

WHAT WORRIES THE WORLD?

BRAZIL REPORT

November 2026

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BRAZIL SUMMARY: NOVEMBER 2026

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	49%	+3	-3
Financial/political corruption	36%	-2	+2
Poverty & social inequality	31%	-2	-7
Inflation	29%	+4	+6
Taxes	28%	+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?



	change vs. last month	change vs. last year
52% RIGHT DIRECTION	+13	+12
48% WRONG TRACK	-13	-12

State of the economy

Q: How would you describe the current economic situation in your country?



	change vs. last month	change vs. last year
45% GOOD	+7	+9
55% BAD	-7	-9

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 26

WORLD SUMMARY: NOVEMBER 2026

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	+2
Crime & violence	30%	-1	-4
Unemployment	29%	=	+1
Poverty & social inequality	28%	-1	=
Financial/political corruption	26%	-1	-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?



	change vs. last month	change vs. last year
37% RIGHT DIRECTION	=	-2
63% WRONG TRACK	=	+2

State of the economy

Q: How would you describe the current economic situation in your country?



	change vs. last month	change vs. last year
37% GOOD	=	-2
63% BAD	=	+2

Base: Representative sample of 24,025 adults aged 16-74 in 30 participating countries, October 23rd 2026 - November 6th 2026.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Nov 26

DIRECTION OF TRAVEL



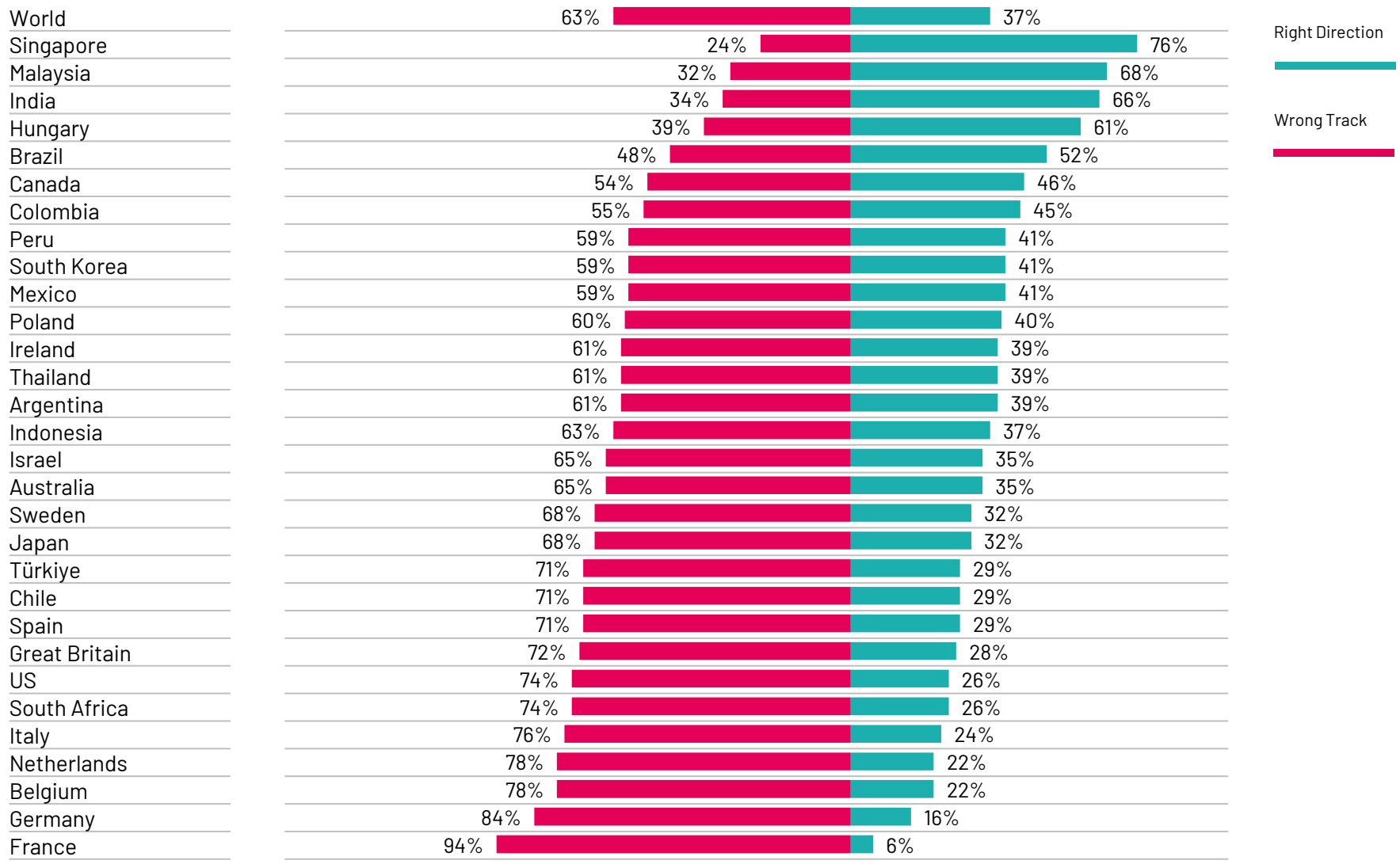
- Country comparisons
- Trends over time: Brazil
- Trends over time: World

Right vs. Wrong Direction Monitor

Base: Representative sample of 24,025 adults aged 16-74 in 30 participating countries, October 23rd 2026 - November 6th 2026.

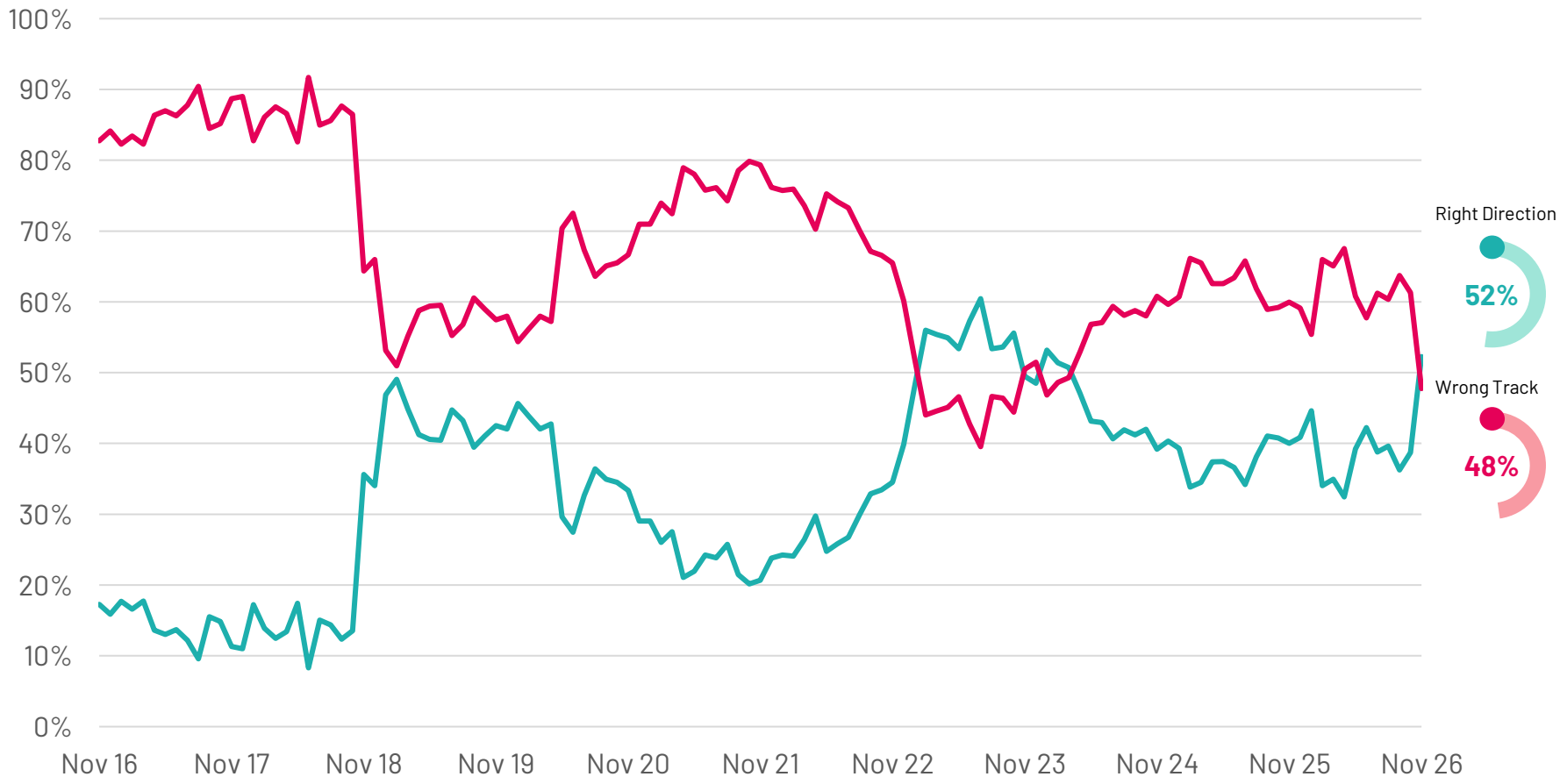
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Nov 26

Q: Would you say things in this country are heading in the right direction, or are they off on the wrong track? (November 2026)



Brazil Right/Wrong Direction

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



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 26

Global Right/Wrong Direction

Global country average score

Base: Representative sample of 24,025 adults aged 16-74 in 30 participating countries, October 23rd 2026 - November 6th 2026.

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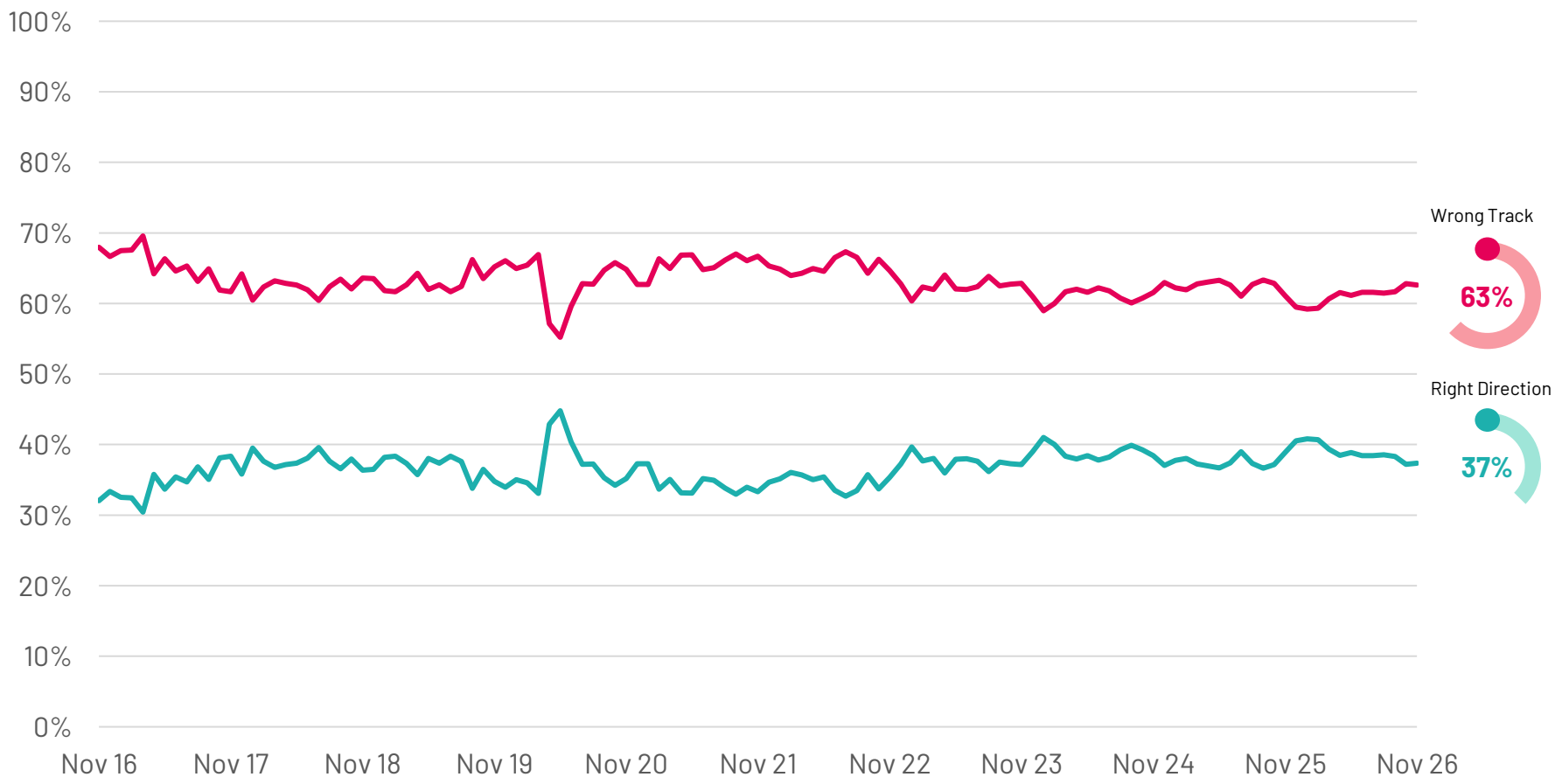
Q: Would you say things in this country are heading in the right direction, or are they off on the wrong track?



BRAZIL'S WORRIES



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

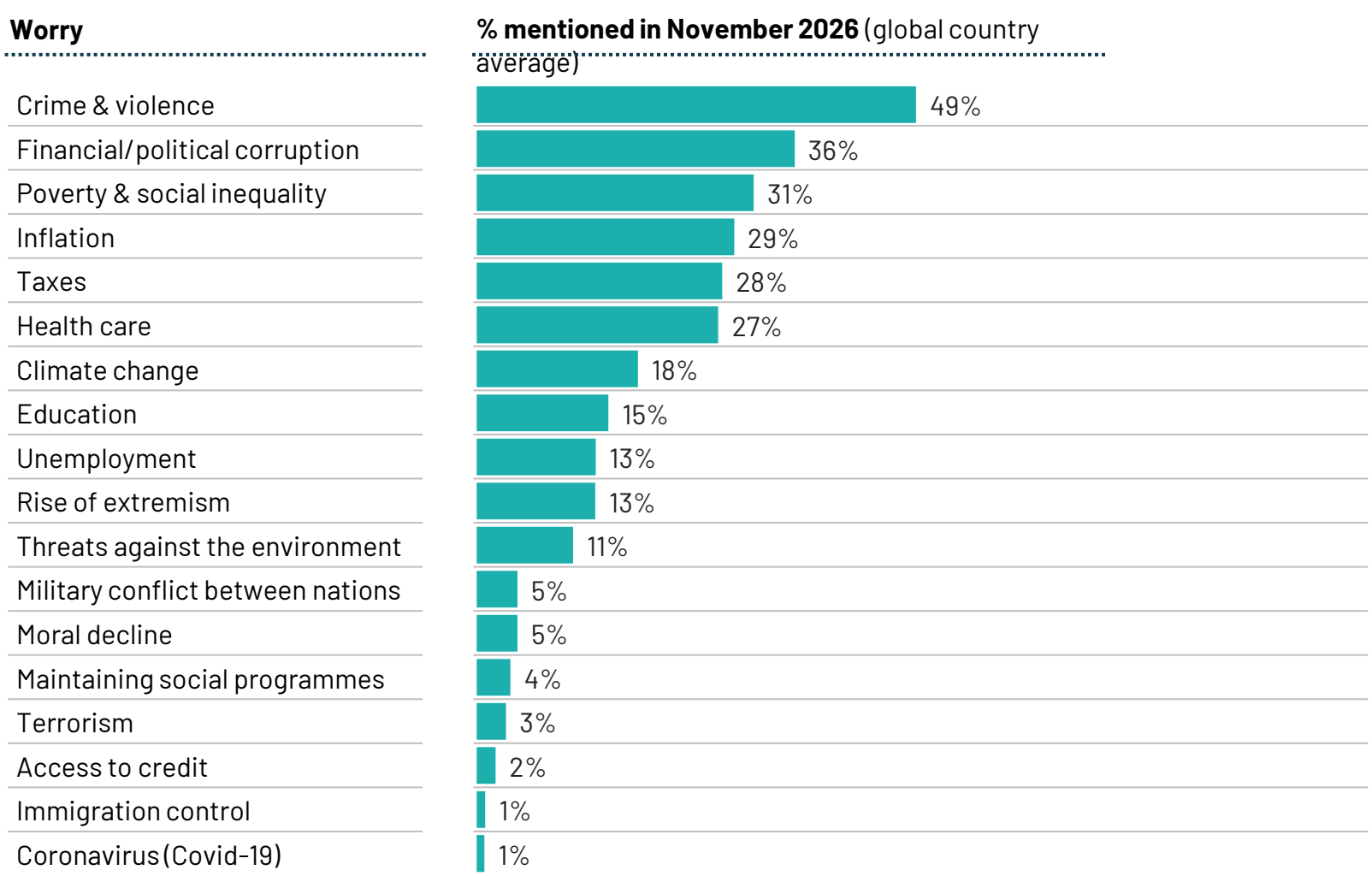
Brazil's Worries

[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 26

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



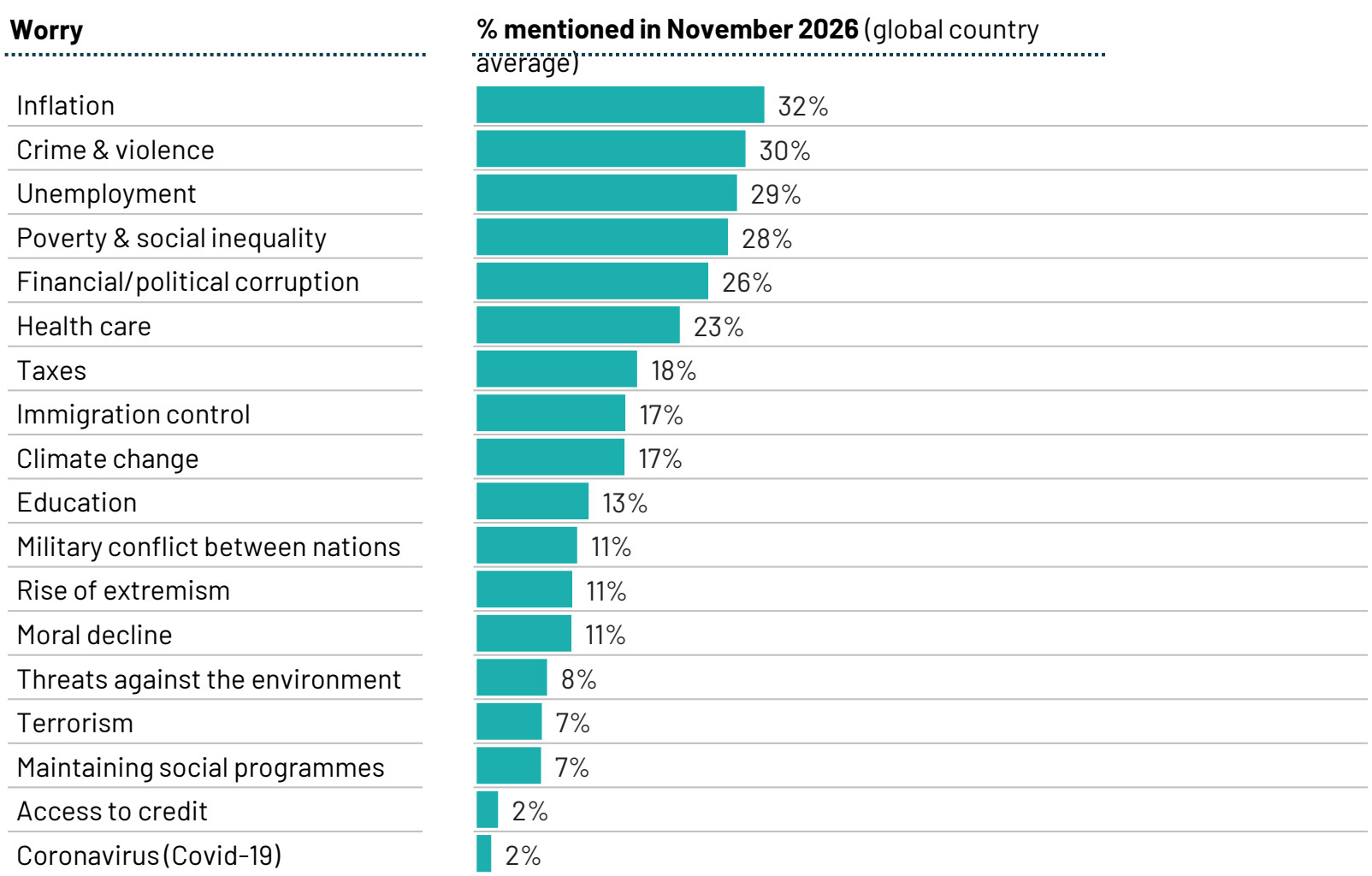
World Worries

[Commentary]

Base: Representative sample of 24,025 adults aged 16-74 in 30 participating countries, October 23rd 2026 - November 6th 2026.

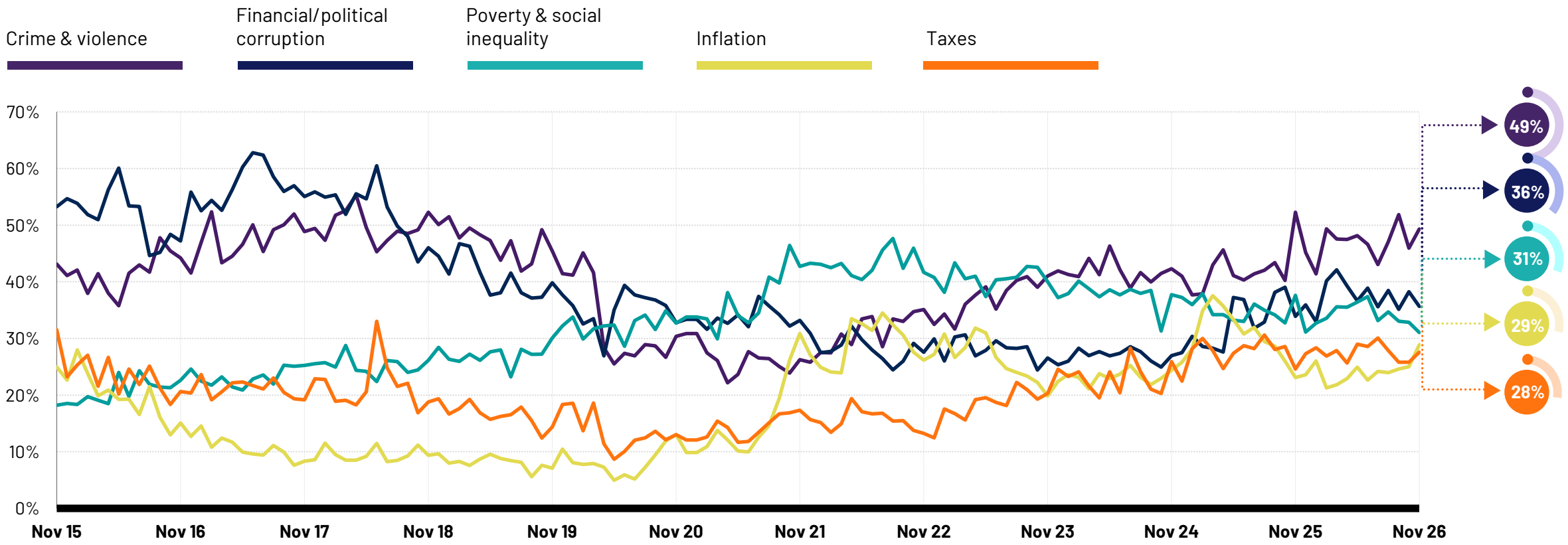
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Nov 26

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?

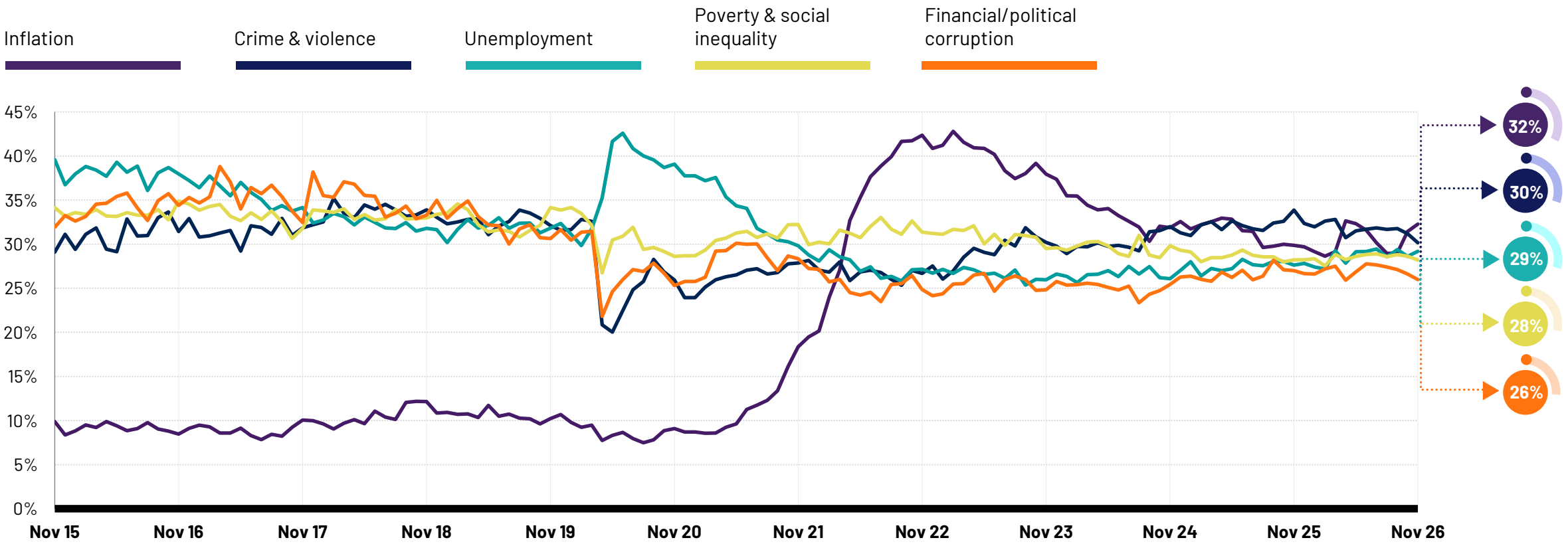


Base: Representative sample of Brazilian adults aged 16-74. c.1000 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: Brazil | Current Wave: Nov 26

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 24,025 adults aged 16-74 in 30 participating countries, October 23rd 2026 - November 6th 2026.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Nov 26

WORLD WORRIES COUNTRY COMPARISON



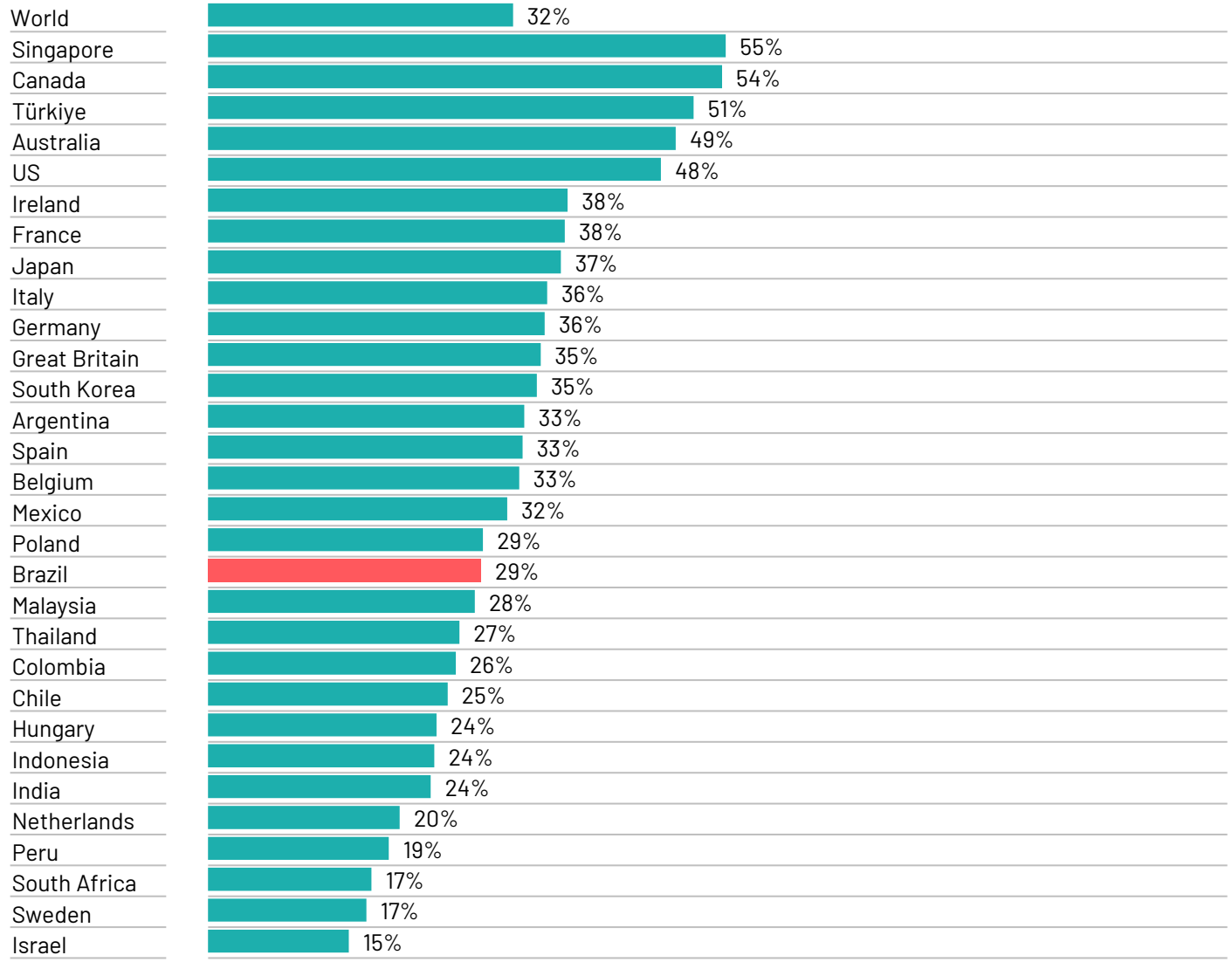
- Country comparison of all 18 concerns

1. Inflation

[Commentary]

Base: Representative sample of 24,025 adults aged 16-74 in 30 participating countries, October 23rd 2026 - November 6th 2026.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Nov 26

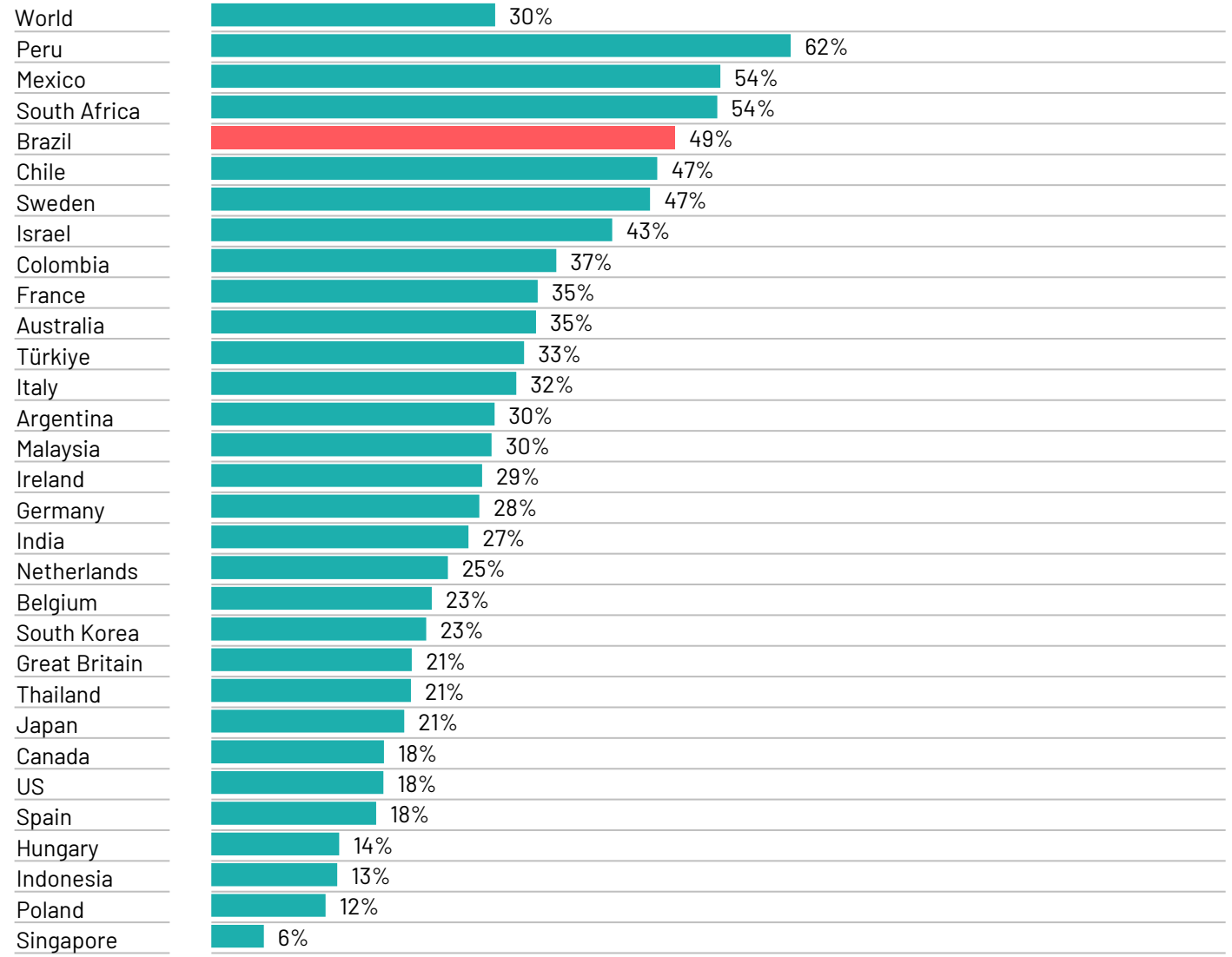


2. Crime & violence

[Commentary]

Base: Representative sample of 24,025 adults aged 16-74 in 30 participating countries, October 23rd 2026 - November 6th 2026.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Nov 26

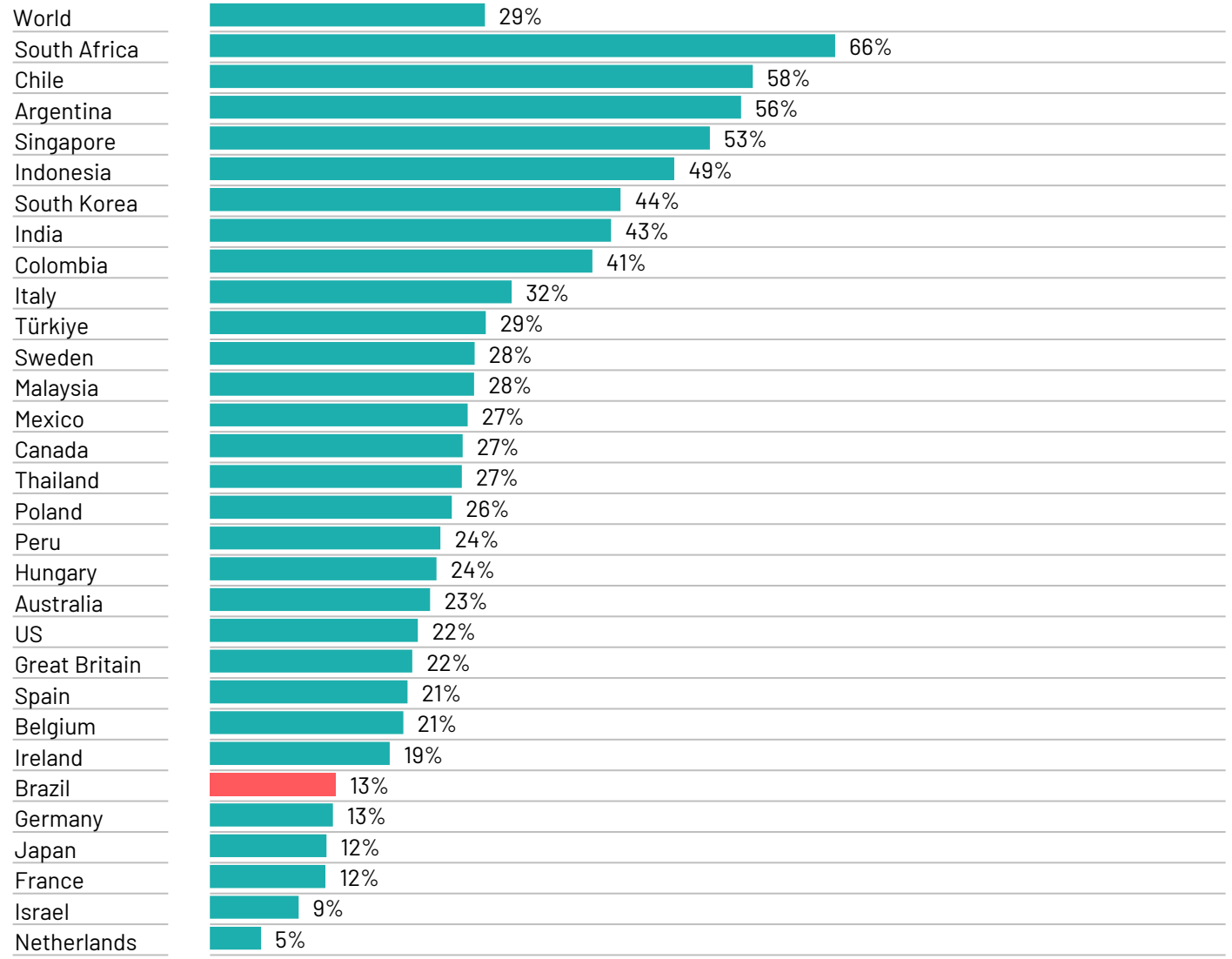


3. Unemployment

[Commentary]

Base: Representative sample of 24,025 adults aged 16-74 in 30 participating countries, October 23rd 2026 - November 6th 2026.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Nov 26



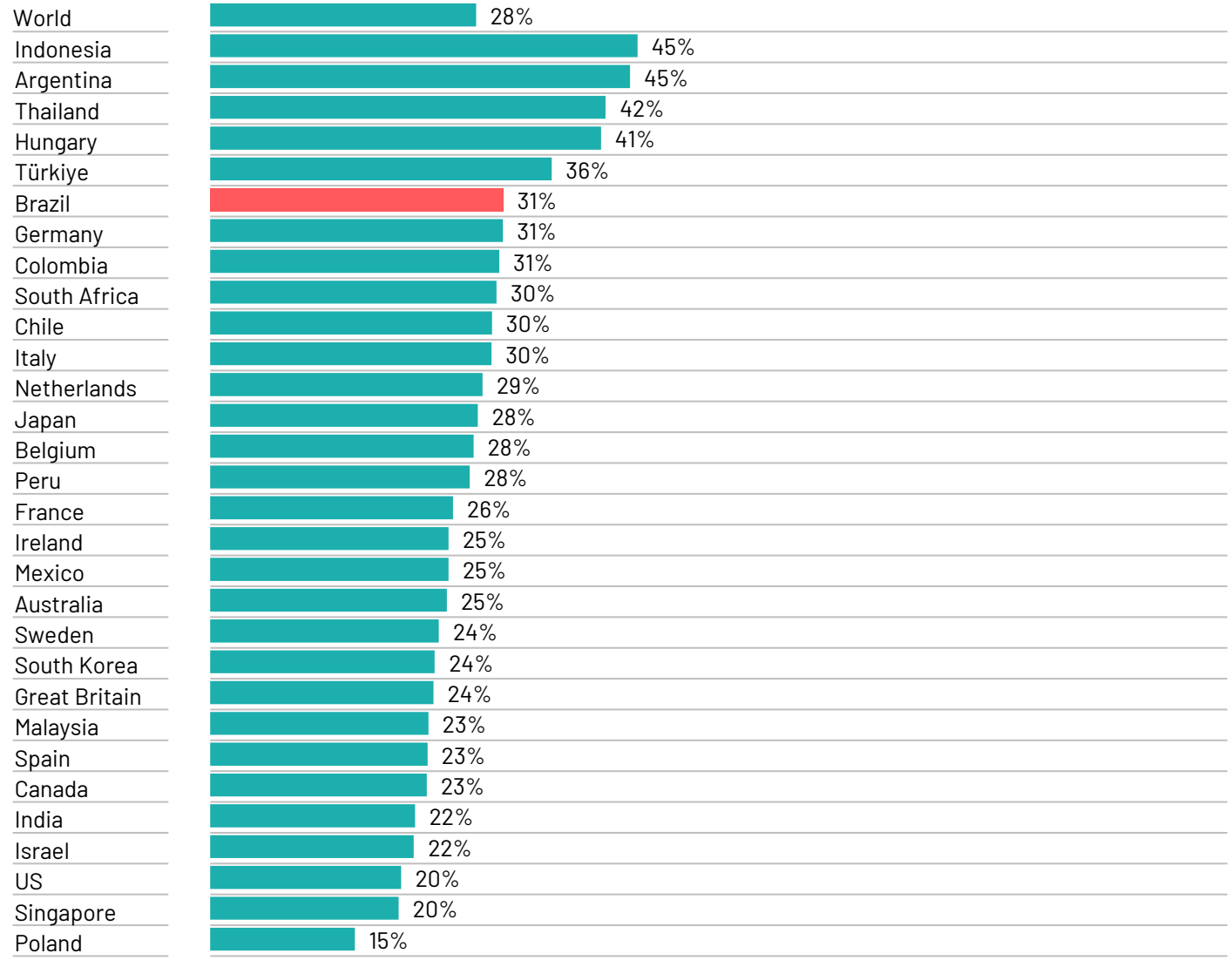
Country		Change from last month	12-month change
World	29%	=	+1
South Africa	66%	+3	+2
Chile	58%	+4	+19
Argentina	56%	-1	+7
Singapore	53%	+1	-1
Indonesia	49%	-2	-3
South Korea	44%	+3	=
India	43%	-4	+15
Colombia	41%	+1	+2
Italy	32%	+3	-3
Türkiye	29%	+3	+4
Sweden	28%	-1	+1
Malaysia	28%	-1	+3
Mexico	27%	-3	-6
Canada	27%	+2	-3
Thailand	27%	+5	+3
Poland	26%	+3	+4
Peru	24%	-5	-6
Hungary	24%	+1	+7
Australia	23%	=	+4
US	22%	+5	+2
Great Britain	22%	+2	+7
Spain	21%	-5	-8
Belgium	21%	=	-1
Ireland	19%	+3	+5
Brazil	13%	-3	-3
Germany	13%	+1	-1
Japan	12%	-2	-4
France	12%	=	-1
Israel	9%	=	-1
Netherlands	5%	+1	+1

4. Poverty & social inequality

[Commentary]

Base: Representative sample of 24,025 adults aged 16-74 in 30 participating countries, October 23rd 2026 - November 6th 2026.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Nov 26



Country		Change from last month	12-month change
World	28%	-1	=
Indonesia	45%	-1	-2
Argentina	45%	+2	+4
Thailand	42%	-1	+6
Hungary	41%	=	-3
Türkiye	36%	-2	+2
Brazil	31%	-2	-7
Germany	31%	=	-1
Colombia	31%	+3	+4
South Africa	30%	+5	-3
Chile	30%	+1	+9
Italy	30%	+3	+1
Netherlands	29%	+1	+3
Japan	28%	=	-5
Belgium	28%	+1	-1
Peru	28%	=	-2
France	26%	-1	-1
Ireland	25%	-3	-2
Mexico	25%	-6	+1
Australia	25%	=	+1
Sweden	24%	+2	=
South Korea	24%	+1	-1
Great Britain	24%	=	=
Malaysia	23%	-3	-3
Spain	23%	-2	+1
Canada	23%	-5	+1
India	22%	-7	+3
Israel	22%	+4	-1
US	20%	-2	-2
Singapore	20%	+2	+3
Poland	15%	-2	-5

5. Financial/political corruption

[Commentary]

Base: Representative sample of 24,025 adults aged 16-74 in 30 participating countries, October 23rd 2026 - November 6th 2026.

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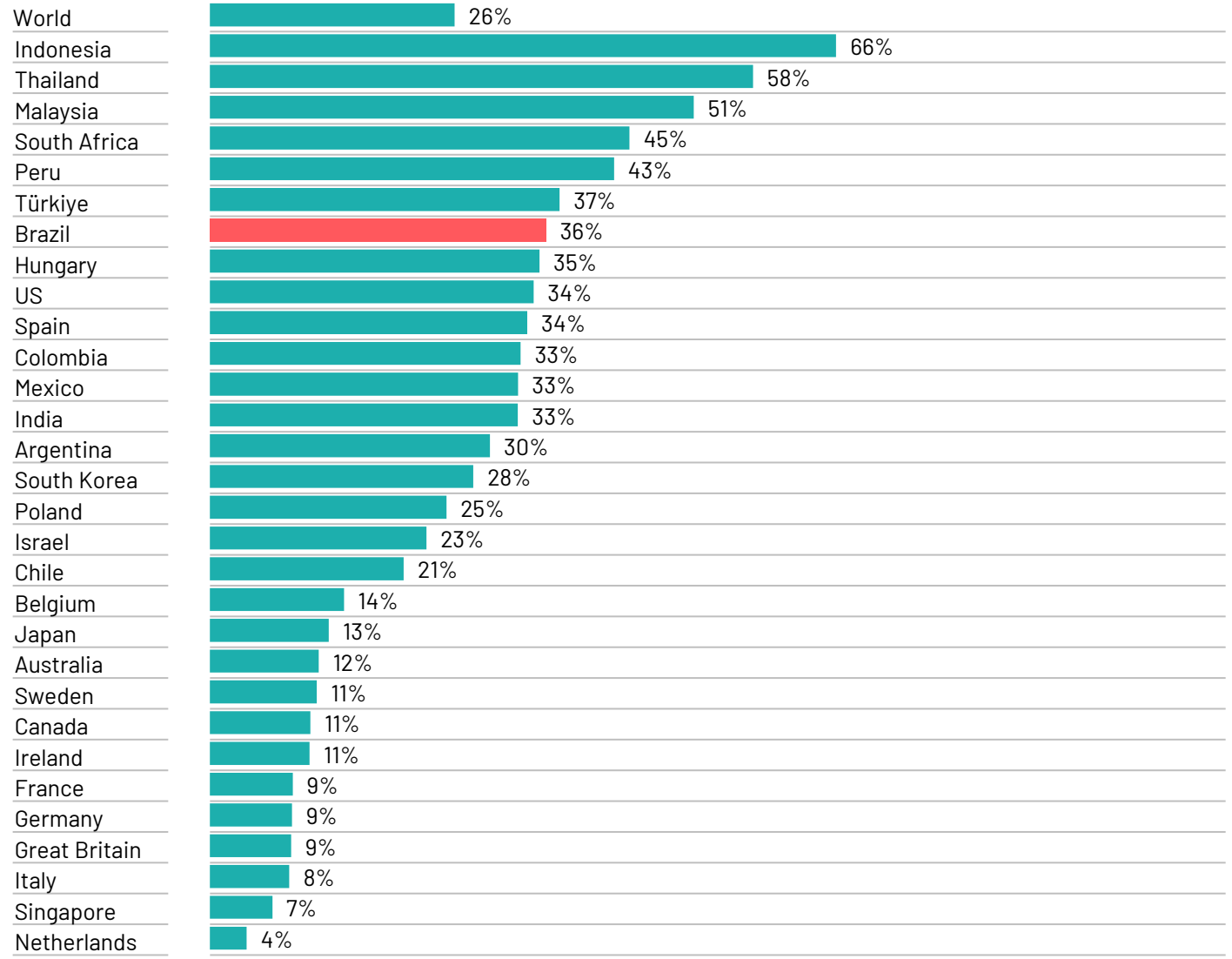

Country		Change from last month	12-month change
World	26%	-1	-1
Indonesia	66%	-5	+1
Thailand	58%	+7	+9
Malaysia	51%	-2	+12
South Africa	45%	-4	-9
Peru	43%	-8	-15
Türkiye	37%	-4	+9
Brazil	36%	-2	+2
Hungary	35%	-4	-17
US	34%	+1	+6
Spain	34%	+2	-1
Colombia	33%	+3	-1
Mexico	33%	+2	-3
India	33%	-2	+12
Argentina	30%	=	+1
South Korea	28%	+2	-2
Poland	25%	+1	-6
Israel	23%	+2	-15
Chile	21%	-2	-8
Belgium	14%	+1	+1
Japan	13%	=	-1
Australia	12%	-2	+2
Sweden	11%	-4	+3
Canada	11%	=	+1
Ireland	11%	+4	+1
France	9%	=	-5
Germany	9%	-1	+1
Great Britain	9%	-1	-3
Italy	8%	-1	-3
Singapore	7%	+2	=
Netherlands	4%	=	+1

6. Health care

[Commentary]

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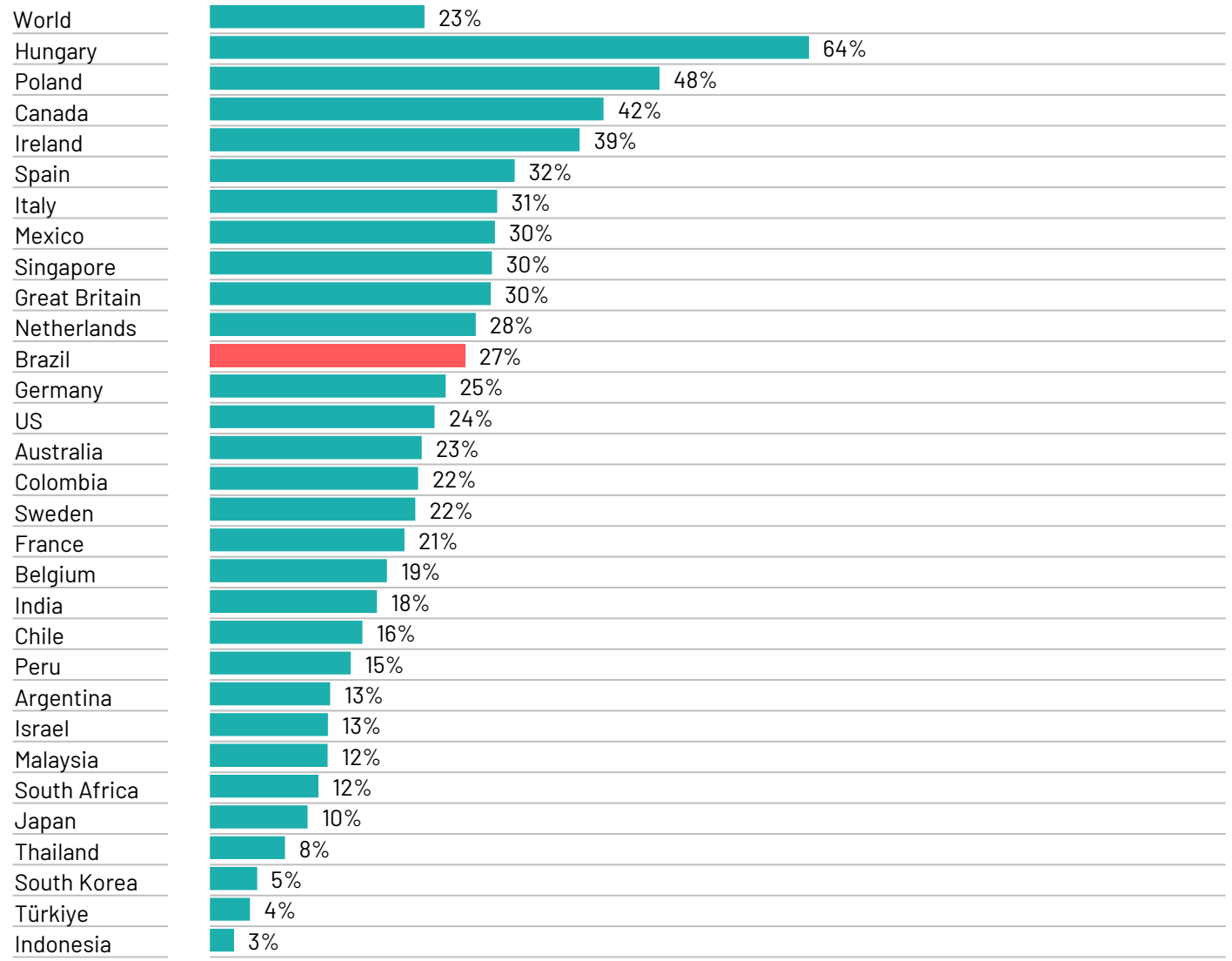

Country		Change from last month	12-month change
World	23%	+1	=
Hungary	64%	+3	+2
Poland	48%	+2	+12
Canada	42%	+5	+3
Ireland	39%	=	-2
Spain	32%	+3	=
Italy	31%	+2	-7
Mexico	30%	+7	+12
Singapore	30%	+1	-5
Great Britain	30%	+1	-3
Netherlands	28%	+4	-3
Brazil	27%	-4	-9
Germany	25%	+2	+5
US	24%	-2	-5
Australia	23%	-1	-4
Colombia	22%	=	-4
Sweden	22%	-1	+3
France	21%	=	-5
Belgium	19%	-1	-3
India	18%	+4	+7
Chile	16%	+2	-3
Peru	15%	-3	+4
Argentina	13%	-1	-2
Israel	13%	+4	+4
Malaysia	12%	=	+1
South Africa	12%	=	-1
Japan	10%	=	-4
Thailand	8%	=	+1
South Korea	5%	-1	-1
Türkiye	4%	-1	-3
Indonesia	3%	-2	-3

7. Taxes

[Commentary]

Base: Representative sample of 24,025 adults aged 16-74 in 30 participating countries, October 23rd 2026 - November 6th 2026.

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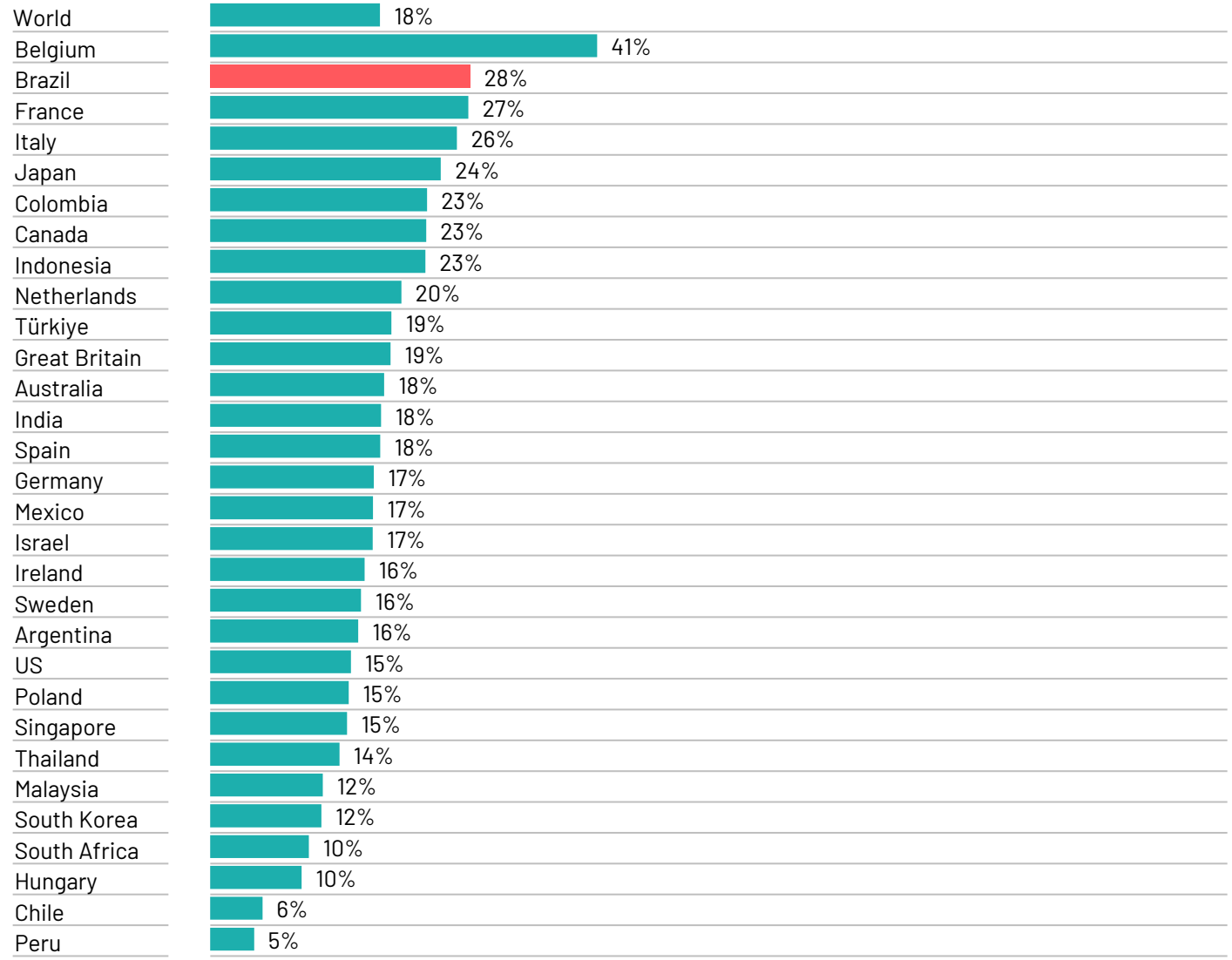

Country		Change from last month	12-month change
World	18%	=	=
Belgium	41%	+4	+5
Brazil	28%	+2	+3
France	27%	+3	-5
Italy	26%	-4	+1
Japan	24%	-1	-5
Colombia	23%	+11	+4
Canada	23%	-6	-1
Indonesia	23%	+1	+7
Netherlands	20%	-4	+6
Türkiye	19%	+2	=
Great Britain	19%	-2	-2
Australia	18%	-3	-1
India	18%	-1	+2
Spain	18%	-2	-1
Germany	17%	=	+6
Mexico	17%	+1	-7
Israel	17%	=	-3
Ireland	16%	=	-2
Sweden	16%	-2	+6
Argentina	16%	+2	-3
US	15%	+1	-2
Poland	15%	-1	-5
Singapore	15%	-2	=
Thailand	14%	+5	+2
Malaysia	12%	-4	-6
South Korea	12%	-6	-4
South Africa	10%	+1	+1
Hungary	10%	+3	+4
Chile	6%	-1	-4
Peru	5%	+1	-1

8. Immigration control

[Commentary]

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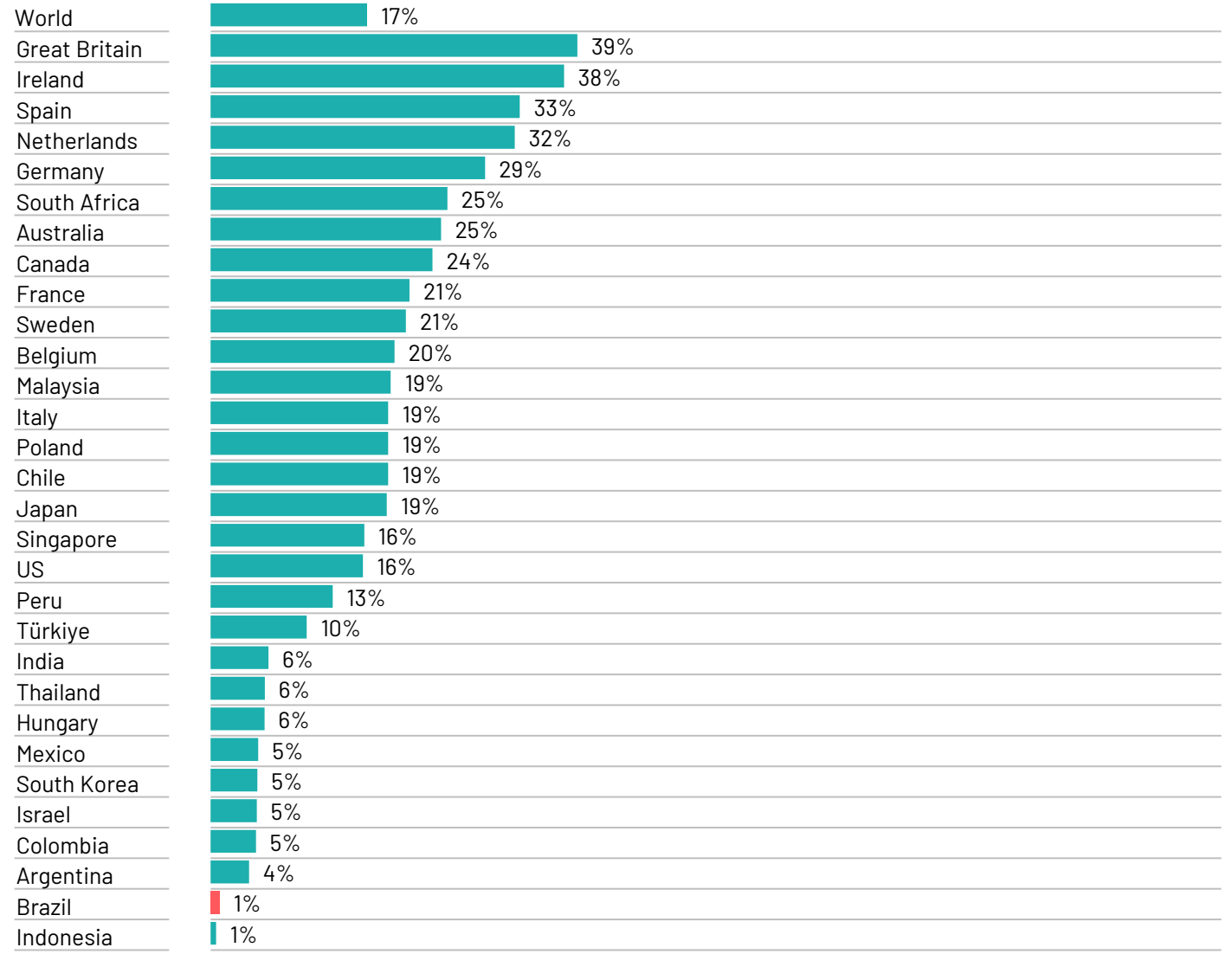

Country		Change from last month	12-month change
World	17%	=	-2
Great Britain	39%	-3	-4
Ireland	38%	=	-4
Spain	33%	-3	+7
Netherlands	32%	=	-7
Germany	29%	=	-8
South Africa	25%	+2	+9
Australia	25%	-2	-2
Canada	24%	-2	-6
France	21%	+2	-8
Sweden	21%	-2	+1
Belgium	20%	-2	-5
Malaysia	19%	-2	+11
Italy	19%	-1	+1
Poland	19%	-1	-2
Chile	19%	-1	-23
Japan	19%	-1	-6
Singapore	16%	-1	=
US	16%	-2	-3
Peru	13%	+1	-3
Türkiye	10%	-2	-9
India	6%	+1	-5
Thailand	6%	=	-1
Hungary	6%	=	+1
Mexico	5%	=	+1
South Korea	5%	+1	+2
Israel	5%	+1	-1
Colombia	5%	-2	-2
Argentina	4%	+2	-1
Brazil	1%	=	=
Indonesia	1%	=	=

9. Climate change

[Commentary]

Base: Representative sample of 24,025 adults aged 16-74 in 30 participating countries, October 23rd 2026 - November 6th 2026.

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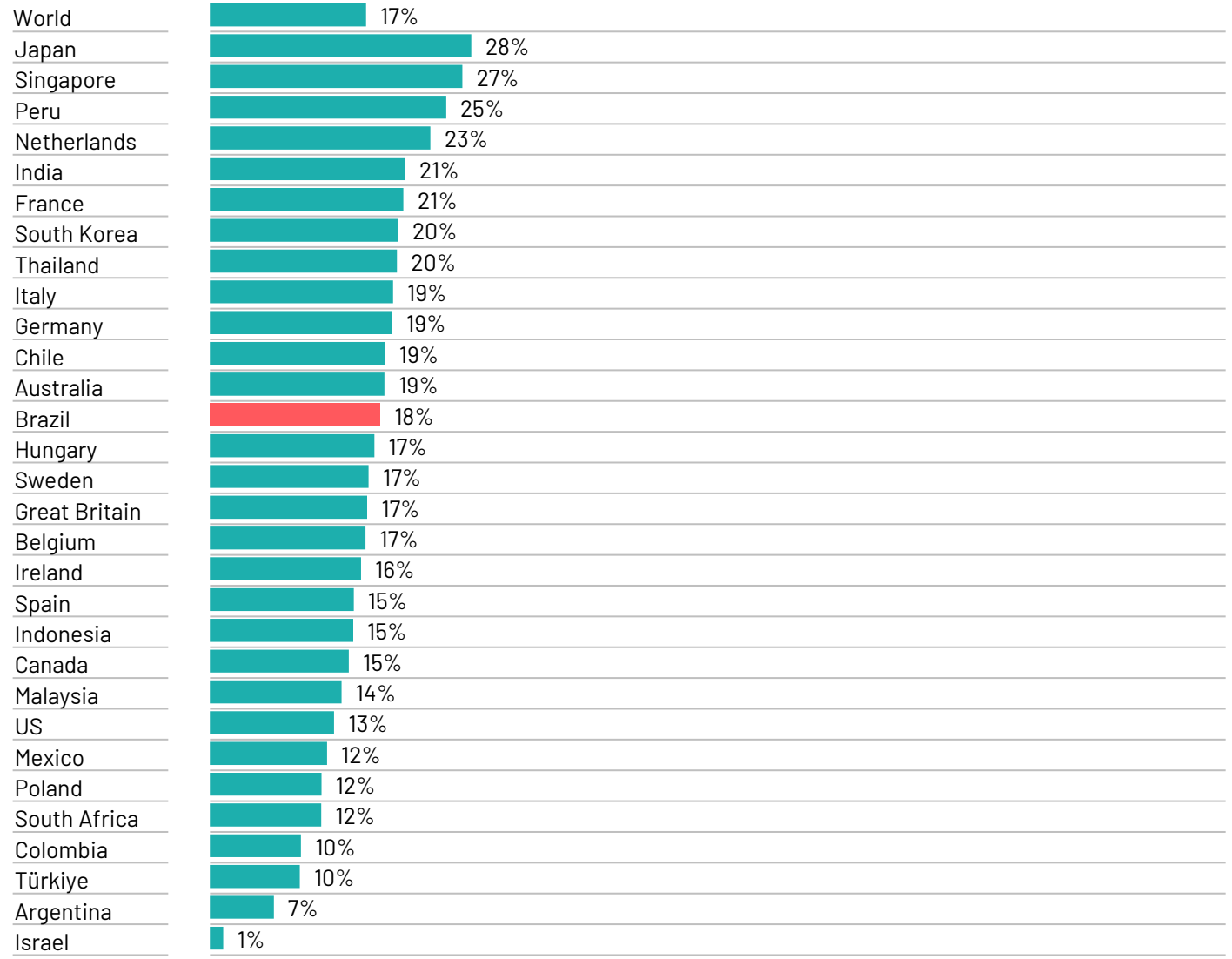

Country		Change from last month	12-month change
World	17%	=	+4
Japan	28%	-6	+2
Singapore	27%	=	+7
Peru	25%	+13	+20
Netherlands	23%	-4	+2
India	21%	+3	+8
France	21%	-4	+6
South Korea	20%	=	=
Thailand	20%	-10	+2
Italy	19%	-3	+5
Germany	19%	-2	+2
Chile	19%	+14	+16
Australia	19%	-1	-2
Brazil	18%	+1	+6
Hungary	17%	=	+11
Sweden	17%	-3	+1
Great Britain	17%	-1	+4
Belgium	17%	=	+4
Ireland	16%	-2	+4
Spain	15%	+2	-2
Indonesia	15%	+1	-3
Canada	15%	-2	-3
Malaysia	14%	+3	+5
US	13%	=	-1
Mexico	12%	-3	+3
Poland	12%	=	-1
South Africa	12%	+1	+5
Colombia	10%	-2	-3
Türkiye	10%	+2	-1
Argentina	7%	+2	+3
Israel	1%	-1	-1

10. Education

[Commentary]

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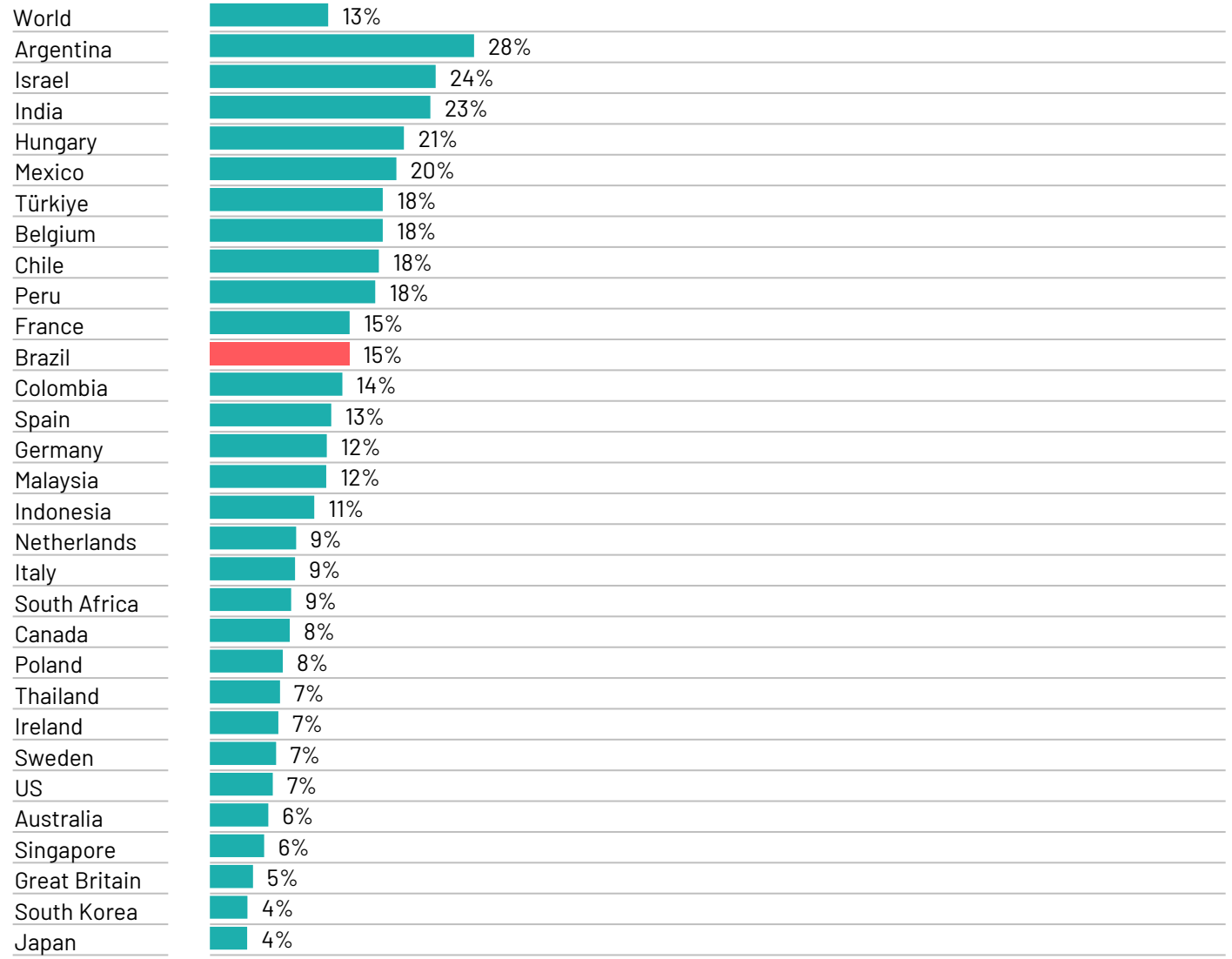

Country		Change from last month	12-month change
World	13%	=	=
Argentina	28%	=	=
Israel	24%	-4	+4
India	23%	=	+1
Hungary	21%	-1	+5
Mexico	20%	+1	+4
Türkiye	18%	-2	+1
Belgium	18%	=	+5
Chile	18%	-3	+1
Peru	18%	-3	-2
France	15%	-1	+6
Brazil	15%	-4	-7
Colombia	14%	-2	-4
Spain	13%	+2	+2
Germany	12%	+6	+4
Malaysia	12%	+1	-6
Indonesia	11%	+1	-1
Netherlands	9%	-1	-3
Italy	9%	+1	+1
South Africa	9%	-2	-4
Canada	8%	-1	-2
Poland	8%	=	=
Thailand	7%	-2	-1
Ireland	7%	=	+1
Sweden	7%	-1	-2
US	7%	-1	-1
Australia	6%	-1	-3
Singapore	6%	+1	-3
Great Britain	5%	-1	-3
South Korea	4%	-1	-1
Japan	4%	-2	-3

11. Military conflict between nations

[Commentary]

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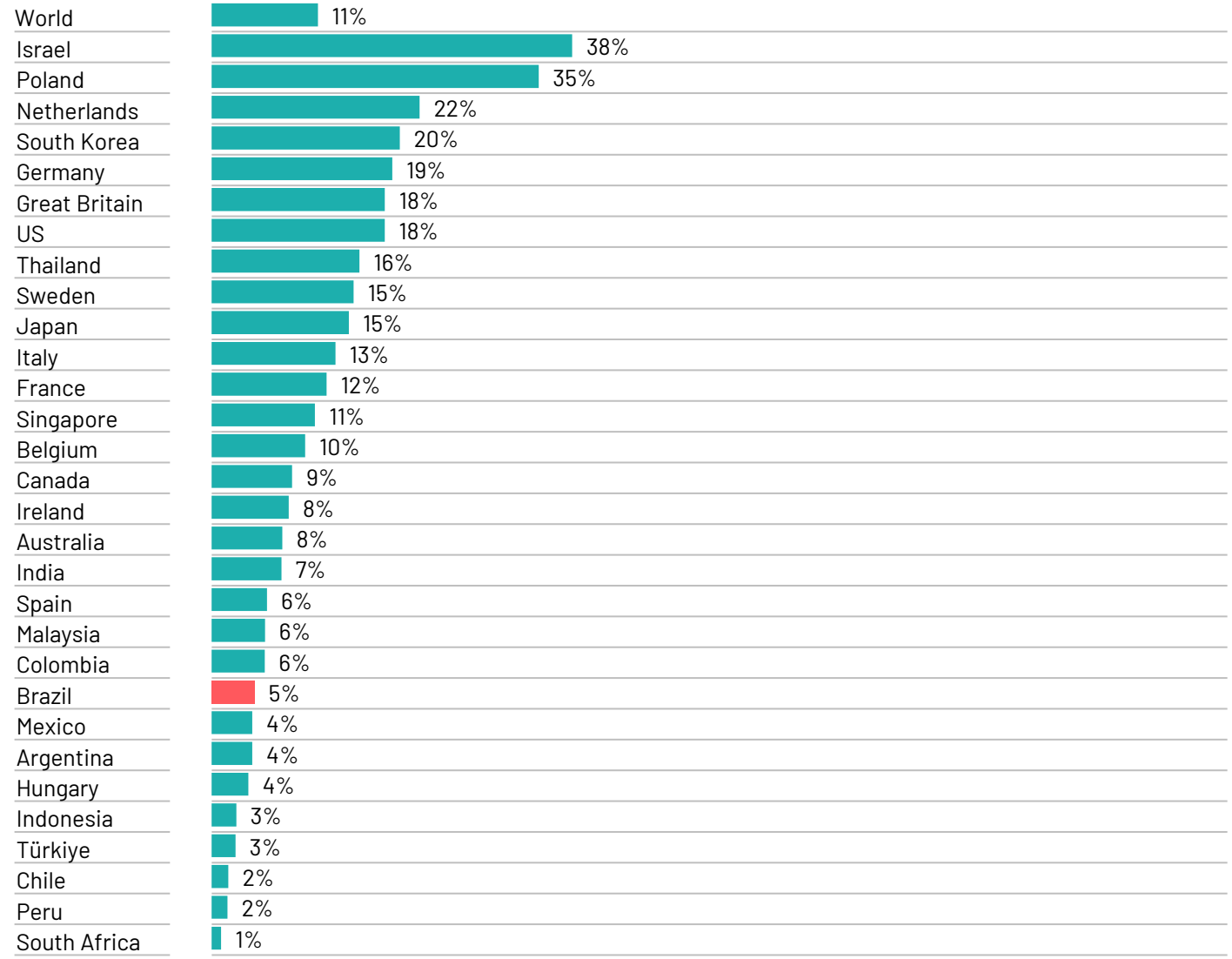


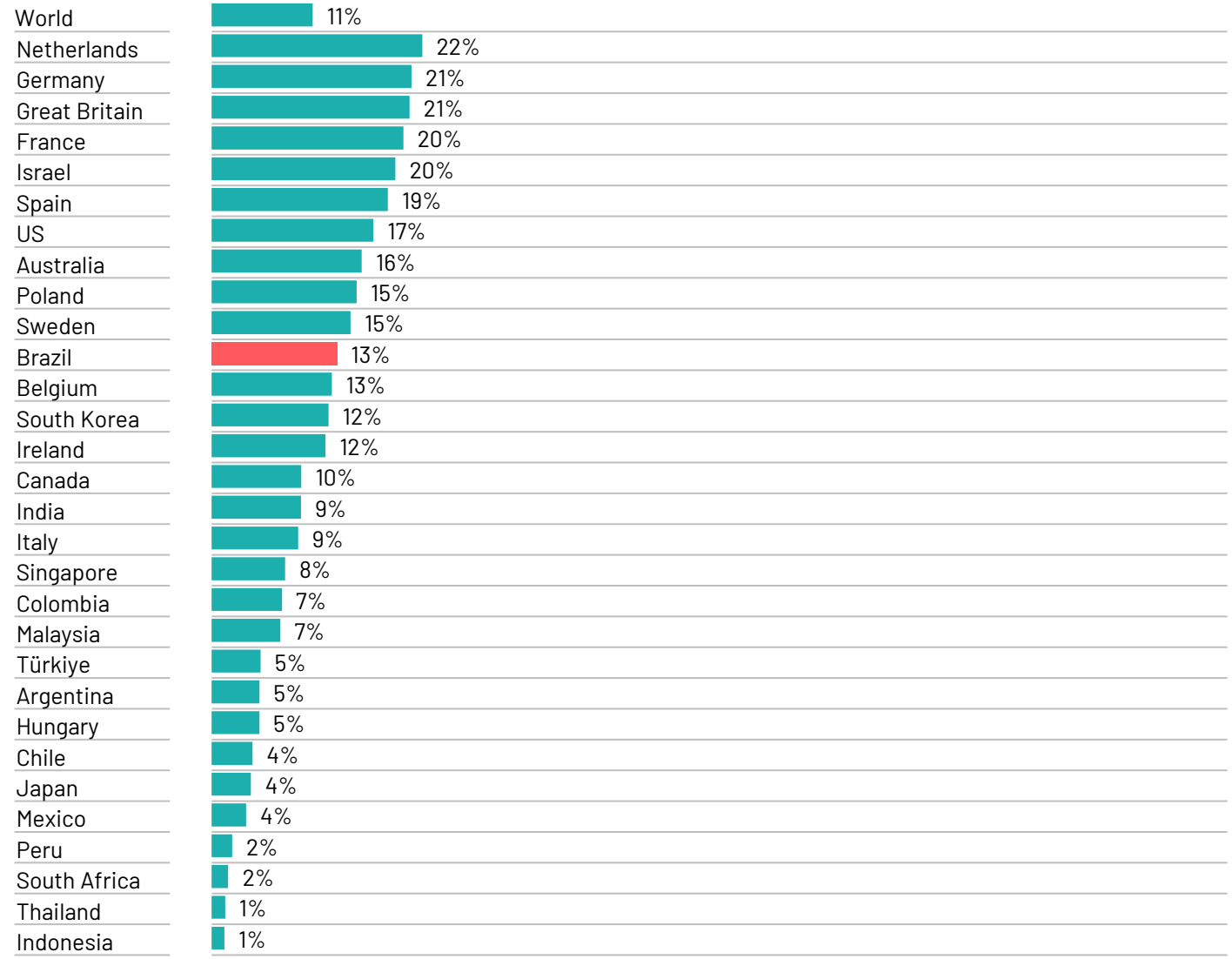
Country		Change from last month	12-month change
World	11%	-1	=
Israel	38%	+4	+8
Poland	35%	-6	-4
Netherlands	22%	+2	+4
South Korea	20%	-1	+9
Germany	19%	-3	-6
Great Britain	18%	+1	+9
US	18%	-4	+10
Thailand	16%	+4	-13
Sweden	15%	+3	-2
Japan	15%	-1	+5
Italy	13%	-1	-2
France	12%	-4	=
Singapore	11%	+2	+5
Belgium	10%	-2	-4
Canada	9%	+1	+3
Ireland	8%	-1	+3
Australia	8%	-1	=
India	7%	+1	-4
Spain	6%	-2	-2
Malaysia	6%	=	=
Colombia	6%	=	-3
Brazil	5%	+1	+3
Mexico	4%	-1	-1
Argentina	4%	+2	+3
Hungary	4%	=	-4
Indonesia	3%	+1	=
Türkiye	3%	=	=
Chile	2%	-1	+1
Peru	2%	=	=
South Africa	1%	=	-1

12. Rise of extremism

[Commentary]

Base: Representative sample of 24,025 adults aged 16-74 in 30 participating countries, October 23rd 2026 - November 6th 2026.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Nov 26



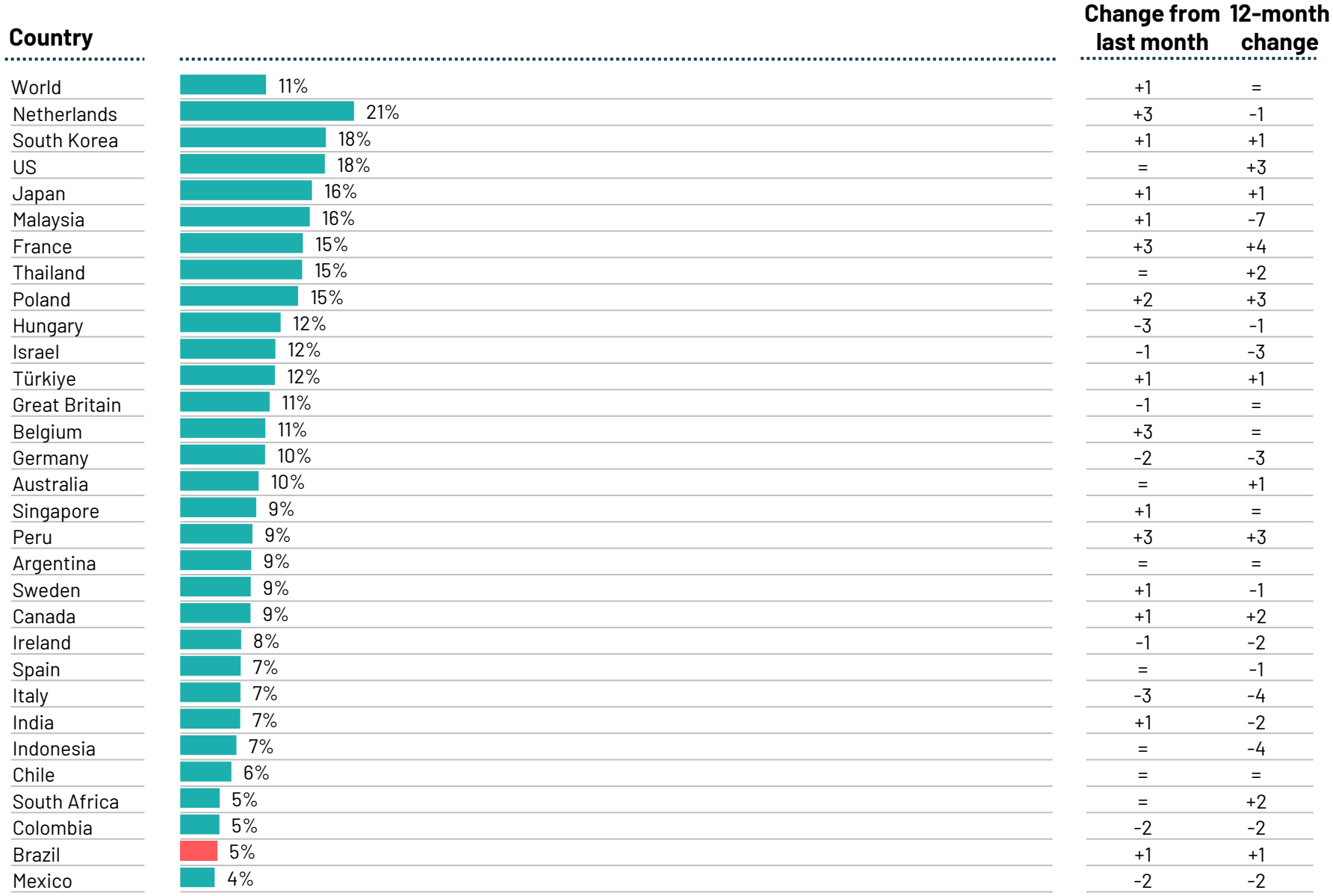
Country		Change from last month	12-month change
World	11%	+1	=
Netherlands	22%	-3	-3
Germany	21%	=	+4
Great Britain	21%	+3	-3
France	20%	+1	+7
Israel	20%	+2	+3
Spain	19%	+3	+3
US	17%	-1	-4
Australia	16%	+3	+1
Poland	15%	=	+2
Sweden	15%	+1	+1
Brazil	13%	+4	+4
Belgium	13%	=	-1
South Korea	12%	-1	-4
Ireland	12%	-3	-6
Canada	10%	+1	+1
India	9%	+2	-2
Italy	9%	+1	=
Singapore	8%	=	+2
Colombia	7%	+1	+3
Malaysia	7%	-1	-3
Türkiye	5%	+1	=
Argentina	5%	+3	+2
Hungary	5%	-1	-2
Chile	4%	-3	-2
Japan	4%	-1	-2
Mexico	4%	+1	+1
Peru	2%	=	-2
South Africa	2%	+1	+1
Thailand	1%	-1	-1
Indonesia	1%	-1	-1

13. Moral decline

[Commentary]

Base: Representative sample of 24,025 adults aged 16-74 in 30 participating countries, October 23rd 2026 - November 6th 2026.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Nov 26

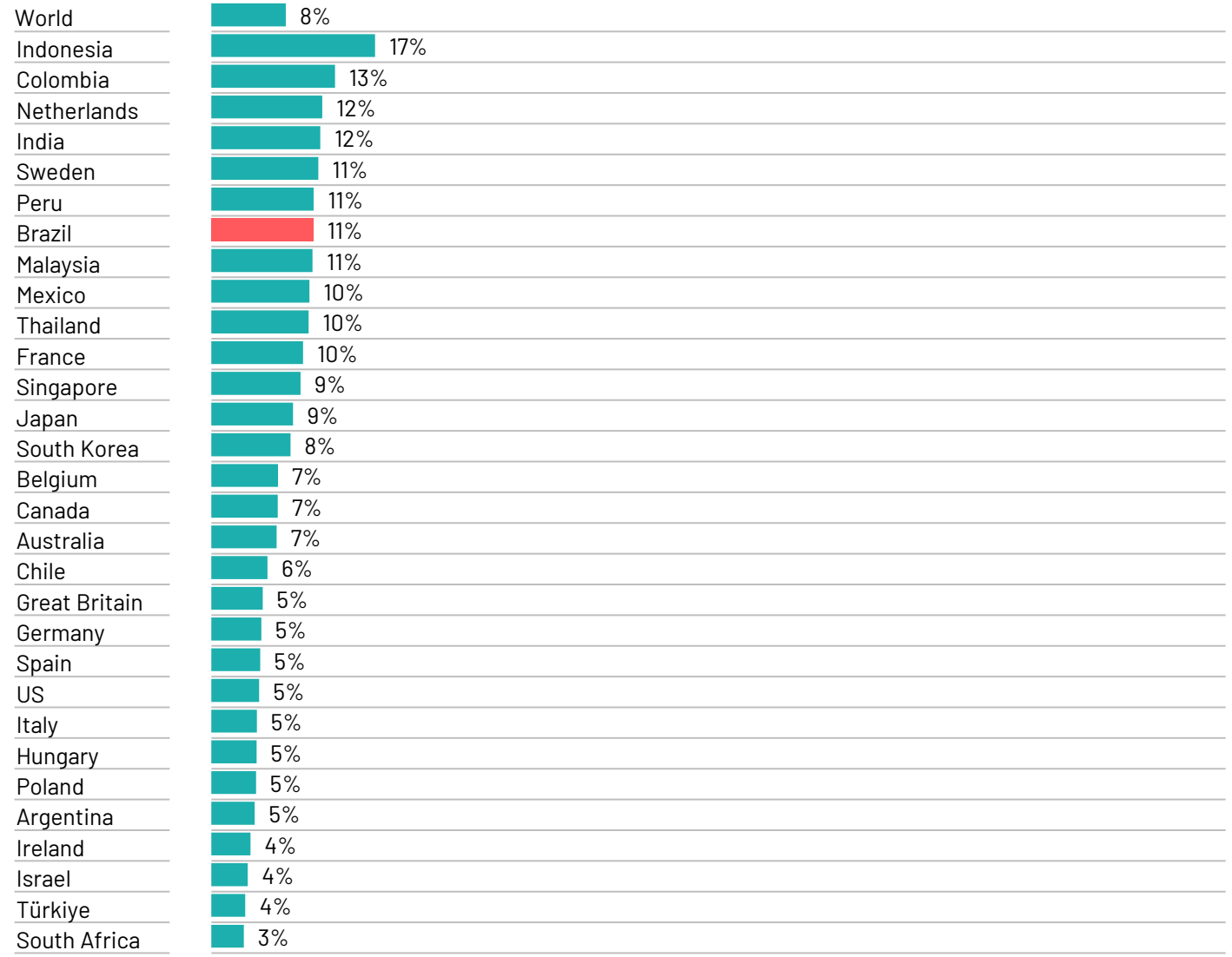


14. Threats against the environment

[Commentary]

Base: Representative sample of 24,025 adults aged 16-74 in 30 participating countries, October 23rd 2026 - November 6th 2026.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Nov 26



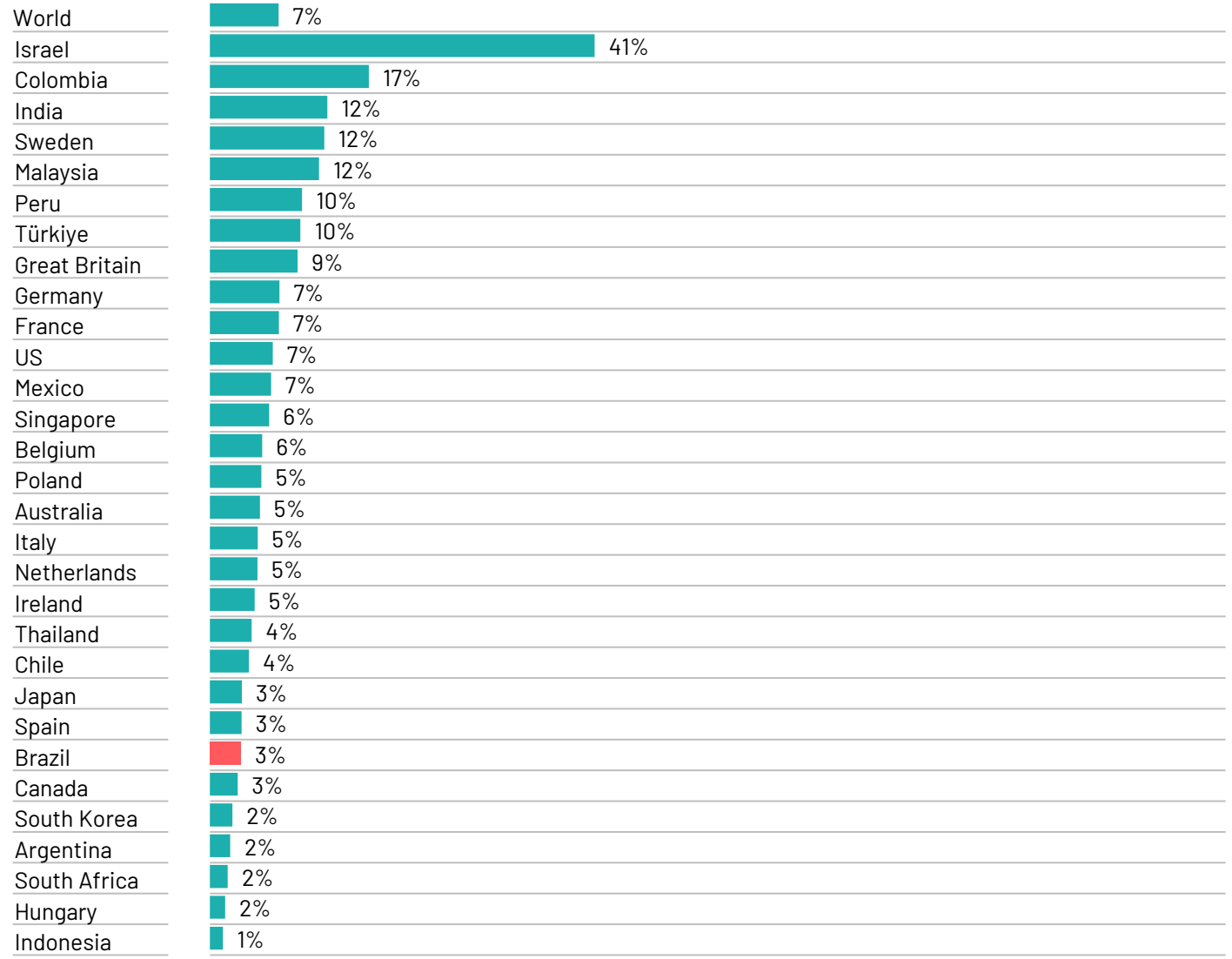
Country		Change from last month	12-month change
World	8%	=	+1
Indonesia	17%	+8	+10
Colombia	13%	-10	+5
Netherlands	12%	+3	=
India	12%	+1	-1
Sweden	11%	+1	-2
Peru	11%	+4	+5
Brazil	11%	=	+2
Malaysia	11%	+2	+3
Mexico	10%	-1	+2
Thailand	10%	-3	=
France	10%	+1	+1
Singapore	9%	+1	+1
Japan	9%	-1	+1
South Korea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

15. Terrorism

[Commentary]

Base: Representative sample of 24,025 adults aged 16-74 in 30 participating countries, October 23rd 2026 - November 6th 2026.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Nov 26



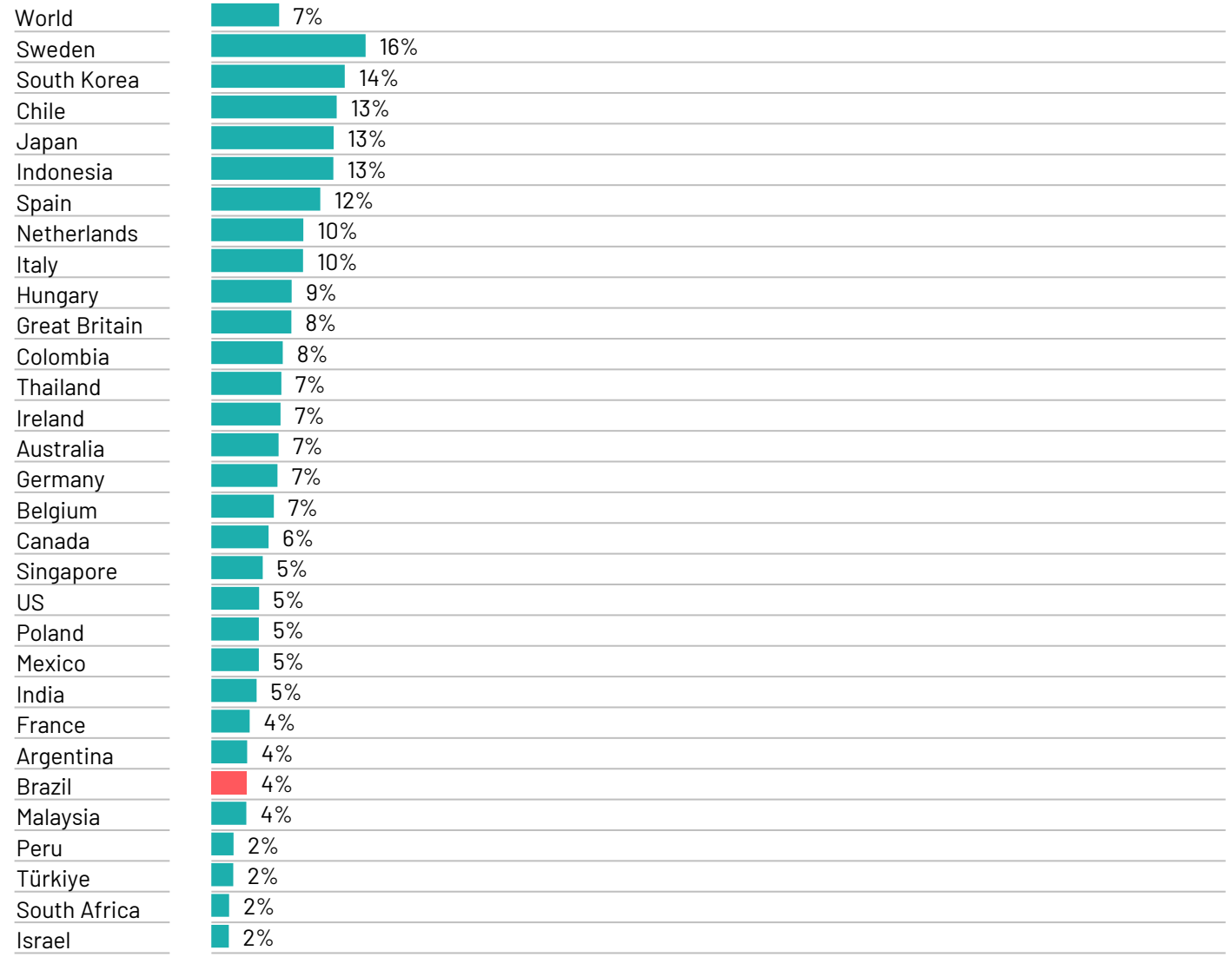
Country		Change from last month	12-month change
World	7%	-1	-1
Israel	41%	-5	-2
Colombia	17%	-4	-1
India	12%	-3	-4
Sweden	12%	+5	+4
Malaysia	12%	+3	+2
Peru	10%	-3	-6
Türkiye	10%	-1	-3
Great Britain	9%	+2	+1
Germany	7%	-1	-3
France	7%	+1	-2
US	7%	-1	=
Mexico	7%	-1	-1
Singapore	6%	-1	+1
Belgium	6%	-2	-2
Poland	5%	-1	+2
Australia	5%	-1	=
Italy	5%	+2	+1
Netherlands	5%	-2	=
Ireland	5%	=	=
Thailand	4%	-5	-3
Chile	4%	=	-1
Japan	3%	+1	=
Spain	3%	=	-1
Brazil	3%	=	-2
Canada	3%	=	+1
South Korea	2%	=	-1
Argentina	2%	-1	-1
South Africa	2%	=	+1
Hungary	2%	+1	+1
Indonesia	1%	-3	-3

16. Maintaining social programmes

[Commentary]

Base: Representative sample of 24,025 adults aged 16-74 in 30 participating countries, October 23rd 2026 - November 6th 2026.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Nov 26



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

17. Access to credit

[Commentary]

Base: Representative sample of 24,025 adults aged 16-74 in 30 participating countries, October 23rd 2026 - November 6th 2026.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Nov 26

Country		Change from last month	12-month change
World	2%	=	=
Japan	14%	+11	+13
Argentina	5%	=	+3
Peru	3%	=	=
Malaysia	3%	+1	+1
Singapore	3%	+2	+1
Ireland	3%	+1	+1
US	3%	+2	+2
Poland	3%	+2	=
South Korea	3%	+1	+1
Chile	2%	+1	=
Belgium	2%	=	-1
Brazil	2%	=	+1
Türkiye	2%	-1	=
Thailand	2%	+1	=
Colombia	2%	+1	=
India	2%	+1	-7
Sweden	2%	+1	+1
Spain	2%	=	=
Canada	2%	+1	=
Italy	2%	=	=
Hungary	2%	-1	+1
Israel	2%	=	=
Netherlands	1%	+1	+1
Australia	1%	=	-1
Mexico	1%	-2	-1
France	1%	=	=
Germany	1%	=	=
Indonesia	1%	=	=
Great Britain	1%	=	+1
South Africa	1%	=	=

18. Coronavirus (Covid-19)

[Commentary]

Base: Representative sample of 24,025 adults aged 16-74 in 30 participating countries, October 23rd 2026 - November 6th 2026.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Nov 26

Country		Change from last month	12-month change
World	2%	=	=
Malaysia	6%	+1	-1
Thailand	5%	-2	+1
India	4%	=	-6
Türkiye	4%	+1	=
South Korea	3%	+2	+1
Belgium	2%	+1	=
Ireland	2%	=	=
Peru	2%	+1	+1
Indonesia	2%	=	-1
Singapore	2%	-2	-2
Mexico	2%	=	=
Japan	2%	=	-1
Sweden	1%	=	=
Israel	1%	+1	-1
Canada	1%	=	-1
Australia	1%	=	-1
US	1%	=	-1
Hungary	1%	+1	=
South Africa	1%	=	=
Brazil	1%	=	-1
Germany	1%	=	=
Spain	1%	=	=
Netherlands	1%	=	=
Italy	1%	=	=
Great Britain	1%	=	=
France	1%	+1	=
Chile	0%	-1	=
Colombia	0%	-1	-1
Poland	0%	-1	-1
Argentina	0%	-1	-2

Methodology

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform, between October 23rd 2026 and November 6th 2026. For this survey, Ipsos interviewed a total of 500 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Israel, Malaysia, South Africa, Türkiye, and the United States (US), 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 1,000 individuals each in Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, India, Italy, Japan, the Netherlands, Spain, and the US, and 500 individuals each in Argentina, Chile, Colombia, Hungary, Indonesia, Ireland, Israel, Malaysia, Mexico, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Türkiye.

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 considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, India, Indonesia, Ireland, Israel, 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 countries should be viewed as reflecting the views of the more "connected" segment of their population.

The data is weighted so that the composition of each country's sample best reflects the demographic profile of the adult population according to the most recent census data. "The Global Country Average" reflects the average result for all the countries and markets in which the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

When percentages do not sum up to 100 or the 'difference' appears to be +/-1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of "don't know" or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.

