

# WHAT WORRIES THE WORLD?

BRAZIL REPORT

November 2025

# BRAZIL SUMMARY: NOVEMBER 2025

## Top five worries

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

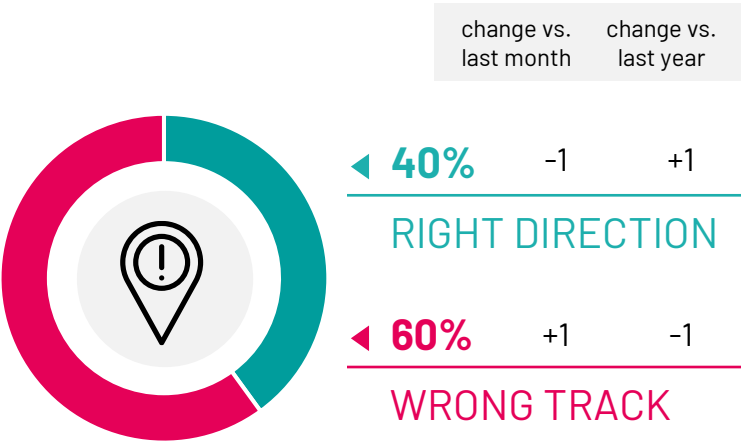
		change vs. last month	change vs. last year
Crime & violence	<div></div> 52%	+12	+10
Poverty & social inequality	<div></div> 38%	+5	=
Health care	<div></div> 36%	+3	-1
Financial/political corruption	<div></div> 34%	-5	+7
Taxes	<div></div> 25%	-4	-1

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: Nov 25

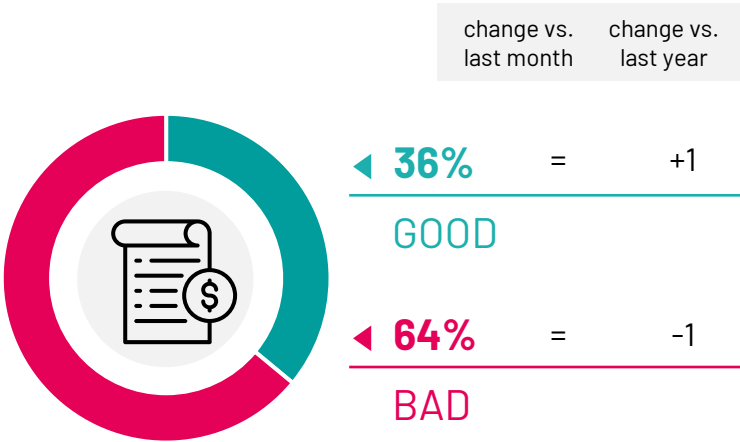
## State of the country

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: NOVEMBER 2025

## Top five worries

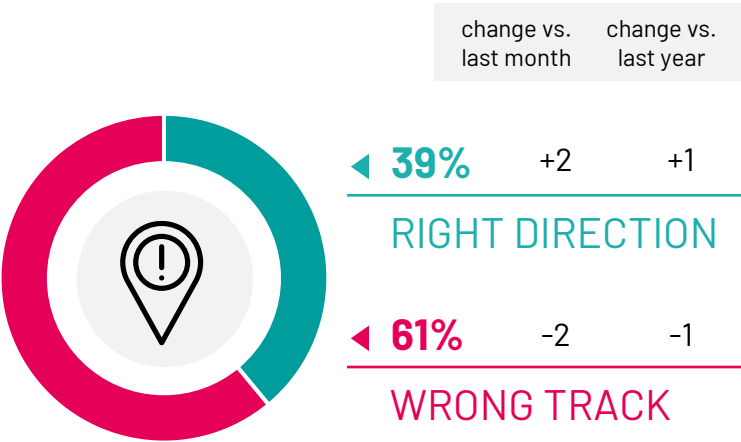
Q: Which three of the following topics do you find the most worrying in your country?

		change vs. last month	change vs. last year
Crime & violence	<div></div> 34%	+1	+2
Inflation	<div></div> 30%	=	-2
Poverty & social inequality	<div></div> 28%	=	-2
Unemployment	<div></div> 28%	=	+2
Financial/political corruption	<div></div> 27%	=	+2

**Base:** Representative sample of 25,143 adults aged 16-74 in 30 participating countries, October 24th 2025 - November 7th 2025.  
**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Nov 25

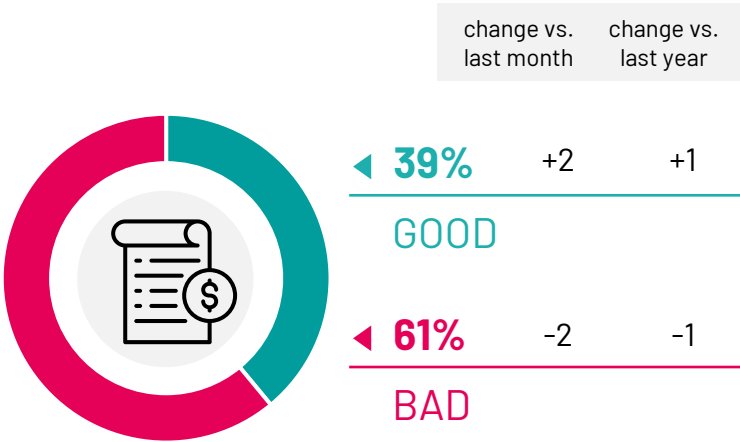
## State of the country

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?





# DIRECTION OF TRAVEL

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



# Right vs. Wrong Direction Monitor

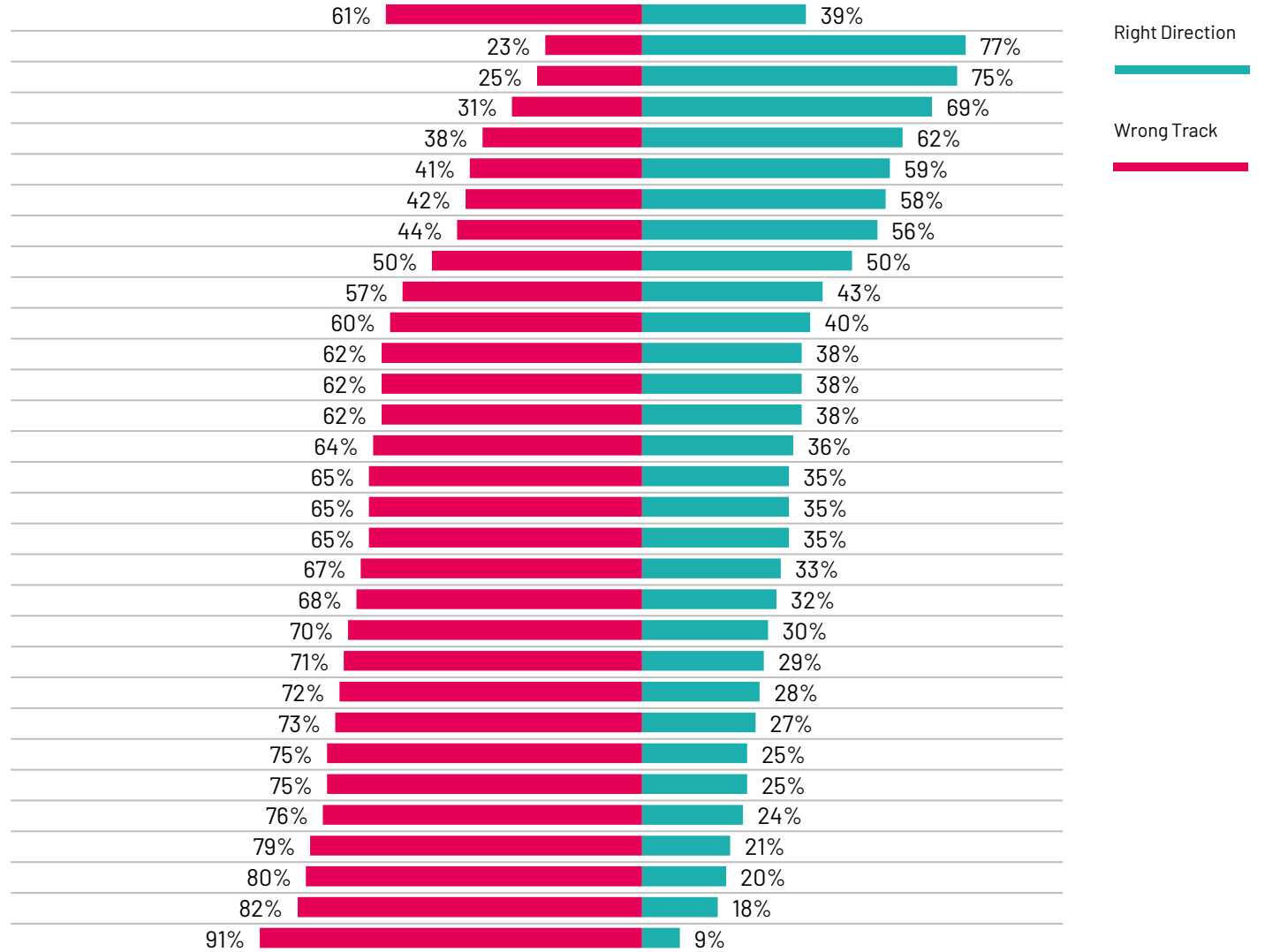
**Base:** Representative sample of 25,143 adults aged 16-74 in 30 participating countries, October 24th 2025 - November 7th 2025.

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

## Country

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

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

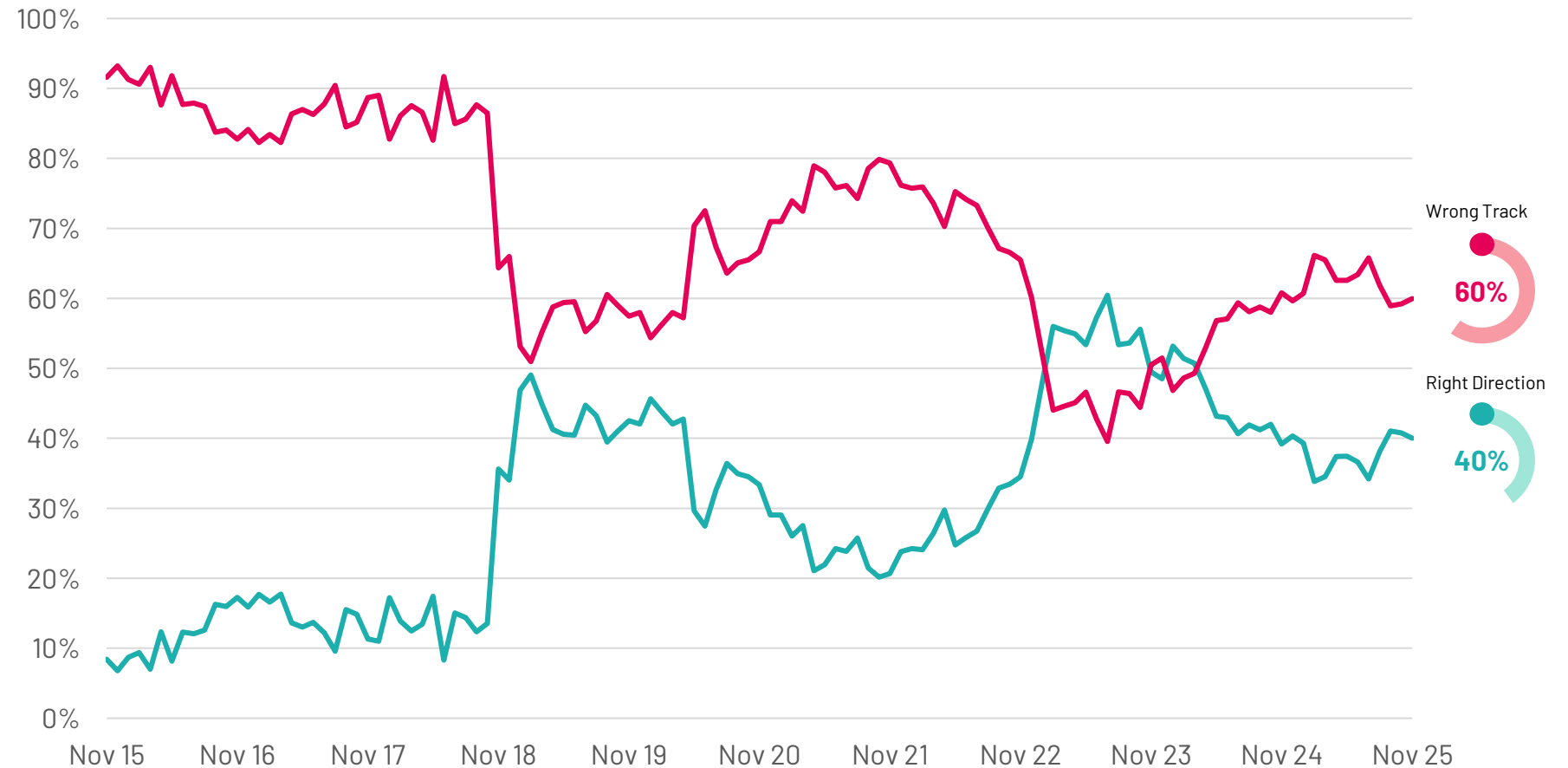


# Brazil Right/Wrong Direction

**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: Nov 25

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



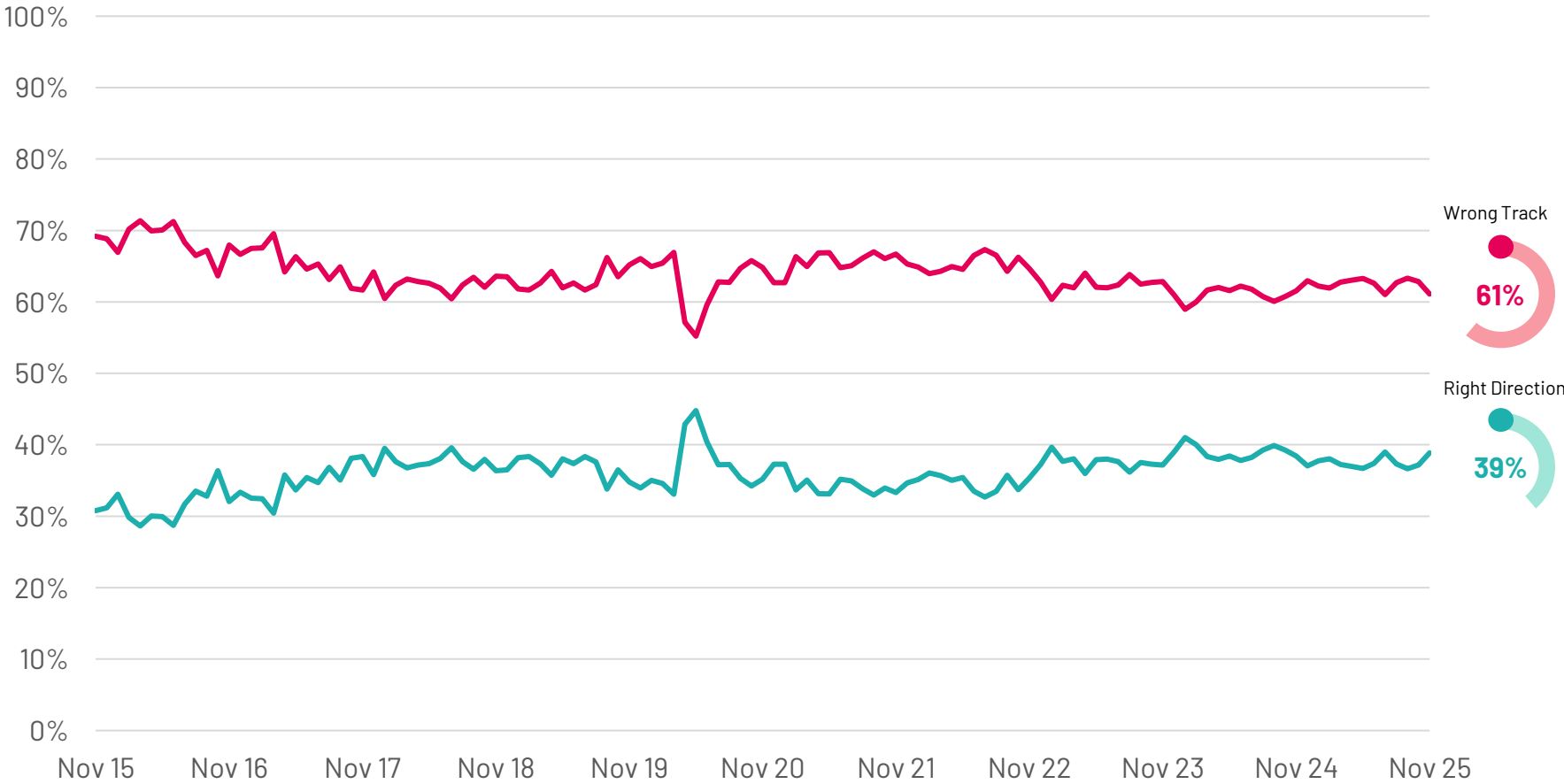
# Global Right/Wrong Direction

Global country average score

**Base:** Representative sample of 25,143 adults aged 16-74 in 30 participating countries, October 24th 2025 - November 7th 2025.

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

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]

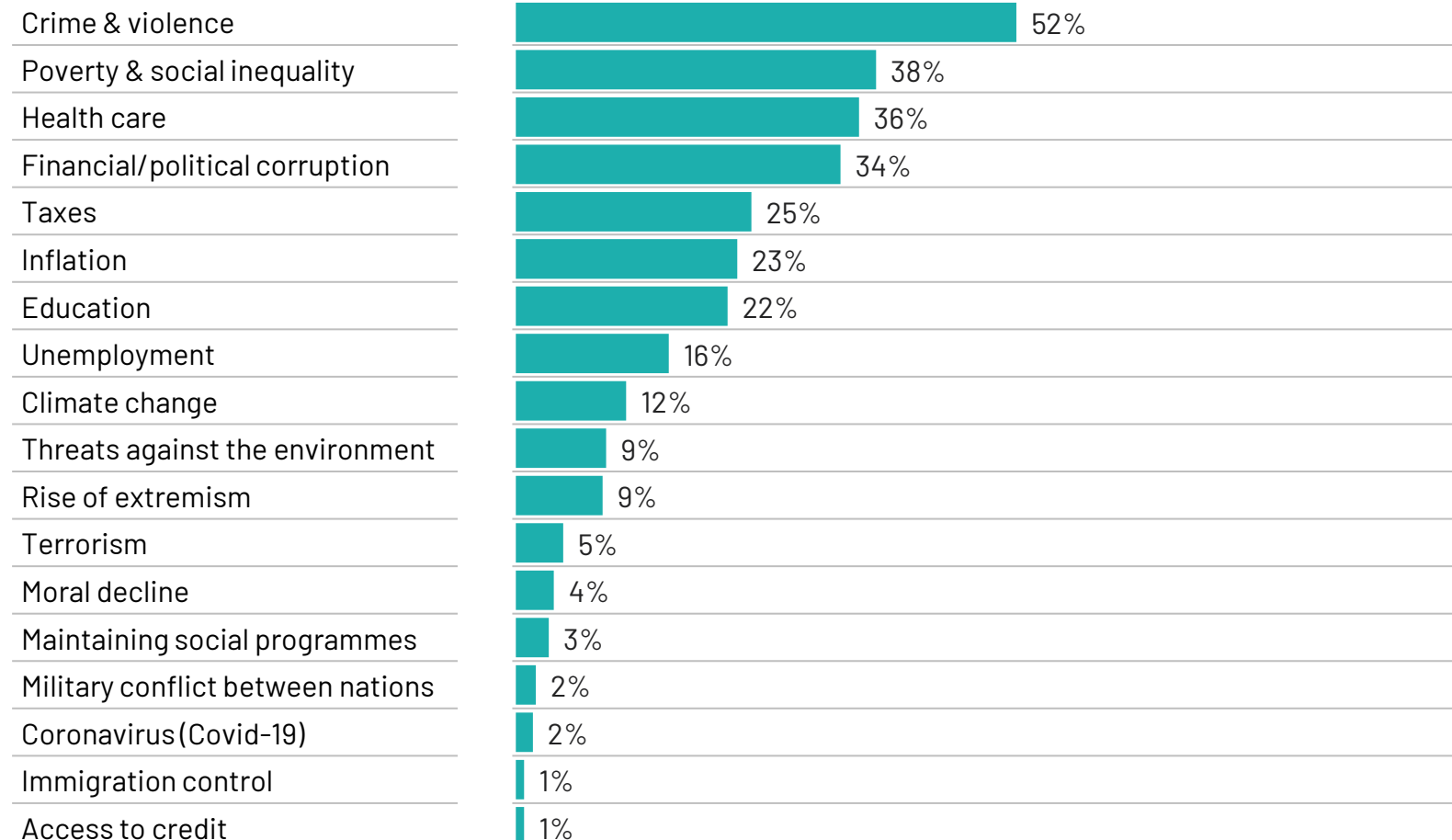
**Base:** Representative sample of Brazilian adults aged 16-74. c.1000 per month

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

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

### Worry

% mentioned in November 2025 (global country average)



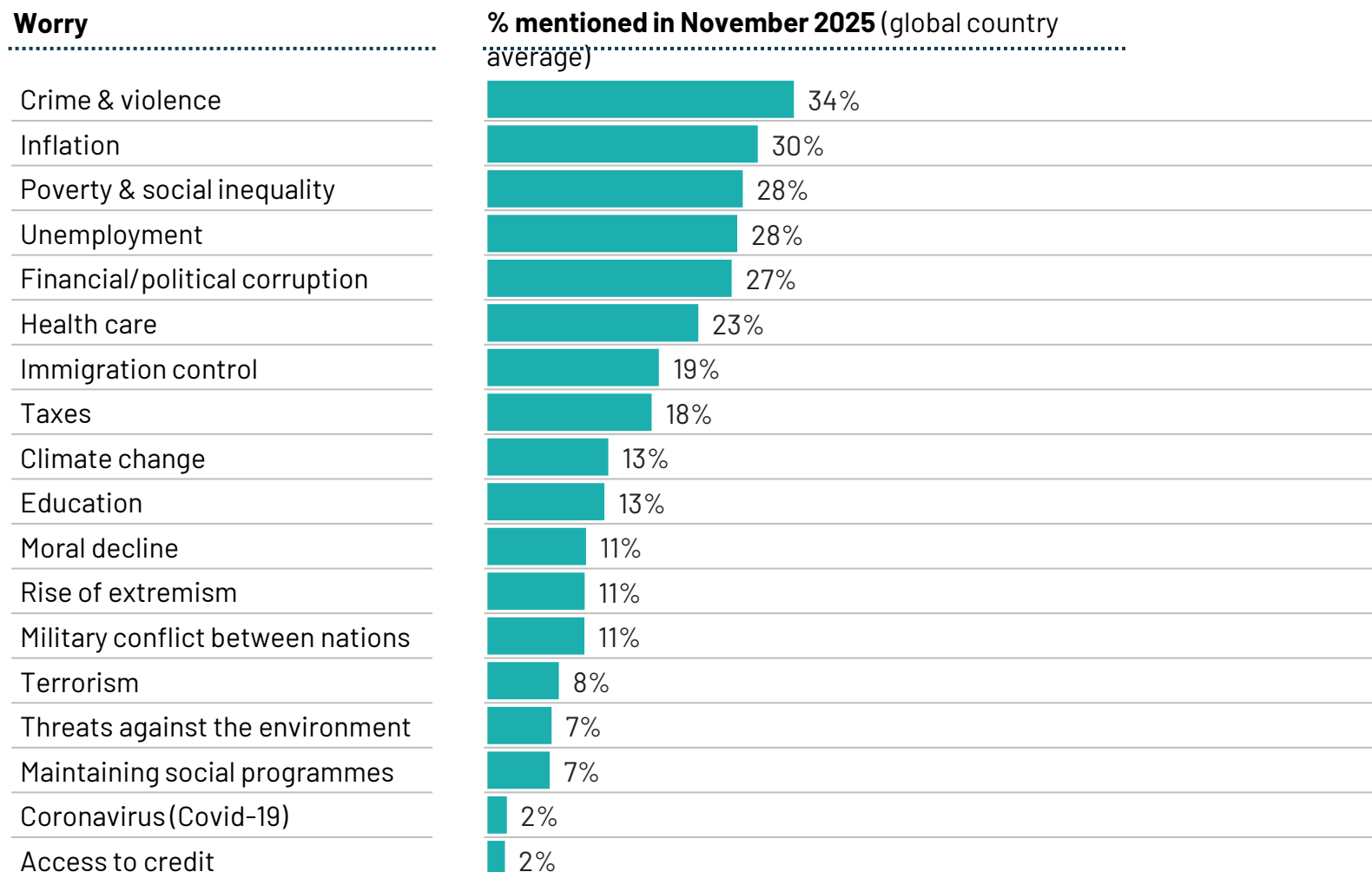
# World Worries

[Commentary]

**Base:** Representative sample of 25,143 adults aged 16-74 in 30 participating countries, October 24th 2025 - November 7th 2025.

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

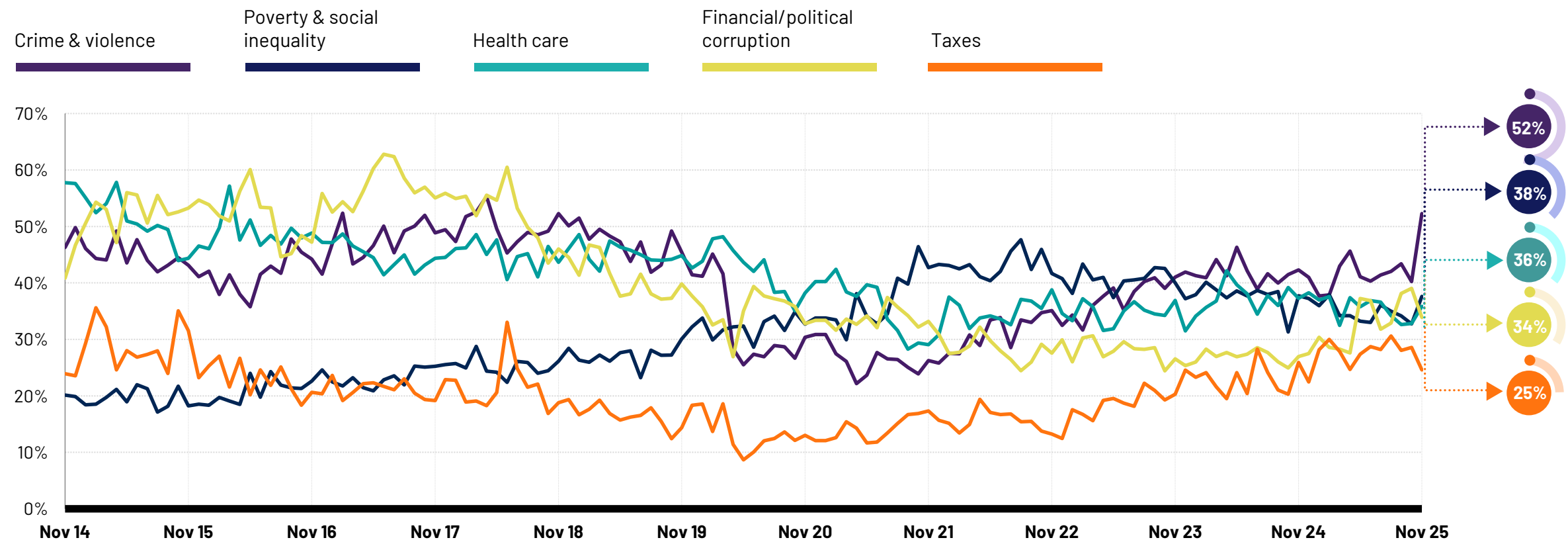
## Q: Which three of the following topics do you find the most worrying in your country?





# 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?

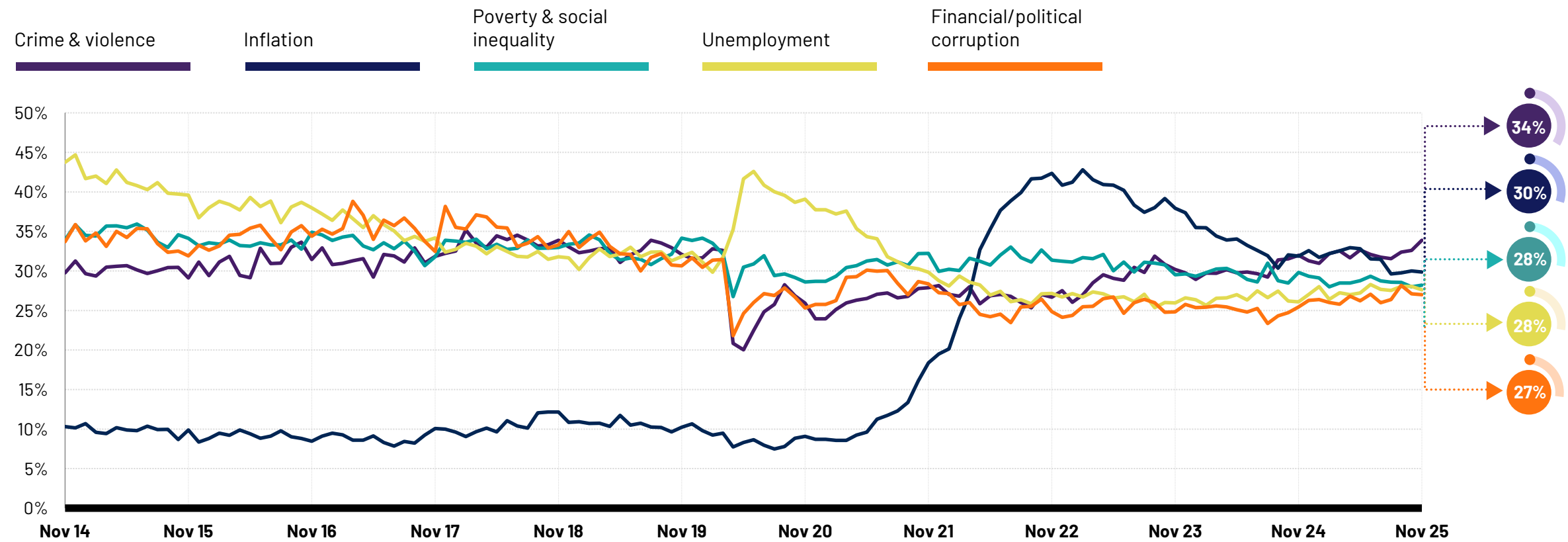


Base: Representative sample of Brazilian adults aged 16-74. c.1000 per month  
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: Brazil | Current Wave: Nov 25



# 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 25,143 adults aged 16-74 in 30 participating countries, October 24th 2025 - November 7th 2025.  
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: Nov 25





# WORLD WORRIES COUNTRY COMPARISON

- Country comparison of all 18 concerns

# 1. 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: Nov 25

## Country

Country		Change from 12-month	
		last month	change
World	34%	+1	+2
Peru	70%	+2	+5
Chile	61%	-2	-2
Mexico	60%	+1	+1
Sweden	58%	+1	-4
South Africa	56%	-4	=
Brazil	52%	+12	+10
Argentina	46%	+9	+8
Australia	39%	+3	+7
Colombia	38%	-7	-4
Malaysia	38%	+8	+8
France	36%	+1	+4
Israel	36%	-1	+8
Ireland	36%	+7	+5
Italy	35%	+7	+8
Türkiye	34%	+1	-5
Great Britain	29%	+6	+3
US	28%	-2	=
Netherlands	28%	-3	+5
Germany	28%	-7	-1
Belgium	28%	-5	+3
Thailand	27%	+6	+3
South Korea	23%	+3	+6
Canada	22%	+2	-1
Japan	22%	+1	-10
India	20%	-4	-3
Indonesia	19%	+5	-1
Spain	19%	-1	+1
Singapore	11%	+2	+2
Poland	10%	=	+3
Hungary	7%	-3	-1



## 2. Inflation

[Commentary]

**Base:** Representative sample of 25,143 adults aged 16-74 in 30 participating countries, October 24th 2025 - November 7th 2025.

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### Country

Country		Change from 12-month last month	change
World	30%	=	-2
Singapore	59%	-3	-4
Türkiye	50%	+4	+5
Canada	47%	-2	+5
Australia	40%	=	-10
US	39%	+2	-11
Hungary	37%	-2	-3
Argentina	37%	-4	-2
South Korea	36%	+6	+4
Ireland	34%	-5	+5
India	34%	-12	-10
Great Britain	33%	+3	+5
France	32%	+3	+1
Malaysia	31%	+1	+1
Japan	31%	+1	+2
Spain	31%	+4	+3
Mexico	30%	-1	-9
Germany	30%	+2	-3
Poland	29%	+2	-15
Thailand	25%	=	-5
Belgium	24%	+3	-4
Chile	24%	=	-2
Brazil	23%	-3	-1
Italy	22%	=	-1
Netherlands	20%	+4	-1
Colombia	19%	+2	-6
Sweden	19%	=	+1
Indonesia	18%	+1	-1
South Africa	16%	-5	-3
Israel	15%	-4	-2
Peru	10%	-1	-1

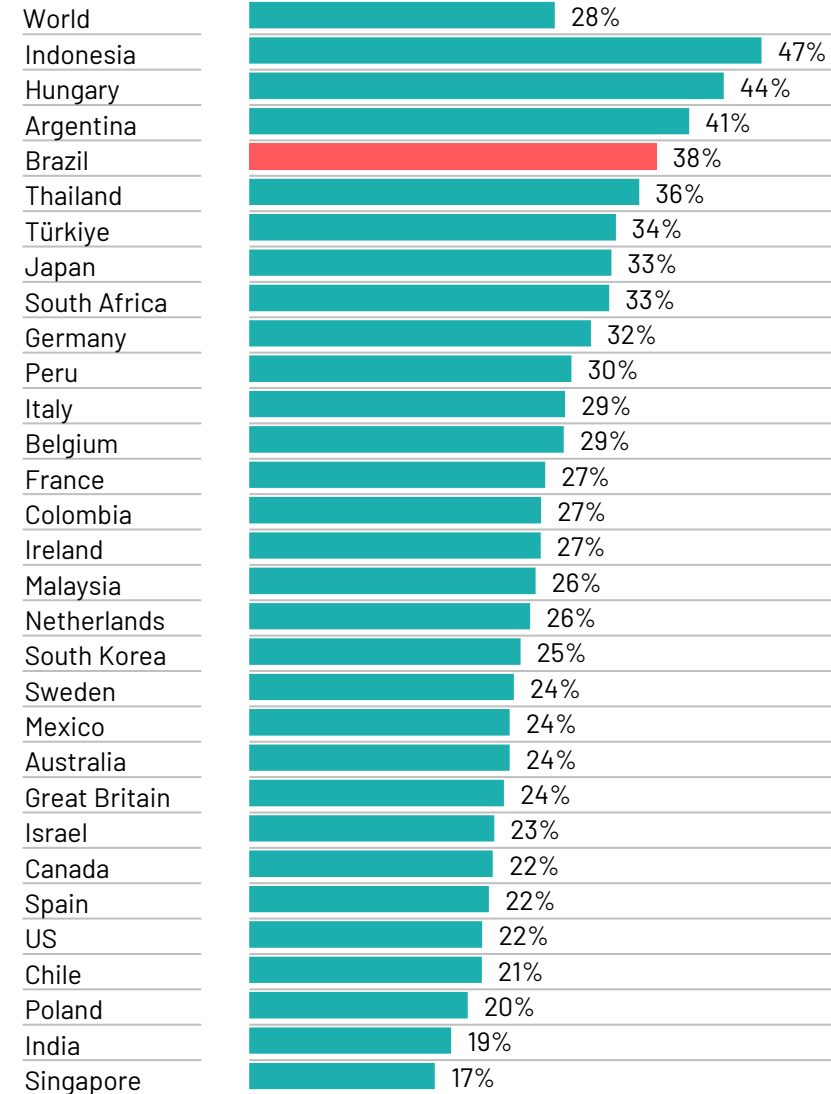
### 3. Poverty & social inequality

[Commentary]

**Base:** Representative sample of 25,143 adults aged 16-74 in 30 participating countries, October 24th 2025 - November 7th 2025.

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#### Country



#### Change from 12-month last month change

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

## 4. Unemployment

[Commentary]

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### Country

Country		Change from 12-month	
		last month	change
World	28%	=	+2
South Africa	64%	-1	-2
Singapore	54%	+1	+15
Indonesia	52%	+3	+12
Argentina	49%	=	=
South Korea	44%	=	+8
Colombia	39%	+2	-3
Chile	39%	-6	+10
Italy	35%	+7	+1
Mexico	33%	-3	+2
Peru	30%	-4	-1
Canada	30%	=	+9
Spain	29%	+3	-2
India	28%	-11	-13
Sweden	27%	-2	+8
Malaysia	25%	-5	-7
Türkiye	25%	-1	+7
Thailand	24%	=	-5
Poland	22%	+3	+3
Belgium	22%	-1	+5
US	20%	+4	+8
Australia	19%	-1	-3
Hungary	17%	+3	-1
Japan	16%	+2	-1
Brazil	16%	-1	-6
Great Britain	15%	-1	+4
Germany	14%	+4	+4
Ireland	14%	-6	-3
France	13%	+1	+1
Israel	10%	-1	-2
Netherlands	4%	-2	-1



## 5. Financial/political corruption

[Commentary]

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### Country

Country		Change from 12-month last month	change
World	27%	=	+2
Indonesia	65%	-3	+13
Peru	58%	-2	+11
South Africa	54%	+3	+8
Hungary	52%	+5	=
Thailand	49%	+6	+4
Malaysia	39%	-15	-6
Israel	38%	+11	+17
Mexico	36%	+9	+13
Spain	35%	-1	+4
Colombia	34%	-3	+1
Brazil	34%	-5	+7
Poland	31%	+11	+7
South Korea	30%	-4	-9
Chile	29%	+3	-6
Argentina	29%	-6	+6
US	28%	=	+7
Türkiye	28%	-1	+3
India	21%	-4	-5
Japan	14%	-5	-10
France	14%	+2	+4
Belgium	13%	-1	+2
Great Britain	12%	+2	-1
Italy	11%	-2	-3
Ireland	10%	+2	-1
Canada	10%	=	-1
Australia	10%	-2	-2
Sweden	8%	-1	-3
Germany	8%	-2	-1
Singapore	7%	=	-6
Netherlands	3%	-1	-4

## 6. Health care

[Commentary]

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### Country

Country		Change from 12-month last month	change
World	23%	=	-1
Hungary	62%	-1	+3
Ireland	41%	=	-7
Canada	39%	+2	-5
Italy	38%	+3	+1
Poland	36%	-1	-7
Brazil	36%	+3	-1
Singapore	35%	+8	+7
Great Britain	33%	+2	-11
Spain	32%	+2	=
Netherlands	31%	+6	+2
US	29%	+5	+6
Australia	27%	=	-5
Colombia	26%	-3	+6
France	26%	+2	+1
Belgium	22%	+1	+1
Germany	20%	=	=
Sweden	19%	-6	-4
Chile	19%	+4	+2
Mexico	18%	-4	-1
Argentina	15%	-3	=
Japan	14%	+3	+5
South Africa	13%	+1	=
India	11%	-1	-1
Peru	11%	-2	-6
Malaysia	11%	+2	+1
Israel	9%	-1	+4
Türkiye	7%	+2	+2
Thailand	7%	=	-2
Indonesia	6%	=	-2
South Korea	6%	=	-15

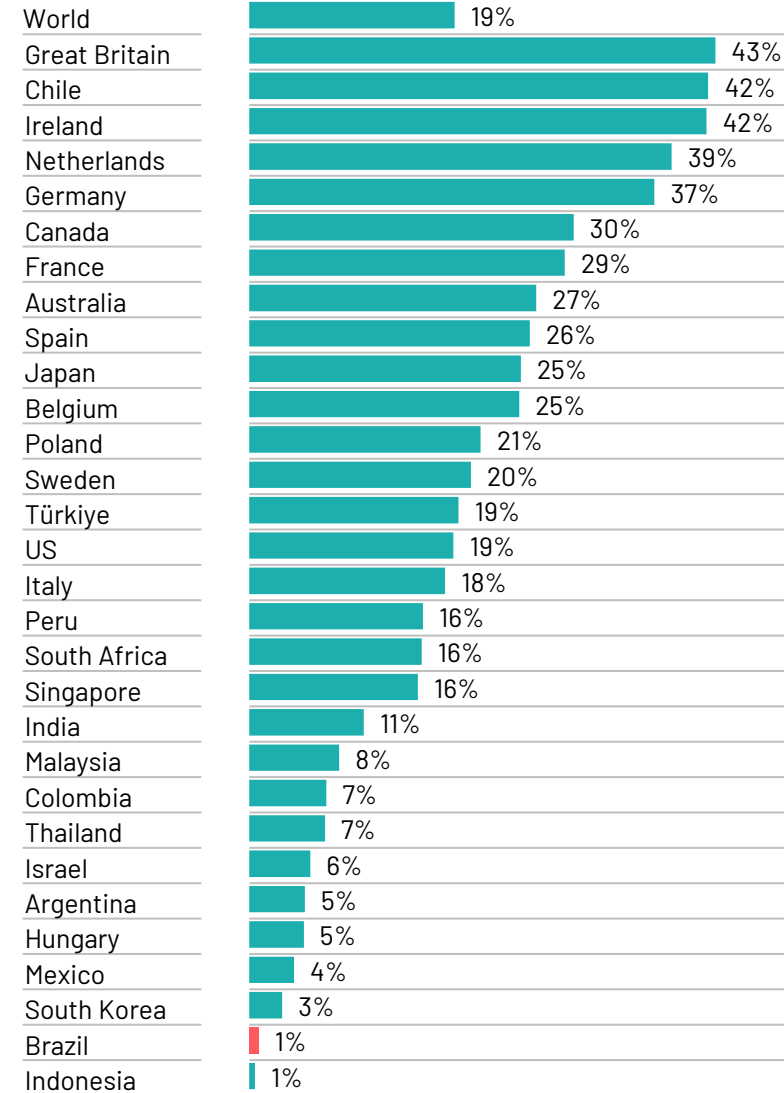
# 7. Immigration control

[Commentary]

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## Country



## Change from 12-month last month change

+1	=
-1	+11
+2	=
+2	+4
+7	+9
+3	-7
-1	+1
+2	=
+2	+9
-1	+1
+1	+13
+3	-1
-4	-2
+1	+1
-2	-22
=	-9
=	+1
+5	+1
+2	+4
+2	+2
+7	+6
-7	-6
+1	-3
-1	-1
+1	+1
+3	+2
+1	-2
-1	-2
-1	+1
+1	=
-1	=



# 8. Taxes

[Commentary]

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## Country

World	18%
Belgium	36%
France	32%
Japan	29%
Italy	25%
Brazil	25%
Canada	24%
Mexico	24%
Great Britain	21%
Israel	20%
Poland	20%
Australia	19%
Colombia	19%
Spain	19%
Argentina	19%
Türkiye	19%
Malaysia	18%
Ireland	18%
US	17%
Indonesia	16%
South Korea	16%
India	16%
Singapore	15%
Netherlands	14%
Thailand	12%
Germany	11%
Sweden	10%
Chile	10%
South Africa	9%
Peru	6%
Hungary	6%

## Change from 12-month last month change

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

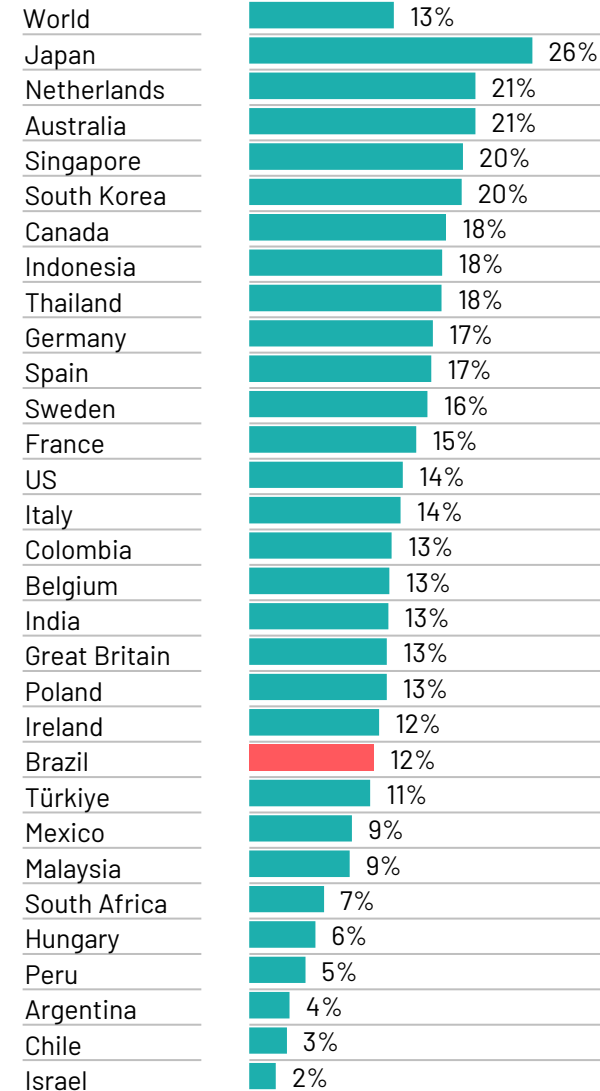
# 9. Climate change

[Commentary]

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## Country



## Change from 12-month last month change

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

# 10. Education

[Commentary]

**Base:** Representative sample of 25,143 adults aged 16-74 in 30 participating countries, October 24th 2025 - November 7th 2025.

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

## Country

World	13%
Argentina	28%
Brazil	22%
India	22%
Israel	20%
Peru	20%
Colombia	18%
Malaysia	18%
Türkiye	17%
Chile	17%
Mexico	16%
Hungary	16%
Belgium	13%
South Africa	13%
Indonesia	12%
Netherlands	12%
Spain	11%
Canada	10%
France	9%
Australia	9%
Sweden	9%
Singapore	9%
Germany	8%
Great Britain	8%
Italy	8%
Poland	8%
Thailand	8%
US	8%
Japan	7%
Ireland	6%
South Korea	5%

## Change from 12-month last month change

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



# 11. Moral decline

[Commentary]

**Base:** Representative sample of 25,143 adults aged 16-74 in 30 participating countries, October 24th 2025 - November 7th 2025.

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

## Country

World	11%
Malaysia	23%
Netherlands	22%
South Korea	17%
Israel	15%
US	15%
Japan	15%
Germany	13%
Thailand	13%
Hungary	13%
Poland	12%
Indonesia	11%
Great Britain	11%
Türkiye	11%
Italy	11%
France	11%
Belgium	11%
Ireland	10%
Sweden	10%
Australia	9%
India	9%
Singapore	9%
Argentina	9%
Spain	8%
Colombia	7%
Canada	7%
Mexico	6%
Chile	6%
Peru	6%
Brazil	4%
South Africa	3%

## Change from 12-month last month change

=	=
+9	+8
-1	+6
=	-3
-1	=
-6	-1
=	-1
+1	+2
-4	-6
=	+4
+1	+1
+2	-6
-3	=
+1	-2
=	=
-4	-3
+3	-1
+4	+1
+1	+2
-1	=
+4	+4
-1	=
=	+2
+1	-1
+2	-2
-2	-3
=	=
+2	-1
+1	-1
-1	-1
=	-1

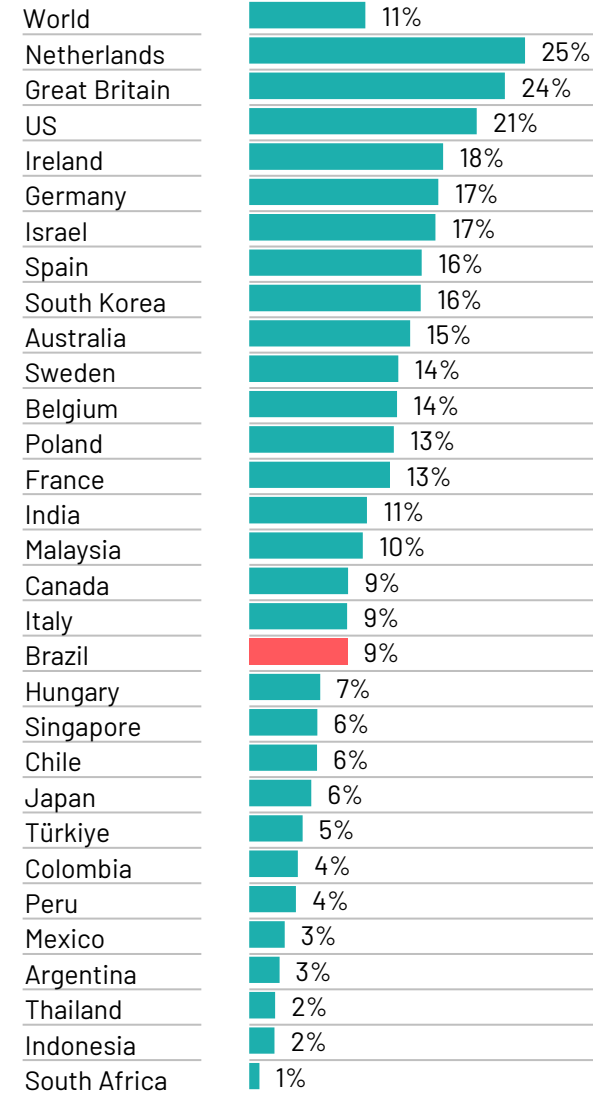
# 12. Rise of extremism

[Commentary]

**Base:** Representative sample of 25,143 adults aged 16-74 in 30 participating countries, October 24th 2025 - November 7th 2025.

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

## Country



## Change from 12-month last month change

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

# 13. Military conflict between nations

[Commentary]

**Base:** Representative sample of 25,143 adults aged 16-74 in 30 participating countries, October 24th 2025 - November 7th 2025.

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

## Country

Country		Change from 12-month last month	change
World	11%	-2	+1
Poland	39%	-7	+7
Israel	30%	-7	-7
Thailand	29%	-7	+22
Germany	25%	-2	+6
Netherlands	18%	-7	-1
Sweden	17%	-2	+5
Italy	15%	-7	+1
Belgium	14%	-2	+5
France	12%	-6	+3
South Korea	11%	-1	-8
India	11%	+5	+5
Japan	10%	-1	-2
Colombia	9%	+4	+7
Great Britain	9%	-6	-3
US	8%	-5	-4
Australia	8%	-1	-1
Hungary	8%	+2	+4
Spain	8%	-6	-1
Canada	6%	=	+1
Malaysia	6%	+1	=
Singapore	6%	-3	-1
Ireland	5%	-6	-2
Mexico	5%	=	+1
Türkiye	3%	-1	+1
Indonesia	3%	-1	-3
Brazil	2%	-2	-1
South Africa	2%	=	+1
Peru	2%	=	+1
Argentina	1%	-1	-2
Chile	1%	-1	-1

# 14. Terrorism

[Commentary]

**Base:** Representative sample of 25,143 adults aged 16-74 in 30 participating countries, October 24th 2025 - November 7th 2025.

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

## Country

World	8%
Israel	43%
Colombia	18%
India	16%
Peru	16%
Türkiye	13%
Germany	10%
Malaysia	10%
France	9%
Mexico	8%
Sweden	8%
Belgium	8%
Great Britain	8%
US	7%
Thailand	7%
Netherlands	5%
Chile	5%
Australia	5%
Brazil	5%
Ireland	5%
Singapore	5%
Italy	4%
Spain	4%
Indonesia	4%
Poland	3%
Argentina	3%
South Korea	3%
Japan	3%
Canada	2%
South Africa	1%
Hungary	1%

## Change from 12-month last month change

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



# 15. Threats against the environment

[Commentary]

**Base:** Representative sample of 25,143 adults aged 16-74 in 30 participating countries, October 24th 2025 - November 7th 2025.

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

## Country

World	7%
India	13%
Sweden	13%
South Korea	12%
Netherlands	12%
Thailand	10%
Brazil	9%
France	9%
Australia	9%
Malaysia	8%
Colombia	8%
Japan	8%
Mexico	8%
Singapore	8%
Belgium	7%
Poland	7%
Italy	7%
Germany	7%
Indonesia	7%
Peru	6%
Canada	6%
Spain	5%
US	5%
Great Britain	5%
Chile	5%
Türkiye	4%
Israel	4%
Ireland	3%
Hungary	3%
South Africa	3%
Argentina	3%

## Change from 12-month last month change

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

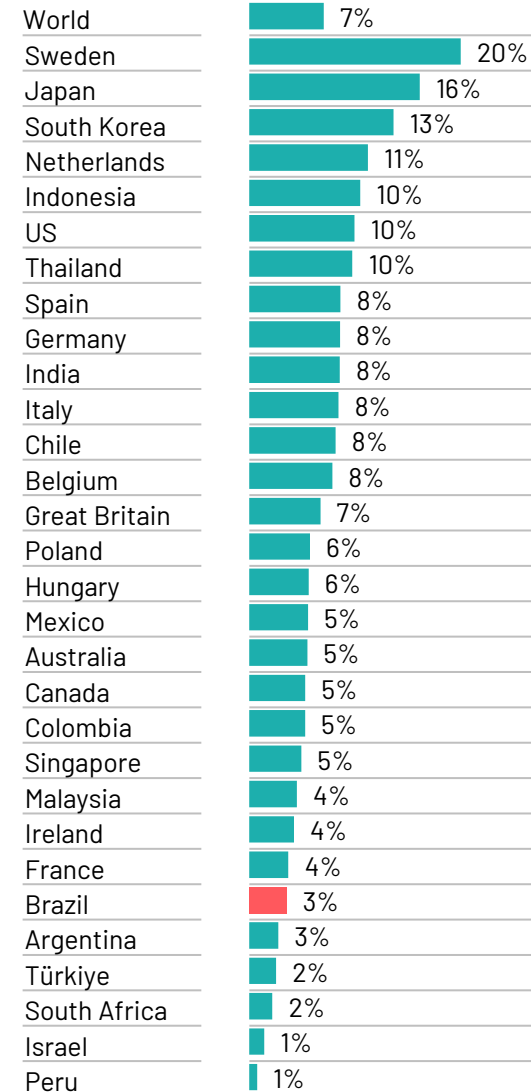
# 16. Maintaining social programmes

[Commentary]

**Base:** Representative sample of 25,143 adults aged 16-74 in 30 participating countries, October 24th 2025 - November 7th 2025.

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

## Country



## Change from 12-month last month change

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

# 17. Coronavirus (Covid-19)

[Commentary]

**Base:** Representative sample of 25,143 adults aged 16-74 in 30 participating countries, October 24th 2025 - November 7th 2025.

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

## Country

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

## Change from 12-month last month change

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

# 18. Access to credit

[Commentary]

**Base:** Representative sample of 25,143 adults aged 16-74 in 30 participating countries, October 24th 2025 - November 7th 2025.

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

## Country

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



# Methodology

This 29-country Global Advisor survey was conducted between October 24th 2025 and November 7th 2025 via the Ipsos Online Panel system among 500 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.

