

IPSOS EQUALITIES INDEX 2025

A 31-country Global Advisor study

August 2025



At a glance



43%

think efforts to promote equality for all groups of people **need to go further**. This is down 6pp from 2023.



50%

say inequality is the single most important problem, or one of the most important problems facing their country.

Baby Boomers are

12pp



more likely than Gen Z (49% v 37%) to believe that **success depends on your own merit and efforts** rather than factors beyond your control.

36%



say they are familiar with accessibility issues faced by people with disabilities when using digital products and services.

Groups of people suffering most unequal treatment today:

People with physical disabilities



Women



Senior citizens



People with mental health conditions



Immigrants



Key findings



We still think more should be done to promote equality

Across 31 countries, there is more support for further attempts to promote equality than there is for rolling them back. But that support has softened since we first asked this question in 2023.



Generation gaps

Gen Z are now 12pp less likely than Baby Boomers to say that success in their country depends mostly on their own attributes (up from 8pp two years ago) and 7pp more likely to say it is because of things beyond their control (up from 3pp).



Our values change slowly

In spite of political turbulence and how contested these issues have become, our underlying views on how equality should be defined and whether our societies are truly meritocratic remain largely unchanged.



A different understanding of disability

Compared to Baby Boomers, Gen Z are more than three times as likely to say they are neurodivergent, and around six times more likely to say they have a cognitive or learning disability.



The US is exceptional

There is clear political polarisation in the US, and more scepticism about the role of government. Less than half of Americans (48%) think it should be responsible for tackling inequality, compared to a global country average of two in three (65%).



People hold brands socially responsible

There is near-consensus that brands should create accessible digital experiences for people with disabilities: a sentiment shared by 88% of people across the countries in the survey.

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This document is interactive,
please click the [links](#) to jump to the findings

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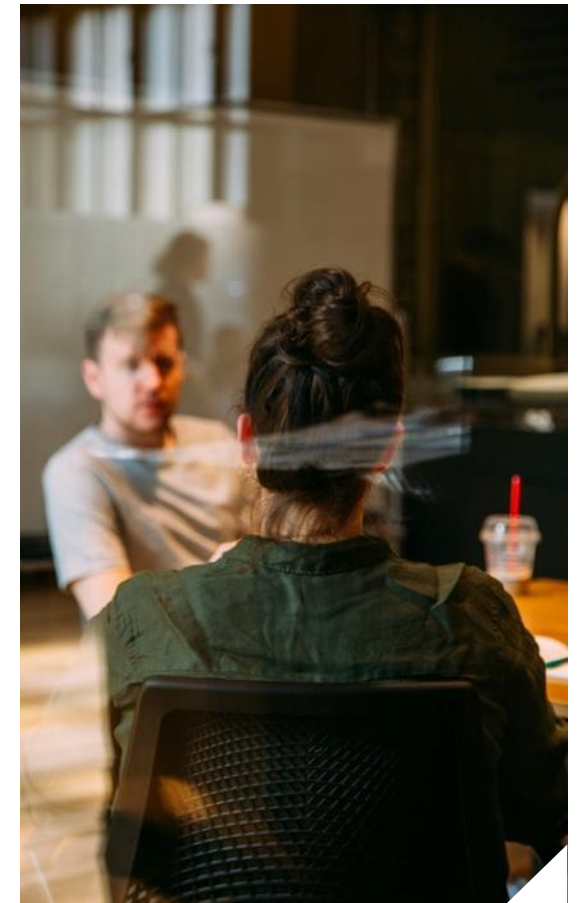
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WHAT IS (AND WHAT ISN'T) CHANGING?



Attitudes and values

Because this is the third year that we have asked these questions, we can begin to see some trends emerging.

Generally, there is little change in the aggregate numbers, which suggests that we are measuring people's underlying values rather than their attitudes or their opinions. Values are typically very slow to change.

But there are some exceptions – mainly on the question of whether or not attempts to promote equality have gone far enough (or too far), and whether LGBT+

people suffer from discrimination – indicating that these are measures of public attitudes rather than values.

And the headline numbers also conceal some interesting changes and divergences between demographics, as we shall see in later chapters.

NB: Where charts refer to 29 countries rather than 31, it is because only 29 have featured in all three editions of this study.



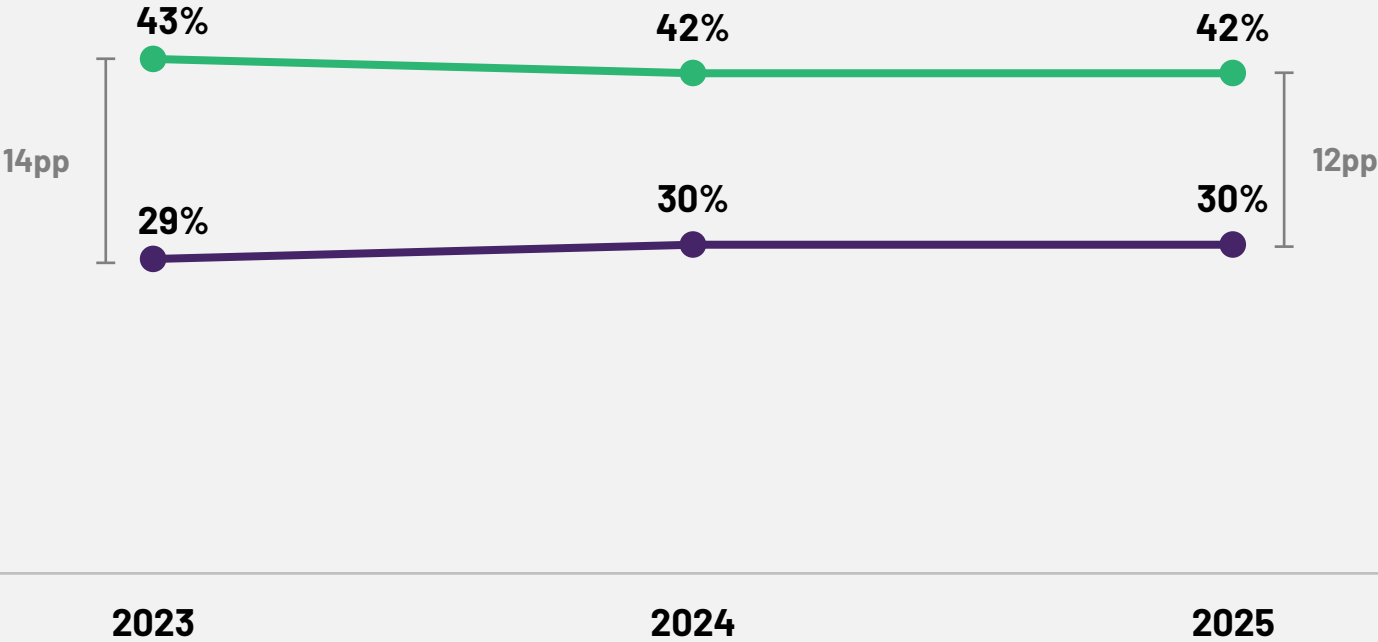
With which of these two statements do you agree more?

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

(29-country average)

Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.

- Agree more with A
- Agree more with B



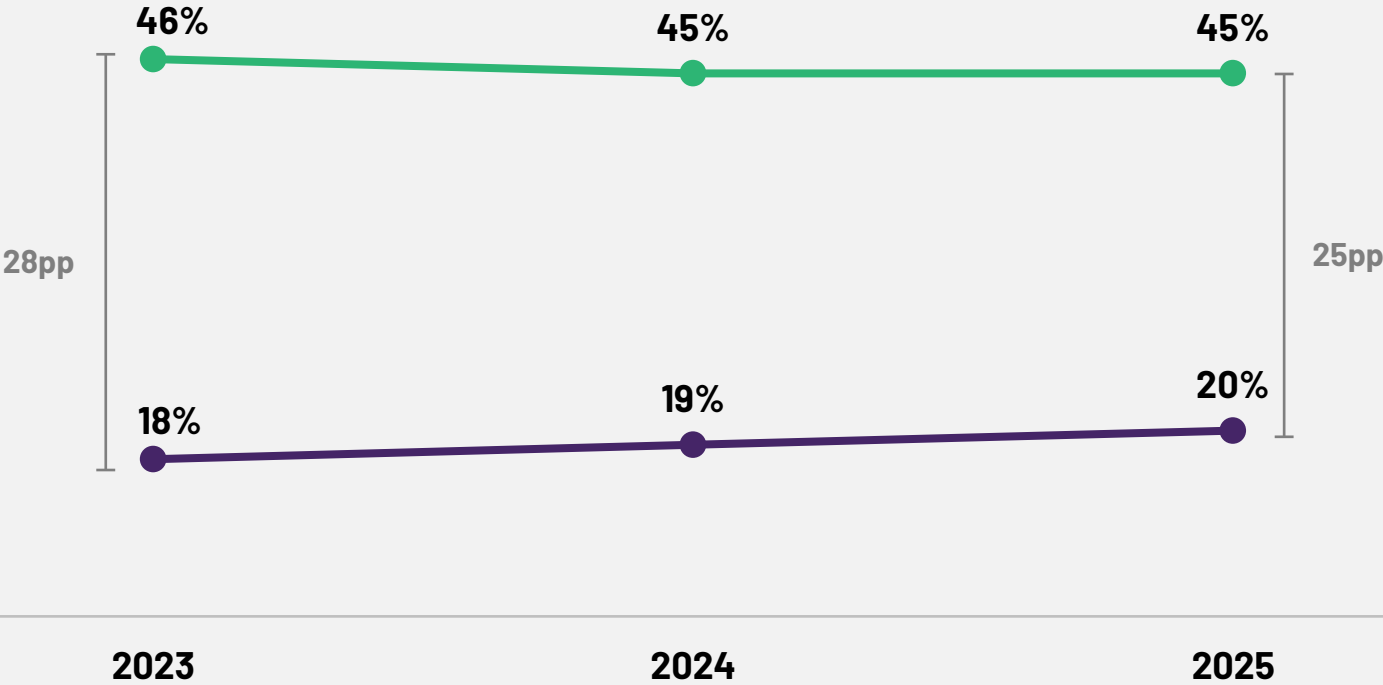
With which of these two statements do you agree more?

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

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Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.

- Agree more with A
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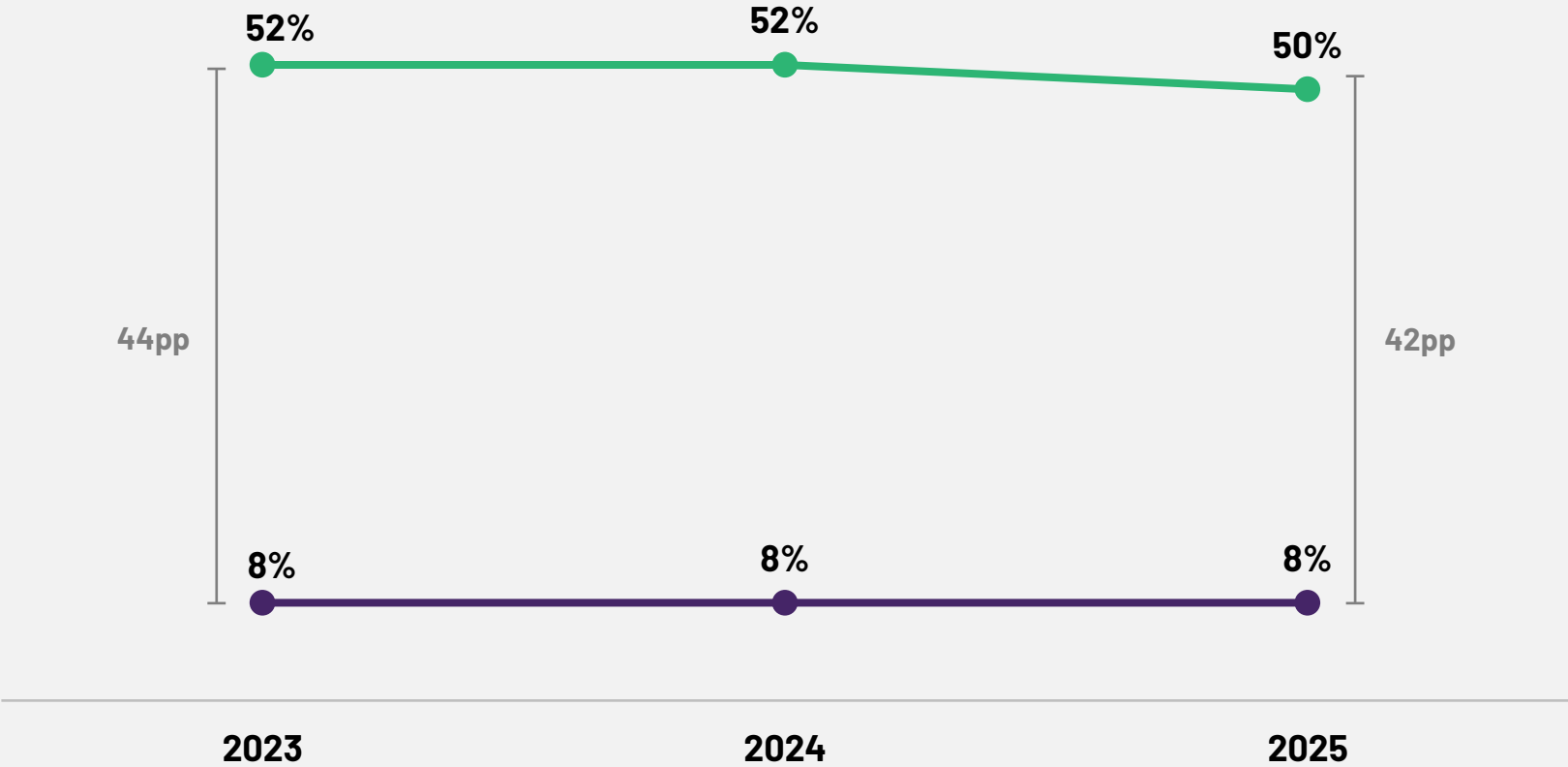
Compared to all the other problems facing your country, would you say that inequality is...?

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

(29-country average)

Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.

NET important (1+2)
NET not important (4+5)



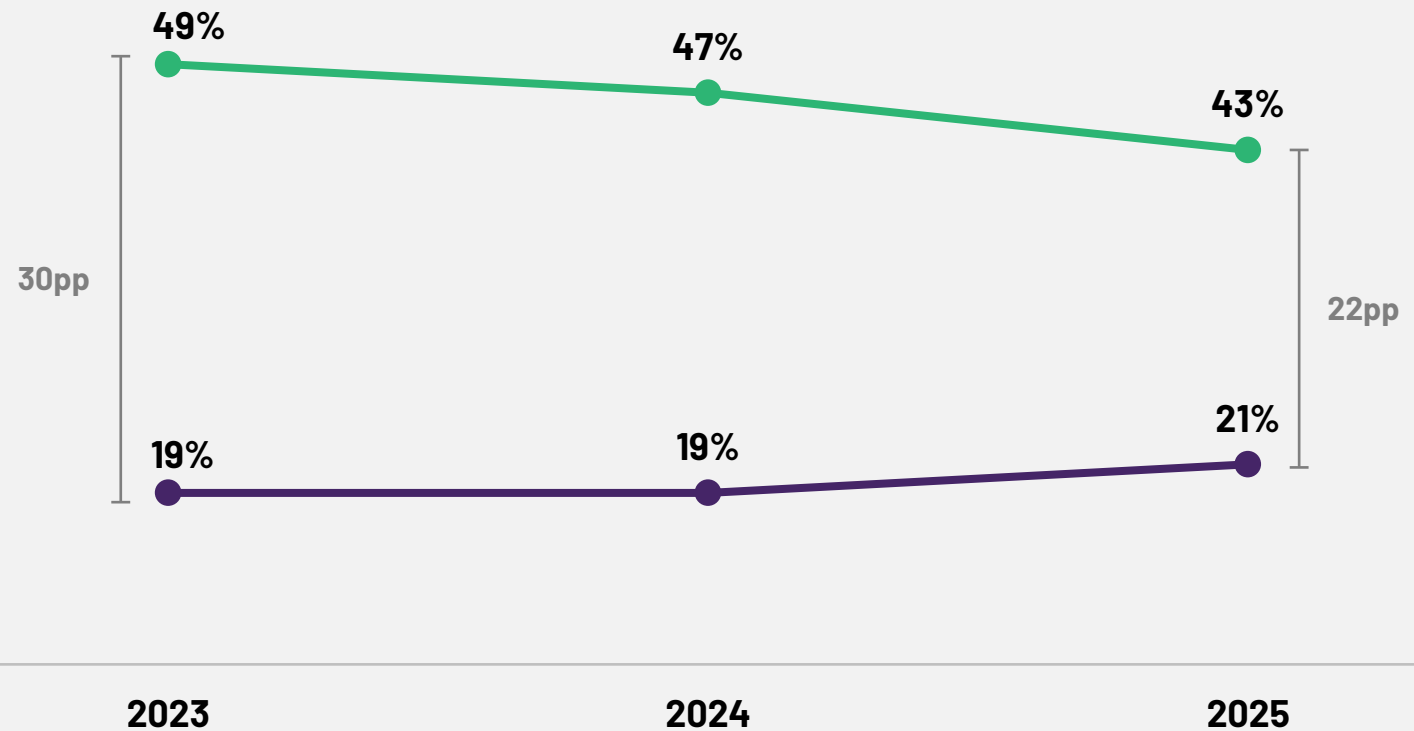
Thinking about attempts to promote equality for all groups of people in your country, do you think that, overall...

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

(29-country average)

Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.

- NET gone too far
- NET need to go further



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

29-country average

Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.

Groups		Change since 2024	Change since 2023
People with physical disabilities	33%	0	0
Women	25%	-1	-1
Senior citizens	24%	0	0
People with mental health conditions	24%	0	-1
Immigrants	22%	-1	0
Lesbians, gay men and/or bisexuals	21%	-2	-3
People from minority ethnic groups	21%	0	-2
Transgender and/or non-binary people	20%	-3	-2
People who are neurodivergent (e.g., with dyslexia, ADHD, autism, etc.)	20%	0	0
People of specific religions	11%	0	-1
Young adults	10%	0	-1
Men	7%	0	+1
None of these	6%	+1	+1
Not sure	12%	+1	+1



29-Country Average

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

Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.

Groups		Change since 2024	Change since 2023
The government	65%	-2	-1
The media	25%	-1	-1
Employers	22%	-2	-3
Parents and teachers	21%	-1	-1
Individuals	20%	-1	-3
Advocacy organizations	17%	+1	0
Religious leaders	12%	0	+1
Groups experiencing inequality	11%	+1	+1
Someone else	2%	0	0
None of these	3%	0	0
Not sure	10%	0	0



SPOTLIGHT ON THE US



0 say can you see?

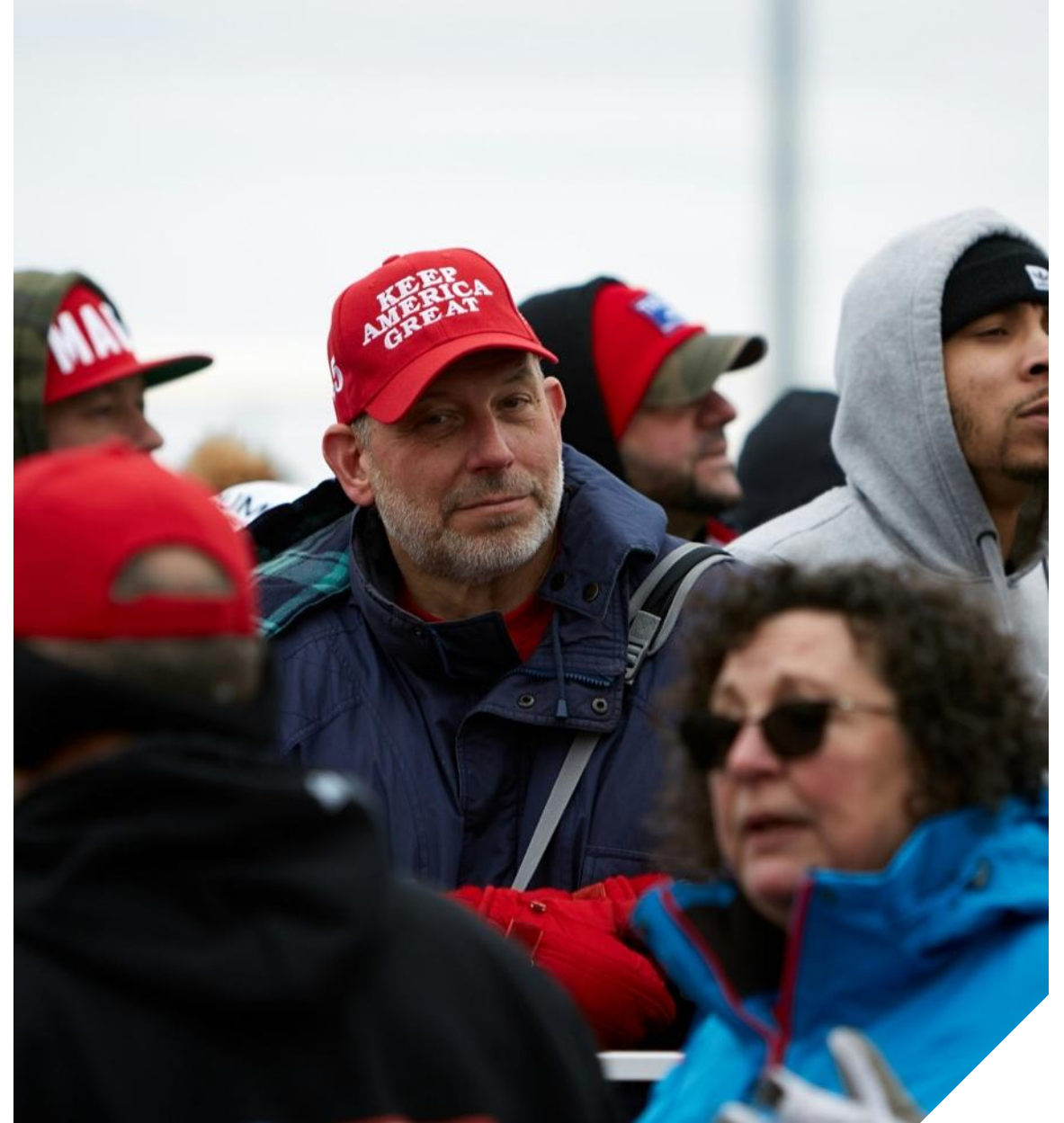
There has been a clear change in political direction within the US since we published last year's Equalities Index. Many of the issues we explore in this study were at the heart of the debates around the 2024 Presidential Election campaign and are now central to the policies of the new administration.

Our data reveals that the US is out of step with the rest of the world in many respects, from the role the state is expected to play in addressing societal issues through to how important these issues are perceived to be.

Inequality concerns Americans less than it concerns citizens of other G7 countries, even though the US is the most unequal of those countries.

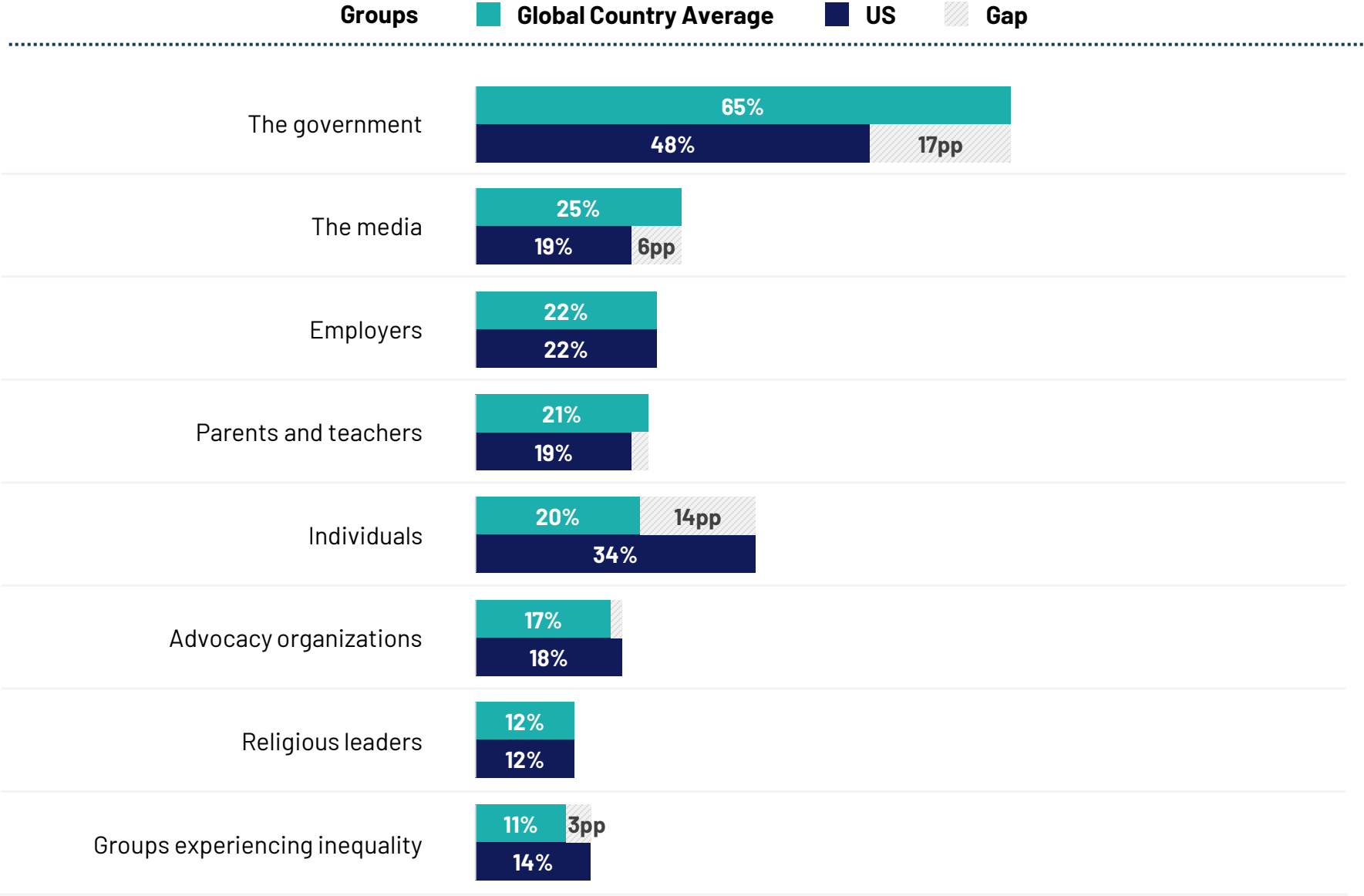
Political polarisation is also very clear, with Democrat supporters' views closer to those of the average citizen from across the rest of the world, while Republicans are significantly different.

Overall, Americans remain more likely than the rest of the world to say that the pursuit of greater equality has gone too far.



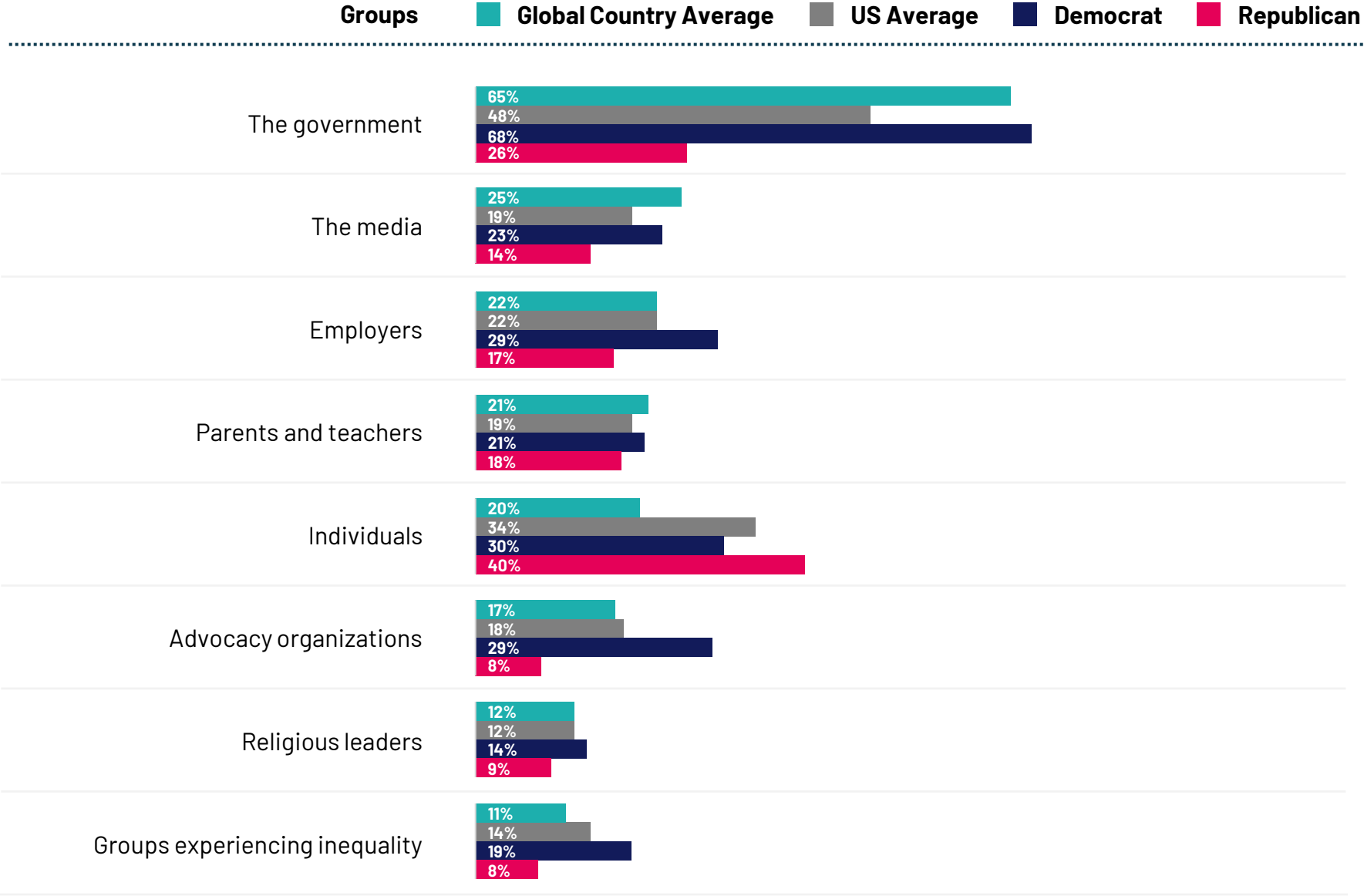
Which of these, if anyone, do you think should be primarily responsible for taking action to try to reduce inequality in your country?

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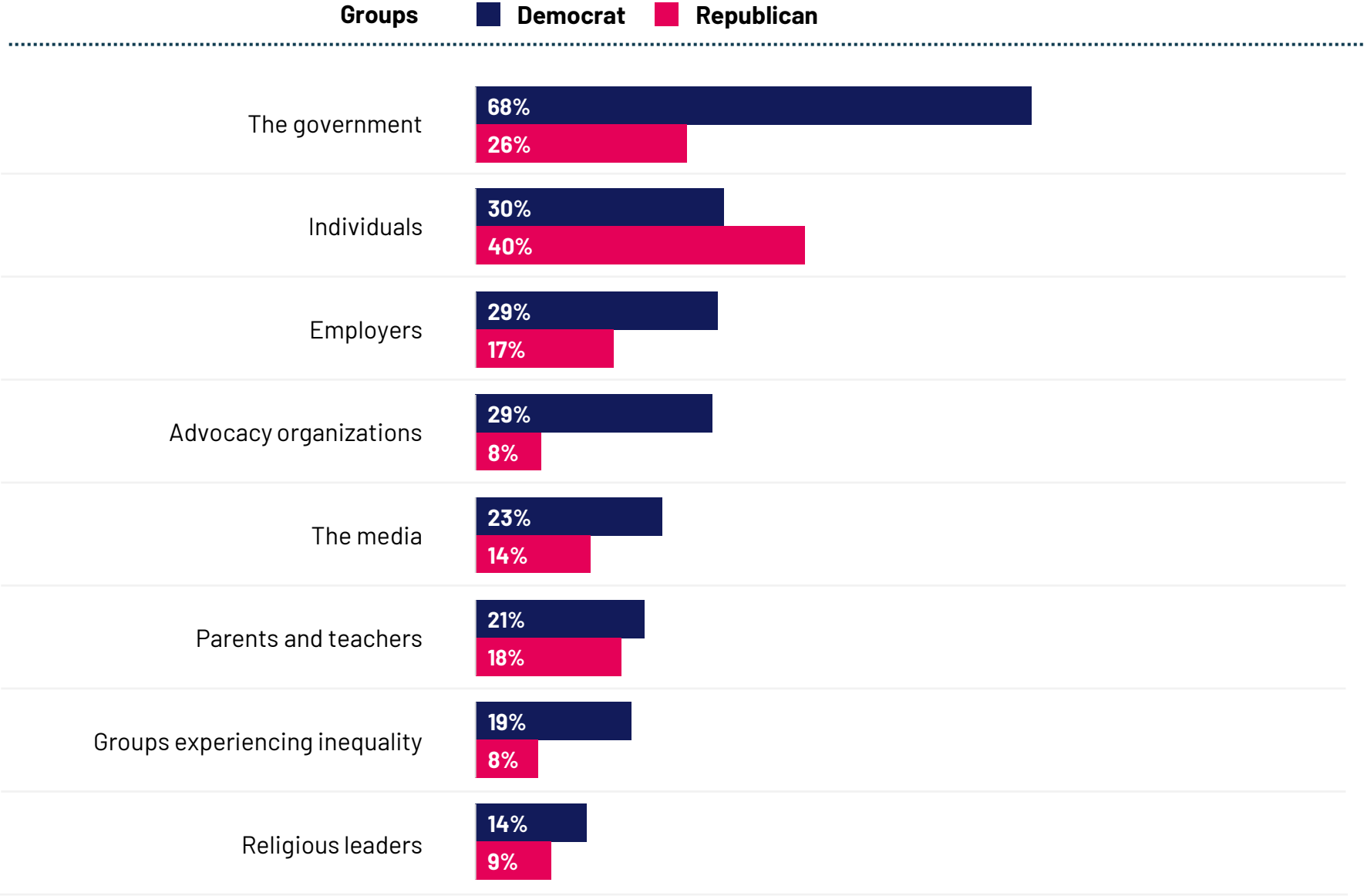
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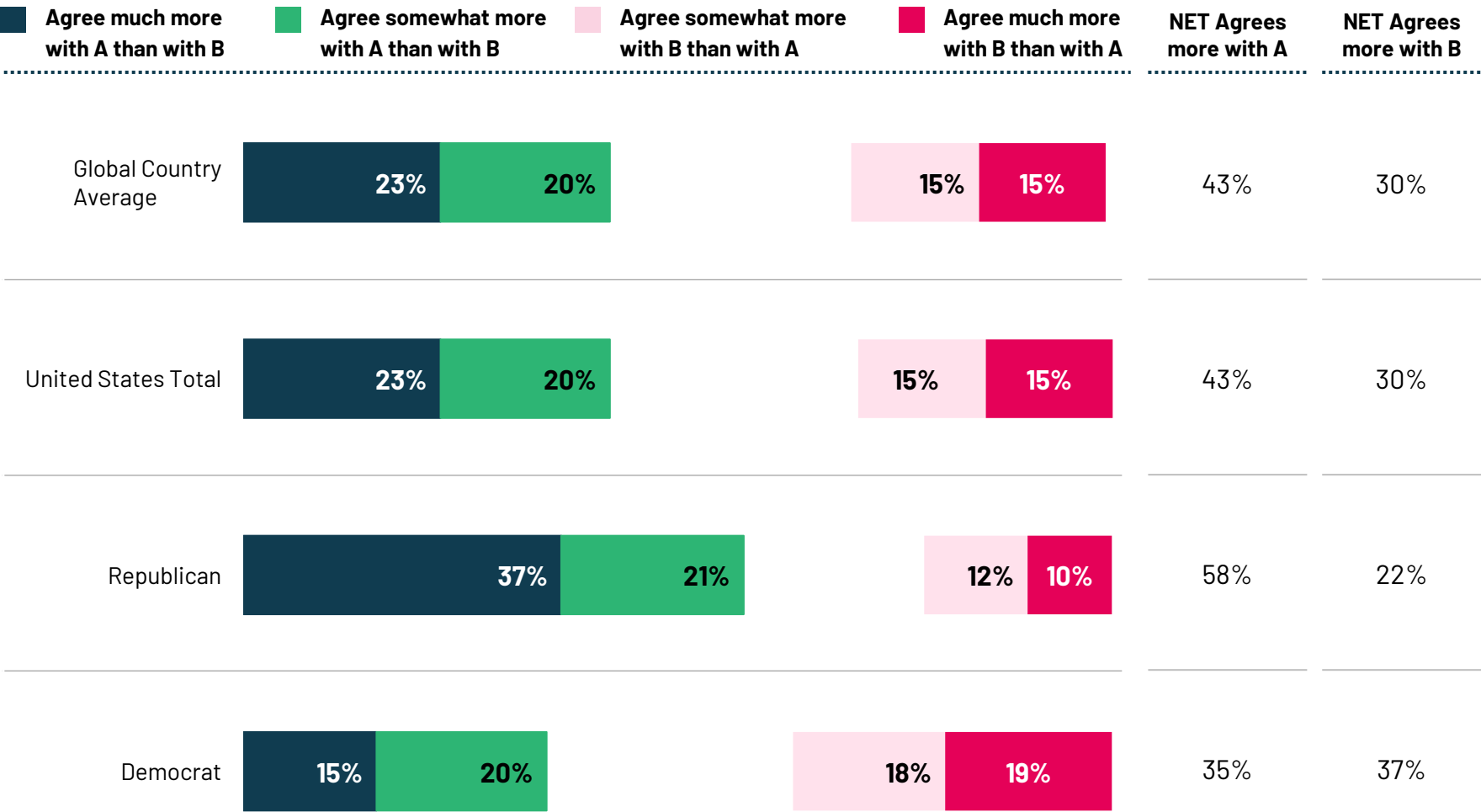
Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.



With which of these statements do you agree more?

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

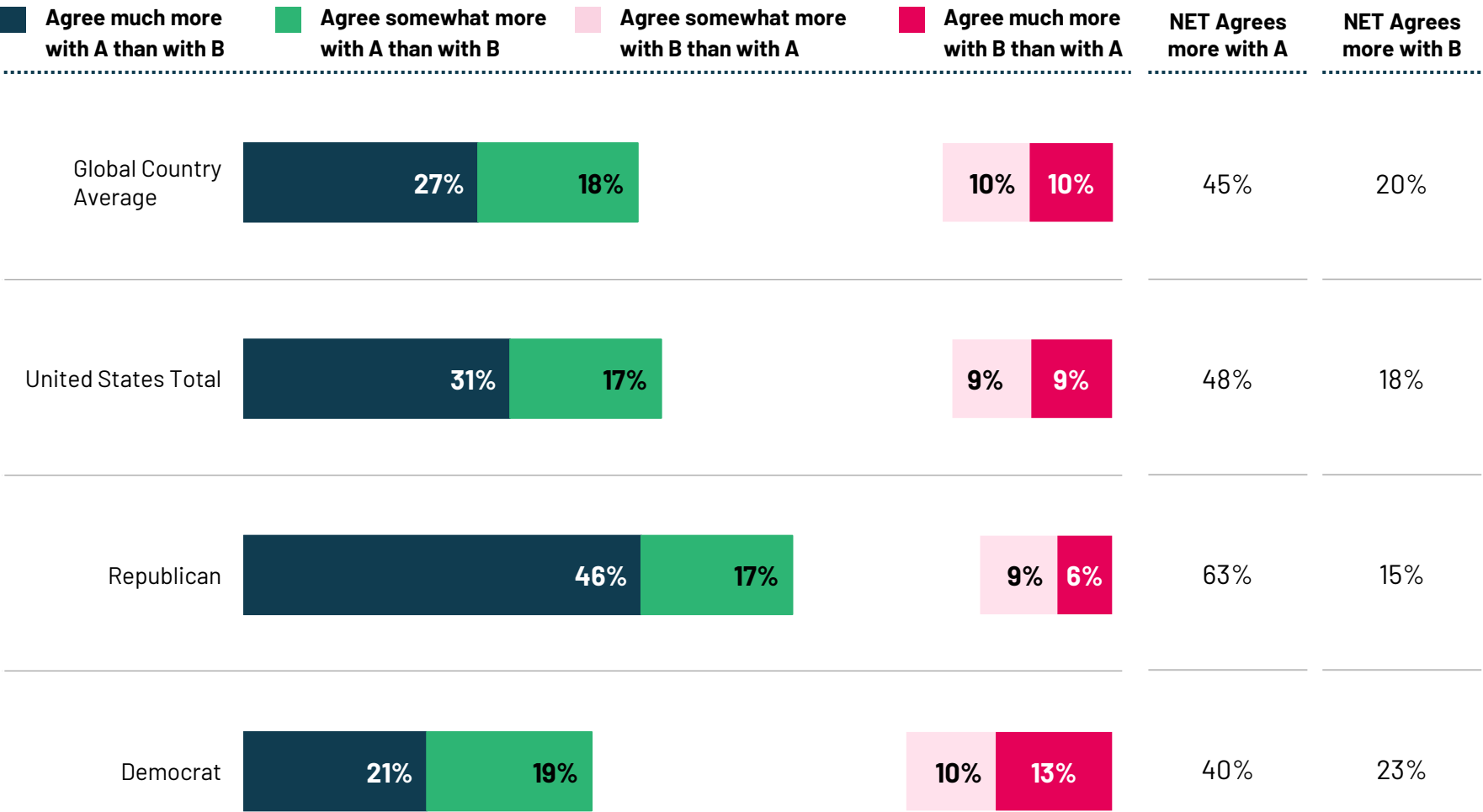
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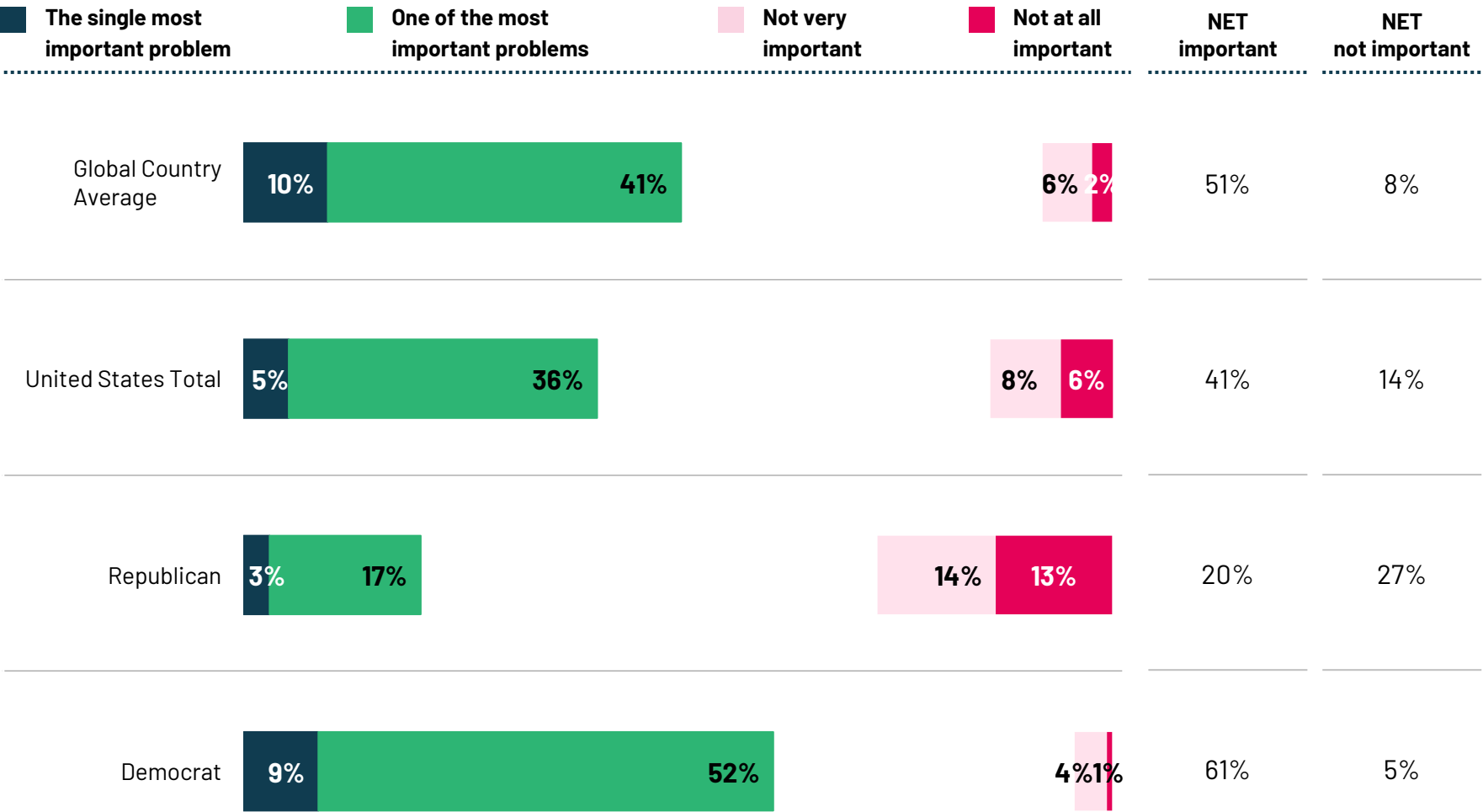
- A. A fair society is one in which everyone is given the same opportunities
- B. A fair society is one in which everyone enjoys the same quality of life

Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.



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

Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.

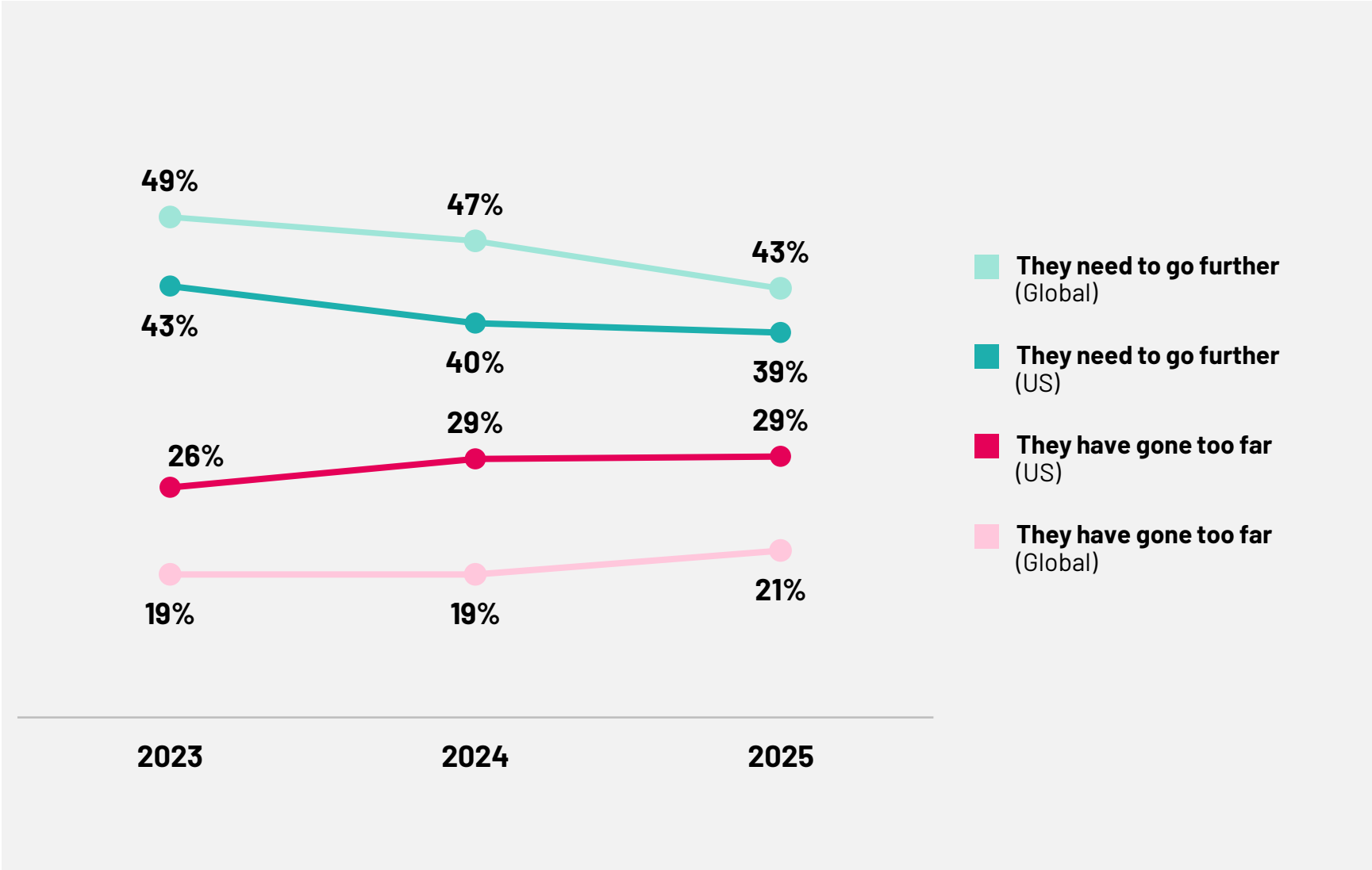


Thinking about attempts to promote equality for all groups of people in your country, do you think that, overall...

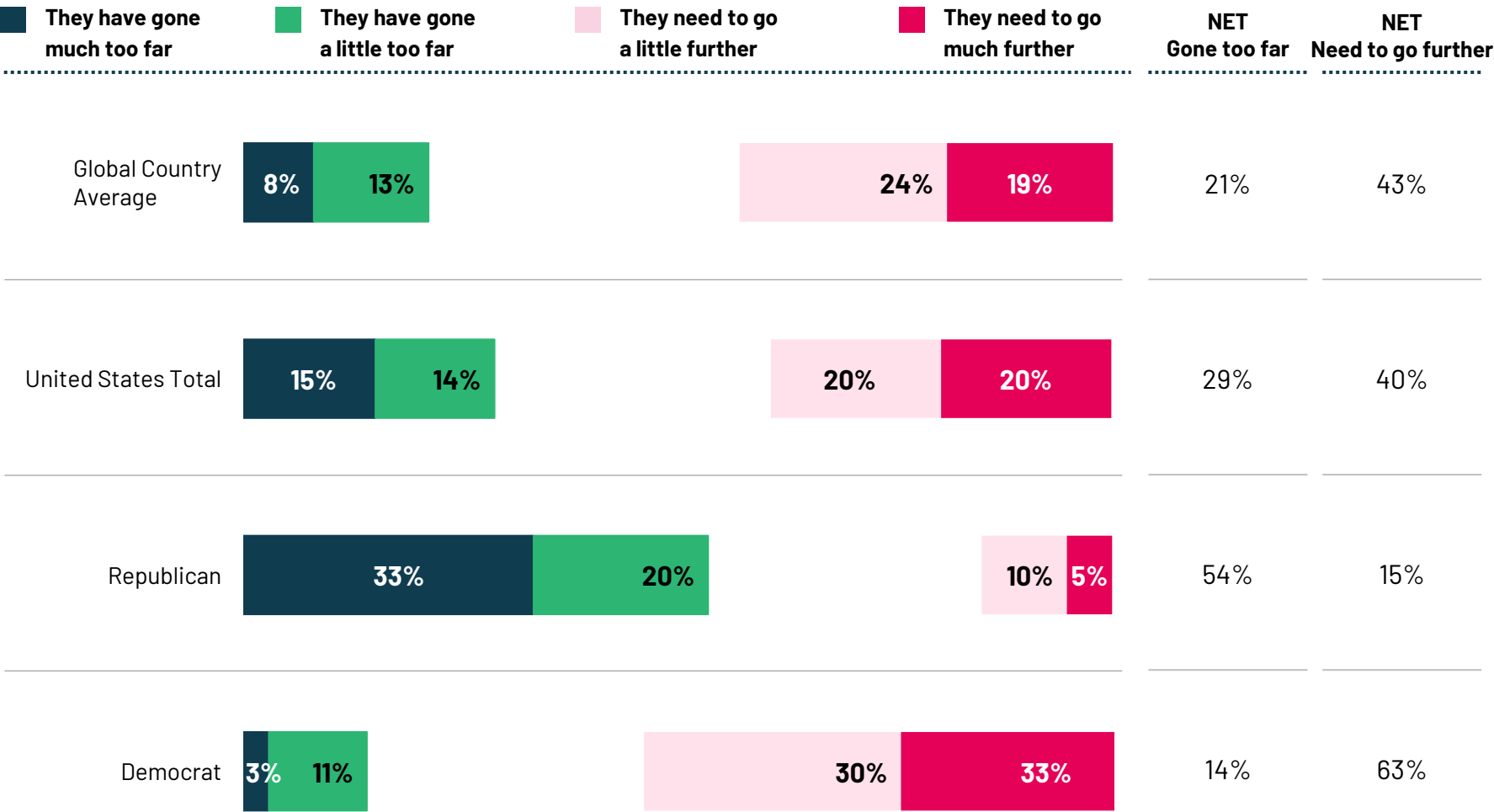
US average

- They have gone too far
- They need to go further

Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.



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



Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.



Taking the overall degree of inequality into account, relative to other countries, Americans do not see it as an important problem

The GINI Index measures income or wealth inequality, where 0 represents perfect equality and 100 represents perfect inequality.

Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.

Source: World Bank
<https://data.worldbank.org/indicator/SI.POV.GINI>



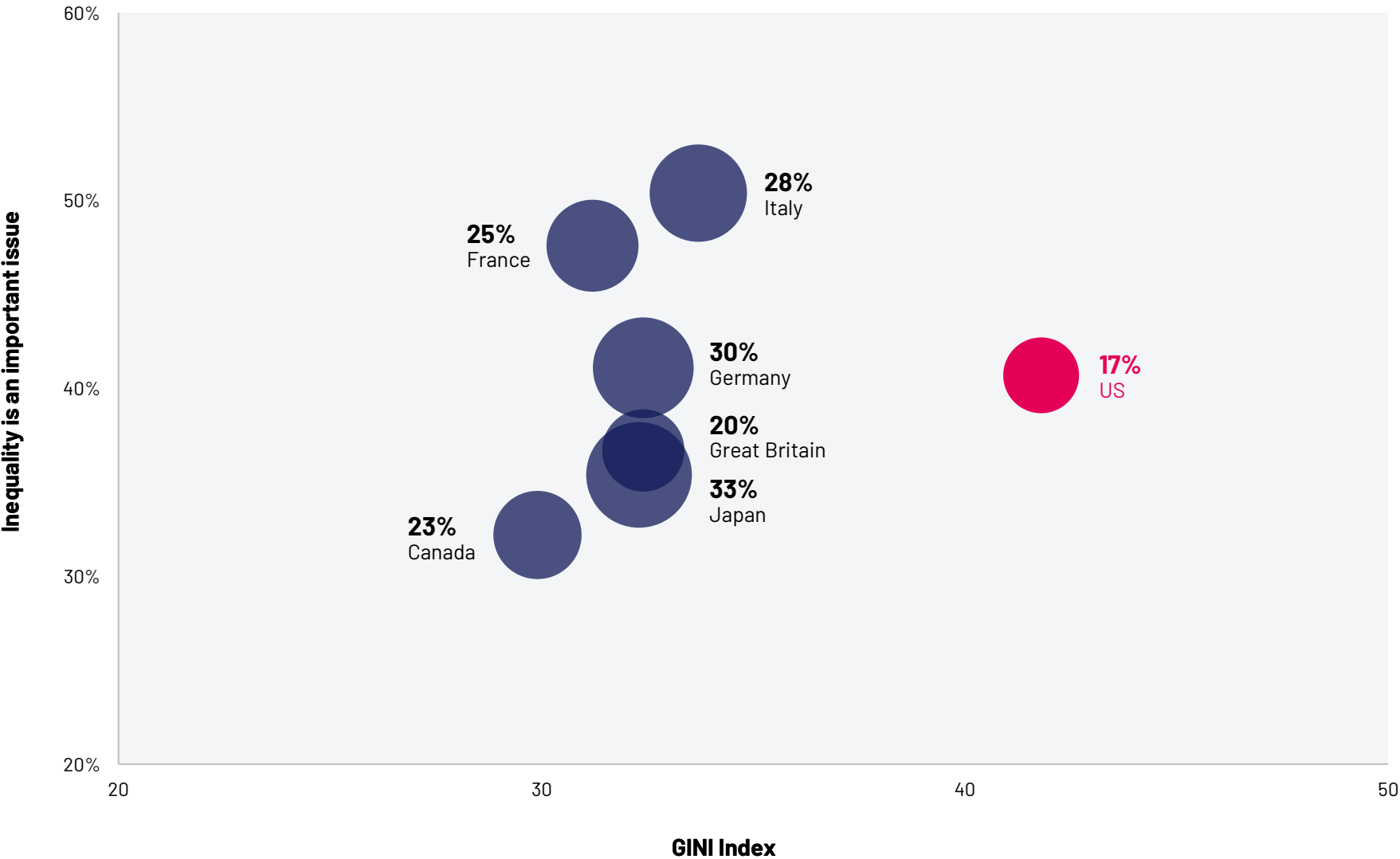
Focusing on those countries most economically similar to the US - the “Group of Seven” (G7) – and introducing data from our monthly **What Worries The World** survey, inequality also seems somewhat less salient in the US.

The size of each circle corresponds to the percentage of people who selected “poverty and inequality” as a top three issue in their country in the July 2025 edition of **What Worries The World**

Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.

Source: Ipsos What Worries the World July 2025.
Base: 23,700 online adults under the age of 75 across 30 countries, interviewed 20 June and 4 July 2025.

Source: World Bank
<https://data.worldbank.org/indicator/SI.POV.GINI>



SPOTLIGHT ON GENERATIONS



Drifting apart?

[Much has been said and written about the differences between generations.](#)

In this study, we see evidence of a growing gap between the youngest and the oldest adults, particularly on the question of whether the societies we live in are meritocratic. While the overall figure has barely changed since we started this study in 2023, the gap between Gen Z and Baby Boomers is clearly growing, with the former cohort losing confidence that their own

personal qualities will be what determines their success in life.

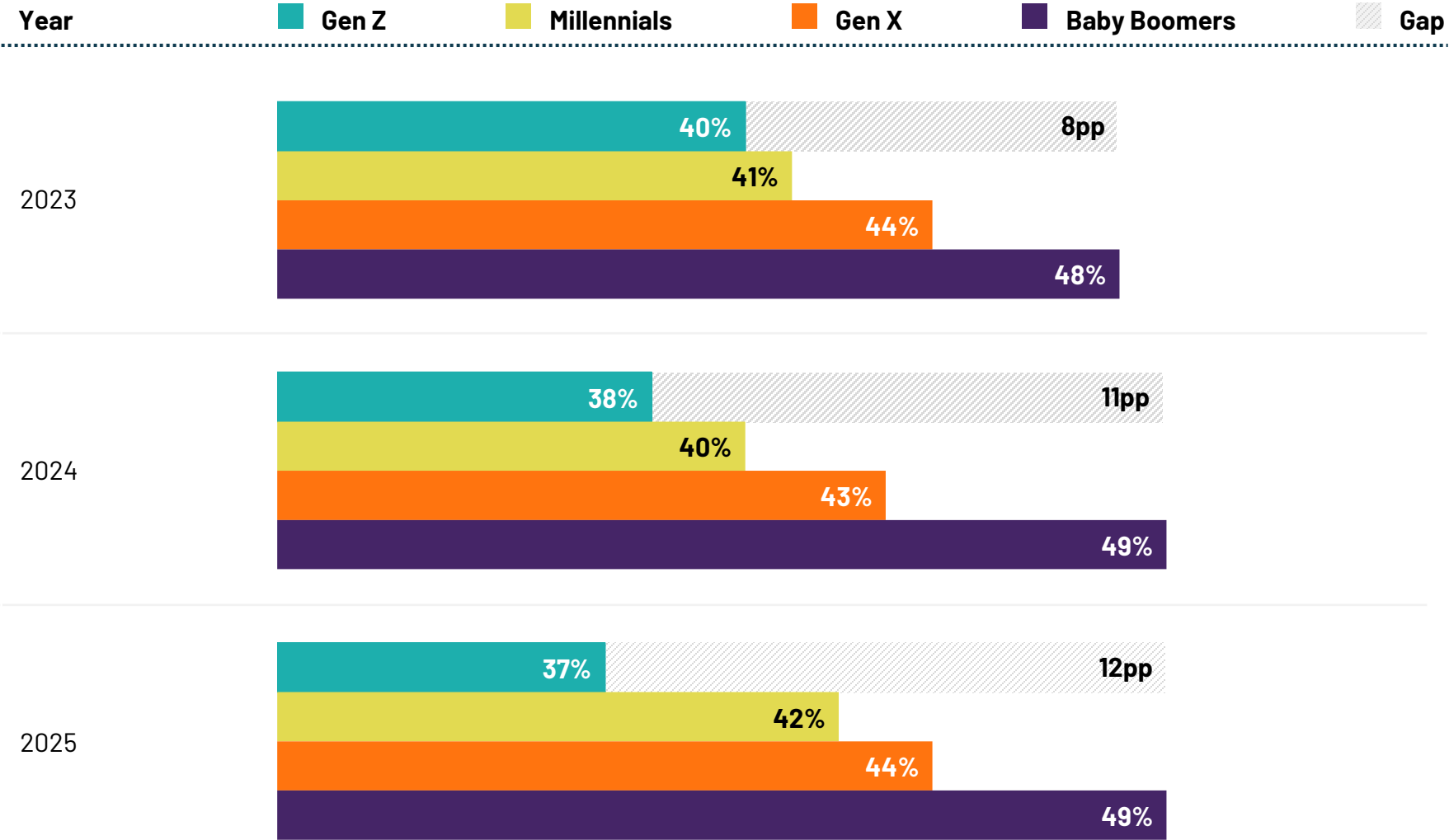
Our new question about disabilities reveals some lifecycle effects (older people are more likely to say they are disabled, or deaf) but suggests younger people may be using a different language to describe their own challenges and disabilities.



With which of these statements do you agree more?

People's chances of success in your country depend mostly on their own merit and efforts

Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.

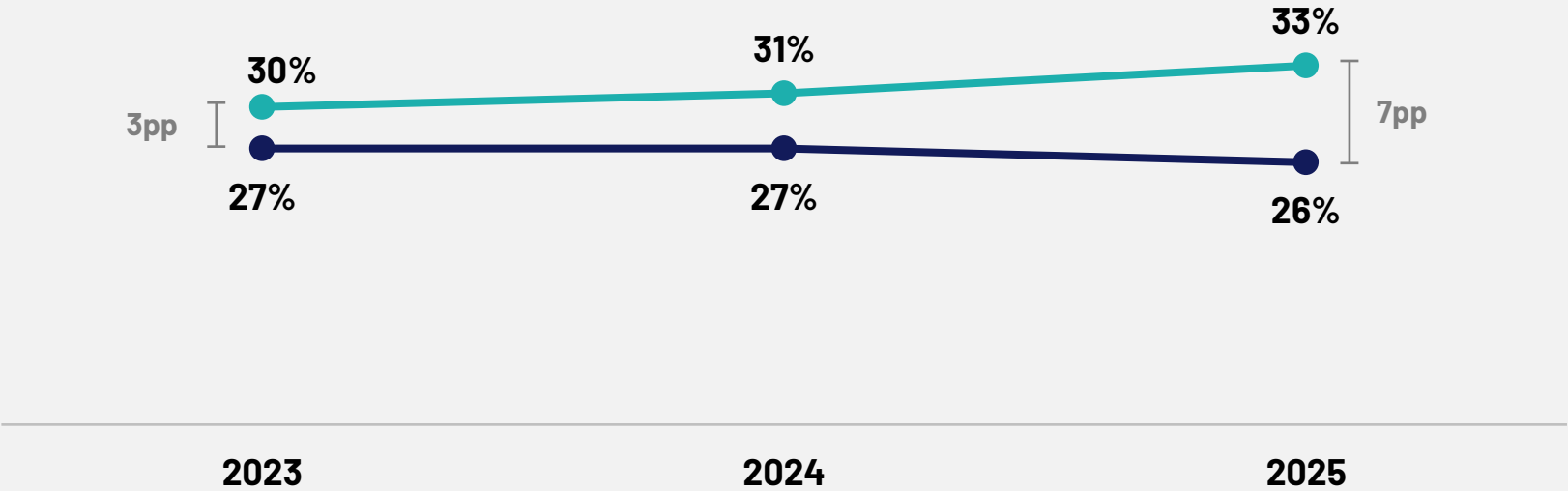


With which of these statements do you agree more?

People's chances of success in your country depend mostly on factors beyond their control

Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.

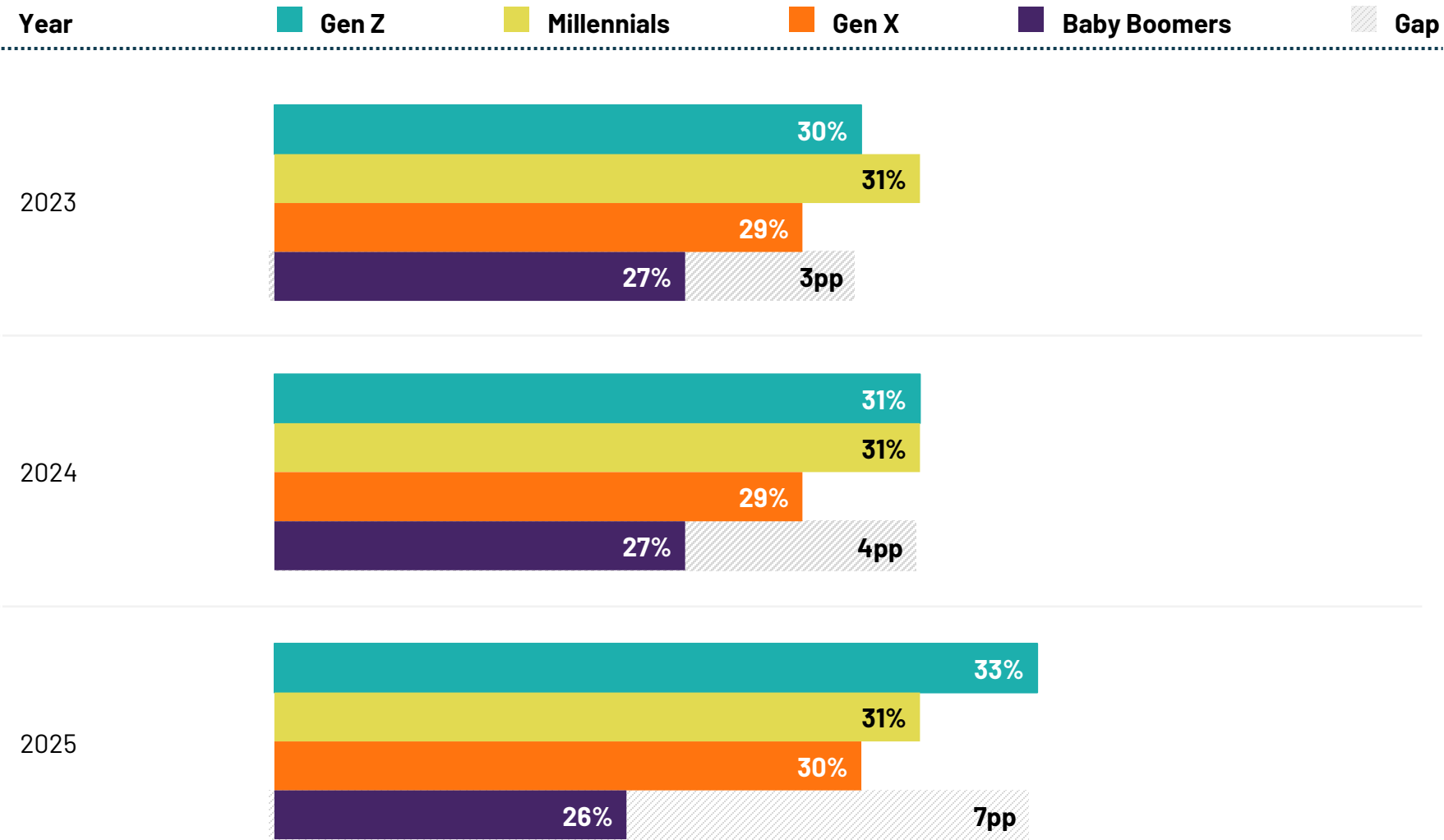
Boomers
Gen Z



With which of these statements do you agree more?

People's chances of success in your country depend mostly on factors beyond their control

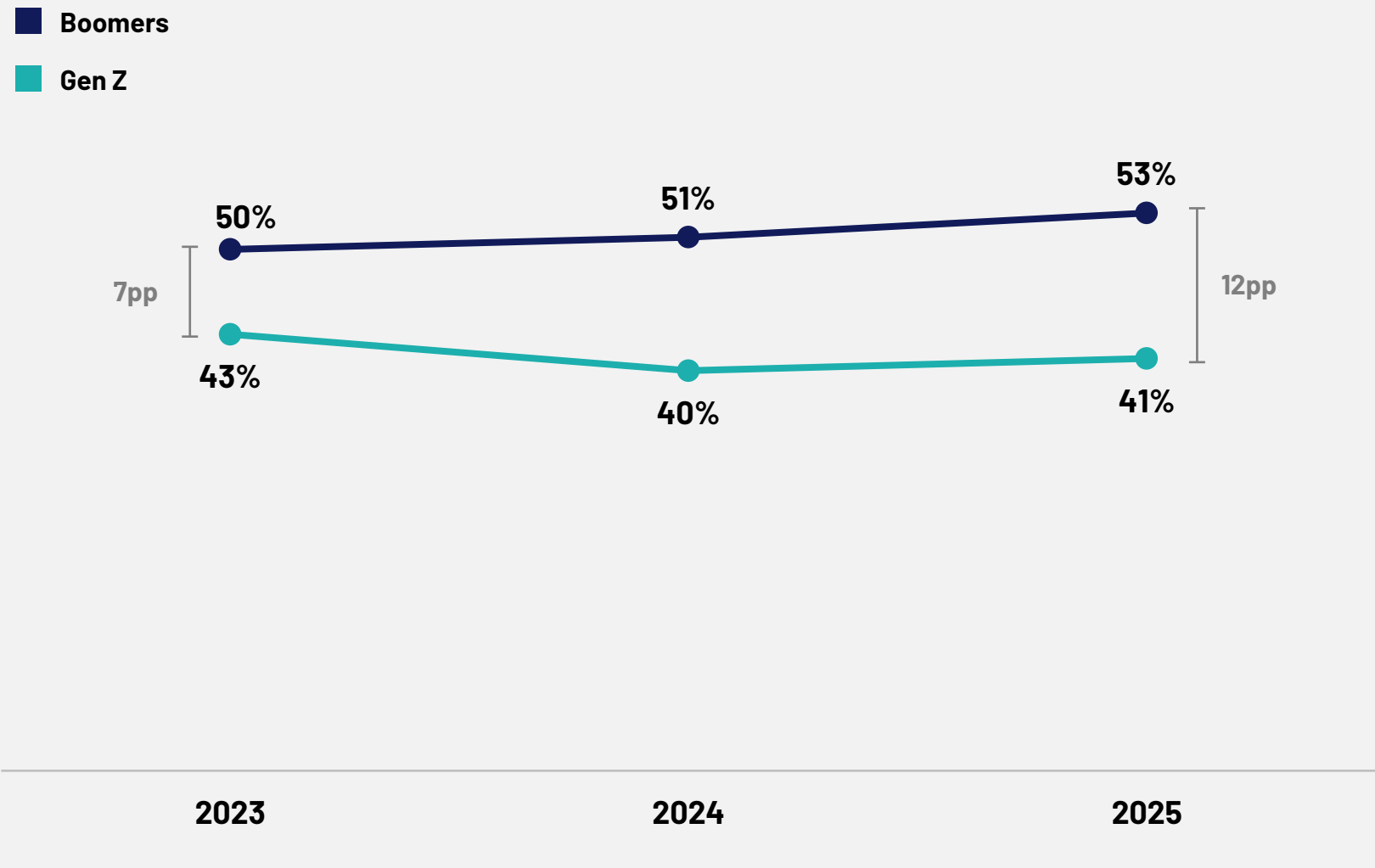
Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.



With which of these statements do you agree more?

A fair society is one in which everyone is given the same opportunities

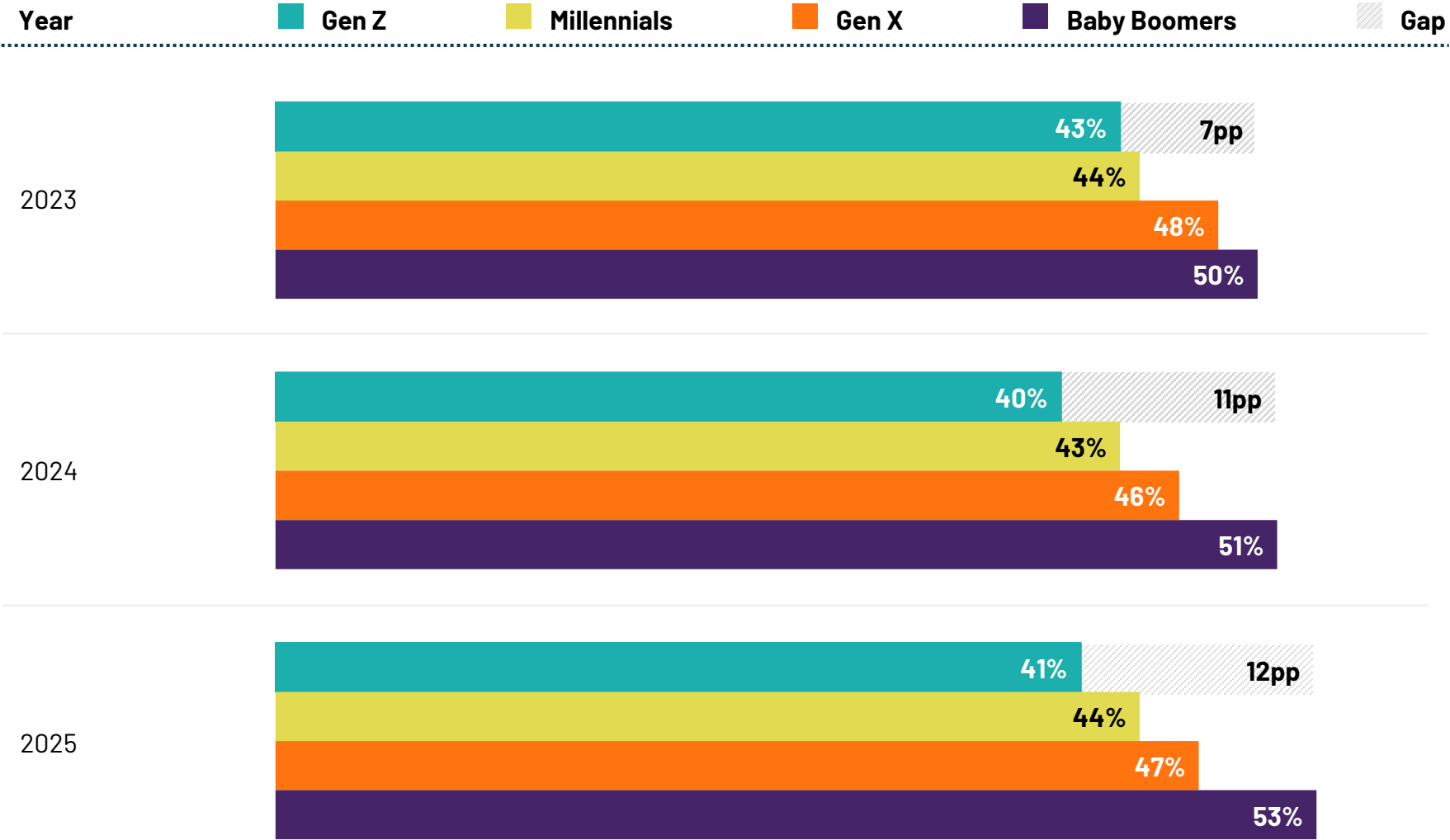
Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.



With which of these statements do you agree more?

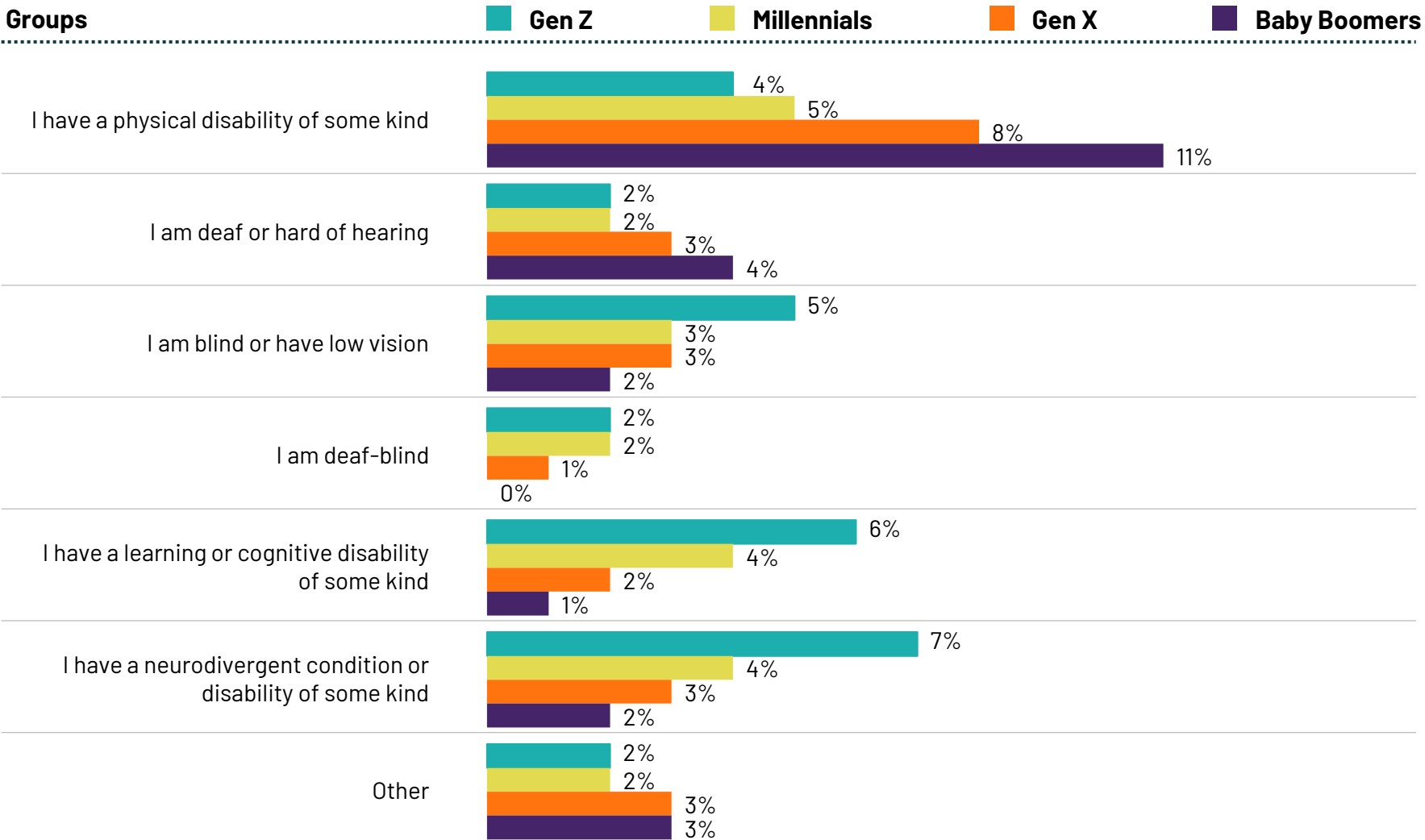
A fair society is one in which everyone is given the same opportunities

Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.



Do any of the following apply to you?

Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.



SPOTLIGHT ON GENDER

Venus and Mars

As in previous years, there are significant differences in the way that men and women perceive these issues, particularly in respect to the groups they believe are suffering from discrimination the most.

For example, women remain more sympathetic than men to the challenges faced by people with mental health issues, and to the neurodivergent. Women are also a little more likely to identify as neurodivergent themselves.

Women are also slightly more

sympathetic than men to the challenges faced by LGBT+ people.

We also see varying attitudes across different parts of the world in the extent to which the men and/or women are thought to suffering from unfair treatment.

Nevertheless, women are typically understood to experience unfairness much more than men do. Men themselves tend to accept this too, albeit by a smaller margin.

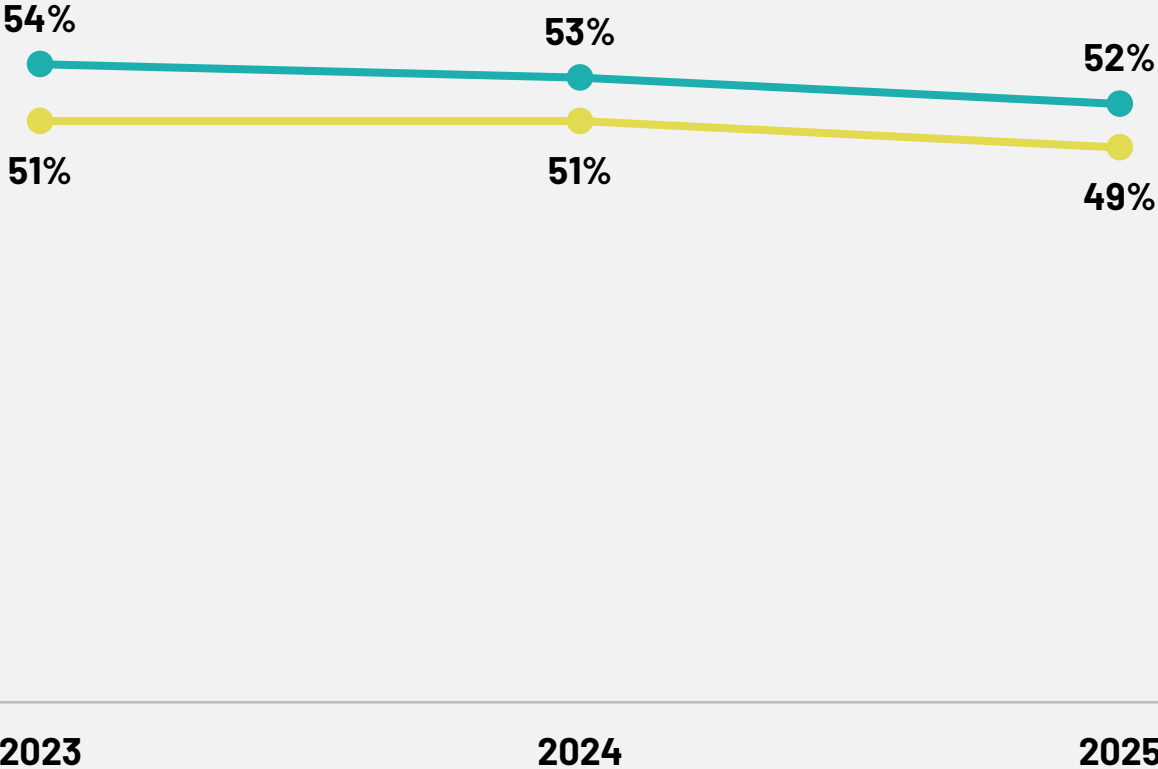


Compared to all the other problems facing your country, would you say that inequality is...?

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

Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.

Men
Women

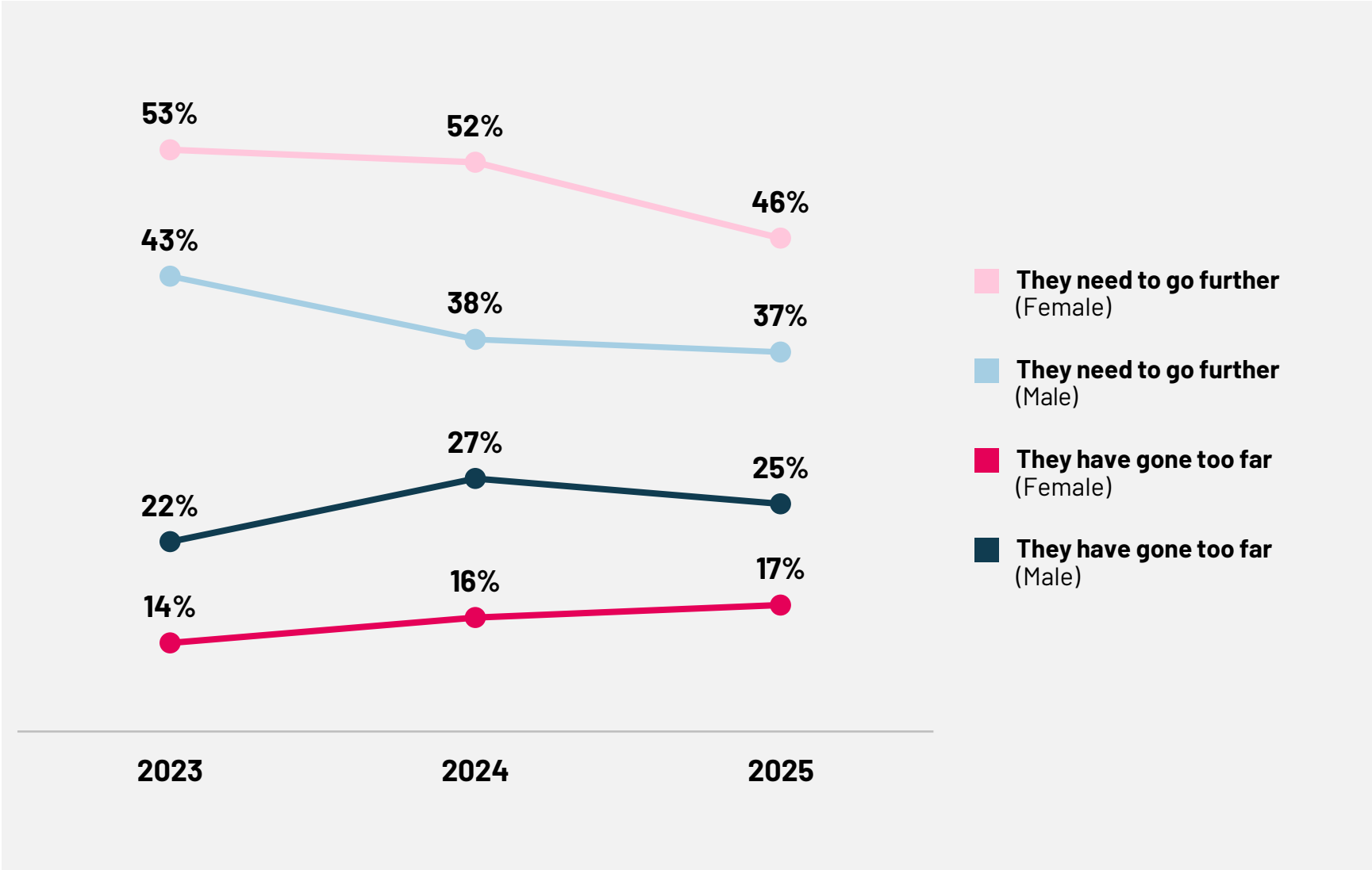


Thinking about attempts to promote equality for all groups of people in your country, do you think that, overall...

Global Gen Z average

- They have gone too far
- They need to go further

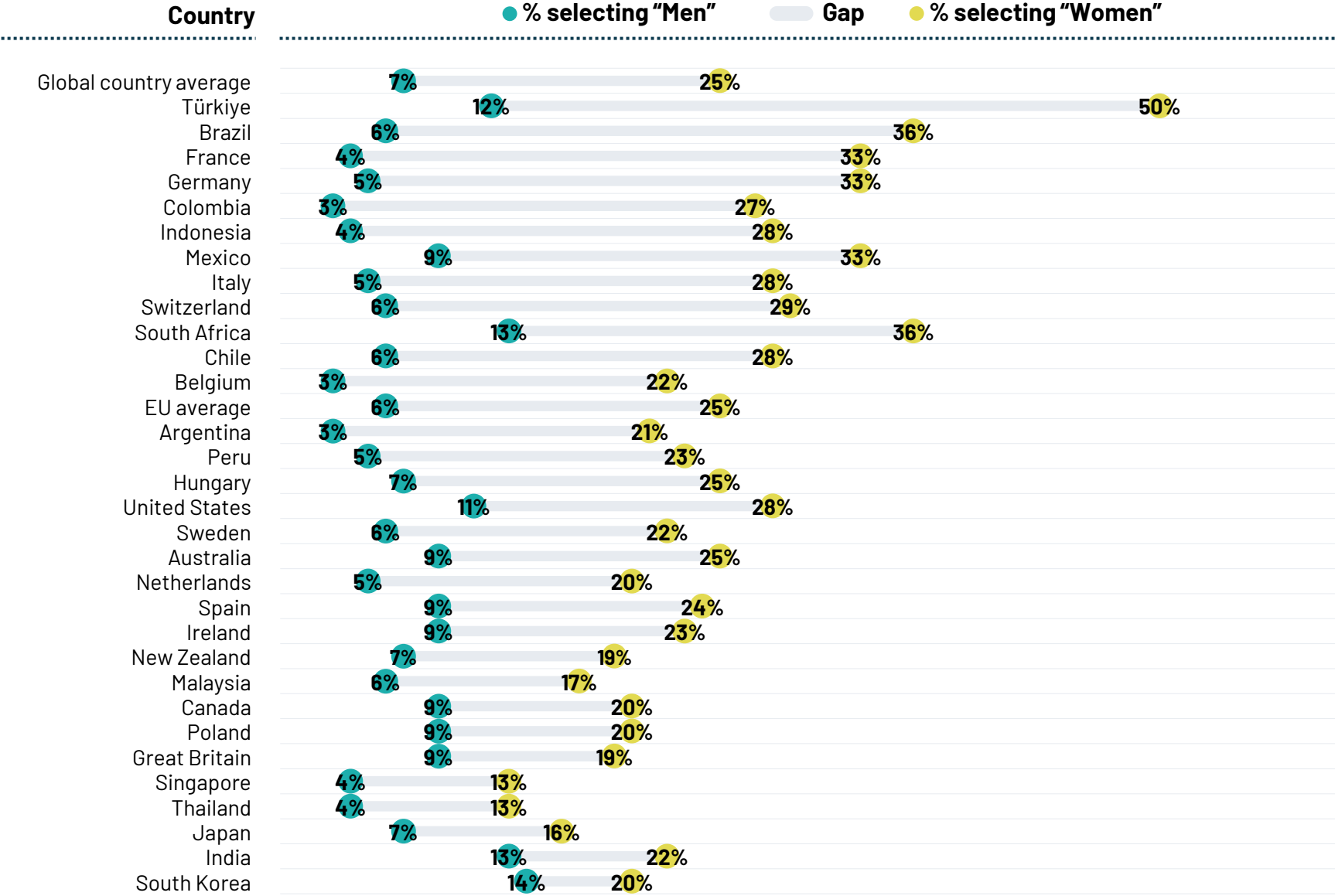
Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.



Across all countries, people are much more likely to see women as the recipients of discrimination rather than men.

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

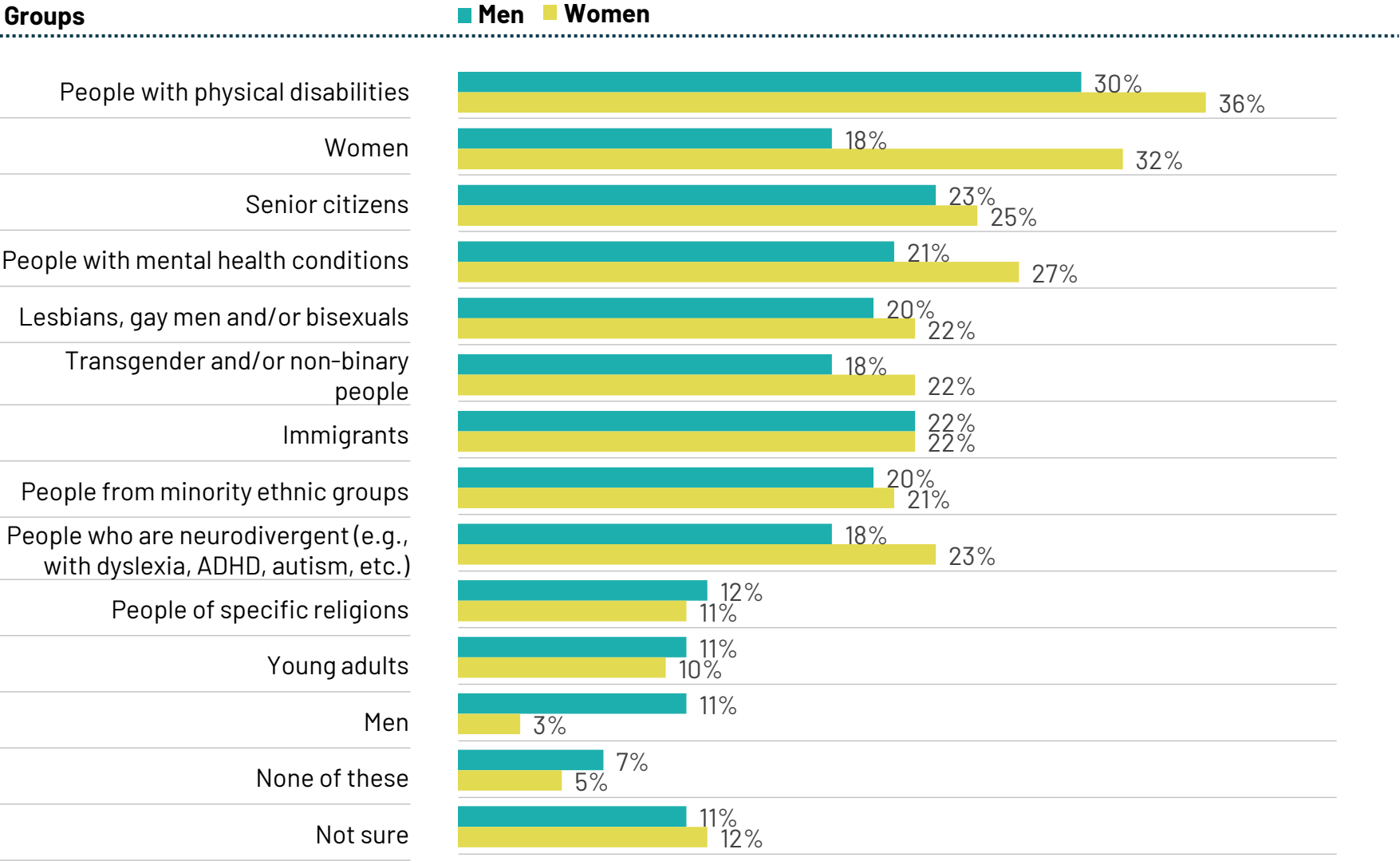
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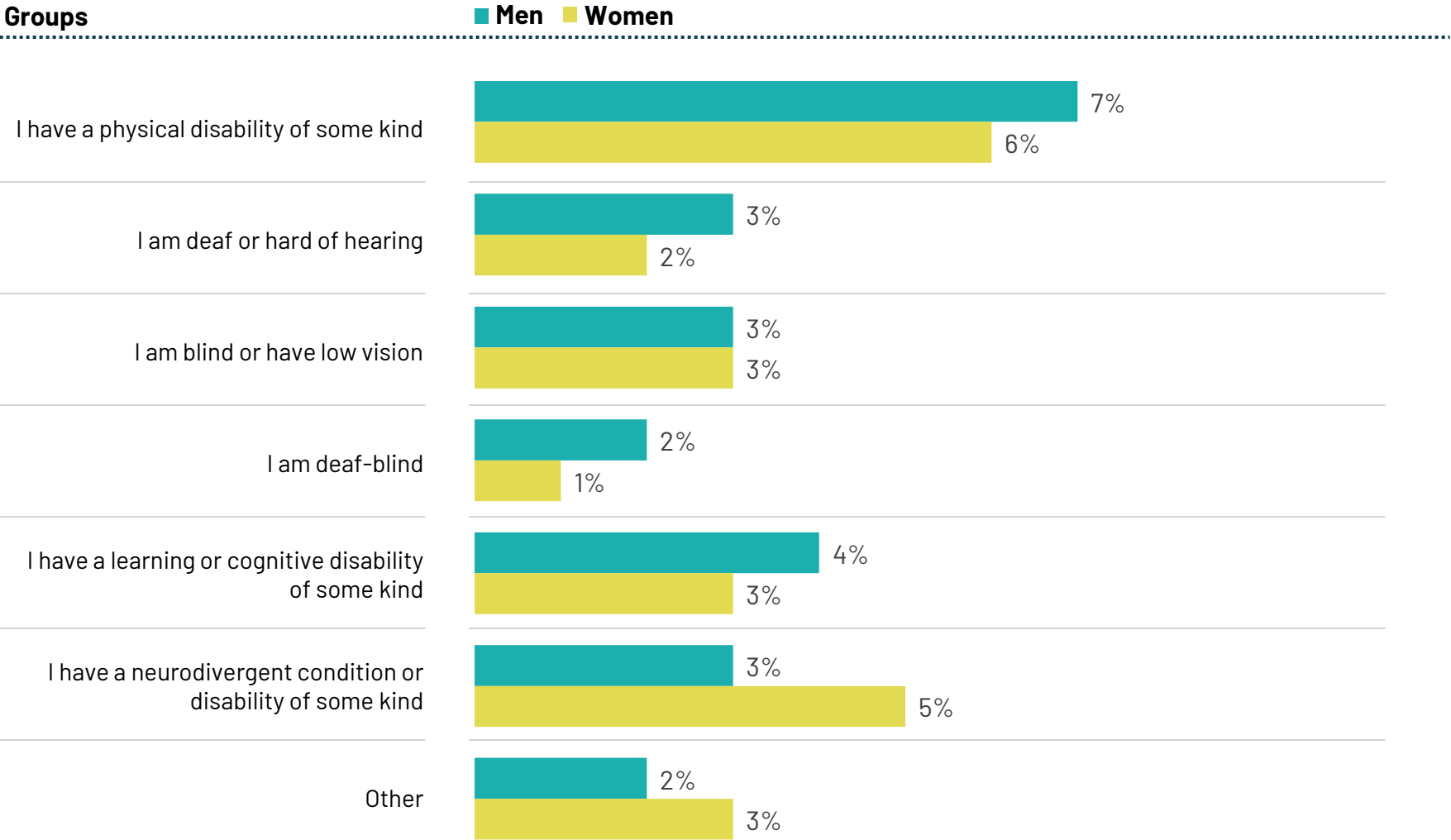
Global country average

Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.



Do any of the following apply to you?

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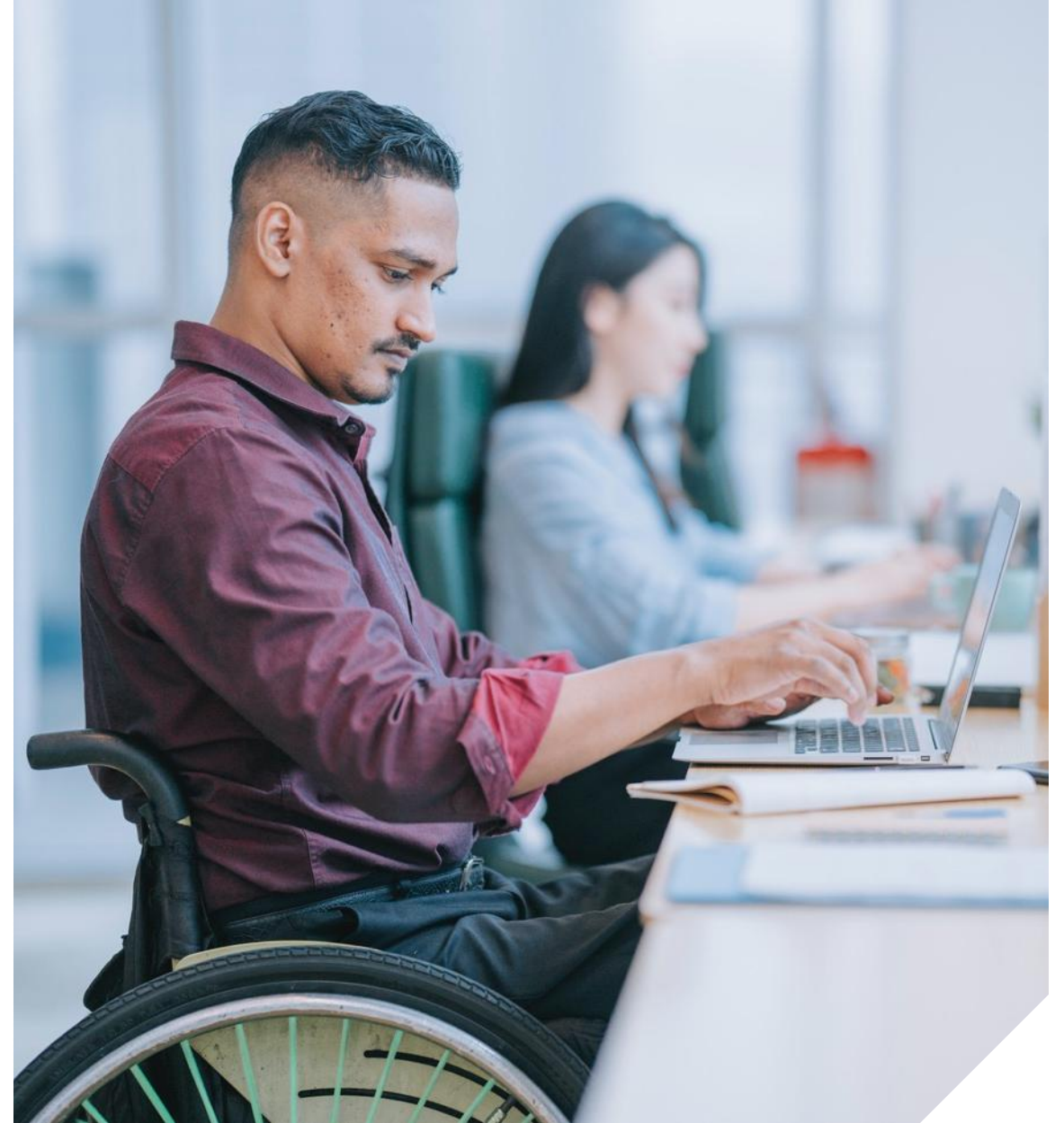
ACCESSIBILITY OF DIGITAL PRODUCTS AND SERVICES



Disability and Accessibility

We added some new questions to this year's Ipsos Equalities Index, and they help us understand how people around the world understand how they are affected personally by disability, and how disabilities might affect someone's ability to access the online world.

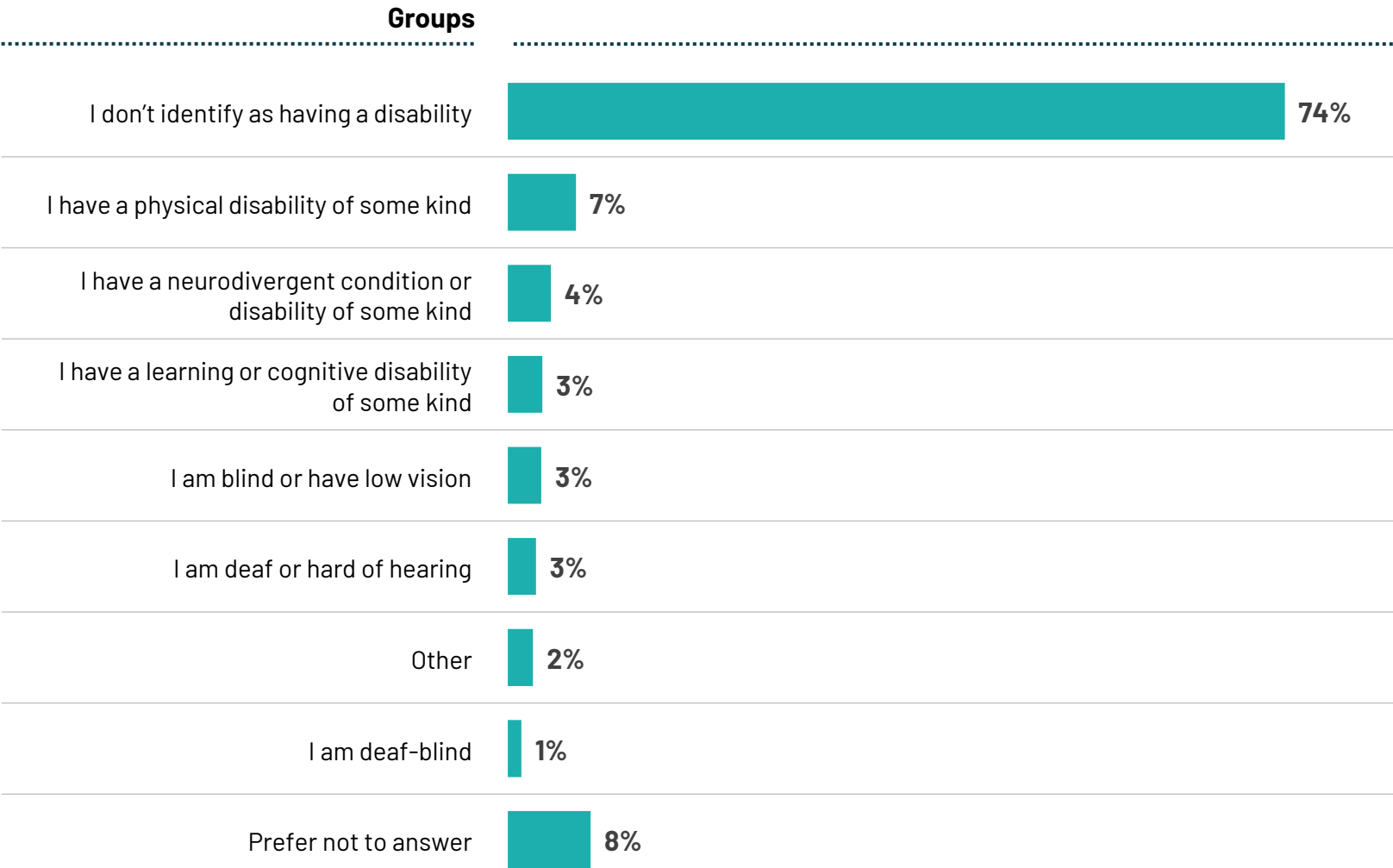
About three-quarters of people (74%) do not consider themselves to have a disability. We find that just over a third say they understand the issues disabled people face when accessing online products and services, but in some EU countries this falls to less than three in ten.



Do any of the following apply to you?

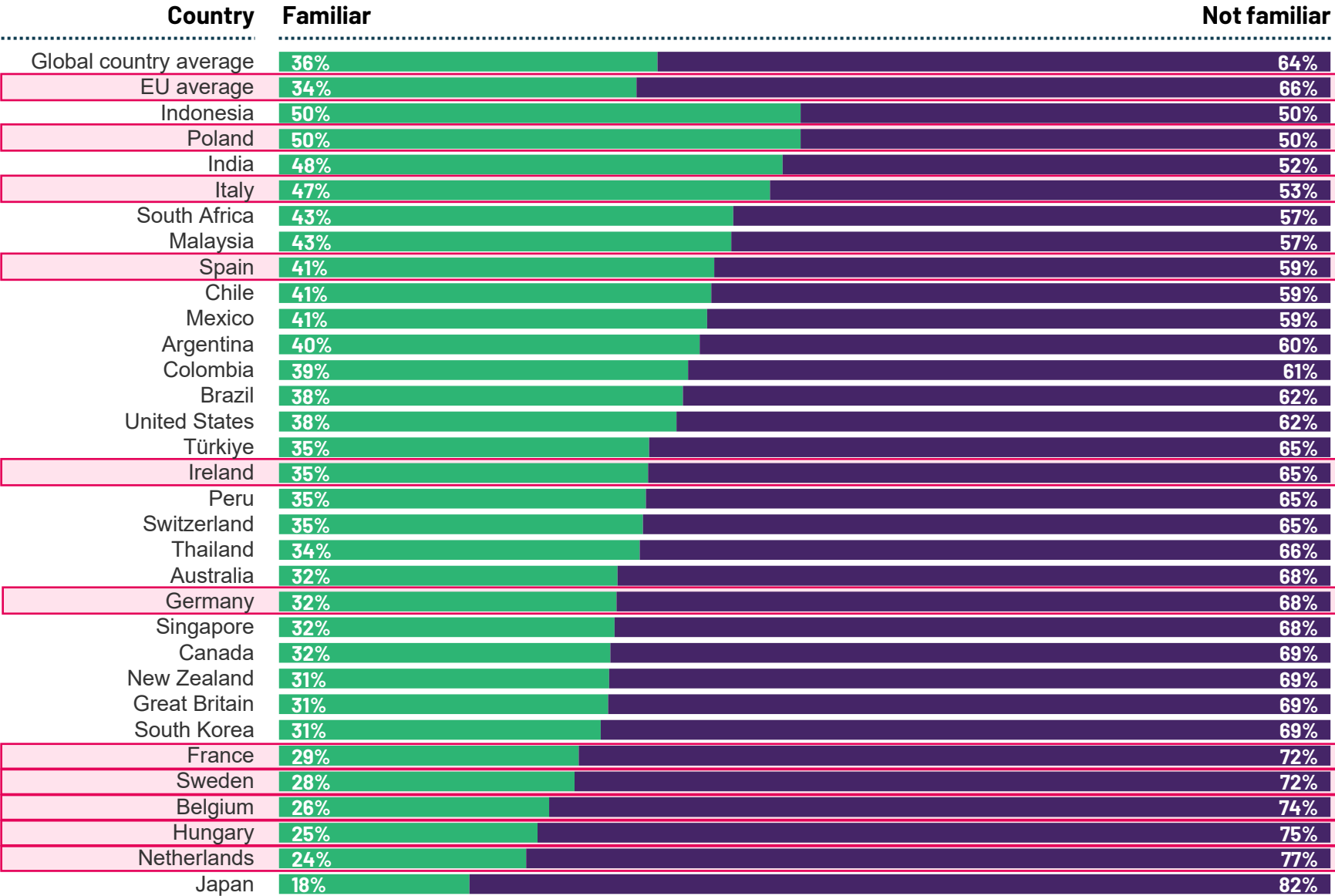
Global country average

Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.



How familiar are you with accessibility issues faced by people with disabilities when using digital products and services?

Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.



EU countries



How important is it to you that brands create digital experiences that are accessible for people with disabilities?

Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.



EU countries



COUNTRIES AND REGIONS



Around the World

There is a lot of variation between countries on whether citizens see their society as meritocratic. However, in only five countries (Hungary, Italy, Brazil, Türkiye, and India) are people more likely to think their fortunes are governed by forces beyond their personal control than by their own personal qualities.

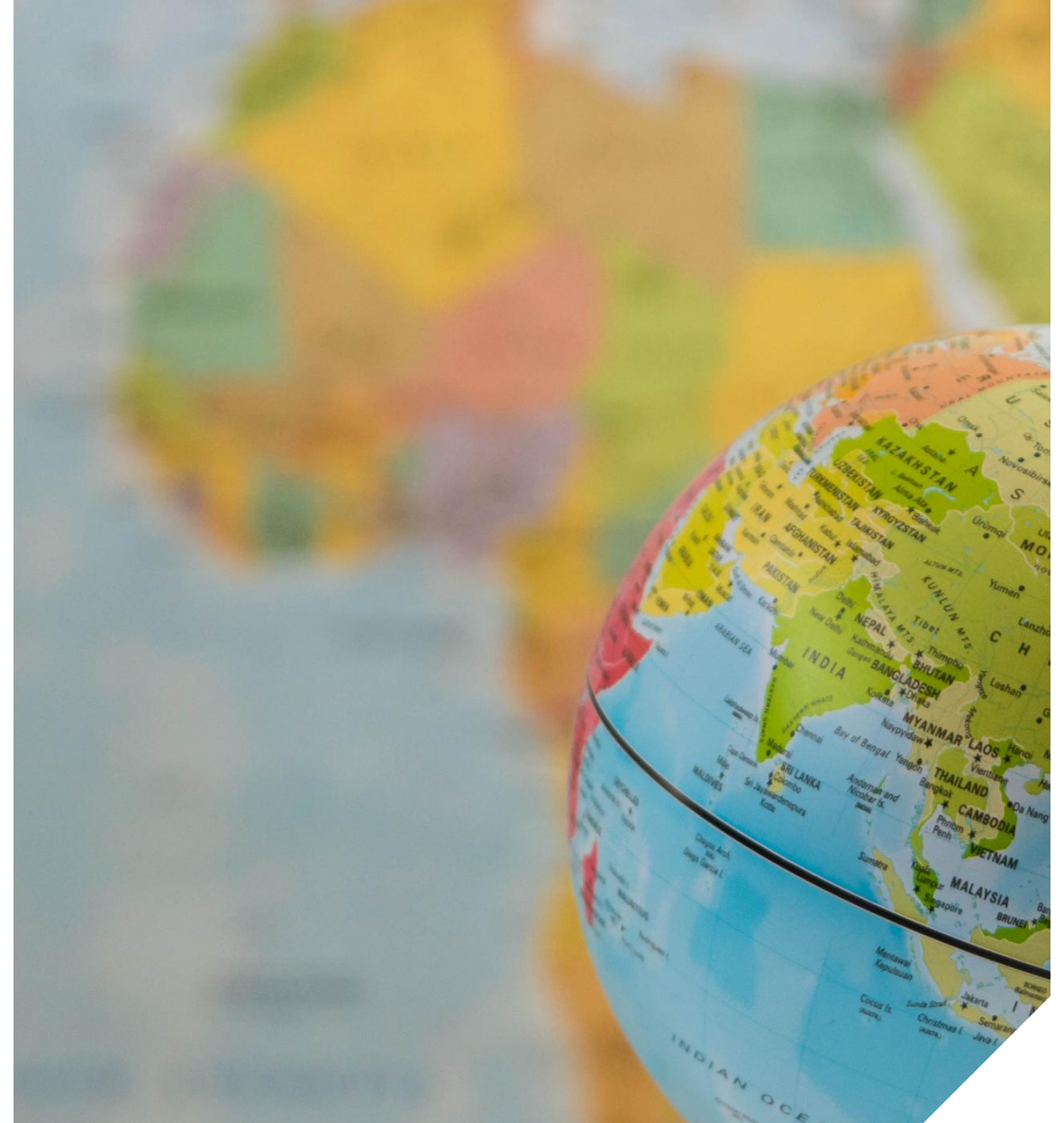
Falling confidence in meritocracy in some countries (especially Indonesia and Italy) is balanced by rises in others (including Spain and South Korea).

Over recent decades, [inequality has been falling between countries, but rising within them](#) – and our study shows that

inequality within countries is seen as a more pressing issue amongst those sometimes classified as the “Global South”.

Conversely, it is Europe where we see the steepest falls in support for attempts to promote equality. Although that trend is evident almost everywhere in our study, it is most visible in Hungary, Sweden and Ireland.

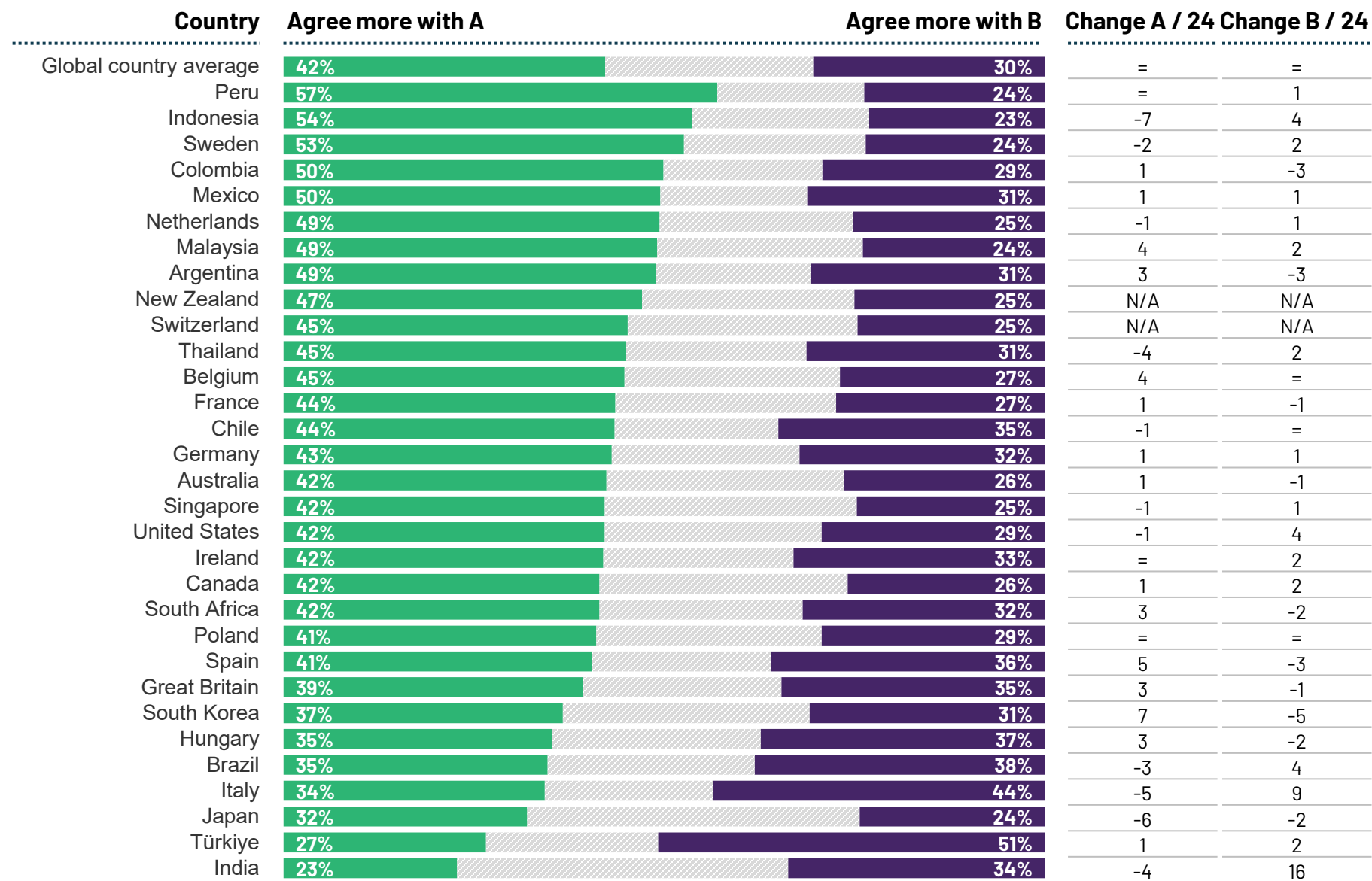
English continues to appear to be a vehicle for the view that efforts to promote equality have gone too far – it is the first language in five of the six countries most likely to feel this way.



With which of these two statements do you agree more?

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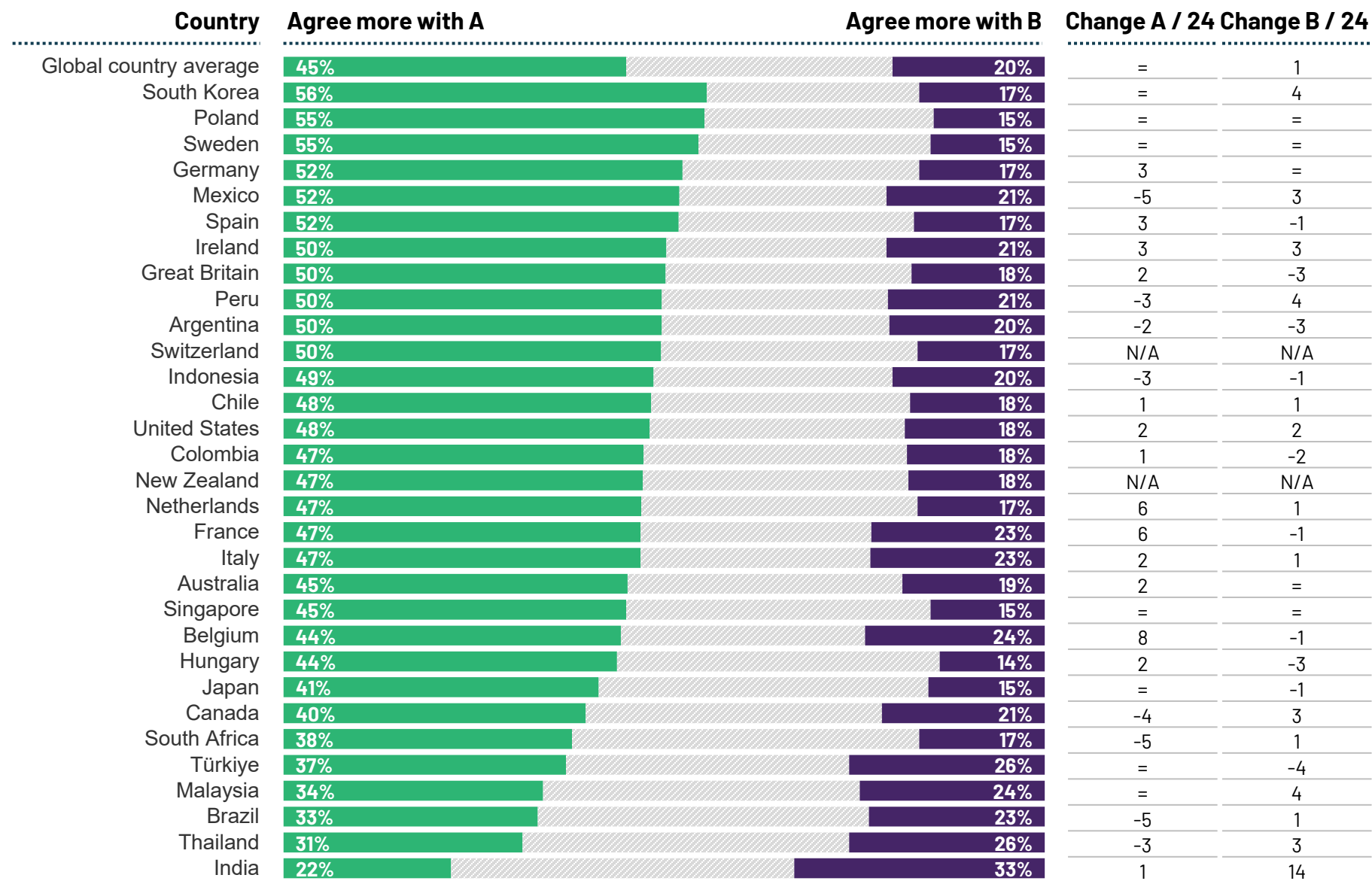
Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.



And which of these two statements do you agree more?

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

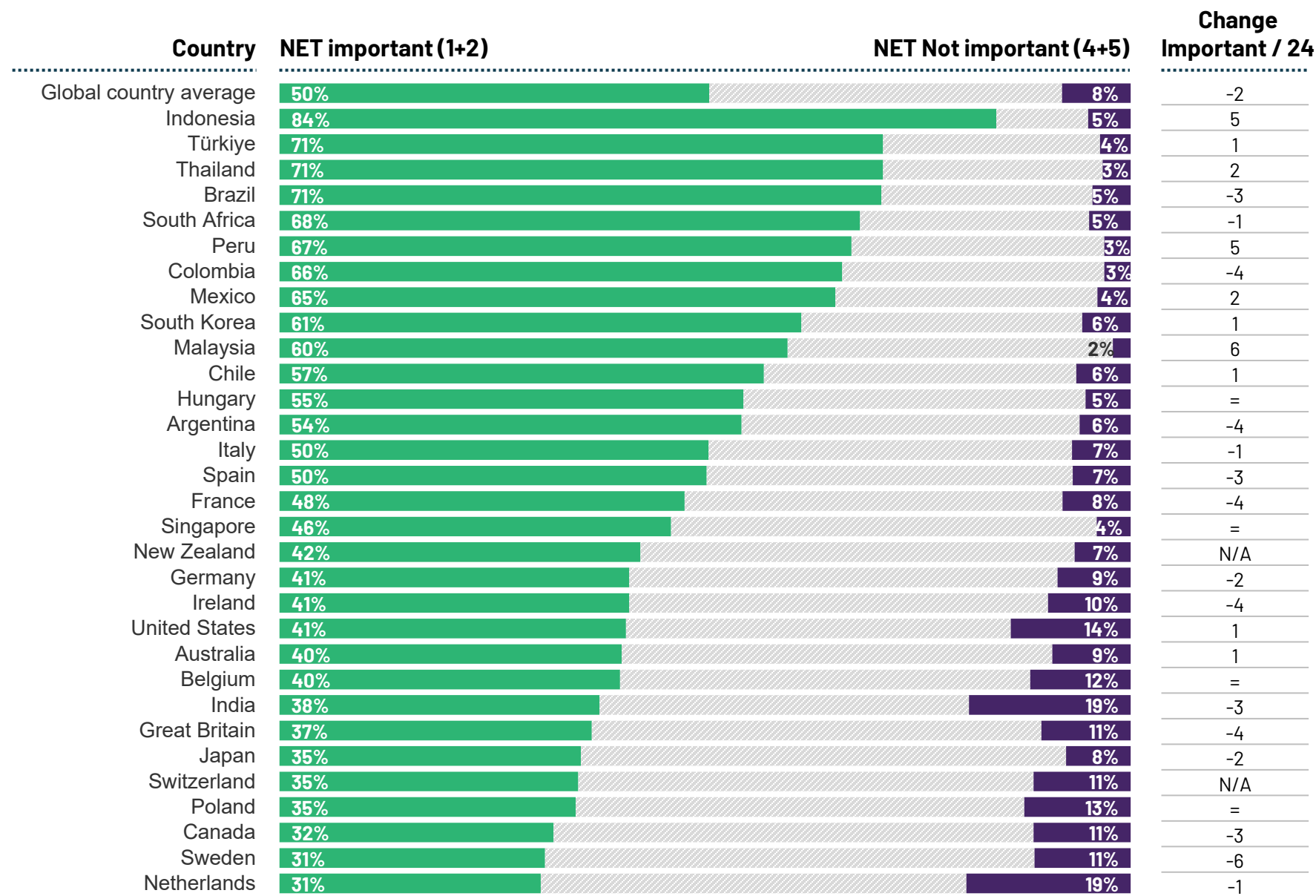
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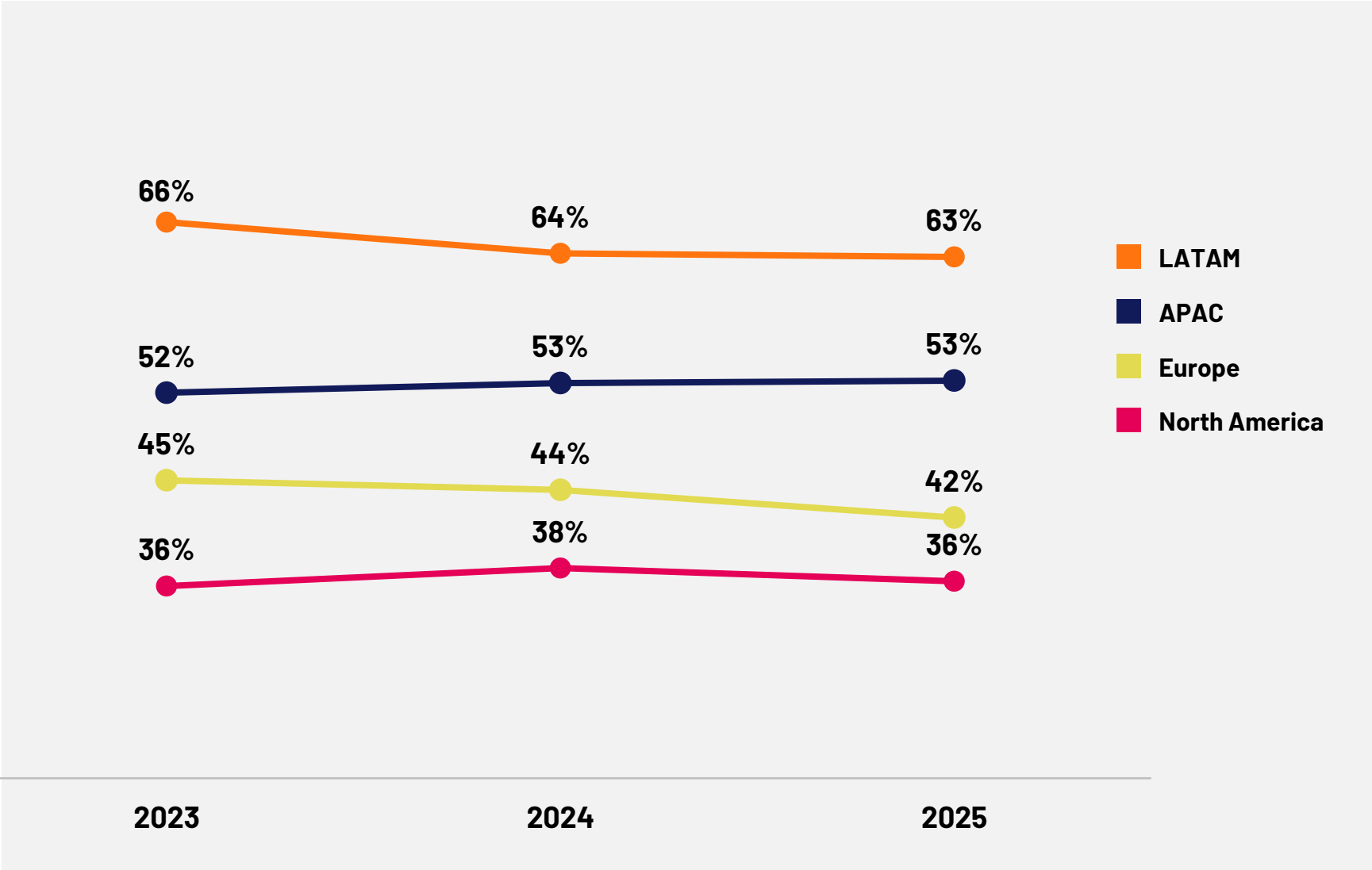
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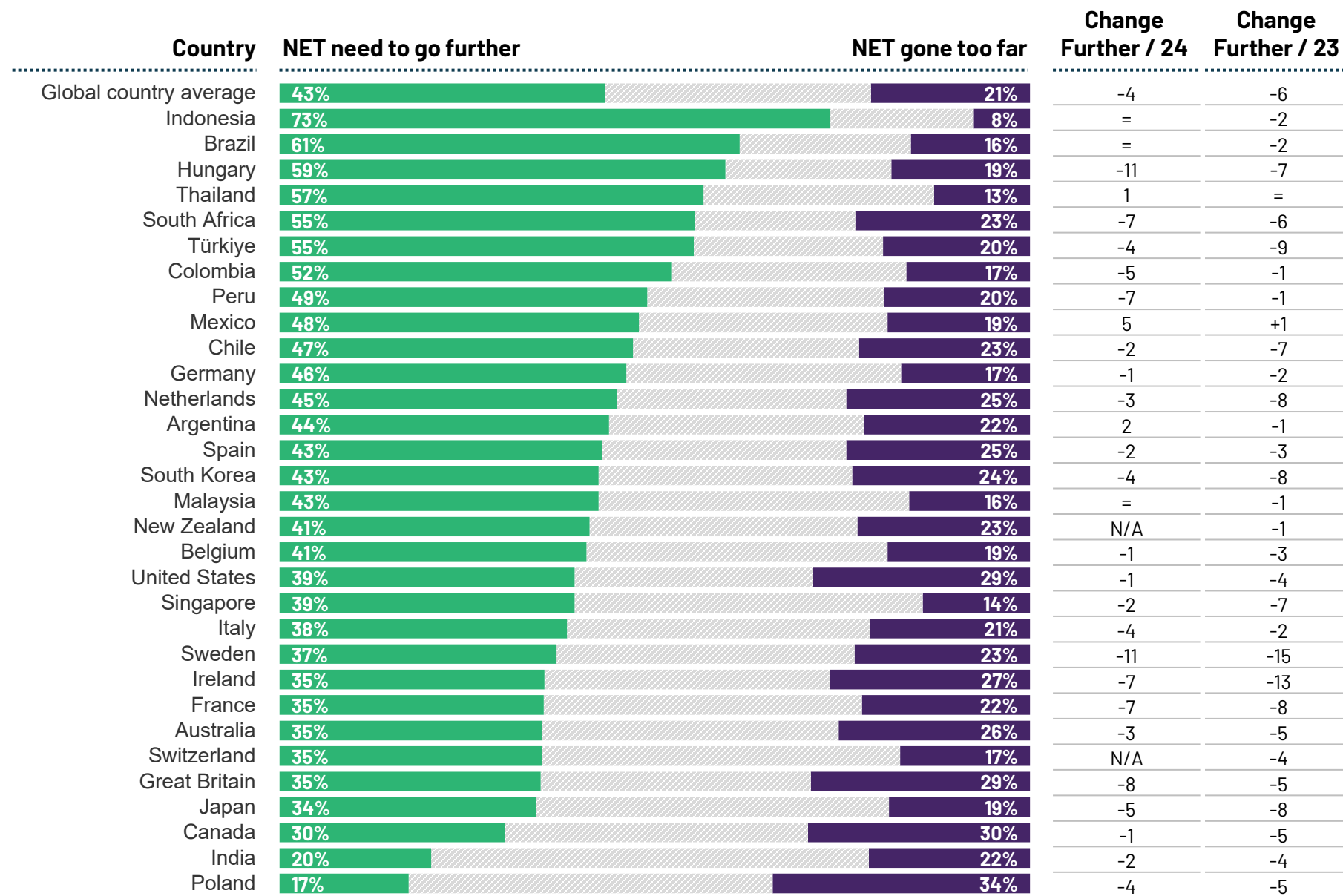
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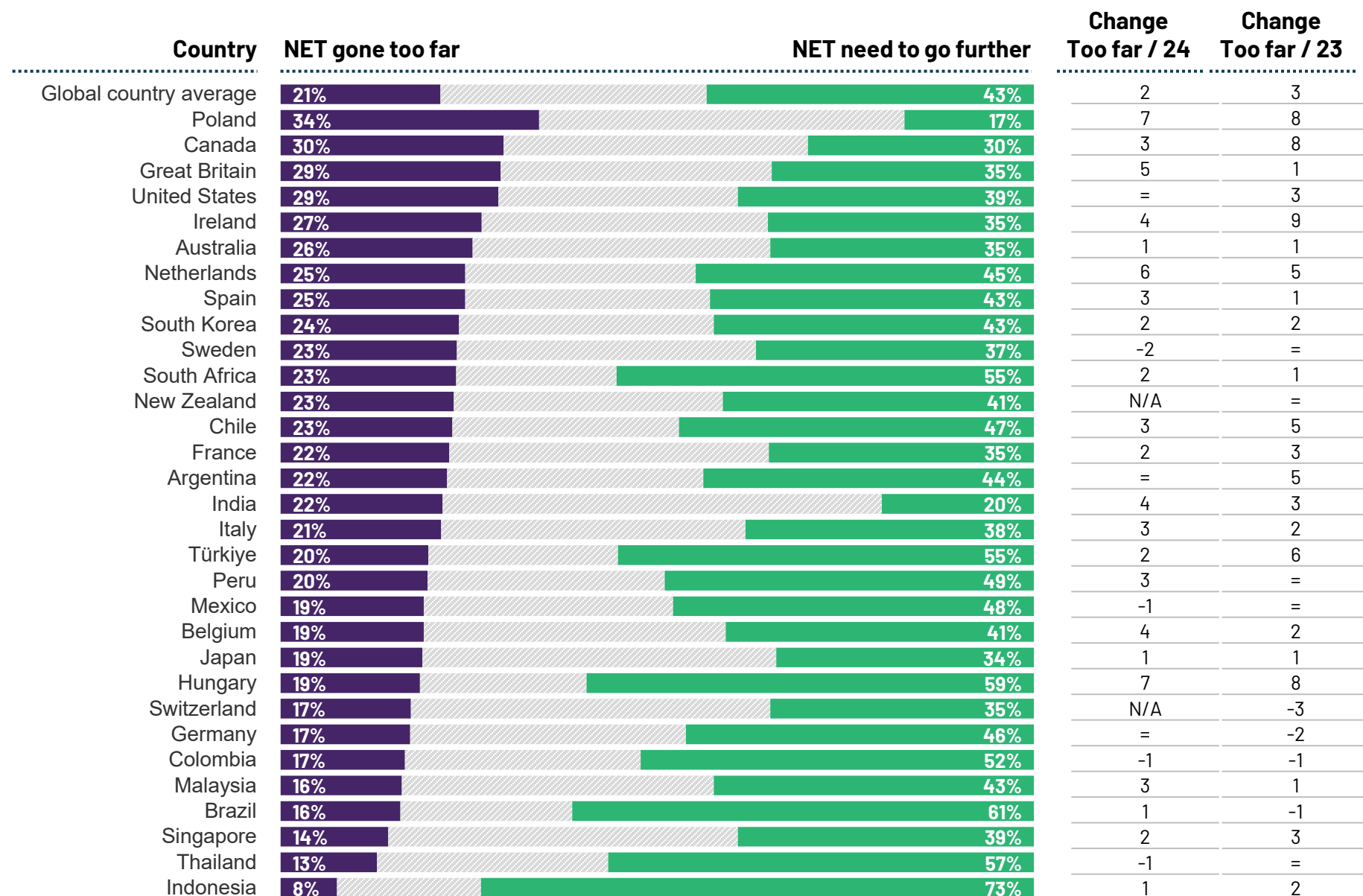
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Base: 23,228 online adults under the age of 75 across 31 countries, interviewed 21 February and 7 March 2025.



Groups perceived to experience unfair treatment in 2025

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

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.

	Argentina	Australia	Belgium	Brazil	Canada	Chile	Colombia	France	Germany	Great Britain	Hungary	India	Indonesia	Ireland	Italy	Japan
People with physical disabilities	37%	30%	36%	39%	28%	38%	40%	42%	40%	31%	22%	19%	45%	29%	31%	25%
Women	21%	25%	22%	36%	20%	28%	27%	33%	33%	19%	25%	22%	28%	23%	28%	16%
Senior citizens	44%	23%	24%	12%	24%	45%	36%	24%	30%	24%	25%	16%	15%	20%	27%	11%
People with mental health conditions	25%	27%	25%	26%	32%	25%	21%	22%	33%	27%	21%	16%	38%	29%	20%	19%
Immigrants	18%	26%	24%	14%	25%	27%	25%	28%	27%	29%	7%	13%	7%	36%	28%	8%
Lesbians, gay men and/or bisexuals	24%	17%	20%	34%	21%	24%	26%	23%	27%	13%	24%	14%	16%	14%	24%	14%
People from minority ethnic groups	10%	23%	19%	24%	24%	15%	19%	17%	17%	27%	15%	15%	34%	24%	13%	6%
Transgender and/or non-binary people	23%	20%	20%	28%	25%	21%	22%	21%	25%	20%	18%	14%	17%	21%	21%	12%
People who are neurodivergent	26%	21%	19%	26%	17%	32%	21%	19%	18%	16%	24%	12%	23%	21%	14%	11%
People of specific religions	7%	15%	9%	17%	10%	6%	11%	16%	12%	15%	5%	17%	36%	9%	5%	3%
Young adults	11%	8%	7%	8%	6%	12%	11%	9%	9%	13%	12%	13%	6%	16%	14%	5%
Men	3%	9%	3%	6%	8%	6%	3%	4%	5%	9%	7%	13%	4%	9%	5%	7%



Groups perceived to experience unfair treatment in 2025

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

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.

	Malaysia	Mexico	Netherlands	New Zealand	Peru	Poland	Singapore	South Africa	South Korea	Spain	Sweden	Switzerland	Thailand	Türkiye	United States
People with physical disabilities	36%	47%	27%	29%	48%	27%	28%	31%	38%	26%	29%	30%	33%	27%	23%
Women	17%	33%	20%	19%	23%	20%	13%	36%	20%	24%	22%	29%	13%	50%	28%
Senior citizens	19%	35%	13%	19%	34%	18%	19%	17%	22%	27%	22%	27%	28%	24%	19%
People with mental health conditions	26%	25%	21%	36%	19%	20%	29%	23%	12%	23%	29%	22%	16%	18%	23%
Immigrants	23%	22%	33%	31%	19%	12%	18%	22%	12%	31%	31%	23%	18%	12%	35%
Lesbians, gay men and/or bisexuals	15%	27%	21%	19%	24%	28%	19%	26%	16%	25%	19%	16%	19%	17%	26%
People from minority ethnic groups	27%	33%	33%	30%	25%	12%	19%	29%	4%	18%	28%	16%	20%	15%	31%
Transgender and/or non-binary people	11%	20%	27%	23%	19%	25%	18%	18%	15%	24%	27%	16%	16%	16%	31%
People who are neurodivergent	22%	29%	14%	24%	29%	15%	23%	14%	19%	20%	21%	20%	26%	9%	18%
People of specific religions	22%	7%	7%	14%	8%	9%	10%	14%	4%	9%	15%	10%	9%	14%	14%
Young adults	7%	11%	7%	10%	8%	8%	9%	20%	12%	10%	8%	10%	8%	27%	6%
Men	6%	8%	5%	7%	5%	9%	4%	13%	14%	9%	6%	6%	4%	12%	11%



Accountable institutions

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

	Argentina	Australia	Belgium	Brazil	Canada	Chile	Colombia	France	Germany	Great Britain	Hungary	India	Indonesia	Ireland	Italy	Japan
The government	64%	65%	61%	71%	57%	75%	70%	63%	57%	64%	69%	33%	76%	64%	65%	57%
The media	26%	30%	16%	21%	21%	30%	25%	12%	25%	27%	28%	23%	40%	22%	23%	19%
Employers	14%	23%	17%	20%	25%	25%	24%	19%	25%	27%	15%	17%	15%	27%	20%	19%
Parents and teachers	28%	21%	13%	18%	20%	24%	32%	16%	22%	20%	13%	21%	31%	24%	27%	5%
Individuals	9%	31%	17%	20%	24%	7%	6%	13%	16%	31%	12%	19%	33%	26%	28%	17%
Advocacy organizations	23%	17%	15%	25%	15%	21%	35%	19%	15%	8%	14%	10%	8%	11%	14%	5%
Religious leaders	9%	12%	6%	13%	9%	5%	15%	5%	9%	13%	8%	20%	44%	10%	9%	3%
Groups experiencing inequality	12%	11%	8%	12%	9%	11%	14%	6%	9%	8%	6%	13%	23%	11%	7%	6%
Someone else	3%	2%	1%	1%	1%	2%	2%	1%	1%	1%	0%	4%	4%	1%	1%	2%

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.



Accountable institutions

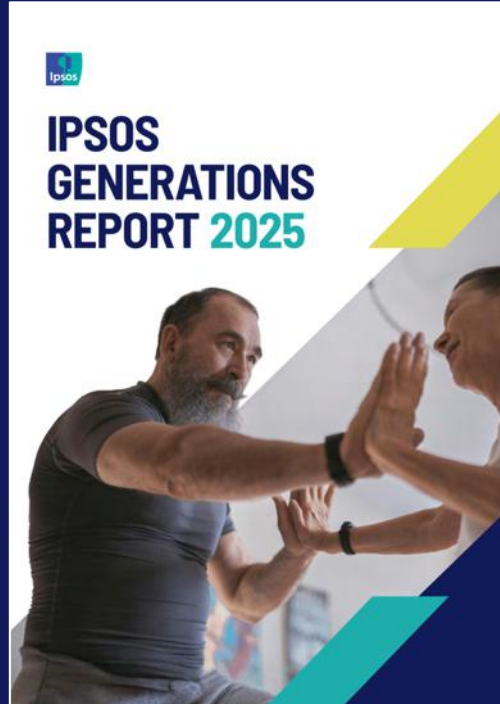
Q. Which of these, if anyone, do you think should be primarily responsible for taking action to try to reduce inequality in your country?

	Malaysia	Mexico	Netherlands	New Zealand	Peru	Poland	Singapore	South Africa	South Korea	Spain	Sweden	Switzerland	Thailand	Türkiye	United States
The government	66%	72%	66%	66%	72%	62%	66%	76%	77%	70%	66%	48%	69%	75%	48%
The media	35%	25%	21%	27%	36%	26%	24%	28%	33%	20%	27%	16%	29%	26%	19%
Employers	22%	23%	20%	29%	12%	18%	31%	30%	17%	19%	36%	28%	21%	20%	22%
Parents and teachers	24%	34%	15%	22%	32%	21%	20%	26%	9%	24%	29%	16%	14%	16%	19%
Individuals	26%	13%	32%	32%	3%	8%	28%	29%	22%	18%	23%	13%	16%	19%	34%
Advocacy organizations	13%	35%	10%	15%	31%	30%	12%	17%	10%	8%	10%	16%	27%	9%	18%
Religious leaders	19%	11%	11%	10%	8%	13%	15%	19%	7%	6%	8%	8%	9%	14%	12%
Groups experiencing inequality	19%	12%	10%	12%	11%	9%	13%	19%	11%	9%	11%	10%	15%	9%	14%
Someone else	2%	2%	0%	1%	2%	0%	1%	0%	1%	1%	1%	2%	5%	2%	2%

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.



Further reading



METHODOLOGY



METHODOLOGY

These are the results of a 31-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, February 21, and Friday, March 7, 2025. For this survey, Ipsos interviewed a total of 23,228 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 1,000 individuals each in Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Mexico, 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, Switzerland, 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, Switzerland, 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, Philippines, 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.



For more information

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