

# WHAT WORRIES THE WORLD?

September 2024

# 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.

# Summary

## 01. Inflation is no longer the top concern

Crime and violence is the number one concern across 29 countries this month. March 2022 was the last time a worry other than inflation was top, when it was poverty and social inequality.

## 02. But worry for crime isn't rising

Despite crime and violence now registering as the top worry overall, globally concern about crime is broadly where it was 12 months ago. However, many countries have seen big rises in worry during this time.

## 03. US records the biggest rise in inflation concern in last 12 months

While 25 of the 29 countries surveyed have seen a decline in worry about inflation over the last year, concern in the US is up 5pp compared to September 2023. It's the only country where we have seen a significant increase in the last 12 months.

## 04. Unemployment now Argentinians' top concern

Inflation is no longer the number one concern in Argentina, the first time this is the case since April 2021. In May 2023, 76% of Argentinians chose inflation as a major issue, the highest level of concern for rising prices in our survey. Today that figure is 48%.

## 05. Climate change down to ninth biggest worry

Despite the northern hemisphere experiencing its hottest summer on record, climate change falls behind worry for immigration and taxes. Worry is 3pp lower than this time last year when it ranked seventh out of 18 worries.

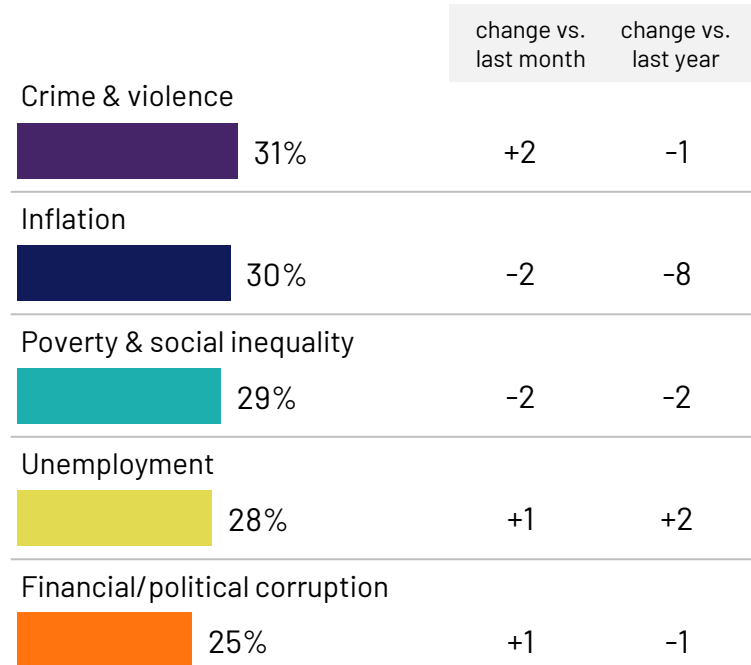
## 06. Some positivity returning to Germany

Germany's "country heading in the right direction" score is up 13pp compared to 12 months ago (38%). We also see an increase in the proportion describing the current state of the German economy as "good", up 13pp in the last year.

# What Worries the World? SEPTEMBER 2024

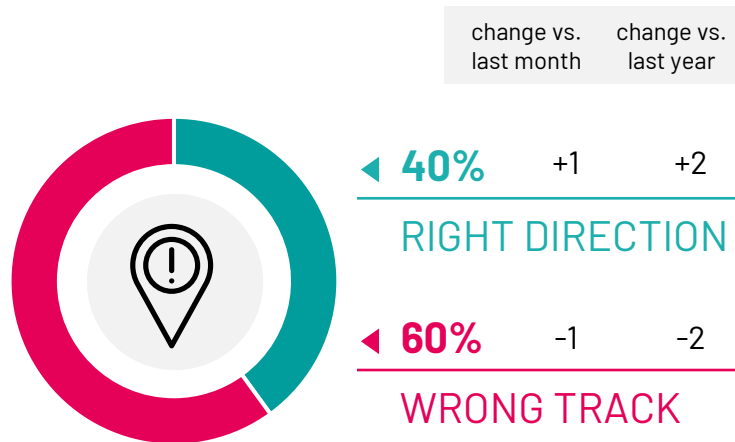
## Top five worries

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



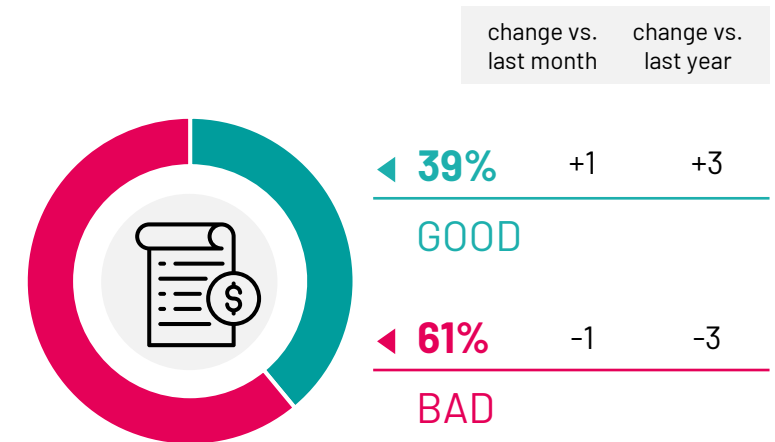
## State of the country

Q: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



## State of the economy

Q: How would you describe the current economic situation in your country?



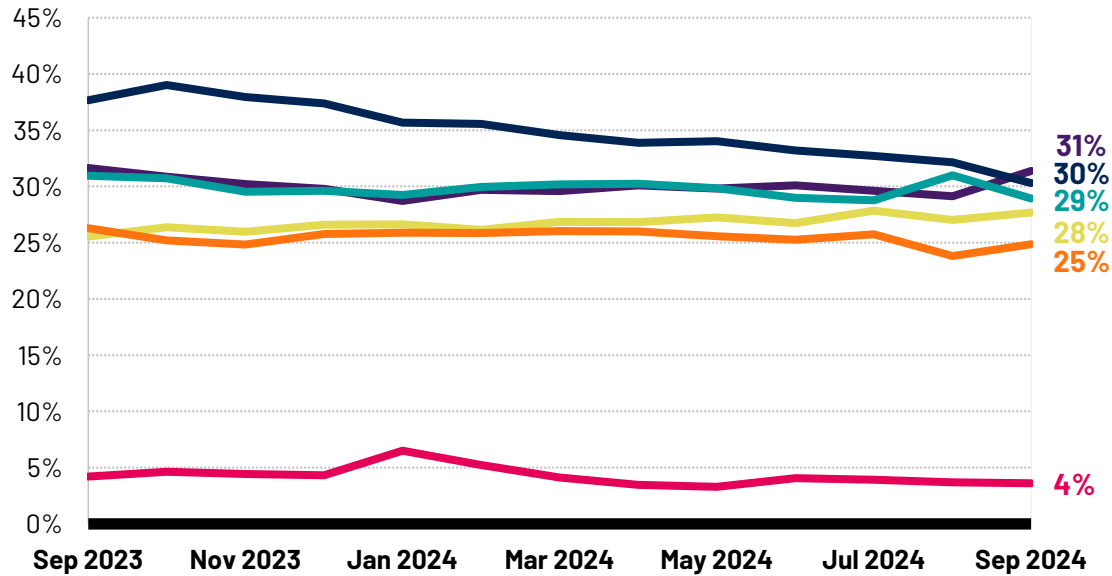
Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: Sep 24

# What Worries the World? 12 MONTH TREND

## Top five worries

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



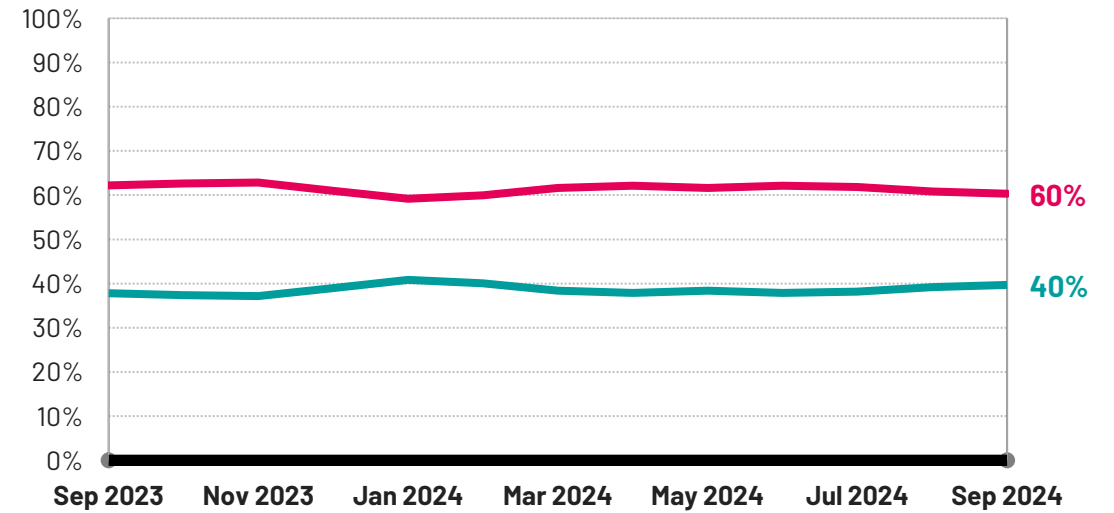
Crime
Inflation
Inequality
Jobs
Corruption
Covid-19

Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: Sep 24

## State of the 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?



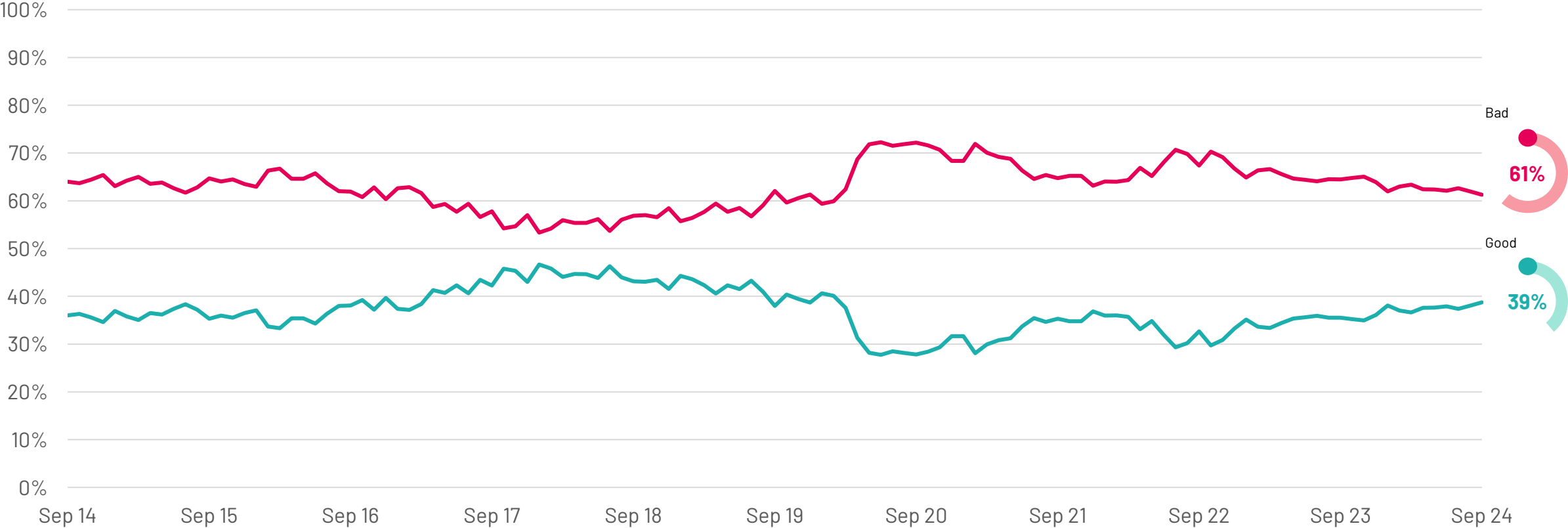
Right Direction Wrong Track



# Global: Current Economic Situation

**Q: How would you describe the current economic situation in your country?**

(% 'Very good' or 'Somewhat good' & 'Very bad' or 'Somewhat bad')



**Base:** Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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# DIRECTION OF TRAVEL

All countries



# Right vs. Wrong Direction Monitor

**Base:** Representative sample of 24,720 adults aged 18-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

Forty per cent across 29 countries say their country is headed in the right direction. This is up 1pp compared to last month and 2pp higher than 12 months ago.

Singapore is the most positive with 82% saying they are satisfied with things in their country. Conversely only 14% of Peruvians say the same about Peru.

Looking at the last 12 months, six countries have seen a double-digit increase in their right direction score: Brazil,

Mexico, South Africa, and Germany, all 13pp higher, with Sweden and Great Britain up 11pp and 10pp, respectively.

Thailand and Indonesia have seen the biggest falls in their right direction scores, down 14pp and 15pp.

However, a majority in both these markets (52% and 65%, respectively) feel their countries are headed in the right direction.

# 6

countries have seen a double-digit increase in their right direction score compared to 12 months ago.



# Right vs. Wrong Direction Monitor

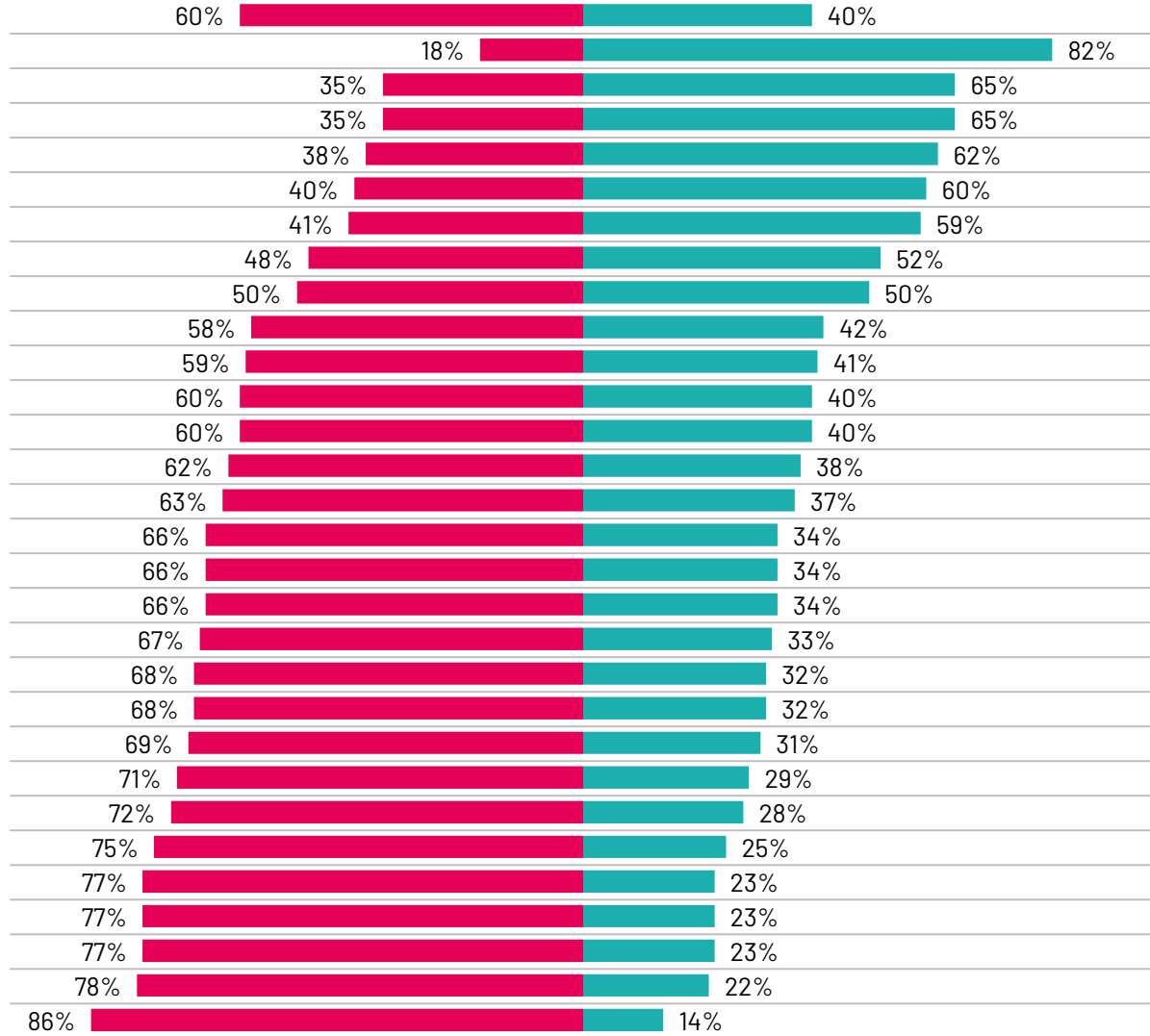
**Base:** Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

## Country

World
Singapore
Indonesia
India
Malaysia
Mexico
Argentina
Thailand
Australia
Poland
Brazil
Great Britain
South Africa
Germany
US
Sweden
Spain
Canada
Netherlands
Chile
Colombia
Italy
Belgium
Japan
Israel
Türkiye
South Korea
Hungary
France
Peru

## Q: Would you say things in this country are heading in the right direction, or are they off on the wrong track? (September 2024)



Right Direction  
Wrong Track

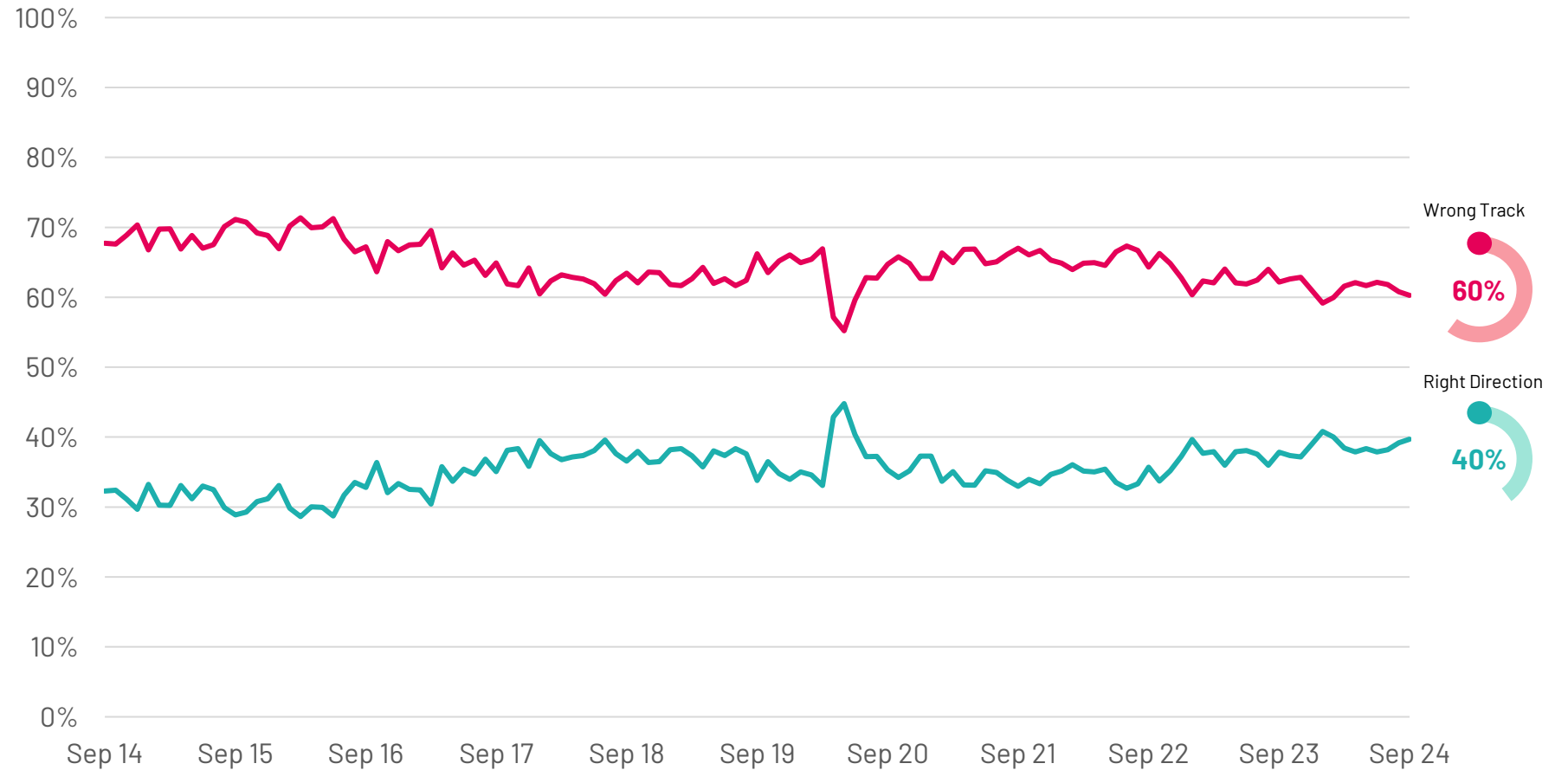
# Global Right/Wrong Direction

Global country average score

**Base:** Representative sample of 24,720 adults aged 18-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

**Q: Would you say things in this country are heading in the right direction, or are they off on the wrong track?**



# WHAT WORRIES THE WORLD?

Top issues ranked

# World Worries: Full List

**Base:** Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

September 2024 is the first time since March 2022 that something other than inflation is the top global concern in *What Worries the World*. Prior to the cost-of-living crisis that has taken hold over recent years, Coronavirus was the dominant issue.

There have only been three months out of the last 53 that something other than inflation and Coronavirus was the number one global worry. In October 2021 and November 2021 and then in March 2022,

inequality was the biggest concern.

Crime and violence is now the number one concern with 31% choosing it as a major issue in their country. However, this month's story is more about the decline of inflation as a worry on a global level than panic about crime and violence rising.

Concern about crime across 29 countries is broadly in line with where it was 12 months ago; its top place is the result of worry about inflation steadily falling over the last 18 months.

# 29

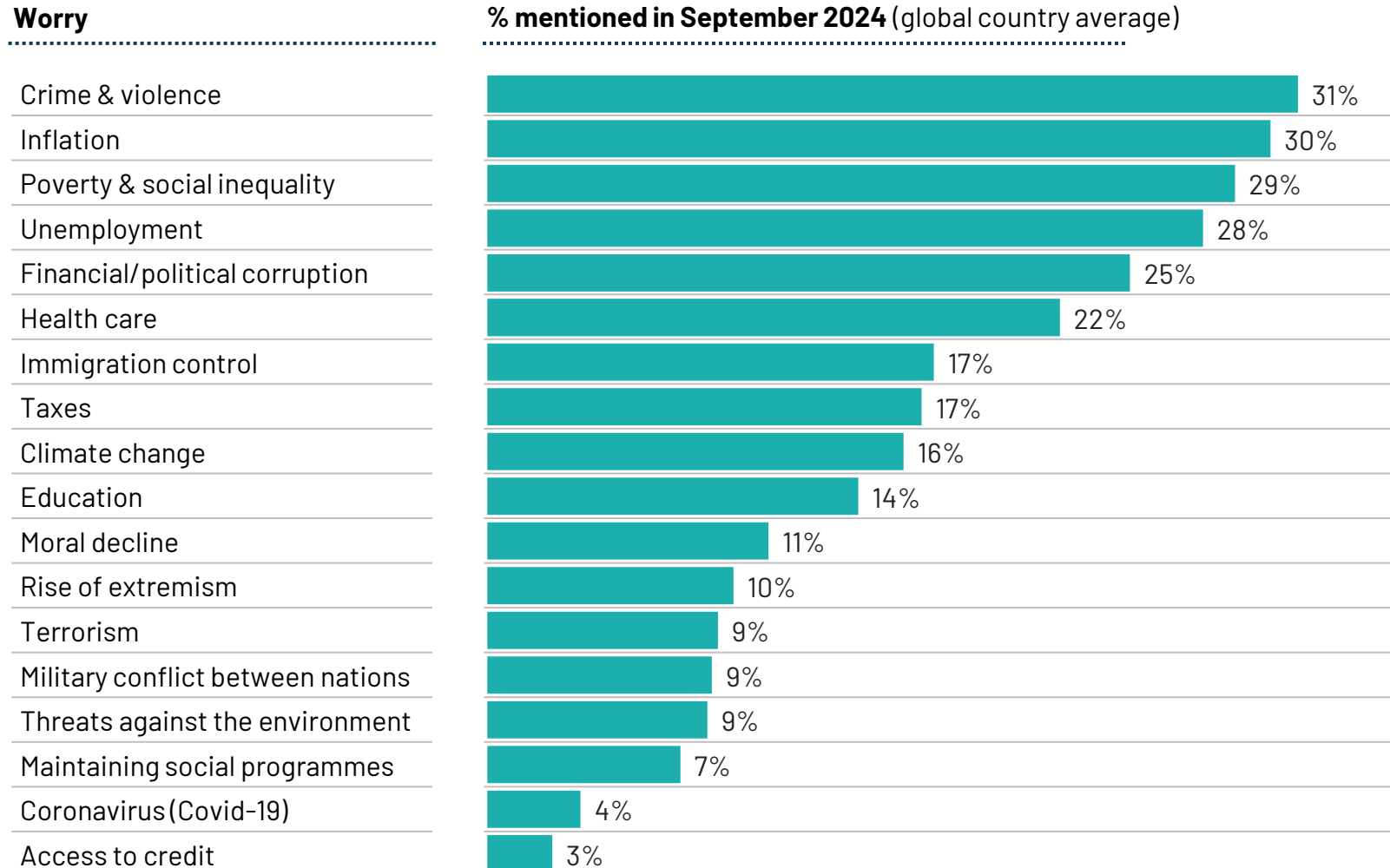
Inflation was the number one concern for the last 29 consecutive months, with Crime and Violence now the top worry.

# World Worries: Full List

**Base:** Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

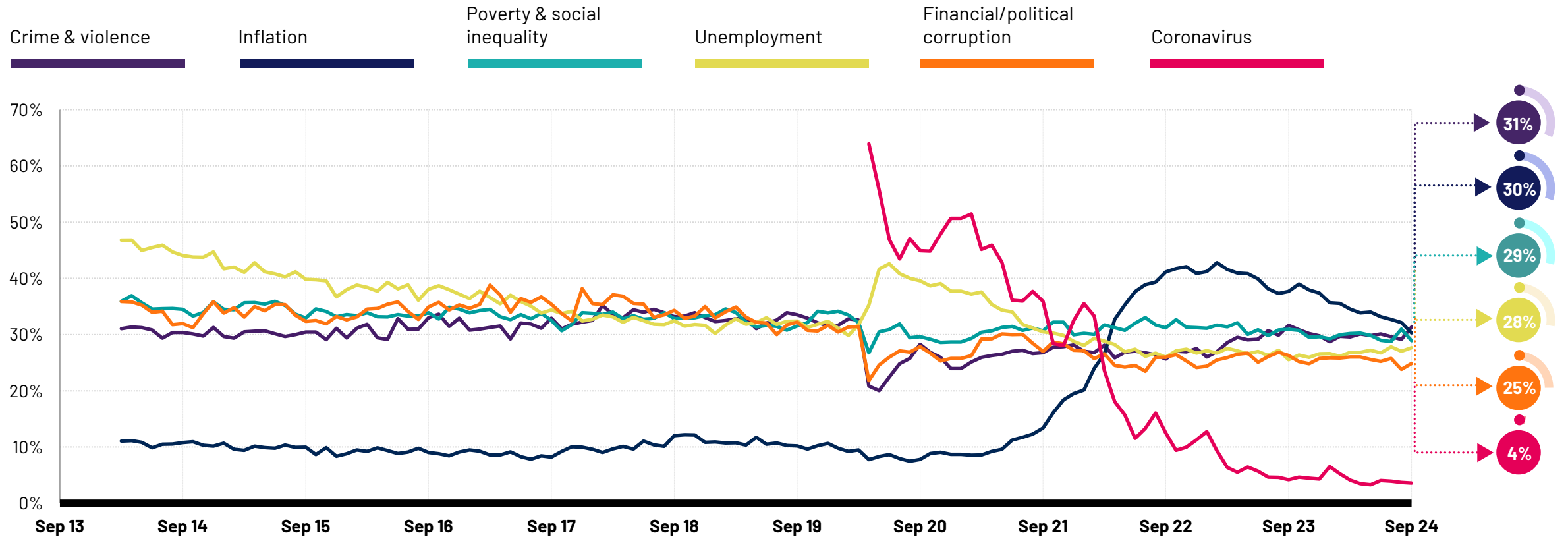
**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

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



# World Worries: Long-Term Trend

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



Base: Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: Sep 24

# 1. Crime & Violence

**Base:** Representative sample of 24,720 adults aged 18-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

Thirty-one per cent across 29 countries choose crime and violence as a major issue in their country, making it the number one issue this month.

This is the first time it has been at the top since March 2020, which was the month before Coronavirus was added to our survey.

LATAM countries alongside some European countries are the most worried about crime. Mexico in March 2020 had 73% worried about crime, today worry is 54%. This month, Chile

is the most worried with 65%, 30pp higher than March 2020.

Looking at the last 12 months many countries have seen a rise in concern crime. The biggest increases are in Malaysia (+20pp), Great Britain (+16pp) and Germany (+13pp).

## Countries where CRIME & VIOLENCE is the #1 concern:

- Chile 65%
- Sweden 65%
- Mexico (54%)
- Peru 52%
- Brazil 40%
- Germany (37%)
- France (35%)

# 31%

say **crime & violence** is one of the key issues facing their country

# 1. Crime & Violence

**Base:** Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

Country	% choosing crime & violence as a worry	Change from 12-month	
		last month	change
World	31%	+2	-1
Chile	65%	+4	+5
Sweden	65%	+7	+8
Mexico	54%	+7	-4
South Africa	54%	+1	-3
Peru	52%	+4	-11
Brazil	40%	-2	-1
Malaysia	40%	+9	+20
Argentina	40%	+2	-13
Colombia	37%	-2	-5
Germany	37%	+6	+13
France	35%	+3	+1
Great Britain	34%	+5	+16
Australia	33%	+5	+4
Israel	29%	+5	-19
US	28%	-1	-9
Belgium	27%	=	+1
Thailand	26%	+2	+4
Italy	25%	+1	=
South Korea	21%	+4	-21
Netherlands	21%	+2	+1
India	21%	+1	-7
Türkiye	20%	-3	+1
Spain	19%	-4	+2
Singapore	19%	+11	+11
Canada	19%	+3	+3
Indonesia	17%	-4	-5
Japan	12%	-1	-6
Poland	11%	+1	+4
Hungary	7%	-3	=



## 2. Inflation

**Base:** Representative sample of 24,720 adults aged 18-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

Thirty per cent across 29 countries say inflation is one of the top concerns in their country. It is the second biggest concern globally, the first time that it has not been in top place since March 2022. September 2024's score is the lowest since March 2022 (27%).

Worry for rising prices has been steadily declining over the last 18 months (the peak was February 2023 when it was 43%) and, looking at how the picture compares to September 2023, 25 countries now have a lower

level of concern than 12 months ago.

The US is the only country with a significant increase in worry in the last year (+5pp).

In September 2024 Türkiye is now the only country where a majority (52%) see inflation as a major issue.

### Countries where INFLATION is the #1 concern:

- Türkiye (52%)
- Singapore (47%)
- Australia (48%)
- Poland (34%)
- US (48%)
- India (30%)

# 30%

say **inflation** is one of the key issues facing their country

# 2. Inflation

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Country	% choosing inflation as a worry	Change from 12-month	
		last month	change
World	30%	-2	-8
Türkiye	52%	+2	-5
Argentina	48%	-4	-18
Australia	48%	-2	-5
US	48%	+2	+5
Singapore	47%	-20	-12
Canada	43%	-7	-15
Poland	34%	-9	-17
France	33%	-7	-7
Malaysia	32%	+1	-8
South Korea	31%	-2	=
Hungary	30%	-8	-16
India	30%	-1	-16
Great Britain	30%	+3	-13
Japan	29%	+4	=
Spain	28%	+2	-5
Mexico	28%	+3	-3
Italy	26%	+2	-6
Colombia	26%	+3	-5
Thailand	25%	-4	-2
Chile	25%	-6	-10
Belgium	24%	+3	-6
Germany	23%	-9	-19
Peru	23%	+12	-3
Brazil	22%	-1	-1
Israel	21%	+5	-1
South Africa	19%	-5	-5
Indonesia	18%	-2	+1
Netherlands	17%	-4	-5
Sweden	17%	-4	-16

### 3. Poverty & Social Inequality

**Base:** Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

Twenty-nine per cent across 29 countries say poverty and social inequality is one of the top issues affecting their country. This is 2pp higher than last month and 2pp higher than September 2023.

Three countries choose inequality as the number one concern in their country: Thailand, Netherlands and Japan.

Thailand is the most concerned about this issue in September. Forty-seven per cent feel it is a major issue in the country.

Concern for inequality is at record levels in Thailand. This and last month has seen the highest level of worry for the issue in the country and is 8pp higher than June 2024.

#### Countries where POVERTY & SOCIAL INEQUALITY is the #1 concern:

- Thailand (47%)
- Netherlands (36%)
- Japan (34%)

# 29%

say **poverty & social inequality** is one of the key issues facing their country

# 3. Poverty & Social Inequality

**Base:** Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

Country	% choosing poverty & social inequality as a worry	Change from 12-month	
		last month	change
World	29%	-2	-2
Thailand	47%	=	+4
Indonesia	44%	-1	=
Argentina	41%	-2	=
Türkiye	39%	+8	+5
Hungary	39%	+2	-1
Brazil	38%	=	-5
Netherlands	36%	+4	-6
Japan	34%	+2	-1
South Africa	33%	-3	-1
Mexico	32%	+6	=
Peru	32%	-19	-3
Colombia	31%	-10	-3
Australia	29%	+2	+3
France	28%	-1	+3
Great Britain	27%	-5	-1
Italy	27%	=	-2
Canada	26%	=	=
Germany	26%	-7	-11
Malaysia	25%	-6	-11
Chile	25%	+3	-6
South Korea	24%	-2	-2
Poland	23%	=	+6
Belgium	23%	-1	-3
Spain	23%	-6	-4
India	20%	+1	+2
US	19%	-3	-1
Israel	17%	-4	-11
Sweden	17%	-6	-6
Singapore	13%	-17	-7

## 4. Unemployment

**Base:** Representative sample of 24,720 adults aged 18-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

Twenty-eight per cent across 29 countries choose unemployment as one of the biggest issues in their country. Concern for jobs is 2pp higher than 12 months ago but looking at the long-term picture worry is lower than it was at the start of the Covid-19 pandemic and indeed the levels a decade ago.

Back in September 2014, 44% chose unemployment as one of their biggest worries.

In September 2024, South Africa is the most worried country with 66% saying it is a concern.

The two countries seeing the biggest rise in worry compared to last month are Germany and Hungary (both +8pp).

### Countries where UNEMPLOYMENT is the #1 concern:

- South Africa (66%) • South Korea (41%)
- Argentina (51%) • Spain (36%)
- Colombia (49%)

# 28%

say **unemployment** is one of the key issues facing their country

# 4. Unemployment

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Country	% choosing unemployment as a worry	Change from 12-month	
		last month	change
World	28%	+1	+2
South Africa	66%	+1	+2
Argentina	51%	=	+20
Colombia	49%	+6	+11
Indonesia	49%	+4	+11
South Korea	41%	+4	+9
Peru	37%	-2	+4
Chile	36%	+4	+6
Spain	36%	+2	-2
Mexico	35%	-11	+2
Italy	33%	+1	-5
Thailand	31%	+1	+4
Singapore	30%	-8	-4
India	30%	-3	-9
Malaysia	29%	=	-5
Canada	25%	+8	+10
Türkiye	24%	+3	-1
Brazil	24%	+3	-2
Australia	21%	-1	-3
Hungary	20%	+8	+4
Belgium	19%	+3	+3
Sweden	19%	+2	+7
Poland	18%	-1	+9
US	16%	+2	=
Japan	14%	-2	-6
Great Britain	12%	-4	-1
France	12%	=	+3
Germany	11%	+1	+1
Israel	9%	-2	-3
Netherlands	5%	-3	=

## 5. Financial/ Political Corruption

**Base:** Representative sample of 24,720 adults aged 18-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

Twenty-five per cent across 29 countries choose financial/political corruption as a top issue in their country. This is a marginal increase from last month and slightly lower than this time last year.

Looking at the bigger picture concern for corruption is lower than its pre-pandemic level. Back in March 2023, the month before Coronavirus was added, 31% chose financial/political corruption as an issue, and worry has not risen to that level from a global perspective in the

last four and a half years.

Indonesia is the most worried country with 63% saying it is a concern. This is up 5pp compared to August 2024 and is 8pp higher than this time last year.

### Countries where **FINANCIAL/POLITICAL CORRUPTION is the #1 concern:**

- Indonesia (63%)
- Malaysia (42%)

# 25%

say **financial/political corruption** is one of the key issues facing their country

# 5. Financial/ Political Corruption

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Country	% choosing financial/political corruption as a worry	Change from 12-month	
		last month	change
World	25%	+1	-1
Indonesia	63%	+5	+9
Peru	51%	+10	=
Thailand	44%	+4	-1
South Africa	44%	=	-7
Malaysia	42%	-2	-8
South Korea	36%	-2	+2
Hungary	35%	-8	-11
Colombia	34%	+3	-2
Chile	28%	+1	-8
Poland	28%	+5	-2
Spain	27%	+2	+7
Japan	27%	+2	+13
Israel	27%	+4	-4
Brazil	26%	-2	-3
Mexico	25%	+3	-6
Argentina	24%	+6	-3
India	22%	+1	-4
Türkiye	19%	=	+6
US	17%	-3	-6
Singapore	13%	+6	-4
Belgium	13%	+2	-6
Italy	12%	-1	+2
Australia	12%	-3	+2
Canada	10%	+2	-2
Great Britain	10%	=	-6
France	9%	+2	+2
Sweden	8%	-3	+3
Netherlands	7%	-1	-4
Germany	7%	-2	-3



## 9. Climate Change

**Base:** Representative sample of 24,720 adults aged 18-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

Climate change is the ninth biggest concern across 29 countries with 16% saying it is one of the biggest issues in their country.

Concern is 3pp lower than this time last year when it ranked as the seventh biggest concern globally. 19 countries have a lower level of concern for climate change this month than they did in September 2023.

This lower level of worry, or perhaps other concerns being seen as more important in the short term, is against a

backdrop of this summer's temperatures in Europe being [the hottest ever](#).

Japan, where there has been extreme heatwaves this summer, is the most worried country with 33% choosing it as a concern. Worry for climate change in Japan is up 7pp since July this year.

**No countries choose CLIMATE CHANGE as their #1 concern.**

# 16%

say **climate change** is one of the key issues facing their country

# 9. Climate Change

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Country	% choosing climate change as a worry	Change from 12-month last month change	
World	16%	-1	-3
Japan	33%	=	+1
Netherlands	27%	-2	-2
Canada	23%	-2	-8
Australia	22%	+1	-7
US	22%	=	-1
Germany	21%	=	-6
South Korea	21%	+1	+1
Italy	21%	-2	-7
Belgium	21%	+3	+1
Poland	20%	+2	+3
Singapore	20%	-4	-11
Thailand	20%	+1	+8
Great Britain	19%	-1	-8
France	18%	-5	-6
Spain	18%	-1	-8
Indonesia	17%	=	-10
Sweden	17%	-2	-1
Mexico	17%	+1	=
Brazil	15%	+1	+5
India	13%	-1	+3
Malaysia	10%	-2	+1
Colombia	9%	-2	-2
South Africa	9%	-2	=
Chile	8%	+1	-5
Türkiye	8%	=	-4
Hungary	7%	-2	-4
Peru	6%	-1	-4
Argentina	4%	+1	+1
Israel	2%	=	-3

# 14. Military Conflict Between Nations

**Base:** Representative sample of 24,720 adults aged 18-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

*\*Note this month's fieldwork was done prior to escalation in the conflict between Israel and Hezbollah.*

Nine per cent of people across 29 countries choose military conflict between nations as a major issue in their country.

Israel is the most worried country about conflict with 41% choosing it as a major issue.

This is down 9pp compared to last month after Israel saw an increase in concern for this issue in August 2024. Last

month's score was 5pp higher than July's.

The issue is no longer Israel's biggest worry, with 50% saying terrorism is a concern.

**No countries choose MILITARY CONFLICT as their #1 concern.**

# 9%

say **military conflict between nations** is one of the key issues facing their country

# 14. Military Conflict Between Nations

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**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

Country	% choosing military conflict between nations as a worry	Change from 12-month	
		last month	change
World	9%	-1	+2
Israel	41%	-9	+25
Poland	30%	-1	+1
Germany	18%	-4	+3
Netherlands	16%	-1	+6
Japan	14%	+1	-4
Italy	12%	-2	+5
Sweden	11%	+1	-1
France	11%	+4	+4
India	10%	+1	+4
US	9%	-4	+3
South Korea	9%	-3	-3
Great Britain	8%	-3	+1
Belgium	8%	-3	+2
Australia	7%	=	+1
Hungary	6%	=	=
Singapore	6%	=	+2
Canada	4%	-1	=
Colombia	4%	-1	+1
Mexico	3%	+1	+1
Spain	3%	-5	-1
Malaysia	3%	-1	=
Indonesia	3%	-2	=
Türkiye	3%	=	+1
Thailand	2%	-5	-4
South Africa	2%	+1	=
Brazil	2%	=	+1
Argentina	2%	-1	+1
Chile	1%	-2	+1
Peru	1%	-3	=

# 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

**Base:** Representative sample of 24,720 adults aged 18-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

Four in ten people (39%) across 29 countries describe the current economic situation in their country as good – up four points from this time last year.

Top of the table is Singapore on 83%, followed by India on 78%. Singapore and India have taken turns occupying the top spot for the past three years, with September 2021 the last time a third country sat top of the table (Sweden at 68%).

Singapore also sees the biggest month-on-month increase (+16pp), followed by Germany (+9pp). Conversely, both Spain and Belgium are down 7pp from last month.

Looking further back, it is the

Netherlands (+16pp), Argentina (+14pp), and Germany (+13pp) whose “good economy” scores have risen most over the past 12 months.

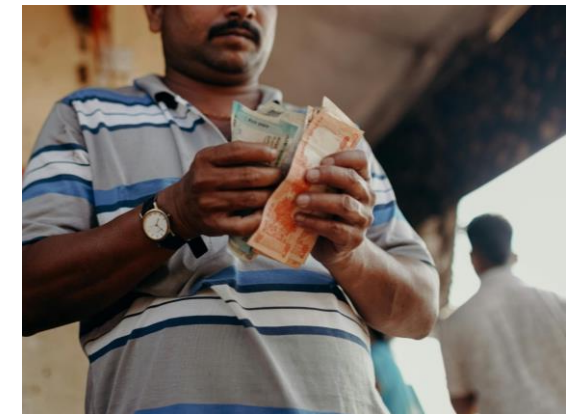
Meanwhile, Indonesia’s score has fallen 13 points over the same period.

## Top countries most worried about the economy:

- Japan (14% say it’s in “good” shape)
- South Korea (15%)
- Türkiye (18%)
- Argentina (19%)
- Peru (19%)

Over the past 12 months, the Netherlands’ good economy score has risen

# 16pts



# Current Economic Situation

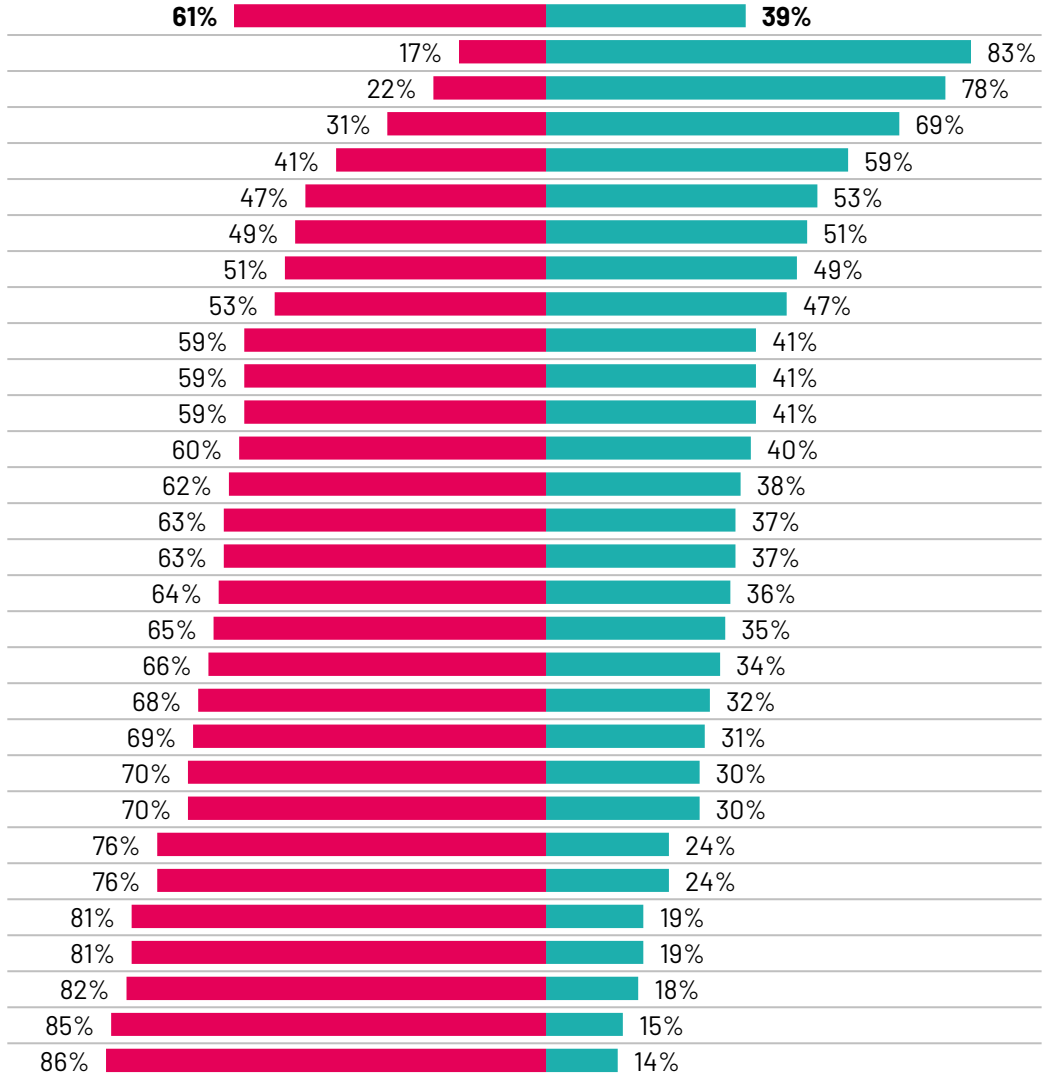
**Base:** Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 24

## Country

World
Singapore
India
Netherlands
Malaysia
Indonesia
Mexico
Germany
Australia
US
Sweden
Poland
Thailand
Brazil
Canada
Belgium
Spain
Israel
Great Britain
South Africa
Chile
Italy
France
Colombia
Hungary
Peru
Argentina
Türkiye
South Korea
Japan

## Q: How would you describe the current economic situation in your country?



Good (teal bar)      Bad (pink bar)

## Change from 12-month last month change

+1	+4
+16	+8
-3	+4
+5	+16
+1	+5
-3	-13
+4	+7
+9	+13
+2	+2
+2	+1
-3	+10
=	+8
+1	-6
+3	-3
+1	+2
-7	-5
-7	+1
+5	-3
+3	+6
-2	+7
+1	+9
-3	+2
+3	+2
-4	-2
=	+7
+4	+2
-1	+14
-4	+1
-1	+1
+3	=





# Current Economic Situation

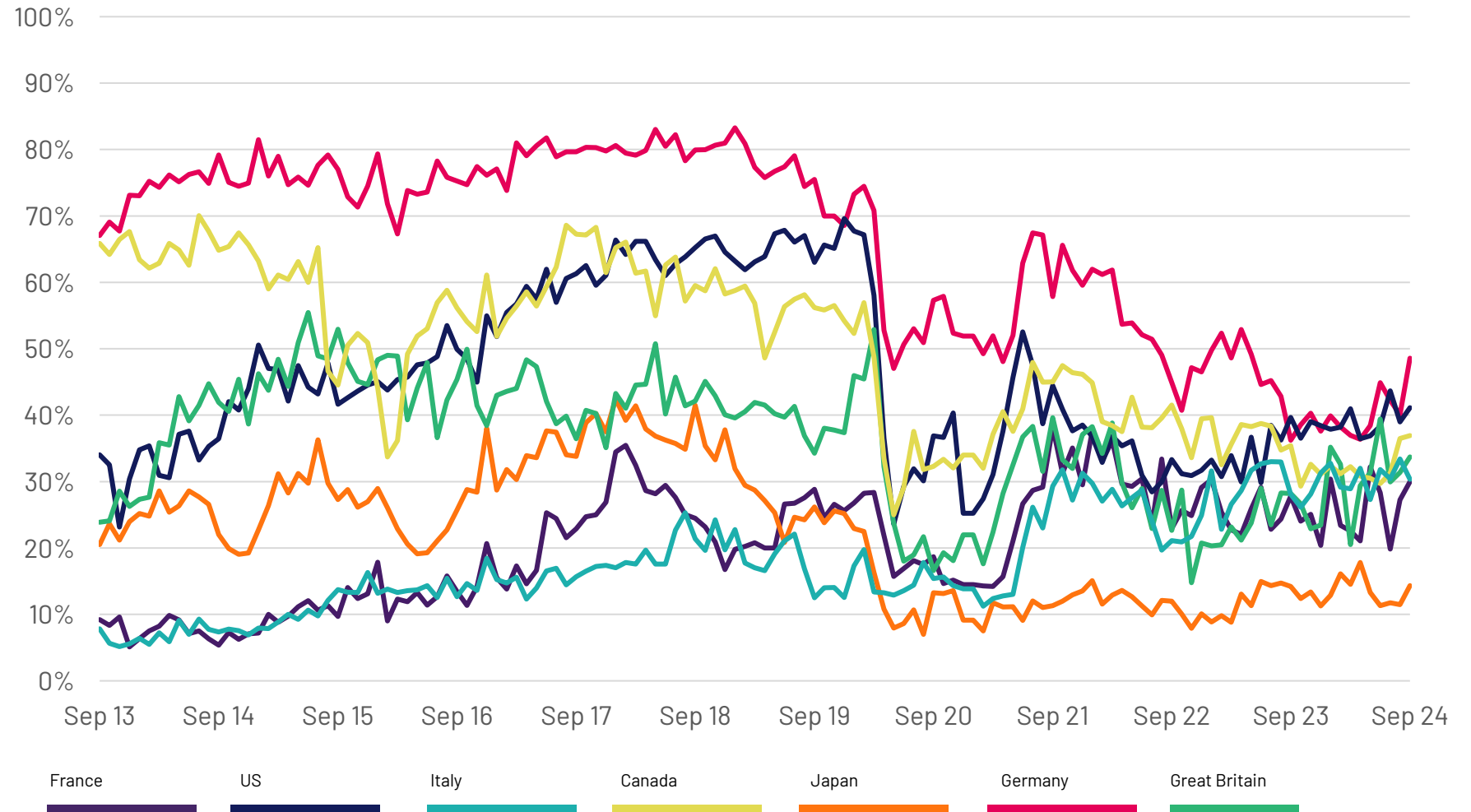
G7

% 'Very good' or 'Somewhat good'

**Base:** Representative sample of 24,720 adults aged 18-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

Q: How would you describe the current economic situation in your country?



# Current Economic Situation

## Argentina

% 'Very good' or 'Somewhat good'

Despite a fall of one point this month, Argentina's good economy score has had one of the biggest rises over the past 12 months (+13pp).

**Base:** Representative sample of 24,720 adults aged 18-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

Q: How would you describe the current economic situation in your country?



# Current Economic Situation

## Canada

% 'Very good' or 'Somewhat good'

**Base:** Representative sample of 24,720 adults aged 18-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

Q: How would you describe the current economic situation in your country?



# Current Economic Situation

## France

% 'Very good' or 'Somewhat good'

**Base:** Representative sample of 24,720 adults aged 18-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

Q: How would you describe the current economic situation in your country?



# Current Economic Situation

## Germany

% 'Very good' or 'Somewhat good'

Germany's good economy score is up nine points this month, its highest score in over a year (49% in May 2023).

**Base:** Representative sample of 24,720 adults aged 18-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

Q: How would you describe the current economic situation in your country?



# Current Economic Situation

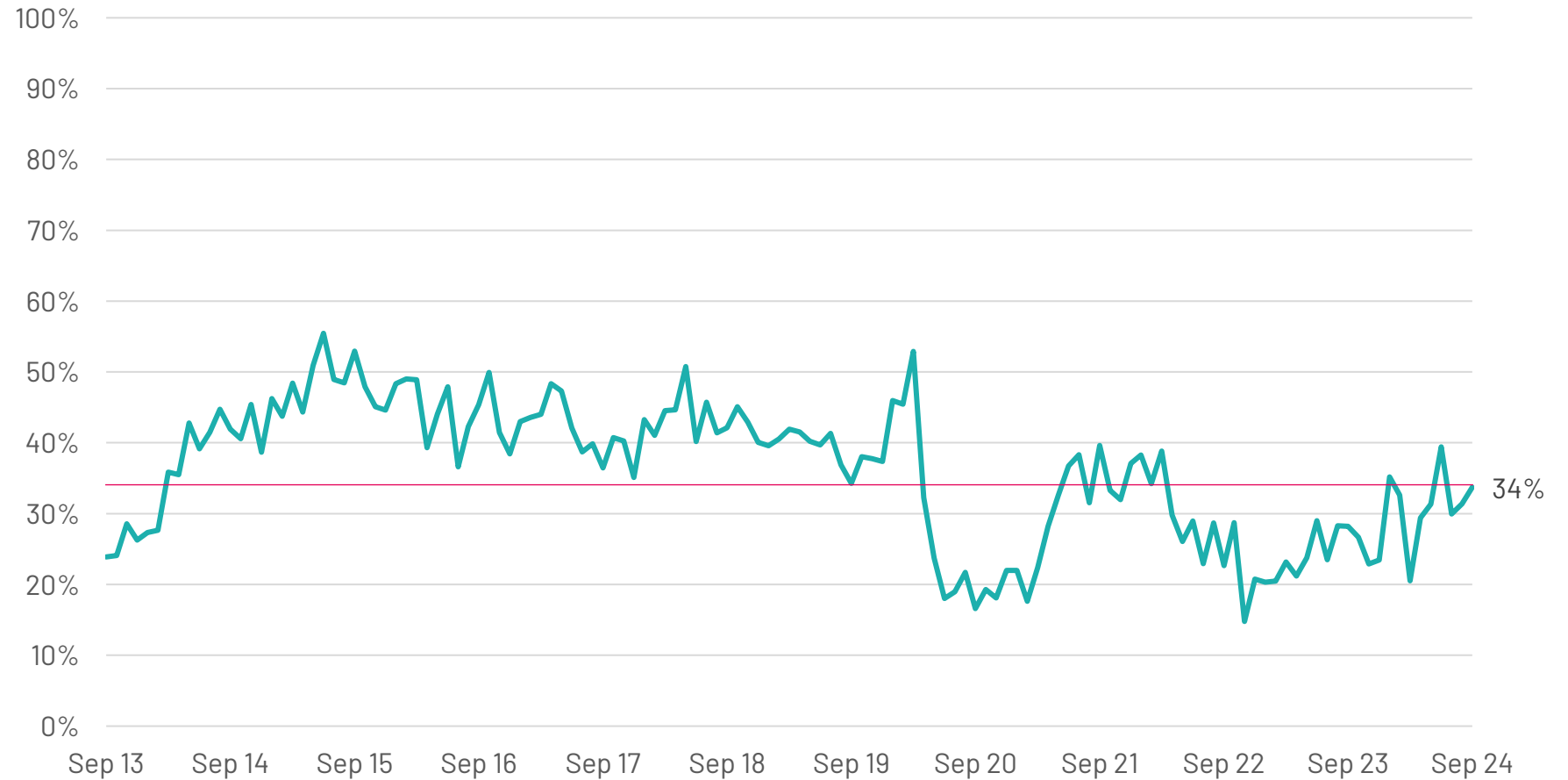
## Great Britain

% 'Very good' or 'Somewhat good'

**Base:** Representative sample of 24,720 adults aged 16-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

Q: How would you describe the current economic situation in your country?



# Current Economic Situation

## India

% 'Very good' or 'Somewhat good'

Down three points this month, India moves into second position in our league table. India has had the highest good economy score for eight of the past 12 months.

**Base:** Representative sample of 24,720 adults aged 18-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

Q: How would you describe the current economic situation in your country?



# Current Economic Situation

## Indonesia

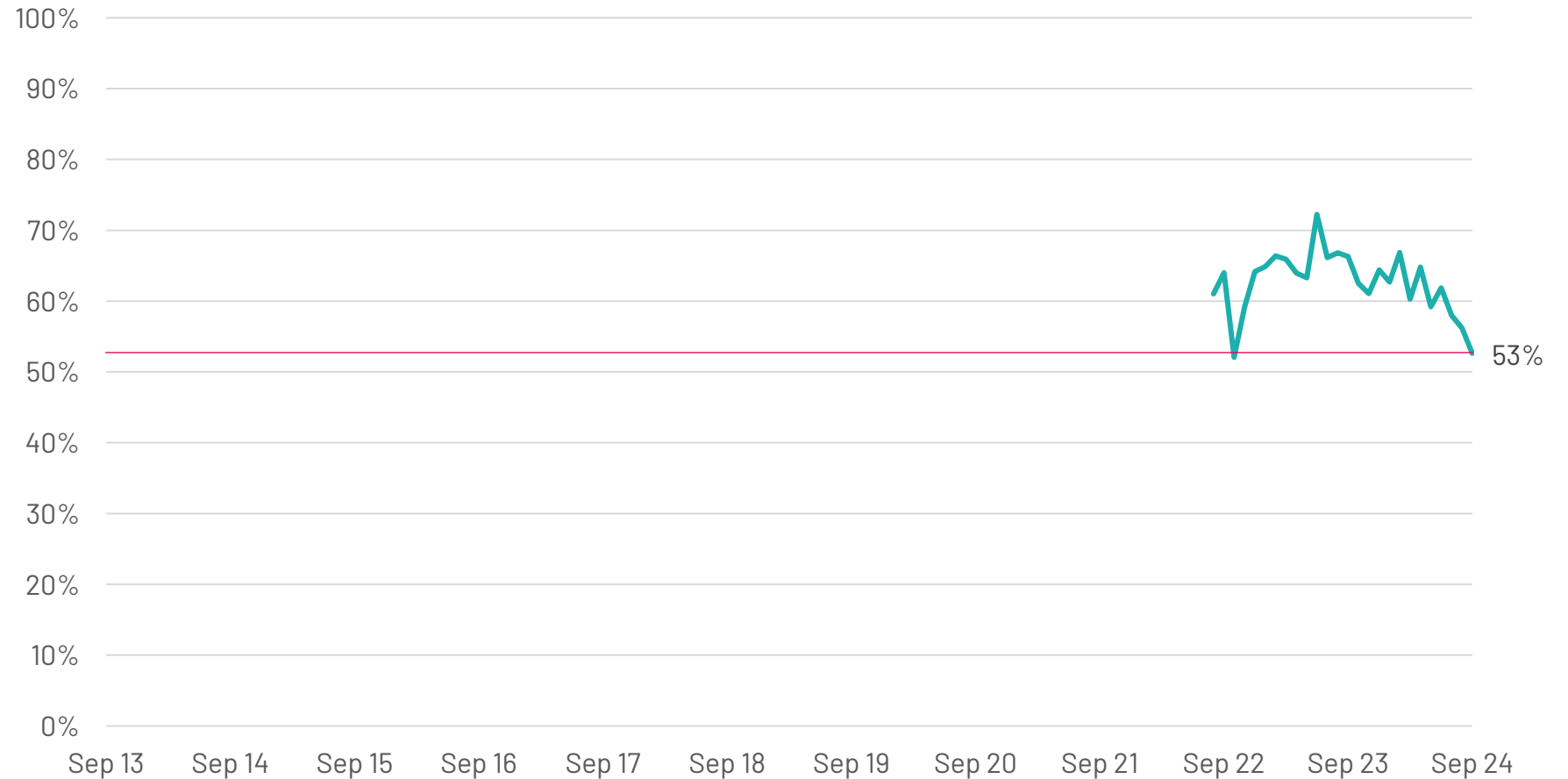
% 'Very good' or 'Somewhat good'

Indonesia's good economy score is down 13 points from 12 months ago.

**Base:** Representative sample of 24,720 adults aged 18-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

Q: How would you describe the current economic situation in your country?





# Current Economic Situation

## Italy

% 'Very good' or 'Somewhat good'

**Base:** Representative sample of 24,720 adults aged 18-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

Q: How would you describe the current economic situation in your country?



# Current Economic Situation

## Japan

% 'Very good' or 'Somewhat good'

Despite a three-point rise on last month's good economy score, Japan remains bottom of our 29-country ranking.

**Base:** Representative sample of 24,720 adults aged 18-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

Q: How would you describe the current economic situation in your country?



# Current Economic Situation

## Netherlands

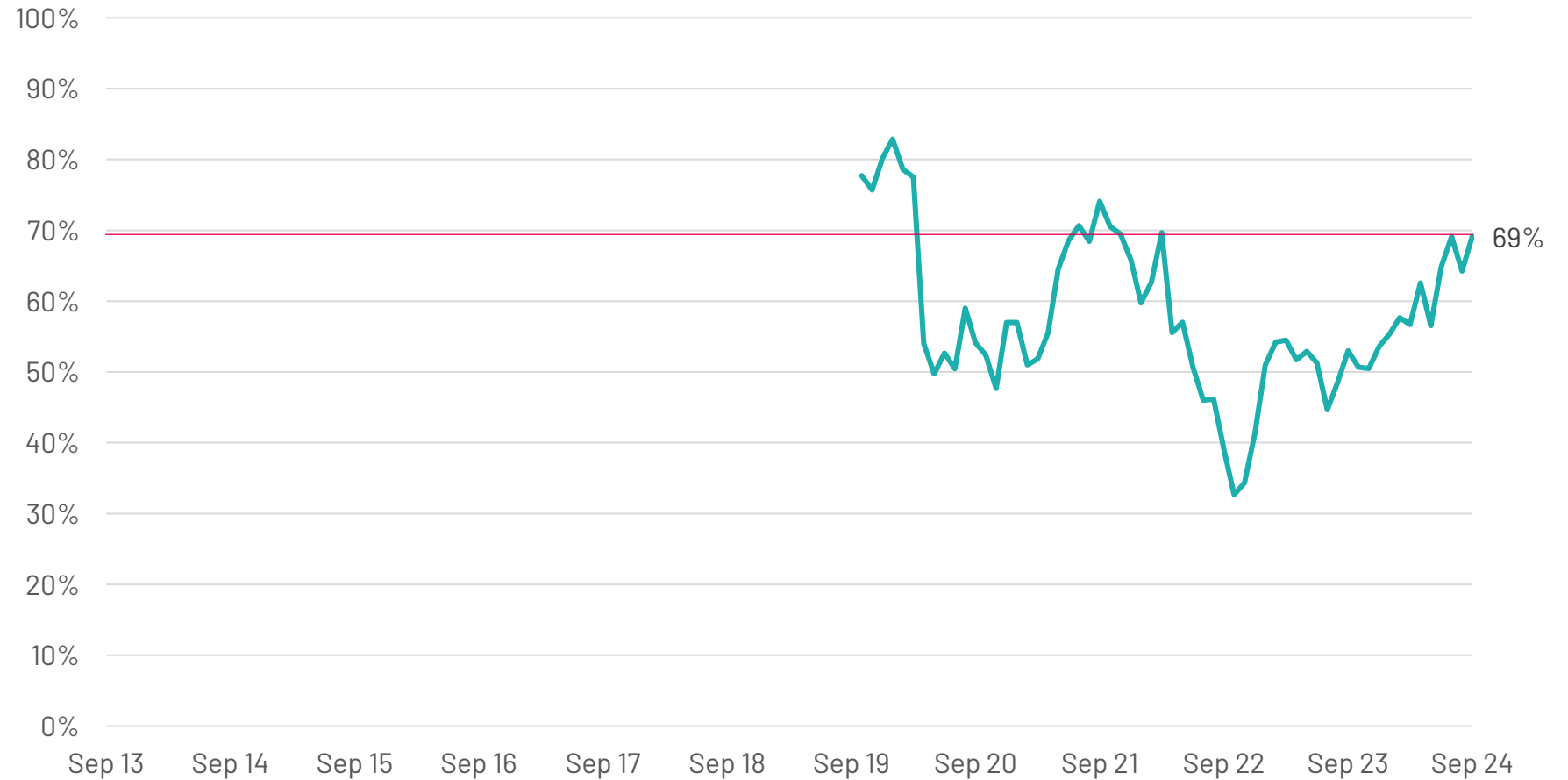
% 'Very good' or 'Somewhat good'

The Netherlands has had the biggest 12-month increase to its good economy score, up 16 points.

**Base:** Representative sample of 24,720 adults aged 18-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

Q: How would you describe the current economic situation in your country?



# Current Economic Situation

## Singapore

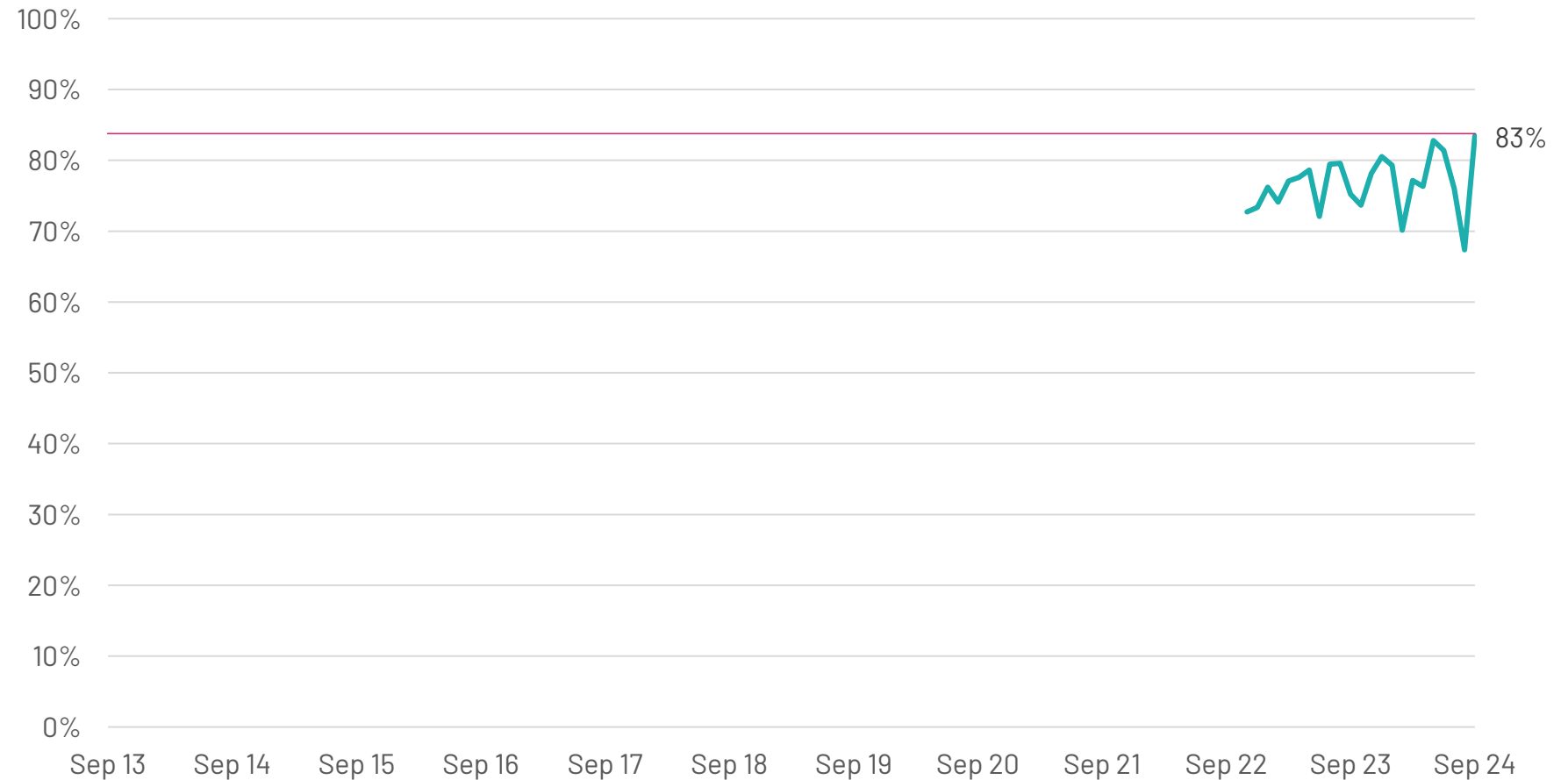
% 'Very good' or 'Somewhat good'

Singapore's good economy score is up 16 points this month.

**Base:** Representative sample of 24,720 adults aged 18-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

Q: How would you describe the current economic situation in your country?



# Current Economic Situation

US

% 'Very good' or 'Somewhat good'

**Base:** Representative sample of 24,720 adults aged 18-74 in 29 participating countries, August 23rd 2024 - September 6th 2024.

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

Q: How would you describe the current economic situation in your country?



# Methodology

This 29-country Global Advisor survey was conducted between August 23rd 2024 and September 6th 2024 via the Ipsos Online Panel system among 24,720 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

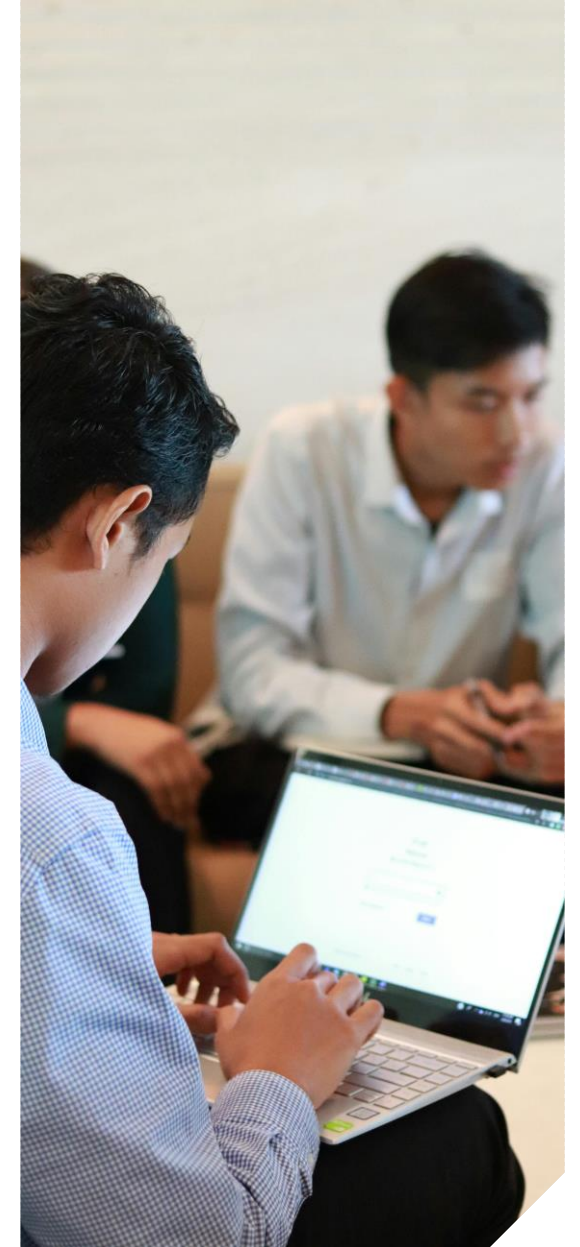
classes A, B and C in metros and tier 1-3 town classes across all four zones.

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.



# THANK YOU

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