

INTERNATIONAL WOMEN'S DAY

March 2021



Gender pay gap perceptions



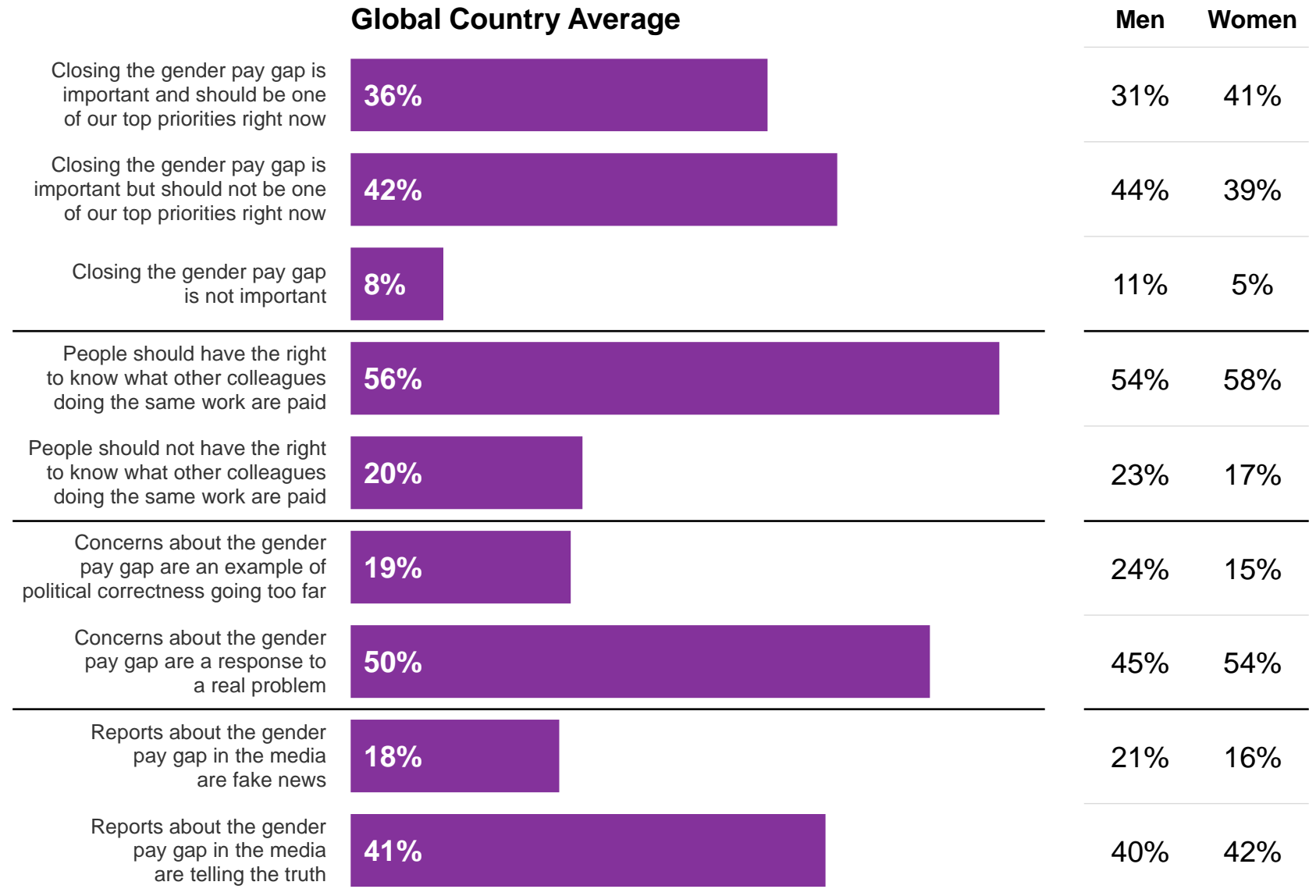
Q.

Which of the following statements comes closest to your view?

Global Country Averages

Closing the gender pay gap is potentially at risk of stalling as people are divided over whether it should be a priority right now.

Two in five think that closing the gender pay gap is important but should not be a priority right now. This is against near one in five thinking it is either an example of political correctness gone too far or simply fake news.



Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

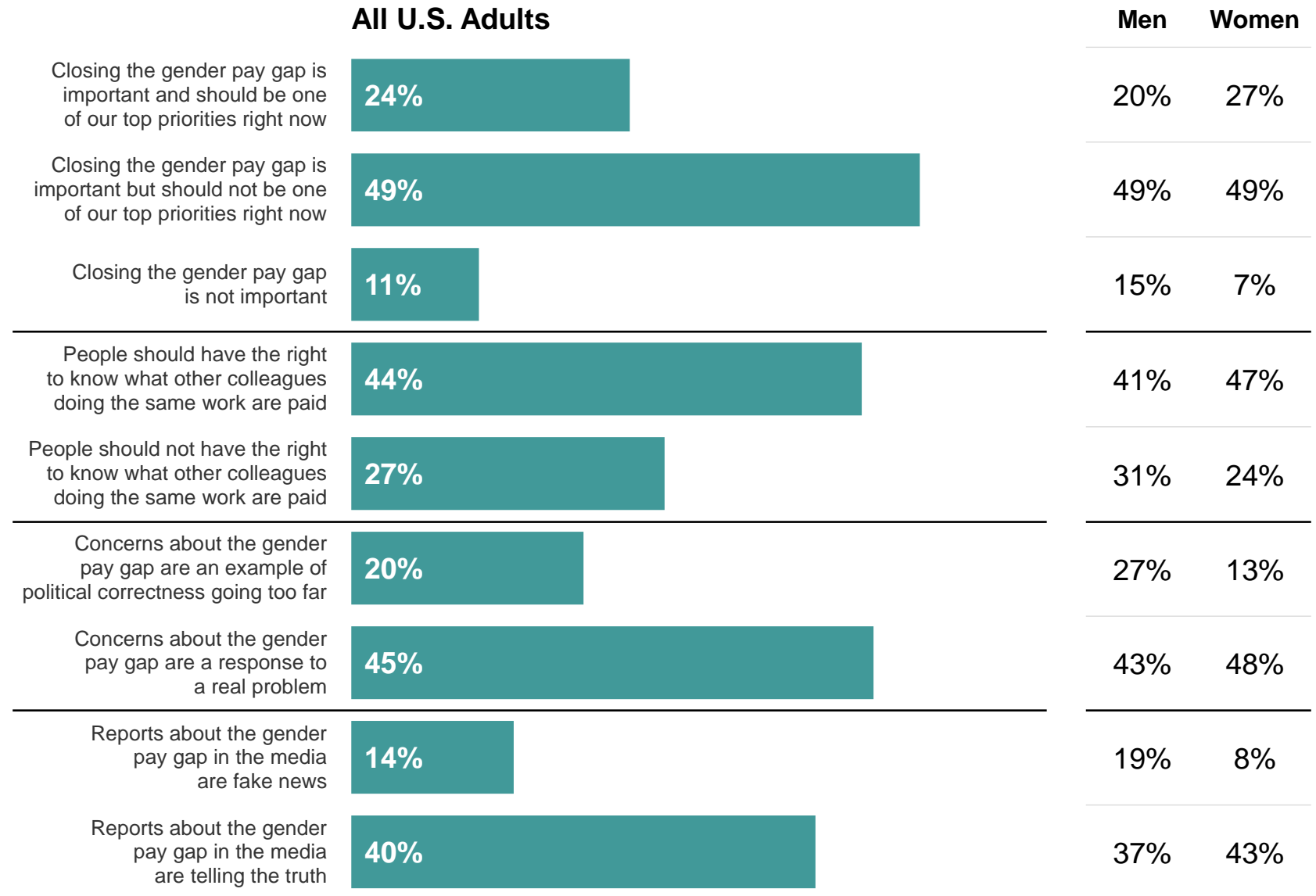
Q.

Which of the following statements comes closest to your view?

U.S. Results

Closing the gender pay gap is potentially at risk of stalling as people are divided over whether it should be a priority right now.

Two in five think that closing the gender pay gap is important but should not be a priority right now. This is against nearly one in five, each, saying it is an example of political correctness gone too far and simply fake news.



Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

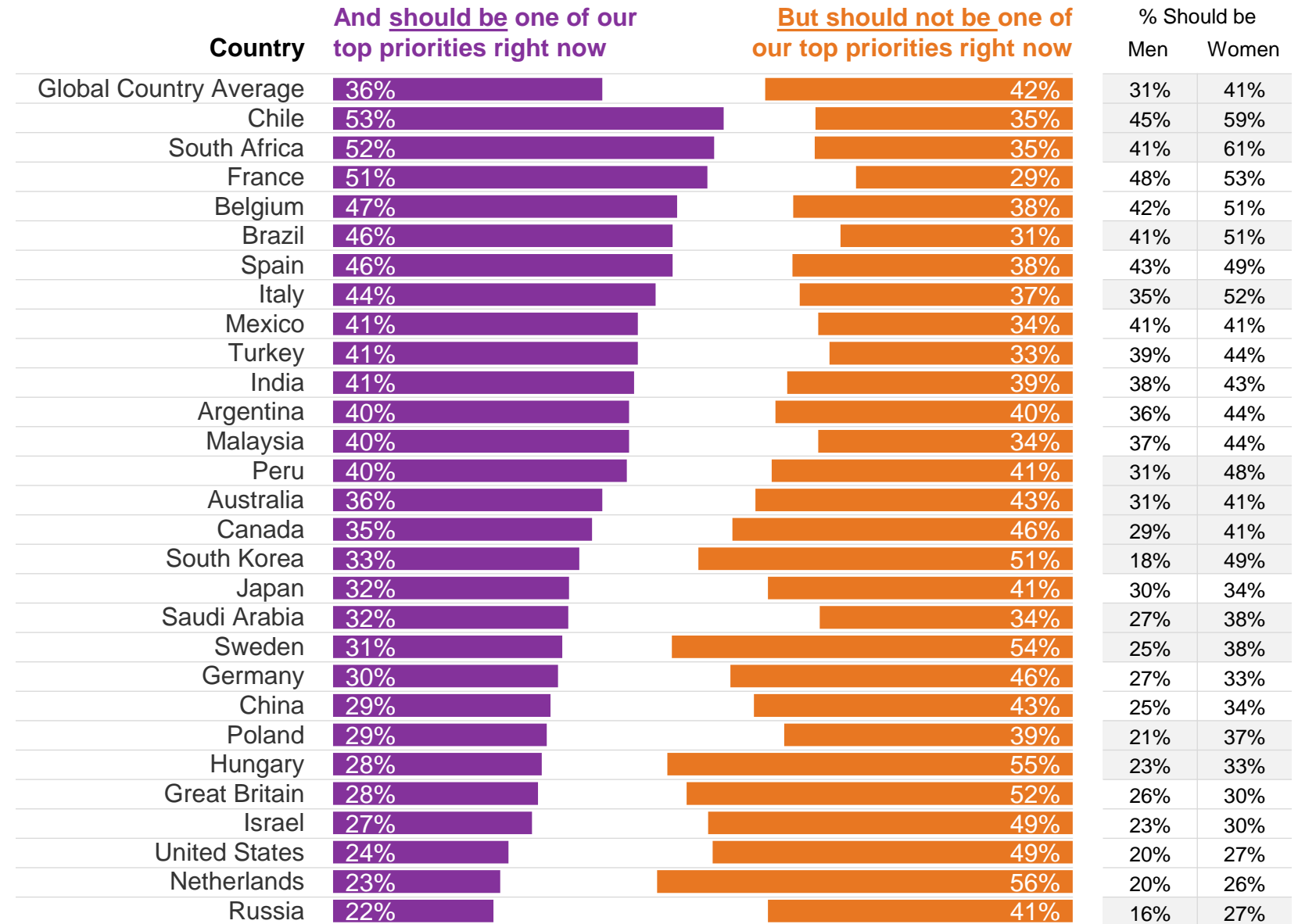
Q.

Which of the following statements comes closest to your view?

Closing the gender pay gap is important...

Within the global country average women are much more likely to say that it should be a priority now than men; 41% vs 31% of men.

Countries where closing the gender gap is seen to be a priority more than the global country average are Chile, South Africa and France.



Indicates differences of 10%+

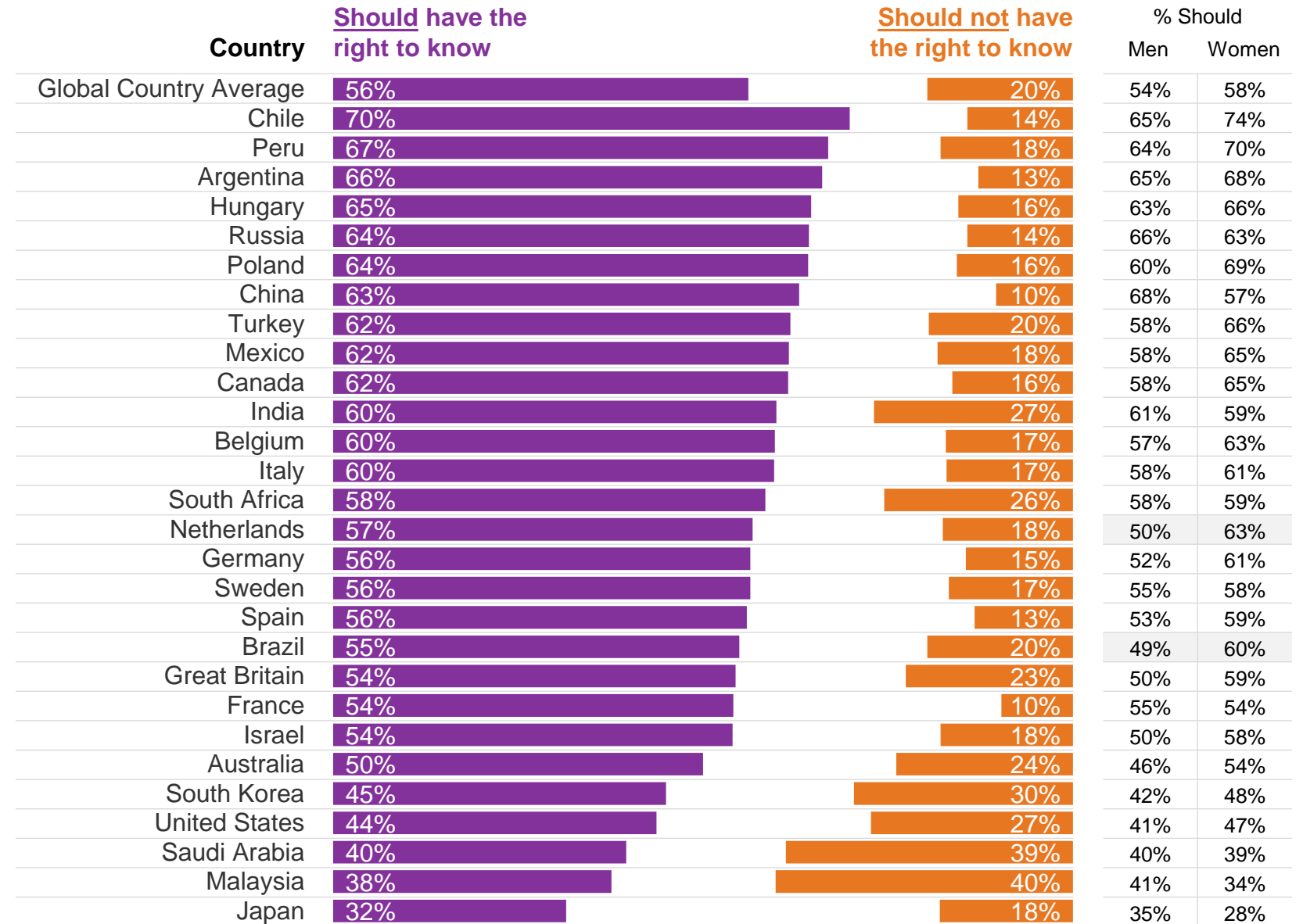
Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

Which of the following statements comes closest to your view?

People should/should not have the right to know what other colleagues doing the same work are paid

There is majority support for greater transparency over pay. Over half (56%) support the right for people to know what colleagues who are doing similar work are being paid. And support to know this information is higher among women than men (58% vs 54%).



Indicates differences of 10%+

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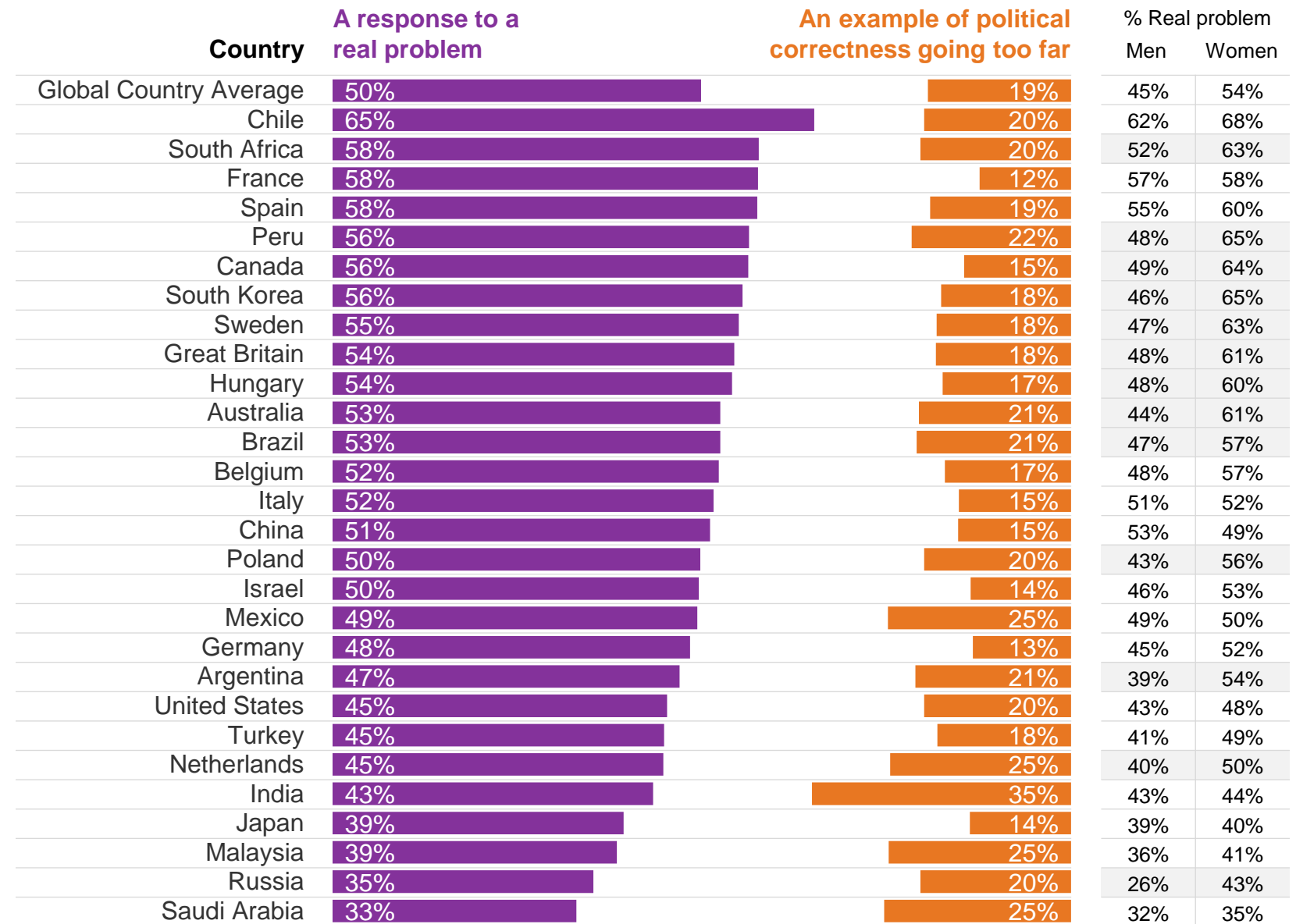
Q.

Which of the following statements comes closest to your view?

Concerns about the gender pay gap are...

There is broad sympathy for the need to address the gender pay gap with half of people (50%) saying that concerns about the gender pay gap are a response to a real problem.

But one in five (19%), believe that concerns about the gender pay gap are an example of political correctness gone too far.



Indicates differences of 10%+

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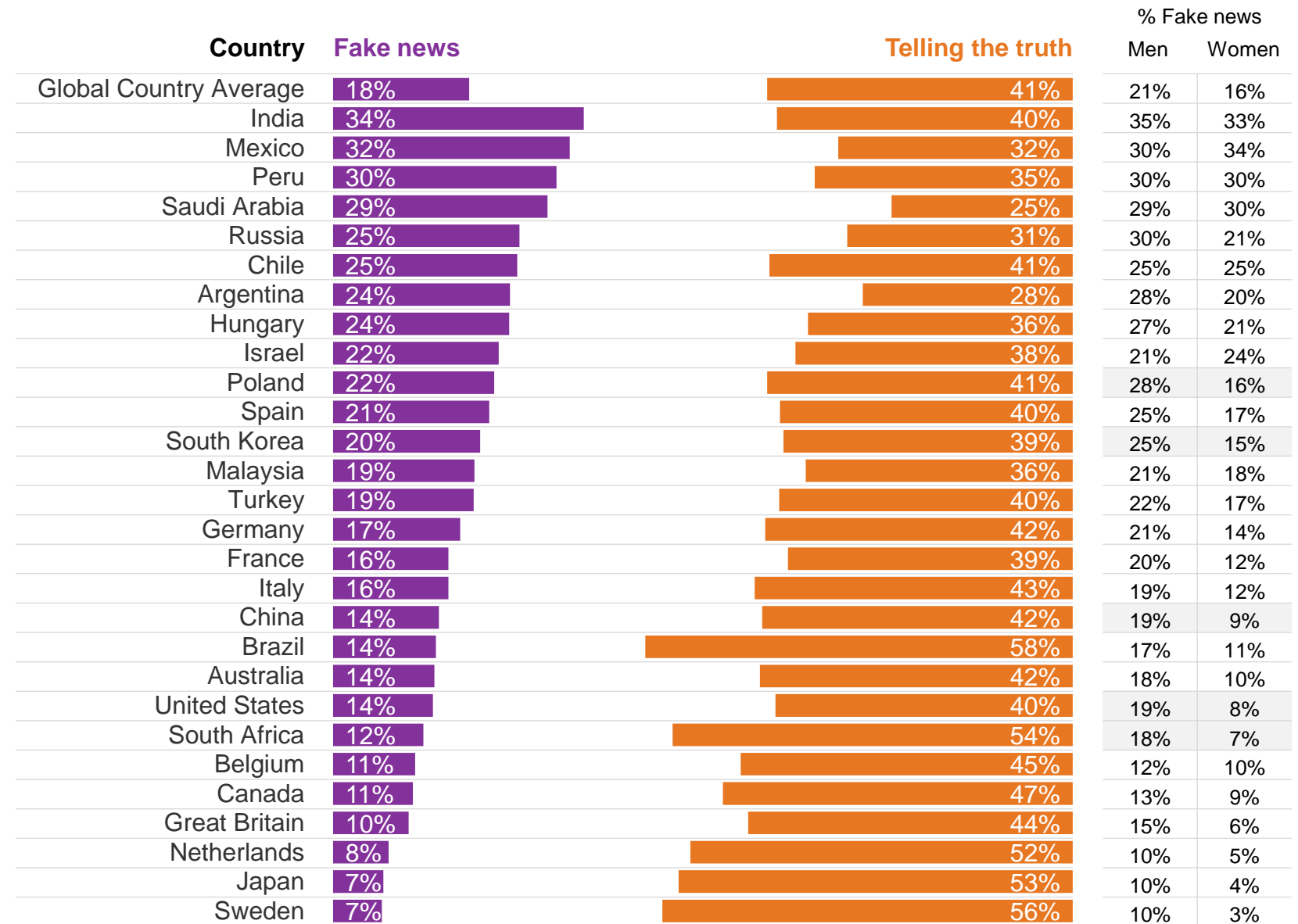
Q.

Which of the following statements comes closest to your view?

Reports about the gender pay gap in the media are...

One in five (18%) believe that reports about the gender pay gap in the media are fake news.

Men are more likely to think that reports about the gender pay gap are fake news compared with women (21% for men vs 16% for women).



Indicates differences of 10%+

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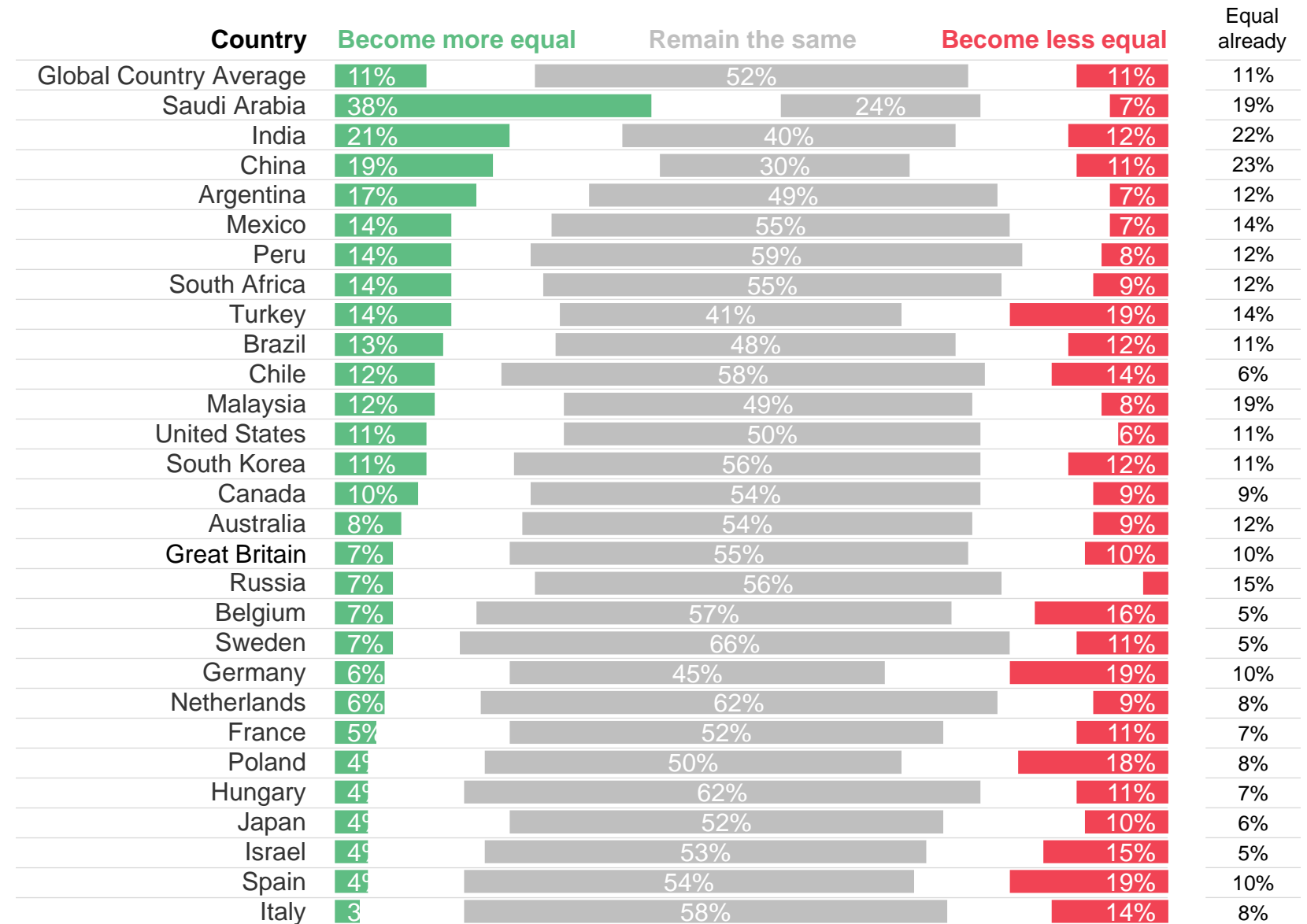
Recovery from COVID-19



Q.

As your country recovers from the Coronavirus pandemic in the coming year, do you think that women will become more equal with men, will women become less equal than men, or will things be the same as they were before the pandemic?

Half (52%) think that gender equality between men and women will revert to what it was before the pandemic.

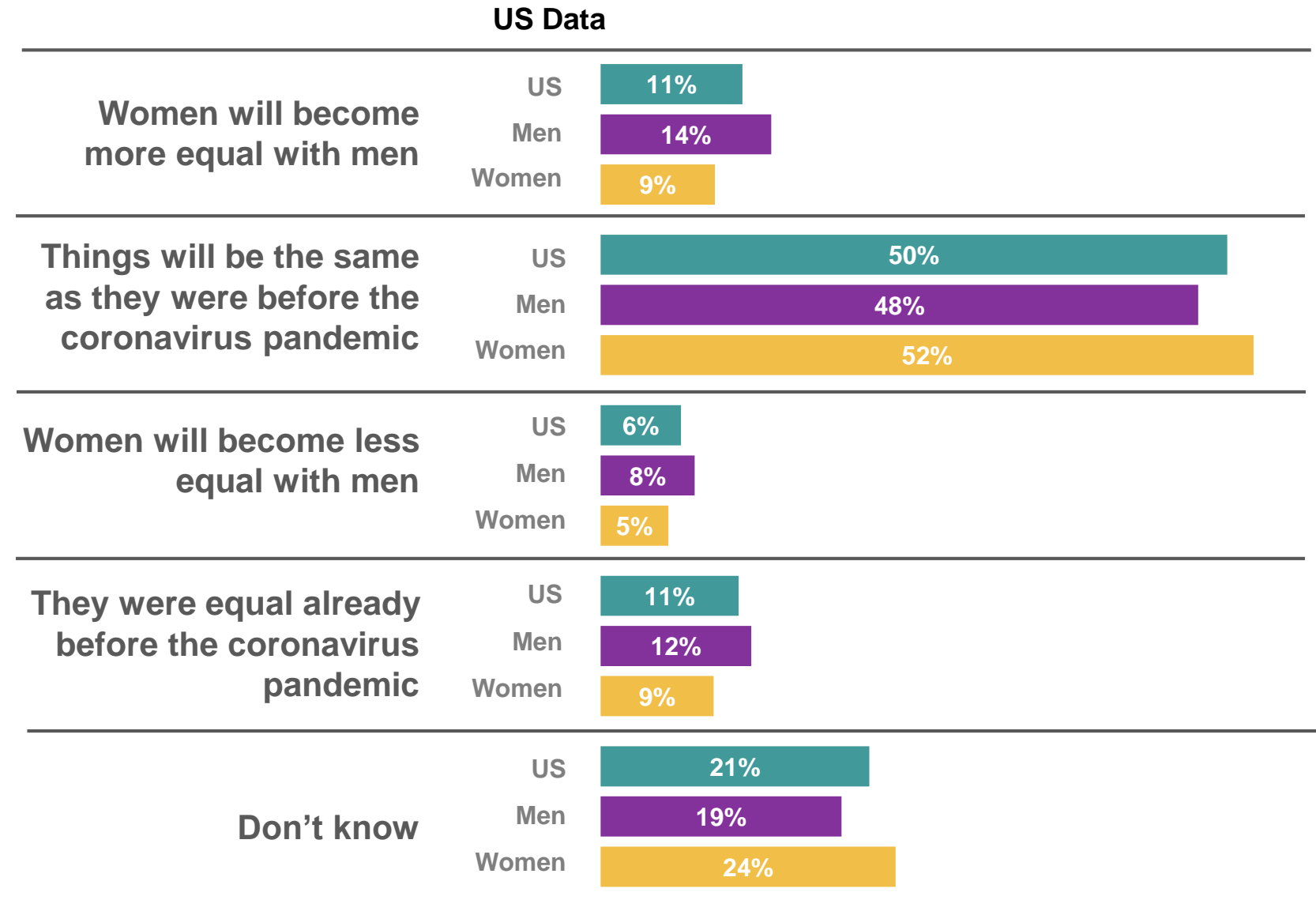


Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

As your country recovers from the Coronavirus pandemic in the coming year, do you think that women will become more equal with men, will women become less equal than men, or will things be the same as they were before the pandemic?

U.S. Results

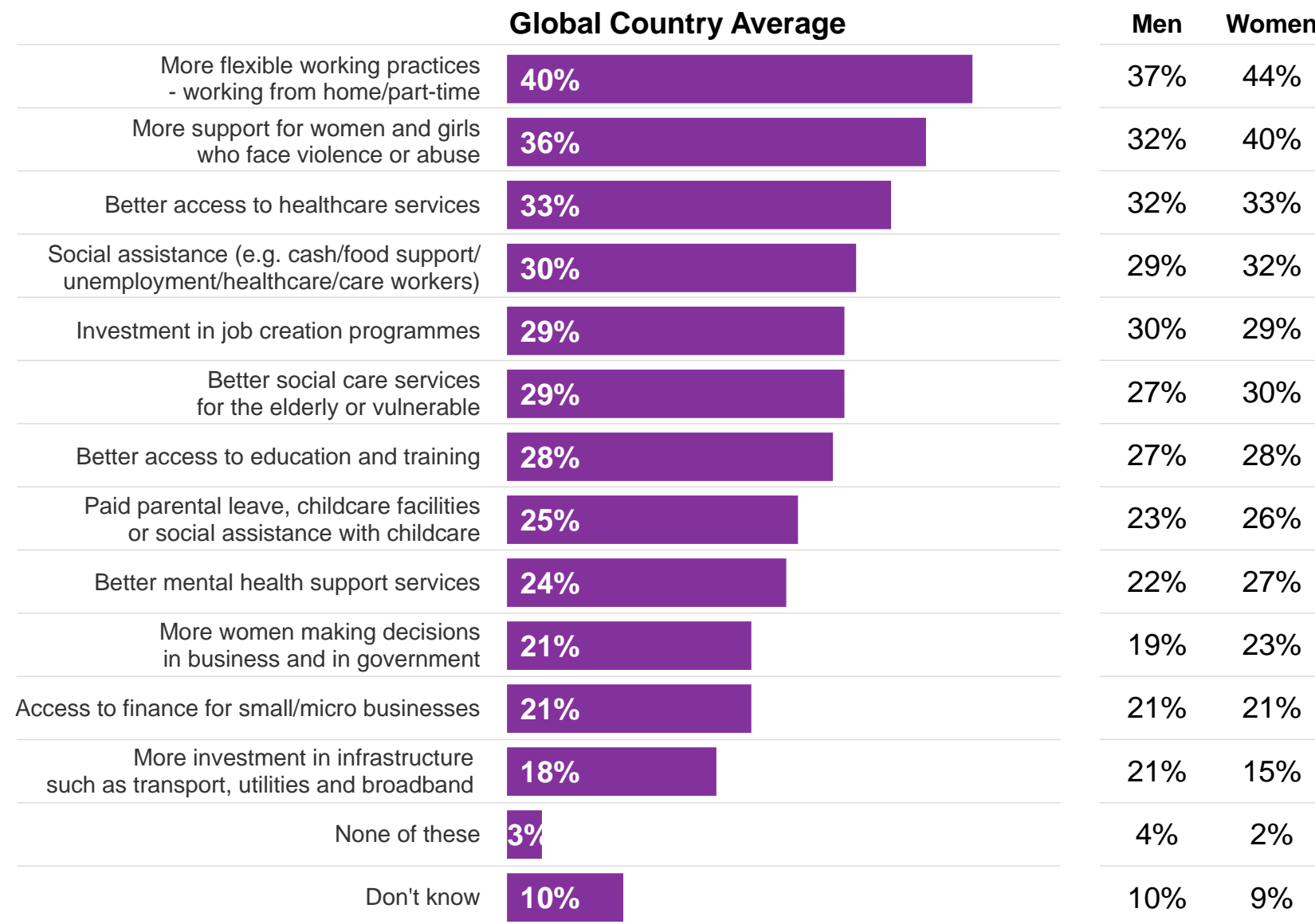


Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

Which four or five, if any, of the following, do you think are the most important to ensure that the programme for recovery after the Coronavirus pandemic in [country] addresses issues facing women?

More flexible working practices (40%) and more support for women and girls who face violence and abuse (36%) are the top priorities for ensuring that the programme for recovery addresses issues facing women.



Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Most important issues to ensure recovery addresses issues facing women

Which four or five of the following things, if any, do you think are the most important to ensure that the programme for recovery after the Coronavirus pandemic in [country] addresses issues facing women?

Top three issues:

- #1 priority in country
- #2 priority in country
- #3 priority in country

	TOT	ARG	AUS	BEL	BRA	CAN	CHL	CHN	FRA	GB	GER	HUN	IND	ISR	ITA	JAP	KOR	KSA	MAL	MEX	NLD	PER	POL	RUS	SAF	ESP	SWE	TUR	USA
More flexible working practices, such as working from home and working part-time	40%	33%	48%	45%	28%	48%	49%	36%	32%	46%	42%	41%	36%	41%	39%	48%	48%	36%	43%	41%	47%	41%	36%	42%	32%	35%	37%	41%	41%
More support for women and girls who face violence or abuse	36%	42%	36%	34%	36%	39%	46%	34%	41%	29%	30%	30%	37%	29%	21%	29%	38%	30%	30%	48%	23%	51%	44%	24%	52%	27%	38%	56%	27%
Better access to healthcare services	33%	37%	29%	26%	41%	33%	44%	27%	26%	24%	17%	43%	36%	16%	32%	24%	19%	32%	37%	43%	27%	46%	52%	35%	42%	35%	32%	25%	33%
Social assistance (e.g. cash/food support/unemployment/healthcare)	30%	19%	29%	31%	33%	30%	30%	26%	22%	26%	26%	29%	32%	41%	30%	38%	31%	31%	47%	34%	26%	25%	20%	48%	35%	31%	24%	34%	26%
Investment in job creation programmes	29%	42%	25%	24%	40%	23%	33%	19%	23%	27%	14%	35%	25%	35%	37%	14%	42%	22%	19%	34%	22%	38%	27%	33%	48%	37%	32%	31%	21%
Better social care services for the elderly or vulnerable	29%	35%	32%	36%	25%	38%	31%	25%	23%	31%	27%	35%	29%	16%	29%	23%	21%	28%	30%	31%	24%	30%	24%	33%	28%	33%	37%	23%	24%
Better access to education and training	28%	53%	18%	20%	33%	20%	44%	22%	22%	24%	23%	23%	31%	33%	23%	7%	21%	27%	27%	39%	20%	53%	26%	24%	44%	24%	12%	36%	20%
Paid parental leave, childcare facilities or social assistance with childcare	25%	11%	27%	24%	12%	30%	21%	37%	16%	25%	33%	25%	21%	24%	21%	44%	53%	24%	22%	11%	20%	12%	26%	36%	20%	27%	11%	26%	29%
Better mental health support services	24%	12%	39%	24%	29%	45%	30%	28%	18%	36%	16%	25%	30%	15%	10%	26%	21%	16%	34%	18%	23%	27%	23%	16%	24%	19%	30%	13%	30%
More women making decisions in business and in government	21%	14%	20%	25%	22%	22%	21%	26%	23%	19%	19%	20%	22%	22%	21%	17%	21%	24%	16%	22%	19%	22%	20%	13%	30%	21%	16%	27%	21%
Access to finance for small and micro businesses	21%	27%	17%	15%	20%	19%	24%	9%	19%	22%	21%	14%	26%	16%	24%	9%	14%	21%	30%	25%	12%	33%	21%	19%	36%	28%	26%	19%	18%
Infrastructure Investment (e.g. transport, utilities, broadband, communications)	18%	22%	18%	23%	23%	12%	18%	17%	18%	18%	15%	15%	26%	20%	26%	10%	11%	24%	18%	17%	8%	20%	10%	19%	27%	18%	19%	12%	16%

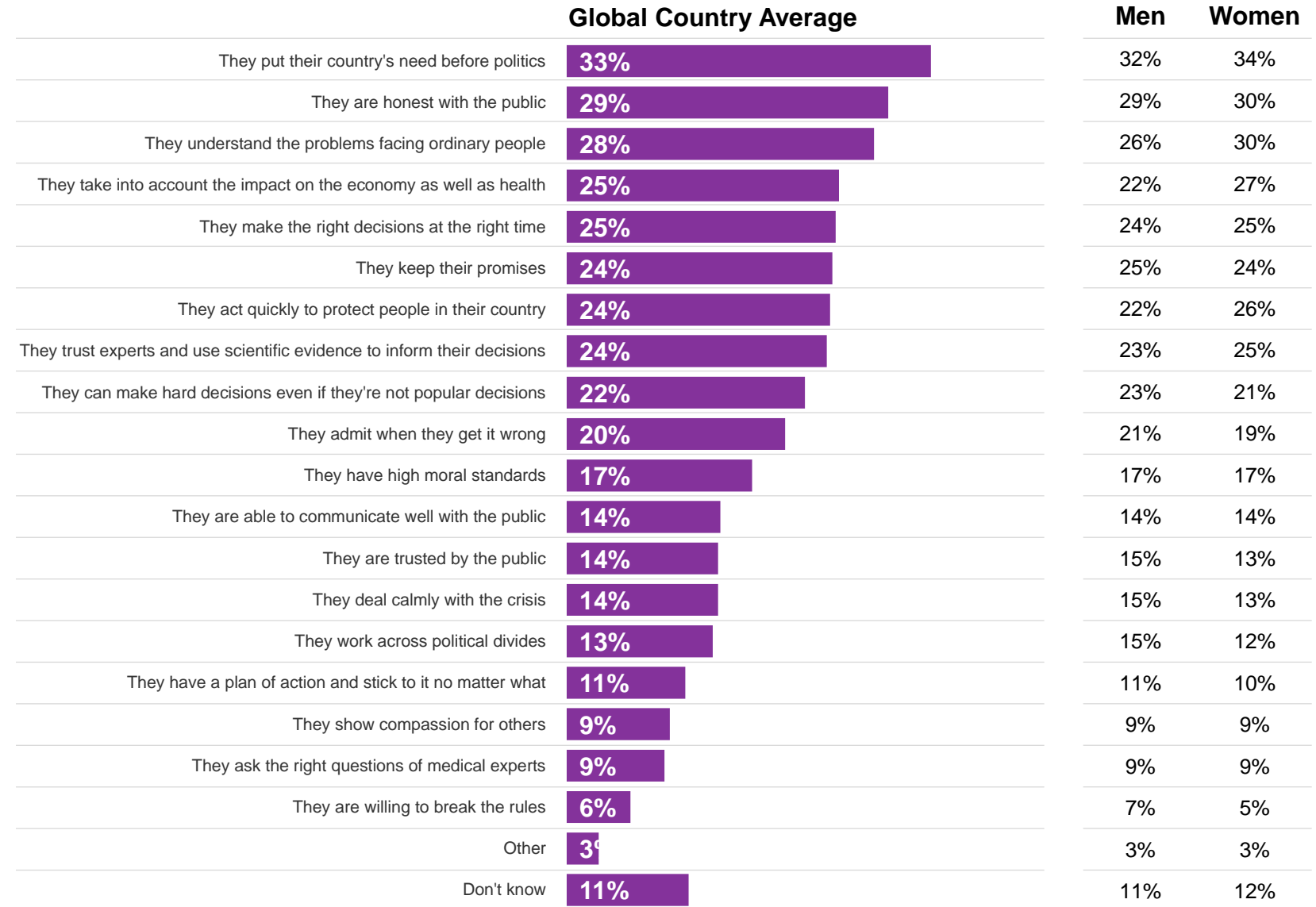
What's important in a leader?



Q.

Which four or five characteristics do you think it is most important for political leaders to have so that they will do a good job of handling the recovery from the Coronavirus pandemic?

The most important qualities that people want from their political leaders in order to do a good job in handling the recovery from the pandemic is to put their country's needs before politics – mentioned by a third of people (33%) and equally likely to be picked out by men and women.



Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Political leaders - characteristics

Which four or five characteristics do you think it is most important for political leaders to have so that they will do a good job of handling the recovery from the Coronavirus pandemic?

Top three issues:

- #1 in country
- #2 in country
- #3 in country

They...	TOT	ARG	AUS	BEL	BRA	CAN	CHL	CHN	FRA	GB	GER	HUN	IND	ISR	ITA	JAP	KOR	KSA	MAL	MEX	NLD	PER	POL	RUS	SAF	ESP	SWE	TUR	USA
...put their country's need before politics	33%	39%	37%	33%	42%	39%	42%	21%	29%	36%	20%	38%	24%	38%	39%	20%	12%	24%	41%	26%	21%	45%	22%	40%	51%	40%	32%	36%	46%
...are honest with the public	29%	22%	36%	29%	38%	42%	23%	22%	24%	37%	28%	35%	20%	20%	24%	40%	36%	21%	18%	21%	28%	25%	15%	40%	39%	27%	35%	37%	41%
...understand problems facing ordinary people	28%	24%	26%	25%	25%	30%	34%	29%	23%	29%	22%	28%	26%	18%	30%	32%	29%	19%	31%	23%	25%	24%	24%	52%	36%	22%	25%	42%	32%
...take into account the impact on the economy	25%	30%	18%	23%	25%	27%	27%	31%	24%	18%	23%	23%	20%	24%	25%	12%	18%	24%	32%	34%	28%	34%	19%	14%	38%	20%	29%	31%	24%
...make the right decisions at the right time	25%	24%	19%	18%	27%	17%	29%	29%	23%	26%	22%	27%	24%	22%	28%	31%	32%	32%	25%	25%	17%	32%	23%	27%	19%	26%	25%	24%	15%
...keep their promises	24%	25%	19%	24%	20%	24%	24%	18%	18%	21%	25%	32%	21%	29%	25%	18%	25%	20%	22%	24%	23%	24%	22%	47%	30%	25%	28%	24%	23%
...act quickly to protect people in their country	24%	21%	25%	20%	27%	25%	26%	32%	14%	24%	19%	21%	22%	11%	19%	42%	36%	28%	35%	23%	12%	27%	14%	24%	22%	29%	25%	33%	22%
...trust experts/scientific evidence for decisions	24%	19%	34%	23%	24%	34%	29%	23%	18%	27%	25%	29%	19%	19%	21%	18%	30%	19%	20%	24%	25%	21%	16%	12%	24%	32%	29%	25%	28%
...can make hard, unpopular decisions	22%	19%	29%	25%	11%	27%	23%	18%	27%	30%	21%	18%	18%	29%	24%	18%	16%	21%	20%	15%	27%	28%	16%	21%	24%	22%	36%	9%	20%
...admit when they get it wrong	20%	15%	24%	21%	17%	27%	14%	16%	23%	25%	24%	28%	13%	12%	14%	21%	23%	12%	17%	13%	23%	14%	20%	28%	20%	18%	29%	28%	18%
...have high moral standards	17%	17%	15%	14%	16%	19%	21%	17%	10%	12%	11%	23%	15%	27%	23%	8%	16%	15%	20%	10%	9%	22%	14%	23%	32%	10%	16%	21%	19%
...are able to communicate well with the public	14%	10%	17%	11%	11%	16%	10%	23%	5%	16%	10%	12%	16%	10%	6%	20%	31%	17%	13%	12%	18%	11%	10%	9%	20%	7%	19%	20%	15%
...are trusted by the public	14%	6%	16%	6%	20%	15%	7%	23%	4%	19%	11%	13%	19%	22%	3%	25%	28%	14%	10%	11%	13%	5%	13%	18%	18%	6%	12%	17%	14%
...deal calmly with the crisis	14%	10%	17%	10%	8%	14%	10%	24%	9%	13%	19%	7%	14%	13%	9%	22%	26%	22%	21%	14%	13%	14%	11%	8%	9%	5%	13%	21%	12%
...work across political divides	13%	9%	11%	18%	4%	13%	7%	11%	14%	13%	10%	15%	17%	16%	20%	10%	22%	8%	12%	13%	13%	9%	20%	7%	15%	7%	26%	8%	25%

The impact of COVID-19

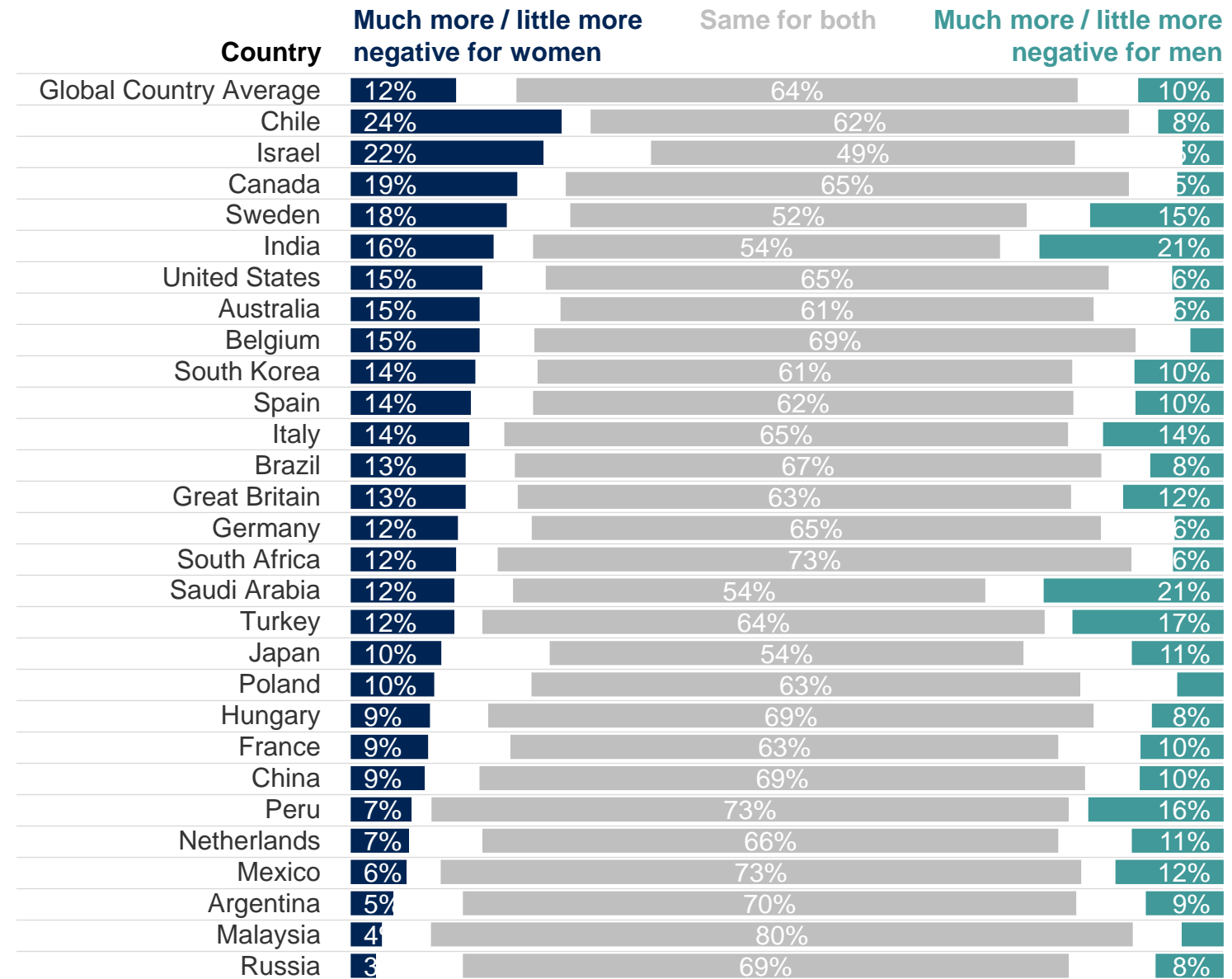


Q.

Taking all the potential effects into account (such as health, economic, and social impacts) do you think the Coronavirus will have a more negative impact on men, women, or will it have the same impact on both?

Across the 28 countries, around two-thirds (64%) say that Coronavirus has impacted both men and women equally.

Higher proportions in Chile, Israel and Canada say it's been more negative for women.



Indicates differences of 10%+

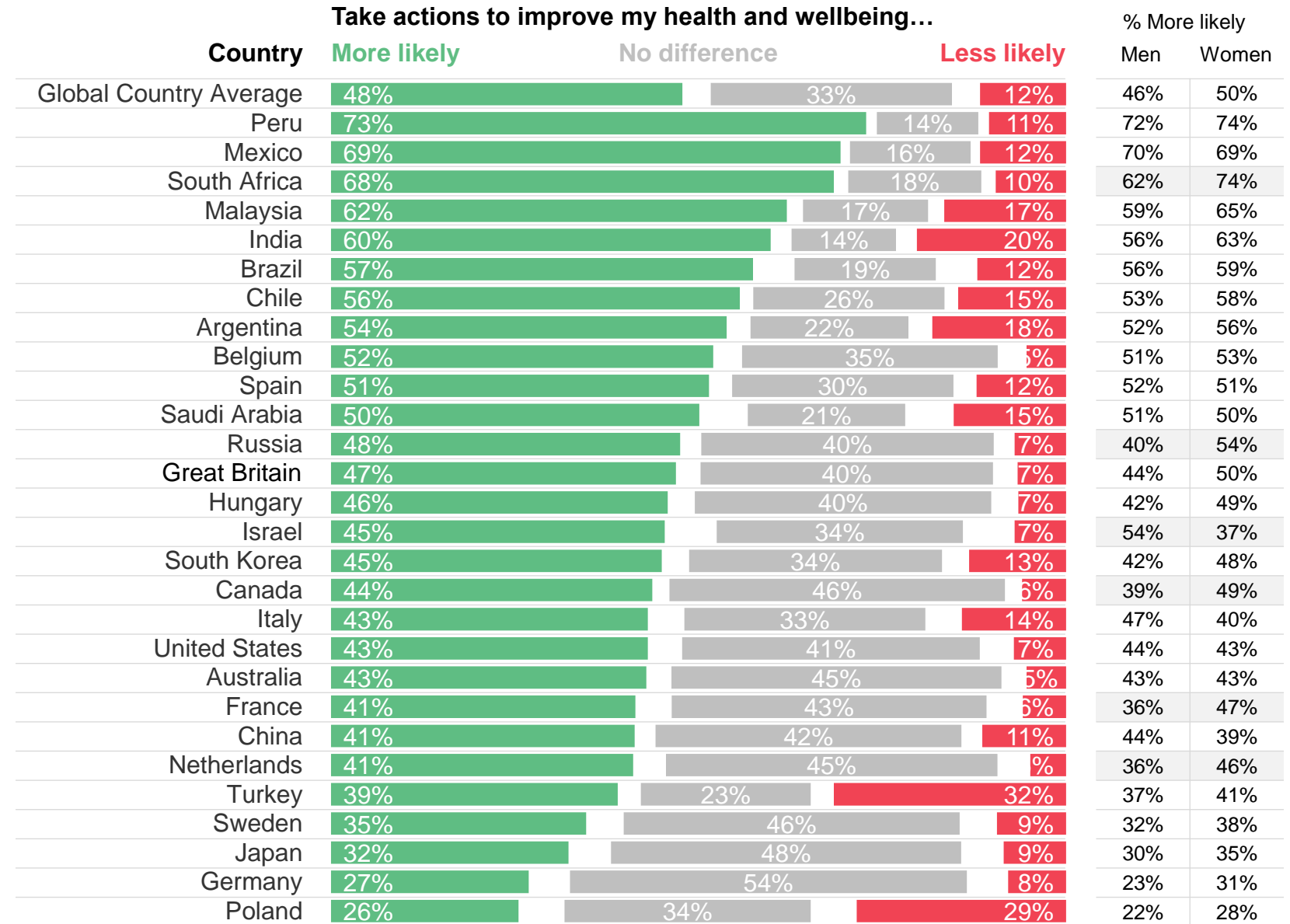
Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

As a result of the Coronavirus pandemic, do you think you are now more or less likely to do the following than you did before the crisis started in 2020?

Take actions to improve my health and wellbeing

Women are slightly more likely than men to say that they are taking actions to improve their health and wellbeing than they did before crisis started (50% vs 46%).



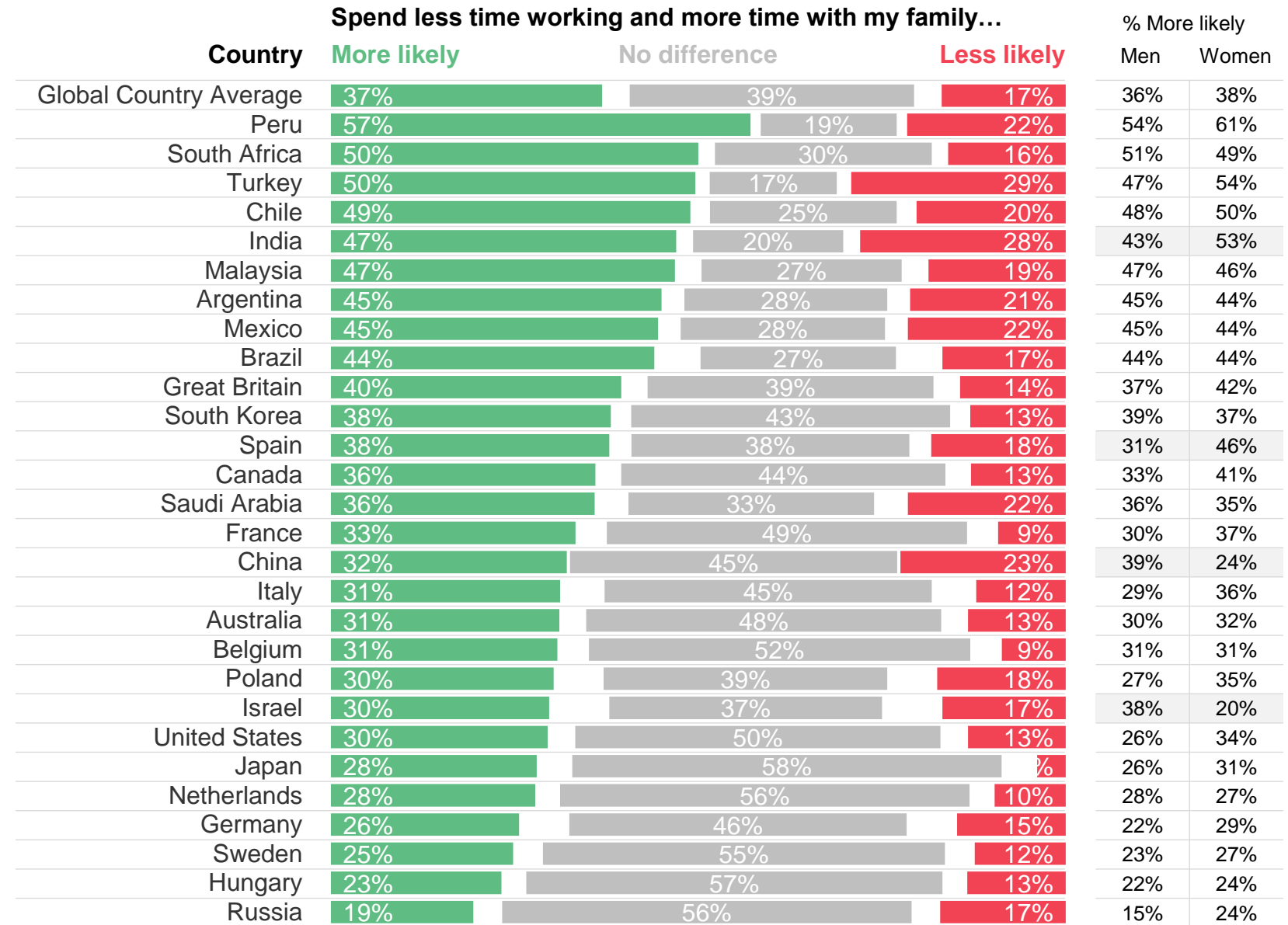
Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

As a result of the Coronavirus pandemic, do you think you are now more or less likely to do the following than you did before the crisis started in 2020?

Spend less time working and more time with my family

Close to four in ten people (37%) say they are now more likely to spend less time working and more time with their family compared to before the crisis began.



Indicates differences of 10%+

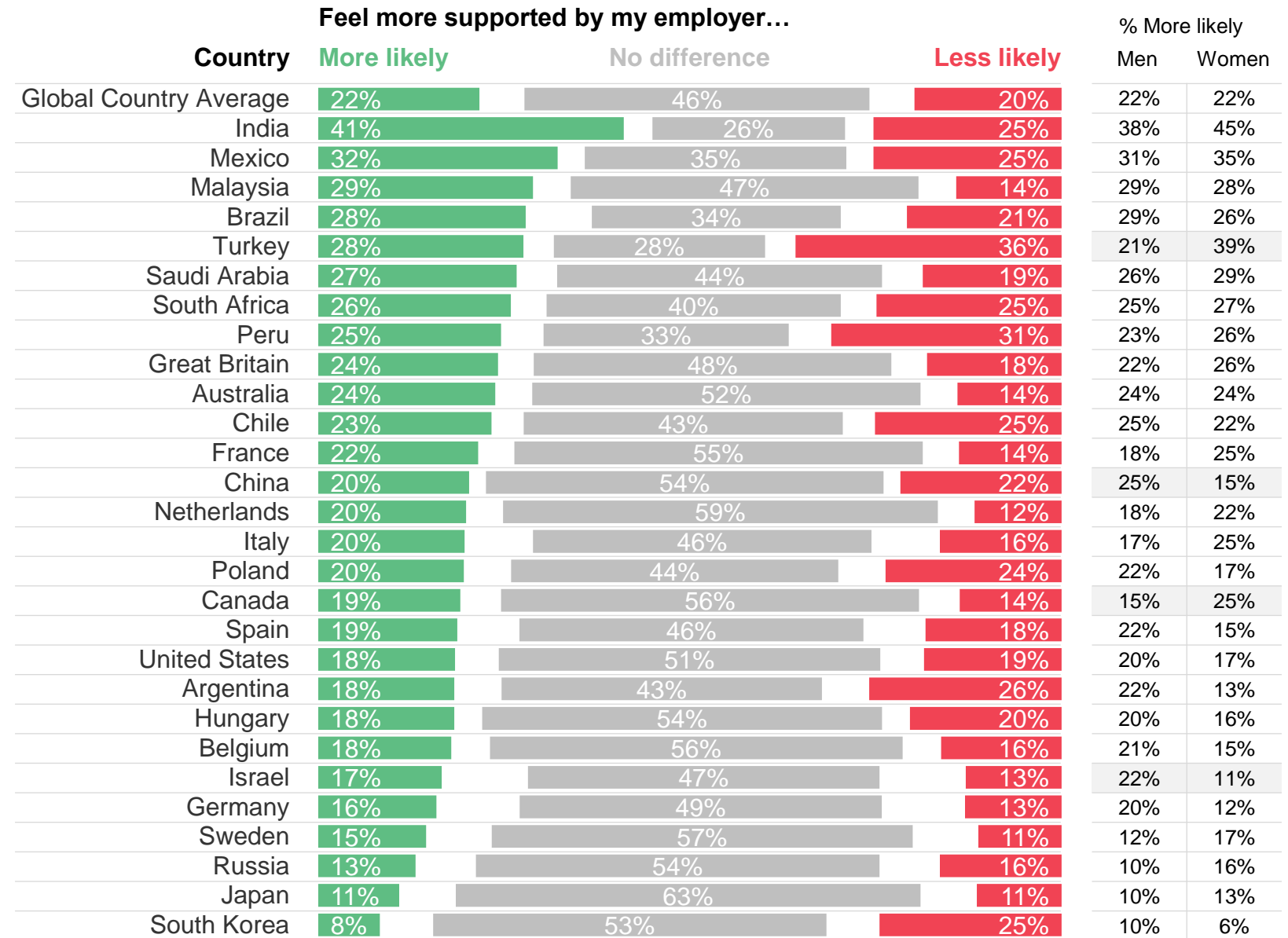
Base: 12,174 online adults aged 16-74 across 28 countries who were employed in a job, 22 Jan - 5 Feb 2021

Q.

As a result of the Coronavirus pandemic, do you think you are now more or less likely to do the following than you did before the crisis started in 2020?

Feel more supported by my employer

Opinion is divided on whether the pandemic has meant people feel more supported by their employer as nearly half (46%) say it has made no difference.



Base: 12,174 online adults aged 16-74 across 28 countries who were employed in a job

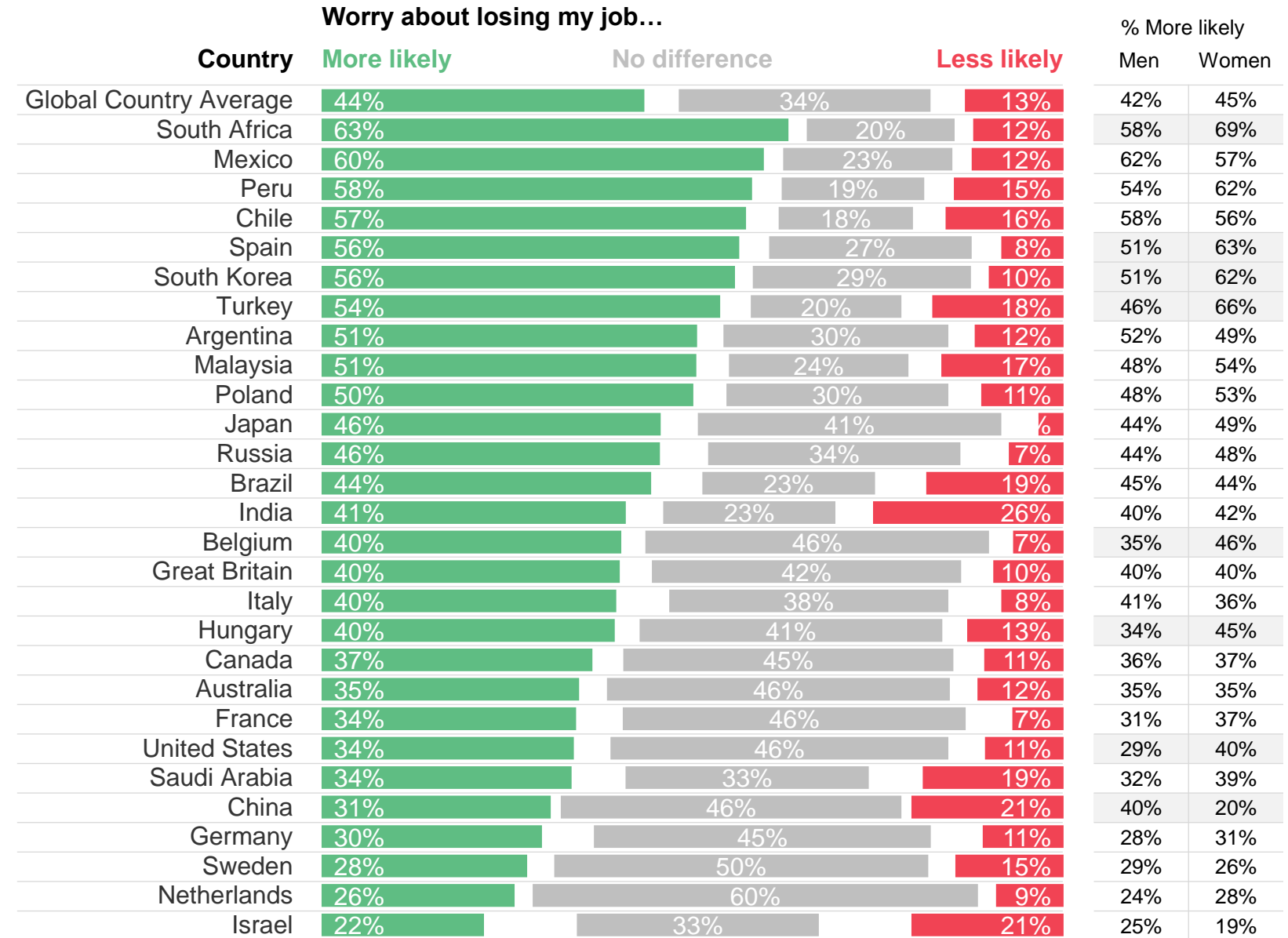
Q.

As a result of the Coronavirus pandemic, do you think you are now more or less likely to do the following than you did before the crisis started in 2020?

Worry about losing my job

Overall, 44% of people in work say they are now more likely now to worry about losing their job than they did before the crisis started.

A third (34%) say there is no difference, while 13% say they are less likely to worry now.



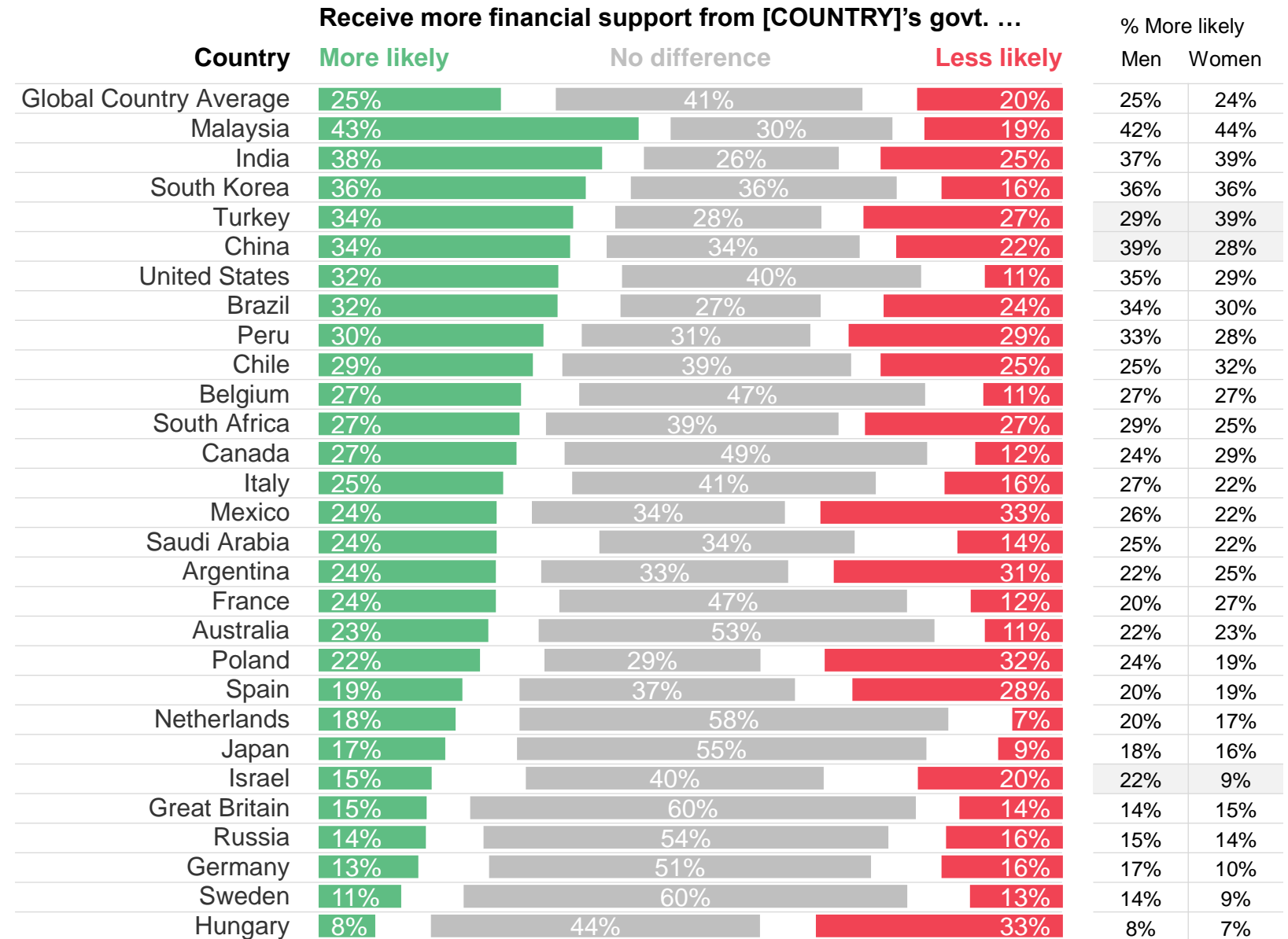
Base: 12,174 online adults aged 16-74 across 28 countries who were employed in a job

Q.

As a result of the Coronavirus pandemic, do you think you are now more or less likely to do the following than you did before the crisis started in 2020?

Receive more financial support from [COUNTRY]'s government

One in four (25%) say the pandemic has meant they are more likely to receive more financial support from their country's government, whilst one in five say the opposite (20%).



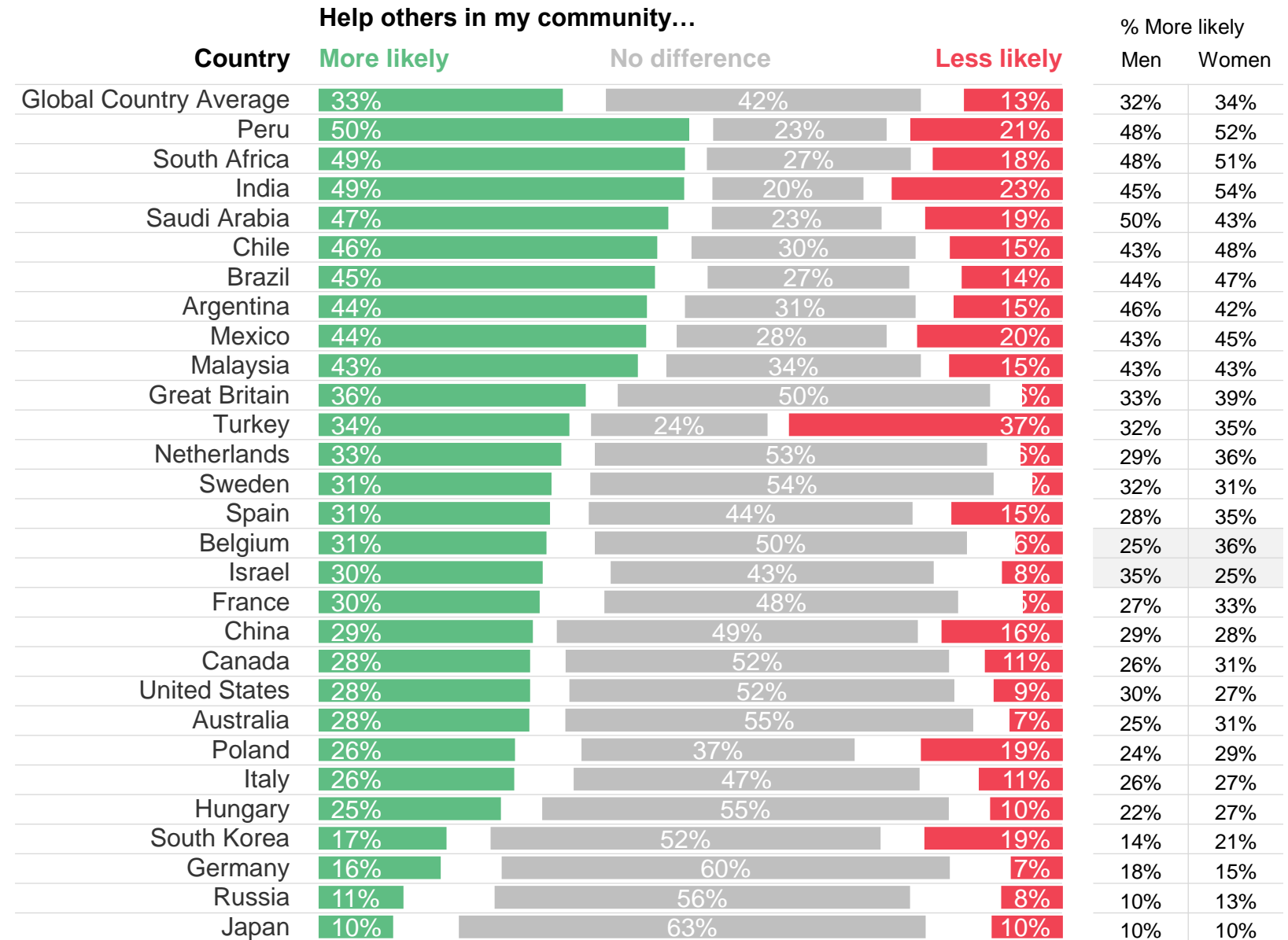
Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

As a result of the Coronavirus pandemic, do you think you are now more or less likely to do the following than you did before the crisis started in 2020?

Help others in my community

One in three (33%) say the pandemic has meant they are more likely to help others in their community, with those in Peru, South Africa and India the most positive.



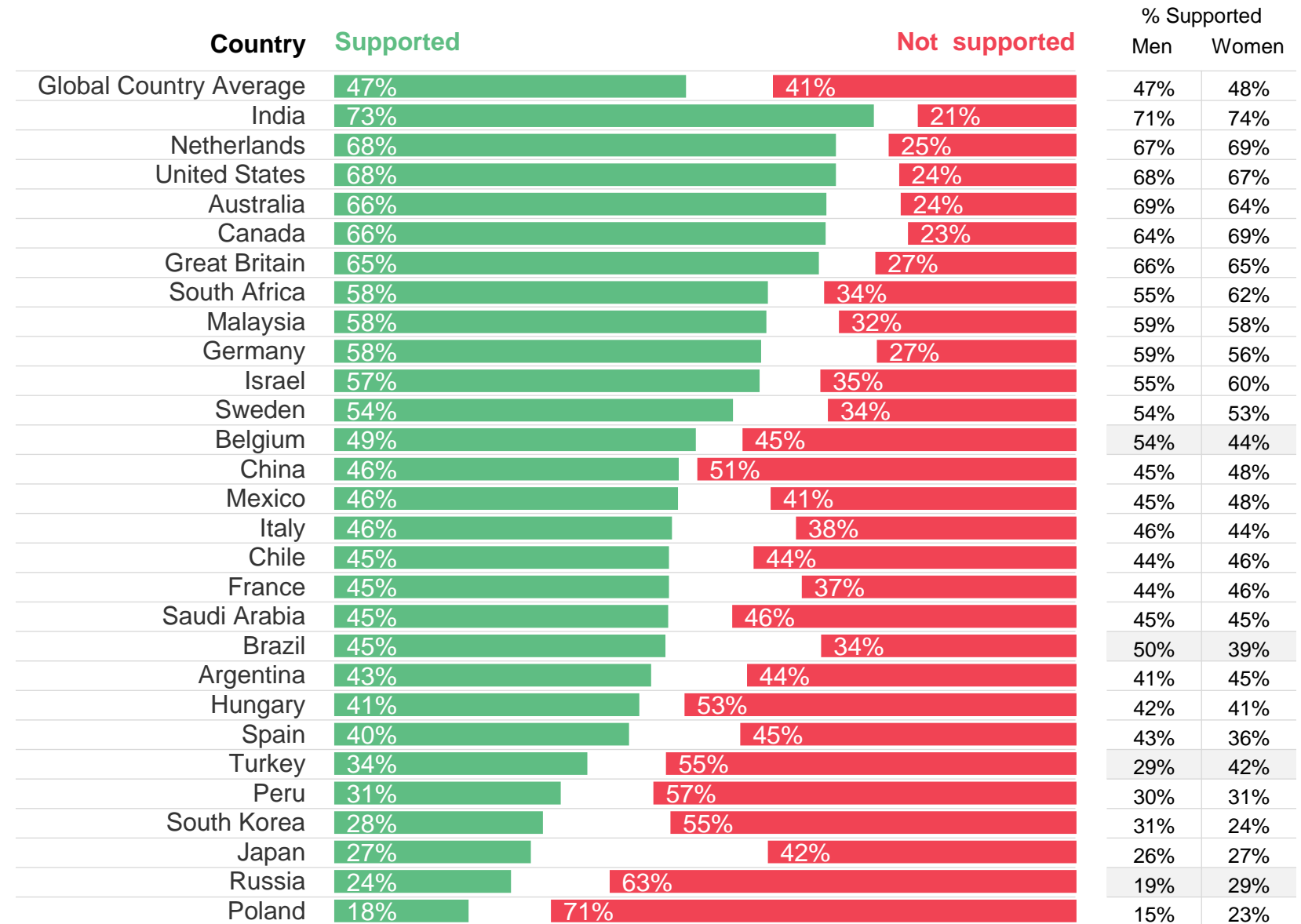
Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

To what extent, if at all, have you felt supported by your employer during the disruption caused by the Coronavirus pandemic?

Opinion is divided on whether people have been supported by their employer during the pandemic, with nearing half (47%) saying they have been but a sizable two in five (41%) thinking they haven't.

Countries more positive about their employers include India, the Netherlands and the United States, whilst Russia and Poland are the most negative.



Indicates differences of 10%+

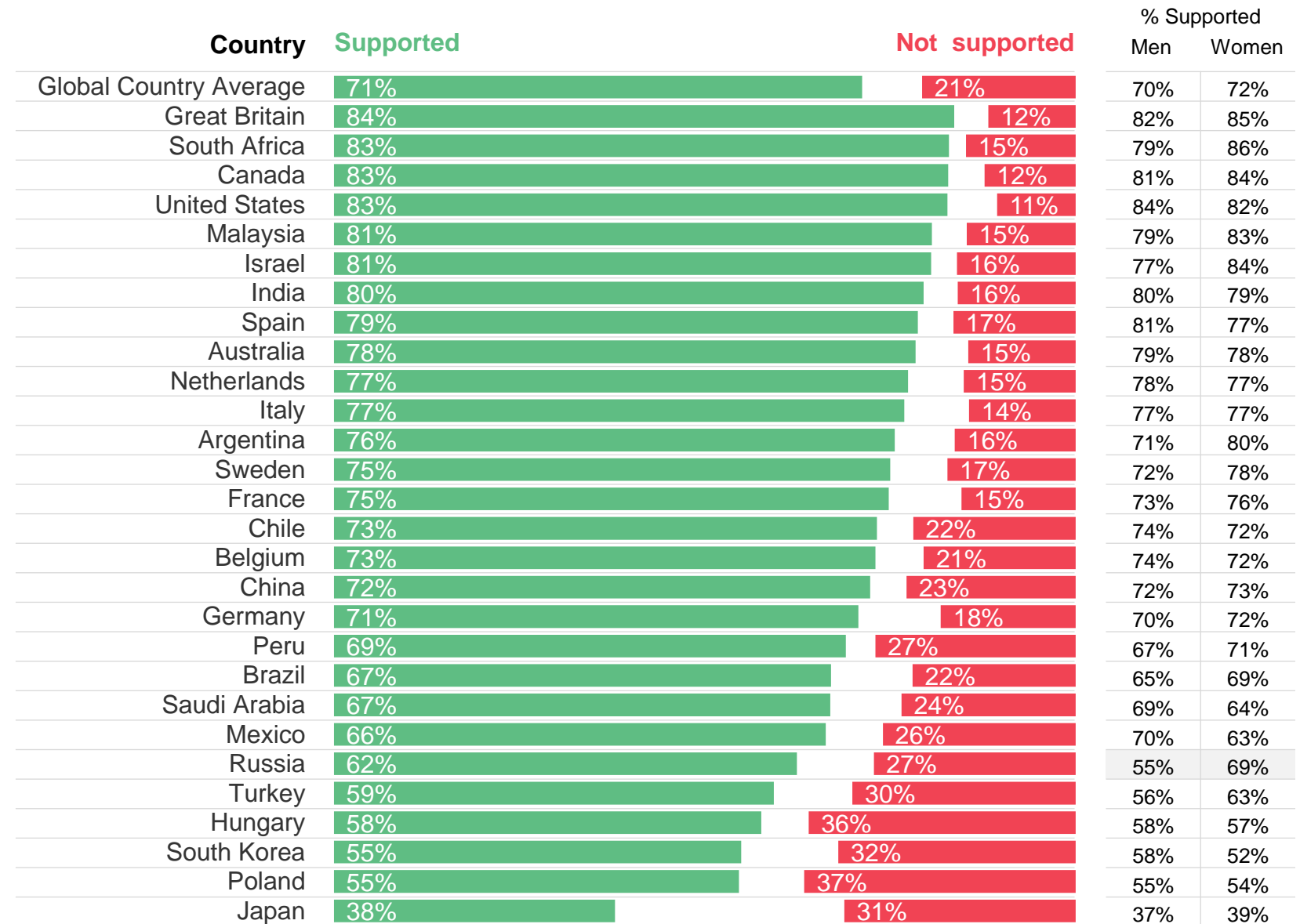
Base: 12,233 online adults aged 16-74 across 28 countries who were employed in a job

Q.

To what extent, if at all, have you felt supported by your friends and family during the disruption caused by the Coronavirus pandemic?

Seven in ten (71%) say they have been supported by their friends and family during the pandemic, with Great Britain the most likely to say this, followed by South Africa, Canada and the United States.

Just one in five (21%) say they have not felt supported by friends and family, although this rises to over a third in Poland and Hungary.



Indicates differences of 10%+

Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

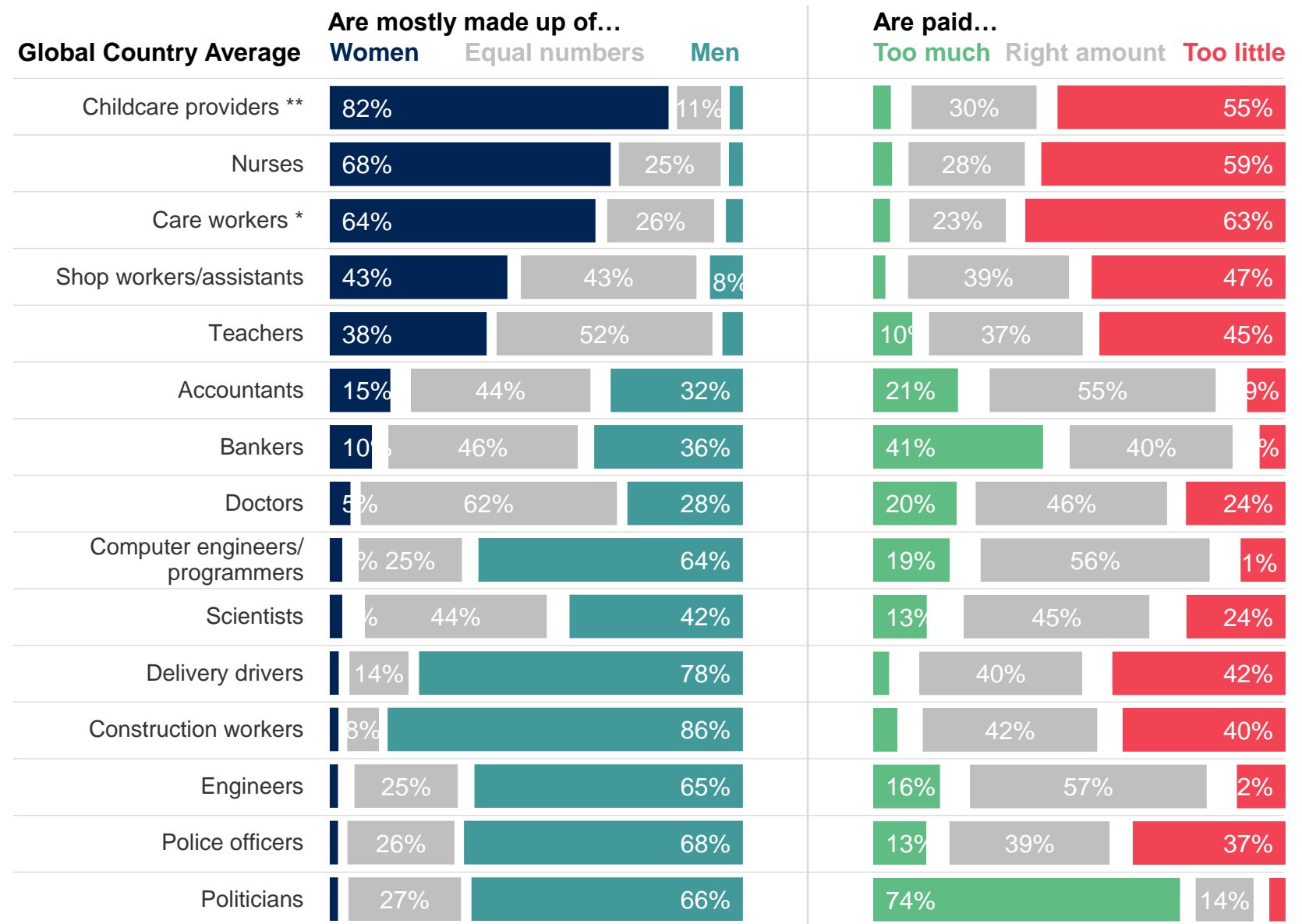
Gender and work



Q.

For each job, please say whether you think this is a job mostly made up of men, mostly made up of women or is it made up of equal numbers of men and women, and please say whether you think that the salary or wages they are paid are too much, too little or about the right amount for the job that they do.

It doesn't matter if you don't know what their exact wages are, it is just your opinion we are after.



* such as those helping the elderly or those with disabilities

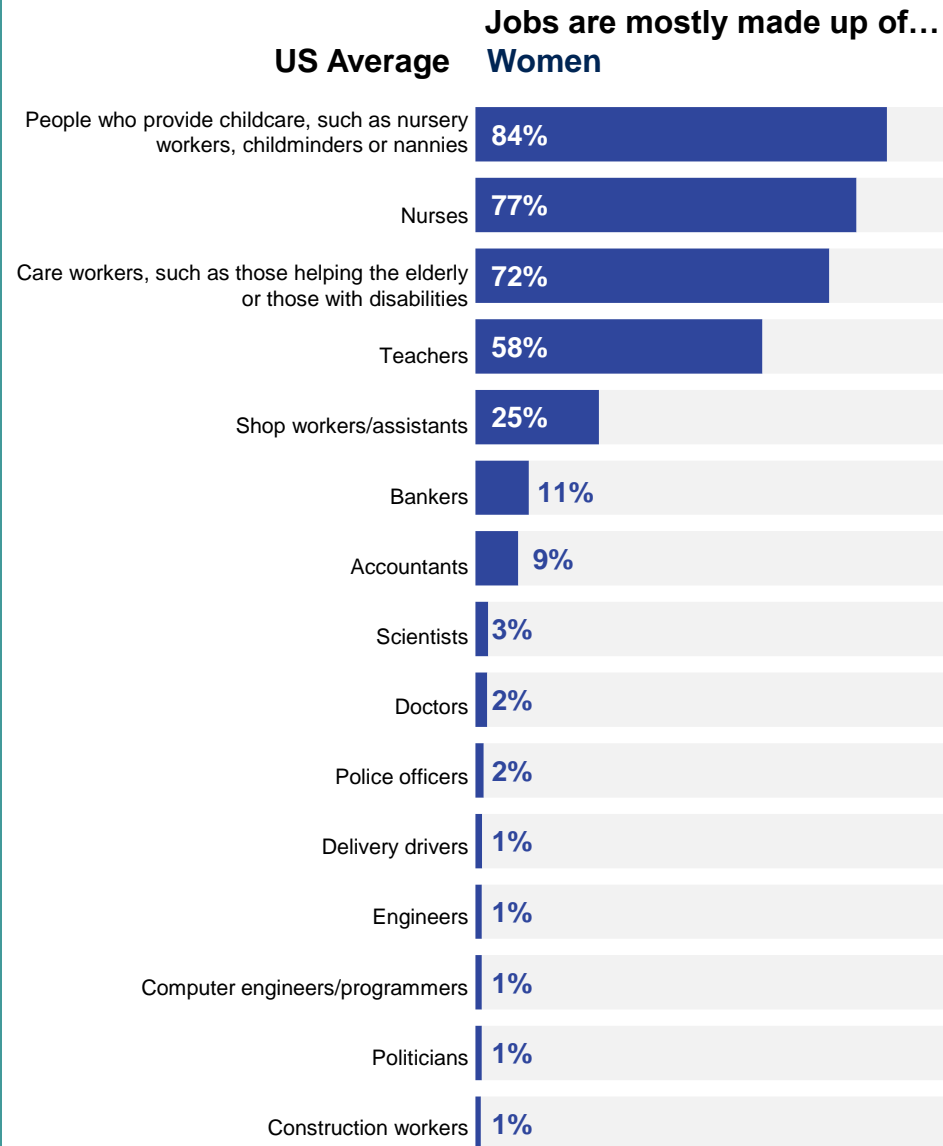
** such as nursery workers, childminders or nannies

Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

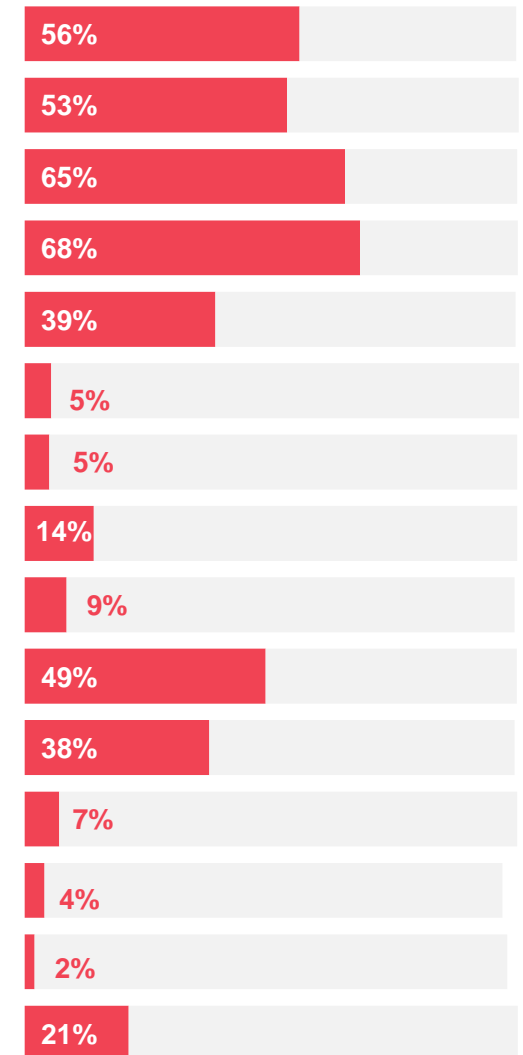
Q.

For each job, please say whether you think this is a job mostly made up of men, mostly made up of women or is it made up of equal numbers of men and women, and please say whether you think that the salary or wages they are paid are too much, too little or about the right amount for the job that they do.

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Are paid...
Too little



* such as those helping the elderly or those with disabilities

** such as nursery workers, childminders or nannies

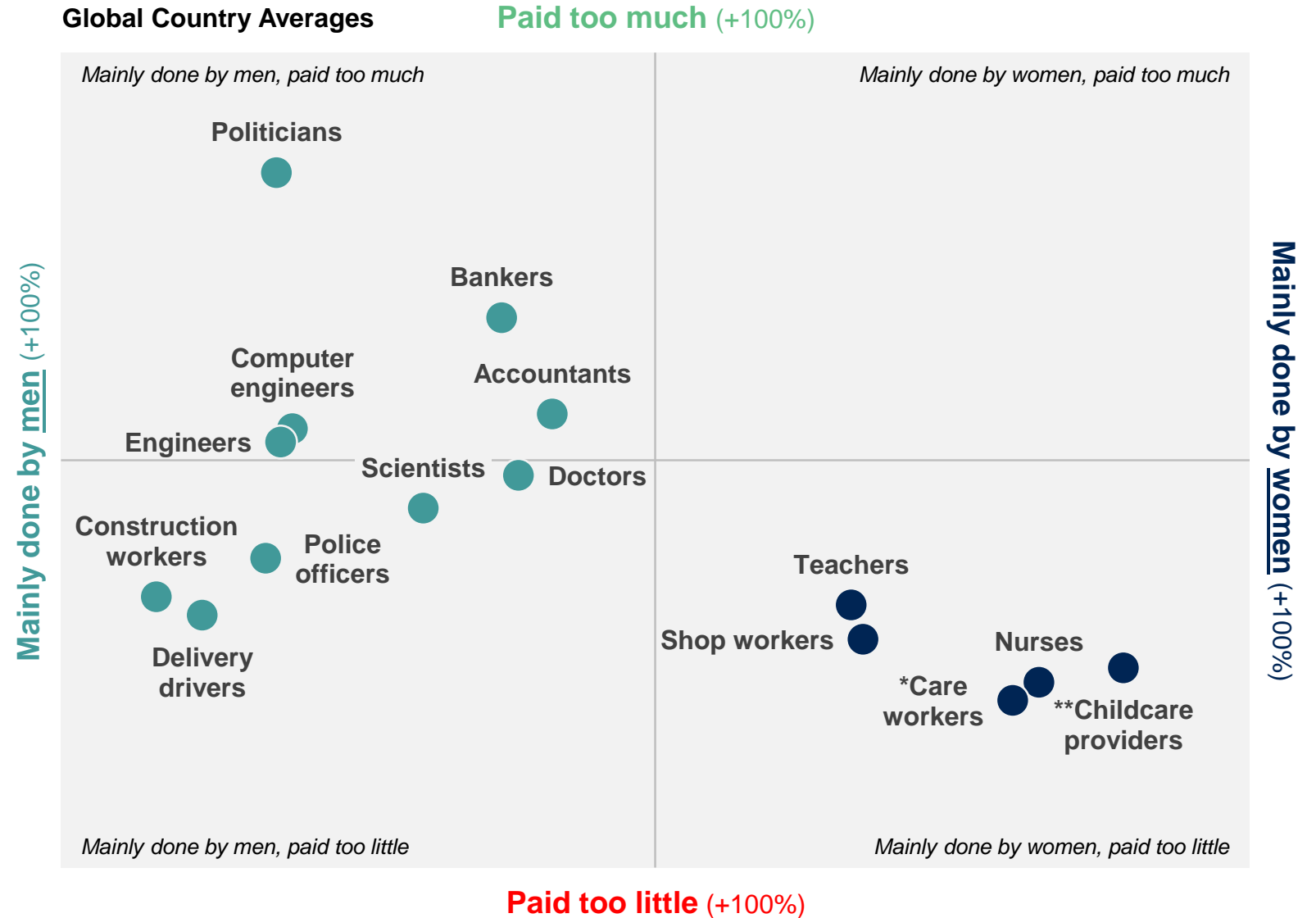
Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

For each job, please say whether you think this is a job mostly made up of men, mostly made up of women or is it made up of equal numbers of men and women, and please say whether you think that the salary or wages they are paid are too much, too little or about the right amount for the job that they do.

It doesn't matter if you don't know what their exact wages are, it is just your opinion we are after.

Jobs that are mainly seen as being done by women are also those most likely to be seen as being paid too little.



* such as those helping the elderly or those with disabilities

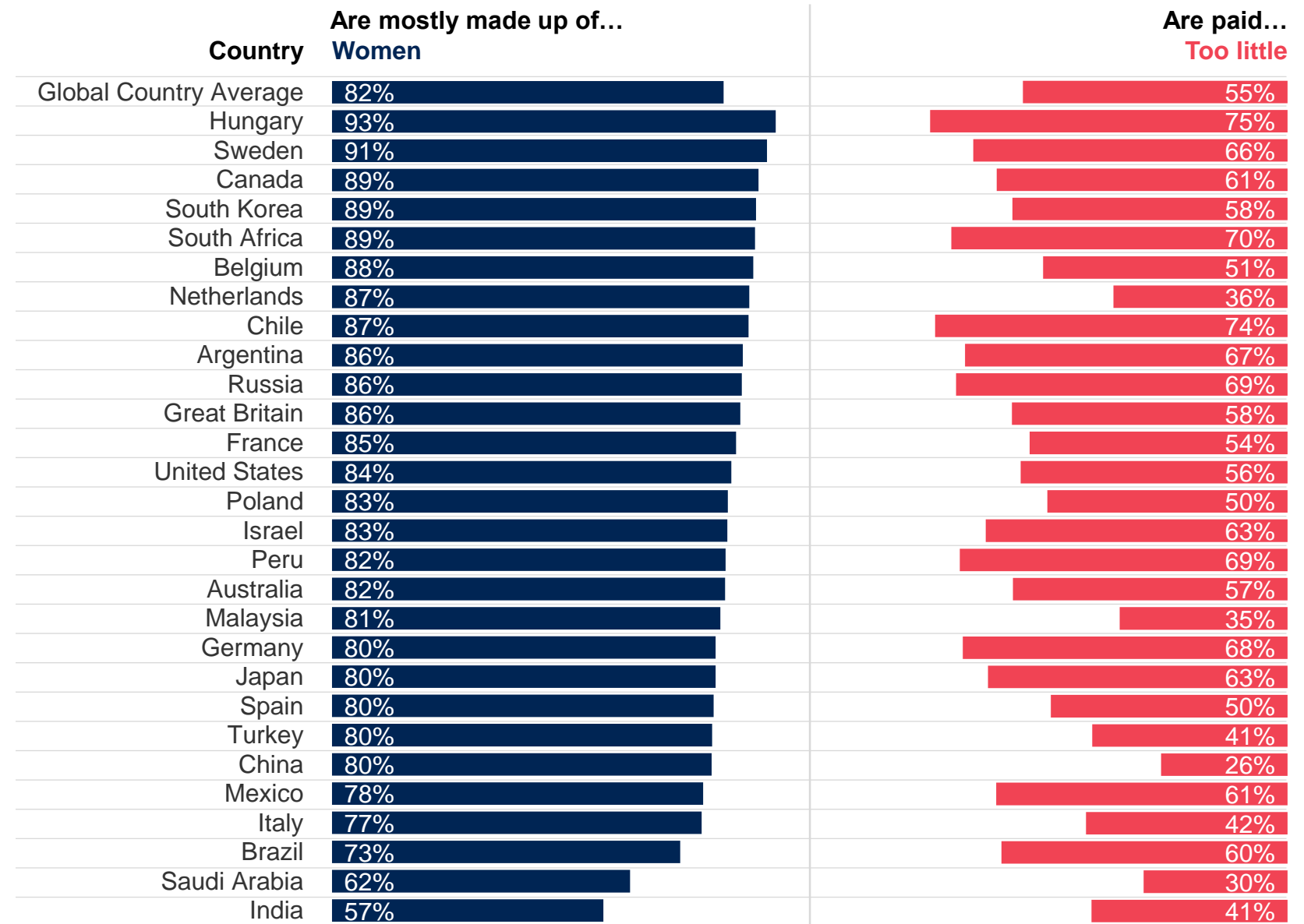
** such as nursery workers, childminders or nannies

Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

For people who provide childcare (such as nursery workers, childminders and nannies), please say whether you think this is a job mostly made up of men, mostly made up of women or is it made up of equal numbers of men and women, and please say whether you think that the salary or wages they are paid are too much, too little or about the right amount for the job that they do.

It doesn't matter if you don't know what their exact wages are, it is just your opinion we are after.

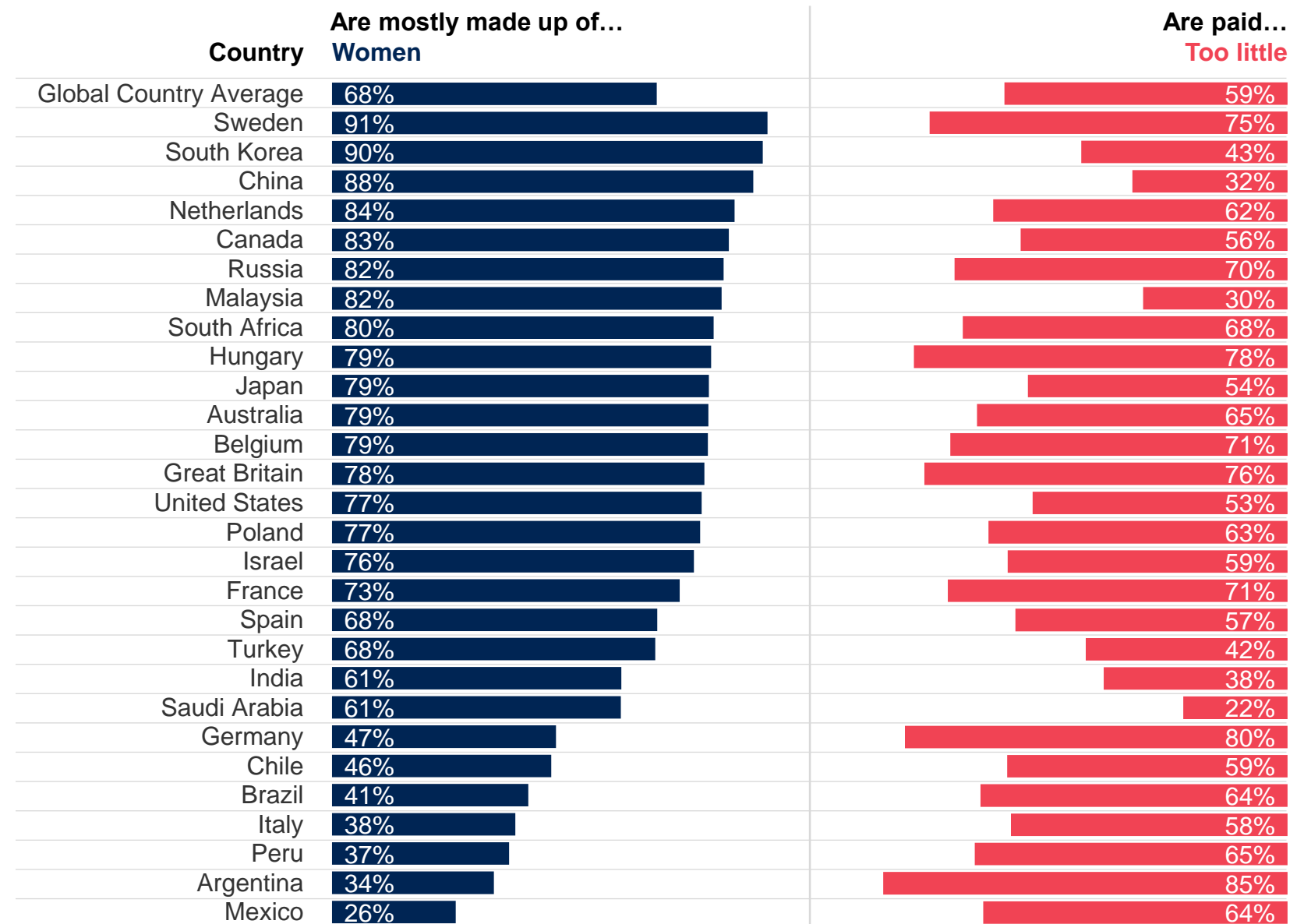


Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

For nurses, please say whether you think this is a job mostly made up of men, mostly made up of women or is it made up of equal numbers of men and women, and please say whether you think that the salary or wages they are paid are too much, too little or about the right amount for the job that they do.

It doesn't matter if you don't know what their exact wages are, it is just your opinion we are after.

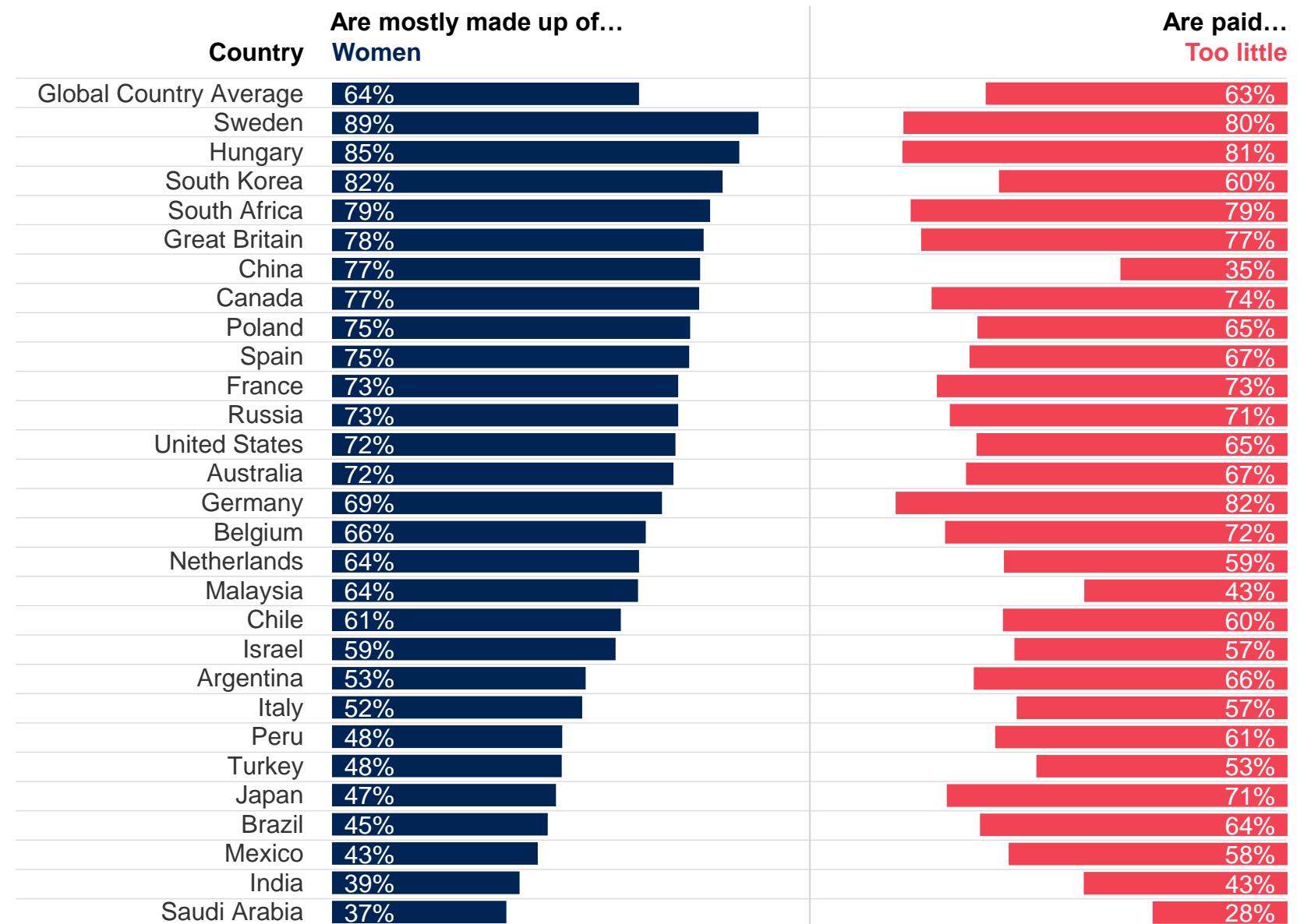


Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

For care workers, such as those helping the elderly or those with disabilities, please say whether you think this is a job mostly made up of men, mostly made up of women or is it made up of equal numbers of men and women, and please say whether you think that the salary or wages they are paid are too much, too little or about the right amount for the job that they do.

It doesn't matter if you don't know what their exact wages are, it is just your opinion we are after.

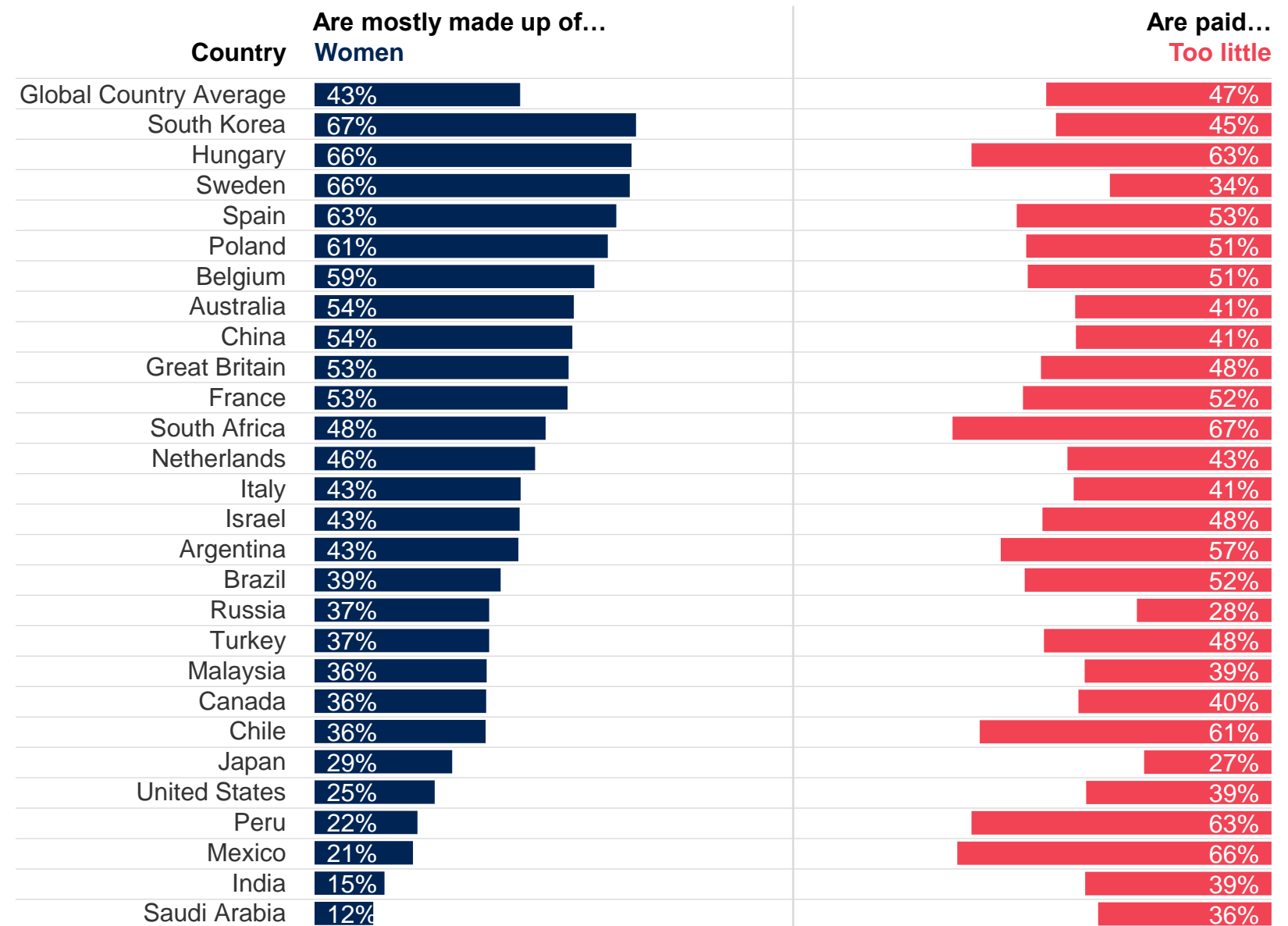


Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

For shop workers/assistants, please say whether you think this is a job mostly made up of men, mostly made up of women or is it made up of equal numbers of men and women, and please say whether you think that the salary or wages they are paid are too much, too little or about the right amount for the job that they do.

It doesn't matter if you don't know what their exact wages are, it is just your opinion we are after.

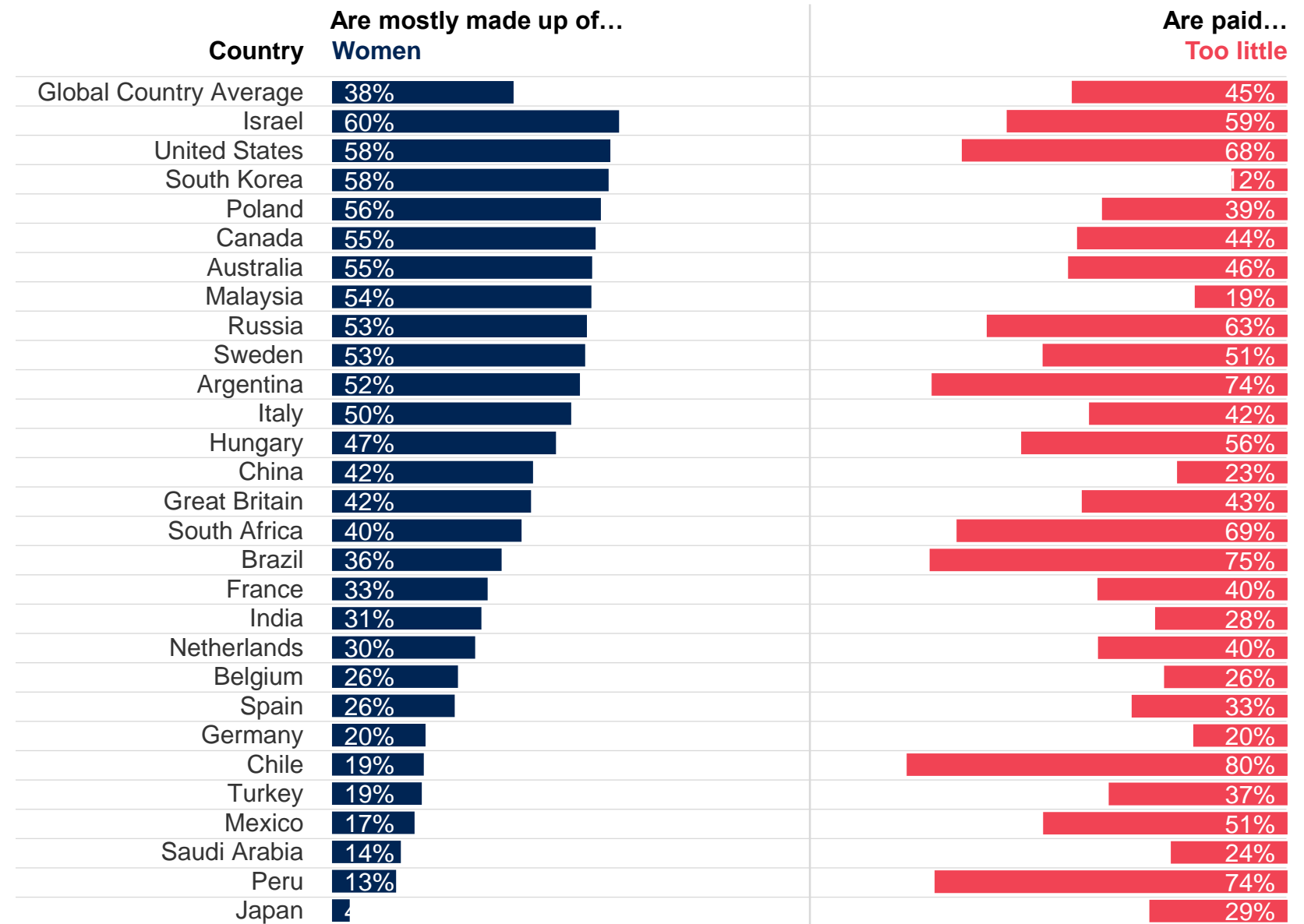


Base: 19,520 online adults aged 16-74 across 27 countries, 22 Jan - 5 Feb 2021

Q.

For teachers, please say whether you think this is a job mostly made up of men, mostly made up of women or is it made up of equal numbers of men and women, and please say whether you think that the salary or wages they are paid are too much, too little or about the right amount for the job that they do.

It doesn't matter if you don't know what their exact wages are, it is just your opinion we are after.

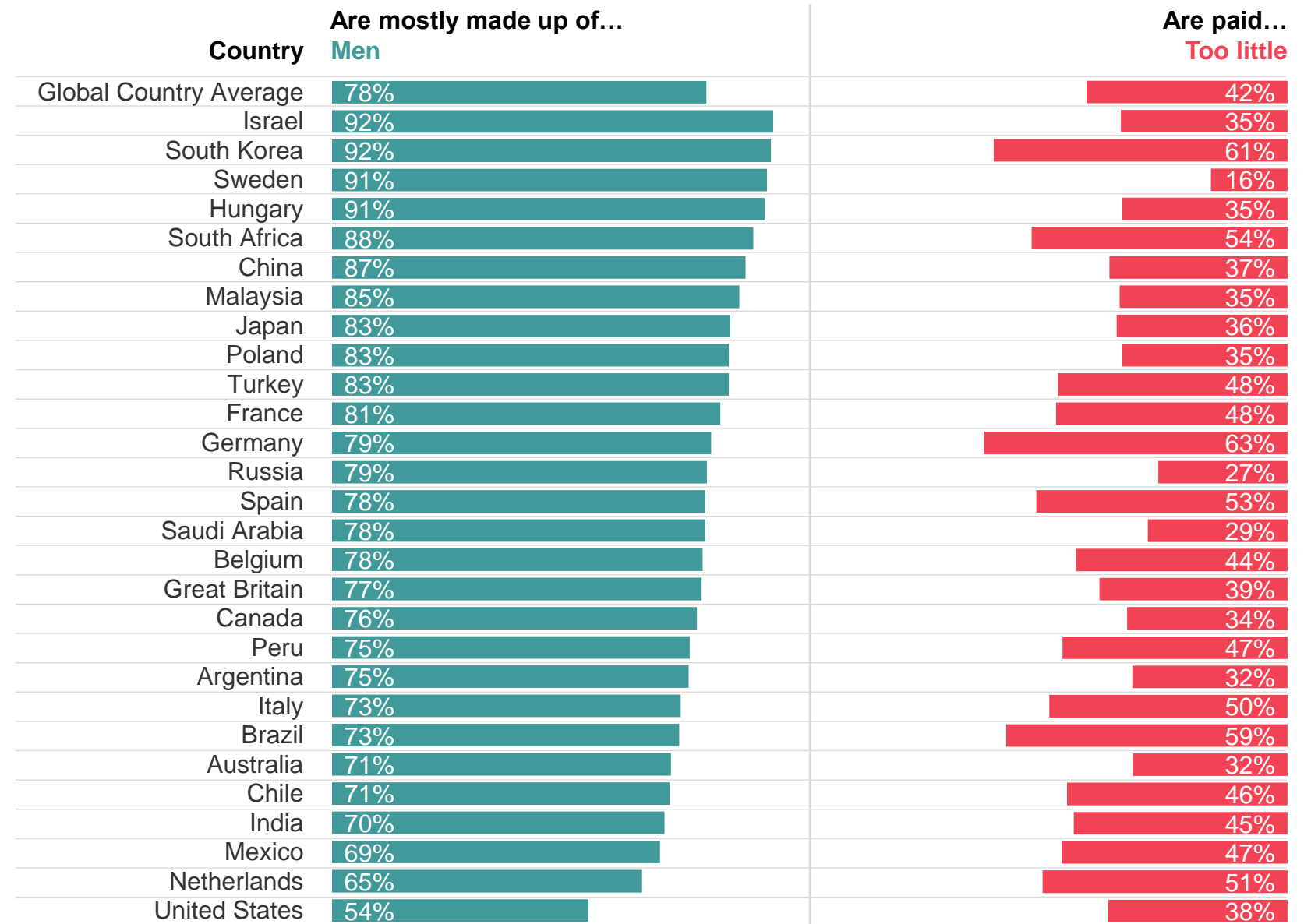


Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

For delivery drivers, please say whether you think this is a job mostly made up of men, mostly made up of women or is it made up of equal numbers of men and women, and please say whether you think that the salary or wages they are paid are too much, too little or about the right amount for the job that they do.

It doesn't matter if you don't know what their exact wages are, it is just your opinion we are after.

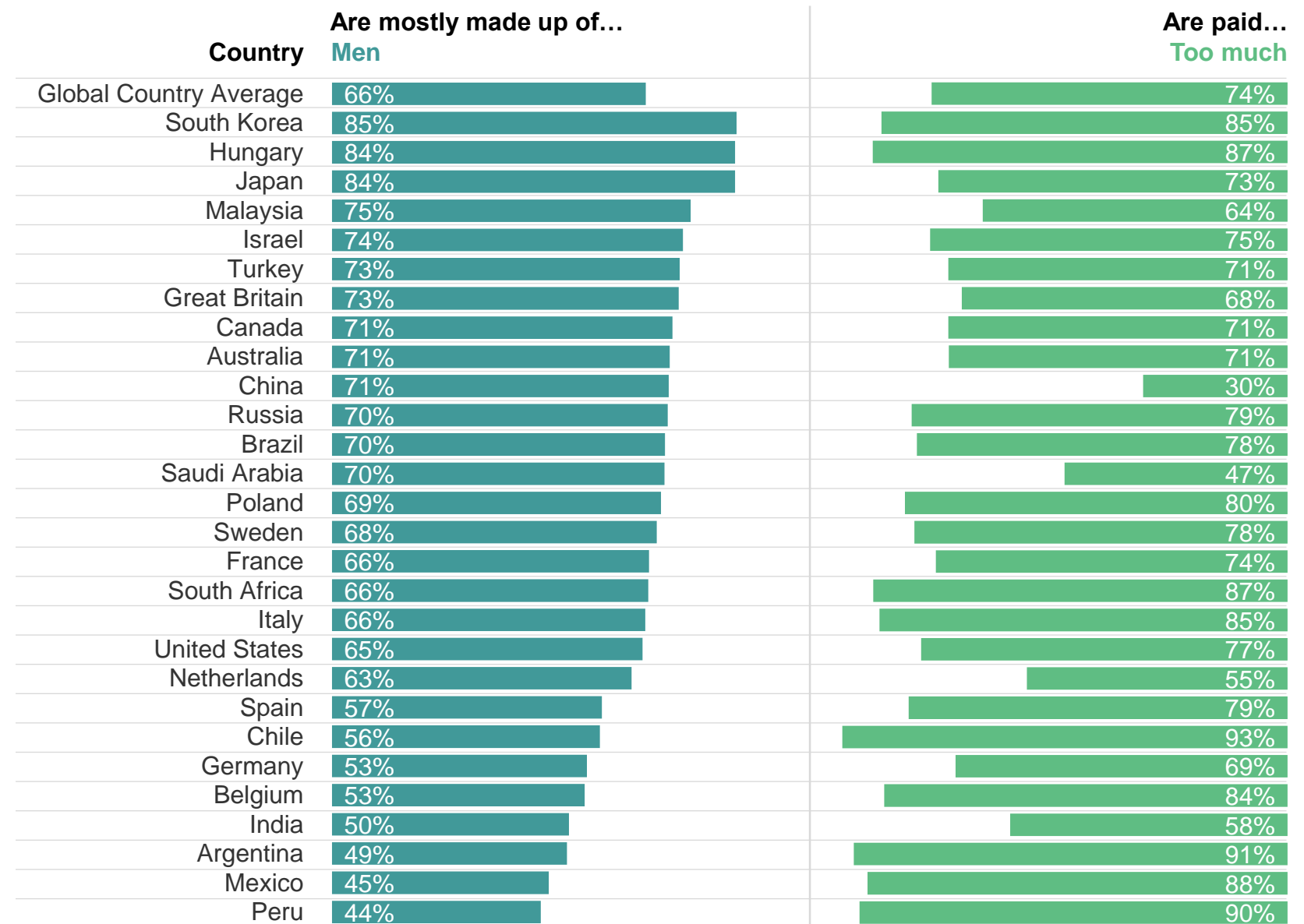


Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

For politicians, please say whether you think this is a job mostly made up of men, mostly made up of women or is it made up of equal numbers of men and women, and please say whether you think that the salary or wages they are paid are too much, too little or about the right amount for the job that they do.

It doesn't matter if you don't know what their exact wages are, it is just your opinion we are after.

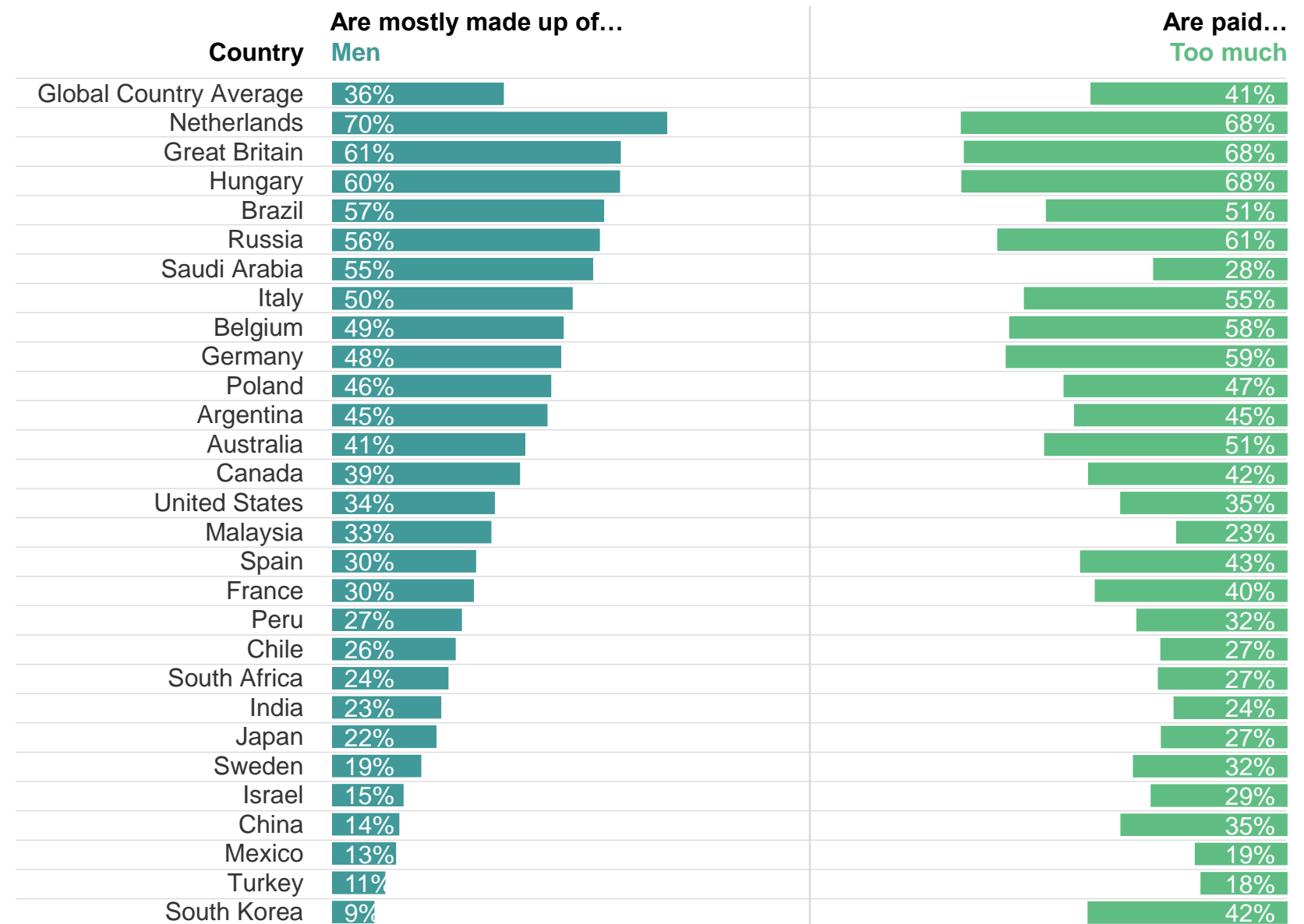


Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

For bankers, please say whether you think this is a job mostly made up of men, mostly made up of women or is it made up of equal numbers of men and women, and please say whether you think that the salary or wages they are paid are too much, too little or about the right amount for the job that they do.

It doesn't matter if you don't know what their exact wages are, it is just your opinion we are after.

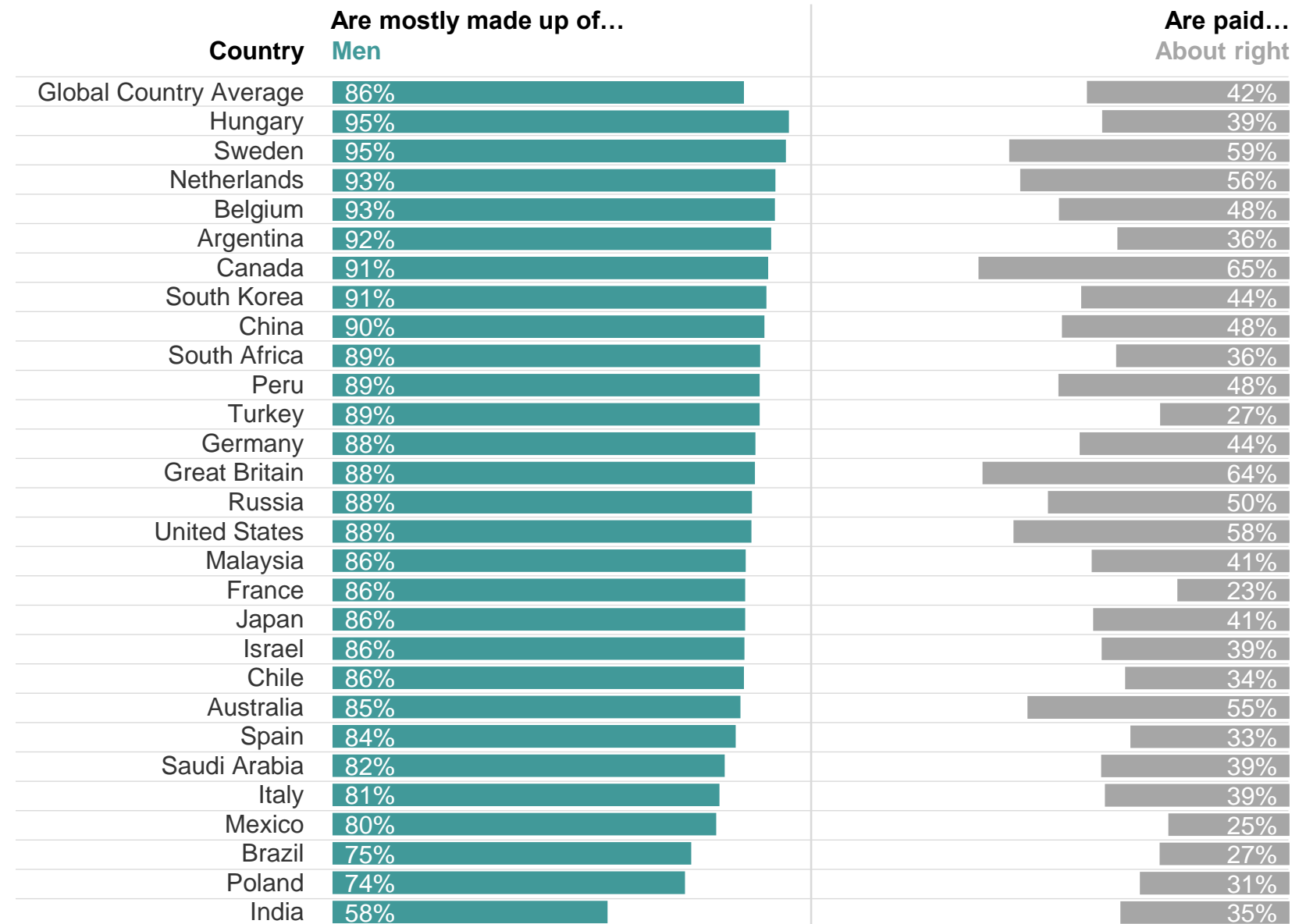


Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

For construction workers, please say whether you think this is a job mostly made up of men, mostly made up of women or is it made up of equal numbers of men and women, and please say whether you think that the salary or wages they are paid are too much, too little or about the right amount for the job that they do.

It doesn't matter if you don't know what their exact wages are, it is just your opinion we are after.

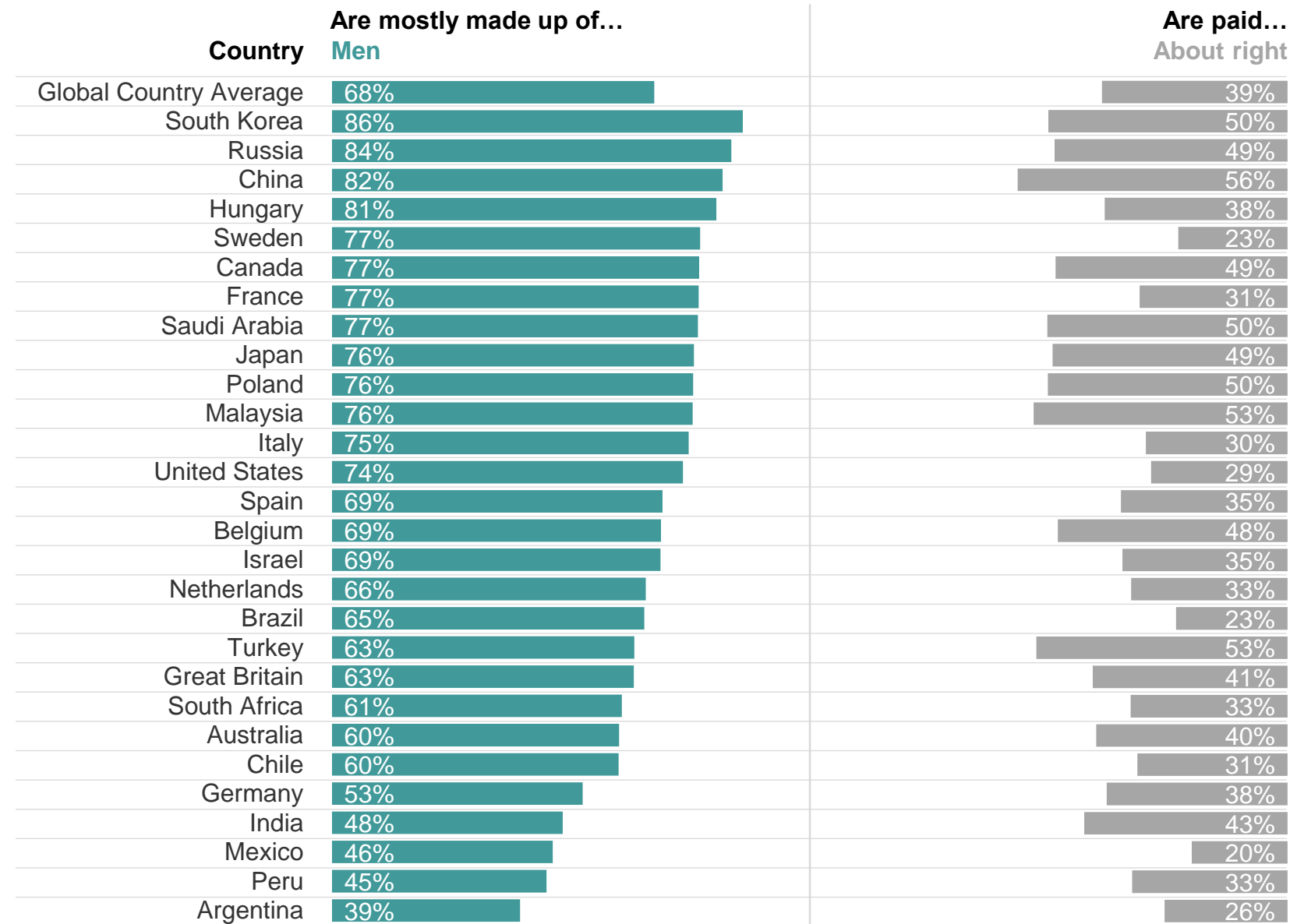


Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

For police officers, please say whether you think this is a job mostly made up of men, mostly made up of women or is it made up of equal numbers of men and women, and please say whether you think that the salary or wages they are paid are too much, too little or about the right amount for the job that they do.

It doesn't matter if you don't know what their exact wages are, it is just your opinion we are after.

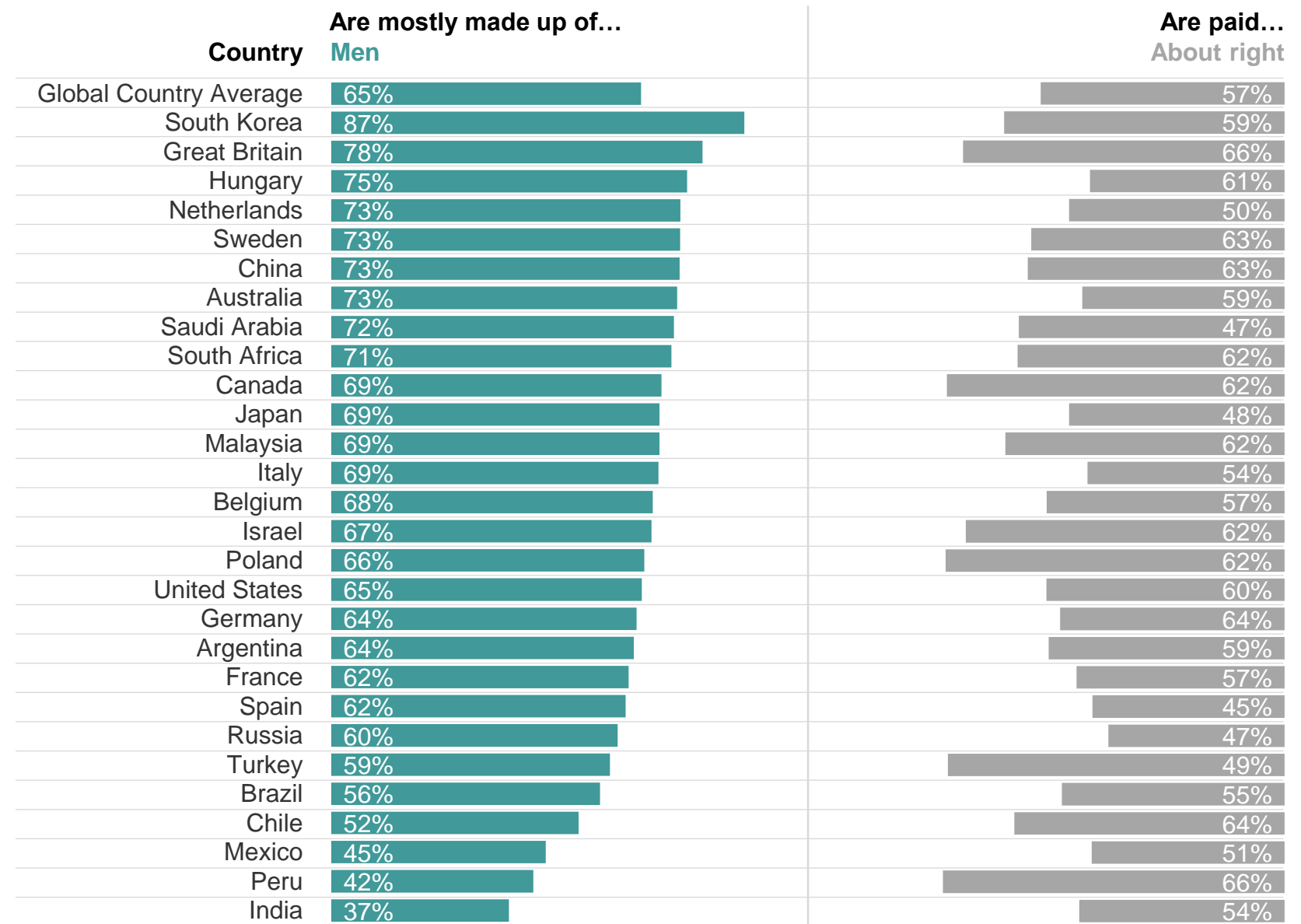


Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

For engineers, please say whether you think this is a job mostly made up of men, mostly made up of women or is it made up of equal numbers of men and women, and please say whether you think that the salary or wages they are paid are too much, too little or about the right amount for the job that they do.

It doesn't matter if you don't know what their exact wages are, it is just your opinion we are after.

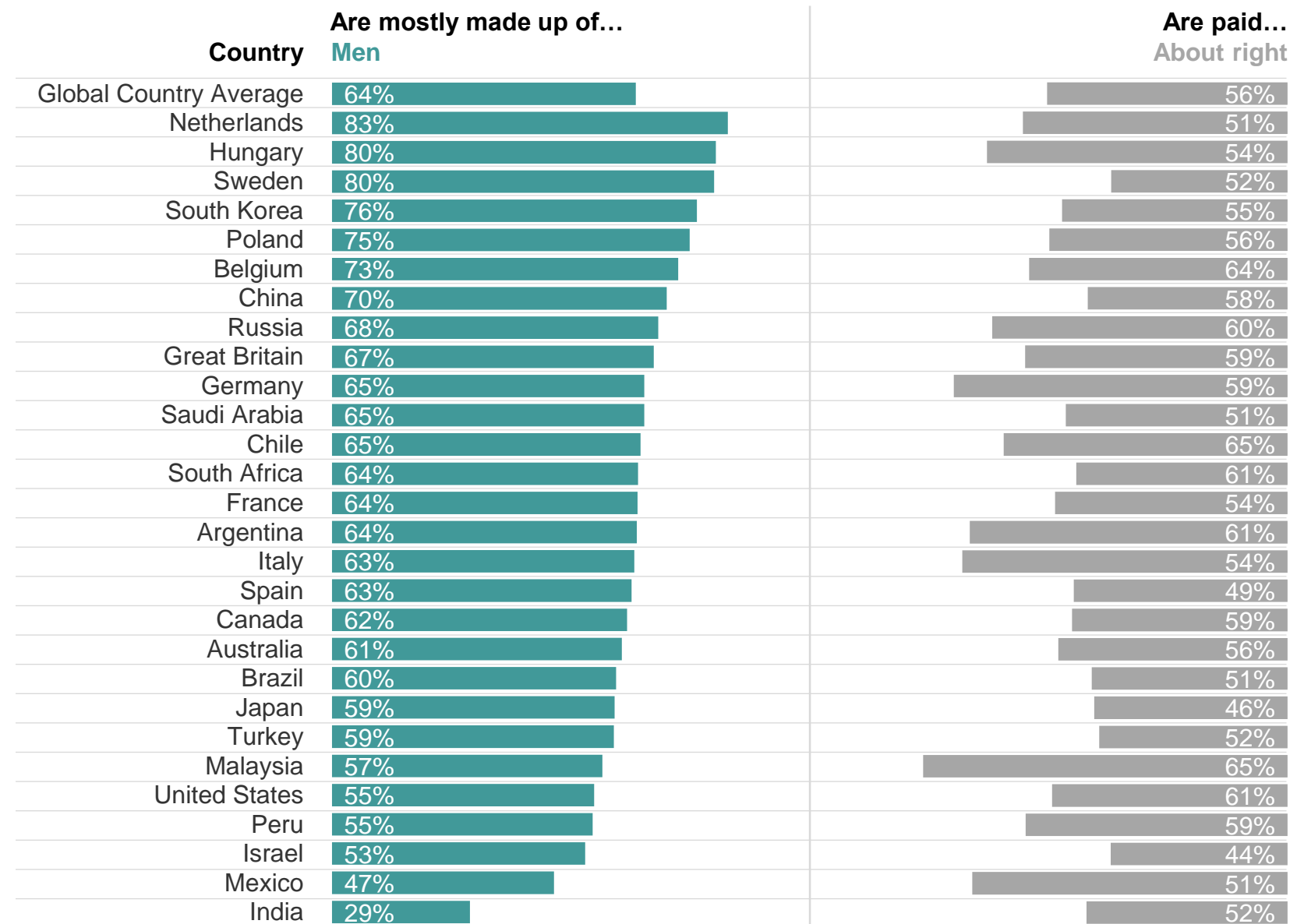


Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

For computer engineers, please say whether you think this is a job mostly made up of men, mostly made up of women or is it made up of equal numbers of men and women, and please say whether you think that the salary or wages they are paid are too much, too little or about the right amount for the job that they do.

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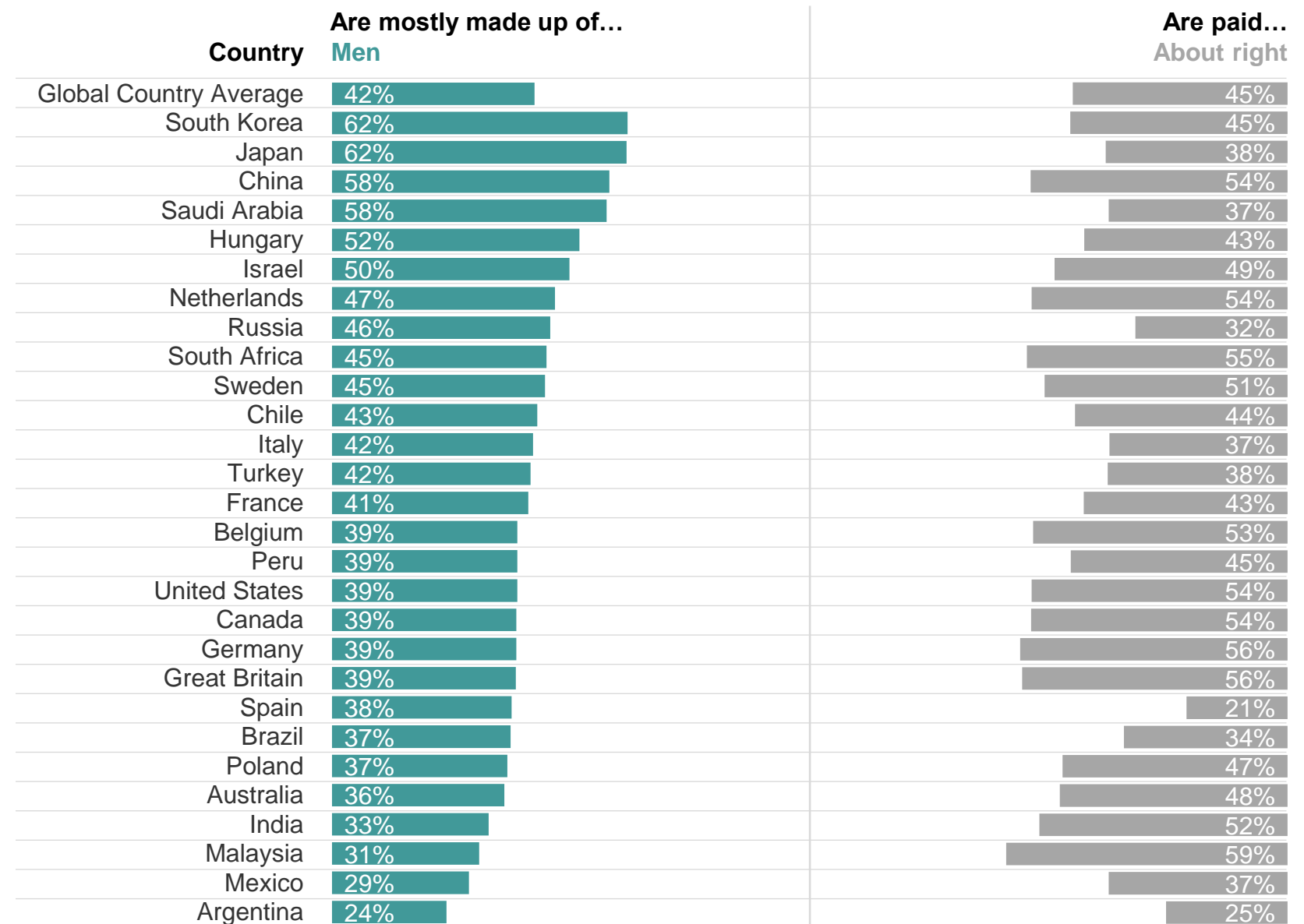


Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

For scientists, please say whether you think this is a job mostly made up of men, mostly made up of women or is it made up of equal numbers of men and women, and please say whether you think that the salary or wages they are paid are too much, too little or about the right amount for the job that they do.

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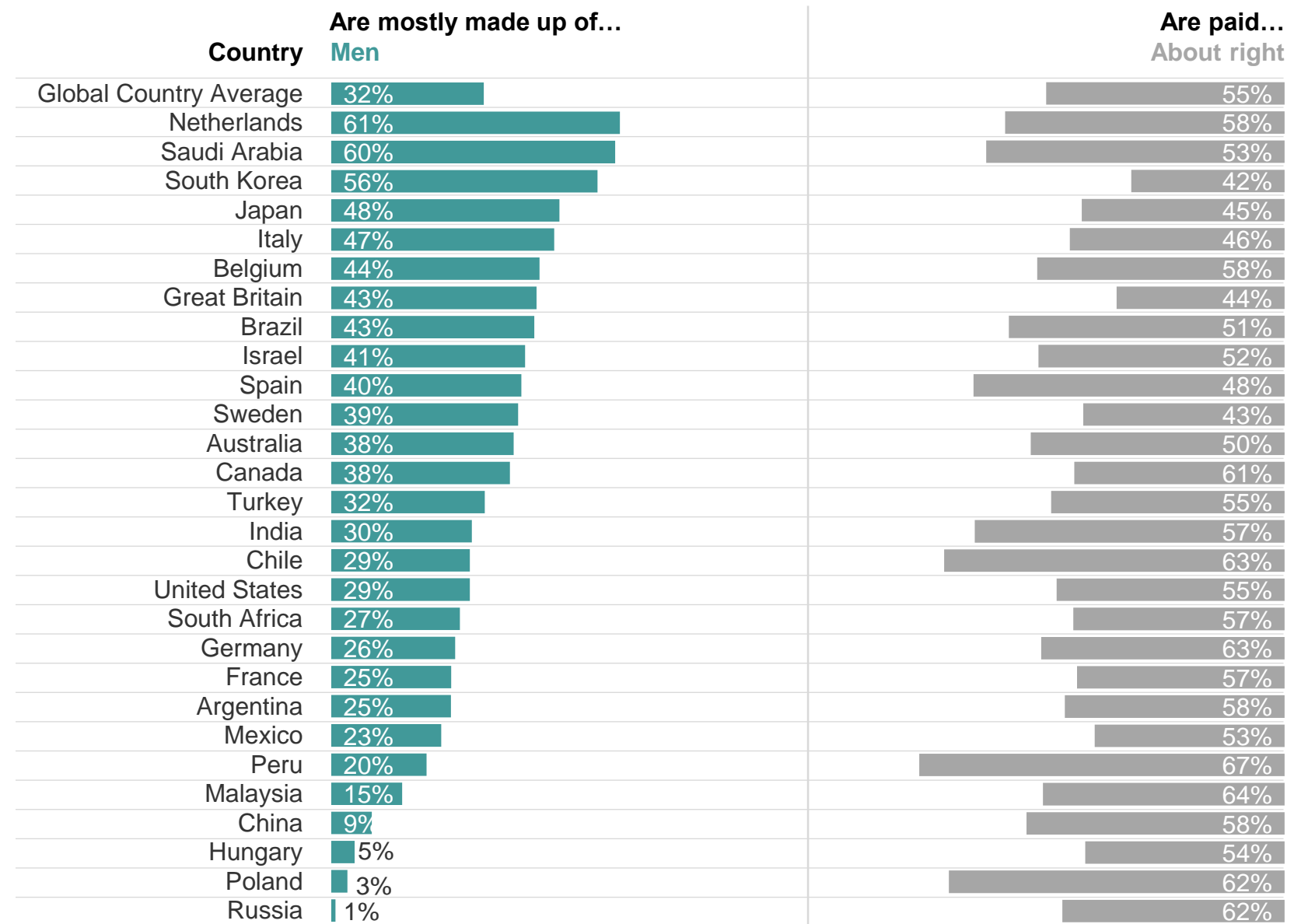


Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

For accountants, please say whether you think this is a job mostly made up of men, mostly made up of women or is it made up of equal numbers of men and women, and please say whether you think that the salary or wages they are paid are too much, too little or about the right amount for the job that they do.

It doesn't matter if you don't know what their exact wages are, it is just your opinion we are after.

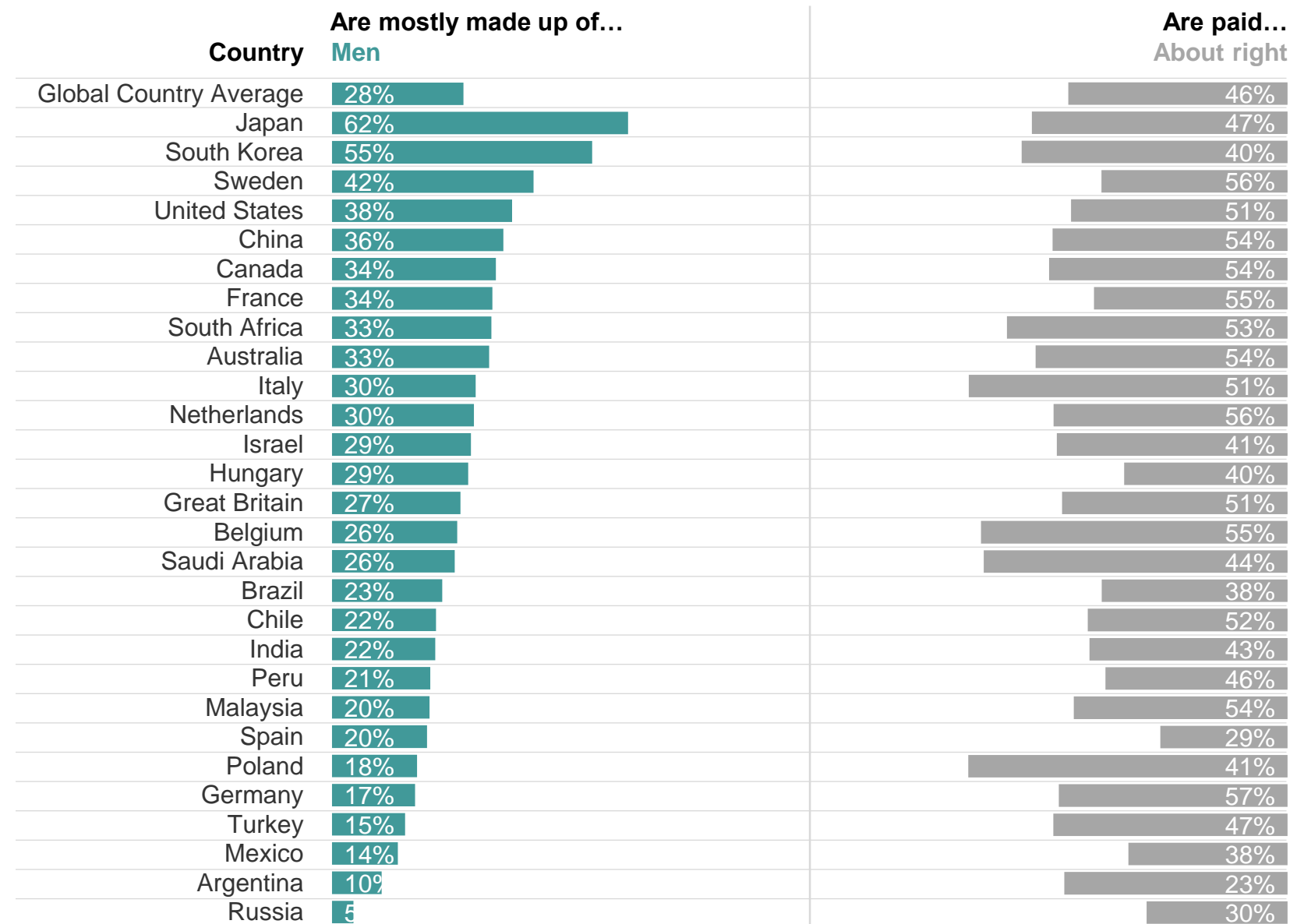


Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Q.

For doctors, please say whether you think this is a job mostly made up of men, mostly made up of women or is it made up of equal numbers of men and women, and please say whether you think that the salary or wages they are paid are too much, too little or about the right amount for the job that they do.

It doesn't matter if you don't know what their exact wages are, it is just your opinion we are after.



Base: 20,520 online adults aged 16-74 across 28 countries, 22 Jan - 5 Feb 2021

Technical note

These are the results of a 28-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 20,520 adults aged 18-74 in the United States, Canada, Israel, Malaysia, South Africa, and Turkey, and 16-74 in 21 other markets between **22 January – 5 February 2021.**

The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Chile, Hungary, Hong Kong, India, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of their general adult population under the age of 75.

The samples in Brazil, Chile, mainland China, India, Israel, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more “connected” segment of their population.

The data is weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the most recent census data.

Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of “don't know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website. The publication of these findings abides by local rules and regulations.

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