

People are ambiguous about new technology according to the WIN World Survey (WWS)

WIN International, the world's leading association in market research and polling, has today published Part 2 of the 2018 WIN World Survey (WWS) exploring the outlook, expectations, views and beliefs of 30,890 people from 40 countries across the globe.

Headlines

- 42% of people are concerned that Apps may use their personal data
- The rate of rejection of APPS that use personal data is as high as 80% in Indonesia but as low as 9% in India and Brazil
- The use of Artificial Intelligence (AI) to replace any tasks done by doctors is rejected by 3 people out of 10 of the world's population (29%)

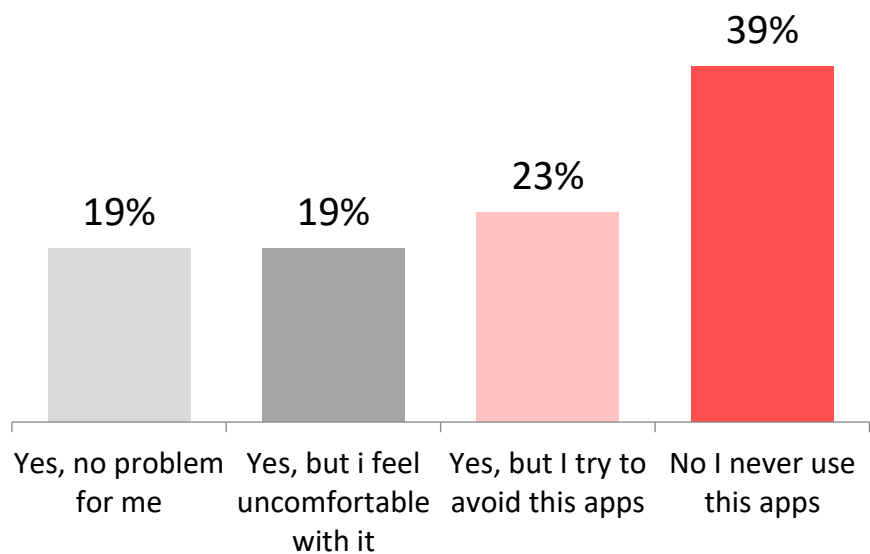
- Rejection of AI as a replacement for tasks done by doctors is highest in Germany (43%)
- People in low-cost countries are much more concerned about losing their jobs to AI and/or Automation in the next 10 years
- Those with higher education feel more secure (67%) that their jobs will not be replaced by AI/Automation in the next 10 years

APPS and Personal Data

Almost 40% (39%) of people would never use these apps especially females (40%), older people 55+ (50%) and 62% of people with no or little education.



**Do you use
APPS that
gather and track
your personal
data**



Only 19% of people globally had no problem with APPS that use their personal data. Males (21%), Young people 18 – 24yrs (25%) and those who had completed higher levels of Education (23%) are least concerned.

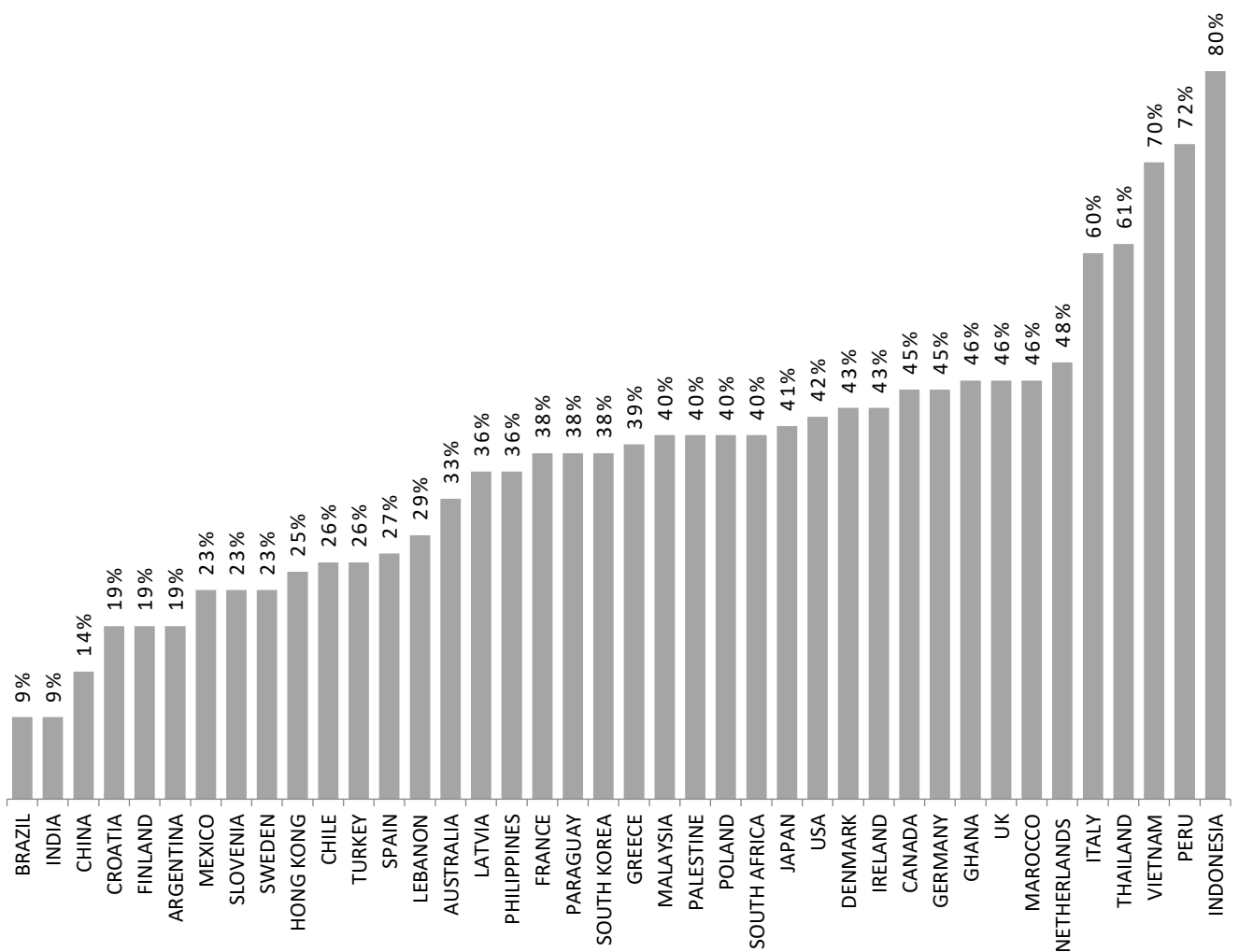
Countries have very different rates of rejection of APPS that use personal data.

The acceptance and rejection of APPS that use personal data varies greatly by country. Brazil, India and China report low levels

of rejection whilst Indonesia, Peru, Vietnam, Thailand and Italy report very high rejection of these apps. It should be noted that the reported (Wikipedia 2017 data) penetration of smartphones in Indonesia (25%) and Vietnam (30%) is low, penetration in Peru (42%) and Thailand (44%) is moderate whilst Italy is high at 68%.



% Who would never use an APP that tracks personal data



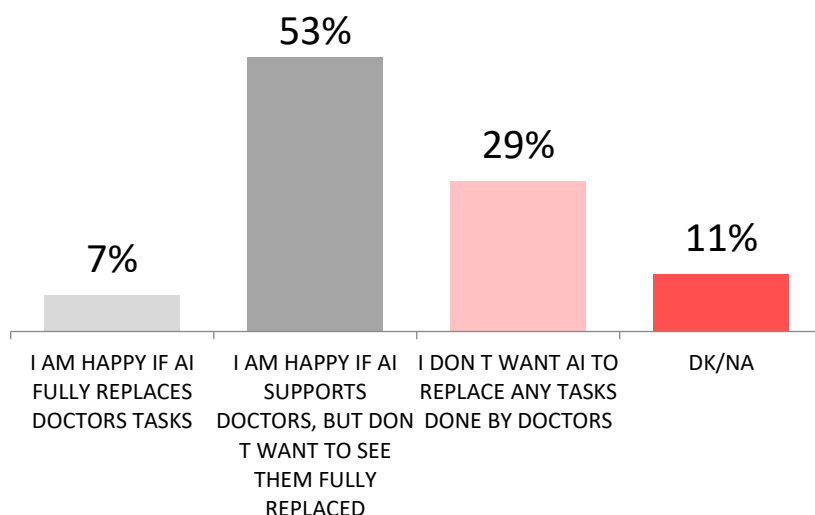
AI and the medical profession

When asked “would you be happy for AI to replace tasks done by the doctor in the future?” only 7% said YES they would be happy if AI fully replaces doctor’s tasks. Full replacement is very high in India (24%), Lebanon (22%), China (17%) and Palestine (16%). This may indicate an issue with health care in these countries or it could be a call for increased use of technology to assist in patient care.

The majority (53%) of people around the world would be happy to have AI assist doctors but not to fully replace them. This moderate response is highest amongst those with high education (64%).



AI TO REPLACE TASKS DONE BY THE DOCTOR IN THE FUTURE

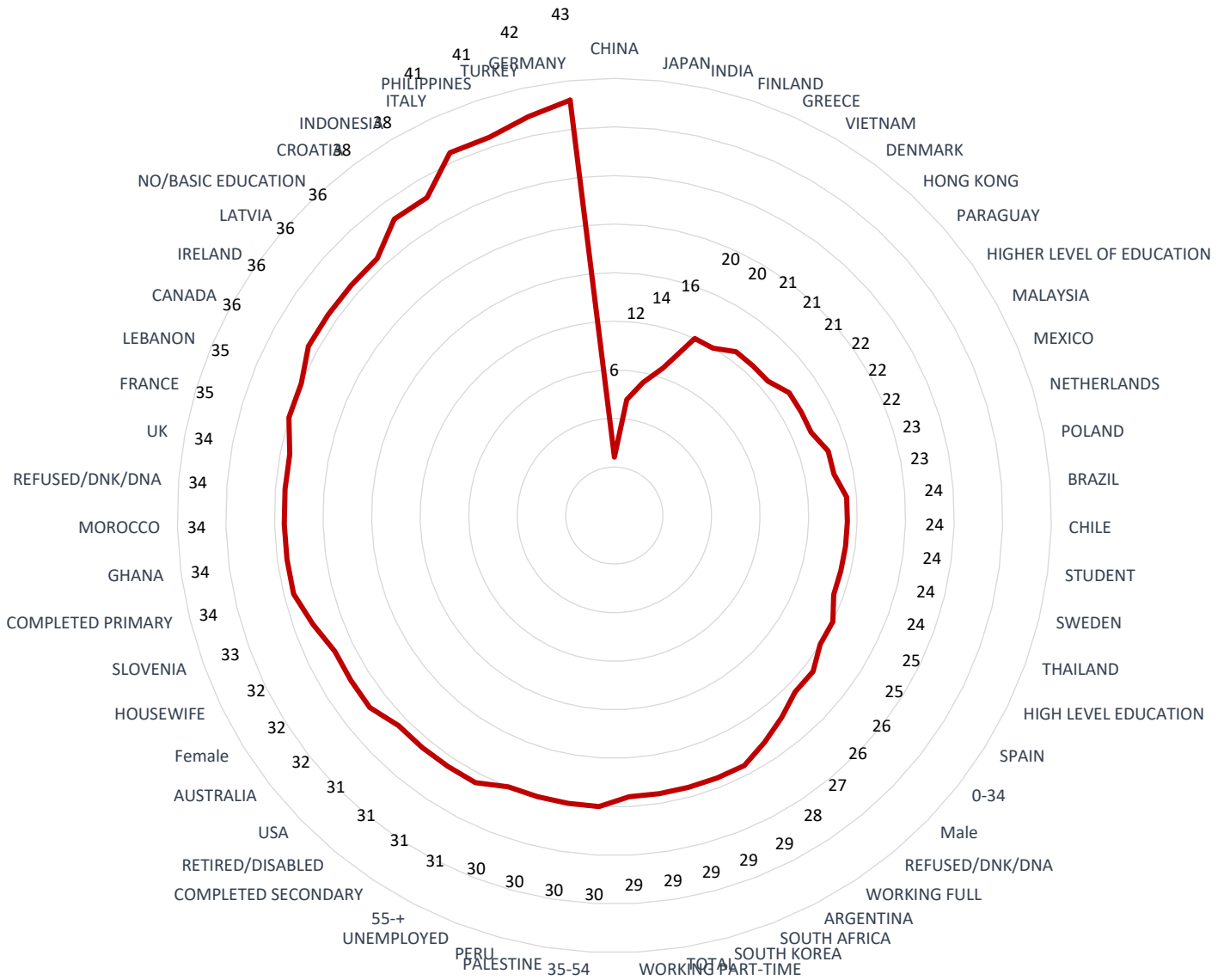


The outright rejection of Artificial Intelligence in the medical profession is relatively high at 29%. This opinion is higher amongst females (32%). Somewhat surprisingly, the rejection of AI as a replacement for any tasks done by doctors is highest in Germany (43%) and also high in other G7 countries - with the exception of Japan (12%):

- Germany 43%
- Italy 41%
- Canada 36%
- France 35%
- United Kingdom 34%
- USA 31%
- Japan 12%



Rejection of AI as a replacement for any tasks done by doctors

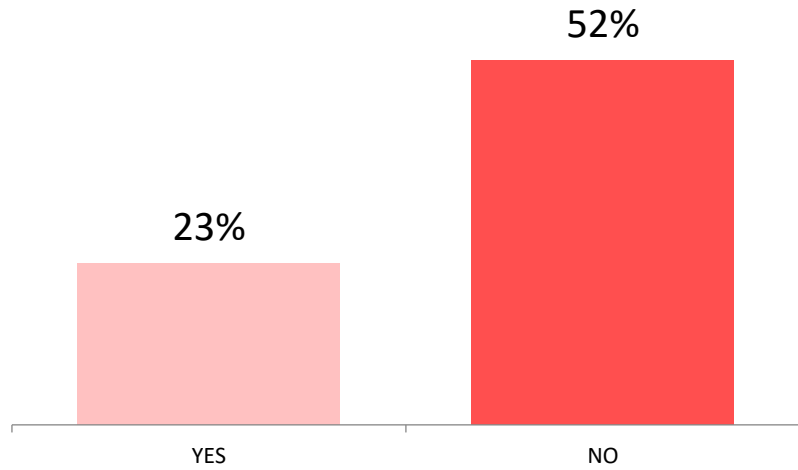


AI, Automation and Employment

The majority (52%) of the world's population is NOT afraid of losing their jobs in the next 10 years due to AI or automation. This is a surprising result given the long 10-year horizon.



Are you afraid to lose your job in ten years because of automation or AI

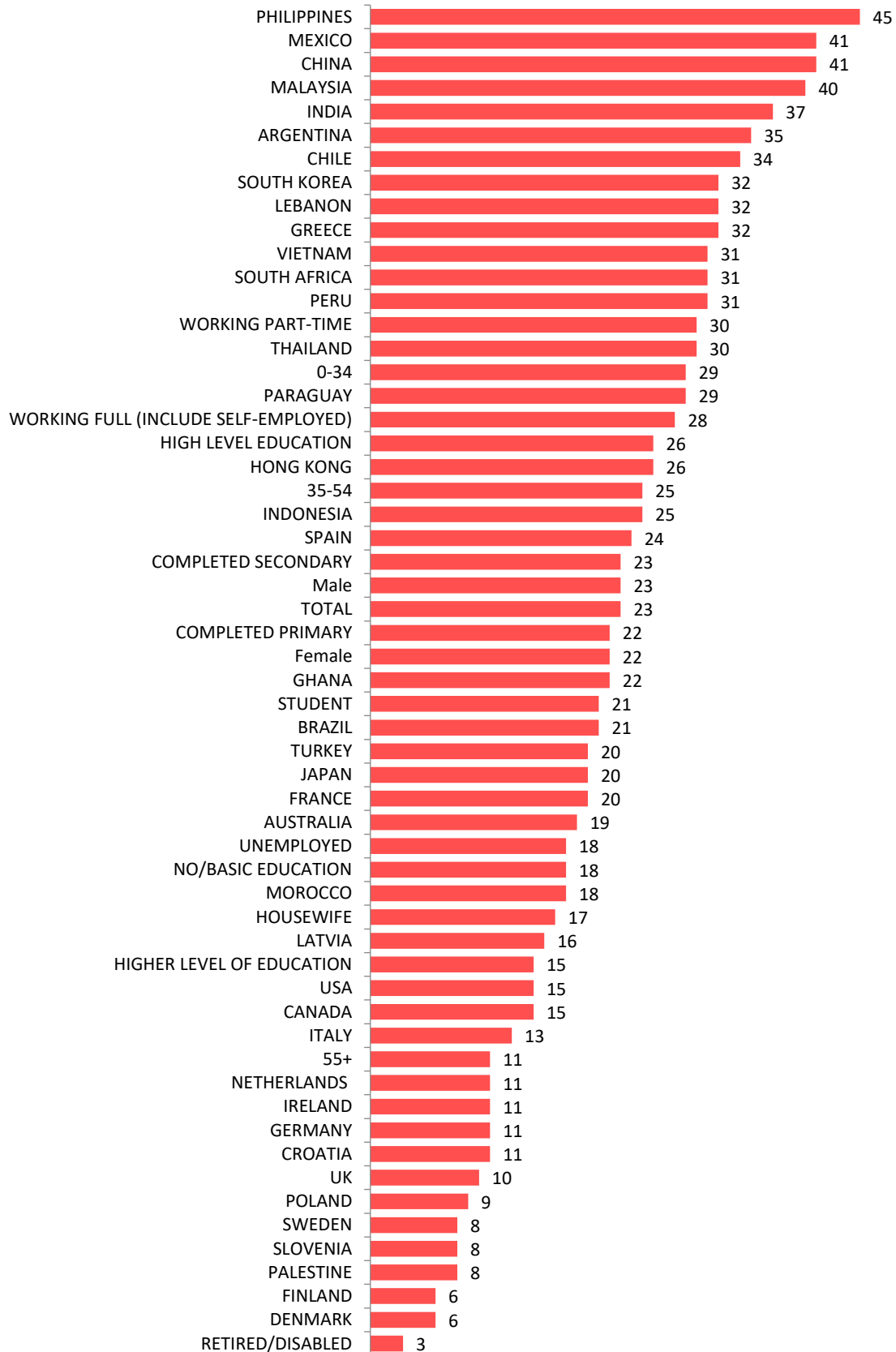


The people in some of the low-cost countries of the world are most afraid of losing their jobs:

- Philippines 45%
- Mexico 41%
- China 41%
- Malaysia 40%
- India 37%
- Argentina 35%



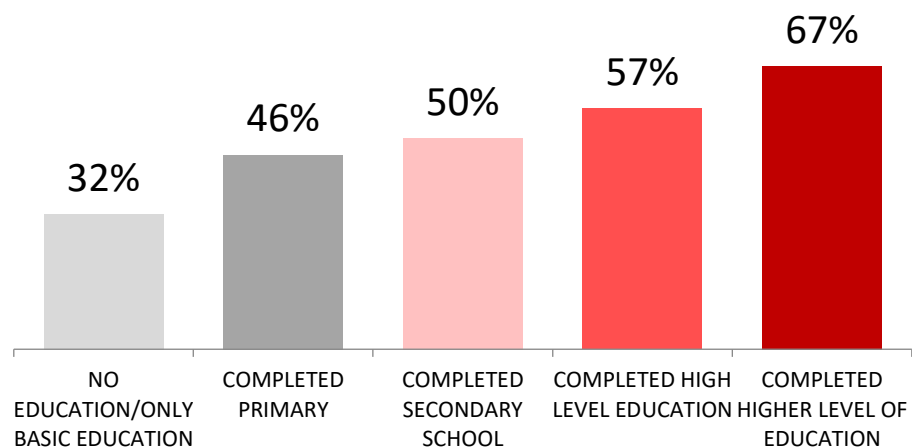
Yes, I am afraid of losing my job in the next ten years because of automation or Artificial Intelligence



On the contrary those currently working full time (including the self-employed (70%) feel more secure. Males are feeling more secure (57%) than females (48%) and those with higher education feel more secure than those with low education.

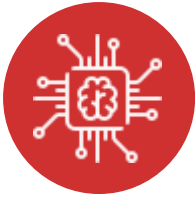


No, I am not afraid of losing my job in the next ten years because of automation or AI

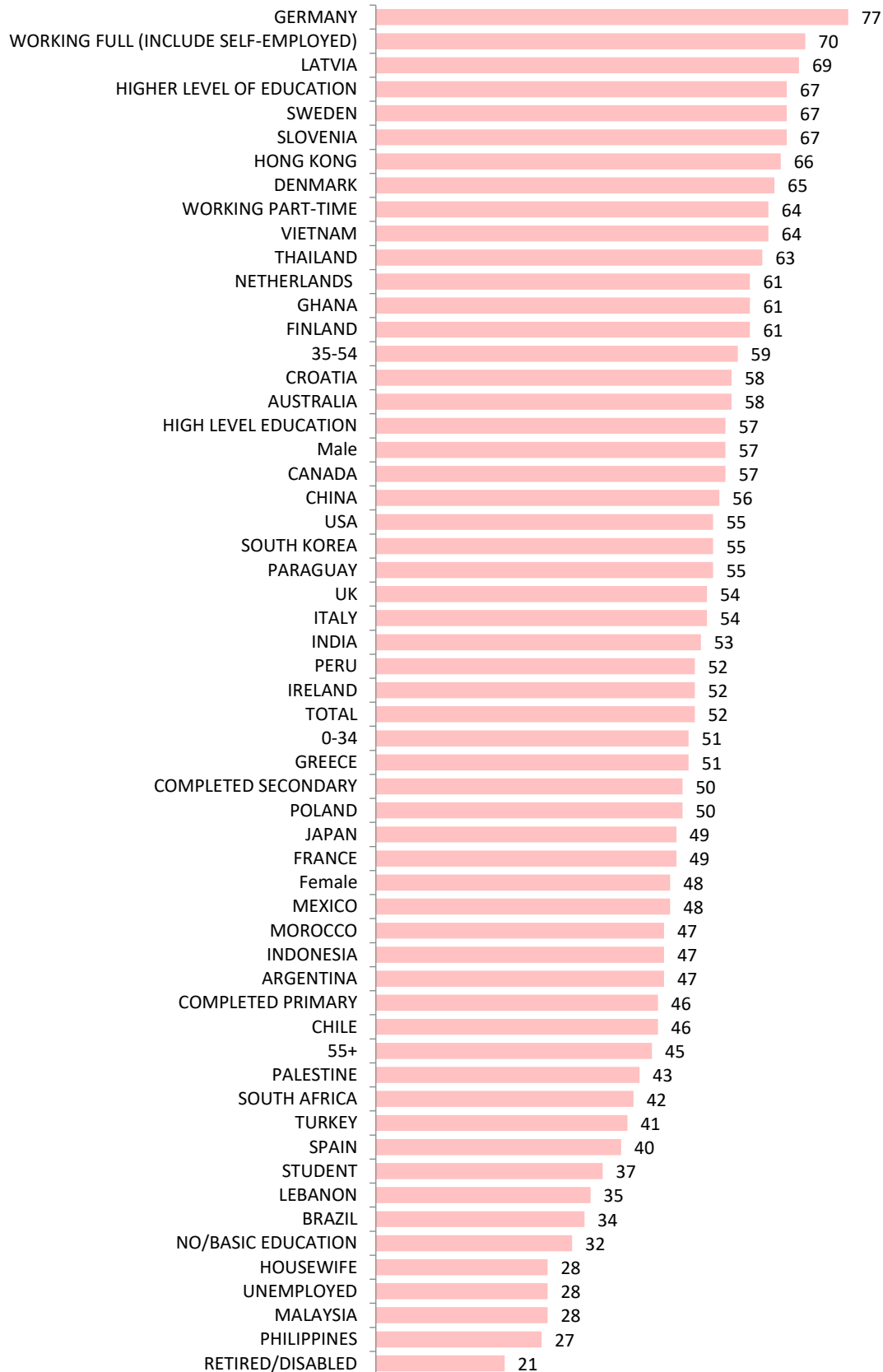


Workers in the G7 also feel that they will not lose their job in the next ten years because of automation or Artificial Intelligence, in a range varying from 77% in Germany to 49% in France:

- Germany 77%
- Canada 57%
- USA 55%
- Italy 54%
- United Kingdom 54%
- France 49%
- Japan 49%



No, I am not afraid of losing my job in the next ten years because of automation or Artificial Intelligence



Vilma Scarpino, President of WIN International Association, said: “Technology is increasingly impacting on the daily life of people around the world, but we are reacting in contrary ways. 42% of people are concerned about Apps that use their personal data, the majority (53%) of people around the world would be happy to have AI assist doctors but not to fully replace them. Many of the workers in the low-cost countries are afraid that AI/Automation will replace their jobs while workers in the advanced economies are less afraid.

This global survey shows the value of education in understanding the advantages of technology and its likely impact on our daily lives”.

-ENDS-

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NOTES FOR EDITORS**Methodology:**

The WWS (WIN Worldwide Survey) is a study conducted every year with the purpose to measure people's thoughts, expectations, worries and perceptions related to relevant topics for society and business.

Sample Size and Mode of Field Work:

A total of 30,890 persons were interviewed globally. See below for sample details. The fieldwork was conducted during October 2018 – January 2019. The margin of error for the survey is between 2.4 and 4.4 at 95% confidence level.

The global average has been computed according to the share of the covered adult population of the surveyed countries.

About the WIN survey:

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent.

Our assets are:

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailor-made global and local solutions to meet clients' needs
- Innovation: access to the latest strategic consultancy, tool development and branded solutions
- Local experts: access to a network of experts that truly understand the local culture, market and business needs
- Trust: highest quality of talented members in all countries covered

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: Third World issues, advertising and media research as well as retail, economics, and corporate research.

Table # 1:

AI TO REPLACE TASKS DONE BY THE DOCTOR IN THE FUTURE (By Country)

Artificial Intelligence is more and more used in medicine, to what extent will you be happy for AI to replace tasks done by the doctor in the future

	I AM HAPPY IF AI FULLY REPLACES DOCTORS TASKS	I AM HAPPY IF AI SUPPORTS DOCTORS, BUT DON T WANT TO SEE THEM FULLY REPLACED	I DON T WANT AI TO REPLACE ANY TASKS DONE BY DOCTORS	DK/NA
	Row%	Row%	Row%	Row%
Global average only these cities Country Weights	7%	53%	29%	11%
ARGENTINA	5%	55%	29%	11%
AUSTRALIA	4%	60%	32%	4%
BRAZIL	4%	59%	24%	14%
CANADA	7%	50%	36%	7%
CHILE	6%	60%	24%	9%
CHINA	17%	74%	6%	3%
CROATIA	3%	52%	38%	6%
DENMARK	5%	64%	21%	10%
FINLAND	5%	77%	16%	1%
FRANCE	4%	53%	35%	8%
GERMANY	2%	47%	43%	8%
GHANA	9%	38%	34%	19%
GREECE	5%	72%	20%	3%
HONG KONG	5%	68%	21%	6%
INDIA	24%	61%	14%	1%
INDONESIA	4%	31%	38%	27%
IRELAND	5%	48%	36%	11%
ITALY	3%	35%	41%	21%
JAPAN	10%	63%	12%	15%
LATVIA	5%	50%	36%	9%
LEBANON	22%	37%	35%	6%
MALAYSIA	8%	61%	22%	9%
MEXICO	9%	66%	22%	3%
MOROCCO	4%	25%	34%	36%
NETHERLANDS	4%	57%	23%	15%
PALESTINE	16%	39%	30%	15%
PARAGUAY	3%	71%	21%	5%
PERU	8%	50%	30%	12%
PHILIPPINES	8%	33%	41%	19%
POLAND	6%	54%	23%	17%
SLOVENIA	4%	57%	33%	6%
SOUTH AFRICA	9%	51%	29%	12%
SOUTH KOREA	11%	56%	29%	3%
SPAIN	4%	66%	25%	5%
SWEDEN	4%	58%	24%	14%
THAILAND	4%	46%	24%	26%
TURKEY	8%	36%	42%	14%
UK	5%	53%	34%	9%
USA	10%	48%	31%	11%
VIETNAM	6%	66%	20%	8%

Table # 2:

AI TO REPLACE TASKS DONE BY THE DOCTOR IN THE FUTURE (By Region)

Artificial Intelligence is more and more used in medicine, to what extent will you be happy for AI to replace tasks done by the doctor in the future

	Col%	I AM HAPPY IF AI FULLY REPLACES DOCTORS TASKS Row%	I AM HAPPY IF AI SUPPORTS DOCTORS, BUT DON T WANT TO SEE THEM FULLY REPLACED Row%	I DON T WANT AI TO REPLACE ANY TASKS DONE BY DOCTORS Row%	DK/NA Row%
All Regions	100	7%	53%	29%	11%
MENA	3%	20%	38%	33%	10%
EUROPE	44%	4%	52%	32%	11%
APAC	29%	9%	55%	25%	11%
AMERICAS	16%	7%	57%	27%	9%
AFRICA	7%	9%	48%	30%	13%
All Continents	100	7%	53%	29%	11%
AFRICA	7%	9%	48%	30%	13%
AMERICA	16%	7%	57%	27%	9%
ASIA	33%	10%	51%	26%	12%
EUROPE	41%	4%	53%	31%	11%
OCEANIA	2%	4%	60%	32%	4%
G-7	100	5%	50%	33%	12%
GERMANY	17%	2%	47%	43%	8%
ITALY	17%	3%	35%	41%	21%
JAPAN	17%	10%	63%	12%	15%
CANADA	8%	7%	50%	36%	7%
USA	8%	10%	48%	31%	11%
UK	17%	5%	53%	34%	9%
FRANCE	17%	4%	53%	35%	8%
BRIC	100	12%	59%	20%	8%
CHINA	27%	17%	74%	6%	3%
SOUTH AFRICA	46%	9%	51%	29%	12%
INDIA	13%	24%	61%	14%	1%
BRAZIL	14%	4%	59%	24%	14%
G-20	100	8%	53%	29%	10%
GERMANY	7%	2%	47%	43%	8%
ITALY	7%	3%	35%	41%	21%
JAPAN	7%	10%	63%	12%	15%
INDONESIA	7%	4%	31%	38%	27%
CANADA	4%	7%	50%	36%	7%
CHINA	7%	17%	74%	6%	3%
MEXICO	4%	9%	66%	22%	3%
SOUTH AFRICA	12%	9%	51%	29%	12%
USA	4%	10%	48%	31%	11%
INDIA	4%	24%	61%	14%	1%
BRAZIL	4%	4%	59%	24%	14%
UK	7%	5%	53%	34%	9%
FRANCE	7%	4%	53%	35%	8%
SOUTH KOREA	11%	11%	56%	29%	3%
AUSTRALIA	5%	4%	60%	32%	4%
ARGENTINA	4%	5%	55%	29%	11%

Table # 3:

AI TO REPLACE TASKS DONE BY THE DOCTOR IN THE FUTURE (Per Demographics)

Artificial Intelligence is more and more used in medicine, to what extent will you be happy for AI to replace tasks done by the doctor in the future

	Col%	I AM HAPPY IF AI FULLY REPLACES DOCTORS TASKS	I AM HAPPY IF AI SUPPORTS DOCTORS, BUT DON T WANT TO SEE THEM FULLY REPLACED	I DON T WANT AI TO REPLACE ANY TASKS DONE BY DOCTORS	DK/NA
		Row%	Row%	Row%	Row%
Gender	100.00%	7%	53%	29%	11%
Male	49.01%	9%	55%	26%	11%
Female	50.99%	5%	51%	32%	11%
Age	100.00%	7%	53%	29%	11%
0-34	36.41%	9%	54%	26%	11%
35-54	38.23%	7%	52%	30%	11%
55-+	25.36%	4%	54%	31%	11%
Education	100.00%	7%	53%	29%	11%
NO EDUCATION/ONLY BASIC EDUCATION	3.21%	6%	28%	36%	30%
COMPLETED PRIMARY	9.74%	7%	40%	34%	19%
COMPLETED SECONDARY SCHOOL	45.98%	6%	51%	31%	12%
COMPLETED HIGH LEVEL EDUCATION	32.12%	8%	60%	25%	7%
COMPLETED HIGHER LEVEL OF EDUCATION	8.20%	8%	64%	22%	6%
REFUSED/DNK/DNA	0.76%	9%	26%	27%	38%
WORK	100.00%	60%	9%	30%	1%
WORKING FULL (INCLUDE SELF-EMPLOYED)	49.45%	7%	55%	28%	10%
WORKING PART-TIME	11.33%	8%	52%	29%	10%
UNEMPLOYED	10.15%	8%	45%	30%	17%
STUDENT	7.42%	10%	57%	24%	9%
HOUSEWIFE	8.62%	6%	47%	32%	15%
RETIRED/DISABLED	11.29%	4%	54%	31%	11%
REFUSED/DNK/DNA	1.73%	5%	29%	34%	32%

**** ROUNDING OFF OF DECIMALS:** There may be a slight difference of 1% in some instances. Exact figures are available elsewhere. There is also a slight possibility that the figures vary up to a maximum of 1% between different versions of the press releases.

Table # 4:

USAGE OF APPS THAT GATHER AND TRACK PERSONAL DATA (By Country)

Do you use APPs that gather and track your personal data					
	YES, NO PROBLEM FOR ME	YES, BUT I FEEL UNCOMFORTABLE WITH IT	YES, BUT I TRY TO AVOID THIS APPS	NO, I NEVER USE THIS APPS	
	Row%	Row%	Row%	Row%	
Global average only these cities Country Weights	19%	19%	23%	39%	
ARGENTINA	33%	16%	32%	19%	
AUSTRALIA	23%	22%	22%	33%	
BRAZIL	35%	43%	13%	9%	
CANADA	18%	18%	19%	45%	
CHILE	19%	21%	35%	26%	
CHINA	23%	37%	25%	14%	
CROATIA	24%	14%	44%	19%	
DENMARK	26%	12%	19%	43%	
FINLAND	20%	22%	40%	19%	
FRANCE	15%	18%	29%	38%	
GERMANY	18%	13%	25%	45%	
GHANA	19%	20%	15%	46%	
GREECE	13%	18%	31%	39%	
HONG KONG	12%	29%	34%	25%	
INDIA	21%	36%	35%	9%	
INDONESIA	7%	7%	5%	80%	
IRELAND	19%	17%	22%	43%	
ITALY	11%	9%	20%	60%	
JAPAN	11%	17%	32%	41%	
LATVIA	18%	13%	33%	36%	
LEBANON	39%	14%	18%	29%	
MALAYSIA	18%	21%	21%	40%	
MEXICO	20%	24%	33%	23%	
MOROCCO	14%	21%	20%	46%	
NETHERLANDS	17%	13%	21%	48%	
PALESTINE	15%	23%	22%	40%	
PARAGUAY	11%	17%	33%	38%	
PERU	6%	11%	12%	72%	
PHILIPPINES	35%	13%	15%	36%	
POLAND	12%	17%	31%	40%	
SLOVENIA	23%	10%	44%	23%	
SOUTH AFRICA	18%	21%	20%	40%	
SOUTH KOREA	20%	30%	12%	38%	
SPAIN	17%	29%	27%	27%	
SWEDEN	24%	24%	29%	23%	
THAILAND	15%	14%	9%	61%	
TURKEY	37%	17%	19%	26%	
UK	17%	20%	17%	46%	
USA	20%	20%	18%	42%	
VIETNAM	17%	6%	7%	70%	

Table # 5:

USAGE OF APPS THAT GATHER AND TRACK PERSONAL DATA (By Region)

Do you use APPs that gather and track your personal data						
	Col%	YES, NO PROBLEM FOR ME Row%	YES, BUT I FEEL UNCOMFORTABLE WITH IT Row%	YES, BUT I TRY TO AVOID THIS APPS Row%	NO, I NEVER USE THIS APPS Row%	
All Regions	100	19%	19%	23%	39%	
MENA	3%	28%	18%	20%	34%	
EUROPE	44%	19%	17%	26%	37%	
APAC	29%	19%	21%	19%	41%	
AMERICAS	16%	19%	20%	24%	37%	
AFRICA	7%	18%	21%	19%	42%	
All Continents	100	19%	19%	23%	39%	
AFRICA	7%	18%	21%	19%	42%	
AMERICA	16%	19%	20%	24%	37%	
ASIA	33%	21%	21%	18%	40%	
EUROPE	41%	18%	17%	27%	38%	
OCEANIA	2%	23%	22%	22%	33%	
G-7	100	15%	16%	24%	46%	
GERMANY	17%	18%	13%	25%	45%	
ITALY	17%	11%	9%	20%	60%	
JAPAN	17%	11%	17%	32%	41%	
CANADA	8%	18%	18%	19%	45%	
USA	8%	20%	20%	18%	42%	
UK	17%	17%	20%	17%	46%	
FRANCE	17%	15%	18%	29%	38%	
BRIC	100	22%	31%	23%	25%	
CHINA	27%	23%	37%	25%	14%	
SOUTH AFRICA	46%	18%	21%	20%	40%	
INDIA	13%	21%	36%	35%	9%	
BRAZIL	14%	35%	43%	13%	9%	
G-20	100	18%	21%	21%	39%	
GERMANY	7%	18%	13%	25%	45%	
ITALY	7%	11%	9%	20%	60%	
JAPAN	7%	11%	17%	32%	41%	
INDONESIA	7%	7%	7%	5%	80%	
CANADA	4%	18%	18%	19%	45%	
CHINA	7%	23%	37%	25%	14%	
MEXICO	4%	20%	24%	33%	23%	
SOUTH AFRICA	12%	18%	21%	20%	40%	
USA	4%	20%	20%	18%	42%	
INDIA	4%	21%	36%	35%	9%	
BRAZIL	4%	35%	43%	13%	9%	
UK	7%	17%	20%	17%	46%	
FRANCE	7%	15%	18%	29%	38%	
SOUTH KOREA	11%	20%	30%	12%	38%	
AUSTRALIA	5%	23%	22%	22%	33%	
ARGENTINA	4%	33%	16%	32%	19%	

Table # 6:

USAGE OF APPS THAT GATHER AND TRACK PERSONAL DATA (By Demographics)

Do you use APPs that gather and track your personal data

		Col%	YES, NO PROBLEM FOR ME	YES, BUT I FEEL UNCOMFORTABLE WITH IT	YES, BUT I TRY TO AVOID THIS APPS	NO, I NEVER USE THIS APPS
			Row%	Row%	Row%	Row%
Gender		100.00%	19%	19%	23%	39%
	Male	49.01%	21%	19%	22%	37%
	Female	50.99%	17%	19%	24%	40%
Age		100.00%	19%	19%	23%	39%
	0-34	36.41%	24%	22%	23%	31%
	35-54	38.23%	18%	20%	24%	38%
	55+	25.36%	13%	14%	23%	50%
Education		100.00%	19%	19%	23%	39%
	NO EDUCATION/ONLY BASIC EDUCATION	3.21%	16%	8%	14%	62%
	COMPLETED PRIMARY	9.74%	17%	14%	17%	52%
	COMPLETED SECONDARY SCHOOL	45.98%	18%	17%	23%	41%
	COMPLETED HIGH LEVEL EDUCATION	32.12%	20%	23%	25%	31%
	COMPLETED HIGHER LEVEL OF EDUCATION	8.20%	23%	23%	26%	27%
	REFUSED/DNK/DNA	0.76%	11%	13%	24%	51%
WORK		100.00%	60%	9%	30%	1%
	WORKING FULL (INCLUDE SELF-EMPLOYED)	49.45%	22%	21%	24%	34%
	WORKING PART-TIME	11.33%	17%	19%	23%	40%
	UNEMPLOYED	10.15%	16%	16%	19%	48%
	STUDENT	7.42%	22%	24%	27%	27%
	HOUSEWIFE	8.62%	17%	15%	20%	47%
	RETIRED/DISABLED	11.29%	14%	13%	23%	49%
	REFUSED/DNK/DNA	1.73%	10%	12%	13%	65%

**Table # 7:
JOBS AND AUTOMATION (By Country)**

Are you afraid to lose your job in the next ten years because of automation or Artificial Intelligence			
		YES	NO
		Row%	Row%
	Global average only these cities Country Weights	23%	52%
	ARGENTINA	35%	47%
	AUSTRALIA	19%	58%
	BRAZIL	21%	34%
	CANADA	15%	57%
	CHILE	34%	46%
	CHINA	41%	56%
	CROATIA	11%	58%
	DENMARK	6%	65%
	FINLAND	6%	61%
	FRANCE	20%	49%
	GERMANY	11%	77%
	GHANA	22%	61%
	GREECE	32%	51%
	HONG KONG	26%	66%
	INDIA	37%	53%
	INDONESIA	25%	47%
	IRELAND	11%	52%
	ITALY	13%	54%
	JAPAN	20%	49%
	LATVIA	16%	69%
	LEBANON	32%	35%
	MALAYSIA	40%	28%
	MEXICO	41%	48%
	MOROCCO	18%	47%
	NETHERLANDS	11%	61%
	PALESTINE	8%	43%
	PARAGUAY	29%	55%
	PERU	31%	52%
	PHILIPPINES	45%	27%
	POLAND	9%	50%
	SLOVENIA	8%	67%
	SOUTH AFRICA	31%	42%
	SOUTH KOREA	32%	55%
	SPAIN	24%	40%
	SWEDEN	8%	67%
	THAILAND	30%	63%
	TURKEY	20%	41%
	UK	10%	54%
	USA	15%	55%
	VIETNAM	31%	64%

Table # 8:
JOBS AND AUTOMATION (By Region)

Are you afraid to lose your job in the next ten years because of automation or Artificial Intelligence				
		Col%	YES	NO
			Row%	Row%
All Regions		100	23%	52%
	MENA	3%	21%	39%
	EUROPE	44%	14%	57%
	APAC	29%	31%	51%
	AMERICAS	16%	29%	49%
	AFRICA	7%	29%	46%
All Continents		100	23%	52%
	AFRICA	7%	29%	46%
	AMERICA	16%	29%	49%
	ASIA	33%	30%	48%
	EUROPE	41%	14%	58%
	OCEANIA	2%	19%	58%
G-7		100	15%	56%
	GERMANY	17%	11%	77%
	ITALY	17%	13%	54%
	JAPAN	17%	20%	49%
	CANADA	8%	15%	57%
	USA	8%	15%	55%
	UK	17%	10%	54%
	FRANCE	17%	20%	49%
BRIC		100	33%	46%
	CHINA	27%	41%	56%
	SOUTH AFRICA	46%	31%	42%
	INDIA	13%	37%	53%
	BRAZIL	14%	21%	34%
G-20		100	24%	52%
	GERMANY	7%	11%	77%
	ITALY	7%	13%	54%
	JAPAN	7%	20%	49%
	INDONESIA	7%	25%	47%
	CANADA	4%	15%	57%
	CHINA	7%	41%	56%
	MEXICO	4%	41%	48%
	SOUTH AFRICA	12%	31%	42%
	USA	4%	15%	55%
	INDIA	4%	37%	53%
	BRAZIL	4%	21%	34%
	UK	7%	10%	54%
	FRANCE	7%	20%	49%
	SOUTH KOREA	11%	32%	55%
	AUSTRALIA	5%	19%	58%
	ARGENTINA	4%	35%	47%

**Table # 9:
JOBS AND AUTOMATION (By Demographics)**

Are you afraid to lose your job in the next ten years because of automation or Artificial Intelligence				
		Col%	YES Row%	NO Row%
Gender		100.00%	23%	52%
	Male	49.01%	23%	57%
	Female	50.99%	22%	48%
Age		100.00%	23%	52%
	0-34	36.41%	29%	51%
	35-54	38.23%	25%	59%
	55+	25.36%	11%	45%
Education		100.00%	23%	52%
	NO EDUCATION/ONLY BASIC EDUCATION	3.21%	18%	32%
	COMPLETED PRIMARY	9.74%	22%	46%
	COMPLETED SECONDARY SCHOOL	45.98%	23%	50%
	COMPLETED HIGH LEVEL EDUCATION	32.12%	26%	57%
	COMPLETED HIGHER LEVEL OF EDUCATION	8.20%	15%	67%
	REFUSED/DNK/DNA	0.76%	13%	50%
WORK		100.00%	60%	9%
	WORKING FULL (INCLUDE SELF-EMPLOYED)	49.45%	28%	70%
	WORKING PART-TIME	11.33%	30%	64%
	UNEMPLOYED	10.15%	18%	28%
	STUDENT	7.42%	21%	37%
	HOUSEWIFE	8.62%	17%	28%
	RETIRED/DISABLED	11.29%	3%	21%
	REFUSED/DNK/DNA	1.73%	22%	44%

Methodology Sheet

	Country	Company Name	Methodology	Sample	Coverage	Field Dates
1	ARGENTINA	Voices! Research & Consultancy	CATI	520	National	December 6 th - December 18 th 2018
2	AUSTRALIA	Bastion Latitude	CAWI	715	National	November 20 th - 2 nd December 2018
3	BRAZIL	Market Analysis	CAWI	500	National	November 30 th - December 06 th 2018
4	CANADA	Leger 360	CAWI	500	National	November 10 th - November 19 th 2018
5	CHILE	Activa Research	CAWI	1032	National	November 7 th – November 11 th 2018
6	CHINA	Wisdom Asia	CAWI	1000	National/Urban	November 14 th - November 21 st 2018
7	CROATIA	Mediana	CAWI	508	National	November 6 th – November 8 th 2018
8	DENMARK	DMA Research A/S	CAWI	500	National	October 17 th – October 22 nd 2018
9	FINLAND	Taloustutkimus Oy	CAWI	500	National	October 16 th – October 22 nd 2018
10	FRANCE	BVA	CAWI	1000	National	November 23 rd – November 29 th 2018
11	GERMANY	Produkt + Markt	CAWI	1000	National	October 23 rd – November 6 th 2018
12	GHANA	Candino Global	CAPI	500	Urban	November 20 th – December 3 rd 2018
13	GREECE	Alternative Research Solutions	CAWI	500	National	October 26 th - November 4 th , 2018
14	HONG KONG	CSG (Consumer Search Group)	CAWI	505	National	October 28 th - November 21 st 2018
15	INDIA	DataPrompt International	CAWI	500	National	November 19 th – November 25 th 2018
16	INDONESIA	PT Deka Citra International	CAPI	1040	Urban	November 14 th – November 25 th 2018
17	IRELAND	RED C Research and Marketing Ltd	CAWI	1000	National	November 22 nd – November 27 th 2018
18	ITALY	DOXA	CAPI	1039	National	October 15 th – October 30 th 2018
19	JAPAN	NRC (Nippon Research Center)	CAWI	1000	National	November 15 th – November 20 th 2018
20	LATVIA	Research centre SKDS	CAWI	1005	National	October 24 th – October 31 st 2018
21	LEBANON	REACH SAL	CATI	500	National	October 12 th – November 10 th 2018
22	MALAYSIA	Compass Insights Sdn Bhd	CAWI	517	Urban	November 1 st – December 6 th 2018
23	MEXICO	Brand Investigation S.A de C.V (Brain)	CAWI	500	Urban	November 23 rd - December 3 rd 2018
24	NETHERLANDS	Motivaction International	CAWI	500	National	December 2018

25	PALESTINE	Palestinian Center for Public Opinion (PCPO)	TAPI	417	Urban/Rural	November 22 nd - December 2 nd 2018
26	PARAGUAY	ICA Consultoría Estratégica	CAWI	500	National	December 7 th - December 14 th 2018
27	PERU	DATUM Internacional	CAPI	1009	National	November 9 th - November 14 th 2018
28	PHILIPPINES	PSRC (Philippines Survey & Research Center Inc.)	PAPI	1000	National	November 6 th - November 20 th 2018
29	POLAND	MARECO POLSKA	CAWI	500	National	October 11 th - October 20 th 2018
30	SLOVENIA	Mediana	CAWI	505	National	November 6 th - November 8 th 2018
31	SOUTH AFRICA	Freshly Ground Insights (FGI)	CAWI	1700	Urban	October 23 rd - November 29 th 2018
32	SOUTH KOREA	Gallup Korea	PAPI	1500	National	November 7 th - November 30 th 2018
33	SPAIN	Instituto DYM	CAWI	1010	National	November 6 th - November 14 th 2018
34	SWEDEN	Origo Group	CAWI	1000	National	November 15 th - November 25 th 2018
35	THAILAND	Infosearch co.ltd	Face to Face	600	National	November 5 th - November 30 th 2018
36	TURKEY	Barem	CATI	1000	National	November 1 st - November 28 th 2018
37	UK	ORB International (Opinion Research Business)	CAWI	1001	National	December 7 th - December 10 th 2018
38	USA	Leger	CAWI	500	National	November 10 th - November 19 th 2018
39	VIETNAM	Indochina Research	Face to Face	600	Urban	November 5 th - November 23 rd 2018