

WHAT WORRIES THE WORLD?

BRAZIL REPORT

October 2024

BRAZIL SUMMARY: OCTOBER 2024

Top five worries

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

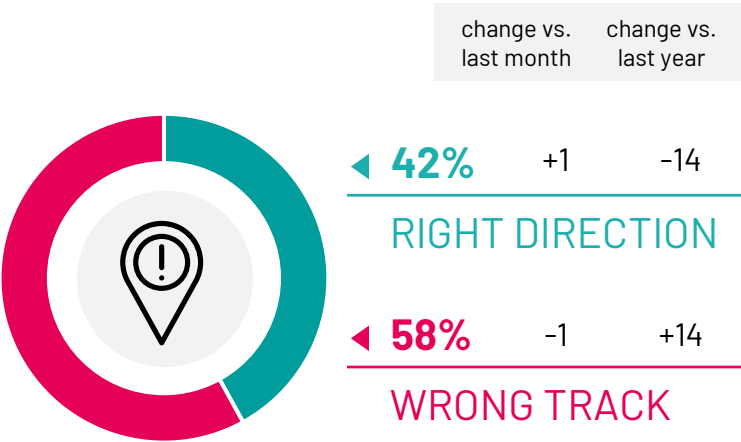
		change vs. last month	change vs. last year
Crime & violence	41%	+1	+2
Health care	39%	+3	+5
Poverty & social inequality	31%	-7	-12
Financial/political corruption	25%	-1	+1
Inflation	23%	+1	+1

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: Oct 24

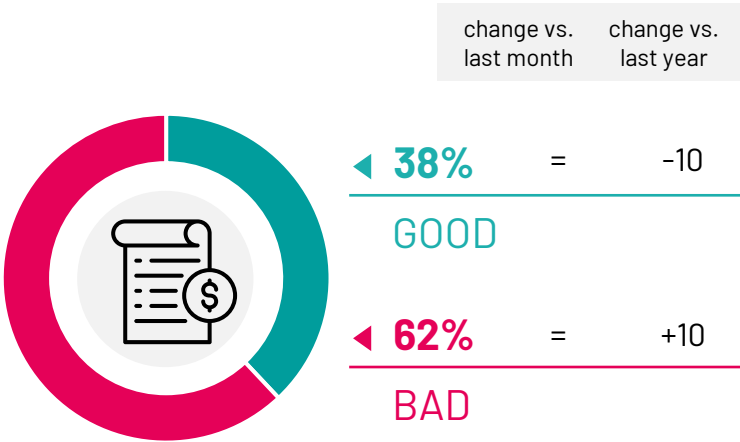
State of the country

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: OCTOBER 2024

Top five worries

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

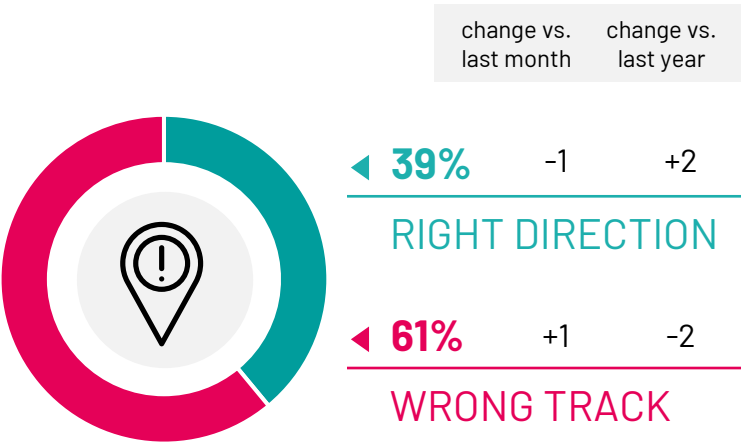
		change vs. last month	change vs. last year
Inflation	32%	+2	-7
Crime & violence	31%	=	=
Poverty & social inequality	28%	-1	-3
Unemployment	27%	-1	+1
Financial/political corruption	25%	=	=

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

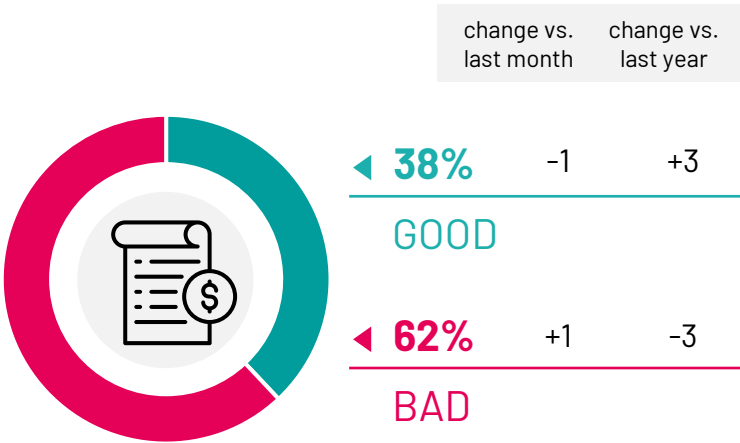
State of the country

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?



DIRECTION OF TRAVEL

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

Right vs. Wrong Direction Monitor

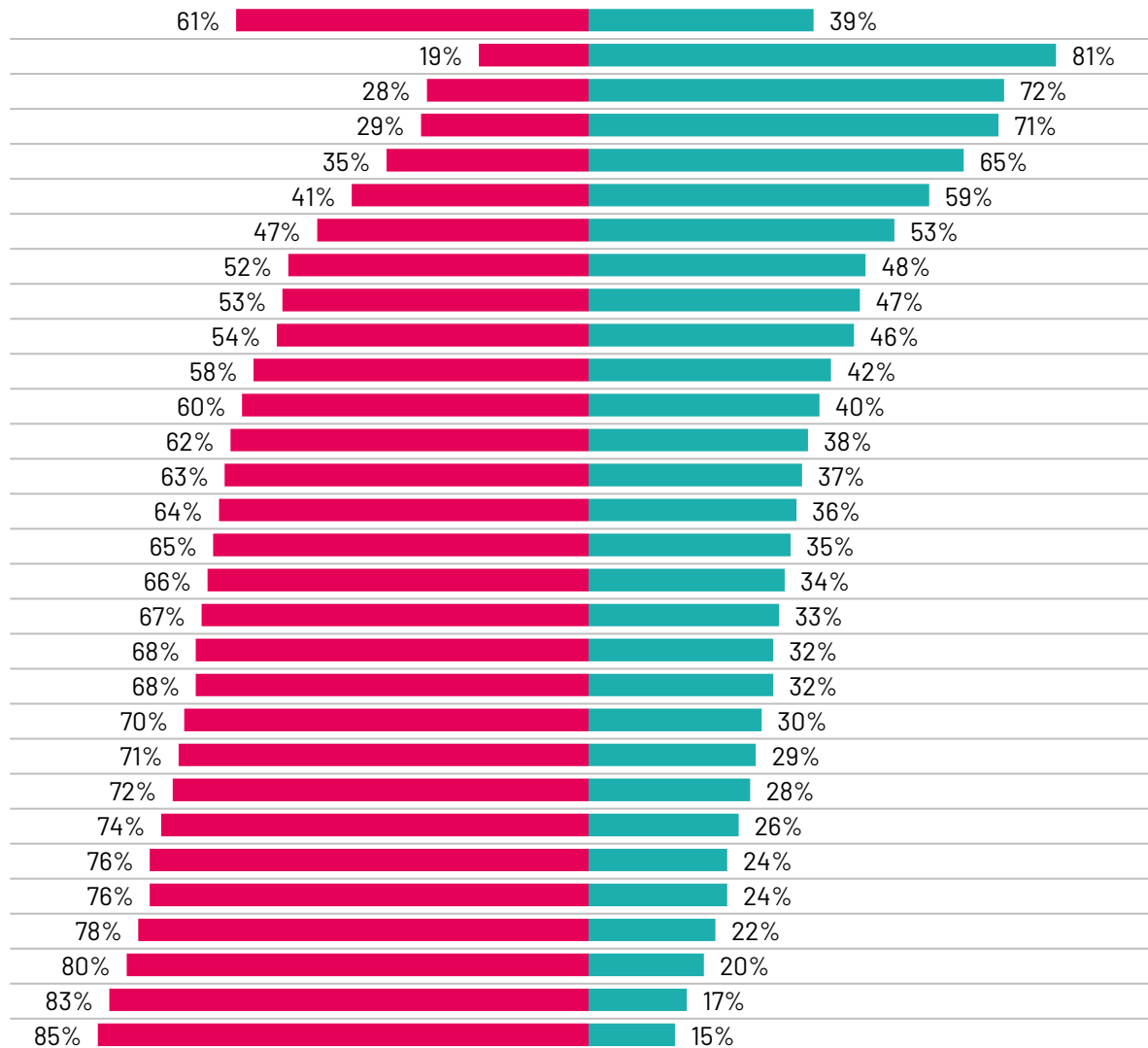
Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country

World
Singapore
India
Malaysia
Indonesia
Thailand
Argentina
Mexico
Australia
Poland
Brazil
South Africa
Belgium
US
Great Britain
Colombia
Spain
Canada
Israel
Italy
Sweden
Chile
Japan
Netherlands
South Korea
Germany
Türkiye
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? (October 2024)



Right Direction

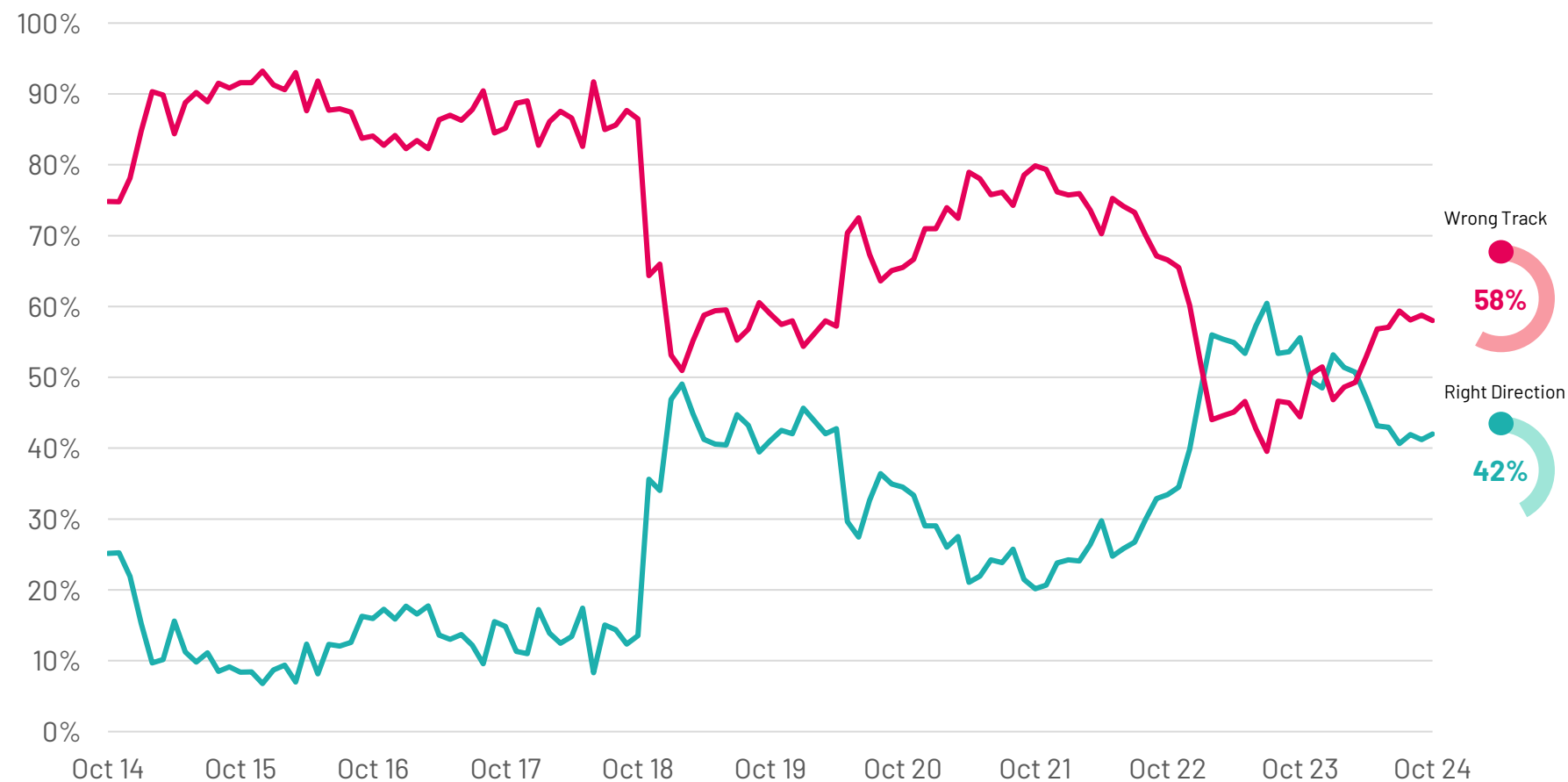
Wrong Track

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: Oct 24

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



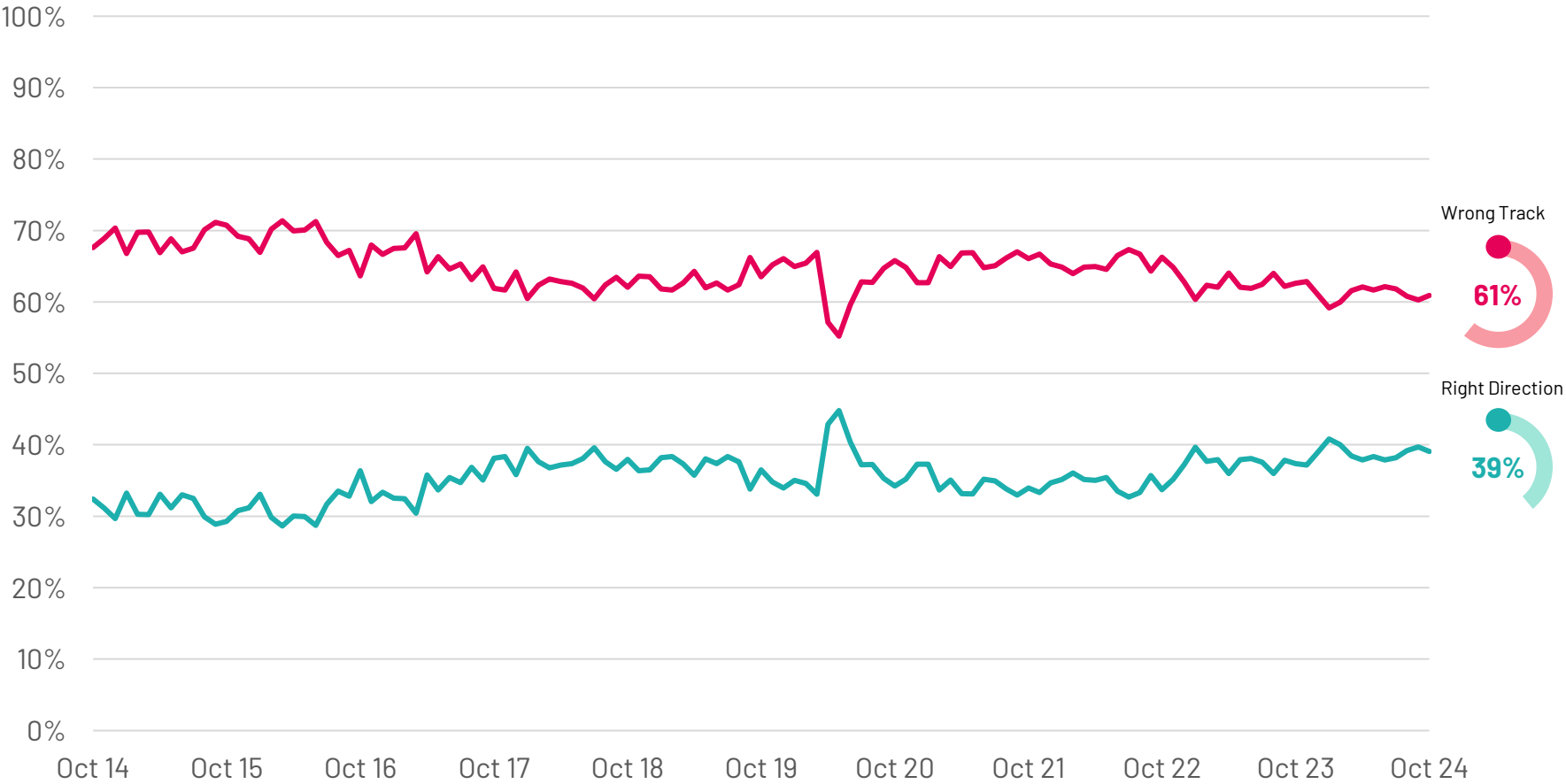
Global Right/Wrong Direction

Global country average score

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

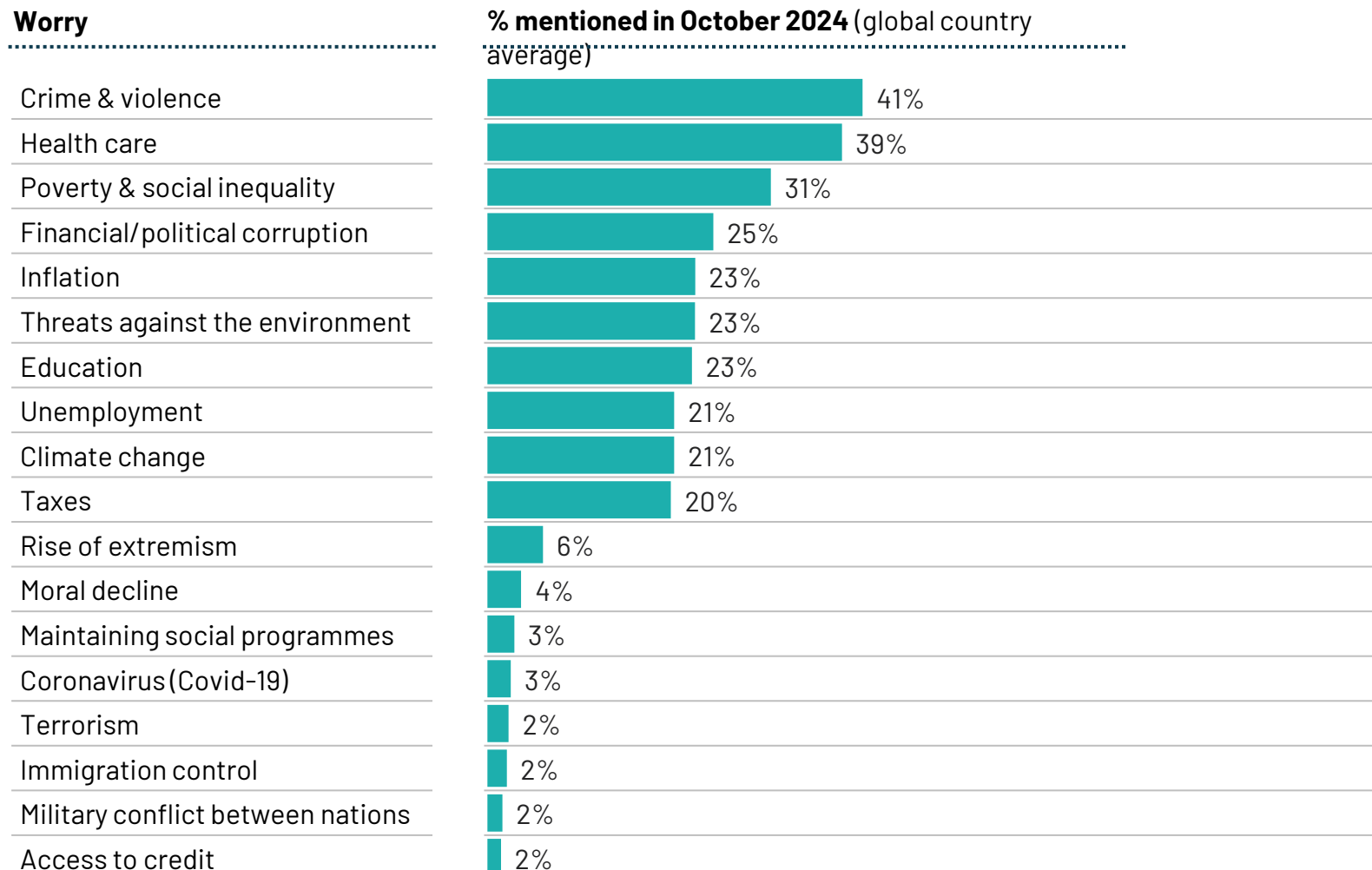
Brazil's Worries

[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: Oct 24

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



World Worries

[Commentary]

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

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

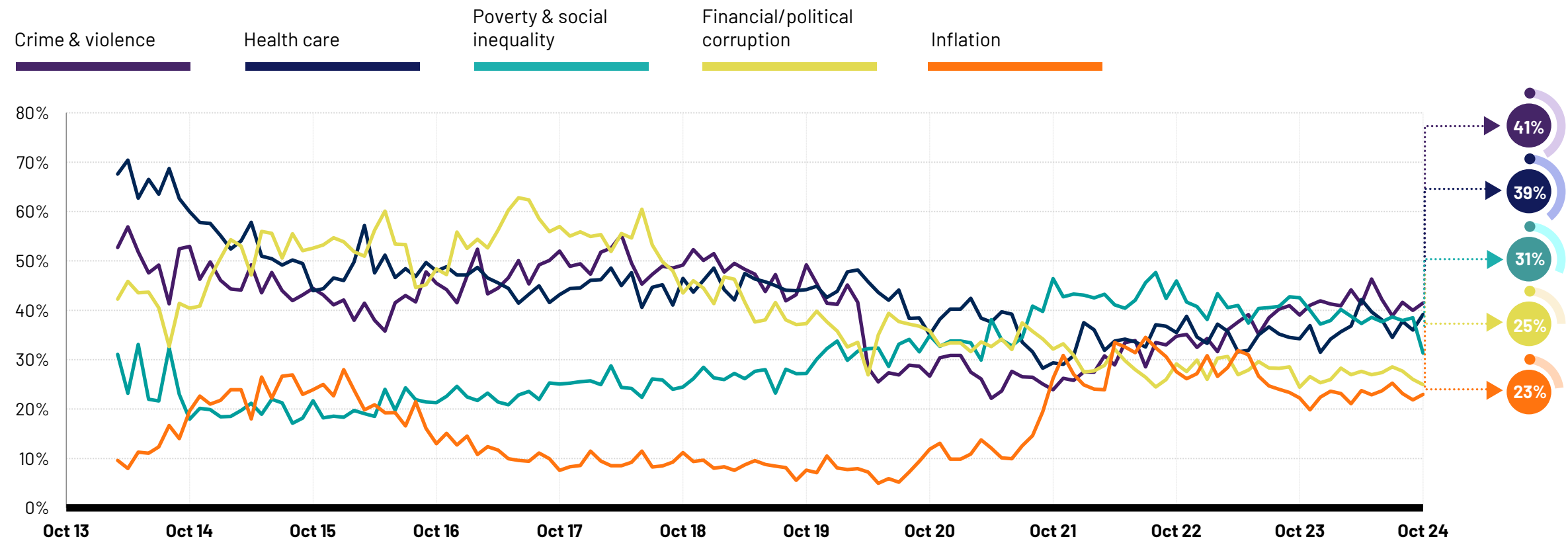
Worry

% mentioned in October 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?

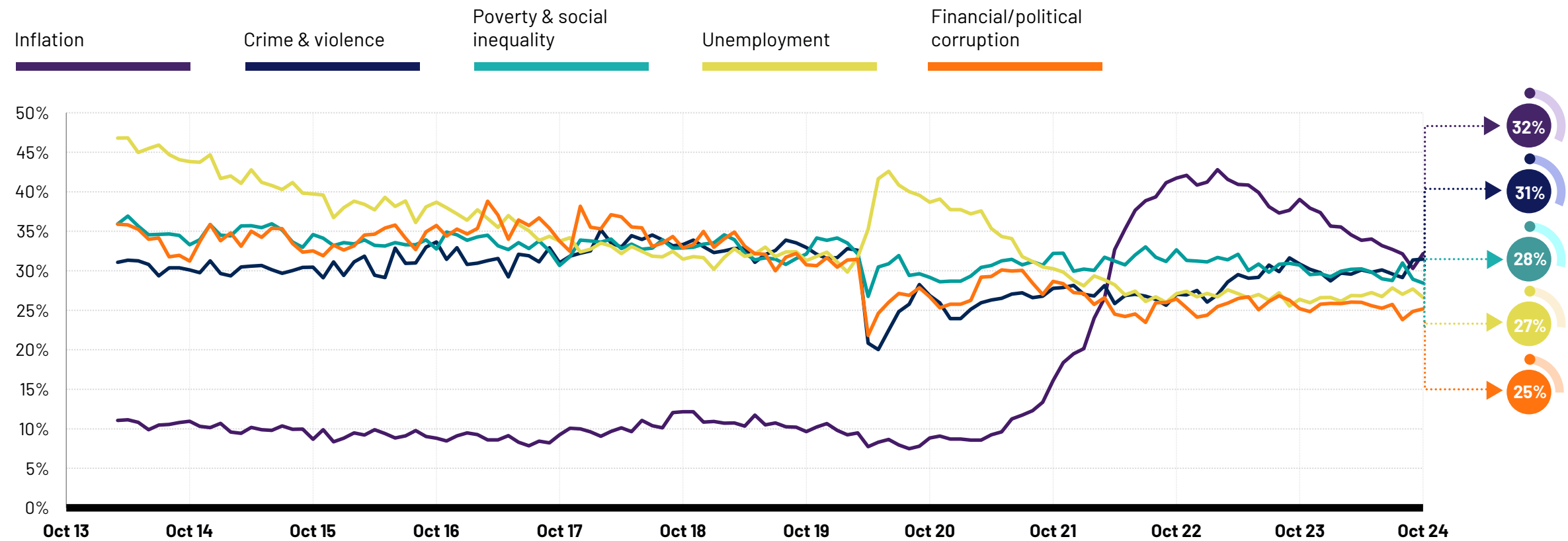


Base: Representative sample of Brazilian adults aged 16-74. c.1000 per month
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: Brazil | Current Wave: Oct 24



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 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 – October 4th 2024.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: Oct 24



WORLD WORRIES COUNTRY COMPARISON

- Country comparison of all 18 concerns

1. Inflation

[Commentary]

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country

		Change from 12-month last month change	
World	32%	+2	-7
Singapore	56%	+9	-1
Türkiye	55%	+3	=
US	51%	+3	+7
Canada	51%	+8	-6
Australia	47%	-1	-4
India	47%	+17	=
Argentina	46%	-2	-23
Poland	36%	+2	-21
Hungary	35%	+5	-15
France	33%	=	-9
Great Britain	33%	+3	-8
South Korea	32%	+1	-1
Mexico	32%	+4	+5
Thailand	30%	+5	=
Spain	29%	+1	-5
Germany	27%	+4	-18
Japan	27%	-2	-2
Belgium	25%	+1	-8
Malaysia	25%	-7	-21
South Africa	25%	+6	=
Chile	25%	=	-13
Israel	25%	+4	+5
Colombia	23%	-3	-12
Brazil	23%	+1	+1
Italy	23%	-3	-11
Sweden	21%	+4	-11
Netherlands	19%	+2	-8
Peru	19%	-4	-12
Indonesia	15%	-3	-7

2. Crime & violence

[Commentary]

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country

Country		Change from 12-month last month	change
World	31%	=	=
Peru	66%	+14	+4
Sweden	63%	-2	-5
Chile	63%	-2	=
Mexico	56%	+2	+2
South Africa	56%	+2	+1
Brazil	41%	+1	+2
France	38%	+3	+7
Colombia	37%	=	=
Argentina	35%	-5	-15
Israel	32%	+3	-18
Australia	32%	-1	+4
Türkiye	32%	+12	+9
US	32%	+4	+4
Germany	31%	-6	+10
Italy	30%	+5	+5
Malaysia	29%	-11	+14
India	27%	+6	+2
Belgium	26%	-1	=
Thailand	25%	-1	+1
Great Britain	25%	-9	+5
Canada	21%	+2	+4
Netherlands	21%	=	+3
Spain	20%	+1	=
Indonesia	19%	+2	-6
South Korea	18%	-3	-10
Japan	14%	+2	-3
Singapore	10%	-9	-1
Poland	8%	-3	+1
Hungary	8%	+1	=

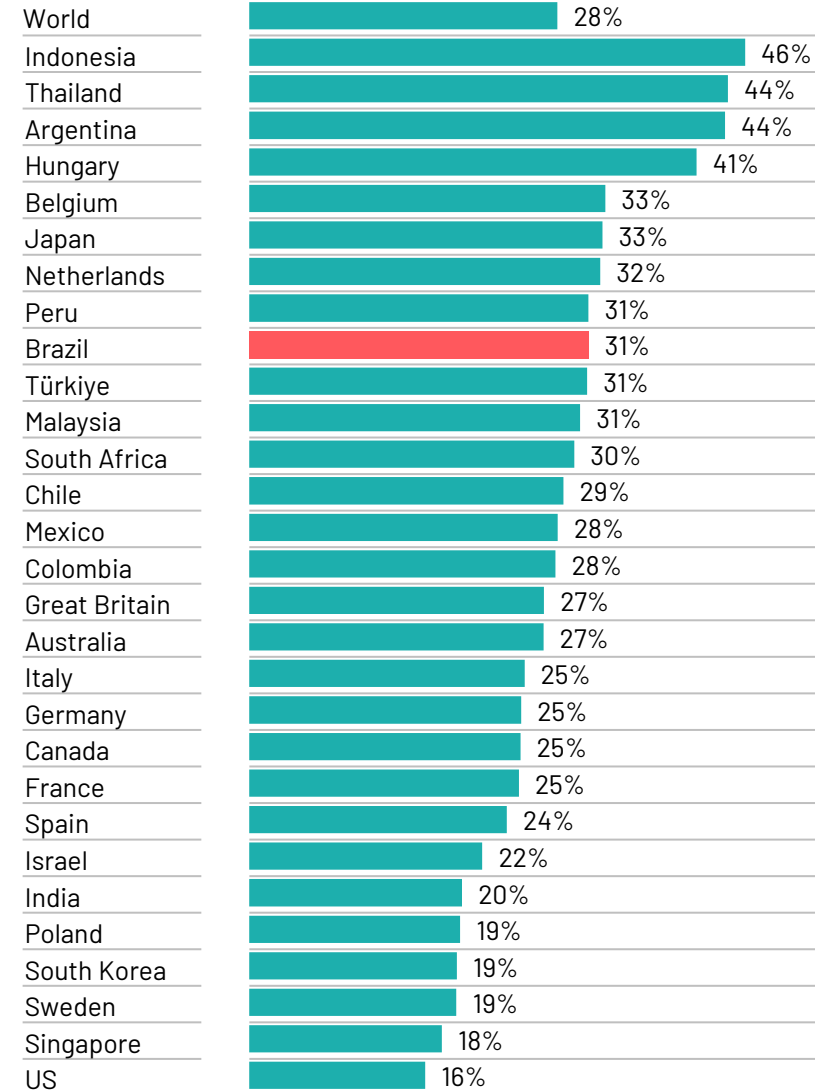
3. Poverty & social inequality

[Commentary]

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country



Change from 12-month last month change

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

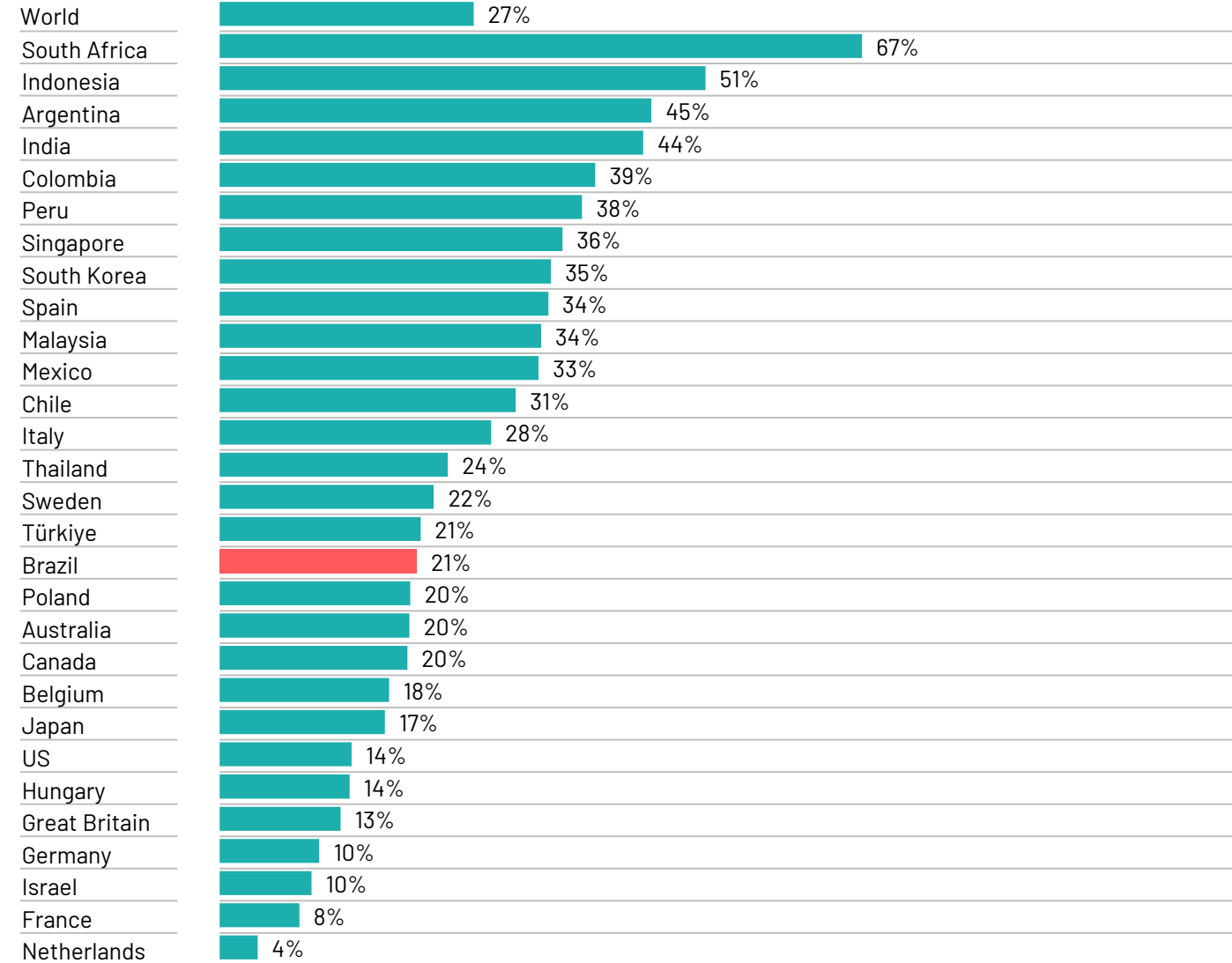
4. Unemployment

[Commentary]

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country



Change from 12-month last month change

-1	+1
+1	+3
+2	+8
-6	+12
+14	-2
-10	=
+1	+1
+6	-13
-6	=
-2	-2
+5	-2
-2	-3
-5	-1
-5	-10
-7	-1
+3	+8
-3	+2
-3	-2
+2	+9
-1	+1
-5	+2
-1	+1
+3	-2
-2	-1
-6	+2
+1	+2
-1	+1
+1	-2
-4	-2
-1	-4

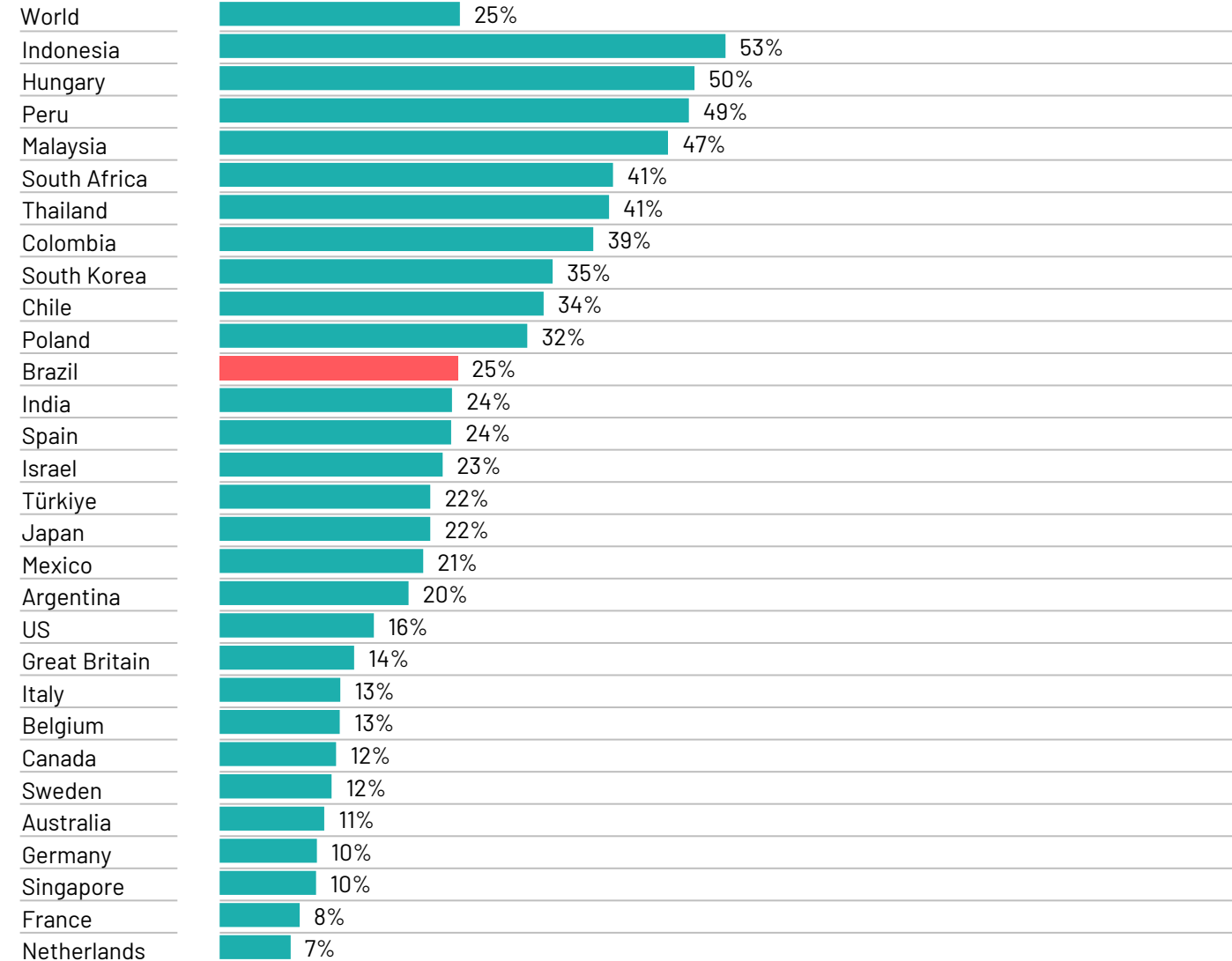
5. Financial/political corruption

[Commentary]

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country



Change from 12-month last month change

=	=
-10	=
+15	+10
-2	+4
+5	-4
-3	-5
-3	-6
+5	=
-1	=
+6	+6
+4	-5
-1	+1
+2	+2
-3	+5
-4	-3
+3	+2
-5	+9
-4	-4
-4	-10
-1	-1
+4	-1
+1	+2
=	-3
+2	-2
+4	+7
-1	-3
+3	+1
-3	=
-1	-2
=	-1

6. Health care

[Commentary]

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Country

Country		Change from 12-month	
		last month	change
World	23%	+1	+2
Hungary	65%	-3	+10
Great Britain	41%	+6	-1
Brazil	39%	+3	+5
Canada	38%	-6	-3
Poland	35%	+6	-8
Netherlands	34%	+7	-1
South Korea	34%	+7	+31
Italy	33%	-2	+11
Spain	31%	-1	=
Australia	31%	+2	-1
Singapore	30%	+6	+3
France	26%	+4	+5
Sweden	23%	-2	-1
US	22%	-4	=
Germany	19%	+2	+2
Colombia	19%	-1	+2
Mexico	17%	+1	+1
South Africa	15%	=	+2
Peru	15%	-2	+1
Belgium	14%	-9	-2
Argentina	13%	+1	+3
Chile	13%	=	-1
India	13%	=	=
Japan	11%	+1	=
Malaysia	9%	=	+2
Thailand	8%	+1	-2
Indonesia	6%	-1	-1
Israel	5%	+2	-3
Türkiye	4%	+3	=

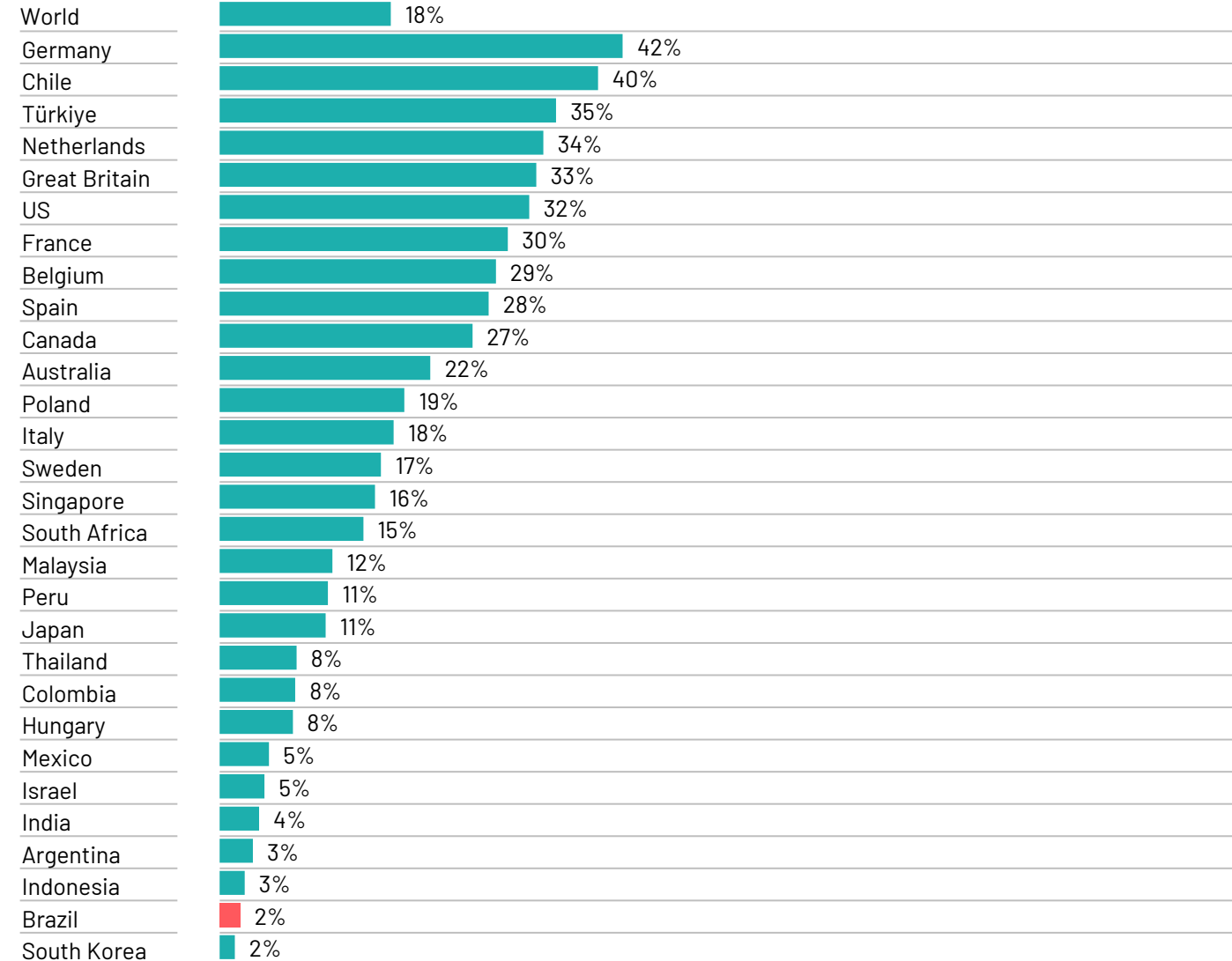
7. Immigration control

[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: Oct 24

Country



Change from 12-month last month change

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

8. Climate change

[Commentary]

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country

World	17%
Japan	35%
Singapore	28%
Netherlands	27%
Thailand	26%
Italy	25%
Germany	24%
US	23%
Australia	22%
Canada	21%
South Korea	21%
France	21%
Great Britain	21%
Brazil	21%
Belgium	20%
Sweden	19%
Colombia	19%
Mexico	17%
Spain	17%
Indonesia	15%
Poland	14%
South Africa	13%
Malaysia	11%
Türkiye	9%
India	9%
Peru	7%
Hungary	7%
Chile	6%
Argentina	5%
Israel	1%

Change from 12-month last month change

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

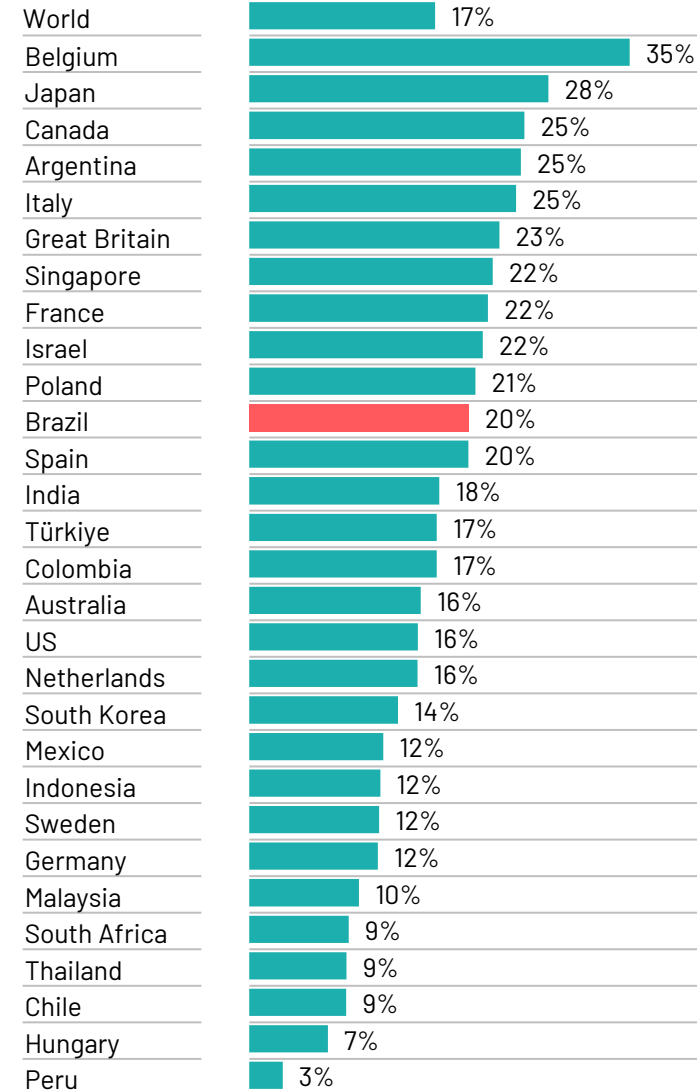
9. Taxes

[Commentary]

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country



Change from 12-month last month change

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

10. Education

[Commentary]

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country

World	14%
Argentina	29%
Hungary	28%
Mexico	25%
India	24%
Brazil	23%
Türkiye	22%
Peru	19%
Chile	18%
Colombia	17%
Belgium	17%
Indonesia	16%
Netherlands	15%
Spain	14%
South Africa	14%
Israel	13%
France	13%
Malaysia	12%
Thailand	10%
US	10%
Italy	9%
Poland	9%
Canada	9%
Germany	9%
Australia	9%
South Korea	7%
Great Britain	7%
Japan	7%
Sweden	6%
Singapore	5%

Change from 12-month last month change

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

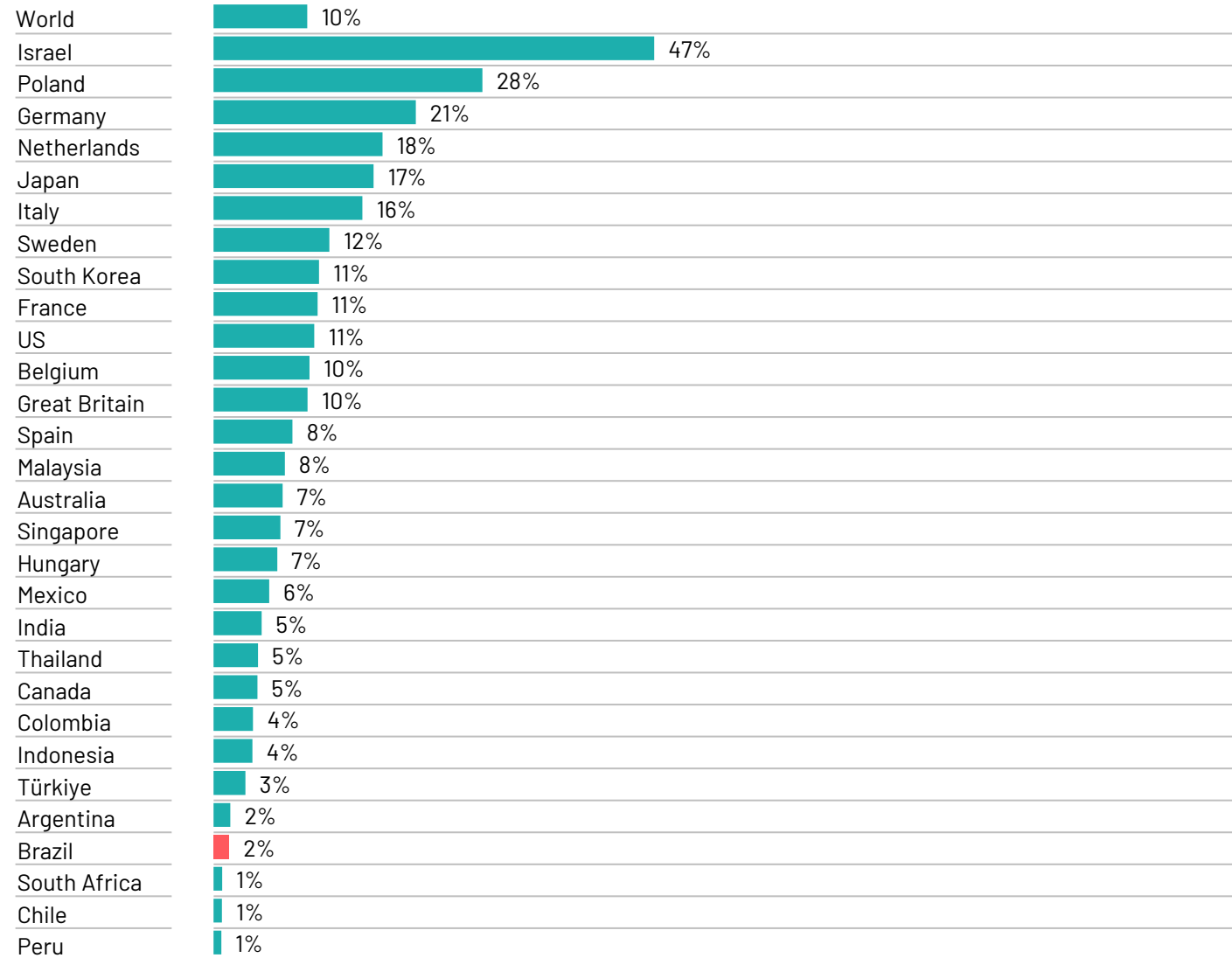
11. Military conflict between nations

[Commentary]

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country



Change from 12-month last month change

+1	+3
+6	+31
-2	+6
+3	+7
+2	+8
+3	+2
+4	+8
+1	+3
+2	-2
=	+4
+2	+2
+2	+3
+2	+3
+5	+4
+5	+6
=	=
+1	+3
+1	=
+3	+4
-5	+1
+3	=
+1	+2
=	-1
+1	+1
=	+2
=	=
=	=
-1	=
=	=
=	=

12. Moral decline

[Commentary]

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country

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

13. Terrorism

[Commentary]

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country

World	9%
Israel	48%
Türkiye	19%
India	17%
Colombia	16%
Peru	16%
France	15%
Germany	13%
Sweden	11%
Malaysia	11%
Singapore	9%
Belgium	9%
US	8%
Chile	8%
Mexico	7%
Indonesia	7%
Netherlands	6%
Great Britain	5%
Thailand	5%
Australia	4%
Poland	4%
Italy	4%
Spain	4%
Canada	3%
Brazil	2%
Argentina	2%
South Korea	2%
Japan	2%
South Africa	1%
Hungary	1%

Change from 12-month last month change

=	+2
-2	+9
+5	+5
+2	=
-1	+1
+12	+7
-1	+8
-7	+9
=	-5
+1	+6
-3	+5
-1	+3
+1	-1
+1	-1
+3	+2
+1	=
-2	+3
-5	=
=	-2
=	+2
=	=
+1	+1
-1	+2
-2	+1
-2	=
-1	+2
+1	+1
+1	-1
=	=
-1	-2

14. Threats against the environment

[Commentary]

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country

World	9%
Brazil	23%
Japan	12%
Netherlands	12%
Indonesia	12%
Thailand	11%
Colombia	11%
Singapore	11%
Peru	11%
France	11%
Italy	11%
Poland	10%
South Korea	10%
Belgium	10%
Sweden	10%
Australia	9%
Mexico	9%
Germany	9%
India	9%
Malaysia	8%
Great Britain	7%
Israel	7%
US	6%
Spain	5%
Canada	5%
Chile	5%
Argentina	5%
Türkiye	4%
Hungary	3%
South Africa	2%

Change from 12-month last month change

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

15. Rise of extremism

[Commentary]

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country

World	9%
Israel	21%
Germany	20%
US	17%
Netherlands	17%
Belgium	17%
France	14%
Spain	14%
Sweden	13%
Malaysia	13%
Great Britain	11%
Poland	9%
Australia	9%
Canada	9%
South Korea	8%
Italy	7%
Colombia	6%
Brazil	6%
Türkiye	5%
India	5%
Hungary	4%
Mexico	4%
Argentina	4%
Singapore	4%
Japan	4%
Chile	4%
Indonesia	3%
Thailand	3%
Peru	1%
South Africa	1%

Change from 12-month last month change

-1	+1
+2	-2
=	+7
=	+3
=	+7
+1	+5
-9	+1
=	+2
-3	-1
+1	-3
-7	+4
+2	+2
-2	+4
+1	-2
-2	-9
=	+3
+3	+4
-1	=
-2	-2
-5	-2
+1	+1
+2	+1
+1	+3
-2	+2
+1	+2
-1	-1
-2	-3
-1	-3
-2	-1
-1	=

16. Maintaining social programmes

[Commentary]

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country

World	7%
Sweden	17%
Japan	17%
South Korea	14%
Indonesia	11%
Italy	10%
Netherlands	9%
Singapore	9%
Great Britain	9%
Spain	9%
Thailand	9%
Australia	8%
Poland	7%
Hungary	7%
Belgium	6%
Germany	5%
Malaysia	5%
Canada	5%
Mexico	5%
Argentina	5%
France	4%
US	4%
India	3%
Colombia	3%
Israel	3%
Brazil	3%
South Africa	3%
Chile	3%
Peru	2%
Türkiye	1%

Change from 12-month last month change

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

17. Coronavirus (Covid-19)

[Commentary]

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country

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

18. Access to credit

[Commentary]

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country

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

Change from 12-month last month change

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

Methodology

This 29-country Global Advisor survey was conducted between September 20th 2024 and October 4th 2024 via the Ipsos Online Panel system among 24,992 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.

