

METHODOLOGY

For Santander, Ipsos interviewed representative quota samples of adults in ten markets using its online i:omnibus and ad hoc services: 2,139 aged 16-75 in the UK, 2,099 aged 18-75 in the US, 1,970 aged 16-65 in Portugal, 2,001 aged 18-65 in Chile, 2,002 aged 18-65 in Argentina, 1,454 aged 18-55 in Uruguay, 2,022 aged 18-65 in Mexico, 2,028 aged 18-65 in Brazil, 2,118 aged 16-75 in Spain, and 2,073 aged 16-75 in Poland.

Fieldwork took place between 25th April and 21st May 2025. The samples obtained are representative of the national populations with quotas on age, gender, region and working status. The data has been weighted to the known offline population proportions in each market for age, working status and social grade within gender, and for government office region and education, to reflect the adult populations of each market in which the research was conducted.



Country-specific technical notes

Poland

For Santander, Ipsos interviewed a representative quota sample of 2,073 adults aged 16-75 in Poland using its online i:omnibus between 25th - 30th April 2025. The sample obtained is representative of the population with quotas on age, gender, region and working status. The data has been weighted to the known offline population proportions for age, working status and social grade within gender, and for government office region and education, to reflect the adult population of Poland.

Spain

For Santander, Ipsos interviewed a representative quota sample of 2,118 adults aged 16-75 in Spain using its online i:omnibus between 30th April – 7th May 2025. The sample obtained is representative of the population with quotas on age, gender, region and working status. The data has been weighted to the known offline population proportions for age, working status and social grade within gender, and for government office region and education, to reflect the adult population of Spain.

Brazil

For Santander, Ipsos interviewed a representative quota sample of 2,028 adults aged 18-65 in Brazil using ad hoc online surveys between 28th April – 9th May 2025. The sample obtained is representative of the population with quotas on age, gender, region and working status. The data has been weighted to the known offline population proportions for age, working status and social grade within gender, and for region and education, to reflect the adult population of Brazil.



Mexico

For Santander, Ipsos interviewed a representative quota sample of 2,022 adults aged 18-65 in Mexico using ad hoc online surveys between 30th April – 10th May 2025. The sample obtained is representative of the population with quotas on age, gender, region and working status. The data has been weighted to the known offline population proportions for age, working status and social grade within gender, and for region and education, to reflect the adult population of Mexico.

Uruguay

For Santander, Ipsos interviewed a representative quota sample of 1,454 adults aged 18-55 in Uruguay using ad hoc online surveys between 25th April – 16th May 2025. The sample obtained is representative of the population with quotas on age, gender, region and working status. The data has been weighted to the known offline population proportions for age, working status and social grade within gender, and for region and education, to reflect the adult population of Uruguay.

Argentina

For Santander, Ipsos interviewed a representative quota sample of 2,002 adults aged 18-65 in Argentina using ad hoc online surveys between 30th April – 20th May 2025. The sample obtained is representative of the population with quotas on age, gender, region and working status. The data has been weighted to the known offline population proportions for age, working status and social grade within gender, and for region and education, to reflect the adult population of Argentina.

Chile

For Santander, Ipsos interviewed a representative quota sample of 2,001 adults aged 18-65 in Chile using ad hoc online surveys between 1st – 20th May 2025. The sample obtained is representative of the population with quotas on age, gender, region and working status. The data has been weighted to the known offline population proportions for age, working status and social grade within gender, and for region and education, to reflect the adult population of Chile.

UK

For Santander, Ipsos interviewed a representative quota sample of 2,192 adults aged 16-75 in the United Kingdom using its online i:omnibus between 25th – 28th April 2025. The sample obtained is representative of the population with quotas on age, gender, region and working status. The data has been weighted to the known offline population proportions for age, working status and social grade within gender, and for government office region and education, to reflect the adult population of the United Kingdom.

US

For Santander, Ipsos interviewed a representative quota sample of 2,099 adults aged 18-75 in the USA using its online i:omnibus between 28th April – 2nd May 2025. The sample obtained is representative of the population with quotas on age, gender, region and working status. The data has been weighted to the known offline population proportions for age, working status and social grade within gender, and for region and education, to reflect the adult population of the USA.

Portugal

For Santander, Ipsos interviewed a representative quota sample of 1,970 adults aged 18-65 in Portugal using ad hoc online surveys between 30th April – 21st May 2025. The sample obtained is representative of the population with quotas on age, gender, region and working status. The data has been weighted to the known offline population proportions for age, working status and social grade within gender, and for region and education, to reflect the adult population of Portugal.