

WHAT WORRIES THE WORLD?

March 2024



GAME CHANGERS



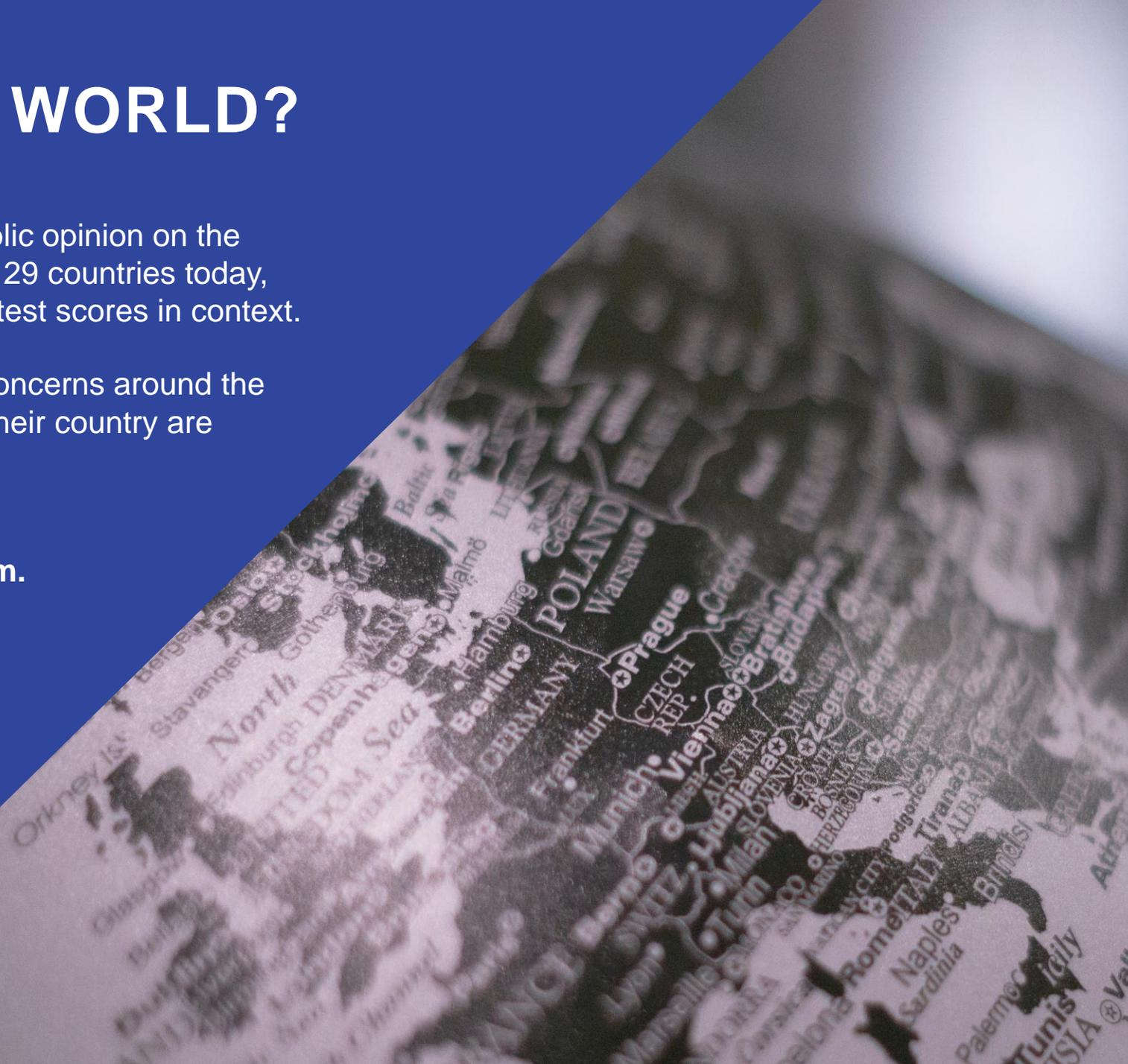
WHAT WORRIES THE WORLD?

Ipsos' *What Worries the World* survey tracks public opinion on the most important social and political issues across 29 countries today, drawing on over ten years of data to place the latest scores in context.

This **global summary report** presents the top concerns around the world, alongside whether people think things in their country are heading in the right or wrong direction.

Full breakdowns of findings for each country and each issue are also available on www.ipsos.com.

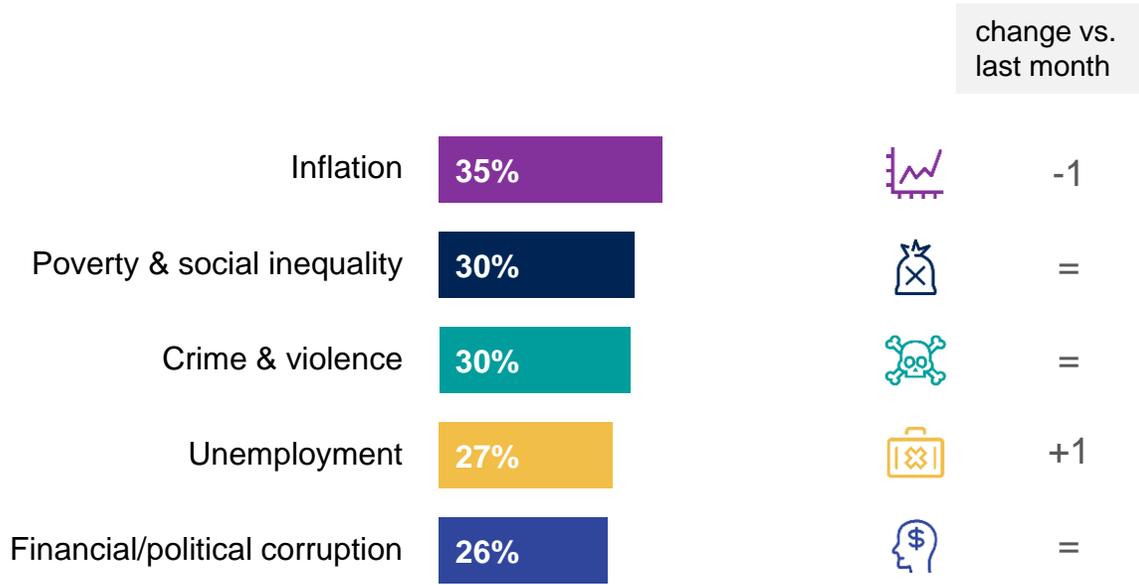
Please contact Teodros.Gebrekal@ipsos.com for more information.



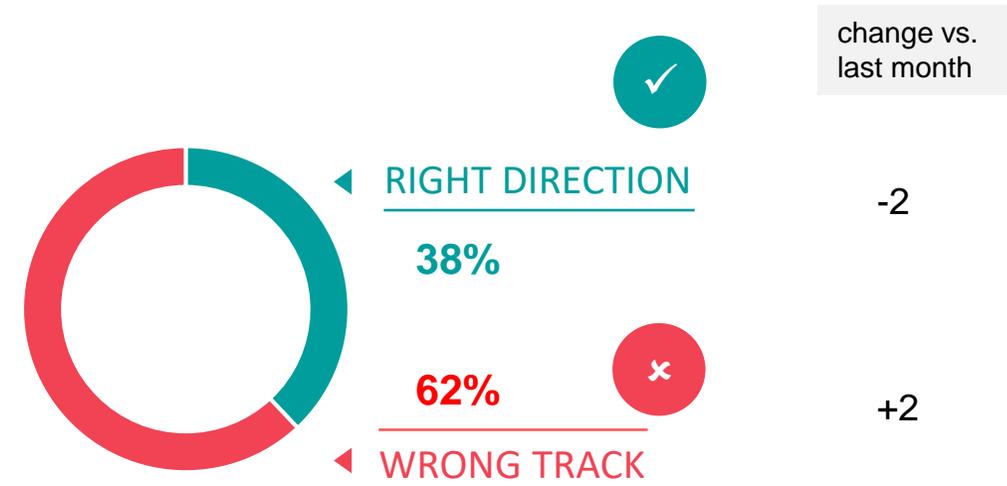
WHAT WORRIES THE WORLD? MARCH 2024

Inflation has now been the top worry across 29 countries for two consecutive years (24 months), with an average of 35% this month. The remaining top five issues have seen little change since last month. The proportion saying their country is headed in the right direction has fallen two points.

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 23,761 adults aged 16-74 in 29 participating countries, February 23th 2024 - March 8th 2024.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



THE COST-OF-LIVING CONCERN TWO YEARS ON

1 Inflation has now been the number one concern for the two years

For the last 24 consecutive months, rising prices has been the top concern in our *What Worries the World* survey. This is longer than any previous issue, including Coronavirus.

2 However, concern has peaked – at least for now

In February 2023, 43% across 29 countries chose inflation as a top worry in their country. Since then, worry has been steadily falling with 35% now picking it as an issue in March 2024.

3 Worry does remain very high for many countries

Ten countries still pick inflation as their number one worry and in four countries – Argentina, Türkiye, Canada and Singapore - a majority say it is a concern.

4 Argentina has consistently been the most worried

Argentina has been the most concerned country since November 2022. 65% say it is a worry, 10pp higher than any other country, and to add to this only 10% of Argentinians think the economy is “good”, the lowest out of 29 countries.

5 Those with higher income families more worried

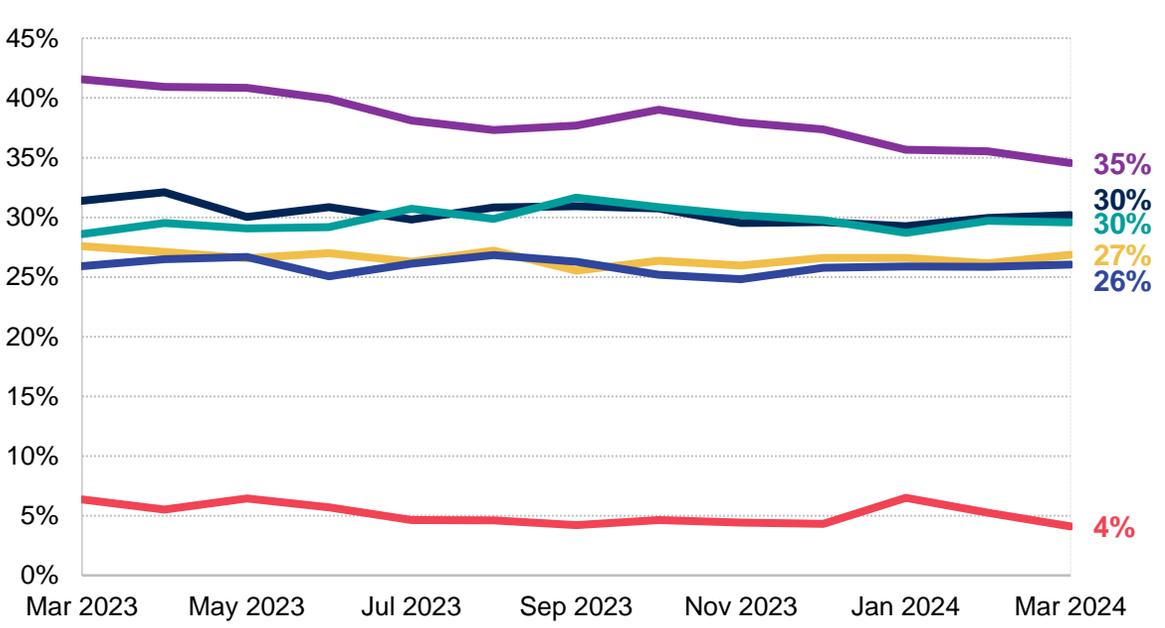
37% of high-income households are concerned about inflation compared to 34% on a low income. However, concern among those on higher income has been falling over the last 18 months, while worry for people on a low income is consistent.

6 There is little difference in worry between generations

Despite younger people being more likely to be worse off during the cost-of-living crisis, they are no more likely to be worried about inflation. Thirty-six per cent of under 35 are concerned, compared with 35% of 35–54-year-olds and 33% of the over 55s.

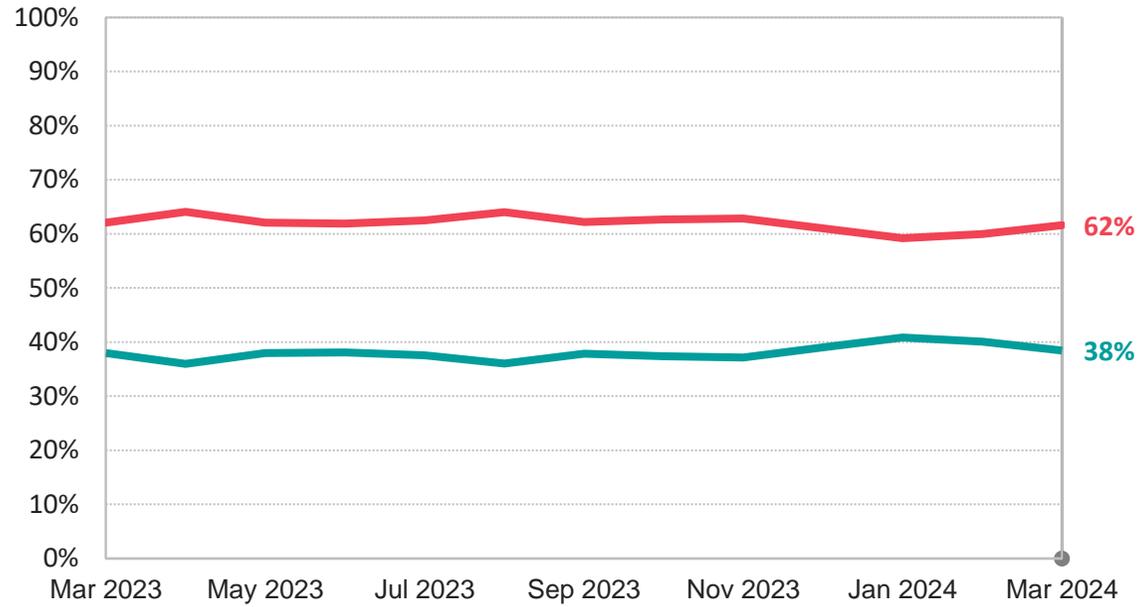
WHAT WORRIES THE WORLD? 12-MONTH TREND

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



- 
Inflation
- 
Poverty & social inequality
- 
Crime & violence
- 
Unemployment
- 
Financial/political corruption
- 
Coronavirus
17th place this month

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

Base: Representative sample of c.23,761 adults aged 16-74 in 29 participating countries, March 2023 - March 2024.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

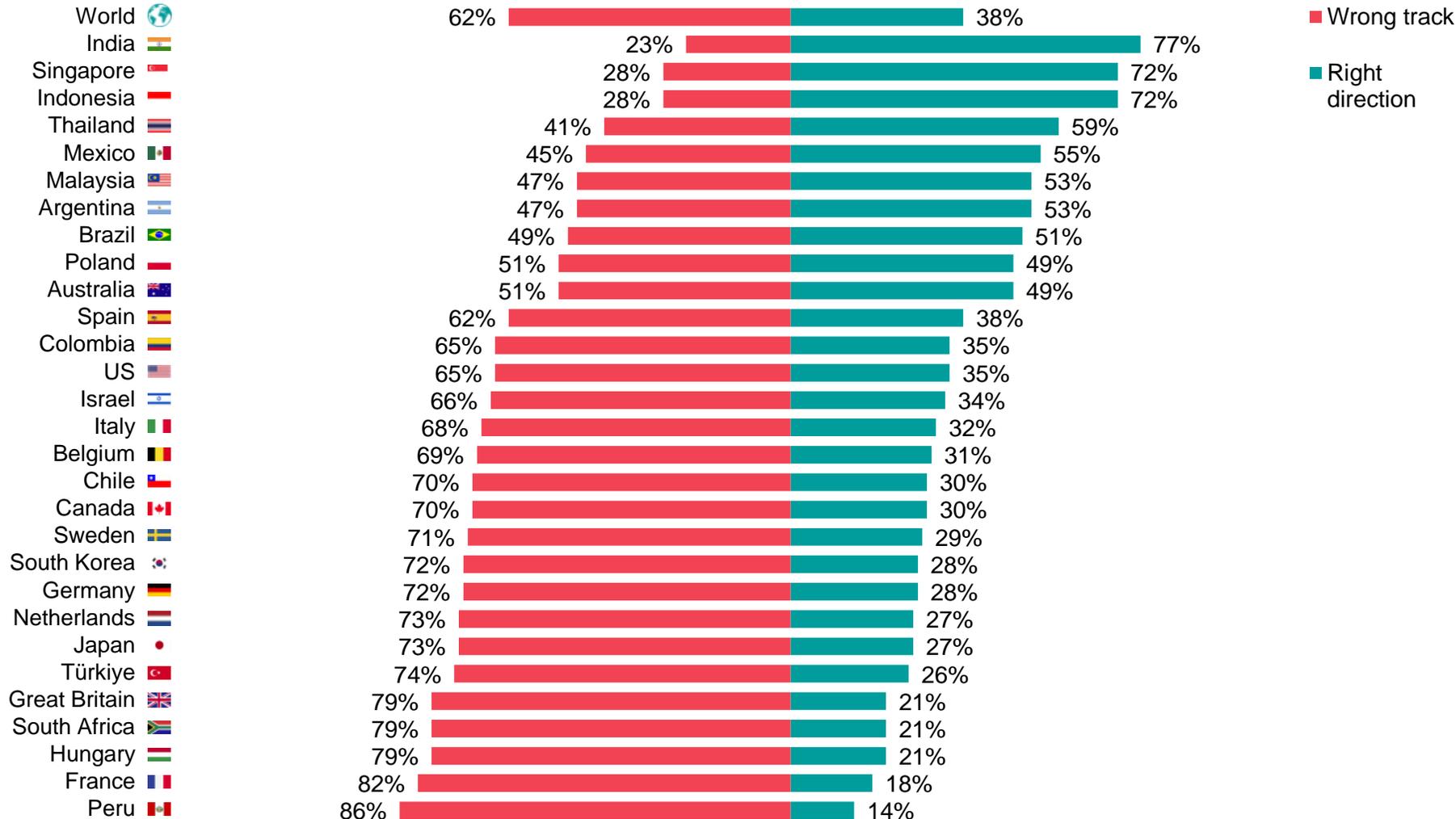


DIRECTION OF TRAVEL **ALL COUNTRIES**



RIGHT DIRECTION VS. WRONG TRACK MONITOR

Q Would you say things in this country are heading in the right direction, or are they off on the wrong track? (March 2024)



Across 29 countries, 38% say their country is headed in the right direction, a slight decrease from last month.

Great Britain this month has experienced the biggest fall in optimism, dropping 14pp. Twenty-one percent of Brits mention their nation is heading in the right direction. This is GB's lowest score since November 2022, when it was 16%.

France is now second to bottom after decreasing 5pp to 18%. This is a historic low for the French – April 2019 saw a level of 16% for its “right direction” score.

Elsewhere in Europe, though, Spain (38%) and Italy (32%) have both seen increases of 5pp and 4pp, respectively.

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

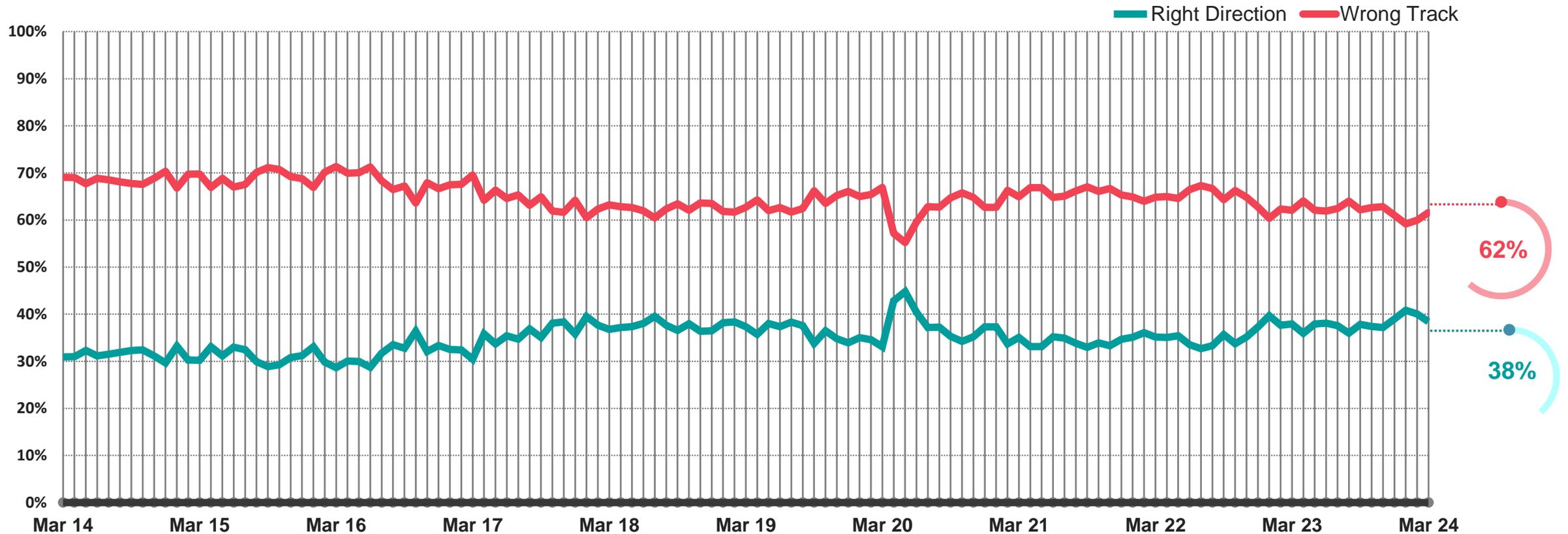
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

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GLOBAL: RIGHT DIRECTION/WRONG TRACK

Q Would you say things in this country are heading in the right direction, or are they off on the wrong track?
(Global country average score)



Base: Representative sample of c.23,761 adults aged 16-74 in 29 participating countries, 2014 - 2024.

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

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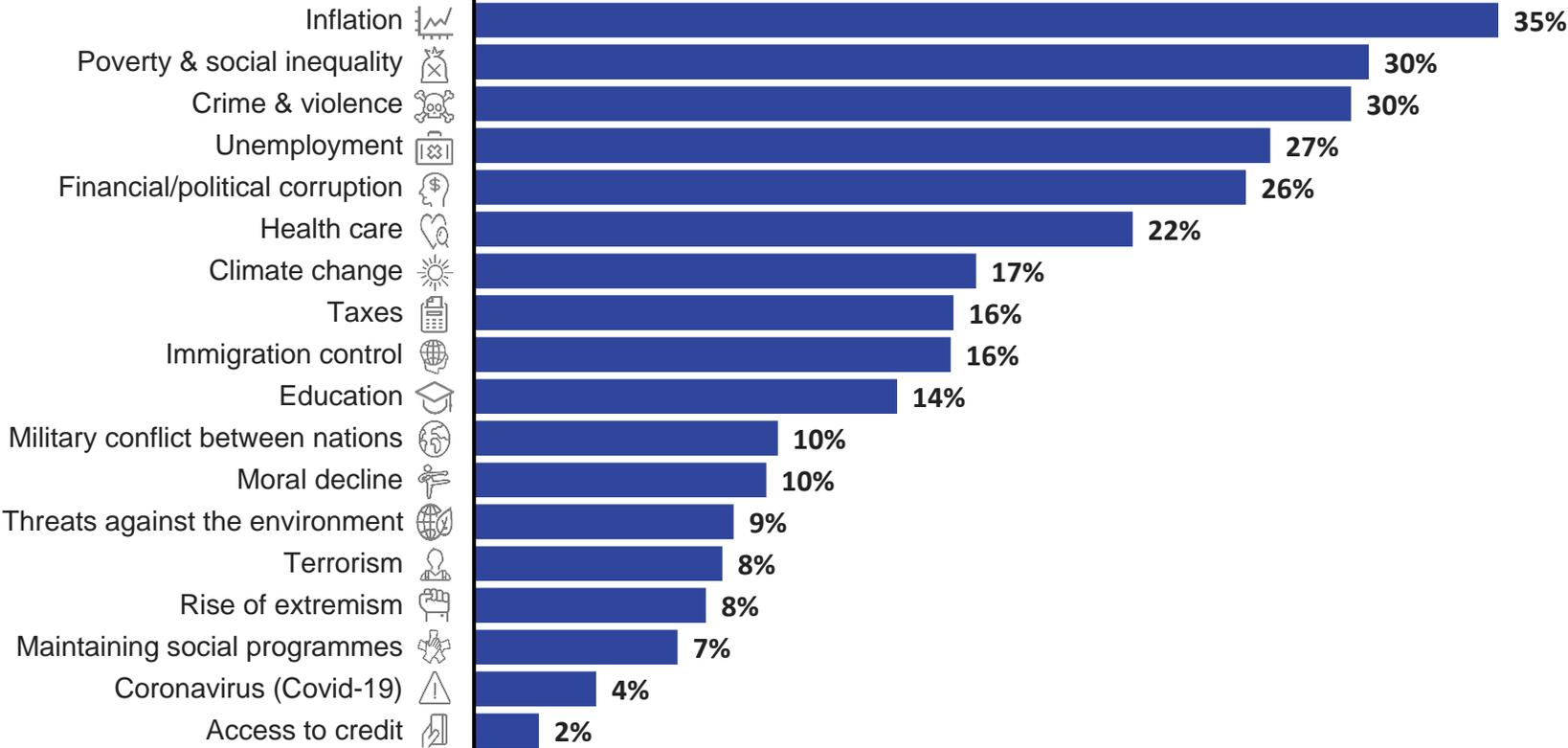
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in March 2024 (global country average)



Inflation has now been the top concern in our list of worries for two consecutive years (24 months). This month the level of worry has dropped marginally.

Worry for health care and climate change has increased slightly for both issues this month, with climate change moving up the rank from 9th to 6th.

Concern about terrorism is now beginning to fall down the list (now 14th) while military conflict remains 11th at one in ten (10%) mentions.

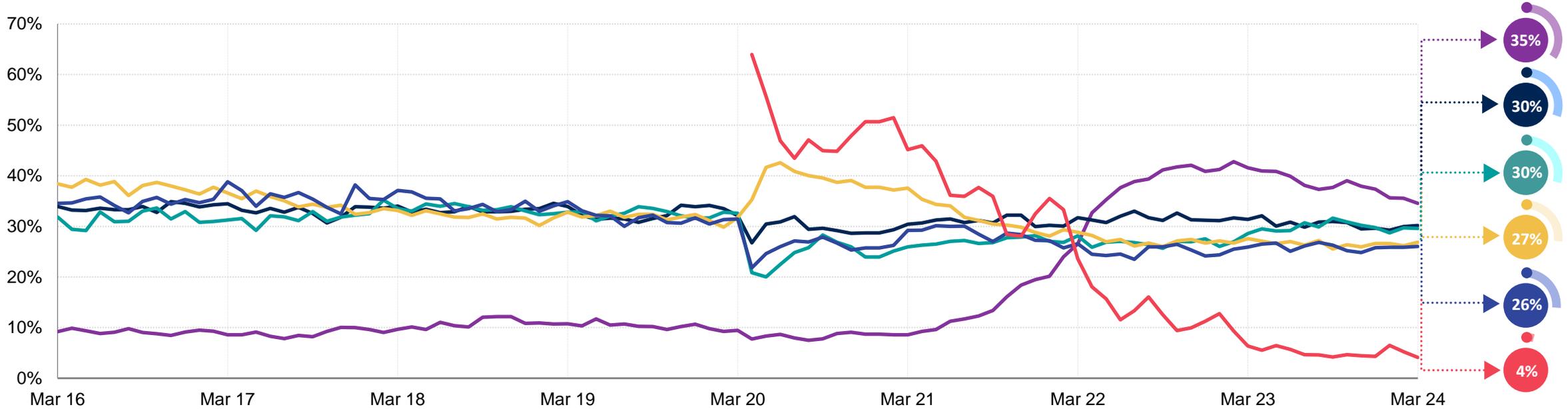
Base: Representative sample of 23,761 adults aged 16-74 in 29 participating countries, February 23th 2024 - March 8th 2024.

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



WORLD WORRIES: LONG-TERM TREND

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



Inflation



Poverty & social inequality



Crime & violence



Unemployment



Financial/political corruption

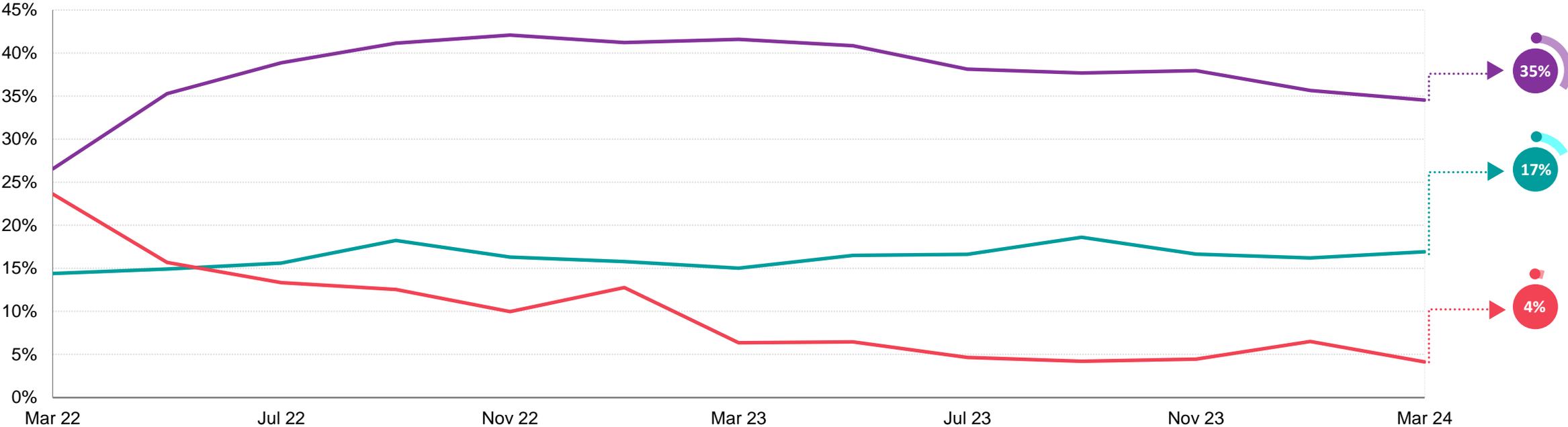


Coronavirus

Base: Representative sample of 23,761 adults aged 16-74 in 29 participating countries, 2016 - 2024.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



WORLD WORRIES: LONG-TERM TREND (INFLATION, CLIMATE CHANGE & CORONAVIRUS)



Inflation

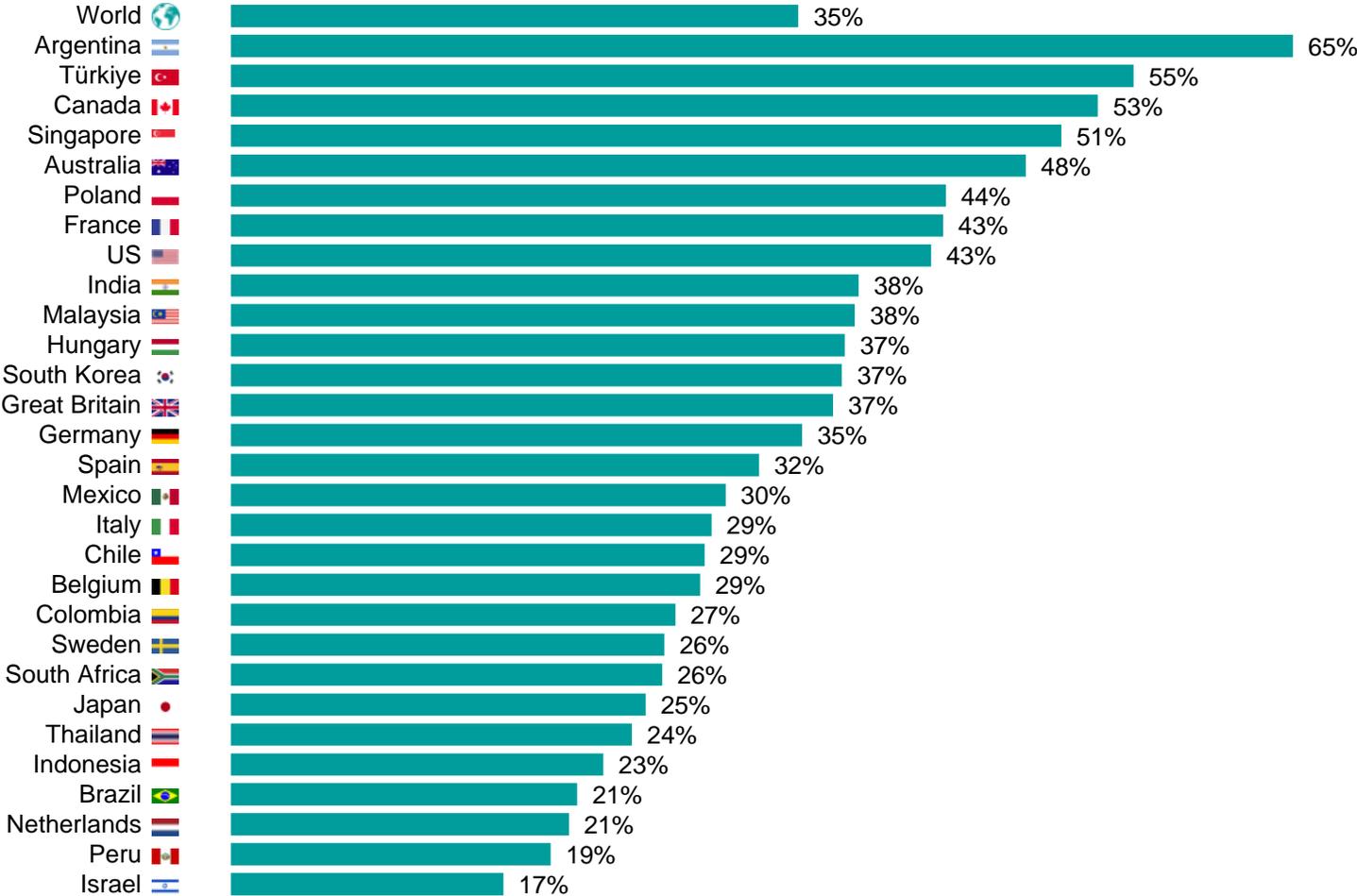
Climate Change

Coronavirus

Base: Representative sample of c.23,761 adults aged 16-74 in 29 participating countries, March 2022 - March 2024.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*
Source: Ipsos Global Advisor. *Coronavirus was introduced into the survey in April 2020.*



1 | INFLATION



Two years on, inflation remains the number one concern among 29 countries. In March 2022, concern was 26%. The following month inflation became the number one concern in *What Worries the World* for the first time, with 32% choosing it as an issue, and it has now remained at the top of our list of global worries for the last 24 consecutive months.

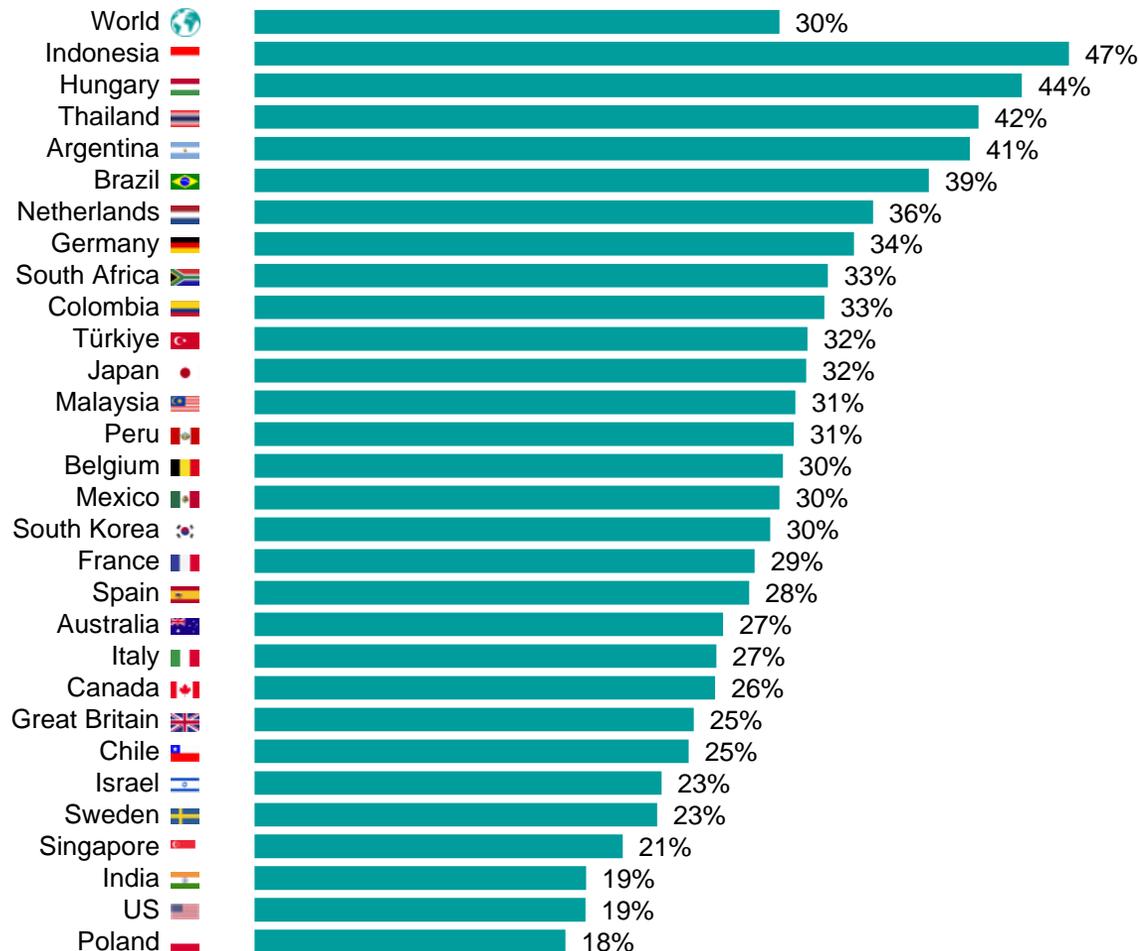
This time last year the level of worry was at 42%, which was the first month of a very gradual decline.

However, ten countries have inflation as their top concern, which is one fewer than last month – Argentina, Türkiye, Canada, Singapore, Australia, Poland, France, the US, India, and Germany.

Argentina is the most worried in March 2024 (65%), and has held this position since November 2022.



2 | POVERTY & SOCIAL INEQUALITY

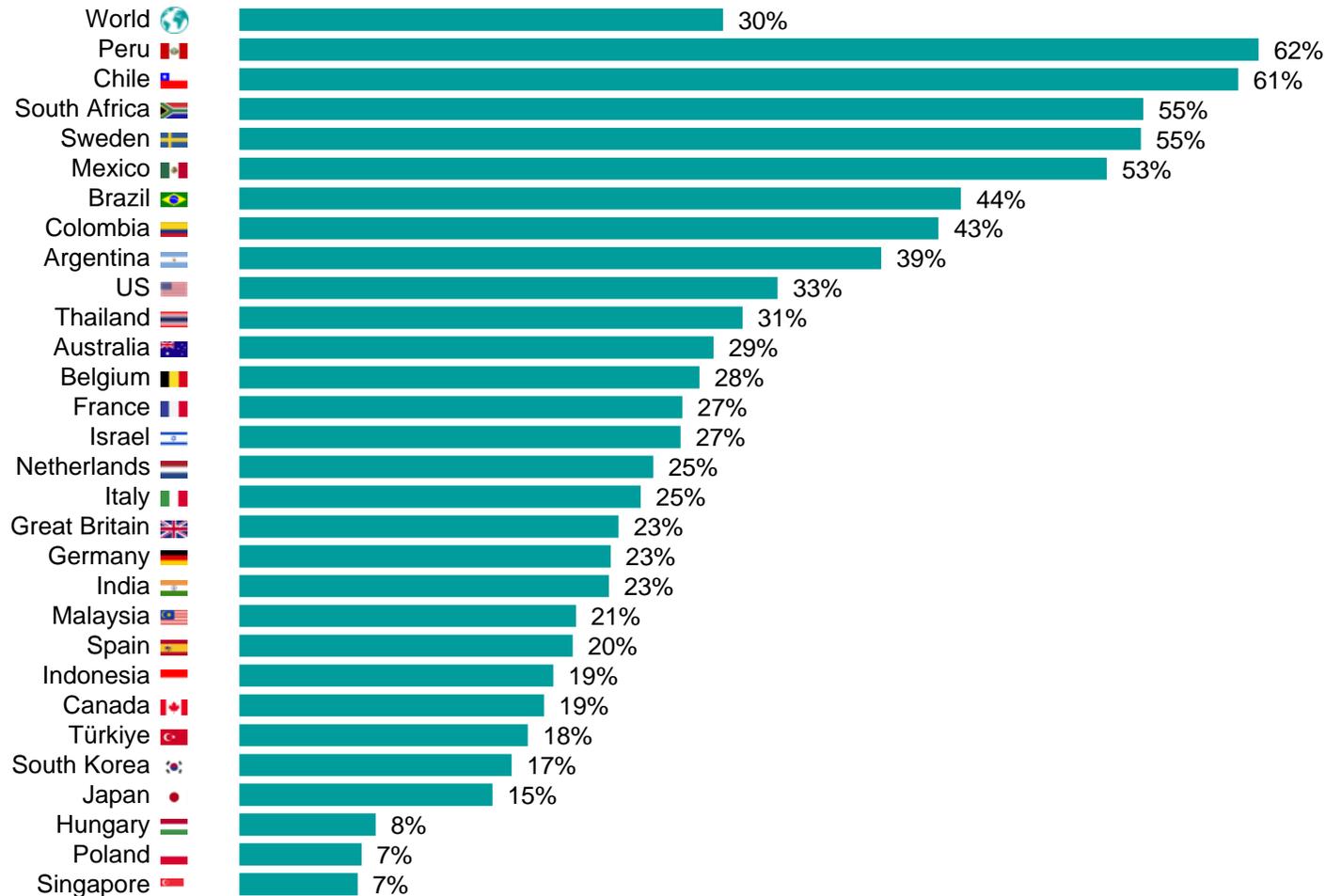


Mentions of inequality as a worry have not changed this month (30%). Levels of concern about inequality have remained broadly steady over this recent period, and we have consistently recorded around three in ten being worried since May 2023.

Indonesia is now the most concerned with nearly one in two (47%) mentioning inequality – a slight uptick from last month. Despite worry being higher than all other countries, it's not the top concern for Indonesians. Fifty-five percent of Indonesians are worried about corruption.

Concern in Israel has experienced an increase of five percentage points in March rising to nearly a quarter (23%) saying inequality is an issue. December 2023 saw the nation's lowest level of worry at 16%. It is now creeping back up to similar levels we saw in 2023.

3 | CRIME & VIOLENCE

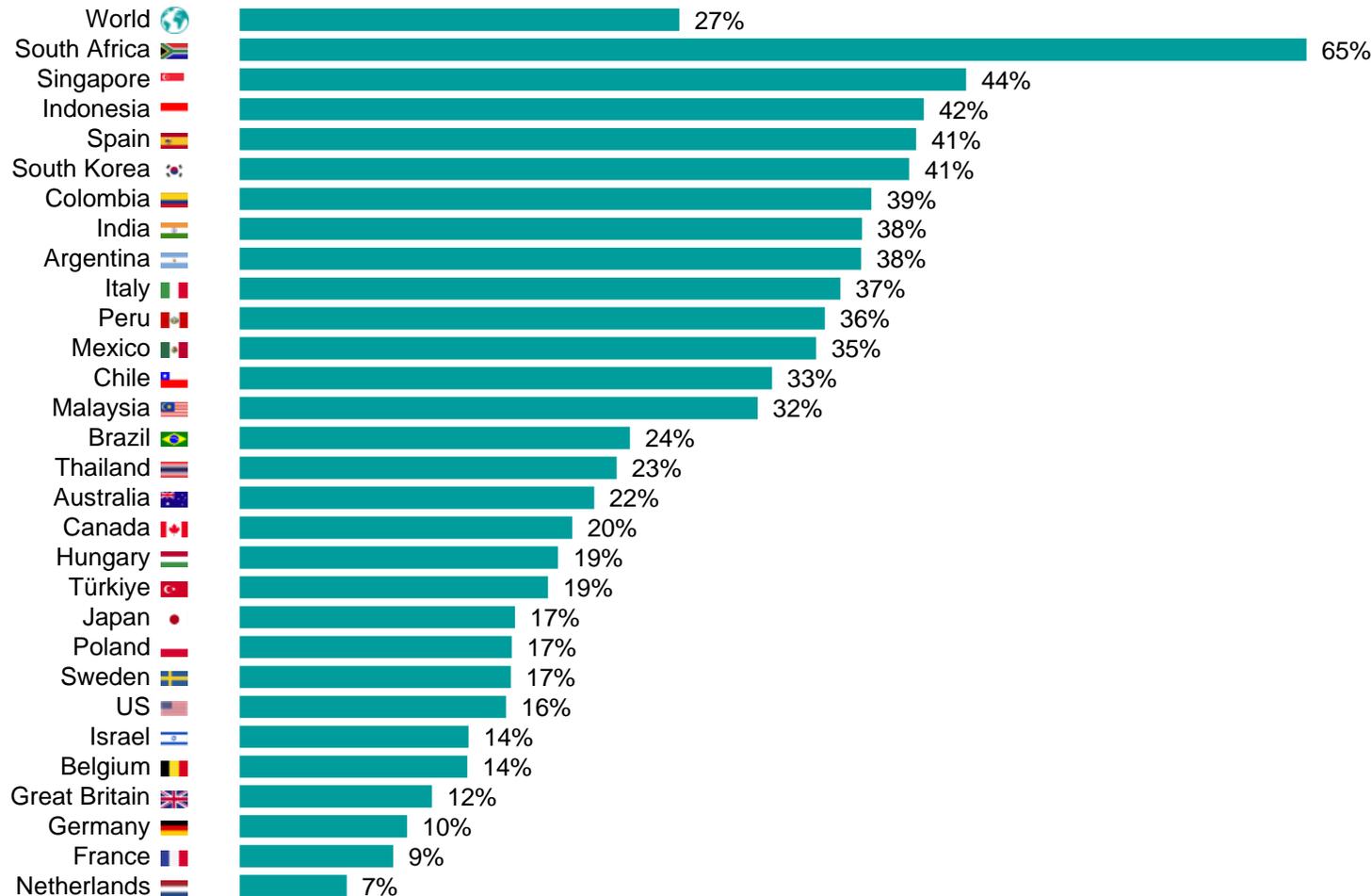


Three in ten (30%) mention crime & violence as a worry in their country, no change from last month.

Crime & violence is a prominent concern in Latin America. Of the six countries who register it as their primary worry, five are from LATAM – Peru, Chile, Mexico, Brazil and Colombia. In Argentina, the other LATAM nation in the survey, 39% mention crime & violence, and it is the country's third biggest issue.

Chile's score (61% single it out as a concern) has dropped 8pp from its highest recorded score for crime in What Worries the World last month. Likewise, Mexico has significantly fallen by ten points to just over half (53%) worried, after being the second most concerned country last month.

4 | UNEMPLOYMENT

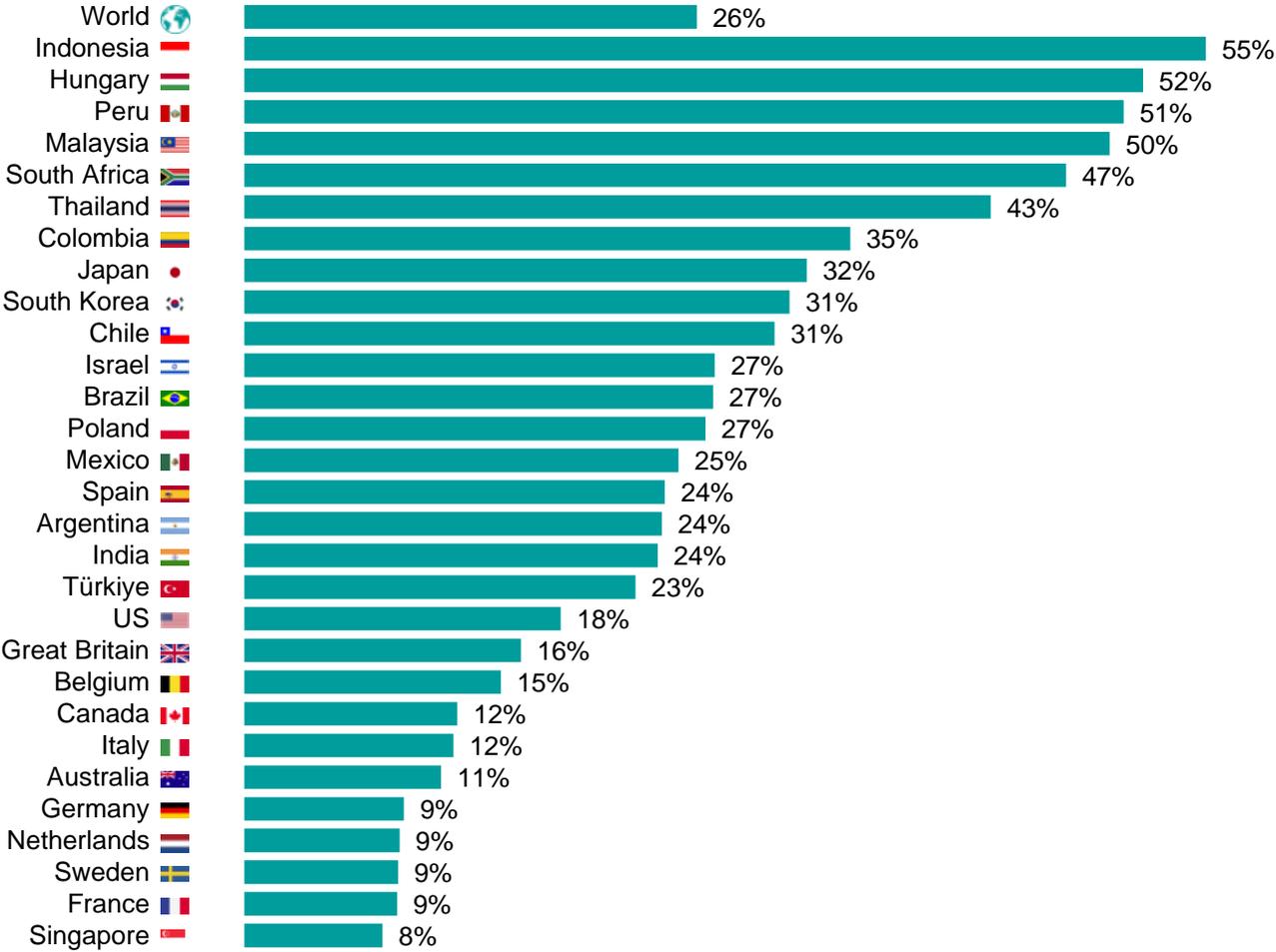


Just over a quarter (27%) choose unemployment and jobs as a worry this March, a slight increase from last month.

Four nations list unemployment as their primary worry, one more than last month – South Africa (65%), Spain (41%), South Korea (41%) and Italy (37%). It is now South Korea's biggest concern after a slight increase, overtaking their worry about inflation. For perspective, this is relatively low for the country; in October 2018, 70% mentioned it as a worry.

The proportion of Spaniards listing jobs is continuing to rise this month, up six points to two-fifths (41%). This is the highest it has been since June 2023.

5 | FINANCIAL/POLITICAL CORRUPTION



A quarter (26%) across 29 countries mention financial/political corruption as a worry for their country, no change from last month.

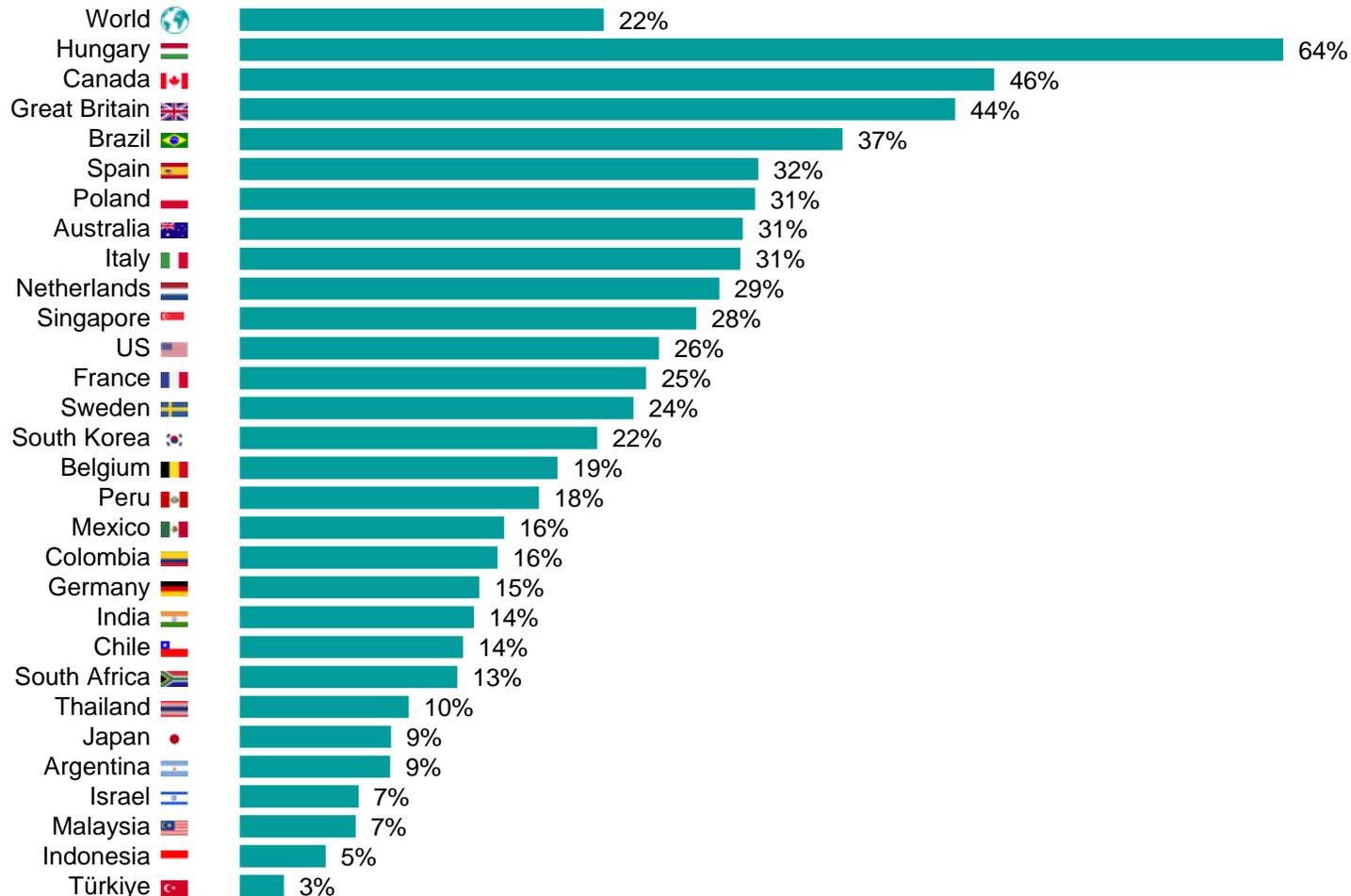
The same four Asia Pacific countries list corruption as their biggest issue since the beginning of 2024. Indonesia (55%) is down three points and Japan (32%) has also fallen marginally. Whereas Malaysia (50%) is up three points and Thailand (43%) has increased five points.

Notably, the proportion of Hungarians mentioning corruption is risen significantly by 11pp to just over half (52%). This is the highest level since February 2023 when it was also 52%.

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



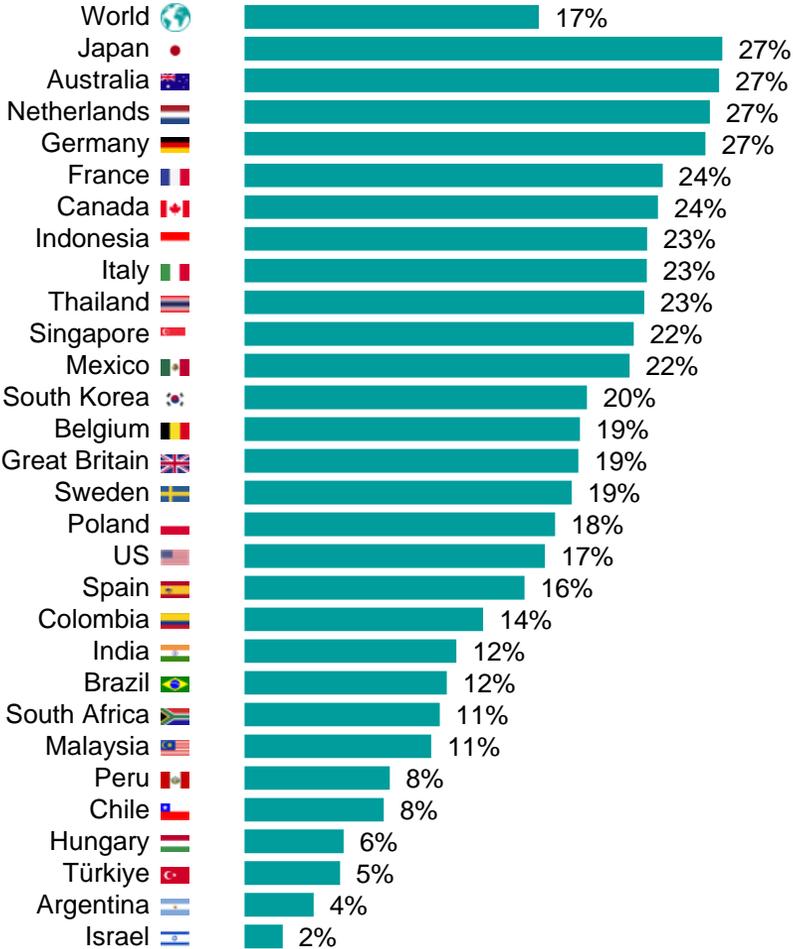
The proportion saying health care is a worry for their country is just above a fifth (22%), increasing marginally.

Health care is Great Britain's primary concern this month after rising six percentage points to over two-fifths (44%) mentioning it. Historically, this is the third-highest score ever for Britain, behind February 2023 (47%) and February 2018 (49%).

Hungary (64%) also puts it as their top concern and has done so since September 2023.

After a [nationwide doctor strike in February](#), South Korea has experienced the largest jump in worry about health care, increasing by 16pp to just under a quarter (22%). This is the highest level for the nation in our records.

7 | CLIMATE CHANGE



The percentage mentioning climate change across 29 countries is at 17%, up slightly from February. It is now the 7th biggest worry, having been 9th last month.

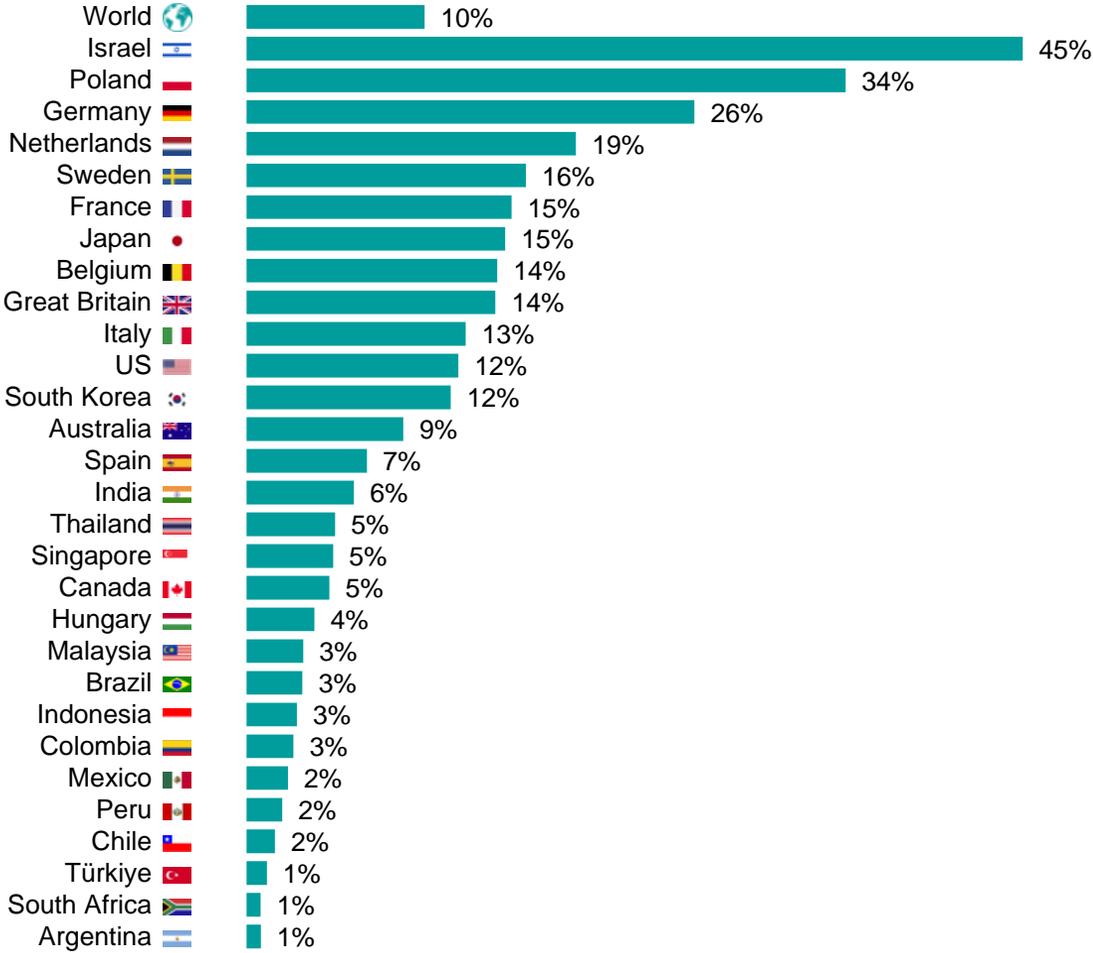
Countries in Asia Pacific seem to be more worried than other nations. Just over a quarter (27%) in Japan are concerned, although this is no change from last month. Australia is one of the countries with the highest level of worry with 27% concerned. Indonesia and Thailand are both up to 23%, after rising 3pp and 7pp, respectively. Likewise, Malaysia (11%) has risen 5pp.

Colombia has experienced the largest shift. After a record high last month, they have now fallen 11pp to 14%.

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11 | MILITARY CONFLICT BETWEEN NATIONS



One in ten (10%) pick military conflict between nations across 29 countries - no change from last month.

Last month Israel recorded its highest level of concern for military conflict between nations with 45% singling it out as a top worry. This month's score is unchanged from February, remaining at its highest level.

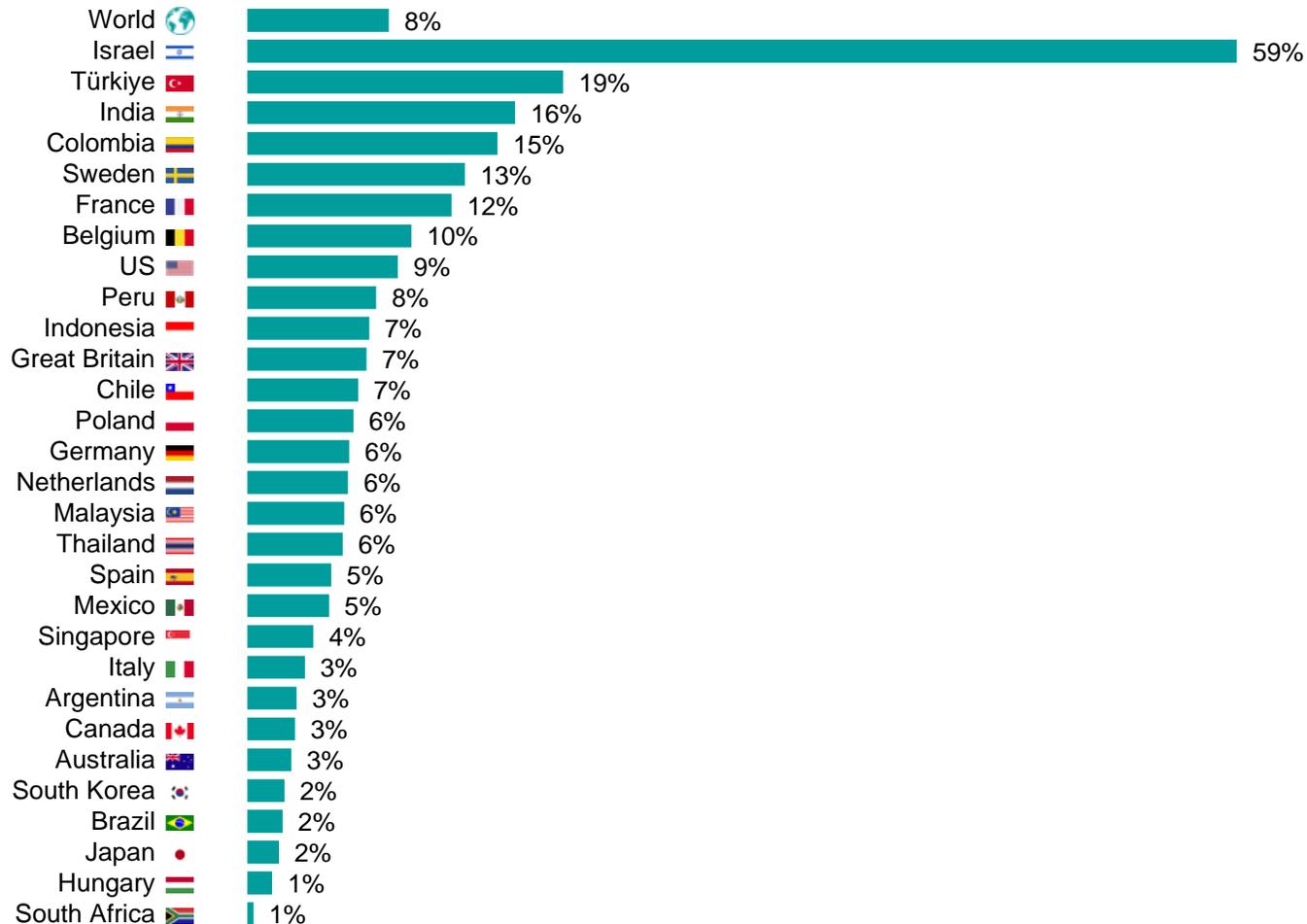
Meanwhile, across Europe, we see a few countries' levels of concern steadily rise. It's now Poland's second biggest worry after increasing five points to just over a third (34%). Germans have also become more concerned, rising six points to a quarter (26%). Lastly, France (15%) is up five points and Belgium (14%) has risen four points.

Great Britain is an outlier in Europe after decreasing 6pp this month to 14%.

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14 | TERRORISM

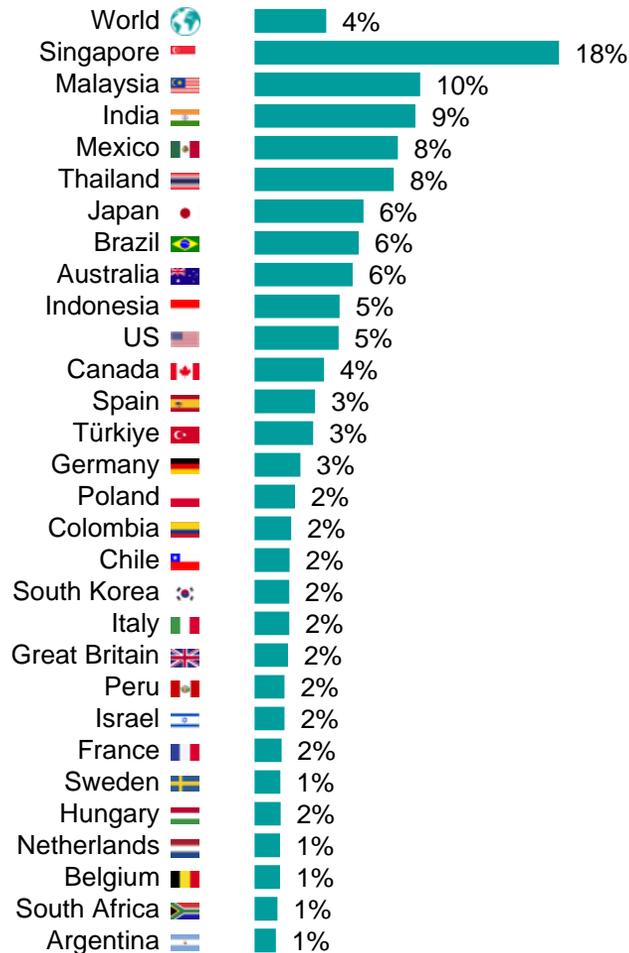


The mentions for terrorism has been falling since its peak in November 2023 when it was 12%. In March 2024, only 8% say terrorism of the one of the top issues affecting their country.

Having fallen for the first two months of the year, Israel's worry has now risen again, up six percentage points to three-fifths (59%). It's their largest worry by a big margin, followed by military conflict. This time last year, worry was at 40%.

Belgium has also seen an increase in concern, up four points to one in ten (10%).

17 | CORONAVIRUS (COVID-19)



Coronavirus' level of worry is back to where it was in December 2023, with just under one in twenty (4%) concerned.

This month sees only two countries with equal to or more than one in ten mentioning Coronavirus. Singapore (18%) is the most worried, increasing four percentage points. Malaysia (10%) is second even after falling slightly.

This time last year, the proportion citing Covid-19 was 6%. For context, in March 2022, concern on a country average was at a quarter (24%).

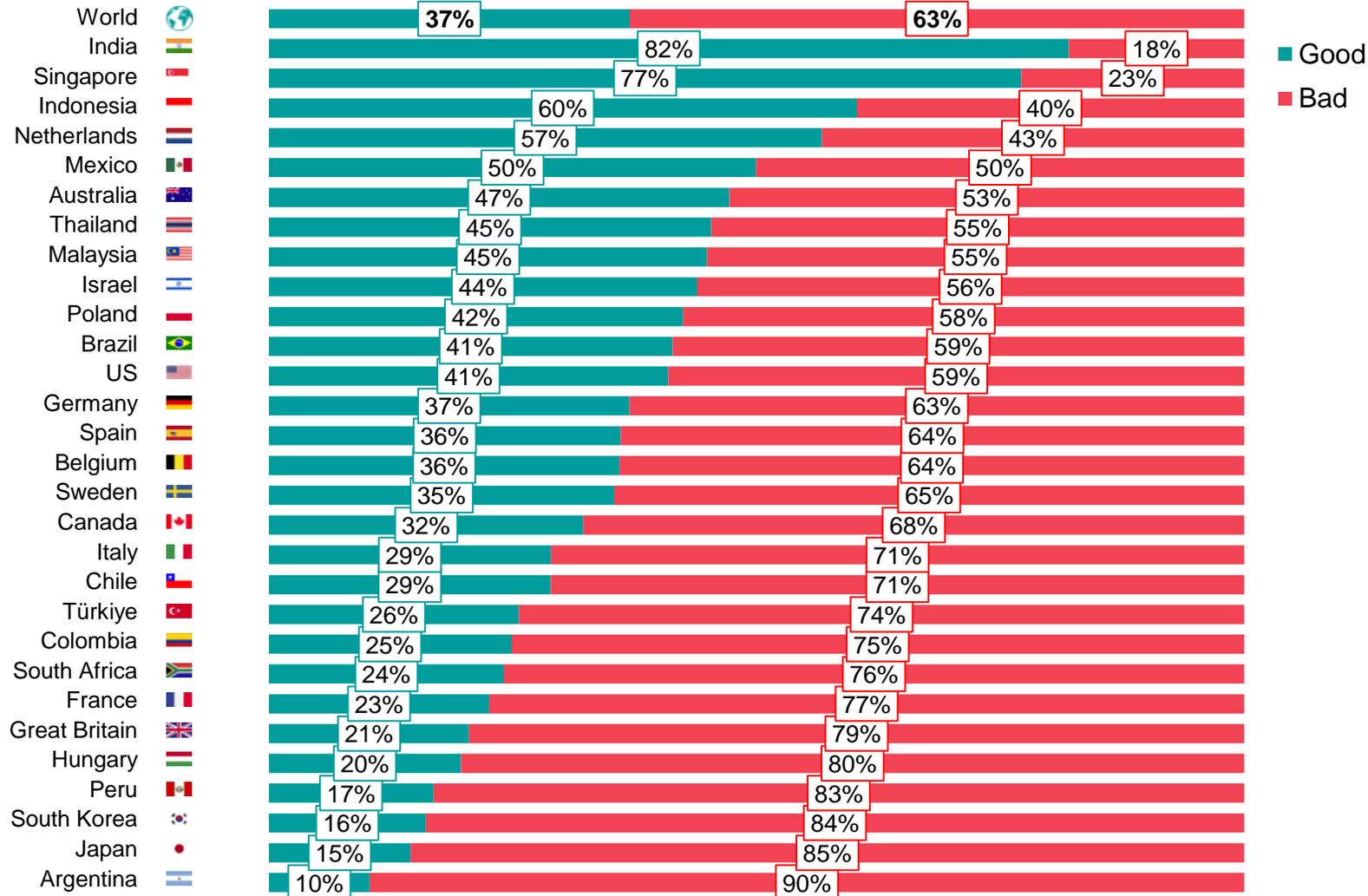
ECONOMIC FOCUS



CURRENT ECONOMIC SITUATION

Read more about perceptions of the economy in the [Ipsos Global Consumer Confidence survey](#).

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



On a global country average, 37% say their country’s current economic situation is “good”, no change from last month.

The countries that have seen the biggest increases this month are Israel (+8pp, 44%), Singapore (+7pp, 77%) and Australia (+6pp, 47%).

Conversely, two nations have experienced significant drops in their “good” score. Great Britain has fallen the furthest, decreasing 12pp to 21%. Likewise, Thailand is down 11pp to 45%. Other countries of note are Malaysia (45%) and Indonesia (60%), both down 7pp.

After two years of being below one in ten, Argentina has had a slight increase of 4pp, taking them to 10%



CURRENT ECONOMIC SITUATION: ARGENTINA

March 2024 marks the first time in two years that Argentina's "good" has risen to 10%.

Q How would you describe the current economic situation in your country?
(% 'Very good' or 'Somewhat good')



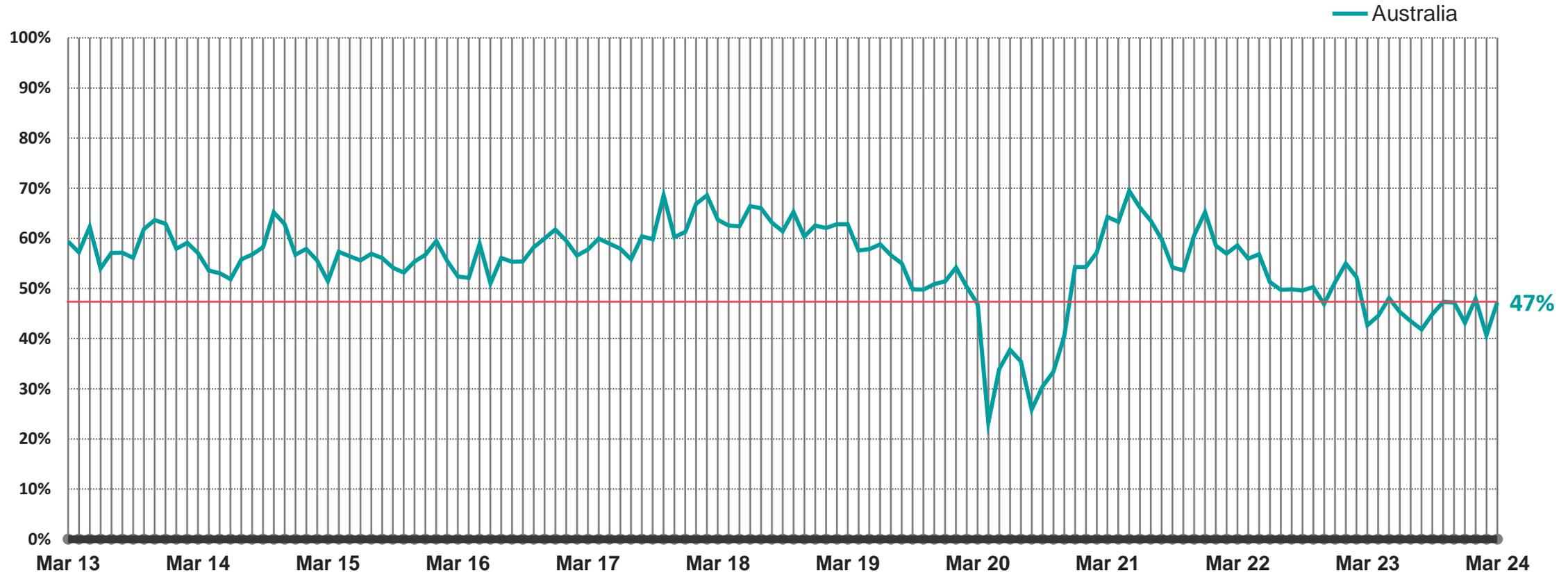
Base: Representative sample c. 500 adults aged 16-74 in Argentina, 2013 - 2024.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: AUSTRALIA

After a sharp dip last month, Australia's score has rebounded +6pp.

Q How would you describe the current economic situation in your country?
(% 'Very good' or 'Somewhat good')



Base: Representative sample c. 1000 adults aged 16-74 in Australia, 2013 - 2024.

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

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Filter: Country: World | Current Wave: Mar 24



CURRENT ECONOMIC SITUATION: GREAT BRITAIN

Falling 12pp this month, 21% is Great Britain's lowest score since April 2023.

Q How would you describe the current economic situation in your country?
(% 'Very good' or 'Somewhat good')



Base: Representative sample c. 1000 adults aged 16-74 in Great Britain, 2013 - 2024.

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

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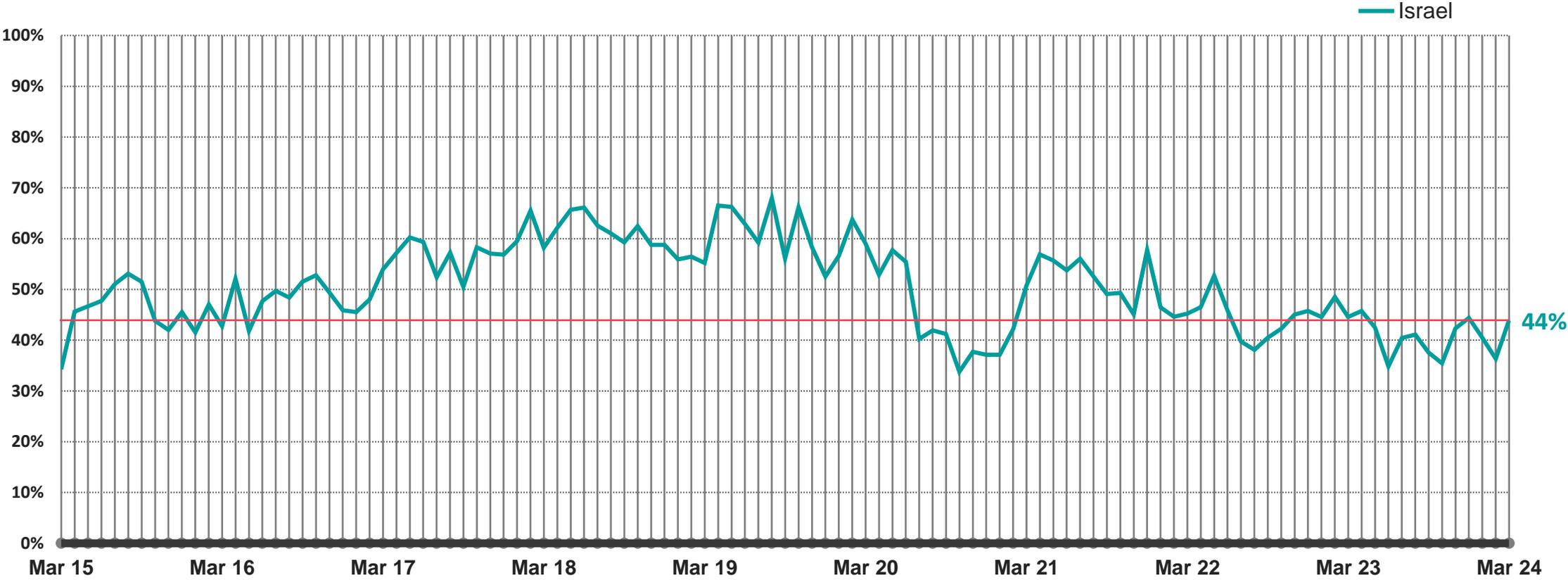
Filter: Country: World | Current Wave: Mar 24



CURRENT ECONOMIC SITUATION: ISRAEL

Israel's March score has recovered since last month, up 8pp.

Q How would you describe the current economic situation in your country?
(% 'Very good' or 'Somewhat good')



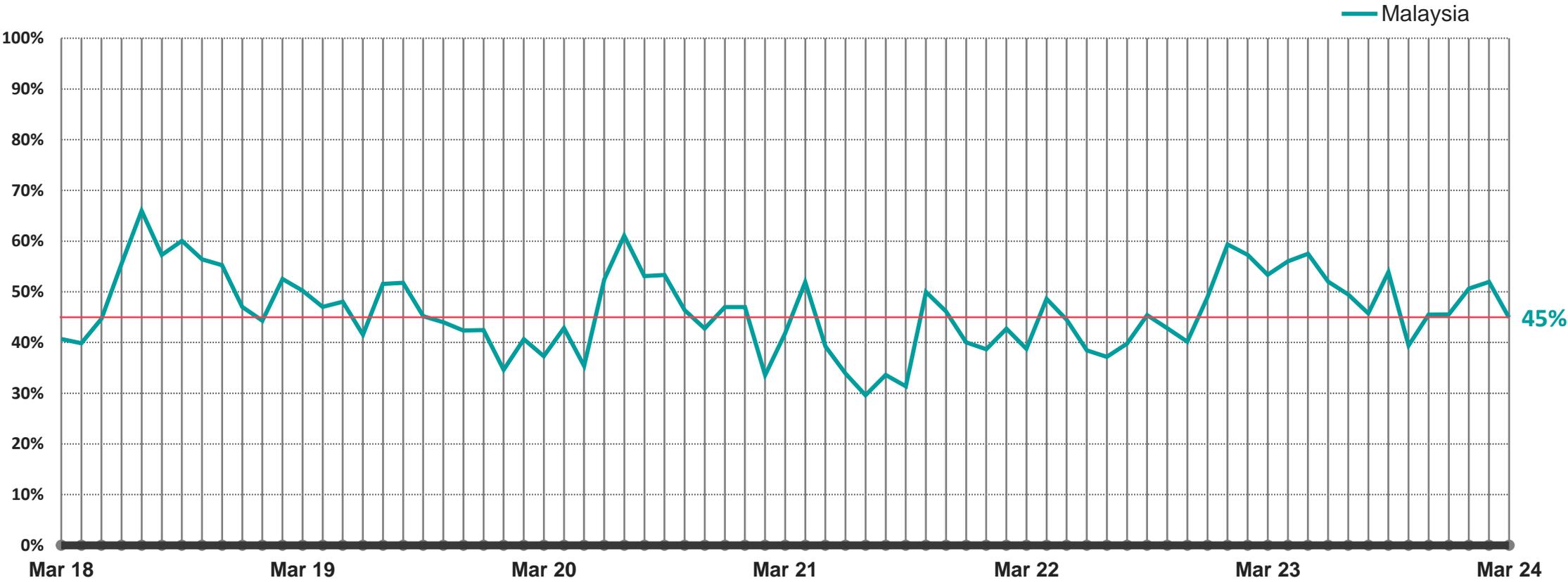
Base: Representative sample c. 500 adults aged 16-74 in Israel, 2013 - 2024.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: MALAYSIA

Malaysia's "good" score is down 7pp this month.

Q How would you describe the current economic situation in your country?
(% 'Very good' or 'Somewhat good')



Base: Representative sample c. 500 adults aged 16-74 in Malaysia, 2013 - 2024.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



METHODOLOGY

This 29-country Global Advisor survey was conducted between February 23rd 2024 and March 8th 2024 via the Ipsos Online Panel system among 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.

The “Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result.”

The sample consists of approximately 1000+ individuals in each of Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Spain, Sweden, and the US, and approximately 500+ individuals in each of Argentina, Chile, Colombia, Hungary, India, Indonesia, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Thailand and Türkiye.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the US can be taken as representative of these countries’ general adult population under the age of 75.

The samples in Brazil, Chile, Colombia, India, Indonesia, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more “connected” segment of these populations.

Weighting has been employed to balance demographics and ensure that the sample’s composition reflects that of the adult population according to the most recent census data.

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

Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of don't knows or not stated responses

The publication of these findings abides by local rules and regulations.