

IPSOS EQUALITIES INDEX 2023

**A 33-country Global Survey:
Findings for Britain**

July 2023



INTRODUCTION

Welcome to the inaugural Ipsos Equalities Index, which is the first time that we've examined global attitudes towards these issues in this way. This study expands upon, and links to work that we have done elsewhere, including:

- [What Worries The World](#), a monthly Global survey which tracks (among other things) public concern about poverty and inequality
- [International Women's Day](#), an annual survey of attitudes towards gender equality and
- [Pride](#), a survey of 30 countries into attitudes towards LGBT+ people and issues

Our intention is to develop this new study and to repeat it every year, so that we can track change over time. To begin with, we were interested in six particular issues:

1. Do people believe that they live in a meritocracy? Or do they believe that structural factors are more important in determining their success?
2. How do people define equality? "Equity" is an emerging term which some groups say should be the real goal of social justice – but does this resonate with people?
3. How seriously do people view the issue of inequality in their own society?
4. How do people feel about the progress that is being made?
Have things gone too far or not far enough?
5. Who do people think suffers the most from discrimination?
6. Who do people think is responsible for mitigating or fixing inequality in their society?

Precise details of the questions we asked are on the following slide.

Full data tables are available on request.



THE QUESTIONS WE ASKED

Q1 With which of these two statements do you agree more?

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

Q2 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

Q3 Compared to all the other problems facing [country], would you say that inequality is:

- The single most important problem
- One of the most important problems
- Important, but not the most urgent problem
- Not very important
- Not at all important
- Not sure

Q4 Thinking about attempts to promote equality for all groups of people in [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

Q6 Which of these, if anyone, do you think should be primarily responsible for taking action to try to reduce inequality in [country]?

- Employers
- The government
- Individuals
- Groups experiencing inequality
- The media
- Religious leaders
- Parents and teachers
- Advocacy organizations
- Someone else
- None of these
- Not sure

Q5 Which of these groups of people, if any, do you think most experience unequal or unfair treatment in [country] today?

- Men
- Women
- People from minority ethnic groups
- Immigrants
- People with physical disabilities
- People with mental health conditions
- People who are neurodivergent (e.g., with dyslexia, ADHD, autism, etc.)
- Lesbians, gay men and/or bisexuals
- Transgender and/or non-binary people
- People of specific religions
- Senior citizens
- Young adults
- None of these
- Not sure

KEY FINDINGS



ATTITUDES TO FAIRNESS & EQUALITY: KEY FINDINGS

Key findings for Great Britain

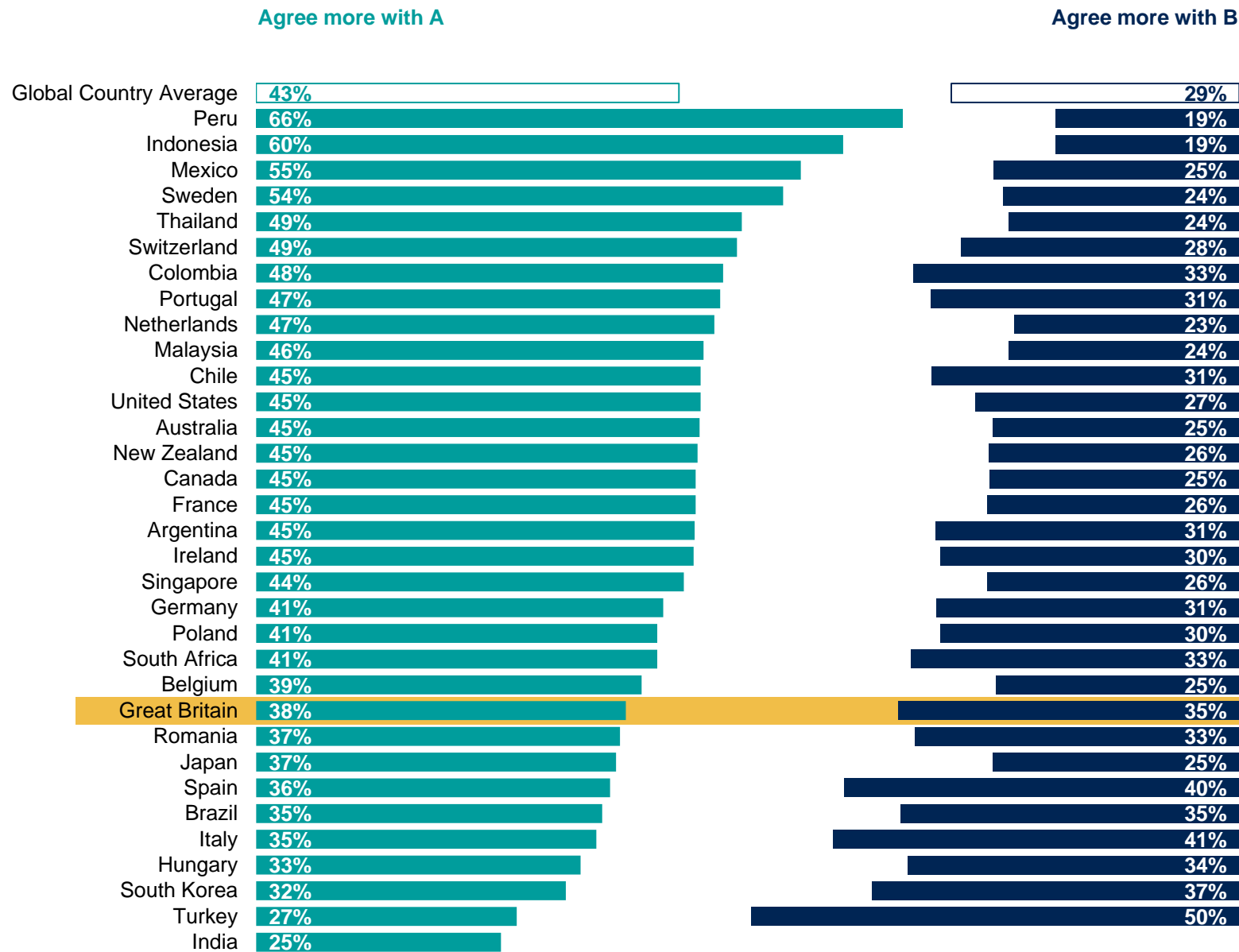
New findings from Ipsos' 33 country Global Advisor survey sheds light on how people in Britain understand 'fairness' and how their views compare with other countries.

- People in Britain are divided on whether people's chances of success in life depend mostly on their own merit and efforts, or are mainly driven by factors outside their control
- More people understand fairness in terms of everyone having the same opportunities than think fairness means everyone enjoying the same quality of life
- Most people see inequality as an important problem facing Britain (although not the most urgent), but more people in Britain than in the other 32 countries surveyed said that attempts to promote equality for all groups of people in Britain had 'gone too far'.

Q

With which of these two statements do you agree more? A. People's chances of success in ... depend mostly on their own merit and efforts/B. People's chances of success in ... depend mostly on factors beyond their control?

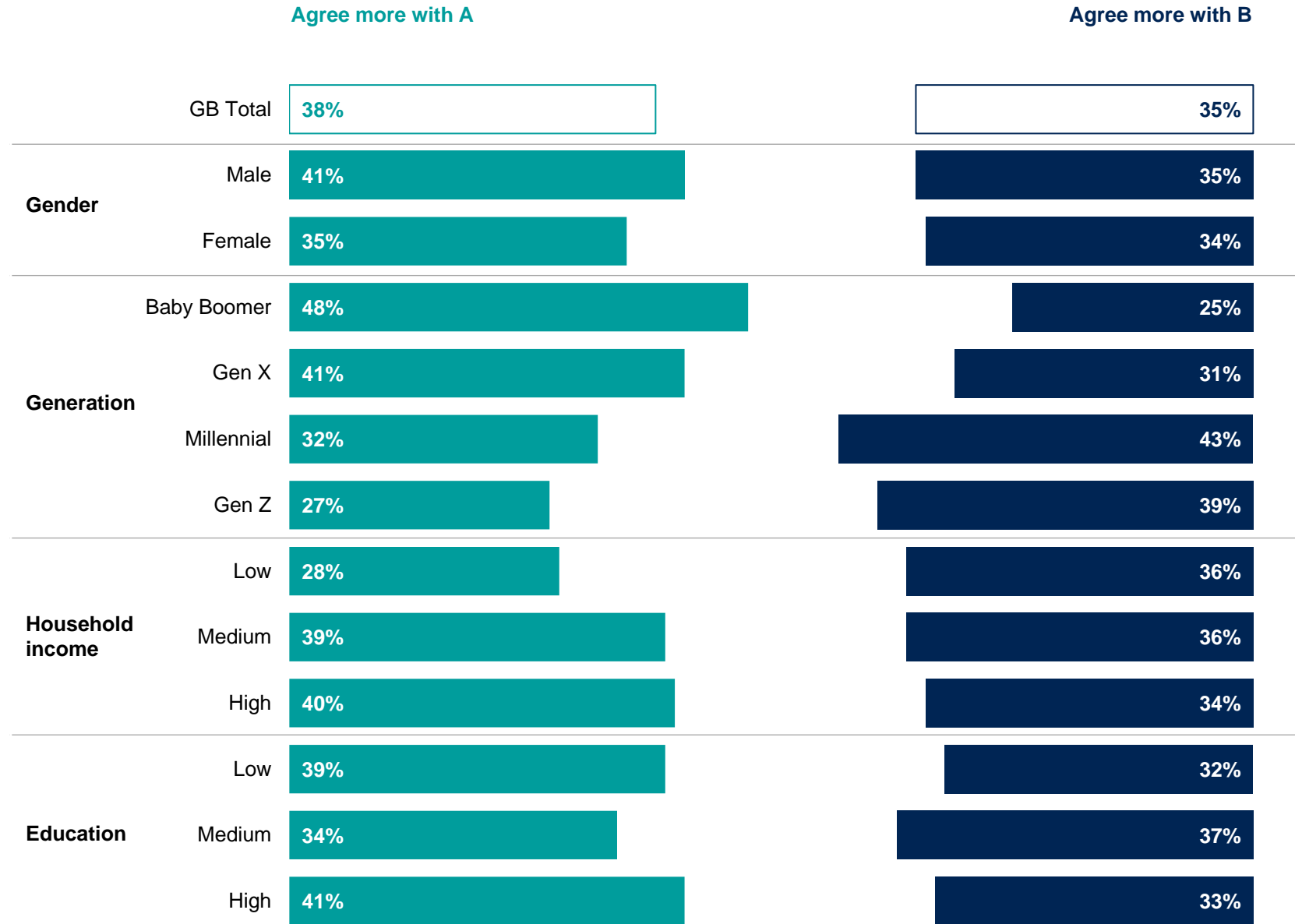
38% of the British public are 'individualists', who believe that merit and effort are the main drivers of success, while 35% are 'structuralists', who believe that factors beyond our control are more important. The other 28% are in the middle, or undecided.



Q

With which of these two statements do you agree more? A. People's chances of success in ... depend mostly on their own merit and efforts/B. People's chances of success in ... depend mostly on factors beyond their control?

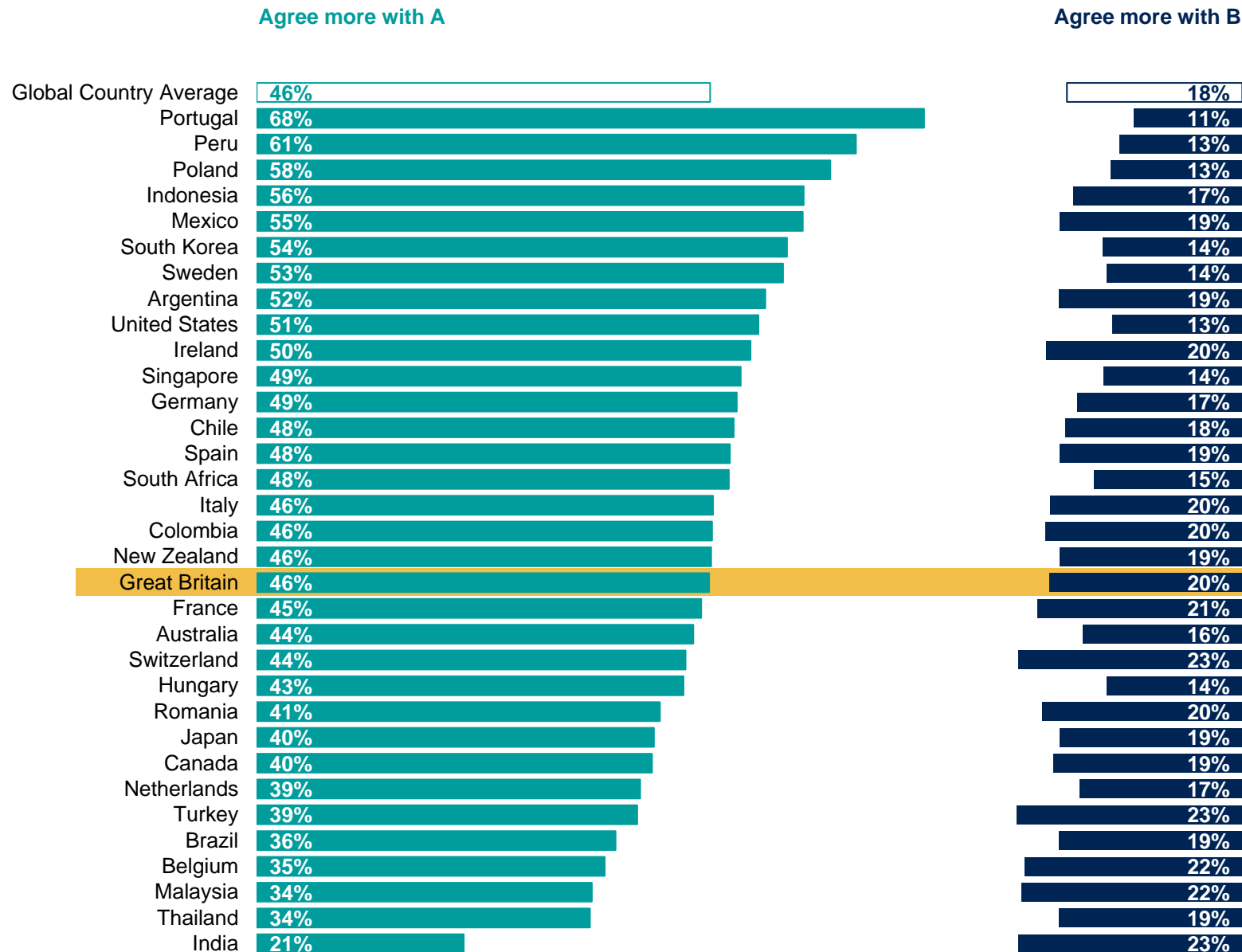
Older generations ('baby boomers') and those who are better off are more likely to agree that people's chances of success depend mostly on their own merit and efforts.



Q

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?

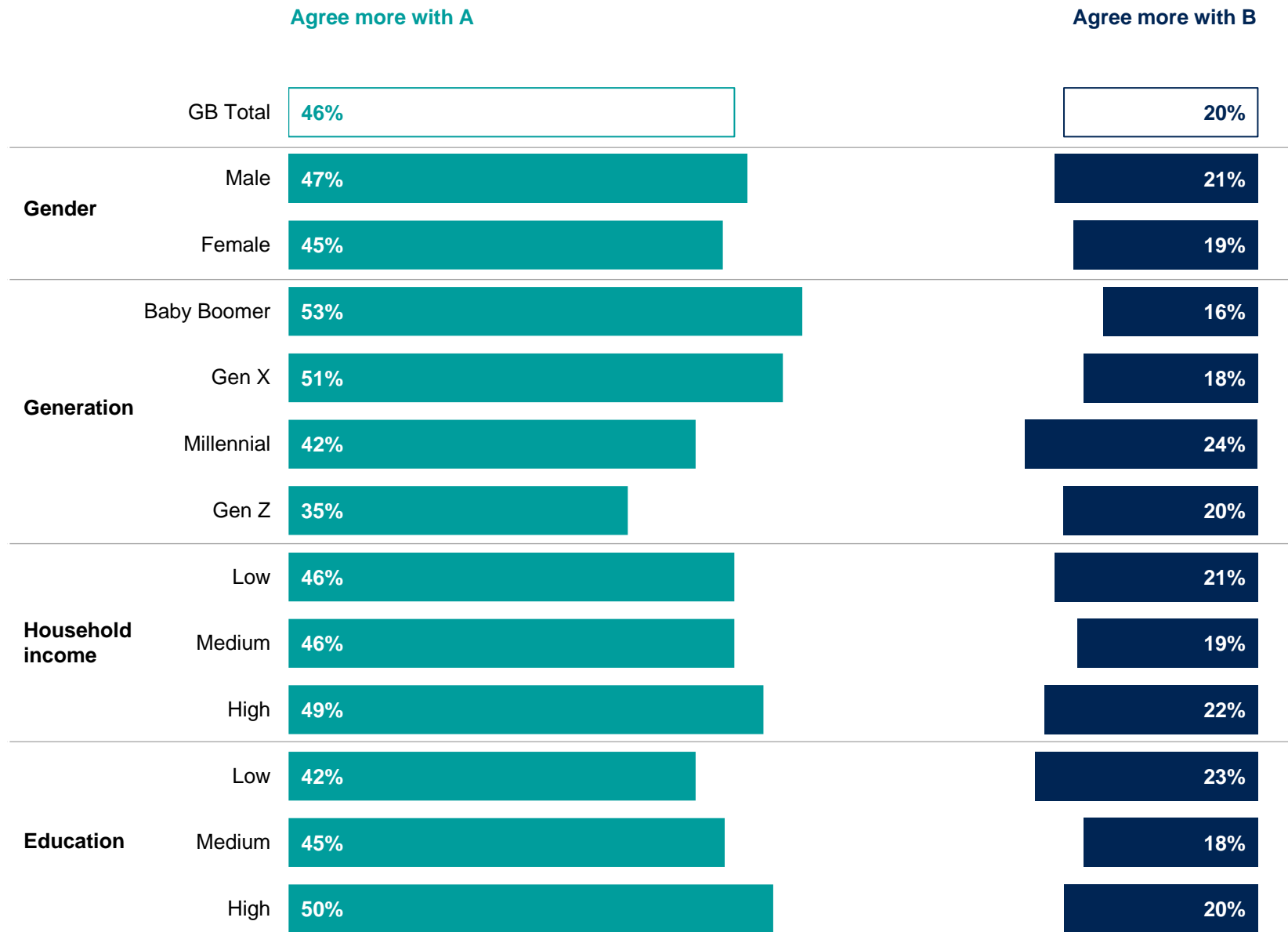
More Britons say a fair society is one where everyone is given the same opportunities (46%) than see it as ensuring everyone enjoys the same quality of life (20%), with one in three (34%) unsure. In this, Britain is in line with the global average of countries surveyed.



Q

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?

Most demographic groups in Britain see fairness in terms of equal opportunities. However, there are big differences by age, with Baby boomers most likely to think this and Gen Z less sure whether they see fairness as equality of opportunity or of outcome.

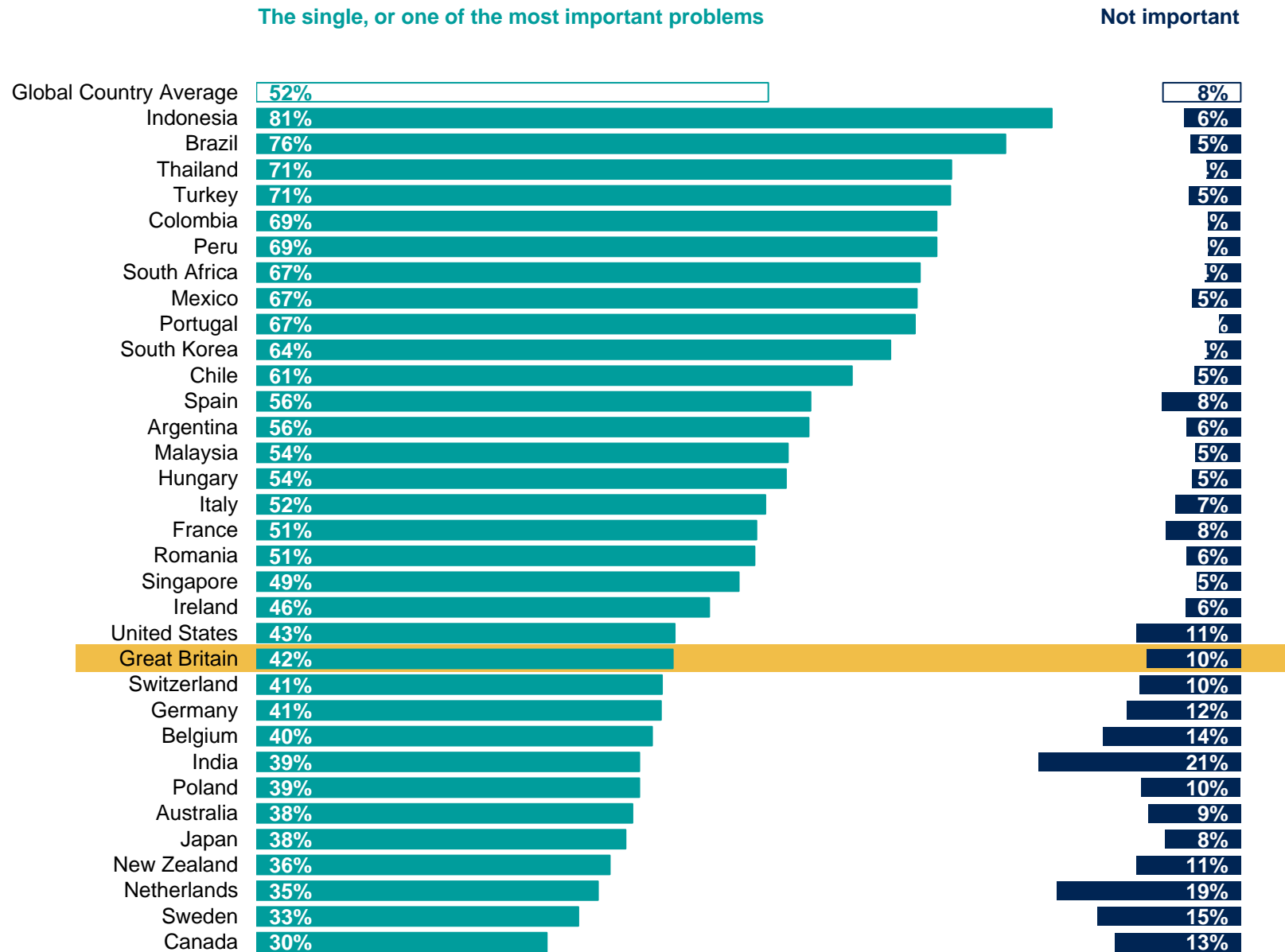


Q

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

42% of Britons think inequality is the most, or one of the most important problems facing us. This is lower than average across the countries surveyed.

A further 43% say inequality is ‘important, but not the most important problem’ – so 85% of Britons see inequality as an important issue for the country.



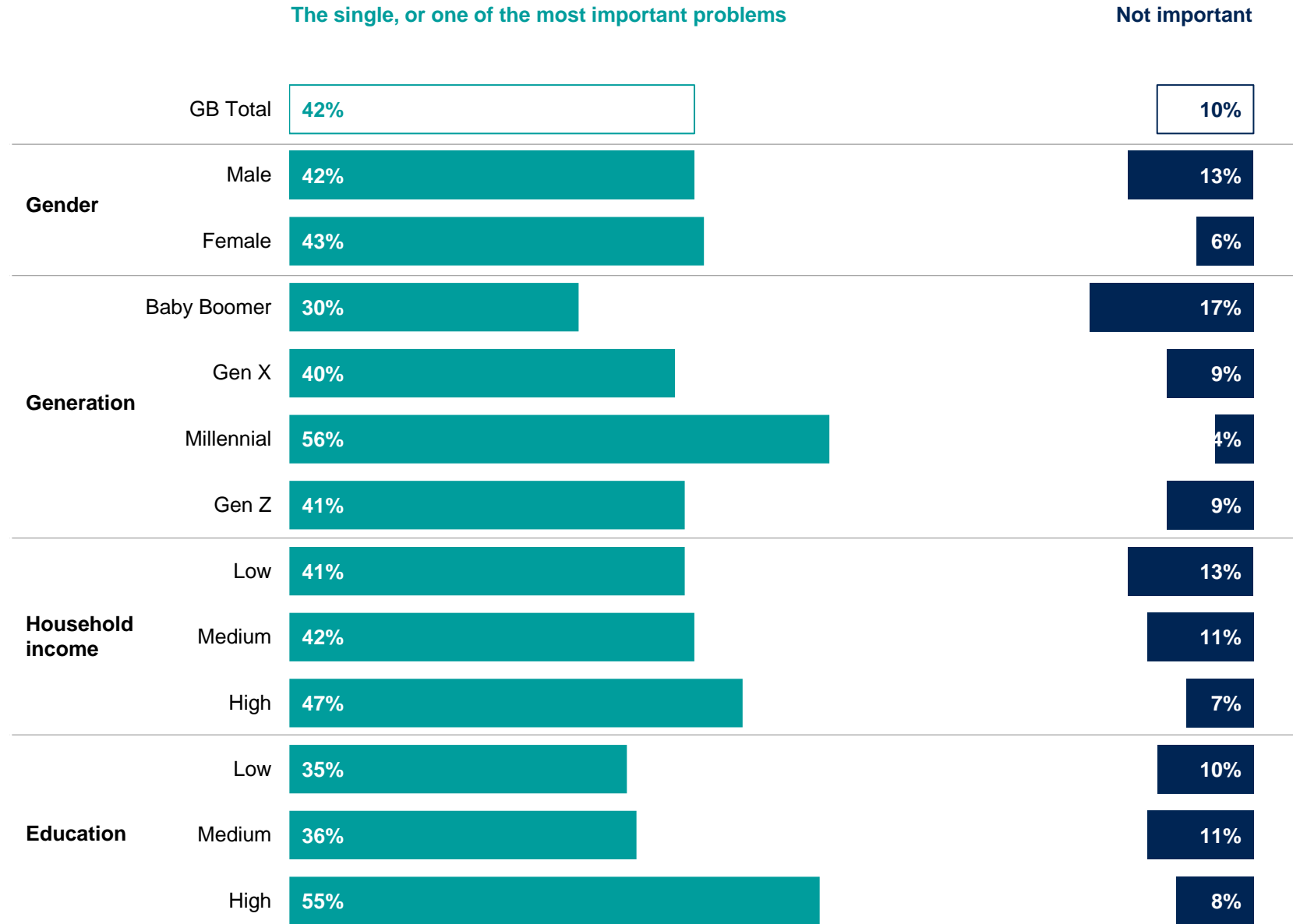
Base: 26,259 online adults aged 16-74 across 33 countries, 17 February – 3 March, 2023



Q

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

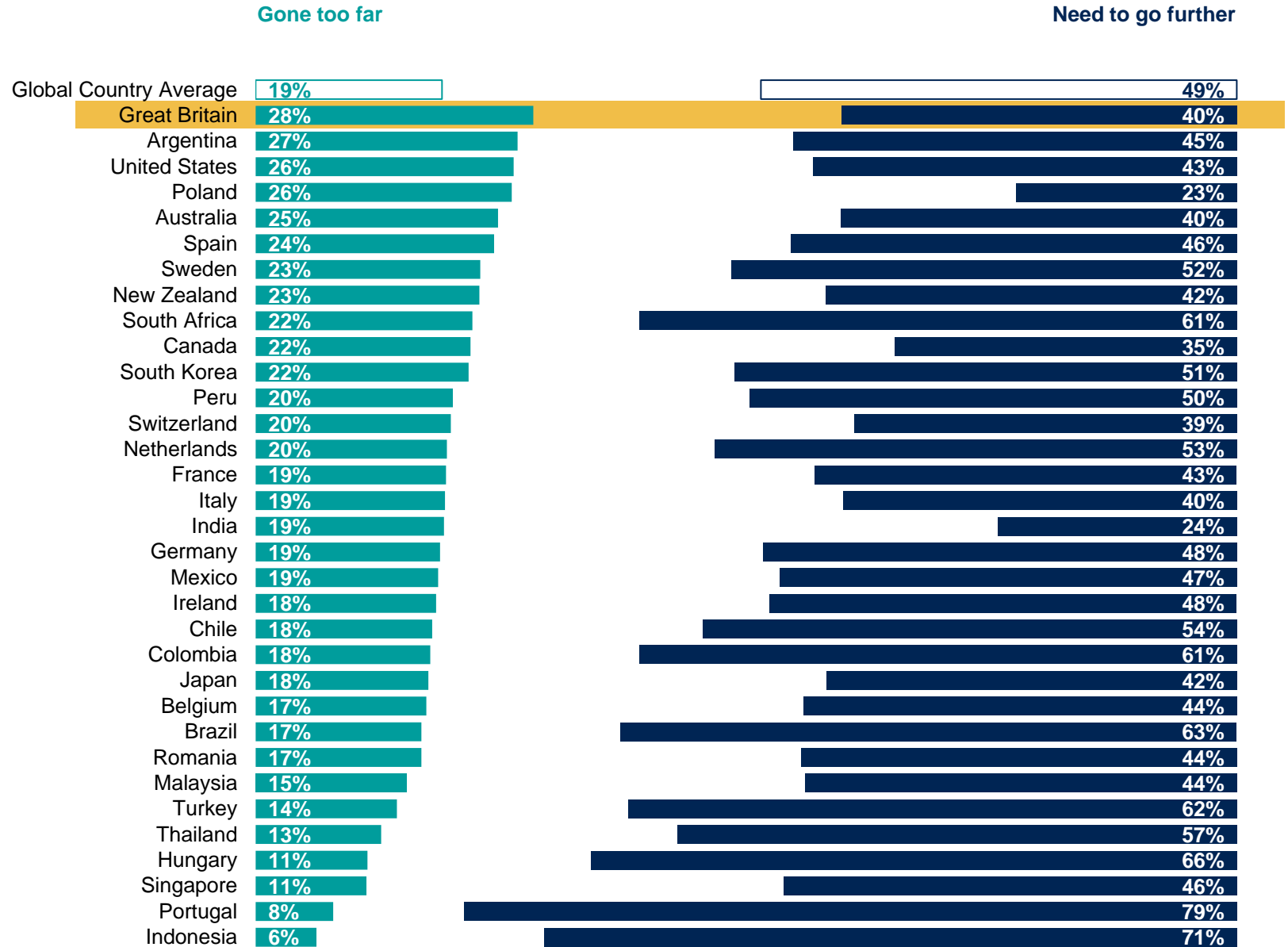
Millennials (56%) are most likely to say inequality is among the top problems facing Britain, with Gen Z (41%) and Gen X (40%) in the middle and Baby Boomers (30%) bringing up the rear.



Q

Thinking about attempts to promote equality for all groups of people in ..., do you think that, overall, they have:

At 28%, the proportion of Britons who think attempts to promote inequality for all groups have gone too far is the highest across the 33 countries surveyed. However, more (40%) think action to promote equality needs to go further.

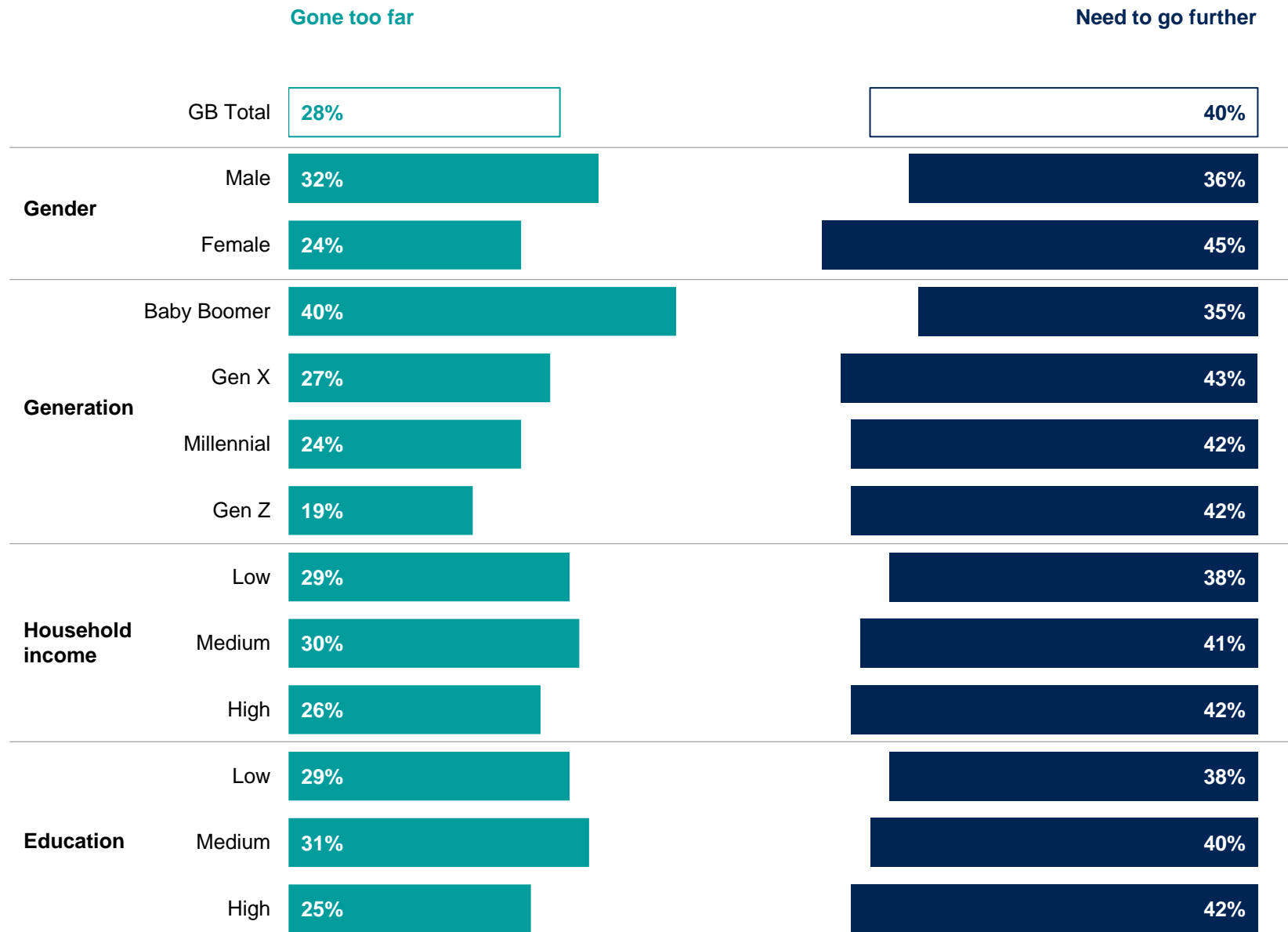


Q

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

Baby boomers are among the groups most likely to feel attempts to promote equality have gone too far – 40%, vs. 19% of Gen Z.

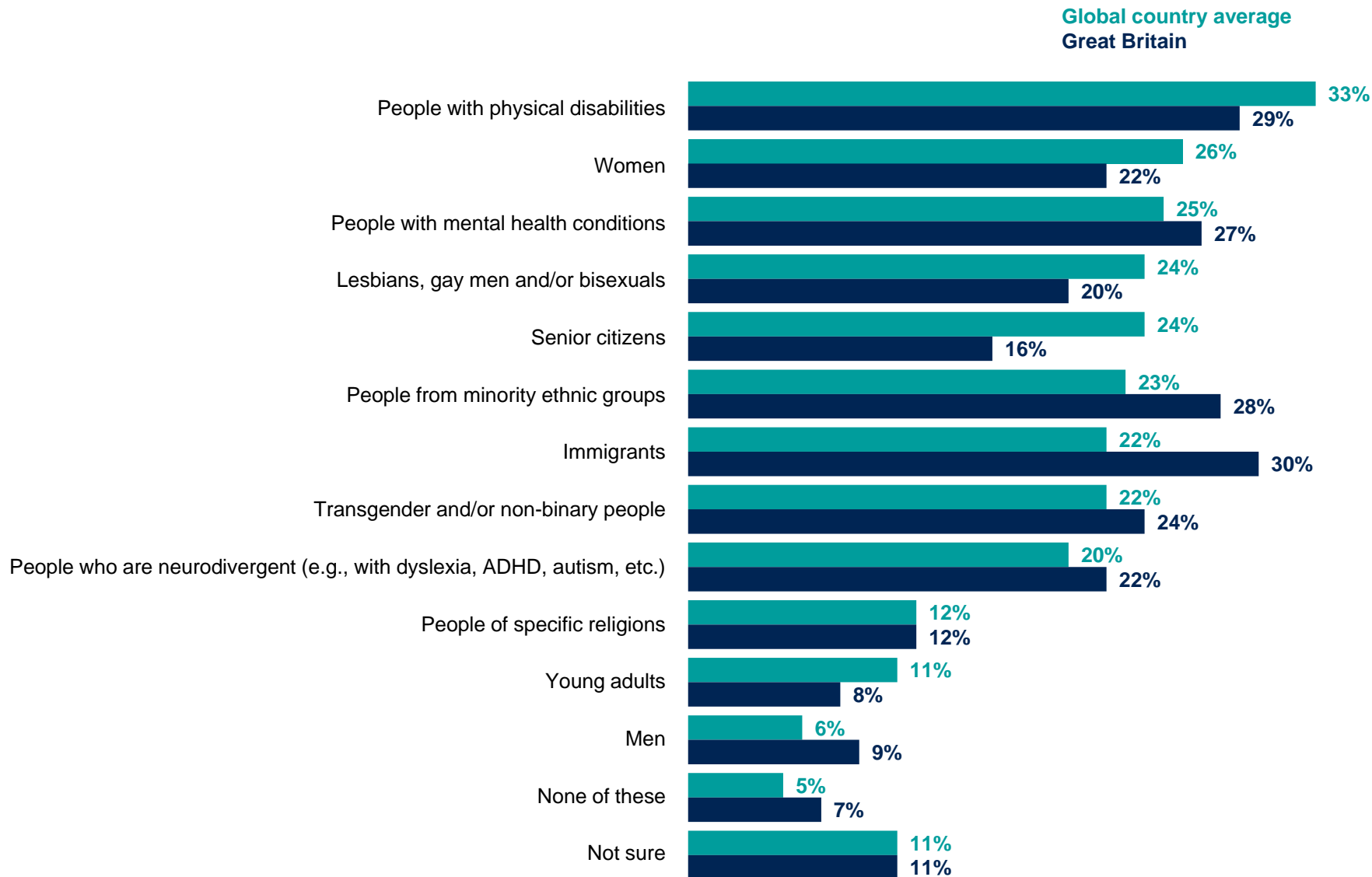
Men are also more likely than women to say this (32% vs. 24%).



Q

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

Topping the table of groups we think are most likely to experience unequal or unfair treatment in Britain today are immigrants (30%) and people with physical disabilities (29%), followed by people from minority ethnic groups (28%) and people with mental health conditions (27%).



Base: 26,259 online adults aged 16-74 across 33 countries, 17 February – 3 March, 2023

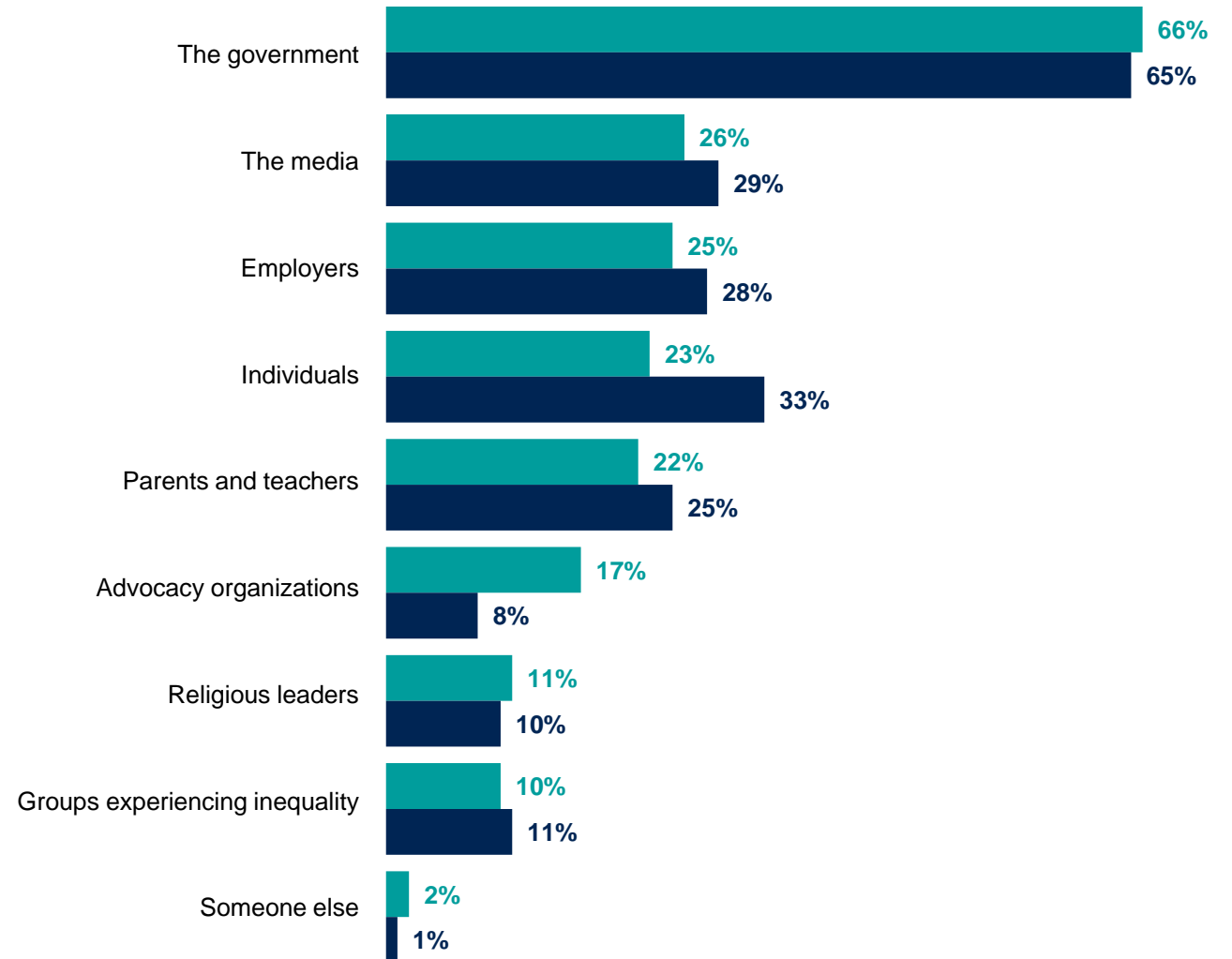


Q

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

Two thirds (65%) think the government should be mainly responsible for taking action to reduce inequality in Britain. However, a third (33%) think that individuals have a primary responsibility (in some cases, in addition to government, since respondents could choose multiple options).

Global country average
Great Britain



METHODOLOGY

- These are the results of a 33-country survey conducted by Ipsos on its Global Advisor online survey platform and , in India, on its IndiaBus platform, between February 17 and March 3, 2023. For this survey, Ipsos interviewed a total of **26,259 adults** aged 18 years and older in India, 18-74 in Canada, South Africa, Turkey, 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, Malaysia, Mexico, New Zealand, Singapore, South Korea, Spain, Thailand and the U.S., and 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, the Republic of Ireland, the Netherlands, Peru, Poland, Romania, South Africa, Sweden, Switzerland, and Turkey.
- The sample in India consists of approximately 2,200 individuals, of whom 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, Singapore, 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, Portugal, Romania, Singapore, South Africa, Thailand, and Turkey 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 where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result.
- Where results do not sum 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/not sure” 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’s use of credibility intervals, please visit the Ipsos website.