

# IPSOS EQUALITIES INDEX 2023

A 33-country Global Survey

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.

## INDEX

- [Headlines](#)
- [Key findings](#)
- [Appendix](#) → (all questions by country and key demographics, including some focus on countries).



# THE QUESTIONS WE ASKED

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**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

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**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

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**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

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**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

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**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

# THE HEADLINES



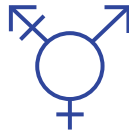
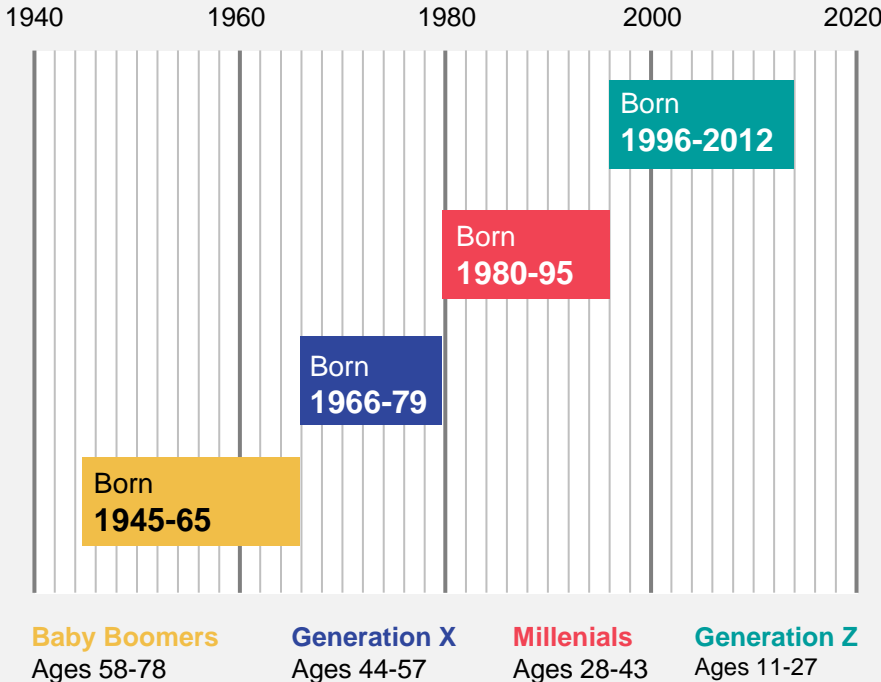
## Generations

### Young people, new views

We discovered that younger people are:

- typically **more sensitive to inequality** than older generations, although there are some notable exceptions to this general rule
- **less likely** than older generations to believe that they **live in a meritocracy**
- are increasingly likely to be drawn to ideas of “**equity**”, which develops the concept of equality further by arguing that equality of outcome is the right goal, rather than equality of opportunity.

That said, we don't yet know whether these findings are due to a “cohort effect” (ie that younger generations have these attitudes because of the era they are growing up in) or a “lifecycle effect” (ie they feel this way simply because they are younger)



## Gender

### The same, but different

There are some clear differences in the attitudes of men and women, besides the obvious matter of fairness between genders themselves.

We found that **women are more likely than men** to consider that neurodivergent people, LGBT+ people, those with physical disabilities, and those suffering with poor mental health are treated unfairly.

But there is **very little difference** in men's and women's attitudes to the discrimination experienced by ethnic minorities, immigrants, those of different religions, young people, and senior citizens.

# THE HEADLINES



## Ethnicity

### Diversity and history

Many factors influence different countries' views on whether ethnic minorities are treated unfairly, with historical and current context both playing an important part.

Countries with a higher degree of ethnic fractionalisation / diversity tend to express **more concern** about the unequal or unfair treatment of ethnic minorities - in particular those countries where large indigenous populations were displaced by settlers, and those countries where there is a history of racialised chattel slavery or segregation along racial grounds.



## Socio-economics

### More money, more problems

Perhaps counter-intuitively, we found that **wealthier and more educated** people are the most likely to think that:

- Equity (which we define here as everyone enjoying the same quality of life) is a more desirable goal than equality of opportunity.
- Inequality is a serious problem in their country
- Efforts to redress inequality need to go further



## Location

### Different places, different speeds

Countries where English is the first language are typically the most likely to say that efforts to promote equality have **gone too far** - although even in these places this opinion is less prevalent than the view that **more needs to be done**.

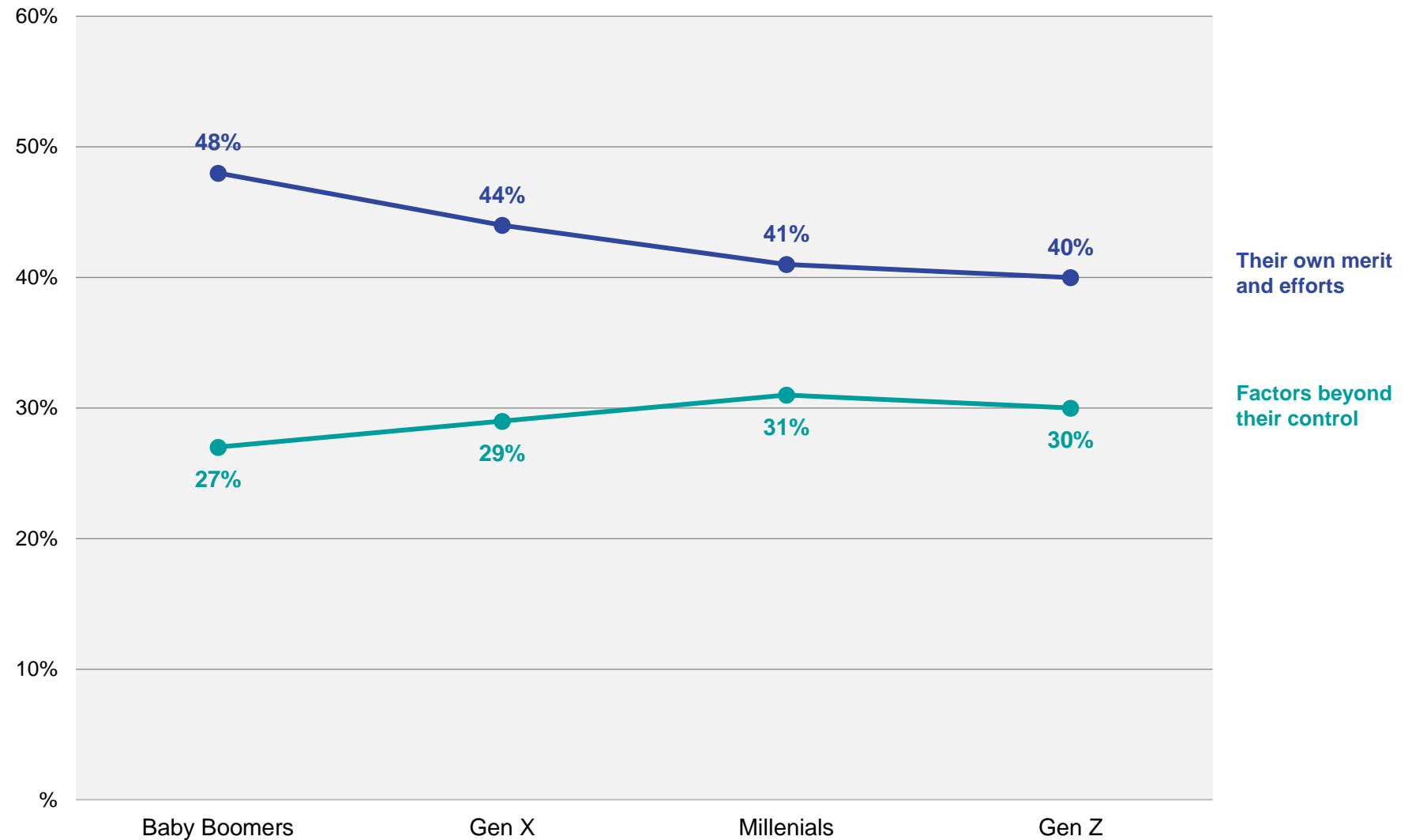
In every one of the countries we studied, there is widespread agreement that **government is primarily responsible** for doing something to reduce inequality.

# KEY FINDINGS



## In your country, what do people's chances of success depend on more?

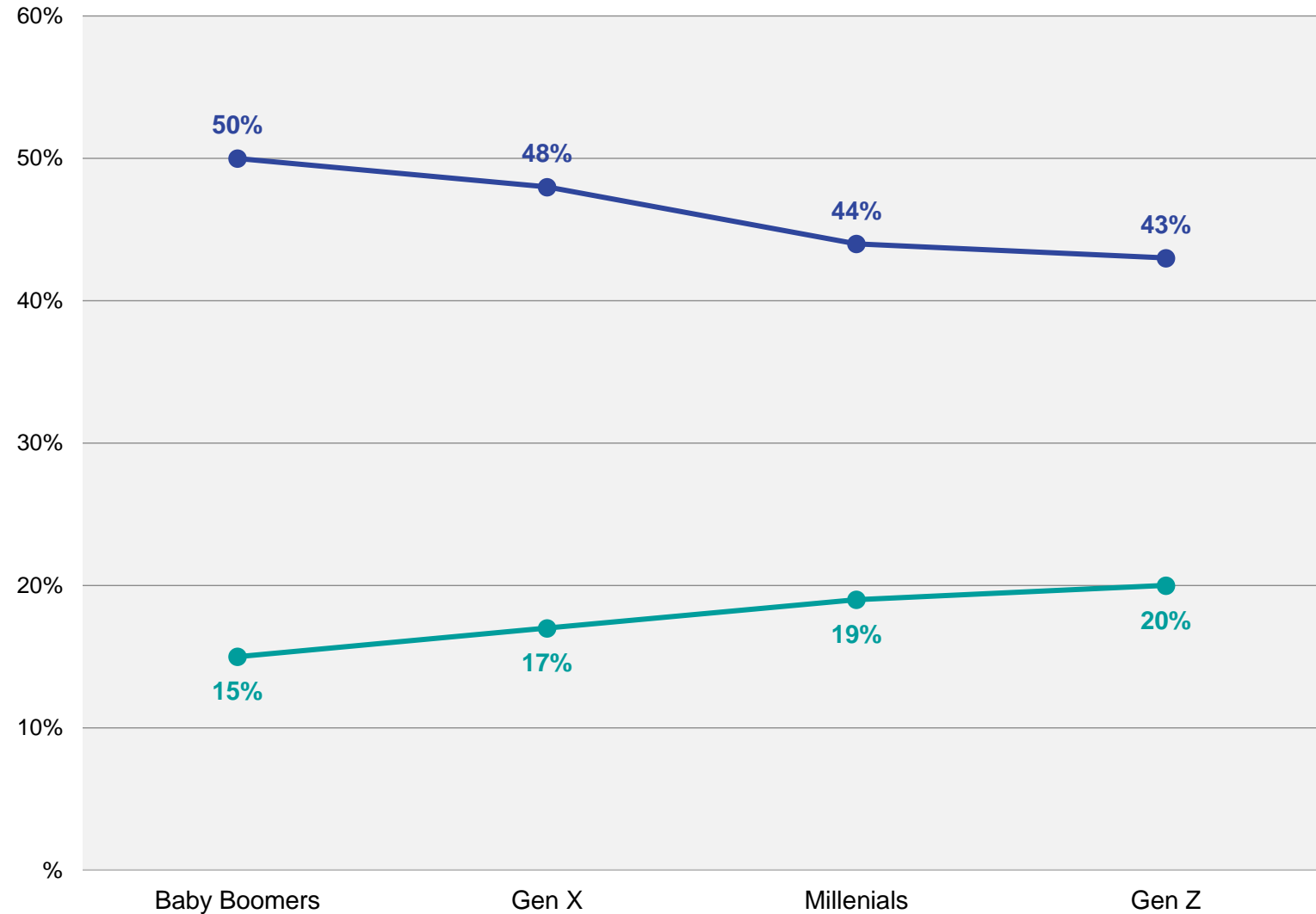
Globally, "Generation Z" (adults born after 1995) are 8ppt less likely than "Baby Boomers" (born between 1945 and 1964) to agree that we live in a meritocracy – and each successive generation is less likely to agree than the last.



## How would you define “a fair society”?

Equality of outcome, which is the goal of those who advocate for “equity”, is growing in popularity through the generations, with Gen Z being a third as likely again as Baby Boomers to say it is how they define fairness.

But even amongst Gen Z, it is still less than half as popular as the idea that equality of opportunity is the basis of fairness.



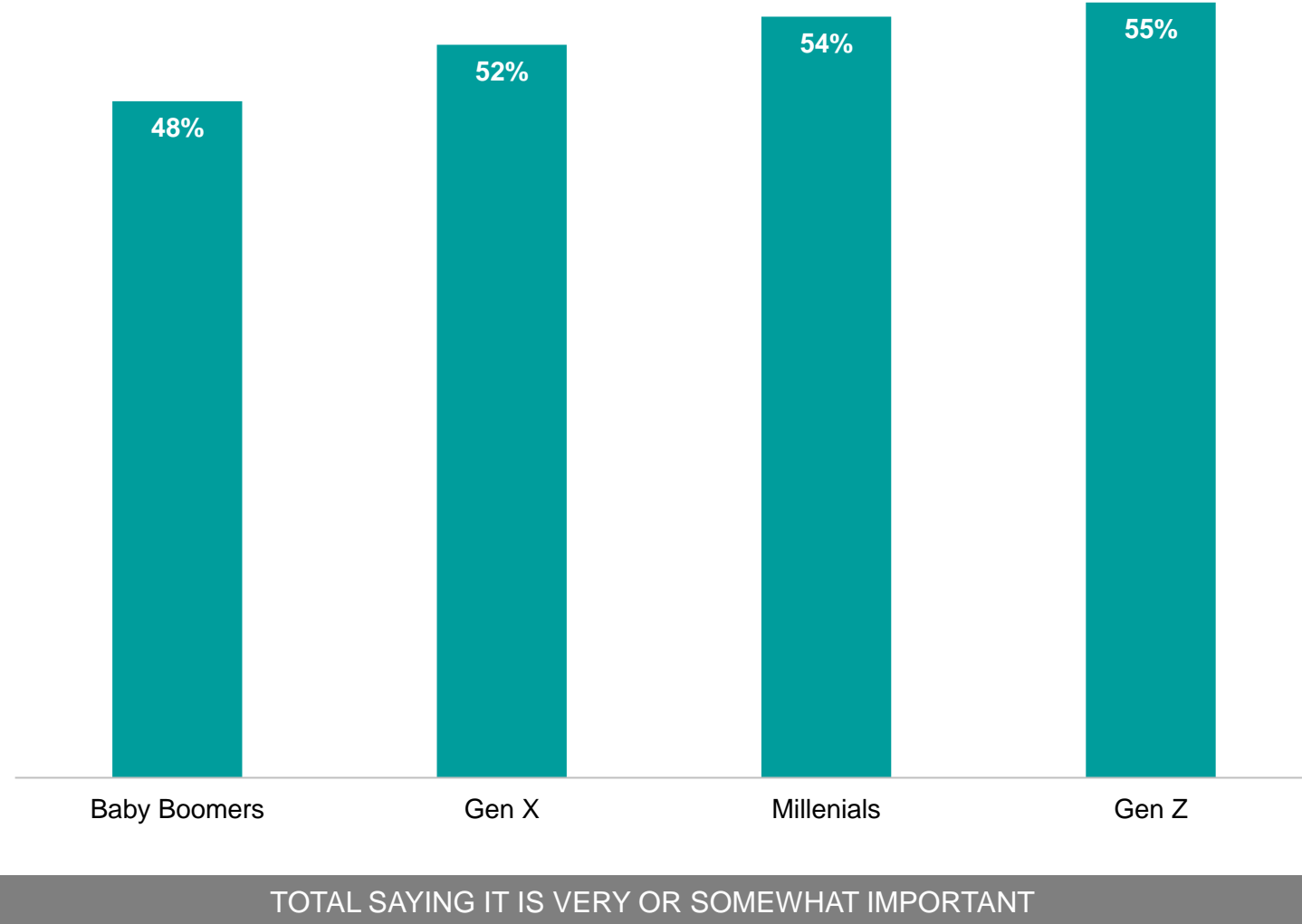
Everyone is given the same opportunities

Everyone enjoys the same quality of life



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

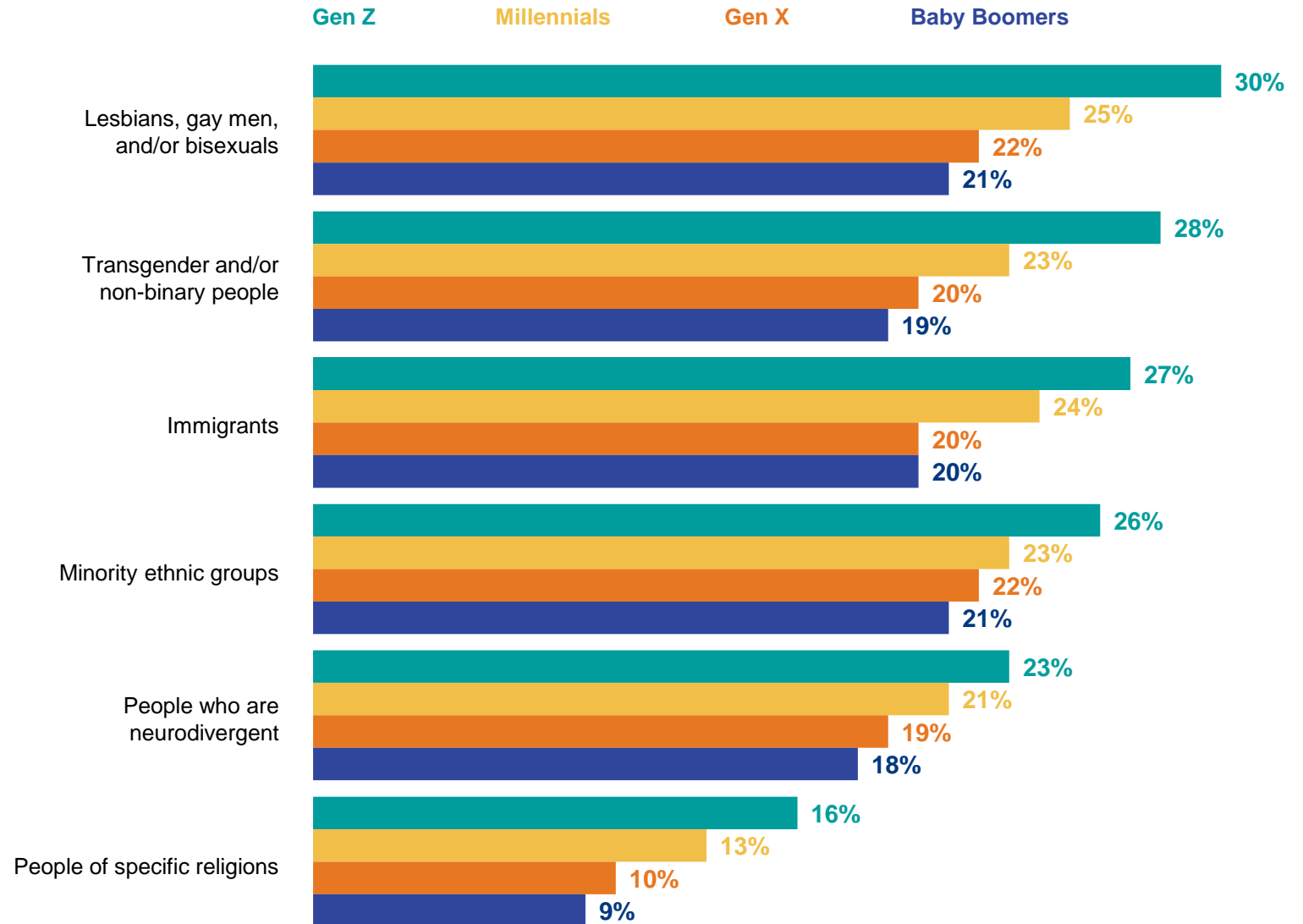
Again, we see that younger generations tend to be somewhat more sensitive to this issue, with a majority of Gen X, Millennials and Gen Z agreeing that inequality is an important issue, even in the context of everything else their country is dealing with.



Who do you think most experiences unequal or unfair treatment in your country today?

When we invited people to identify specific groups that experience discrimination, younger people were more sensitive to the unfair treatment of almost every group that we listed.

But there were some exceptions...

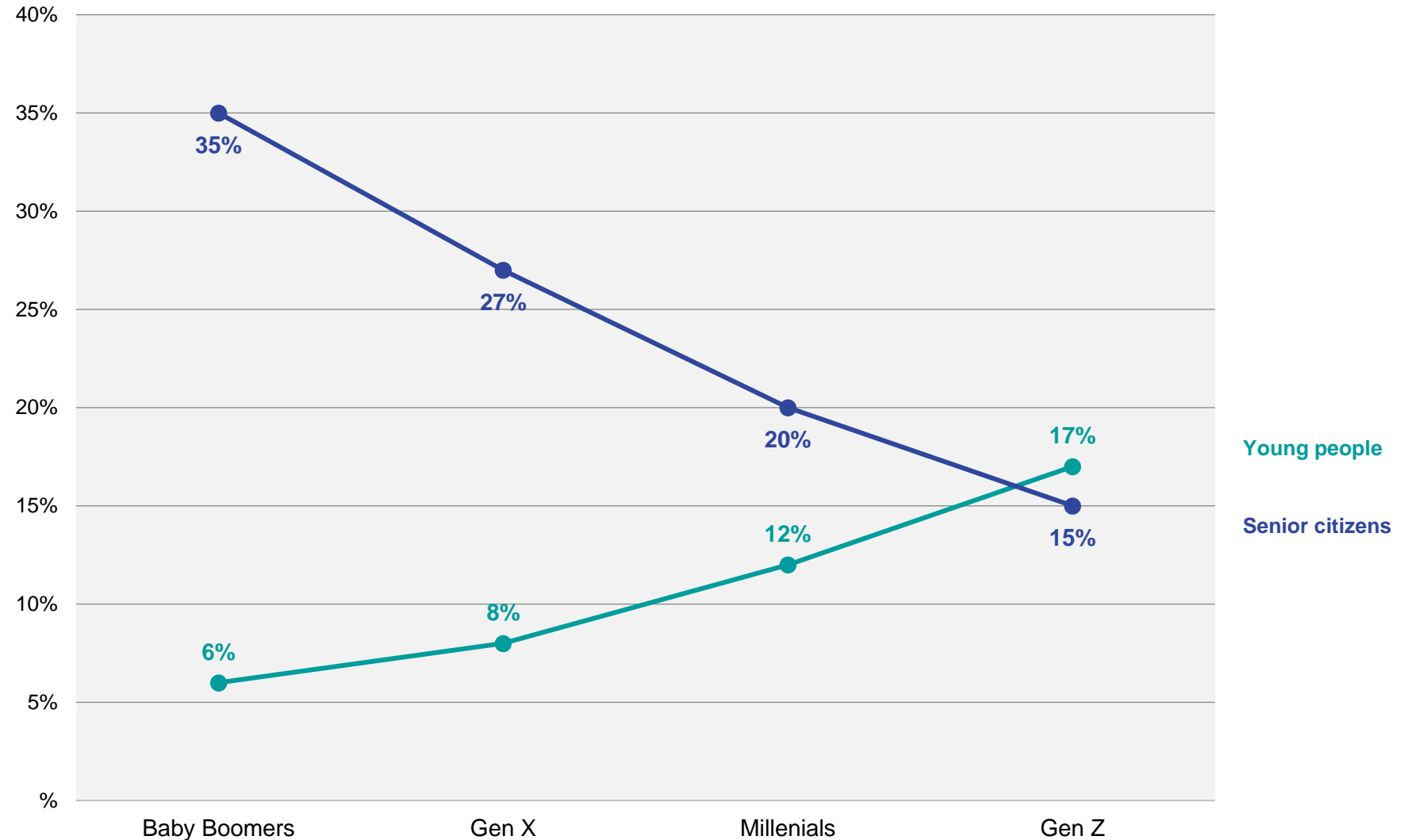


## Who do you think most experiences unequal or unfair treatment in your country today?

Gen Z are less than half as likely as Baby Boomers to agree that senior citizens are treated unfairly in their country.

Although they are nearly three times as likely to say that young people are treated unfairly.

Globally, Gen Z are the only generation to agree that young people are treated more unfairly than senior citizens.

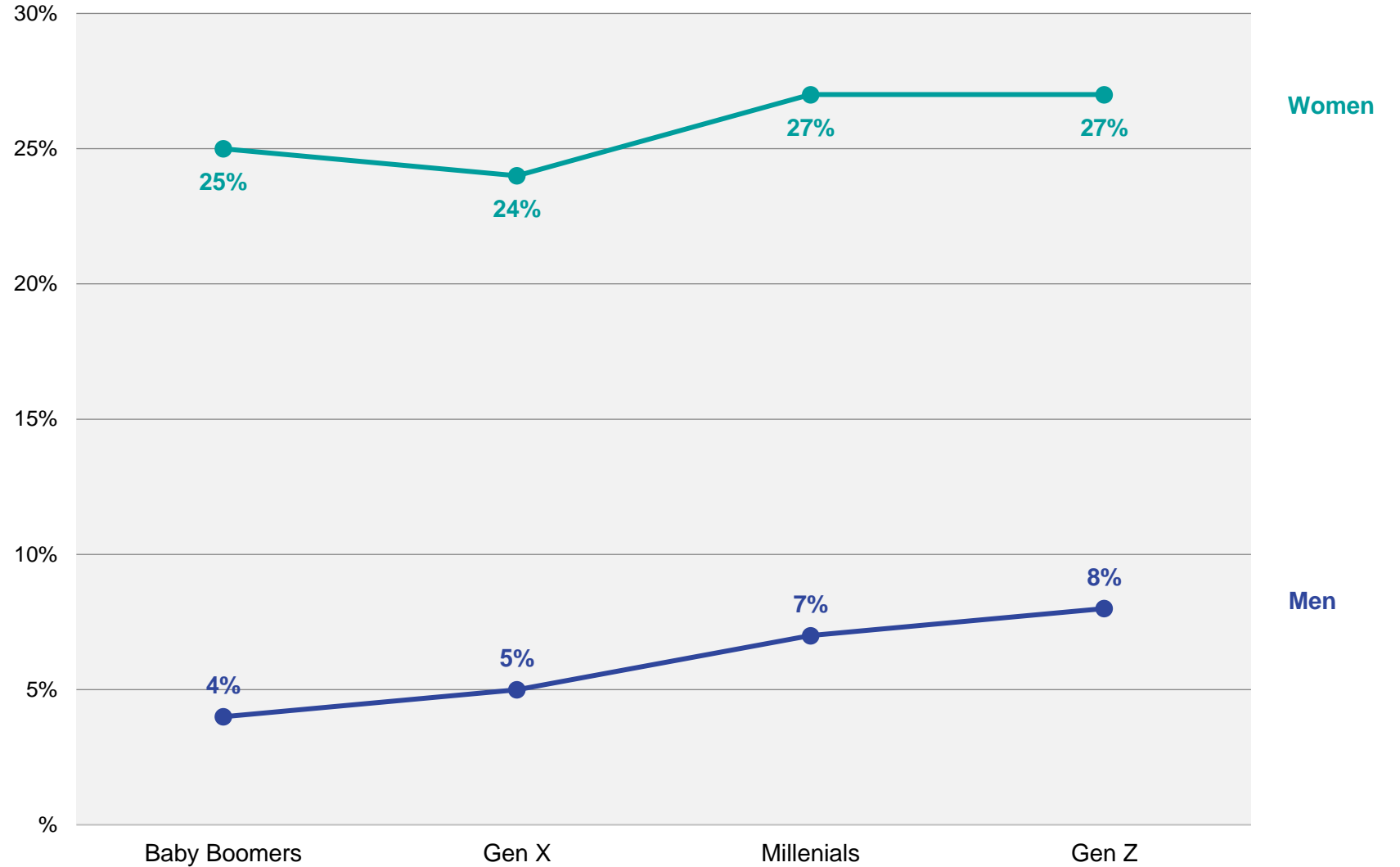


Who do you think most experiences unequal or unfair treatment in your country today?

Further confirming signals we first saw in this year's [International Women's Day survey](#), there is growing concern amongst younger generations about how men are treated.

Although still a minority, Gen Z are twice as likely as Baby Boomers to consider that men are discriminated against.

There is no equivalent growth in concern about women.

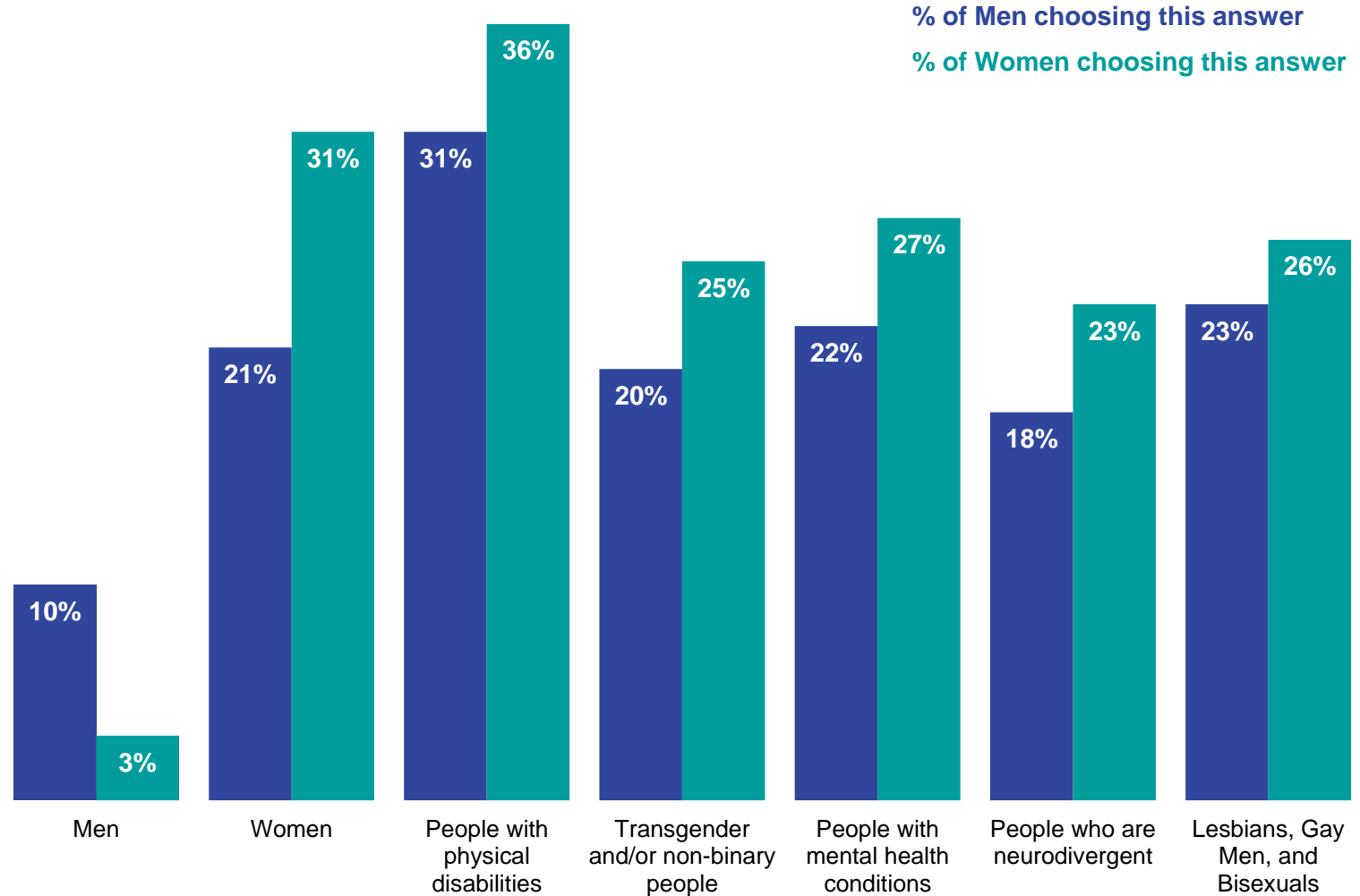


## Who do you think most experiences unequal or unfair treatment in your country today?

When we examine the responses by gender, it is clear that there are some differences.

Men are more than three times as likely as women to say men are discriminated against. Women are half as likely again as men to say that women are.

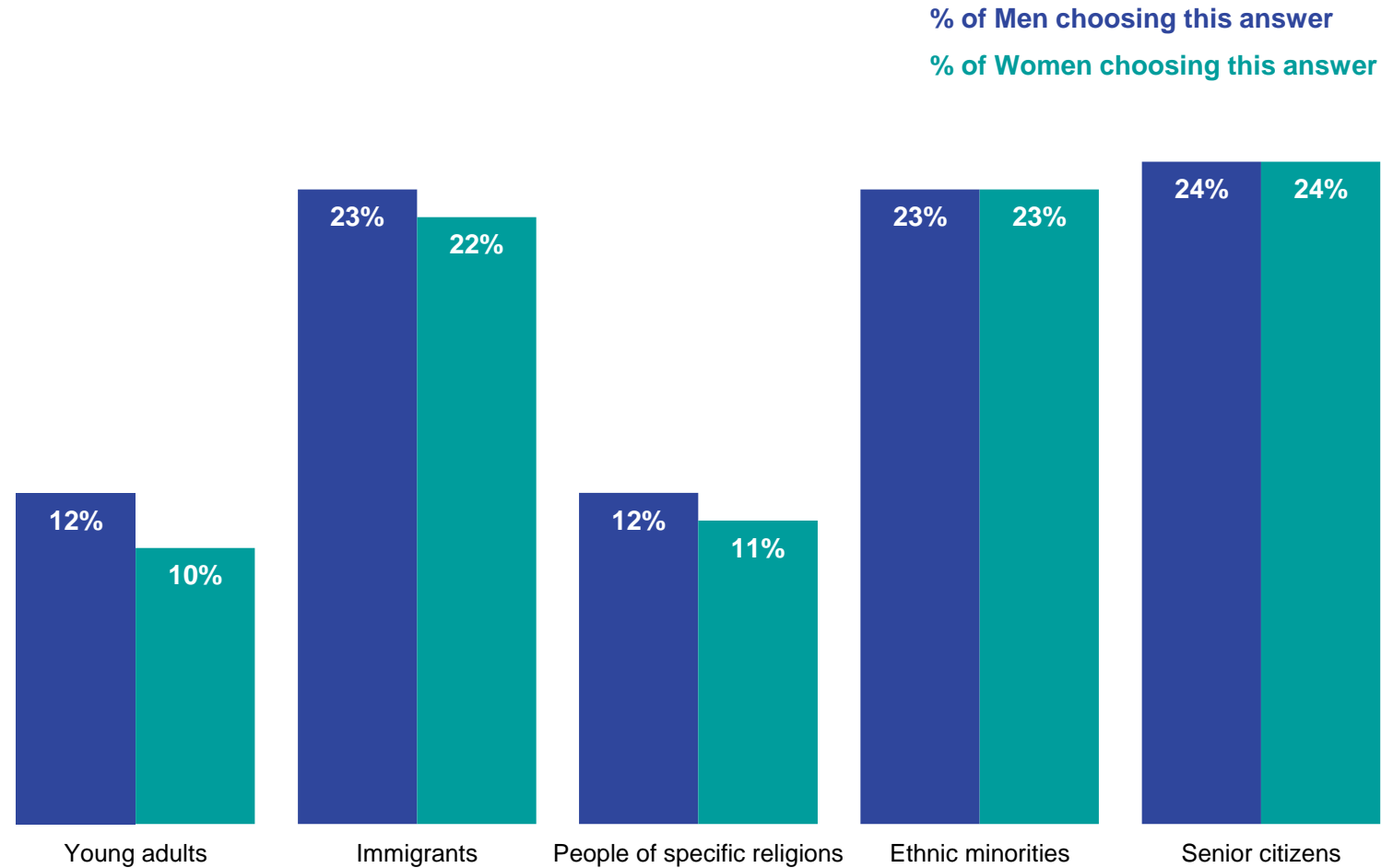
Women are also more sensitive than men to the unfair treatment of many other groups.



## Who do you think most experiences unequal or unfair treatment in your country today?

But for some groups there are no significant differences in how men and women view their treatment.

Where groups are characterised by religion, nationality, ethnicity, or age, men and women generally have similar views.



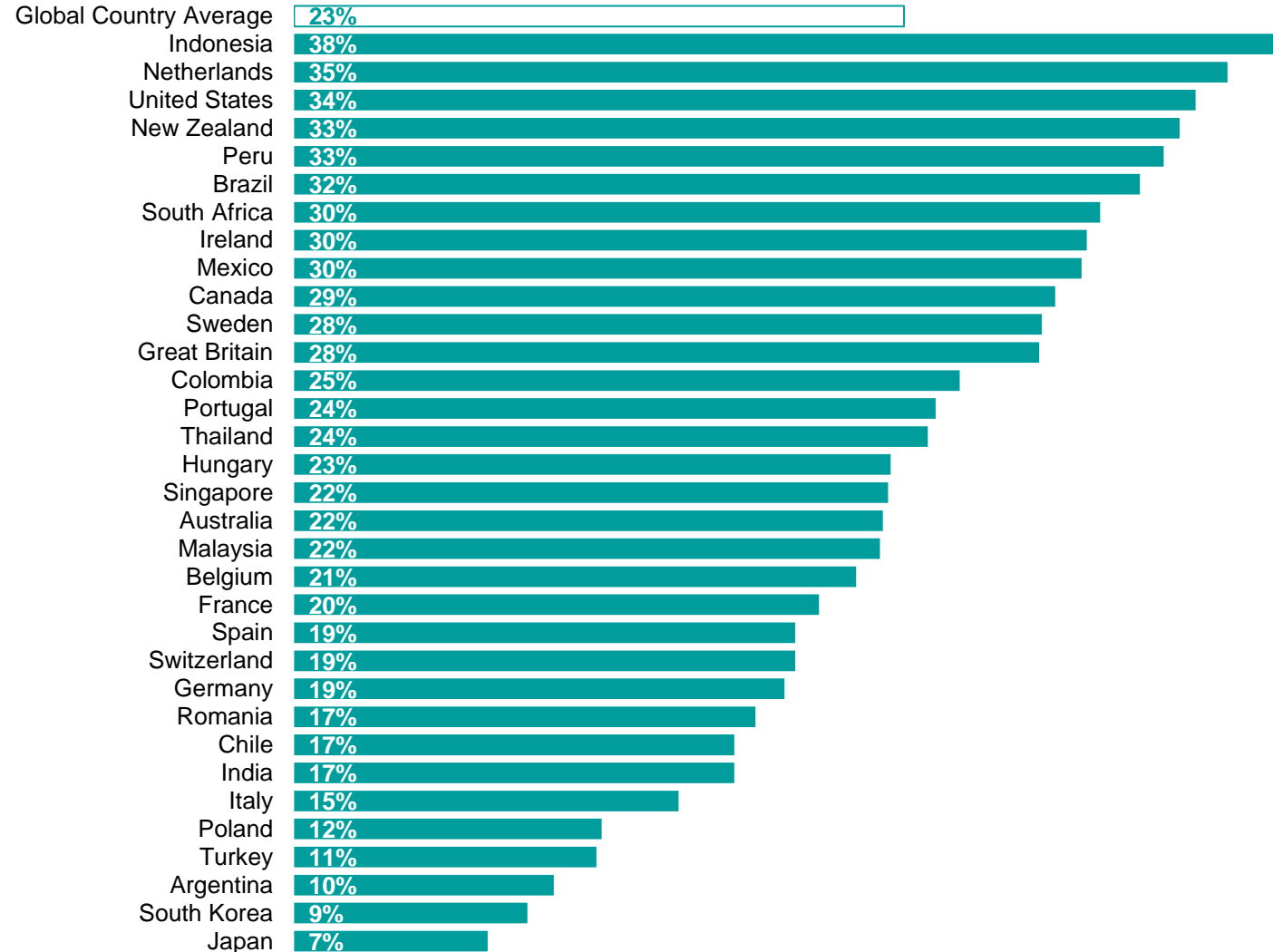
Who do you think most experiences unequal or unfair treatment in your country today?

There are often wide variations by country (more details can be found in the [appendix](#)).

For example, when we ask whether ethnic minority groups are unfairly treated, people in countries with more ethnic diversity, or where there is a history of legalised racial discrimination are more likely to agree.

Conversely, countries that are ethnically homogenous (like Japan and South Korea) are much less likely to identify this as an issue.

% answering "people from minority ethnic groups"

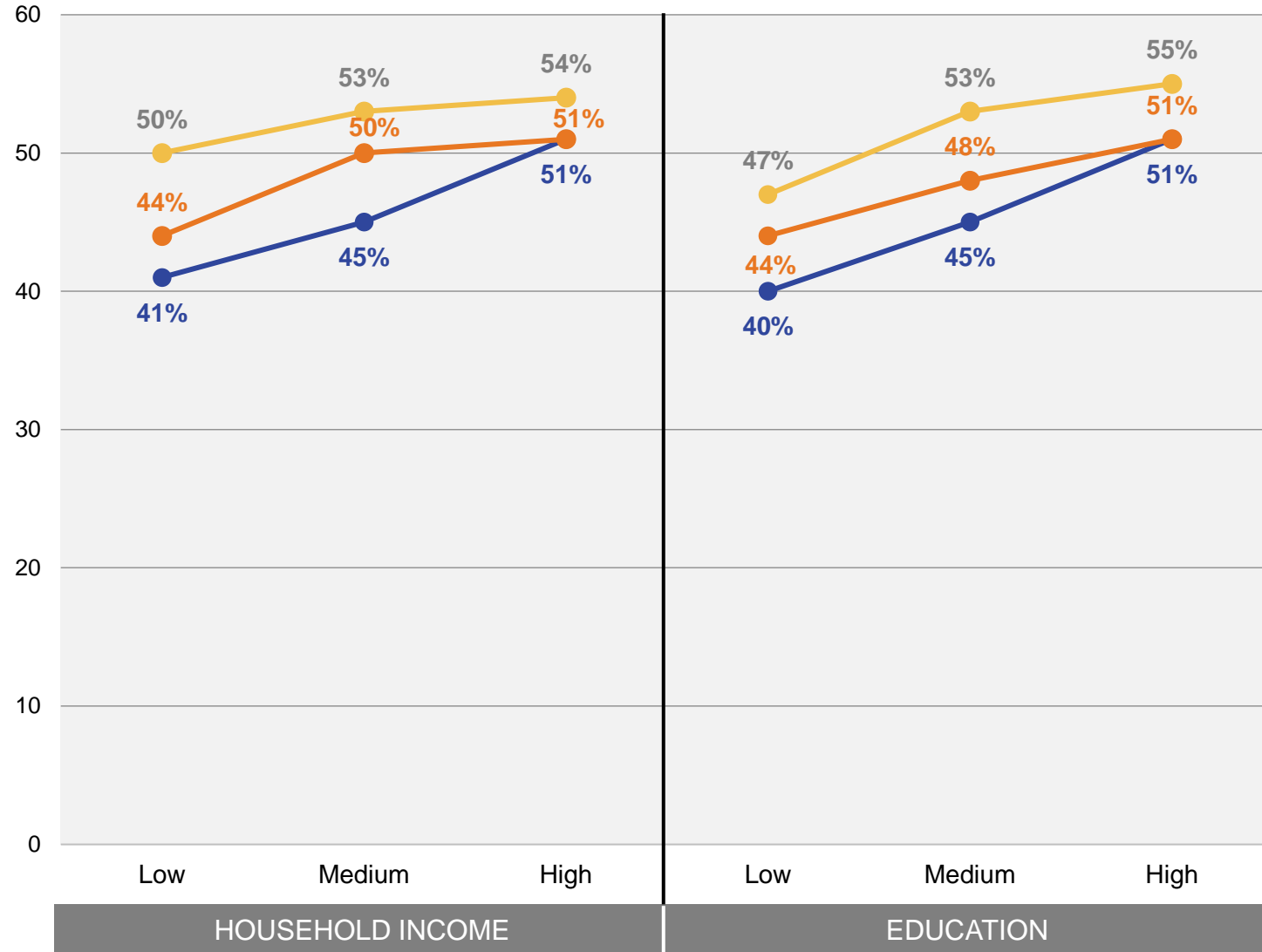


Base: 26,259 online adults aged 16-74 across 33 countries, 17 February – 3 March, 2023

## The impact of socio-economic status

A number of separate questions reveal that people who are more educated, and those with a higher income (these are often overlapping groups), tend to be more sensitive to inequalities in their society.

And not only are they more likely to recognise the issue, they are also more likely to think that more should be done to combat it, even though they may seem to be the relative beneficiaries.



A fair society is one where everyone is given the same opportunities

Inequality is an important problem in my country

Attempts to promote equality need to go further



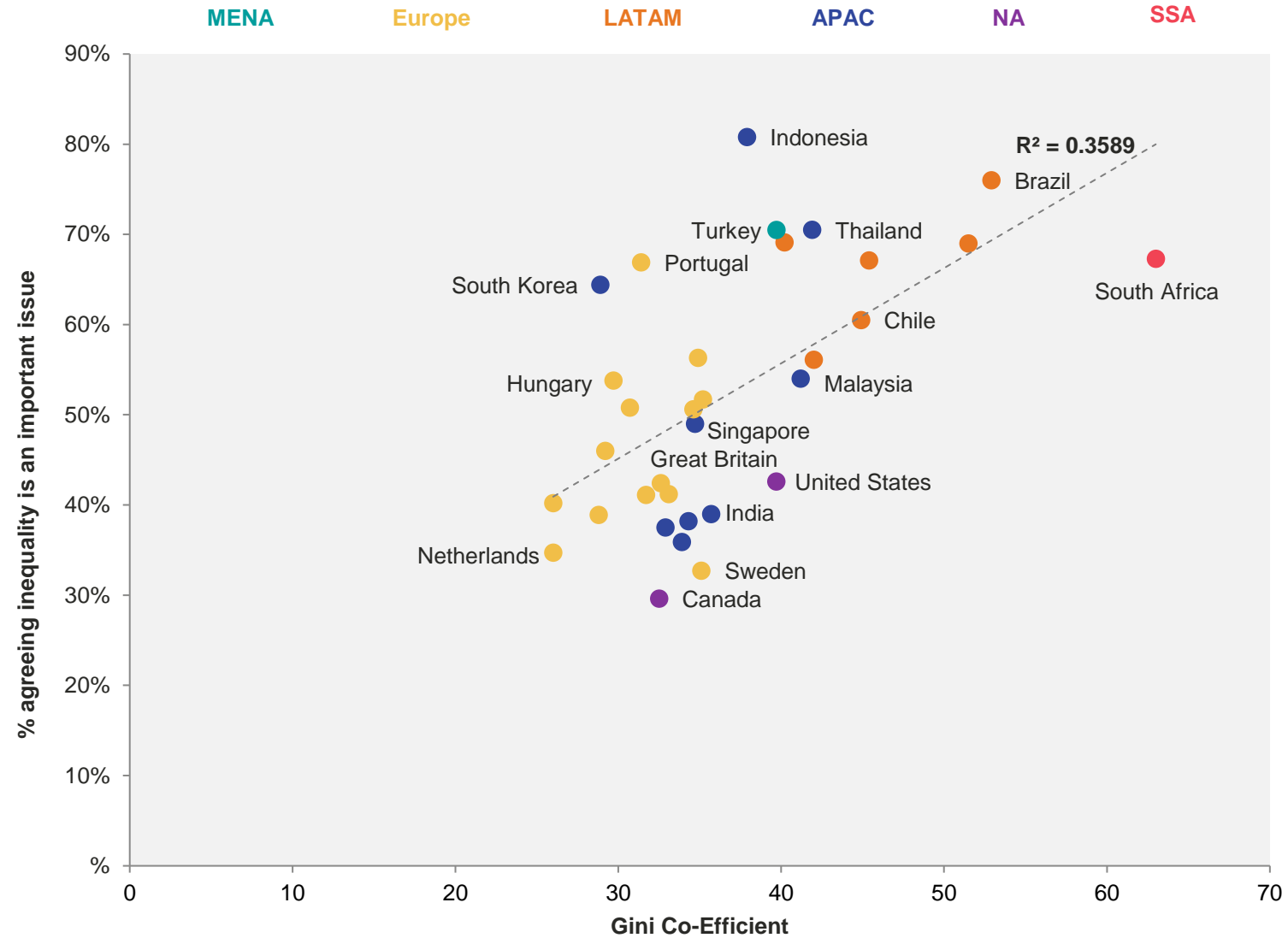
## Perils of Perception?

We compared how important people felt that inequality is in their country with the most recent available data for the Gini Co-Efficient, which is the best available measure of actual economic inequality on a national basis.

We found that there is a correlation, and that the citizens of some countries are less concerned in both relative and absolute terms.

Countries in Latin America and Africa are typically both more unequal, and more concerned about inequality, than countries in Europe and North America. Although inequality is not quite so severe across Asia-Pacific, levels of concern vary considerably

*NB – our question did not specify economic equality*

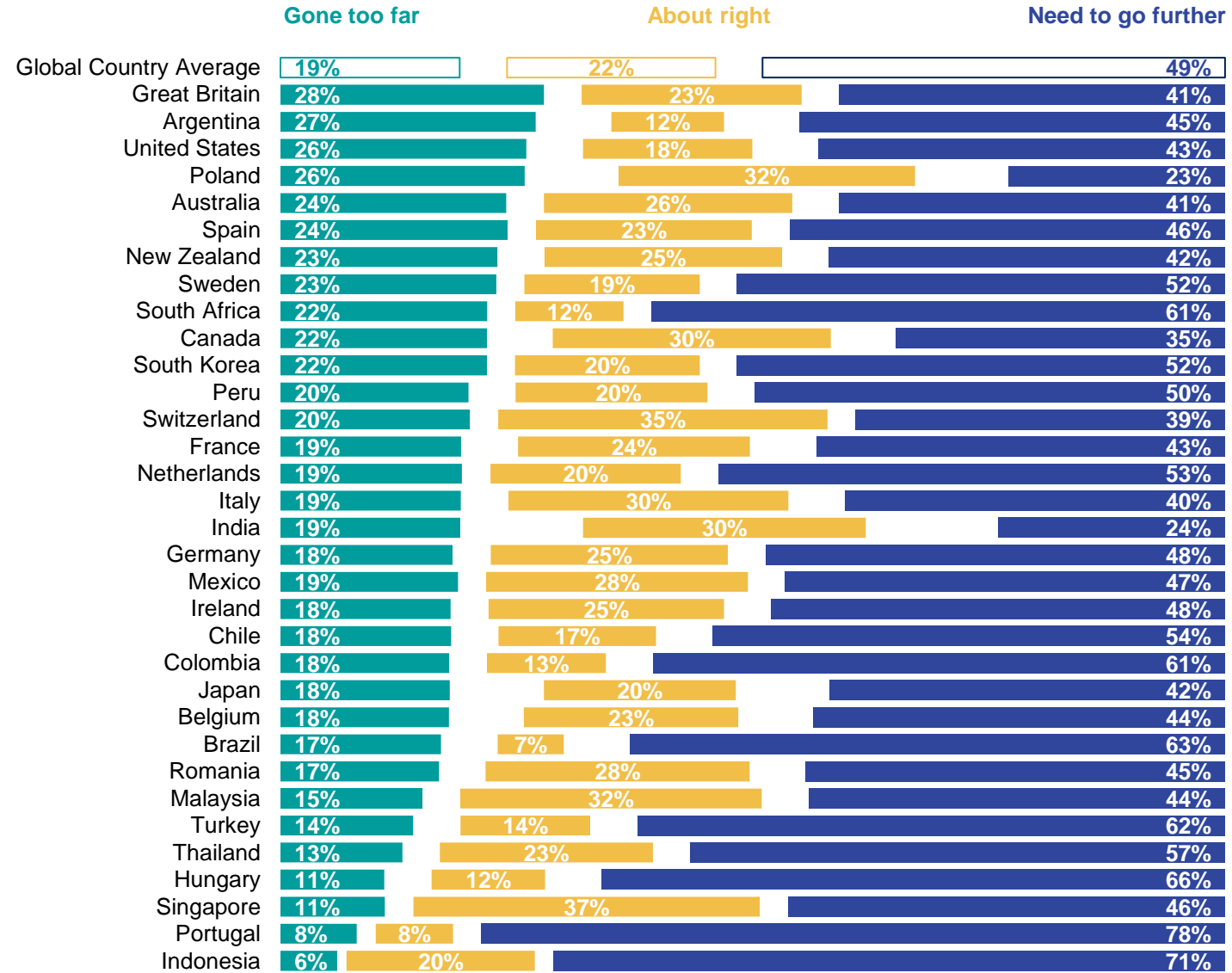


Base: 26,259 online adults aged 16-74 across 33 countries, 17 February – 3 March, 2023

Do you think that attempts to promote equality in your country have gone too far, or do they need to go further?

We notice that countries in the Anglosphere are more likely to say that things have gone too far, with six of the top ten countries here having English as their first language – and a further three being in mainland Europe.

That said, Poland is the only country where people are more likely to say that things have gone too far than they are to say that there has not been enough progress.



Who do you think most experiences unequal or unfair treatment in your country today?

In most countries, people with physical disabilities are the group most often identified as suffering from discrimination. On average, 1 in 3 globally say that they do.

Local context is very important, as we can see from divergences from the general pattern, evident in (for example) Indonesia, Poland and South Africa.

	Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	Colombia	France	Germany	Great Britain	Hungary	India	Indonesia	Ireland	Italy	Japan	Malaysia	Mexico	Netherlands	New Zealand	Peru	Poland	Portugal	Romania	Singapore	South Africa	South Korea	Spain	Sweden	Switzerland	Thailand	Turkey	United States
People with physical disabilities	33%	38%	34%	34%	38%	24%	37%	38%	42%	39%	29%	20%	26%	41%	30%	29%	26%	29%	43%	34%	30%	42%	32%	46%	52%	29%	30%	41%	28%	31%	28%	32%	26%	23%
Women	26%	24%	25%	23%	39%	20%	29%	29%	36%	33%	22%	19%	30%	23%	26%	30%	15%	19%	34%	20%	21%	26%	22%	27%	20%	11%	42%	21%	32%	28%	28%	14%	51%	23%
People with mental health conditions	25%	27%	30%	23%	23%	31%	28%	16%	20%	28%	27%	18%	20%	32%	37%	16%	18%	20%	19%	24%	34%	21%	20%	38%	26%	32%	24%	16%	28%	31%	22%	20%	18%	24%
Lesbians, gay men and/or bisexuals	24%	23%	17%	23%	40%	14%	31%	34%	26%	24%	20%	28%	13%	26%	20%	30%	23%	15%	35%	21%	14%	35%	42%	28%	22%	23%	28%	19%	27%	20%	16%	18%	24%	25%
Senior citizens	24%	44%	25%	25%	10%	23%	43%	37%	31%	35%	16%	21%	16%	12%	22%	26%	12%	19%	27%	15%	17%	29%	12%	26%	41%	20%	17%	17%	31%	29%	30%	22%	16%	19%
People from minority ethnic groups	23%	10%	22%	21%	32%	29%	17%	25%	20%	19%	28%	23%	17%	38%	30%	15%	7%	22%	30%	35%	33%	33%	12%	24%	17%	22%	30%	9%	19%	28%	19%	24%	11%	34%
Immigrants	22%	18%	25%	32%	12%	26%	28%	23%	30%	19%	30%	10%	18%	7%	36%	27%	13%	17%	25%	30%	31%	26%	15%	30%	12%	21%	30%	13%	31%	28%	22%	17%	11%	28%
Transgender and/or non-binary people	22%	23%	22%	20%	30%	21%	25%	27%	22%	20%	24%	21%	20%	22%	25%	23%	22%	11%	22%	23%	22%	23%	35%	26%	14%	22%	19%	17%	29%	25%	16%	20%	20%	29%
People who are Neurodivergent	20%	26%	24%	16%	25%	15%	30%	14%	21%	17%	22%	24%	8%	19%	24%	14%	14%	19%	21%	17%	24%	25%	16%	25%	31%	27%	11%	23%	21%	23%	19%	27%	9%	15%
People of specific religions	12%	5%	12%	12%	20%	13%	6%	9%	13%	9%	12%	5%	26%	40%	11%	6%	4%	19%	7%	8%	15%	5%	11%	6%	6%	10%	14%	5%	8%	17%	14%	8%	16%	19%
Young adults	11%	11%	6%	10%	8%	9%	8%	14%	11%	7%	8%	13%	13%	4%	11%	17%	6%	10%	9%	15%	7%	8%	9%	16%	16%	8%	17%	14%	11%	10%	11%	9%	25%	7%
Men	6%	5%	11%	4%	3%	8%	3%	3%	4%	4%	9%	4%	12%	3%	6%	5%	6%	6%	5%	5%	6%	4%	6%	3%	6%	5%	14%	10%	11%	6%	7%	5%	8%	9%

## Who do people think should take responsibility for trying to reduce inequality in their country?

One of our more straightforward and stark findings was how widespread and strong the belief is that government should be showing leadership for fixing these issues. It was the most common answer in every country, and often by a very large margin.

Only India and the United States did not produce a majority of respondents in agreement.



# APPENDIX

Responses charted by  
country and demographic

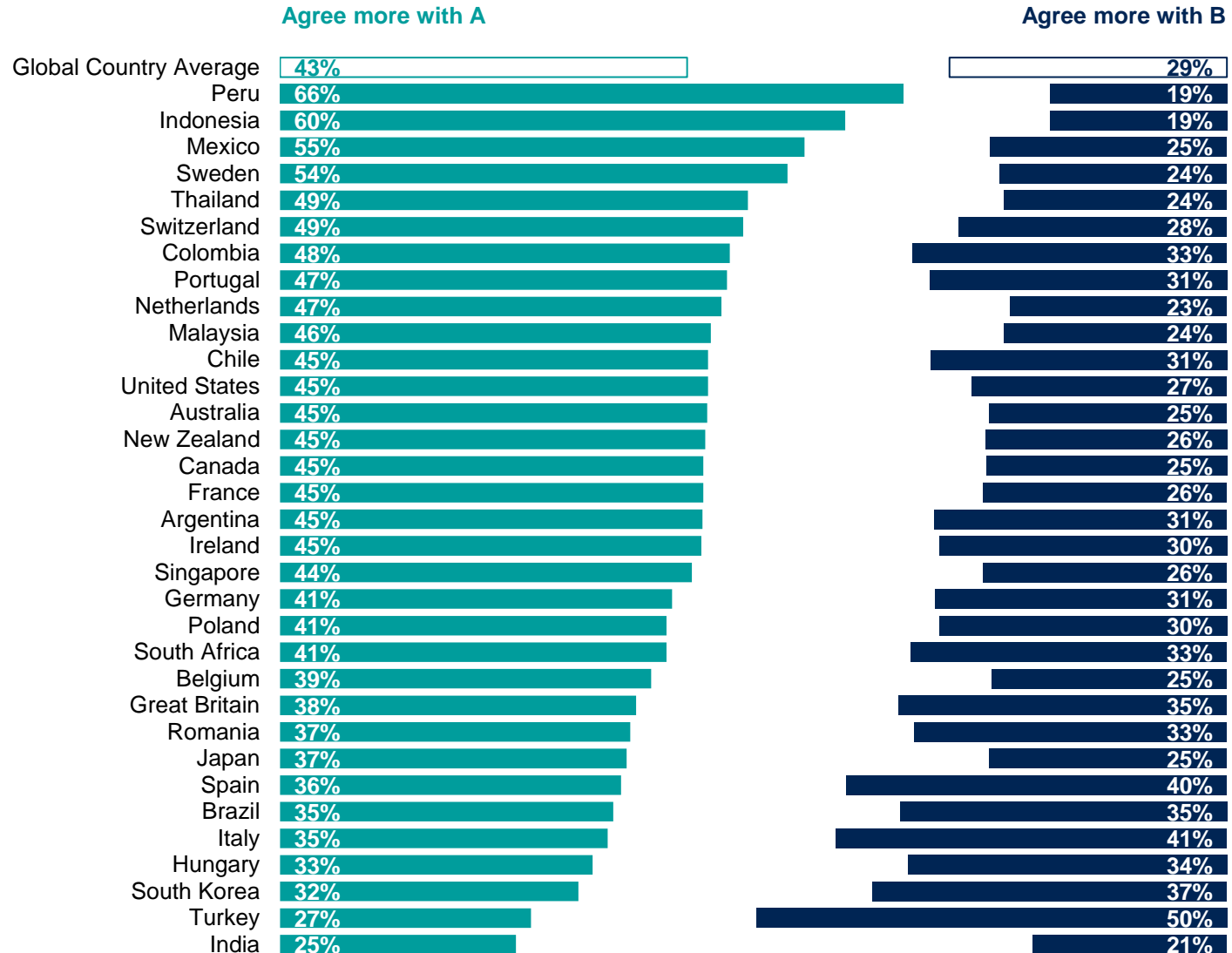


Q

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 effort**

**B. People's chances of success in [country] depend mostly on factors beyond their control?**

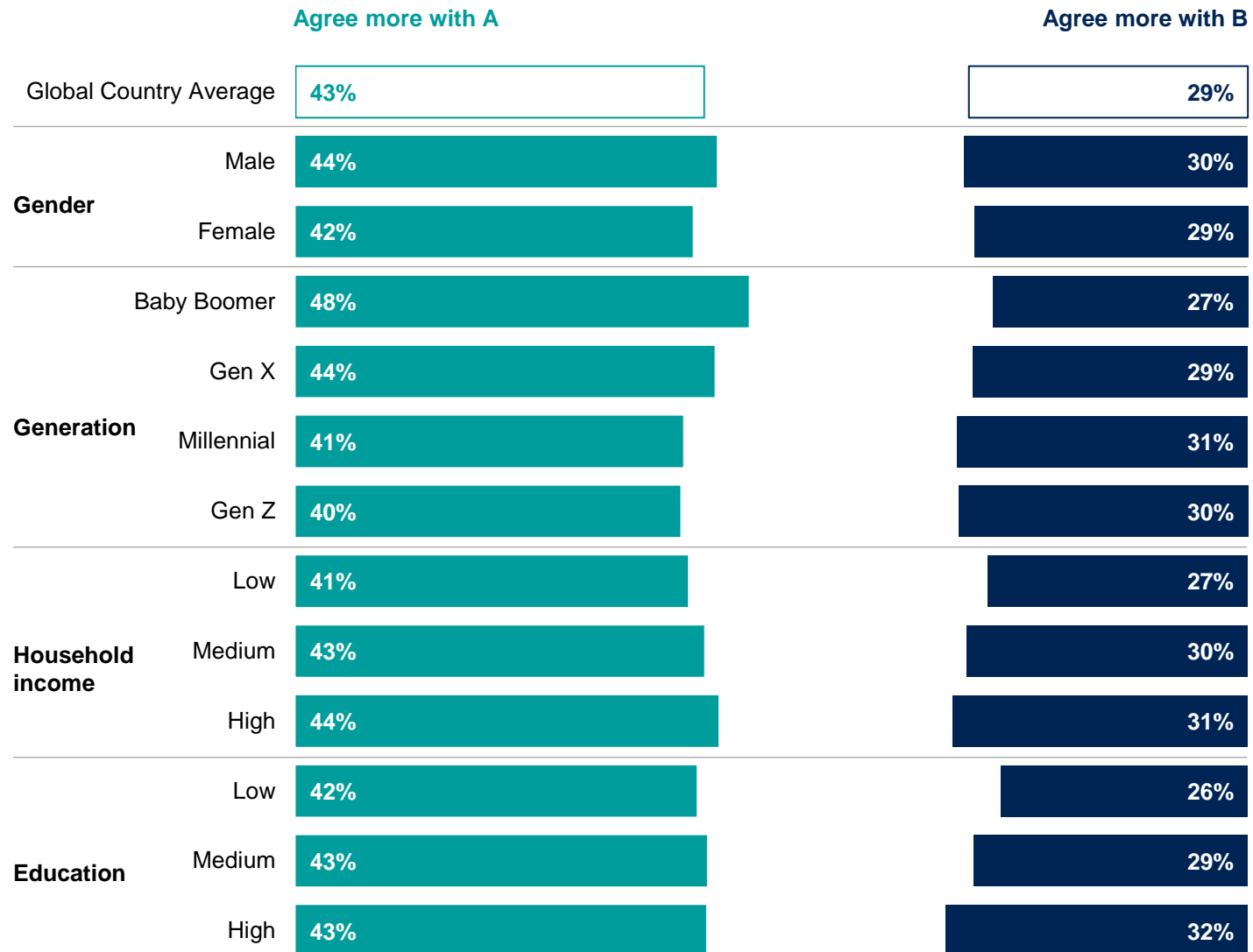


Q

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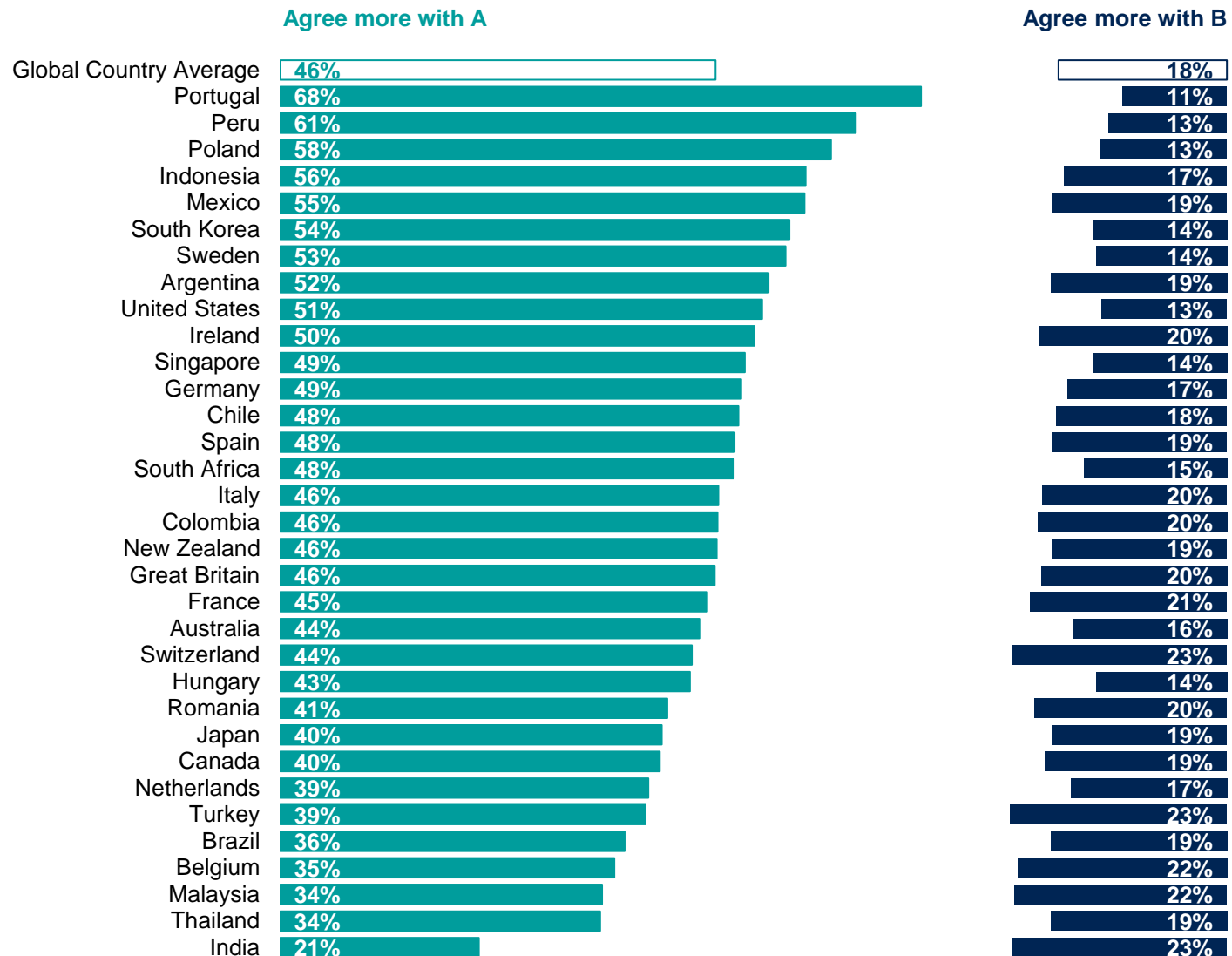


Q

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?**



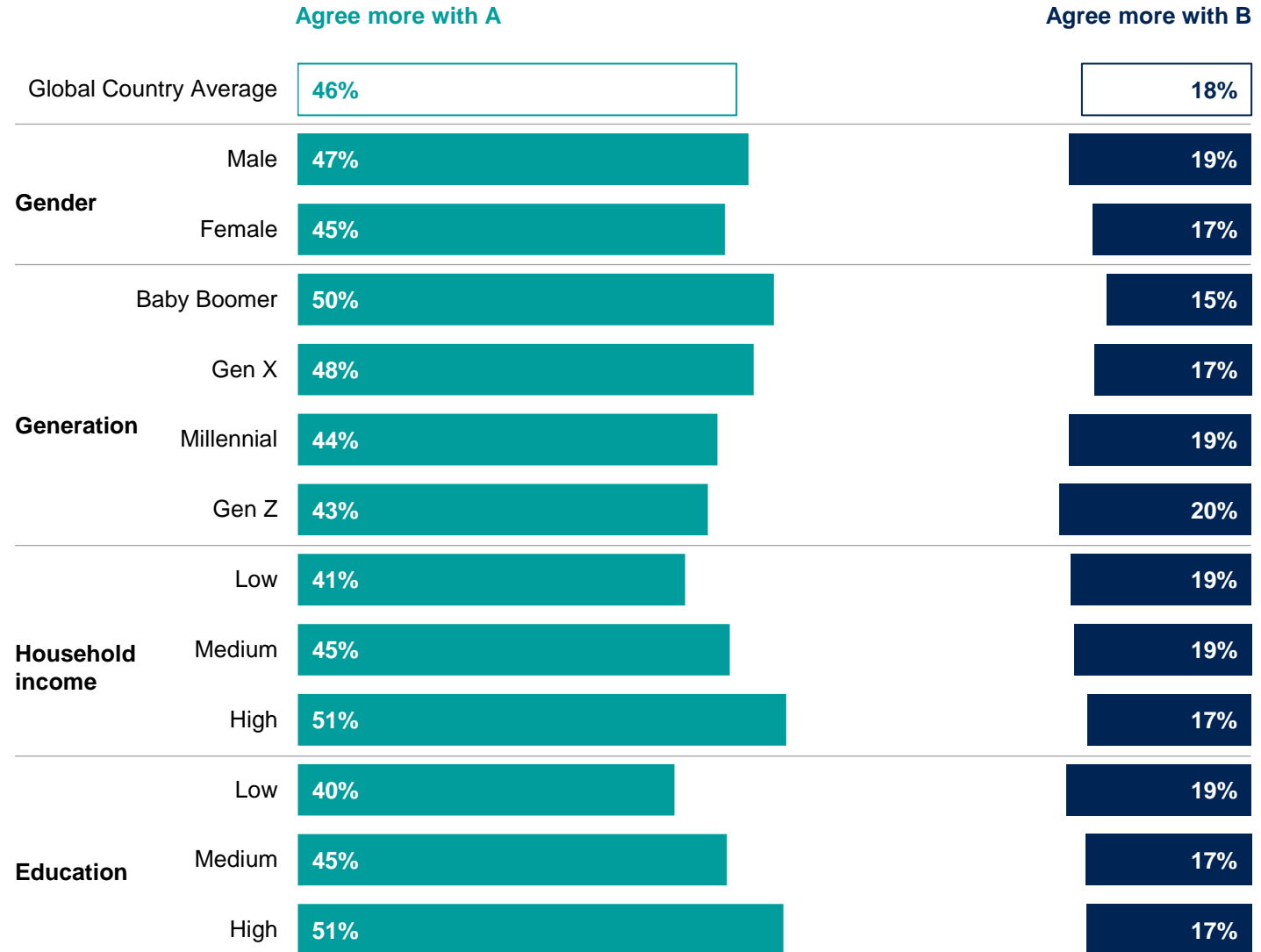


Q

Which of these two statements do you agree more?

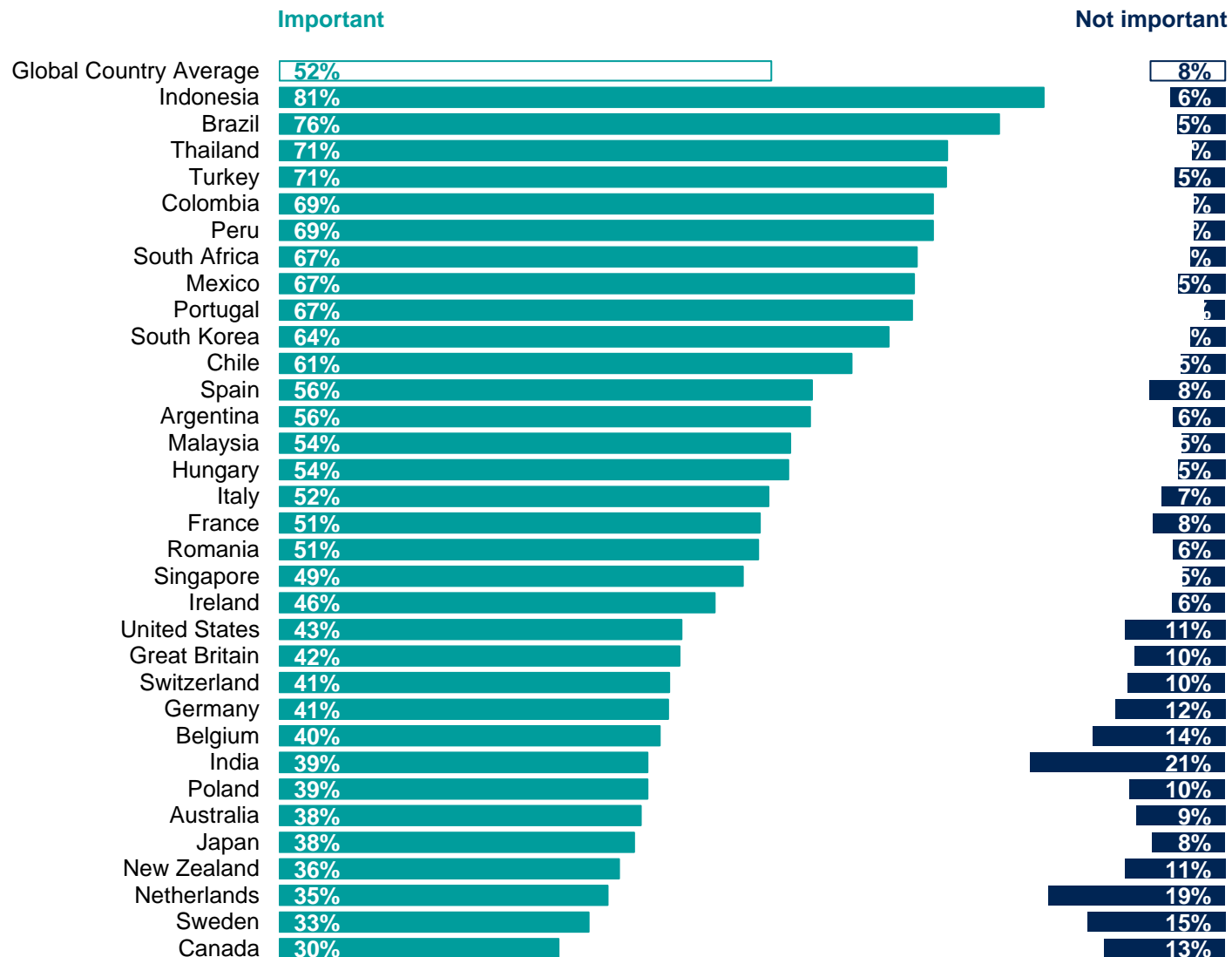
A. A fair society is one in which everyone is given the same opportunities

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



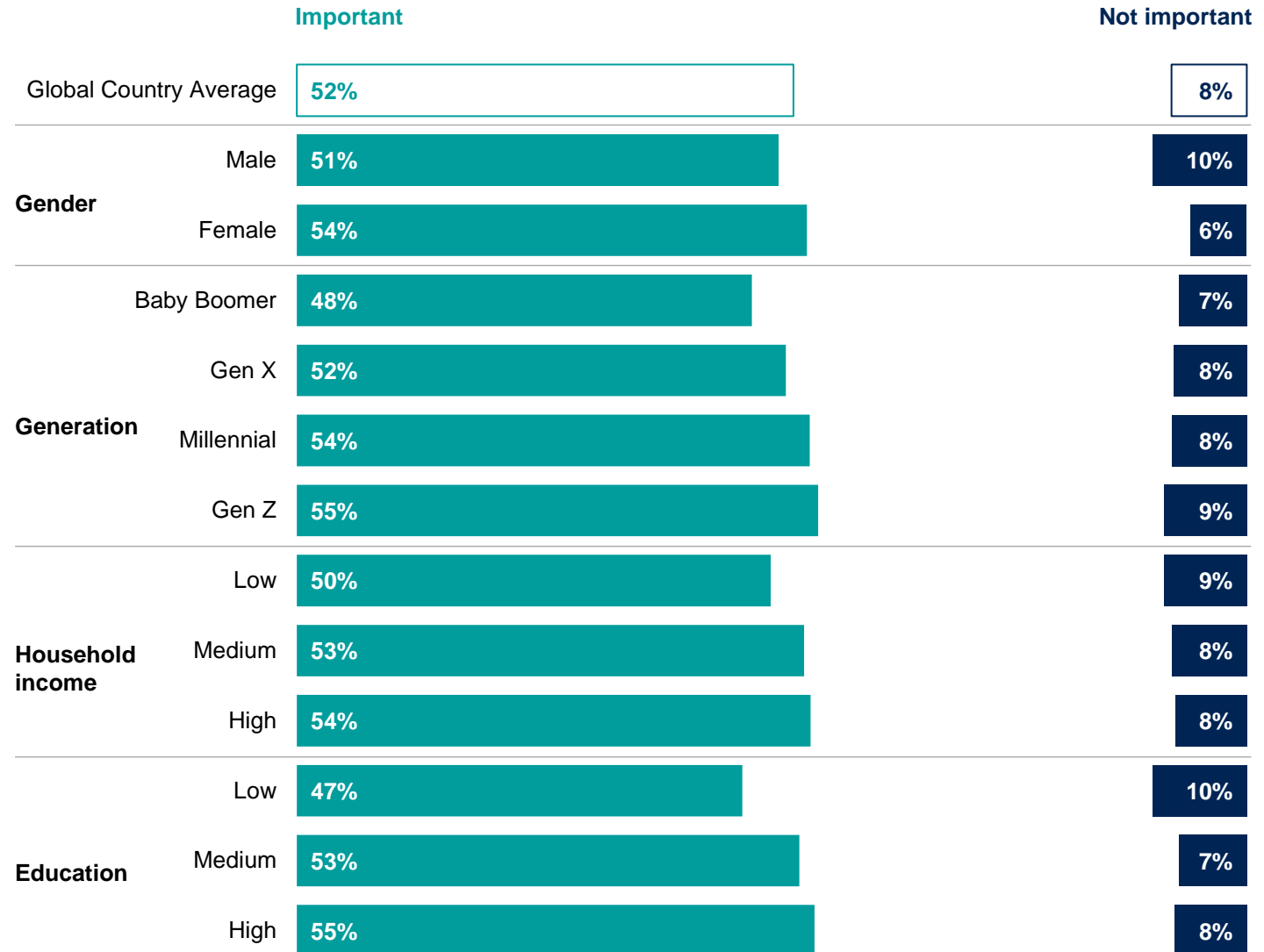
Q

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



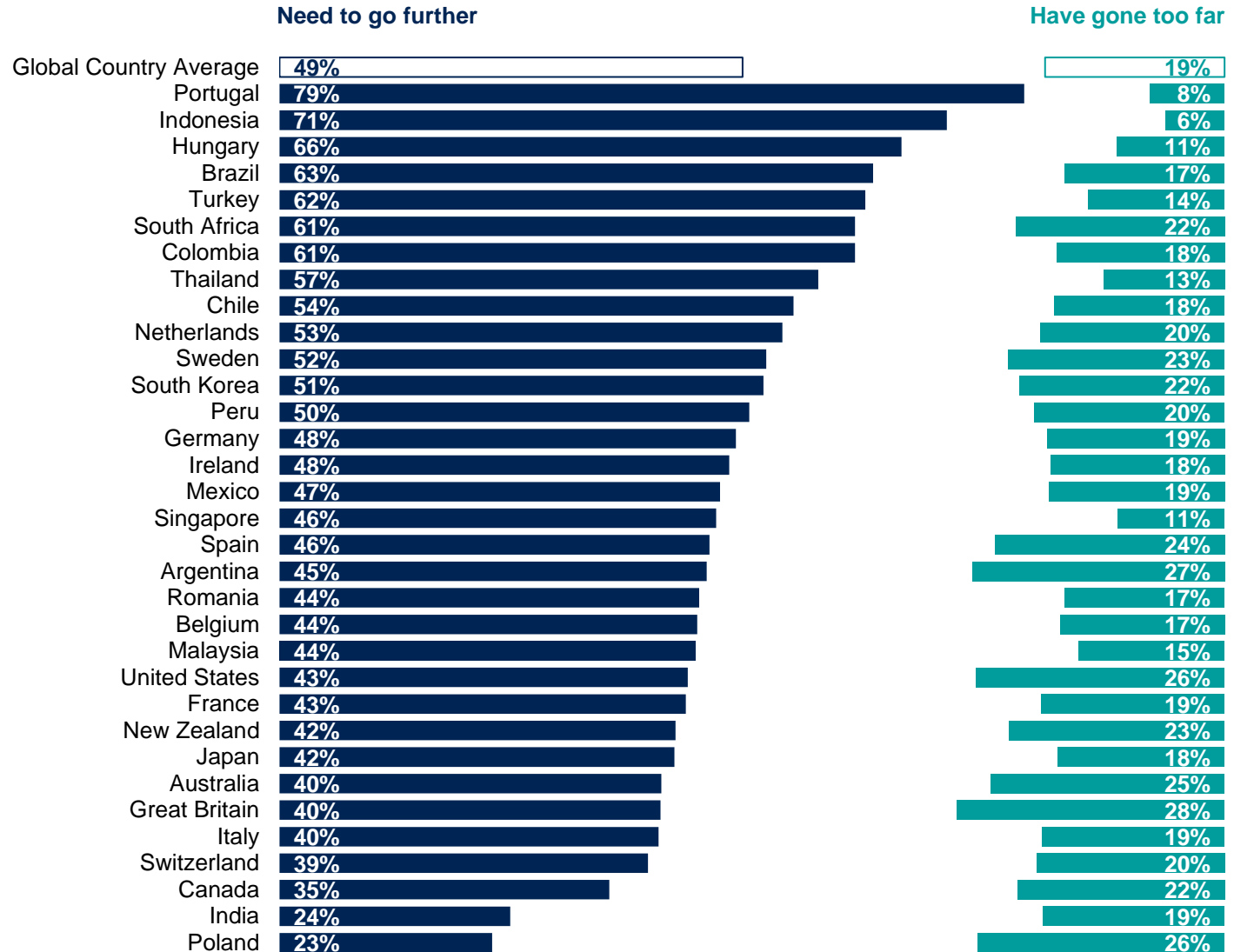
Q

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



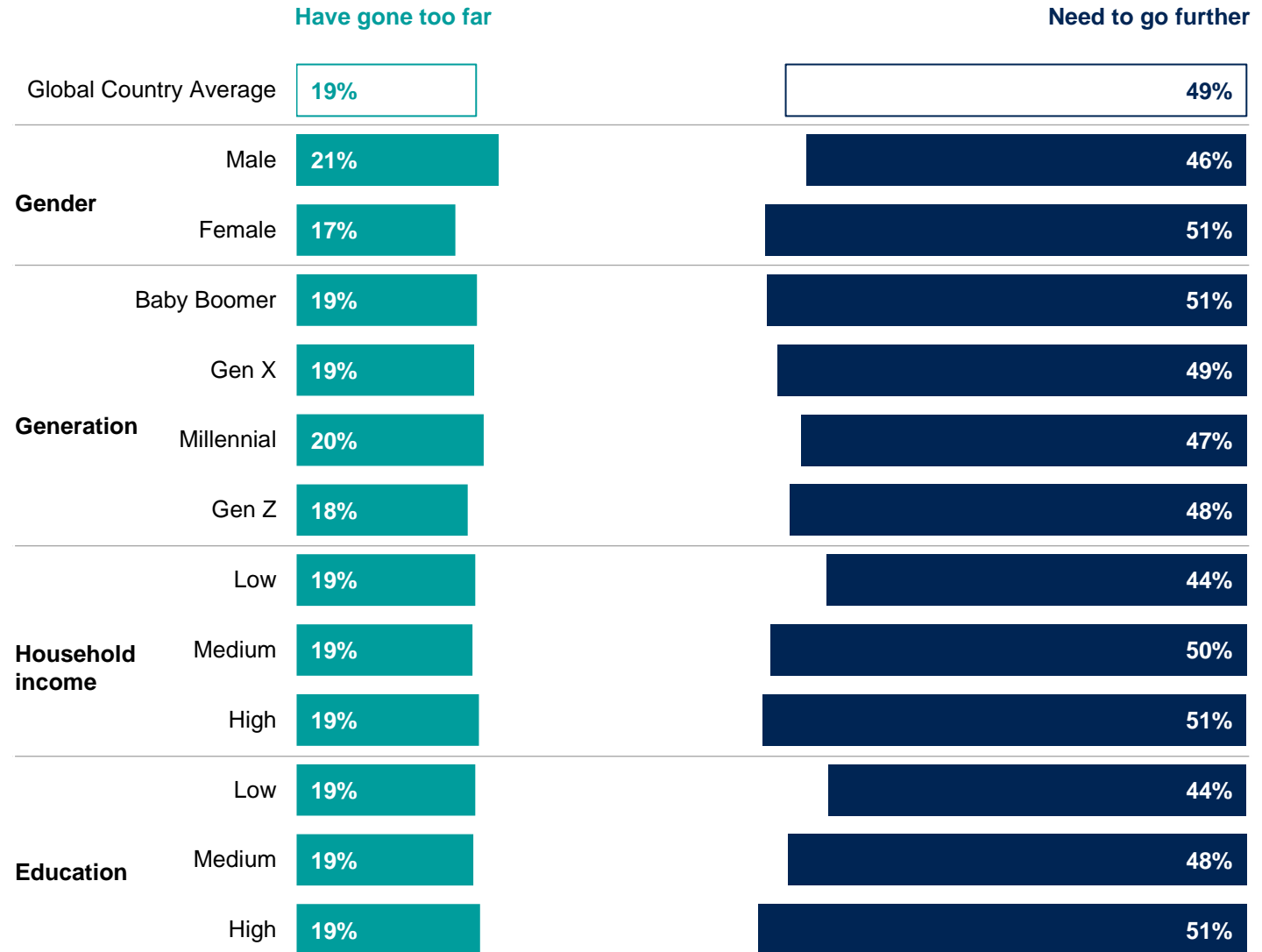
Q

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



Q

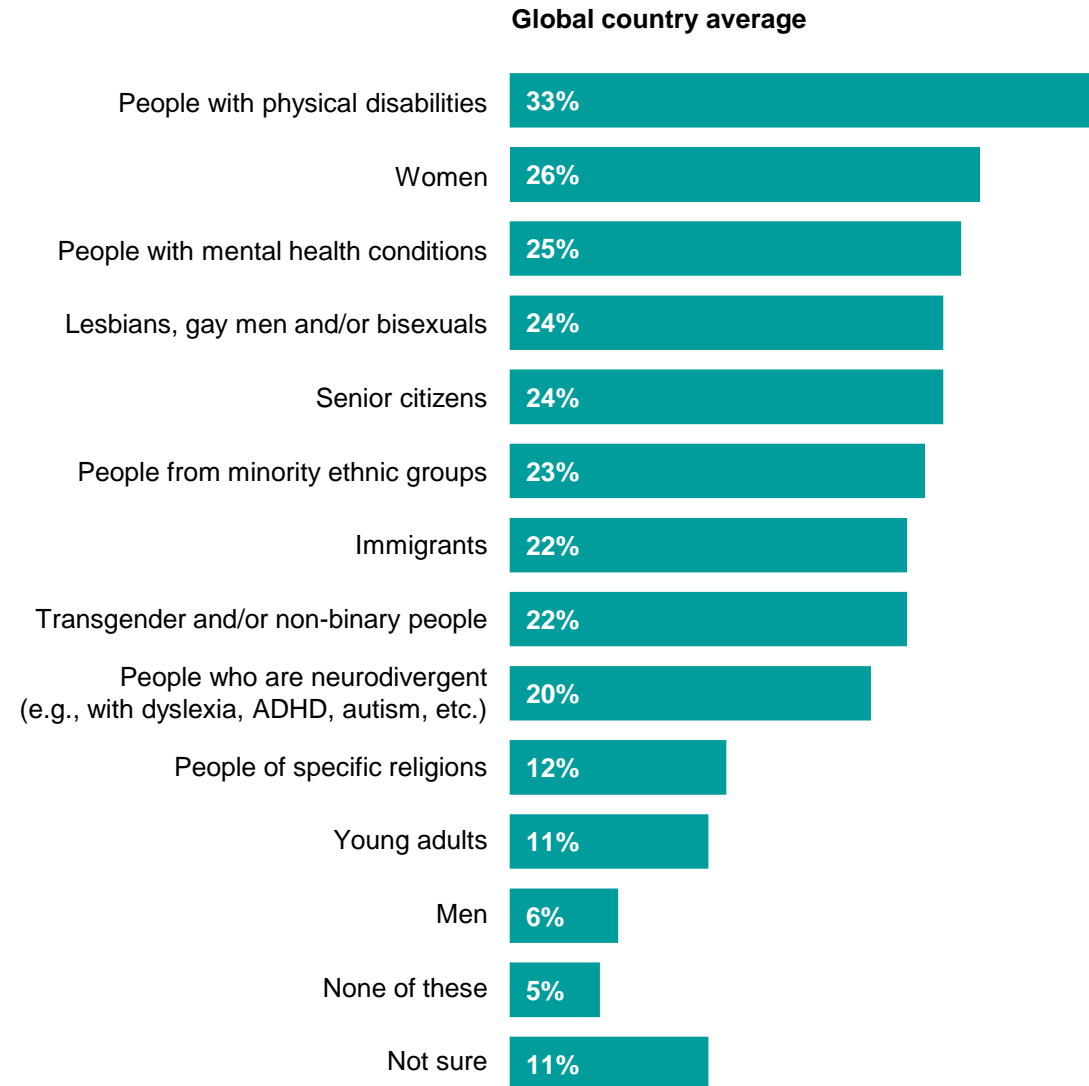
Thinking about attempts to promote equality for all groups of people in [country], do you think that, overall, they:



Q

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

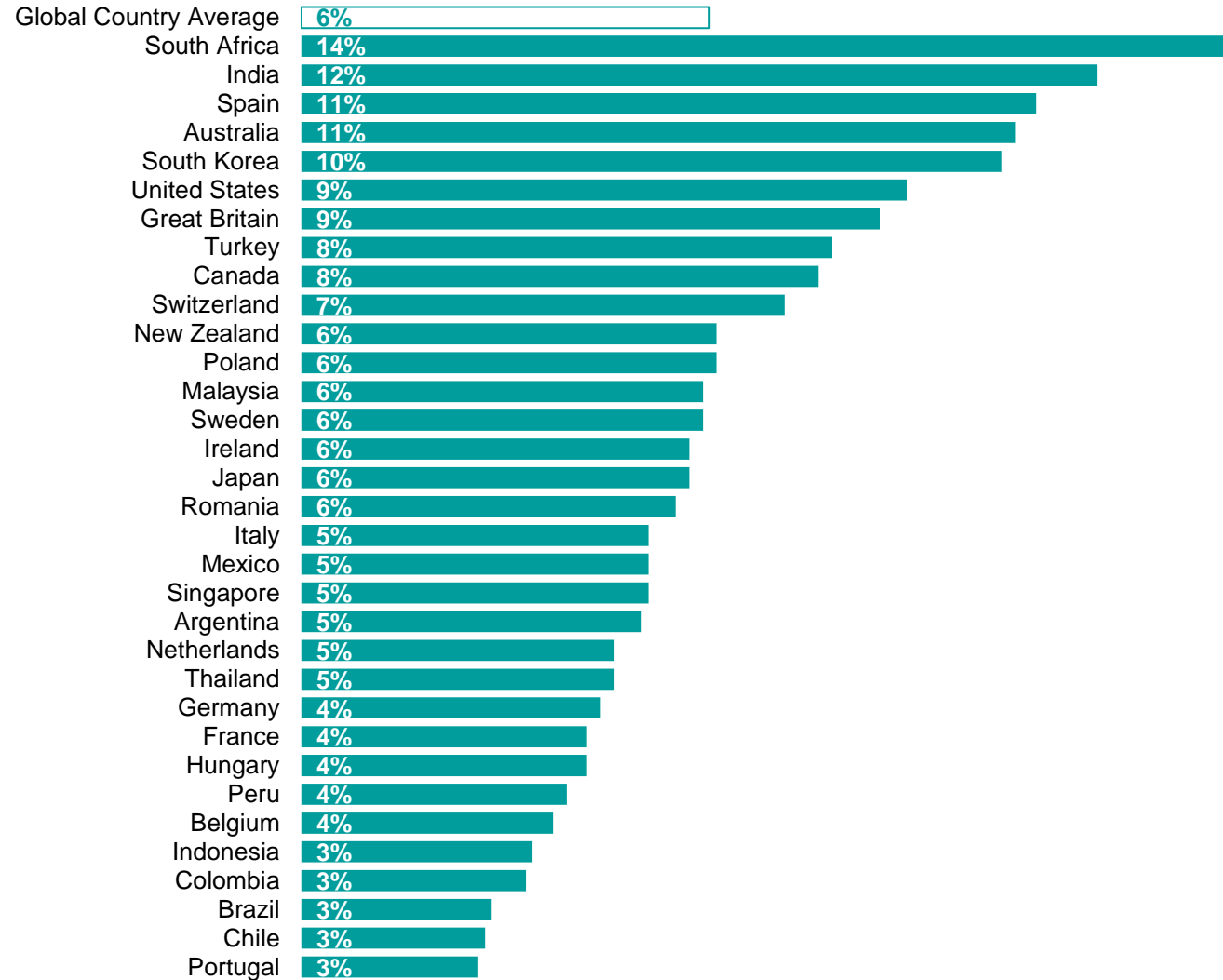
*(the following slides provide a more detailed breakdown for each group on this list)*



Q

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

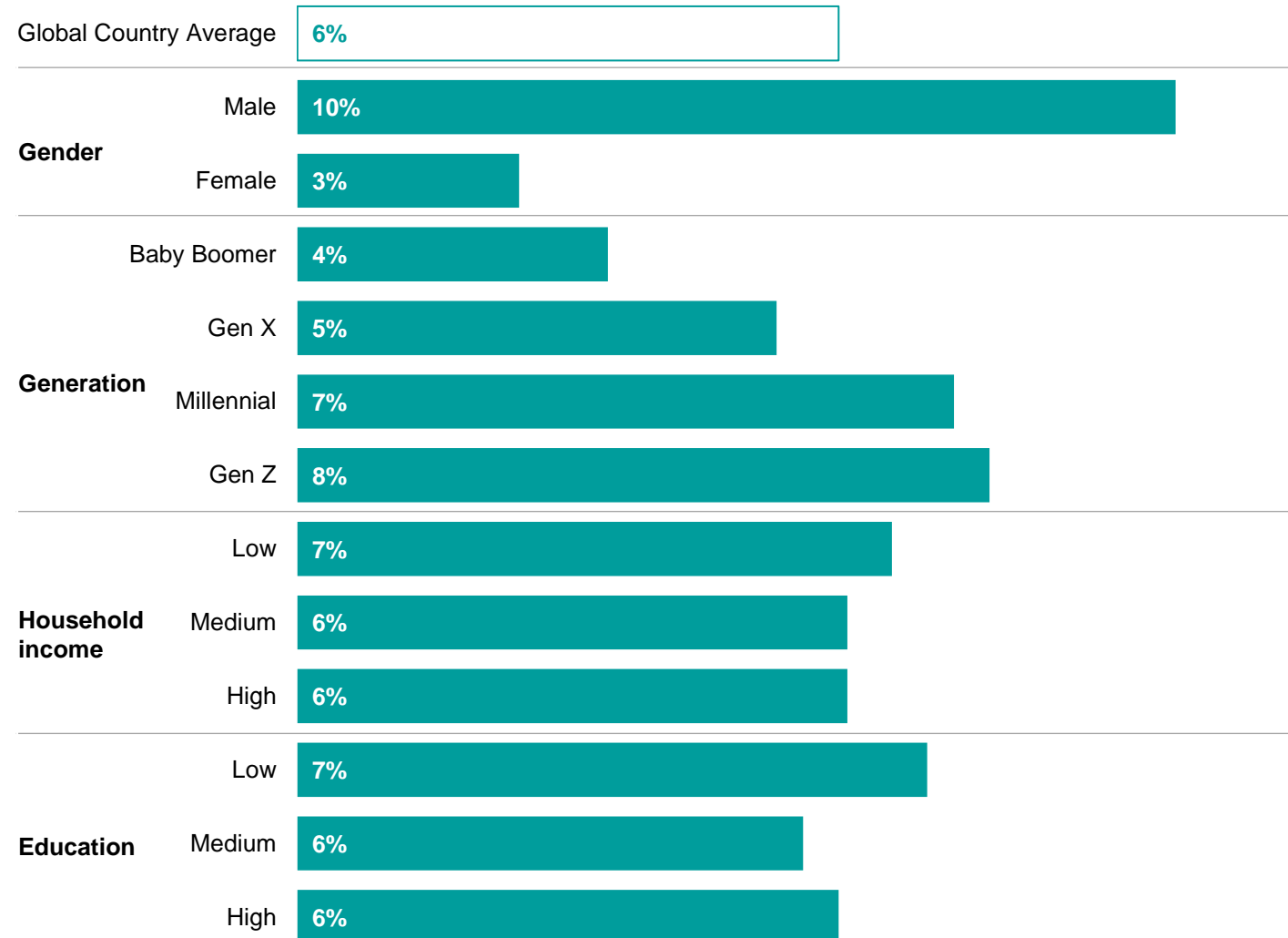
Men



Q

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

Men

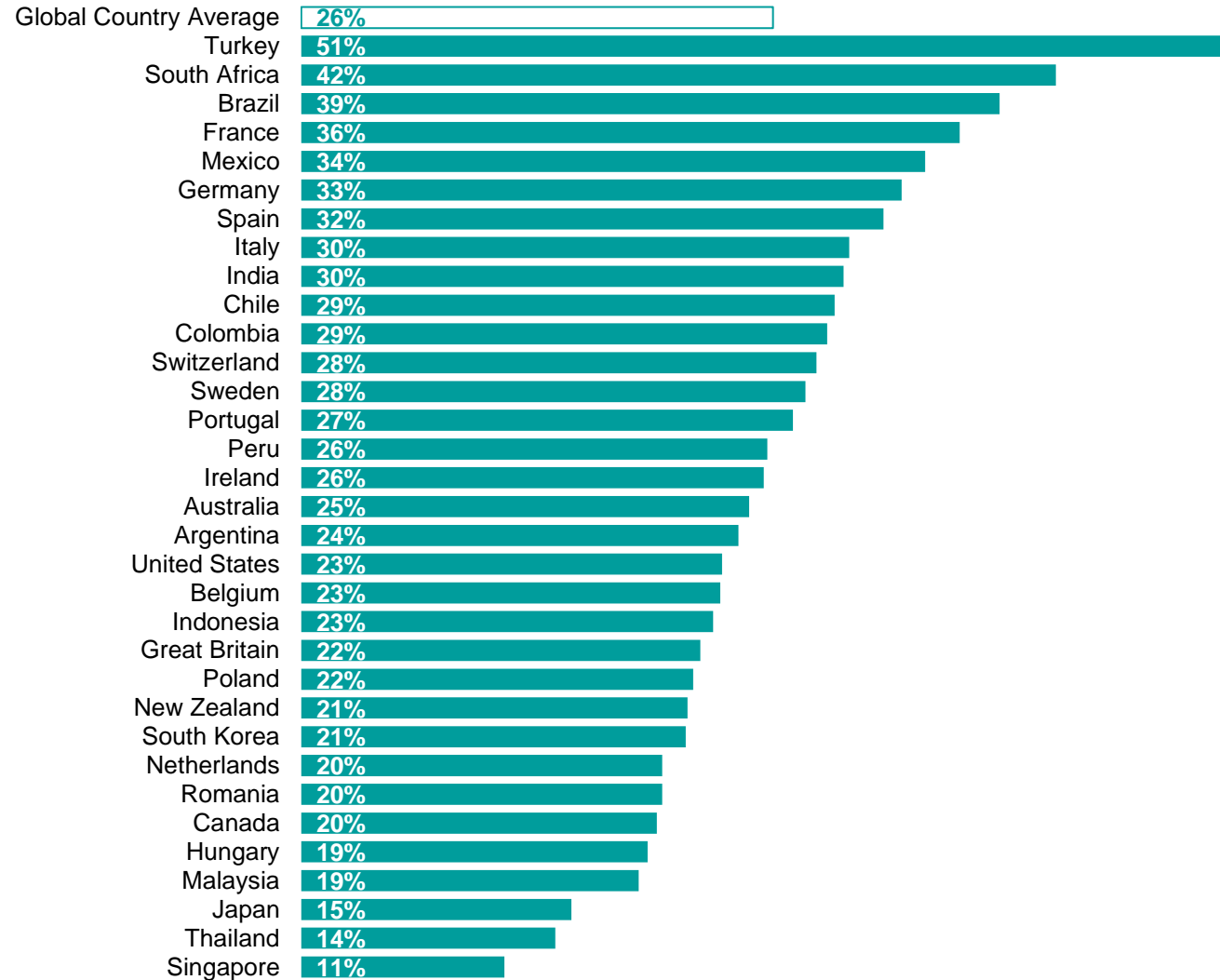




Q

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

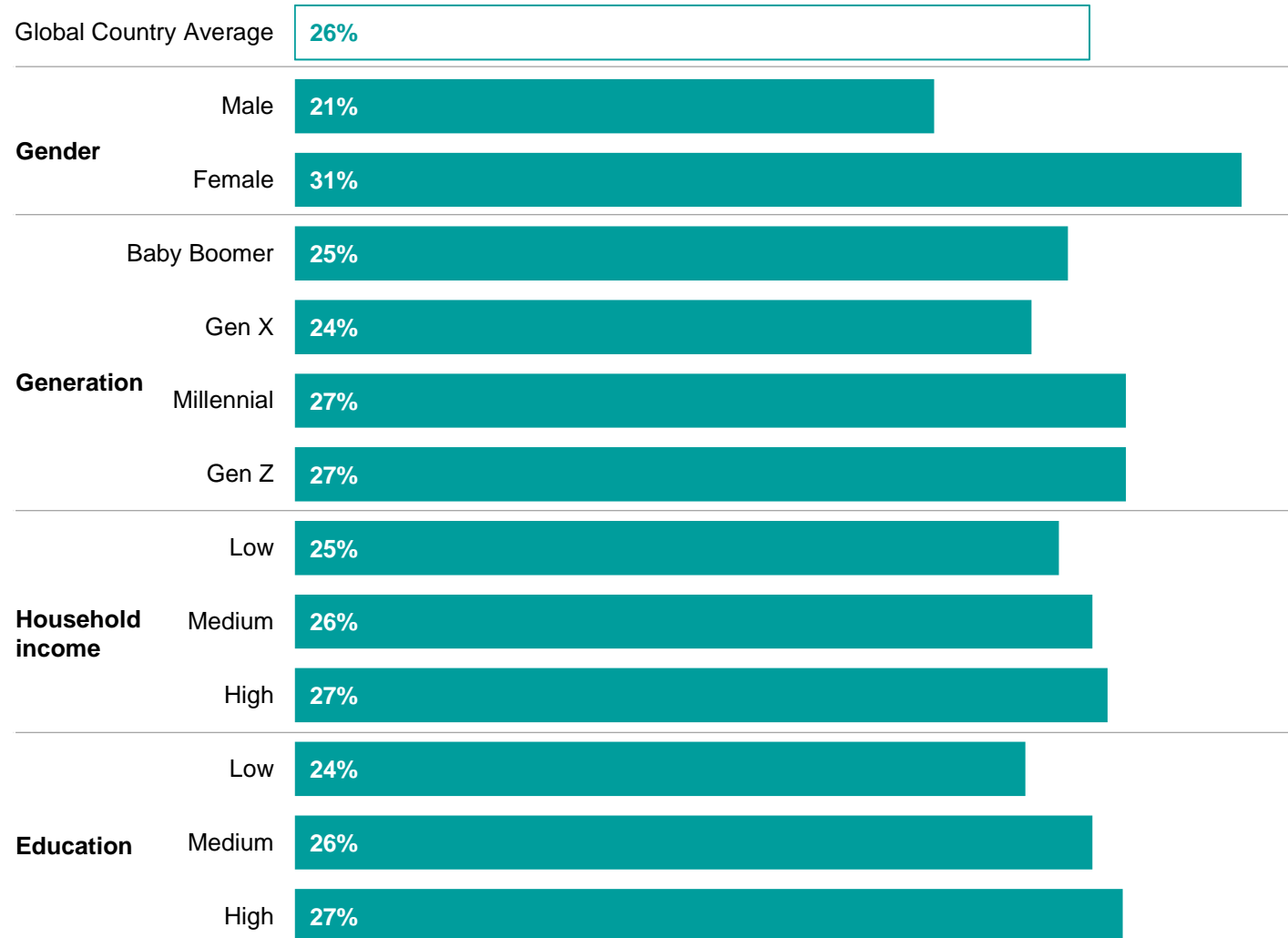
## Women



Q

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

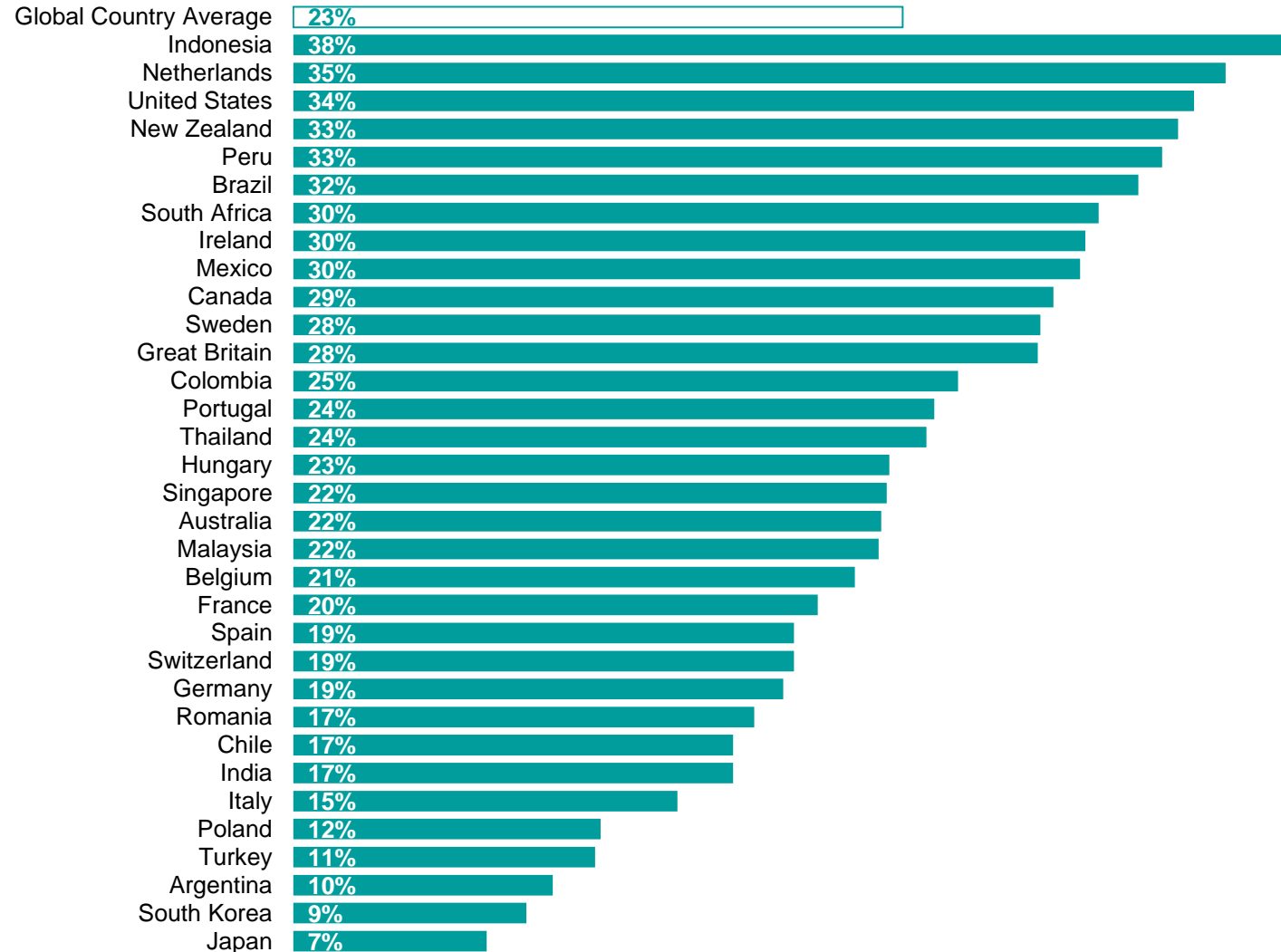
Women



Q

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

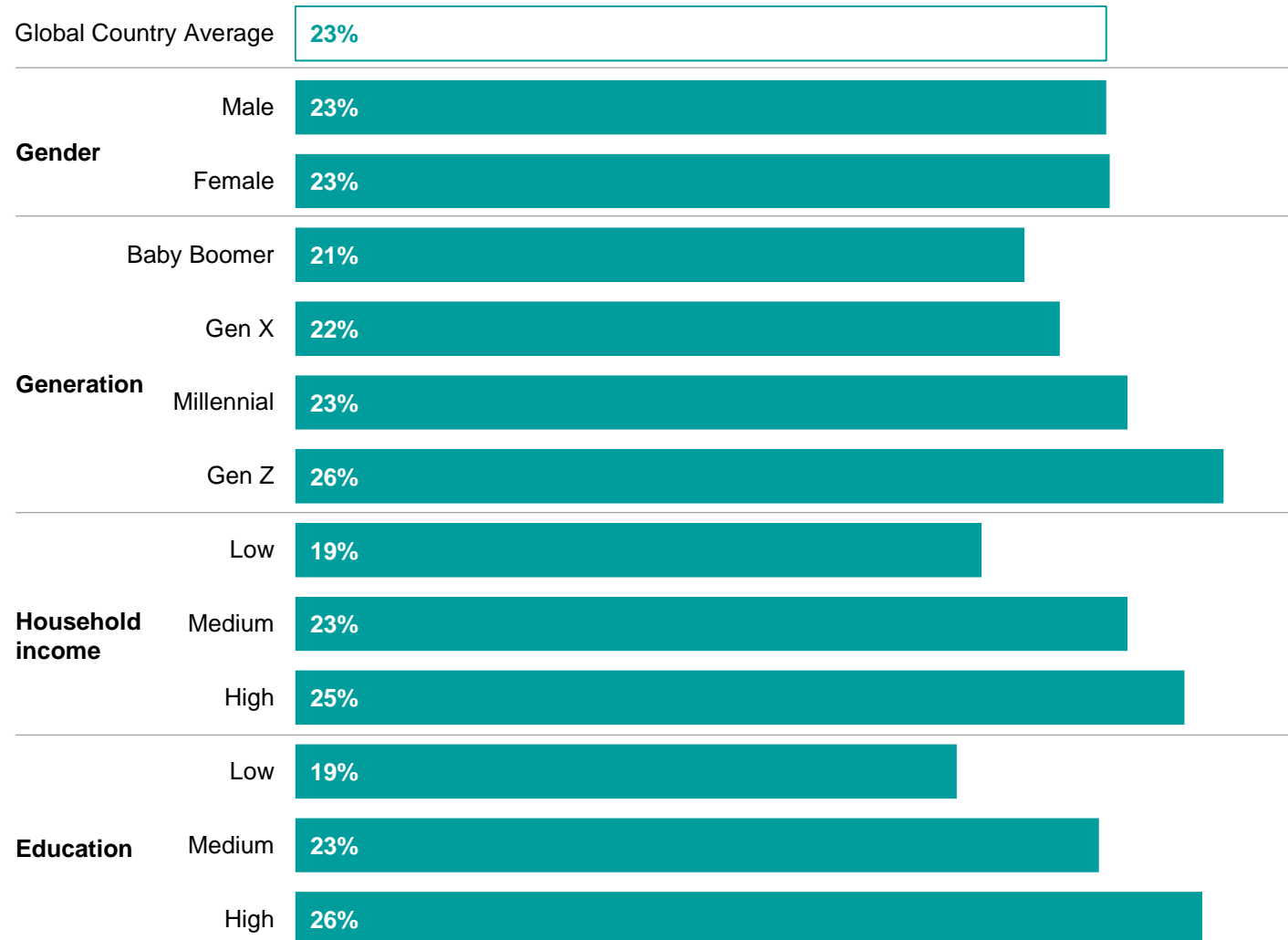
### People from minority ethnic groups



Q

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

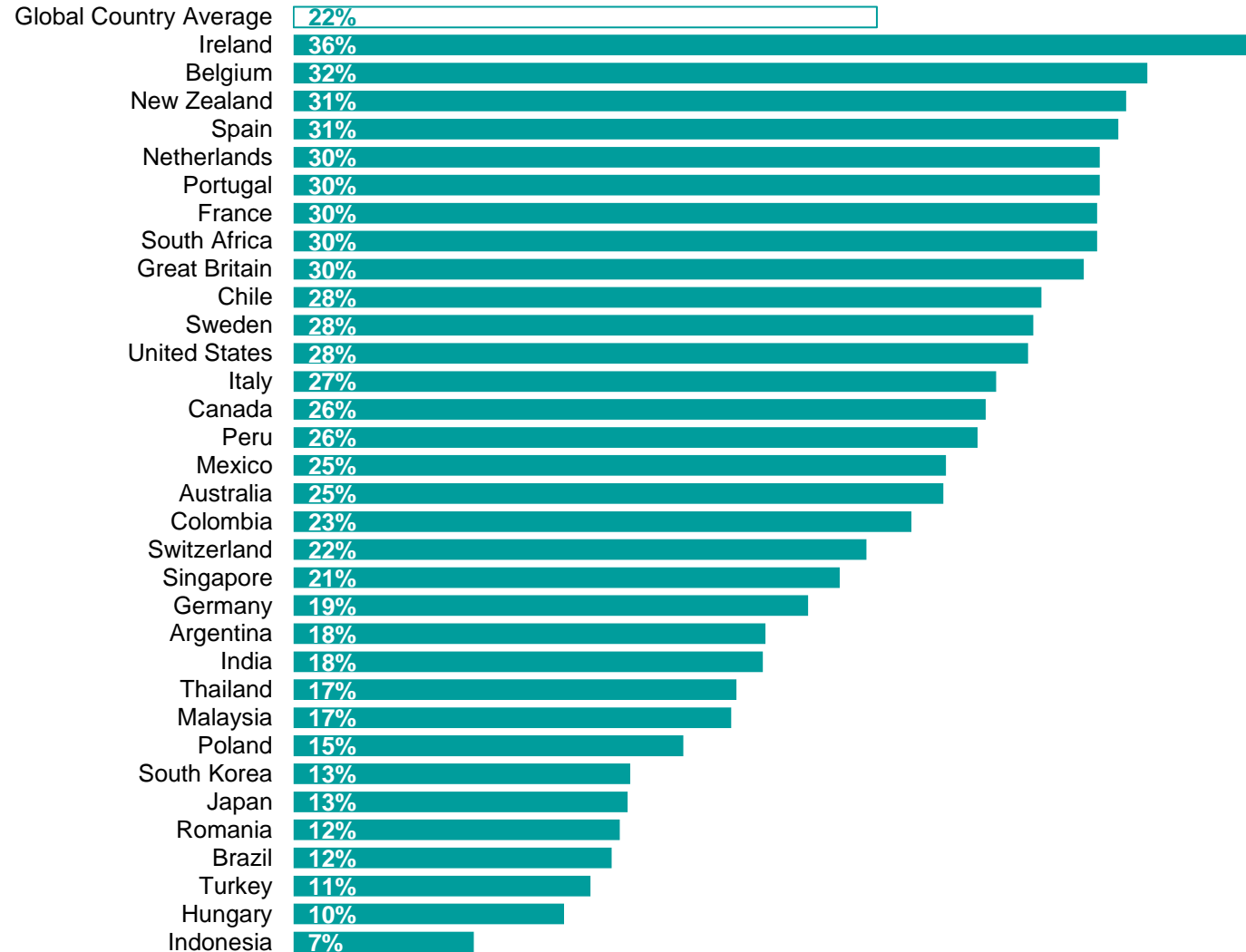
### People from minority ethnic groups



Q

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

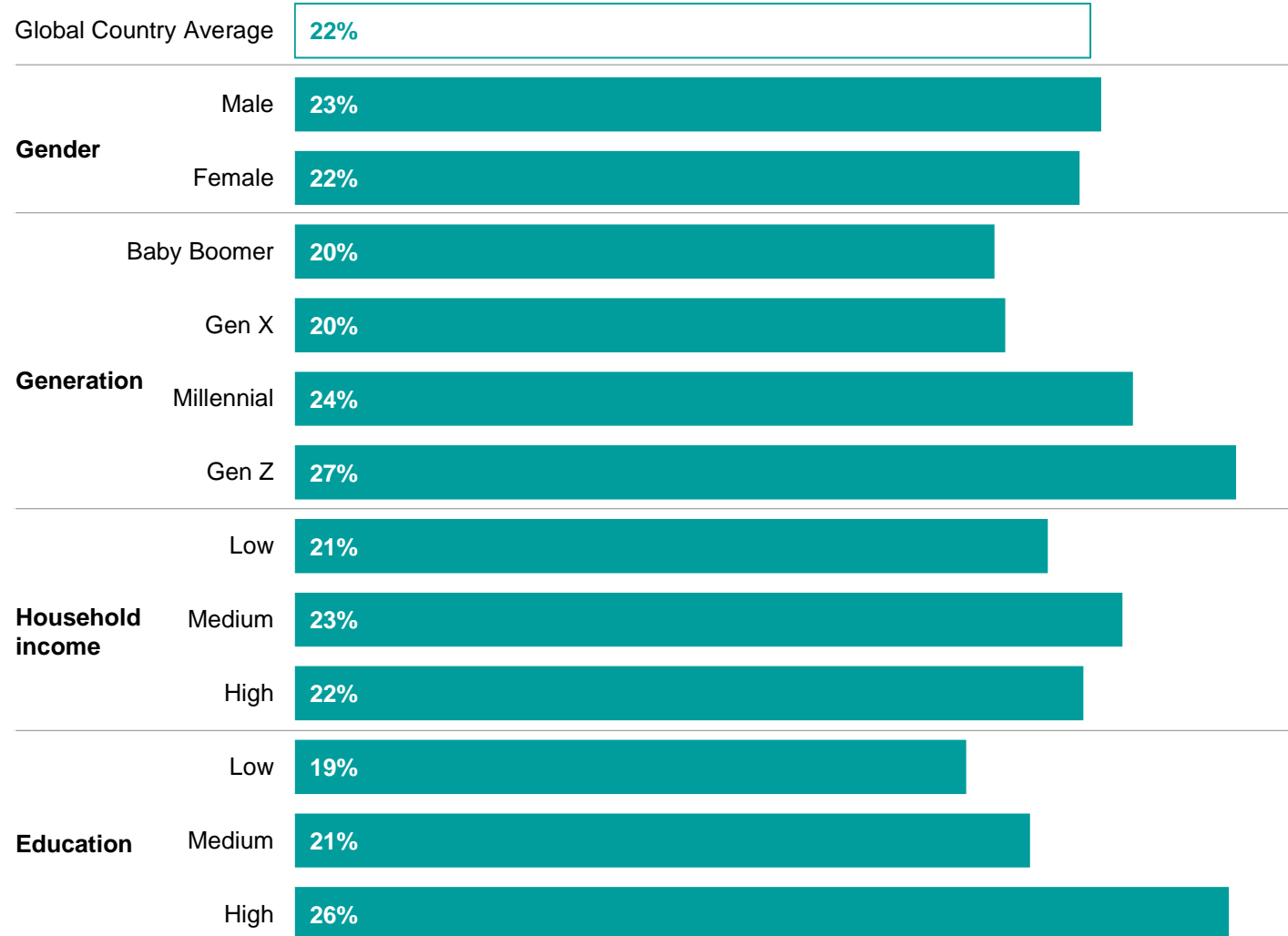
## Immigrants



Q

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

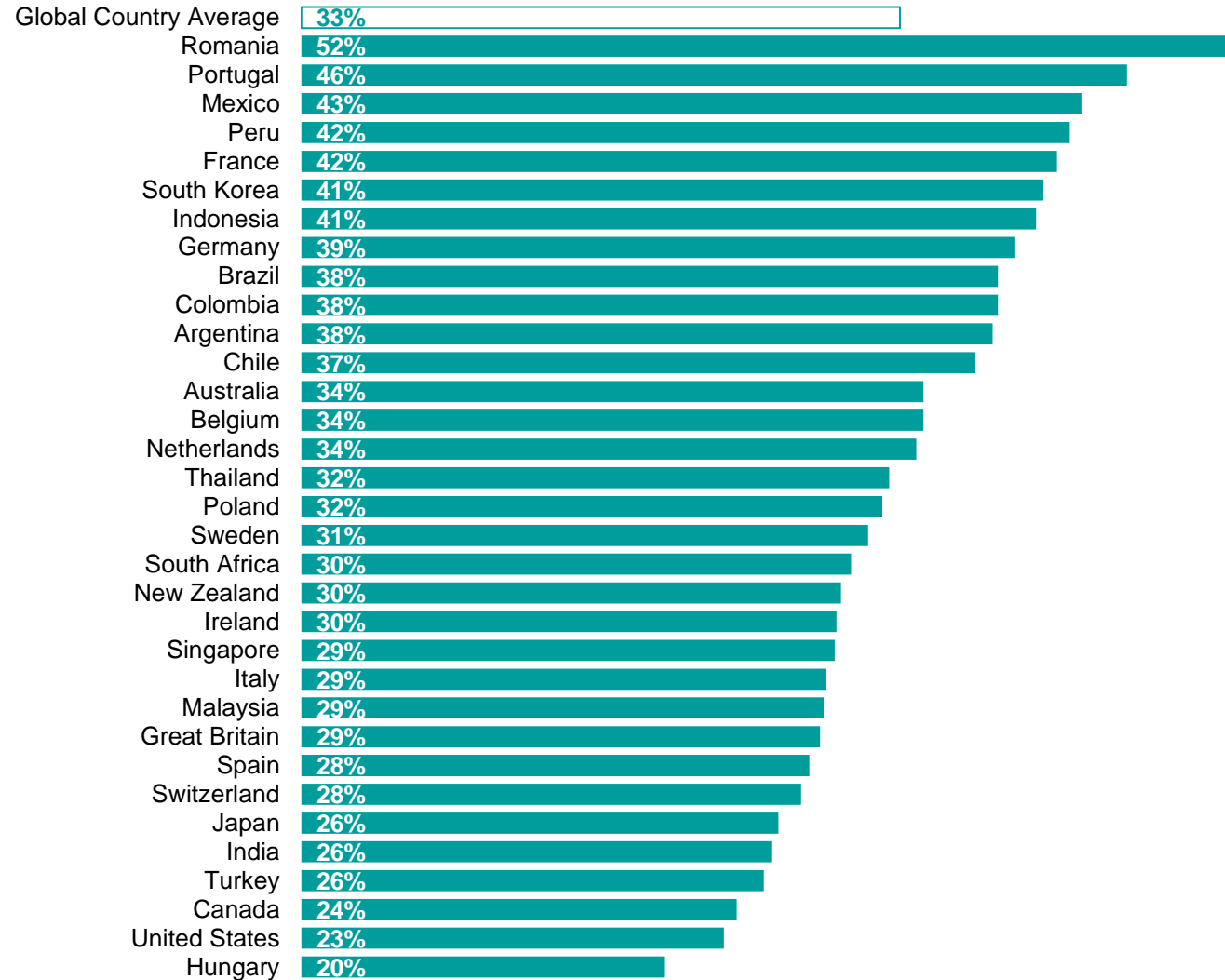
Immigrants



Q

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

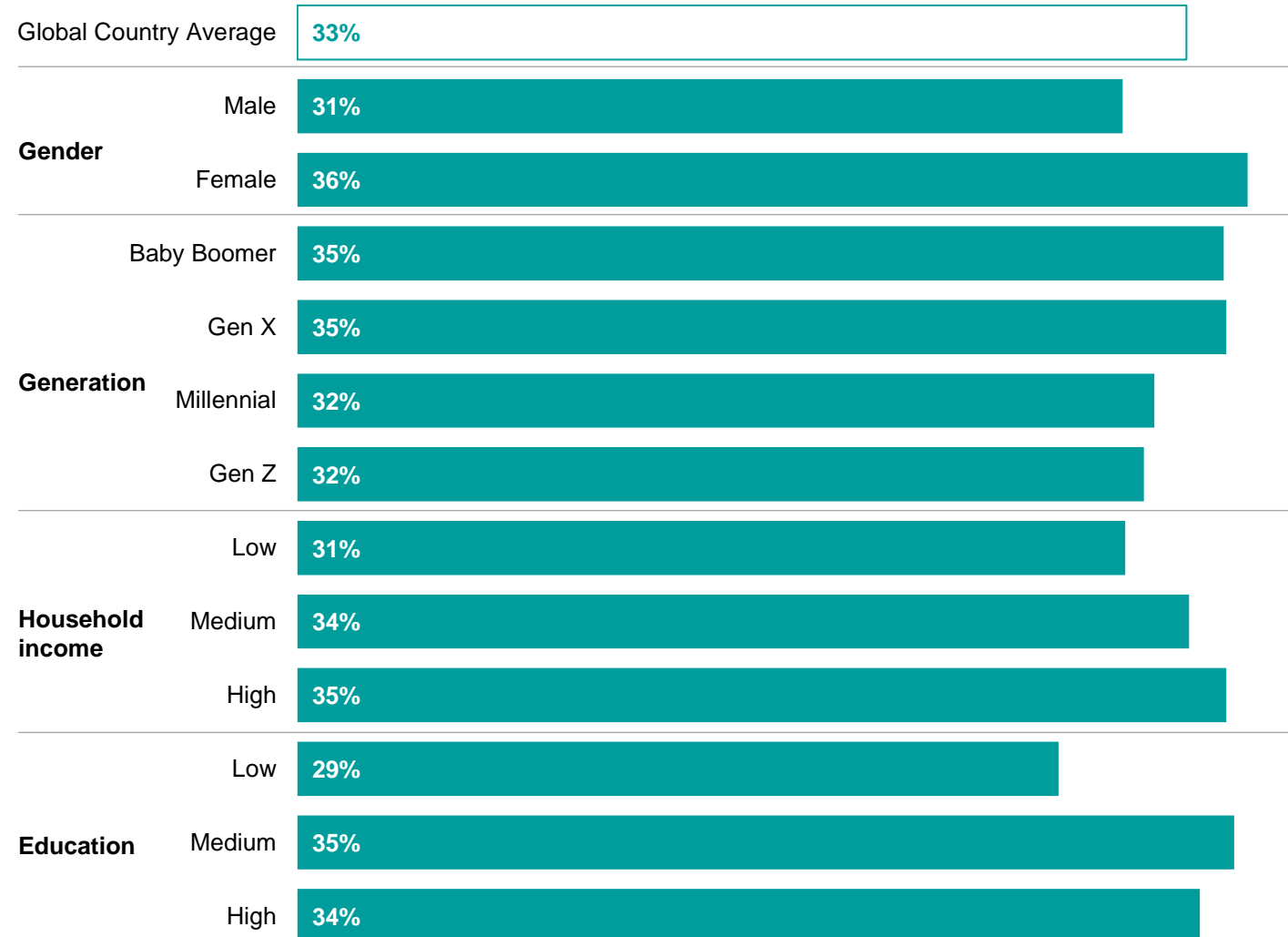
## People with physical disabilities



Q

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

## People with physical disabilities

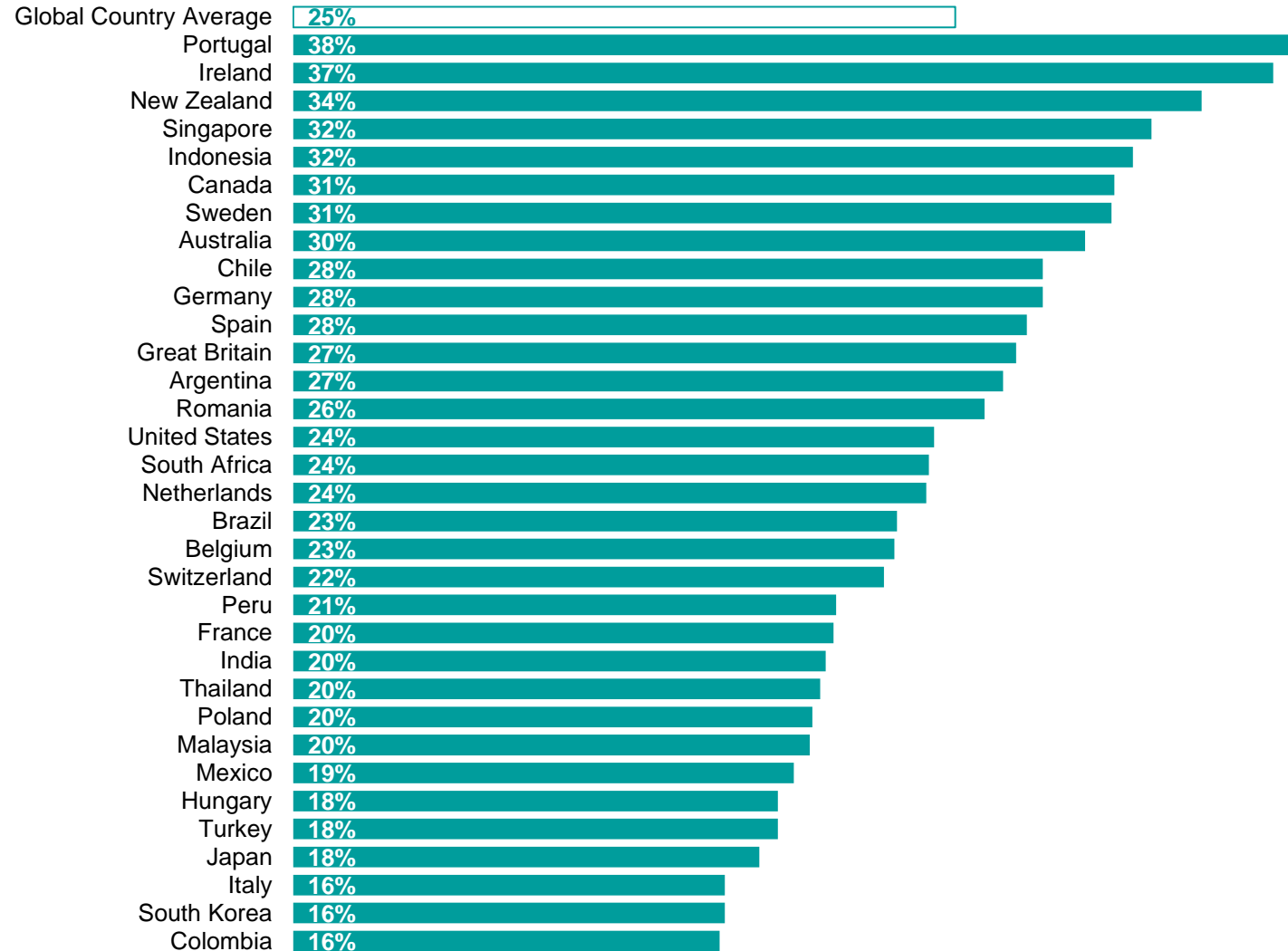




Q

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

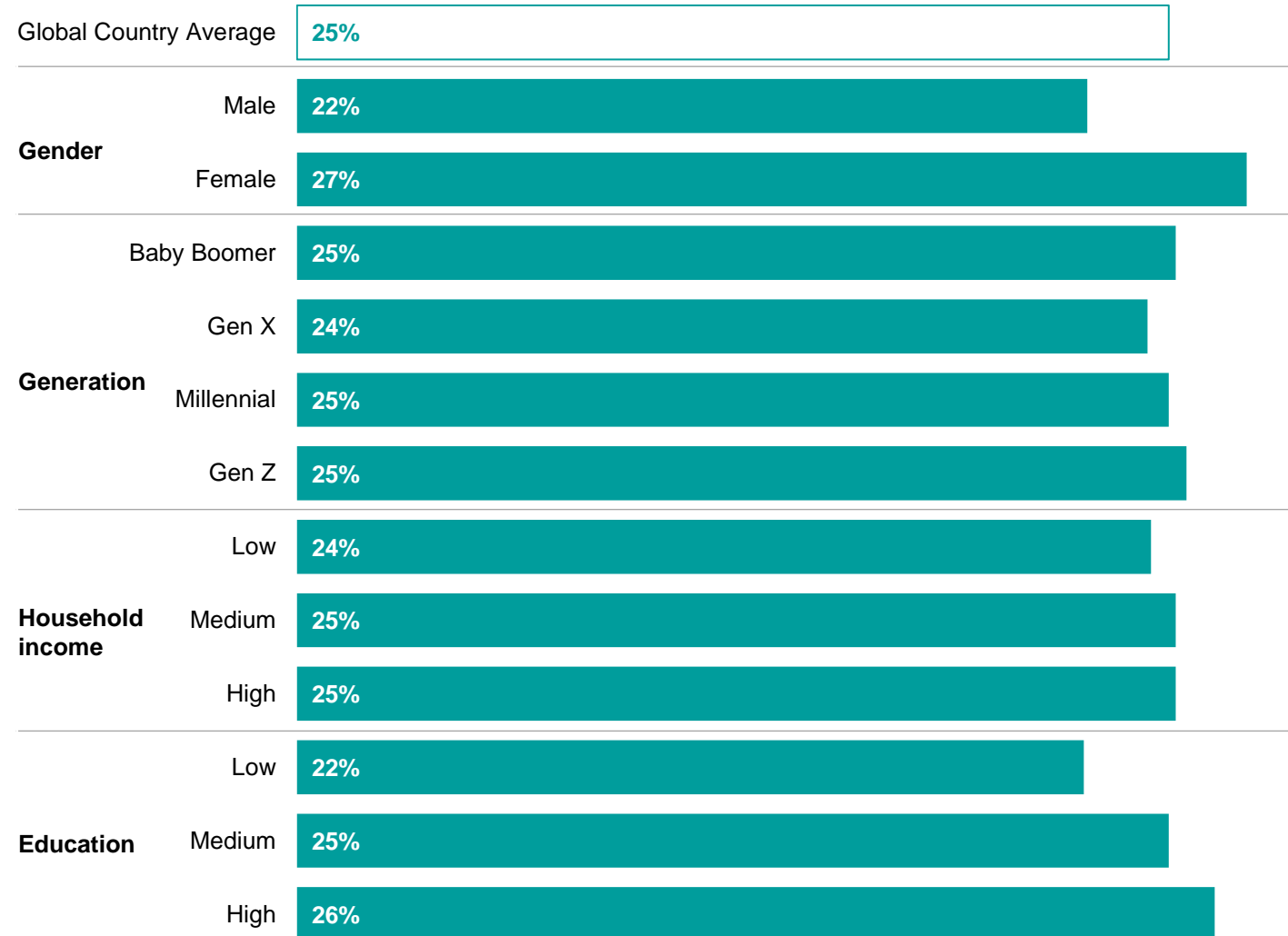
### People with mental health conditions



Q

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

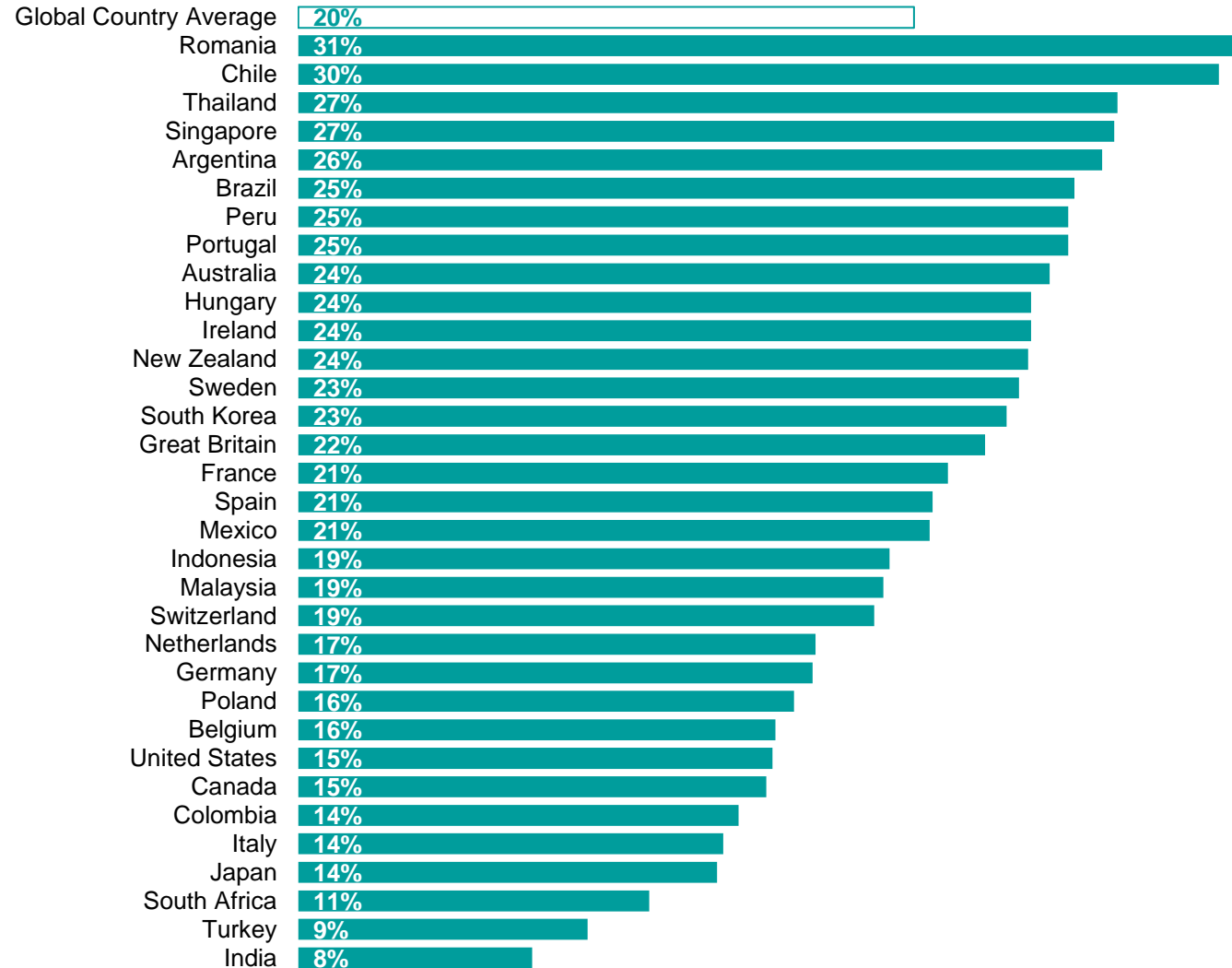
## People with mental health conditions



Q

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

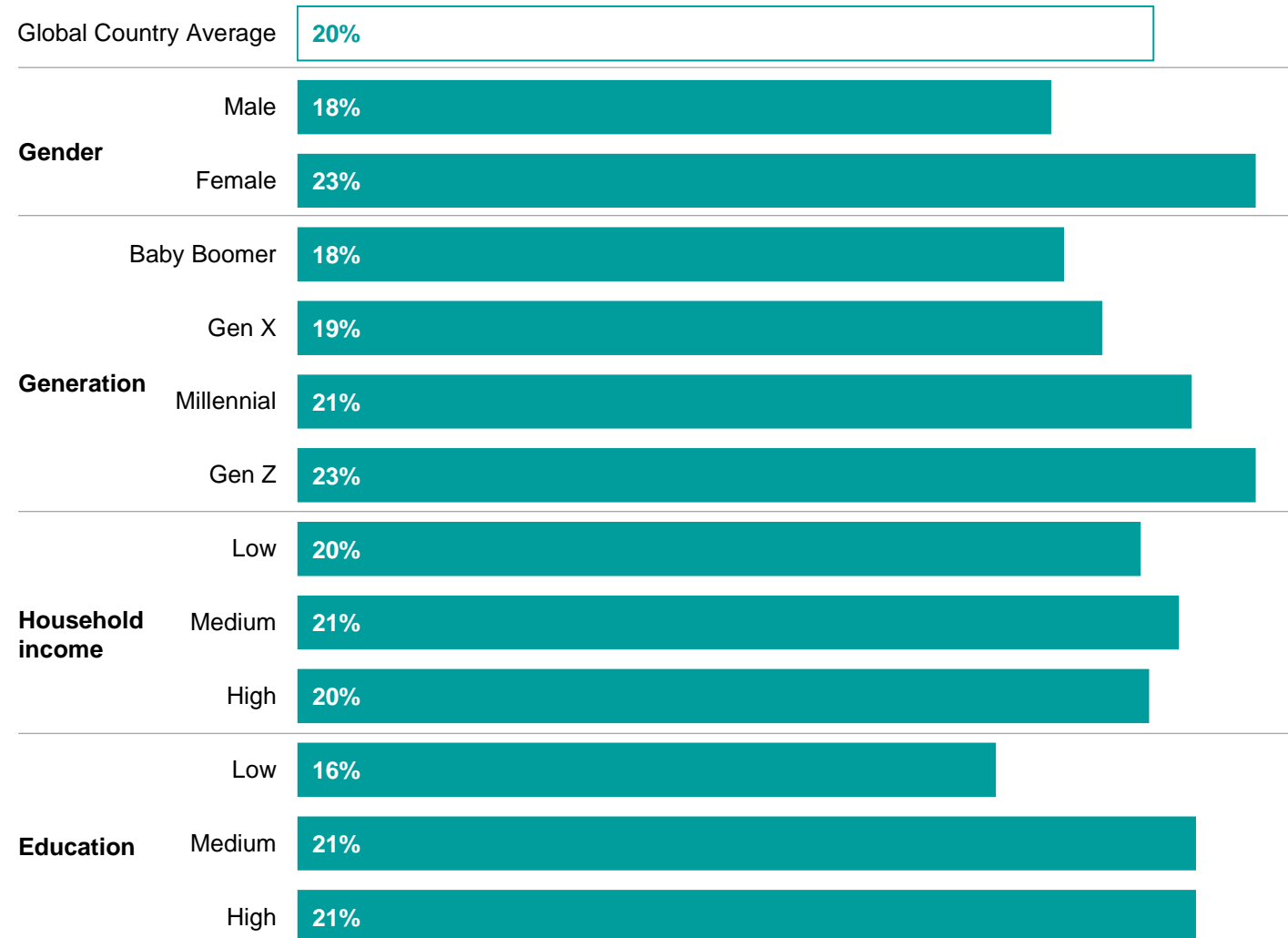
**People who are neurodivergent (e.g., with dyslexia, ADHD, autism, etc.)**



Q

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

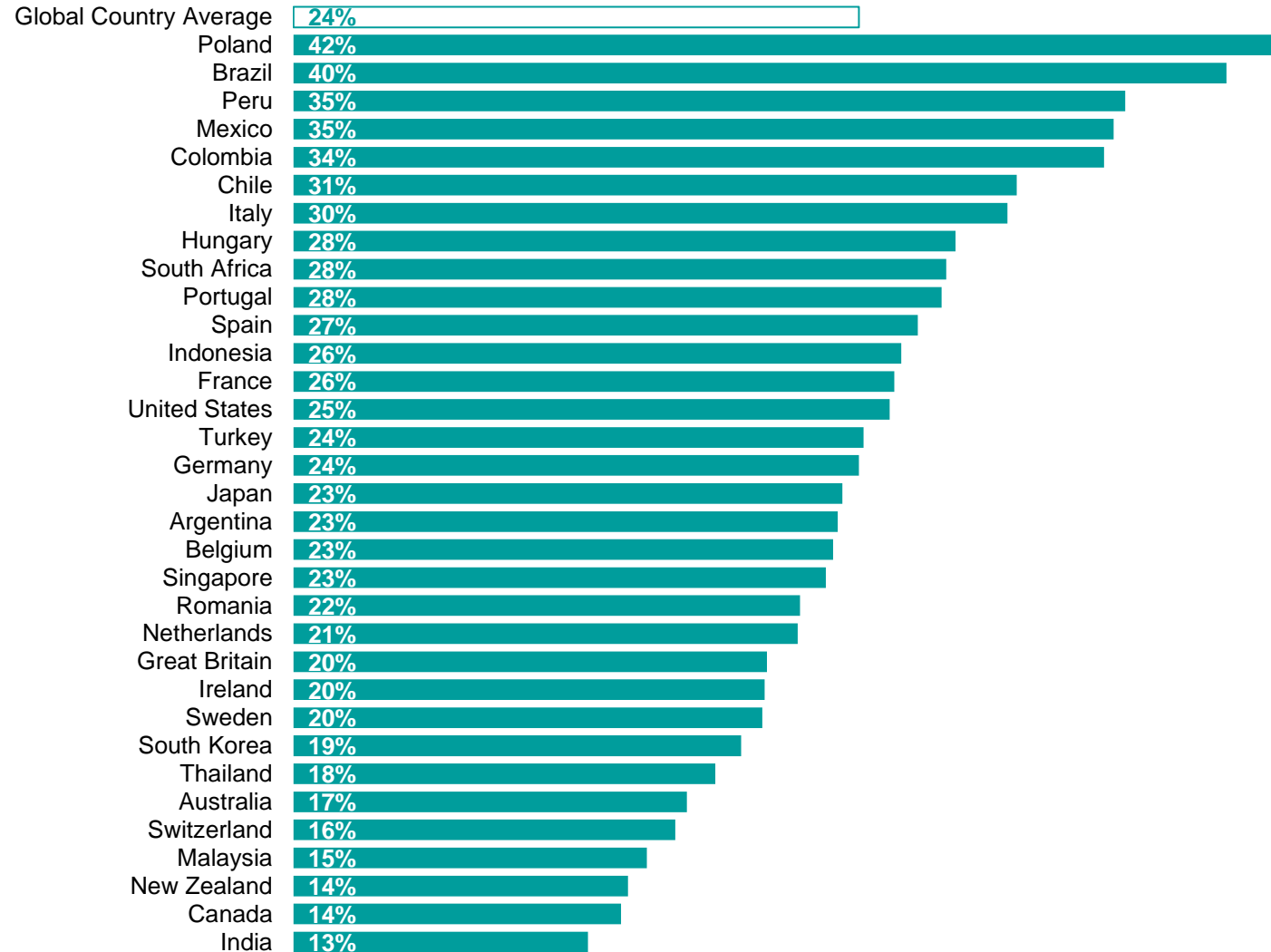
**People who are neurodivergent (e.g., with dyslexia, ADHD, autism, etc.)**



Q

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

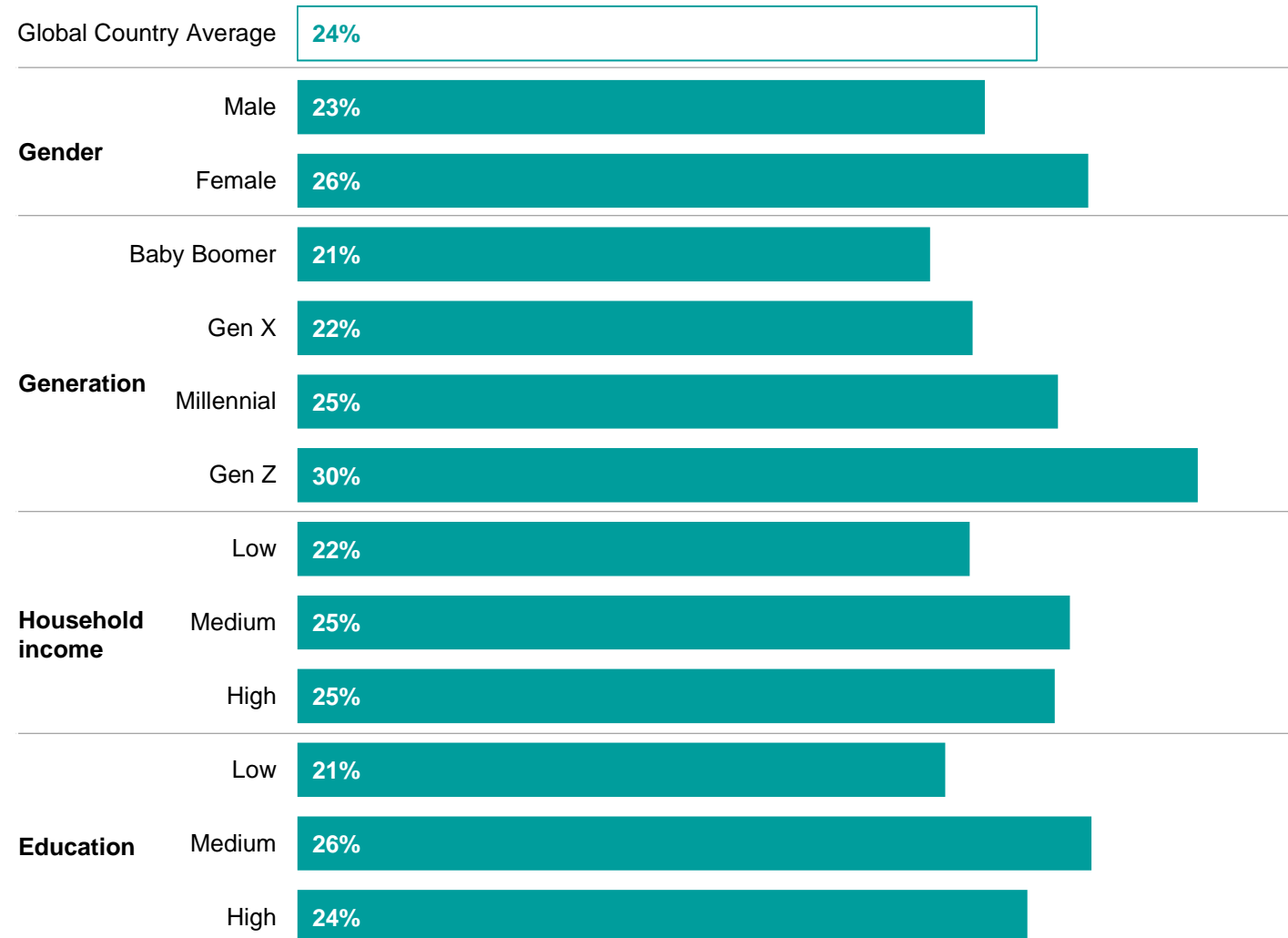
**Lesbians, gay men and/or bisexuals**



Q

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

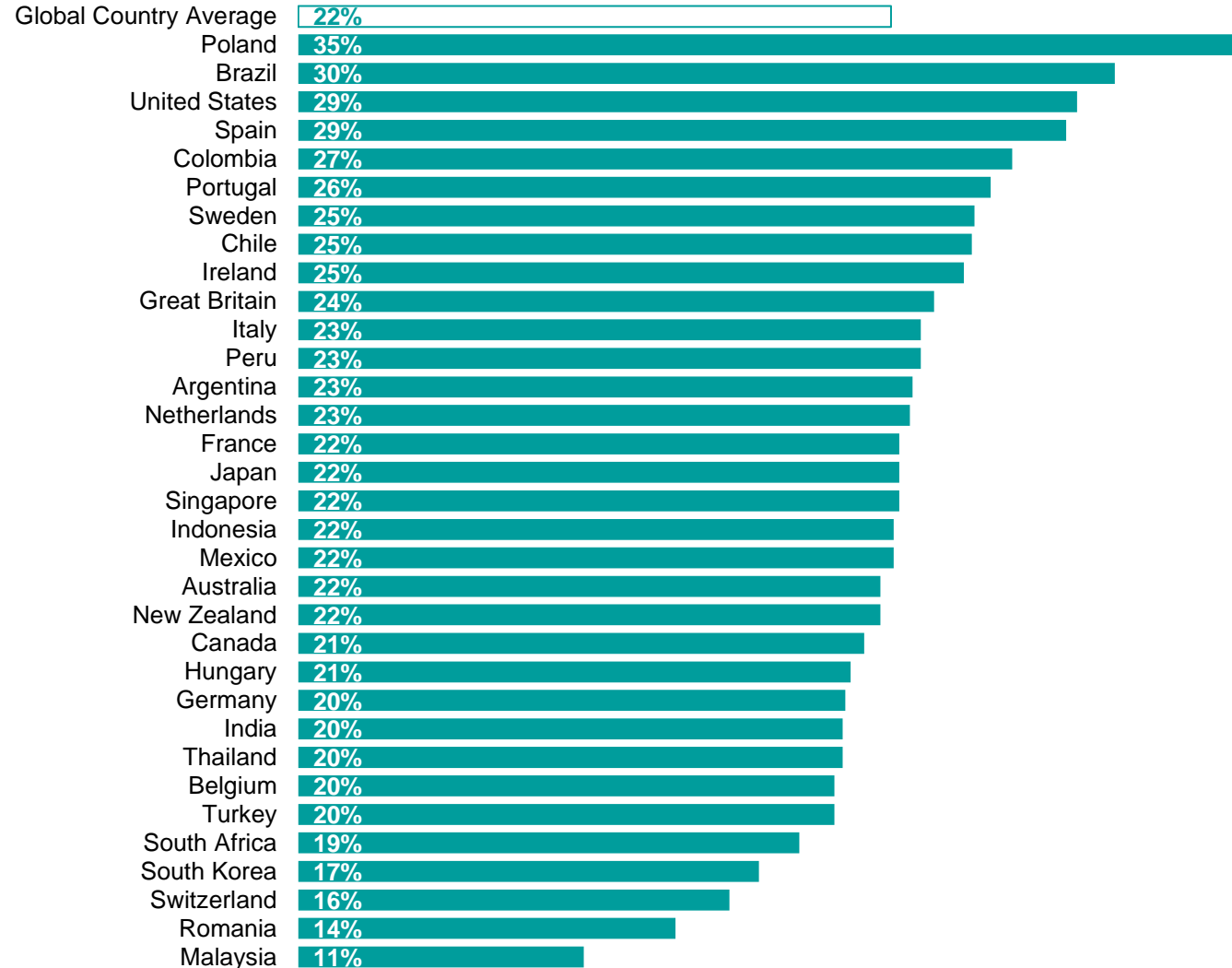
## Lesbians, gay men and/or bisexuals



Q

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

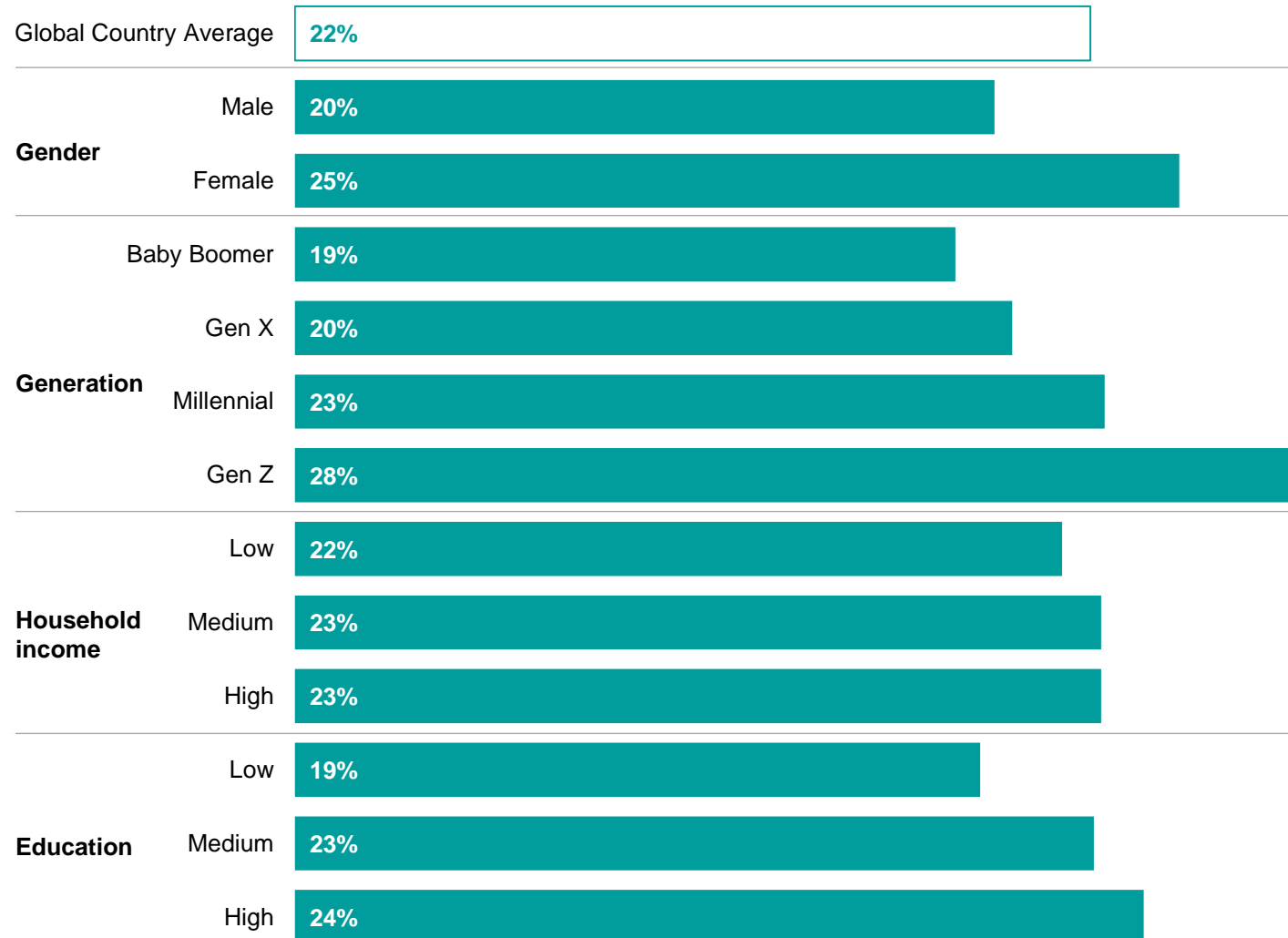
### Transgender and/or non-binary people



Q

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

## Transgender and/or non-binary people

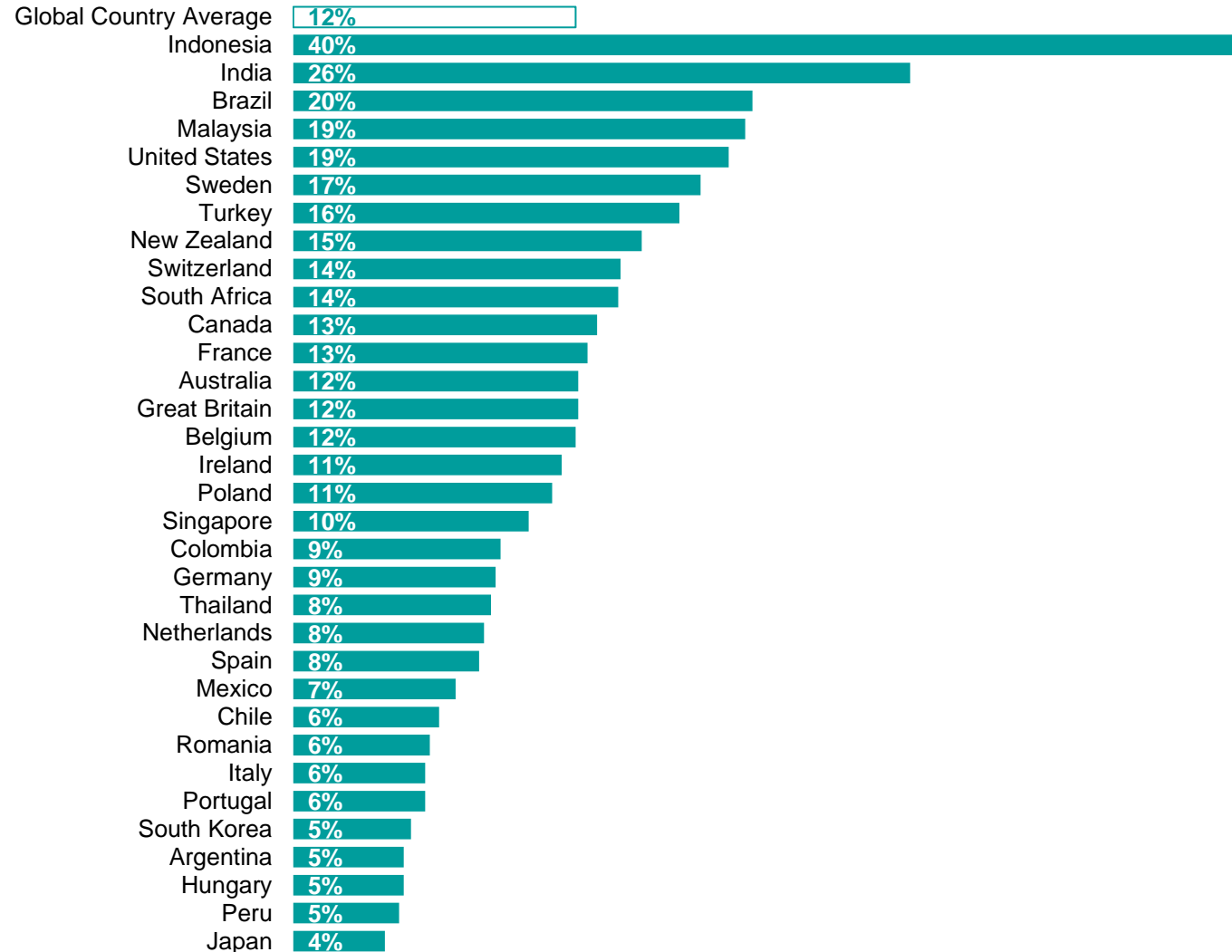




Q

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

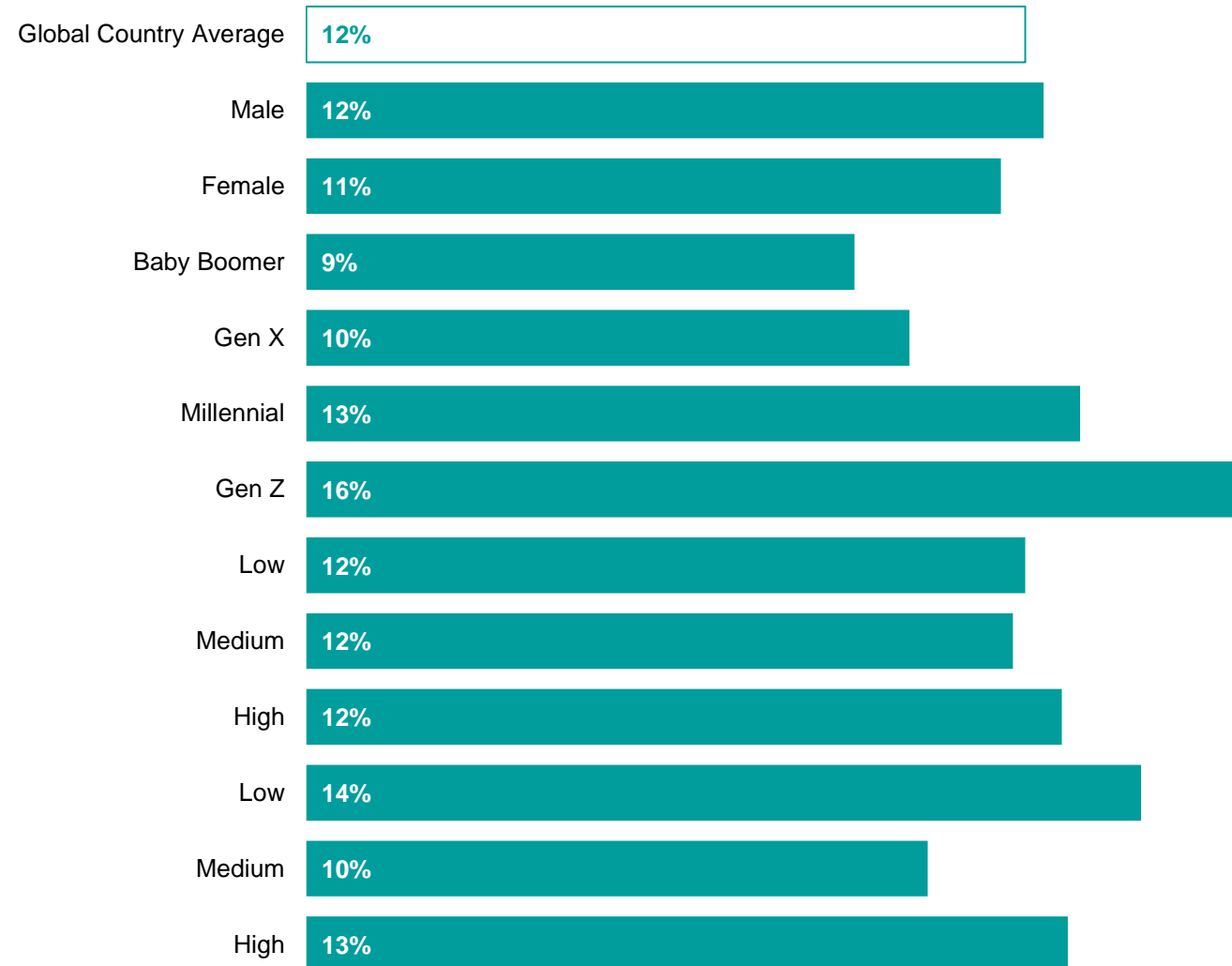
## People of specific religions



Q

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

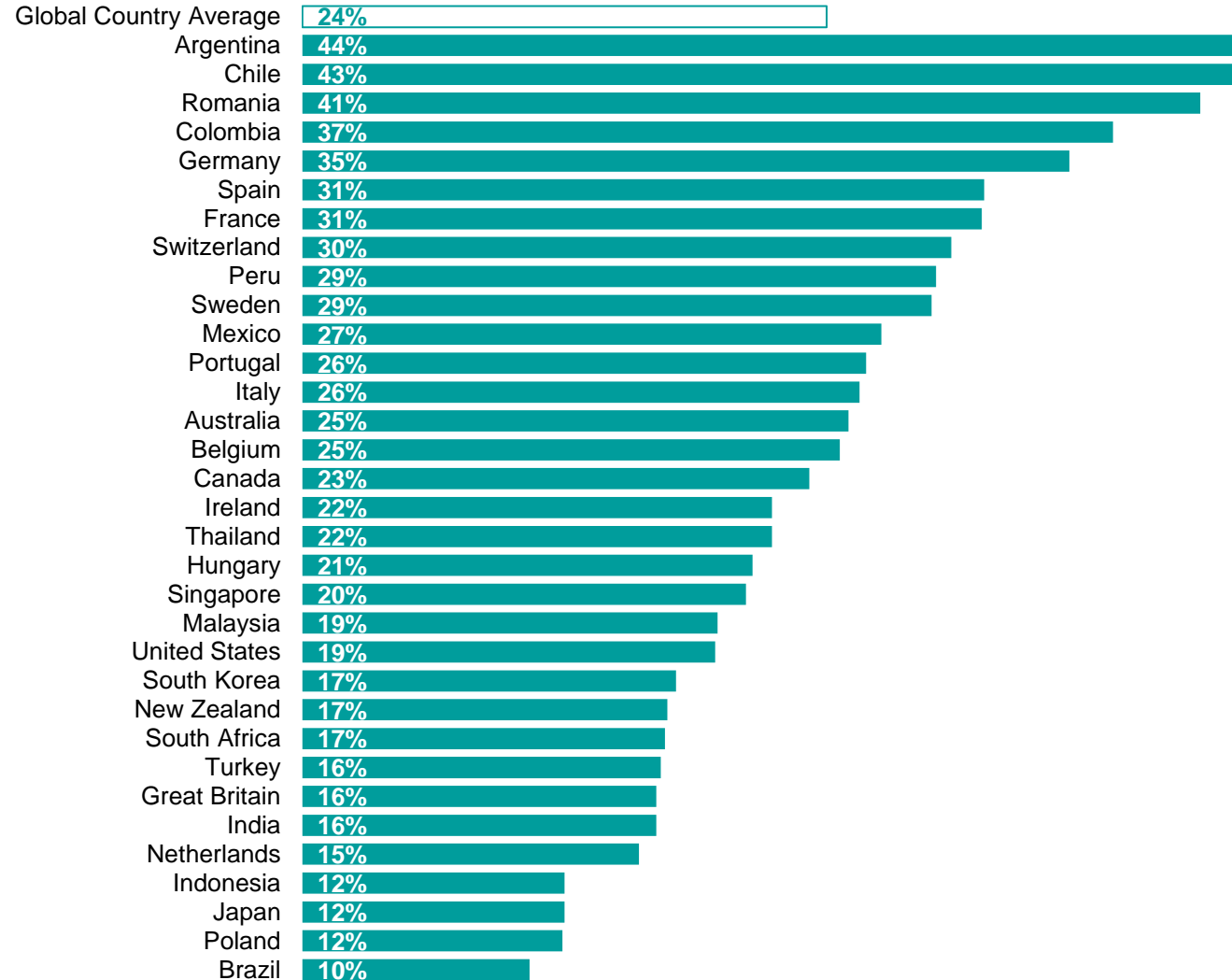
## People of specific religions



Q

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

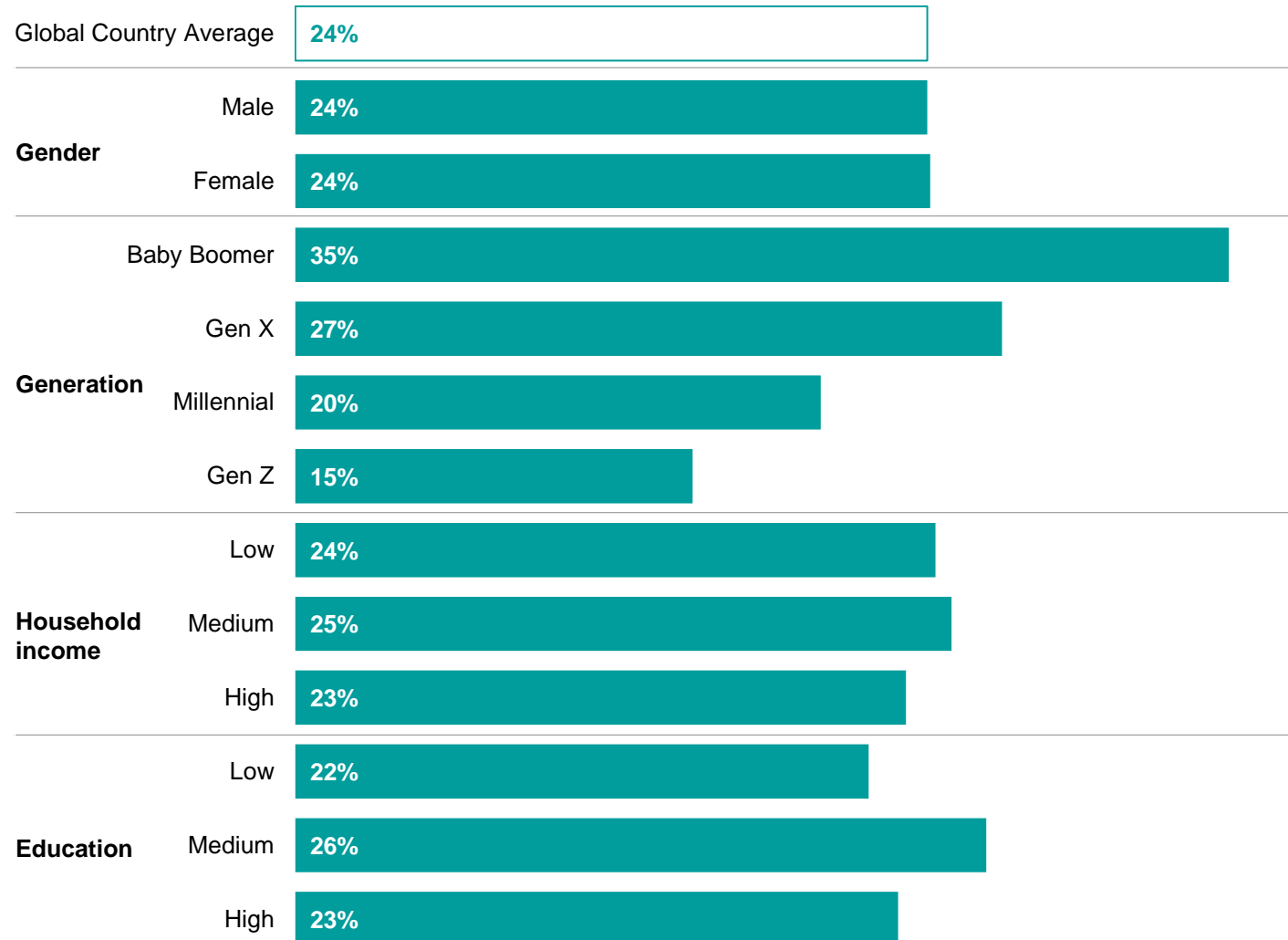
### Senior citizens



Q

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

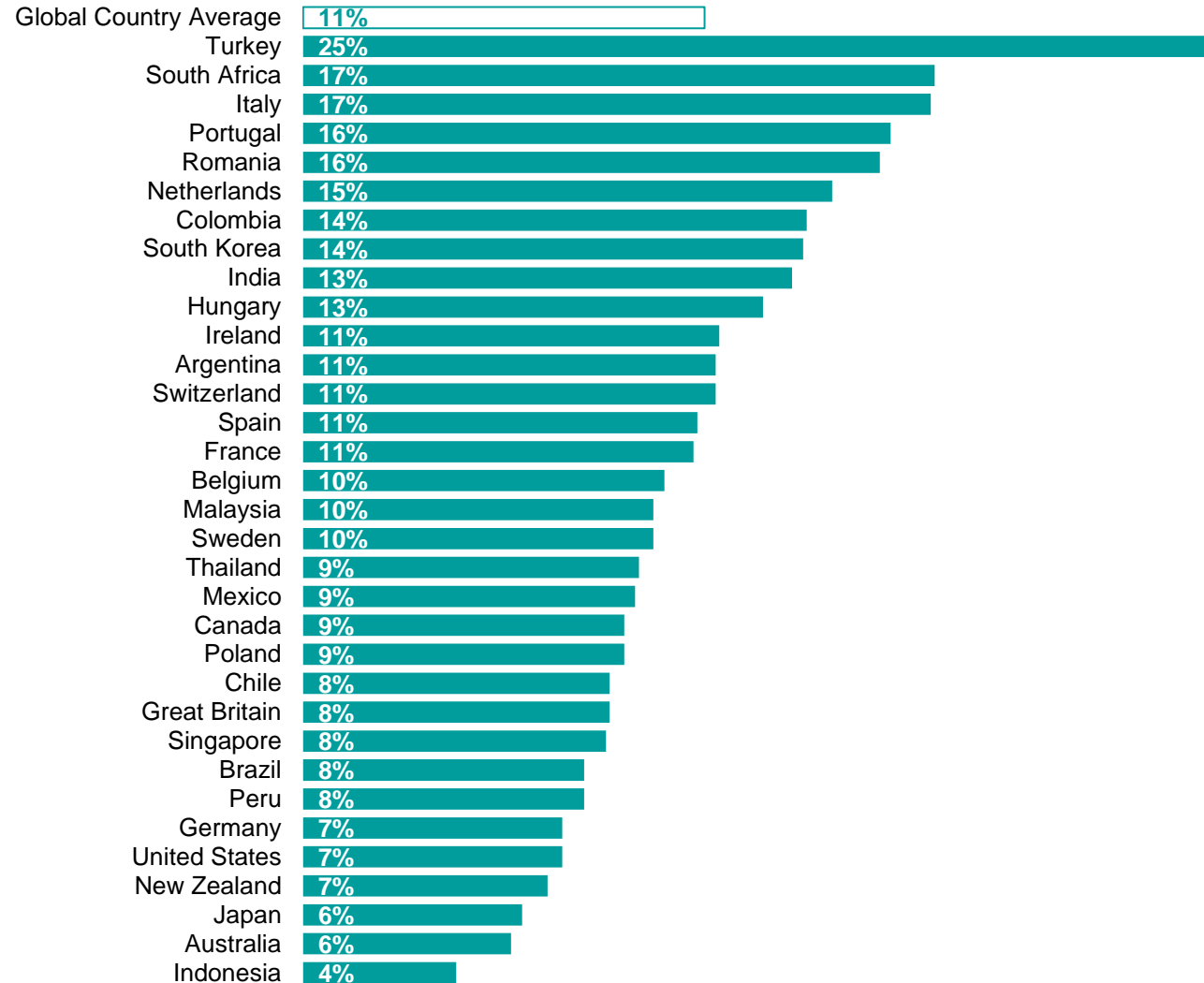
### Senior citizens



Q

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

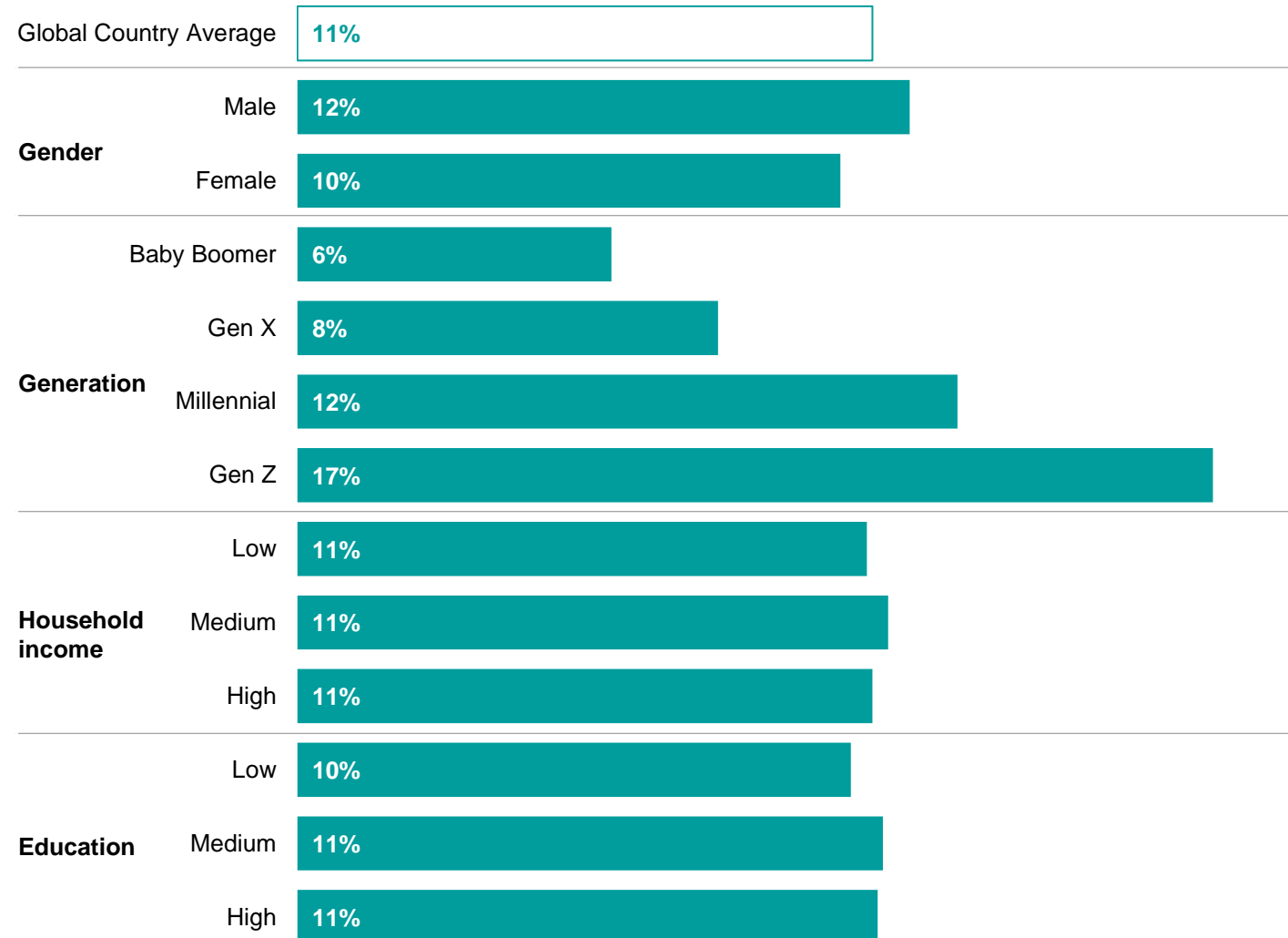
### Young adults



Q

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

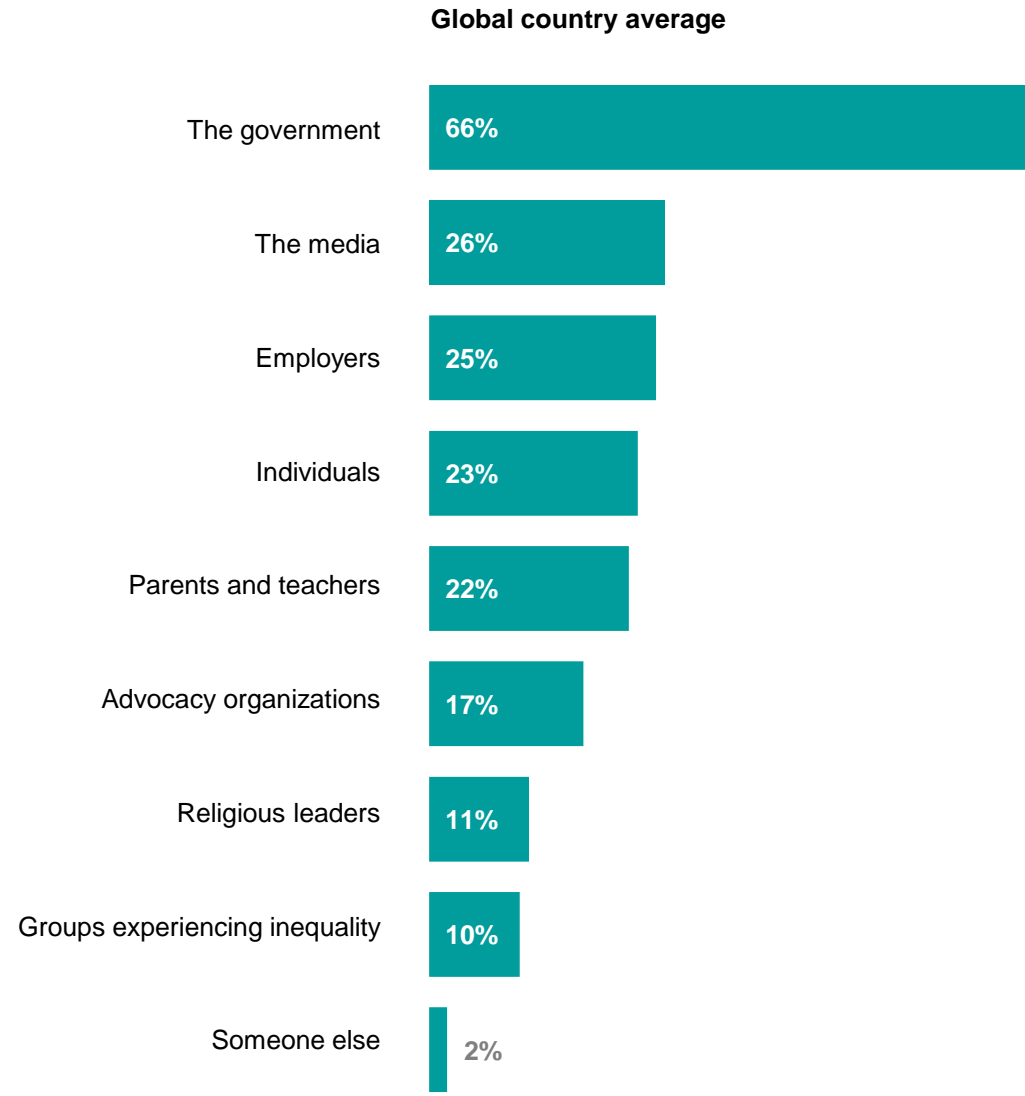
## Young adults



Q

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

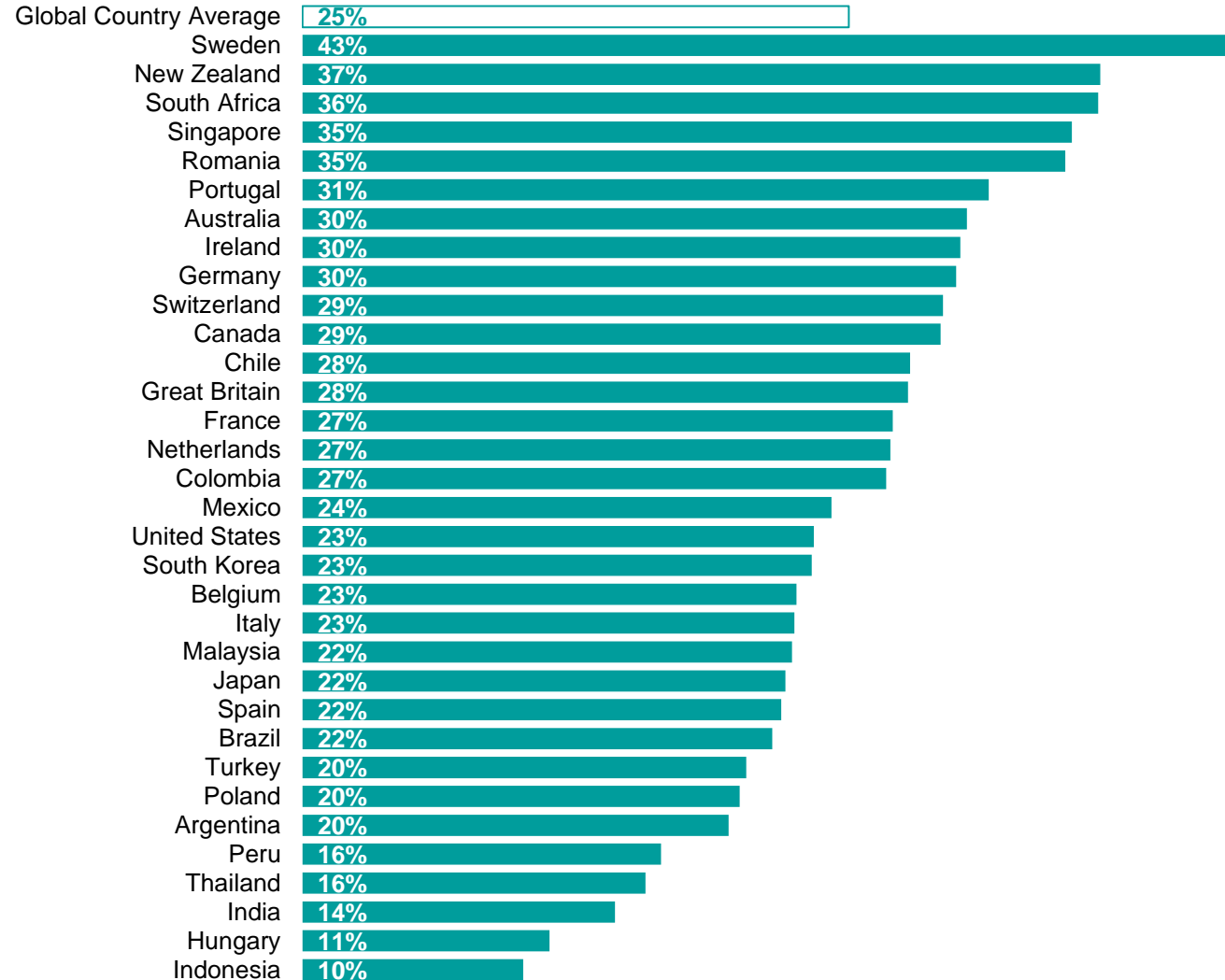
*(a more detailed breakdown for each of the categories on this list can be found on the following pages)*



Q

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

## Employers

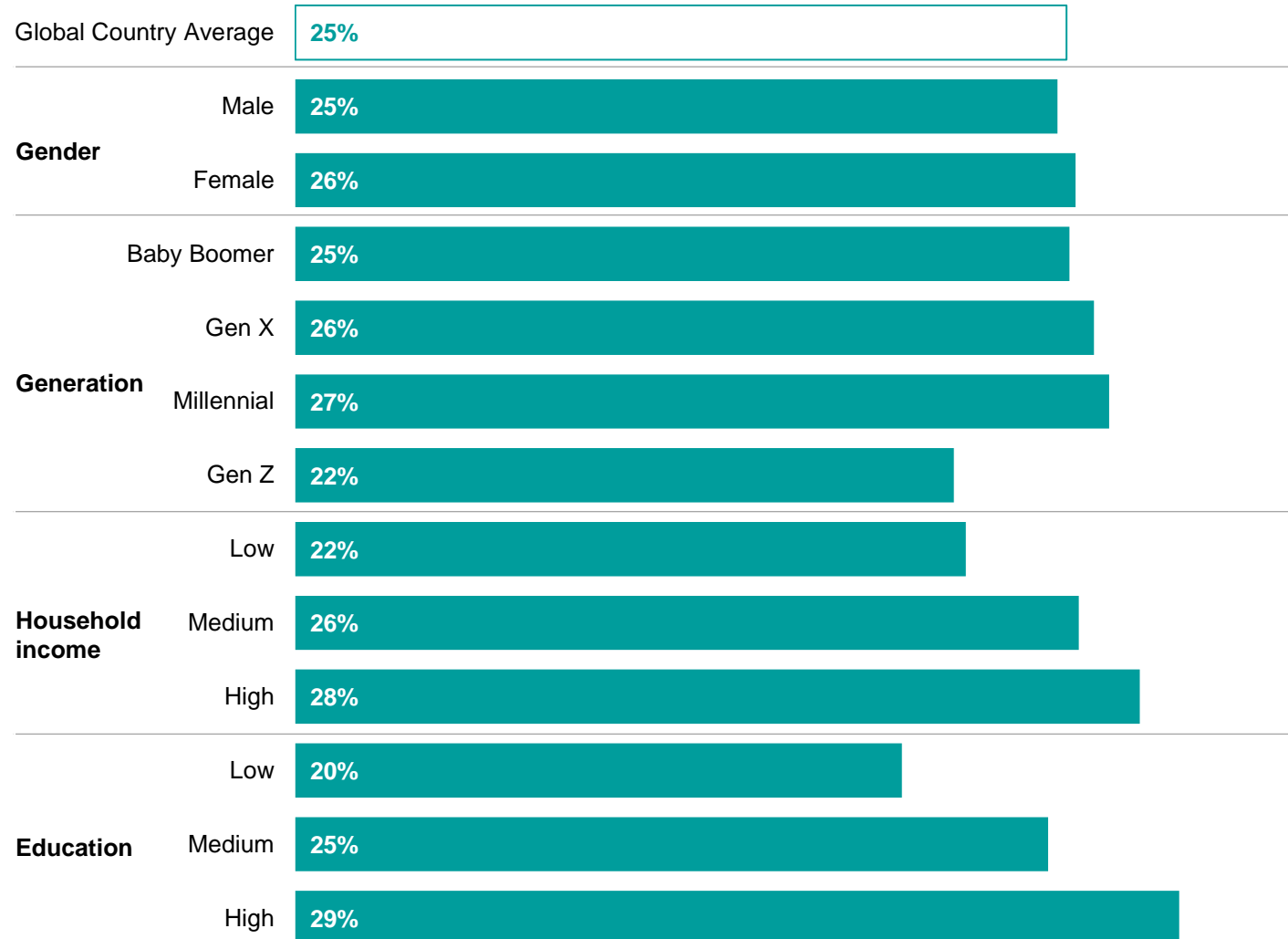




Q

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

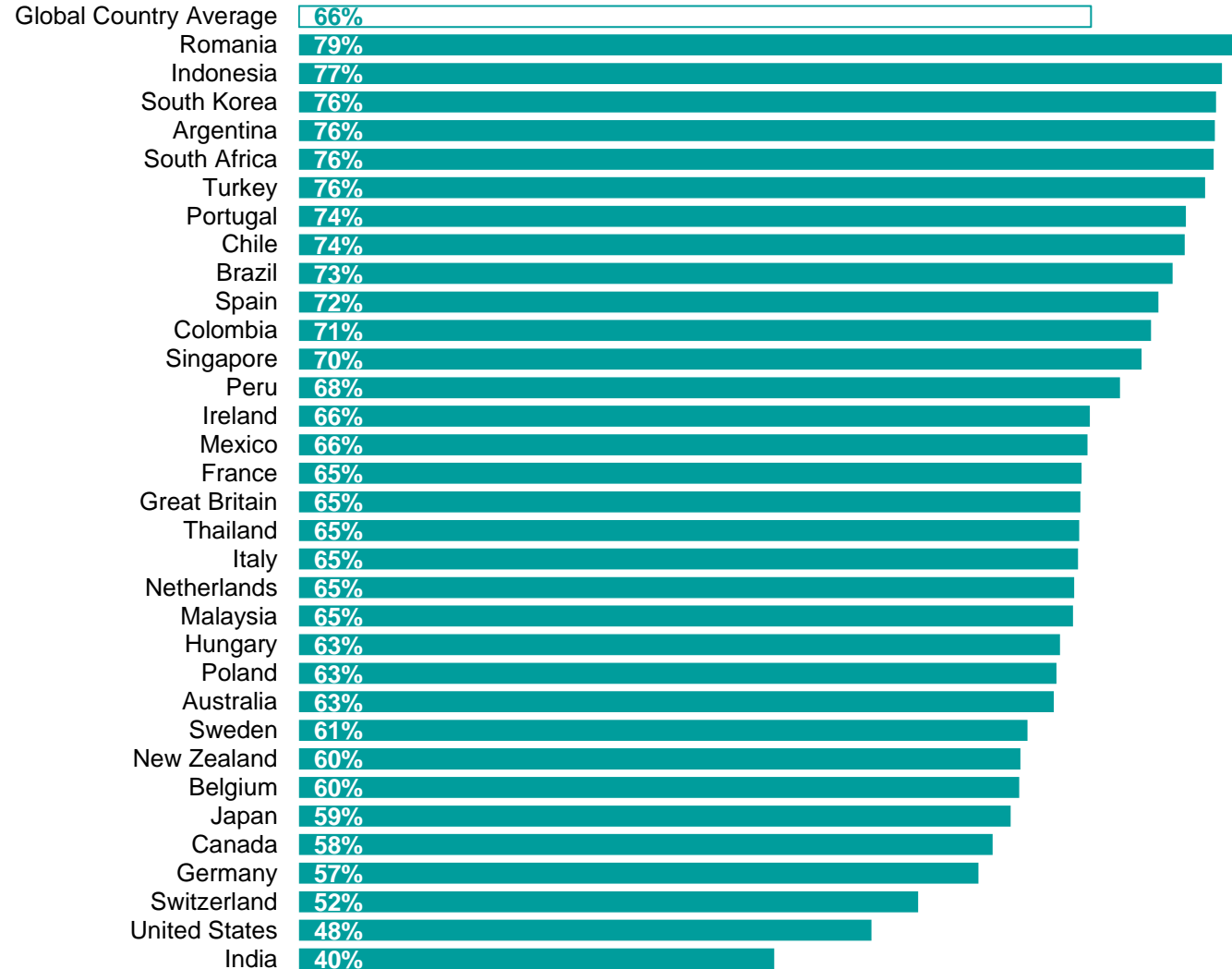
## Employers



Q

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

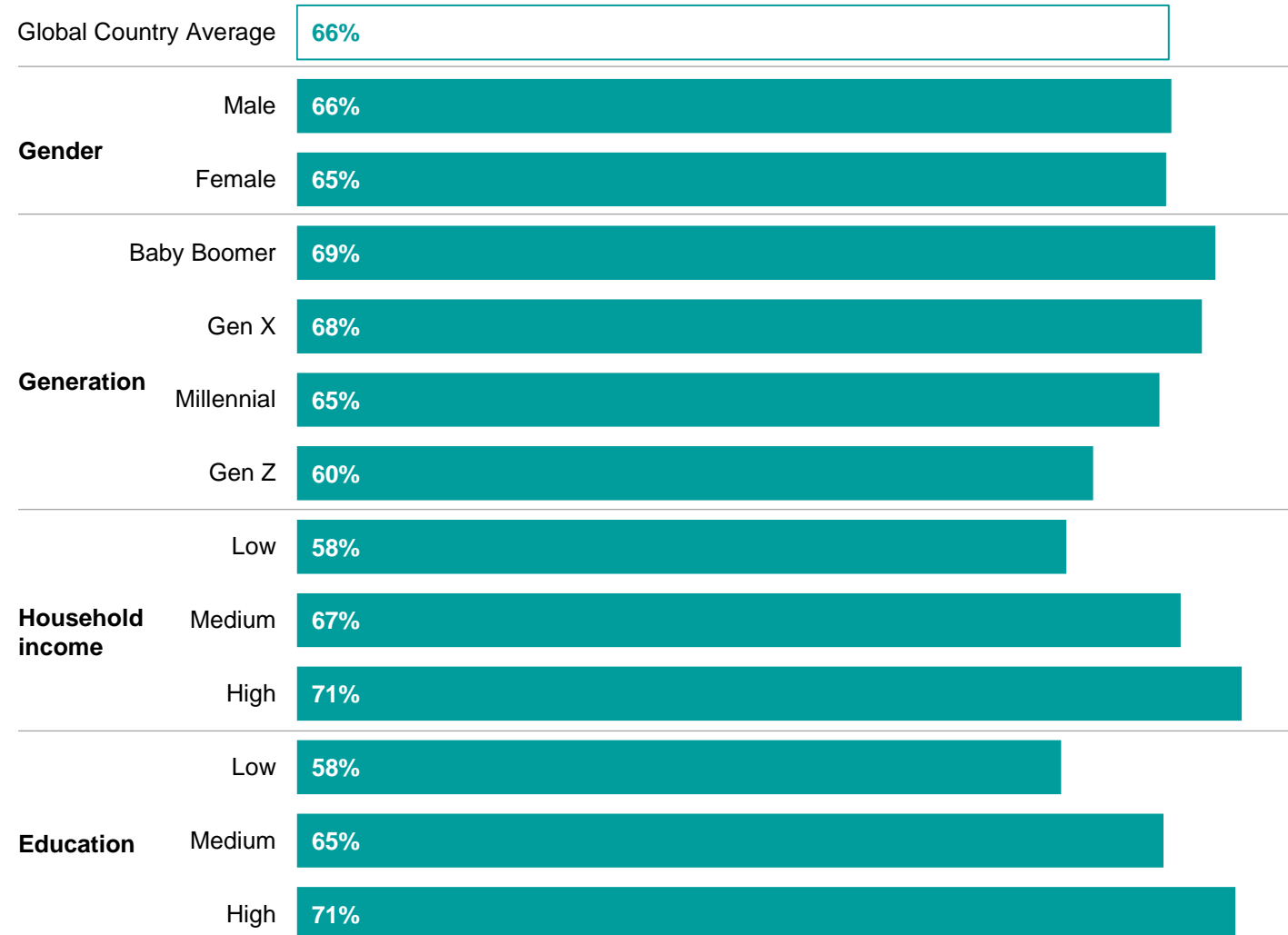
## The government



Q

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

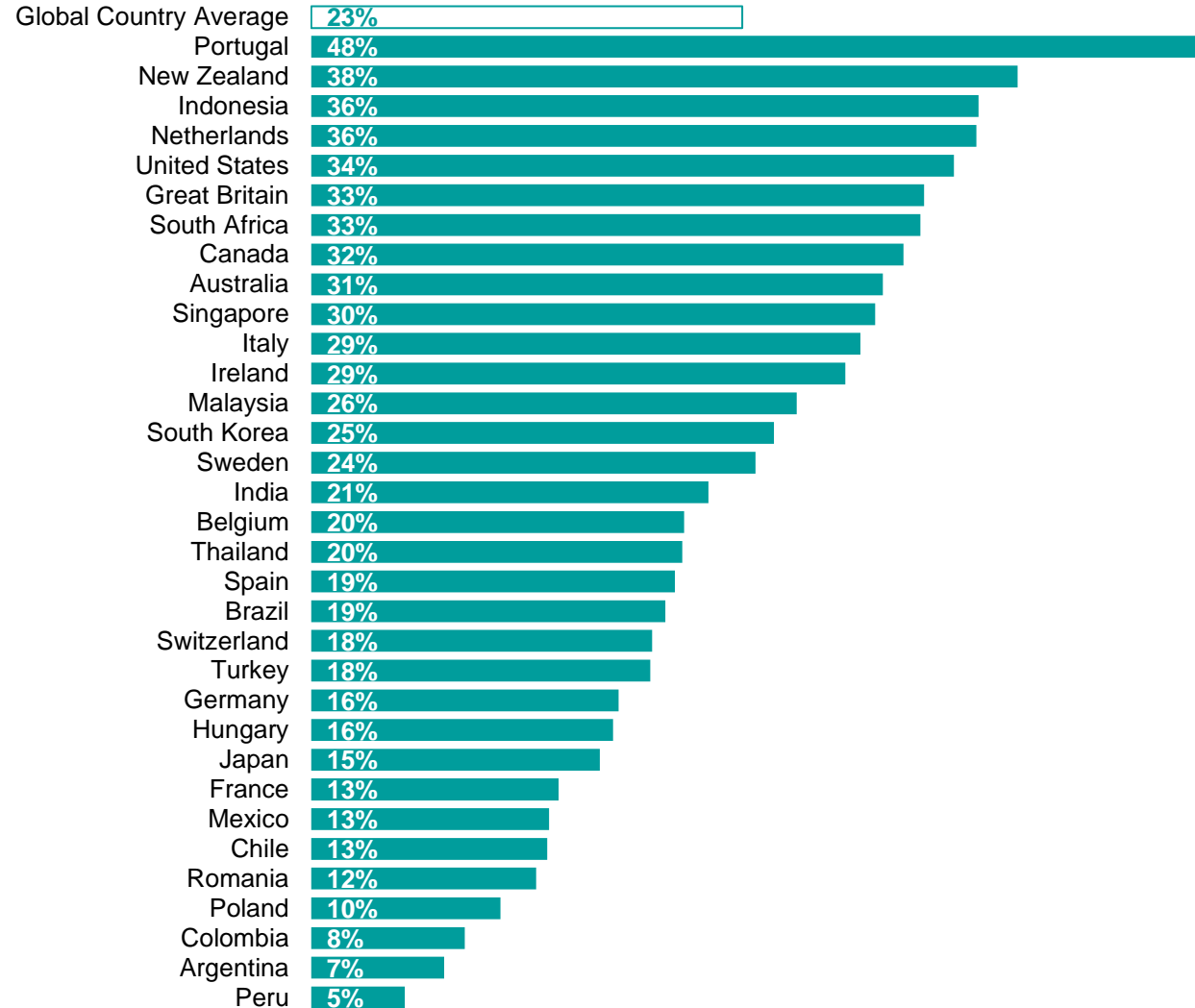
## The government



Q

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

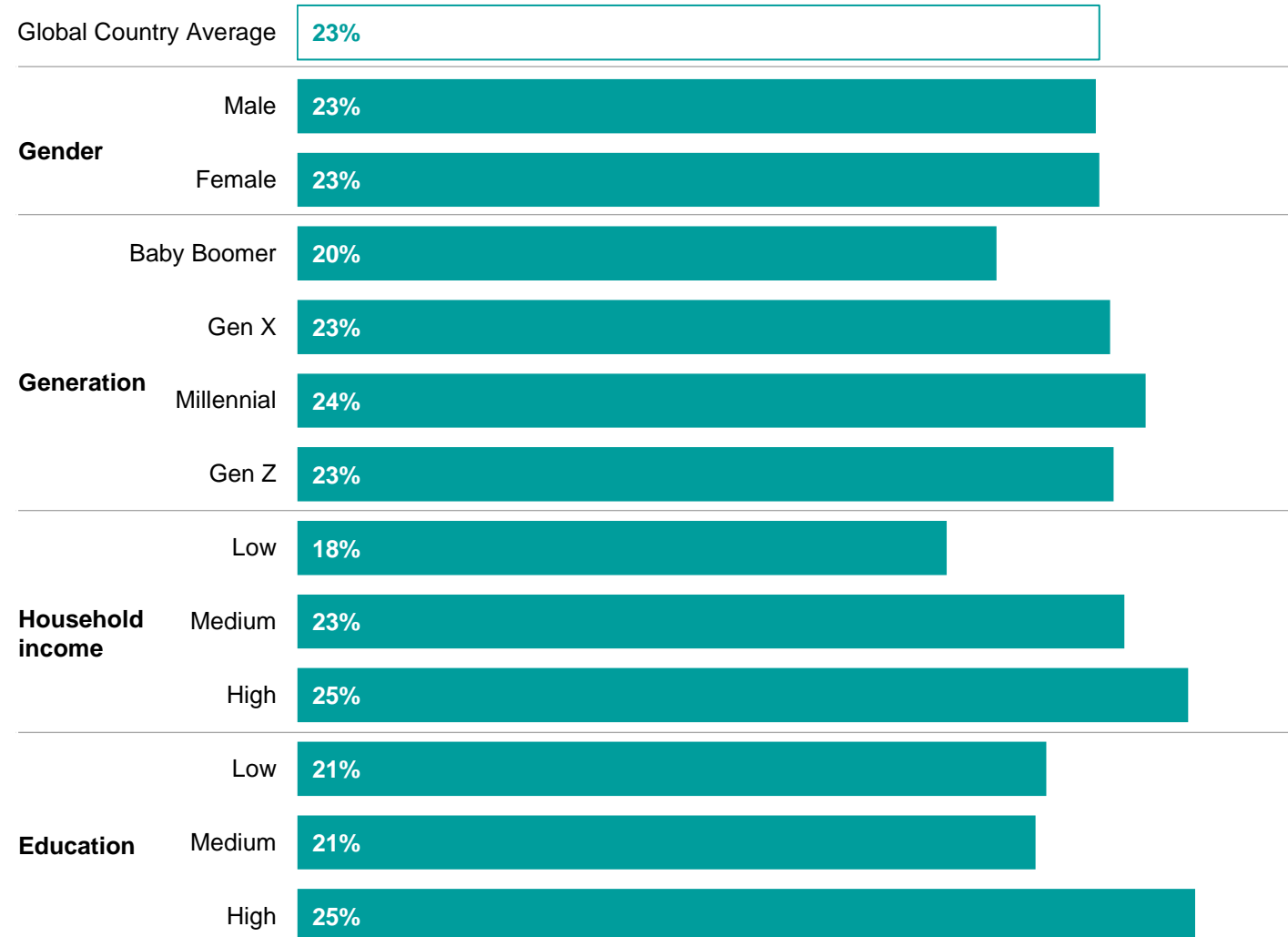
## Individuals



Q

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

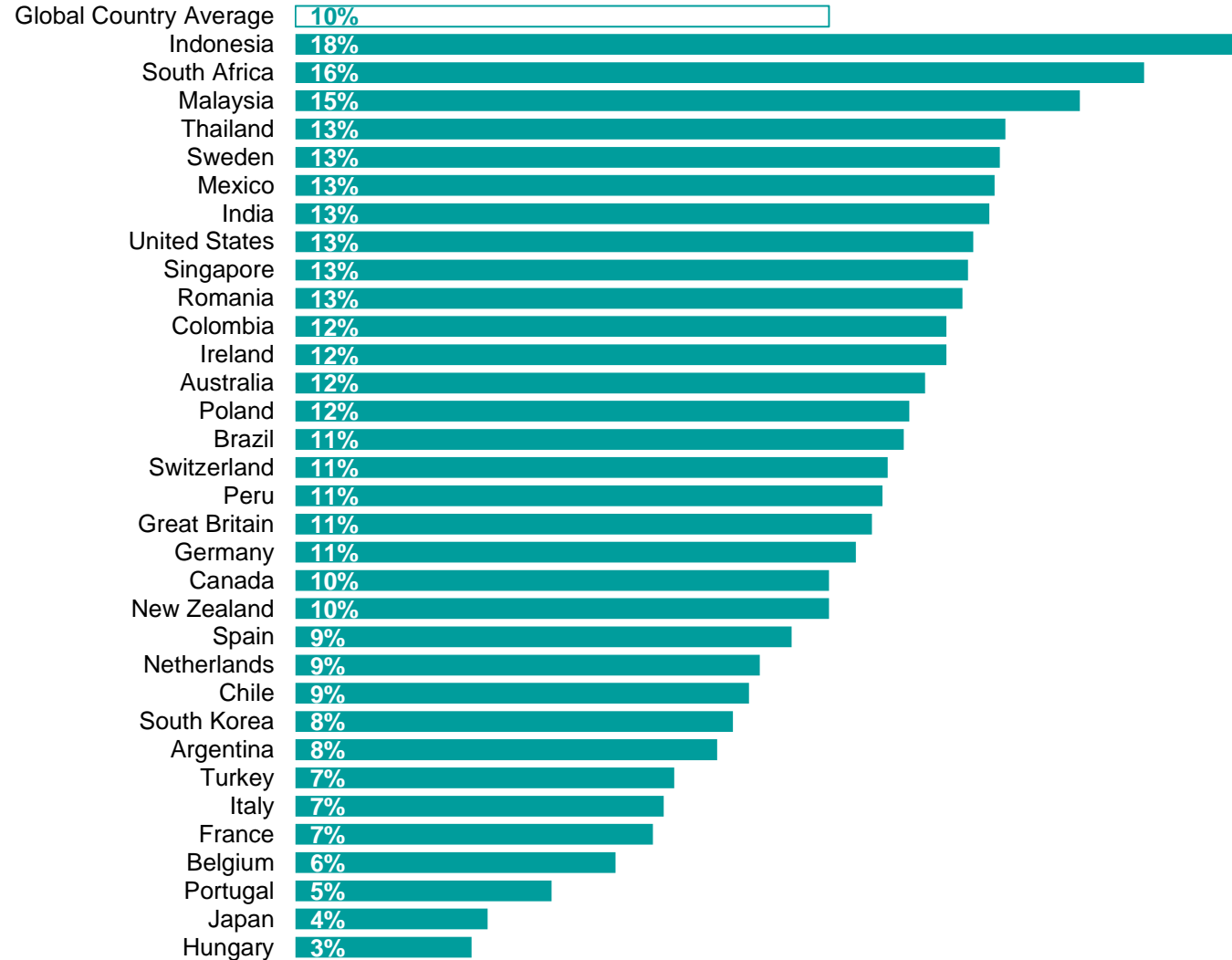
## Individuals



Q

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

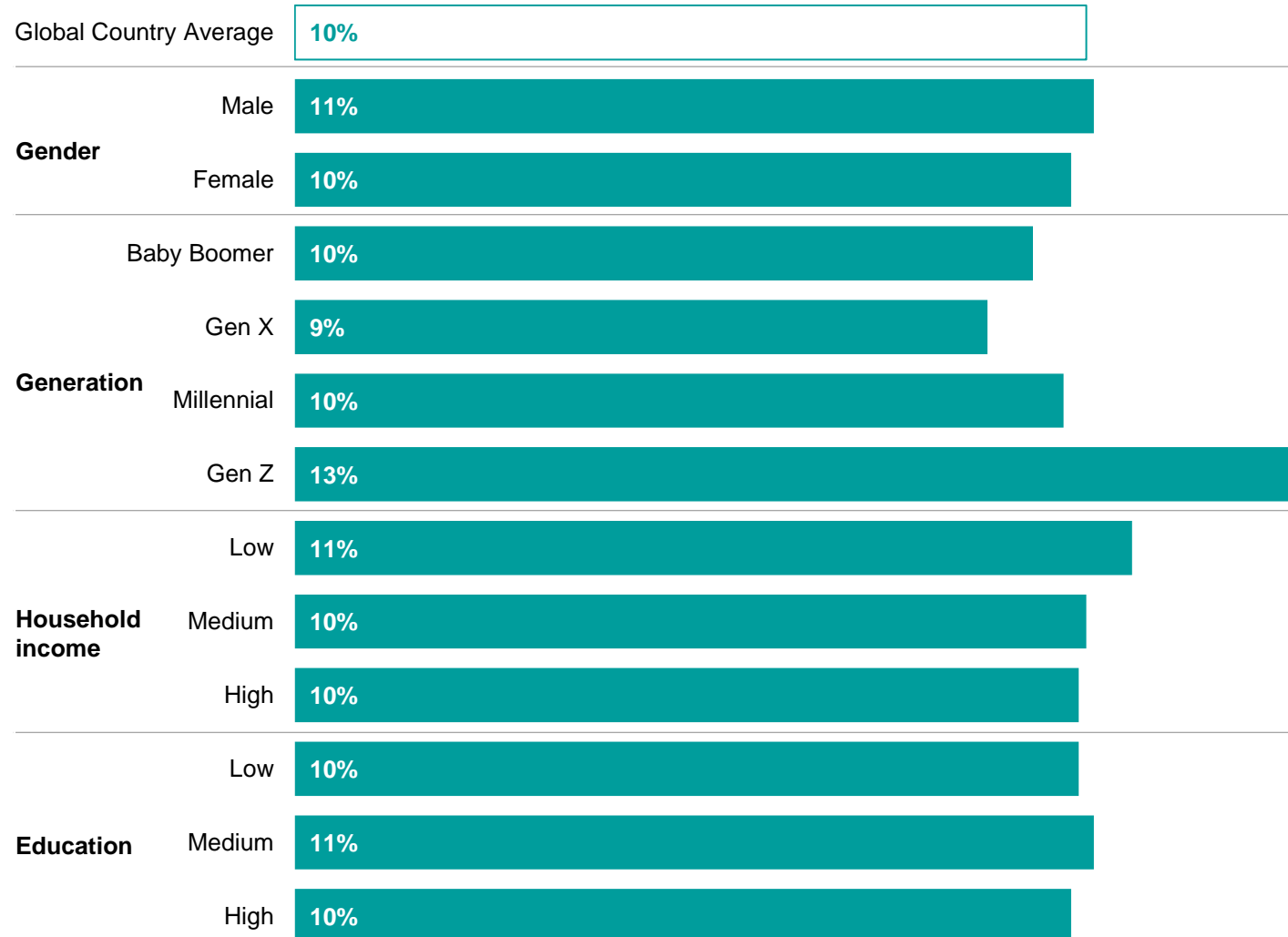
### Groups experiencing inequality



Q

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

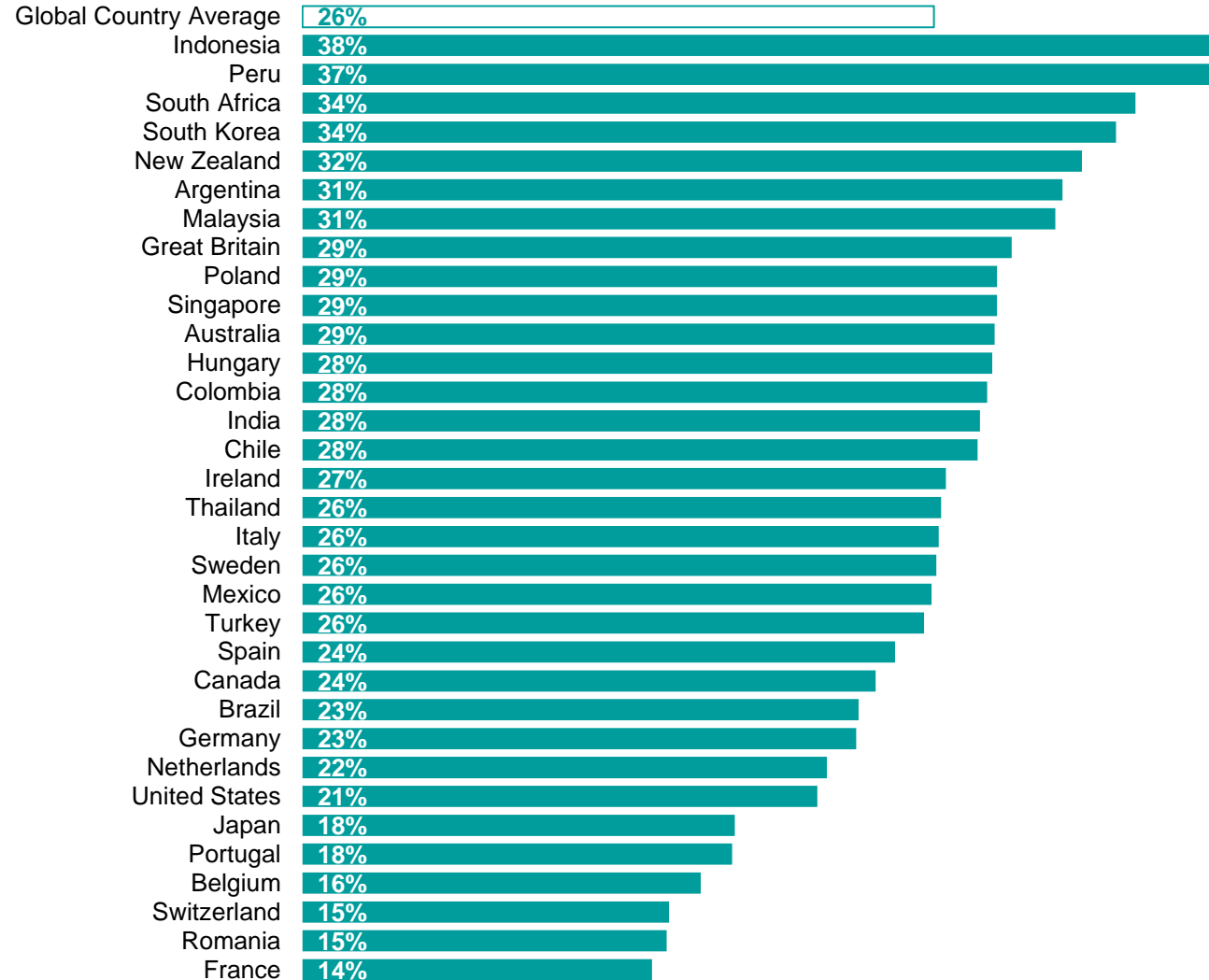
### Groups experiencing inequality



Q

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

### The media

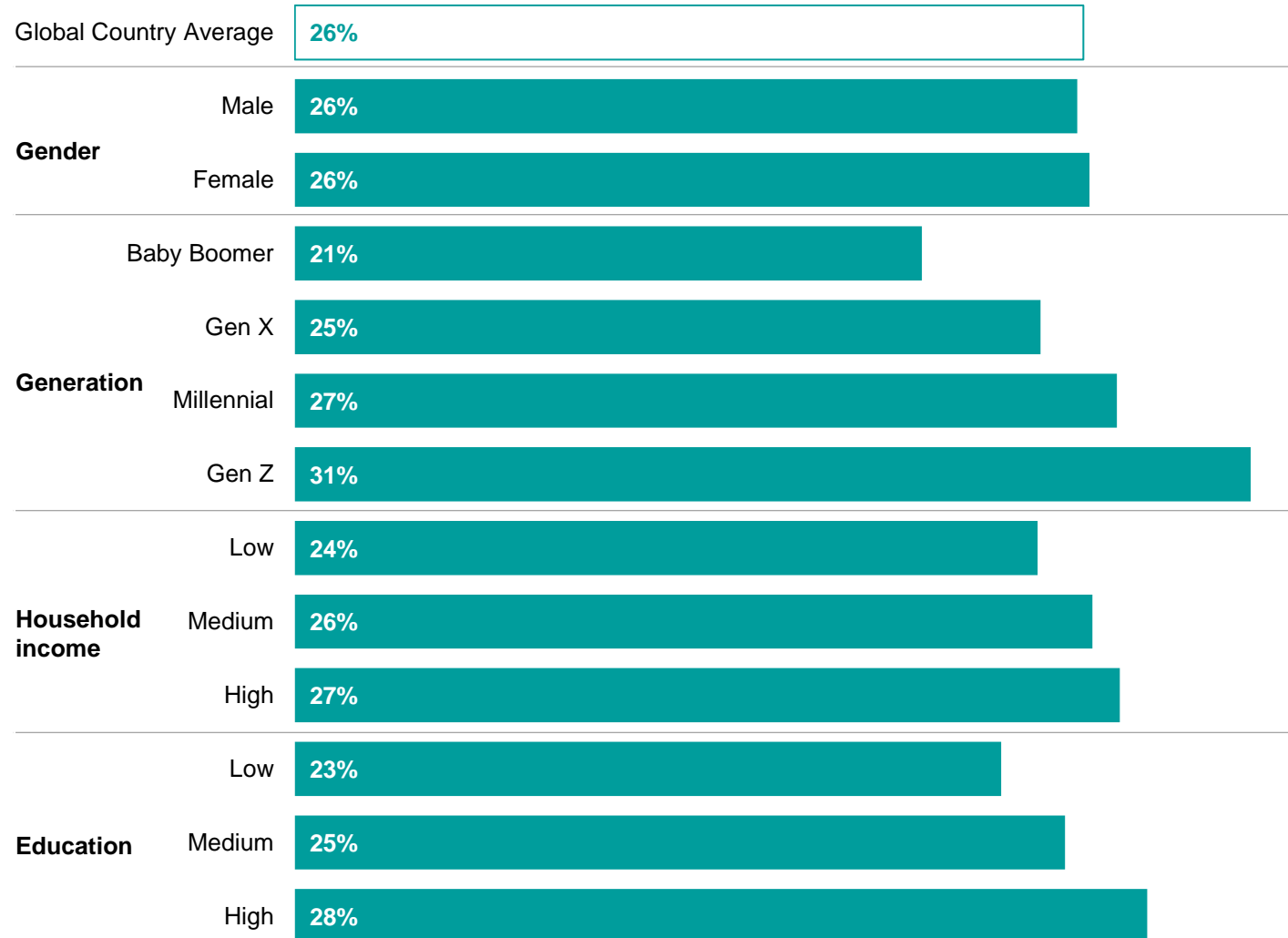




Q

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

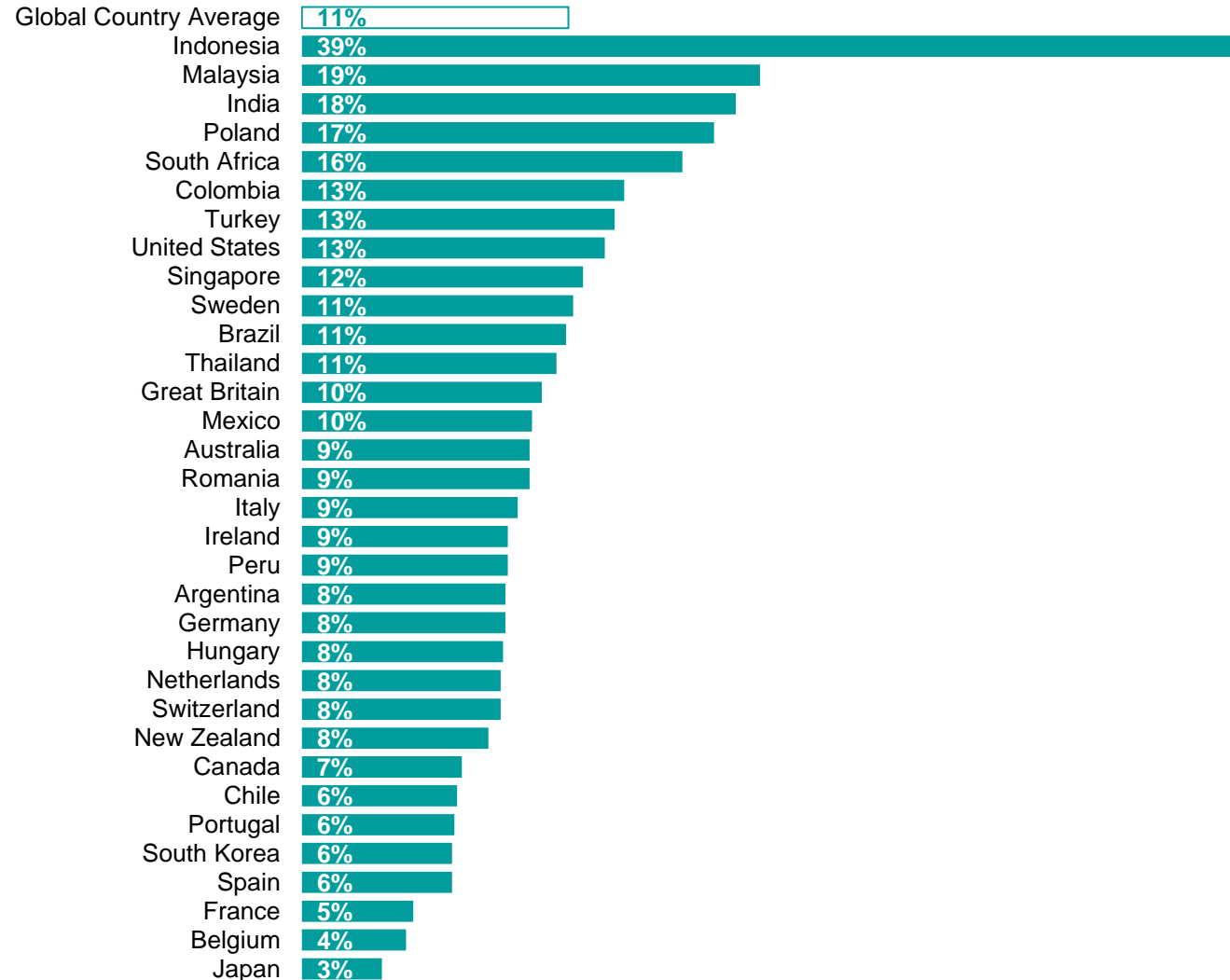
## The media



Q

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

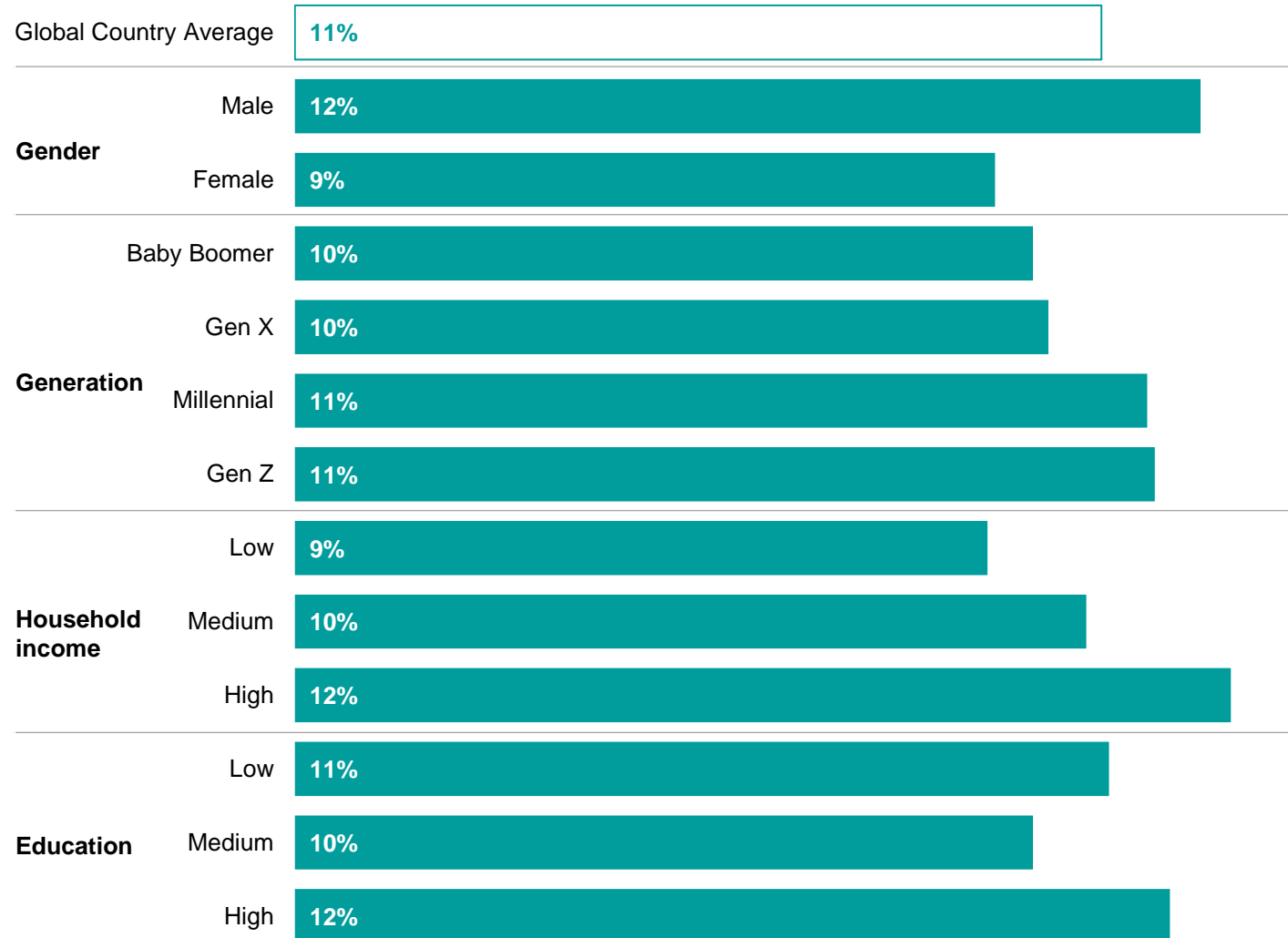
### Religious leaders



Q

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

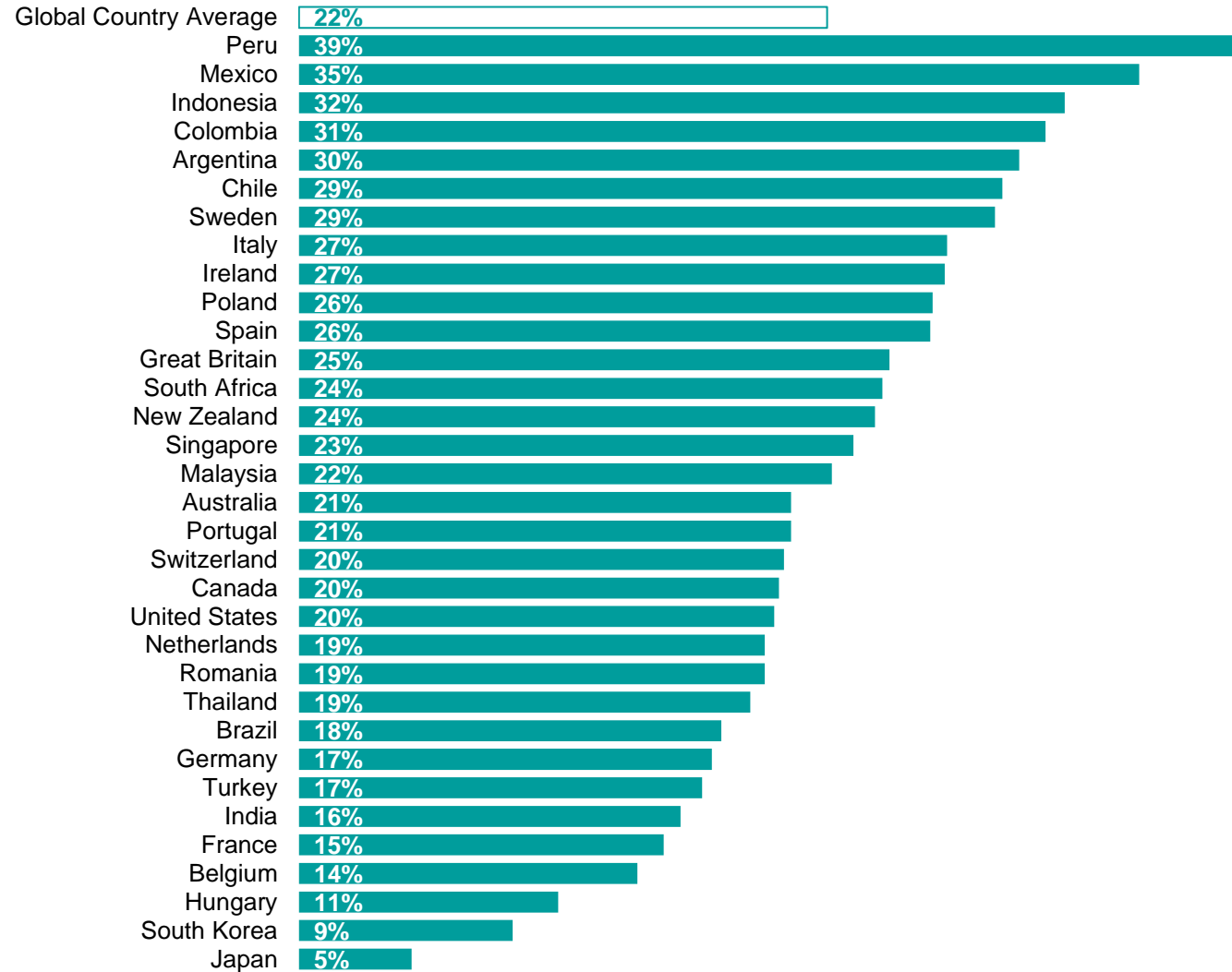
### Religious leaders



Q

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

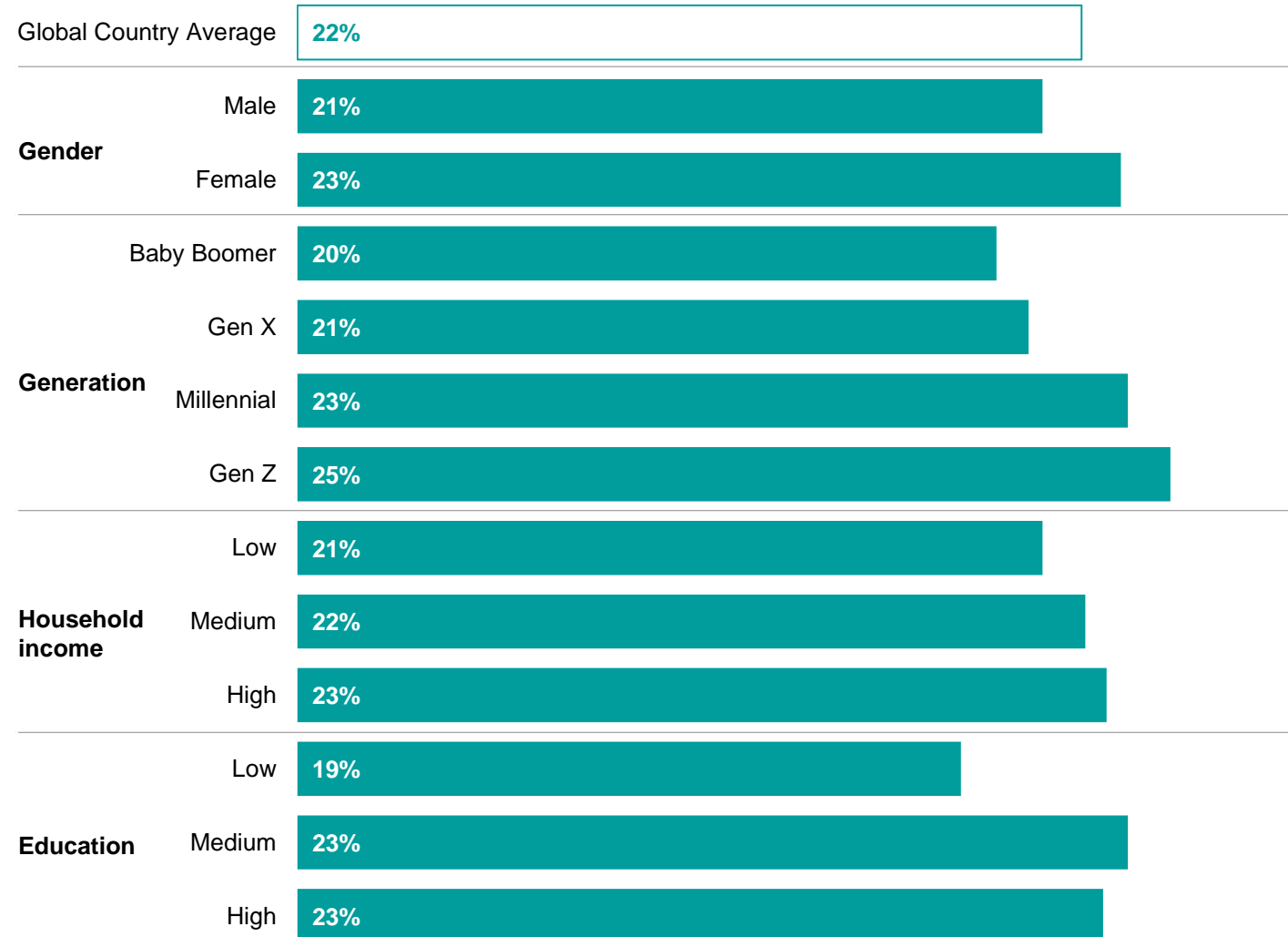
### Parents and teachers



Q

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

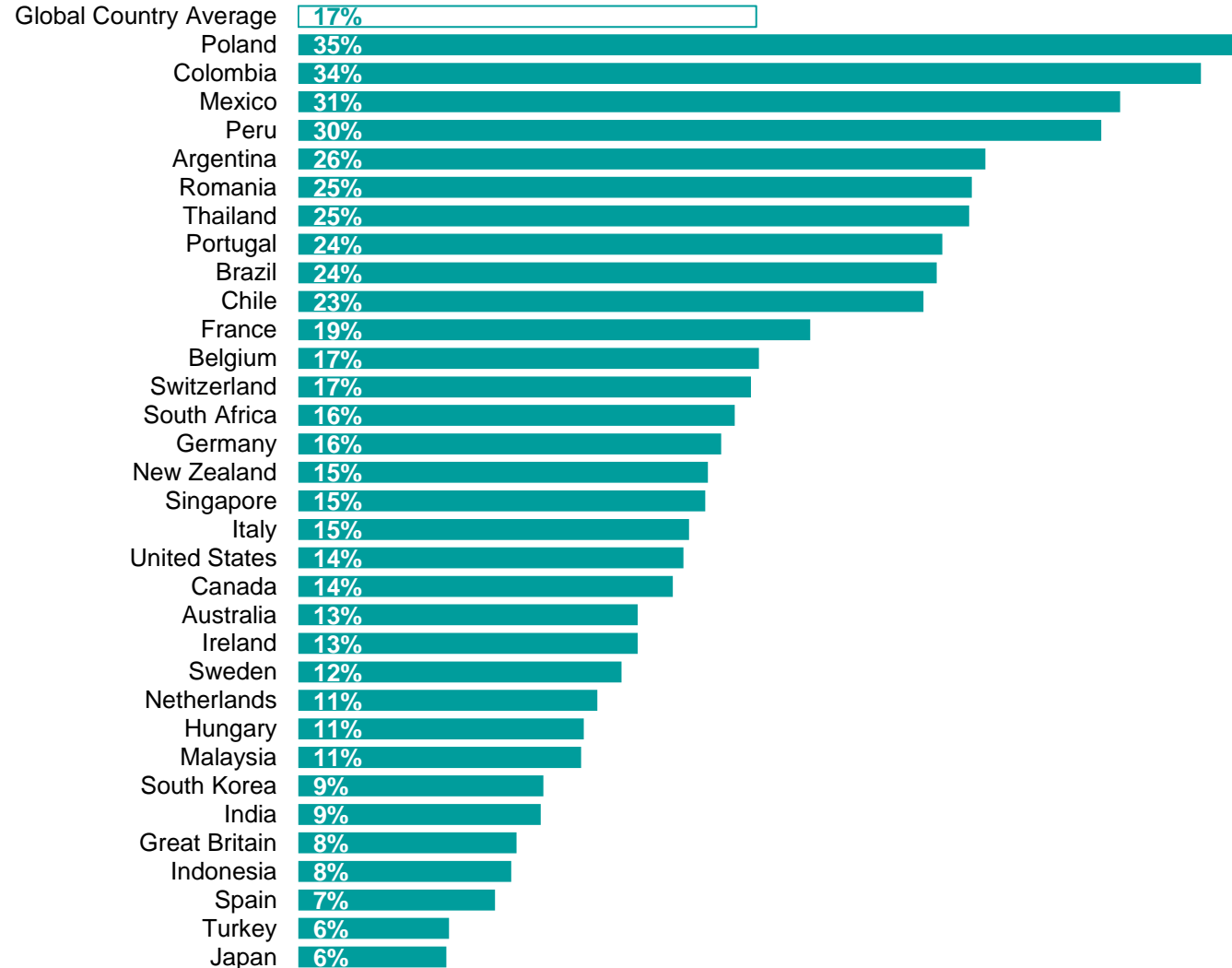
## Parents and teachers



Q

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

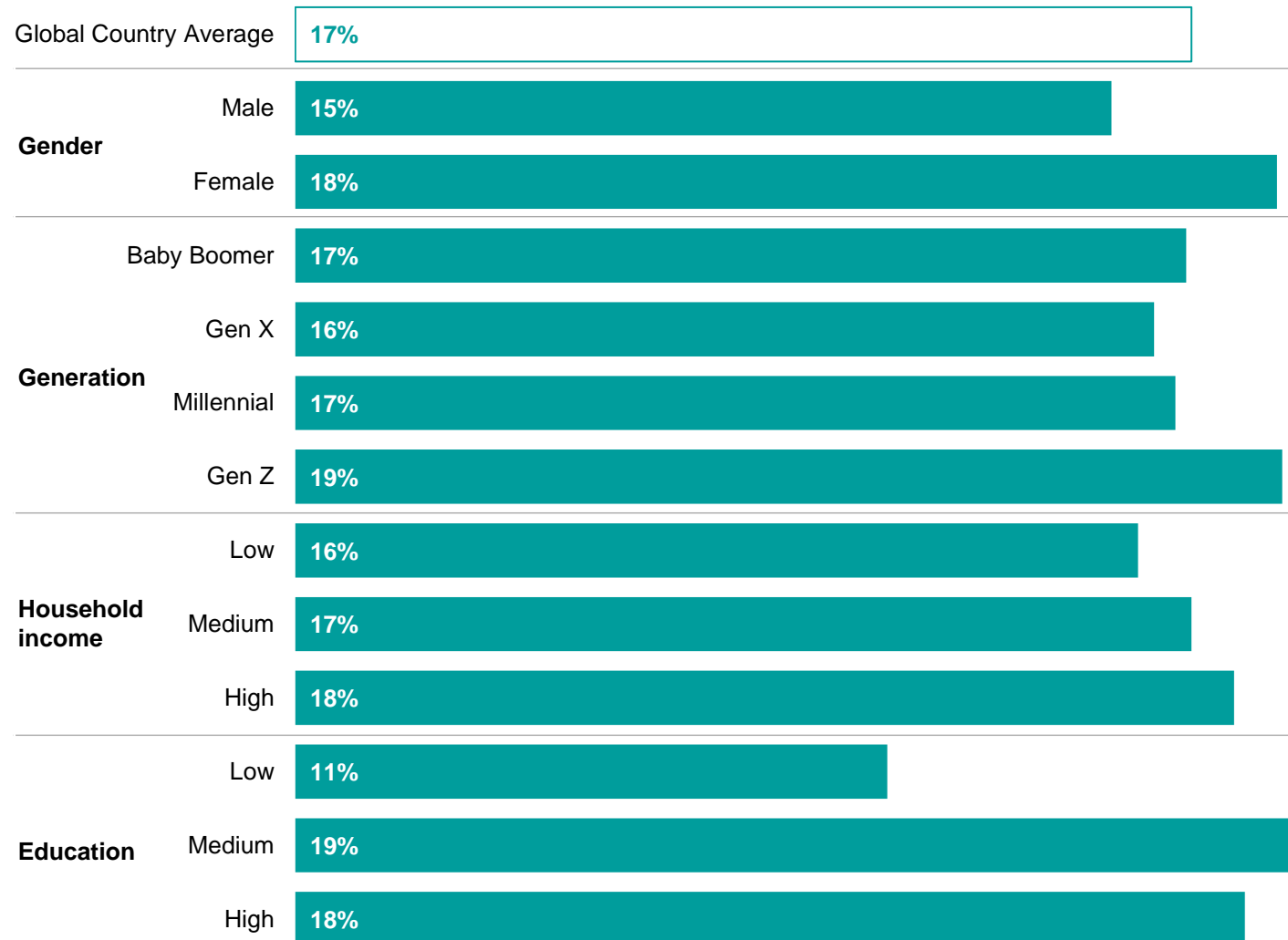
### Advocacy organizations



Q

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

### Advocacy organizations



# 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.
- The publication of these findings abides by local rules and regulations.
- **For more information or assistance about this, please contact:**
  - **Emilios Louca**  
Senior Research Manager  
Ipsos Public Affairs  
+1 (416) 572-4442  
[Emilios.Louca@ipsos.com](mailto:Emilios.Louca@ipsos.com)



**THANK  
YOU**

**GAME CHANGERS**

