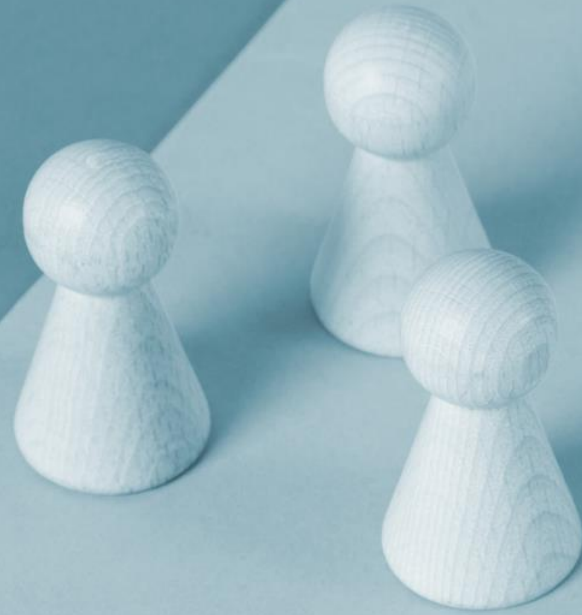


Culture wars around the world: how countries perceive divisions

June 2021



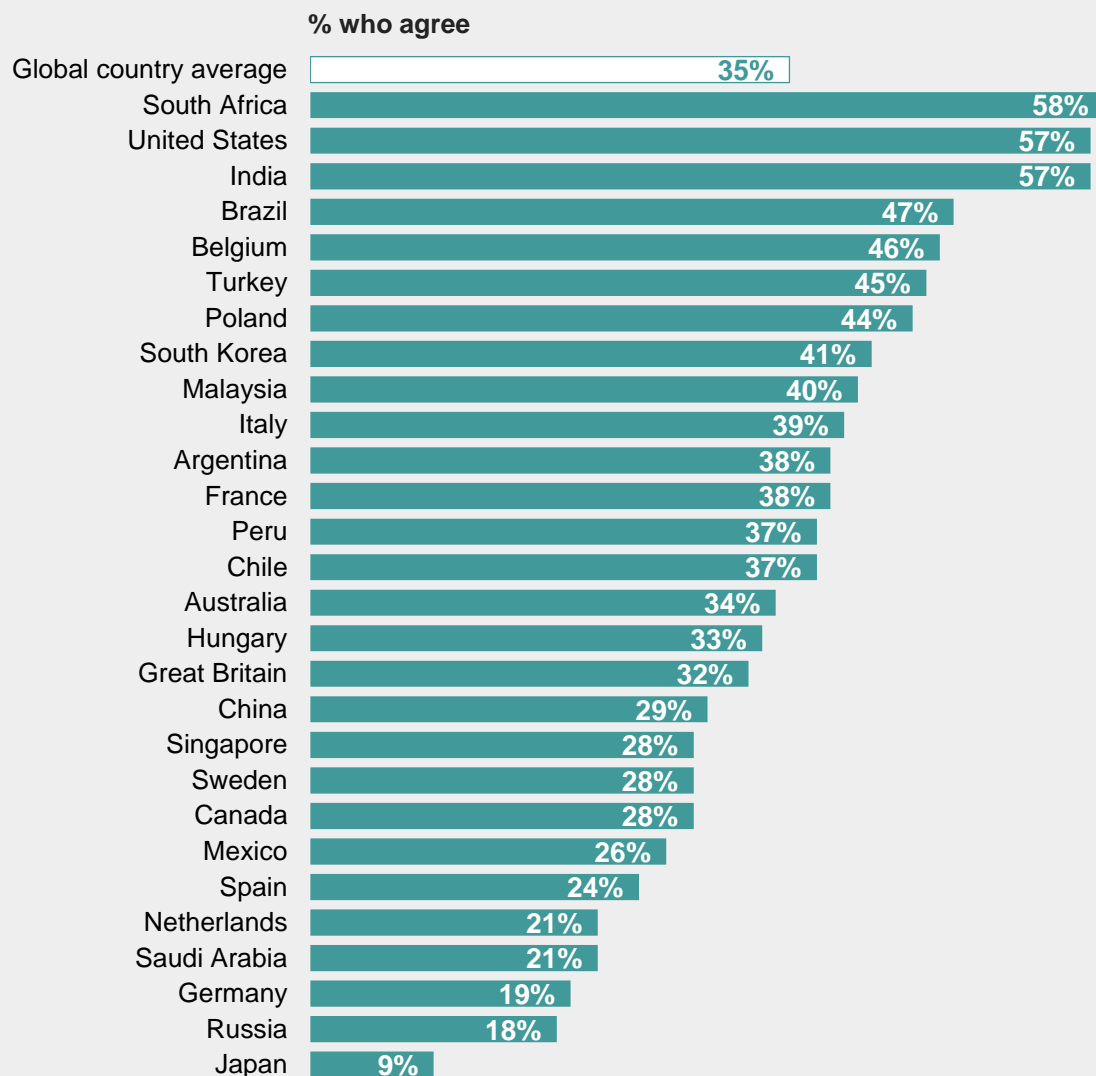
Culture war divisions

Q

From what you see on TV, in the news media and online, and in your conversations with others, to what extent do you agree or disagree that [country] is divided by “culture wars”?

People in South Africa (58%), India (57%) and the US (57%) are most likely to feel that their country is divided by culture wars, with a significant gap in opinion between them and people in Brazil (47%), who are next most likely to think their nation is divided in this way.

In most countries, relatively few actively disagree with the statement. Instead, the level of don't knows is often notable, suggesting this is not a familiar concept to many.



Base: 23,004 adults interviewed online between 23 Dec 2020 and 8 Jan 2021

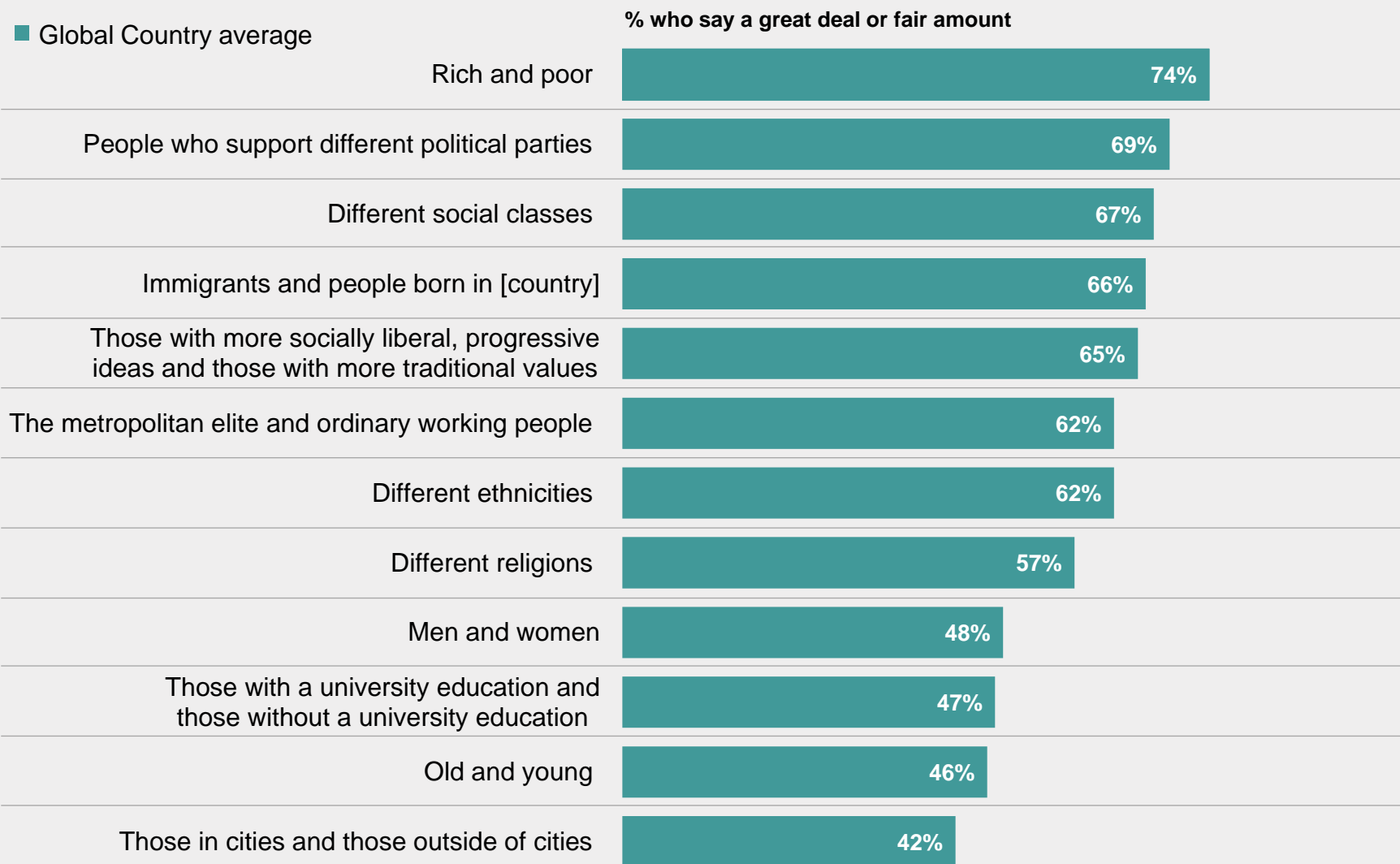
Tensions between different groups in society

Q

How much tension, if any, would you say there is between [...] in [country] today?

On average across the 28 countries surveyed, people perceive most tension to exist between the rich and poor, followed by divisions by politics, social class, immigration, and between those with different values.

There is relatively less tension (but still mentioned by nearly half) seen between cities and those outside cities, between old and young, or by levels of education or between men and women.



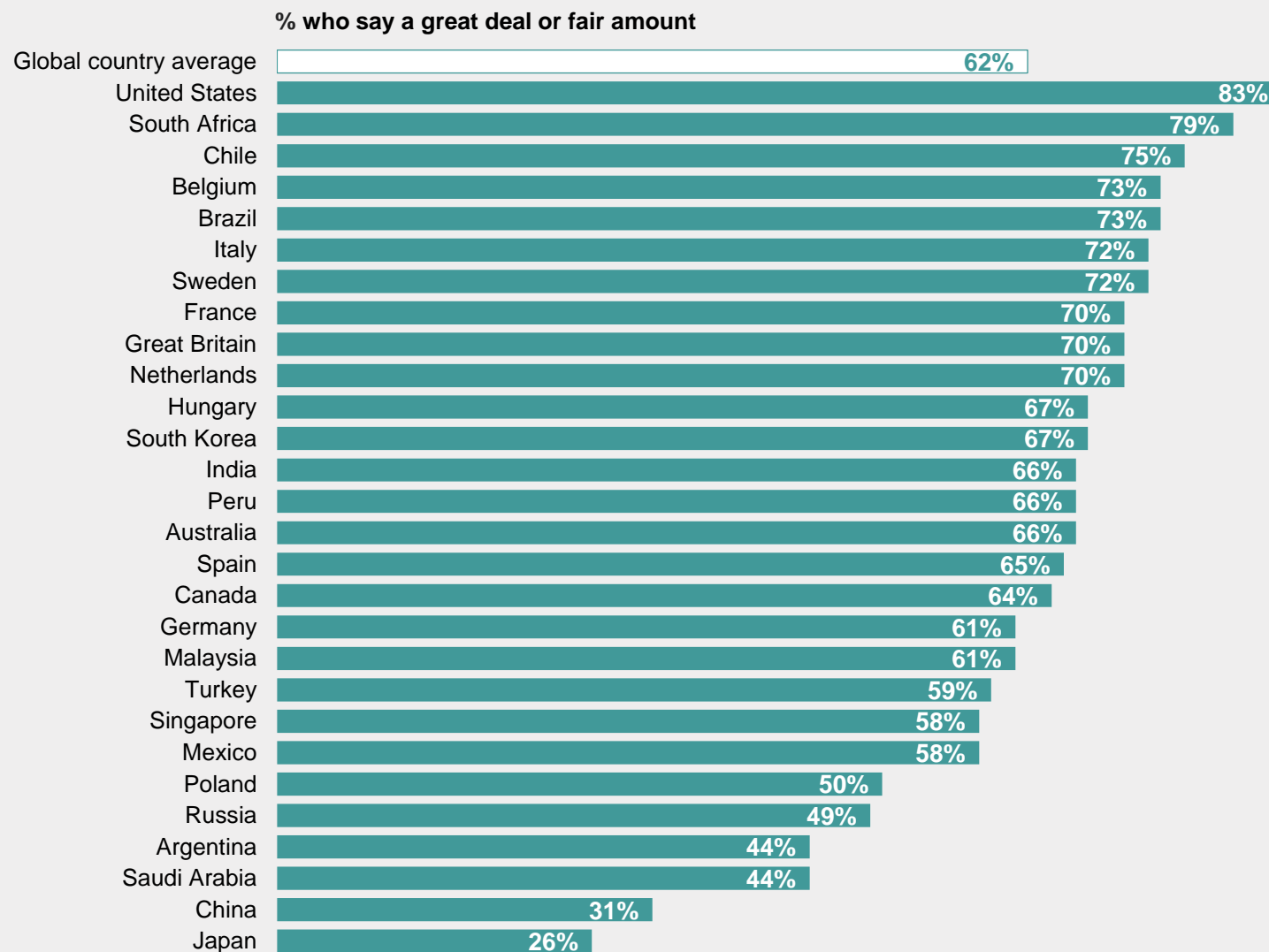
Base: 23,004 adults interviewed online between 23 Dec 2020 and 8 Jan 2021

Q

How much tension, if any, would you say there is between different ethnicities in [country] today?

The US comes top for perceived tension between different ethnicities, with 83% believing there is a great deal or fair amount. South Africa, where 79% feel this way, comes second.

People in Japan (26%) and China (31%) are least likely to perceive such tensions.



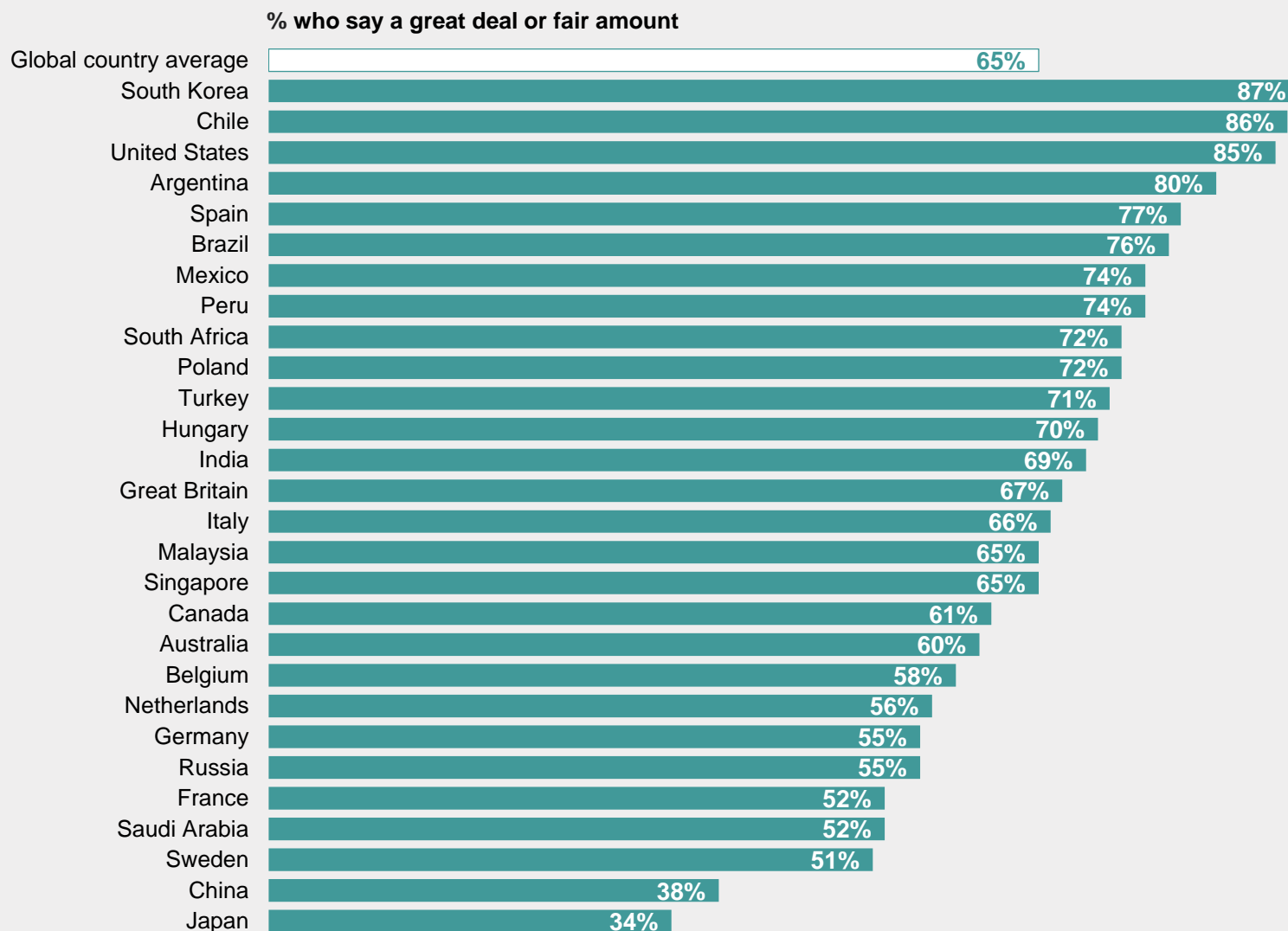
Base: 23,004 adults interviewed online between 23 Dec 2020 and 8 Jan 2021

Q

How much tension, if any, would you say there is between those with more socially liberal, progressive ideas and those with more traditional values in [country] today?

Nearly two-thirds (65%) globally say that their country has tension between those with socially liberal/progressive values and those with more traditional values.

South Korea (87%), Chile (86%) and the US (85%) come top overall for such perceived tensions while China (38%) and Japan (34%) are at the bottom of the list.



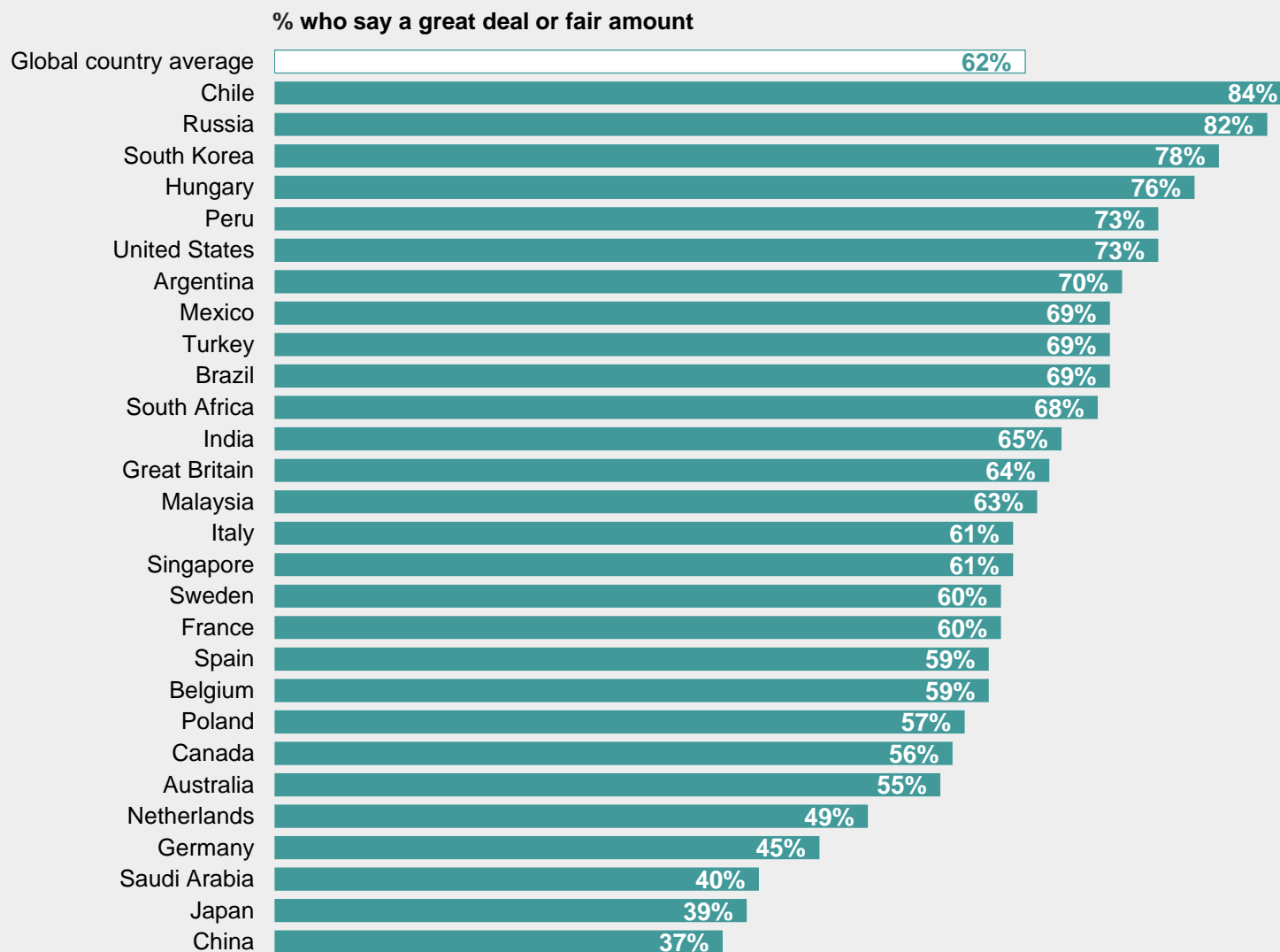
Base: 23,004 adults interviewed online between 23 Dec 2020 and 8 Jan 2021

Q

How much tension, if any, would you say there is between the metropolitan elite and ordinary working people in [country] today?

Chile (84%) and Russia (82%) are ranked top for perceived tensions between the metropolitan elite and ordinary working people.

Saudi Arabia (40%), Japan (39%) and China (37%) however are the countries where people are least likely to recognize this type of tension in their country.



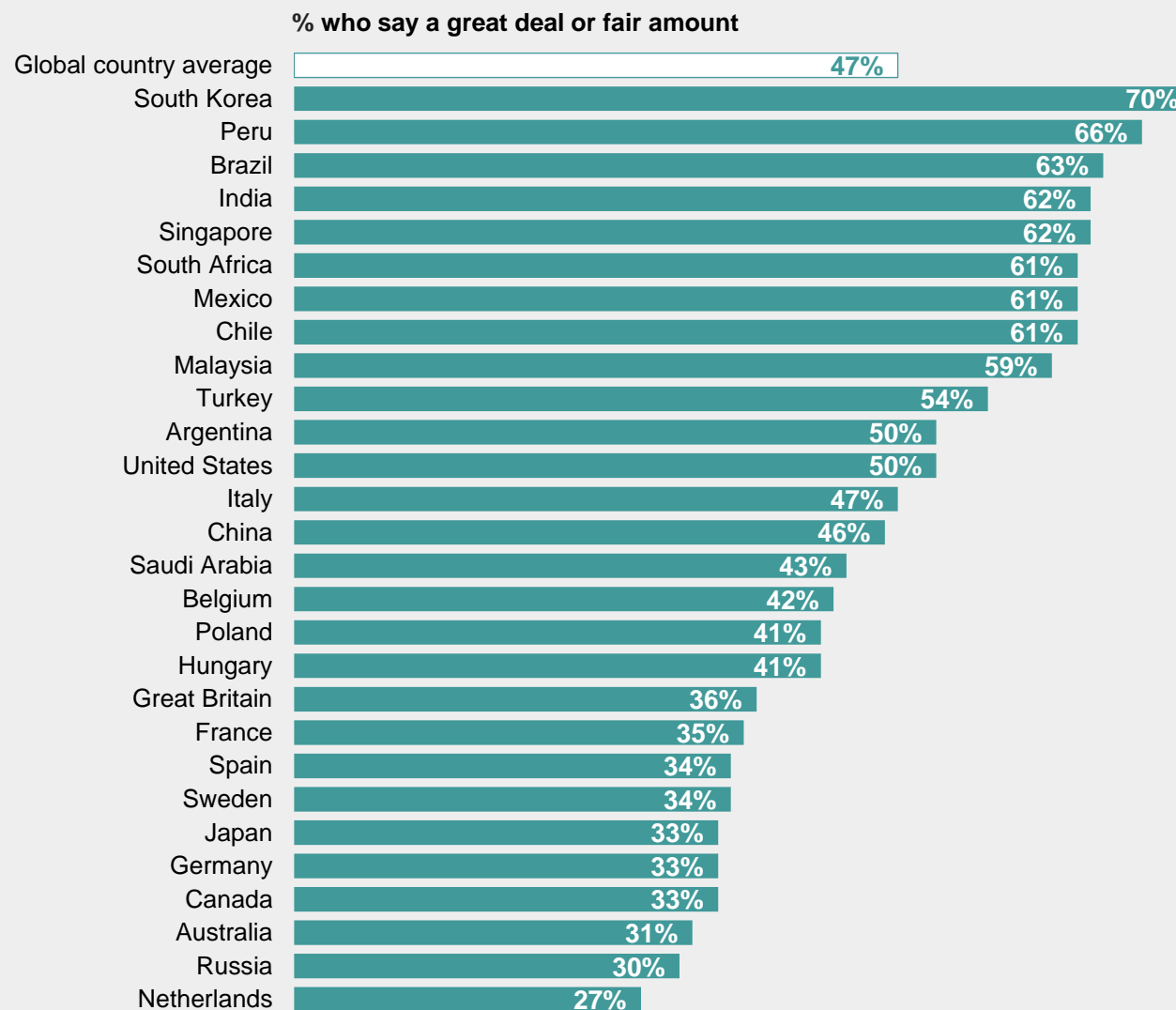
Base: 23,004 adults interviewed online between 23 Dec 2020 and 8 Jan 2021

Q

How much tension, if any, would you say there is between those with a university education and those without a university education in [country] today?

Those in South Korea (70%) and Peru (66%) are most likely to say there is tension between those with a university education and those without.

People in Australia (31%), Russia (30%) and the Netherlands (27%) are least likely to think this.



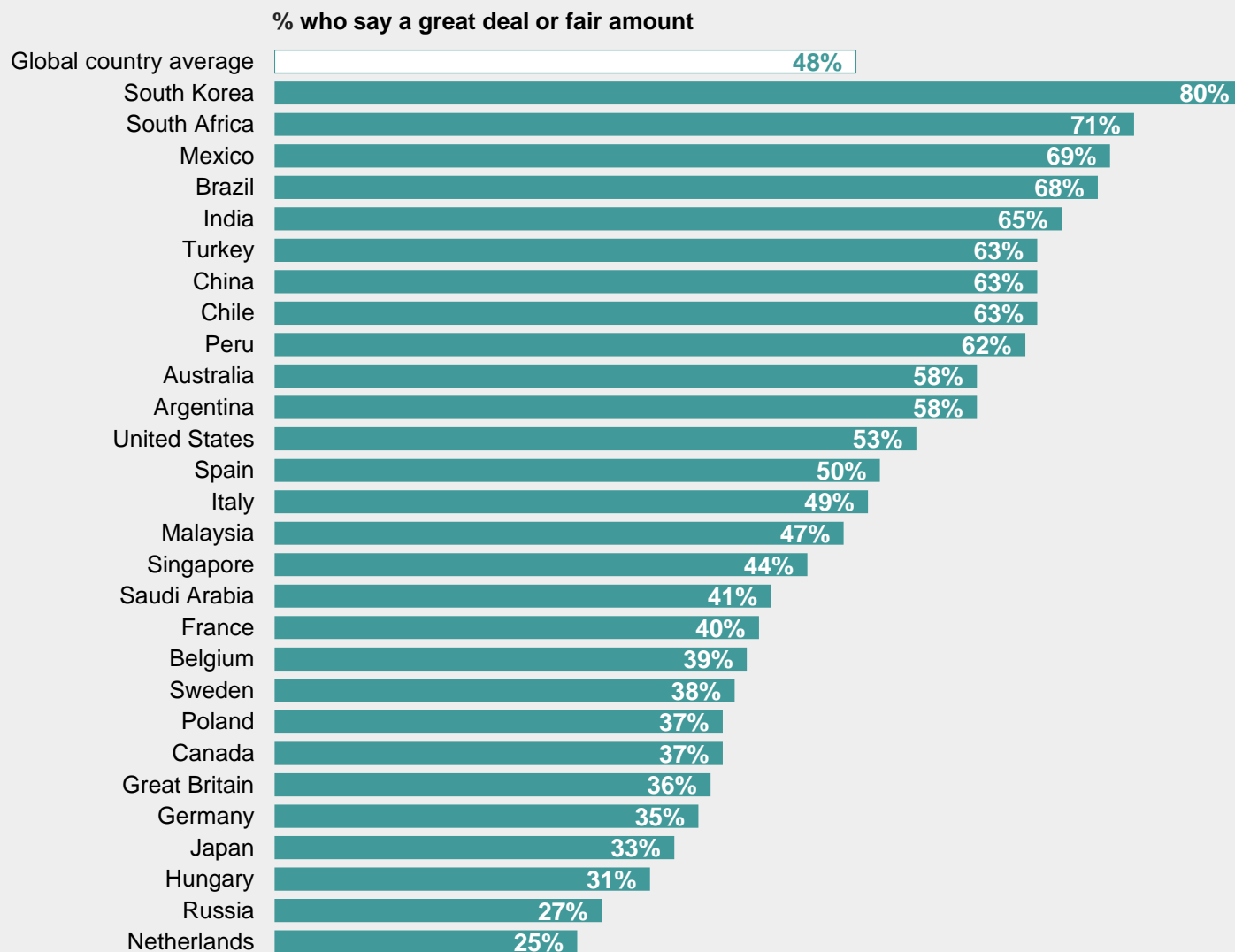
Base: 23,004 adults interviewed online between 23 Dec 2020 and 8 Jan 2021

Q

How much tension, if any, would you say there is between men and women in [country] today?

Perceptions of tension between men and women are highest in South Korea, at 80%, followed by around seven in ten in South Africa, Mexico and Brazil.

The Netherlands and Russia do best on this measure, with around a quarter in each nation believing there is tension across the gender divide.

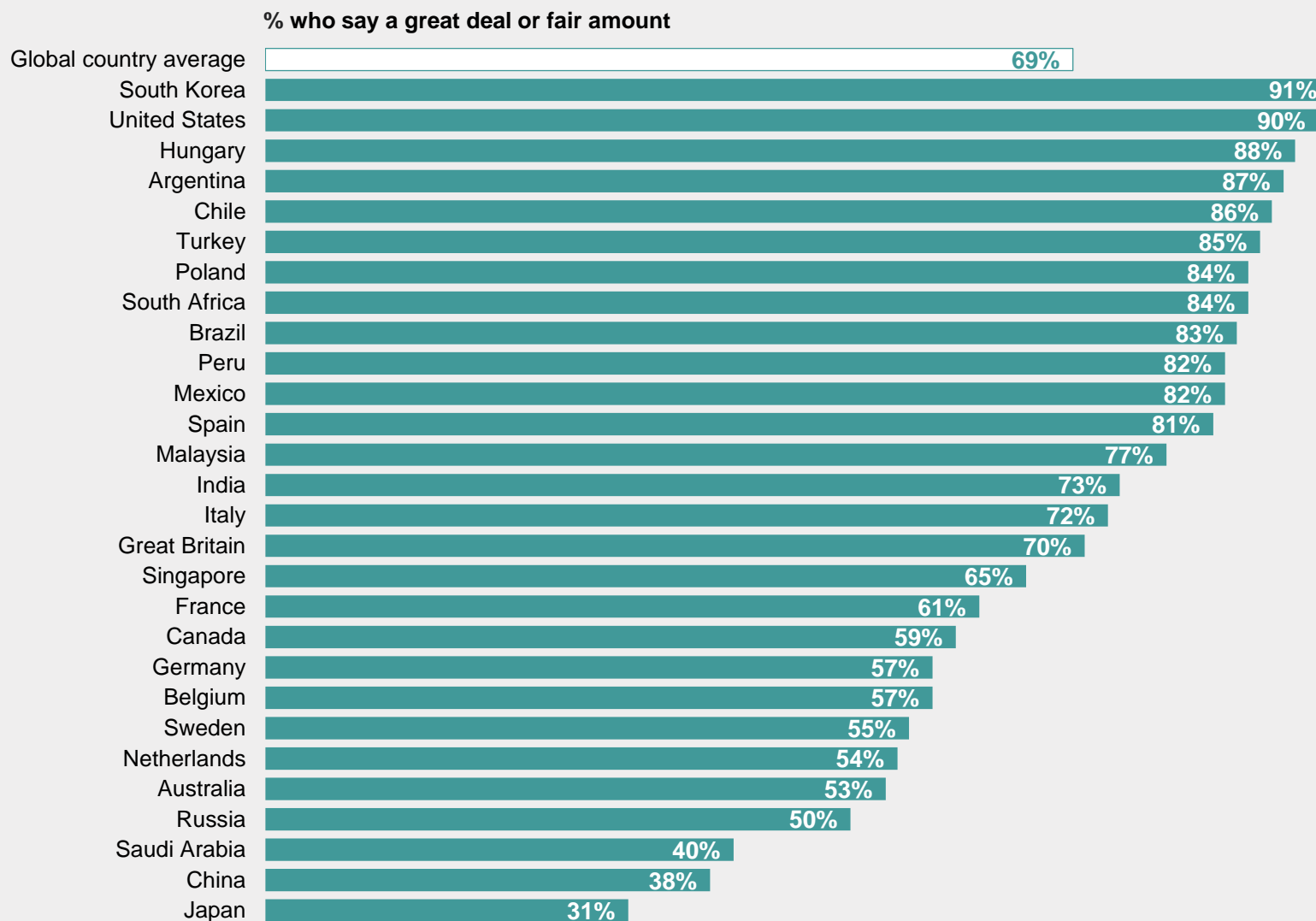


Base: 23,004 adults interviewed online between 23 Dec 2020 and 8 Jan 2021

Q

How much tension, if any, would you say there is between people who support different political parties in [country] today?

People in South Korea (91%), the US (90%), Hungary (88%) and Argentina (87%) are most likely to feel there is significant political tension in their country.



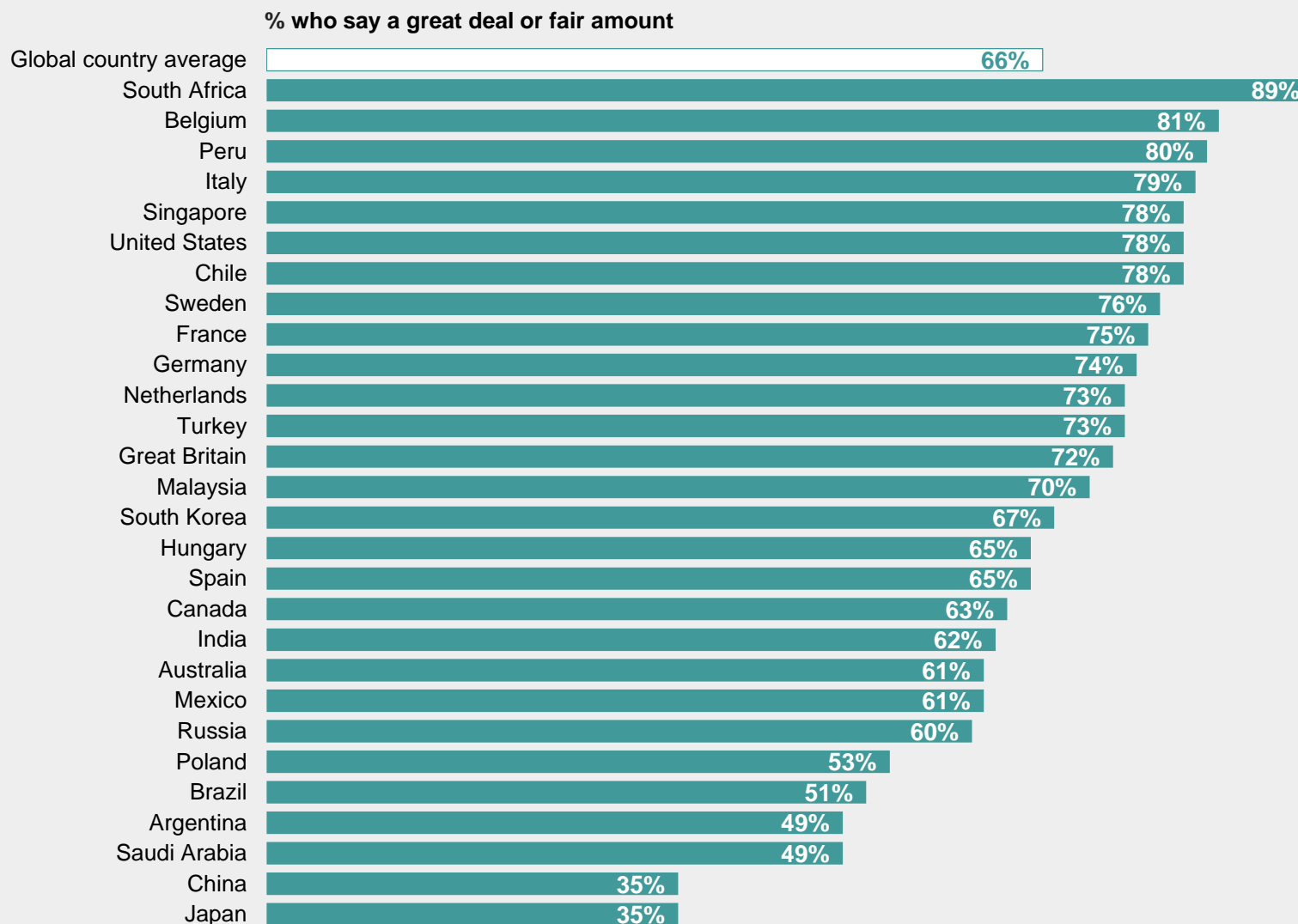
Base: 23,004 adults interviewed online between 23 Dec 2020 and 8 Jan 2021

Q

How much tension, if any, would you say there is between immigrants and people born in [country] today?

South Africa stands out for perceived tension between immigrants and those born in the country, with 89% thinking there is at least a fair amount of unease. This is followed by Belgium (81%) and Peru (80%).

People in China and Japan (35%) are least likely to think this.



Base: 23,004 adults interviewed online between 23 Dec 2020 and 8 Jan 2021

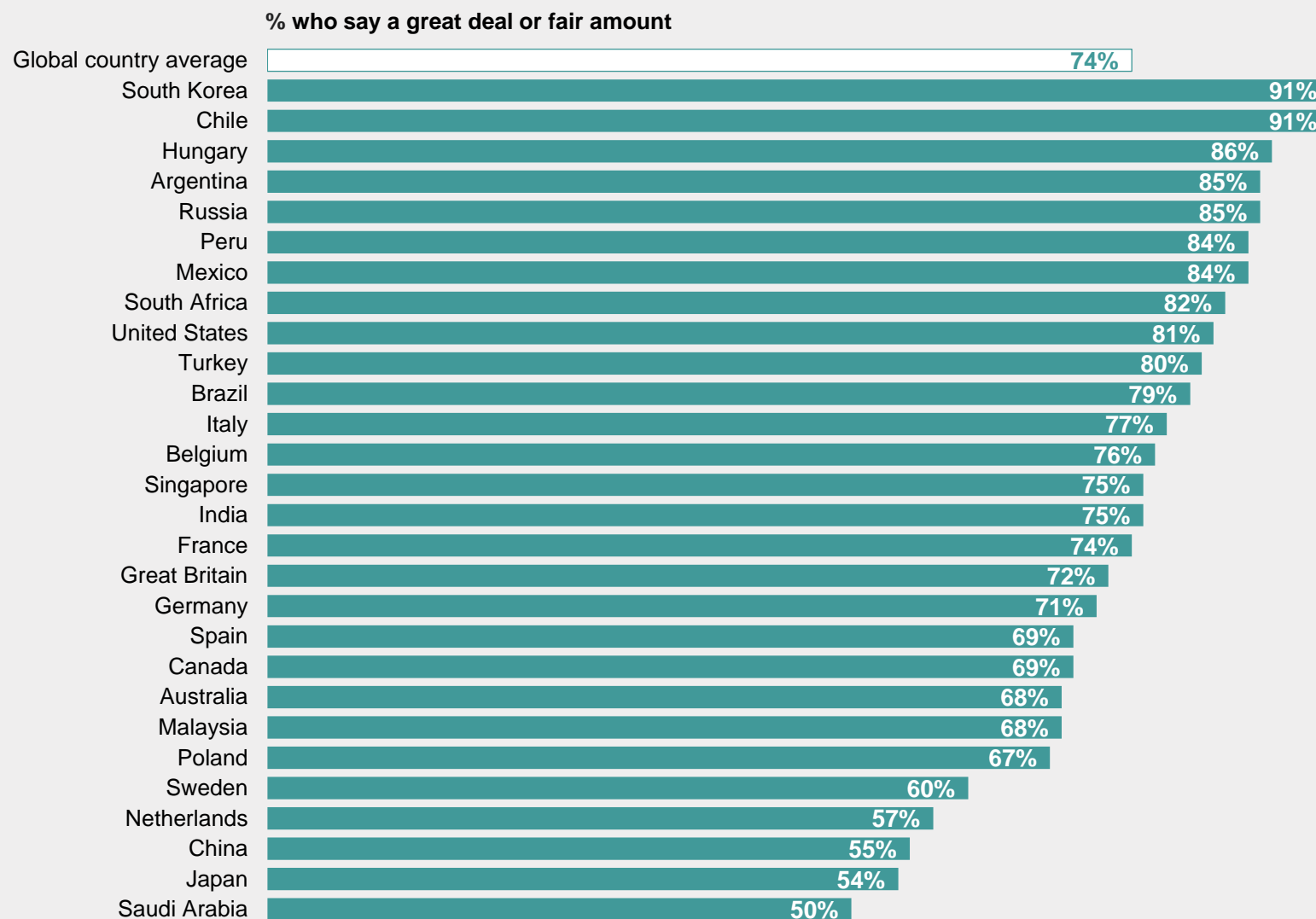
Q

How much tension, if any, would you say there is between rich and poor [in country] today?

Chile (91%) and South Korea (91%) come top for perceived divisions between rich and poor.

European countries fare comparatively better, with Italy ranked highest among this group, with 77% believing there is at least a fair amount of tension between rich and poor.

China (55%), Japan (54%) and Saudi Arabia (50%) are the least likely to think this.



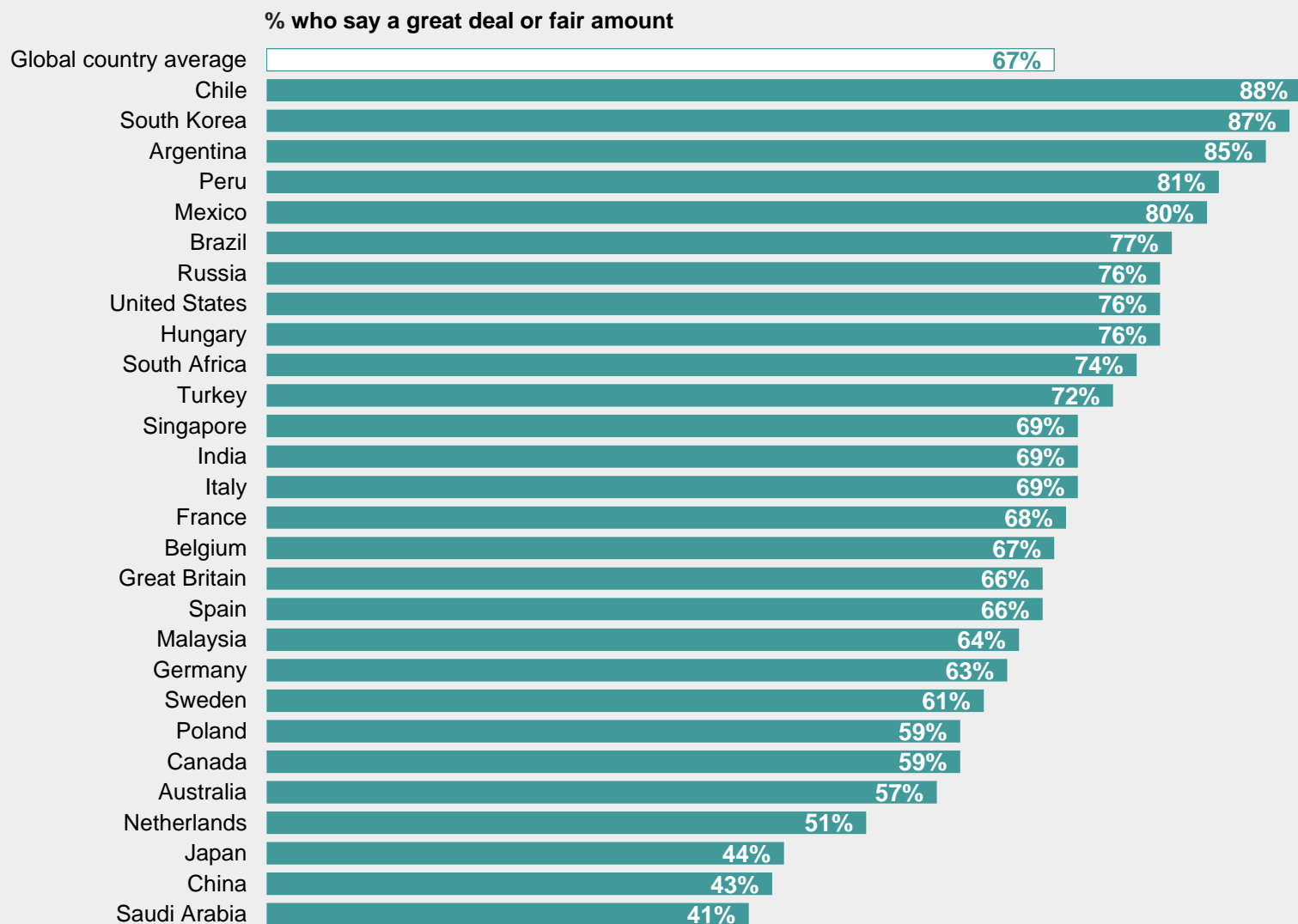
Base: 23,004 adults interviewed online between 23 Dec 2020 and 8 Jan 2021

Q

How much tension, if any, would you say there is between different social classes [in country] today?

People in Chile (88%) and South Korea (87%) are also most likely to think there is tension between different social classes in their country.

Japan (44%), China (43%) and Saudi Arabia (41%) are the least likely to think this.



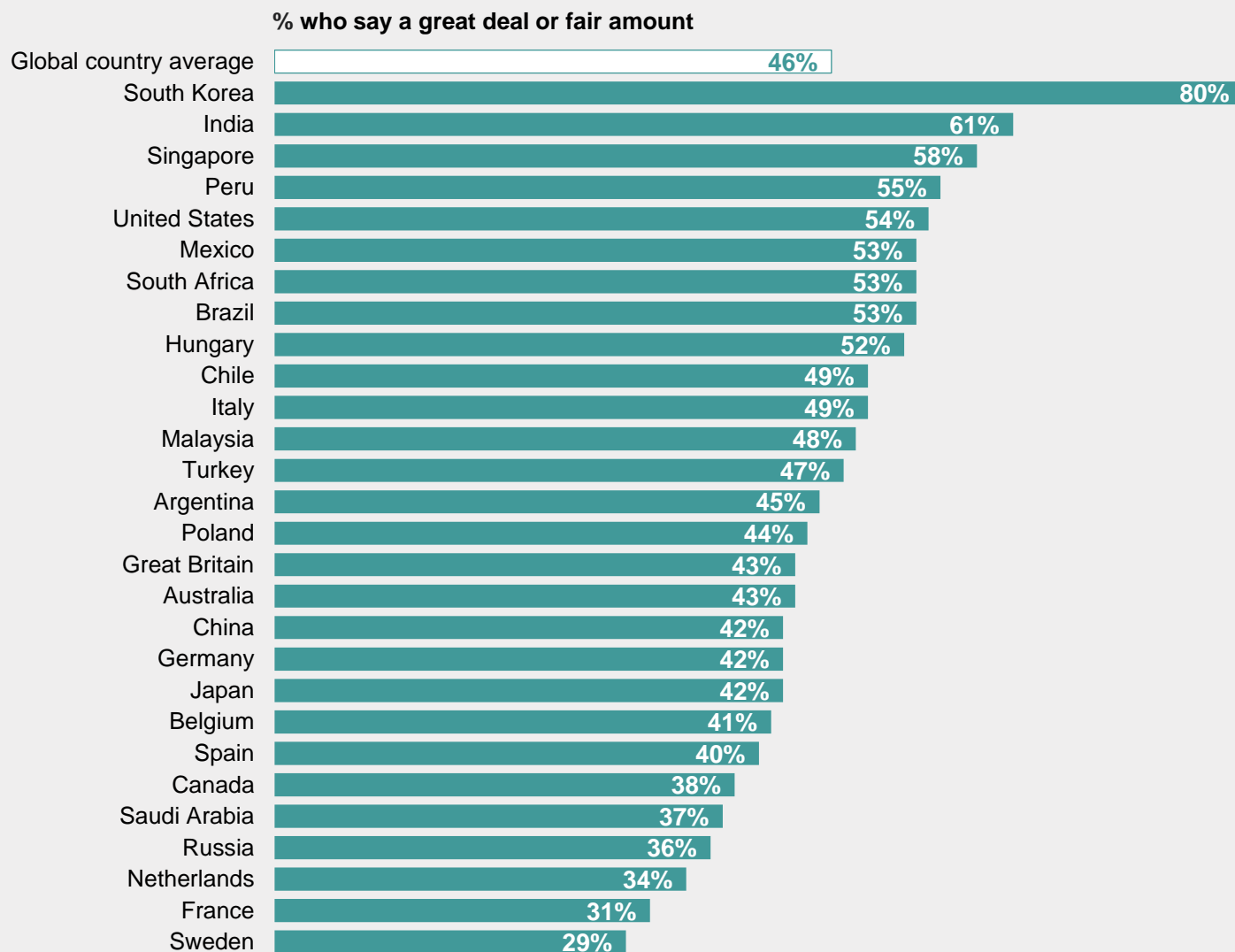
Base: 23,004 adults interviewed online between 23 Dec 2020 and 8 Jan 2021

Q

How much tension, if any, would you say there is between old and young [in country] today?

80% of people in South Korea think there is a great deal or fair amount of tension between old and young people in their country – far above India, where perceptions of generational tensions are second-worst, at 61%.

People in Sweden (29%) and France (31%) are least likely to perceive such tensions.



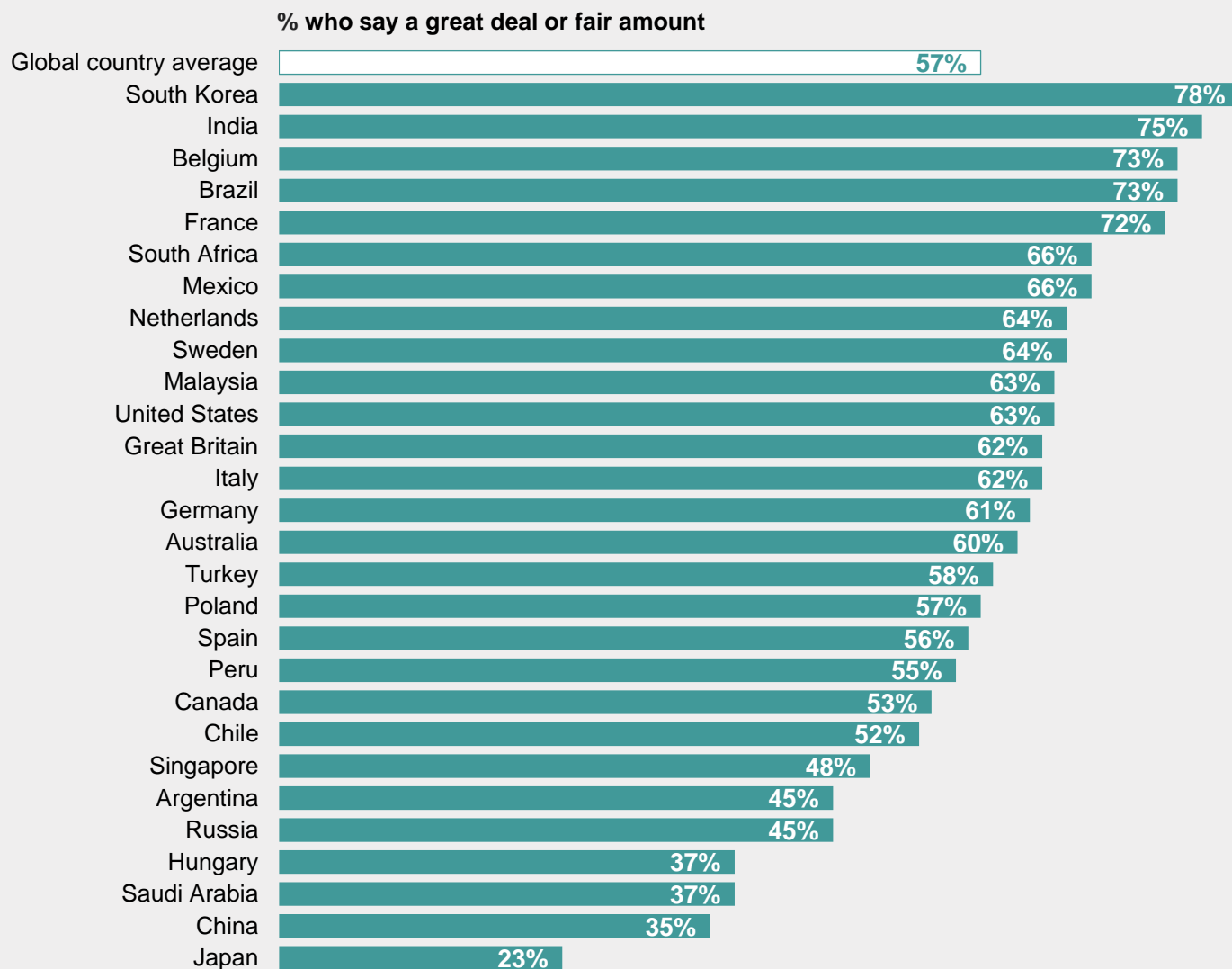
Base: 23,004 adults interviewed online between 23 Dec 2020 and 8 Jan 2021

Q

How much tension, if any, would you say there is between different religions [in country] today?

People in South Korea (78%) and India (75%) are most likely to say there is at least a fair amount of tension between different religions in their country.

Those in Japan (23%) are the least likely to think this.



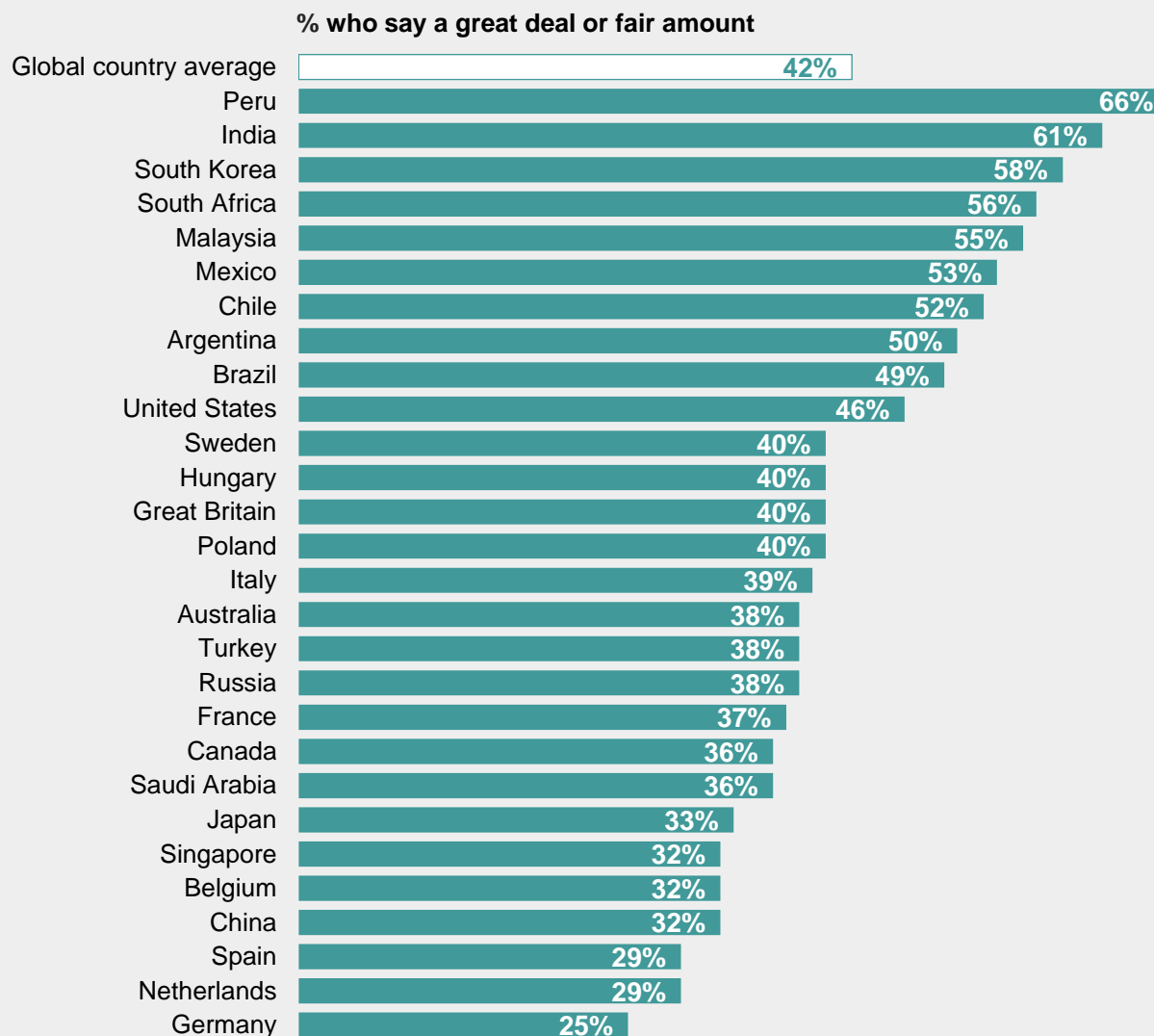
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Q

How much tension, if any, would you say there is between those in cities and those outside of cities in [country] today?

Tensions between people living in and outside of cities are seen to be the worst in Peru, where 66% feel there is at least a fair amount of unease between these two groups.

This is more than twice the proportion of people in Germany (25%), at the other end of the spectrum, who feel the same.



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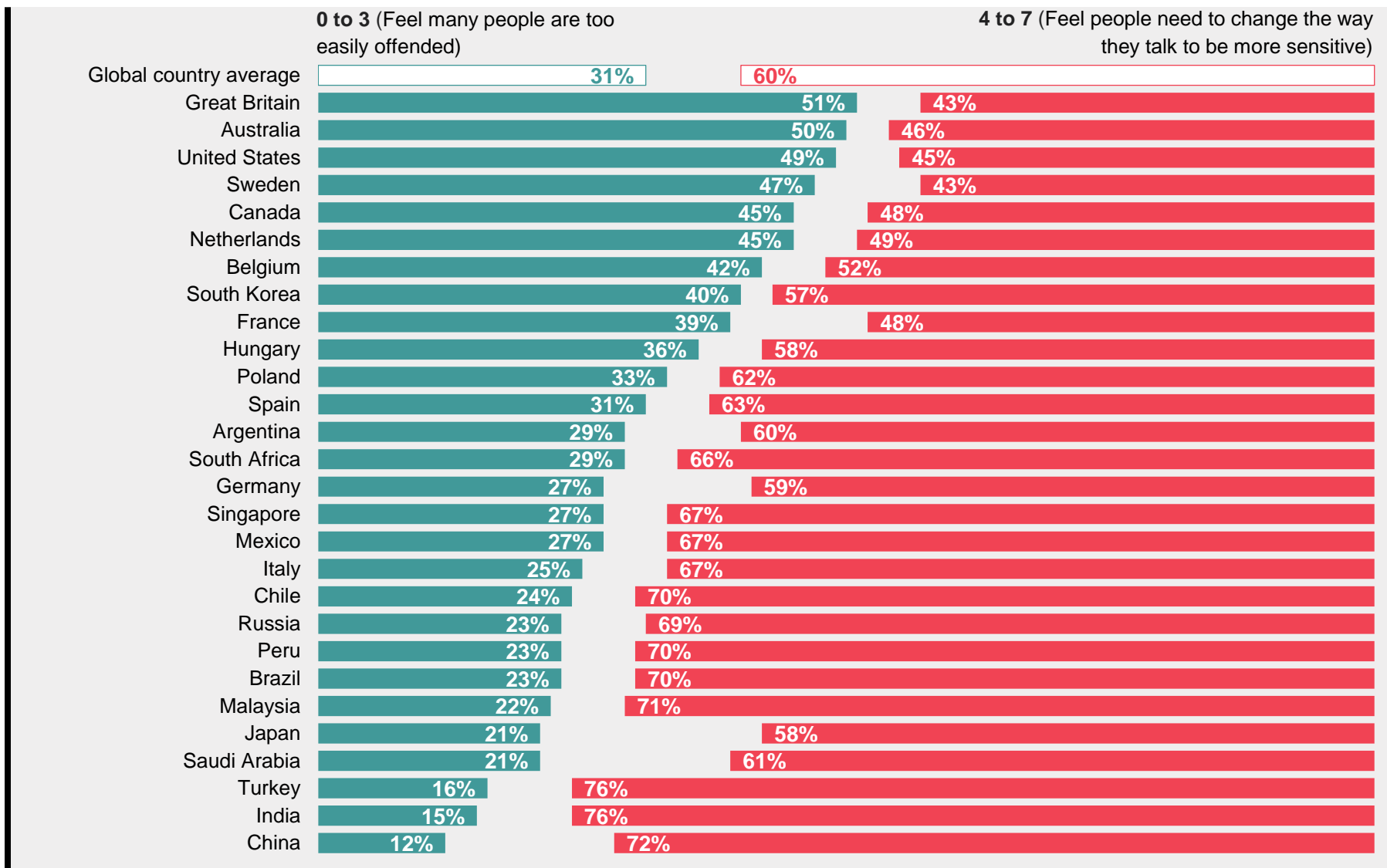
Political correctness

Q

Some people think that the way people talk needs to be more sensitive to people from different backgrounds. Others think that many people are just too easily offended. Where would you place yourself on this scale? 0 – people are too easily offended, 7 – need to change the way people talk

The British public emerges as the most likely to say that people are too easily offended, followed by those in Australia and the US. At the other end of the spectrum, people in India, Turkey and China are most likely to feel that people need to change the way they talk to be more sensitive to those from different backgrounds.

On balance, most countries tend towards thinking that we need to change the way people talk.



Base: 23,004 adults interviewed online between 23 Dec 2020 and 8 Jan 2021

These are the results of a 28-market survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 23,004 adults aged 18-74 in the United States, Canada, Malaysia, South Africa and Turkey, 21-74 in Singapore and 16-74 in 22 other markets between 23 December 2020 and 8 January 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, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, Singapore, 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, Singapore, 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.

“The Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result.

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.

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