

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.