

WHAT WORRIES THE WORLD?

MEXICO REPORT

January 2025

MEXICO SUMMARY: JANUARY 2025

Top five worries

Q: Which three of the following topics do you find the most worrying in your country?

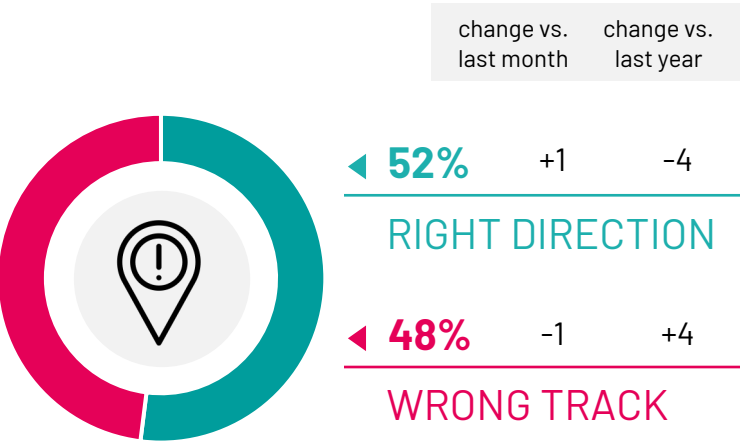
		change vs. last month	change vs. last year
Crime & violence	56%	-3	+1
Inflation	35%	-3	+4
Unemployment	31%	+2	-5
Poverty & social inequality	28%	+5	+1
Education	24%	+5	+5

Base: Representative sample of Mexican adults aged 16-74. c.500 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: Mexico | Current Wave: Jan 25

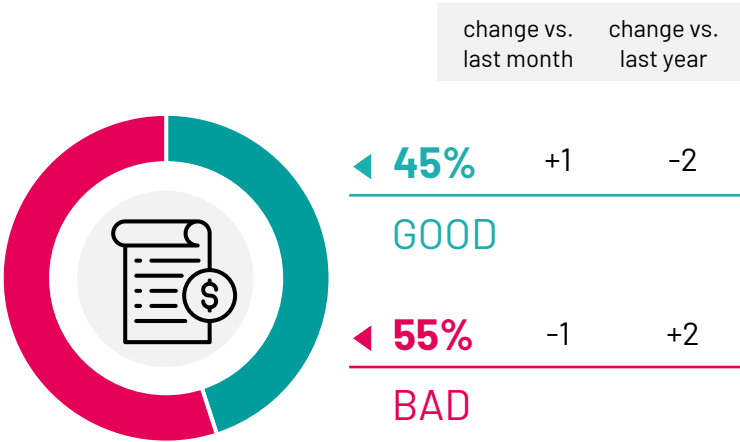
State of the country

Q: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



State of the economy

Q: How would you describe the current economic situation in your country?



WORLD SUMMARY: JANUARY 2025

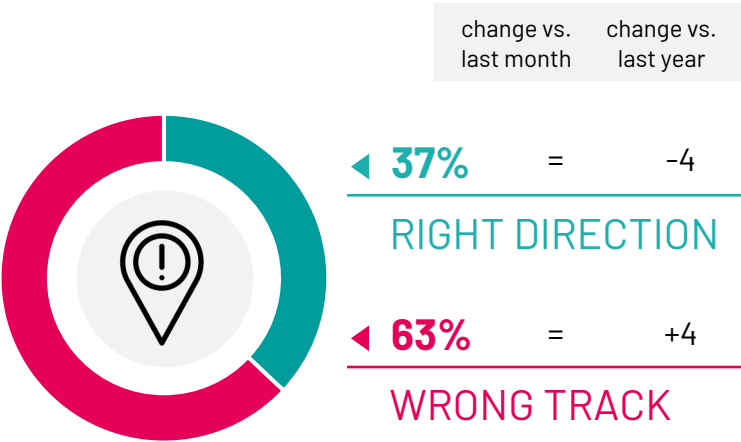
Top five worries

Q: Which three of the following topics do you find the most worrying in your country?

		change vs. last month	change vs. last year
Inflation	<div></div> 32%	=	-4
Crime & violence	<div></div> 31%	=	+2
Poverty & social inequality	<div></div> 29%	=	=
Unemployment	<div></div> 28%	+1	+1
Financial/political corruption	<div></div> 27%	=	+1

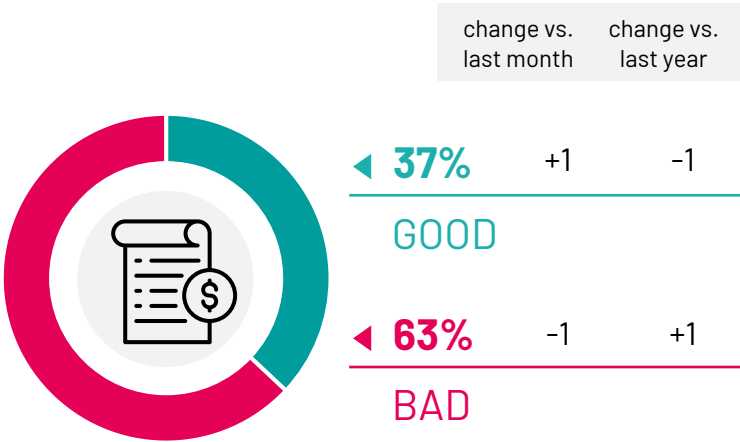
State of the country

Q: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



State of the economy

Q: How would you describe the current economic situation in your country?



Base: Representative sample of 24,767 adults aged 16-74 in 29 participating countries, December 20th 2024 - January 3rd 2025.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: Jan 25



DIRECTION OF TRAVEL

- Country comparisons
- Trends over time: Mexico
- Trends over time: World

Right vs. Wrong Direction Monitor

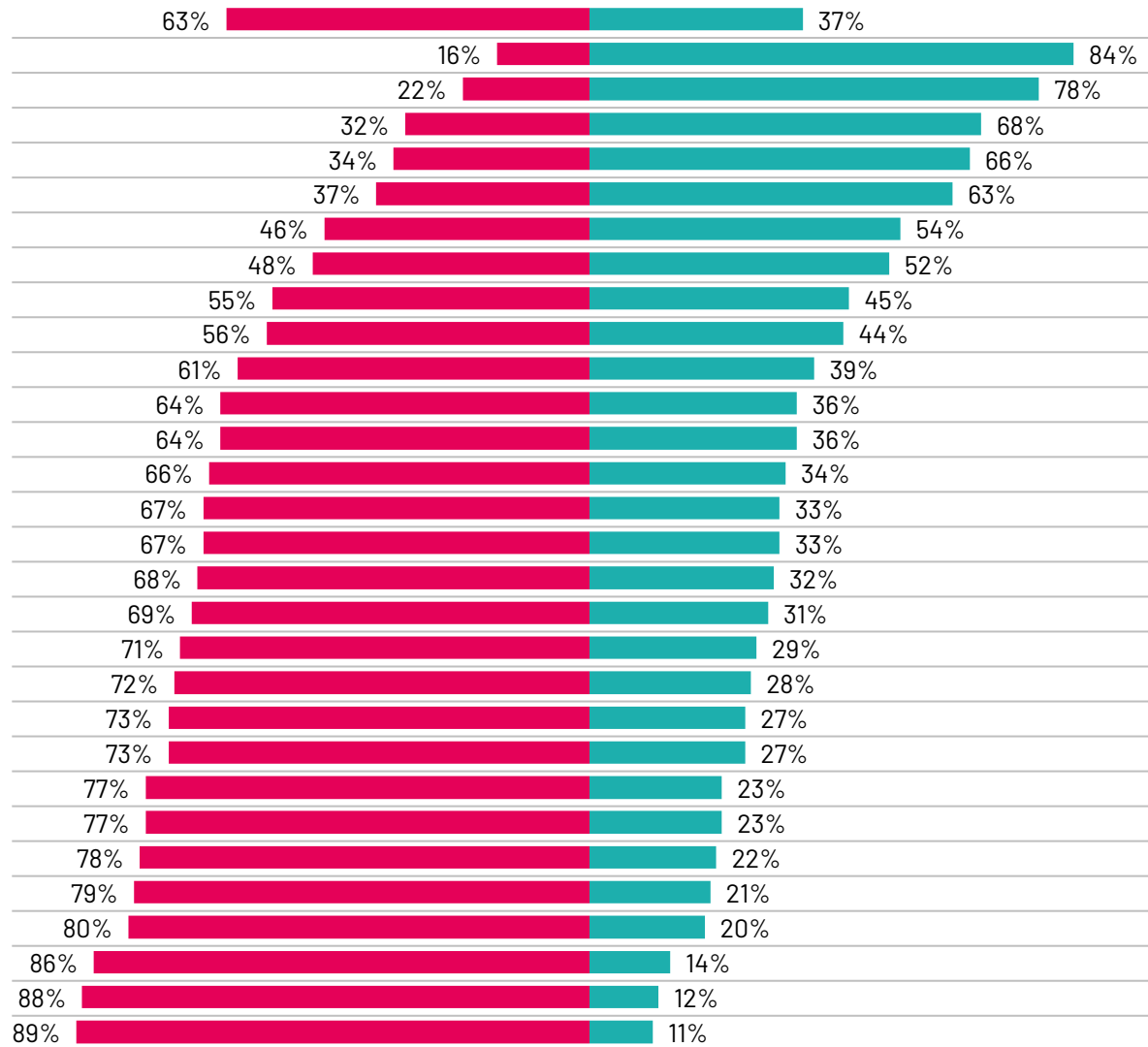
Base: Representative sample of 24,767 adults aged 16-74 in 29 participating countries, December 20th 2024 - January 3rd 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jan 25

Country

World
Singapore
Indonesia
India
Malaysia
Argentina
Thailand
Mexico
Australia
Poland
Brazil
Colombia
Spain
Israel
US
South Africa
Great Britain
Chile
Belgium
Italy
Sweden
Japan
Hungary
Canada
Netherlands
Germany
Türkiye
South Korea
France
Peru

Q: Would you say things in this country are heading in the right direction, or are they off on the wrong track? (January 2025)



Right Direction

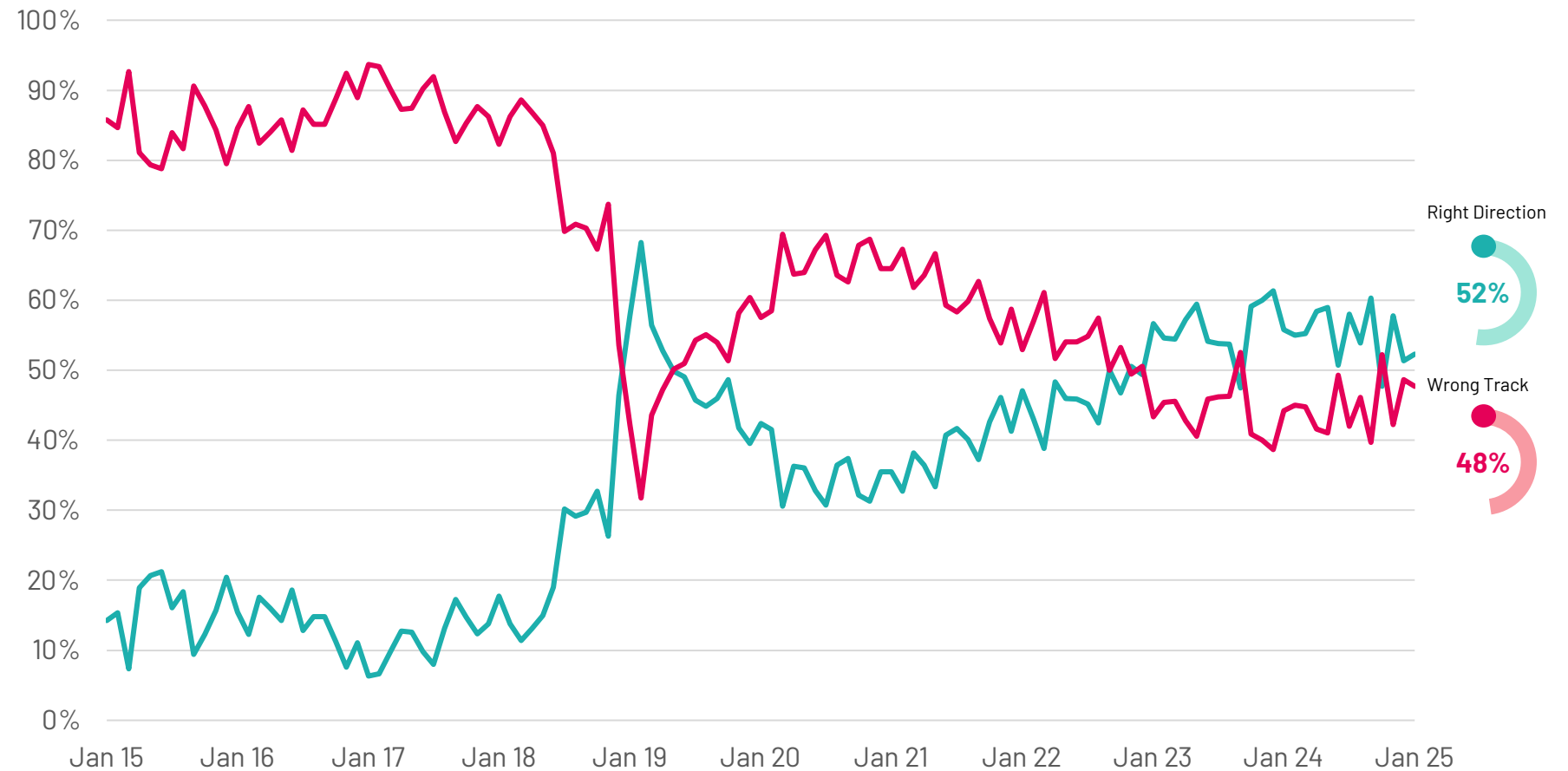
Wrong Track

Mexico Right/Wrong Direction

Base: Representative sample of Mexican adults aged 18-74. c.500 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: Mexico | Current Wave: Jan 25

Q: Would you say things in this country are heading in the right direction, or are they off on the wrong track?



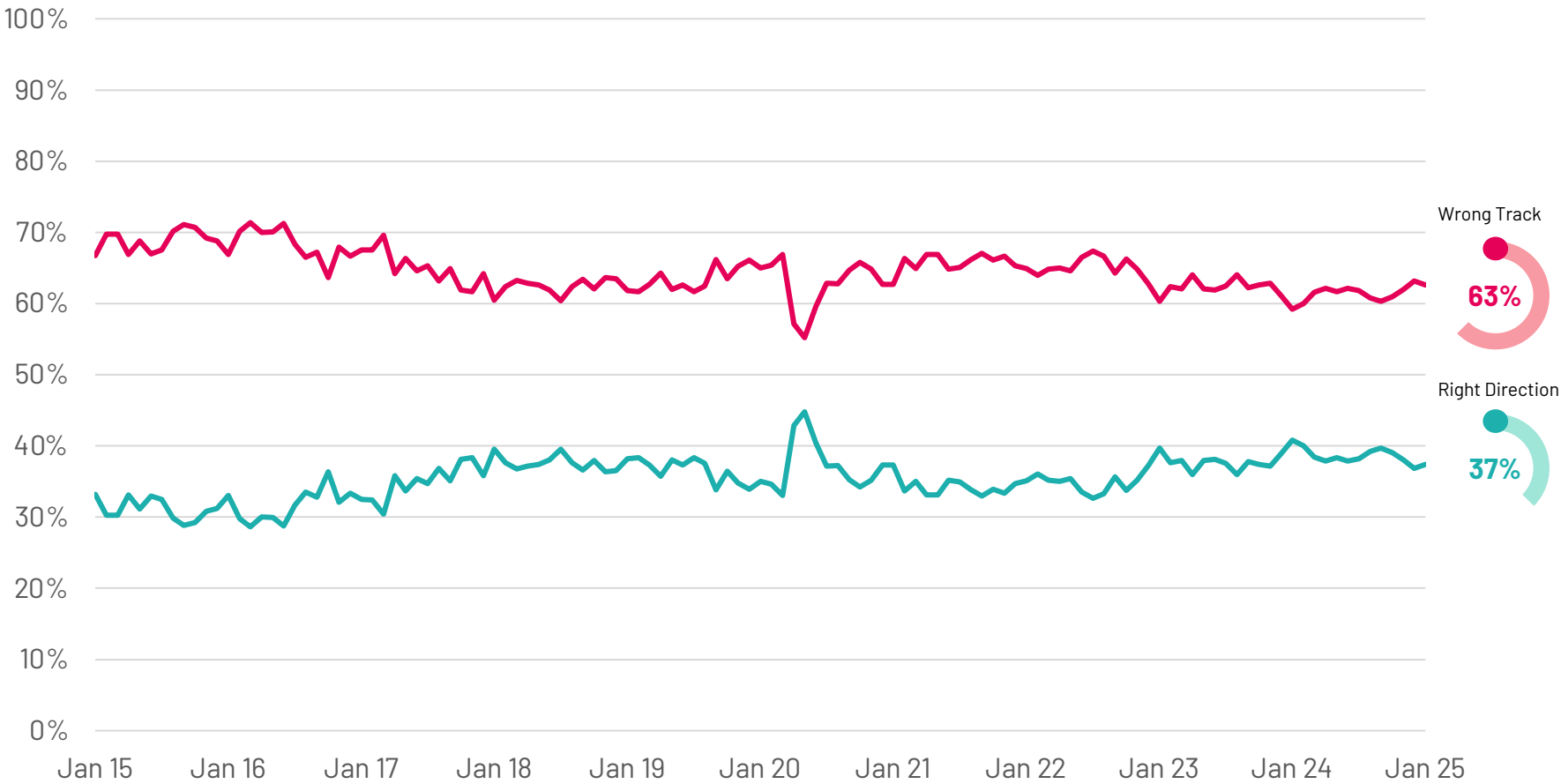
Global Right/Wrong Direction

Global country average score

Base: Representative sample of 24,767 adults aged 16-74 in 29 participating countries, December 20th 2024 - January 3rd 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jan 25

Q: Would you say things in this country are heading in the right direction, or are they off on the wrong track?



MEXICO'S WORRIES

- Mexico's top worries
- World's top worries
- Trends over time for worries: Mexico & World

Mexico's Worries

[Commentary]

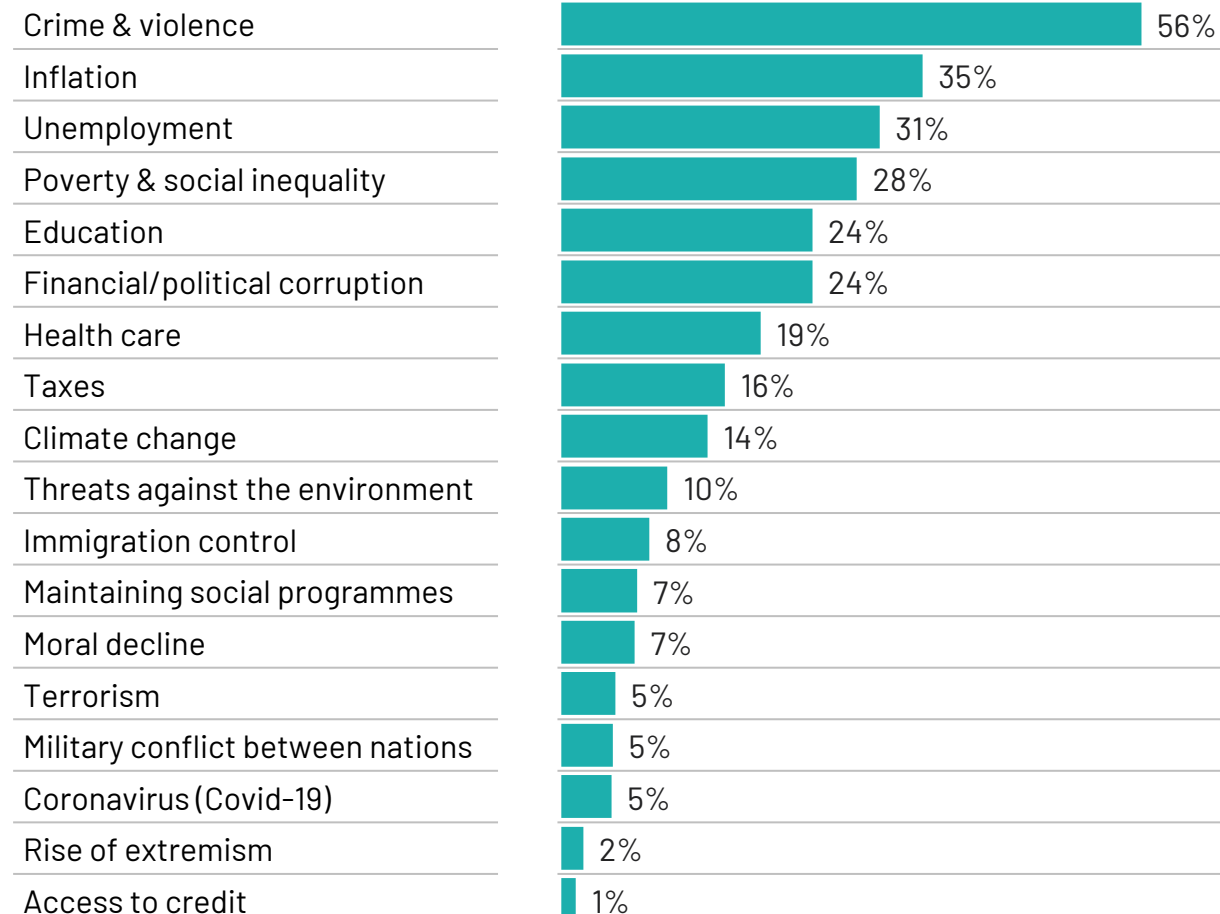
Base: Representative sample of Mexican adults aged 16-74. c.500 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: Mexico | Current Wave: Jan 25

Q: Which three of the following topics do you find the most worrying in your country?

Worry

% mentioned in January 2025 (global country average)



World Worries

[Commentary]

Base: Representative sample of 24,767 adults aged 16-74 in 29 participating countries, December 20th 2024 - January 3rd 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jan 25

Q: Which three of the following topics do you find the most worrying in your country?

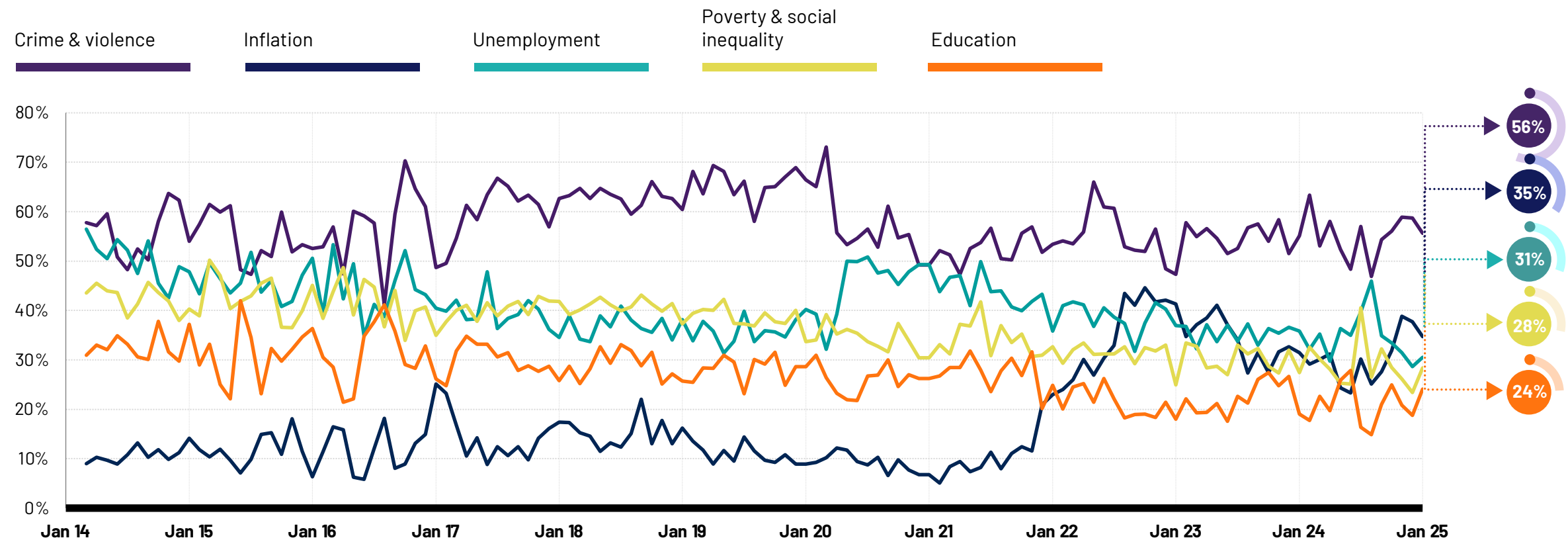
Worry

% mentioned in January 2025 (global country average)



Mexico's current top five worries: long-term trend

Q: Which three of the following topics do you find the most worrying in your country?

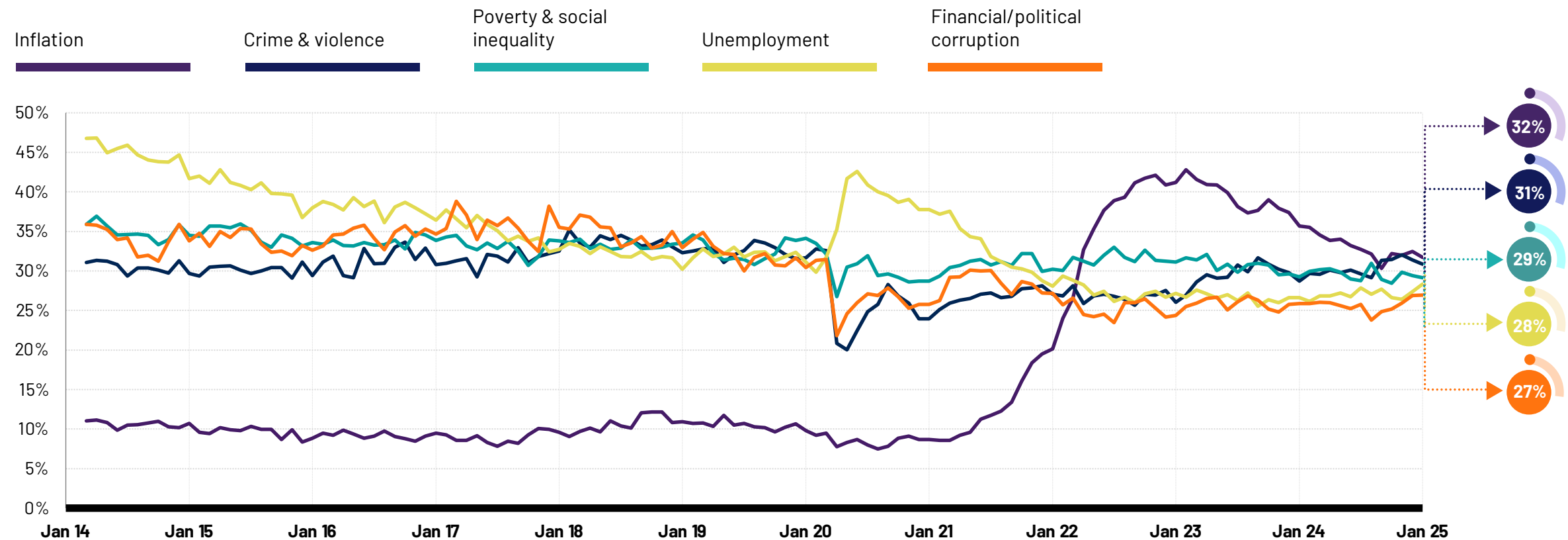


Base: Representative sample of Mexican adults aged 16-74. c.500 per month
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: Mexico | Current Wave: Jan 25



World's current top five worries: long-term trend

Q: Which three of the following topics do you find the most worrying in your country? Global country average



Base: Representative sample of 24,767 adults aged 16-74 in 29 participating countries, December 20th 2024 - January 3rd 2025.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jan 25



WORLD WORRIES COUNTRY COMPARISON

- Country comparison of all 18 concerns

1. Inflation

[Commentary]

Base: Representative sample of 24,767 adults aged 16-74 in 29 participating countries, December 20th 2024 - January 3rd 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jan 25

Country

Country		Change from 12-month	
		last month	change
World	32%	=	-4
Türkiye	58%	+7	+2
Singapore	56%	-4	+5
Poland	46%	+3	-6
Canada	44%	-5	-10
Australia	44%	-5	-5
India	44%	-1	+1
Hungary	43%	+5	+3
US	39%	-7	-2
Argentina	35%	-3	-33
Mexico	35%	-3	+4
Great Britain	34%	+4	+1
France	34%	-3	-6
South Korea	33%	-3	-8
Germany	32%	+1	-6
Malaysia	30%	+2	-3
Japan	30%	=	+4
Brazil	28%	+2	+4
Thailand	26%	-2	+1
Spain	26%	-1	-10
Belgium	24%	-3	=
Italy	24%	-1	-4
Chile	24%	-5	-13
Colombia	22%	-2	-9
Israel	20%	-3	+1
South Africa	20%	+1	-4
Netherlands	19%	+1	-4
Indonesia	18%	+3	+1
Peru	16%	=	-10
Sweden	16%	=	-10

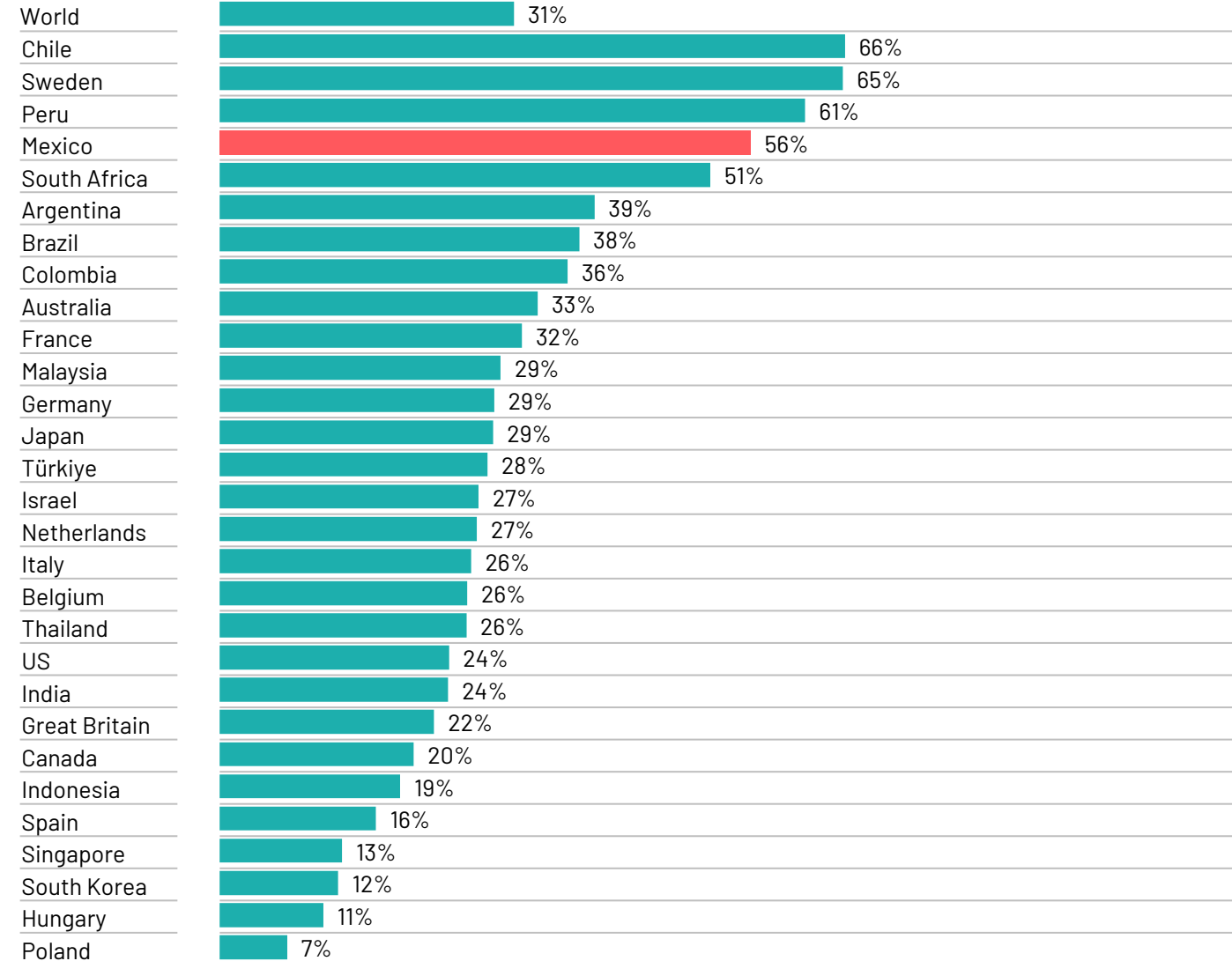
2. Crime & violence

[Commentary]

Base: Representative sample of 24,767 adults aged 16-74 in 29 participating countries, December 20th 2024 - January 3rd 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jan 25

Country



Change from 12-month last month change

=	+2
+2	+1
+8	+12
-4	-1
-3	+1
-3	-3
-5	=
-3	-3
-8	-2
-1	+10
=	+1
+2	+6
+4	+12
+1	+13
-1	+5
-1	+5
+5	+9
-6	+4
=	+2
+2	=
-4	-7
-1	+2
-4	+2
-2	+5
=	-3
-2	-1
+3	+4
-2	-11
+3	+1
=	-1

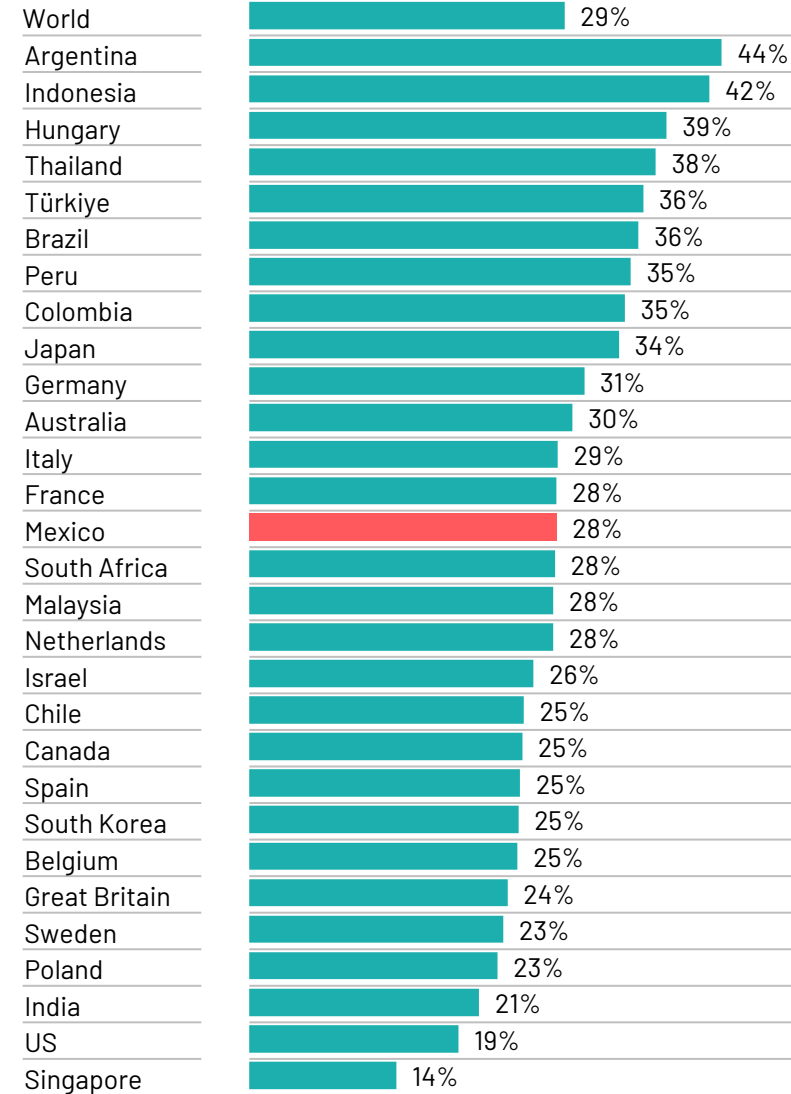
3. Poverty & social inequality

[Commentary]

Base: Representative sample of 24,767 adults aged 16-74 in 29 participating countries, December 20th 2024 - January 3rd 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jan 25

Country



Change from 12-month last month change

=	=
+1	+4
+3	-2
-2	-2
-2	-4
+1	+1
-1	-2
+6	+8
+2	+4
=	=
-2	=
+3	+2
+3	=
-1	+2
+5	+1
-8	-3
+1	+1
-3	-7
+2	+8
-3	+1
-1	-2
-1	-3
+2	-4
-6	-6
-4	-3
+3	=
=	+3
-1	+1
+2	=
-7	-1

4. Unemployment

[Commentary]

Base: Representative sample of 24,767 adults aged 16-74 in 29 participating countries, December 20th 2024 - January 3rd 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jan 25

Country

Country		Change from 12-month	
		last month	change
World	28%	+1	+1
South Africa	69%	+4	+6
Indonesia	49%	+1	+6
Argentina	46%	+2	+8
India	43%	+4	+5
Colombia	41%	-1	=
Singapore	40%	-5	+1
Spain	38%	+7	-1
Italy	37%	+4	-1
Peru	36%	+2	+1
South Korea	35%	-8	-5
Chile	33%	-1	+3
Malaysia	33%	+6	+5
Thailand	31%	-5	+3
Mexico	31%	+2	-5
Türkiye	28%	+6	+7
Brazil	24%	+4	-1
Sweden	24%	+3	+6
Australia	22%	=	+3
Poland	19%	+2	+6
Canada	19%	-2	-2
Belgium	16%	-3	+1
US	16%	+3	=
Japan	16%	-1	-2
Great Britain	16%	+1	+2
Hungary	15%	=	-1
France	14%	-2	+4
Germany	13%	-1	+3
Israel	12%	+3	-2
Netherlands	8%	+4	+3

5. Financial/political corruption

[Commentary]

Base: Representative sample of 24,767 adults aged 16-74 in 29 participating countries, December 20th 2024 - January 3rd 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jan 25

Country

Country		Change from 12-month last month	change
World	27%	=	+1
Indonesia	56%	-3	-2
Peru	54%	+7	+1
South Korea	50%	+7	+16
Malaysia	47%	-2	+4
Hungary	47%	-3	+3
South Africa	46%	+1	-4
Thailand	43%	-2	=
Colombia	38%	=	+5
Spain	33%	-1	+13
Chile	32%	-1	+4
Brazil	30%	+3	+4
Israel	30%	-6	-1
Poland	29%	=	-3
US	27%	+4	+5
India	26%	=	+6
Argentina	25%	-1	+1
Mexico	24%	-3	=
Türkiye	22%	=	-3
Japan	22%	+1	-15
Canada	14%	+4	+4
Italy	12%	+2	+2
Singapore	11%	+4	+4
Sweden	11%	+3	+1
Belgium	11%	-4	-8
Great Britain	10%	=	-5
Australia	10%	-3	-1
France	9%	+1	+2
Germany	7%	-2	-2
Netherlands	6%	-5	-1

6. Health care

[Commentary]

Base: Representative sample of 24,767 adults aged 16-74 in 29 participating countries, December 20th 2024 - January 3rd 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jan 25

Country

Country		Change from 12-month last month	change
World	24%	+1	+3
Hungary	61%	-3	+10
Canada	44%	+6	-5
Great Britain	42%	+2	-1
Brazil	37%	-1	+3
Italy	36%	-5	+8
Singapore	35%	+5	+10
Poland	35%	-8	-1
US	31%	+8	+9
Netherlands	31%	+6	-5
Spain	31%	+4	+1
Australia	31%	+2	-1
France	29%	+3	+7
Colombia	24%	+7	+6
Sweden	23%	-4	+2
Belgium	21%	+1	+7
Mexico	19%	=	+3
Germany	18%	-2	=
Argentina	17%	+4	+7
South Africa	16%	+1	+4
Chile	15%	-3	+1
India	14%	+2	+3
South Korea	14%	-3	+8
Thailand	13%	+5	=
Peru	13%	-1	-2
Japan	11%	+1	=
Malaysia	10%	-1	+2
Indonesia	9%	+4	+1
Türkiye	5%	-2	+1
Israel	5%	-1	+2

7. Taxes

[Commentary]

Base: Representative sample of 24,767 adults aged 16-74 in 29 participating countries, December 20th 2024 - January 3rd 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jan 25

Country

Country		Change from 12-month last month	change
World	19%	+1	+3
Belgium	35%	+4	+5
Japan	34%	+3	-2
Israel	34%	+11	+11
Brazil	28%	+6	+5
Canada	27%	-1	-1
Italy	27%	-4	+1
Indonesia	25%	+8	+20
India	22%	=	+5
France	22%	-3	+6
Argentina	21%	+1	+2
Türkiye	20%	=	+6
Spain	20%	-1	+3
Singapore	20%	=	-2
Poland	19%	-3	-3
Great Britain	19%	-3	+4
Colombia	17%	+1	-2
US	17%	-1	+3
Malaysia	16%	-1	+5
Mexico	16%	+2	+3
Australia	15%	=	-1
Germany	14%	+2	-2
Netherlands	13%	+3	+1
Sweden	13%	+3	=
South Korea	13%	=	-3
Thailand	12%	+1	+4
Hungary	11%	+1	+3
South Africa	10%	-2	+3
Chile	9%	=	+1
Peru	6%	=	+4

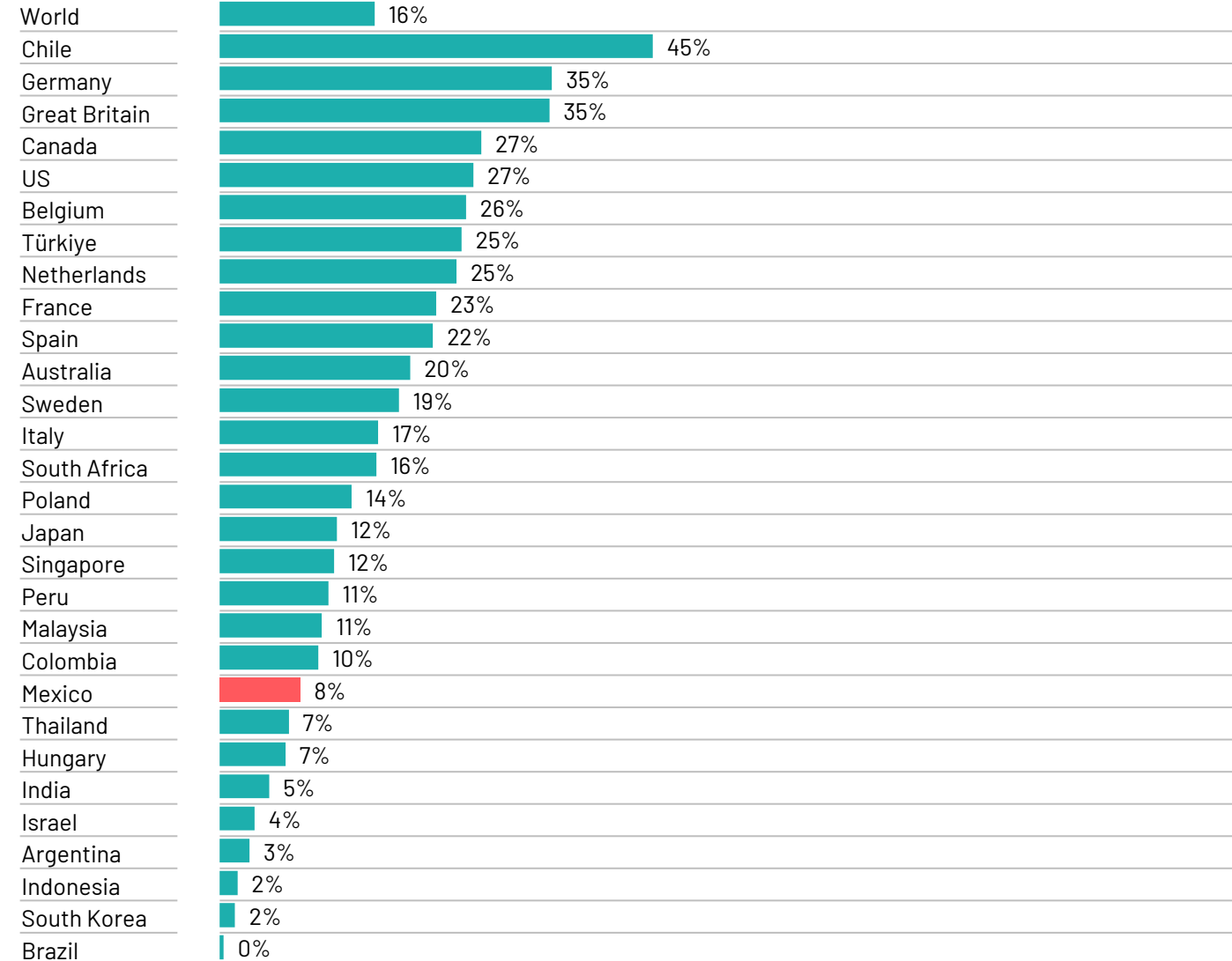
8. Immigration control

[Commentary]

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Country



Change from 12-month last month change

=	+1
+6	+11
=	-3
+4	+6
+5	+10
-3	=
+2	+2
-13	-4
-5	-14
=	-2
=	+7
+3	+4
+4	+3
-1	=
+1	+5
+2	-2
=	+5
-2	+5
-5	-6
=	-3
+2	+1
-2	-3
=	+3
+2	-1
+1	+2
=	=
=	+1
=	-4
+1	+2
-1	-2

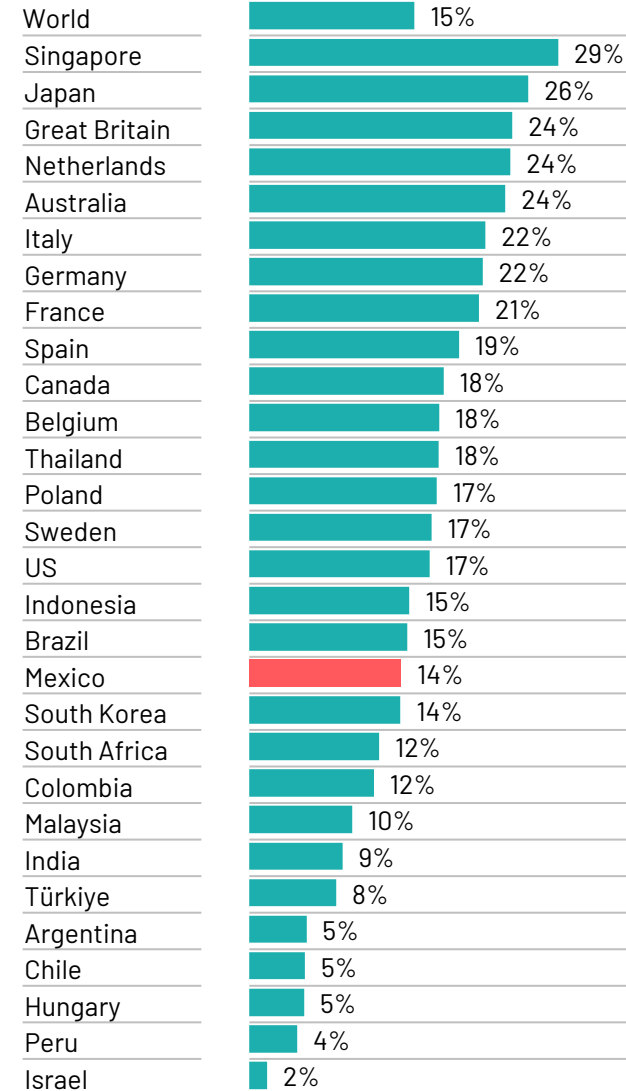
9. Climate change

[Commentary]

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Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jan 25

Country



Change from 12-month last month change

-1	-1
+4	+6
=	+3
+2	+1
-2	-4
+1	-4
=	-2
+1	-6
-2	-4
-3	+1
-4	-3
-1	-2
+3	+4
+5	+5
-4	+2
=	-2
-6	-5
-1	-2
-5	=
-4	-6
+1	-1
-2	+3
-4	+2
-2	-2
+2	-1
+1	+2
+2	-5
+1	=
-4	-4
=	+1

10. Education

[Commentary]

Base: Representative sample of 24,767 adults aged 16-74 in 29 participating countries, December 20th 2024 - January 3rd 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jan 25

Country

World	15%
Argentina	30%
India	28%
Peru	26%
Mexico	24%
Türkiye	23%
Hungary	22%
Brazil	21%
Colombia	20%
Indonesia	19%
Belgium	17%
Spain	16%
Israel	16%
Malaysia	15%
Chile	14%
France	14%
Netherlands	14%
South Africa	11%
Canada	11%
Germany	11%
Poland	10%
Thailand	9%
US	9%
Italy	9%
Australia	8%
Japan	8%
Singapore	7%
Sweden	7%
Great Britain	7%
South Korea	6%

Change from 12-month last month change

+1	+1
-3	+3
+3	-1
+4	+5
+5	+5
+4	+6
=	-5
-2	-3
+1	+4
+2	+5
+1	+1
+4	+4
+2	+2
-5	=
-2	=
+4	+2
-1	+1
-1	=
+4	+1
+2	+1
+1	+4
-1	=
-1	=
-1	+2
+1	=
+1	+1
+2	-7
-3	=
+1	-2
+3	-3

11. Moral decline

[Commentary]

Base: Representative sample of 24,767 adults aged 16-74 in 29 participating countries, December 20th 2024 - January 3rd 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jan 25

Country

World	11%
Netherlands	19%
South Korea	19%
US	17%
Malaysia	17%
Japan	16%
France	15%
Thailand	12%
Indonesia	12%
Poland	11%
Hungary	11%
Israel	11%
Italy	11%
Belgium	11%
Australia	11%
Great Britain	11%
Germany	10%
Argentina	9%
Singapore	9%
Sweden	8%
Spain	8%
Türkiye	8%
Canada	8%
Chile	8%
Peru	7%
Mexico	7%
Colombia	6%
Brazil	5%
South Africa	5%
India	5%

Change from 12-month last month change

=	=
-4	+3
+1	+1
=	+2
=	-1
=	+1
+4	+2
-2	-9
-5	-4
+1	+1
+1	-3
-2	-1
+2	+1
+1	=
=	+2
+1	=
-3	=
=	=
=	+2
-1	-4
=	=
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=	+4
+2	+1
=	-1
=	+1
=	-1
=	-1

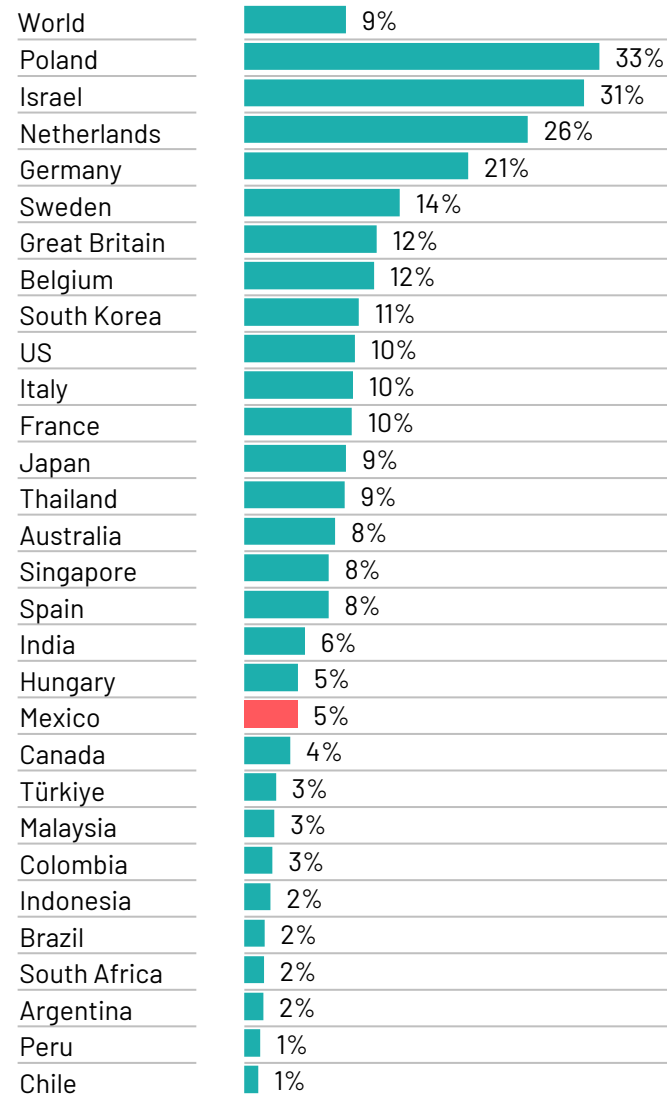
12. Military conflict between nations

[Commentary]

Base: Representative sample of 24,767 adults aged 16-74 in 29 participating countries, December 20th 2024 - January 3rd 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jan 25

Country



Change from 12-month last month change

-2	=
-2	+10
-4	-10
+6	+15
-5	+6
-4	+1
-7	+3
-2	+2
-7	-3
-2	-4
-1	-2
-5	+3
-3	-4
=	+5
-1	-1
+2	+5
-2	+1
+1	=
=	-2
-2	+2
-2	=
+1	+1
-3	-2
=	-2
-1	=
-1	-1
=	+1
+1	+1
-1	=
-1	-2

13. Rise of extremism

[Commentary]

Base: Representative sample of 24,767 adults aged 16-74 in 29 participating countries, December 20th 2024 - January 3rd 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jan 25

Country

World	9%
Netherlands	24%
Germany	19%
France	18%
Israel	18%
US	16%
South Korea	15%
Belgium	14%
Sweden	13%
Spain	13%
Malaysia	12%
Canada	11%
Great Britain	10%
Australia	10%
Poland	9%
Brazil	9%
Italy	6%
Singapore	6%
Colombia	5%
Hungary	5%
Chile	4%
India	4%
Argentina	4%
Türkiye	4%
Indonesia	3%
Japan	3%
Thailand	2%
South Africa	2%
Mexico	2%
Peru	2%

Change from 12-month last month change

=	+1
-2	+8
-2	+5
+5	+4
-7	-2
-1	+1
+5	+7
+1	-1
-2	-7
-2	=
=	-2
+1	+3
+1	+2
=	+4
+1	+2
+1	+3
-1	+1
-1	+2
+1	+1
=	=
=	-1
-1	-3
-1	-2
-1	-1
=	-2
-2	=
-2	-3
+2	+1
-1	=
=	-1

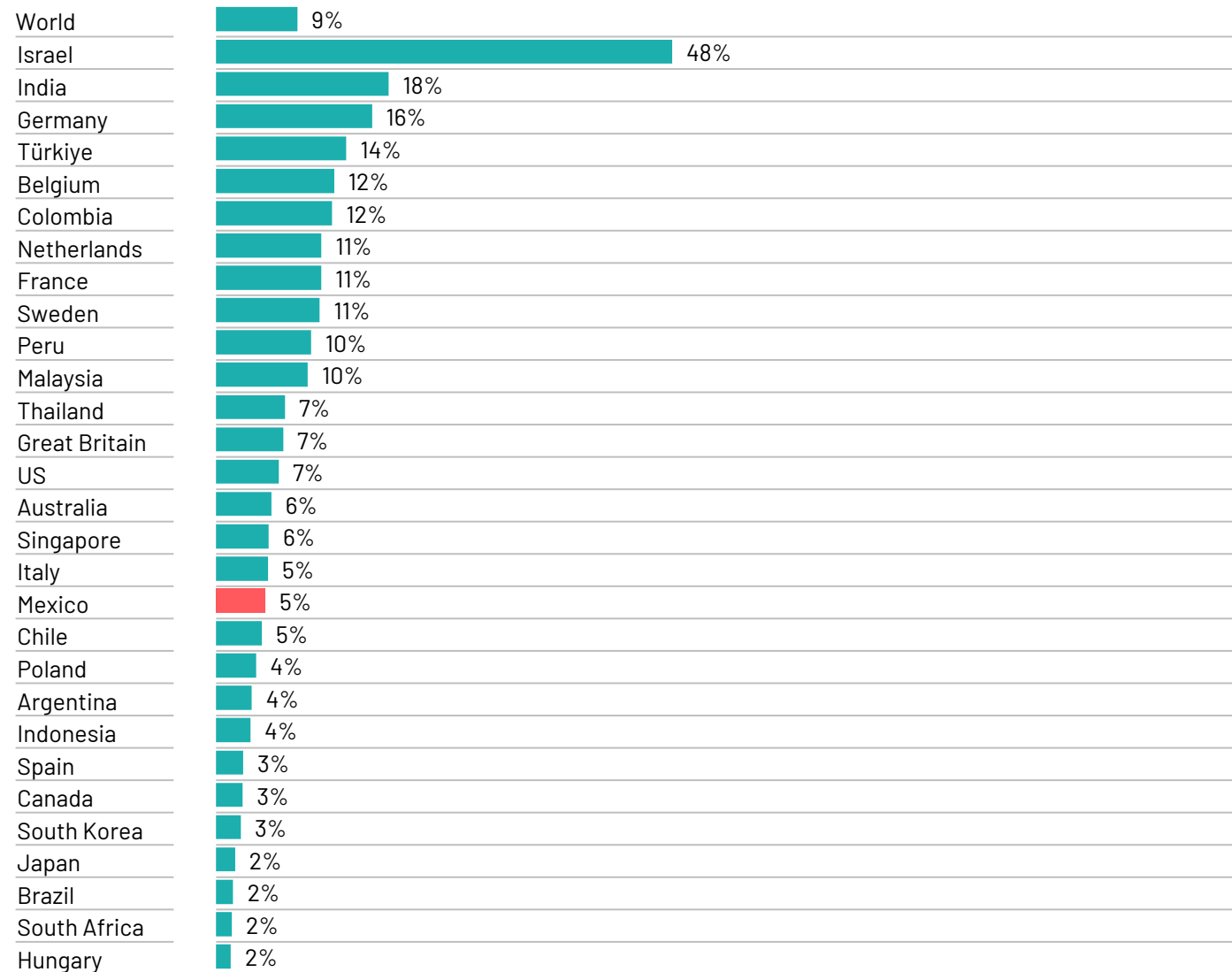
14. Terrorism

[Commentary]

Base: Representative sample of 24,767 adults aged 16-74 in 29 participating countries, December 20th 2024 - January 3rd 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jan 25

Country



Change from 12-month last month change

+1	=
+3	-10
=	-1
+6	+5
-3	-4
+4	-1
-2	-4
+5	+3
+2	-7
+1	-3
-4	+1
+4	+5
+2	-1
=	=
=	-3
+3	+2
-1	+1
+2	+1
-3	=
=	-3
=	+1
+1	+2
-3	-2
=	-4
=	+1
+1	+2
=	-1
=	-1
+1	=
+1	+2

15. Threats against the environment

[Commentary]

Base: Representative sample of 24,767 adults aged 16-74 in 29 participating countries, December 20th 2024 - January 3rd 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jan 25

Country

World	7%
Brazil	12%
Sweden	11%
Netherlands	10%
Mexico	10%
Australia	9%
India	9%
France	9%
Italy	8%
Belgium	8%
Colombia	8%
South Korea	8%
Singapore	8%
Japan	7%
Germany	7%
Great Britain	7%
Indonesia	7%
Malaysia	7%
US	7%
Peru	6%
Thailand	6%
Poland	6%
Canada	6%
Spain	5%
Chile	5%
Israel	4%
Hungary	4%
Türkiye	3%
Argentina	3%
South Africa	2%

Change from 12-month last month change

-1	-1
-3	-1
-1	=
-3	=
+2	-3
=	-2
=	=
=	-2
+1	=
=	-3
=	-1
+1	-2
-1	+2
-1	-1
-2	-3
-1	-4
-1	-3
-4	-1
+2	=
-3	=
-6	-5
-1	=
-1	-1
-3	-1
+2	-3
-1	-4
=	+1
-1	-1
=	+1
-1	-2

16. Maintaining social programmes

[Commentary]

Base: Representative sample of 24,767 adults aged 16-74 in 29 participating countries, December 20th 2024 - January 3rd 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jan 25

Country

Country		Change from 12-month last month	change
World	7%	=	=
South Korea	24%	+7	+9
Sweden	15%	-5	-2
Japan	15%	-1	-3
Italy	10%	+2	-1
Thailand	9%	+1	-1
Great Britain	9%	=	+1
Spain	9%	+1	+1
Indonesia	8%	=	=
US	8%	=	+4
Mexico	7%	=	-1
Singapore	7%	+2	+3
Belgium	7%	=	+2
Australia	6%	-2	-2
Poland	6%	-1	-1
Netherlands	6%	-4	-3
Canada	6%	=	+1
Malaysia	6%	+1	+2
Colombia	5%	+2	+1
Hungary	5%	-2	+2
Germany	5%	-1	-3
Argentina	5%	+1	+3
Brazil	4%	+1	+1
India	4%	=	-1
France	4%	-1	=
Israel	3%	-1	+1
Chile	3%	=	-1
Türkiye	3%	=	+1
Peru	2%	+1	+1
South Africa	0%	-1	-3

17. Coronavirus (Covid-19)

[Commentary]

Base: Representative sample of 24,767 adults aged 16-74 in 29 participating countries, December 20th 2024 - January 3rd 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jan 25

Country

World	3%
Thailand	10%
Malaysia	7%
Singapore	7%
Japan	5%
Mexico	5%
India	4%
Australia	3%
Belgium	3%
Indonesia	3%
US	3%
Türkiye	3%
Brazil	3%
Great Britain	2%
Peru	2%
Poland	2%
South Korea	2%
Germany	2%
France	2%
Colombia	1%
Chile	1%
Italy	1%
Canada	1%
Spain	1%
South Africa	1%
Israel	1%
Sweden	1%
Argentina	1%
Hungary	1%
Netherlands	0%

Change from 12-month last month change

+1	-4
+4	-2
=	-22
+4	-15
+1	-1
+2	-5
-2	-12
=	-5
+2	-1
-1	-6
+1	-4
=	-1
+2	=
=	-3
+1	-3
=	-7
=	-2
+1	-4
+1	=
=	-1
=	-1
=	-3
-2	-3
-1	-3
=	-1
=	=
=	-1
=	+1
-2	-2
-1	-3

18. Access to credit

[Commentary]

Base: Representative sample of 24,767 adults aged 16-74 in 29 participating countries, December 20th 2024 - January 3rd 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jan 25

Country

World	2%
Belgium	4%
Hungary	4%
India	4%
Colombia	3%
Thailand	3%
Argentina	3%
Sweden	3%
Poland	3%
Türkiye	2%
Singapore	2%
Malaysia	2%
Brazil	2%
Australia	2%
Italy	2%
Canada	2%
US	2%
France	2%
Peru	2%
South Korea	2%
South Africa	2%
Great Britain	2%
Mexico	1%
Spain	1%
Israel	1%
Chile	1%
Japan	1%
Indonesia	1%
Netherlands	1%
Germany	1%

Change from 12-month last month change

=	-1
+2	-1
+2	+2
=	-3
+1	=
-1	-2
=	-1
+1	+2
=	+2
=	=
=	=
+1	-1
-1	-1
+1	-1
=	=
+1	+1
=	-1
+1	+1
=	=
+2	=
=	=
=	-2
-1	-2
+1	=
-1	-1
-1	=
=	+1
=	-1
=	-1

Methodology

This 29-country Global Advisor survey was conducted between December 20th 2024 and January 3rd 2025 via the Ipsos Online Panel system among 24,767 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Türkiye and the United States, 20-74 in Indonesia and Thailand, 21-74 in Singapore, and 16-74 in all other nations.

The "Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result."

The sample consists of approximately 1000+ individuals in each of Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Spain, Sweden, and the US, and approximately 500+ individuals in each of Argentina, Chile, Colombia, Hungary, Indonesia, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Thailand and Türkiye.

The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the US can be taken as representative of these countries' general adult population under the age of 75.

The samples in Brazil, Chile, Colombia, India, Indonesia, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more "connected" segment of these populations.

India's sample represents a large subset of its urban population – social economic

classes A, B and C in metros and tier 1-3 town classes across all four zones.

Weighting has been employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent census data.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of don't knows or not stated responses

The publication of these findings abides by local rules and regulations.

