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G7 countries perception of COVID-19

A study across Canada, France, Germany, Italy, Japan, Great Britain and the United States of America

March 2020

Introduction

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Please contact grace.lown@kantar.com for further information

In this report, the percentages may not always sum to 100% due to:

- Rounding
- At some questions respondents can provide more than one response (in this case the sum of the percentages can be greater than 100%);

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Methodology

Methodology

	Canada	France	Germany	Italy	Japan	GB	USA
FIELDWORK DATES	From 19 to 21 March 2020	From 19 to 21 March 2020	From 19 to 21 March 2020	From 19 to 21 March 2020	From 19 to 21 March 2020	From 19 to 21 March 2020	From 19 to 21 March 2020
SAMPLE	1000 aged 16+. The data was weighted to match population totals for age, gender and education.	1000 aged 16+. The data was weighted to match population totals for age, gender and education.	1004 aged 16+. The data was weighted to match population totals for age, gender and education.	1000 aged 16+. The data was weighted to match population totals for age, gender and education.	1000 aged 16+. The data was weighted to match population totals for age, gender and education.	1001 aged 16+. The data was weighted to match population totals for age, gender and education.	1000 aged 16+. The data was weighted to match population totals for age, gender and education.
METHOD	Online using the Kantar access panel	Online using the Kantar access panel	Online using the Kantar access panel	Online using the Kantar access panel	Online using the Kantar access panel	Online using the Kantar access panel	Online using the Kantar access panel

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Detailed results

My family, my home

Concerns about Covid-19

Still thinking about the coronavirus, how concerned are you about each of the following?

Percentage Very or Fairly Concerned	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
How this might affect the health of other people living in my country	86%	90%	88%	81%	94%	78%	87%	87%
How this might affect the health of family and friends	82%	87%	86%	78%	93%	69%	87%	84%
How this might affect my own health	73%	73%	76%	68%	85%	65%	73%	74%

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Impact on personal income

Thinking about your personal income, which one of these statements comes closest to your current situation?

	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
Coronavirus has **already impacted** on my personnal income	29%	31%	22%	18%	37%	20%	26%	36%
Coronavirus has **not yet impacted** on my personnal income, but i expect it to in the future	41%	44%	44%	36%	47%	45%	42%	39%
TOTAL – Already impacted / I expect it to impact	*71%*	*75%*	*66%*	*54%*	*85%*	*65%*	*68%*	*75%*
Coronavirus will have **no impact** on my income	29%	25%	34%	46%	16%	35%	32%	25%

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Impact on household income

Thinking about your household income, that is the income of everyone in your household, which one of these statements comes closest to your current situation?

	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
Coronavirus **has already impacted** on my household income	31%	36%	24%	20%	39%	20%	29%	38%
Coronavirus has **not yet impacted** on my household income but I expect it to in the future	39%	40%	41%	38%	43%	45%	41%	36%
TOTAL – Already impacted / I expect it to impact	*70%*	*76%*	*65%*	*58%*	*82%*	*65%*	*70%*	*74%*
Coronavirus will have **no impact** on my household income	23%	19%	29%	35%	14%	26%	26%	20%
Don't know	7%	5%	6%	7%	4%	9%	4%	7%

Base: All adults excluding single adult households –
G7 (6 447), CA (936), FR (902), GE (867), IT (980), JP (914), GB (926), USA (922)

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Knowledge about Covid-19

Understanding of the issue

How much do you feel you understand about what measures you can personally take to help limit the spread of the coronavirus? Would you say that you have ?

	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
A good understanding	52%	60%	73%	57%	79%	17%	46%	56%
A fair understanding	38%	33%	20%	33%	17%	67%	41%	35%
TOTAL-Good / Fair understanding	*90%*	*93%*	*93%*	*90%*	*96%*	*84%*	*88%*	*91%*
A little understanding	6%	5%	4%	6%	2%	8%	9%	6%
No understanding at all	1%	1%	2%	2%	1%	3%	2%	1%
Don't know	3%	1%	2%	3%	1%	5%	1%	3%

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How Covid-19 has affected habits 1/2

Some people are able to make changes to their lifestyle in response to the coronavirus outbreak. Since the start of the outbreak, have you started doing any the following:
Please select all that apply.

	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
Washing hands more often/for longer	77%	88%	83%	75%	87%	56%	78%	80%
Avoiding non essential social contact	68%	82%	76%	71%	86%	43%	68%	69%
Social distancing (e.g. no handshakes, keeping a distance)	68%	85%	77%	71%	85%	28%	69%	76%
Avoiding visits to pubs, cafes and restaurants when possible	66%	78%	70%	71%	83%	38%	66%	70%
Self-isolating at home	56%	67%	85%	44%	75%	21%	43%	64%

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Base: All adults – G7 (7005), CA (1000), FR (1000), GE (1004), IT (1000), JP (1001), GB (1000), USA (1000)

How Covid-19 has affected habits 2/2

Some people are able to make changes to their lifestyle in response to the coronavirus outbreak. Since the start of the outbreak, have you started doing any the following:
Please select all that apply.

	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
Avoiding visits to elderly and vulnerable relatives and friends when possible	55%	64%	76%	64%	81%	29%	53%	52%
Using hand sanitizing gel/using it more often	54%	62%	61%	43%	67%	21%	58%	64%
Avoiding public transport when possible	54%	63%	66%	62%	77%	34%	57%	51%
Working from home/working from home more often	29%	35%	33%	27%	41%	12%	28%	32%
Wearing a mask	27%	11%	18%	11%	62%	65%	12%	15%
None of the above	3%	2%	1%	3%	1%	6%	3%	3%
Don't know	*1%*	*<0,5%*	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*

Base: All adults – G7 (7005), CA (1000), FR (1000), GE (1004), IT (1000), JP (1001), GB (1000), USA (1000)

Most reliable source of information

Which ONE of these do you trust the most to provide reliable information about the Coronavirus outbreak? (pick one)

	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
TV news	32%	24%	33%	31%	37%	46%	28%	27%
My doctor or healthcare provider	22%	24%	18%	20%	17%	7%	25%	31%
Government/politicians	13%	27%	18%	18%	18%	4%	24%	10%
News papers or newspapers website	9%	6%	11%	7%	11%	13%	5%	7%
Social media such as Facebook, Twitter	5%	5%	6%	4%	5%	4%	3%	6%
Friends and family	5%	4%	5%	5%	3%	4%	5%	5%
Something else	3%	4%	2%	6%	2%	3%	3%	3%
None of the above	5%	3%	3%	4%	4%	7%	4%	5%
Don't know	*6%*	*3%*	*3%*	*5%*	*3%*	*11%*	*4%*	*6%*

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Base: All adults – G7 (7005), CA (1000), FR (1000), GE (1004), IT (1000), JP (1001), GB (1000), USA (1000)

My neighborhood,
my local community

Concerns for my neighborhood and local community

Thinking about your local community, please indicate how concerned you are about how the coronavirus may impact on each of the following

Percentage Very or Fairly Concerned	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
Local social care services for the elderly and vulnerable	81%	85%	82%	76%	92%	66%	87%	85%
Availability of local health services	78%	84%	84%	67%	91%	60%	84%	81%
Health and wellbeing of my neighbours and community	77%	84%	83%	71%	90%	56%	81%	82%

Base: All adults – G7 (7005), CA (1000), FR (1000), GE (1004), IT (1000), JP (1001), GB (1000), USA (1000)

Concerns for education

If this is applicable to you, how concerned are you about either your own education or the education of your children?

	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
Very concerned	30%	35%	36%	23%	28%	16%	35%	36%
Fairly concerned	35%	35%	36%	30%	36%	38%	36%	33%
TOTAL- Very / Fairly Concerned	64%	70%	72%	53%	64%	54%	71%	70%
Not very concerned	20%	18%	18%	26%	22%	27%	14%	15%
Not at all concerned	11%	10%	8%	16%	12%	11%	11%	11%
Don't know	5%	1%	2%	5%	3%	8%	4%	4%

Base: All adults excluding responses of "Not applicable" –
G7 (4 595), CA (620), FR (648), GE (612), IT (677), JP (775), GB (603), USA (660)

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Perceived preparedness of public services

How well would you say that the public services in [OUR COUNTRY] are prepared to cope with the epidemic and its consequences ?

	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
Very well prepared	10%	11%	8%	10%	8%	5%	11%	11%
Quite well prepared	38%	54%	26%	46%	36%	38%	46%	36%
TOTAL - Very well / Quite well prepared	48%	65%	33%	56%	44%	43%	57%	47%
Not well prepared	42%	31%	48%	37%	48%	46%	34%	43%
Not at all prepared	10%	4%	19%	7%	8%	11%	9%	10%

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Base: All adults – G7 (7005), CA (1000), FR (1000), GE (1004), IT (1000), JP (1001), GB (1000), USA (1000)

My country,
my government

Perceptions of government's response

How much do you approve or disapprove of the way the [COUNTRY] government is responding to the coronavirus pandemic?

	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
Strongly approve	20%	27%	24%	15%	39%	5%	17%	21%
Somewhat approve	34%	39%	37%	43%	37%	30%	39%	32%
TOTAL – Strongly / Somewhat Approve	*54%*	*66%*	*61%*	*58%*	*76%*	*35%*	*56%*	*53%*
Neither approve nor disapprove	20%	17%	19%	20%	9%	30%	21%	17%
Somewhat disapprove	13%	10%	10%	12%	8%	18%	14%	14%
Strongly disapprove	11%	5%	8%	8%	6%	12%	7%	14%
Don't know	2%	2%	1%	2%	1%	4%	1%	2%

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Government's measures: too far or not enough ?

Thinking about how the [COUNTRY] government is responding to the Coronavirus outbreak, do you think the measures they have put in place…

	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
Go too far	8%	5%	7%	8%	3%	10%	7%	10%
Are about right	**42%**	**55%**	**42%**	**36%**	**48%**	**26%**	**49%**	**45%**
Do not go far enough	42%	35%	49%	47%	47%	51%	39%	37%
Don't know	8%	6%	3%	8%	1%	13%	5%	9%

Base: All adults – G7 (7005), CA (1000), FR (1000), GE (1004), IT (1000), JP (1001), GB (1000), USA (1000)

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Government's communication

How would you rate the [COUNTRY] government in how it is communicating information about the coronavirus outbreak?

	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
Very good	21%	33%	18%	17%	27%	2%	25%	27%
Fairly good	41%	48%	48%	51%	50%	32%	48%	37%
TOTAL – Very / Fairly good	*62%*	*81%*	*66%*	*68%*	*76%*	*34%*	*73%*	*65%*
Fairly poor	22%	12%	19%	19%	15%	41%	17%	19%
Very poor	11%	4%	12%	7%	6%	15%	7%	12%
Don't know	5%	3%	3%	6%	2%	10%	3%	4%

Base: All adults – G7 (7005), CA (1000), FR (1000), GE (1004), IT (1000), JP (1001), GB (1000), USA (1000)

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Should government prioritize people's health or the country's economy ?

Which of these comes closest to your view on how the [COUNTRY] government is responding to the Coronavirus outbreak?

	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
Too much emphasis on protecting people's health, and n**ot enough on protecting the country's economy**	19%	13%	14%	22%	23%	28%	16%	16%
Too much emphasis on protecting the country's economy, and **not enough on protecting people's health**	29%	18%	32%	23%	21%	33%	33%	30%
They have got the balance about right	37%	55%	45%	42%	45%	14%	42%	38%
Don't know	*15%*	*14%*	*9%*	*13%*	*11%*	*25%*	*10%*	*15%*

Base: All adults – G7 (7005), CA (1000), FR (1000), GE (1004), IT (1000), JP (1001), GB (1000), USA (1000)

Trust in government's future decisions

Still thinking about the [COUNTRY] government's response to the coronavirus outbreak, how much do you trust them to make the right decisions in the future?

	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
Trust a lot	19%	31%	17%	24%	18%	4%	24%	22%
Trust a little	40%	46%	46%	43%	48%	34%	44%	38%
TOTAL – Trust a lot / a little	59%	77%	63%	67%	67%	38%	68%	60%
Do not trust very much	24%	12%	21%	20%	20%	39%	19%	22%
Do not trust at all	11%	5%	12%	8%	9%	14%	9%	12%
Don't know	6%	5%	4%	5%	4%	10%	4%	6%

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Understanding prevention of the spread of Covid-19 1/2

How effective do you think each of the following would be to help reduce the spread of the Coronavirus?

Percentage Very or Fairly Effective	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
Social distancing (e.g. no handshakes and keeping a distance)	89%	92%	93%	90%	96%	77%	88%	92%
Closing bars, restaurants, non-food stores and public places (cinemas, museums, etc.)	86%	93%	94%	88%	96%	64%	86%	89%
Asking people to stay in their homes as much as possible	85%	90%	90%	84%	92%	72%	86%	88%
Closing colleges and universities	85%	94%	95%	88%	96%	54%	81%	91%
Closing the borders of this country	85%	93%	88%	85%	92%	77%	82%	85%

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Base: All adults – G7 (7005), CA (1000), FR (1000), GE (1004), IT (1000), JP (1001), GB (1000), USA (1000)

Understanding prevention of the spread of Covid-19 2/2

How effective do you think each of the following would be to help reduce the spread of the Coronavirus?

Percentage Very or Fairly Effective	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
Closing schools	84%	94%	94%	89%	97%	52%	77%	90%
Isolating older people	84%	92%	88%	80%	90%	69%	86%	88%
Setting restrictions on movement outside the home unless it is essential to do so	83%	86%	91%	85%	94%	72%	80%	82%
Shutting down public transport	77%	80%	89%	69%	88%	56%	76%	83%

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Base: All adults – G7 (7005), CA (1000), FR (1000), GE (1004), IT (1000), JP (1001), GB (1000), USA (1000)

Perceptions of national behaviour

Overall, how would you rate the behaviour of [COUNTRY] citizens in the fight against the Coronavirus outbreak?

	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
Very good	10%	14%	4%	6%	6%	5%	9%	15%
Fairly good	42%	55%	31%	31%	35%	46%	39%	46%
TOTAL – Very / Fairly good	*52%*	*68%*	*36%*	*38%*	*41%*	*51%*	*48%*	*61%*
Fairly poor	32%	21%	42%	42%	43%	31%	32%	28%
Very poor	11%	5%	20%	15%	15%	7%	16%	8%
Don't know	5%	6%	2%	6%	1%	11%	4%	3%

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International cooperation

Concerns for other countries

Now thinking about other countries apart from [YOUR COUNTRY], how concerned are you about the impact of the Coronavirus on other countries?

	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
Very concerned	39%	48%	37%	32%	41%	37%	34%	41%
Fairly concerned	48%	44%	50%	52%	50%	48%	51%	46%
TOTAL- Very / Fairly concerned	*87%*	*92%*	*87%*	*84%*	*91%*	*85%*	*85%*	*87%*
Not very concerned	10%	6%	11%	12%	7%	10%	12%	9%
Not at all concerned	4%	2%	3%	4%	2%	5%	4%	4%

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The state of cooperation between countries

How would you rate the cooperation between countries globally in the fight against the Coronavirus outbreak ?

	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
Very good	12%	17%	9%	8%	11%	4%	12%	15%
Fairly good	43%	54%	44%	37%	26%	32%	49%	50%
TOTAL – Very / Fairly good	55%	71%	54%	45%	37%	37%	62%	65%
Fairly poor	29%	19%	29%	37%	39%	45%	22%	22%
Very poor	7%	4%	9%	9%	21%	6%	5%	5%
Don't know	9%	6%	8%	9%	2%	13%	12%	7%

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For Europeans only
(+ the United Kingdom)

The state of cooperation between European countries

And more specifically, how would you rate the cooperation between European countries (including the UK) in the fight against the Coronavirus outbreak?

	Total	France	Germany	Italy	GB
Very good	11%	8%	9%	9%	17%
Fairly good	43%	45%	43%	25%	58%
TOTAL – Very / Fairly good	*53%*	*53%*	*52%*	*34%*	*74%*
Fairly poor	38%	40%	41%	50%	22%
Very poor	8%	7%	6%	17%	4%

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View of the future

In your opinion, how long do you think it will take [COUNTRY] to recover and for people to return to a normal way of life?

	Total	🇫🇷 France	🇩🇪 Germany	🇮🇹 Italy	🇬🇧 GB
Within the next month	5%	5%	4%	5%	5%
Within the next 2-3 months	25%	33%	20%	29%	20%
Within the next 4-6 months	26%	31%	23%	28%	25%
Within the next 6 months to a year	21%	15%	22%	19%	25%
Longer than a year	16%	8%	23%	12%	19%
TOTAL – It will go back to normal	**93%**	**93%**	**91%**	**93%**	**94%**
Never	1%	2%	1%	1%	1%
Don't know	*6%*	*5%*	*7%*	*6%*	*6%*

Base: All adults – Total (4004), FR (1000), GE (1004), IT (1000), GB (1000)

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Self reported impact

Personal health impact of Covid-19

As far as you know, have you contracted the coronavirus ?

	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
Yes definitely	3%	2%	3%	4%	2%	1%	4%	3%
Yes, I think so	2%	1%	4%	3%	1%	1%	5%	2%
Possibly	5%	6%	12%	7%	2%	4%	10%	4%
No	84%	88%	65%	77%	90%	90%	75%	88%
Don't know	6%	4%	15%	10%	5%	4%	6%	4%

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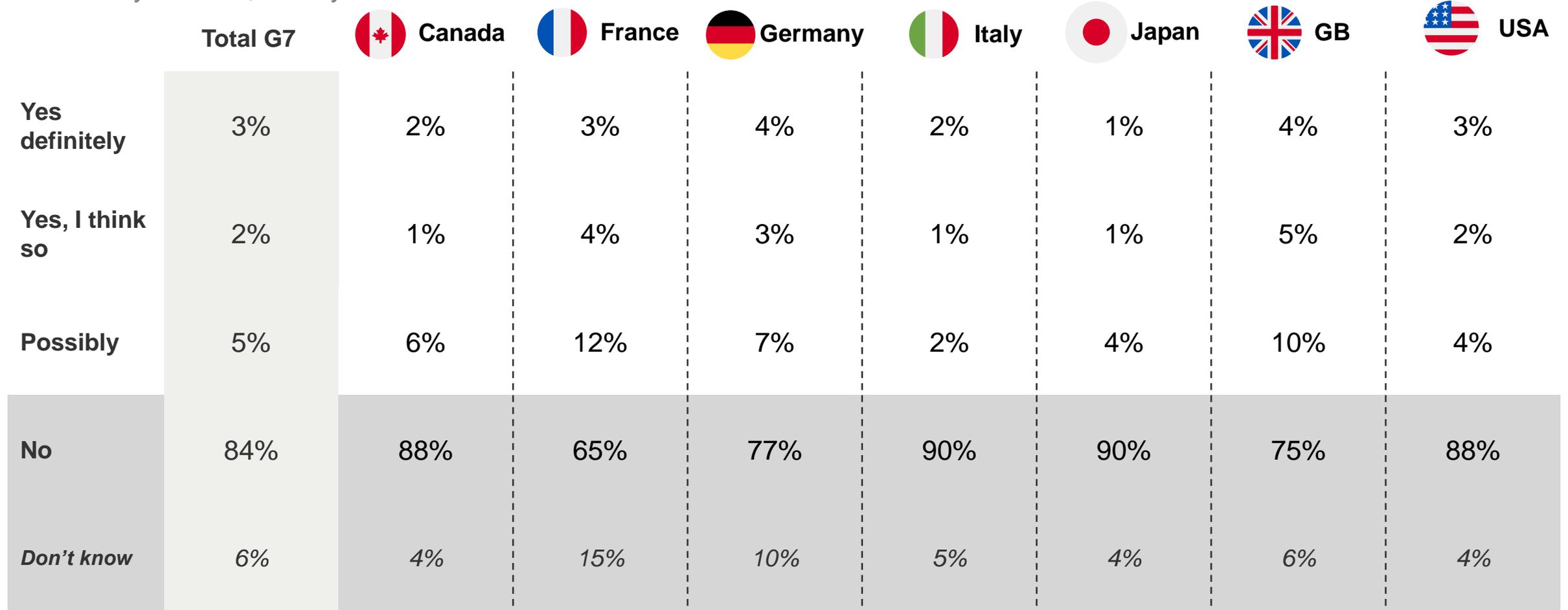
Family health impact of Covid-19 🌡️

As far as you know, has a close family member or friend contracted the coronavirus ?

	Total G7	Canada	France	Germany	Italy	Japan	GB	USA
Yes definitely	3%	2%	4%	3%	4%	1%	6%	3%
Yes, I think so	3%	1%	5%	4%	2%	2%	7%	2%
Possibly	7%	9%	15%	8%	5%	3%	13%	6%
No	80%	83%	60%	76%	83%	90%	69%	82%
Don't know	7%	5%	16%	9%	7%	4%	5%	6%

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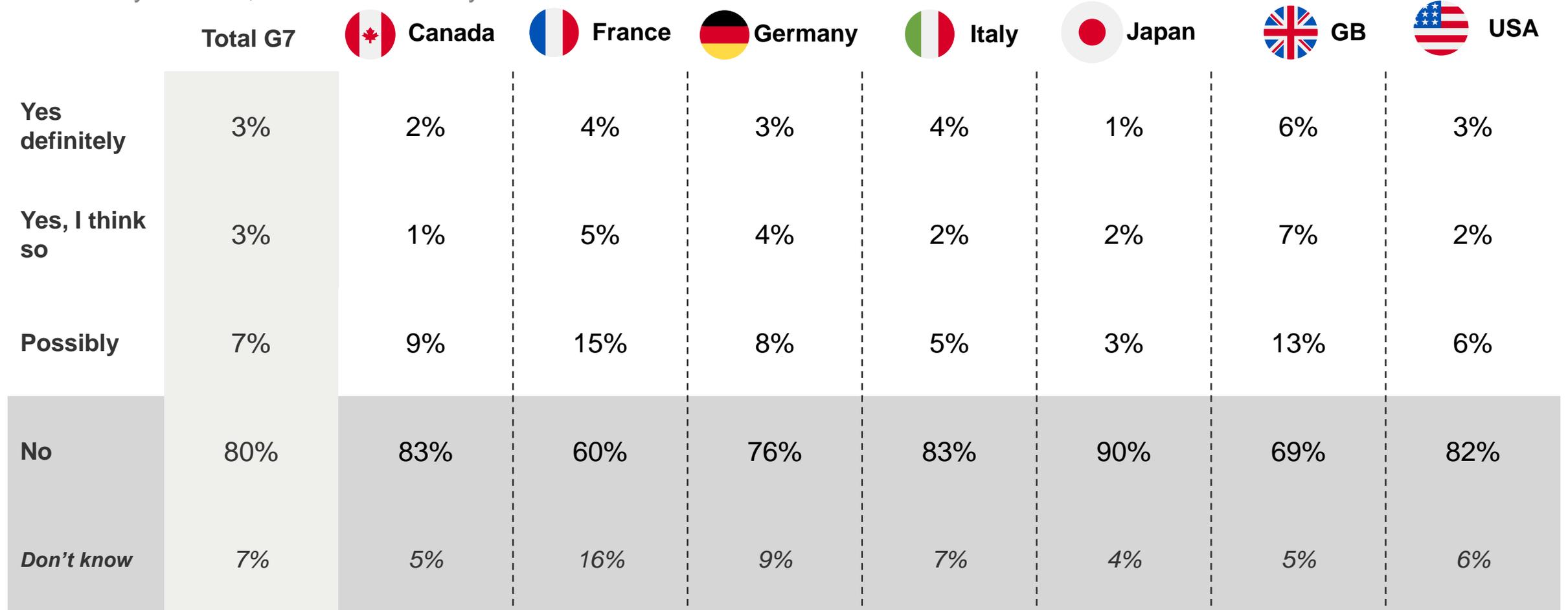
Annex1

Weighting

Weighting approach and data reliability assessment

All the data has been post-stratified so that the samples are representative of the relevant country population with respect to:
  (i)   gender crossed by age group, and
  (ii) gender crossed by degree-holding status (among 25-64 year olds).
Gender and age statistics were sourced from the US Census Bureau* and education statistics from the OECD**

Weighted and unweighted sample distributions for each country are shown on the following pages.

The country-level survey percentages quoted in this report have a standard margin of error*** of plus or minus three to four percentage points. However, analysts should be avoid drawing firm inferences from small between-country differences in results.

*https://www.census.gov/data-tools/demo/idb/region.php?N=%20Results%20&T=15&A=separate&RT=0&Y=2020&R=-1&C=CA,FR,GM,IT,JA,UK,US was used as the search term.
**https://www.oecd.org/education/education-at-a-glance/educationataglance2019-dataandmethodology.htm indicator A1, tables A1.1 and A1.2. Note that the age 25-34 male:female tertiary education ratio in table A1.2 has been used as a proxy for the male:female degree-holding ratio for the age range 25-64.
***The 'standard margin of error' is equivalent to the 95% confidence interval conditional on the sample being treated as a random sample from the population. An online panel sample is not a random sample but is weighted to reflect the demographic profile expected from a random sample and will usually have a similar 'random error' risk. The standard margin of error may be interpreted as a 5% risk that the true population value lies outside of the stated range (conditional on the sample assumptions outlined above).

Canada – unweighted and weighted distributions

Age * Gender

	Unweighted	Weighted
Male 16-24	75	63
Male 25-34	113	84
Male 35-44	82	80
Male 45-54	76	76
Male 55-64	89	84
Male 65+	76	105
Female 16-24	54	59
Female 25-34	130	80
Female 35-44	92	81
Female 45-54	69	78
Female 55-64	81	86
Female 65+	63	124

Age * Gender * Education level

	Unweighted	Weighted
Male 16-24	75	63
Female 16-24	54	59
Male 25-64 w/degree	175	89
Female 25-64 w/degree	160	118
Male 25-64 no degree	185	236
Female 25-64 no degree	212	207
Male 65+	76	105
Female 65+	63	124

France – unweighted and weighted distributions

Age * Gender

	Unweighted	Weighted
Male 16-24	79	68
Male 25-34	81	74
Male 35-44	89	75
Male 45-54	77	82
Male 55-64	118	75
Male 65+	59	110
Female 16-24	75	65
Female 25-34	86	72
Female 35-44	102	73
Female 45-54	58	82
Female 55-64	116	80
Female 65+	60	144

Age * Gender * Education level

	Unweighted	Weighted
Male 16-24	79	68
Female 16-24	75	65
Male 25-64 w/degree	149	63
Female 25-64 w/degree	127	75
Male 25-64 no degree	216	244
Female 25-64 no degree	235	232
Male 65+	59	110
Female 65+	60	144

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Germany – unweighted and weighted distributions

Age * Gender

	Unweighted	Weighted
Male 16-24	64	53
Male 25-34	74	71
Male 35-44	73	70
Male 45-54	93	85
Male 55-64	128	91
Male 65+	87	118
Female 16-24	56	51
Female 25-34	76	69
Female 35-44	74	70
Female 45-54	86	84
Female 55-64	123	92
Female 65+	70	149

Age * Gender * Education level

	Unweighted	Weighted
Male 16-24	64	53
Female 16-24	56	51
Male 25-64 w/degree	86	87
Female 25-64 w/degree	76	93
Male 25-64 no degree	282	230
Female 25-64 no degree	283	222
Male 65+	87	118
Female 65+	70	149

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Italy – unweighted and weighted distributions

Age * Gender

	Unweighted	Weighted
Male 16-24	49	51
Male 25-34	102	63
Male 35-44	90	78
Male 45-54	84	94
Male 55-64	129	79
Male 65+	64	111
Female 16-24	39	50
Female 25-34	95	65
Female 35-44	106	80
Female 45-54	72	96
Female 55-64	113	84
Female 65+	57	147

Age * Gender * Education level

	Unweighted	Weighted
Male 16-24	49	51
Female 16-24	39	50
Male 25-64 w/degree	130	47
Female 25-64 w/degree	138	77
Male 25-64 no degree	275	268
Female 25-64 no degree	248	249
Male 65+	64	111
Female 65+	57	147

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Japan – unweighted and weighted distributions

Age * Gender

	Unweighted	Weighted
Male 16-24	31	52
Male 25-34	82	59
Male 35-44	71	70
Male 45-54	83	81
Male 55-64	149	70
Male 65+	74	147
Female 16-24	25	47
Female 25-34	88	58
Female 35-44	91	74
Female 45-54	75	83
Female 55-64	158	70
Female 65+	73	189

Age * Gender * Education level

	Unweighted	Weighted
Male 16-24	31	52
Female 16-24	25	47
Male 25-64 w/degree	184	82
Female 25-64 w/degree	111	92
Male 25-64 no degree	201	198
Female 25-64 no degree	301	192
Male 65+	74	147
Female 65+	73	189

Great Britain – unweighted and weighted distributions

Age * Gender

	Unweighted	Weighted
Male 16-24	70	65
Male 25-34	93	85
Male 35-44	100	80
Male 45-54	74	85
Male 55-64	94	78
Male 65+	88	102
Female 16-24	60	63
Female 25-34	105	82
Female 35-44	90	75
Female 45-54	75	82
Female 55-64	71	79
Female 65+	81	125

Age * Gender * Education level

	Unweighted	Weighted
Male 16-24	70	65
Female 16-24	60	63
Male 25-64 w/degree	126	111
Female 25-64 w/degree	92	122
Male 25-64 no degree	235	217
Female 25-64 no degree	249	196
Male 65+	88	102
Female 65+	81	125

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USA– unweighted and weighted distributions

Age * Gender

	Unweighted	Weighted
Male 16-24	59	74
Male 25-34	136	89
Male 35-44	77	79
Male 45-54	59	75
Male 55-64	74	77
Male 65+	93	94
Female 16-24	74	71
Female 25-34	116	85
Female 35-44	78	79
Female 45-54	76	77
Female 55-64	84	83
Female 65+	74	116

Age * Gender * Education level

	Unweighted	Weighted
Male 16-24	59	74
Female 16-24	74	71
Male 25-64 w/degree	140	107
Female 25-64 w/degree	143	131
Male 25-64 no degree	206	214
Female 25-64 no degree	211	194
Male 65+	93	94
Female 65+	74	116

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Overall – unweighted and weighted distributions

For "total" analysis conducted across nations – the results from each nation have been weighted in respect to their population (aged 16+).

Country

	Unweighted	Weighted
Canada	1,000	344
France	1,000	599
Germany	1,004	759
Italy	1,000	587
Japan	1,000	1,194
GB	1,001	587
USA	1,000	2,933

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