

WHAT WORRIES THE WORLD?

May 2024



GAME CHANGERS



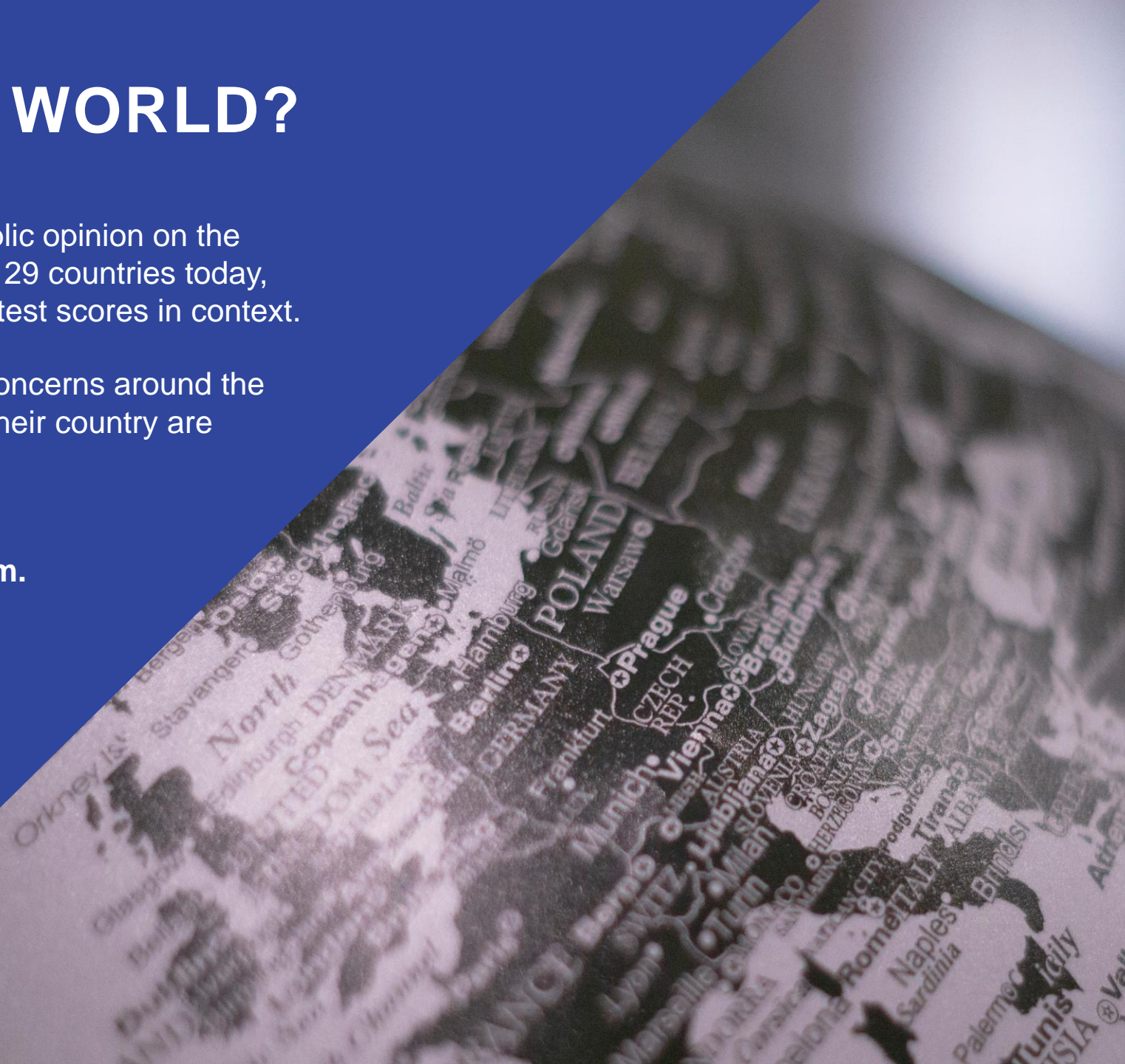
WHAT WORRIES THE WORLD?

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.

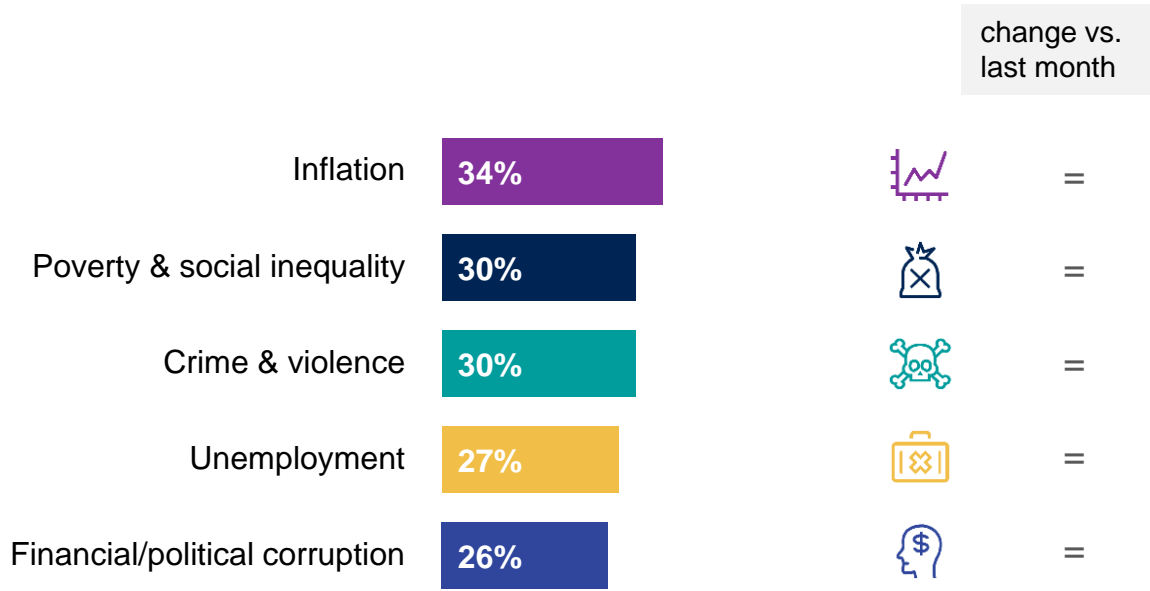
Please contact Teodros.Gebrekal@ipsos.com for more information.



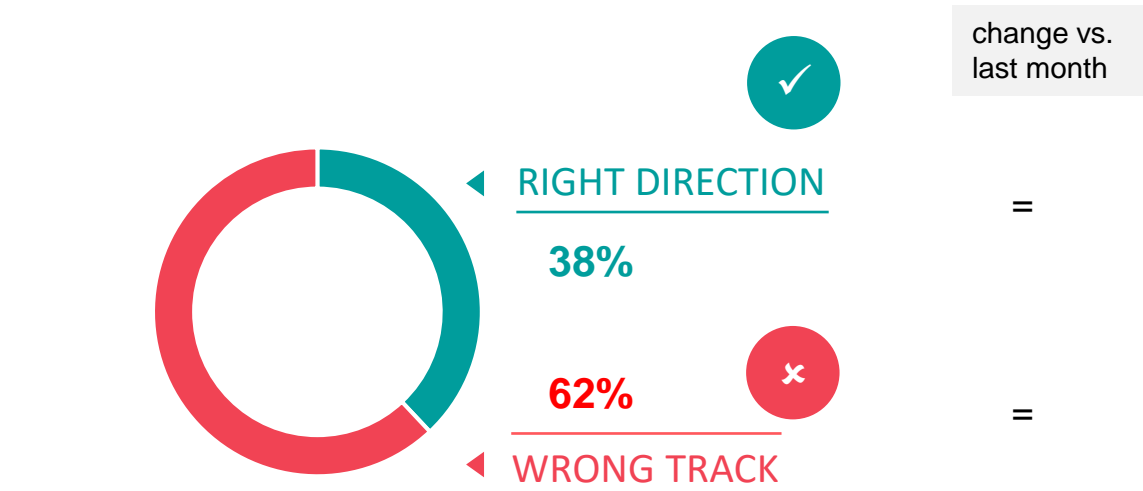
WHAT WORRIES THE WORLD? MAY 2024

Inflation is the number one concern in our survey of global worries for the 26th consecutive month, with one in three (34%) choosing it as an issue. One in three (30%) see inequality and crime as worries, while one in four choose unemployment (27%) and corruption (26%). Two in five (38%) think their country is headed in the right direction, the same score as April.

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 24,686 adults aged 16-74 in 29 participating countries, April 15th 2024 - May 3rd 2024.

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



KEY FINDINGS

1 Inflation concern at lowest level in two years

Global concern over inflation remains at third (34%) which is the lowest level since it came to prominence and took top spot in our worries list in April 2022. It remains the number one concern, as it has been for 26 consecutive months.

2 The Dutch aren't happy

Ahead of forming their new government, the Netherlands' "country heading in the wrong direction" score currently stands at 79% saying things are off track – almost reaching the peak of pessimism we recorded in October 2022 (82%).

3 Argentina feeling optimistic

For around four years Argentina were consistently the most pessimistic country. However, in the wake of their recent election, we have seen a change in fortunes, with the optimists about the country's direction of travel now outnumbering the pessimists.

4 India on the right track

India is at its joint highest level for the proportion saying their nation is going in the right direction this year, up 5pp to nearly three-fifths (78%).

However, for the first time since January 2023, unemployment is the nation's top concern.

5 US inflation worry continues to rise

The level of worry about inflation in the US is at its highest level since April 2023. 50% of Americans today say the level of high prices are a key issue facing the country, up 5pp on last month and 9pp on the start of the year.

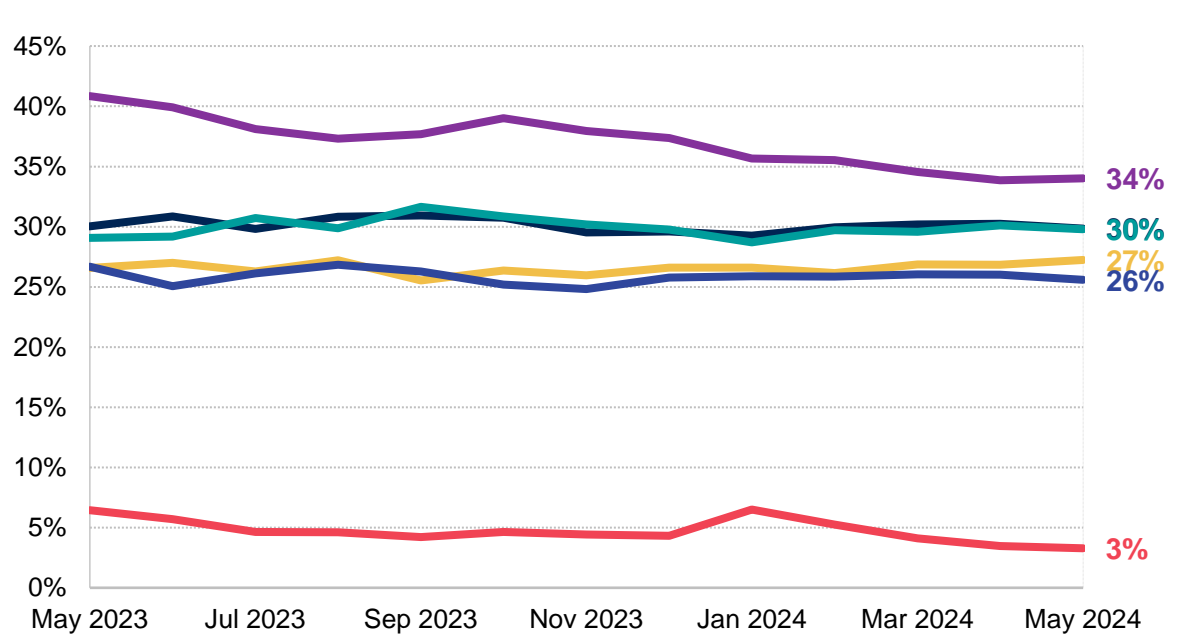
6 Unemployment no longer Italians' top concern

For the first time in nearly a decade, Italians no longer have unemployment as their biggest issue.

Healthcare now tops the list of concerns, mentioned by 36%, with unemployment still prominent, mentioned by 34%.

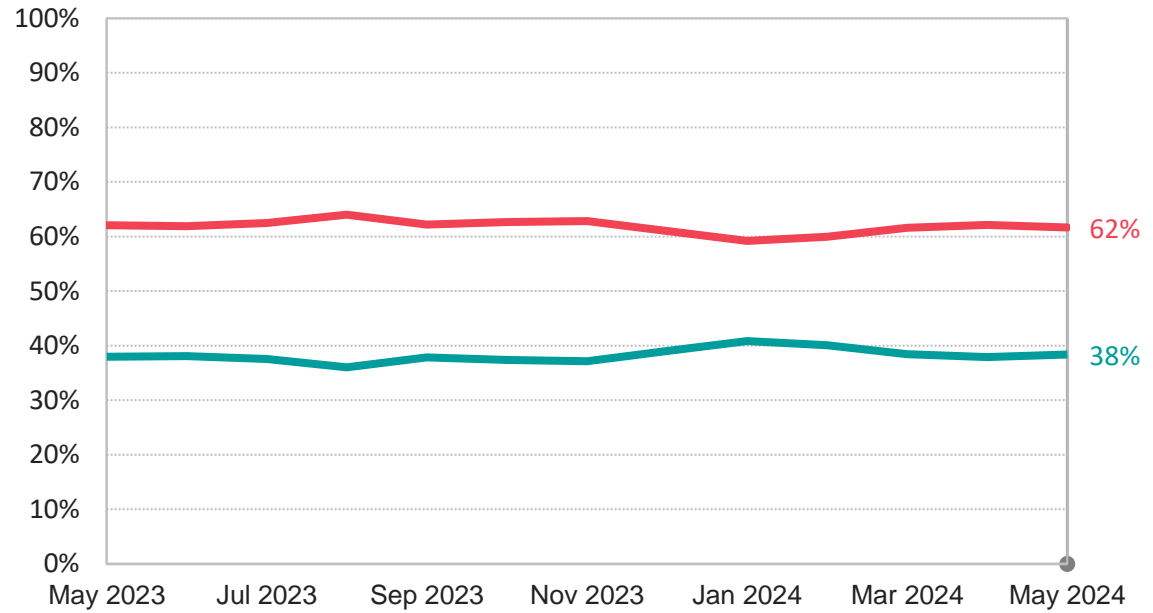
WHAT WORRIES THE WORLD? 12-MONTH TREND

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.24,686 adults aged 16-74 in 29 participating countries, May 2023 - May 2024.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

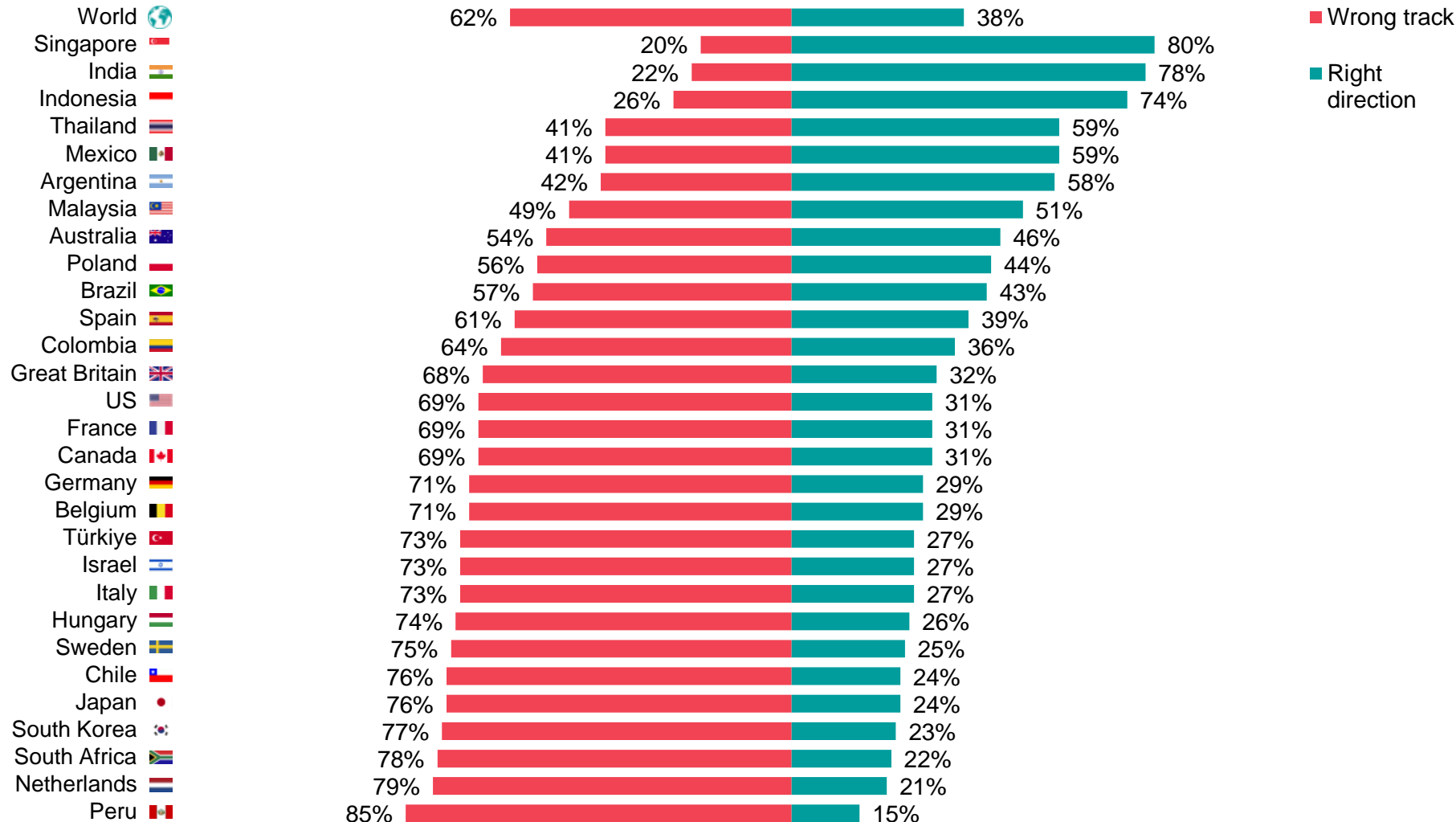


DIRECTION OF TRAVEL **ALL COUNTRIES**



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? (May 2024)



Just under four in ten (38%) across 29 countries think their country is headed in the right direction. This is unchanged from the previous month and 3pp less than the beginning of this year.

Ahead of the Netherlands forming its new government, the nation has slipped down the list to three-fifths (79%) now saying their country is off track. This is the lowest score for the Dutch since October 2022 when the level was high as 82%.

Chile and Poland have seen the biggest fall in their “country wrong direction” score since January, both down 13pp.

Conversely, India is at its joint highest level for “country going in the right direction” this year, up 5pp to nearly three-fifths (78%).

Base: Representative sample of 24,686 adults aged 16-74 in 29 participating countries, April 15th 2024 - May 3rd 2024.

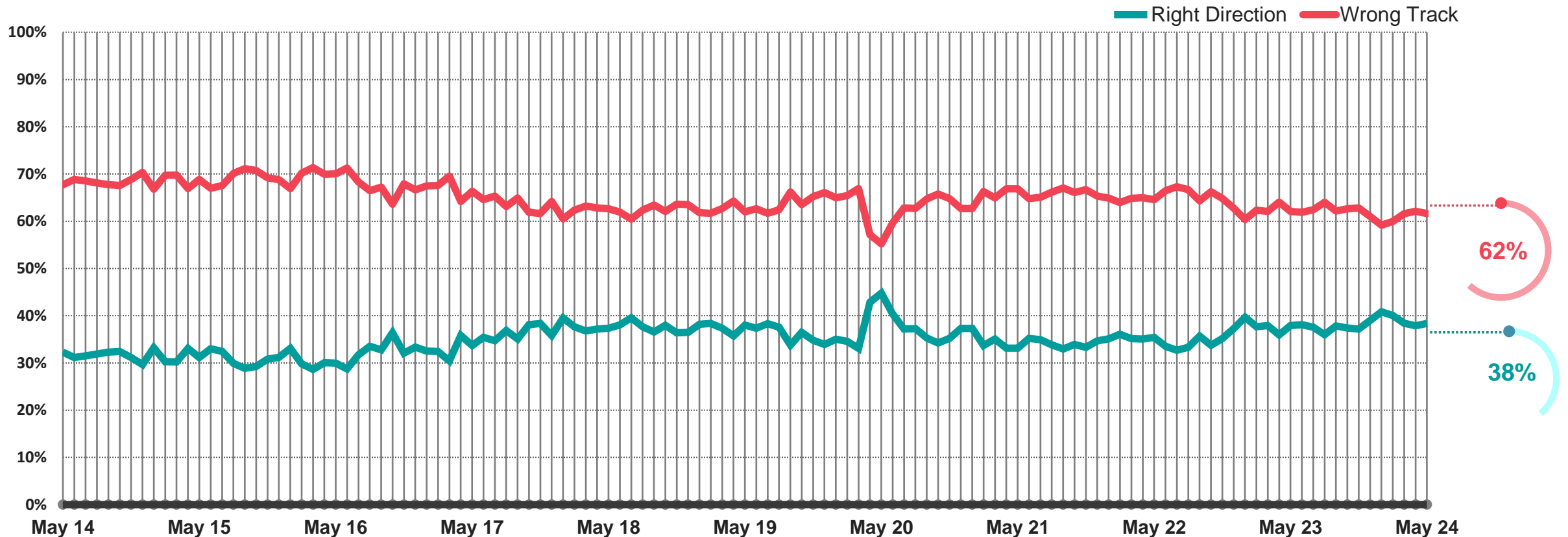
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

Filter: Country: World | Current Wave: May 24



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.24,686 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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Filter: Country: World | Current Wave: May 24



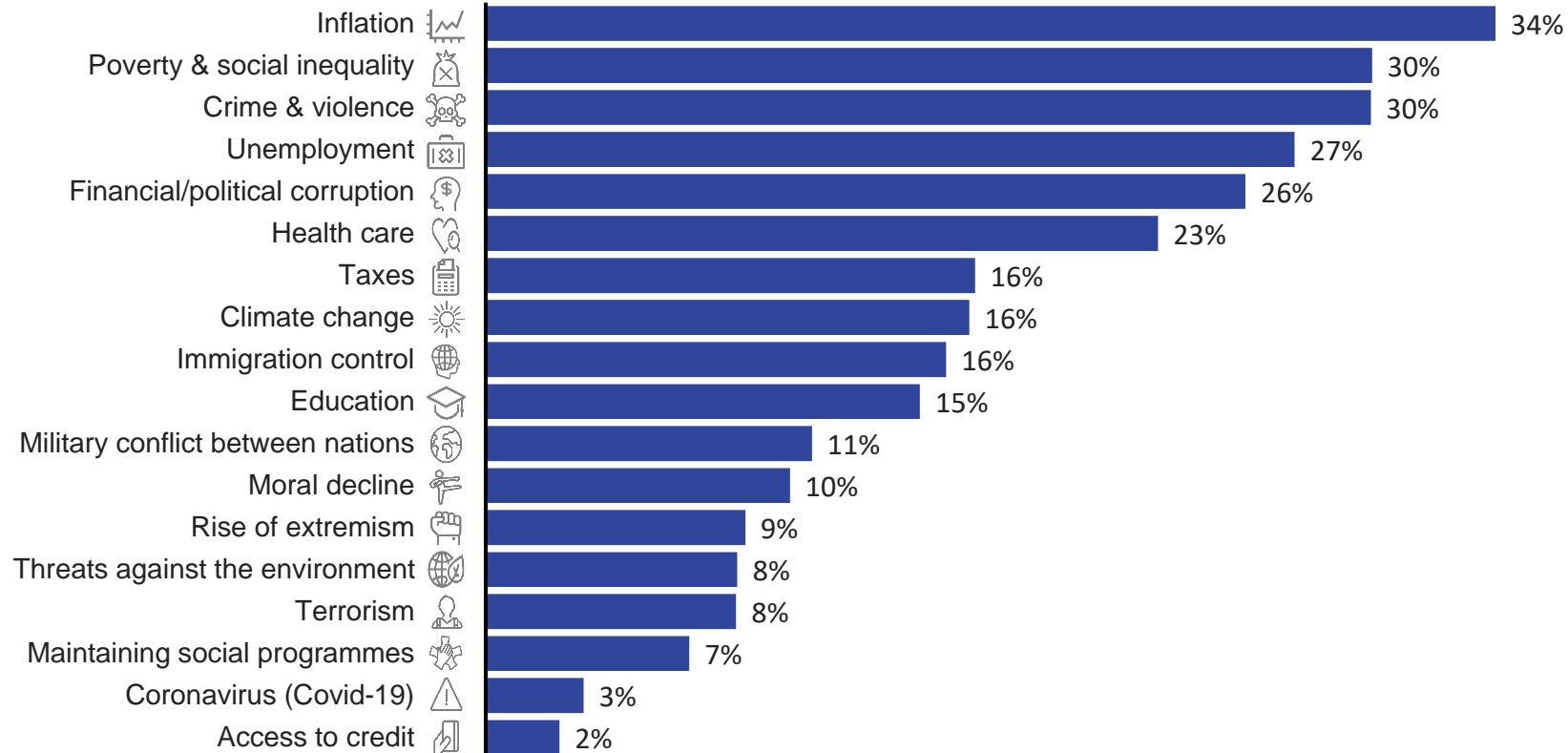
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in May 2024 (global country average)



Despite falling slightly earlier in the year, inflation remains unchanged again this month, with a third (34%) concerned. This is the lowest since April 2022 (when it was 32%).

The rest of the top five worries follow the same trend and haven't moved this month.

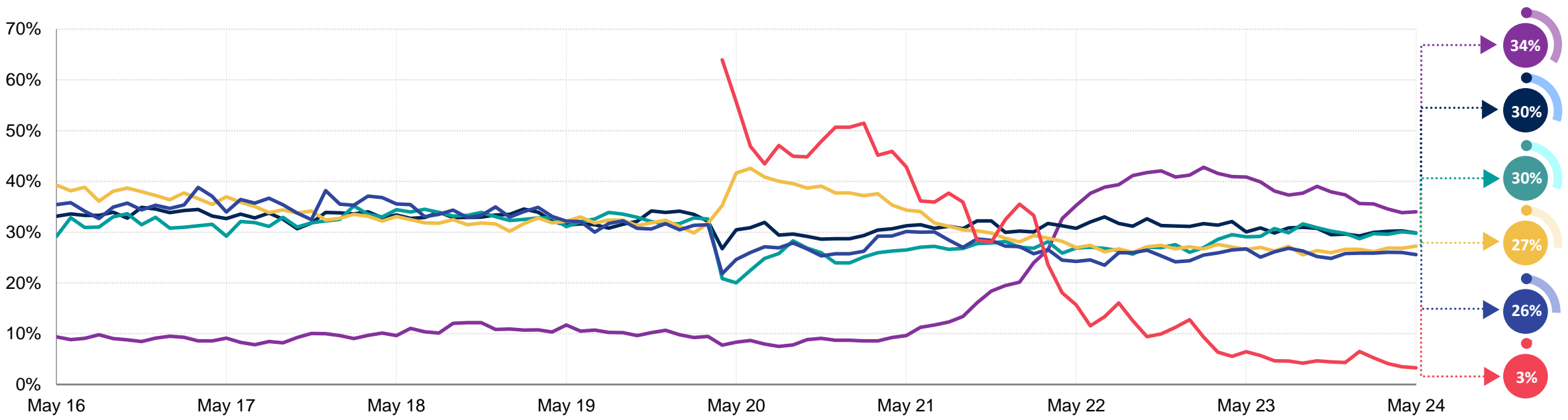
Military conflict between nations has increased marginally but remains 11th on the list between education and moral decline.

Base: Representative sample of 24,686 adults aged 16-74 in 29 participating countries, April 15th 2024 - May 3rd 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

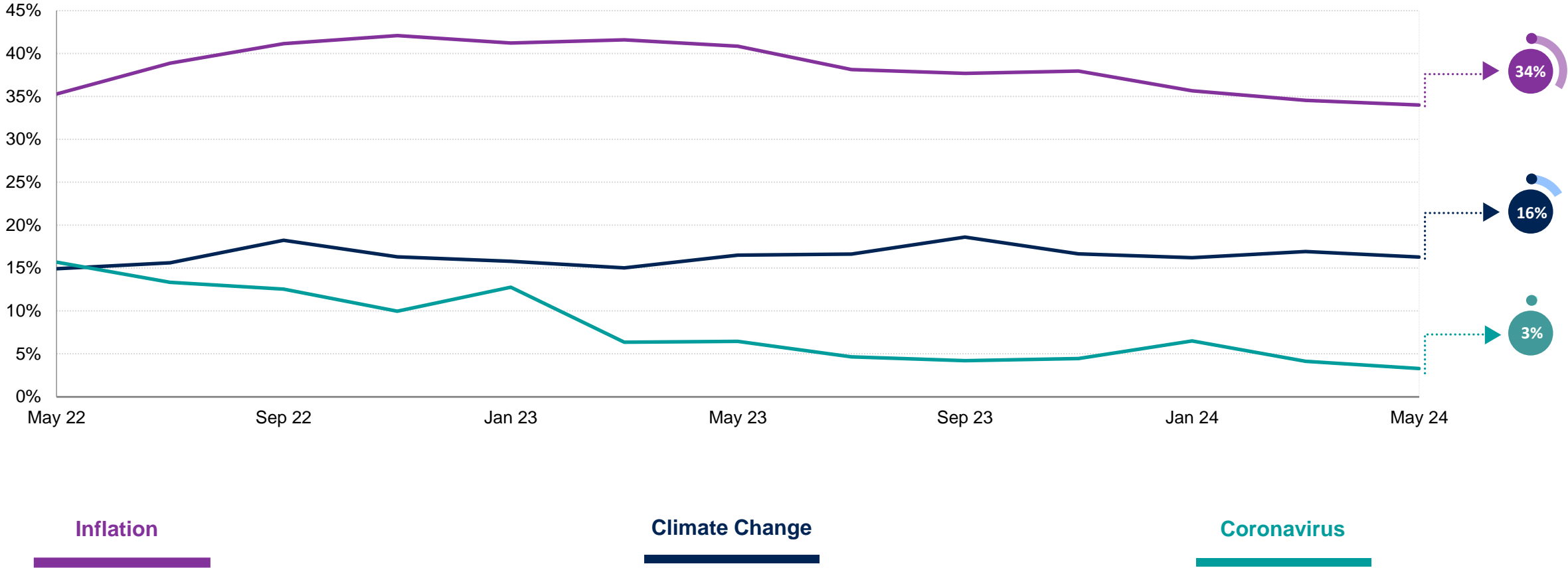


Coronavirus

Base: Representative sample of 24,686 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.*



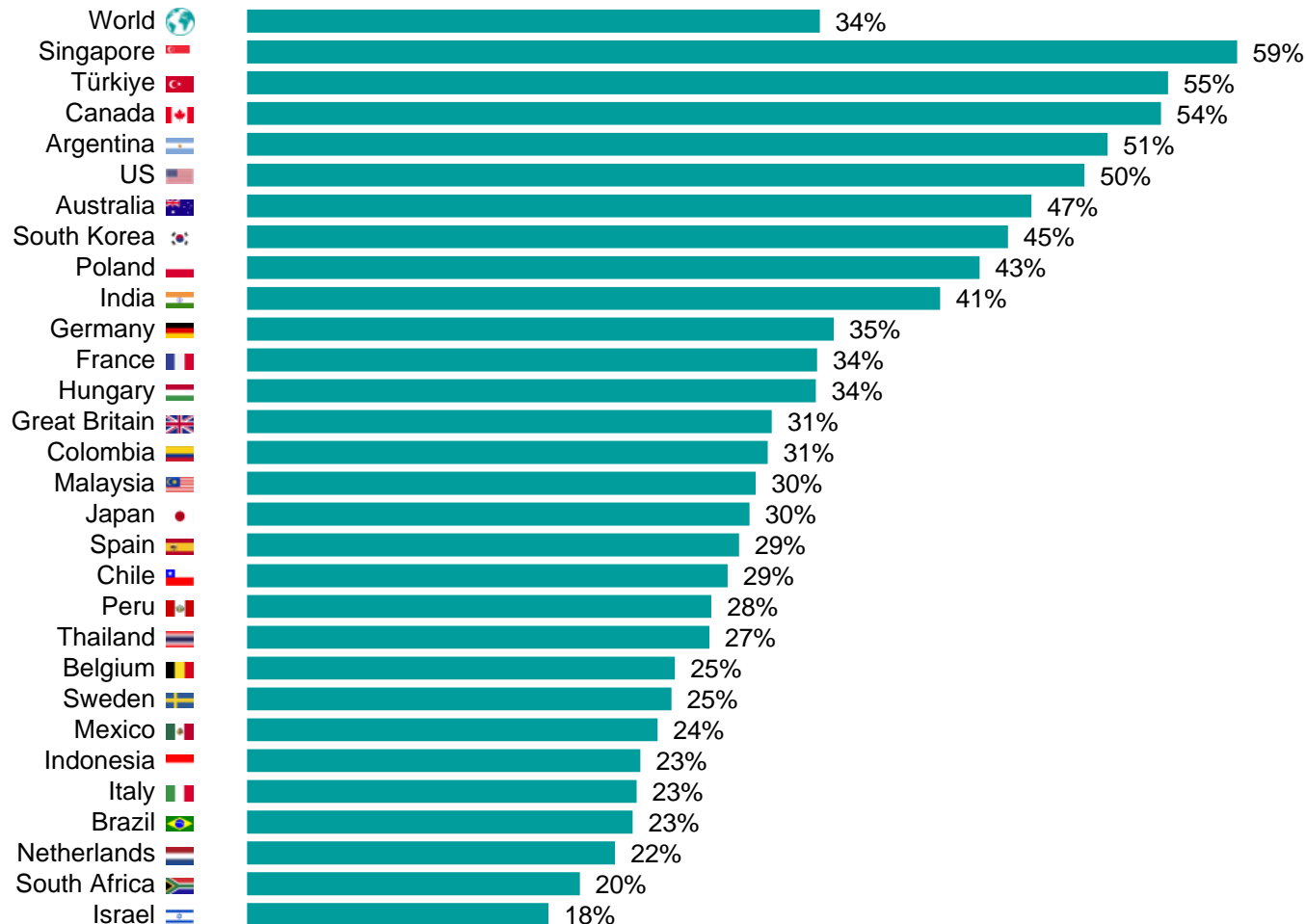
WORLD WORRIES: LONG-TERM TREND (INFLATION, CLIMATE CHANGE & CORONAVIRUS)



Base: Representative sample of c.24,686 adults aged 16-74 in 29 participating countries, May 2022 - May 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

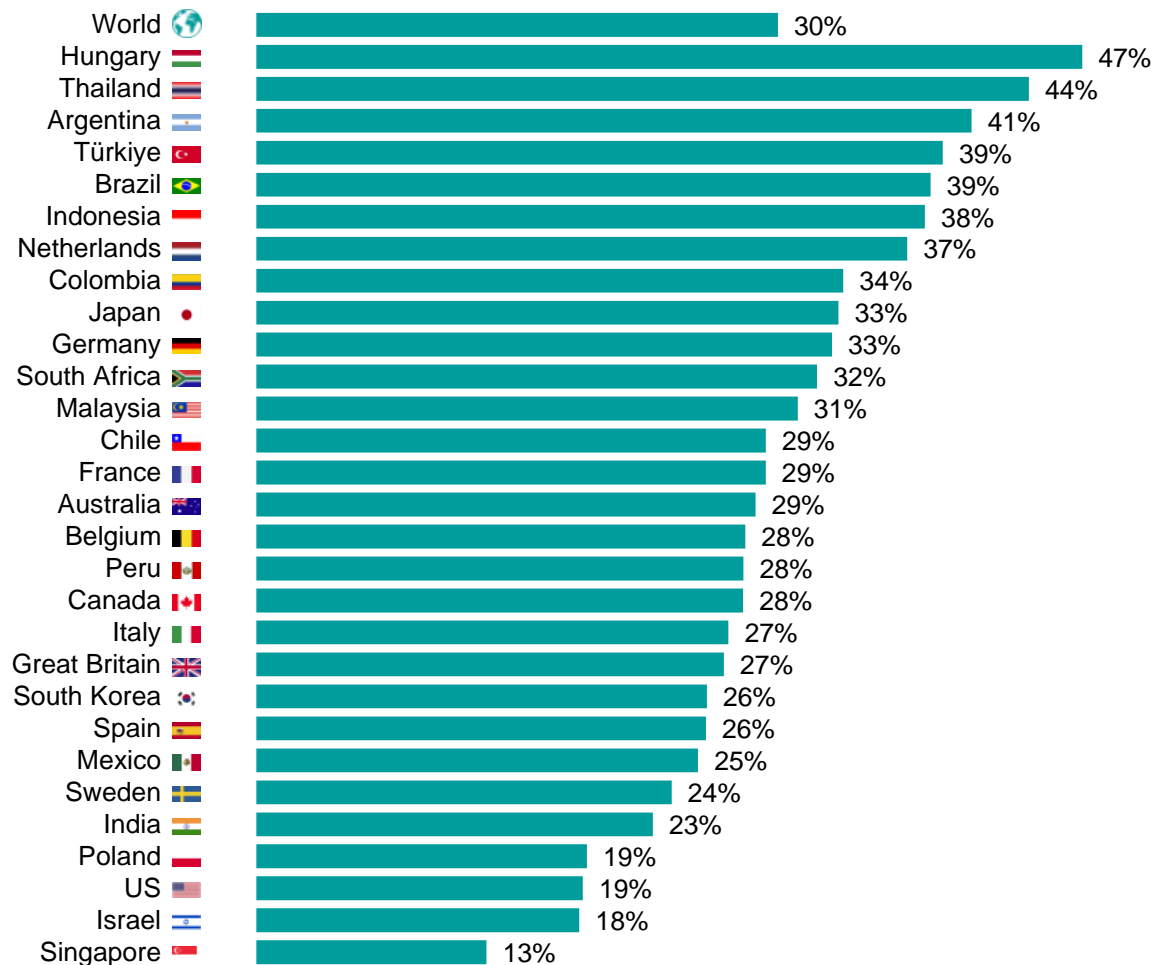


Thirty-four per cent say inflation is one of the three biggest issues affecting their country, no change from last month.

Since inflation became the prominent headline in the publication in April 2022, Argentina has consistently occupied the top spot as the most concerned nation, with only two exceptions: September and October 2022, when Poland emerged as the most worried country. This May, however, sees the nation drop to fourth after concern fell sharply by 12pp to just over half (51%) concerned.

The US is continuing its rise from last month. They are up 5pp to half (50%) worried; this is 9pp up on January of year.

2 | POVERTY & SOCIAL INEQUALITY

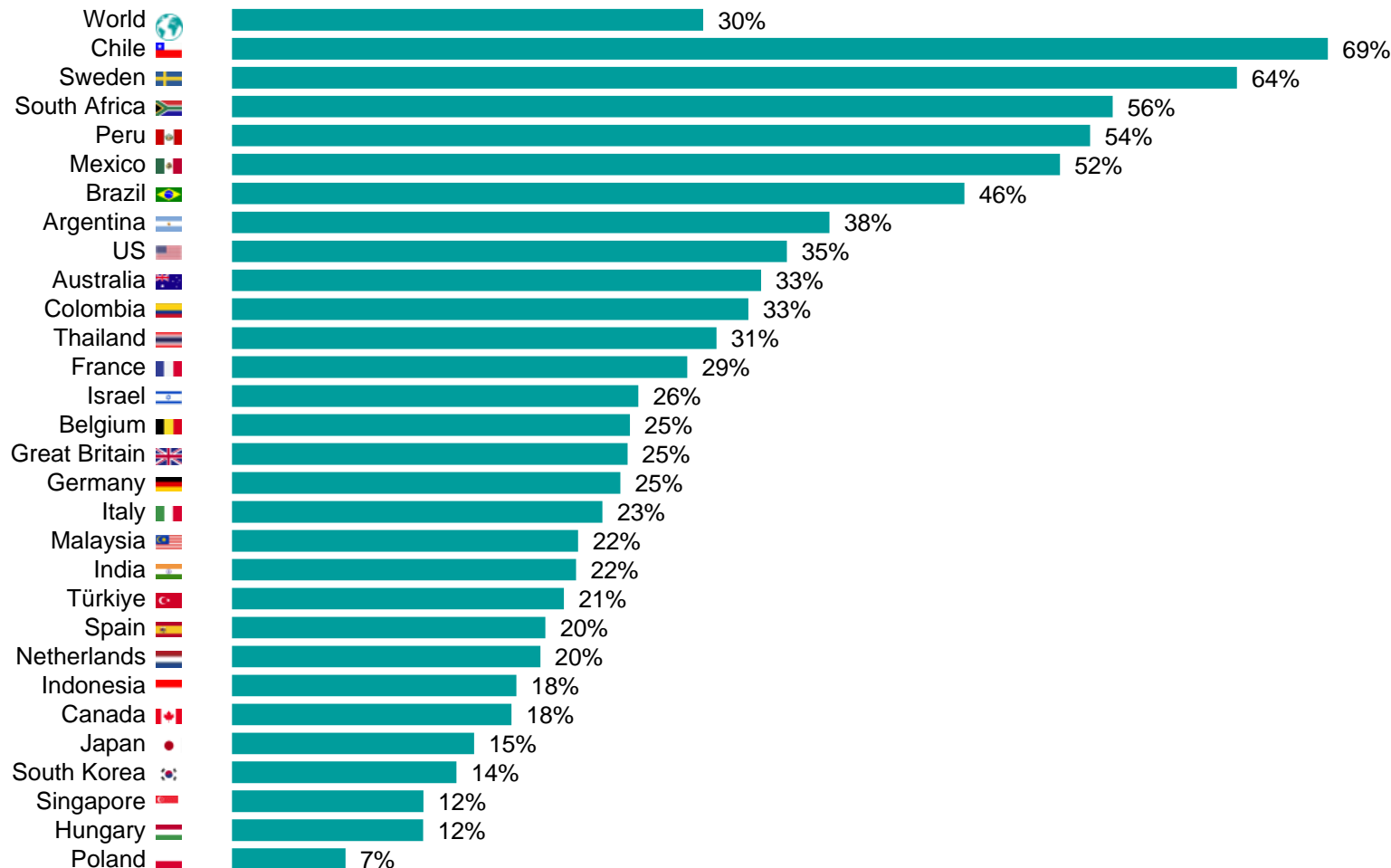


Mentions of inequality as a worry have not changed this month (30%). Levels of concern have remained broadly steady over recent months, and we have consistently recorded around three in ten being worried since May 2023.

Despite remaining steady on a global level, we do see changes at a country level. Hungary, now top, with nearly half (47%) mentioning it, have experienced a 7pp rise this month. This is the same level as February 2024.

Elsewhere, in APAC, Indonesia, who were previously first, has decreased by 10pp to just under two-fifths (38%). Likewise, Singapore is down 11p, to the bottom of the list, at just 13% worried.

3 | CRIME & VIOLENCE



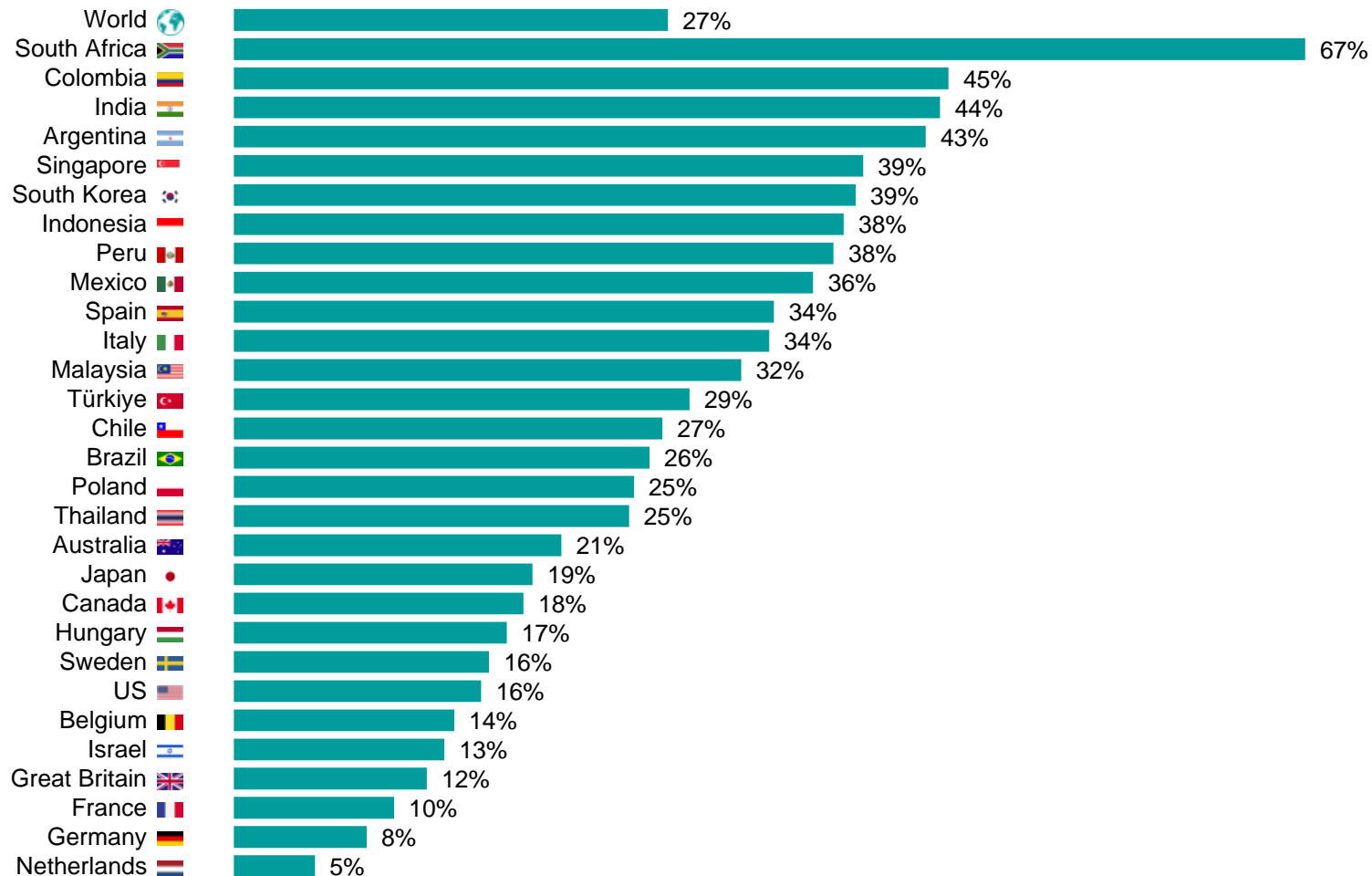
Three in ten (30%) mention crime & violence as a worry in their country, no change from last month.

Chile is the most concerned this month and worry has risen by 3pp from April. They are back at their record high level of 69% - this was also February 2024's score.

Brazil's level of worry is the highest it has been in five years. Rising 5pp to 46%, Brazil hasn't seen a level like this since April 2019 when it was 49%.

This isn't the case across all of LATAM though. Peru has dropped 9pp to 54% and Mexico is down 6pp to 52%. It is still the primary concern in these two countries, however.

4 | UNEMPLOYMENT



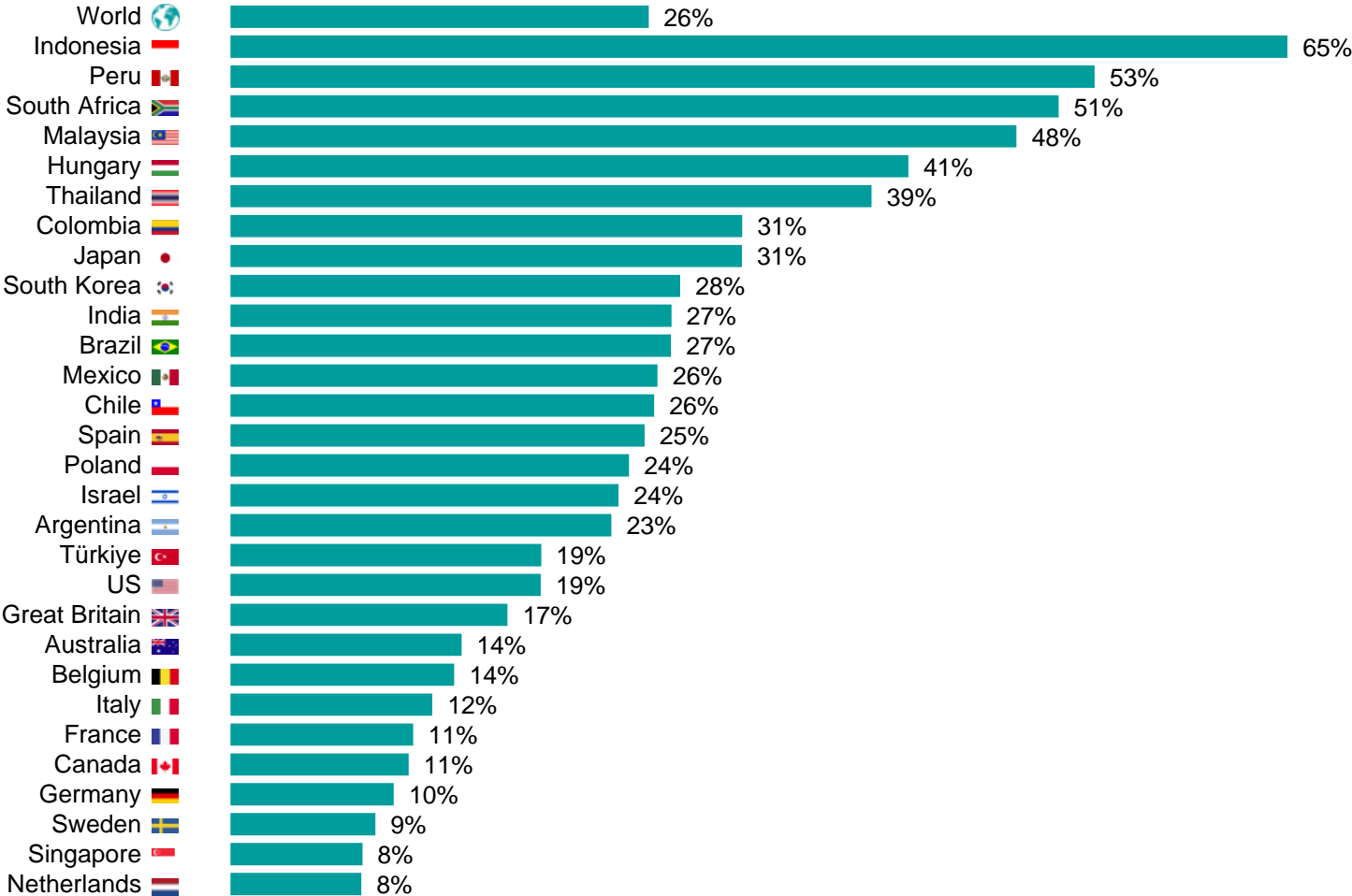
Just over a quarter (27%) chose unemployment and jobs as a worry this month, no change from last month.

This month has some notable cases. For the first time in nearly a decade, Italians no longer have unemployment as their top concern. Still, at 34%, it has only been overtaken by health care (36%).

Of the countries that list unemployment as their primary concern, South Africa remains steady at 67%, only marginally increasing. Colombia (45%) is up slightly – since February 2024, it has increased 8pp. For the first time since January 2023, India now has concern about jobs top, rising 7pp to 44%. Spain is the outlier, down 6pp to just over a third (34%).

Poland is at its highest unemployment score in four years – rising 13pp to 25%.

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.

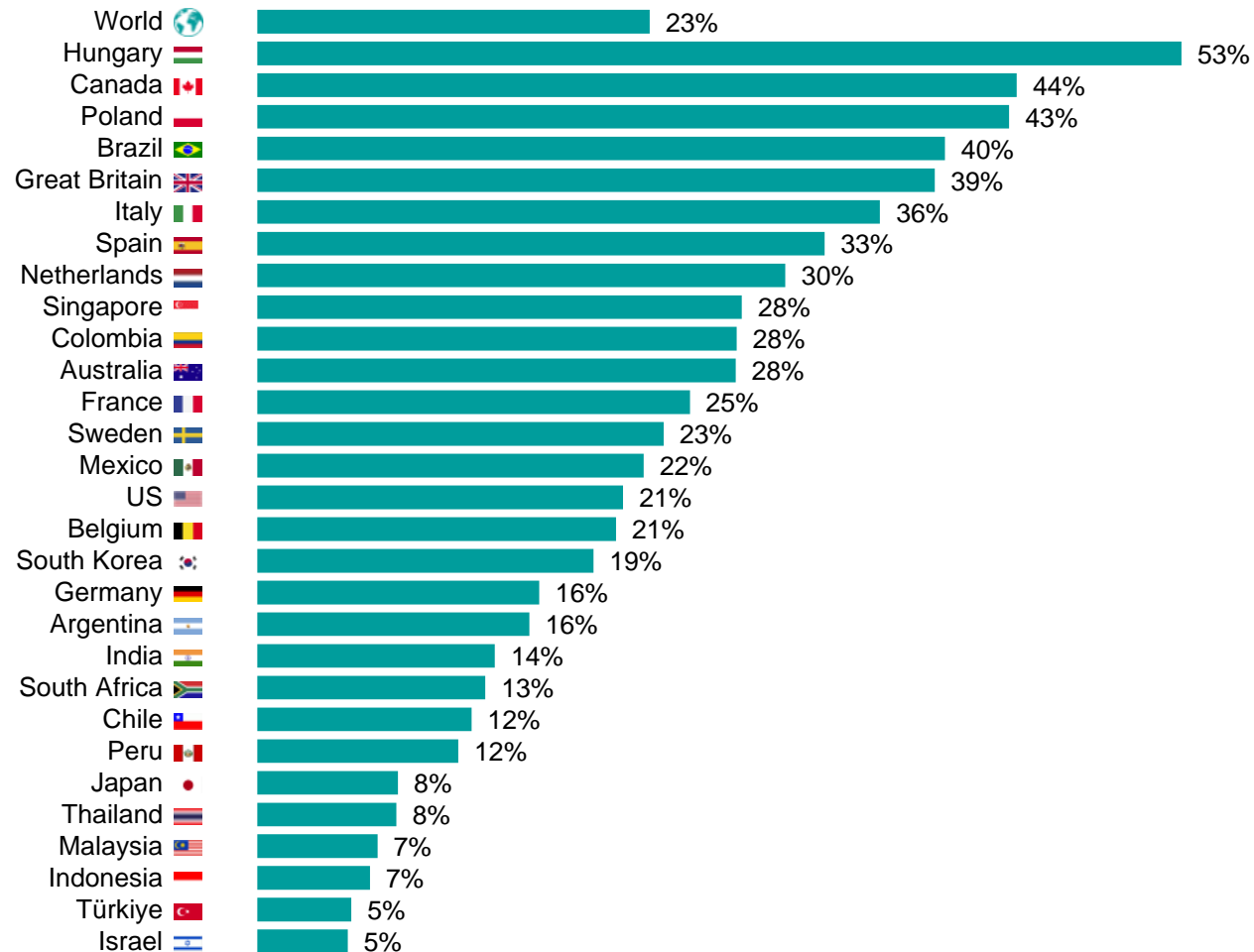
Indonesia is still the most worried about corruption and has moved up a further 8pp to 65%. This is the highest score for Indonesia since we started recording in August 2022. Malaysia (48%) also has it as their top concern, up 4pp.

Japan did have corruption as its top issue last month, but worry has fallen 6pp to 31%. For context though, this time last year the nation was at 12%.

Elsewhere, Chile has seen worry fall by 9pp to a quarter (26%) citing corruption as an worry.



6 | HEALTH CARE



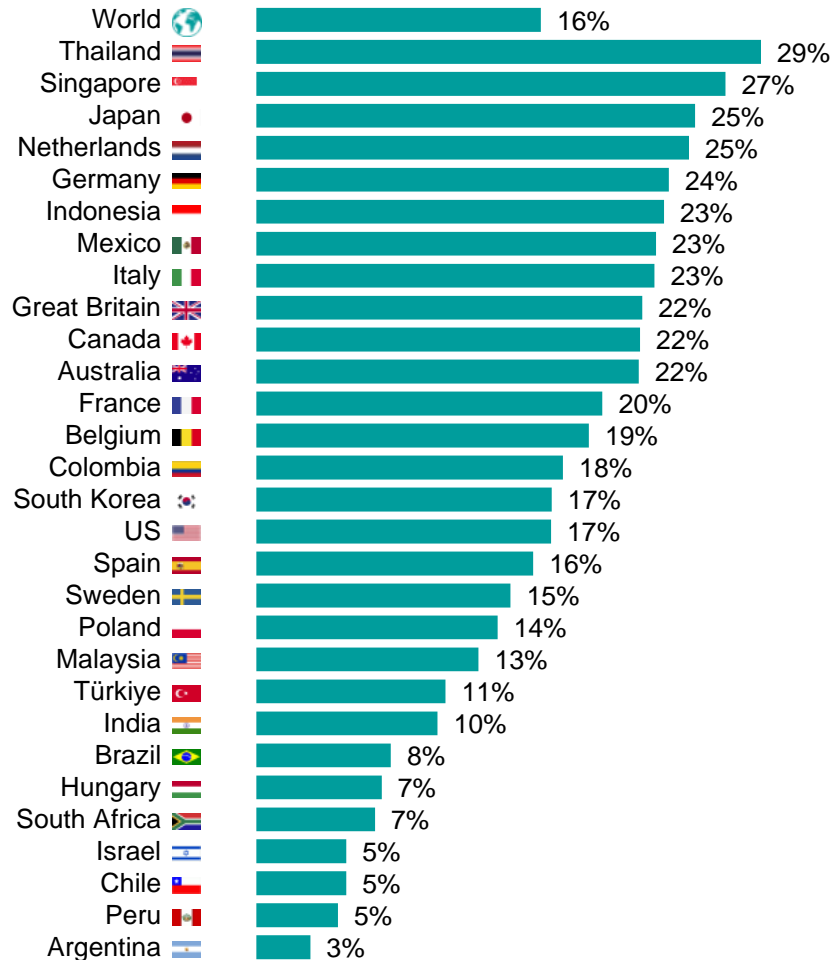
The proportion mentioning health care as an issue is just under a quarter (23%), no change compared to last month.

Hungary consistently has health care as its primary concern and this month is no different. However, the number citing it this May has fallen by 12pp compared to April 2024.

For the first time, Italians have health care as their number one concern after steadily increasing since September 2023. This month's concern rose 4pp to a third (32%) expressing worry. This is also the highest level of worry in a decade for Italy on this issue.

Great Britain also lists health care as a top issue. Although it is down slightly to two-fifths (39%).

8 | CLIMATE CHANGE



The percentage mentioning climate change across 29 countries is at 16%, a slight decrease from last month.

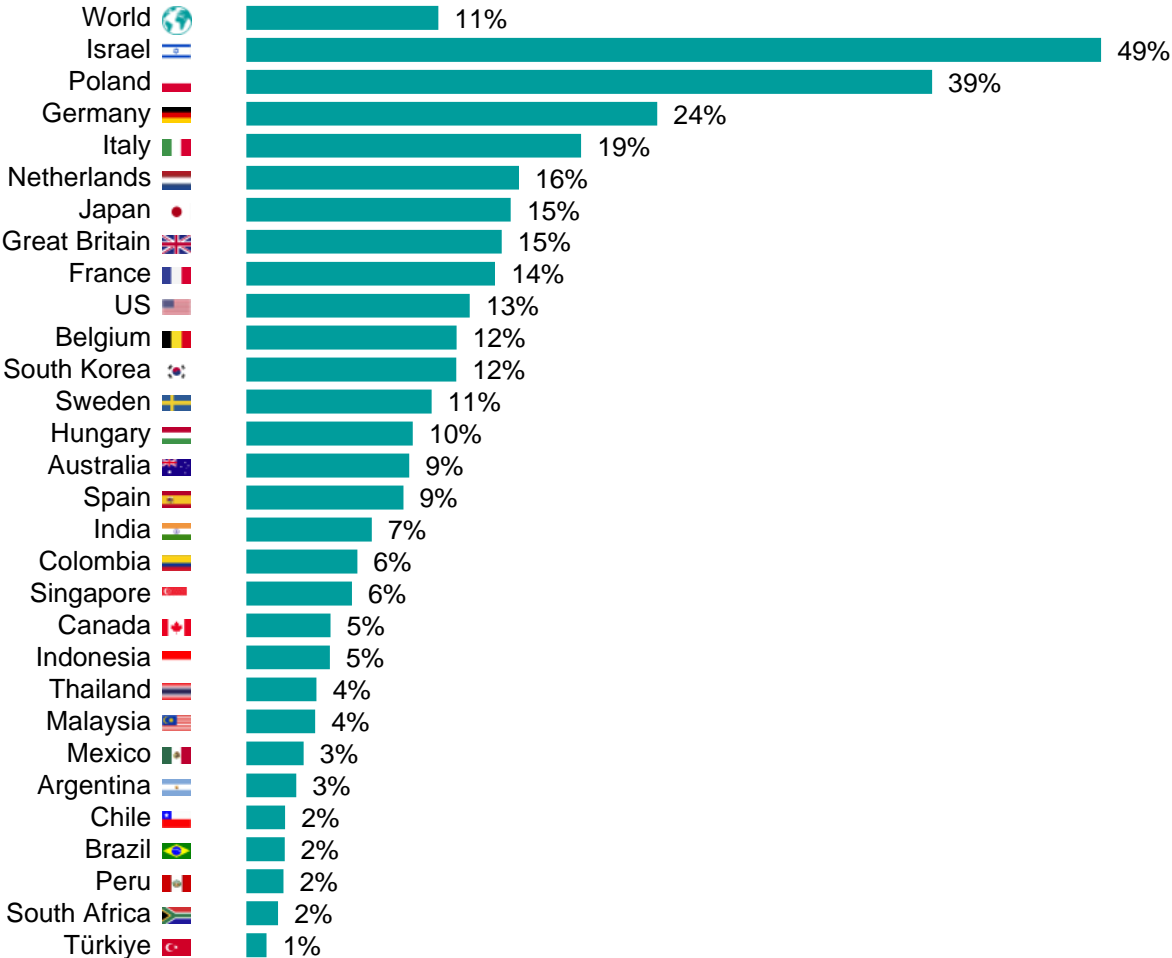
Thailand is now the top country on our list for climate change. The proportion of Thais mentioning it have gone up 6pp from April to three in ten (29%).

Conversely, Singapore, who were top last month, is down 6pp to just over a quarter (27%).

Brazil's score in January 2024 was the highest recorded score for the country. This month, however, they have fallen further, down 4pp to just below one in ten (8%).

Unlike Brazil, Colombia is moving up the list – increasing 8pp to 18%.

11 | MILITARY CONFLICT BETWEEN NATIONS



One in ten (11%) pick military conflict between nations, a slight uptick from last month.

Israel’s score has reached the highest level for any country in our records for this issue. Rising significantly by 10pp this month, the nation now has half (49%) picking military conflict. Since October 2023, the proportion of Israelis mentioning it has gone up 33pp.

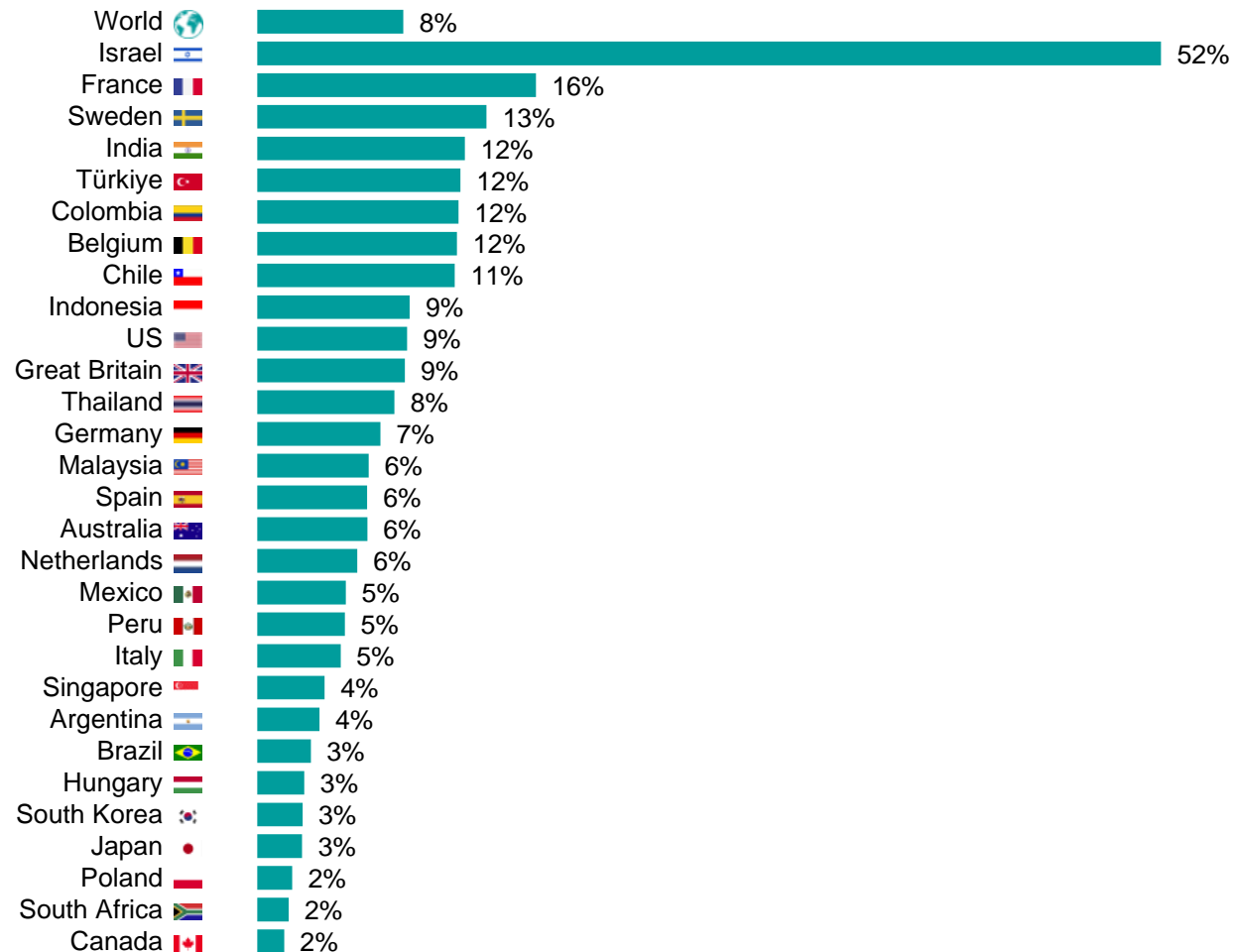
In Europe, we see marginal and gradual increases in worry. Concern in Poland remains high, only decreasing fractionally to 39%. Italy and Germany are both up by a small amount (to 19% and 24%, respectively).

Hungary’s mentions are up the most in Europe, with a 4pp increase to one in ten (10%). In March 2024, they were at 4%.

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15 | TERRORISM

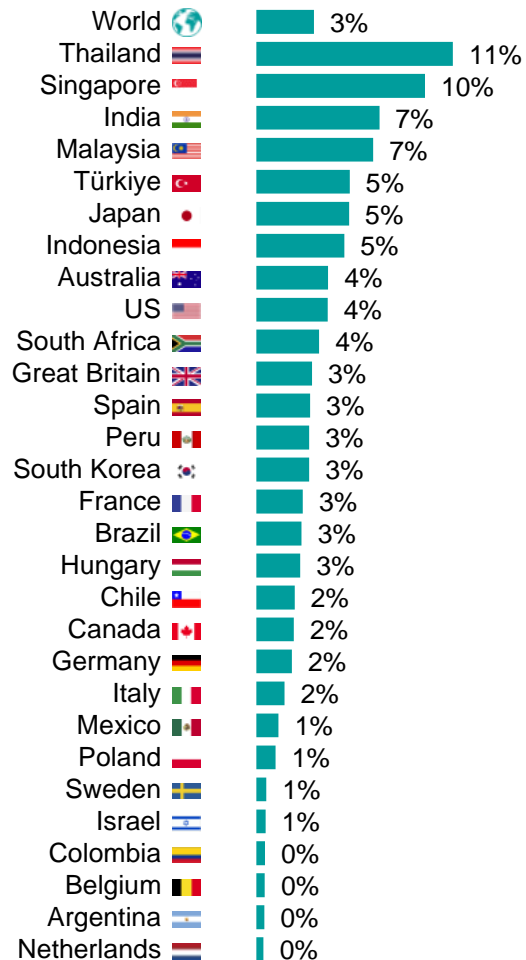


The mentions of terrorism have been falling since its peak in November 2023 when it was 12%. This month has slightly decreased.

Israel is still the most worried nation by a large margin. Its level of concern has increased marginally this month, keeping them at over half (52%) mentioning it as a worry. It is also the nation's primary concern.

France have experienced the biggest change this month. Last month's score was the highest this year, but it has since fallen 9pp to 16% picking terrorism as a worry.

17 | CORONAVIRUS (COVID-19)



The proportion mentioning Coronavirus globally is still at its lowest level since we started recording it in April 2020 – at 3%. Four years ago, global concern for Covid-19 was at 64%. It sits just above access to credit, with 2% highlighting that as a worry.

India is no longer the most concerned nation after mentions fell by 6pp this month, putting their score to just 7%.

Only one country has notably increased and that's Singapore. Up 4pp this May to one in ten (10%).

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.

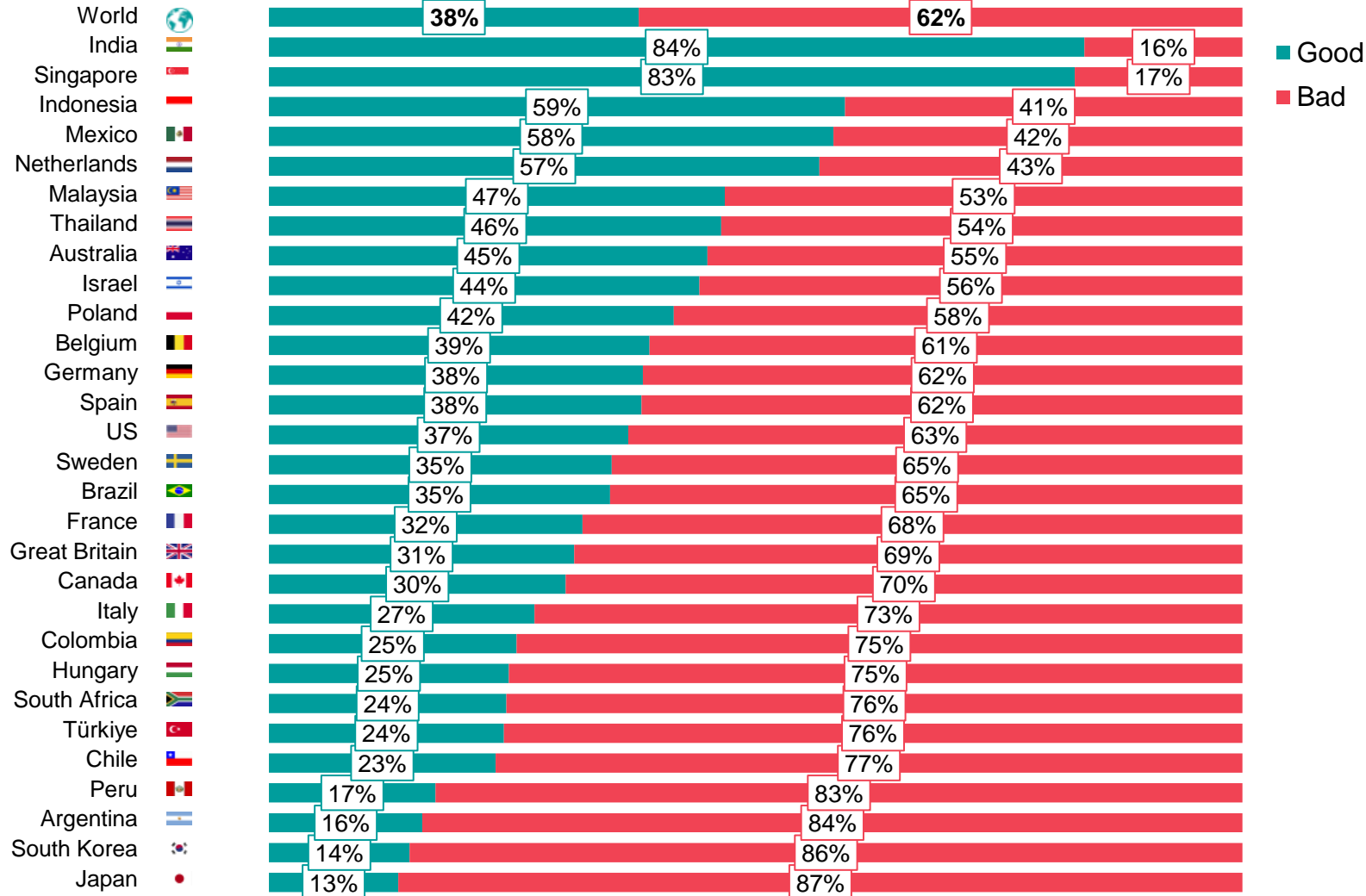
Please contact: Emilios.Louca@ipsos.com for more information.



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, no change from last month.

India and Singapore remain at the top of the table, with more than eight in ten saying their country's current economic situation is good.

After over a year of sitting at the bottom of the table, Argentina has climbed two places in the rankings this month. A 5pp increase sees it record its highest good economy score since May 2020 (16%).

France sees the largest month-on-month increase, up 11pp from April 2024. Meanwhile, Singapore (+8pp to 83%) and Mexico (+5pp to 58%) both record new all-time high good economy scores.

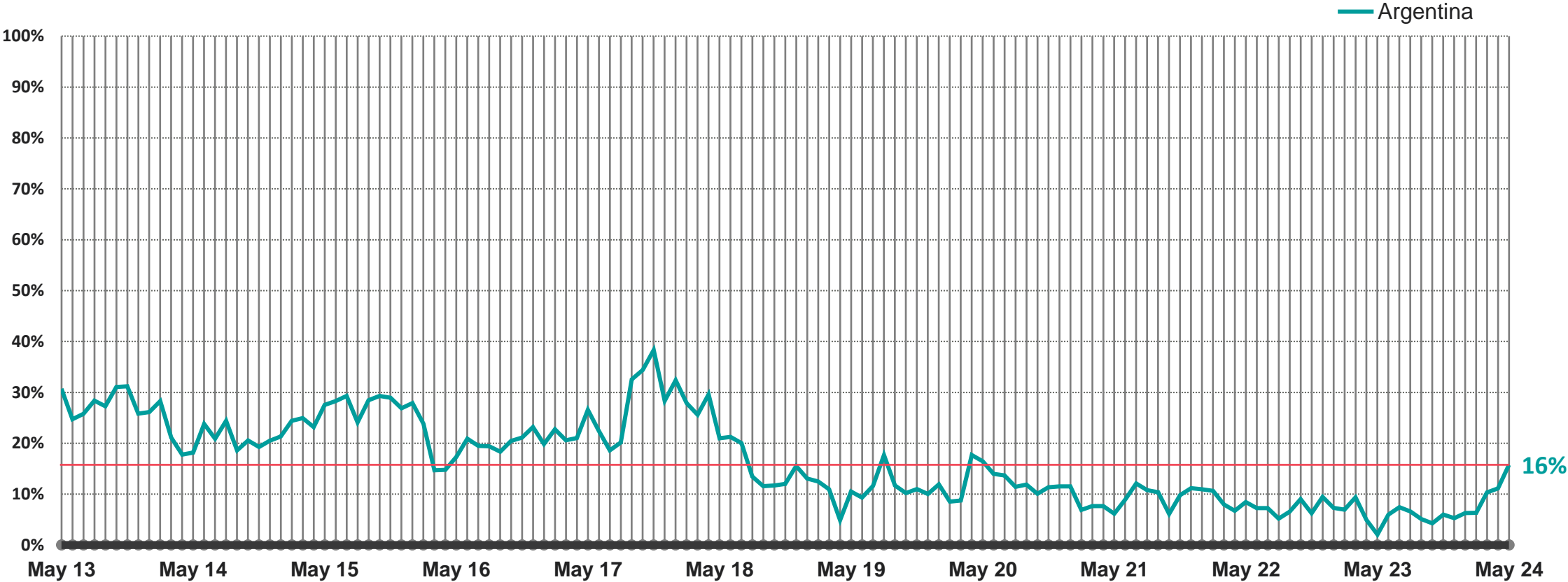
Positive economic sentiment is down most this month in Thailand (-8pp) and Chile (-7pp).



CURRENT ECONOMIC SITUATION: ARGENTINA

A 5pp month-on-month rise in Argentina's good economy score sees it record its highest score since May 2020 (also 16%).

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



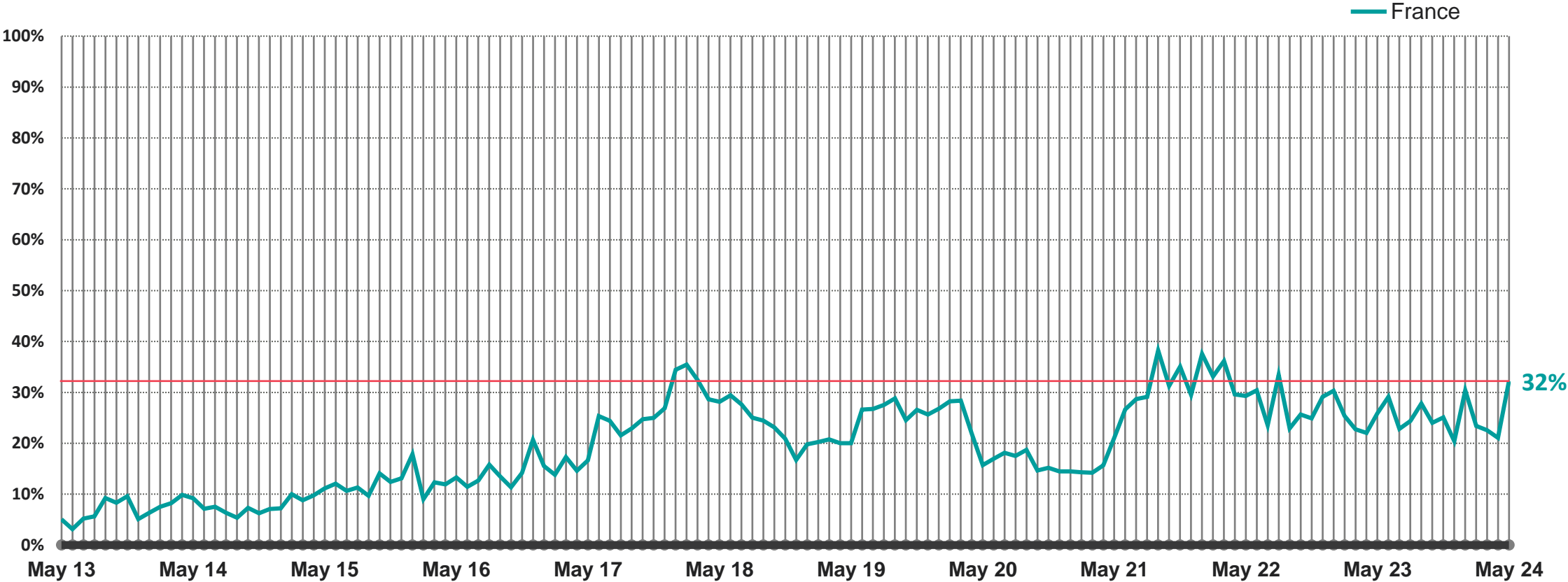
Base: Representative sample c. 500 adults aged 16-74 in Argentina, 2013 - 2024.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: FRANCE

France's good economy score is up 11pp on last month, marking France's highest score since August 2022 (also 32%).

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



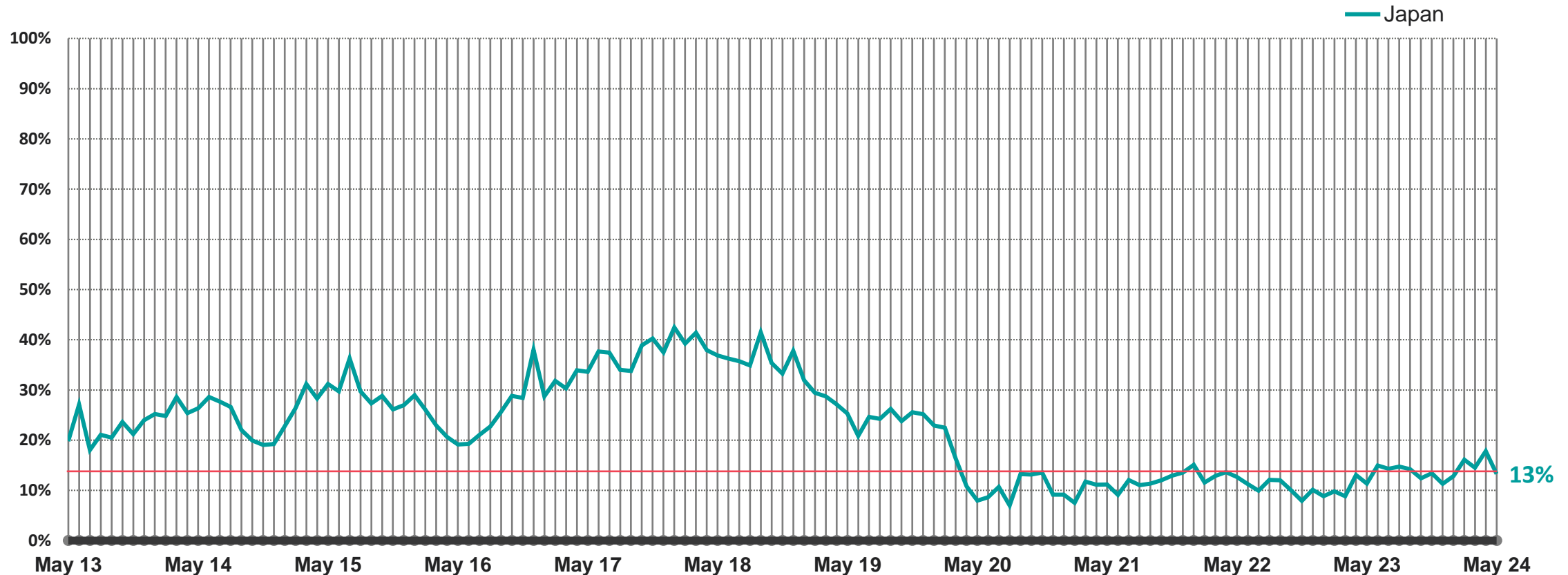
Base: Representative sample c. 1000 adults aged 16-74 in France, 2013 - 2024.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: JAPAN

Japan's good economy score has not reached 20% or greater for over four years (it stood at 22% in February 2020).

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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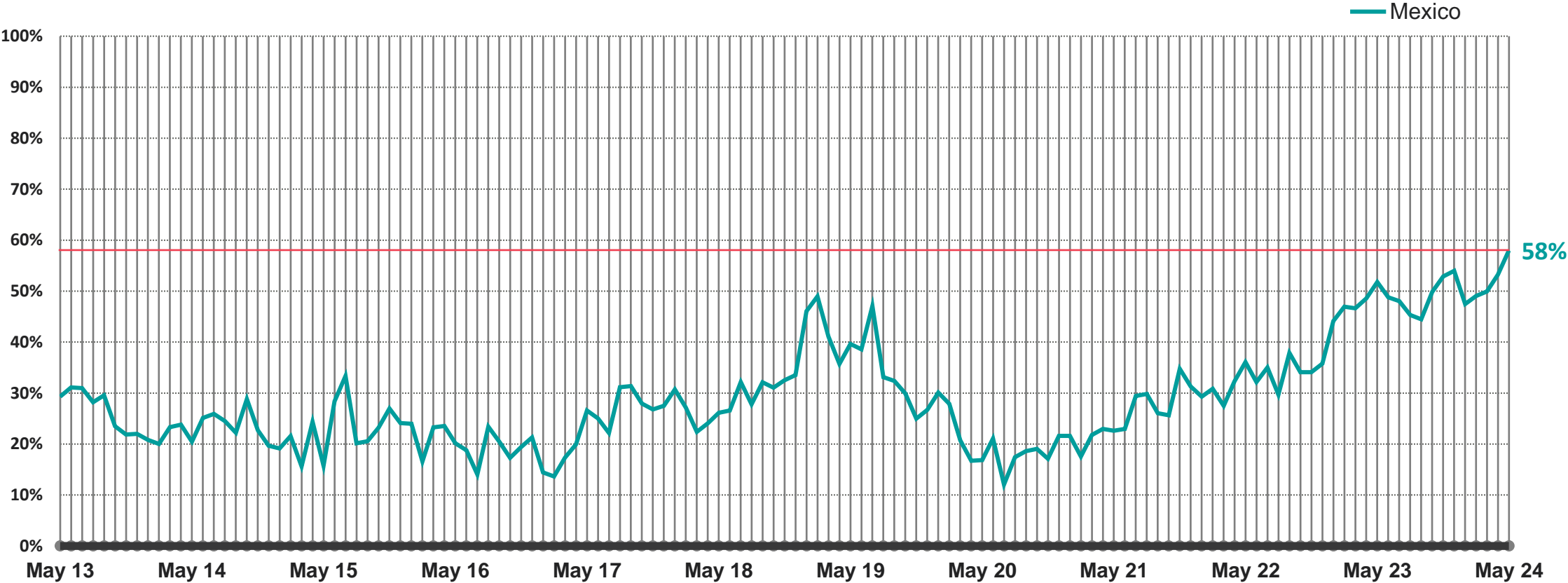
Filter: Country: World | Current Wave: May 24



CURRENT ECONOMIC SITUATION: MEXICO

This month marks Mexico's highest ever good economy score, following a 5pp increase on last 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 Mexico, 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 April 15th 2024 and May 3rd 2024 via the Ipsos Online Panel system among 24,686 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.