

# WHAT WORRIES THE WORLD?

February 2024



GAME CHANGERS



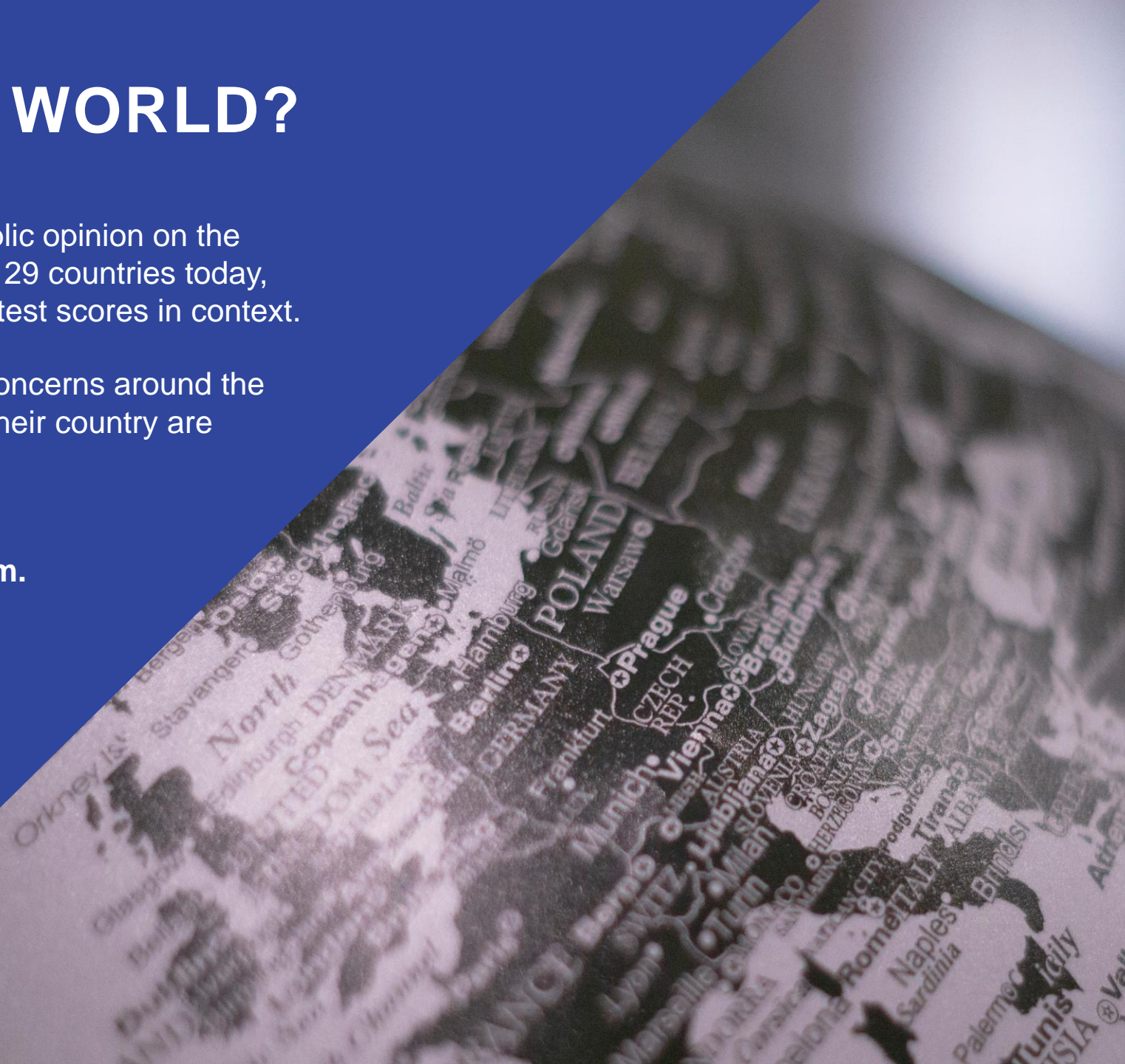
# WHAT WORRIES THE WORLD?

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).

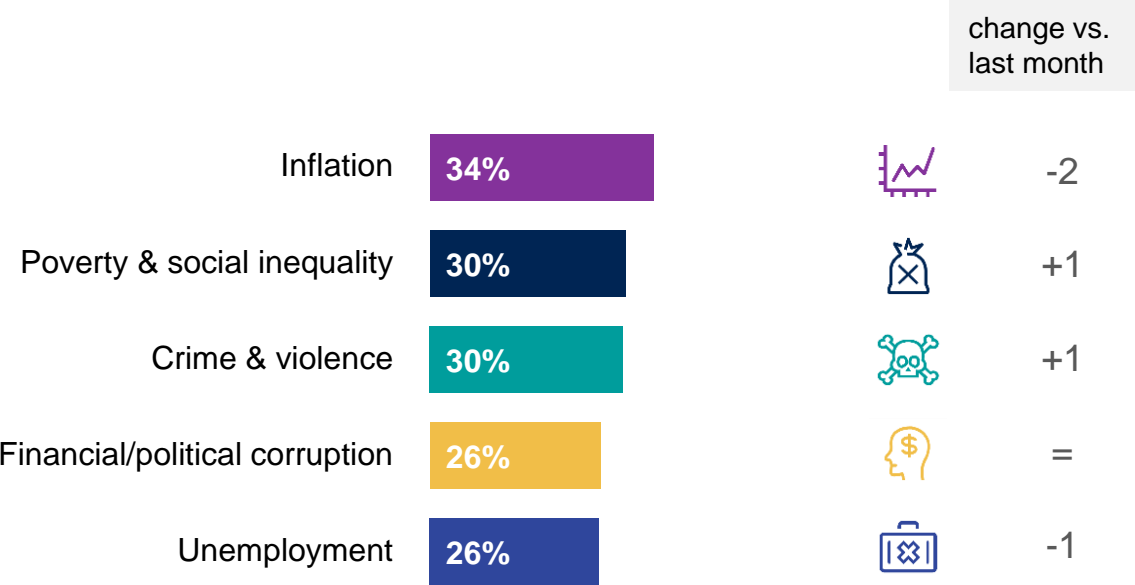
Please contact [Teodros.Gebrekal@ipsos.com](mailto:Teodros.Gebrekal@ipsos.com) for more information.



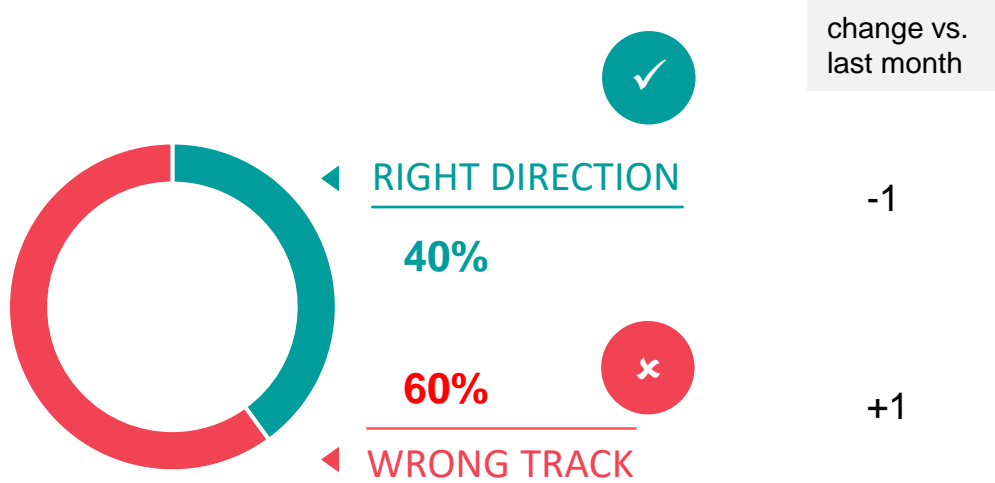
# WHAT WORRIES THE WORLD? FEBRUARY 2024

Inflation is the top concern for the 23<sup>rd</sup> consecutive month with an average of 34% across 29 countries picking it as a major issue. The remaining top five issues have seen little change since last month. The proportion saying their country is headed in the right direction has fallen one point.

**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 25,292 adults aged 16-74 in 29 participating countries, January 26th 2024 - February 9th 2024.

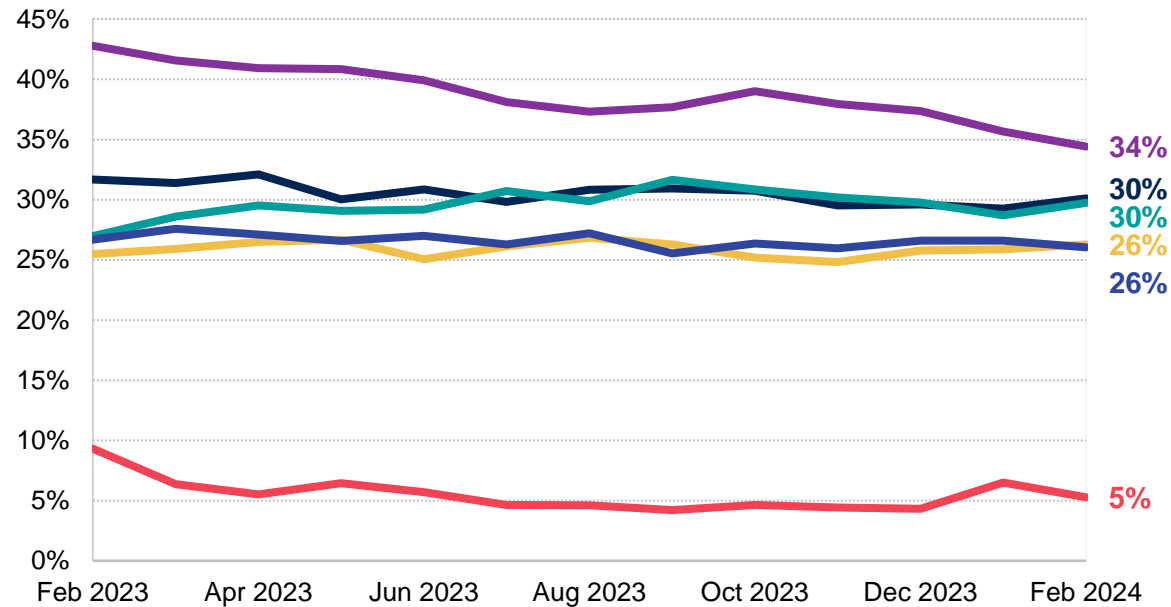
**Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



# WHAT WORRIES THE WORLD? 12-MONTH TREND

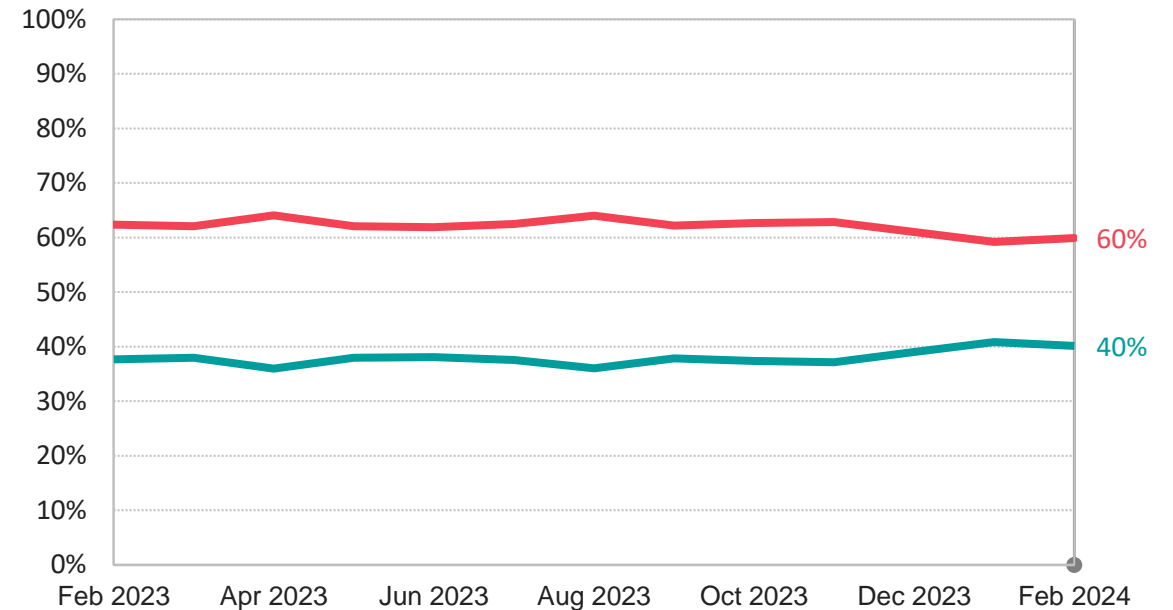
Q

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 c.25,292 adults aged 16-74 in 29 participating countries, February 2023 - February 2024.

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

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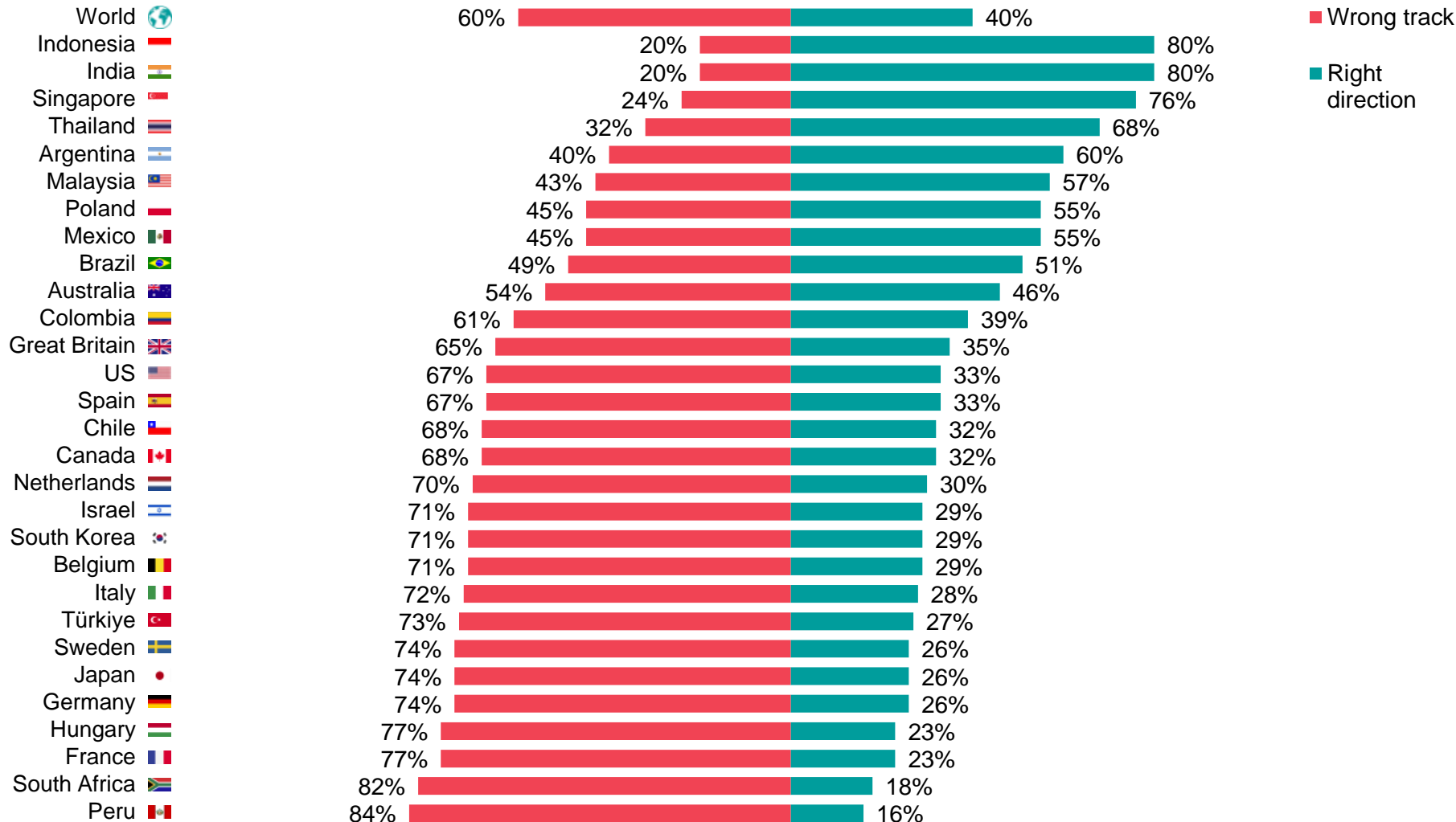


# DIRECTION OF TRAVEL **ALL COUNTRIES**



# 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? (February 2024)



A 29-country average of 40% say their country is headed in the right direction, a slight decrease from last month.

Argentina and Poland's right direction scores have cooled off this month after experiencing two months of post-election highs. Argentina is down 6pp to 60%, whereas Poland has only decreased slightly by 2pp to 55%.

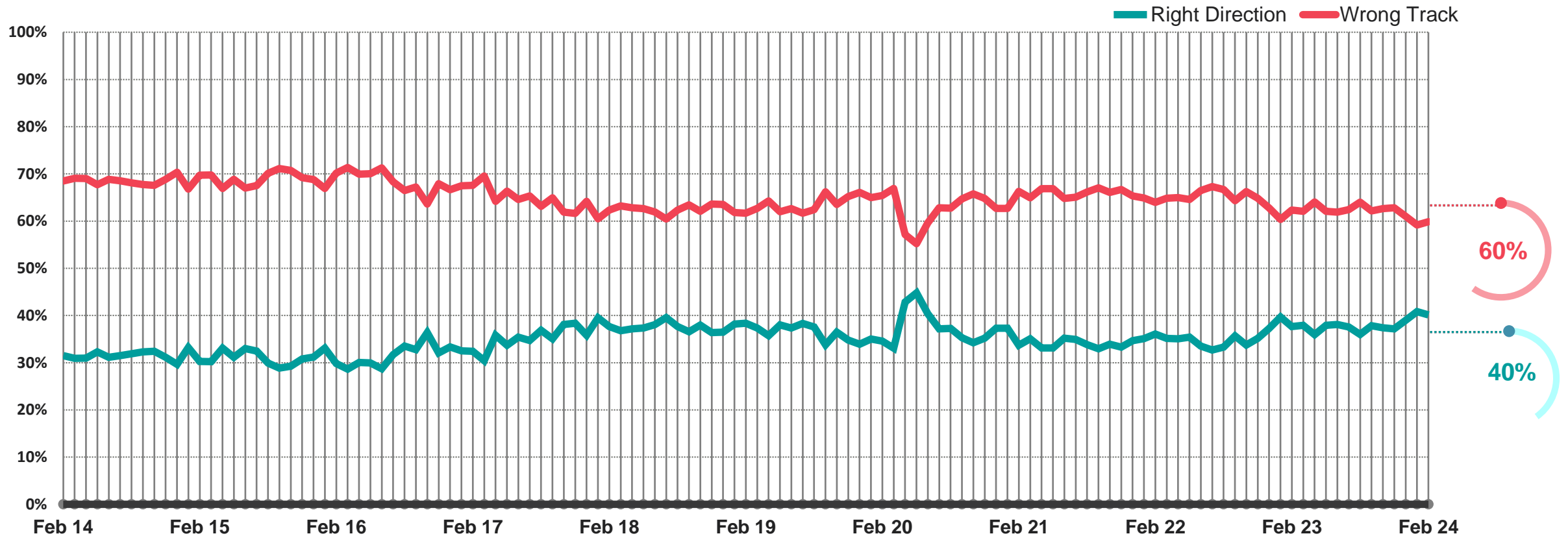
Elsewhere, Singapore and India have switched places in their right direction scores since last month. Singapore (76%) is now third after decreasing 10pp. India is now joint first with Indonesia, with four in five (80%) saying the country is doing well. This is 10pp higher than January's score.

**Base:** Representative sample of 25,292 adults aged 16-74 in 29 participating countries, January 26th 2024 - February 9th 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.25,292 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

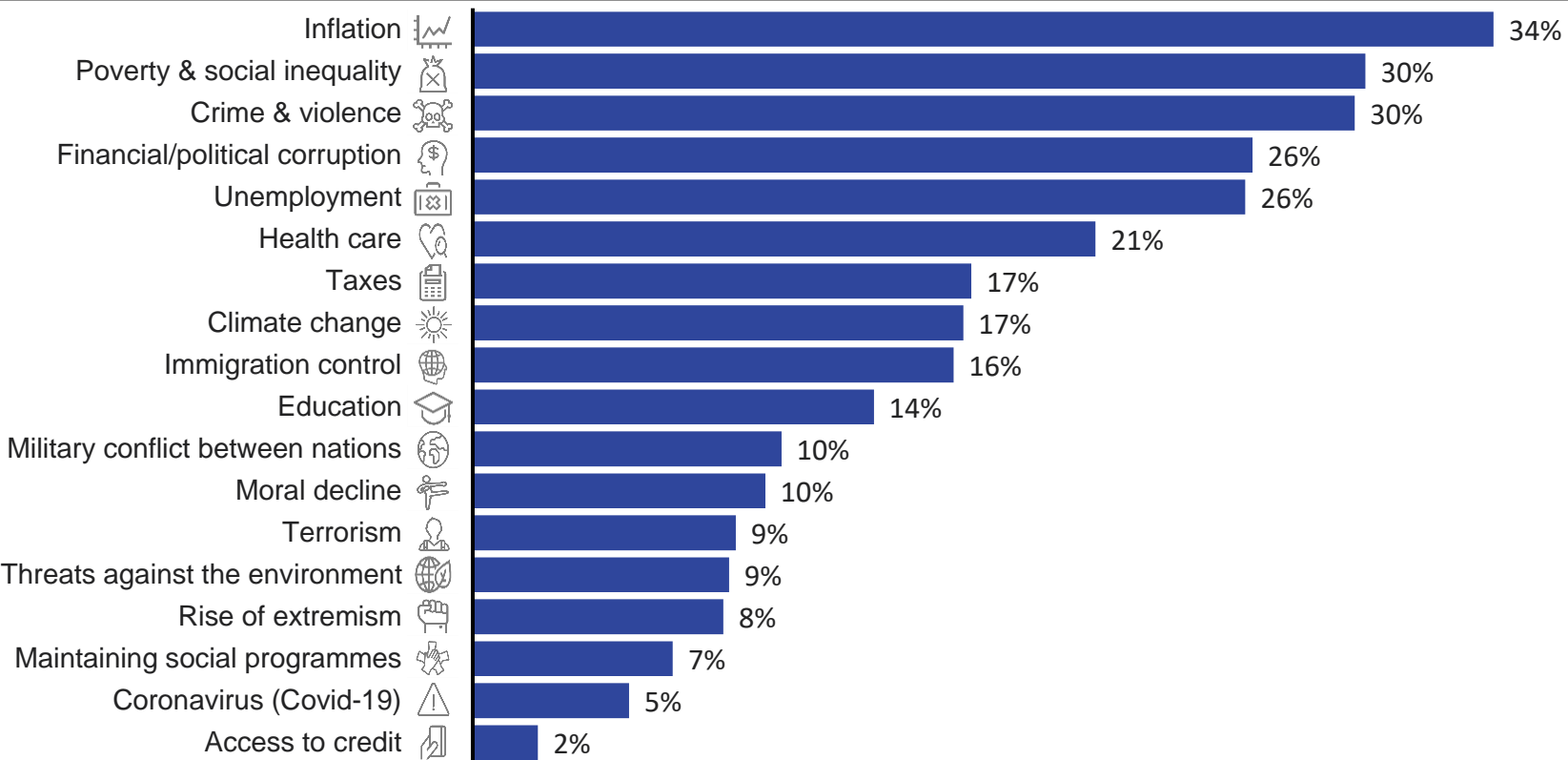




# WORLD WORRIES: THE FULL LIST

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

% mentioned in February 2024 (global country average)



Inflation has been top for the last 23 consecutive months. It has decreased slightly this month (global country average of 34%), reaching its lowest point since May 2022 (34%). This is the fourth successive month it has been decreasing. This time last year inflation was peak of 43%

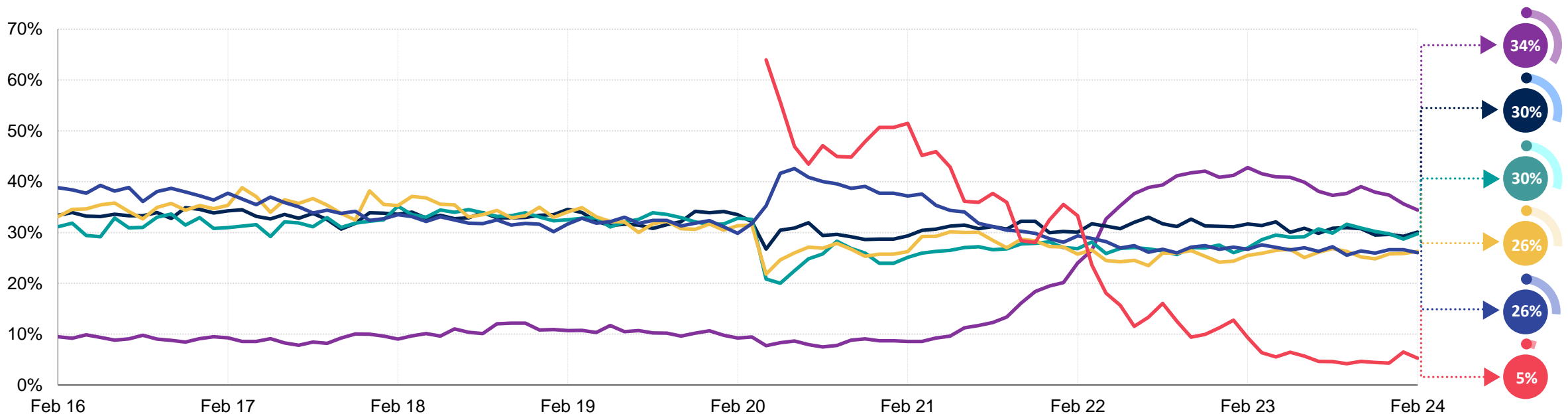
Concern for terrorism and military conflict between nations remain at historically high levels. Terrorism is unchanged from last month but military conflict has increased marginally again this month, moving up two ranks to 11<sup>th</sup>.

**Base:** Representative sample of 25,292 adults aged 16-74 in 29 participating countries, January 26th 2024 - February 9th 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**



**Financial/political corruption**



**Unemployment**

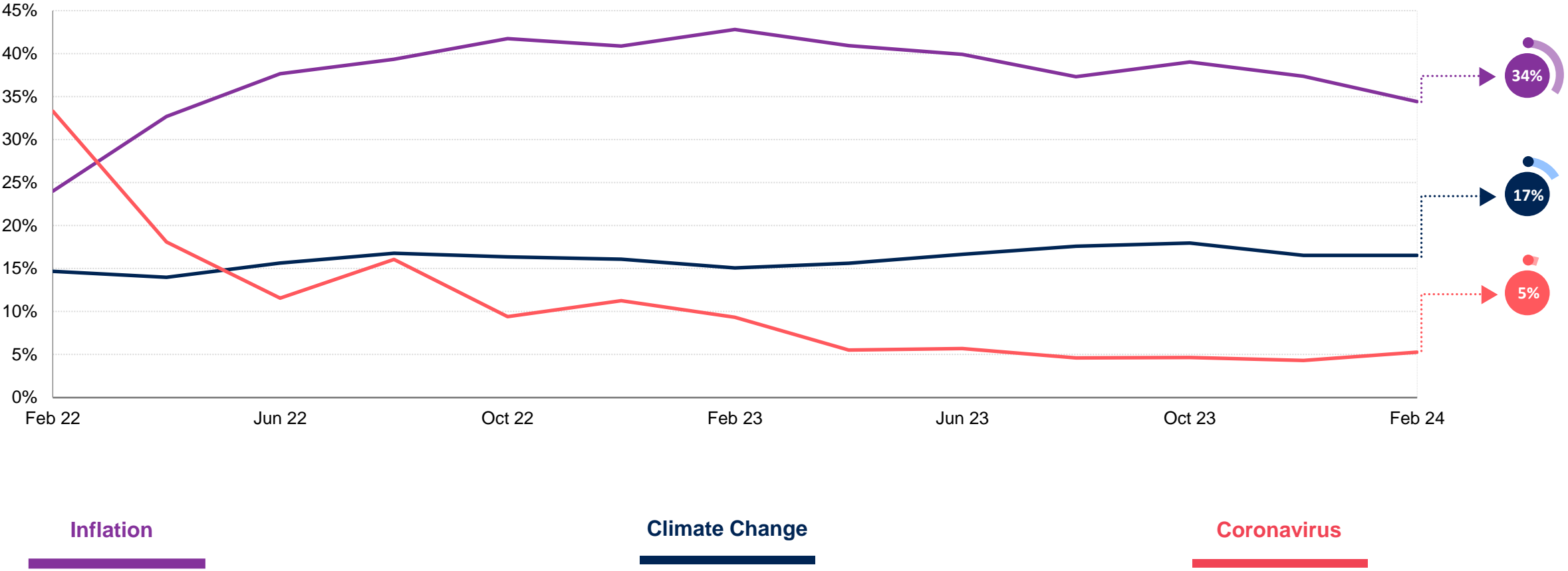


**Coronavirus**

**Base:** Representative sample of 25,292 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.*



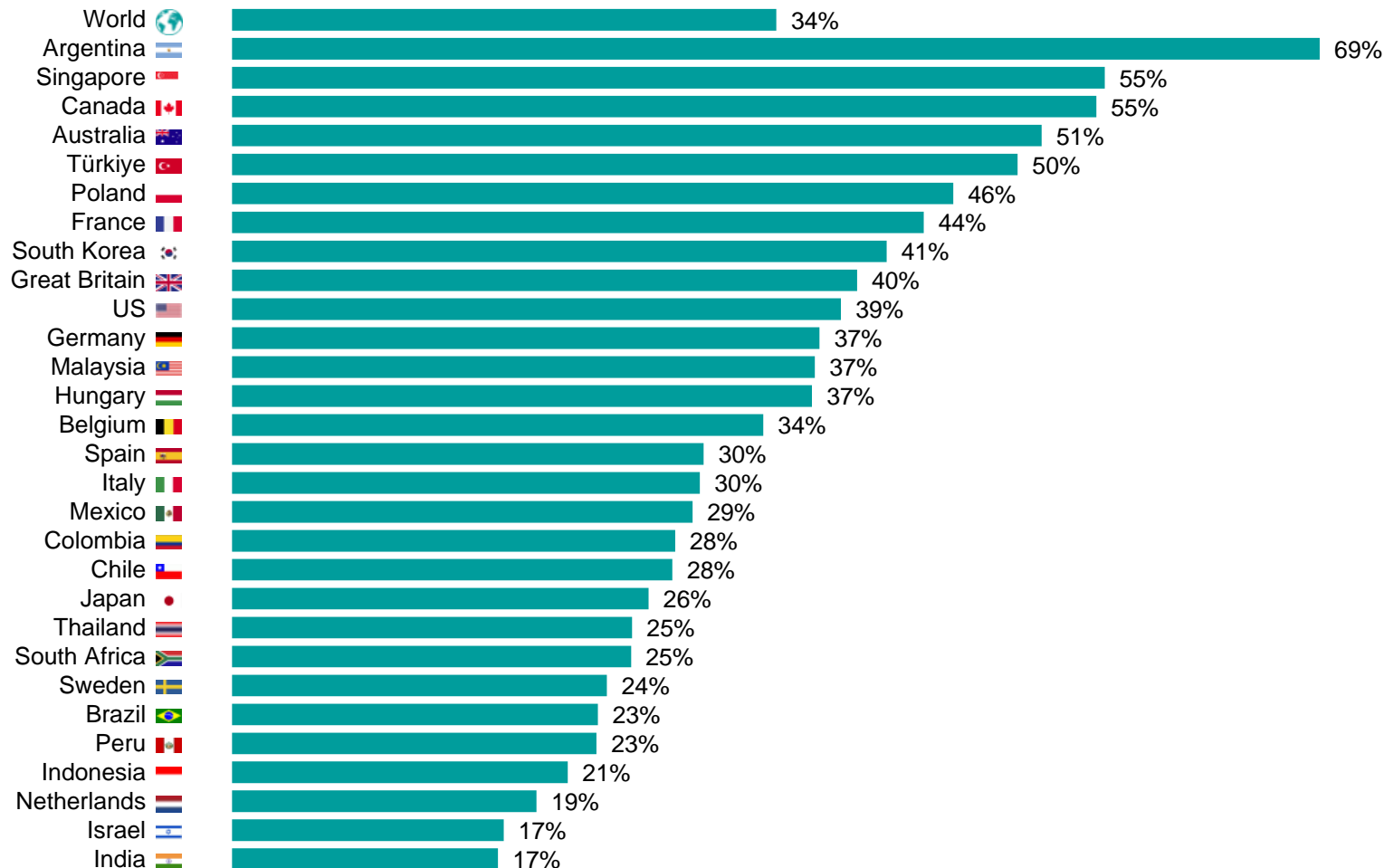
# WORLD WORRIES: LONG-TERM TREND (INFLATION, CLIMATE CHANGE & CORONAVIRUS)



**Base:** Representative sample of c.25,292 adults aged 16-74 in 29 participating countries, February 2022 - February 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



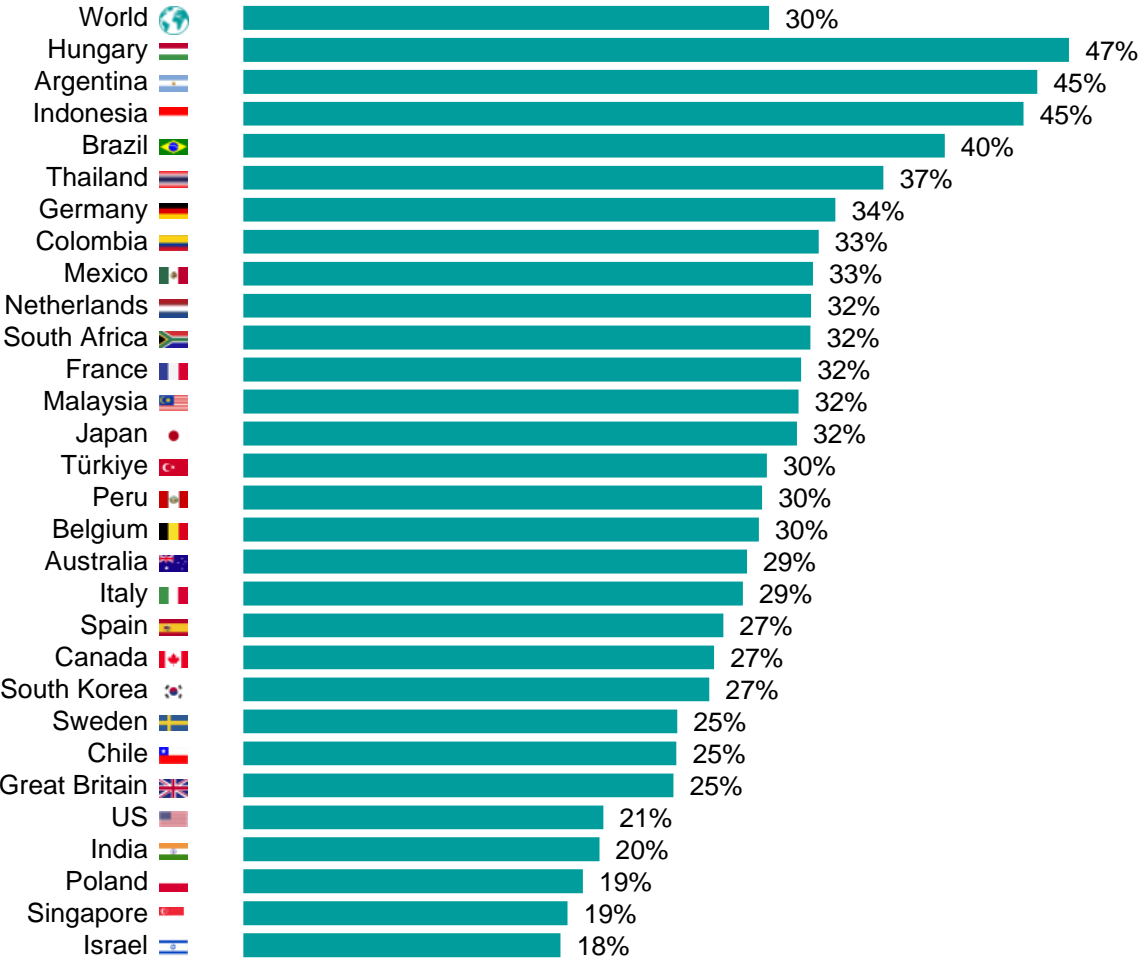
Around a third (34%) choose inflation as a top concern in their country. It has been decreasing for the last four months to 34%, reaching its lowest point since May 2022 (34%). This time last year we recorded the highest level of worry for rising prices at 43%.

11 countries this month have inflation as their top concern – Argentina, Singapore, Canada, Australia, Türkiye, Poland, France, South Korea, Great Britain, the US and Germany.

Some parts of Europe are witnessing an increase in worry. Belgium has just over a third (34%) worried after rising 10pp. Great Britain is also up by 7pp to 40% and France, too, is up by 4pp to 44%.

Poland (46%) has reached their lowest level of worry since December 2021, when it was 47%.

# 2 | POVERTY & SOCIAL INEQUALITY



Mentions of poverty & social inequality have increased marginally from last month, with one in three (30%), on average across 29 countries, picking it as a worry. Despite being the second biggest worry, no country on the list ranks it as their top issue.

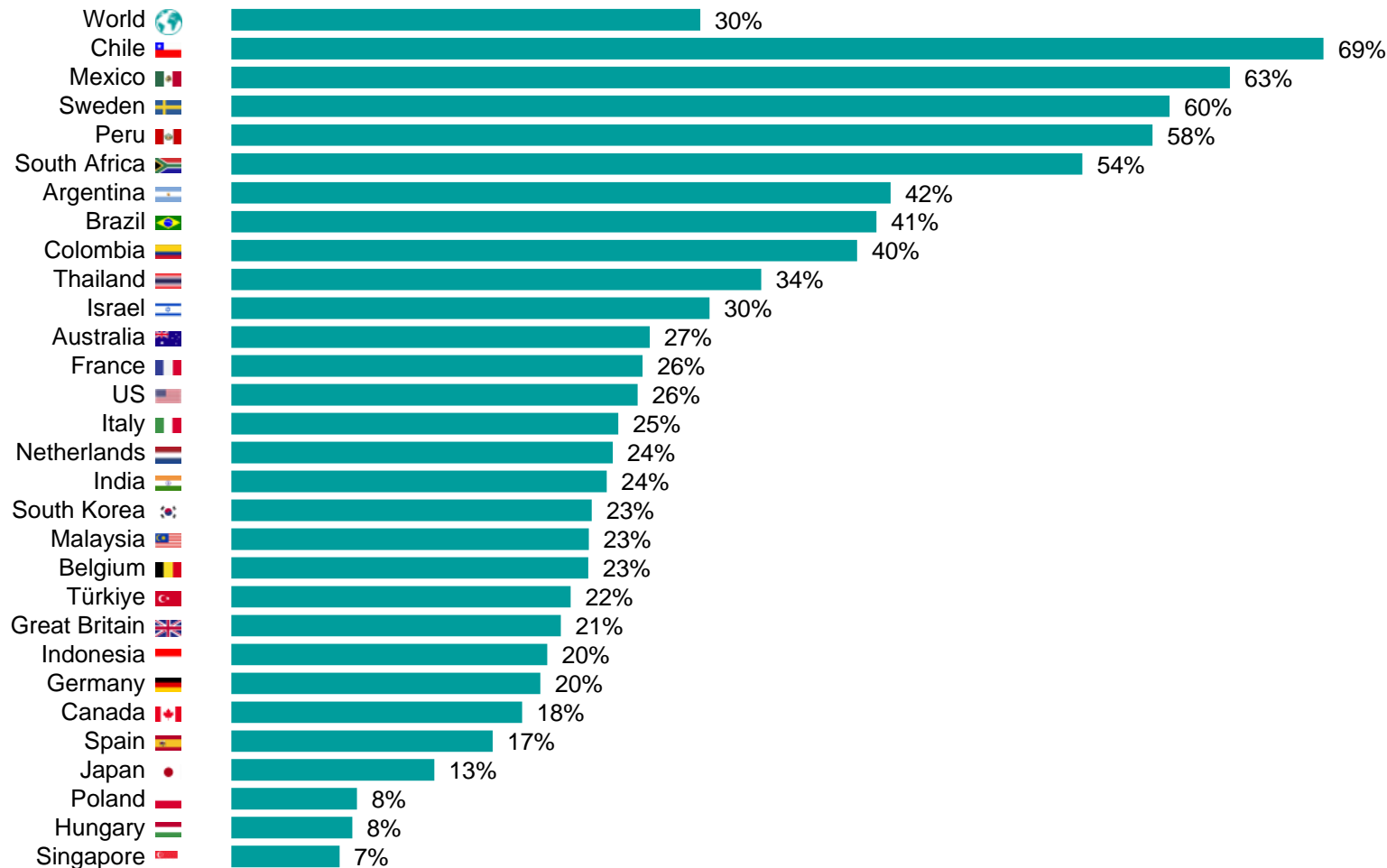
Argentina is now second, after being fourth last month, with over two-fifths (45%) mentioning it. This is five points higher than last month and ten points higher than the beginning of the year. This time last year, worry was at 35%.

Elsewhere, several other countries have seen a rise in worry. In Europe, Hungary (47%) and France (32%) are both up six percentage points. Likewise, Mexico is also up 6pp to a third (33%) concerned.

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# 3 | CRIME & VIOLENCE



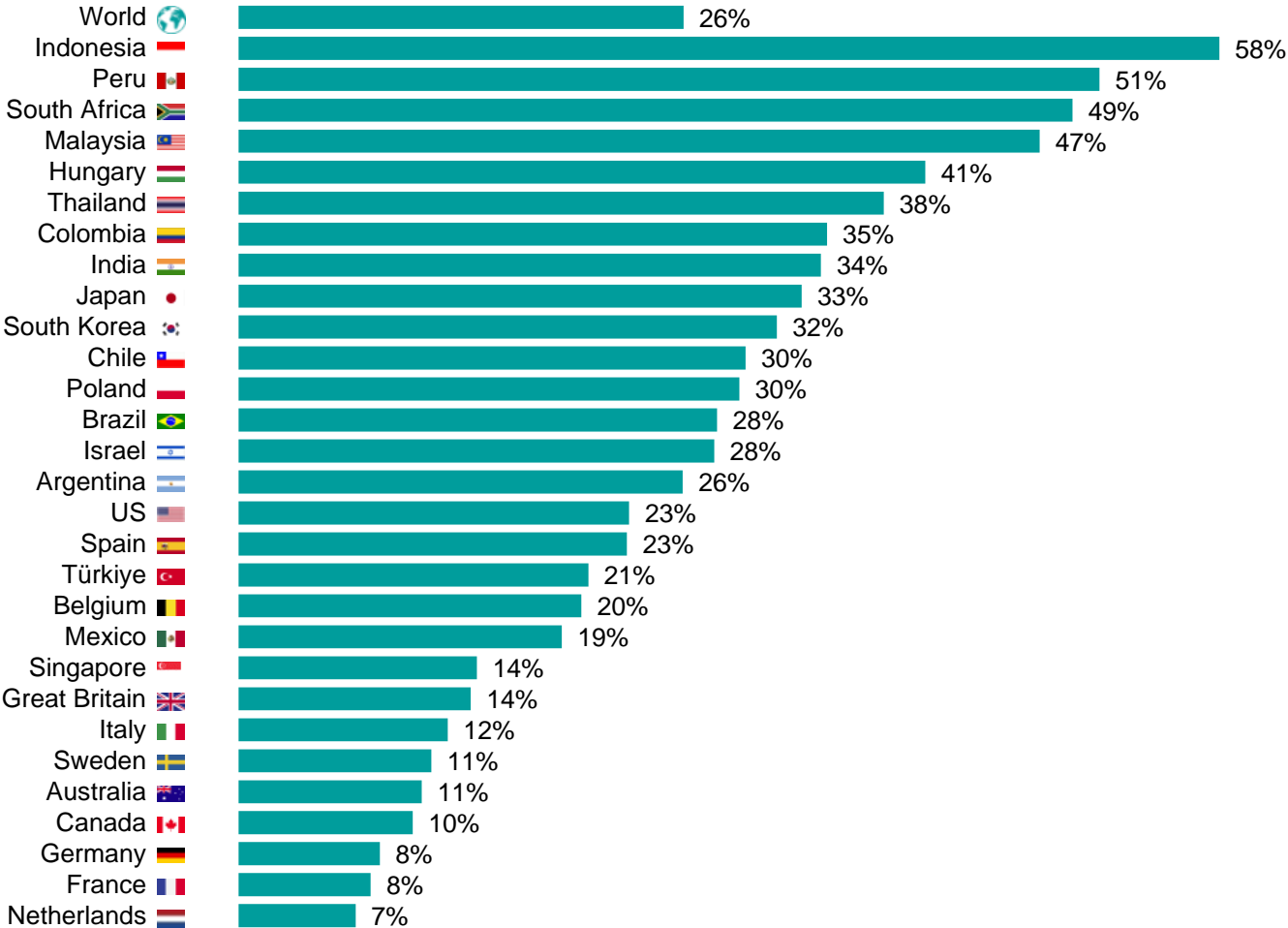
Three in ten (30%) across 29 countries choose crime & violence as a worry in their nation, up slightly from last month.

This month one more nation lists crime & violence as their top worry, making the total six. After [Ecuador declared war on gangs](#) in January, five of the six Latin American countries on our list put this as their primary concern.

Seven in ten (69%) Chileans mention crime & violence, up 5pp from January, which is now the highest level of worry for the nation in our records.

Mexico's level of worry (63%) is relatively heightened this month after increasing 8pp. Sweden's concern is also remaining high, moving up 7pp to 60%.

# 4 | FINANCIAL/POLITICAL CORRUPTION



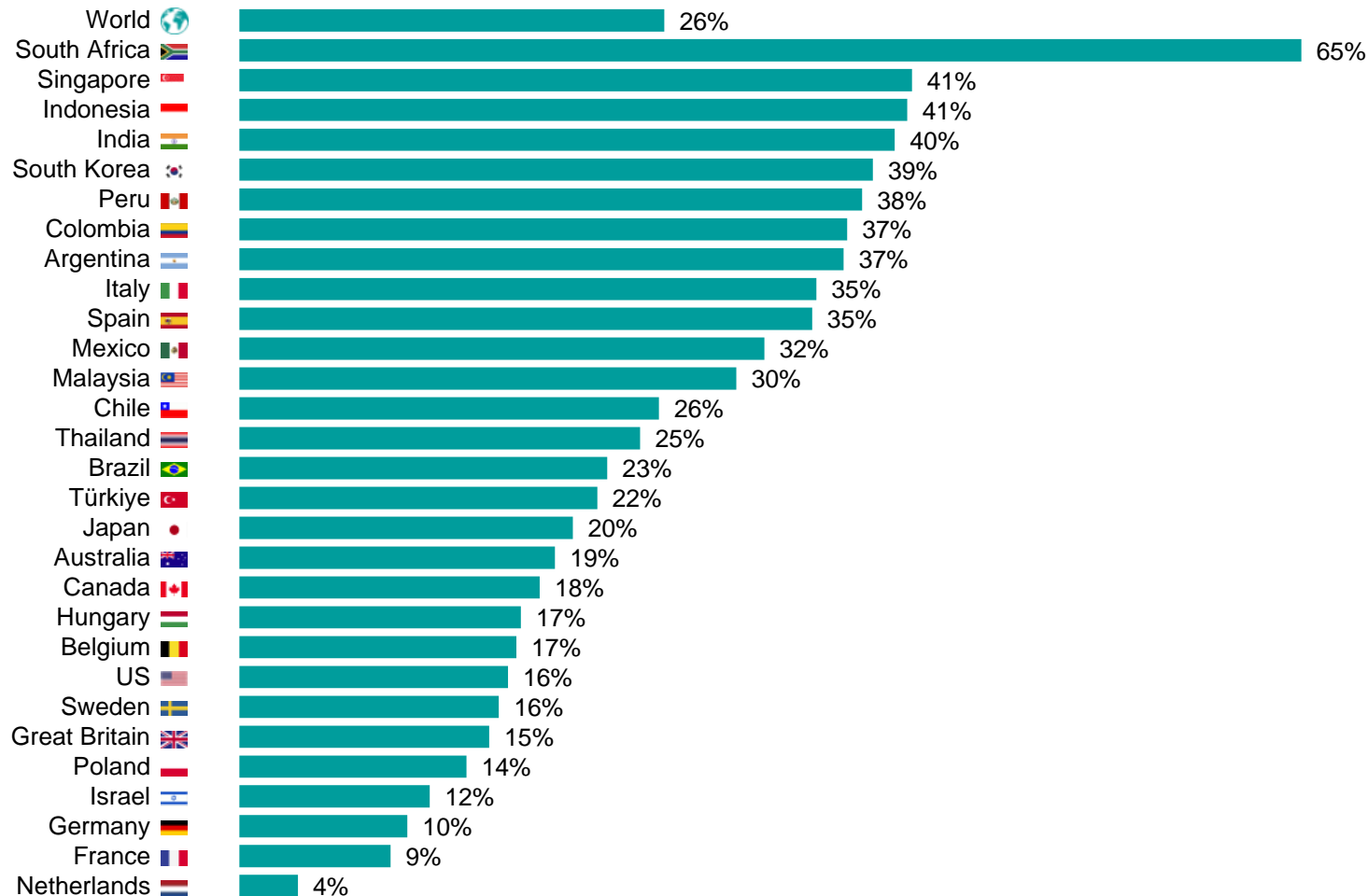
Financial/political corruption is the fourth biggest concern in our *What Worries the World* survey with one in four (26%) across 29 countries choosing it as a worry.

Four nations have financial/political corruption as their top issue this month. Indonesia's worry (58%) hasn't changed, whereas Malaysia (47%) is up 4pp. Thailand (38%) and Japan (33%) have both seen falls this month, down 5pp and 4pp, respectively.

India has experienced the biggest change this month, with a third (34%) of Indians worried. This is 14 percentage points higher than January.



## 5 | UNEMPLOYMENT



Just over one in four (26%) across 29 countries choose unemployment as one of their biggest concerns in February. This is a slight decrease from last month.

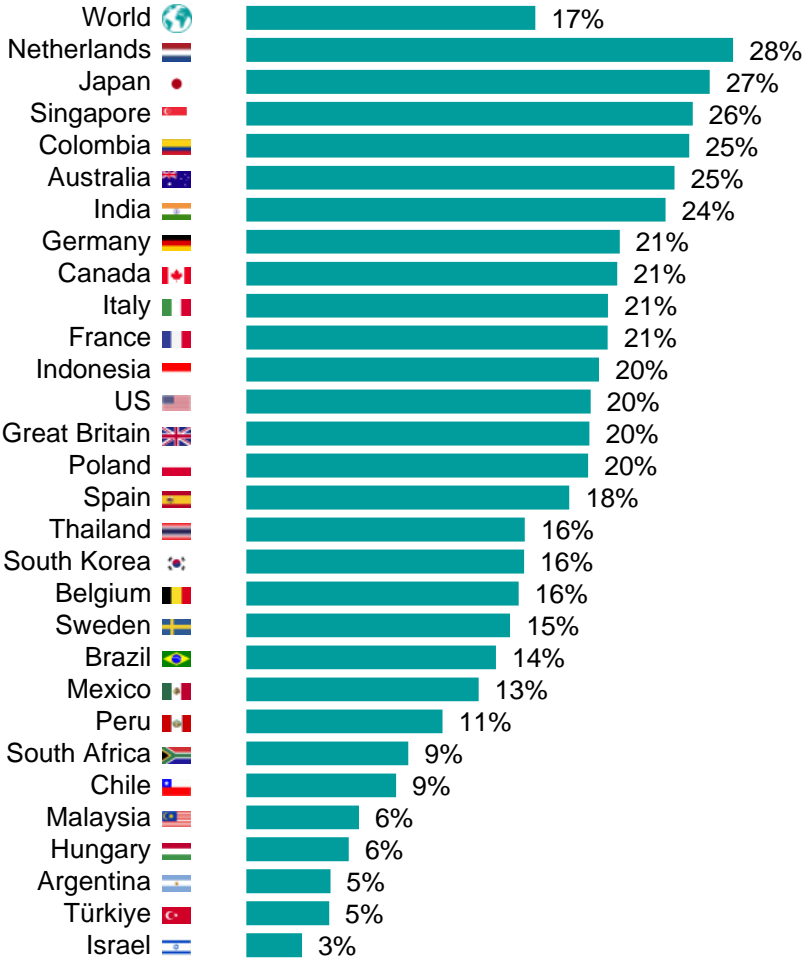
For South Africa (65%), worry remains elevated, with a slight increase this month.

Employment is now India's top concern, overtaking inflation, after rising 2pp to two-fifths (40%). However, on a historic level, this is relatively normal. For context, this time last year worry was at 45%.

Italy and Spain both have unemployment as their top concern, with just over a third (35%) worried. This is relatively low looking at the long-term trends. Italy's peak was 69% (December 2016) and Spain's was 74% (July 2016).



# 8 | CLIMATE CHANGE



Climate change is mentioned as a worry by 17%, a slight uptick from last month.

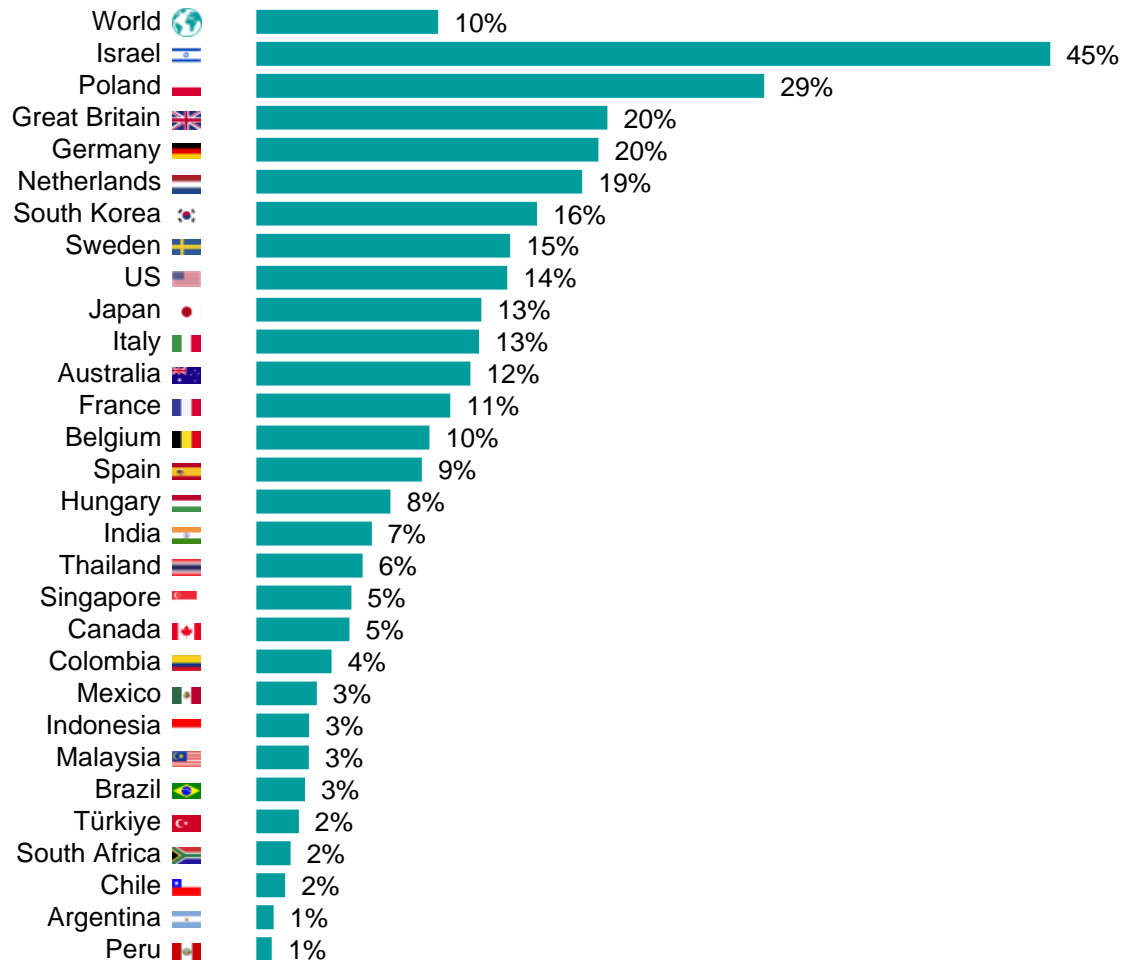
The Netherlands is the most worried again, with nearly three in ten (28%) worried, although this is unchanged from last month.

Colombia, on the other hand, has experienced significant change from January, reaching a record high of a quarter (25%) mentioning it, up 16pp. This is the highest level since we started consistently measuring Colombia in March 2021, when the level was 4%.

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## 11 | MILITARY CONFLICT BETWEEN NATIONS

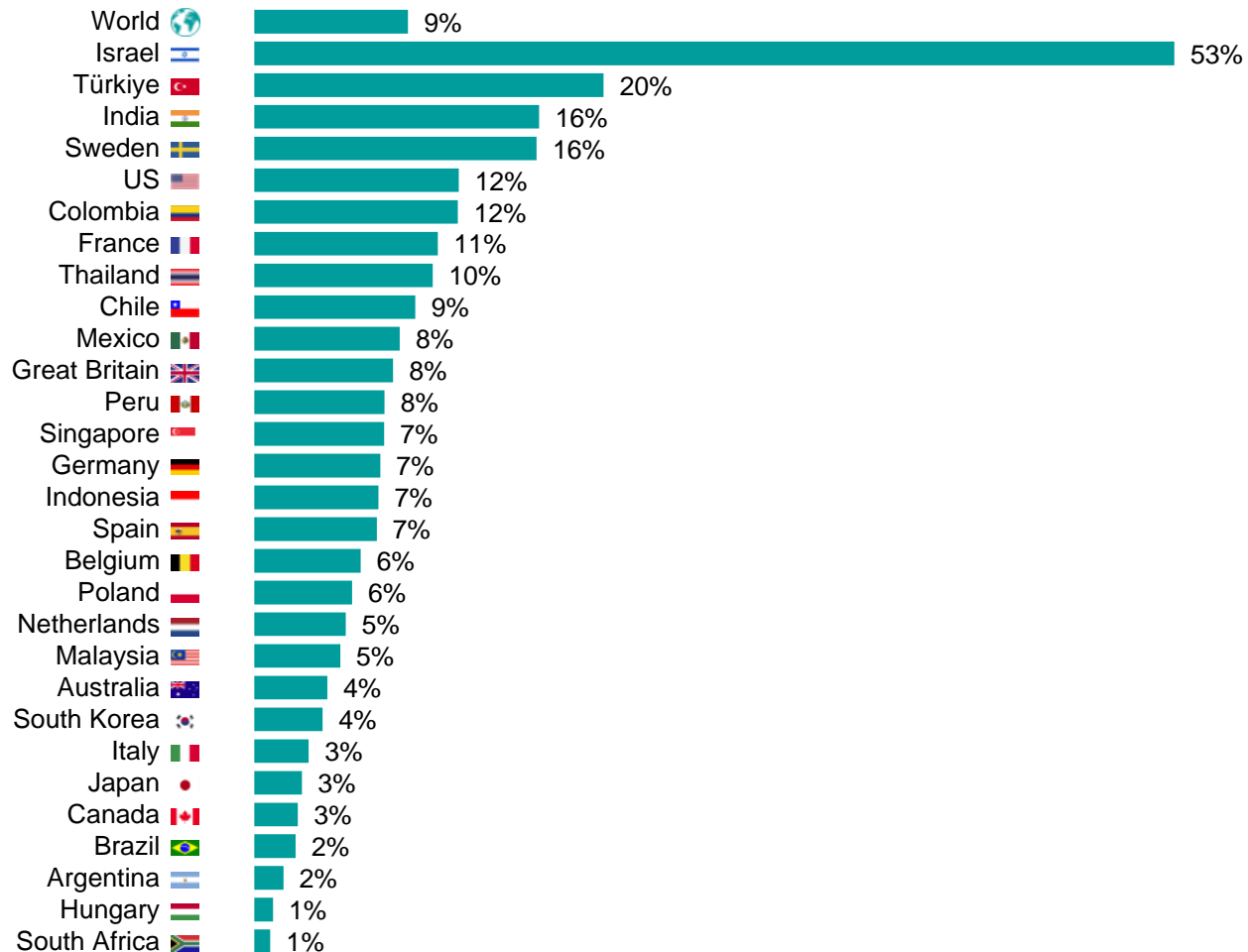


Military conflict between nations has moved up on our list of global worries from 13<sup>th</sup> to 11<sup>th</sup> this month after the proportion mentioning it marginally increased. It is now ahead of terrorism.

Israel's level of worry remains elevated and continues to rise from last month. This month sees 45% listing it, up 4pp.

February 24<sup>th</sup> marks two years since Russia's invasion of Ukraine. Across Europe, we see the level of concern increase. Notably, Great Britain (20%) is up 11pp. The Netherlands (19%) has increased by 8pp, Poland (29%) by 6pp, Germany (20%) by 5pp and France (11%) has risen by 4pp.

## 13 | TERRORISM

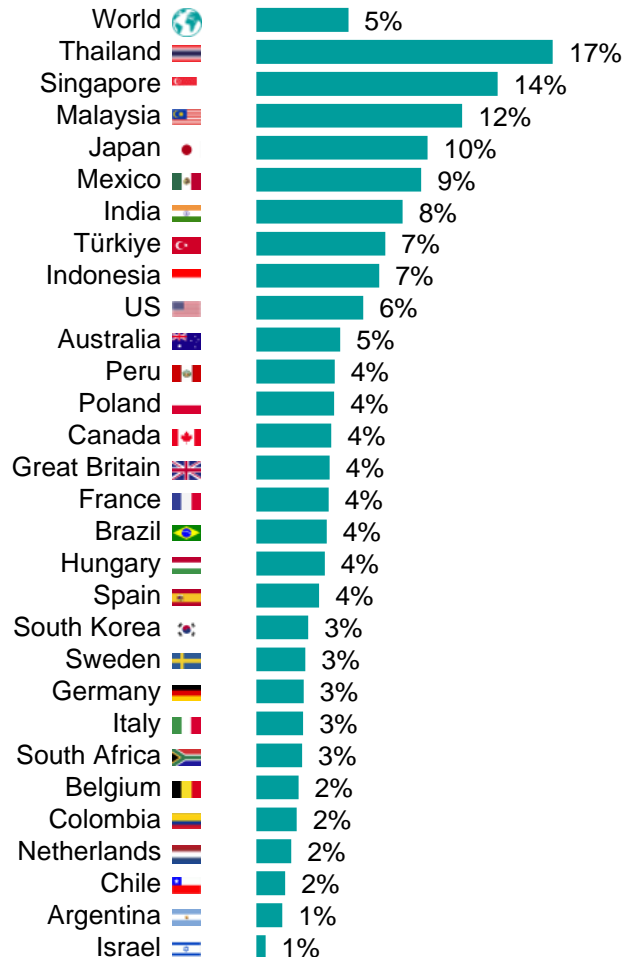


Terrorism ranks as the 13<sup>th</sup> biggest concern in our list of global worries. With 9% choosing it as an issue across 29 countries, it has fallen by one rank.

Israel is the most concerned country with 53% saying it is one of the important issues affecting the country. It has been Israelis' biggest concern since the October 7<sup>th</sup> attack. Worry has fallen 5pp this month, the second month it has done so. December 2023 marked the highest level recorded, when it was 64%.

Elsewhere, we also see worry fall. In France, just over one in ten (11%) mention it, a 7pp fall. Colombia (12%) has dropped 4pp and The Netherlands (5%) have fallen 3pp.

## 17 | CORONAVIRUS (COVID-19)



Last month's increase in levels of concern seems to have levelled off this month. Covid-19 concern across 29 countries has fallen slightly to one in twenty (5%), around what it was in December 2023 (4%).

Malaysia's level of concern has decreased 17pp after rising 17pp at the beginning of the year. In January, they were number one, now they are third with 12% mentioning it.

Singapore (14%) and India (8%) have also dropped this month, both declining by 8pp.

On the other hand, Thailand is now top after increasing 5pp to 17% and Japan is up by 4pp 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.

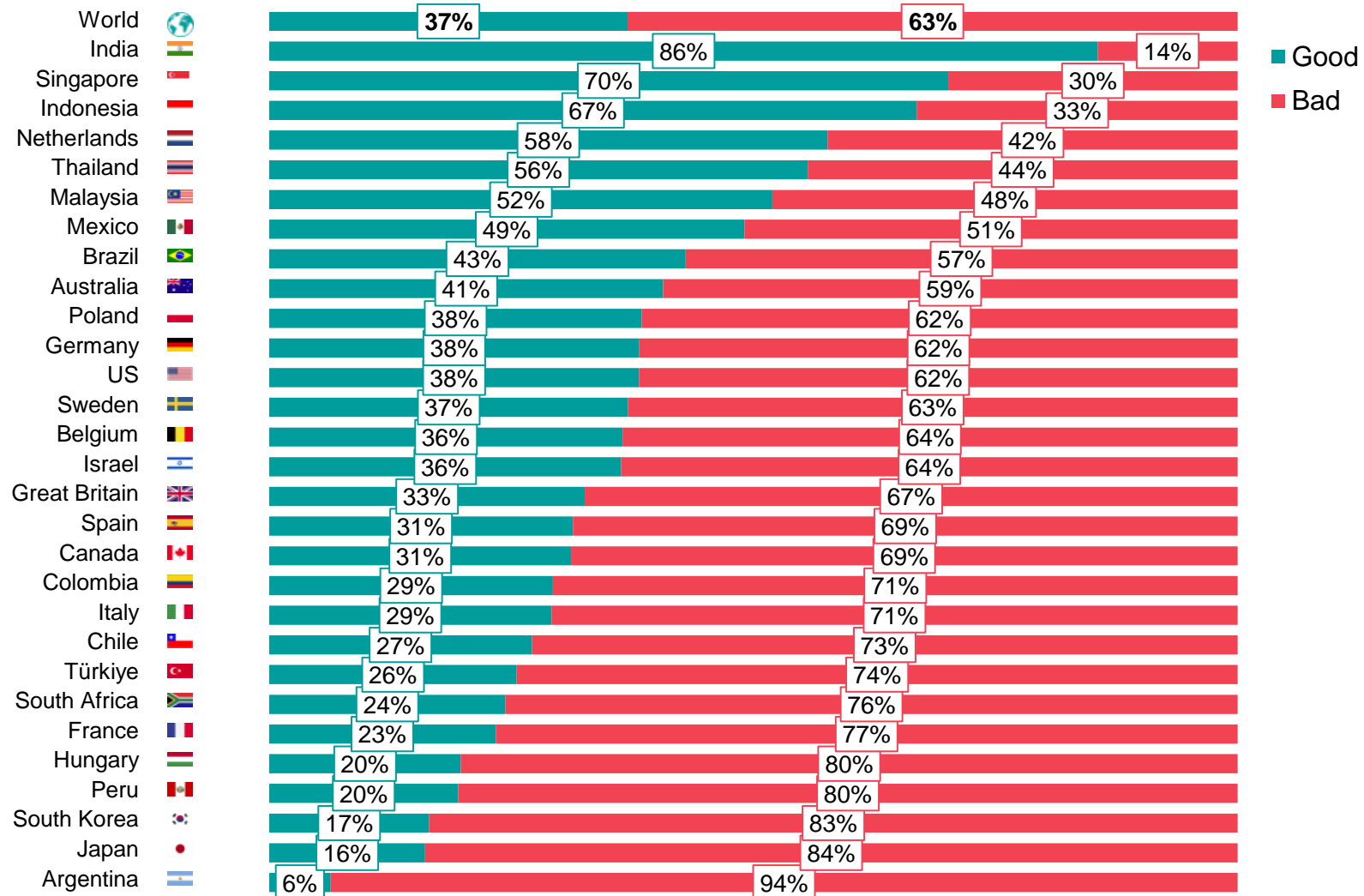
Please contact: [Emilios.Louca@ipsos.com](mailto:Emilios.Louca@ipsos.com) for more information.



# 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 globally, 37% of people describe their country's current economic situation as "good", down 1pp from last month.

Up this month are Sweden (+8pp), India (+7pp) and Indonesia (+4pp). A 3pp increase in Thailand's good economy score sees it record a new all-time high, at 56%.

In contrast, Singapore and Belgium are both down 9pp from last month, Australia and France are both down 7 points.

Argentina remains at the bottom of the table at just 6%. This month marks two years since Argentina's good economy score has been below 10%.

Meanwhile, although Japan also ranks poorly, a 3pp increase sees the country record its highest good economy score since March 2020.



# CURRENT ECONOMIC SITUATION: ARGENTINA

February 2024 marks two years since Argentina's "good" economy score has risen above 10%.

**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.*

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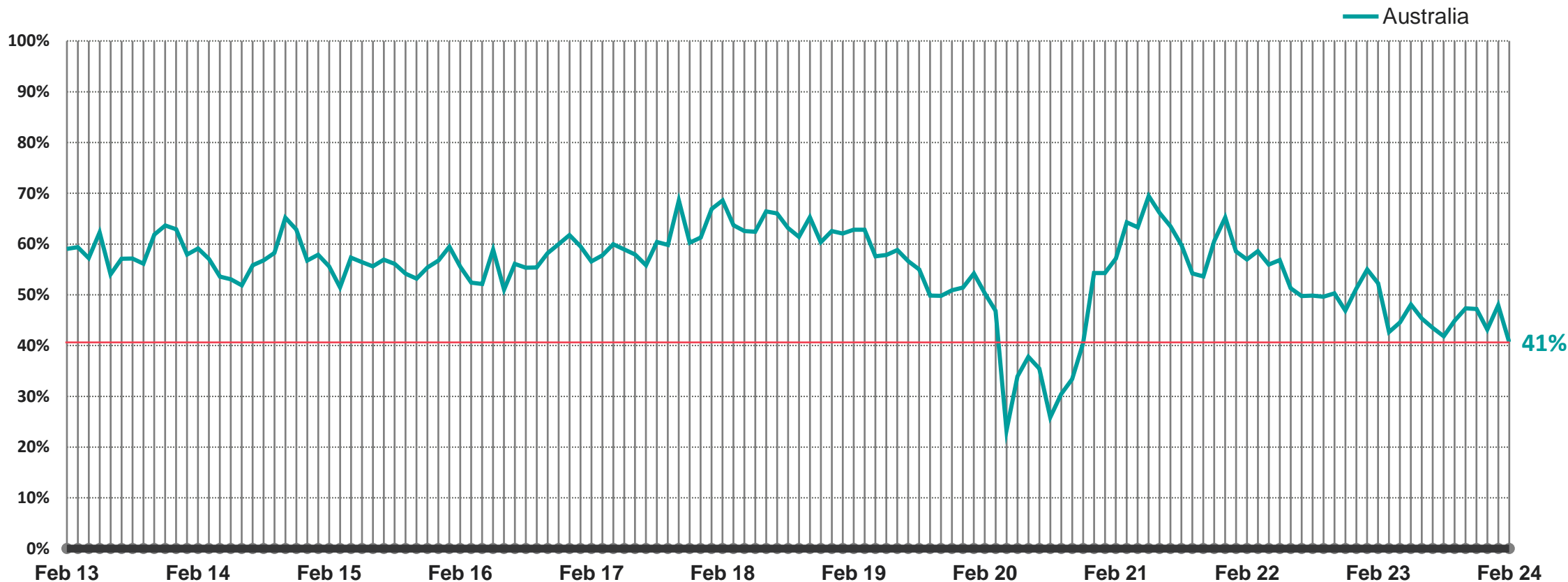




# CURRENT ECONOMIC SITUATION: AUSTRALIA

A 7pp decrease this month sees Australia record its lowest good economy score outside of the height of the pandemic in 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 Australia, 2013 - 2024.

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

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# CURRENT ECONOMIC SITUATION: GERMANY

Germany's good economy score has struggled to recover since it hit its all-time low in September 2023 (36%).

**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

India's good economy score this month is its highest since November 2016.

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



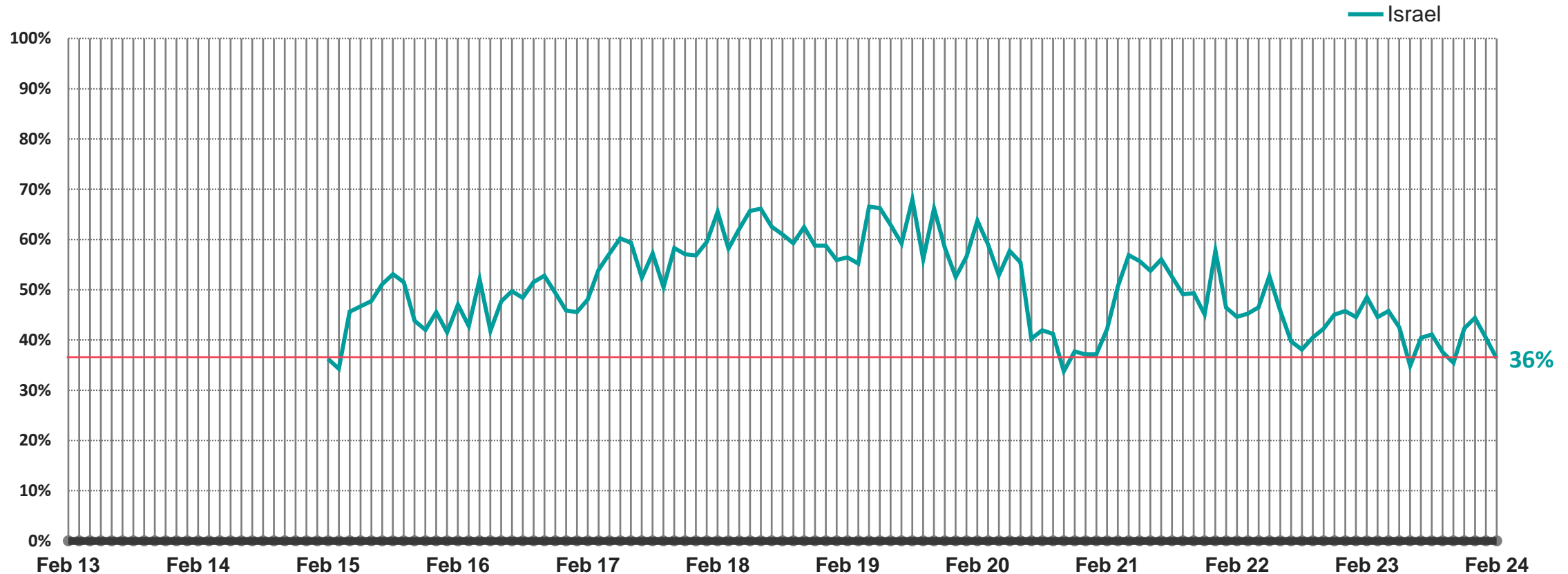
**Base:** Representative sample c. 500 adults aged 16-74 in India, 2013 - 2024.  
**Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



# CURRENT ECONOMIC SITUATION: ISRAEL

Israel's good economy score currently sits just 2pp above its all-time low of 34% (October 2020 and March 2015).

**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 Israel, 2013 - 2024.

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

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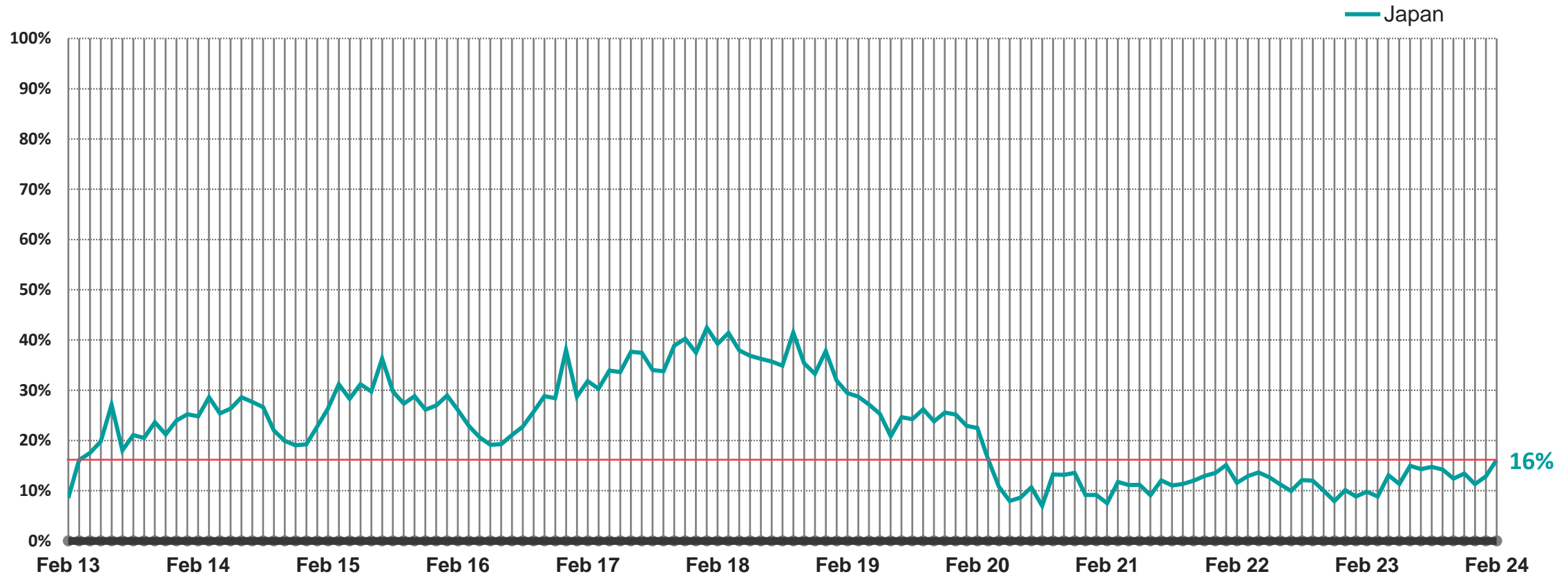
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# CURRENT ECONOMIC SITUATION: JAPAN

Although Japan is still the second most pessimistic country in our survey, this month sees its highest good economy score since March 2020 (also 16%).

**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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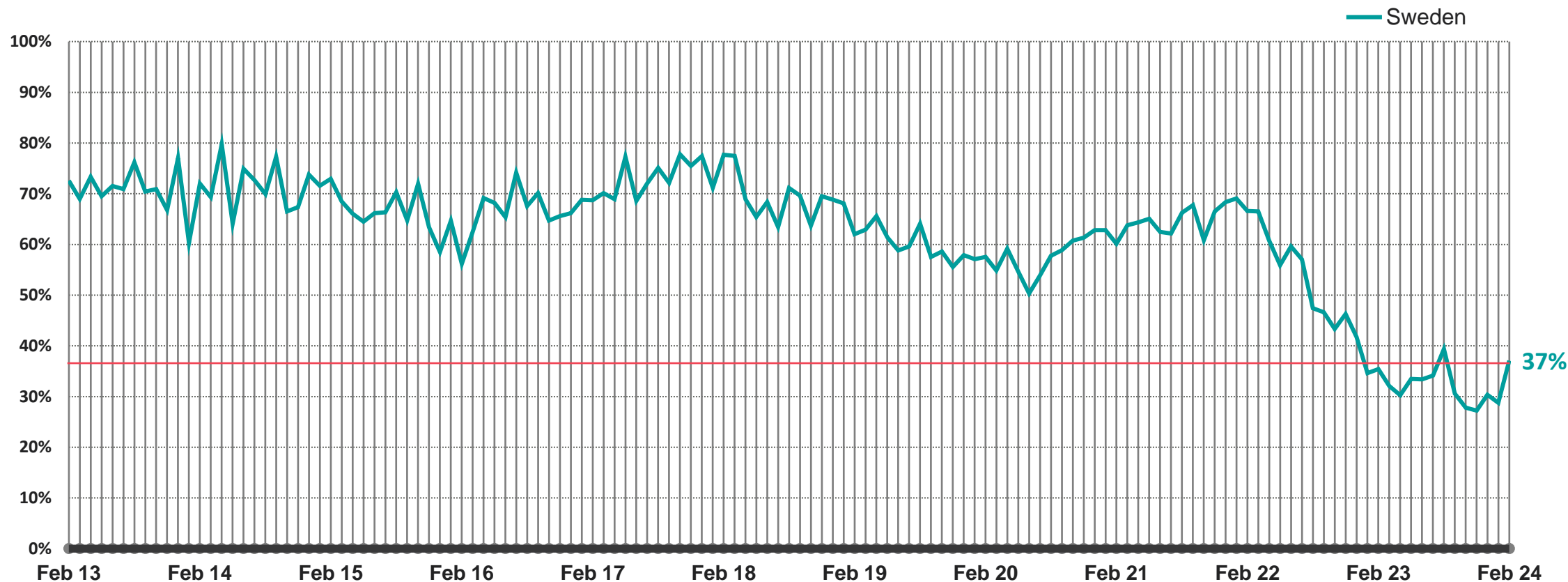
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# CURRENT ECONOMIC SITUATION: SWEDEN

Sweden records the biggest month-on-month increase in its good economy score. However, this remains significantly lower than scores from two years ago.

**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 Sweden, 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 January 26th 2024 and February 9th 2024 via the Ipsos Online Panel system among 25,292 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, India, Indonesia, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Thailand and Türkiye.

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.

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.