

ADL Global 100: A Survey of Attitudes Toward Jews in Over 100 Countries Around the World

Total population of countries surveyed:

5,940,093,187 = 85.9% of the world's population

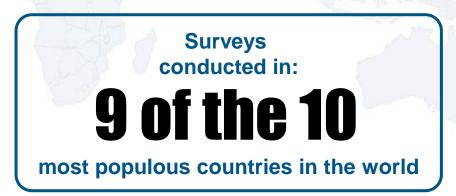
Total adult population of countries surveyed:

4,161,578,905 = 88.4% of the world's adult population

Surveys conducted in countries which account for:

96.9%

of the world's GDP

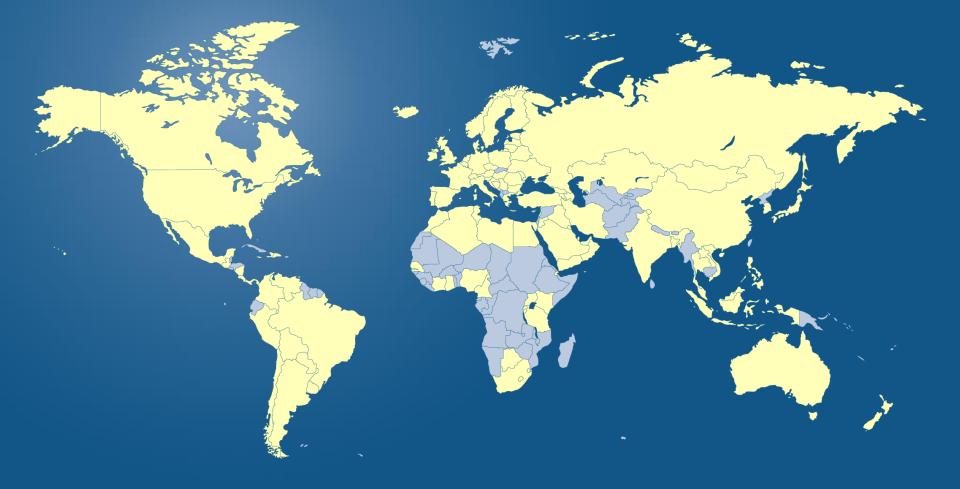




ADL Global 100 Countries by Region

The Americas	Western Europe	Eastern Europe	Middle East & North Africa (MENA)	Sub-Saharan Africa	Asia	Oceania
Argentina	Austria	Belarus	Algeria	Botswana	Armenia	Australia
Bolivia	Belgium	Bosnia & Herzegovina	Bahrain	Cameroon	Azerbaijan	New Zealand
Brazil	Denmark	Bulgaria	Egypt	Côte d'Ivoire	Bangladesh	
Canada	Finland	Croatia	Iran	Ghana	China	
Chile	France	Czech Republic	Iraq	Kenya	Georgia	
Colombia	Germany	Estonia	Jordan	Mauritius	India	
Costa Rica	Greece	Hungary	Kuwait	Nigeria	Indonesia	
Dominican Republic	Iceland	Latvia	Lebanon	Senegal	Japan	
Guatemala	Ireland	Lithuania	Libya	South Africa	Kazakhstan	
Haiti	Italy	Moldova	Morocco	Tanzania	Laos	
lamaica	The Netherlands	Montenegro	Oman	Uganda	Malaysia	
Мехісо	Norway	Poland	Qatar		Mongolia	
Nicaragua	Portugal	Romania	Saudi Arabia		The Philippines	
Panama	Spain	Russia	Tunisia		Singapore	
Paraguay	Sweden	Serbia	Turkey		South Korea	
Peru	Switzerland	Slovenia	United Arab Emirates		Thailand	
Trinidad & Tobago	United Kingdom	Ukraine	West Bank & Gaza		Vietnam	
United States			Yemen			
Uruguay						
Venezuela						

The ADL Global 100: World Coverage



Polled countries

Included Not included



Index Scores were created by asking whether the following negative stereotypes are "probably true" or "probably false." Respondents who said at least 6 out of 11 statements are "probably true" are considered to harbor anti-Semitic attitudes.

ANTI-SEMITIC STEREOTYPES

- 1) Jews are more loyal to Israel than to [this country/the countries they live in].
- 2) Jews have too much power in the business world.
- 3) Jews have too much power in international financial markets.
- 4) Jews don't care about what happens to anyone but their own kind.
- 5) Jews have too much control over global affairs.
- 6) People hate Jews because of the way Jews behave.
- 7) Jews think they are better than other people.
- 8) Jews have too much control over the United States government.
- 9) Jews have too much control over the global media.
- 10) Jews still talk too much about what happened to them in the Holocaust.
- 11) Jews are responsible for most of the world's wars.



ADL Global 100

The overall ADL GLOBAL 100 Index Score is: 26% =

13%

Percentage of respondents who say that at least 6 of the 11 negative stereotypes tested are "probably true."

Average Regional Index Scores:

Middle East & North
Africa (MENA)74%Eastern Europe34%Western Europe24%Sub-Saharan Africa23%Asia22%Americas19%Oceania14%

Highest Index Score (Non-MENA): Greece* 69% Lowest Index Score in MENA: Iran** 56%

Combined Index Score for English-speaking countries



* Tied for 17th highest.
** A much lower Index Score than Iraq (92%) or the West Bank & Gaza (93%).

26% Harbor Anti-Semitic Attitudes = **1.09** billion* people

⊨ **35%** Have never heard of the Holocaust



* This figure represents an estimate based on the total adult population of all the countries/territories surveyed and their respective Index Scores, weighted by the adult population. This figure is subject to the same margin of error outlined in the methodology report.

The most widely accepted anti-Semitic stereotype worldwide is:

"Jews are more loyal to Israel than to this country/the countries they live in."

41%

Of those surveyed believe this statement to be "probably true."

This is the most widely accepted stereotype in 5 of the 7 regions:



The second most widely accepted stereotype worldwide is:

"Jews have too much power in the business world."

35%

Of those surveyed believe this statement to be "probably true."

This is the most widely accepted stereotype in Eastern Europe:



Among respondents in MENA, the two most widely accepted stereotypes are:

"People hate Jews because of the way Jews behave."

"Jews are more loyal to Israel than to this country/ the countries they live in."



"probably true"



"probably true"



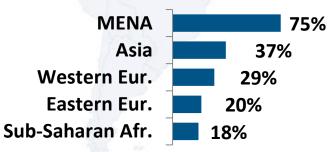
Region tends to be a stronger factor than religion in determining the existence of anti-Semitic attitudes. Anti-Semitic attitudes are most prevalent in MENA with an average Index Score of:



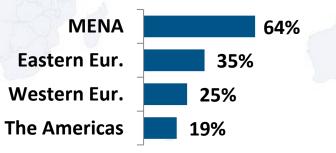
Among all the religious groups tested, Muslims have the highest average Index Score:



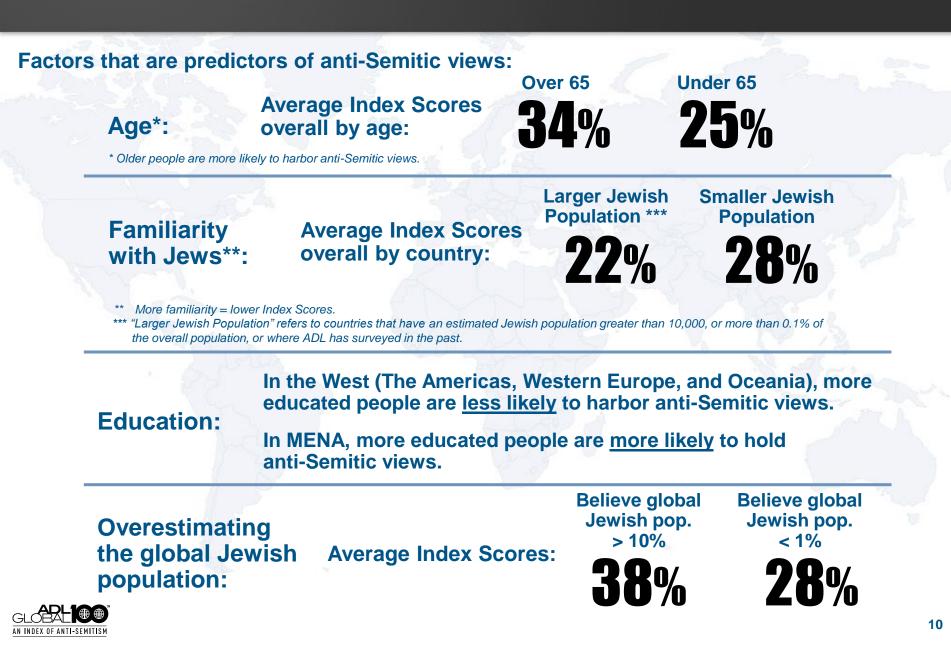
Average Index Scores by region (Muslim respondents):



Average Index Scores by region (Christian respondents):







Respondents that have heard of the Holocaust:



Have heard <u>and</u> believe it has been accurately described by history:



Among those who have heard of the Holocaust:

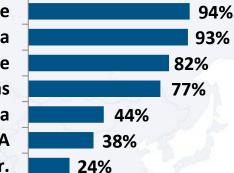
Believe it is either a myth or has been greatly exaggerated

In MENA that figure is:

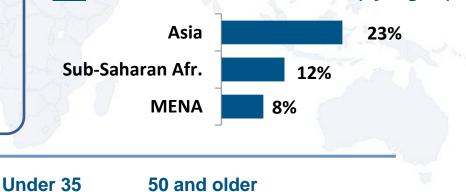


Holocaust awareness (by region):





Have heard of the Holocaust and believe the historical account (by region):





Aware

Younger people are less aware of the Holocaust :



Aware



Of the



who have never met a Jewish person:

Of the

26% who believe a majority of

the anti-Semitic stereotypes tested to be "probably true"...

25%

Still harbor anti-Semitic attitudes.

Have actually never met a Jewish person.

70%



Respondents consistently overestimate the world's Jewish population.

Think that Jews make up more than 1% of the world's population or roughly 70 million people:



Actual number of Jewish people as a percentage of the world's population:

Think that Jews make up more than 10% of the world's population or roughly 700 million people:

Think that Jews make up 20% of the world's population or roughly 1.4 billion people:

18% **9**%

0.19%

People who overestimate the Jewish population globally are more likely to harbor anti-Semitic views

Think that Jews make up >10% of the world's population:



Average Index Score:

Think that Jews make up <1% of the world's population: Average Index Score:





Executive Summary: The Americas

Index Scores:

Average Index Score:	19%	= 12(people
Highest Index Scores		Lowest Inc	lex Sco	res
Panama Dominican Republic	52% 41%	USA Canada	9% 14%	<i>M</i> = <i>million</i>

The Index Statements Most Think Are Probably True:



38% "Jews are more loyal to Israel than to this country/the countries they live in."

36% "Jews still talk too much about what happened to them in the Holocaust."

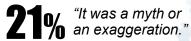
Have Heard of the Holocaust:

77%

Of Those Who Have Heard About It:



72% *"It has been described fairly by history."*



Executive Summary: *Western Europe*

Index Scores:

Highest Index Scores Greece 69% France 37%

Average

Index

Lowest Index Scores Denmark 9% UK 8% Netherlands 5% Sweden 4%

24% = 79 M people

The Index Statements Most Think Are Probably True:

45%

 "Jews are more loyal to Israel than to this country/the countries they live in."



"Jews still talk too much about what happened to them in the Holocaust."

Have Heard of the Holocaust:



Of Those Who Have Heard About It:

"It has been described fairly by history."



"It was a myth or an exaggeration."

Executive Summary: Eastern Europe

-2 500

Index Scores:

Average Index Score:



Highest Index Scores

Poland	45%
Bulgaria	44%
Serbia	42%
Croatia	41%
Hungary	41%

Lowest Index Scores **Czech Republic** 13%

M = million

The Index Statements Most Think **Are Probably True:**



48

0/_ "Jews have too much power in the business world."

"Jews have too much power in international financial markets."

Have Heard of the Holocaust:



Of Those Who Have Heard About It:



"It has been described fairly by history."

"It was a myth or an exaggeration."

Executive Summary: Asia

Index Scores:



61%

58%

53%

48%

Highest Index Scores

Malaysia Armenia South Korea Indonesia

Laos **Philippines** Vietnam

Lowest Index Scores

0.2% 3% 6%

M = million

The Index Statements Most Think Are Probably True:

37%

34%

"Jews are more loyal to Israel than to this country/the countries they live in."

"Jews think they are better than other people."

Have Heard of the Holocaust:

Δ_%

Of Those Who Have Heard About It:



(It has been described **UU%** fairly by history."

> "It was a myth or an exaggeration."

Executive Summary: Sub-Saharan Africa

Index Scores:

Average

Index Score	239	% = 50 M	people
Highest Index	Scores	Lowest Index	x Scores
Senegal	56%	Uganda Nigeria Ghana Tanzania	16% 16% 15% 12%
			M = million

The Index Statements Most Think Are Probably True:

40%

"Jews are more loyal to Israel than to this country/the countries they live in."

32% *"People hate Jews because of the way they behave."*

Have Heard of the Holocaust:

Of Those Who Have Heard About It:





48% *"It has been described fairly by history."*

"It was a myth or an exaggeration."

Executive Summary: MENA

Index Scores:



M = million

Index Statement: "It is Probably True That...":

"Jews are responsible for most of the world's wars."

MENA Respondents







Have Heard of the Holocaust:



Of Those Who Have Heard About It:



22% *"It has been described fairly by history."*

63% *"It was a myth or an exaggeration."*

Executive Summary: *Oceania*

Index Scores:





Among Christians

13%

New Zealanders

14%

Among Non-Religious



Australians



M = million

The Index Statements Most Think Are Probably True:



"Jews are more loyal to Israel than to this country/the countries they live in."

26% "Jew still talk too much about what happened to them in the Holocaust."

Have Heard of the Holocaust:

7593%

Of Those Who Have Heard About It:



88% *"It has been described fairly by history."*



"It was a myth or an exaggeration."



Findings



ADL Global 100, regional numbers of people harboring anti-Semitic attitudes

Region	Adult Population (18+)	Weighted Index Score	Total Harboring Anti-Semitic attitudes*
ADL Global 100	4,161,578,905	26%	1,090,000,000
Non-MENA	3,886,431,534	23%	880,000,000
Asia	2,434,802,326	22%	540,000,000
MENA	275,147,371	74%	200,000,000
The Americas	627,649,609	19%	120,000,000
Eastern Europe	258,828,039	34%	88,000,000
Western Europe	331,968,674	24%	79,000,000
Sub-Saharan Africa	212,646,721	23%	50,000,000
Oceania	20,536,165	14%	2,900,000
0.0 200			



* This figure represents an estimate based on the total adult population of the specific countries within each geographic area and their Index Scores, weighted by the countries' adult population. This figure is subject to the same margin of error outlined in the methodology report.

The ADL Global 100 Ranked by Index Score

The 16 countries with the highest Index Scores of anti-Semitic views are all in MENA. Greece is the highest outside MENA.

1-15	16-30	30-42	46-59
1. West Bank and Gaza (<mark>93%</mark>)	16. Saudi Arabia (<mark>74%</mark>)	T30. Dominican Republic (41%)	46. Nicaragua (<mark>34%</mark>)
2. Iraq (<mark>92%</mark>)	T17. Greece (<mark>69%</mark>)	T30. Hungary (<mark>41%</mark>)	T47. Botswana (33%)
3. Yemen (<mark>88%</mark>)	T17. Turkey (<mark>69%</mark>)	T33. Belarus (<mark>38%</mark>)	T47. Croatia (33%)
T 4. Algeria (<mark>87%</mark>)	19. Malaysia (<mark>61%</mark>)	T33. Peru (<mark>38%</mark>)	T47. Uruguay (<mark>33%</mark>)
T4. Libya (<mark>87%</mark>)	20. Armenia (<mark>58%</mark>)	T33. South Africa (38%)	T50. Bangladesh (<mark>32%</mark>)
6. Tunisia (<mark>86%</mark>)	21. Iran (<mark>56%</mark>)	T33. Ukraine (<mark>38%</mark>)	T50. Bosnia and Herzegovina (32%)
7. Kuwait (<mark>82%</mark>)	T22. Senegal (<mark>53%</mark>)	T37. Azerbaijan (<mark>37%</mark>)	T50. Costa Rica (32%)
T8. Bahrain (<mark>81%</mark>)	T22. South Korea (<mark>53%</mark>)	T37. Chile (<mark>37%</mark>)	T50. Georgia (<mark>32%</mark>)
T8. Jordan (<mark>81%</mark>)	24. Panama (<mark>52%</mark>)	T37. France (<mark>37%</mark>)	T50. Kazakhstan (32%)
T10. Morocco (<mark>80%</mark>)	25. Indonesia (<mark>48%</mark>)	T40. Guatemala (<mark>36%</mark>)	T55. Bolivia (<mark>30%</mark>)
T10. Qatar (<mark>80%</mark>)	26. Poland (<mark>45%</mark>)	T40. Lithuania (<mark>36%</mark>)	T55. Moldova (<mark>30%</mark>)
T10. United Arab Emirates (80%)	T27. Bulgaria (<mark>44%</mark>)	T42. Cameroon (<mark>35%</mark>)	T55. Russia (<mark>30%</mark>)
13. Lebanon (<mark>78%</mark>)	T27. Mauritius (44%)	T42. Kenya (<mark>35%</mark>)	T55. Venezuela (<mark>30%</mark>)
14. Oman (<mark>76%</mark>)	29. Serbia (<mark>42%</mark>)	T42. Paraguay (<mark>35%</mark>)	T59. Montenegro (29%)
15. Egypt (<mark>75%</mark>)	T30. Colombia (41%)	T42. Romania (<mark>35%</mark>)	T59. Spain (<mark>29%</mark>)



The ADL Global 100 Ranked by Index Score

Small percentages in the Scandinavian countries hold anti-Semitic views. Scores in Vietnam, Laos, and the Philippines are also very low.

61-75	76-89	89-102
T61. Austria (<mark>28%</mark>)	T76. China (<mark>20%</mark>)	T89. New Zealand (14%)
T61. Latvia (<mark>28%</mark>)	T76. India (<mark>20%</mark>)	T92. Czech Republic (13%)
T63. Belgium (<mark>27%</mark>)	T76. Ireland (<mark>20%</mark>)	T92. Thailand (13%)
T63. Germany (<mark>27%</mark>)	T76. Italy (<mark>20%</mark>)	94. Tanzania (<mark>12%</mark>)
T63. Slovenia (<mark>27%</mark>)	80. Jamaica (<mark>18%</mark>)	T95. Denmark (<mark>9%</mark>)
T66. Haiti (<mark>26%</mark>)	T81. Brazil (<mark>16%</mark>)	T95. U.S. (<mark>9%</mark>)
T66. Mongolia (<mark>26%</mark>)	T81. Iceland (<mark>16%</mark>)	97. UK (<mark>8%</mark>)
T66. Switzerland (26%)	T81. Nigeria (<mark>16%</mark>)	98. Vietnam (<mark>6%</mark>)
T69. Argentina (24%)	T81. Singapore (16%)	99. Netherlands (5%)
T69. Mexico (<mark>24%</mark>)	T81. Uganda (<mark>16%</mark>)	100. Sweden (<mark>4%</mark>)
T69. Trinidad and Tobago (<mark>24%</mark>)	T86. Finland (<mark>15%</mark>)	101. Philippines (<mark>3%</mark>)
72. Japan (<mark>23%</mark>)	T86. Ghana (<mark>15%</mark>)	102. Laos (<mark>0.2%</mark>)
T73. Côte D'Ivoire (22%)	T86. Norway (<mark>15%</mark>)	
T73.Estonia (<mark>22%</mark>)	T89. Australia (14%)	
75. Portugal (<mark>21%</mark>)	T89. Canada (14%)	



The ADL Global 100 Index Score: By Region

	IERICAS VERALL		N EUROPE /ERALL		I EUROPE /ERALL
24. Panama (<mark>52%</mark>)	T55. Bolivia (<mark>30%</mark>)	T17. Greece (<mark>69%</mark>)	T81. Iceland (16%)	26. Poland (45%)	T55. Moldova (30%)
T30. Colombia (41%)	T55. Venezuela (<mark>30%</mark>)	T37. France (37%)	T86. Finland (15%)	T27. Bulgaria (44%)	T55. Russia (30%)
T30. Dominican Republic (<mark>41%</mark>)	T66. Haiti (<mark>26%</mark>)	T59. Spain (<mark>29%</mark>)	T86. Norway (15%)	29. Serbia (<mark>42%</mark>)	T59. Montenegro (29%)
T33. Peru (<mark>38%</mark>)	T69. Argentina (24%)	T61. Austria (<mark>28%</mark>)	T95. Denmark (9%)	T30. Hungary (41%)	T61. Latvia (<mark>28%</mark>)
T37. Chile (<mark>37%</mark>)	T69. Mexico (24%)	T63. Belgium (27%)	97. UK (<mark>8%</mark>)	T33. Belarus (38%)	T63. Slovenia (27%)
T40. Guatemala (<mark>36%</mark>)	T69. Trinidad and Tobago (<mark>24%</mark>)	T63. Germany (27%)	99. Netherlands (5%)	T33. Ukraine (<mark>38%</mark>)	T73. Estonia (22%)
T42. Paraguay (<mark>35%</mark>)	80. Jamaica (18%)	T66. Switzerland (<mark>26%</mark>)	100. Sweden (<mark>4%</mark>)	T40. Lithuania (<mark>36%</mark>)	T92. Czech Republic (13%)
46. Nicaragua (34%)	T81. Brazil (<mark>16%</mark>)	75. Portugal (21%)		T42. Romania (35%)	
T47. Uruguay (33%)	T89. Canada (14%)	T76. Ireland (20%)		T47. Croatia (33%)	
T50. Costa Rica (32%)	T95. U.S. (<mark>9%</mark>)	T76. Italy (20%)		T50. Bosnia and Herzegovina (<mark>32%</mark>)	



The ADL Global 100 Index Score: By Region

MENA 74% OVERALL		ASIA 22% OVERALL		SUB-SAHARAN AFRICA 24% OVERALL	
1. West Bank and Gaza (<mark>93%</mark>)	T10. Qatar (<mark>80%</mark>)	19. Malaysia (<mark>61%</mark>)	T76. India (<mark>20%</mark>)	T22. Senegal (53%)	T73. Côte D'Ivoire (22%)
2.Iraq (<mark>92%</mark>)	T10. United Arab Emirates (<mark>80%</mark>)	20. Armenia (<mark>58%</mark>)	T81. Singapore (16%)	T27. Mauritius (44%)) T81. Nigeria (<mark>16%</mark>)
3.Yemen (<mark>88%</mark>)	13. Lebanon (<mark>78%</mark>)	T22. South Korea (<mark>53%</mark>)	T92. Thailand (13%)	T33. South Africa (38%)	T81. Uganda (16%)
T4. Algeria (<mark>87%</mark>)	14. Oman (<mark>76%</mark>)	25. Indonesia (<mark>48%</mark>)	98. Vietnam (<mark>6%</mark>)	T42. Cameroon (35%)	T86. Ghana (<mark>15%</mark>)
T4. Libya (<mark>87%</mark>)	15. Egypt (<mark>75%</mark>)	T37. Azerbaijan (<mark>37%</mark>)	101. Philippines (3%)	T42. Kenya (<mark>35%</mark>)	T94. Tanzania (<mark>12%</mark>)
6. Tunisia (<mark>86%</mark>)	16. Saudi Arabia (74%)	T50. Bangladesh (<mark>32%</mark>)	102. Laos (<mark>0.2%</mark>)	T47. Botswana (33%)	
7. Kuwait (<mark>82%</mark>)	T17. Turkey (<mark>69%</mark>)	T50. Georgia (<mark>32%</mark>)			
T8. Bahrain (<mark>81%</mark>)	21. Iran (<mark>56%</mark>)	T50. Kazakhstan (32%)			
T8. Jordan (<mark>81%</mark>)		T66. Mongolia (<mark>26%</mark>)			ANIA VERALL
T10. Morocco (<mark>80%</mark>))	72. Japan (<mark>23%</mark>)		T89. Australia (14%)	T89. New Zealand (14%)
		T76. China (<mark>20%</mark>)			
		-			

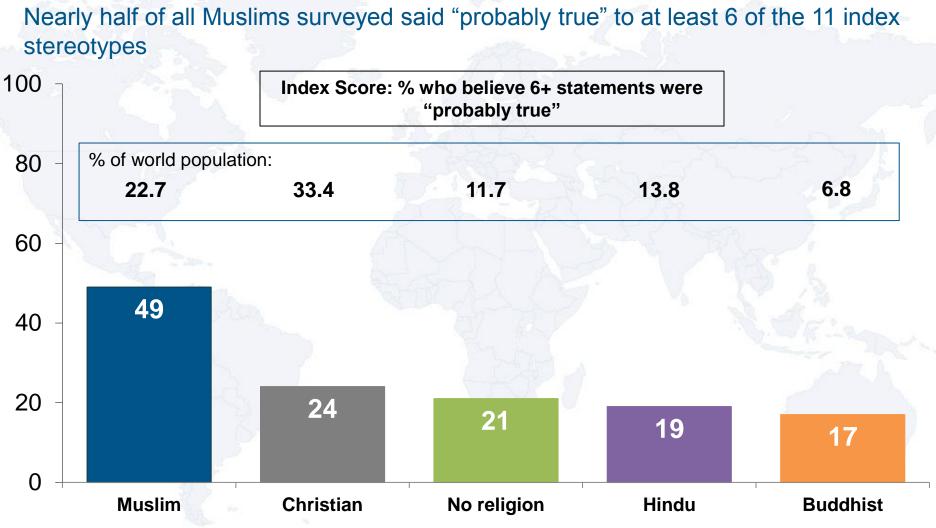


The most commonly held stereotype about Jews is that they are more loyal to Israel than to the countries they live in. The next two most commonly held stereotypes are that Jews have too much power in business and finance.

STEREOTYPES	% responding "probably true" among all respondents
Jews are more loyal to Israel than to [this country/the countries they live in]	41
Jews have too much power in the business world	35
Jews have too much power in international financial markets	34
Jews think they are better than other people	34
Jews don't care about what happens to anyone but their own kind	33
People hate Jews because of the way Jews behave	32
Jews still talk too much about what happened to them in the Holocaust	30
Jews have too much control over global affairs	29
Jews have too much control over the United States government	25
Jews have too much control over the global media	25
Jews are responsible for most of the world's wars	23



Muslims are more likely to harbor anti-Semitic views than members of other religions.

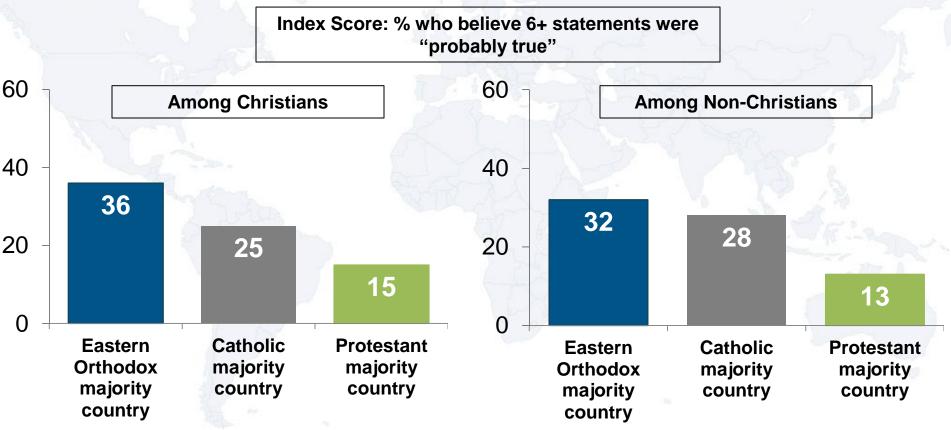


Religion source: https://www.cia.gov/library/publications/the-world-factbook/geos/xx.html



Christians in Eastern Orthodox and Catholic countries are more likely to harbor anti-Semitic views than those in Protestant countries.

This was true of non-Christians in these countries too, so there are likely larger factors at work

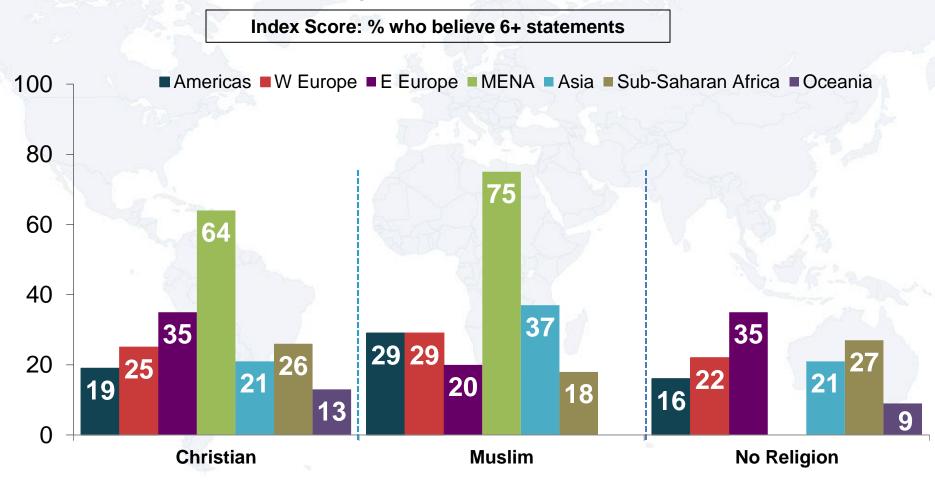


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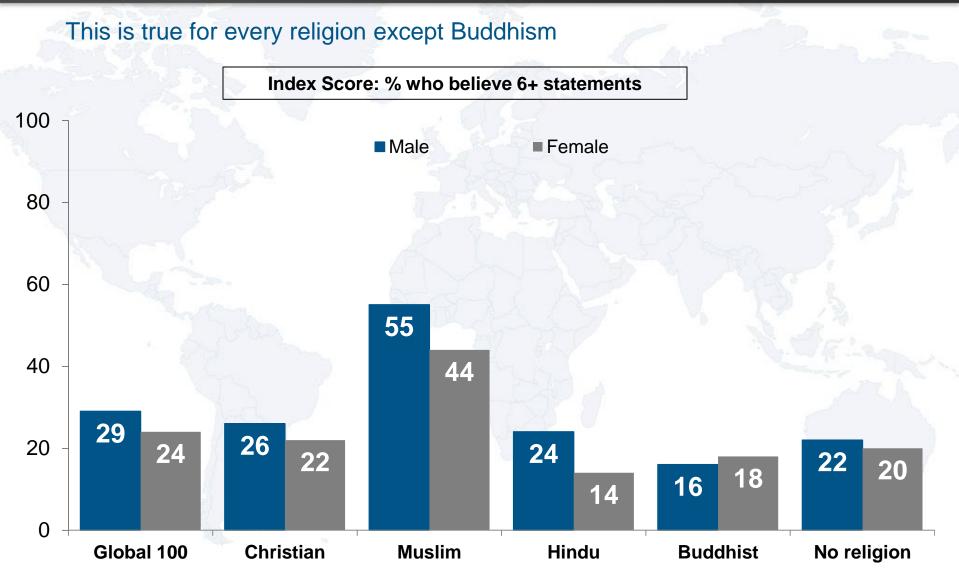
Region plays an even more important role than religion in anti-Semitic views.

Muslims in MENA have higher Index Scores than those in other parts of the world. MENA Christians also have higher levels of anti-Semitic views.





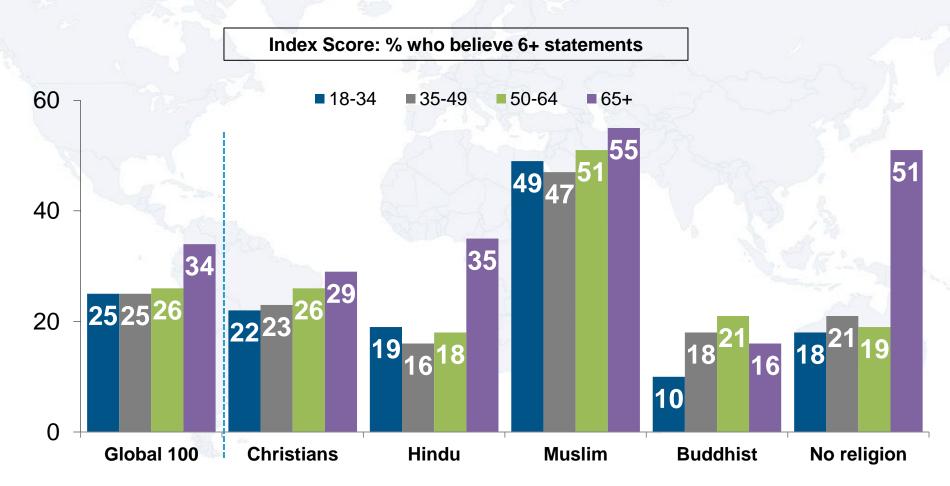
Men generally hold more anti-Semitic views than women.





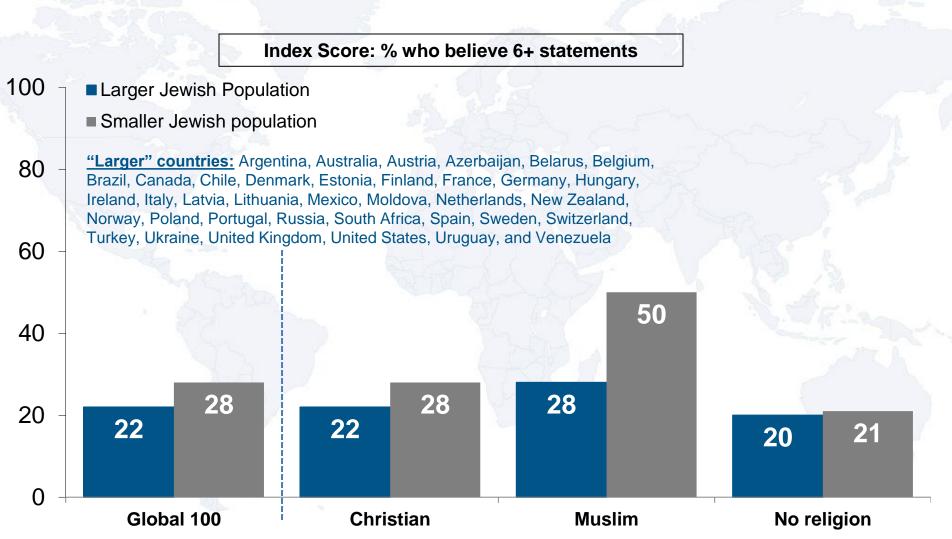
Older people hold more anti-Semitic views.

With the exception of Buddhists, older people are more likely to harbor anti-Semitic views than younger people.





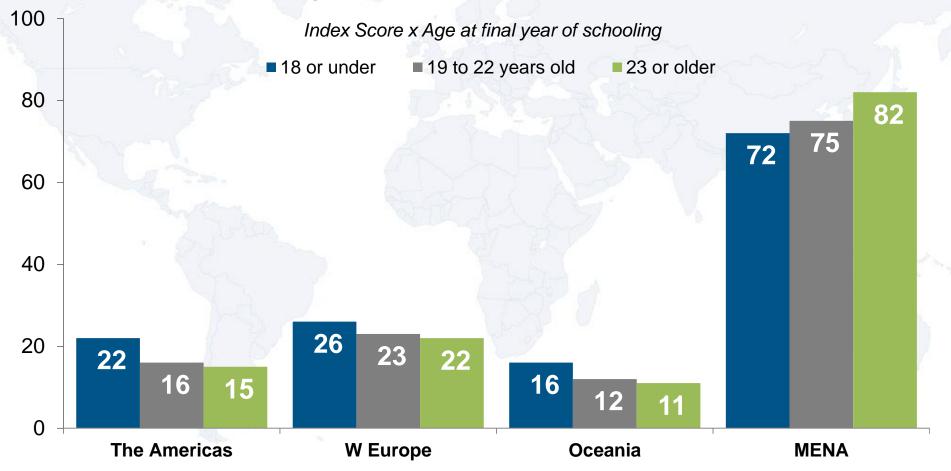
Countries with more than 10,000 Jews (or where Jews are more than .1% of the population) tend to hold fewer anti-Semitic views.





Education levels affect overall adherence to anti-Semitic views differently in different parts of the world.

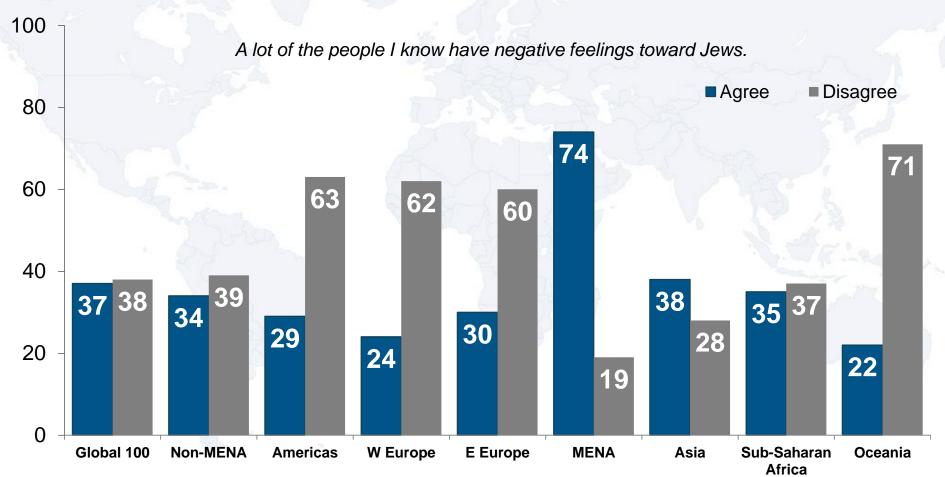
In the Americas, Western Europe, and Oceania, respondents with more education have lower Index Scores. Conversely, in MENA, those surveyed with more education have higher Index Scores.





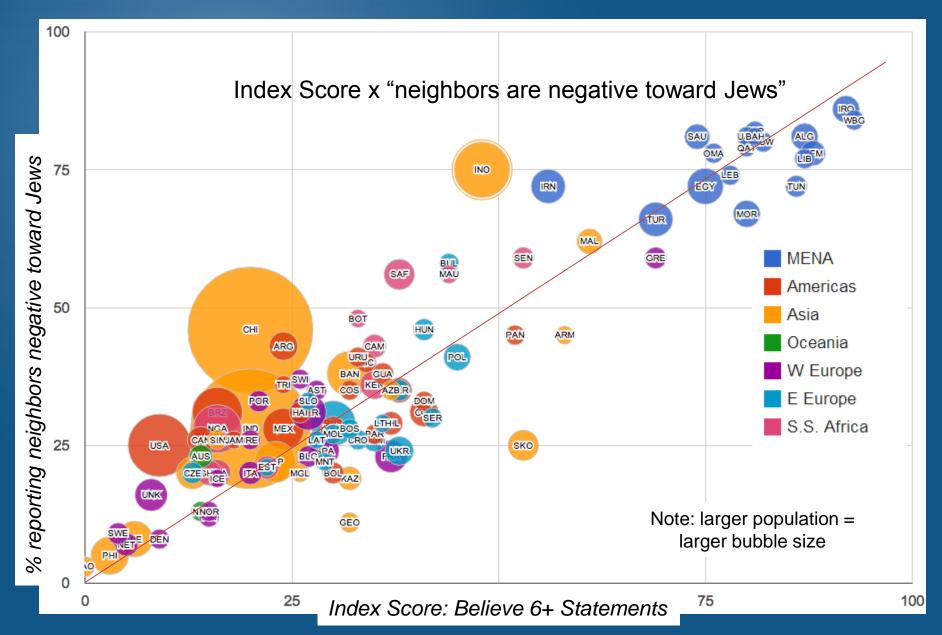
Many people around the world believe their neighbors have negative feelings about Jews.

Thirty-seven percent of those surveyed said their neighbors are negative toward Jews, including 74% in the Middle East/North Africa. <u>This is often a strong proxy</u> for people holding such views personally.





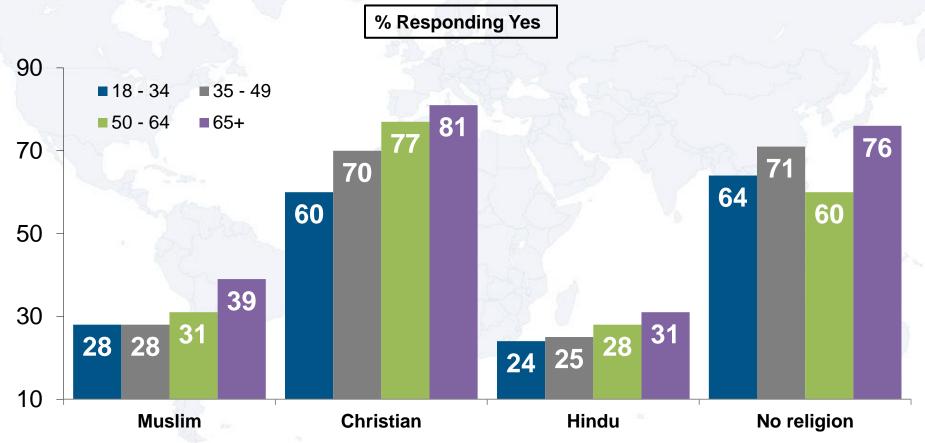
The higher the Index Score in a given country, the more likely people are to say their neighbors are negative to Jews



Younger people are less aware of the Holocaust.

While younger people are less likely to hold anti-Semitic views, they are <u>also</u> less likely to have heard of the Holocaust regardless of their religion.

Have you heard about the Holocaust in Europe during World War Two?

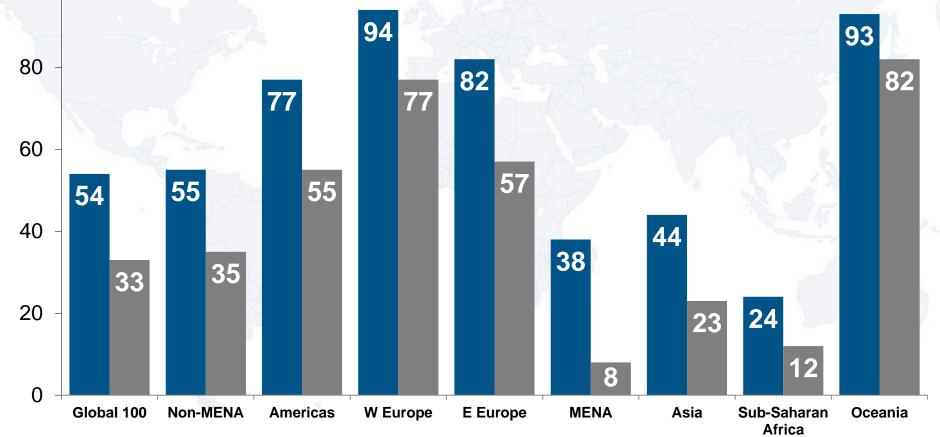




Only 33% are aware of the Holocaust <u>and</u> believe it has been accurately described by history.

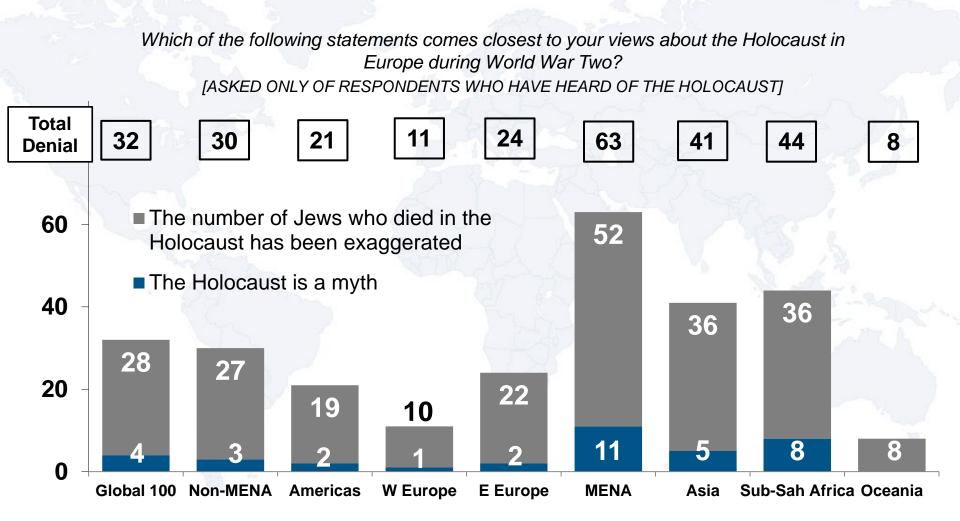
A majority of people surveyed overall have either not heard of the Holocaust or do not believe it happened as has been described by history.

- Aware of Holocaust
- 100 Aware of Holocaust and believe it has been accurately described by history





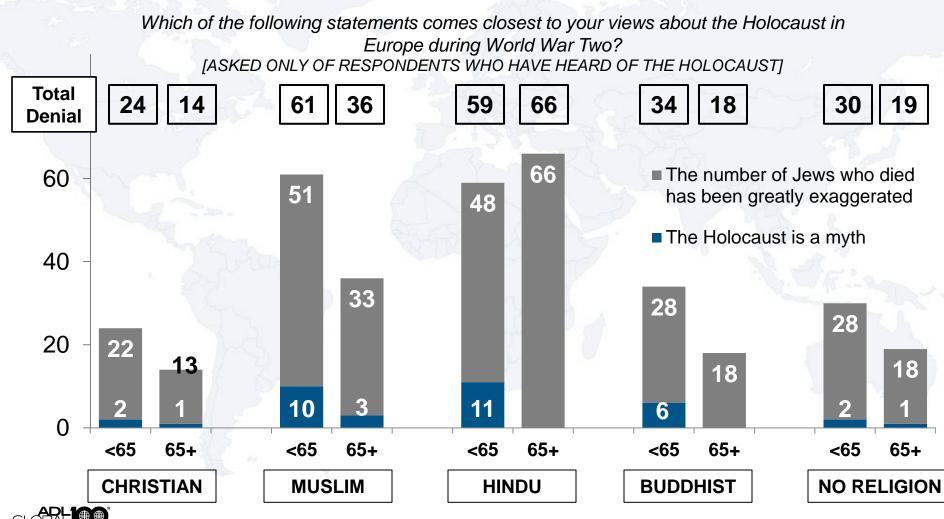
Nearly a third of respondents who have heard of the Holocaust, 32 percent, think it is either a myth or has been greatly exaggerated.





Younger people are less likely to believe the historical accounts of the Holocaust.

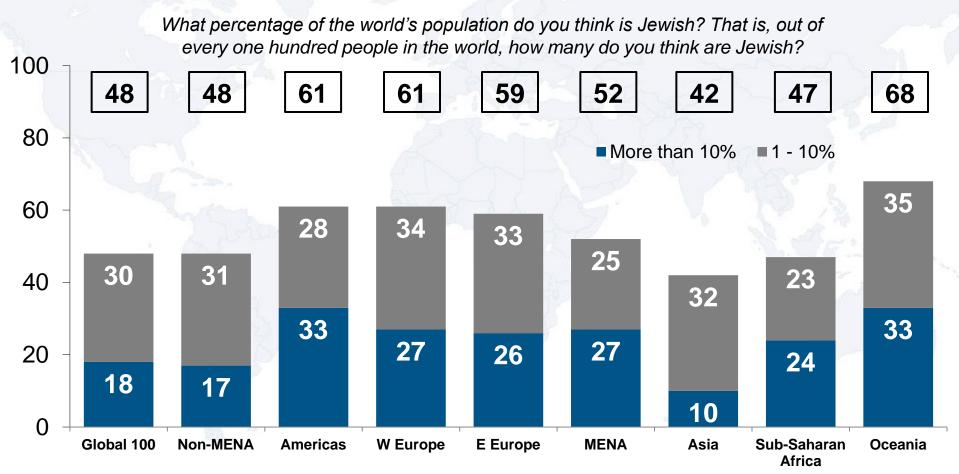
Among most religious groups, younger people are less likely to believe its historical account, even though they hold fewer anti-Semitic views.



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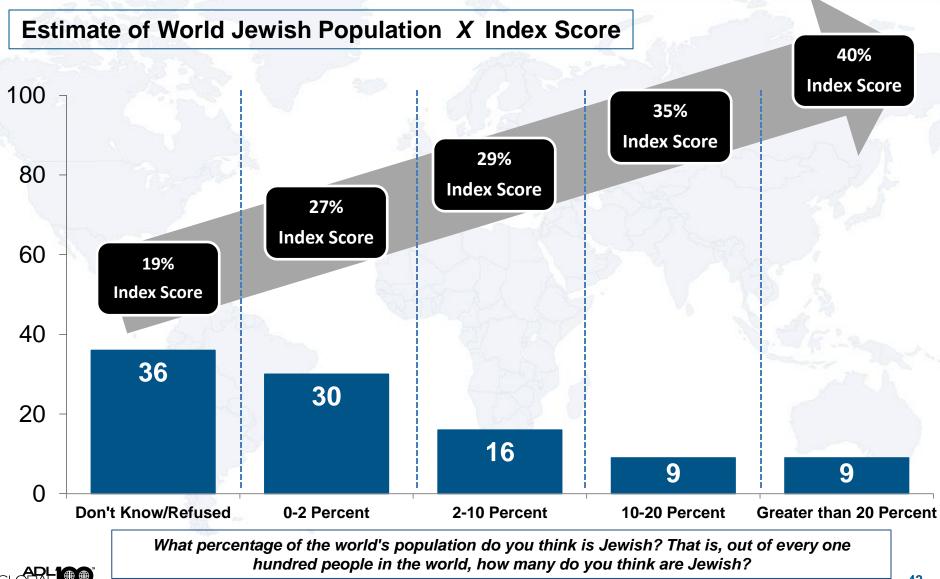
Overall, respondents vastly overestimate the world's Jewish population. In most regions, a majority think over 1% of the world's population is Jewish. Many even think it is over 10%.

Regression analysis shows that people who overestimate the world's Jewish population are also more likely to harbor anti-Semitic attitudes.



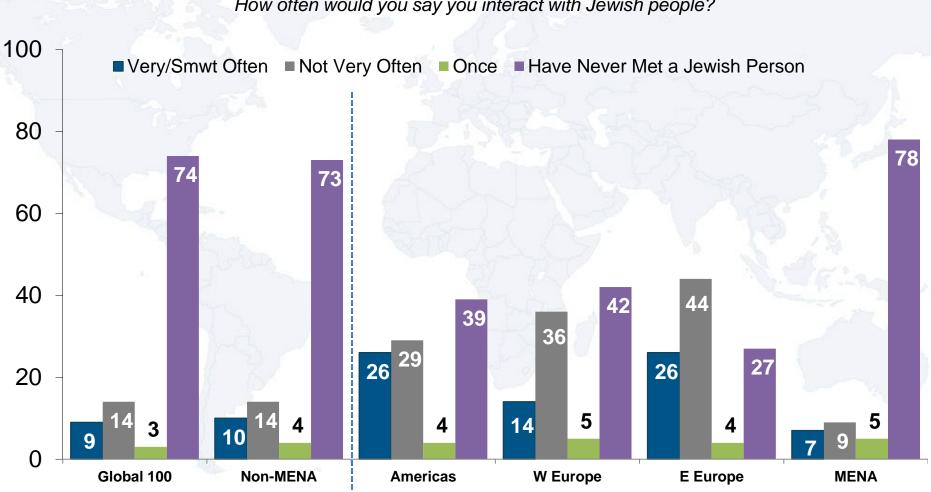


The more people overestimate the world's Jewish population, the more they tend to harbor anti-Semitic attitudes.



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Fewer than 10 percent of those surveyed say they interact with Jewish people very or somewhat often.



How often would you say you interact with Jewish people?

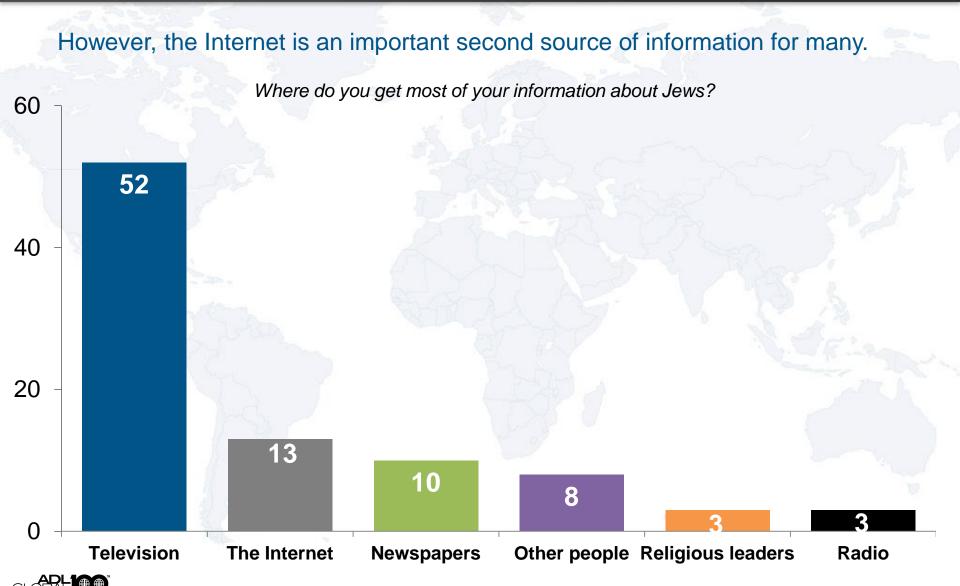


Interaction with Jews by Region (continued)

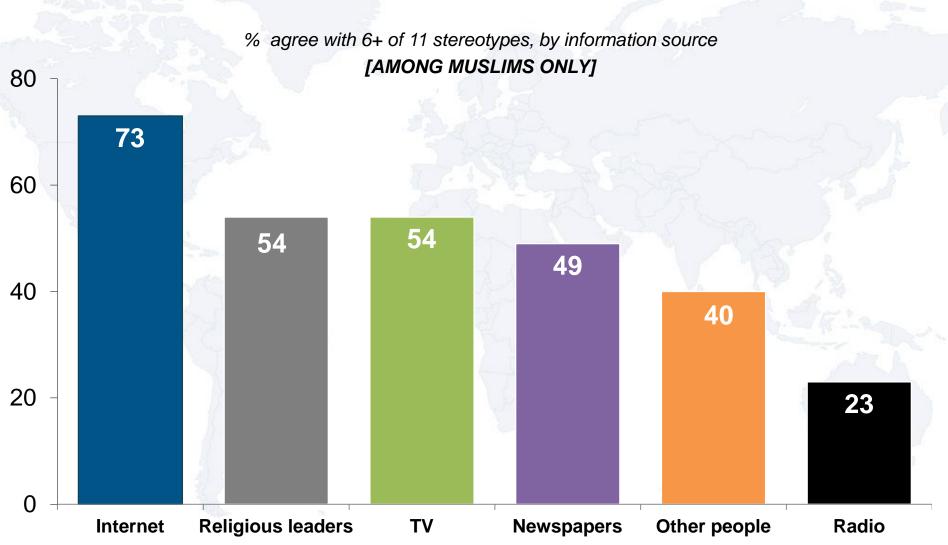
How often would you say you interact with Jewish people? Very/Smwt Often Not Very Often Once Have Never Met a Jewish Person -Global 100 Non-MENA Asia Sub-Saharan Africa Oceania



Most people get their information about Jews from television.



Muslims who get their information about Jews from the Internet are more likely to harbor anti-Semitic attitudes than those who receive their news from other sources.







Methodology



Methodology

The Anti-Defamation League commissioned First International Resources to research attitudes and opinions toward Jews in more than 100 countries around the world. Fieldwork and data collection for this global public opinion project were conducted and coordinated by Anzalone Liszt Grove Research. All interviews were conducted between July 2013 and February 2014.

The data is a result of 53,100 total interviews among citizens aged 18 and over, across 101 countries and the Palestinian Territories in the West Bank & Gaza. Expected margin of sampling error for the weighted global average is +/-0.97%, for the countries/territories surveyed with n=500 interviews it is +/-4.4% and for countries sampled with n=1,000 interviews it is +/-3.2%. The margin of error is higher for sub-groups within each geography.

Interviews were conducted via landline telephones, mobile phones and face-to-face discussions in 96 languages (including many dialects and pidgin/creole versions).

All respondents were selected at random. Telephone respondents were selected using random-digit dial sampling; face-to-face respondents were selected using geographically stratified, randomly-selected sampling points in each country and at the household level, using a Kish grid.



Methodology

Telephone interviewing was only conducted in countries where the combined mobile phone + landline penetration exceeded 90%. In all countries where telephone dialing was conducted, interviews were collected using a combination of landline and mobile phone dialing, in proportion to that particular country's coverage rate for each telephone type. Within each country, the data was weighted to be reflective of the national population on a number of demographic measures, including age, gender, religion, urban/rural location, ethnicity, and language spoken.

In an overwhelming majority of the countries/territories polled, the samples are fully nationally representative. However, in some countries (China, India, Ghana, Indonesia, Nigeria, Bangladesh, Laos, Malaysia, Mauritius, Uganda, and Vietnam), due to security concerns or extreme logistical challenges, national coverage was not complete. In those situations, sampling points were selected and the data was weighted to ensure the country's interviews were reflective of the national population on key demographic measures other than geography.

For regional and global averages, the data was weighted so that each country's interviews were represented proportionately to that country's adult population.

The source for population data was the UN Department of Social and Economic Affairs - Population Division.

