

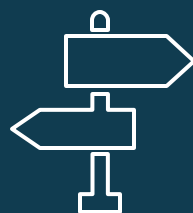
WORLD REFUGEE DAY

GLOBAL ATTITUDES TOWARDS REFUGEES

June 2025

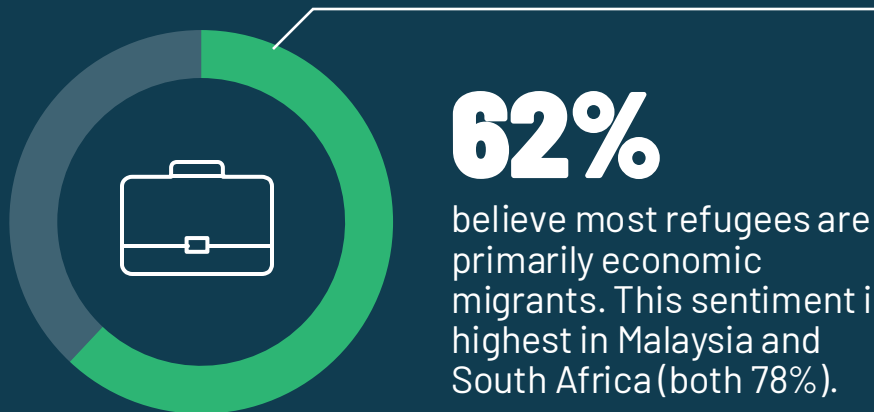


At a glance:



29

In all 29 countries surveyed, support for refugee rights outweighs opposition. On average, 67% agree people should be able to take refuge in other countries.



62%

believe most refugees are primarily economic migrants. This sentiment is highest in Malaysia and South Africa (both 78%).

44%



feel most refugees who come to their country will successfully integrate into their new society, compared to 47% who disagree.

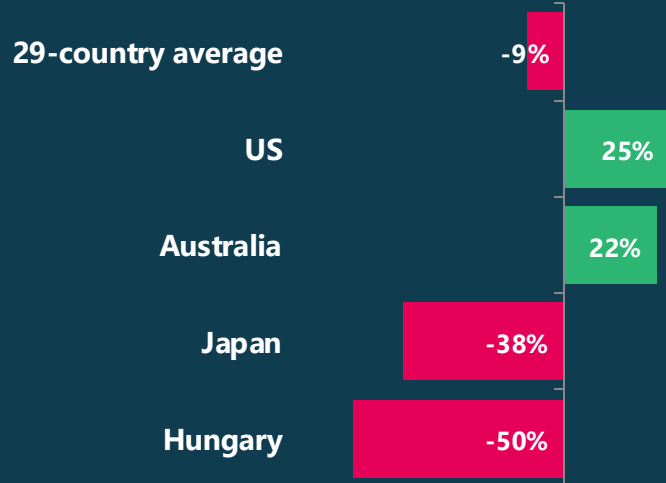
49%



support closing their borders to refugees entirely, compared to 44% who disagree with this action.

Positive perceptions of refugees' contributions vary across countries. Support is highest in the US and Australia and lowest in Japan and Hungary.

Q: Refugees make a positive contribution to my country
% Net agree



Introduction

Ipsos has conducted an annual global survey for World Refugee Day since 2017 as part of our commitment to building a better global understanding of public attitudes towards refugees.

This 2025 report, capturing the views of 22,734 adults across 29 countries, comes at a critical time. We're seeing more people displaced from their homes than ever before, and at the same time, organisations that help refugees are facing serious budget cuts.

According to the UN Refugee

Agency (UNHCR), at the end of April 2025, 122 million individuals globally were forcibly displaced from their homes. This includes 42.7 million refugees, a significant 73% of whom are being hosted in low- and middle-income countries, highlighting the disproportionate pressure faced by these nations.

While most people still believe in offering refuge to those escaping war or persecution, our survey is starting to show a worrying trend: public support appears to be decreasing over time. This seems to be driven by ongoing concerns

about why refugees are coming and how well they'll integrate into society.

As in previous years, opinions vary from country to country, and global surveys like this one from Ipsos are important for understanding how different governments are responding. Given that this is a global issue, this understanding is essential if we are to address public concerns and strengthen international systems to ensure there's fair and compassionate support for those who have been forced to leave their homes.



Trinh Tu
Managing Director
Public Affairs, UK

To learn more about our previous World Refugee Day surveys, see the [2024](#), [2023](#) and [2022](#) reports.

Key findings

Enduring support but underlying concerns

This year's global survey paints a complex picture of public attitudes towards refugees, reflecting the challenges posed by increased human displacement worldwide. Despite this complexity, **support for offering refuge to those fleeing war or persecution remains strong**, with a majority (67%) in favour.

However, this support is tempered by significant scepticism. A primary concern is the **widespread belief (62%) that many asylum seekers are primarily economic migrants**.

This perception fuels anxieties about border security and the successful integration of refugees, leading half of the public (49% on average) to support complete border closure. Notably, those who advocate for border closures often believe that many refugees are not genuine, suggesting that perceptions of legitimacy are a key driver of negative attitudes, potentially outweighing practical concerns, although the two are likely interconnected.

Practical concerns include **doubts about refugees' ability to integrate into society (47%) and make positive contributions**

(49%). Ipsos' World Refugee Day 2024 survey identified several factors contributing to these concerns, including the perceived negative impacts of refugees on the labour market, culture, way of life, the national economy, public services, and national security.

We also found significant misunderstanding of the term "refugee", for example, misapplying it to those displaced by natural disasters or seeking economic opportunities. This leads to misinformed opinions and potentially reduced public support. It's important to understand the findings through these different lenses.



Amidst rising displacement worldwide, the fundamental right to seek refuge is being challenged by persistent suspicions about refugees' motives

Key findings

Views are complex and vary considerably by country

As in previous years, the survey reveals significant country variations in attitudes towards refugees:

- Sweden, Argentina, and the Netherlands continue to show strong support for the right to seek refuge.
- In contrast, opinions on this are more divided in Hungary,

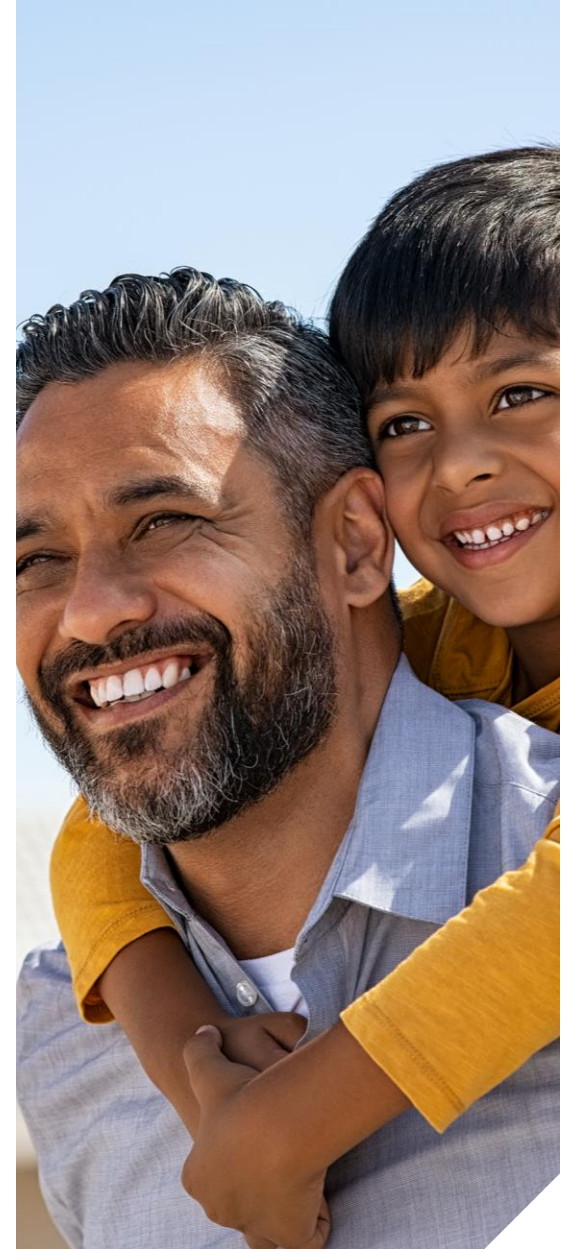
Indonesia, and South Korea, where around two-fifths disagree with this right.

- Thailand, Peru, and Japan have seen significant decreases in positive views since 2024, while views in the US have become more positive.

Support for the right to seek refuge shows a mixed picture among countries hosting large refugee populations. Colombia remains highly supportive at 73%, while Germany is also high but has experienced a slight decrease

since 2024 (71% vs. 74%). Poland's support has declined from 56% to 51%, a notable drop from its high of 85% in 2022. However, Türkiye has bucked this trend, with support increasing from 57% to 63%.

In many other countries, support levels have remained largely stable since 2024, demonstrating a continued commitment to the right to seek refuge.



Key findings

Shifting public engagement and call for greater support from wealthier nations

Even with these concerns, three in ten people (29% on average) continue to actively support refugees, primarily through donations (11%) or social media engagement (10%). However, this represents a significant decrease from the 38% who actively supported refugees in 2024. This **decline in personal action is widespread**, with particularly high rates of inaction observed in

Japan, South Korea, and Hungary.

This decline may be attributed to shifting public priorities, particularly economic concerns. Ipsos' monthly tracking of *"What Worries the World"* reveals that the cost-of-living has consistently been a top concern for citizens across many countries over the past three years, potentially reducing their capacity or willingness to support refugee causes. Ongoing geopolitical conflicts may also contribute to this disengagement.

Although personal action to support refugees has declined, a

clear consensus emerges regarding the responsibility of wealthier nations: 62% believe they have a moral obligation to provide financial assistance. However, this sense of moral duty doesn't consistently translate into a belief in mutual benefit, with opinions more divided on whether wealthier nations actually gain from aiding refugees in the long-term (52% agree; 32% disagree). This disconnect is significant because it can undermine long-term support, fuel negative public attitudes, and hinder effective integration policies.



Even amidst budget cuts, the public believes that wealthier nations and international organisations have a fundamental responsibility to increase their financial contributions to refugee support



Key findings

Agreement that wealthier countries have moral obligations and stand to benefit in the long-term is lower in G7 countries, at 55% and 47% respectively.

However, regarding *actual* efforts, a significant minority (35%) feel that wealthier nations are *not* doing enough, highlighting a perceived gap between the need and the response.

The public would *most* like to see **increased financial contributions from international organisations (e.g., UN and World Bank) (39%) and governments of other wealthier nations (30%).** This

desire for greater involvement from international organisations is particularly pronounced in Indonesia, South Korea, and Türkiye. Similarly, Indonesia and Türkiye are strong advocates for increased contributions from wealthier nations' governments.

One in six people (16%) want their own government to step up. India, the Netherlands, and the US feel a greater sense of responsibility, with their citizens more likely than average to believe their own governments could – and should – be doing more to support refugees.

Amidst foreign aid budget cuts impacting refugee support, and funding reductions for several international organisations, these findings suggest a strong public call for increased contributions from international organisations like the UN and World Bank, as well as wealthier governments, *regardless of current financial constraints*. The public appears to be signalling that these organisations and governments have a fundamental responsibility to find solutions and increase contributions.

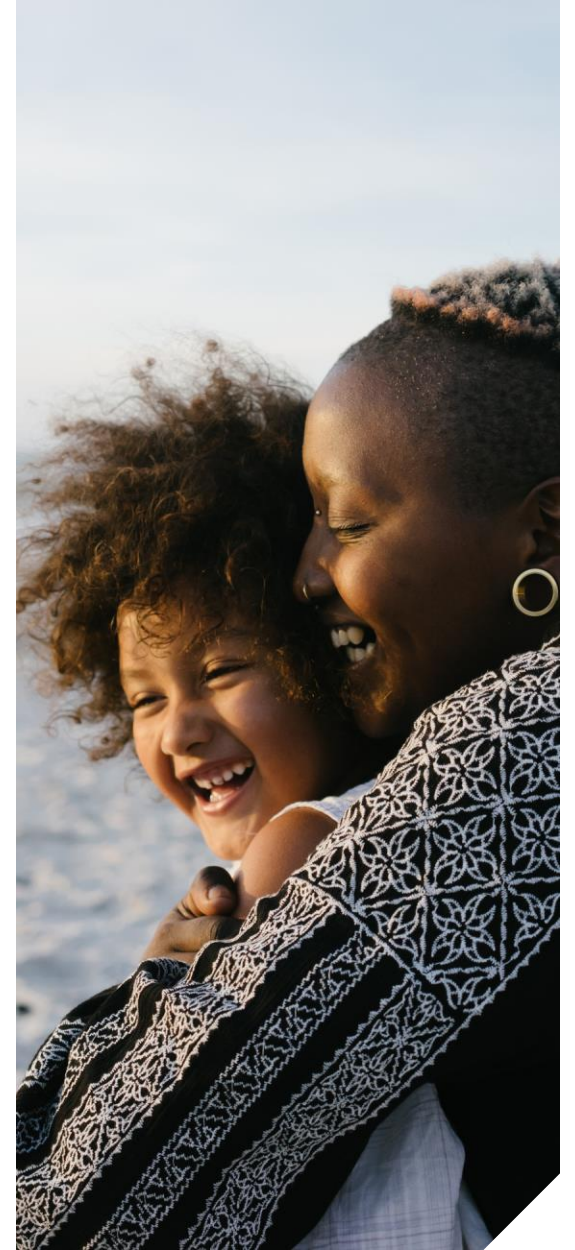
Conclusions

Despite a complex global landscape with increased human displacement, geopolitical tensions, and cost-of-living concerns, public compassion for refugees remains relatively high. However, persistent concerns regarding refugee motives and integration continue to fuel public anxieties about border security and societal impact. While views have largely held steady since 2024, the longer-term trend shows a gradual decline in public support. A notable shift this year is the significant decrease in reported personal actions to support refugees.

With human displacement growing and traditional support institutions for refugees strained, this weakening of public backing presents a significant challenge for refugee support efforts. While there is overall public approval for wealthier governments to do more, this sentiment is weaker in G7 countries, and citizens in some nations, like Germany, feel their country are already overextended. On the other hand, countries like the US, Ireland, Sweden, the Netherlands and Australia show a desire for their governments to do more.

Understanding these diverse public attitudes towards refugees is important, as it shapes national government responses.

This year's study highlights the urgent need for solutions that benefit both refugees and host communities. By addressing public concerns and promoting accurate information, we can foster successful integration, enabling wealthier nations to strengthen international support systems and ensure refugees can rebuild their lives.



ATTITUDES TOWARDS REFUGEES

Attitudes to Refugees: Key Insights

1

Compassion vs. Suspicion:

Support for the right to seek refuge remains high, but at the same time, many believe asylum seekers are mainly economic migrants. This suspicion fuels contradictory views on border policies.

2

Divided Views on Integration:

Beliefs about successful integration vary greatly. Some countries are optimistic, while scepticism is growing in a number of countries in Europe.

3

Declining Support:

While remaining relatively stable compared to 2024, favourable attitudes towards refugees have declined since 2023.

Q. Thinking about your country, do you agree or disagree with the following statements?

While the right to seek refuge enjoys broad support, a significant portion suspect that most asylum seekers are economic migrants. This suspicion drives contradictory opinions on border policies and integration, a trend observed in previous years as well.

Base: 22,734 adults aged 16+ across 29 countries, 25 APRIL – 9 MAY 2025

Global Country Average

People should be able to take refuge in other countries, including in my country, to escape from war or persecution

Agree

67%

Disagree

26%

Agree

2024* 2023

69% 74%

Most foreigners who want to get into my country as a refugee really aren't refugees. They just want to come here for economic reasons, or to take advantage of our welfare services

62%

30%

62% 58%

We must close our borders to refugees entirely – we can't accept any at this time

49%

44%

48% 43%

Most refugees who come to my country will successfully integrate into their new society

44%

47%

44% 49%

Refugees make a positive contribution to my country.

40%

49%

40% 45%

* The 2024 Global Average presented here includes only the 29 countries surveyed in 2025, allowing for a direct comparison of trends. This differs from the Global Average in the 2024 Ipsos World Refugee Day report, which covered 52 countries.



Q1(A). People should be able to take refuge in other countries, including in my country, to escape from war or persecution

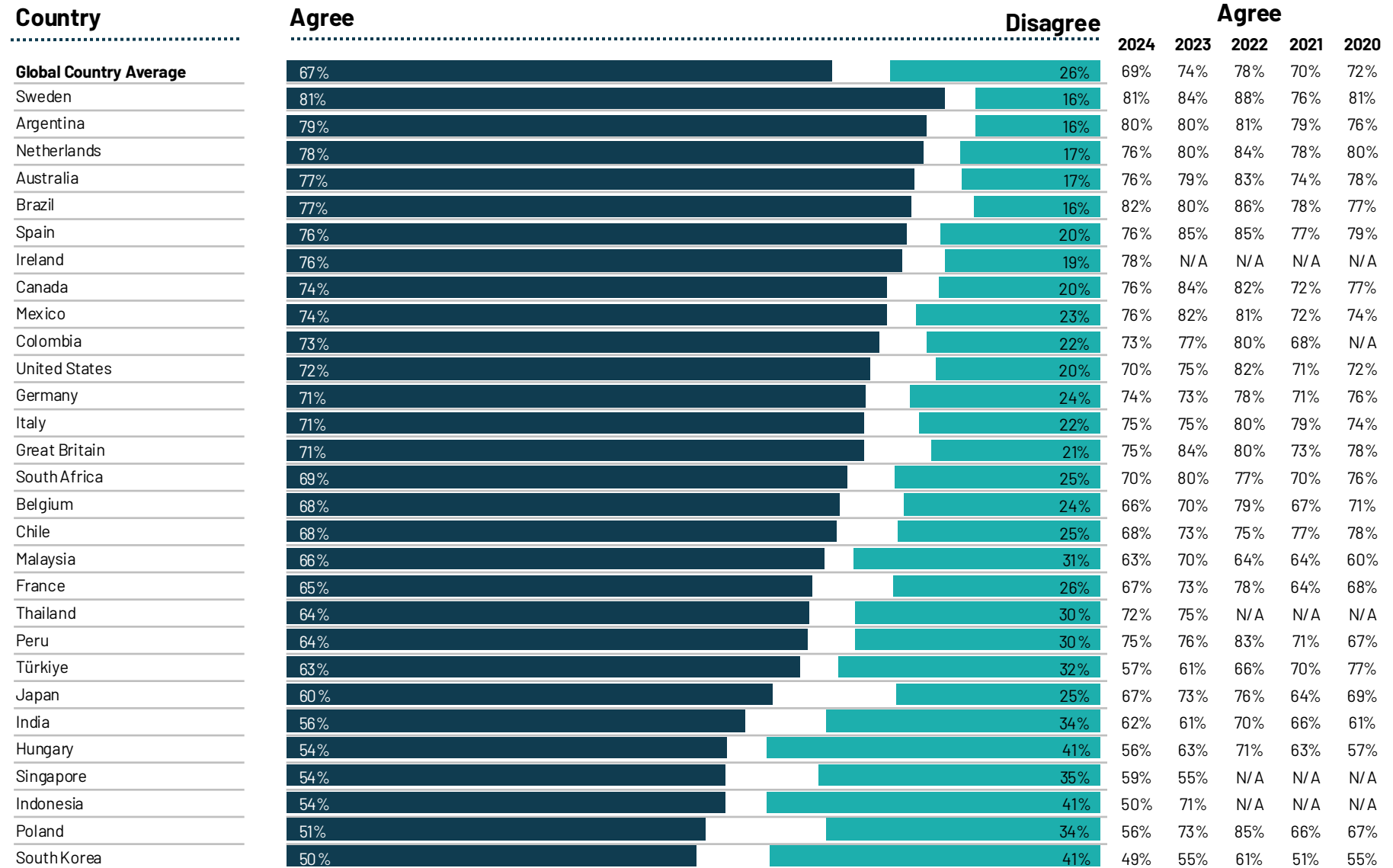
Strong support for refugee rights remain in Sweden, Argentina, and the Netherlands.

Views are more divided in Hungary, Indonesia, and South Korea, while in Thailand, Peru, and Japan they have become noticeably less positive.

Among countries hosting large refugee populations, Colombia and Germany remain more supportive than Poland and Türkiye, though Türkiye has seen an increase in support.

Most other countries remain stable in their commitment.

Base: 22,734 adults aged 16+ across 29 countries, 25 APRIL – 9 MAY 2025



NOTE: Global Averages are **not** directly comparable for **all** years due to changes in the countries surveyed.

Q1(B). We must close our borders to refugees entirely – we can't accept any at this time

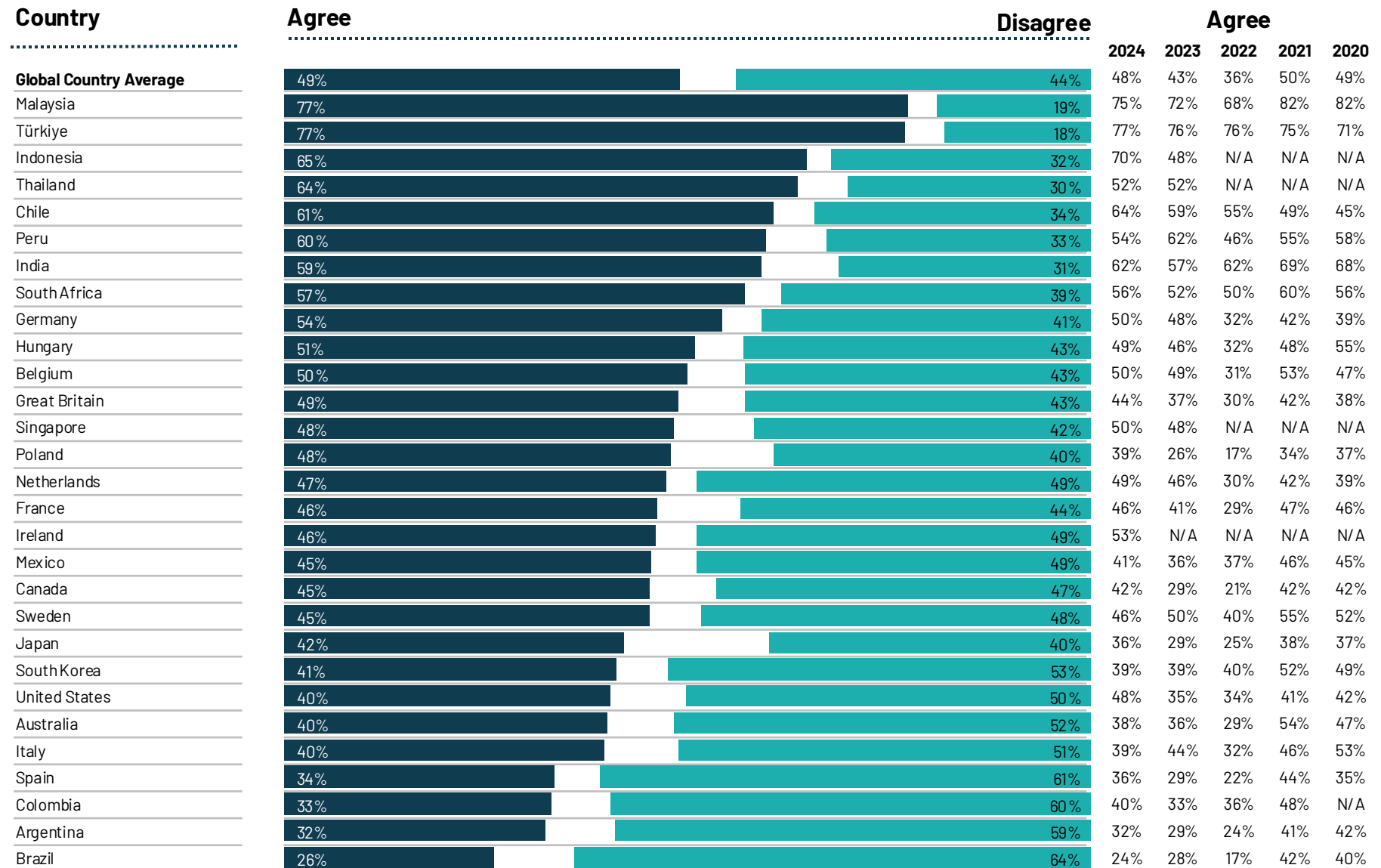
Malaysia and Türkiye strongly favour border closures.

Brazil, Spain, Colombia, and Argentina strongly oppose them.

Germany and Poland, also countries with relatively high refugee populations, show increased support for border closures since 2024. Thailand has also seen a significant increase in support, while the US has decreased in support.

Sentiment is stable in most countries.

Base: 22,734 adults aged 16+ across 29 countries, 25 APRIL – 9 MAY 2025



NOTE: Global Averages are **not** directly comparable for **all** years due to changes in the countries surveyed.

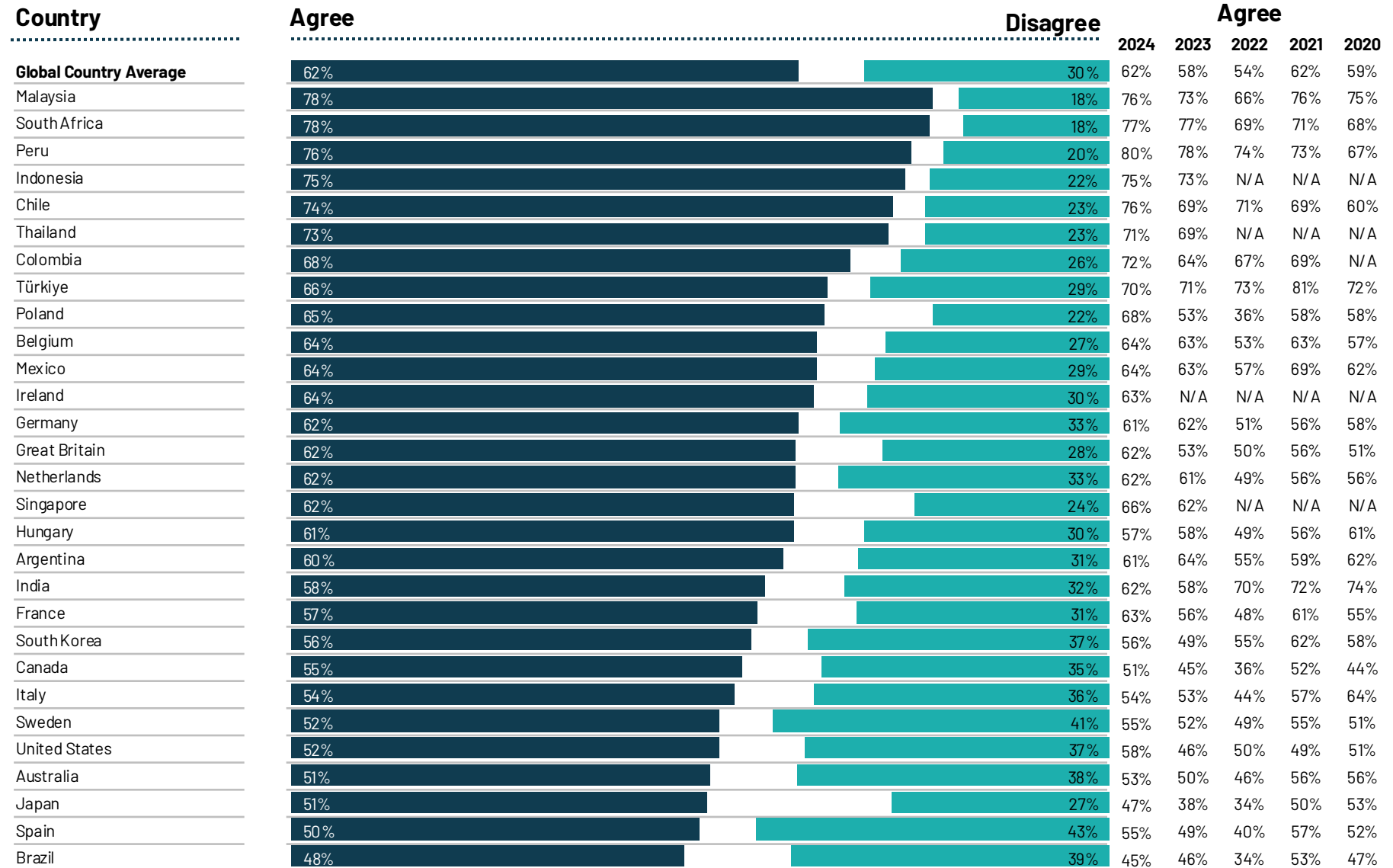
Q1(C). Most foreigners who want to get into my country as a refugee really aren't refugees. They just want to come here for economic reasons, or to take advantage of our welfare services

Suspicion of refugees' motives drives support for border closures, especially in Malaysia and South Africa.

Citizens in Spain and Sweden are most likely to reject this view.

Colombia, Türkiye, and Poland are showing decreasing suspicion, while Germany's level of suspicion remains stable.

Base: 22,734 adults aged 16+ across 29 countries, 25 APRIL – 9 MAY 2025



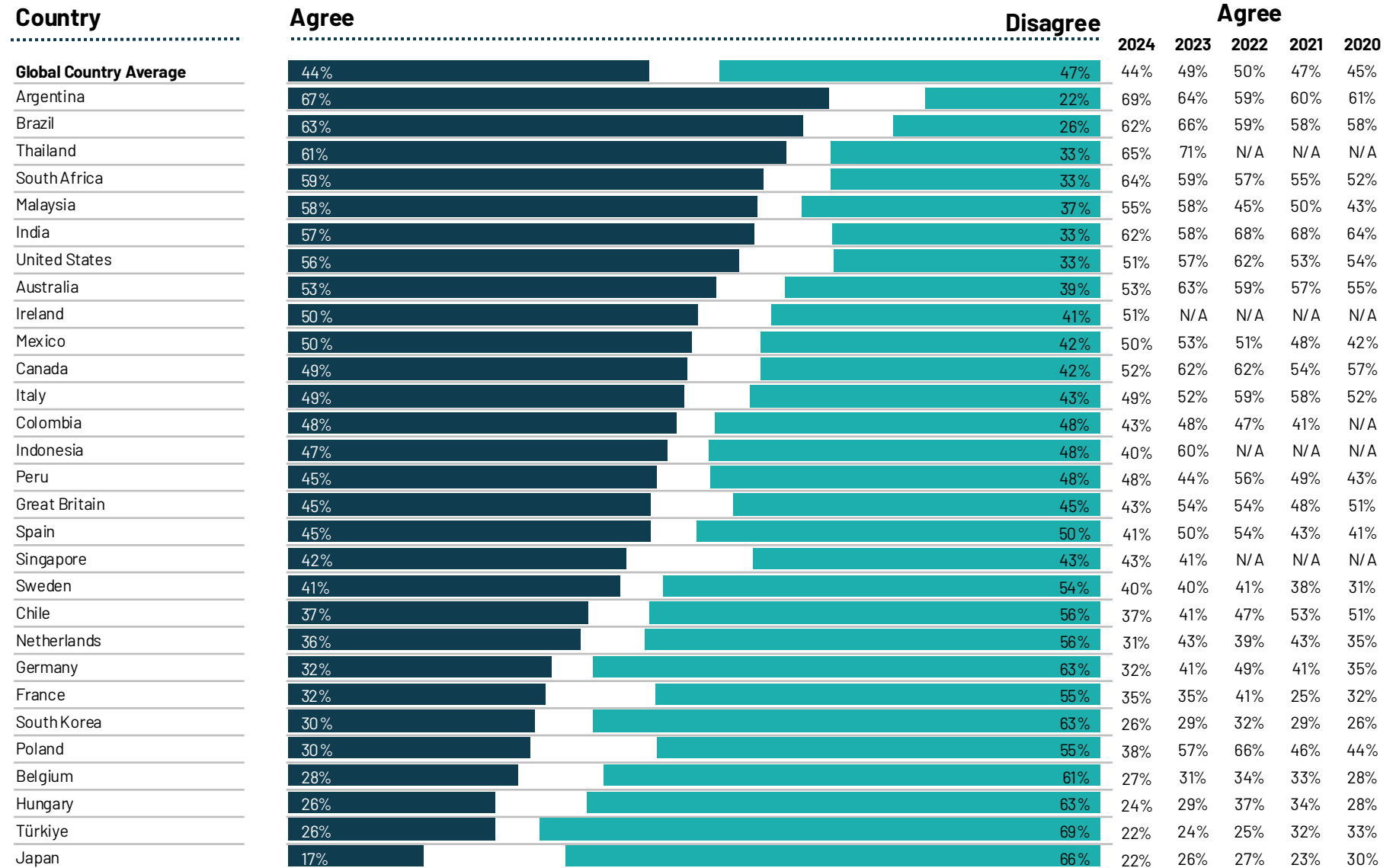
NOTE: Global Averages are **not** directly comparable for **all** years due to changes in the countries surveyed.

Q1(D). Most refugees who come to my country will successfully integrate into their new society

Optimism about refugee integration varies widely. Argentina, Brazil, Thailand, and South Africa are most optimistic, while Japan is least.

Colombia is divided but more positive than last year. Germany, Poland, and Türkiye are largely pessimistic.

Base: 22,734 adults aged 16+ across 29 countries, 25 APRIL – 9 MAY 2025



NOTE: Global Averages are **not** directly comparable for **all** years due to changes in the countries surveyed.

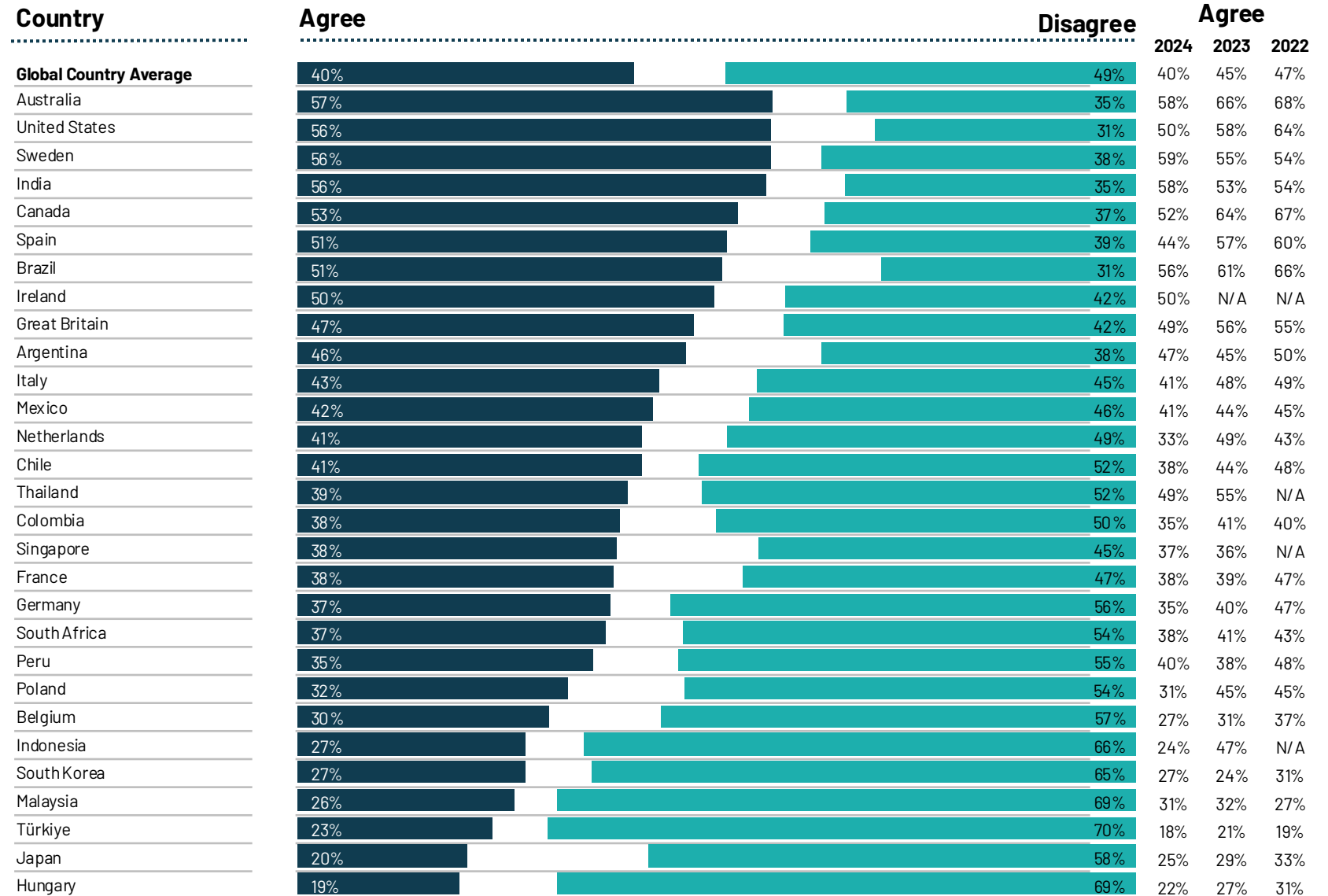
Q1(E). Refugees make a positive contribution to my country

Positive perceptions of refugees' contributions are steady since 2024, but down from 2023.

The US, Spain, and the Netherlands show increased belief in positive contributions since 2024, while Thailand's declined.

Scepticism is dominant in major host countries, especially Türkiye, despite a slight improvement since 2024.

Base: 22,734 adults aged 16+ across 29 countries, 25 APRIL – 9 MAY 2025



NOTE: Global Averages are **not** directly comparable for **all** years due to changes in the countries surveyed.

SUPPORTING REFUGEES



Supporting Refugees: Key Insights

1

Declining Engagement:

Fewer people are actively supporting refugees compared to 2024, with inaction rising in many countries.

2

Moral Duty vs. Benefit:

Most agree wealthy nations have a moral duty to support refugees, but fewer see a long-term benefit for those nations.

3

Call for More Action:

There's a strong desire for international organisations and wealthier governments to do more to support refugees.

Q. In the past 12 months, have you done any of the following?

Active refugee support is down significantly, with high inaction in Japan, South Korea, and Hungary though Thailand, India, and Indonesia bucked this trend.

Inaction is high and rising in Australia, France, Great Britain, Germany, Hungary, Italy, South Korea, and Poland, while Türkiye and the US have improved.

Older age groups show less support.

Base: 22,734 adults aged 16+ across 29 countries, 25 APRIL – 9 MAY 2025

Global Country Average

| | | Agree | |
|--|-----|-------|------|
| | | 2024 | 2023 |
| Donated funds/goods to support the refugee cause | 11% | 17% | 16% |
| Posted social media messages in support of refugees | 10% | 13% | 11% |
| Contacted government officials or signed petitions advocating for refugees | 6% | 5% | 7% |
| Volunteered to help refugees | 6% | 9% | 7% |
| Supported refugees to prepare for, or find/get a job | 6% | 8% | N/A |
| Offered refugees a place to stay in your home | 4% | 5% | 5% |
| Another action of support | 8% | 9% | 9% |
| I have not taken any action in the past 12 months | 71% | 62% | 67% |



Q. In the past 12 months, have you done any of the following?

Top three actions:

- #1 action in Country
- #2 action in Country
- #3 action in Country



| | TOT | ARG | AUS | BEL | BRA | CAN | CHL | COL | ESP | FRA | GB | GER | HUN | IND | IDN | ITA | IRL | JAP | KOR | MAL | MEX | NLD | PER | POL | SAF | SE | SGP | THA | TUR | USA |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Donated funds/ goods to support the refugee cause | 11% | 7% | 11% | 10% | 8% | 9% | 6% | 7% | 13% | 10% | 12% | 8% | 8% | 18% | 33% | 10% | 16% | 3% | 5% | 13% | 8% | 13% | 4% | 15% | 16% | 16% | 13% | 23% | 9% | 10% |
| Posted social media messages in support of refugees | 10% | 13% | 9% | 5% | 11% | 7% | 5% | 10% | 11% | 6% | 9% | 7% | 2% | 19% | 21% | 8% | 12% | 2% | 6% | 11% | 11% | 5% | 12% | 7% | 18% | 11% | 10% | 20% | 8% | 10% |
| Supported refugees to prepare for, or find/get a job | 6% | 4% | 4% | 6% | 5% | 3% | 8% | 9% | 5% | 5% | 5% | 6% | 1% | 20% | 10% | 5% | 7% | 1% | 4% | 8% | 6% | 4% | 7% | 4% | 10% | 5% | 5% | 8% | 8% | 5% |
| Contacted government officials or signed petitions advocating for refugees | 6% | 2% | 6% | 4% | 6% | 5% | 4% | 2% | 5% | 6% | 6% | 4% | 4% | 20% | 9% | 5% | 5% | 1% | 4% | 9% | 3% | 6% | 2% | 4% | 9% | 7% | 6% | 10% | 7% | 7% |
| Volunteered to help refugees | 6% | 4% | 5% | 4% | 6% | 4% | 5% | 3% | 6% | 5% | 4% | 5% | 1% | 16% | 11% | 5% | 7% | 1% | 4% | 9% | 6% | 4% | 6% | 6% | 15% | 3% | 7% | 9% | 6% | 4% |
| Offered refugees a place to stay in your home | 4% | 3% | 3% | 2% | 4% | 3% | 3% | 2% | 3% | 3% | 3% | 2% | 1% | 19% | 7% | 4% | 4% | 1% | 4% | 6% | 3% | 1% | 2% | 3% | 7% | 2% | 4% | 5% | 5% | 3% |
| Another action of support | 8% | 9% | 4% | 5% | 5% | 5% | 7% | 11% | 6% | 7% | 4% | 5% | 8% | 7% | 13% | 6% | 7% | 2% | 3% | 8% | 11% | 6% | 18% | 9% | 9% | 9% | 6% | 17% | 10% | 6% |
| I have not taken any action in the past 12 months | 71% | 71% | 77% | 76% | 72% | 78% | 76% | 67% | 71% | 77% | 77% | 77% | 81% | 43% | 47% | 74% | 66% | 92% | 81% | 66% | 69% | 74% | 65% | 72% | 59% | 69% | 75% | 48% | 73% | 74% |

Base: 22,734 adults aged 16+ across 29 countries, 25 APRIL – 9 MAY 2025

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Several countries have recently announced significant cuts to their foreign aid budgets, specifically impacting support for refugees.

Q. To what extent do you agree or disagree with these statements?

A majority feels wealthy countries have a moral duty to support refugees financially, though slightly fewer see a long-term benefit. G7 countries are less convinced of both.

A substantial portion thinks wealthy nations are failing to provide adequate support.

Base: 21,816 online adults aged 18+ across 29 countries, 21 APRIL – 5 MAY 2023

Global Country Average

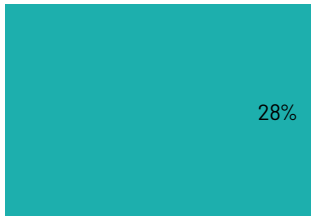
Wealthier nations have a moral responsibility to provide financial support to refugees, both those within their own borders and those hosted by other countries

Wealthier nations benefit in the long term from providing financial support to refugees, both those within their own borders and those hosted by other countries

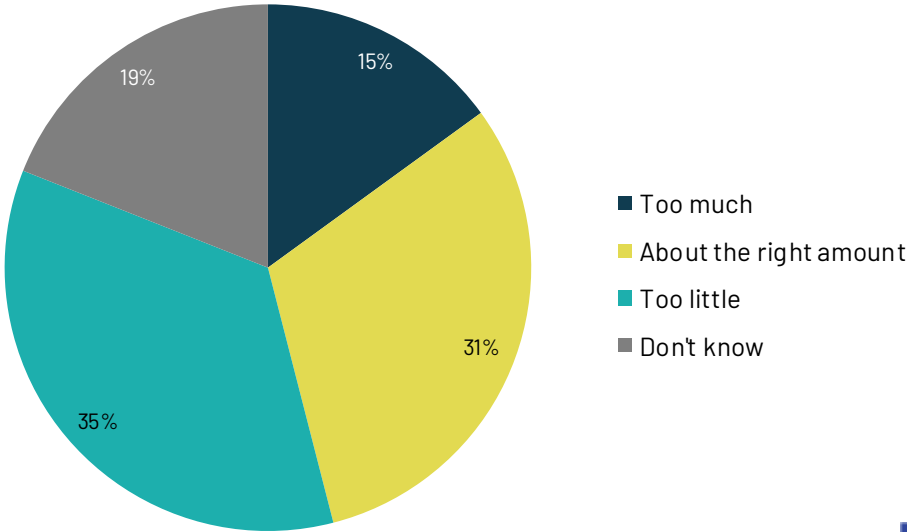
Agree



Disagree



Q. And do you think wealthier nations are currently doing too much, too little or about the right amount to support refugees?



Q. To what extent do you agree or disagree with these statements?

The belief that wealthier nations have a moral responsibility to financially support refugees is strongest in Indonesia, Thailand, and Ireland, and weakest in Japan and Poland.

Thailand, South Africa, and Peru most strongly believe wealthier nations benefit long-term. Germany and South Korea least believe in long-term financial benefits.

Base: 22,734 adults aged 16+ across 29 countries, 25 APRIL – 9 MAY 2025

Country

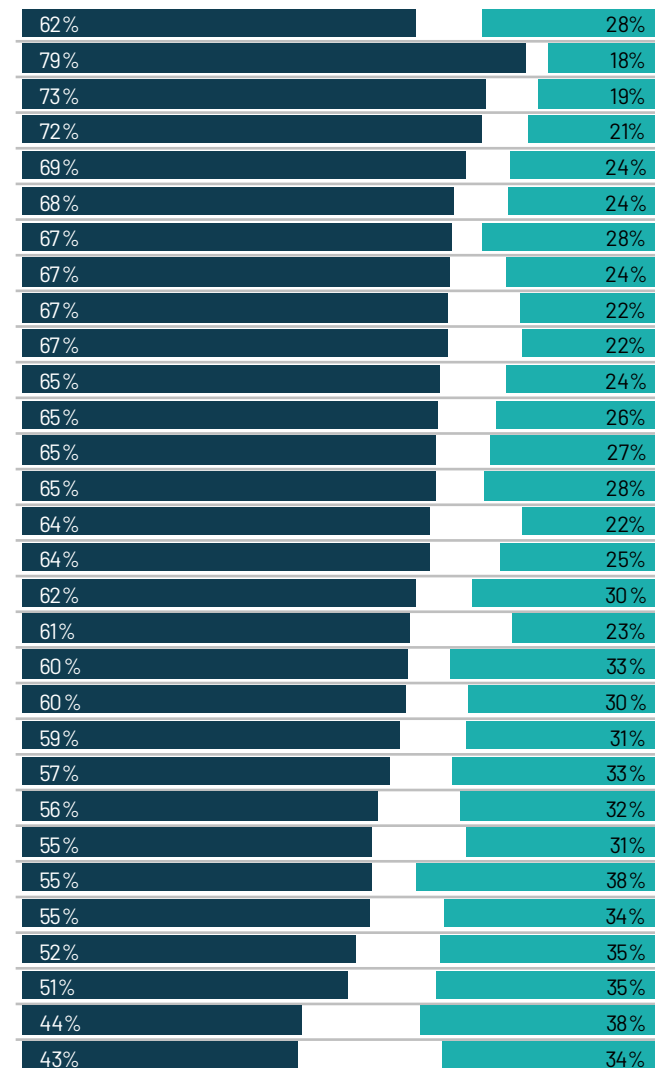
Global Country Average

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

Wealthier nations have a moral responsibility to provide financial support to refugees, both those within their own borders and those hosted by other countries

Agree

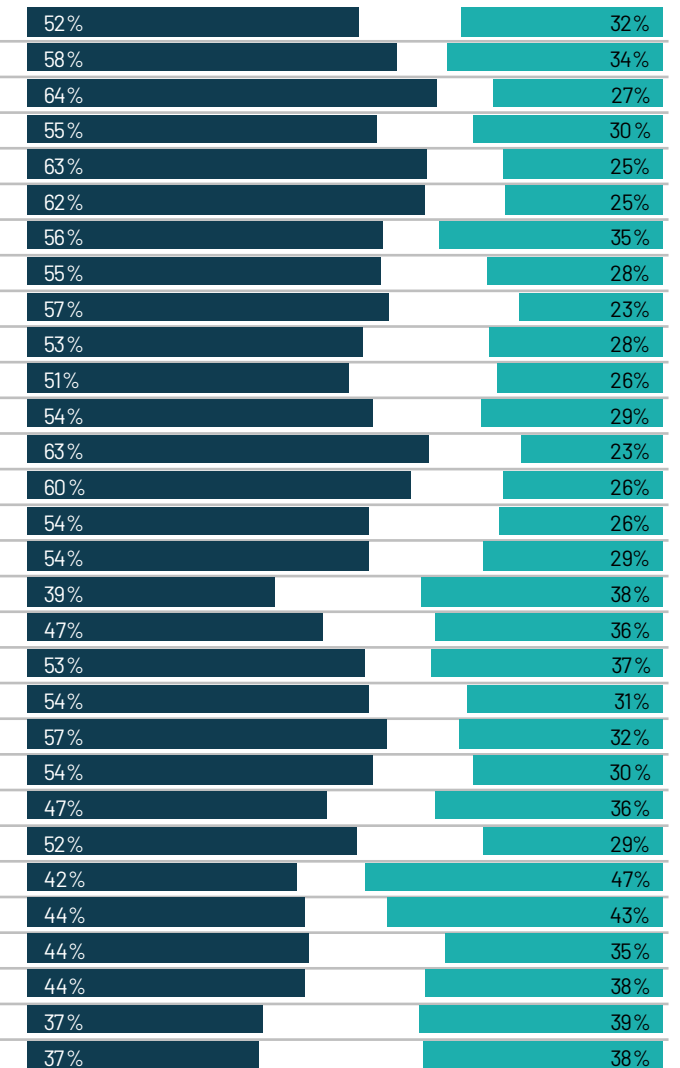
Disagree



Wealthier nations benefit in the long term from providing financial support to refugees, both those within their own borders and those hosted by other countries

Agree

Disagree

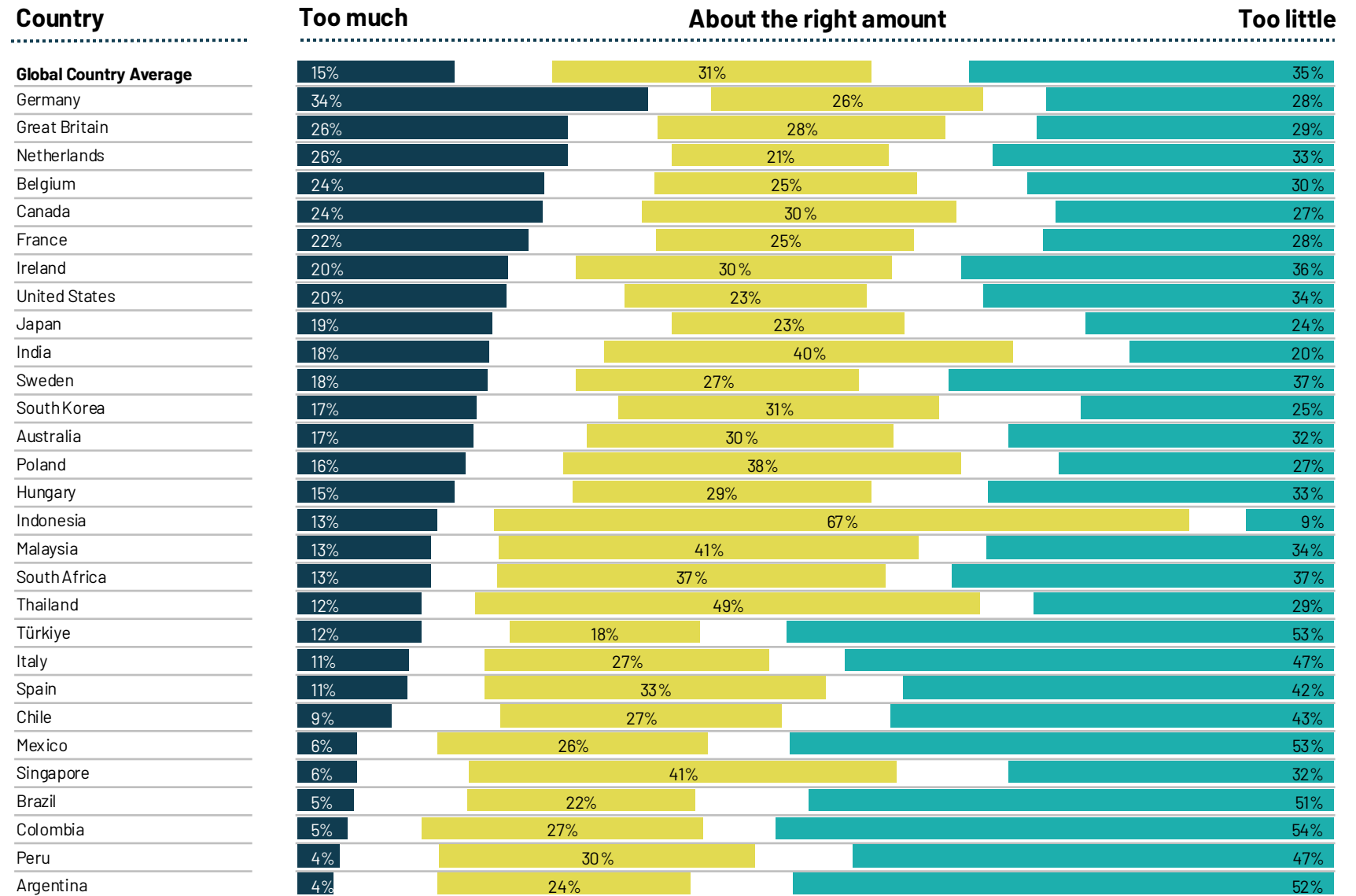


Q. And do you think wealthier nations are currently doing too much, too little or about the right amount to support refugees?

More people believe that wealthier nations are not doing enough to support refugees than believe they are doing too much. This view is especially strong in Brazil, Colombia, Peru, and Argentina.

Germany stands apart. There, more people believe that wealthier nations are doing too much rather than too little, potentially reflecting concerns about the strain on resources or integration challenges.

Base: 22,734 adults aged 16+ across 29 countries, 25 APRIL – 9 MAY 2025



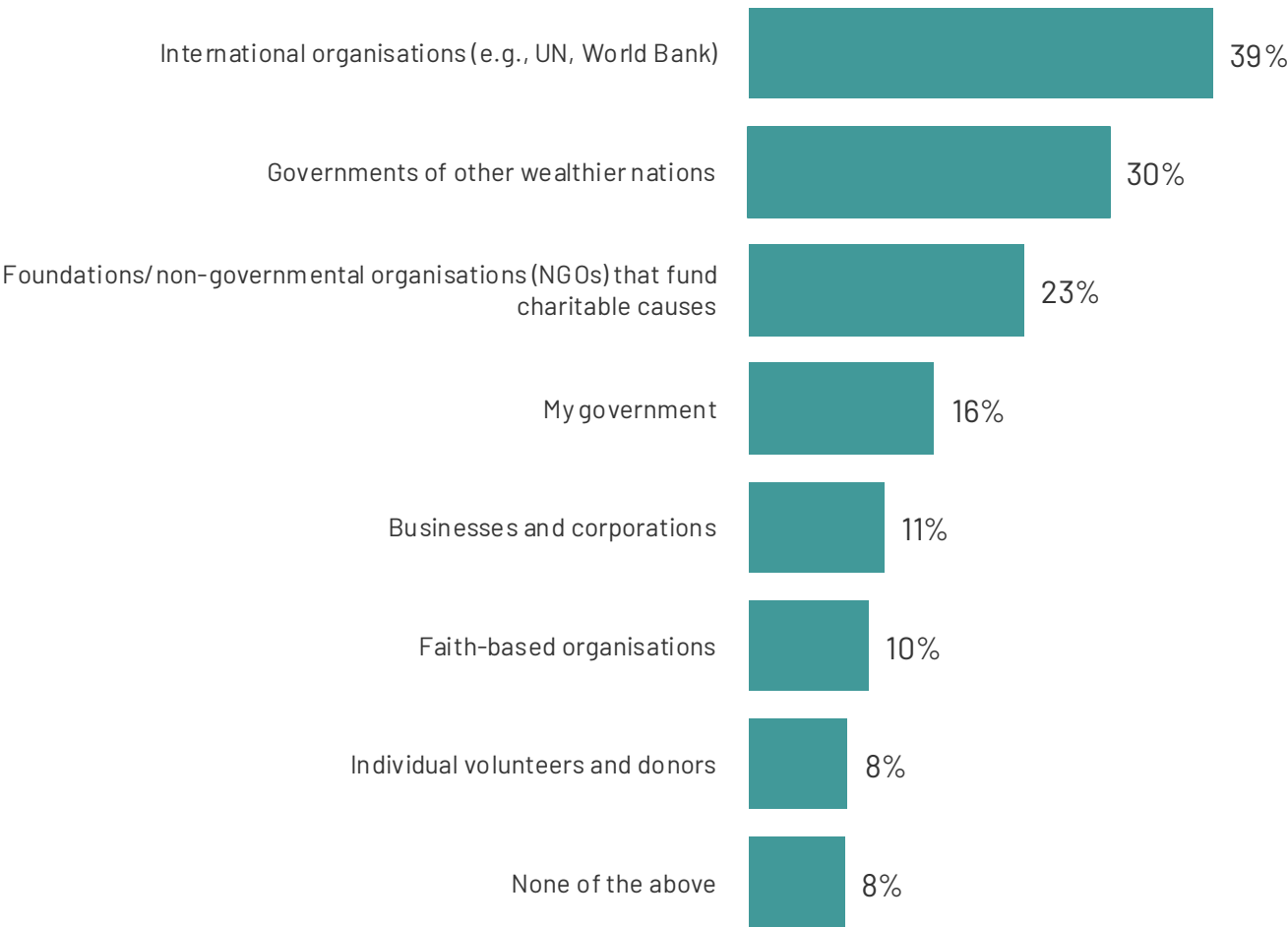
Q. Considering the current funding challenges for refugee support, which two groups, if any, do you believe should contribute more to assist refugees globally?

Indonesia, South Korea, and Türkiye particularly want more international organisations’ involvement. Indonesia and Türkiye also want more from wealthy governments.

India, Netherlands, and US feel their own governments should do more.

Base: 22,734 adults aged 16+ across 29 countries, 25 APRIL – 9 MAY 2025

Global Country Average



Q. Considering the current funding challenges for refugee support, which two groups, if any, do you believe should contribute more to assist refugees globally?

Top three actions:

- #1 group in Country
- #2 group in Country

| | TOT | ARG | AUS | BEL | BRA | CAN | CHL | COL | ESP | FRA | GB | GER | HUN | IND | IDN | ITA | IRL | JAP | KOR | MAL | MEX | NLD | PER | POL | SAF | SE | SGP | THA | TUR | USA |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| International organisations (e.g., UN, World Bank) | 39% | 46% | 32% | 29% | 36% | 29% | 46% | 49% | 39% | 33% | 31% | 23% | 48% | 19% | 61% | 42% | 35% | 32% | 54% | 48% | 41% | 30% | 43% | 36% | 44% | 37% | 40% | 39% | 52% | 24% |
| Governments of other wealthier nations | 30% | 31% | 32% | 30% | 37% | 29% | 25% | 29% | 36% | 28% | 32% | 35% | 27% | 18% | 43% | 36% | 33% | 20% | 26% | 34% | 27% | 34% | 19% | 25% | 35% | 37% | 30% | 25% | 39% | 25% |
| Foundations/non-governmental organisations (NGOs) that fund charitable causes | 23% | 30% | 19% | 17% | 20% | 18% | 30% | 34% | 23% | 27% | 18% | 14% | 15% | 22% | 23% | 20% | 20% | 16% | 36% | 28% | 37% | 11% | 36% | 22% | 27% | 13% | 27% | 29% | 16% | 18% |
| My government | 16% | 9% | 18% | 11% | 19% | 16% | 8% | 11% | 21% | 14% | 19% | 19% | 12% | 26% | 20% | 18% | 17% | 16% | 8% | 9% | 15% | 25% | 10% | 9% | 14% | 18% | 14% | 21% | 11% | 22% |
| Businesses and corporations | 11% | 16% | 16% | 11% | 10% | 15% | 15% | 9% | 7% | 9% | 12% | 9% | 3% | 15% | 9% | 7% | 16% | 11% | 7% | 10% | 14% | 8% | 12% | 11% | 20% | 13% | 13% | 13% | 8% | 10% |
| Faith-based organisations | 10% | 11% | 13% | 7% | 10% | 12% | 10% | 8% | 15% | 4% | 10% | 16% | 8% | 15% | 9% | 17% | 12% | 6% | 11% | 8% | 8% | 6% | 8% | 12% | 12% | 7% | 10% | 4% | 8% | 14% |
| Individual volunteers and donors | 8% | 8% | 5% | 6% | 7% | 8% | 7% | 4% | 9% | 9% | 7% | 8% | 5% | 15% | 12% | 7% | 6% | 5% | 5% | 12% | 12% | 6% | 10% | 8% | 12% | 7% | 8% | 15% | 9% | 10% |
| None of the above | 8% | 2% | 9% | 13% | 3% | 13% | 6% | 3% | 6% | 15% | 14% | 15% | 10% | 11% | 2% | 5% | 9% | 11% | 5% | 4% | 4% | 16% | 4% | 10% | 6% | 8% | 7% | 3% | 7% | 11% |

Base: 22,734 adults aged 16+ across 29 countries, 25 APRIL – 9 MAY 2025

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 IndiaBus platform, between Friday, April 25, and Friday, May 9, 2025. For this survey, Ipsos interviewed a total of 22,734 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, Belgium, Brazil, Canada, France, Germany, Great Britain, Indonesia, Italy, Japan, Spain, and the U.S., and 500 individuals each in Argentina, Chile, Colombia, Hungary, Ireland, Malaysia, Mexico, 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, 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. For information or assistance about this please contact:
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