

IPSOS EQUALITIES INDEX 2024

A 30-country study: NZ version

July 2024



CONTENTS



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

1

In summary

2

Meritocracy falling
out of fashion?

3

The significance
of inequality

4

Have efforts to
promote equality
gone too far?

5

Discrimination in
society

6

Governments bear
the burden

7

Methodology



1. IN SUMMARY



Key findings



Inequality less of a concern in New Zealand

New Zealanders are less likely to say that inequality is the single / one of the most important problem facing their country than others around the world (40% vs 52% global average). Young New Zealanders are more likely to recognise the importance of inequality than older people.



Recognition of discrimination against disabilities on the rise

Significantly more New Zealanders identified people with physical disabilities as one of the groups facing the most discrimination this year compared to last year (35% vs 30%). In contrast, fewer believe immigrants are subject to the most unfair treatment (24% vs. 31%).



Young people feel less empowered

Around the world, Baby Boomers have more faith that their society is a meritocracy than Gen Z. In New Zealand, the gap between the two generation groups is stark – 56% of Boomers believe their country is a meritocracy (vs 29% of Gen Z).



More can be done to promote equality

Twice as many New Zealanders believe that more can be done to promote equality than those who believe that things have gone too far (46% vs 23%). The view that we can do more is also on the rise (up by 4pp from 2023).



Heightened awareness of mental health discrimination

36% of New Zealanders believe people with mental health conditions experience the most unequal or unfair treatment. This is higher (12pp) compared to the global average. New Zealanders are also more likely to highlight discrimination against ethnic minorities and neurodivergent people.



Governments expected to address inequality

64% of New Zealanders believe that the government is primarily responsible for taking action to reduce inequality – slightly lower than the global average of 67%. Notably, New Zealanders are more likely to place this responsibility on individuals (40% vs 21% global average).



Young people have less faith that their country is a meritocracy

Is meritocracy falling out of fashion?

It might seem so. Across the 29 countries surveyed as well as in New Zealand, the belief that a person's success depends on their own merit and efforts is more prevalent among older generations than younger ones.

While almost one in two Baby Boomers (49%) think success in their country

comes down to merit and efforts, this percentage falls with every generation (43% among Gen X, 40% among Millennials and 38% among Gen Z).

In 2023, there was an 8pp gap between Baby Boomers and Gen Z, this year it is an 11pp gap.

The gap between the oldest and youngest generations is starkest in New Zealand (56% Baby Boomers believe

their country is a meritocracy vs 29% of Gen Z), Canada (56% vs 31%), Colombia (65% vs 40%), and Mexico (66% vs 43%).

Argentina stands out as the only country surveyed where the young are much more likely than older people to believe success depends on individuals' merits and efforts.



The significance of inequality

A key problem facing my country.

Across 29 countries, one in two people (52%) say inequality is either the single most important problem or one of the most important problems facing their country.

This rises to eight in ten in Indonesia (79%) and seven in ten in Brazil (74%), Colombia, Türkiye, Thailand (each 70%) and South Africa (69%).

Concern is notably higher in some regions than others. Six of the seven countries most likely to say that inequality is the single most important problem are in Latin America (India is the other). **In contrast, New Zealand joins Great Britain as the country least likely to see inequality as the single most important problem.**

Younger people are more likely than older people to see

the importance of addressing inequality. On average, across the 29 countries in our survey, 54% of Gen Z and Millennials vs 52% of Gen X and 47% of Baby Boomers say that inequality is the single most important or one of the most important problems.

A similar trend can be observed among different generations of New Zealanders.



Have efforts to promote equality gone too far?

On balance, people think more needs to be done

Across 29-countries, almost one in two (47%) say efforts to promote equality for all groups of people need to go further, rising to over 50% in eight countries: Indonesia, Hungary, South Africa, Brazil, Türkiye, Colombia, Peru, and Thailand. **New Zealand sits just below the global average, at 46%.**

In contrast, on average globally, one in five (19%) say things have gone too far. This view is more prevalent in the “Anglosphere”. Aside from Poland and Sweden, all the countries most likely to agree with this are English-speaking countries. The US (29%), Poland, and Canada (both 27%) take the top three places here. **23% of New Zealanders hold this view.**

Only in Poland do more people say that efforts have gone too far (27%) than need to go further (21%).



Discrimination faced by key groups in society

Who faces the most unfair treatment?

Across 29-countries, people with physical disabilities are seen to be the ones who experience the most unequal or unfair treatment, with one in three (33%) holding this view.

New Zealanders' views are aligned with others around the world, with 35% identifying people with physical disabilities as one of the groups facing most unfair

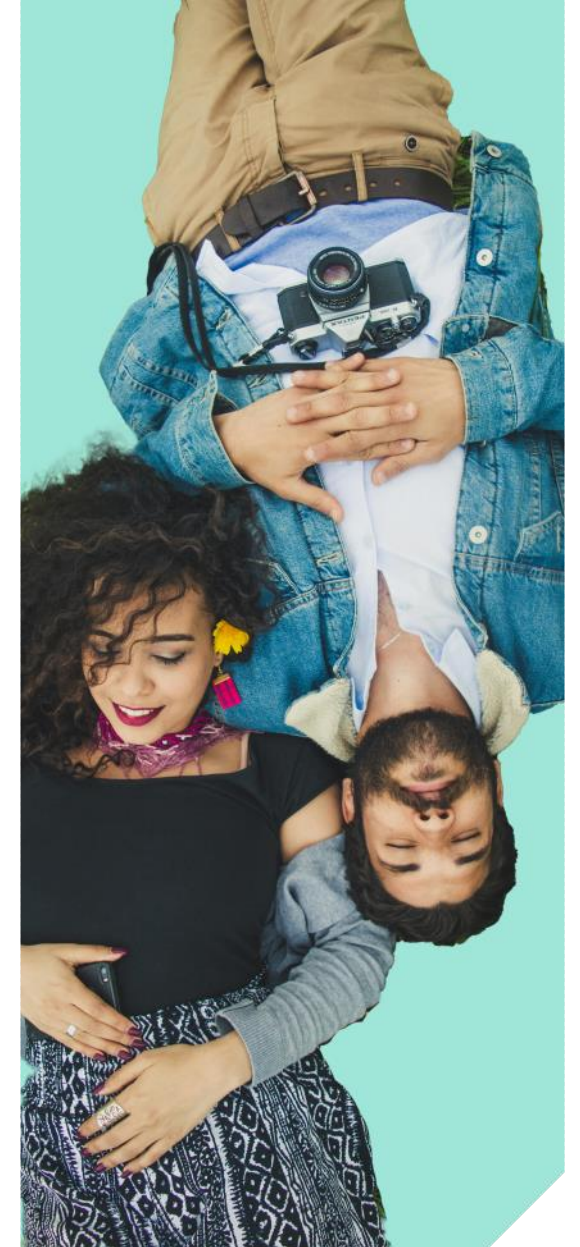
treatment. **Interestingly, this represents a 5pp rise compared to 2023.**

On average, globally, around one in four identified women (26%) as one of the groups facing the most unfair treatment in their country, as well as people with mental health conditions (24%) and senior citizens (24%).

Notably, New Zealanders are significantly more likely than others around the world to highlight discrimination

against those with mental health conditions (36% vs 24% global average), those from minority ethnic groups (31% vs 21%), neurodivergent people (26% vs 20%) and people of specific religions (14% vs 11%).

In contrast, New Zealanders are less likely to identify women; lesbians, gay men and/or bisexuals; and senior citizens as groups facing the most discrimination than others around the world.



A call for governments to act

Governments lead as the player most seen as having the responsibility to reduce inequality.

In all 29 countries surveyed, more than 50% say the government in their country should be primarily responsible for taking action.

This is lowest in the United States (51%), compared with a 29-country average of 67% and highest in Indonesia (82%), Peru and South Korea (both 77%). **In New Zealand, 64% hold this view.**

A quarter of people across 29 countries believe it's the responsibility of the media (26%) and employers (24%) to address inequalities. **In New Zealand, 25% think the media should be primarily responsible, while 30% say employers.**

Meanwhile, the view that individuals themselves should be primarily responsible is notably more widespread in the Anglosphere. Approximately three in ten hold this view in

the US, Australia (both 31%), Ireland (29%), Great Britain (28%) and Canada (27%) compared with a 29-country average of 21%.

At 40%, New Zealanders are significantly more likely than the global average to think that individuals should be primarily responsible.

For more on how people view their governments and leaders, see the 2024 edition of the [Ipsos Populism Survey](#).




2. MERITOCRACY FALLING OUT OF FASHION?



With which of these two statements do you agree more?

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

Base: 21,759 online adults under the age of 75 across 29 countries, interviewed 23 Feb – 8 Mar 2024 and 1,001 online adults in New Zealand, interviewed 20-29 May 2024.

Country	Agree more with A	Agree more with B	Change A / 23	Change B / 23
29-country average	42%	30%	-1	+1
Indonesia	61%	19%	+1	=
Peru	57%	23%	-9	+4
Sweden	55%	22%	+1	-2
Netherlands	50%	24%	+3	+1
Thailand	49%	29%	=	+5
Colombia	49%	32%	+1	-1
Mexico	49%	30%	-6	+5
 New Zealand	47%	25%	+2	-1
Argentina	46%	34%	+1	+3
Malaysia	45%	22%	-1	-2
Chile	45%	35%	=	+4
Singapore	43%	24%	-1	-2
United States	43%	25%	-2	-2
France	43%	28%	-2	+2
Germany	42%	31%	+1	=
Ireland	42%	31%	-4	+1
Canada	42%	24%	-4	-1
Australia	41%	27%	-4	+2
Poland	41%	29%	=	-1
Belgium	41%	27%	+2	+2
South Africa	39%	34%	-2	+1
Italy	39%	35%	+4	-6
Japan	38%	26%	+1	+1
Brazil	38%	34%	+3	-1
Great Britain	36%	36%	-2	+1
Spain	36%	39%	=	-1
Hungary	32%	39%	-1	+5
South Korea	30%	36%	-2	-1
India	27%	18%	+2	-3
Türkiye	26%	49%	-1	-1

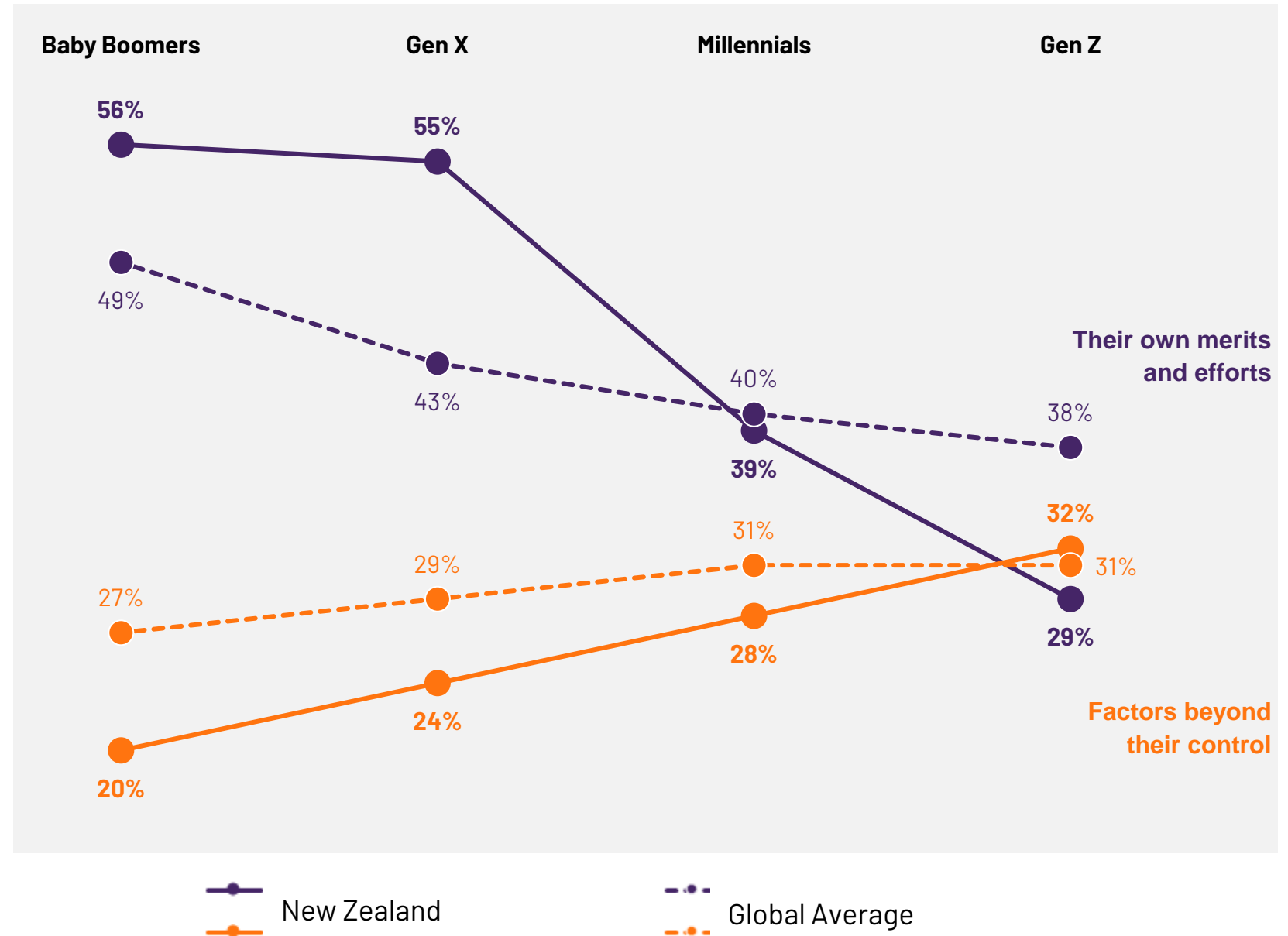


In your country, what do people's chances of success depend on?

On average across 29 countries, Generation Z (adults born between 1996-2012) are 11pp less likely than Baby Boomers (born 1945-1965) to agree that we live in a meritocracy.

This gap is much larger among New Zealanders, with Gen Z Kiwis 27pp less likely than Baby Boomers to agree that we live in meritocracy.

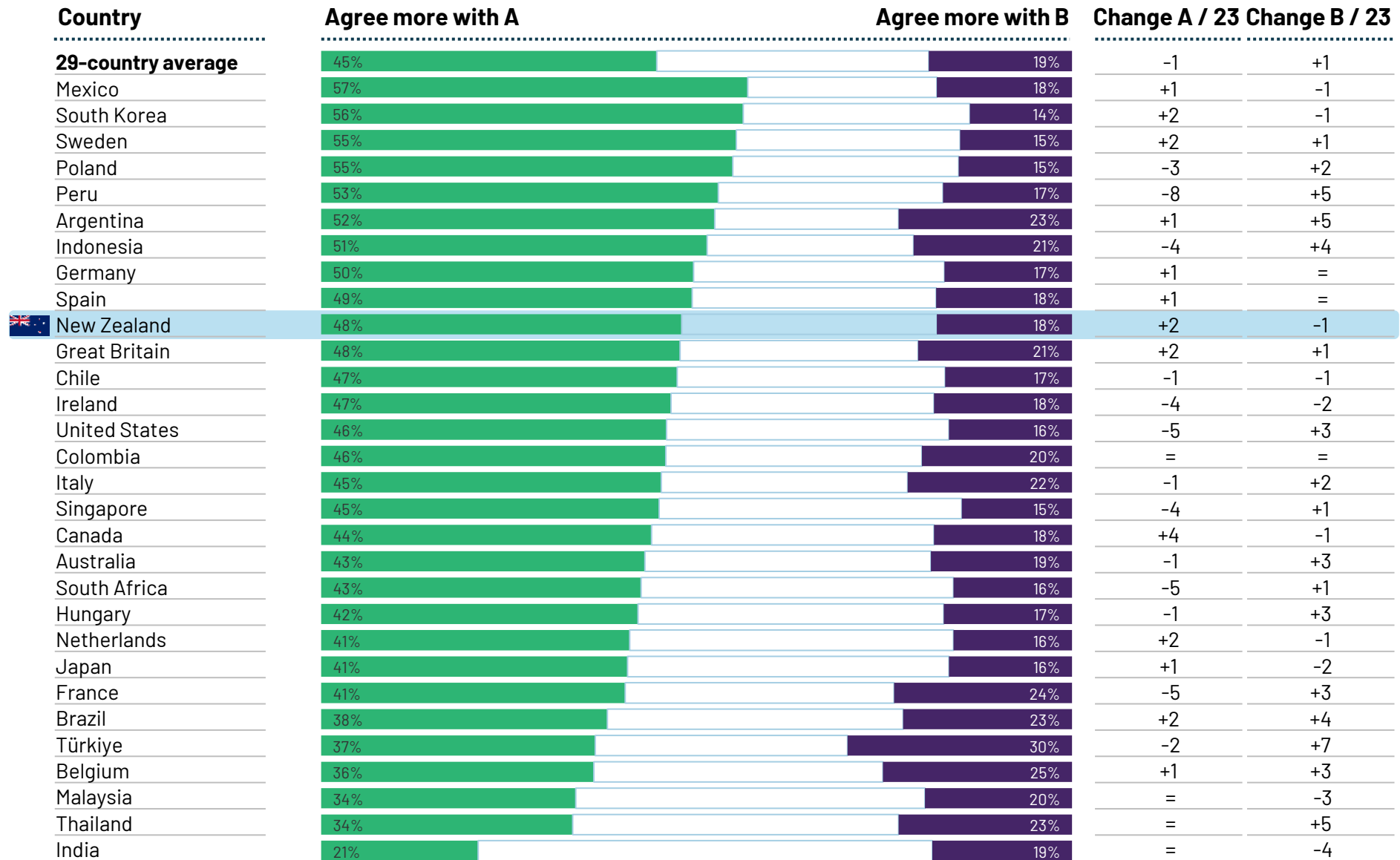
Base: 21,759 online adults under the age of 75 across 29 countries, interviewed 23 Feb - 8 Mar 2024 and 1,001 online adults in New Zealand, interviewed 20-29 May 2024.



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

Base: 21,759 online adults under the age of 75 across 29 countries, interviewed 23 Feb – 8 Mar 2024 and 1,001 online adults in New Zealand, interviewed 20-29 May 2024.



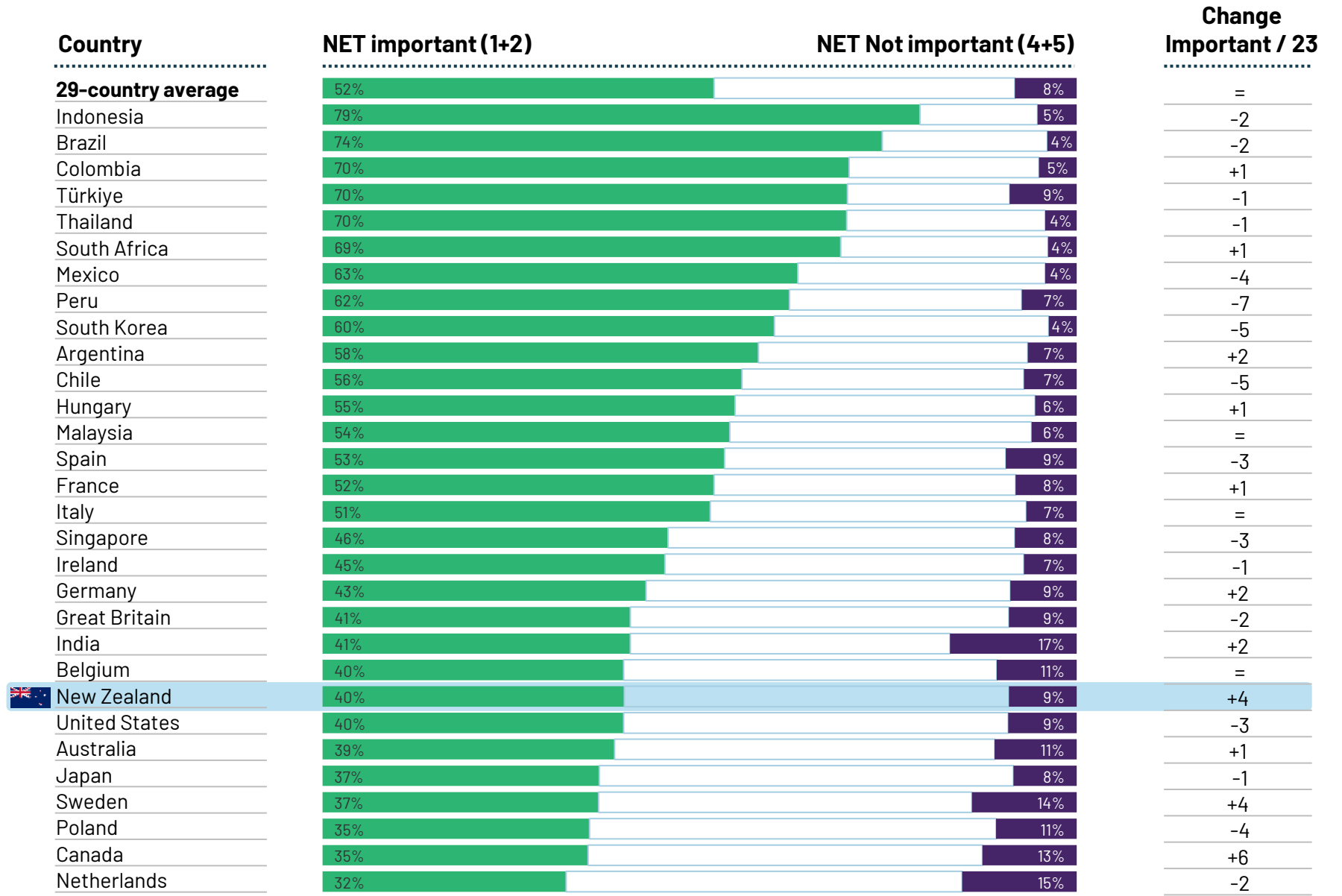
3. THE SIGNIFICANCE OF INEQUALITY



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

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

Base: 21,759 online adults under the age of 75 across 29 countries, interviewed 23 Feb - 8 Mar 2024 and 1,001 online adults in New Zealand, interviewed 20-29 May 2024.



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

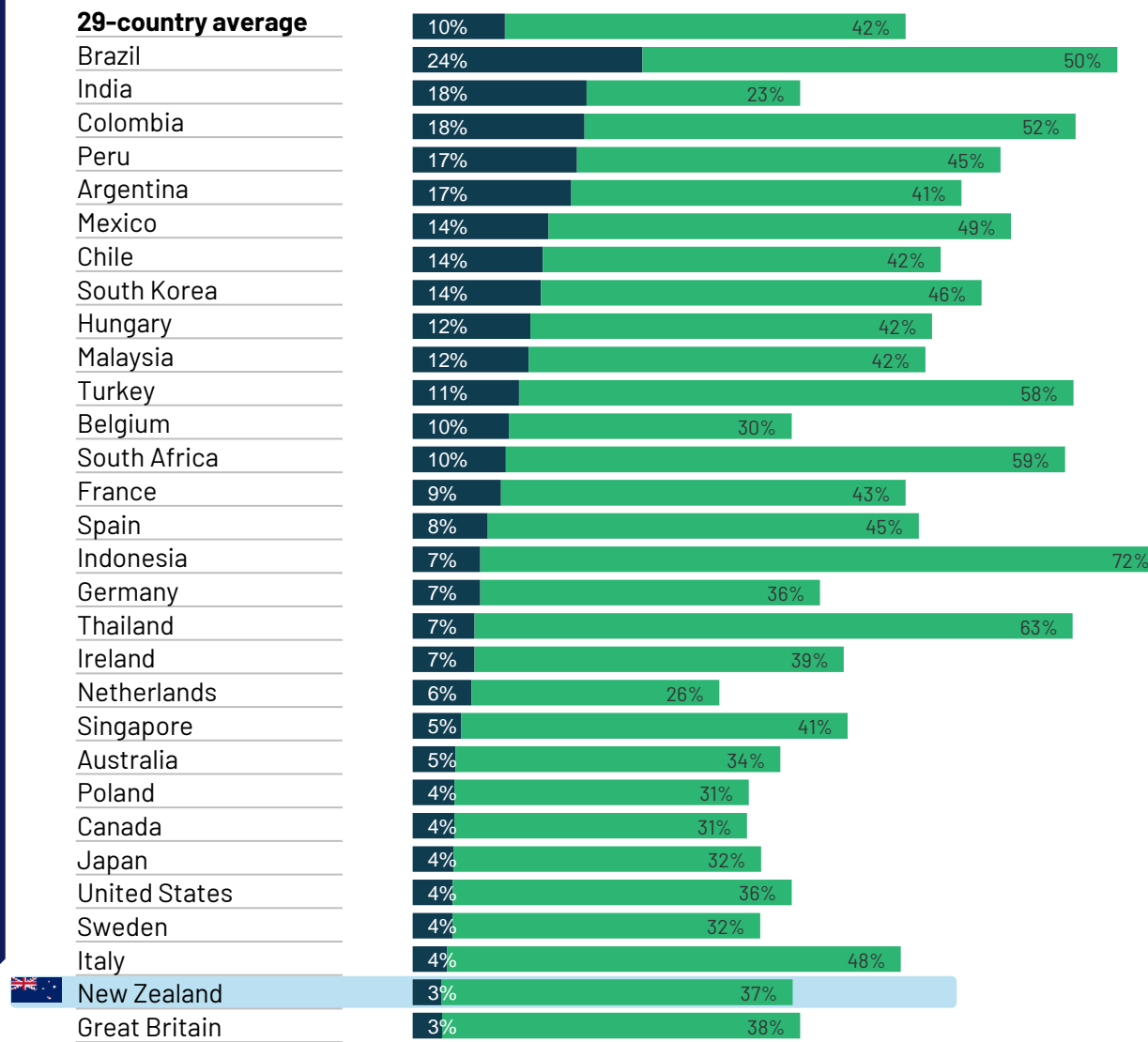
Latin American countries make up six of the seven countries most likely to say that inequality is the **single most important problem** facing their country.

New Zealanders are among the least likely to see inequality as the **single** most important problem.

Base: 21,759 online adults under the age of 75 across 29 countries, interviewed 23 Feb - 8 Mar 2024 and 1,001 online adults in New Zealand, interviewed 20-29 May 2024.

Country

29-country average



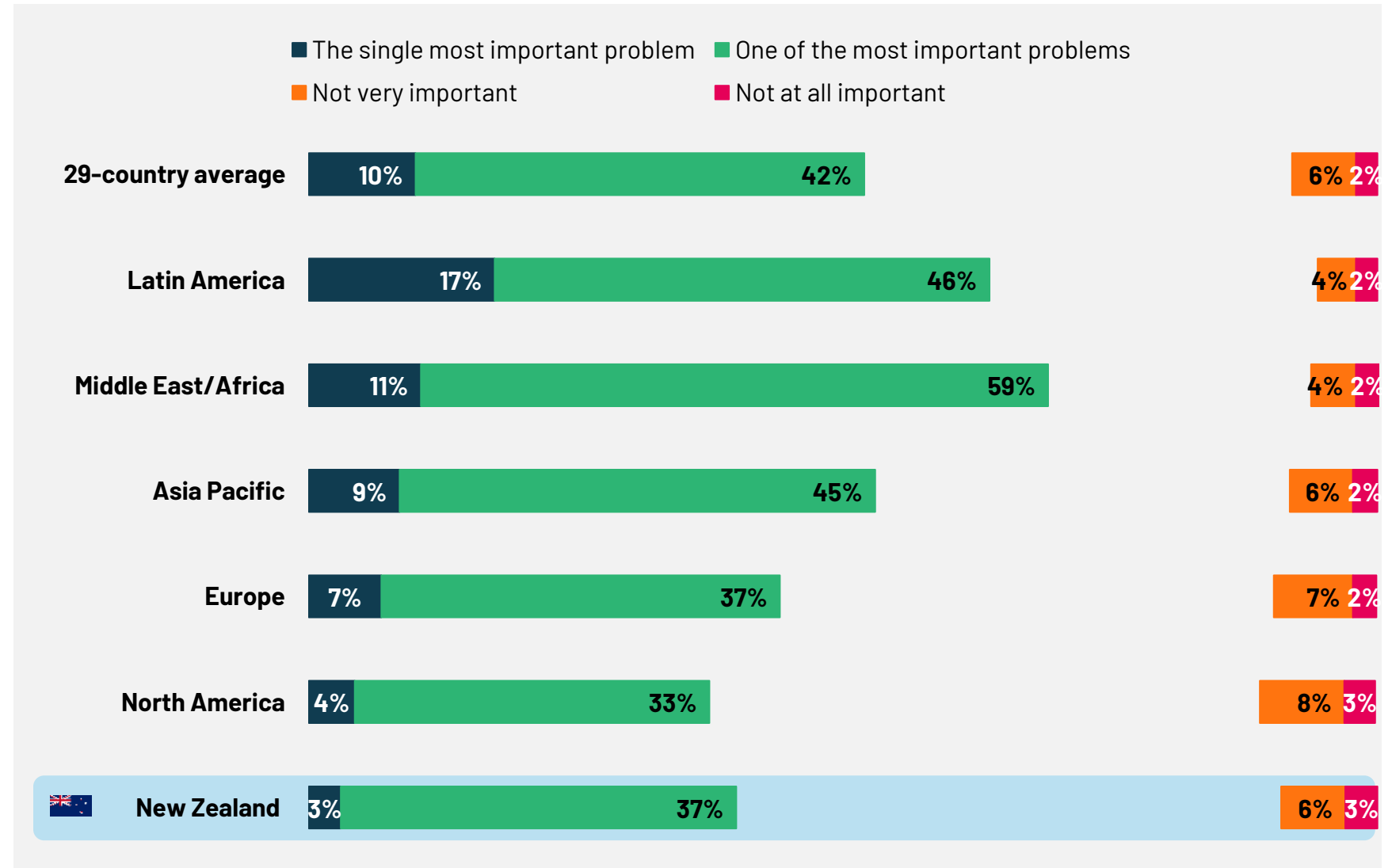
- The single most important problem
- One of the most important problems



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

Belief that inequality is the **single most important problem** is particularly high in Latin America, 7pp higher than the global country average.

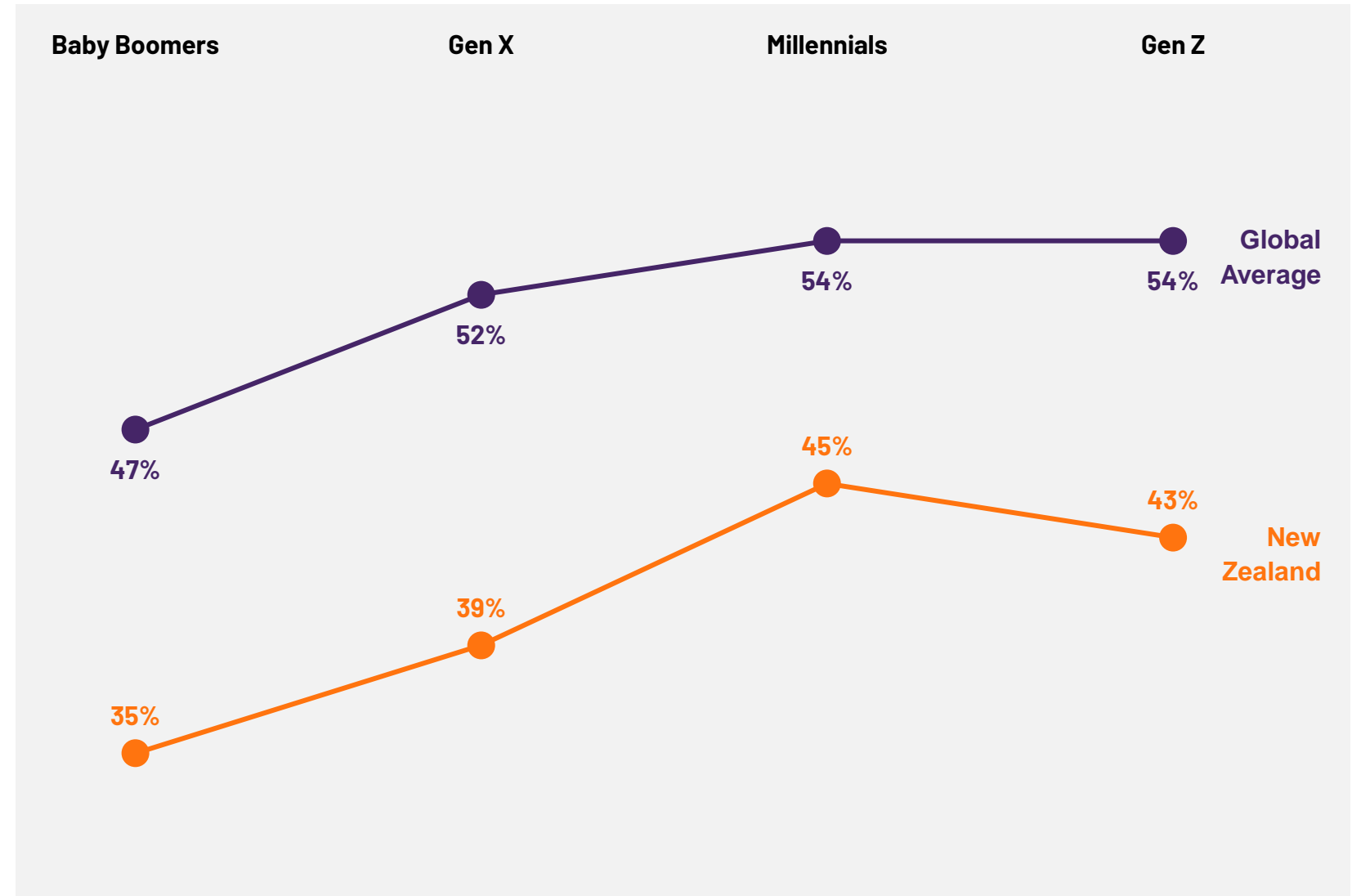
Base: 21,759 online adults under the age of 75 across 29 countries, interviewed 23 Feb – 8 Mar 2024 and 1,001 online adults in New Zealand, interviewed 20-29 May 2024.



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

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

Base: 21,759 online adults under the age of 75 across 29 countries, interviewed 23 Feb - 8 Mar 2024 and 1,001 online adults in New Zealand, interviewed 20-29 May 2024.




4. HAVE EFFORTS TO PROMOTE EQUALITY GONE TOO FAR?



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

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

Base: 21,759 online adults under the age of 75 across 29 countries, interviewed 23 Feb – 8 Mar 2024 and 1,001 online adults in New Zealand, interviewed 20-29 May 2024.

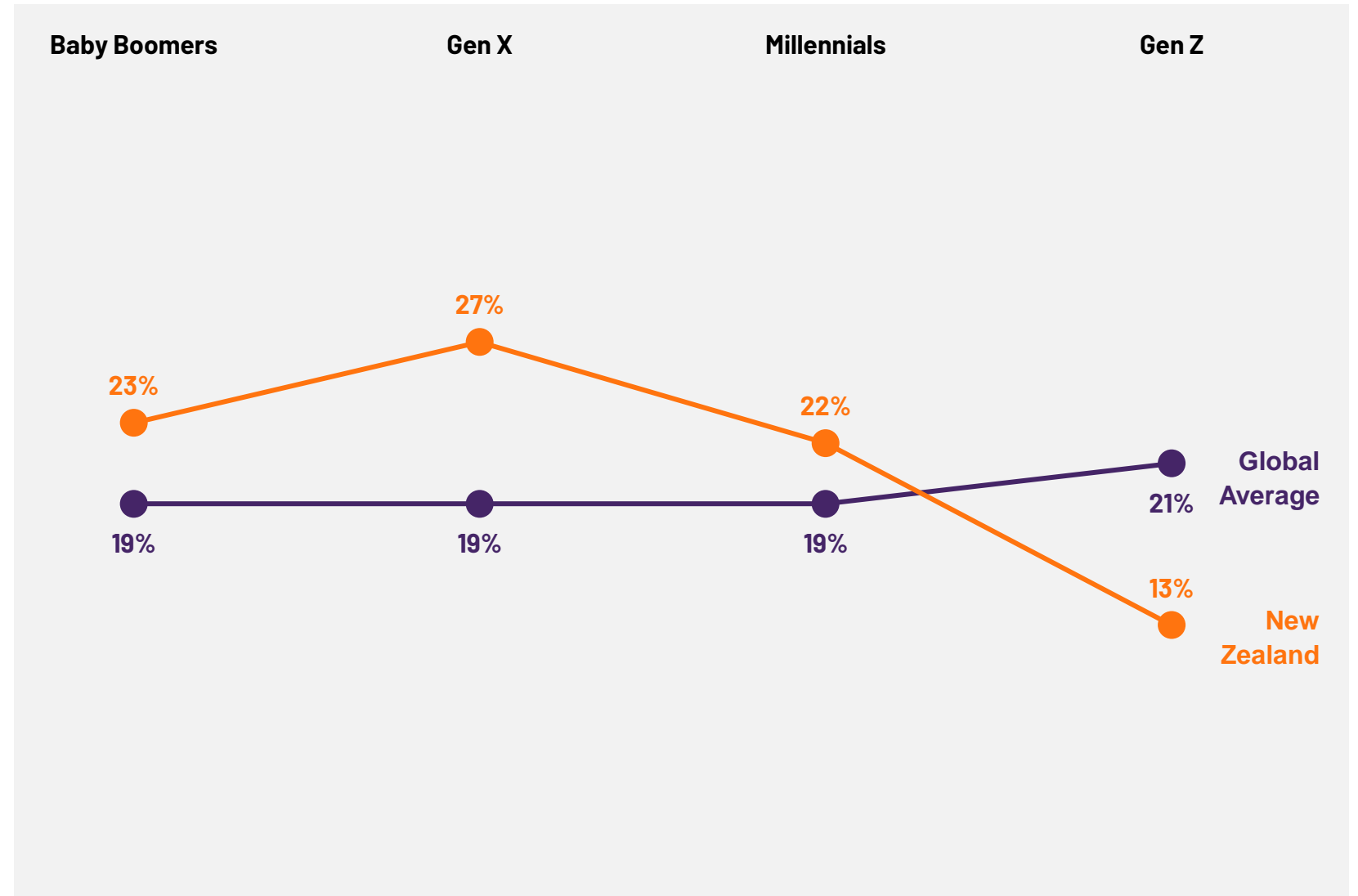
Country	NET need to go further	NET too far	Change Further / 23	Change Too Far / 23
29-country average	47%	19%	-2	=
Indonesia	73%	7%	+2	=
Hungary	70%	12%	+5	+1
South Africa	62%	21%	+1	-1
Brazil	61%	15%	-2	-2
Türkiye	59%	18%	-3	+3
Colombia	58%	18%	-3	=
Peru	56%	17%	+6	-3
Thailand	56%	14%	-1	+1
Chile	50%	20%	-5	+2
Sweden	48%	25%	-3	+2
Netherlands	48%	19%	-5	-1
South Korea	47%	22%	-4	=
Germany	47%	17%	-2	-2
 New Zealand	46%	23%	+4	=
Spain	45%	23%	-1	-2
Malaysia	43%	14%	-1	-2
Great Britain	43%	24%	+3	-4
Mexico	43%	20%	-4	+1
Ireland	42%	23%	-6	+4
Argentina	42%	22%	-3	-5
Belgium	42%	15%	-3	-2
Italy	42%	18%	+1	-1
France	41%	20%	-2	=
Singapore	41%	12%	-5	+1
United States	40%	29%	-3	+2
Japan	39%	18%	-2	+1
Australia	38%	25%	-2	=
Canada	31%	27%	-4	+5
India	22%	18%	-2	-1
Poland	21%	27%	-1	+1



% responding that efforts to promote equality in their country have "gone too far"

29-country average

Base: 21,759 online adults under the age of 75 across 29 countries, interviewed 23 Feb - 8 Mar 2024 and 1,001 online adults in New Zealand, interviewed 20-29 May 2024.



5. DISCRIMINATION IN SOCIETY



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

New Zealand

Base: 21,759 online adults under the age of 75 across 29 countries, interviewed 23 Feb – 8 Mar 2024 and 1,001 online adults in New Zealand, interviewed 20-29 May 2024.

Groups		Change / 23	Global average
People with mental health conditions	36%	+2	24%
People with physical disabilities	35%	+5 ▲	33%
People from minority ethnic groups	31%	-2	21%
People who are neurodivergent (e.g., with dyslexia, ADHD, autism, etc.)	26%	+2	20%
Immigrants	24%	-7 ▼	23%
Transgender and/or non-binary people	24%	+2	23%
Women	22%	+1	26%
Lesbians, gay men and/or bisexuals	17%	+3	23%
Senior citizens	14%	-3	24%
People of specific religions	14%	-1	11%
Young adults	8%	+1	10%
Men	6%	=	7%
None of these	5%		
Not sure	10%		

Green / red indicates significantly higher / lower than the Global Average

▲ / ▼ indicates significantly higher / lower than the previous wave (2023)



Groups perceived to experience unfair treatment in 2024

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

	Argentina	Australia	Belgium	Brazil	Canada	Chile	Colombia	France	Germany	Great Britain	Hungary	India	Indonesia	Ireland	Italy	Japan
People with physical disabilities	38%	31%	29%	41%	29%	32%	40%	39%	33%	36%	23%	18%	45%	34%	29%	27%
Women	25%	20%	19%	37%	19%	28%	28%	34%	31%	22%	20%	35%	31%	20%	31%	14%
Senior citizens	44%	24%	25%	12%	24%	44%	39%	28%	38%	20%	22%	14%	13%	20%	24%	10%
People with mental health conditions	26%	29%	23%	26%	32%	28%	23%	22%	25%	30%	21%	17%	37%	30%	17%	19%
Lesbians, gay men and/or bisexuals	25%	16%	20%	35%	16%	26%	31%	21%	28%	16%	29%	13%	21%	19%	26%	15%
Transgender and/or non-binary people	23%	21%	26%	28%	21%	26%	24%	19%	25%	24%	21%	20%	19%	24%	22%	18%
Immigrants	17%	24%	28%	15%	23%	26%	29%	28%	24%	31%	12%	12%	8%	35%	29%	10%
People from minority ethnic groups	11%	23%	18%	25%	24%	16%	24%	20%	16%	26%	18%	14%	37%	23%	16%	7%
People who are neurodivergent	24%	21%	15%	27%	16%	29%	20%	19%	18%	22%	26%	10%	23%	28%	14%	17%
People of specific religions	8%	14%	10%	13%	10%	5%	10%	16%	12%	13%	4%	14%	38%	12%	5%	3%
Young adults	11%	6%	11%	9%	6%	11%	12%	11%	8%	9%	14%	15%	4%	11%	14%	5%
Men	8%	9%	3%	7%	8%	6%	6%	5%	4%	8%	4%	15%	4%	7%	5%	6%

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024 and 1,001 online adults in New Zealand, interviewed 20-29 May 2024.



Groups perceived to experience unfair treatment in 2024

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

	Malaysia	Mexico	Netherlands	New Zealand	Peru	Poland	Singapore	South Africa	South Korea	Spain	Sweden	Thailand	Türkiye	United States
People with physical disabilities	25%	44%	29%	35%	45%	31%	29%	30%	42%	27%	29%	36%	28%	24%
Women	16%	30%	19%	22%	24%	19%	10%	40%	22%	27%	31%	16%	50%	23%
Senior citizens	19%	30%	16%	14%	35%	17%	20%	20%	20%	29%	27%	27%	26%	20%
People with mental health conditions	18%	22%	20%	36%	26%	21%	28%	22%	14%	23%	31%	16%	21%	27%
Lesbians, gay men and/or bisexuals	17%	34%	18%	17%	29%	39%	23%	30%	20%	25%	19%	23%	20%	24%
Transgender and/or non-binary people	14%	22%	29%	24%	21%	34%	25%	18%	16%	26%	31%	20%	16%	27%
Immigrants	17%	26%	30%	24%	20%	18%	22%	30%	14%	33%	34%	18%	16%	28%
People from minority ethnic groups	20%	24%	32%	31%	26%	14%	19%	27%	9%	18%	30%	26%	14%	31%
People who are neurodivergent	16%	25%	15%	26%	26%	17%	26%	15%	19%	18%	18%	29%	13%	17%
People of specific religions	18%	8%	6%	14%	8%	12%	10%	12%	2%	7%	17%	12%	14%	19%
Young adults	10%	10%	12%	8%	10%	7%	6%	19%	12%	9%	11%	9%	24%	7%
Men	7%	6%	6%	6%	6%	7%	5%	11%	12%	10%	7%	6%	8%	8%

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024 and 1,001 online adults in New Zealand, interviewed 20-29 May 2024.



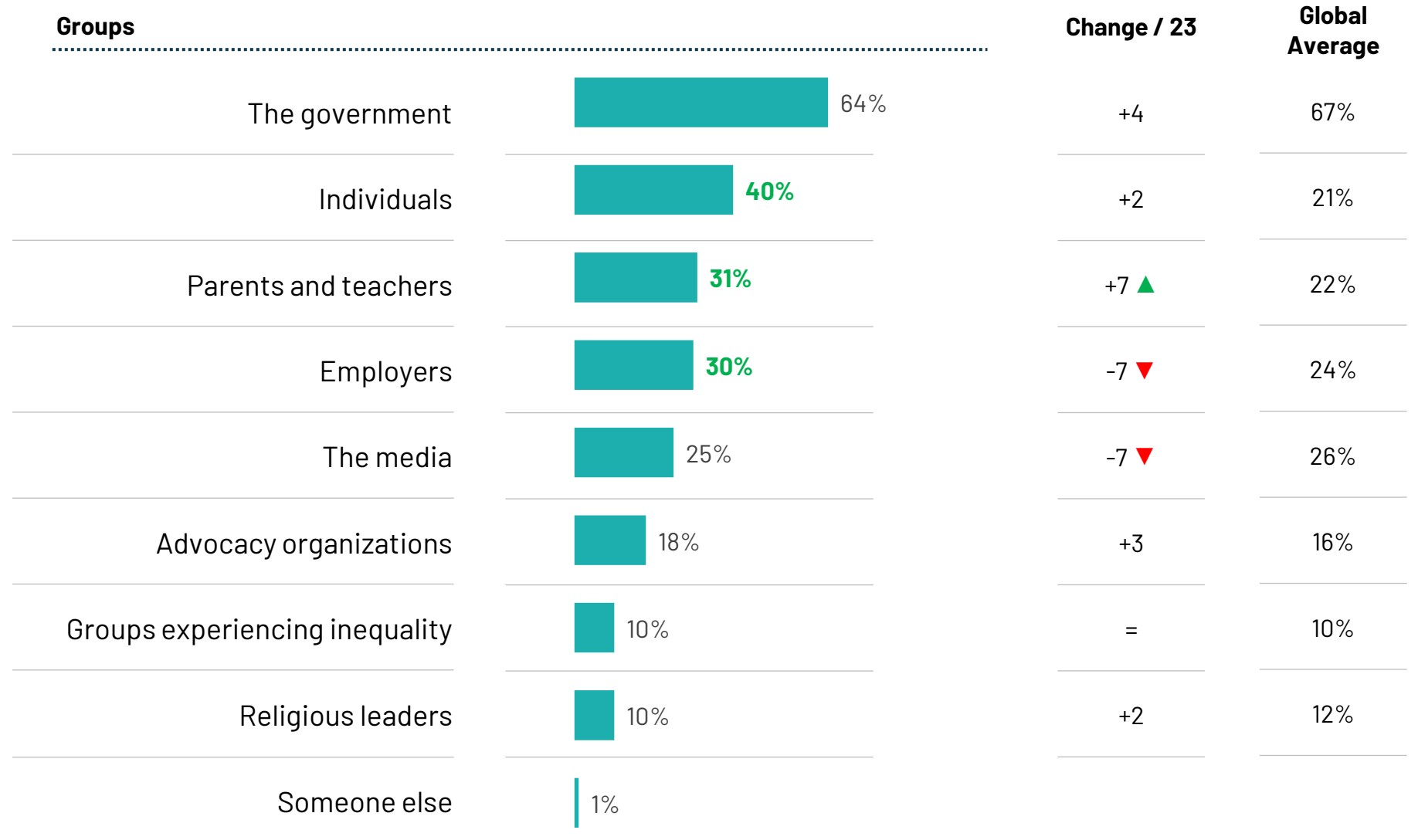
6. GOVERNMENTS BEAR THE BURDEN



29-Country Average

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

Base: 21,759 online adults under the age of 75 across 29 countries, interviewed 23 Feb – 8 Mar 2024 and 1,001 online adults in New Zealand, interviewed 20-29 May 2024.



Green / red indicates significantly higher / lower than the Global Average

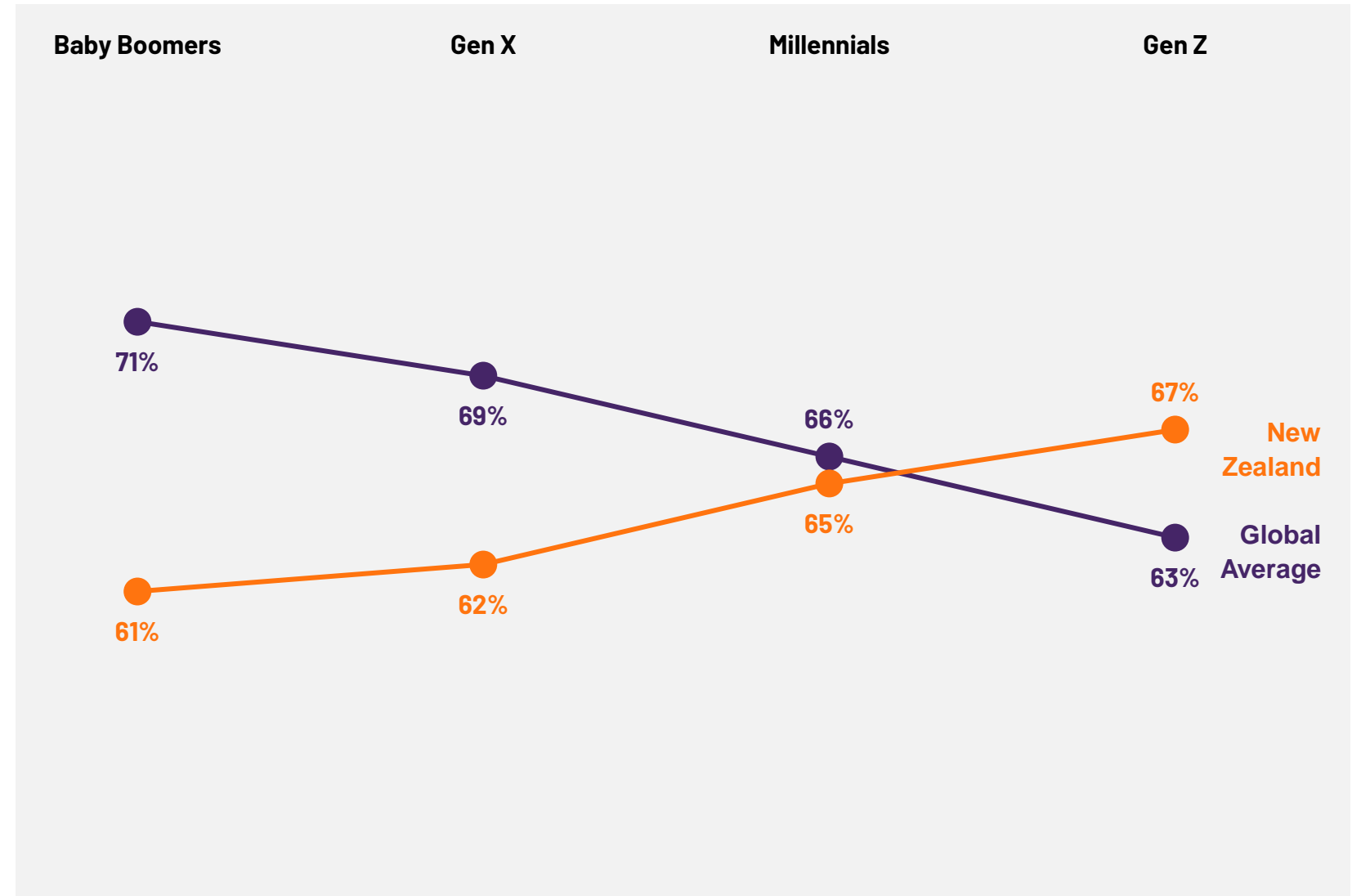
▲ / ▼ indicates significantly higher / lower than the previous wave (2023)



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

% "government". 29-country average

Base: 21,759 online adults under the age of 75 across 29 countries, interviewed 23 Feb - 8 Mar 2024 and 1,001 online adults in New Zealand, interviewed 20-29 May 2024.



Accountable institutions

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

	Argentina	Australia	Belgium	Brazil	Canada	Chile	Colombia	France	Germany	Great Britain	Hungary	India	Indonesia	Ireland	Italy	Japan
The government	70%	62%	62%	75%	56%	74%	75%	62%	55%	66%	69%	57%	82%	68%	62%	60%
The media	25%	25%	18%	23%	17%	27%	31%	15%	24%	29%	24%	29%	29%	25%	25%	18%
Employers	20%	29%	20%	25%	27%	28%	32%	22%	30%	28%	18%	13%	13%	26%	24%	22%
Parents and teachers	30%	18%	14%	17%	20%	26%	32%	14%	20%	20%	10%	22%	34%	23%	25%	5%
Individuals	8%	31%	15%	20%	27%	12%	8%	11%	15%	28%	11%	25%	34%	29%	30%	16%
Advocacy organizations	20%	14%	12%	24%	11%	20%	36%	19%	14%	8%	9%	6%	10%	12%	13%	4%
Religious leaders	9%	9%	6%	15%	7%	8%	10%	5%	8%	10%	10%	24%	40%	9%	8%	3%
Groups experiencing inequality	8%	12%	9%	11%	9%	9%	13%	6%	9%	7%	6%	13%	20%	10%	5%	4%
Someone else	3%	1%	1%	2%	1%	4%	3%	1%	2%	2%	1%	3%	6%	2%	1%	2%

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024 and 1,001 online adults in New Zealand, interviewed 20-29 May 2024.



Accountable institutions

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

	Malaysia	Mexico	Netherlands	New Zealand	Peru	Poland	Singapore	South Africa	South Korea	Spain	Sweden	Thailand	Türkiye	United States
The government	68%	70%	63%	64%	77%	67%	68%	76%	77%	69%	67%	67%	73%	51%
The media	29%	25%	23%	25%	38%	33%	24%	29%	28%	23%	25%	29%	27%	25%
Employers	23%	23%	24%	30%	16%	20%	38%	37%	20%	23%	37%	20%	18%	19%
Parents and teachers	21%	32%	18%	31%	36%	28%	20%	23%	8%	24%	28%	18%	19%	21%
Individuals	22%	13%	36%	40%	6%	11%	28%	28%	28%	21%	22%	22%	22%	31%
Advocacy organizations	10%	32%	9%	18%	31%	34%	13%	18%	6%	8%	14%	29%	9%	14%
Religious leaders	19%	11%	8%	10%	12%	17%	12%	21%	5%	5%	8%	11%	15%	14%
Groups experiencing inequality	17%	11%	8%	10%	8%	11%	9%	16%	7%	8%	11%	15%	9%	12%
Someone else	3%	3%	0%	1%	3%	1%	1%	2%	1%	2%	1%	2%	2%	1%

Base: 21,759 online adults under the age of 75, interviewed 23 Feb – 8 Mar 2024 and 1,001 online adults in New Zealand, interviewed 20-29 May 2024.



METHODOLOGY



METHODOLOGY

These are the results of a 29-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its India Bus platform, between Friday, February 23 and Friday, March 8, 2024. For this survey, Ipsos interviewed a total of 21,759 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

In New Zealand, Ipsos interviewed a total of 1,001 individuals aged 18 years and older online between 20-29 May 2024.

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

the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Türkiye. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, 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, Singapore, South Africa,

Thailand, and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.

India's sample represents a large subset of its urban population - social economic classes A, Band C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country's sample best reflects the demographic profile of the adult population according to the most recent census data. "The Global Country Average" reflects the average result for all the countries and markets in which the survey was conducted, excluding New Zealand (NZ figures have

been added to accompany existing global data and are not part of the "Global Country Averages"). It has not been adjusted to the population size of each country or market and is not intended to suggest a total result

When percentages do not sum up to 100 or the 'difference' appears to be +/- 1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of "don't know" or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.



For more information

Carin Hercock

Managing Director
Ipsos New Zealand

Carin.Hercock@ipsos.com

Amanda Dudding

Research Director, Public Affairs
Ipsos New Zealand

Amanda.Dudding@ipsos.com