



**LEADERSHIP**

**KING'S**  
*College*  
**LONDON**

*World Questions:*

**What helps  
or hinders  
women's  
equality?**

**WOMEN'S**

**RIGHTS?**

**THE GLOBAL  
INSTITUTE  
FOR WOMEN'S  
LEADERSHIP**

**EQUALITY**

**CHANGE**

**PROGRESS?**

**THE  
POLICY  
INSTITUTE**

# About this study

This research was produced to support the launch of King's College London's *World Questions* event series, which begins with **Hillary Rodham Clinton** and **Julia Gillard** on 13 November 2019.

The *World Questions* event series aims to shine a light on challenges which impact us all, promoting new perspectives, insights and solutions from global leaders with first-hand experience of making change.

Secretary Clinton and Ms Gillard will discuss women's leadership and gender equality at the inaugural event, which will also help mark the publication of [\*The Book of Gutsy Women\*](#), by Secretary Clinton and her daughter, Chelsea. The book tells the stories of inspirational women who have challenged the status quo.

This study reveals public perceptions of what helps or hinders women's equality around the world, with a focus on Britain, the US and Australia as the countries represented by the first *World Questions* event.

Around 20,000 people across 28 countries were surveyed by the [Global Institute for Women's Leadership](#), [Policy Institute](#) and [Ipsos MORI](#) for the study.

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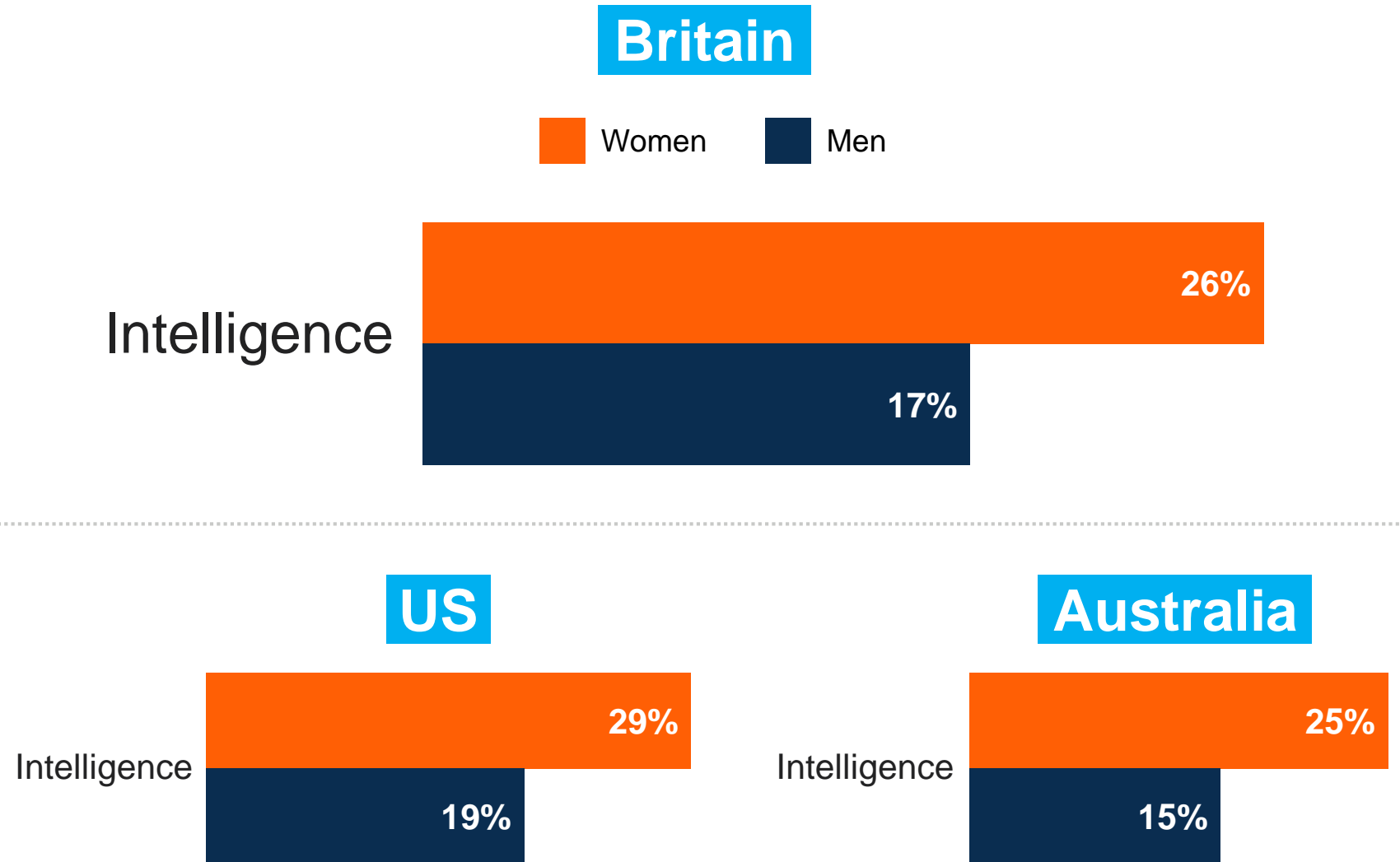
**What helps women get  
ahead in life?**

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**In Britain, the US and Australia, the public think men are less likely than women to need intelligence to get ahead.**

When presented with 14 possible choices for the top two or three most important things that help women get ahead, people in Britain, the US and Australia are all more likely to say that intelligence is key for women to be successful than they are to say the same for men.

Q: Which two or three of the following, if any, do you think have been the most important factors that help women / men to get ahead in (COUNTRY)?

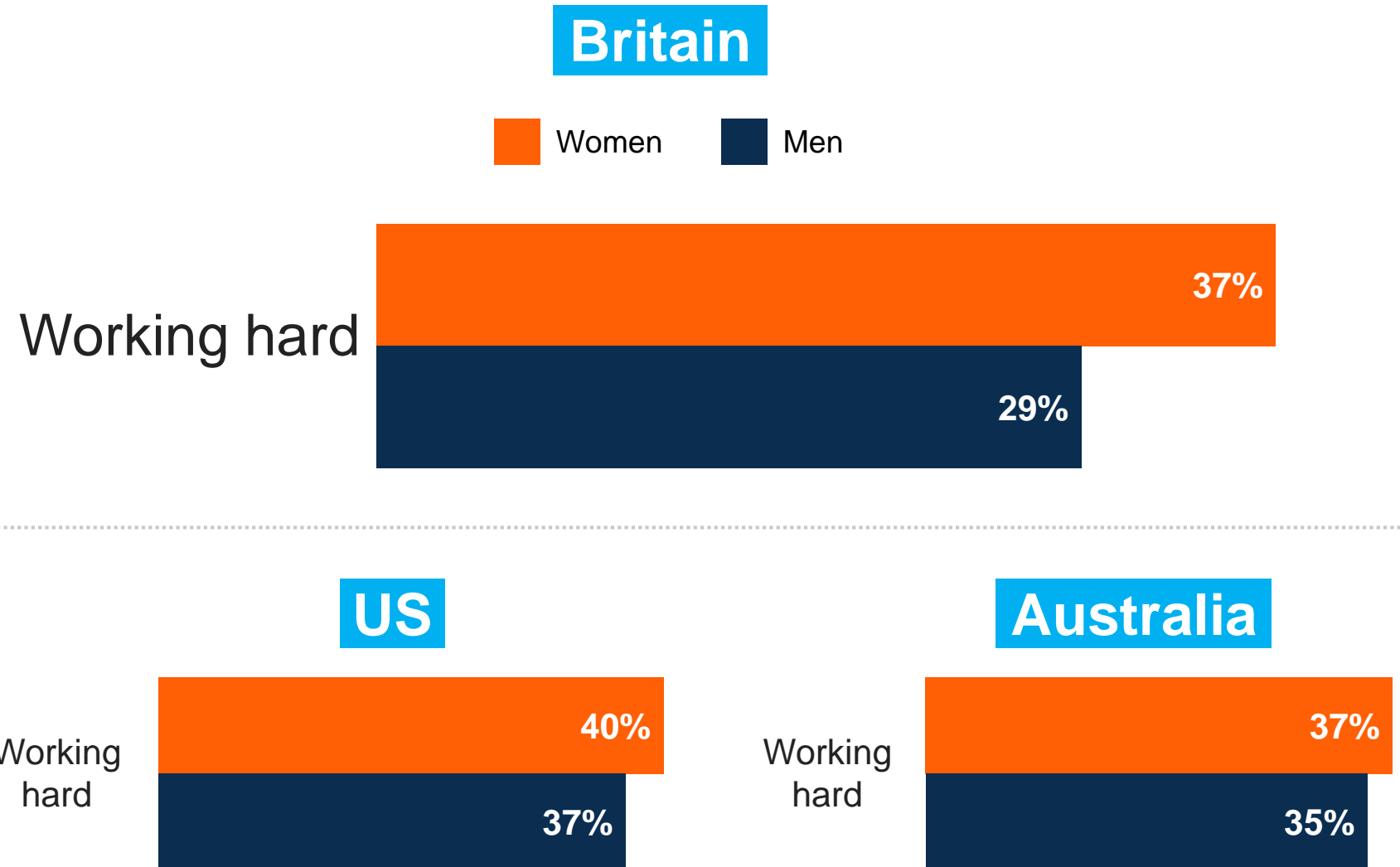


**In Britain, working hard is seen as much more important for women's success than men's, in contrast to opinions in the US and Australia.**

The proportion of the British public who see working hard as important for women to get ahead is 8 percentage points higher than the same figure for men.

By contrast, in the US and Australia working hard is seen as almost equally important for both genders to get ahead.

**Q: Which two or three of the following, if any, do you think have been the most important factors that help women / men to get ahead in (COUNTRY)?**



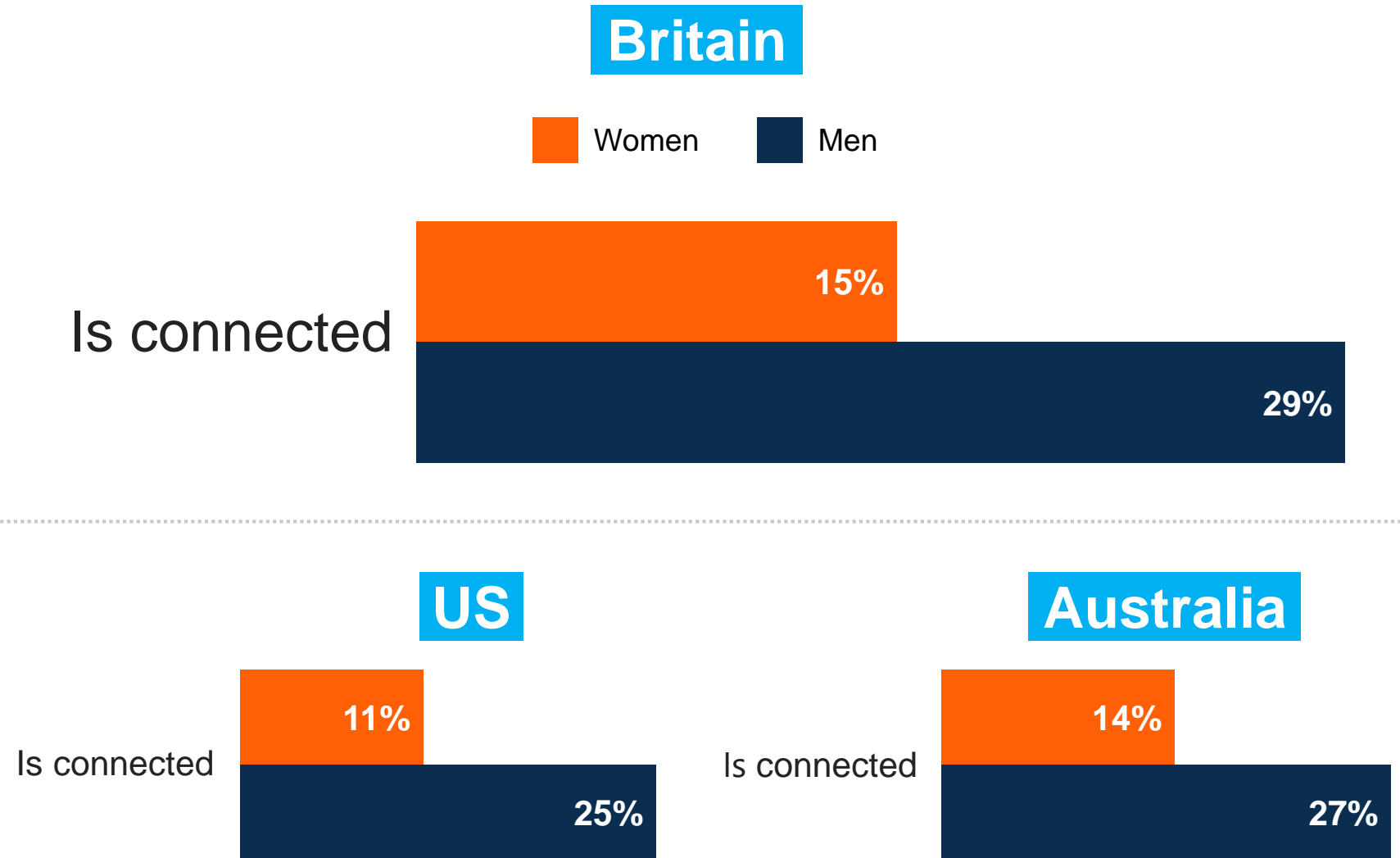
**But there is agreement between the three countries that having the right connections is a bigger factor in getting ahead for men than for women.**



In Britain, 29% say having connections is important in men succeeding, almost twice as many as the 15% who say the same for women.

The difference is similar in Australia and even greater in the US, where a quarter of the public say connections are key to men's success, compared with one in 10 who say they are key for women's.

**Q: Which two or three of the following, if any, do you think have been the most important factors that help women / men to get ahead in (COUNTRY)?**

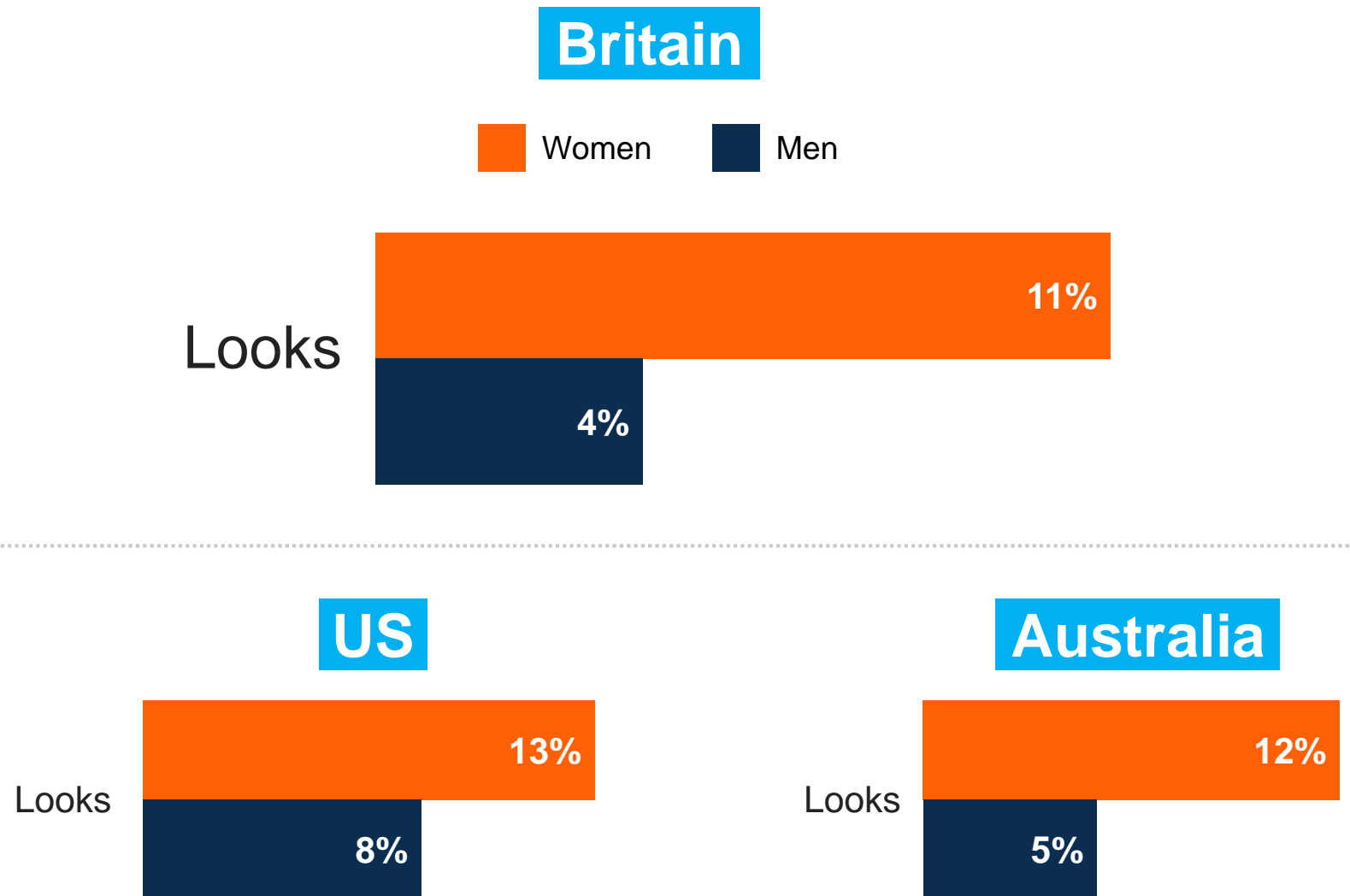


**Good looks are significantly more likely to be cited as a key factor in women's success than in men's in Britain, the US and Australia.**

One in 10 Britons say looks are a key factor in helping women get ahead, while just 4% say the same for men.

Australians are split along similar lines, while Americans think there is slightly less of a difference in the relative importance of looks to women's and men's success.

**Q: Which two or three of the following, if any, do you think have been the most important factors that help women / men to get ahead in (COUNTRY)?**

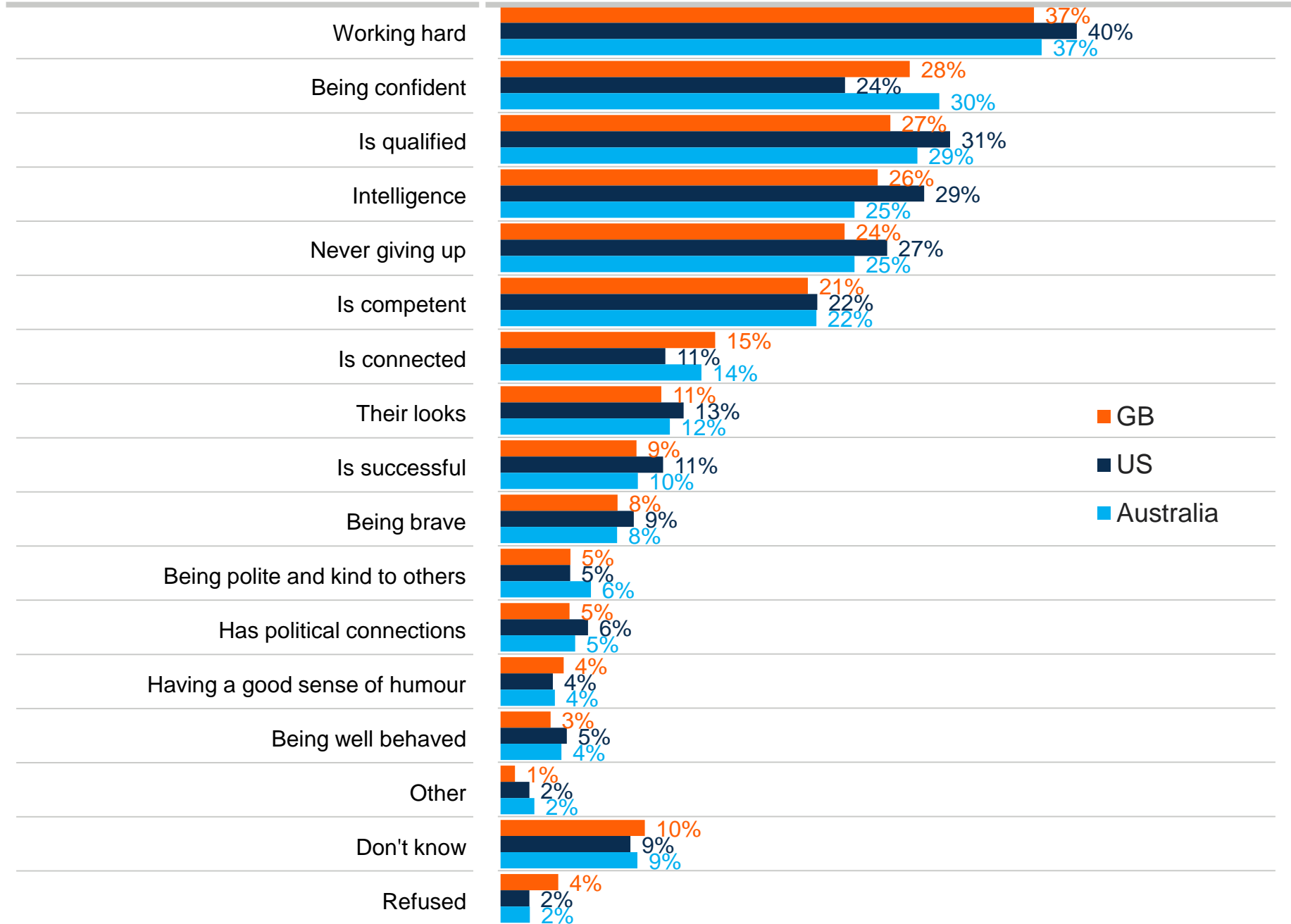


**Here's how Britain, the US and Australia compare on the full list of factors that might be key to women and men getting ahead.**

Q: Which two or three of the following, if any, do you think have been the most important factors that help **women** to get ahead in (COUNTRY)?

Issue

% mentions of each factor

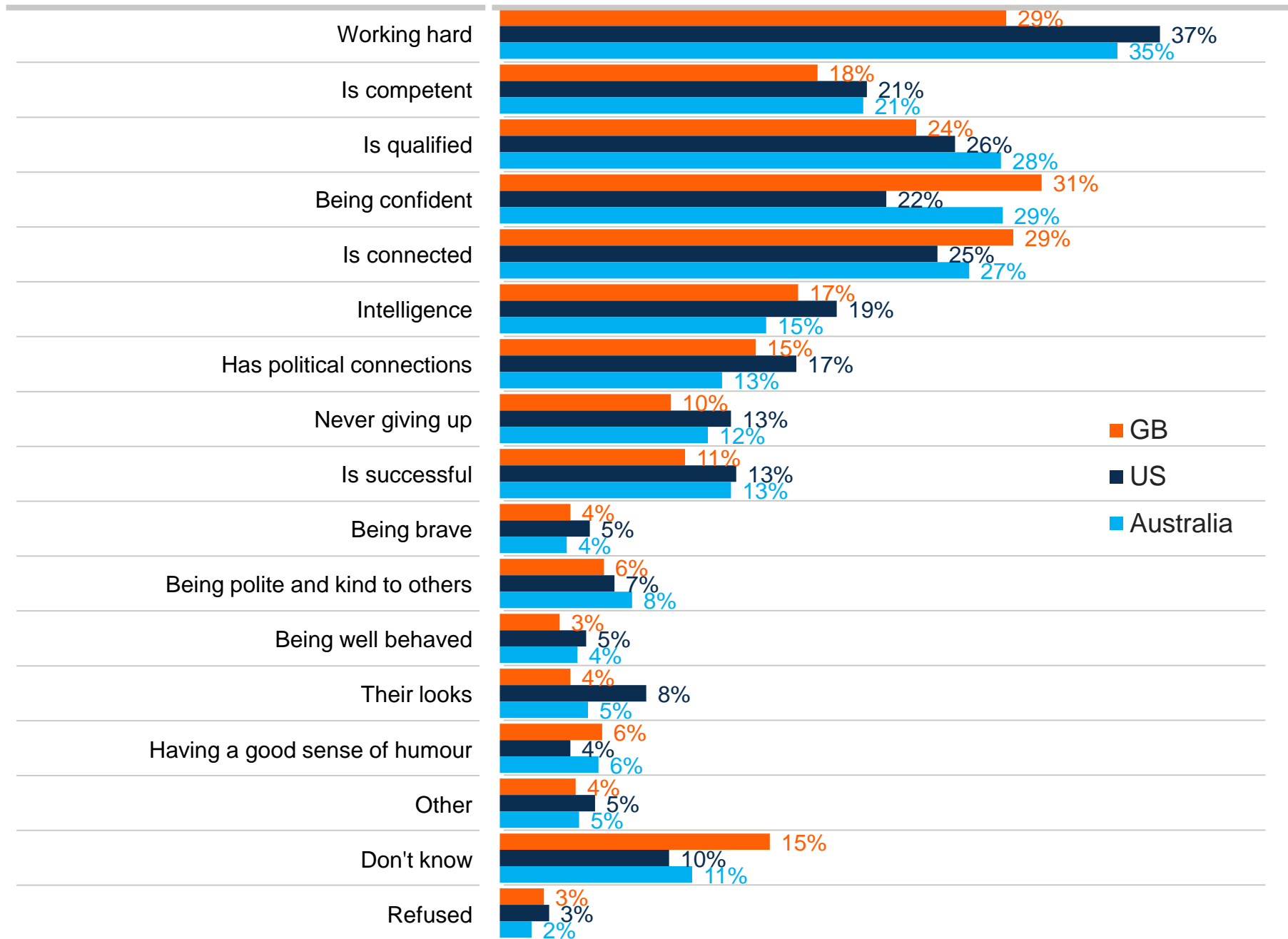


Base: 19,443 online adults aged 16-74 across 27 countries, 20 September to 4 October 2019

Q3. Which two or three of the following, if any, do you think have been the most important factors that help **men** to get ahead in (COUNTRY)?

Issue

% mentions of each factor



Base: 19,443 online adults aged 16-74 across 27 countries, 20 September to 4 October 2019

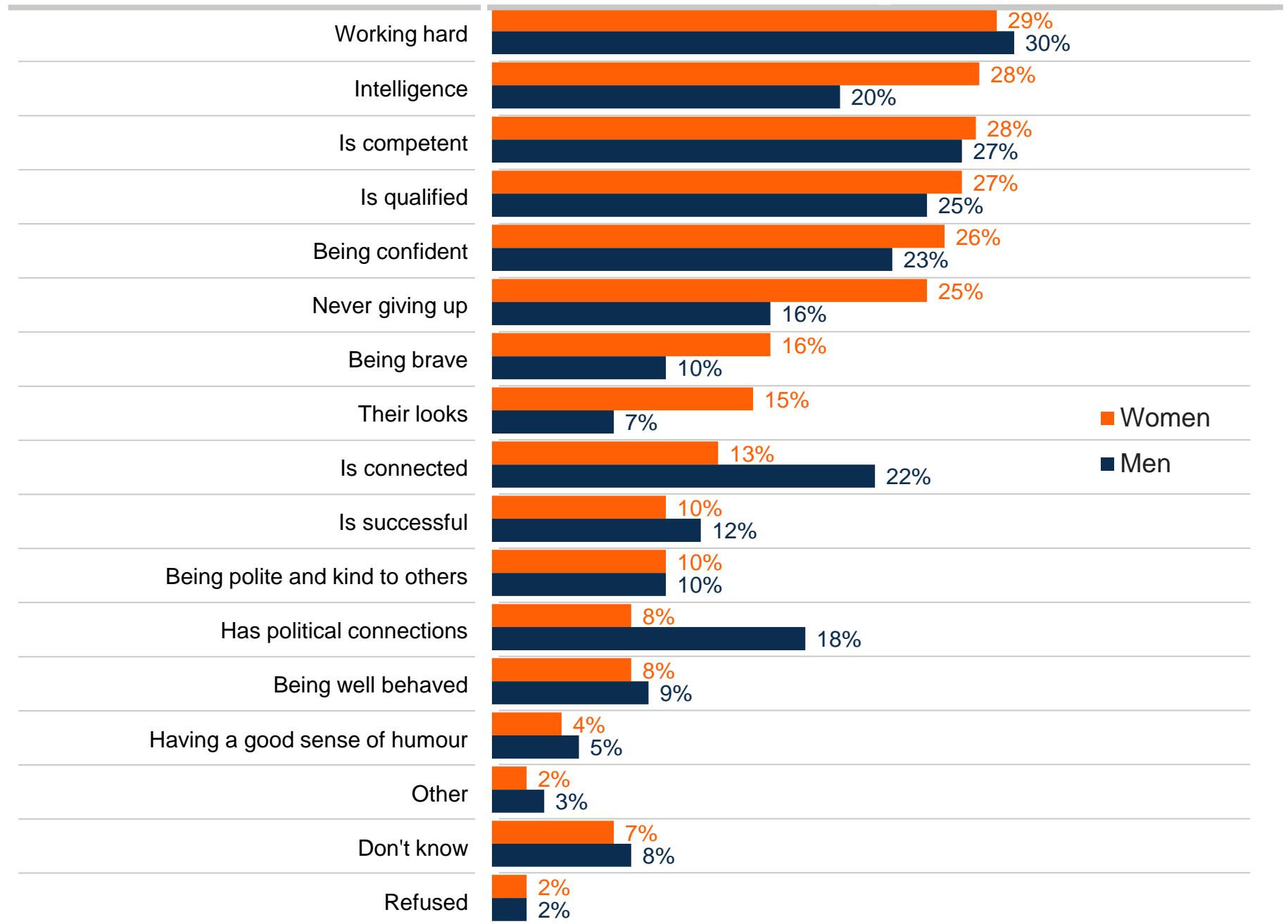
**Globally, intelligence, being confident and never giving up are seen as much more important for women to get ahead than they are for men. For men, having connections is seen as key.**

**Q: Which two or three of the following, if any, do you think have been the most important factors that help women/men to get ahead in (COUNTRY)?**

*The global public are twice as likely to say that political connections are key for men's success than for women's, and are significantly more likely to say the same about being connected in general.*

**Issue**

**% mentions of each factor across all countries surveyed**



Base: 19,443 online adults aged 16-74 across 27 countries, 20 September to 4 October 2019



**Around the world, there are significant differences in opinion on the factors that help women get ahead.**

**In Russia, over a third of people say that women's looks are important in helping them succeed, the highest in the survey and more than twice the global average of 15%.**

# Most important factors that help women get ahead – by country

Which two or three, if any, of the following, do you think are the most important factors that help women to get ahead?

**Top three issues:**  
■ #1 factor in country  
■ #2 factor in country  
■ #3 factor in country

	TOT	ARG	AUS	BEL	BRA	CAN	CHL	CHI	FRA	GER	GB	HUN	IND	ITA	JAP	MAL	MEX	NLD	PER	POL	RUS	SAU	RSA	S.KO	ESP	SWE	TUR	USA
Working hard	29%	39%	37%	27%	14%	35%	37%	35%	21%	16%	37%	24%	30%	27%	12%	29%	45%	29%	36%	32%	19%	21%	43%	23%	31%	26%	22%	40%
Intelligence	27%	39%	25%	24%	27%	30%	40%	21%	23%	20%	26%	17%	30%	34%	22%	30%	48%	22%	40%	28%	22%	22%	29%	12%	30%	19%	29%	29%
Is qualified	27%	26%	29%	26%	45%	30%	23%	17%	24%	38%	27%	40%	31%	16%	9%	30%	24%	20%	24%	36%	24%	22%	34%	26%	27%	35%	19%	31%
Is competent	27%	28%	22%	34%	41%	23%	37%	39%	35%	28%	21%	5%	18%	31%	32%	28%	34%	20%	37%	26%	19%	19%	19%	38%	24%	36%	17%	22%
Being confident	25%	18%	30%	22%	23%	28%	21%	34%	32%	37%	28%	20%	31%	26%	17%	36%	24%	28%	20%	26%	15%	22%	29%	12%	20%	28%	31%	24%
Never giving up	25%	37%	25%	25%	30%	24%	39%	16%	28%	16%	24%	21%	24%	31%	21%	19%	40%	16%	32%	15%	18%	13%	27%	23%	27%	28%	27%	27%
Being brave	16%	21%	8%	19%	18%	9%	20%	13%	21%	15%	8%	16%	24%	20%	8%	30%	13%	9%	22%	18%	10%	15%	15%	9%	17%	16%	26%	9%
Their looks	15%	15%	12%	12%	7%	10%	11%	14%	14%	15%	11%	27%	9%	15%	14%	13%	12%	14%	14%	25%	36%	12%	15%	24%	8%	10%	13%	13%
Is connected	14%	5%	14%	5%	6%	12%	5%	24%	3%	12%	15%	46%	12%	3%	18%	7%	4%	15%	5%	16%	43%	9%	14%	25%	8%	22%	11%	11%
Is successful	9%	8%	10%	12%	8%	9%	6%	10%	9%	11%	9%	5%	19%	4%	4%	12%	8%	9%	12%	6%	9%	17%	14%	7%	5%	5%	18%	11%
Being polite and kind to others	9%	13%	6%	8%	16%	6%	12%	14%	6%	8%	5%	5%	13%	14%	17%	13%	9%	11%	14%	6%	5%	14%	5%	9%	8%	7%	9%	5%
Has political connections	8%	9%	5%	8%	8%	4%	8%	11%	5%	6%	5%	24%	7%	8%	4%	6%	7%	4%	5%	13%	20%	8%	12%	10%	9%	5%	12%	6%
Being well behaved	8%	11%	4%	8%	8%	4%	6%	12%	5%	4%	3%	1%	12%	7%	8%	13%	10%	6%	9%	6%	3%	24%	5%	7%	3%	7%	17%	5%
Having a good sense of humour	4%	3%	4%	6%	3%	2%	3%	6%	4%	4%	4%	1%	11%	3%	4%	1%	1%	4%	3%	5%	3%	7%	3%	2%	1%	4%	5%	4%

Base: 19,443 online adults aged 16-74 across 27 countries, 20 September to 4 October 2019

# Most important factors that help men get ahead – by country

Which two or three, if any, of the following, do you think are the most important factors that help men to get ahead?

**Top three issues:**  
■ #1 factor in country  
■ #2 factor in country  
■ #3 factor in country



	TOT	ARG	AUS	BEL	BRA	CAN	CHL	CHI	FRA	GER	GB	HUN	IND	ITA	JAP	MAL	MEX	NLD	PER	POL	RUS	SAU	RSA	S.KO	ESP	SWE	TUR	USA
Working hard	30%	44%	35%	33%	16%	33%	41%	34%	26%	22%	29%	11%	37%	33%	19%	41%	53%	26%	41%	25%	13%	24%	38%	21%	20%	26%	29%	37%
Is competent	27%	33%	21%	33%	39%	20%	38%	42%	34%	24%	18%	5%	17%	33%	35%	28%	43%	15%	42%	25%	16%	23%	15%	36%	21%	29%	15%	21%
Is qualified	25%	26%	28%	30%	41%	28%	20%	18%	22%	35%	24%	32%	27%	17%	7%	27%	21%	17%	24%	32%	29%	25%	26%	26%	21%	29%	18%	26%
Being confident	22%	13%	29%	19%	17%	23%	19%	26%	27%	31%	31%	19%	25%	12%	15%	27%	21%	29%	19%	33%	21%	22%	19%	12%	14%	28%	24%	22%
Is connected	22%	6%	27%	6%	9%	22%	6%	26%	4%	19%	29%	49%	14%	9%	24%	8%	4%	25%	6%	34%	56%	16%	35%	43%	22%	34%	28%	25%
Intelligence	20%	32%	15%	22%	24%	21%	27%	9%	15%	15%	17%	20%	29%	23%	18%	27%	31%	13%	26%	13%	25%	20%	16%	7%	11%	10%	24%	19%
Has political connections	18%	21%	13%	15%	10%	12%	20%	15%	15%	14%	15%	39%	15%	20%	7%	10%	17%	10%	20%	26%	27%	10%	35%	29%	19%	13%	32%	17%
Never giving up	16%	22%	12%	16%	20%	13%	20%	19%	14%	10%	10%	27%	17%	14%	19%	19%	24%	9%	23%	13%	15%	11%	14%	18%	11%	16%	10%	13%
Is successful	12%	10%	13%	13%	6%	12%	11%	12%	12%	23%	11%	13%	19%	7%	8%	11%	10%	10%	11%	7%	11%	16%	13%	12%	10%	11%	15%	14%
Being brave	10%	8%	4%	14%	10%	5%	6%	18%	13%	8%	4%	14%	16%	11%	7%	25%	6%	8%	6%	22%	10%	11%	11%	7%	9%	8%	17%	5%
Being polite and kind to others	10%	15%	7%	7%	24%	6%	13%	13%	8%	6%	6%	3%	13%	21%	22%	13%	13%	8%	16%	2%	1%	11%	7%	5%	8%	8%	9%	6%
Being well behaved	9%	11%	4%	9%	14%	6%	11%	15%	8%	6%	3%	5%	15%	9%	5%	17%	13%	6%	12%	3%	2%	18%	8%	6%	5%	10%	12%	5%
Their looks	7%	10%	5%	7%	6%	8%	9%	7%	9%	8%	4%	5%	8%	5%	4%	10%	9%	7%	8%	9%	5%	12%	3%	5%	8%	5%	12%	8%
Having a good sense of humour	5%	5%	6%	6%	4%	6%	3%	11%	6%	3%	6%	3%	11%	4%	6%	2%	2%	6%	4%	4%	5%	8%	4%	2%	3%	6%	4%	4%

\* Only the top 15 issues are included in the table

Base: 19,443 online adults aged 16-74 across 27 countries, 20 September to 4 October 2019

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# What's hindering equality between women and men?

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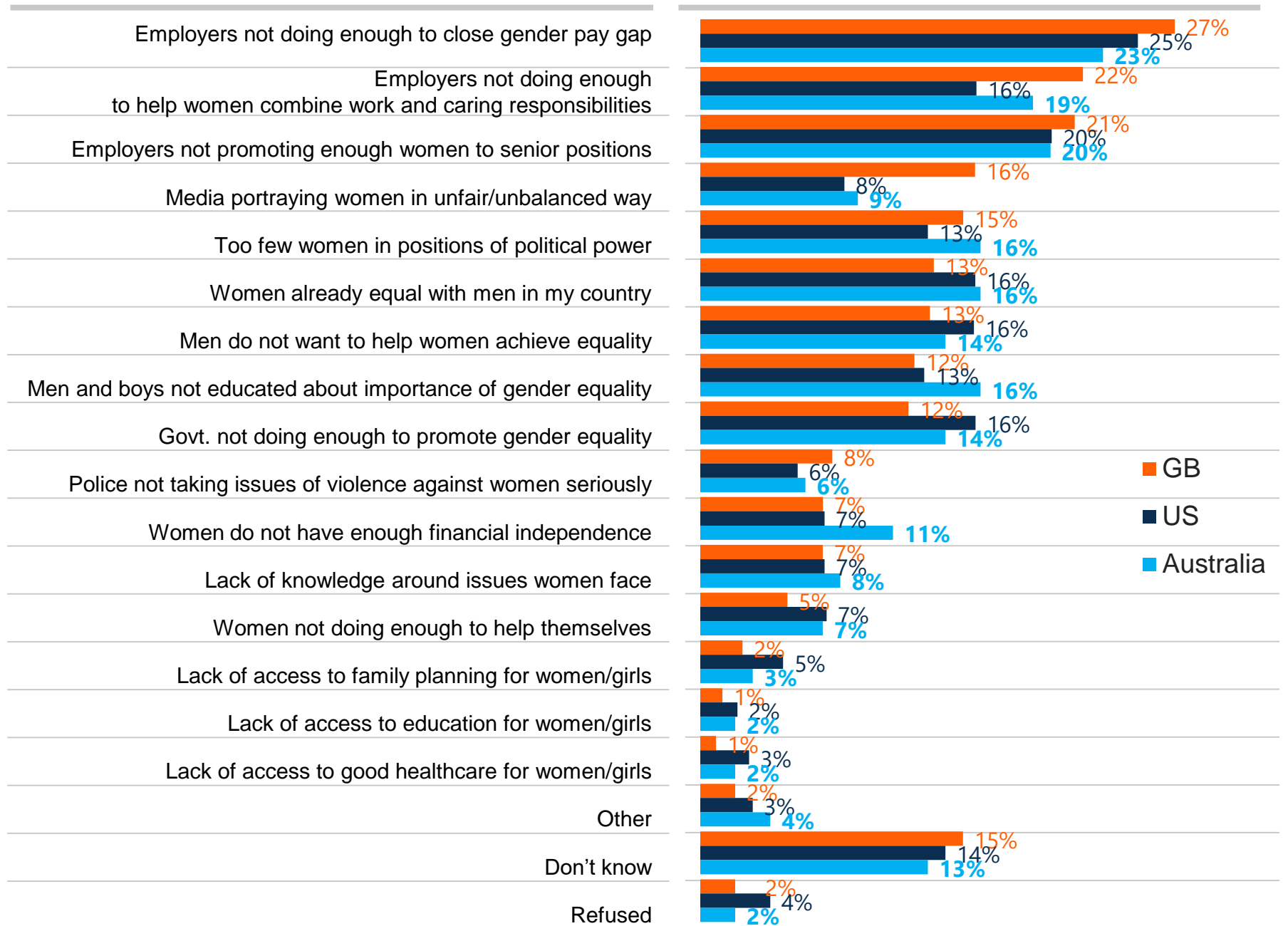
**In Britain, the US and Australia,  
employers get most of the blame  
for preventing equality between  
women and men.**

**Q: Which two or three of the following, if any, do you think have been the most important factors in stopping women from achieving equality with men in (COUNTRY)?**

*Employer-related issues are the top three barriers highlighted in Britain, the US and Australia, with those in Britain more likely to point to lack of employer support in balancing work and care responsibilities.*

**Issue**

**% mentions of each factor**

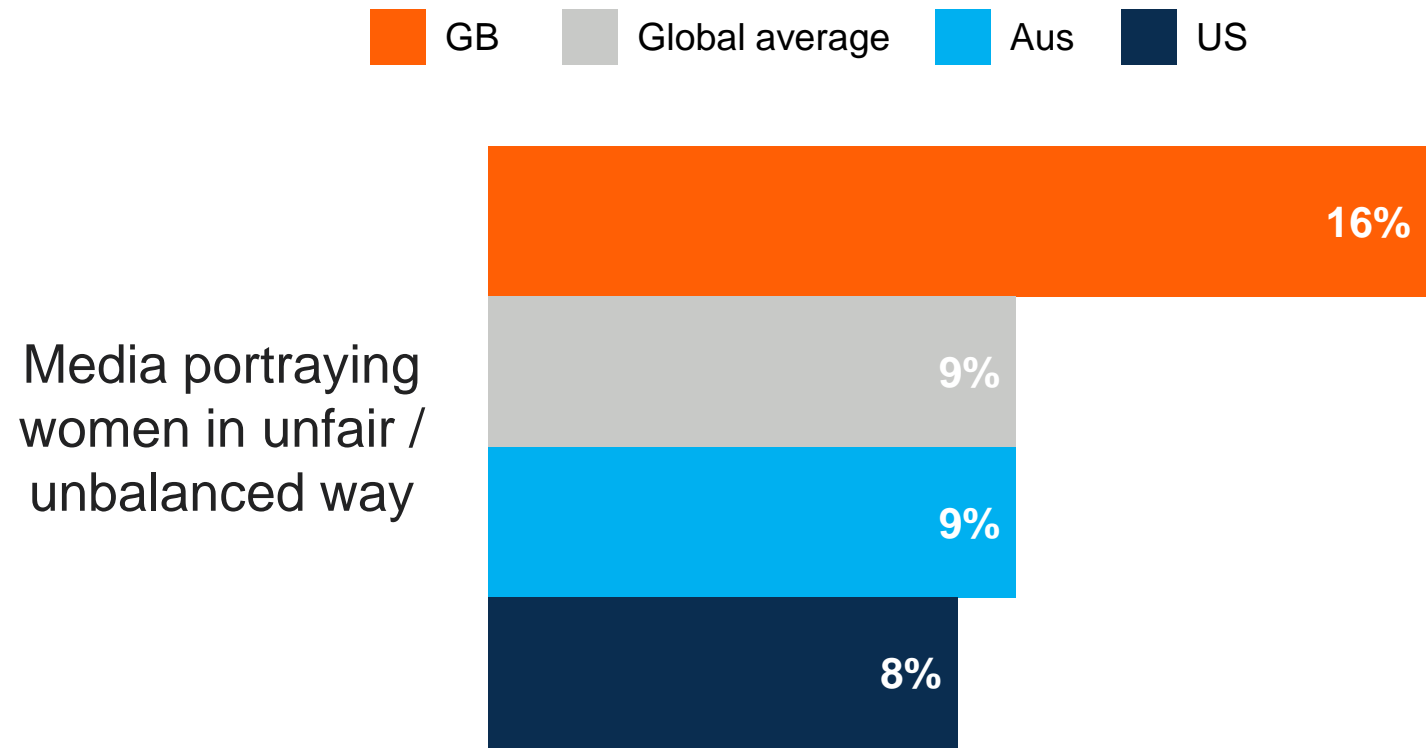


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**Of all the countries surveyed, people in Britain are most likely to say unfair media portrayals of women are a key cause of inequality.**

16% of Britons say unfair media portrayals of women are a key factor hindering equality, the highest of all 27 countries surveyed and almost twice as high as the global average and the proportions saying the same in Australia and the US.

### Q: Which two or three of the following, if any, do you think have been the most important factors stopping women from achieving equality with men in (COUNTRY)?

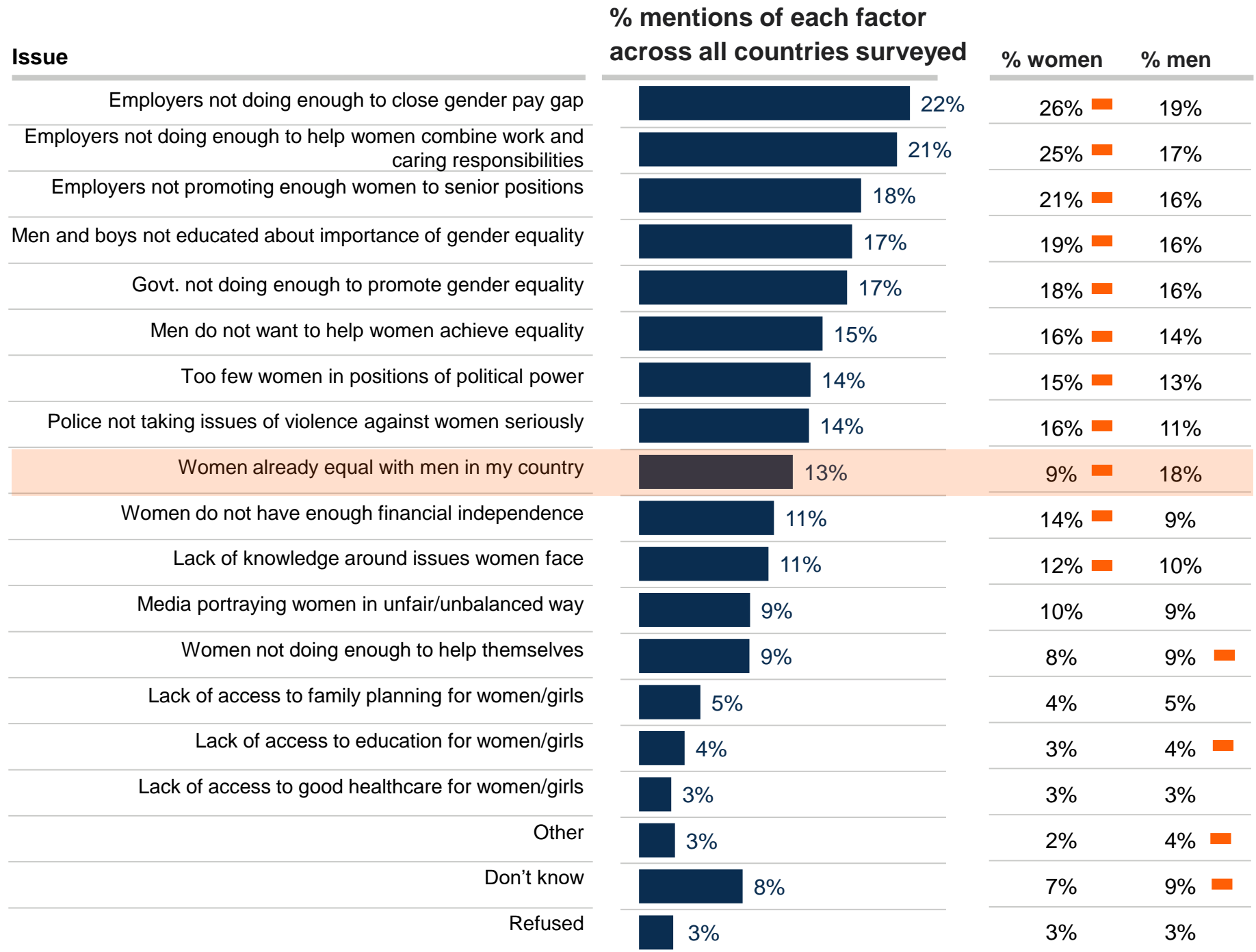




**Globally, men are twice as likely as women to say that gender equality has already been achieved in their country.**

**Q: Which two or three of the following, if any, do you think have been the most important factors in stopping women from achieving equality with men in (COUNTRY)?**

*By 18% to 9%, men are twice as likely as women to think gender equality already exists in their country.*



Indicates significant difference

**People in China are most likely to think that women and men are *already* equal in their country, with 28% saying this, compared with an average of 13% globally.**

# Factors stopping women achieving equality with men – by country

Which two or three, of the following, if any, do you think are the most important factors in stopping women from achieving equality with men in your country?

**Top three issues:**  
■ #1 factor in country  
■ #2 factor in country  
■ #3 factor in country



	TOT	ARG	AUS	BEL	BRA	CAN	CHL	CHI	FRA	GER	GB	HUN	IND	ITA	JAP	MAL	MEX	NLD	PER	POL	RUS	SAU	RSA	S.KO	ESP	SWE	TUR	USA
Empls not addressing gender pay gap	22%	16%	23%	29%	26%	26%	36%	16%	28%	28%	27%	28%	15%	19%	12%	11%	18%	31%	16%	28%	17%	11%	23%	17%	26%	32%	12%	25%
Empls not helping women to balance work & care responsibilities	21%	13%	19%	19%	20%	17%	23%	25%	23%	26%	22%	31%	17%	33%	27%	20%	16%	18%	13%	28%	27%	11%	19%	37%	17%	15%	14%	16%
Empls not promoting women to senior positions	18%	18%	20%	16%	20%	21%	26%	27%	19%	20%	21%	18%	17%	15%	14%	11%	21%	17%	16%	16%	16%	14%	24%	17%	14%	22%	9%	20%
Lack of education for men and boys	17%	34%	16%	9%	20%	13%	34%	9%	15%	7%	12%	11%	21%	26%	8%	15%	38%	6%	39%	7%	7%	16%	24%	10%	23%	16%	20%	13%
Gov. not promoting equality	17%	22%	14%	19%	28%	12%	26%	0%	16%	15%	12%	27%	13%	18%	13%	18%	17%	10%	25%	20%	8%	6%	25%	9%	24%	14%	32%	16%
Men not helping achieve equality	15%	12%	14%	14%	15%	14%	16%	9%	19%	10%	13%	21%	14%	19%	16%	13%	17%	11%	15%	11%	13%	15%	15%	14%	13%	19%	28%	16%
Too few women in positions of political power	14%	11%	16%	17%	20%	17%	12%	0%	16%	10%	15%	22%	17%	14%	12%	19%	14%	12%	13%	15%	11%	12%	20%	12%	15%	10%	12%	13%
Police not taking VAW seriously	14%	26%	6%	16%	18%	6%	16%	0%	23%	7%	8%	11%	17%	14%	5%	8%	27%	3%	30%	17%	17%	9%	28%	7%	10%	15%	25%	6%
Women already equal with men in my country	13%	13%	16%	10%	6%	14%	6%	28%	8%	15%	13%	12%	10%	9%	4%	17%	13%	20%	11%	15%	20%	9%	8%	14%	12%	13%	7%	16%
Women lacking financial independence	12%	10%	11%	10%	9%	9%	9%	14%	6%	10%	7%	24%	22%	11%	17%	11%	10%	7%	8%	11%	15%	10%	13%	18%	10%	10%	22%	7%
Lack of knowledge around issues faced	11%	11%	8%	13%	8%	9%	5%	9%	8%	8%	7%	11%	16%	14%	21%	15%	11%	8%	8%	6%	17%	11%	15%	11%	6%	11%	13%	7%
Media portraying women in unfair way	9%	14%	9%	10%	12%	9%	9%	7%	10%	7%	16%	4%	12%	9%	6%	10%	8%	9%	10%	8%	4%	8%	10%	11%	7%	11%	9%	8%
Women not doing enough to help themselves	8%	12%	7%	6%	7%	6%	10%	11%	3%	7%	5%	3%	14%	3%	9%	12%	14%	7%	11%	10%	6%	11%	11%	15%	5%	7%	7%	7%
Lack of access to family planning	4%	5%	3%	5%	6%	2%	5%	9%	1%	2%	2%	5%	10%	4%	3%	7%	4%	2%	7%	8%	4%	5%	3%	3%	3%	1%	9%	5%
Lack of access to education for women/girls	4%	3%	2%	5%	3%	2%	2%	7%	2%	2%	1%	1%	15%	2%	3%	4%	6%	1%	7%	1%	1%	7%	4%	2%	3%	2%	11%	2%
Lack of access to good healthcare	3%	4%	2%	2%	5%	3%	4%	5%	1%	2%	1%	1%	11%	2%	1%	2%	2%	1%	4%	3%	1%	2%	3%	2%	1%	2%	3%	3%

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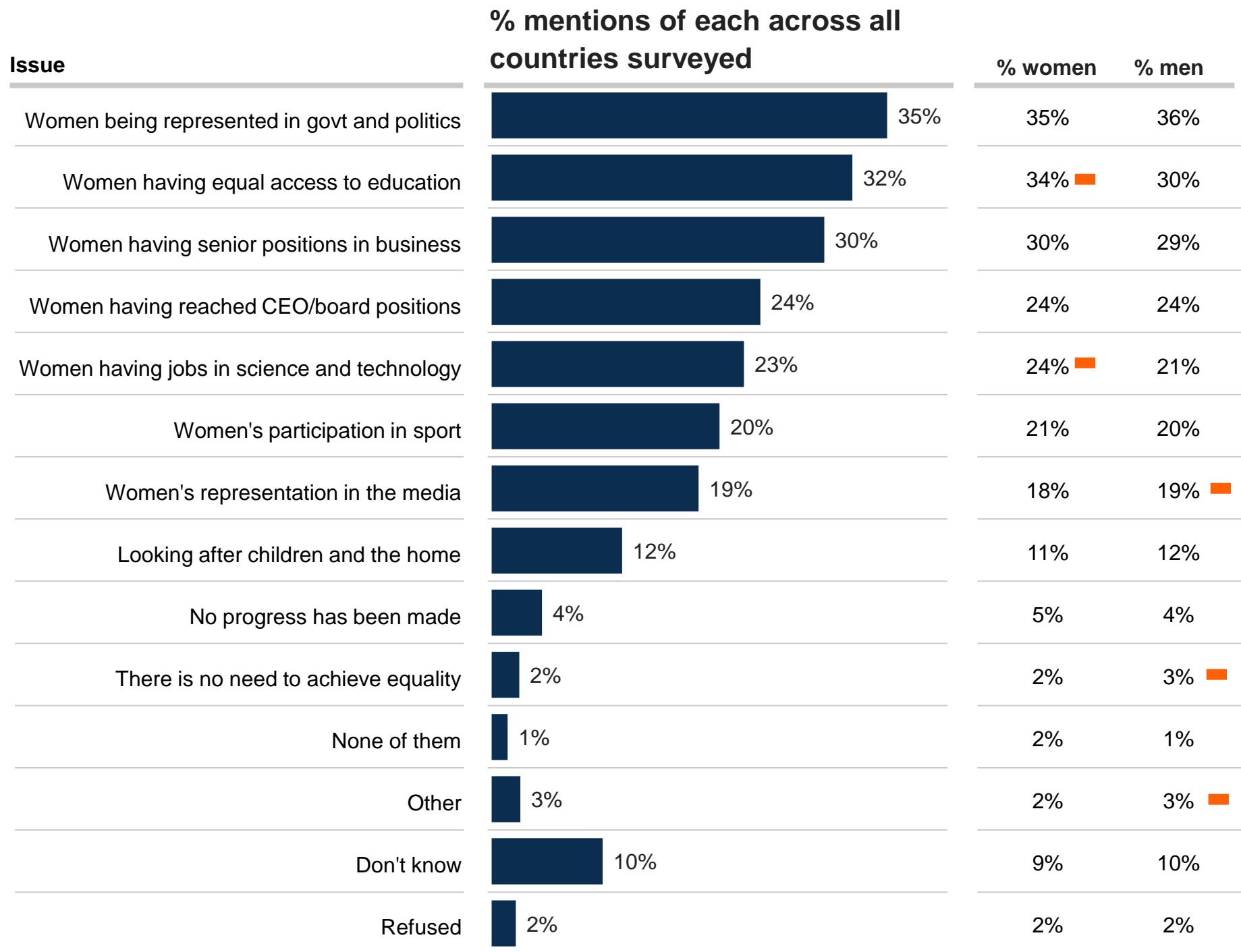
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**Where has most progress  
been made and where does  
change need to happen next?**

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**Q: Which two or three of the following areas, if any, would you say have made most progress in achieving equality between men and women over the last 25 years in (COUNTRY)?**

*Globally, 35% say most progress has been made with women's representation in government and politics, the top area cited.*



■ Indicates significant difference

# Areas of progress by country

Which two or three of the following areas, if any, would you say have made most progress in achieving equality between men and women over the last 25 years?\*

**Top three issues:**  
■ #1 factor in country  
■ #2 factor in country  
■ #3 factor in country

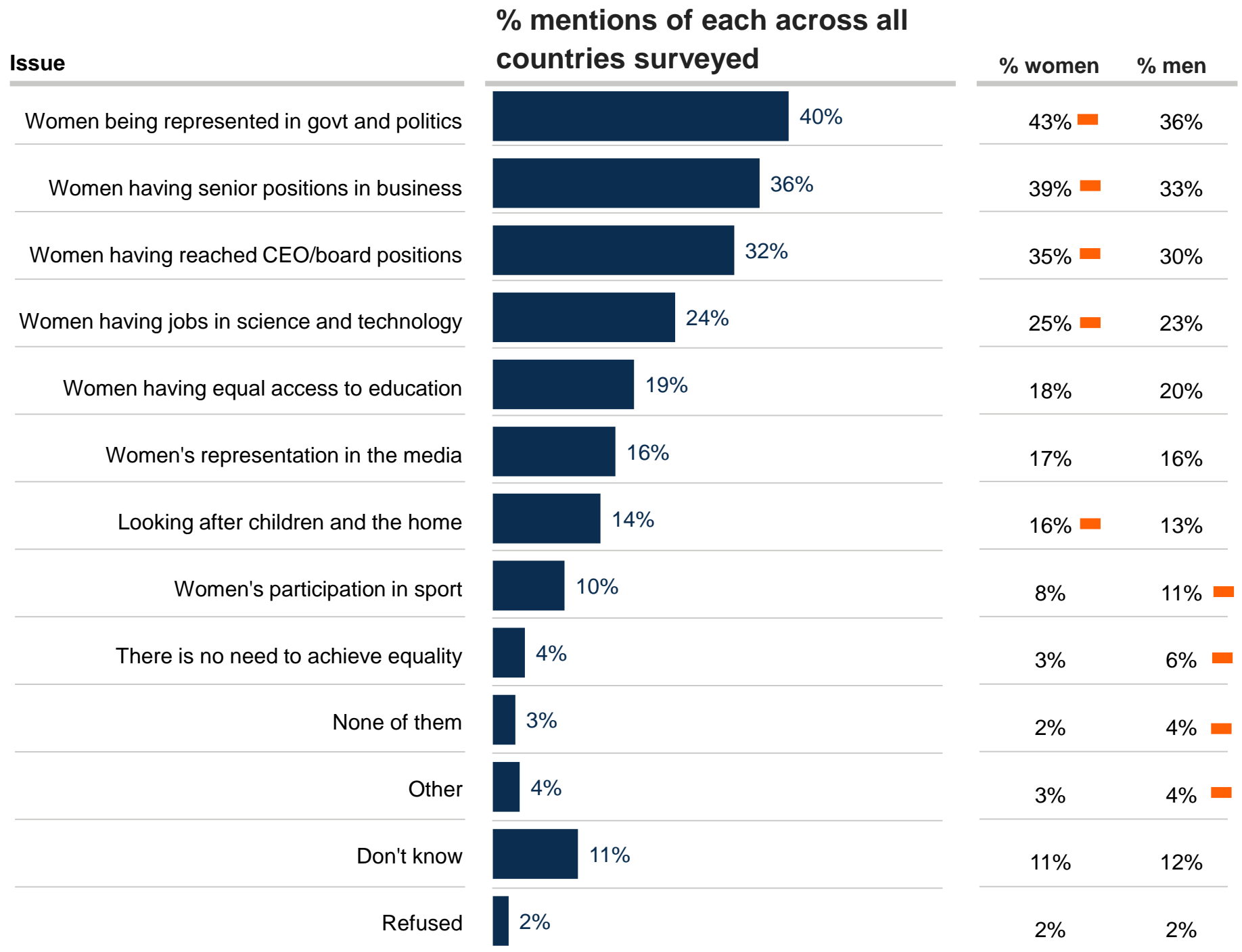


	TOT	ARG	AUS	BEL	BRA	CAN	CHL	CHI	FRA	GER	GB	HUN	IND	ITA	JAP	MAL	MEX	NLD	PER	POL	RUS	SAU	RSA	S.KO	ESP	SWE	TUR	USA
Women being represented in govt and politics	35%	51%	31%	37%	39%	36%	46%	42%	34%	40%	35%	10%	35%	31%	13%	42%	49%	31%	52%	34%	35%	20%	41%	27%	41%	35%	33%	37%
Women having equal access to education	32%	34%	26%	23%	31%	28%	33%	51%	23%	32%	24%	18%	44%	31%	14%	42%	48%	23%	42%	28%	31%	33%	46%	44%	32%	33%	32%	29%
Women having senior positions in business	30%	30%	31%	29%	28%	29%	33%	37%	30%	26%	29%	28%	30%	34%	18%	39%	34%	37%	34%	37%	27%	25%	42%	19%	12%	21%	35%	30%
Women having reached CEO/board positions	24%	16%	26%	28%	26%	26%	25%	24%	23%	20%	20%	7%	33%	17%	15%	47%	24%	25%	29%	26%	17%	22%	39%	25%	23%	24%	16%	31%
Women having jobs in science and technology	23%	23%	21%	23%	29%	23%	19%	23%	19%	31%	24%	20%	36%	29%	8%	33%	27%	16%	15%	28%	17%	20%	29%	13%	23%	15%	20%	27%
Women's participation in sport	20%	37%	24%	17%	25%	11%	30%	18%	21%	8%	23%	16%	34%	11%	23%	17%	29%	14%	25%	16%	24%	17%	20%	17%	20%	19%	24%	12%
Women's representation in the media	19%	29%	18%	20%	26%	17%	28%	20%	19%	9%	20%	16%	22%	10%	14%	14%	21%	10%	33%	23%	8%	18%	15%	16%	20%	16%	22%	15%
Looking after children and the home	12%	11%	7%	12%	8%	7%	11%	8%	13%	15%	7%	12%	16%	7%	15%	13%	15%	15%	9%	12%	11%	13%	7%	17%	10%	21%	17%	6%
No progress has been made	4%	2%	3%	2%	2%	4%	5%	2%	4%	2%	2%	20%	2%	8%	8%	1%	2%	2%	3%	4%	7%	6%	2%	6%	6%	4%	11%	2%
There is no need to achieve equality	2%	2%	3%	3%	2%	3%	2%	0%	3%	2%	3%	3%	1%	2%	4%	1%	1%	4%	1%	2%	6%	6%	1%	2%	1%	3%	1%	3%

Base: 19,443 online adults aged 16-74 across 27 countries, 20 September to 4 October 2019

**Q: And looking forward, over the next 25 years, in which two or three of the following areas do you think it is most important to achieve equality between men and women in (COUNTRY)?**

*Around the world, greater representation of women in government and politics and business are seen as most important in achieving gender equality.*



Indicates significant difference



# Importance of areas by country

And looking forward, over the next 25 years, in which two or three of the following areas do you think it is most important to achieve equality between men and women?

**Top three issues:**  
■ #1 factor in country  
■ #2 factor in country  
■ #3 factor in country



	TOT	ARG	AUS	BEL	BRA	CAN	CHL	CHI	FRA	GER	GB	HUN	IND	ITA	JAP	MAL	MEX	NLD	PER	POL	RUS	SAU	RSA	S.KO	ESP	SWE	TUR	USA
Women being represented in govt and politics	39%	43%	43%	33%	45%	42%	47%	55%	33%	25%	36%	34%	42%	36%	26%	45%	55%	31%	54%	37%	37%	24%	46%	28%	35%	35%	46%	39%
Women having senior positions in business	36%	42%	36%	32%	35%	36%	48%	35%	39%	35%	34%	37%	36%	35%	26%	33%	49%	36%	46%	35%	23%	26%	48%	26%	22%	38%	39%	34%
Women having reached CEO/board positions	32%	42%	31%	32%	35%	33%	43%	31%	36%	28%	29%	16%	32%	25%	20%	43%	39%	27%	39%	27%	24%	24%	45%	24%	37%	33%	27%	35%
Women having jobs in science and technology	24%	27%	18%	23%	33%	25%	27%	22%	23%	21%	22%	18%	34%	34%	8%	37%	33%	16%	26%	27%	21%	20%	24%	19%	26%	13%	28%	25%
Women having equal access to education	19%	18%	12%	11%	25%	16%	17%	33%	11%	16%	12%	9%	36%	15%	13%	35%	27%	10%	28%	10%	10%	19%	26%	13%	15%	16%	30%	17%
Women's representation in the media	16%	20%	19%	15%	17%	13%	17%	20%	9%	14%	22%	10%	23%	13%	14%	15%	16%	8%	21%	11%	6%	13%	18%	19%	11%	21%	35%	14%
Looking after children and the home	14%	14%	9%	17%	7%	7%	12%	16%	11%	16%	9%	10%	18%	7%	27%	11%	13%	21%	13%	15%	14%	13%	10%	38%	18%	21%	10%	8%
Women's participation in sport	10%	13%	10%	11%	11%	6%	15%	9%	8%	2%	6%	5%	25%	6%	5%	10%	11%	5%	14%	9%	5%	14%	12%	6%	10%	9%	15%	6%
There is no need to achieve equality	4%	4%	5%	5%	3%	4%	3%	2%	4%	6%	4%	6%	2%	3%	5%	3%	1%	7%	1%	7%	12%	8%	3%	5%	2%	5%	1%	6%

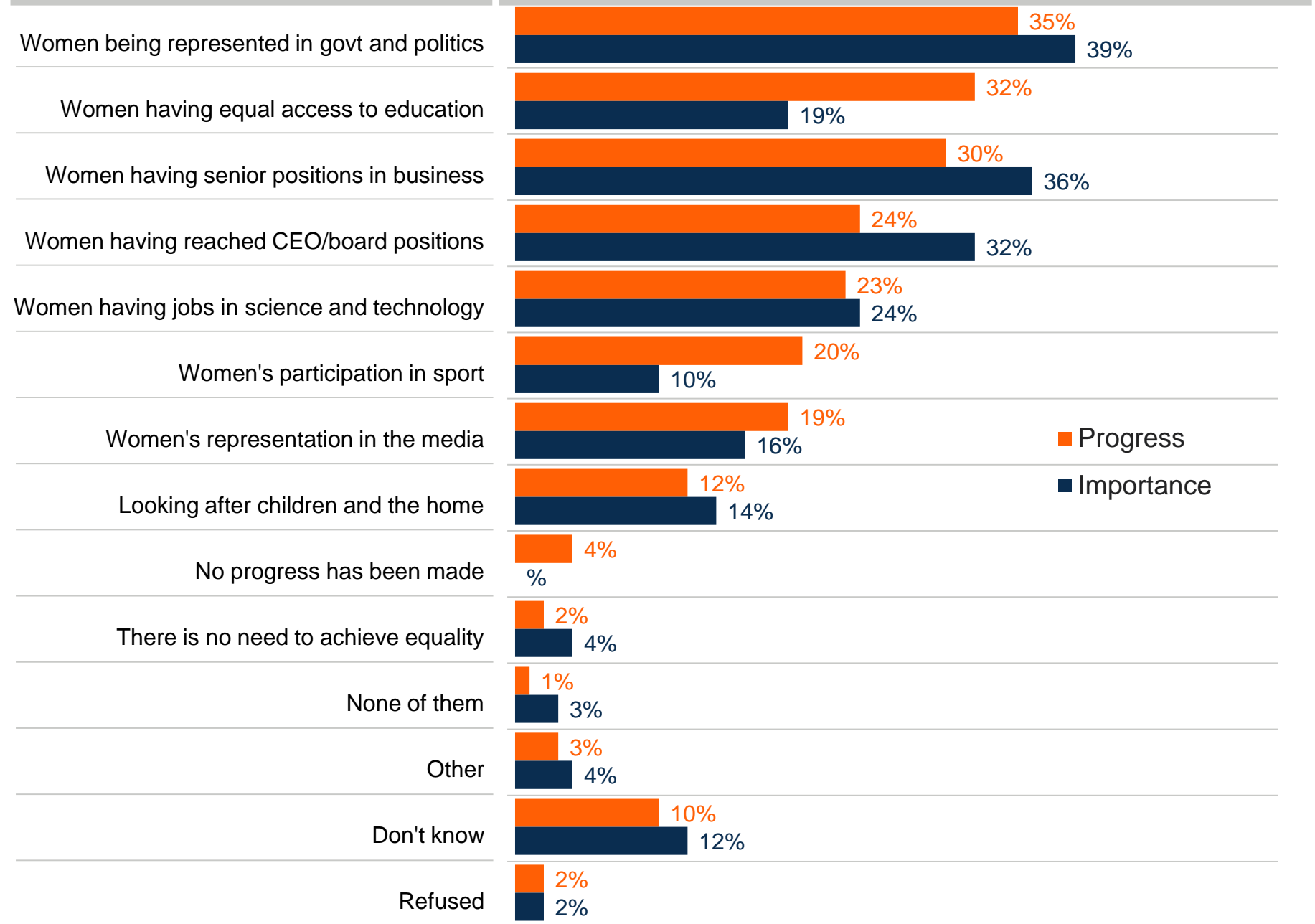
Base: 19,443 online adults aged 16-74 across 27 countries, 20 September to 4 October 2019

**Q: And looking forward, over the next 25 years, in which two or three of the following areas do you think it is most important to achieve equality between men and women in (COUNTRY)?**

*The biggest gaps between progress and importance are in having more female leaders in business and in CEO/board positions. Relative to its importance in the public's eyes, most progress has been made in access to education.*

**Issue**

**Progress vs importance**



Base: 19,443 online adults aged 16-74 across 27 countries, 20 September to 4 October 2019

- The survey is an international sample of 19,943 adults aged 18-74 in the United States and Canada and 16-74 in all other countries. Interviews were conducted between 20 September – 4 October 2019.
- The survey was conducted in 27 countries around the world, via the Ipsos Online Panel system in Argentina, Australia, Belgium, Brazil, Canada, Chile, China, France, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey, Great Britain, and the USA.
- Approximately 1000 individuals were surveyed in Australia, Brazil, Canada, China, France, Germany, Italy, Japan, Spain, Great Britain, and the USA. Approximately 500 individuals were surveyed in Argentina, Belgium, Chile, Hungary, India, Mexico, Malaysia, Netherlands, Peru, Poland, Russia, Serbia, South Africa, South Korea, Sweden, Turkey.
- 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.
- Data are weighted to match the profile of the population. 16 of the 27 countries surveyed generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Netherlands, Poland, South Korea, Spain, Sweden, and United States). Brazil, Chile, China, India, Malaysia, Mexico, Peru, Russia, Serbia, South Africa and Turkey produce a national sample that is considered to represent a more affluent, connected population. These are still a vital social group to understand in these countries, representing an important and emerging middle class.

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