

WHAT WORRIES THE WORLD?

October 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.

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Summary

01. Inflation, the top concern again

After falling out from the top spot last month, 19 out of the 29 countries have seen their level of worry about the cost-of-living rise, leading to inflation once again being the number one issue.

02. Rising prices is the number one concern in eight countries

In Singapore (56%), Türkiye (55%), the US (51%), Canada (51%), Australia (47%), India (47%), Argentina (46%) and Poland (36%) inflation is the number one worry.

03. Peruvians consistently pessimistic

Peru remains bottom of our list with 15% believing the nation is on the right track. The country has been bottom of the list for 14 consecutive months. Worry about crime is also on the rise. 66% of Peruvians see it as an issue, up 14pp this month.

04. France is the most negative about their economy

France has the lowest proportion of people who describe their country's economy as good. 16% say the economy is good, after a 14pp fall compared from last month.

05. Health care reaches record levels in South Korea

Concern over health has reached the highest level we've recorded for the country (34%). This month last year only 3% in South Korea were worried about health care. It remains behind corruption and unemployment (35%) as Koreans top concerns.

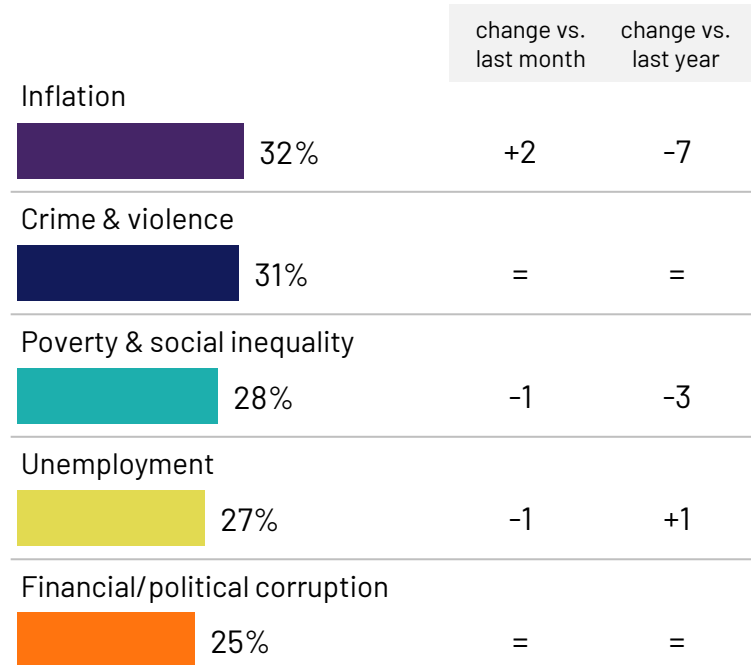
06. Economic worries dominate in India

India has seen the most significant month-on-month change in worry for inflation after increasing 17pp with 47% expressing concern. Indians' worry about unemployment is also up 14pp this month to 44%. It ranks as the country's second biggest issue.

What Worries the World? OCTOBER 2024

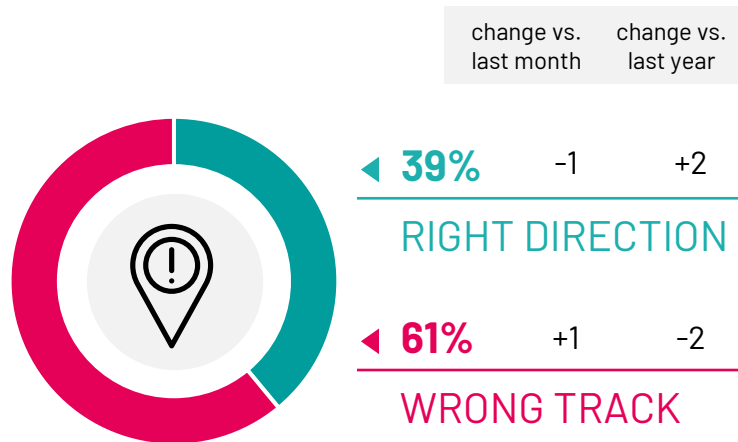
Top five worries

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



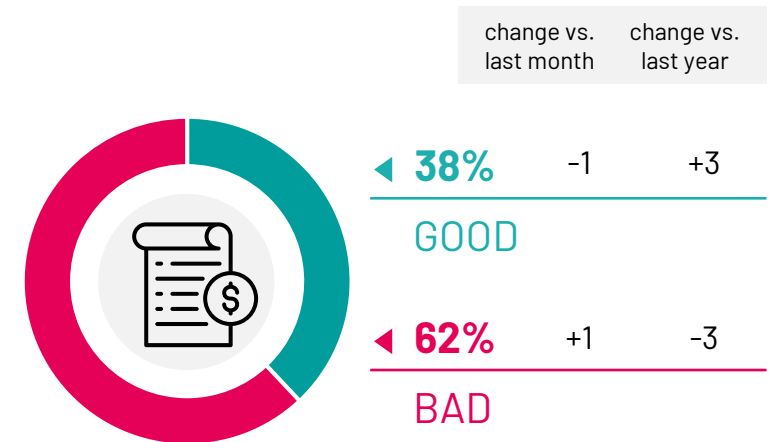
State of the country

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?



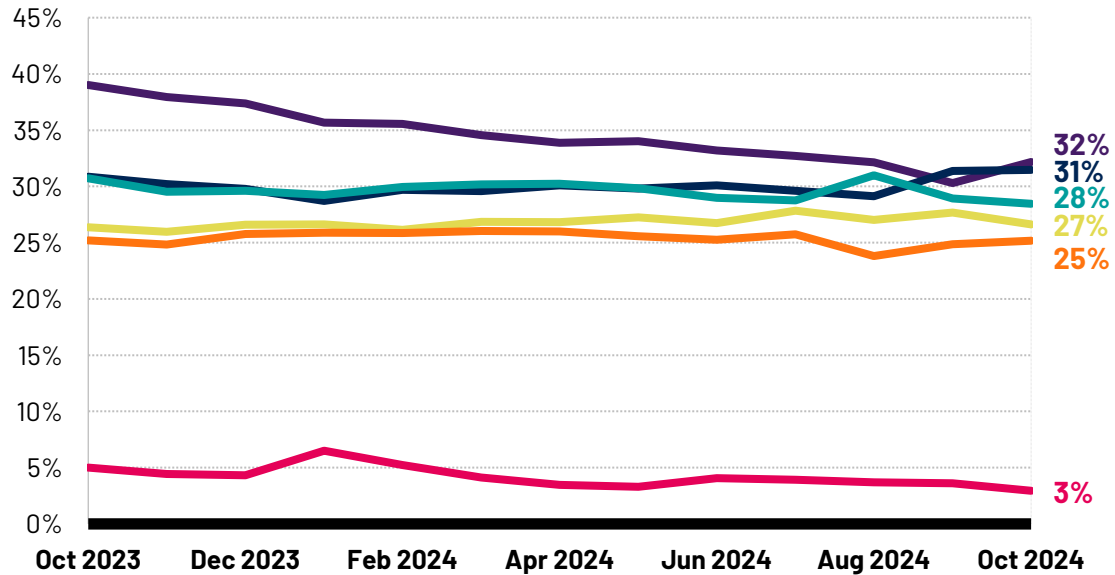
Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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



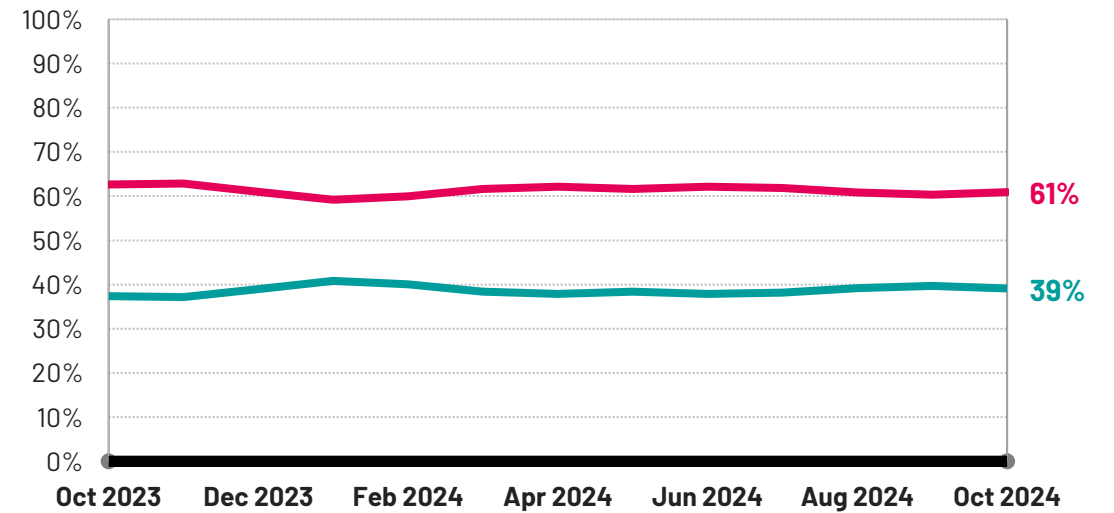
Inflation **Crime** **Inequality** **Jobs** **Corruption** **Covid-19**

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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?



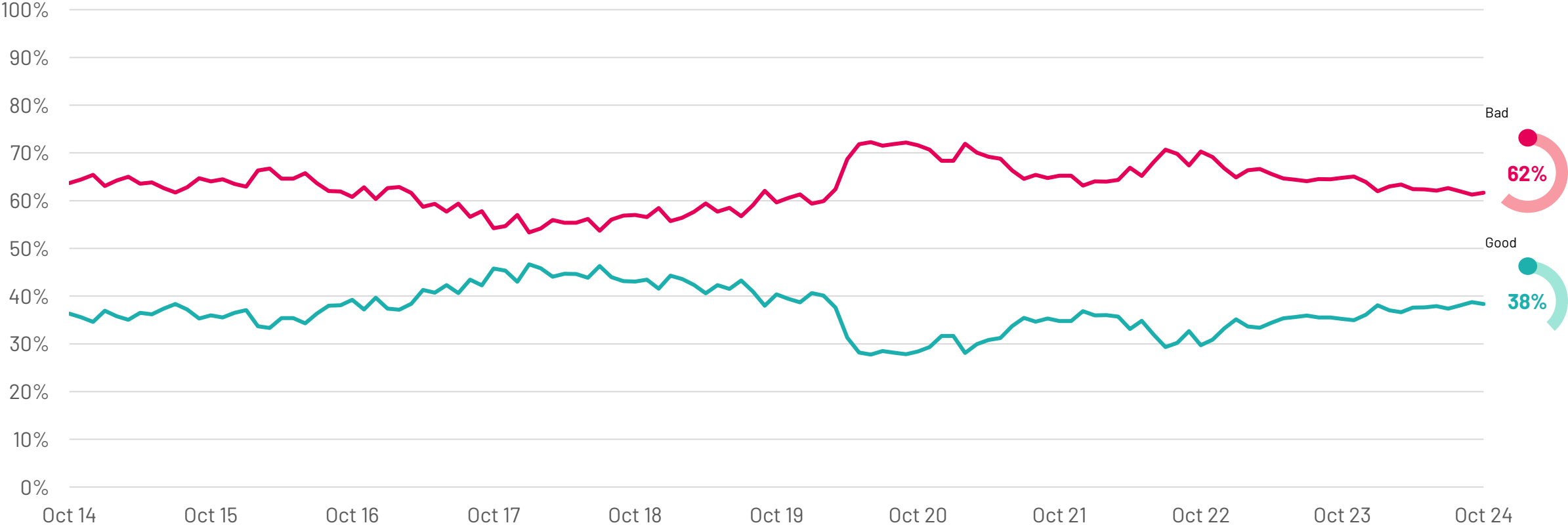
Right Direction Wrong Track



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')



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DIRECTION OF TRAVEL

All countries



Right vs. Wrong Direction Monitor

Base: Representative sample of 24,992 adults aged 18-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Across 29 countries, 38% say their country is headed in the right direction. This is a marginal decrease from last month and only slightly up from last year (+2 points). The highest point of optimism was in May 2020, when the right direction level was at 45%.

On the historic moment of Claudia Sheinbaum beginning her role as Mexico's first female President, the country has seen a large fall in optimism this month across 29 countries (down 12 percentage points (pp)). Forty-eight per cent is Mexicans' lowest right direction score in two years - in October 2022 it was at 47%.

Elsewhere in LATAM, Peru remains bottom of our list with 15% believing the nation is on the right track. They have been bottom of the list for 14 consecutive months.

In APAC, things seem to be improving. Malaysia has experienced a 9pp rise in optimism to 71% and both India and Thailand have increased by seven-points (72% and 59%, respectively). The only exception seems to be Indonesia who have dropped 6pp to 59%.

14

For 14 consecutive months Peru has had the lowest right direction score.

Right vs. Wrong Direction Monitor

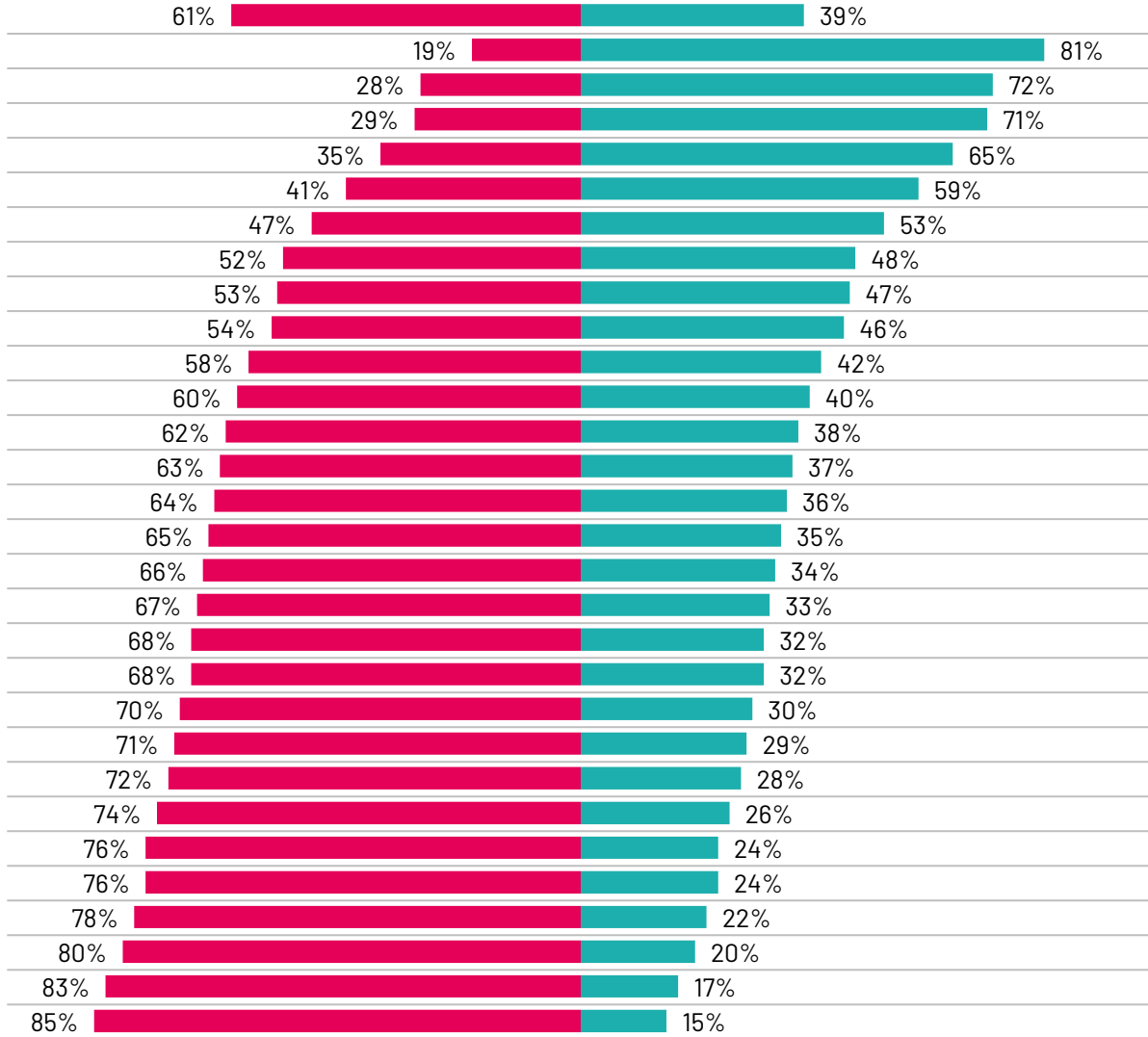
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Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Oct 24

Country

World
Singapore
India
Malaysia
Indonesia
Thailand
Argentina
Mexico
Australia
Poland
Brazil
South Africa
Belgium
US
Great Britain
Colombia
Spain
Canada
Israel
Italy
Sweden
Chile
Japan
Netherlands
South Korea
Germany
Türkiye
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? (October 2024)



Right Direction
Wrong Track

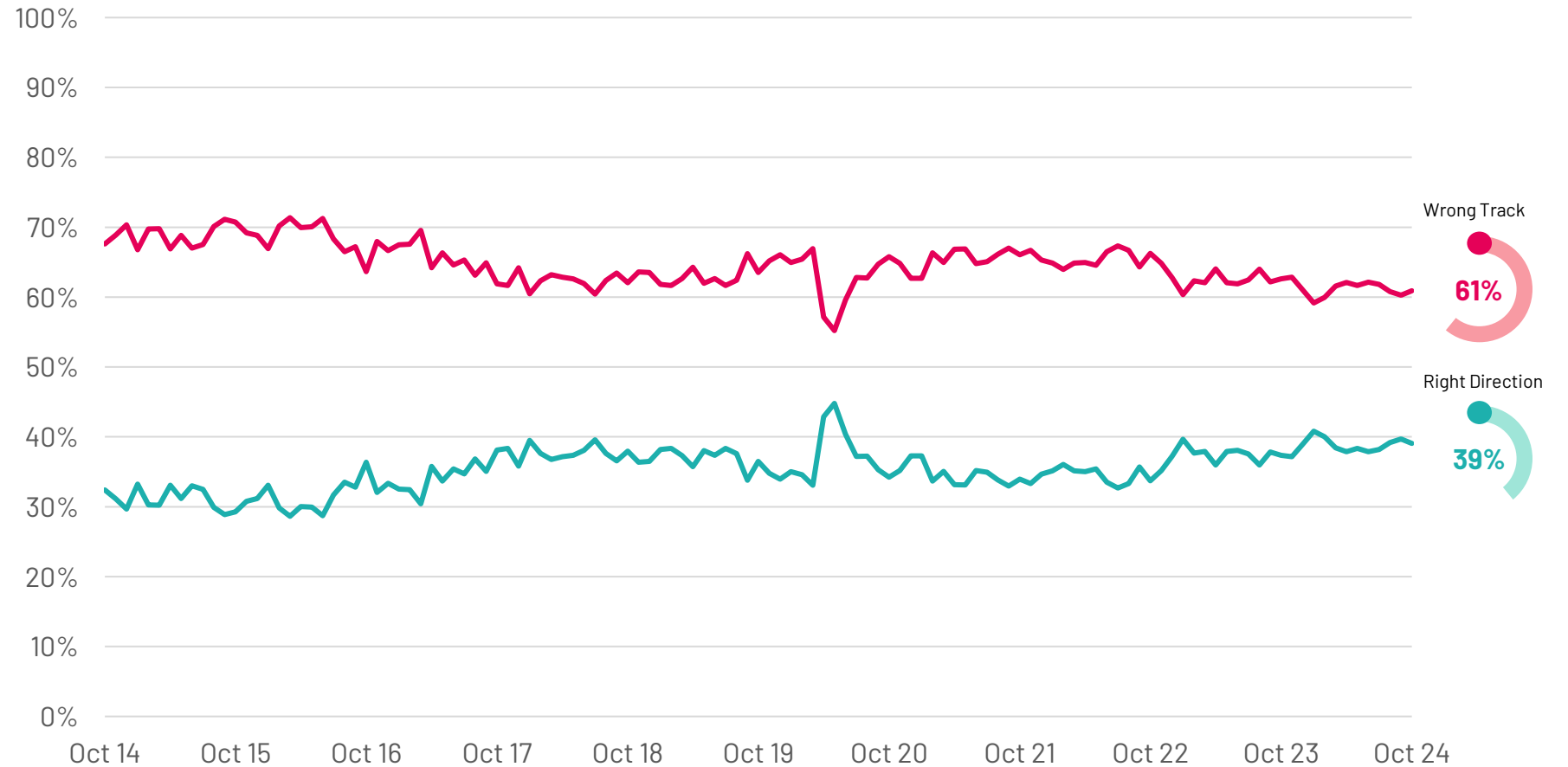
Global Right/Wrong Direction

Global country average score

Base: Representative sample of 24,992 adults aged 18-74 in 29 participating countries, September 20th 2024 - October 4th 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 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

After falling slightly last month and losing its streak as the number one concern, inflation as a worry is back in top position after increasing marginally. Across 29 countries, the proportion citing inflation is 32%.

The rest of the top five concerns have not moved significantly. Poverty & social inequality and unemployment have dipped marginally, but not changed positions.

Climate change has crept up the list this month after increasing slightly – joining taxes (17%) in eighth spot.

Both health care (23%) and immigration control (18%) have also increased in worry, although they still

occupy positions six and seven, respectively.

Top 5 concerns

October 2019 vs. October 2024:

<u>2019</u>	<u>2024</u>
• Jobs (33%)	• Inflation (32%)
• Inequality (32%)	• Crime (31%)
• Crime (31%)	• Inequality (28%)
• Corruption (31%)	• Jobs (27%)
• Health care (25%)	• Corruption (25%)

32%

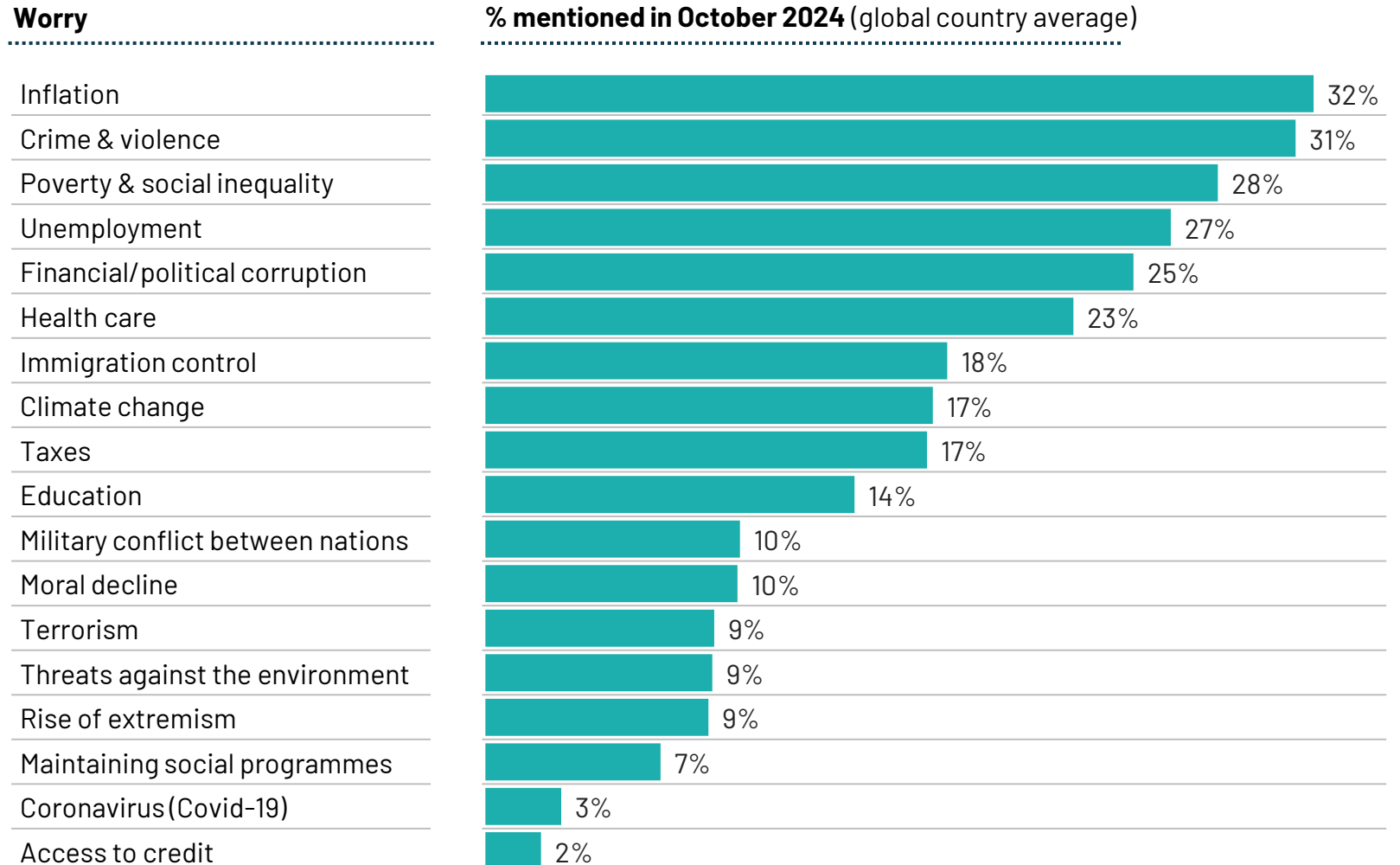
across 29 countries say inflation is one of the primary issues facing their country.

World Worries: Full List

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

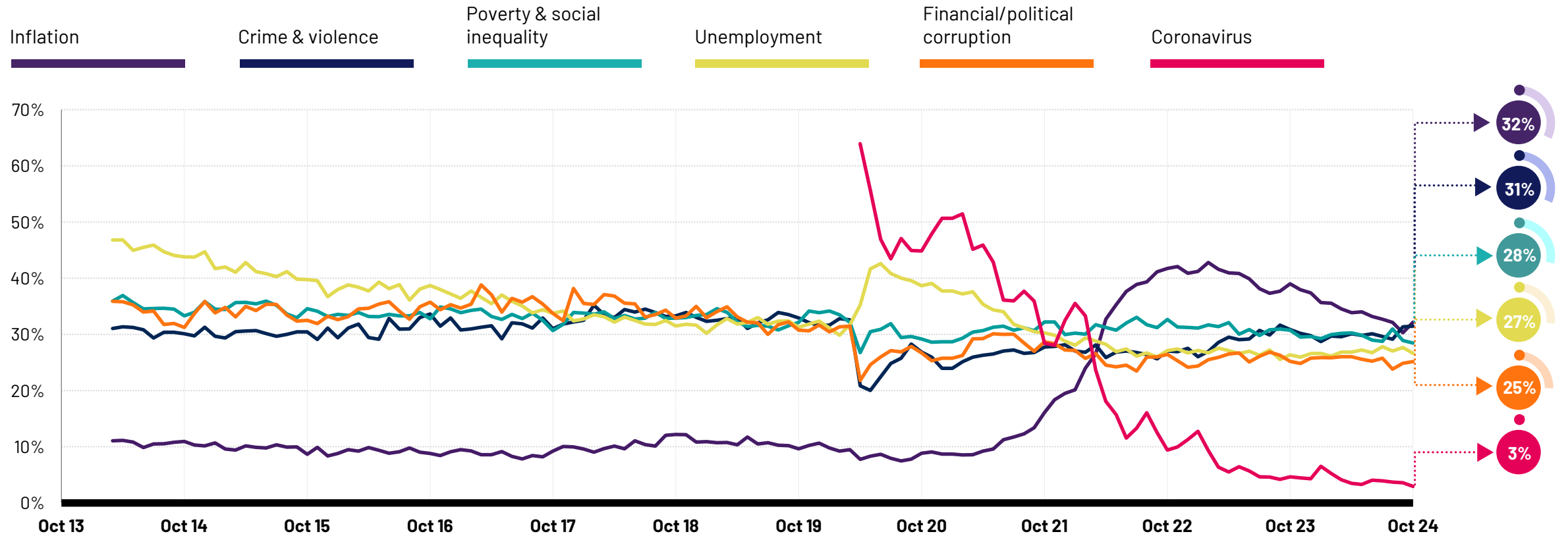
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Oct 24

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 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

1. Inflation

Base: Representative sample of 24,992 adults aged 18-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Last month for the first time since March 2022, we reported that inflation was no longer the top concern in What Worries the World. A month later it is back on top spot, with 19 out of the 29 countries included in the survey seeing their level of worry about the cost-of-living Thirty-two per cent currently see it as a major worry, up 2pp on September. This level of concern is lower than February 2023, when concern reached a peak of 43%.

India has seen the most significant change in worry for inflation after increasing 17pp with 47% expressing concern. This seems to contradict the increase in optimism in the “right direction” tracker, however, according to Parijat Chakraborty, Ipsos in India, PA Lead: *“India observed low inflation in June & July, so the worry about inflation went up when it increased in August,”* he

said. *“The country also witnessed a prolonged monsoon season leading to inflation of regular commodities.”*

We also see elevated levels in North America, where in the US, the worry remains high at 51% and in Canada, the concern is up 8pp, also to 51% worried.

Countries where INFLATION is the #1 concern:

- Singapore (56%) • India (47%)
- Türkiye (55%) • Argentina (46%)
- The US (51%) • Poland (36%)
- Canada (51%)
- Australia (47%)

32%

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

1. Inflation

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country	% choosing inflation as a worry	Change from 12-month	
		last month	change
World	32%	+2	-7
Singapore	56%	+9	-1
Türkiye	55%	+3	=
US	51%	+3	+7
Canada	51%	+8	-6
Australia	47%	-1	-4
India	47%	+17	=
Argentina	46%	-2	-23
Poland	36%	+2	-21
Hungary	35%	+5	-15
France	33%	=	-9
Great Britain	33%	+3	-8
South Korea	32%	+1	-1
Mexico	32%	+4	+5
Thailand	30%	+5	=
Spain	29%	+1	-5
Germany	27%	+4	-18
Japan	27%	-2	-2
Belgium	25%	+1	-8
Malaysia	25%	-7	-21
South Africa	25%	+6	=
Chile	25%	=	-13
Israel	25%	+4	+5
Colombia	23%	-3	-12
Brazil	23%	+1	+1
Italy	23%	-3	-11
Sweden	21%	+4	-11
Netherlands	19%	+2	-8
Peru	19%	-4	-12
Indonesia	15%	-3	-7

2. Crime & Violence

Base: Representative sample of 24,992 adults aged 18-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

The proportion mentioning crime and violence across 29 countries has not changed this month, with just over three in ten (31%) picking it as an issue.

Peru has witnessed the largest and most significant change in worry this month. Jumping up 14pp to two-thirds (66%) citing it as a problem. The last time levels were like this for Peru was over four years ago in March 2021, when it was 71%.

This is the second month in a row that France has put crime & violence as their primary concern. Worry is up slightly to 38%, this is France's highest recorded score for crime & violence since December 2023 –

when it was 37%.

Türkiye has reached a historically elevated level of worry after rising 12 points to 32% citing crime & violence. The last time it was this high was in August 2020 (33%).

Countries where CRIME & VIOLENCE is the #1 concern:

- Peru (66%)
- Sweden (63%)
- Chile (63%)
- Mexico (56%)
- Brazil (41%)
- France (38%)

31%

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

2. Crime & Violence

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country	% choosing crime & violence as a worry	Change from 12-month	
		last month	change
World	31%	=	=
Peru	66%	+14	+4
Sweden	63%	-2	-5
Chile	63%	-2	=
Mexico	56%	+2	+2
South Africa	56%	+2	+1
Brazil	41%	+1	+2
France	38%	+3	+7
Colombia	37%	=	=
Argentina	35%	-5	-15
Israel	32%	+3	-18
Australia	32%	-1	+4
Türkiye	32%	+12	+9
US	32%	+4	+4
Germany	31%	-6	+10
Italy	30%	+5	+5
Malaysia	29%	-11	+14
India	27%	+6	+2
Belgium	26%	-1	=
Thailand	25%	-1	+1
Great Britain	25%	-9	+5
Canada	21%	+2	+4
Netherlands	21%	=	+3
Spain	20%	+1	=
Indonesia	19%	+2	-6
South Korea	18%	-3	-10
Japan	14%	+2	-3
Singapore	10%	-9	-1
Poland	8%	-3	+1
Hungary	8%	+1	=

3. Poverty & Social Inequality

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Concern for poverty & social inequality has dropped fractionally to 28% expressing worry across 29 countries. Although it's a small drop, this is lowest level of concern for the issue since April 2020 when it was at 27%.

In October, Belgium has experienced a significant increase in those voicing concern for inequality - up 10pp to a 33%. The last time worry was at a third was around a year and a half ago in April 2023 (also at 33%).

Contrary to this, Türkiye is less worried this month after the number of those mentioning inequality decreased 8pp to 31%. That said, this around the level we normally see for

the nation, after last month's increase in concern.

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

- Thailand (44%)

28%

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

3. Poverty & Social Inequality

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country	% choosing poverty & social inequality as a worry	Change from 12-month	
		last month	change
World	28%	-1	-3
Indonesia	46%	+2	+2
Thailand	44%	-3	+3
Argentina	44%	+3	+7
Hungary	41%	+2	+3
Belgium	33%	+10	+1
Japan	33%	-1	-1
Netherlands	32%	-4	-8
Peru	31%	-1	=
Brazil	31%	-7	-12
Türkiye	31%	-8	=
Malaysia	31%	+6	-7
South Africa	30%	-3	-6
Chile	29%	+4	+2
Mexico	28%	-4	-1
Colombia	28%	-3	-6
Great Britain	27%	=	-3
Australia	27%	-2	-1
Italy	25%	-2	-4
Germany	25%	-1	-10
Canada	25%	-1	=
France	25%	-3	-3
Spain	24%	+1	-7
Israel	22%	+5	-4
India	20%	=	-3
Poland	19%	-4	+3
South Korea	19%	-5	-7
Sweden	19%	+2	-3
Singapore	18%	+5	-2
US	16%	-3	-2

4. Unemployment

Base: Representative sample of 24,992 adults aged 18-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Across 29 countries, the share of people mentioning unemployment as one of the biggest issues facing their country has decreased slightly to 27%.

This month, India has seen the most significant change in concern after rising 14 percentage points to 44% saying unemployment is a problem. This is now the country's second biggest worry, behind inflation (at 47%).

Colombia's proportion of people expressing concern for unemployment has fallen 10pp to 39%. It's now their joint top issue, alongside financial/political corruption.

Likewise, Argentinians are less worried about jobs, with this month's score 6pp lower than September's, now at 45%. However, it should be noted that this score is 12pp higher than October 2023.

Countries where UNEMPLOYMENT is the #1 concern:

- South Africa (67%)
- South Korea (35%, joint with corruption)
- Colombia (39%, joint with corruption)
- Spain (34%)

27%

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

4. Unemployment

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country	% choosing unemployment as a worry	Change from 12-month	
		last month	change
World	27%	-1	+1
South Africa	67%	+1	+3
Indonesia	51%	+2	+8
Argentina	45%	-6	+12
India	44%	+14	-2
Colombia	39%	-10	=
Peru	38%	+1	+1
Singapore	36%	+6	-13
South Korea	35%	-6	=
Spain	34%	-2	-2
Malaysia	34%	+5	-2
Mexico	33%	-2	-3
Chile	31%	-5	-1
Italy	28%	-5	-10
Thailand	24%	-7	-1
Sweden	22%	+3	+8
Türkiye	21%	-3	+2
Brazil	21%	-3	-2
Poland	20%	+2	+9
Australia	20%	-1	+1
Canada	20%	-5	+2
Belgium	18%	-1	+1
Japan	17%	+3	-2
US	14%	-2	-1
Hungary	14%	-6	+2
Great Britain	13%	+1	+2
Germany	10%	-1	+1
Israel	10%	+1	-2
France	8%	-4	-2
Netherlands	4%	-1	-4

5. Financial/ Political Corruption

Base: Representative sample of 24,992 adults aged 18-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

One in four (25%) across 29 countries express concern about financial/political corruption. This figure is unchanged from last month and the same as 12 months ago.

Hungary is now the second most worried nation after concern rose 15pp to 50% saying they are worried about corruption. This is 10pp higher than this month last year. However, it's not the highest score we've seen this year in Hungary – back in March 2023 the level of worry was 52%.

Similarly, Colombia's score is up 5pp to 39% saying they are worried, making corruption Colombians' joint primary issue with unemployment. Chileans' level of worry is also up, now

at 34% after a 6pp increase this month.

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

- Indonesia (53%)
- Malaysia (47%)
- Colombia (39%, joint with unemployment)
- South Korea (35%, joint with unemployment)

25%

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

5. Financial/ Political Corruption

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country	% choosing financial/political corruption as a worry	Change from 12-month	
		last month	change
World	25%	=	=
Indonesia	53%	-10	=
Hungary	50%	+15	+10
Peru	49%	-2	+4
Malaysia	47%	+5	-4
South Africa	41%	-3	-5
Thailand	41%	-3	-6
Colombia	39%	+5	=
South Korea	35%	-1	=
Chile	34%	+6	+6
Poland	32%	+4	-5
Brazil	25%	-1	+1
India	24%	+2	+2
Spain	24%	-3	+5
Israel	23%	-4	-3
Türkiye	22%	+3	+2
Japan	22%	-5	+9
Mexico	21%	-4	-4
Argentina	20%	-4	-10
US	16%	-1	-1
Great Britain	14%	+4	-1
Italy	13%	+1	+2
Belgium	13%	=	-3
Canada	12%	+2	-2
Sweden	12%	+4	+7
Australia	11%	-1	-3
Germany	10%	+3	+1
Singapore	10%	-3	=
France	8%	-1	-2
Netherlands	7%	=	-1

6. Health Care

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Across 29 countries, concern for health care has increased slightly, with 23% saying it is one of the biggest issues facing their country.

Although it's not the country's number one worry, the level of concern in South Korea has reached a record level. In August, the nation witnessed a jump in concern and since then it has continued to rise. This month worry has risen by another seven-points, breaking last month's record score of 27%, with 34% now concerned. It's the highest level of worry about healthcare we've recorded for South Korea.

The Netherlands' level of worry has also increased this month, now

making this issue its top concern along with immigration control. It's 7pp higher than last month, with a third (34%) mentioning it. January 2024 was the last time we saw levels this high - when it was 36%.

Countries where HEALTH CARE is the #1 concern:

- Hungary (65%)
- The Netherlands (34%, joint with immigration)
- Great Britain (41%)
- Italy (33%)

23%

say **health care** is one of the key issues facing their country

6. Health Care

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country	% choosing health care as a worry	Change from 12-month	
		last month	change
World	23%	+1	+2
Hungary	65%	-3	+10
Great Britain	41%	+6	-1
Brazil	39%	+3	+5
Canada	38%	-6	-3
Poland	35%	+6	-8
Netherlands	34%	+7	-1
South Korea	34%	+7	+31
Italy	33%	-2	+11
Spain	31%	-1	=
Australia	31%	+2	-1
Singapore	30%	+6	+3
France	26%	+4	+5
Sweden	23%	-2	-1
US	22%	-4	=
Germany	19%	+2	+2
Colombia	19%	-1	+2
Mexico	17%	+1	+1
South Africa	15%	=	+2
Peru	15%	-2	+1
Belgium	14%	-9	-2
Argentina	13%	+1	+3
Chile	13%	=	-1
India	13%	=	=
Japan	11%	+1	=
Malaysia	9%	=	+2
Thailand	8%	+1	-2
Indonesia	6%	-1	-1
Israel	5%	+2	-3
Türkiye	4%	+3	=

8. Climate Change

Base: Representative sample of 24,992 adults aged 18-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

This month, concern for climate change across 29 countries has increased slightly with 17% citing it as an issue facing their nation.

After their spike in worry in July 2024, Japan remains the most concerned country with just over a third (35%) expressing worry – this is a slight increase from last month.

Colombia has seen the largest increase in concern for climate change. This month sees a rise of 10pp to 19% saying this is an issue. This is 8pp higher than this time last year.

Similarly, in October Brazil's score has risen 6pp compared to last month to 21% now worried. This is 4pp

higher than it was 12 months ago.

Thailand is also up 6pp to 26% voicing concern for climate change.

Countries where CLIMATE CHANGE is the #1 concern:

- Japan (35%)

17%

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

8. Climate Change

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Country	% choosing climate change as a worry	Change from 12-month last month change	
World	17%	+1	-1
Japan	35%	+2	+6
Singapore	28%	+8	-6
Netherlands	27%	=	+1
Thailand	26%	+6	+8
Italy	25%	+4	=
Germany	24%	+3	-4
US	23%	+1	-1
Australia	22%	=	-5
Canada	21%	-2	-5
South Korea	21%	=	=
France	21%	+3	-7
Great Britain	21%	+2	-3
Brazil	21%	+6	+4
Belgium	20%	-1	-1
Sweden	19%	+2	+4
Colombia	19%	+10	+8
Mexico	17%	=	-4
Spain	17%	-1	-3
Indonesia	15%	-2	-10
Poland	14%	-6	+2
South Africa	13%	+4	+4
Malaysia	11%	+1	+4
Türkiye	9%	+1	-5
India	9%	-4	=
Peru	7%	+1	-2
Hungary	7%	=	+1
Chile	6%	-2	-3
Argentina	5%	+1	=
Israel	1%	-1	-1

13. Terrorism

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Across 29 countries, terrorism is mentioned by 9% of respondents, no change from last month but slightly higher than 12 months ago.

It has been a year since the attacks of October 7th in Israel. For every month since October 2023 (except August, when it was military conflict), terrorism has been Israelis' top concern. This month sees a slight decrease to 48% expressing worry. Still at an elevated level, this is 16-points lower than it was at its peak in December 2023 (64%). Please note, our fieldwork in October 2023 happened before the attack and so the top concern in the 2023 edition was crime & violence.

Elsewhere, Peru has experienced a significant increase in worry after rising 12 points to 16% saying they are worried. This is the highest it has been since March 2023, when it was 22%.

Countries where TERRORISM is the #1 concern:

- Israel (48%)

9%

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

13. Terrorism

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country	% choosing terrorism as a worry	Change from 12-month	
		last month	change
World	9%	=	+2
Israel	48%	-2	+9
Türkiye	19%	+5	+5
India	17%	+2	=
Colombia	16%	-1	+1
Peru	16%	+12	+7
France	15%	-1	+8
Germany	13%	-7	+9
Sweden	11%	=	-5
Malaysia	11%	+1	+6
Singapore	9%	-3	+5
Belgium	9%	-1	+3
US	8%	+1	-1
Chile	8%	+1	-1
Mexico	7%	+3	+2
Indonesia	7%	+1	=
Netherlands	6%	-2	+3
Great Britain	5%	-5	=
Thailand	5%	=	-2
Australia	4%	=	+2
Poland	4%	=	=
Italy	4%	+1	+1
Spain	4%	-1	+2
Canada	3%	-2	+1
Brazil	2%	-2	=
Argentina	2%	-1	+2
South Korea	2%	+1	+1
Japan	2%	+1	-1
South Africa	1%	=	=
Hungary	1%	-1	-2

17. Coronavirus (Covid-19)

Base: Representative sample of 24,992 adults aged 18-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Concern for the Coronavirus across 29 countries has dipped slightly this month and now sits at 3% expressing concern.

Malaysia is the only country where levels of concern reach as high as one in ten.

Concern has never dropped below 3% in our *What Worries the World* survey.

We will continue to track attitudes to Coronavirus as we enter the fifth anniversary of the pandemic.

Countries where CORONAVIRUS (COVID-19) is the #1 concern:

None

3%

say **Coronavirus (Covid-19)** is one of the key issues facing their country

17. Coronavirus (Covid-19)

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country	% choosing coronavirus (covid-19) as a worry	Change from 12-month	
		last month	change
World	3%	-1	-2
Malaysia	10%	+2	+1
Mexico	7%	-2	=
India	6%	-1	-2
Thailand	6%	-3	-5
Singapore	5%	-2	-1
Japan	5%	-1	-9
Indonesia	4%	+1	-1
Australia	4%	=	-2
South Korea	3%	-2	+1
US	3%	-1	-6
Poland	3%	-3	-2
Canada	3%	+1	-2
Türkiye	3%	+1	=
Brazil	3%	+1	-2
Chile	2%	=	+1
France	2%	=	-1
Italy	2%	-1	-2
Great Britain	2%	+1	-4
Germany	2%	-1	-3
Netherlands	2%	+1	=
Hungary	1%	-2	-1
Colombia	1%	-1	=
Peru	1%	=	-2
South Africa	1%	=	-1
Sweden	1%	-3	-1
Spain	1%	-1	-3
Belgium	1%	-1	-1
Israel	1%	=	=
Argentina	1%	-1	-1

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

Base: Representative sample of 24,992 adults aged 18-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

A 29-country average of 38% describe the current economic situation in their country as “good”. While this is down 1pp from last month, it remains 3pp higher than this time last year.

Malaysia has recorded the largest year-on-year increase in the proportion of people describing the country’s economy as good up 33pp since October 2023. This is in part explained by a 17-point increase from last month.

Five other countries have also recorded double-digit increases in their good economy score from last year: Poland (+17), South Africa (+15), Sweden (+14), Argentina (+14) and the

Netherlands (+10).

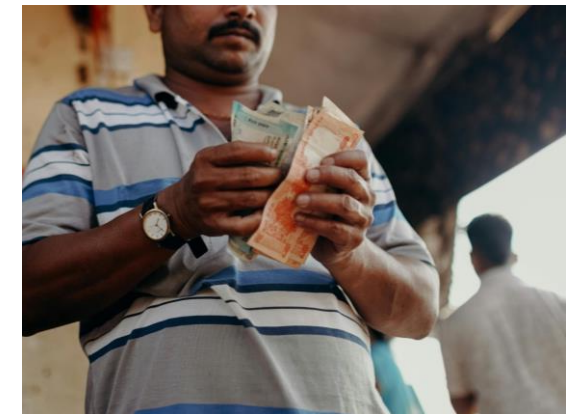
Meanwhile, Brazil (-10pp) and France (-8pp) have seen the largest falls in their good economy score since October 2023. Following a 14pp drop from last month, France now sits in joint-last place in our country rankings, tying with Japan at 16%.

Top countries most worried about the economy:

- France (84% say it’s in a “bad” shape)
- Hungary (81%)
- Japan (84%)
- South Korea (81%)
- Argentina (82%)

14pts

France’s good economy score has fallen 14 points from last month.



Current Economic Situation

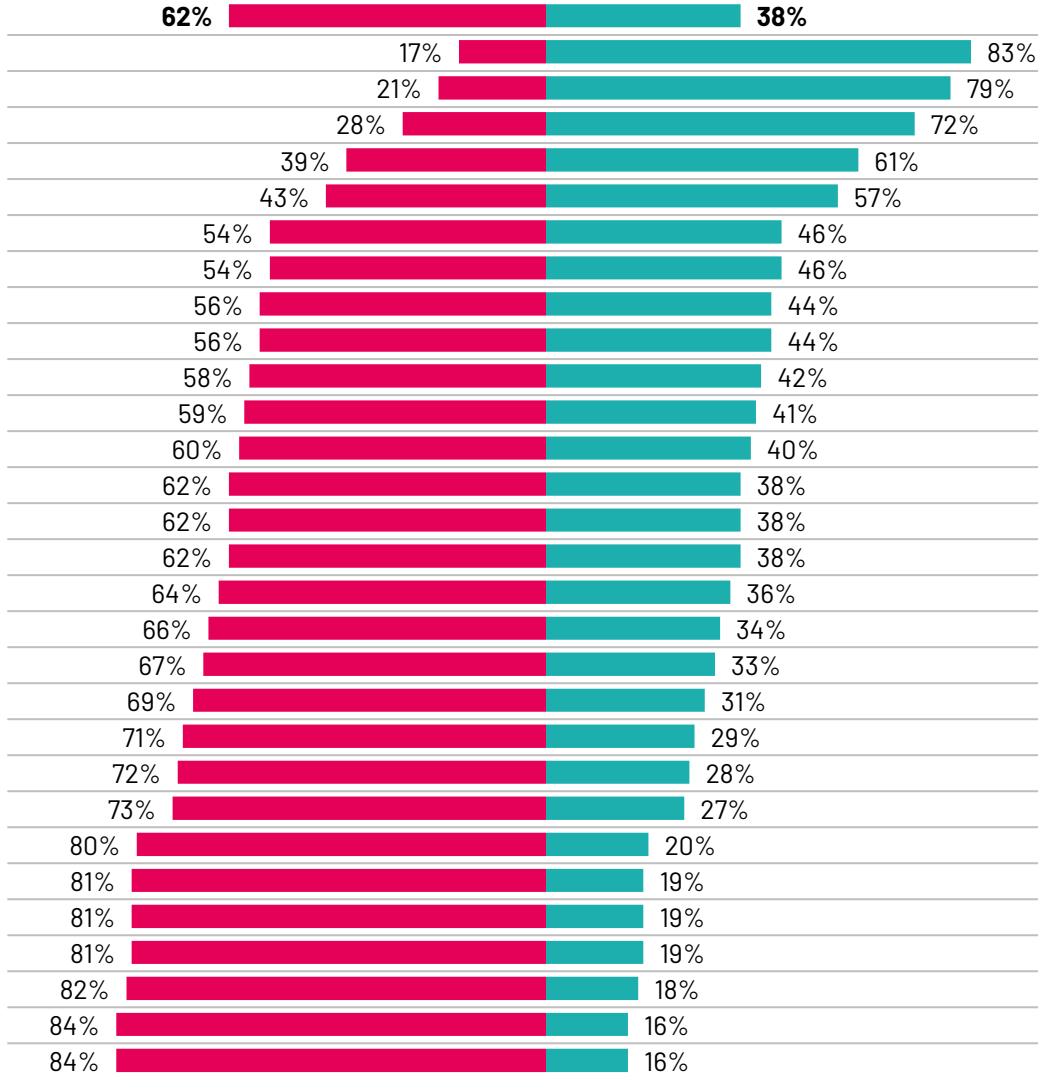
Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 2024.

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

Country

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

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	+3
+5	=
-4	+5
+13	+33
-8	+10
+4	-6
+5	+17
-5	-4
+4	-4
-3	-3
+1	+14
=	+4
+3	+6
+2	=
+6	+15
=	-10
-13	-3
-3	+5
-2	-2
+1	+5
-2	=
-6	+1
+3	+1
+2	-6
=	+5
+4	+5
-5	-5
-1	+14
+2	+4
-14	-8



Current Economic Situation

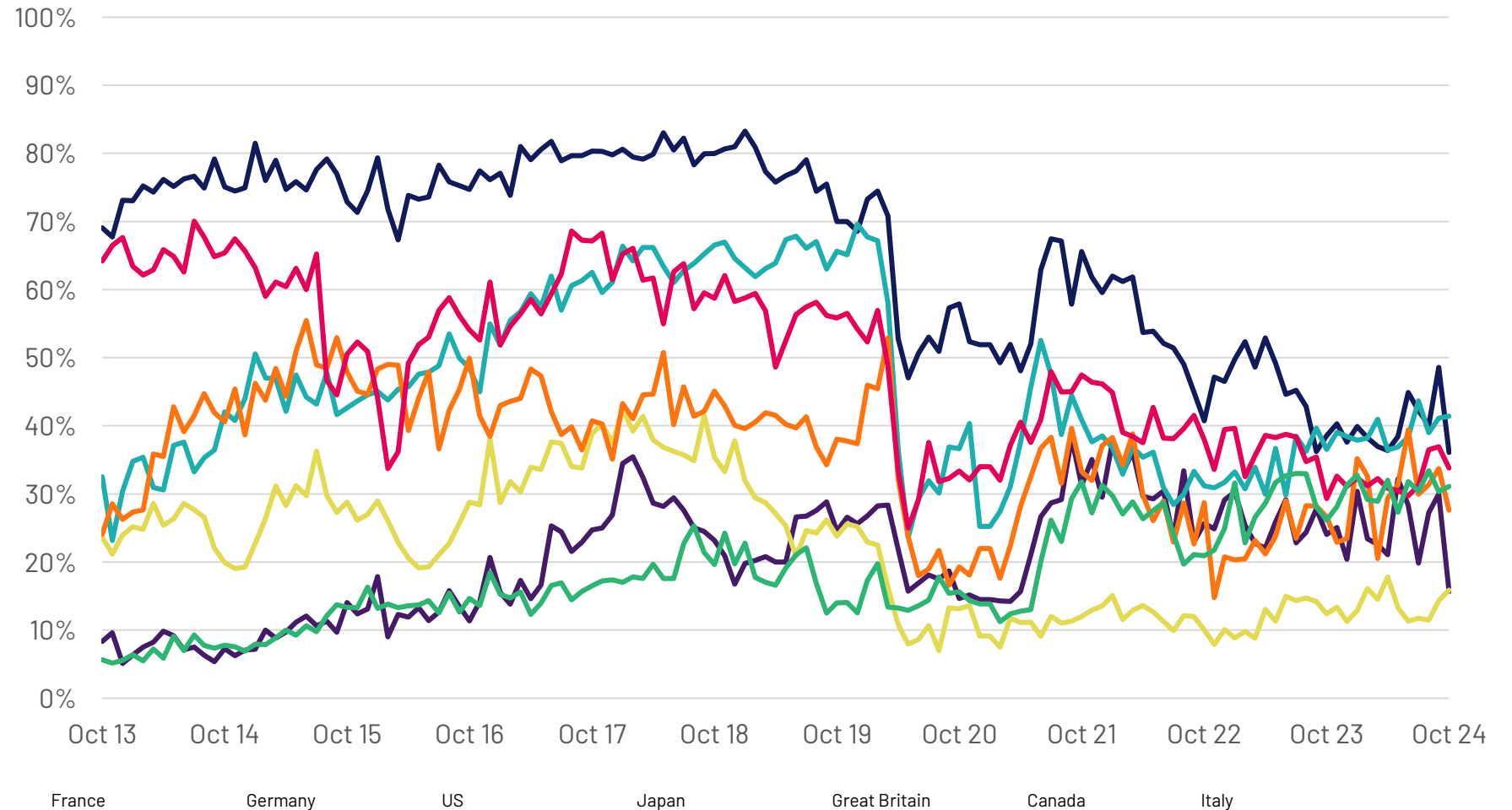
G7

% 'Very good' or 'Somewhat good'

Base: Representative sample of 24,992 adults aged 18-74 in 29 participating countries, September 20th 2024 - October 4th 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'

Although Argentina's good economy score has fallen a further 1pp this month, its score remains 14pp higher than this time last year.

Base: Representative sample of 24,992 adults aged 18-74 in 29 participating countries, September 20th 2024 - October 4th 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

Brazil

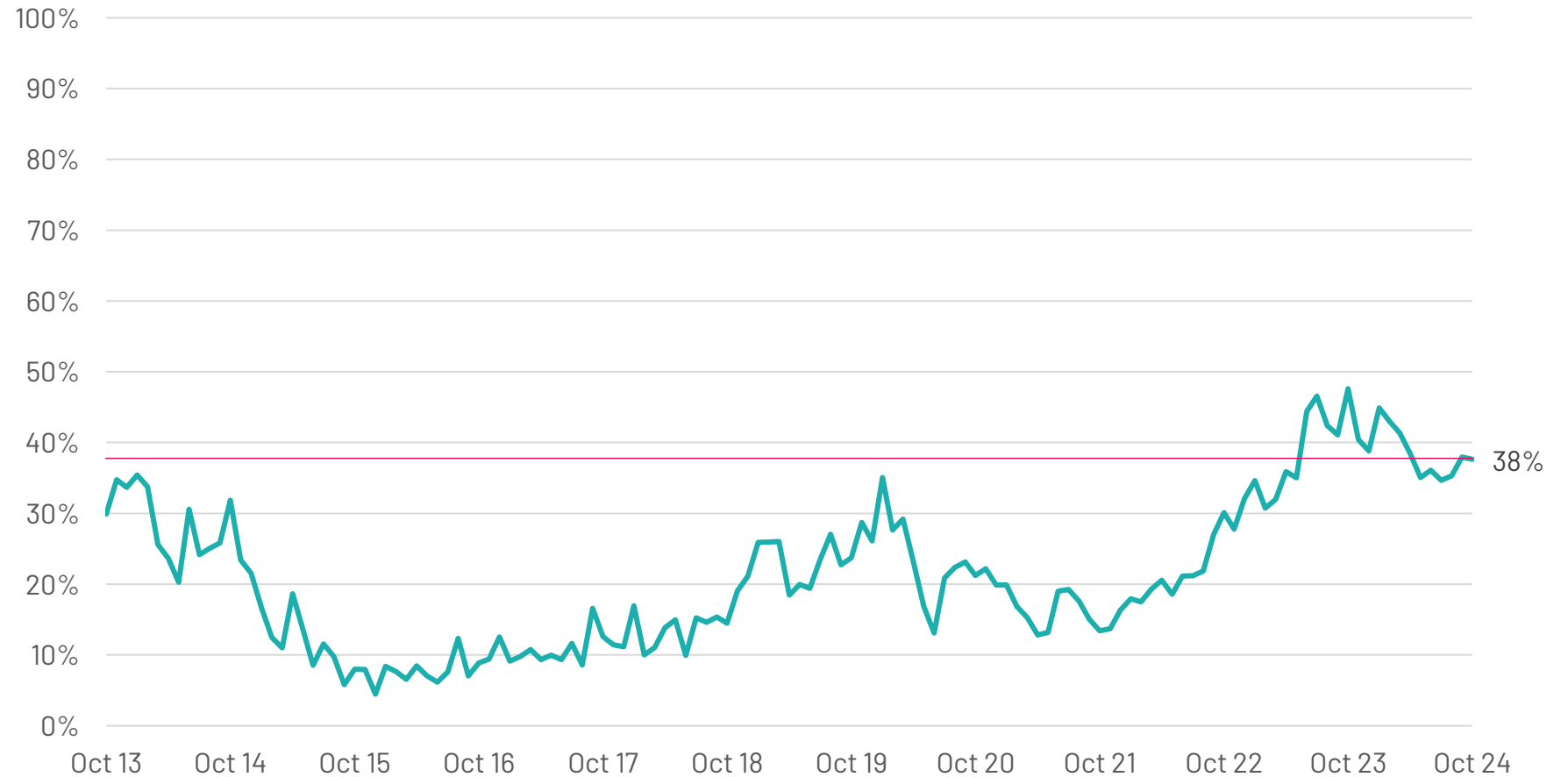
% 'Very good' or 'Somewhat good'

Brazil's good economy score is down 10p from October 2023.

Base: Representative sample of 24,992 adults aged 18-74 in 29 participating countries, September 20th 2024 - October 4th 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 24,992 adults aged 18-74 in 29 participating countries, September 20th 2024 - October 4th 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

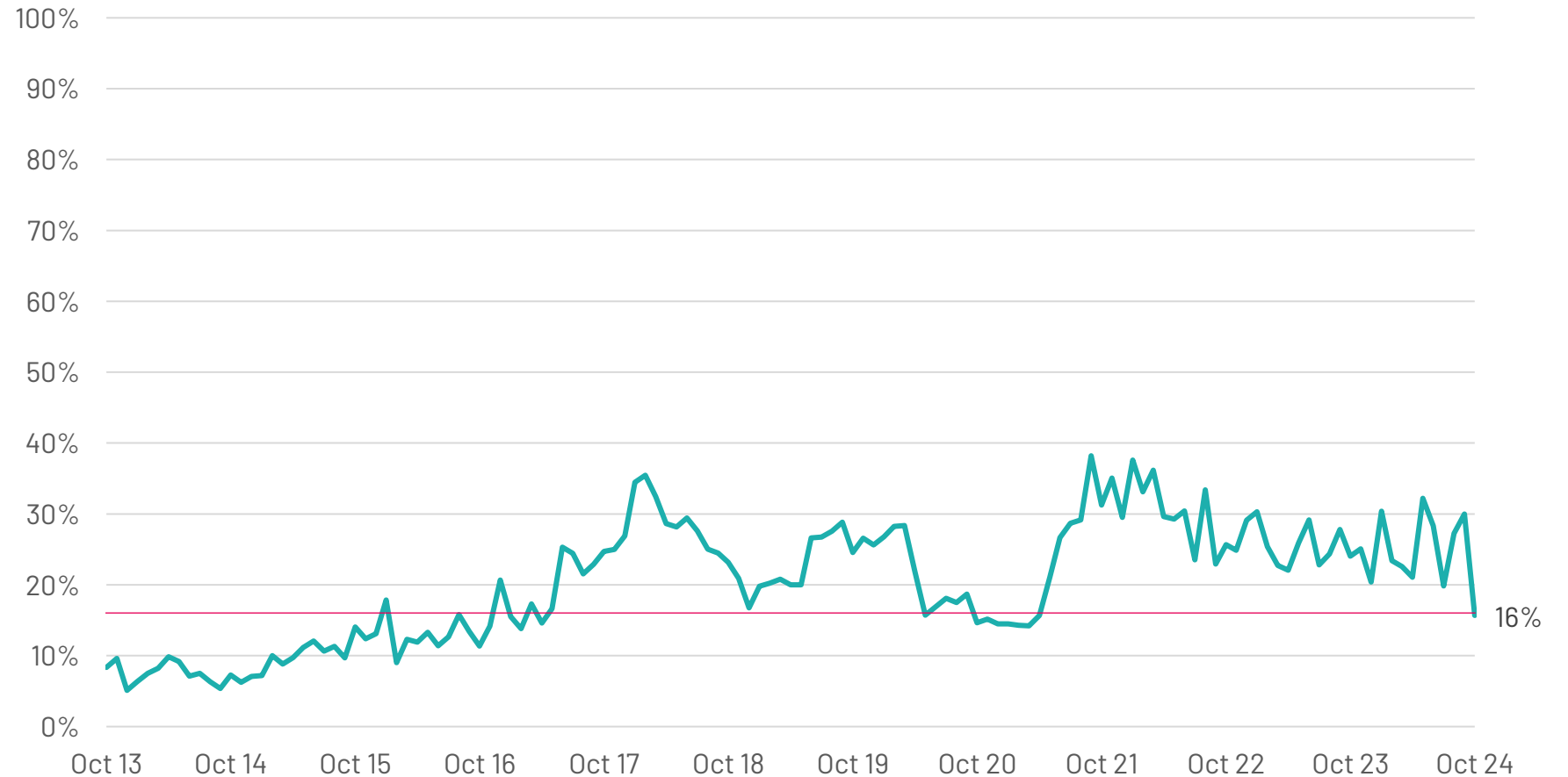
% 'Very good' or 'Somewhat good'

Following a 14pp fall from last month, France records its lowest good economy score since April 2021 (also 16%).

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 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'

Base: Representative sample of 24,992 adults aged 18-74 in 29 participating countries, September 20th 2024 - October 4th 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

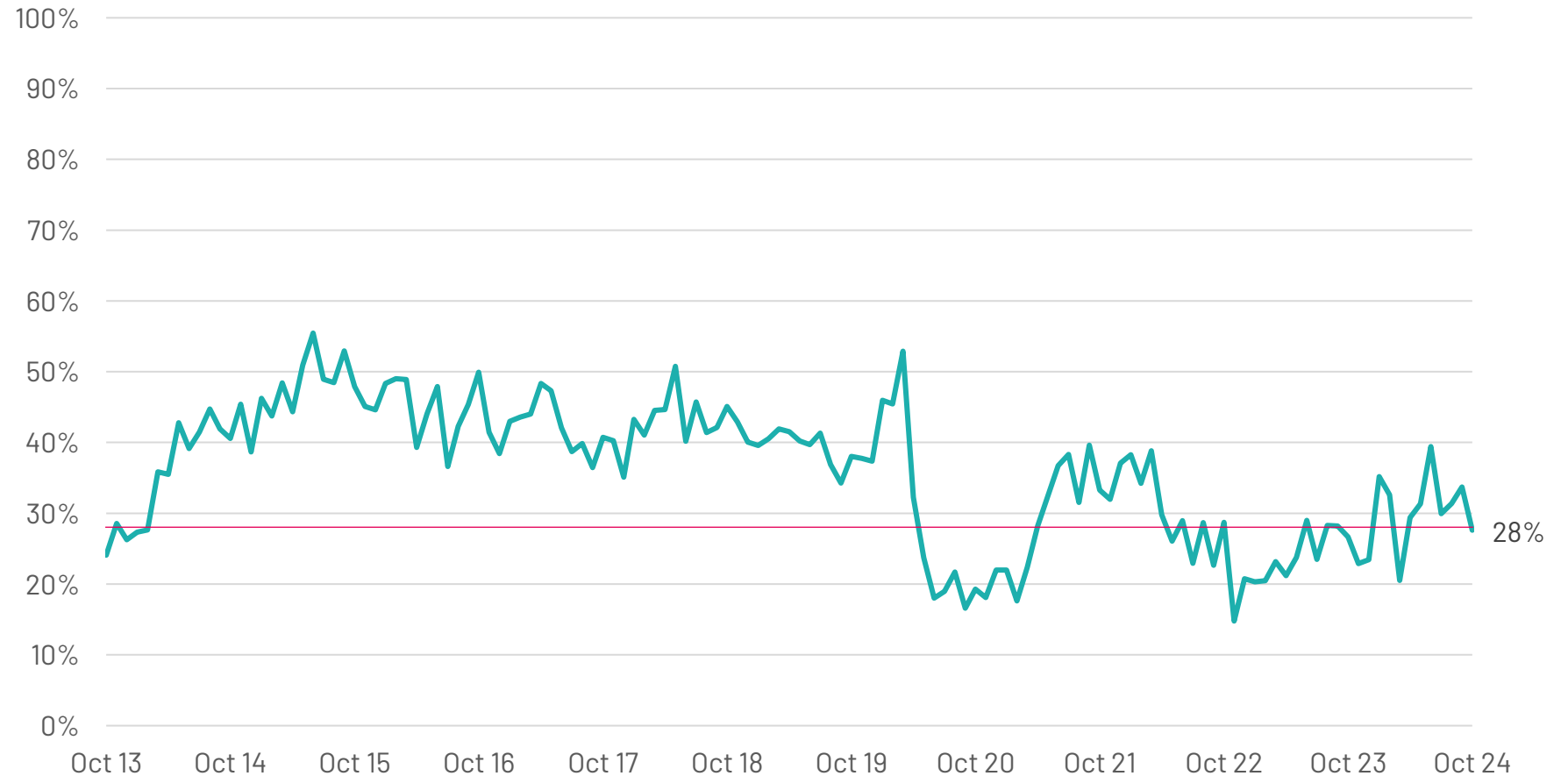
% 'Very good' or 'Somewhat good'

After the general election, Great Britain's score rose to 40% but has since cooled off to 28%.

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 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

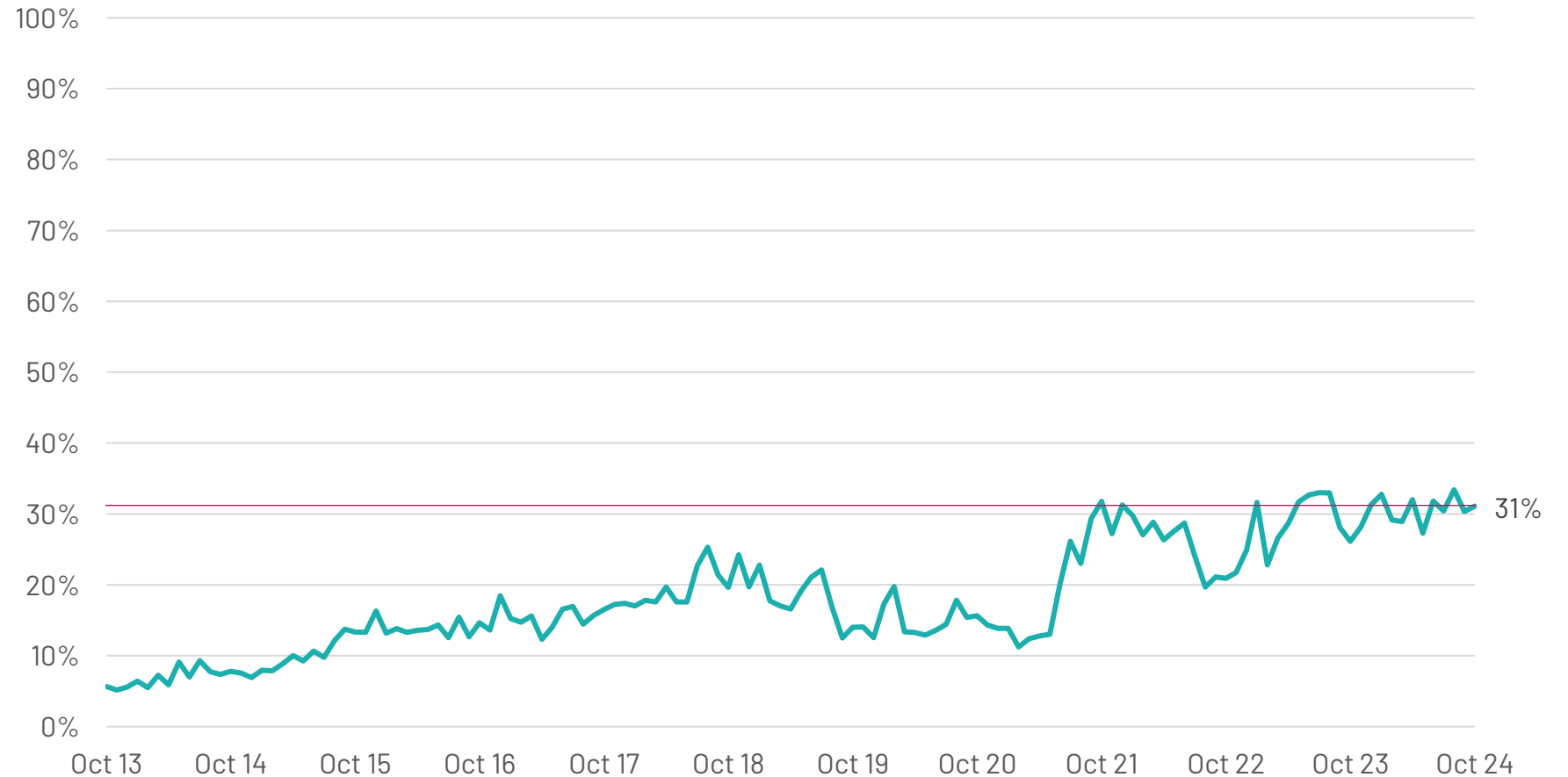
% 'Very good' or 'Somewhat good'

While Italy ranks in the bottom third of our 29-country ranking, its good economy score is high in comparison to the past decade.

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 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'

Japan's good economy score has not risen above 20% since the early days of the Covid-19 pandemic (22% in February 2020).

Base: Representative sample of 24,992 adults aged 18-74 in 29 participating countries, September 20th 2024 - October 4th 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

Malaysia

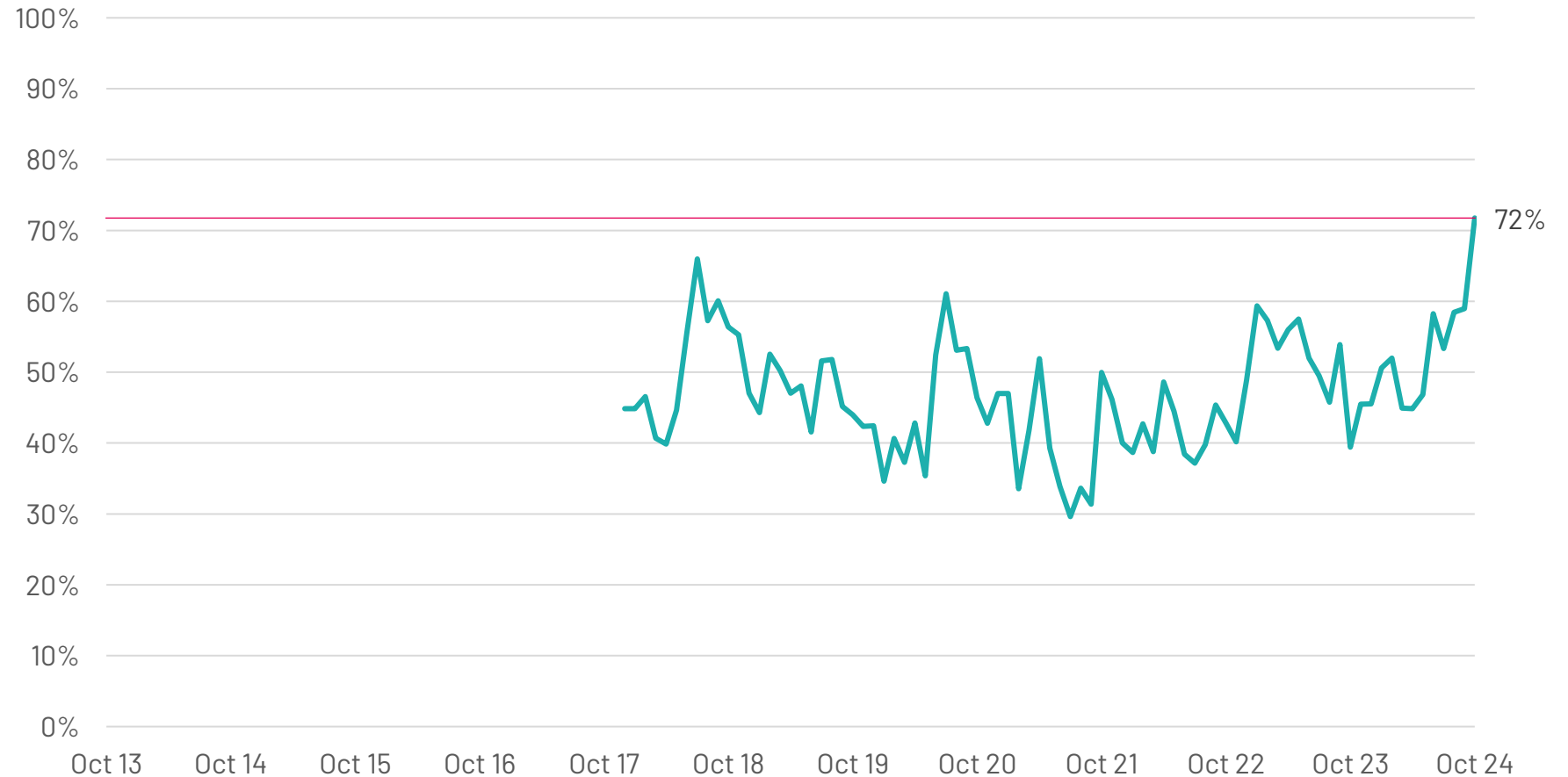
% 'Very good' or 'Somewhat good'

Malaysia's good economy score is up 13pp from last month and up 33pp from this time last year.

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 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

Poland

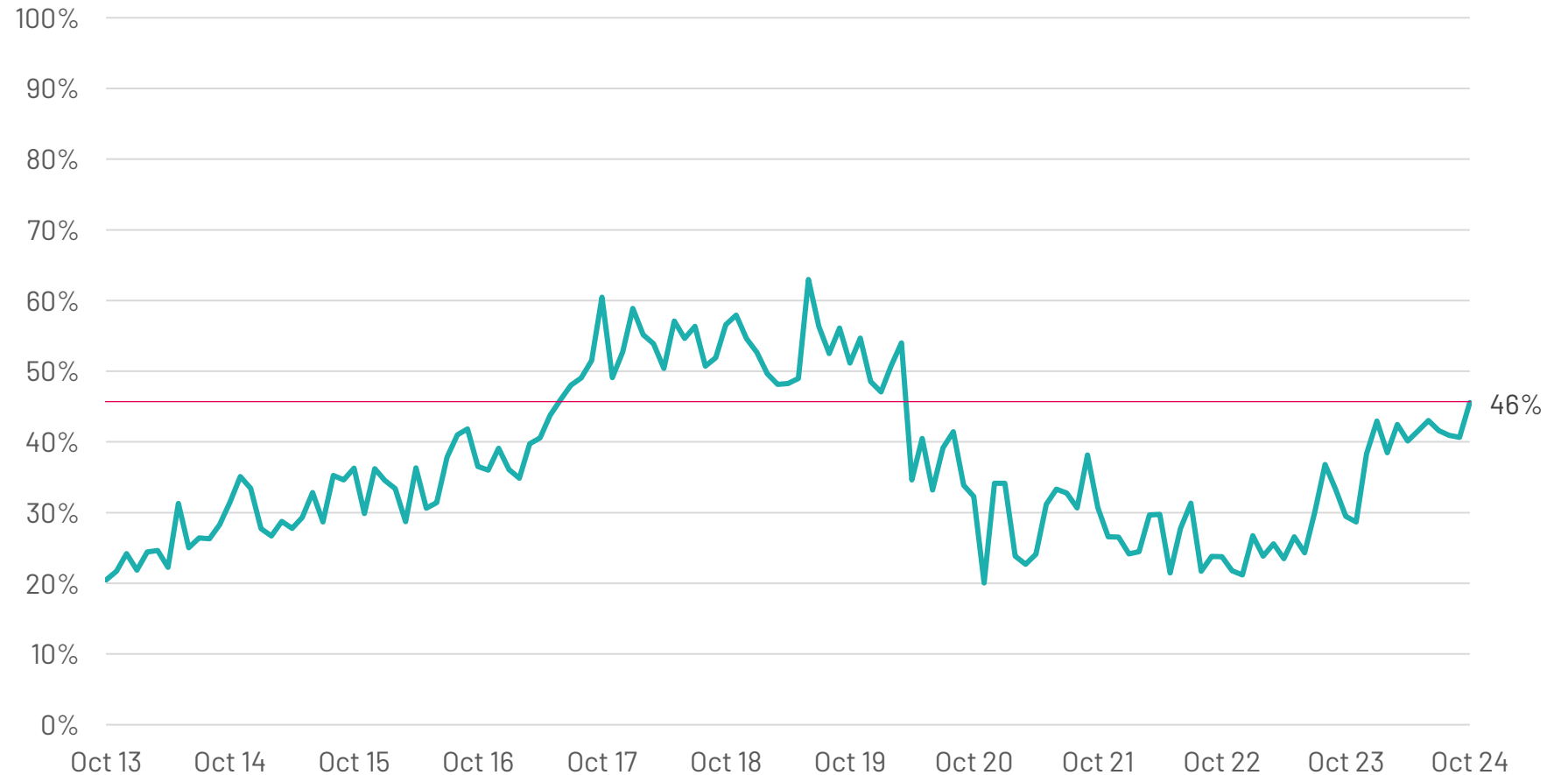
% 'Very good' or 'Somewhat good'

Poland's good economy score has risen 17pp since October 2023 – the second largest year-on-year increase in our survey.

Base: Representative sample of 24,992 adults aged 16-74 in 29 participating countries, September 20th 2024 - October 4th 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

South Africa

% 'Very good' or 'Somewhat good'

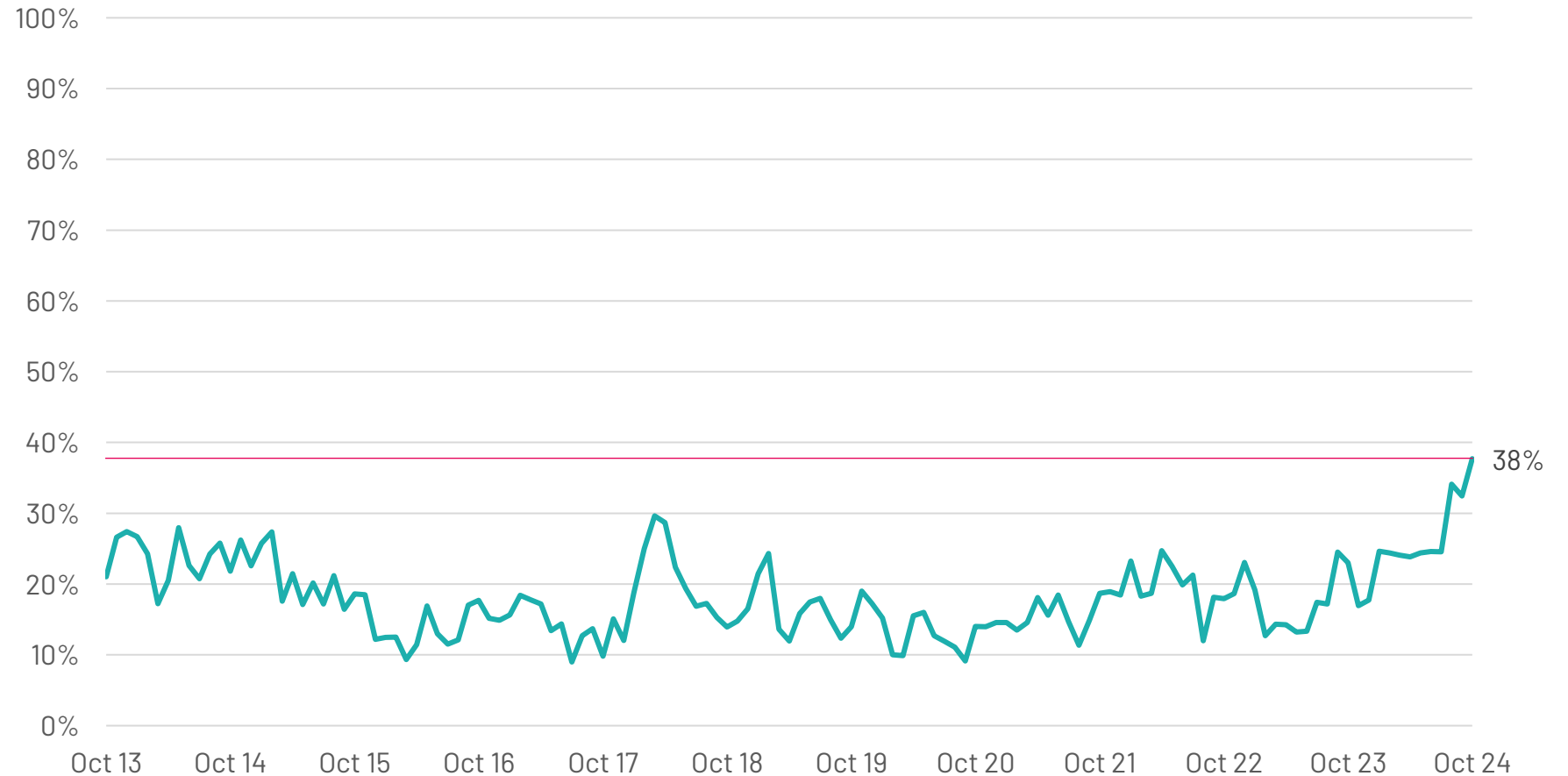
A 6pp rise this month sees South Africa record its highest score in over a decade (38% in August 2012).

Since the nation's May election, the economic score has been steadily rising.

Base: Representative sample of 24,992 adults aged 18-74 in 29 participating countries, September 20th 2024 - October 4th 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'

In October 2020, before the last election, the good economic score was at 37%.

Base: Representative sample of 24,992 adults aged 18-74 in 29 participating countries, September 20th 2024 - October 4th 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 September 20th 2024 and October 4th 2024 via the Ipsos Online Panel system among 24,992 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

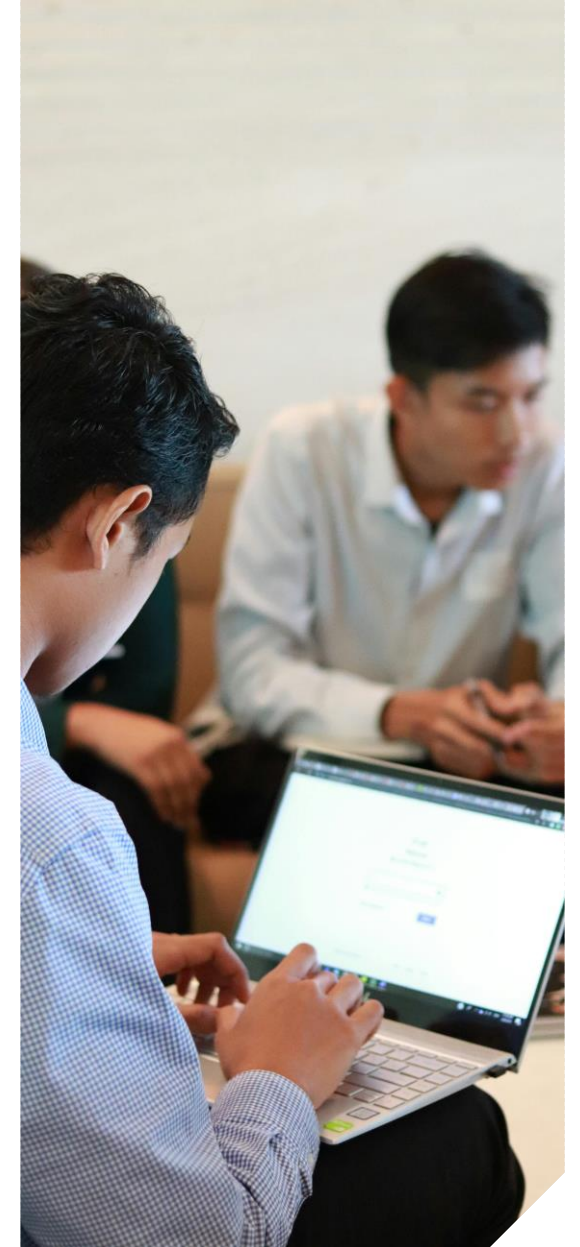
classes A, B and C in metros and tier 1-3 town classes across all four zones.

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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