

# Key findings



## Disinformation worry high

Just over 3 in 4 (76% on average across 30 countries) say some person, organization, or country deliberately spreading disinformation to influence public opinion is a real threat in the world today. The threat was added to the poll this year as it has emerged as a hot topic during one of the biggest global election years in history.



## Canada retains top spot

Almost 8 in 10 (79%) say Canada is the country/organization most likely to have a positive influence on world affairs over the next decade, once again topping our list. Meanwhile, Iran remains in the bottom spot, with 25% saying it will have a positive influence.



## World War III fear drops

Fear about a world conflict involving superpowers similar to World Wars I and II over the next 25 years has dropped in 29 out of 30 countries year-over-year. As the full-scale invasion of Ukraine nears the three-year mark and with the Hamas-Israel conflict in its second year, 63% (-seven percentage points versus 2023) expect a worldwide conflict between now and 2074.



## Hacking concern remains

Being hacked for fraudulent or espionage purposes ties disinformation as the No. 1 threat in 2024, with 76% also saying hacking is a real concern. Hacking has consistently been seen as a leading threat over the past decade and fear about hacking rose in 19 out of 30 countries this year.



## Sweating natural disasters

Over the past decade, on average across 20 countries\*, concern about one issue has grown the most: natural disasters. Fires, floods and heatwaves have become the norm and thus it's no surprise the proportion of people who think a major natural disaster in their country is a threat now sits at 69% in 2024 versus 58% in 2015.



## Hope amid pessimism

The proportion of people who think more things are getting better than worse these days is down nine points, on average across 20 countries\*, since we first started asking this question in 2017. On the other hand, a new question shows there's some hope with a majority in all 30 countries saying democracy, human rights and the rule of law are universal values that all nations deserve and can aspire to.

