



Global @dvisor

Same-Sex Marriage

*Citizens in 16 Countries Assess Their Views
on Same-Sex Marriage for a Total Global
Perspective*



These are the findings of the *Global @dvisor* Wave 45 (G@45), an Ipsos survey conducted between May 7th and May 21st, 2013.

SURVEY METHOD

- The survey instrument is conducted monthly in 25 core countries around the world via the Ipsos Online Panel system. In this study, 16 countries were surveyed.

COUNTRIES

- The countries reporting herein are Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, and the United States.

SAMPLE

- For the results of the survey an international sample of 12,484 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Poland, South Korea and Sweden where each have a sample of approximately 500+.

WEIGHTING

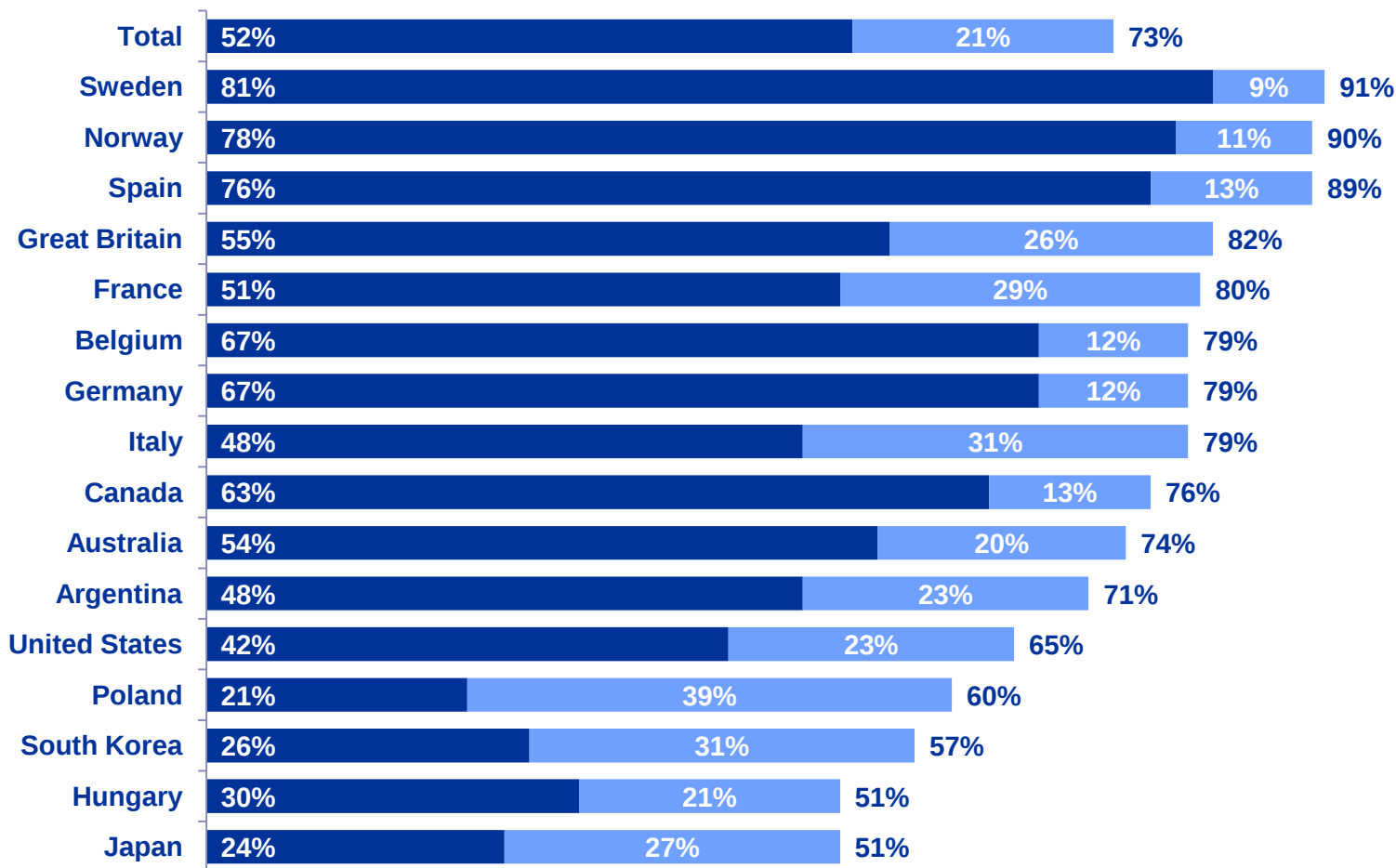
- Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

Same-Sex Marriage

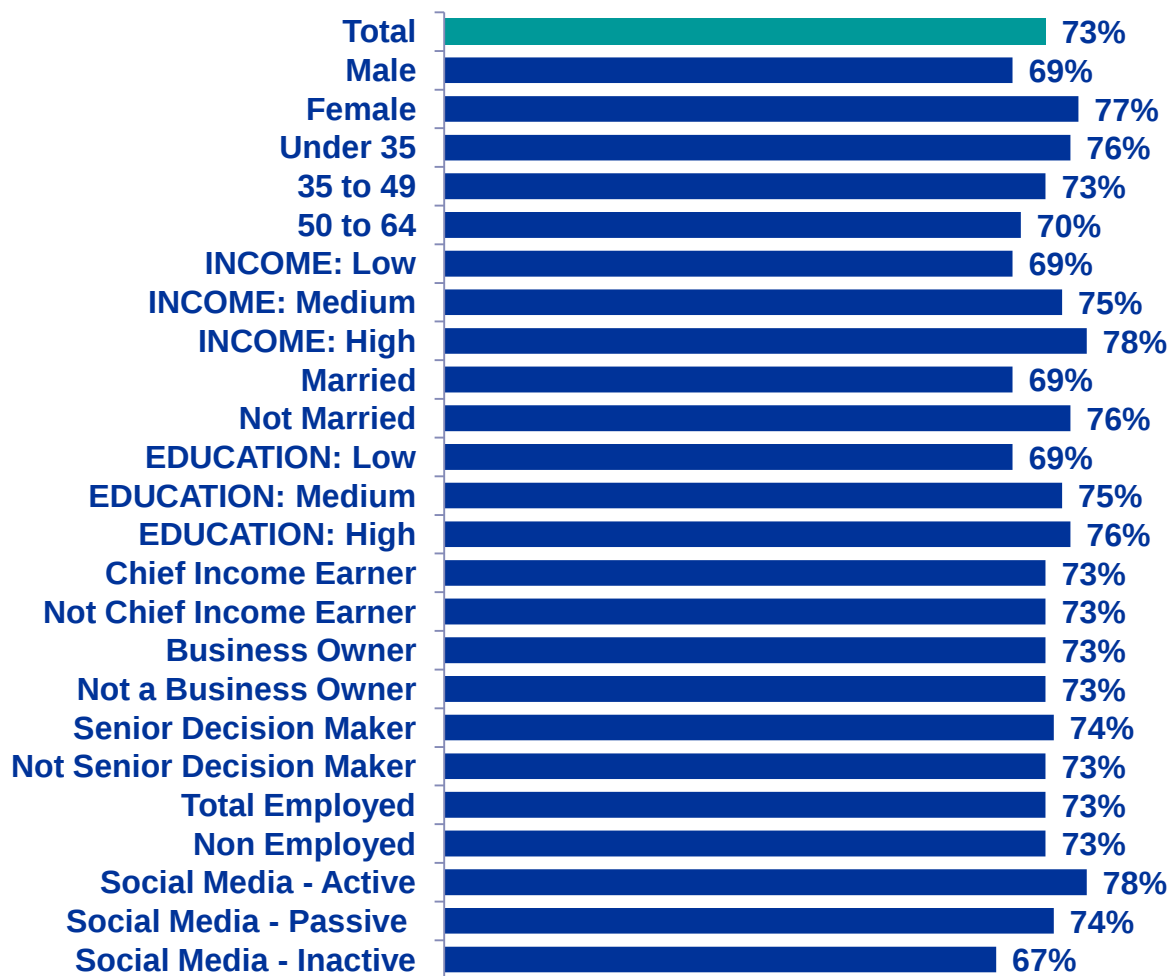
June 2013

When you think about the rights of same-sex couples, which of the following comes closest to your personal opinion?

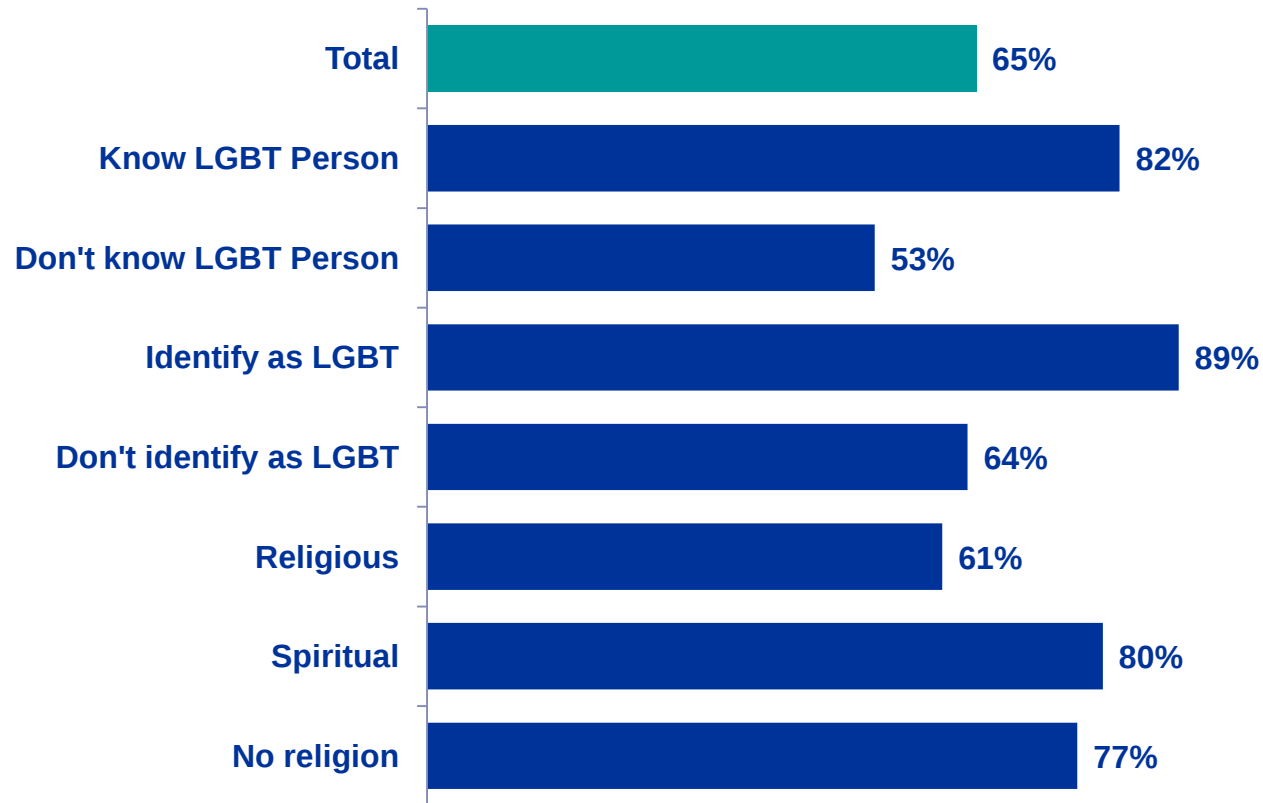
- Same-sex couples should be allowed to marry legally
- Same-sex couples should be allowed to obtain some kind of legal recognition, but not to marry



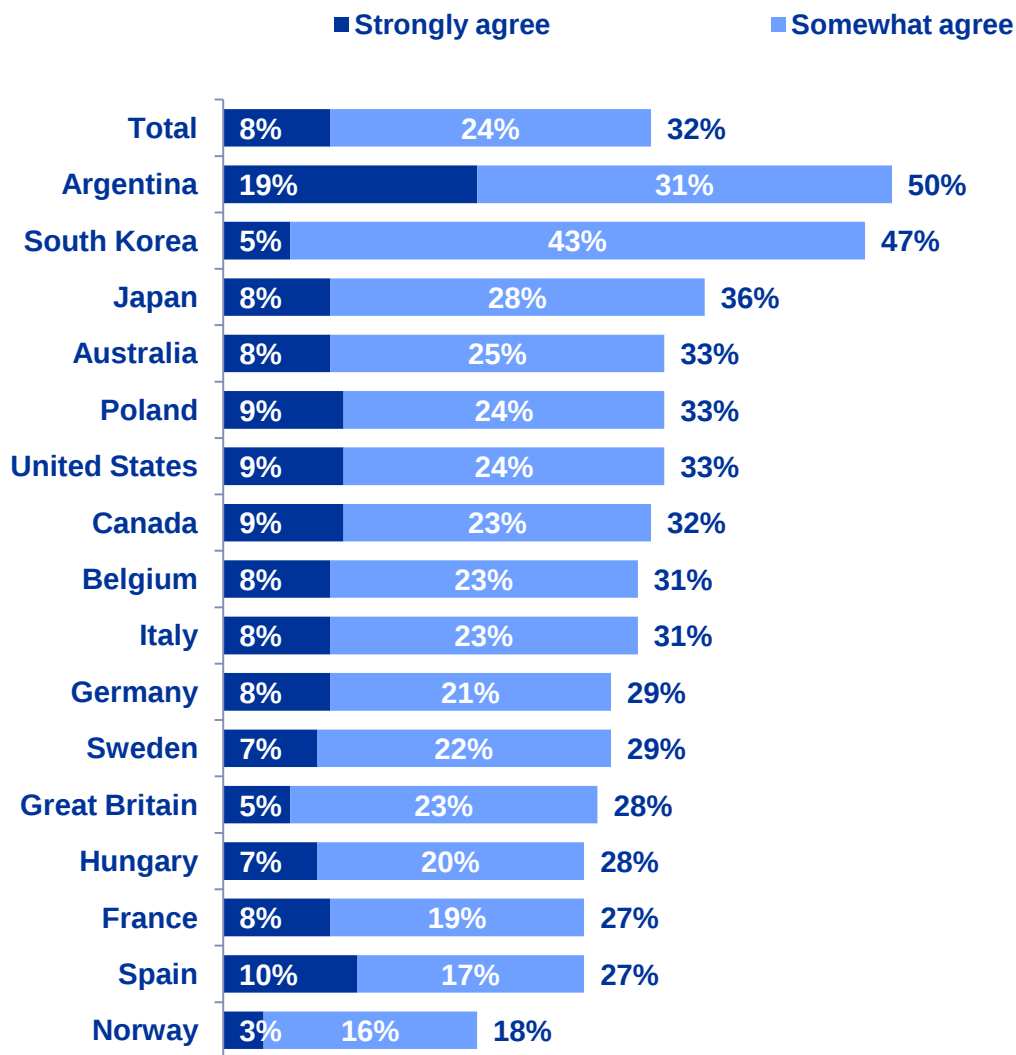
% Same-Sex marriage should be allowed



% Same-Sex marriage should be allowed



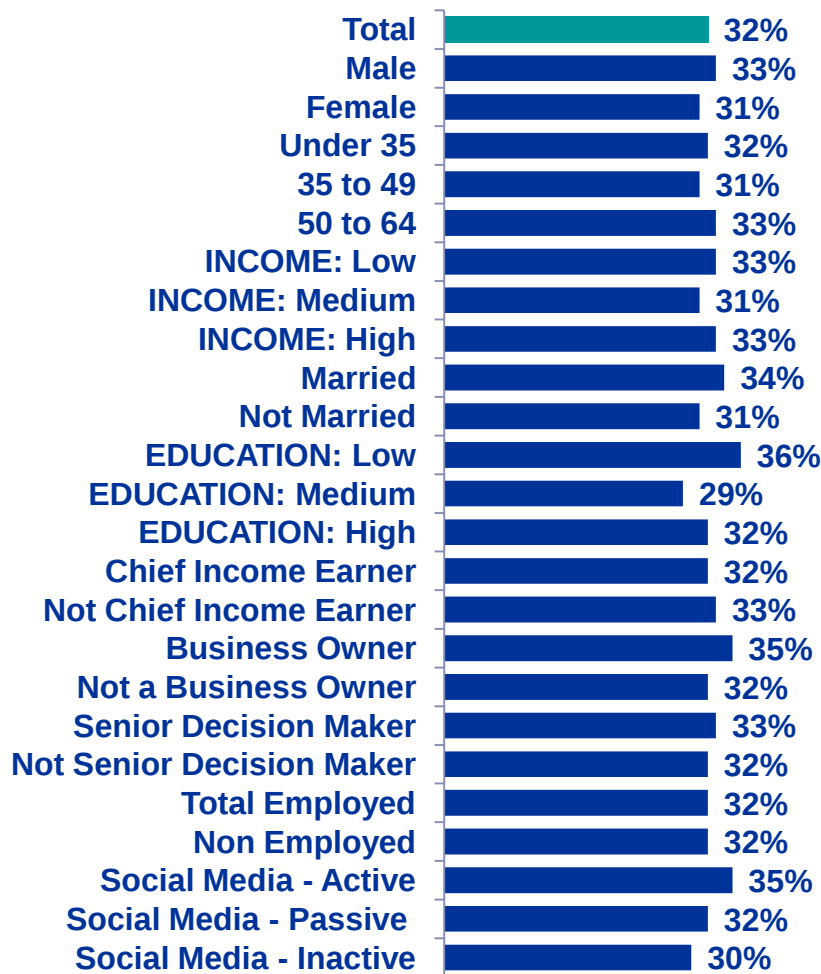
My views on same-sex marriage are different than they were five years ago.



HF2.1. [My views on same-sex marriage are different than they were five years ago.] Still thinking about same-sex marriage, to what extent do you agree or disagree with the following statements?

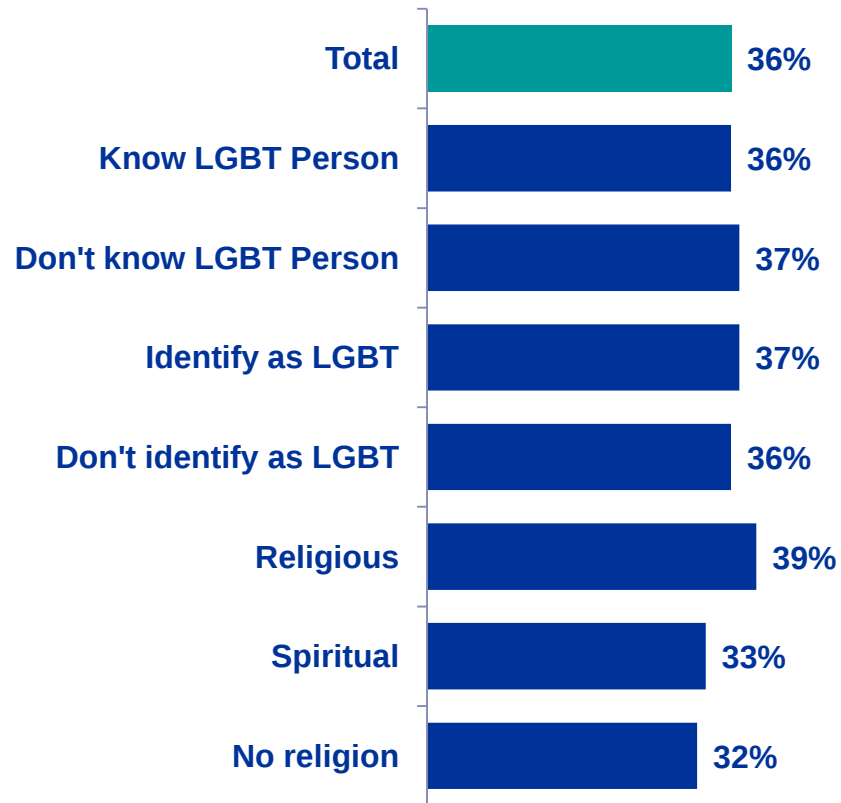
Demographics

% Strongly agree/Somewhat agree



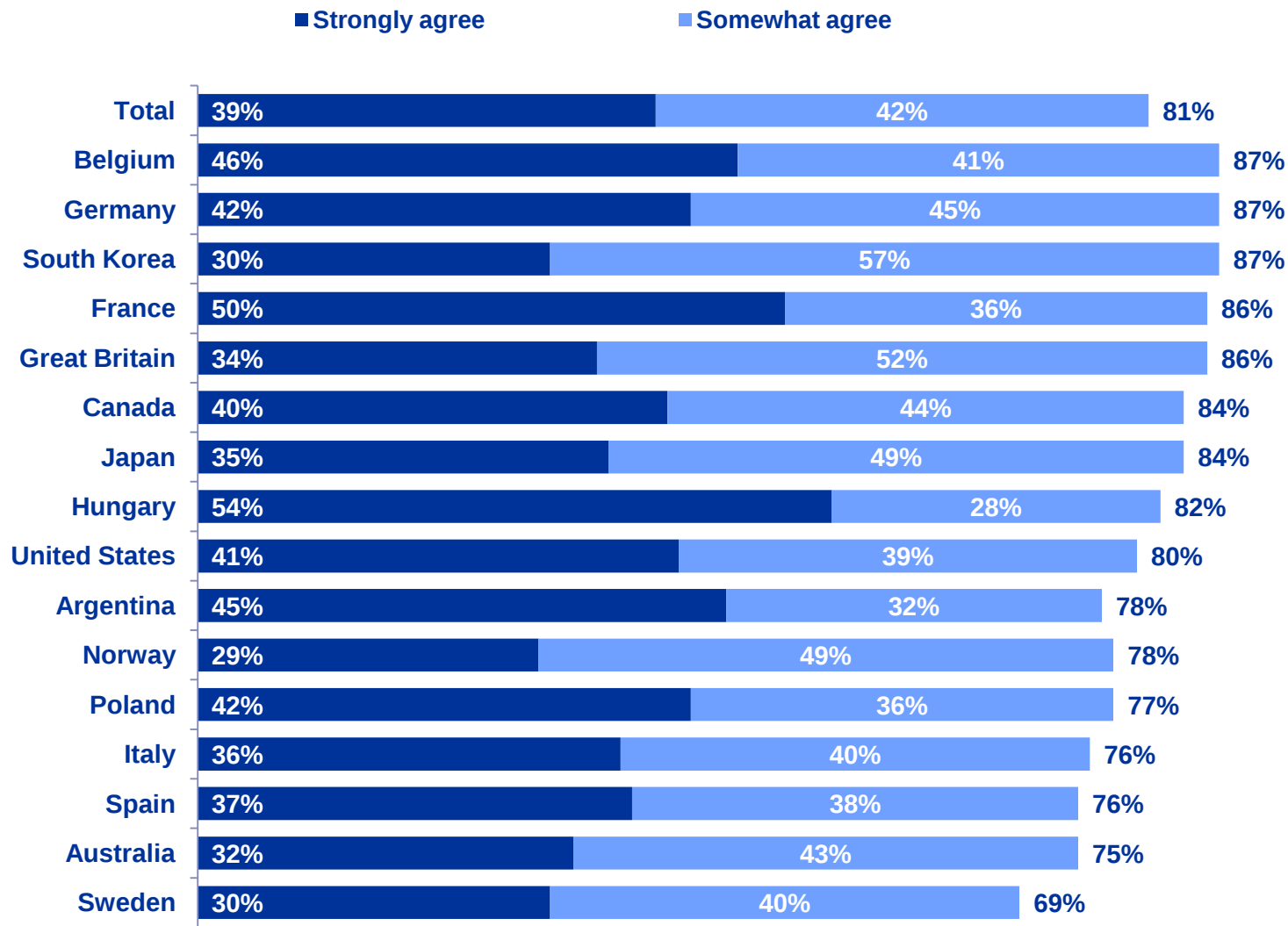
HF2.1. [My views on same-sex marriage are different than they were five years ago.] Still thinking about same-sex marriage, to what extent do you agree or disagree with the following statements?

% Strongly agree/Somewhat agree

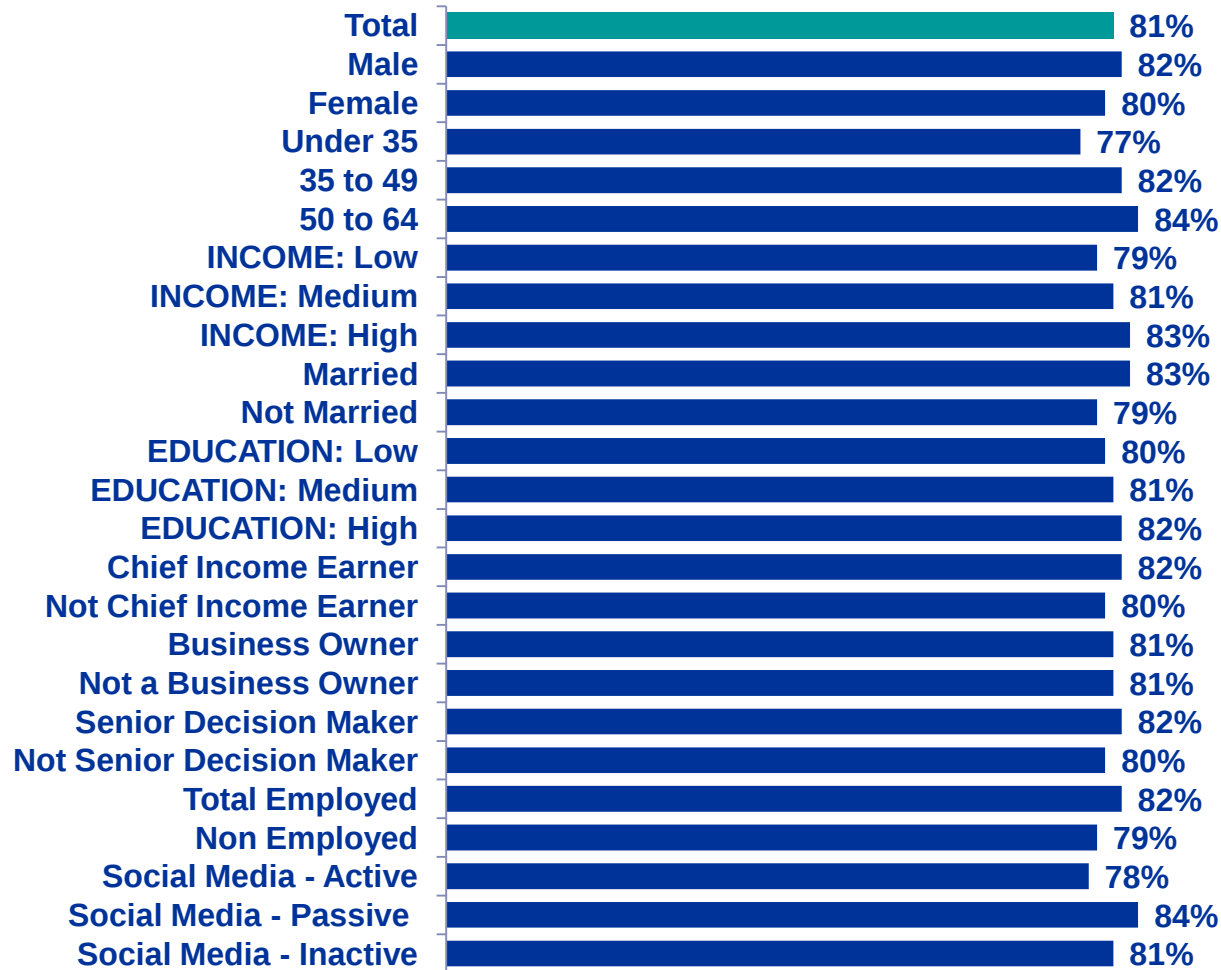


HF2.1. [My views on same-sex marriage are different than they were five years ago.] Still thinking about same-sex marriage, to what extent do you agree or disagree with the following statements?

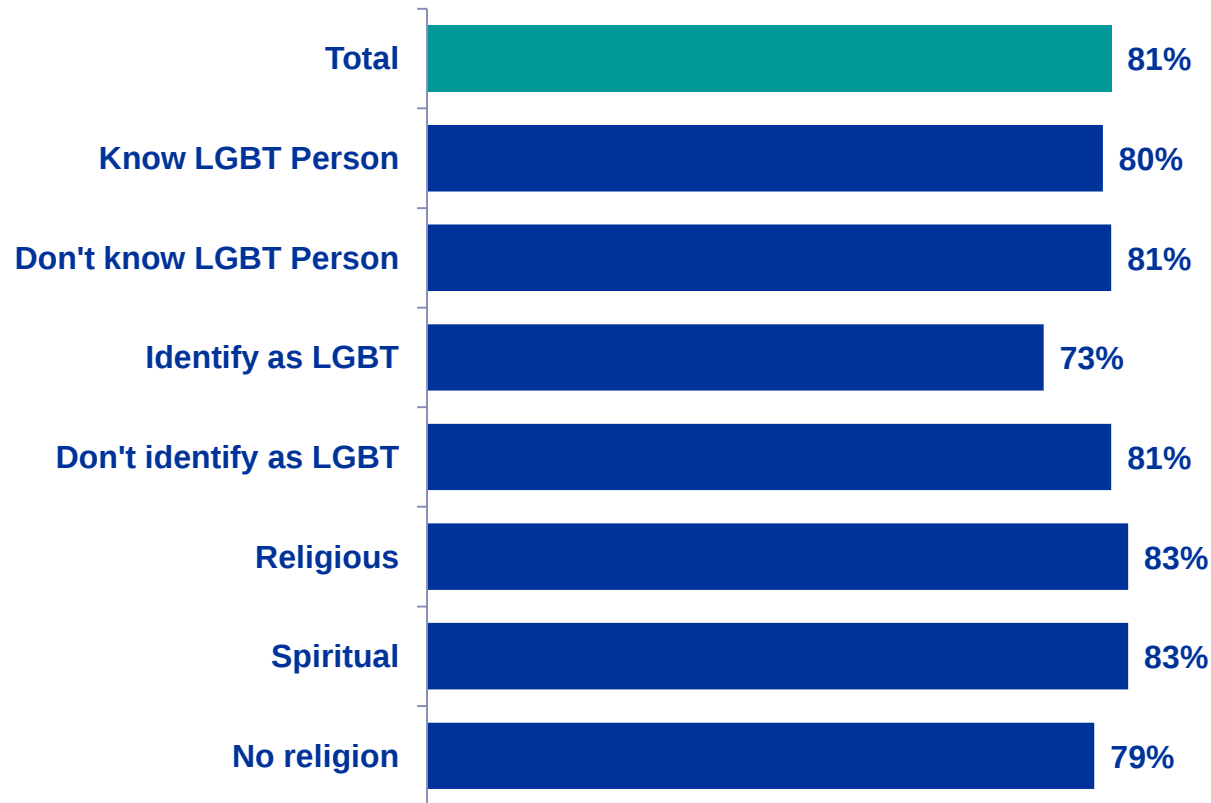
Some cultures are not ready for same-sex marriage.



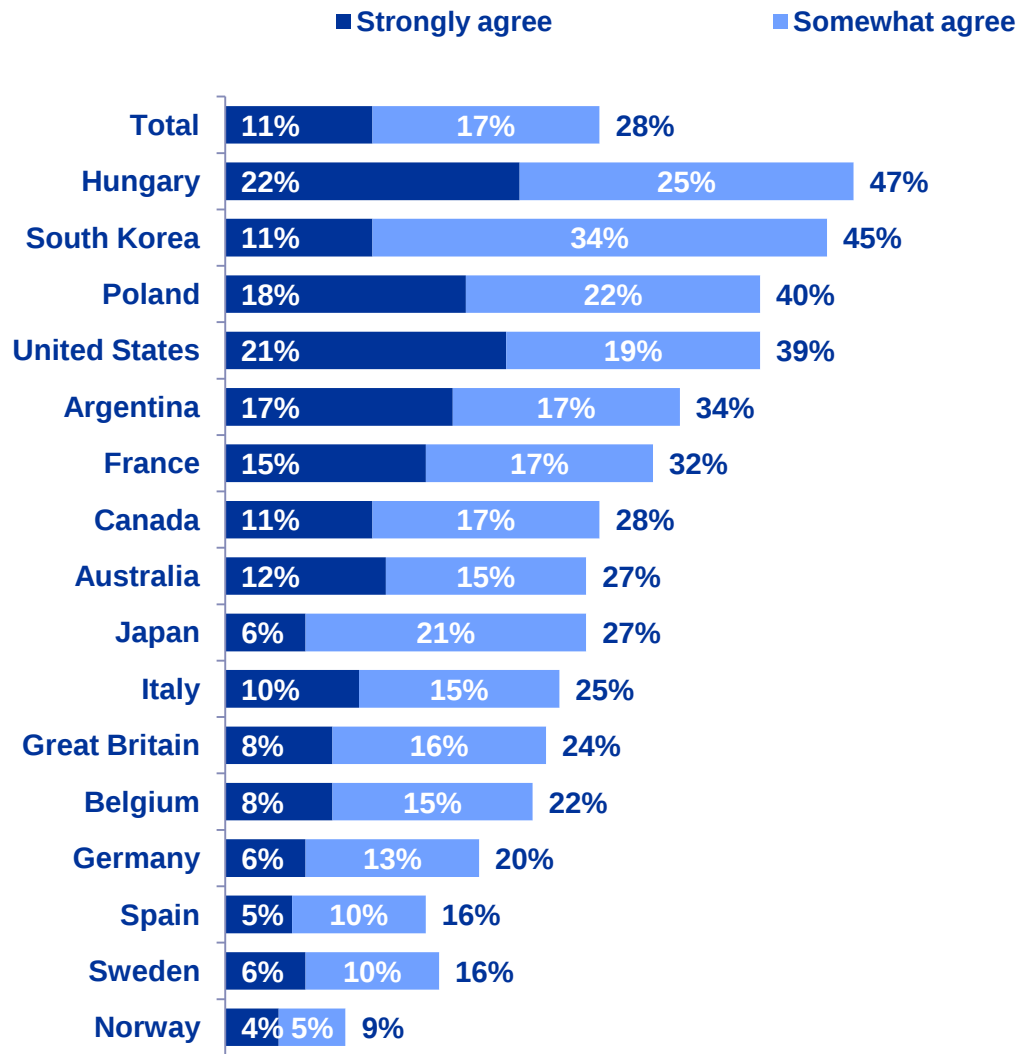
% Strongly agree/Somewhat agree



% Strongly agree/Somewhat agree

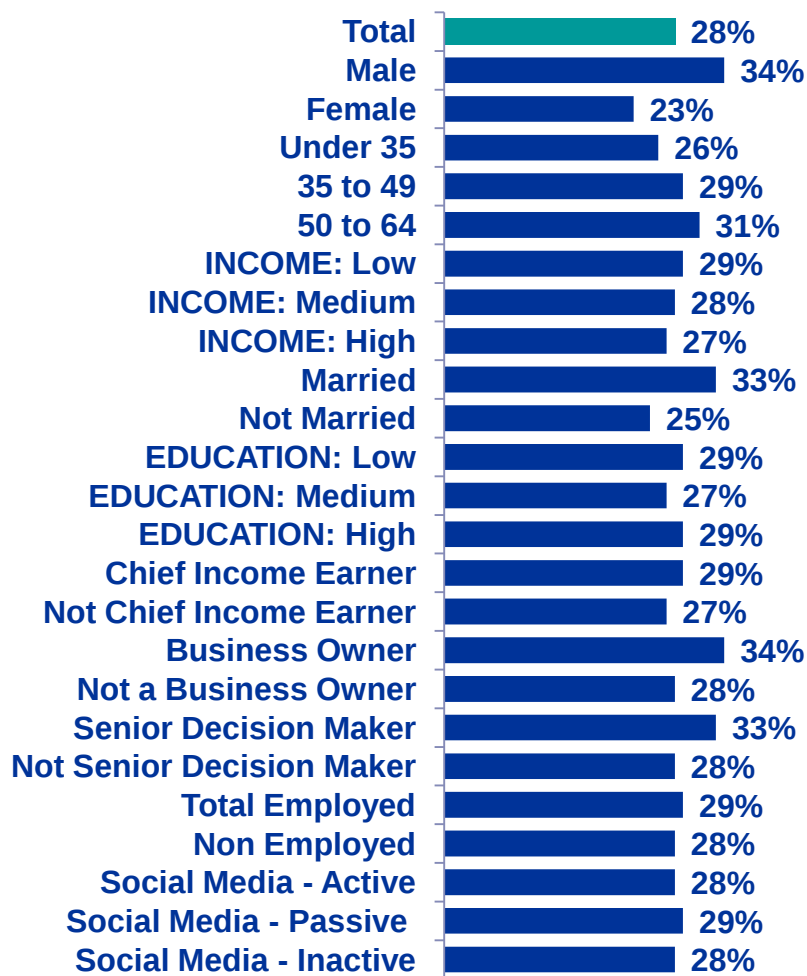


Same-sex marriage is or could be harmful to society

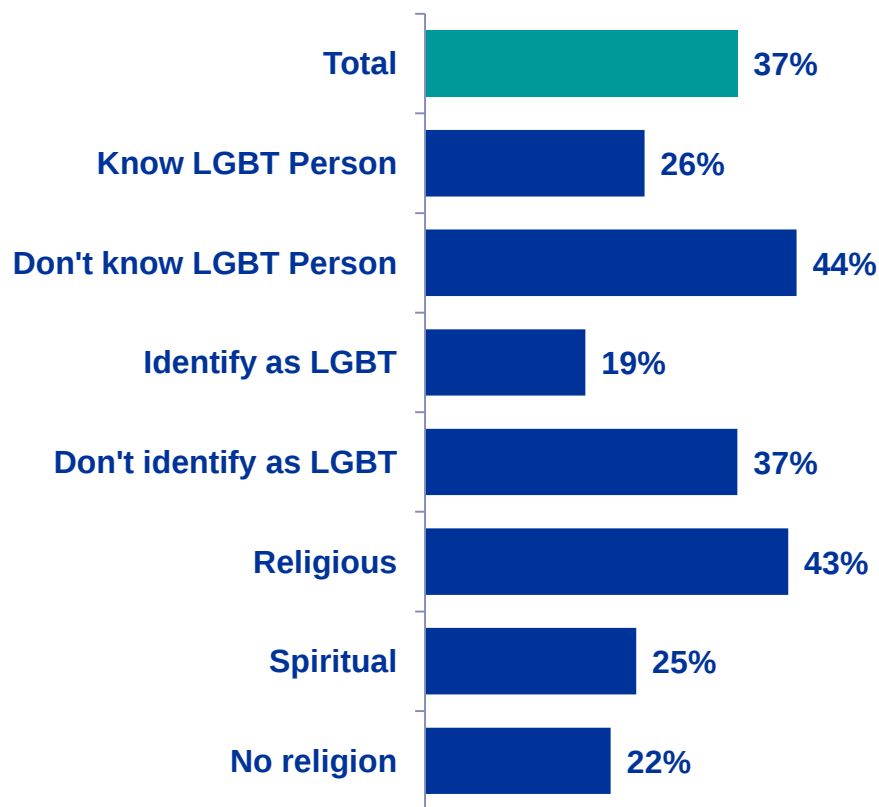


HF2.3. [Same-sex marriage is or could be harmful to society.] Still thinking about same-sex marriage, to what extent do you agree or disagree with the following statements?

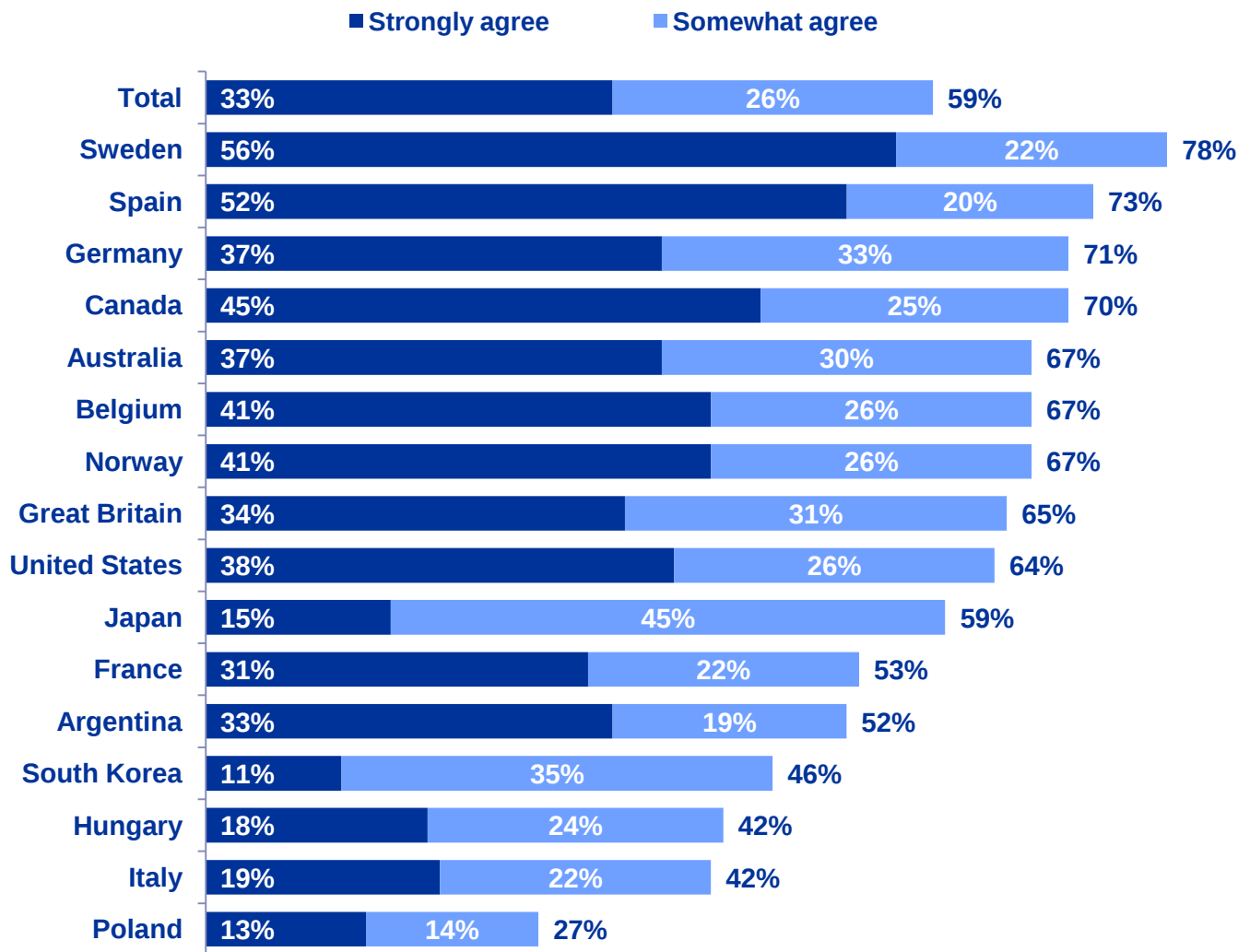
% Strongly agree/Somewhat agree



% Strongly agree/Somewhat agree

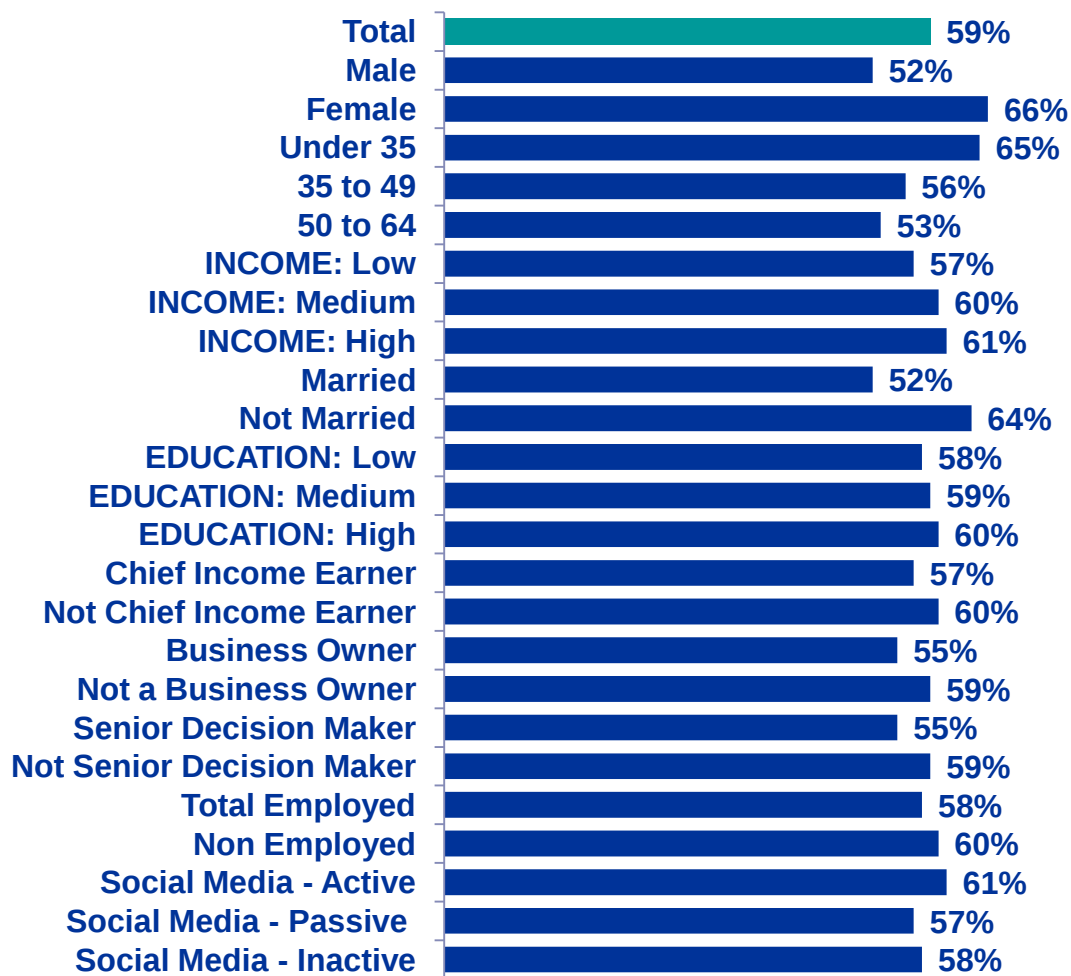


Same-sex couples should have the same rights to adopt children as heterosexual couples do

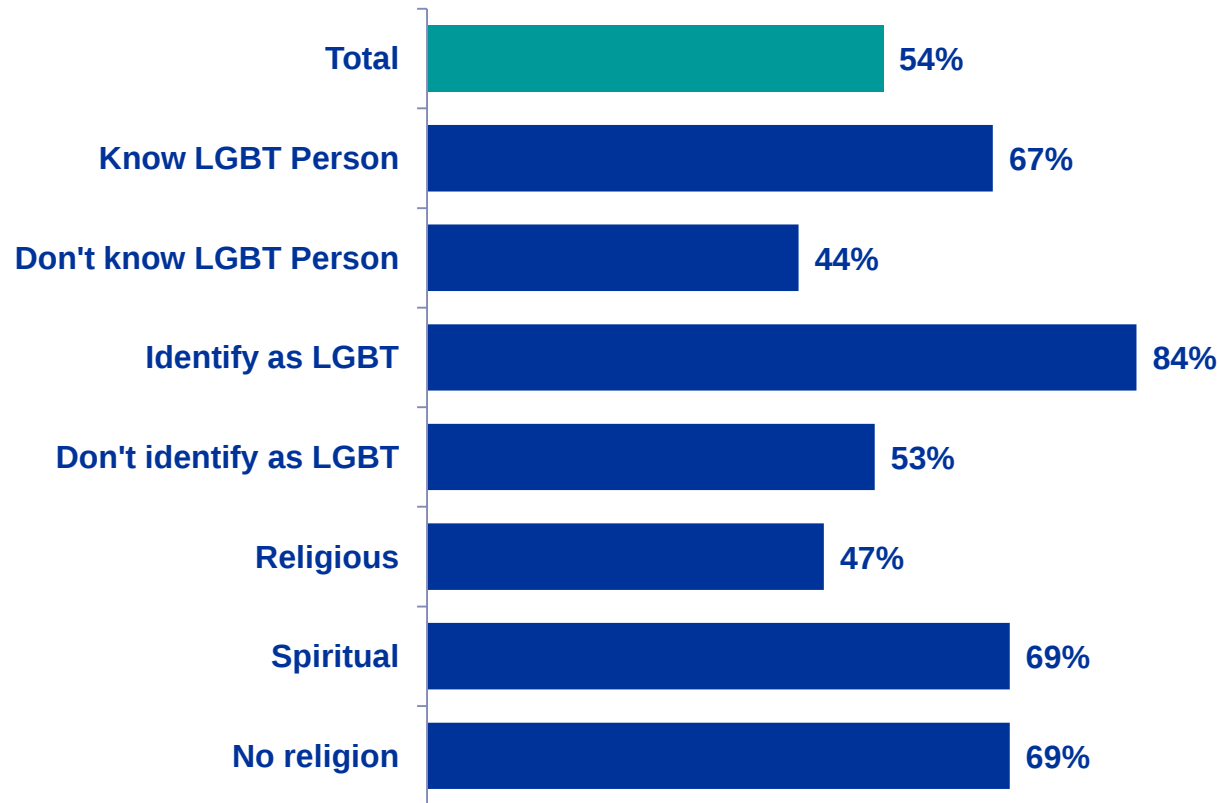


HF2.4. [Same-sex couples should have the same rights to adopt children as heterosexual couples do.] Still thinking about same-sex marriage, to what extent do you agree or disagree with the following statements?

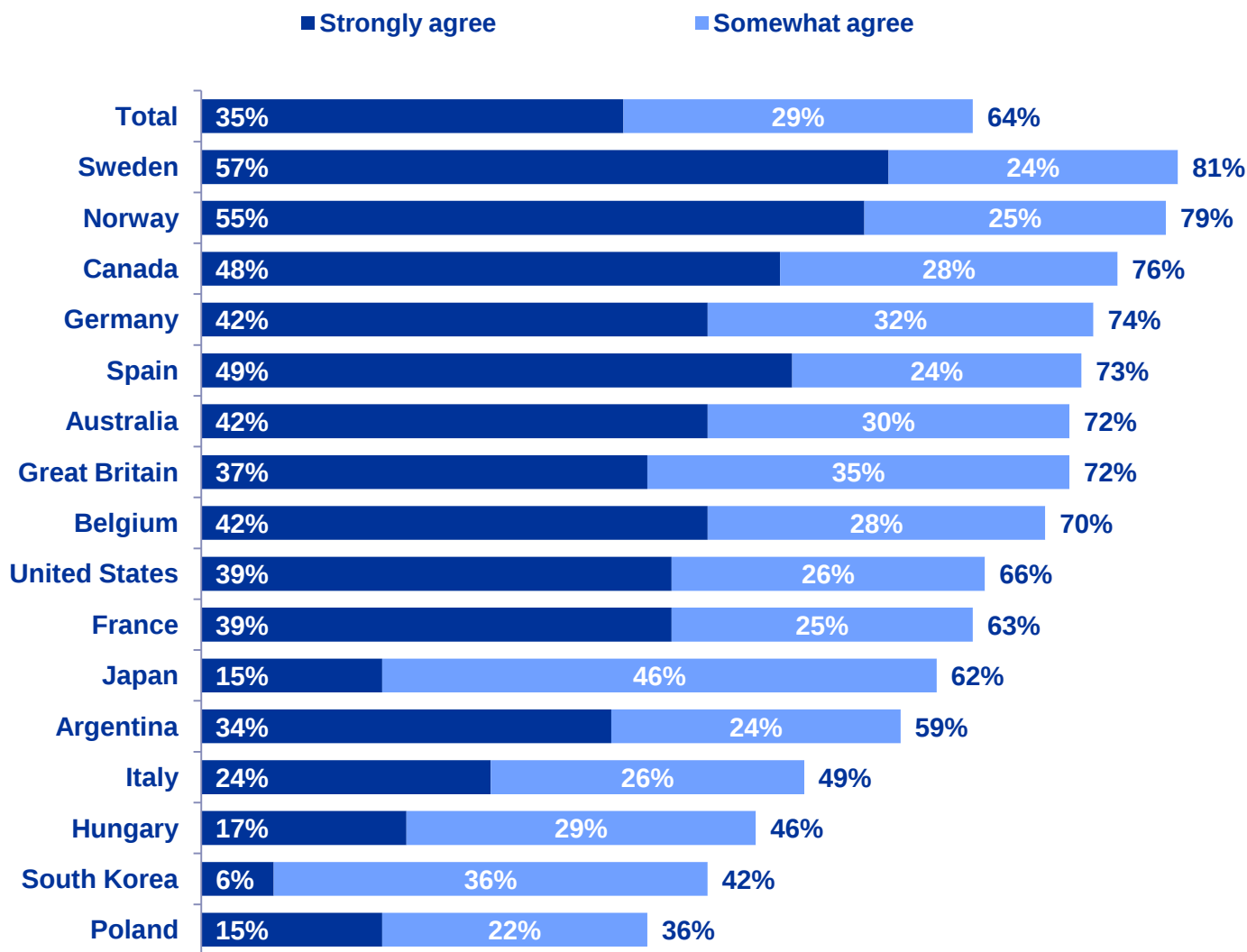
% Strongly agree/Somewhat agree



% Strongly agree/Somewhat agree

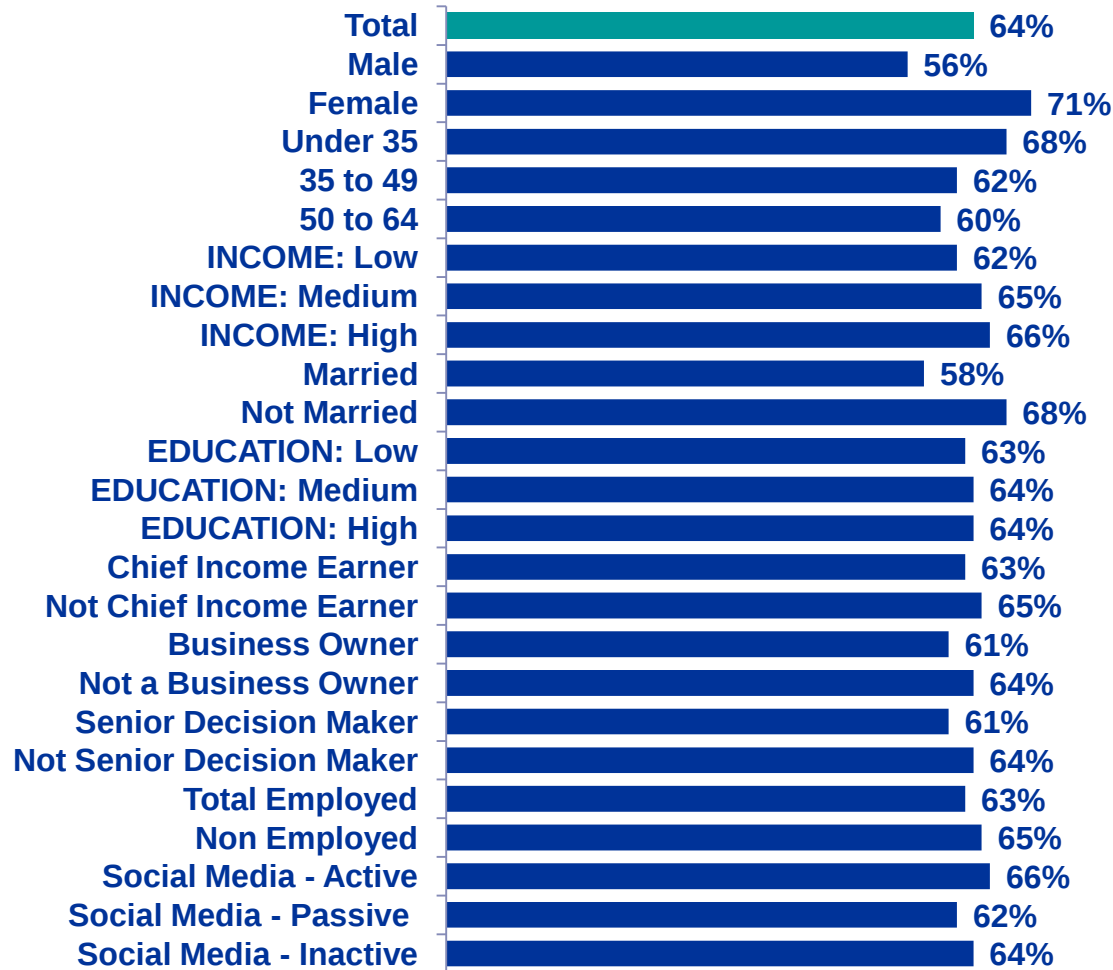


Same-sex couples are just as likely as other parents to successfully raise children.

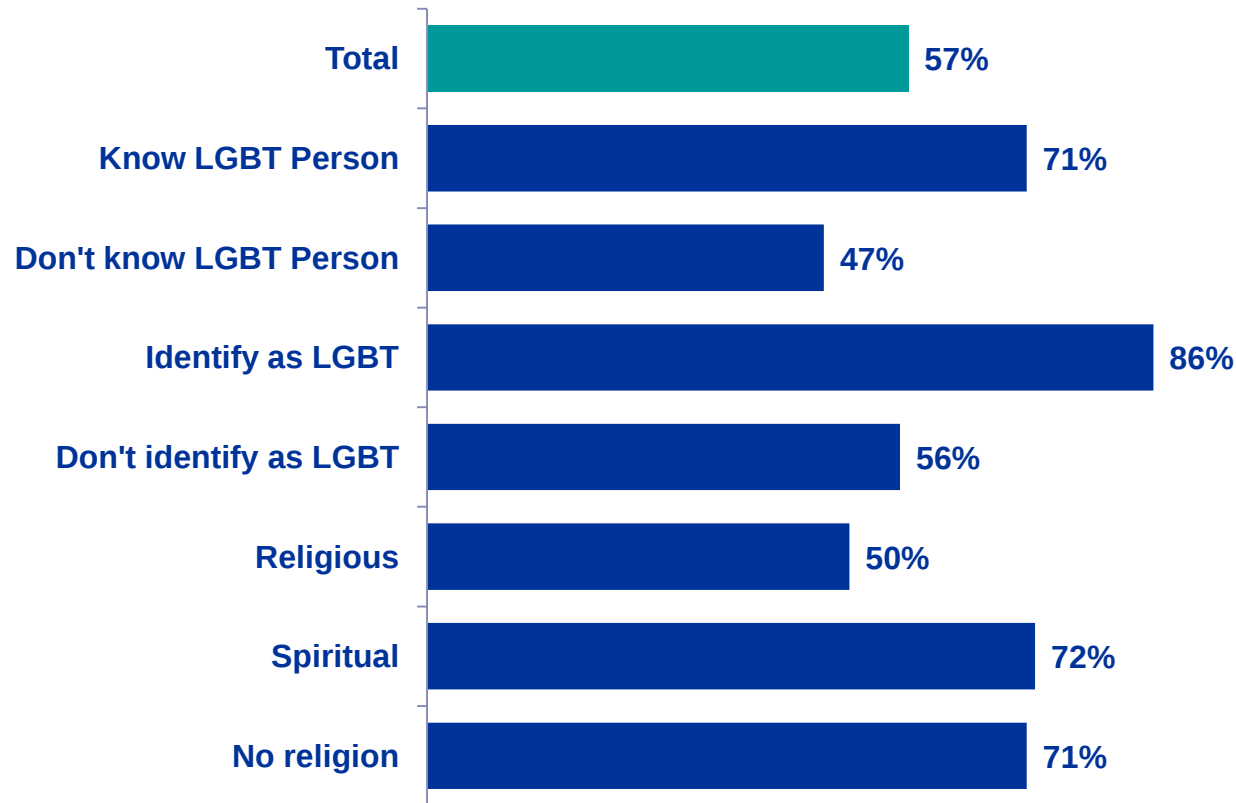


HF2.5. [Same-sex couples are just as likely as other parents to successfully raise children.] Still thinking about same-sex marriage, to what extent do you agree or disagree with the following statements?

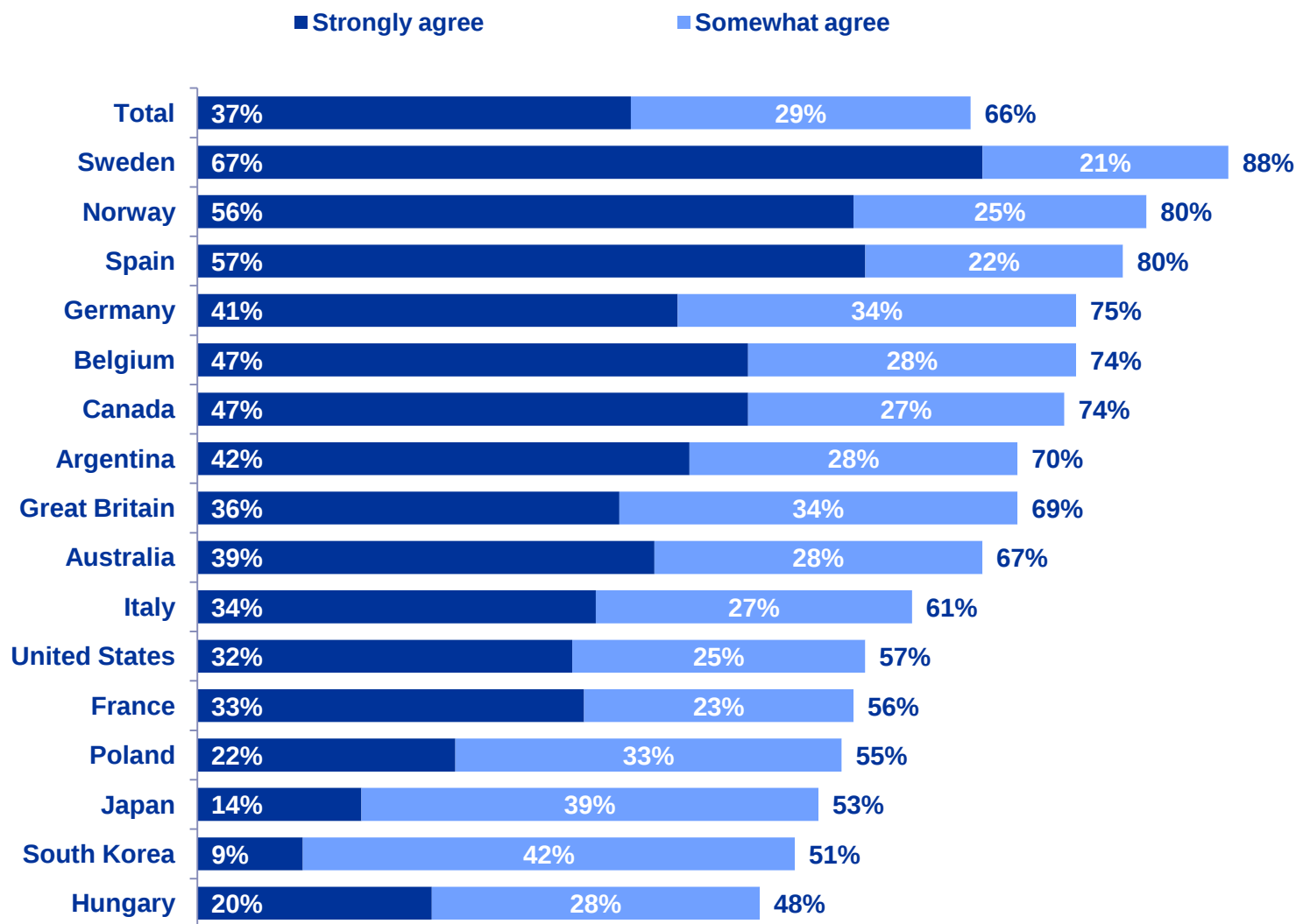
% Strongly agree/Somewhat agree



% Strongly agree/Somewhat agree

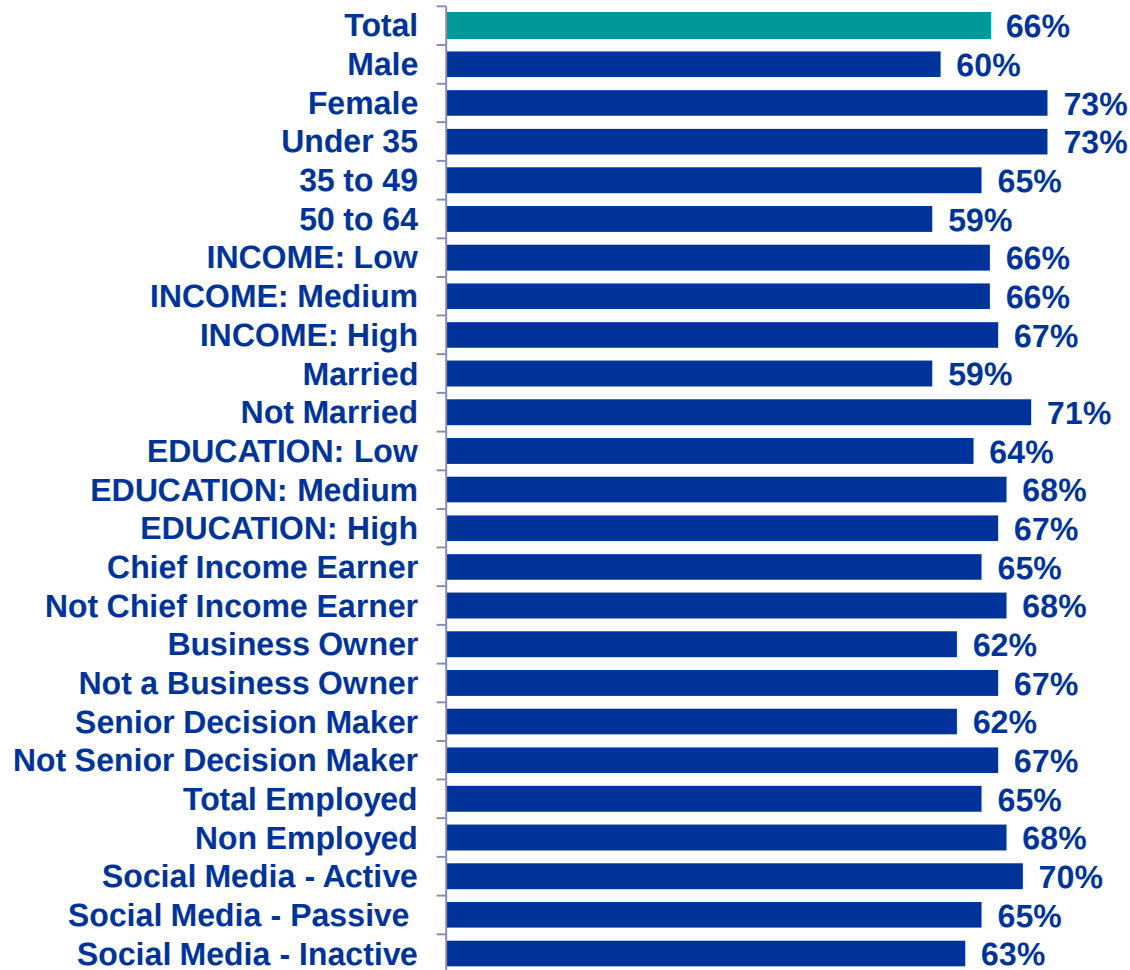


Same-sex couples should be able to have their marriage recognized in Country if they get married in another country.



HF2.6. [Same-sex couples should be able to have their marriage recognized in Country if they get married in another country.] Still thinking about same-sex marriage, to what extent do you agree or disagree with the following statements?

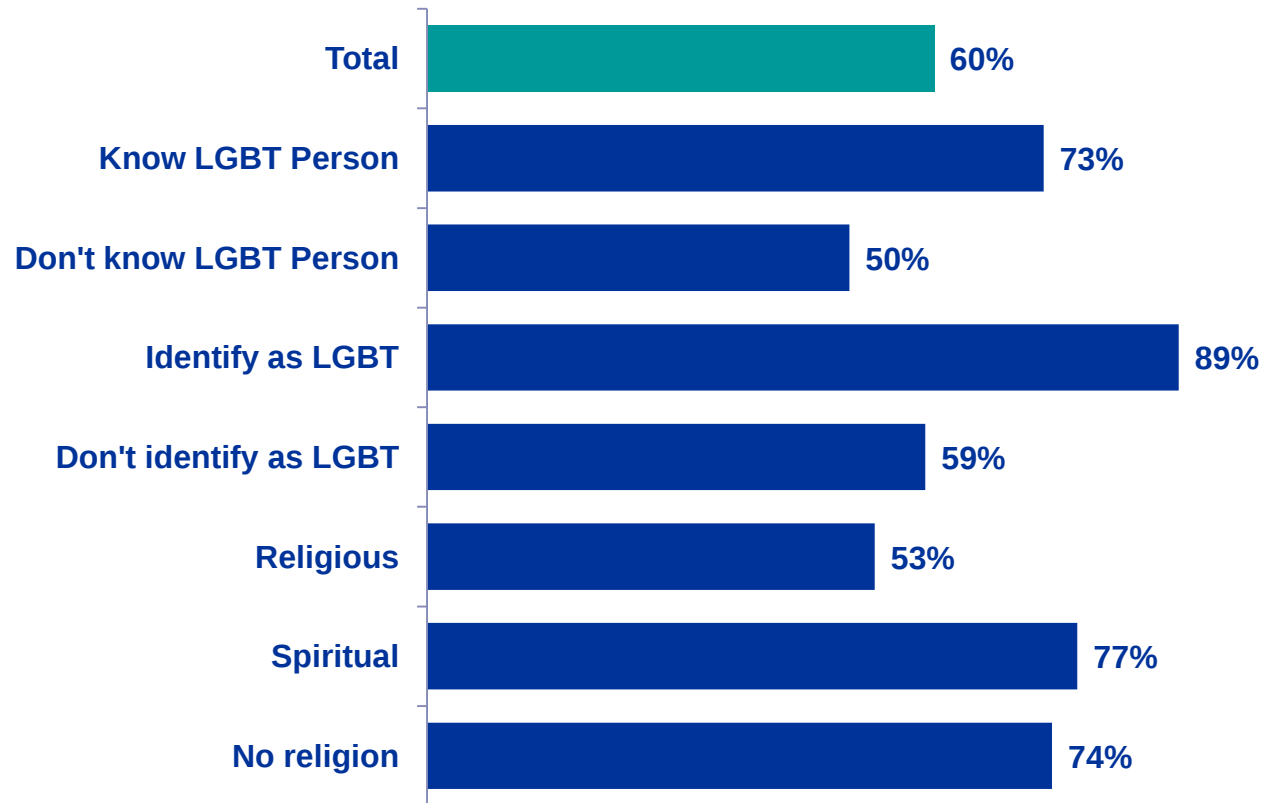
% Strongly agree/Somewhat agree



HF2.6. [Same-sex couples should be able to have their marriage recognized in Country if they get married in another country.] Still thinking about same-sex marriage, to what extent do you agree or disagree with the following statements?

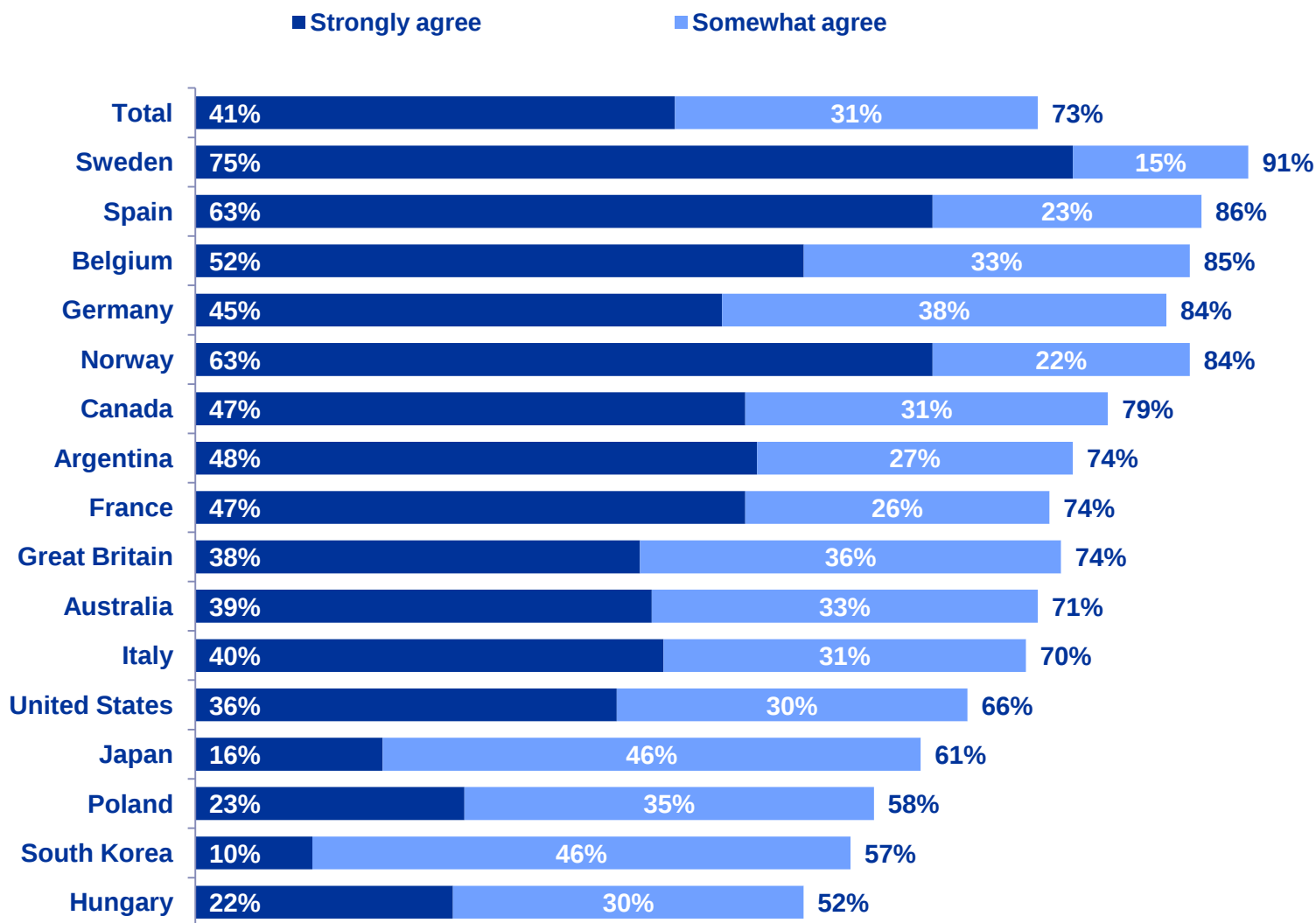
Additional Crosstabs

% Strongly agree/Somewhat agree



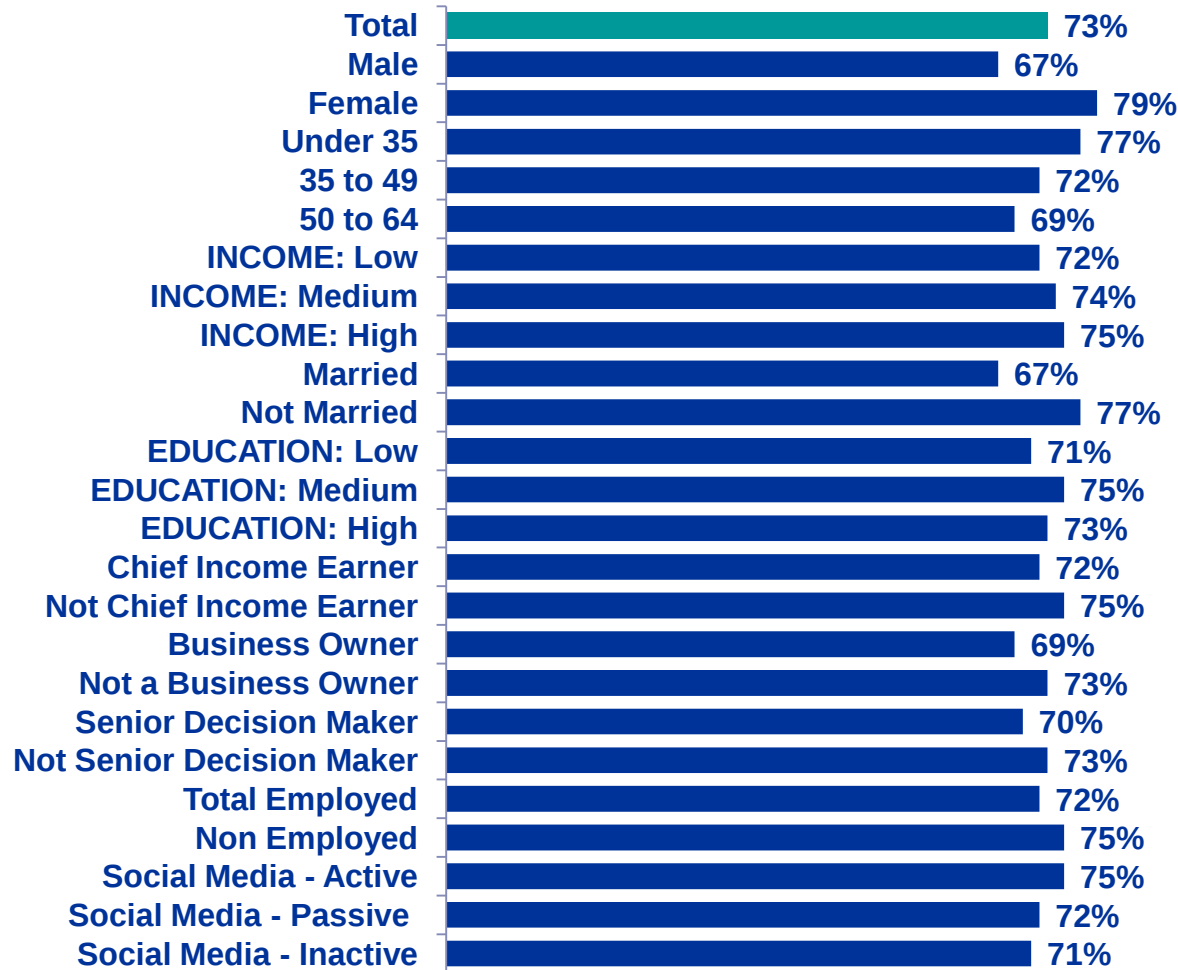
HF2.6. [Same-sex couples should be able to have their marriage recognized in Country if they get married in another country.] Still thinking about same-sex marriage, to what extent do you agree or disagree with the following statements?

Same-sex couples who are legally married in their home country should be treated as married when they travel to another country.



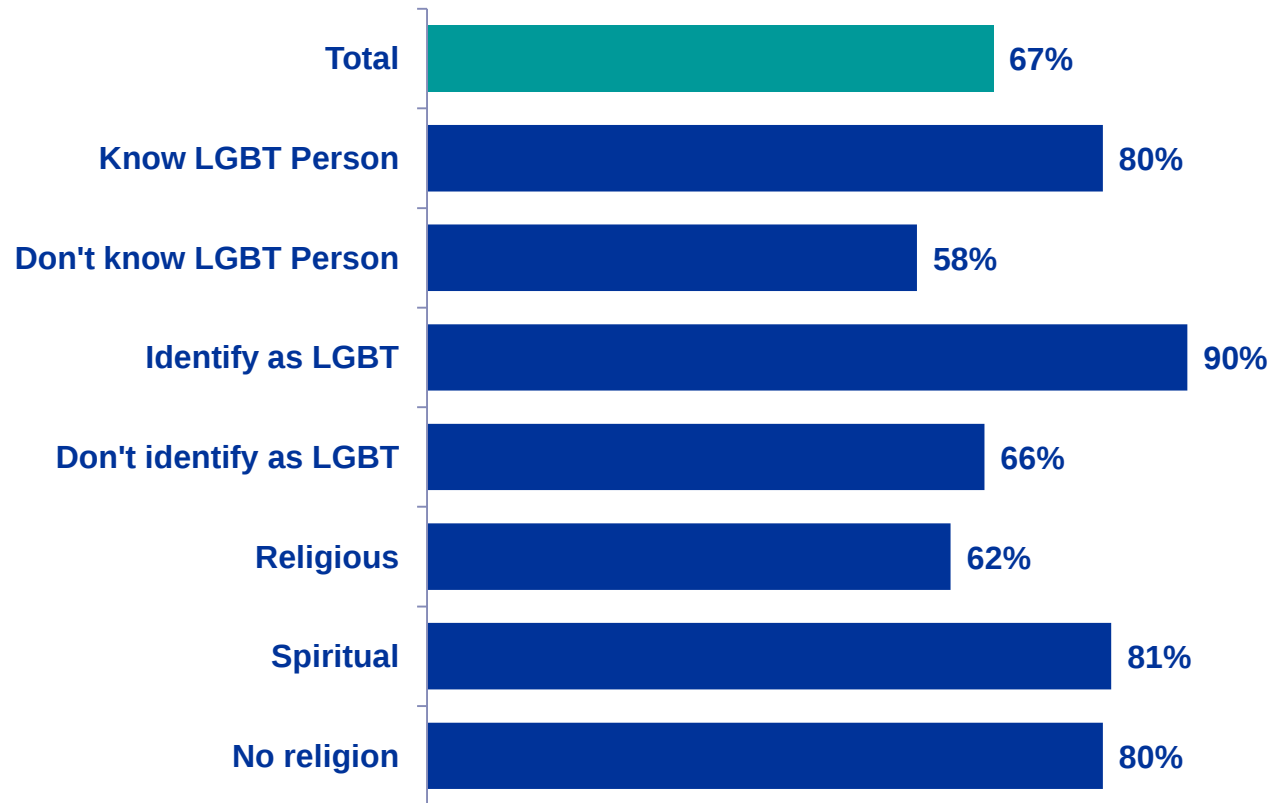
HF2.7. [Same-sex couples who are legally married in their home country should be treated as married when they travel to another country.] Still thinking about same-sex marriage, to what extent do you agree or disagree with the following statements?

% Strongly agree/Somewhat agree



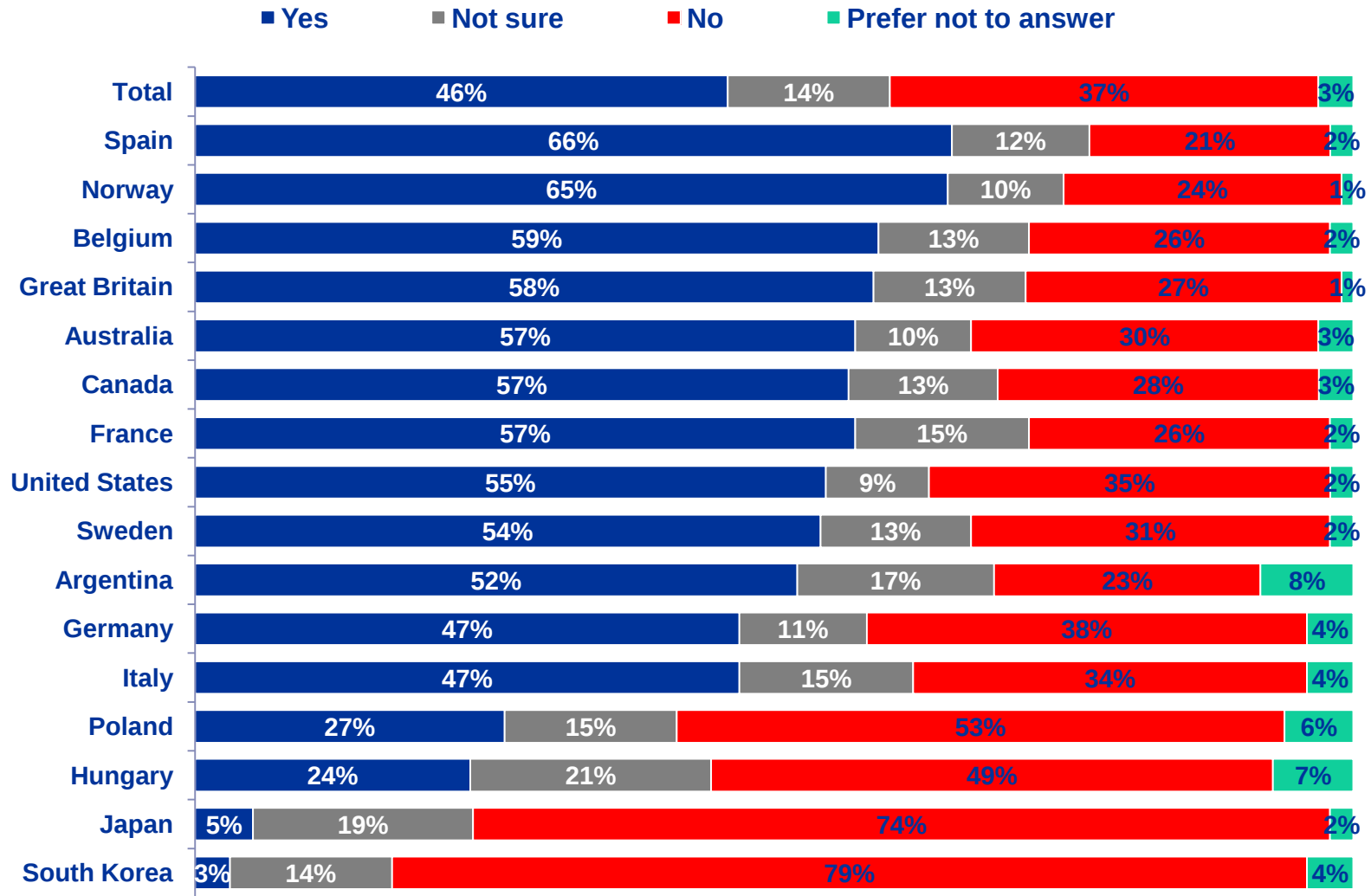
HF2.7. [Same-sex couples who are legally married in their home country should be treated as married when they travel to another country.] Still thinking about same-sex marriage, to what extent do you agree or disagree with the following statements?

% Strongly agree/Somewhat agree

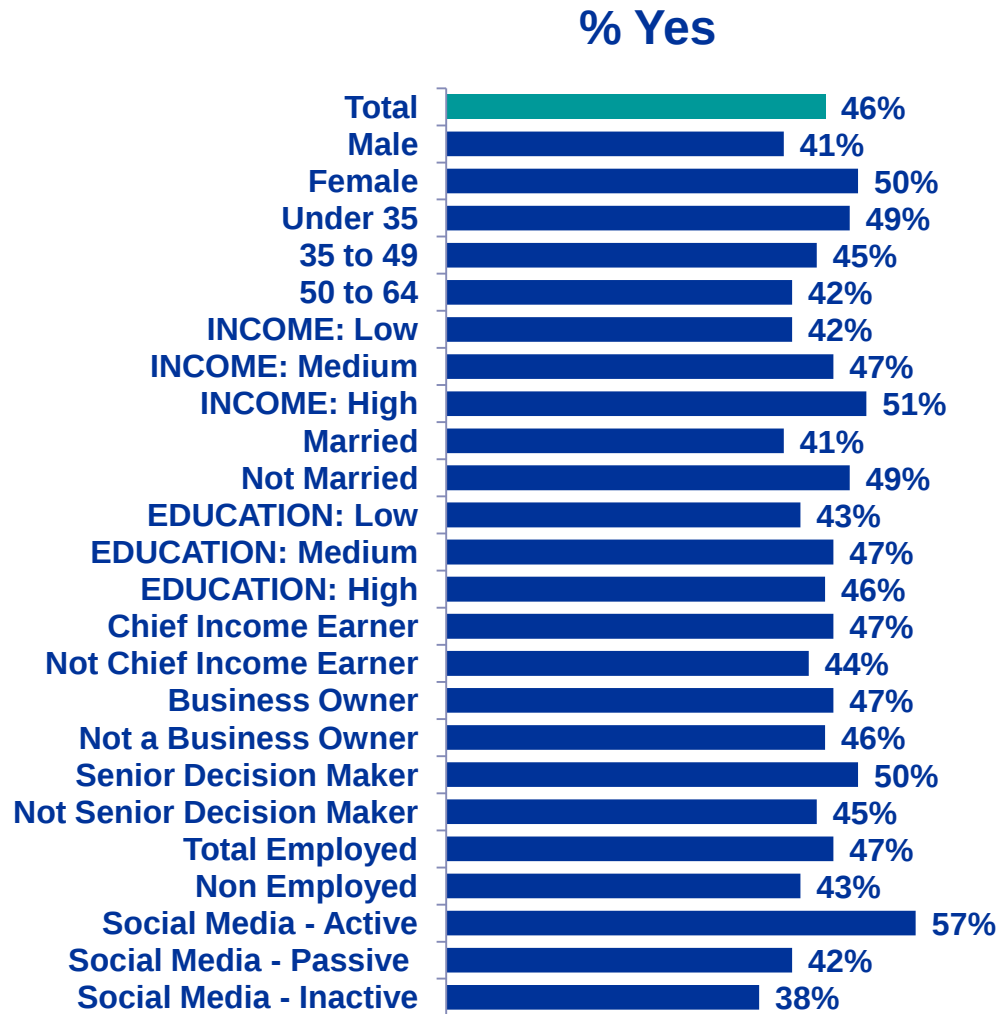


HF2.7. [Same-sex couples who are legally married in their home country should be treated as married when they travel to another country.] Still thinking about same-sex marriage, to what extent do you agree or disagree with the following statements?

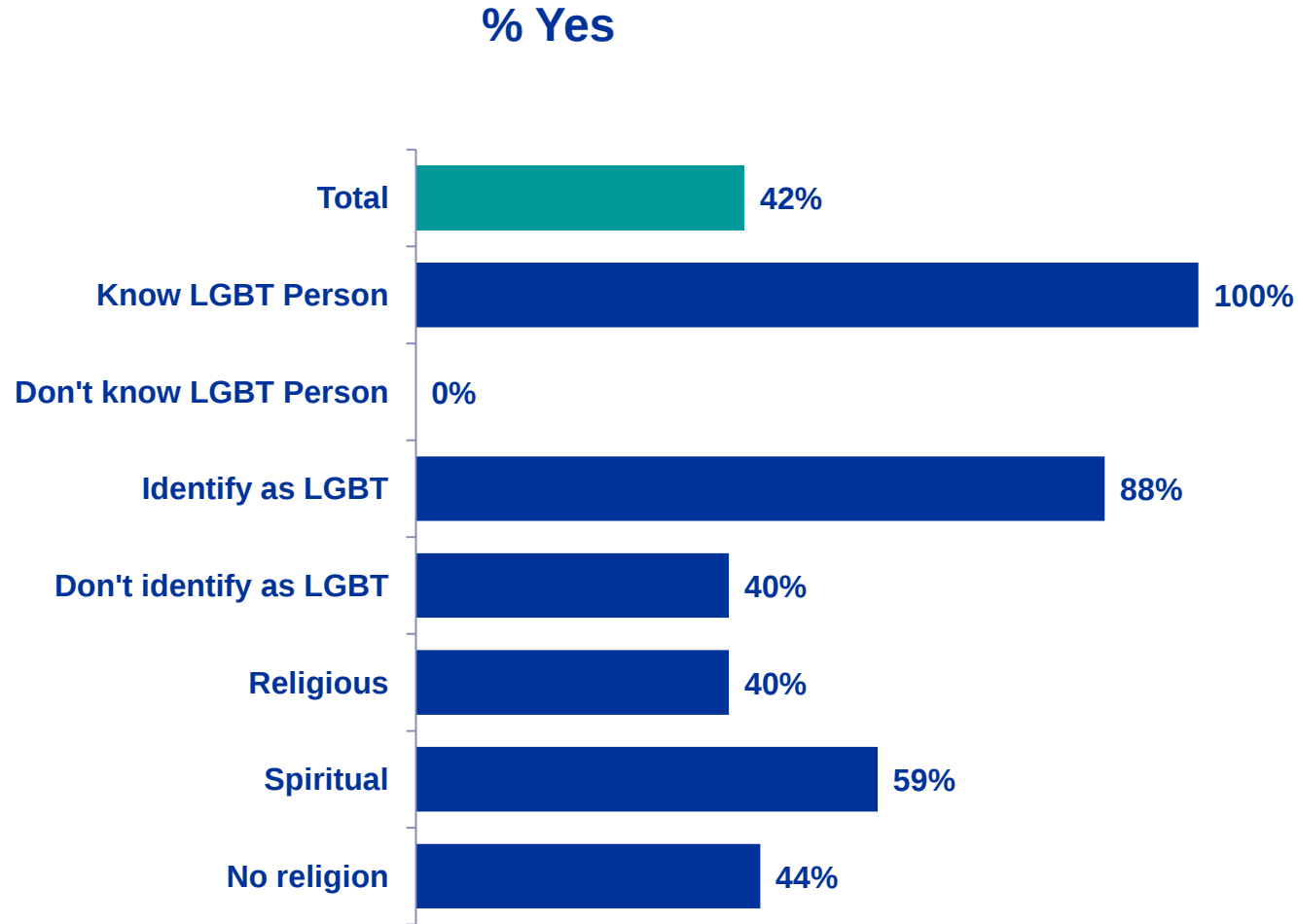
Do you have a work colleague, close friend or relative who is gay, lesbian, bisexual or transgender?



Demographics



Additional Crosstabs





About Ipsos

- Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.
- With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.
- Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.
- Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,363 billion (1.897 billion USD) in 2011.
- Visit www.ipsos-na.com to learn more about Ipsos' offerings and capabilities.



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- The Ipsos *Global @dvisor* Syndicate Study is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. For information contact:

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