

# IPSOS EQUALITIES INDEX 2024

A 29-country study

May 2024



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# 1. IN SUMMARY



# Key findings



## Young people feel less empowered

Across 29 countries, Baby Boomers have more faith that their society is a meritocracy than Gen Z. In 2023, there was an 8pp gap between Boomers and Gen Z, this year it is an 11pp gap.



## Gen Z men most likely to think enough has already been done

Twenty-seven per cent of Gen Z men say that efforts to promote equality have gone too far: 6pp higher than Boomer men and 11pp higher than Gen Z women. But fewer than one in five think that men or young people are being discriminated against.



## Inequality is a prominent concern in Latin America

One in four people in Brazil say inequality is the single most important problem facing their country. Latin American countries make up six of the seven countries most likely to agree with this.



## Young people are more sensitive to discrimination

Gen Z and Millennials are more likely than Gen X and Baby Boomers to think inequality is an important issue in their country. Younger people are also more likely to think their own gender is one of the groups facing the most discrimination today.



## Governments are expected to act

Older people are more likely to believe that the government in their country is primarily responsible for taking action to reduce inequality.



## Gen Z women are diverging from Gen Z men

Gen Z women are more likely than older people to say that people from minority ethnic groups, immigrants and transgender or non-binary people face most unequal treatment. But Gen Z men are no more concerned than older men.

# Young people have less faith that their country is a meritocracy

## Is meritocracy falling out of fashion?

It might seem so. Across the 29 countries surveyed, the belief that a person's success depends on their own merit and efforts is more prevalent among older generations than younger ones.

While almost one in two Baby Boomers (49%) think success in their country comes down to merit and efforts, this percentage falls with every

generation (43% among Gen X, 40% among Millennials and 38% among Gen Z).

In 2023, there was an 8pp gap between Baby Boomers and Gen Z, this year it is an 11pp gap.

The gap between the oldest and youngest generations is starkest in Canada (56% of Baby Boomers believe their country is a meritocracy vs 31% of Gen Z), Colombia (65%

vs 40%), and Mexico (66% vs 43%).

Argentina stands out as the only country surveyed where the young are much more likely than older people to believe success depends on individuals' merits and efforts.



# The significance of inequality

## A key problem facing my country.

Across 29 countries, one in two people (52%) say inequality is either the single most important problem or one of the most important problems facing their country.

This rises to eight in ten in Indonesia (79%) and seven in ten in Brazil (74%), Colombia, Türkiye, Thailand (each 70%) and South Africa (69%).

Concern is notably higher in some regions than others. Six of the seven countries most likely to say that inequality is the **single** most important problem are in Latin America (India is the other). One in four Brazilians (24%) say this vs a 29-country average of 10%.

Younger people are more likely than older people to see the importance of addressing inequality.

On average, across the 29 countries in our survey, 54% of Gen Z and Millennials vs 52% of Gen X and 47% of Baby Boomers say that inequality is the single most important or one of the most important problems.

Across every generation, more women than men see inequality as an important problem facing their country.



# Have efforts to promote equality gone too far?

## On balance, people think more needs to be done

Across 29-countries, almost one in two (47%) say efforts to promote equality for all groups of people need to go further, rising to over 50% in eight countries: Indonesia, Hungary, South Africa, Brazil, Türkiye, Colombia, Peru, and Thailand.

In contrast, one in five (19%) say things have gone too far. This view is more prevalent in

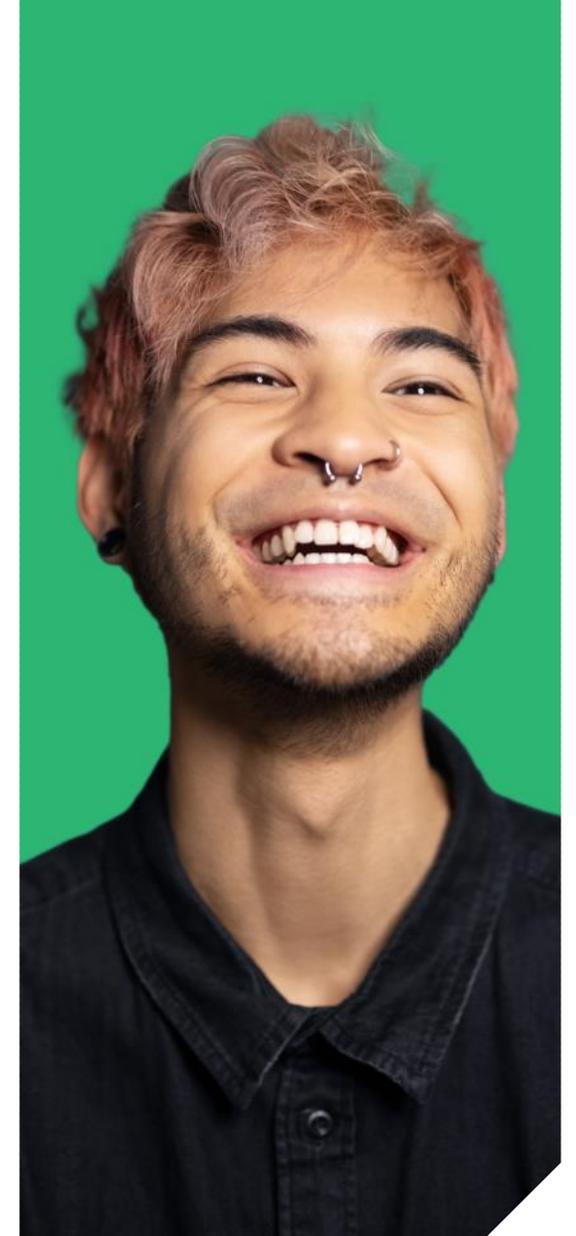
the “Anglosphere”. Aside from Poland and Sweden, all the countries most likely to agree with this are English-speaking countries. The US (29%), Poland, and Canada (both 27%) take the top three places here.

Only in Poland do more people say that efforts have gone too far (27%) than need to go further (21%).

Across the 29 countries surveyed, we see a spike of

Gen Z men saying that efforts to promote equality have gone too far. Twenty-seven per cent of Gen Z men say this, 6pp higher than Baby Boomer men (21%) and 11pp higher than Gen Z women (16%).

In 28 of 29 countries surveyed, Gen Z men are more likely than the national average to say things have gone too far – Great Britain is the exception.



# Gen Z women drive concern about discrimination faced by key groups in society

## Who faces the most unfair treatment?

Young people are generally more likely than older people to highlight the discrimination faced by women (31% among Gen Z vs 23% of Baby Boomers); lesbians, gay men and/or bisexuals (28% vs 20%); and people who are neurodivergent (23% vs 17%).

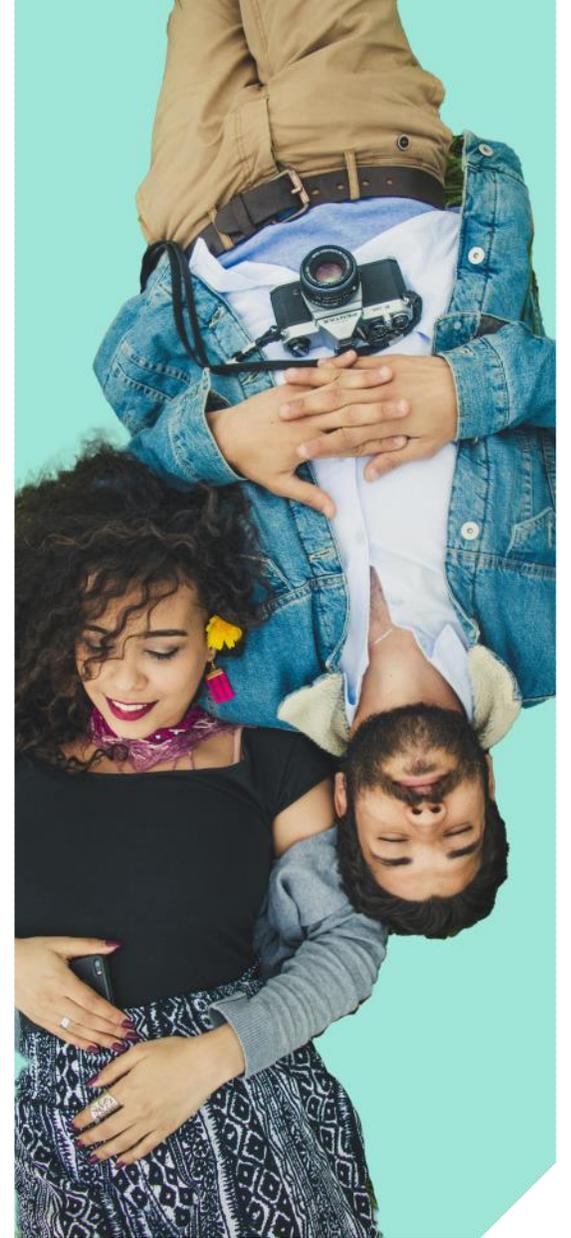
Young men and women are also more likely to think that

their respective gender experiences some of the most unequal treatment compared with older generations of the same gender.

Within Gen Z we see a gender gap. Thirty-five per cent of Gen Z women see women themselves as one of the groups facing most unfair treatment in their country today, vs 25% of Gen Z men.

Similarly, Gen Z women are 10pp more likely than Gen Z men to say the same of people with physical disabilities (35% vs 25%), and of transgender and/or non-binary people (31% vs 21%).

Overall, Gen Z women diverge from the 29-country average. Meanwhile, the views of Gen Z men remain closer to older people.



# A call for governments to act

## **Governments lead as the player most seen as having the responsibility to reduce inequality.**

In all 29 countries surveyed, more than 50% say the government in their country should be primarily responsible for taking action.

This is lowest in the United States (51%), compared with a 29-country average of 67% and highest in Indonesia (82%), Peru and South Korea (both 77%).

Gen Z men (59%) are less likely than both Gen Z women (66%) and Baby Boomer men (73%) to hold governments responsible for addressing inequality.

A quarter of people across 29 countries believe it's the responsibility of the media (26%) and employers (24%) to address inequalities.

Meanwhile, the view that individuals themselves should be primarily responsible is notably more

widespread in the Anglosphere.

Approximately three in ten hold this view in the US, Australia (both 31%), Ireland (29%), Great Britain (28%) and Canada (27%) compared with a 29-country average of 21%.

For more on how people view their governments and leaders, see the 2024 edition of the [Ipsos Populism Survey](#).



# 2. MERITOCRACY FALLING OUT OF FASHION?



**With which of these two statements do you agree more?**

- A. People's chances of success in your country depend mostly on their own merit and efforts
- B. People's chances of success in your country depend mostly on factors beyond their control

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.

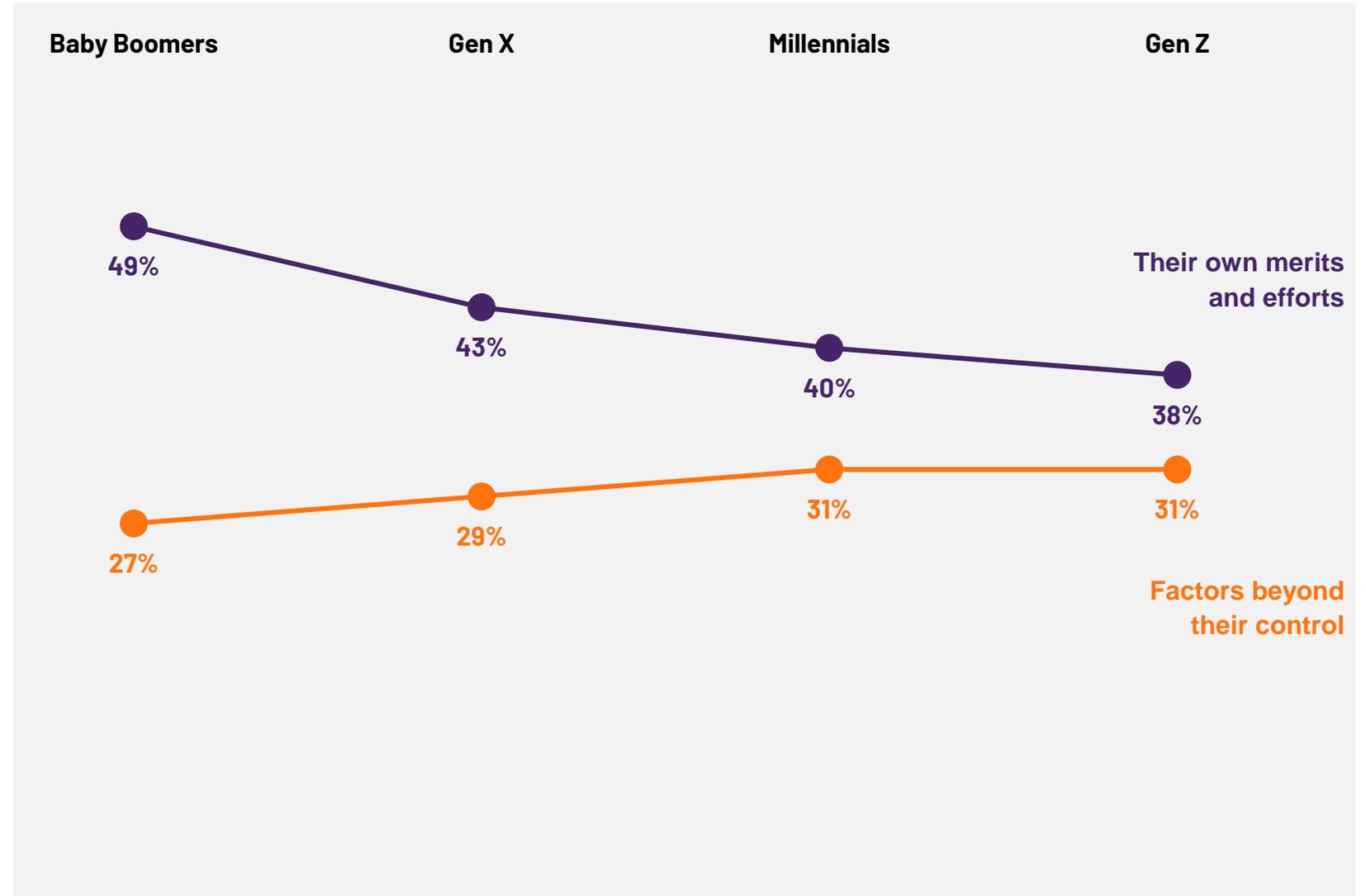
Country	Agree more with A	Agree more with B	Change A / 23	Change B / 23
<b>29-country average</b>	42%	30%	-1	+1
Indonesia	61%	19%	+1	=
Peru	57%	23%	-9	+4
Sweden	55%	22%	+1	-2
Netherlands	50%	24%	+3	+1
Thailand	49%	29%	=	+5
Colombia	49%	32%	+1	-1
Mexico	49%	30%	-6	+5
Argentina	46%	34%	+1	+3
Malaysia	45%	22%	-1	-2
Chile	45%	35%	=	+4
Singapore	43%	24%	-1	-2
United States	43%	25%	-2	-2
France	43%	28%	-2	+2
Germany	42%	31%	+1	=
Ireland	42%	31%	-4	+1
Canada	42%	24%	-4	-1
Australia	41%	27%	-4	+2
Poland	41%	29%	=	-1
Belgium	41%	27%	+2	+2
South Africa	39%	34%	-2	+1
Italy	39%	35%	+4	-6
Japan	38%	26%	+1	+1
Brazil	38%	34%	+3	-1
Great Britain	36%	36%	-2	+1
Spain	36%	39%	=	-1
Hungary	32%	39%	-1	+5
South Korea	30%	36%	-2	-1
India	27%	18%	+2	-3
Türkiye	26%	49%	-1	-1



## In your country, what do people's chances of success depend on?

On average across 29 countries, Generation Z (adults born between 1996-2012) are 11pp less likely than Baby Boomers (born 1945-1965) to agree that we live in a meritocracy.

Base: 21,759 online adults under the age of 75, interviewed 23 Feb - 8 Mar 2024.

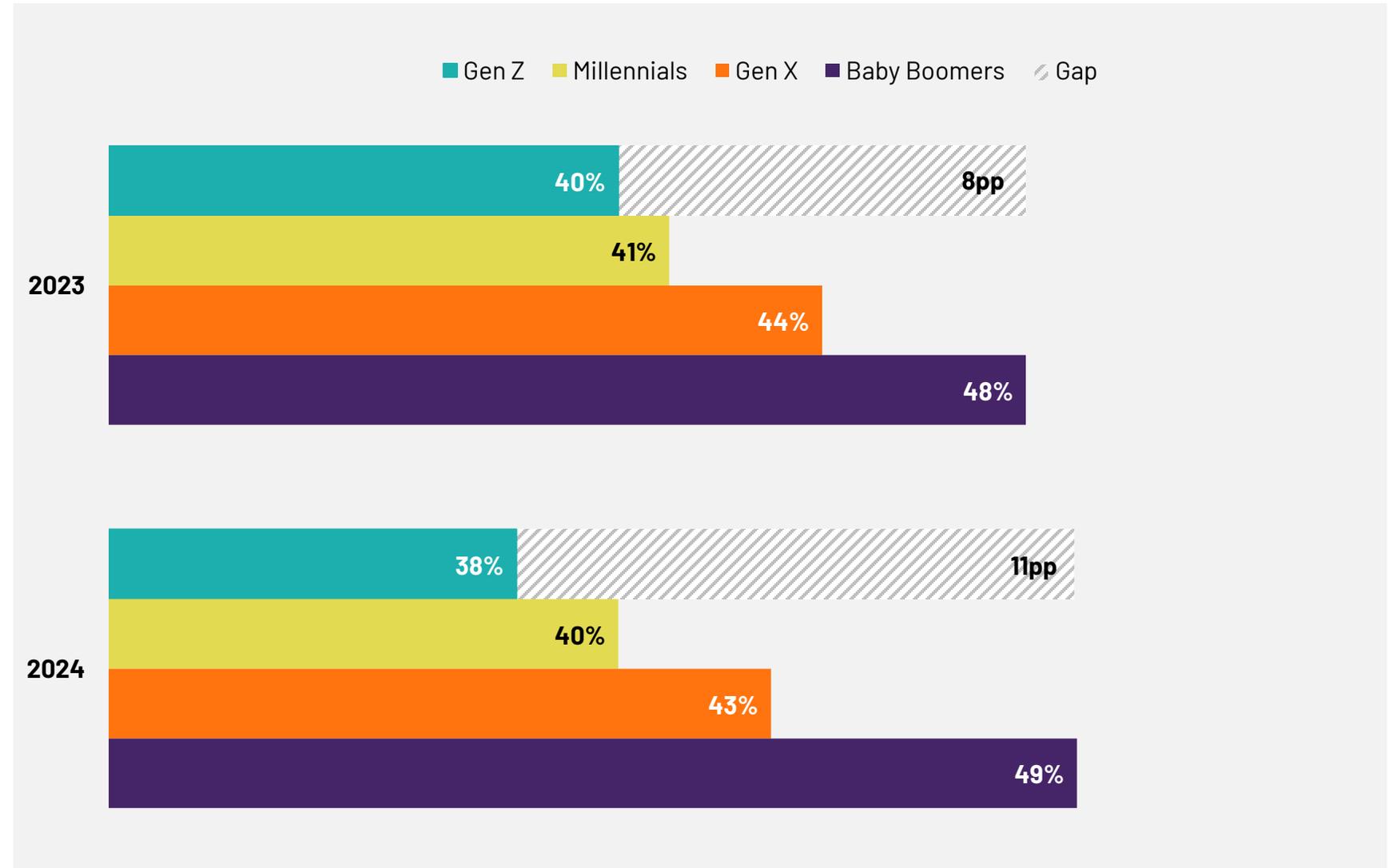


## In your country, what do people's chances of success depend on?

% responding that people's chances in their country depend mostly on their own merits and efforts.

29-country average

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.



## And which of these two statements do you agree more?

- A. A fair society is one in which everyone is given the same opportunities
- B. A fair society is one in which everyone enjoys the same quality of life

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.

Country	Agree more with A	Agree more with B	Change A / 23	Change B / 23
<b>29-country average</b>	45%	19%	-1	+1
Mexico	57%	18%	+1	-1
South Korea	56%	14%	+2	-1
Sweden	55%	15%	+2	+1
Poland	55%	15%	-3	+2
Peru	53%	17%	-8	+5
Argentina	52%	23%	+1	+5
Indonesia	51%	21%	-4	+4
Germany	50%	17%	+1	=
Spain	49%	18%	+1	=
Great Britain	48%	21%	+2	+1
Chile	47%	17%	-1	-1
Ireland	47%	18%	-4	-2
United States	46%	16%	-5	+3
Colombia	46%	20%	=	=
Italy	45%	22%	-1	+2
Singapore	45%	15%	-4	+1
Canada	44%	18%	+4	-1
Australia	43%	19%	-1	+3
South Africa	43%	16%	-5	+1
Hungary	42%	17%	-1	+3
Netherlands	41%	16%	+2	-1
Japan	41%	16%	+1	-2
France	41%	24%	-5	+3
Brazil	38%	23%	+2	+4
Türkiye	37%	30%	-2	+7
Belgium	36%	25%	+1	+3
Malaysia	34%	20%	=	-3
Thailand	34%	23%	=	+5
India	21%	19%	=	-4



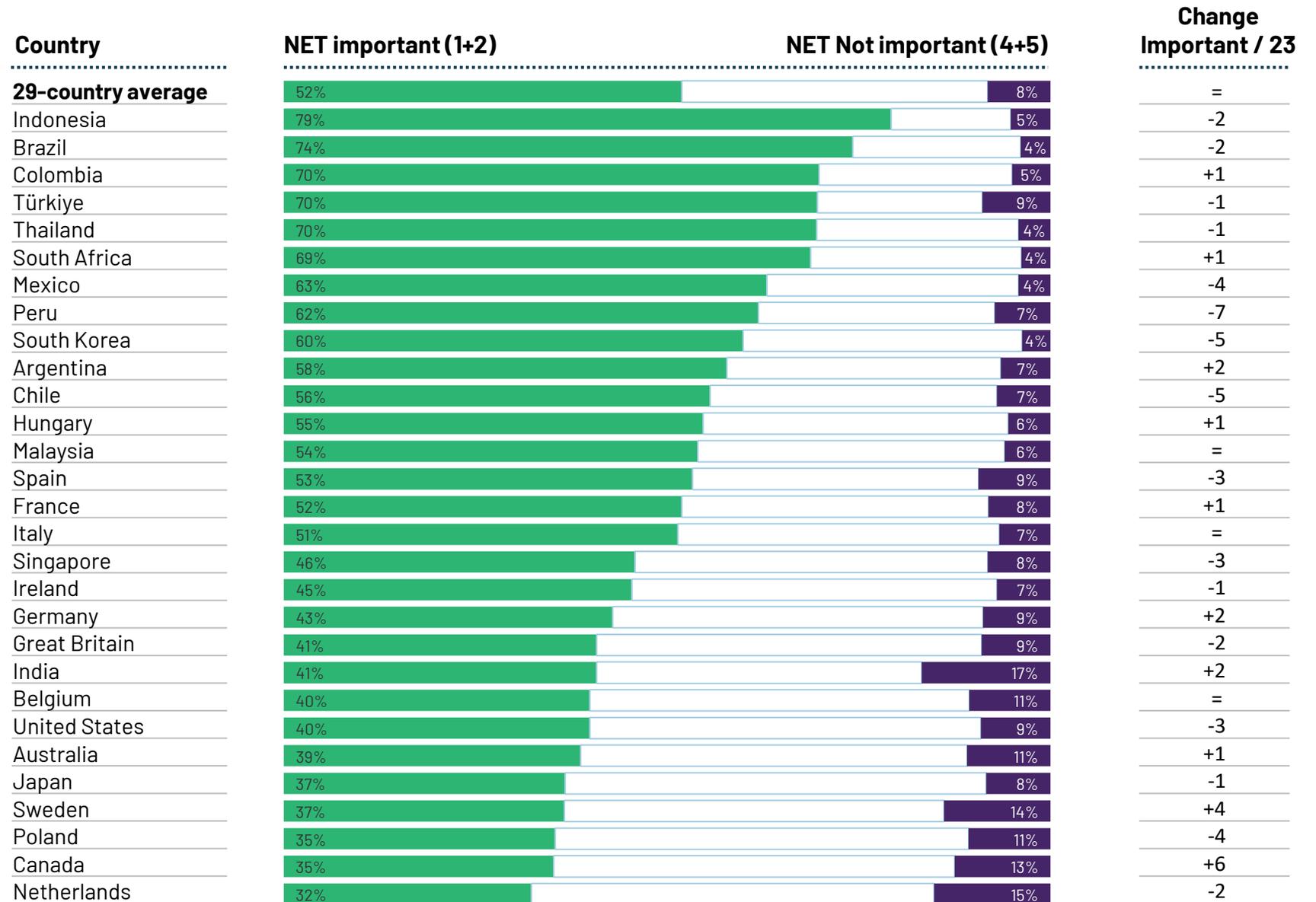
# 3. THE SIGNIFICANCE OF INEQUALITY



## Compared to all the other problems facing your country, would you say that inequality is...?

1. The single most important problem
2. One of the most important problems
3. Important, but not the most urgent problem
4. Not very important
5. Not at all important
6. Not sure

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.



## Compared to all the other problems facing your country, would you say that inequality is...?

Latin American countries make up six of the seven countries most likely to say that inequality is the **single most important problem** facing their country.

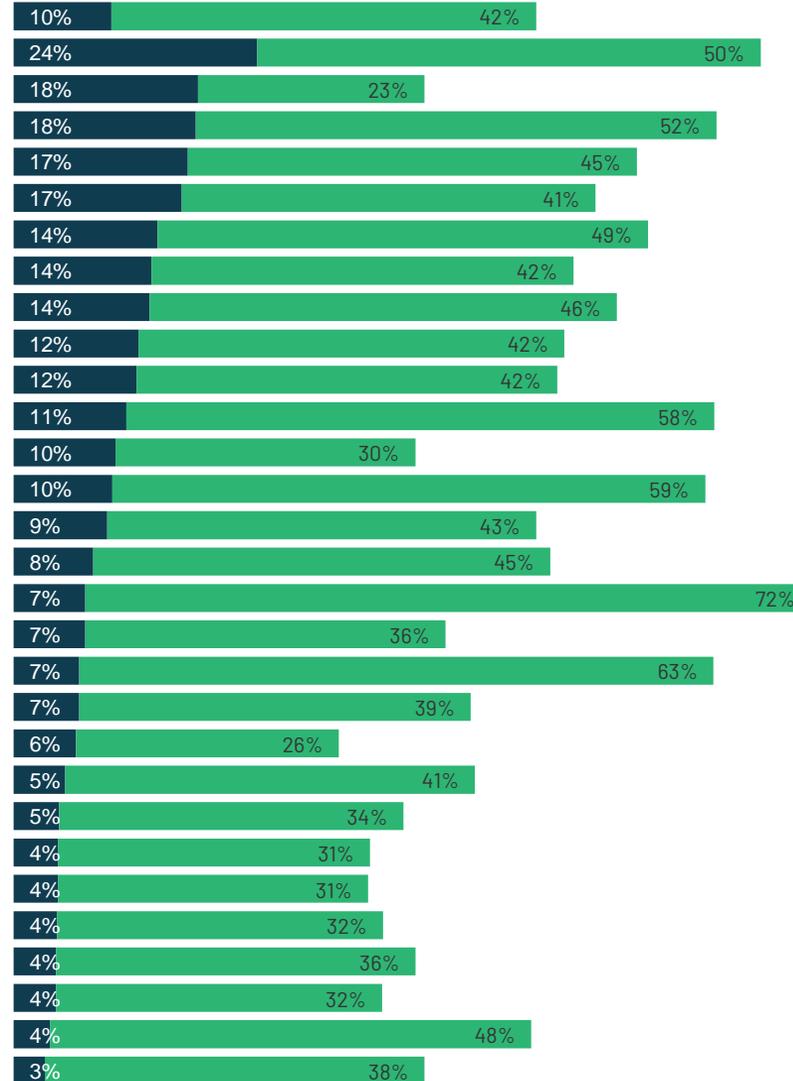
While Indonesians are most likely to say that inequality is an important problem, they are less likely than the 29-country average to see it as the **single** most important problem.

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.

### Country

#### 29-country average

Brazil
India
Colombia
Peru
Argentina
Mexico
Chile
South Korea
Hungary
Malaysia
Turkey
Belgium
South Africa
France
Spain
Indonesia
Germany
Thailand
Ireland
Netherlands
Singapore
Australia
Poland
Canada
Japan
United States
Sweden
Italy
Great Britain



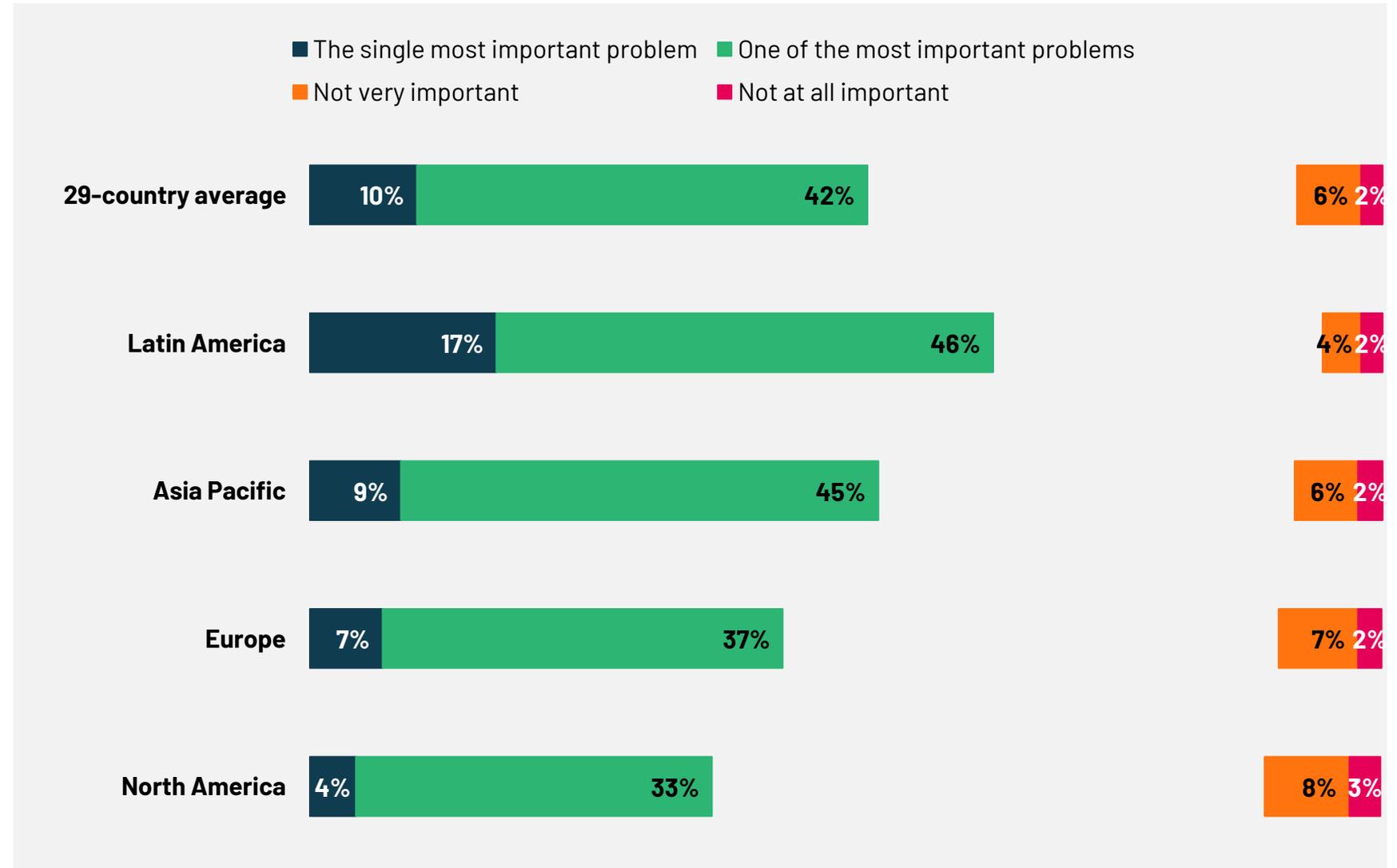
- The single most important problem
- One of the most important problems



**Compared to all the other problems facing your country, would you say that inequality is...?**

Belief that inequality is the **single most important problem** is particularly high in Latin America, 7pp higher than the global country average.

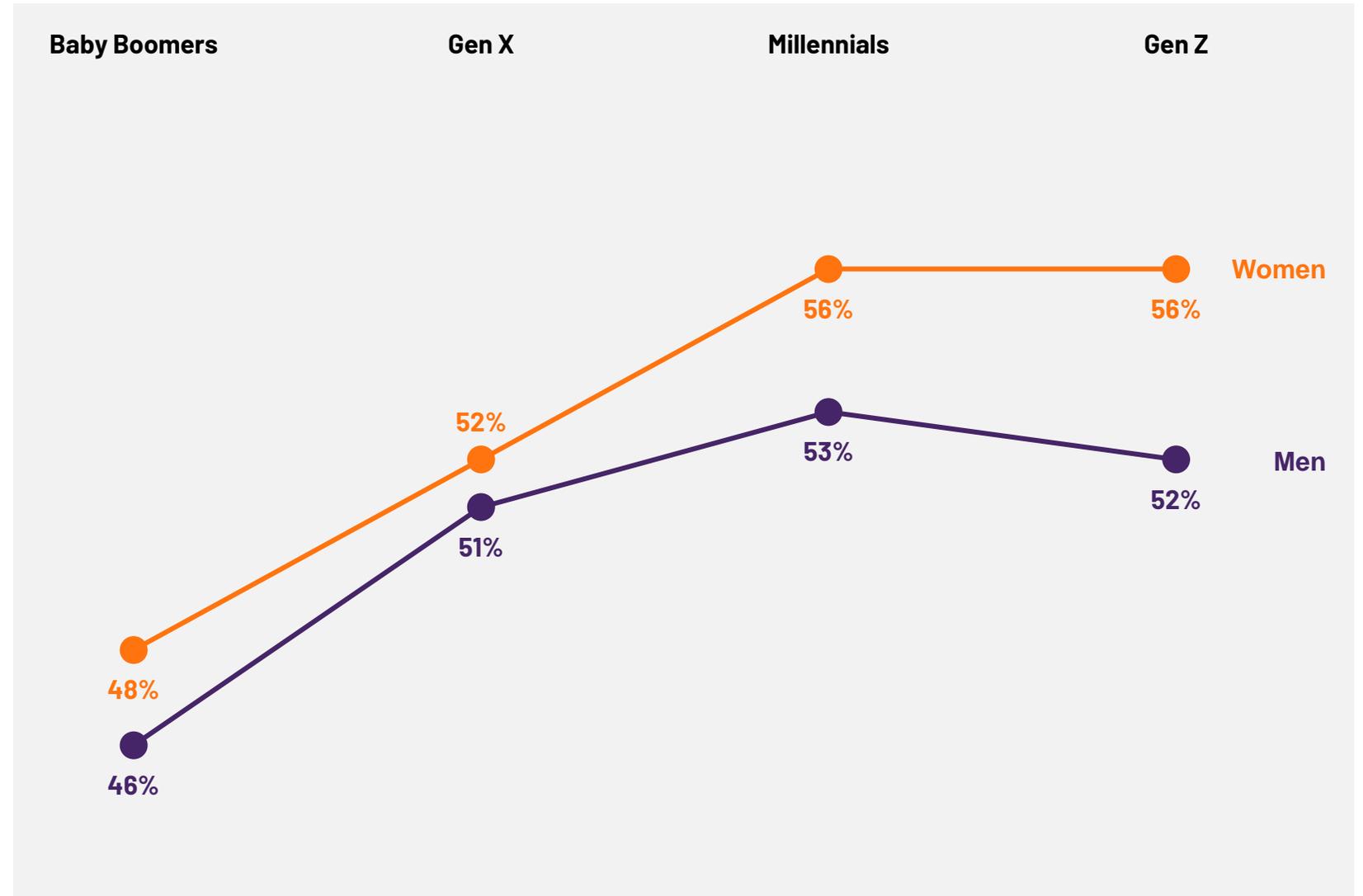
Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.



**Compared to all the other problems facing your country, would you say that inequality is...?**

% responding "the single most important problem" or "one of the most important problems"

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.



# 4. HAVE EFFORTS TO PROMOTE EQUALITY GONE TOO FAR?



## Thinking about attempts to promote equality for all groups of people in your country, do you think that, overall...

- They have gone much too far
- They have gone a little too far
- They are about right
- They need to go a little further
- They need to go much further
- Not sure

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.

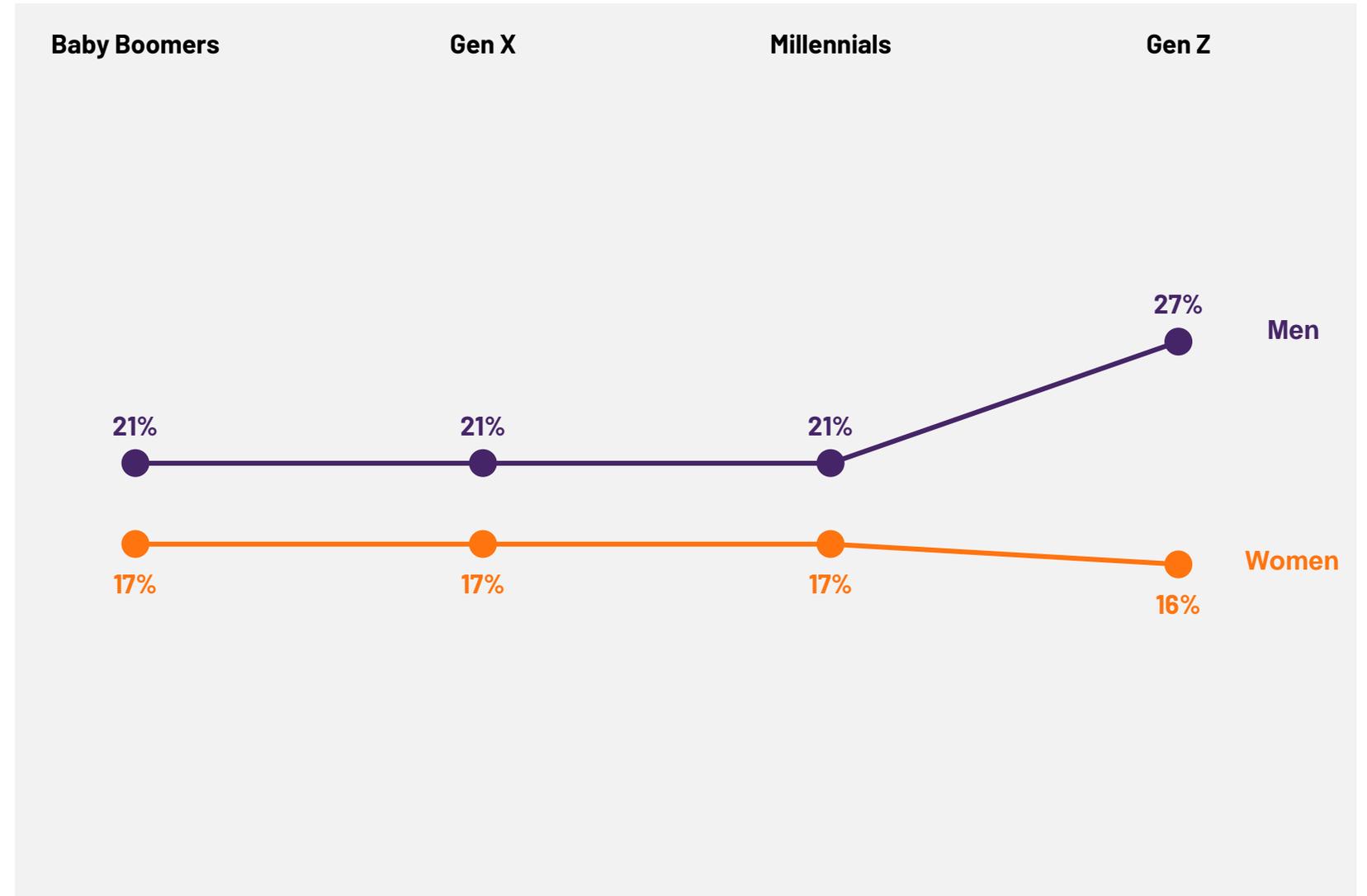
Country	NET need to go further	NET too far	Change Further / 23	Change Too Far / 23
<b>29-country average</b>	47%	19%	-2	=
Indonesia	73%	7%	+2	=
Hungary	70%	12%	+5	+1
South Africa	62%	21%	+1	-1
Brazil	61%	15%	-2	-2
Türkiye	59%	18%	-3	+3
Colombia	58%	18%	-3	=
Peru	56%	17%	+6	-3
Thailand	56%	14%	-1	+1
Chile	50%	20%	-5	+2
Sweden	48%	25%	-3	+2
Netherlands	48%	19%	-5	-1
South Korea	47%	22%	-4	=
Germany	47%	17%	-2	-2
Spain	45%	23%	-1	-2
Malaysia	43%	14%	-1	-2
Great Britain	43%	24%	+3	-4
Mexico	43%	20%	-4	+1
Ireland	42%	23%	-6	+4
Argentina	42%	22%	-3	-5
Belgium	42%	15%	-3	-2
Italy	42%	18%	+1	-1
France	41%	20%	-2	=
Singapore	41%	12%	-5	+1
United States	40%	29%	-3	+2
Japan	39%	18%	-2	+1
Australia	38%	25%	-2	=
Canada	31%	27%	-4	+5
India	22%	18%	-2	-1
Poland	21%	27%	-1	+1



**% responding that efforts to promote equality in their country have "gone too far"**

29-country average

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.



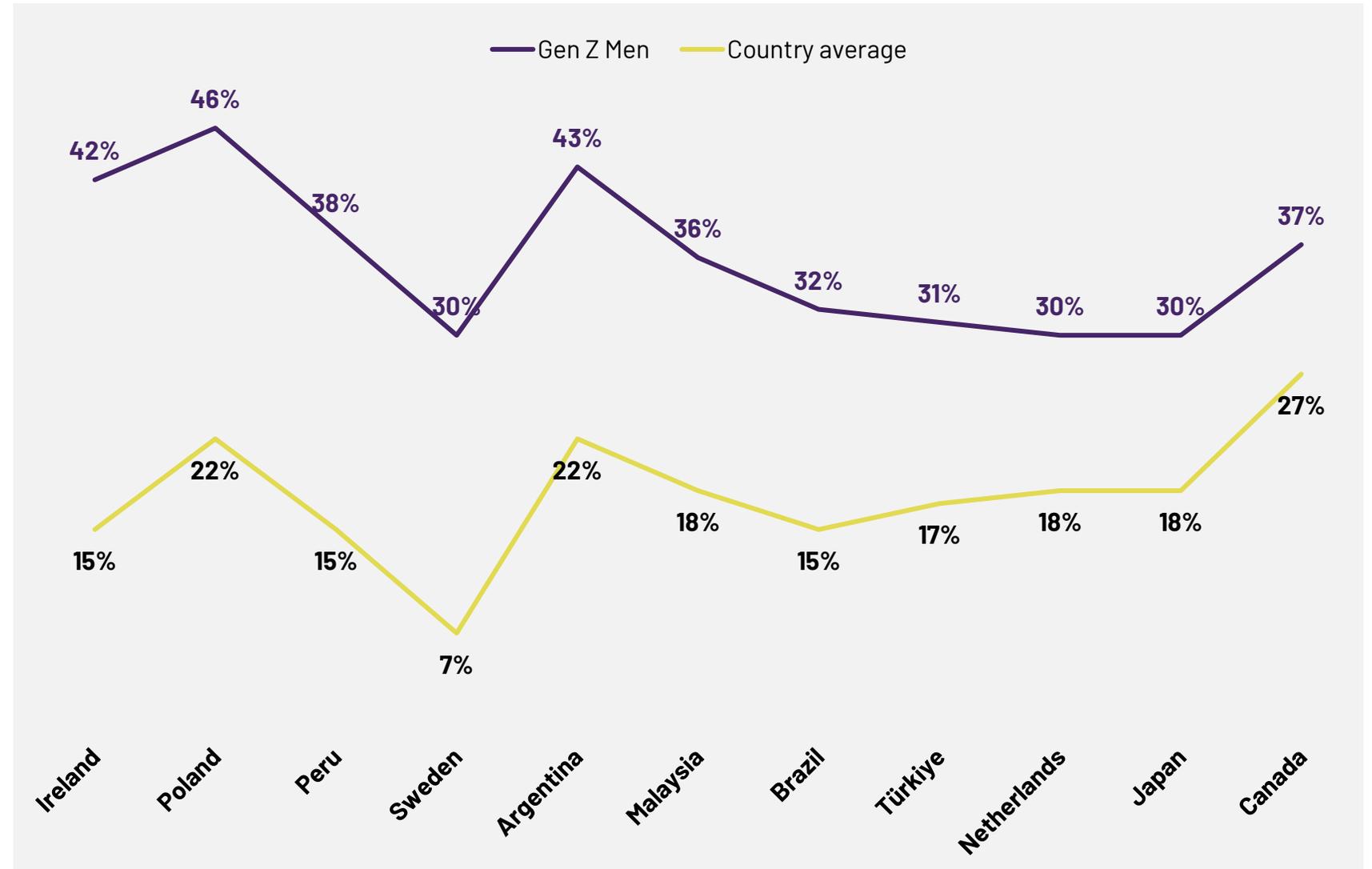
## % responding that efforts to promote equality in their country have "gone too far"

Selected countries.

In 28 of 29 countries surveyed, Gen Z men are more likely than the national average to say that promoting equality have gone too far. Great Britain is the exception.

*Note: small sample size base; refer to methodology slide for more details.*

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.



# 5. DISCRIMINATION IN SOCIETY



**Which of these groups of people, if any, do you think most experience unequal or unfair treatment in your country today?**

29-country average

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.

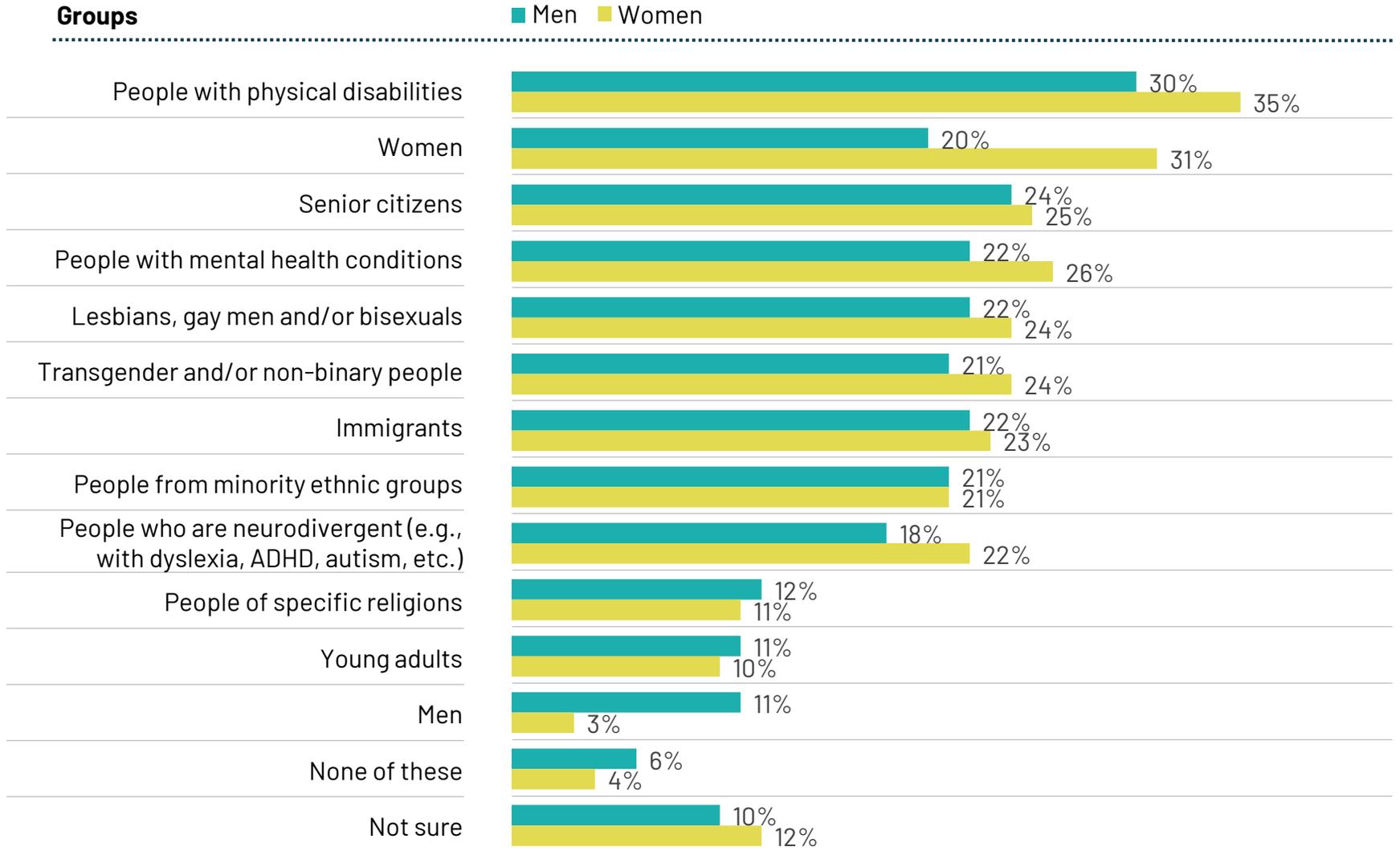
Groups		Change / 23
People with physical disabilities	33%	-1
Women	26%	=
Senior citizens	24%	=
People with mental health conditions	24%	-1
Lesbians, gay men and/or bisexuals	23%	-1
Transgender and/or non-binary people	23%	+1
Immigrants	23%	+1
People from minority ethnic groups	21%	-2
People who are neurodivergent (e.g., with dyslexia, ADHD, autism, etc.)	20%	=
People of specific religions	11%	-1
Young adults	10%	-1
Men	7%	+1
None of these	5%	=
Not sure	11%	=



**Which of these groups of people, if any, do you think most experience unequal or unfair treatment in your country today?**

29-country average

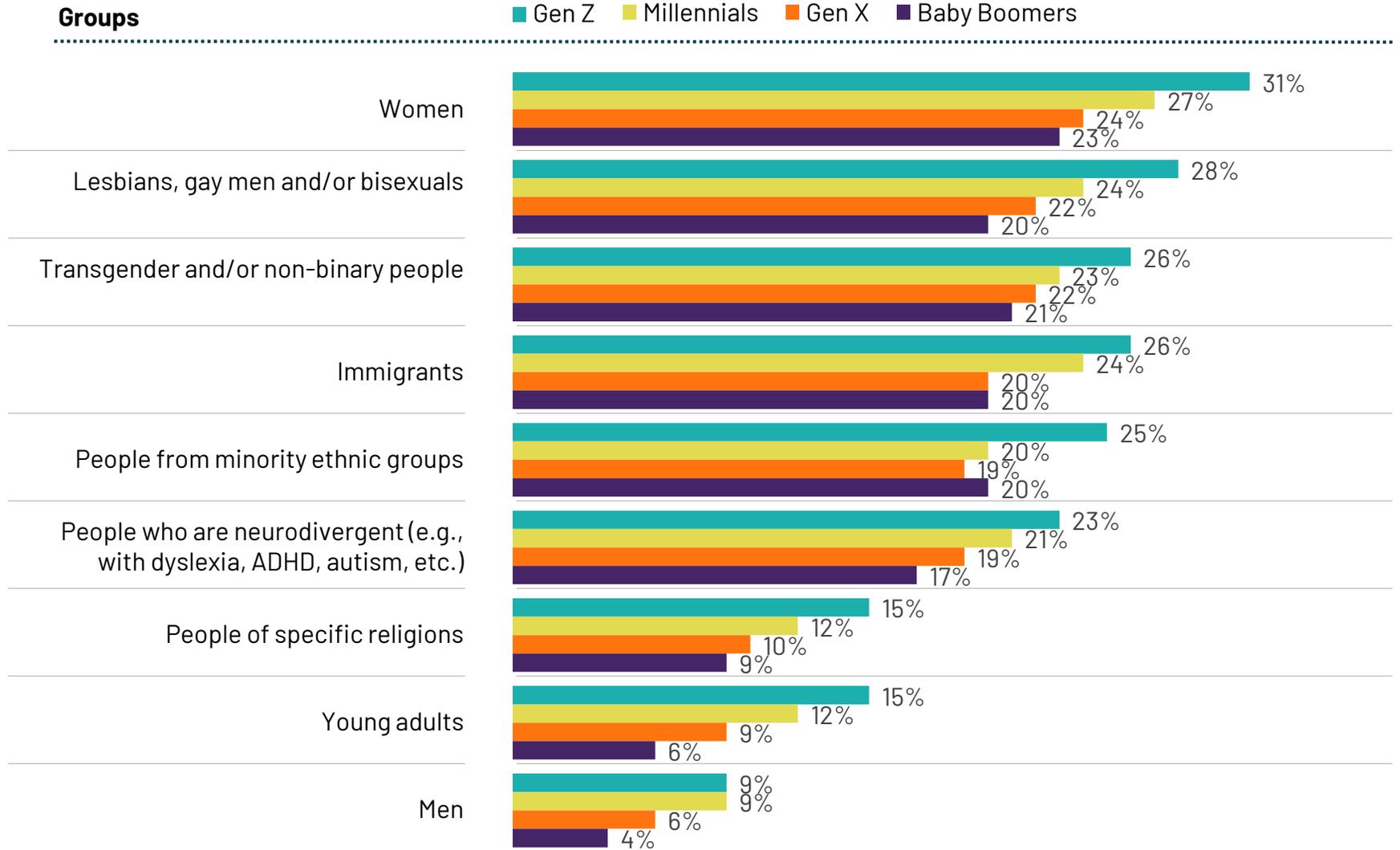
Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.



## Which of these groups of people, if any, do you think most experience unequal or unfair treatment in your country today?

29-country average

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.



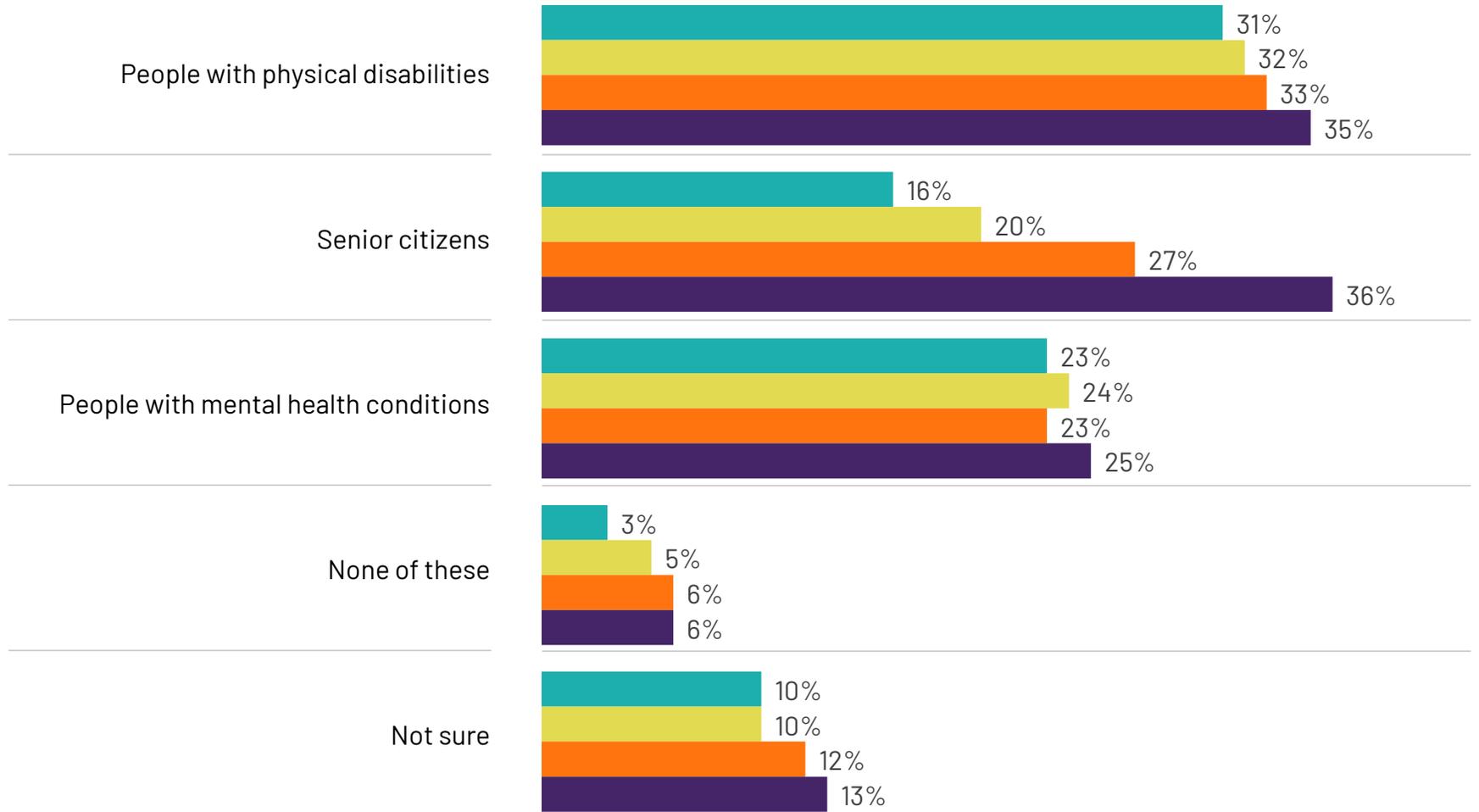
# Which of these groups of people, if any, do you think most experience unequal or unfair treatment in your country today?

29-country average

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.

## Groups

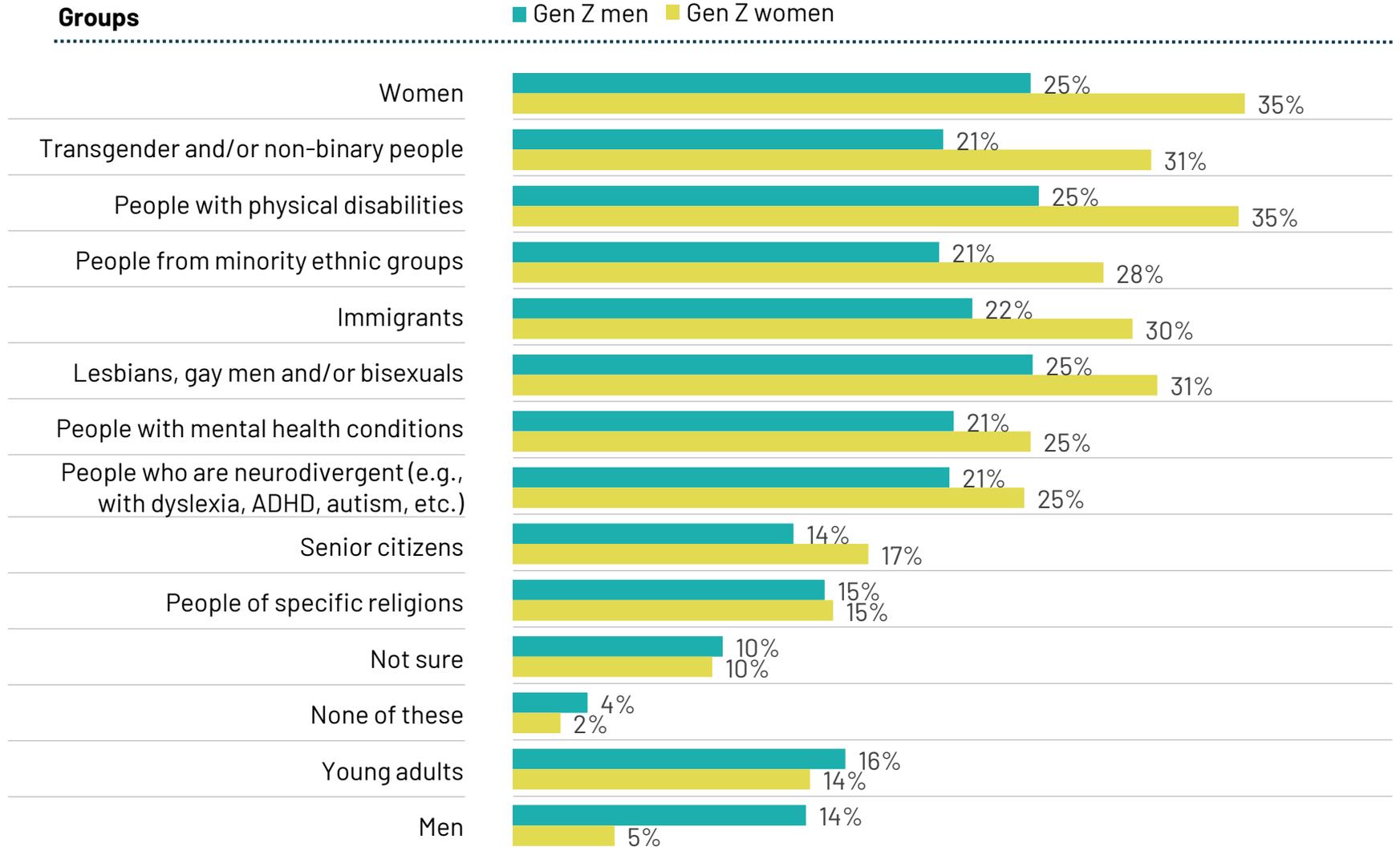
Gen Z Millennials Gen X Baby Boomers



**Which of these groups of people, if any, do you think most experience unequal or unfair treatment in your country today?**

29-country average

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.



# Groups perceived to experience unfair treatment in 2024

Q. Which of these groups of people, if any, do you think most experience unequal or unfair treatment in your country today?

	Argentina	Australia	Belgium	Brazil	Canada	Chile	Colombia	France	Germany	Great Britain	Hungary	India	Indonesia	Ireland	Italy	Japan
People with physical disabilities	38%	31%	29%	41%	29%	32%	40%	39%	33%	36%	23%	18%	45%	34%	29%	27%
Women	25%	20%	19%	37%	19%	28%	28%	34%	31%	22%	20%	35%	31%	20%	31%	14%
Senior citizens	44%	24%	25%	12%	24%	44%	39%	28%	38%	20%	22%	14%	13%	20%	24%	10%
People with mental health conditions	26%	29%	23%	26%	32%	28%	23%	22%	25%	30%	21%	17%	37%	30%	17%	19%
Lesbians, gay men and/or bisexuals	25%	16%	20%	35%	16%	26%	31%	21%	28%	16%	29%	13%	21%	19%	26%	15%
Transgender and/or non-binary people	23%	21%	26%	28%	21%	26%	24%	19%	25%	24%	21%	20%	19%	24%	22%	18%
Immigrants	17%	24%	28%	15%	23%	26%	29%	28%	24%	31%	12%	12%	8%	35%	29%	10%
People from minority ethnic groups	11%	23%	18%	25%	24%	16%	24%	20%	16%	26%	18%	14%	37%	23%	16%	7%
People who are neurodivergent	24%	21%	15%	27%	16%	29%	20%	19%	18%	22%	26%	10%	23%	28%	14%	17%
People of specific religions	8%	14%	10%	13%	10%	5%	10%	16%	12%	13%	4%	14%	38%	12%	5%	3%
Young adults	11%	6%	11%	9%	6%	11%	12%	11%	8%	9%	14%	15%	4%	11%	14%	5%
Men	8%	9%	3%	7%	8%	6%	6%	5%	4%	8%	4%	15%	4%	7%	5%	6%

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.



# Groups perceived to experience unfair treatment in 2024

Q. Which of these groups of people, if any, do you think most experience unequal or unfair treatment in your country today?

	Malaysia	Mexico	Netherlands	Peru	Poland	Singapore	South Africa	South Korea	Spain	Sweden	Thailand	Türkiye	United States
People with physical disabilities	25%	44%	29%	45%	31%	29%	30%	42%	27%	29%	36%	28%	24%
Women	16%	30%	19%	24%	19%	10%	40%	22%	27%	31%	16%	50%	23%
Senior citizens	19%	30%	16%	35%	17%	20%	20%	20%	29%	27%	27%	26%	20%
People with mental health conditions	18%	22%	20%	26%	21%	28%	22%	14%	23%	31%	16%	21%	27%
Lesbians, gay men and/or bisexuals	17%	34%	18%	29%	39%	23%	30%	20%	25%	19%	23%	20%	24%
Transgender and/or non-binary people	14%	22%	29%	21%	34%	25%	18%	16%	26%	31%	20%	16%	27%
Immigrants	17%	26%	30%	20%	18%	22%	30%	14%	33%	34%	18%	16%	28%
People from minority ethnic groups	20%	24%	32%	26%	14%	19%	27%	9%	18%	30%	26%	14%	31%
People who are neurodivergent	16%	25%	15%	26%	17%	26%	15%	19%	18%	18%	29%	13%	17%
People of specific religions	18%	8%	6%	8%	12%	10%	12%	2%	7%	17%	12%	14%	19%
Young adults	10%	10%	12%	10%	7%	6%	19%	12%	9%	11%	9%	24%	7%
Men	7%	6%	6%	6%	7%	5%	11%	12%	10%	7%	6%	8%	8%

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.



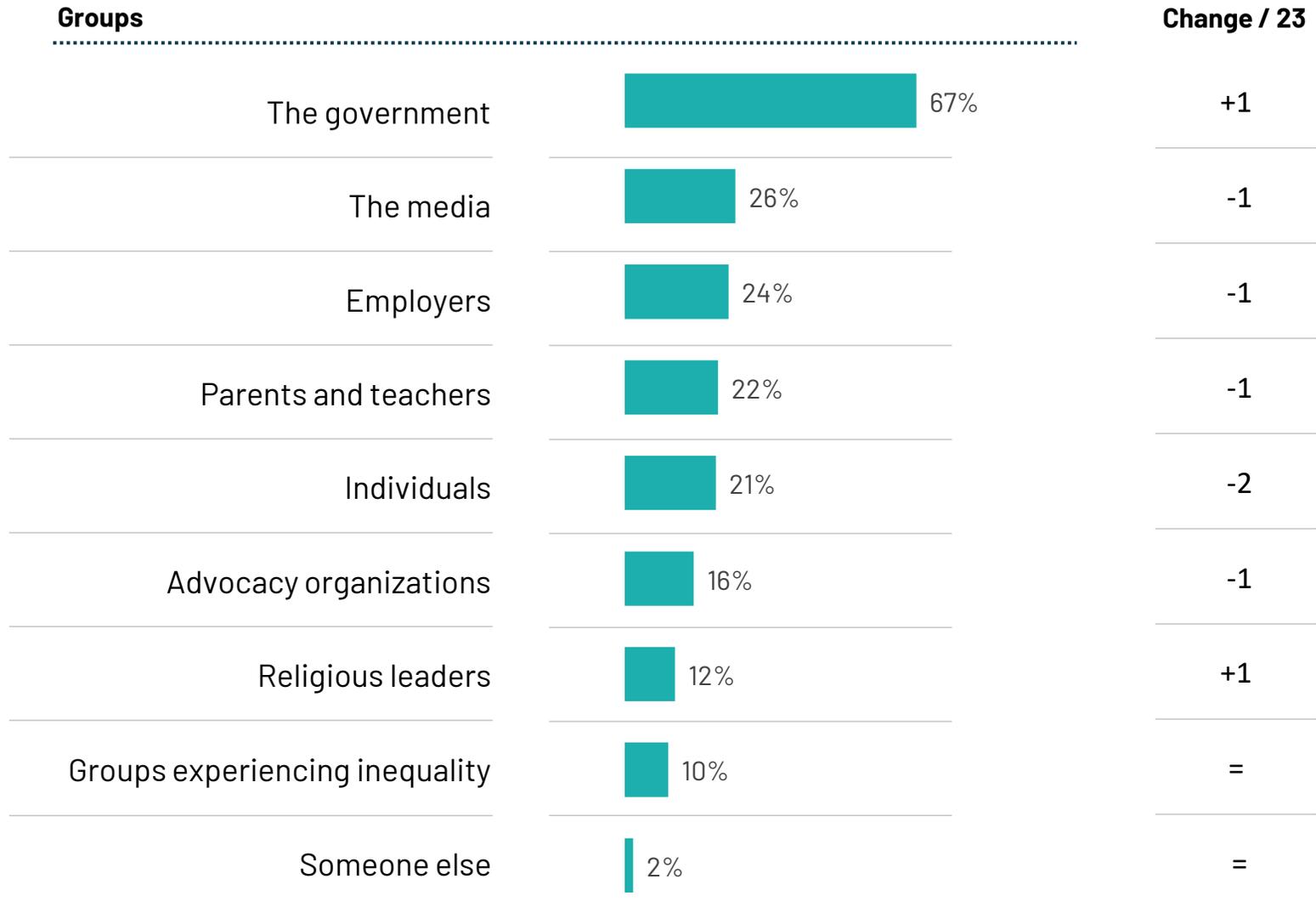
# 6. GOVERNMENTS BEAR THE BURDEN



## 29-Country Average

Which of these, if anyone, do you think should be primarily responsible for taking action to try to reduce inequality in your country?

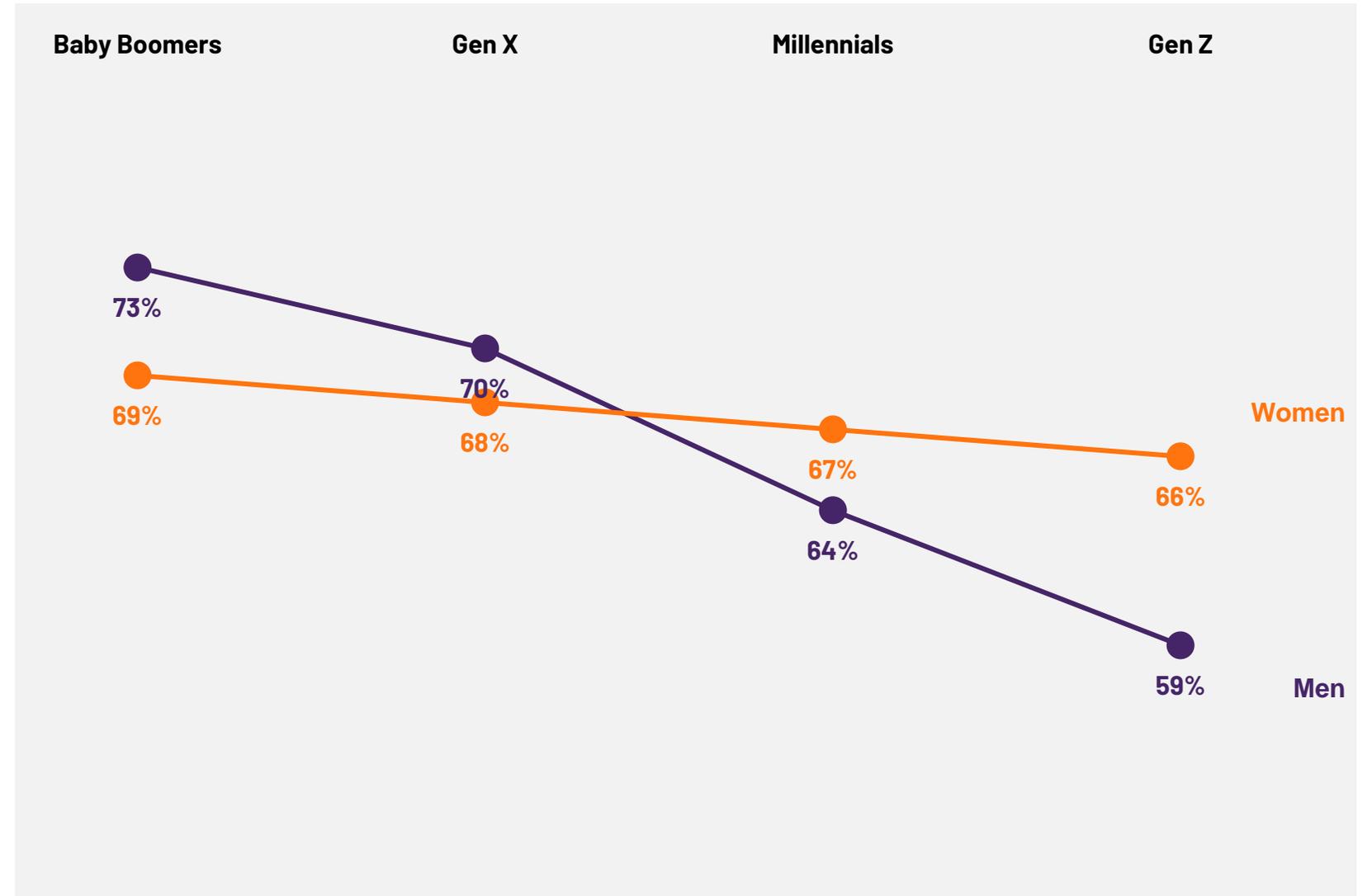
Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.



**Which of these, if anyone, do you think should be primarily responsible for taking action to try to reduce inequality in your country?**

% "government". 29-country average

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.



# Accountable institutions

Q. Which of these, if anyone, do you think should be primarily responsible for taking action to try to reduce inequality in your country?

	Argentina	Australia	Belgium	Brazil	Canada	Chile	Colombia	France	Germany	Great Britain	Hungary	India	Indonesia	Ireland	Italy	Japan
The government	70%	62%	62%	75%	56%	74%	75%	62%	55%	66%	69%	57%	82%	68%	62%	60%
The media	25%	25%	18%	23%	17%	27%	31%	15%	24%	29%	24%	29%	29%	25%	25%	18%
Employers	20%	29%	20%	25%	27%	28%	32%	22%	30%	28%	18%	13%	13%	26%	24%	22%
Parents and teachers	30%	18%	14%	17%	20%	26%	32%	14%	20%	20%	10%	22%	34%	23%	25%	5%
Individuals	8%	31%	15%	20%	27%	12%	8%	11%	15%	28%	11%	25%	34%	29%	30%	16%
Advocacy organizations	20%	14%	12%	24%	11%	20%	36%	19%	14%	8%	9%	6%	10%	12%	13%	4%
Religious leaders	9%	9%	6%	15%	7%	8%	10%	5%	8%	10%	10%	24%	40%	9%	8%	3%
Groups experiencing inequality	8%	12%	9%	11%	9%	9%	13%	6%	9%	7%	6%	13%	20%	10%	5%	4%
Someone else	3%	1%	1%	2%	1%	4%	3%	1%	2%	2%	1%	3%	6%	2%	1%	2%

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.



# Accountable institutions

Q. Which of these, if anyone, do you think should be primarily responsible for taking action to try to reduce inequality in your country?

	Malaysia	Mexico	Netherlands	Peru	Poland	Singapore	South Africa	South Korea	Spain	Sweden	Thailand	Türkiye	United States
The government	68%	70%	63%	77%	67%	68%	76%	77%	69%	67%	67%	73%	51%
The media	29%	25%	23%	38%	33%	24%	29%	28%	23%	25%	29%	27%	25%
Employers	23%	23%	24%	16%	20%	38%	37%	20%	23%	37%	20%	18%	19%
Parents and teachers	21%	32%	18%	36%	28%	20%	23%	8%	24%	28%	18%	19%	21%
Individuals	22%	13%	36%	6%	11%	28%	28%	28%	21%	22%	22%	22%	31%
Advocacy organizations	10%	32%	9%	31%	34%	13%	18%	6%	8%	14%	29%	9%	14%
Religious leaders	19%	11%	8%	12%	17%	12%	21%	5%	5%	8%	11%	15%	14%
Groups experiencing inequality	17%	11%	8%	8%	11%	9%	16%	7%	8%	11%	15%	9%	12%
Someone else	3%	3%	0%	3%	1%	1%	2%	1%	2%	1%	2%	2%	1%

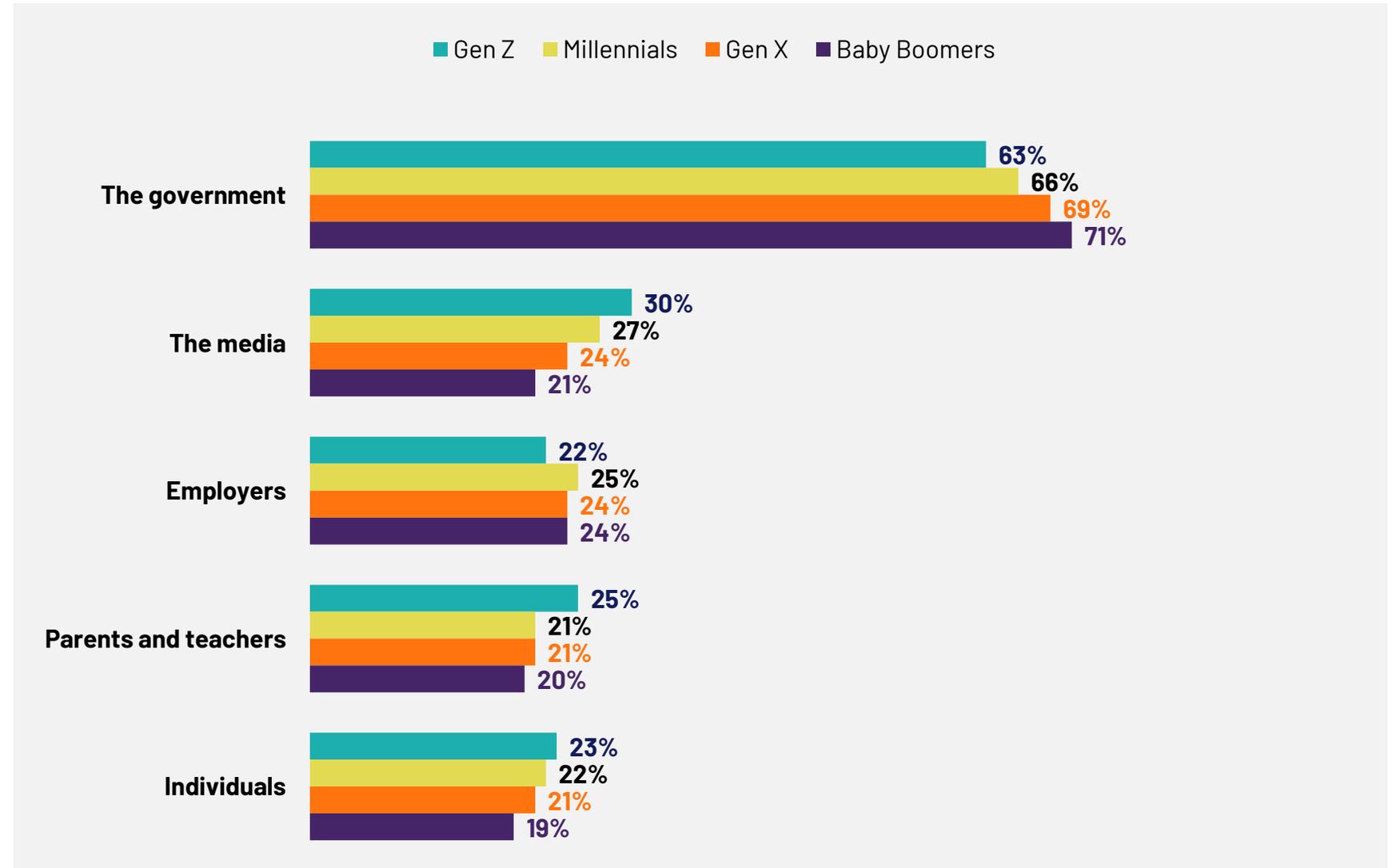
Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.



## 29-Country Average

Which of these, if anyone, do you think should be primarily responsible for taking action to try to reduce inequality in your country?

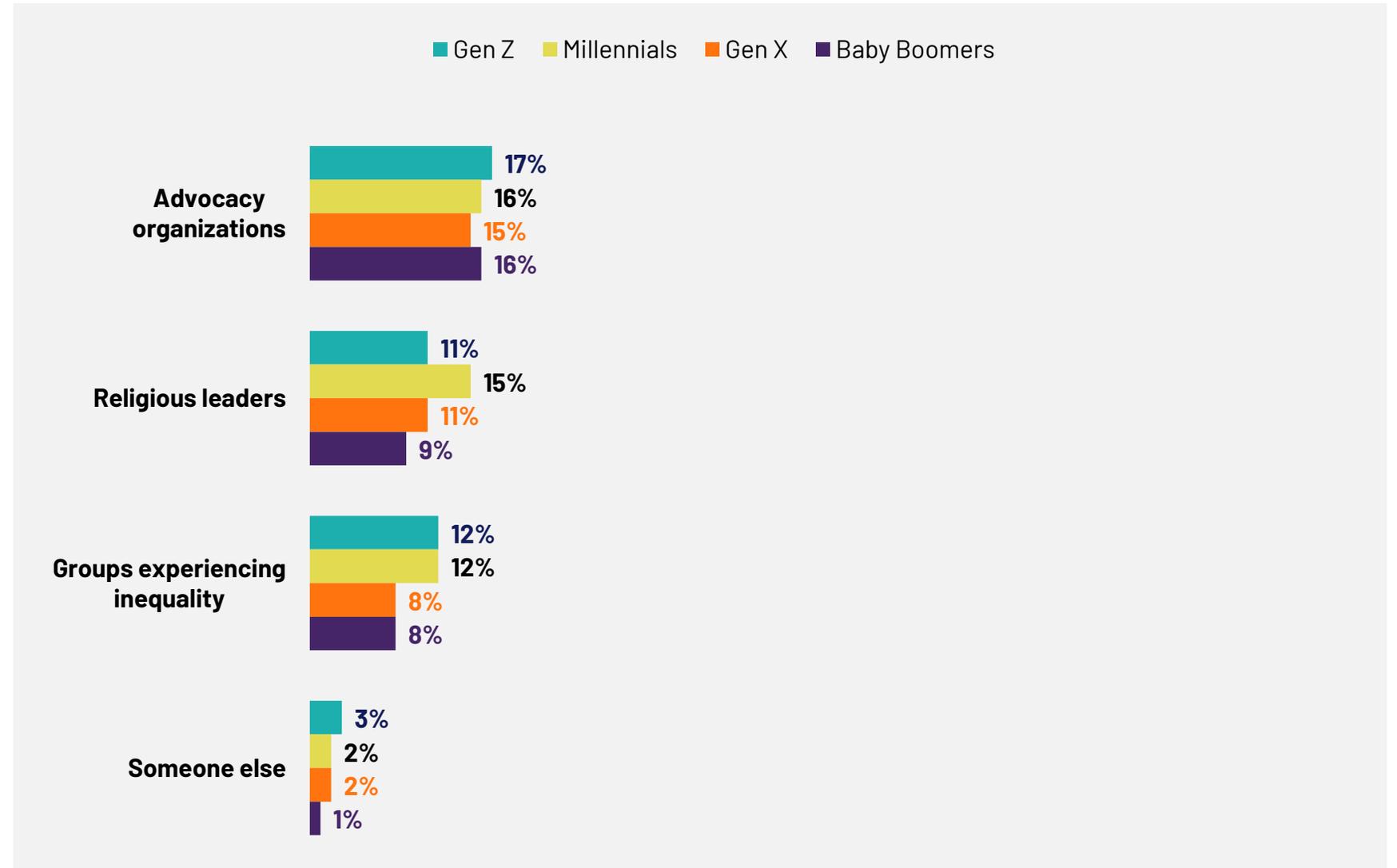
Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.



## 29-Country Average

Which of these, if anyone, do you think should be primarily responsible for taking action to try to reduce inequality in your country?

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024.



# METHODOLOGY



# METHODOLOGY

These are the results of a 29-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its India Bus platform, between Friday, February 23 and Friday, March 8, 2024. For this survey, Ipsos interviewed a total of 21,759 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 1,000 individuals each in Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Mexico, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia,

Hungary, Indonesia, Ireland, Malaysia, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Türkiye. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa,

Thailand, and Türkiye 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.

India's sample represents a large subset of its urban population - social economic classes A, Band C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country's sample 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

in which 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.

When percentages do not sum up to 100 or the 'difference' appears to be +/- 1 percentage point more/less than the actual result, 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 where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.



# For more information

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