

IPSOS & THE TRUST PROJECT

The Future of Trust in Media: Graphic Reference Report

A Global Advisor Survey

For more information about this survey, go to: <https://www.ipsos.com/en/trust-misplaced>

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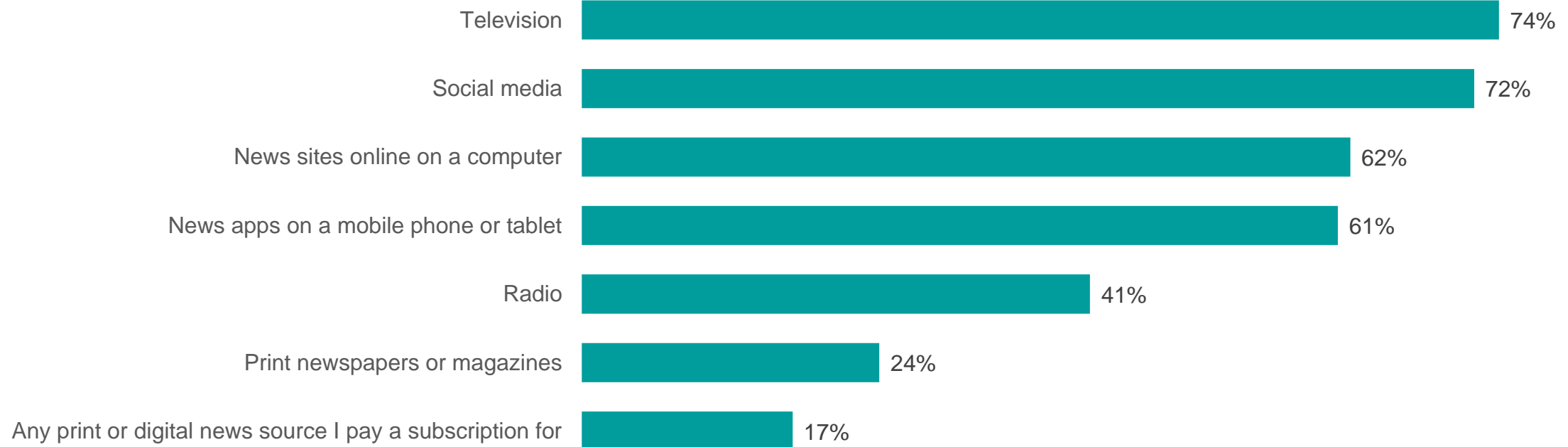
MEDIA USAGE FOR NEWS

1

FREQUENCY OF MEDIA USAGE FOR NEWS – GLOBAL SUMMARY

Q1. How often do you get your news from each of the following sources?

% Three days a week or more often



Base: 18,998 online adults aged 16-74 across 27 countries

FREQUENCY OF MEDIA USAGE FOR NEWS - TELEVISION

Q1. How often do you get your news from each of the following sources?

	Total	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Everyday	60%	56%	55%	63%	61%	43%	61%	40%	62%	57%	57%	59%	78%	74%	76%	66%	44%	58%	65%	60%	53%	53%	67%	60%	67%	51%	73%	46%
3 to 5 days a week	14%	18%	15%	15%	12%	15%	13%	30%	15%	17%	15%	13%	10%	12%	10%	12%	19%	15%	12%	13%	12%	13%	9%	14%	17%	11%	15%	18%
1 or 2 days a week	10%	8%	12%	10%	9%	11%	10%	19%	9%	8%	12%	8%	5%	6%	6%	5%	10%	10%	10%	13%	10%	12%	7%	12%	7%	12%	5%	14%
2 or 3 days per month	4%	3%	4%	4%	3%	5%	2%	5%	3%	3%	3%	3%	2%	2%	1%	2%	5%	5%	1%	5%	5%	7%	2%	5%	2%	6%	1%	5%
Less often	7%	9%	8%	4%	9%	11%	8%	5%	6%	7%	8%	12%	3%	3%	4%	11%	13%	6%	9%	7%	11%	9%	7%	3%	5%	14%	2%	8%
Never	6%	7%	6%	5%	5%	14%	6%	2%	5%	8%	5%	5%	2%	2%	4%	4%	8%	6%	3%	3%	9%	6%	8%	5%	2%	7%	5%	9%

Base: 18,998 online adults aged 16-74 across 27 countries

FREQUENCY OF MEDIA USAGE FOR NEWS - RADIO

Q1. How often do you get your news from each of the following sources?

	Total	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Everyday	25%	23%	29%	43%	20%	24%	18%	15%	30%	41%	30%	33%	23%	30%	10%	34%	22%	33%	22%	36%	19%	16%	43%	13%	28%	24%	10%	17%
3 to 5 days a week	15%	13%	18%	15%	10%	17%	11%	17%	17%	18%	15%	15%	13%	20%	10%	17%	12%	23%	17%	19%	12%	11%	13%	15%	15%	16%	17%	15%
1 or 2 days a week	14%	8%	18%	15%	14%	18%	14%	21%	13%	9%	14%	17%	12%	17%	10%	12%	14%	13%	15%	16%	14%	11%	12%	14%	13%	13%	14%	19%
2 or 3 days per month	6%	5%	5%	3%	5%	8%	6%	11%	6%	6%	6%	4%	6%	7%	5%	4%	6%	7%	5%	4%	7%	6%	5%	11%	6%	8%	10%	8%
Less often	20%	23%	15%	13%	29%	18%	26%	22%	15%	13%	17%	15%	24%	14%	25%	27%	23%	13%	25%	15%	20%	26%	16%	10%	20%	24%	23%	20%
Never	19%	27%	15%	11%	22%	15%	24%	14%	19%	13%	18%	15%	22%	12%	40%	7%	23%	12%	17%	10%	28%	30%	11%	35%	19%	14%	26%	21%

Base: 18,998 online adults aged 16-74 across 27 countries

FREQUENCY OF MEDIA USAGE FOR NEWS - PRINT NEWSPAPERS OR MAGAZINES

Q1. How often do you get your news from each of the following sources?

	Total	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Everyday	14%	7%	9%	15%	11%	6%	11%	11%	8%	15%	9%	10%	56%	18%	34%	26%	6%	13%	15%	9%	3%	20%	8%	10%	10%	12%	17%	11%
3 to 5 days a week	9%	4%	7%	8%	9%	5%	6%	17%	10%	11%	6%	8%	13%	15%	5%	12%	9%	7%	13%	9%	6%	11%	10%	10%	12%	12%	12%	8%
1 or 2 days a week	14%	10%	15%	16%	11%	15%	13%	23%	14%	14%	10%	13%	11%	19%	6%	11%	14%	17%	15%	19%	16%	7%	17%	11%	17%	14%	15%	13%
2 or 3 days per month	8%	6%	7%	5%	6%	9%	8%	13%	10%	9%	9%	11%	3%	9%	4%	5%	12%	8%	7%	12%	13%	5%	9%	13%	10%	10%	9%	8%
Less often	28%	27%	32%	30%	34%	32%	30%	25%	28%	27%	29%	34%	10%	23%	23%	34%	34%	24%	34%	29%	29%	20%	31%	14%	28%	37%	26%	26%
Never	26%	45%	30%	26%	29%	33%	32%	12%	28%	25%	36%	25%	7%	16%	28%	12%	25%	31%	18%	21%	33%	37%	25%	43%	23%	15%	22%	34%

Base: 18,998 online adults aged 16-74 across 27 countries

FREQUENCY OF MEDIA USAGE FOR NEWS - NEWS SITES ONLINE ON A COMPUTER

Q1. How often do you get your news from each of the following sources?

	Total	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Everyday	45%	37%	32%	46%	52%	36%	37%	37%	30%	33%	40%	64%	57%	57%	50%	54%	28%	39%	40%	57%	53%	48%	52%	55%	38%	41%	60%	29%
3 to 5 days a week	18%	18%	16%	16%	16%	17%	20%	30%	16%	20%	16%	12%	15%	18%	16%	18%	20%	18%	18%	21%	15%	13%	17%	19%	20%	17%	14%	21%
1 or 2 days a week	12%	11%	15%	14%	11%	13%	11%	19%	14%	12%	14%	13%	9%	11%	11%	7%	10%	13%	15%	9%	11%	9%	13%	13%	15%	12%	10%	15%
2 or 3 days per month	5%	5%	5%	5%	4%	8%	5%	6%	6%	6%	5%	2%	4%	4%	3%	2%	7%	9%	5%	2%	3%	4%	3%	5%	7%	5%	3%	8%
Less often	11%	17%	15%	10%	10%	13%	15%	6%	17%	16%	13%	7%	8%	6%	11%	13%	19%	9%	11%	10%	8%	11%	10%	3%	14%	17%	6%	12%
Never	9%	12%	17%	9%	7%	13%	11%	1%	16%	13%	13%	2%	8%	6%	10%	7%	14%	12%	11%	1%	9%	15%	5%	4%	7%	8%	8%	16%

Base: 18,998 online adults aged 16-74 across 27 countries

FREQUENCY OF MEDIA USAGE FOR NEWS - NEWS APPS ON A MOBILE PHONE OR TABLET

Q1. How often do you get your news from each of the following sources?

	Total	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Everyday	47%	44%	28%	36%	50%	32%	45%	58%	31%	31%	38%	43%	64%	47%	48%	72%	45%	52%	52%	38%	48%	61%	58%	49%	45%	47%	74%	26%
3 to 5 days a week	14%	16%	12%	15%	17%	10%	12%	23%	12%	15%	11%	11%	12%	14%	11%	11%	16%	12%	14%	19%	12%	12%	11%	16%	15%	14%	11%	14%
1 or 2 days a week	9%	8%	11%	8%	10%	9%	10%	10%	11%	10%	8%	6%	10%	9%	10%	5%	10%	9%	7%	14%	8%	5%	8%	11%	11%	9%	5%	11%
2 or 3 days per month	4%	4%	4%	3%	3%	6%	4%	5%	4%	3%	3%	3%	2%	3%	4%	1%	6%	3%	2%	3%	2%	8%	3%	6%	5%	4%	2%	6%
Less often	11%	15%	16%	14%	11%	16%	14%	2%	15%	17%	12%	15%	6%	9%	9%	7%	12%	7%	13%	9%	10%	7%	11%	5%	10%	11%	3%	12%
Never	16%	14%	29%	24%	10%	28%	14%	2%	27%	24%	28%	21%	6%	17%	18%	3%	11%	16%	12%	16%	20%	8%	8%	14%	14%	15%	5%	30%

Base: 18,998 online adults aged 16-74 across 27 countries

FREQUENCY OF MEDIA USAGE FOR NEWS – SOCIAL MEDIA

Q1. How often do you get your news from each of the following sources?

	Total	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Everyday	59%	66%	41%	55%	68%	48%	69%	55%	48%	34%	40%	64%	77%	58%	41%	82%	65%	60%	76%	61%	63%	72%	76%	37%	55%	51%	81%	34%
3 to 5 days a week	13%	12%	15%	13%	12%	12%	13%	20%	12%	12%	13%	12%	13%	17%	16%	9%	15%	11%	12%	14%	14%	11%	10%	20%	15%	15%	10%	17%
1 or 2 days a week	9%	7%	13%	7%	7%	11%	6%	16%	10%	11%	10%	10%	3%	8%	15%	4%	7%	8%	7%	12%	10%	8%	5%	15%	9%	7%	4%	12%
2 or 3 days per month	3%	2%	4%	2%	2%	4%	1%	4%	4%	3%	3%	3%	3%	2%	3%	1%	4%	2%	1%	2%	3%	2%	1%	8%	4%	3%	1%	3%
Less often	7%	7%	9%	10%	7%	10%	7%	3%	8%	18%	14%	6%	2%	6%	11%	3%	6%	8%	3%	8%	5%	4%	5%	6%	9%	11%	3%	10%
Never	9%	6%	17%	14%	2%	15%	3%	1%	18%	22%	21%	4%	2%	8%	14%	1%	3%	12%	2%	3%	4%	3%	3%	13%	8%	12%	2%	23%

Base: 18,998 online adults aged 16-74 across 27 countries

FREQUENCY OF MEDIA USAGE FOR NEWS – ANY PRINT OR DIGITAL NEWS SOURCE I PAY A SUBSCRIPTION FOR

Q1. How often do you get your news from each of the following sources?

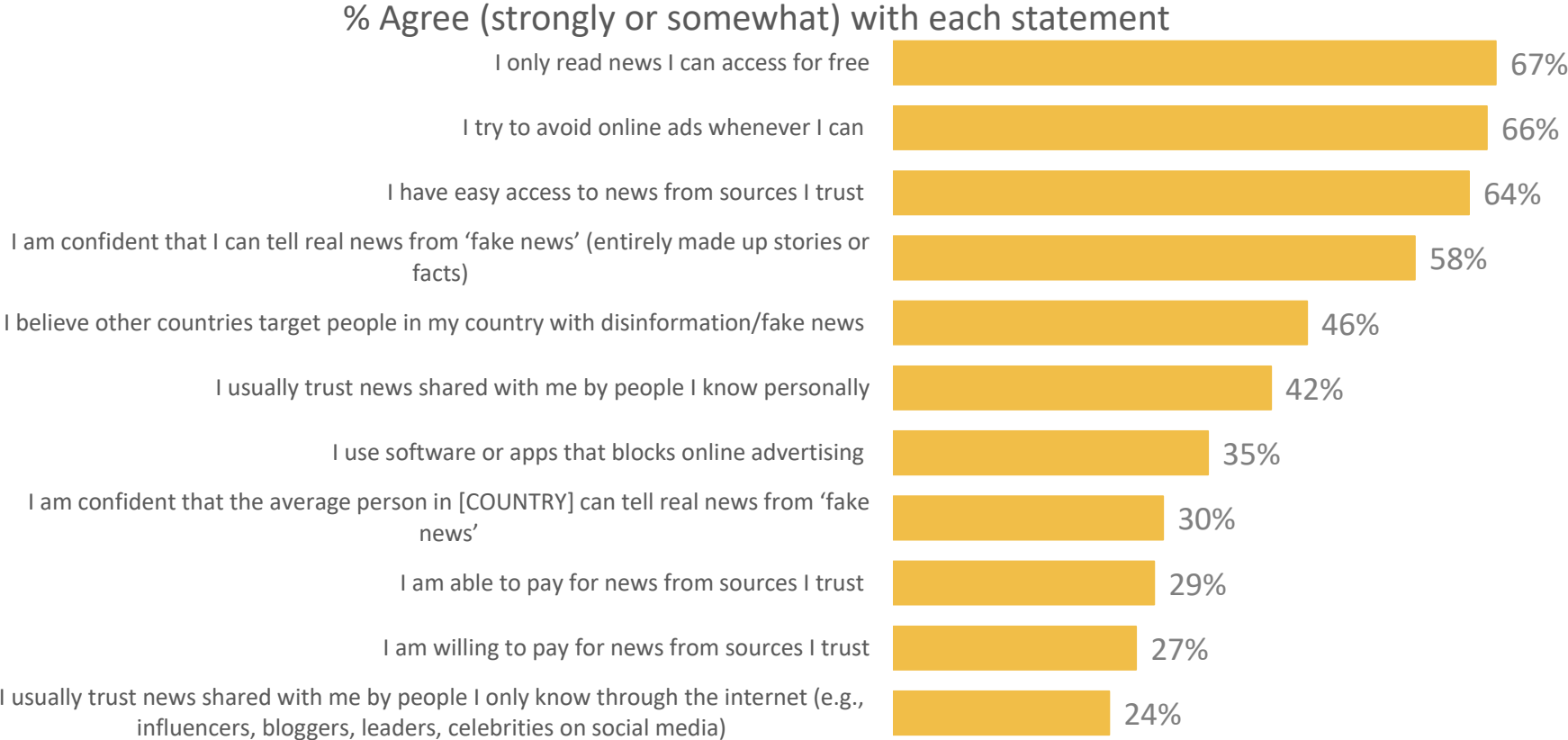
	Total	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Everyday	10%	13%	8%	11%	19%	5%	8%	6%	7%	6%	6%	5%	25%	12%	7%	29%	8%	11%	11%	7%	2%	16%	8%	3%	7%	19%	16%	7%
3 to 5 days a week	7%	3%	5%	5%	7%	3%	5%	17%	5%	7%	3%	7%	12%	8%	2%	13%	6%	4%	6%	8%	4%	10%	5%	5%	7%	11%	8%	6%
1 or 2 days a week	7%	4%	4%	7%	5%	3%	6%	17%	7%	5%	3%	6%	9%	9%	2%	10%	7%	4%	6%	9%	5%	5%	8%	7%	7%	9%	6%	6%
2 or 3 days per month	4%	3%	2%	2%	3%	3%	2%	11%	3%	3%	2%	2%	5%	5%	2%	3%	5%	4%	2%	6%	4%	4%	5%	5%	2%	6%	4%	3%
Less often	15%	15%	11%	12%	16%	11%	16%	23%	12%	13%	10%	18%	17%	14%	8%	22%	21%	9%	19%	28%	11%	15%	20%	10%	11%	22%	11%	12%
Never	57%	61%	70%	63%	49%	76%	62%	27%	66%	67%	77%	63%	33%	52%	78%	23%	51%	68%	56%	41%	74%	50%	55%	70%	66%	32%	54%	67%

Base: 18,998 online adults aged 16-74 across 27 countries

ATTITUDES AND EXPERIENCES WITH MEDIA

2

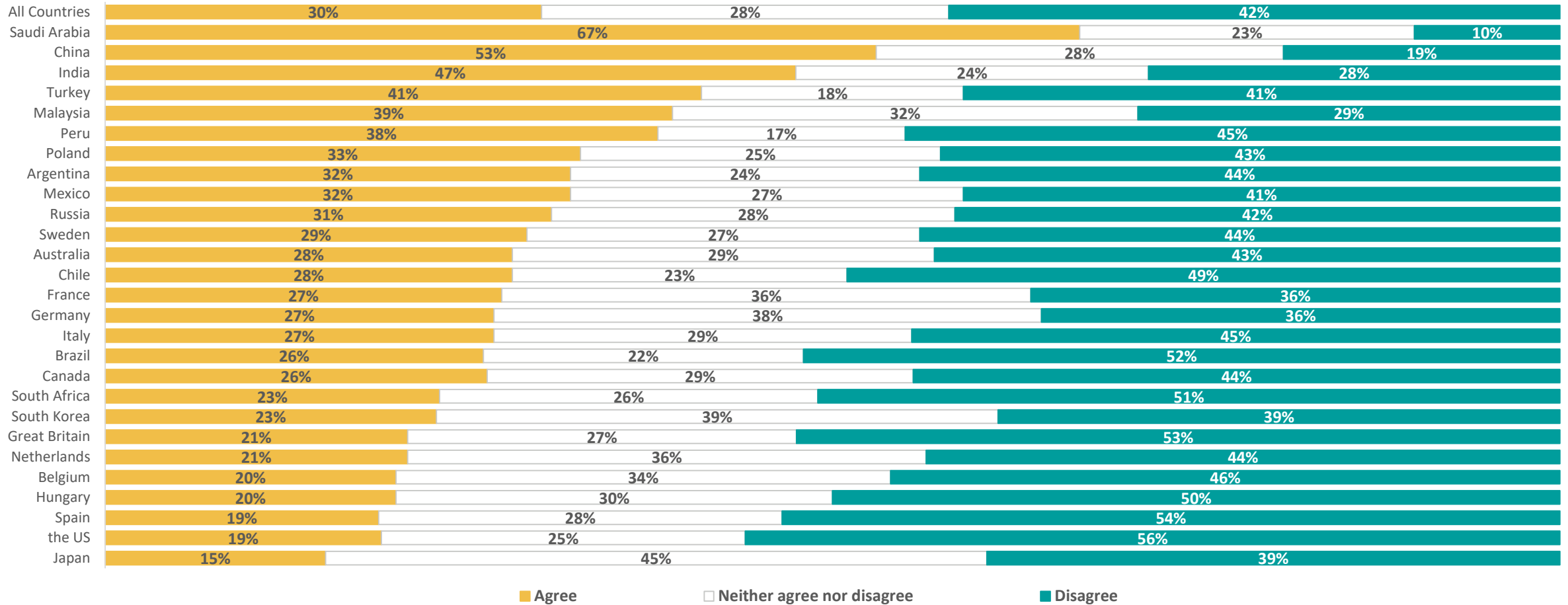
ATTITUDES AND EXPERIENCES WITH MEDIA - GLOBAL SUMMARY



Base: 18,998 online adults aged 16-74 across 27 countries

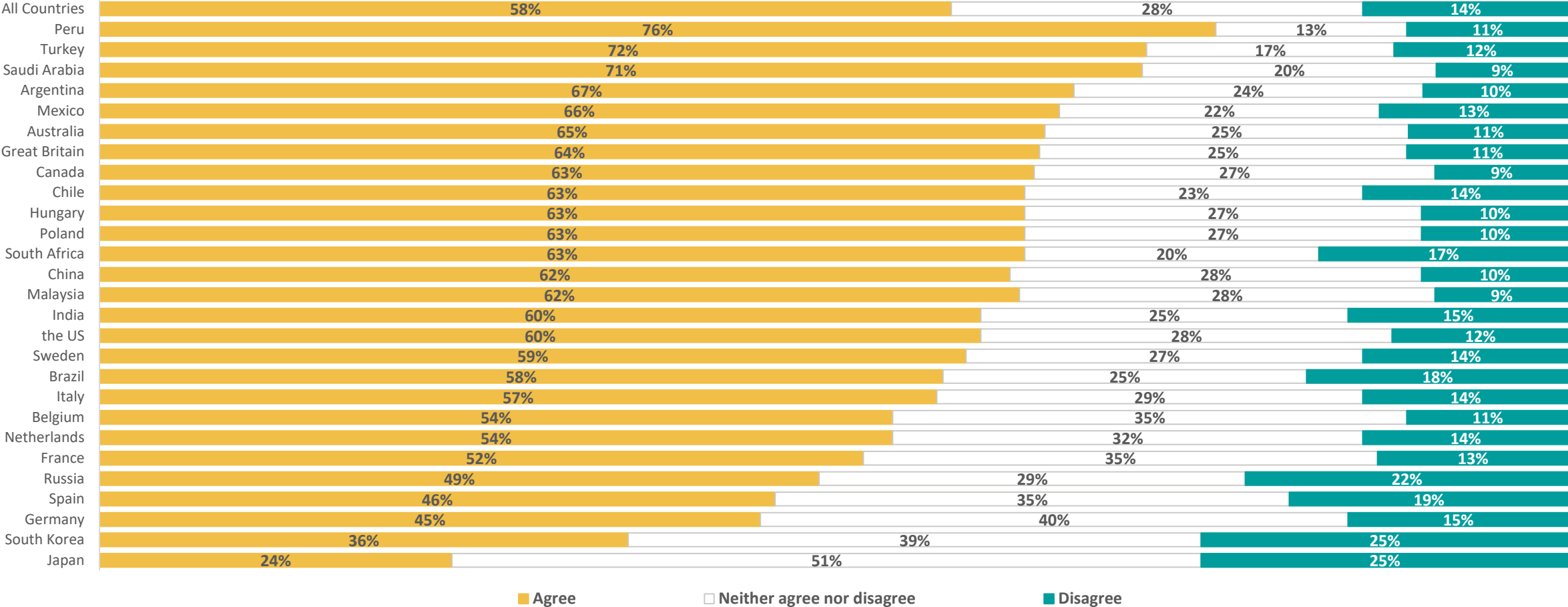


I AM CONFIDENT THAT THE AVERAGE PERSON IN [COUNTRY] CAN TELL REAL NEWS FROM 'FAKE NEWS'



Base: 18,998 online adults aged 16-74 across 27 countries

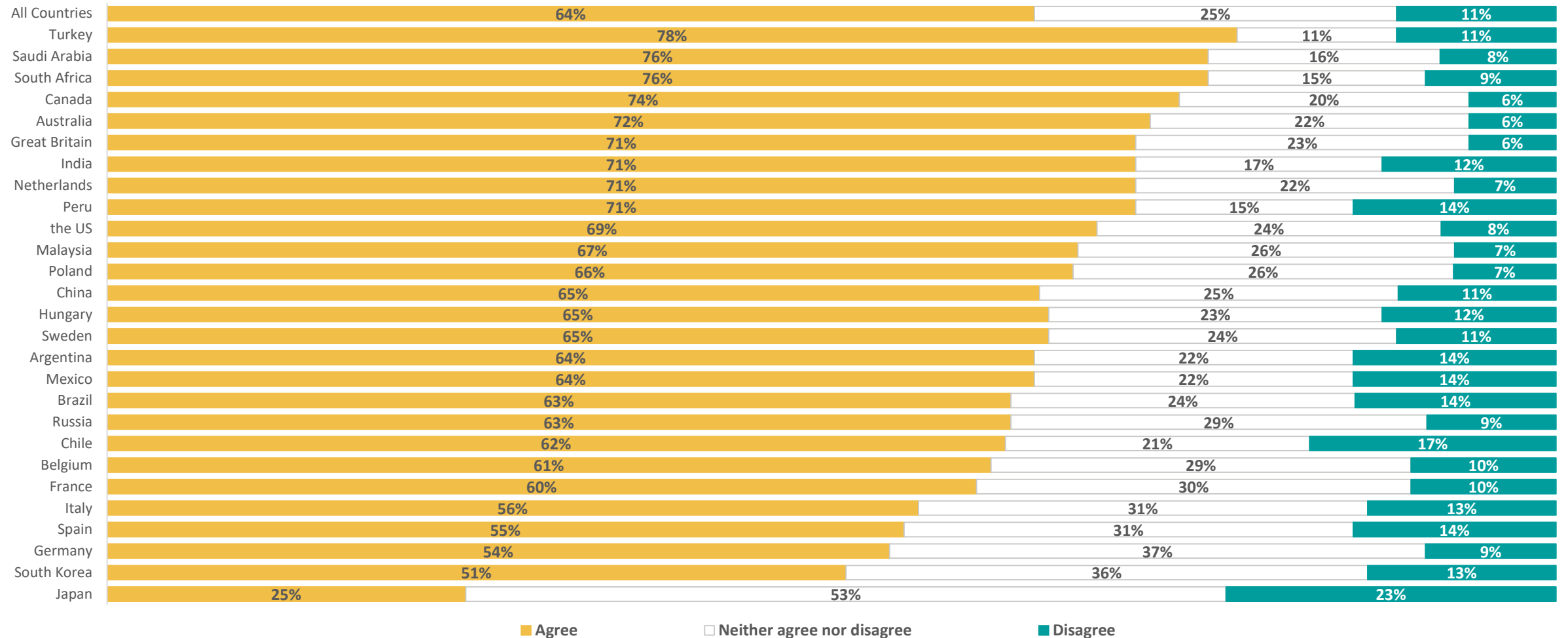
I AM CONFIDENT THAT I CAN TELL REAL NEWS FROM 'FAKE NEWS' (ENTIRELY MADE UP STORIES OR FACTS)



Base: 18,998 online adults aged 16-74 across 27 countries

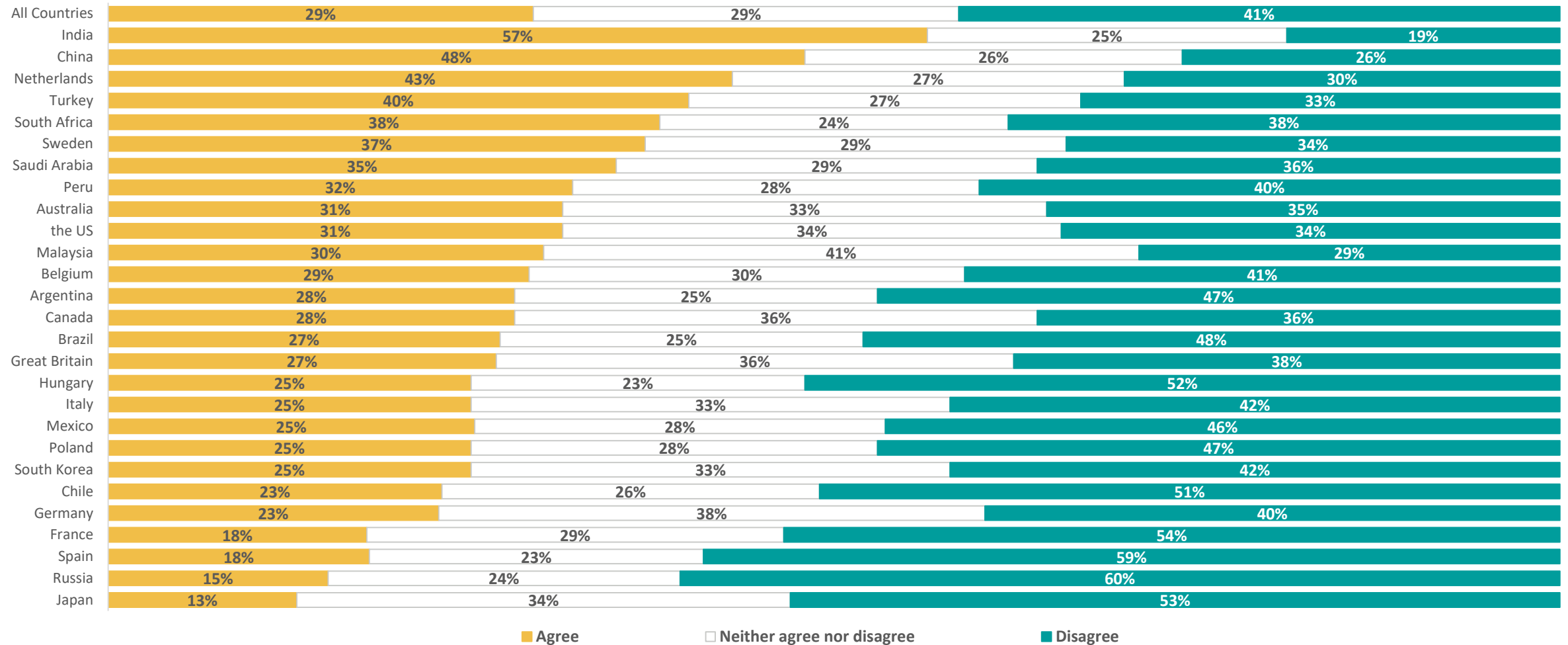


I HAVE EASY ACCESS TO NEWS FROM SOURCES I TRUST



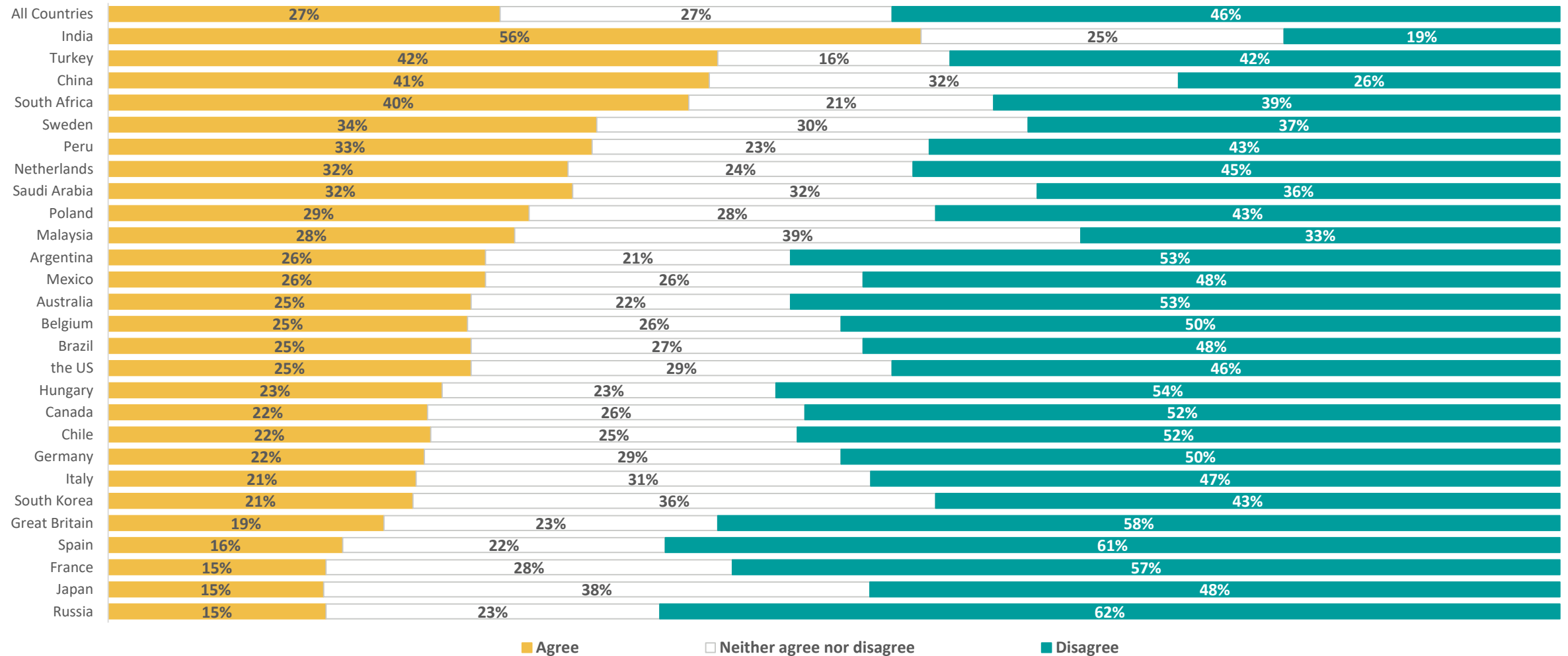
Base: 18,998 online adults aged 16-74 across 27 countries

I AM ABLE TO PAY FOR NEWS FROM SOURCES I TRUST



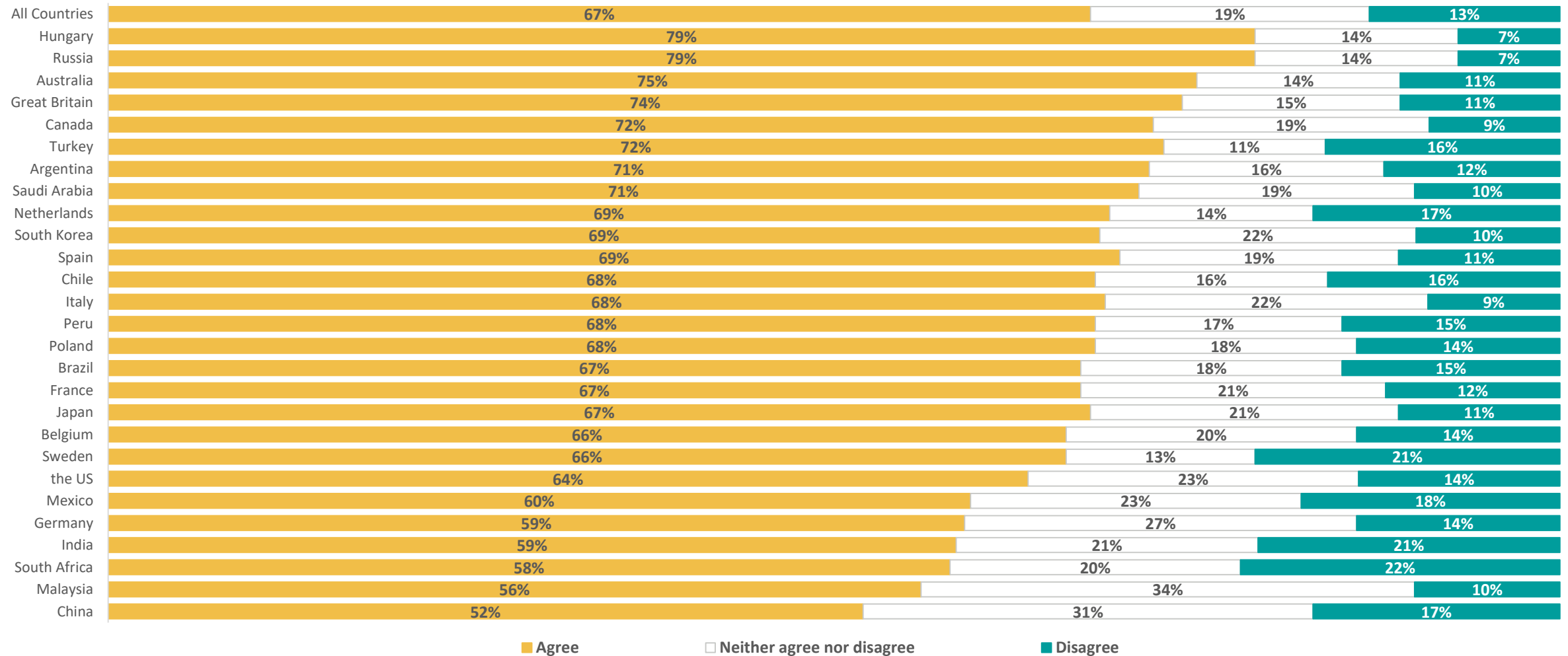
Base: 18,998 online adults aged 16-74 across 27 countries

I AM WILLING TO PAY FOR NEWS FROM SOURCES I TRUST



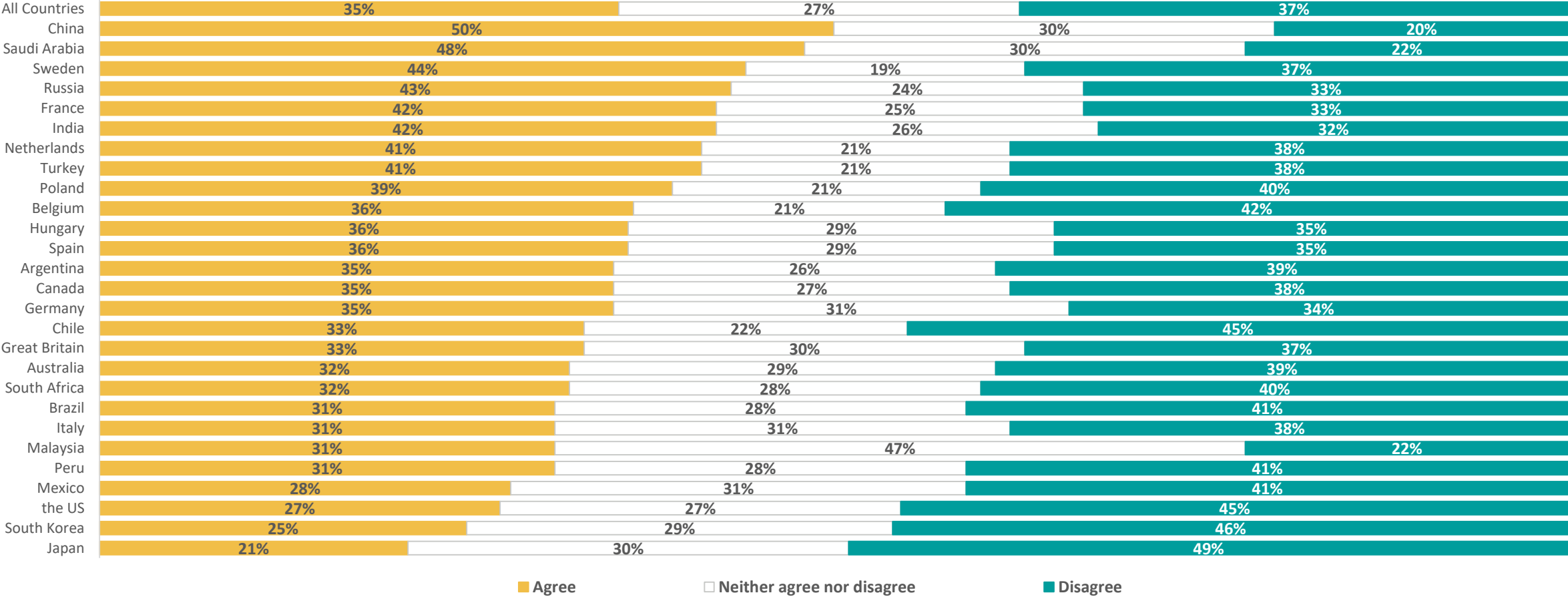
Base: 18,998 online adults aged 16-74 across 27 countries

I ONLY READ NEWS I CAN ACCESS FOR FREE



Base: 18,998 online adults aged 16-74 across 27 countries

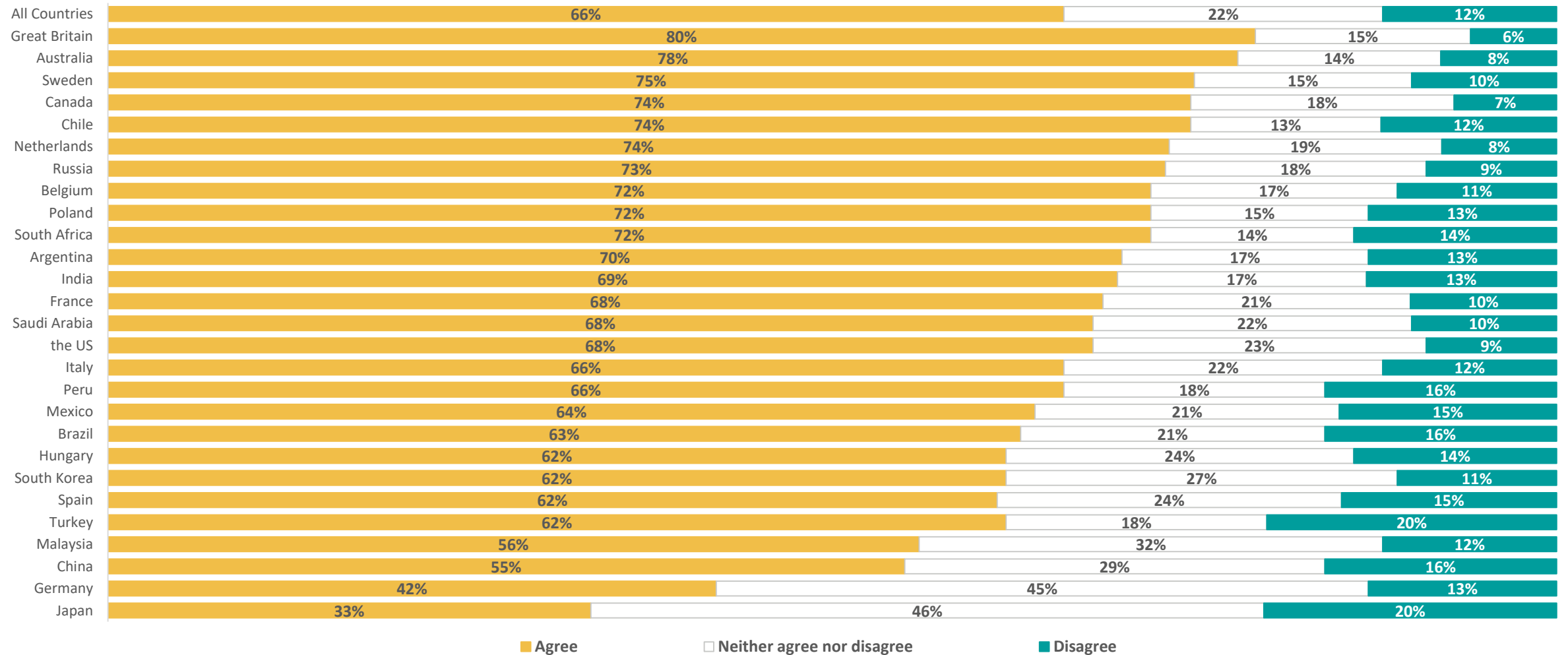
I USE SOFTWARE OR APPS THAT BLOCKS ONLINE ADVERTISING



Base: 18,998 online adults aged 16-74 across 27 countries

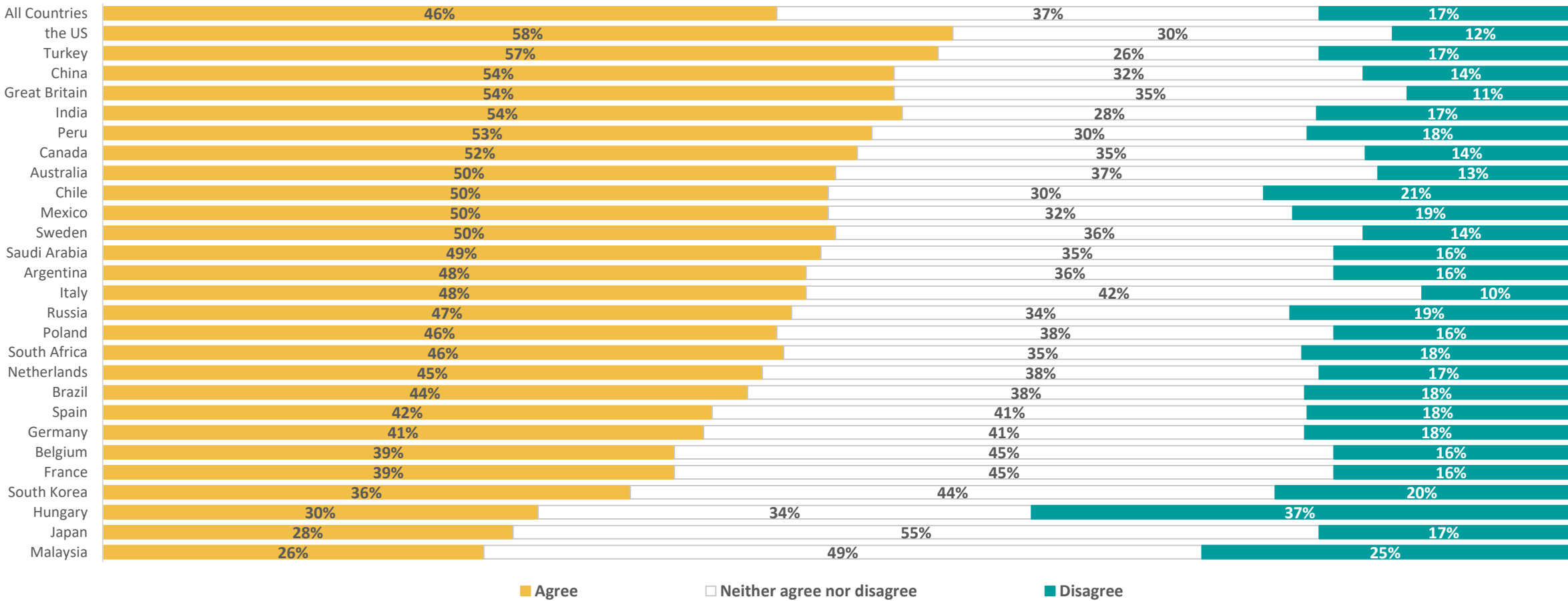


I TRY TO AVOID ONLINE ADS WHENEVER I CAN



Base: 18,998 online adults aged 16-74 across 27 countries

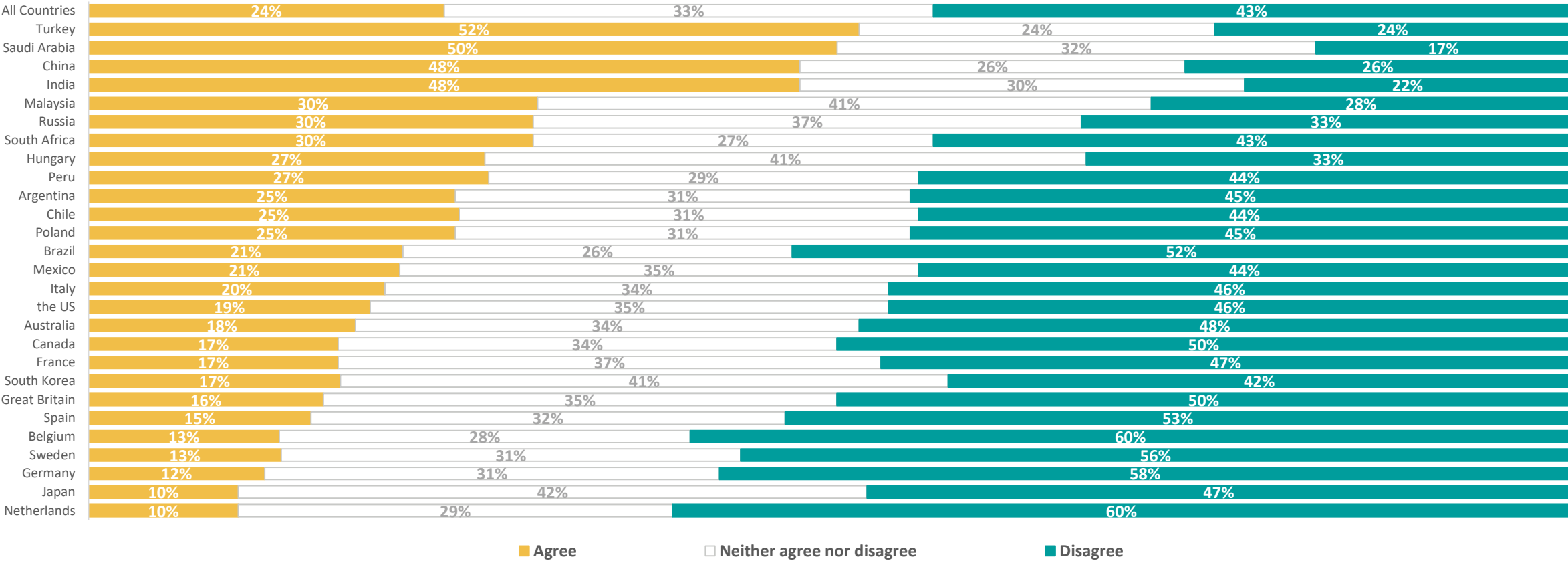
I BELIEVE OTHER COUNTRIES TARGET PEOPLE IN MY COUNTRY WITH DISINFORMATION/FAKE NEWS



Base: 18,998 online adults aged 16-74 across 27 countries



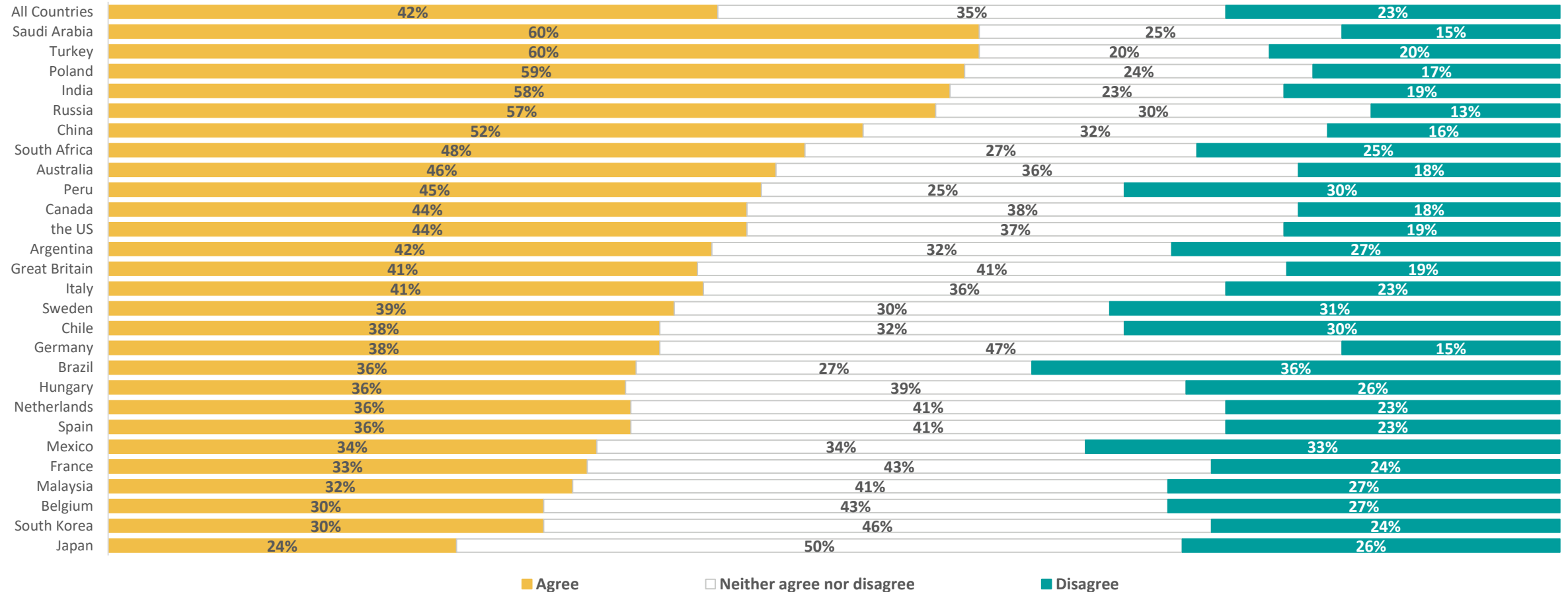
I USUALLY TRUST NEWS SHARED WITH ME BY PEOPLE I ONLY KNOW THROUGH THE INTERNET (E.G., INFLUENCERS, BLOGGERS, LEADERS, CELEBRITIES ON SOCIAL MEDIA)



Base: 18,998 online adults aged 16-74 across 27 countries



I USUALLY TRUST NEWS SHARED WITH ME BY PEOPLE I KNOW PERSONALLY



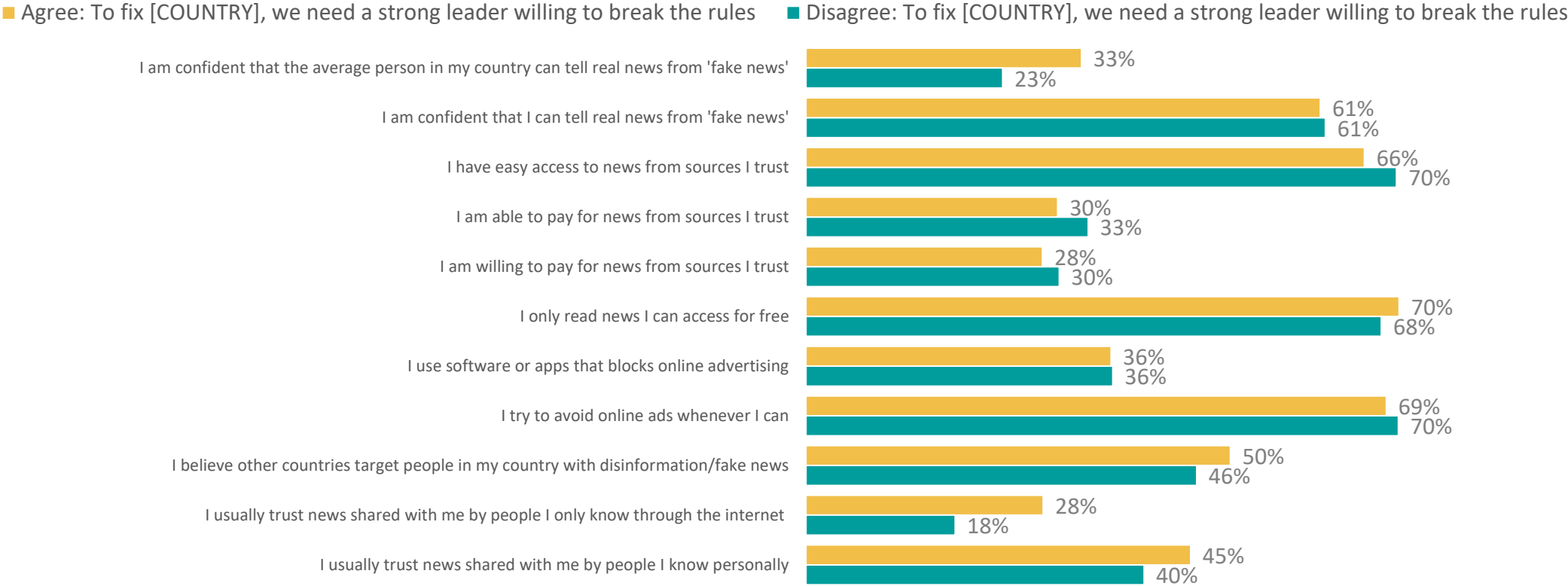
Base: 18,998 online adults aged 16-74 across 27 countries

ATTITUDES AND EXPERIENCES WITH MEDIA DEPENDING ON POPULIST VIEWS

3

ATTITUDES AND EXPERIENCES WITH MEDIA - GLOBAL SUMMARY

% Agree with each statement depending among those who agree and those who disagree that:
 “To fix [COUNTRY], we need a strong leader willing to break the rules”

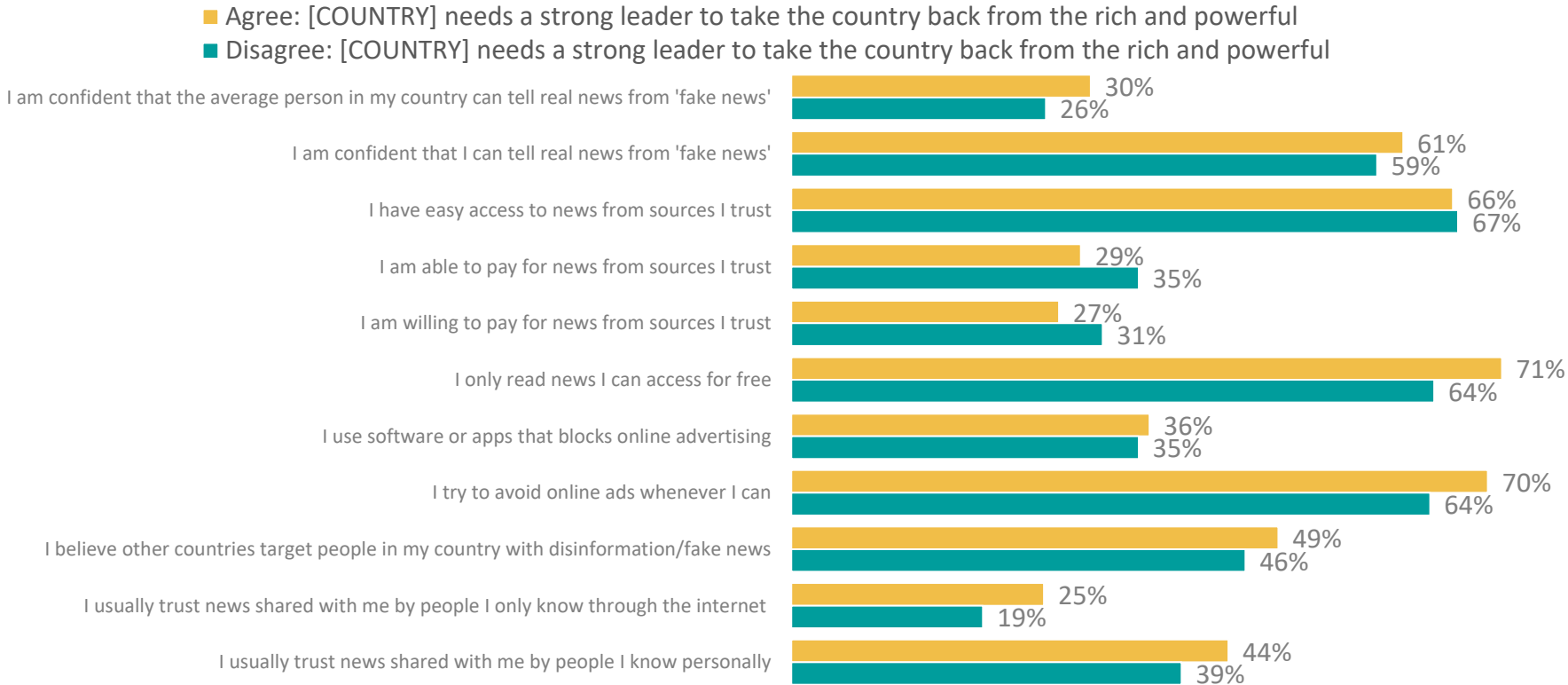


Base: Agree or disagree with filter statement among 18,998 online adults aged 16-74 across 27 countries



ATTITUDES AND EXPERIENCES WITH MEDIA - GLOBAL SUMMARY

% Agree with each statement depending among those who agree and those who disagree that: “[COUNTRY] needs a strong leader to take the country back from the rich and powerful”

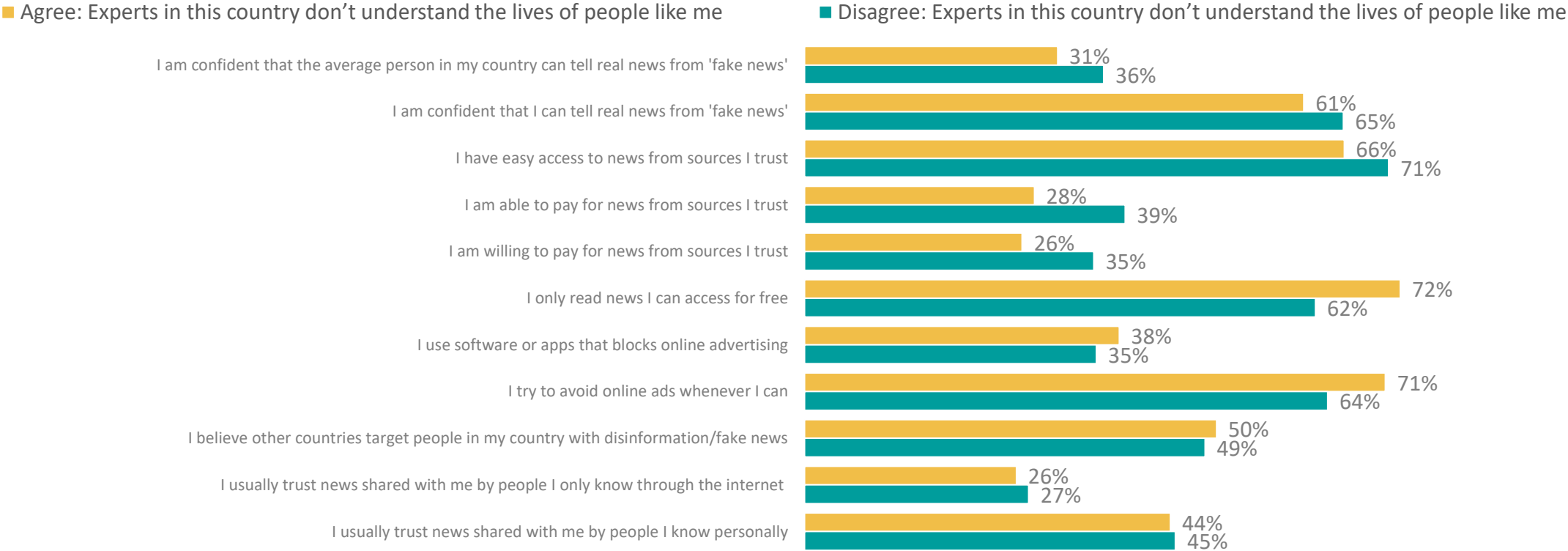


Base: Agree or disagree with filter statement among 18,998 online adults aged 16-74 across 27 countries



ATTITUDES AND EXPERIENCES WITH MEDIA - GLOBAL SUMMARY

% Agree with each statement depending among those who agree and those who disagree that:
 “Experts in this country don’t understand the lives of people like me”

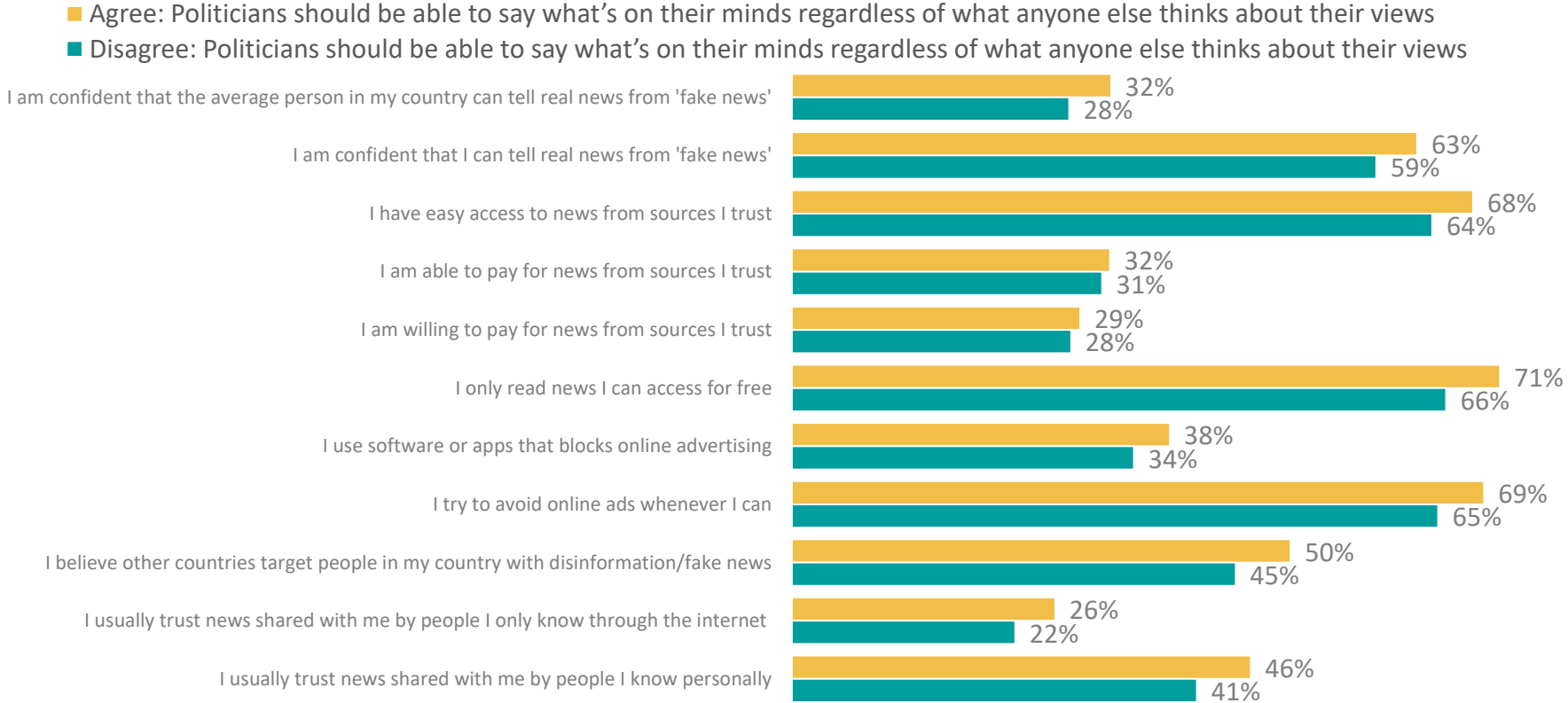


Base: Agree or disagree with filter statement among 18,998 online adults aged 16-74 across 27 countries



ATTITUDES AND EXPERIENCES WITH MEDIA - GLOBAL SUMMARY

% Agree with each statement depending among those who agree and those who disagree that:
 “Politicians should be able to say what’s on their minds regardless of what anyone else thinks about their views”



Base: Agree or disagree with filter statement among 18,998 online adults aged 16-74 across 27 countries

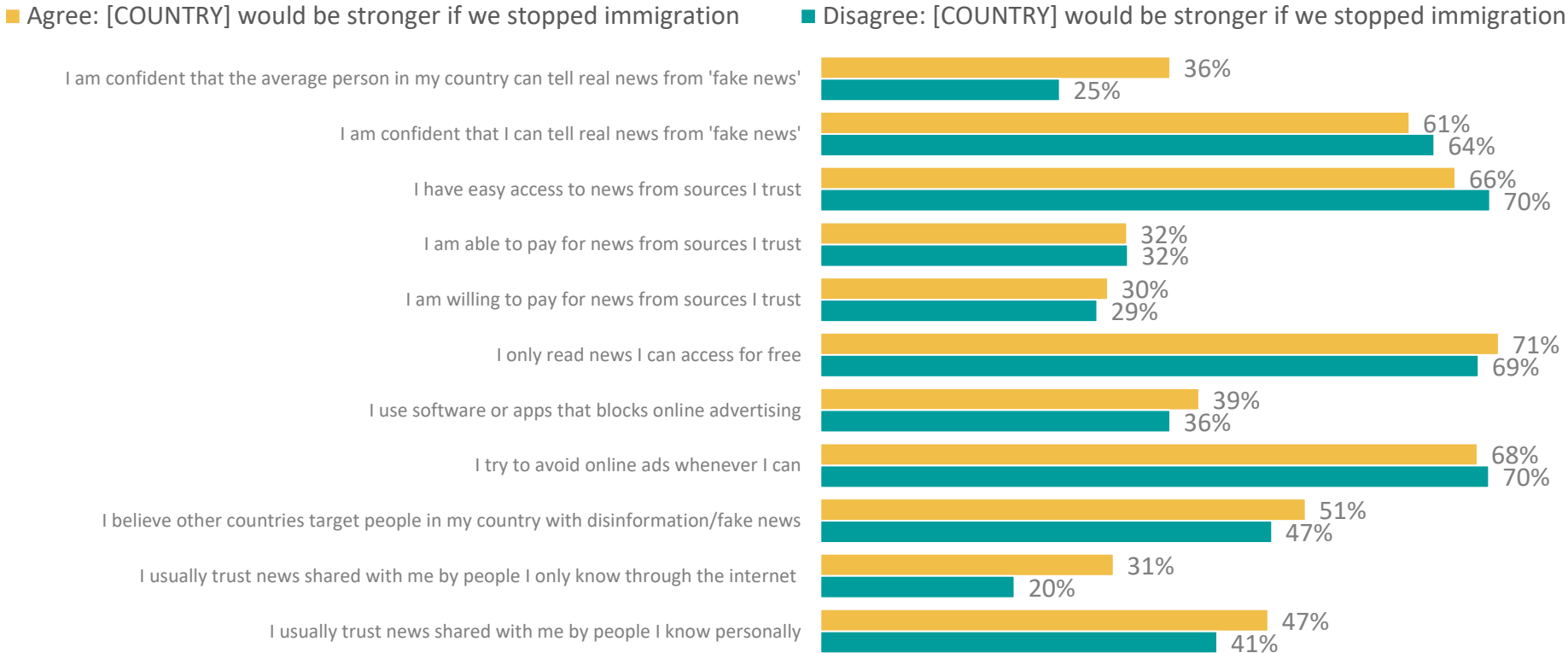


ATTITUDES AND EXPERIENCES WITH MEDIA DEPENDING ON NATIVIST VIEWS

4

ATTITUDES AND EXPERIENCES WITH MEDIA - GLOBAL SUMMARY

% Agree with each statement depending among those who agree and those who disagree that: “[COUNTRY] would be stronger if we stopped immigration”

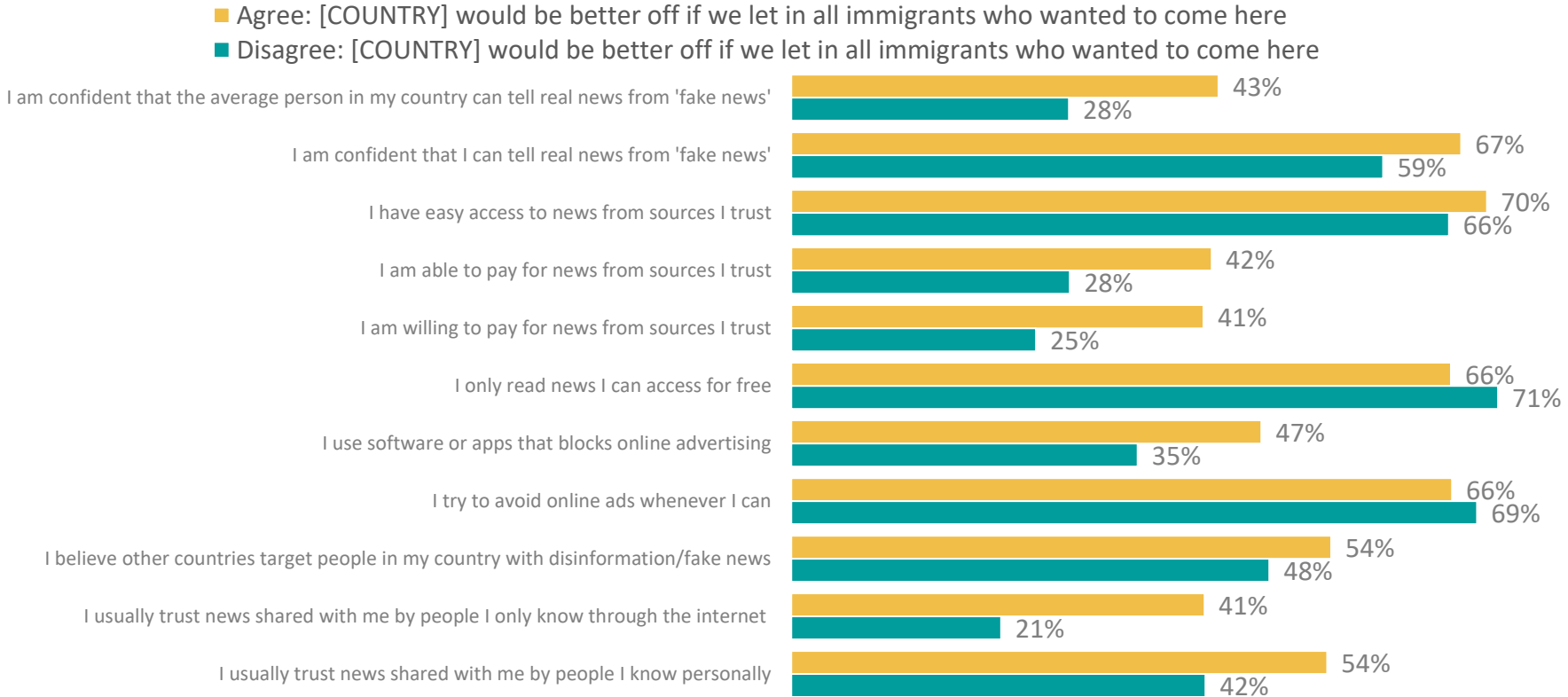


Base: Agree or disagree with filter statement among 18,998 online adults aged 16-74 across 27 countries



ATTITUDES AND EXPERIENCES WITH MEDIA - GLOBAL SUMMARY

% Agree with each statement depending among those who agree and those who disagree that: “[COUNTRY] would be better off if we let in all immigrants who wanted to come here”

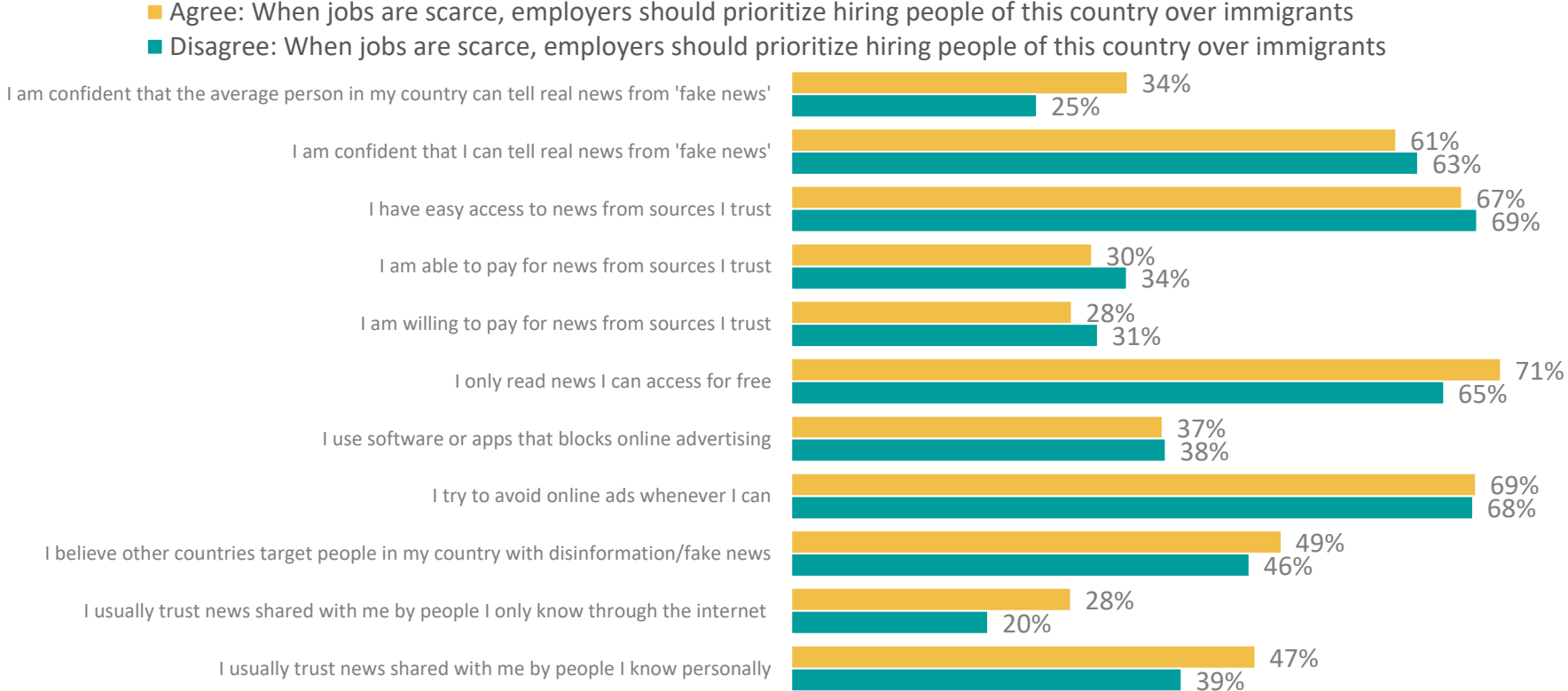


Base: Agree or disagree with filter statement among 18,998 online adults aged 16-74 across 27 countries



ATTITUDES AND EXPERIENCES WITH MEDIA - GLOBAL SUMMARY

% Agree with each statement depending among those who agree and those who disagree that:
 “When jobs are scarce, employers should prioritize hiring people of this country over immigrants”

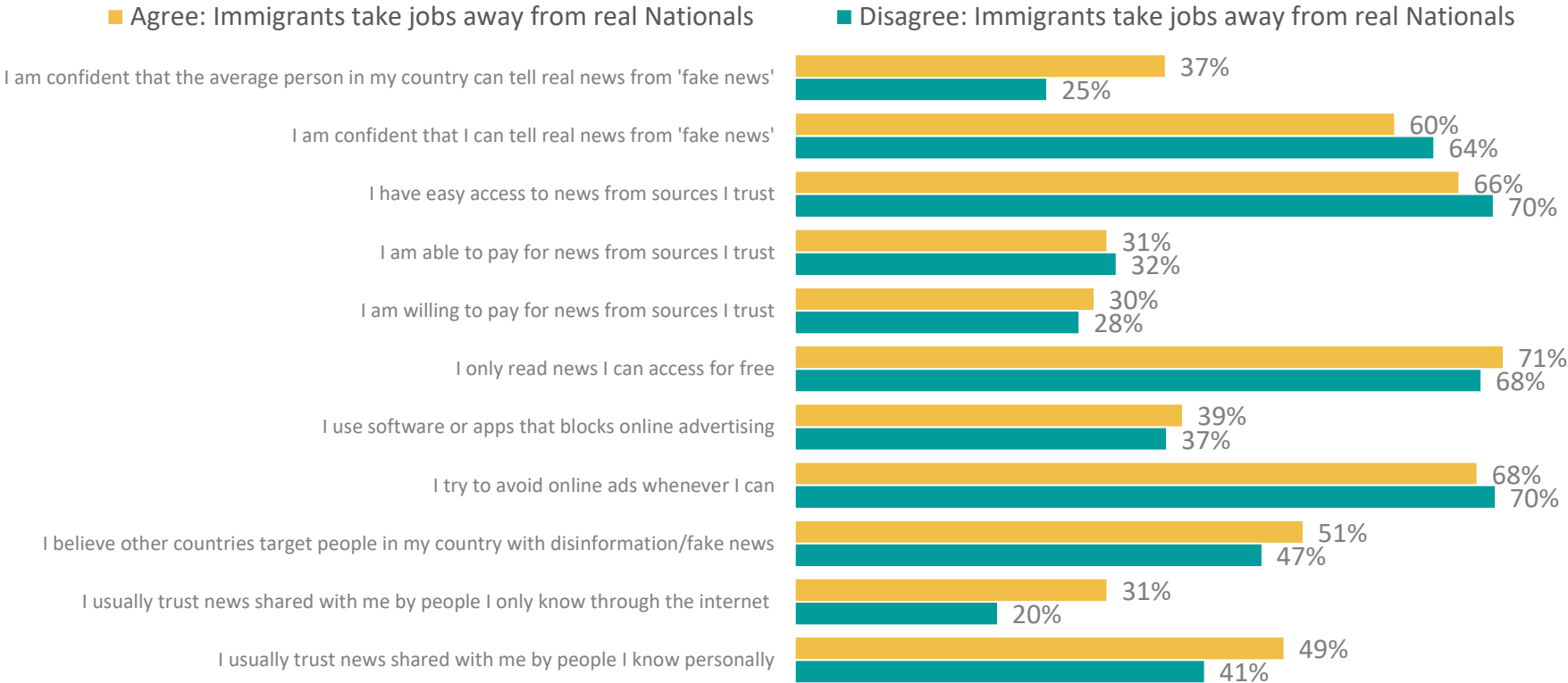


Base: Agree or disagree with filter statement among 18,998 online adults aged 16-74 across 27 countries



ATTITUDES AND EXPERIENCES WITH MEDIA - GLOBAL SUMMARY

% Agree with each statement depending among those who agree and those who disagree that: “Immigrants take jobs away from real [COUNTRY NATIONALS]”

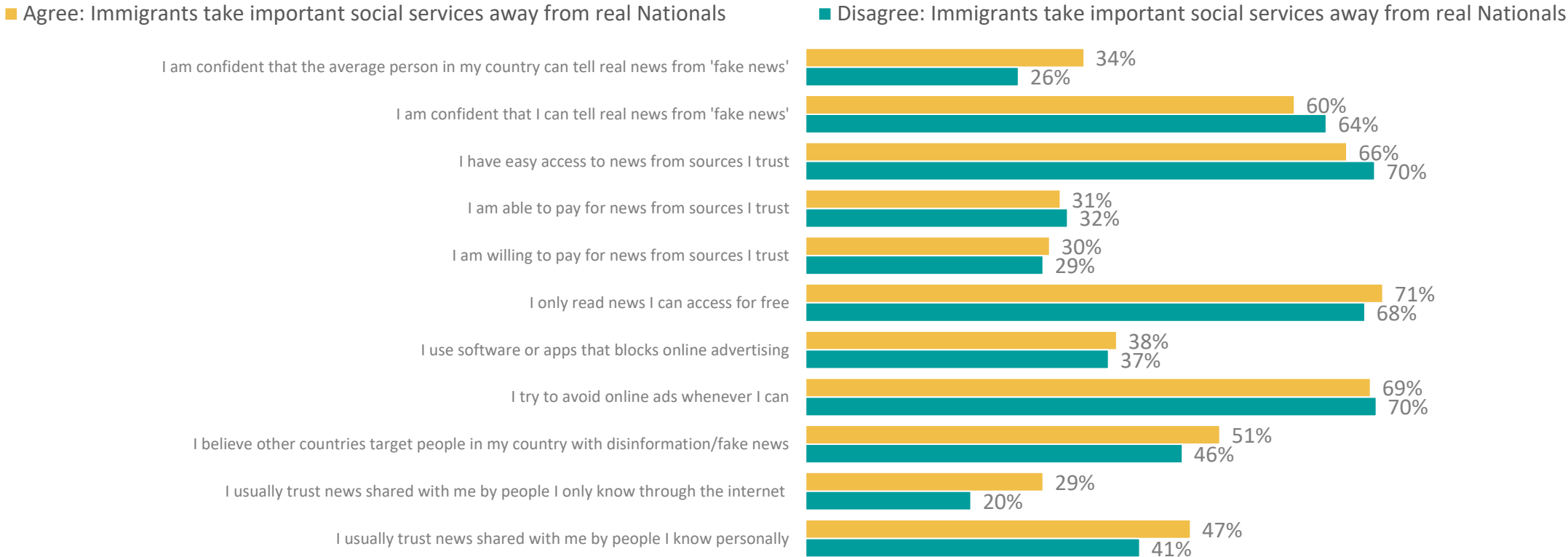


Base: Agree or disagree with filter statement among 18,998 online adults aged 16-74 across 27 countries



ATTITUDES AND EXPERIENCES WITH MEDIA - GLOBAL SUMMARY

% Agree with each statement depending among those who agree and those who disagree that: “Immigrants take important social services away from real [COUNTRY NATIONALS]”



Base: Agree or disagree with filter statement among 18,998 online adults aged 16-74 across 27 countries



PERCEPTIONS THE SYSTEM IS BROKEN, POPULISM AND NATIVISM

5

PERCEPTIONS THE SYSTEM IS BROKEN – GLOBAL SUMMARY

The [country's] economy is rigged to advantage the rich and powerful*



Traditional parties and politicians don't care about people like me



[Country's] society is broken*



[Country] is in decline*



■ Agree □ Neither agree nor disagree ■ Disagree

Base: 18,998 online adults aged 16-74 across 27 countries

*Not asked in China



POPULISM – GLOBAL SUMMARY

[Country] needs a strong leader to take the country back from the rich and powerful *



Politicians should be able to say what's on their minds regardless of what anyone else thinks about their views



Experts in this country don't understand the lives of people like me



To fix [country], we need a strong leader willing to break the rules



■ Agree □ Neither agree nor disagree ■ Disagree

Base: 18,998 online adults aged 16-74 across 27 countries

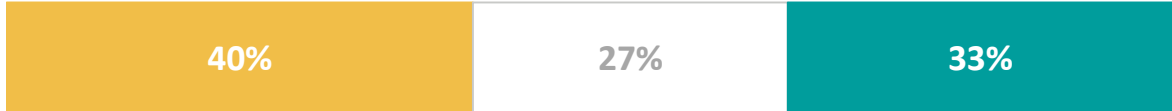
*Not asked in China and Saudi Arabia

NATIVISM – GLOBAL SUMMARY

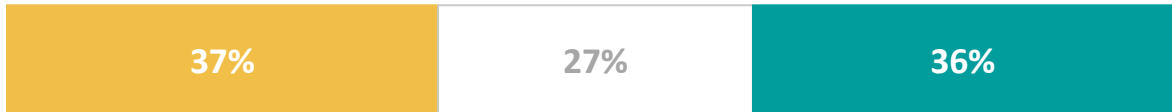
When jobs are scarce, employers should prioritize people from this country over immigrants



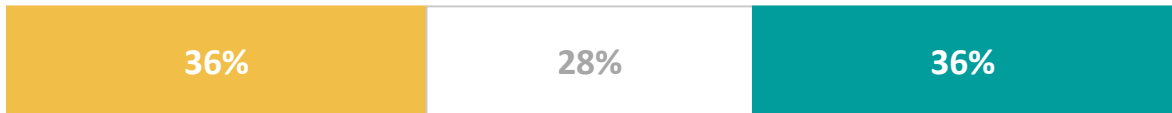
Immigrants take important social services away from real [nationals]



Immigrants take jobs away from real [nationals]



[Country] would be stronger if we stopped immigration



[Country] would be better off if we let in all immigrants who wanted to come here



■ Agree
 ■ Neither agree nor disagree
 ■ Disagree

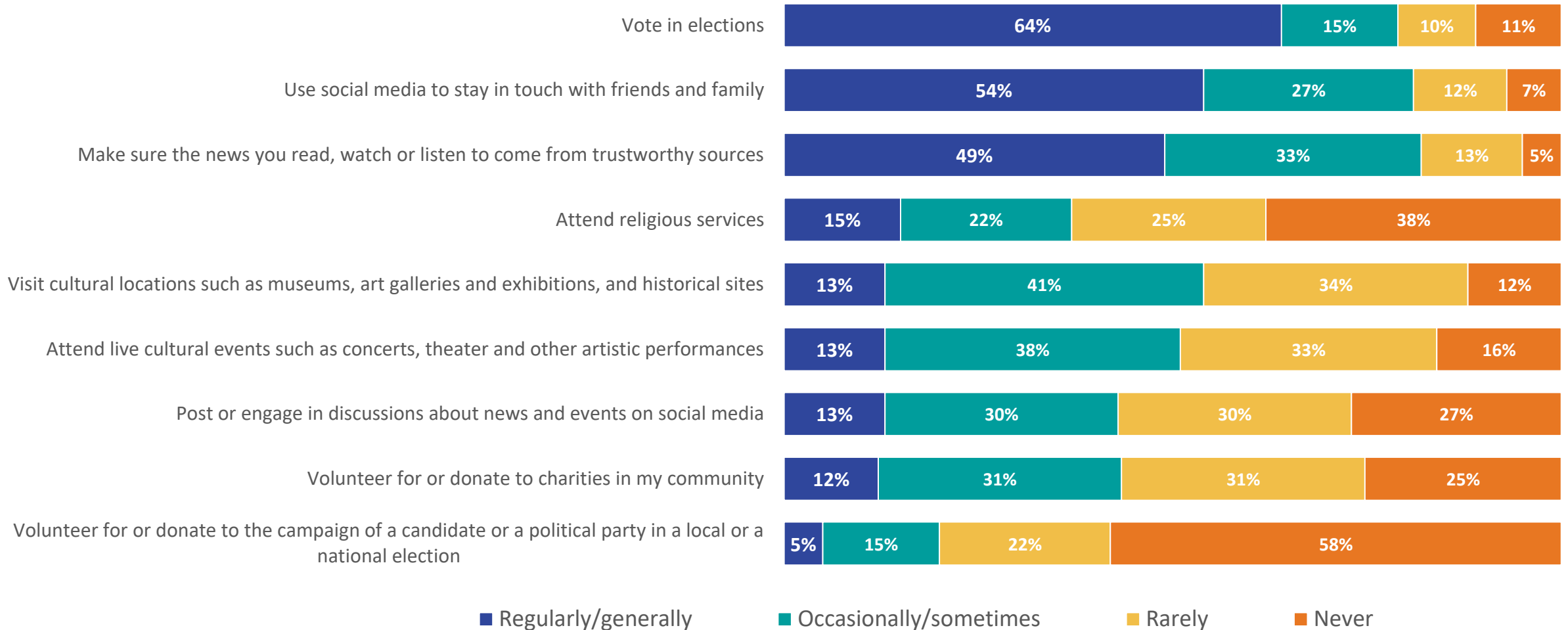
Base: 18,998 online adults aged 16-74 across 27 countries



SOCIAL AND CIVIC ENGAGEMENT

6

SOCIAL AND CIVIC ENGAGEMENT – GLOBAL SUMMARY



Base: 20,047 online adults aged 16-74 across 29 countries

MAKE SURE THE NEWS YOU READ, WATCH OR LISTEN TO COME FROM TRUSTWORTHY SOURCES

	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	the US
Regularly/ generally	64%	56%	42%	58%	55%	68%	28%	69%	40%	44%	59%	36%	55%	37%	53%	16%	57%	62%	35%	71%	40%	53%	42%	67%	21%	51%	57%	37%	59%
Occasionally/ sometimes	27%	32%	33%	26%	32%	24%	55%	25%	32%	33%	28%	36%	30%	43%	32%	49%	33%	28%	36%	22%	38%	29%	34%	25%	45%	33%	33%	35%	29%
Rarely	8%	8%	20%	12%	9%	5%	14%	5%	19%	14%	8%	17%	11%	16%	12%	28%	10%	9%	20%	6%	20%	12%	17%	7%	27%	12%	7%	16%	7%
Never	2%	4%	5%	4%	4%	2%	3%	1%	9%	10%	5%	11%	4%	4%	3%	7%	1%	1%	9%	1%	3%	6%	7%	1%	6%	4%	4%	12%	5%

Base: 20,047 online adults aged 16-74 across 29 countries



VISIT CULTURAL LOCATIONS SUCH AS MUSEUMS, ART GALLERIES AND EXHIBITIONS, AND HISTORICAL SITES

	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	the US
Regularly/ generally	15%	13%	13%	19%	7%	19%	13%	21%	14%	8%	18%	8%	18%	6%	16%	3%	10%	15%	17%	18%	13%	9%	14%	11%	6%	14%	11%	16%	10%
Occasionally/ sometimes	44%	45%	37%	37%	40%	44%	46%	50%	36%	32%	47%	32%	45%	36%	43%	32%	41%	55%	39%	53%	48%	37%	33%	42%	38%	43%	42%	30%	42%
Rarely	29%	32%	36%	35%	39%	26%	23%	22%	30%	40%	26%	42%	28%	44%	29%	45%	42%	21%	27%	23%	34%	46%	33%	37%	42%	33%	37%	42%	36%
Never	12%	10%	14%	9%	14%	10%	18%	7%	20%	20%	9%	18%	9%	15%	12%	19%	7%	9%	17%	6%	5%	9%	19%	10%	15%	9%	10%	12%	12%

Base: 20,047 online adults aged 16-74 across 29 countries



ATTEND LIVE CULTURAL EVENTS SUCH AS CONCERTS, THEATER AND OTHER ARTISTIC PERFORMANCES

	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	the US
Regularly/ generally	17%	14%	13%	20%	10%	16%	9%	23%	9%	9%	15%	9%	17%	6%	12%	3%	6%	15%	19%	15%	10%	8%	13%	16%	7%	15%	12%	16%	9%
Occasionally/ sometimes	43%	38%	37%	36%	40%	39%	41%	47%	31%	31%	40%	28%	41%	40%	39%	30%	27%	43%	40%	48%	45%	40%	26%	41%	39%	42%	28%	38%	38%
Rarely	25%	33%	32%	30%	34%	31%	28%	20%	33%	36%	31%	42%	31%	33%	32%	48%	44%	29%	26%	25%	37%	43%	34%	28%	40%	31%	35%	37%	36%
Never	15%	15%	17%	13%	16%	14%	22%	10%	27%	24%	15%	20%	11%	21%	17%	19%	23%	13%	16%	11%	8%	8%	27%	15%	14%	12%	25%	9%	17%

Base: 20,047 online adults aged 16-74 across 29 countries



ATTEND RELIGIOUS SERVICES

	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	the US
Regularly/ generally	13%	14%	4%	32%	11%	13%	4%	27%	4%	6%	7%	8%	30%	11%	14%	2%	36%	19%	9%	21%	25%	4%	33%	39%	11%	7%	5%	9%	24%
Occasionally/ sometimes	23%	16%	15%	30%	13%	21%	8%	37%	13%	10%	12%	13%	39%	24%	26%	8%	35%	35%	9%	43%	22%	14%	38%	32%	17%	19%	9%	37%	19%
Rarely	25%	25%	29%	26%	31%	29%	21%	21%	27%	27%	28%	25%	24%	32%	31%	20%	21%	27%	15%	20%	35%	28%	19%	20%	17%	25%	25%	29%	28%
Never	39%	45%	52%	12%	45%	37%	67%	15%	55%	56%	53%	54%	7%	33%	29%	70%	9%	19%	68%	16%	19%	54%	10%	9%	55%	48%	61%	25%	29%

Base: 20,047 online adults aged 16-74 across 29 countries

VOTE IN ELECTIONS

	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	the US
Regularly/ generally	88%	77%	75%	72%	69%	69%	5%	77%	58%	66%	75%	66%	67%	75%	67%	45%	51%	69%	77%	84%	70%	39%	11%	58%	68%	71%	79%	74%	66%
Occasionally/ sometimes	6%	11%	10%	12%	14%	16%	19%	13%	16%	15%	13%	13%	18%	15%	17%	27%	20%	16%	9%	8%	13%	20%	24%	18%	20%	13%	10%	15%	14%
Rarely	2%	5%	7%	9%	8%	8%	26%	5%	11%	7%	5%	12%	10%	7%	10%	18%	11%	6%	6%	3%	10%	25%	27%	12%	9%	7%	6%	8%	9%
Never	4%	7%	8%	7%	9%	7%	49%	5%	15%	11%	7%	8%	5%	3%	7%	9%	18%	9%	8%	5%	7%	17%	38%	12%	3%	9%	4%	3%	11%

Base: 20,047 online adults aged 16-74 across 29 countries

VOLUNTEER FOR OR DONATE TO CHARITIES IN MY COMMUNITY

	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	the US
Regularly/ generally	10%	21%	12%	20%	14%	13%	9%	8%	9%	10%	20%	3%	22%	14%	10%	2%	10%	4%	24%	7%	8%	5%	14%	23%	6%	9%	15%	17%	17%
Occasionally/ sometimes	28%	39%	33%	40%	37%	29%	40%	33%	20%	21%	37%	27%	44%	31%	30%	18%	42%	26%	27%	30%	34%	15%	39%	42%	21%	29%	28%	32%	40%
Rarely	27%	24%	30%	30%	25%	29%	34%	30%	24%	28%	26%	45%	24%	31%	29%	43%	32%	34%	25%	33%	43%	32%	27%	26%	37%	33%	28%	41%	25%
Never	34%	17%	25%	11%	23%	29%	18%	29%	48%	41%	17%	24%	10%	23%	31%	38%	15%	36%	24%	30%	15%	48%	19%	10%	36%	29%	30%	10%	17%

Base: 20,047 online adults aged 16-74 across 29 countries



VOLUNTEER FOR OR DONATE TO THE CAMPAIGN OF A CANDIDATE OR A POLITICAL PARTY IN A LOCAL OR A NATIONAL ELECTION

	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	the US
Regularly/ generally	6%	5%	5%	11%	4%	3%	5%	3%	2%	6%	5%	1%	16%	3%	5%	2%	7%	3%	4%	3%	2%	4%	9%	10%	3%	5%	5%	13%	4%
Occasionally/ sometimes	9%	14%	8%	24%	11%	6%	27%	13%	9%	12%	10%	10%	28%	14%	21%	11%	30%	11%	12%	8%	10%	8%	19%	24%	15%	14%	9%	17%	17%
Rarely	15%	24%	18%	22%	21%	14%	30%	21%	16%	19%	19%	27%	29%	29%	22%	33%	27%	14%	19%	21%	23%	16%	23%	27%	27%	22%	22%	24%	28%
Never	70%	58%	68%	43%	64%	77%	38%	63%	72%	63%	67%	62%	27%	54%	52%	53%	36%	71%	65%	67%	65%	73%	50%	40%	55%	60%	65%	46%	51%

Base: 20,047 online adults aged 16-74 across 29 countries



POST OR ENGAGE IN DISCUSSIONS ABOUT NEWS AND EVENTS ON SOCIAL MEDIA

	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	the US
Regularly/ generally	16%	12%	8%	18%	11%	18%	19%	18%	8%	9%	15%	5%	29%	8%	12%	1%	18%	10%	6%	19%	12%	9%	14%	27%	5%	13%	9%	18%	13%
Occasionally/ sometimes	35%	32%	21%	32%	25%	32%	44%	38%	20%	22%	25%	15%	39%	31%	33%	14%	40%	34%	22%	40%	31%	20%	35%	38%	23%	27%	27%	37%	24%
Rarely	27%	30%	36%	33%	33%	30%	25%	28%	28%	27%	30%	28%	23%	29%	33%	37%	32%	32%	28%	26%	34%	31%	33%	25%	32%	34%	30%	27%	32%
Never	21%	27%	35%	18%	32%	21%	12%	16%	44%	42%	31%	52%	8%	32%	23%	48%	9%	24%	44%	15%	23%	40%	18%	10%	40%	27%	34%	19%	31%

Base: 20,047 online adults aged 16-74 across 29 countries

USE SOCIAL MEDIA TO STAY IN TOUCH WITH FRIENDS AND FAMILY

	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Israel	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	the US
Regularly/ generally	71%	53%	54%	62%	49%	75%	38%	71%	47%	39%	50%	42%	62%	40%	48%	18%	59%	72%	57%	76%	55%	63%	59%	73%	26%	52%	48%	53%	46%
Occasionally/ sometimes	21%	28%	26%	25%	29%	20%	38%	22%	25%	27%	28%	30%	25%	35%	30%	37%	29%	23%	26%	20%	24%	19%	27%	20%	38%	31%	27%	30%	30%
Rarely	5%	10%	9%	10%	13%	4%	16%	5%	12%	17%	11%	18%	10%	18%	15%	27%	10%	3%	8%	2%	14%	12%	11%	5%	27%	10%	12%	13%	12%
Never	2%	9%	11%	3%	8%	1%	8%	1%	16%	17%	11%	9%	2%	7%	6%	18%	2%	2%	9%	1%	8%	6%	3%	1%	8%	7%	13%	4%	12%

Base: 20,047 online adults aged 16-74 across 29 countries

METHODOLOGY

The findings in the report come from two surveys conducted on Ipsos's Global Advisor platform.

The first and main survey (questions reported in sections 1-5 of the report) was conducted May 22-June 5, 2020 in 27 countries among 18,998 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, and aged 16-74 in 22 other markets: Argentina, Australia, Belgium, Brazil, Chile, China (mainland), France, Germany, Great Britain, Hungary, India, Italy, Japan, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Korea, Spain, and Sweden.

The second survey (question on social and civic engagement) reported in section 6) was conducted June 19-July 3, 2020 among 20,047 adults in the same 27 countries plus Colombia (aged 16-74) and Israel (aged 18-74).

The samples in each of Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Mexico, Spain, Sweden, and the U.S. consist of approximately 1000 individuals and those in each of Argentina, Belgium, Colombia, Chile, Hungary, India, Israel, Malaysia, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, and Turkey of 500 individuals.

The 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 taken as representative of these countries' general adult population under the age of 75.

The samples in Brazil, Chile, China (mainland), Colombia, India, Israel, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more "connected" segment of their population.

The data is weighted so that each market's sample composition best reflects the demographic profile of the adult population according to the most recent census data.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on the 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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You act better when you are sure.