

WHAT WORRIES THE WORLD?

MEXICO REPORT

September 2024

MEXICO SUMMARY: SEPTEMBER 2024

Top five worries

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

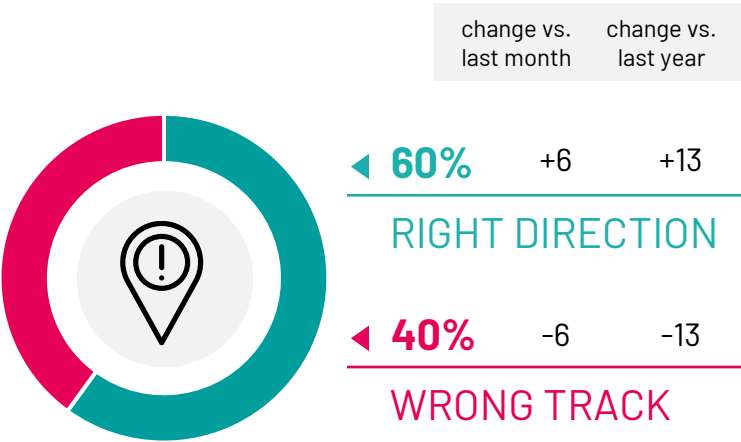
		change vs. last month	change vs. last year
Crime & violence	54%	+7	-4
Unemployment	35%	-11	+2
Poverty & social inequality	32%	+6	=
Inflation	28%	+3	-3
Financial/political corruption	25%	+3	-6

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: Sep 24

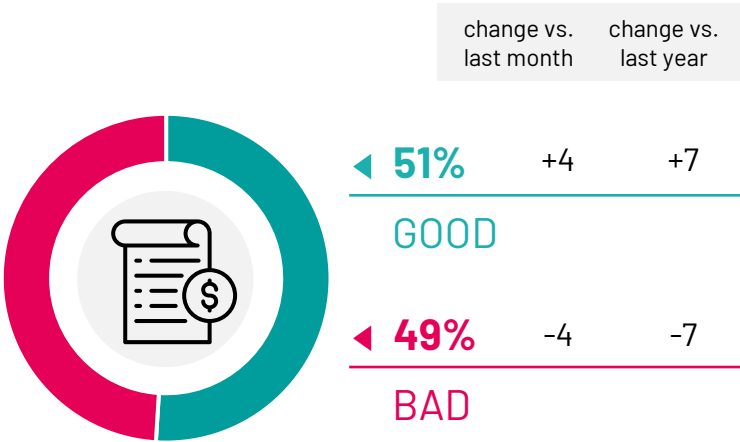
State of the country

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: SEPTEMBER 2024

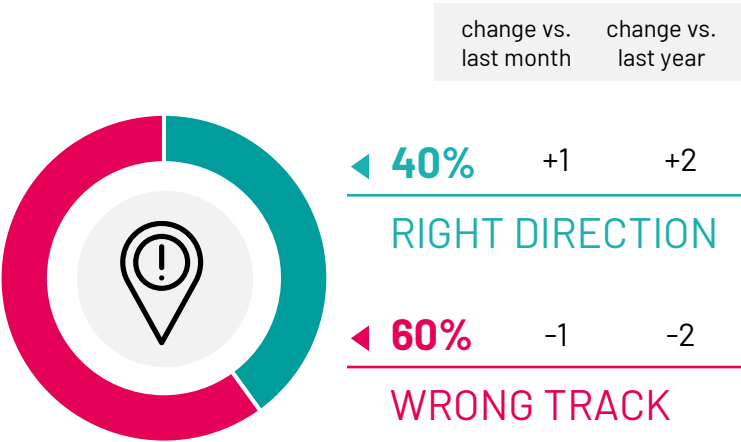
Top five worries

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	31%	+2	-1
Inflation	30%	-2	-8
Poverty & social inequality	29%	-2	-2
Unemployment	28%	+1	+2
Financial/political corruption	25%	+1	-1

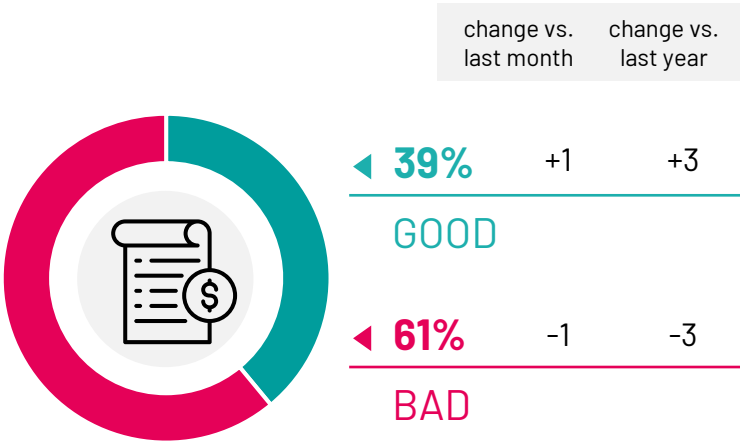
State of the country

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 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: Sep 24



DIRECTION OF TRAVEL

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

Right vs. Wrong Direction Monitor

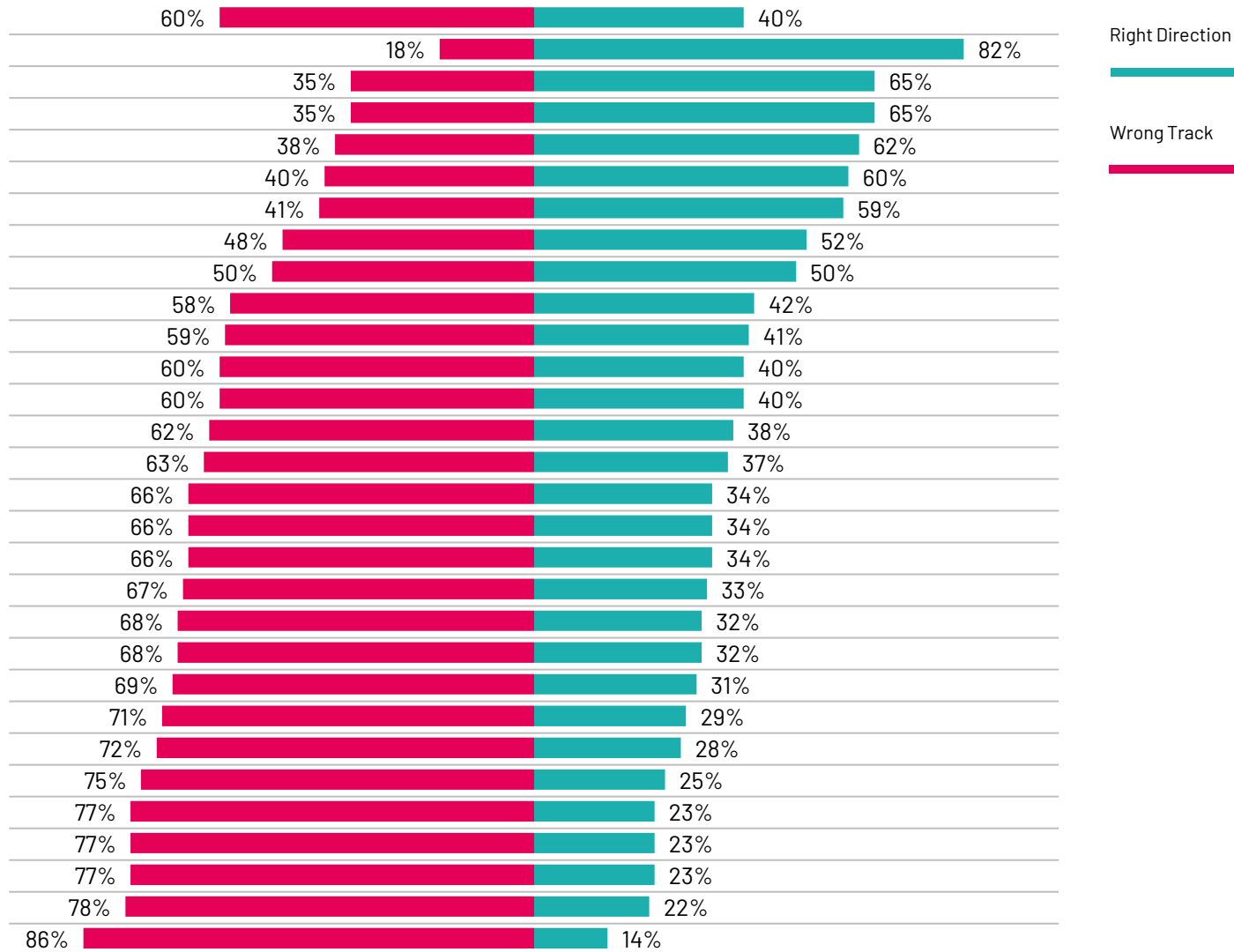
Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

Country

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

Q: Would you say things in this country are heading in the right direction, or are they off on the wrong track? (September 2024)

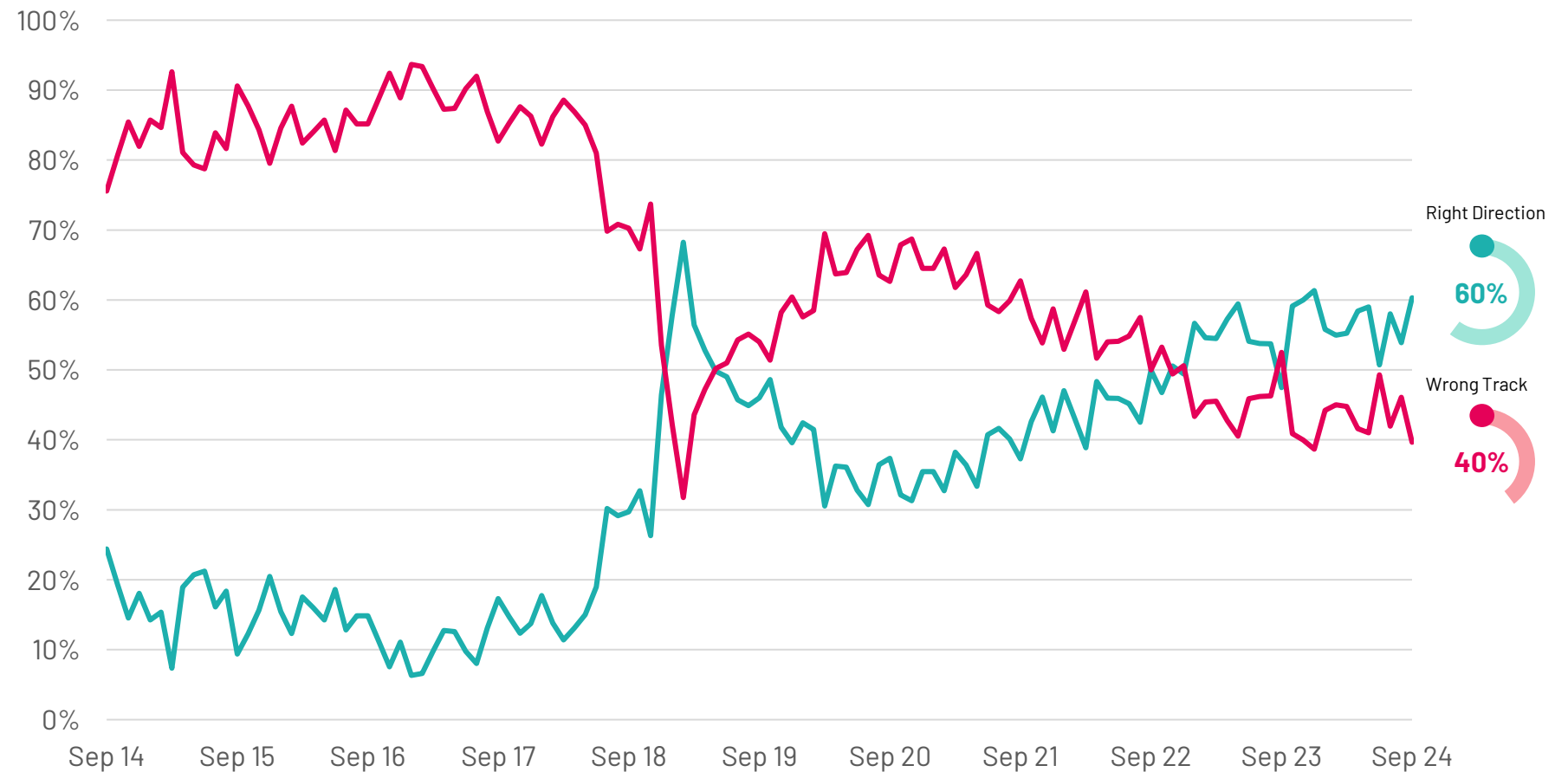


Mexico Right/Wrong Direction

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: Sep 24

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



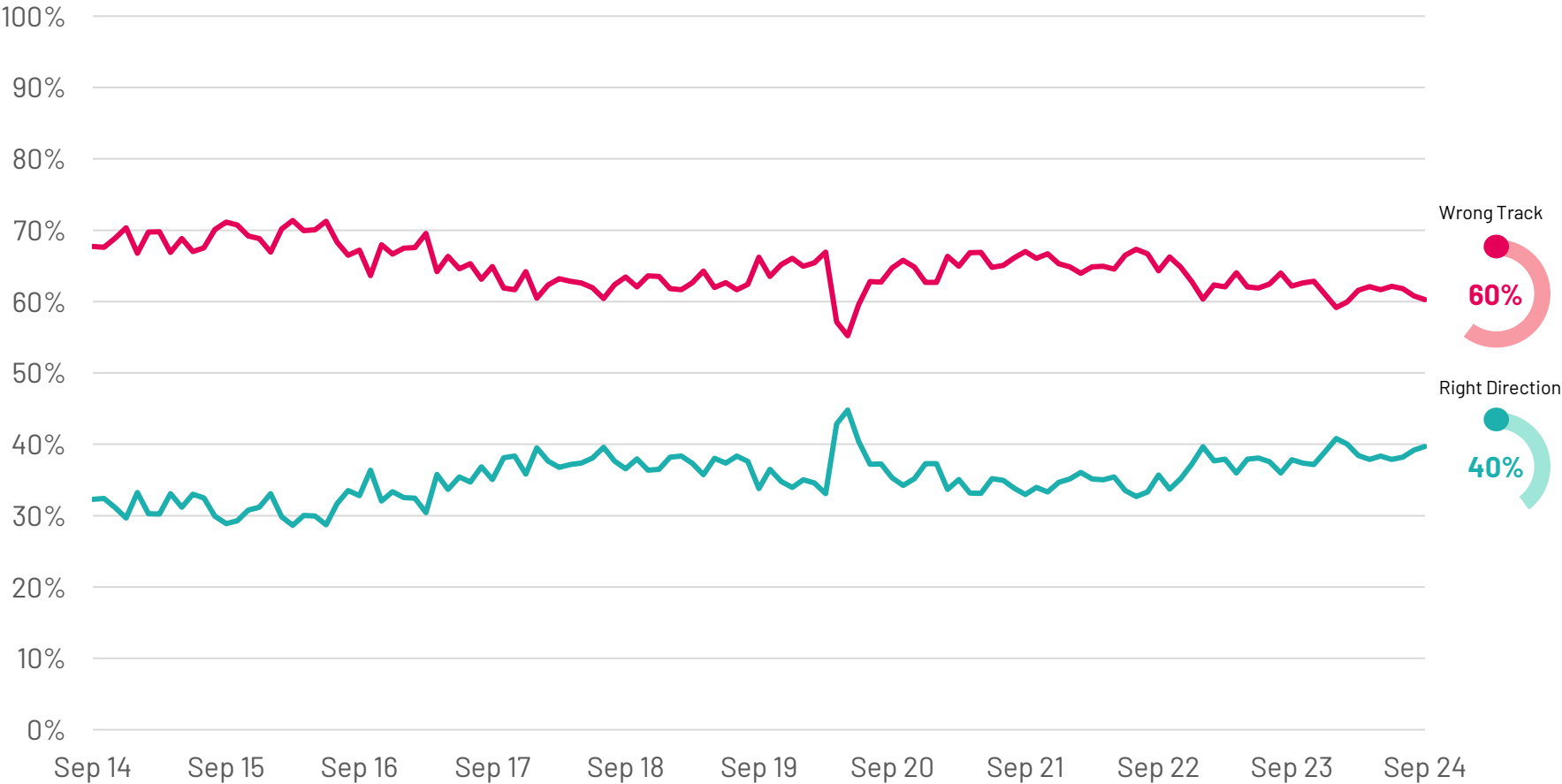
Global Right/Wrong Direction

Global country average score

Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

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]

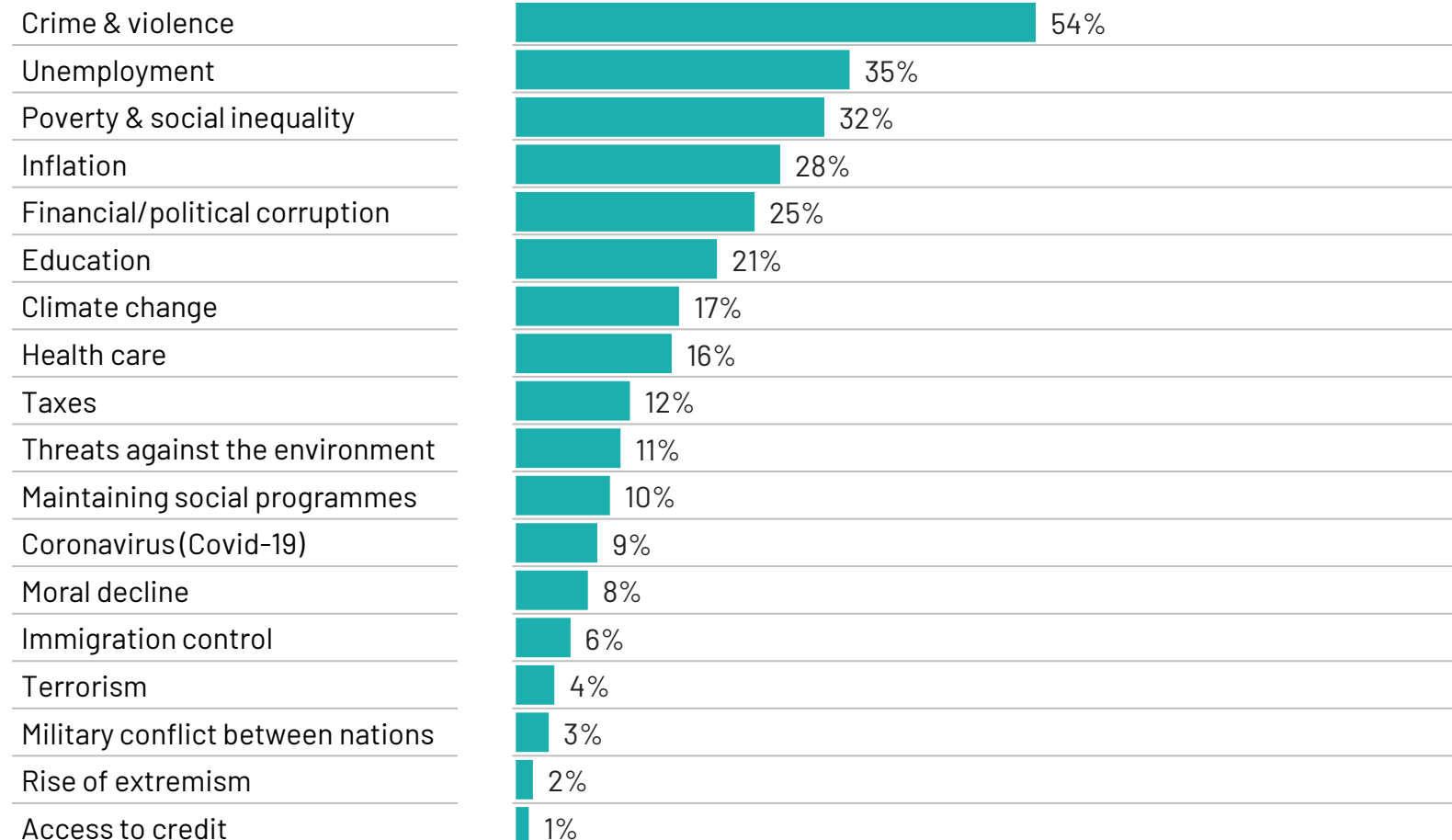
Base: Representative sample of Mexican adults aged 16-74. c.500 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: Mexico | Current Wave: Sep 24

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

Worry

% mentioned in September 2024 (global country average)



World Worries

[Commentary]

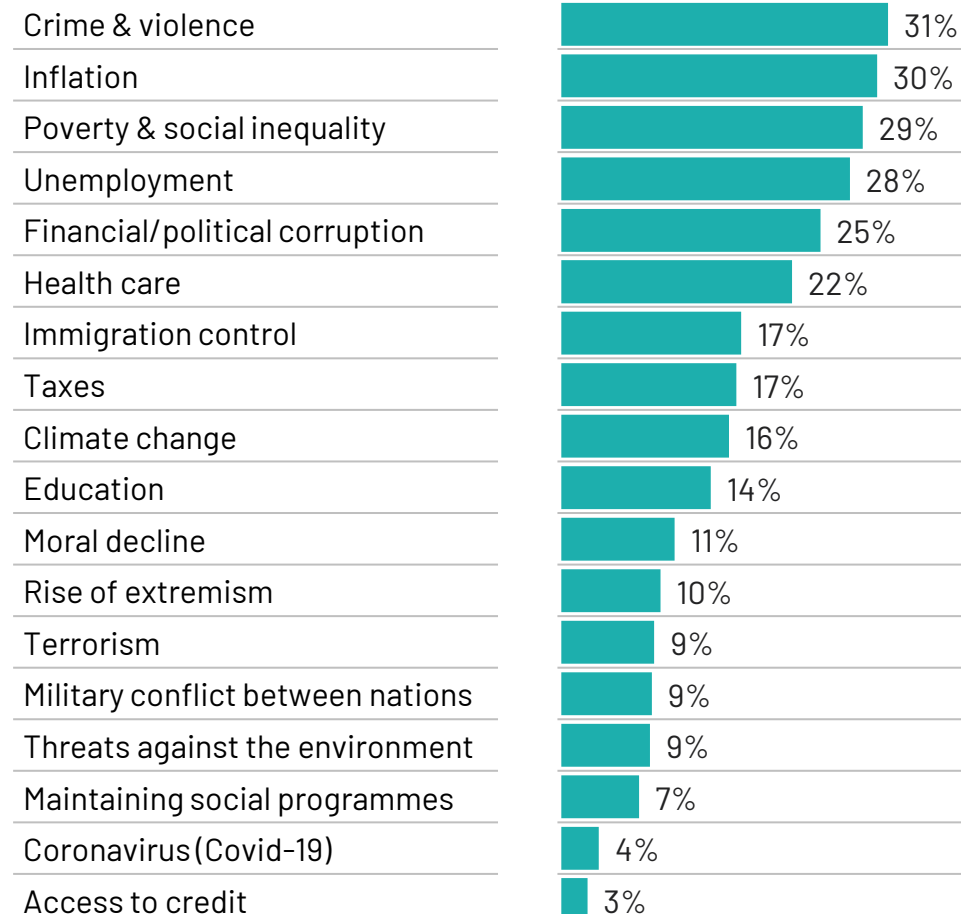
Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

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

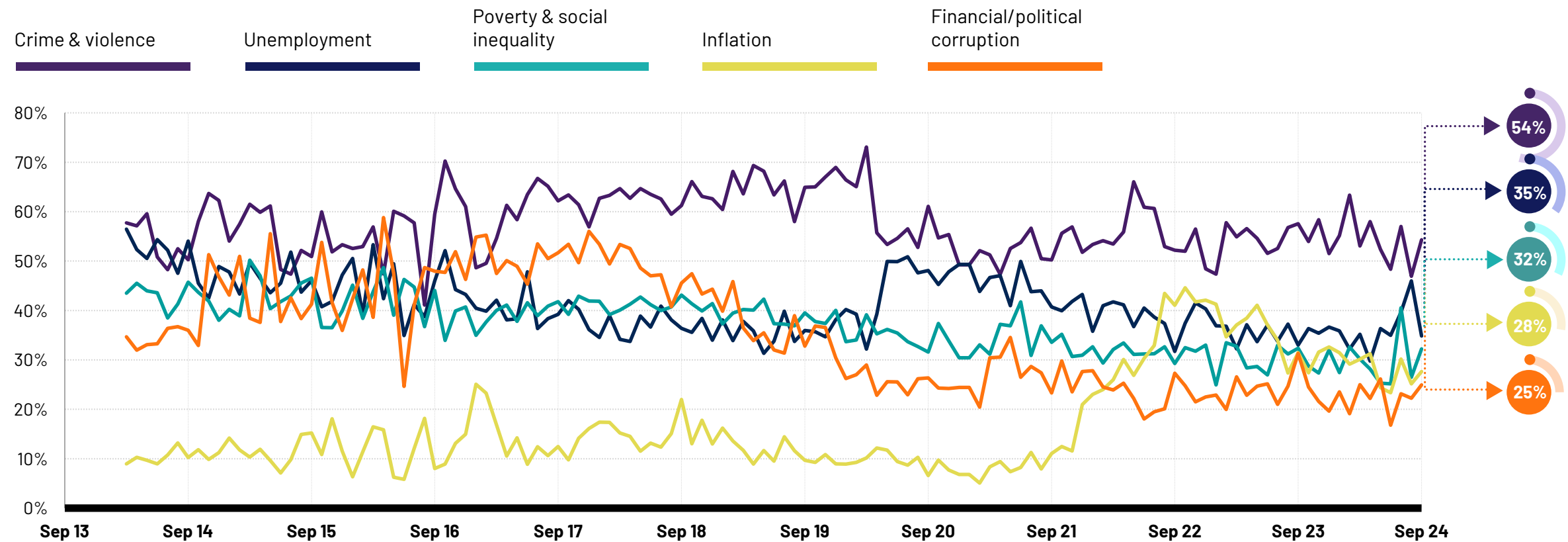
Worry

% mentioned in September 2024 (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?



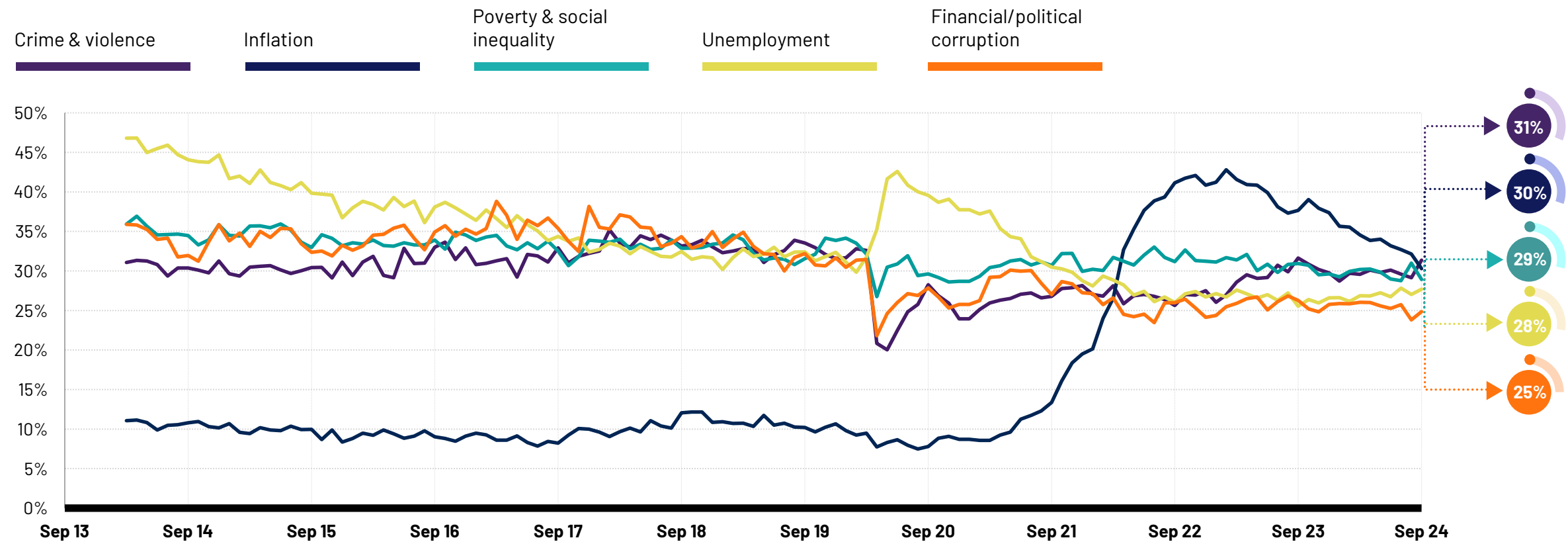
Base: Representative sample of Mexican adults aged 16-74. c.500 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: Mexico | Current Wave: Sep 24



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 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: Sep 24



WORLD WORRIES COUNTRY COMPARISON

- Country comparison of all 18 concerns

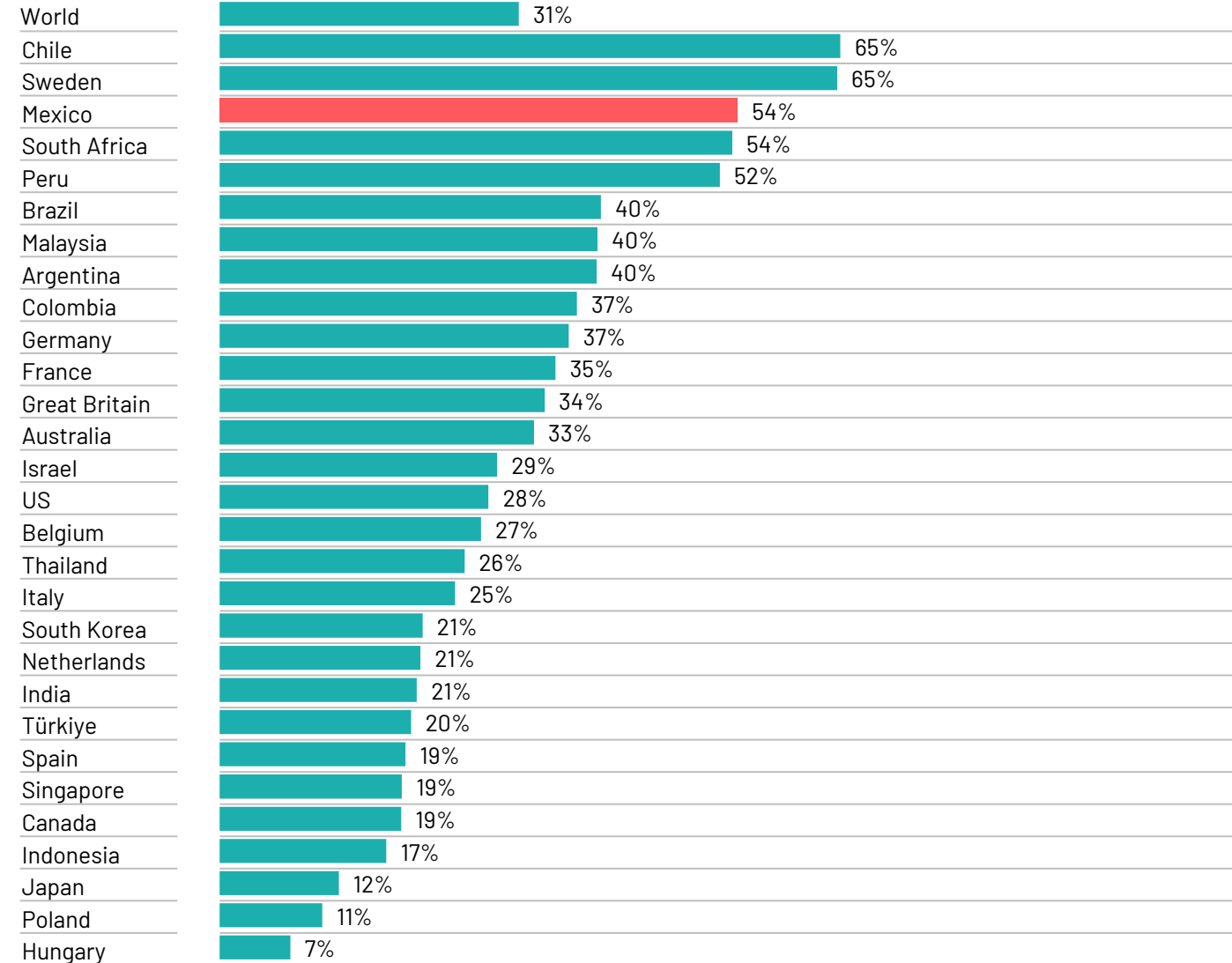
1. Crime & violence

[Commentary]

Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

Country



Change from 12-month last month change

+2	-1
+4	+5
+7	+8
+7	-4
+1	-3
+4	-11
-2	-1
+9	+20
+2	-13
-2	-5
+6	+13
+3	+1
+5	+16
+5	+4
+5	-19
-1	-9
=	+1
+2	+4
+1	=
+4	-21
+2	+1
+1	-7
-3	+1
-4	+2
+11	+11
+3	+3
-4	-5
-1	-6
+1	+4
-3	=

2. Inflation

[Commentary]

Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

Country

Country		Change from 12-month	
		last month	change
World	30%	-2	-8
Türkiye	52%	+2	-5
Argentina	48%	-4	-18
Australia	48%	-2	-5
US	48%	+2	+5
Singapore	47%	-20	-12
Canada	43%	-7	-15
Poland	34%	-9	-17
France	33%	-7	-7
Malaysia	32%	+1	-8
South Korea	31%	-2	=
Hungary	30%	-8	-16
India	30%	-1	-16
Great Britain	30%	+3	-13
Japan	29%	+4	=
Spain	28%	+2	-5
Mexico	28%	+3	-3
Italy	26%	+2	-6
Colombia	26%	+3	-5
Thailand	25%	-4	-2
Chile	25%	-6	-10
Belgium	24%	+3	-6
Germany	23%	-9	-19
Peru	23%	+12	-3
Brazil	22%	-1	-1
Israel	21%	+5	-1
South Africa	19%	-5	-5
Indonesia	18%	-2	+1
Netherlands	17%	-4	-5
Sweden	17%	-4	-16

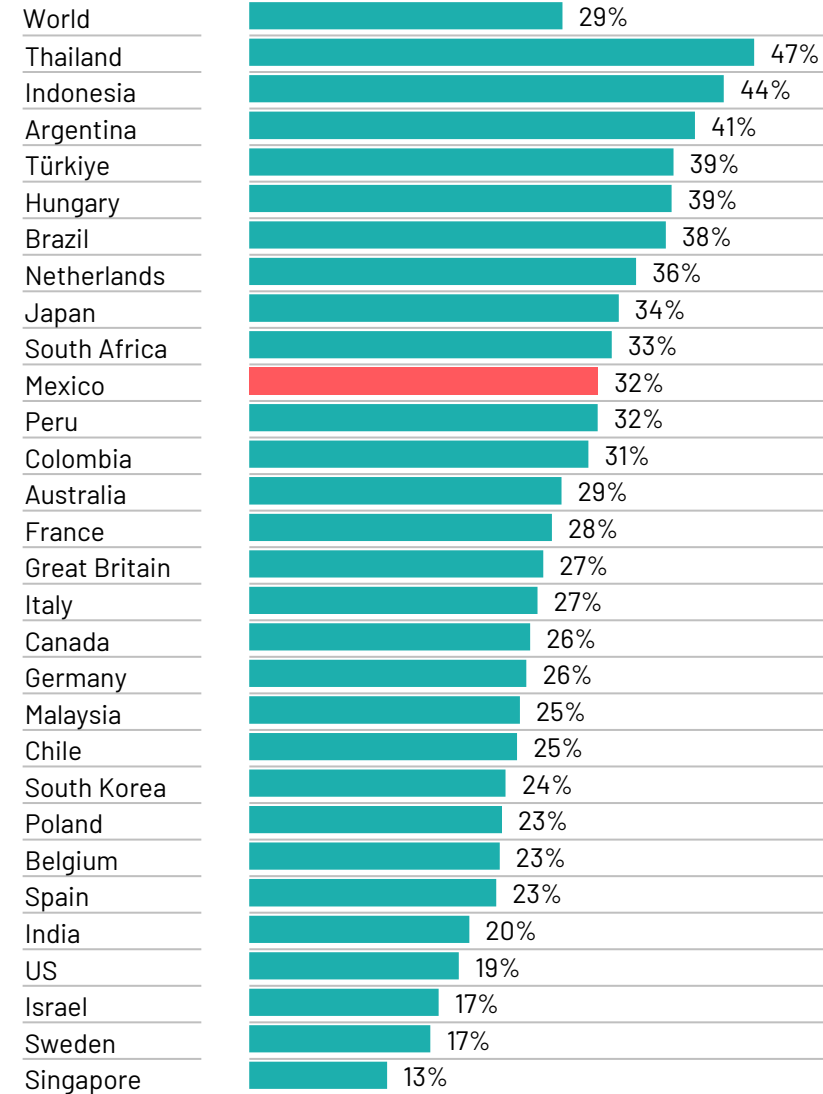
3. Poverty & social inequality

[Commentary]

Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

Country



Change from 12-month last month change

-2	-2
=	+4
-1	=
-2	=
+8	+5
+2	-1
=	-5
+4	-6
+2	-1
-3	-1
+6	=
-19	-3
-10	-3
+2	+3
-1	+3
-5	-1
=	-2
=	=
-7	-11
-6	-11
+3	-6
-2	-2
=	+6
-1	-3
-6	-4
+1	+2
-3	-1
-4	-11
-6	-6
-17	-7

4. Unemployment

[Commentary]

Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

Country

Country		Change from 12-month	
		last month	change
World	28%	+1	+2
South Africa	66%	+1	+2
Argentina	51%	=	+20
Colombia	49%	+6	+11
Indonesia	49%	+4	+11
South Korea	41%	+4	+9
Peru	37%	-2	+4
Chile	36%	+4	+6
Spain	36%	+2	-2
Mexico	35%	-11	+2
Italy	33%	+1	-5
Thailand	31%	+1	+4
Singapore	30%	-8	-4
India	30%	-3	-9
Malaysia	29%	=	-5
Canada	25%	+8	+10
Türkiye	24%	+3	-1
Brazil	24%	+3	-2
Australia	21%	-1	-3
Hungary	20%	+8	+4
Belgium	19%	+3	+3
Sweden	19%	+2	+7
Poland	18%	-1	+9
US	16%	+2	=
Japan	14%	-2	-6
Great Britain	12%	-4	-1
France	12%	=	+3
Germany	11%	+1	+1
Israel	9%	-2	-3
Netherlands	5%	-3	=

5. Financial/political corruption

[Commentary]

Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

Country

Country		Change from 12-month last month	change
World	25%	+1	-1
Indonesia	63%	+5	+9
Peru	51%	+10	=
Thailand	44%	+4	-1
South Africa	44%	=	-7
Malaysia	42%	-2	-8
South Korea	36%	-2	+2
Hungary	35%	-8	-11
Colombia	34%	+3	-2
Chile	28%	+1	-8
Poland	28%	+5	-2
Spain	27%	+2	+7
Japan	27%	+2	+13
Israel	27%	+4	-4
Brazil	26%	-2	-3
Mexico	25%	+3	-6
Argentina	24%	+6	-3
India	22%	+1	-4
Türkiye	19%	=	+6
US	17%	-3	-6
Singapore	13%	+6	-4
Belgium	13%	+2	-6
Italy	12%	-1	+2
Australia	12%	-3	+2
Canada	10%	+2	-2
Great Britain	10%	=	-6
France	9%	+2	+2
Sweden	8%	-3	+3
Netherlands	7%	-1	-4
Germany	7%	-2	-3

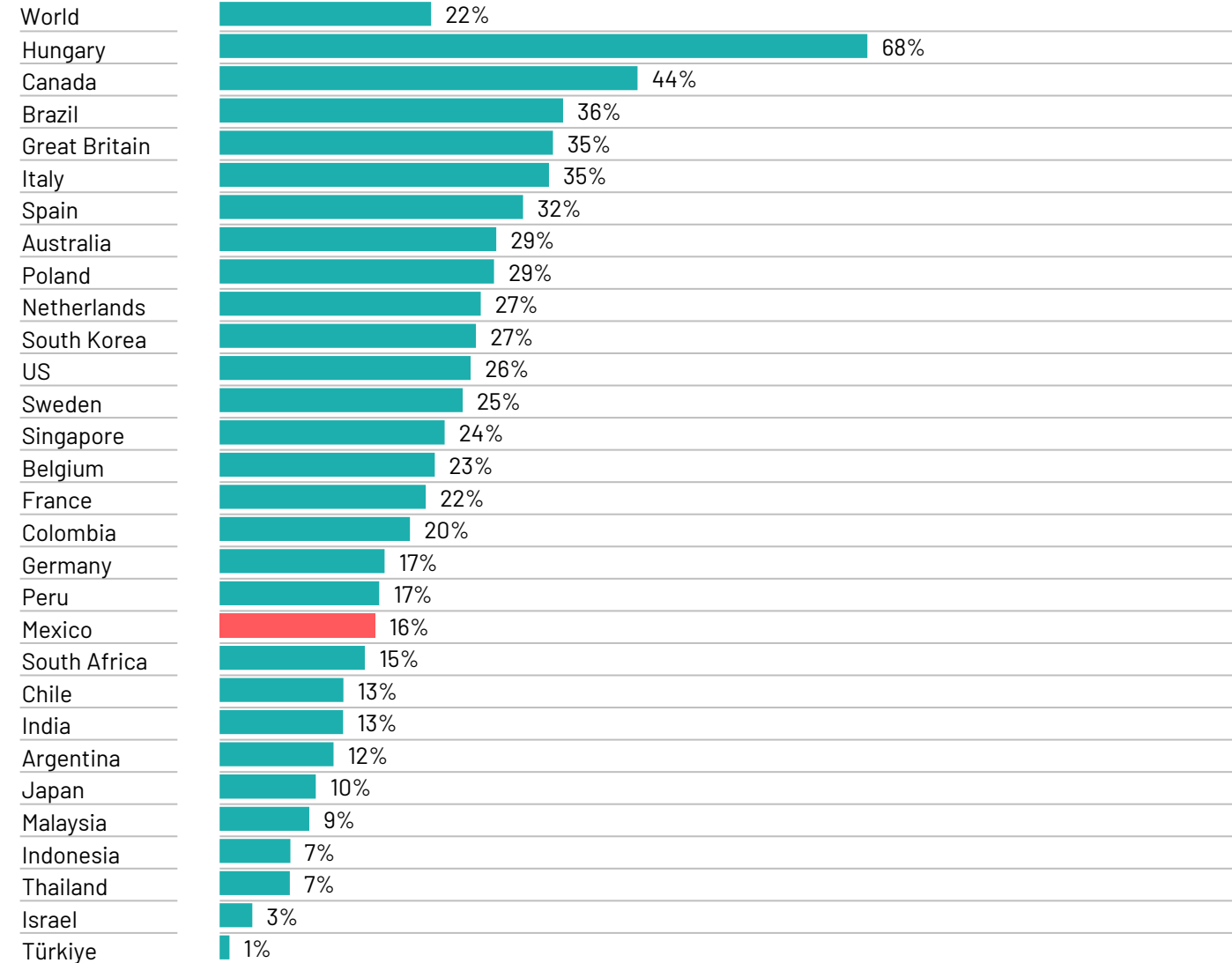
6. Health care

[Commentary]

Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

Country



Change from 12-month last month change

=	+1
+8	+19
+3	+4
-2	+1
-9	-9
+2	+15
+2	-2
-4	-6
-4	-12
-5	-4
+15	+23
+5	+3
-5	+9
+4	-4
+4	+5
-5	=
-2	+1
=	=
+8	+4
+1	-1
-1	+3
+3	-2
-2	+4
+1	+3
-1	+2
=	+1
=	-1
-1	-3
-3	-5
-6	-3

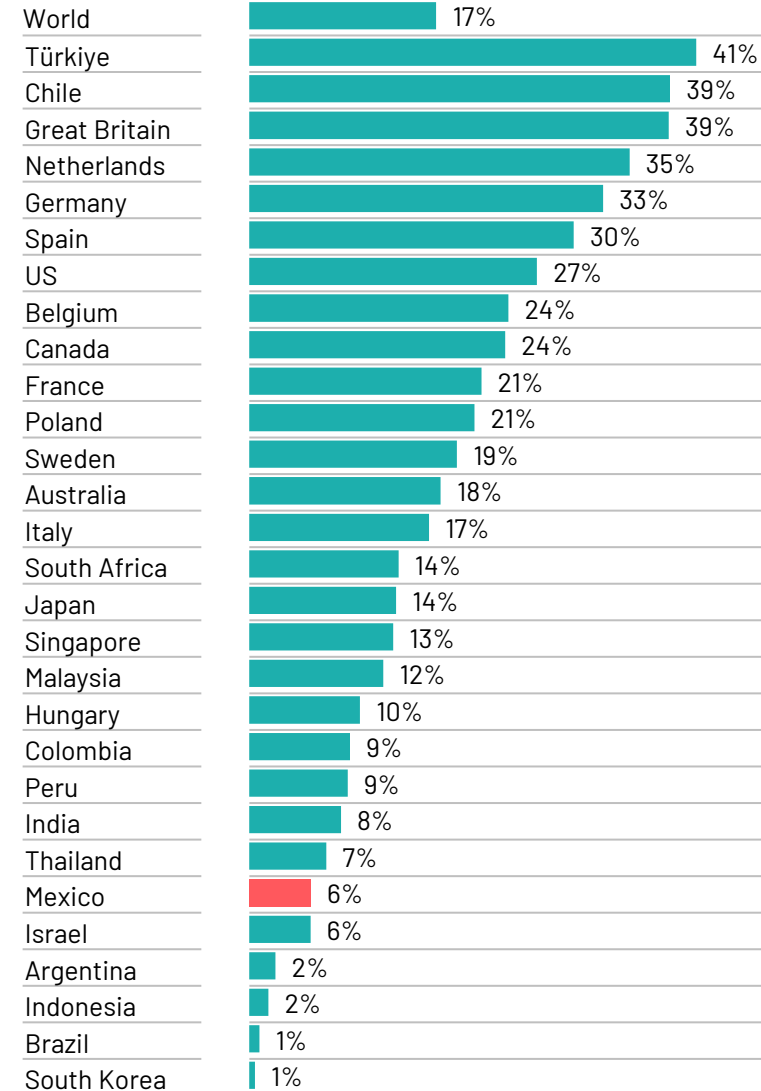
7. Immigration control

[Commentary]

Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

Country



Change from 12-month last month change

=	+4
=	-4
-8	+15
+9	+10
+8	+6
-1	=
+10	+19
-2	+8
=	-1
-2	+12
-2	-2
+1	+8
+1	+7
+2	+11
+1	-2
-1	+3
+1	+5
=	+2
=	+5
+2	+4
-2	+3
-1	-5
-1	+4
+3	+3
=	+3
+1	+3
=	=
+1	+1
=	=
-1	=

8. Taxes

[Commentary]

Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

Country

World	17%
Belgium	36%
Japan	29%
Italy	29%
Canada	26%
Singapore	24%
Israel	23%
Argentina	21%
Brazil	21%
Poland	20%
Türkiye	20%
India	18%
US	17%
Spain	17%
Colombia	17%
France	16%
Malaysia	15%
Netherlands	15%
Australia	14%
Great Britain	13%
South Korea	13%
Mexico	12%
Indonesia	11%
South Africa	9%
Peru	9%
Thailand	9%
Hungary	9%
Germany	8%
Chile	8%
Sweden	8%

Change from 12-month last month change

=	=
+3	-2
+1	-4
+3	+3
-2	+1
+8	+2
+3	+5
-2	+3
-3	=
-1	-1
+4	=
+2	-1
+4	+4
-5	-8
+3	-1
+2	=
-2	+5
+1	-2
-2	-3
-4	+1
-2	+1
-12	=
-3	+6
+2	+1
+3	+6
-3	-7
+4	+2
-3	-6
-2	+1
=	-3

9. Climate change

[Commentary]

Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

Country

Country		Change from 12-month last month change	
World	16%	-1	-3
Japan	33%	=	+1
Netherlands	27%	-2	-2
Canada	23%	-2	-8
Australia	22%	+1	-7
US	22%	=	-1
Germany	21%	=	-6
South Korea	21%	+1	+1
Italy	21%	-2	-7
Belgium	21%	+3	+1
Poland	20%	+2	+3
Singapore	20%	-4	-11
Thailand	20%	+1	+8
Great Britain	19%	-1	-8
France	18%	-5	-6
Spain	18%	-1	-8
Indonesia	17%	=	-10
Sweden	17%	-2	-1
Mexico	17%	+1	=
Brazil	15%	+1	+5
India	13%	-1	+3
Malaysia	10%	-2	+1
Colombia	9%	-2	-2
South Africa	9%	-2	=
Chile	8%	+1	-5
Türkiye	8%	=	-4
Hungary	7%	-2	-4
Peru	6%	-1	-4
Argentina	4%	+1	+1
Israel	2%	=	-3

10. Education

[Commentary]

Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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Country

World	14%
Argentina	28%
Hungary	27%
Brazil	24%
India	23%
Peru	21%
Mexico	21%
Israel	19%
Colombia	19%
Türkiye	18%
Belgium	16%
Indonesia	16%
France	16%
South Africa	15%
Chile	15%
Germany	14%
Netherlands	13%
Canada	13%
Spain	12%
Malaysia	12%
Italy	11%
Australia	10%
Poland	9%
Thailand	7%
US	7%
Japan	6%
Sweden	6%
South Korea	6%
Great Britain	6%
Singapore	6%

Change from 12-month last month change

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

11. Moral decline

[Commentary]

Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

Country

World	11%
Netherlands	21%
South Korea	19%
Thailand	19%
Malaysia	17%
Japan	16%
US	15%
Poland	15%
Indonesia	14%
Sweden	14%
Great Britain	14%
France	13%
Israel	11%
Italy	11%
Hungary	11%
Belgium	10%
Germany	10%
India	10%
Australia	9%
Singapore	9%
Argentina	8%
Mexico	8%
Canada	7%
Spain	7%
Türkiye	7%
Peru	5%
Colombia	5%
Chile	5%
Brazil	4%
South Africa	2%

Change from 12-month last month change

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

12. Rise of extremism

[Commentary]

Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

Country

World	10%
France	23%
Germany	20%
Israel	19%
Great Britain	18%
Netherlands	17%
US	17%
Sweden	16%
Belgium	16%
Spain	14%
Malaysia	12%
Australia	11%
South Korea	10%
India	10%
Canada	8%
Poland	7%
Italy	7%
Brazil	7%
Türkiye	7%
Singapore	6%
Chile	5%
Indonesia	5%
Thailand	4%
Hungary	3%
Peru	3%
Japan	3%
Colombia	3%
Argentina	3%
South Africa	2%
Mexico	2%

Change from 12-month last month change

+1	+2
+7	+12
+4	+6
-7	-1
+7	+12
-7	+6
-1	+3
+3	-2
-2	+6
+3	-1
=	-4
+2	+6
+1	-2
-1	+4
=	+2
-1	+2
=	+1
=	-1
+3	=
+2	+3
-3	+1
+3	-1
=	-2
+1	-1
+1	+1
-2	-1
+2	=
+1	=
=	+1
+1	=

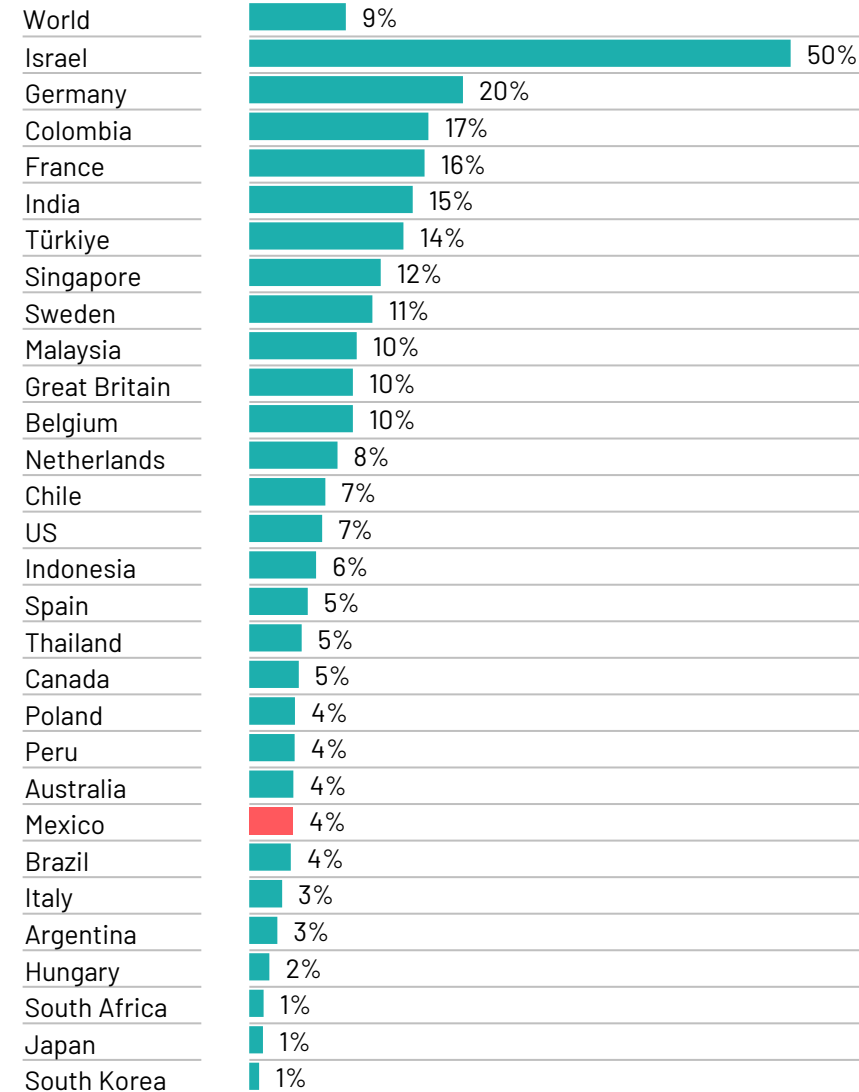
13. Terrorism

[Commentary]

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Country



Change from 12-month last month change

=	+2
+1	+16
+7	+16
+1	+4
+1	+8
+1	-5
-6	+2
+6	+5
-2	-15
-1	+5
+3	+4
-1	+2
+1	+4
-1	+1
-3	+1
-3	-5
=	+3
=	-1
+2	+3
=	+1
-2	-2
=	+1
-5	-1
+2	+2
-1	=
-1	+2
=	+1
=	=
-1	-2
-2	-3

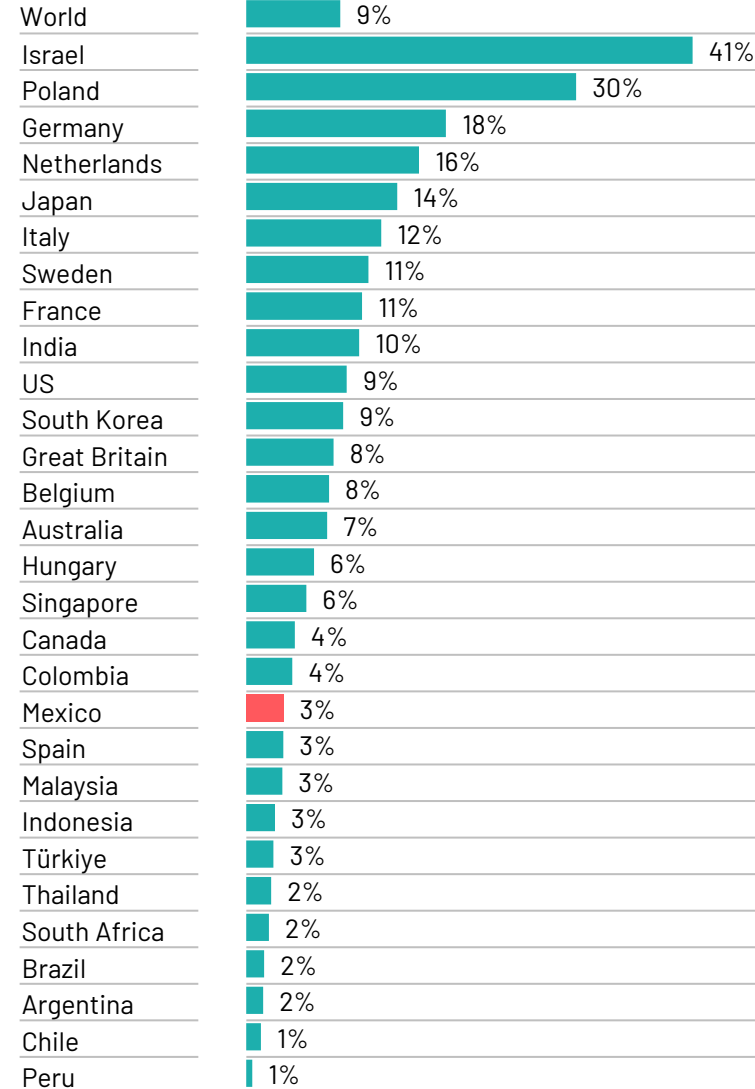
14. Military conflict between nations

[Commentary]

Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

Country



Change from 12-month last month change

-1	+2
-9	+25
-1	+1
-4	+3
-1	+6
+1	-4
-2	+5
+1	-1
+4	+4
+1	+4
-4	+3
-3	-3
-3	+1
-3	+2
=	+1
=	=
=	+2
-1	=
-1	+1
+1	+1
-5	-1
-1	=
-2	=
=	+1
-5	-4
+1	=
=	+1
-1	+1
-2	+1
-3	=

15. Threats against the environment

[Commentary]

Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

Country

World	9%
Brazil	17%
Netherlands	15%
Sweden	14%
Thailand	13%
India	11%
Indonesia	11%
Mexico	11%
Japan	11%
Germany	10%
Peru	10%
Great Britain	10%
Belgium	9%
Israel	9%
Australia	9%
Italy	9%
France	9%
Malaysia	8%
Colombia	7%
South Korea	7%
Canada	6%
US	6%
Poland	6%
Singapore	6%
Chile	6%
Hungary	5%
Spain	4%
Türkiye	4%
South Africa	2%
Argentina	2%

Change from 12-month last month change

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

16. Maintaining social programmes

[Commentary]

Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

Country

World	7%
Japan	19%
Sweden	18%
South Korea	16%
Italy	10%
Mexico	10%
Indonesia	10%
Germany	10%
Netherlands	9%
India	9%
Australia	9%
Thailand	8%
Belgium	8%
Poland	8%
Singapore	8%
Spain	7%
Great Britain	7%
Malaysia	7%
France	6%
US	5%
Hungary	5%
Canada	4%
Colombia	4%
Brazil	4%
Argentina	4%
Israel	3%
South Africa	3%
Peru	2%
Türkiye	2%
Chile	2%

Change from 12-month last month change

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

17. Coronavirus (Covid-19)

[Commentary]

Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

Country

World	4%
Thailand	9%
Mexico	9%
Malaysia	8%
India	7%
Singapore	7%
Japan	6%
Poland	6%
South Korea	5%
Australia	4%
US	4%
Sweden	4%
Indonesia	3%
Germany	3%
Hungary	3%
Italy	3%
Spain	2%
France	2%
Türkiye	2%
Canada	2%
Argentina	2%
Brazil	2%
Belgium	2%
Chile	2%
Colombia	2%
Netherlands	1%
South Africa	1%
Peru	1%
Great Britain	1%
Israel	1%

Change from 12-month last month change

=	=
+1	-2
+1	+3
-2	-1
-3	=
=	-1
-4	-3
+3	+3
+1	+1
+1	-3
=	-2
+3	+1
-1	-4
+1	=
+2	+2
=	=
=	-1
-4	-1
=	=
=	-4
+1	+1
-1	-2
=	=
+1	+1
-1	=
-1	-2
=	-2
=	-2
-2	-4
+1	=

18. Access to credit

[Commentary]

Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

Country

World	3%
India	9%
Türkiye	4%
Hungary	4%
Peru	4%
Belgium	4%
France	3%
Poland	3%
Thailand	3%
Colombia	3%
Canada	3%
Germany	3%
South Africa	3%
Italy	3%
Chile	3%
Australia	3%
Argentina	3%
Singapore	2%
Sweden	2%
Spain	2%
Japan	2%
Mexico	1%
Great Britain	1%
Indonesia	1%
Brazil	1%
Netherlands	1%
Malaysia	1%
South Korea	1%
US	1%
Israel	0%

Change from 12-month last month change

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

Methodology

This 29-country Global Advisor survey was conducted between August 23rd 2024 and September 6th 2024 via the Ipsos Online Panel system among 24,720 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.

