GLOBAL VIEWS ON MENOPAUSE

A 33-country Global Advisor survey

October 2022

GAME CHANGERS
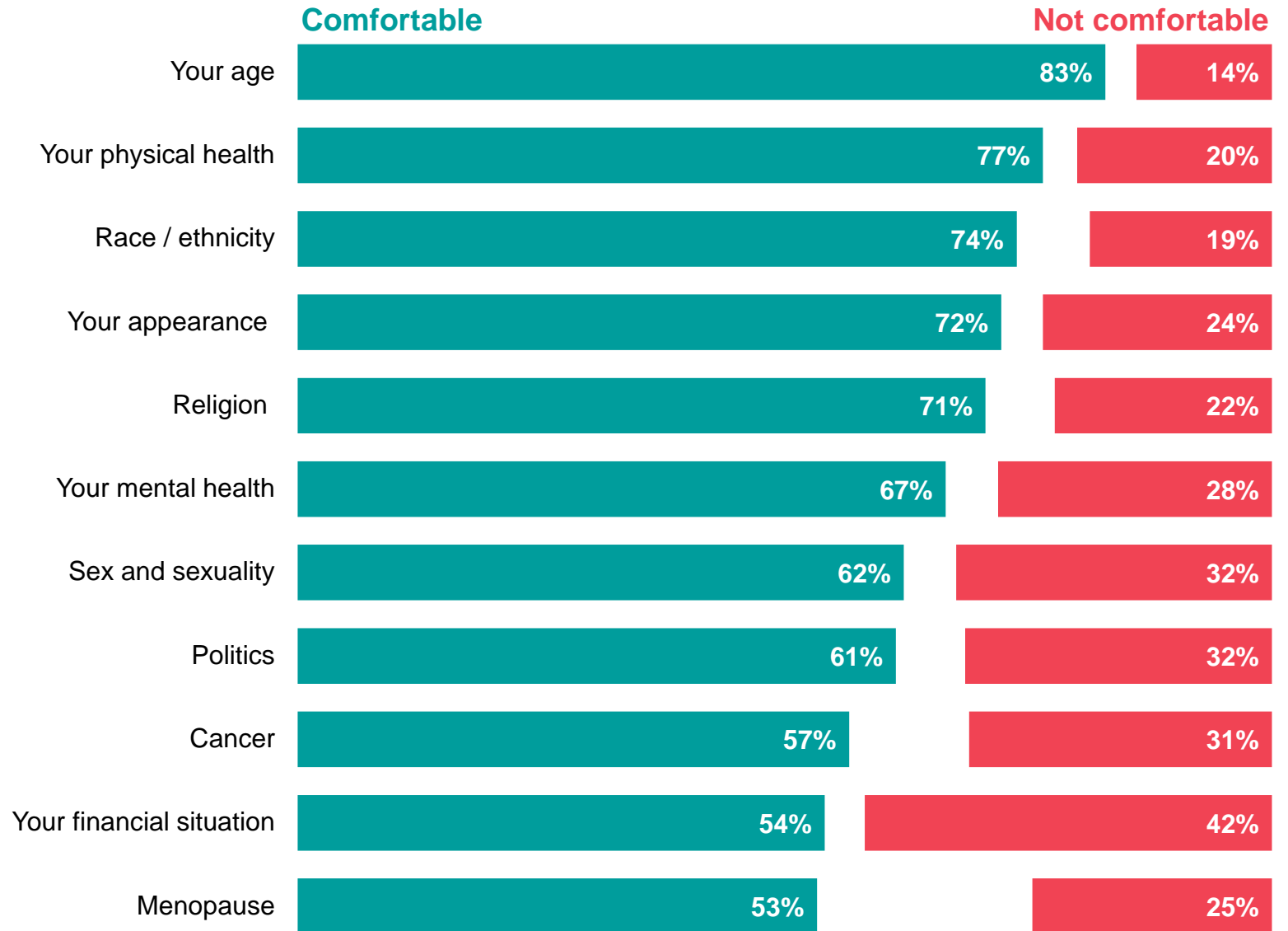
COMFORT IN TALKING TO FRIENDS

1

COMFORT IN TALKING TO FRIENDS
GLOBAL COUNTRY AVERAGE

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022
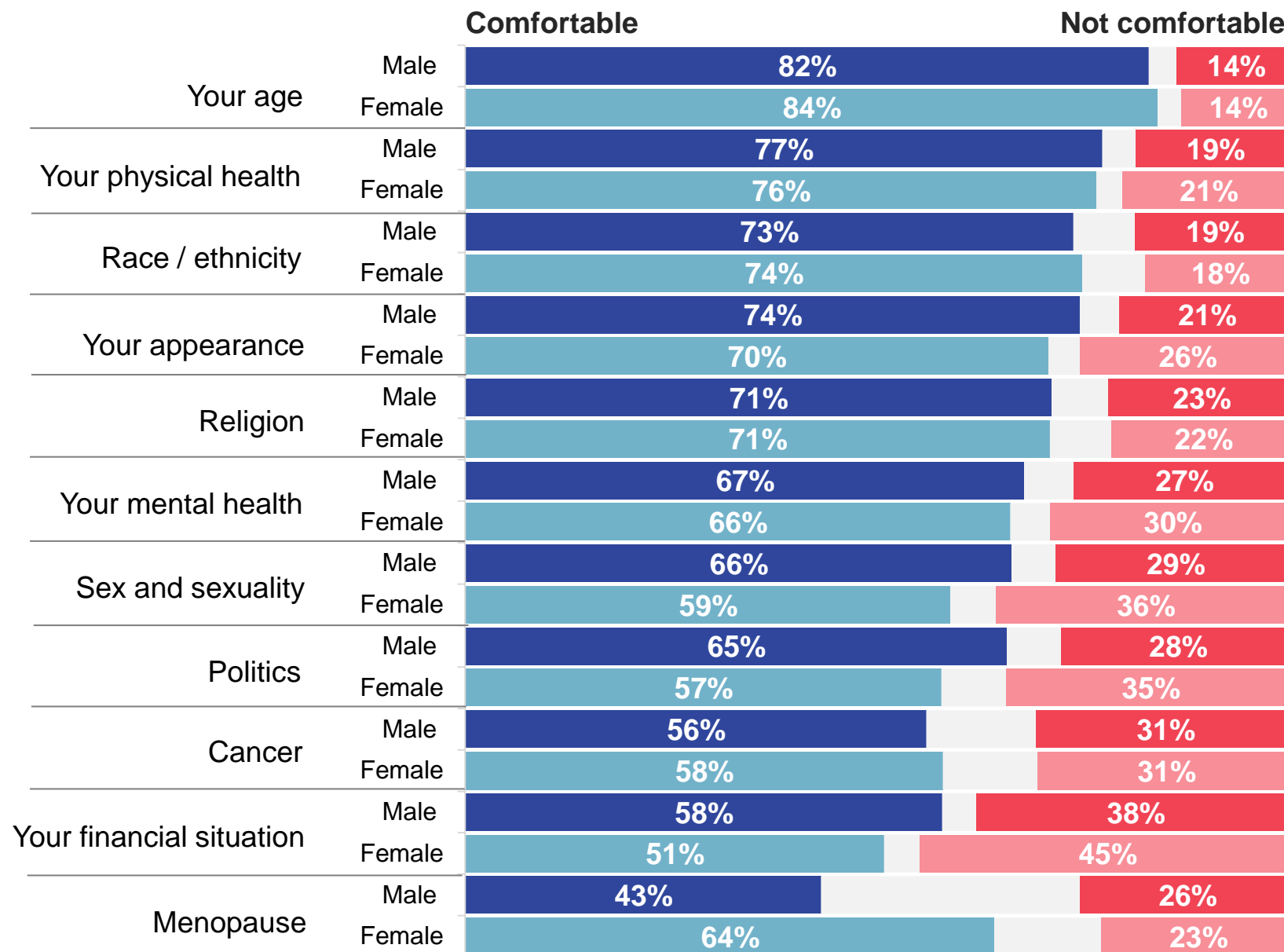The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population
This "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted

Comfortable — **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	83%	14%
Your physical health	77%	20%
Race / ethnicity	74%	19%
Your appearance	72%	24%
Religion	71%	22%
Your mental health	67%	28%
Sex and sexuality	62%	32%
Politics	61%	32%
Cancer	57%	31%
Your financial situation	54%	42%
Menopause	53%	25%

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COMFORT IN TALKING TO FRIENDS
BY GENDER

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

		Comfortable	Not comfortable
Your age	Male	82%	14%
	Female	84%	14%
Your physical health	Male	77%	19%
	Female	76%	21%
Race / ethnicity	Male	73%	19%
	Female	74%	18%
Your appearance	Male	74%	21%
	Female	70%	26%
Religion	Male	71%	23%
	Female	71%	22%
Your mental health	Male	67%	27%
	Female	66%	30%
Sex and sexuality	Male	66%	29%
	Female	59%	36%
Politics	Male	65%	28%
	Female	57%	35%
Cancer	Male	56%	31%
	Female	58%	31%
Your financial situation	Male	58%	38%
	Female	51%	45%
Menopause	Male	43%	26%
	Female	64%	23%

COMFORT IN TALKING TO FRIENDS
GLOBAL COUNTRY AVERAGE RANKED

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Legend: 🟥 More than 2 ranks lower than global average 🟩 More than 2 ranks higher than global average

	G AVG	UAE	ARG	AUS	BEL	BRA	CAN	CHE	CHL	CHN	COL	GER	SPA	FRA	GB	HUN	IDN	IRE	IND	ITA	JAP	KOR	MEX	MYS	NDL	PER	POL	ROM	SAU	SWE	THA	TUK	USA	RSA
Your age	1	1	1	1	1	1	1	1	1	3	1	1	1	1	1	1	1	1	1	1	1	2	1	2	1	1	1	1	4	1	4	1	1	1
Your physical health	2	3	2	3	2	2	3	2	3	2	2	3	3	3	3	2	2	3	2	4	2	1	2	4	2	2	3	3	3	2	6	4	3	4
Race / ethnicity	3	7	3	2	3	3	2	3	2	1	3	2	2	2	2	4	7	2	6	2	5	4	3	3	3	3	2	4	7	3	2	2	2	2
Your appearance	4	2	5	5	5	5	4	4	5	4	4	5	4	4	4	5	4	6	3	5	3	3	5	5	4	4	4	5	2	7	5	5	4	5
Religion	5	4	7	6	4	4	5	6	7	8	5	7	5	5	5	6	3	4	5	3	10	6	7	1	5	5	5	2	1	4	4	3	5	3
Your mental health	6	5	6	8	7	7	6	5	6	5	6	4	7	7	8	7	5	8	4	7	6	5	6	6	6	7	7	6	5	9	7	6	6	9
Sex and sexuality	7	-	4	9	9	6	9	7	4	10	7	9	6	9	9	8	9	8	9	9	11	9	4	10	10	6	8	7	-	8	1	8	8	6
Politics	8	9	10	7	6	10	8	8	9	6	8	6	8	6	6	3	6	5	8	6	7	11	9	7	8	8	6	8	9	6	11	7	9	8
Cancer	9	8	9	4	8	8	6	10	8	11	9	11	10	8	7	9	11	7	11	11	9	7	10	8	7	9	10	11	10	5	10	10	7	7
Your financial situation	10	6	8	10	10	9	11	11	11	7	11	8	11	10	11	10	9	11	7	9	8	10	11	9	9	11	9	9	6	10	9	11	10	11
Menopause	11	10	11	11	11	11	10	9	10	9	10	10	9	11	10	11	10	10	10	10	4	8	8	11	11	10	11	10	8	11	8	9	11	10

Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022
The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population
This "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted

COMFORT IN TALKING TO FRIENDS ABOUT MENOPAUSE

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Menopause

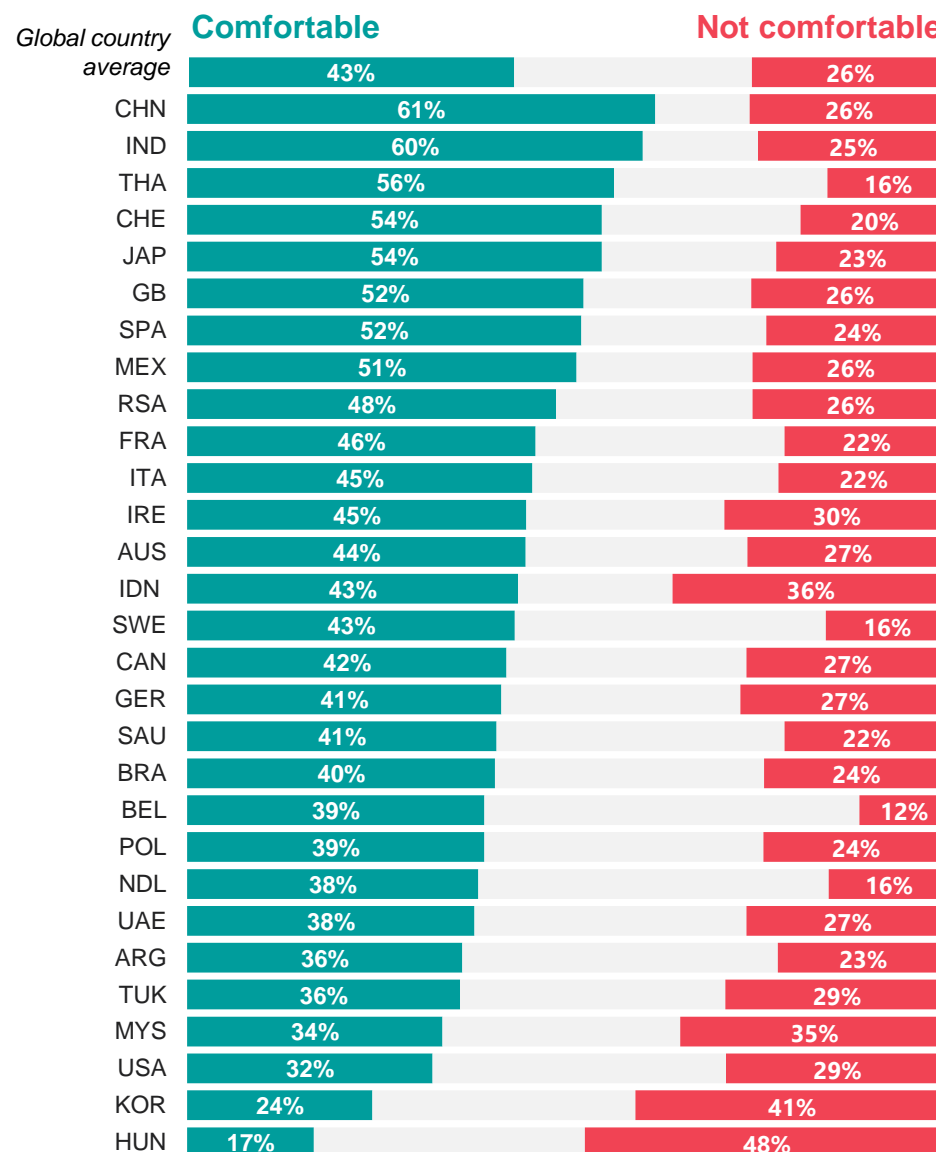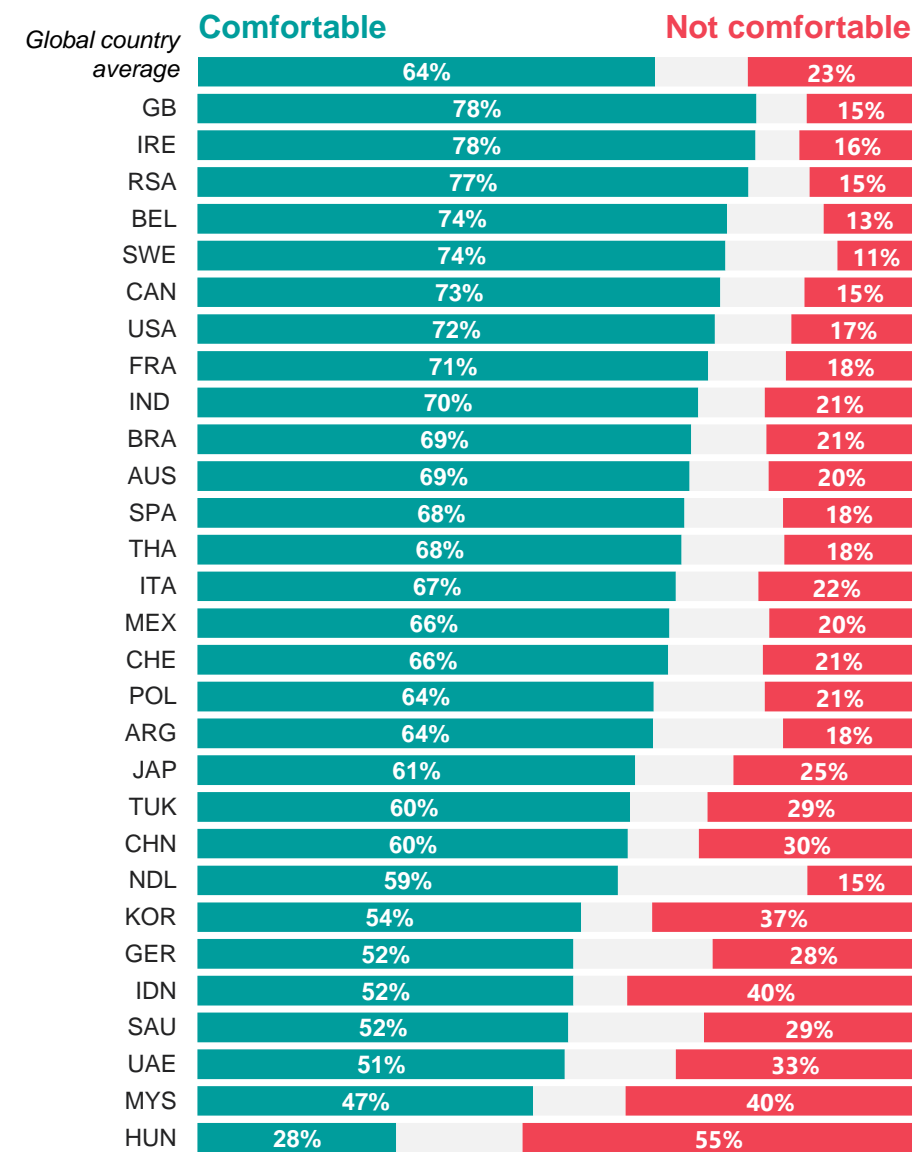|	Comfortable	Not comfortable
Global country average	53%	25%
Great Britain	65%	20%
India	65%	23%
South Africa	63%	20%
Thailand	62%	17%
Ireland	61%	23%
China	61%	28%
Switzerland	60%	20%
Spain	60%	21%
France	59%	20%
Mexico	59%	23%
Sweden	58%	14%
Japan	58%	24%
Canada	58%	21%
Australia	57%	23%
Belgium	57%	12%
Italy	56%	22%
Chile	55%	22%
Colombia	55%	26%
Brazil	55%	22%
United States	53%	23%
Peru	53%	26%
Poland	52%	23%
Argentina	50%	20%
Romania	50%	26%
Netherlands	48%	15%
Turkey	48%	29%
Indonesia	48%	38%
Germany	47%	28%
Saudi Arabia	45%	25%
United Arab…	41%	28%
Malaysia	40%	38%
South Korea	39%	39%
Hungary	22%	51%

COMFORT IN TALKING TO FRIENDS ABOUT MENOPAUSE
BY GENDER

Q. How comfortable, if at all, do you feel talking to friends about the following topics?
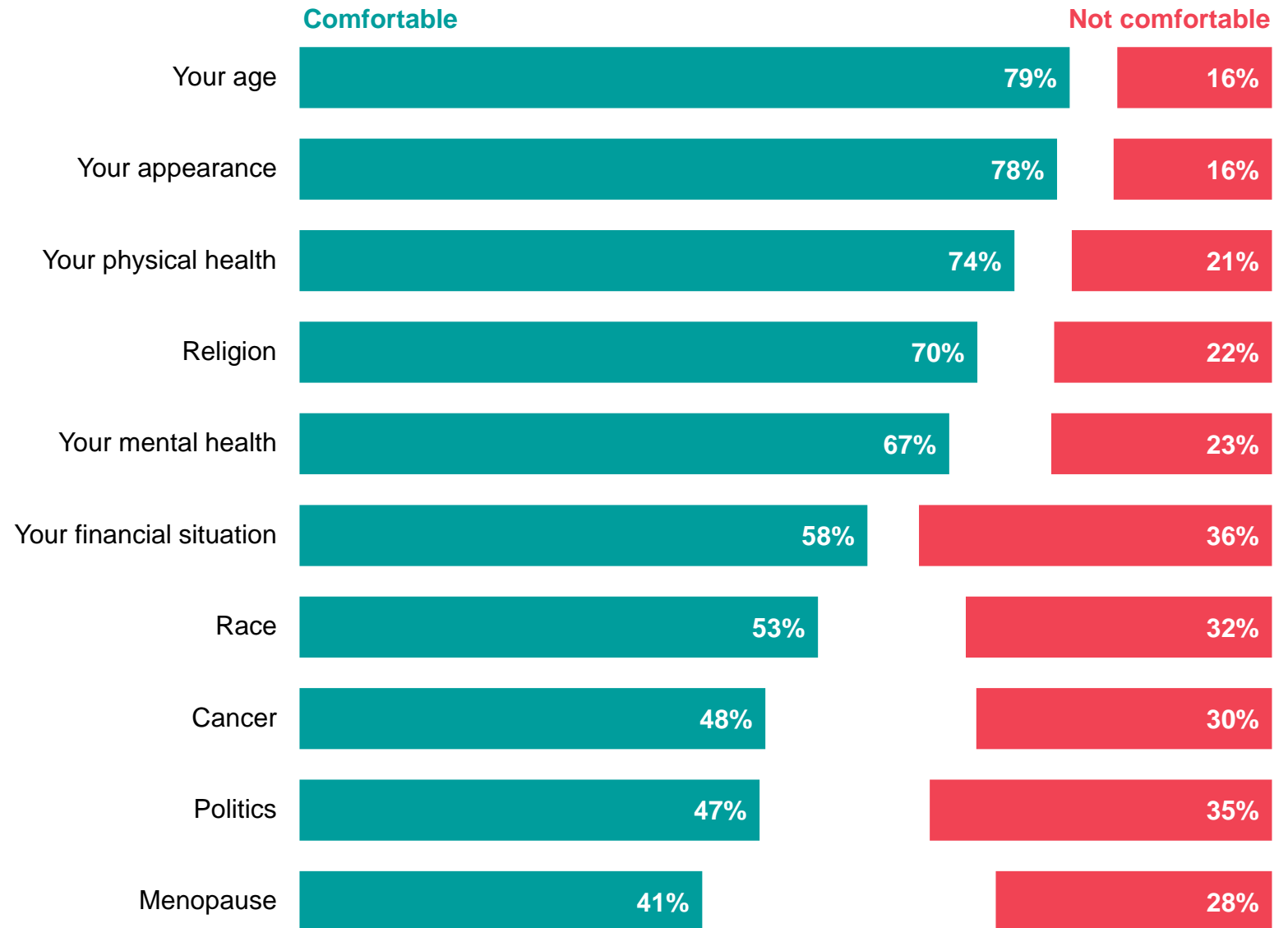
Menopause

MALE

	Comfortable	Not comfortable
Global country average	43%	26%
CHN	61%	26%
IND	60%	25%
THA	56%	16%
CHE	54%	20%
JAP	54%	23%
GB	52%	26%
SPA	52%	24%
MEX	51%	26%
RSA	48%	26%
FRA	46%	22%
ITA	45%	22%
IRE	45%	30%
AUS	44%	27%
IDN	43%	36%
SWE	43%	16%
CAN	42%	27%
GER	41%	27%
SAU	41%	22%
BRA	40%	24%
BEL	39%	12%
POL	39%	24%
NDL	38%	16%
UAE	38%	27%
ARG	36%	23%
TUK	36%	29%
MYS	34%	35%
USA	32%	29%
KOR	24%	41%
HUN	17%	48%

FEMALE

	Comfortable	Not comfortable
Global country average	64%	23%
GB	78%	15%
IRE	78%	16%
RSA	77%	15%
BEL	74%	13%
SWE	74%	11%
CAN	73%	15%
USA	72%	17%
FRA	71%	18%
IND	70%	21%
BRA	69%	21%
AUS	69%	20%
SPA	68%	18%
THA	68%	18%
ITA	67%	22%
MEX	66%	20%
CHE	66%	21%
POL	64%	21%
ARG	64%	18%
JAP	61%	25%
TUK	60%	29%
CHN	60%	30%
NDL	59%	15%
KOR	54%	37%
GER	52%	28%
IDN	52%	40%
SAU	52%	29%
UAE	51%	33%
MYS	47%	40%
HUN	28%	55%

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COMFORT IN TALKING TO FRIENDS
UAE

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Comfortable   **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	79%	16%
Your appearance	78%	16%
Your physical health	74%	21%
Religion	70%	22%
Your mental health	67%	23%
Your financial situation	58%	36%
Race	53%	32%
Cancer	48%	30%
Politics	47%	35%
Menopause	41%	28%

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COMFORT IN TALKING TO FRIENDS
ARGENTINA

Q. How comfortable, if at all, do you feel talking to friends about the following topics?
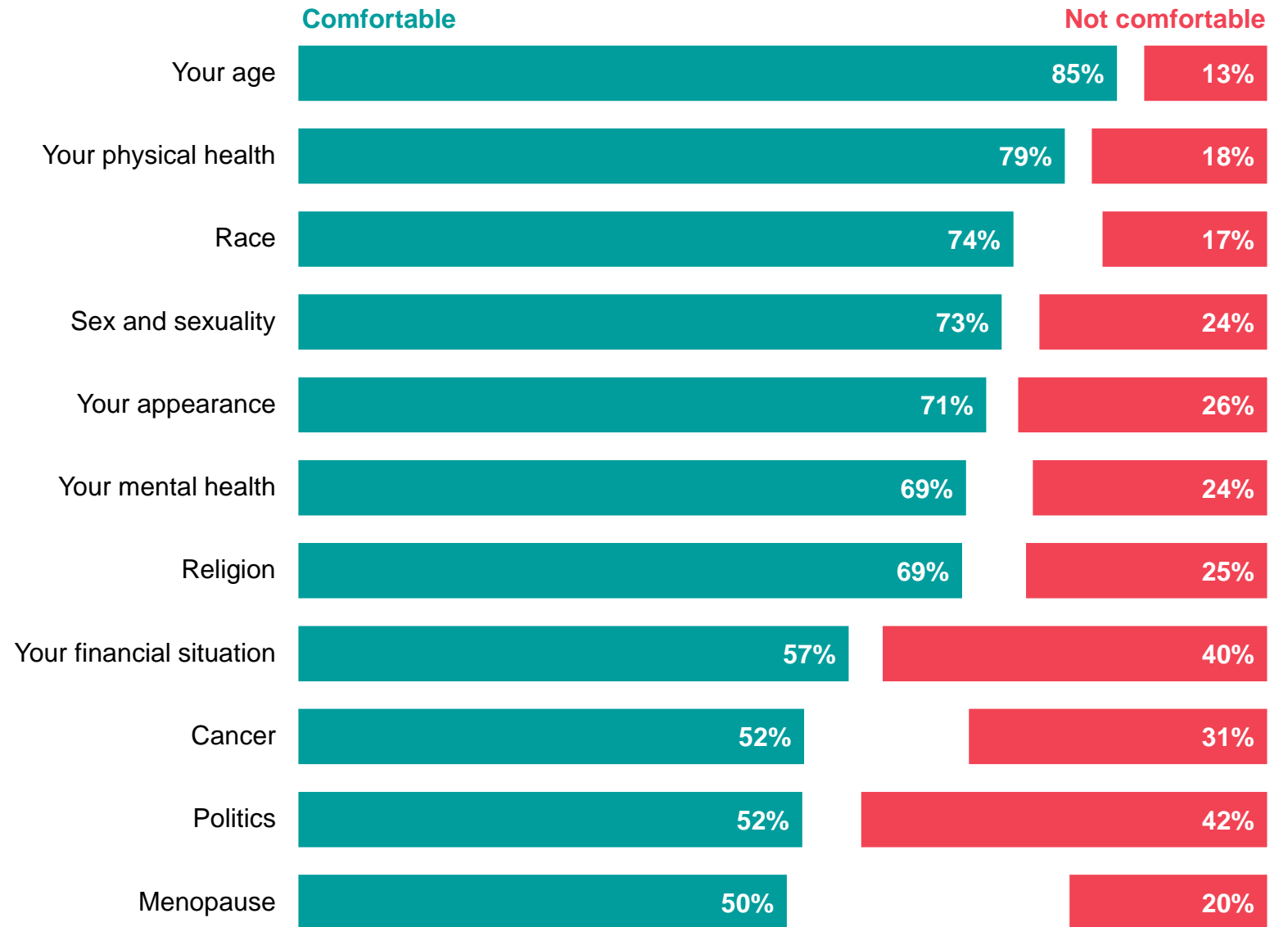
Comfortable   **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	85%	13%
Your physical health	79%	18%
Race	74%	17%
Sex and sexuality	73%	24%
Your appearance	71%	26%
Your mental health	69%	24%
Religion	69%	25%
Your financial situation	57%	40%
Cancer	52%	31%
Politics	52%	42%
Menopause	50%	20%

COMFORT IN TALKING TO FRIENDS
AUSTRALIA

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

	Comfortable	Not comfortable
Your age	87%	10%
Race	81%	14%
Your physical health	77%	20%
Cancer	72%	20%
Your appearance	72%	24%
Religion	70%	22%
Politics	69%	25%
Your mental health	66%	29%
Sex and sexuality	66%	30%
Your financial situation	57%	39%
Menopause	57%	23%
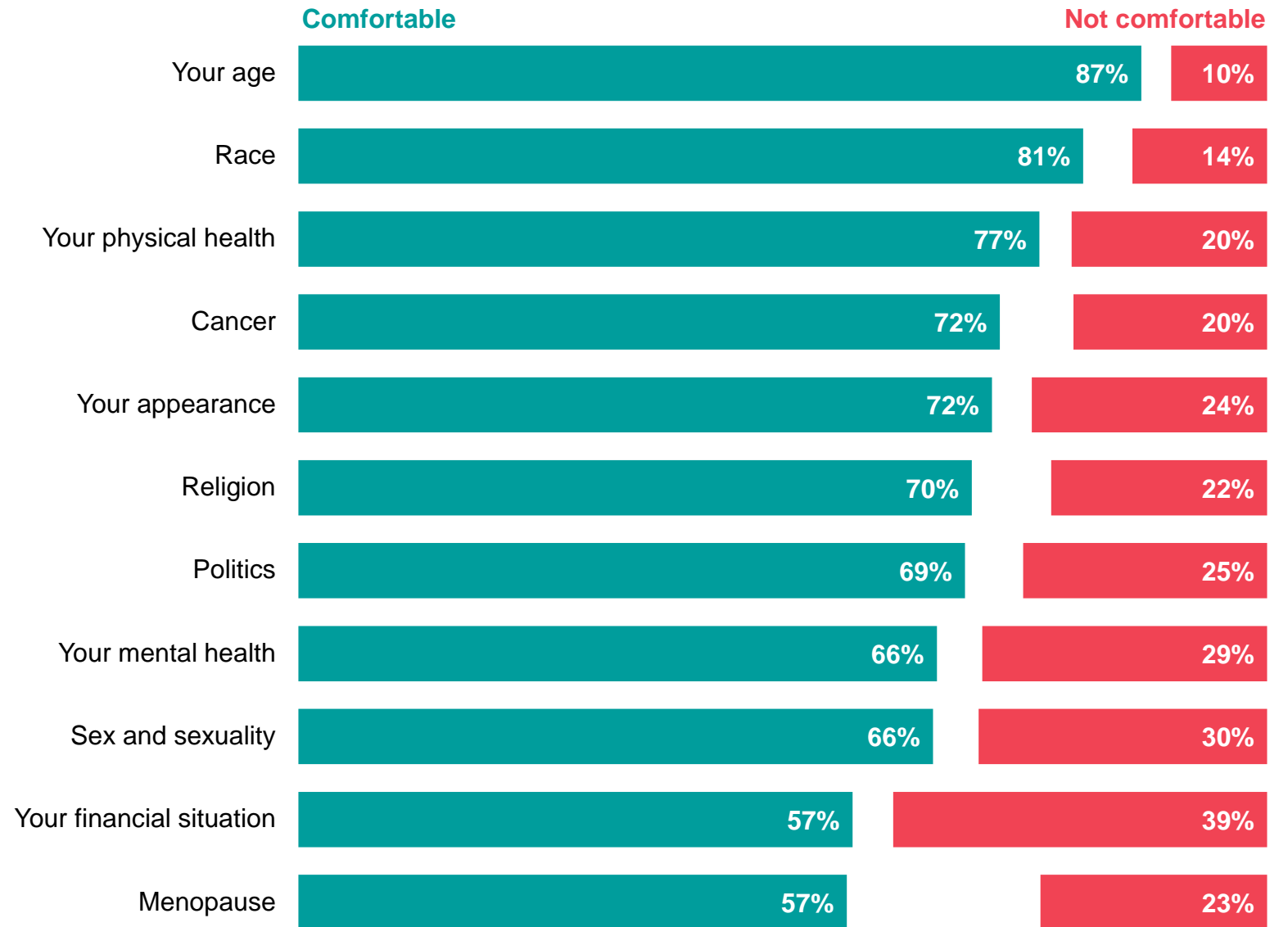
Base – 1,000 Australian participants aged 16-74, interviewed online 22 July – 5 August 2022
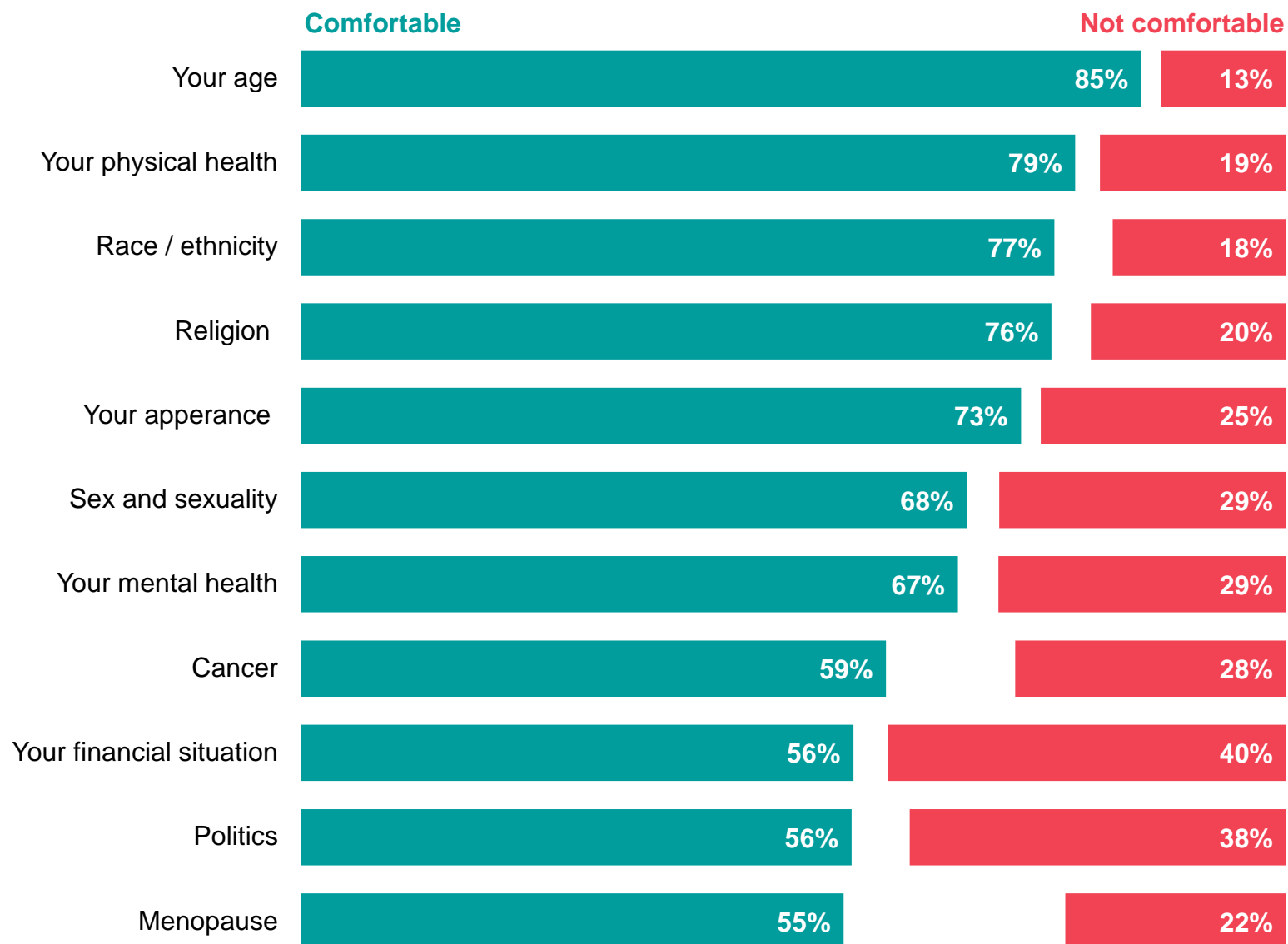
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COMFORT IN TALKING TO FRIENDS
BELGIUM

Q. How comfortable, if at all, do you feel talking to friends about the following topics?
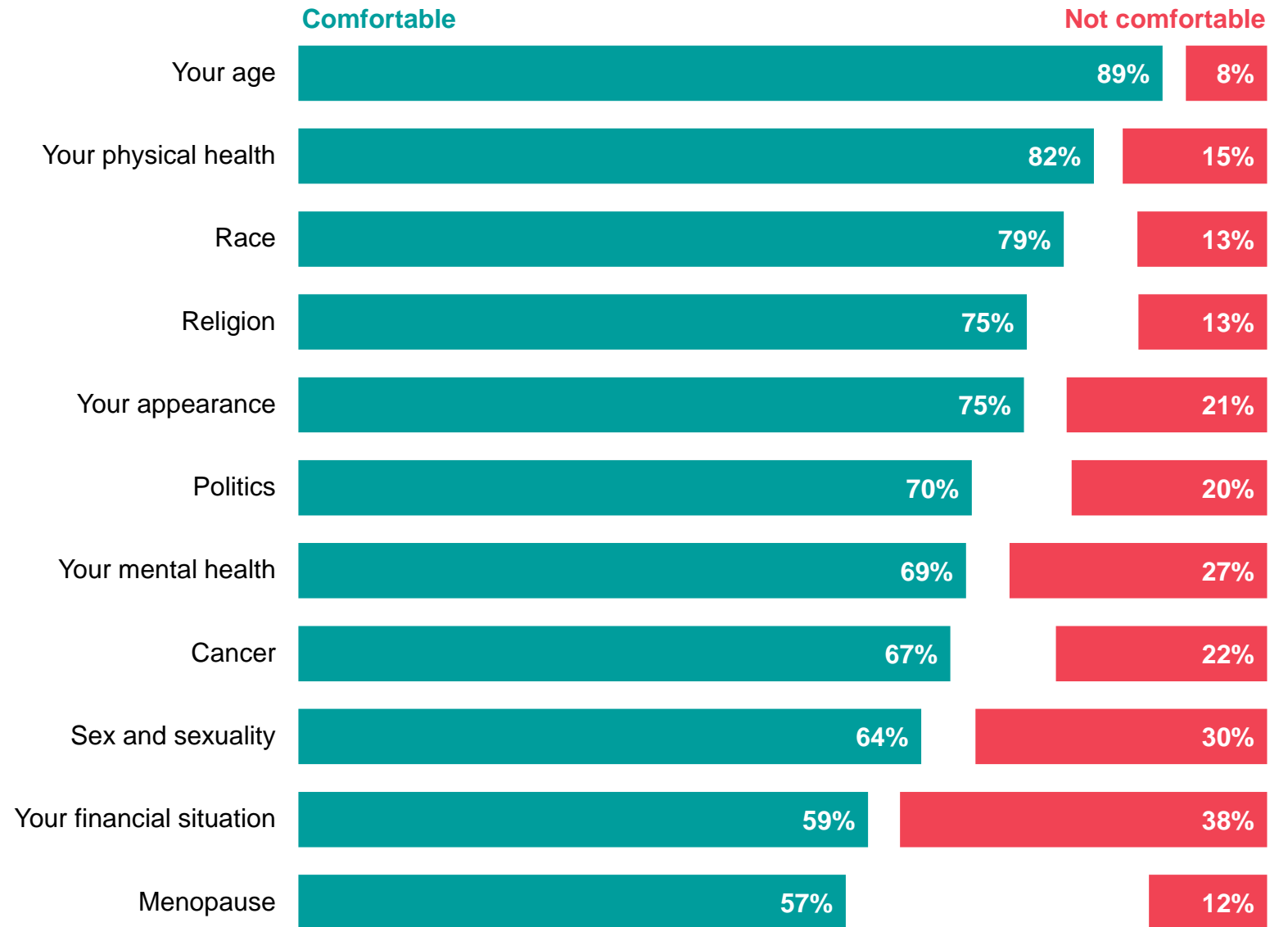
Comfortable   **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	89%	8%
Your physical health	82%	15%
Race	79%	13%
Religion	75%	13%
Your appearance	75%	21%
Politics	70%	20%
Your mental health	69%	27%
Cancer	67%	22%
Sex and sexuality	64%	30%
Your financial situation	59%	38%
Menopause	57%	12%

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COMFORT IN TALKING TO FRIENDS
BRAZIL

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Comfortable | **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	85%	13%
Your physical health	79%	19%
Race / ethnicity	77%	18%
Religion	76%	20%
Your apperance	73%	25%
Sex and sexuality	68%	29%
Your mental health	67%	29%
Cancer	59%	28%
Your financial situation	56%	40%
Politics	56%	38%
Menopause	55%	22%

Base – 1,000 Brazilian participants aged 16-74 interviewed online 22 July – 5 August 2022

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COMFORT IN TALKING TO FRIENDS
CANADA

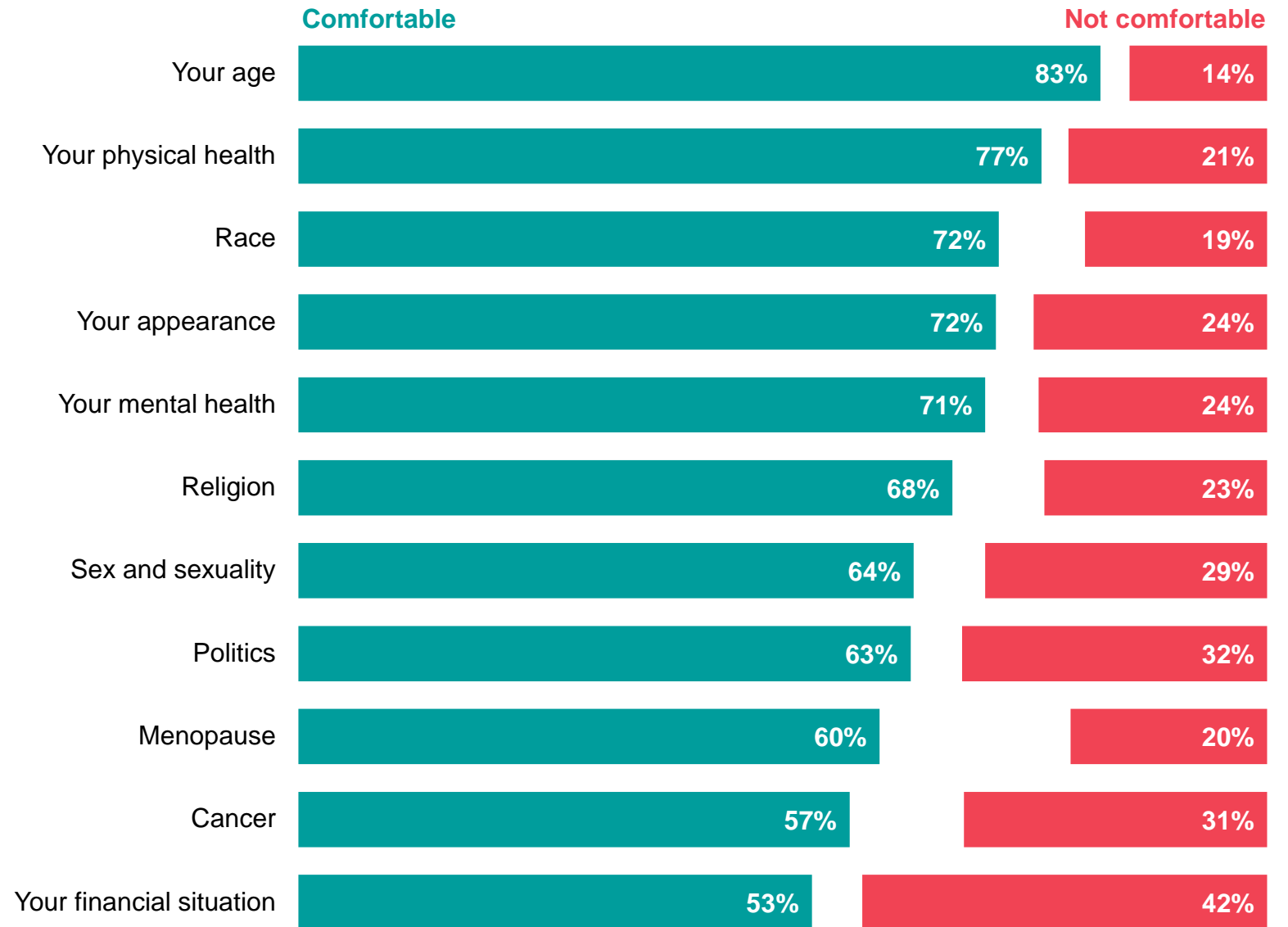Q. How comfortable, if at all, do you feel talking to friends about the following topics?
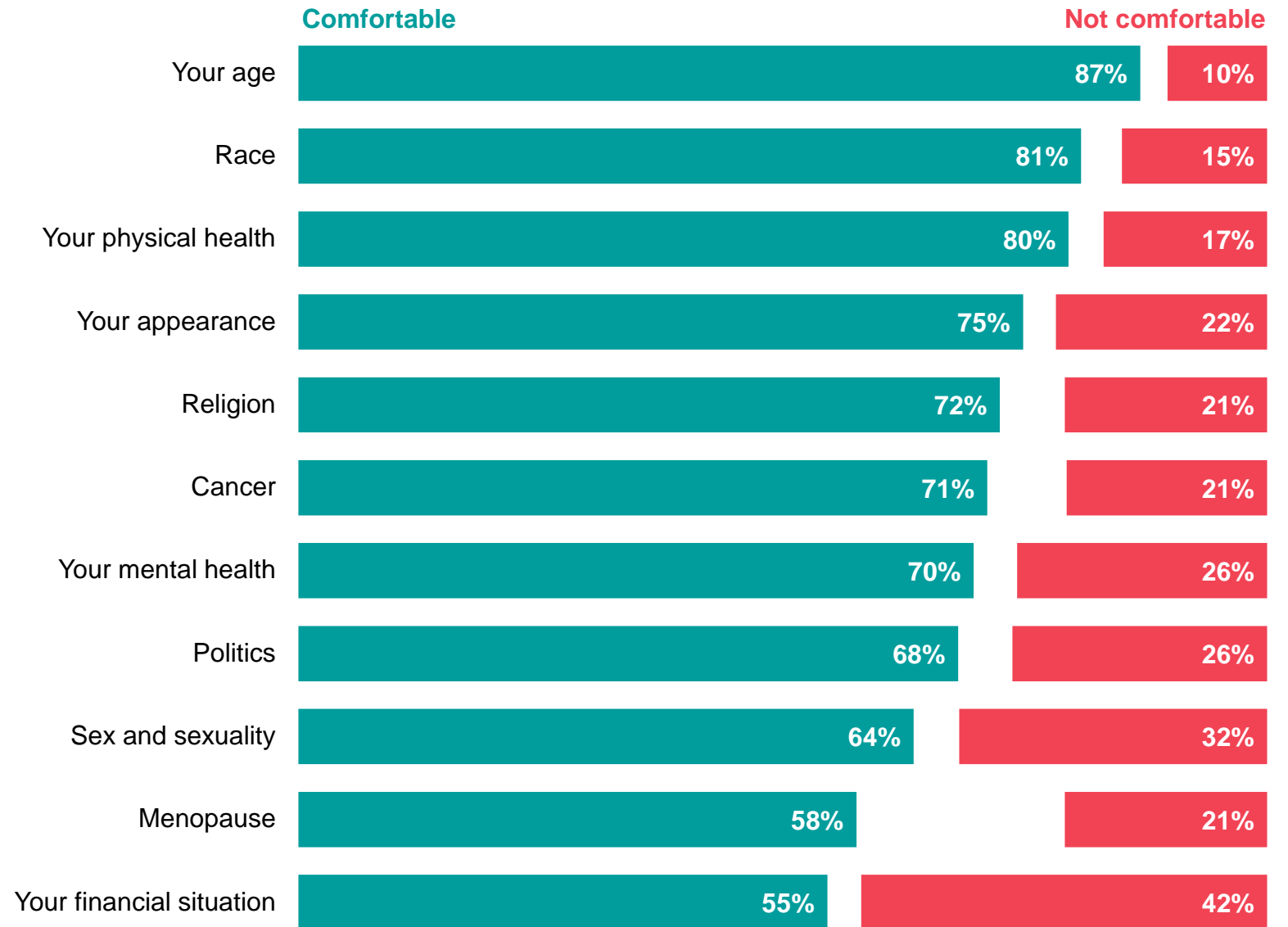
Comfortable   **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	87%	10%
Race	81%	15%
Your physical health	80%	17%
Your appearance	75%	22%
Religion	72%	21%
Cancer	71%	21%
Your mental health	70%	26%
Politics	68%	26%
Sex and sexuality	64%	32%
Menopause	58%	21%
Your financial situation	55%	42%

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COMFORT IN TALKING TO FRIENDS
SWITZERLAND

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Comfortable **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	83%	14%
Your physical health	77%	21%
Race	72%	19%
Your appearance	72%	24%
Your mental health	71%	24%
Religion	68%	23%
Sex and sexuality	64%	29%
Politics	63%	32%
Menopause	60%	20%
Cancer	57%	31%
Your financial situation	53%	42%

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COMFORT IN TALKING TO FRIENDS
CHILE

Q. How comfortable, if at all, do you feel talking to friends about the following topics?
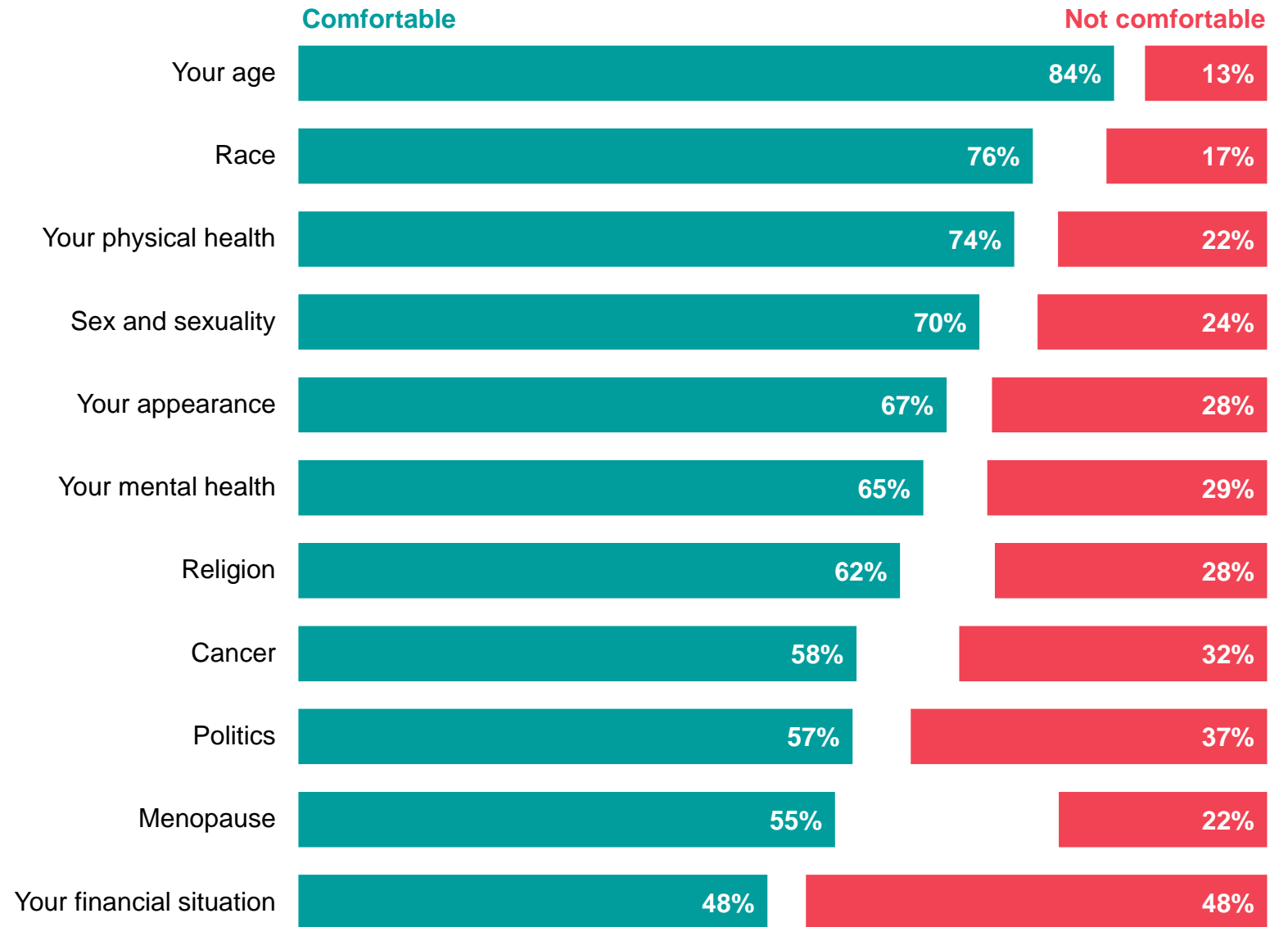
Comfortable | **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	84%	13%
Race	76%	17%
Your physical health	74%	22%
Sex and sexuality	70%	24%
Your appearance	67%	28%
Your mental health	65%	29%
Religion	62%	28%
Cancer	58%	32%
Politics	57%	37%
Menopause	55%	22%
Your financial situation	48%	48%

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COMFORT IN TALKING TO FRIENDS
CHINA

Q. How comfortable, if at all, do you feel talking to friends about the following topics?
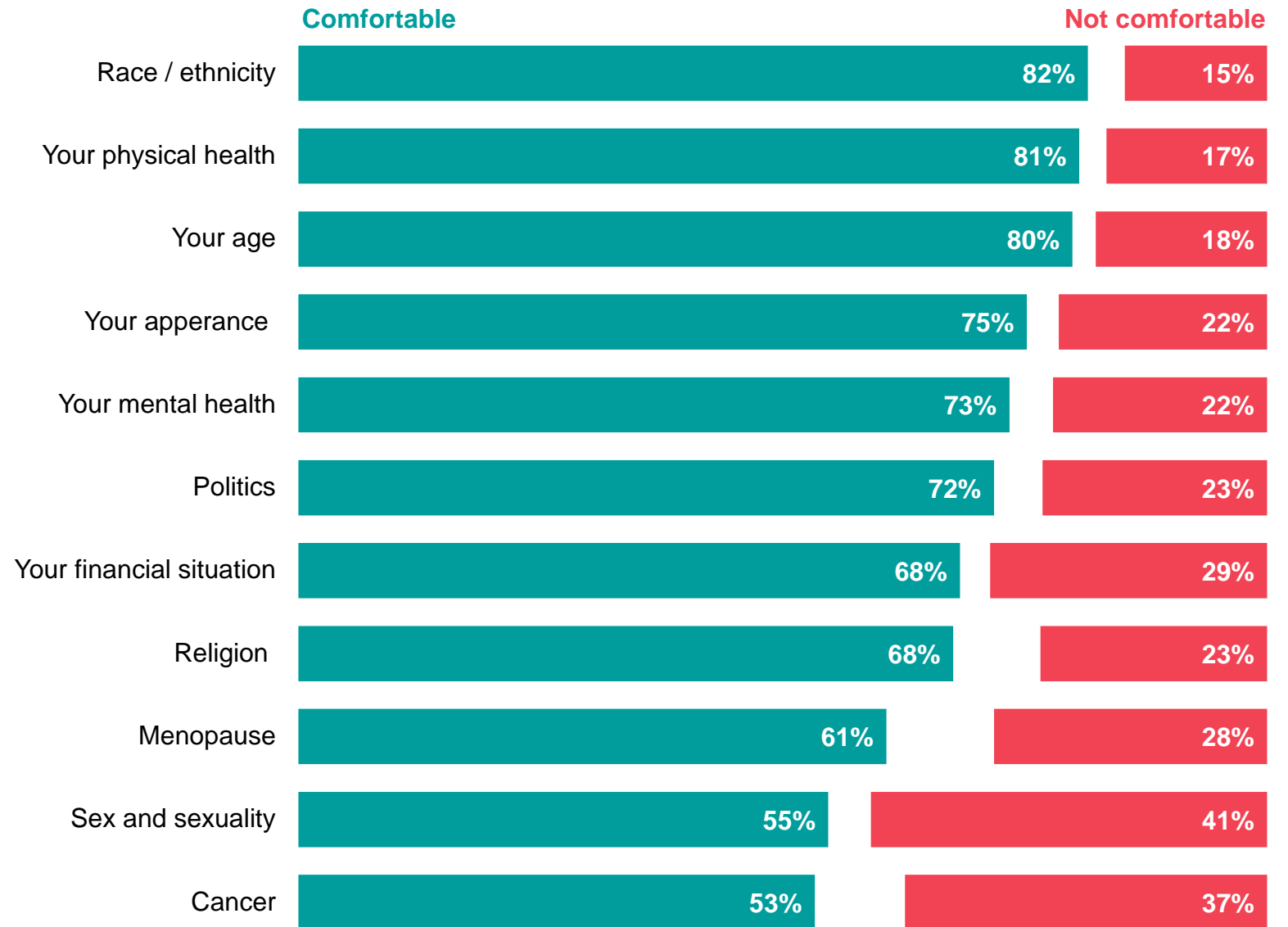
Comfortable   **Not comfortable**

Topic	Comfortable	Not comfortable
Race / ethnicity	82%	15%
Your physical health	81%	17%
Your age	80%	18%
Your apperance	75%	22%
Your mental health	73%	22%
Politics	72%	23%
Your financial situation	68%	29%
Religion	68%	23%
Menopause	61%	28%
Sex and sexuality	55%	41%
Cancer	53%	37%

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COMFORT IN TALKING TO FRIENDS
COLUMBIA

Q. How comfortable, if at all, do you feel talking to friends about the following topics?
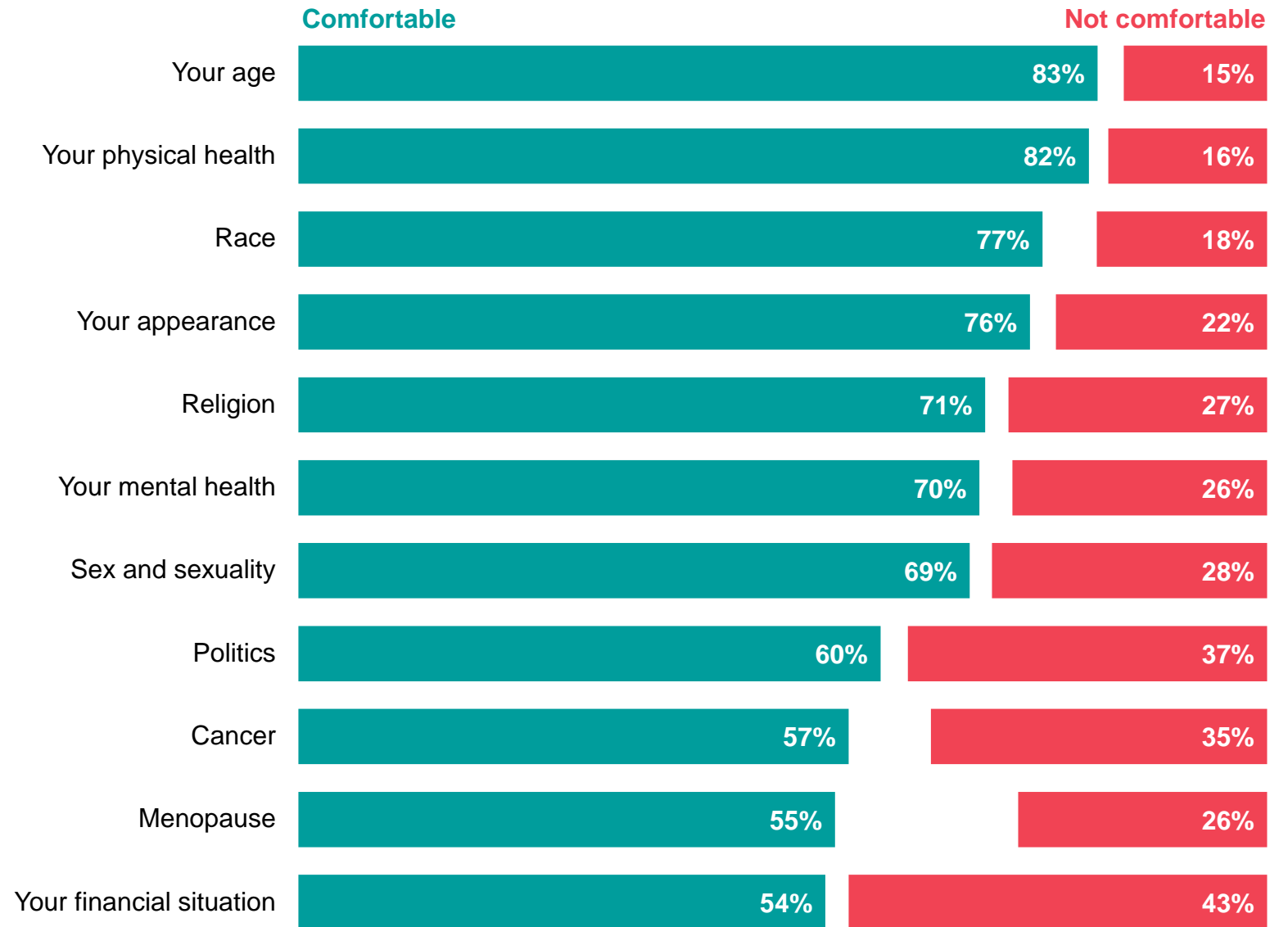
Comfortable   **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	83%	15%
Your physical health	82%	16%
Race	77%	18%
Your appearance	76%	22%
Religion	71%	27%
Your mental health	70%	26%
Sex and sexuality	69%	28%
Politics	60%	37%
Cancer	57%	35%
Menopause	55%	26%
Your financial situation	54%	43%

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COMFORT IN TALKING TO FRIENDS
GERMANY

Q. How comfortable, if at all, do you feel talking to friends about the following topics?
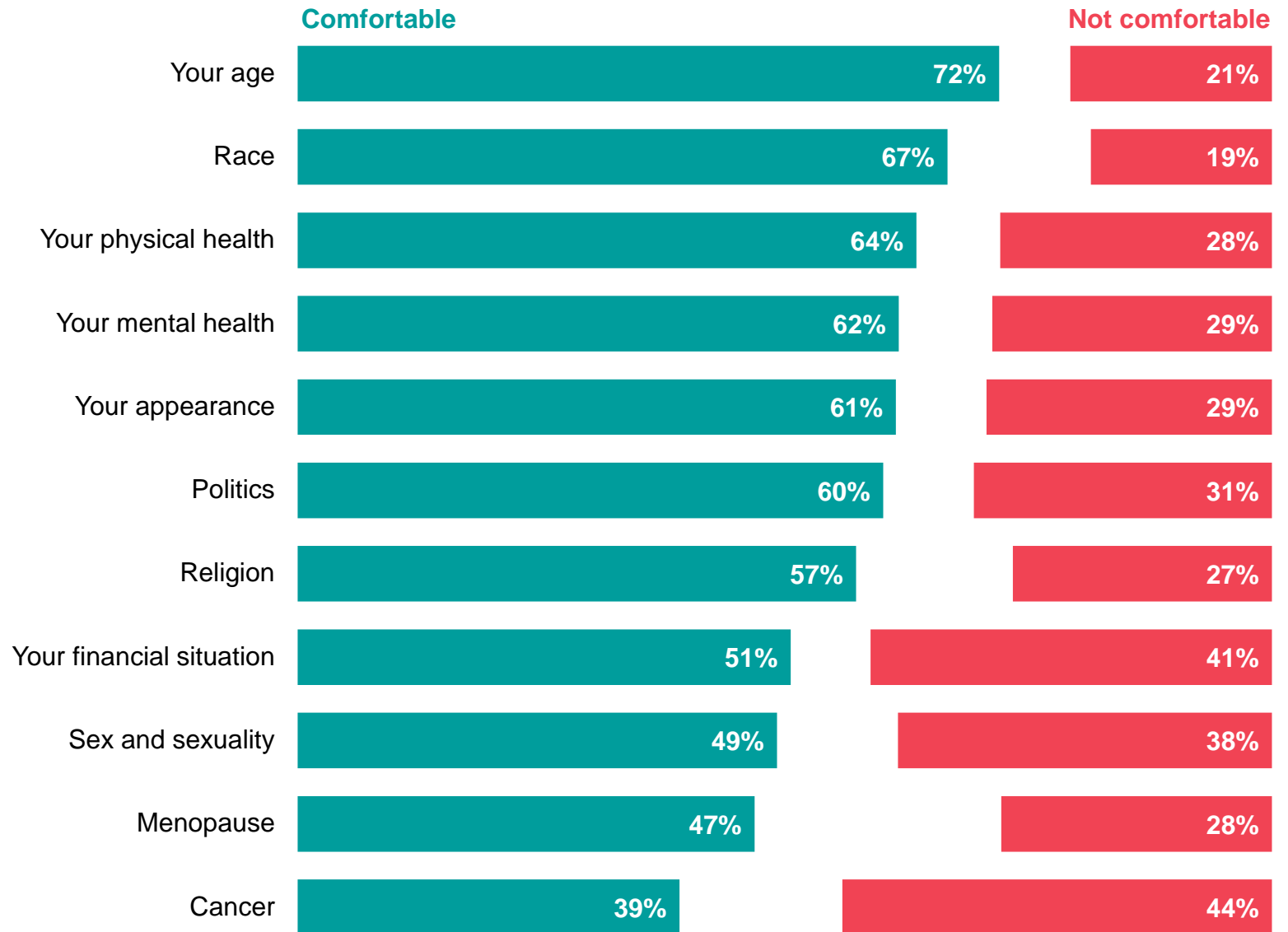
Comfortable   **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	72%	21%
Race	67%	19%
Your physical health	64%	28%
Your mental health	62%	29%
Your appearance	61%	29%
Politics	60%	31%
Religion	57%	27%
Your financial situation	51%	41%
Sex and sexuality	49%	38%
Menopause	47%	28%
Cancer	39%	44%

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COMFORT IN TALKING TO FRIENDS
SPAIN

Q. How comfortable, if at all, do you feel talking to friends about the following topics?
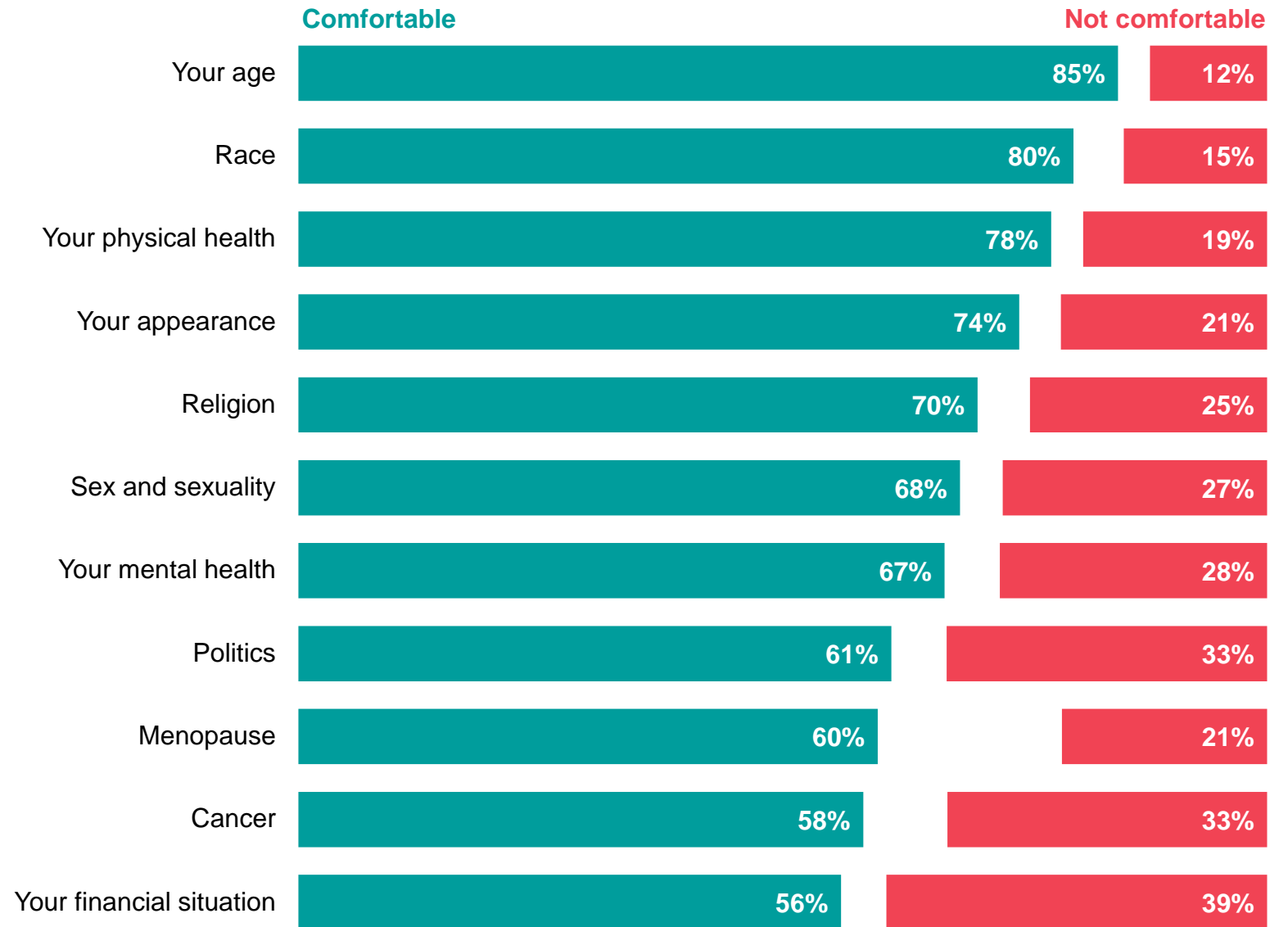
Topic	Comfortable	Not comfortable
Your age	85%	12%
Race	80%	15%
Your physical health	78%	19%
Your appearance	74%	21%
Religion	70%	25%
Sex and sexuality	68%	27%
Your mental health	67%	28%
Politics	61%	33%
Menopause	60%	21%
Cancer	58%	33%
Your financial situation	56%	39%

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COMFORT IN TALKING TO FRIENDS
FRANCE

Q. How comfortable, if at all, do you feel talking to friends about the following topics?
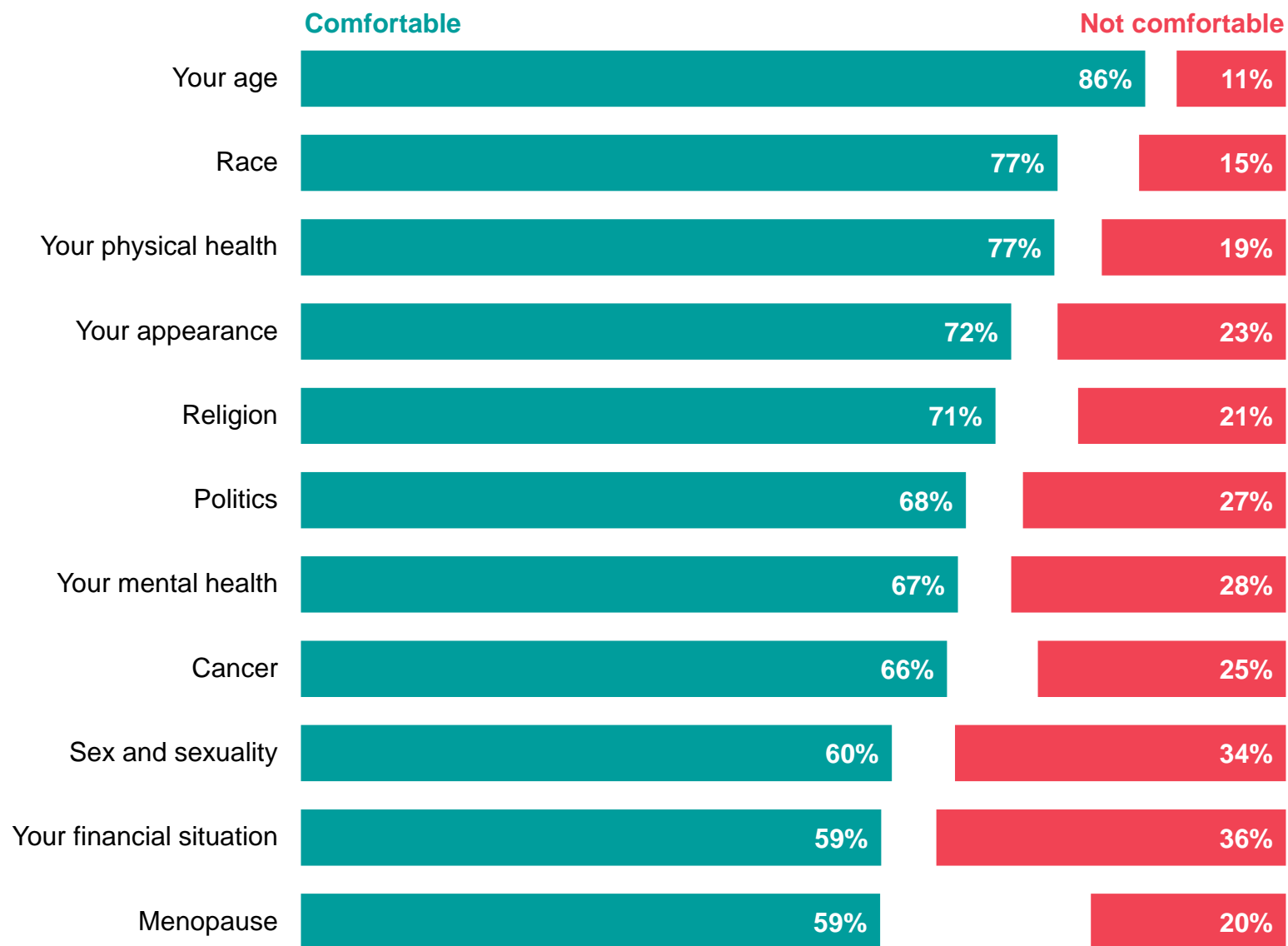
	Comfortable	Not comfortable
Your age	86%	11%
Race	77%	15%
Your physical health	77%	19%
Your appearance	72%	23%
Religion	71%	21%
Politics	68%	27%
Your mental health	67%	28%
Cancer	66%	25%
Sex and sexuality	60%	34%
Your financial situation	59%	36%
Menopause	59%	20%

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COMFORT IN TALKING TO FRIENDS
GREAT BRITAIN

Q. How comfortable, if at all, do you feel talking to friends about the following topics?
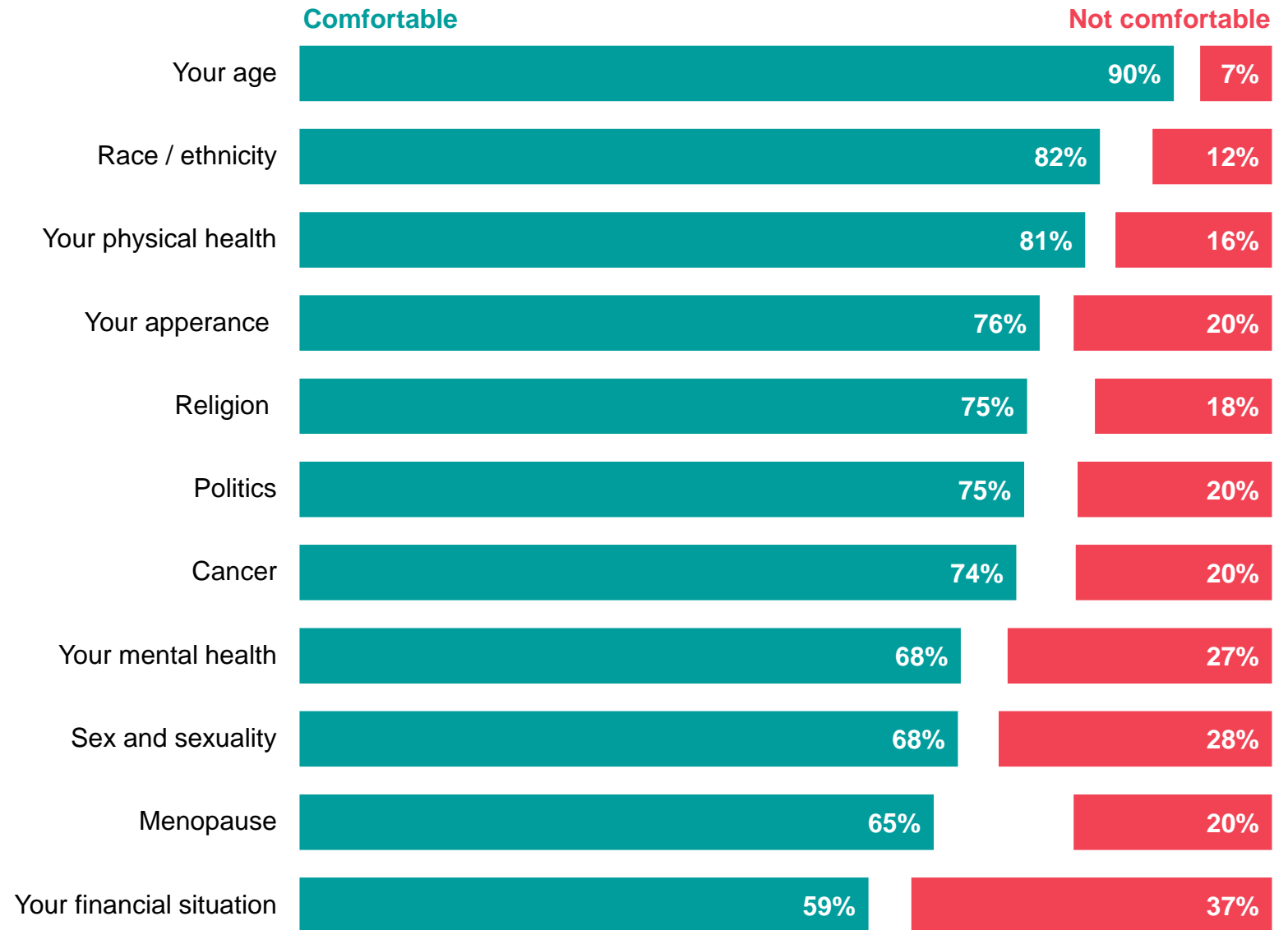
	Comfortable	Not comfortable
Your age	90%	7%
Race / ethnicity	82%	12%
Your physical health	81%	16%
Your apperance	76%	20%
Religion	75%	18%
Politics	75%	20%
Cancer	74%	20%
Your mental health	68%	27%
Sex and sexuality	68%	28%
Menopause	65%	20%
Your financial situation	59%	37%

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COMFORT IN TALKING TO FRIENDS
HUNGARY

Q. How comfortable, if at all, do you feel talking to friends about the following topics?
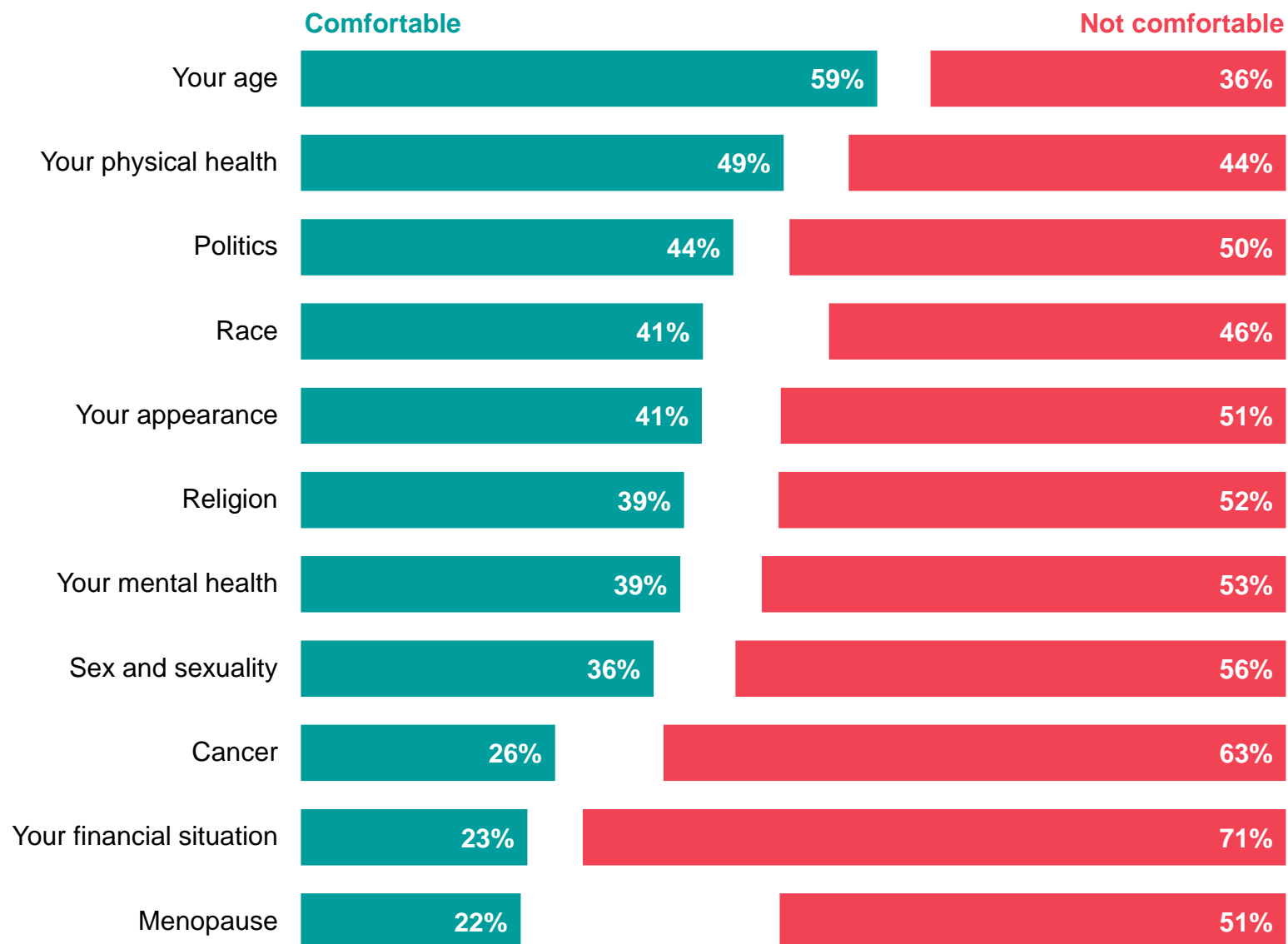
	Comfortable	Not comfortable
Your age	59%	36%
Your physical health	49%	44%
Politics	44%	50%
Race	41%	46%
Your appearance	41%	51%
Religion	39%	52%
Your mental health	39%	53%
Sex and sexuality	36%	56%
Cancer	26%	63%
Your financial situation	23%	71%
Menopause	22%	51%

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COMFORT IN TALKING TO FRIENDS
INDONESIA

Q. How comfortable, if at all, do you feel talking to friends about the following topics?
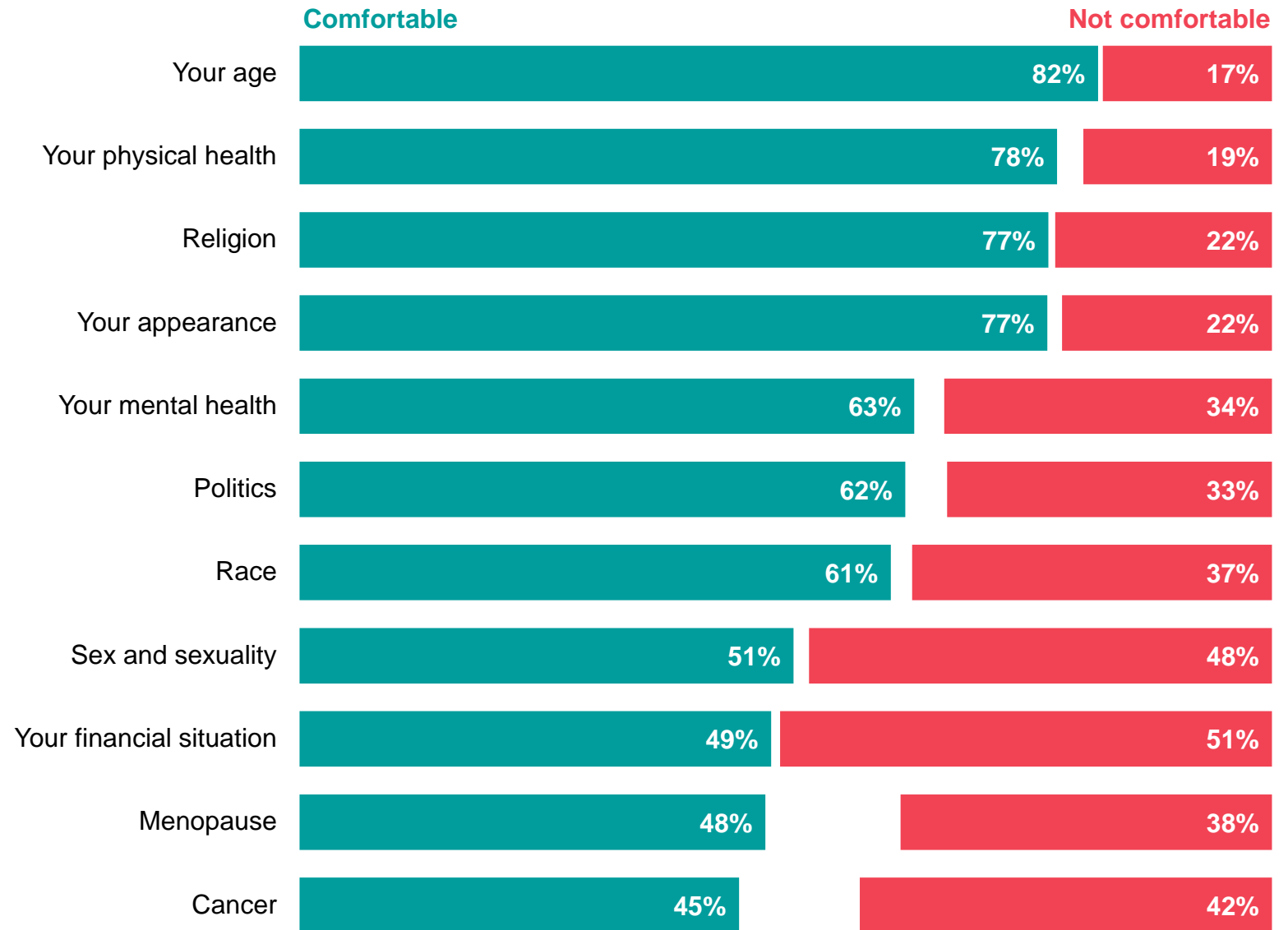
Comfortable   **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	82%	17%
Your physical health	78%	19%
Religion	77%	22%
Your appearance	77%	22%
Your mental health	63%	34%
Politics	62%	33%
Race	61%	37%
Sex and sexuality	51%	48%
Your financial situation	49%	51%
Menopause	48%	38%
Cancer	45%	42%

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COMFORT IN TALKING TO FRIENDS
IRELAND

Q. How comfortable, if at all, do you feel talking to friends about the following topics?
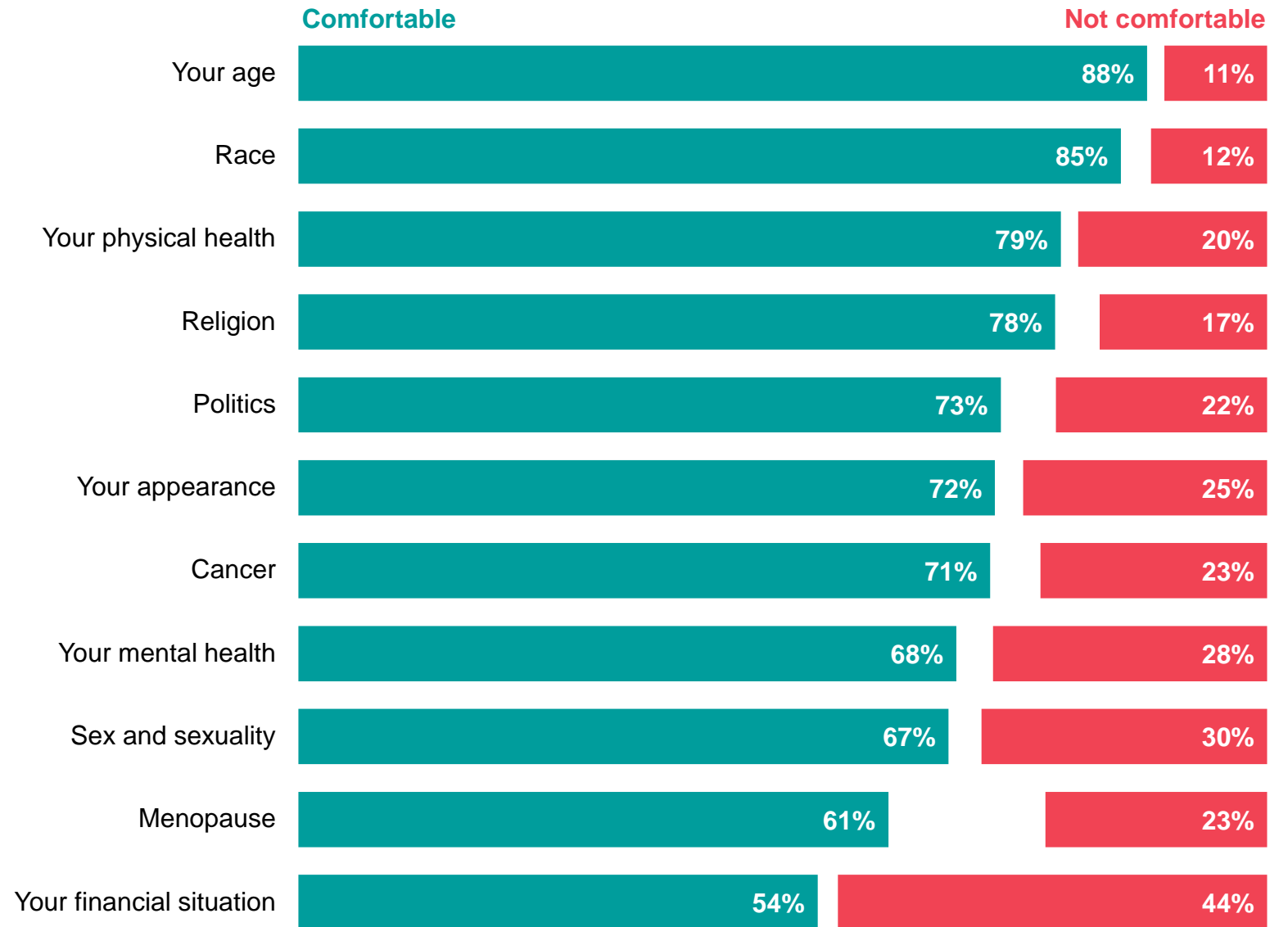
Comfortable **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	88%	11%
Race	85%	12%
Your physical health	79%	20%
Religion	78%	17%
Politics	73%	22%
Your appearance	72%	25%
Cancer	71%	23%
Your mental health	68%	28%
Sex and sexuality	67%	30%
Menopause	61%	23%
Your financial situation	54%	44%

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COMFORT IN TALKING TO FRIENDS
INDIA

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Comfortable
Not comfortable

Topic	Comfortable	Not comfortable
Your age	85%	12%
Your physical health	83%	15%
Your appearance	81%	16%
Your mental health	79%	18%
Religion	78%	19%
Race	74%	20%
Your financial situation	73%	24%
Politics	72%	25%
Sex and sexuality	69%	25%
Menopause	65%	23%
Cancer	63%	25%
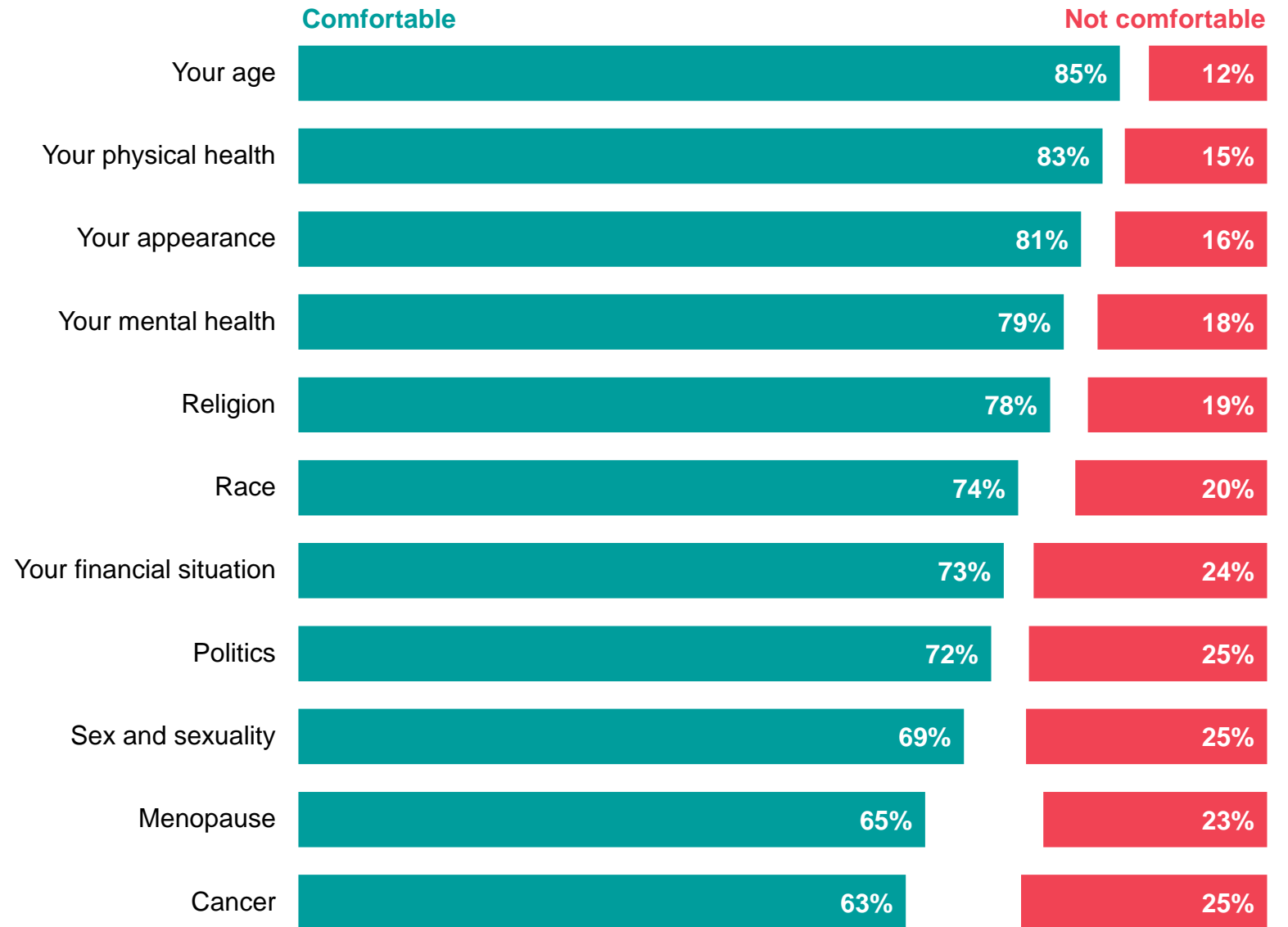
Base – 1,000 Indian participants aged 16-74, interviewed online 22 July – 5 August 2022

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COMFORT IN TALKING TO FRIENDS
ITALY

Q. How comfortable, if at all, do you feel talking to friends about the following topics?
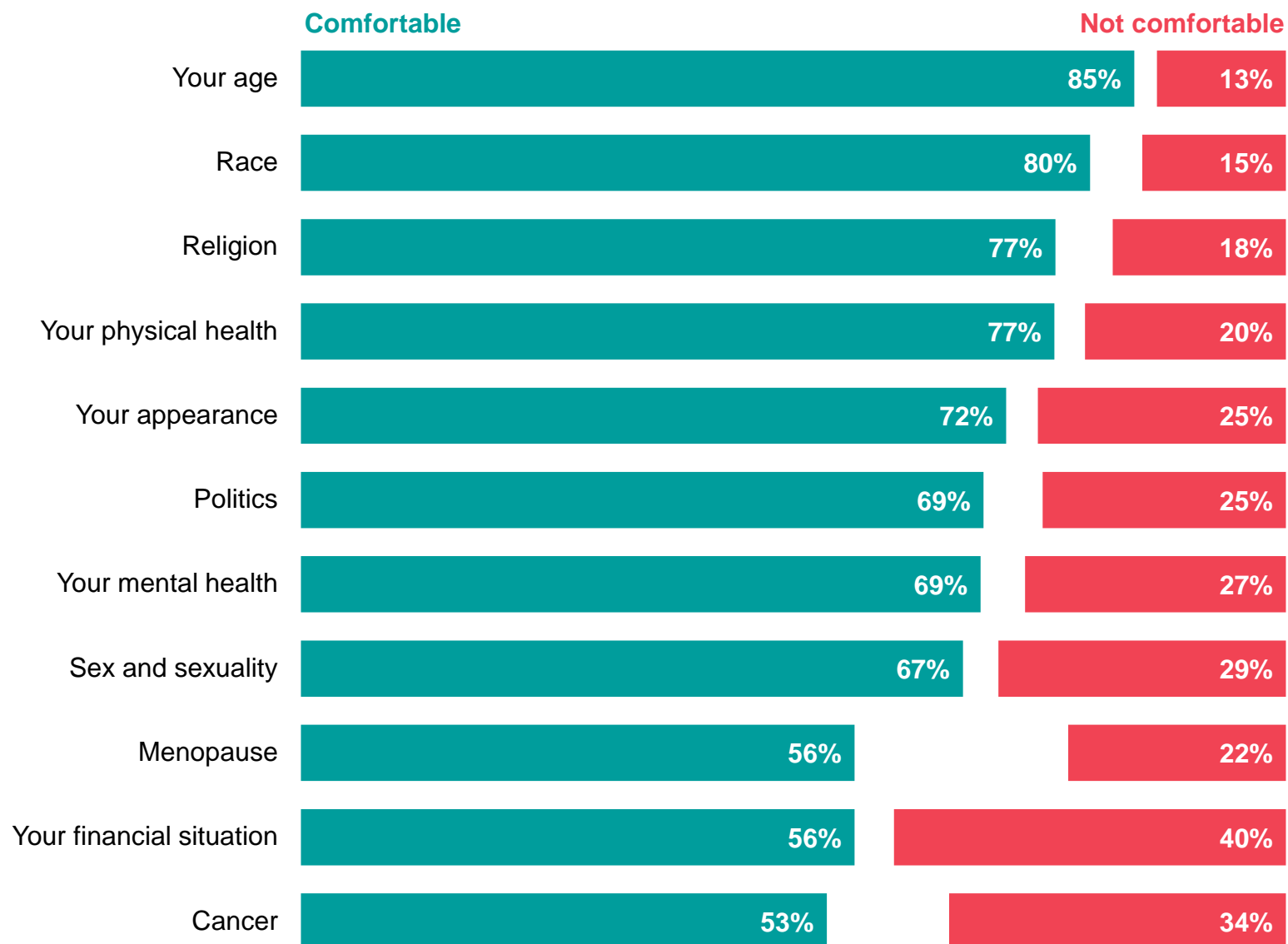
Comfortable   **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	85%	13%
Race	80%	15%
Religion	77%	18%
Your physical health	77%	20%
Your appearance	72%	25%
Politics	69%	25%
Your mental health	69%	27%
Sex and sexuality	67%	29%
Menopause	56%	22%
Your financial situation	56%	40%
Cancer	53%	34%

COMFORT IN TALKING TO FRIENDS
JAPAN

Q. How comfortable, if at all, do you feel talking to friends about the following topics?
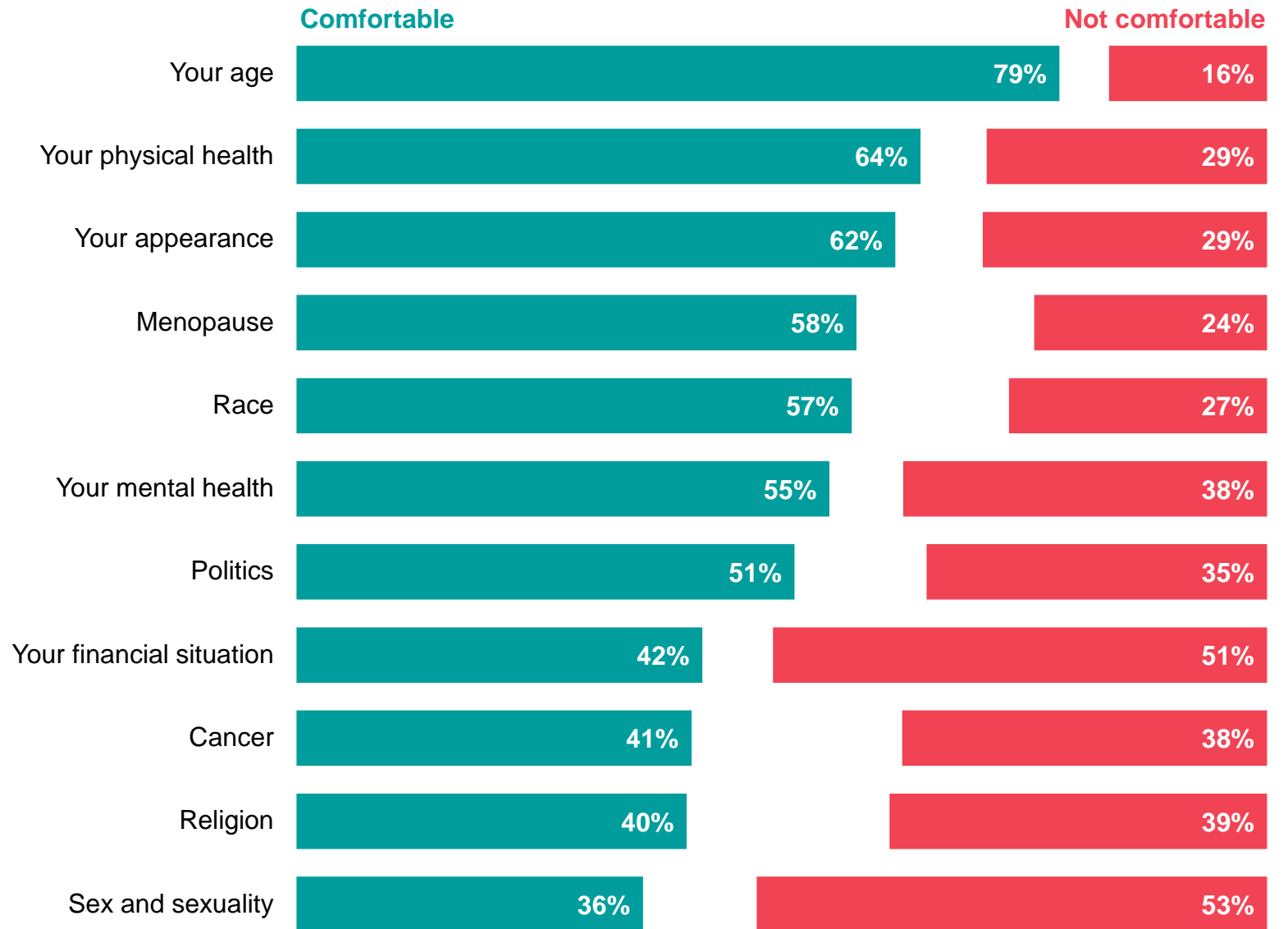
Comfortable **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	79%	16%
Your physical health	64%	29%
Your appearance	62%	29%
Menopause	58%	24%
Race	57%	27%
Your mental health	55%	38%
Politics	51%	35%
Your financial situation	42%	51%
Cancer	41%	38%
Religion	40%	39%
Sex and sexuality	36%	53%

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COMFORT IN TALKING TO FRIENDS
SOUTH KOREA

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Comfortable		Not comfortable
Your physical health	67%	31%
Your age	67%	31%
Your appearance	60%	36%
Race	58%	35%
Your mental health	55%	41%
Religion	44%	48%
Cancer	42%	48%
Menopause	39%	39%
Sex and sexuality	38%	56%
Your financial situation	35%	62%
Politics	33%	62%
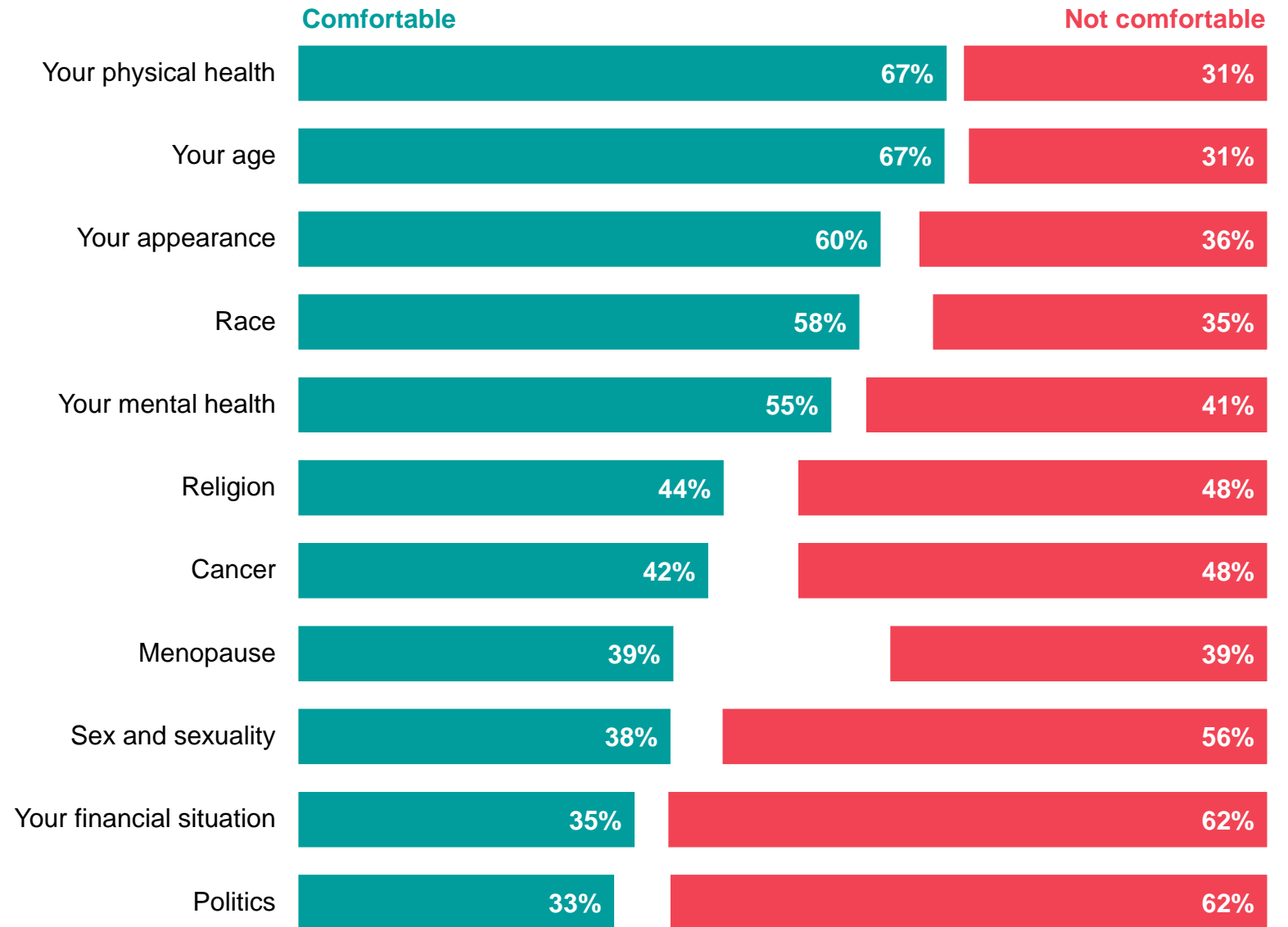
Base – 501 South Korean participants aged 16-74, interviewed online 22 July – 5 August 2022

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COMFORT IN TALKING TO FRIENDS
MEXICO

Q. How comfortable, if at all, do you feel talking to friends about the following topics?
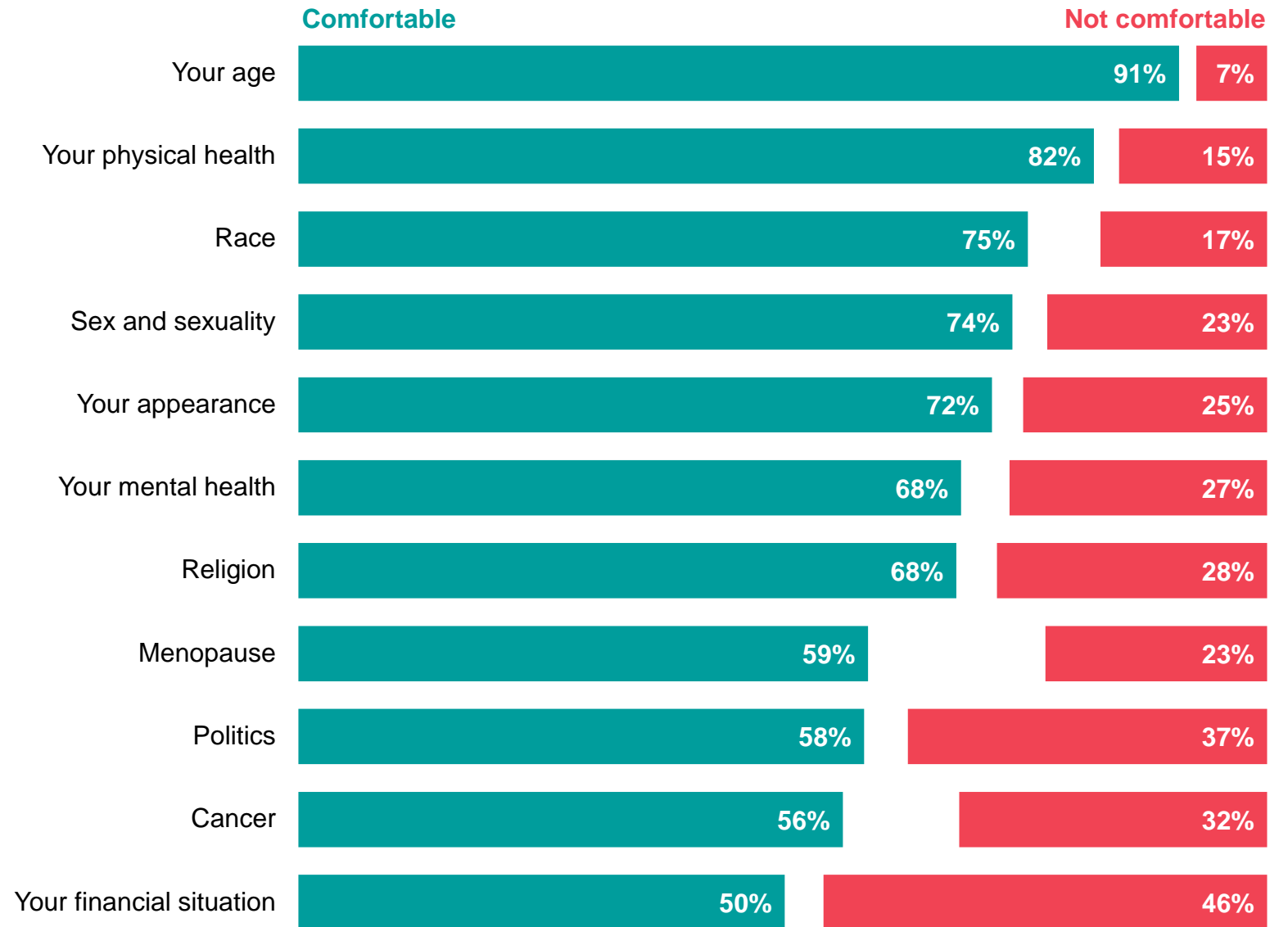
Comfortable   **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	91%	7%
Your physical health	82%	15%
Race	75%	17%
Sex and sexuality	74%	23%
Your appearance	72%	25%
Your mental health	68%	27%
Religion	68%	28%
Menopause	59%	23%
Politics	58%	37%
Cancer	56%	32%
Your financial situation	50%	46%

COMFORT IN TALKING TO FRIENDS
MALAYSIA

Q. How comfortable, if at all, do you feel talking to friends about the following topics?
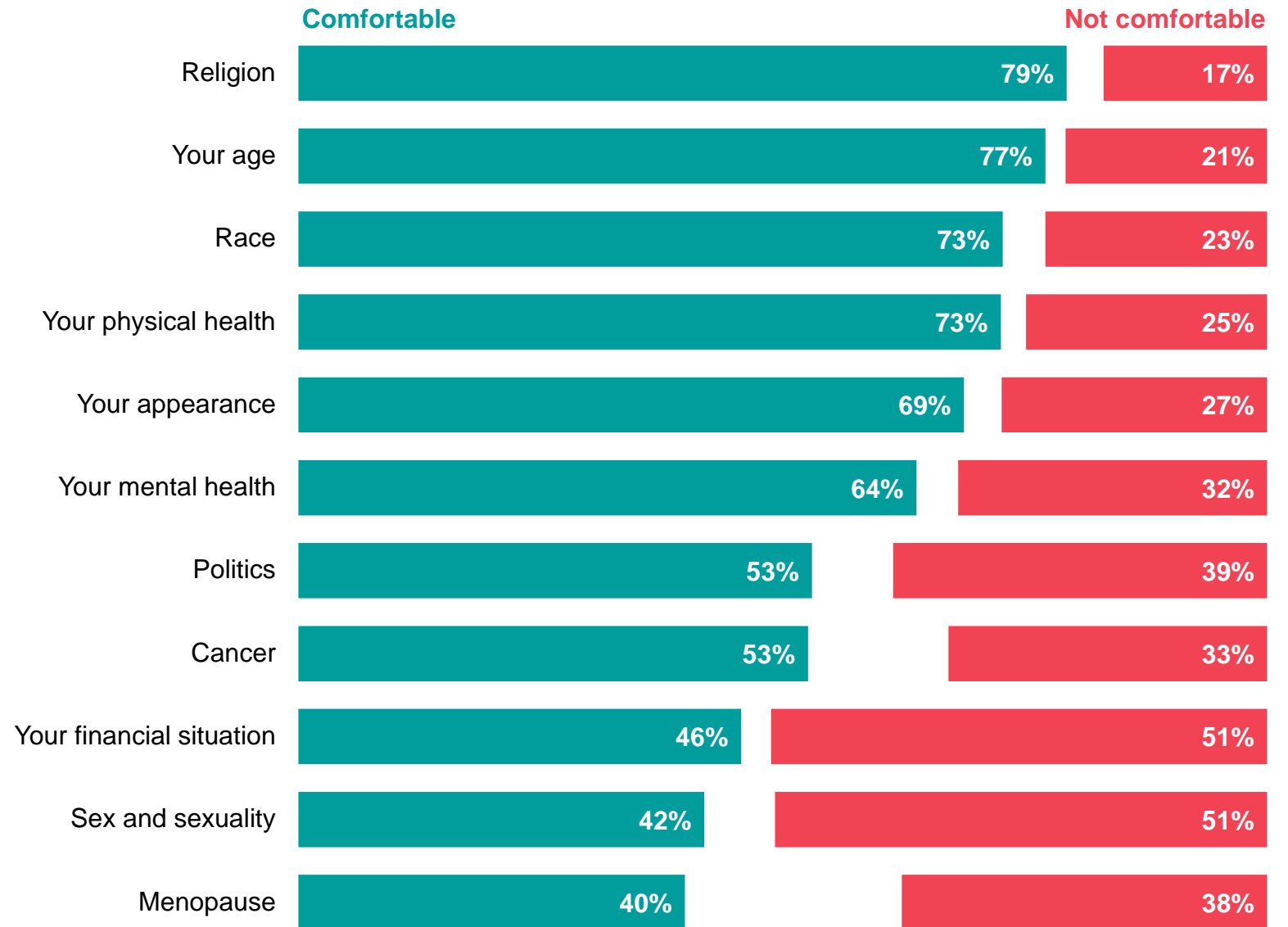
	Comfortable	Not comfortable
Religion	79%	17%
Your age	77%	21%
Race	73%	23%
Your physical health	73%	25%
Your appearance	69%	27%
Your mental health	64%	32%
Politics	53%	39%
Cancer	53%	33%
Your financial situation	46%	51%
Sex and sexuality	42%	51%
Menopause	40%	38%

COMFORT IN TALKING TO FRIENDS
NETHERLANDS

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Comfortable   **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	87%	10%
Your physical health	82%	14%
Race	79%	13%
Your appearance	77%	18%
Religion	75%	15%
Your mental health	73%	21%
Cancer	73%	17%
Politics	72%	20%
Your financial situation	67%	28%
Sex and sexuality	66%	28%
Menopause	48%	15%
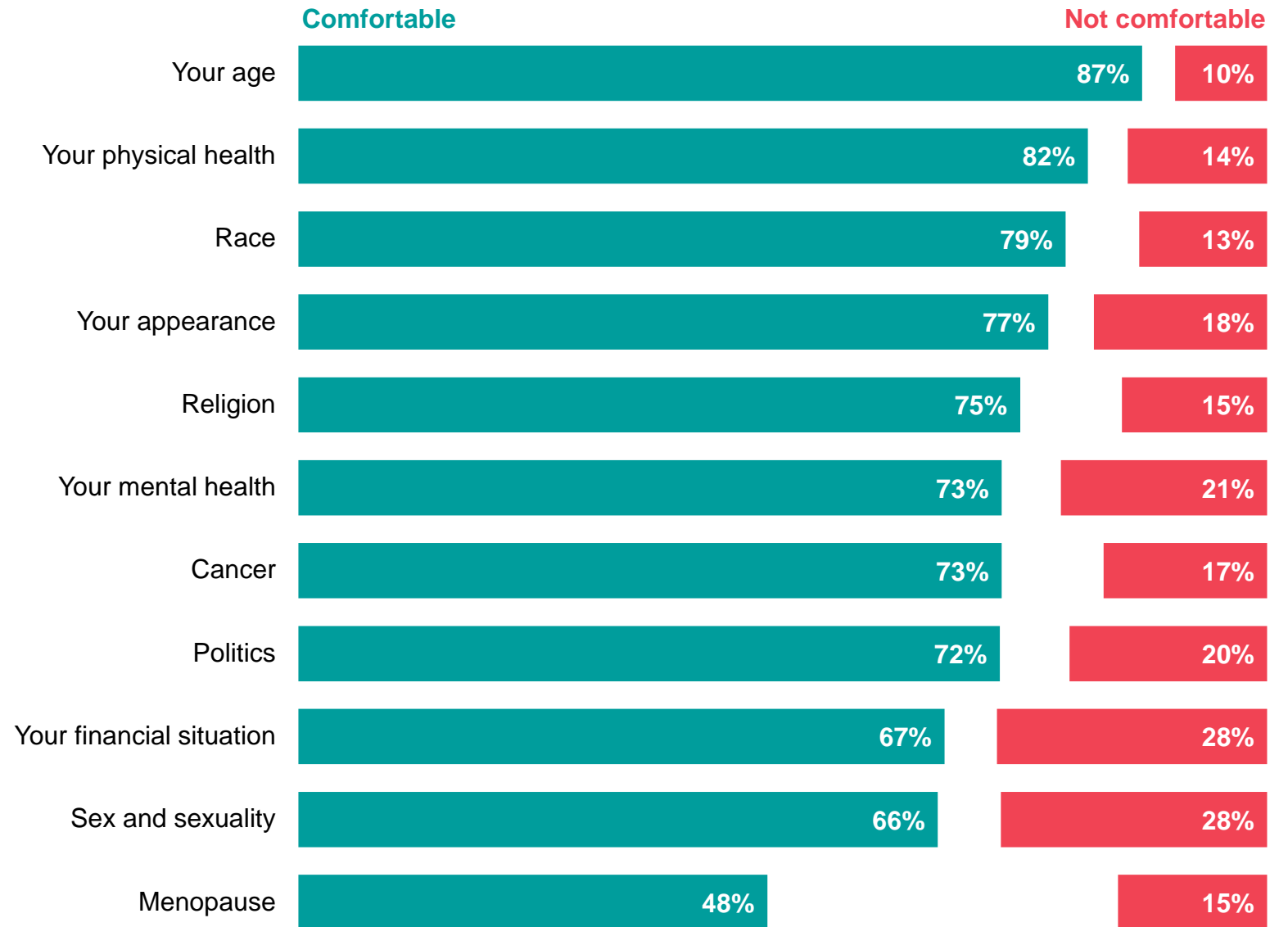
Base – 500 Dutch participants aged 16-74, interviewed online 22 July – 5 August 2022

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COMFORT IN TALKING TO FRIENDS
PERU

Q. How comfortable, if at all, do you feel talking to friends about the following topics?
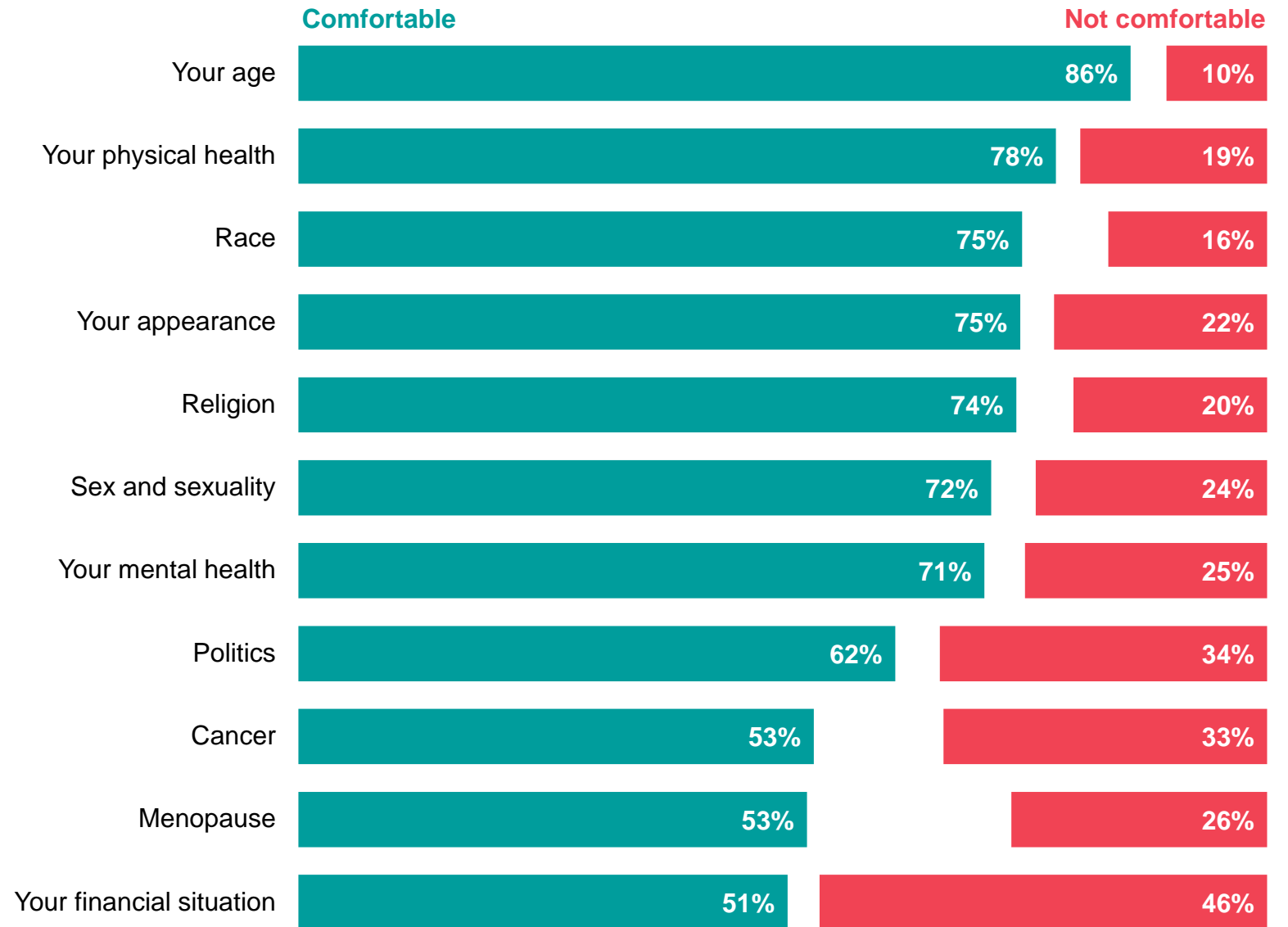
Comfortable   **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	86%	10%
Your physical health	78%	19%
Race	75%	16%
Your appearance	75%	22%
Religion	74%	20%
Sex and sexuality	72%	24%
Your mental health	71%	25%
Politics	62%	34%
Cancer	53%	33%
Menopause	53%	26%
Your financial situation	51%	46%

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COMFORT IN TALKING TO FRIENDS
POLAND

Q. How comfortable, if at all, do you feel talking to friends about the following topics?
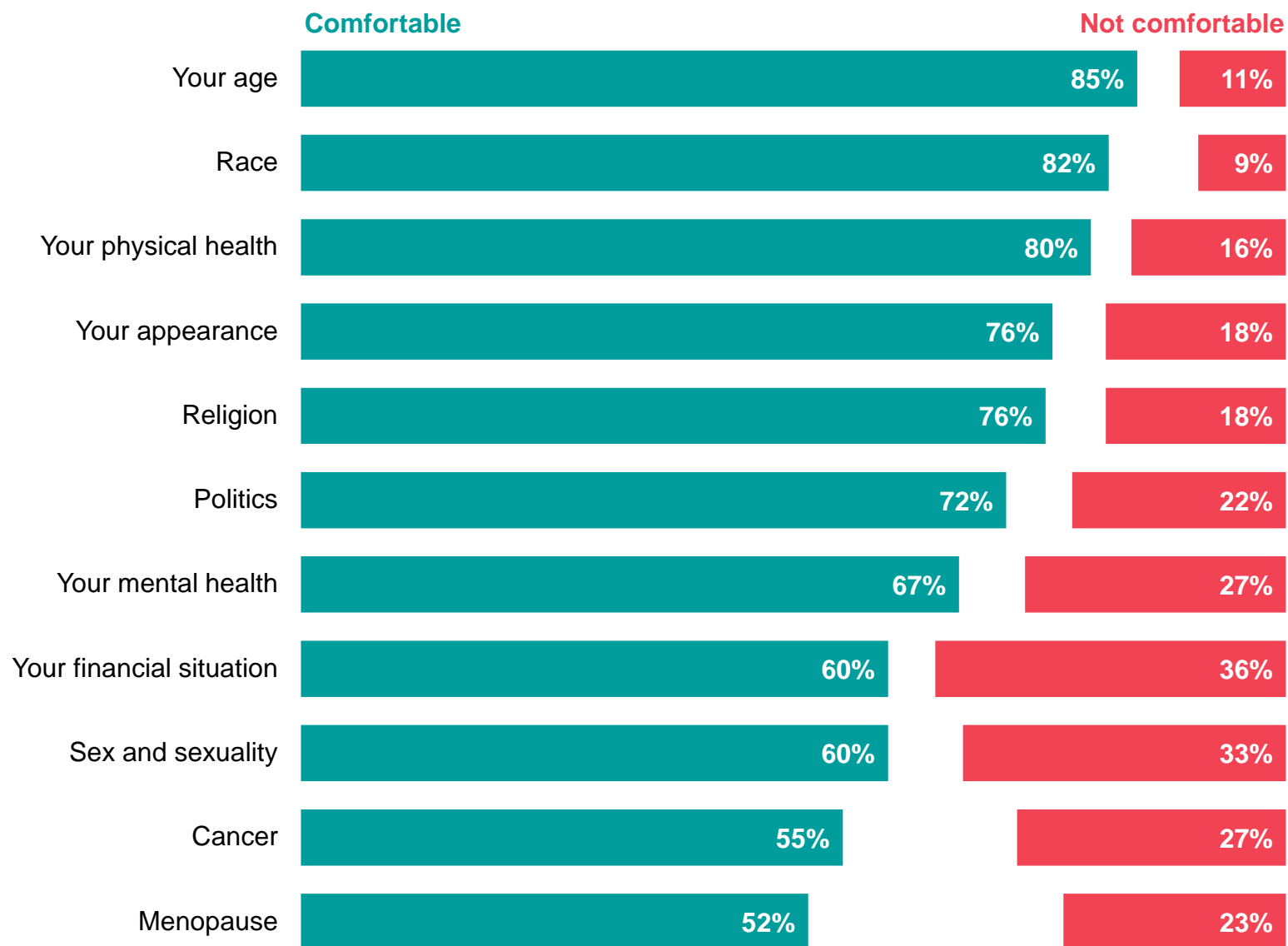
Comfortable   **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	85%	11%
Race	82%	9%
Your physical health	80%	16%
Your appearance	76%	18%
Religion	76%	18%
Politics	72%	22%
Your mental health	67%	27%
Your financial situation	60%	36%
Sex and sexuality	60%	33%
Cancer	55%	27%
Menopause	52%	23%

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COMFORT IN TALKING TO FRIENDS
ROMANIA

Q. How comfortable, if at all, do you feel talking to friends about the following topics?
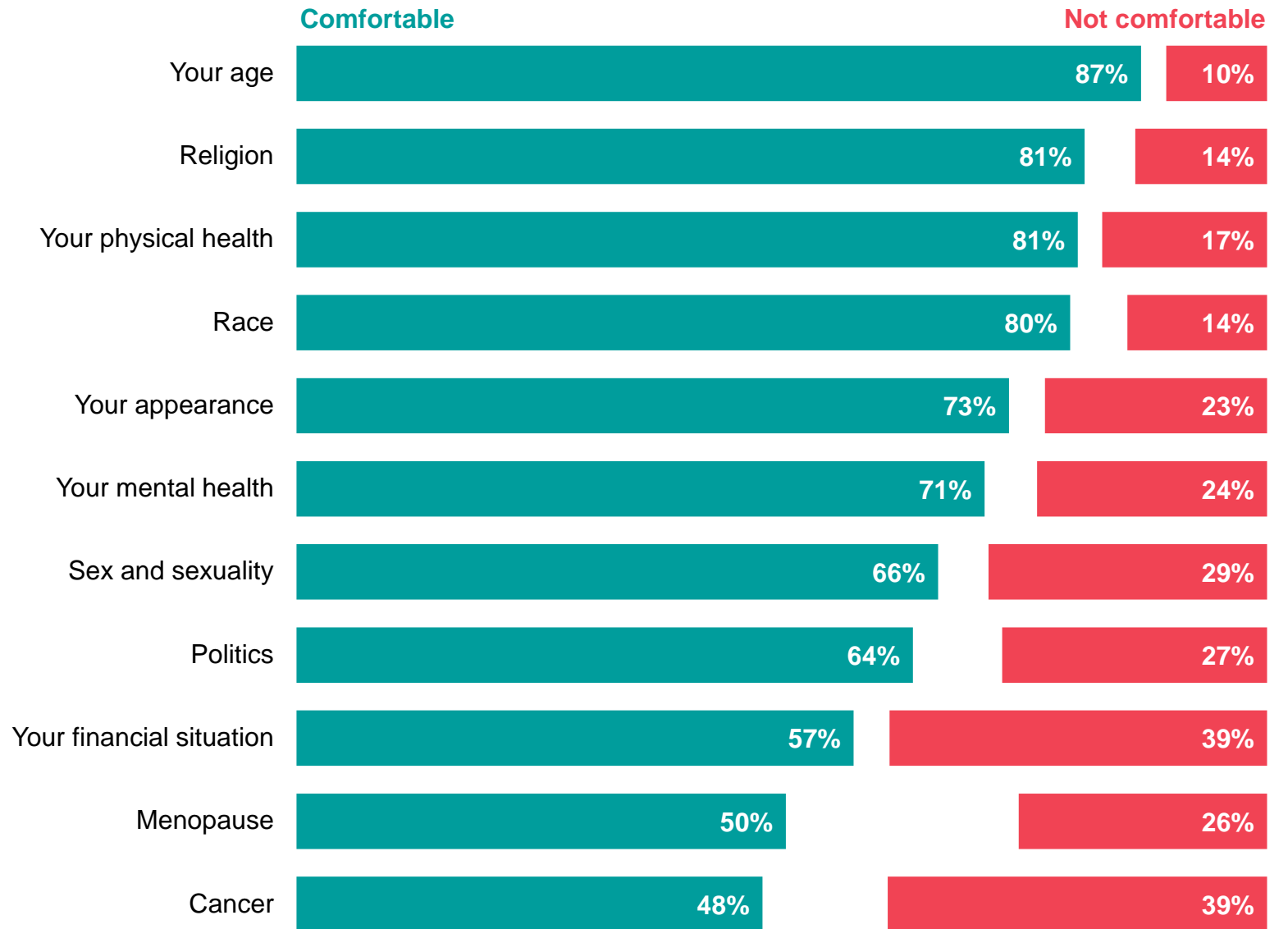
Comfortable   **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	87%	10%
Religion	81%	14%
Your physical health	81%	17%
Race	80%	14%
Your appearance	73%	23%
Your mental health	71%	24%
Sex and sexuality	66%	29%
Politics	64%	27%
Your financial situation	57%	39%
Menopause	50%	26%
Cancer	48%	39%

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COMFORT IN TALKING TO FRIENDS
SAUDI ARABIA

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

	Comfortable	Not comfortable
Religion	78%	15%
Your appearance	77%	17%
Your physical health	76%	16%
Your age	74%	17%
Your mental health	63%	23%
Your financial situation	62%	30%
Race	51%	25%
Menopause	45%	25%
Politics	44%	35%
Cancer	36%	37%
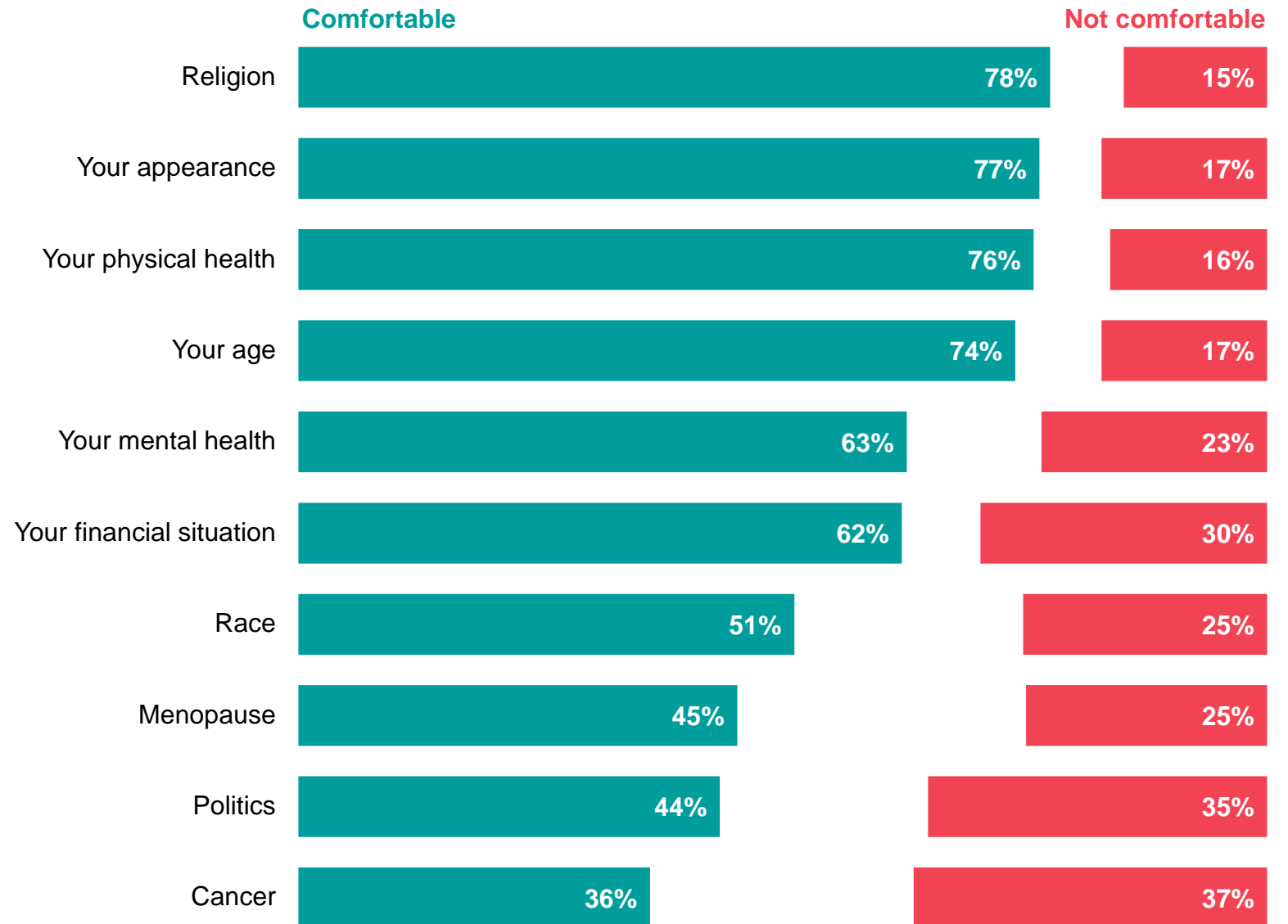
Base – 500 Saudi participants aged 16-74, interviewed online 22 July – 5 August 2022

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COMFORT IN TALKING TO FRIENDS
SWEDEN

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Comfortable   **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	92%	7%
Your physical health	84%	14%
Race	82%	14%
Religion	79%	16%
Cancer	79%	15%
Politics	75%	20%
Your appearance	75%	22%
Sex and sexuality	68%	29%
Your mental health	67%	29%
Your financial situation	65%	32%
Menopause	58%	14%
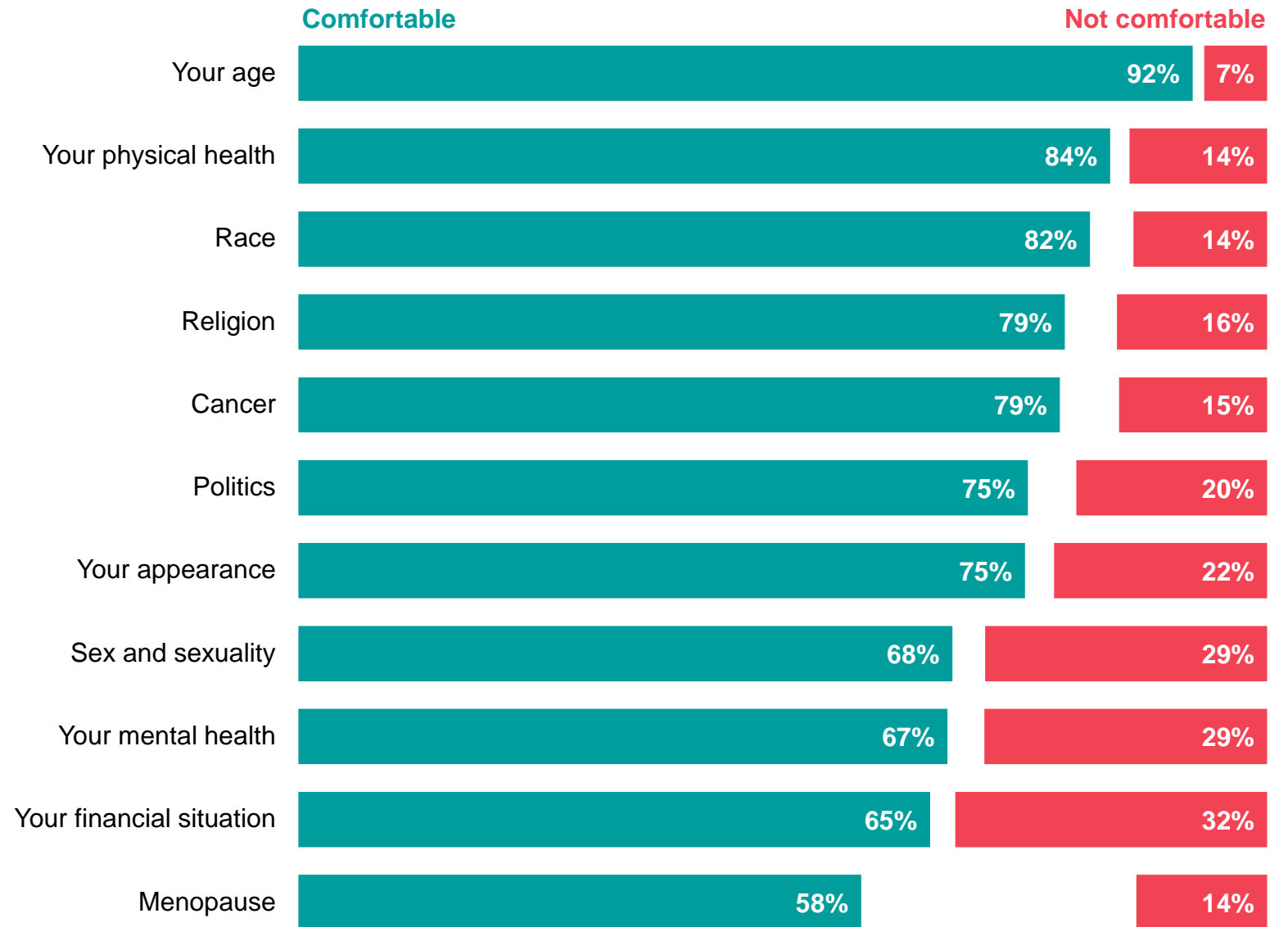
Base – 500 Swedish participants aged 16-74, interviewed online 22 July – 5 August 2022

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COMFORT IN TALKING TO FRIENDS
THAILAND

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Comfortable   **Not comfortable**

Topic	Comfortable	Not comfortable
Sex and sexuality	82%	10%
Race	81%	13%
Religion	81%	11%
Your age	78%	16%
Your appearance	75%	18%
Your physical health	73%	22%
Your mental health	72%	23%
Menopause	62%	17%
Your financial situation	54%	40%
Cancer	52%	29%
Politics	48%	41%
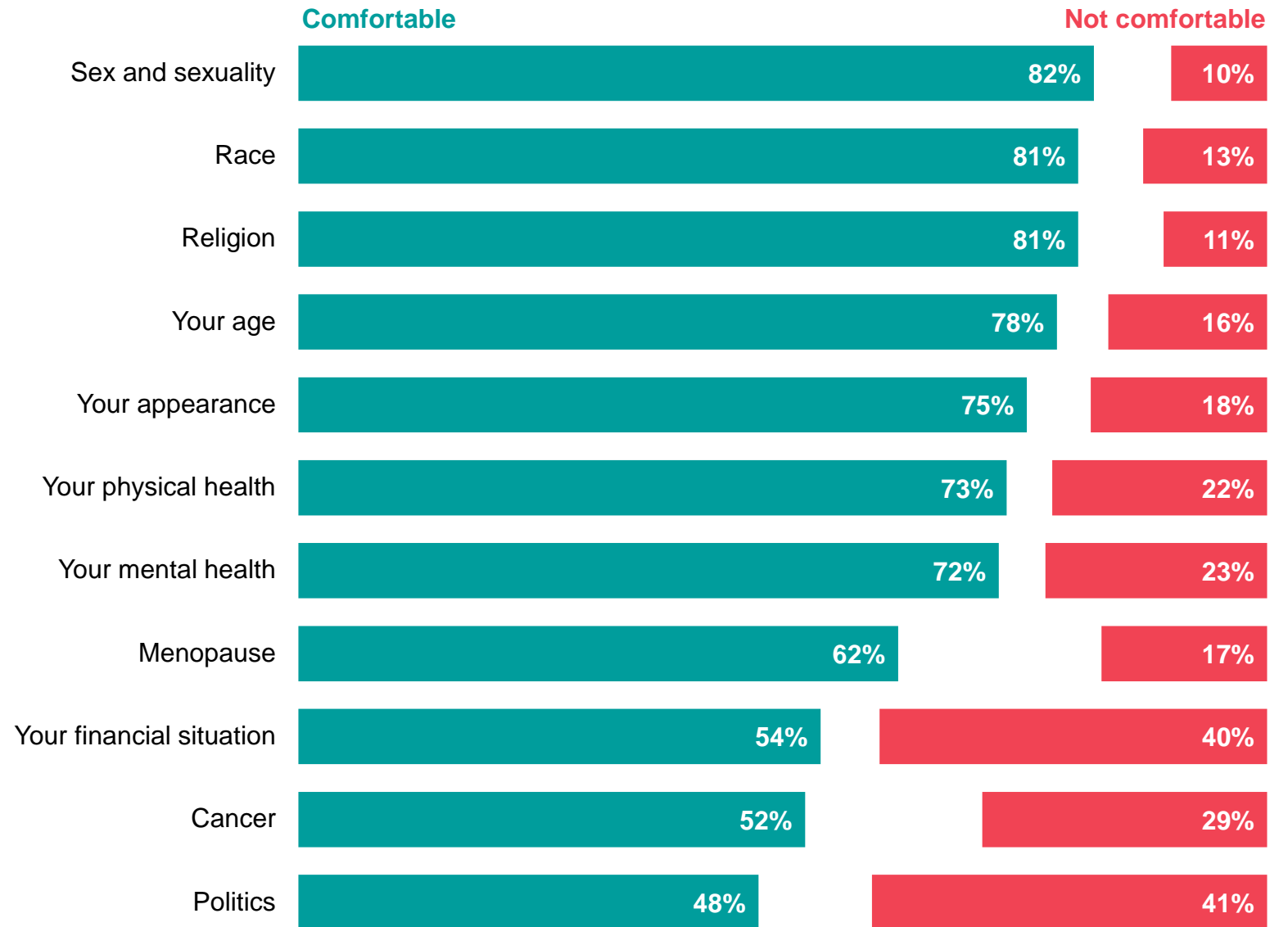
Base – 500 Thai participants aged 20-74, interviewed online 22 July – 5 August 2022

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COMFORT IN TALKING TO FRIENDS
TURKEY

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Comfortable   **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	83%	16%
Race	76%	21%
Religion	75%	21%
Your physical health	74%	24%
Your appearance	74%	24%
Your mental health	63%	34%
Politics	57%	38%
Sex and sexuality	55%	39%
Menopause	48%	29%
Cancer	46%	44%
Your financial situation	45%	52%

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COMFORT IN TALKING TO FRIENDS
US

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Comfortable   **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	91%	8%
Race / ethnicity	84%	13%
Your physical health	83%	17%
Your apperance	78%	18%
Religion	74%	22%
Your mental health	72%	26%
Cancer	72%	19%
Sex and sexuality	69%	28%
Politics	67%	28%
Your financial situation	59%	39%
Menopause	53%	23%

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COMFORT IN TALKING TO FRIENDS
SOUTH AFRICA

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Comfortable   **Not comfortable**

Topic	Comfortable	Not comfortable
Your age	89%	11%
Race	87%	10%
Religion	87%	11%
Your appearance	83%	16%
Your physical health	83%	16%
Sex and sexuality	75%	23%
Cancer	73%	18%
Politics	73%	21%
Your mental health	69%	29%
Menopause	63%	20%
Your financial situation	49%	50%
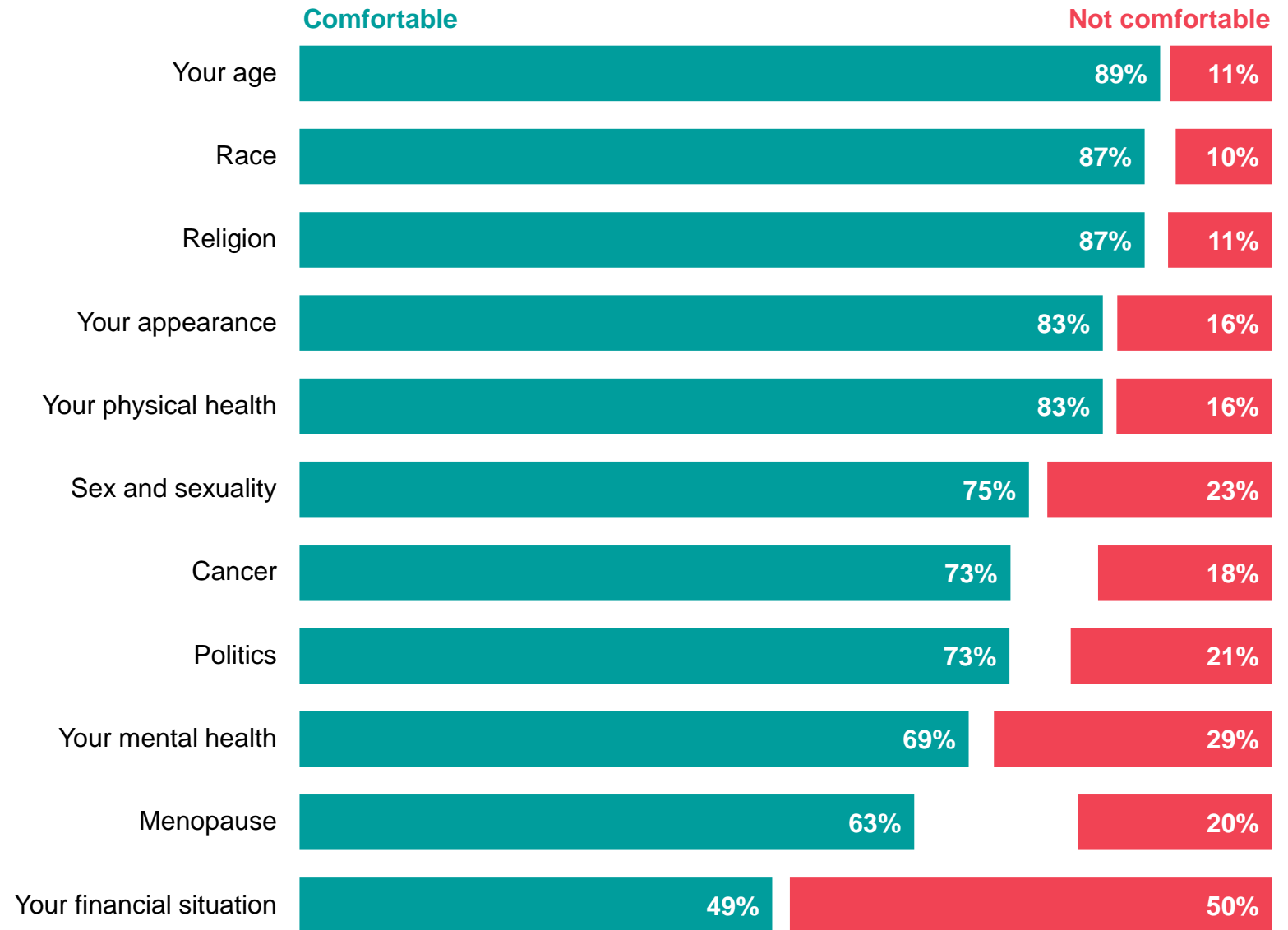
Base – 500 South African participants aged 18-74, interviewed online 22 July – 5 August 2022

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COMFORT IN TALKING TO FRIENDS ABOUT MENOPAUSE
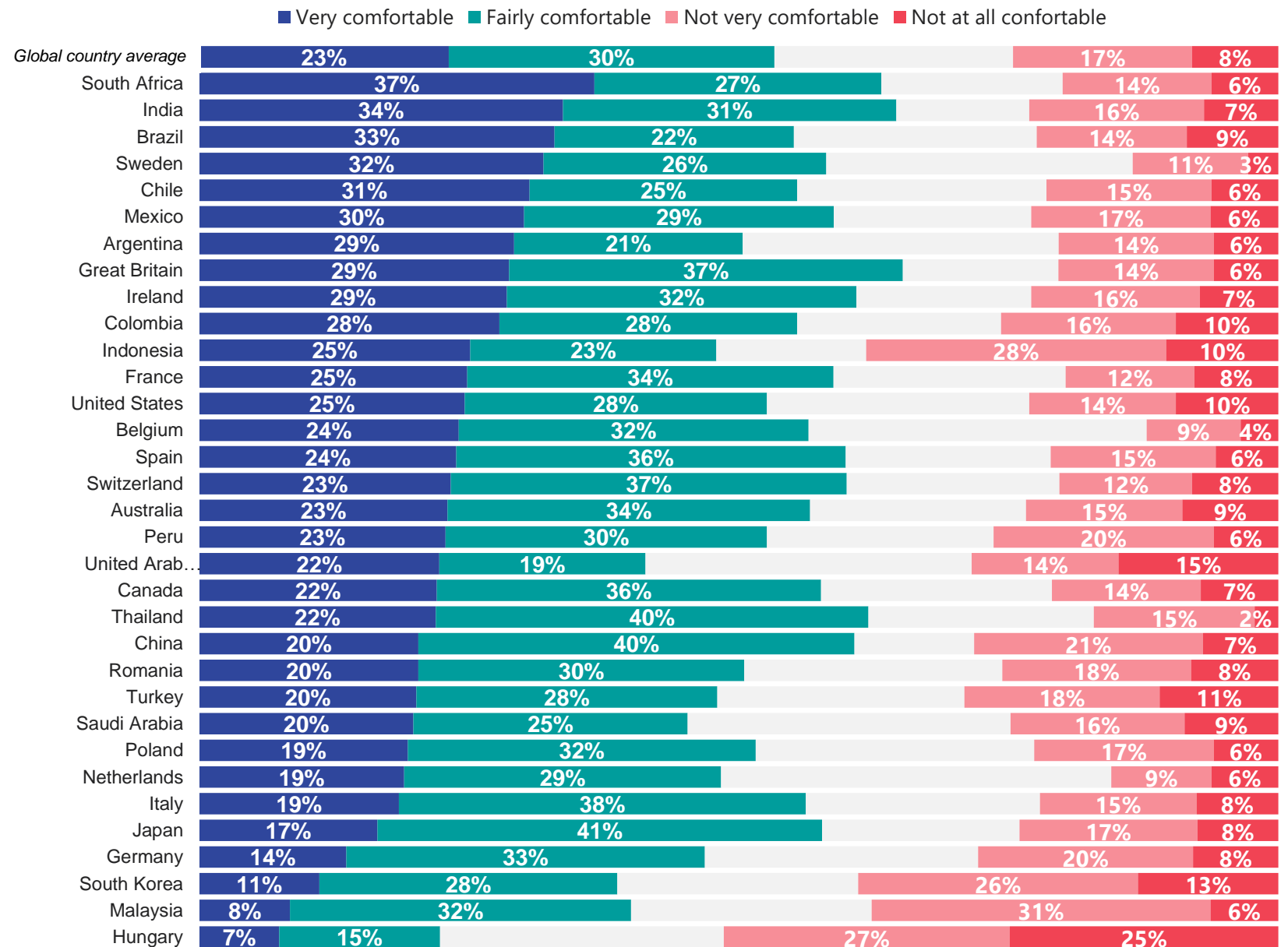
Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Menopause

Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022
The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population
This "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted

	Very comfortable	Fairly comfortable	Not very comfortable	Not at all comfortable
Global country average	23%	30%	17%	8%
South Africa	37%	27%	14%	6%
India	34%	31%	16%	7%
Brazil	33%	22%	14%	9%
Sweden	32%	26%	11%	3%
Chile	31%	25%	15%	6%
Mexico	30%	29%	17%	6%
Argentina	29%	21%	14%	6%
Great Britain	29%	37%	14%	6%
Ireland	29%	32%	16%	7%
Colombia	28%	28%	16%	10%
Indonesia	25%	23%	28%	10%
France	25%	34%	12%	8%
United States	25%	28%	14%	10%
Belgium	24%	32%	9%	4%
Spain	24%	36%	15%	6%
Switzerland	23%	37%	12%	8%
Australia	23%	34%	15%	9%
Peru	23%	30%	20%	6%
United Arab…	22%	19%	14%	15%
Canada	22%	36%	14%	7%
Thailand	22%	40%	15%	2%
China	20%	40%	21%	7%
Romania	20%	30%	18%	8%
Turkey	20%	28%	18%	11%
Saudi Arabia	20%	25%	16%	9%
Poland	19%	32%	17%	6%
Netherlands	19%	29%	9%	6%
Italy	19%	38%	15%	8%
Japan	17%	41%	17%	8%
Germany	14%	33%	20%	8%
South Korea	11%	28%	26%	13%
Malaysia	8%	32%	31%	6%
Hungary	7%	15%	27%	25%

COMFORT IN TALKING TO FRIENDS ABOUT YOUR AGE

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Your age
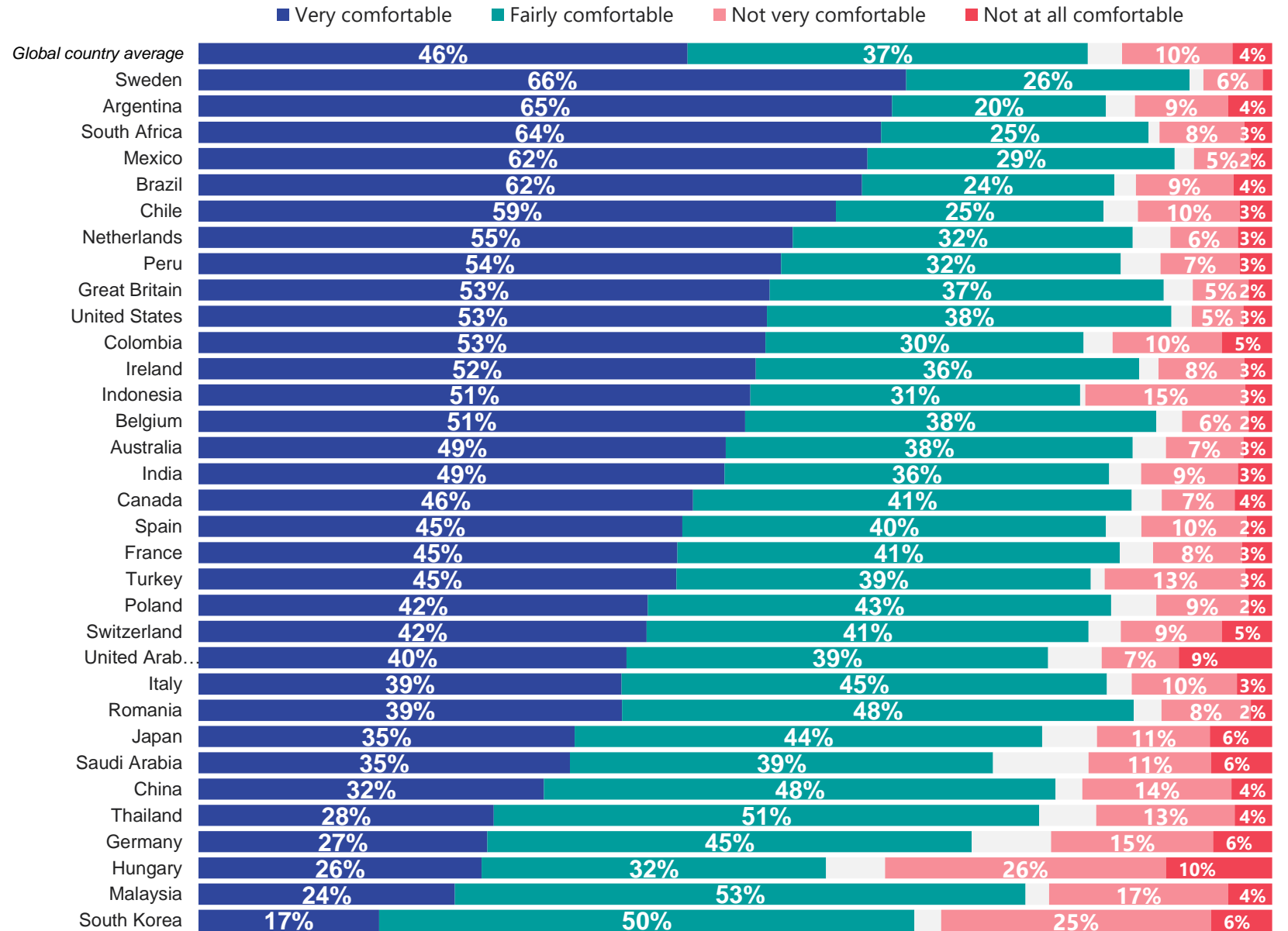
	Very comfortable	Fairly comfortable	Not very comfortable	Not at all comfortable
Global country average	46%	37%	10%	4%
Sweden	66%	26%		6%
Argentina	65%	20%	9%	4%
South Africa	64%	25%	8%	3%
Mexico	62%	29%	5%	2%
Brazil	62%	24%	9%	4%
Chile	59%	25%	10%	3%
Netherlands	55%	32%	6%	3%
Peru	54%	32%	7%	3%
Great Britain	53%	37%	5%	2%
United States	53%	38%	5%	3%
Colombia	53%	30%	10%	5%
Ireland	52%	36%	8%	3%
Indonesia	51%	31%	15%	3%
Belgium	51%	38%	6%	2%
Australia	49%	38%	7%	3%
India	49%	36%	9%	3%
Canada	46%	41%	7%	4%
Spain	45%	40%	10%	2%
France	45%	41%	8%	3%
Turkey	45%	39%	13%	3%
Poland	42%	43%	9%	2%
Switzerland	42%	41%	9%	5%
United Arab…	40%	39%	7%	9%
Italy	39%	45%	10%	3%
Romania	39%	48%	8%	2%
Japan	35%	44%	11%	6%
Saudi Arabia	35%	39%	11%	6%
China	32%	48%	14%	4%
Thailand	28%	51%	13%	4%
Germany	27%	45%	15%	6%
Hungary	26%	32%	26%	10%
Malaysia	24%	53%	17%	4%
South Korea	17%	50%	25%	6%

COMFORT IN TALKING TO FRIENDS ABOUT YOUR PHYSICAL HEALTH

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Your physical health

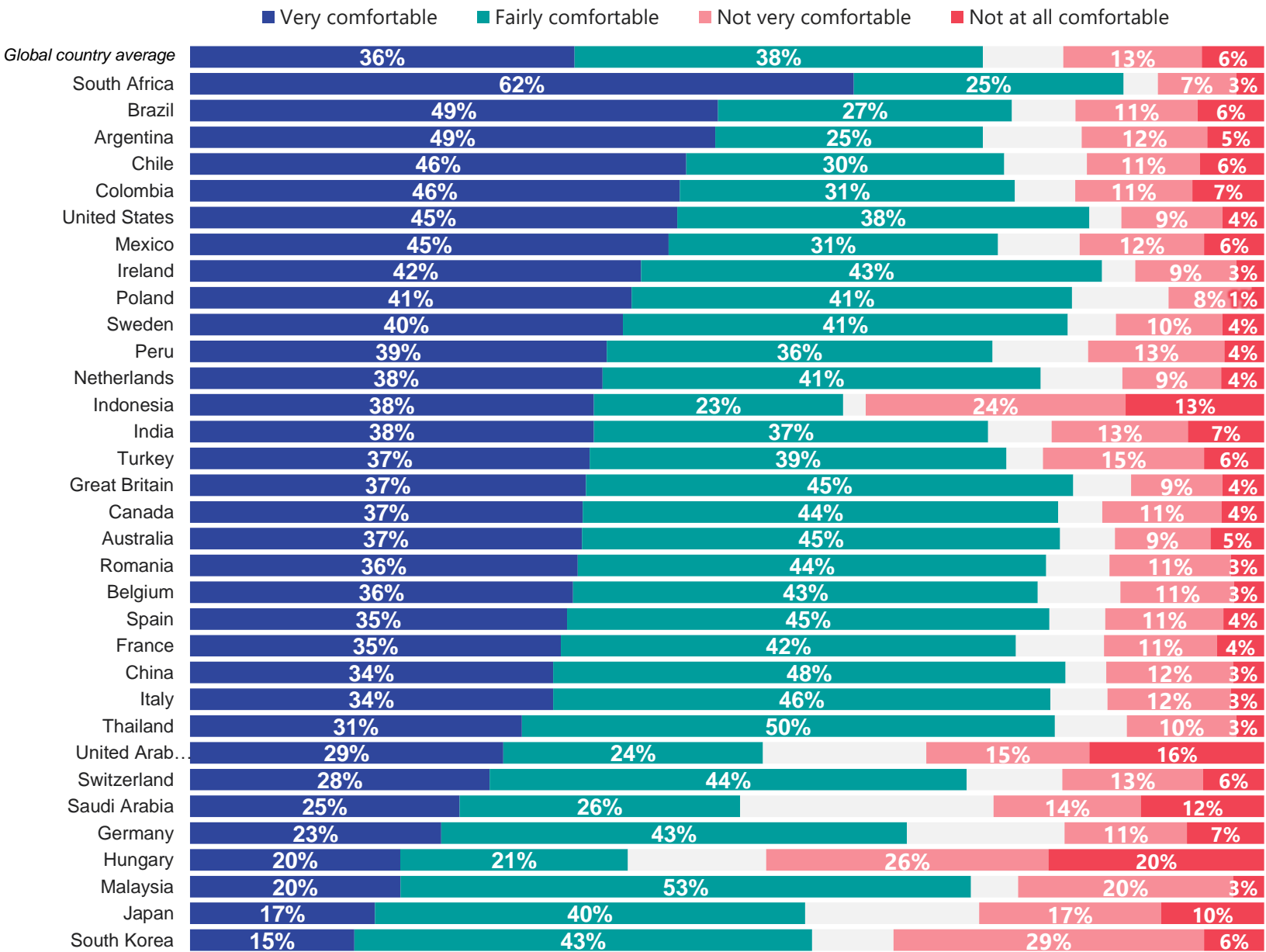|	Very comfortable	Fairly comfortable	Not very comfortable	Not at all comfortable
Global country average	33%	44%	15%	5%
South Africa	52%	31%	12%	4%
Indonesia	47%	31%	15%	4%
India	45%	38%	11%	4%
Argentina	45%	35%	12%	6%
Mexico	43%	39%	12%	3%
Peru	42%	36%	16%	4%
Sweden	42%	42%	12%	2%
Brazil	42%	37%	14%	5%
Chile	40%	34%	17%	5%
Colombia	40%	42%	12%	4%
Netherlands	37%	44%	11%	4%
United States	37%	46%	12%	5%
United Arab…	34%	39%	15%	6%
Ireland	33%	45%	15%	4%
Great Britain	33%	48%	11%	5%
Saudi Arabia	32%	44%	11%	5%
China	32%	49%	13%	3%
Belgium	32%	50%	11%	4%
Spain	32%	46%	15%	4%
Australia	31%	45%	15%	5%
Poland	31%	49%	12%	4%
Turkey	31%	43%	18%	6%
Canada	31%	49%	14%	3%
Romania	30%	51%	13%	4%
France	30%	47%	14%	5%
Switzerland	29%	47%	14%	6%
Thailand	26%	47%	19%	4%
Italy	25%	51%	16%	4%
Malaysia	18%	54%	21%	4%
Germany	18%	46%	21%	7%
Japan	17%	47%	19%	10%
Hungary	17%	32%	31%	14%
South Korea	15%	52%	25%	6%
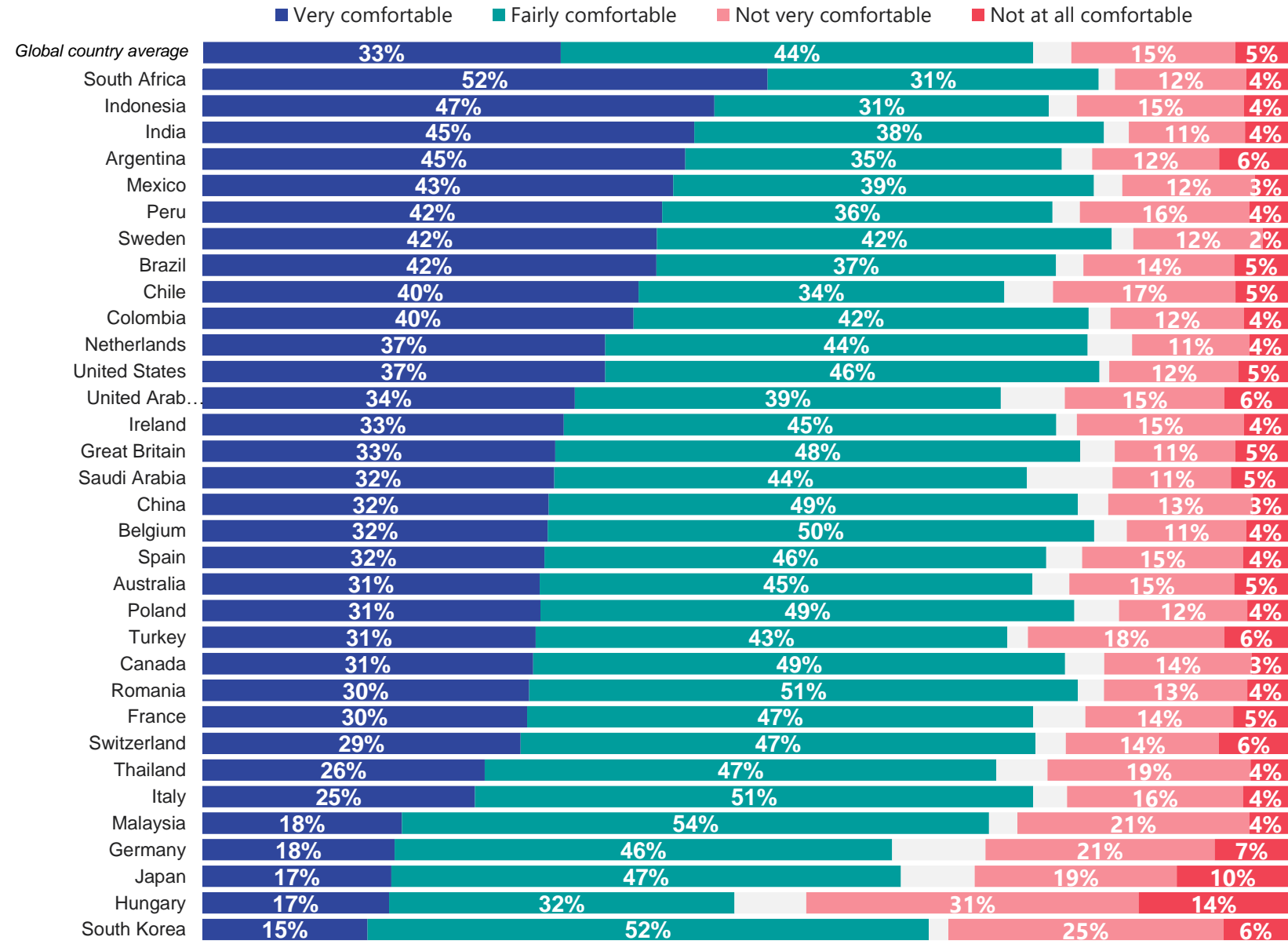
COMFORT IN TALKING TO FRIENDS ABOUT RACE / ETHNICITY

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Race / ethnicity

	Very comfortable	Fairly comfortable	Not very comfortable	Not at all comfortable
Global country average	36%	38%	13%	6%
South Africa	62%	25%	7%	3%
Brazil	49%	27%	11%	6%
Argentina	49%	25%	12%	5%
Chile	46%	30%	11%	6%
Colombia	46%	31%	11%	7%
United States	45%	38%	9%	4%
Mexico	45%	31%	12%	6%
Ireland	42%	43%	9%	3%
Poland	41%	41%	8%	1%
Sweden	40%	41%	10%	4%
Peru	39%	36%	13%	4%
Netherlands	38%	41%	9%	4%
Indonesia	38%	23%	24%	13%
India	38%	37%	13%	7%
Turkey	37%	39%	15%	6%
Great Britain	37%	45%	9%	4%
Canada	37%	44%	11%	4%
Australia	37%	45%	9%	5%
Romania	36%	44%	11%	3%
Belgium	36%	43%	11%	3%
Spain	35%	45%	11%	4%
France	35%	42%	11%	4%
China	34%	48%	12%	3%
Italy	34%	46%	12%	3%
Thailand	31%	50%	10%	3%
United Arab…	29%	24%	15%	16%
Switzerland	28%	44%	13%	6%
Saudi Arabia	25%	26%	14%	12%
Germany	23%	43%	11%	7%
Hungary	20%	21%	26%	20%
Malaysia	20%	53%	20%	3%
Japan	17%	40%	17%	10%
South Korea	15%	43%	29%	6%

COMFORT IN TALKING TO FRIENDS ABOUT YOUR APPEARANCE

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Your appearance

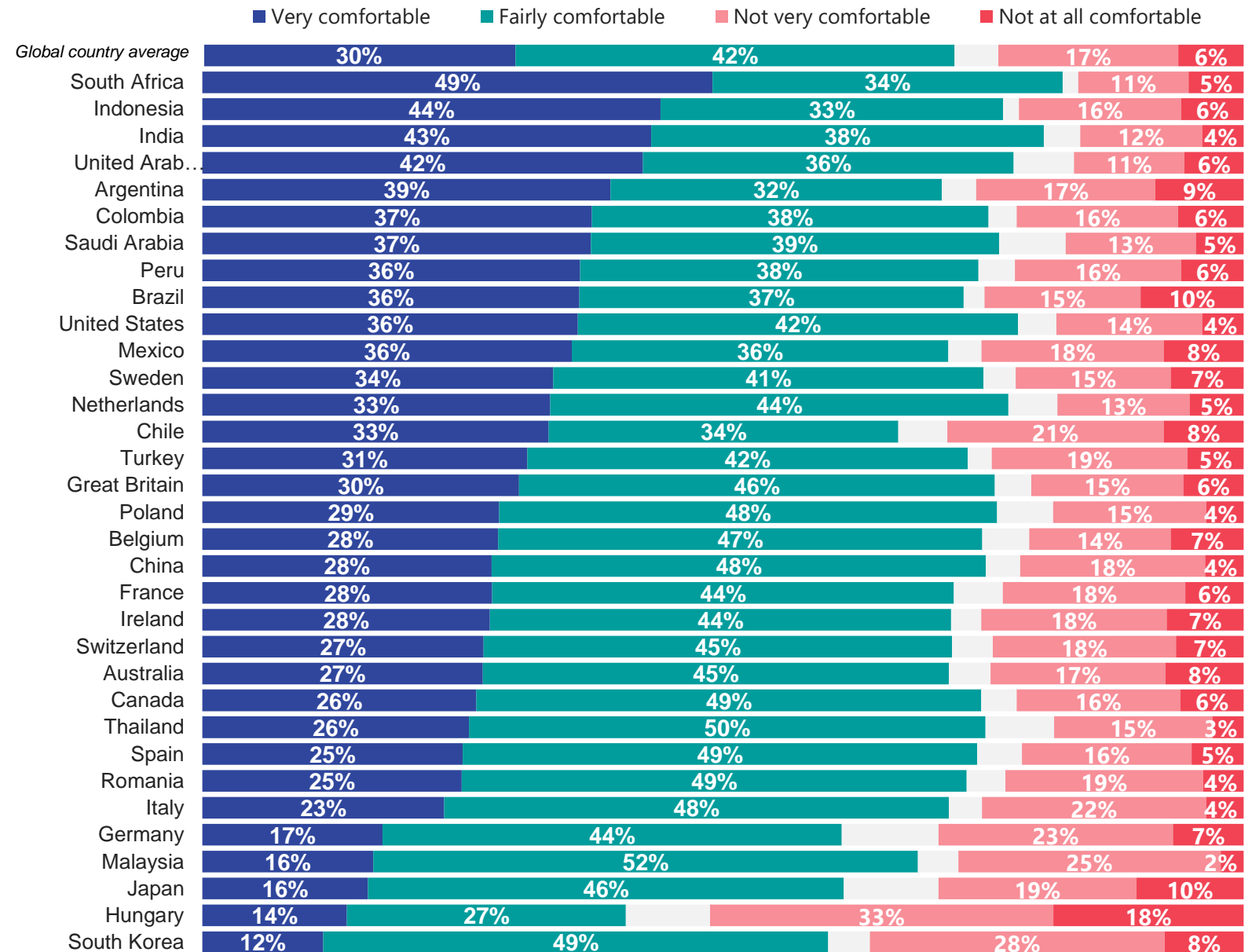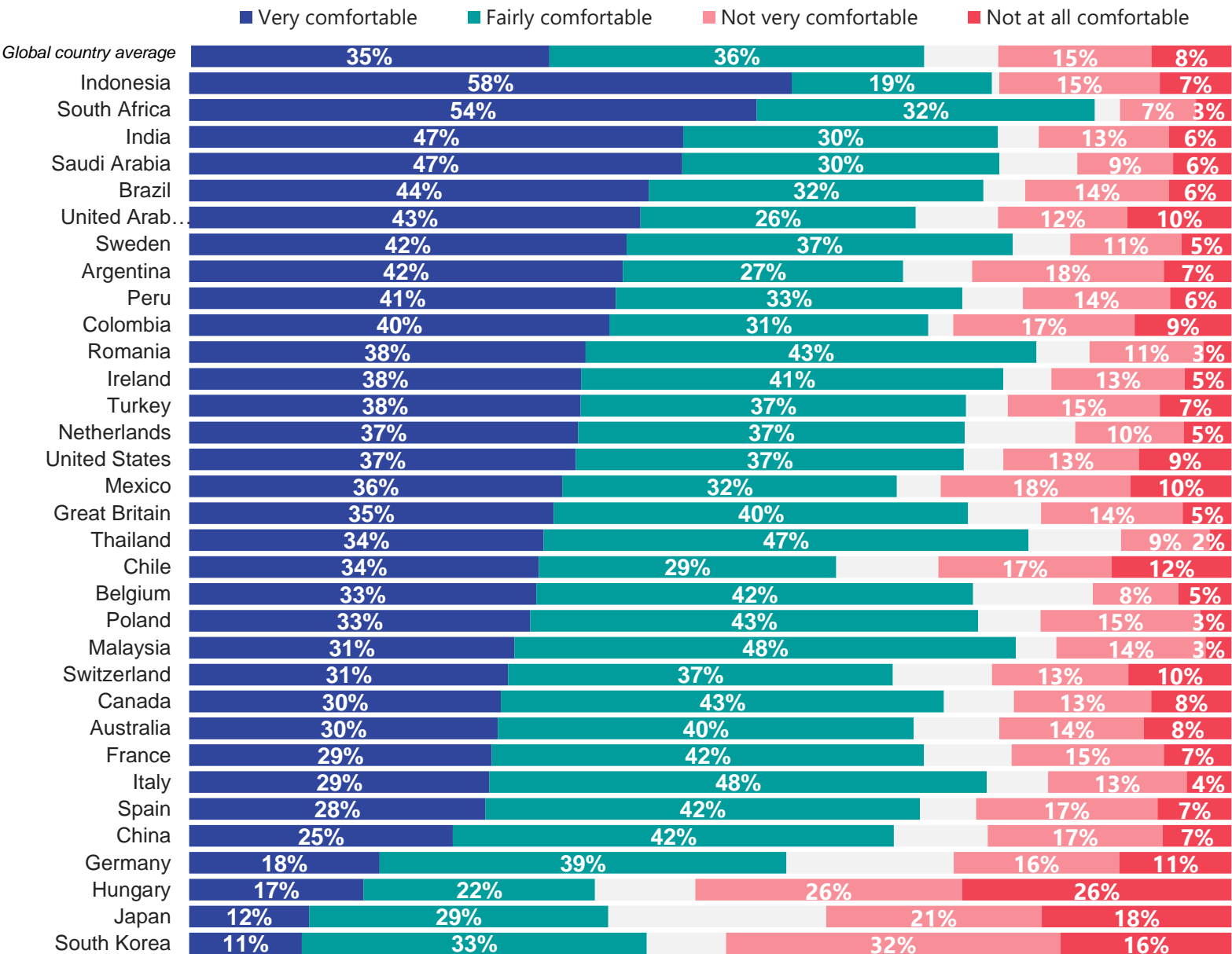|	Very comfortable	Fairly comfortable	Not very comfortable	Not at all comfortable
Global country average	30%	42%	17%	6%
South Africa	49%	34%	11%	5%
Indonesia	44%	33%	16%	6%
India	43%	38%	12%	4%
United Arab…	42%	36%	11%	6%
Argentina	39%	32%	17%	9%
Colombia	37%	38%	16%	6%
Saudi Arabia	37%	39%	13%	5%
Peru	36%	38%	16%	6%
Brazil	36%	37%	15%	10%
United States	36%	42%	14%	4%
Mexico	36%	36%	18%	8%
Sweden	34%	41%	15%	7%
Netherlands	33%	44%	13%	5%
Chile	33%	34%	21%	8%
Turkey	31%	42%	19%	5%
Great Britain	30%	46%	15%	6%
Poland	29%	48%	15%	4%
Belgium	28%	47%	14%	7%
China	28%	48%	18%	4%
France	28%	44%	18%	6%
Ireland	28%	44%	18%	7%
Switzerland	27%	45%	18%	7%
Australia	27%	45%	17%	8%
Canada	26%	49%	16%	6%
Thailand	26%	50%	15%	3%
Spain	25%	49%	16%	5%
Romania	25%	49%	19%	4%
Italy	23%	48%	22%	4%
Germany	17%	44%	23%	7%
Malaysia	16%	52%	25%	2%
Japan	16%	46%	19%	10%
Hungary	14%	27%	33%	18%
South Korea	12%	49%	28%	8%

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COMFORT IN TALKING TO FRIENDS ABOUT RELIGION

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Religion

Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022
The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population
This "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted

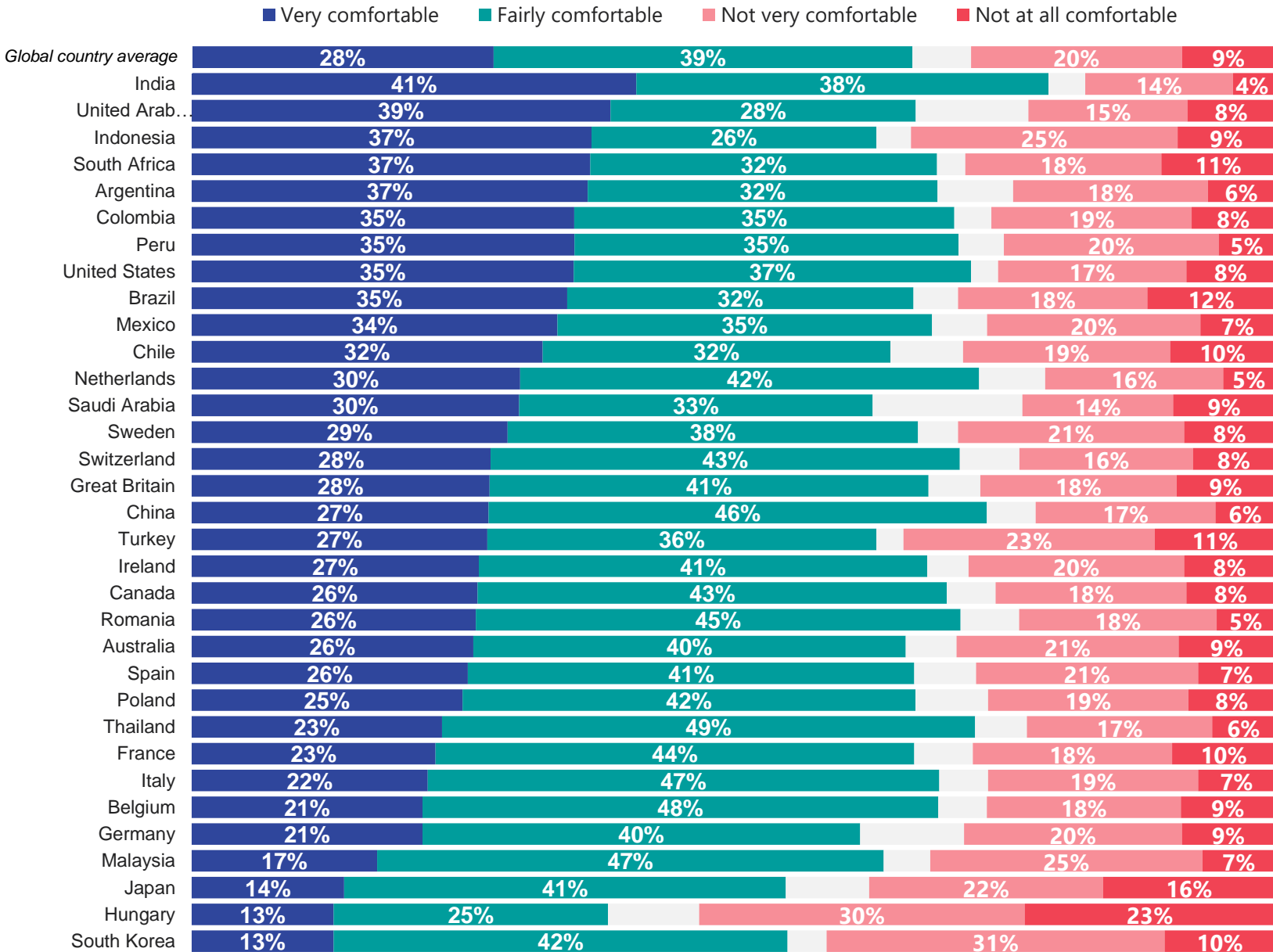|	Very comfortable	Fairly comfortable	Not very comfortable	Not at all comfortable
Global country average	35%	36%	15%	8%
Indonesia	58%	19%	15%	7%
South Africa	54%	32%	7%	3%
India	47%	30%	13%	6%
Saudi Arabia	47%	30%	9%	6%
Brazil	44%	32%	14%	6%
United Arab…	43%	26%	12%	10%
Sweden	42%	37%	11%	5%
Argentina	42%	27%	18%	7%
Peru	41%	33%	14%	6%
Colombia	40%	31%	17%	9%
Romania	38%	43%	11%	3%
Ireland	38%	41%	13%	5%
Turkey	38%	37%	15%	7%
Netherlands	37%	37%	10%	5%
United States	37%	37%	13%	9%
Mexico	36%	32%	18%	10%
Great Britain	35%	40%	14%	5%
Thailand	34%	47%	9%	2%
Chile	34%	29%	17%	12%
Belgium	33%	42%	8%	5%
Poland	33%	43%	15%	3%
Malaysia	31%	48%	14%	3%
Switzerland	31%	37%	13%	10%
Canada	30%	43%	13%	8%
Australia	30%	40%	14%	8%
France	29%	42%	15%	7%
Italy	29%	48%	13%	4%
Spain	28%	42%	17%	7%
China	25%	42%	17%	7%
Germany	18%	39%	16%	11%
Hungary	17%	22%	26%	26%
Japan	12%	29%	21%	18%
South Korea	11%	33%	32%	16%

COMFORT IN TALKING TO FRIENDS ABOUT YOUR MENTAL HEALTH

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Your mental health

Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022
The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population
This "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted
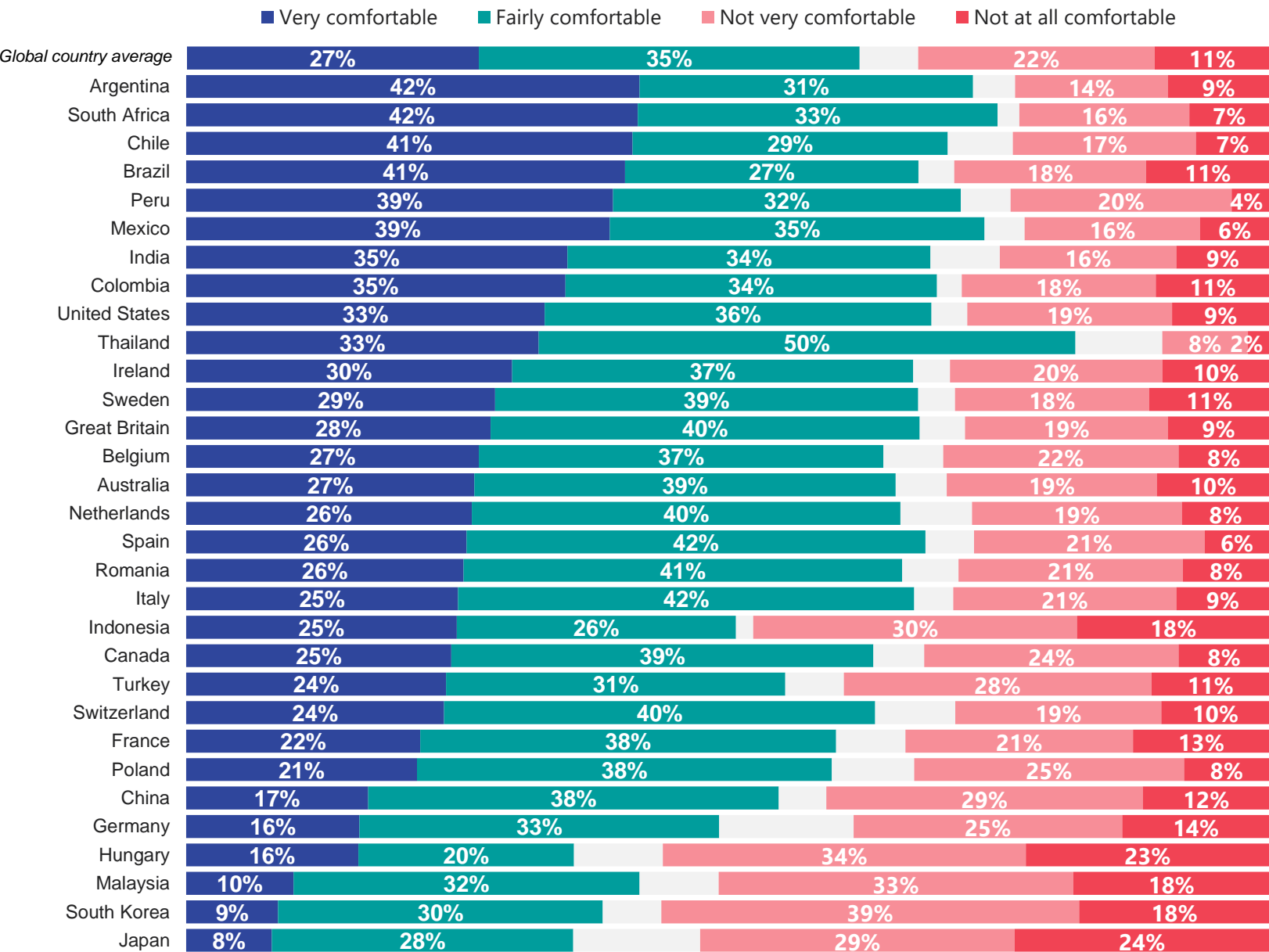
	Very comfortable	Fairly comfortable	Not very comfortable	Not at all comfortable
Global country average	28%	39%	20%	9%
India	41%	38%	14%	4%
United Arab…	39%	28%	15%	8%
Indonesia	37%	26%	25%	9%
South Africa	37%	32%	18%	11%
Argentina	37%	32%	18%	6%
Colombia	35%	35%	19%	8%
Peru	35%	35%	20%	5%
United States	35%	37%	17%	8%
Brazil	35%	32%	18%	12%
Mexico	34%	35%	20%	7%
Chile	32%	32%	19%	10%
Netherlands	30%	42%	16%	5%
Saudi Arabia	30%	33%	14%	9%
Sweden	29%	38%	21%	8%
Switzerland	28%	43%	16%	8%
Great Britain	28%	41%	18%	9%
China	27%	46%	17%	6%
Turkey	27%	36%	23%	11%
Ireland	27%	41%	20%	8%
Canada	26%	43%	18%	8%
Romania	26%	45%	18%	5%
Australia	26%	40%	21%	9%
Spain	26%	41%	21%	7%
Poland	25%	42%	19%	8%
Thailand	23%	49%	17%	6%
France	23%	44%	18%	10%
Italy	22%	47%	19%	7%
Belgium	21%	48%	18%	9%
Germany	21%	40%	20%	9%
Malaysia	17%	47%	25%	7%
Japan	14%	41%	22%	16%
Hungary	13%	25%	30%	23%
South Korea	13%	42%	31%	10%

COMFORT IN TALKING TO FRIENDS ABOUT SEX AND SEXUALITY

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Sex and sexuality

Base – 22,008 participants across 31 countries, interviewed online 22 July – 5 August 2022
The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population
This "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted
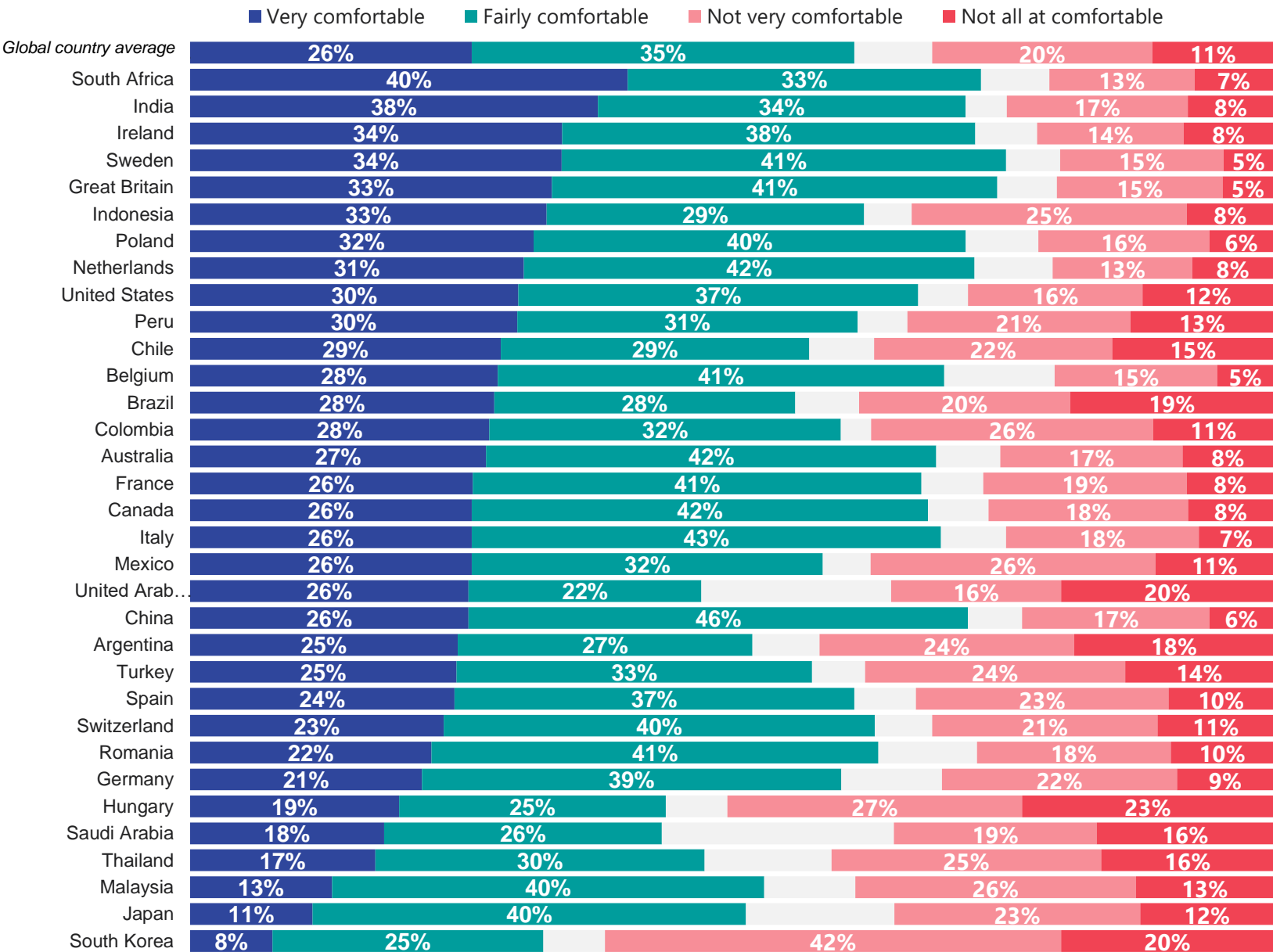
	Very comfortable	Fairly comfortable	Not very comfortable	Not at all comfortable
Global country average	27%	35%	22%	11%
Argentina	42%	31%	14%	9%
South Africa	42%	33%	16%	7%
Chile	41%	29%	17%	7%
Brazil	41%	27%	18%	11%
Peru	39%	32%	20%	4%
Mexico	39%	35%	16%	6%
India	35%	34%	16%	9%
Colombia	35%	34%	18%	11%
United States	33%	36%	19%	9%
Thailand	33%	50%	8%	2%
Ireland	30%	37%	20%	10%
Sweden	29%	39%	18%	11%
Great Britain	28%	40%	19%	9%
Belgium	27%	37%	22%	8%
Australia	27%	39%	19%	10%
Netherlands	26%	40%	19%	8%
Spain	26%	42%	21%	6%
Romania	26%	41%	21%	8%
Italy	25%	42%	21%	9%
Indonesia	25%	26%	30%	18%
Canada	25%	39%	24%	8%
Turkey	24%	31%	28%	11%
Switzerland	24%	40%	19%	10%
France	22%	38%	21%	13%
Poland	21%	38%	25%	8%
China	17%	38%	29%	12%
Germany	16%	33%	25%	14%
Hungary	16%	20%	34%	23%
Malaysia	10%	32%	33%	18%
South Korea	9%	30%	39%	18%
Japan	8%	28%	29%	24%

COMFORT IN TALKING TO FRIENDS ABOUT POLITICS

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Politics

	Very comfortable	Fairly comfortable	Not very comfortable	Not all at comfortable
Global country average	26%	35%	20%	11%
South Africa	40%	33%	13%	7%
India	38%	34%	17%	8%
Ireland	34%	38%	14%	8%
Sweden	34%	41%	15%	5%
Great Britain	33%	41%	15%	5%
Indonesia	33%	29%	25%	8%
Poland	32%	40%	16%	6%
Netherlands	31%	42%	13%	8%
United States	30%	37%	16%	12%
Peru	30%	31%	21%	13%
Chile	29%	29%	22%	15%
Belgium	28%	41%	15%	5%
Brazil	28%	28%	20%	19%
Colombia	28%	32%	26%	11%
Australia	27%	42%	17%	8%
France	26%	41%	19%	8%
Canada	26%	42%	18%	8%
Italy	26%	43%	18%	7%
Mexico	26%	32%	26%	11%
United Arab…	26%	22%	16%	20%
China	26%	46%	17%	6%
Argentina	25%	27%	24%	18%
Turkey	25%	33%	24%	14%
Spain	24%	37%	23%	10%
Switzerland	23%	40%	21%	11%
Romania	22%	41%	18%	10%
Germany	21%	39%	22%	9%
Hungary	19%	25%	27%	23%
Saudi Arabia	18%	26%	19%	16%
Thailand	17%	30%	25%	16%
Malaysia	13%	40%	26%	13%
Japan	11%	40%	23%	12%
South Korea	8%	25%	42%	20%

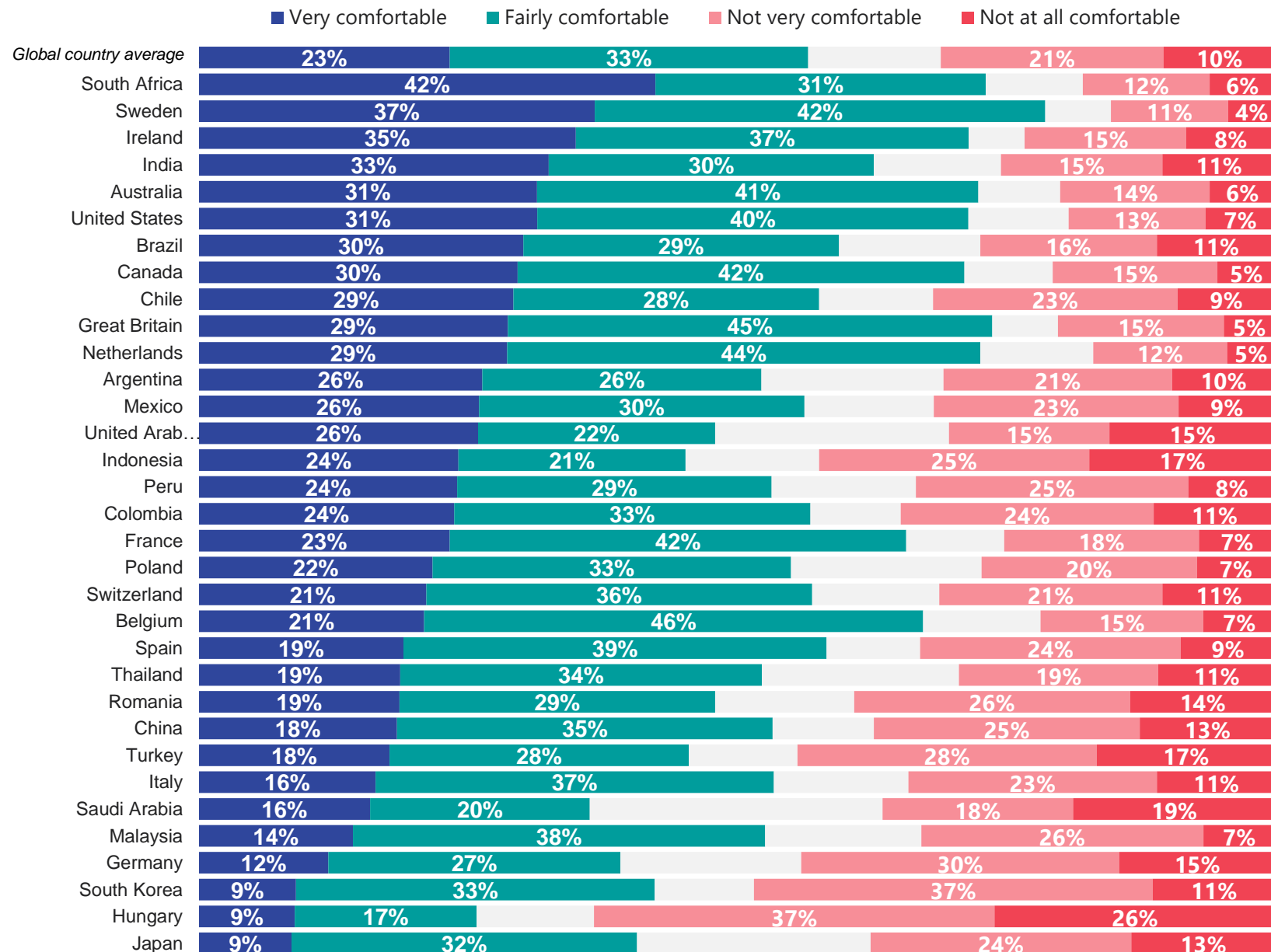# COMFORT IN TALKING TO FRIENDS ABOUT CANCER

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Cancer

Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022
The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population
This "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted

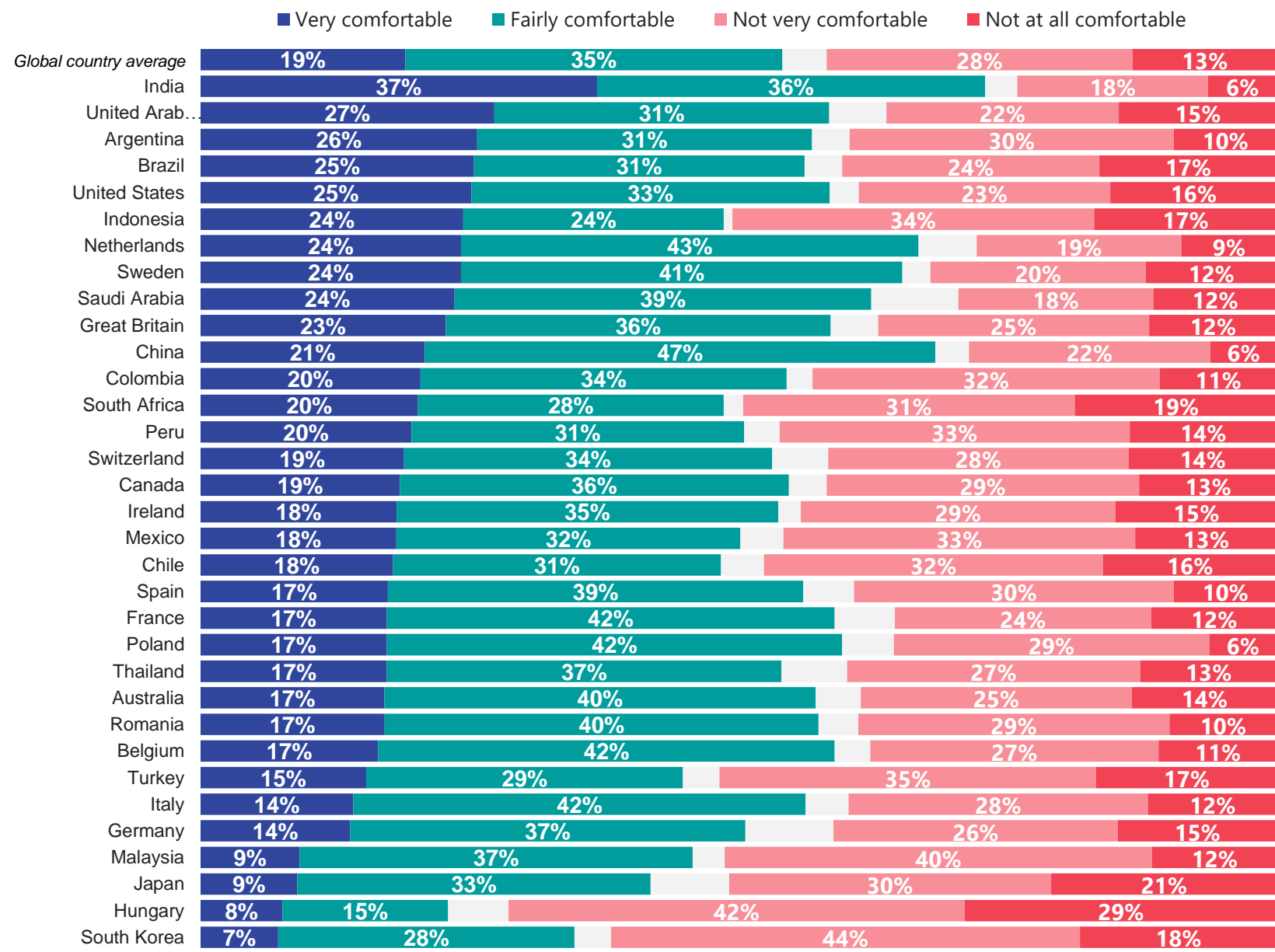|	Very comfortable	Fairly comfortable	Not very comfortable	Not at all comfortable
Global country average	23%	33%	21%	10%
South Africa	42%	31%	12%	6%
Sweden	37%	42%	11%	4%
Ireland	35%	37%	15%	8%
India	33%	30%	15%	11%
Australia	31%	41%	14%	6%
United States	31%	40%	13%	7%
Brazil	30%	29%	16%	11%
Canada	30%	42%	15%	5%
Chile	29%	28%	23%	9%
Great Britain	29%	45%	15%	5%
Netherlands	29%	44%	12%	5%
Argentina	26%	26%	21%	10%
Mexico	26%	30%	23%	9%
United Arab…	26%	22%	15%	15%
Indonesia	24%	21%	25%	17%
Peru	24%	29%	25%	8%
Colombia	24%	33%	24%	11%
France	23%	42%	18%	7%
Poland	22%	33%	20%	7%
Switzerland	21%	36%	21%	11%
Belgium	21%	46%	15%	7%
Spain	19%	39%	24%	9%
Thailand	19%	34%	19%	11%
Romania	19%	29%	26%	14%
China	18%	35%	25%	13%
Turkey	18%	28%	28%	17%
Italy	16%	37%	23%	11%
Saudi Arabia	16%	20%	18%	19%
Malaysia	14%	38%	26%	7%
Germany	12%	27%	30%	15%
South Korea	9%	33%	37%	11%
Hungary	9%	17%	37%	26%
Japan	9%	32%	24%	13%

COMFORT IN TALKING TO FRIENDS ABOUT YOUR FINANCIAL SITUATION

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Your financial situation

	Very comfortable	Fairly comfortable	Not very comfortable	Not at all comfortable
Global country average	19%	35%	28%	13%
India	37%	36%	18%	6%
United Arab…	27%	31%	22%	15%
Argentina	26%	31%	30%	10%
Brazil	25%	31%	24%	17%
United States	25%	33%	23%	16%
Indonesia	24%	24%	34%	17%
Netherlands	24%	43%	19%	9%
Sweden	24%	41%	20%	12%
Saudi Arabia	24%	39%	18%	12%
Great Britain	23%	36%	25%	12%
China	21%	47%	22%	6%
Colombia	20%	34%	32%	11%
South Africa	20%	28%	31%	19%
Peru	20%	31%	33%	14%
Switzerland	19%	34%	28%	14%
Canada	19%	36%	29%	13%
Ireland	18%	35%	29%	15%
Mexico	18%	32%	33%	13%
Chile	18%	31%	32%	16%
Spain	17%	39%	30%	10%
France	17%	42%	24%	12%
Poland	17%	42%	29%	6%
Thailand	17%	37%	27%	13%
Australia	17%	40%	25%	14%
Romania	17%	40%	29%	10%
Belgium	17%	42%	27%	11%
Turkey	15%	29%	35%	17%
Italy	14%	42%	28%	12%
Germany	14%	37%	26%	15%
Malaysia	9%	37%	40%	12%
Japan	9%	33%	30%	21%
Hungary	8%	15%	42%	29%
South Korea	7%	28%	44%	18%

PERCEIVED VALUE OF UNDER AND OVER 50s TO DIFFERENT GROUPS

2

PERCEIVED VALUE OF UNDER AND OVER 50S TO DIFFERENT GROUPS
GLOBAL COUNTRY AVERAGE

Q. Please think about how different groups in … value <u>people under the age of 50</u> and <u>people over the age of 50</u>. Which of the following statements, if any, is closest to how you think each of the following views people aged under 50 and people over 50?
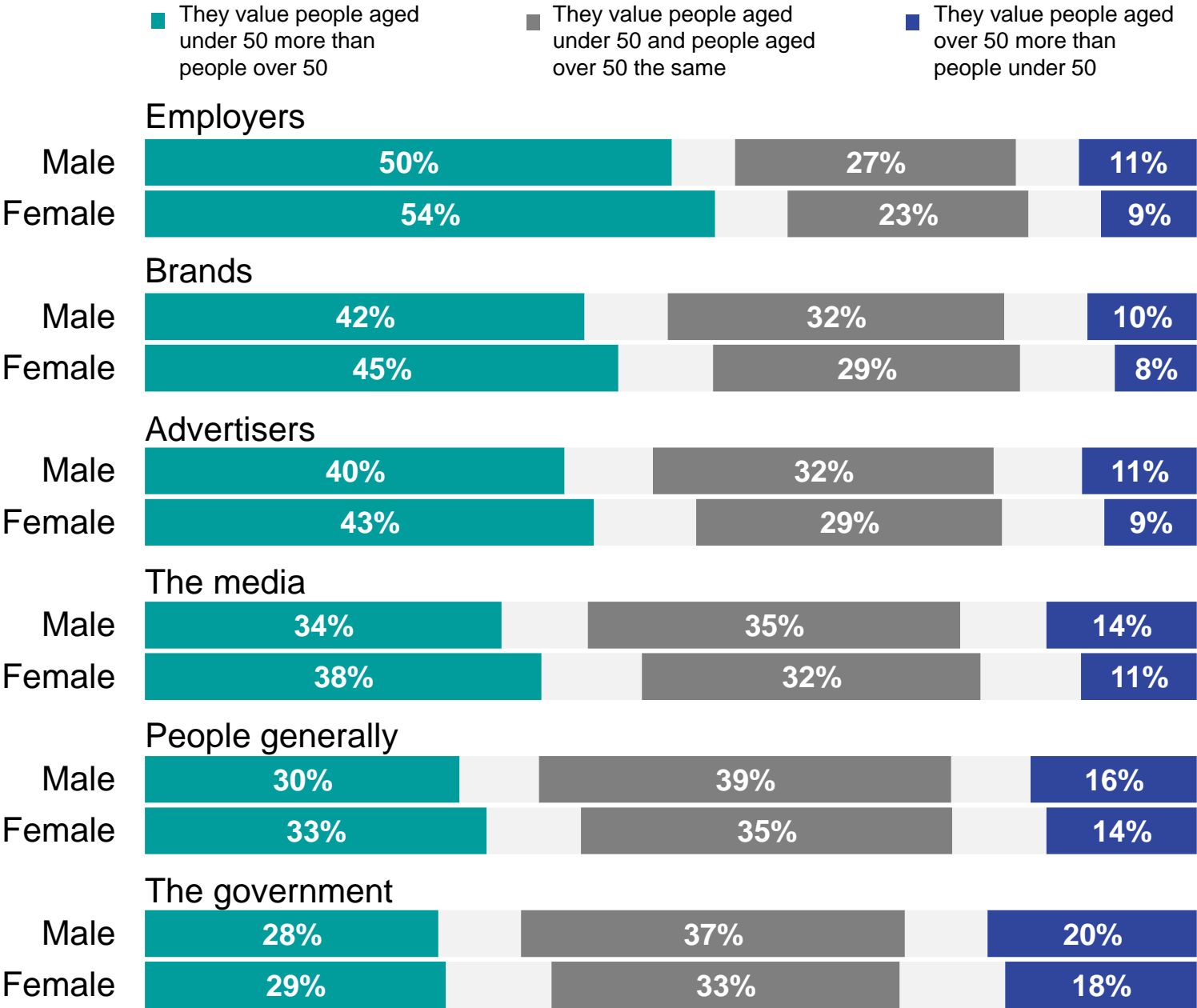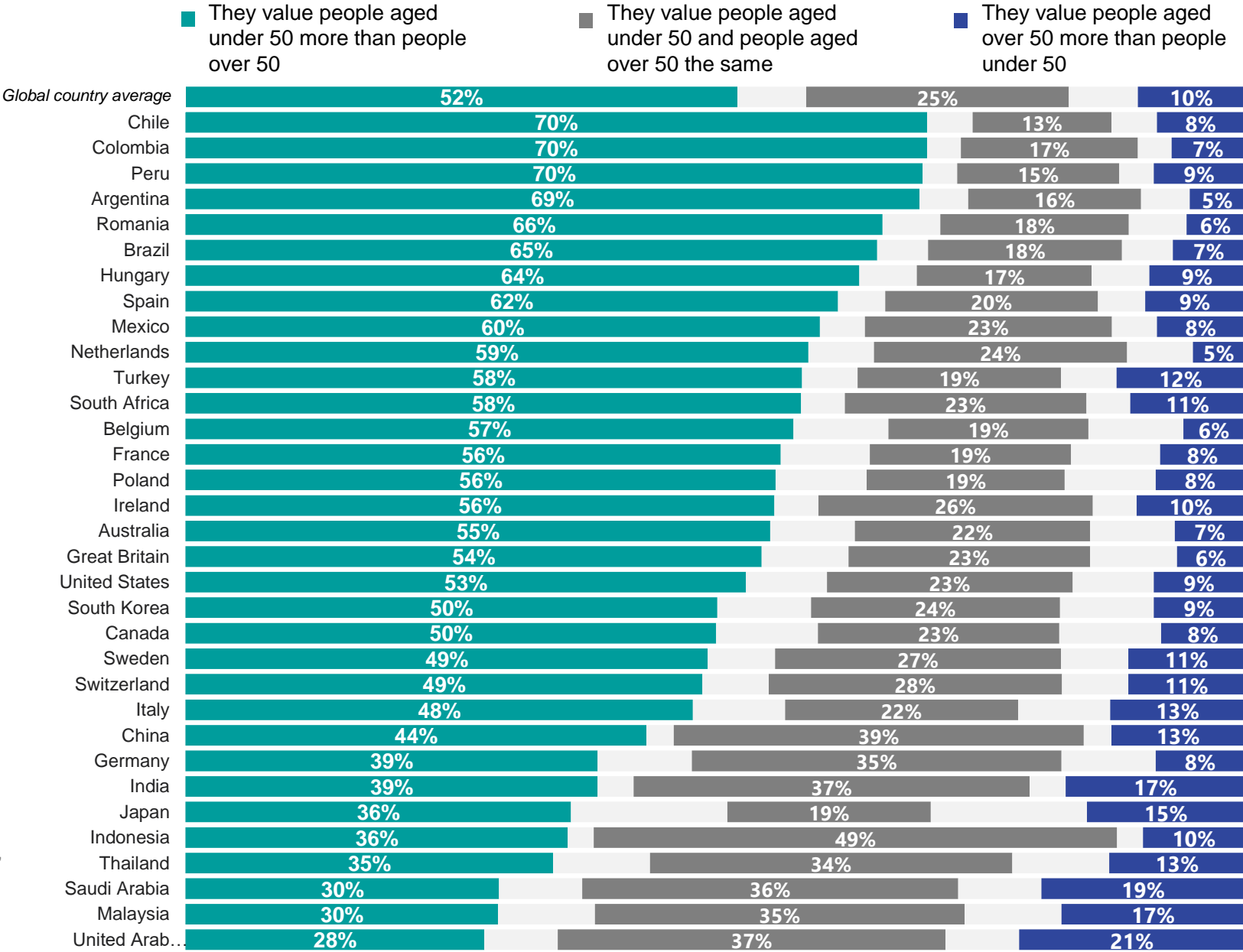
	They value people aged under 50 more than people over 50	They value people aged under 50 and people aged over 50 the same	They value people aged over 50 more than people under 50
Employers	52%	25%	10%
Brands	43%	31%	9%
Advertisers	41%	31%	10%
The media	36%	34%	13%
People generally	31%	37%	15%
The government	28%	35%	19%

PERCEIVED VALUE OF UNDER AND OVER 50S TO DIFFERENT GROUPS
BY GENDER

Q. Please think about how different groups in … value <u>people under the age of 50</u> and <u>people over the age of 50</u>. Which of the following statements, if any, is closest to how you think each of the following views people aged under 50 and people over 50?

Legend:
- They value people aged under 50 more than people over 50
- They value people aged under 50 and people aged over 50 the same
- They value people aged over 50 more than people under 50

Employers

	Under 50 more	Same	Over 50 more
Male	50%	27%	11%
Female	54%	23%	9%

Brands

	Under 50 more	Same	Over 50 more
Male	42%	32%	10%
Female	45%	29%	8%

Advertisers

	Under 50 more	Same	Over 50 more
Male	40%	32%	11%
Female	43%	29%	9%

The media

	Under 50 more	Same	Over 50 more
Male	34%	35%	14%
Female	38%	32%	11%

People generally

	Under 50 more	Same	Over 50 more
Male	30%	39%	16%
Female	33%	35%	14%

The government

	Under 50 more	Same	Over 50 more
Male	28%	37%	20%
Female	29%	33%	18%

VALUE OF UNDER AND OVER 50s TO EMPLOYERS

Q. Please think about how different groups in … value people under the age of 50 and people over the age of 50. Which of the following statements, if any, is closest to how you think each of the following views people aged under 50 and people over 50? - Employers

	They value people aged under 50 more than people over 50	They value people aged under 50 and people aged over 50 the same	They value people aged over 50 more than people under 50
Global country average	52%	25%	10%
Chile	70%	13%	8%
Colombia	70%	17%	7%
Peru	70%	15%	9%
Argentina	69%	16%	5%
Romania	66%	18%	6%
Brazil	65%	18%	7%
Hungary	64%	17%	9%
Spain	62%	20%	9%
Mexico	60%	23%	8%
Netherlands	59%	24%	5%
Turkey	58%	19%	12%
South Africa	58%	23%	11%
Belgium	57%	19%	6%
France	56%	19%	8%
Poland	56%	19%	8%
Ireland	56%	26%	10%
Australia	55%	22%	7%
Great Britain	54%	23%	6%
United States	53%	23%	9%
South Korea	50%	24%	9%
Canada	50%	23%	8%
Sweden	49%	27%	11%
Switzerland	49%	28%	11%
Italy	48%	22%	13%
China	44%	39%	13%
Germany	39%	35%	8%
India	39%	37%	17%
Japan	36%	19%	15%
Indonesia	36%	49%	10%
Thailand	35%	34%	13%
Saudi Arabia	30%	36%	19%
Malaysia	30%	35%	17%
United Arab…	28%	37%	21%

VALUE OF UNDER AND OVER 50s TO BRANDS

Q. Please think about how different groups in … value people under the age of 50 and people over the age of 50. Which of the following statements, if any, is closest to how you think each of the following views people aged under 50 and people over 50? - Brands
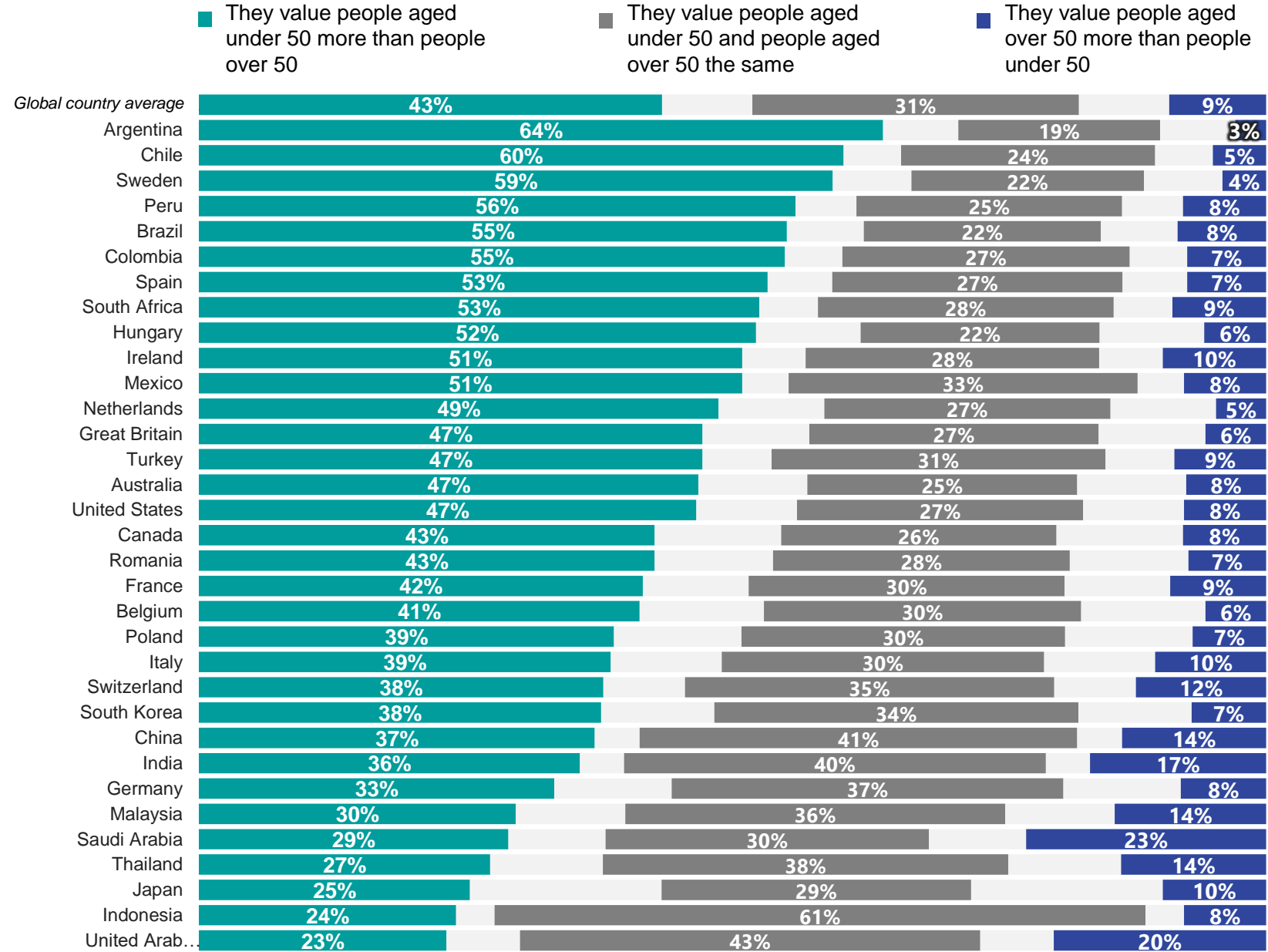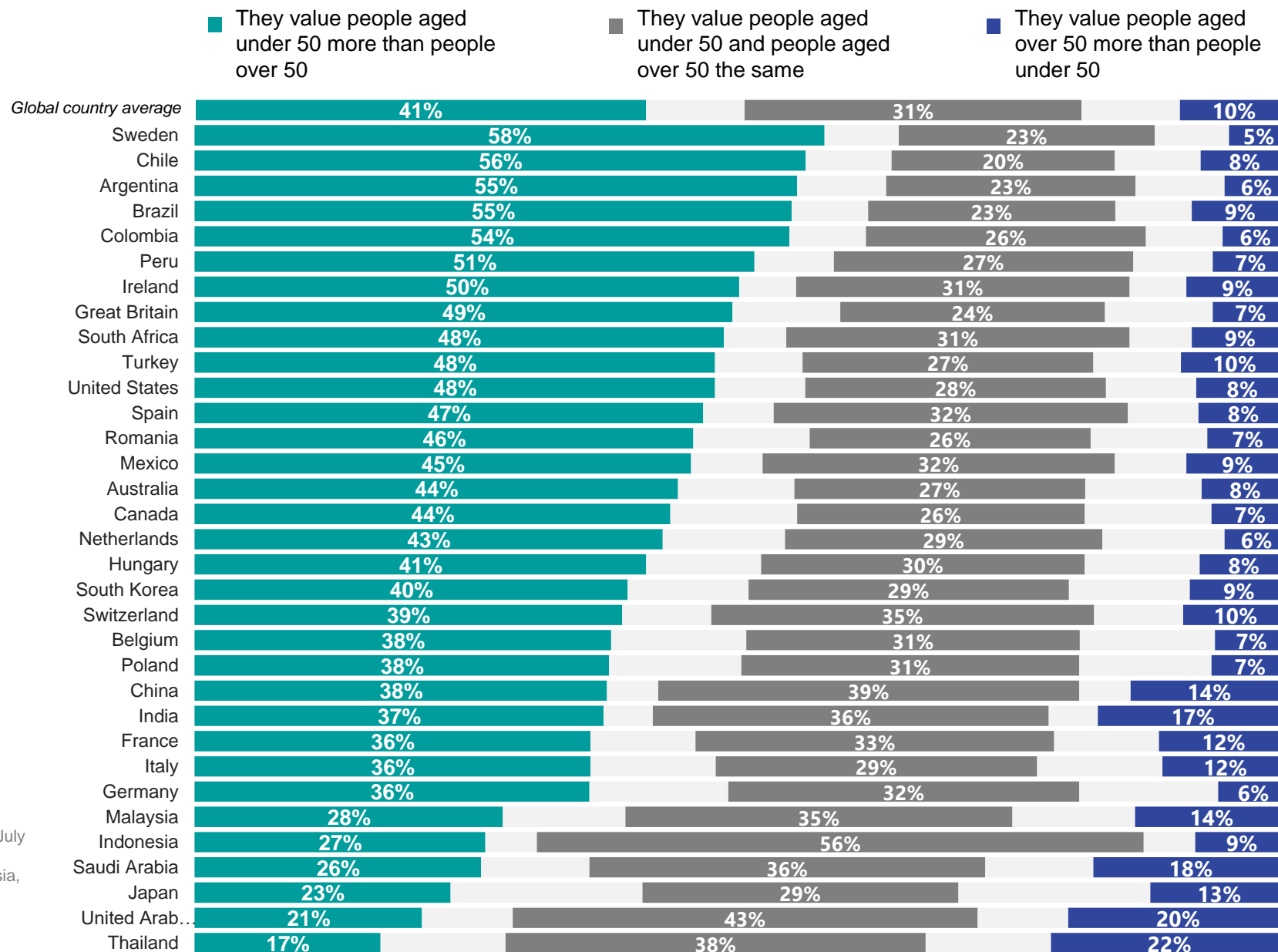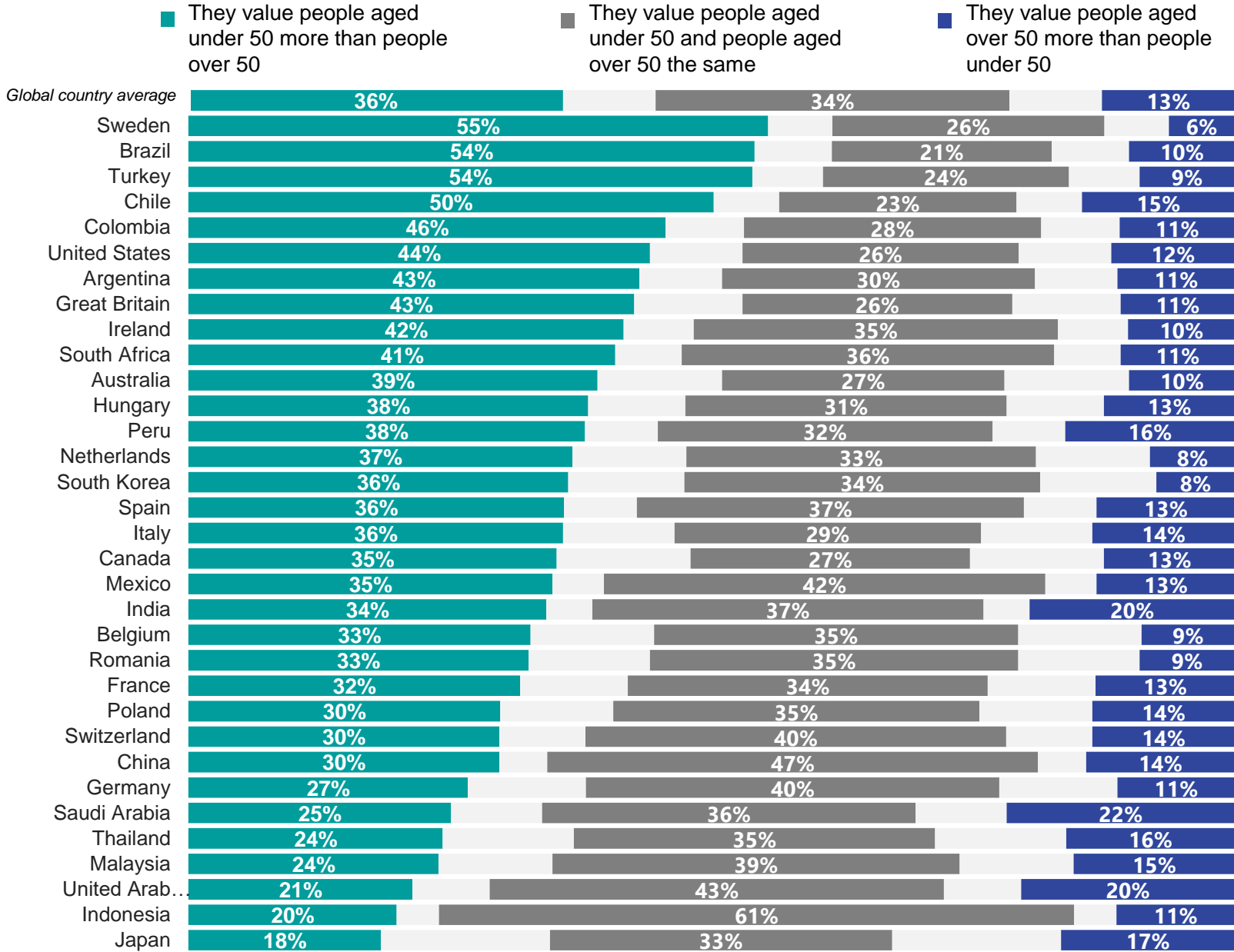
Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022
The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population
This "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted

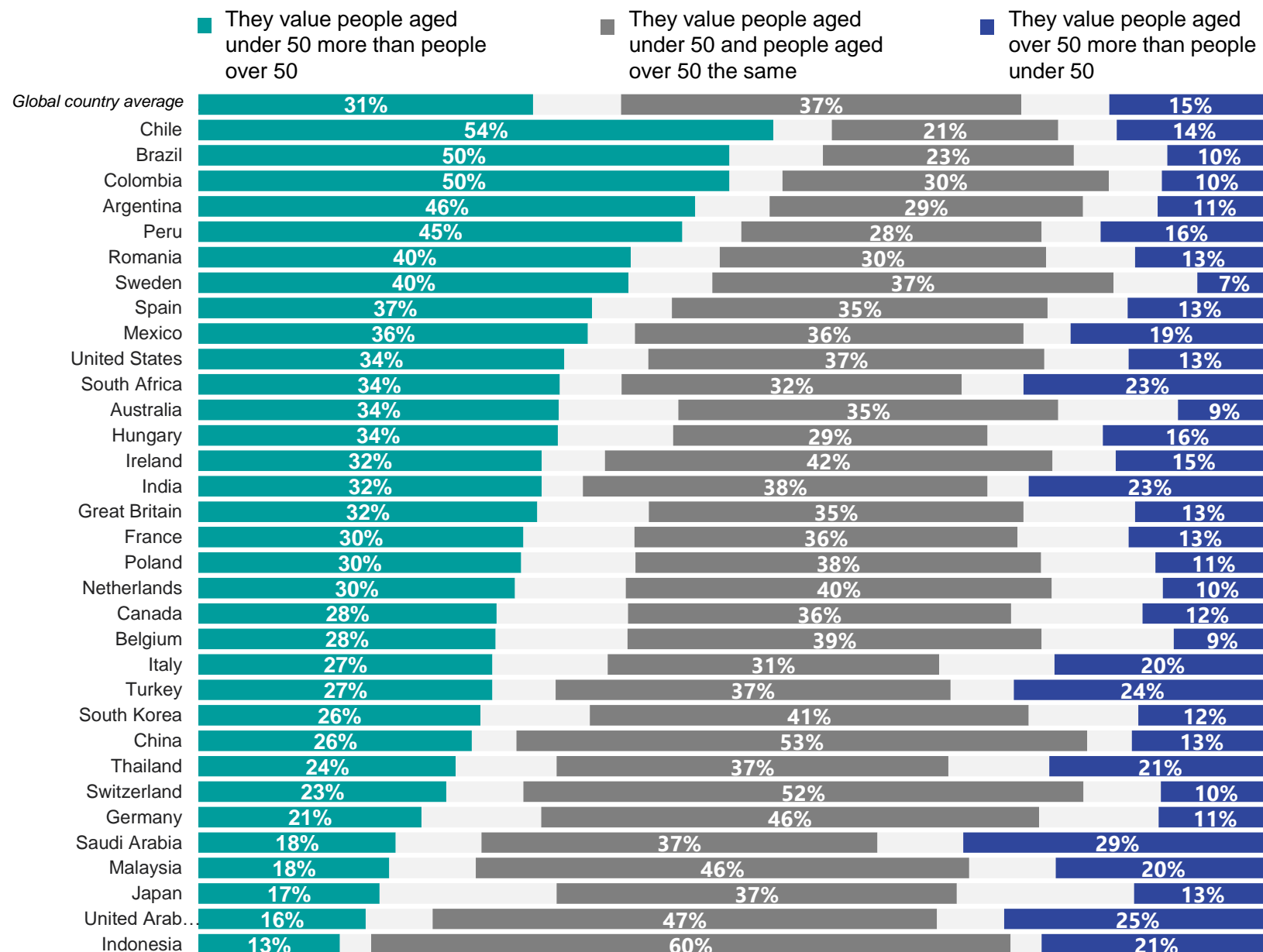|	They value people aged under 50 more than people over 50	They value people aged under 50 and people aged over 50 the same	They value people aged over 50 more than people under 50
Global country average	43%	31%	9%
Argentina	64%	19%	3%
Chile	60%	24%	5%
Sweden	59%	22%	4%
Peru	56%	25%	8%
Brazil	55%	22%	8%
Colombia	55%	27%	7%
Spain	53%	27%	7%
South Africa	53%	28%	9%
Hungary	52%	22%	6%
Ireland	51%	28%	10%
Mexico	51%	33%	8%
Netherlands	49%	27%	5%
Great Britain	47%	27%	6%
Turkey	47%	31%	9%
Australia	47%	25%	8%
United States	47%	27%	8%
Canada	43%	26%	8%
Romania	43%	28%	7%
France	42%	30%	9%
Belgium	41%	30%	6%
Poland	39%	30%	7%
Italy	39%	30%	10%
Switzerland	38%	35%	12%
South Korea	38%	34%	7%
China	37%	41%	14%
India	36%	40%	17%
Germany	33%	37%	8%
Malaysia	30%	36%	14%
Saudi Arabia	29%	30%	23%
Thailand	27%	38%	14%
Japan	25%	29%	10%
Indonesia	24%	61%	8%
United Arab…	23%	43%	20%

Ipsos

VALUE OF UNDER AND OVER 50s TO ADVERTISERS

Q. Please think about how different groups in … value people under the age of 50 and people over the age of 50. Which of the following statements, if any, is closest to how you think each of the following views people aged under 50 and people over 50? - Advertisers

Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022
The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population
This "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted

	They value people aged under 50 more than people over 50	They value people aged under 50 and people aged over 50 the same	They value people aged over 50 more than people under 50
Global country average	41%	31%	10%
Sweden	58%	23%	5%
Chile	56%	20%	8%
Argentina	55%	23%	6%
Brazil	55%	23%	9%
Colombia	54%	26%	6%
Peru	51%	27%	7%
Ireland	50%	31%	9%
Great Britain	49%	24%	7%
South Africa	48%	31%	9%
Turkey	48%	27%	10%
United States	48%	28%	8%
Spain	47%	32%	8%
Romania	46%	26%	7%
Mexico	45%	32%	9%
Australia	44%	27%	8%
Canada	44%	26%	7%
Netherlands	43%	29%	6%
Hungary	41%	30%	8%
South Korea	40%	29%	9%
Switzerland	39%	35%	10%
Belgium	38%	31%	7%
Poland	38%	31%	7%
China	38%	39%	14%
India	37%	36%	17%
France	36%	33%	12%
Italy	36%	29%	12%
Germany	36%	32%	6%
Malaysia	28%	35%	14%
Indonesia	27%	56%	9%
Saudi Arabia	26%	36%	18%
Japan	23%	29%	13%
United Arab…	21%	43%	20%
Thailand	17%	38%	22%

VALUE OF UNDER AND OVER 50s TO THE MEDIA

Q. Please think about how different groups in … value <u>people under the age of 50</u> and <u>people over the age of 50</u>. Which of the following statements, if any, is closest to how you think each of the following views people aged under 50 and people over 50? – The media

Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022
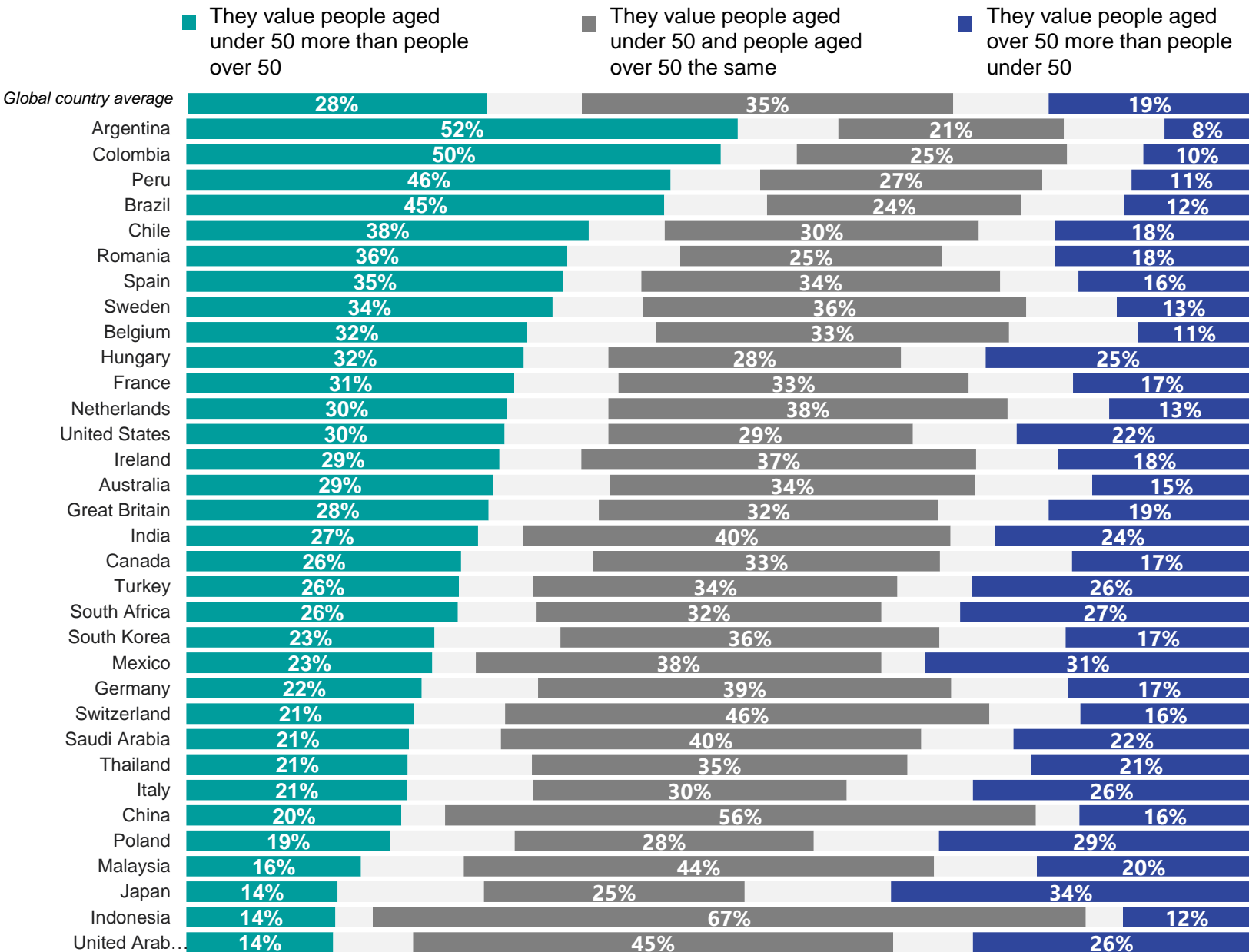The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population
This "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted

	They value people aged under 50 more than people over 50	They value people aged under 50 and people aged over 50 the same	They value people aged over 50 more than people under 50
Global country average	36%	34%	13%
Sweden	55%	26%	6%
Brazil	54%	21%	10%
Turkey	54%	24%	9%
Chile	50%	23%	15%
Colombia	46%	28%	11%
United States	44%	26%	12%
Argentina	43%	30%	11%
Great Britain	43%	26%	11%
Ireland	42%	35%	10%
South Africa	41%	36%	11%
Australia	39%	27%	10%
Hungary	38%	31%	13%
Peru	38%	32%	16%
Netherlands	37%	33%	8%
South Korea	36%	34%	8%
Spain	36%	37%	13%
Italy	36%	29%	14%
Canada	35%	27%	13%
Mexico	35%	42%	13%
India	34%	37%	20%
Belgium	33%	35%	9%
Romania	33%	35%	9%
France	32%	34%	13%
Poland	30%	35%	14%
Switzerland	30%	40%	14%
China	30%	47%	14%
Germany	27%	40%	11%
Saudi Arabia	25%	36%	22%
Thailand	24%	35%	16%
Malaysia	24%	39%	15%
United Arab…	21%	43%	20%
Indonesia	20%	61%	11%
Japan	18%	33%	17%

VALUE OF UNDER AND OVER 50s TO PEOPLE GENERALLY

Q. Please think about how different groups in … value people under the age of 50 and people over the age of 50. Which of the following statements, if any, is closest to how you think each of the following views people aged under 50 and people over 50? – People generally

They value people aged under 50 more than people over 50 | **They value people aged under 50 and people aged over 50 the same** | **They value people aged over 50 more than people under 50**

Country	Under 50 more	Same	Over 50 more
Global country average	31%	37%	15%
Chile	54%	21%	14%
Brazil	50%	23%	10%
Colombia	50%	30%	10%
Argentina	46%	29%	11%
Peru	45%	28%	16%
Romania	40%	30%	13%
Sweden	40%	37%	7%
Spain	37%	35%	13%
Mexico	36%	36%	19%
United States	34%	37%	13%
South Africa	34%	32%	23%
Australia	34%	35%	9%
Hungary	34%	29%	16%
Ireland	32%	42%	15%
India	32%	38%	23%
Great Britain	32%	35%	13%
France	30%	36%	13%
Poland	30%	38%	11%
Netherlands	30%	40%	10%
Canada	28%	36%	12%
Belgium	28%	39%	9%
Italy	27%	31%	20%
Turkey	27%	37%	24%
South Korea	26%	41%	12%
China	26%	53%	13%
Thailand	24%	37%	21%
Switzerland	23%	52%	10%
Germany	21%	46%	11%
Saudi Arabia	18%	37%	29%
Malaysia	18%	46%	20%
Japan	17%	37%	13%
United Arab…	16%	47%	25%
Indonesia	13%	60%	21%

VALUE OF UNDER AND OVER 50s TO THE GOVERNMENT

Q. Please think about how different groups in … value *people under the age of 50* and *people over the age of 50*. Which of the following statements, if any, is closest to how you think each of the following views people aged under 50 and people over 50? – The Government

	They value people aged under 50 more than people over 50	They value people aged under 50 and people aged over 50 the same	They value people aged over 50 more than people under 50
Global country average	28%	35%	19%
Argentina	52%	21%	8%
Colombia	50%	25%	10%
Peru	46%	27%	11%
Brazil	45%	24%	12%
Chile	38%	30%	18%
Romania	36%	25%	18%
Spain	35%	34%	16%
Sweden	34%	36%	13%
Belgium	32%	33%	11%
Hungary	32%	28%	25%
France	31%	33%	17%
Netherlands	30%	38%	13%
United States	30%	29%	22%
Ireland	29%	37%	18%
Australia	29%	34%	15%
Great Britain	28%	32%	19%
India	27%	40%	24%
Canada	26%	33%	17%
Turkey	26%	34%	26%
South Africa	26%	32%	27%
South Korea	23%	36%	17%
Mexico	23%	38%	31%
Germany	22%	39%	17%
Switzerland	21%	46%	16%
Saudi Arabia	21%	40%	22%
Thailand	21%	35%	21%
Italy	21%	30%	26%
China	20%	56%	16%
Poland	19%	28%	29%
Malaysia	16%	44%	20%
Japan	14%	25%	34%
Indonesia	14%	67%	12%
United Arab…	14%	45%	26%

PERCEIVED VALUE OF MEN AND WOMEN OVER 50 TO DIFFERENT GROUPS

3

PERCEIVED VALUE OF MEN AND WOMEN OVER 50 TO DIFFERENT GROUPS
GLOBAL COUNTRY AVERAGE

Q. Now think about how different groups in … value men aged over 50 and women aged over 50. Which of the following statements, if any, is closest to how you think each of the following views men and women aged over 50?
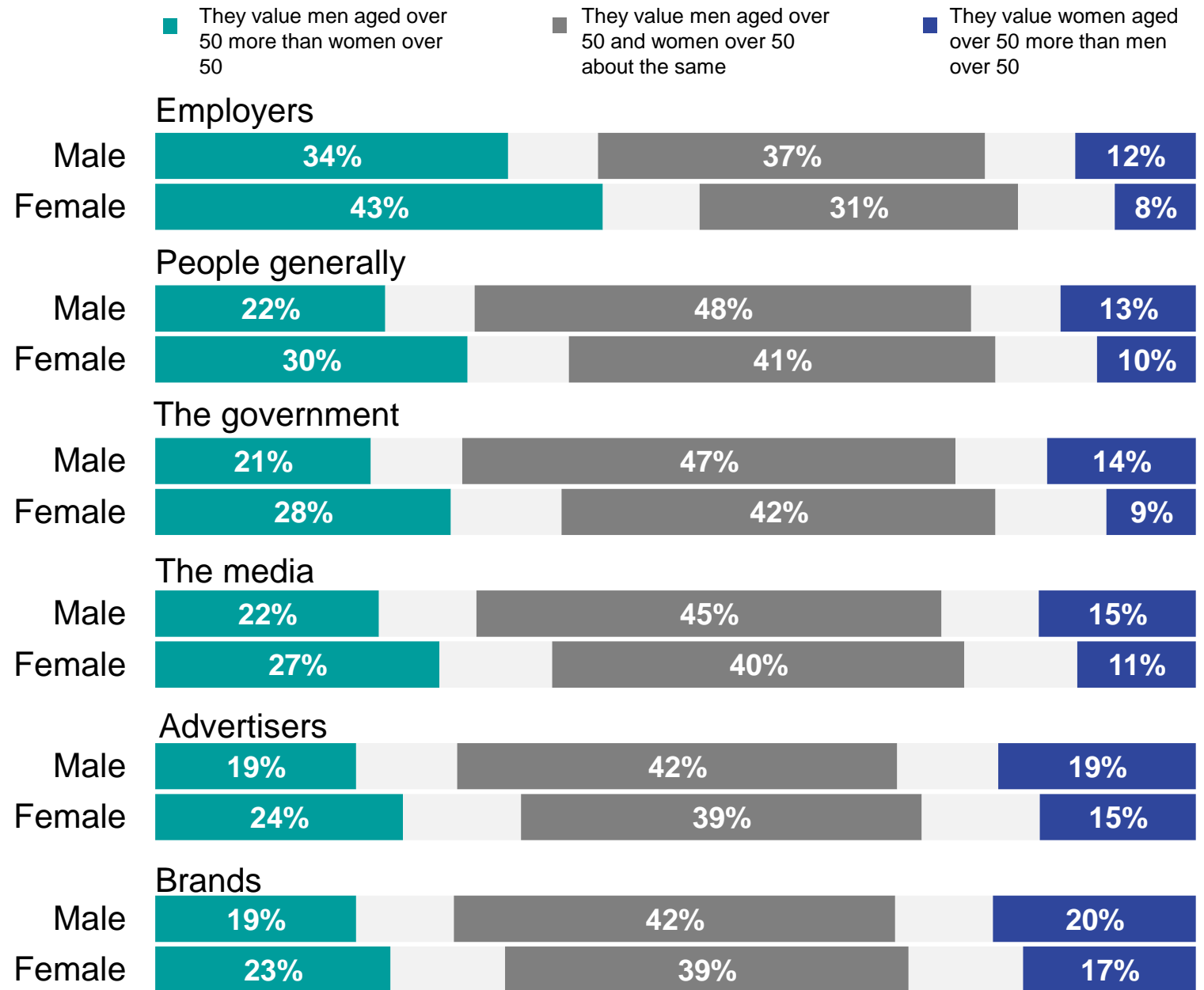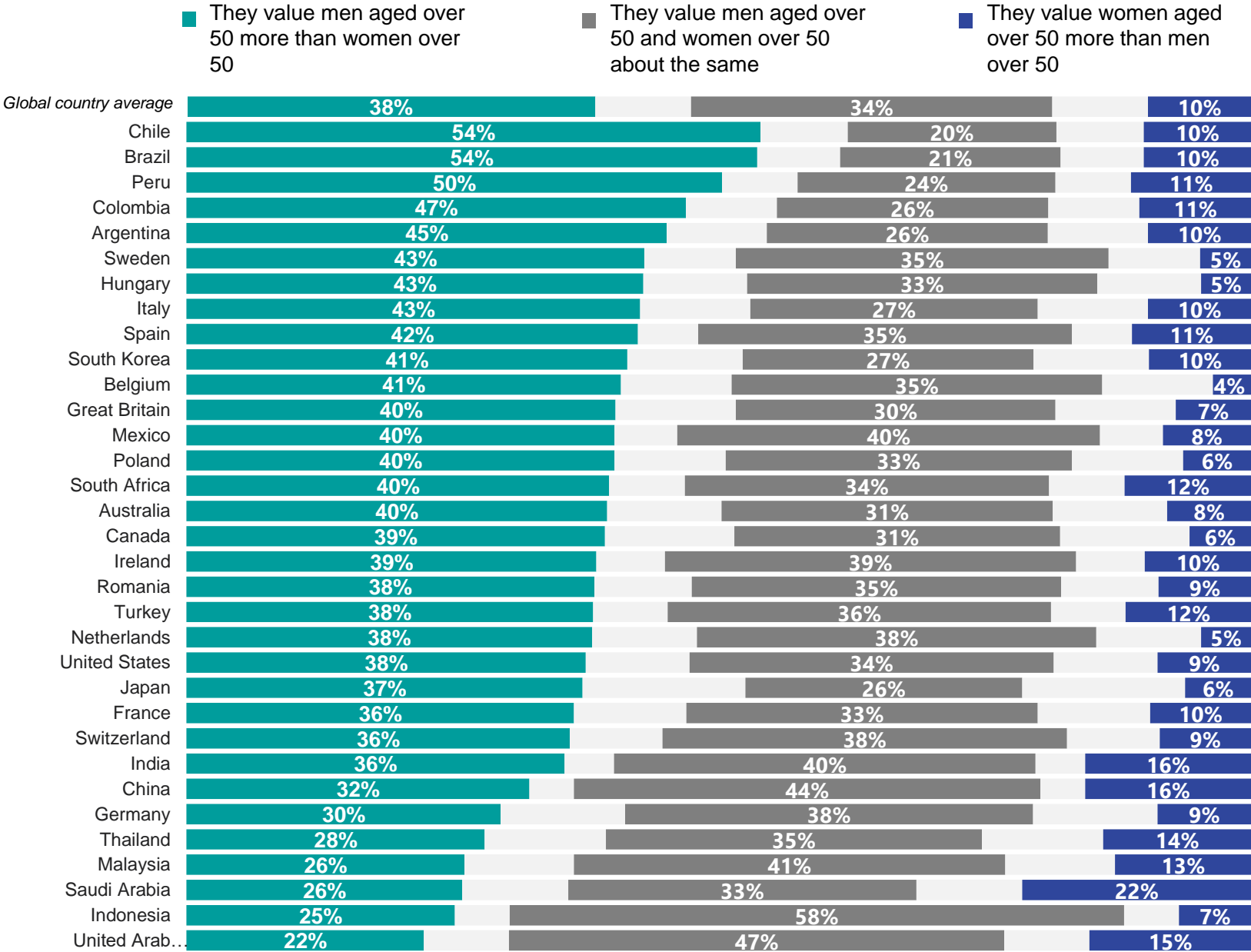
Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022
The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population
This "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted

	They value men aged over 50 more than women over 50	They value men aged over 50 and women over 50 about the same	They value women aged over 50 more than men over 50
Employers	38%	34%	10%
People generally	26%	44%	11%
The government	25%	45%	12%
The media	24%	42%	13%
Advertisers	22%	40%	17%
Brands	21%	41%	18%

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PERCEIVED VALUE OF MEN AND WOMEN OVER 50 TO DIFFERENT GROUPS
BY GENDER

Q. Now think about how different groups in … value men aged over 50 and women aged over 50. Which of the following statements, if any, is closest to how you think each of the following views men and women aged over 50?

Legend:
- They value men aged over 50 more than women over 50
- They value men aged over 50 and women over 50 about the same
- They value women aged over 50 more than men over 50

Employers

	They value men over 50 more	About the same	Women over 50 more
Male	34%	37%	12%
Female	43%	31%	8%

People generally

	They value men over 50 more	About the same	Women over 50 more
Male	22%	48%	13%
Female	30%	41%	10%

The government

	They value men over 50 more	About the same	Women over 50 more
Male	21%	47%	14%
Female	28%	42%	9%

The media

	They value men over 50 more	About the same	Women over 50 more
Male	22%	45%	15%
Female	27%	40%	11%

Advertisers

	They value men over 50 more	About the same	Women over 50 more
Male	19%	42%	19%
Female	24%	39%	15%

Brands

	They value men over 50 more	About the same	Women over 50 more
Male	19%	42%	20%
Female	23%	39%	17%

VALUE OF MEN AND WOMEN OVER 50 TO EMPLOYERS

Q. Now think about how different groups in … value men aged over 50 and women aged over 50. Which of the following statements, if any, is closest to how you think each of the following views men and women aged over 50? – Employers

Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022
The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population
This "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted
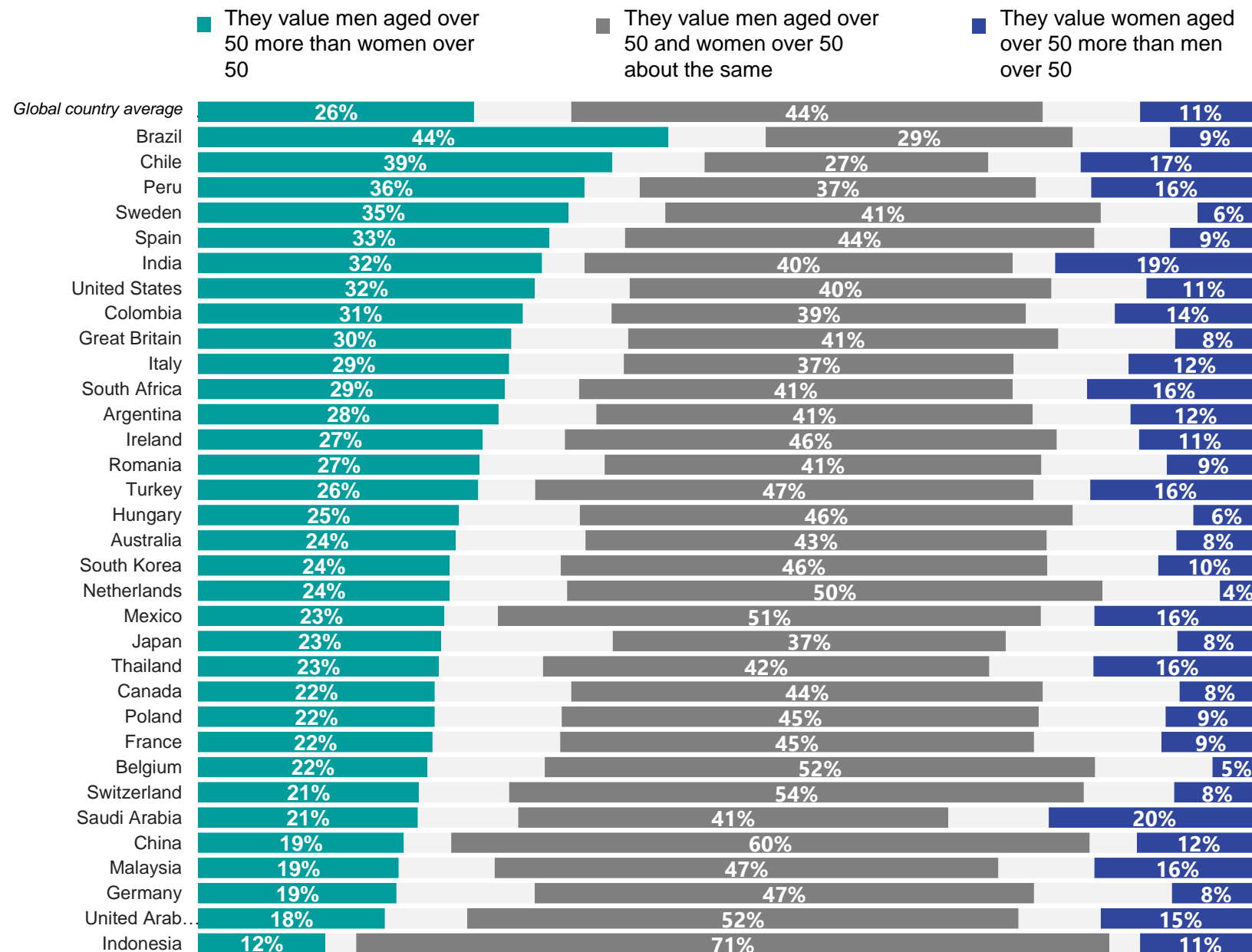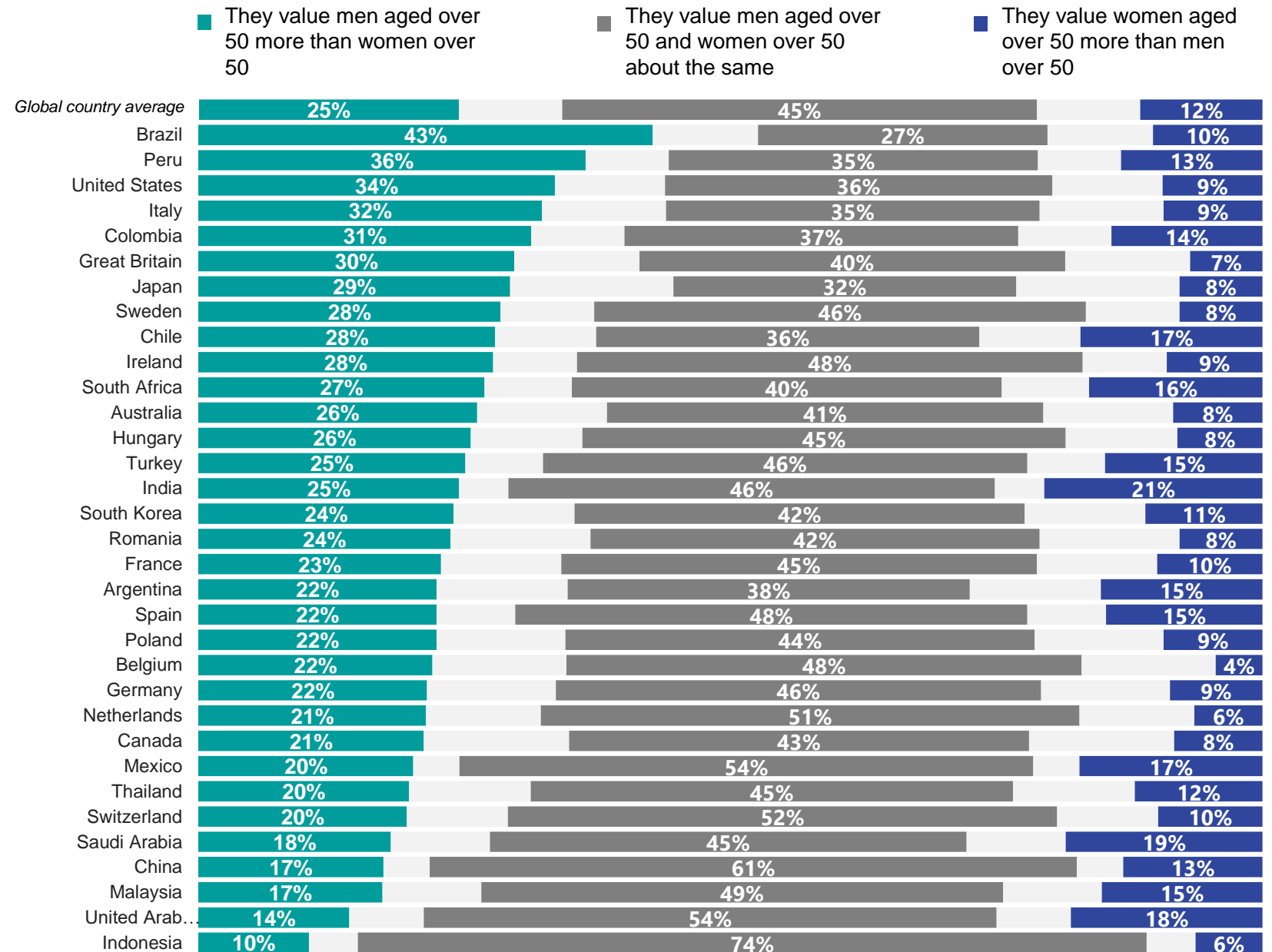
	They value men aged over 50 more than women over 50	They value men aged over 50 and women over 50 about the same	They value women aged over 50 more than men over 50
Global country average	38%	34%	10%
Chile	54%	20%	10%
Brazil	54%	21%	10%
Peru	50%	24%	11%
Colombia	47%	26%	11%
Argentina	45%	26%	10%
Sweden	43%	35%	5%
Hungary	43%	33%	5%
Italy	43%	27%	10%
Spain	42%	35%	11%
South Korea	41%	27%	10%
Belgium	41%	35%	4%
Great Britain	40%	30%	7%
Mexico	40%	40%	8%
Poland	40%	33%	6%
South Africa	40%	34%	12%
Australia	40%	31%	8%
Canada	39%	31%	6%
Ireland	39%	39%	10%
Romania	38%	35%	9%
Turkey	38%	36%	12%
Netherlands	38%	38%	5%
United States	38%	34%	9%
Japan	37%	26%	6%
France	36%	33%	10%
Switzerland	36%	38%	9%
India	36%	40%	16%
China	32%	44%	16%
Germany	30%	38%	9%
Thailand	28%	35%	14%
Malaysia	26%	41%	13%
Saudi Arabia	26%	33%	22%
Indonesia	25%	58%	7%
United Arab…	22%	47%	15%

VALUE OF MEN AND WOMEN OVER 50 TO PEOPLE GENERALLY

Q. Now think about how different groups in … value men aged over 50 and women aged over 50. Which of the following statements, if any, is closest to how you think each of the following views men and women aged over 50? – People generally

Legend:
- They value men aged over 50 more than women over 50 (teal)
- They value men aged over 50 and women over 50 about the same (grey)
- They value women aged over 50 more than men over 50 (blue)

Country	Value men more	Value same	Value women more
Global country average	26%	44%	11%
Brazil	44%	29%	9%
Chile	39%	27%	17%
Peru	36%	37%	16%
Sweden	35%	41%	6%
Spain	33%	44%	9%
India	32%	40%	19%
United States	32%	40%	11%
Colombia	31%	39%	14%
Great Britain	30%	41%	8%
Italy	29%	37%	12%
South Africa	29%	41%	16%
Argentina	28%	41%	12%
Ireland	27%	46%	11%
Romania	27%	41%	9%
Turkey	26%	47%	16%
Hungary	25%	46%	6%
Australia	24%	43%	8%
South Korea	24%	46%	10%
Netherlands	24%	50%	4%
Mexico	23%	51%	16%
Japan	23%	37%	8%
Thailand	23%	42%	16%
Canada	22%	44%	8%
Poland	22%	45%	9%
France	22%	45%	9%
Belgium	22%	52%	5%
Switzerland	21%	54%	8%
Saudi Arabia	21%	41%	20%
China	19%	60%	12%
Malaysia	19%	47%	16%
Germany	19%	47%	8%
United Arab…	18%	52%	15%
Indonesia	12%	71%	11%

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VALUE OF MEN AND WOMEN OVER 50 TO THE GOVERNMENT

Q. Now think about how different groups in … value men aged over 50 and women aged over 50. Which of the following statements, if any, is closest to how you think each of the following views men and women aged over 50? – The Government

	They value men aged over 50 more than women over 50	They value men aged over 50 and women over 50 about the same	They value women aged over 50 more than men over 50
Global country average	25%	45%	12%
Brazil	43%	27%	10%
Peru	36%	35%	13%
United States	34%	36%	9%
Italy	32%	35%	9%
Colombia	31%	37%	14%
Great Britain	30%	40%	7%
Japan	29%	32%	8%
Sweden	28%	46%	8%
Chile	28%	36%	17%
Ireland	28%	48%	9%
South Africa	27%	40%	16%
Australia	26%	41%	8%
Hungary	26%	45%	8%
Turkey	25%	46%	15%
India	25%	46%	21%
South Korea	24%	42%	11%
Romania	24%	42%	8%
France	23%	45%	10%
Argentina	22%	38%	15%
Spain	22%	48%	15%
Poland	22%	44%	9%
Belgium	22%	48%	4%
Germany	22%	46%	9%
Netherlands	21%	51%	6%
Canada	21%	43%	8%
Mexico	20%	54%	17%
Thailand	20%	45%	12%
Switzerland	20%	52%	10%
Saudi Arabia	18%	45%	19%
China	17%	61%	13%
Malaysia	17%	49%	15%
United Arab…	14%	54%	18%
Indonesia	10%	74%	6%

Ipsos

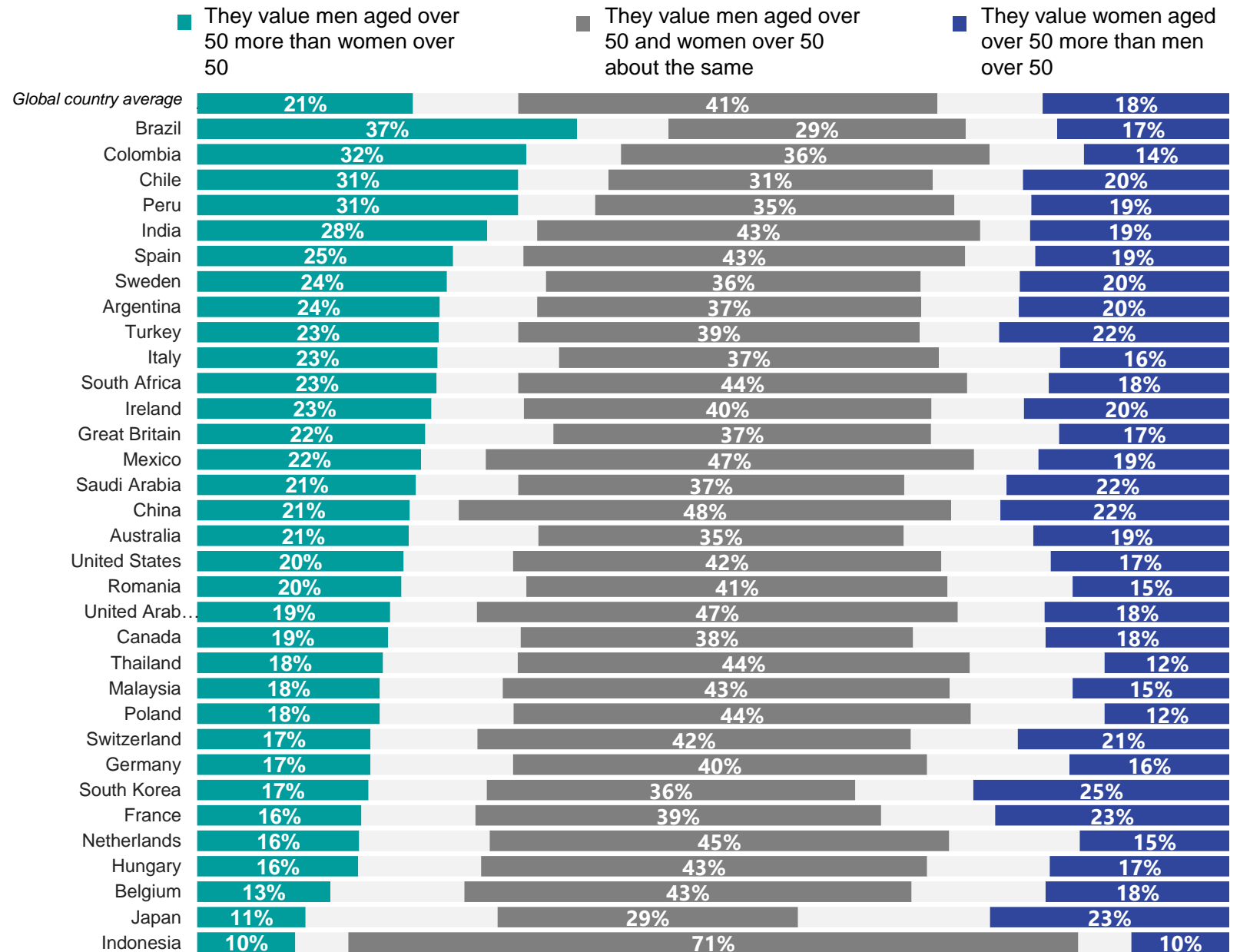# VALUE OF MEN AND WOMEN OVER 50 TO THE MEDIA

Q. Now think about how different groups in … value <u>men aged over 50</u> and <u>women aged over 50</u>. Which of the following statements, if any, is closest to how you think each of the following views men and women aged over 50? – The media
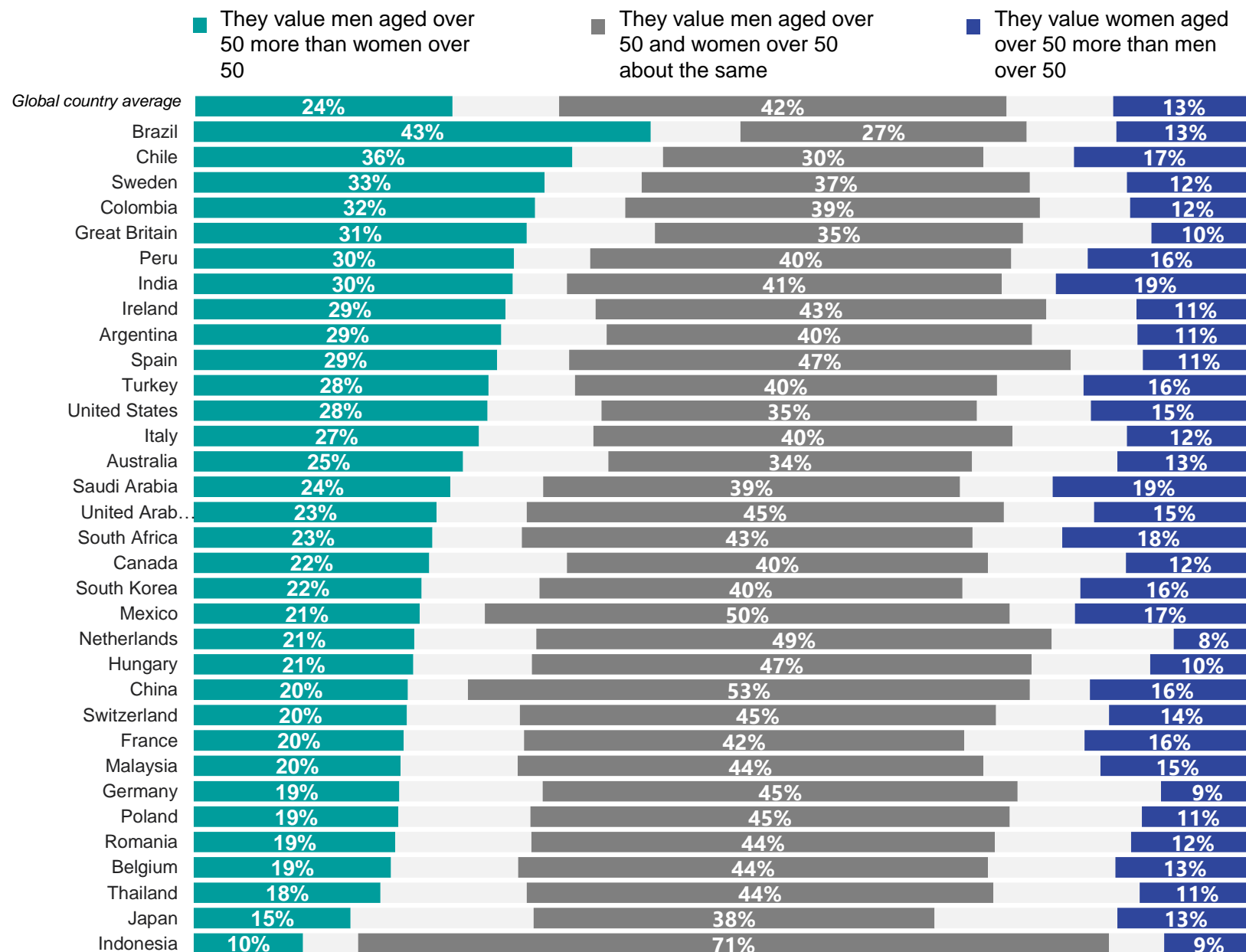
	They value men aged over 50 more than women over 50	They value men aged over 50 and women over 50 about the same	They value women aged over 50 more than men over 50
Global country average	24%	42%	13%
Brazil	43%	27%	13%
Chile	36%	30%	17%
Sweden	33%	37%	12%
Colombia	32%	39%	12%
Great Britain	31%	35%	10%
Peru	30%	40%	16%
India	30%	41%	19%
Ireland	29%	43%	11%
Argentina	29%	40%	11%
Spain	29%	47%	11%
Turkey	28%	40%	16%
United States	28%	35%	15%
Italy	27%	40%	12%
Australia	25%	34%	13%
Saudi Arabia	24%	39%	19%
United Arab…	23%	45%	15%
South Africa	23%	43%	18%
Canada	22%	40%	12%
South Korea	22%	40%	16%
Mexico	21%	50%	17%
Netherlands	21%	49%	8%
Hungary	21%	47%	10%
China	20%	53%	16%
Switzerland	20%	45%	14%
France	20%	42%	16%
Malaysia	20%	44%	15%
Germany	19%	45%	9%
Poland	19%	45%	11%
Romania	19%	44%	12%
Belgium	19%	44%	13%
Thailand	18%	44%	11%
Japan	15%	38%	13%
Indonesia	10%	71%	9%

VALUE OF MEN AND WOMEN OVER 50 TO ADVERTISERS

Q. Now think about how different groups in … value <u>men aged over 50</u> and <u>women aged over 50</u>. Which of the following statements, if any, is closest to how you think each of the following views men and women aged over 50? – Advertisers

	They value men aged over 50 more than women over 50	They value men aged over 50 and women over 50 about the same	They value women aged over 50 more than men over 50
Global country average	22%	40%	17%
Brazil	39%	29%	14%
Chile	33%	26%	21%
Peru	31%	33%	18%
Colombia	29%	34%	15%
India	28%	43%	20%
Sweden	27%	34%	20%
Great Britain	25%	34%	17%
Italy	25%	35%	17%
Spain	25%	45%	17%
Turkey	23%	40%	21%
Australia	23%	34%	17%
United States	22%	39%	18%
Ireland	22%	44%	18%
Argentina	22%	39%	17%
Mexico	21%	46%	18%
Romania	21%	38%	13%
South Africa	21%	46%	19%
Saudi Arabia	21%	41%	19%
China	21%	49%	21%
South Korea	20%	34%	22%
Malaysia	19%	40%	15%
Canada	19%	39%	17%
Germany	18%	37%	15%
Thailand	18%	44%	14%
Switzerland	18%	45%	17%
France	18%	37%	24%
Netherlands	17%	49%	11%
United Arab…	16%	49%	16%
Hungary	16%	44%	15%
Poland	15%	46%	12%
Belgium	14%	41%	20%
Japan	13%	34%	16%
Indonesia	12%	68%	9%

VALUE OF MEN AND WOMEN OVER 50 TO BRANDS

Q. Now think about how different groups in … value <u>men aged over 50</u> and <u>women aged over 50</u>. Which of the following statements, if any, is closest to how you think each of the following views men and women aged over 50? – Brands

	They value men aged over 50 more than women over 50	They value men aged over 50 and women over 50 about the same	They value women aged over 50 more than men over 50
Global country average	21%	41%	18%
Brazil	37%	29%	17%
Colombia	32%	36%	14%
Chile	31%	31%	20%
Peru	31%	35%	19%
India	28%	43%	19%
Spain	25%	43%	19%
Sweden	24%	36%	20%
Argentina	24%	37%	20%
Turkey	23%	39%	22%
Italy	23%	37%	16%
South Africa	23%	44%	18%
Ireland	23%	40%	20%
Great Britain	22%	37%	17%
Mexico	22%	47%	19%
Saudi Arabia	21%	37%	22%
China	21%	48%	22%
Australia	21%	35%	19%
United States	20%	42%	17%
Romania	20%	41%	15%
United Arab…	19%	47%	18%
Canada	19%	38%	18%
Thailand	18%	44%	12%
Malaysia	18%	43%	15%
Poland	18%	44%	12%
Switzerland	17%	42%	21%
Germany	17%	40%	16%
South Korea	17%	36%	25%
France	16%	39%	23%
Netherlands	16%	45%	15%
Hungary	16%	43%	17%
Belgium	13%	43%	18%
Japan	11%	29%	23%
Indonesia	10%	71%	10%

KNOWLEDGE OF MENOPAUSE

4

KNOWLEDGE OF MENOPAUSE

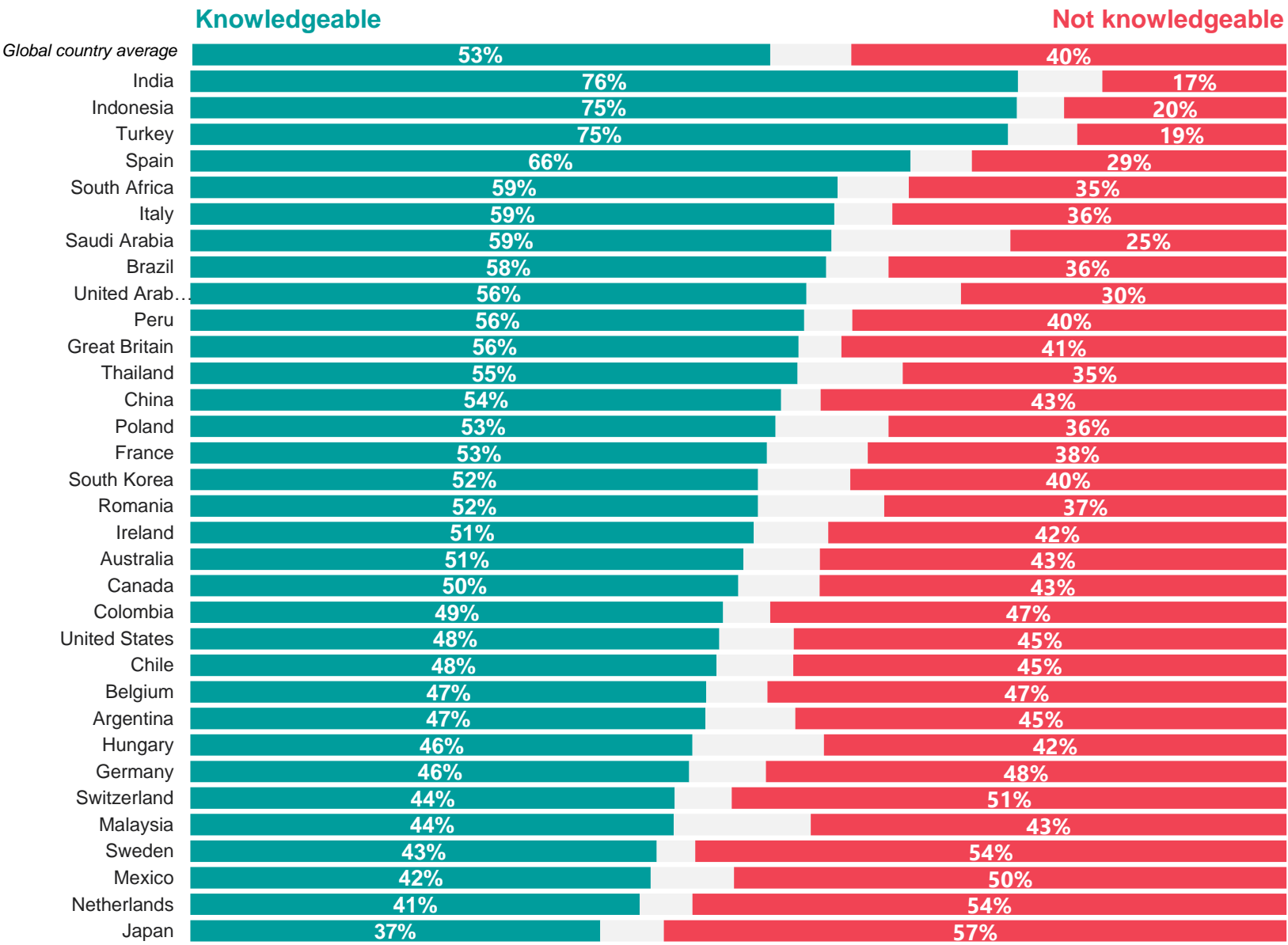Q. How knowledgeable, if at all, would you say you are about menopause?

Country	Very knowledgeable	Fairly knowledgeable	Not very knowledgeable	Not at all knowledgeable
Global country average	15%	38%	28%	12%
India	39%	36%	11%	5%
Turkey	27%	48%	13%	6%
United Arab…	25%	31%	16%	14%
Saudi Arabia	21%	37%	16%	10%
Chile	20%	28%	34%	11%
Spain	19%	46%	22%	7%
Colombia	19%	30%	36%	12%
Peru	19%	38%	34%	5%
Indonesia	18%	57%	18%	3%
Great Britain	18%	38%	26%	14%
South Africa	16%	43%	22%	13%
United States	16%	32%	24%	21%
Germany	15%	30%	25%	22%
Ireland	15%	36%	29%	13%
France	15%	38%	25%	13%
Argentina	15%	33%	33%	12%
Italy	15%	44%	25%	11%
Australia	14%	37%	24%	19%
Switzerland	13%	31%	34%	17%
South Korea	13%	39%	34%	6%
Poland	13%	40%	23%	13%
Mexico	13%	29%	44%	7%
Hungary	13%	33%	18%	25%
Canada	12%	38%	27%	16%
Romania	12%	40%	32%	5%
Brazil	11%	47%	24%	12%
Thailand	11%	45%	24%	11%
Netherlands	10%	31%	28%	26%
Belgium	9%	38%	30%	17%
Sweden	9%	34%	44%	10%
China	8%	46%	37%	5%
Malaysia	7%	37%	38%	6%
Japan	2%	35%	43%	14%

KNOWLEDGE OF MENOPAUSE

Q. How knowledgeable, if at all, would you say you are about menopause?

Country	Knowledgeable	Not knowledgeable
Global country average	53%	40%
India	76%	17%
Indonesia	75%	20%
Turkey	75%	19%
Spain	66%	29%
South Africa	59%	35%
Italy	59%	36%
Saudi Arabia	59%	25%
Brazil	58%	36%
United Arab…	56%	30%
Peru	56%	40%
Great Britain	56%	41%
Thailand	55%	35%
China	54%	43%
Poland	53%	36%
France	53%	38%
South Korea	52%	40%
Romania	52%	37%
Ireland	51%	42%
Australia	51%	43%
Canada	50%	43%
Colombia	49%	47%
United States	48%	45%
Chile	48%	45%
Belgium	47%	47%
Argentina	47%	45%
Hungary	46%	42%
Germany	46%	48%
Switzerland	44%	51%
Malaysia	44%	43%
Sweden	43%	54%
Mexico	42%	50%
Netherlands	41%	54%
Japan	37%	57%

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KNOWLEDGE OF MENOPAUSE BY GENDER

Q. How knowledgeable, if at all, would you say you are about menopause?

MALE

	Knowledgeable	Not knowledgeable
Global country average	40%	49%
IND	70%	20%
TUK	66%	24%
IDN	64%	29%
SPA	55%	39%
CHN	50%	46%
UAE	48%	35%
ITA	47%	45%
THA	46%	40%
SAU	45%	31%
RSA	44%	46%
BRA	43%	48%
GB	41%	54%
FRA	39%	49%
MYS	38%	46%
POL	38%	48%
IRE	37%	52%
KOR	35%	52%
CHE	35%	58%
MEX	35%	54%
ARG	34%	53%
CAN	34%	55%
AUS	34%	58%
GER	32%	60%
HUN	30%	55%
USA	29%	61%
BEL	29%	61%
NDL	26%	68%
SWE	25%	71%
JAP	21%	71%

FEMALE

	Knowledgeable	Not knowledgeable
Global country average	66%	30%
IDN	87%	12%
TUK	84%	14%
IND	81%	14%
UAE	77%	16%
SAU	77%	18%
SPA	77%	19%
RSA	73%	24%
BRA	72%	25%
ITA	71%	27%
GB	70%	28%
KOR	69%	28%
POL	68%	25%
AUS	67%	27%
USA	66%	30%
IRE	66%	31%
FRA	66%	28%
CAN	66%	30%
BEL	65%	34%
THA	65%	30%
HUN	61%	30%
SWE	61%	37%
ARG	59%	37%
GER	59%	36%
CHN	59%	39%
NDL	56%	40%
CHE	54%	43%
JAP	54%	43%
MYS	51%	40%
MEX	49%	48%

Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022, including 11,312 males and 11,696 females
The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population
This "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted

METHODOLOGY

These are the results of a 33-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 23,008 adults aged 18-74 in the United States, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia, and 16-74 in 26 other markets between Friday, July 22 and Friday, August 5, 2022.

The sample consists of approximately 1,000 individuals in each of Australia, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Saudi Arabia, South Africa, South Korea, Sweden, Switzerland, Thailand, Turkey and the United Arab Emirates.

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

Online samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates tend to be more urban, educated, and/or affluent than the general population. They survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.

"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 or market 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.

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 +/- 5.0 percentage points. For more information on the use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

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Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.