



WHAT WORRIES THE WORLD?

BRAZIL REPORT

November 2025

BRAZIL SUMMARY: NOVEMBER 2025

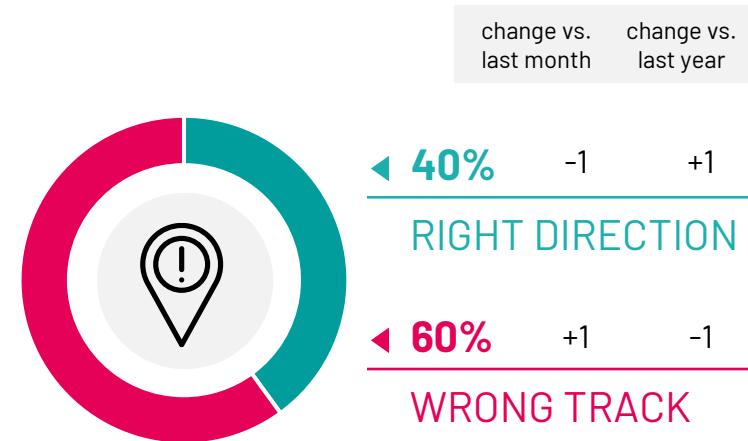
Top five worries

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	52%	+12	+10
Poverty & social inequality	38%	+5	=
Health care	36%	+3	-1
Financial/political corruption	34%	-5	+7
Taxes	25%	-4	-1

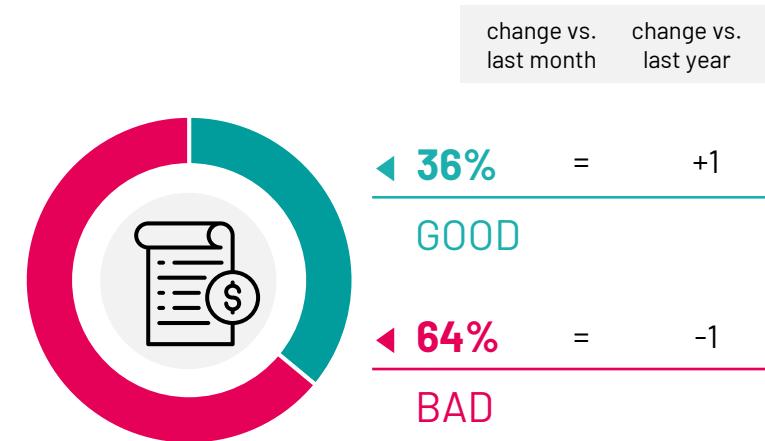
State of the country

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?



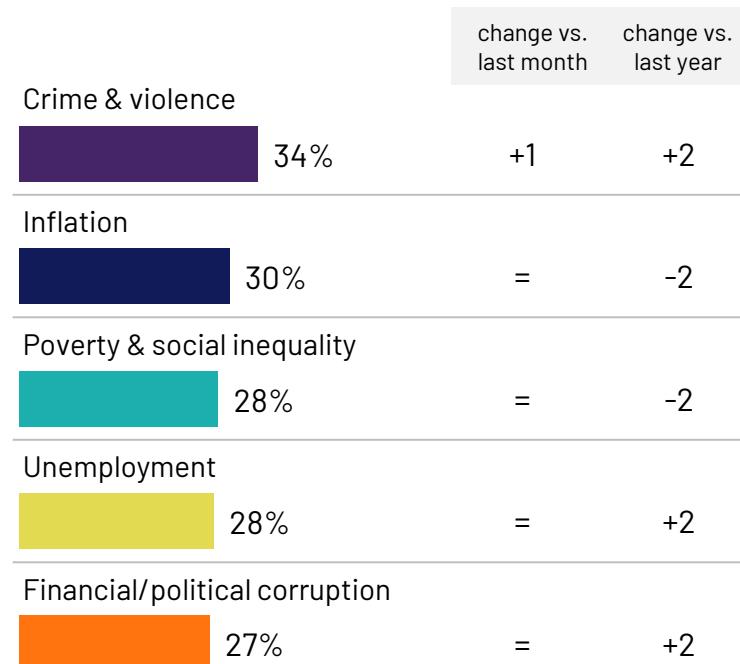
Base: Representative sample of Brazilian adults aged 16-74. c.1000 per month

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

WORLD SUMMARY: NOVEMBER 2025

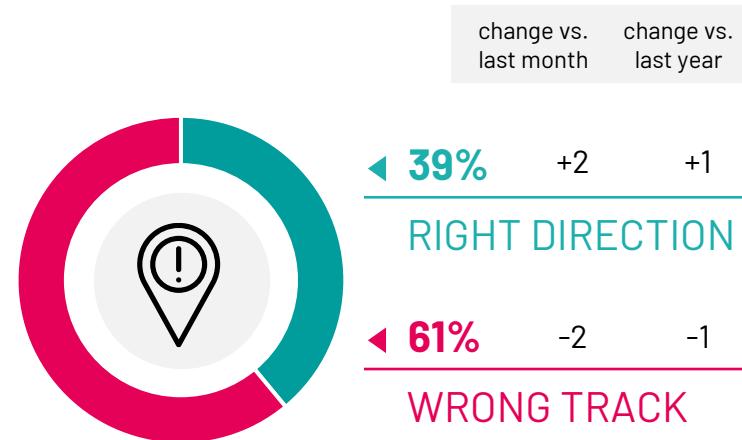
Top five worries

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



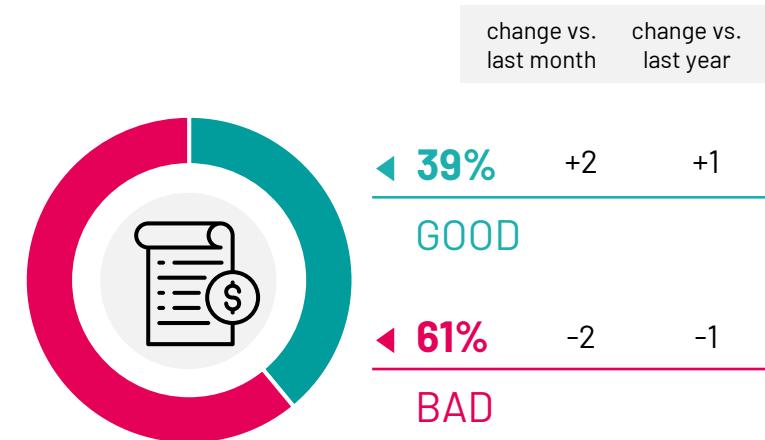
State of the country

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 25,143 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

DIRECTION OF TRAVEL

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

Right vs. Wrong Direction Monitor

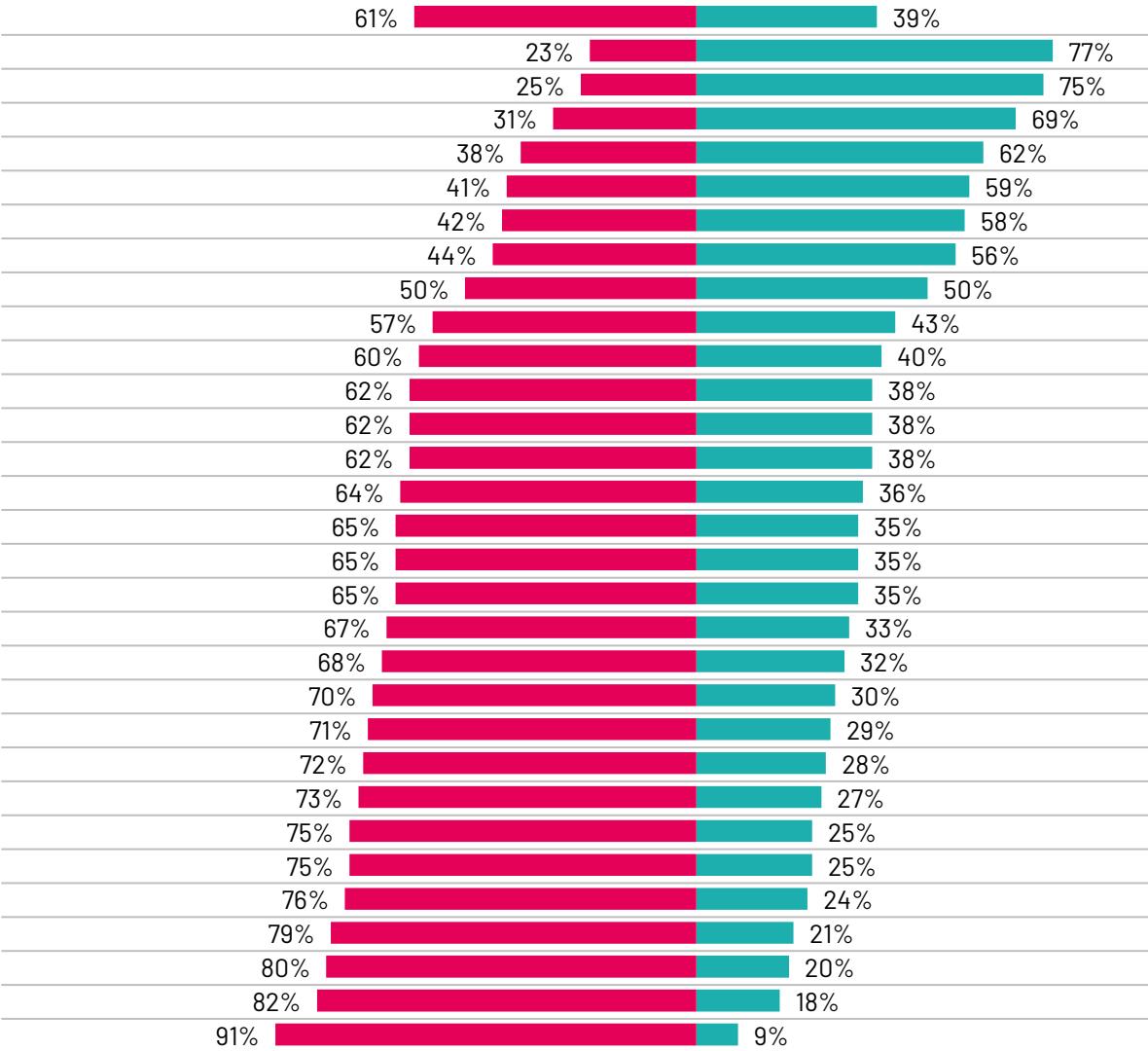
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Country

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)



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: Nov 25

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



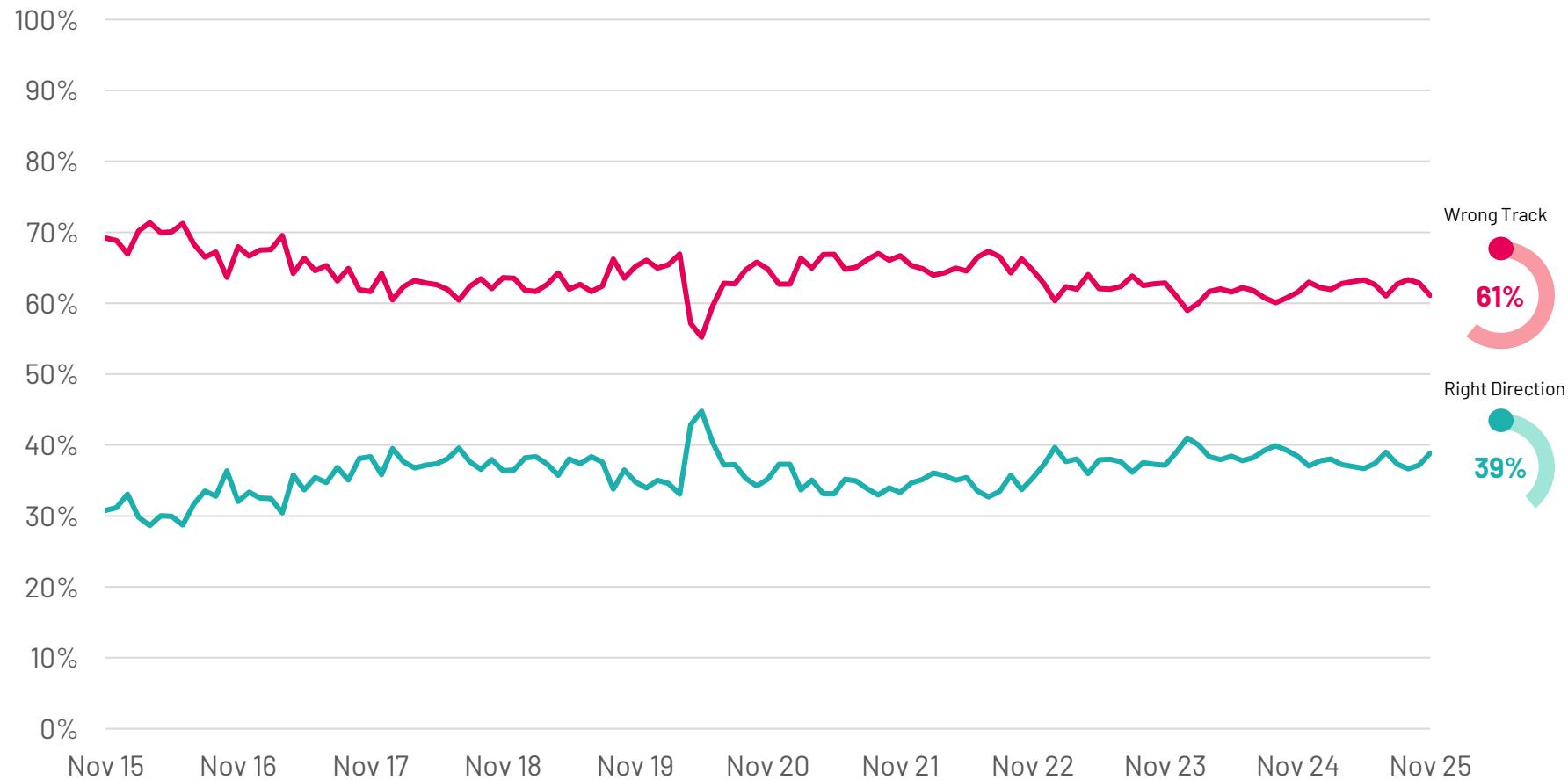
Global Right/Wrong Direction

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

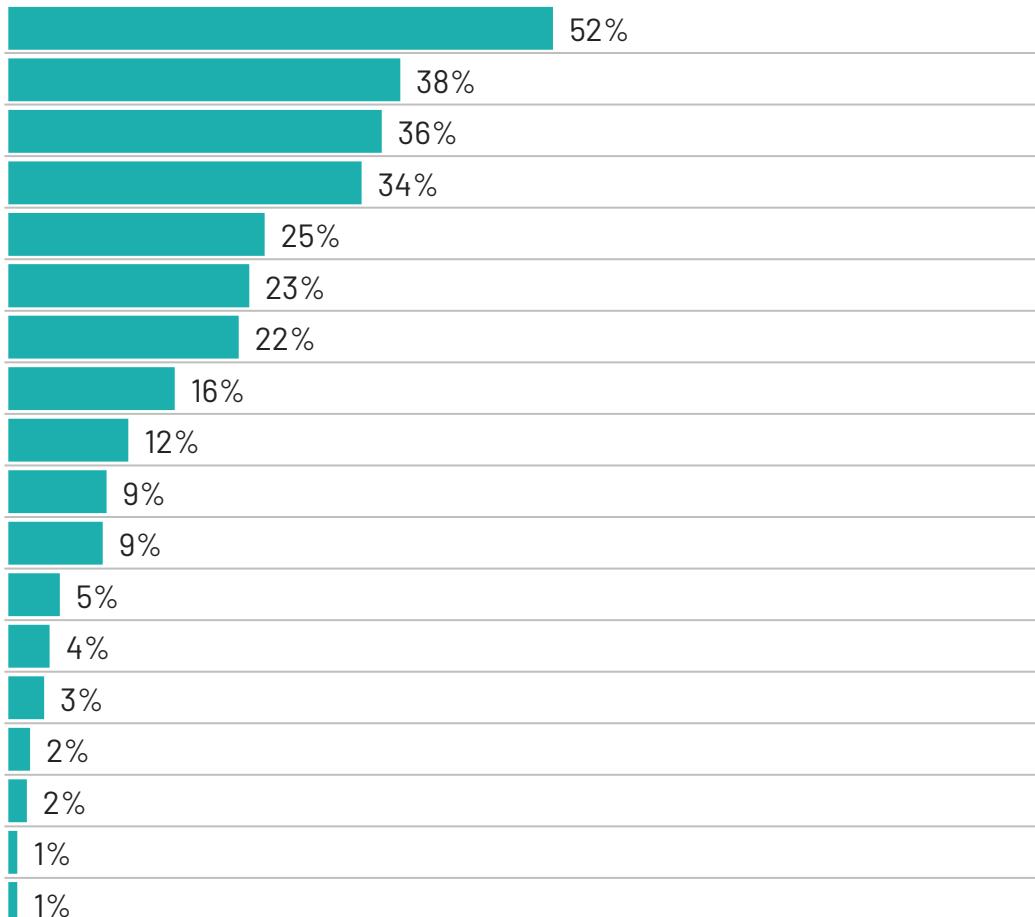
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: Brazil | Current Wave: Nov 25

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

Worry

- Crime & violence
- Poverty & social inequality
- Health care
- Financial/political corruption
- Taxes
- Inflation
- Education
- Unemployment
- Climate change
- Threats against the environment
- Rise of extremism
- Terrorism
- Moral decline
- Maintaining social programmes
- Military conflict between nations
- Coronavirus(Covid-19)
- Immigration control
- Access to credit

% mentioned in November 2025 (global country average)



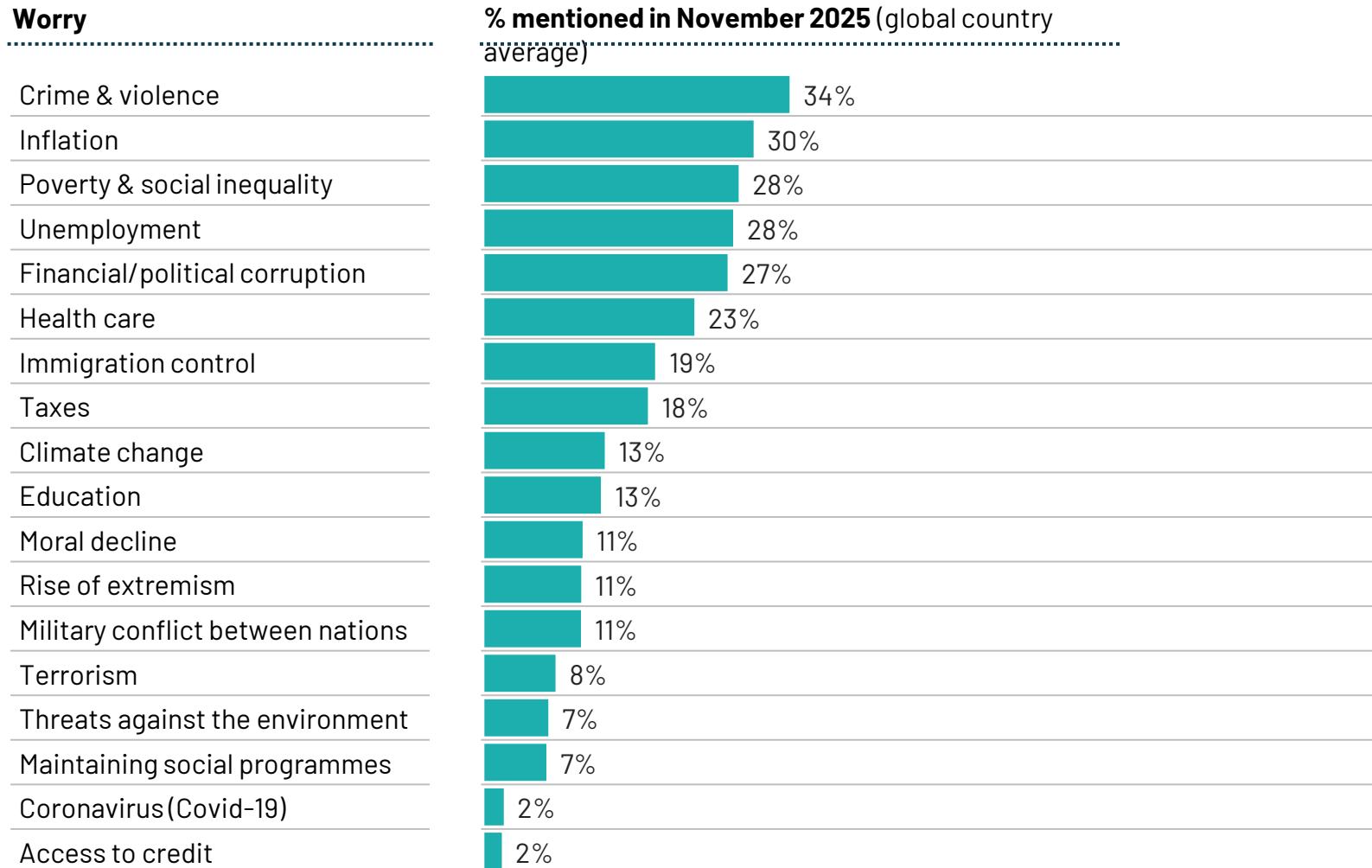
World Worries

[Commentary]

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

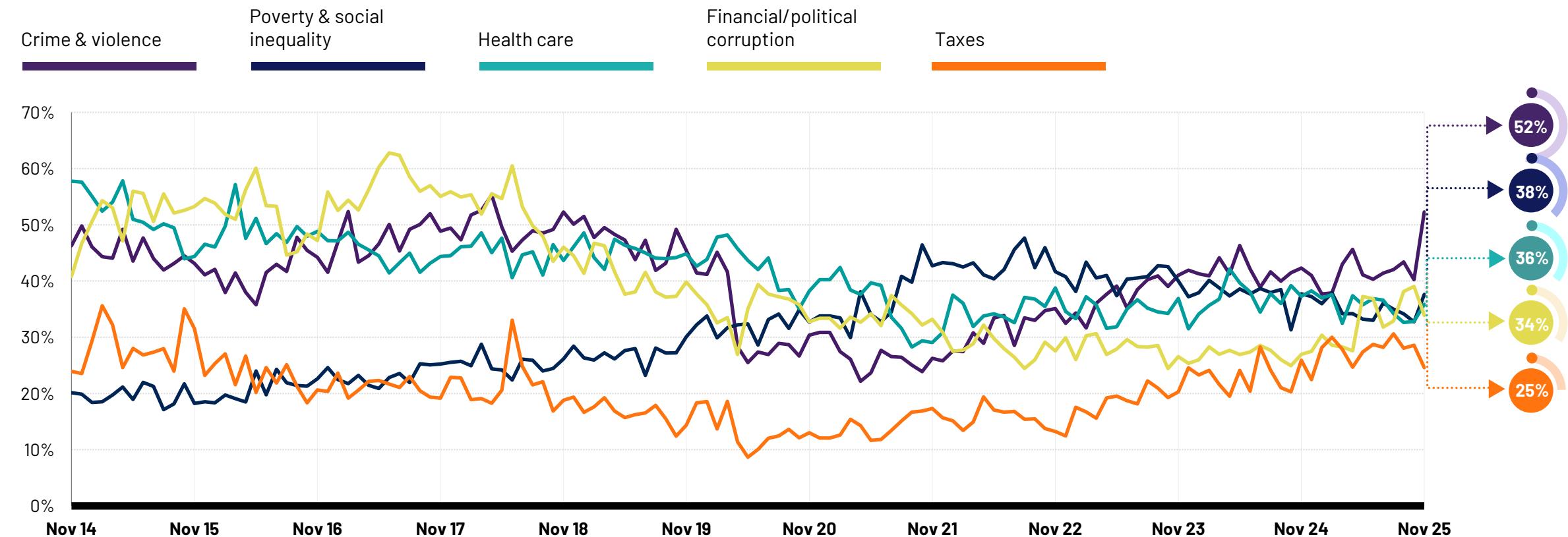
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Nov 25

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

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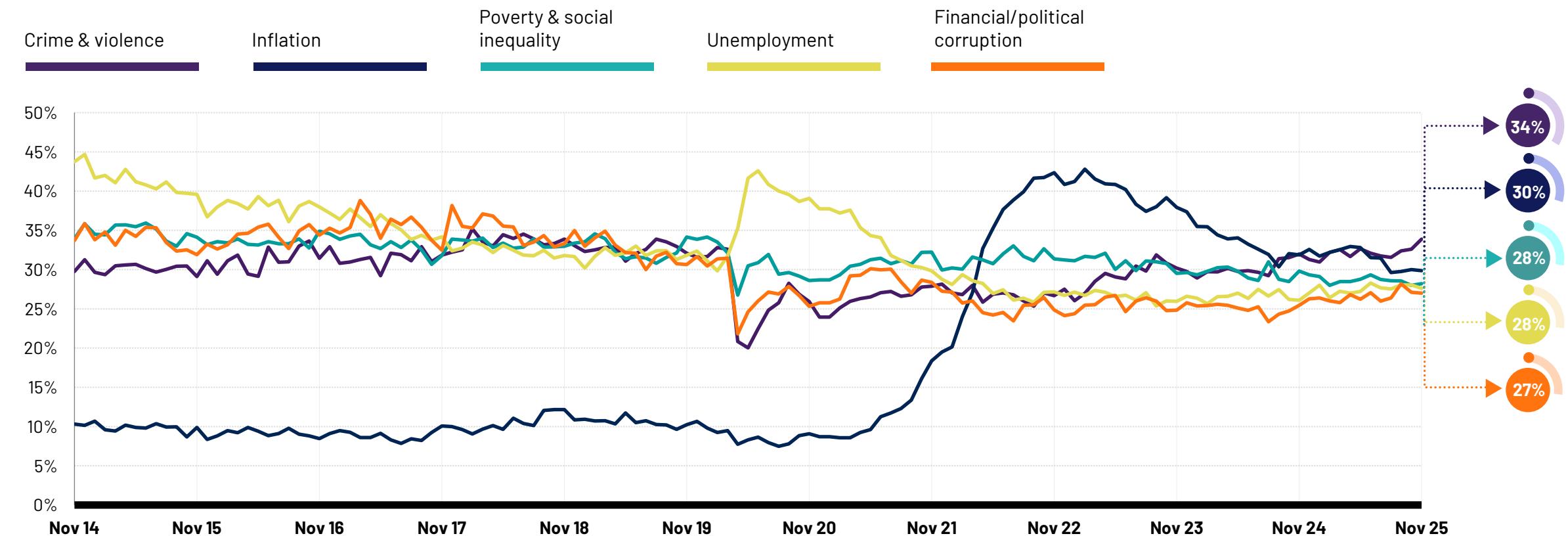


Base: Representative sample of Brazilian adults aged 16-74. c.1000 per month

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



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WORLD WORRIES COUNTRY COMPARISON

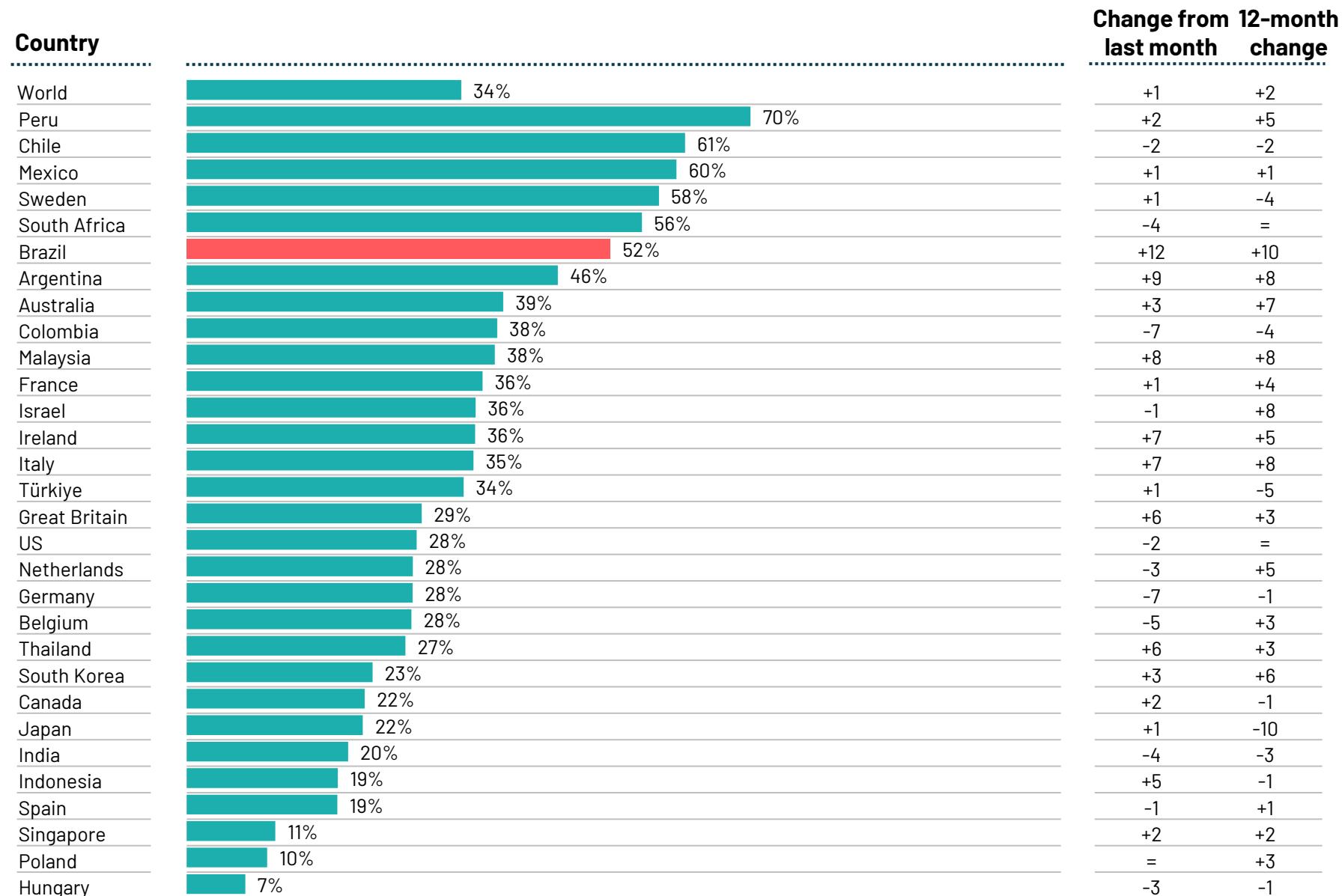
- Country comparison of all 18 concerns

1. Crime & violence

[Commentary]

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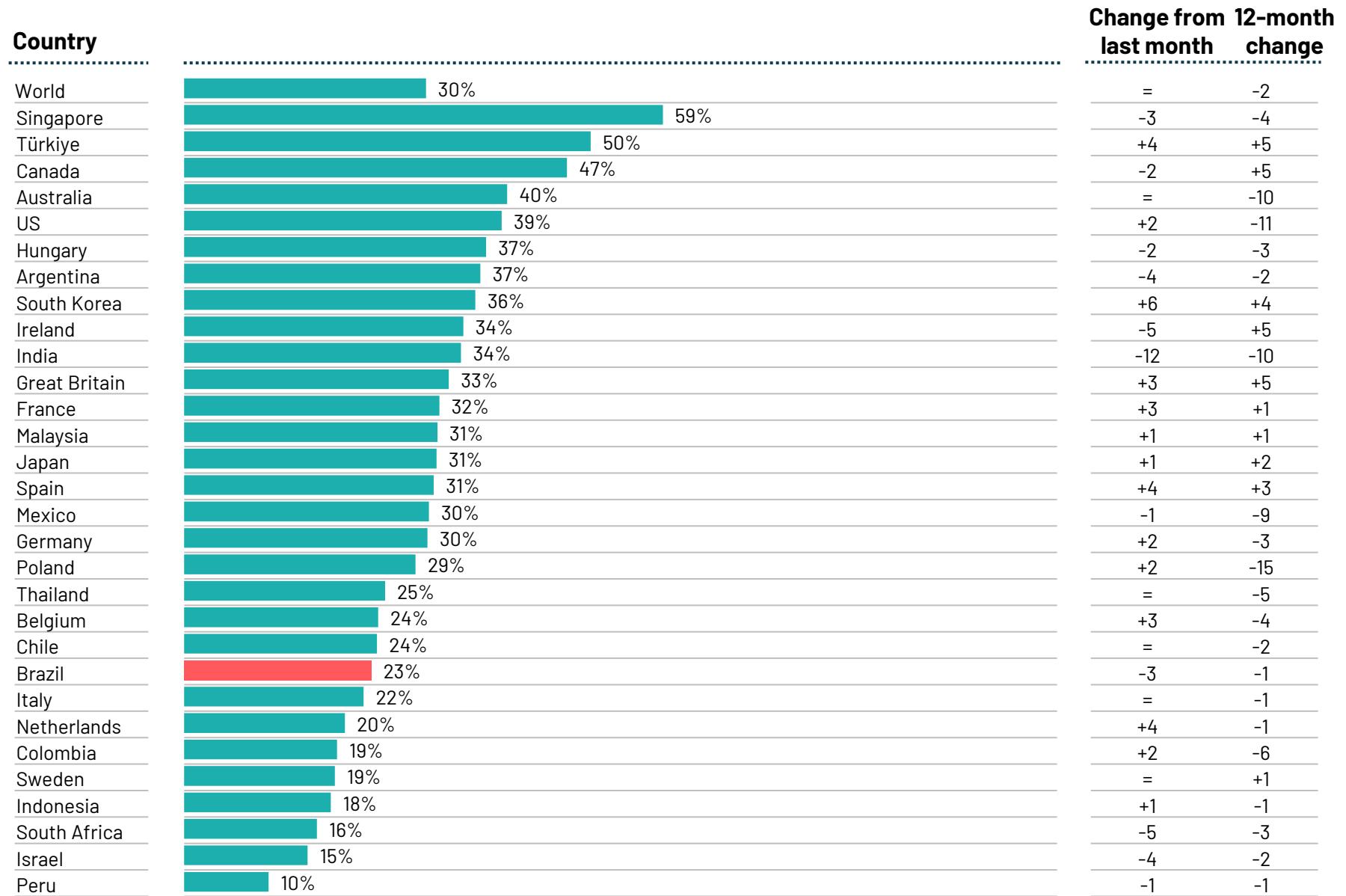


2. Inflation

[Commentary]

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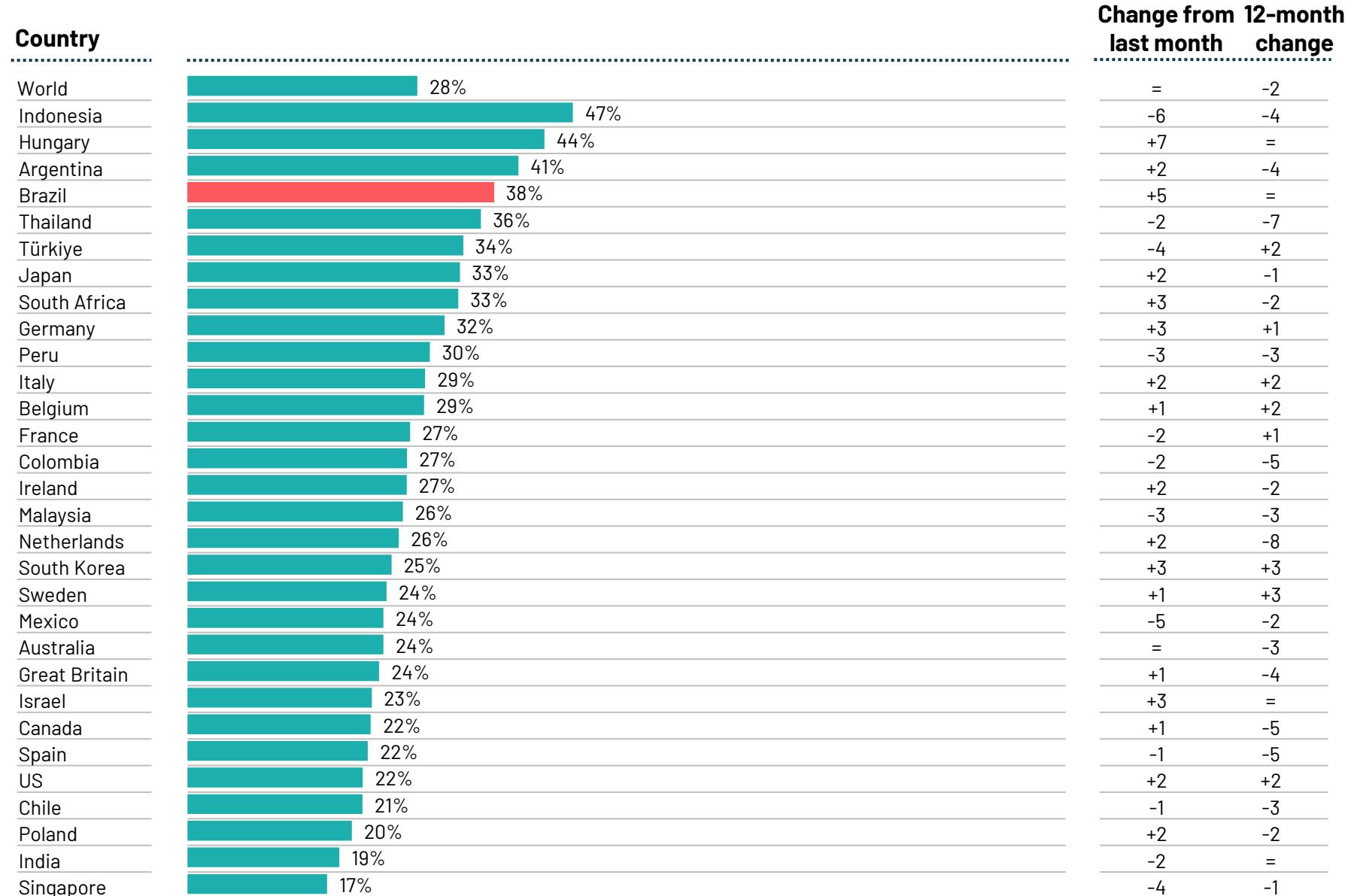


3. Poverty & social inequality

[Commentary]

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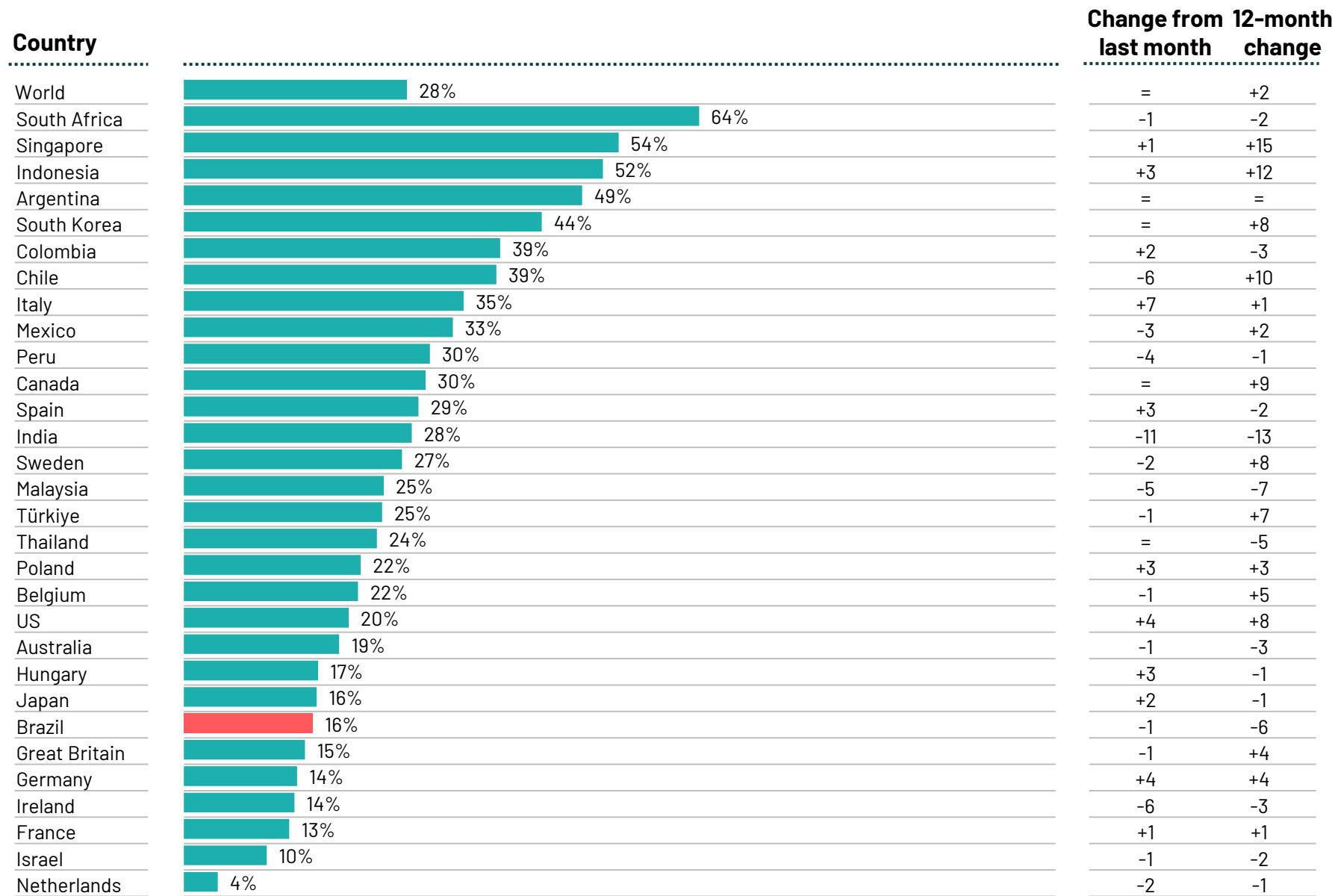


4. Unemployment

[Commentary]

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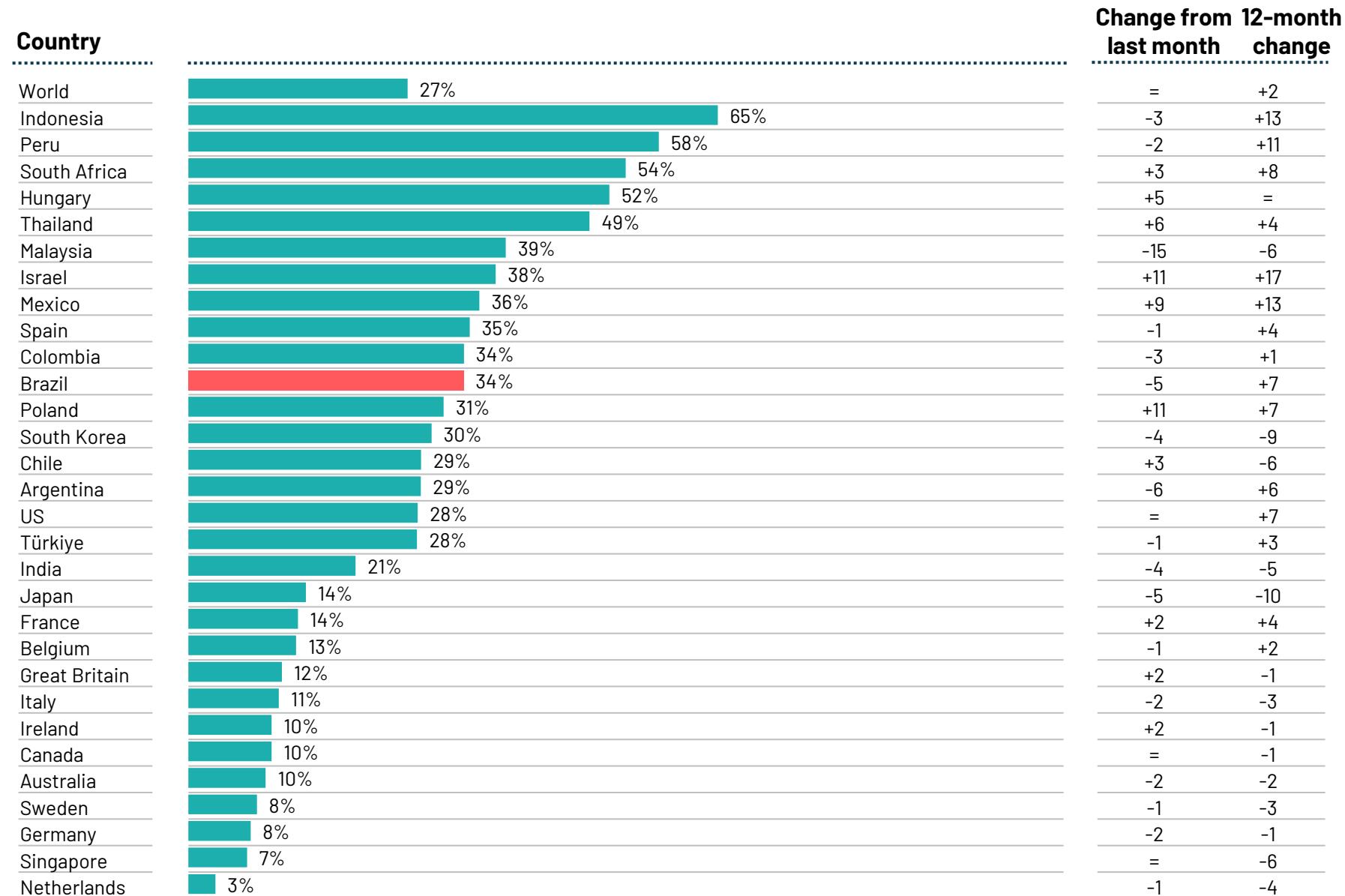


5. Financial/politic al corruption

[Commentary]

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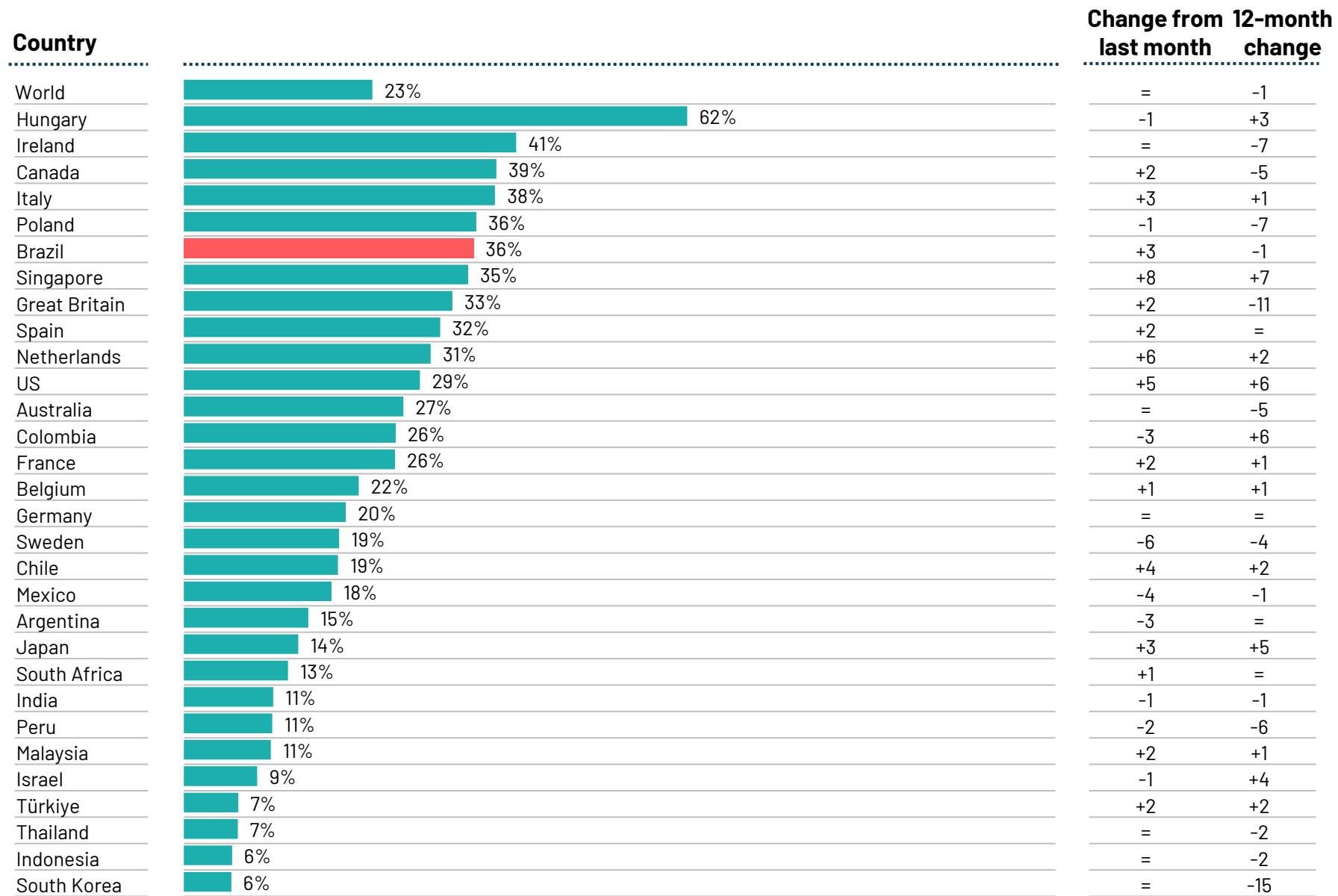


6. Health care

[Commentary]

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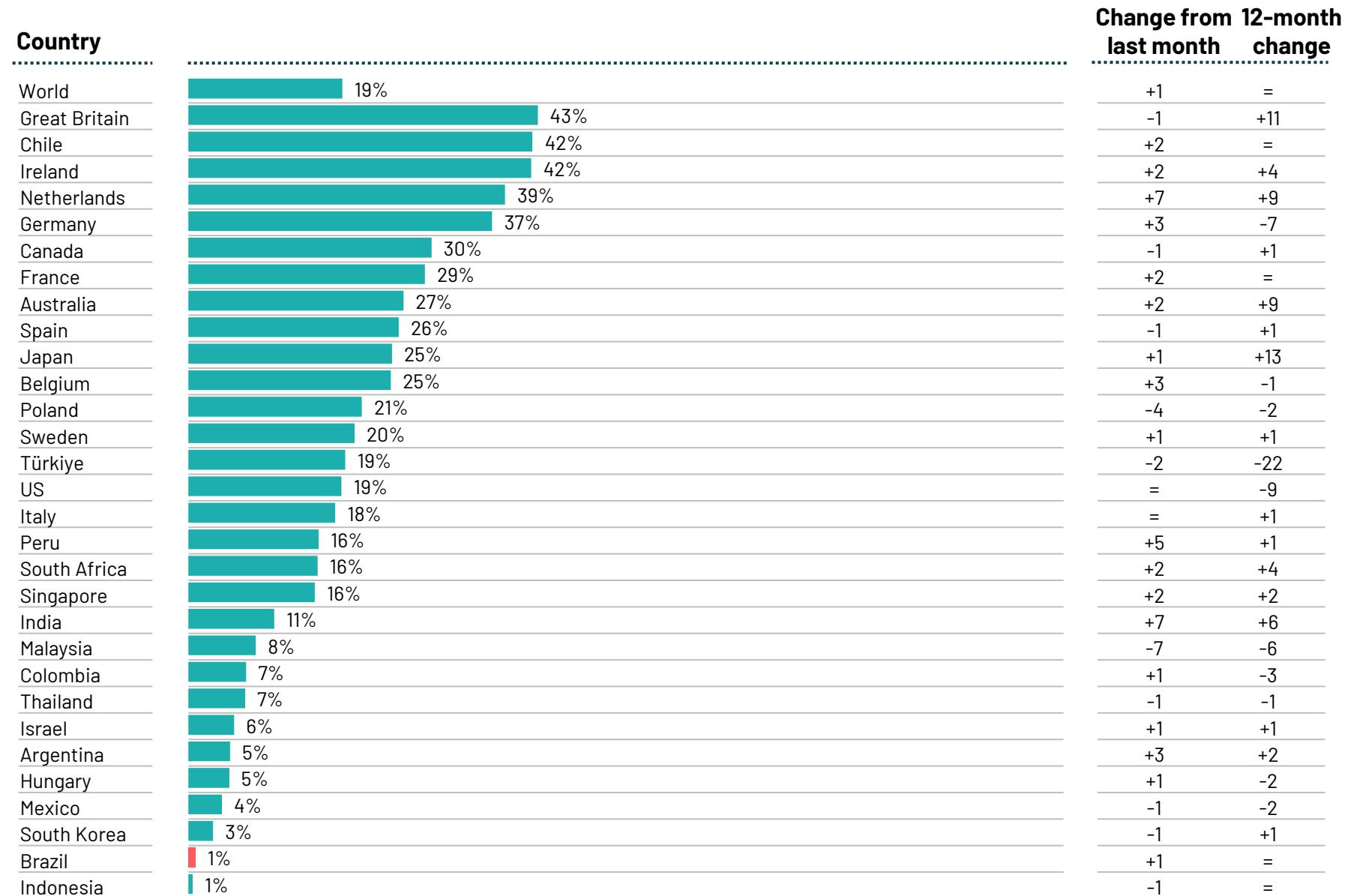


7. Immigration control

[Commentary]

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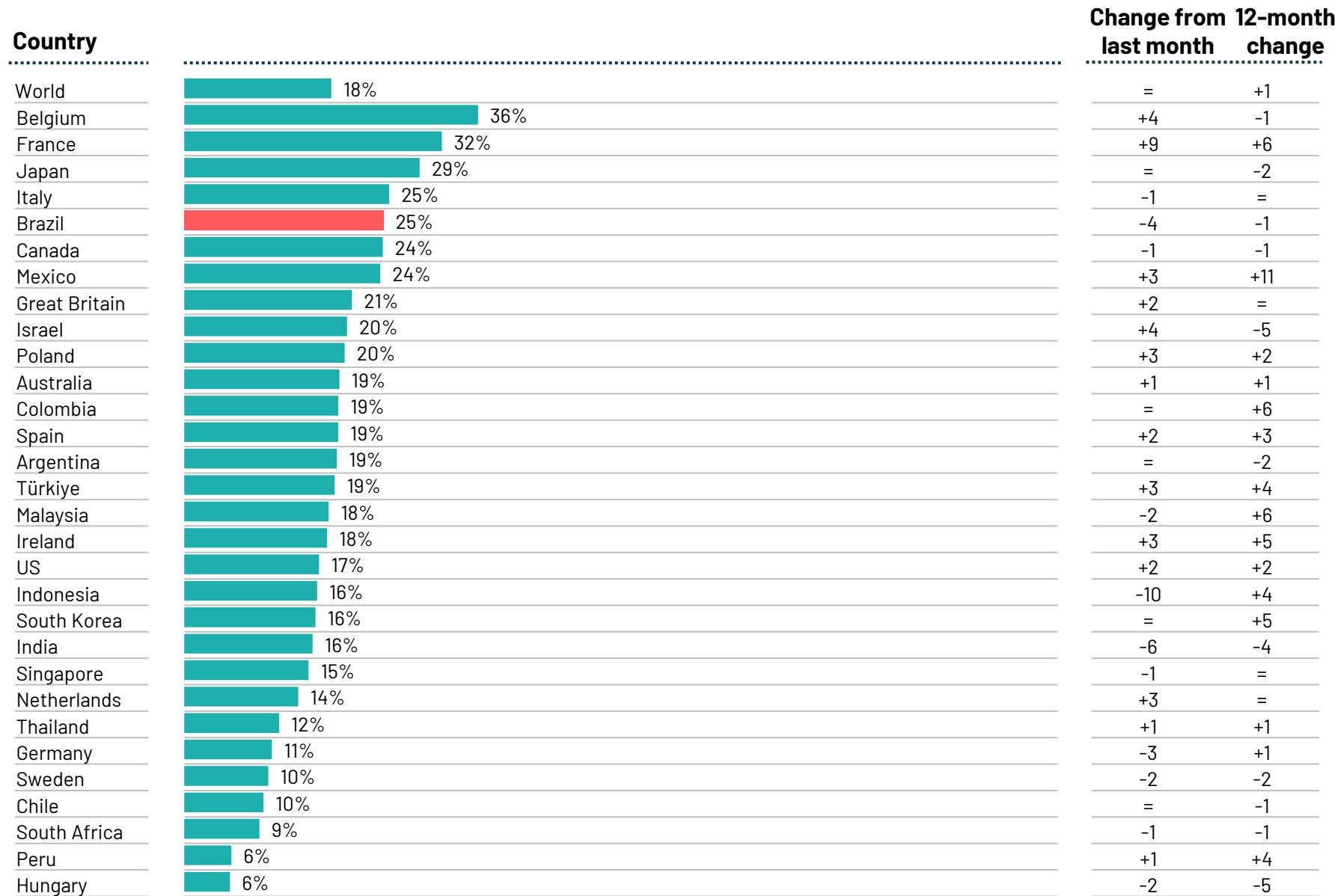


8. Taxes

[Commentary]

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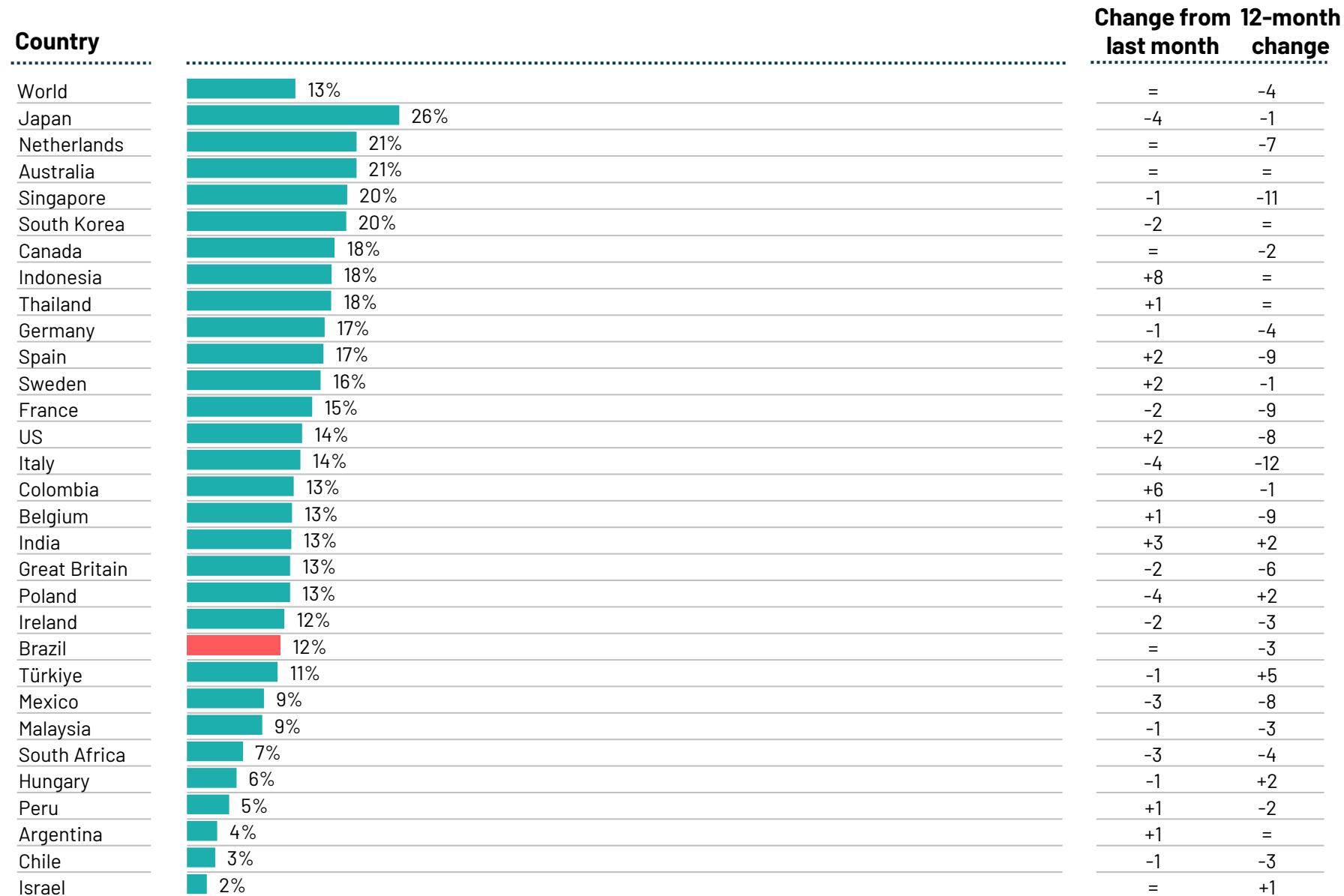


9. Climate change

[Commentary]

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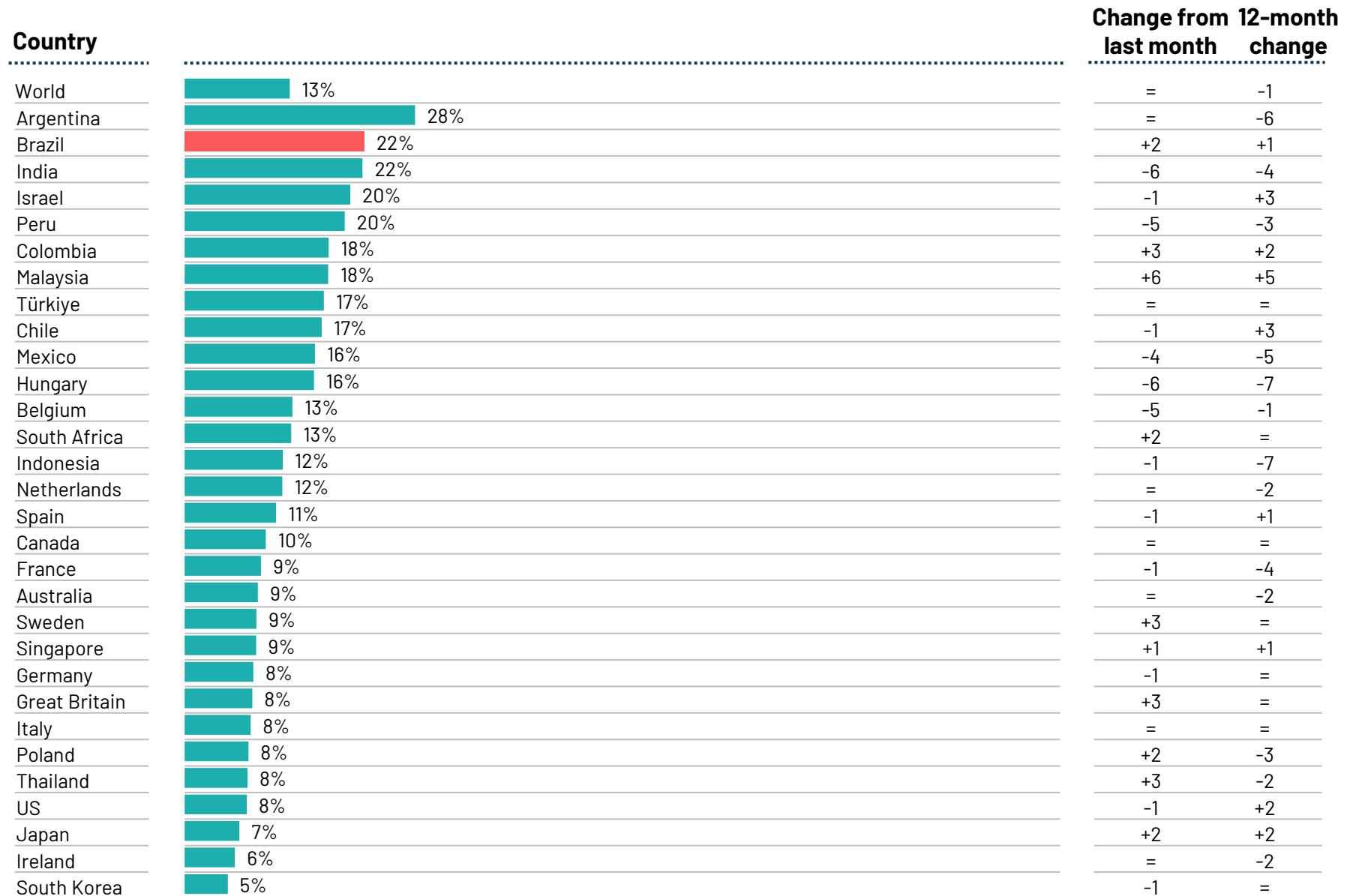


10. Education

[Commentary]

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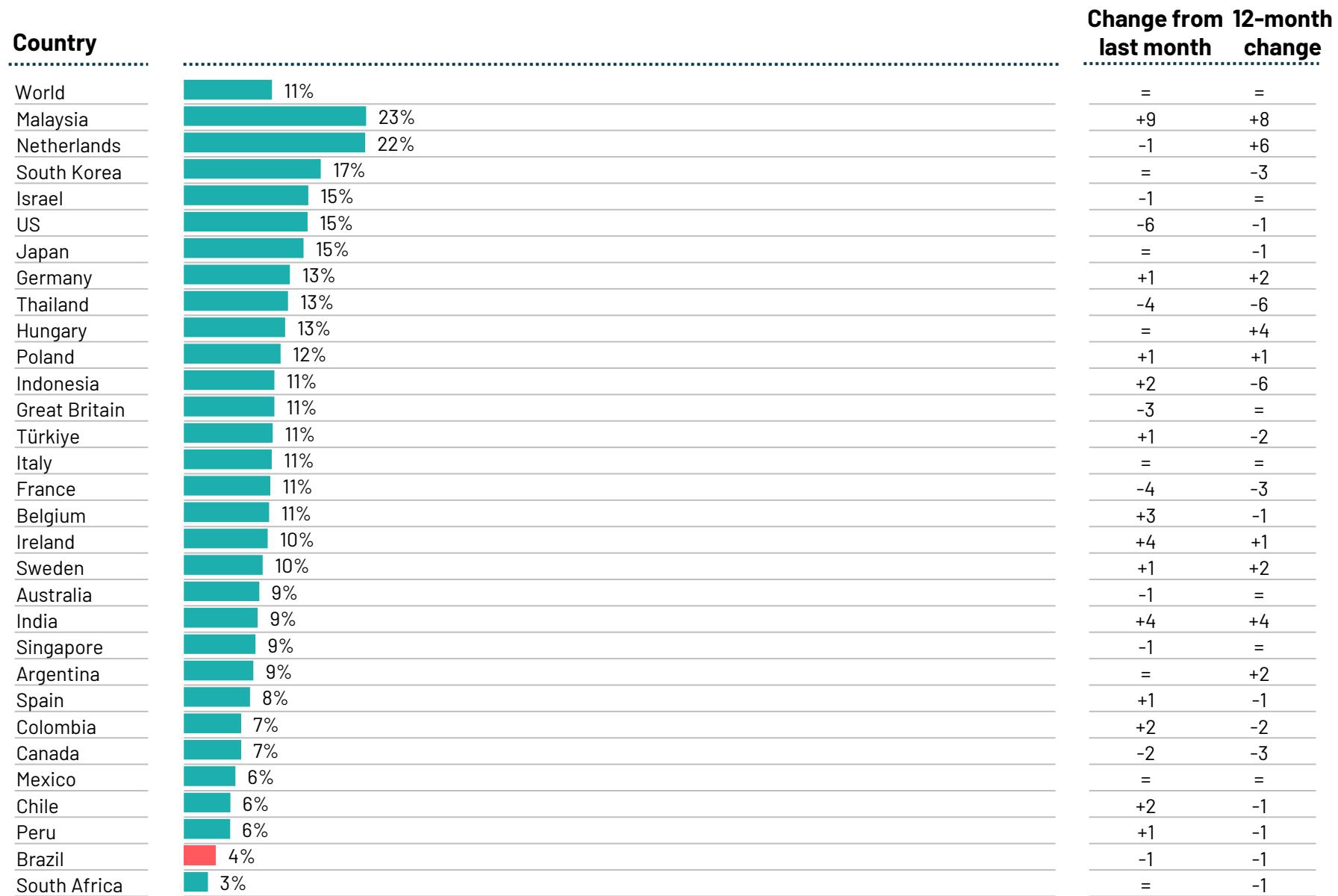


11. Moral decline

[Commentary]

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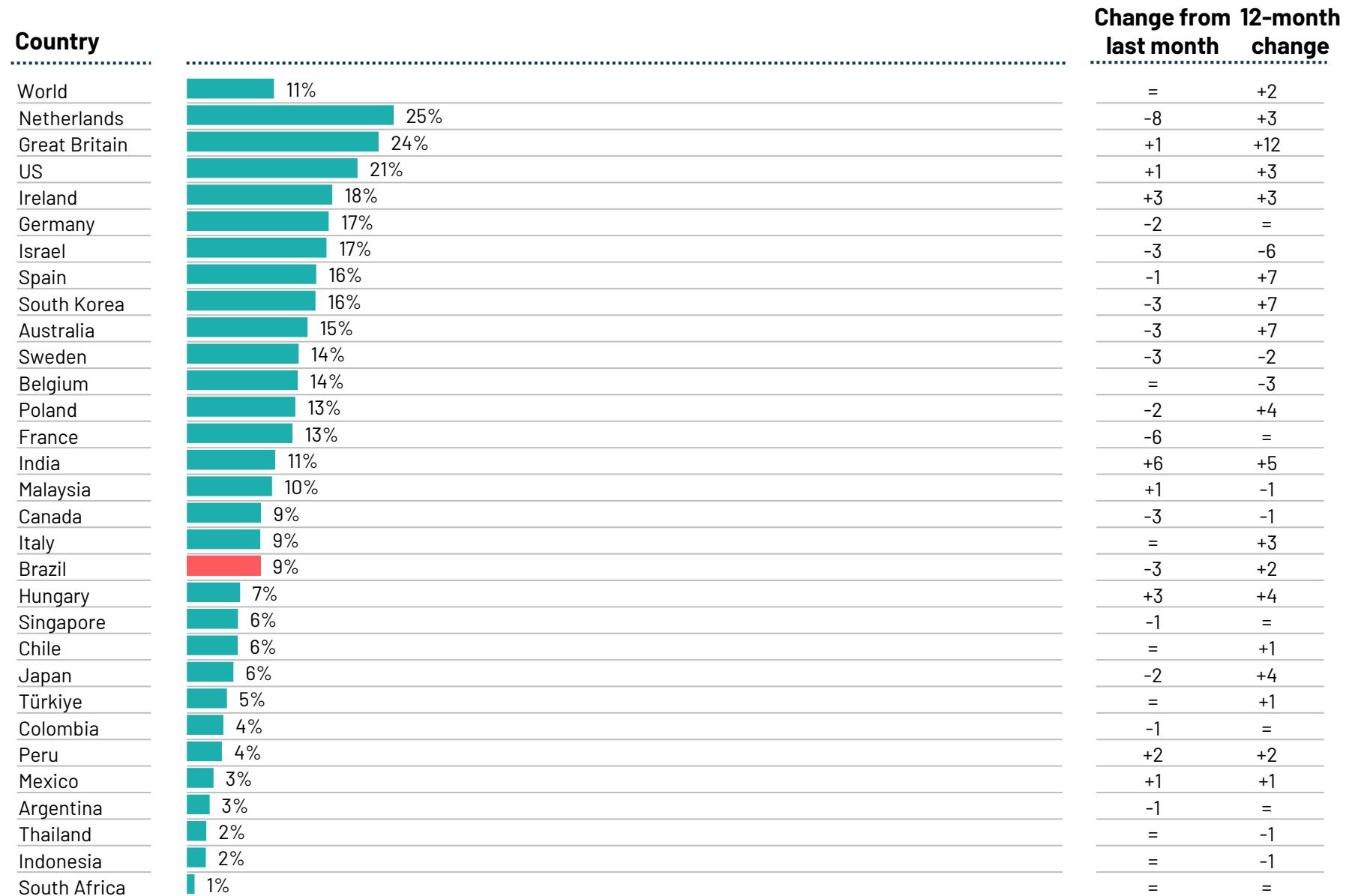


12. Rise of extremism

[Commentary]

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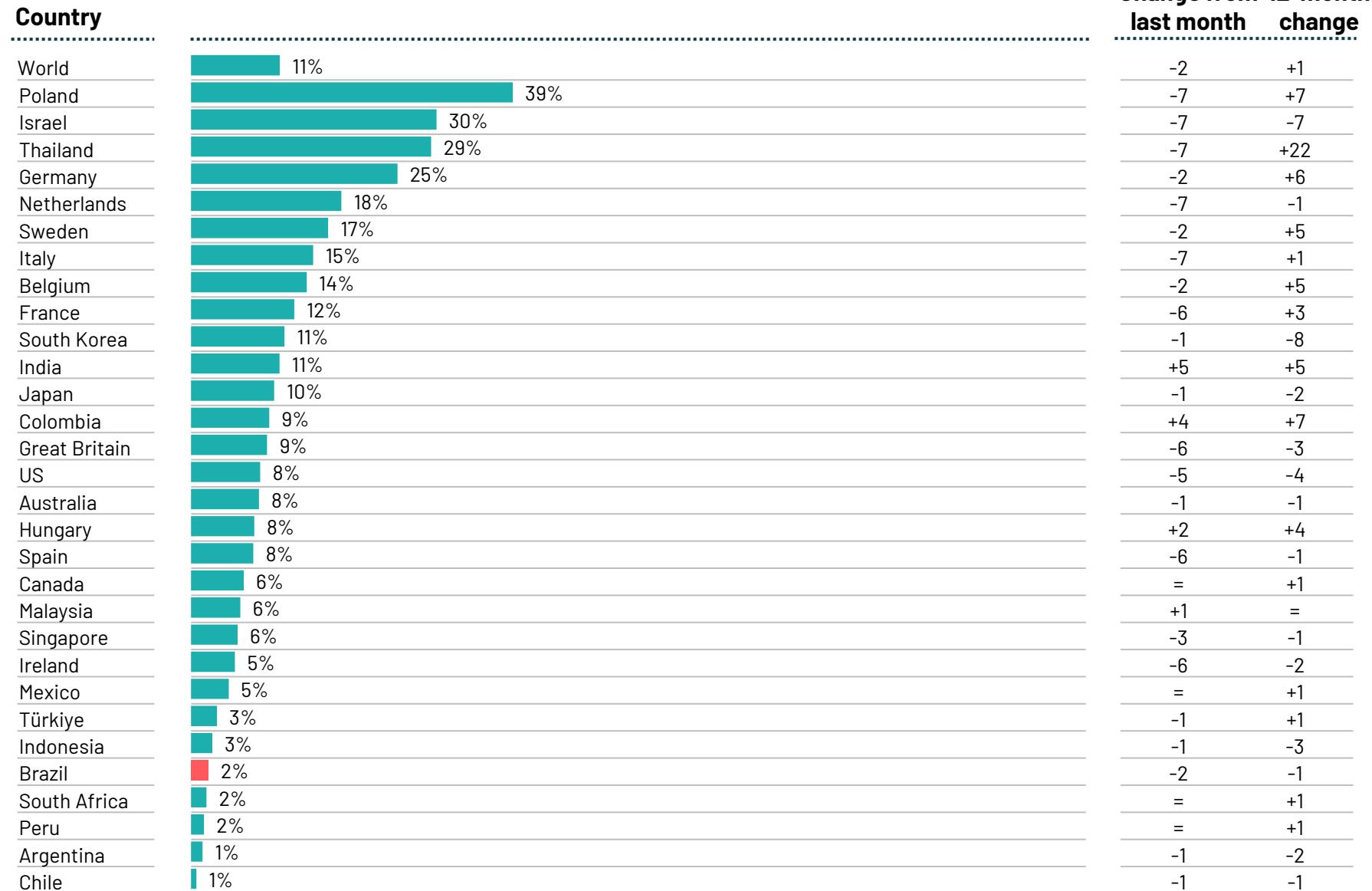


13. Military conflict between nations

[Commentary]

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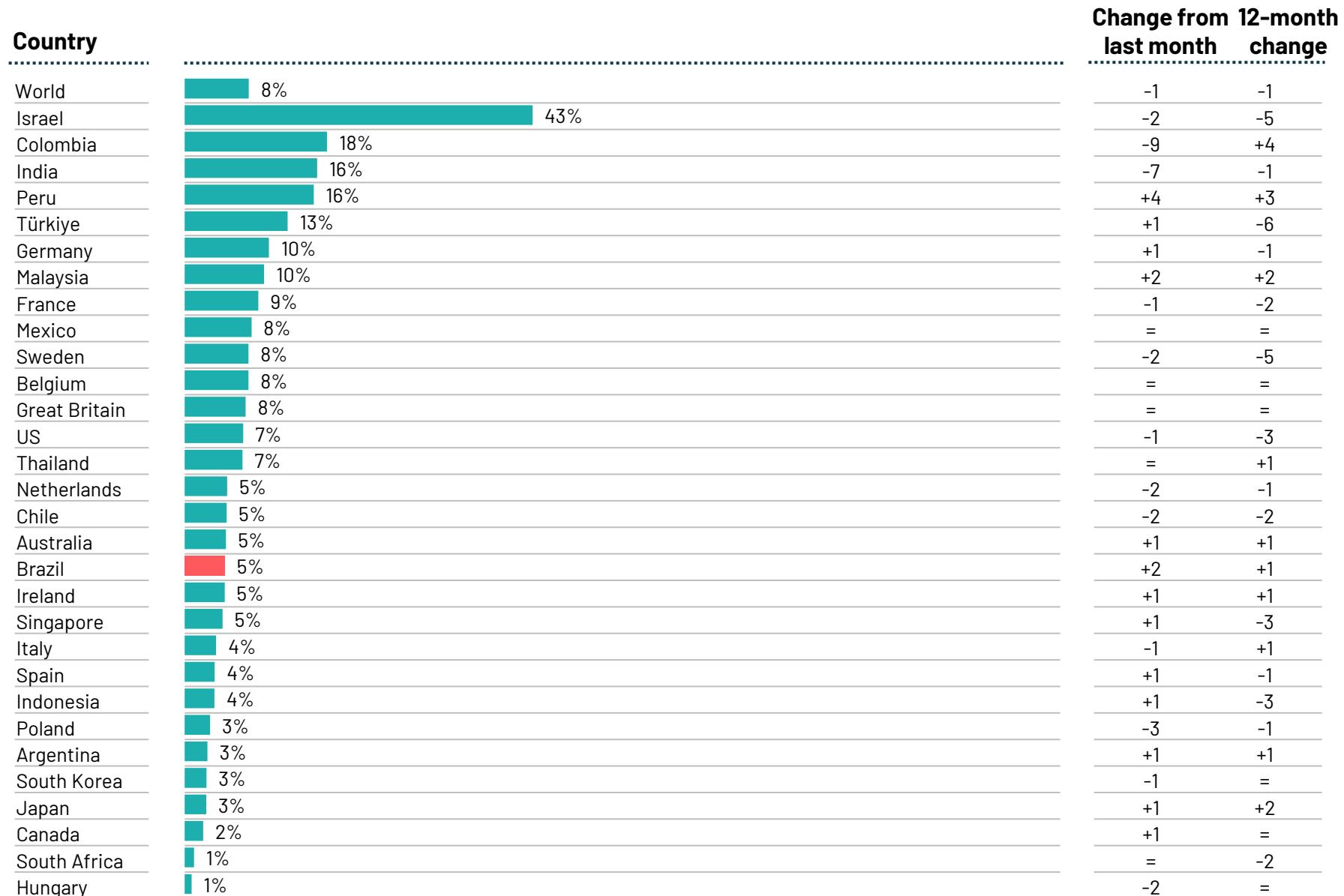


14. Terrorism

[Commentary]

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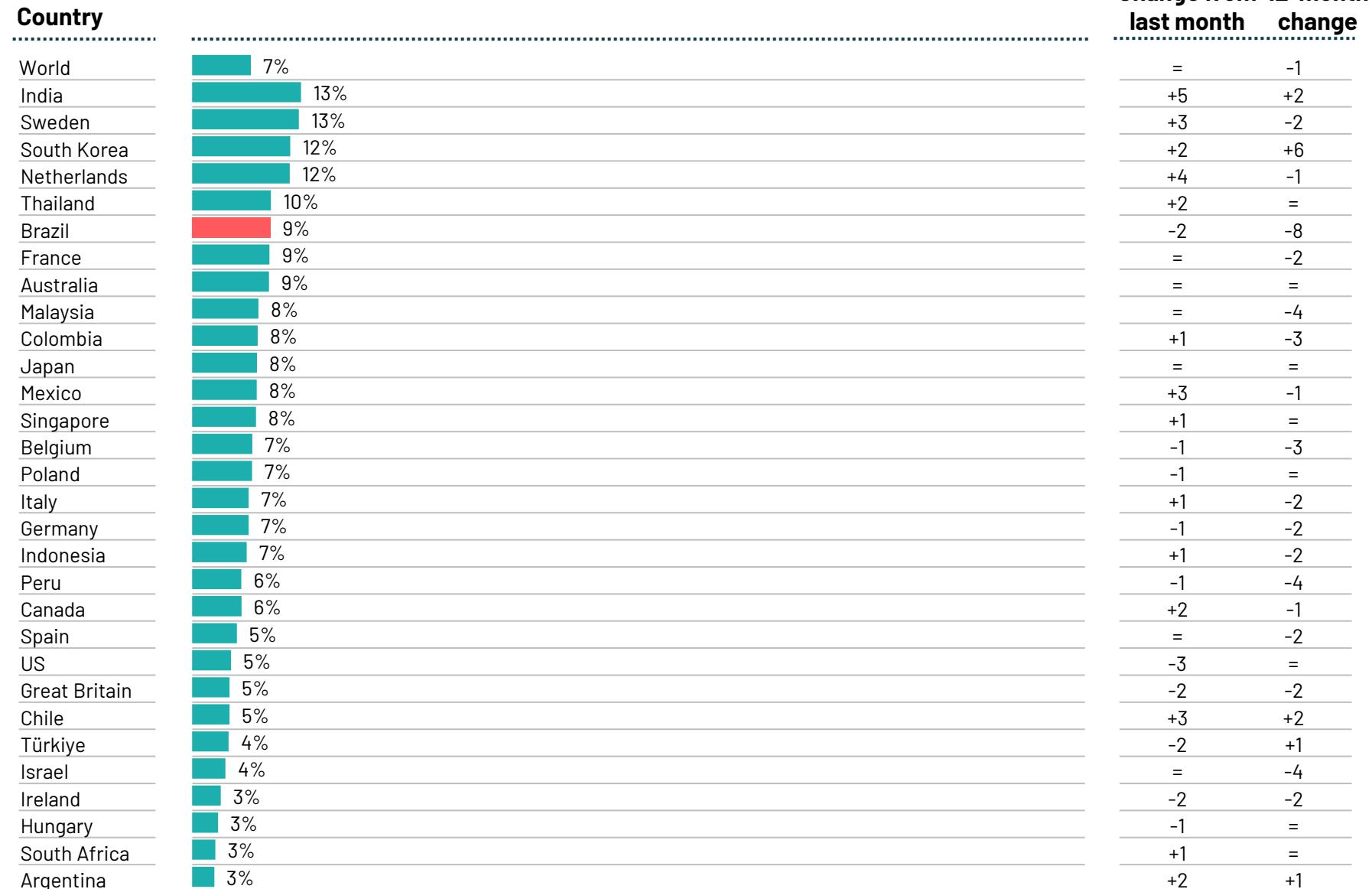


15. Threats against the environment

[Commentary]

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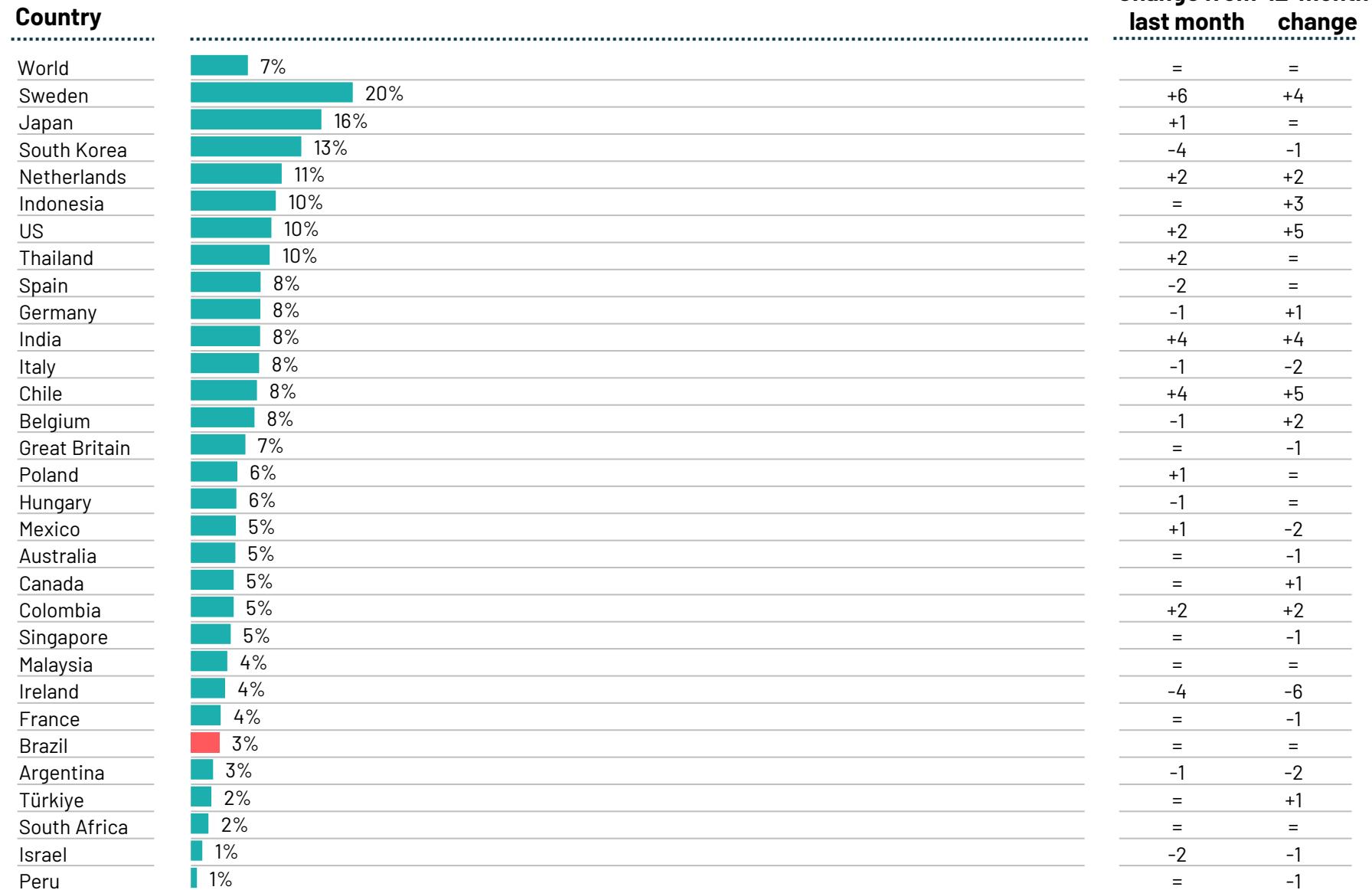


16. Maintaining social programmes

[Commentary]

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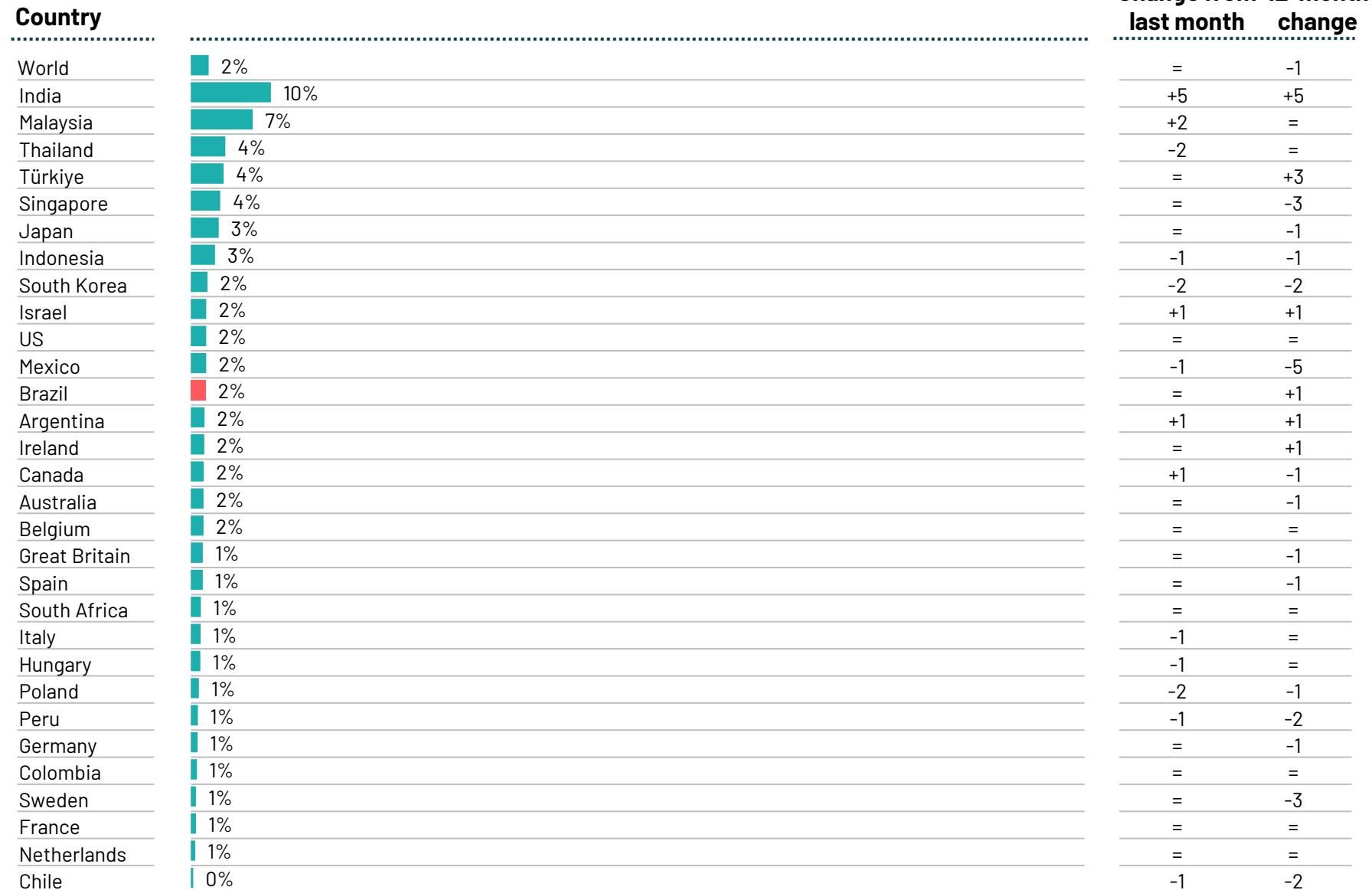


17. Coronavirus (Covid-19)

[Commentary]

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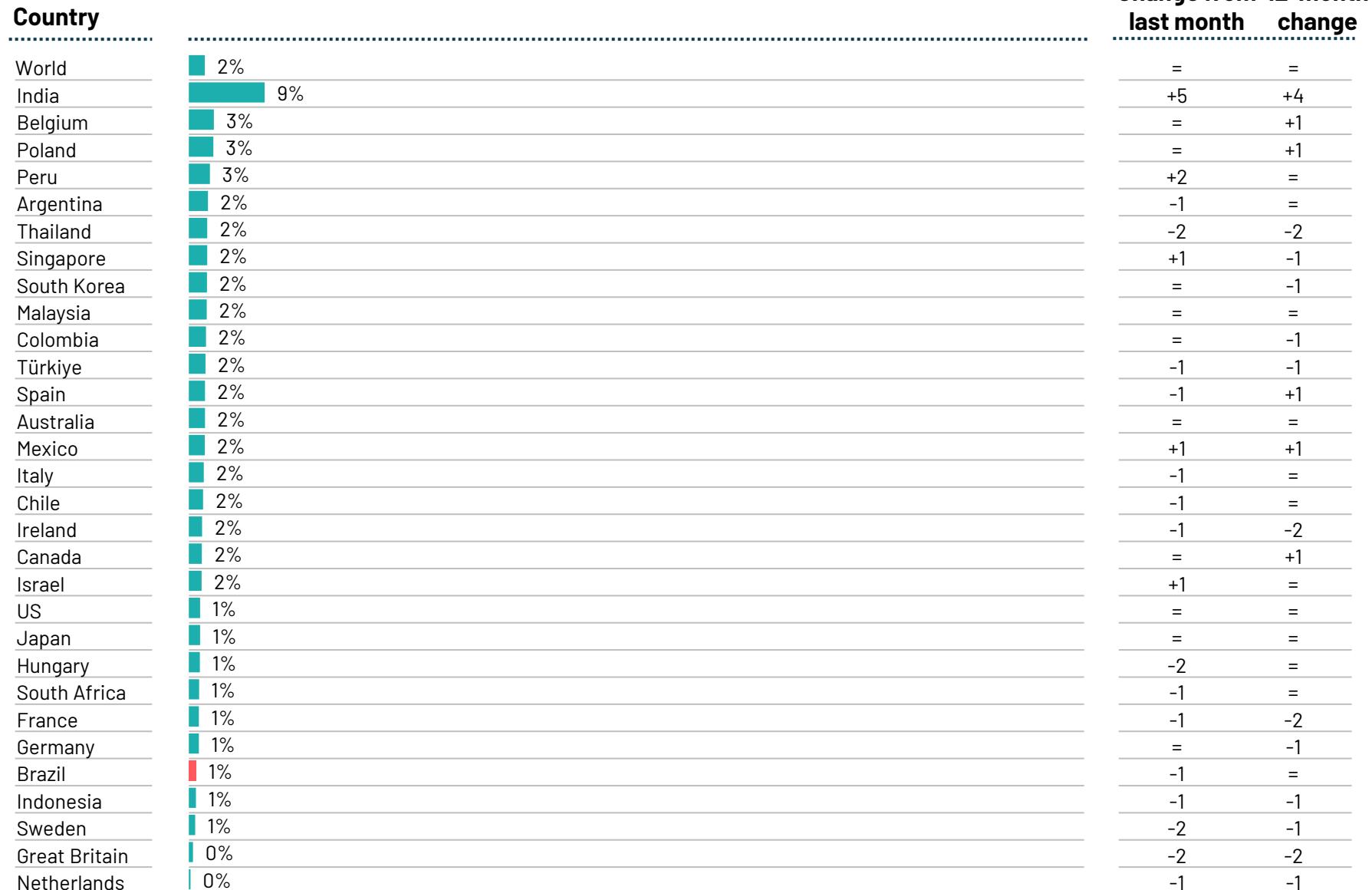


18. Access to credit

[Commentary]

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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 +/- 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.

