

Is all
inequality
unfair?

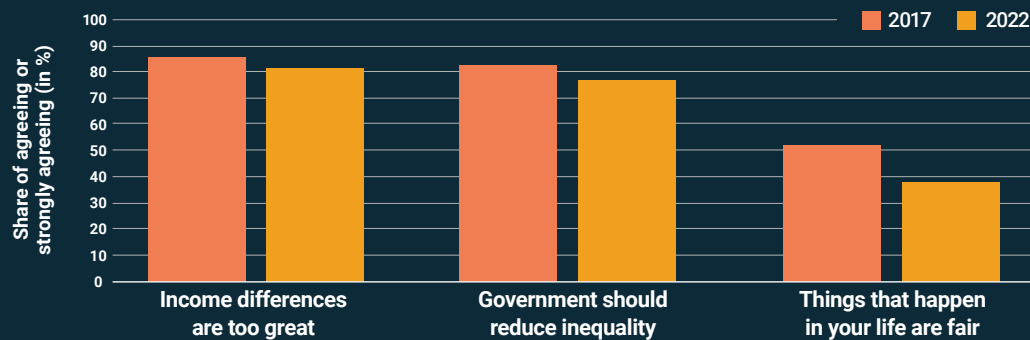
PERCEPTIONS OF INEQUALITY: WHAT DO WE *REALLY* KNOW?

What society
would you want
to live in?

Some people earn more, live longer, or have better access to education — but how big are these gaps? And do we see them clearly?

Take a moment to explore what you believe is fair, how your views compare to others, and how accurate your perceptions of inequality are.

Inequality concerns and fairness perceptions in the EU Source: Special Eurobarometers 471 and 529, EU-27 averages (population weighted)



SCAN TO HEAR MORE
FROM QUEENA CHONG
ABOUT THE RESEARCH

IPADS BUSY?



SCAN THIS QR CODE TO
VIEW ON YOUR DEVICE

EXPLORE INEQUALITY WITH US

Get started on the iPad below or scan the QR code to access the activity on your phone. There are no right or wrong answers. The goal is to discover different perspectives, so take your time and enjoy the exploration!

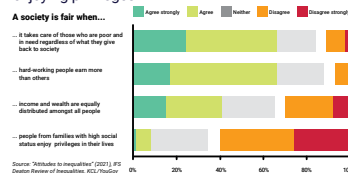
CHOOSE DIGITAL

TAKE THE QUIZ

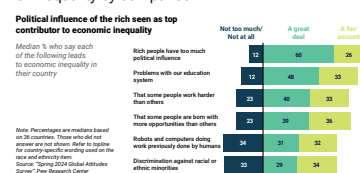
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CHOOSE ANALOGUE

Most people believe a fair society cares for the poor and rewards hard work. A large majority reject the idea that fairness includes the rich enjoying privileges.



The top concern is that rich people have too much political influence. Technology and racial discrimination are viewed as less significant drivers of inequality by comparison.



In countries like France and the UK, the public believes it's harder to move up than it actually is, whereas in the US people think they have a much greater chance of moving from the bottom to the top than they actually do.



WHY DOES IT MATTER?

People care about fairness - but what feels fair can vary a lot. Many support reducing inequality and reject unfair privilege. But often they don't see the true scale and the sources of inequality.

The disconnect between concern about inequality and support for redistribution can be rooted in other things: trust in government, thoughts on social mobility, whether inequality is seen as fair. These beliefs shape how people vote and the policies they support.

Investigating these perceptions provides insights that can shape effective communication, engagement, and policymaking to truly address inequality.

At the International Inequalities Institute, we aim to understand the gap between public perception and reality - to build a fairer society.

LEARN MORE

Research by the "Perceptions of Inequality Research Programme" at LSE's International Inequalities Institute looks at how people perceive – or misperceive – inequalities across many domains of life, including income, wealth, health and education. They also study "the fairness view" and factors that explain different views and attitudes towards inequality.

How much
inequality do you
think there is?

Why are some
people so much
better off than
others?