

# MONITOR GLOBAL DE SERVICIOS DE SALUD 2023

Una encuesta Ipsos en 31 países

Septiembre 2023

GAME CHANGERS



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# INTRODUCCIÓN

**Bienvenido a la quinta edición del Monitor Global de Servicios de Salud de Ipsos, una encuesta que abarca 31 países y mercados de todo el mundo.**

Basándonos en datos de tendencias de cinco años, podemos investigar los cambios en las mayores preocupaciones sanitarias, cómo perciben los ciudadanos la calidad de los sistemas sanitarios de sus países y los mayores retos a los que se enfrentan los proveedores de asistencia sanitaria en todo el mundo.

Además, este año también ofrecemos desgloses por sexo y generación, así como el análisis por países.

Las tablas de datos completas están disponibles previa solicitud.

Las ediciones anteriores pueden consultarse aquí:

- [2018 Global Views on Healthcare](#)
- [2020 Ipsos Global Health Service Monitor](#)
- [2021 Ipsos Global Health Service Monitor](#)
- [2022 Ipsos Global Health Service Monitor](#)



# PROBLEMAS DE SALUD





# LOS TITULARES



## Problemas de salud

**La salud mental es vista como el principal problema de salud**

En promedio de 31 países, la salud mental es el principal problema sanitario. Desde el inicio de esta encuesta en 2018, la salud mental ha aumentado 17 puntos porcentuales, con más de dos quintas partes preocupadas por este problema.

Además, el estrés como problema va en aumento (30%). Ahora ocupa el tercer lugar en nuestra lista, por detrás del cáncer (40%). Mientras que a nivel global el número de personas que ven el cáncer como un gran problema de salud ha disminuido desde 2018.

En LATAM vemos la misma tendencia, aunque la Obesidad se considera el tercer problema, antes que el Stress.

## Diferencias por países

**Suecia y Chile son los países más preocupados por la salud mental**

En Suecia y Chile, dos tercios consideran que la salud mental es uno de los mayores problemas sanitarios a los que se enfrenta su país. Canadá, España y Australia completan el top cinco.

En cuanto a los demás problemas de salud, India es el país más preocupado por el cáncer (59%), mientras que Corea del Sur tiene los mayores niveles de preocupación por el estrés (44%).

En México, seis de cada diez (62%) dicen que la obesidad es un gran problema, mientras que Chile está segundo con 49%. Estos 2 países encabezan el ranking mundial en la preocupación sobre el tema. En México la diabetes preocupa al mismo nivel que la Obesidad.

## Hombres vs mujeres

**Las mujeres están mucho más preocupadas por la salud mental**

En cuanto a la salud mental, vemos que en general los hombres están significativamente menos preocupados por la salud mental en su país que las mujeres (38% frente a 50%).

Y vemos un patrón similar para el cáncer y el estrés. El 42% de las mujeres afirma estar preocupada por el cáncer, frente al 37% de los hombres; el 33% de las mujeres valora el estrés, mientras que el 27% de los hombres afirma que es un problema.

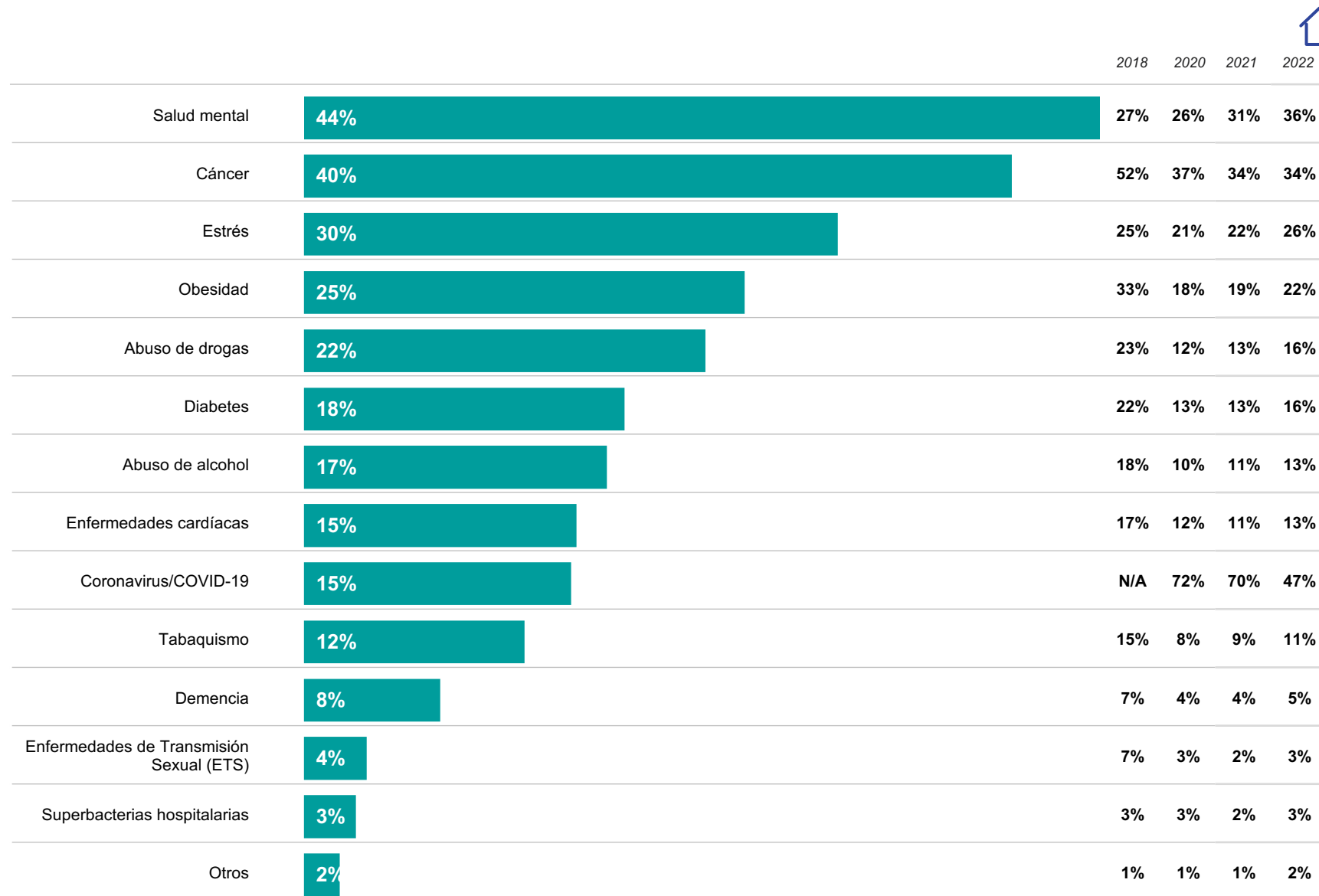


## Problemas de salud: Resumen global

P: En términos generales, ¿cuáles son, en su opinión, los principales problemas de salud a los que se enfrenta la población de su país?



[Clic aquí para el detalle generacional](#)



Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. 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. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey 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 “Global Country Average” reflects the average result for all the countries where the survey was conducted.



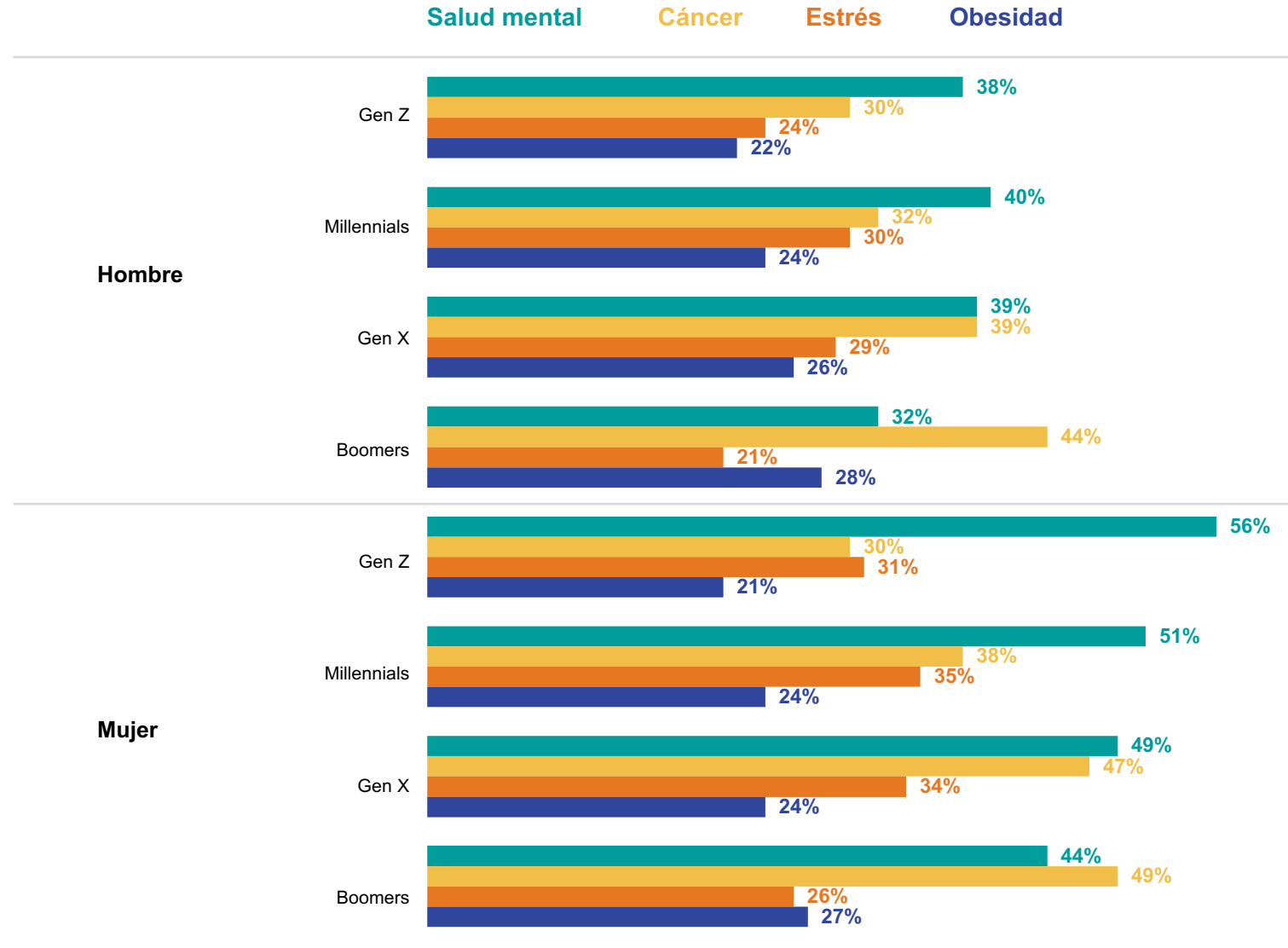


## Problemas de salud Resumen global

P: En términos generales, ¿cuáles son, en su opinión, los principales problemas de salud a los que se enfrenta la población de su país?



[Clic aquí para ver las cifras promedio de hombres y mujeres.](#)



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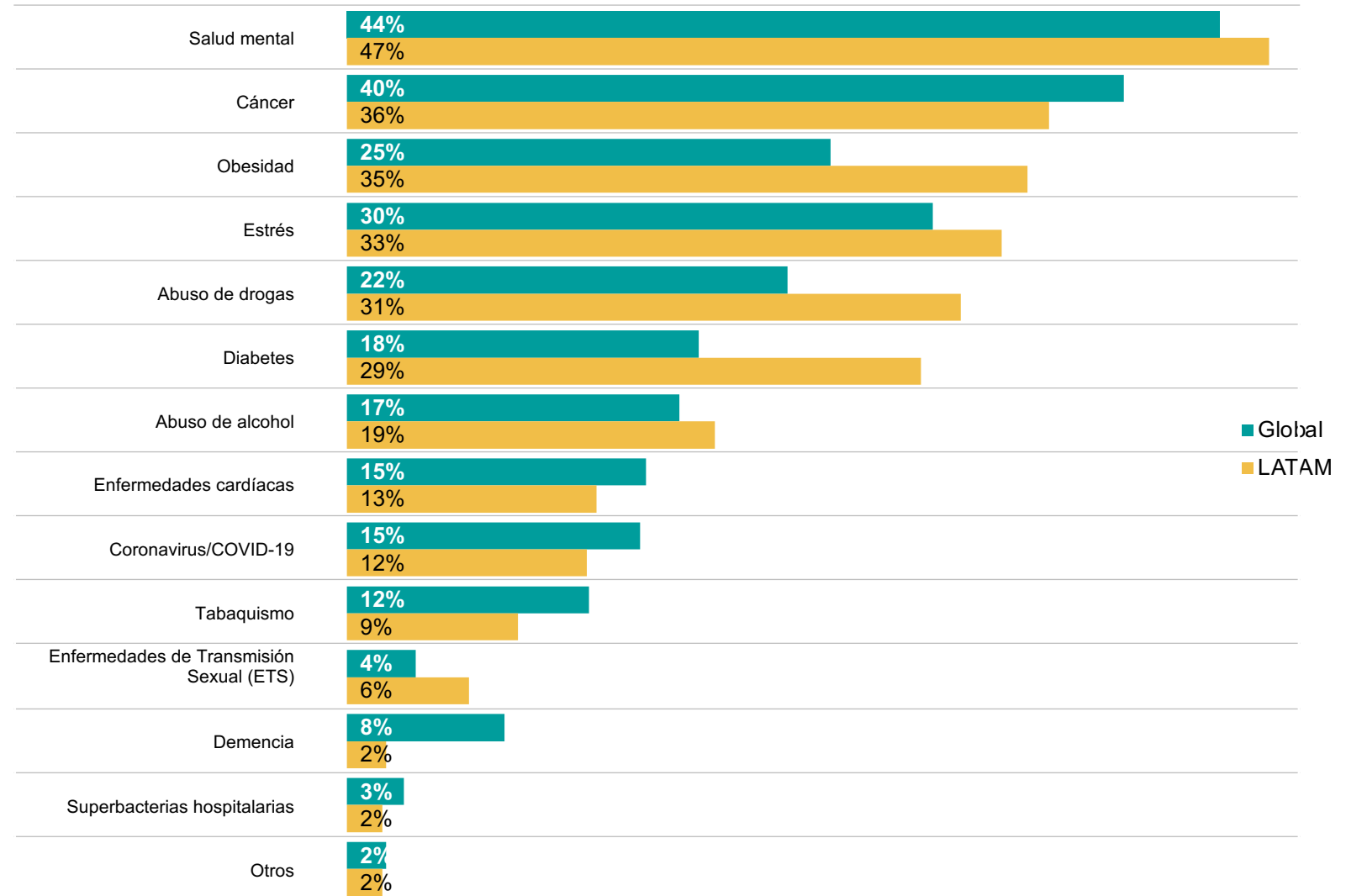




## Problemas de salud: LATAM

**P: En términos generales, ¿cuáles son, en su opinión, los principales problemas de salud a los que se enfrenta la población de su país?**

*Las prioridades en relación a problemas de Salud identificados en LATAM son similares a los globales. Sin embargo, Obesidad toma mayor relevancia en la región.*



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## Salud mental

P: En términos generales, ¿cuáles son, en su opinión, los principales problemas de salud a los que se enfrenta la población de su país?

Todos los países

47%  
LATAM

### % respondiendo “salud mental”

		2018	2020	2021	2022
Global country average	44%	27%	26%	31%	36%
Sweden	67%	59%	59%	63%	63%
Chile	66%	26%	50%	59%	62%
Canada	61%	49%	42%	43%	46%
Spain	61%	23%	16%	35%	51%
Australia	60%	50%	47%	47%	44%
New Zealand	59%	N/A	N/A	N/A	N/A
Ireland	58%	N/A	N/A	N/A	58%
United States	53%	44%	33%	35%	51%
Great Britain	53%	50%	43%	40%	43%
Brazil	52%	18%	27%	40%	49%
Germany	52%	37%	26%	32%	31%
Colombia	51%	17%	N/A	42%	46%
Switzerland	48%	N/A	N/A	28%	48%
Argentina	47%	15%	25%	28%	37%
Singapore	46%	N/A	N/A	N/A	N/A
Netherlands	45%	N/A	27%	33%	33%
Peru	45%	41%	36%	37%	39%
South Korea	44%	48%	27%	27%	35%
Poland	41%	19%	23%	30%	33%
Malaysia	41%	16%	22%	33%	31%
South Africa	39%	16%	22%	27%	37%
Indonesia	38%	N/A	N/A	N/A	32%
Belgium	37%	23%	22%	35%	33%
France	35%	10%	10%	12%	20%
Thailand	35%	N/A	N/A	N/A	29%
Italy	32%	18%	10%	19%	28%
Turkey	32%	17%	25%	19%	27%
Hungary	24%	14%	12%	18%	23%
Mexico	21%	6%	8%	11%	15%
India	19%	18%	27%	25%	30%
Japan	18%	24%	14%	9%	15%

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## Cáncer

P: En términos generales, ¿cuáles son, en su opinión, los principales problemas de salud a los que se enfrenta la población de su país?

Todos los países

36%  
LATAM

### % respondiendo "cáncer"

		2018	2020	2021	2022
Global country average	40%	52%	37%	34%	34%
India	59%	38%	20%	18%	21%
France	57%	69%	51%	45%	46%
Italy	57%	75%	53%	53%	53%
Belgium	57%	60%	63%	55%	59%
Spain	53%	68%	49%	53%	49%
Netherlands	53%	N/A	48%	43%	40%
Ireland	50%	N/A	N/A	N/A	44%
Poland	49%	68%	59%	53%	47%
Great Britain	47%	50%	46%	41%	41%
Peru	46%	53%	41%	36%	43%
Turkey	44%	61%	41%	37%	44%
Japan	42%	59%	30%	22%	26%
Colombia	41%	50%	N/A	31%	34%
Hungary	40%	56%	38%	41%	43%
Canada	38%	58%	35%	26%	30%
Switzerland	38%	N/A	N/A	29%	32%
Chile	38%	38%	33%	34%	33%
Singapore	38%	N/A	N/A	N/A	N/A
Brazil	38%	57%	27%	31%	29%
Germany	37%	45%	30%	25%	26%
New Zealand	35%	N/A	N/A	N/A	N/A
Sweden	34%	36%	39%	36%	35%
Australia	31%	39%	30%	24%	23%
United States	29%	42%	26%	22%	29%
Mexico	29%	38%	29%	30%	27%
Thailand	27%	N/A	N/A	N/A	19%
South Korea	26%	37%	19%	21%	21%
Argentina	24%	37%	31%	27%	25%
South Africa	24%	44%	24%	23%	20%
Malaysia	24%	35%	18%	16%	18%
Indonesia	22%	N/A	N/A	N/A	16%

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## Estrés

P: En términos generales, ¿cuáles son, en su opinión, los principales problemas de salud a los que se enfrenta la población de su país?

Todos los países

34%  
LATAM

### % respondiendo "estrés"

		2018	2020	2021	2022
Global country average	30%	25%	21%	22%	26%
South Korea	44%	48%	35%	33%	35%
Turkey	40%	31%	31%	28%	34%
Argentina	39%	34%	29%	34%	39%
Switzerland	39%	N/A	N/A	31%	39%
Colombia	38%	35%	N/A	30%	34%
Sweden	38%	39%	33%	28%	35%
Japan	37%	37%	33%	28%	31%
Poland	37%	25%	30%	26%	29%
Thailand	37%	N/A	N/A	N/A	27%
France	36%	33%	23%	23%	28%
Singapore	35%	N/A	N/A	N/A	N/A
Peru	35%	29%	26%	35%	35%
Belgium	34%	31%	26%	30%	31%
Spain	33%	25%	18%	19%	28%
Hungary	33%	32%	25%	23%	27%
Chile	33%	23%	25%	27%	30%
Italy	31%	26%	18%	21%	29%
Brazil	29%	19%	18%	22%	27%
Germany	29%	24%	17%	16%	14%
Indonesia	28%	N/A	N/A	N/A	22%
Mexico	27%	18%	19%	15%	23%
Netherlands	26%	N/A	19%	18%	23%
South Africa	24%	17%	18%	17%	24%
Canada	22%	14%	13%	16%	14%
Australia	21%	9%	14%	12%	11%
Malaysia	21%	14%	17%	18%	18%
United States	18%	13%	15%	14%	17%
Ireland	18%	N/A	N/A	N/A	18%
New Zealand	17%	N/A	N/A	N/A	N/A
India	15%	26%	19%	20%	25%
Great Britain	15%	12%	9%	11%	14%

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## Obesidad

P: En términos generales, ¿cuáles son, en su opinión, los principales problemas de salud a los que se enfrenta la población de su país?

Todos los países

35%  
LATAM

### % respondiendo "obesidad"

		2018	2020	2021	2022
Global country average	25%	33%	18%	19%	22%
Mexico	62%	76%	52%	52%	55%
Chile	49%	59%	36%	43%	38%
Netherlands	36%	N/A	21%	28%	28%
Great Britain	34%	50%	27%	28%	29%
United States	30%	40%	25%	20%	23%
France	30%	33%	17%	20%	23%
Argentina	30%	31%	20%	21%	25%
Sweden	29%	30%	21%	23%	25%
Malaysia	29%	52%	20%	18%	27%
Spain	28%	43%	15%	22%	23%
Germany	27%	30%	14%	17%	18%
Belgium	27%	23%	22%	20%	24%
Peru	27%	28%	26%	21%	25%
Ireland	26%	N/A	N/A	N/A	23%
New Zealand	26%	N/A	N/A	N/A	N/A
Australia	24%	46%	22%	17%	19%
Hungary	24%	29%	14%	22%	22%
Poland	22%	34%	11%	18%	25%
Colombia	21%	23%	N/A	16%	20%
Canada	21%	31%	12%	12%	17%
Brazil	20%	24%	11%	13%	15%
Turkey	20%	44%	19%	22%	20%
Switzerland	19%	N/A	N/A	12%	16%
Italy	18%	24%	8%	9%	13%
South Korea	16%	20%	10%	11%	15%
Singapore	15%	N/A	N/A	N/A	N/A
India	14%	21%	7%	9%	10%
Indonesia	13%	N/A	N/A	N/A	6%
Thailand	12%	N/A	N/A	N/A	11%
South Africa	9%	21%	7%	7%	9%
Japan	7%	12%	4%	4%	5%

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# Coronavirus

P: En términos generales, ¿cuáles son, en su opinión, los principales problemas de salud a los que se enfrenta la población de su país?

Todos los países

12%  
LATAM

## % respondiendo "coronavirus"



2020 2021 2022

Country	2020	2021	2022
Global country average	72%	70%	47%
Japan	74%	85%	73%
Thailand	N/A	N/A	64%
Indonesia	N/A	N/A	63%
Malaysia	89%	93%	61%
India	81%	76%	47%
Brazil	82%	84%	62%
Singapore	N/A	N/A	N/A
South Korea	80%	75%	60%
Australia	65%	75%	62%
Peru	89%	90%	66%
Turkey	82%	78%	55%
United States	66%	68%	43%
New Zealand	N/A	N/A	N/A
Mexico	78%	85%	62%
South Africa	63%	83%	28%
Switzerland	N/A	65%	39%
Great Britain	76%	66%	40%
Spain	87%	74%	45%
France	72%	72%	49%
Netherlands	77%	66%	42%
Germany	66%	69%	57%
Canada	73%	70%	49%
Italy	73%	69%	47%
Belgium	67%	56%	34%
Colombia	N/A	73%	48%
Argentina	76%	71%	30%
Chile	71%	53%	39%
Poland	63%	46%	36%
Ireland	N/A	N/A	32%
Hungary	47%	33%	18%
Sweden	52%	49%	22%

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## Diabetes

P: En términos generales, ¿cuáles son, en su opinión, los principales problemas de salud a los que se enfrenta la población de su país?

Todos los países

29%  
LATAM

### % respondiendo "diabetes"

		2020	2021	2022
Global country average	18%	13%	13%	16%
Mexico	63%	50%	48%	50%
India	35%	21%	23%	29%
Peru	35%	23%	20%	24%
Indonesia	32%	NA	NA	24%
Malaysia	28%	20%	18%	22%
Singapore	27%	NA	22%	NA
Colombia	23%	NA	15%	18%
Chile	21%	18%	19%	19%
South Africa	18%	19%	16%	17%
Hungary	18%	12%	15%	17%
Thailand	18%	NA	NA	11%
Argentina	17%	15%	17%	19%
Poland	17%	8%	11%	13%
Brazil	17%	10%	8%	12%
France	16%	12%	9%	11%
Netherlands	14%	5%	6%	11%
Turkey	13%	10%	6%	13%
South Korea	12%	6%	7%	8%
United States	12%	12%	8%	12%
Belgium	12%	11%	10%	10%
Italy	12%	8%	10%	10%
Great Britain	12%	6%	7%	8%
Australia	11%	7%	6%	8%
New Zealand	11%	NA	NA	NA
Germany	11%	7%	7%	8%
Canada	10%	7%	7%	8%
Sweden	10%	6%	5%	9%
Spain	9%	6%	6%	9%
Japan	8%	5%	5%	5%
Ireland	8%	NA	NA	6%
Switzerland	8%	NA	7%	7%

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## Abuso de Alcohol

P: En términos generales, ¿cuáles son, en su opinión, los principales problemas de salud a los que se enfrenta la población de su país?

Todos los países

19%  
LATAM



### % respondiendo "abuso de alcohol"

		2020	2021	2022
Global country average	17%	10%	11%	13%
South Africa	49%	39%	31%	49%
Hungary	32%	23%	24%	29%
Poland	29%	14%	21%	25%
India	26%	11%	11%	16%
Ireland	22%	NA	NA	20%
Mexico	21%	12%	10%	13%
New Zealand	21%	NA	NA	NA
Argentina	20%	9%	13%	20%
Belgium	20%	11%	13%	17%
Italy	20%	9%	13%	13%
Colombia	19%	NA	16%	17%
Germany	18%	10%	11%	10%
Peru	18%	9%	13%	14%
France	18%	10%	14%	15%
Australia	17%	11%	9%	9%
Brazil	17%	8%	9%	12%
Chile	17%	11%	14%	15%
Sweden	16%	9%	11%	14%
Switzerland	16%	NA	10%	16%
Spain	14%	7%	10%	12%
Netherlands	13%	5%	6%	7%
Turkey	13%	5%	8%	9%
Canada	12%	7%	5%	7%
Indonesia	11%	NA	NA	10%
United States	11%	6%	8%	8%
Malaysia	10%	12%	3%	6%
Great Britain	10%	5%	7%	7%
South Korea	7%	3%	4%	3%
Thailand	6%	NA	NA	7%
Singapore	2%	NA	2%	NA%
Japan	1%	2%	2%	2%

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## Tabaquismo

P: En términos generales, ¿cuáles son, en su opinión, los principales problemas de salud a los que se enfrenta la población de su país?

Todos los países

9%  
LATAM

### % respondiendo "tabaquismo"

		2020	2021	2022
<b>Global country average</b>	<b>12%</b>	8%	9%	11%
Malaysia	25%	12%	11%	22%
Indonesia	21%	NA	NA	22%
Italy	21%	15%	18%	16%
Turkey	20%	15%	11%	19%
India	20%	8%	11%	13%
France	20%	13%	12%	13%
Argentina	18%	7%	11%	11%
Hungary	17%	13%	15%	14%
Spain	17%	13%	14%	16%
Belgium	15%	8%	7%	12%
Switzerland	15%	NA	14%	14%
Poland	14%	6%	9%	12%
New Zealand	12%	NA	NA	NA
Singapore	11%	NA	8%	NA
Great Britain	11%	3%	4%	7%
Sweden	10%	7%	8%	8%
Thailand	10%	NA	NA	5%
Germany	10%	8%	8%	10%
South Korea	10%	5%	6%	6%
Colombia	10%	NA	6%	7%
Netherlands	9%	8%	7%	9%
Mexico	8%	4%	3%	4%
South Africa	8%	7%	4%	9%
Australia	8%	5%	5%	6%
Ireland	8%	NA	NA	7%
United States	7%	3%	4%	6%
Peru	7%	2%	3%	3%
Chile	6%	5%	4%	7%
Canada	5%	3%	4%	3%
Brazil	4%	2%	4%	5%
Japan	4%	3%	2%	3%

Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. 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. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey 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 "Global Country Average" reflects the average result for all the countries where the survey was conducted.





# PERCEPCIONES SANITARIAS





# LOS TITULARES



## Igualdad de cuidados

**Muchos no creen que se trate a todos de la misma manera**

En 31 países, [los hombres y mujeres de más edad tienen menos probabilidades de percibir que su sistema sanitario proporciona el mismo nivel de atención a todo el mundo.](#)

Las mujeres de la Generación X y las Baby Boomers (ambas con un 40%) son los únicos grupos más propensos a estar en desacuerdo con que "el sistema de salud de mi país proporciona el mismo nivel de atención a todo el mundo".

[En 12 países -Hungria, Polonia, Chile, Colombia, EE.UU., Alemania, Perú, Irlanda, Sudáfrica, México, Brasil y Turquía- los ciudadanos son más propensos a afirmar que su sistema no proporciona el mismo nivel de atención a todos los ciudadanos.](#)



## Bajo presión

**Una mayoría global ve su sistema sanitario al límite**

[La mayoría de 25 de los 31 países encuestados afirma que su sistema sanitario está.](#) Esta cifra llega a las cuatro quintas partes tanto en Francia como en Gran Bretaña. Los británicos siempre han percibido su sistema como sobrecargado, sin embargo, los franceses se han ido volviendo gradualmente más pesimistas, subiendo 12pp desde 2018.

El único país que discrepa de esta afirmación es Polonia, donde el 41% no lo considera un problema (frente al 27% que sí).



## Alta confianza

**En general, los ciudadanos confían en sus sistemas sanitarios**

La mitad de los hombres y mujeres de todo el mundo afirman estar de acuerdo en que recibirán el mejor tratamiento. [Los Baby Boomers registran los niveles más altos de confianza, con un 57% de hombres y un 54% de mujeres que confían.](#)

El único grupo que respondió con menos de la mitad fueron las mujeres de la Generación X.

[Sólo hay tres países en los que más gente desconfía de su sistema que confía en él](#) – Hungría, Perú y Polonia.

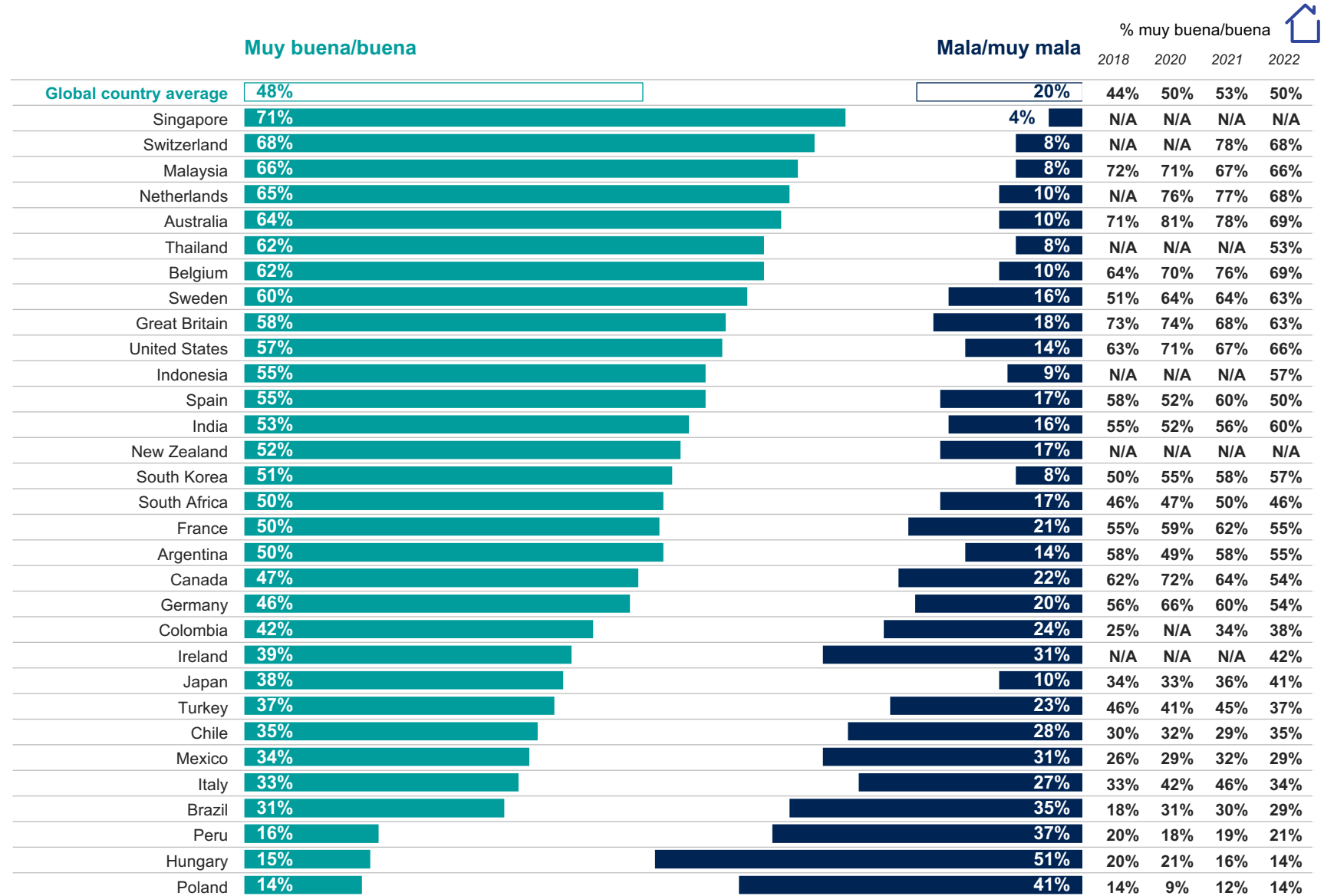
## Calidad de la atención

### P: ¿Cómo calificaría la calidad de la asistencia sanitaria a la que usted y su familia tienen acceso en su país?

Por asistencia sanitaria entendemos médicos, médicos especialistas como cirujanos, hospitales, pruebas para el diagnóstico y medicamentos para tratar diversas dolencias.



[Clic aquí para ver el detalle generacional](#)



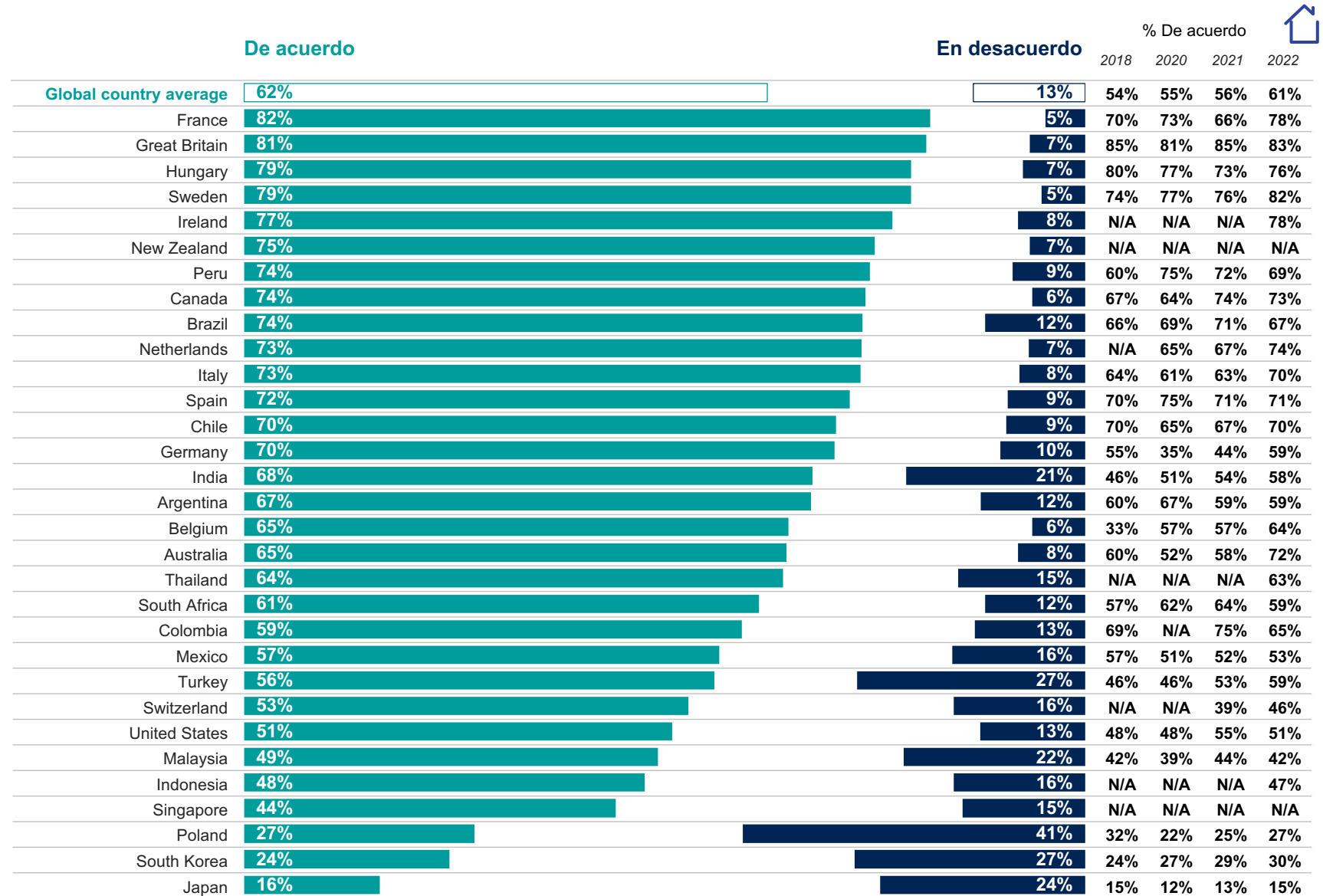
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## Capacidad del sistema

P: El sistema de salud de mi país está desbordado.

¿Hasta qué punto está de acuerdo o en desacuerdo con esta afirmación?



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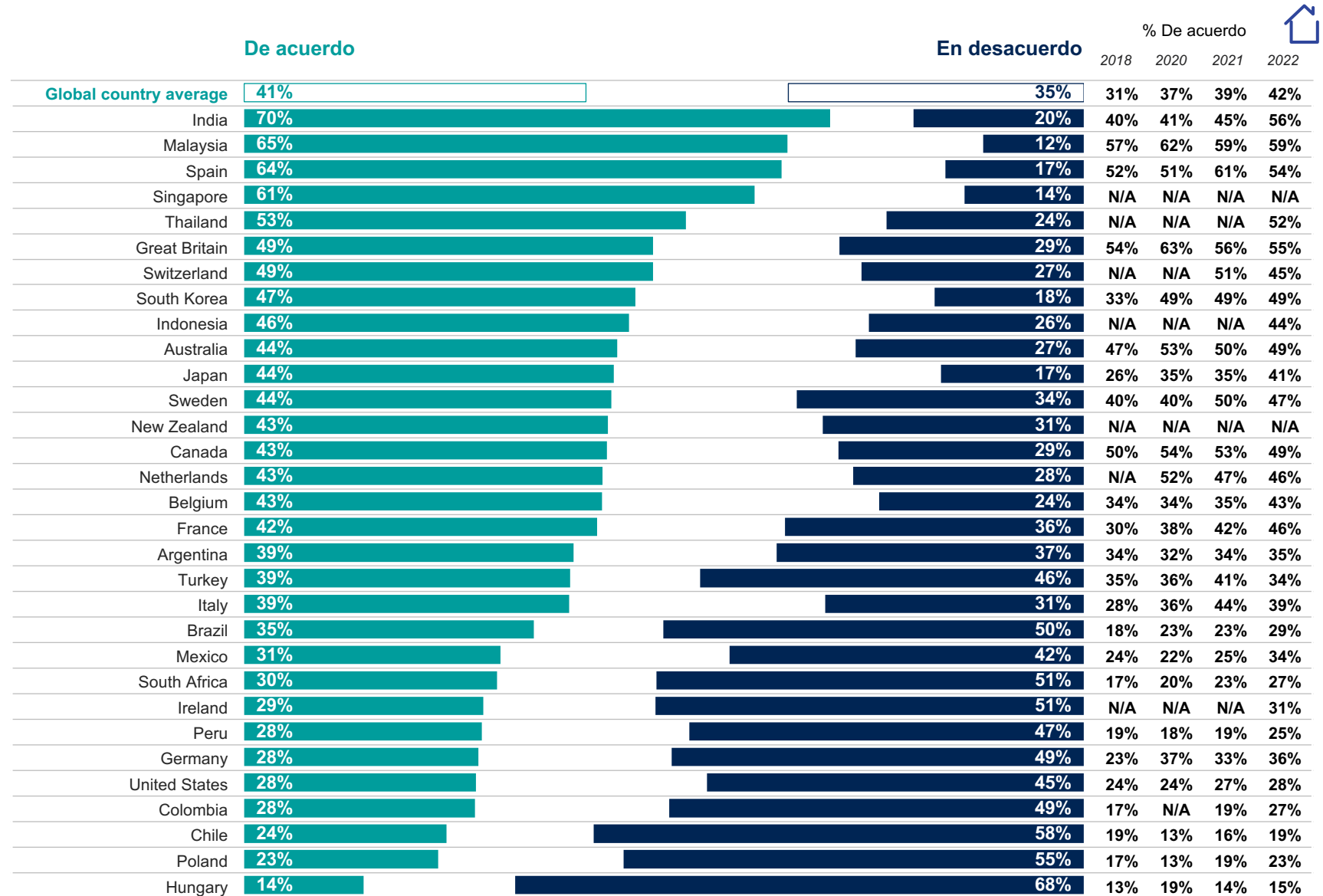
## Igualdad en la atención

P: El sistema sanitario de mi país ofrece el mismo nivel de atención a todo el mundo.

¿Hasta qué punto está de acuerdo o en desacuerdo con esta afirmación?



[Clic aquí para ver el detalle generacional](#)



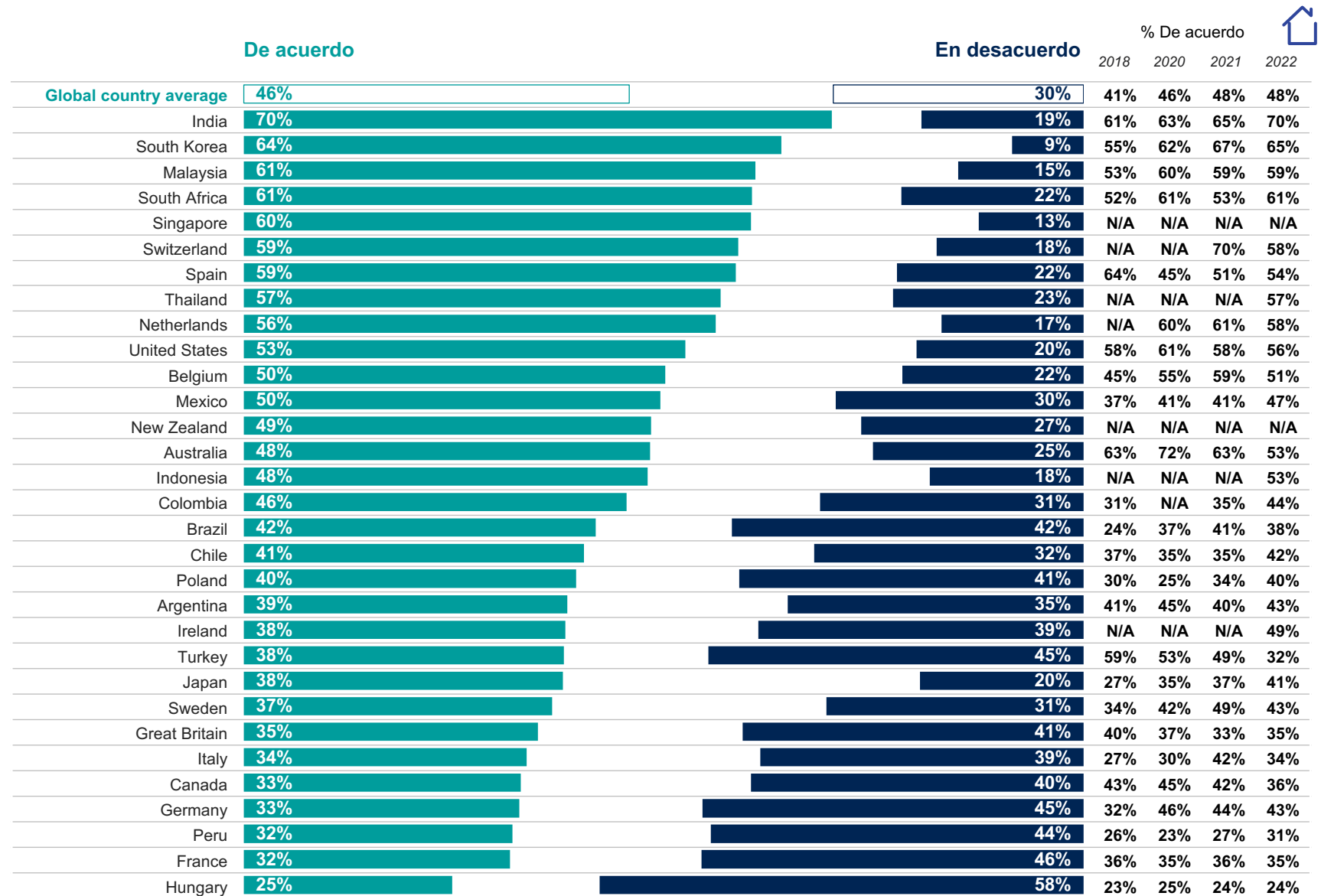
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## Conseguir una cita

P: Me resulta fácil conseguir cita con los médicos de mi zona.

¿Hasta qué punto está de acuerdo o en desacuerdo con esta afirmación?



Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. 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. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey 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 “Global Country Average” reflects the average result for all the countries where the survey was conducted.

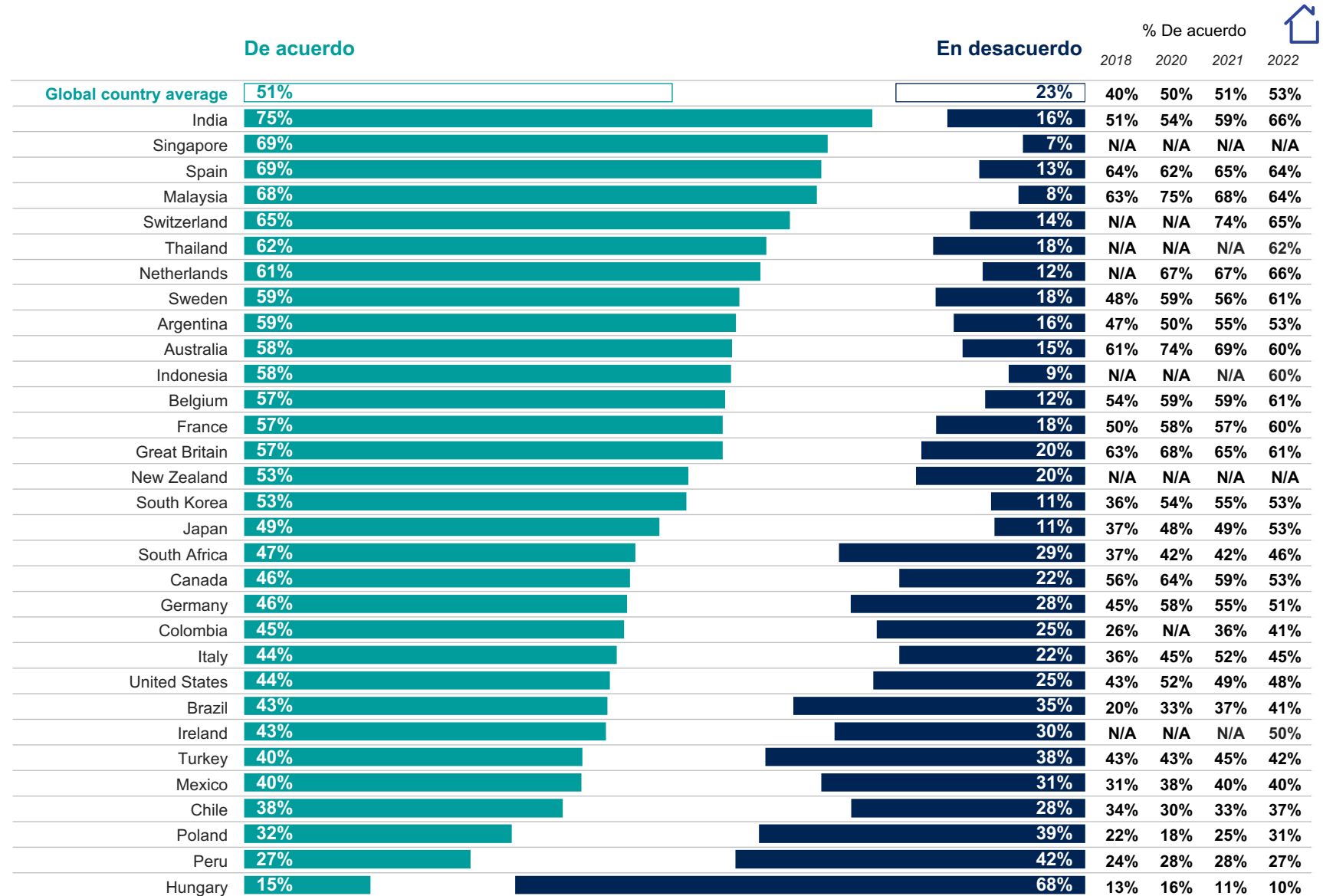
## Confianza en el sistema

P: Confío en que el sistema sanitario de mi país me proporcione el mejor tratamiento.

¿Hasta qué punto está de acuerdo o en desacuerdo con esta afirmación?



[Clic aquí para ver el detalle generacional](#)



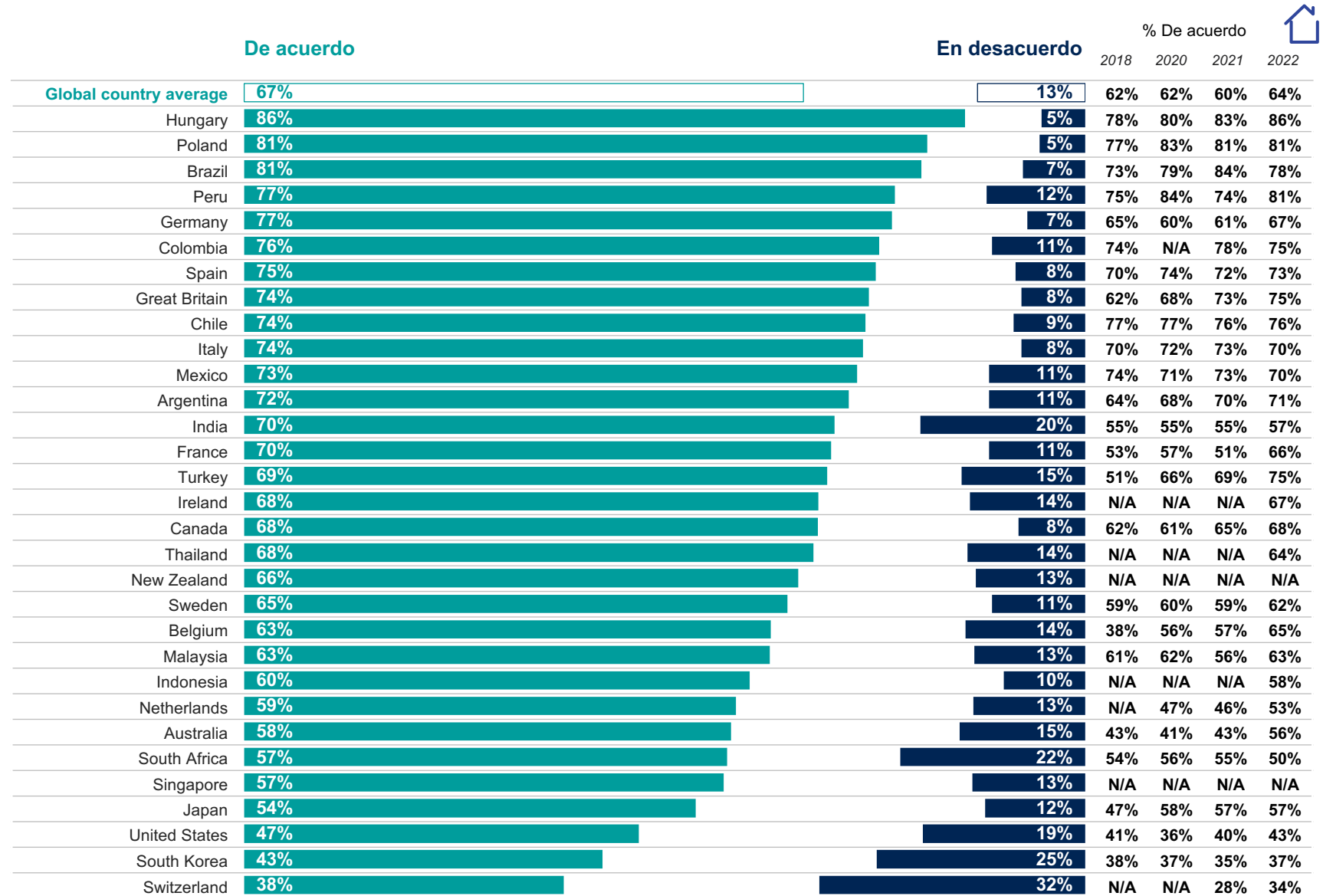
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## Tiempos de espera

P: Los tiempos de espera para conseguir cita con los médicos son demasiado largos en mi país.

¿Hasta qué punto está de acuerdo o en desacuerdo con esta afirmación?



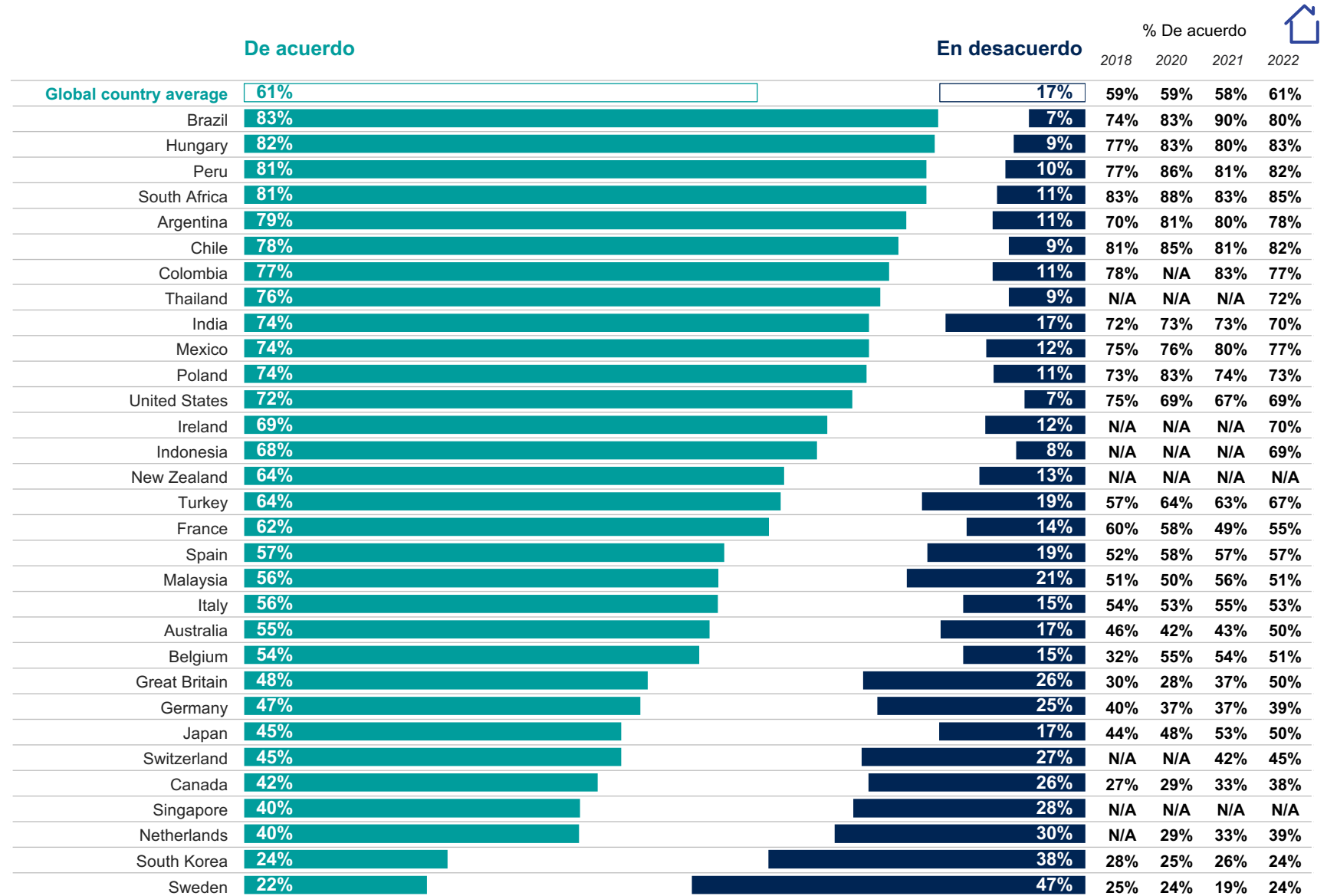
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## Coste de la asistencia sanitaria

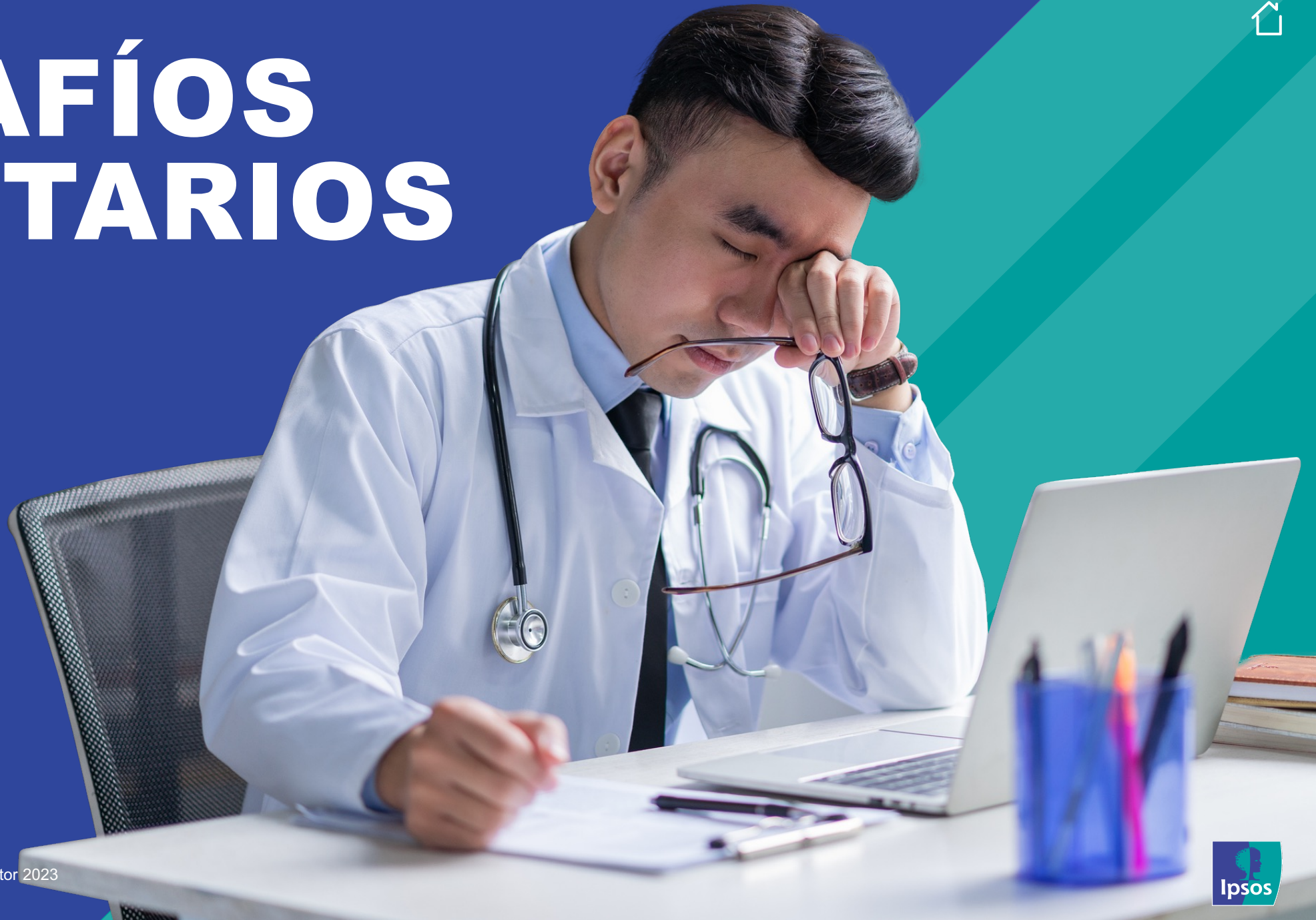
P: Mucha gente en mi país no puede permitirse una buena asistencia sanitaria.

¿Hasta qué punto está de acuerdo o en desacuerdo con esta afirmación?



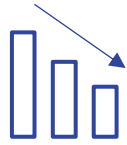
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# DESAFÍOS SANITARIOS





# LOS TITULARES



## Recursos insuficientes

¿Sienten los sistemas la presión del envejecimiento de la población?

En el promedio global de países, [los dos mayores retos a los que se enfrentan los sistemas sanitarios son "la falta de personal" y "el acceso a los tratamientos"](#). Desde 2018, estos siempre han sido importantes, sin embargo, por primera vez, la dotación de personal está primera junto con el acceso.

El "envejecimiento de la población" ha ido aumentando progresivamente a lo largo de los años, y algo más de dos quintas partes (22%) están preocupadas, a nivel mundial. [Japón, Singapur y Corea del Sur lo consideran su principal reto.](#)



## Diferencias generacionales

El personal y los tiempos de espera, mayores problemas para las personas mayores

[La mayoría de los Baby Boomers cree que el personal y los tiempos de espera](#) son los mayores retos a los que se enfrenta su sistema sanitario.

Sin embargo, esto no quiere decir que los más jóvenes no estén preocupados, ya que todos los rangos de edad las sitúan en los primeros puestos.

Sin embargo, los Baby Boomers son la generación más propensa a pensar que el envejecimiento de la población va a ser una prueba, con casi un tercio (31%) que piensa así, frente al 22% en general.



## Trato desproporcionado

¿Las mujeres se ven más afectadas por los retos sanitarios?

En todas las generaciones vemos que [las mujeres son más propensas a percibir la dotación de personal, el acceso al tratamiento y su coste](#) como los mayores retos.

La burocracia es el único reto importante más señalado por los hombres (en todas las generaciones) que por las mujeres.



En general, ¿cuáles son, en su opinión, los mayores problemas del sistema sanitario de su país?

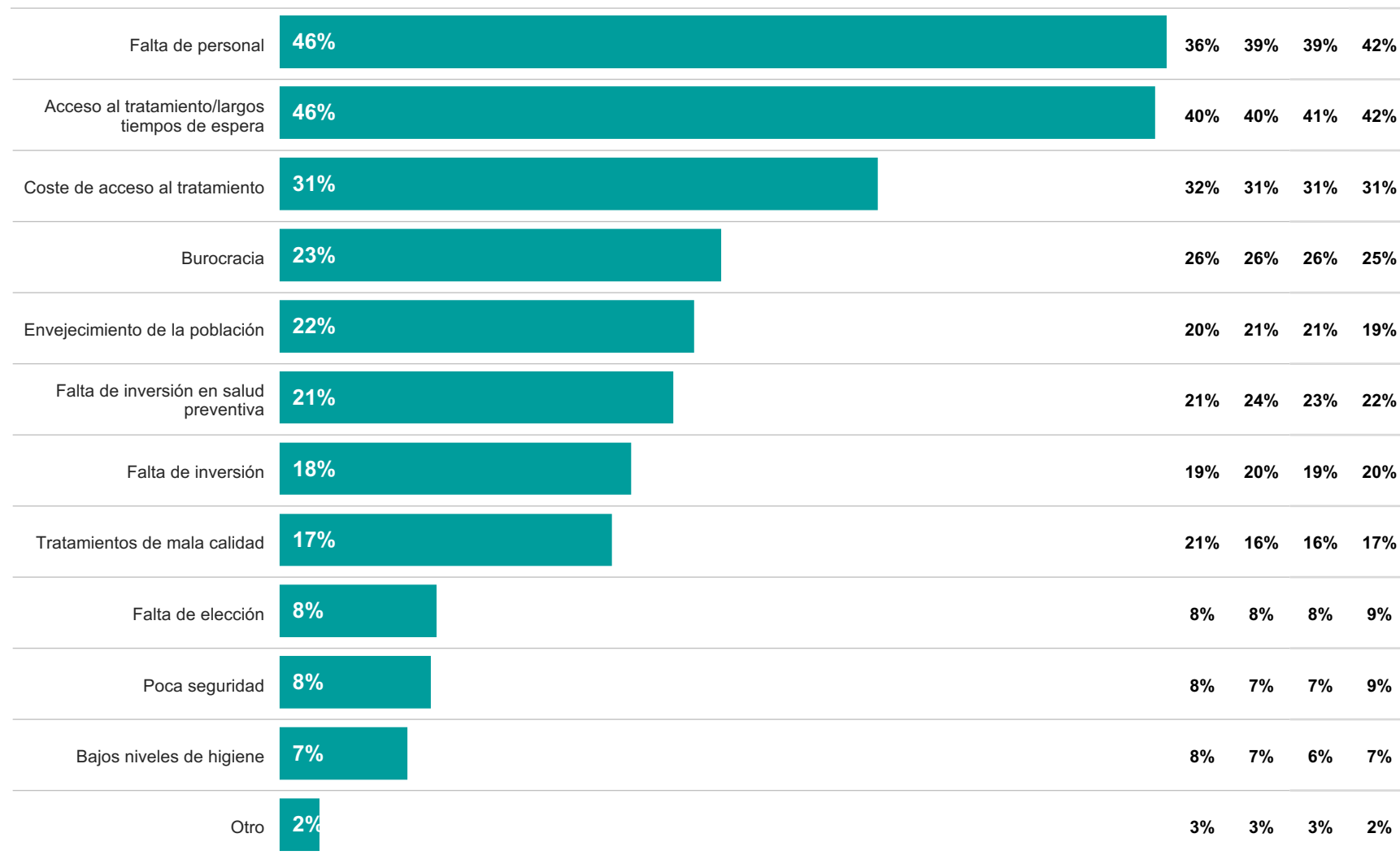
### Promedio Global de Países



[Clic aquí para el detalle generacional](#)



2018 2020 2021 2022



Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. 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. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey 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 “Global Country Average” reflects the average result for all the countries where the survey was conducted.





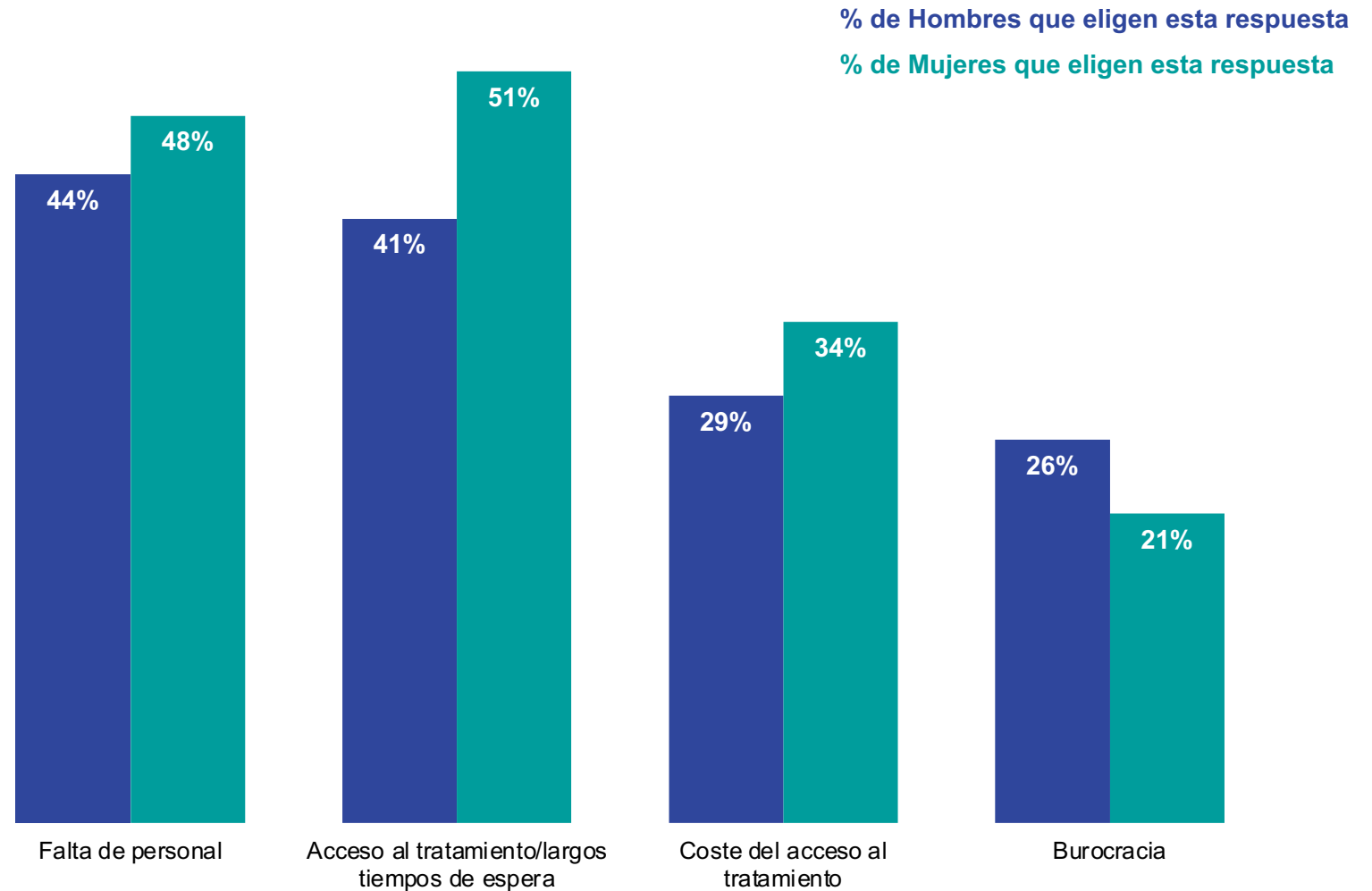
Q

En general, ¿cuáles son, en su opinión, los mayores problemas del sistema sanitario de su país?

### Promedio Global de Países



[Clic aquí para ver el detalle generacional por sexo](#)



Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. 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. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey 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 “Global Country Average” reflects the average result for all the countries where the survey was conducted.



## Falta de personal

P: En general, ¿cuáles son, en su opinión, los mayores problemas del sistema sanitario de su país?

Todos los países

% que responde "falta de personal"

		2018	2020	2021	2022
Global country average	46%	36%	39%	39%	42%
France	75%	67%	69%	63%	69%
Sweden	72%	68%	68%	71%	76%
Netherlands	65%	N/A	61%	66%	67%
Germany	64%	61%	58%	58%	59%
New Zealand	64%	N/A	N/A	N/A	N/A
Belgium	61%	38%	57%	57%	67%
Canada	60%	54%	54%	61%	63%
Hungary	60%	63%	54%	58%	61%
Switzerland	58%	N/A	N/A	44%	53%
Ireland	58%	N/A	N/A	N/A	51%
Great Britain	57%	54%	49%	56%	56%
Spain	57%	49%	55%	51%	56%
Australia	52%	37%	40%	47%	58%
Italy	50%	38%	41%	45%	49%
Japan	46%	33%	47%	52%	43%
Malaysia	45%	34%	37%	38%	37%
Singapore	45%	N/A	N/A	N/A	N/A
Thailand	44%	N/A	N/A	N/A	36%
South Korea	41%	27%	30%	31%	33%
South Africa	41%	41%	39%	38%	46%
Chile	40%	39%	30%	27%	35%
Turkey	39%	36%	30%	27%	42%
Argentina	34%	25%	28%	24%	25%
United States	34%	14%	16%	28%	34%
Poland	29%	23%	28%	26%	30%
Mexico	28%	20%	21%	19%	23%
Peru	27%	21%	25%	25%	25%
India	26%	17%	19%	22%	18%
Brazil	25%	23%	17%	19%	24%
Colombia	21%	17%	N/A	22%	17%
Indonesia	19%	N/A	N/A	N/A	16%

Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. 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. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey 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 "Global Country Average" reflects the average result for all the countries where the survey was conducted.





## Acceso al tratamiento / tiempos de espera

P: En general, ¿cuáles son, en su opinión, los mayores problemas del sistema sanitario de su país?

Todos los países

% que respondieron "acceso al tratamiento/tiempos de espera"

		2018	2020	2021	2022
Global country average	46%	41%	40%	41%	42%
Poland	66%	70%	68%	68%	63%
Hungary	65%	65%	59%	61%	65%
Chile	63%	64%	64%	61%	65%
Colombia	60%	59%	N/A	52%	57%
Sweden	58%	52%	55%	51%	58%
Italy	57%	59%	60%	55%	56%
Ireland	51%	N/A	N/A	N/A	51%
Canada	51%	49%	47%	48%	47%
Spain	51%	52%	43%	52%	51%
Turkey	51%	38%	46%	45%	58%
Malaysia	50%	43%	53%	43%	47%
Mexico	50%	48%	51%	55%	50%
Peru	50%	46%	48%	51%	52%
New Zealand	50%	N/A	N/A	N/A	N/A
Argentina	49%	35%	38%	45%	43%
Great Britain	47%	32%	43%	52%	46%
Thailand	46%	N/A	N/A	N/A	46%
Indonesia	46%	N/A	N/A	N/A	41%
Belgium	45%	26%	32%	36%	40%
Germany	45%	37%	35%	39%	39%
Australia	44%	37%	36%	38%	37%
Brazil	44%	35%	37%	45%	42%
South Africa	43%	41%	39%	40%	42%
Singapore	40%	N/A	N/A	N/A	N/A
France	39%	29%	29%	29%	29%
Netherlands	37%	N/A	36%	34%	34%
South Korea	28%	26%	20%	24%	25%
United States	27%	22%	17%	22%	23%
India	27%	22%	21%	24%	22%
Japan	24%	20%	23%	24%	23%
Switzerland	17%	N/A	N/A	12%	18%

Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. 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. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey 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 "Global Country Average" reflects the average result for all the countries where the survey was conducted.





## Coste de acceso al tratamiento

P: En general, ¿cuáles son, en su opinión, los mayores problemas del sistema sanitario de su país?

Todos los países

### % que responde "coste de acceso al tratamiento"

		2018	2020	2021	2022
<b>Global country average</b>	<b>31%</b>	<b>32%</b>	<b>31%</b>	<b>31%</b>	<b>31%</b>
Indonesia	59%	N/A	N/A	N/A	68%
United States	54%	64%	59%	52%	55%
Chile	47%	46%	62%	58%	52%
Singapore	46%	N/A	N/A	N/A	N/A
Malaysia	45%	49%	42%	41%	38%
Switzerland	43%	N/A	N/A	37%	38%
Australia	38%	38%	29%	25%	25%
Turkey	38%	32%	39%	32%	37%
Peru	35%	29%	37%	37%	36%
Belgium	35%	27%	39%	36%	34%
Colombia	35%	37%	N/A	35%	37%
Japan	35%	44%	32%	28%	31%
Argentina	35%	35%	34%	40%	39%
Poland	33%	34%	35%	34%	37%
New Zealand	33%	N/A	N/A	N/A	N/A
Mexico	33%	26%	36%	40%	33%
Ireland	32%	N/A	N/A	N/A	30%
India	29%	44%	45%	44%	40%
South Africa	29%	39%	32%	37%	38%
Thailand	28%	N/A	N/A	N/A	27%
Netherlands	27%	N/A	26%	24%	23%
France	25%	34%	28%	24%	21%
Brazil	24%	18%	22%	24%	25%
South Korea	23%	32%	27%	25%	26%
Hungary	22%	18%	20%	21%	24%
Italy	20%	28%	20%	18%	19%
Germany	19%	19%	17%	17%	16%
Canada	16%	10%	11%	10%	12%
Great Britain	12%	8%	9%	9%	9%
Spain	11%	15%	8%	10%	9%
Sweden	8%	11%	11%	11%	9%

Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. 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. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey 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 "Global Country Average" reflects the average result for all the countries where the survey was conducted.

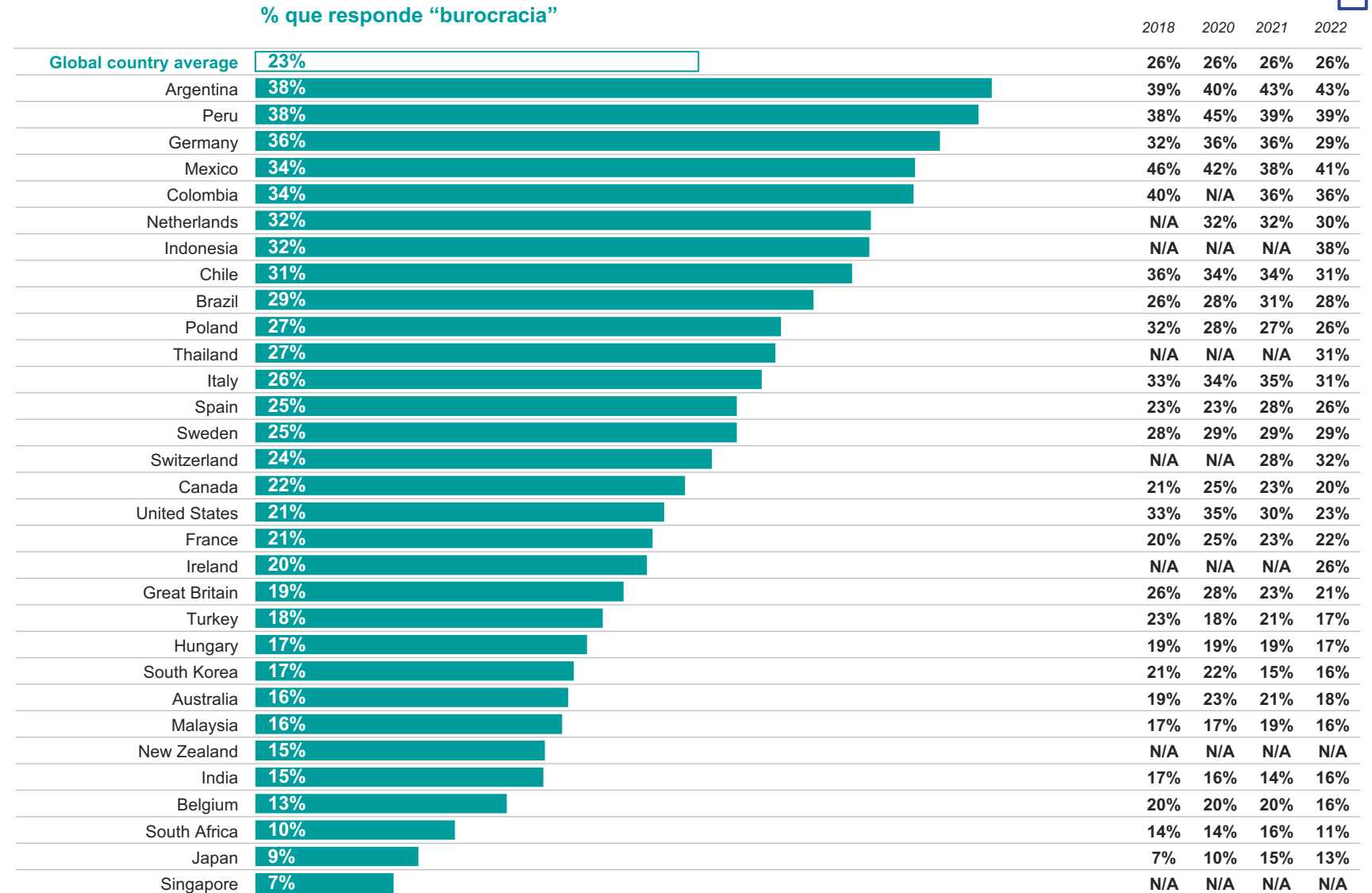




## Burocracia

P: En general, ¿cuáles son, en su opinión, los mayores problemas del sistema sanitario de su país?

Todos los países



Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. 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. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey 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 “Global Country Average” reflects the average result for all the countries where the survey was conducted.



# APÉNDICE



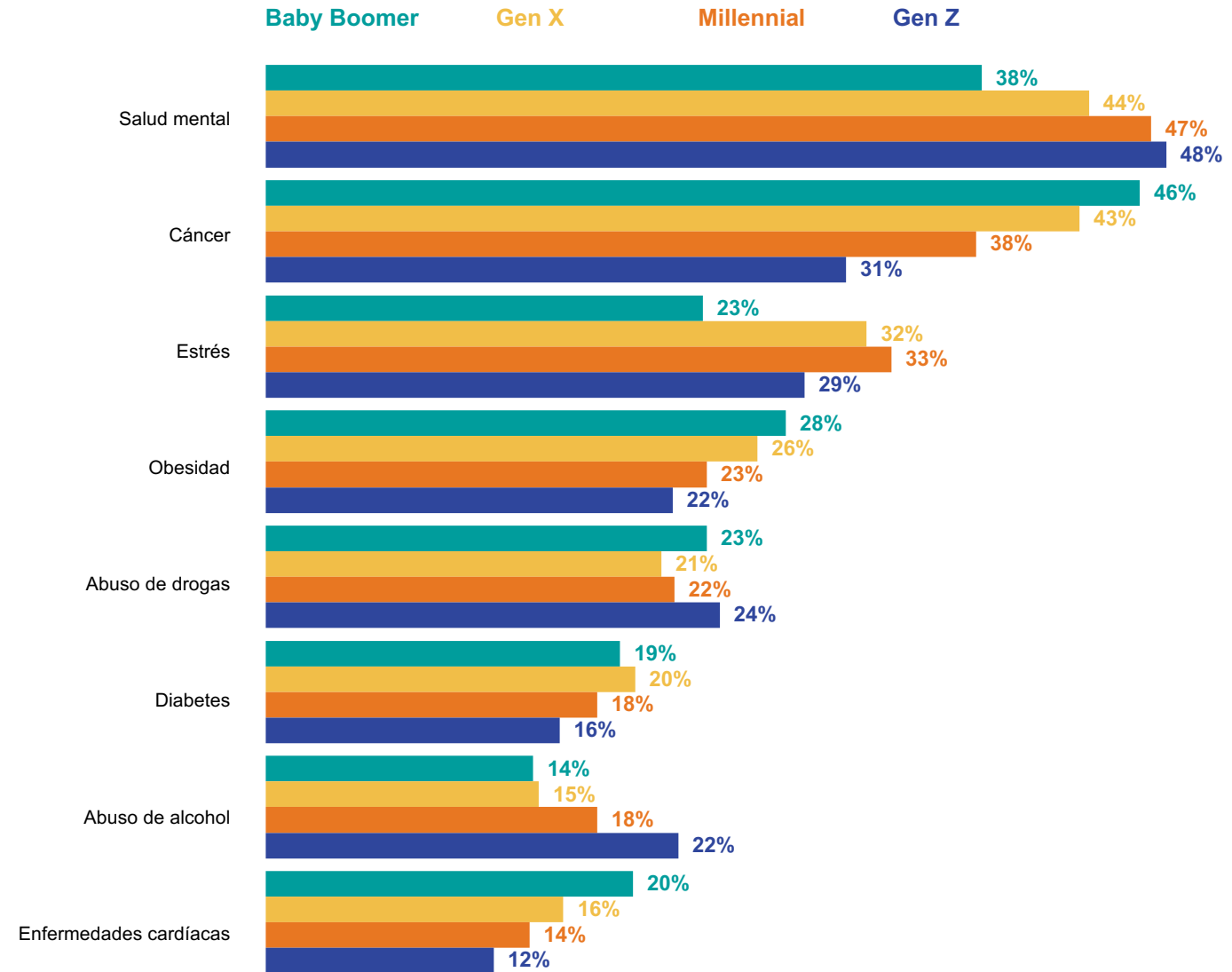


## Problemas de salud: Resumen Global

P: En términos generales,  
¿cuáles son, en su opinión,  
los principales problemas de  
salud a los que se enfrenta la  
población de su país?



[Clic aquí para volver a  
la sección](#)



Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. 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. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey 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 “Global Country Average” reflects the average result for all the countries where the survey was conducted.



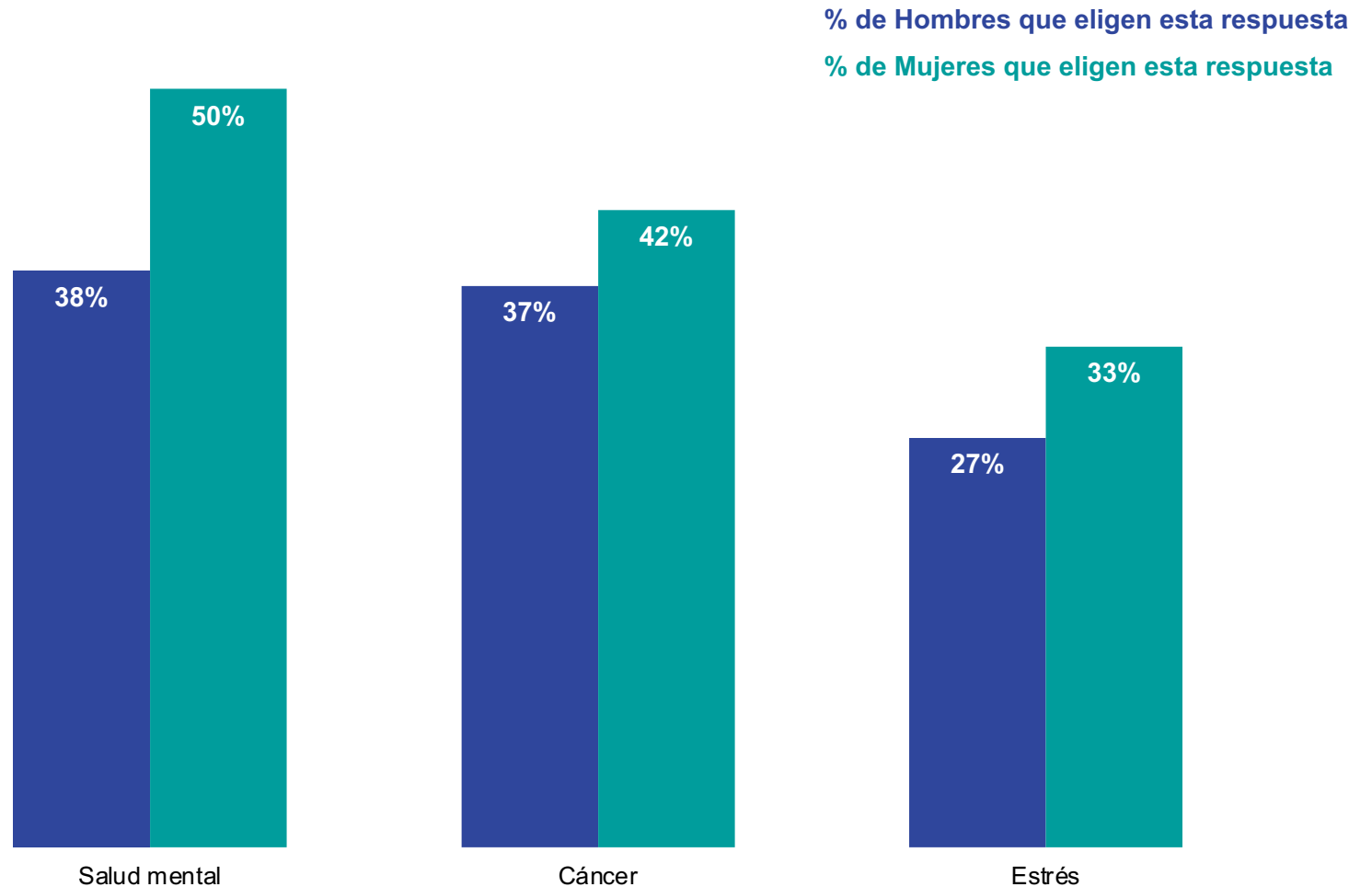


## Problemas de salud: Resumen Global

P: En términos generales, ¿cuáles son, en su opinión, los principales problemas de salud a los que se enfrenta la población de su país?



[Clic aquí para volver a la sección](#)



Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. 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. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey 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 “Global Country Average” reflects the average result for all the countries where the survey was conducted.





## Calidad de la atención

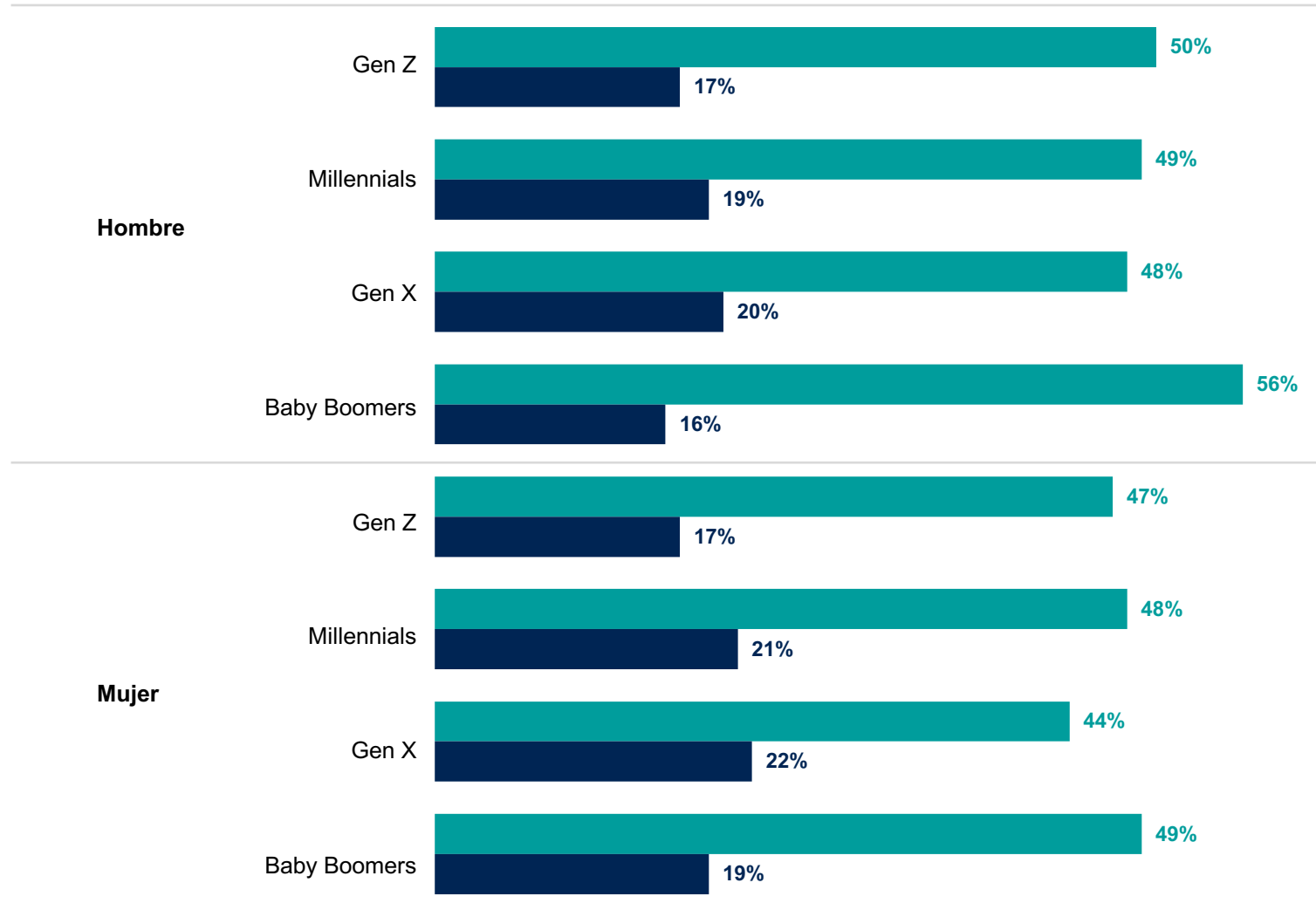
### P: ¿Cómo calificaría la calidad de la asistencia sanitaria a la que usted y su familia tienen acceso en su país?

Por asistencia sanitaria entendemos médicos, médicos especialistas como cirujanos, hospitales, pruebas para el diagnóstico y medicamentos para tratar diversas dolencias.



[Clic aquí para volver a la sección](#)

Muy buena/buena Mala/muy mala

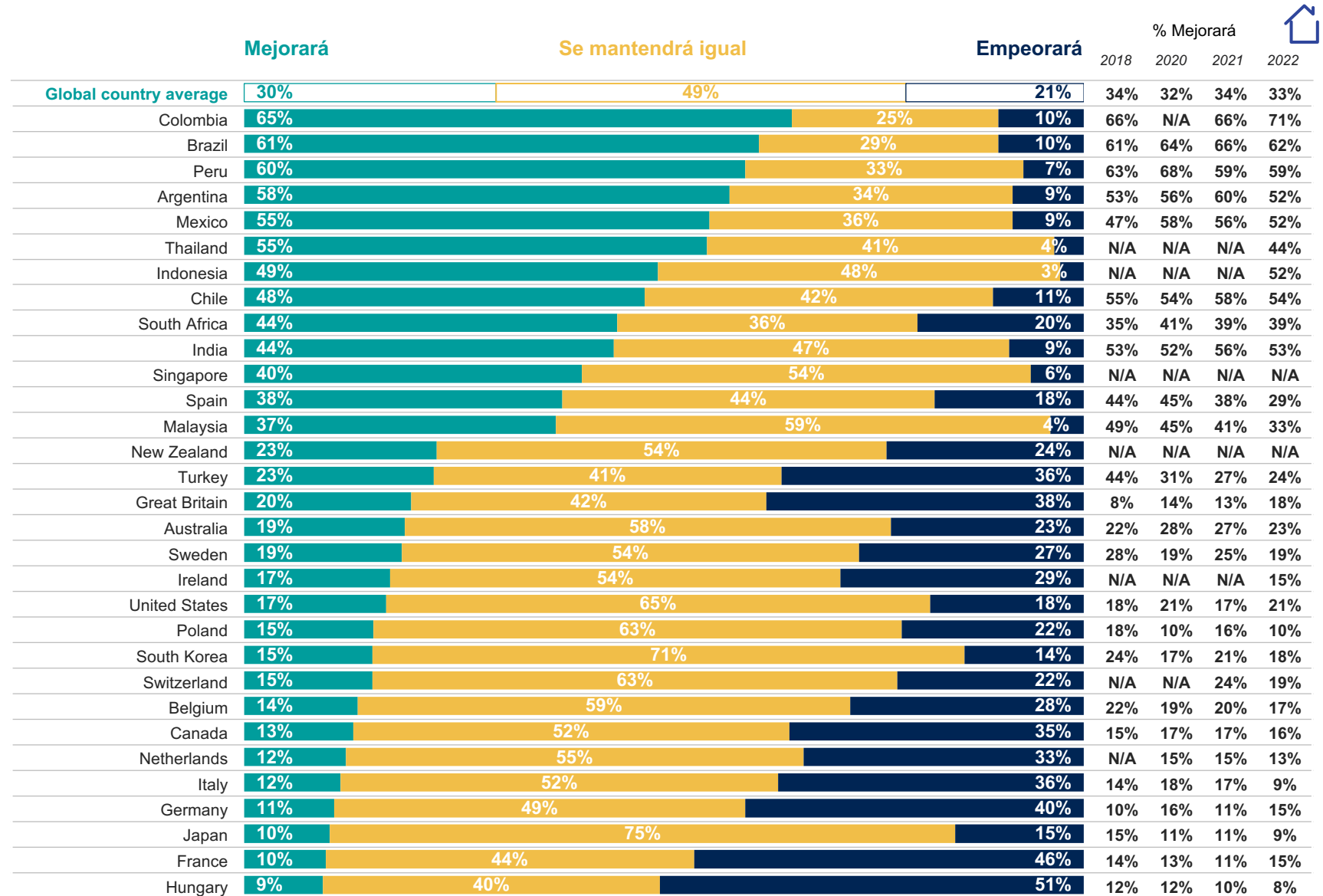


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## Calidad de la asistencia médica en el futuro

P: En los próximos años, ¿cree que la calidad de la asistencia sanitaria a la que usted y su familia tendrán acceso a nivel local mejorará, se mantendrá igual o empeorará?



Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. 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. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey 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 "Global Country Average" reflects the average result for all the countries where the survey was conducted.



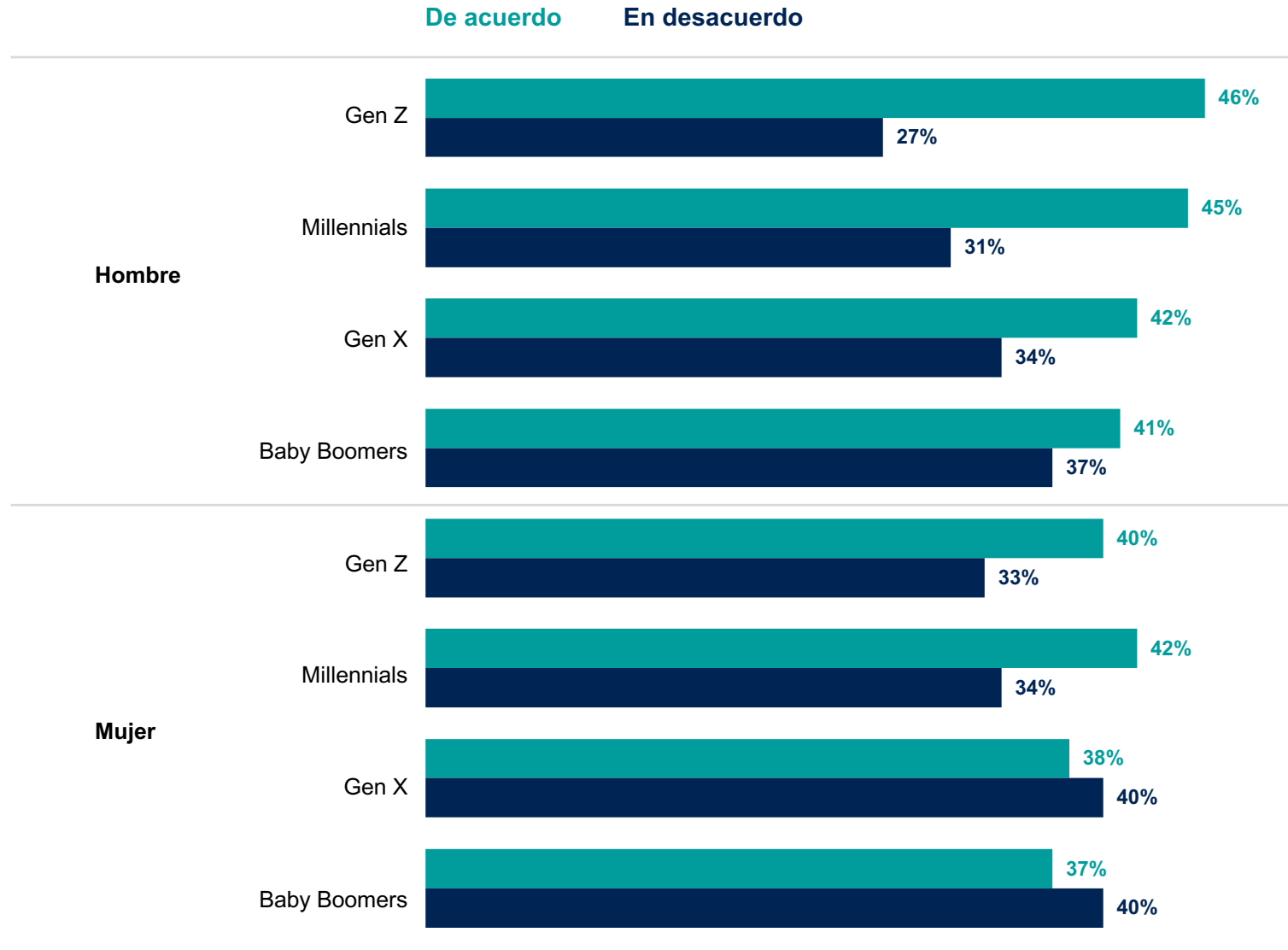
## Igualdad en la atención

P: El sistema sanitario de mi país ofrece el mismo nivel de atención a todo el mundo.

¿Hasta qué punto está de acuerdo o en desacuerdo con esta afirmación?



[Clic aquí para volver a la sección](#)



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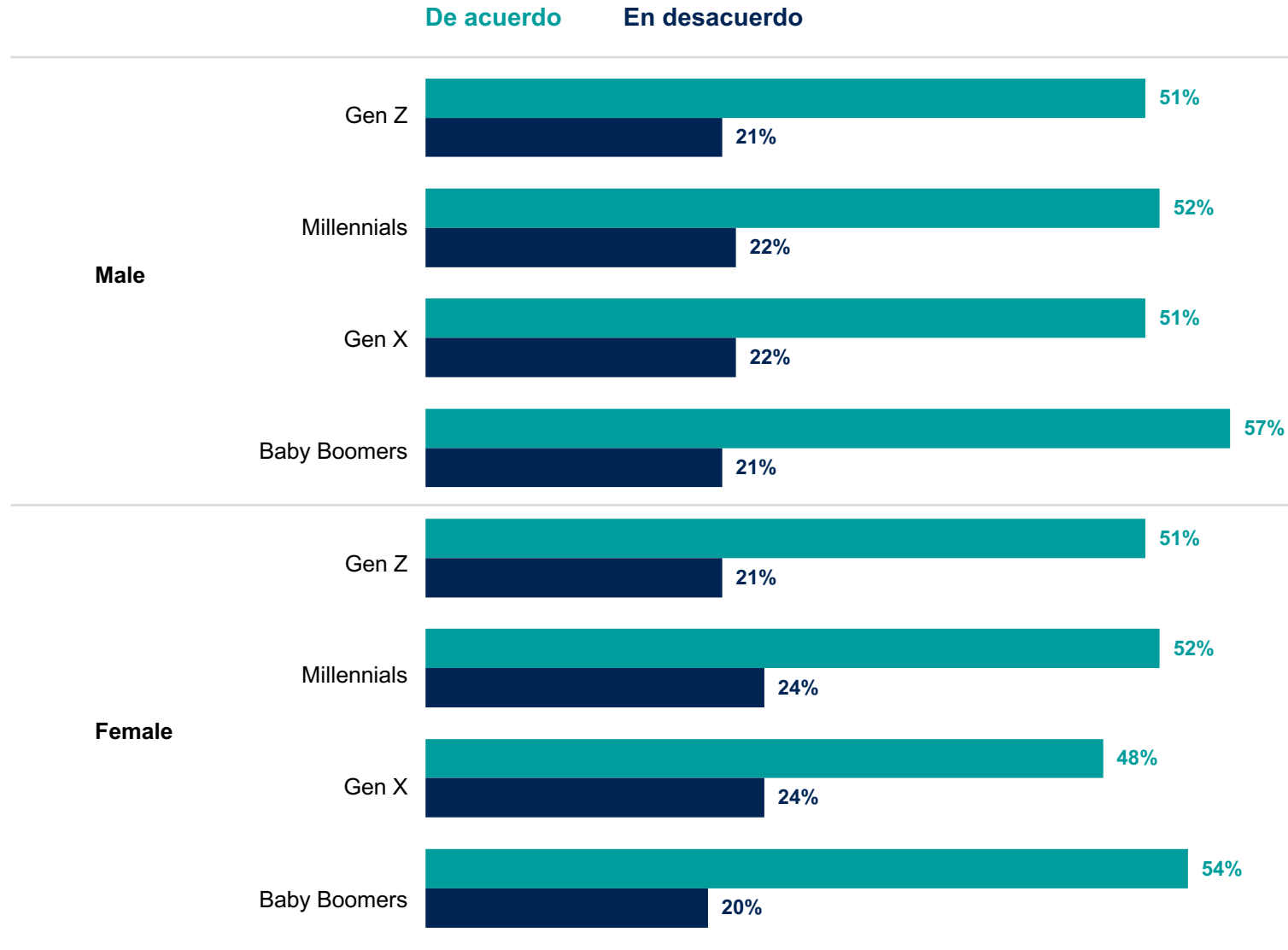
## Confianza en el sistema

P: Confío en que el sistema sanitario de mi país me proporcione el mejor tratamiento.

¿Hasta qué punto está de acuerdo o en desacuerdo con esta afirmación?



[Clic aquí para volver a la sección](#)



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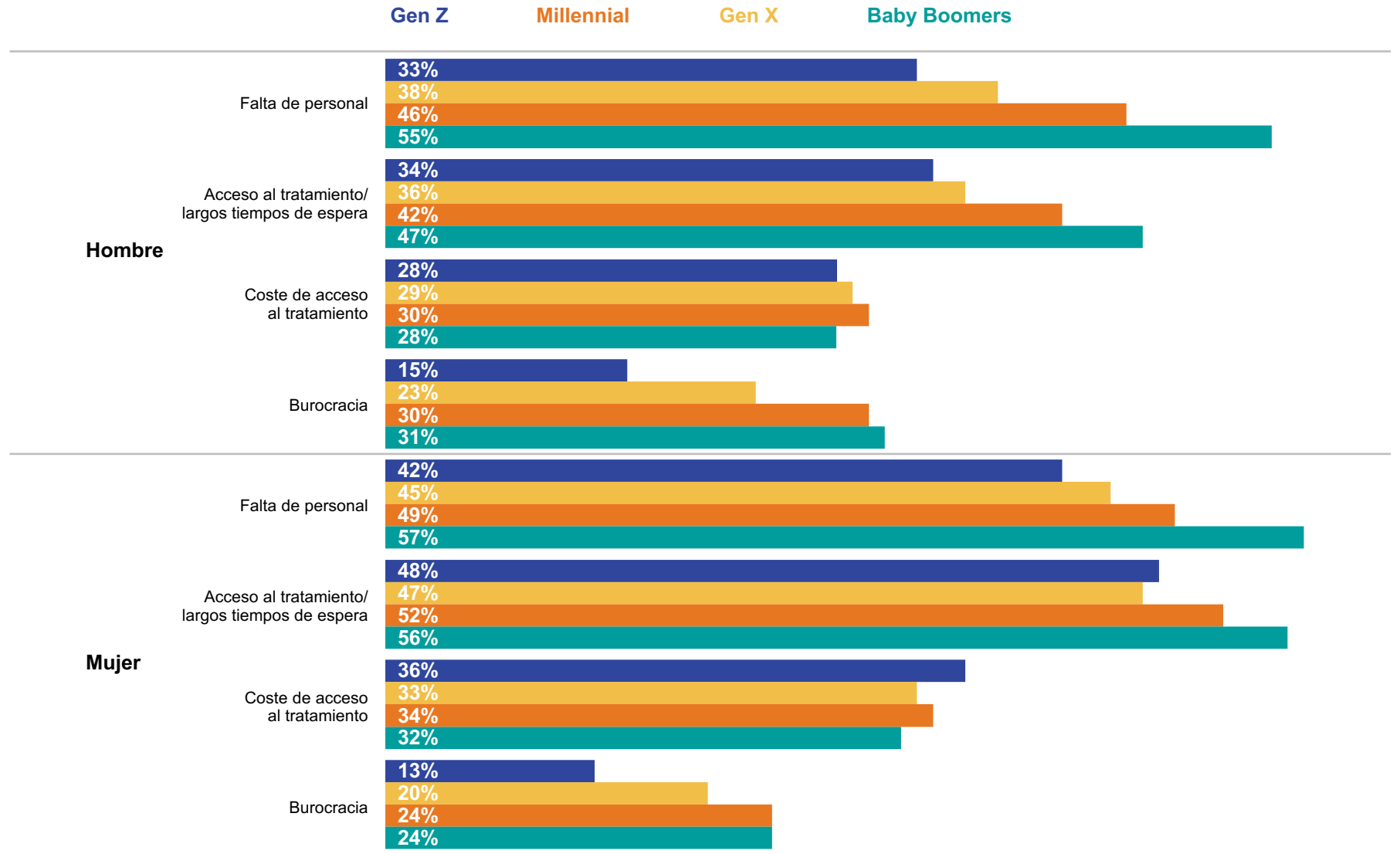




## Desafíos de salud

P: En general, ¿cuáles son, en su opinión, los mayores problemas del sistema sanitario de su país?

Promedio Global de Países



[Clic aquí para volver a la sección](#)

Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. 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. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey 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 “Global Country Average” reflects the average result for all the countries where the survey was conducted.



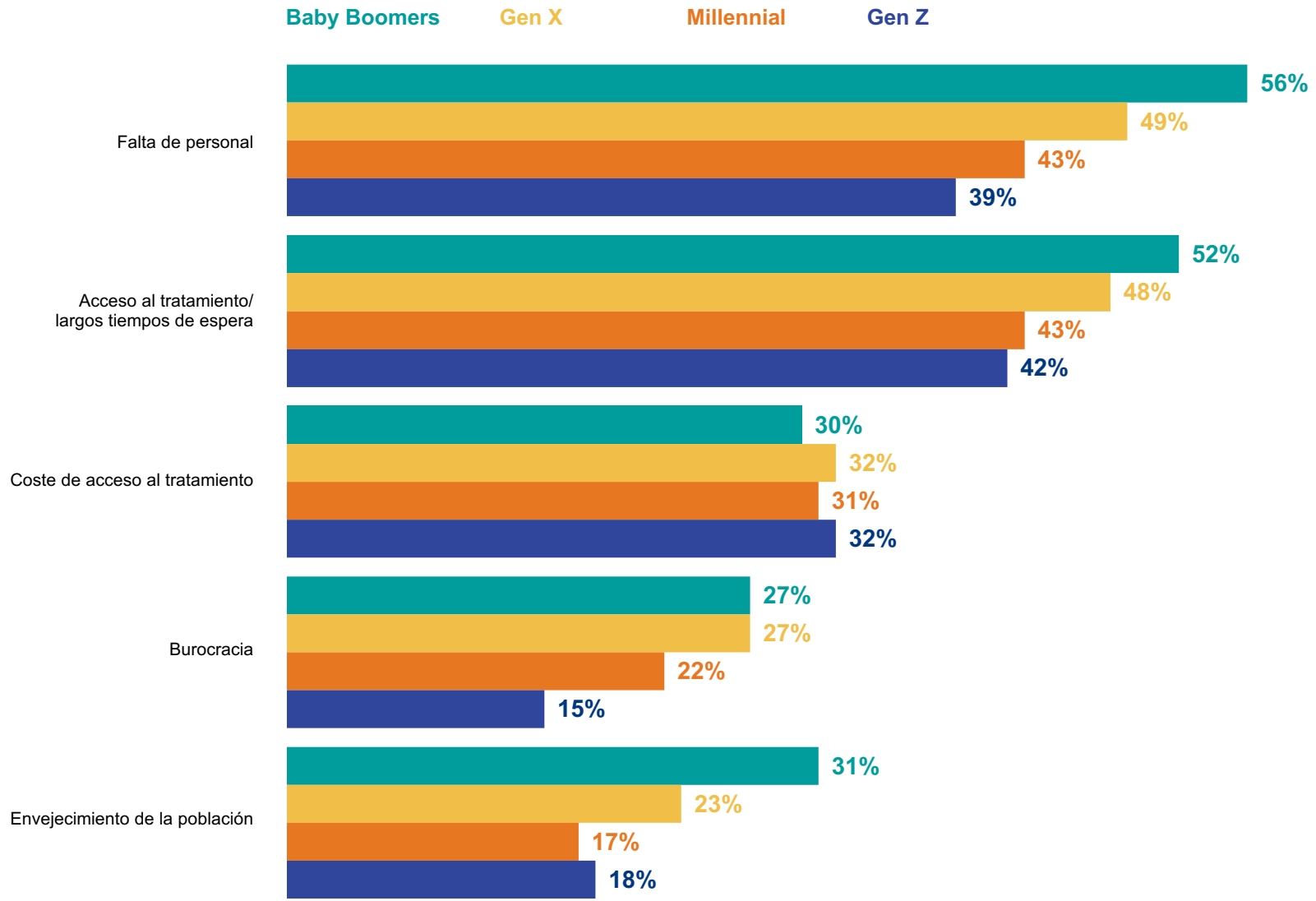


En general, ¿cuáles son, en su opinión, los mayores problemas del sistema sanitario de su país?

Promedio Global de Países



[Clic aquí para la data generacional por género](#)



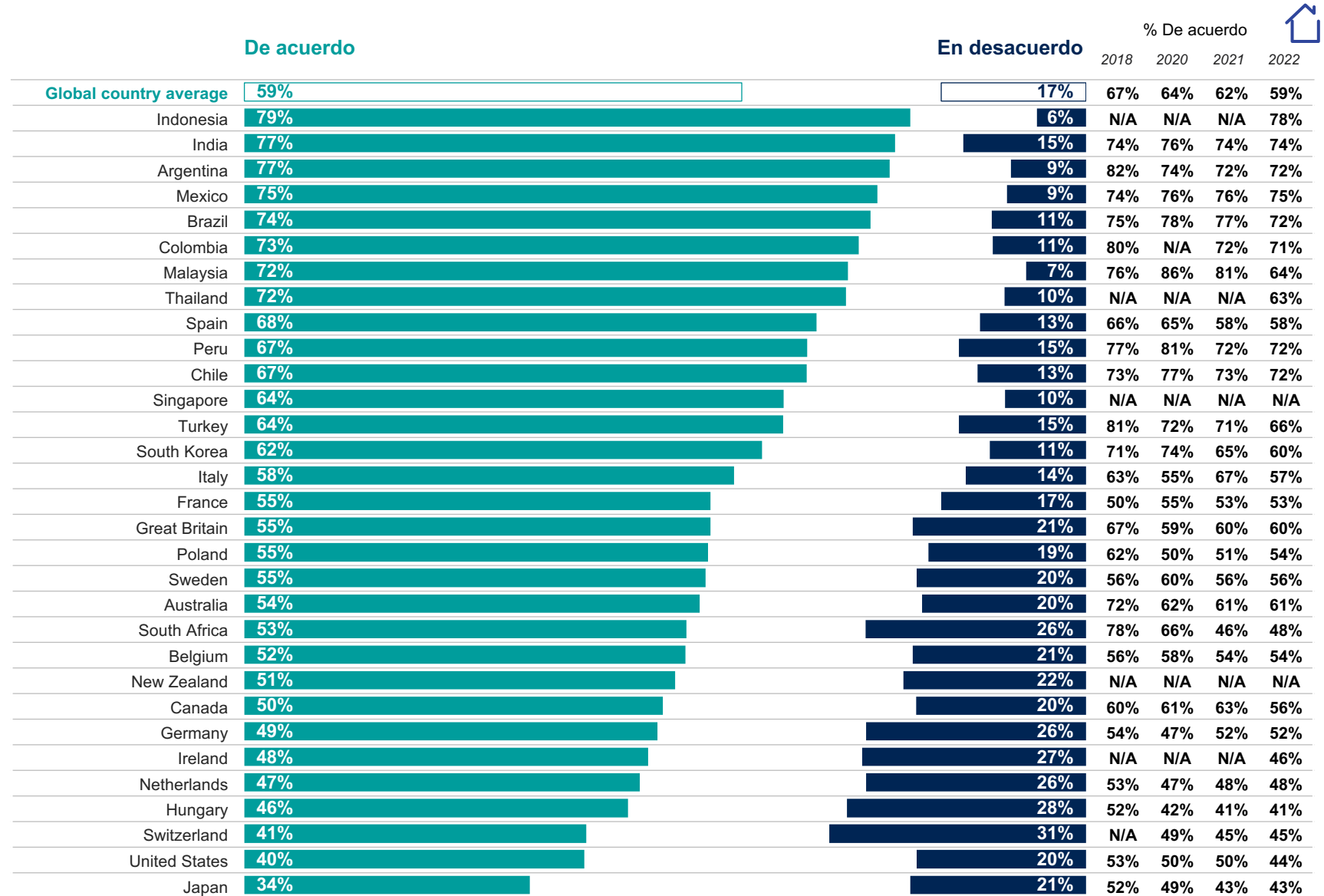
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# Vacunas obligatorias

P: La vacunación contra las enfermedades infecciosas graves debería ser obligatoria.

¿Hasta qué punto está de acuerdo o en desacuerdo con esta afirmación?



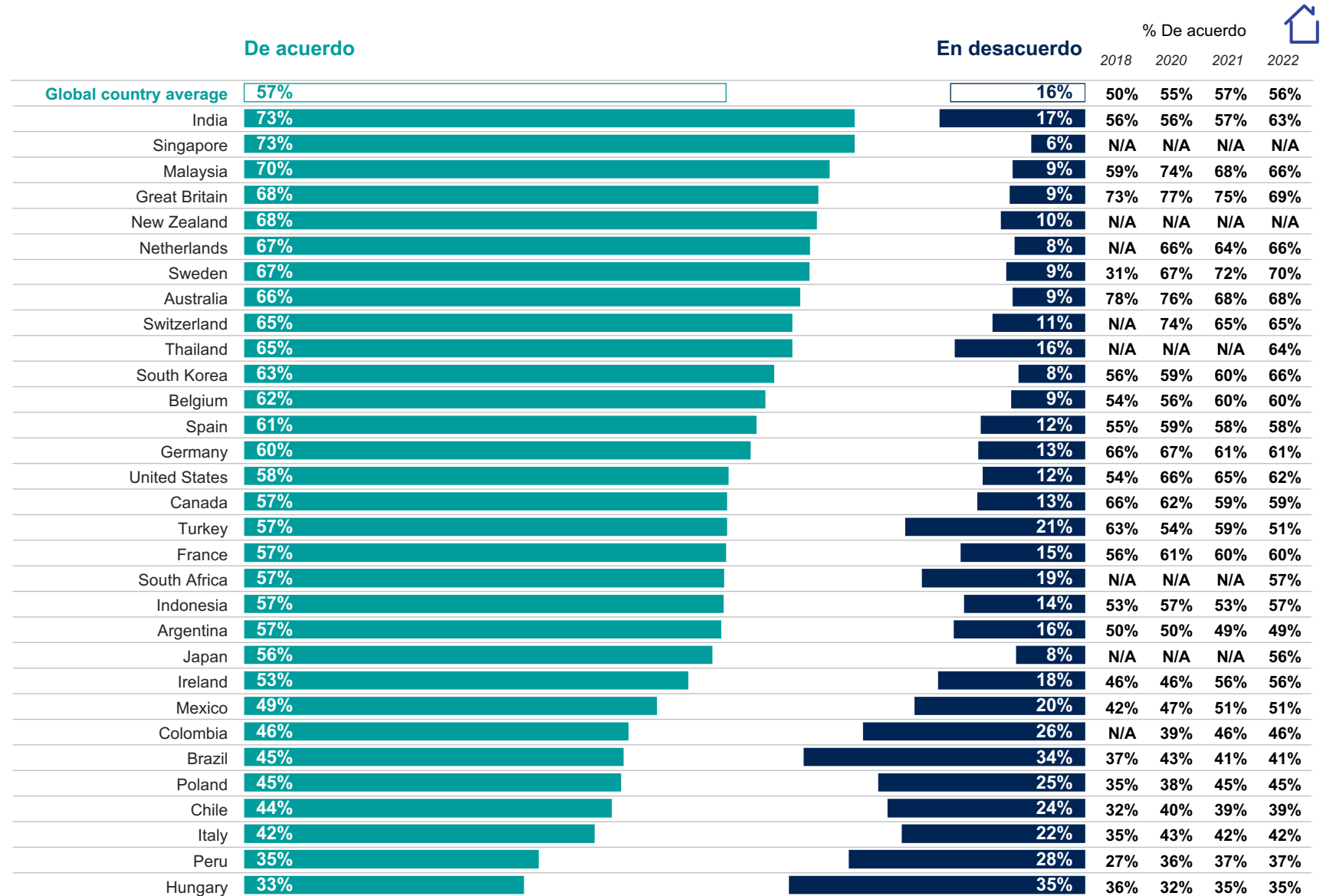
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## Información de salud

P: En mi país, la información sobre cómo cuidar mi salud está disponible cuando la necesito.

¿Hasta qué punto está de acuerdo o en desacuerdo con esta afirmación?

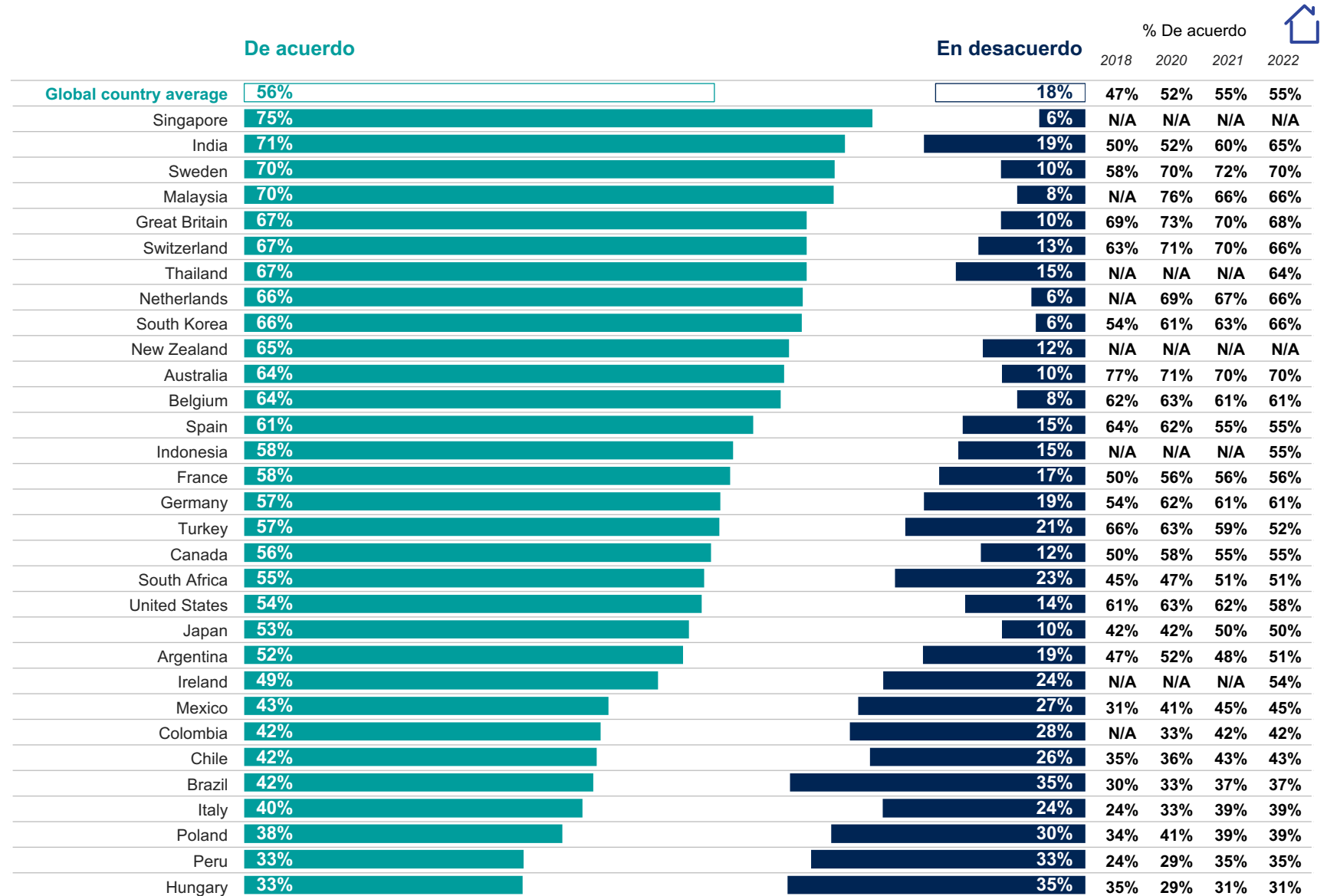


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## Información sobre servicios de salud

P: En mi país, la información sobre los servicios sanitarios está fácilmente disponible cuando la necesito.

¿Hasta qué punto está de acuerdo o en desacuerdo con esta afirmación?



Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. 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. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey 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 “Global Country Average” reflects the average result for all the countries where the survey was conducted.



## Problemas de salud: Resumen Global

**P: En términos generales, ¿cuáles son, en su opinión, los principales problemas sanitarios a los que se enfrenta la población de su país?**

	Argentina	Australia	Belgium	Brazil	Canada	Chile	Colombia	France	Germany	Great Britain	Hungary	India	Indonesia	Ireland	Italy	Japan	Malaysia	Mexico	Netherlands	New Zealand	Peru	Poland	Singapore	South Africa	South Korea	Spain	Sweden	Switzerland	Thailand	Turkey	United States
Salud mental	47%	60%	37%	52%	61%	66%	51%	35%	52%	53%	24%	19%	38%	58%	32%	18%	41%	21%	45%	59%	45%	41%	46%	39%	44%	61%	67%	48%	35%	32%	53%
Cáncer	24%	31%	57%	38%	38%	38%	41%	57%	37%	47%	40%	59%	22%	50%	57%	42%	24%	29%	53%	35%	46%	49%	38%	24%	26%	53%	34%	38%	27%	44%	29%
Estrés	39%	21%	34%	29%	22%	33%	38%	36%	29%	15%	33%	15%	28%	18%	31%	37%	21%	27%	26%	17%	35%	37%	35%	24%	44%	33%	38%	39%	37%	40%	18%
Obesidad	30%	24%	27%	20%	21%	49%	21%	30%	27%	34%	24%	14%	13%	26%	18%	7%	29%	62%	36%	26%	27%	22%	15%	9%	16%	28%	29%	19%	12%	20%	30%
Abuso de drogas	41%	21%	25%	36%	30%	31%	39%	20%	17%	15%	16%	14%	26%	28%	7%	4%	21%	23%	17%	25%	19%	8%	4%	52%	19%	15%	18%	16%	23%	31%	34%
Diabetes	17%	11%	12%	17%	10%	21%	23%	16%	11%	12%	18%	35%	32%	8%	12%	8%	28%	63%	14%	11%	35%	17%	27%	18%	12%	9%	10%	8%	18%	13%	12%
Abuso de alcohol	20%	17%	20%	17%	12%	17%	19%	18%	18%	10%	32%	26%	11%	22%	20%	1%	10%	21%	13%	21%	18%	29%	2%	49%	7%	14%	16%	16%	6%	13%	11%
Enfermedades cardíacas	16%	17%	16%	19%	12%	7%	16%	6%	16%	19%	17%	39%	25%	15%	25%	2%	23%	9%	11%	14%	10%	25%	17%	6%	5%	14%	17%	9%	10%	23%	12%
Coronavirus/CO VID-19	7%	18%	8%	23%	9%	7%	7%	10%	9%	11%	5%	27%	31%	6%	8%	38%	31%	14%	10%	15%	16%	6%	22%	12%	21%	11%	4%	12%	37%	16%	15%
Tabaquismo	18%	8%	15%	4%	5%	6%	10%	20%	10%	11%	17%	20%	21%	8%	21%	4%	25%	8%	9%	12%	7%	14%	11%	8%	10%	17%	10%	15%	10%	20%	7%
Demencia	2%	12%	9%	3%	7%	3%	2%	4%	8%	18%	6%	5%	1%	12%	10%	20%	1%	2%	21%	8%	2%	4%	17%	1%	18%	8%	6%	12%	4%	4%	6%
Enfermedades de Transmisión Sexual (ETS)	7%	1%	2%	6%	3%	5%	8%	1%	2%	2%	1%	2%	11%	2%	2%	4%	2%	3%	1%	1%	8%	2%	1%	18%	1%	3%	1%	2%	3%	2%	4%
Superbacterias hospitalarias	2%	3%	3%	3%	2%	1%	2%	3%	7%	2%	14%	2%	0%	2%	12%	1%	0%	0%	3%	2%	4%	7%	1%	1%	3%	2%	2%	2%	1%	3%	1%

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## Problemas de salud: Resumen Global

**P: En general, ¿cuáles son, en su opinión, los mayores problemas del sistema sanitario de su país?**

	Argentina	Australia	Belgium	Brazil	Canada	Chile	Colombia	France	Germany	Great Britain	Hungary	India	Indonesia	Ireland	Italy	Japan	Malaysia	Mexico	Netherlands	New Zealand	Peru	Poland	Singapore	South Africa	South Korea	Spain	Sweden	Switzerland	Thailand	Turkey	United States
Falta de personal	34%	52%	61%	25%	60%	40%	21%	75%	64%	57%	60%	26%	19%	58%	50%	46%	45%	28%	65%	64%	27%	29%	45%	41%	41%	57%	72%	58%	44%	39%	34%
Acceso al tratamiento/largos tiempos de espera	49%	44%	45%	44%	51%	63%	60%	39%	45%	47%	65%	27%	46%	51%	57%	24%	50%	50%	37%	50%	50%	66%	40%	43%	28%	51%	58%	17%	46%	51%	27%
Coste de acceso al tratamiento	35%	38%	35%	24%	16%	47%	35%	25%	19%	12%	22%	29%	59%	32%	20%	35%	45%	33%	27%	33%	35%	33%	46%	29%	23%	11%	8%	43%	28%	38%	54%
Burocracia	38%	16%	13%	29%	22%	31%	34%	21%	36%	19%	17%	15%	32%	20%	26%	9%	16%	34%	32%	15%	38%	27%	7%	10%	17%	25%	25%	24%	27%	18%	21%
Envejecimiento de la población	4%	27%	30%	9%	30%	9%	4%	28%	23%	28%	15%	29%	5%	20%	21%	53%	15%	3%	37%	20%	3%	25%	51%	8%	53%	24%	22%	30%	17%	15%	16%
Falta de inversión en medicina preventiva	32%	17%	15%	43%	15%	28%	39%	18%	19%	20%	23%	19%	18%	17%	19%	11%	14%	36%	15%	16%	32%	24%	9%	20%	15%	30%	17%	13%	10%	18%	16%
Falta de inversión	40%	13%	13%	40%	12%	19%	30%	26%	14%	35%	13%	21%	6%	22%	29%	6%	12%	28%	9%	18%	29%	11%	6%	14%	8%	40%	12%	8%	12%	18%	8%
Tratamientos de mala calidad	11%	13%	8%	29%	12%	15%	22%	7%	14%	9%	21%	30%	37%	14%	14%	6%	19%	26%	7%	11%	27%	36%	7%	40%	6%	7%	13%	8%	24%	32%	19%
Falta de elección	7%	8%	7%	9%	6%	10%	11%	6%	6%	6%	7%	21%	9%	5%	6%	8%	15%	9%	6%	6%	7%	8%	5%	9%	9%	6%	6%	5%	12%	7%	11%
Poca seguridad	8%	6%	7%	9%	4%	8%	8%	10%	6%	6%	2%	21%	13%	4%	9%	6%	9%	12%	4%	4%	11%	7%	3%	14%	7%	7%	5%	6%	15%	12%	6%
Bajos niveles de higiene	6%	4%	5%	6%	3%	2%	3%	5%	5%	5%	10%	27%	14%	5%	6%	1%	11%	9%	5%	3%	6%	4%	4%	22%	4%	4%	3%	5%	10%	8%	5%

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# Metodología

Estos son los resultados de una encuesta realizada en 31 países por Ipsos en su plataforma en línea Global Advisor y, en la India, en su plataforma IndiaBus, entre el viernes 21 de julio y el viernes 4 de agosto de 2023. Para esta encuesta, Ipsos entrevistó a un total de 23.274 adultos mayores de 18 años en India, de 18 a 74 años en Canadá, República de Irlanda, Malasia, Nueva Zelanda, Sudáfrica, Turquía y Estados Unidos, de 20 a 74 años en Tailandia, de 21 a 74 años en Indonesia y Singapur, y de 16 a 74 años en el resto de países.

La muestra consta de aproximadamente 1.000 personas en Alemania, Australia, Brasil, Canadá, Corea del Sur, España, Estados Unidos, Francia, Gran Bretaña, Italia, Japón, Nueva Zelanda y Singapur, y 500 personas en Argentina, Bélgica, Chile, Colombia, Corea del Sur, Hungría, Indonesia, Irlanda, Malasia, México, Países Bajos, Perú, Polonia, Sudáfrica, Suecia, Suiza, Tailandia y Turquía.

La muestra de la India consta de unas 2.200 personas, de las cuales unas 1.800 fueron entrevistadas en persona y 400 en línea.

Las muestras de Alemania, Argentina, Australia, Bélgica, Canadá, Corea del Sur, España, Estados Unidos, Francia, Gran Bretaña, Hungría, Italia, Japón, Nueva Zelanda, Países Bajos, Polonia, Suecia y Suiza pueden considerarse representativas de la población adulta general menor de 75 años.

Las muestras de Brasil, Chile, Colombia, Indonesia, Irlanda, Malasia, México, Perú, Singapur, Sudáfrica, Tailandia y Turquía son más urbanas, más educadas y/o más prósperas que la población general. Debe considerarse que los resultados de las encuestas de estos países reflejan las opiniones del segmento más "conectado" de su población.

La muestra de la India representa a un amplio subconjunto de su población urbana: las clases socioeconómicas A, B y C en las metrópolis y las clases de ciudades de nivel 1-3 en las cuatro zonas.

Los datos se ponderan para que la composición de la muestra de cada país refleje lo mejor posible el perfil demográfico de la población adulta según los datos del censo más reciente.

El "promedio global de países" refleja el resultado medio de todos los países y mercados en los que se ha realizado la encuesta. No se ha ajustado al tamaño de la población de cada país o mercado y no pretende sugerir un resultado total.

Cuando los porcentajes no suman 100 o la "diferencia" parece ser +/- 1 punto porcentual más/menos que el resultado real, puede deberse al redondeo, a respuestas múltiples o a la exclusión de respuestas "no sabe" o no declaradas.

La precisión de las encuestas en línea de Ipsos se calcula utilizando un intervalo de credibilidad con una encuesta en la que N=1.000 es precisa hasta +/- 3,5 puntos porcentuales y en la que N=500 es precisa hasta +/- 5,0 puntos porcentuales. Para más información sobre el uso de los intervalos de credibilidad por parte de Ipsos, visite el sitio web de Ipsos.

La publicación de estos resultados se ajusta a las normas y reglamentos locales..



# SOBRE IPSOS

Ipsos es la tercera mayor empresa de investigación de mercados del mundo, presente en 90 países y con más de 18.000 empleados.

Nuestros profesionales de la investigación, analistas y científicos han construido capacidades multiespecialistas únicas que proporcionan poderosos conocimientos sobre las acciones, opiniones y motivaciones de los ciudadanos, consumidores, pacientes, clientes o empleados. Prestamos servicio a más de 5.000 clientes en todo el mundo con 75 soluciones empresariales.

Fundada en Francia en 1975, Ipsos cotiza en Euronext París desde el 1 de julio de 1999. La empresa forma parte del índice SBF 120 y del Mid-60 y puede acogerse al Servicio de Liquidación Diferida (SRD).

Código ISIN FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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# GAME CHANGERS

En nuestro mundo de rápidos cambios, la necesidad de información fiable para tomar decisiones con confianza nunca ha sido mayor.

En Ipsos creemos que nuestros clientes necesitan más que un proveedor de datos, necesitan un socio que pueda producir información precisa y relevante y convertirla en una verdad procesable.

Esta es la razón por la que nuestros expertos, apasionadamente curiosos, no sólo proporcionan la medición más precisa, sino que le dan forma para proporcionar una verdadera comprensión de la sociedad, los países y las personas.

Para ello utilizamos lo mejor de la ciencia, la tecnología y los conocimientos técnicos y aplicamos los principios de seguridad, sencillez, rapidez y sustancia a todo lo que hacemos.

Para que nuestros clientes puedan actuar de forma más rápida, inteligente y audaz.

En última instancia, el éxito se reduce a una simple verdad:

**Se actúa mejor cuando se está seguro.\*\*\***

“**Game Changers**” – nuestro lema- resume nuestra ambición de ayudar a nuestros clientes a navegar más fácilmente por un mundo en profunda transformación.

