

INTERNATIONAL WOMEN'S DAY

2023

THE GLOBAL
INSTITUTE
FOR WOMEN'S
LEADERSHIP

KING'S
College
LONDON

© Ipsos | International Women's Day 2023

GAME CHANGERS



KEY FINDINGS

- Gender inequality is still some way from being solved, with almost seven in seven in ten (68%) saying there is currently inequality between women and men in terms of social, political and/or economic rights in their country.
 - There are positive signs. Compared with the years before the Covid pandemic, there is higher optimism that equality will be achieved in people's lifetimes (53% in 2023 versus 47% in 2019), half of people think life is better now for young women today than for the previous generation, and a growing proportion (around 4 in 10) describe themselves as a feminist.
 - But there are also warnings of a reaction to the movement for greater equality. Again compared with pre-Covid, more people think things have gone far enough, and more people think men are being asked to do too much (to around half in each case). Half also believe that steps towards women's equality are leading to discrimination against men, and more broadly there is slightly less confidence that life today is better for young men than it is for young women.
- Nevertheless, the role of male allyship is key, with 6 in 10 continuing to believe that women won't achieve equality without men taking action, and more optimistically just over half (53%) believe that gender equality will be good for both men and women.
 - Day-to-day incidents of discrimination remain too common, with two in five people (43%) observing sexist comments from friends or family, discrimination at work, or sexual harassment in the last year.
 - While most people say they can take action to combat inequality and discrimination, there are still barriers that need to be overcome. This is partly about overcoming feelings of powerlessness and lack of awareness of what to do, but also people's fears about what will happen to them if they do speak out, which have been growing since 2017.

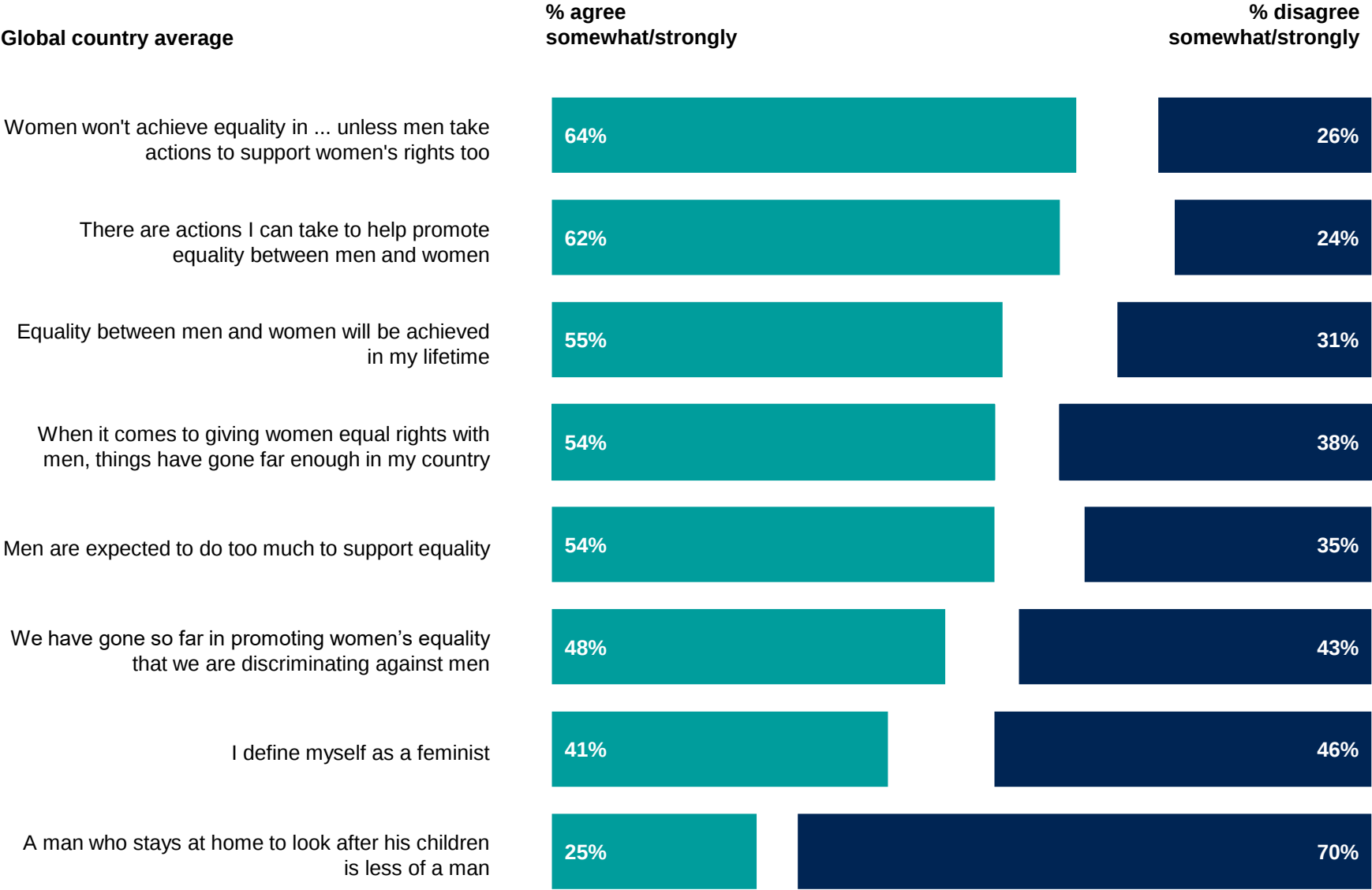
ATTITUDES TOWARDS GENDER EQUALITY



Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

On average across the countries surveyed, around two thirds of people (global country average of 64%) agree that men's support is needed for women to achieve equality, and a similar proportion (62%) agree that there are actions they can take to help promote equality between men and women. Over half (55%) agree that equality between men and women will be achieved in their lifetime.

However, more than half of people (54%) think that when it comes to giving women equal rights with men, things have gone far enough in their country.





Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

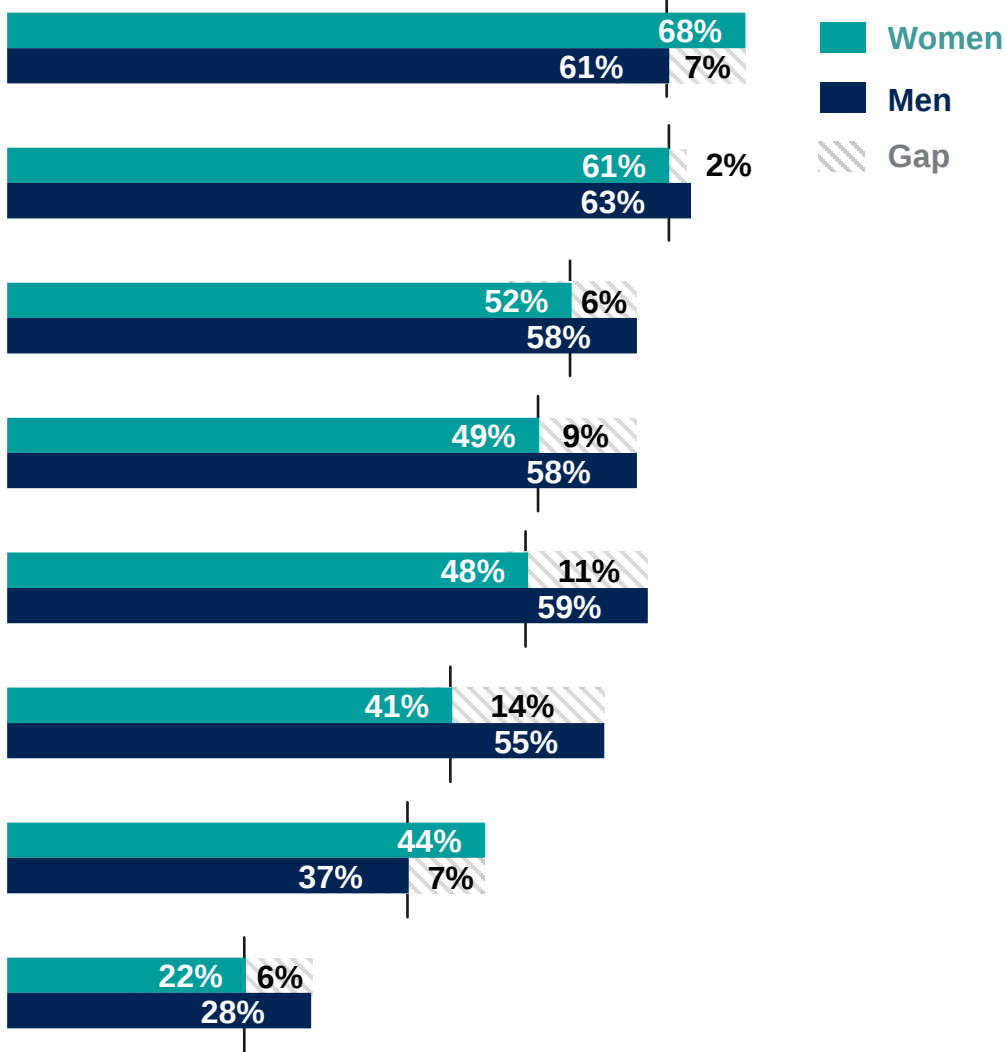
Women are more likely than men to agree that women won't achieve equality unless men take actions too (68 vs 61%), and women are less likely than men to believe that equality will be achieved in their lifetime (52% vs 58%).

Men are more likely to believe that when it comes to giving women equal rights with men, things have gone far enough in their country (58% vs 49%). More than half of all men (55%) believe that we have gone so far in promoting women's equality that we are discriminating against men (vs 41% of women).

Global country average

- Women won't achieve equality in ... unless men take actions to support women's rights too
- There are actions I can take to help promote equality between men and women
- Equality between men and women will be achieved in my lifetime
- When it comes to giving women equal rights with men, things have gone far enough in my country
- Men are expected to do too much to support equality
- We have gone so far in promoting women's equality that we are discriminating against men
- I define myself as a feminist
- A man who stays at home to look after his children is less of a man

% agree somewhat/strongly





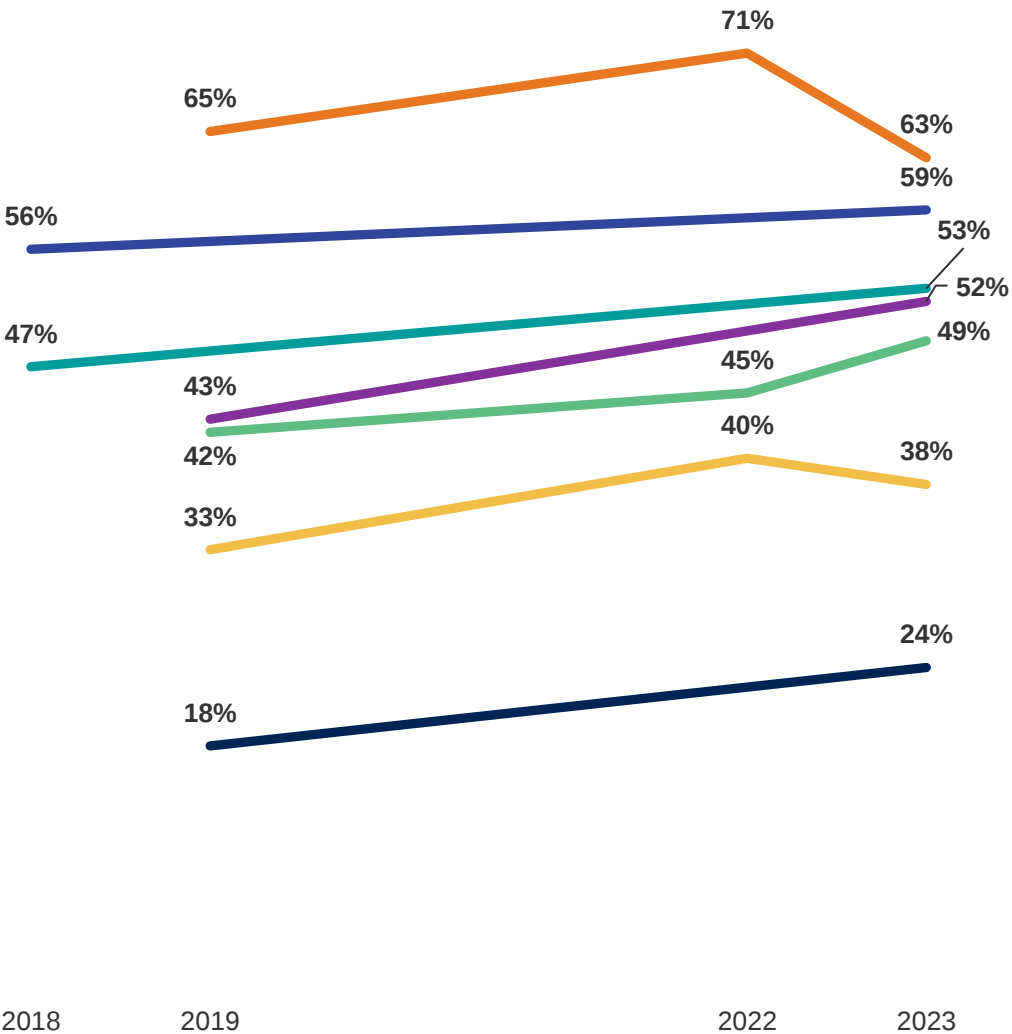
Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

People are more likely to define themselves as a feminist now, than in before the pandemic. However, there has been a rise in the proportion of people who think that men are being expected to do too much to support gender equality from 43% in 2019 to 52% in 2023.

Similarly, more people think that when it comes to giving women equal rights with men, things have gone far enough in my country (42% in 2019 versus 49% in 2023).

22 country Global average agree

- Women won't achieve equality in ... unless men take actions to support women's rights too
- There are actions I can take to help promote equality between men and women
- Equality between men and women will be achieved in my lifetime
- Men are expected to do too much to support equality
- When it comes to giving women equal rights with men, things have gone far enough in my country
- I define myself as a feminist
- A man who stays at home to look after his children is less of a man

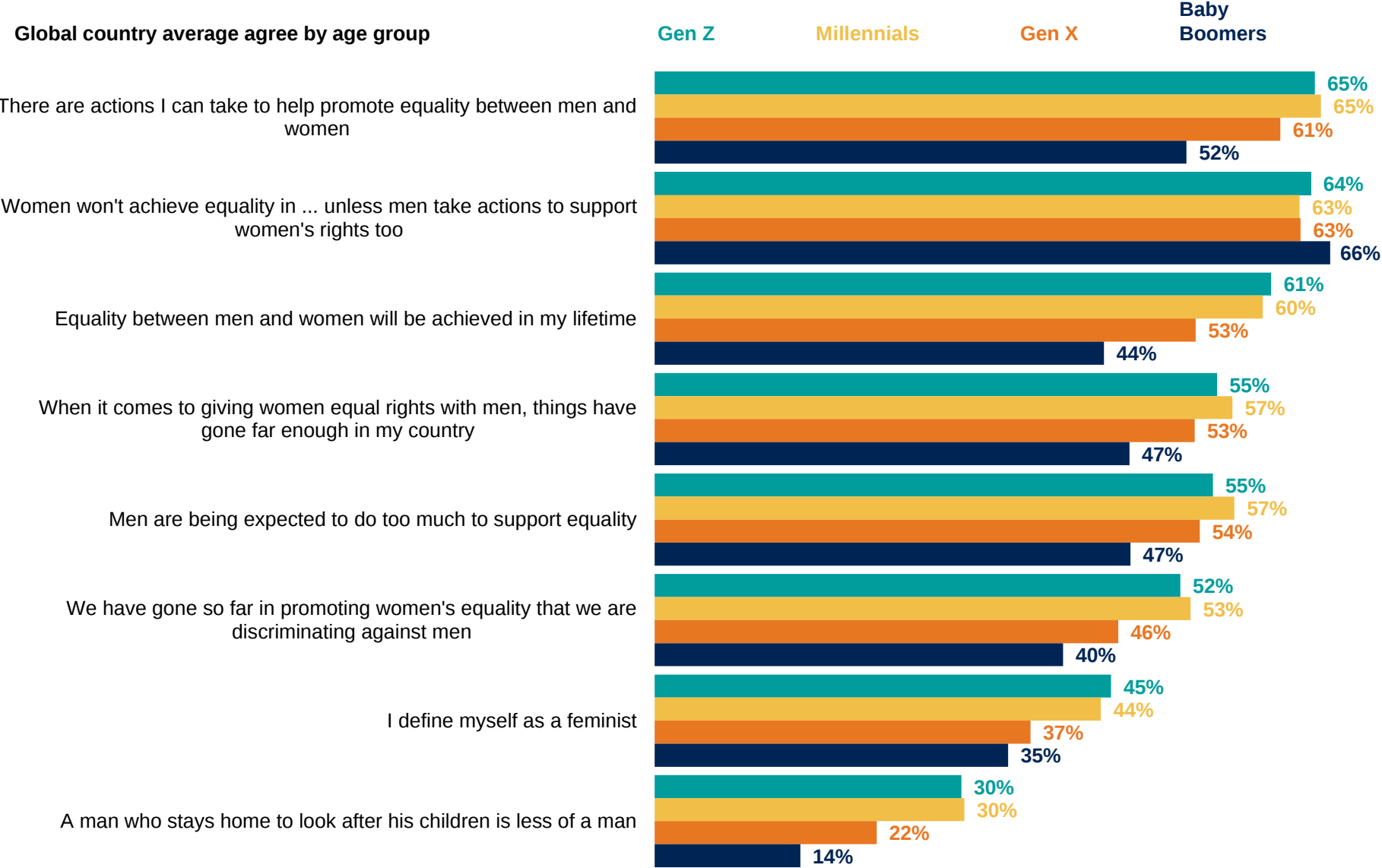




Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

Younger generations tend to be more optimistic than older generations that equality between men and women will be achieved in their lifetime and are more likely to define themselves as a feminist. They are however also more likely than older generations to think that we have gone so far in promoting women’s equality that we are discriminating against men.

Global country average agree by age group

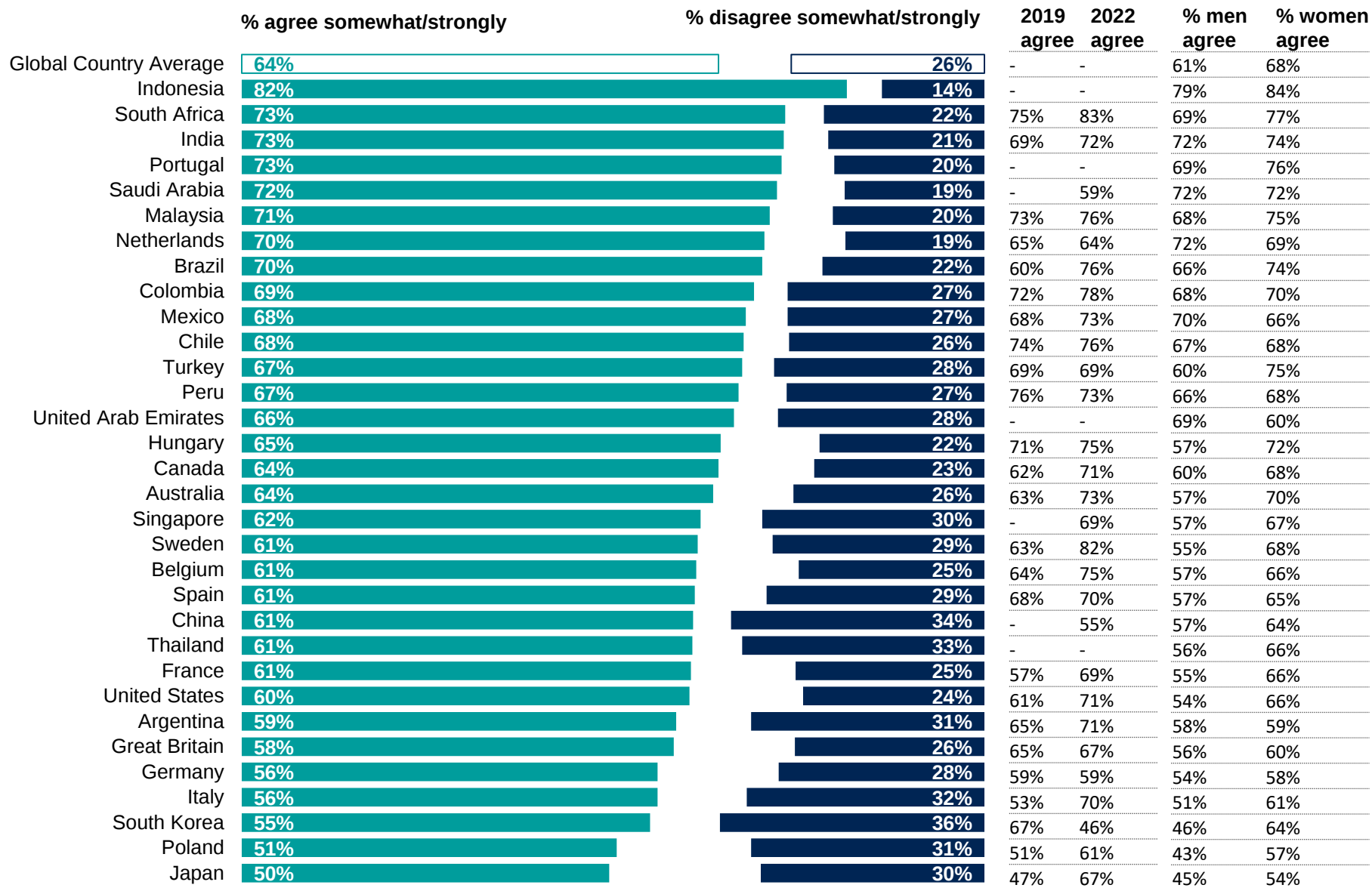


Q

Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

Women won't achieve equality in ... unless men take actions to support women's rights too

Male allyship is recognised as an important enabler of gender equality, with two in three (64%) agreeing that equality won't be achieved unless men take actions to support women's rights too. Women are more likely than men to agree with this statement (68% vs 61%).

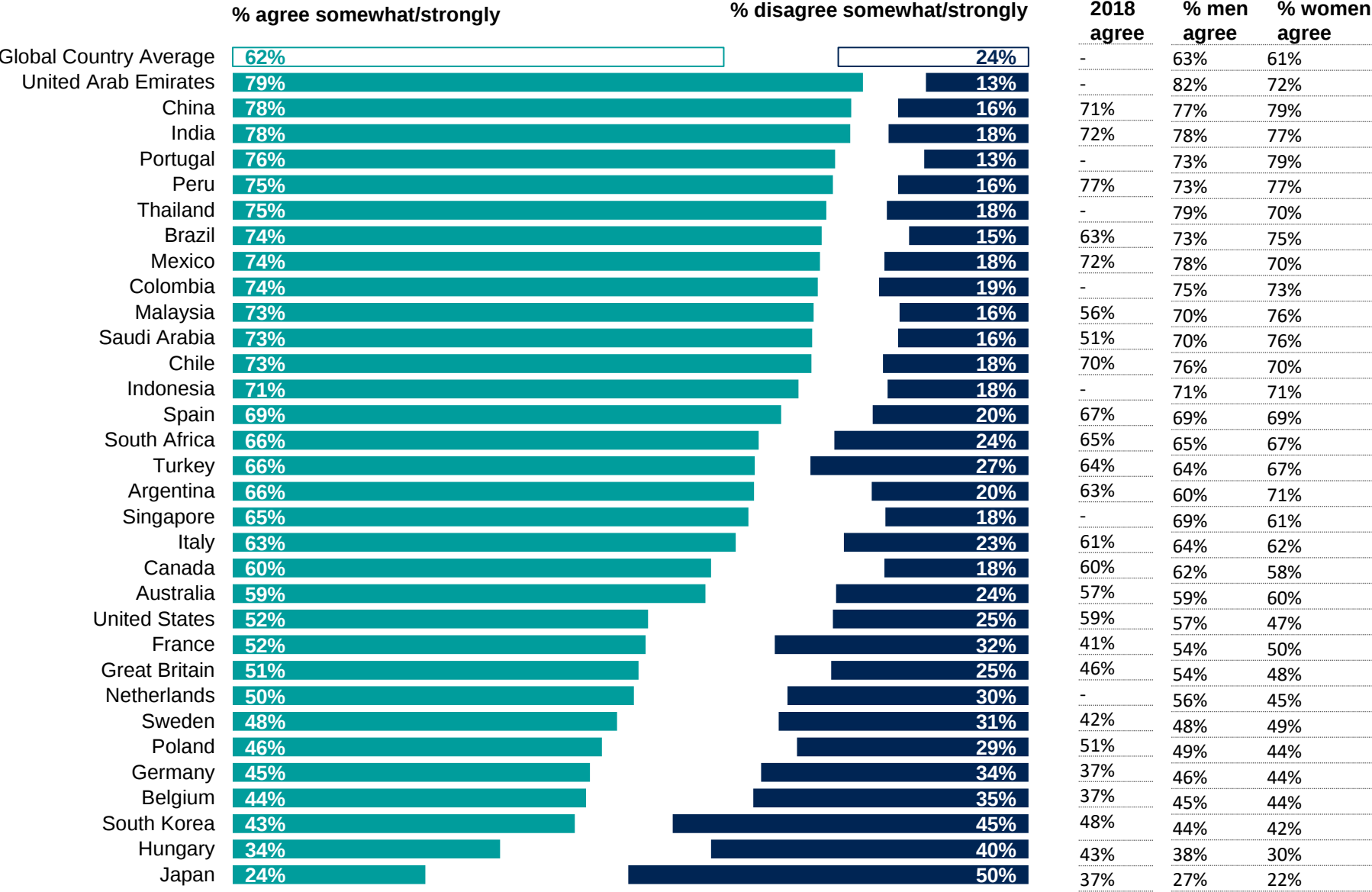


Q

Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

There are actions I can take to help promote equality between men and women

Globally, more than three in five believe that there are actions they can take to help promote equality between men and women (62%). Around a quarter of people (24%) disagree.

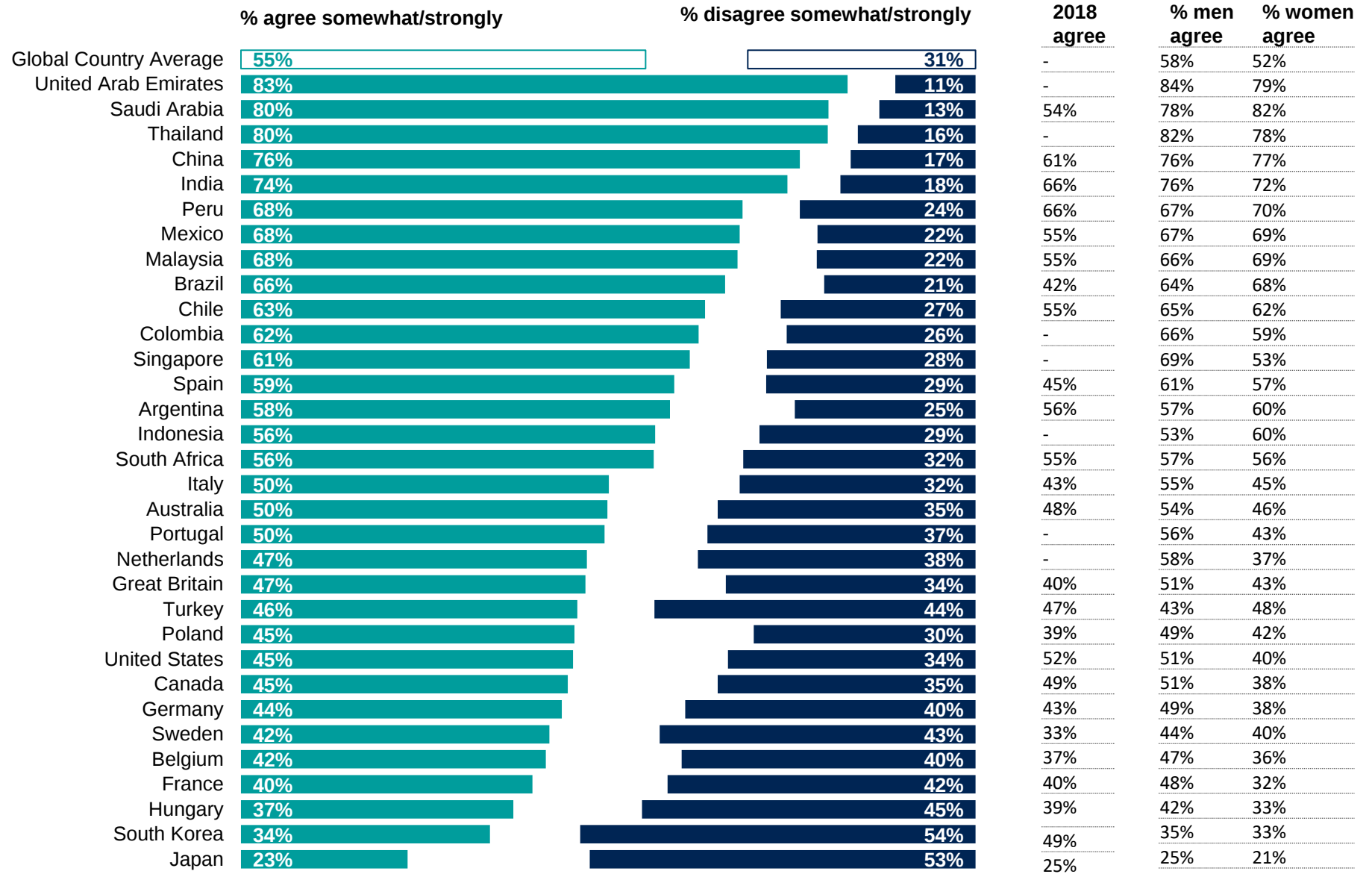


Q

Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

Equality between men and women will be achieved in my lifetime

Globally, around half of people believe that equality between men and women will be achieved in their lifetime (55%), although around one in three (31%) do not. Men are slightly more likely than women to agree with this statement (58% of men versus 52% of women).

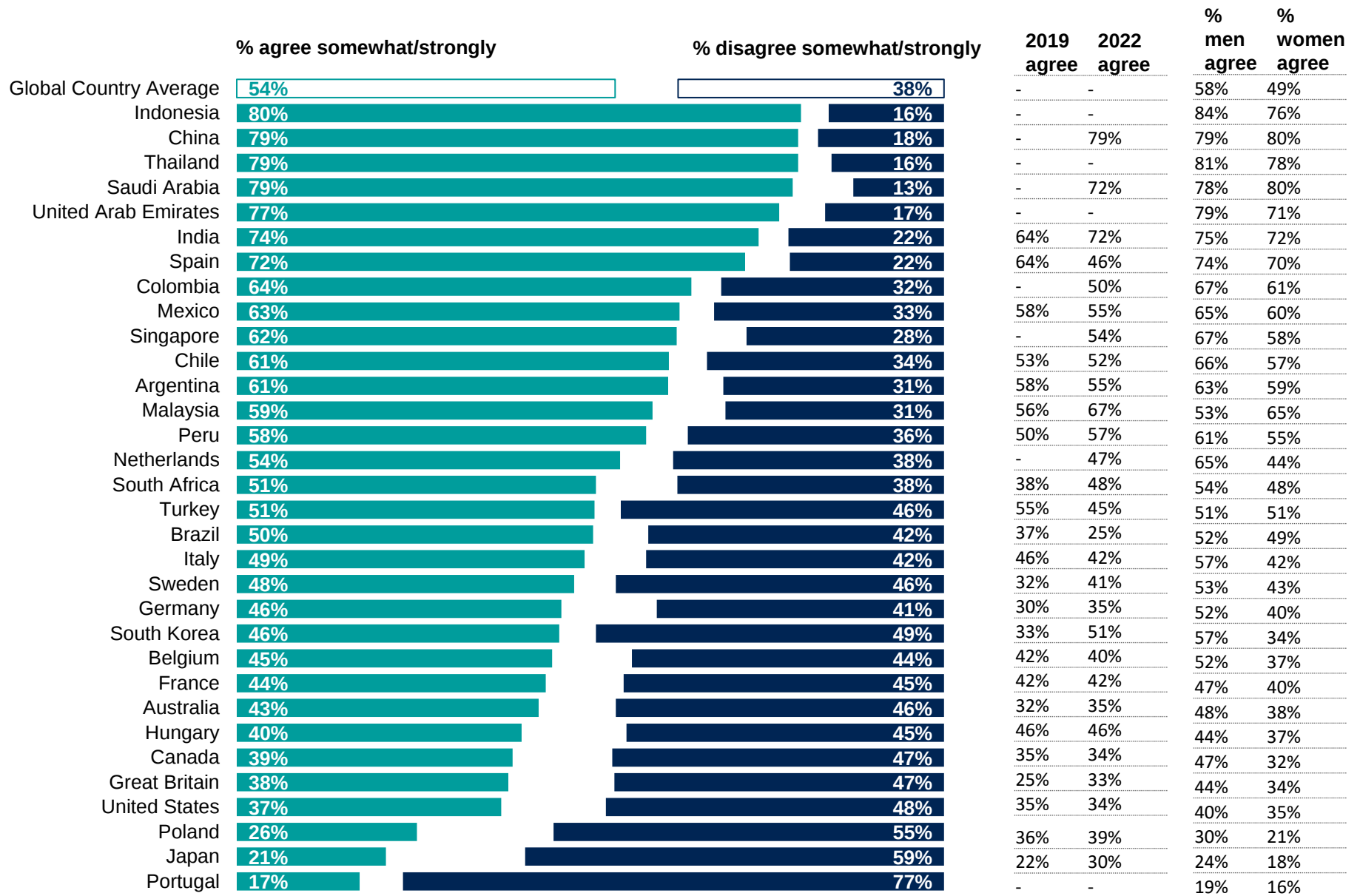


Q

Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

When it comes to giving women equal rights with men, things have gone far enough in my country

Progress on gender equality remains at risk of stalling. Globally, more than half (54%) agree that things have gone far enough in their country when it comes to giving women equal rights with men. Men are more likely than women to agree with this statement (58% versus 49%).



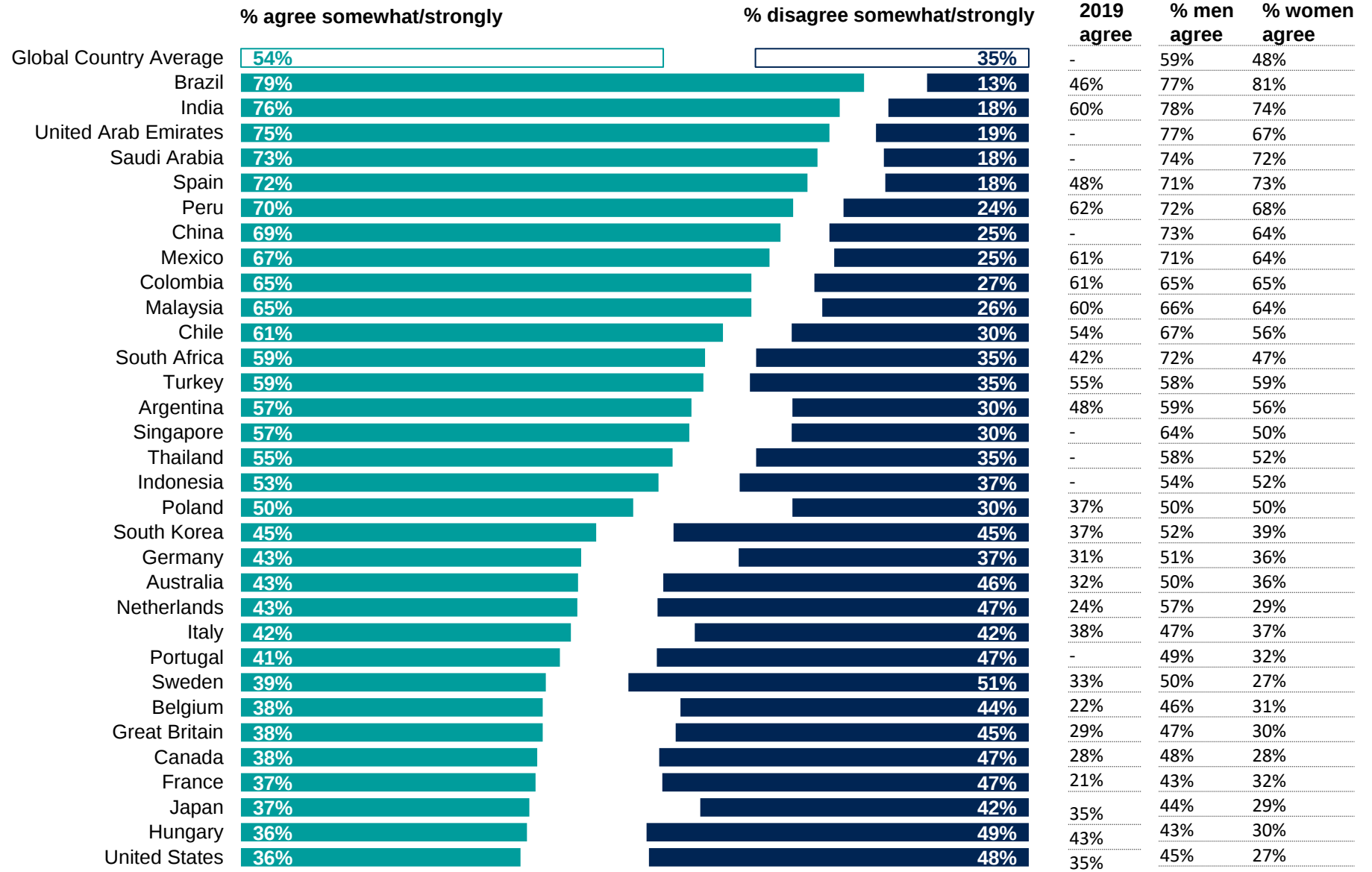
Q

Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

Men are being expected to do too much to support equality

Whilst over half of people (54%) agree that men are being expected to do too much to support gender equality, around a third (35%) disagree.

Men are more likely than women to agree with this statement (59% versus 48%).

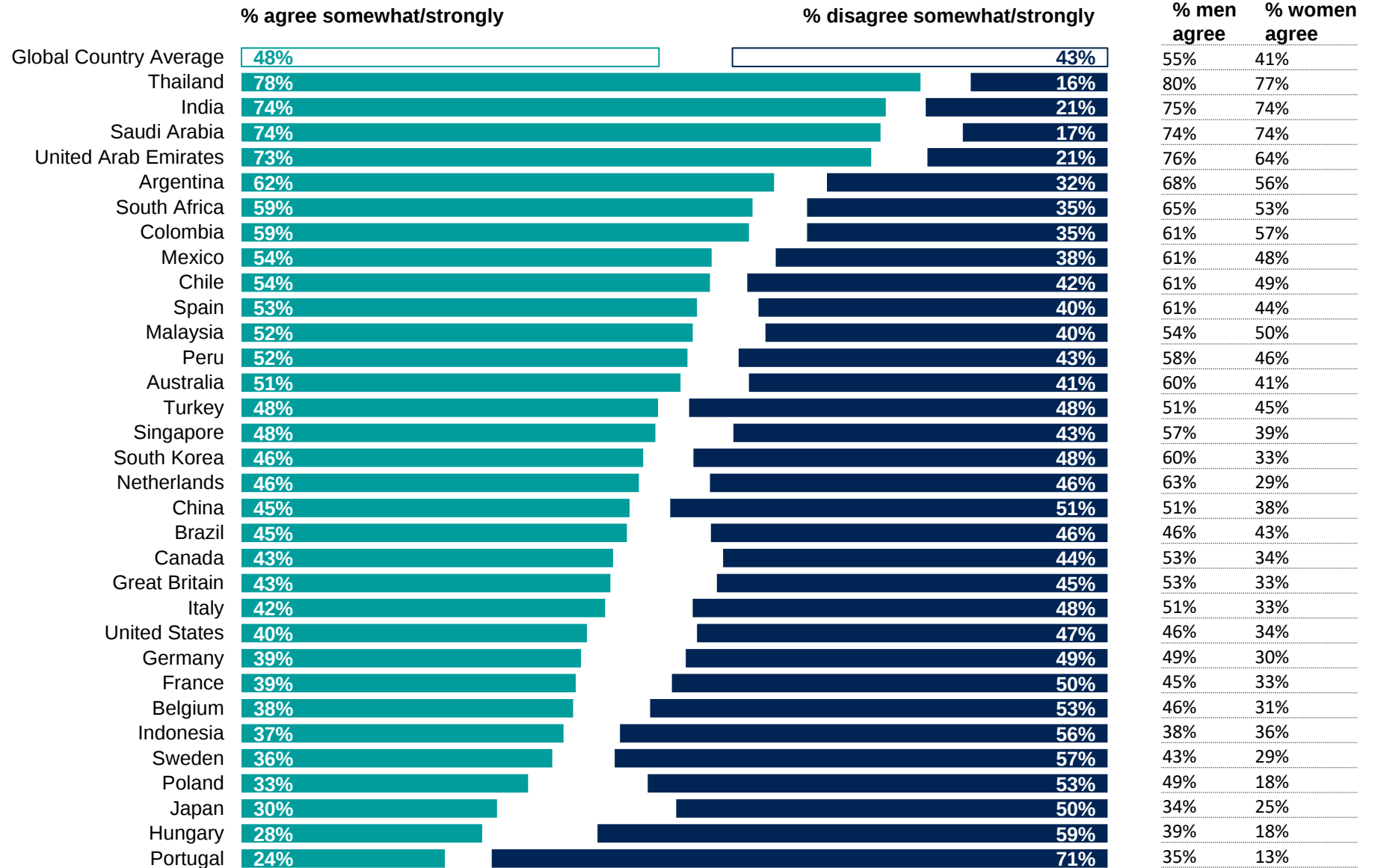


Q

Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

We have gone so far in promoting women's equality that we are discriminating against men

Globally, people are divided over whether we have gone so far in promoting equality that we are discriminating against men. Almost half agree that we are discriminating against men (48%) but around two in five (43%) disagree. Men are more likely than women to agree with this statement (55% versus 41%).

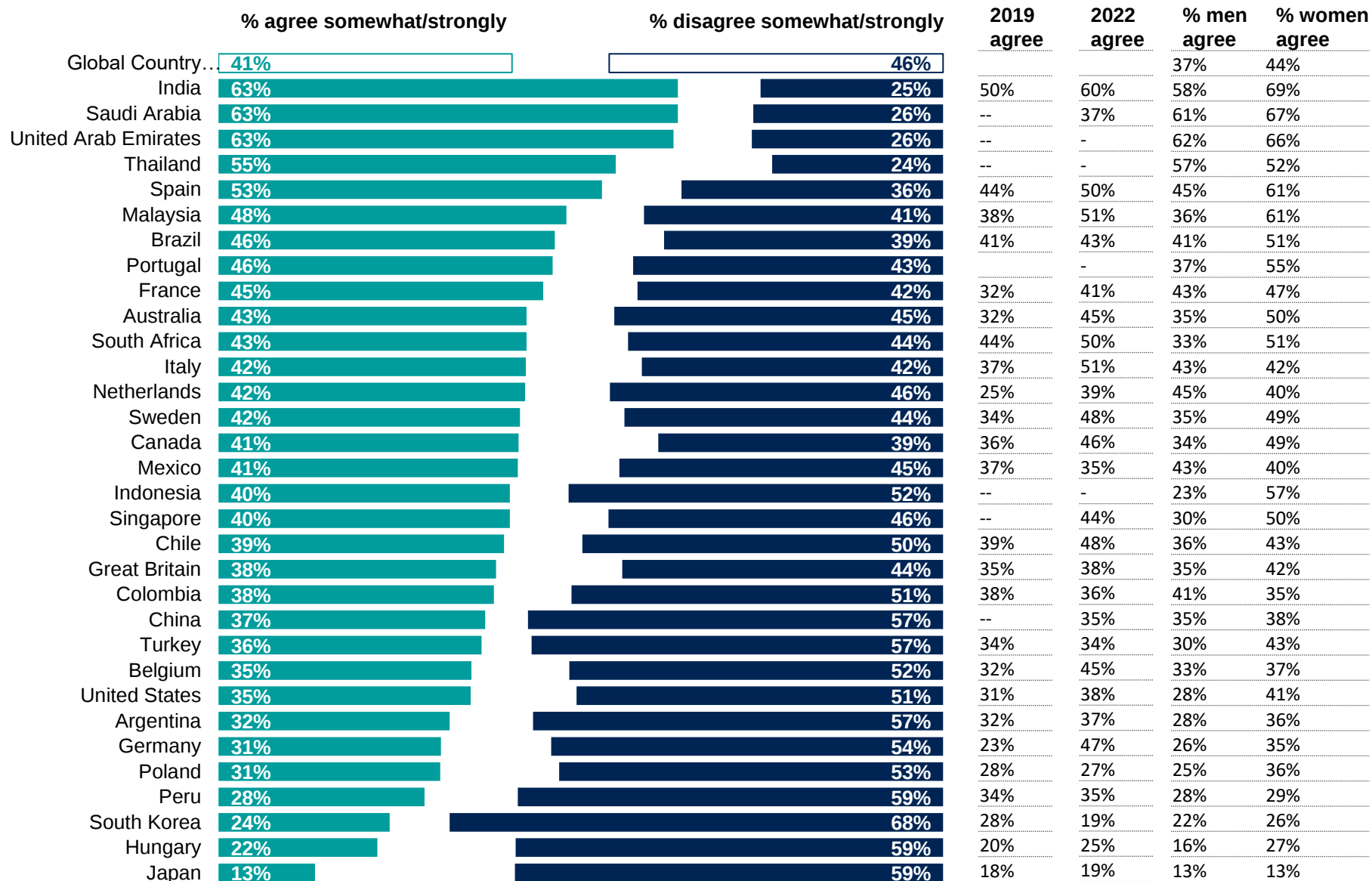


Q

Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

I define myself as a feminist

Globally, two in five people (41%) would define themselves as a feminist. This ranges from 44% of women to 37% of men.



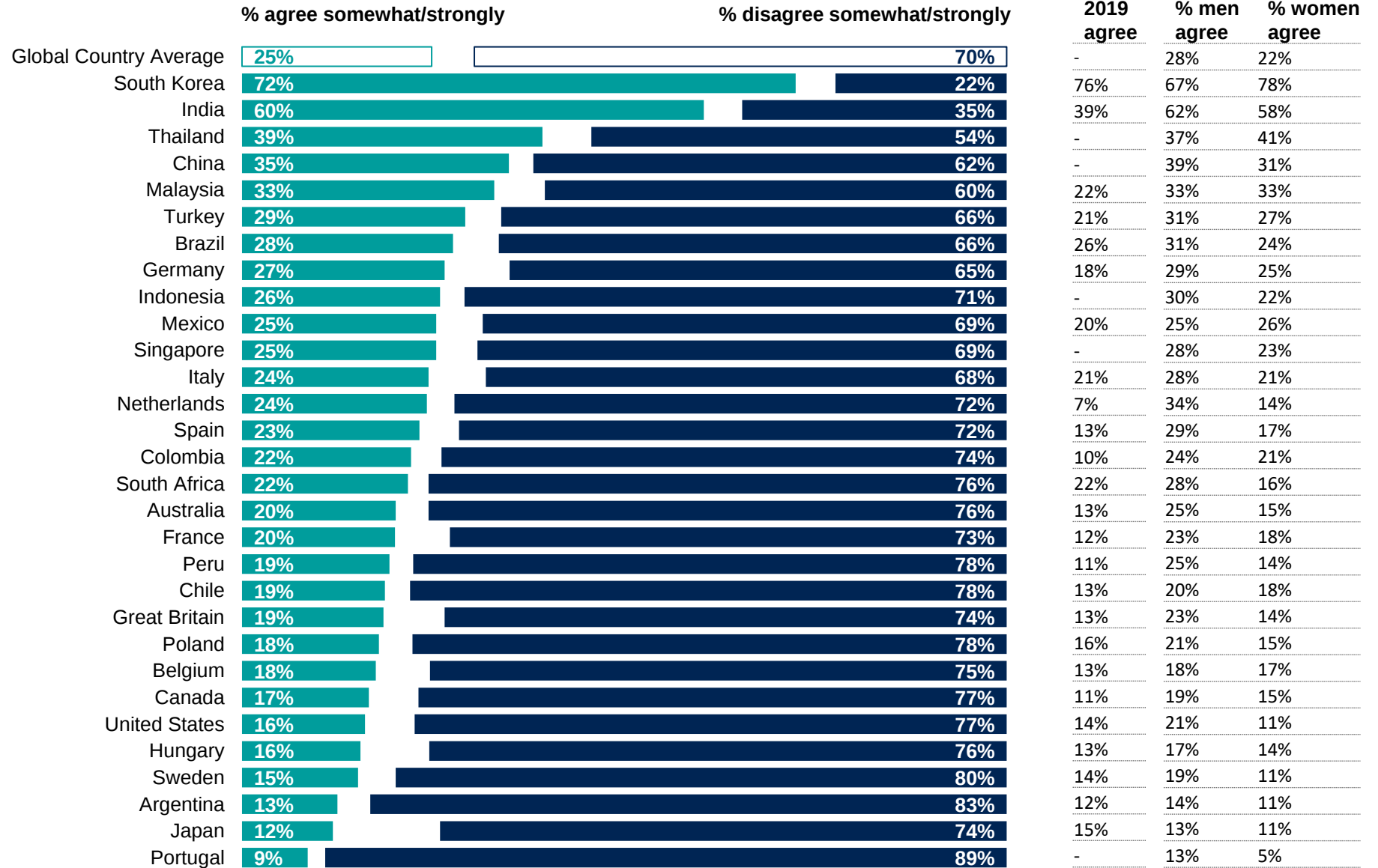
Q

Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

A man who stays home to look after his children is less of a man

Globally, seven in ten people (70%) disagree that a man who stays home to look after his children is less of a man.

A quarter of people agree with this statement. Men are slightly more likely to agree than women (28% vs 22%).





To what extent do you agree or disagree with the following statements?

Almost seven in ten people (68%) believe there is currently an inequality between women and men in terms of social, political and/or economic rights in their country. The proportion of women who agree with this statement is higher than the proportion of men (72% versus 63%).

Whilst around six in ten people (63%) disagree that they are scared to speak out and advocate the equal rights of women because of what might happen to them, almost two in five people (37%) agree with this statement.

Global country average

% agree
somewhat/very much

% disagree
somewhat/very much

% men
agree

% women
agree

I believe there is currently an inequality between women and men in terms of social, political and/or economic rights in my country



63%

72%

I am scared to speak out and advocate the equal rights of women because of what might happen to me



37%

38%



To what extent do you agree or disagree with the following statement:

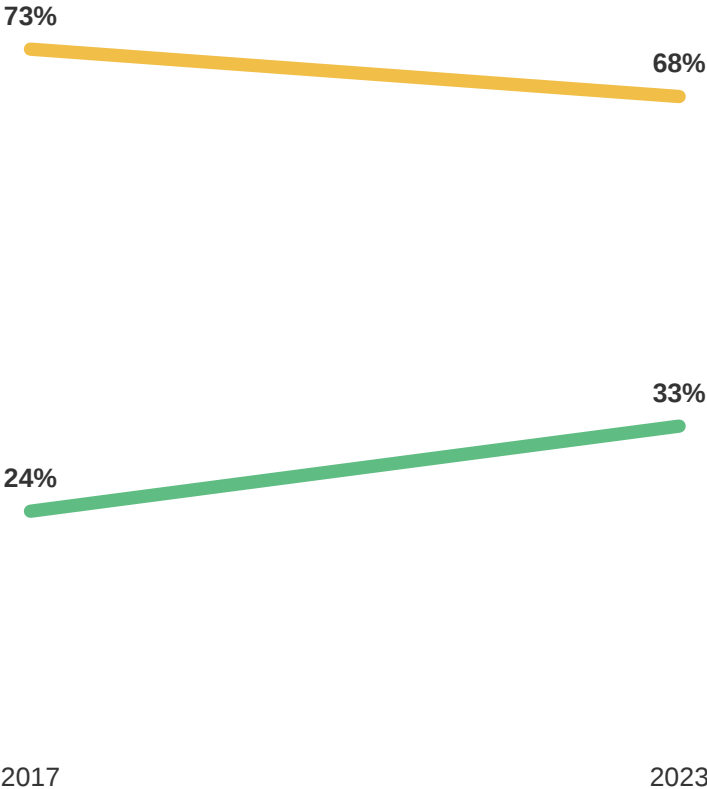
People are less likely to believe there is currently inequality between women and men in terms of social, political and/or economic rights in their country than they were in 2017 (68% versus 73%).

However, they are more likely to be scared to speak out and advocate the equal rights of women because of what might happen to them (24% versus 33%).

22 country Global average agree

I believe there is currently an inequality between women and men in terms of social, political and/or economic rights in my country

I am scared to speak out and advocate the equal rights of women because of what might happen to me



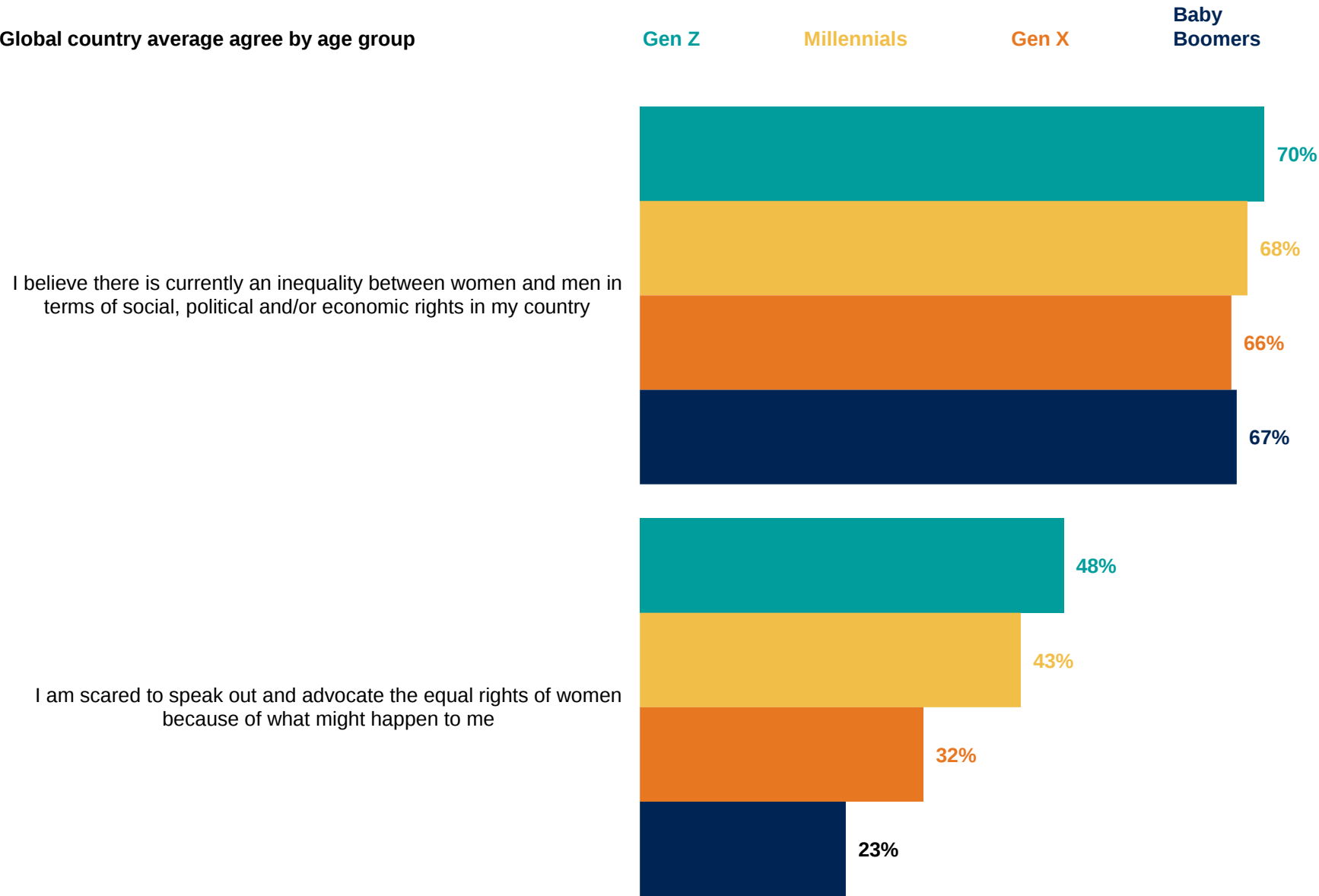


To what extent do you agree or disagree with the following statements?

Across the generations people tend to agree that there is currently an inequality between women and men in their country.

Younger generations tend to be more likely than older generations to agree that they are scared to speak out and advocate the equal rights of women because of what might happen to them (48% of Gen Z compared with 23% of Baby Boomers).

Global country average agree by age group



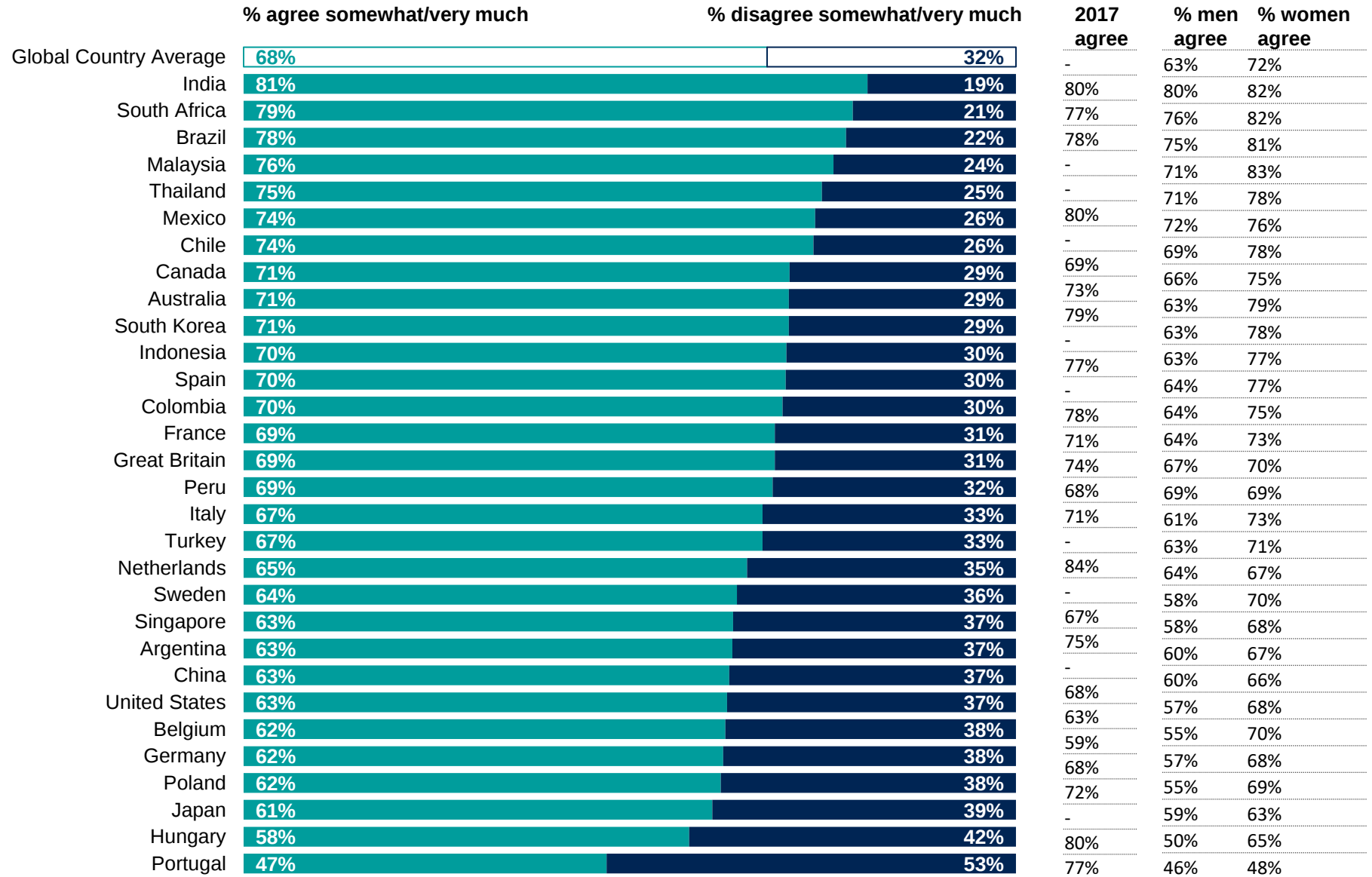
Q

To what extent do you agree or disagree with the following statement?

I believe there is currently an inequality between women and men in terms of social, political and/or economic rights in my country

Almost seven in ten people (68%) believe there is currently an inequality between women and men in terms of social, political and/or economic rights in their country.

Women are more likely than men to agree with this statement (72% versus 63%).

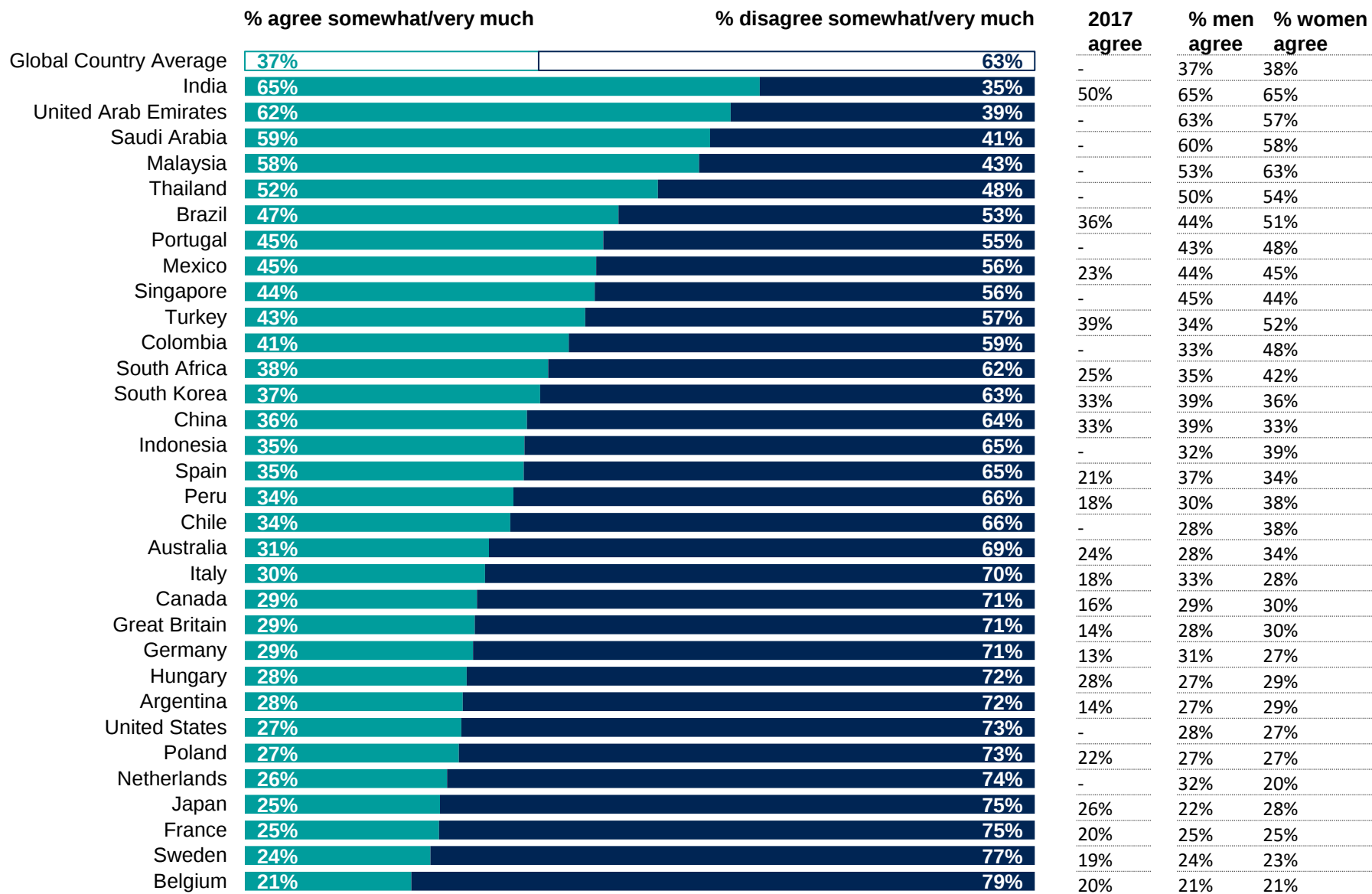


Q

To what extent do you agree or disagree with the following statement?

I am scared to speak out and advocate the equal rights of women because of what might happen to me

Almost two in five people (37%) are scared to speak out and advocate the equal rights of women because of what might happen to them, with similar proportions of men and women agreeing with this statement globally.



WHO BENEFITS FROM GENDER EQUALITY?

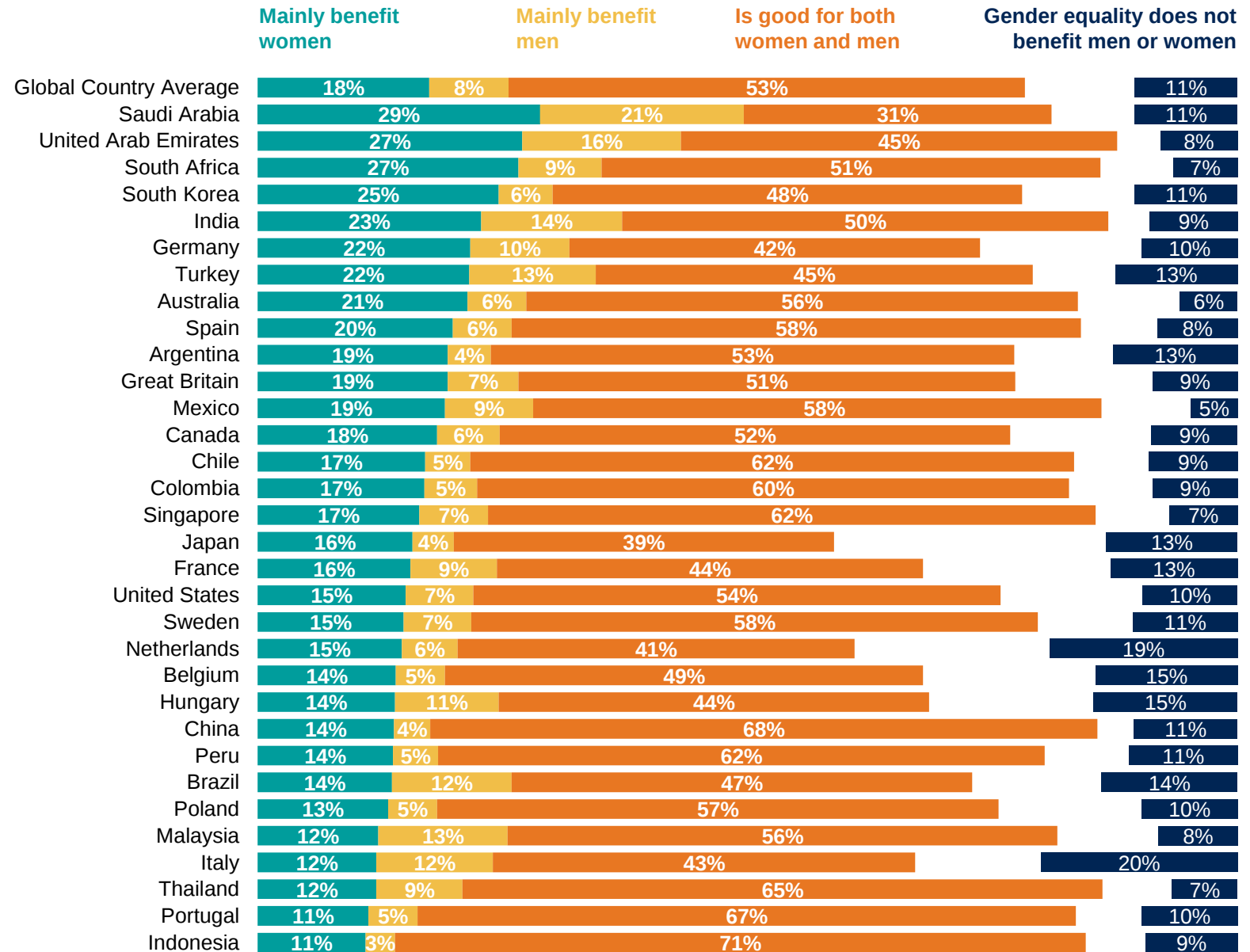


Q

Do you think that gender equality mainly benefits women, mainly benefits men or is good for both women and men, or neither?

Globally, around half of people (53%) think that gender equality is good for both women and men. Although just over one in ten people (11%) think gender equality benefits neither men nor women. Around one in five (18%) think it mainly benefits women, with a smaller proportion of people (8%) thinking it mainly benefits men.

Men are more likely than women to think that gender equality mainly benefits women (22% versus 13%).



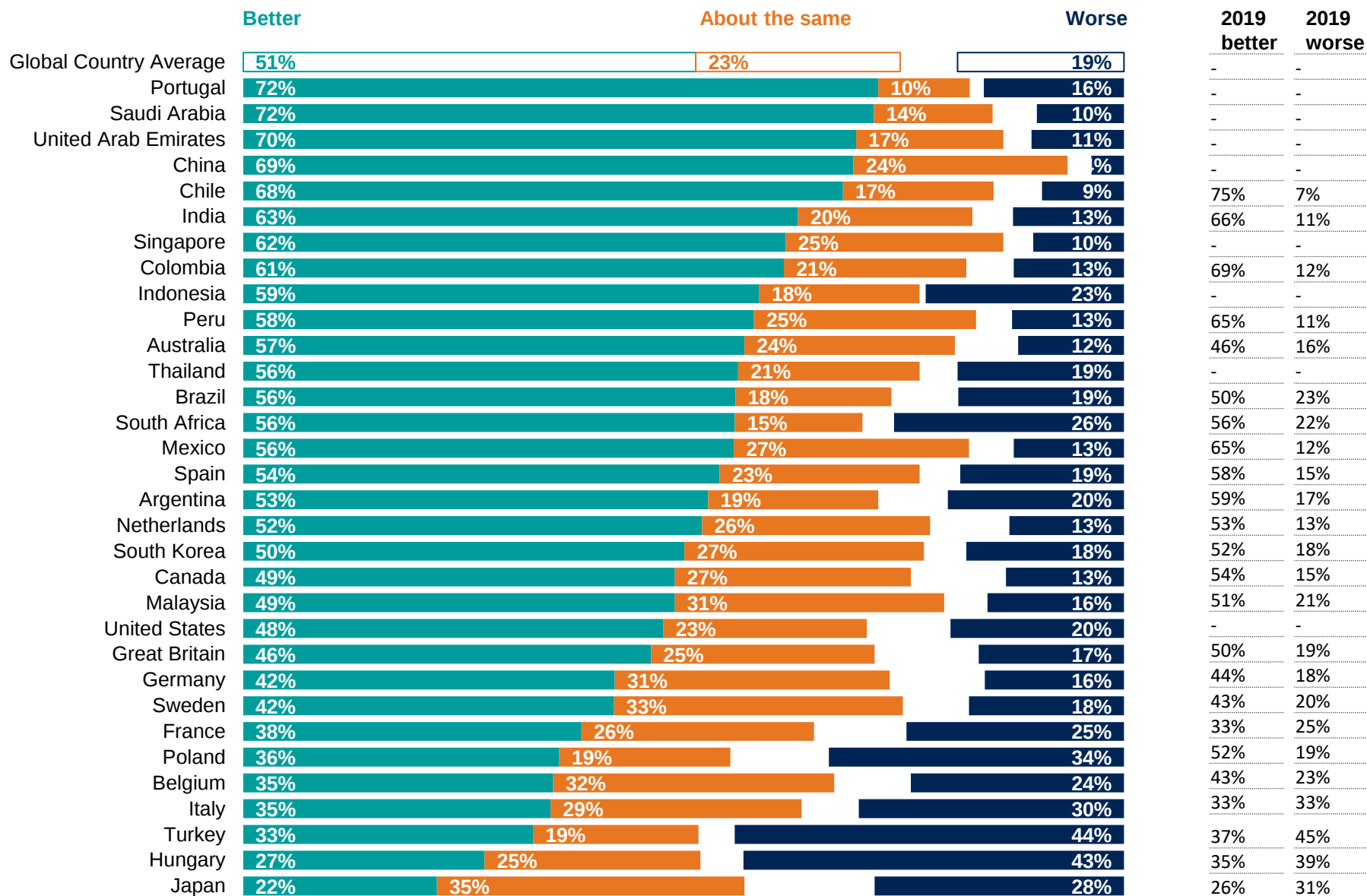
Q

To what extent, if at all, do you feel that young women today in [COUNTRY] will have had a better or worse life than women from their parents' generation, or will it have been the same?

Globally, around half of people (51%) think that young women today will have had a better life than women from their parents' generation.

Around a quarter of people (23%) think it will be about the same and around one in five people (19%) think it will be worse.

There are no notable differences across age groups, generations or between men and women.



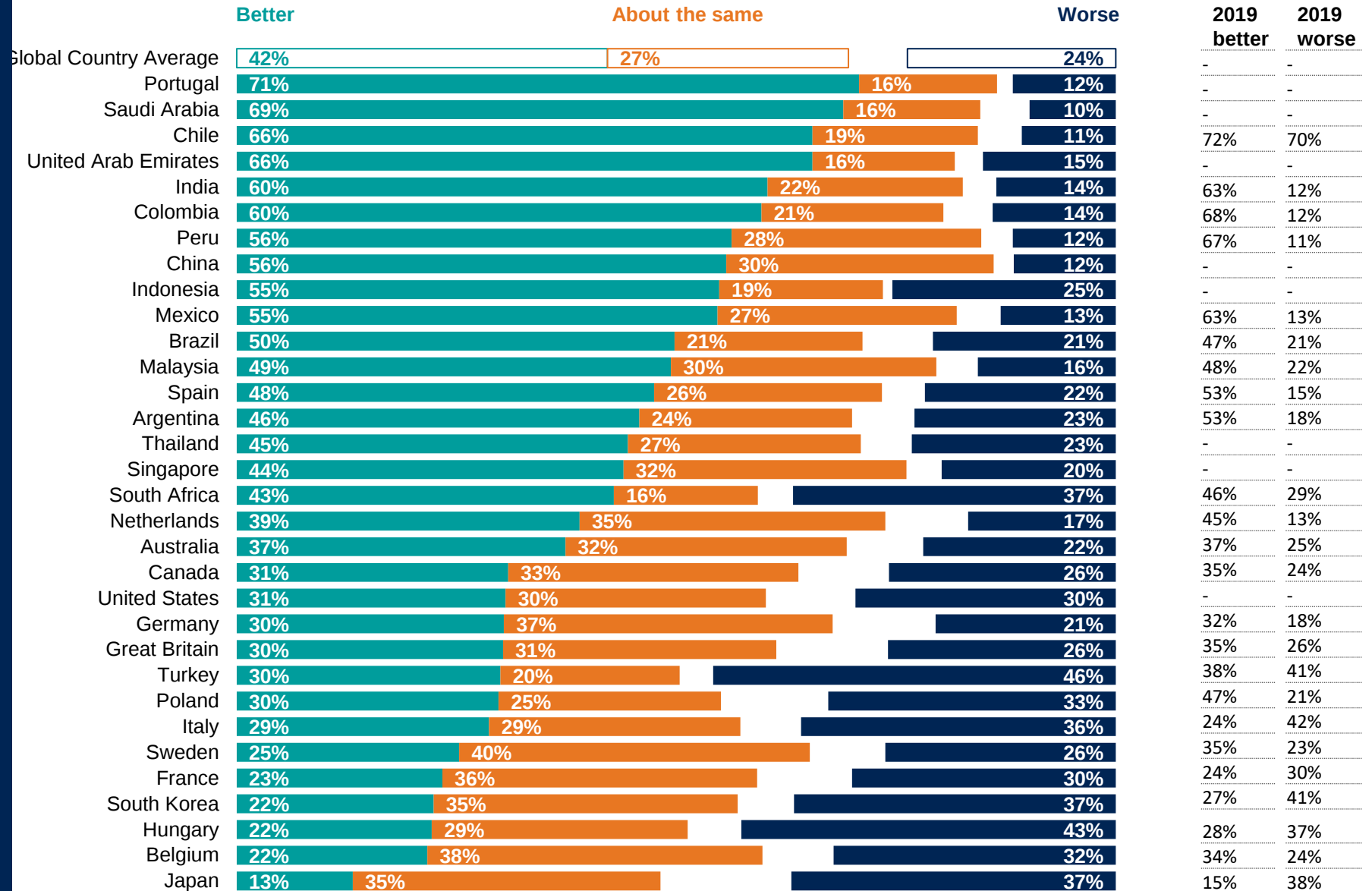
Q

To what extent, if at all, do you feel that young men today in [COUNTRY] will have had a better or worse life than men from their parents' generation, or will it have been the same?

Globally, people are slightly less optimistic about the lives of young men than those of young women. Just over two in five people (42%) think that young men today will have had a better life than men from their parents' generation.

Almost three in ten people (27%) think it will be about the same and around a quarter of people think it will be worse (24%).

There are no notable differences across age groups, generations or between men and women.



PEOPLE'S EXPERIENCES OF GENDER DISCRIMINATION





In the past year, have you personally been in any of these situations, or not?

Around two in five people globally (43%) have witnessed at least one experience of gender discrimination in the past year.

Just over a quarter of people (27%) have heard a friend or family member make a sexist comment in the last year, with women slightly more likely than men to have heard this (29% vs 24%).

One in five people (20%) have seen examples of gender discrimination at work, and almost one in seven people (14%) have seen someone sexually harassing a woman in the past year.

Global country average

Heard a friend or family member make a sexist comment



27%

Seen examples of gender discrimination at work



20%

Seen someone sexually harassing a woman



14%

Any of the above



43%

None of the above



50%

% men who have been in situation

% women who have been in situation

24%

29%

20%

20%

13%

14%

42%

45%

51%

48%

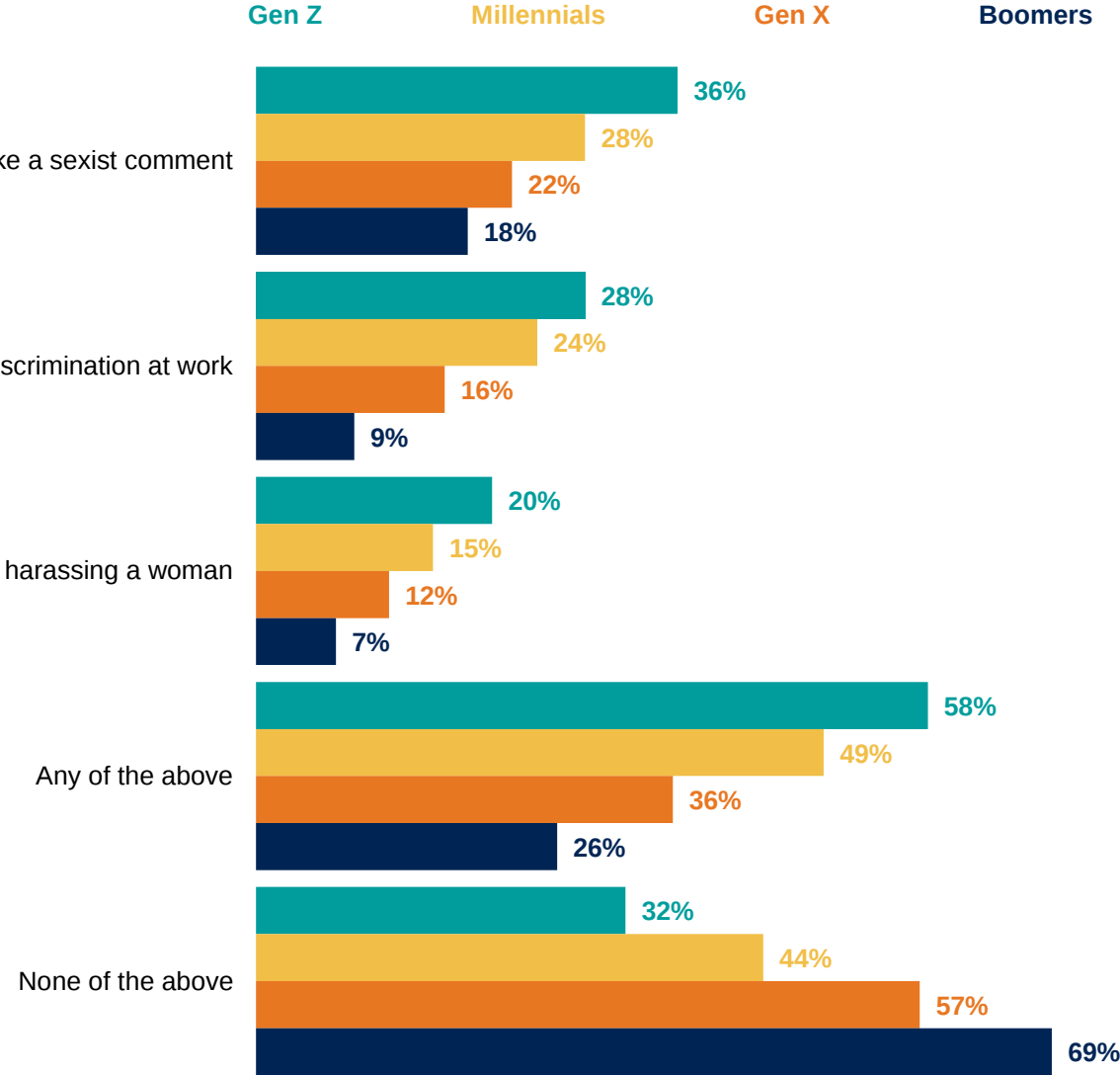




In the past year, have you personally been in any of these situations, or not?

Younger generations are more likely than older generations to report seeing examples of gender discrimination in the past year.

Global country average by age group

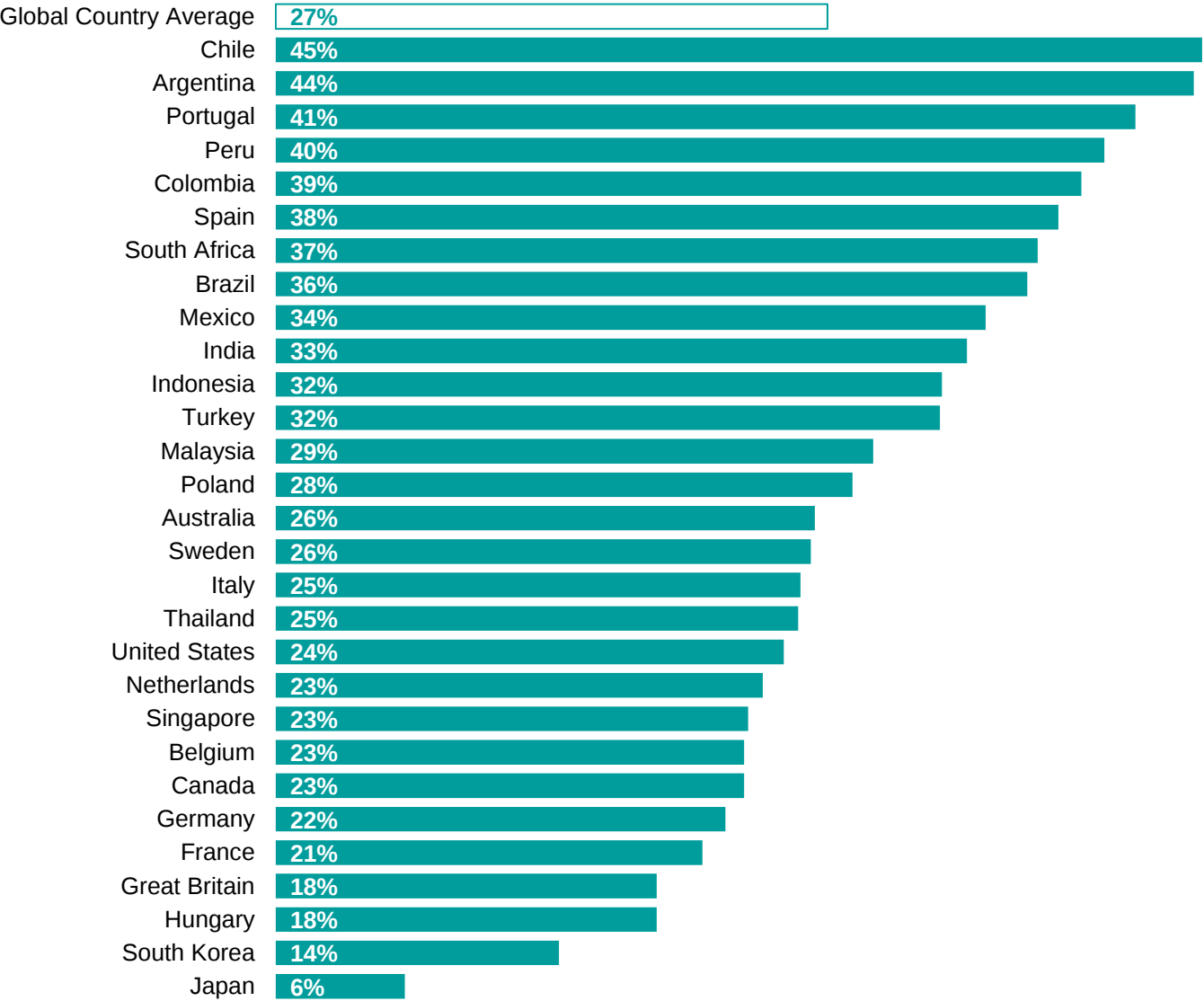


Q

In the past year, have you personally been in any of these situations, or not?

Heard a friend or family member make a sexist comment about a woman

Women are more likely than men to say they've heard a friend or family member make a sexist comment about a women in the past year (29% vs 24% of men).



% men who have been in situation	% women who have been in situation
24%	29%
41%	48%
41%	47%
34%	48%
39%	41%
37%	41%
36%	40%
36%	37%
33%	39%
31%	37%
34%	33%
30%	34%
30%	34%
28%	29%
25%	30%
22%	30%
23%	29%
24%	26%
21%	29%
25%	24%
23%	24%
22%	23%
22%	23%
20%	25%
21%	23%
16%	25%
16%	20%
15%	22%
10%	18%
5%	7%



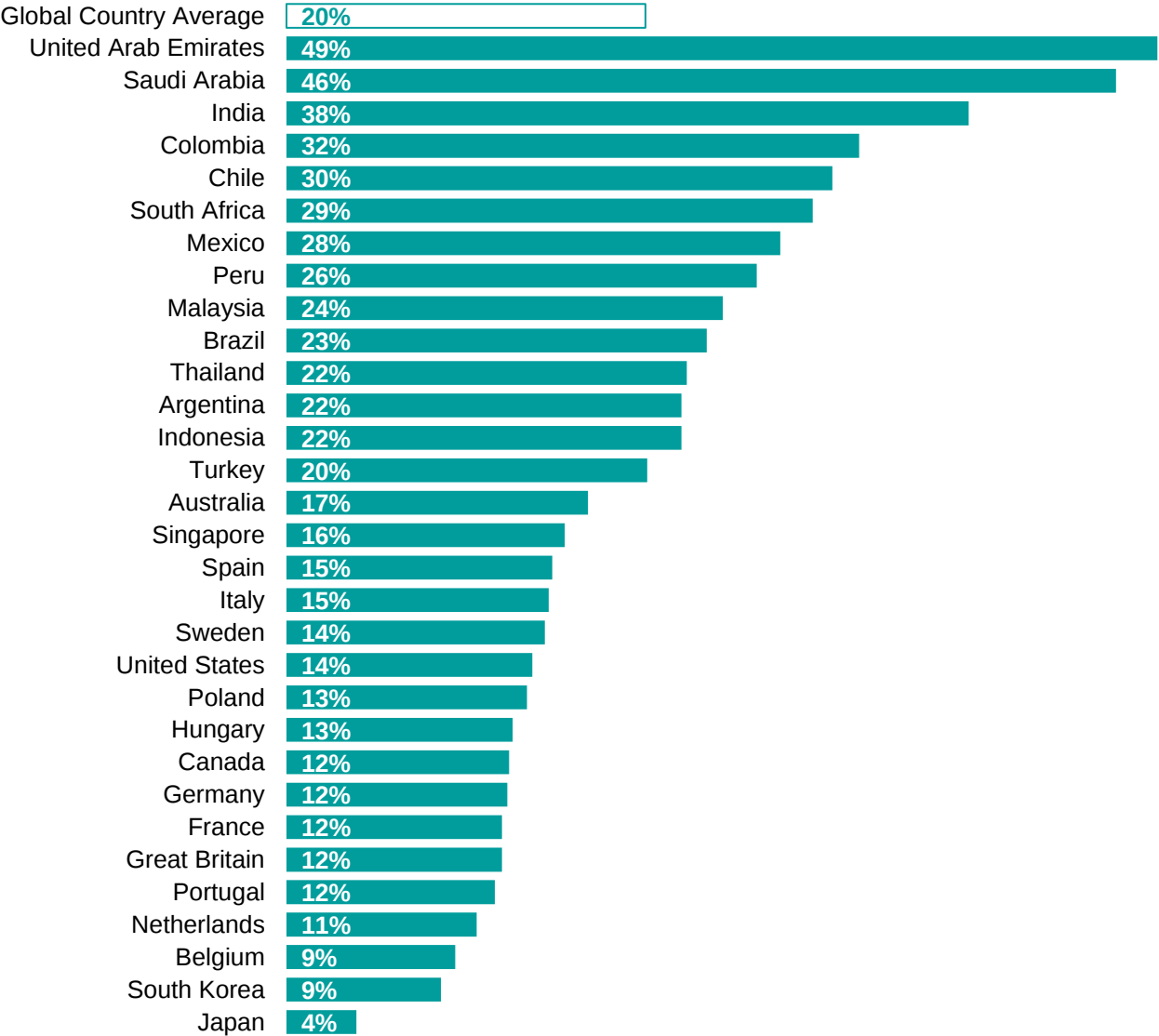
Q

In the past year, have you personally been in any of these situations, or not?

Seen examples of gender discrimination at work

Globally, women and men are equally likely to have seen examples of gender discrimination at work (20%).

Among people currently in work, 23% report seeing examples of gender discrimination.



% men who have been in situation	% women who have been in situation
20%	20%
50%	45%
44%	49%
43%	33%
37%	27%
27%	34%
31%	28%
23%	32%
26%	27%
23%	26%
24%	23%
20%	25%
19%	25%
18%	26%
18%	22%
14%	19%
16%	15%
13%	17%
15%	14%
15%	14%
14%	14%
13%	13%
9%	16%
13%	12%
14%	11%
11%	13%
12%	12%
9%	15%
11%	10%
10%	9%
9%	8%
5%	3%

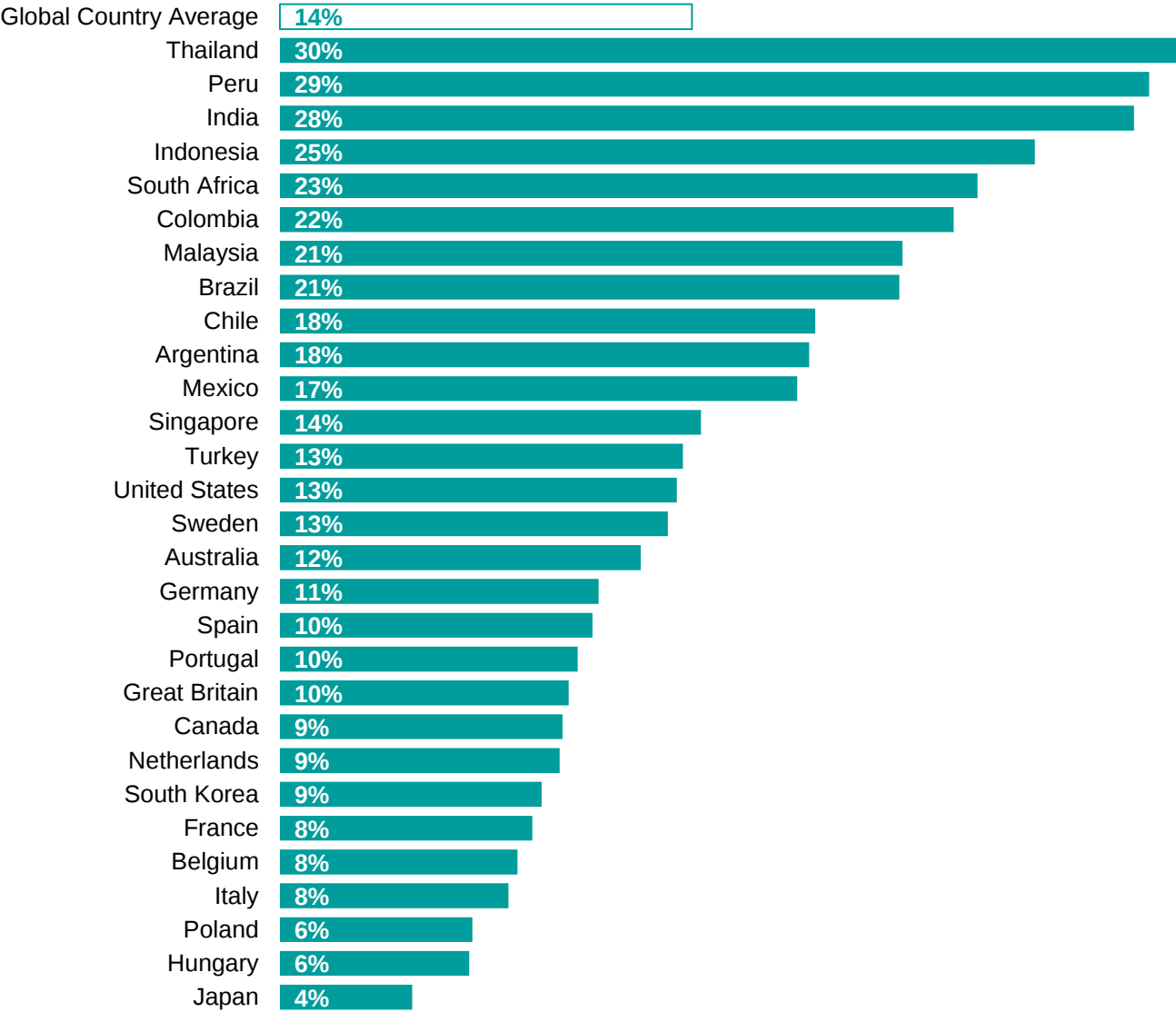


Q

In the past year, have you personally been in any of these situations, or not?

Seen someone sexually harassing a woman

Just over one in ten people (14%) across all countries surveyed have seen someone sexually harassing a woman in the past year.



% men who have been in situation	% women who have been in situation
13%	14%
27%	32%
29%	29%
31%	26%
26%	24%
27%	20%
25%	20%
20%	22%
20%	21%
17%	18%
17%	19%
16%	18%
13%	15%
11%	16%
14%	13%
14%	12%
13%	11%
11%	10%
11%	10%
5%	14%
9%	10%
8%	11%
12%	7%
7%	10%
9%	8%
10%	6%
10%	6%
6%	7%
5%	7%
5%	4%



TAKING ACTION WHAT DO PEOPLE DO?



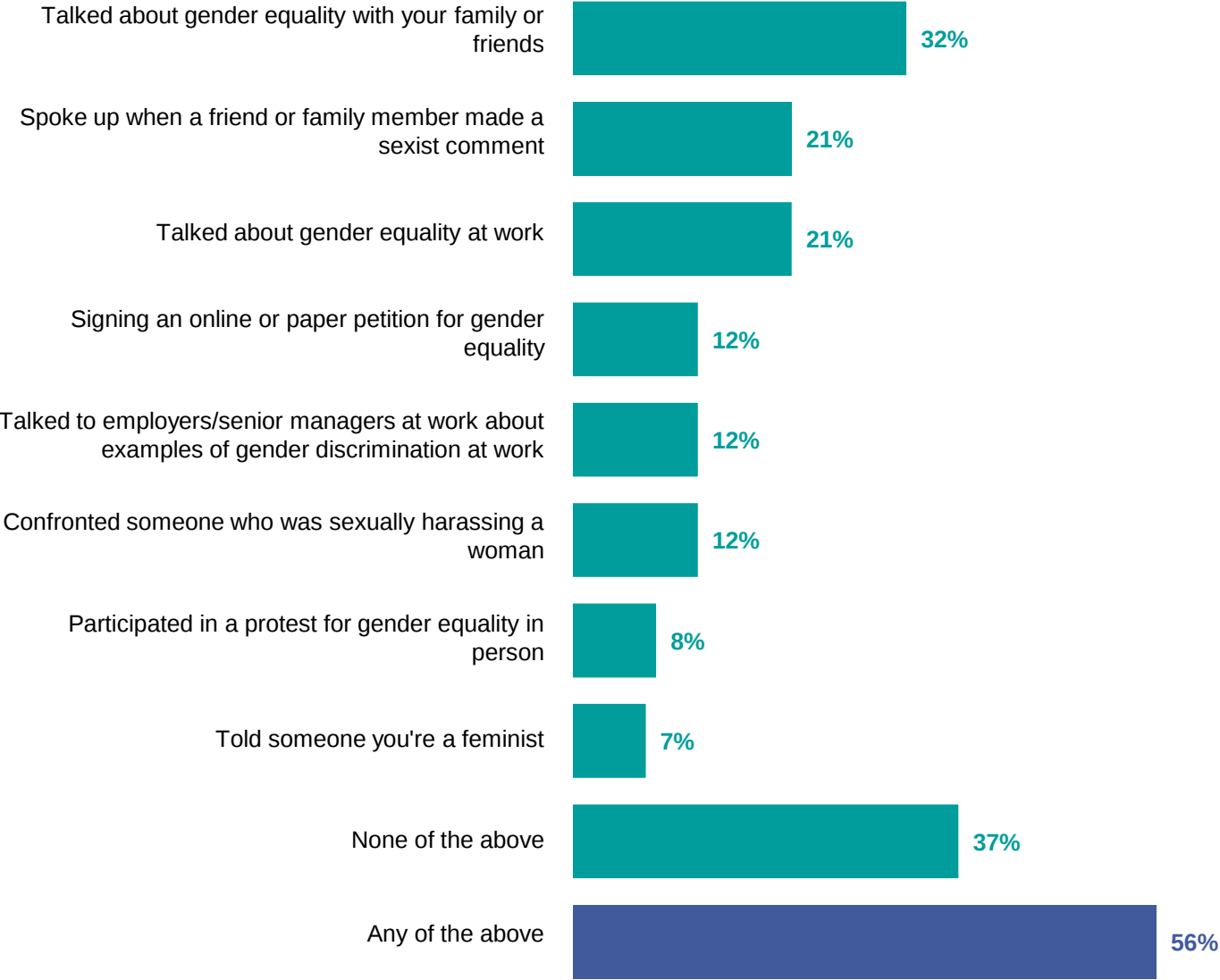
Q

In the past year, have you done any of the following things, or not?

When asked whether or not individuals had undertaken a range of actions that promote gender equality in the past year, just over half (56%) had taken at least one action, whereas around four in ten (37%) had not taken any of the listed actions.

People were most likely to have talked about gender equality with their family or friends (32%), spoken up when a friend or family member made a sexist comment (21%), or talked about gender equality at work (21%). Just over one in ten people (12%) have confronted someone who was sexually harassing a woman.

Global country average



% men	% women
30%	34%
17%	25%
22%	20%
12%	13%
13%	10%
12%	11%
9%	7%
6%	8%
37%	36%
42%	45%



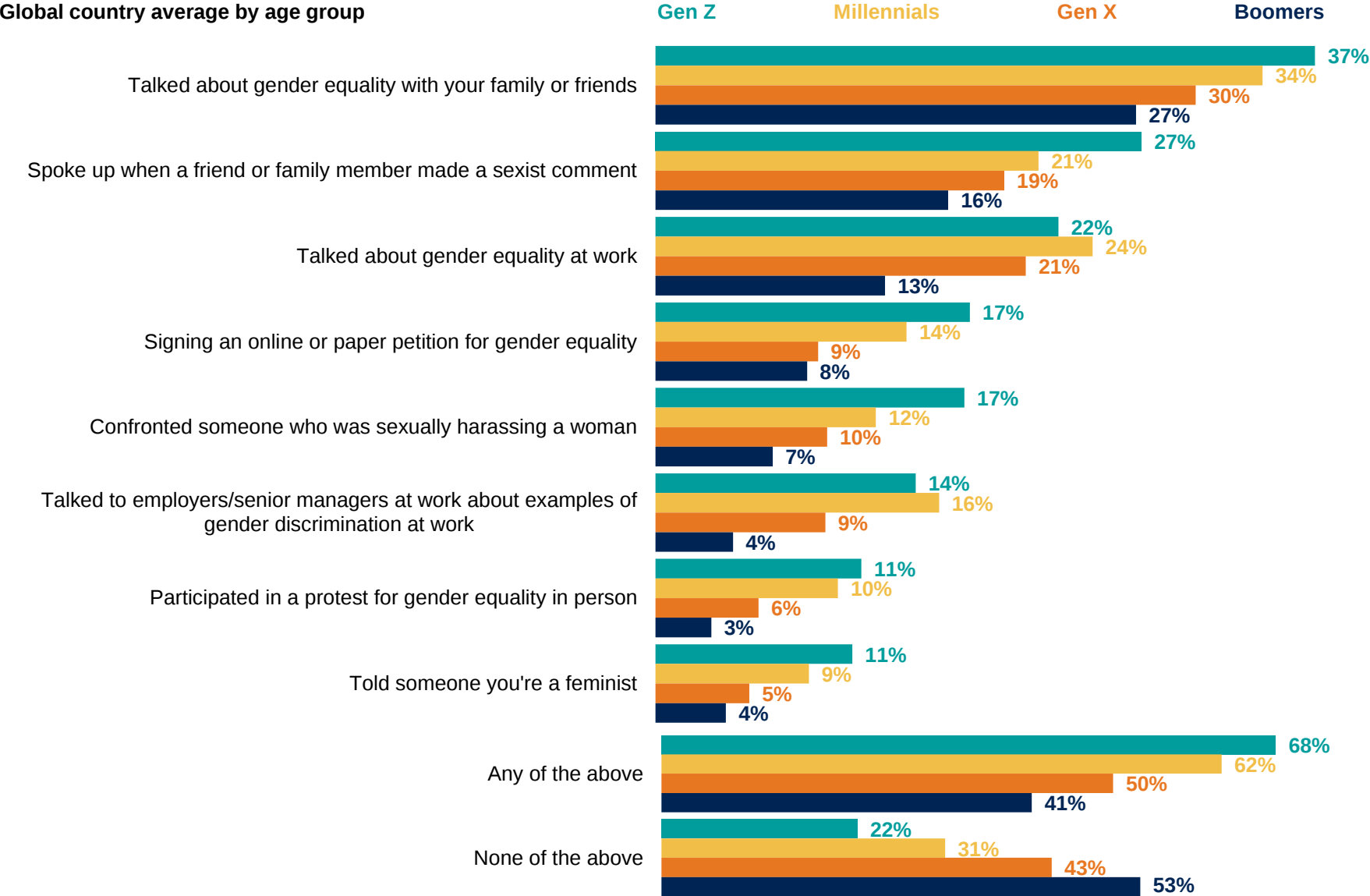


In the past year, have you done any of the following things, or not?

Younger generations are more likely than older generations to have taken at least one action to promote gender equality in the past year. Almost seven in ten Gen Z (68%) have taken at least one action compared with around two in five Baby Boomers (41%).

Gen Z are most likely to have talked about gender equality with their friends and family (37%), or spoken up when a friend or family member made a sexist comment (27%).

Global country average by age group

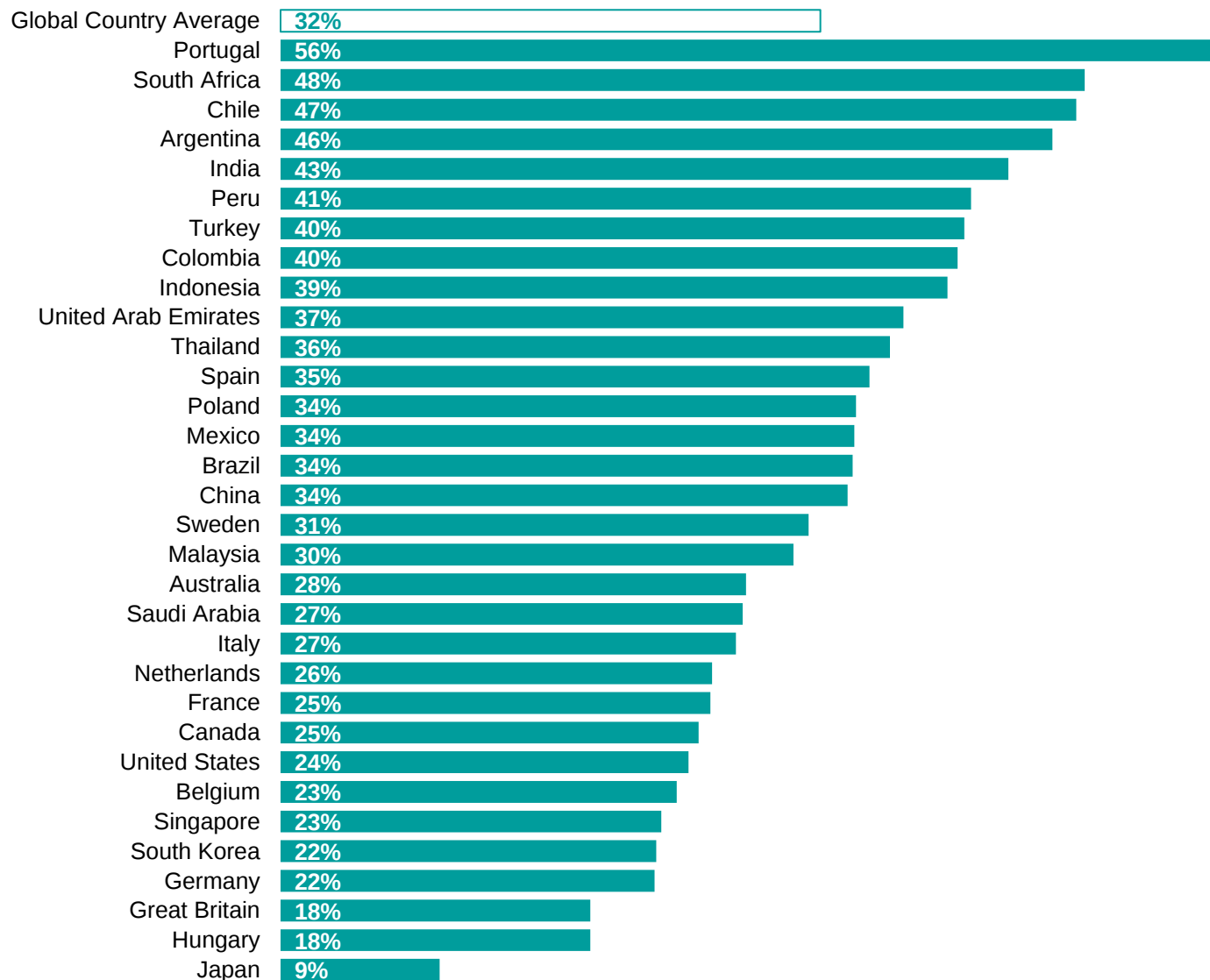


Q

In the past year, have you done any of the following things, or not?

Talked about gender equality with your family and friends

Almost a third of people (32%), have talked about gender equality with their family and friends over the past year, with women being slightly more likely to have had these conversations than men (34% vs 30%).



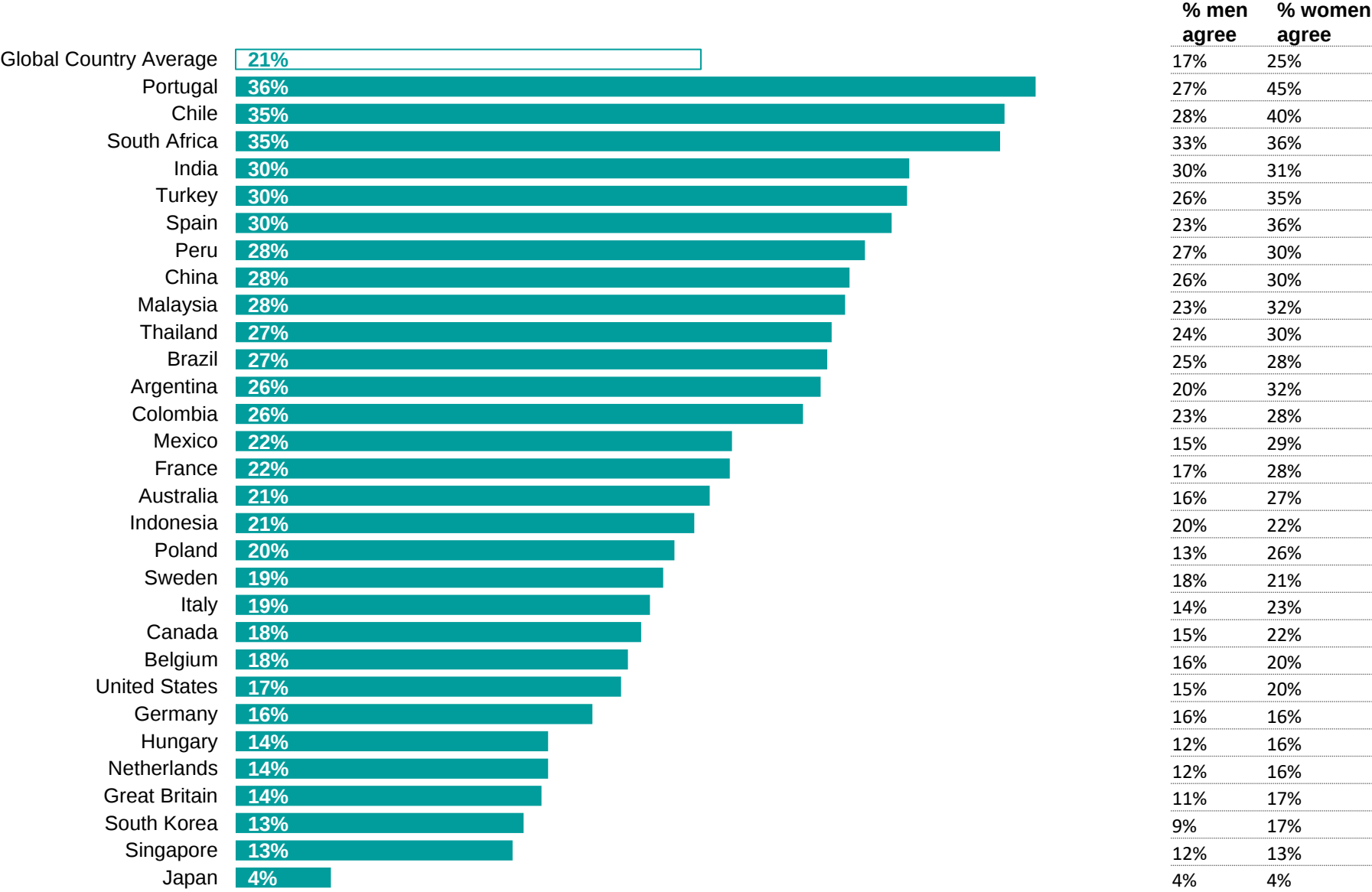
% men taken action	% women taken action
30%	34%
56%	56%
46%	49%
44%	49%
43%	48%
42%	44%
39%	42%
36%	45%
41%	39%
38%	41%
37%	38%
41%	31%
33%	37%
28%	40%
30%	37%
32%	35%
32%	35%
24%	39%
27%	34%
23%	32%
28%	26%
26%	28%
21%	30%
24%	27%
20%	30%
23%	25%
23%	23%
22%	23%
23%	22%
20%	24%
17%	20%
16%	20%
9%	10%

Q

In the past year, have you done any of the following things, or not?

Spoke up when a friend or family member made a sexist comment about a woman

Globally, around one in five people (21%) have spoken up when a friend or family member made a sexist comment about a woman in the past year. This ranges from a quarter of women (25%) to just under a fifth of men (17%). Across the majority of the 32 countries, women were more likely than men to have spoken up against this.



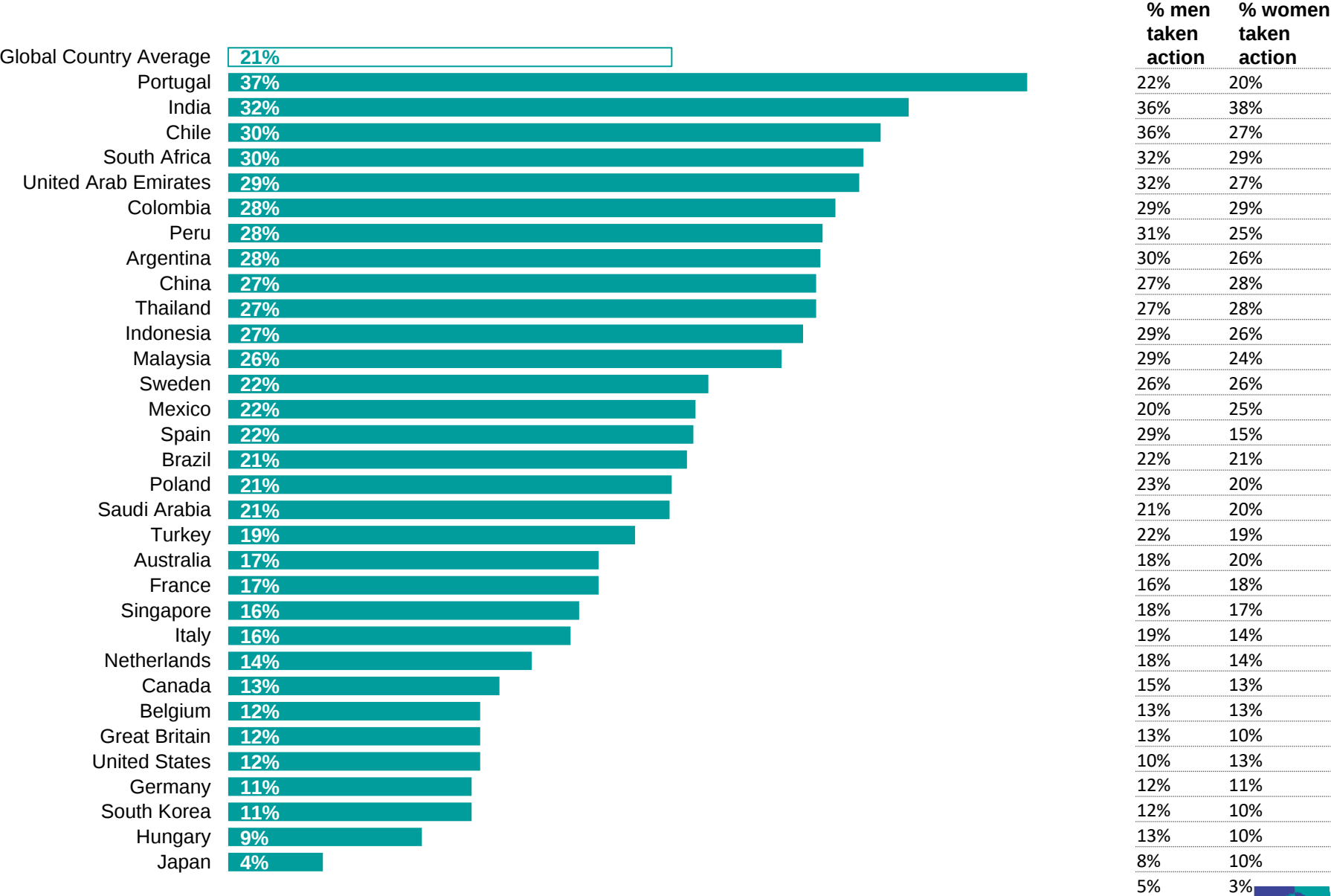


In the past year, have you done any of the following things, or not?

Talked about gender equality at work

Across the 32 countries surveyed, around one fifth of people (21%) have talked about gender equality at work.

Among those in currently in work, a quarter of people (25%) have talked about gender equality at work.

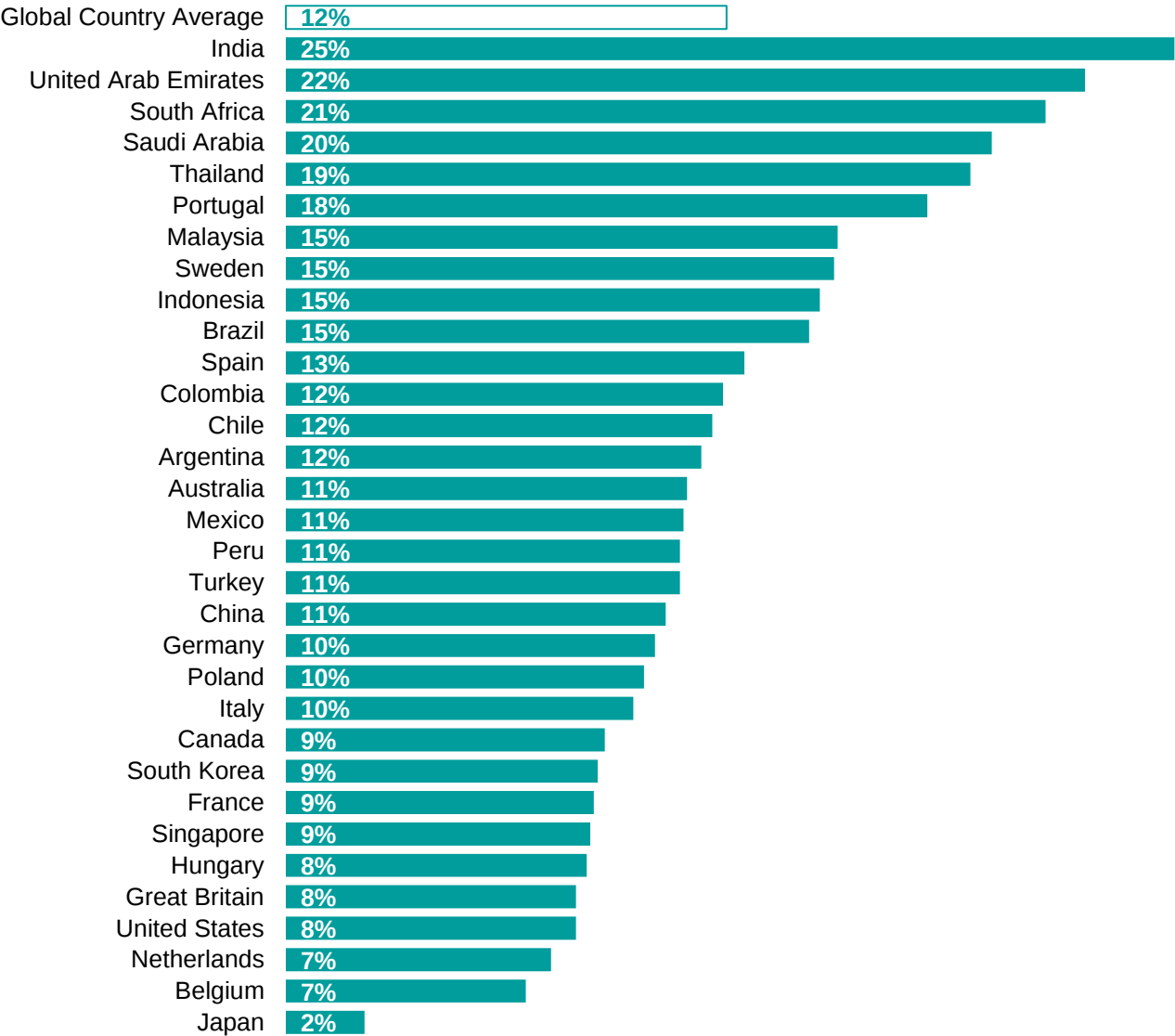


Q

In the past year, have you done any of the following things, or not?

Signed an online or paper petition for gender equality

Globally, just over one in ten people (12%) say they have signed an online or paper petition for gender equality in the past year.



% men taken action	% women taken action
12%	13%
27%	23%
23%	21%
21%	21%
21%	18%
16%	22%
12%	24%
15%	16%
13%	17%
13%	17%
14%	15%
13%	12%
14%	11%
12%	12%
10%	13%
9%	13%
10%	12%
11%	11%
9%	13%
11%	11%
10%	11%
8%	12%
10%	9%
9%	9%
6%	12%
8%	10%
10%	7%
6%	11%
7%	9%
6%	10%
8%	7%
10%	3%
2%	2%



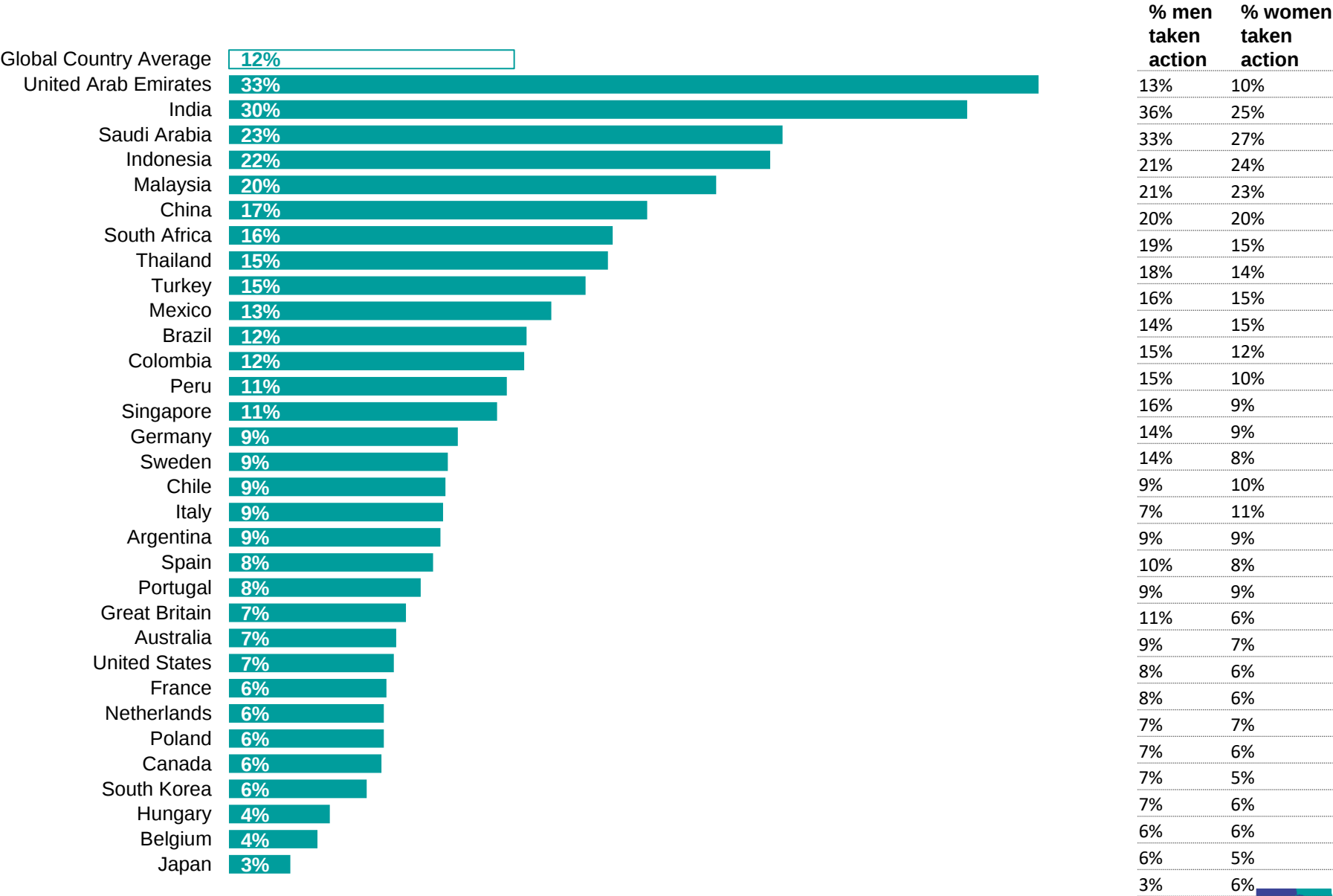
Q

In the past year, have you done any of the following things, or not?

Talked to employers/ senior managers at work about examples of gender discrimination at work

Around one in ten people globally (12%) have talked to employers/senior managers at work about examples of gender discrimination at work. Men were slightly more likely than women to say they had done this in the past year (13% versus 10%).

Among those currently in work, a similar proportion of people (14%) have talked to their employers or senior managers about gender discrimination.

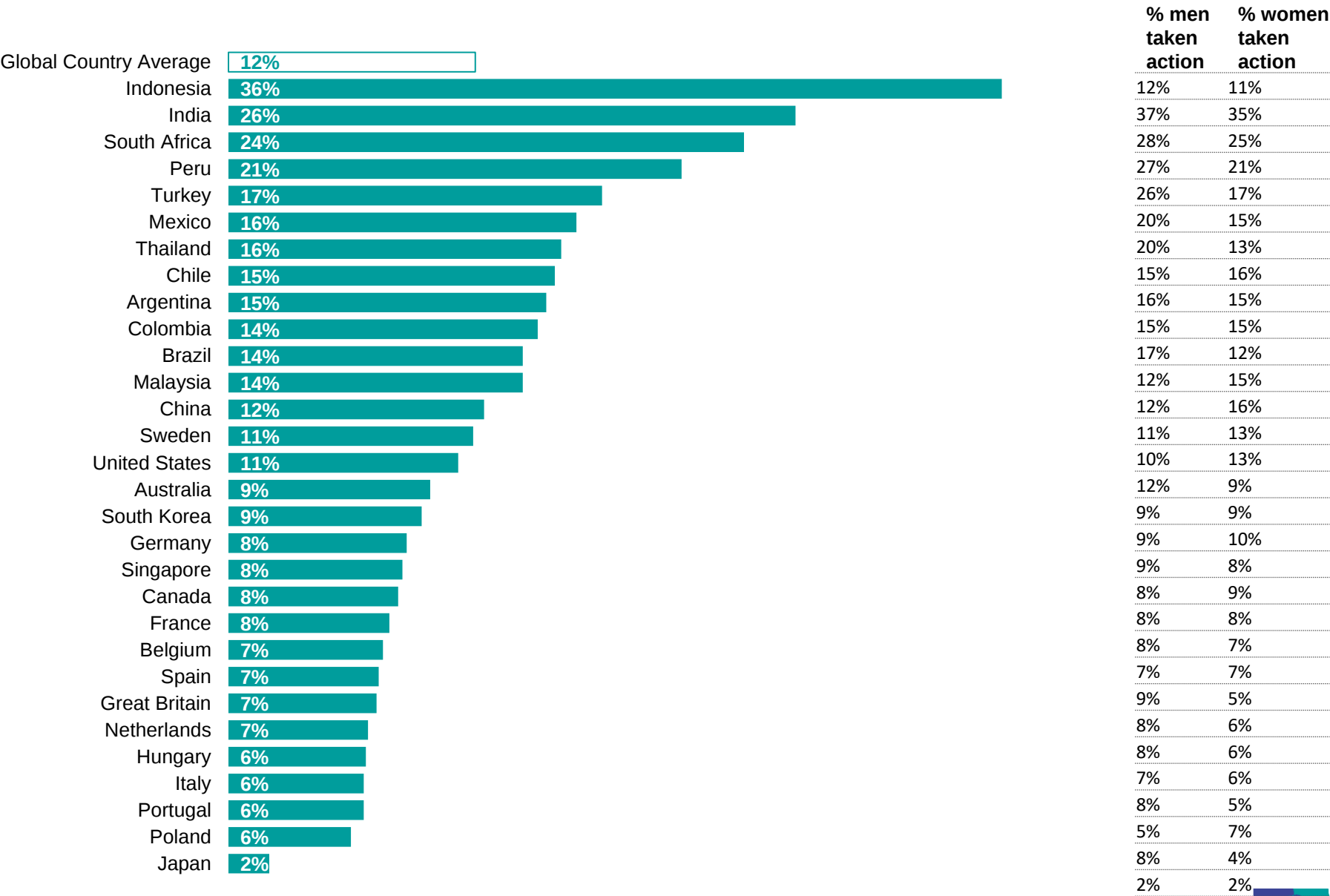


Q

In the past year, have you done any of the following things, or not?

Confronted someone who was sexually harassing a woman

Across the 32 countries surveyed, just over one in ten people (12%) have confronted someone who was sexually harassing a women.

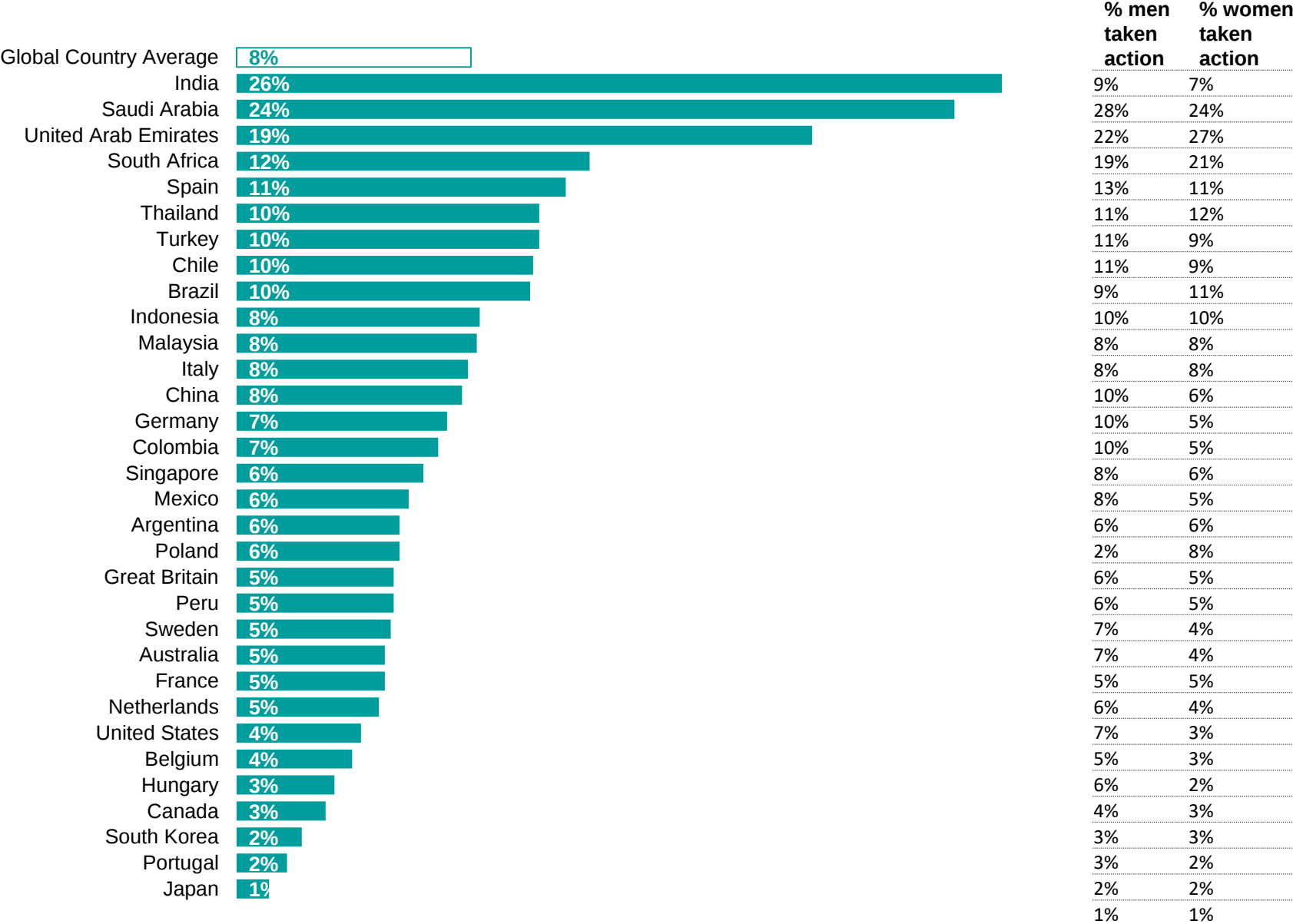


Q

In the past year, have you done any of the following things, or not?

Participated in a protest for gender equality in person

Globally, only around one in ten people (8%) have participated in a protest for gender equality in person.

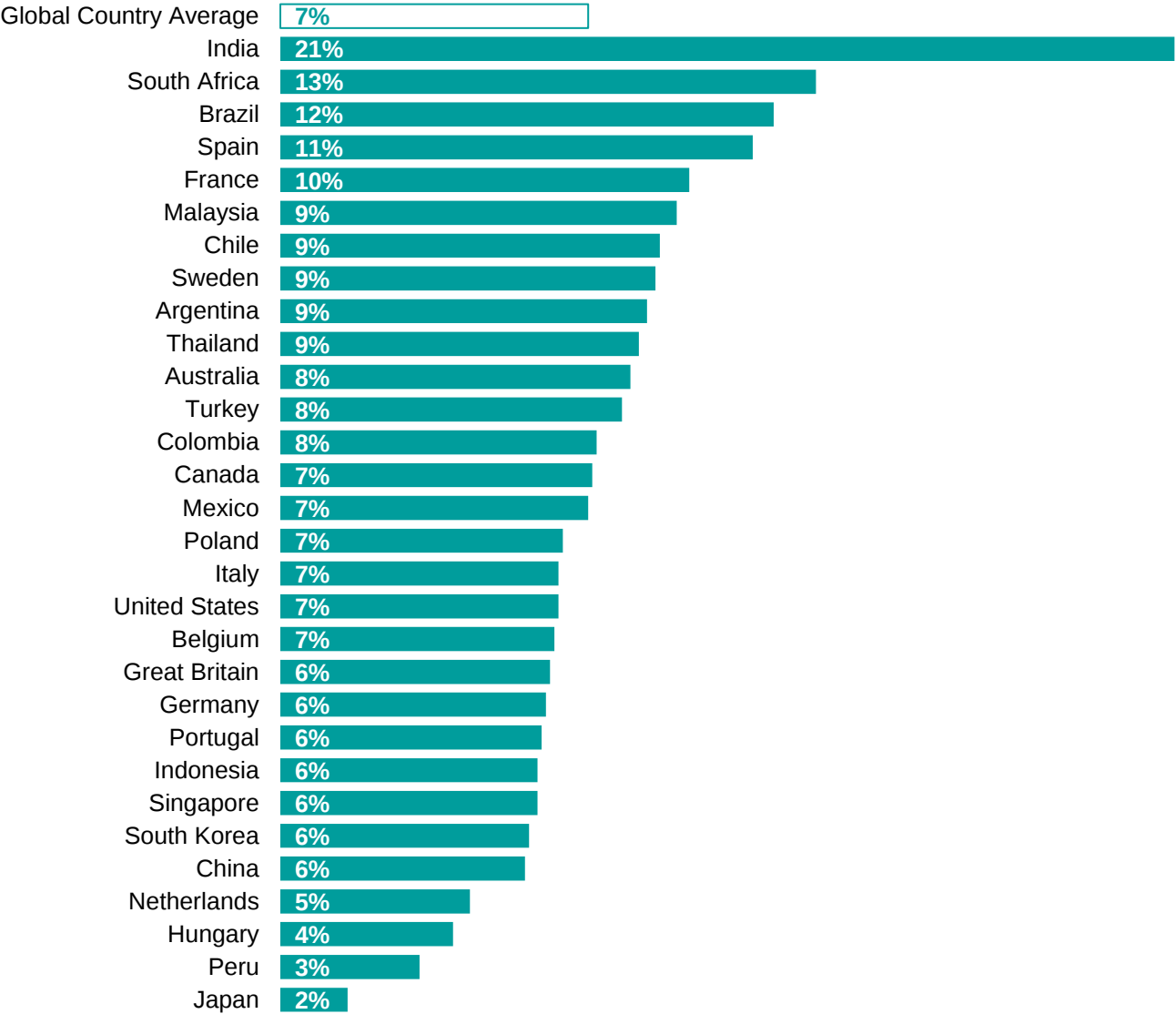


Q

In the past year, have you done any of the following things, or not?

Told someone you're a feminist

A minority of people (7%) have told someone they are a feminist in the past year.



% men taken action	% women taken action
6%	8%
24%	18%
14%	12%
9%	15%
10%	13%
9%	11%
8%	11%
6%	12%
8%	10%
7%	11%
9%	9%
7%	10%
8%	9%
8%	7%
5%	10%
7%	8%
5%	8%
6%	7%
7%	6%
9%	4%
4%	9%
7%	5%
3%	9%
5%	7%
4%	8%
5%	7%
6%	5%
5%	5%
3%	5%
2%	5%
1%	2%



TAKING ACTION

WHAT BARRIERS DO PEOPLE FACE?



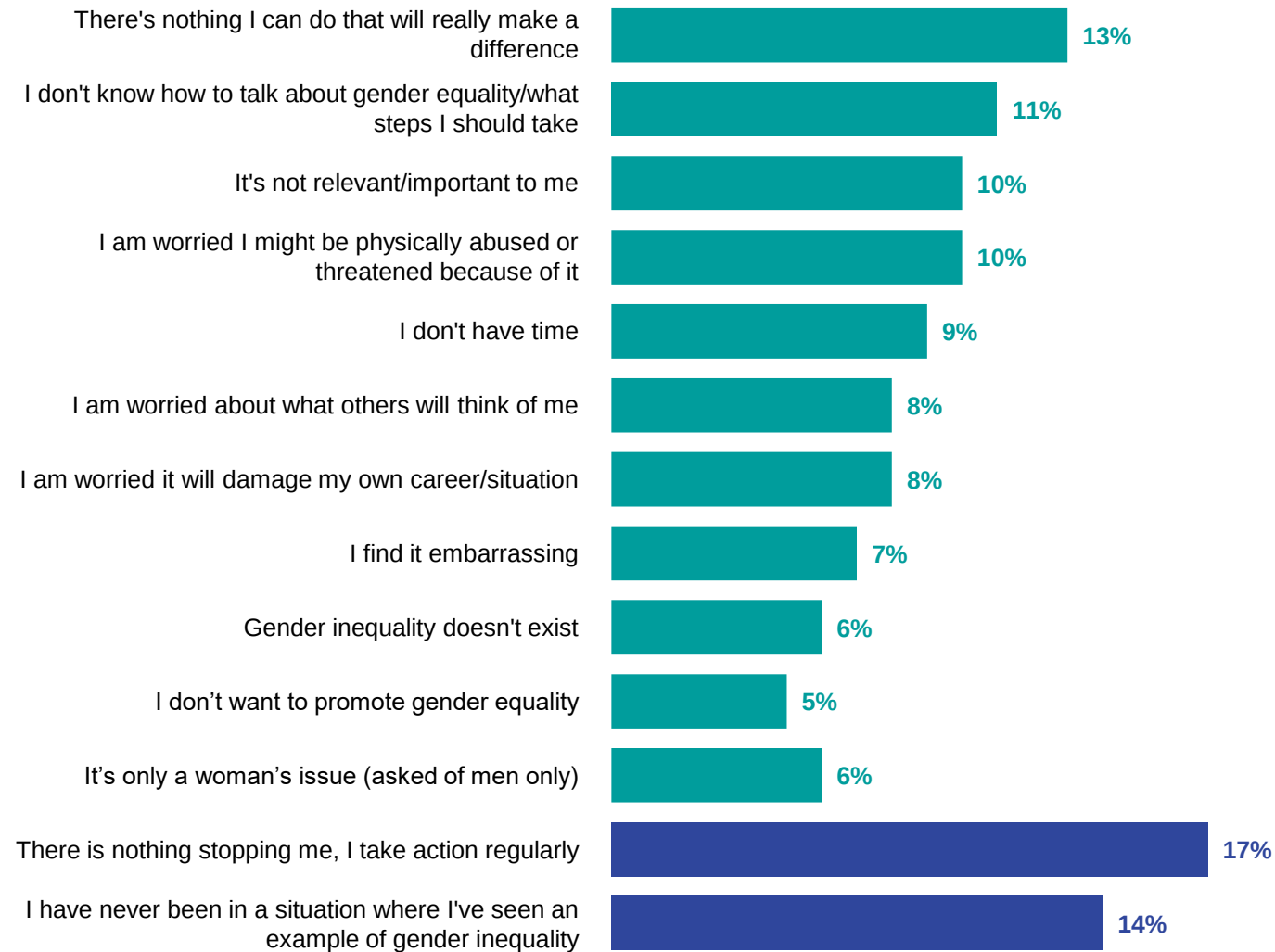


There are many different reasons why people may not talk about gender equality or take actions about it. What, if anything, has stopped you from taking action towards gender equality in the past year?

People are most likely to say there is nothing stopping them taking action towards gender equality and they take action regularly (17%), although this is still a minority.

The top barriers to talking or taken action for gender equality are; never having seen an example of gender inequality (14%), thinking that nothing they do will make a difference (13%) and not knowing what to talk about or what to do (11%).

Global country average



% men % women

13% 12%

11% 11%

12% 9%

9% 11%

9% 8%

8% 8%

8% 8%

8% 6%

7% 5%

6% 4%

6% -%

16% 17%

13% 14%

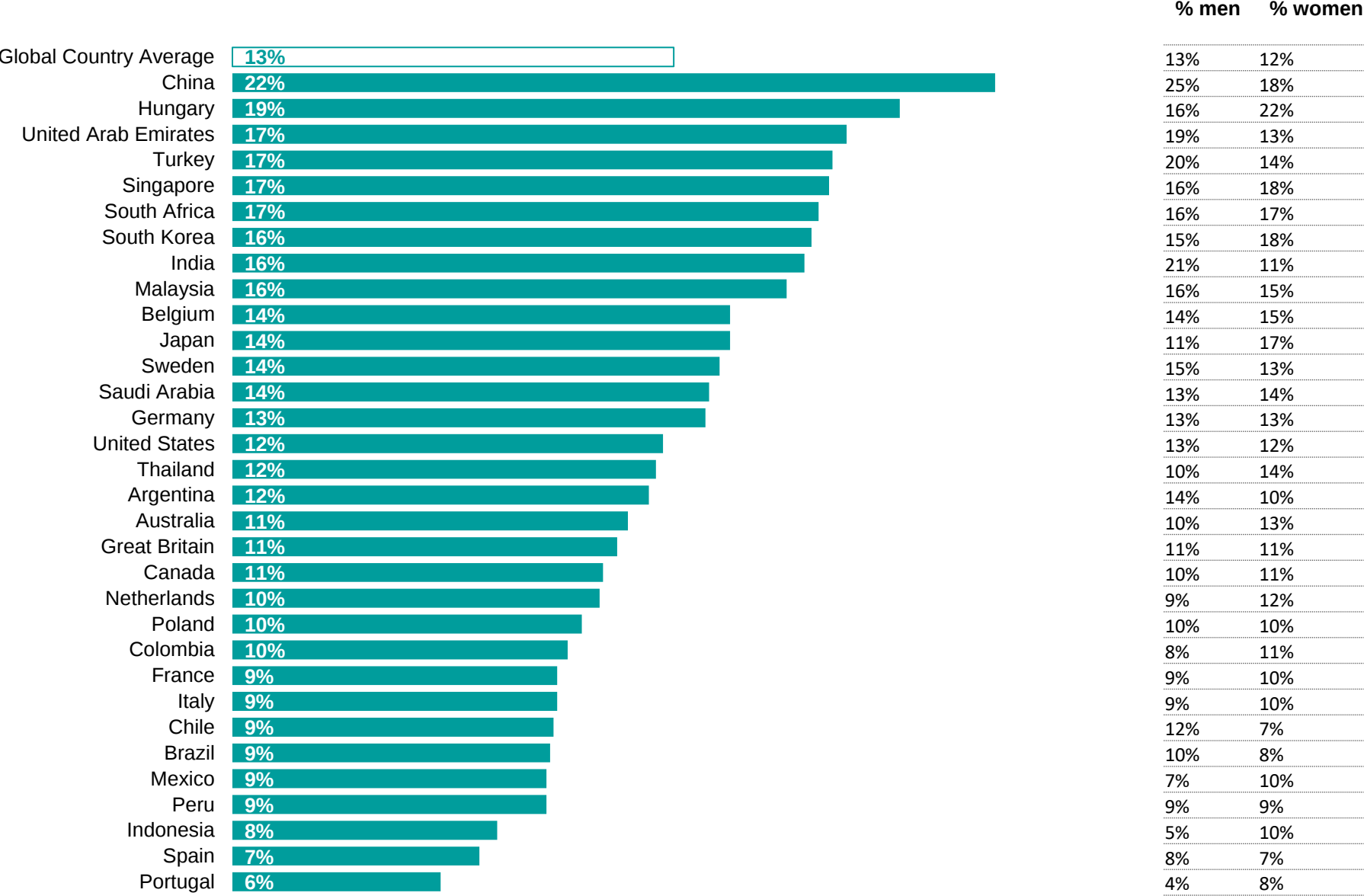


Q

There are many different reasons why people may not talk about gender equality or take actions about it. What, if anything, has stopped you from taking action towards gender equality in the past year?

There's nothing I can do that will really make a difference

Just over one in ten (13%) people across the countries survey think there is nothing they can do that will really make a difference to gender equality.

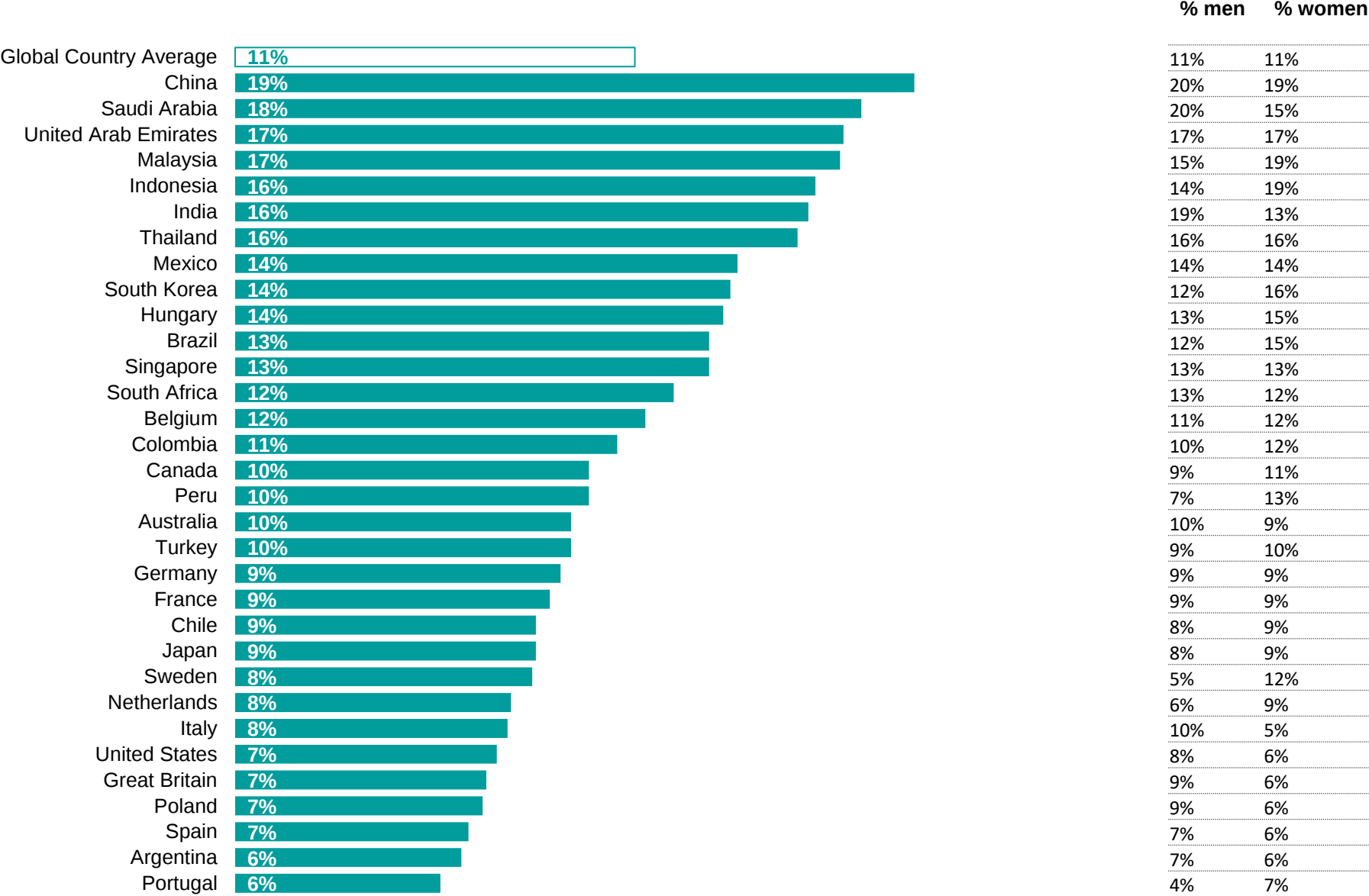


Q

There are many different reasons why people may not talk about gender equality or take actions about it. What, if anything, has stopped you from taking action towards gender equality in the past year?

I don't know how to talk about gender equality/ what steps I should take

Globally, over one in ten (11%) are unsure about how to talk about gender equality and/or what steps they should take, with women and men being equally unsure.

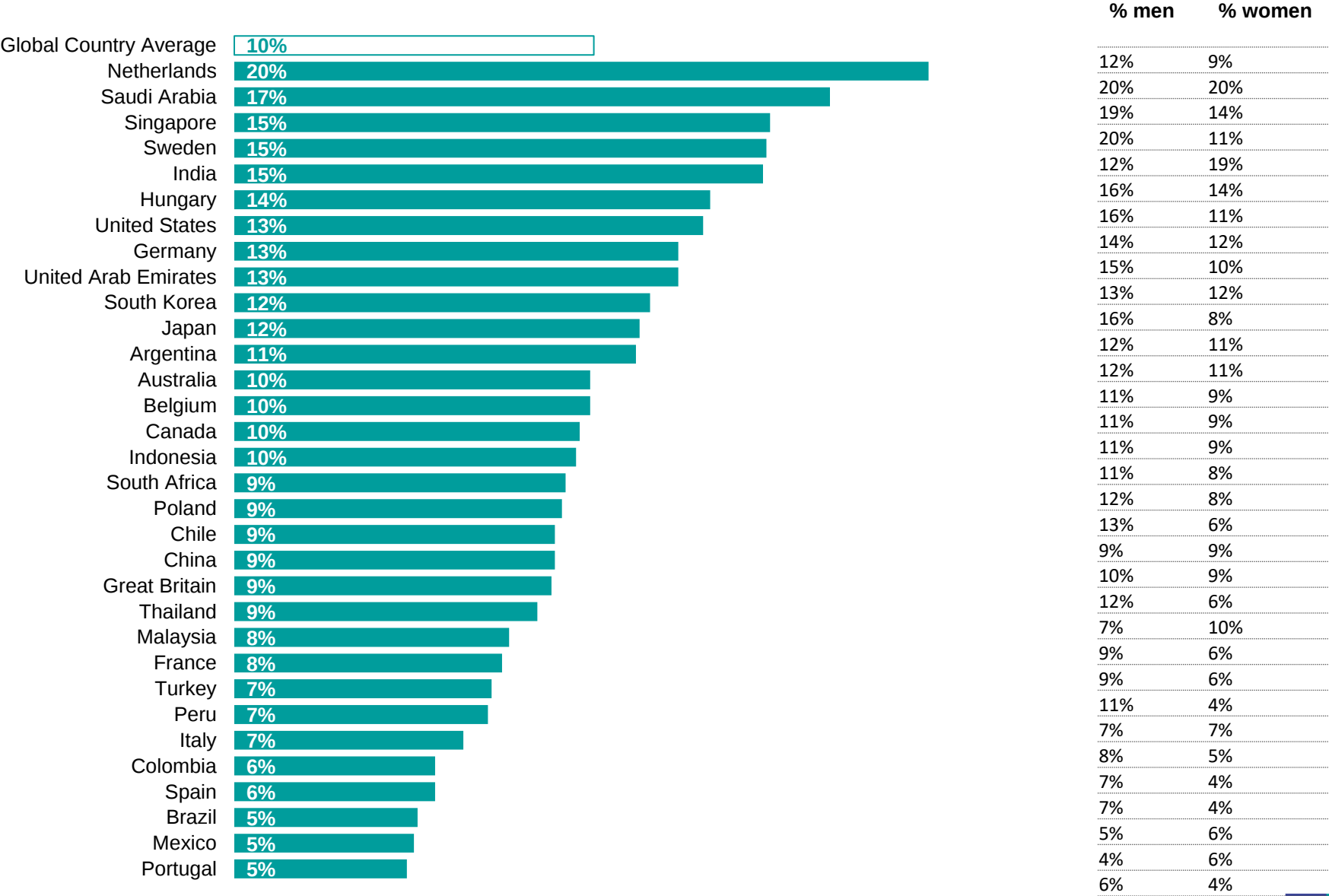


Q

There are many different reasons why people may not talk about gender equality or take actions about it. What, if anything, has stopped you from taking action towards gender equality in the past year?

It's not relevant/important to me

Globally, one in ten people (10%) having not talked about gender equality, or taken actions about it because they think it's not relevant or important to them.

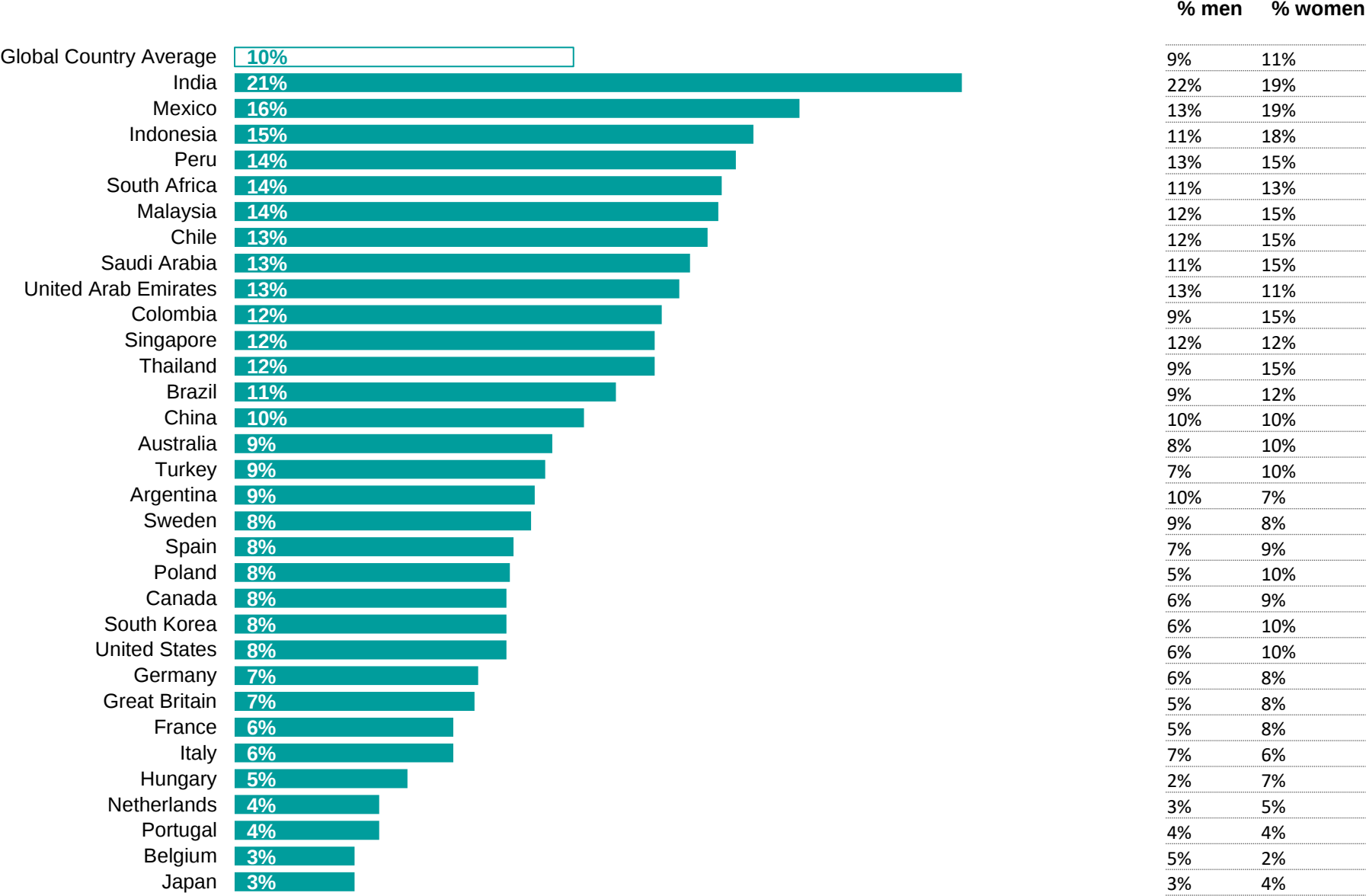


Q

There are many different reasons why people may not talk about gender equality or take actions about it. What, if anything, has stopped you from taking action towards gender equality in the past year?

I am worried I might be physically abused or threatened because of it

One in ten (10%) are worried they might be physically abused or threatened because of taking action towards gender equality.

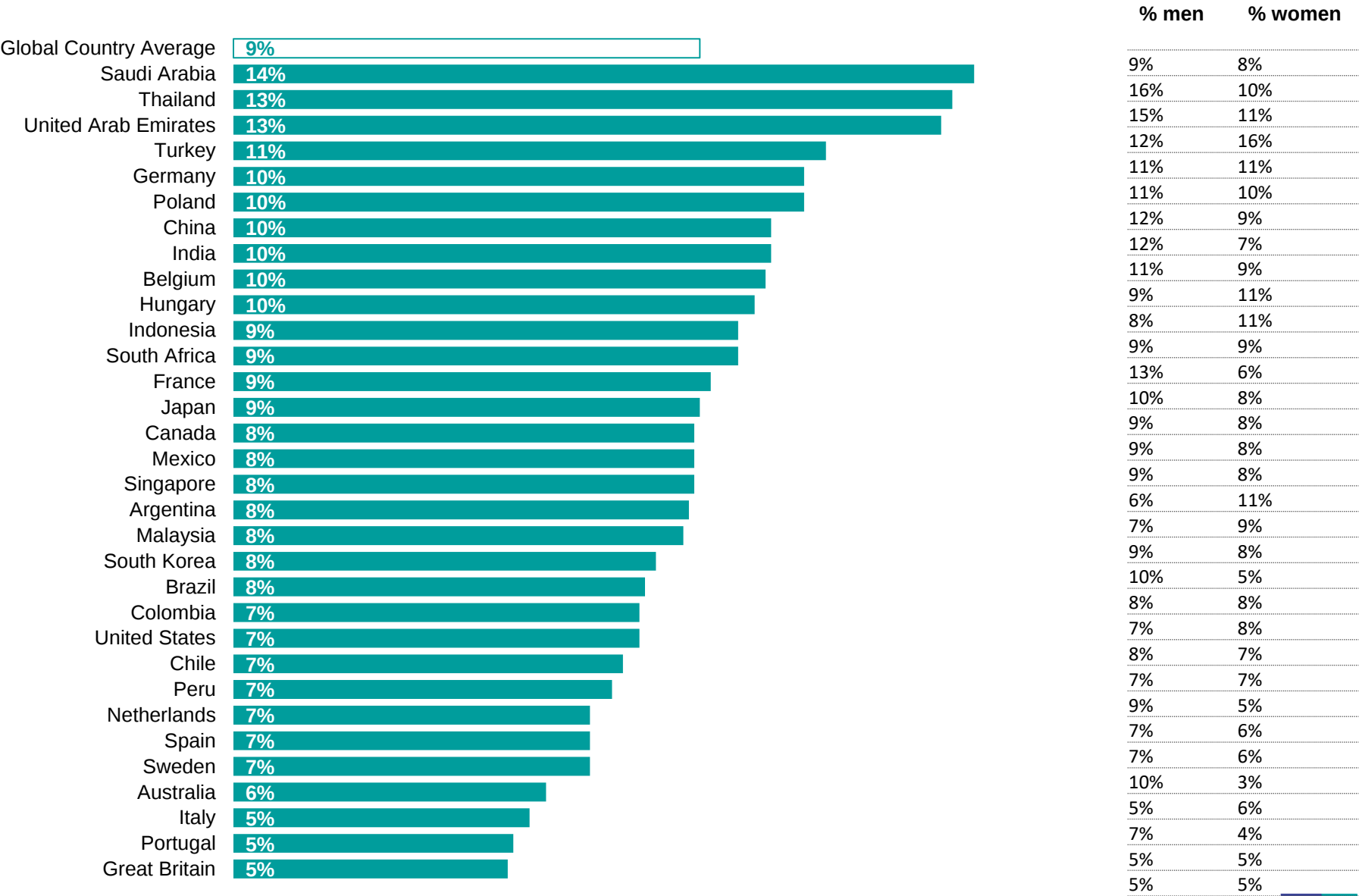


Q

There are many different reasons why people may not talk about gender equality or take actions about it. What, if anything, has stopped you from taking action towards gender equality in the past year?

I don't have time

Across the 32 countries surveyed, almost one in ten people (global country average of 9%) say they have not spoken about or taken action towards gender equality because they do not have time.

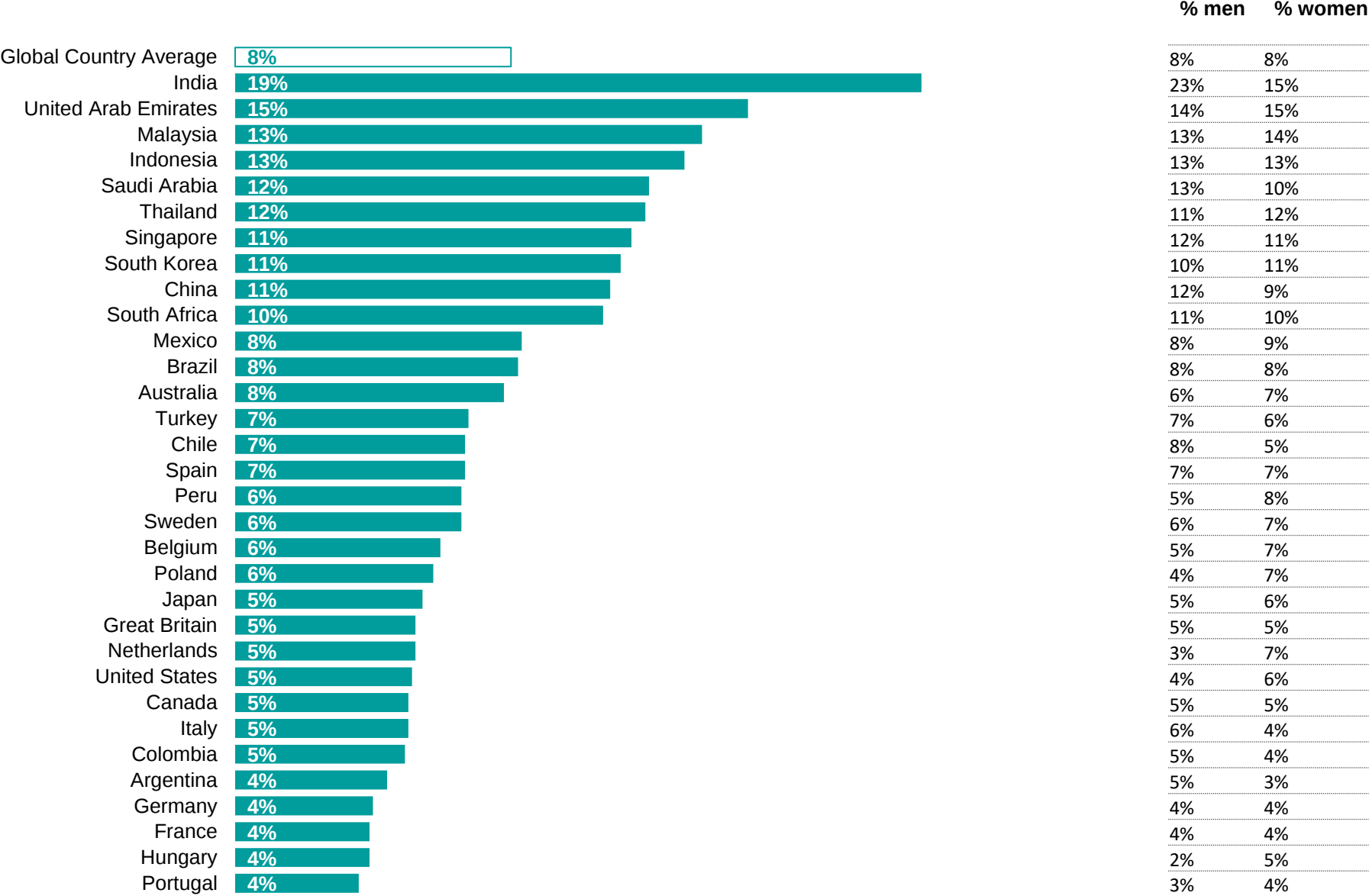


Q

There are many different reasons why people may not talk about gender equality or take actions about it. What, if anything, has stopped you from taking action towards gender equality in the past year?

I am worried about what others will think of me

Almost one in ten (8%) are worried about what others will think of them when taking actions towards gender equality. Globally, men and women are equally worried.

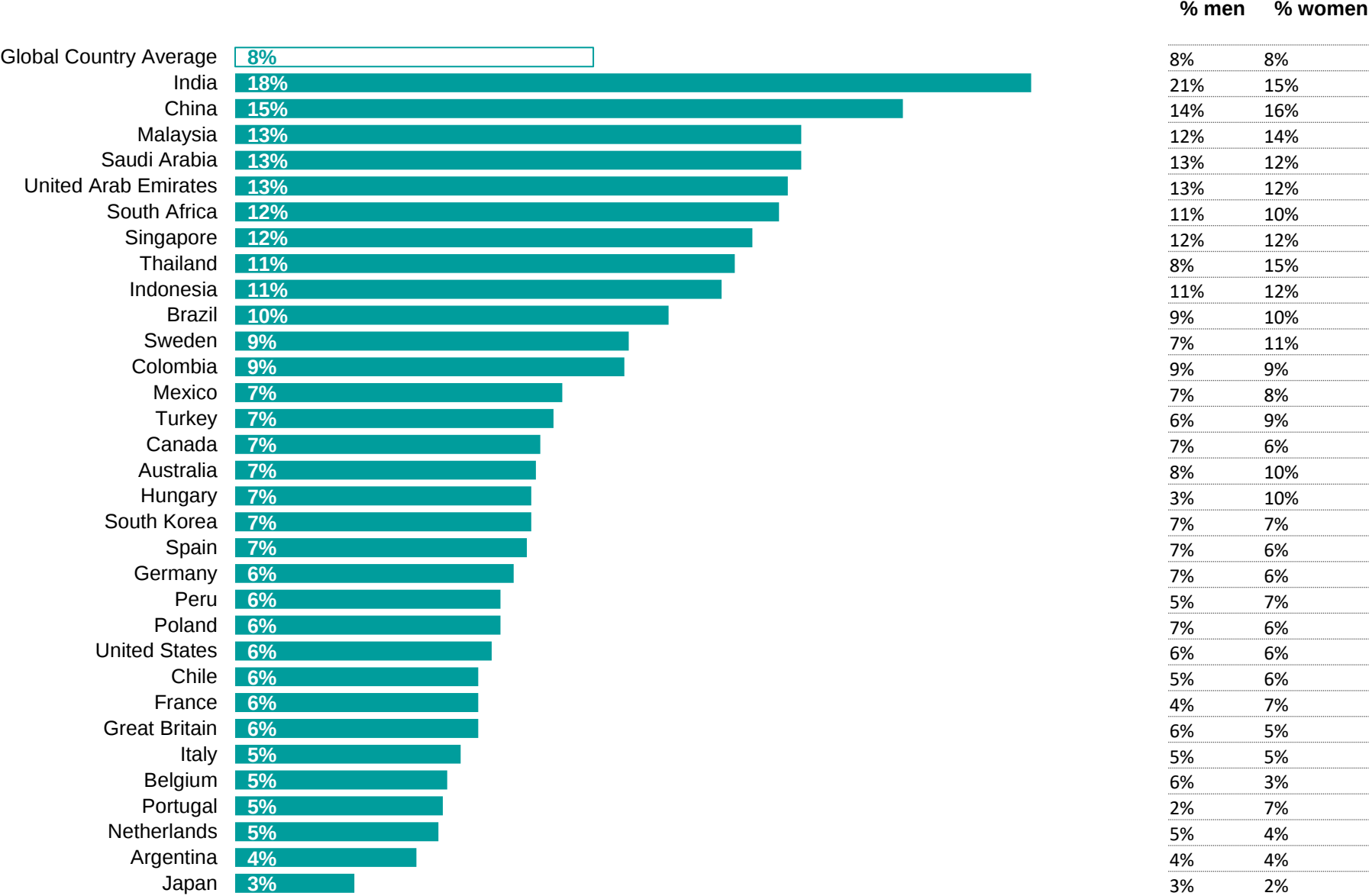


Q

There are many different reasons why people may not talk about gender equality or take actions about it. What, if anything, has stopped you from taking action towards gender equality in the past year?

I am worried it will damage my own career/ situation

Globally, almost one in ten (8%) are worried that taking action towards gender equality will damage their career/situation, with men and women being equally concerned.

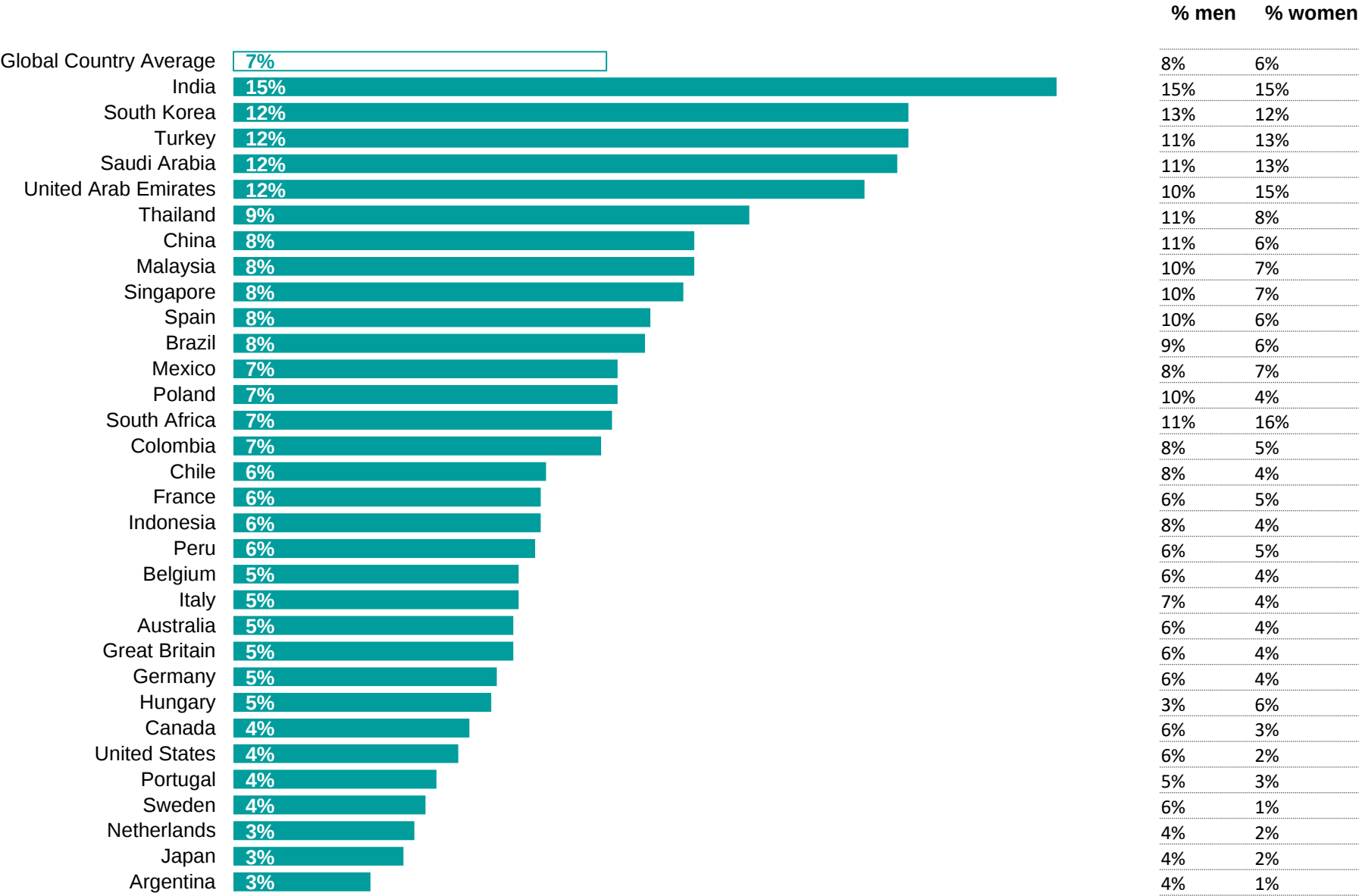


Q

There are many different reasons why people may not talk about gender equality or take actions about it. What, if anything, has stopped you from taking action towards gender equality in the past year?

I find it embarrassing

Globally, less than one in ten (7%) reported finding it embarrassing talking about gender equality as a reason for not taking action.

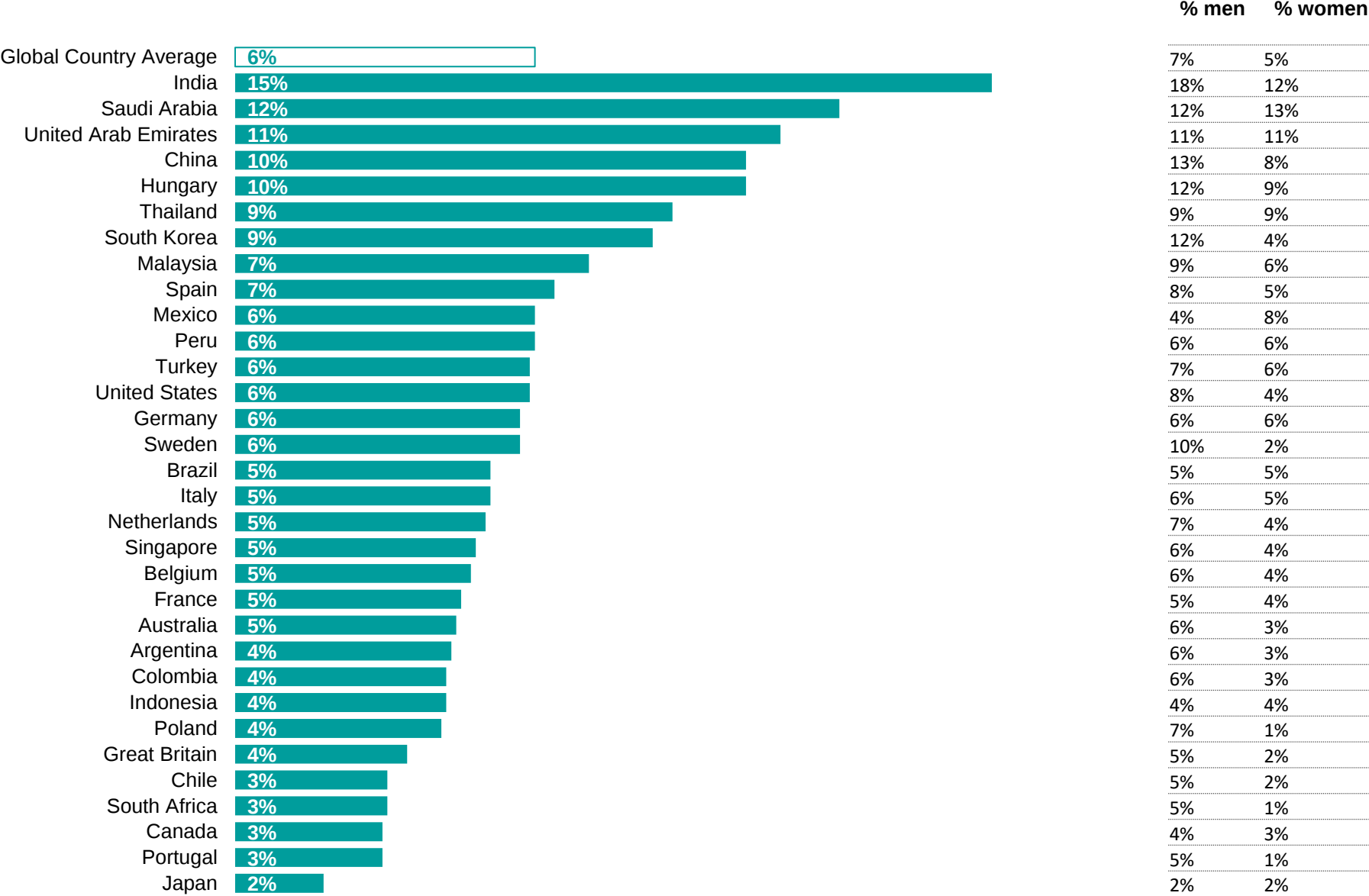


Q

There are many different reasons why people may not talk about gender equality or take actions about it. What, if anything, has stopped you from taking action towards gender equality in the past year?

Gender inequality doesn't exist

A small proportion of all people surveyed (6%) say that they been stopped from taking actions towards gender equality in the past year because they believe gender equality doesn't exist.

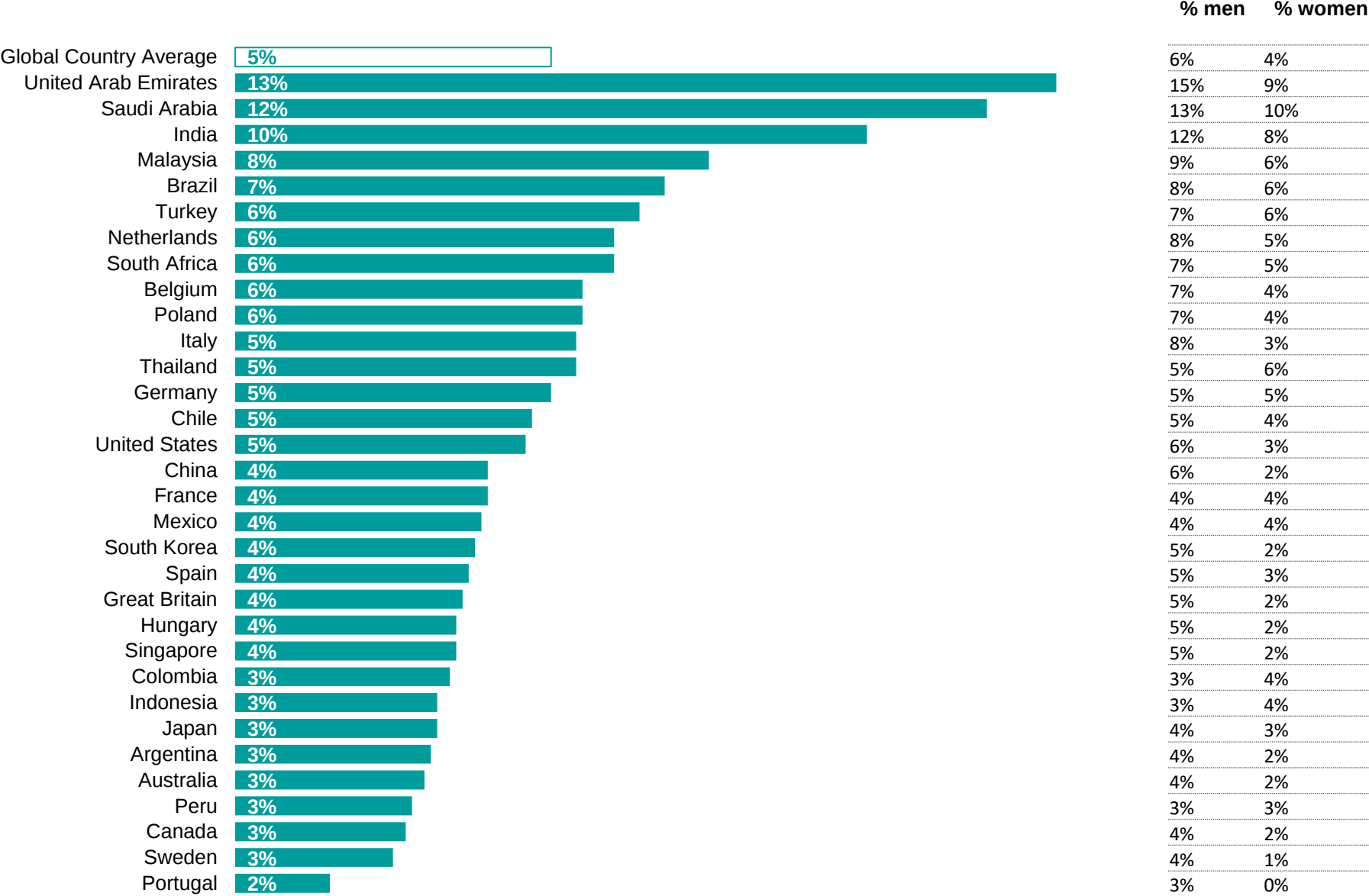


Q

There are many different reasons why people may not talk about gender equality or take actions about it. What, if anything, has stopped you from taking action towards gender equality in the past year?

I don't want to promote gender equality

Globally, a small minority of people (6%) say that they have been stopped from taking action because they don't want to promote gender equality.

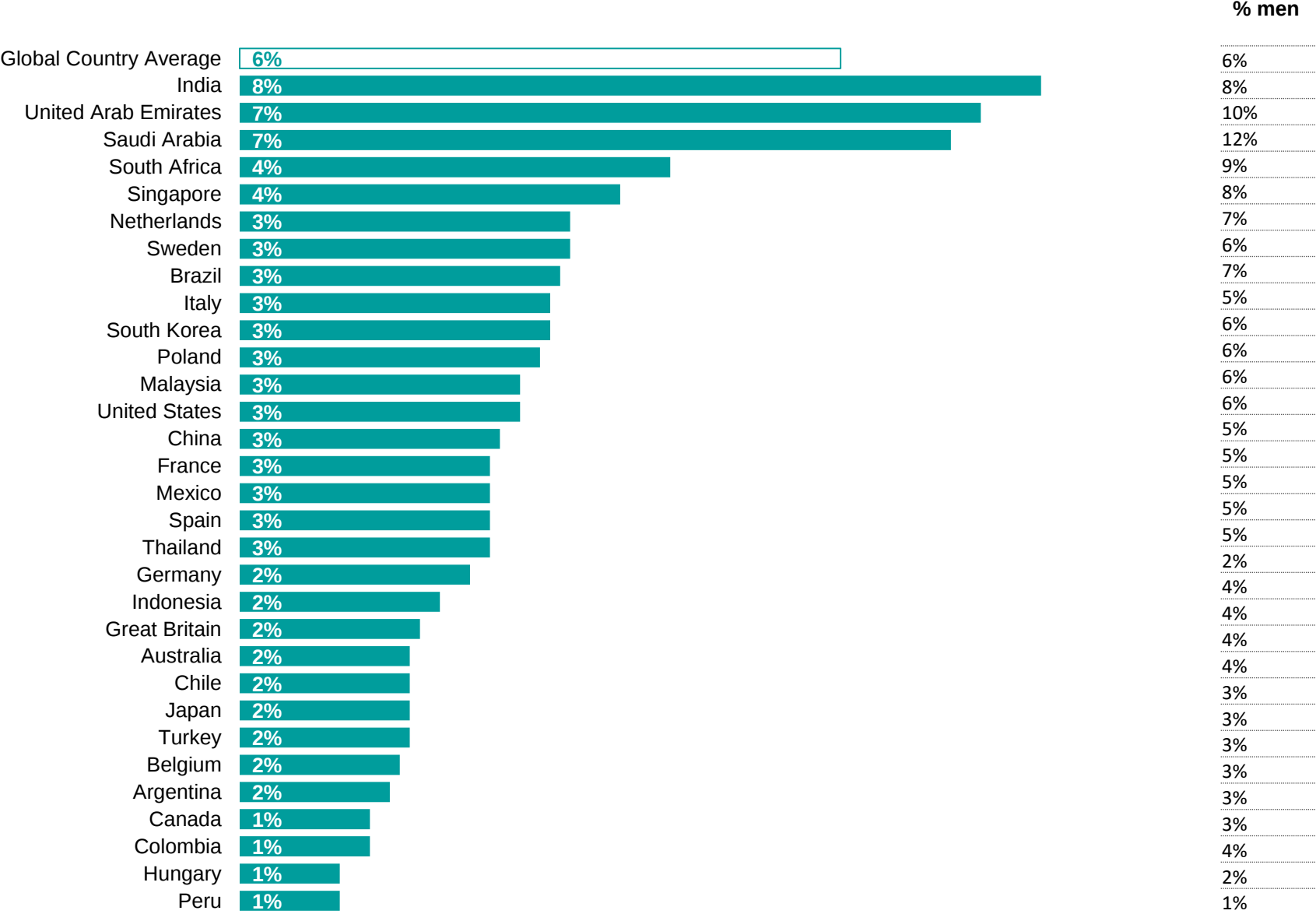


Q

There are many different reasons why people may not talk about gender equality or take actions about it. What, if anything, has stopped you from taking action towards gender equality in the past year?

It's only a woman's issue (asked of men only)

A minority of men (6%) think that taking action towards gender equality is only a woman's issue.

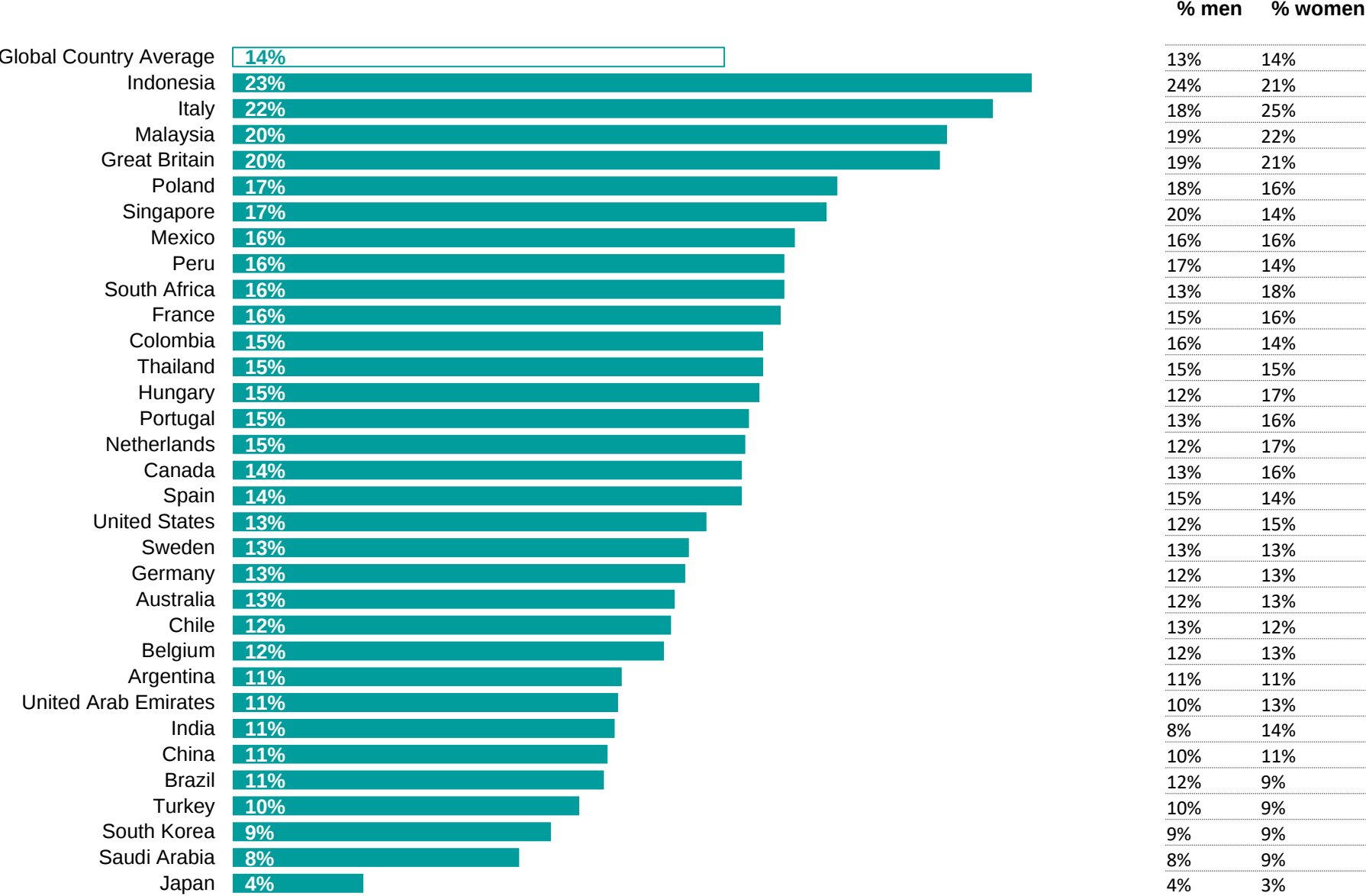


Q

There are many different reasons why people may not talk about gender equality or take actions about it. What, if anything, has stopped you from taking action towards gender equality in the past year?

I have never been in a situation where I've seen an example of gender inequality

One in seven people (14%) across all the countries surveyed have not taken action in the past year because they have never been in a situation where they have seen an example of gender inequality.



TECHNICAL NOTE

These are the results of a 32-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 22,508 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore and 16-74 in 24 other markets between Friday, December 22, 2022 and Friday, January 6, 2023.

The sample consists of approximately 2,000 individuals in Japan, 1,000 individuals in each of Australia, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Spain, and the U.S., and 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Indonesia, Malaysia, Mexico, the Netherlands, Peru, Poland, Portugal, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, Thailand, Turkey, and the United Arab Emirates.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, Portugal, 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, Colombia, India, Indonesia, Malaysia, Mexico, Peru, Saudi Arabia, Singapore, South Africa, Thailand, Turkey, and the UAE are more urban, more educated, and/or more affluent than the general population. The survey results for these countries 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 and markets 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 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.

FOR MORE INFORMATION

JESSICA BRUCE

Research Director

Ipsos Public Affairs

jessica.bruce@ipsos.com

OLIVIA RYAN

Associate Director

Ipsos Public Affairs

olivia.ryan@ipsos.com