

# WHAT WORRIES THE WORLD?

April 2024

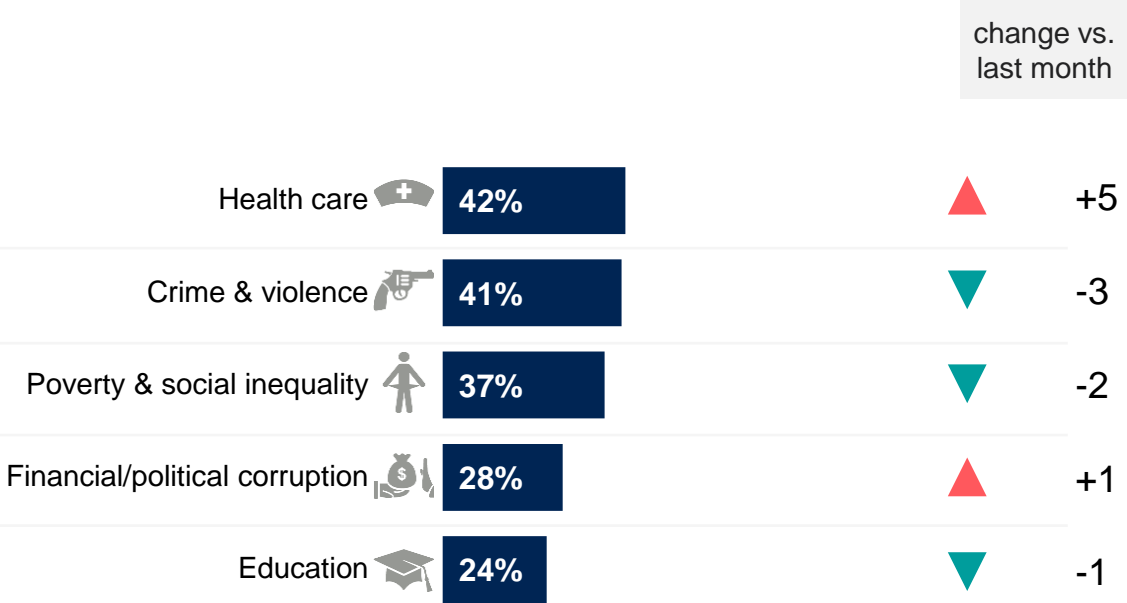


**GAME CHANGERS**



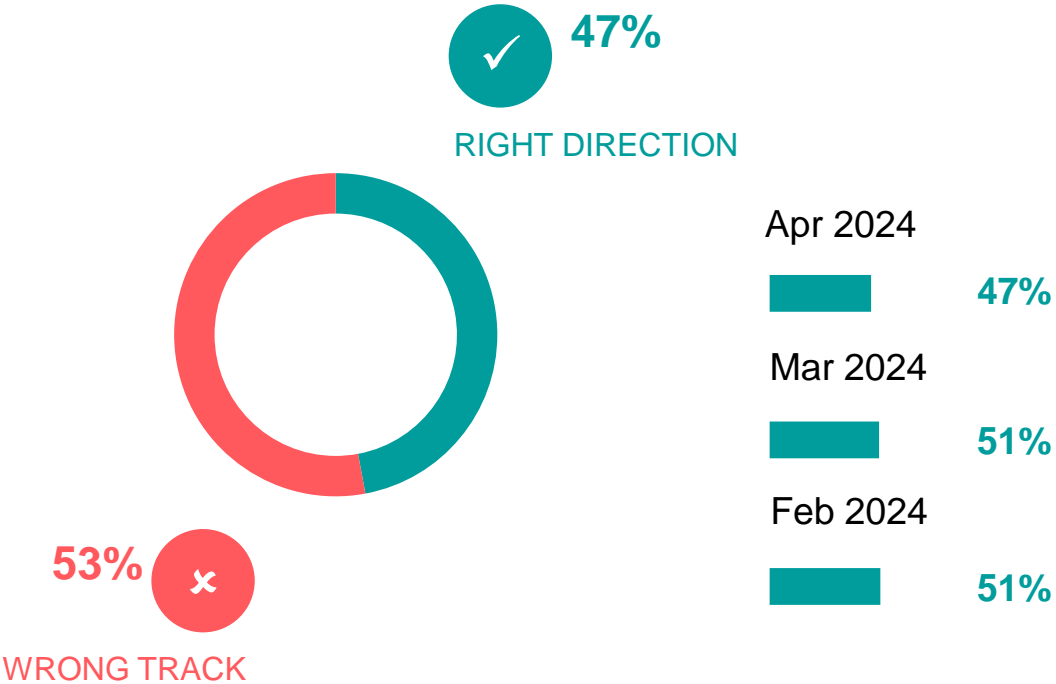
# BRAZIL SUMMARY: APRIL 2024

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



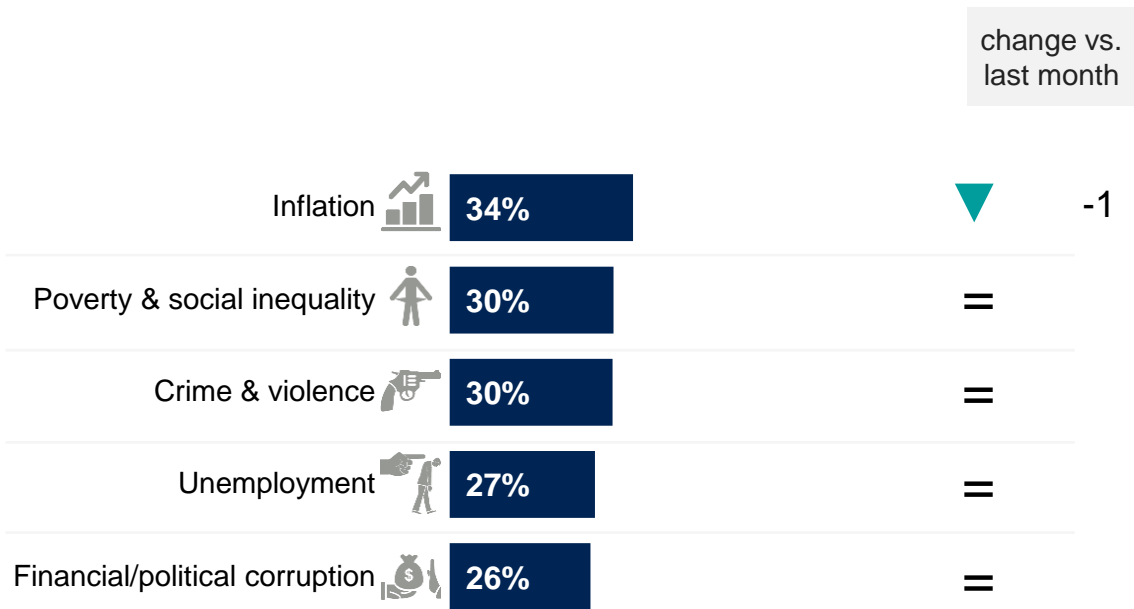
**Base:** Representative sample of Brazilian adults aged 16-74. c.1000 per month.  
**Source:** Global Advisor. *Global score is a Global Country Average. See methodology for details.*

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



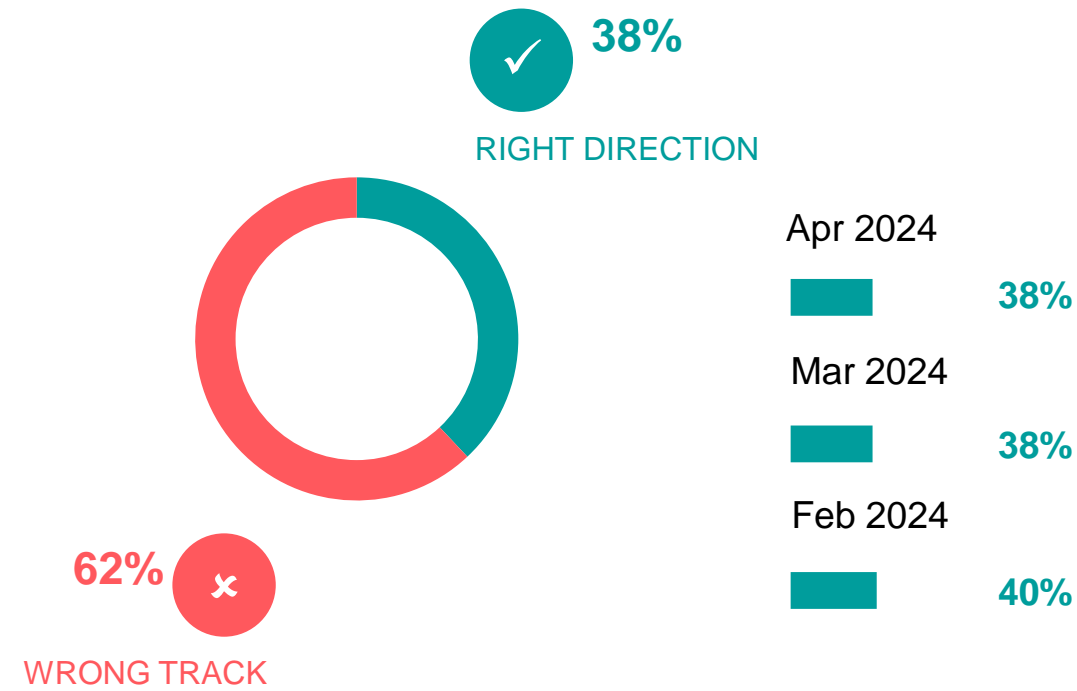
# WORLD SUMMARY: APRIL 2024

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



**Base:** Representative sample of global adults aged 16-74. c.25,302 per month.  
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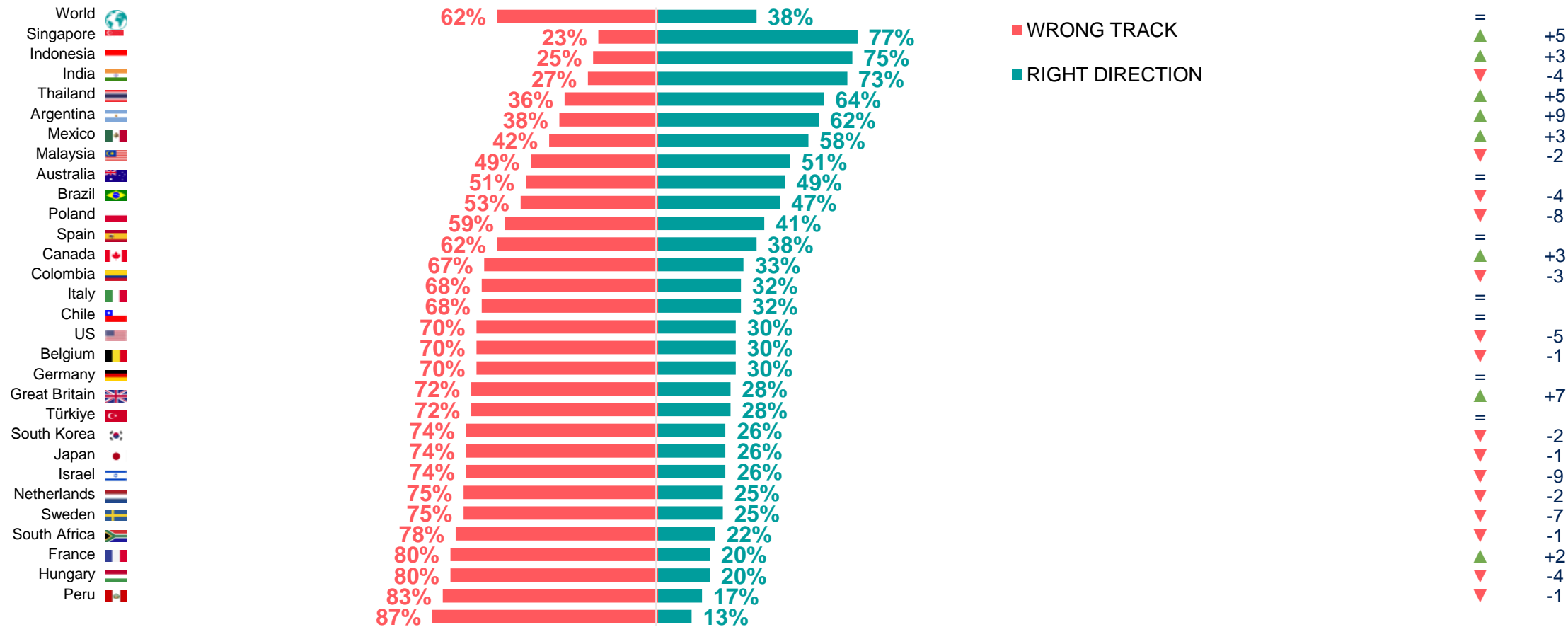
# RIGHT DIRECTION WRONG TRACK

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

# COUNTRY COMPARISON

## RIGHT DIRECTION/WRONG TRACK

% change compared  
with previous month:  
**Mar 2024**

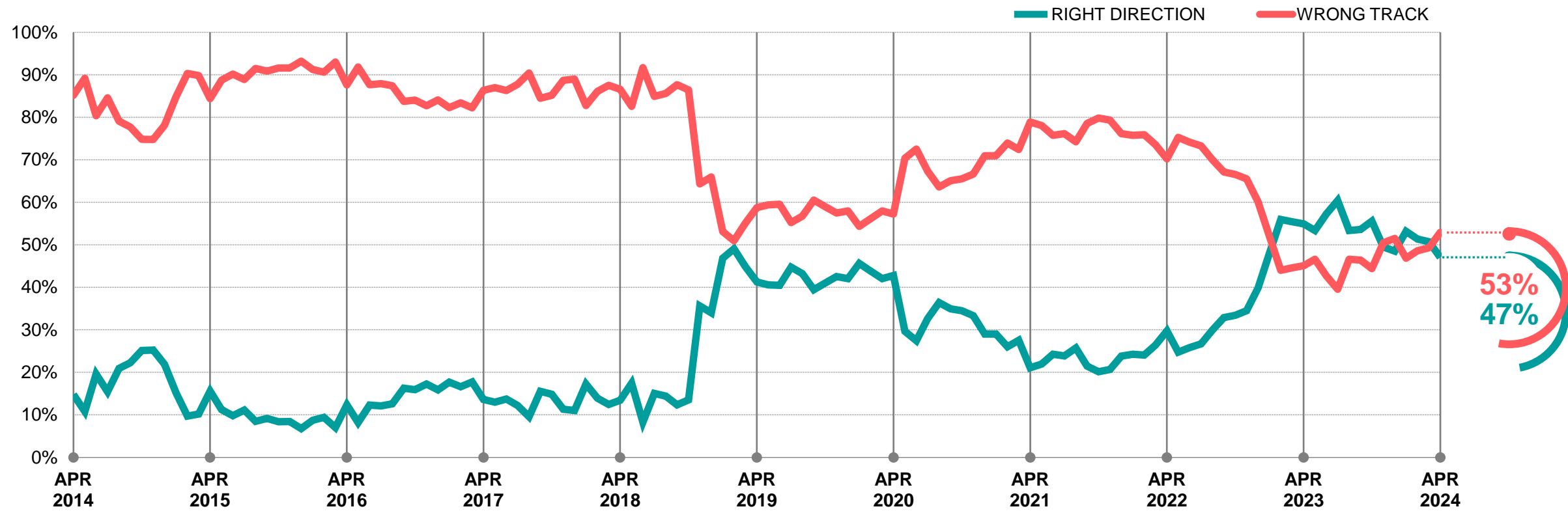


**Base:** Representative sample of c.25,302 adults aged 16-74 in 29 participating countries, March 22nd 2024 - April 5th 2024..

**Source:** Global Advisor. *Global score is a Global Country Average. See methodology for details.*

# BRAZIL: RIGHT DIRECTION/ WRONG TRACK

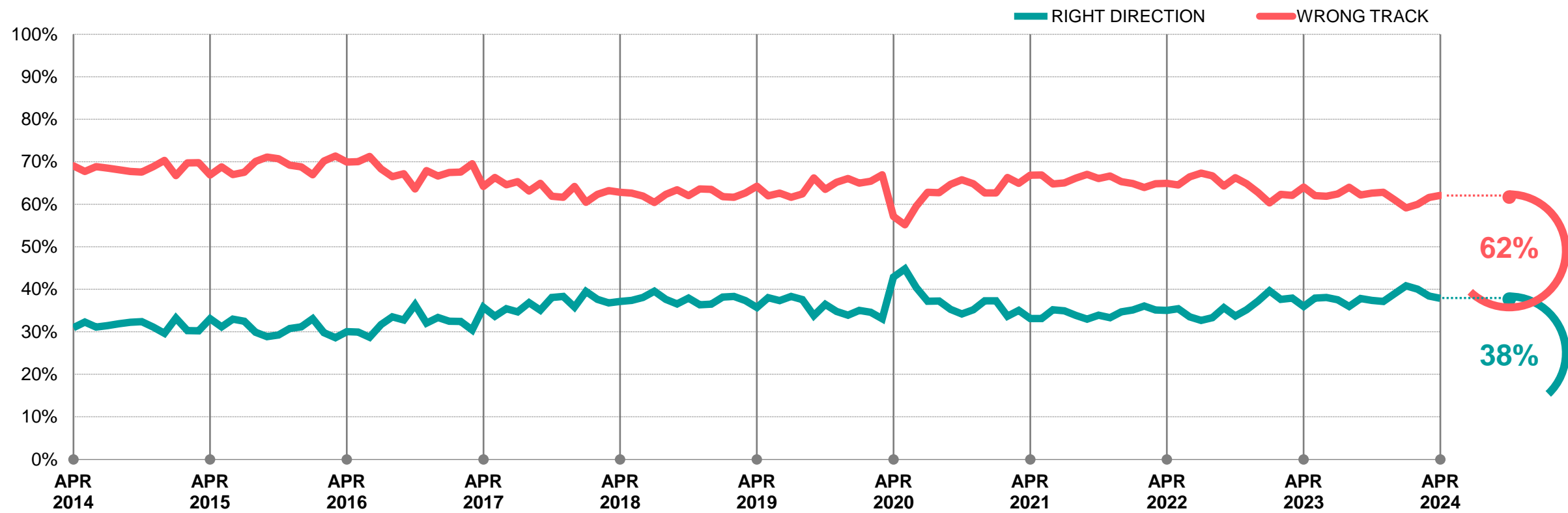
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# WORLD: RIGHT DIRECTION/ WRONG TRACK

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



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# BRAZIL'S WORRIES

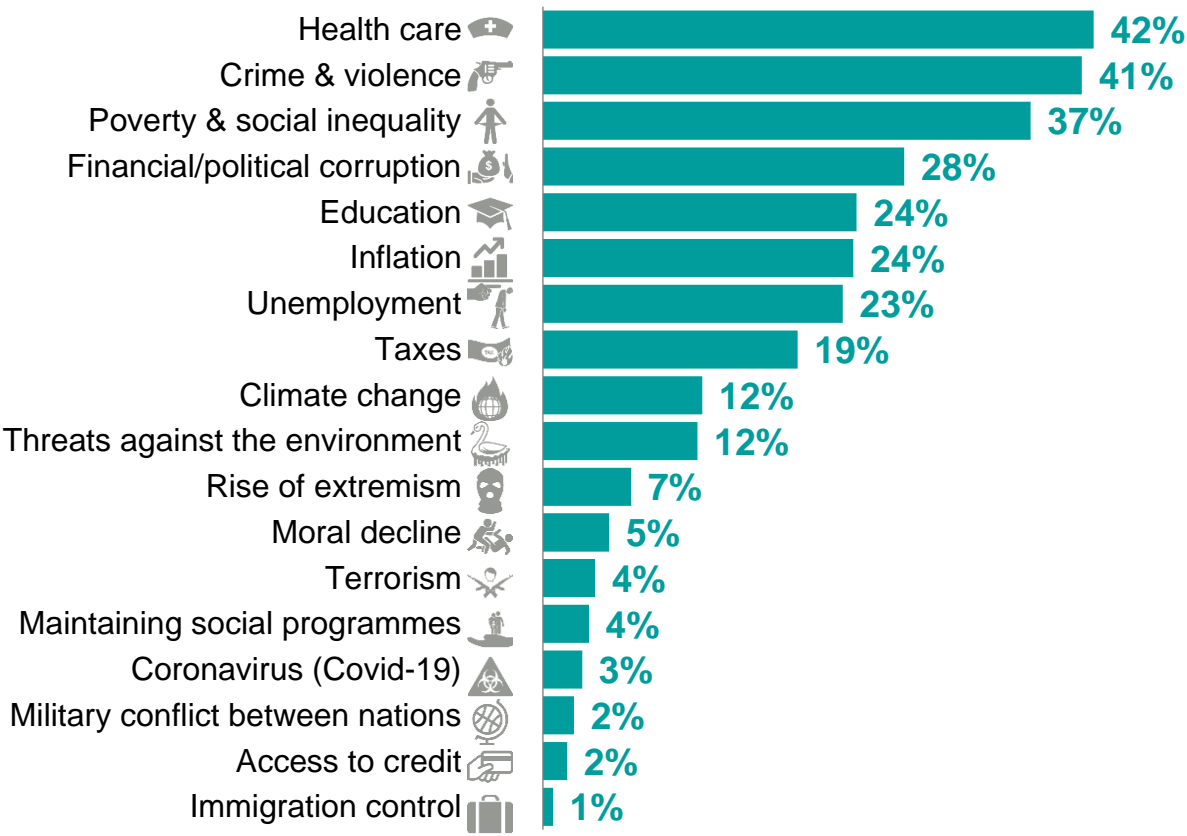
- Brazil's top worries
- World's top worries
- Trends over time for worries: Brazil & World



# BRAZIL'S WORRIES

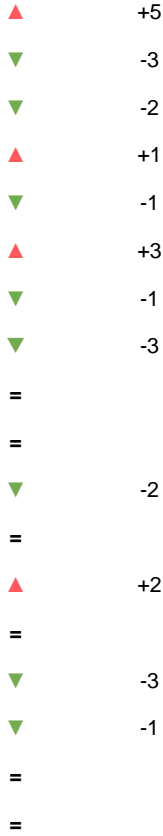
Which three of the following topics do you find the most worrying in your country?

## Mentioned in April 2024 (%)



% change compared with previous month:

## Mar 2024



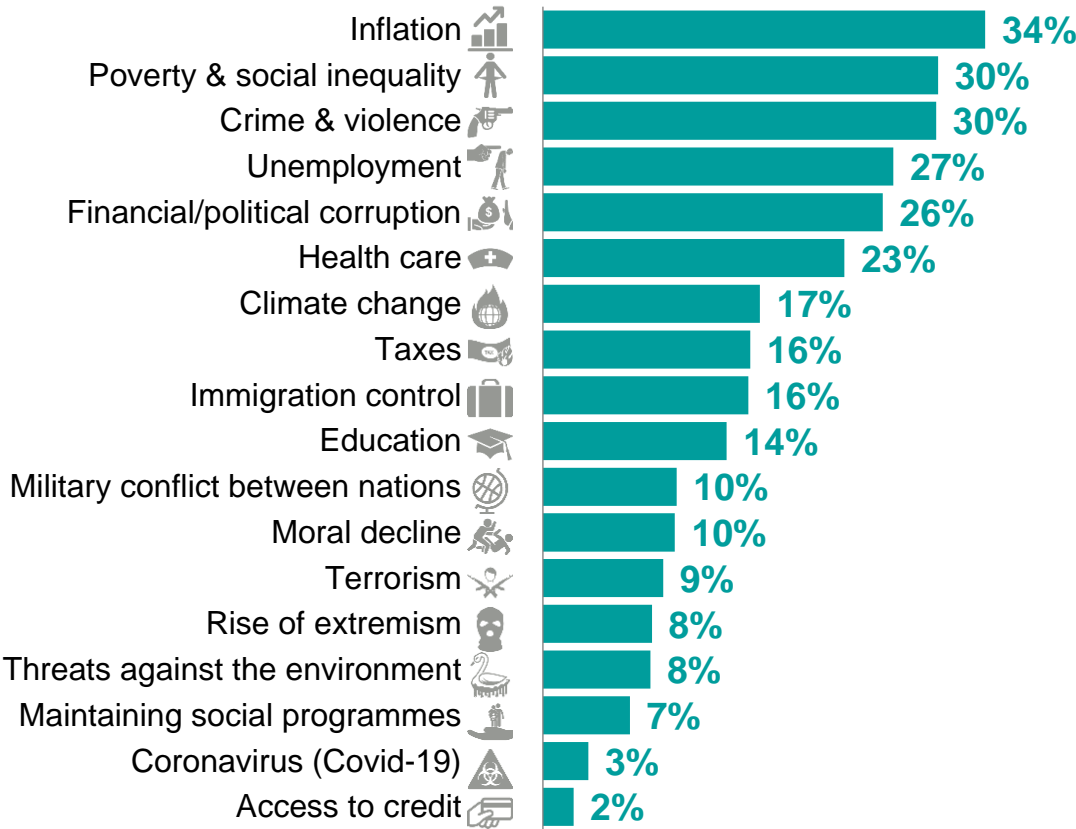
Base: Representative sample of Brazilian adults aged 16-74. April 2024: 1000.

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# WORLD WORRIES

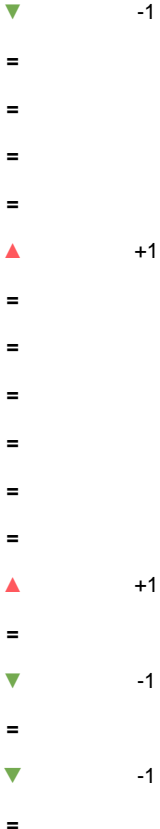
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## Mentioned in April 2024 (%)



% change compared with previous month:

## Mar 2024

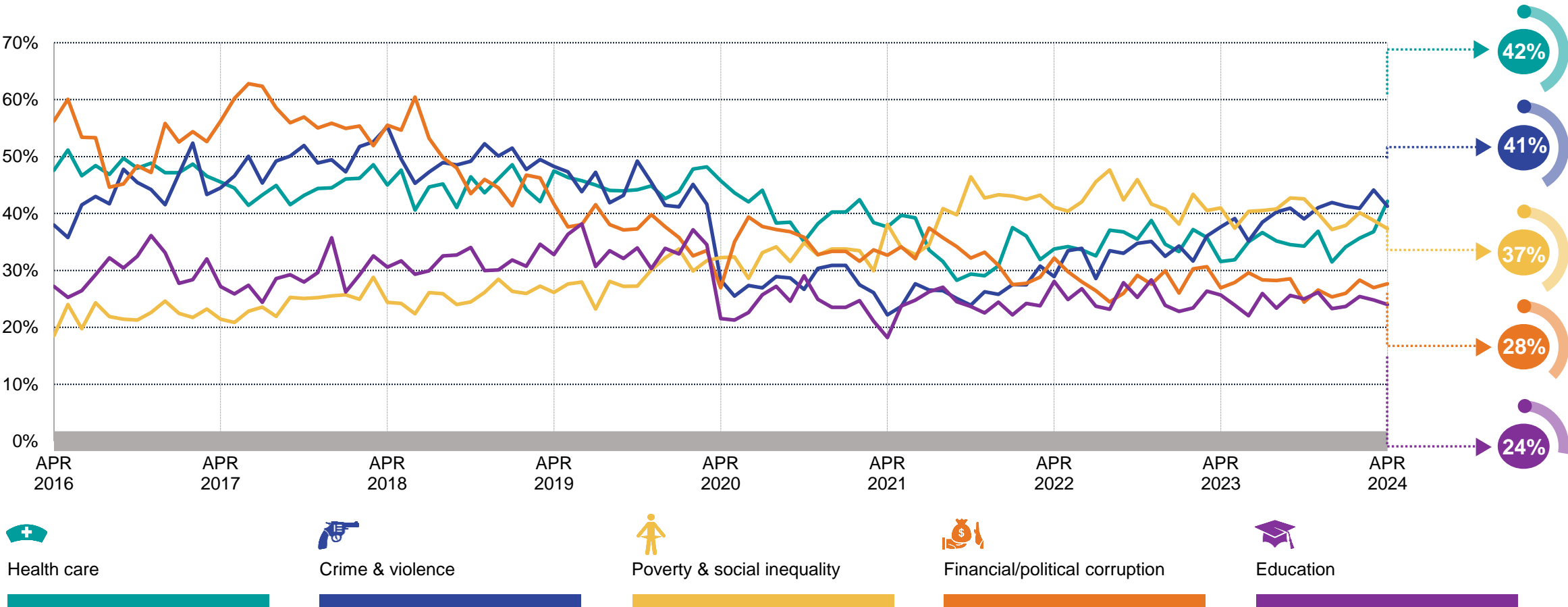


Base: Representative sample of global adults aged 16-74. April 2024: 25,302.

Source: Global Advisor. Global score is a Global Country Average. See methodology for details.

# BRAZIL'S CURRENT TOP 5 WORRIES: LONG-TERM TRENDS

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.  
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# THE WORLD'S CURRENT TOP 5 WORRIES: LONG-TERM TRENDS

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



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# WORLD WORRIES COUNTRY COMPARISON

- Top concern by country
- Top 3 concerns by country
- Country comparison of Brazil's top 5 concerns

# 1 | INFLATION

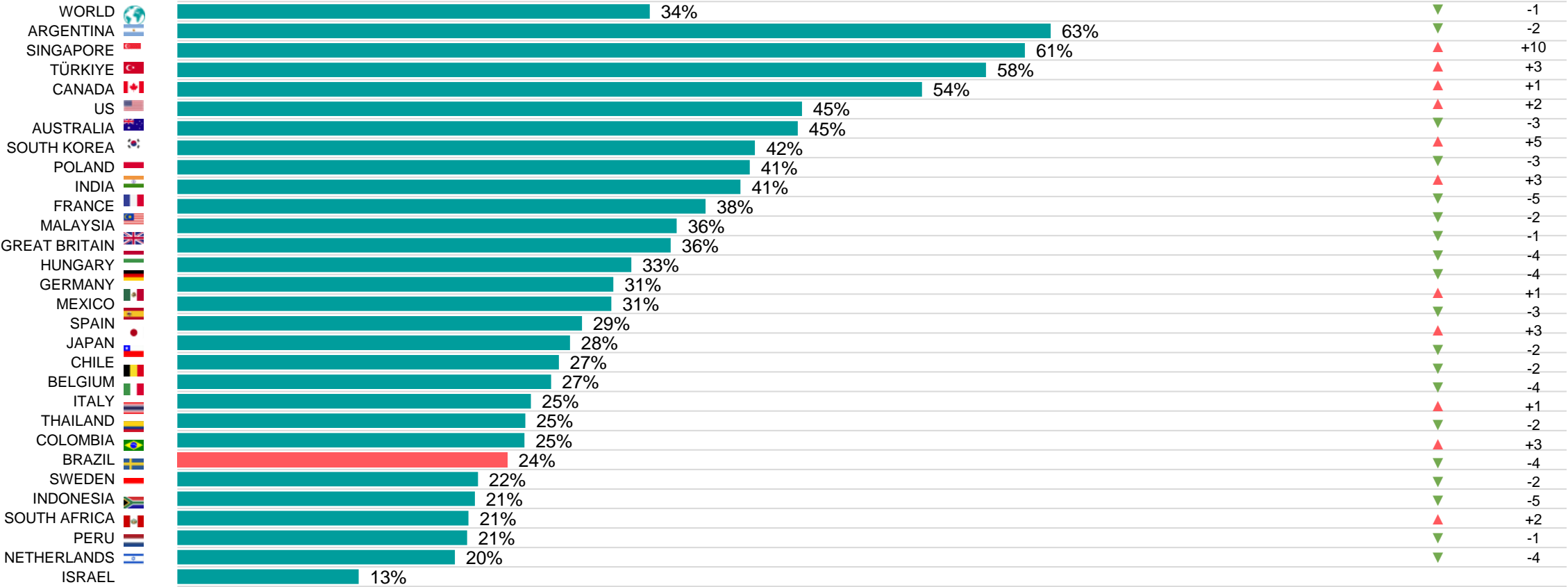
## BRAZIL VS. GLOBAL

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

% change compared with previous month:

March 2024

(%) worried in April 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. April 2024: 25,302.

Source: Global Advisor. Global score is a Global Country Average. See methodology for details.

## 2 | POVERTY & SOCIAL INEQUALITY

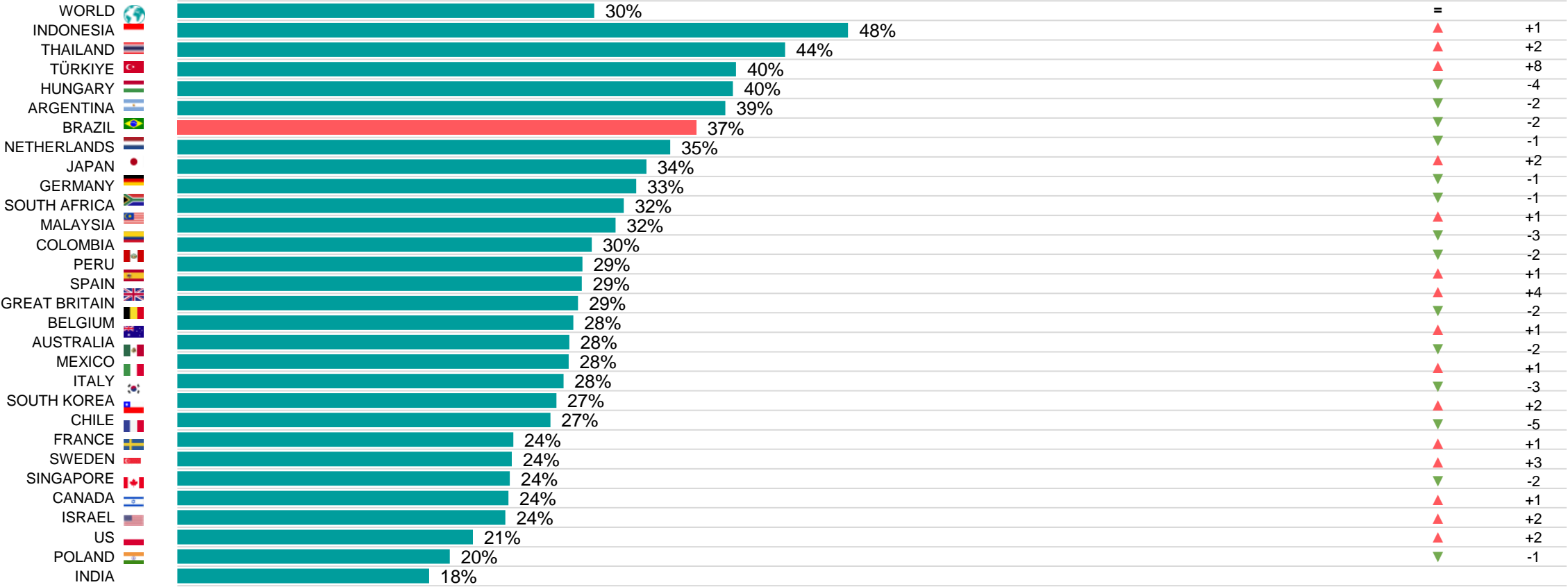
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### 3 | CRIME & VIOLENCE

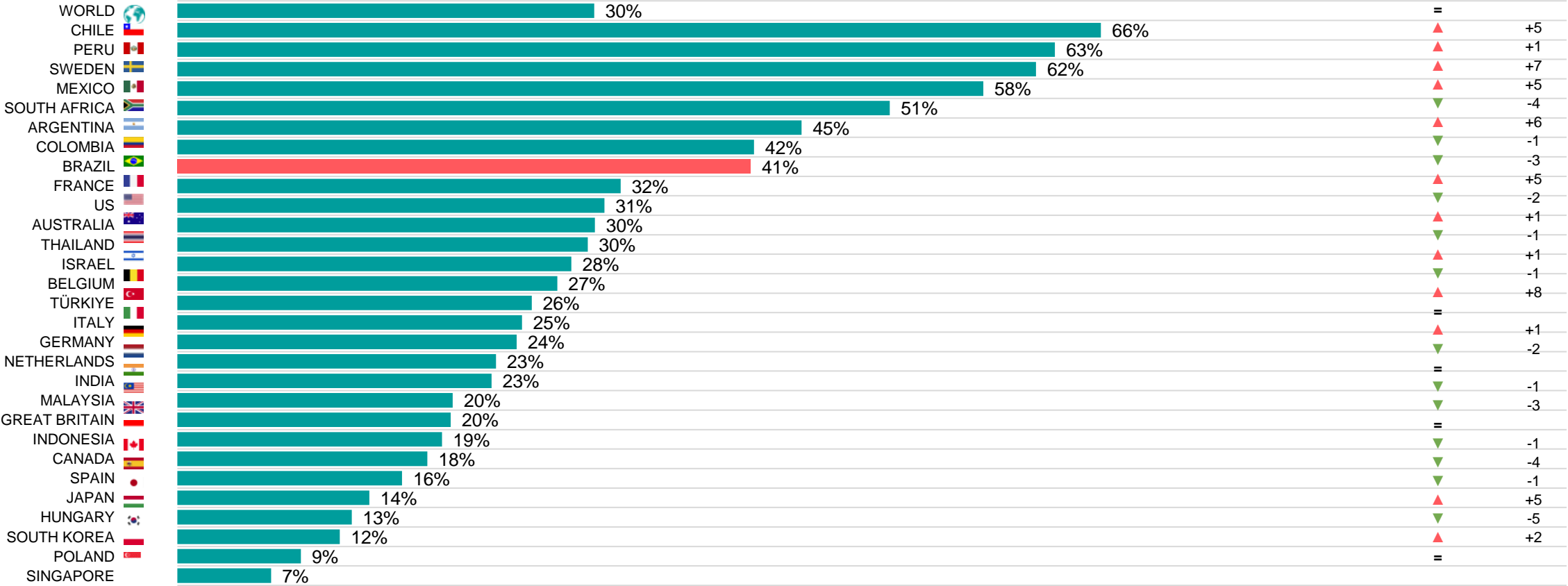
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# 4 | UNEMPLOYMENT

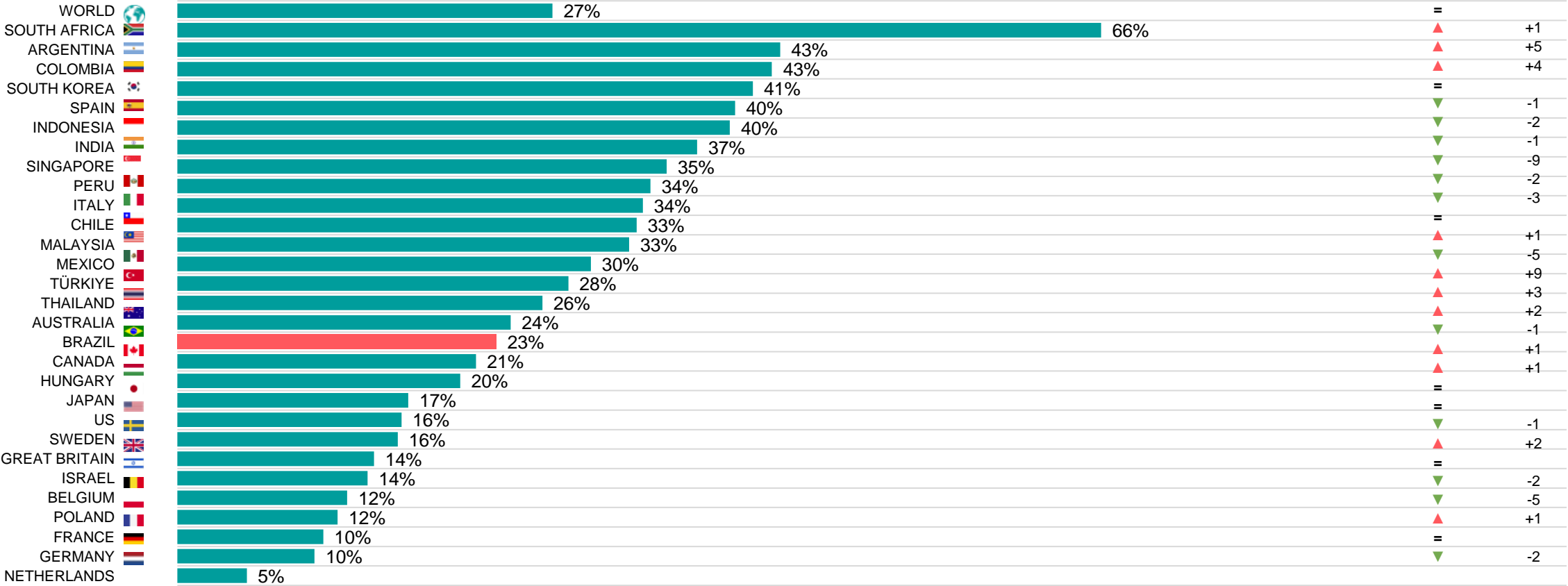
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5 | FINANCIAL/POLITICAL CORRUPTION

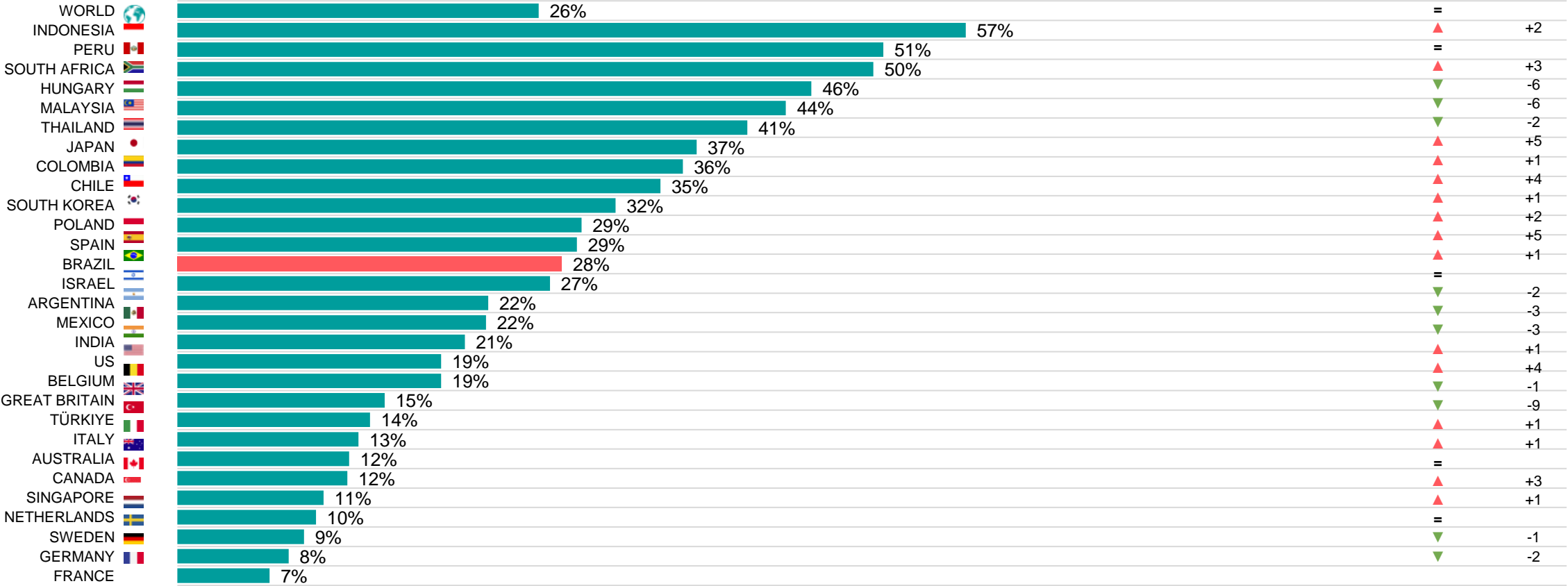
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# WORLD WORRIES COUNTRY COMPARISON

Country comparison of all 18 concerns

# 1 | INFLATION

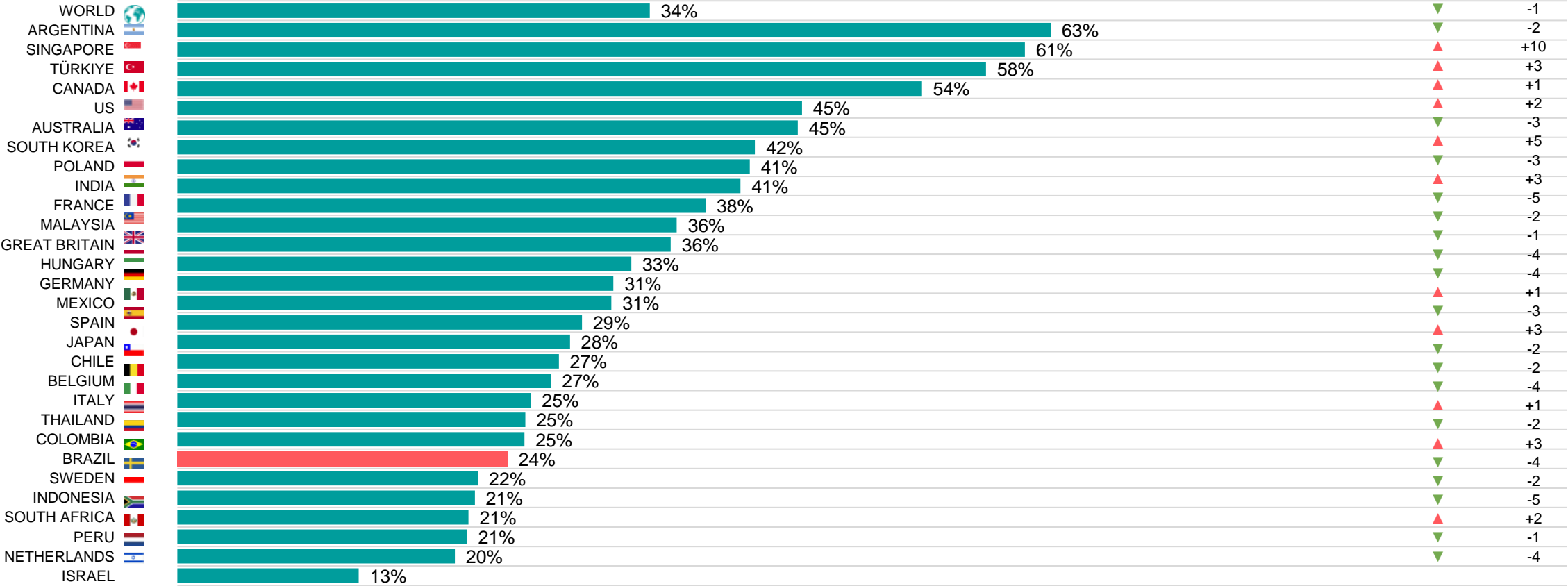
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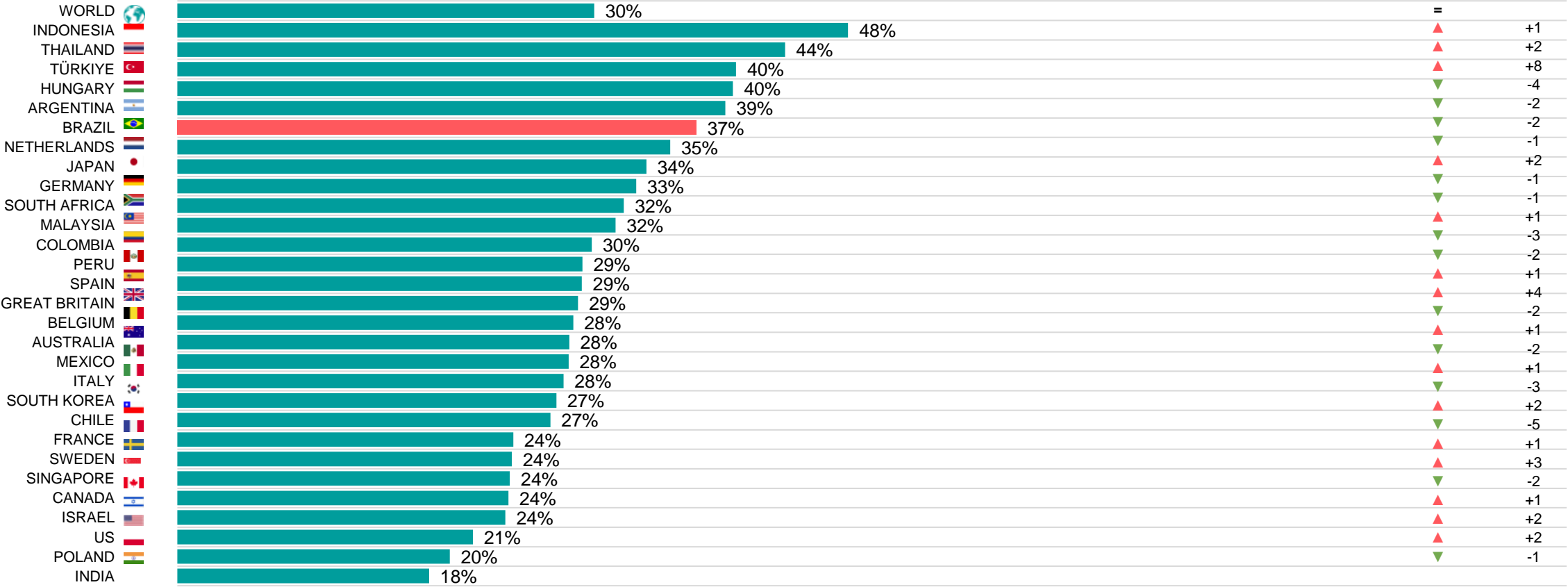
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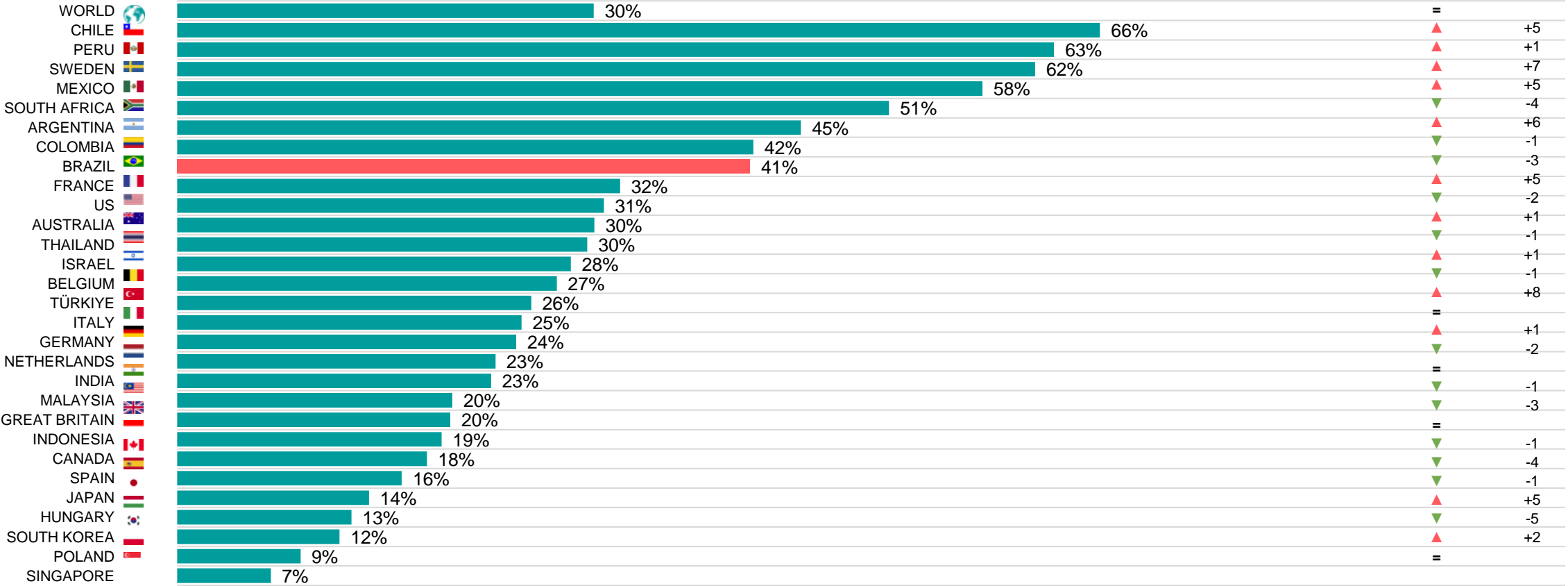
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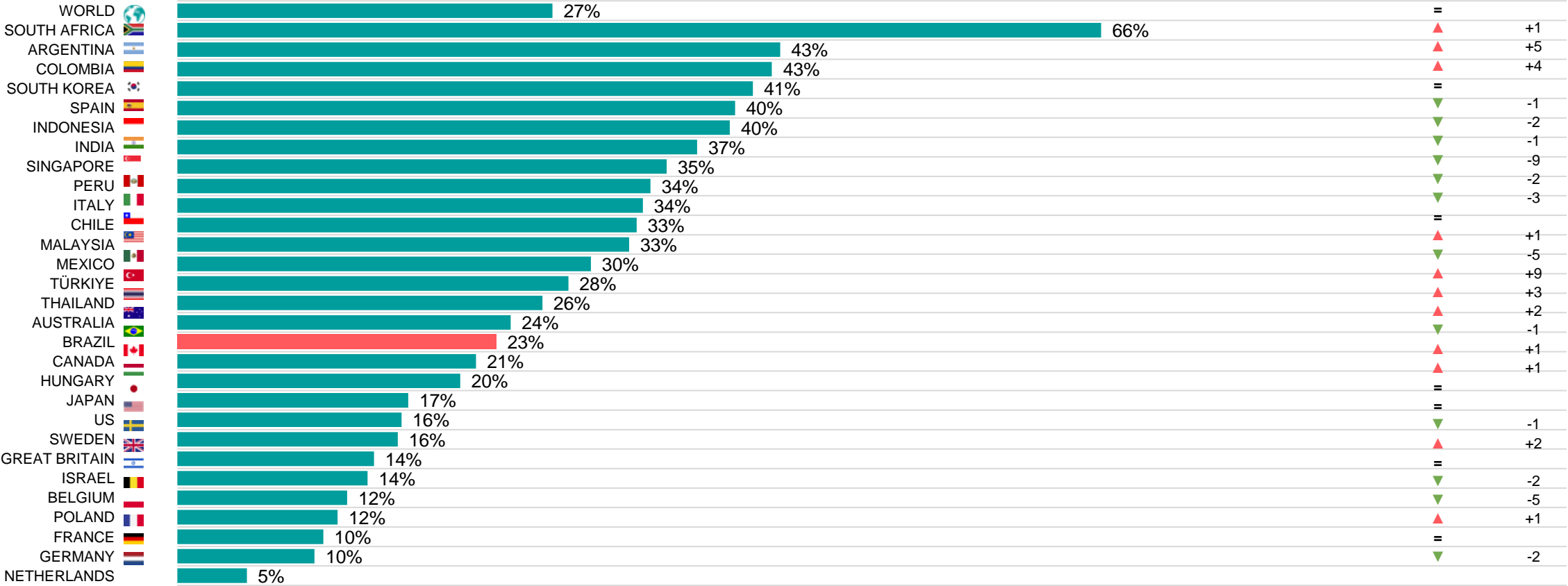
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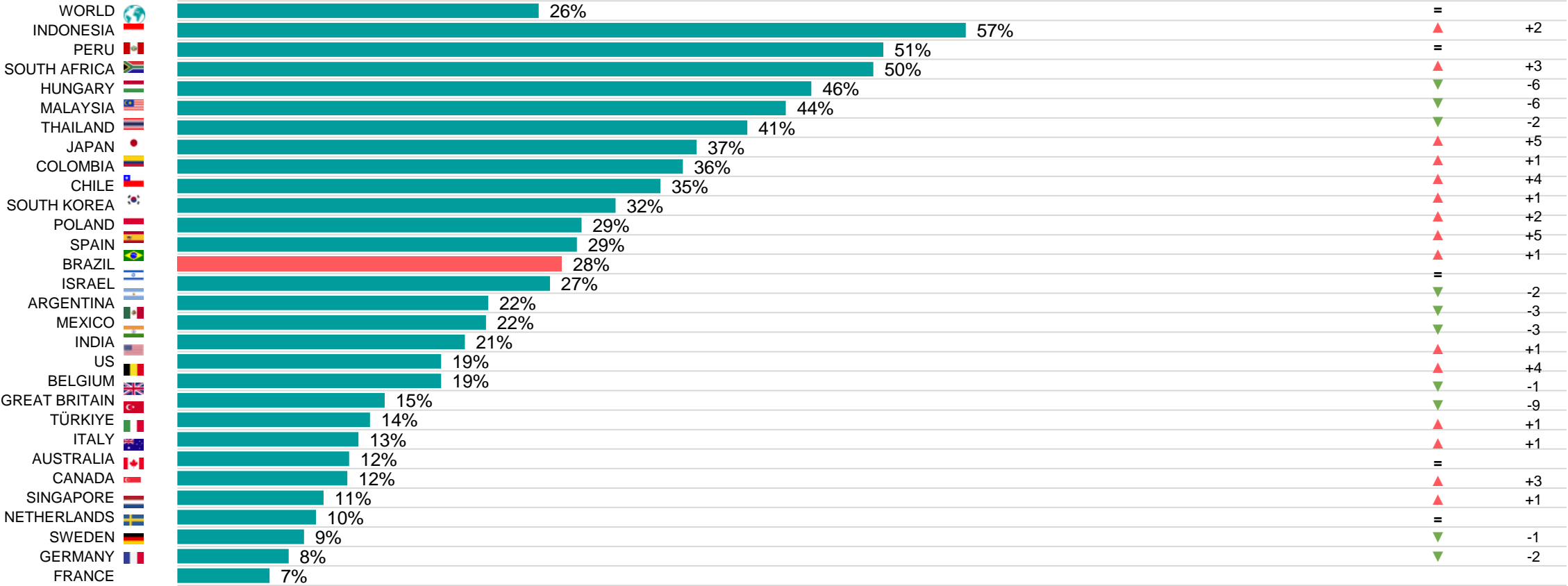
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# 6 | HEALTH CARE

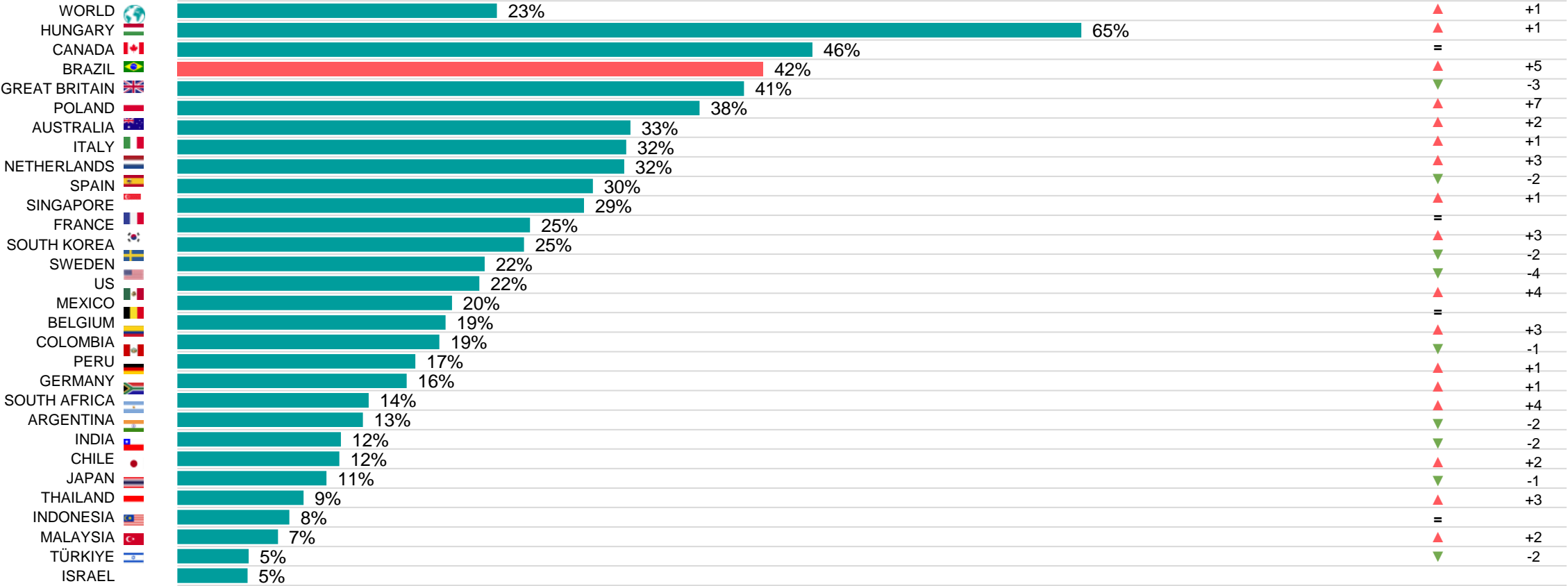
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7 | CLIMATE CHANGE

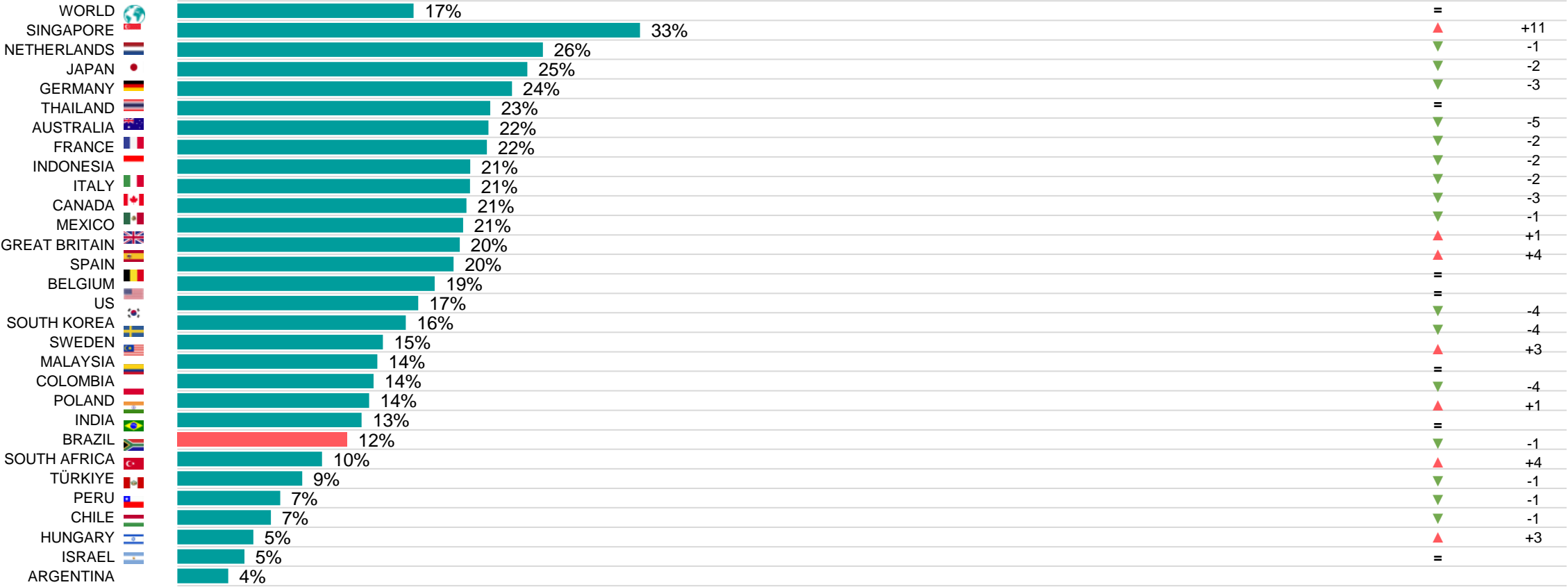
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# 8 | TAXES

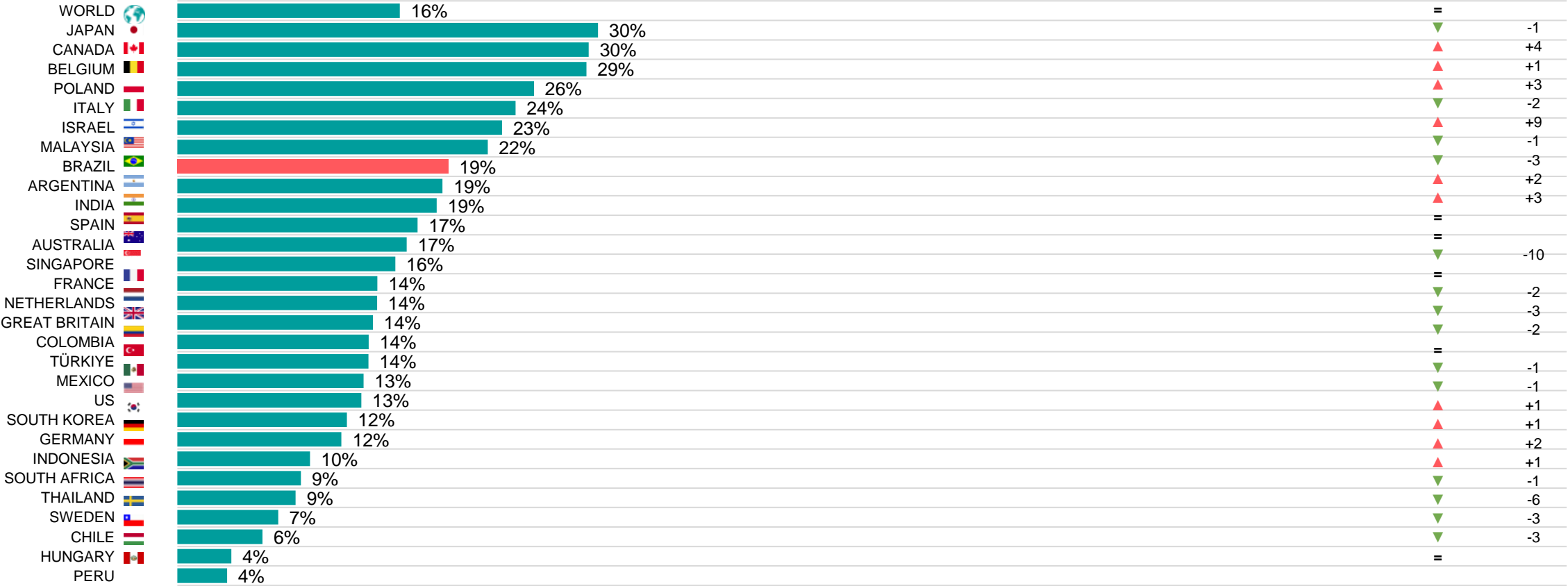
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9 | IMMIGRATION CONTROL

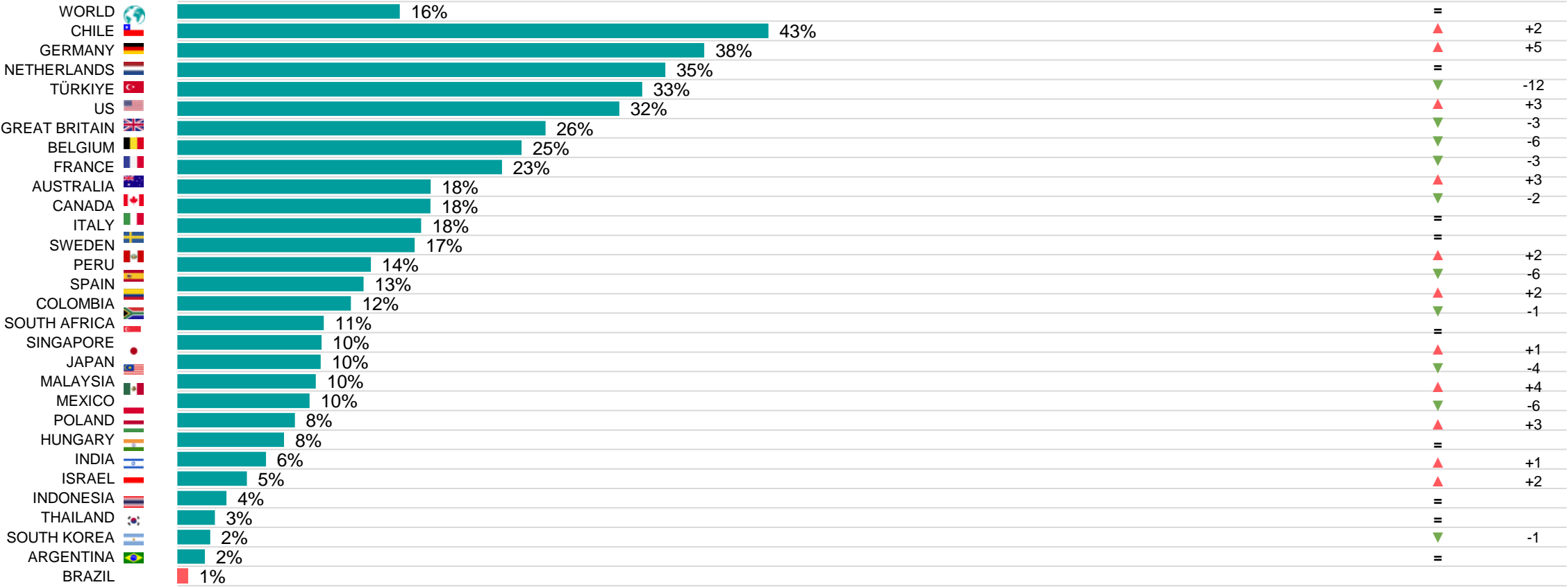
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10 | EDUCATION

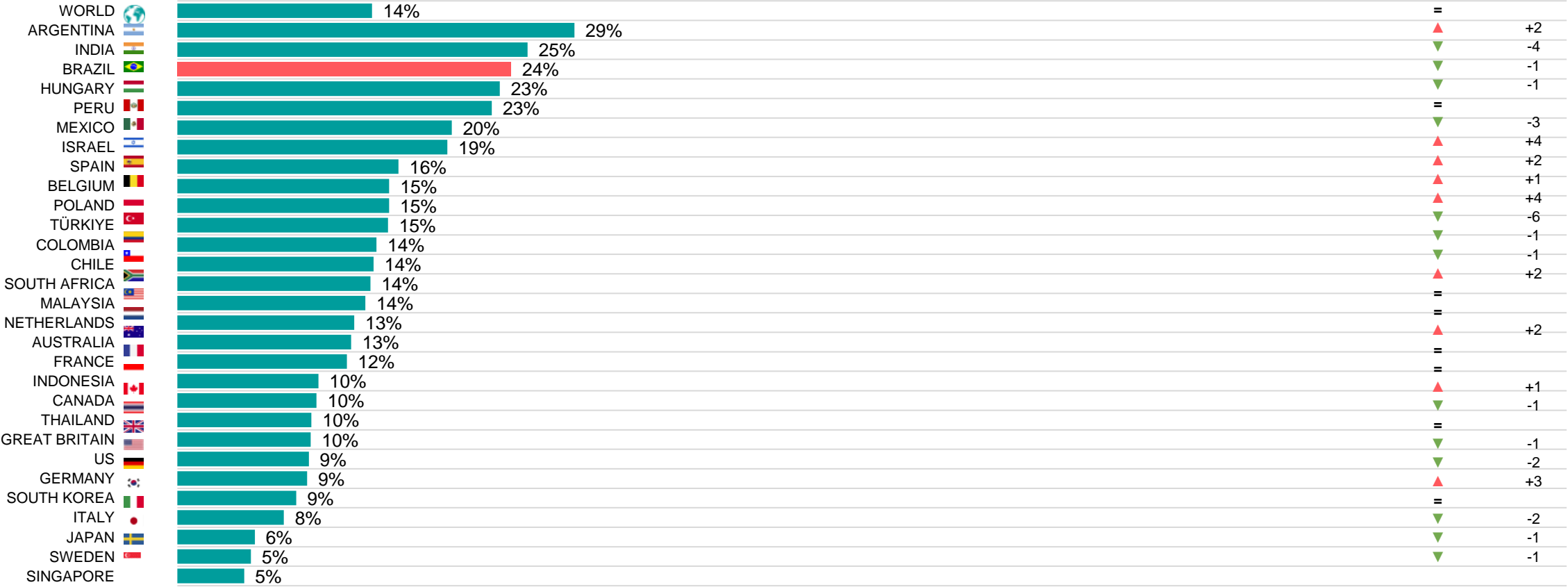
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# 11 | MILITARY CONFLICT BETWEEN NATIONS

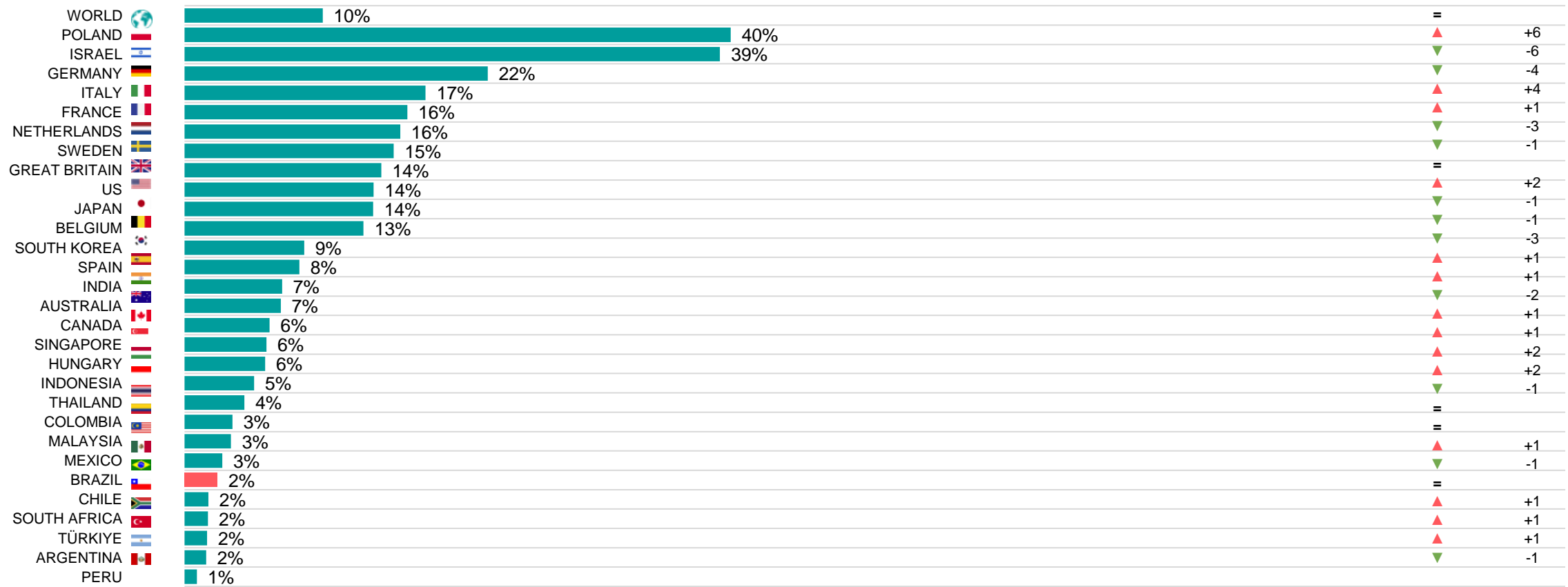
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12 | MORAL DECLINE

WORLD WORRIES

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

% change compared with previous month:

March 2024

(%) worried in April 2024 in each country



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Source: Global Advisor. Global score is a Global Country Average. See methodology for details.

# 13 | TERRORISM

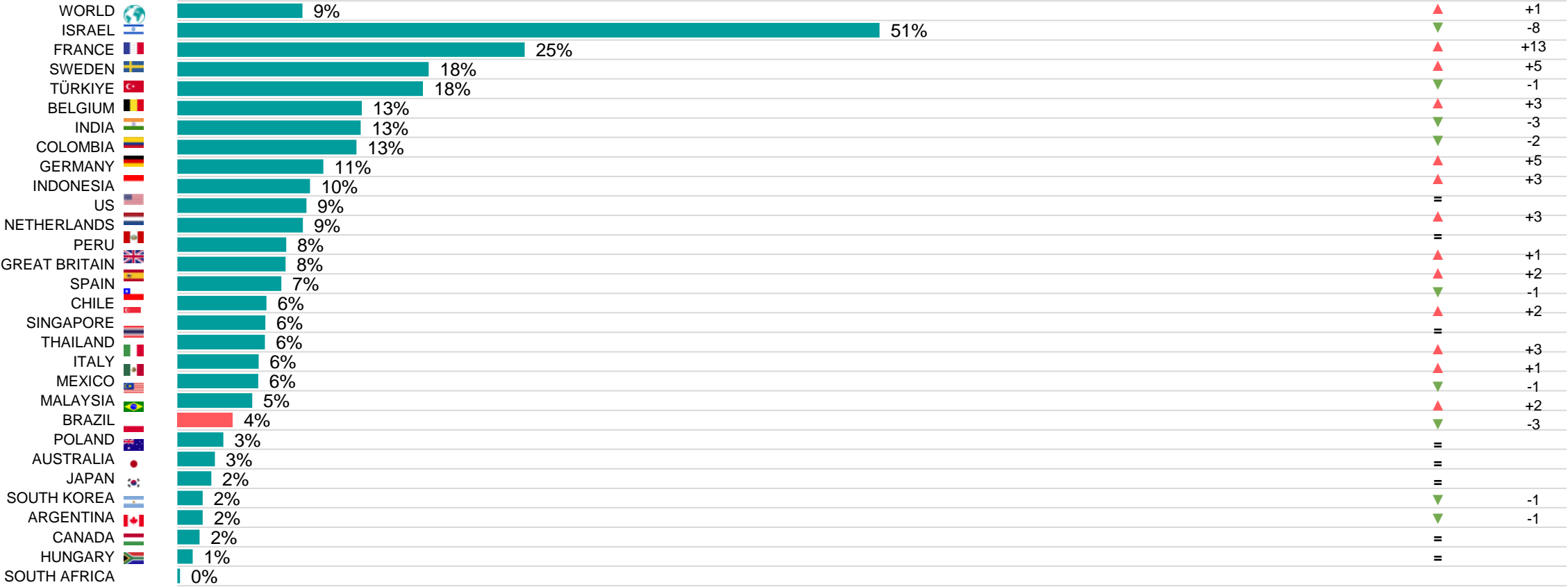
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# 14 | RISE OF EXTREMISM

## WORLD WORRIES

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March 2024

(%) worried in April 2024 in each country



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# 15 | THREATS AGAINST THE ENVIRONMENT

## WORLD WORRIES

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March 2024

(%) worried in April 2024 in each country



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# 16 | MAINTAINING SOCIAL PROGRAMMES

## WORLD WORRIES

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March 2024

(%) worried in April 2024 in each country



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# 17 | CORONAVIRUS (COVID-19)

## WORLD WORRIES

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March 2024

(%) worried in April 2024 in each country



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18 | ACCESS TO CREDIT

WORLD WORRIES

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March 2024

(%) worried in April 2024 in each country



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Source: Global Advisor. Global score is a Global Country Average. See methodology for details.

# METHODOLOGY

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The survey is conducted monthly in 29 countries around the world via the Ipsos Online Panel. The countries included are Argentina, Australia, Belgium, Brazil, Canada, Chile, Colombia, France, Great Britain, Germany, Hungary, India, Indonesia, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Spain, Sweden, Türkiye and the United States of America.

For the results of the survey presented herein, an international sample of 25,302 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 were interviewed between March 22nd 2024 and April 5th 2024. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.1 percentage points and of 500 accurate to +/- 4.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

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 country census data.

A survey with an unweighted probability sample of this size would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points for a 500 sample 19 times out of 20.

In 17 of the 29 countries surveyed internet penetration is sufficiently high to think of the samples as representative of the wider population within the age ranges covered: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Israel, Italy, Japan, Netherlands, Poland, South Korea, Spain, Sweden, Great Britain and United States.

Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand and Türkiye have lower levels of internet penetration and so these samples should not be considered nationally representative, and instead be considered to represent a more affluent, connected population. These are still a vital social group to understand in these countries, representing an important and emerging middle class. 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.

## FOR MORE INFORMATION

**Simon Atkinson**

Chief Knowledge Officer

✉ [simon.atkinson@ipsos.com](mailto:simon.atkinson@ipsos.com)

**Gideon Skinner**

Research Director

✉ [gideon.skinner@ipsos.com](mailto:gideon.skinner@ipsos.com)

**Teodros Gebrekal**

Senior Project Manager

✉ [teodros.gebrekal@ipsos.com](mailto:teodros.gebrekal@ipsos.com)