

INTERNATIONAL WOMEN'S DAY 2025

New Zealand version

March 2025

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Women's Day 2025



KING'S
BUSINESS
SCHOOL

KING'S GLOBAL
INSTITUTE
FOR WOMEN'S
LEADERSHIP



International Women's Day in numbers: New Zealand



57%

(vs **59%** of the 30-country **global average**)

of New Zealanders say things would work better if more women held positions with responsibilities in government and companies.



42%

of New Zealanders define themselves as a feminist. This is significantly higher than the global average of 38%.

61%



say as a child their mother/female caregiver did more work around the house than their father/male caregiver.

39%



say men are expected to do too much to support equality.

Who has benefited from the women's movement the most in recent decades?

Today's young women

68%

Today's older women

58%

Today's younger men

43%

Today's older men

30%

Key Findings: New Zealand

1 Majority say equality is important, but fewer than half think significant progress is likely

Two in three (67%) New Zealanders say that gender equality is important to them personally. However, far fewer (41%) think it's likely that they'll see significant progress toward gender equality within the next five years. This pattern is also seen across the 30 country global average.

2 Perceptions of tensions between men and women lower for New Zealanders

Across the 30 countries surveyed, about half (51%) of people perceive there to be tension between men and women in their country today. New Zealanders are significantly less likely to perceive there to be tensions between men and women in New Zealand (43%).

3 More optimism about the future for young women than for young men

65% of New Zealanders think young women in their country today will have a better life than women in their parents' generation. This is higher than the global average of 55%. When New Zealanders were asked about how they foresee the future of young men in their country, this drops to 47%.

4 Many think gender equality efforts by gov't, businesses have been positive for society

Two in five (40%) New Zealanders say that efforts toward gender equality made by government and businesses have been positive. This is 5ppts higher than the global average. Just under 10% say the impact on society has been negative – suggesting that backlash is more about feeling than opposition to actions taken.

5 Signs of progress on attitudes toward gender equality

Although there hasn't been much change since last year globally, the long-term trends show some attitudinal improvements across a 24-country average. Agreement that efforts toward gender equality have gone far enough has declined by 5ppts, as has agreement that men are being expected to do too much to support equality. New Zealanders are also less likely than the global average to agree with these statements.

6 Global gender gap among Gen Z persists

Across the 30 countries surveyed, there remains a significant gap in perceptions between Gen Z men and women, with young men far more likely than young women to agree that a man who stays home with his children is less of a man, and that efforts toward women's equality have gone so far that men are being discriminated against.

ATTITUDES TOWARD GENDER EQUALITY



Q

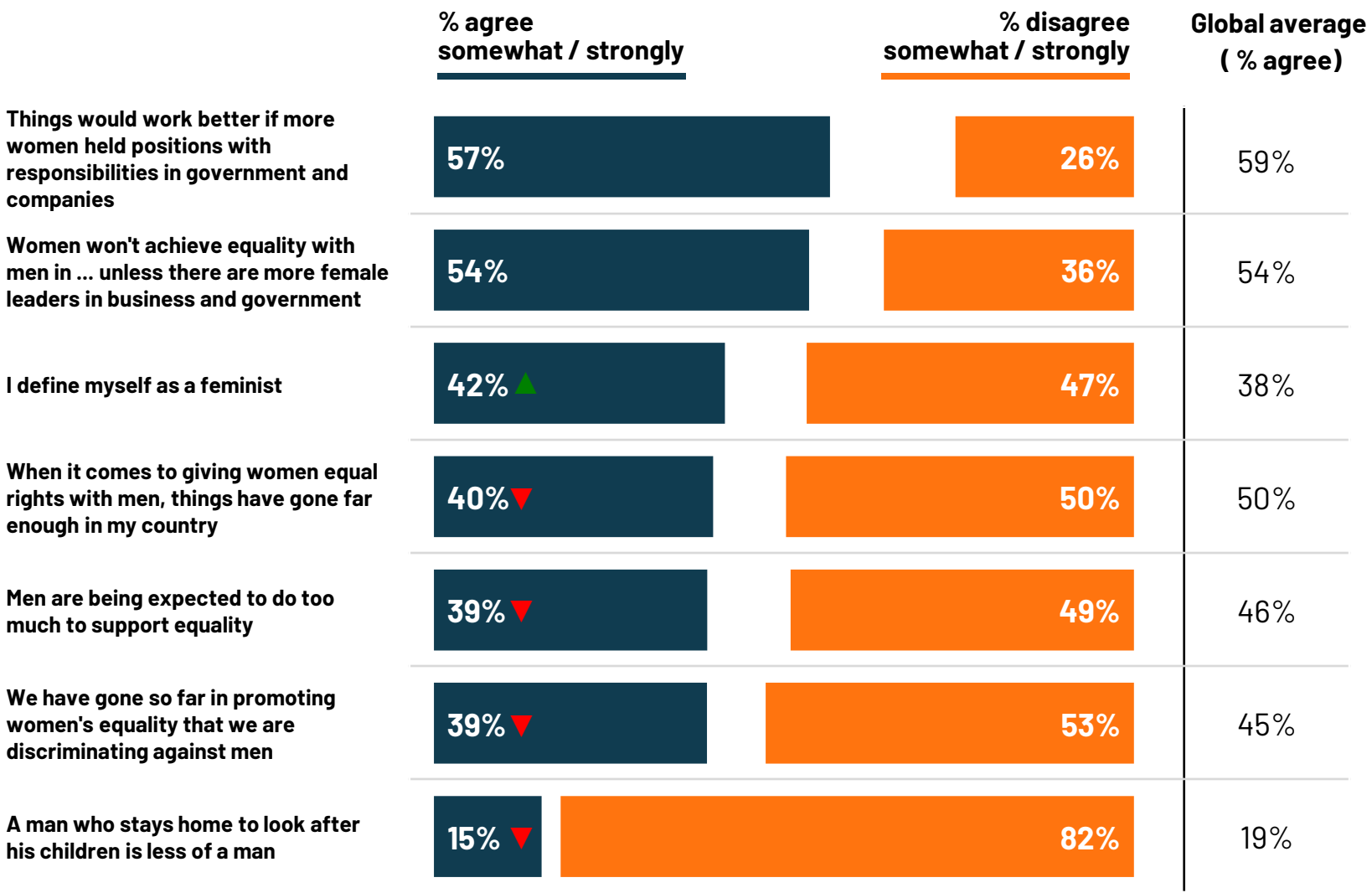
Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

New Zealanders are more likely to define themselves as a feminist (42%) compared to the global average (38%).

Three in five (57%) New Zealanders agree that things would work better if more women held positions with responsibilities in government and companies. A similar number also believe that women won't achieve equality with men in their country unless there are more female leaders in business and government (54%). This aligns with global results.

While lower than the global average, four in ten (40%) New Zealanders believe that when it comes to giving women equal rights with men, things have gone far enough. A similar number also say that men are being expected to do too much to support equality (39%) and that we have gone so far in promoting women's equality that we're discriminating against men (39%).

New Zealand results



Statistically significant increase / decrease compared to Global results

Base: Global (30 countries) - 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

New Zealand - (n=1,001)





Q

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

Although there hasn't been much change since last year, the global long-term trends show some attitudinal improvements across a 24-country average.

The proportion of people who think that men are being expected to do too much to support equality has declined by 5ppts, as has the share of those who agree that, when it comes to giving women equal rights with men, things have gone far enough in their country.

Similarly, there has been a decline in those who agree that we have gone so far in promoting women's equality that we are discriminating against men (-4ppt vs 2024) and that a man who stays home to look after his children is less of a man (-3ppt vs 2024).

However, the proportion of people who identify as a feminist has also declined from last year (-3ppt vs 2024).

24-country average % agree

Things would work better if more women held positions with responsibilities in government and companies

Women won't achieve equality with men in ... unless there are more female leaders in business and government

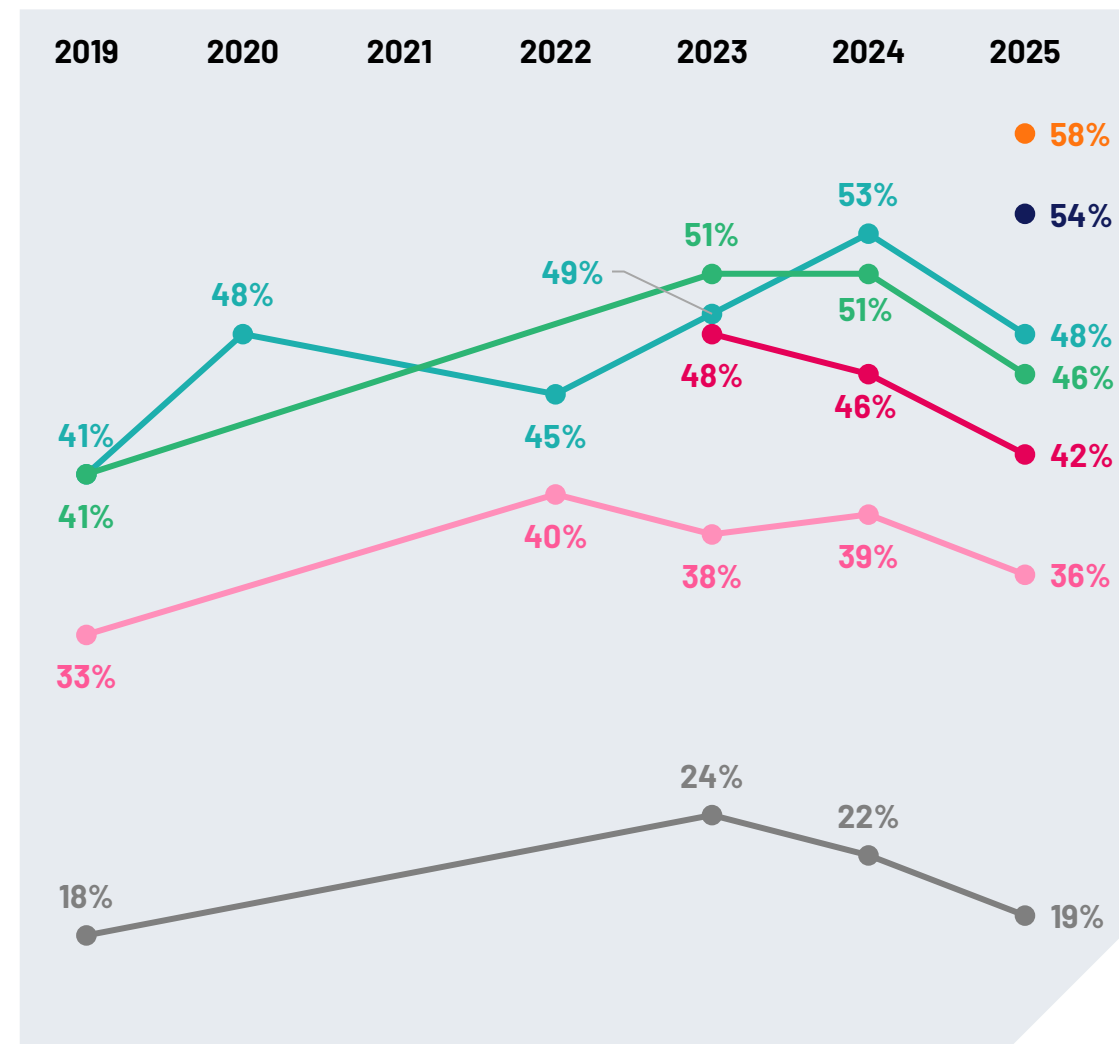
When it comes to giving women equal rights with men, things have gone far enough in my country

Men are being 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 home to look after his children is less of a man



Base: 19,759 online adults aged 18-74 in 24 countries, 20 December 2024-3 January 2025

Q

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

Compared to 2024, movement in New Zealand data is showing positive trends. Significantly less New Zealanders say that we have gone so far in promoting women's equality that we are discriminating against men and more New Zealanders define themselves as feminists.

New Zealand results % agree

Things would work better if more women held positions with responsibilities in government and companies

Women won't achieve equality with men in ... unless there are more female leaders in business and government

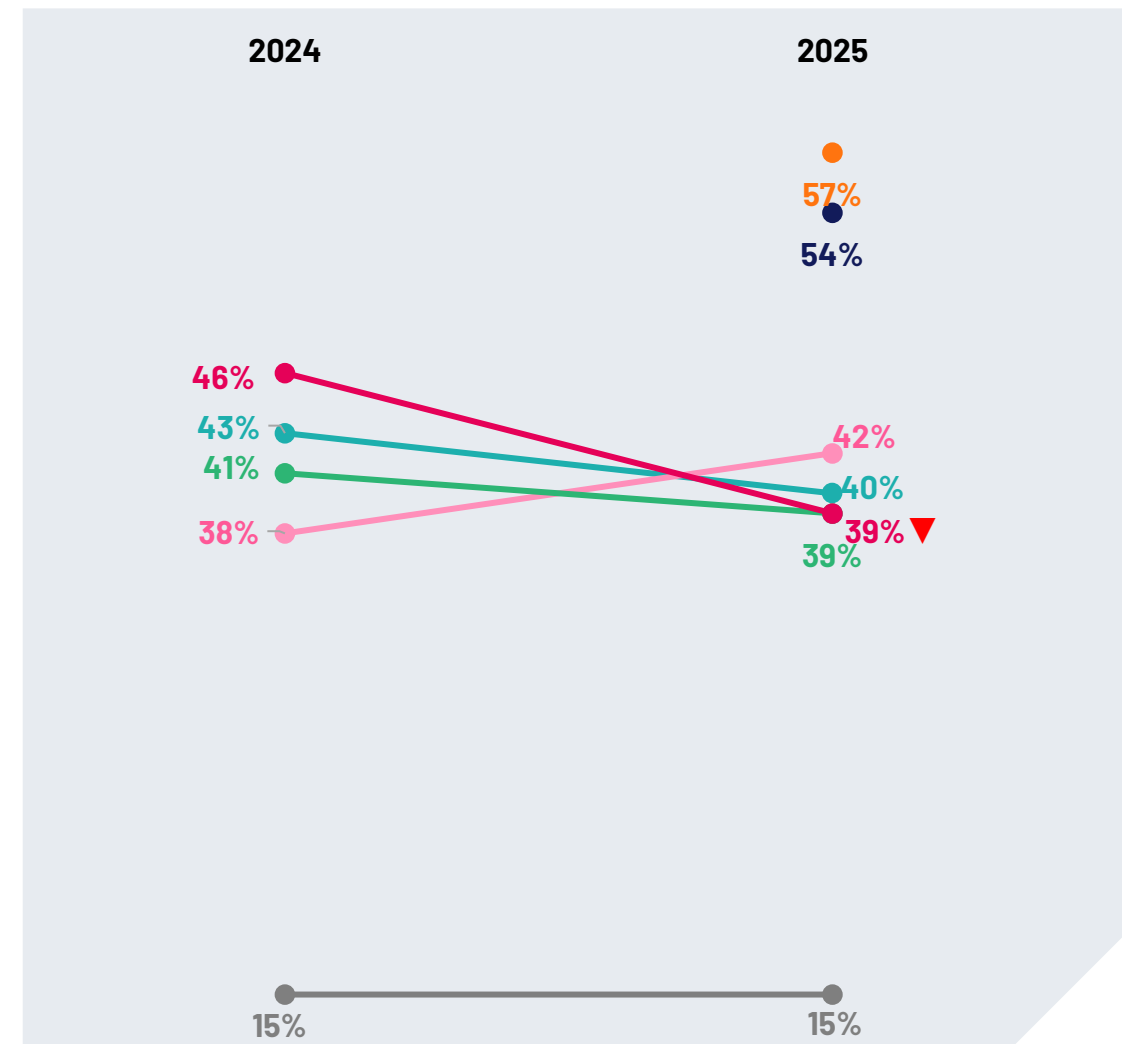
We have gone so far in promoting women's equality that we are discriminating against men

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

Men are being expected to do too much to support equality

I define myself as a feminist

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



Statistically significant decrease compared to previous year (2024)

Base: New Zealand - 2024 (n=1,001), 2025 (n=1,001)

Q

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

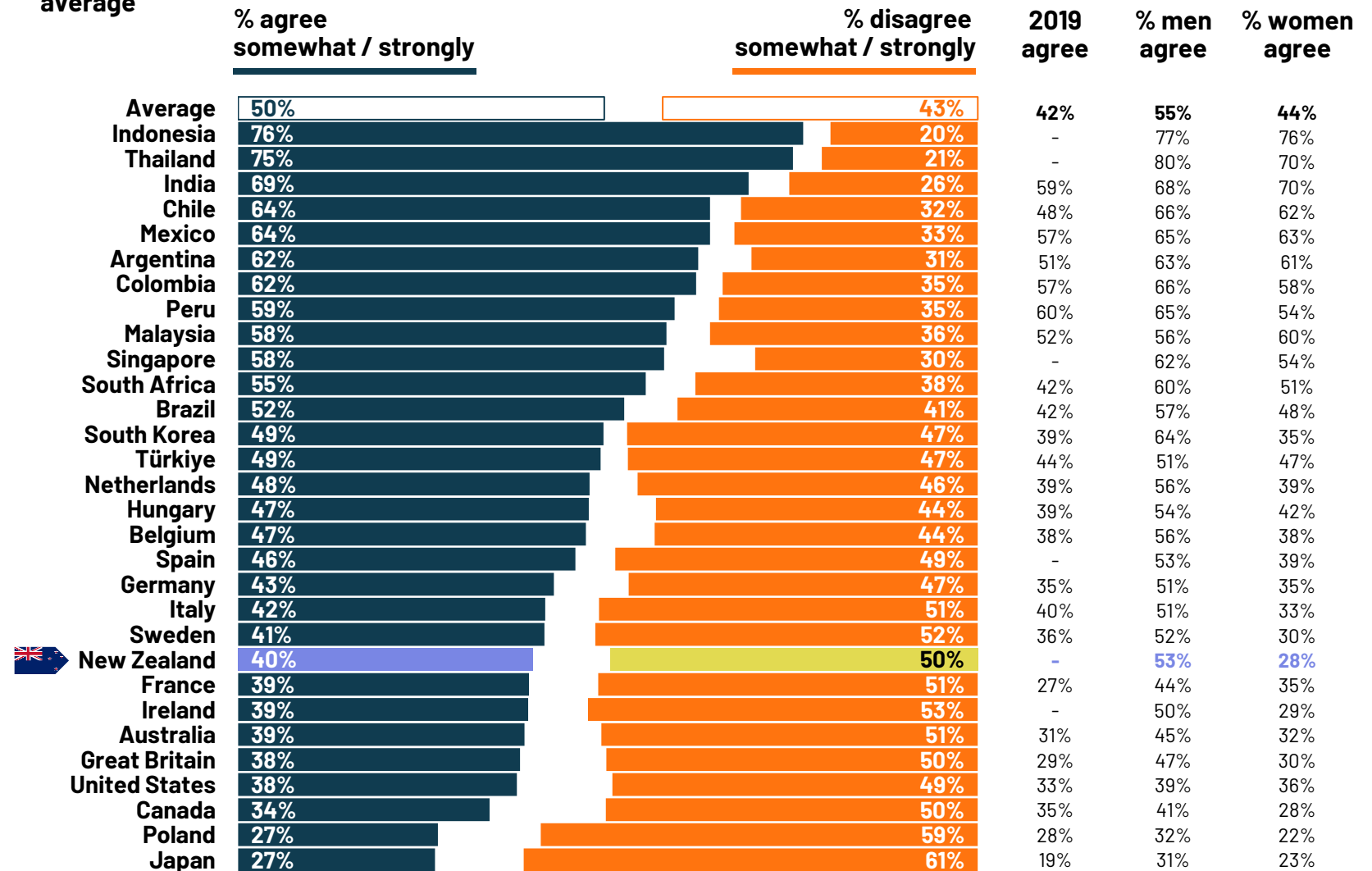
When it comes to giving women equal rights with men, things have gone far enough in my country.

New Zealanders are less likely than the global average to believe that when it comes to giving women equal rights things have gone far enough (40% vs 50%).

By gender, men are more likely than women to agree with this statement (53% vs 28%).

New Zealand women are less likely to agree with this (28%) compared to the global average (44%).

30-country
average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

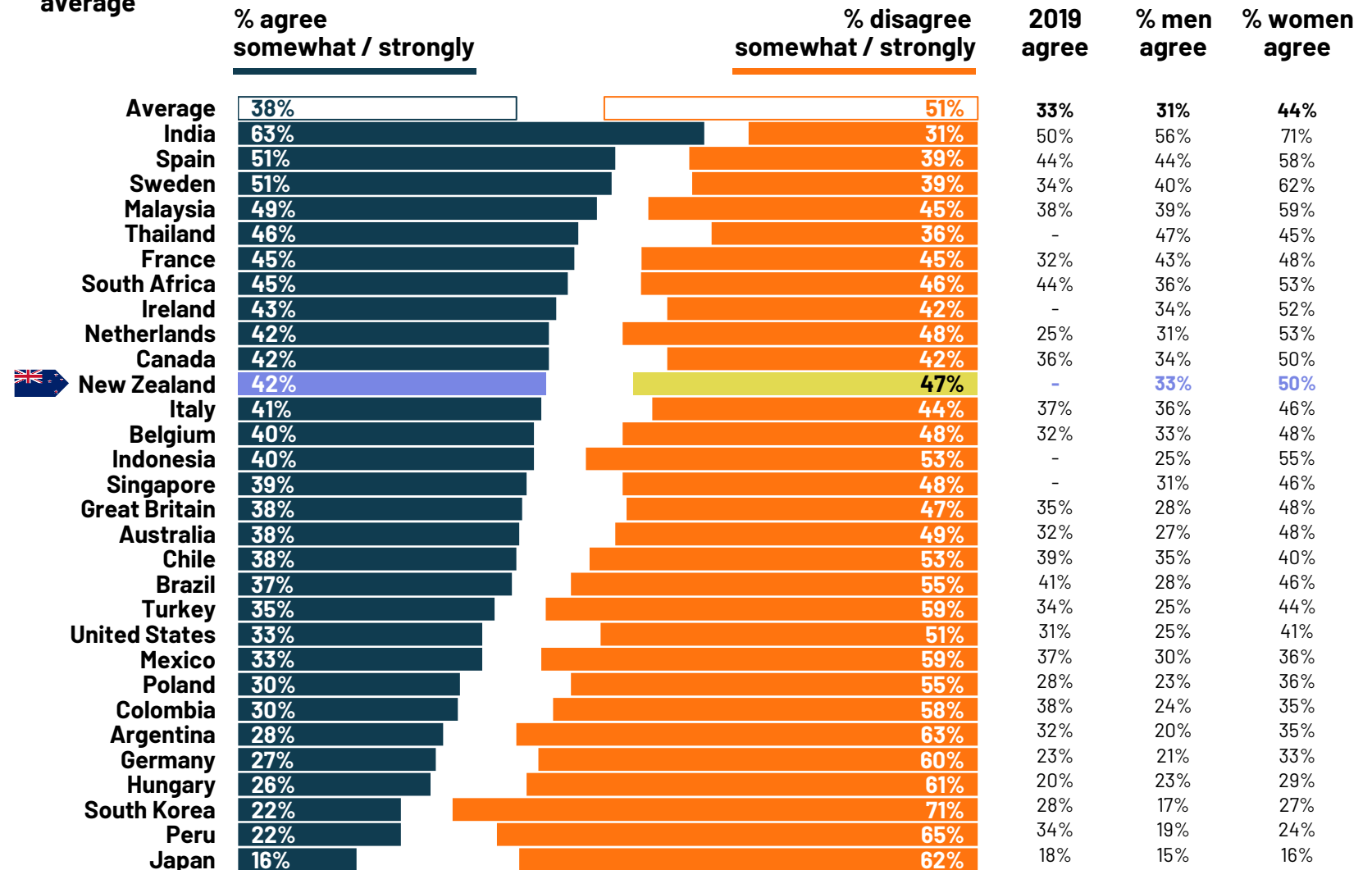
Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

I define myself as a feminist.

More than two in five (42%) New Zealanders define themselves as feminists. This is higher than the global average. Women are more likely than men to define themselves in this way (50% vs. 33%).

However, close to half (47%) of New Zealanders would not define themselves as a feminist.

30-country
average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025



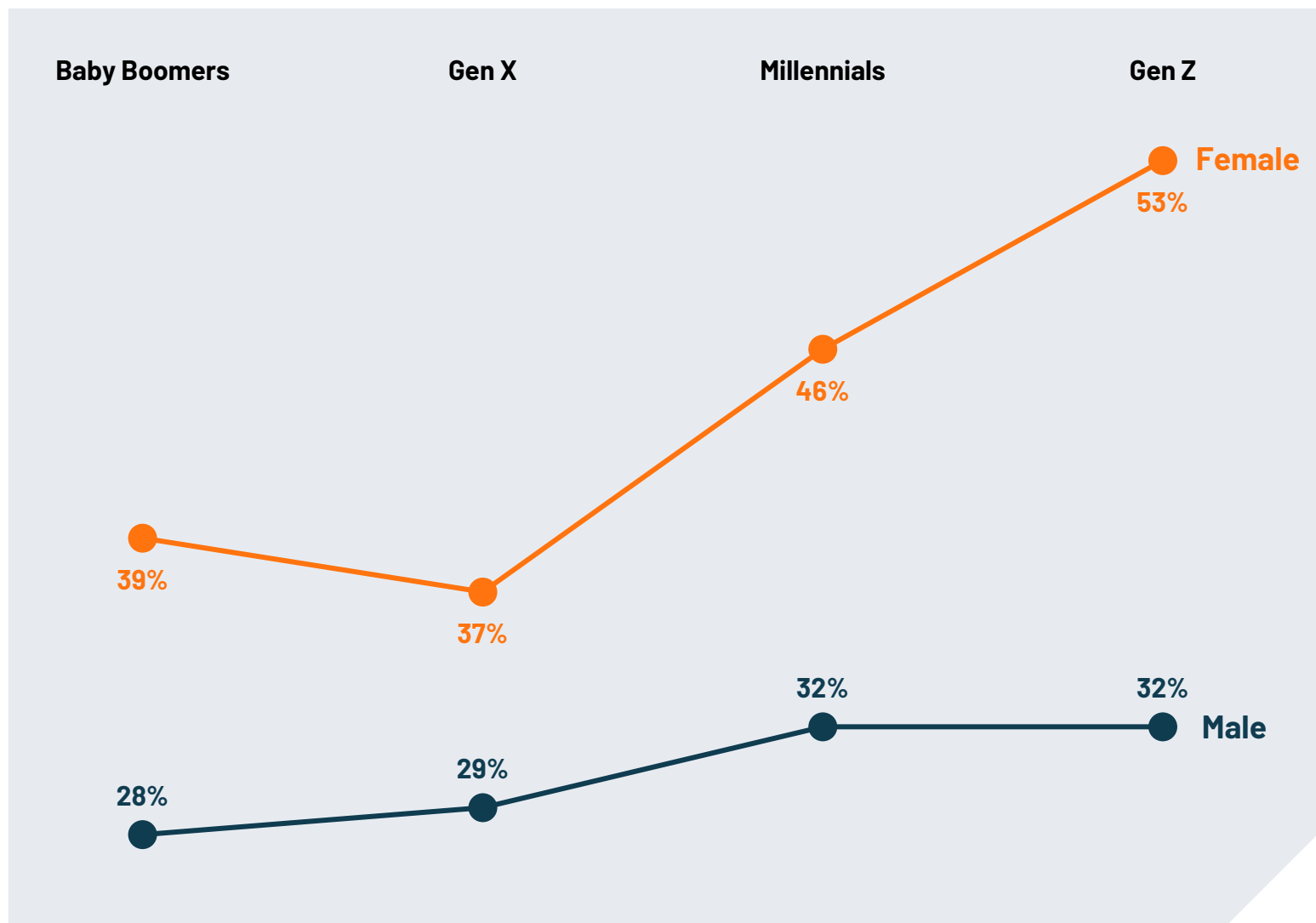
Q

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, % agree.

Across the 30 countries studied, younger women are more likely to say they are a feminist compared to older women. A majority (53%) of Gen Z women define themselves as a feminist, compared with 32% of Gen Z men.

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

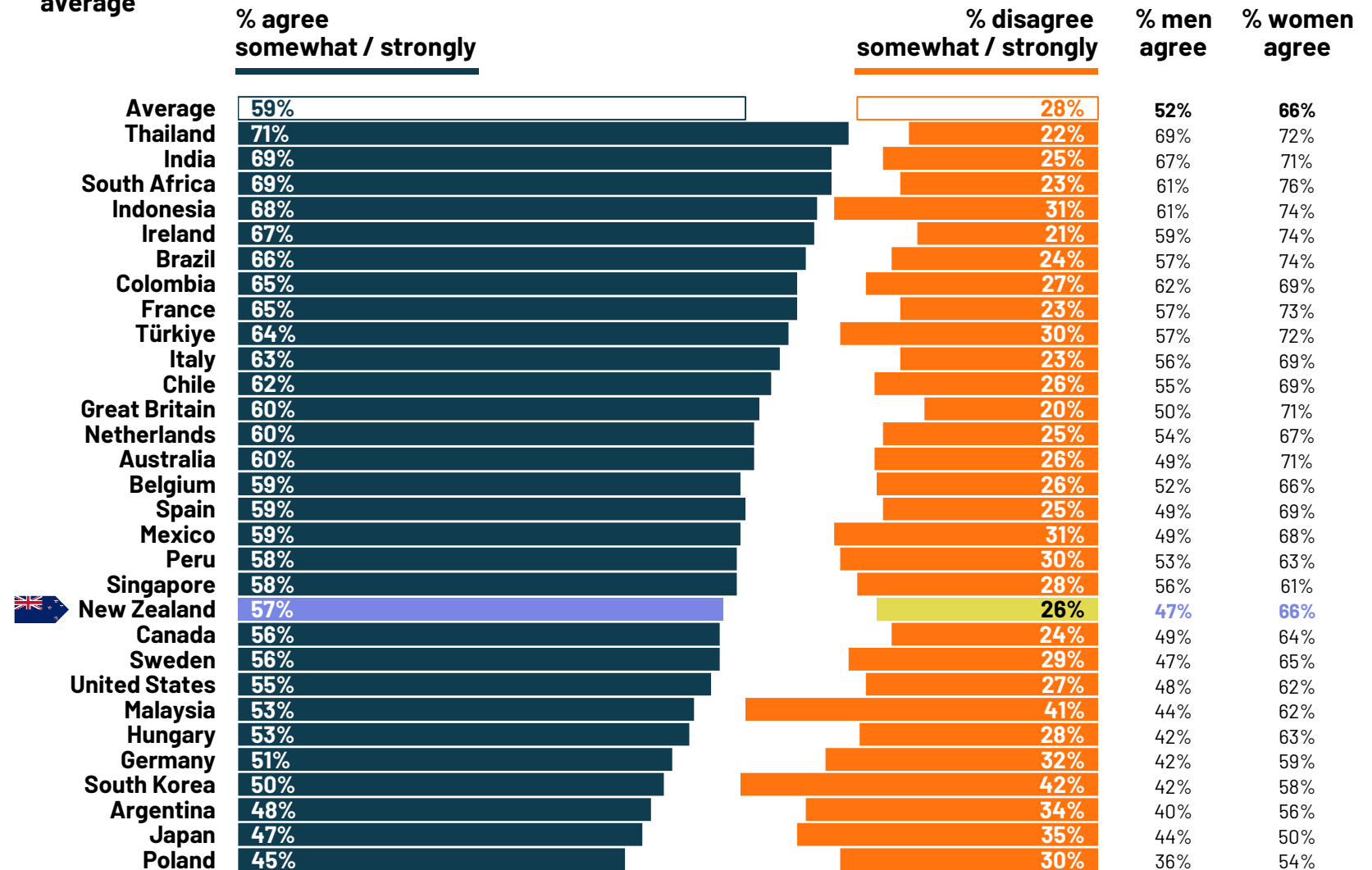
Q

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

Things would work better if more women held positions with responsibilities in government and companies.

New Zealanders are aligned with the global average, with nearly three in five (57%) agreeing things would work better if more women held positions with responsibilities in government and companies.

30-country
average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

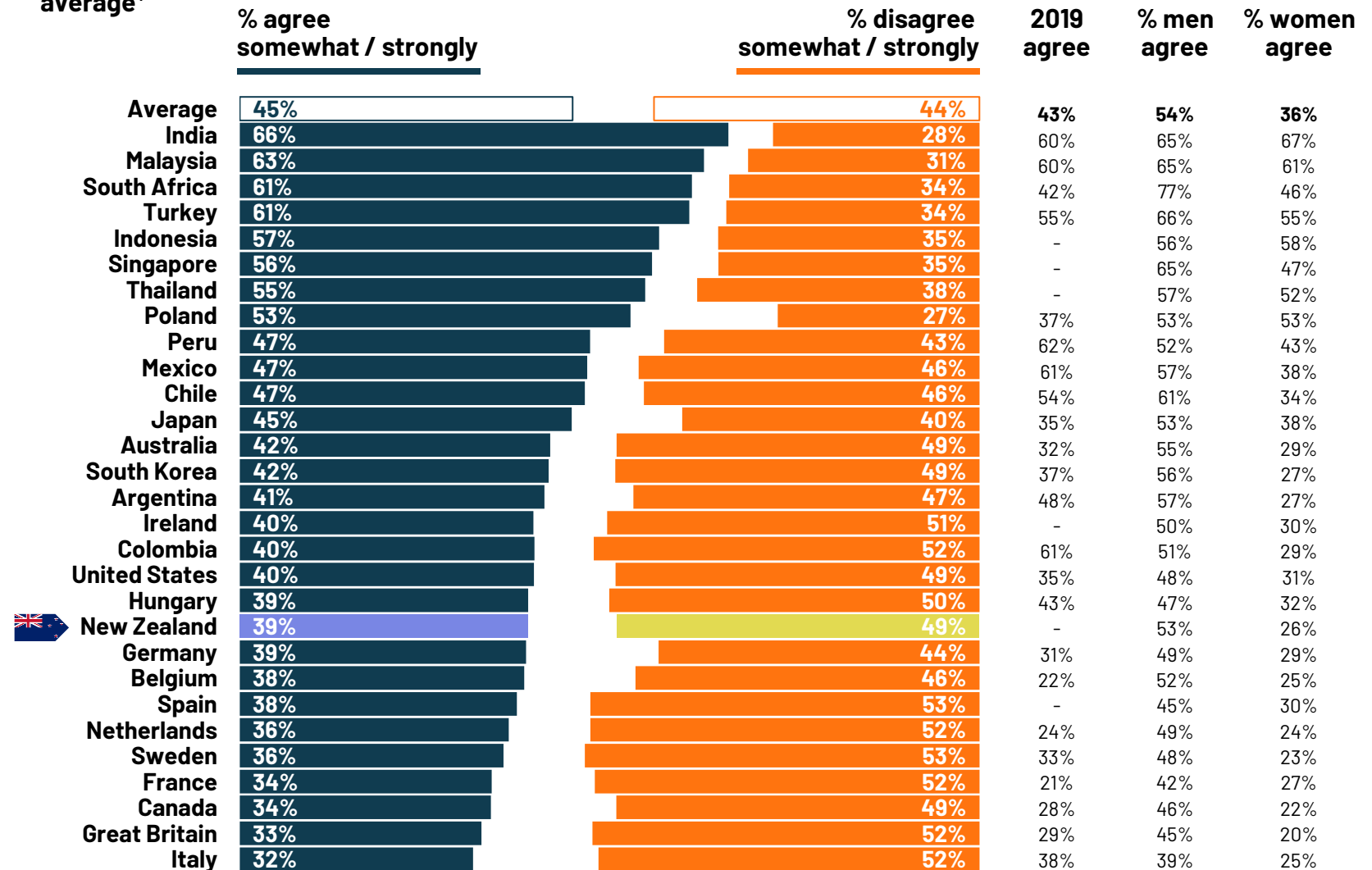
Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

Men are being expected to do too much to support equality.

New Zealanders are less likely than the global average to agree that men are being expected to do too much to support equality (39% vs 46%).

By gender, more men than women agree with this statement (53% vs 26%).

29-country
average*



Base: 22,763 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

***Note:** Brazil excluded from this question due to translation error



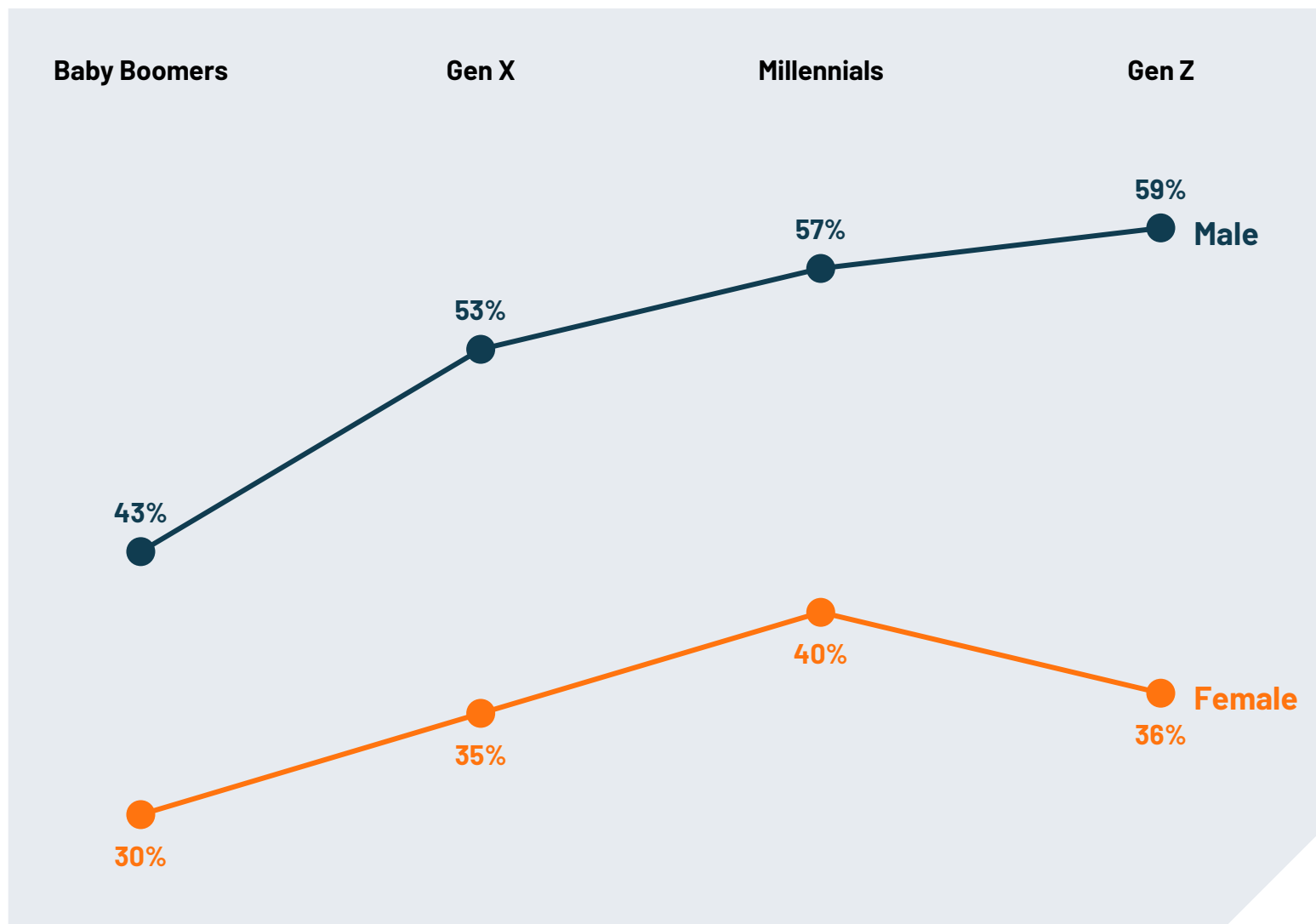
Q

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, % agree

According to the global average, across all generations men are more likely than women to think that men are being expected to do too much to support gender equality. Young men are more likely to agree with this statement than older men.

29-country average*



Base: 22,763 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

***Note:** Brazil excluded from this question due to translation error

Q

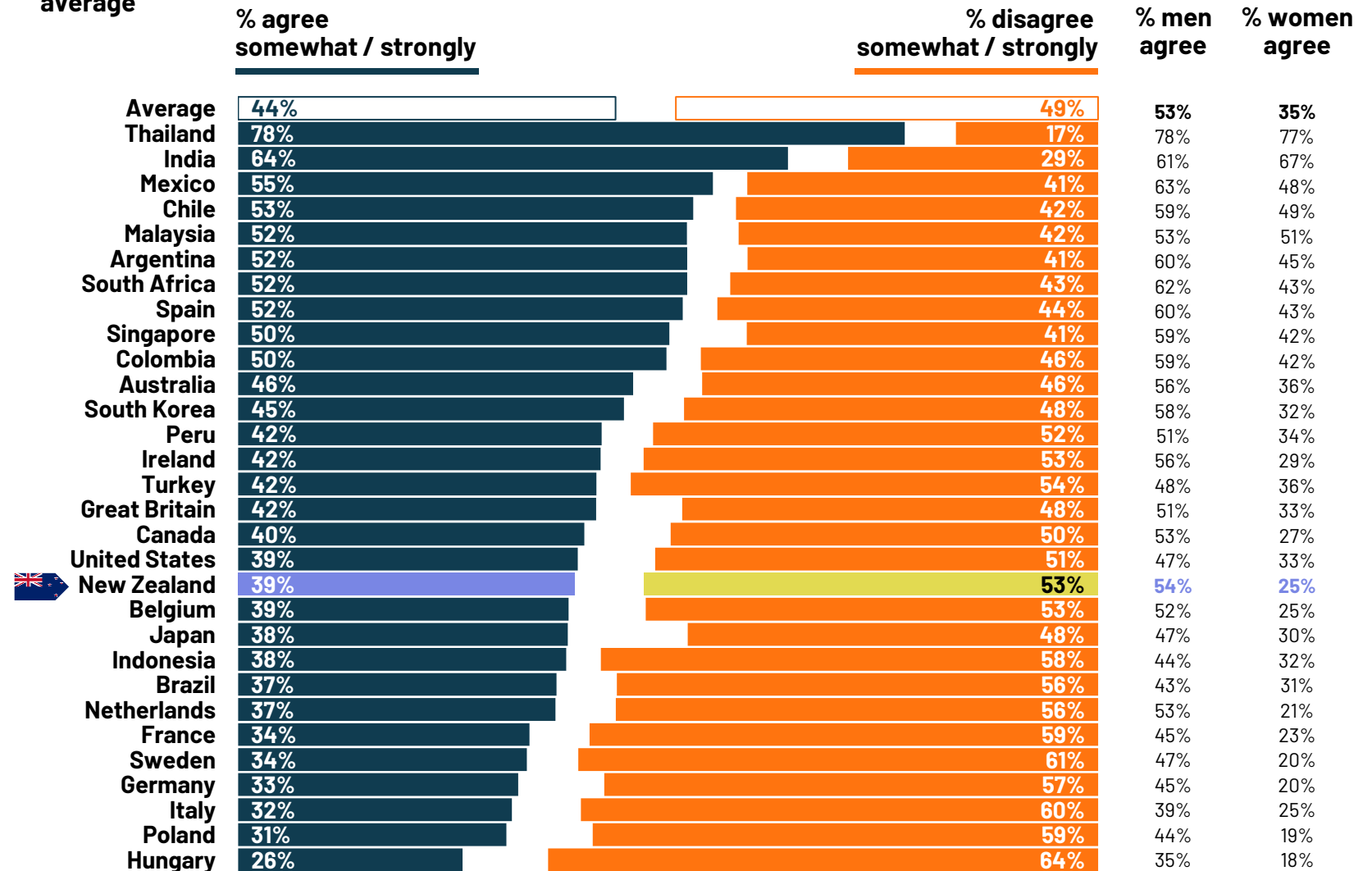
Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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

New Zealanders are less likely than the global average to agree that we have gone so far in promoting women's equality that we are discriminating against men (39% vs 44%). This has decreased from the 2024 result of 46%.

However, like the global average, over half (54%) of men agreed with this statement compared to 25% of women.

30-country
average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025



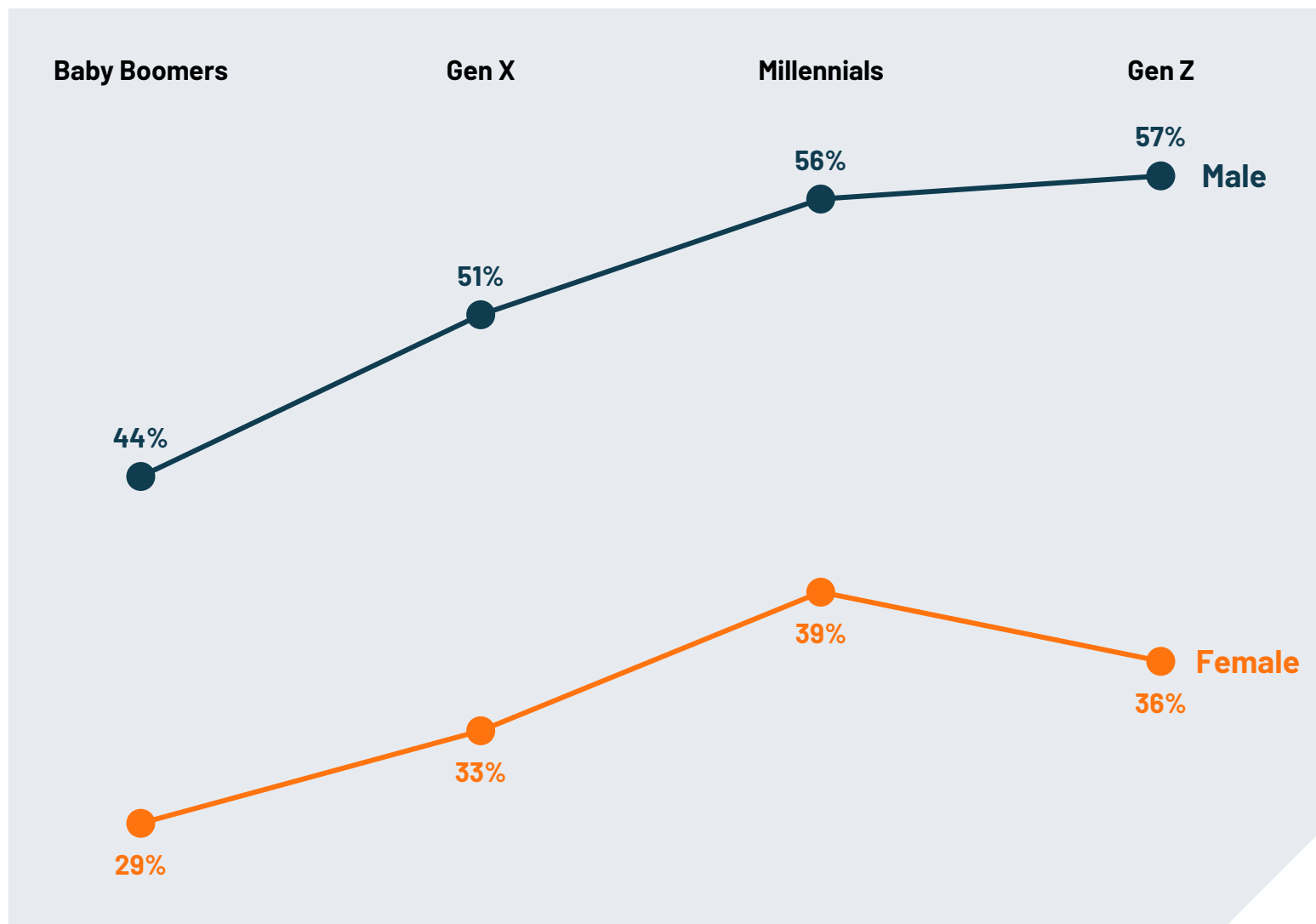
Q

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, % agree.

According to the global average, there is a 20-percentage point difference between Gen Z men and Gen Z women when it comes to thinking women's equality discriminates against men, with 57% of Gen Z men saying this is the case, compared to 36% of Gen Z women.

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

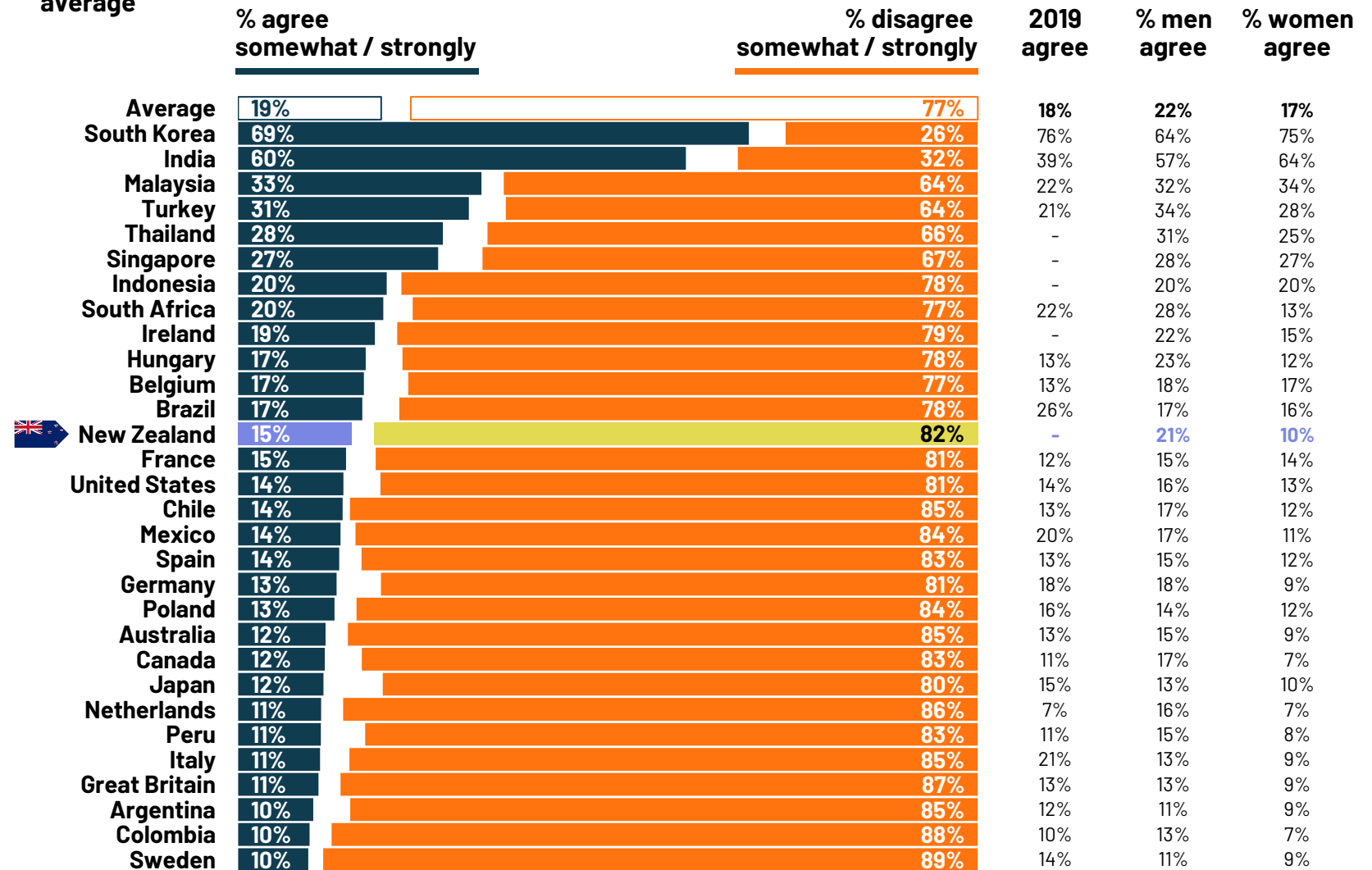
Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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

Four in five (82%) New Zealanders disagree that a man who stays home to look after his children is less of a man. This is higher than the global average.

Close to one in five (15%) New Zealanders agree with this statement. Men are more likely than woman to agree with this statement (21% vs. 10%).

30-country
average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025



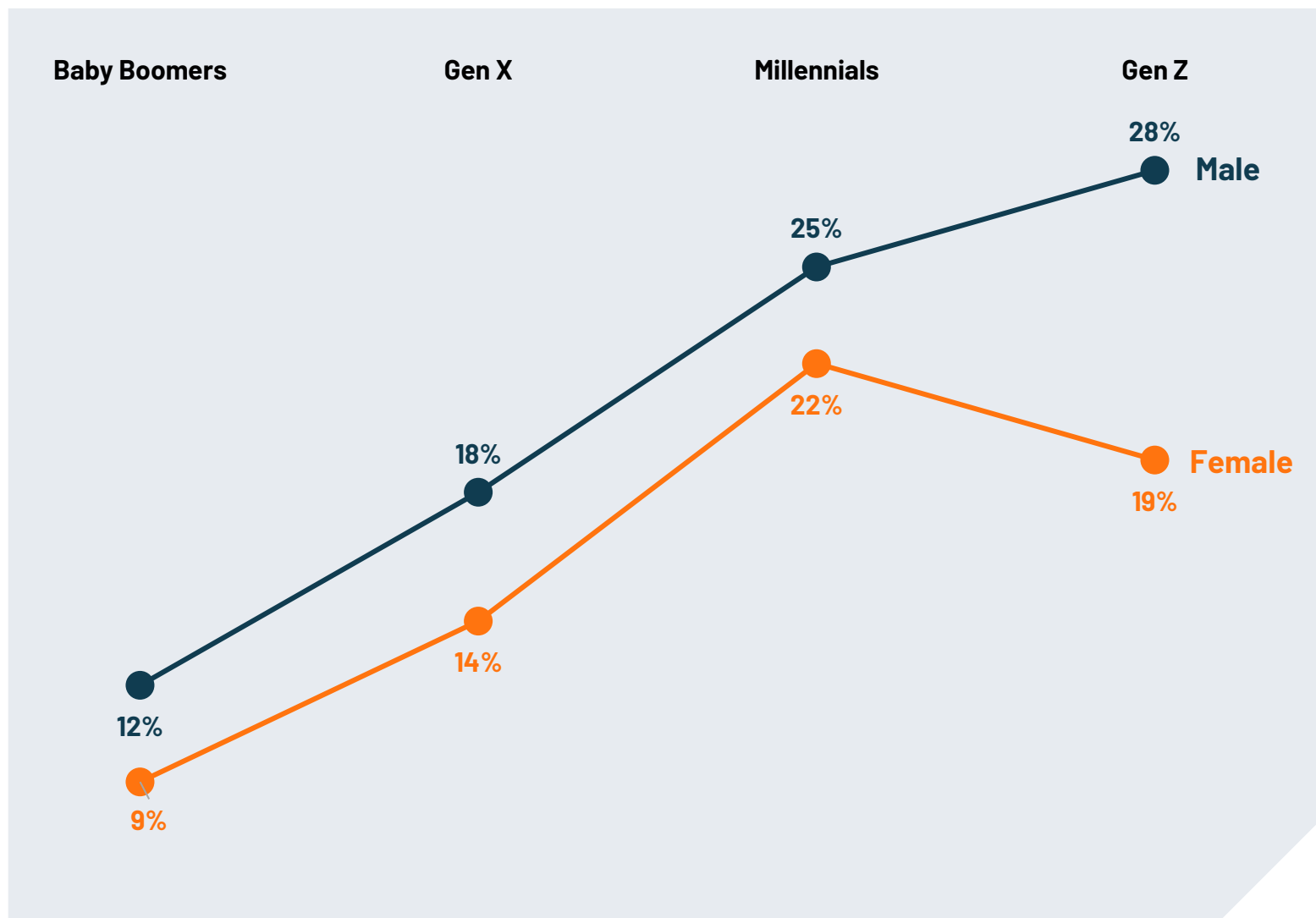
Q

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, % agree.

According to the global average, among men, agreement that a man who stays home to look after his children is less of a man decreases with age, with only 12% of Baby Boomers agreeing with this statement, compared to 28% of Gen Z. The gap between men and women is highest amongst those in Gen Z (28% men vs 19% women).

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

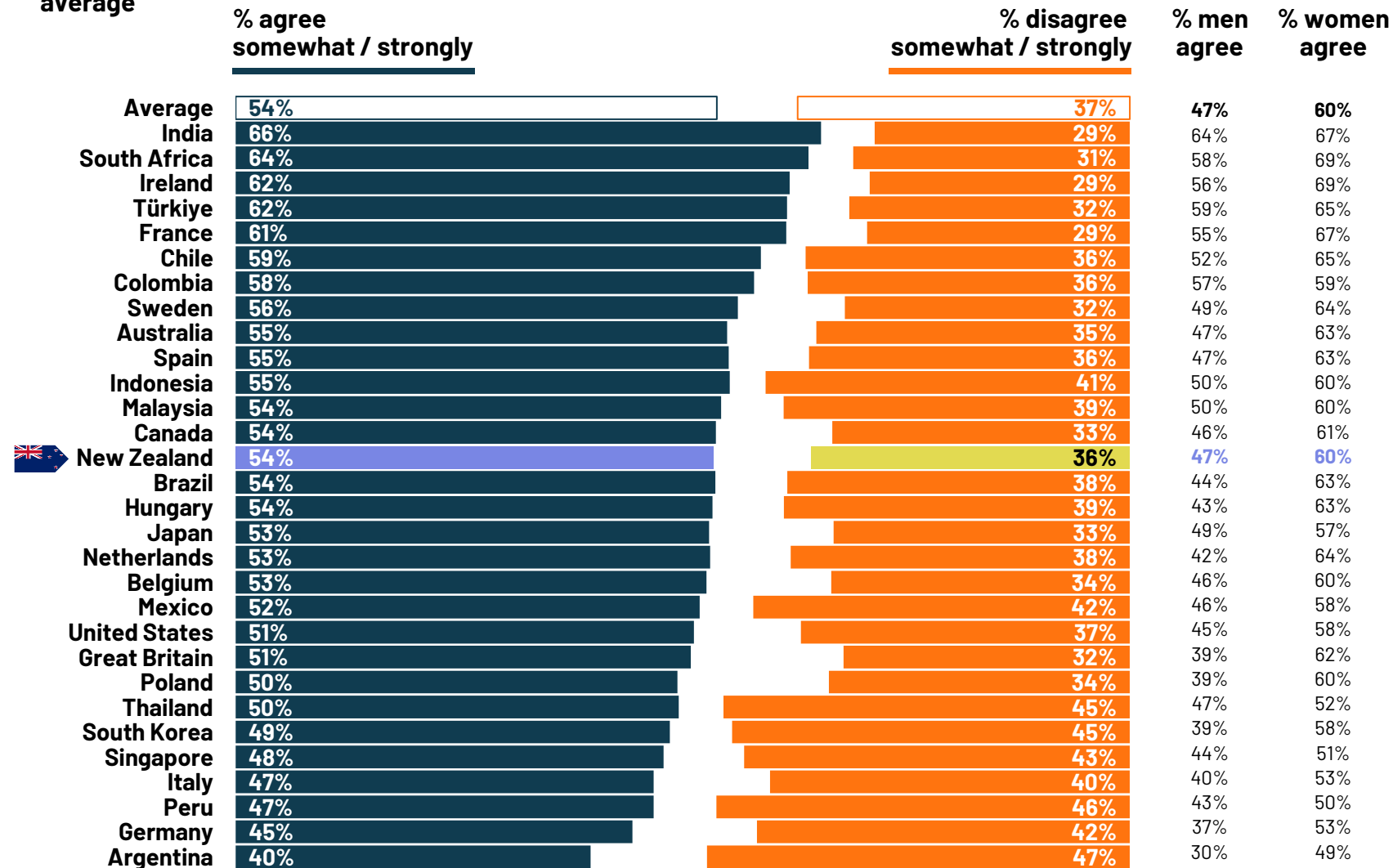
Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

Women won't achieve equality with men in ... unless there are more female leaders in business and government.

More than half (54%) of New Zealanders think that women won't achieve equality in their country unless there are more female leaders in business and government. This aligns with the global average.

Women are more likely than men to agree with this statement (60% vs. 47%).

30-country
average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

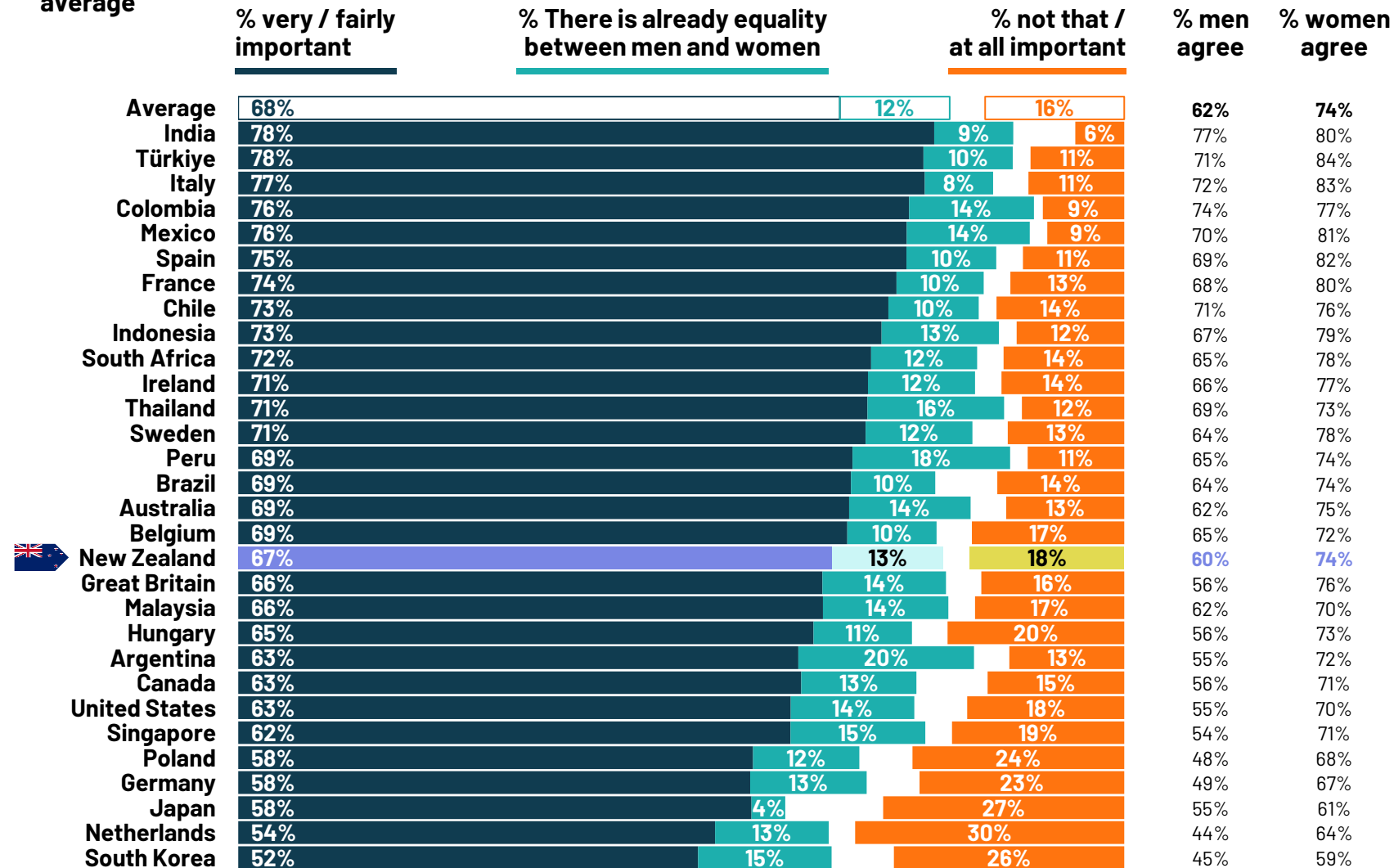
Q

How important or not important is achieving equality between men and women to you personally?

Two in three (67%) New Zealanders say that achieving equality between men and women is important to them personally, with fewer than one in five (18%) saying it's not important. This aligns with the global average.

Women (74%) are more likely than men (60%) to say gender equality is important to them personally.

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

ATTITUDES TOWARD SUSTAINABLE DEVELOPMENT

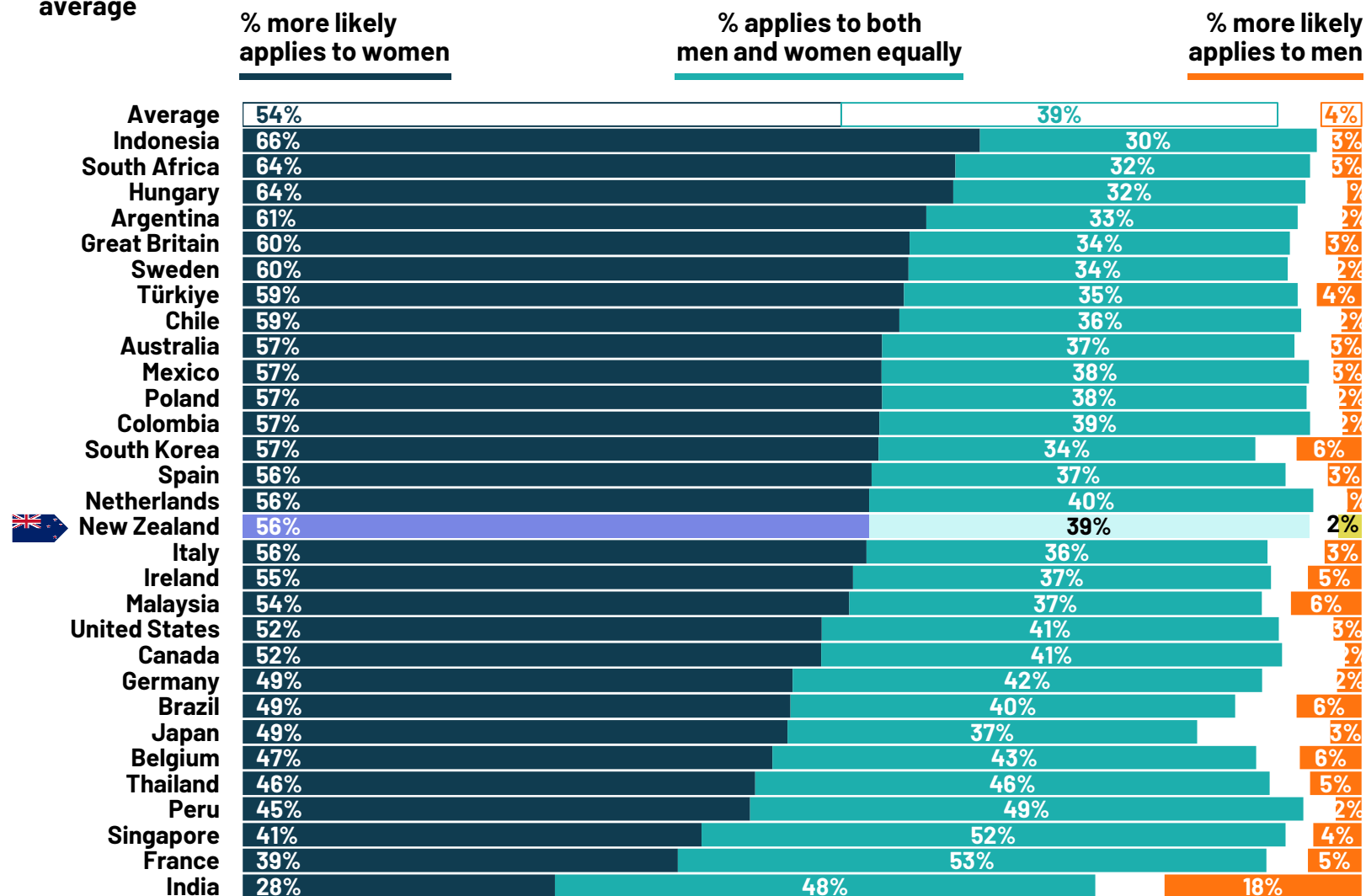
Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

Doing domestic work (i.e. housekeeping, cooking).

More than half (56%) of New Zealanders more strongly associate doing domestic work with women than men. Around two in five (39%) link it to men and women equally. This aligns with the global average.

30-country
average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

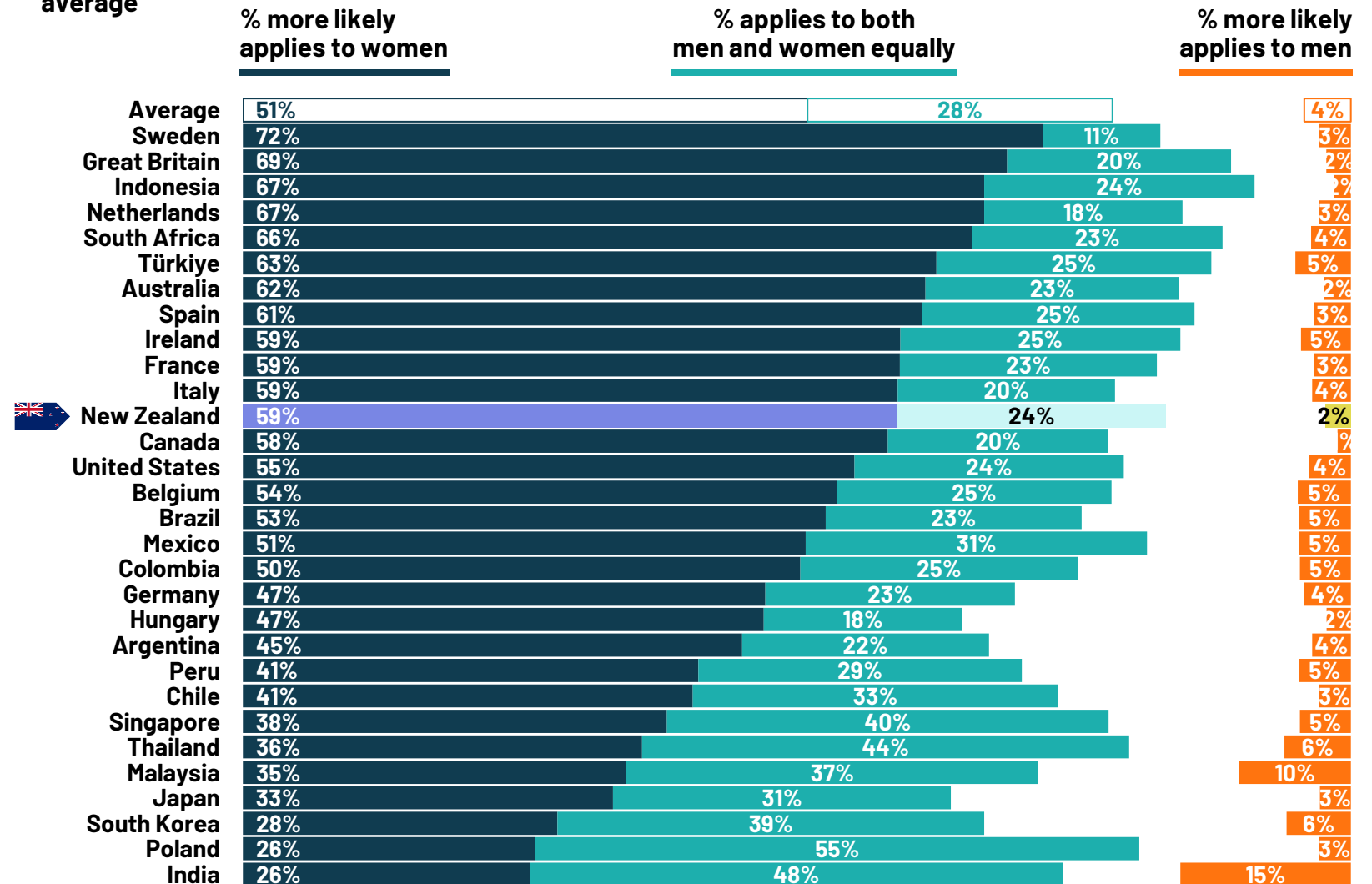
For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

Experiencing child, early or forced marriage.

More than half (59%) of New Zealanders think experiencing child, early, or forced marriage is more likely to apply to women than men. This is higher than the global average (51%).

Around one in (24%) think it applies to both genders equally.

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

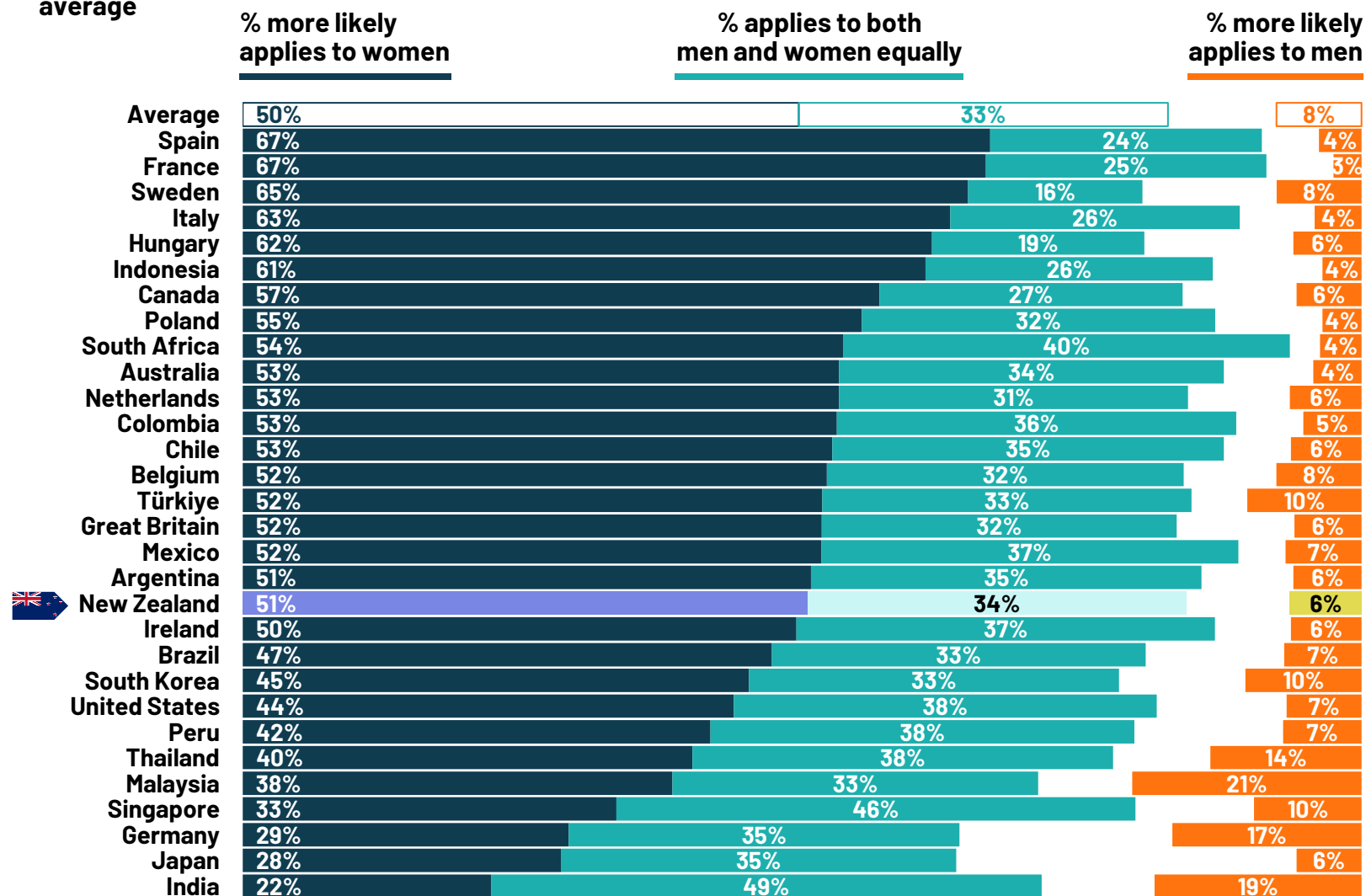
Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

Experiencing gender-based violence.

Half (51%) of New Zealanders think experiencing gender-based violence is more likely to apply to women than men, with one in three (34%) saying it applies to both men and women equally. This aligns with the global average.

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

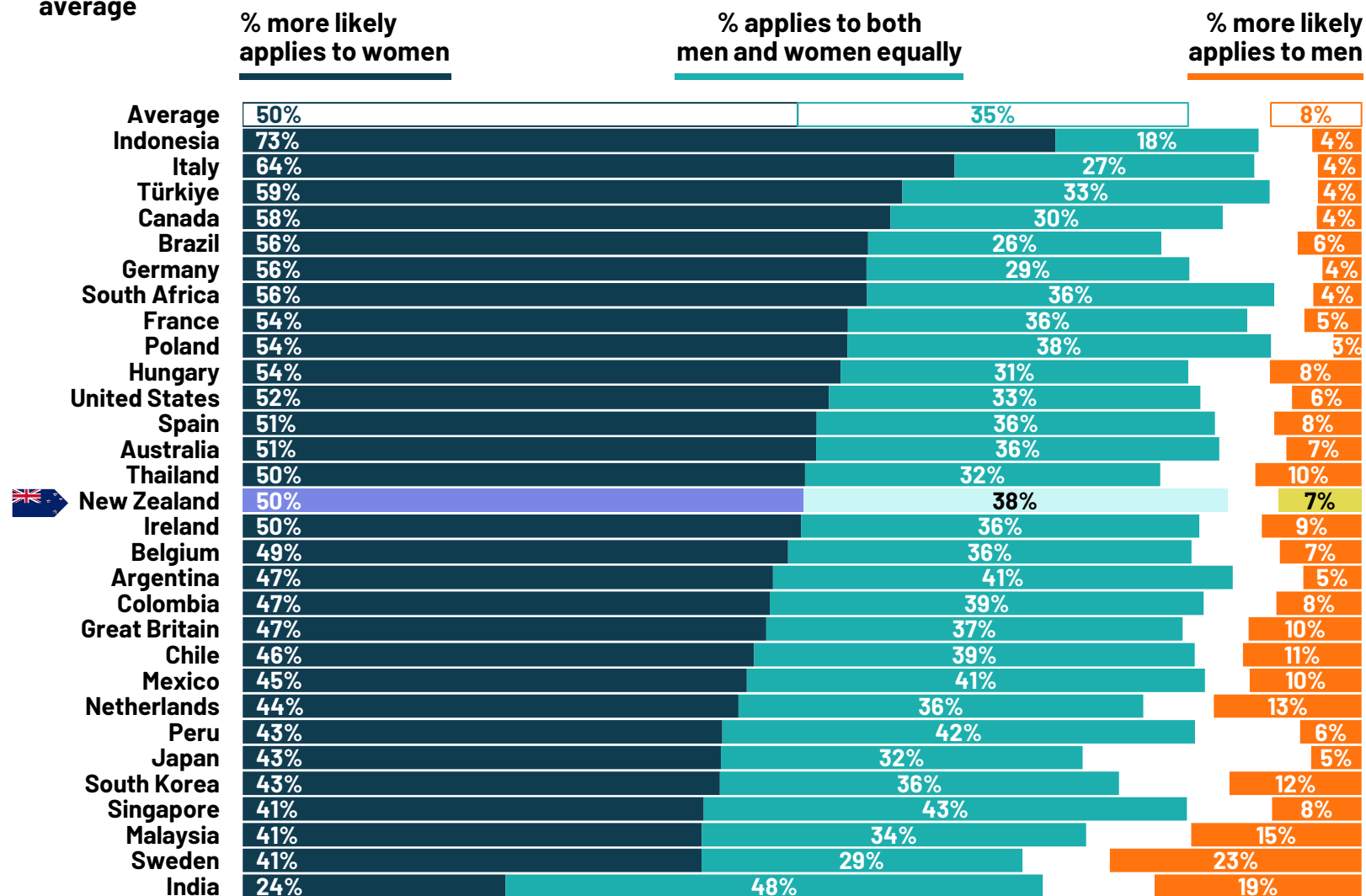
For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

Being physically assaulted.

Half of New Zealanders think being physically assaulted is more likely to apply to women than men. This aligns with the global average.

By contrast, close to two in five (38%) think it applies to men and women equally.

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

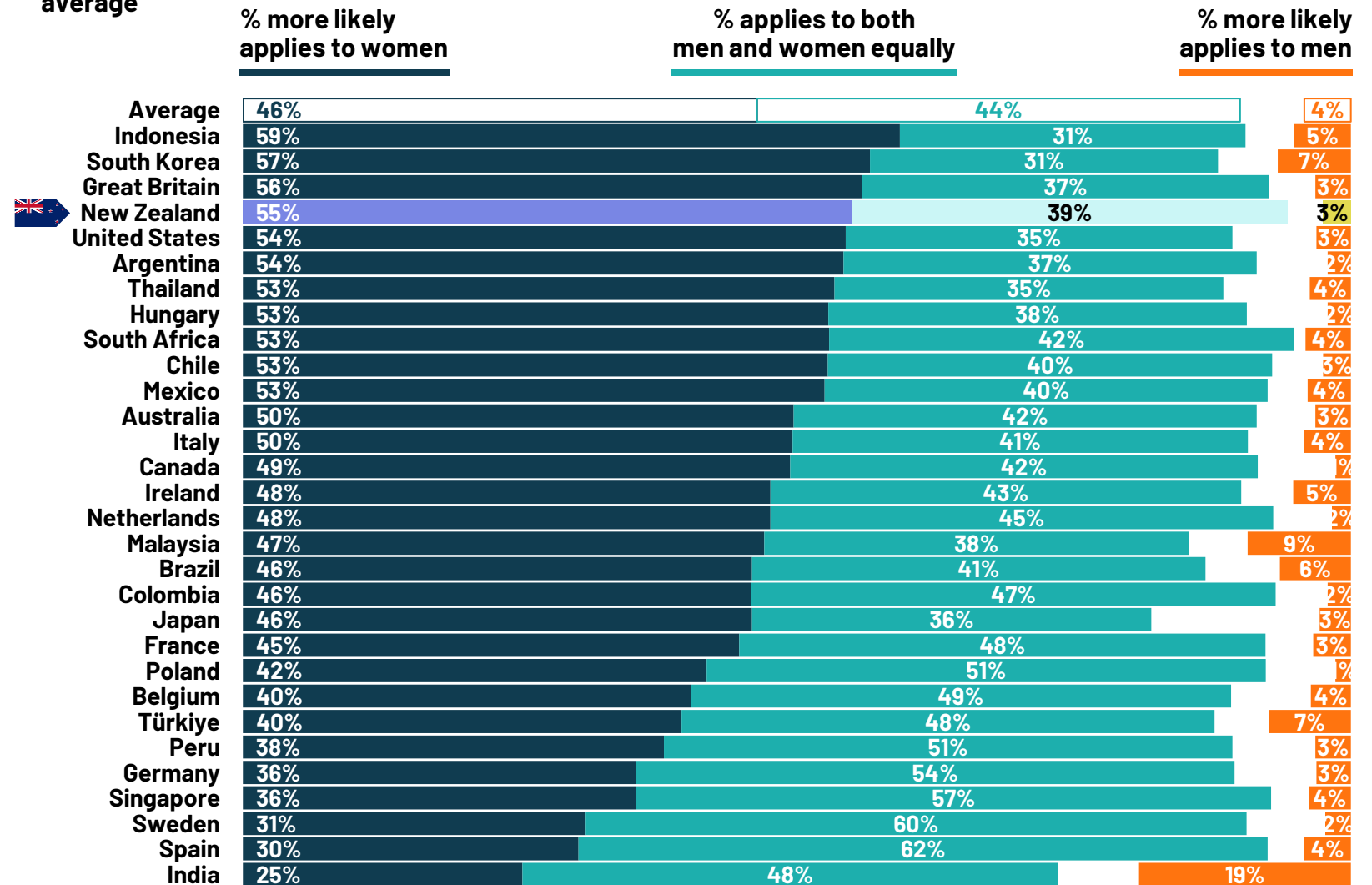
For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

Being offered parental leave from employment (i.e., maternity or paternity leave).

New Zealanders are more likely than the global average to say being offered parental leave from employment (i.e., maternity or paternity leave) is more likely to apply to women (55% vs 46%).

Two in five (39%) say it applies to men and women equally, below the global average of 44%.

30-country
average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

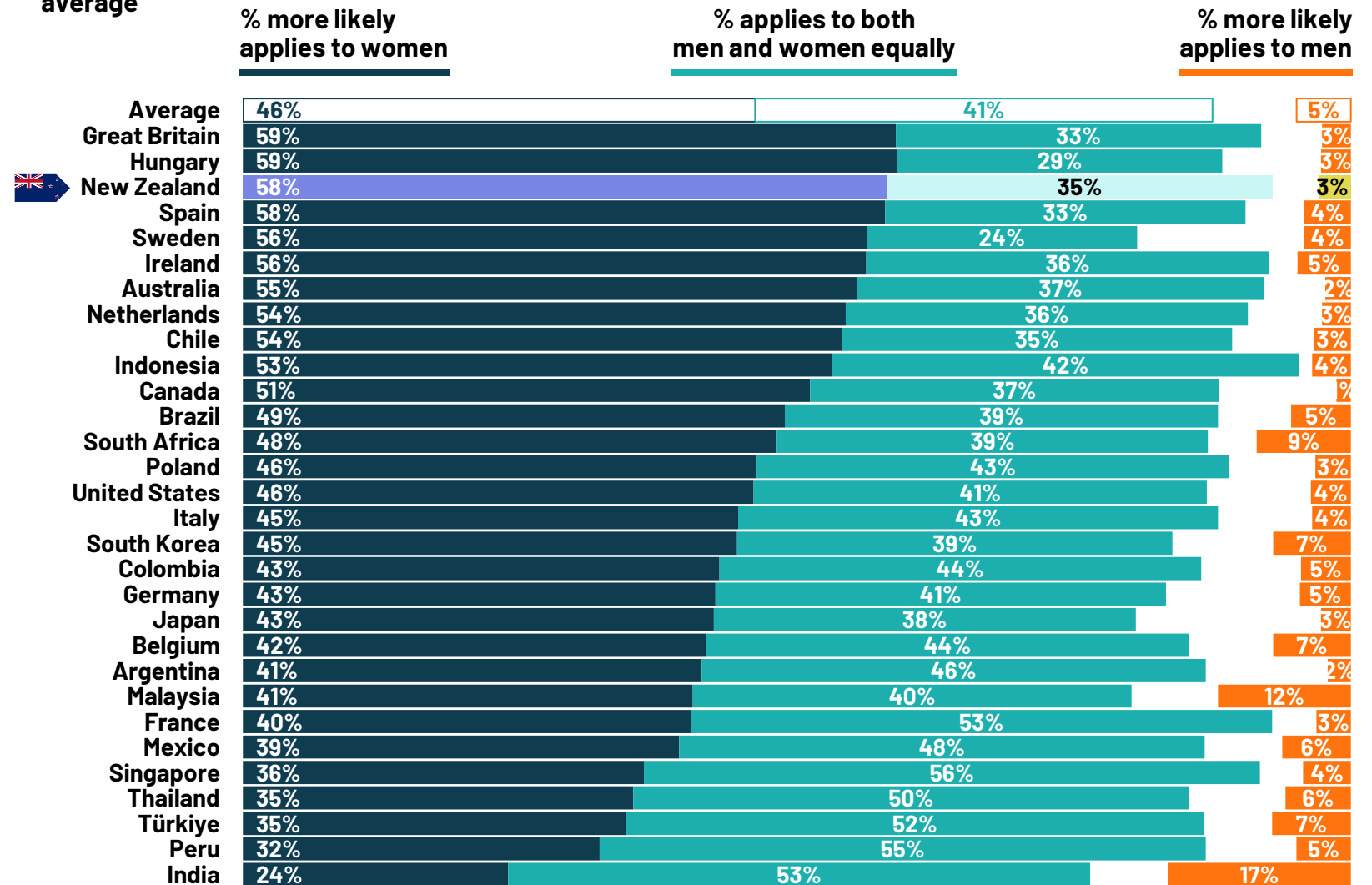
For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

Performing unpaid care for family members (i.e., childcare or looking after elderly relatives).

New Zealanders are more likely than the global average to think that performing unpaid care for family members (i.e., childcare or looking after elderly relatives) is more likely to apply to women than men (58% vs 46%).

Close to two in five (35%) think it applies to both men and women equally, below the global average of 41%.

30-country
average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

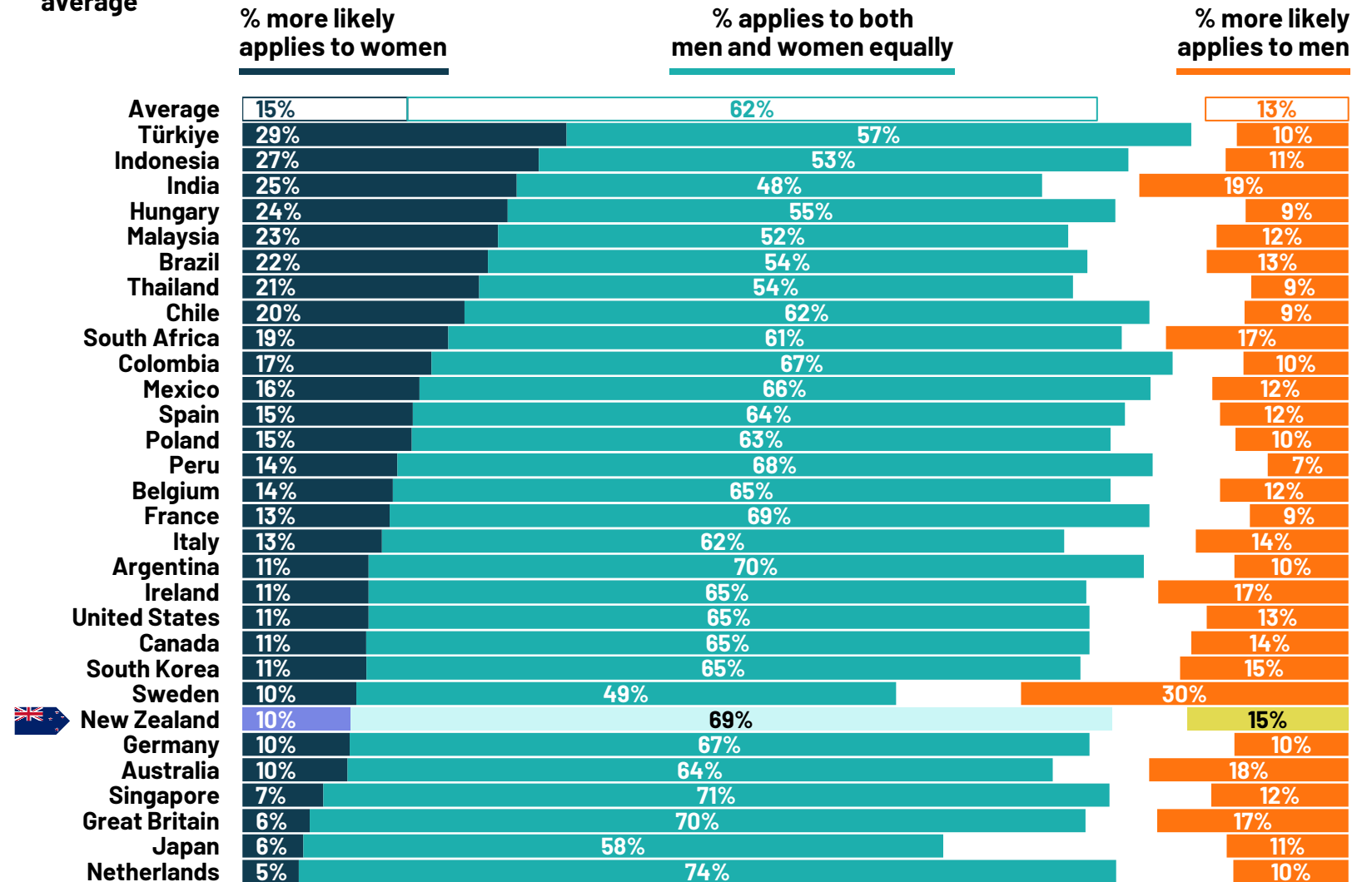
For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

Feeling lonely.

Around seven in ten (69%) New Zealanders think feeling lonely applies equally to men and women. This is higher than the global average (62%).

Of the remainder, New Zealanders are more likely than the global average to think that feeling lonely applies more to men (15%) than women (10%).

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

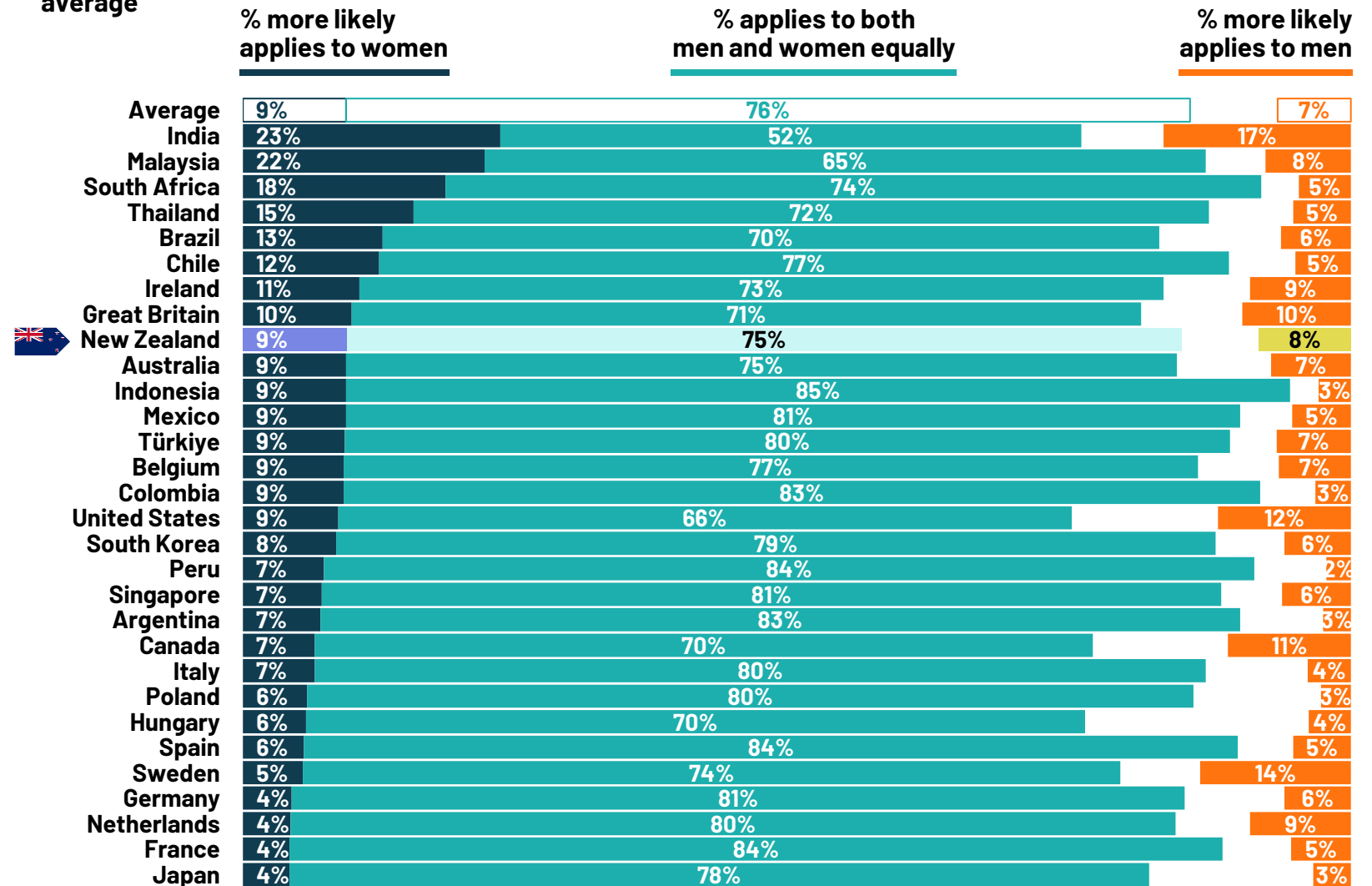
Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

Easily accessing health care.

Three in four (75%) New Zealanders think that easily accessing health care applies equally to both men and women. The remainder are divided as to whether it more likely applies to women (9%) or men (8%). This aligns with the global average.

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

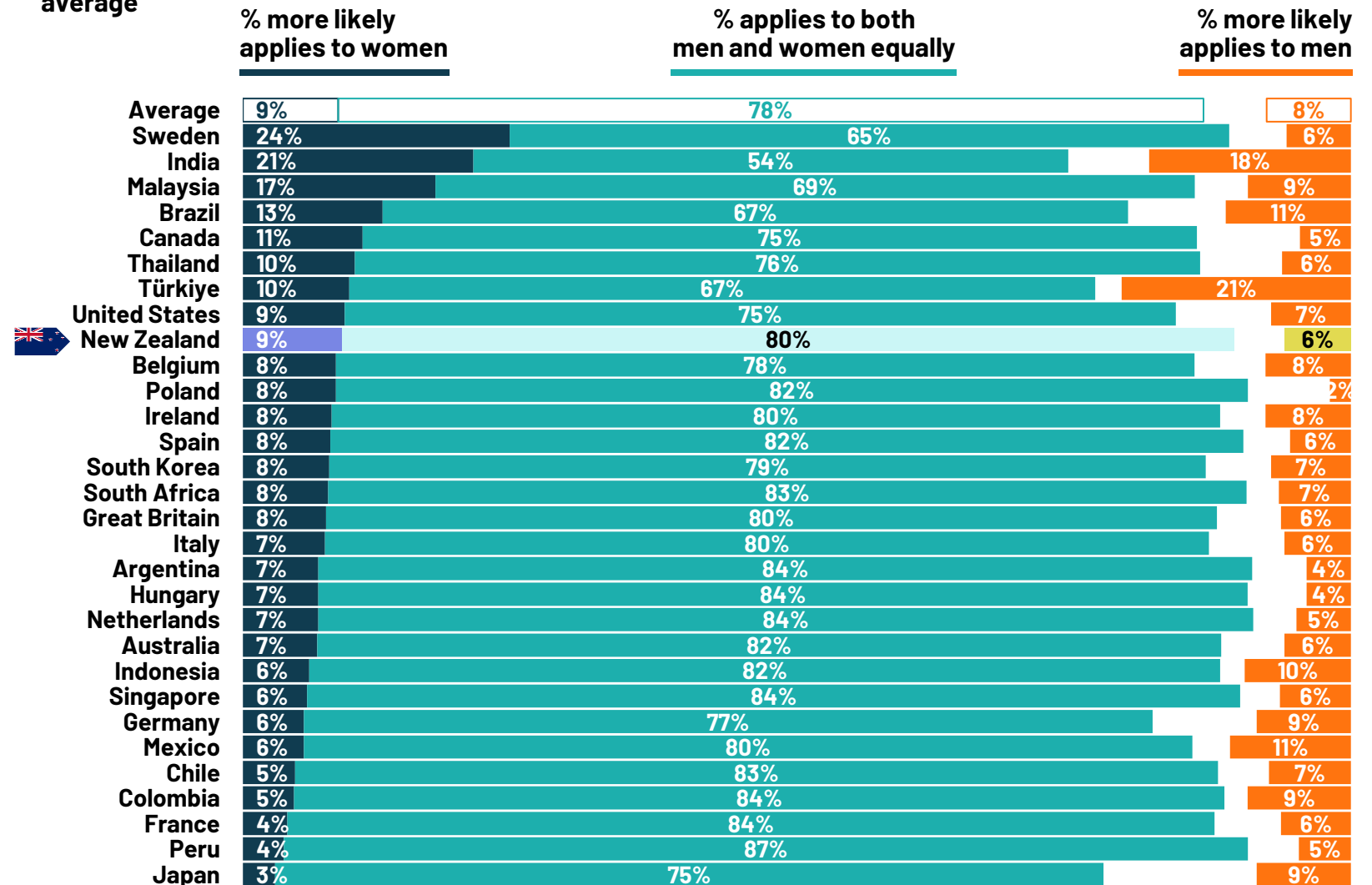
Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

Going to university.

Four in five (80%) New Zealanders think going to university applies equally to men and women, with a roughly equal share of the remainder each saying it more likely applies to women (9%) and to men (6%). This aligns with the global average.

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

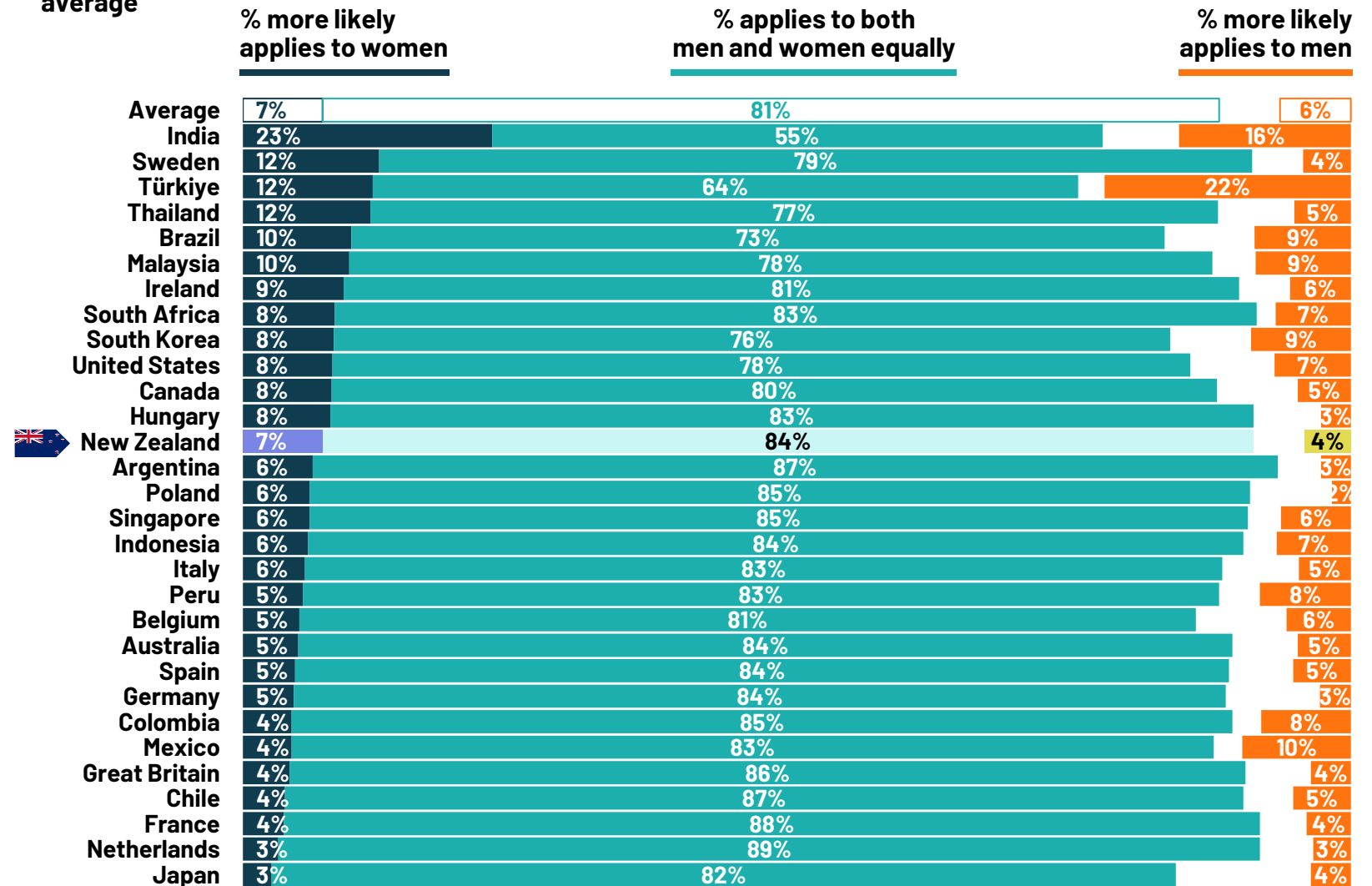
Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

Going to school.

Just over four in five (84%) New Zealanders think going to school applies equally to men and women, with fewer than one in ten each saying it more likely applies to women (7%) and men (4%). This aligns with the global average.

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

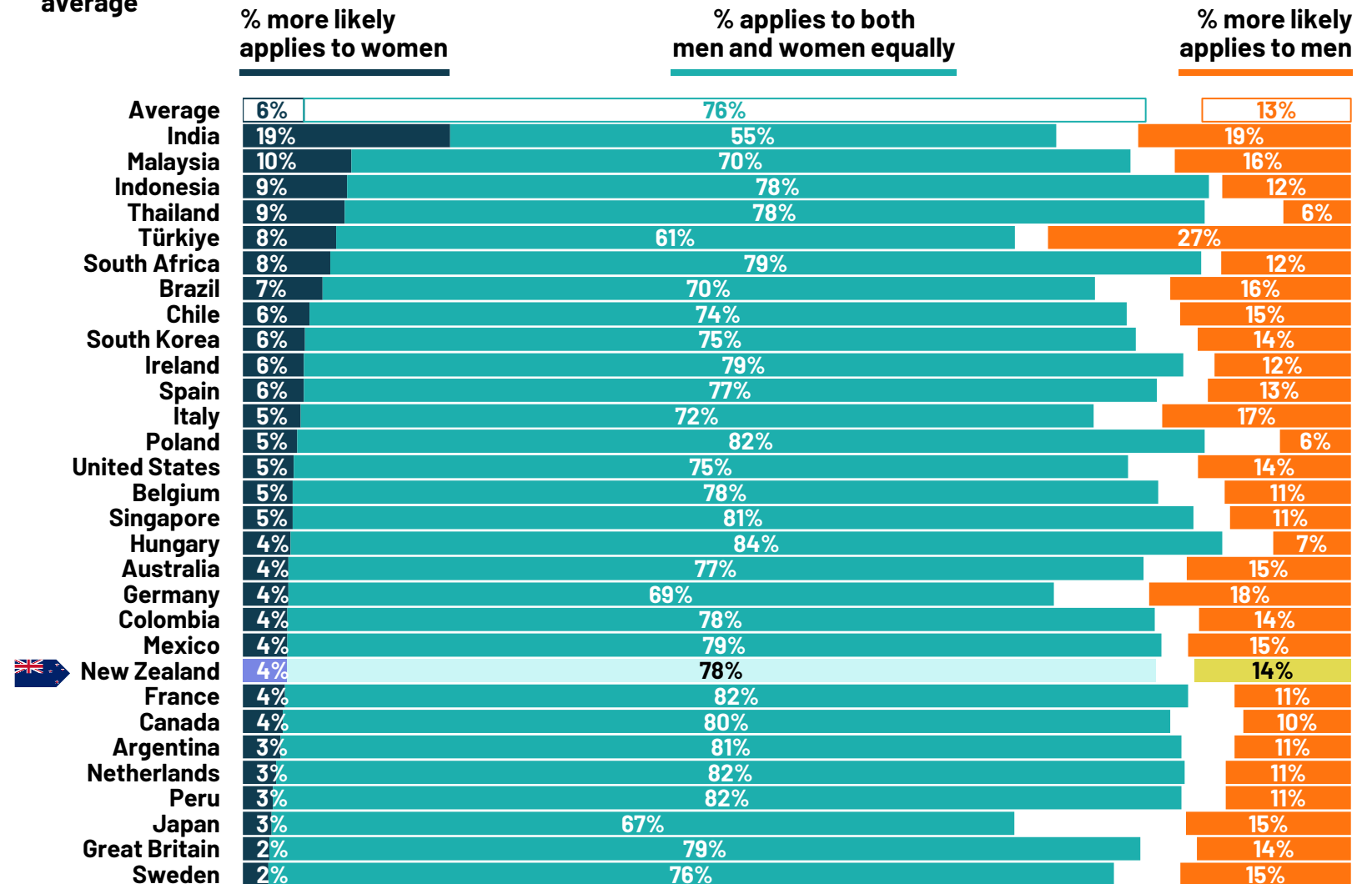
Being able to participate in financial life (i.e., have a bank account / credit card, take out a loan).

The majority (78%) of New Zealanders think being able to participate in financial life applies to both men and women equally.

Among the remainder, New Zealanders are more likely to say it applies to men (14%) than to women (4%).

These results align with the global average.

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

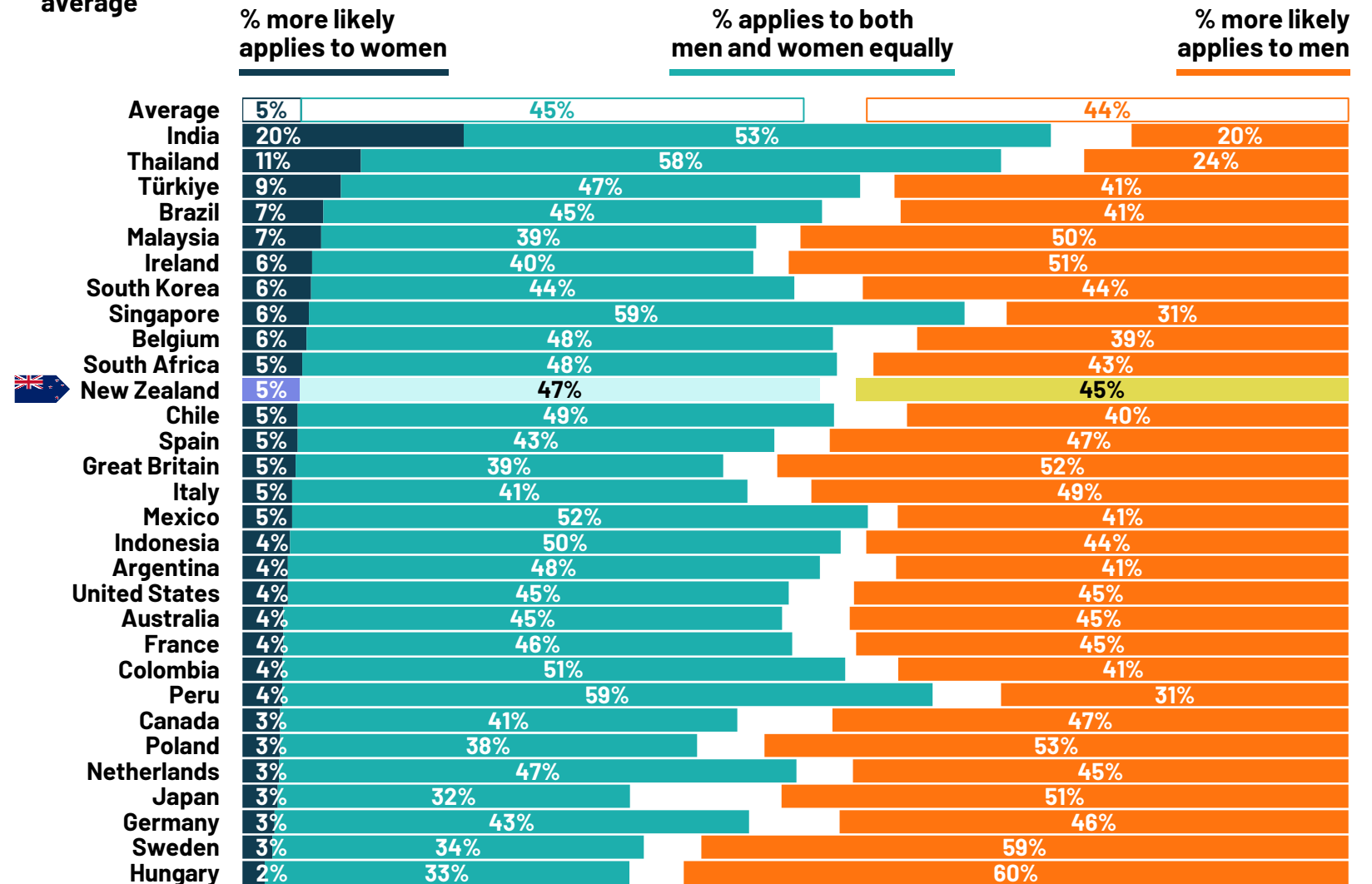
Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

Having a leadership role in public life (i.e., government, business).

New Zealanders are divided as to whether having a leadership role in public life is more likely to apply to men (45%), or whether it applies to both men and women equally (47%). Just 5% think it's more likely to apply to women. This aligns with the global average.

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

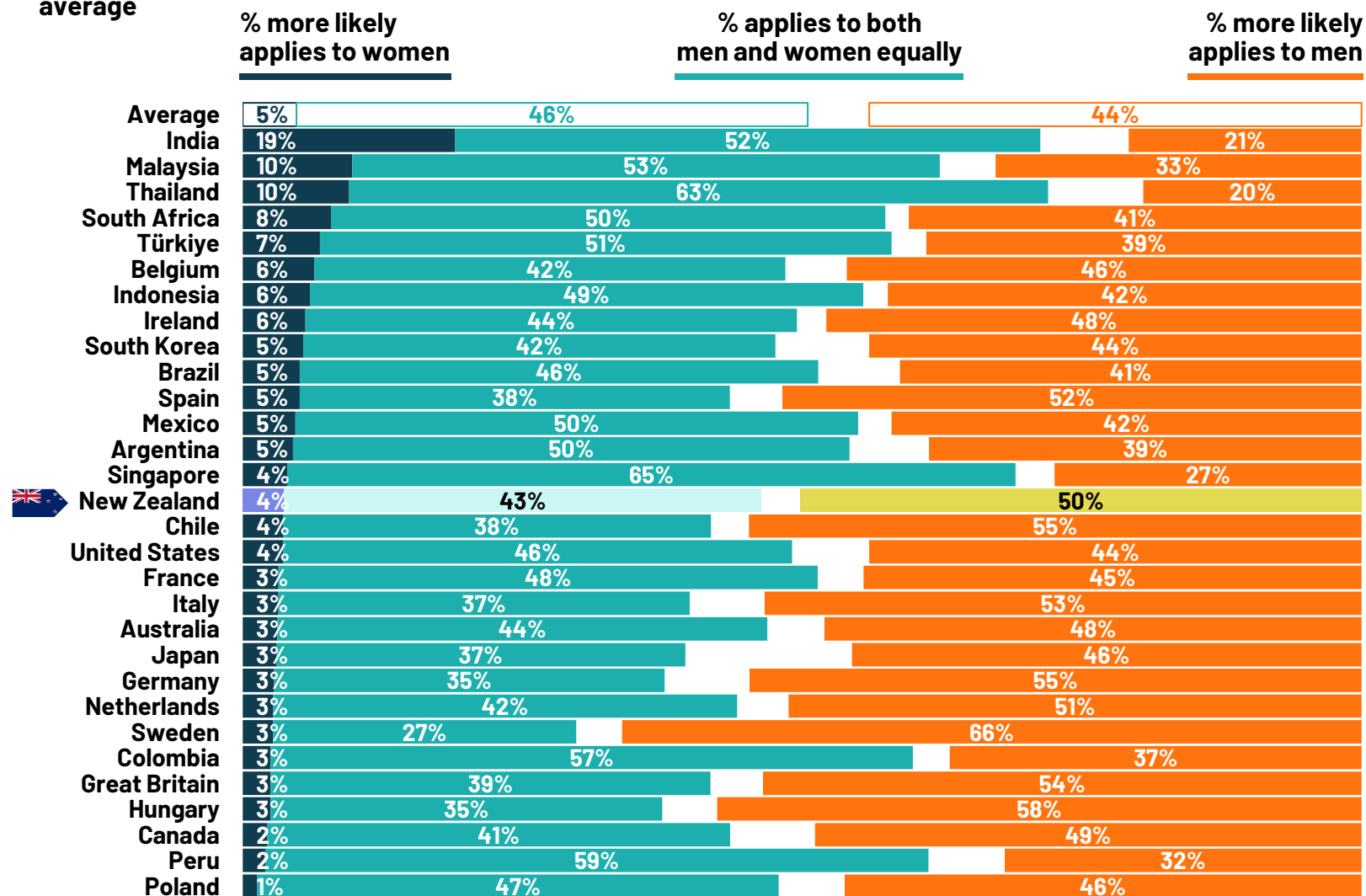
Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

Earning a high income.

New Zealanders are more likely than the global average to think that earning a high income applies more to men (50% vs 44%).

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

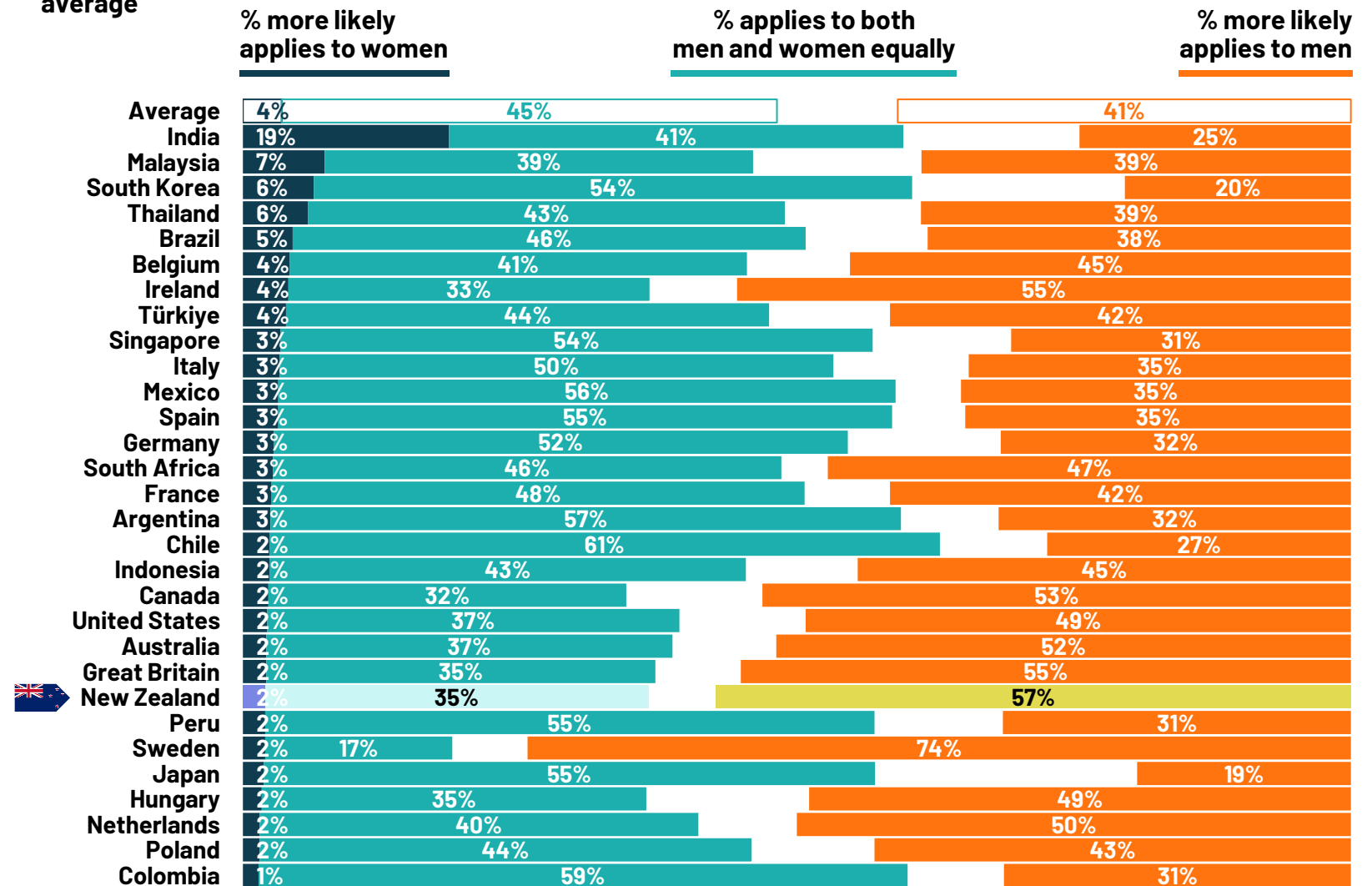
Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

Going to prison.

New Zealanders are more likely than the global average to think that going to prison applies more to men (57% vs 41%).

30-country
average



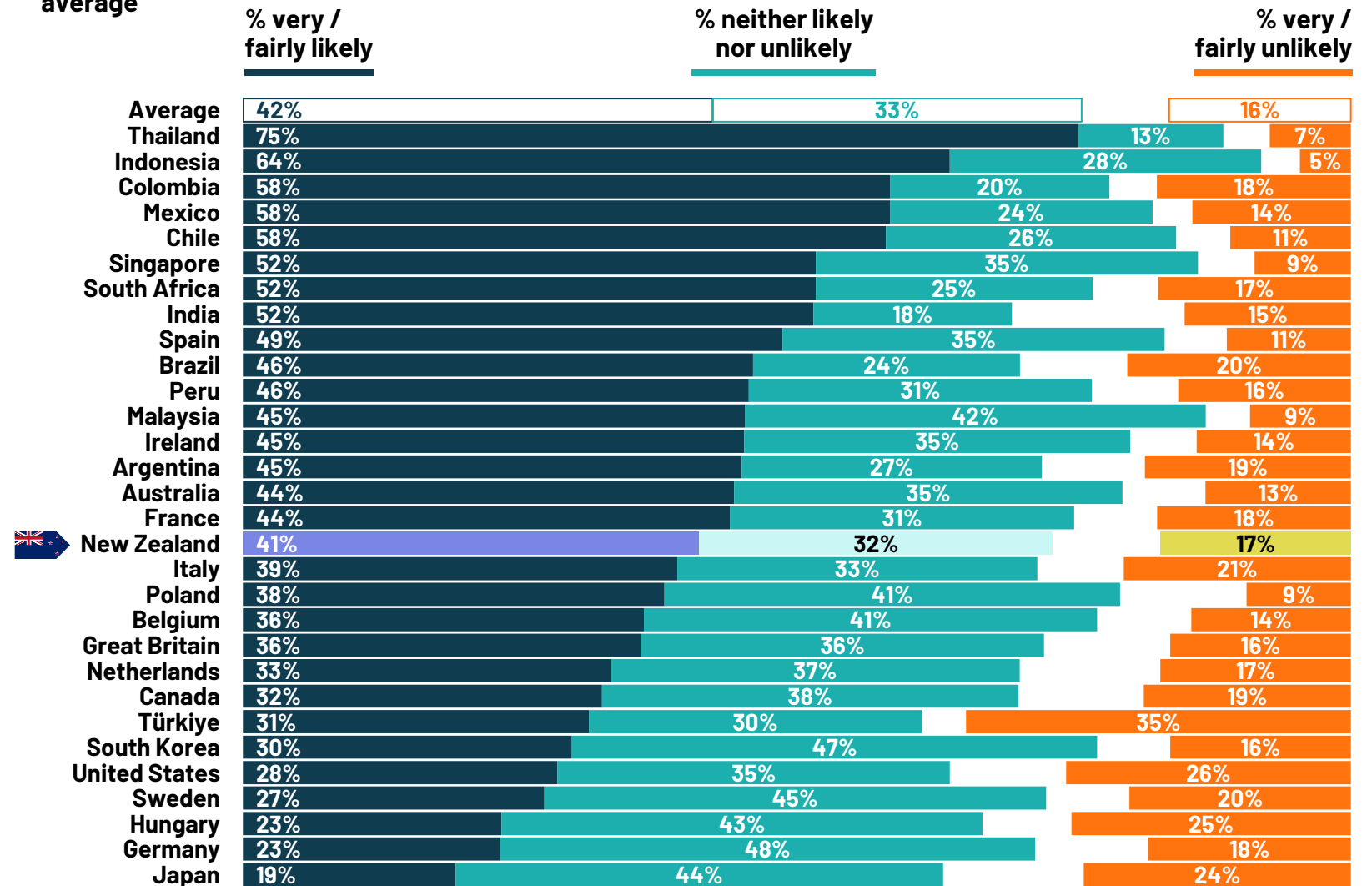
Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

How likely or unlikely do you think it is that there will be significant progress towards achieving gender equality in the next five years?

Around two in five (41%) New Zealanders think it's likely that there will be significant progress towards achieving gender equality in the next five years, with under one in five (17%) saying it's unlikely. This aligns with the global average.

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

ATTITUDES TOWARD PROGRESS & POLARISATION

Q

How much tension, if any, would you say there is between the following in ... today?

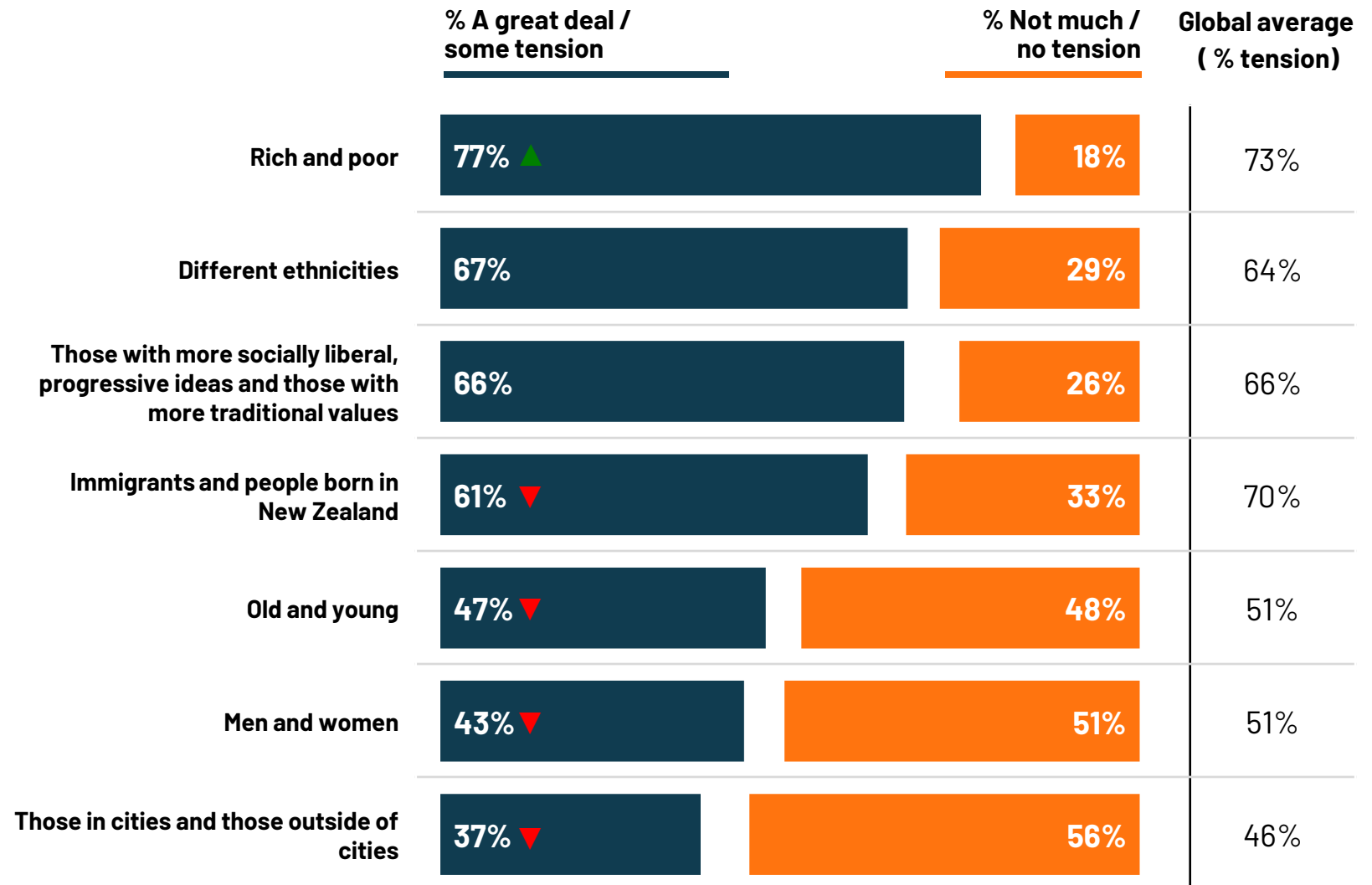
The dominant tensions identified by New Zealanders are those between the rich and poor (77%), different ethnicities (67%) and those with more socially liberal, progressive ideas and those with more traditional values (66%).

New Zealanders are more likely than the global average to identify tensions between the rich and poor (77% vs 73%).

Around two in five (43%) New Zealanders consider there to be tensions between men and women in their country, with just over half (51%) saying that there isn't much tension between the genders.

New Zealanders are less likely than the global average to identify tensions between men and women (43% vs 51%).

New Zealand results



Base: Global (30 countries) - 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

New Zealand - (n=1,001)

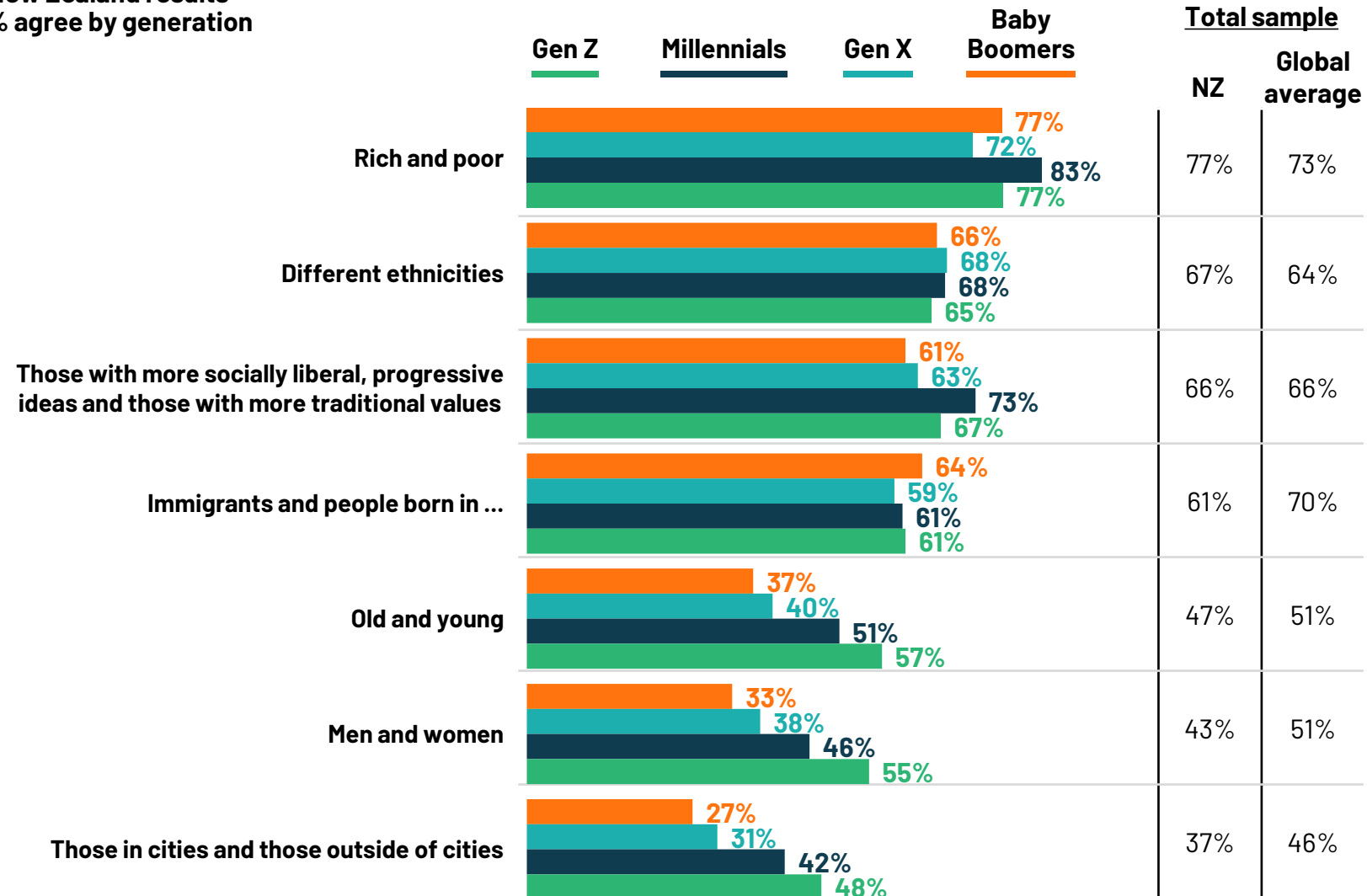
Statistically significant increase / decrease compared to Global results

Q

How much tension, if any, would you say there is between the following in ... today?

Millennial and Gen Z New Zealanders are more likely to perceive tensions between those with more socially liberal, progressive ideas and those with more traditional values; the old and young; men and women; and those in cities / outside of cities compared to Baby Boomers and Gen X.

New Zealand results % agree by generation



Base: Global (30 countries) - 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

New Zealand - (n=1,001)



Q

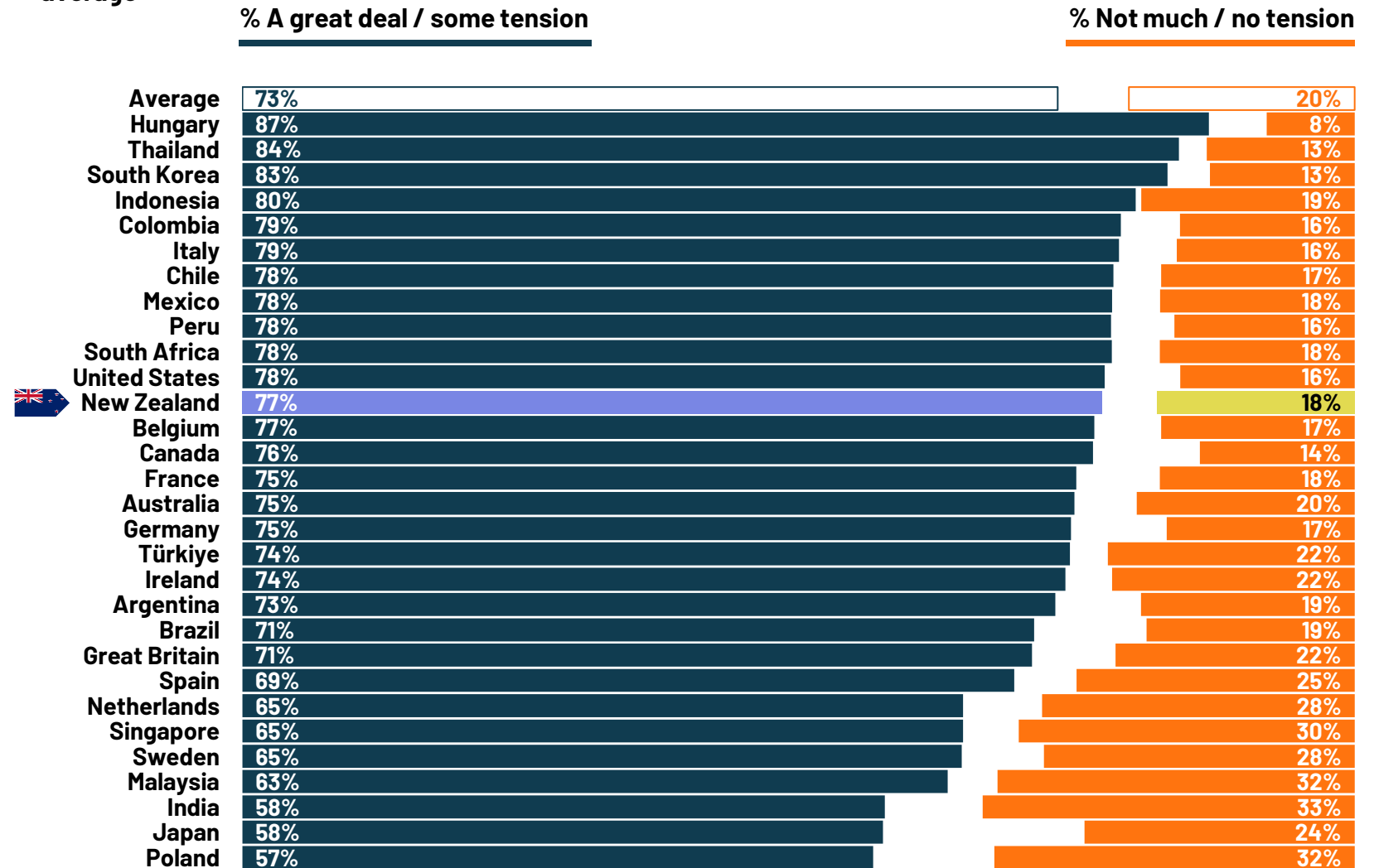
How much tension, if any, would you say there is between the following in ... today?

Rich and poor.

The majority of New Zealanders surveyed consider there to be tension between rich and poor in their country, with close to four in five (77%) saying so. This is higher than the global average (73%).

By contrast, close to one in five (18%) New Zealanders do not feel there is tension between the rich and poor in their country.

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

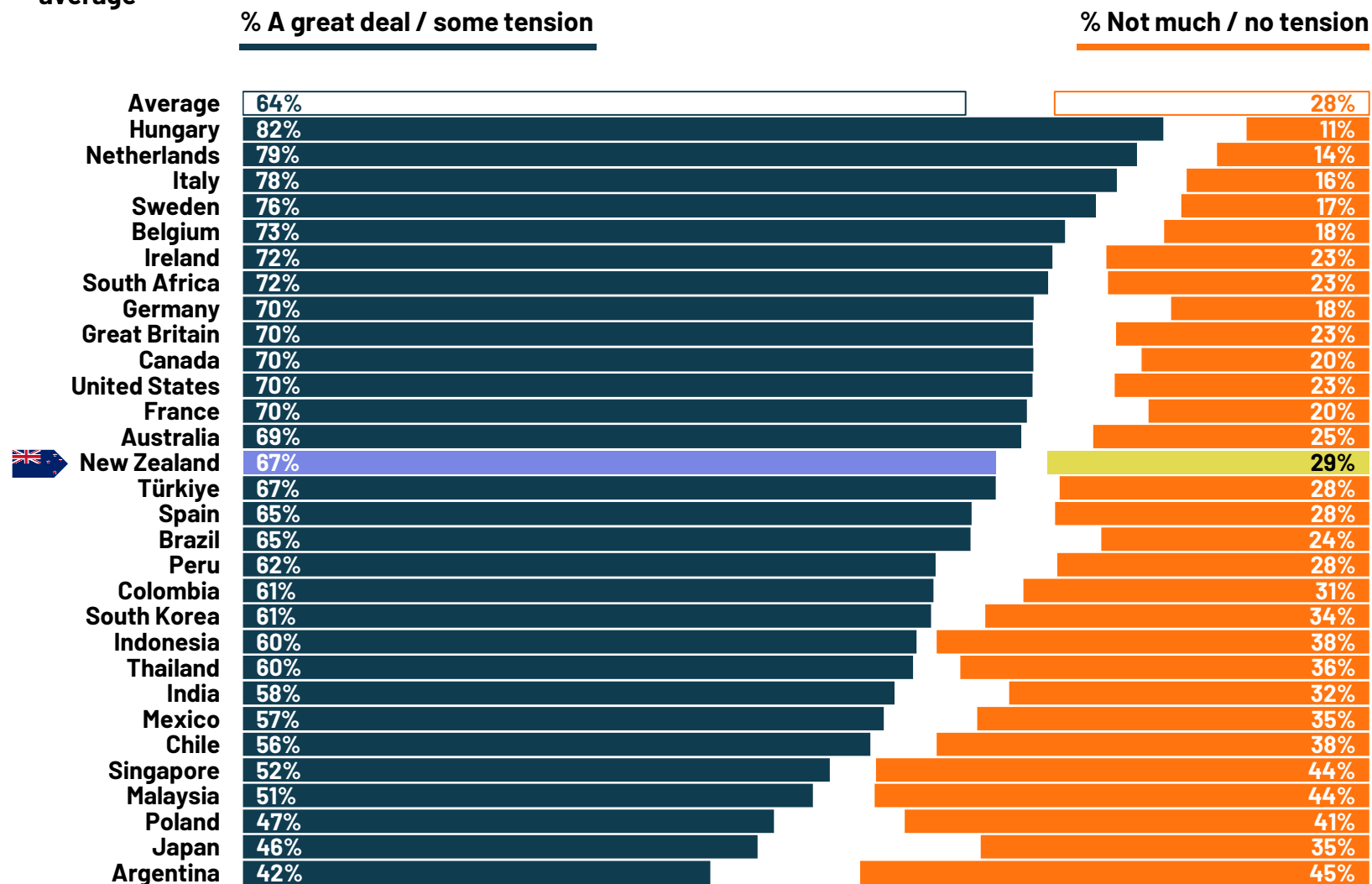
Q

How much tension, if any, would you say there is between the following in ... today?

Different ethnicities.

Around two in three (67%) New Zealanders consider there to be tension between different ethnicities. By contrast, around three in ten (29%) say there isn't tension between these groups.

30-country
average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

How much tension, if any, would you say there is between the following in ... today?

Those with more socially liberal, progressive ideas and those with more traditional values.

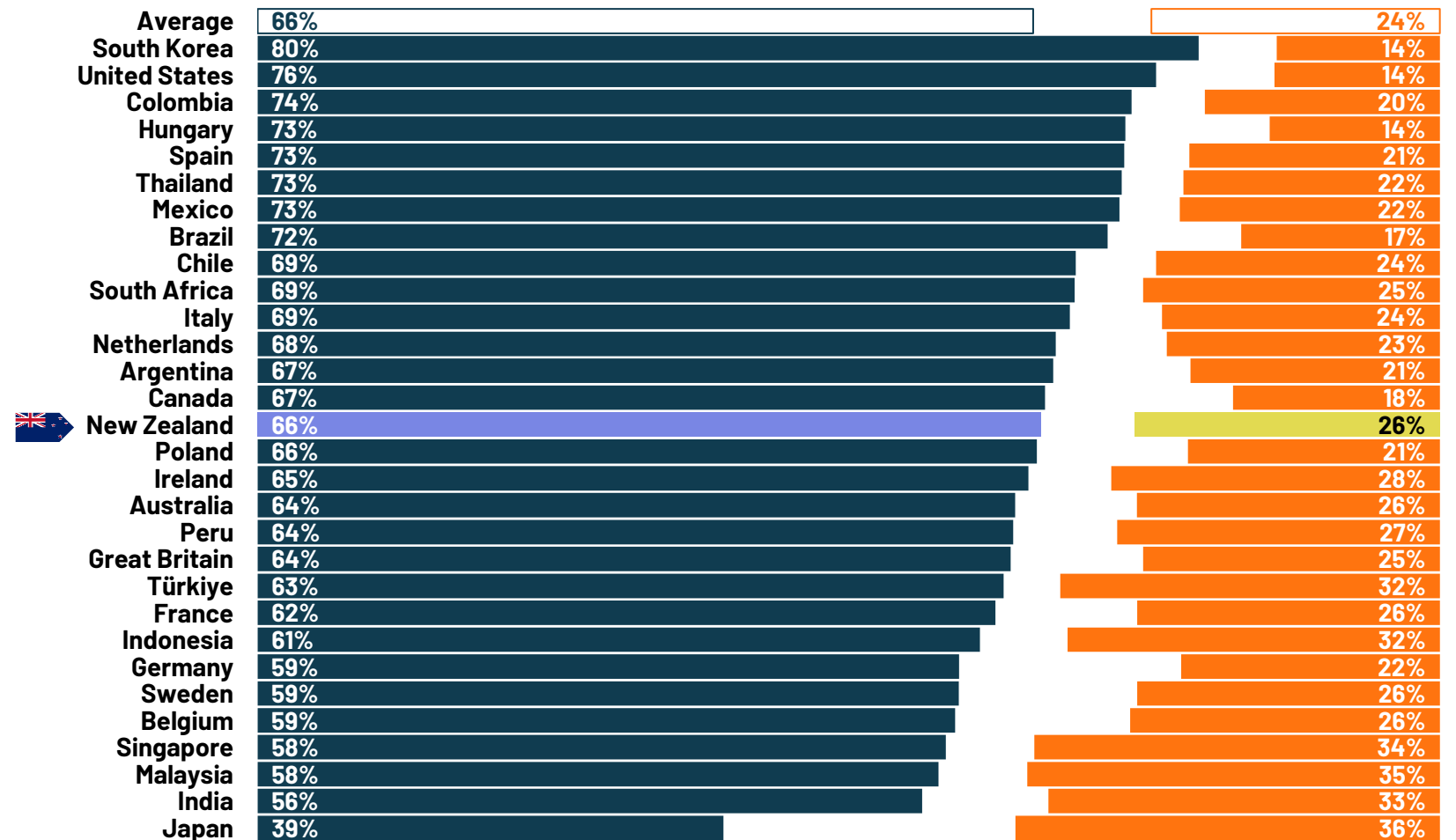
In all countries barring Japan, a majority of people consider there to be tension between those with more liberal / progressive ideas and those with more traditional values, totalling two in three (66%) across the 30-country average, with one in four (24%) saying the opposite.

New Zealanders align with the global average.

30-country average

% A great deal / some tension

% Not much / no tension



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

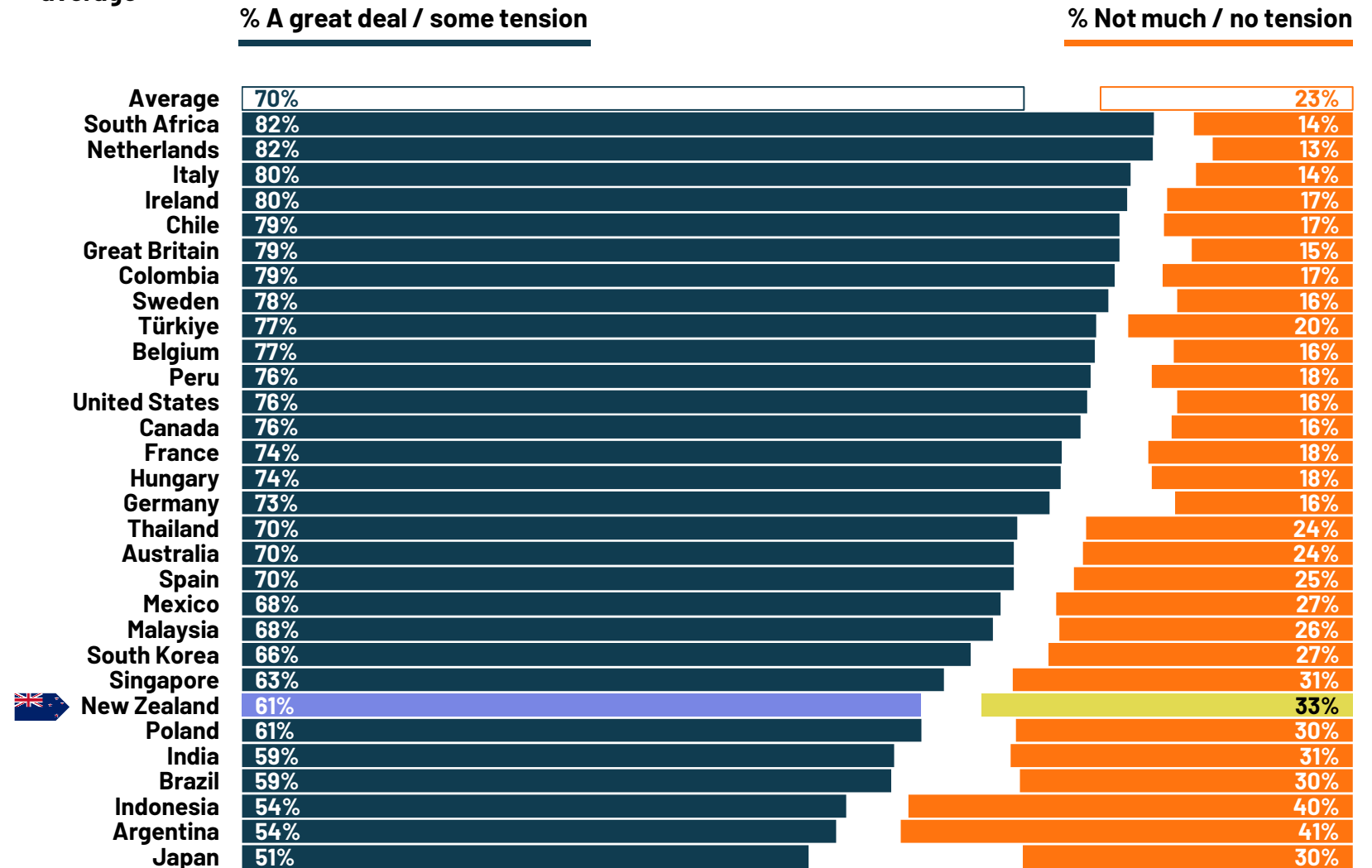
How much tension, if any, would you say there is between the following in ... today?

Immigrants and people born in ...

Around three in five (61%) New Zealanders say there is tension in their country between immigrants and people born in New Zealand. This is lower than the global average (70%).

A third (33%) say there isn't tension between these groups.

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

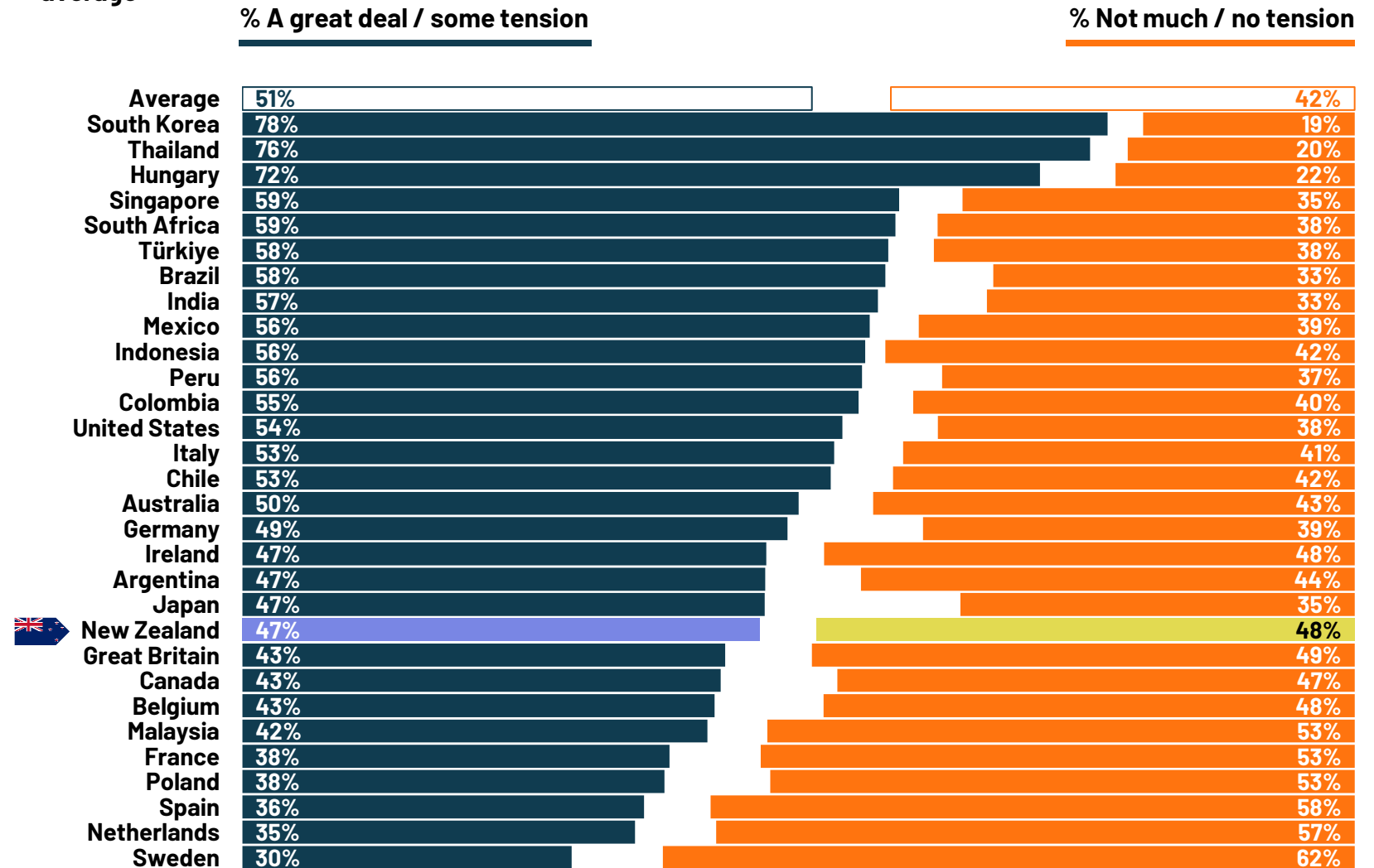
How much tension, if any, would you say there is between the following in ... today?

Old and young.

New Zealanders are divided as to whether there is tension between the old and young in their country, with 47% saying there is and 48% who don't think there's tension between these groups.

The global average of those who say there is tension between the old and young is higher (51%).

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

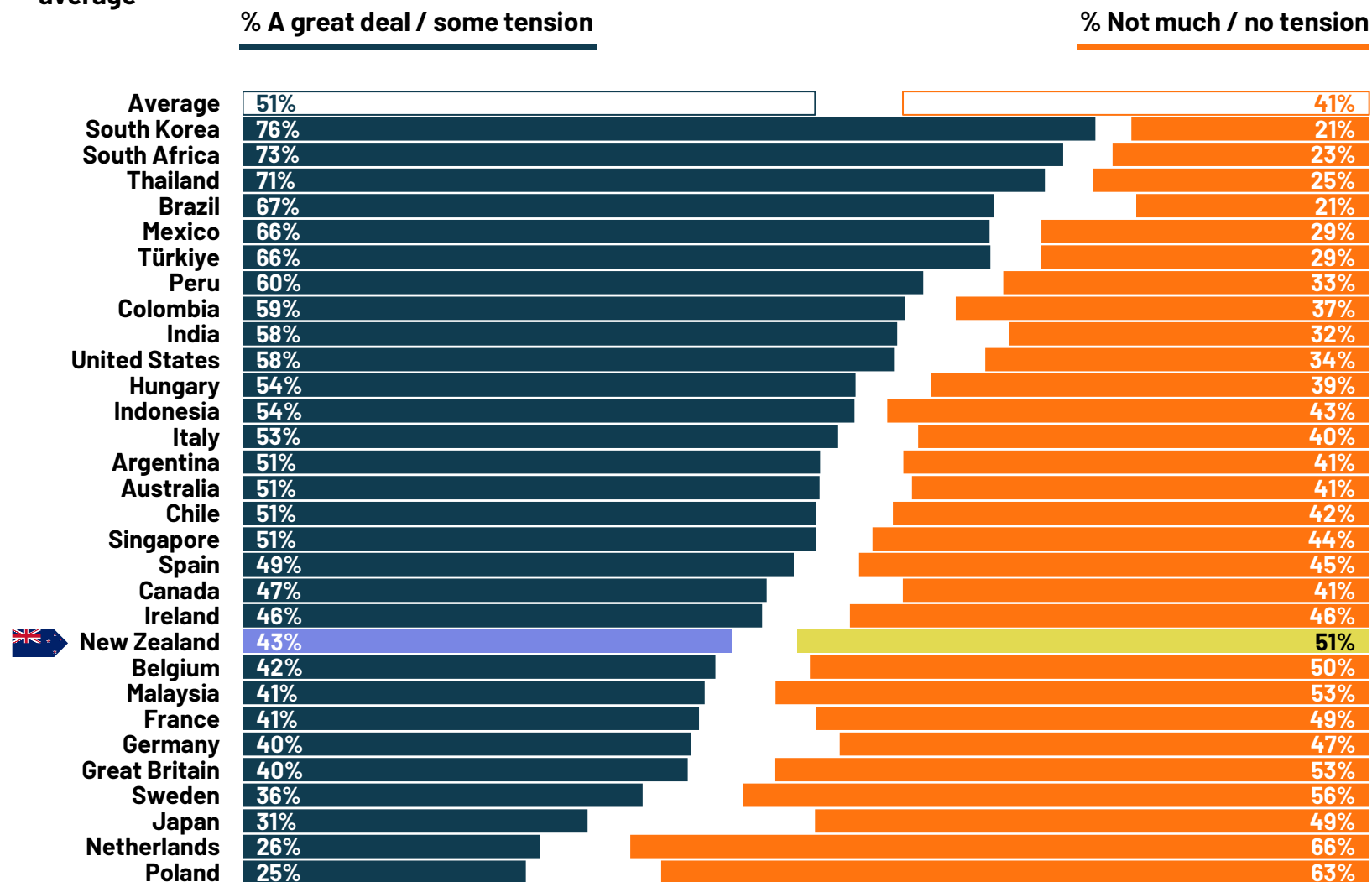
How much tension, if any, would you say there is between the following in ... today?

Men and women.

Half (51%) of New Zealanders consider there to be little to no tension between men and women in their country. Around two in five (43%) New Zealanders do think there is tension between the genders.

This is flipped for the global average, with half (51%) saying that there is tension between men and women in their country and two in five (41%) do not think there is tension between the genders.

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

How much tension, if any, would you say there is between the following in ... today?

Those in cities and those outside of cities.

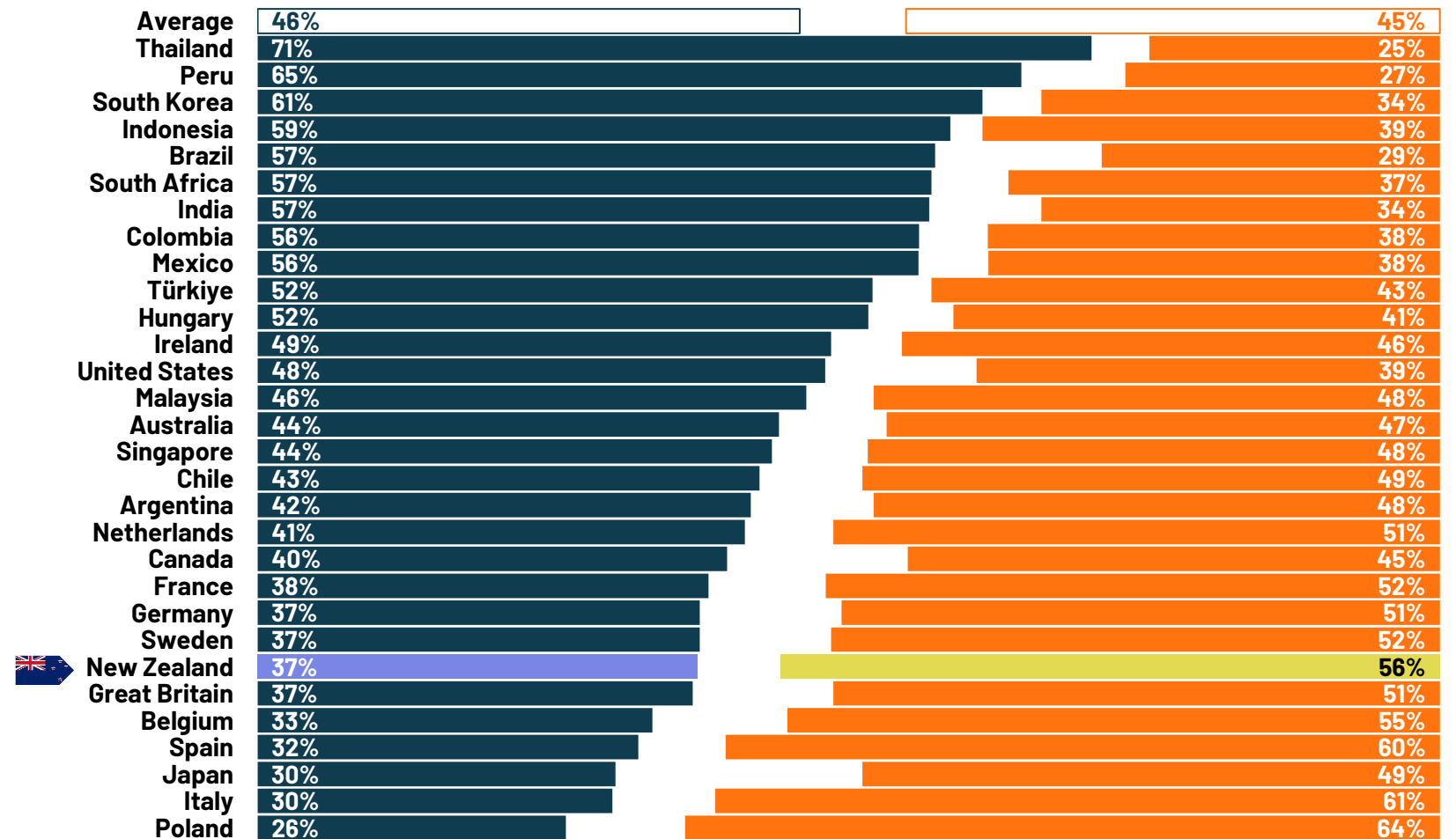
Two in five (37%) New Zealanders say there is tension between those in cities and those outside of cities. This is lower than the global average. Over half (56%) of New Zealanders say there is no tension between these groups.

For the global average, people are divided as to whether or not there is tension between those in cities and those outside of cities. Just under half (46%) of people say there is tension between these groups, with an equal share (45%) saying there is not.

**30-country
average**

% A great deal / some tension

% Not much / no tension



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

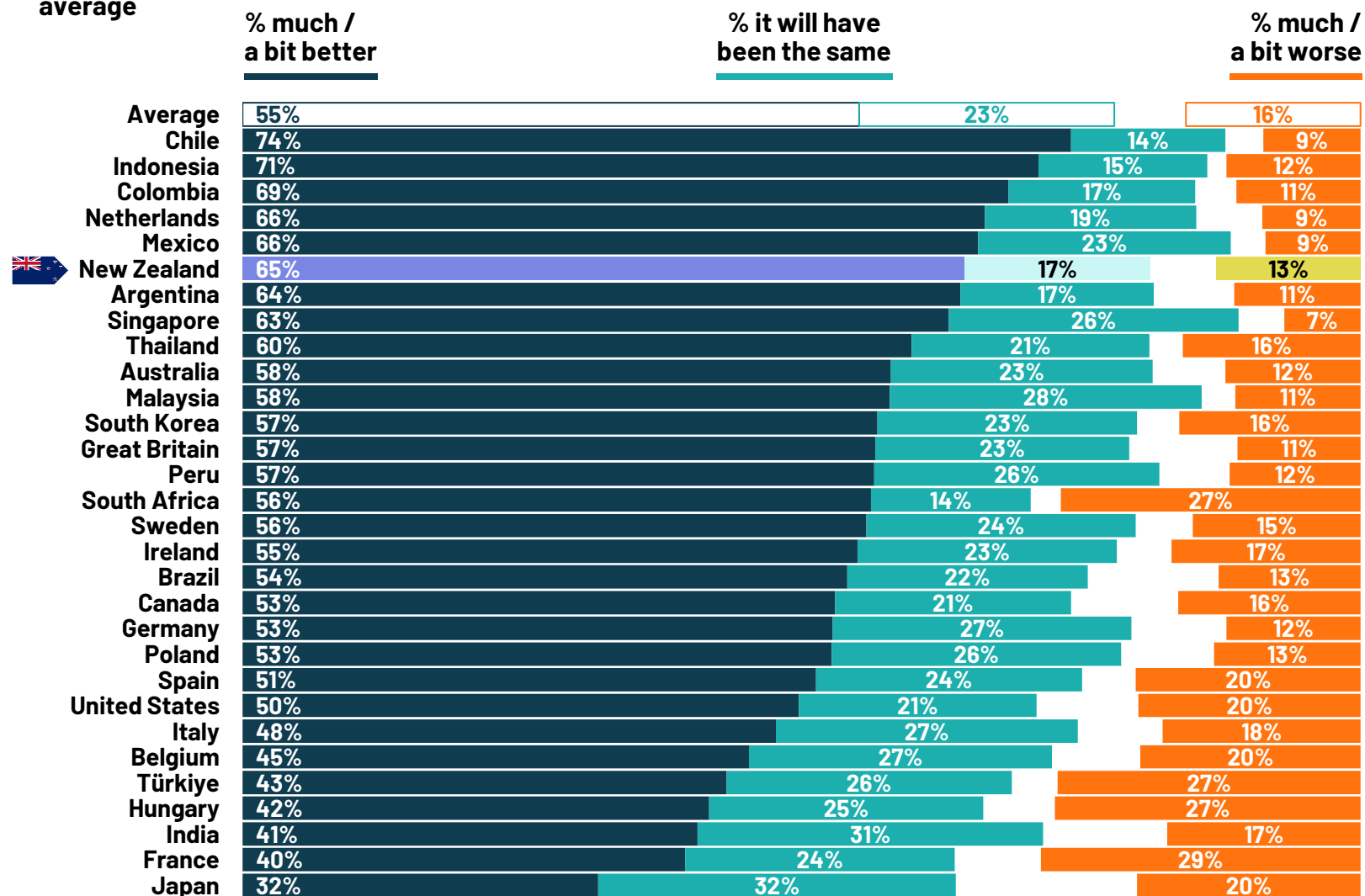
Q

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

The majority (65%) of New Zealanders think that young women will have had a better life than women from their parents' generation in their country. This is higher than the global average (55%).

By contrast, just under one in five (17%) think it will have been the same, and 13% think it will have been worse.

30-country average



Base: 24,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

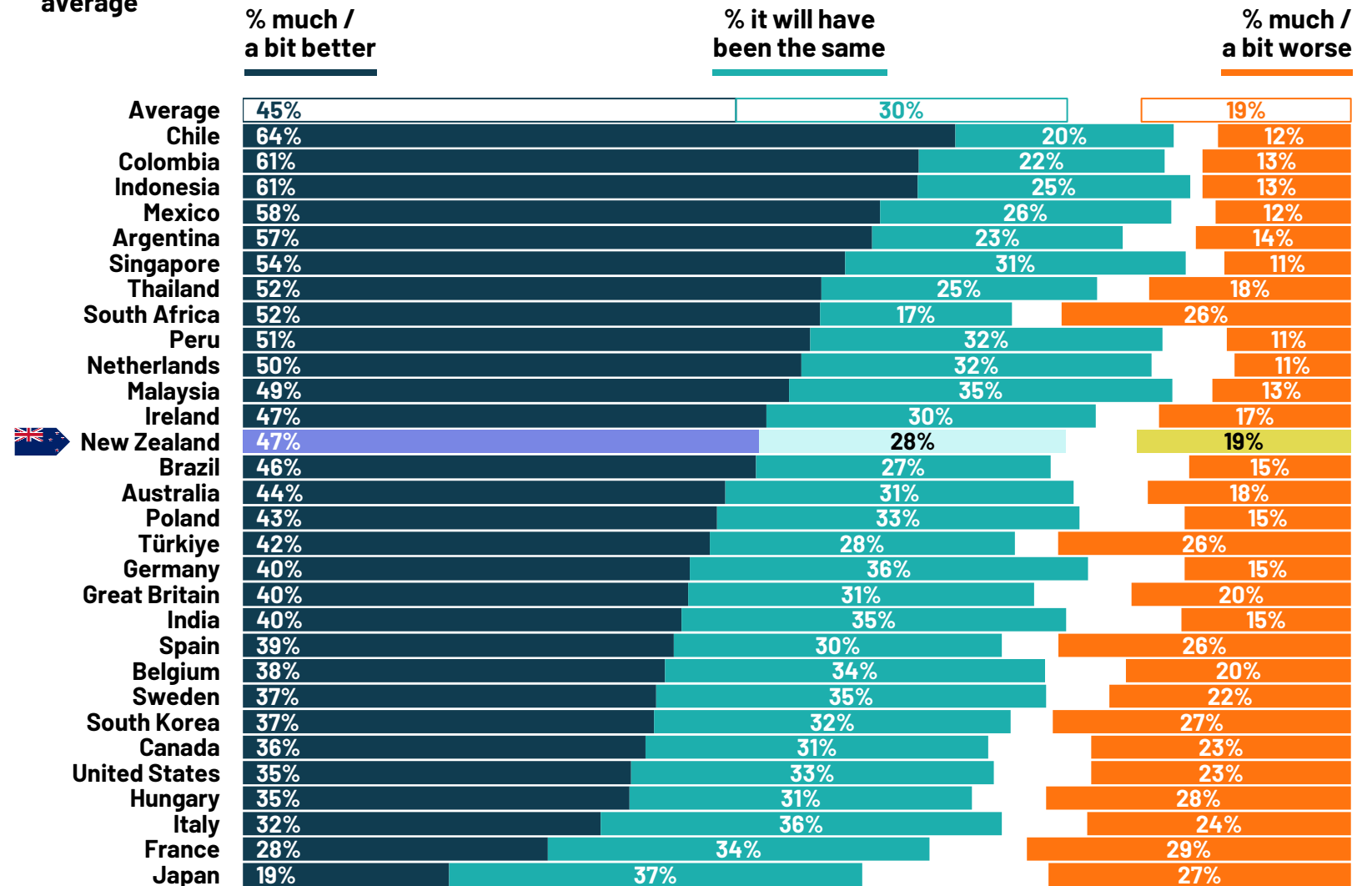
Q

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

Just under half (47%) of New Zealanders think that young men will have had a better life than men from their parents' generation in their country. By contrast, three in ten (28%) think it will have been the same, and one in five (19%) think it will have been worse.

This aligns with the global average.

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

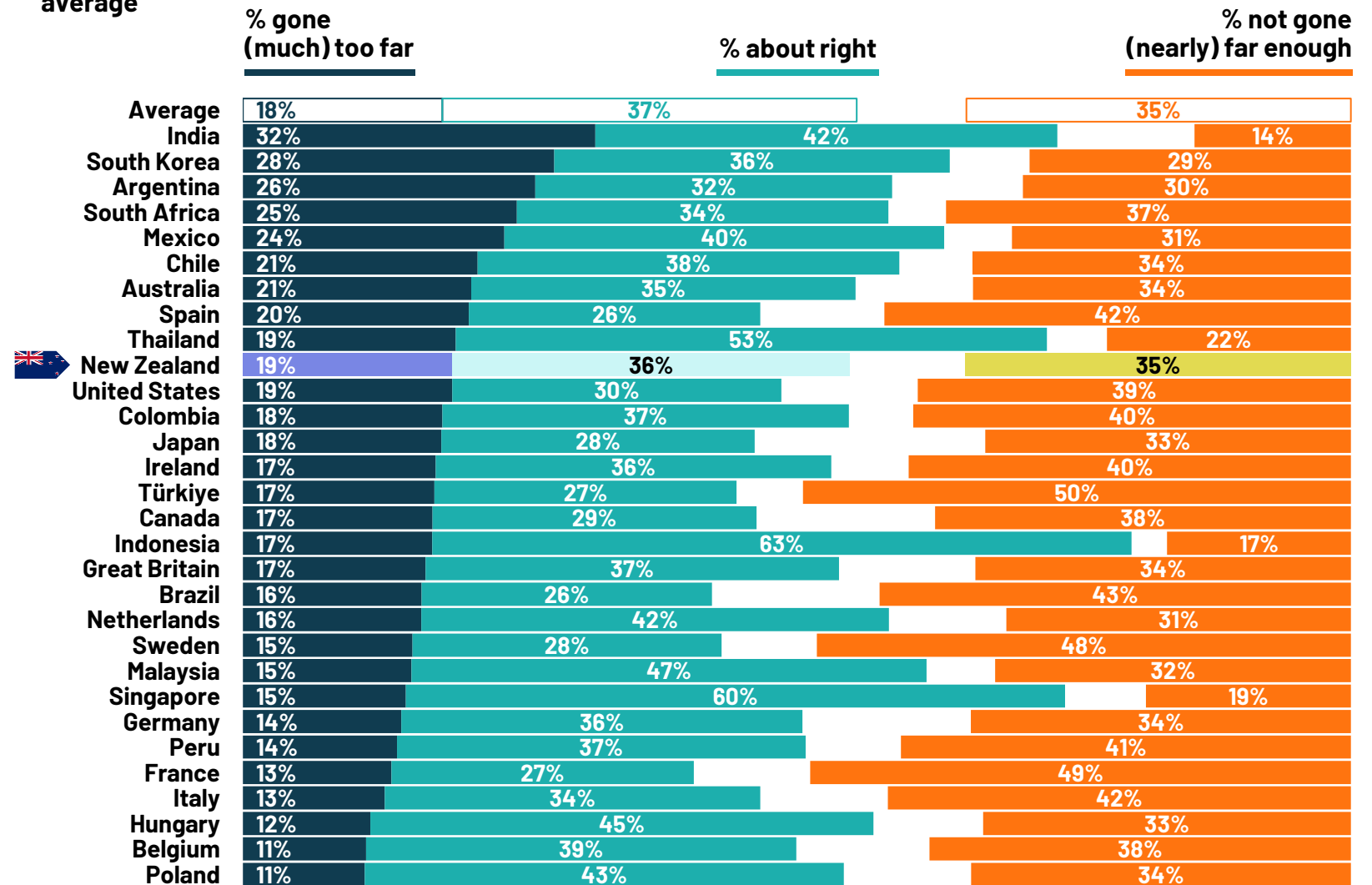
Q

In ..., do you think attempts to give equal opportunities have gone too far or not gone far enough for women, or about right?

More than one in three (35%) New Zealanders think that attempts to give equal opportunities have **not** gone far enough for women in their country, with a similar proportion saying attempts have gone about right (36%). Around one in five (19%) think these attempts have gone too far.

This aligns with the global average.

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

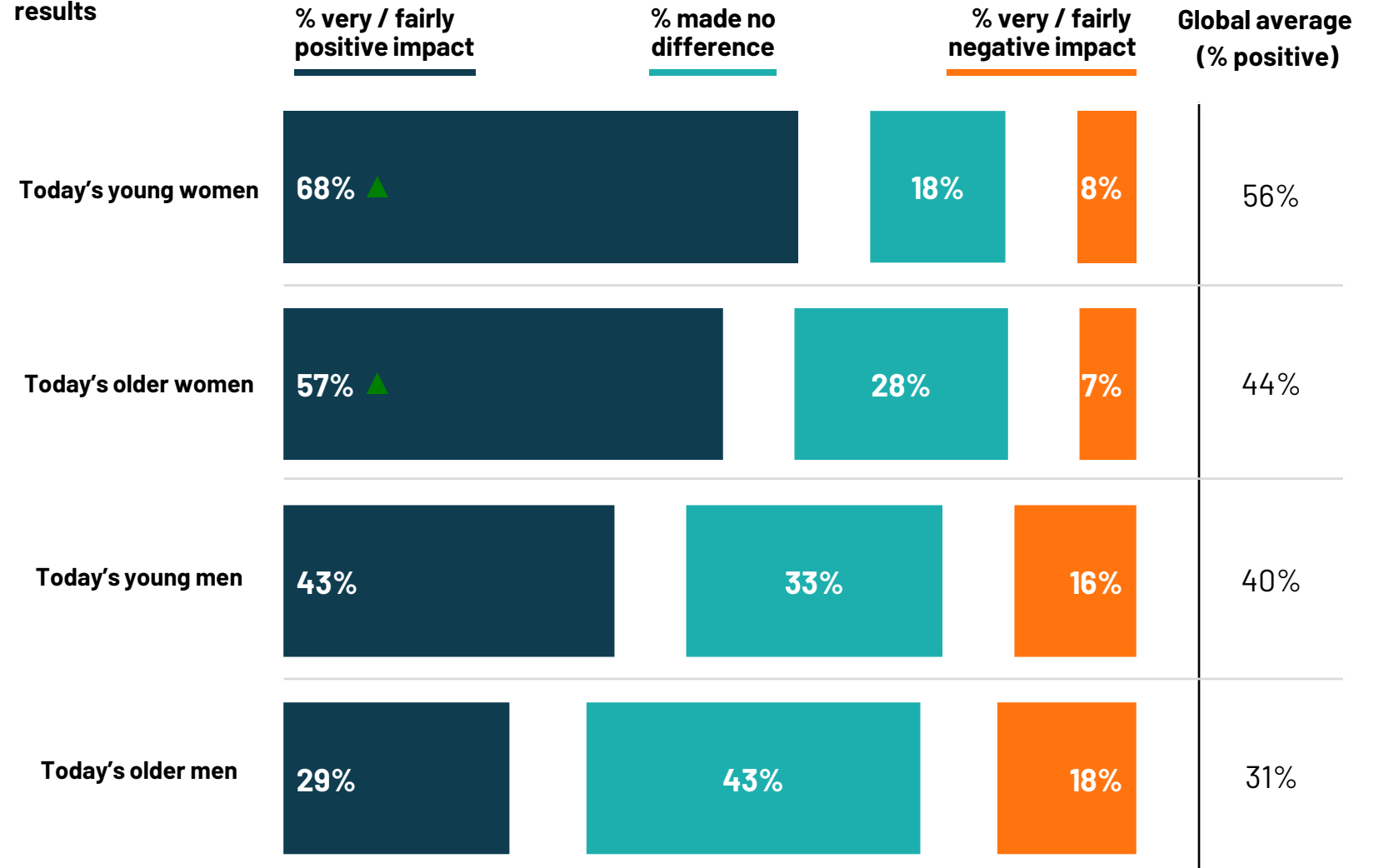
Do you think moves to promote equal rights for women in the last few decades have had a positive or negative impact on each of the following, or have they made no difference?

The majority (68%) of New Zealanders think moves to promote equal rights for women in the last few decades have had a positive impact on young women. This is higher than the global average (56%). Around one in five (18%) think these efforts have made no difference, while 8% think the impact has been negative.

By contrast, just over two in five (43%) think these efforts have had a positive impact on young men, with one in three (33%) thinking these efforts have had no impact on young men. Around one in five (16%) think the impact has been negative. These results align with the global average.



New Zealand results



Base: Global (30 countries) - 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

New Zealand - (n=1,001)

Q

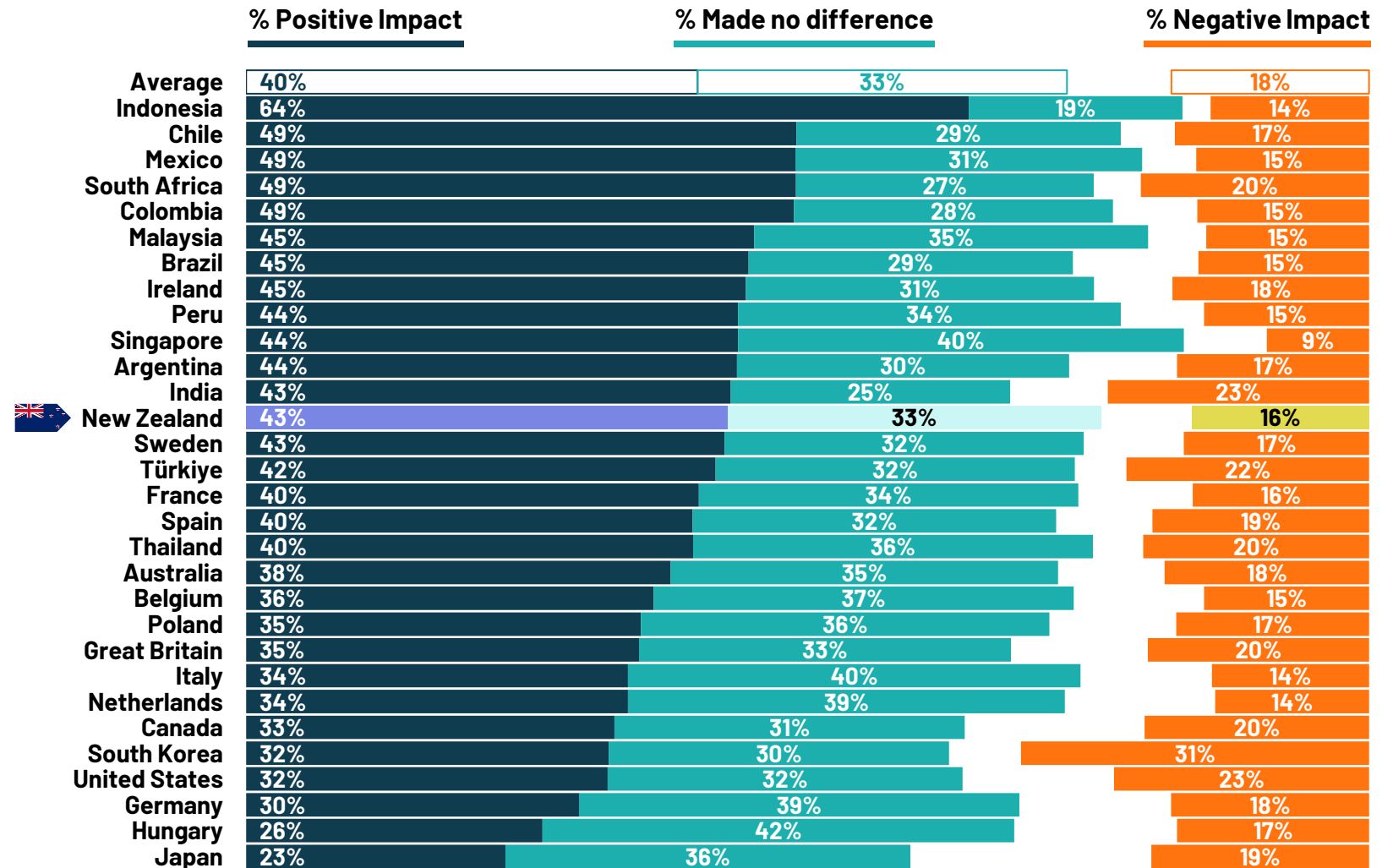
Do you think moves to promote equal rights for women in the last few decades have had a positive or negative impact on each of the following, or have they made no difference?

Today's young men.

Just over two in five (43%) New Zealanders think that moves to promote equal rights for women in the last few decades have had a positive impact on today's young men. A further one in three think these efforts have made no difference. One in five say they've had a negative impact.

This aligns with the global average.

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025



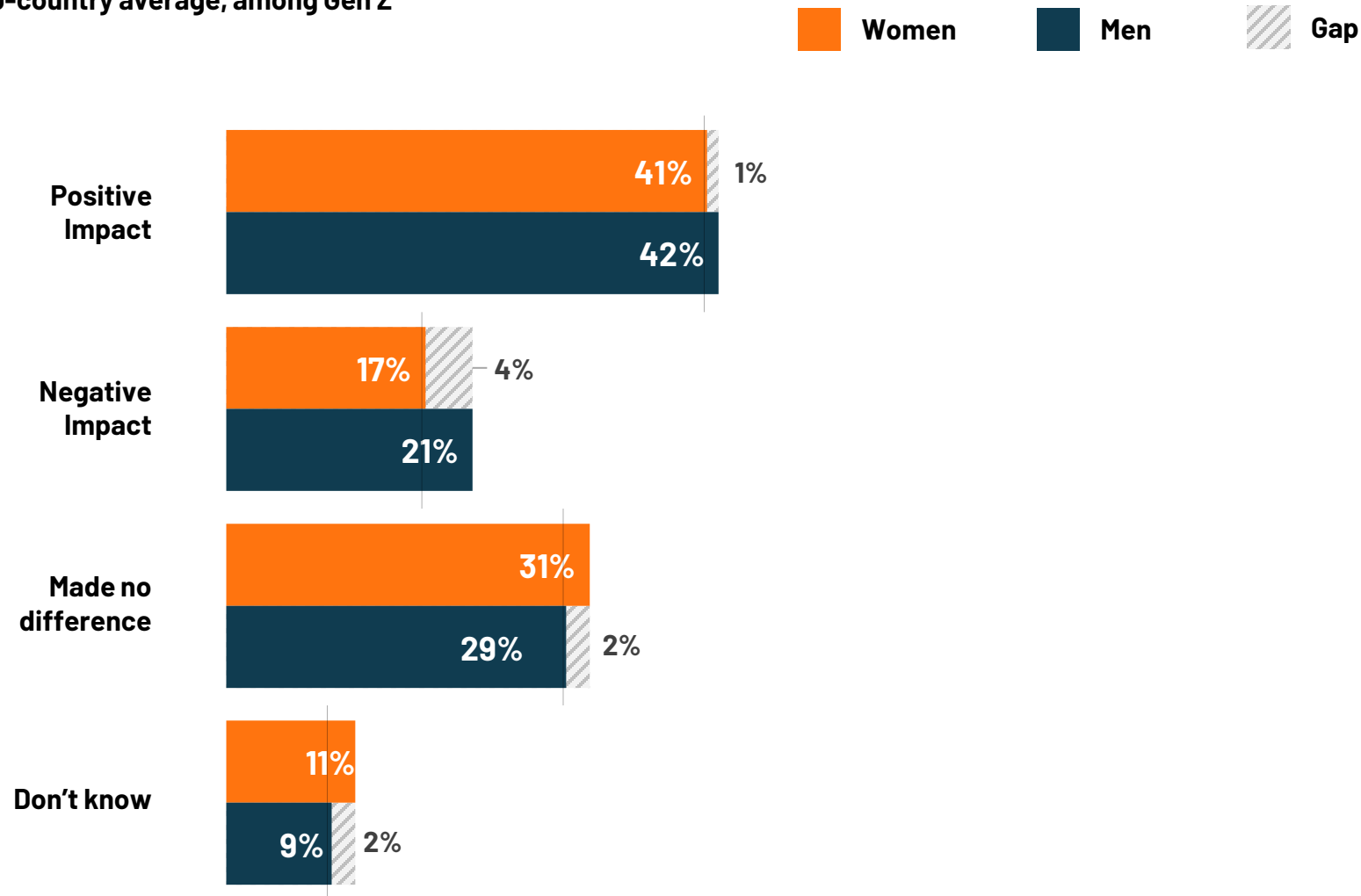
Q

Do you think moves to promote equal rights for women in the last few decades have had a positive or negative impact on each of the following, or have they made no difference?

Today's young men.

According to the global average, looking specifically at Gen Z, there is little differentiation between the genders as to how they perceive the impact on young men of moves to promote equal rights for women in the last few decades. Approximately four in ten of both women (41%) and men (42%) view it as positive, with men marginally more likely to perceive it as having had a negative impact (21%, compared to 17% among women).

30-country average, among Gen Z



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

Do you think moves to promote equal rights for women in the last few decades have had a positive or negative impact on each of the following, or have they made no difference?

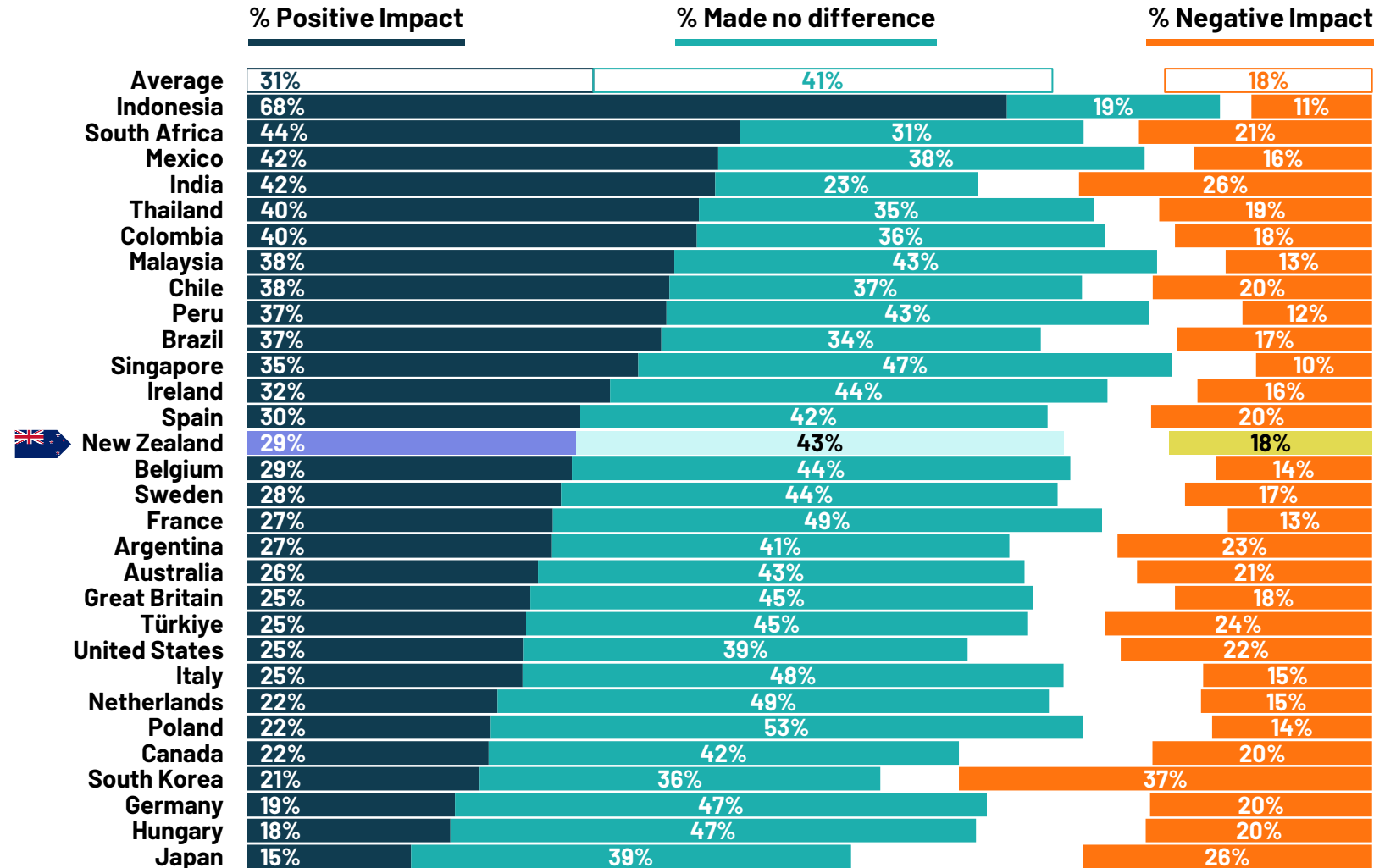
Today's older men.

The largest share (43%) of New Zealanders think that moves to promote equal rights for women in the last few decades have had no impact on today's older men.

A further three in ten (29%) think it's had a positive impact on this age group, with one in five (18%) saying it's had a negative impact.

This aligns with the global average.

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025



Q

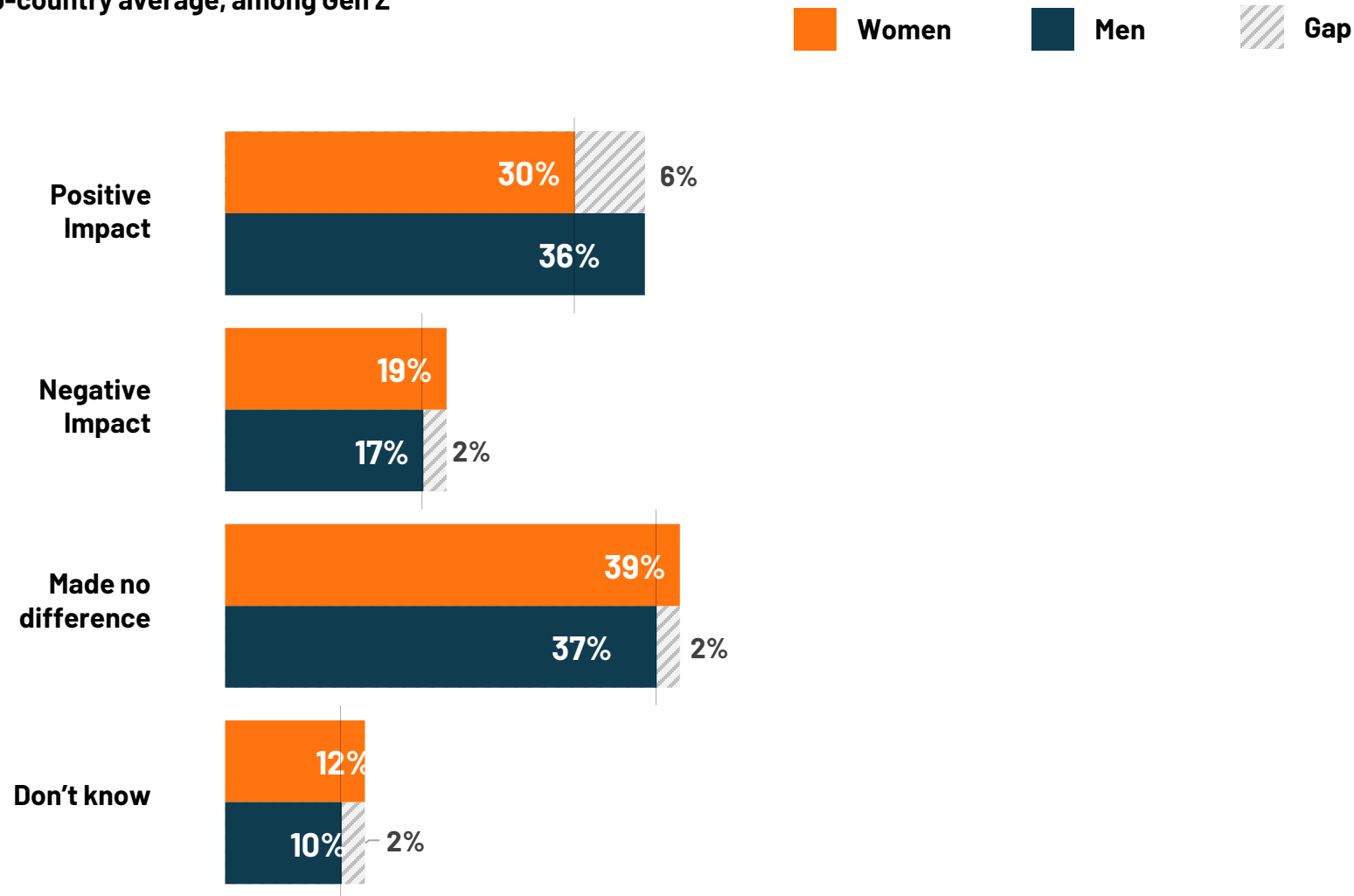
Do you think moves to promote equal rights for women in the last few decades have had a positive or negative impact on each of the following, or have they made no difference?

Today's older men.

According to the global average, among Gen Z, men are more likely than women to say that moves to promote equal rights for women in the last few decades have had a positive impact on older men (36%, compared to 30% among Gen Z women).

Women in this age group are more likely to say that these efforts have made no difference to today's older men (39%).

30-country average, among Gen Z



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

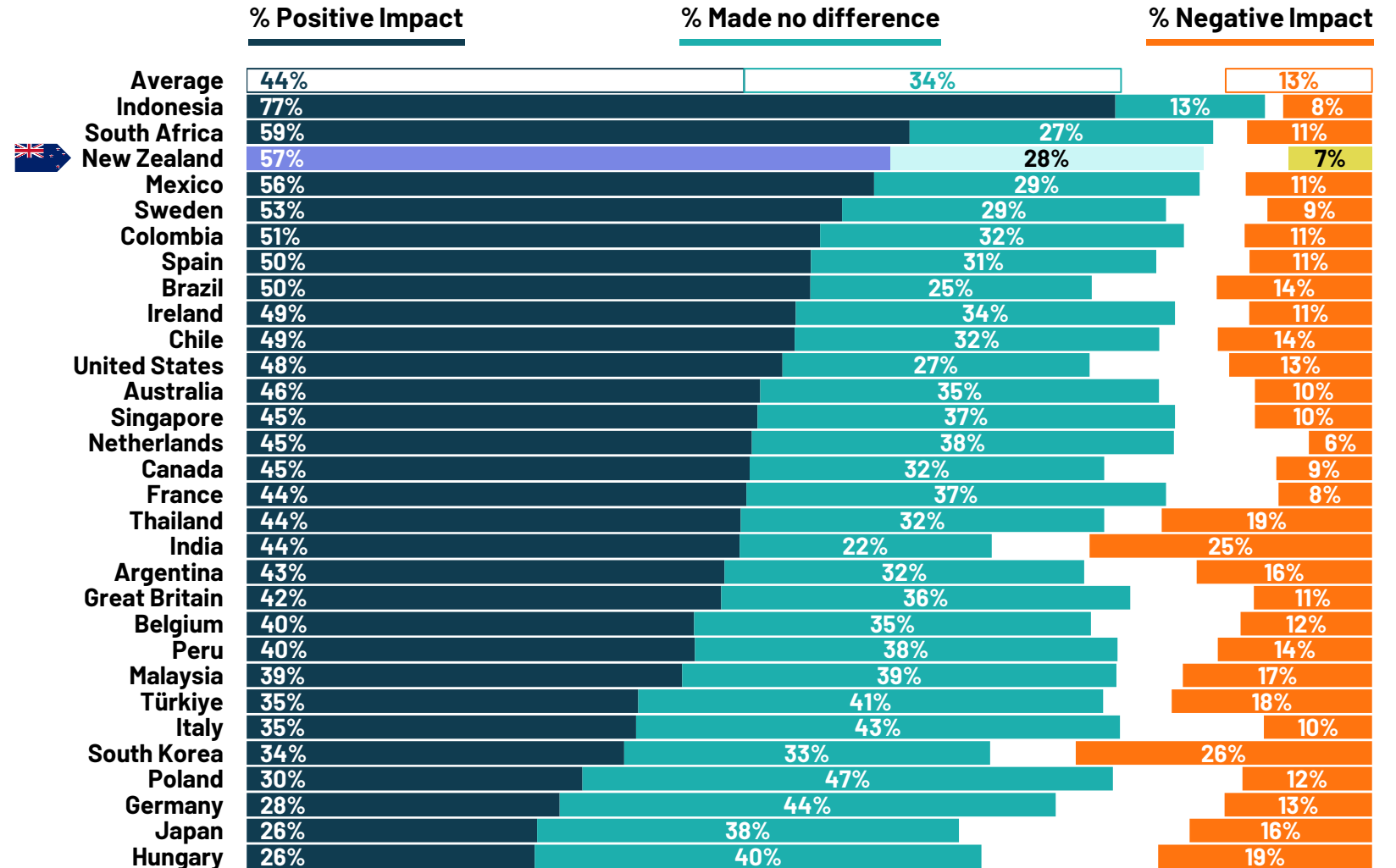
Do you think moves to promote equal rights for women in the last few decades have had a positive or negative impact on each of the following, or have they made no difference?

Today's older women.

Close to three in five (57%) New Zealanders think that moves to promote equal rights for women in the last few decades have had a positive impact on today's older women. This is higher than the global average (44%).

A further nearly three in ten (28%) New Zealanders think these efforts have made no difference. Just 7% think they have had a negative impact on this age group.

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025



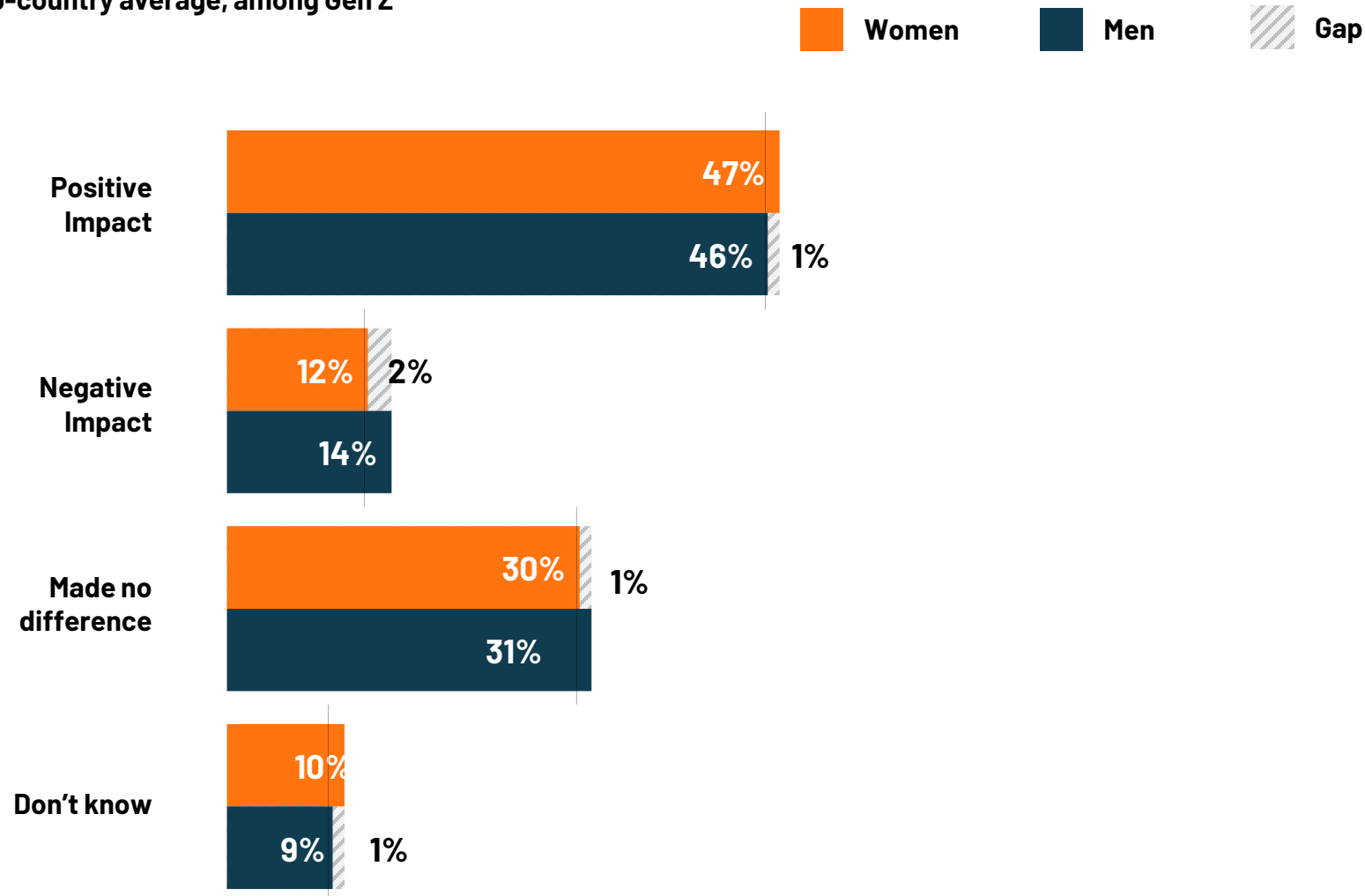
Q

Do you think moves to promote equal rights for women in the last few decades have had a positive or negative impact on each of the following, or have they made no difference?

Today's older women.

According to the global average, Gen Z men and women are broadly aligned in terms of the perceived impact moves to promote equal rights for women have had on today's older women. Around half say it's been positive; around three in ten say it's made no difference; and around one in ten say it's been negative.

30-country average, among Gen Z



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

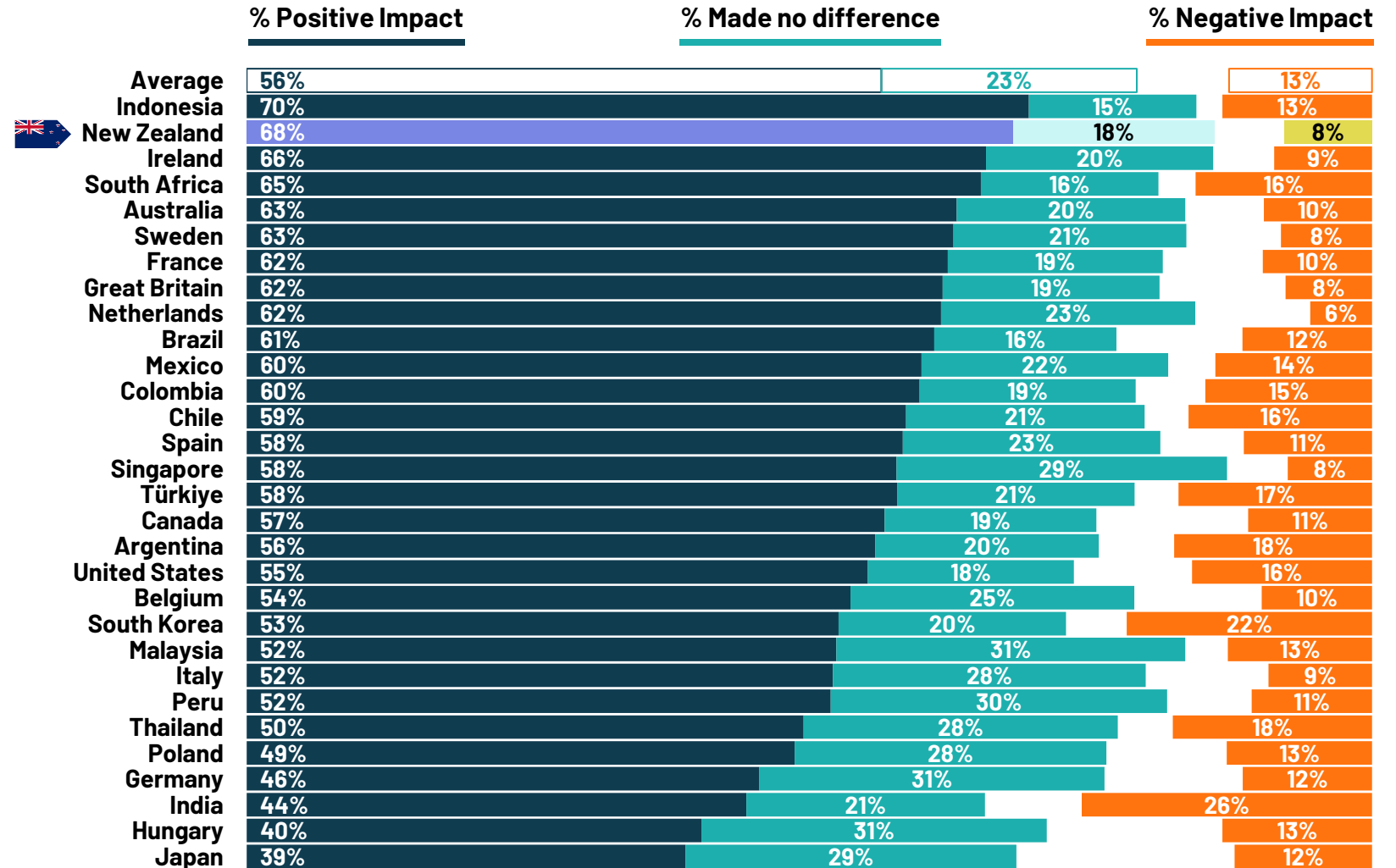
Do you think moves to promote equal rights for women in the last few decades have had a positive or negative impact on each of the following, or have they made no difference?

Today's young women.

The majority (68%) of New Zealanders think that moves to promote equal rights for women in the last few decades have had a positive impact on today's young women. This is higher than the global average (56%).

This compares to around one in five (18%) who think these efforts have made no difference, and 8% who say they've had a negative impact.

30-country average



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025



Q

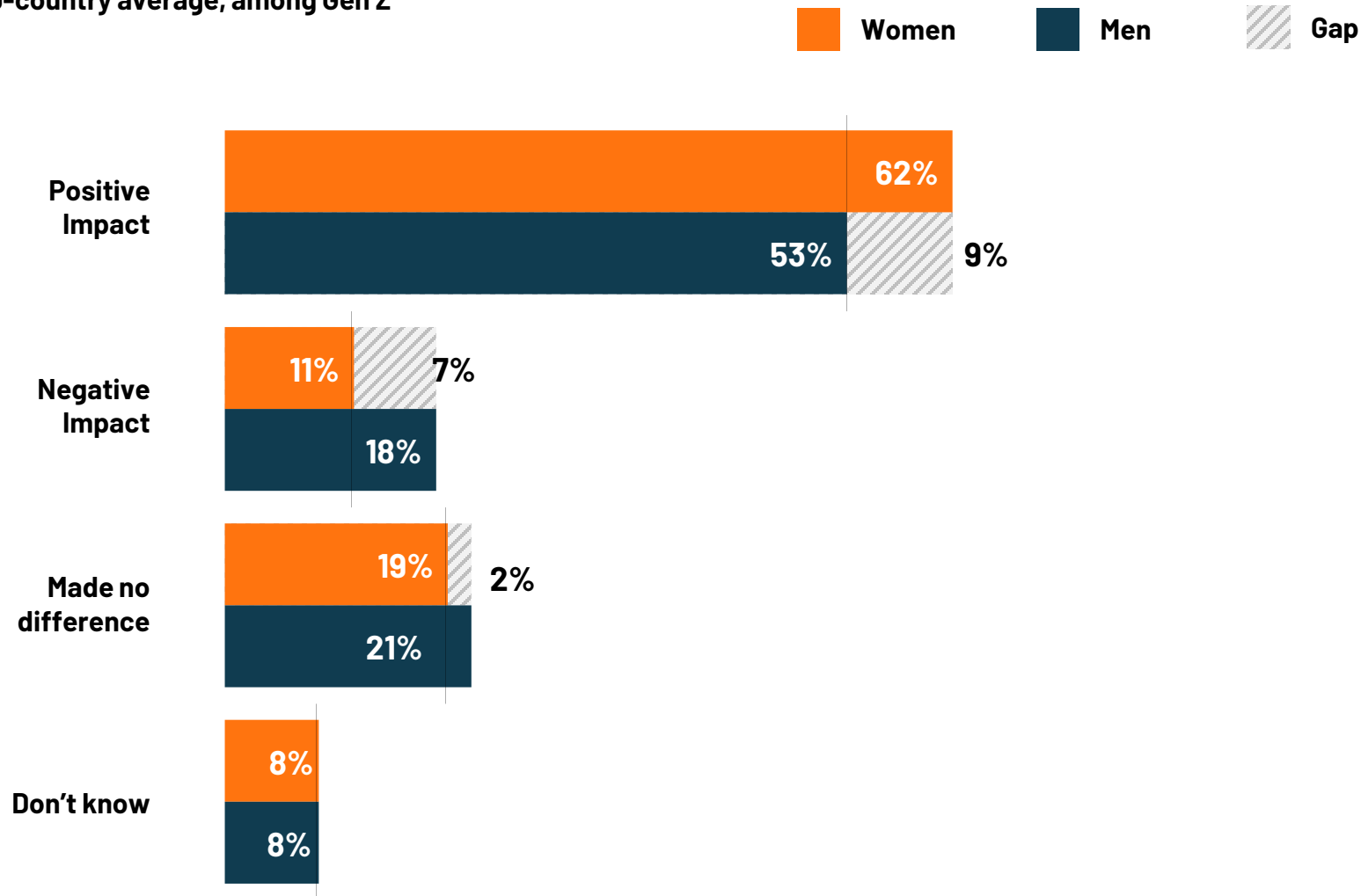
Do you think moves to promote equal rights for women in the last few decades have had a positive or negative impact on each of the following, or have they made no difference?

Today's young women.

According to the global average, of all the demographics asked about, Gen Z is most divided as to whether they perceive moves to promote equal rights for women in the last few decades to have had a positive or negative impact on today's young women.

Gen Z women are more likely than men to say the impact of these efforts have been positive (62%, compared to 53% among Gen Z men), while Gen Z men are more likely than women to say the effort has been negative (18%, compared to 11% among Gen Z women).

30-country average, among Gen Z



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025



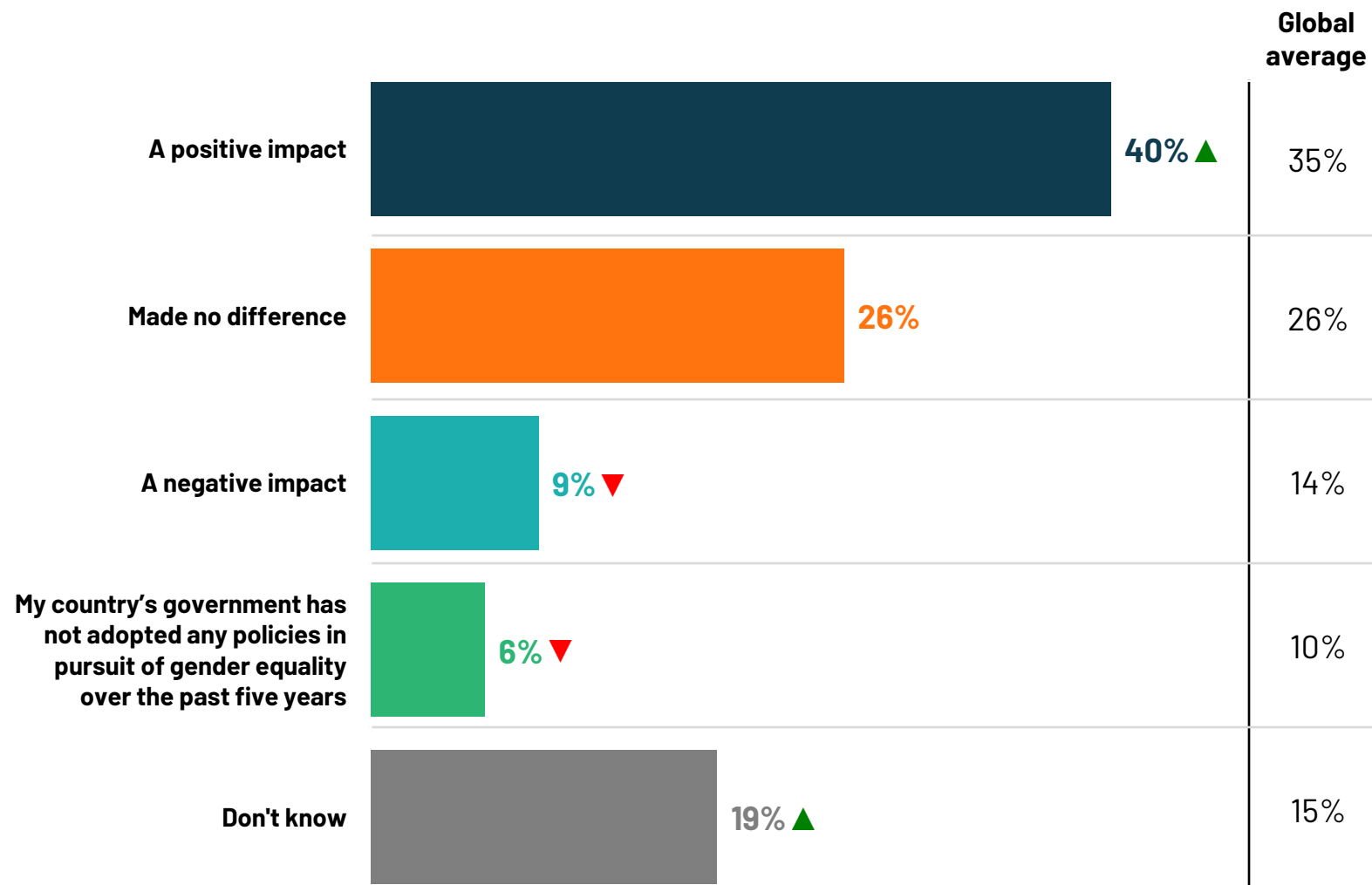
Q

Do you think policies adopted by the government(s) of ... in the pursuit of gender equality over the past five years have had a positive impact on society, a negative impact on society or has it made no difference?

Two in five (40%) New Zealanders think that policies adopted by the government in the pursuit of gender equality over the past five years have had a positive impact on society. This is higher than the global average (35%).

By contrast, around one in four (26%) think these policies have made no difference, and 9% think they have had a negative impact.

New Zealand results



▲ Statistically significant increase / ▼ decrease compared to Global results

Base: Global (30 countries) - 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

New Zealand - (n=1,001)

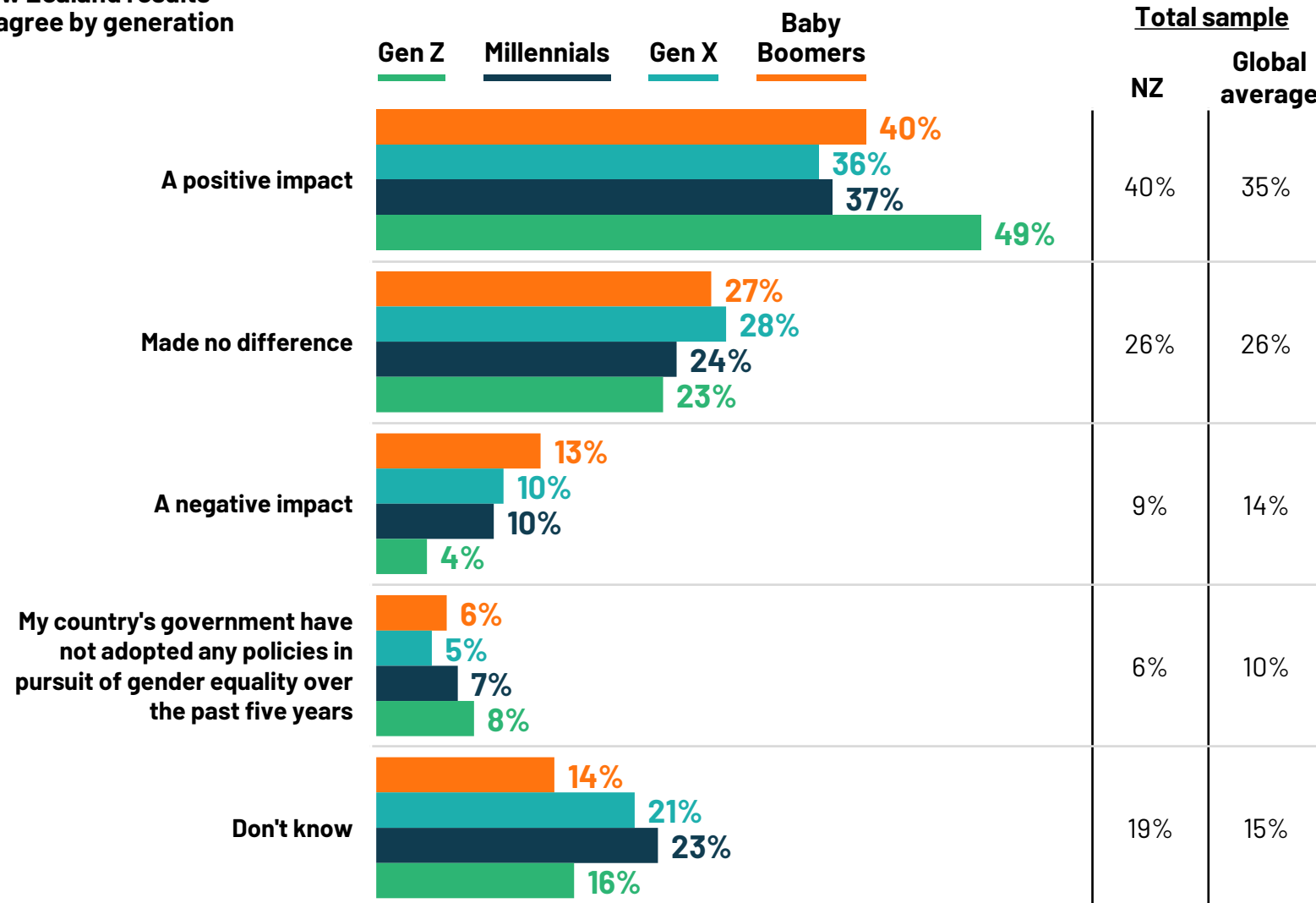


Q

Do you think policies adopted by the government(s) of ... in the pursuit of gender equality over the past five years have had a positive impact on society, a negative impact on society or has it made no difference?

Gen Z New Zealanders are more likely than the rest of New Zealanders and the global average to think that policies adopted by the government in the pursuit of gender equality over the past five years have had a positive impact on society.

New Zealand results % agree by generation



Base: Global (30 countries) - 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

New Zealand - (n=1,001)

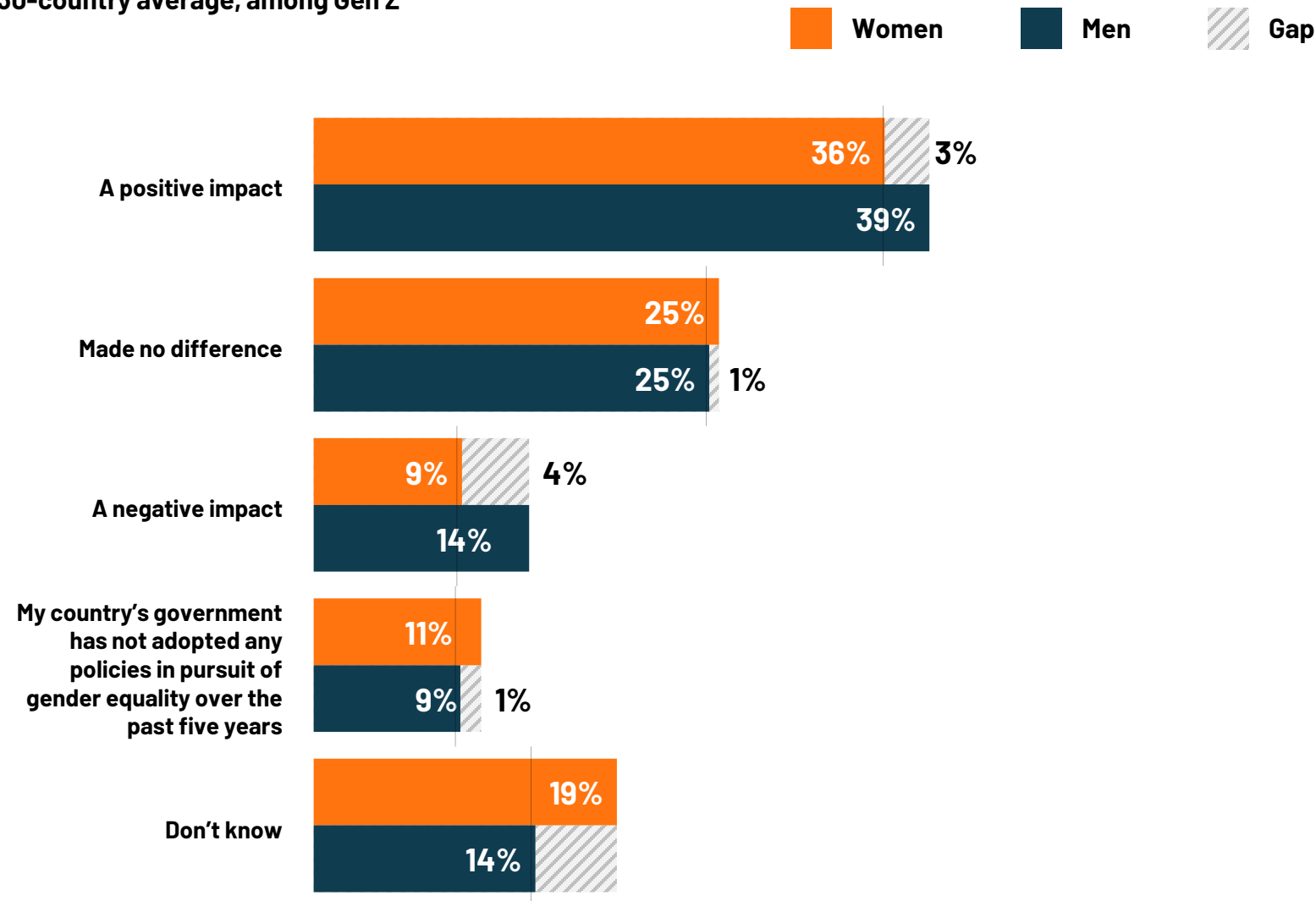


Q

Do you think policies adopted by the government(s) of ... in the pursuit of gender equality over the past five years have had a positive impact on society, a negative impact on society or has it made no difference?

According to the global average, more than one in three members of Gen Z think that policies adopted by the government(s) in their countries in the pursuit of gender equality over the past five years have had a positive impact on society. While men are more likely to feel this way (39%) compared to women (36%), they are also more likely to think these policies have had a negative impact (14% among Gen Z men, compared to 9% among Gen Z women).

30-country average, among Gen Z



Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025



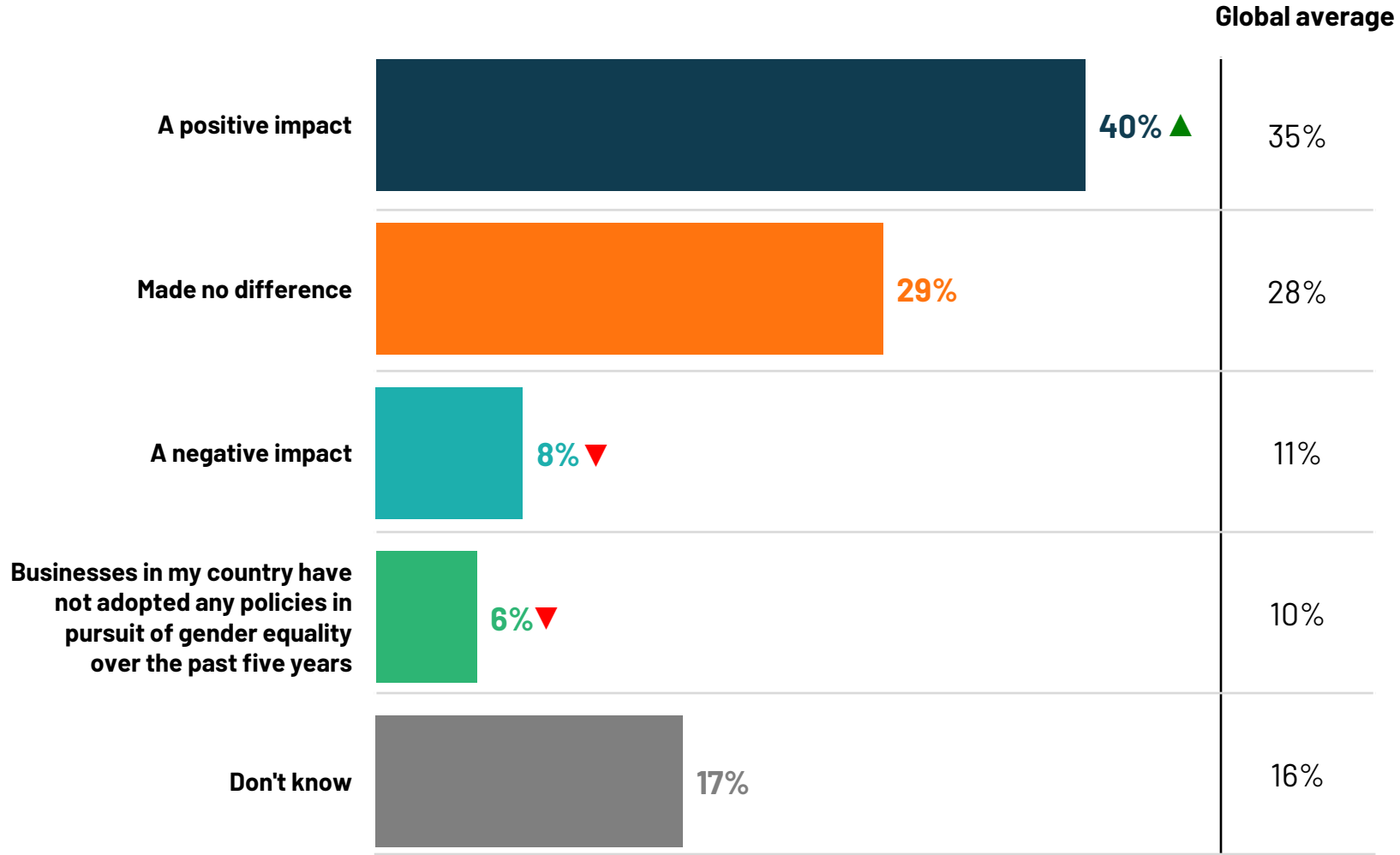
Q

Do you think policies adopted by the businesses of ... in the pursuit of gender equality over the past five years have had a positive impact on society, a negative impact on society or has it made no difference?

Two in five (40%) New Zealanders think that policies adopted by businesses in the pursuit of gender equality over the past five years have had a positive impact on society. This is higher than the global average (35%).

By contrast, around three in ten (29%) think these policies have made no difference, and just under one in ten (8%) think they have had a negative impact.

New Zealand results



Base: Global (30 countries) - 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

New Zealand - (n=1,001)



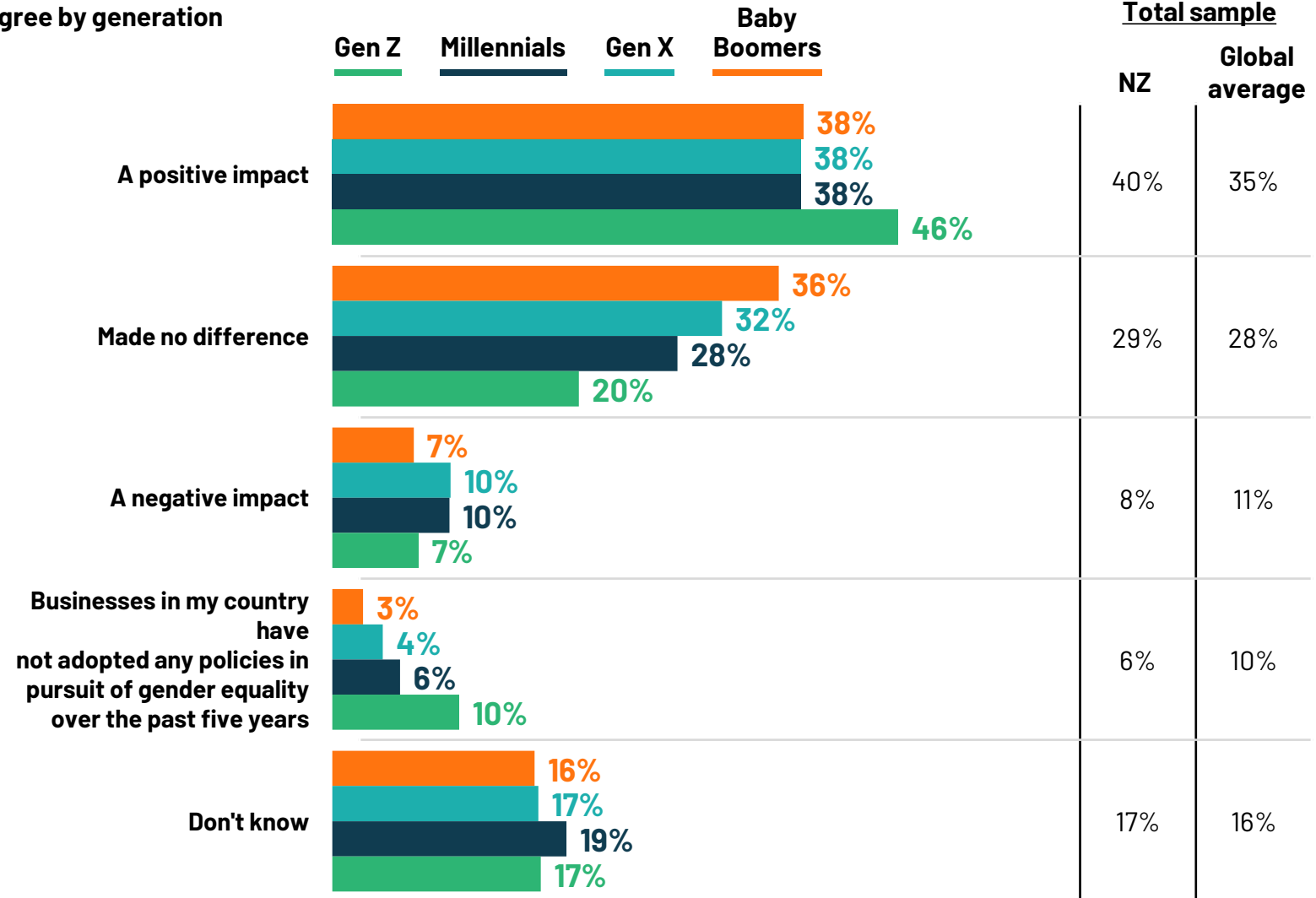


Q

Do you think policies adopted by the businesses of ... in the pursuit of gender equality over the past five years have had a positive impact on society, a negative impact on society or has it made no difference?

Again, Gen Z New Zealanders are more likely than the rest of New Zealanders and the global average to think policies adopted by businesses within their country in the pursuit of gender equality over the past five years have made a positive impact on society. They are also less likely to think these policies made no difference.

**New Zealand results
% agree by generation**



Base: Global (30 countries) - 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

New Zealand - (n=1,001)

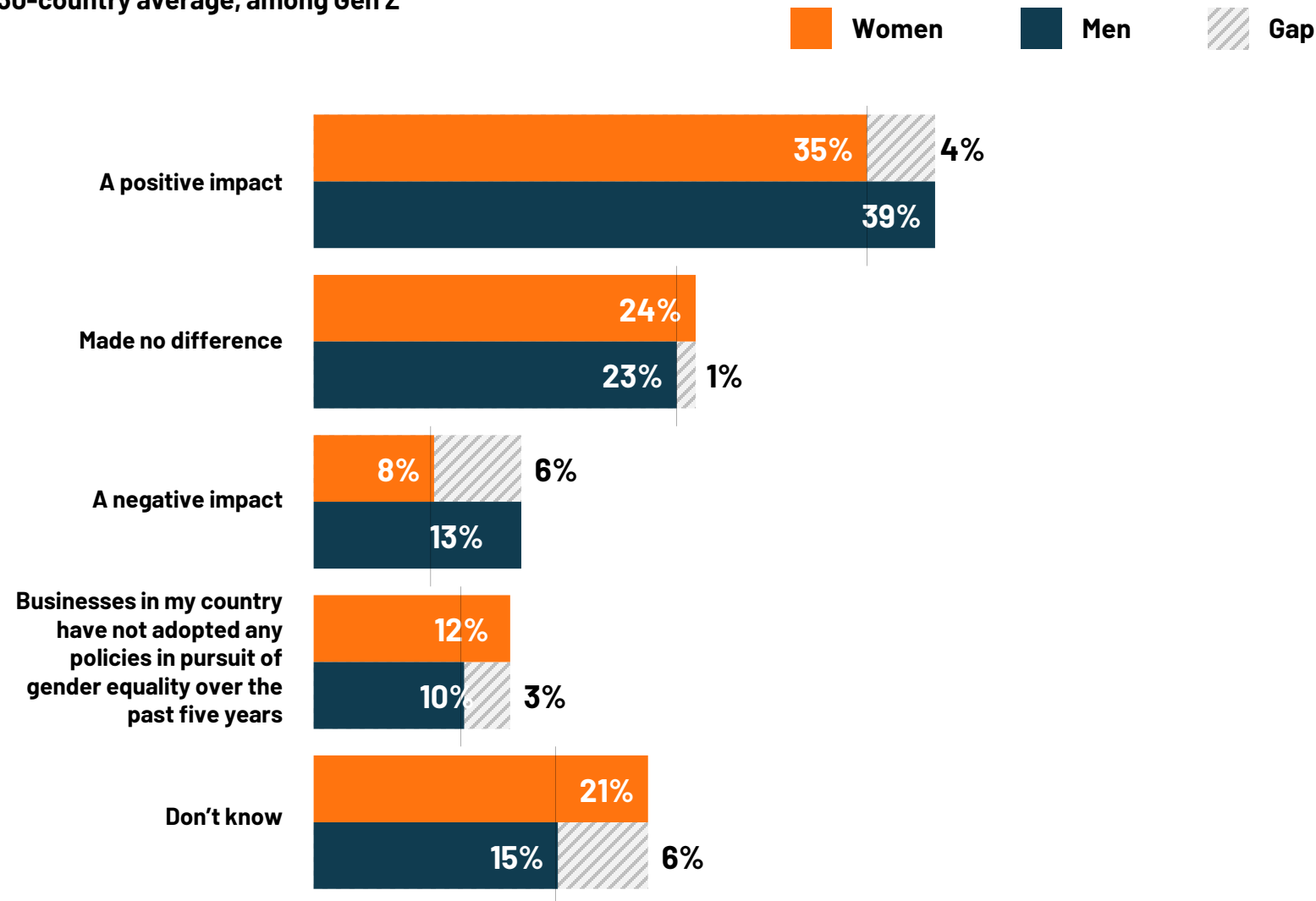


Q

Do you think policies adopted by the businesses of ... in the pursuit of gender equality over the past five years have had a positive impact on society, a negative impact on society or has it made no difference?

According to the global average, more than one in three members of Gen Z think that policies adopted by businesses in their countries in the pursuit of gender equality over the past five years have had a positive impact on society. While men (39%) are more likely to feel this way compared to women (35%), they are also more likely to think these policies have had a negative impact (13% among Gen Z men, compared to 8% among Gen Z women).

30-country average, among Gen Z



Base: 4,861 online adults in Gen Z aged 18-28, including 2,243 men and 2,618 women, 20 December 2024-3 January 2025



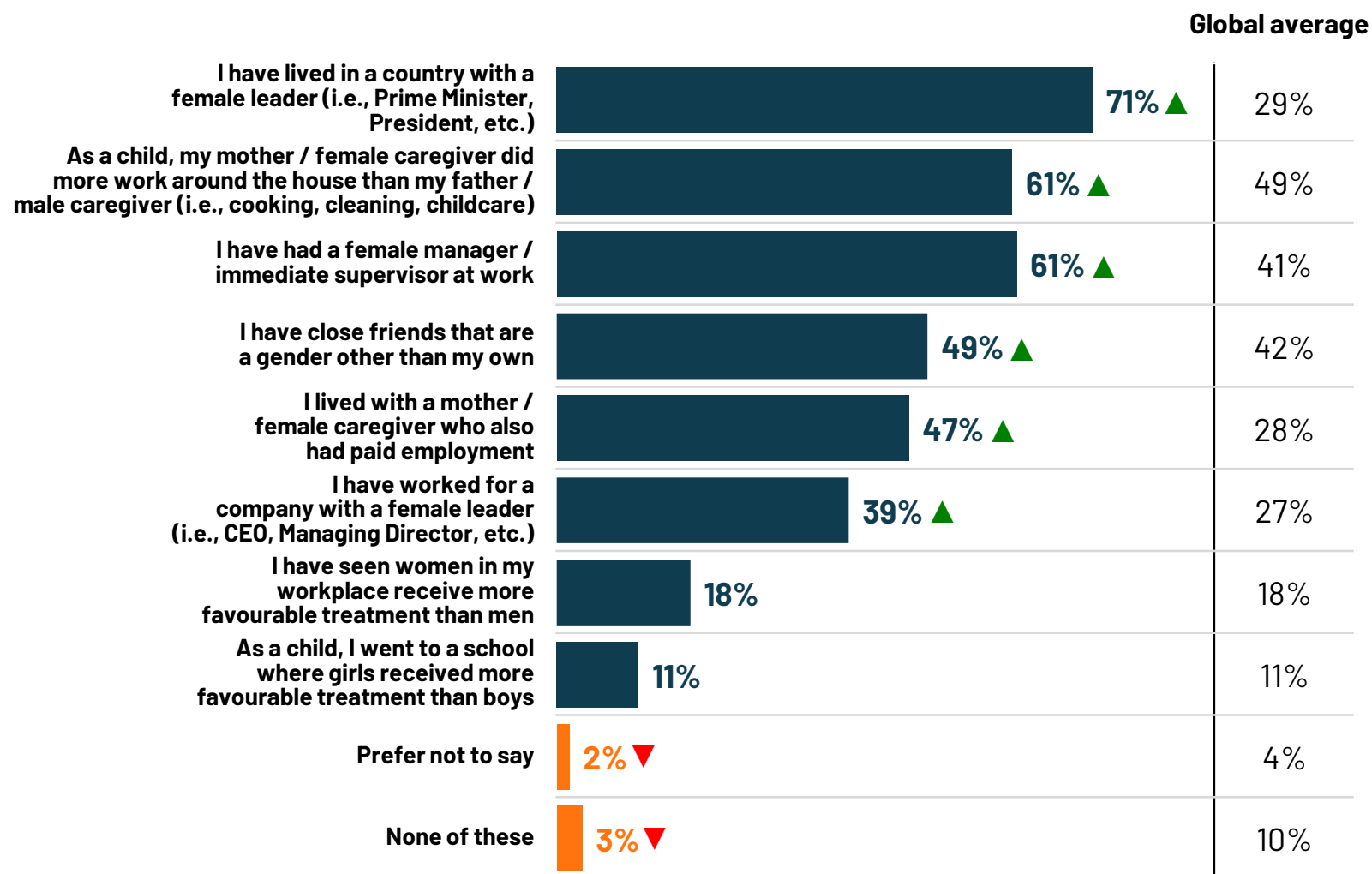
Q

Which of the following experiences have you personally had?

Close to or more than half of New Zealanders say they have lived in a country with a female leader (71%), have had a female manager / immediate supervisor at work (61%), have close friends that are a gender other than their own (49%) and have lived with a mother / female caregiver who also had paid employment (47%). These results are all significantly higher than the global average.

Around one in five (18%) say they have seen women in their workplace receive more favourable treatment than men, with just one in ten (11%) saying they went to a school where girls received more favourable treatment than boys. This aligns with the global average.

New Zealand results



Statistically significant increase / decrease compared to Global results

Base: Global (30 countries) - 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

New Zealand - (n=1,001)



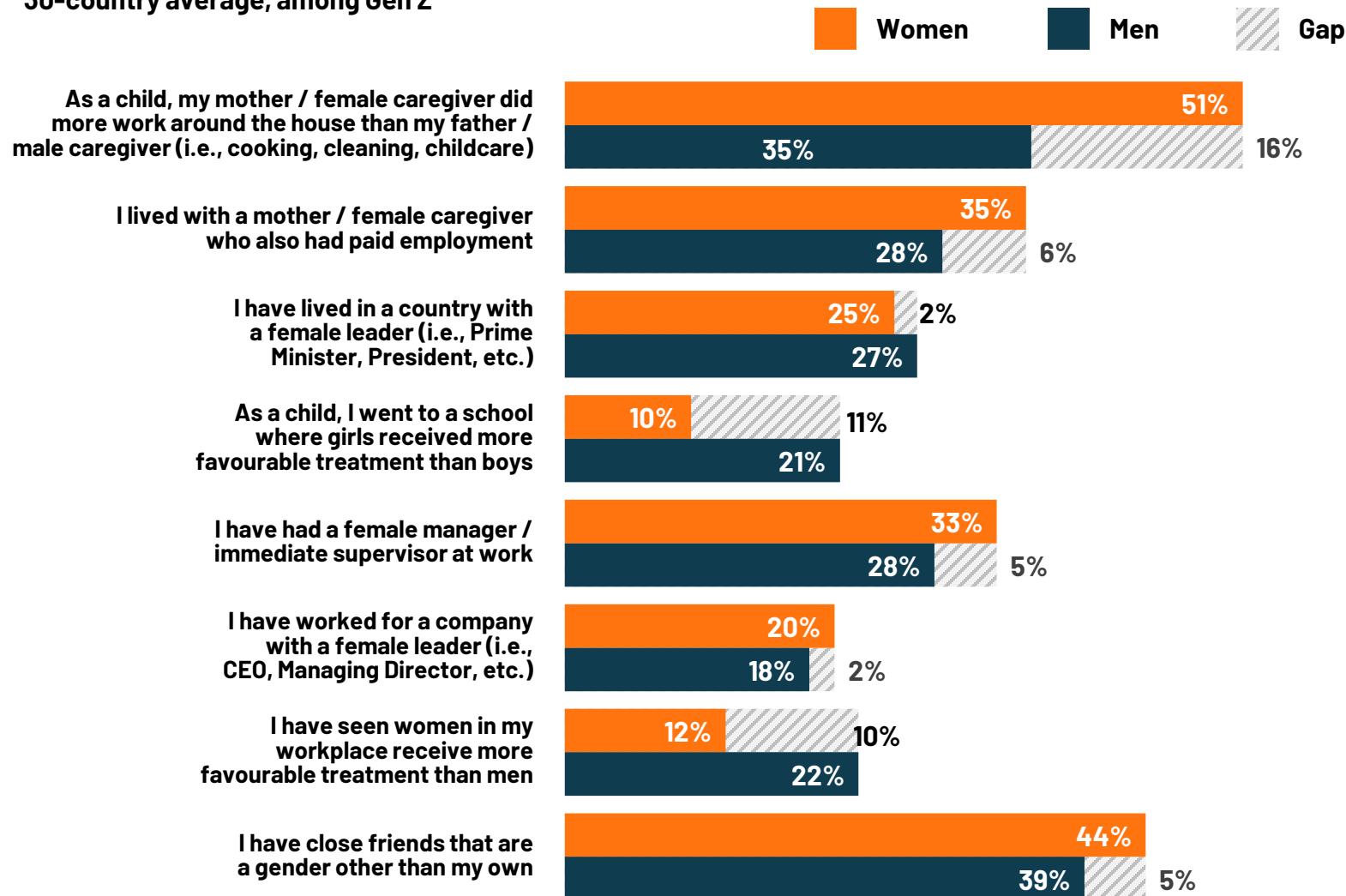
Q

Which of the following experiences have you personally had?

Among the 30 countries studied, Gen Z women are far more likely than Gen Z men to say that their mother / female caregiver did more work around the house than their father / male caregiver.

Men are twice as likely as women to say both that they went to a school where girls received more favourable treatment than boys (21% vs 10%), and that they have seen women in their workplace receive more favourable treatment than men (22% vs 12%).

30-country average, among Gen Z



Base: 4,861 online adults in Gen Z aged 18-28, including 2,243 men and 2,618 women, 20 December 2024-3 January 2025



Q

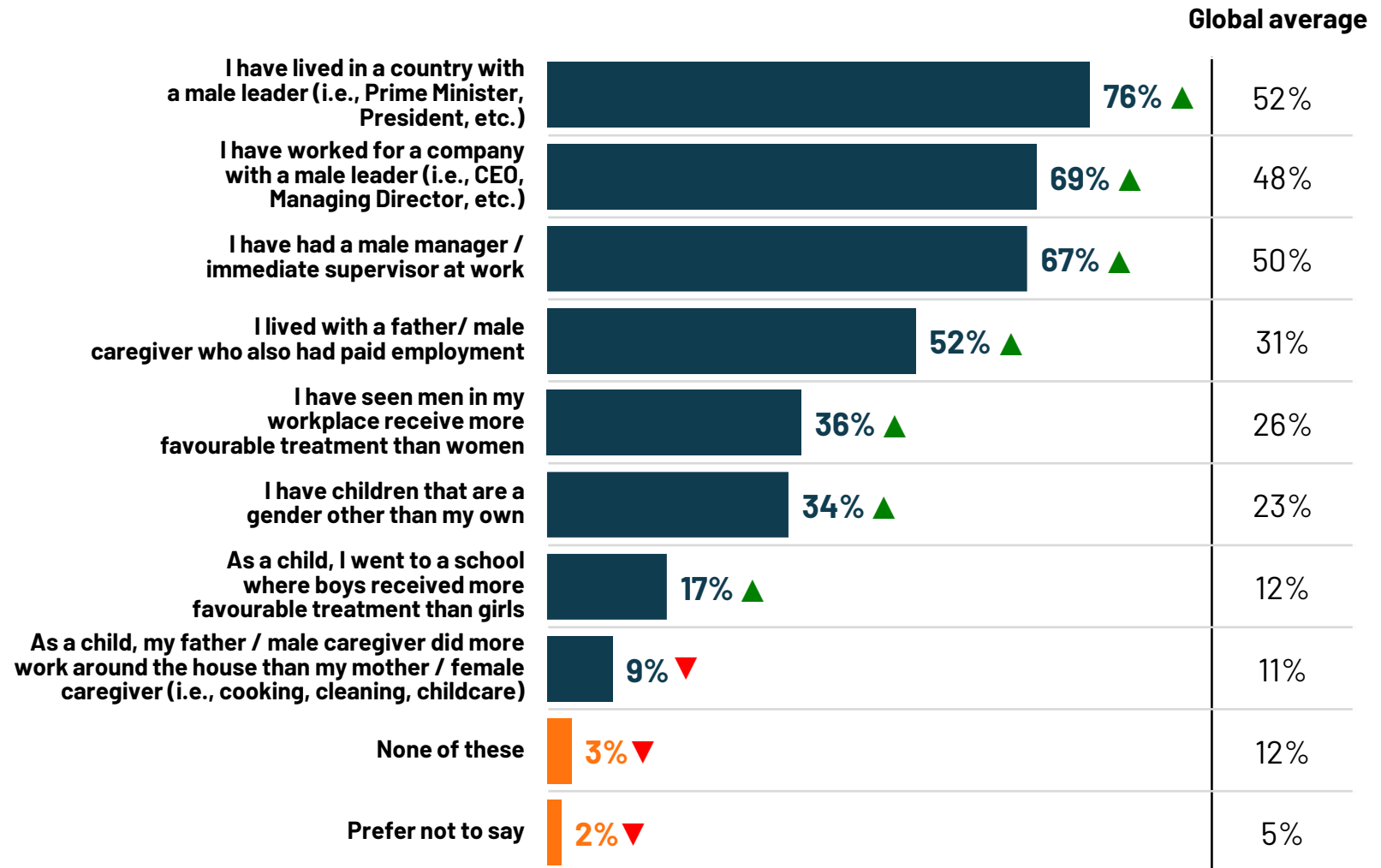
Which of the following experiences have you personally had?

At least half of New Zealanders say they have lived in a country with a male leader (76%), worked for a company with a male leader (69%), had a male manager / immediate supervisor at work (67%) and lived with a father / male caregiver who also had paid employment (52%). These results are all higher than the global average.

A third (36%) of New Zealanders have seen men in the workplace receive more favourable treatment than women. This is significantly higher than the global average of 26%.

Close to one in five (17%) New Zealanders say they went to a school where boys received more favourable treatment than girls. This is higher than the global average.

New Zealand results



Statistically significant **increase** / **decrease** compared to Global results

Base: Global (30 countries) - 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

New Zealand - (n=1,001)



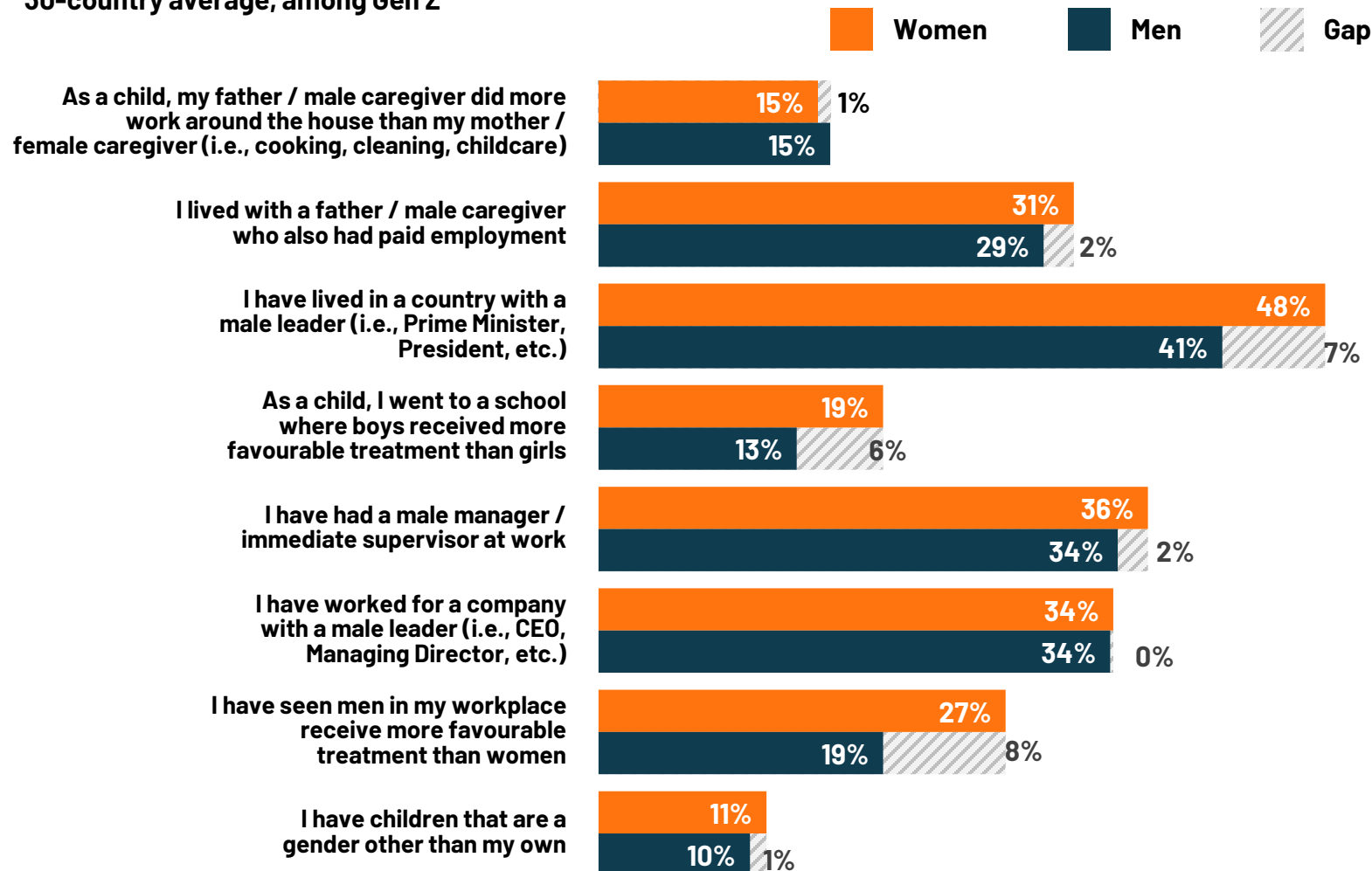
Q

Which of the following experiences have you personally had?

According to the global average, among Gen Z, women are more likely than men to say they went to a school as a child where boys received more favourable treatment than girls (19% vs 13%).

Gen Z women are similarly more likely to say they have seen men in their workplace receive more favourable treatment than women (27% vs 19%).

30-country average, among Gen Z



Base: 4,861 online adults in Gen Z aged 18-28, including 2,243 men and 2,618 women, 20 December 2024-3 January 2025



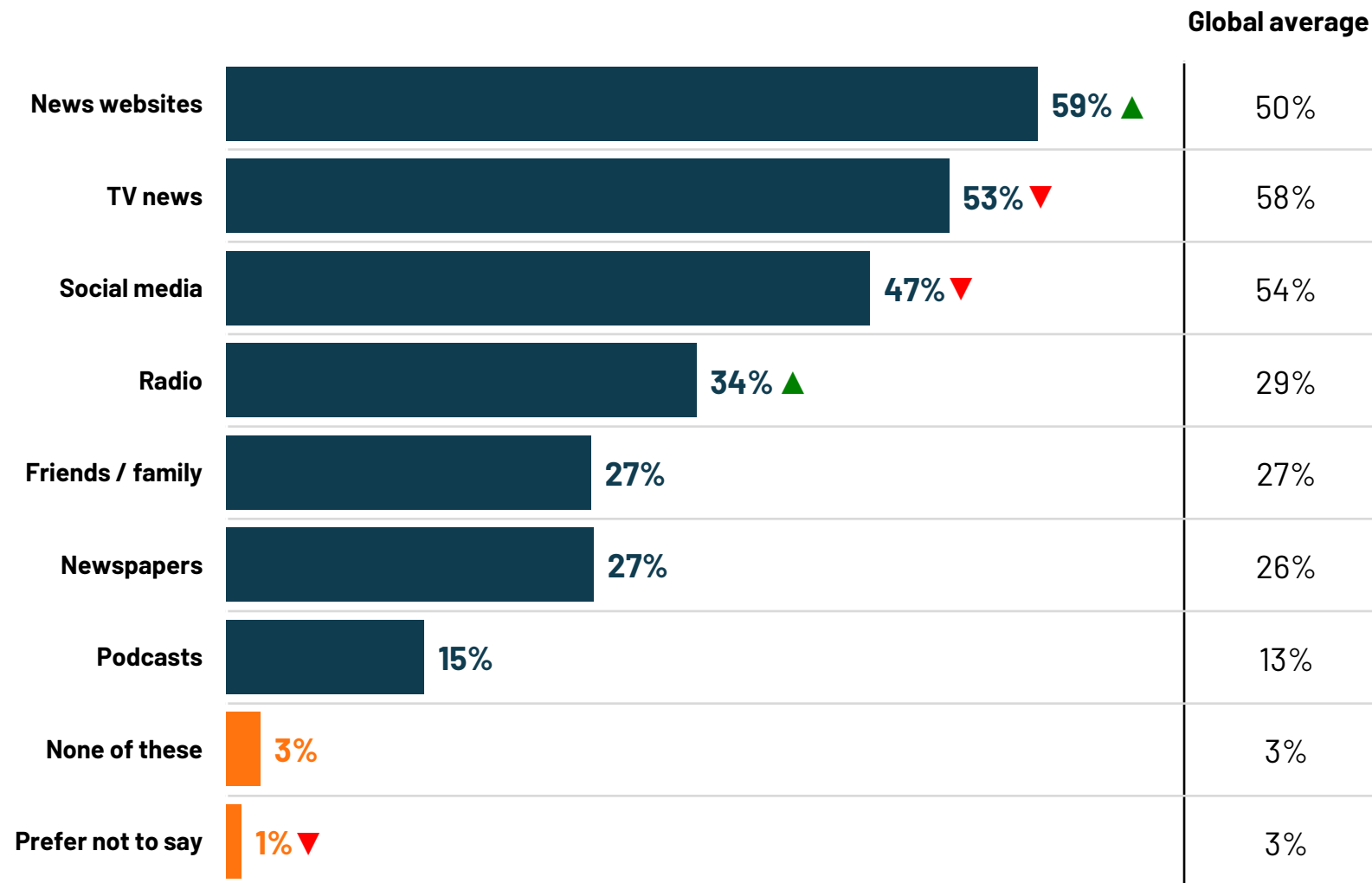
Q

Which of the following, if any, would you say are the main places you go to for news?

Around three in five (59%) New Zealanders say news websites are the main place they go for news, with a similar share (53%) naming TV news. Just under half (47%) mention social media as a leading source.

Compared to the global average, New Zealanders are more likely to use news websites and radio and less likely to use TV news and social media.

New Zealand results



Statistically significant **increase** / **decrease** compared to Global results

Base: Global (30 countries) - 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

New Zealand - (n=1,001)

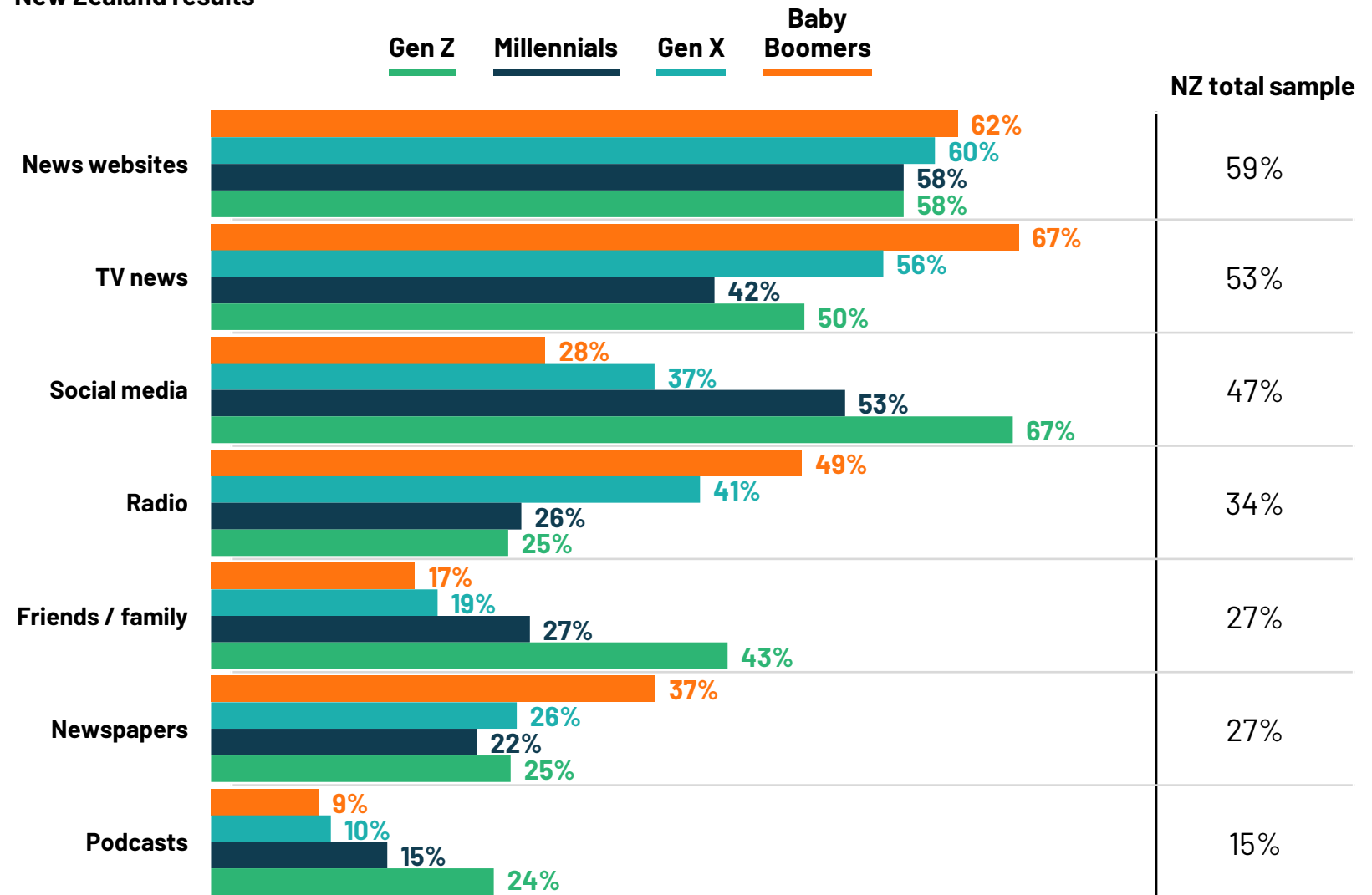


Q

Which of the following, if any, would you say are the main places you go to for news?

Gen Z and Millennial New Zealanders are more likely to be using social media as a main news source. Whereas Baby Boomers and Gen X are more likely to be using TV and the radio. News websites, however, are used equally by all generations.

New Zealand results



Base: Global (30 countries) - 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

New Zealand - (n=1,001)

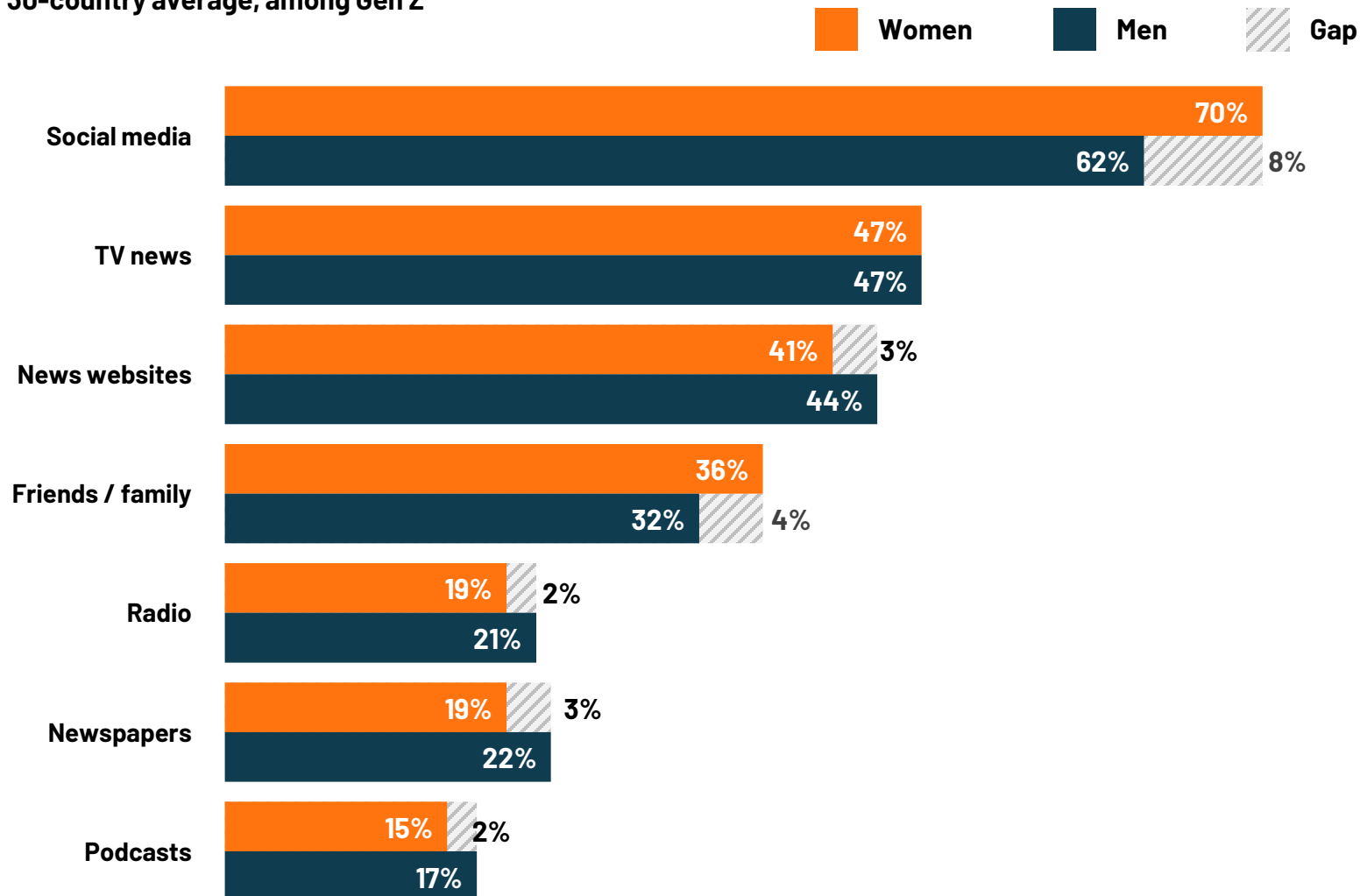


Q

Which of the following, if any, would you say are the main places you go to for news?

According to the global average, among Gen Z, social media is the dominant source of news, with a larger share of women (70%) selecting it as a main news source than men (62%).

30-country average, among Gen Z



Base: 4,861 online adults in Gen Z aged 18-28, including 2,243 men and 2,618 women, 20 December 2024-3 January 2025

Technical Note

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, December 20, 2024, and Friday, January 3, 2025. For this survey, Ipsos interviewed a total of 23,765 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, 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 2,000 individuals in Japan, 1,000 individuals each in Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Mexico, New Zealand, 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, New Zealand, 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, B and 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.

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

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