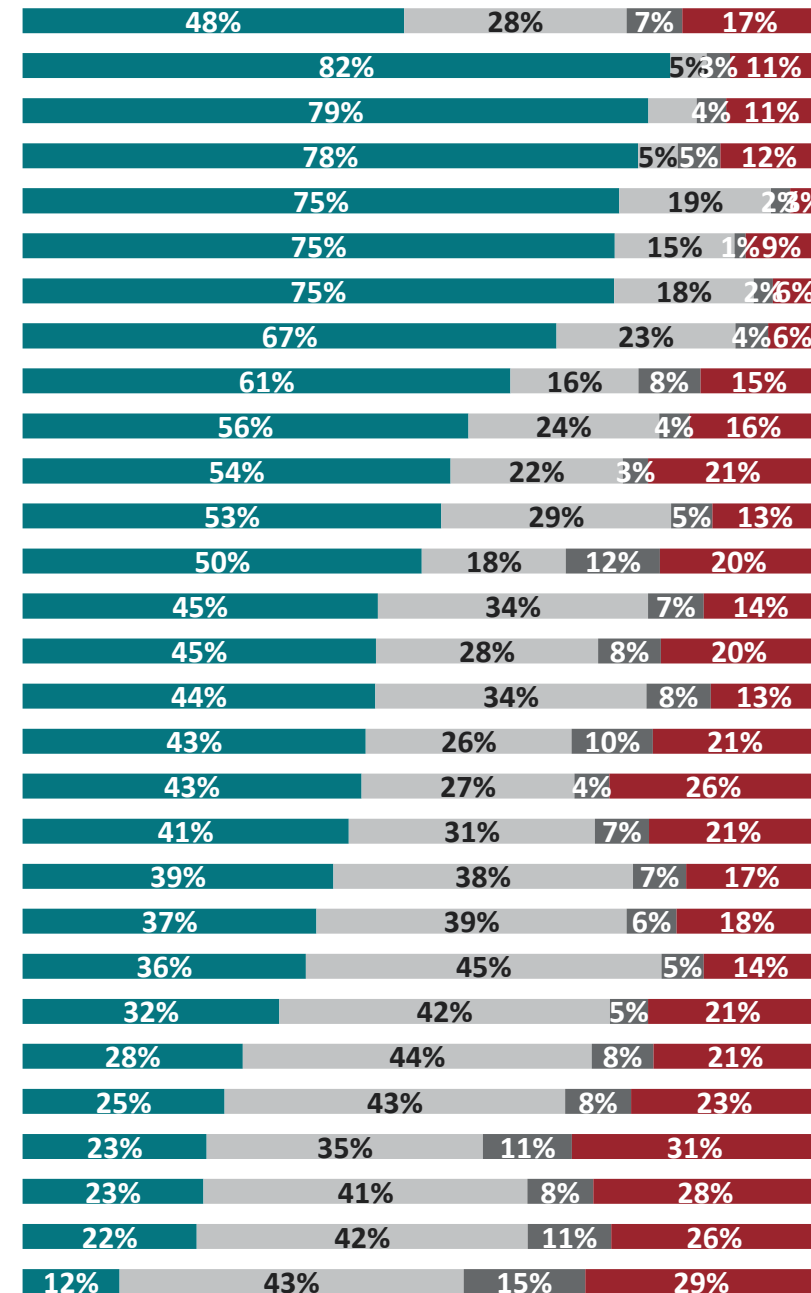
Over the next 15 years, do you think living conditions for you and your family will get better or worse?

Countries with developing economies are most likely to be optimistic about their potential for positive change. Countries with developed economies are less likely to expect things will get better, but are most likely to say things will remain the same.



Country
Global
Senegal
Nigeria
Kenya
Indonesia
India
Peru
China
Brazil
Mexico
South Africa
Argentina
Saudi Arabia
Canada
Russia
United States
Poland
Turkey
Sweden
Australia
Spain
South Korea
Hungary
Great Britain
Germany
France
Belgium
Italy
Japan

Perceptions of Living Conditions in the Future for Themselves and Their Family





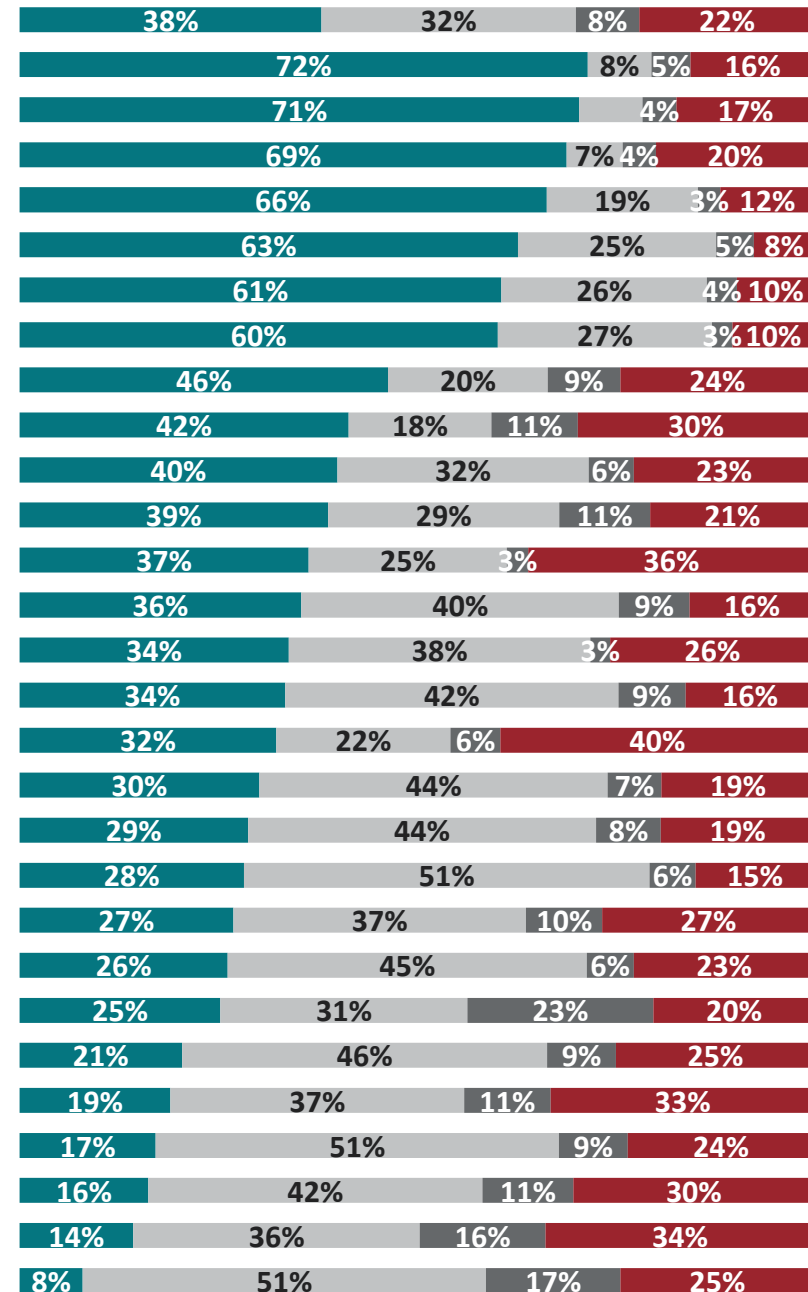
Over the next 15 years, do you think living conditions *for your community* will get better or worse?

Those in Kenya, Senegal, Nigeria and India are more likely to believe that living conditions in their community will get better in the next 15 years. Those in Western Europe and Japan are decidedly less optimistic.



Country
Global
Kenya
Senegal
Nigeria
India
China
Indonesia
Peru
Brazil
Saudi Arabia
Argentina
Poland
South Africa
United States
Mexico
Canada
Turkey
Spain
Australia
South Korea
Sweden
Hungary
Russia
Great Britain
Italy
Germany
Belgium
France
Japan

Perceptions of Living Conditions in the Future for Their Community





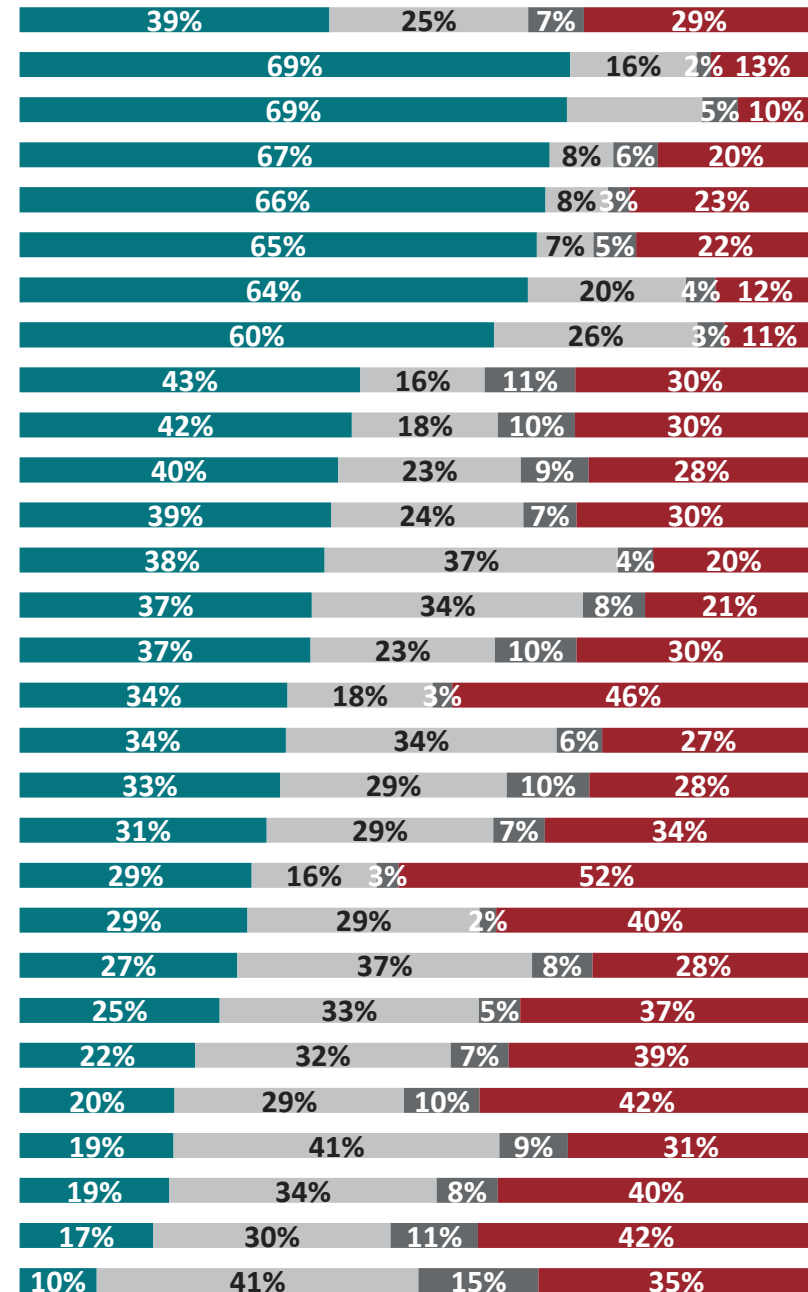
Over the next 15 years, do you think living conditions for *your country* will get better or worse?

Western Europeans and Japan are least likely to say living conditions in their country will improve, while those in India, China, Kenya and Senegal are most optimistic about their countries' futures.



Country
Global
India
China
Kenya
Senegal
Nigeria
Indonesia
Peru
Saudi Arabia
Brazil
Russia
Argentina
South Korea
Canada
Poland
Turkey
Spain
United States
Sweden
South Africa
Mexico
Australia
Hungary
Great Britain
Italy
Germany
Belgium
France
Japan

Perceptions of Living Conditions in the Future for Their Country





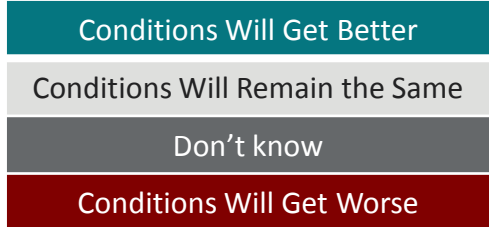
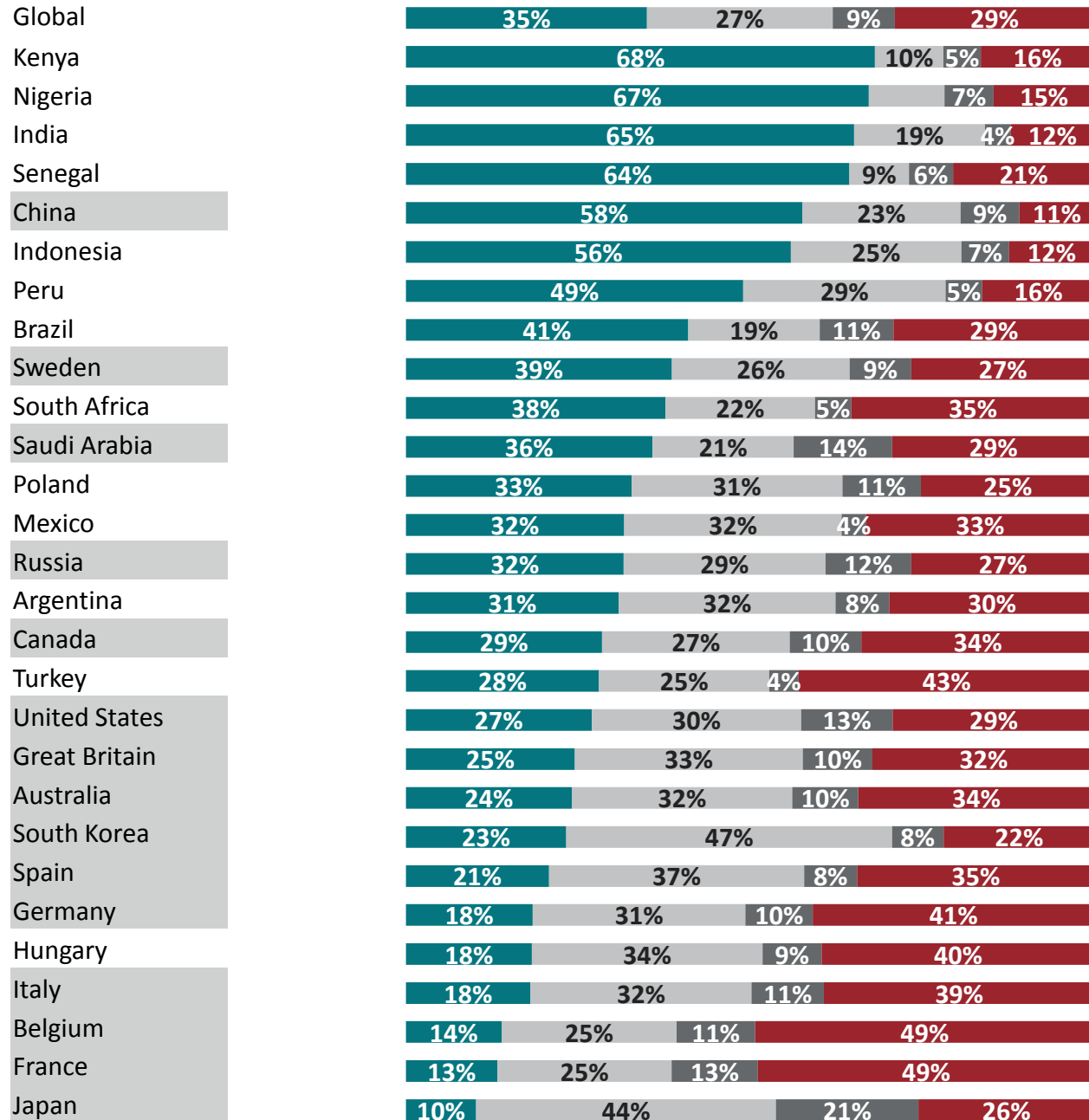
Over the next 15 years, do you think living conditions for people around the world get better or worse?

Kenyans is the most optimistic about the future, with two-thirds reporting that they believe living conditions will improve around the world. The Japanese and Western Europeans are least optimistic.



Country

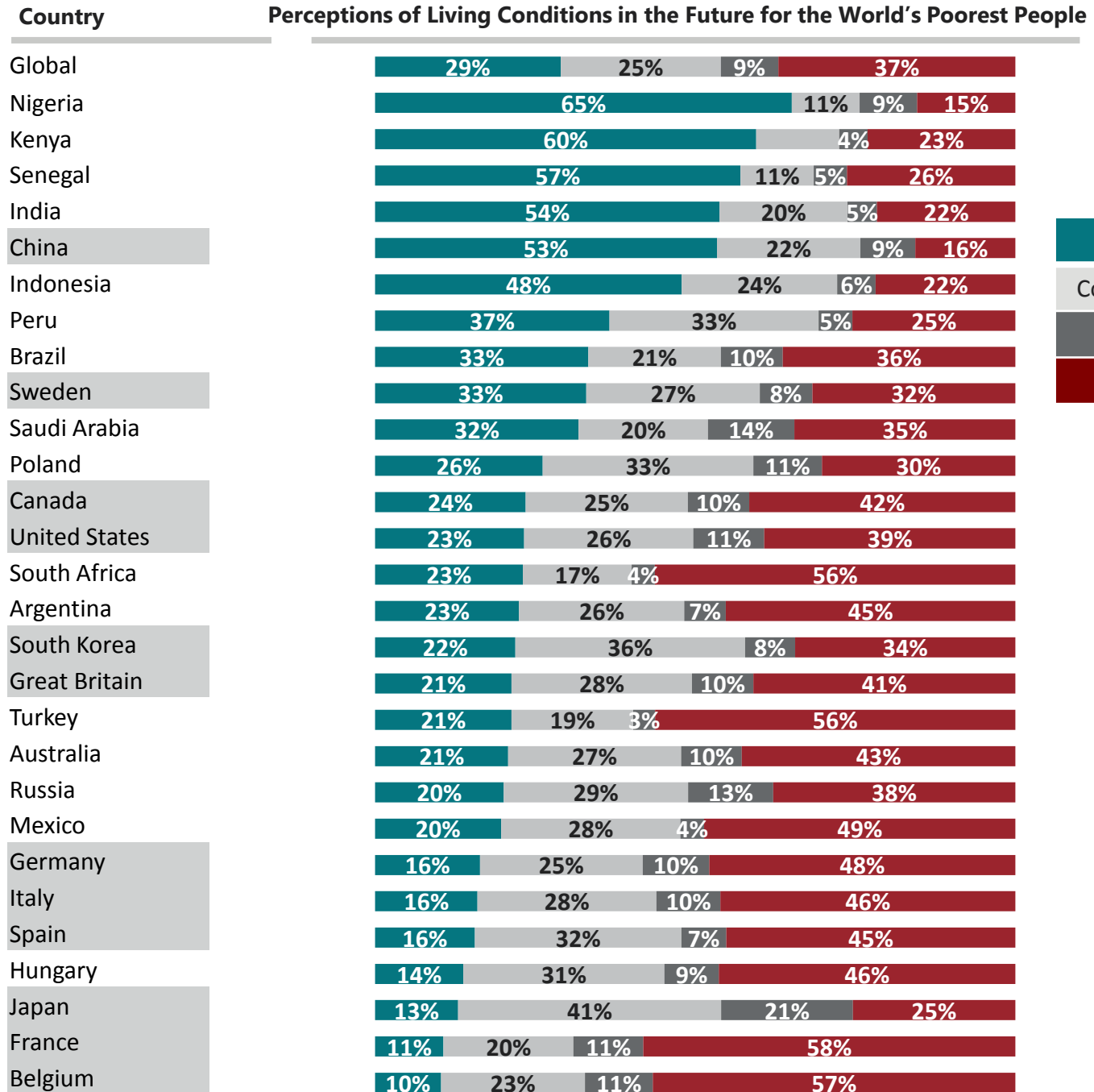
Perceptions of Living Conditions in the Future for People Around the World





Over the next 15 years, do you think living conditions for the world's poorest people will get better or worse?

Nigerian and Kenyan citizens continue the trend of being the most optimistic about living conditions improving for people around the world, while those in Japan and Western Europe continue to be the least hopeful.





Over the next 15 years, do you think the health of people living in the world's poorest countries will get better or worse?

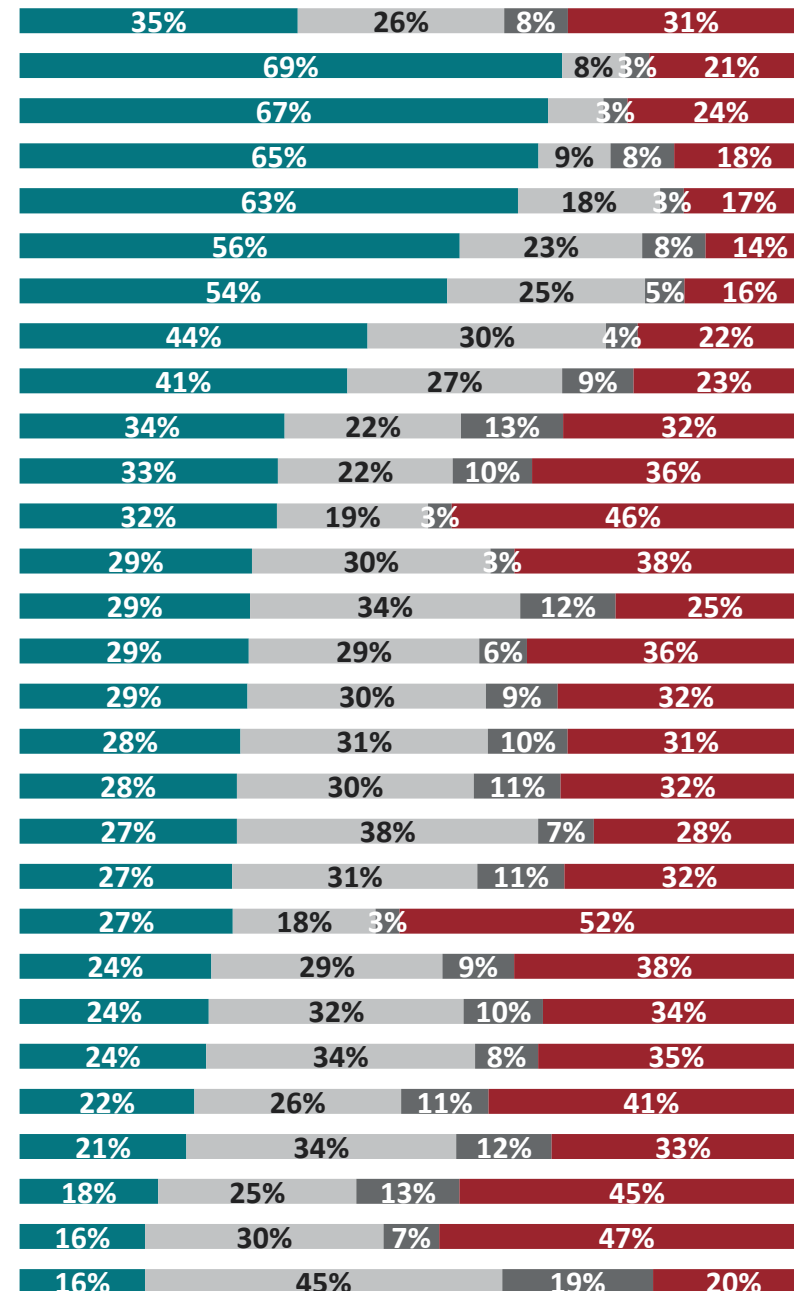
Globally, just one-third said they believe the health of those living in the world's poorest countries will get better. Kenya, Senegal and Nigeria remain the most optimistic about the prospects for the future.



Country

- Global
- Kenya
- Senegal
- Nigeria
- India
- China
- Indonesia
- Peru
- Sweden
- Saudi Arabia
- Brazil
- South Africa
- Mexico
- Poland
- Argentina
- Australia
- Great Britain
- United States
- South Korea
- Canada
- Turkey
- Russia
- Germany
- Spain
- Belgium
- Italy
- France
- Hungary
- Japan

Perceptions of the Future for the Health of People Living in the World's Poorest Countries





Over the next 15 years, do you think the *economic opportunities for people living in the world's poorest countries* will get better or worse?

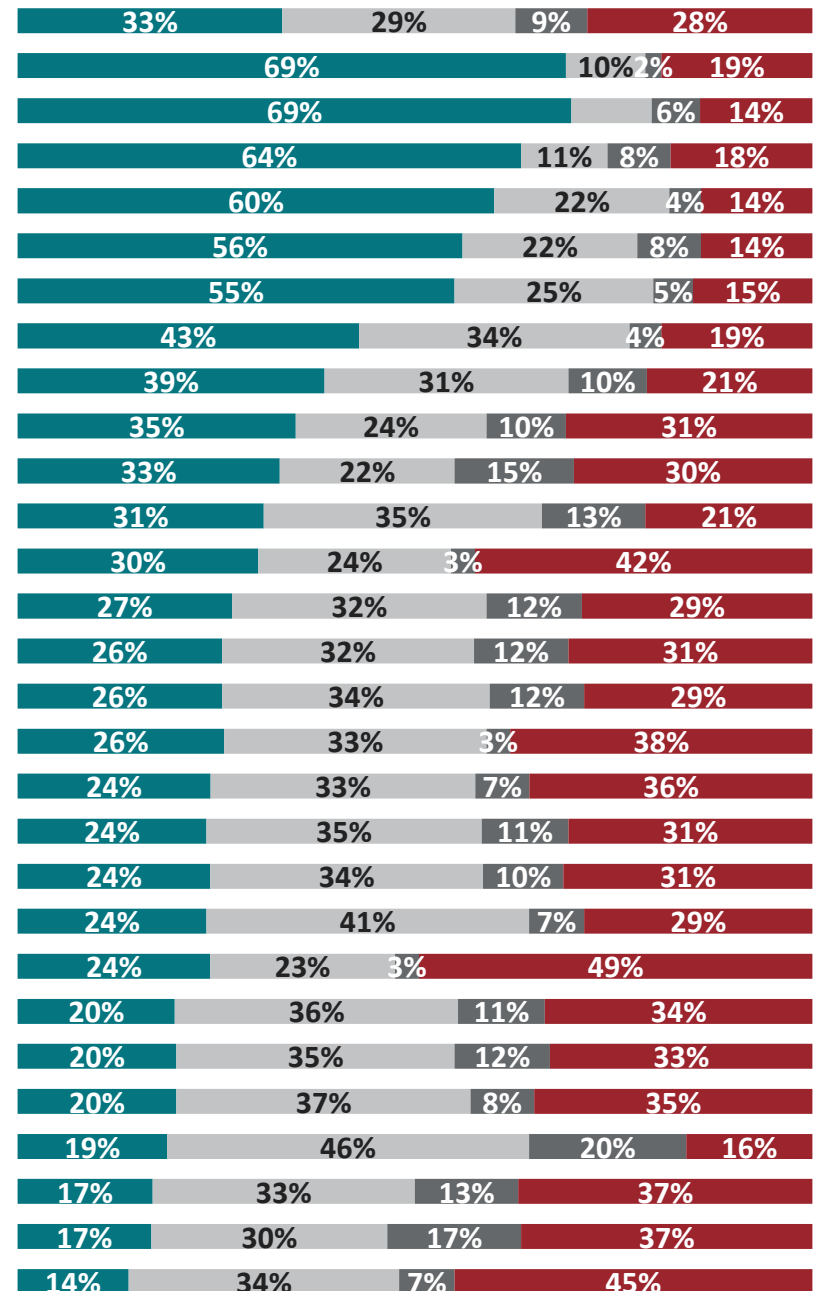
Globally, a third of people believe economic opportunities for the world's poorest countries will get better. Those in Hungary are least optimistic about the future, while those in Senegal, Kenya and Nigeria believe things will get better.



Country

- Global
- Kenya
- Senegal
- Nigeria
- India
- China
- Indonesia
- Peru
- Sweden
- Brazil
- Saudi Arabia
- Poland
- South Africa
- United States
- Canada
- Great Britain
- Mexico
- Argentina
- Australia
- Russia
- South Korea
- Turkey
- Germany
- Italy
- Spain
- Japan
- Belgium
- France
- Hungary

Perceptions of the Future for the Economic Opportunities for People Living in the World's Poorest Countries





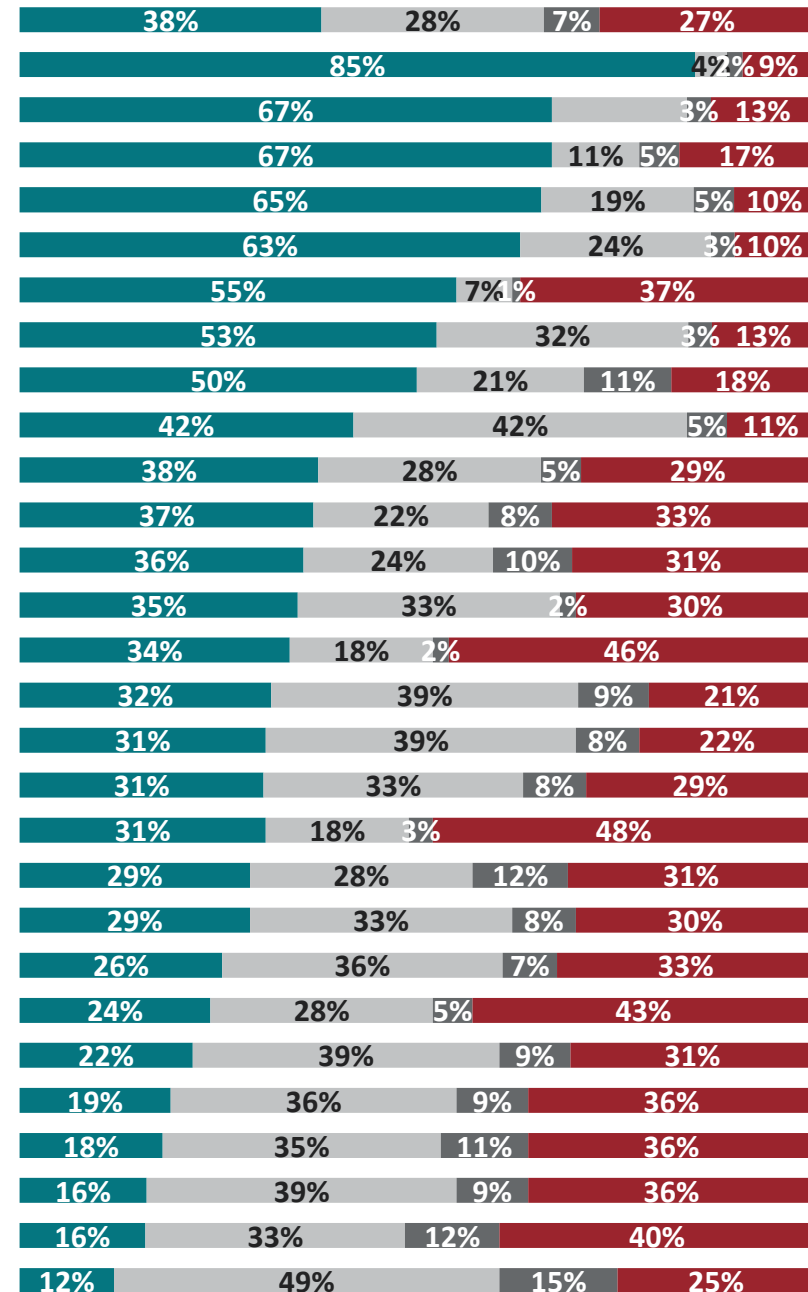
Over the next 15 years, do you think the quality of education in your country will get better or worse?

People Kenya, India and Nigeria are most positive about education in their countries improving. Western Europeans and Japanese citizens are least likely to believe the quality of their education will improve.



Country
Global
Kenya
India
Nigeria
China
Indonesia
Senegal
Peru
Saudi Arabia
South Korea
Argentina
Russia
Brazil
Mexico
South Africa
Canada
Australia
Sweden
Turkey
Poland
United States
Spain
Hungary
Germany
Great Britain
Italy
Belgium
France
Japan

Perceptions of the Future for The Quality Of Education In Your Country





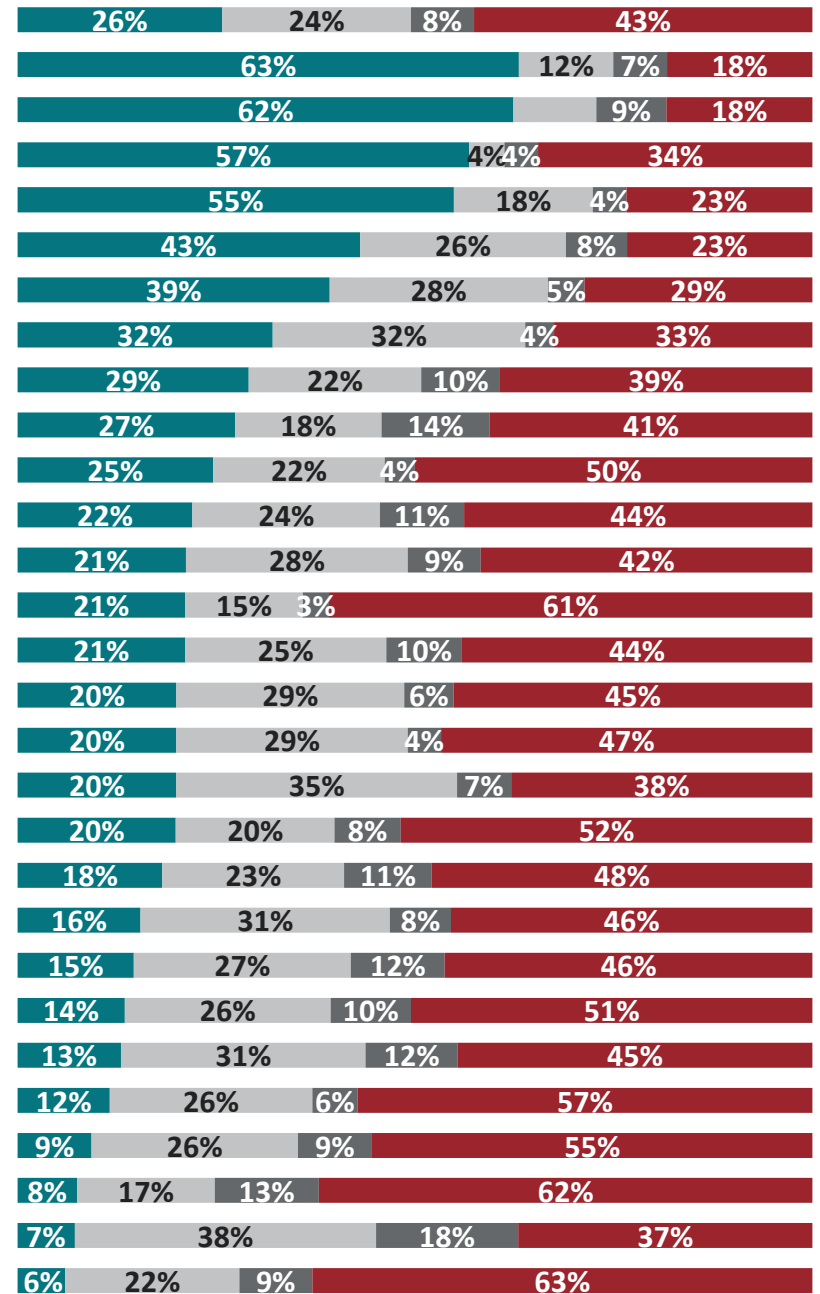
Over the next 15 years, do you think international security and conflict will get better or worse?

Globally, just a quarter of people believe that international security and conflict will improve. Citizens of Kenya and Nigeria are the most optimistic, with over half reporting a belief that things will improve. Those in Western European countries and Japan are least likely to say they expect improvement.



Country
Global
Kenya
Nigeria
Senegal
India
China
Indonesia
Peru
Brazil
Saudi Arabia
South Africa
Russia
Sweden
Turkey
United States
Argentina
Mexico
South Korea
Australia
Canada
Spain
Poland
Great Britain
Italy
Hungary
Germany
France
Japan
Belgium

Perceptions of the Future of International Security and Conflict



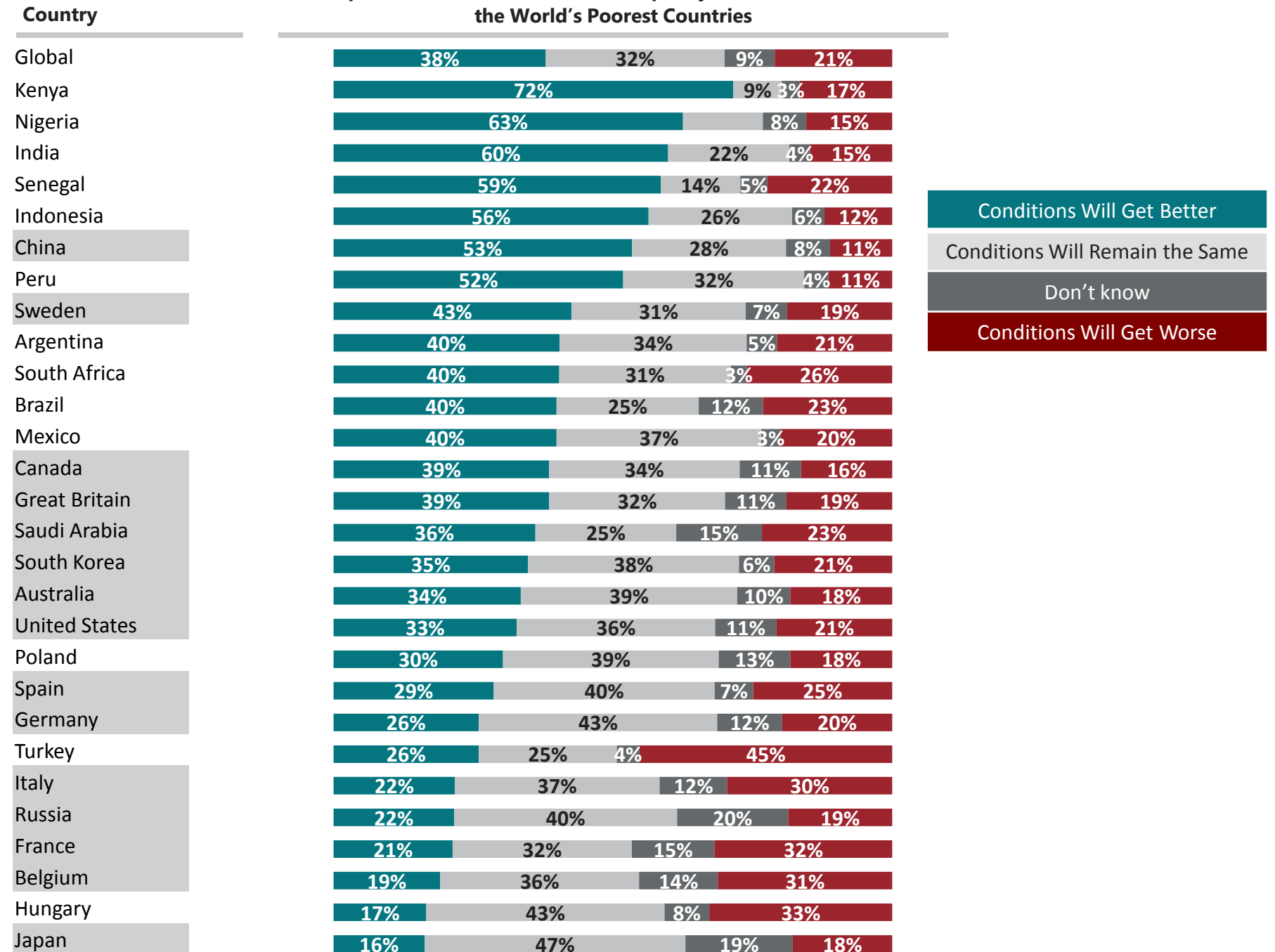


Over the next 15 years, do you think gender equality for women and girls in the world's poorest countries will get better or worse?

Over half of people in Kenya, Nigeria, India, and Senegal believe gender equality will improve for people in the world's poorest countries. Fewer than one-fifth of people in Belgium, Hungary, and Japan believe things will get better for women and girls.



Perceptions of the Future of Gender Equality for Women and Girls in the World's Poorest Countries



Conditions Will Get Better

Conditions Will Remain the Same

Don't know

Conditions Will Get Worse

Do you agree or disagree with the following statements?



Do you agree or disagree with the following statements? *Most of the costs of international development and aid should be paid by rich countries.*

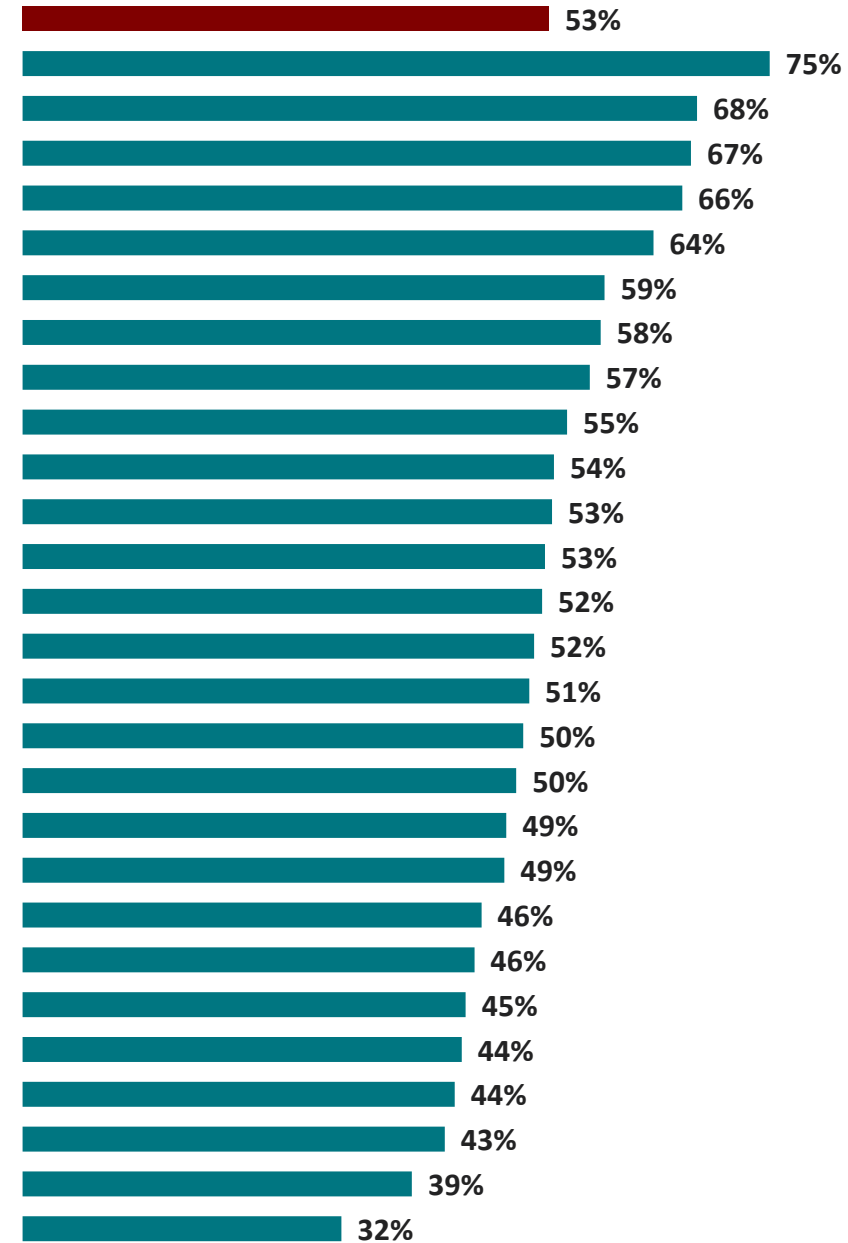
Half of respondents globally agree that the wealthiest countries should pay for international aid and development. People in Japan and the United States are least likely to agree.



Country

- Global
- Senegal
- Kenya
- Nigeria
- India
- Russia
- Turkey
- Spain
- Hungary
- Belgium
- South Korea
- Saudi Arabia
- Germany
- France
- Italy
- Indonesia
- Peru
- Sweden
- South Africa
- Brazil
- Argentina
- Poland
- Australia
- Great Britain
- Mexico
- Canada
- United States
- Japan

% People Who Agree Most Of The Costs Of International Development And Aid Should Be Paid By Rich Countries





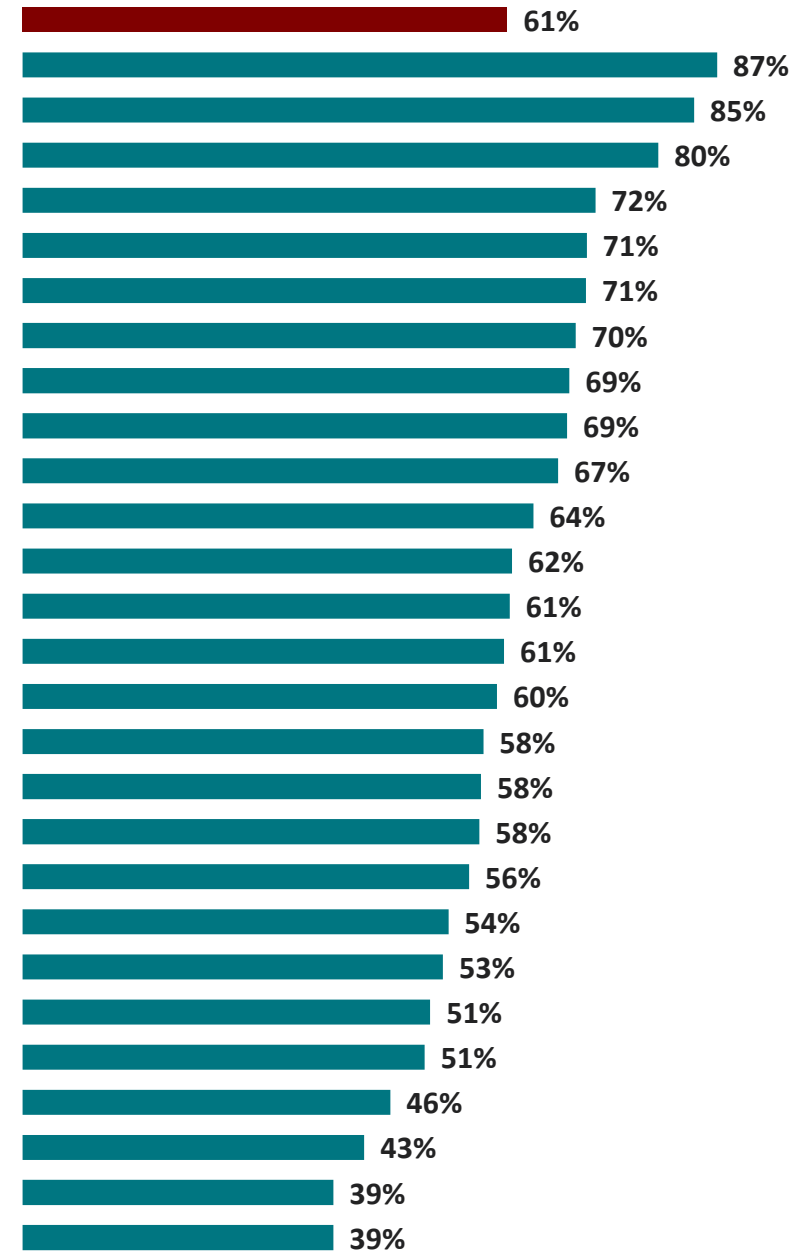
Do you agree or disagree with the following statements? *When jobs are scarce, employers should prioritize hiring people of this country over immigrants.*

Globally, six in ten people say that when jobs are scarce employers should hire people of their own country over immigrants. People in Senegal are most likely to agree with this sentiment. Those in Japan and Sweden are least likely to agree.



Country
Global
Senegal
Kenya
Russia
Hungary
India
Turkey
Indonesia
Nigeria
Peru
South Africa
Australia
South Korea
Mexico
United States
Argentina
Canada
Poland
Brazil
France
Italy
Great Britain
Spain
Belgium
Saudi Arabia
Germany
Sweden
Japan

% People Who Agree When Jobs Are Scarce, Employers Should Prioritize Hiring People Of This Country Over Immigrants





Do you agree or disagree with the following statements? *My country should stop terrorism at all costs, even if that means curbing civil rights.*

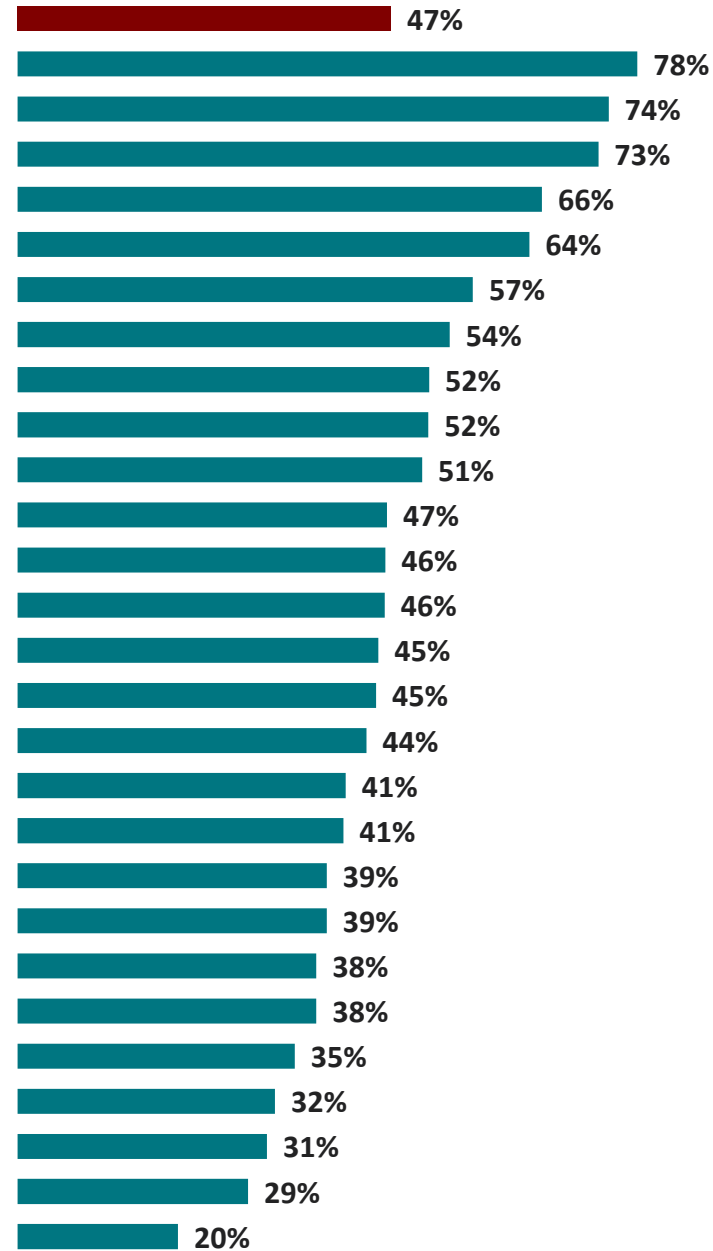
Citizens in Nigeria and Kenya are most likely to agree that their countries should stop terrorism at all costs. Those in Argentina and Japan are least likely to agree.



Country

- Global
- Nigeria
- Kenya
- Senegal
- India
- Turkey
- Indonesia
- France
- Belgium
- South Korea
- Sweden
- Hungary
- Peru
- Saudi Arabia
- Great Britain
- Australia
- South Africa
- Russia
- Germany
- Poland
- United States
- Mexico
- Italy
- Canada
- Brazil
- Spain
- Argentina
- Japan

% People Who Agree My Country Should Stop Terrorism At All Costs, Even If That Means Curbing Civil Rights





Do you agree or disagree with the following statements? *My country needs a strong leader to take the country back from the rich and powerful.*

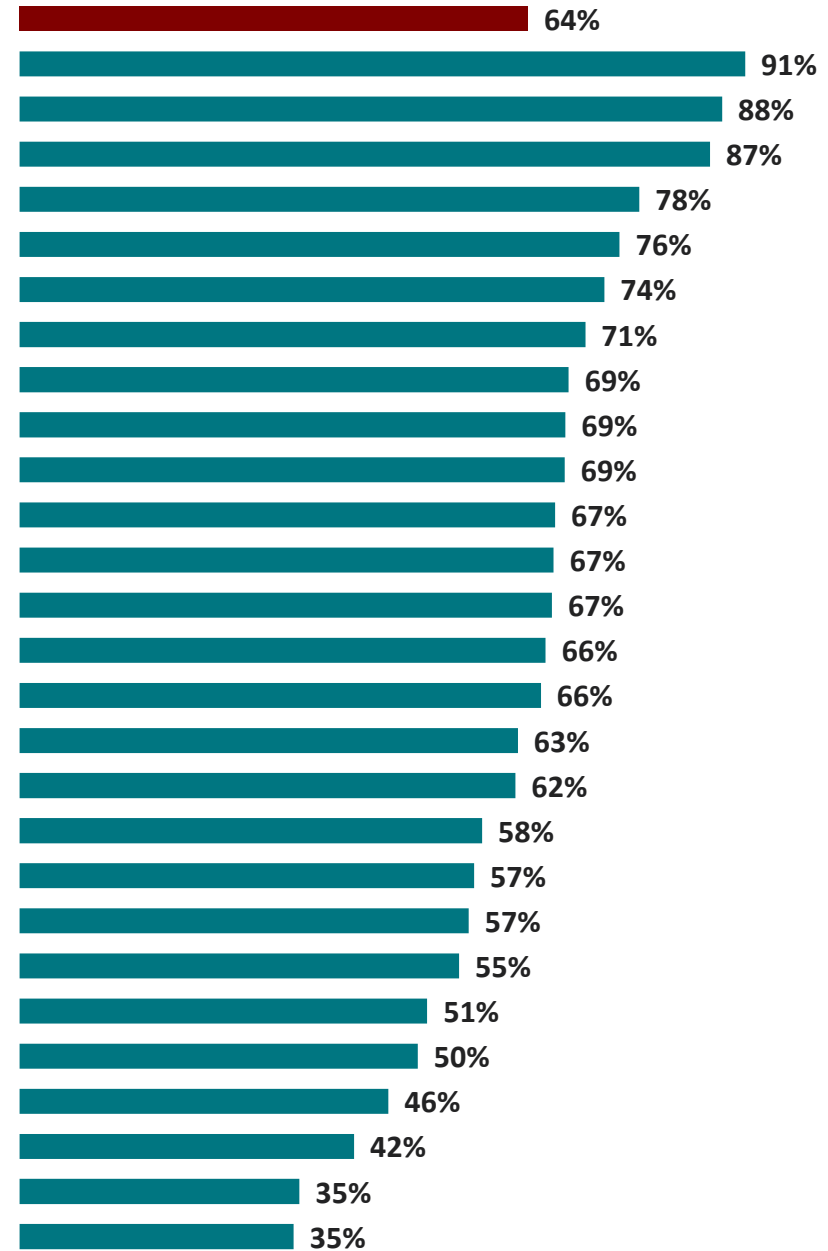
Germany and Japan are least likely to say their country needs a strong leader to take the country back from the rich and powerful. Nigeria, Senegal and Kenya are most likely to agree with this sentiment.



Country

- Global
- Nigeria
- Senegal
- Kenya
- India
- Mexico
- South Africa
- Peru
- United States
- South Korea
- Brazil
- Indonesia
- Australia
- Spain
- Great Britain
- France
- Canada
- Hungary
- Argentina
- Russia
- Turkey
- Belgium
- Poland
- Italy
- Sweden
- Saudi Arabia
- Japan
- Germany

% People Who Agree My Country Needs A Strong Leader To Take The Country Back From The Rich And Powerful





Do you agree or disagree with the following statements? *My country's economy is rigged to advantage the rich and powerful.*

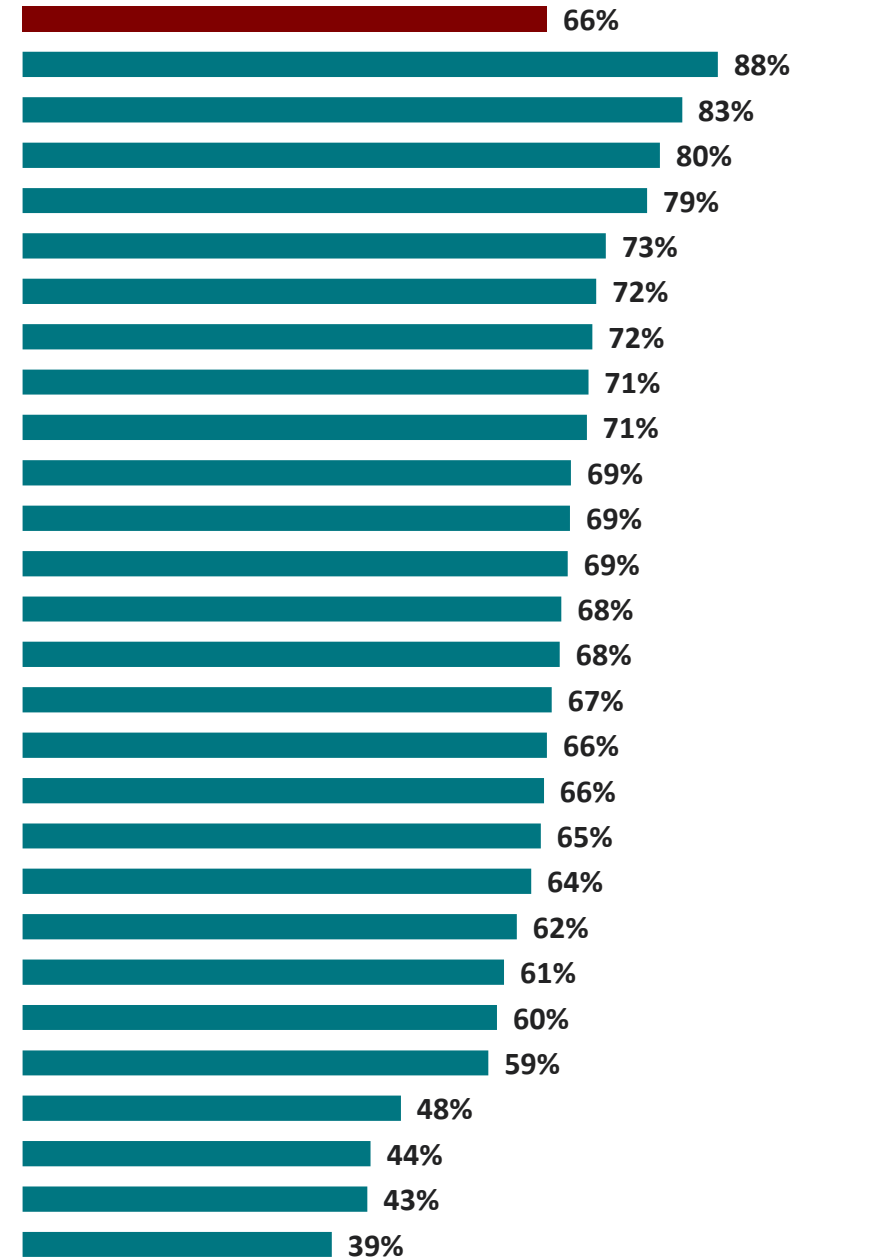
People in Senegal are most likely to say their economy is rigged to advantage the rich and powerful. Those in Indonesia are least likely to agree. Overall, a majority of people surveyed believe their country's economy is rigged.



Country

- Global
- Senegal
- Kenya
- Nigeria
- Mexico
- Hungary
- Brazil
- India
- Spain
- Peru
- Russia
- South Africa
- Belgium
- South Korea
- Germany
- France
- Italy
- Great Britain
- United States
- Australia
- Argentina
- Turkey
- Canada
- Poland
- Japan
- Sweden
- Saudi Arabia
- Indonesia

% People Who Agree My Country's Economy Is Rigged To Advantage The Rich And Powerful





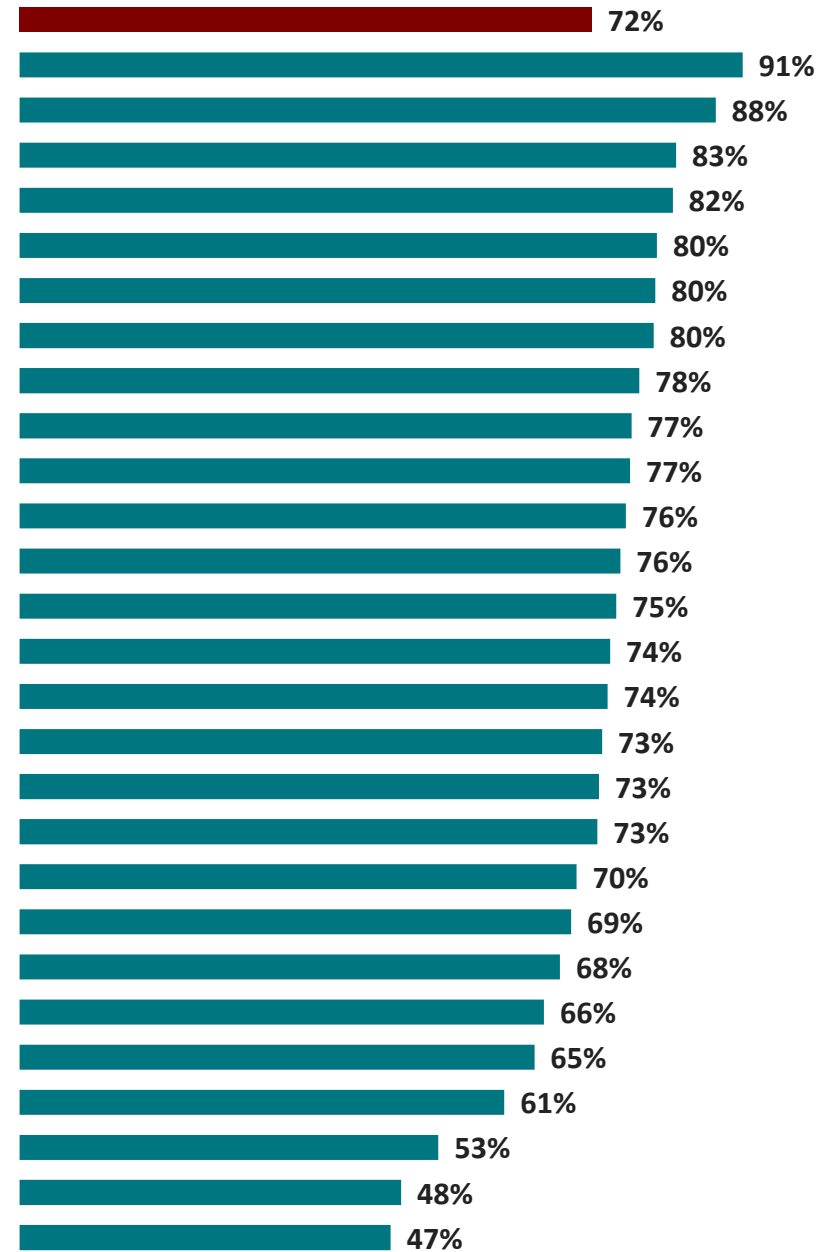
Do you agree or disagree with the following statements? *My country's government is responsible for providing healthcare to all citizens*

Globally, nearly three-quarters of people believe their government is responsible for providing healthcare. Those in Japan, Russia, and the United States are least likely to agree with this sentiment.



Country
Global
Senegal
Kenya
Nigeria
Peru
Canada
Indonesia
Mexico
Hungary
Argentina
Australia
South Korea
Belgium
Turkey
Spain
India
Germany
Great Britain
South Africa
Poland
France
Sweden
Brazil
Saudi Arabia
Italy
United States
Russia
Japan

% People Who Agree My Country's Government Is Responsible For Providing Healthcare To All Citizens



Methodology

- These are the findings of the Ipsos survey 26,489 interviews were conducted between July 21st – August 25th, 2017
- The survey is conducted in a total of 28 countries around the world. Twenty-five countries were conducted via the Ipsos Online Panel system in Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Hungary, India, Indonesia, Italy, Japan, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States. The following countries used face-to-face methodologies: Nigeria, Kenya and Senegal.
- The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.1 percentage points, of 500 accurate to +/- 4.5 percentage points, and of 2,000 accurate to +/- 2.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website. The precision of Ipsos polls using face-to-face methodologies is calculated using a margin of error, with a poll of 500 accurate to +/- 4.4 percentage points.
- Approximately 1,000 individuals aged 16-64 or 18-64 were surveyed in Argentina, Poland, Russia, Saudi Arabia, Turkey, Australia, Canada, China, France, Germany, Great Britain, Japan, Spain, Peru and the United States. Approximately 2,000 individuals individuals aged 16-64 or 18-64 were surveyed in Brazil, China, and Italy. 500 individuals aged 16-64 or 18-64 were surveyed in the remaining countries.
- In countries where internet penetration is approximately 60% or higher the data output is comparable the general population. Of the 25 countries surveyed online, 16 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 eight remaining countries surveyed –Brazil (53% Internet penetration among the citizenry), China (46%), India (19%), Mexico (41%), Russia (59%), South Africa (47%) and Turkey (47%)—have lower levels of connectivity therefore are not reflective of the general population; however, the online sample in these countries are particularly valuable in their own right as they are more urban/educated/income than their fellow citizens and are often referred to as “Upper Deck Consumer Citizens”.
- Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.
- Data are weighted to match the profile of the population.

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