

# WHAT WORRIES THE WORLD?

April 2024



GAME CHANGERS



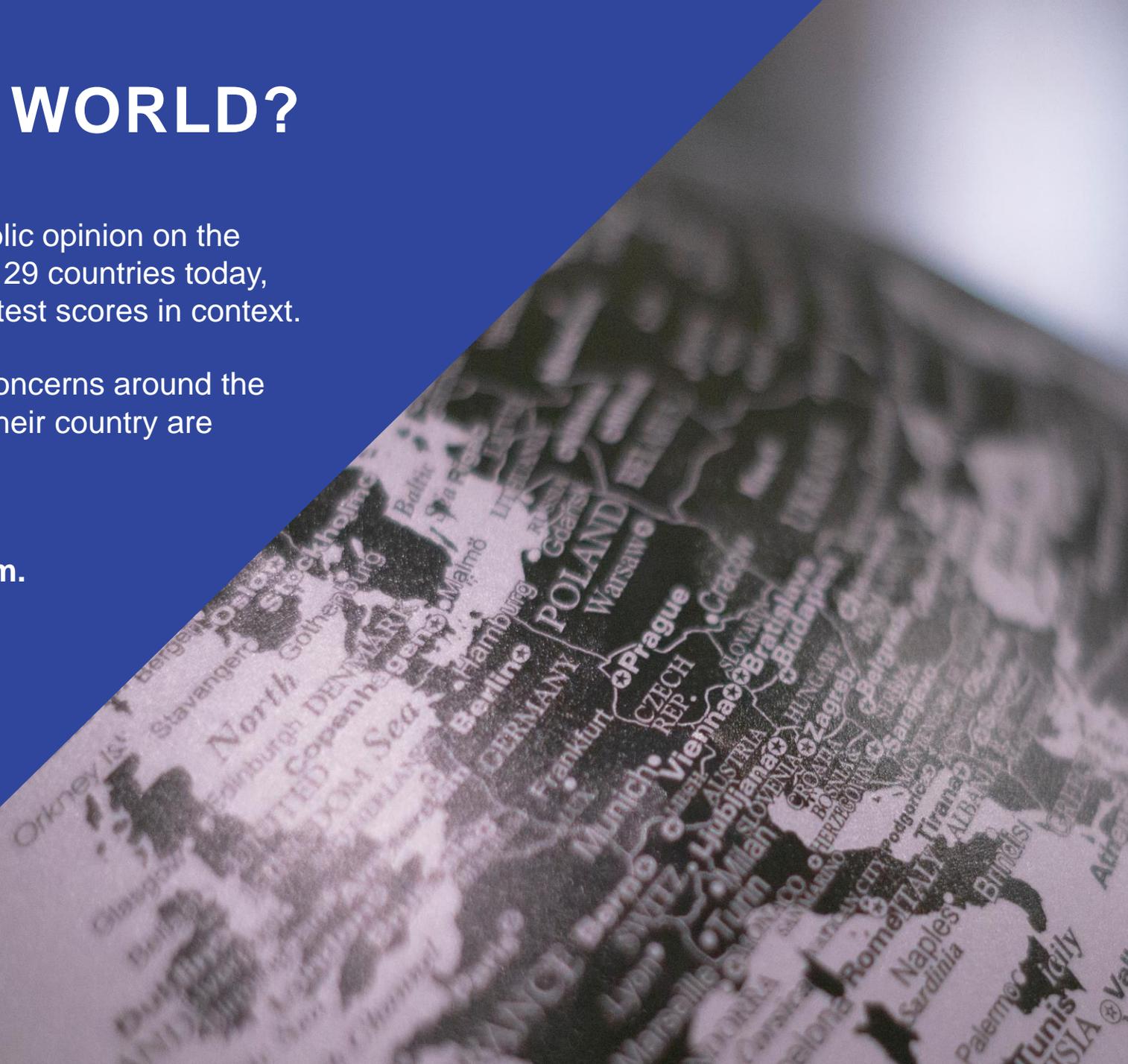
# WHAT WORRIES THE WORLD?

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](http://www.ipsos.com).

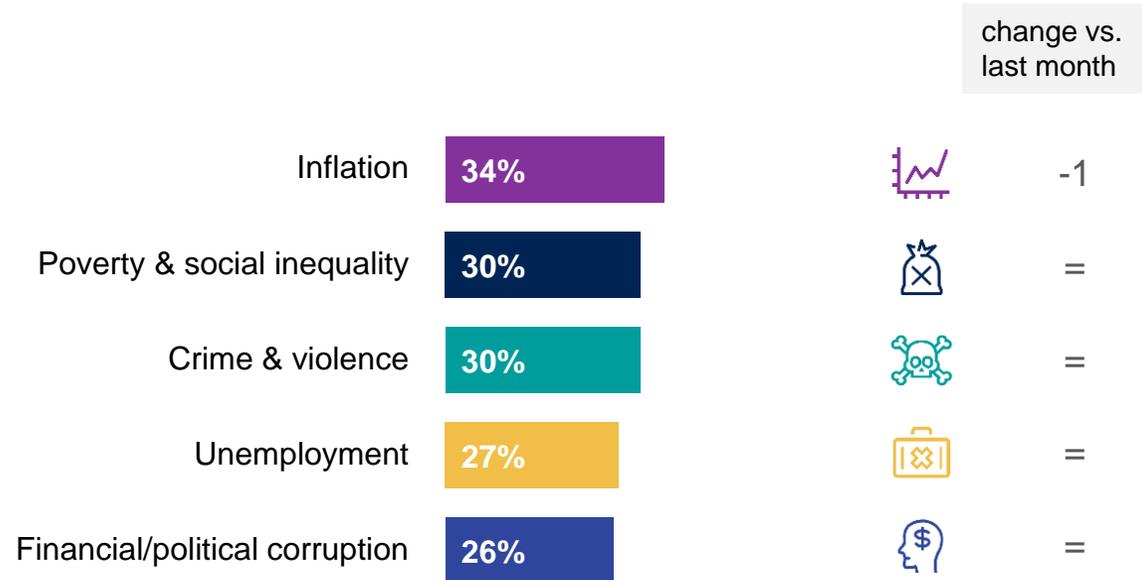
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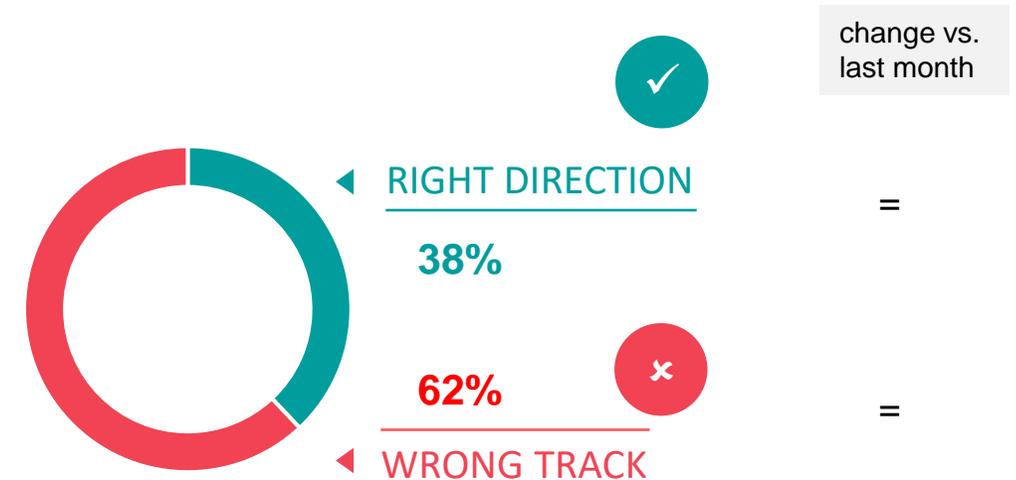
# WHAT WORRIES THE WORLD? APRIL 2024

Inflation is the number one concern in our survey of global worries for the 25<sup>th</sup> consecutive month, with one in three (34%) choosing it as an issue. Three in ten (30%) choose inequality and crime as issues in their country, ahead of other concerns such as unemployment and corruption. While only two in five (38%) think their country is headed in the right direction.

**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 25,302 adults aged 16-74 in 29 participating countries, March 22nd 2024 - April 5th 2024.

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

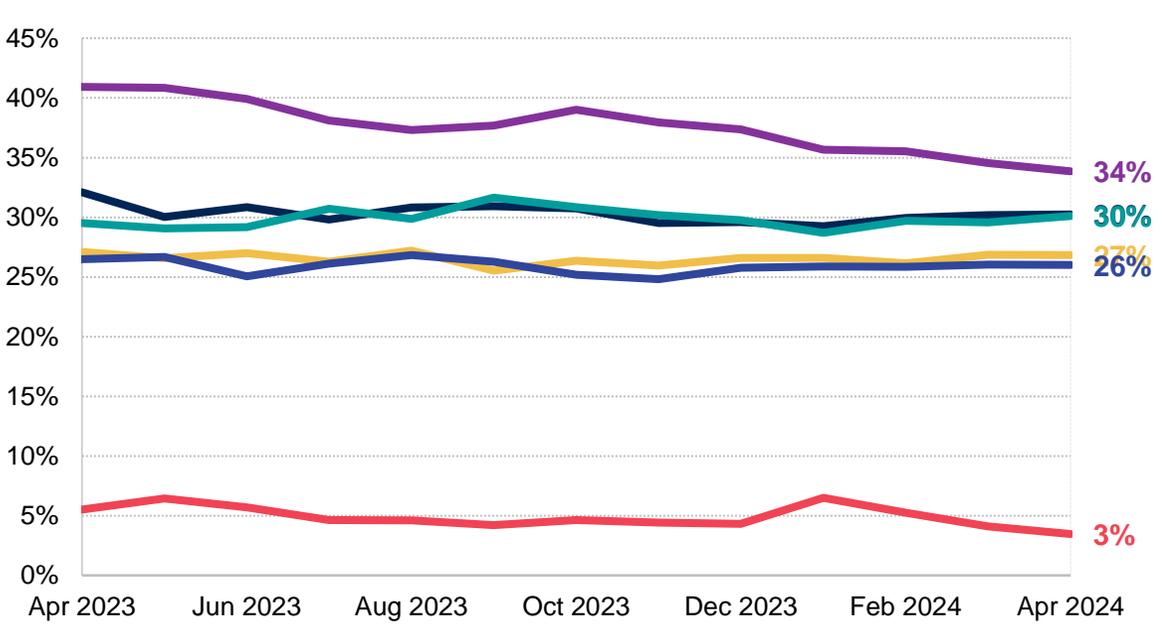
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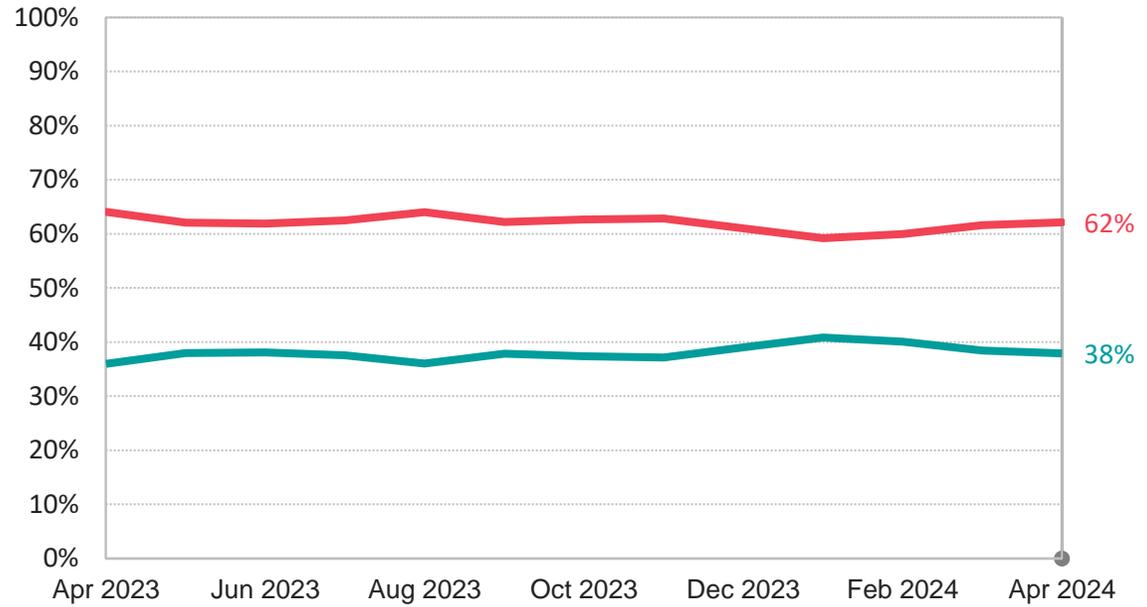
# WHAT WORRIES THE WORLD? 12-MONTH TREND

**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.25,302 adults aged 16-74 in 29 participating countries, April 2023 - April 2024.  
**Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

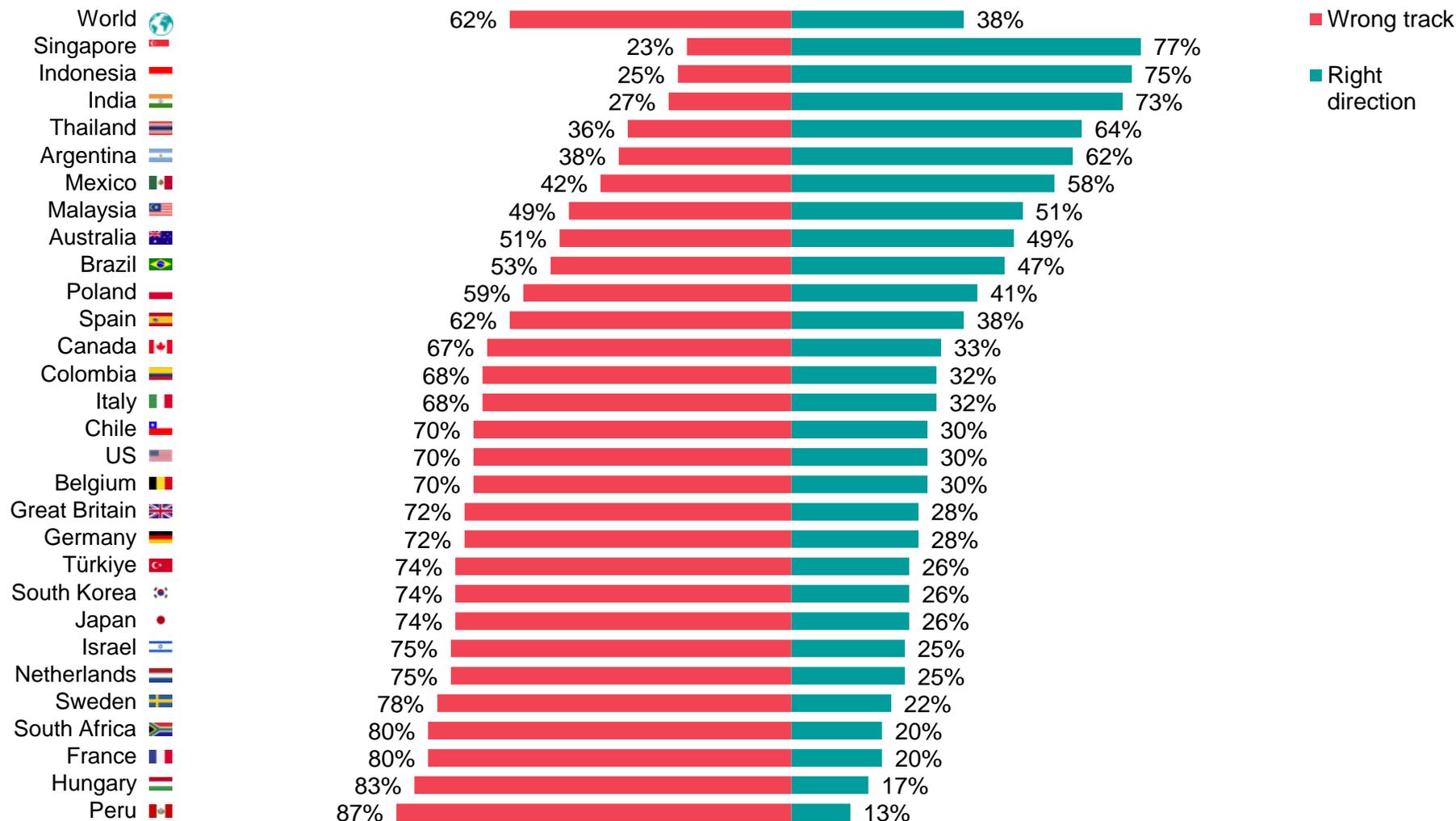


# DIRECTION OF TRAVEL **ALL COUNTRIES**



# 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? (April 2024)



Four in ten (38%) across 29 countries think their country is headed in the right direction. This is unchanged from the previous month and is slightly lower than the 41% who were happy with their country's progress back in January.

Argentina is the fifth most positive country this month and the most positive in LATAM. 62% of Argentinians say the country is headed in the right direction. This sentiment has changed a lot in the last year. In April 2023, Argentina was the most negative with how their country was doing and just 10% said they were happy with its direction.

In April 2024, it's a different Latin American country at the bottom of the list with just 13% of Peruvians happy with how their country is doing.

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

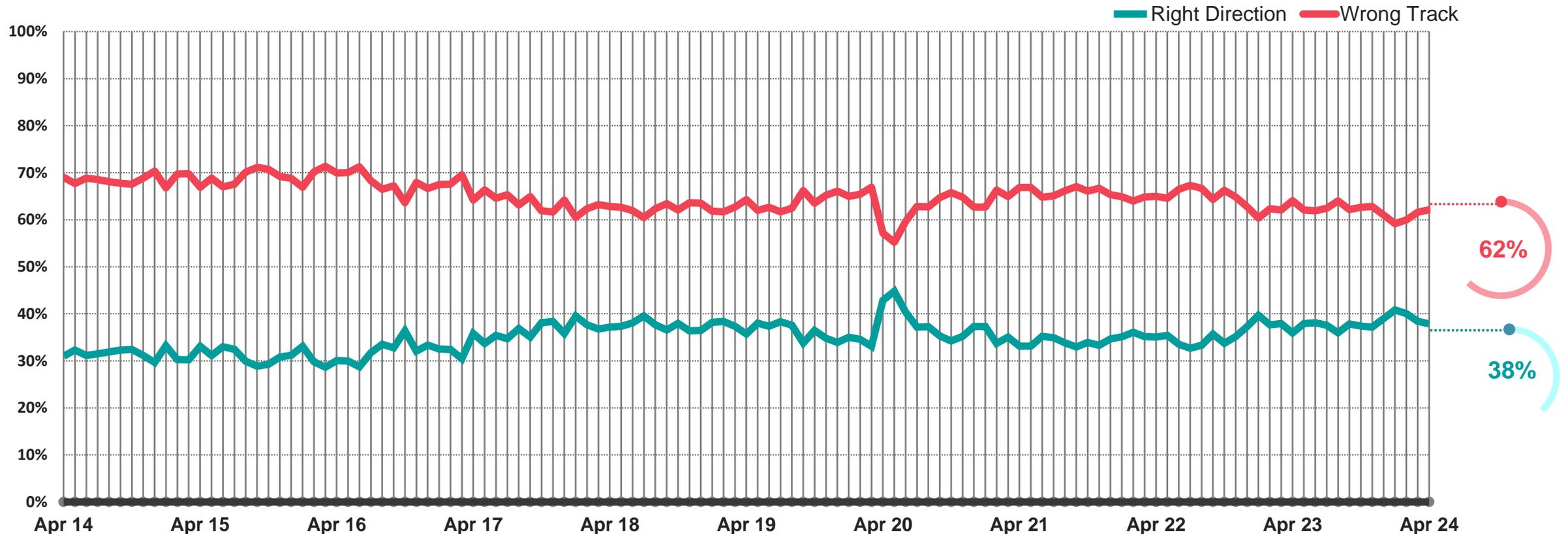
**Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

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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.25,302 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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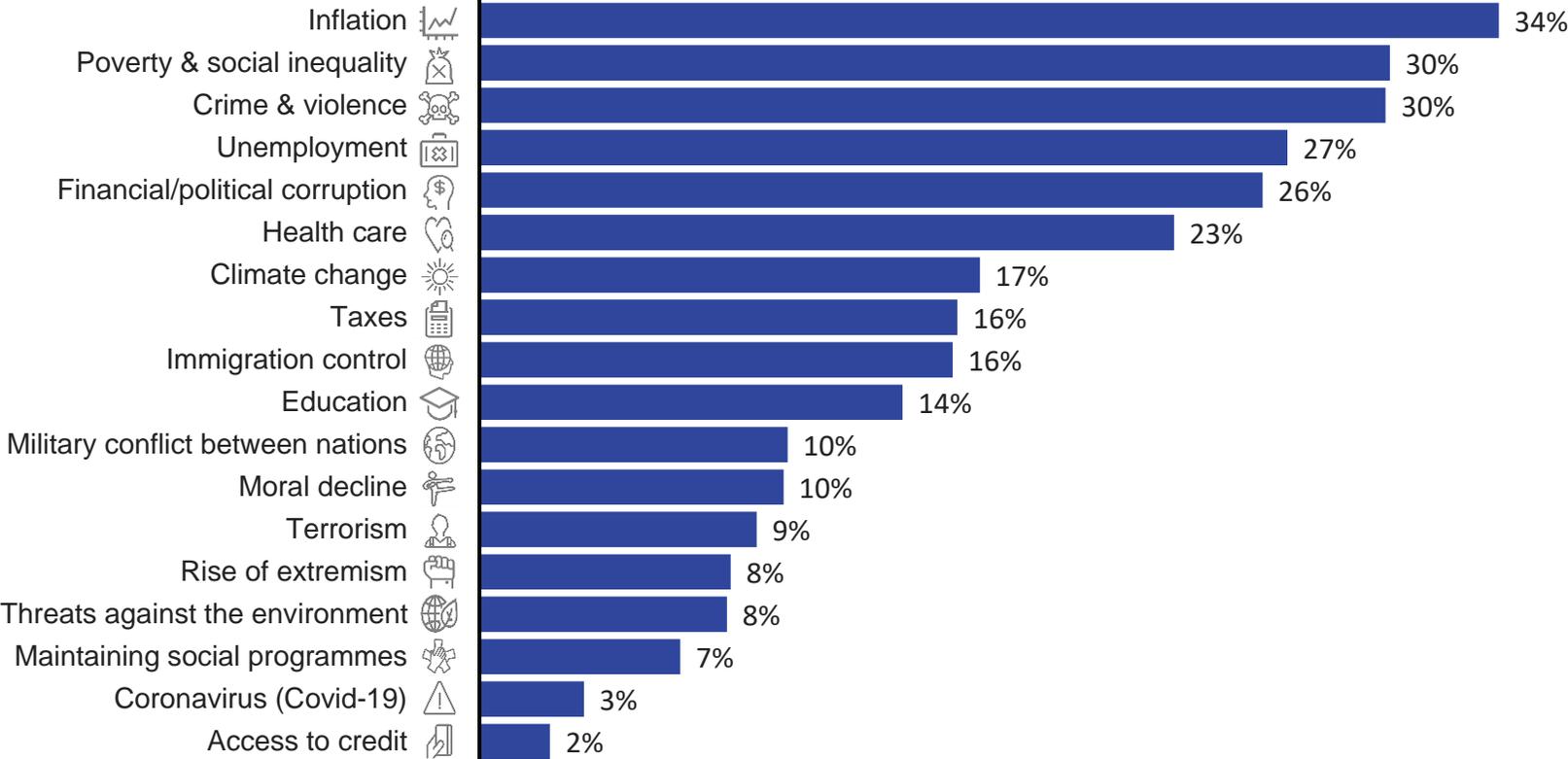
# WORRIES THE WORLD? TOP ISSUES RANKED



# WORLD WORRIES: THE FULL LIST

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

% mentioned in April 2024 (global country average)



Inflation is the number one concern in our What Worries the World survey for the 25<sup>th</sup> consecutive month. March 2022 was the first time inflation was the biggest worry across the participating countries.

However, concern for rising prices is falling gradually over time, and this month's score of 34% is the lowest level of worry we've seen for the issue since April 2022.

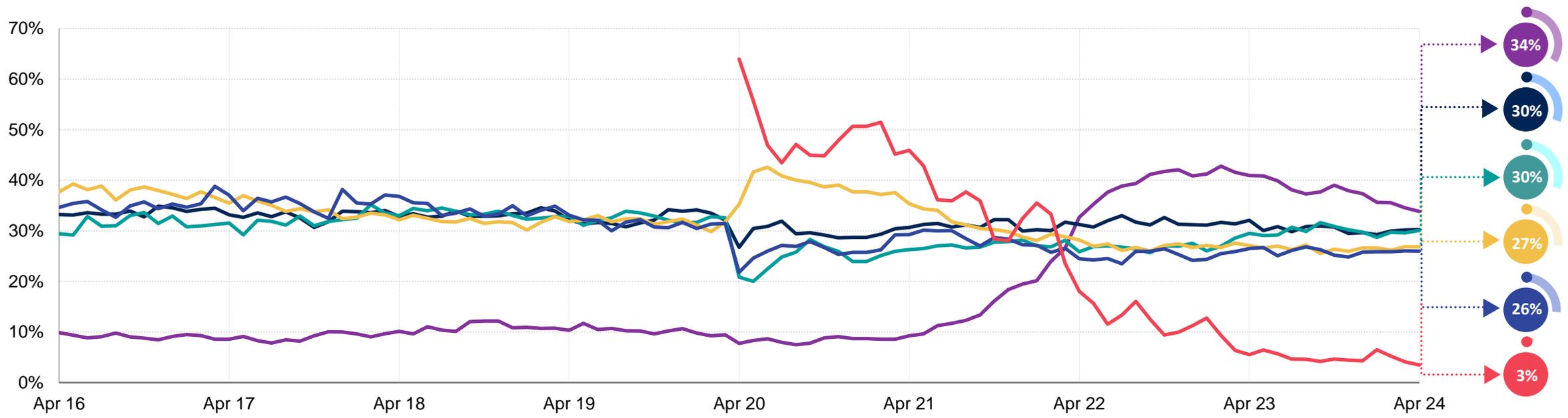
Inequality, crime, unemployment and corruption make up the rest of the top five biggest worries.

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

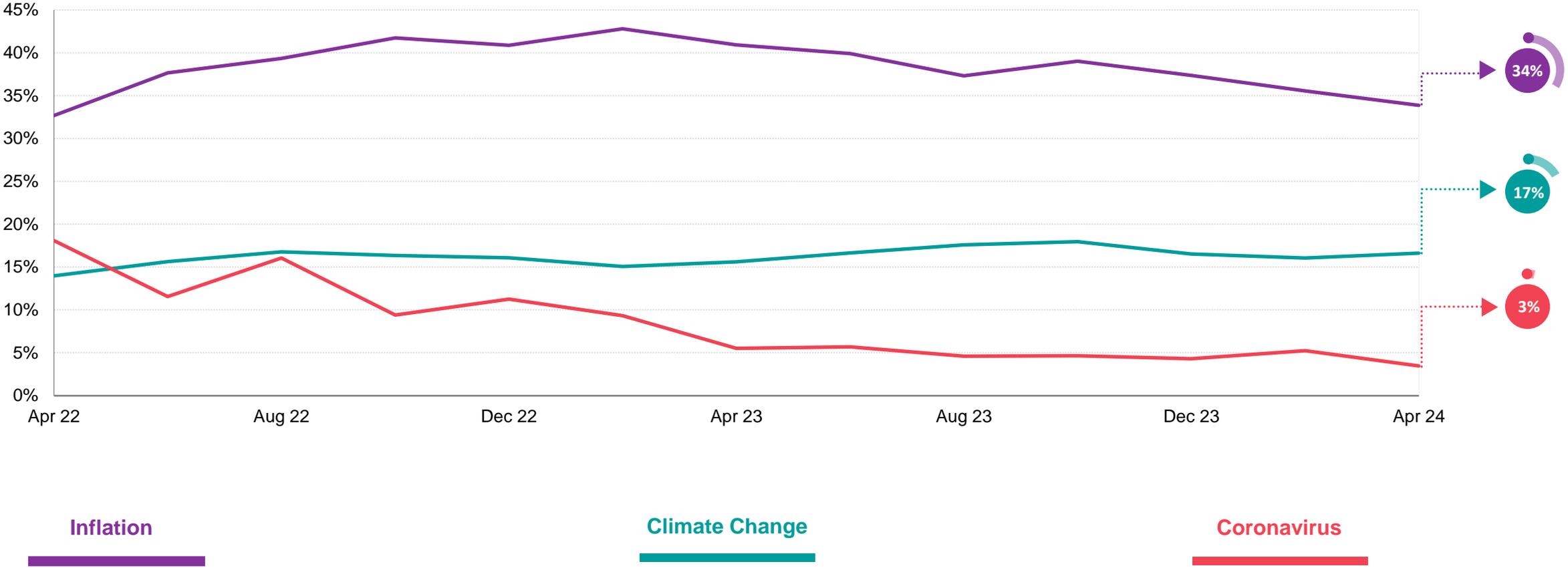


**Coronavirus**

**Base:** Representative sample of 25,302 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.*



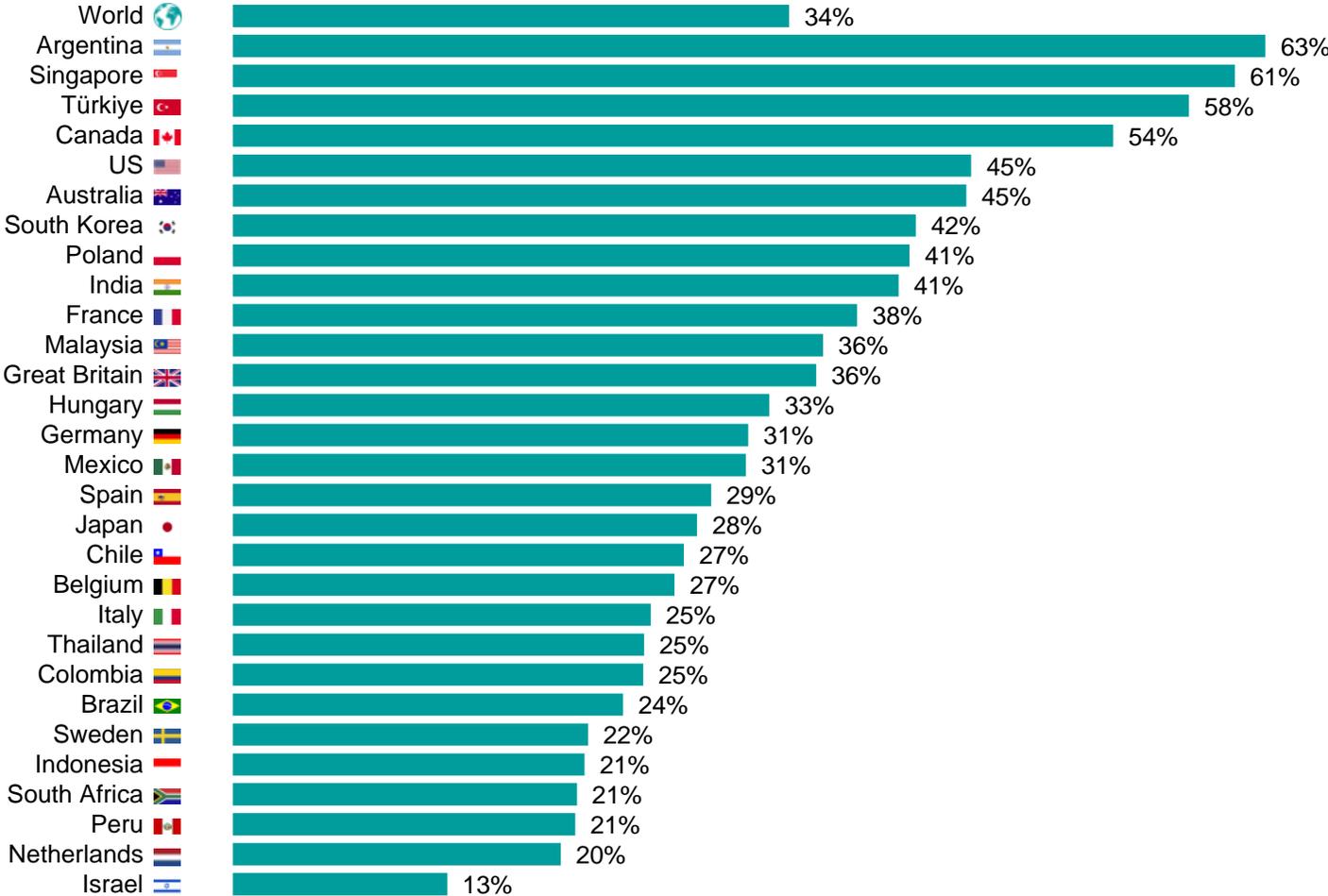
# WORLD WORRIES: LONG-TERM TREND (INFLATION, CLIMATE CHANGE & CORONAVIRUS)



**Base:** Representative sample of c.25,302 adults aged 16-74 in 29 participating countries, April 2022 - April 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



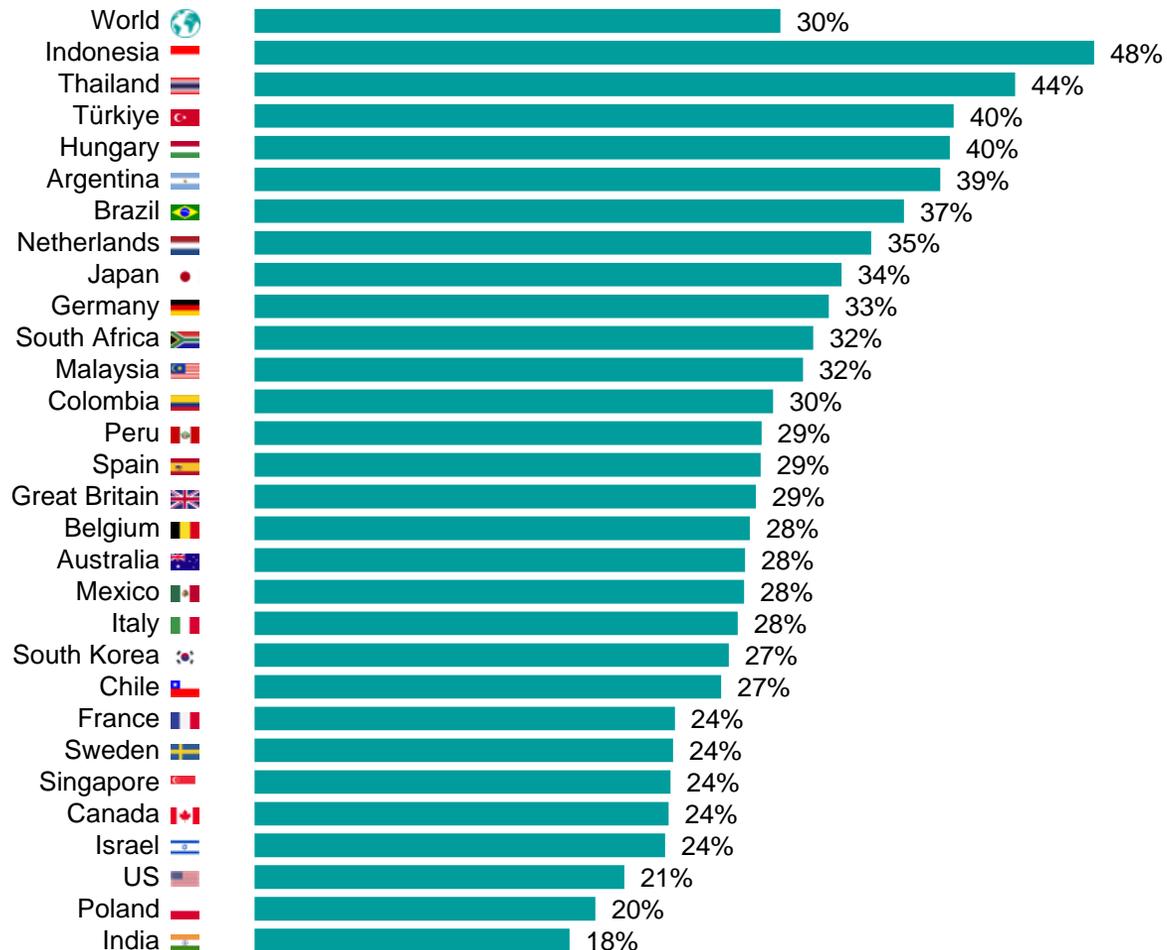
Thirty-four per cent say inflation is one of the three biggest issues affecting their country. While the cost-of-living has been the number one concern in our survey since April 2022, worry is falling. The last time concern for inflation was this low was April 2022 (33%).

Argentina remains the most concerned country, where it has been since November 2022. However, the gap between Argentina and other countries is narrowing. In April 2024, Singapore is the second most worried country about rising prices with 61% choosing it as an issue, up ten percentage points compared to last month.

The US is now the fifth most concerned country with 45% choosing it as worry. In February, concern about inflation had fallen to 39%, the US's lowest figure since spring 2022, but worry has now risen for the last two months.



## 2 | POVERTY & SOCIAL INEQUALITY

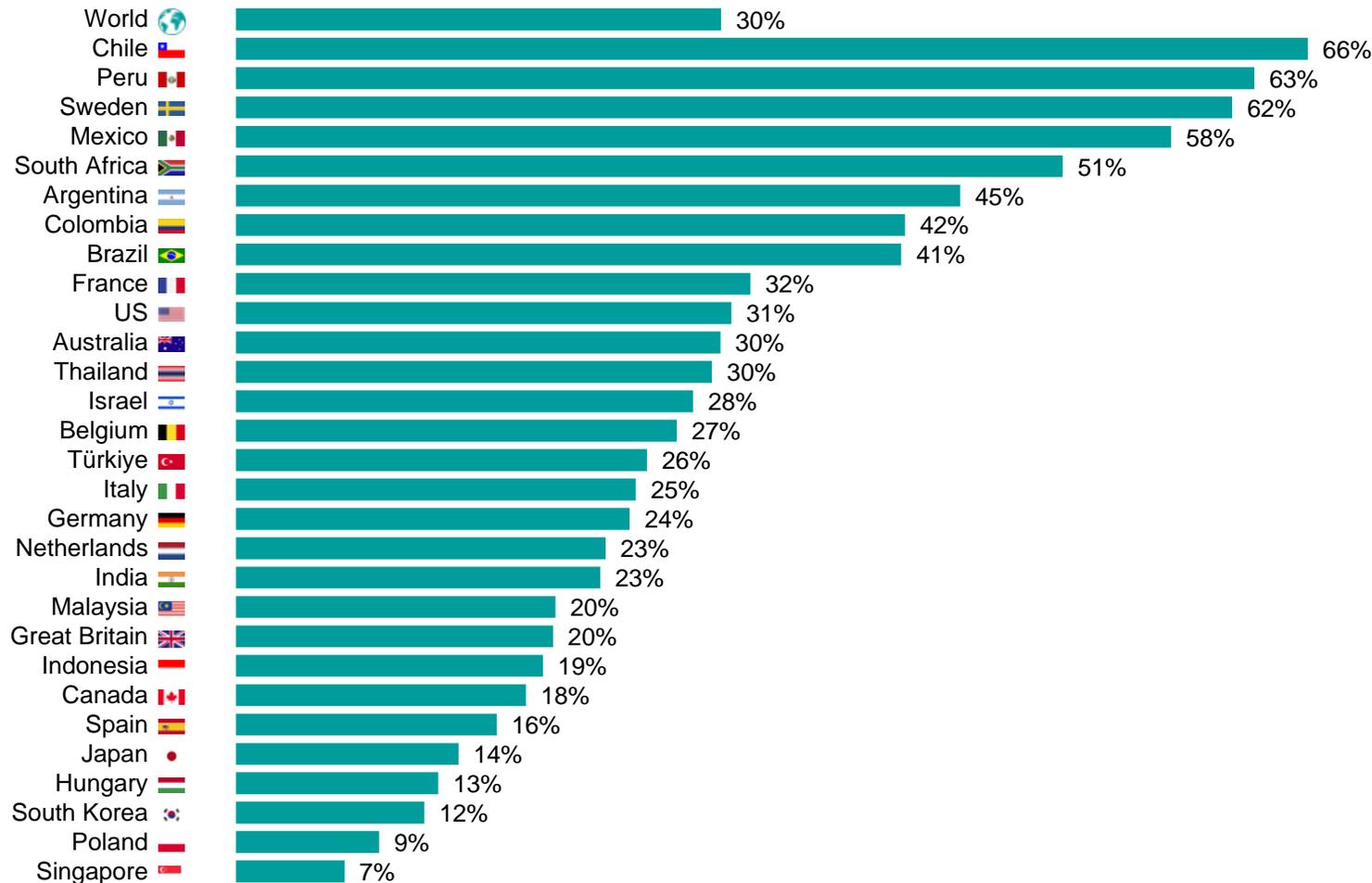


Mentions of inequality as a worry have not changed this month (30%). Levels of concern have remained broadly steady over recent months, and we have consistently recorded around three in ten being worried since May 2023.

Indonesia is still the most concerned with nearly half (48%) mentioning inequality – a slight uptick from last month. Despite worry being higher than all other countries, it's not the top concern for Indonesians.

Concern in Great Britain has experienced a modest rise this month – moving out of the bottom ten by increasing four points to three in ten (29%).

## 3 | CRIME &amp; VIOLENCE



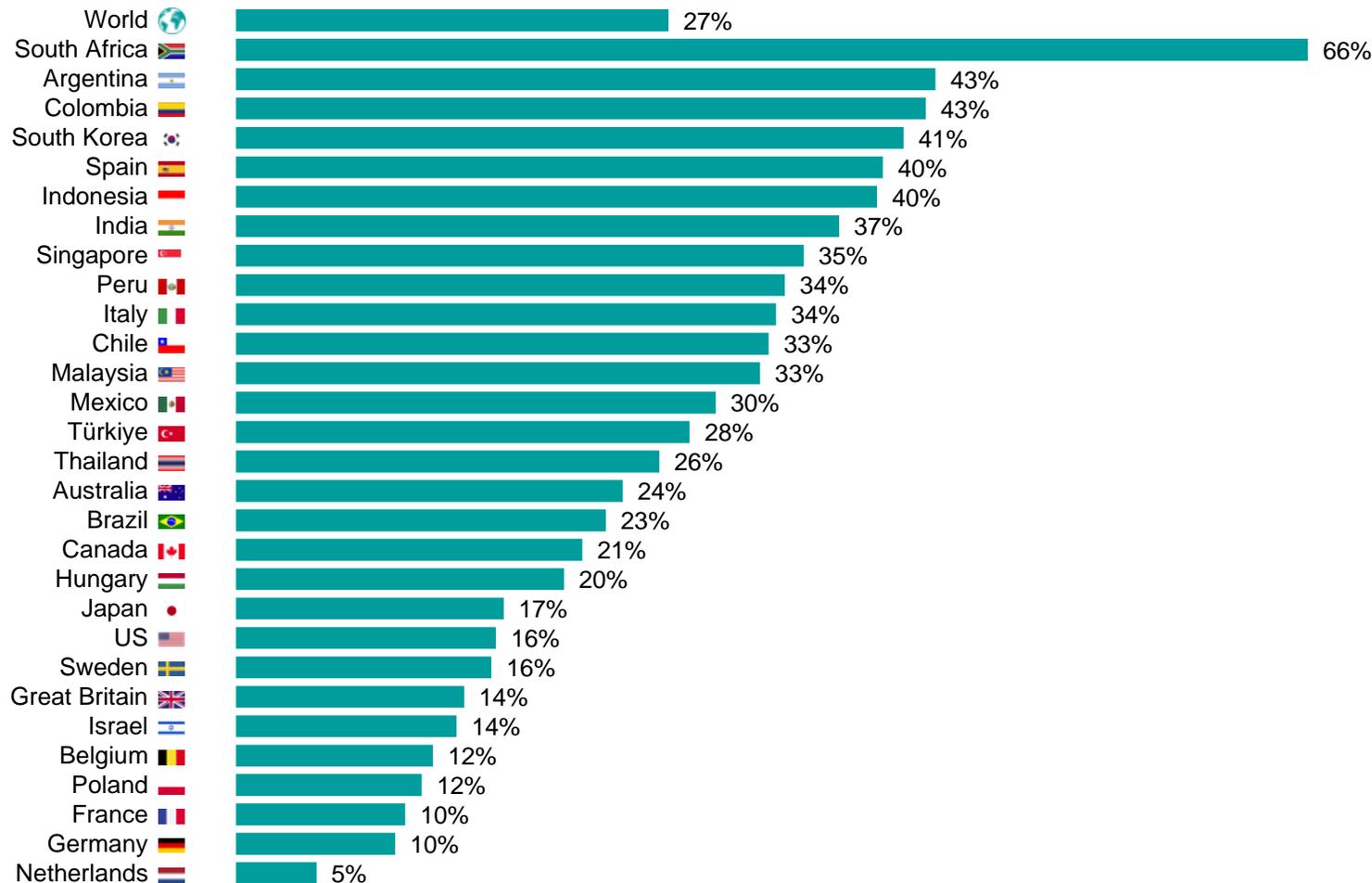
Three in ten (30%) mention crime & violence as a worry in their country, no change from last month.

Chile's score is up five points to two-thirds (66%) this month, putting it at the top of our list and remains Chileans' primary concern.

Similarly, Sweden has become increasingly concerned, with over three-fifths (62%) worried. Since last month they've moved up one rank, this is due to a seven-point rise. For reference, Sweden's highest score was in October 2023 at 68%.

Outside of LATAM countries and Sweden, we see Türkiye has jumped up the list, with an eight-point rise to just over a quarter (26%) worried.

## 4 | UNEMPLOYMENT

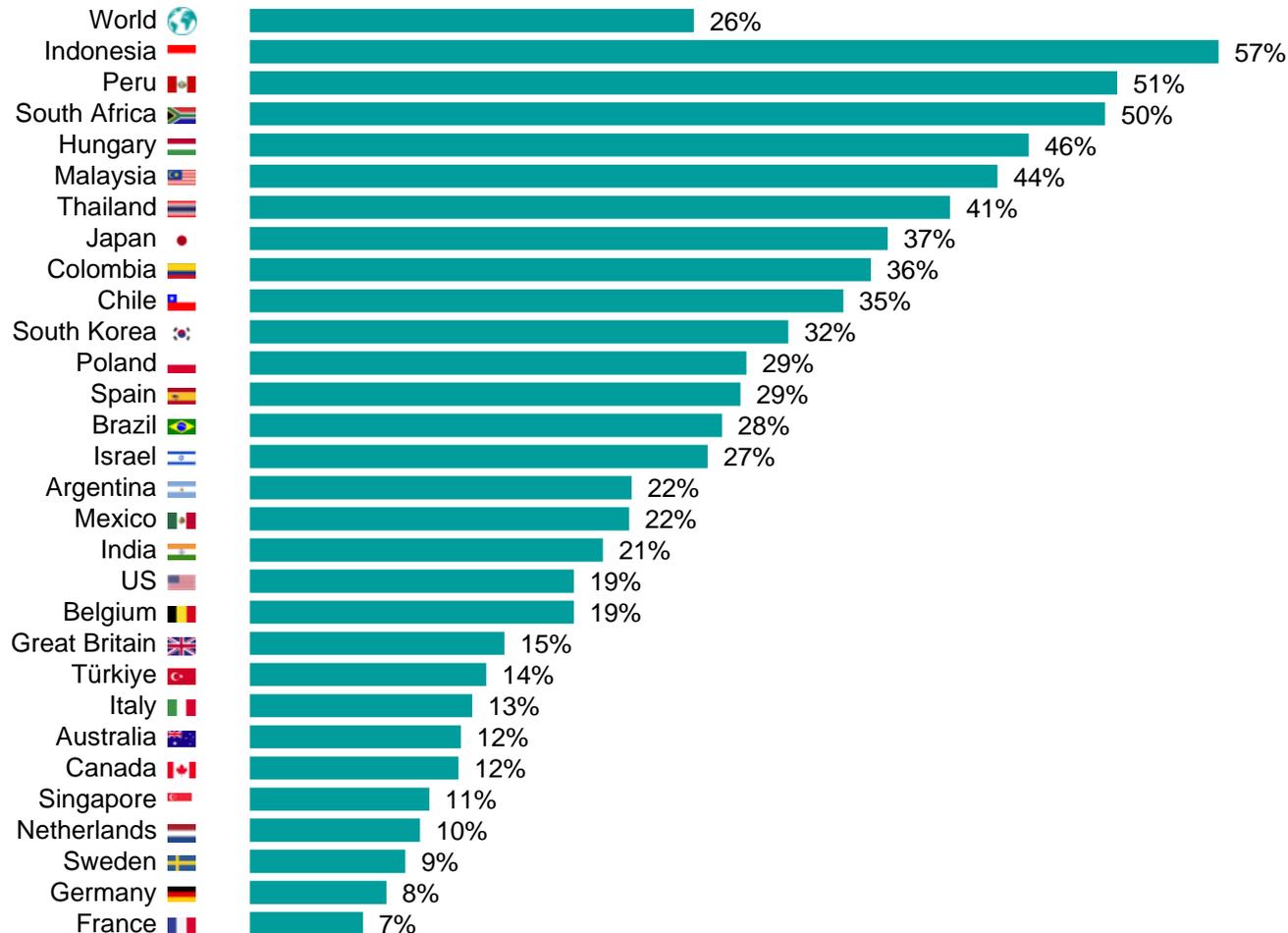


Just over a quarter (27%) choose unemployment and jobs as a worry this March, no change from last month.

A few countries this month have dropped in concern over the issue of jobs. Notably, Singapore, who were second in March, have decreased 9pp to 35% now worried. Mexico's concern for unemployment is down 5pp in April to 30%. While in Poland concern is also 5pp down to 12%

However, alongside rising concern over crime and violence, Türkiye's proportion of mentions for unemployment is up this month. Increasing by 9pp, the nation now have 28% worried about unemployment.

# 5 | FINANCIAL/POLITICAL CORRUPTION

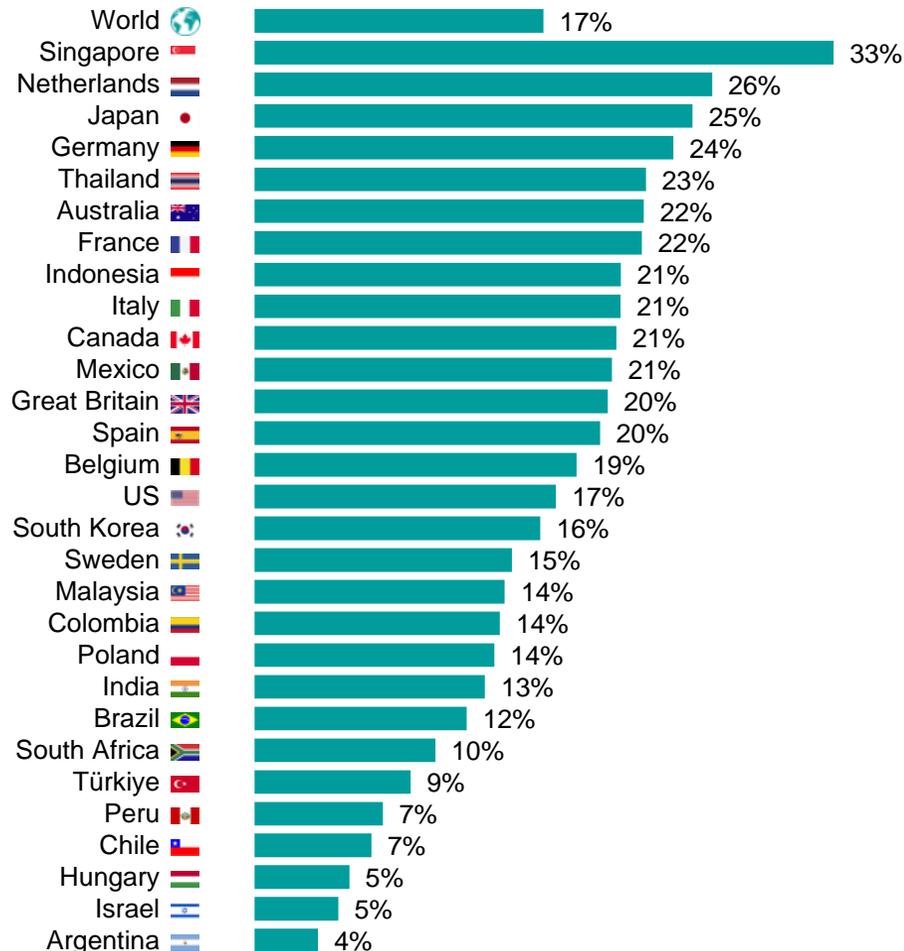


A quarter (26%) across 29 countries mention financial/political corruption as a worry in their country, no change from last month.

Unlike their changes in worry for unemployment and crime and violence, Türkiye's concern for corruption has decreased by 9pp, falling to just 14%. This is the nation's second lowest score, the lowest being recorded in September 2023 at 13%.

It is still many of the Asia Pacific countries' top issue. In particular, Indonesia (57%), who are once again the most worried country seeing a slight increase. However, Japan has experienced the biggest rise in the region, moving up by 5pp to today's 35% who mention corruption.

## 7 | CLIMATE CHANGE



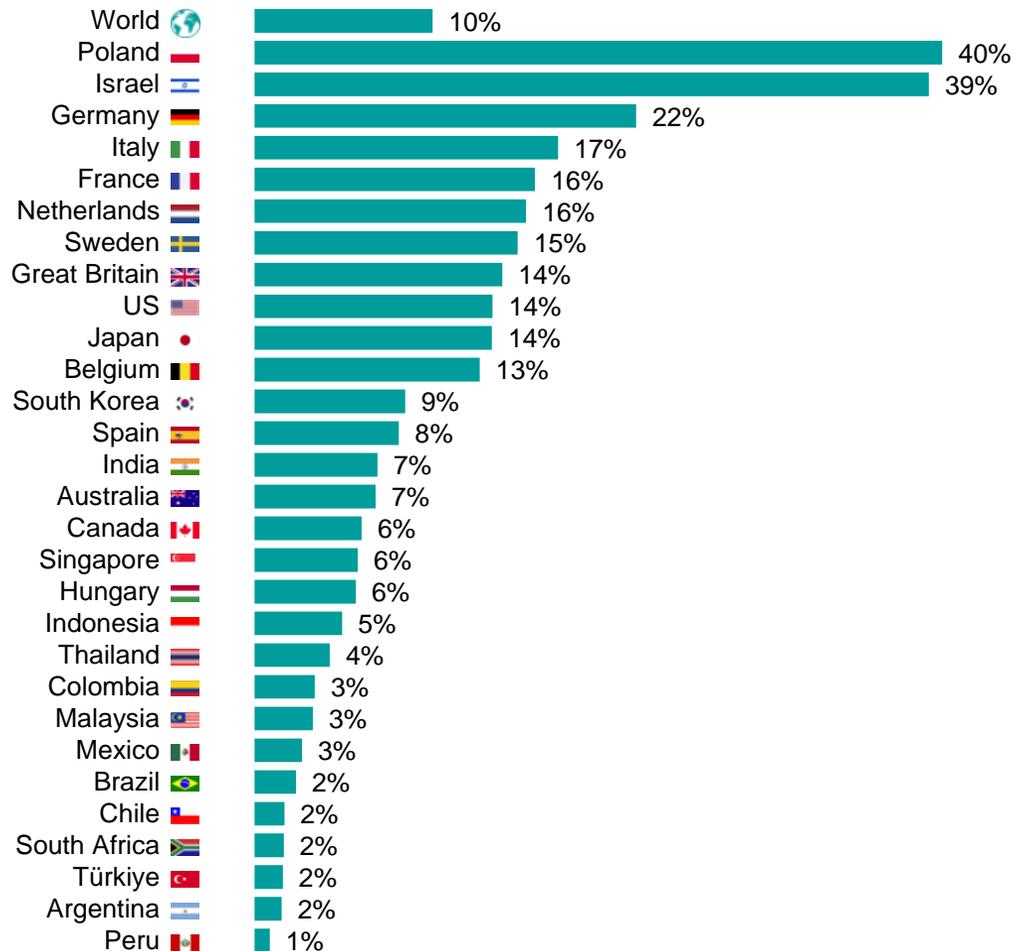
The percentage mentioning climate change across 29 countries is at 17%, no change from last month.

Singapore has increased significantly this month, climbing 11pp to 33% seeing it as an issue. This time last year, only 18% of Singaporeans mentioned climate change.

Another Asia Pacific country, Malaysia, has also seen a rise in concern. Mentions are up 3pp to 14%. This is the second highest score for Malaysia regarding climate change.

Elsewhere, levels of concern in Europe tend to be down somewhat, with the exception of Spain, whose level of worry has risen to 20%.

## 11 | MILITARY CONFLICT BETWEEN NATIONS



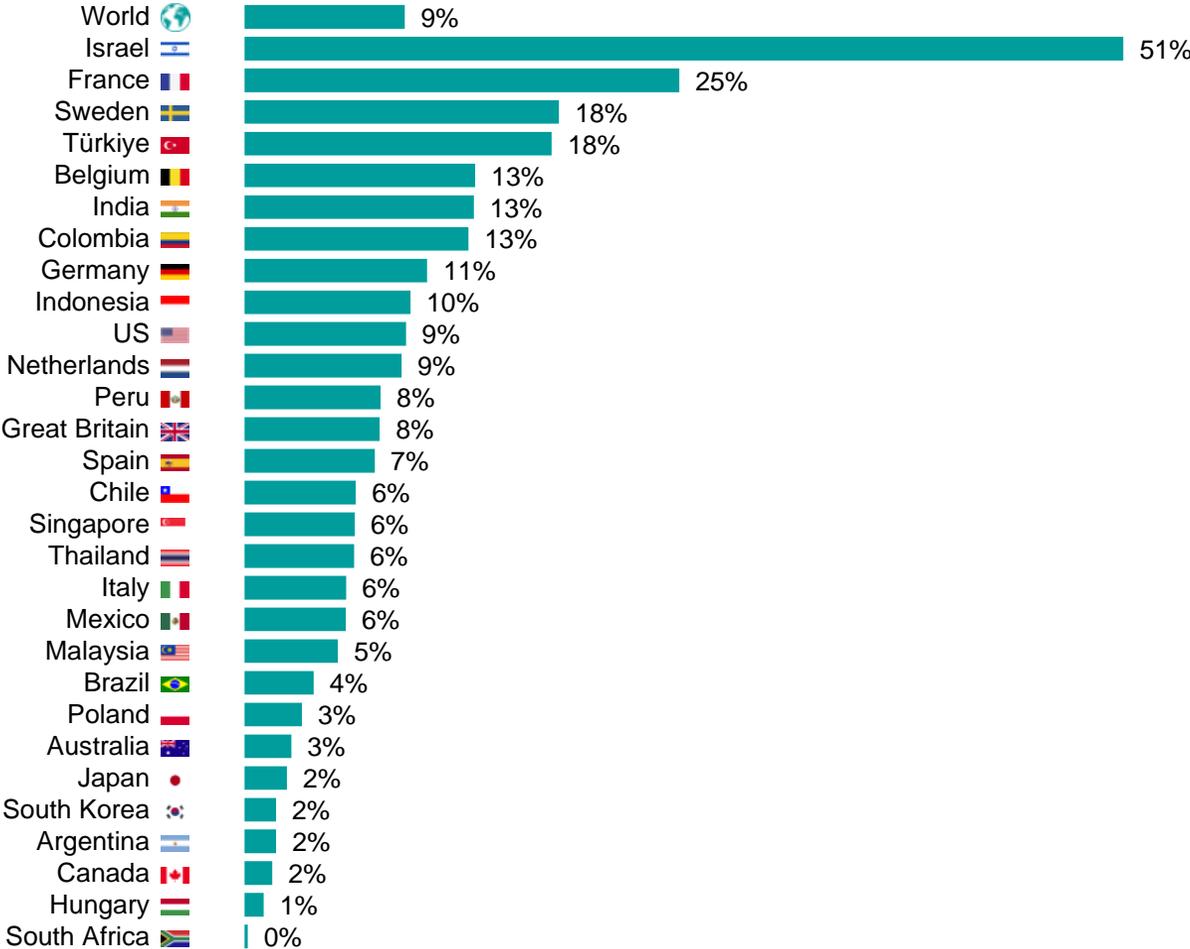
One in ten (10%) pick military conflict between nations, no change from last month.

The fieldwork was completed before the recent escalation between Iran and Israel on the 13<sup>th</sup> April.

Israel has been our most concerned country regarding military conflict since November 2023. This month, however, sees the nation drop to second after decreasing 6pp from March to 39%. That said, this is still a relatively elevated level of worry for Israel.

Poland is again the most worried country about military conflict. Worry has increased by 6pp to 40%. In January, the proportion of Poles citing conflict was 23%. April 2024's score for Poland is the country's highest level of worry for military conflict since the issue was added in April 2022.

# 13 | TERRORISM



The mentions of terrorism have been falling since its peak in November 2023 when it was 12%. This month has slightly increased, however.

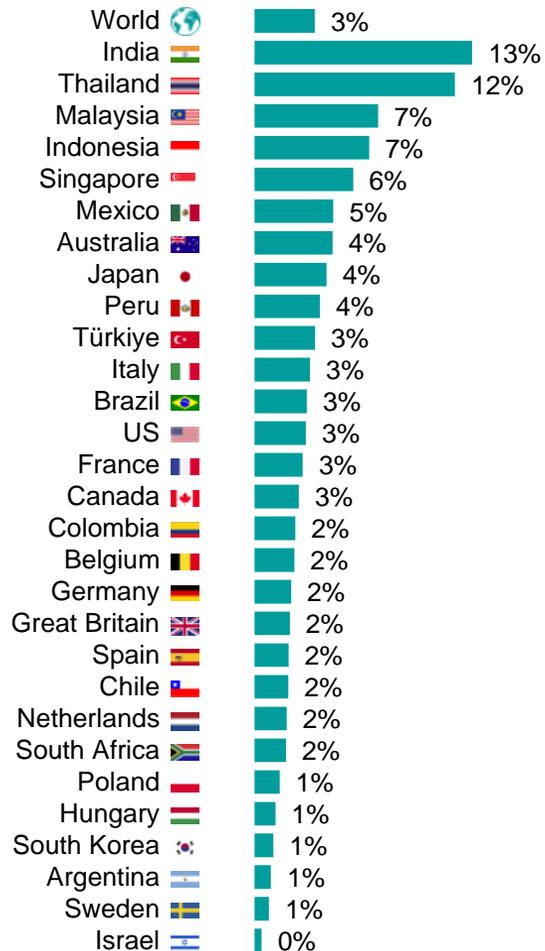
Israel is still the most worried nation by a large margin. Their level of concern has, however, fallen 8pp to their lowest level since October 2023. Just over a half (51%) mention terrorism – still their primary concern.

Meanwhile, in France, concern over terrorism has sharply risen by 13 percentage points, with a quarter (25%) of the French expressing worry. This time last year, France’s worry was 8%.

**Base:** Representative sample of 25,302 adults aged 16-74 in 29 participating countries, March 22nd 2024 - April 5th 2024.  
**Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*  
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## 17 | CORONAVIRUS (COVID-19)



The proportion mentioning Coronavirus globally has hit the lowest level since we started recording it in April 2020 – now at 3%. Four years ago, global concern for Covid-19 was at 64%.

Singapore was the most concerned nation last month, but their level of worry has since dropped 12pp to just over one in twenty (6%).

Only two countries' concern have notably increased this month. India, now top, is up 4pp to 13%. Likewise, Thailand, now second, has increased 4pp to 12%.

# ECONOMIC FOCUS



# THE STATE OF THE ECONOMY IN MY COUNTRY

Running alongside our *What Worries the World* survey, Ipsos' monthly *Global Consumer Confidence* study asks the public in 29 countries questions relating to the economy and finance, on a country and personal level.

The following section draws on some of this data to provide extra context to this month's *What Worries the World* report. It shows how the public rate the current economic climate in their country.

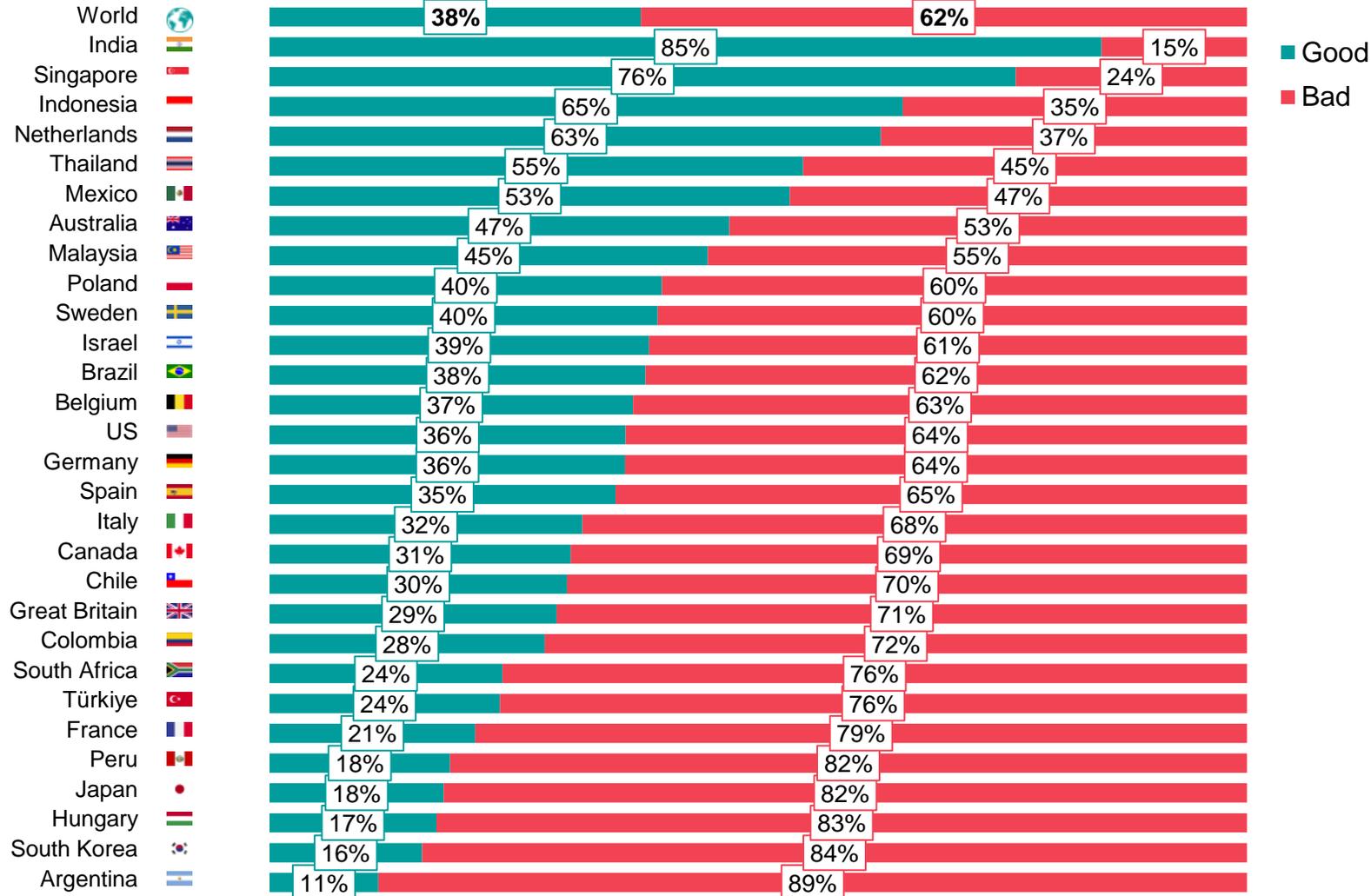
Please contact: [Emilios.Louca@ipsos.com](mailto:Emilios.Louca@ipsos.com) for more information.



# 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 average across 29 countries, 38% say the current economic situation in their country is good, up 1pp from last month.

Majorities in six countries express positivity about their current economic situation, with India (85%) most positive of all.

Argentina remains bottom of the table, despite increasing slightly on last month's score.

Positive economic sentiment is up most from last month in Thailand and Great Britain (both +9pp), followed by the Netherlands (+6pp). Meanwhile, the good economy score has fallen by 5pp in both Israel and the US.

# CURRENT ECONOMIC SITUATION: ARGENTINA

This month is Argentina's highest good economy score since February 2022 (also 11%).

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



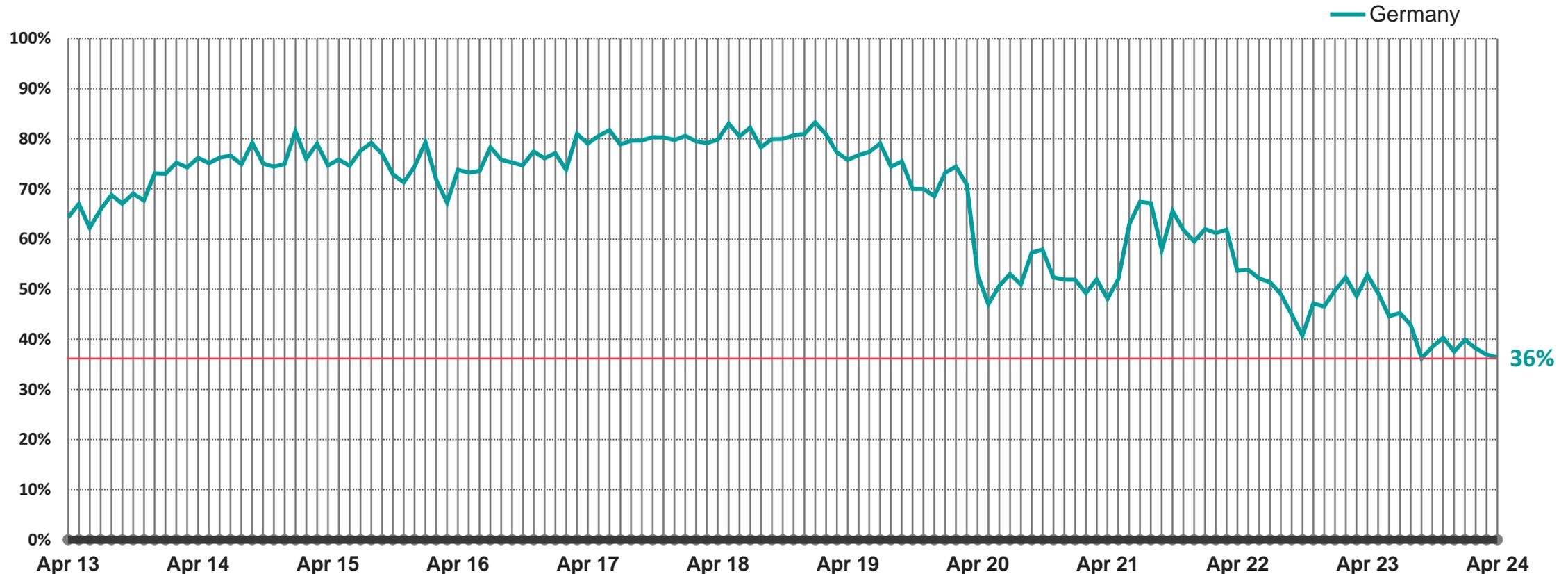
Base: Representative sample c. 500 adults aged 16-74 in Argentina, 2013 - 2024.  
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



# CURRENT ECONOMIC SITUATION: GERMANY

This month marks Germany's joint-lowest ever good economy score.

**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 Germany, 2013 - 2024.

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

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# CURRENT ECONOMIC SITUATION: INDIA

April 2024 is India's highest good economy score since November 2016 (86%).

**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 India, 2013 - 2024.

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

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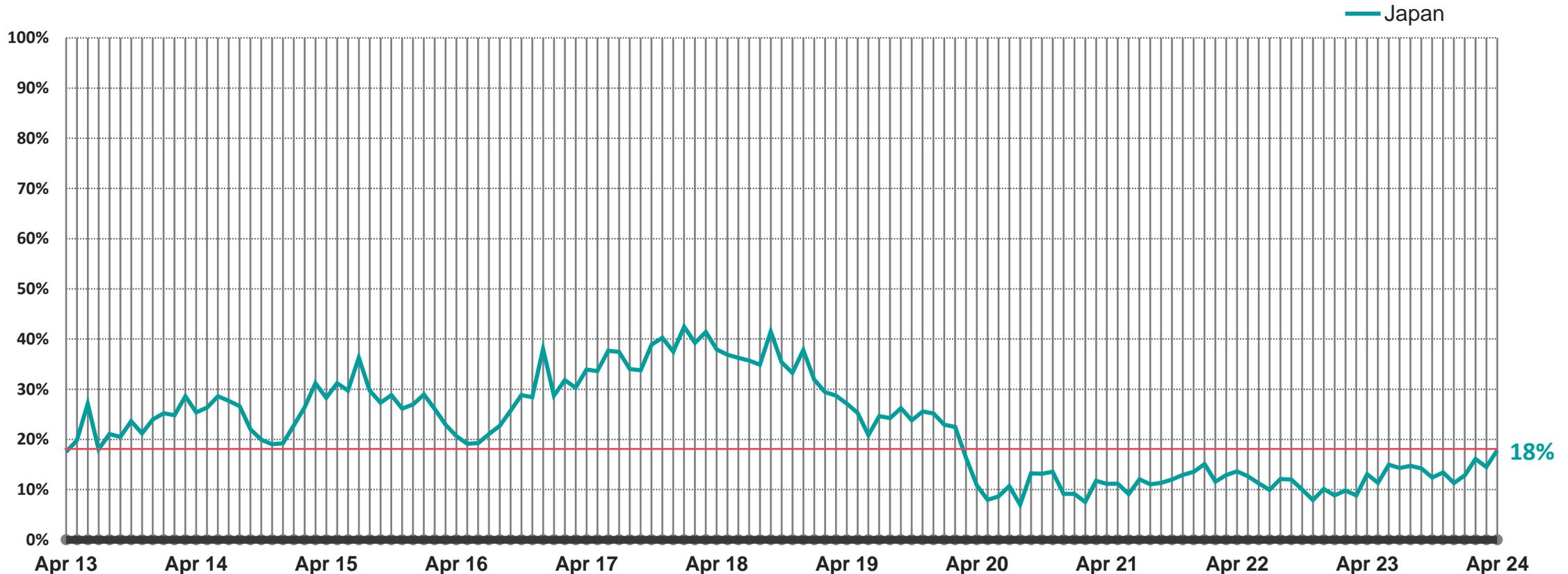
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# CURRENT ECONOMIC SITUATION: JAPAN

A 3pp rise this month sees Japan record its highest good economy score since February 2020 (22%).

**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 Japan, 2013 - 2024.

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

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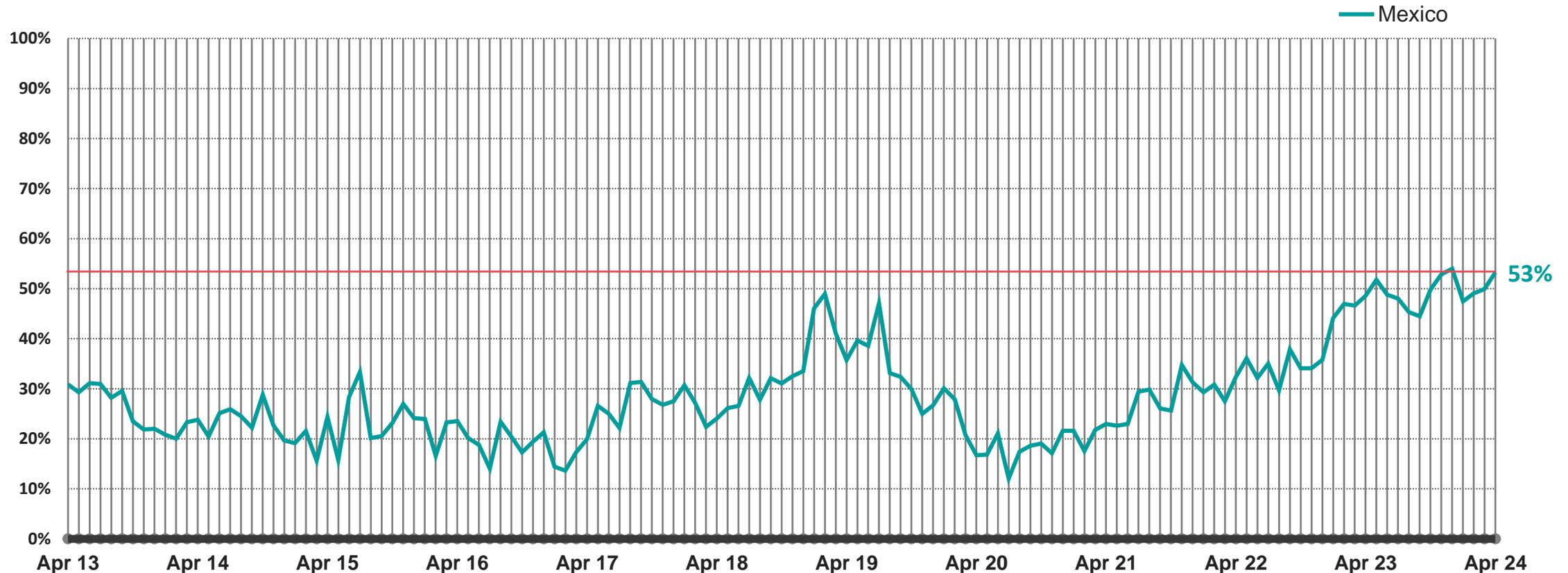
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# CURRENT ECONOMIC SITUATION: MEXICO

Mexico's current good economy score is just 1pp off its all-time high (54% in December 2023).

**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 Mexico, 2013 - 2024.

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

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# CURRENT ECONOMIC SITUATION: NETHERLANDS

After rising 6pp from last month, Netherland's good economy score is at its highest since March 2022 (70%).

**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 Netherlands, 2013 - 2024.

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

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# METHODOLOGY

This 29-country Global Advisor survey was conducted between March 22nd 2024 and April 5th 2024 via the Ipsos Online Panel system among 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.

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, Indonesia, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Thailand and Türkiye. 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.

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.

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.

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.