

WHAT WORRIES THE WORLD?

March 2024

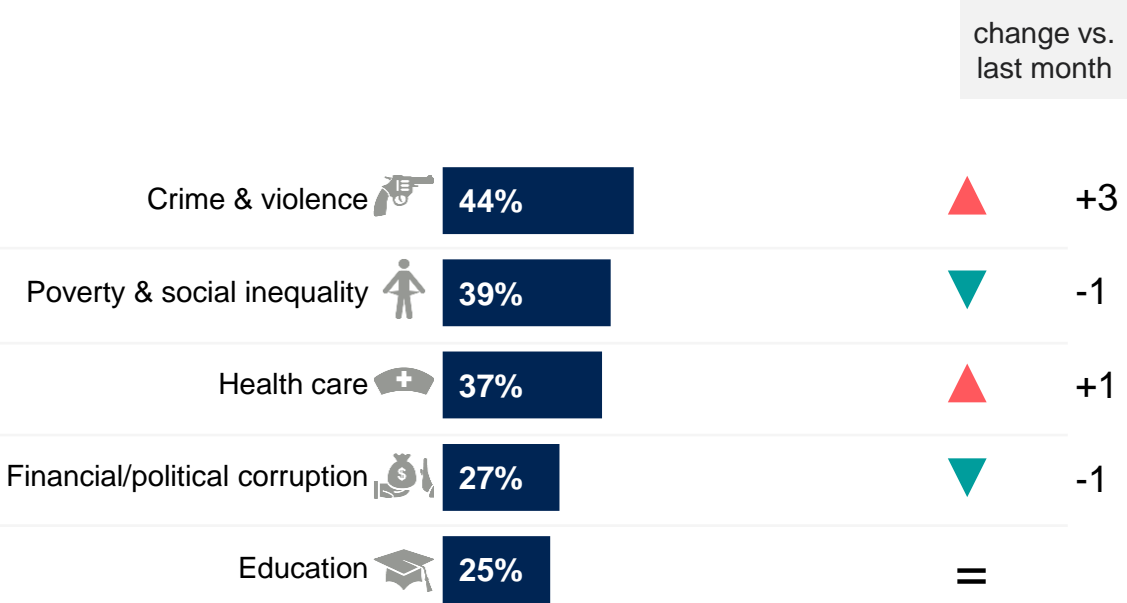


GAME CHANGERS

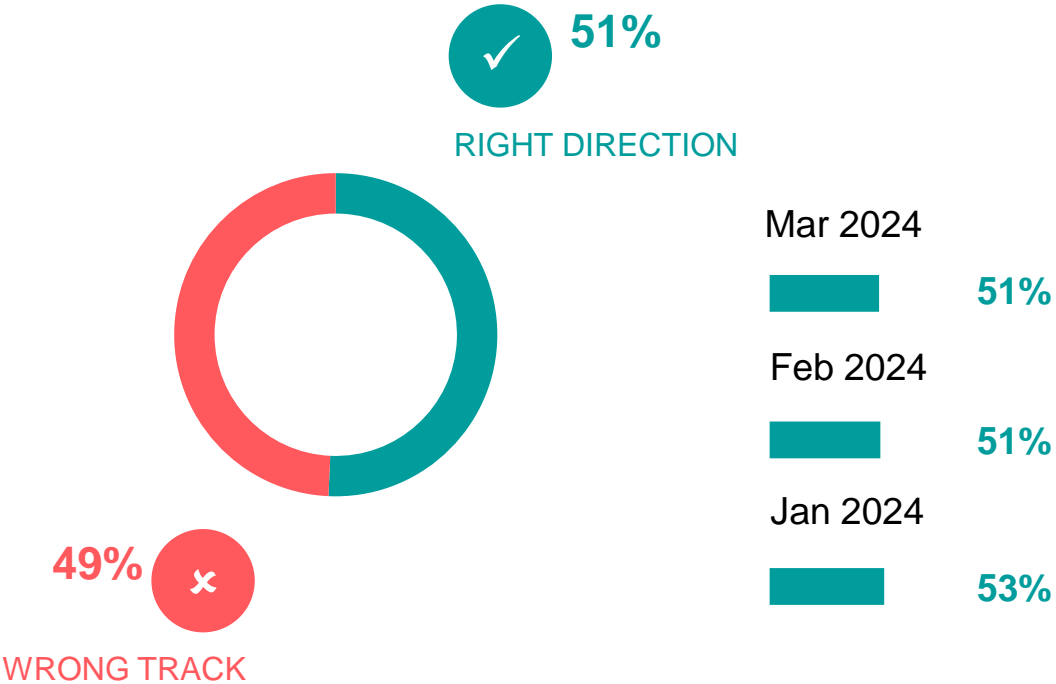


BRAZIL SUMMARY: MARCH 2024

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



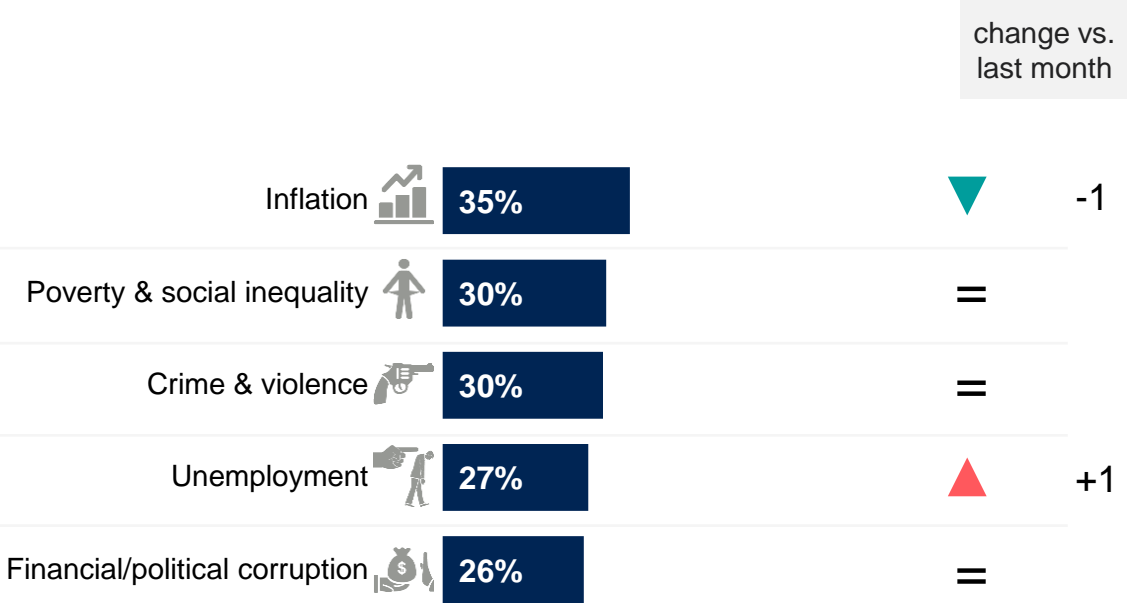
Q: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



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.

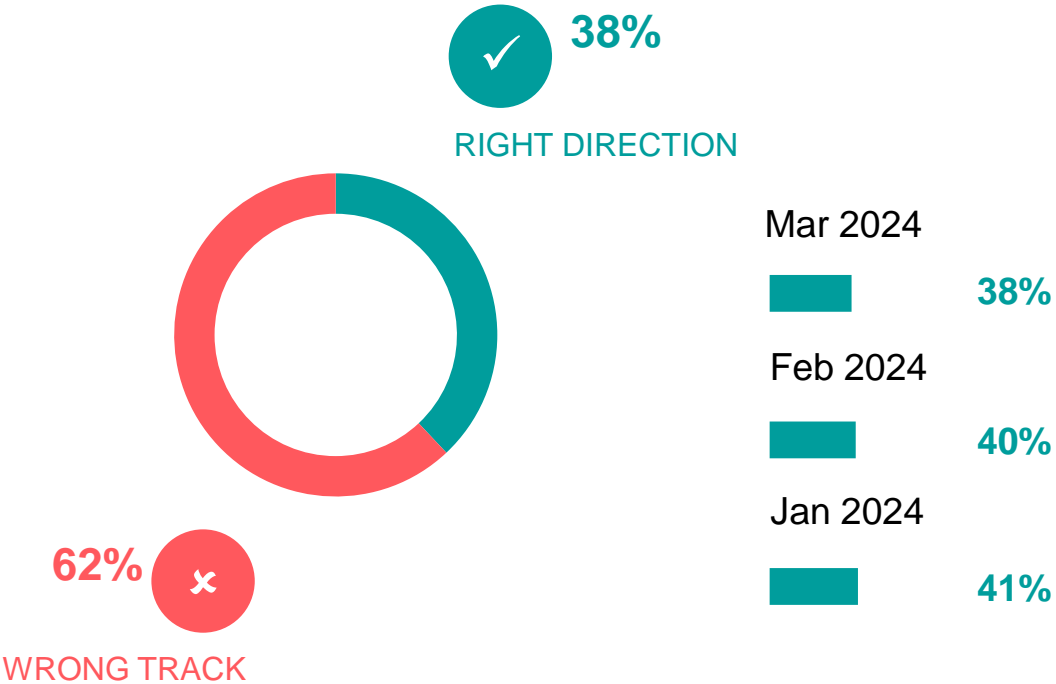
WORLD SUMMARY: MARCH 2024

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.23,761 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?



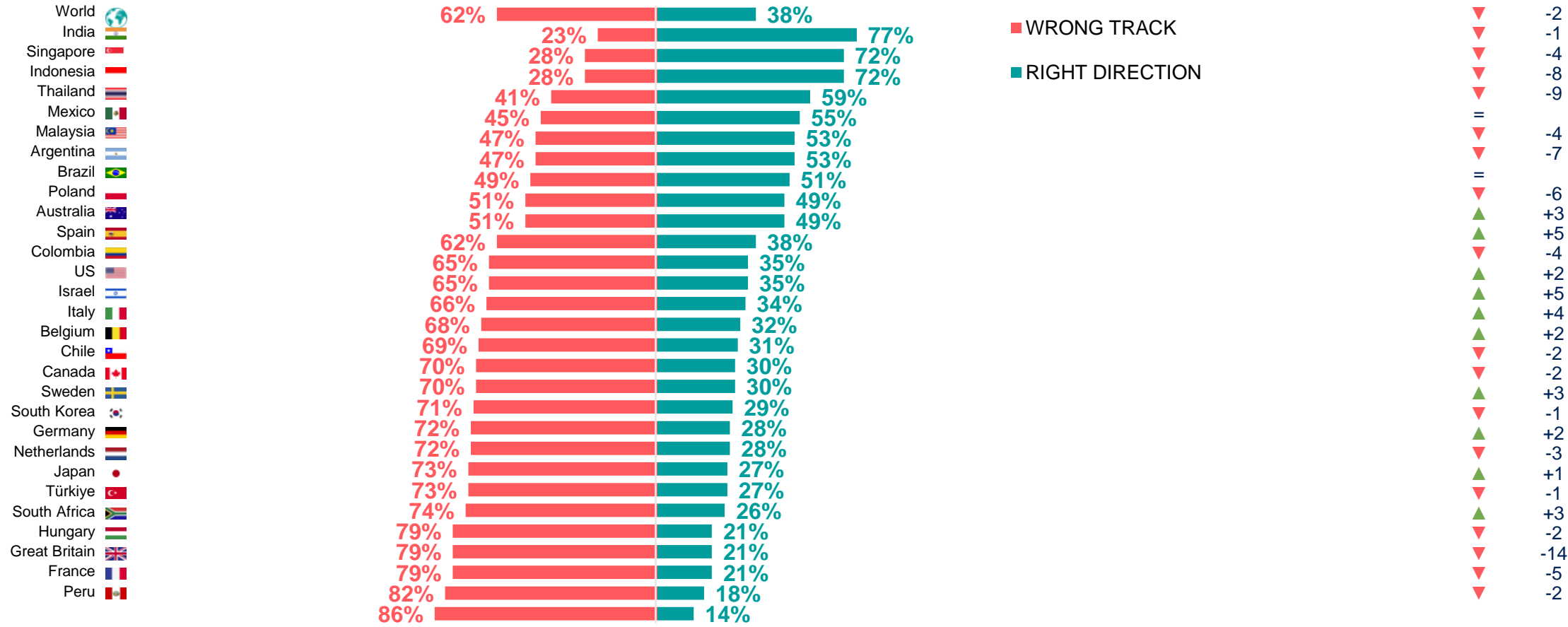
RIGHT DIRECTION WRONG TRACK

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

COUNTRY COMPARISON

RIGHT DIRECTION/WRONG TRACK

% change compared
with previous month:
Feb 2024

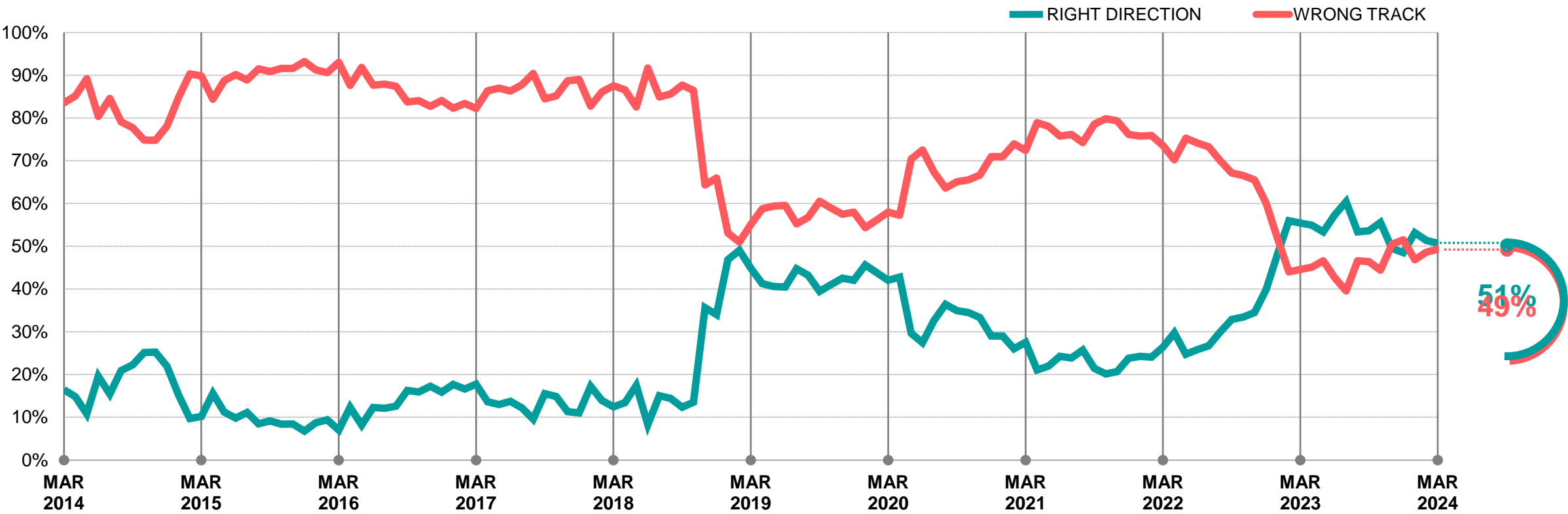


Base: Representative sample of c.23,761 adults aged 16-74 in 29 participating countries, February 23th 2024 - March 8th 2024..

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

BRAZIL: 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?

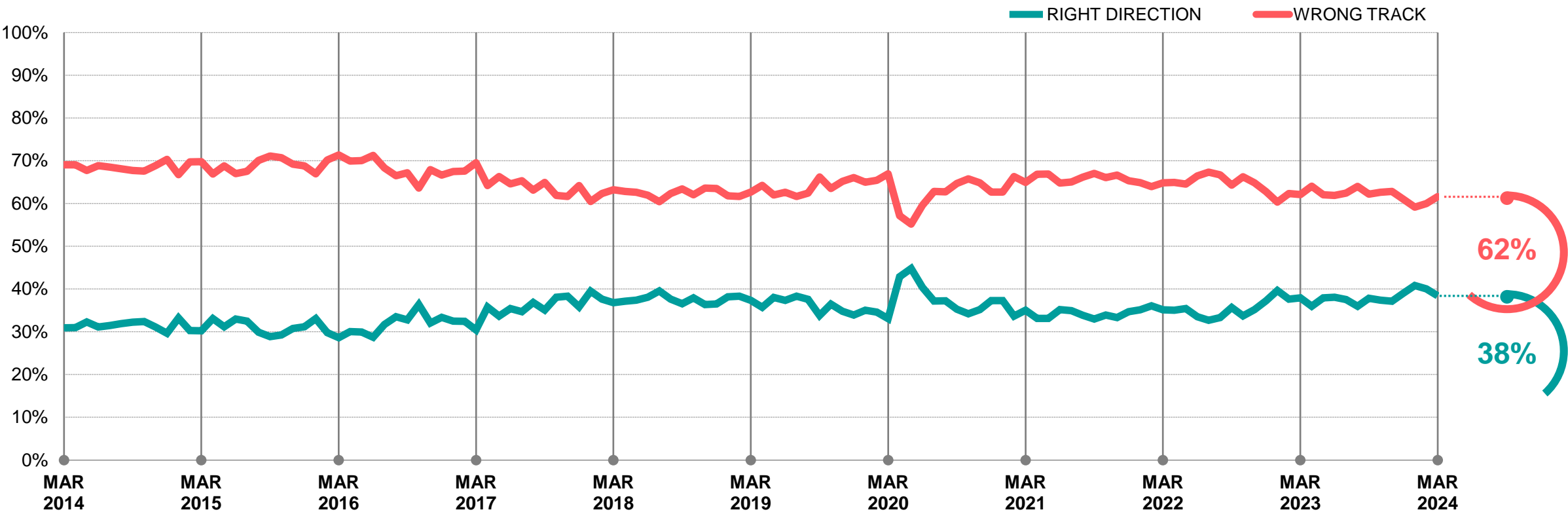


Base: Representative sample of Brazilian adults aged 16-74. c.1000 per month.

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

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?



Base: Representative sample of global adults aged 16-74. c.23,761 per month.

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

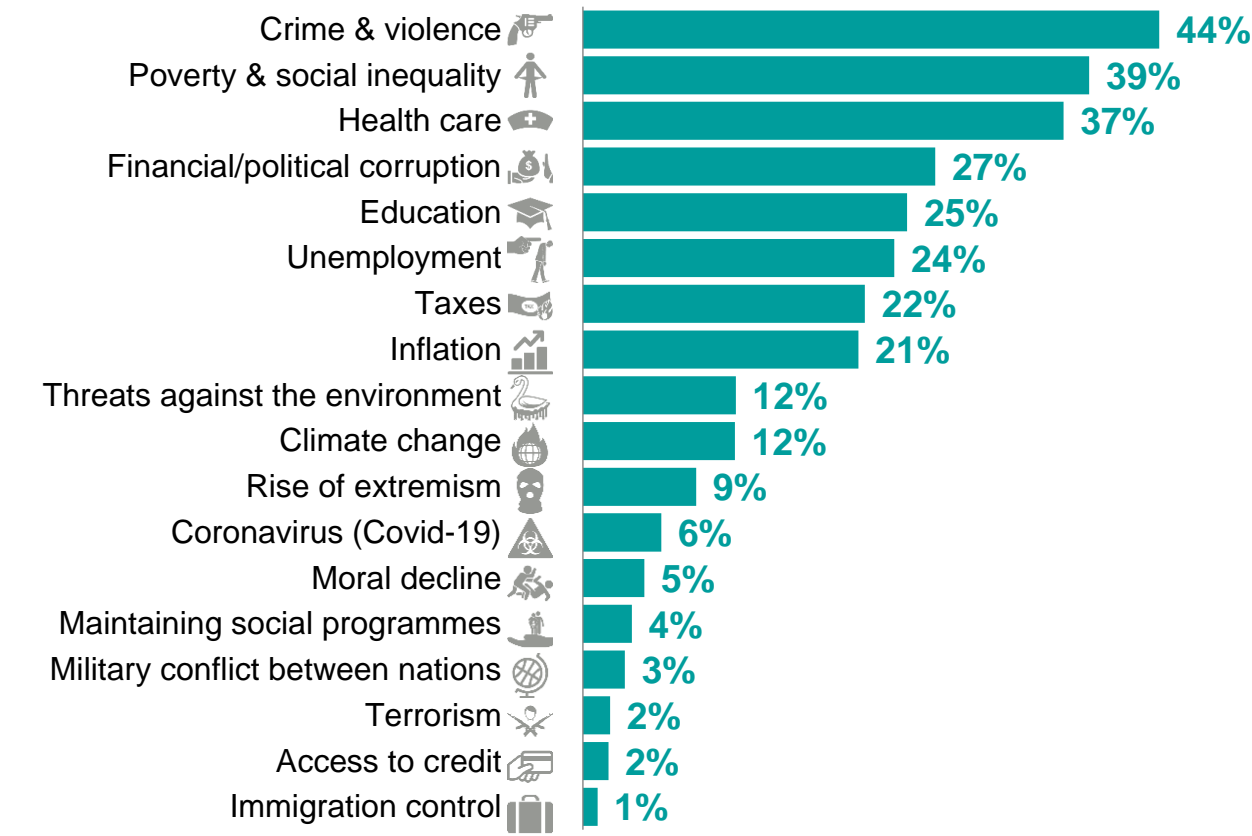
BRAZIL'S WORRIES

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

BRAZIL'S WORRIES

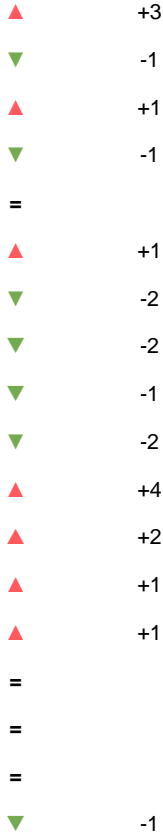
Which three of the following topics do you find the most worrying in your country?

Mentioned in March 2024 (%)



% change compared with previous month:

Feb 2024



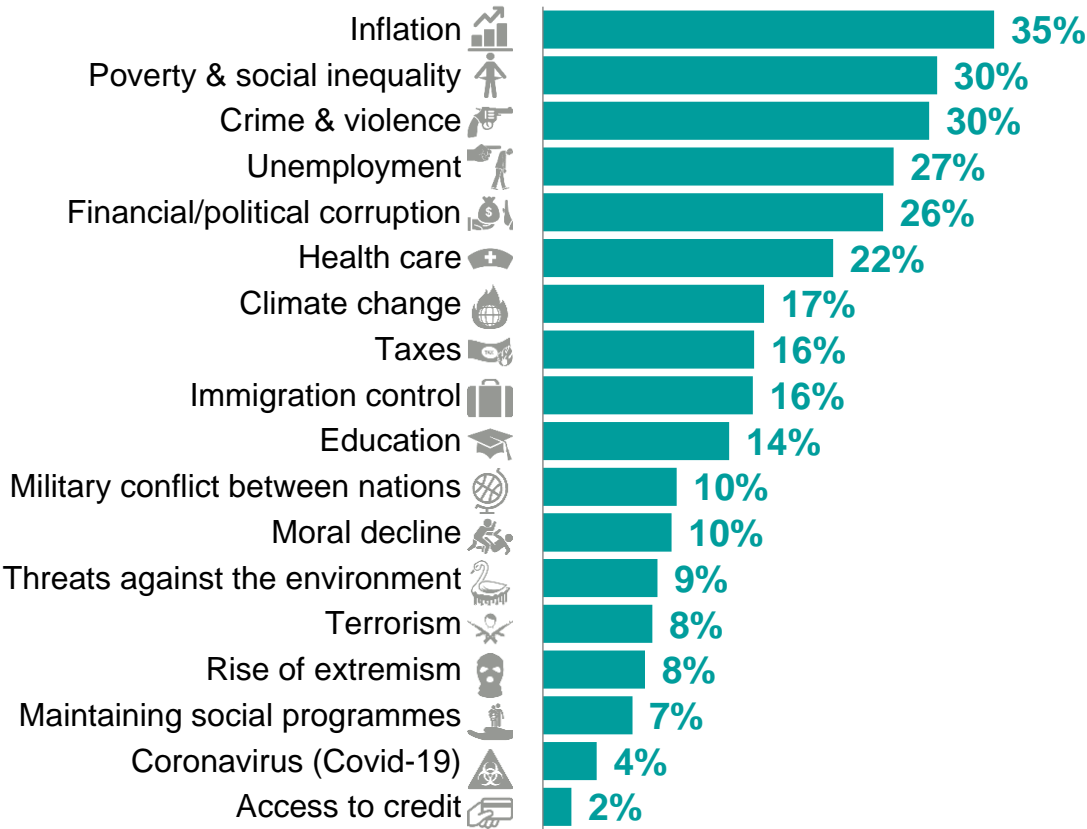
Base: Representative sample of Brazilian adults aged 16-74. March 2024: 1000.

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

WORLD WORRIES

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

Mentioned in March 2024 (%)



% change compared with previous month:

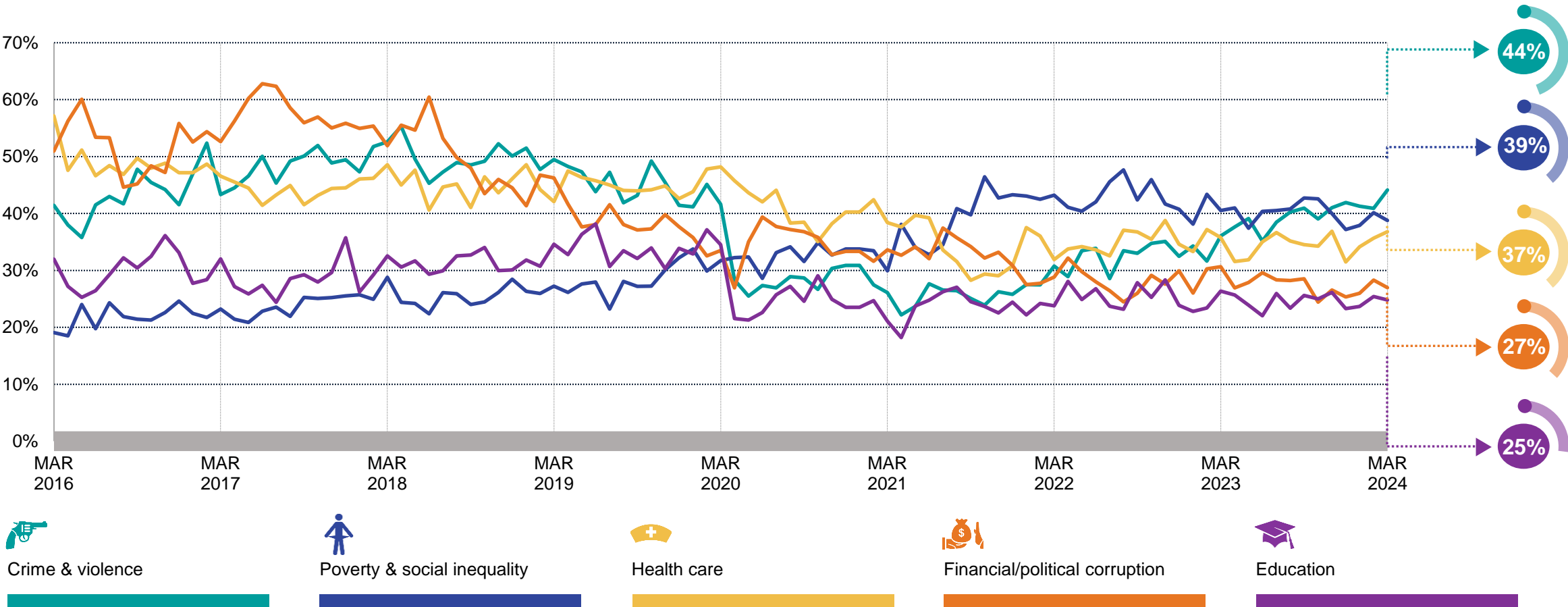
Feb 2024

▼	-1
=	
=	
▲	+1
=	
▲	+1
▲	+1
▼	-1
=	
=	
=	
▲	+1
▼	-1
=	
=	
▼	-1
=	

Base: Representative sample of global adults aged 16-74. March 2024: 23,761.
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.

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

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?



Base: Representative sample of adults aged 16-74. c.23,761 per month.

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

WORLD WORRIES COUNTRY COMPARISON

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

1 | INFLATION

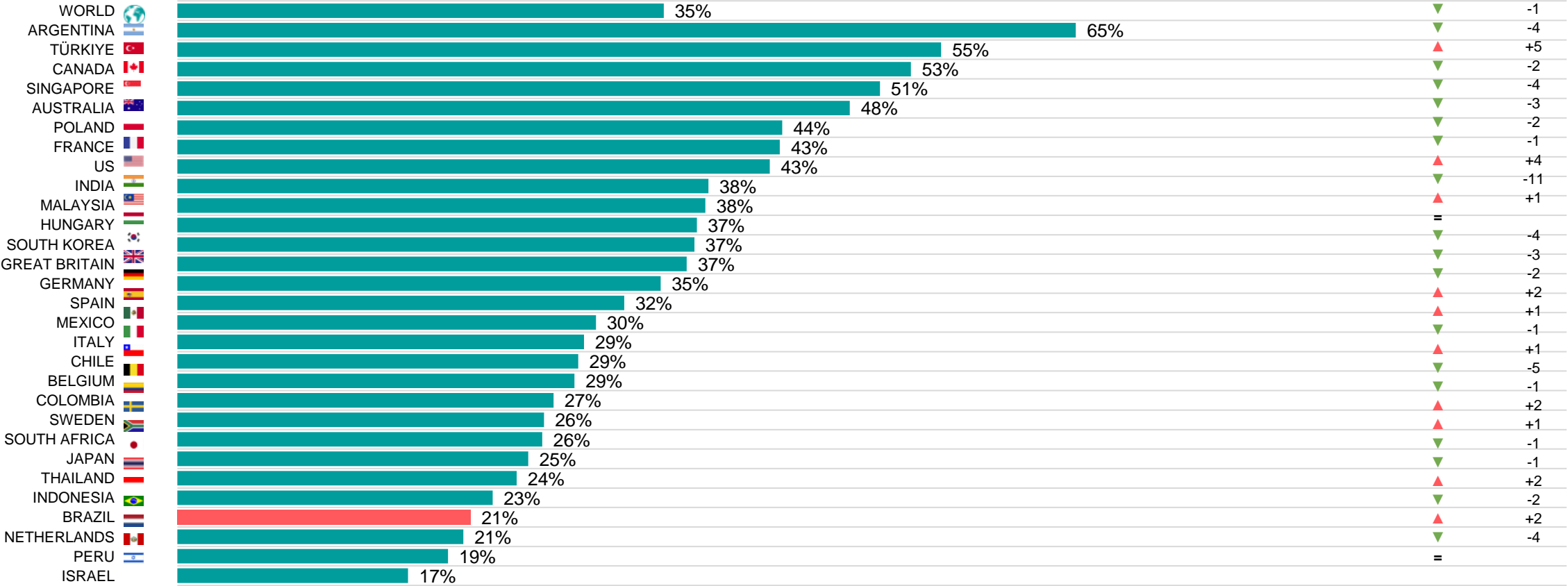
BRAZIL VS. GLOBAL

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

% change compared with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.
Source: Global Advisor. Global score is a Global Country Average. See methodology for details.

2 | POVERTY & SOCIAL INEQUALITY

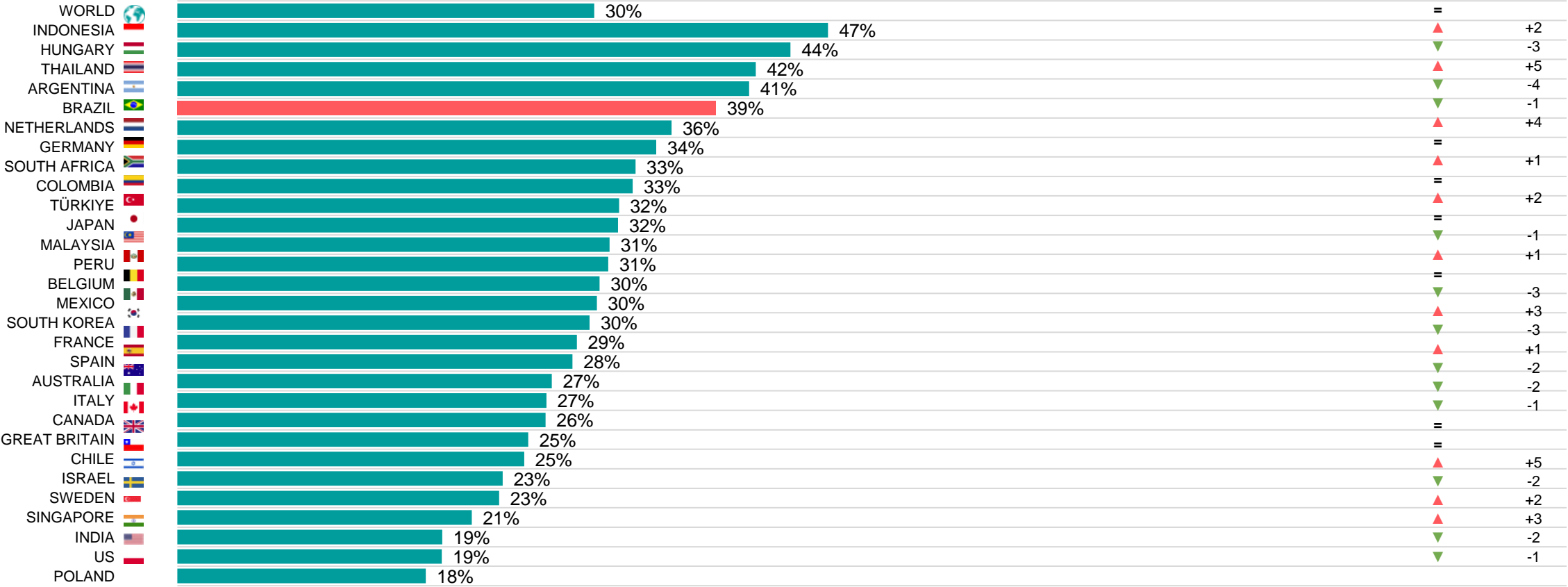
BRAZIL VS. GLOBAL

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

% change compared with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.

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

3 | CRIME & VIOLENCE

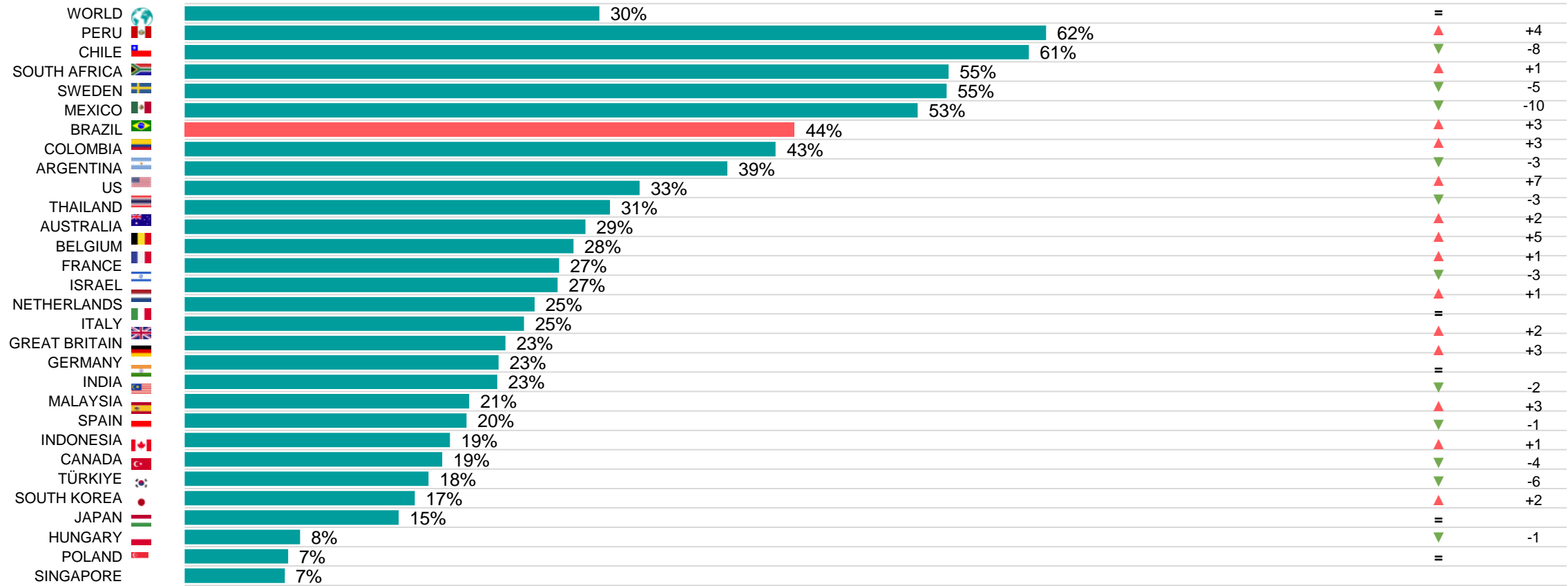
BRAZIL VS. GLOBAL

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

% change compared with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.

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

4 | UNEMPLOYMENT

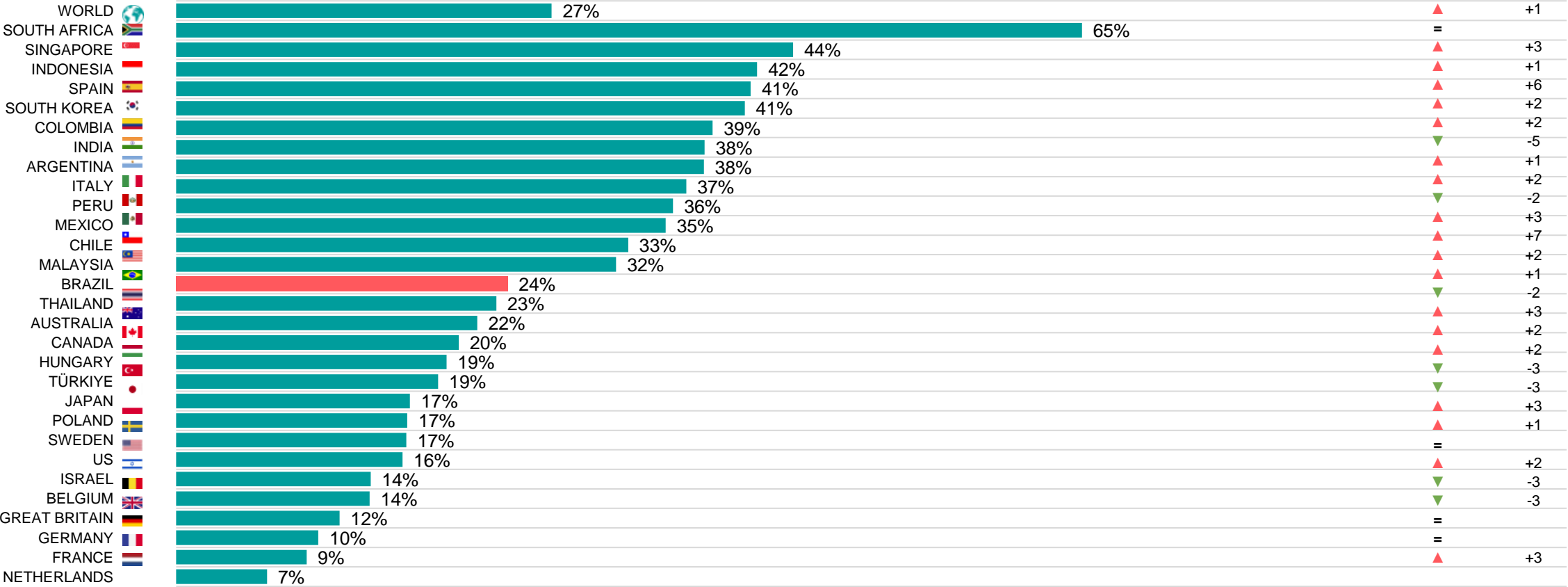
BRAZIL VS. GLOBAL

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

% change compared with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.

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

5 | FINANCIAL/POLITICAL CORRUPTION

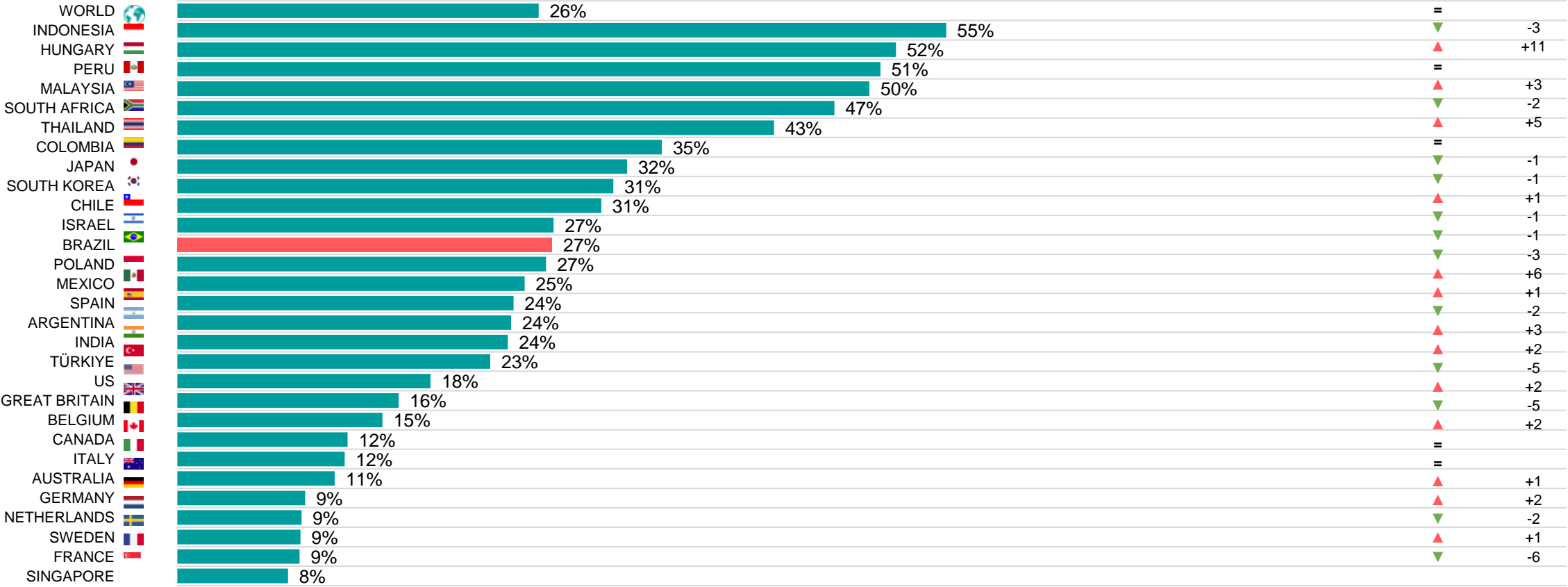
BRAZIL VS. GLOBAL

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

% change compared with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.

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

WORLD WORRIES COUNTRY COMPARISON

Country comparison of all 18 concerns

1 | INFLATION

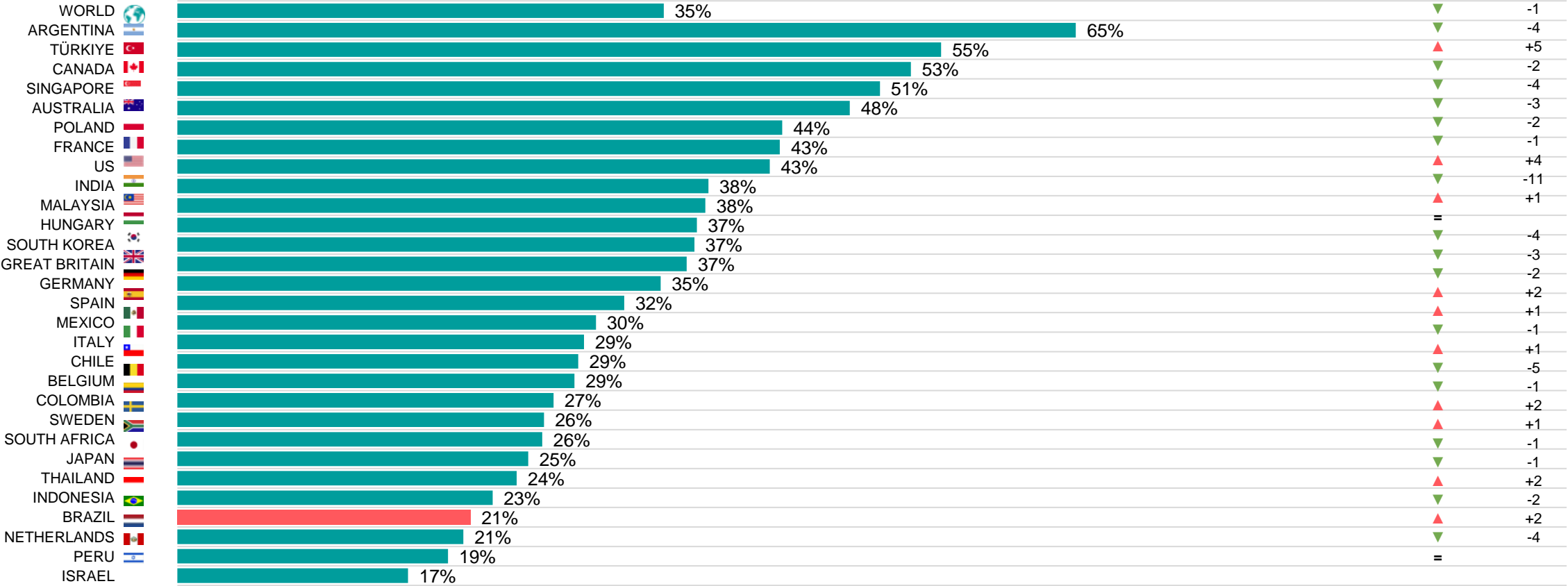
WORLD WORRIES

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

% change compared
with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.

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

2 | POVERTY & SOCIAL INEQUALITY

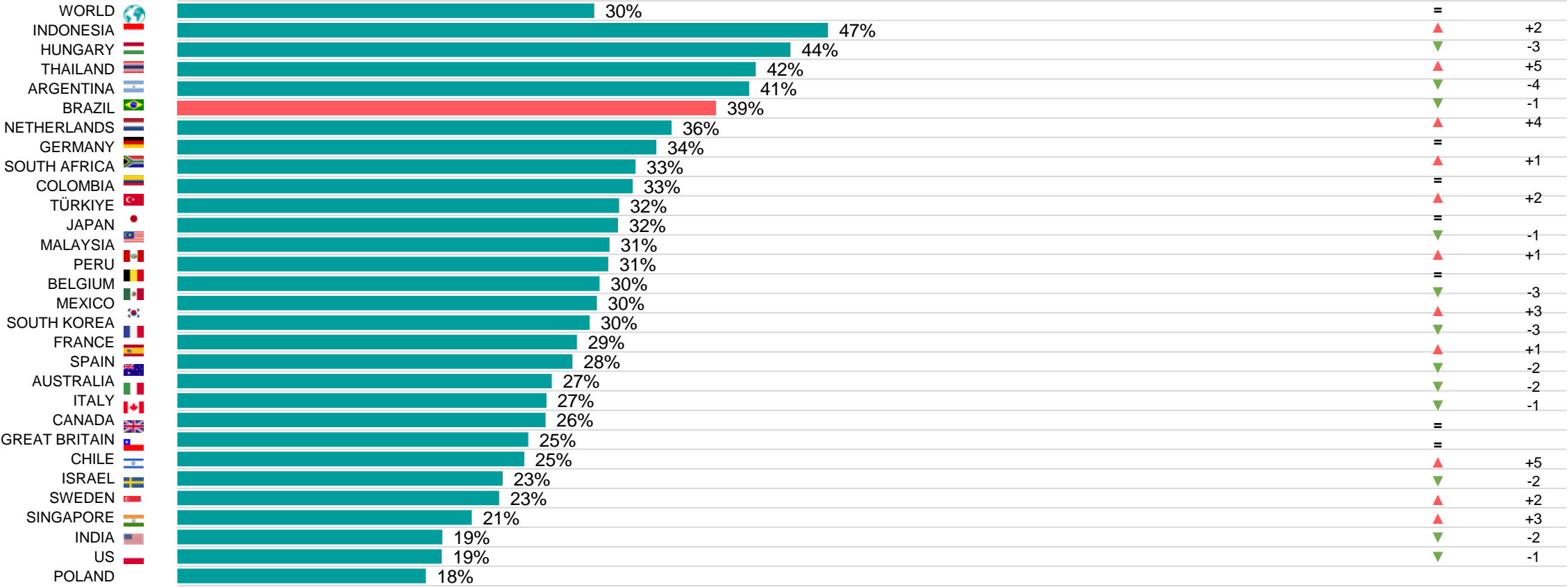
WORLD WORRIES

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

% change compared with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.

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

3 | CRIME & VIOLENCE

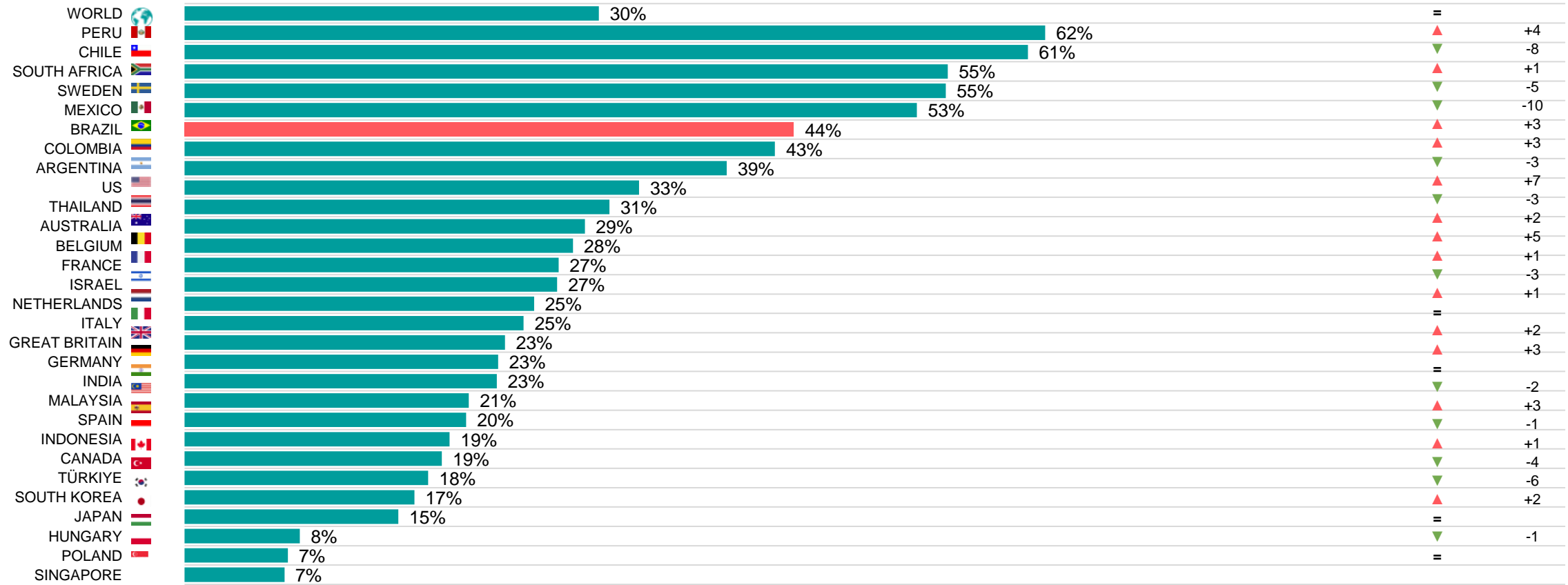
WORLD WORRIES

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

% change compared with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.

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

4 | UNEMPLOYMENT

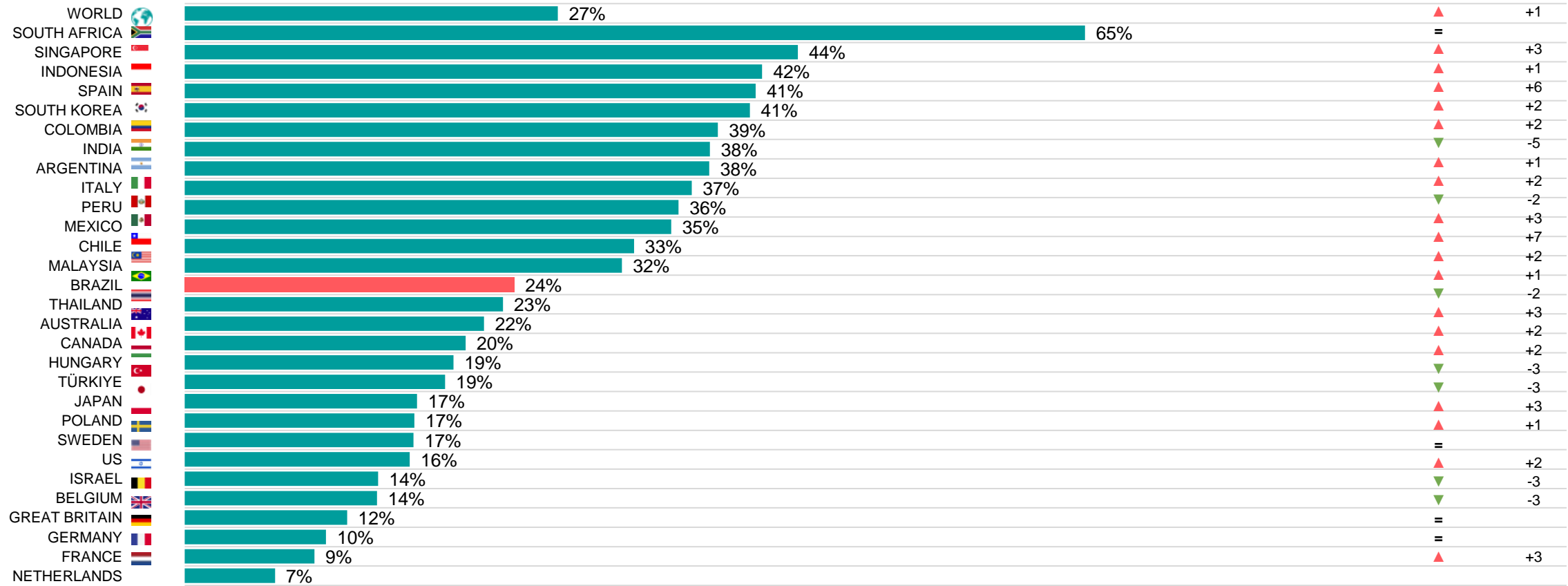
WORLD WORRIES

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

% change compared with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.
Source: Global Advisor. *Global score is a Global Country Average. See methodology for details.*

5 | FINANCIAL/POLITICAL CORRUPTION

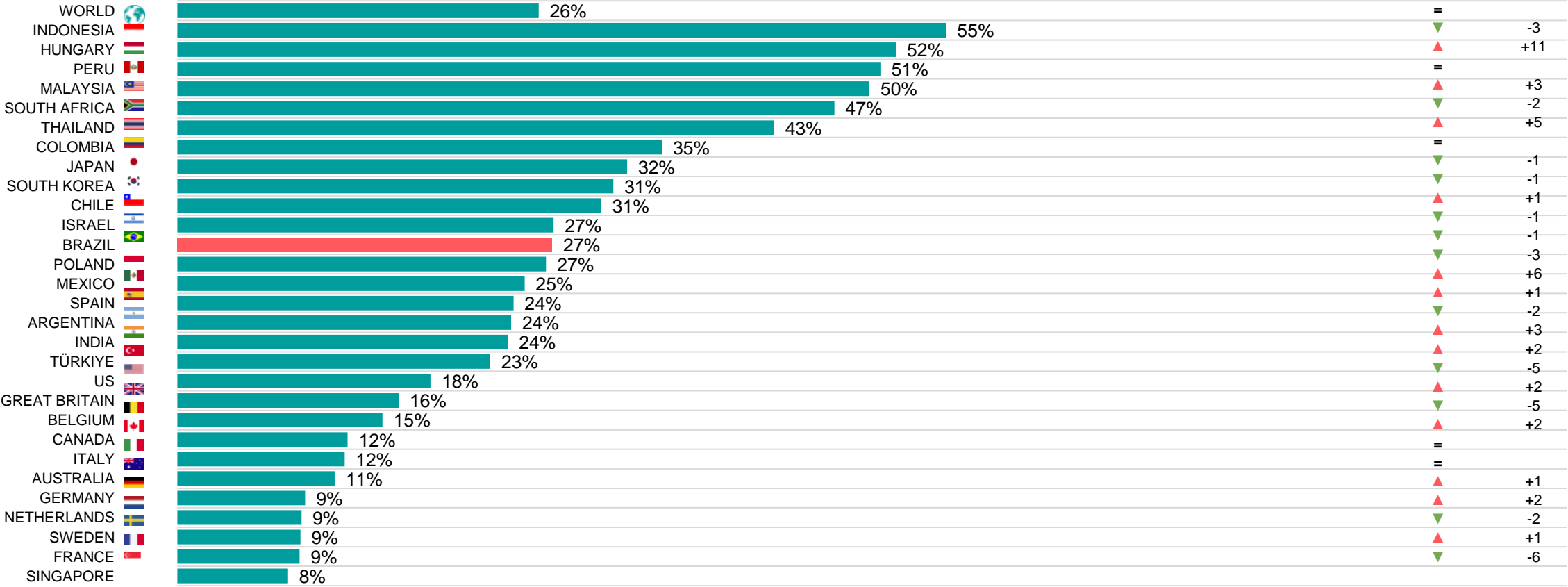
WORLD WORRIES

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

% change compared with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.

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

6 | HEALTH CARE

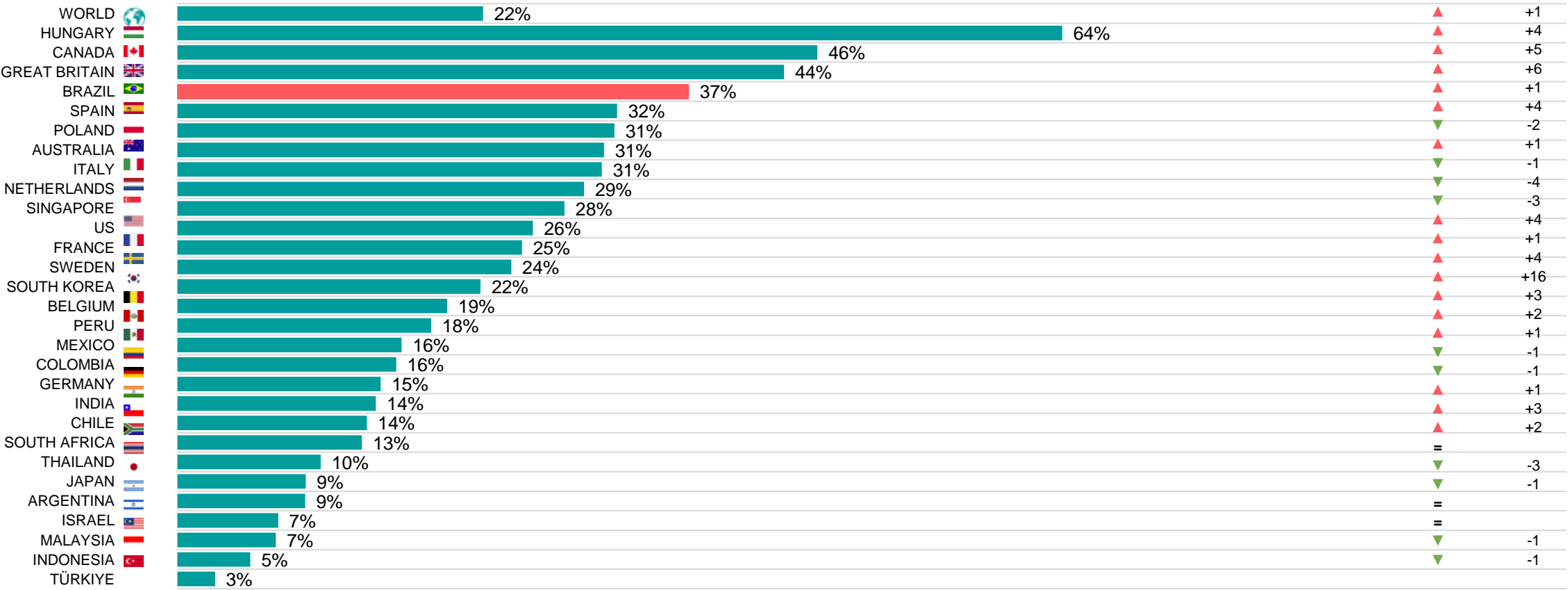
WORLD WORRIES

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

% change compared with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.
Source: Global Advisor. *Global score is a Global Country Average. See methodology for details.*

7 | CLIMATE CHANGE

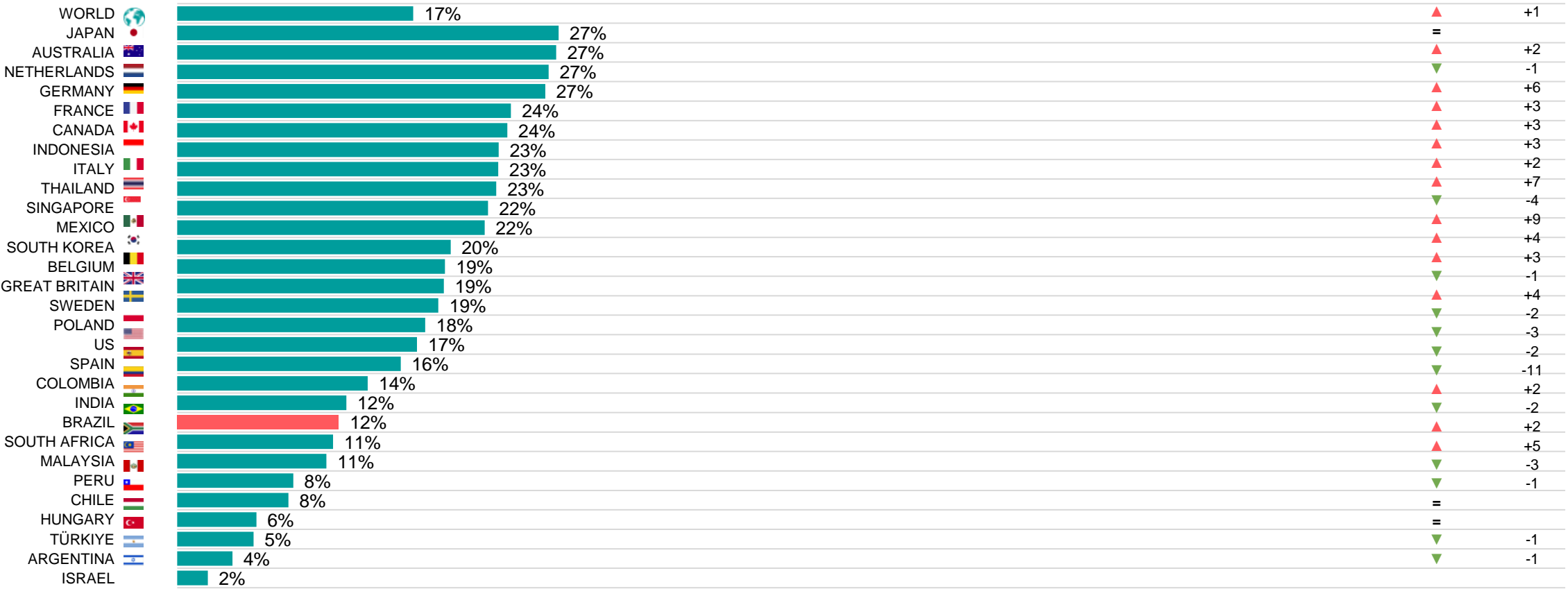
WORLD WORRIES

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

% change compared with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.

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

8 | TAXES

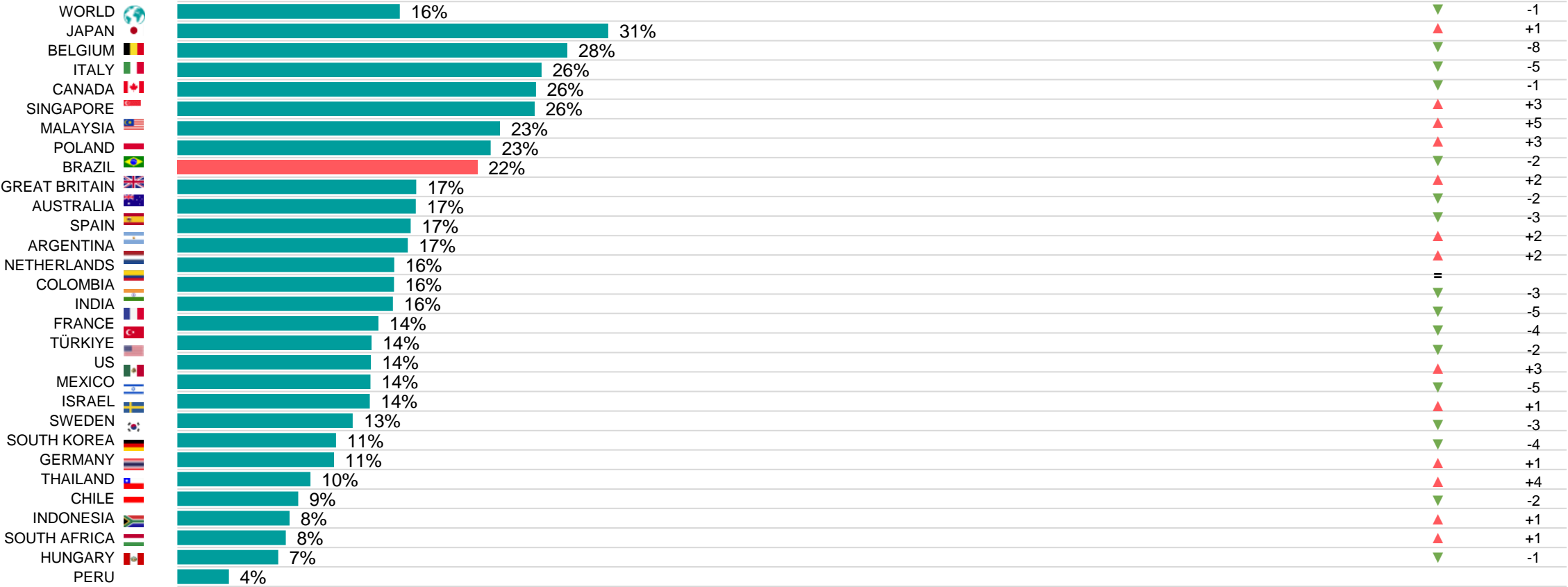
WORLD WORRIES

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

% change compared with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.

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

9 | IMMIGRATION CONTROL

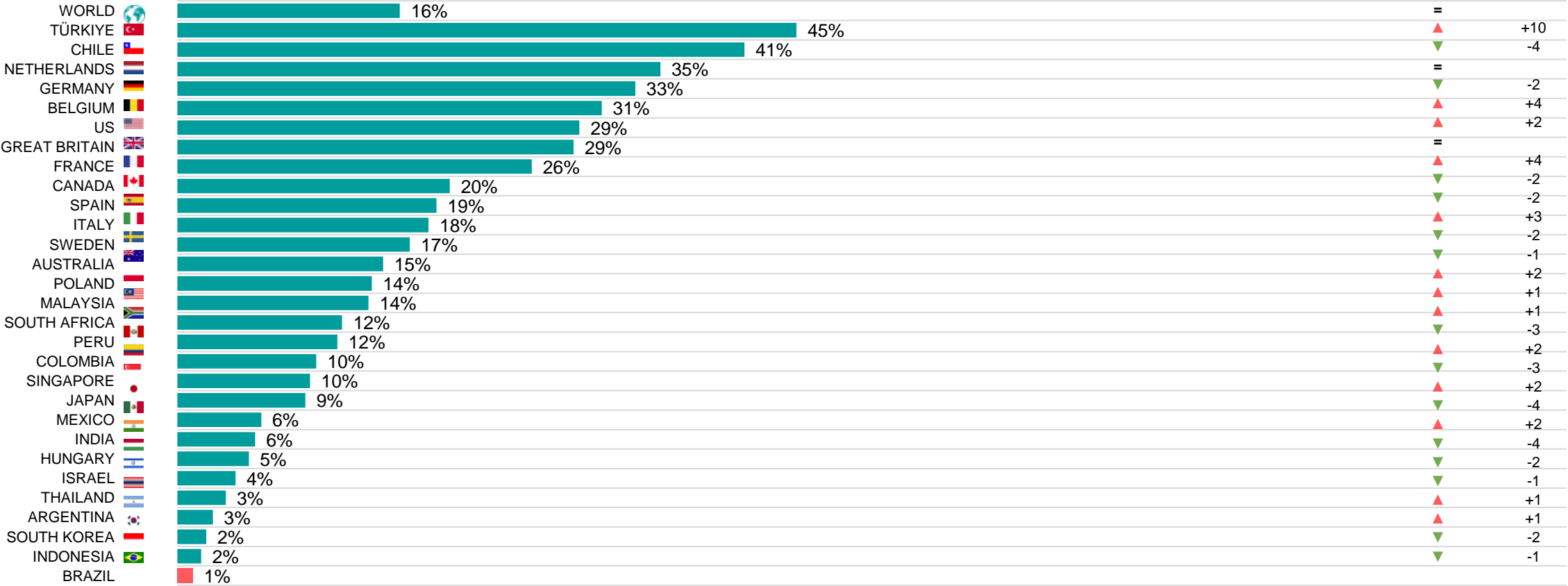
WORLD WORRIES

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

% change compared with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.
Source: Global Advisor. *Global score is a Global Country Average. See methodology for details.*

10 | EDUCATION

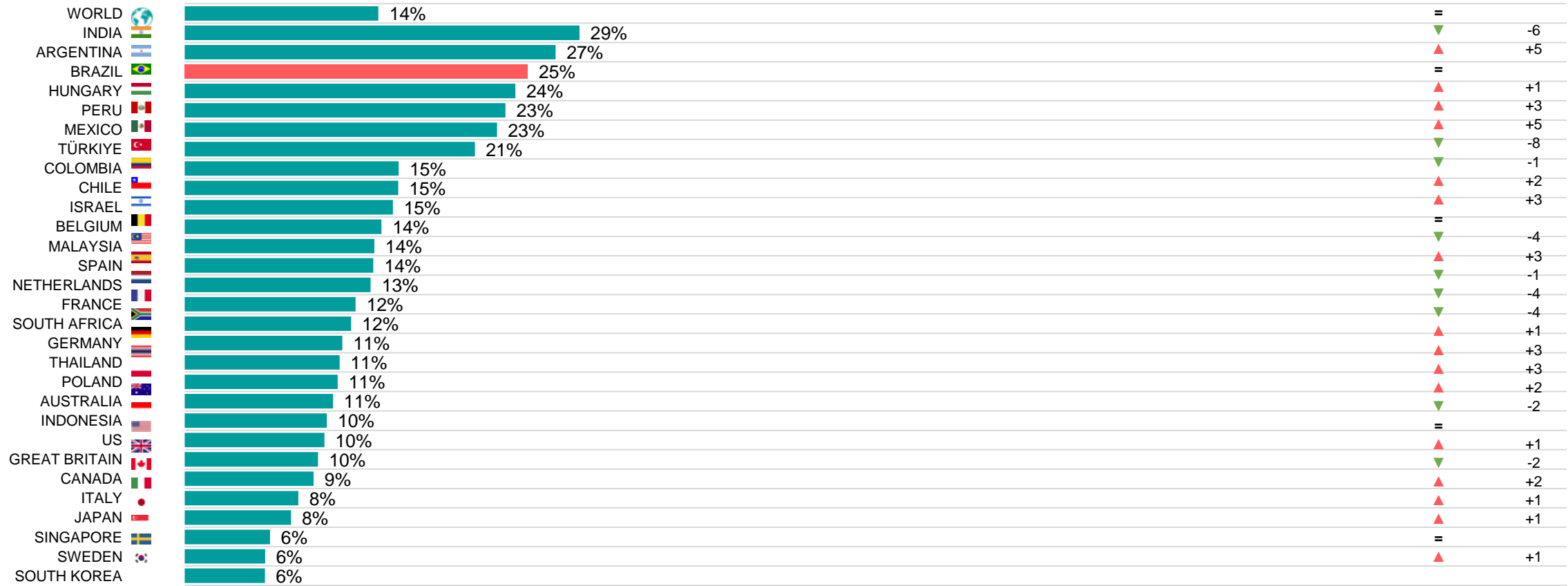
WORLD WORRIES

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

% change compared with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.

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

11 | MILITARY CONFLICT BETWEEN NATIONS

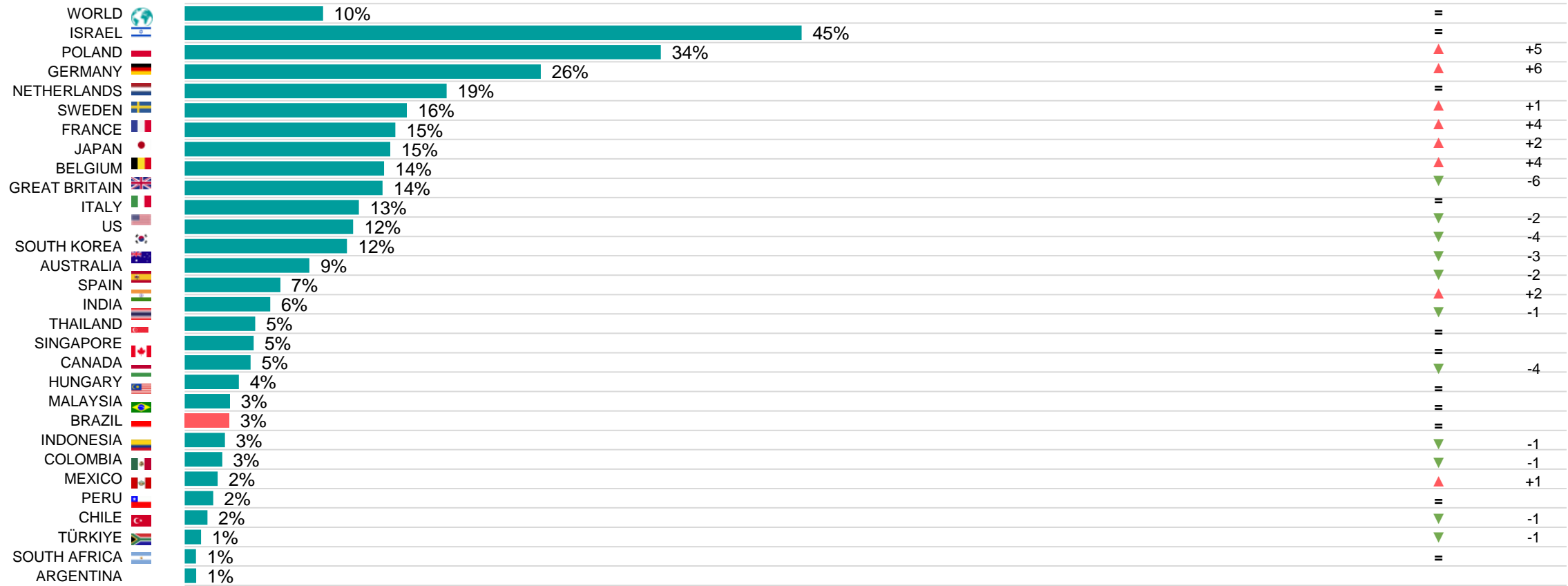
WORLD WORRIES

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

% change compared with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.
Source: Global Advisor. *Global score is a Global Country Average. See methodology for details.*

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:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.

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

13 | THREATS AGAINST THE ENVIRONMENT

WORLD WORRIES

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

% change compared with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.

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

14 | TERRORISM

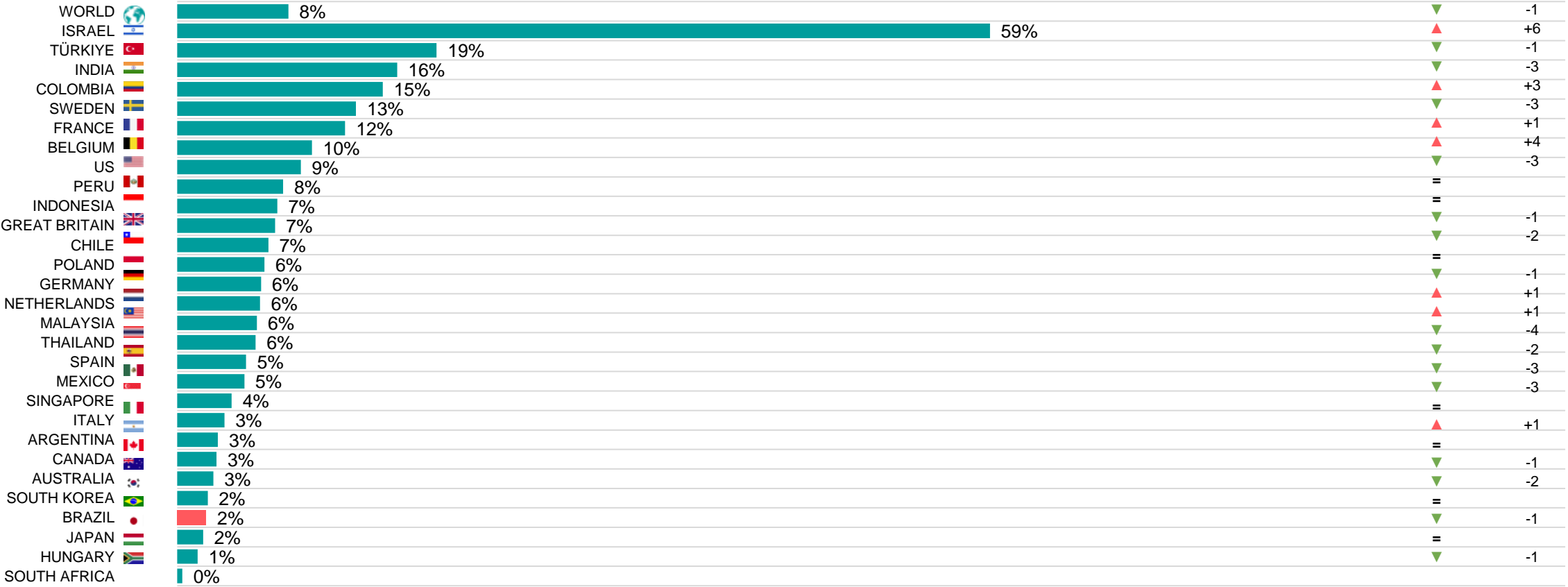
WORLD WORRIES

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

% change compared with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.

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

15 | RISE OF EXTREMISM

WORLD WORRIES

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

% change compared with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.

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

16 | MAINTAINING SOCIAL PROGRAMMES

WORLD WORRIES

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

% change compared with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.
Source: Global Advisor. Global score is a Global Country Average. See methodology for details.

17 | CORONAVIRUS (COVID-19)

WORLD WORRIES

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

% change compared with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.

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

18 | ACCESS TO CREDIT

WORLD WORRIES

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

% change compared with previous month:

February 2024

(%) worried in March 2024 in each country



Base: Representative sample of adults aged 16-74 in 29 countries. March 2024: 23,761.

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

METHODOLOGY

METHODOLOGY

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 23,761 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 February 23th 2024 and March 8th 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

Gideon Skinner

Research Director

✉ gideon.skinner@ipsos.com

Teodros Gebrekal

Senior Project Manager

✉ teodros.gebrekal@ipsos.com