

WHAT WORRIES THE WORLD?

BRAZIL REPORT

August 2024

BRAZIL SUMMARY: AUGUST 2024

Top five worries

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

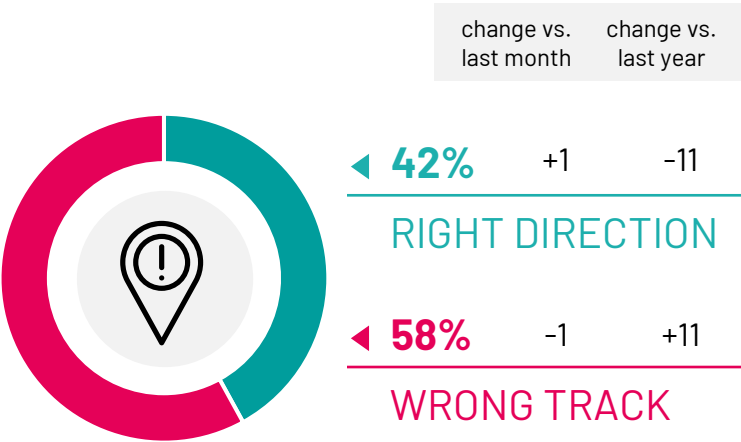
		change vs. last month	change vs. last year
Crime & violence	42%	+3	+2
Poverty & social inequality	38%	-1	-3
Health care	38%	+4	+3
Financial/political corruption	28%	-1	=
Education	27%	+4	+4

Base: Representative sample of Brazilian adults aged 16-74. c.1000 per month

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

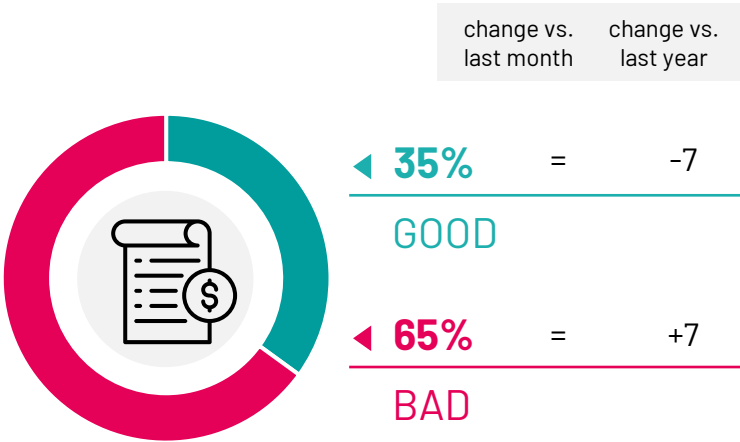
State of the country

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: AUGUST 2024

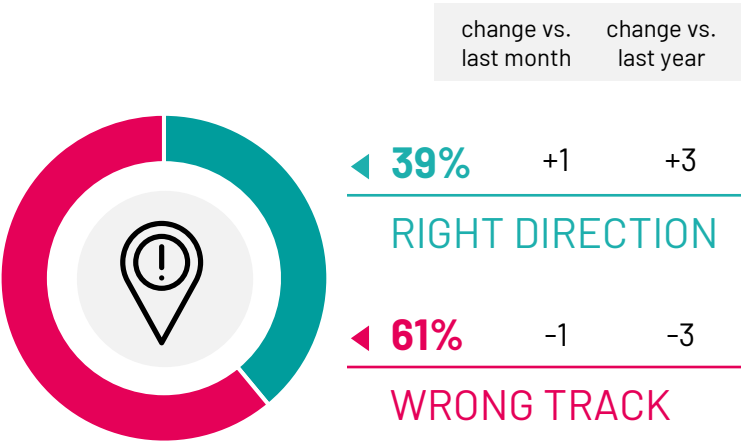
Top five worries

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

		change vs. last month	change vs. last year
Inflation	32%	-1	-5
Poverty & social inequality	31%	+2	=
Crime & violence	29%	-1	-1
Unemployment	27%	-1	=
Financial/political corruption	24%	-2	-3

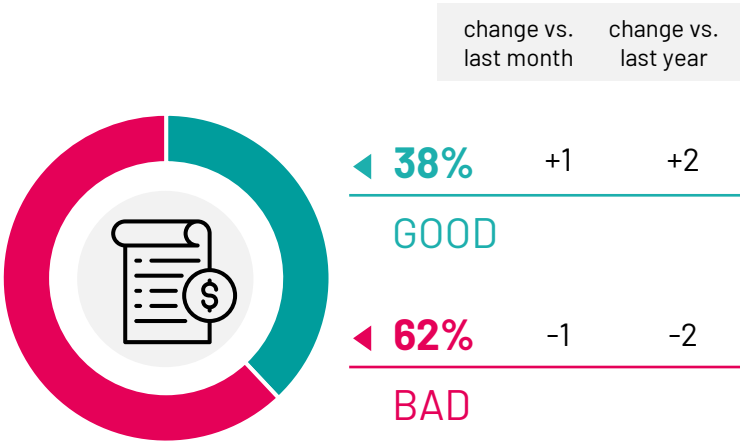
State of the country

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 25,670 adults aged 16-74 in 29 participating countries, July 26th 2024 - August 9th 2024.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: Aug 24



DIRECTION OF TRAVEL

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

Right vs. Wrong Direction Monitor

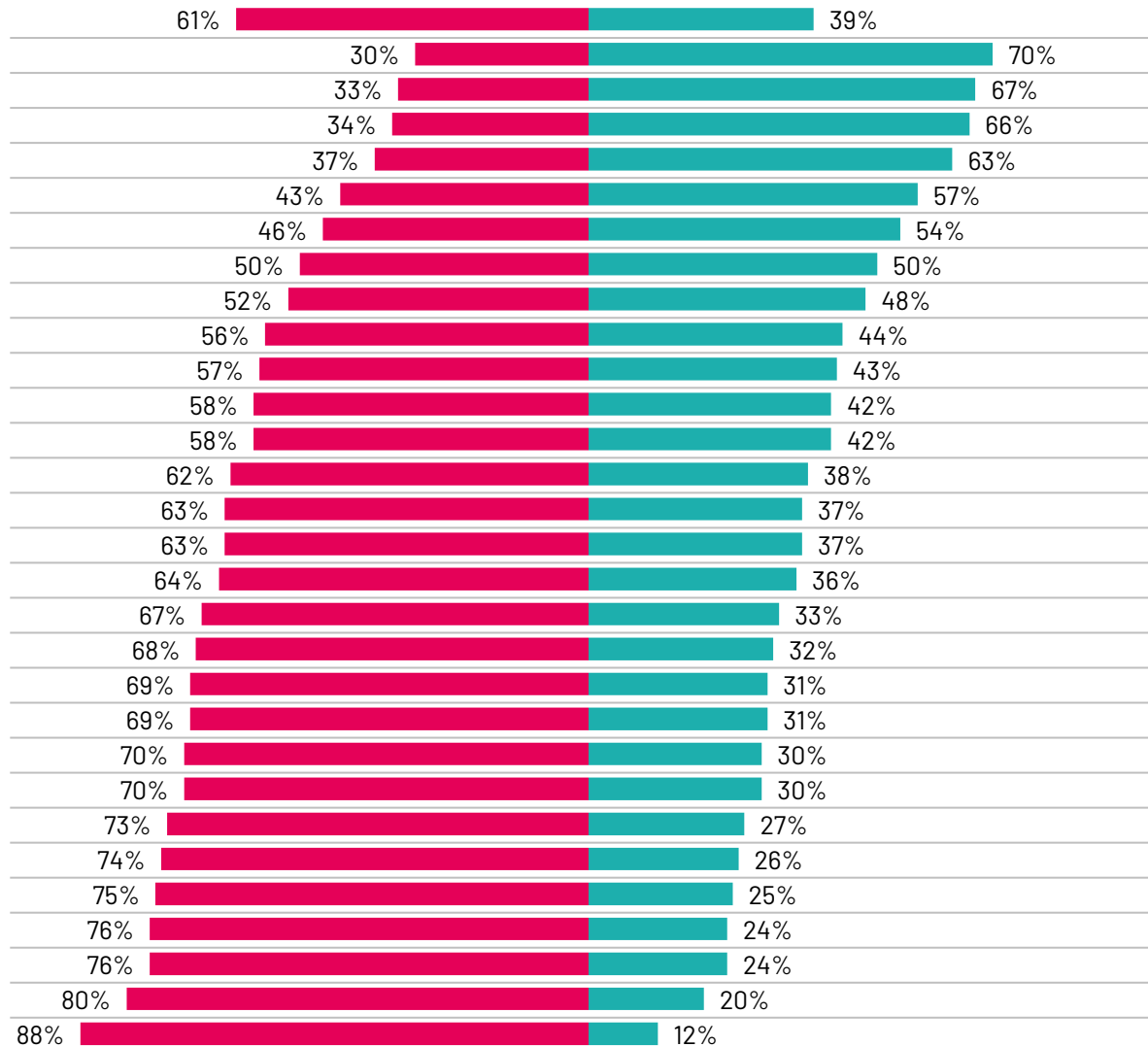
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Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Aug 24

Country

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

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



Right Direction

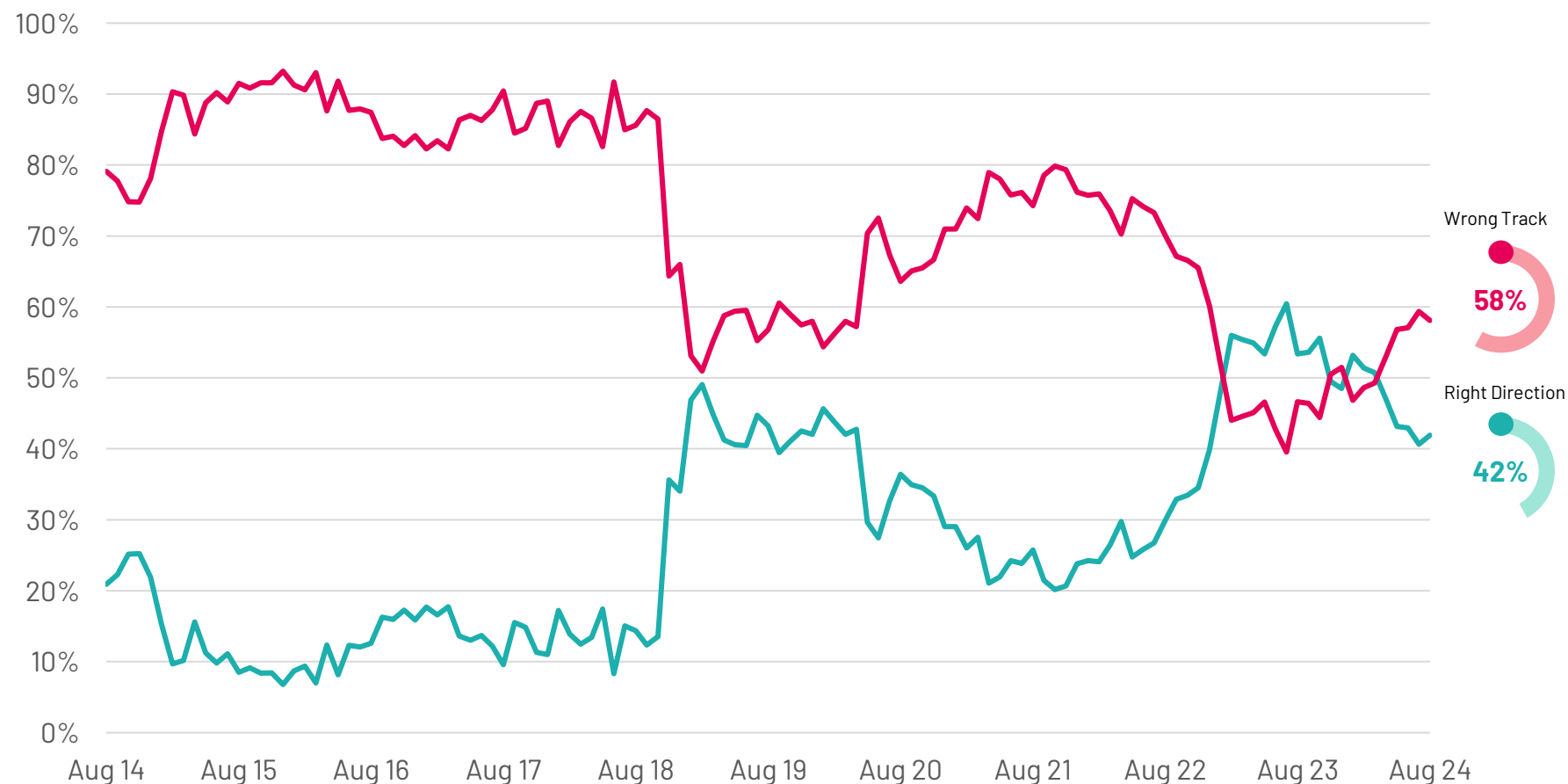
Wrong Track

Brazil Right/Wrong Direction

Base: Representative sample of Brazilian adults aged 16-74. c.1000 per month

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

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



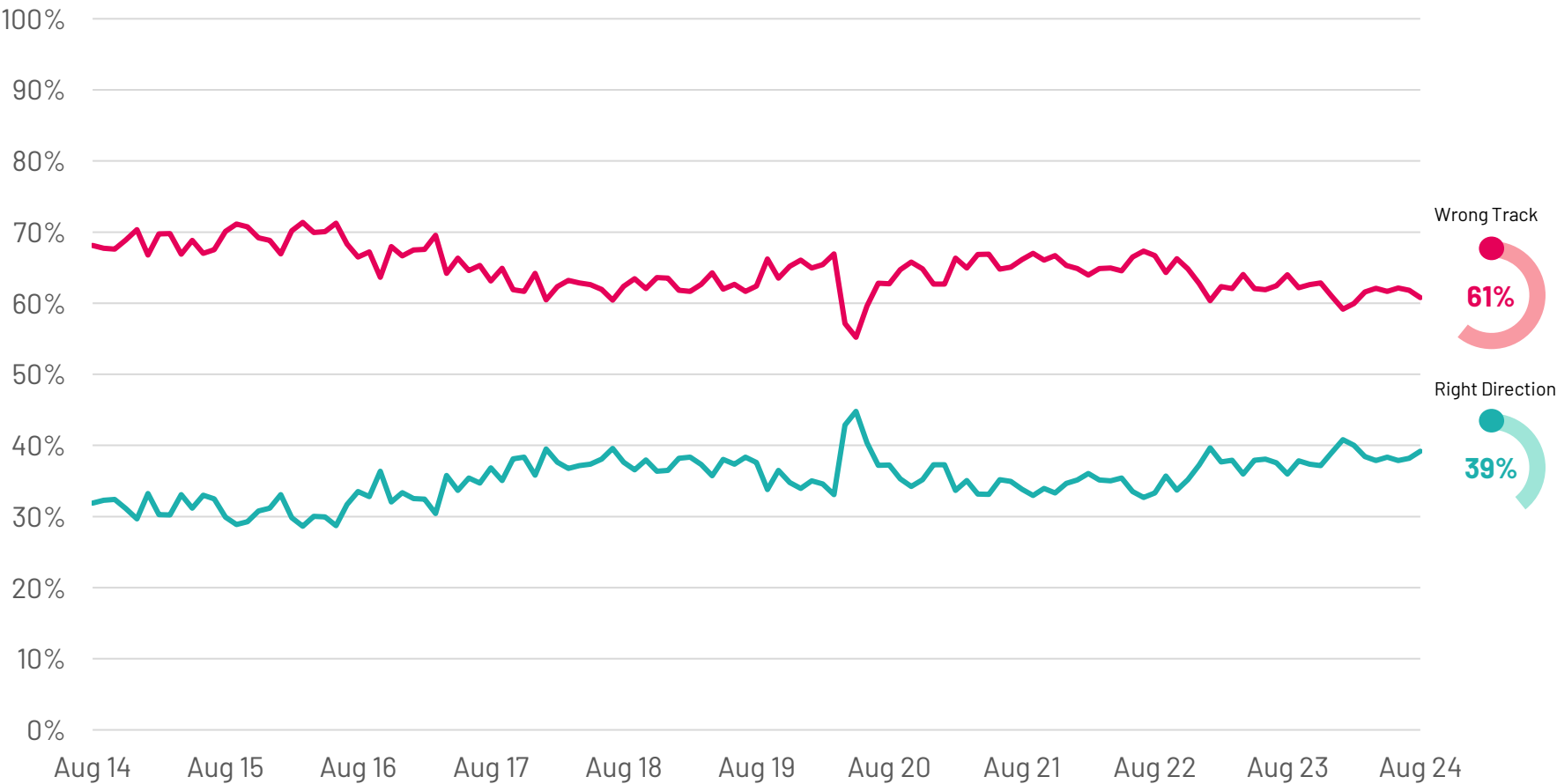
Global Right/Wrong Direction

Global country average score

Base: Representative sample of 25,670 adults aged 16-74 in 29 participating countries, July 26th 2024 - August 9th 2024.

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

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



BRAZIL'S WORRIES

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

Brazil's Worries

[Commentary]

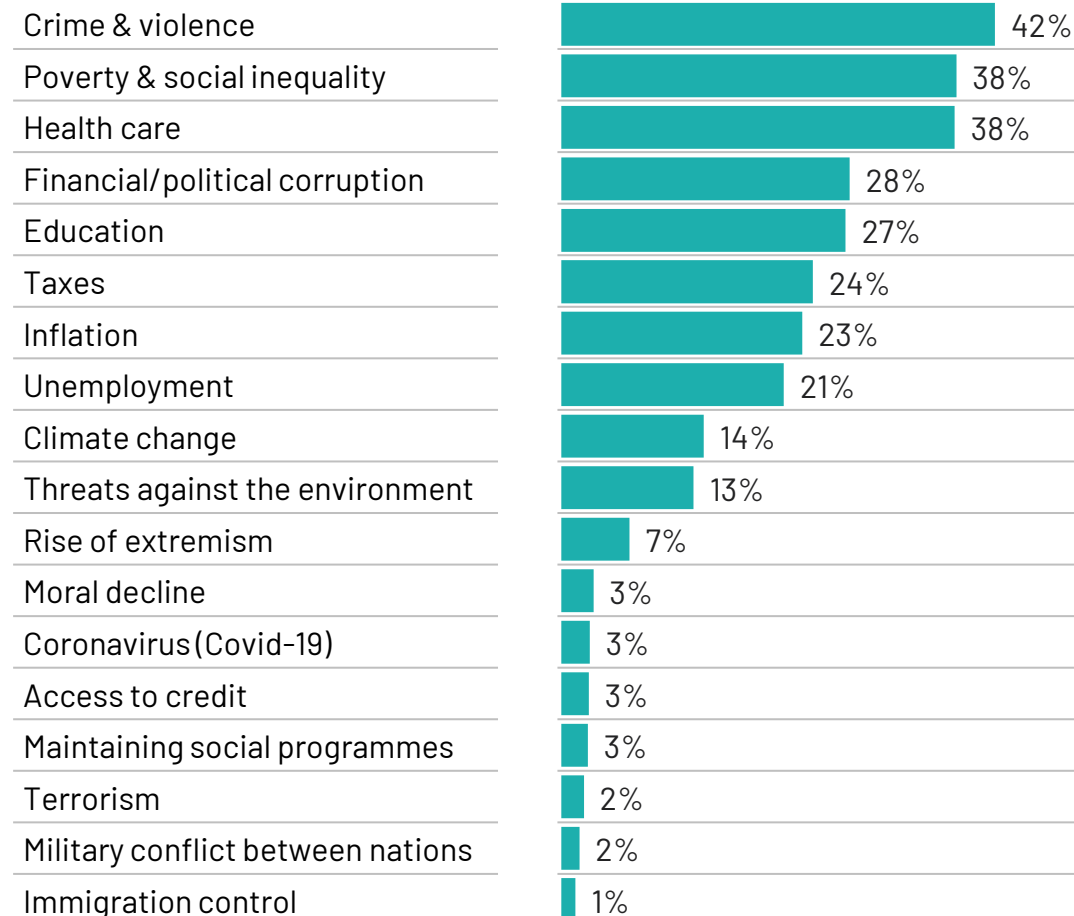
Base: Representative sample of Brazilian adults aged 16-74. c.1000 per month

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

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

Worry

% mentioned in August 2024 (global country average)



World Worries

[Commentary]

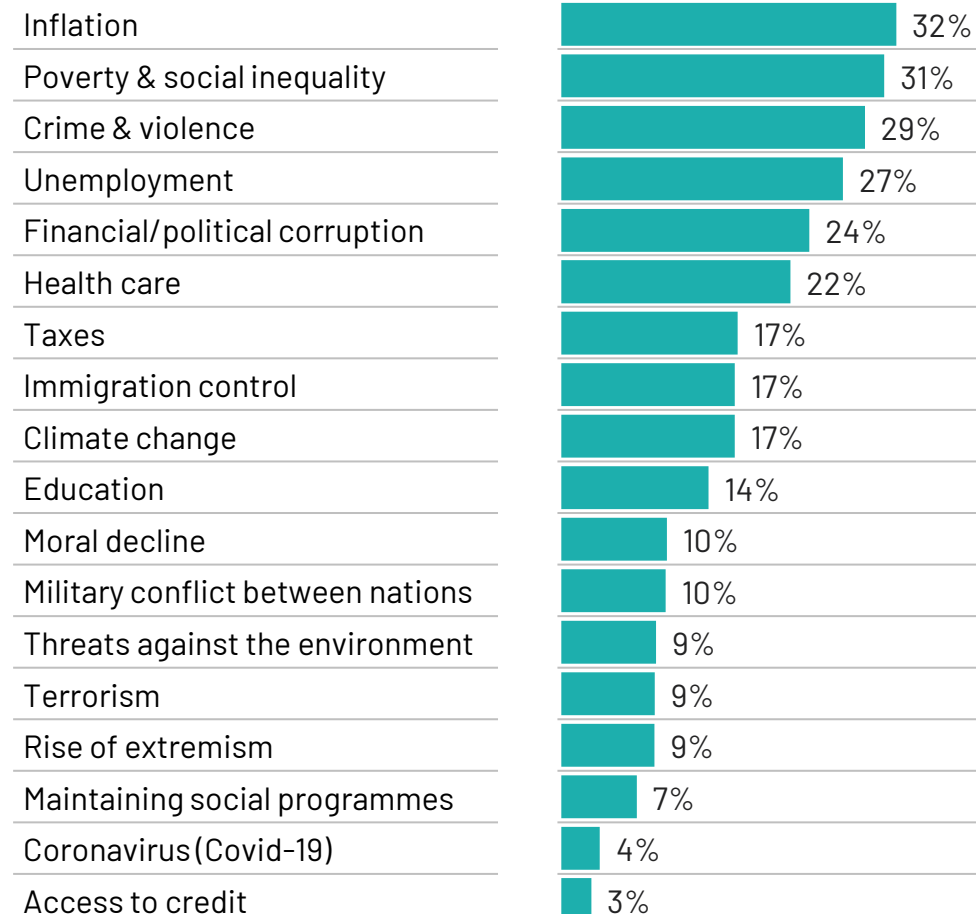
Base: Representative sample of 25,670 adults aged 16-74 in 29 participating countries, July 26th 2024 - August 9th 2024.

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

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

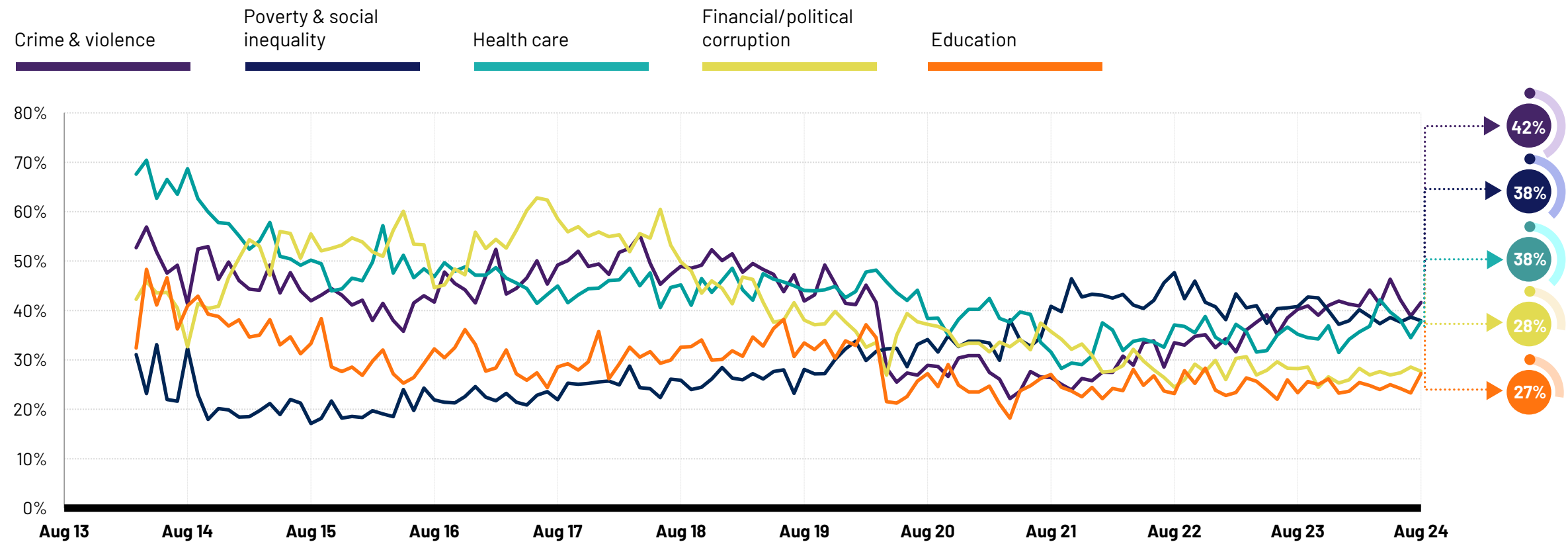
Worry

% mentioned in August 2024 (global country average)



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

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

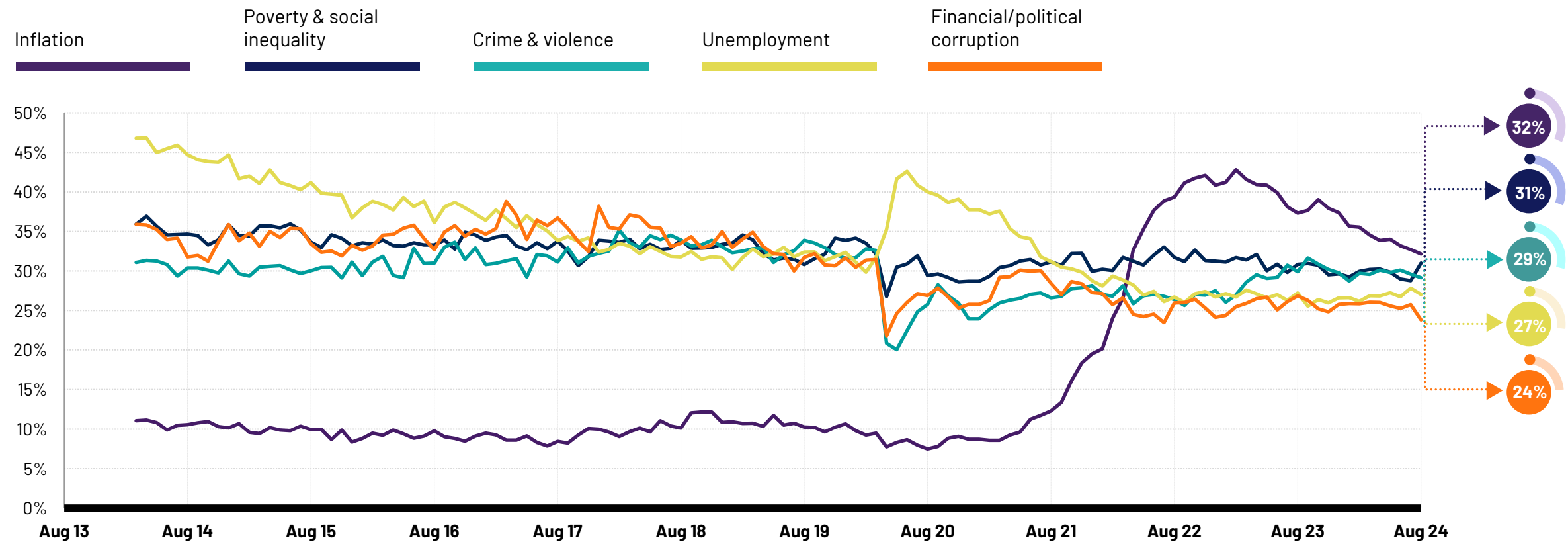


Base: Representative sample of Brazilian adults aged 16-74. c.1000 per month
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: Brazil | Current Wave: Aug 24



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 25,670 adults aged 16-74 in 29 participating countries, July 26th 2024 - August 9th 2024.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: Aug 24



WORLD WORRIES COUNTRY COMPARISON

- Country comparison of all 18 concerns

1. Inflation

[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: Aug 24

Country

Country		Change from 12-month	
		last month	change
World	32%	-1	-5
Singapore	67%	+19	+18
Argentina	52%	+4	-17
Türkiye	50%	-6	-8
Canada	50%	-1	-8
Australia	50%	+2	-4
US	46%	-4	+3
Poland	43%	+4	-10
France	40%	+4	=
Hungary	38%	+2	-13
South Korea	33%	-7	+3
Germany	32%	+7	-6
India	31%	-7	-20
Malaysia	31%	-3	-9
Chile	31%	+1	-5
Thailand	29%	-1	+2
Great Britain	27%	-5	-16
Spain	26%	+1	-5
Japan	25%	-5	-3
Mexico	25%	-5	-2
Italy	24%	-3	-7
South Africa	24%	-1	-2
Colombia	23%	-8	-7
Brazil	23%	-2	-1
Sweden	21%	+7	-5
Netherlands	21%	+2	-4
Belgium	21%	-6	-13
Indonesia	20%	+1	+3
Israel	16%	-3	-5
Peru	11%	-6	-11

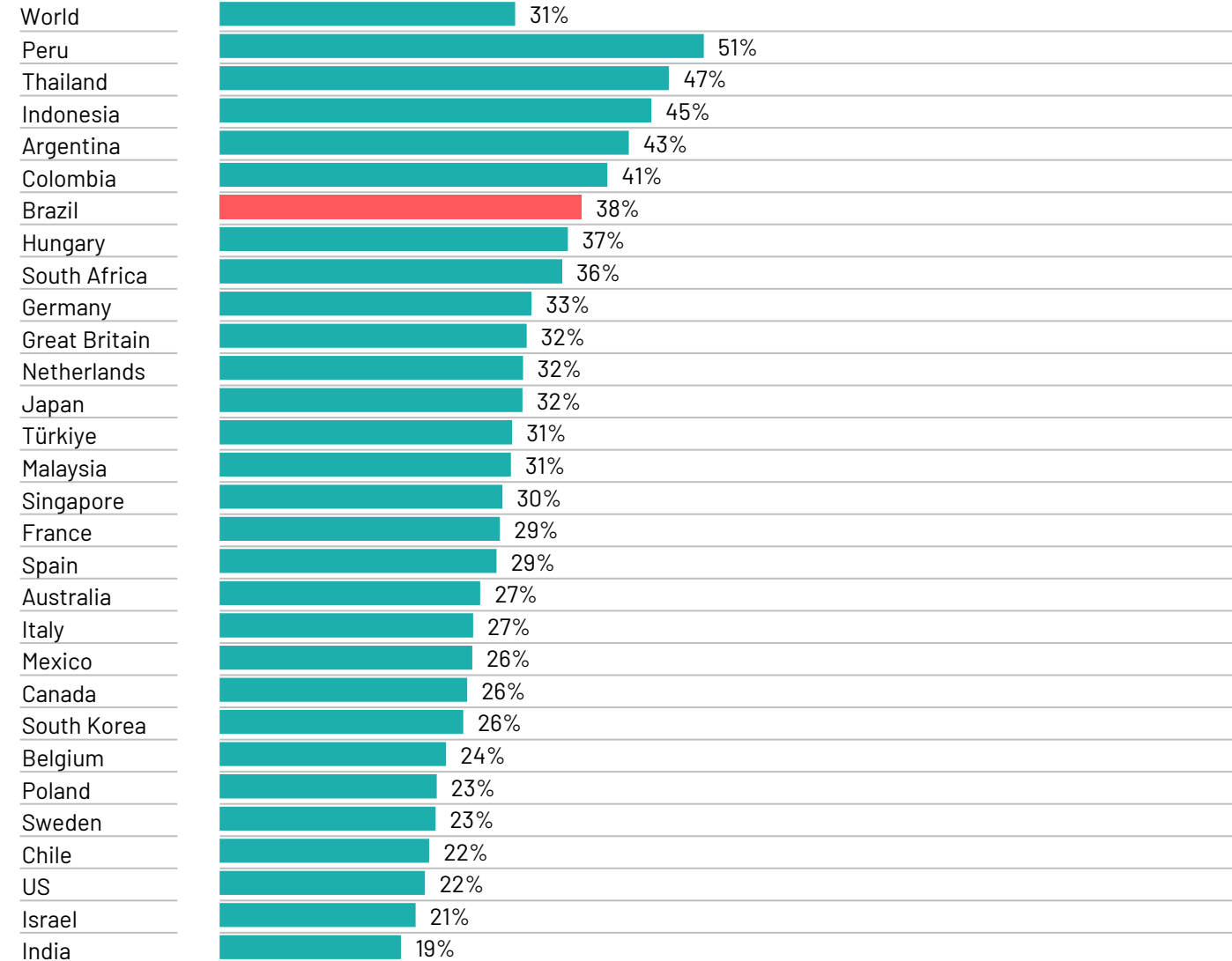
2. Poverty & social inequality

[Commentary]

Base: Representative sample of 25,670 adults aged 16-74 in 29 participating countries, July 26th 2024 - August 9th 2024.

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

Country



Change from 12-month last month change

+2	=
+26	+18
+4	+4
+6	-2
+4	+5
+10	+7
-1	-3
-6	+3
+3	-2
+5	-3
+6	+4
=	-3
-3	-5
-3	-3
+2	-3
+17	+15
+4	+2
+5	+3
-1	-2
+1	=
-15	-5
+1	-2
-1	-3
-1	-4
+3	+2
+4	-1
-6	-5
+6	=
-1	-1
=	-5

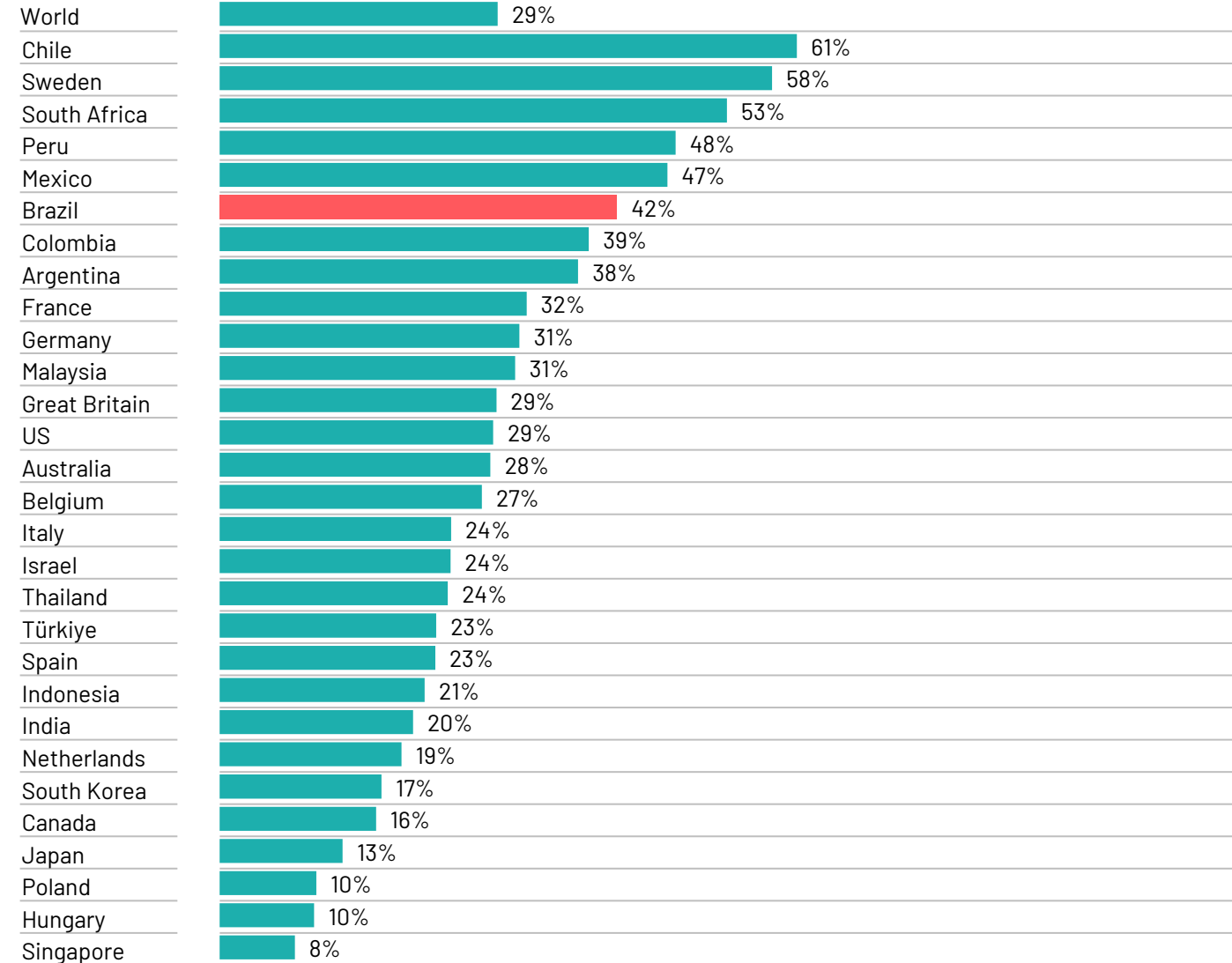
3. Crime & violence

[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: Aug 24

Country



Change from 12-month last month change

-1	-1
+4	-1
+1	-1
=	-3
-9	-9
-10	-10
+3	+2
-1	-2
-1	-1
+2	-3
+2	+5
+9	+13
+4	+11
-3	-4
-6	+1
+4	+1
-1	+4
-5	-14
-3	+3
+3	+9
+1	+2
-1	-5
-1	-4
+1	-1
=	-7
-5	-5
-1	-7
-3	+1
+1	+3
=	-2

4. Unemployment

[Commentary]

Base: Representative sample of 25,670 adults aged 16-74 in 29 participating countries, July 26th 2024 - August 9th 2024.

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Country

Country		Change from 12-month last month	change
World	27%	-1	=
South Africa	65%	-1	+1
Argentina	51%	+3	+13
Mexico	46%	+6	+9
Indonesia	45%	-1	+6
Colombia	43%	-9	-5
Peru	39%	-2	+5
Singapore	38%	-4	+3
South Korea	37%	+7	-6
Spain	34%	-1	-3
India	33%	-6	-15
Italy	32%	-1	-4
Chile	32%	=	-1
Thailand	30%	+1	+5
Malaysia	29%	-4	-8
Australia	22%	+2	+1
Türkiye	21%	-2	-11
Brazil	21%	-1	-7
Poland	19%	+1	+4
Canada	17%	-4	+1
Sweden	17%	=	+4
Belgium	16%	=	+4
Great Britain	16%	+2	+4
Japan	16%	-1	-3
US	14%	-2	+1
Hungary	12%	-4	-4
France	12%	+2	+2
Israel	11%	-4	-3
Germany	10%	+2	+3
Netherlands	8%	+1	+1

5. Financial/political corruption

[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: Aug 24

Country

Country		Change from 12-month last month	change
World	24%	-2	-3
Indonesia	58%	-5	+3
South Africa	44%	-1	-2
Malaysia	44%	-4	-7
Hungary	43%	-1	-3
Peru	41%	-12	-12
Thailand	40%	+1	-12
South Korea	38%	+2	+4
Colombia	31%	+1	-5
Brazil	28%	-1	=
Chile	27%	-5	-13
Japan	25%	-4	+13
Spain	25%	-1	+5
Israel	23%	-9	-14
Poland	23%	-2	-5
Mexico	22%	-1	-3
India	21%	-1	-2
US	20%	=	=
Türkiye	19%	+1	+2
Argentina	18%	-9	-10
Australia	15%	+5	+3
Italy	13%	=	=
Belgium	11%	-4	-11
Sweden	11%	=	+4
Great Britain	10%	-1	-5
Germany	9%	=	=
Netherlands	8%	+2	-3
Canada	8%	-2	-2
France	7%	+2	-2
Singapore	7%	-9	-12

6. Health care

[Commentary]

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Country

Country		Change from 12-month last month	change
World	22%	-1	+1
Hungary	60%	-1	+10
Great Britain	44%	-6	=
Canada	41%	+1	+1
Brazil	38%	+4	+3
Australia	33%	+2	-1
Poland	33%	-2	-12
Italy	33%	-1	+9
Netherlands	32%	+2	+1
Sweden	30%	+3	+9
Spain	30%	-2	-3
France	27%	-3	+4
Colombia	22%	=	+4
US	21%	=	-1
Singapore	20%	-24	-14
Belgium	19%	-2	+3
Germany	17%	=	-2
South Africa	16%	+2	+4
India	15%	+2	+4
Mexico	15%	-1	-4
South Korea	12%	-6	+8
Japan	11%	+2	+1
Argentina	11%	-3	+3
Chile	10%	-5	-7
Peru	9%	-8	-7
Malaysia	9%	=	=
Thailand	8%	=	=
Indonesia	7%	-1	=
Türkiye	7%	+2	+4
Israel	6%	=	-2

7. Taxes

[Commentary]

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Country

Country		Change from 12-month	
		last month	change
World	17%	+1	+1
Belgium	33%	=	=
Japan	28%	-4	-9
Canada	28%	=	+2
Italy	26%	+2	=
Brazil	24%	-4	+2
Mexico	24%	+17	+9
Argentina	23%	+4	+4
Spain	22%	+6	+2
Poland	21%	=	+4
Israel	20%	-1	+4
Great Britain	17%	-1	+2
Malaysia	17%	+2	+9
Türkiye	16%	-9	-10
Australia	16%	-2	=
India	16%	+3	=
Singapore	16%	=	-5
South Korea	15%	+2	+3
Colombia	14%	+5	-2
Netherlands	14%	=	-2
France	14%	-2	+1
Indonesia	14%	+4	+6
US	13%	+2	-2
Thailand	12%	+1	=
Germany	11%	+2	-2
Chile	10%	=	+5
Sweden	8%	=	-3
South Africa	7%	-5	+2
Peru	6%	+2	+1
Hungary	5%	+1	+2

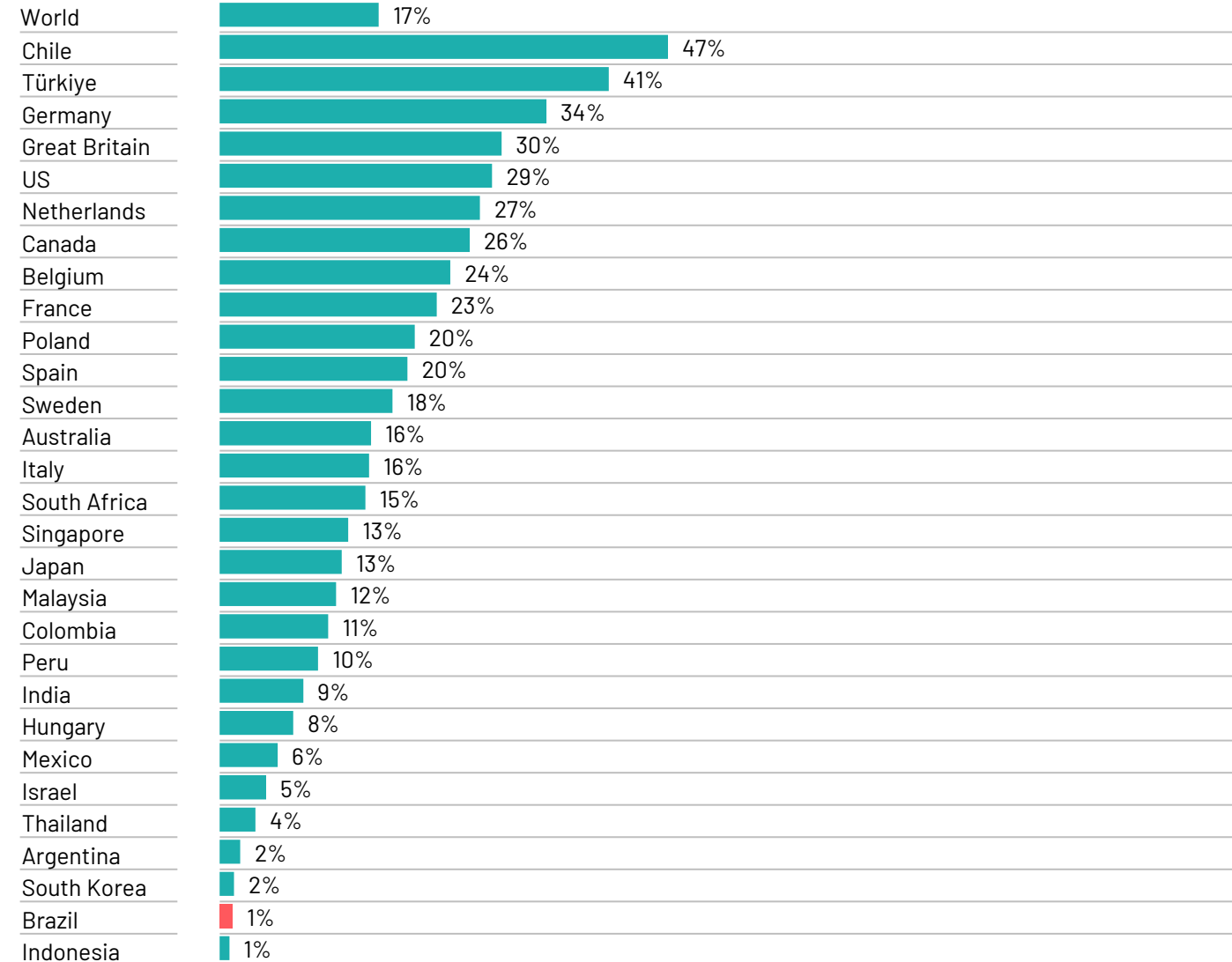
8. Immigration control

[Commentary]

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Country



Change from 12-month last month change

=	+4
+11	+22
+3	+4
-4	+1
+1	+5
+1	+10
-4	-5
-1	+14
-4	+2
-4	+2
-9	+10
-5	+2
-7	-4
-2	+4
=	-2
+6	+8
+3	+2
+3	+7
=	+3
+2	+5
+6	-2
+2	+6
-1	=
-2	+1
+2	=
-1	+2
-1	=
+1	+1
=	-1
-2	-2

9. Climate change

[Commentary]

Base: Representative sample of 25,670 adults aged 16-74 in 29 participating countries, July 26th 2024 - August 9th 2024.

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Country

World	17%
Japan	33%
Netherlands	29%
Canada	25%
Singapore	24%
France	23%
Italy	23%
US	22%
Germany	21%
Australia	21%
South Korea	20%
Great Britain	20%
Thailand	19%
Spain	19%
Sweden	19%
Belgium	18%
Poland	18%
Indonesia	17%
Mexico	16%
Brazil	14%
India	14%
Malaysia	12%
Colombia	11%
South Africa	11%
Hungary	9%
Türkiye	8%
Peru	7%
Chile	7%
Argentina	3%
Israel	2%

Change from 12-month last month change

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

10. Education

[Commentary]

Base: Representative sample of 25,670 adults aged 16-74 in 29 participating countries, July 26th 2024 - August 9th 2024.

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

Country

World	14%
Argentina	30%
Brazil	27%
Hungary	27%
Peru	26%
Türkiye	22%
Israel	18%
India	18%
Belgium	17%
Indonesia	16%
Singapore	16%
Mexico	15%
Colombia	15%
Chile	14%
Malaysia	14%
Spain	14%
South Africa	11%
France	11%
Germany	10%
Netherlands	10%
Canada	10%
Italy	9%
Australia	9%
Thailand	9%
Sweden	9%
US	8%
Poland	7%
Great Britain	7%
Japan	6%
South Korea	5%

Change from 12-month last month change

=	-1
+3	+1
+4	+4
+5	-2
-2	+1
+2	+5
+2	+1
-6	-14
-2	+4
-1	+5
+10	+4
-1	-6
-4	-4
=	-3
-3	-1
+1	-4
-4	-2
-2	-5
=	=
-2	-6
+2	-1
=	=
=	-1
-1	-2
+2	+1
=	-2
-2	-2
-3	-1
-1	-1
+2	-2

11. Moral decline

[Commentary]

Base: Representative sample of 25,670 adults aged 16-74 in 29 participating countries, July 26th 2024 - August 9th 2024.

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

Country

World	10%
South Korea	19%
Japan	19%
Netherlands	15%
Thailand	15%
US	14%
Israel	14%
Malaysia	13%
Indonesia	12%
France	12%
Hungary	12%
Germany	11%
Australia	11%
Belgium	11%
Sweden	11%
Italy	10%
Great Britain	10%
Poland	9%
India	9%
Singapore	9%
Canada	9%
Peru	8%
Türkiye	7%
Spain	5%
Colombia	5%
Argentina	5%
South Africa	5%
Mexico	5%
Chile	4%
Brazil	3%

Change from 12-month last month change

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

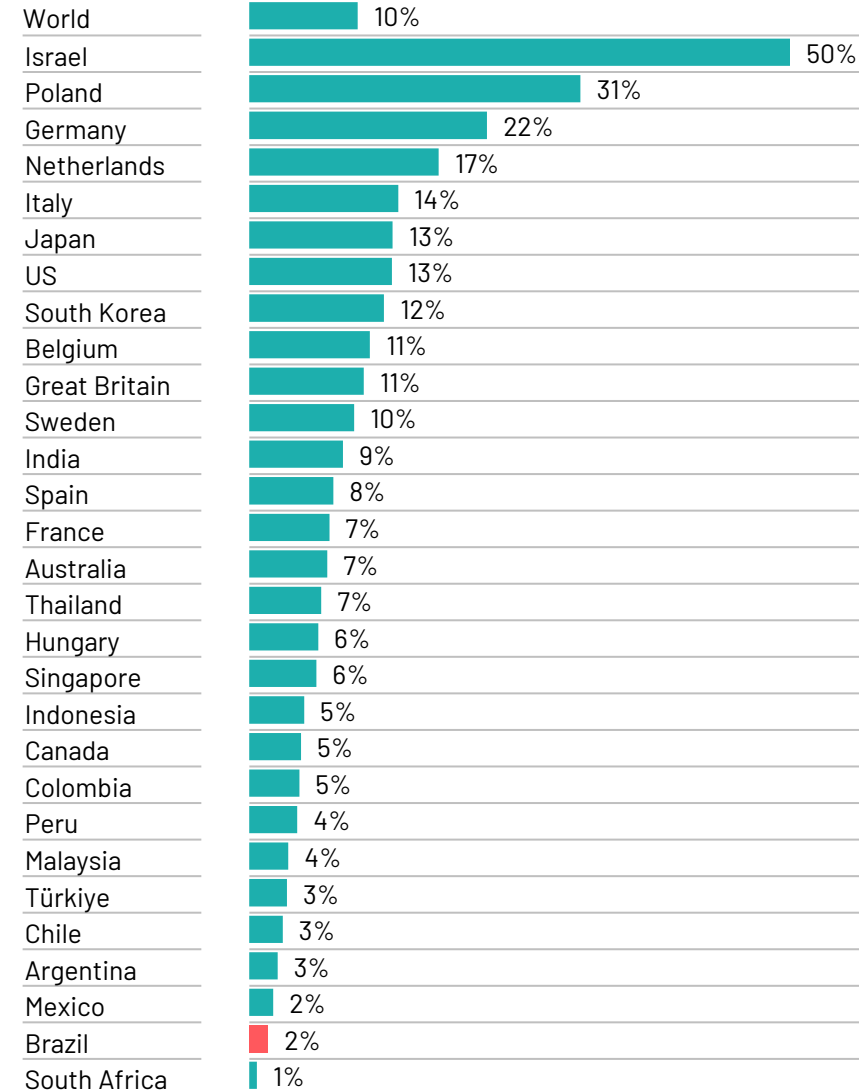
12. Military conflict between nations

[Commentary]

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Country



Change from 12-month last month change

=	+3
+5	+32
+4	+4
+2	+4
+1	+8
+1	+5
=	-3
=	+7
-6	=
+2	+3
-1	+2
-3	-1
+2	+5
=	+4
-4	-1
-1	=
+3	-1
-1	-1
-2	-1
+2	+3
+1	=
+2	+3
+2	+2
-2	+1
=	+2
+2	+1
+1	+3
=	-1
=	=
-1	=

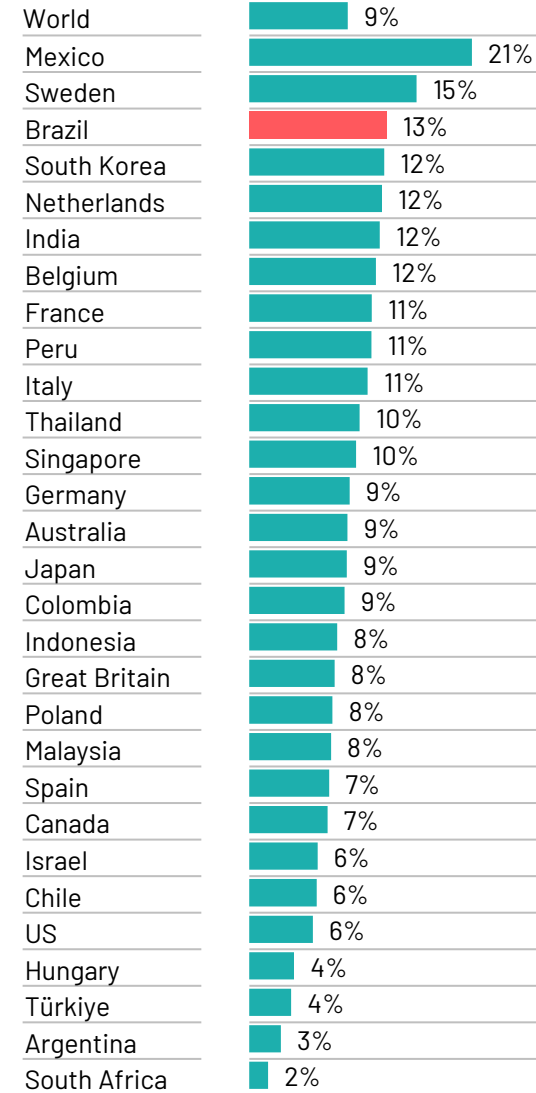
13. Threats against the environment

[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: Aug 24

Country



Change from 12-month last month change

=	+1
+9	+11
+1	=
+2	+2
+1	+1
-3	-3
-2	+5
+4	-1
-2	-2
+1	+5
+2	=
-1	+4
+4	+3
-5	-2
+1	+2
=	=
=	=
-3	-3
=	-1
+1	=
=	+2
-1	=
=	-1
-2	+3
+1	-1
-1	-3
-2	+1
+1	-2
-1	=
=	-1

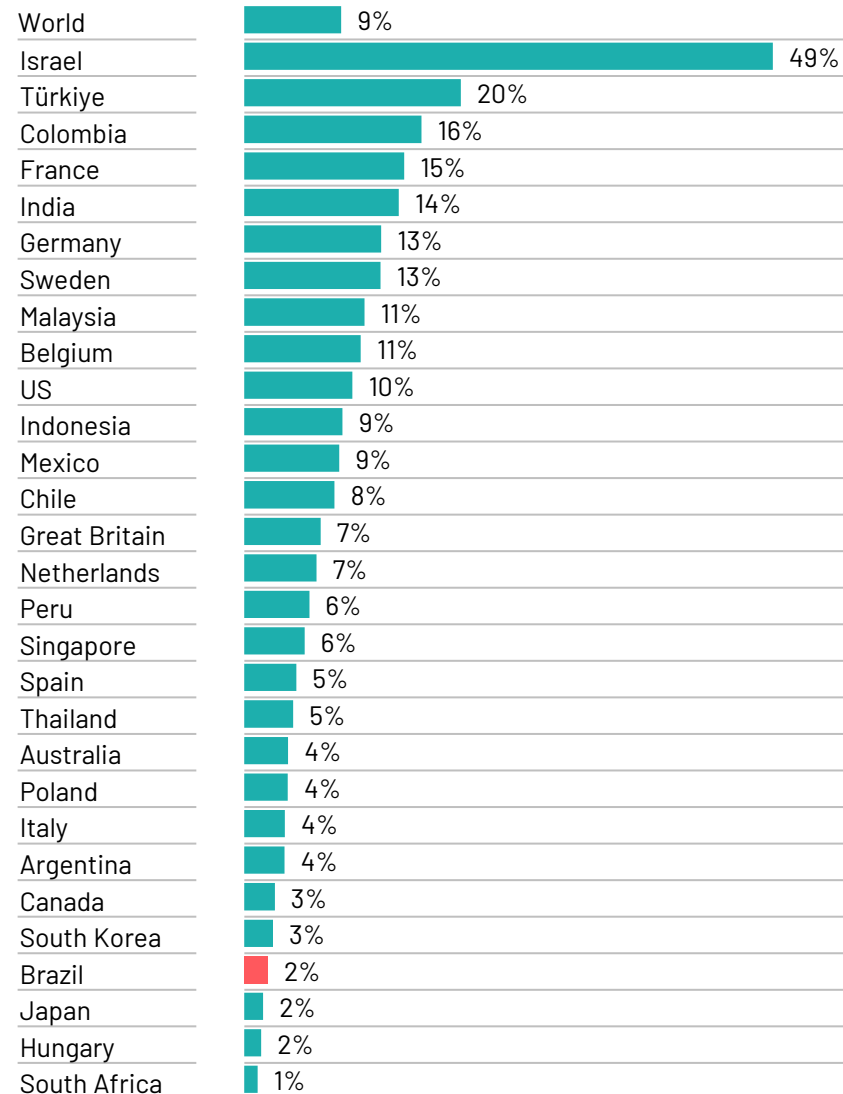
14. Terrorism

[Commentary]

Base: Representative sample of 25,670 adults aged 16-74 in 29 participating countries, July 26th 2024 - August 9th 2024.

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

Country



Change from 12-month last month change

+1	+3
=	+16
+7	+9
-1	+4
+4	+8
+2	=
+2	+7
+3	+2
+2	+6
+1	+4
=	+2
+4	+1
+5	+4
-2	+5
-1	+1
+1	+1
-2	-2
=	=
-2	+3
-1	-1
+1	+2
-2	+2
=	=
+2	+3
=	=
+1	+1
=	=
=	-1
=	=
=	=

15. Rise of extremism

[Commentary]

Base: Representative sample of 25,670 adults aged 16-74 in 29 participating countries, July 26th 2024 - August 9th 2024.

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

Country

World	9%
Israel	26%
Netherlands	24%
US	18%
Belgium	18%
Germany	16%
France	16%
Sweden	13%
Malaysia	12%
Great Britain	11%
India	11%
Spain	11%
Australia	9%
South Korea	9%
Poland	8%
Canada	8%
Chile	8%
Italy	7%
Brazil	7%
Japan	5%
Thailand	4%
Singapore	4%
Türkiye	4%
Indonesia	2%
Peru	2%
Argentina	2%
Hungary	2%
South Africa	2%
Mexico	1%
Colombia	1%

Change from 12-month last month change

=	+1
+8	+1
+1	+13
+5	+1
+1	+4
-5	+2
-4	+6
-5	-4
+1	-4
=	+5
+2	+5
-1	+1
+1	+4
=	+1
+1	=
=	+1
+4	+3
-1	+3
=	-3
+1	+3
=	-2
-1	=
-2	-2
=	-5
=	-1
-2	-1
-2	-1
+1	=
=	-2
-1	-3

16. Maintaining social programmes

[Commentary]

Base: Representative sample of 25,670 adults aged 16-74 in 29 participating countries, July 26th 2024 - August 9th 2024.

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

Country

World	7%
Sweden	18%
Japan	16%
South Korea	16%
Thailand	12%
Netherlands	11%
Indonesia	10%
Belgium	10%
Italy	10%
Great Britain	9%
Spain	9%
Mexico	8%
Peru	7%
Australia	7%
India	7%
Poland	7%
Canada	6%
Germany	6%
Colombia	5%
Singapore	5%
Hungary	4%
Argentina	4%
US	4%
Malaysia	4%
France	3%
Israel	3%
Chile	3%
Brazil	3%
South Africa	2%
Türkiye	1%

Change from 12-month last month change

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

17. Coronavirus (Covid-19)

[Commentary]

Base: Representative sample of 25,670 adults aged 16-74 in 29 participating countries, July 26th 2024 - August 9th 2024.

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

Country

World	4%
Japan	10%
India	10%
Malaysia	10%
Thailand	8%
Mexico	8%
Singapore	7%
France	6%
Indonesia	4%
South Korea	4%
US	4%
Great Britain	3%
Australia	3%
Poland	3%
Colombia	3%
Brazil	3%
Italy	3%
Canada	2%
Germany	2%
Türkiye	2%
Spain	2%
Netherlands	2%
Belgium	2%
Chile	1%
Argentina	1%
Sweden	1%
South Africa	1%
Peru	1%
Hungary	1%
Israel	0%

Change from 12-month last month change

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

18. Access to credit

[Commentary]

Base: Representative sample of 25,670 adults aged 16-74 in 29 participating countries, July 26th 2024 - August 9th 2024.

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

Country

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

Change from 12-month last month change

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

Methodology

This 29-country Global Advisor survey was conducted between July 26th 2024 and August 9th 2024 via the Ipsos Online Panel system among 25,670 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.

