

WHAT WORRIES THE WORLD?

BRAZIL REPORT

December 2025

BRAZIL SUMMARY: DECEMBER 2025

Top five worries

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

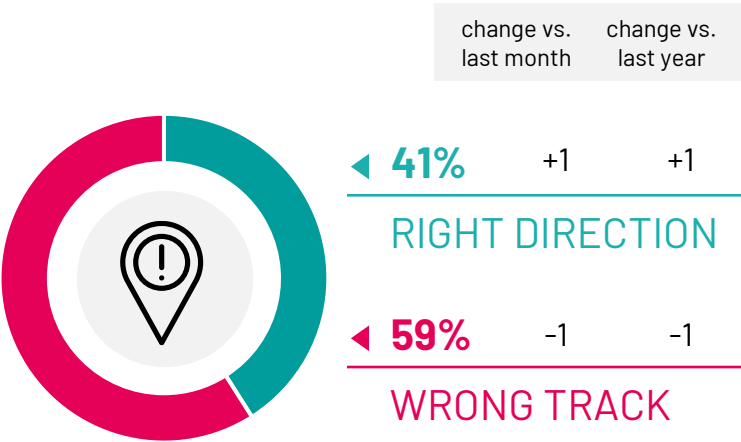
		change vs. last month	change vs. last year
Crime & violence	<div></div> 45%	-7	+4
Financial/political corruption	<div></div> 36%	+2	+9
Health care	<div></div> 34%	-2	-4
Poverty & social inequality	<div></div> 31%	-7	-6
Taxes	<div></div> 27%	+2	+5

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: Dec 25

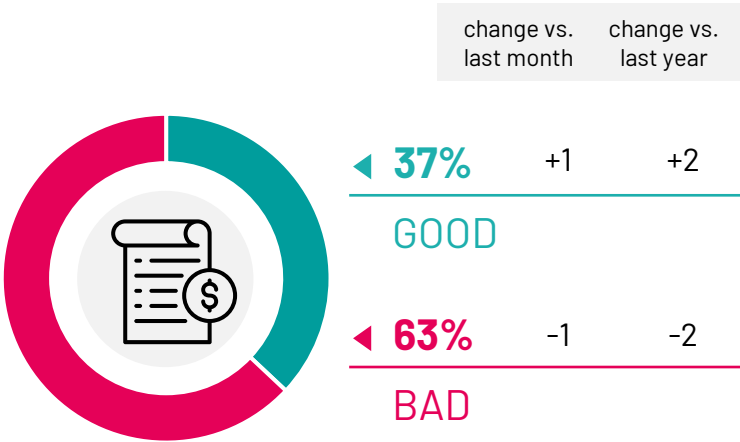
State of the country

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: DECEMBER 2025

Top five worries

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

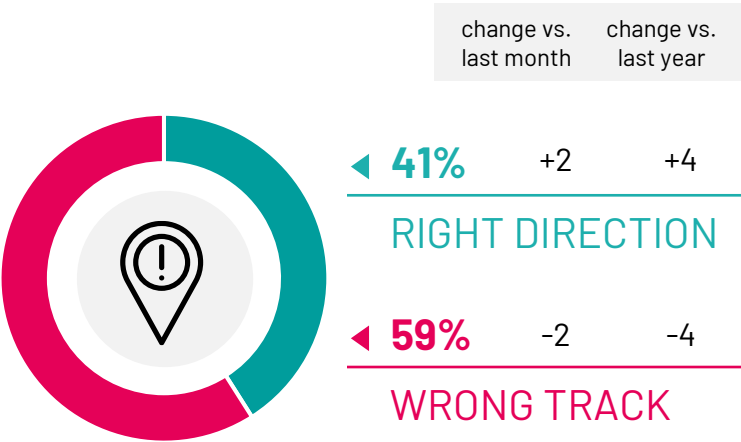
		change vs. last month	change vs. last year
Crime & violence	<div></div> 32%	-2	+1
Inflation	<div></div> 30%	=	-3
Poverty & social inequality	<div></div> 28%	=	-1
Unemployment	<div></div> 28%	=	+1
Financial/political corruption	<div></div> 27%	=	+1

Base: Representative sample of 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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

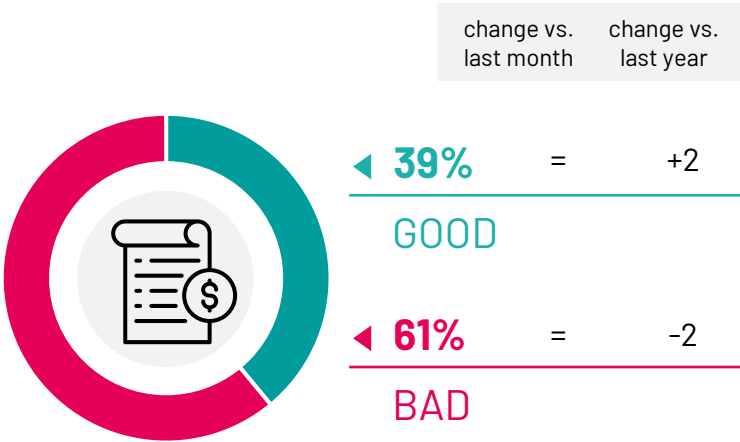
State of the country

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

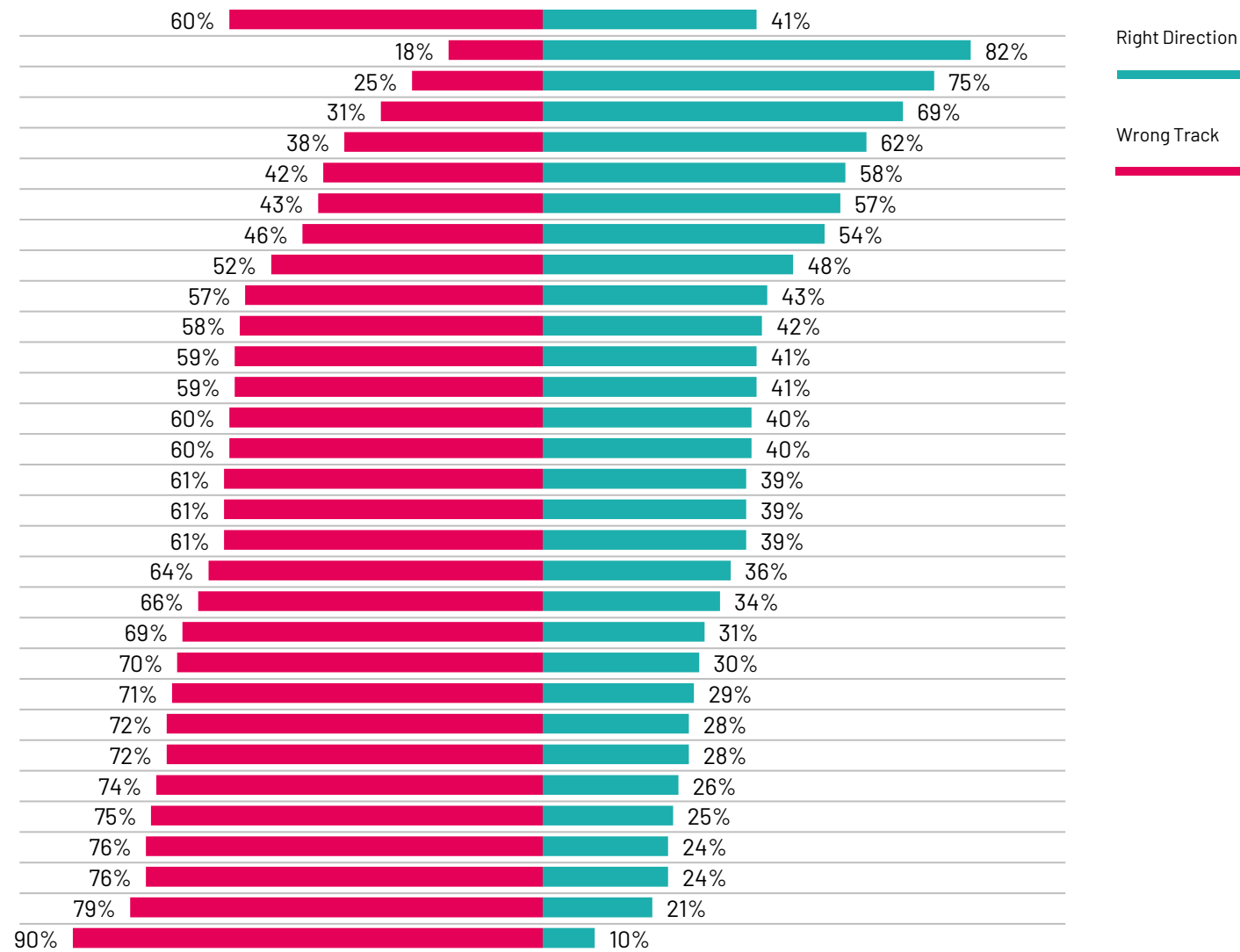
Base: Representative sample of 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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

Country

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

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

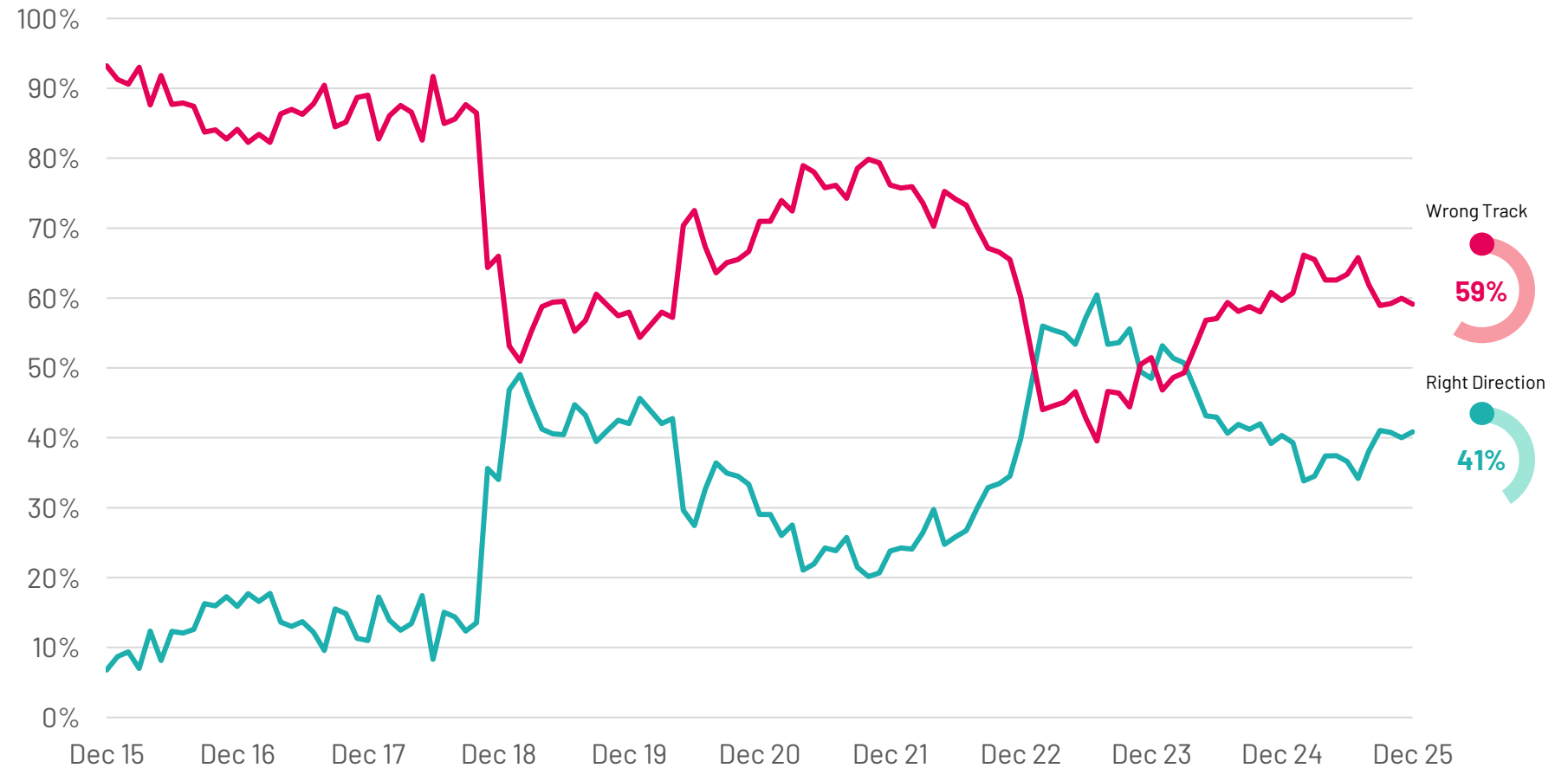


Brazil Right/Wrong Direction

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: Dec 25

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



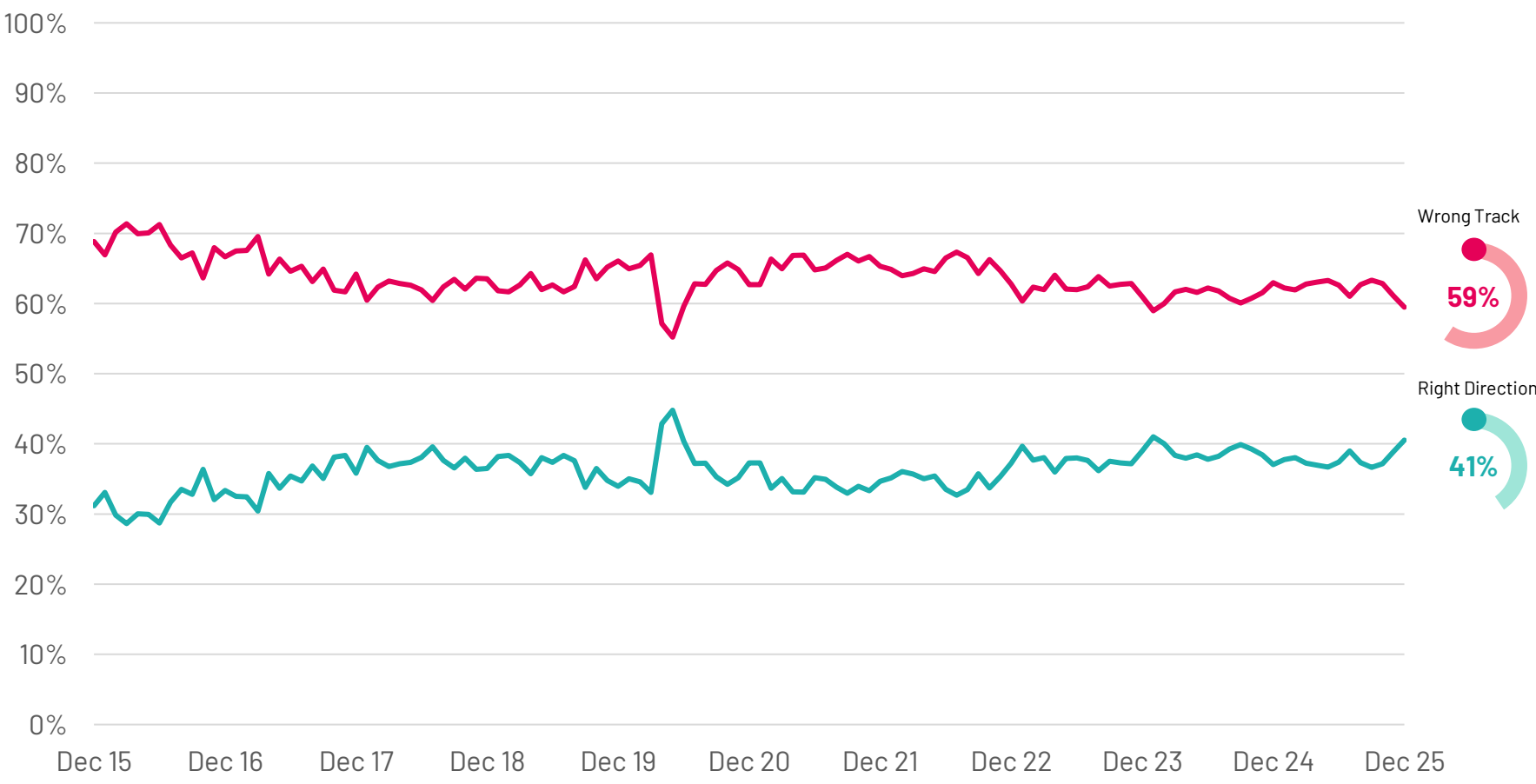
Global Right/Wrong Direction

Global country average score

Base: Representative sample of 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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

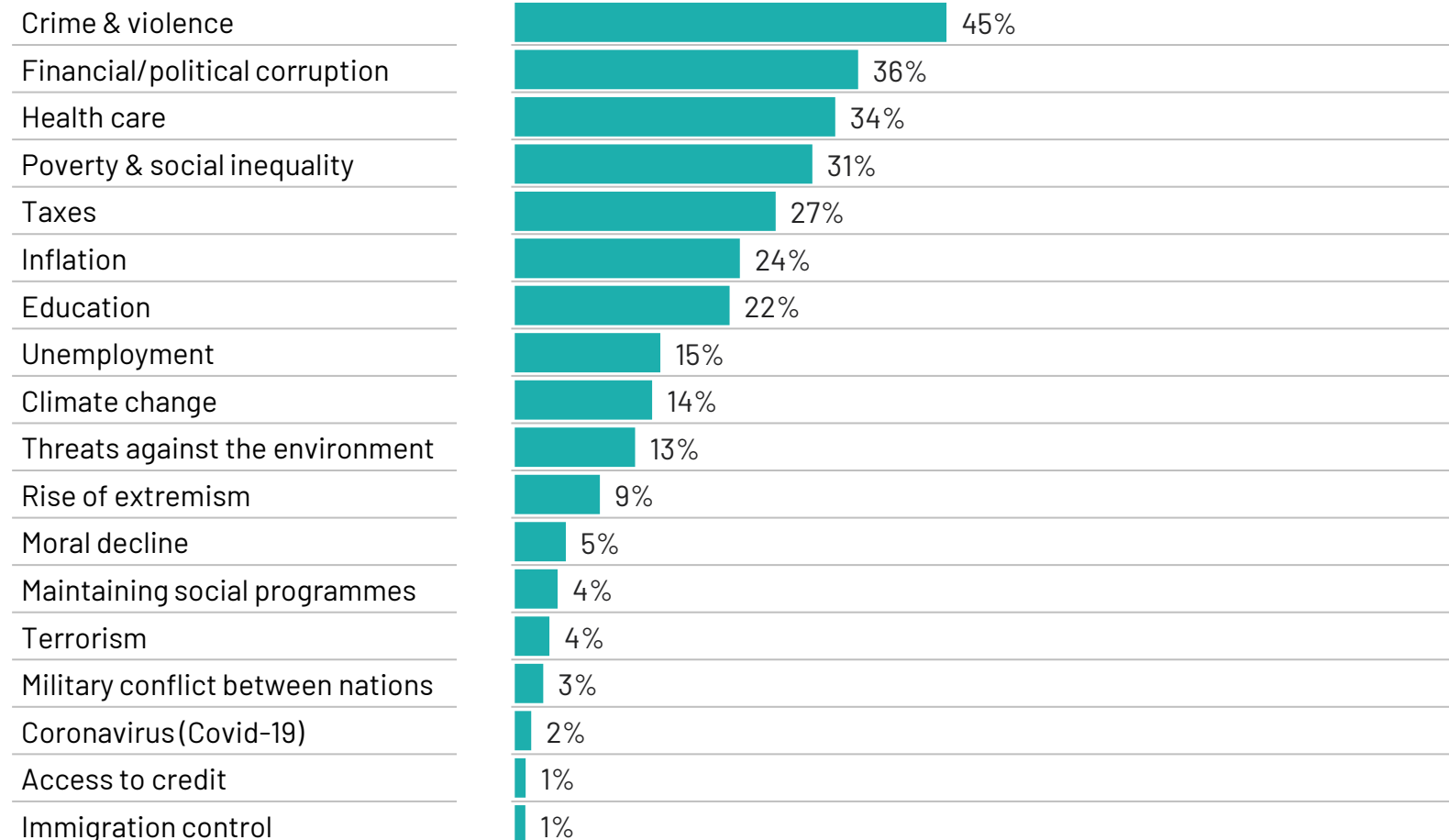
Base: Representative sample of Brazilian adults aged 16-74. c.1000 per month

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

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

Worry

% mentioned in December 2025 (global country average)



World Worries

[Commentary]

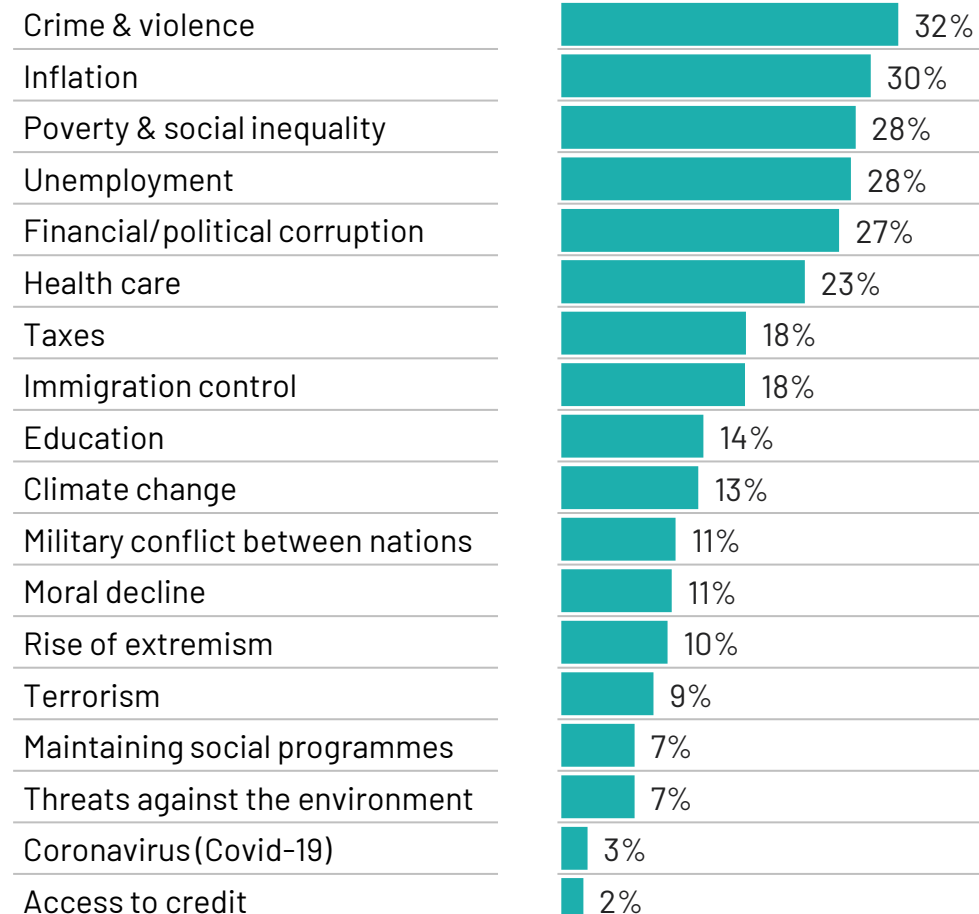
Base: Representative sample of 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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

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

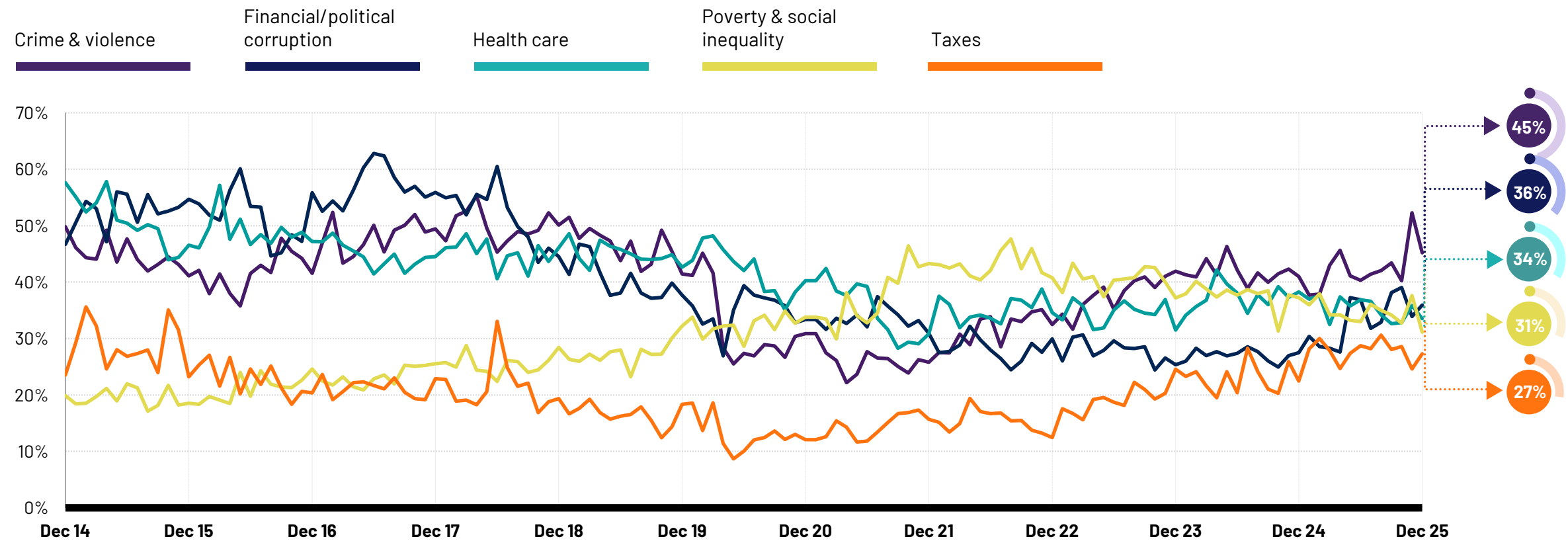
Worry

% mentioned in December 2025 (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?



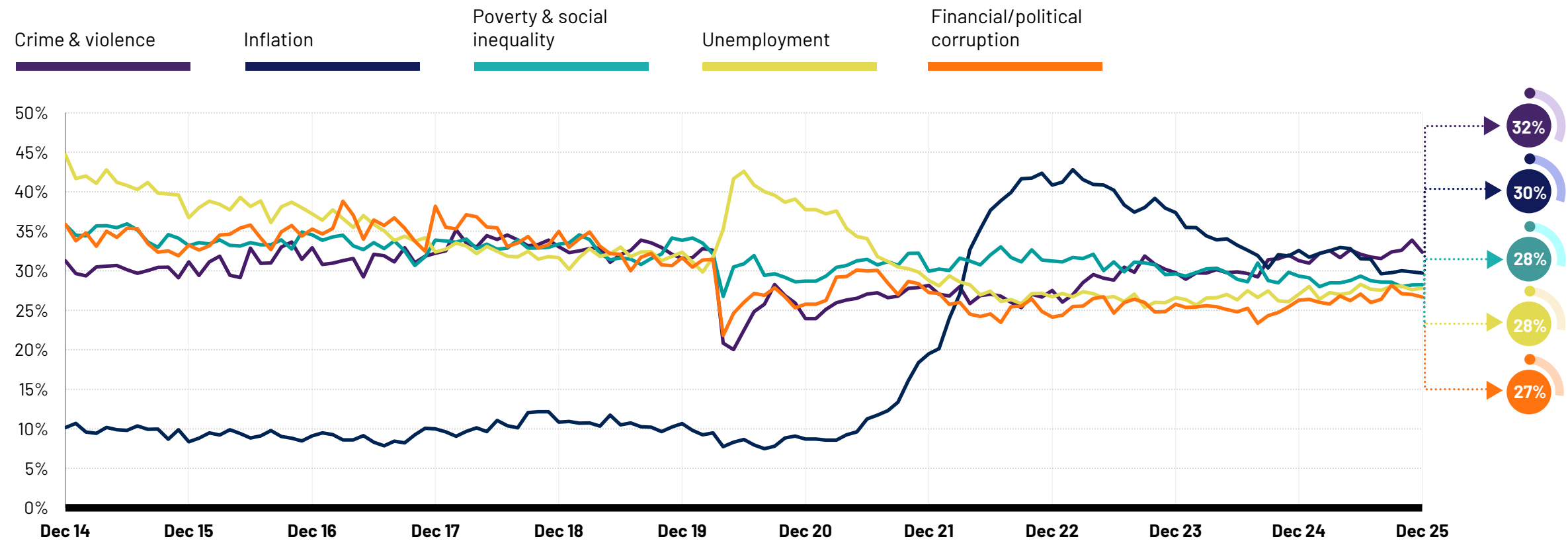
Base: Representative sample of Brazilian adults aged 16-74. c.1000 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: Brazil | Current Wave: Dec 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 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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



WORLD WORRIES COUNTRY COMPARISON

- Country comparison of all 18 concerns

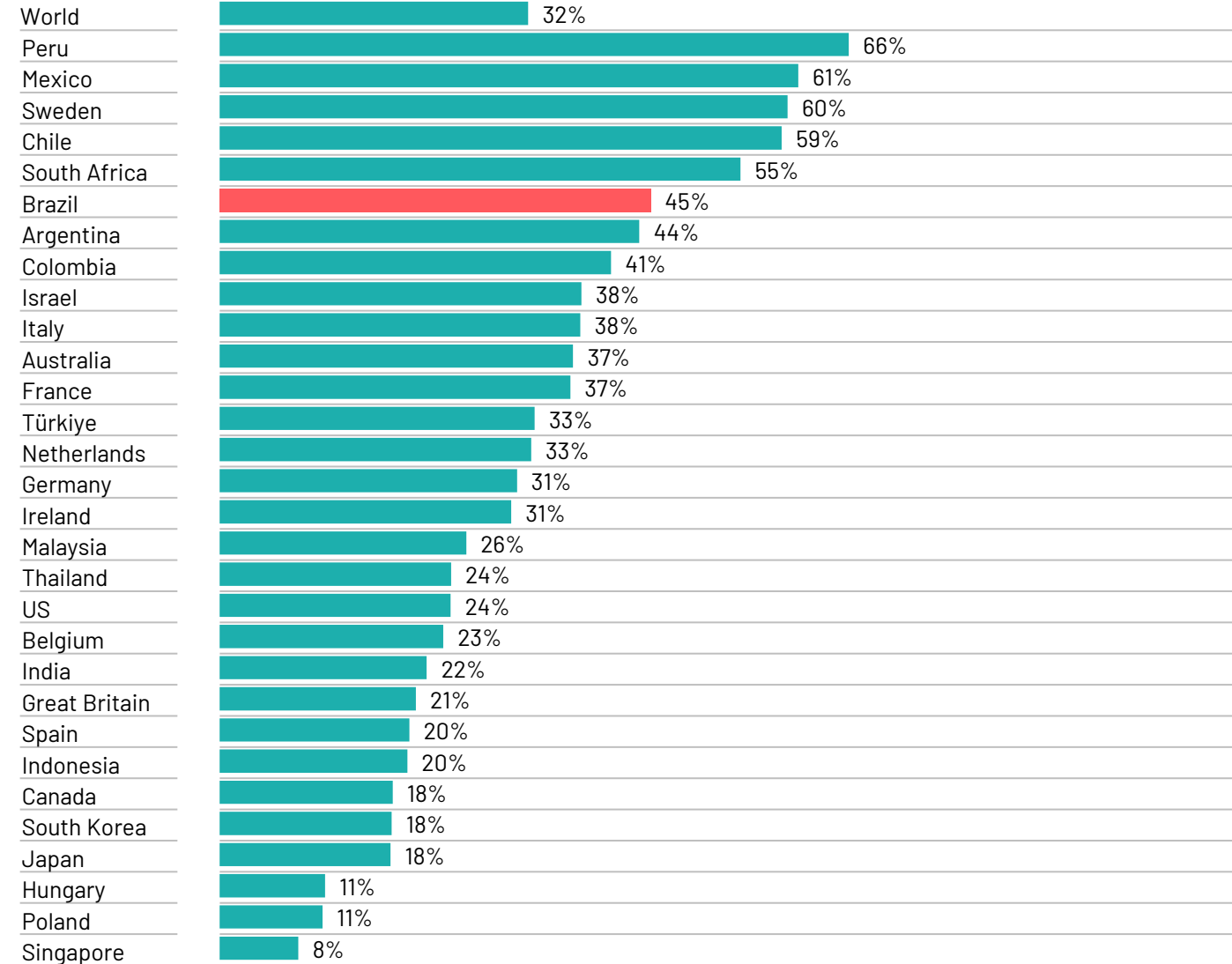
1. Crime & violence

[Commentary]

Base: Representative sample of 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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

Country



Change from 12-month last month change

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

2. Inflation

[Commentary]

Base: Representative sample of 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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

Country

World	30%
Singapore	52%
Türkiye	50%
India	46%
Canada	45%
US	41%
Australia	40%
South Korea	39%
Hungary	39%
Argentina	36%
Great Britain	35%
Ireland	32%
Japan	31%
Germany	30%
Poland	30%
Spain	29%
Malaysia	28%
France	28%
Italy	27%
Mexico	26%
Brazil	24%
Chile	23%
Belgium	23%
Thailand	22%
Indonesia	20%
Colombia	20%
Sweden	16%
Netherlands	16%
South Africa	15%
Israel	14%
Peru	14%

Change from 12-month last month change

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

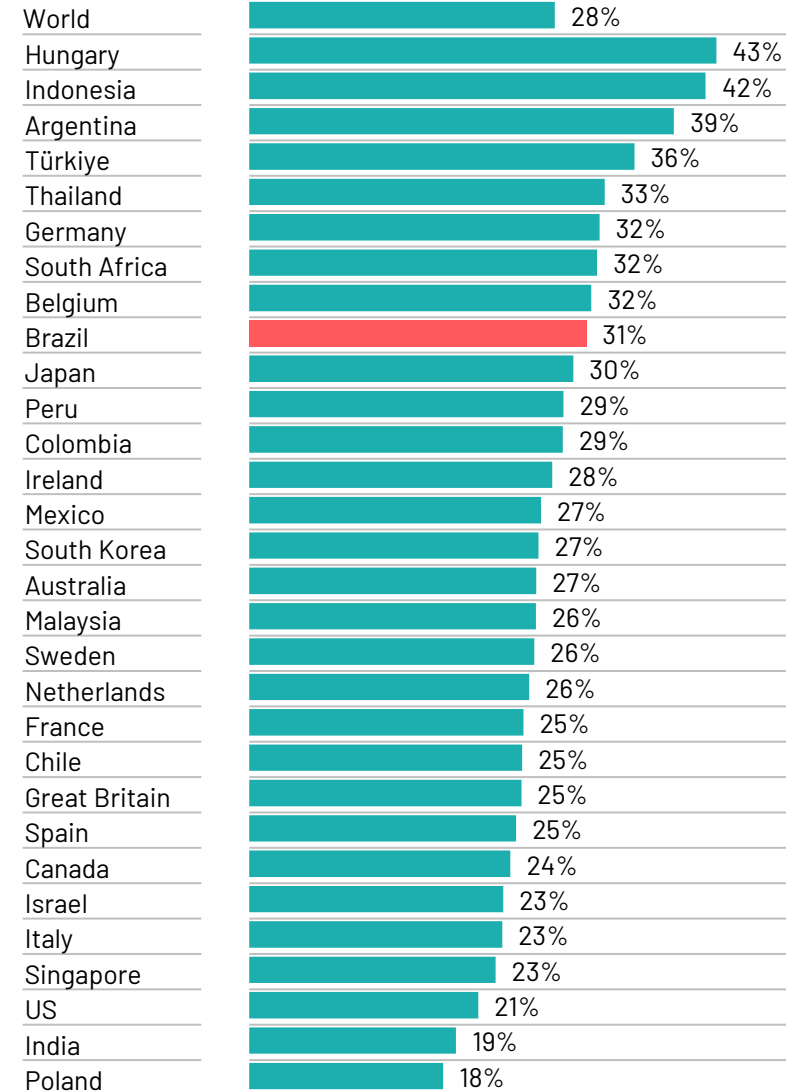
3. Poverty & social inequality

[Commentary]

Base: Representative sample of 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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

Country



Change from 12-month last month change

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

4. Unemployment

[Commentary]

Base: Representative sample of 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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

Country

Country		Change from 12-month last month	change
World	28%	=	+1
South Africa	70%	+6	+5
Indonesia	54%	+2	+6
Singapore	53%	-1	+8
Argentina	48%	-1	+4
South Korea	47%	+3	+4
Chile	36%	-3	+2
Mexico	36%	+3	+7
India	34%	+6	-5
Italy	32%	-3	-1
Colombia	31%	-8	-11
Sweden	30%	+3	+9
Peru	28%	-2	-6
Spain	27%	-2	-4
Canada	27%	-3	+6
Türkiye	25%	=	+3
Malaysia	24%	-1	-3
Belgium	23%	+1	+4
Australia	22%	+3	=
Thailand	21%	-3	-15
Great Britain	19%	+4	+4
Poland	19%	-3	+2
US	18%	-2	+5
Ireland	17%	+3	+1
Germany	17%	+3	+3
Hungary	17%	=	+2
Brazil	15%	-1	-5
Japan	15%	-1	-2
France	14%	+1	-2
Israel	11%	+1	+2
Netherlands	6%	+2	+2

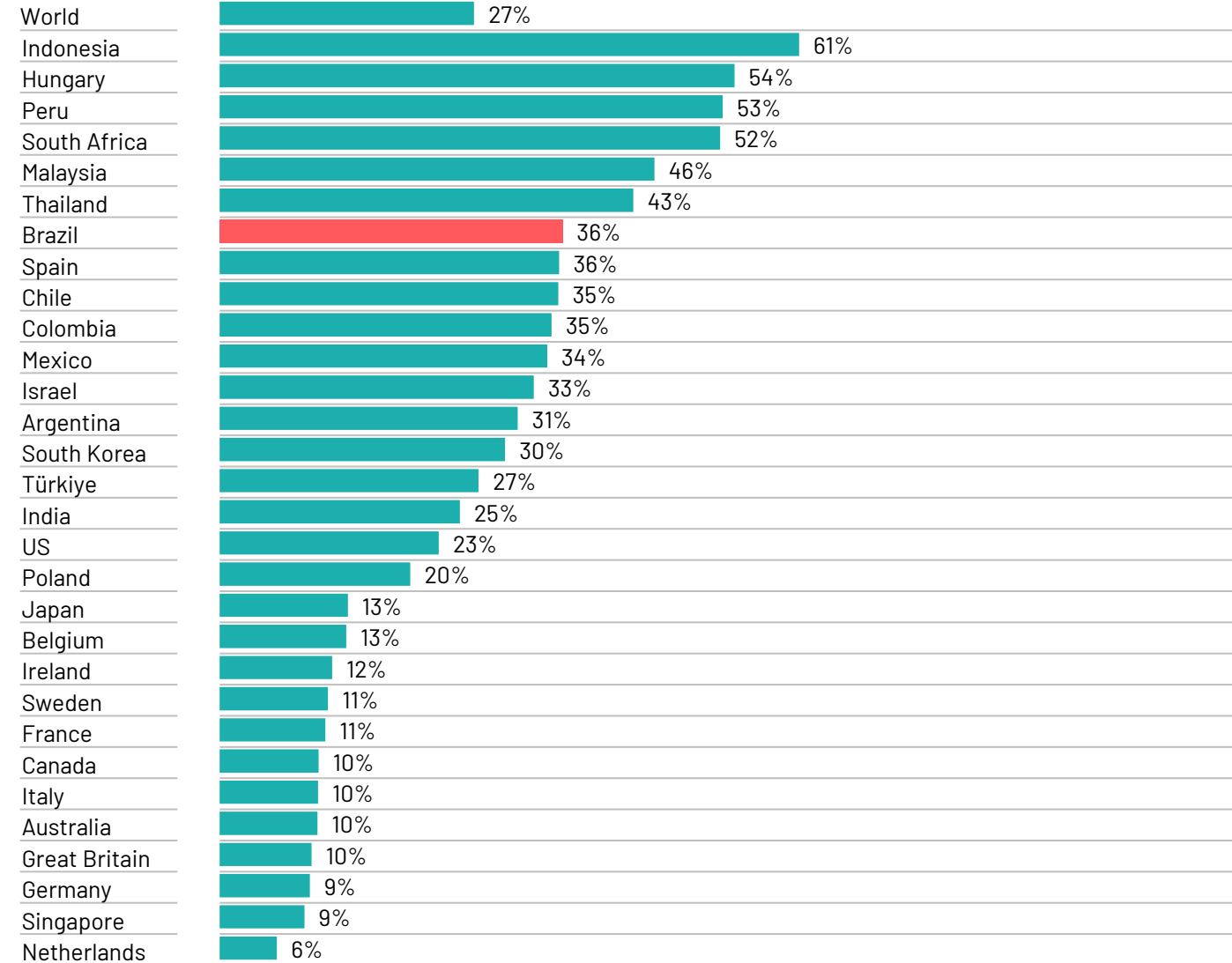
5. Financial/political corruption

[Commentary]

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Country



Change from 12-month last month change	
=	+1
-4	+2
+2	+4
-5	+6
-2	+7
+7	-3
-6	-2
+2	+9
+1	+2
+6	+2
+1	-3
-2	+7
-5	-3
+2	+5
=	-13
-1	+5
+4	-1
-5	=
-11	-9
-1	-8
=	-2
+2	+4
+3	+3
-3	+3
=	=
-1	=
=	-3
-2	=
+1	=
+2	+2
+3	-5

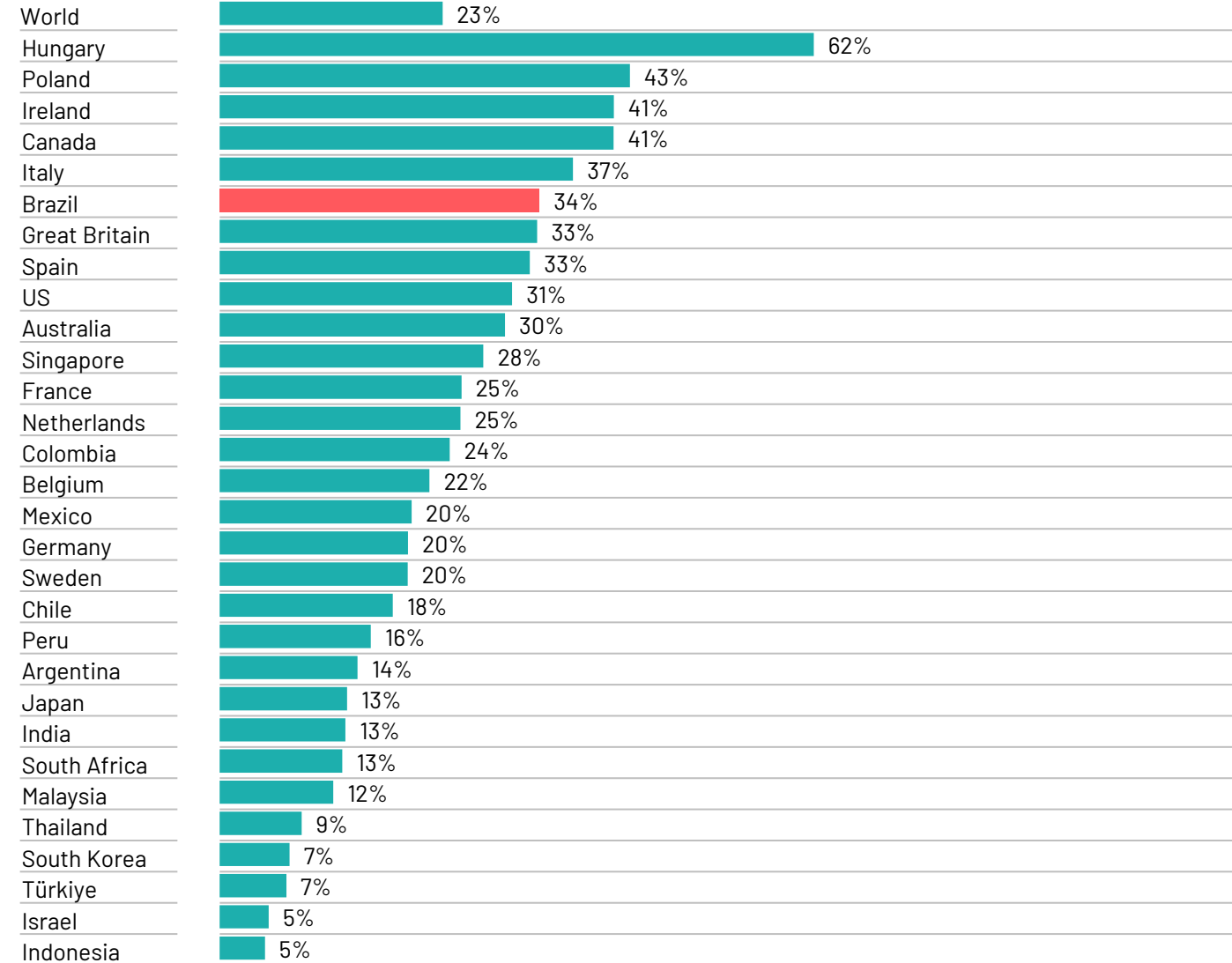
6. Health care

[Commentary]

Base: Representative sample of 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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

Country



Change from 12-month last month change

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

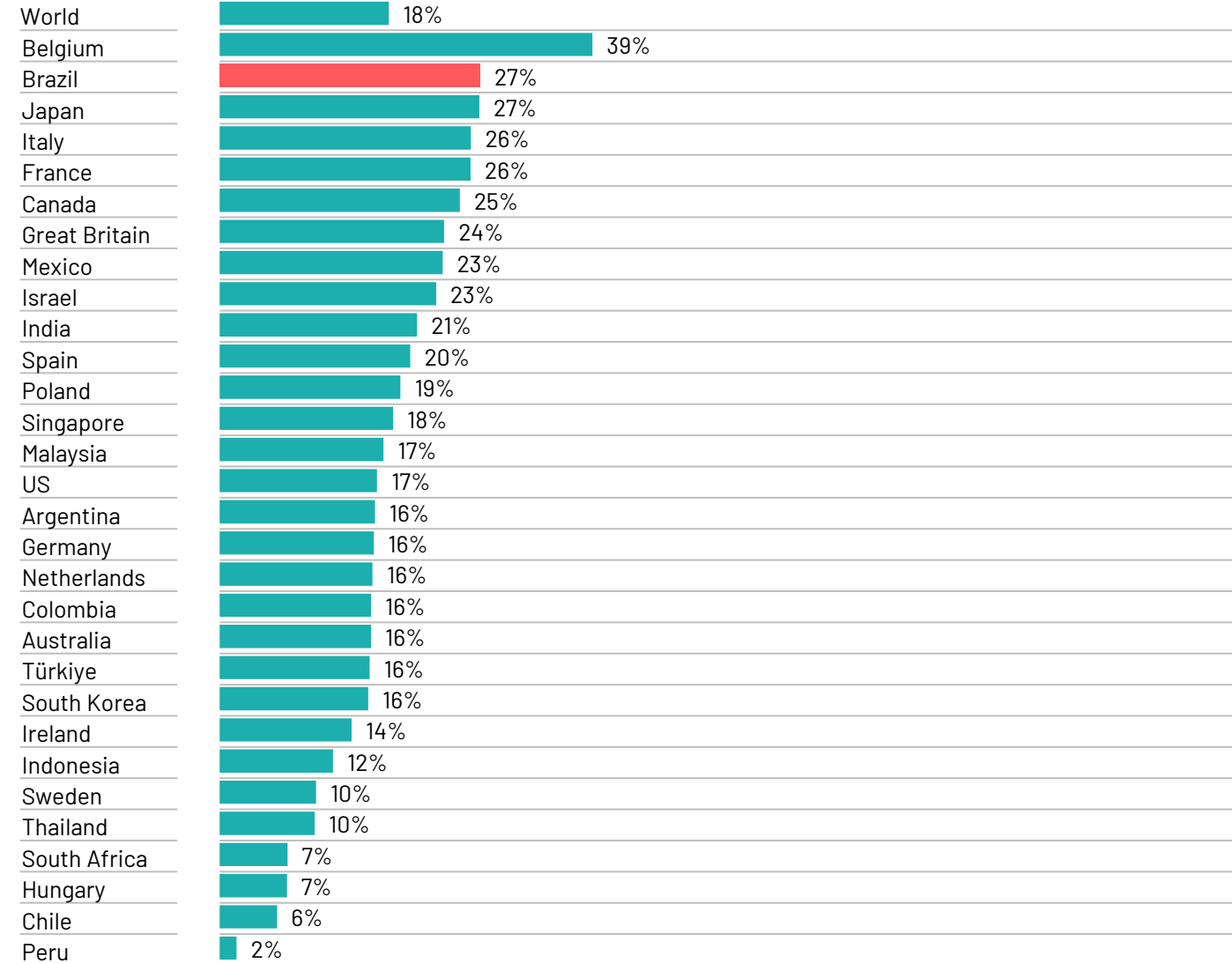
7. Taxes

[Commentary]

Base: Representative sample of 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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

Country



Change from 12-month last month change

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

8. Immigration control

[Commentary]

Base: Representative sample of 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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

Country

Country		Change from 12-month last month change	
World	18%	-1	+1
Great Britain	41%	-2	+10
Chile	38%	-4	-1
Netherlands	38%	-1	+8
Ireland	38%	-4	+1
Germany	31%	-6	-4
Canada	27%	-3	+5
Australia	25%	-2	+8
Spain	24%	-2	+2
France	23%	-6	=
Japan	22%	-3	+10
Belgium	22%	-3	-2
South Africa	21%	+5	+6
Italy	21%	+3	+3
Sweden	20%	=	+5
US	18%	-1	-12
Poland	18%	-3	+6
Türkiye	18%	-1	-20
Singapore	17%	+1	+3
Peru	14%	-2	-2
Malaysia	11%	+3	=
Thailand	8%	+1	+1
Colombia	7%	=	-1
Argentina	6%	+1	+3
Hungary	4%	-1	-1
Israel	4%	-2	=
India	3%	-8	-1
Mexico	3%	-1	-7
South Korea	2%	-1	+1
Indonesia	1%	=	-1
Brazil	1%	=	=

9. Education

[Commentary]

Base: Representative sample of 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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

Country

		Change from 12-month last month change	
World	14%	+1	=
India	32%	+10	+7
Argentina	30%	+2	-3
Türkiye	24%	+7	+5
Brazil	22%	=	-1
Peru	22%	+2	=
Israel	21%	+1	+7
Hungary	19%	+3	-3
Malaysia	18%	=	-2
Mexico	16%	=	-3
Colombia	16%	-2	-3
Belgium	15%	+2	-1
Chile	15%	-2	-1
Indonesia	14%	+2	-3
Spain	13%	+2	+1
US	11%	+3	+1
Canada	11%	+1	+4
Netherlands	11%	-1	-4
France	11%	+2	+1
Poland	10%	+2	+1
Italy	9%	+1	-1
Singapore	9%	=	+4
Thailand	8%	=	-2
South Africa	8%	-5	-4
Germany	8%	=	-1
Australia	8%	-1	+1
Ireland	7%	+1	-1
Great Britain	7%	-1	+1
Sweden	6%	-3	-4
South Korea	5%	=	+2
Japan	5%	-2	-2

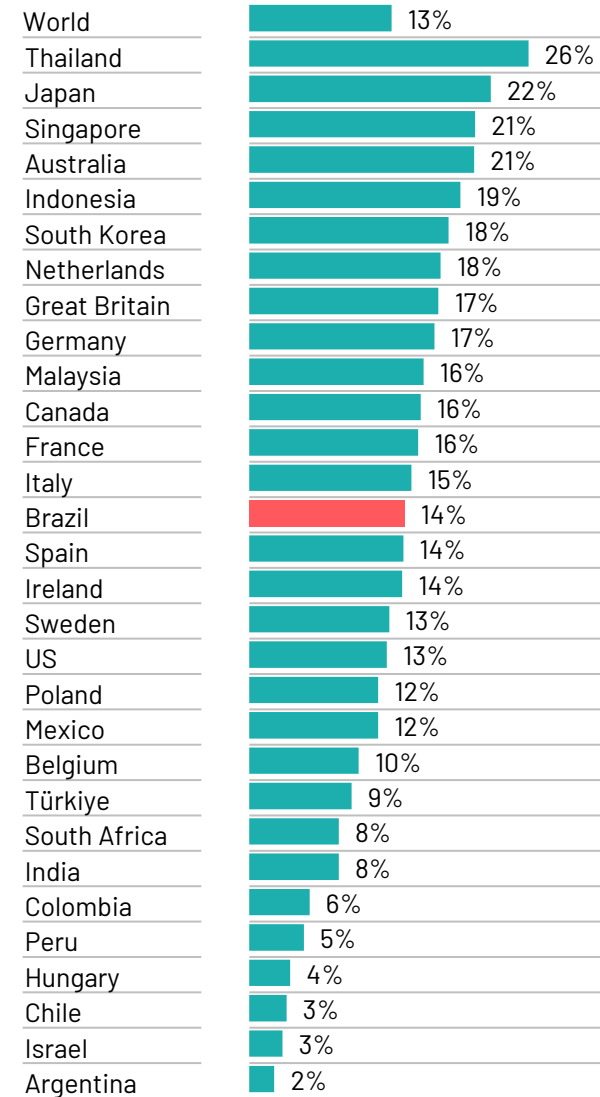
10. Climate change

[Commentary]

Base: Representative sample of 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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

Country



Change from 12-month last month change

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

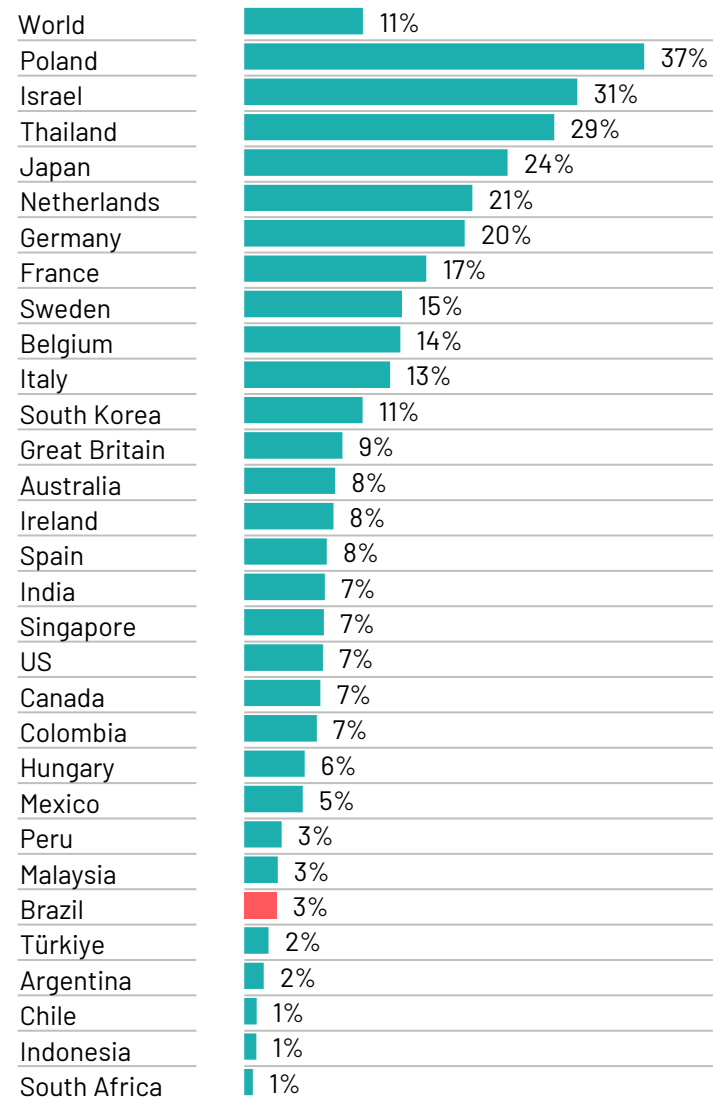
11. Military conflict between nations

[Commentary]

Base: Representative sample of 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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

Country



Change from 12-month last month change

=	=
-2	+2
+1	-4
=	+20
+14	+12
+3	+1
-5	-6
+5	+2
-2	-3
=	=
-2	+2
=	-7
=	-10
=	-1
+3	+1
=	-2
-4	+2
+1	+1
-1	-5
+1	+1
-2	+4
-2	+1
=	-2
+1	+1
-3	-3
+1	=
-1	=
+1	+1
=	-1
-2	-2
-1	-1

12. Moral decline

[Commentary]

Base: Representative sample of 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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

Country

World	11%
Netherlands	19%
South Korea	18%
US	18%
Malaysia	17%
Israel	15%
Japan	14%
Poland	13%
Thailand	12%
Türkiye	11%
Hungary	11%
Indonesia	11%
Great Britain	11%
Ireland	11%
Australia	10%
France	10%
Singapore	10%
Belgium	10%
Sweden	10%
Peru	9%
Argentina	9%
Italy	9%
Germany	9%
Colombia	8%
Canada	7%
Spain	7%
Chile	7%
India	6%
Brazil	5%
Mexico	4%
South Africa	3%

Change from 12-month last month change

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

13. Rise of extremism

[Commentary]

Base: Representative sample of 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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

Country

World	10%
Netherlands	21%
Great Britain	19%
Israel	19%
US	19%
France	19%
Ireland	18%
Spain	17%
South Korea	16%
Poland	14%
Sweden	13%
Belgium	13%
Germany	12%
Australia	11%
Malaysia	11%
Canada	9%
Brazil	9%
Colombia	8%
Japan	7%
India	7%
Chile	6%
Italy	6%
Peru	6%
Singapore	5%
Türkiye	5%
Argentina	3%
Mexico	3%
Hungary	3%
Thailand	3%
Indonesia	1%
South Africa	1%

Change from 12-month last month change

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

14. Terrorism

[Commentary]

Base: Representative sample of 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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

Country

Country		Change from 12-month last month	change
World	9%	+1	+1
Israel	41%	-2	-4
Colombia	27%	+9	+13
India	26%	+10	+8
France	14%	+5	+5
Germany	13%	+3	+3
Türkiye	12%	-1	-5
Peru	12%	-4	-2
Netherlands	10%	+5	+4
US	9%	+2	+2
Sweden	9%	+1	-1
Malaysia	9%	-1	+3
Poland	8%	+5	+4
Mexico	7%	-1	-1
Belgium	7%	-1	-1
Thailand	7%	=	+2
Great Britain	7%	-1	=
Chile	6%	+1	+1
Singapore	5%	=	-2
Ireland	4%	-1	=
Australia	4%	-1	+1
Indonesia	4%	=	-3
Spain	4%	=	+1
Brazil	4%	-1	+2
Canada	3%	+1	=
Italy	3%	-1	=
Japan	3%	=	+1
Argentina	2%	-1	-1
South Africa	2%	+1	+1
Hungary	1%	=	=
South Korea	1%	-2	-1

15. Maintaining social programmes

[Commentary]

Base: Representative sample of 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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

Country

World	7%
Sweden	19%
Japan	17%
South Korea	14%
Indonesia	9%
US	9%
Italy	9%
Spain	9%
Great Britain	9%
Chile	9%
Belgium	9%
Netherlands	8%
Poland	8%
Australia	7%
Thailand	7%
Canada	7%
Mexico	7%
Colombia	6%
Germany	6%
Singapore	5%
Malaysia	5%
Ireland	5%
Hungary	5%
Brazil	4%
France	4%
India	4%
Israel	3%
Argentina	3%
Peru	2%
Türkiye	2%
South Africa	2%

Change from 12-month last month change

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

16. Threats against the environment

[Commentary]

Base: Representative sample of 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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

Country

World	7%
Indonesia	15%
Thailand	14%
Brazil	13%
Netherlands	11%
Sweden	10%
Poland	9%
India	8%
South Korea	8%
Australia	8%
Japan	8%
Peru	8%
Colombia	8%
France	7%
Singapore	7%
Great Britain	7%
Chile	7%
Italy	6%
Germany	6%
US	6%
Malaysia	6%
Canada	6%
Ireland	5%
Mexico	5%
Israel	5%
Belgium	4%
Türkiye	4%
Spain	4%
South Africa	3%
Hungary	3%
Argentina	2%

Change from 12-month last month change

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

17. Coronavirus (Covid-19)

[Commentary]

Base: Representative sample of 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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

Country

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

18. Access to credit

[Commentary]

Base: Representative sample of 24,656 adults aged 16-74 in 30 participating countries, November 21st 2025 - December 5th 2025.

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

Country

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

Change from 12-month last month change

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

Methodology

This 29-country Global Advisor survey was conducted between November 21st 2025 and December 5th 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.

