



PRESS RELEASE

Economic concerns are front and centre, with poverty seen as root cause of crime - new global Ipsos survey

Paris, June 26, 2024 - [Ipsos](https://www.ipsos.com), one of the world's leading market research companies, today released the findings of its second annual 31-country* survey on crime and law enforcement. Key findings include:

- **Crime is a key concern, but the economy is front and centre.** Creating jobs and boosting the economy remains the top priority for people (50% on average across the 31 countries), surpassing protecting local citizens' health and environment (27%) and stopping or reducing crime (24%).
- **Poverty seen as root cause of crime:** Poverty and unemployment (53%) is seen as the most significant cause of crime and violence, followed by drug and alcohol abuse (43%). Ineffective law enforcement is cited as a cause by 37% of global respondents, on average.
- **A third (35%) feel it is ok to break the law to do the right thing.** This sentiment is slightly higher among Gen Z, where it rises to 43%.
- **One in three (31% on average) perceive crime to be rising in their neighbourhood** while 9% say it's on the decline. Chile (63%), Peru (62%), and Colombia (55%) are the three countries where a feeling crime is on the rise is most prevalent.
- **However, there is little correlation across the countries between perceptions that crime is rising and actual crime levels.** This report explores these "[perils of perception](#)", using data from the United Nations and other sources.
- **Majorities (in most countries) trust law enforcement:** Globally, a majority trust law enforcement to treat all citizens with the same level of respect (57%). But in seven out of the 31 countries surveyed this figure falls to below one in two, including Mexico (where 49% trust law enforcement to treat all with respect), South Africa, Brazil, Israel (47%, respectively), South Korea, Poland (both 45%), and Hungary (42%).

The "31*-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result. Data was included for 25 countries



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instead of 31 for the following question, "In the past 12 months, have you seen or heard about the following happening in your neighborhood?"

For that question, global numbers reflect the 25-country average. Outside of that question, all global numbers cited reflect the 31-country average.

Technical note: Ipsos interviewed 23,800 adults online in 31 countries between March 22nd and April 5th, 2024. Quotas were set to ensure representativeness and data have been weighted to the known population profile of each country. The sample consists of approximately 1,000 individuals each in Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Mexico, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Israel, Malaysia, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, 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.

ABOUT IPSOS

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

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