

BAROMETER METHODOLOGY

Methodology of the 1st edition:

- Online panel
- The survey in France was conducted in June 2018
- The survey in the UK, South Africa, Japan and Hong Kong was conducted in November 2018
- The survey in the USA, Australia, Canada, Russian, Germany, Spain, Italy, South Korea and Belgium was conducted in September 2019
- Those who entered the survey were screened on age, gender and region (where applicable), with quota stops in place to ensure a representative population by census with regard these attributes

Methodology of the 2nd edition:

- Online panel
- The survey in all 17 markets (USA, UK, France, Belgium, Mexico, Japan, Canada, Australia, Germany, Swiss, Italy, Spain, Nigeria, South Africa, Russia and Hong Kong) was conducted between December 2020 and January 2021.
- Those who entered the survey were screened on age, gender and region (where applicable), with quota stops in place to ensure a representative population by census with regard these attributes