

# WHAT WORRIES THE WORLD?

January 2024



GAME CHANGERS



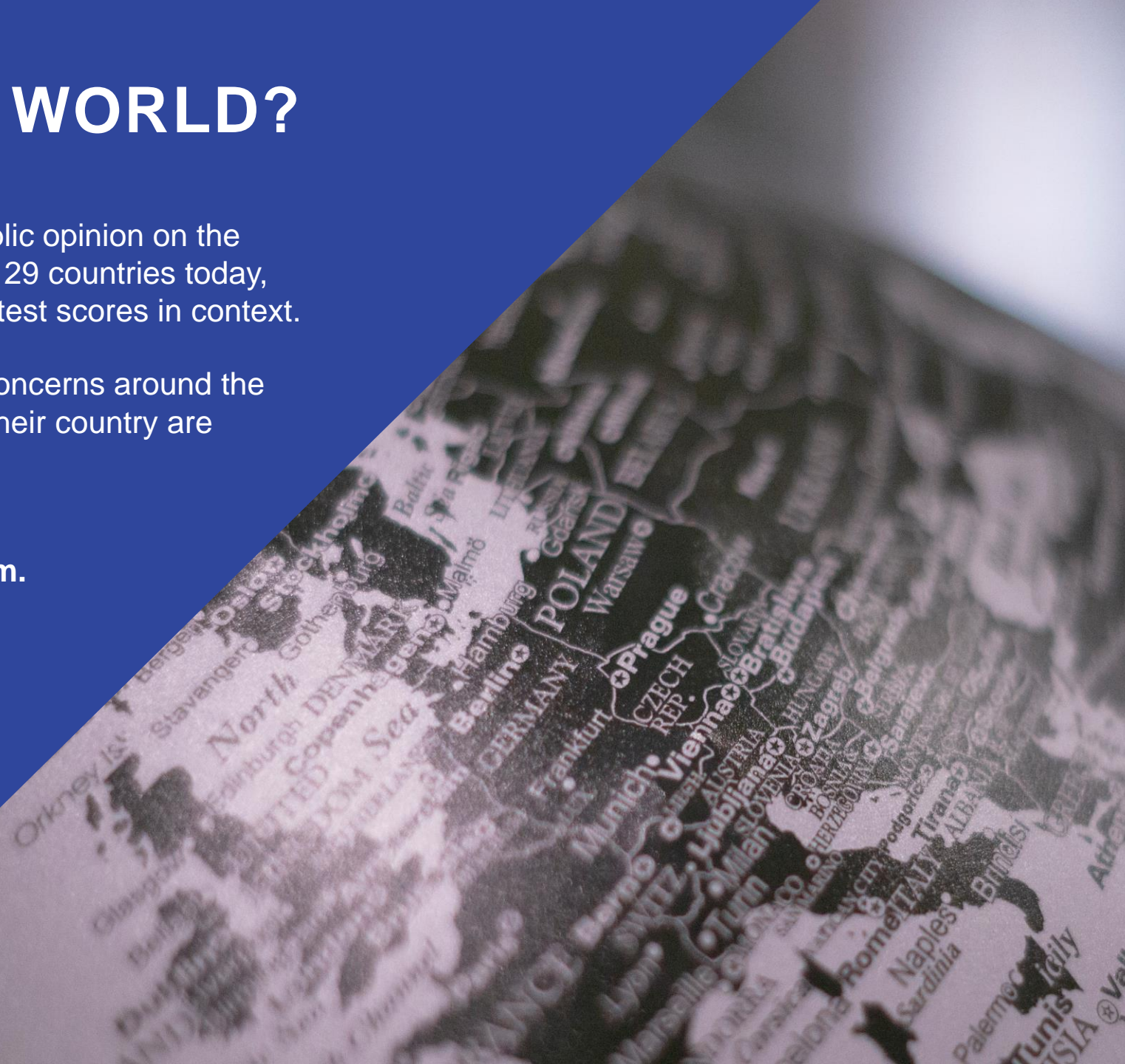
# WHAT WORRIES THE WORLD?

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).

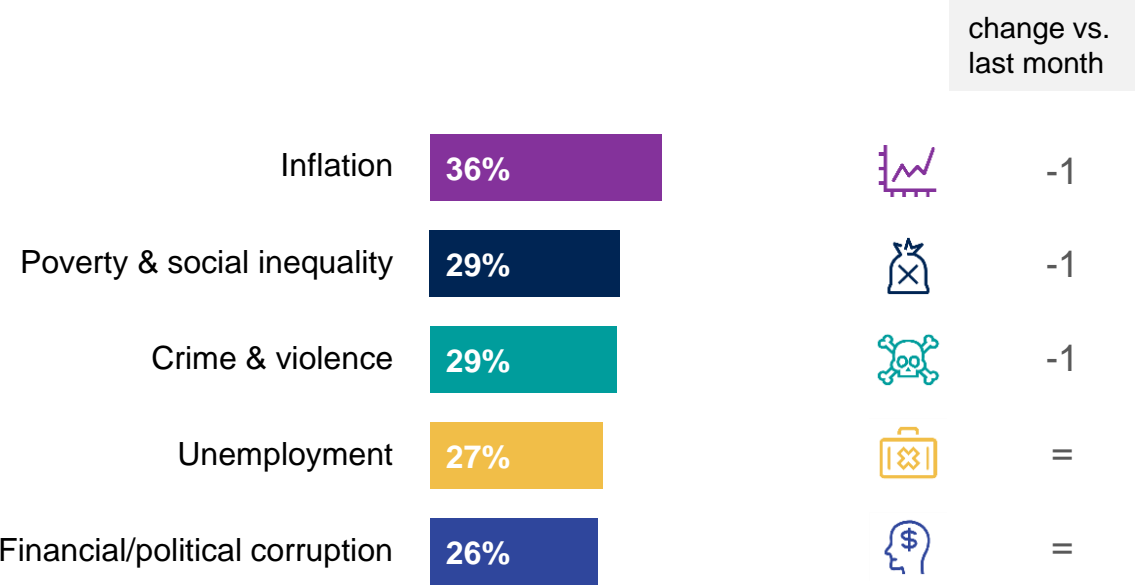
Please contact [Teodros.Gebrekal@Ipsos.com](mailto:Teodros.Gebrekal@Ipsos.com) for more information.



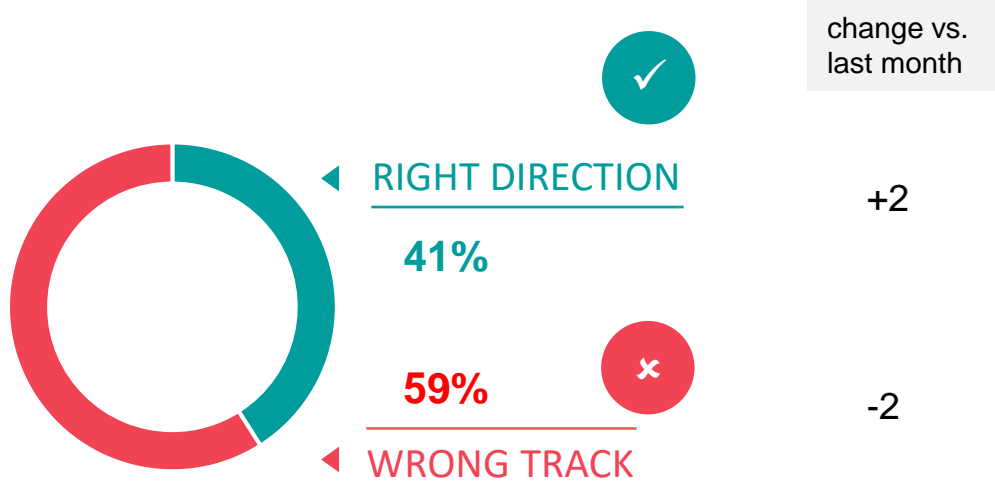
# WHAT WORRIES THE WORLD? JANUARY 2024

Inflation is the top concern for the 22<sup>nd</sup> consecutive month with 36% across 29 countries picking it as a major issue. The remaining top five issues have stayed relatively the same from last month. The proportion saying their country is headed in the right direction has risen by two points.

**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 22,270 adults aged 16-74 in 29 participating countries, December 22nd 2023 - January 5th 2024.

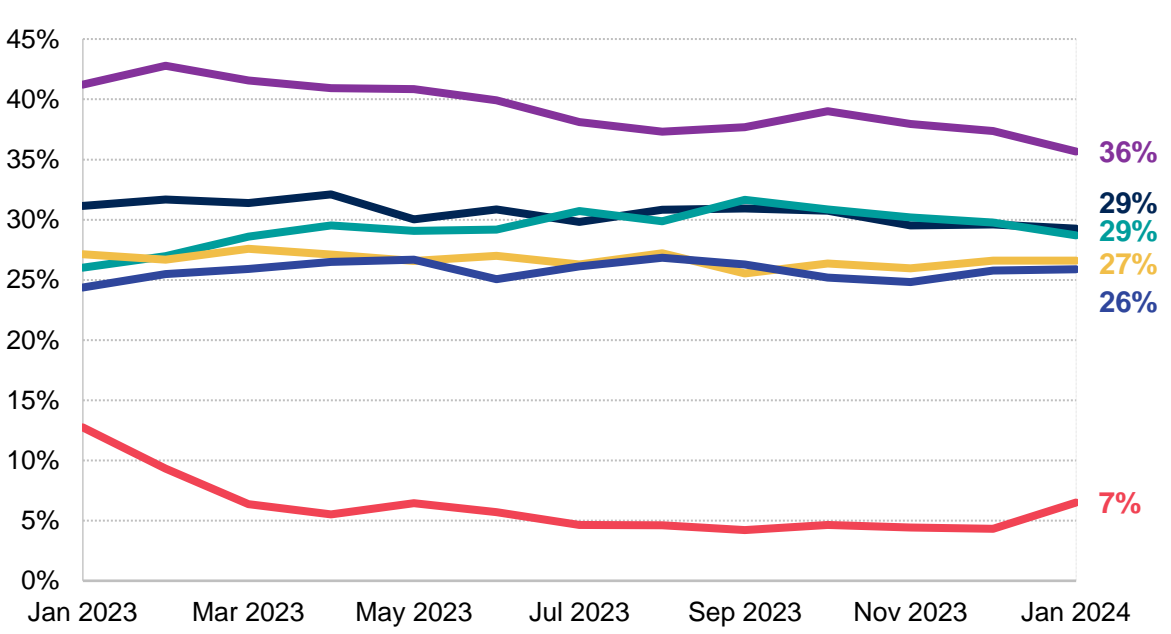
**Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*





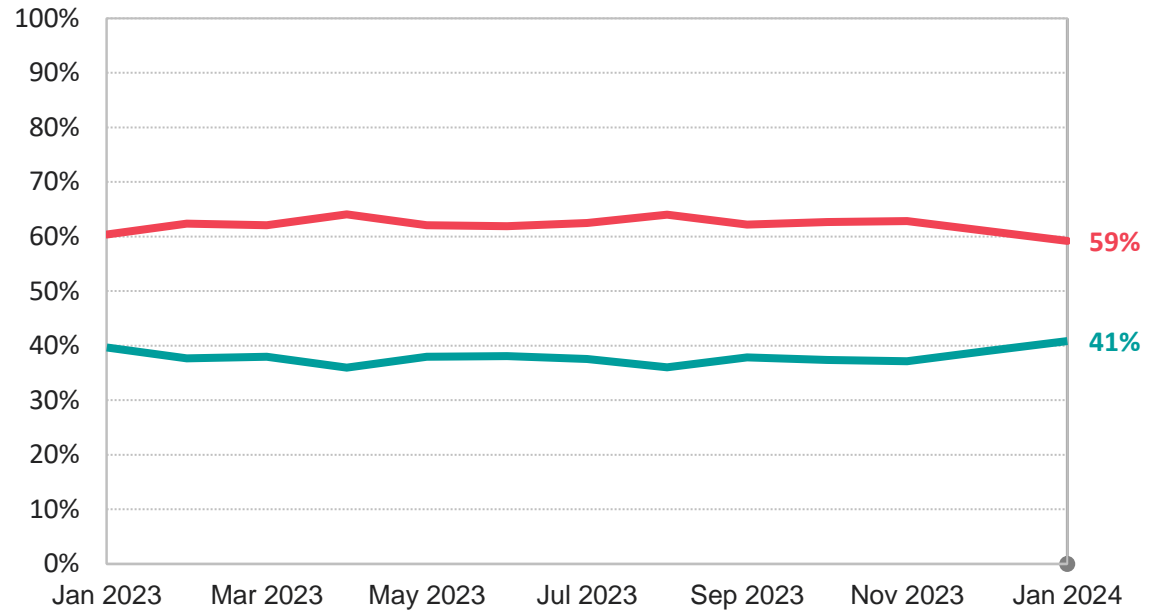
# WHAT WORRIES THE WORLD? 12-MONTH TREND

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



 **Inflation**
 **Poverty & social inequality**
 **Crime & violence**
 **Unemployment**
 **Financial/political corruption**
 **Coronavirus**  
17th place this month

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



■ Right Direction
 ■ Wrong Track

**Base:** Representative sample of c.22,270 adults aged 16-74 in 29 participating countries, January 2023 - January 2024.  
**Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

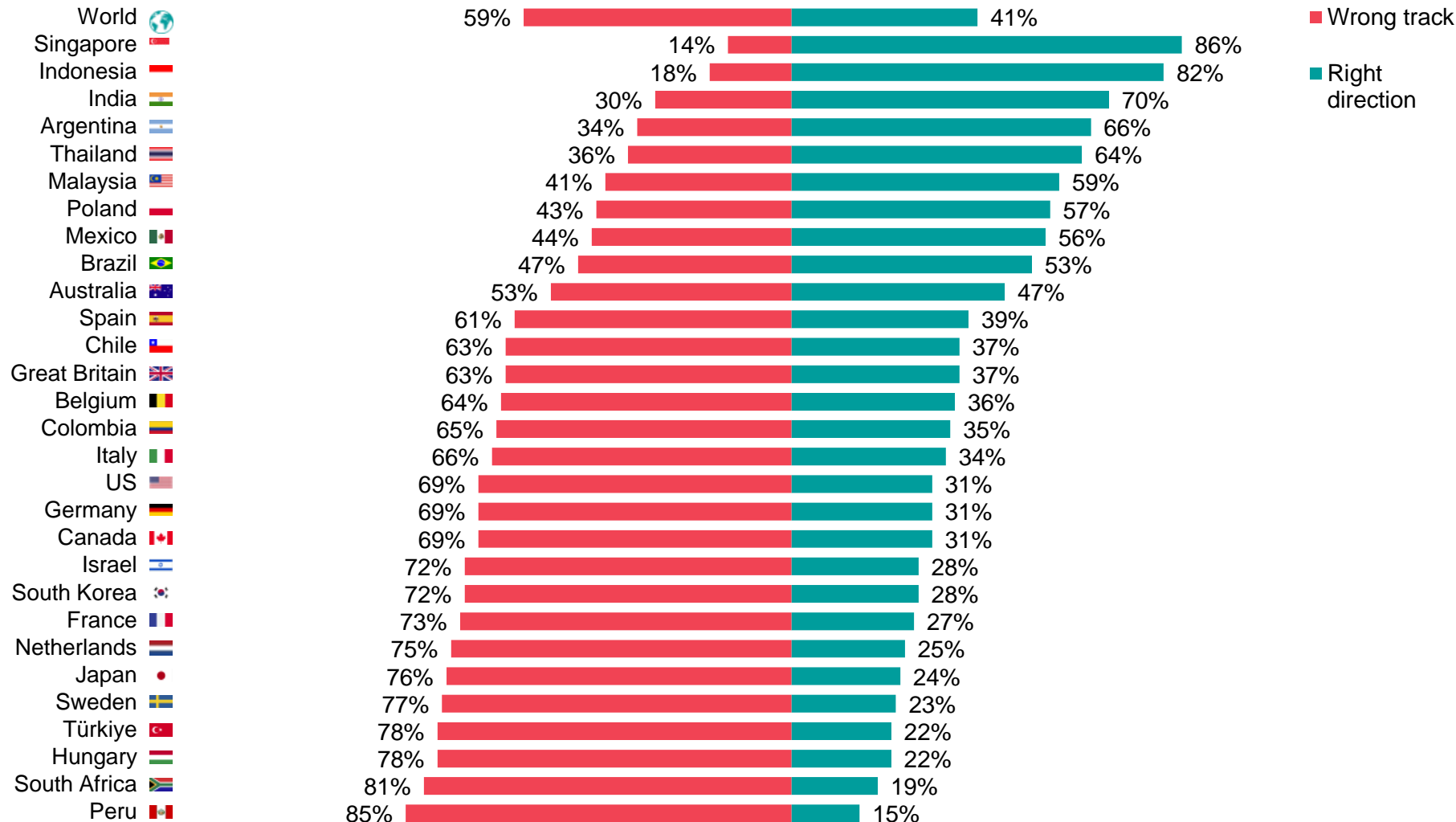


# DIRECTION OF TRAVEL **ALL COUNTRIES**



# RIGHT DIRECTION VS. WRONG TRACK MONITOR

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



Just over two-fifths (41%) say their country is headed in the right direction, up 2pp from last month. This is one point higher than it was a year ago.

Argentina's November post-election right direction score has remained at an elevated level. Up 6pp this month to 66%, this is its second highest score in ten years – January 2016 saw levels reach 68%. Highlighting the change in sentiment, it was only in May last year that Argentina recorded its lowest-ever right direction score (8%).

Poland is also seeing a similar phenomenon, though not to the same degree, rising 7pp as we go into the new year to 57%. Unlike Argentina, this is Poland's highest right direction score in the past ten years.

**Base:** Representative sample of 22,270 adults aged 16-74 in 29 participating countries, December 22nd 2023 - January 5th 2024.

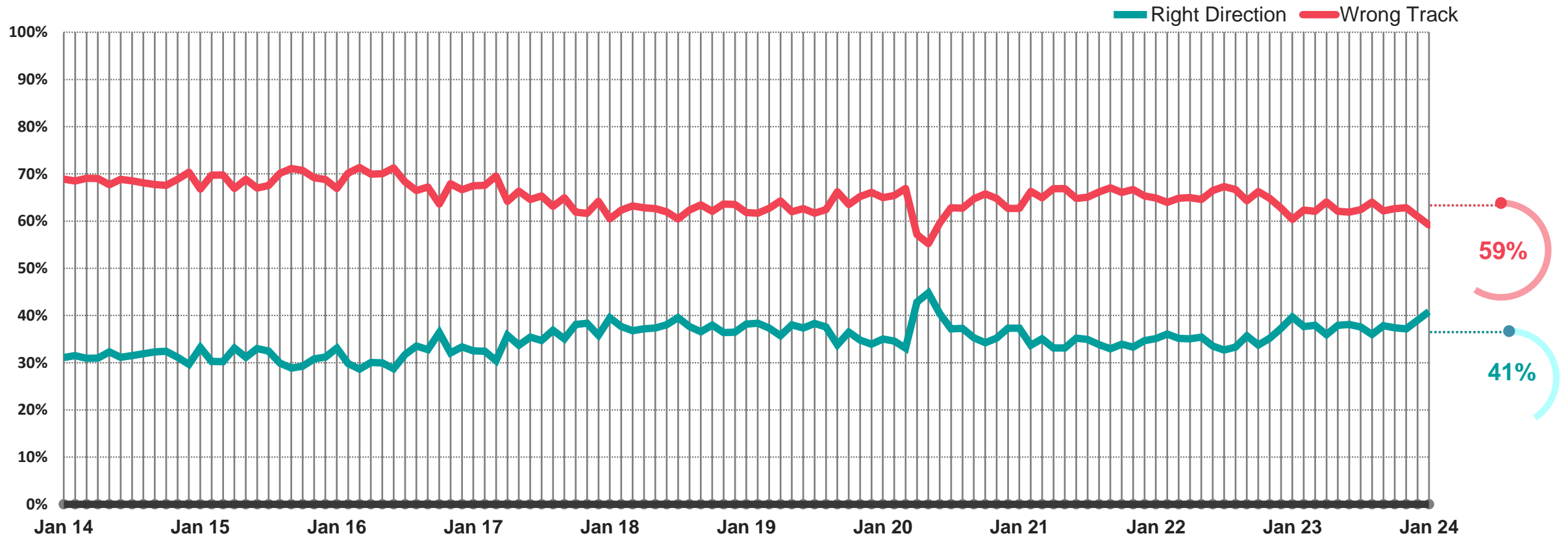
**Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

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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.22,270 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

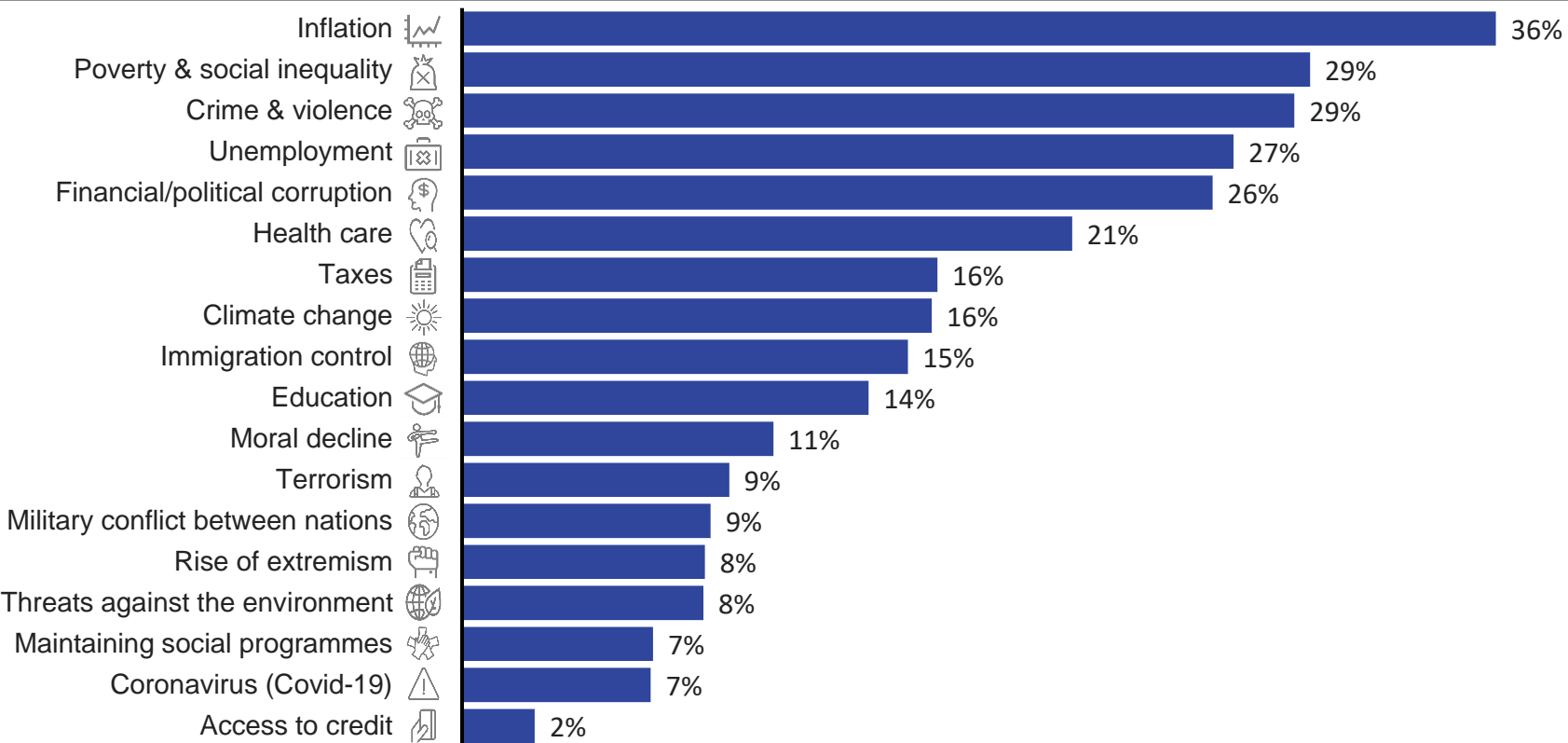




# WORLD WORRIES: THE FULL LIST

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

% mentioned in January 2024 (global country average)



Inflation has been top for the last 22 consecutive months. It has decreased slightly to 36%, reaching its lowest point since May 2022 (34%). While this figure is 4pp lower than the recorded score from this time last year, it still remains 16% higher than January 2022's score.

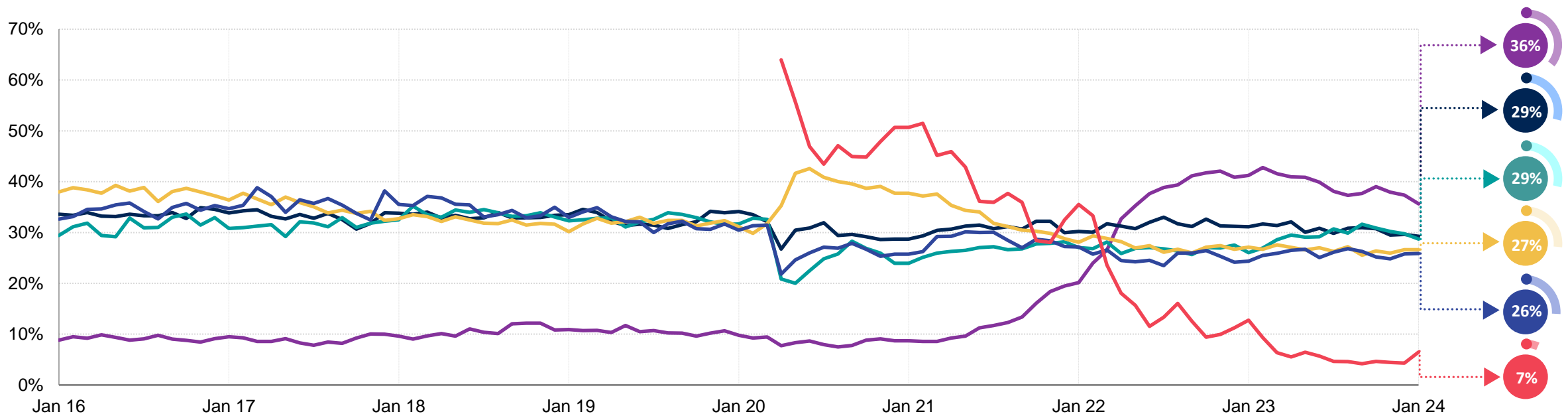
Terrorism and military conflict between nations remain at historically high levels. Terrorism is unchanged from last month but military conflict has increased marginally, moving up a place from 14<sup>th</sup> to 13<sup>th</sup>.

**Base:** Representative sample of 22,270 adults aged 16-74 in 29 participating countries, December 22nd 2023 - January 5th 2024.  
**Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



# WORLD WORRIES: LONG-TERM TREND

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



**Inflation**



**Poverty & social inequality**



**Crime & violence**



**Unemployment**



**Financial/political corruption**

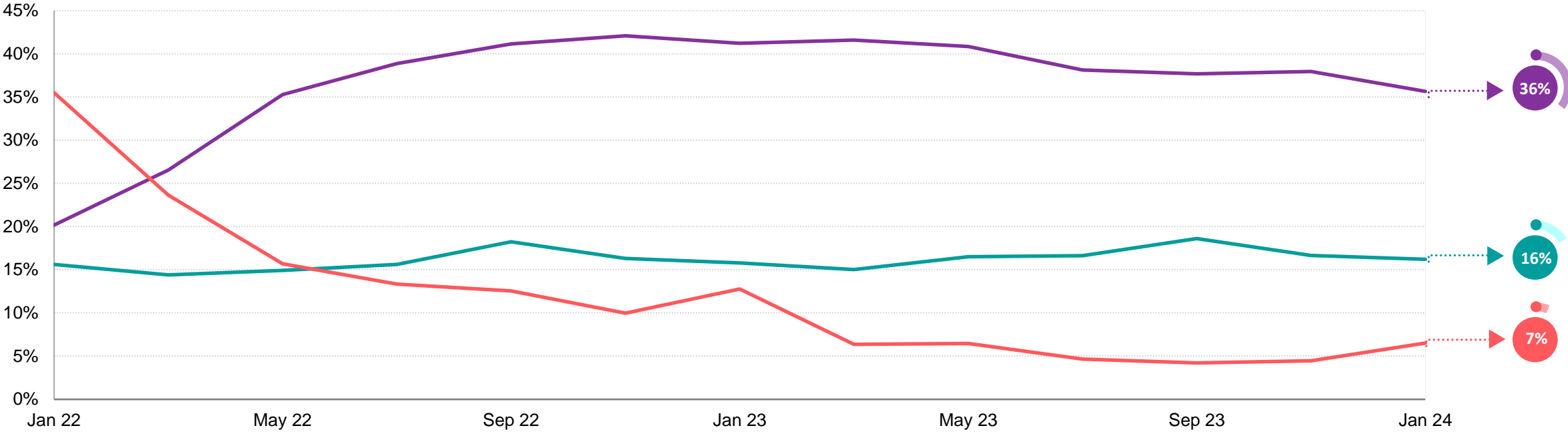


**Coronavirus**

**Base:** Representative sample of 22,270 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)



**Inflation**

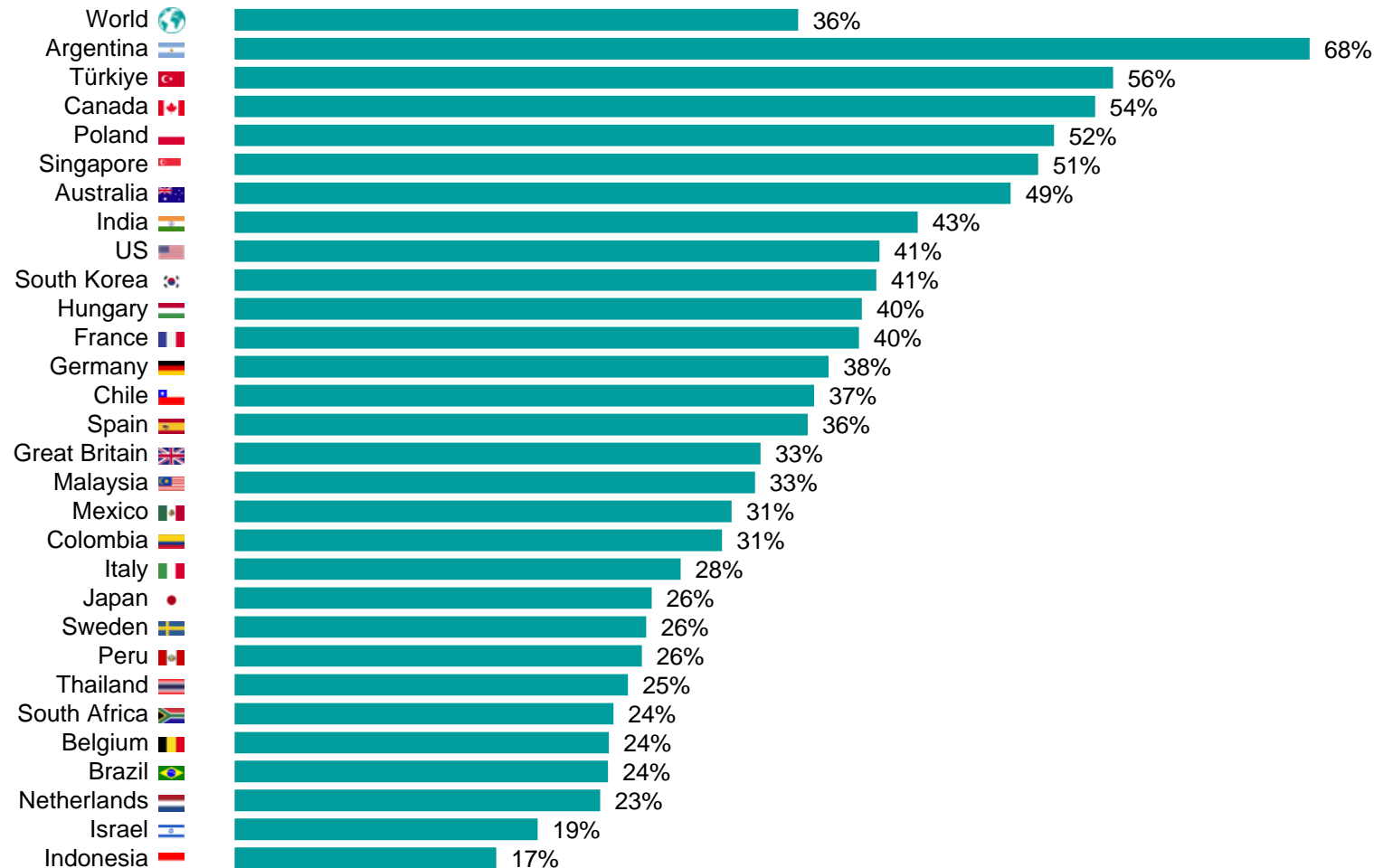
**Climate Change**

**Coronavirus**

**Base:** Representative sample of c.22,270 adults aged 16-74 in 29 participating countries, January 2022 - January 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



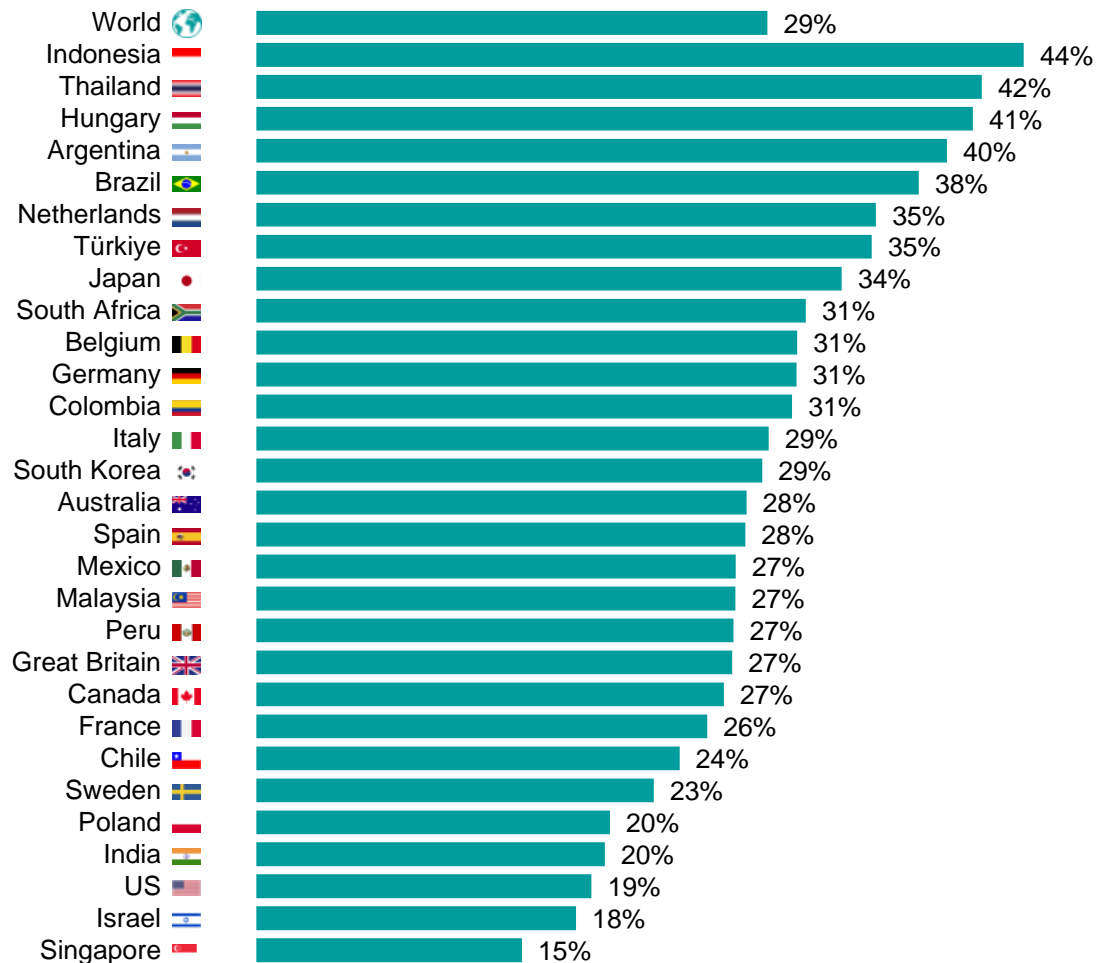
Less than four in ten (36%) choose inflation as a top concern in their country. It has been decreasing for the previous three consecutive months to 36%, reaching its lowest point since May 2022 (34%). While this figure is 4pp lower than the recorded score from this time last year, it still remains 16% higher than January 2022's score.

Four of the top five most concerned countries have seen a fall in worry this month. Only Poland (52%) has seen an increase in the proportion of people mentioning it – up 4pp.

Argentina (where 68% are worried) reached record levels of concern last month. The nation have been the most concerned country about inflation for the last 15 months.



## 2 | POVERTY & SOCIAL INEQUALITY



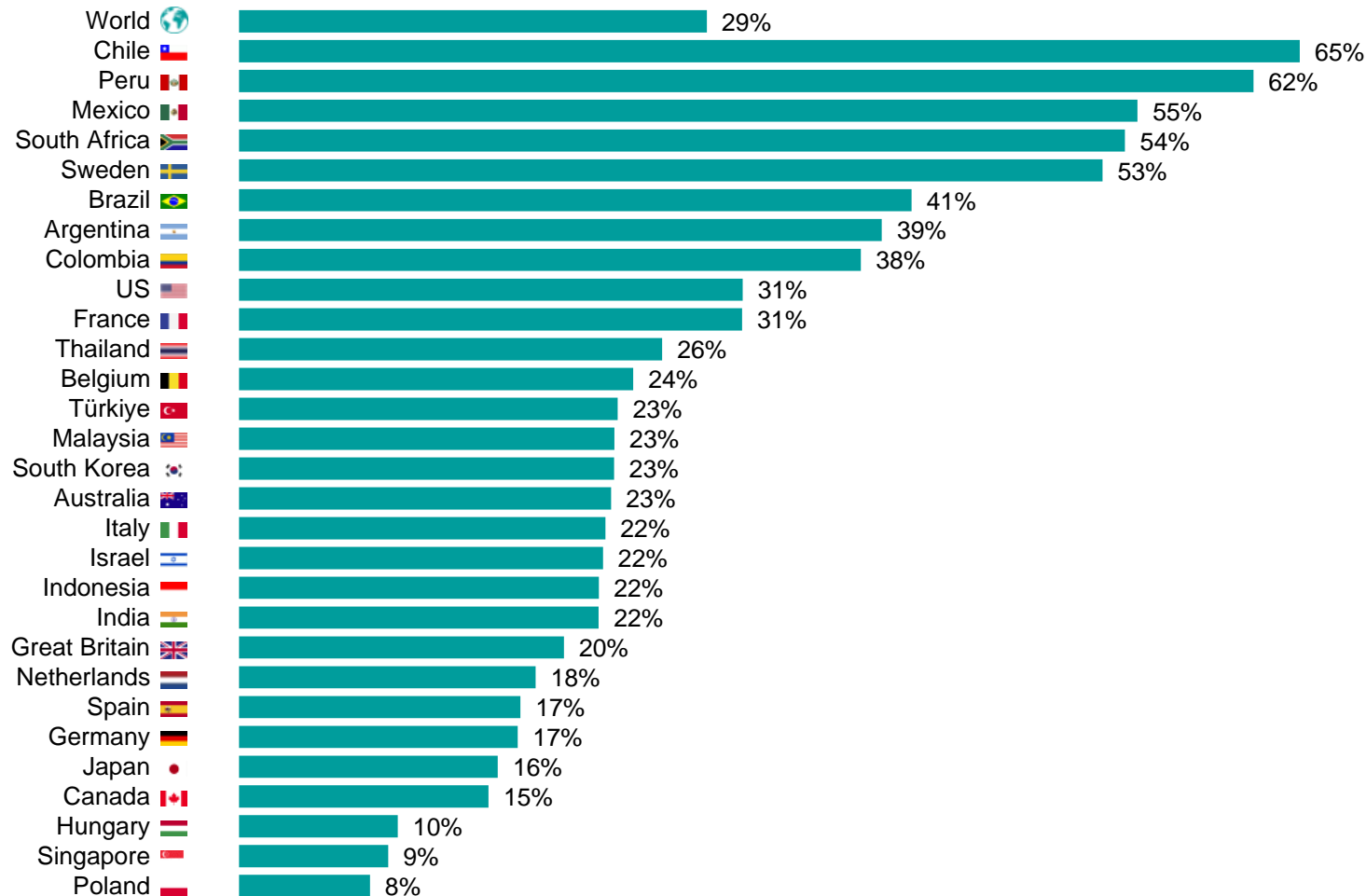
Mentions of poverty & social inequality have decreased marginally from last month, with one in three (29%) picking it as a worry.

Poverty & social inequality is Belgium's number one concern this month, overtaking taxes which was the nation's biggest issue last month. Nearly a third (31%) mention it as a worry – rising 7pp.

Argentina (40%) is now in the top five after the number of mentions increased by 5pp. It is now the country's second biggest worry, behind inflation.

Previously the third biggest concern for Indonesia, inequality is now the nation's second highest issue with over two-fifths (44%) mentioning it.

# 3 | CRIME & VIOLENCE



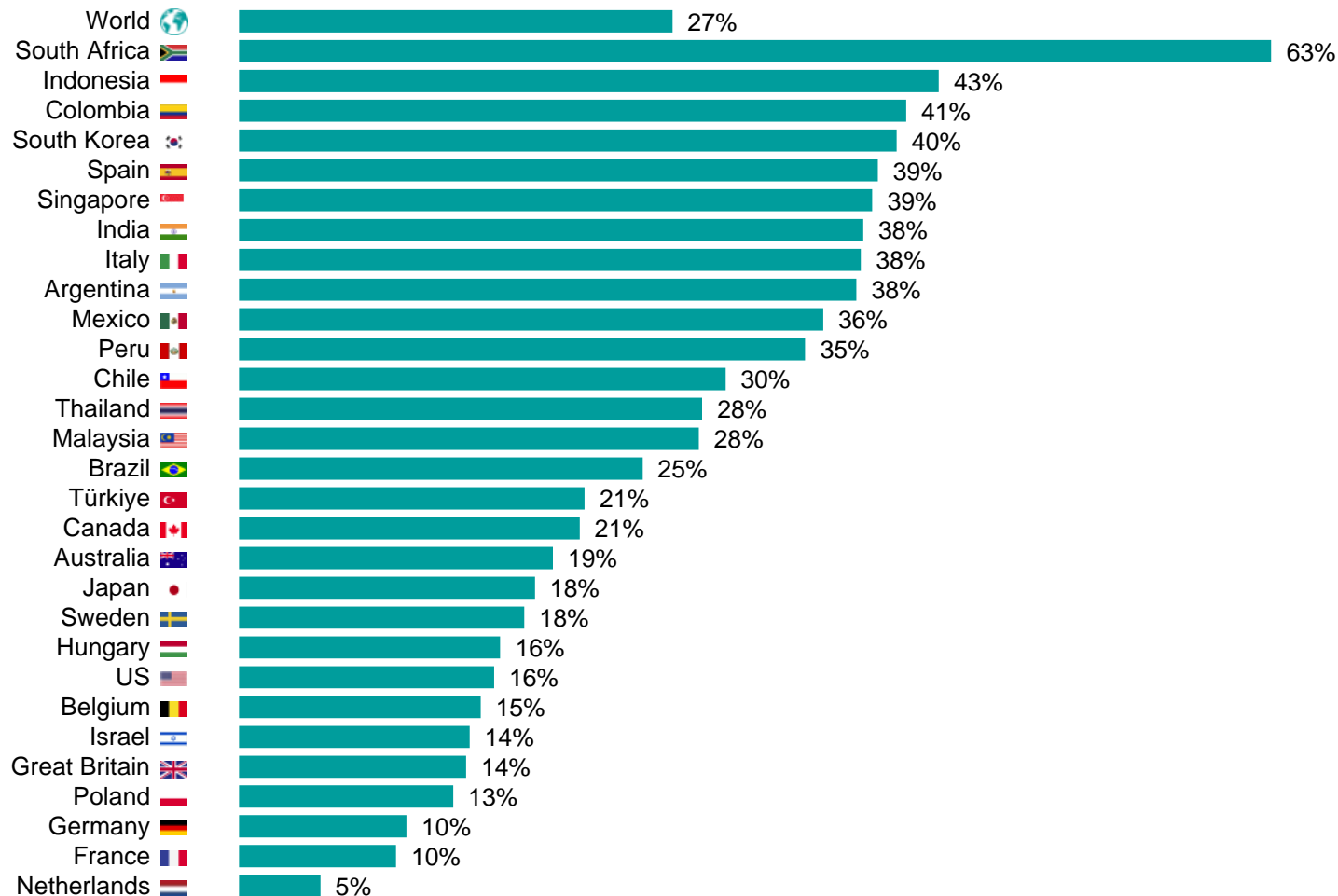
Just under three in ten (29%) across 29 countries choose crime & violence as a worry in their country.

Four out of the five countries expressing crime and violence as their primary concern hail from Latin America – Chile (65%), Peru (62%), Mexico (55%), and Brazil (41%). Sweden is the fifth country in the list.

Sweden (53%) had the second highest score last month but have since dropped 10pp. This is now the lowest recorded score for Sweden since May 2023.

Conversely, this is Chile's highest level of worry since May 2023.

## 4 | UNEMPLOYMENT

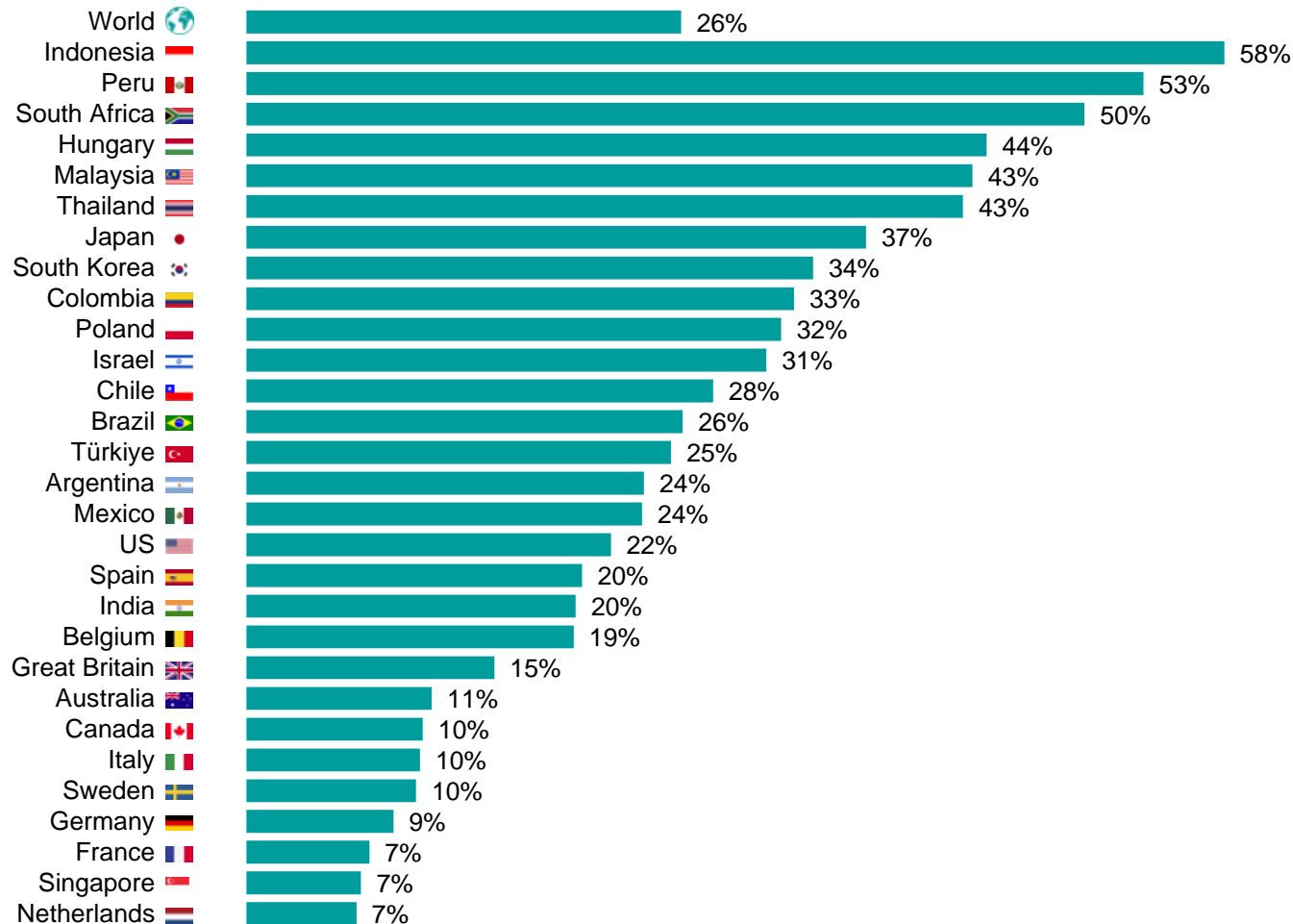


Just over one in four (27%) across 29 countries choose unemployment as one of the biggest concerns in January. This is the same score as last month's level.

Unemployment is now the biggest concern for Colombians after increasing 4pp to 41%. South Africa (63%), Spain (39%), and Italy (38%) all, once again, have unemployment as their primary worry. It has been South Africa's top worry every month since April 2021.

At the other end of the spectrum, France has recorded its equal lowest level of concern for unemployment with just 10% saying it is a worry. Looking at the longer-term picture, this month ten years ago 61% in France said jobs were one of the biggest issues affecting the country.

# 5 | FINANCIAL/POLITICAL CORRUPTION



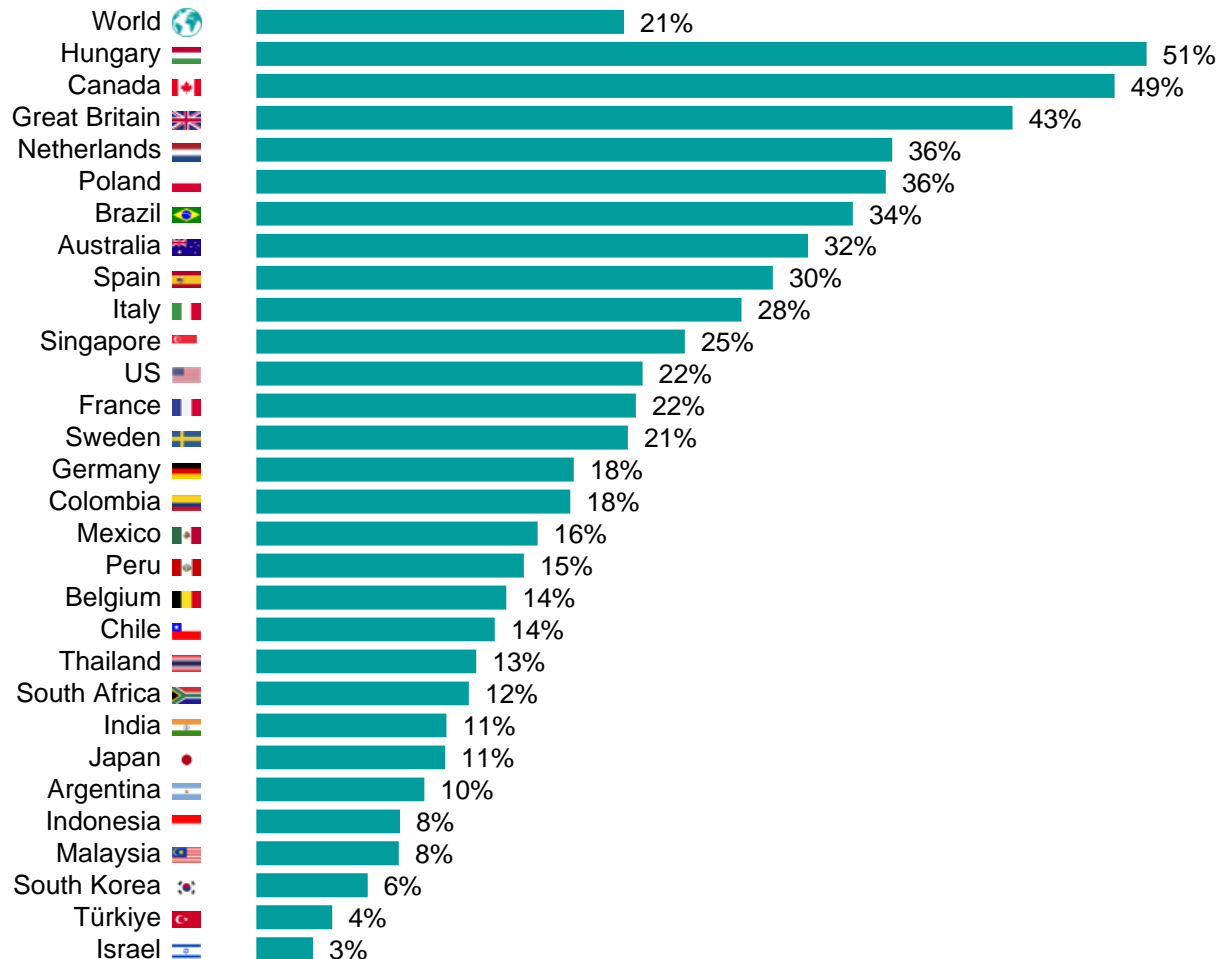
Financial/political corruption is the fifth biggest concern in our *What Worries the World* survey with one in four (26%) across 29 countries choosing it as a worry.

In Japan concern has reached nearly two-fifths (37%) mentioning it this month after it rose by 18pp. Corruption is now the primary worry among the Japanese and this month's level is the highest it has been in ten years. Thailand (43%) also lists it as their highest issue.

Peru (53%) no longer rank corruption as their top worry, whereas Indonesia (58%) and Malaysia (43%) still do; although the number of Malaysians mentioning corruption has fallen 7pp this month.



## 6 | HEALTH CARE

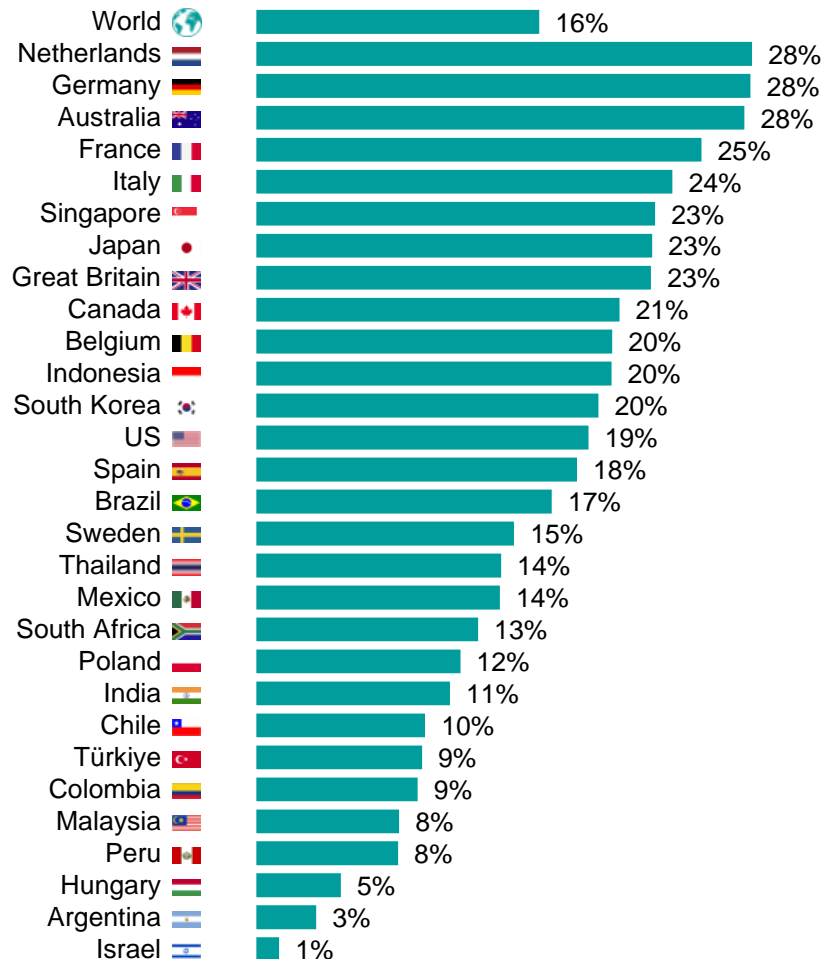


Health care sits at number six on our list of worries where a fifth (21%) on a global country average mention it. The proportion listing health care as an issue tends to remain steady – in January 2023 it was also at 21%.

Health care is Hungary's primary issue, with half (51%) of Hungarians mentioning it. This tends to be the biggest concern, with it being top for 10 of the last 12 months.

Great Britain also has health care as their number one concern with just over two-fifths (43%) mentioning it. It has been the Brits' highest worry since September 2023, when previously inflation had been top. The highest recorded level for Great Britain was 49% in February 2018.

## 8 | CLIMATE CHANGE



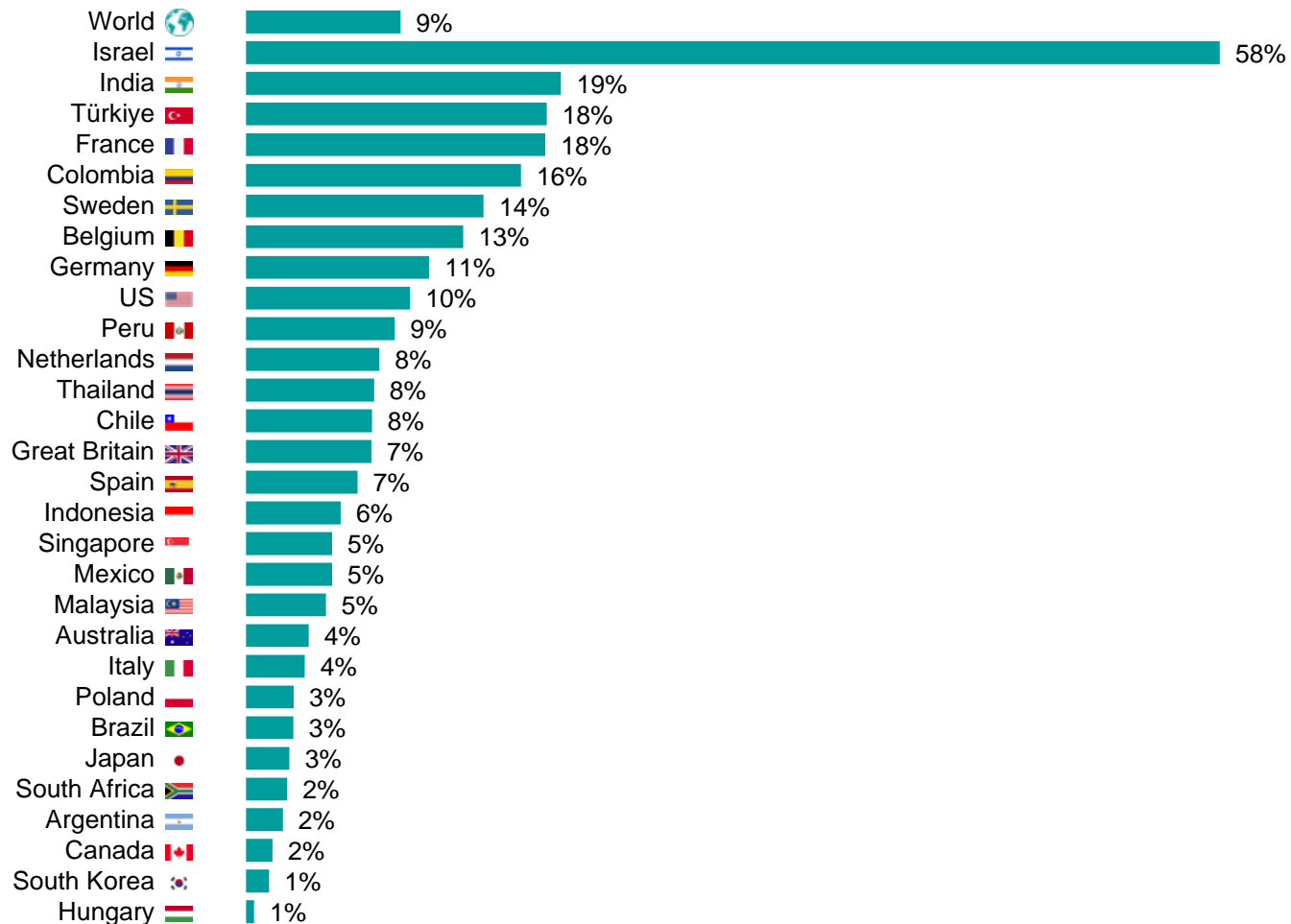
Climate change is mentioned as a worry by 16%, no change from last month.

Germany is now the equal most worried country, alongside Australia and the Netherlands, after rising 5pp from last month to 28%. This makes climate change Germany's third highest issue, behind inflation/immigration control and inequality.

With the country at the peak of its summer, Australia's score of 28% is its lowest climate change figure in January since 2021, when 27% chose it as a worry.

Singapore (23%) was the most worried nation last month, but its level of concern has fallen 10pp, pushing it out of the top five most concerned countries.

## 12 | TERRORISM

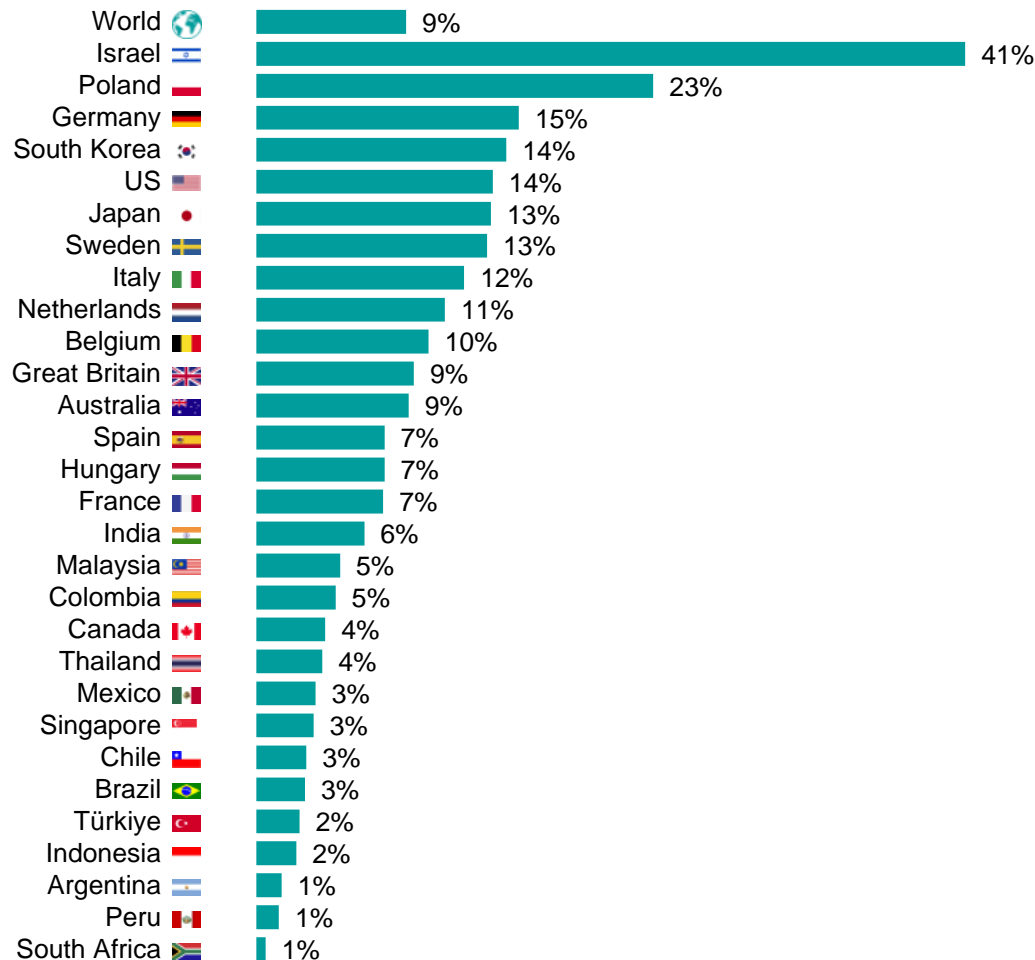


Terrorism ranks as the 12<sup>th</sup> biggest concern in our list of global worries. With 9% choosing it as an issue across 29 countries, it ranks between moral decline and military conflict between nations.

Israel is the most concerned country with 58% saying it is one of the important issues affecting the country. It has been Israel's biggest concern since the October 7<sup>th</sup> attack. Worry has fallen 5pp this month, after two months of increases in concern in November (63%) and December (64%).

Looking at other concerns almost one in five in India, Türkiye and France see terrorism as a worry.

## 13 | MILITARY CONFLICT BETWEEN NATIONS



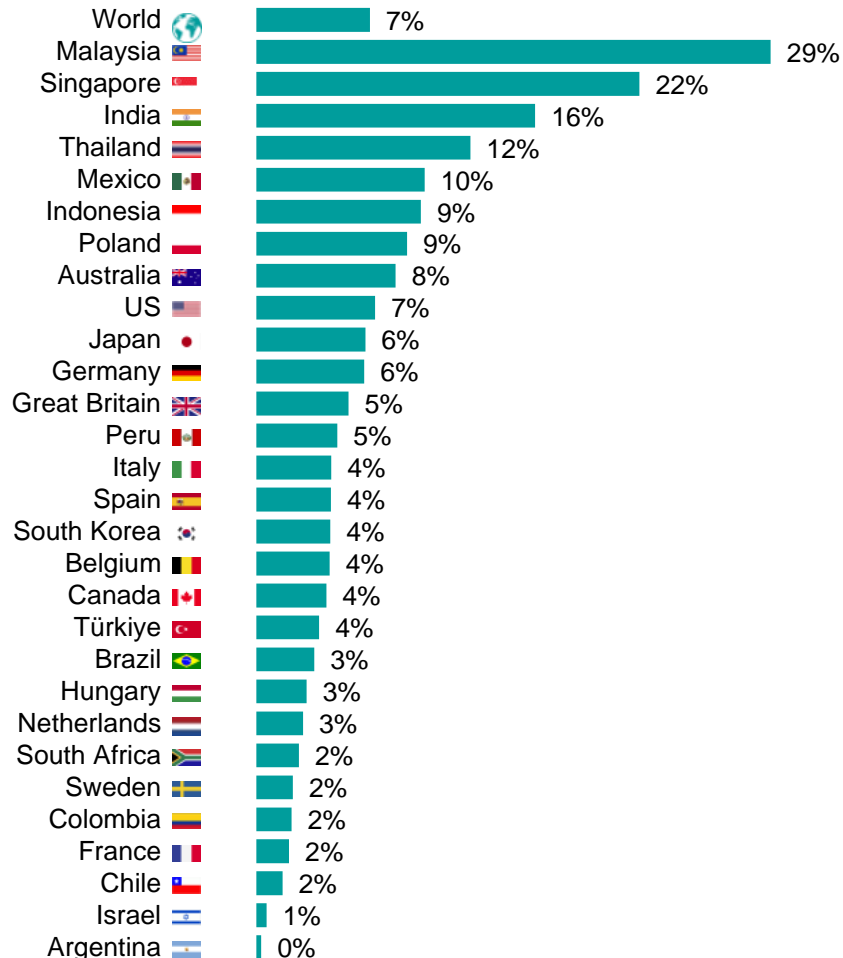
Military conflict between nations has moved up a rank from 14<sup>th</sup> to 13<sup>th</sup> this month after the proportion mentioning it marginally increased. It is now tied with the number of people mentioning terrorism as a high worry.

Israel is still the most worried nation by a large margin. Two-fifths (41%) of Israelis list this as a top concern, which is up 5pp from December. This figure is picking back from last month's decline and is nearly reaching November's score of 43%.

Poland is the second most worried nation with over a fifth (23%) picking it – up 2pp this month. Poland's concern has remained relatively elevated since we started tracking this worry in April 2022 but has been gradually decreasing. This month's score is 15pp lower than in April 2022.



## 17 | CORONAVIRUS (COVID-19)



The newest strain of the Covid-19 virus may have slightly increased this month's overall score. Worry has risen to 7% (+3pp), a seemingly modest figure. However, it represents the highest average score since February 2023 when it was 9%.

For Malaysia it has become an increasing concern after the proportion of mentions rose 17pp from December to 29% this month. It is now the nation's third highest worry, behind corruption and inflation.

Other APAC countries have also seen increases. Singapore (22%) is up 8pp, India (16%) has risen 10pp, and Indonesia (9%) have climbed 5pp. Mexico now has one in ten (10%) listing it, another 5pp climb from last month.

# 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.

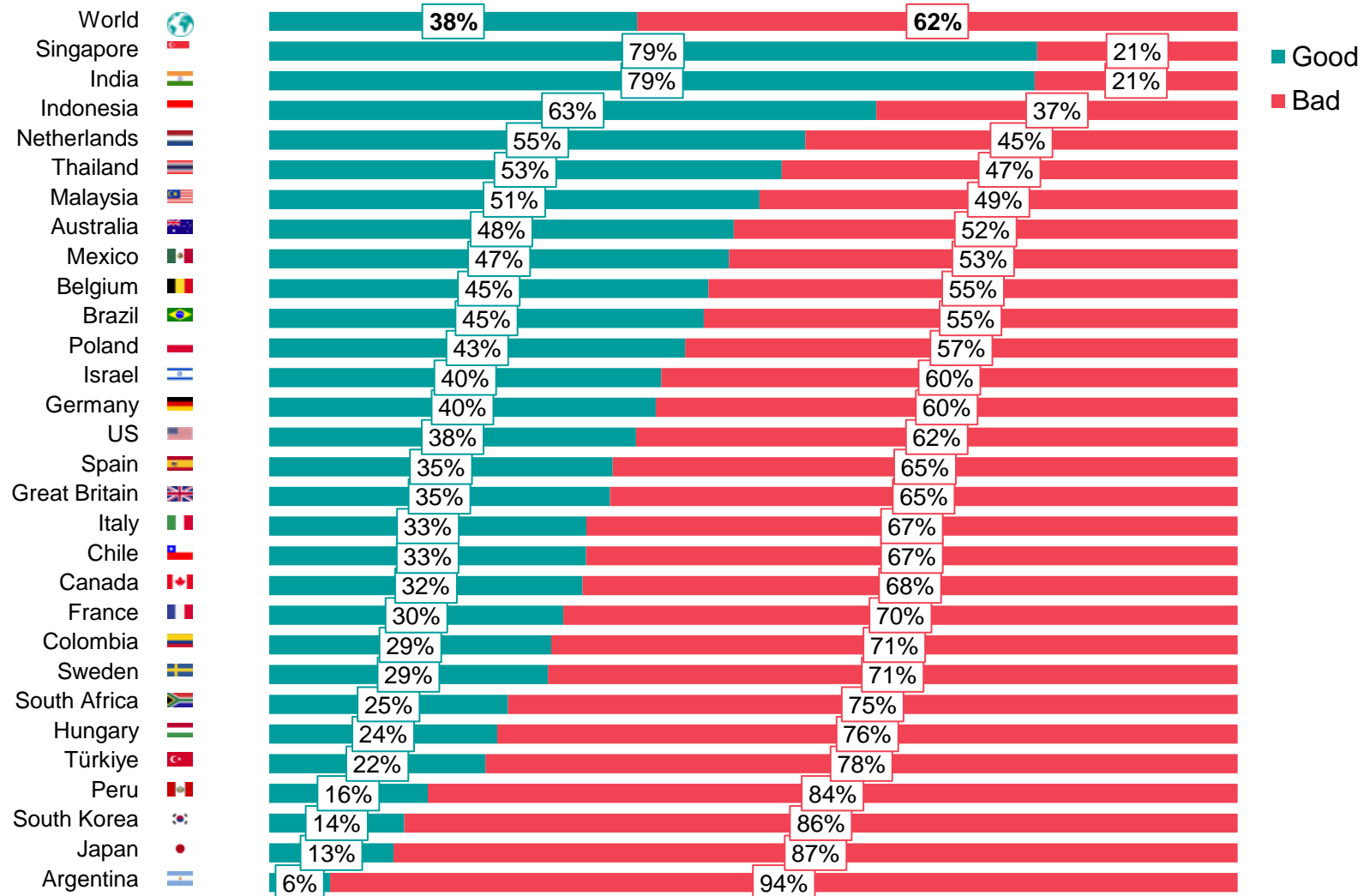
Please contact: [Chris.Jackson@Ipsos.com](mailto:Chris.Jackson@Ipsos.com) for more information.



# 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?



The proportion of people on average globally who describe the current economic situation in their country as “good” has risen two points from last month, and now stands at almost four in ten (38%).

Singapore and India are the joint-most positive countries with eight in ten (79%) saying their country’s economic situation is good. Argentina once again remains the most pessimistic country in our survey.

Perceptions of the national economy have improved most since last month in Great Britain (+12pp), Chile and France (both +10). This month Thailand records its all-time highest “good” economy score, following a 3pp month-on-month increase.

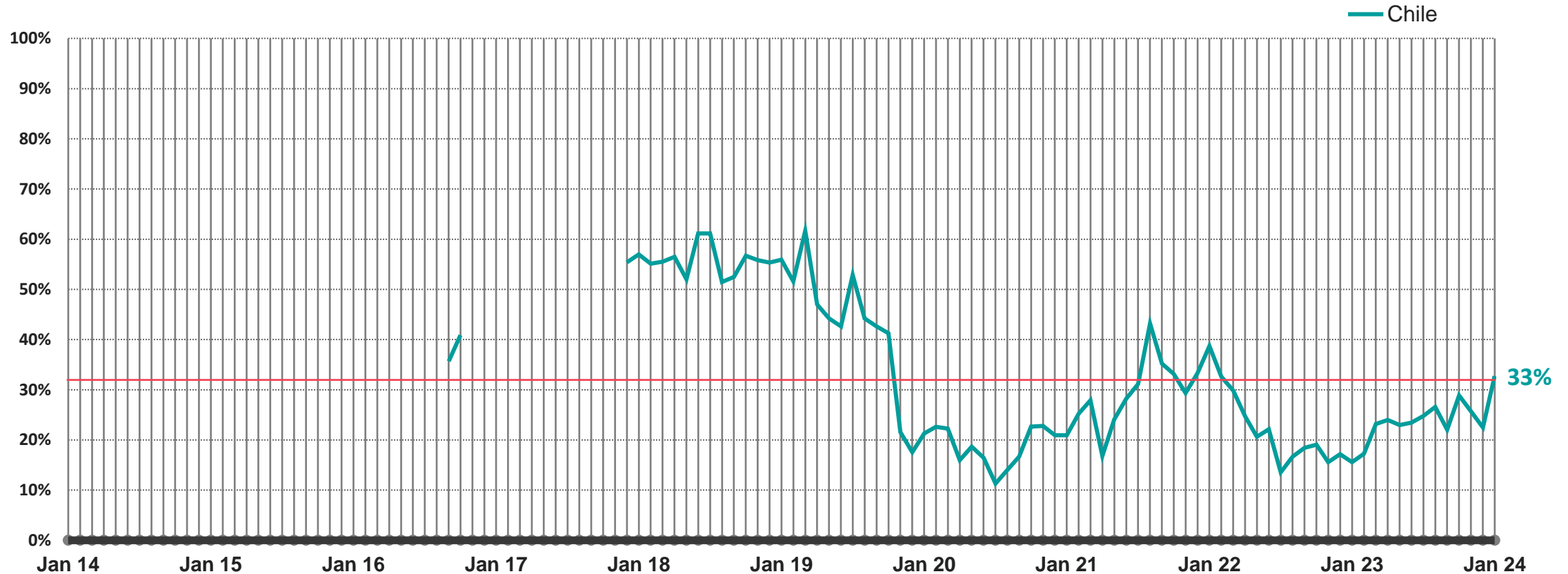
Meanwhile, Mexico sees a 6pp decrease in those saying its current economic situation is good, Israel and Hungary both see a 4pp decrease.



# CURRENT ECONOMIC SITUATION: CHILE

Chile's "good" economy score has risen 10pp from last month.

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



**Base:** Representative sample c. 500 adults aged 16-74 in Chile, 2014 - 2024.

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

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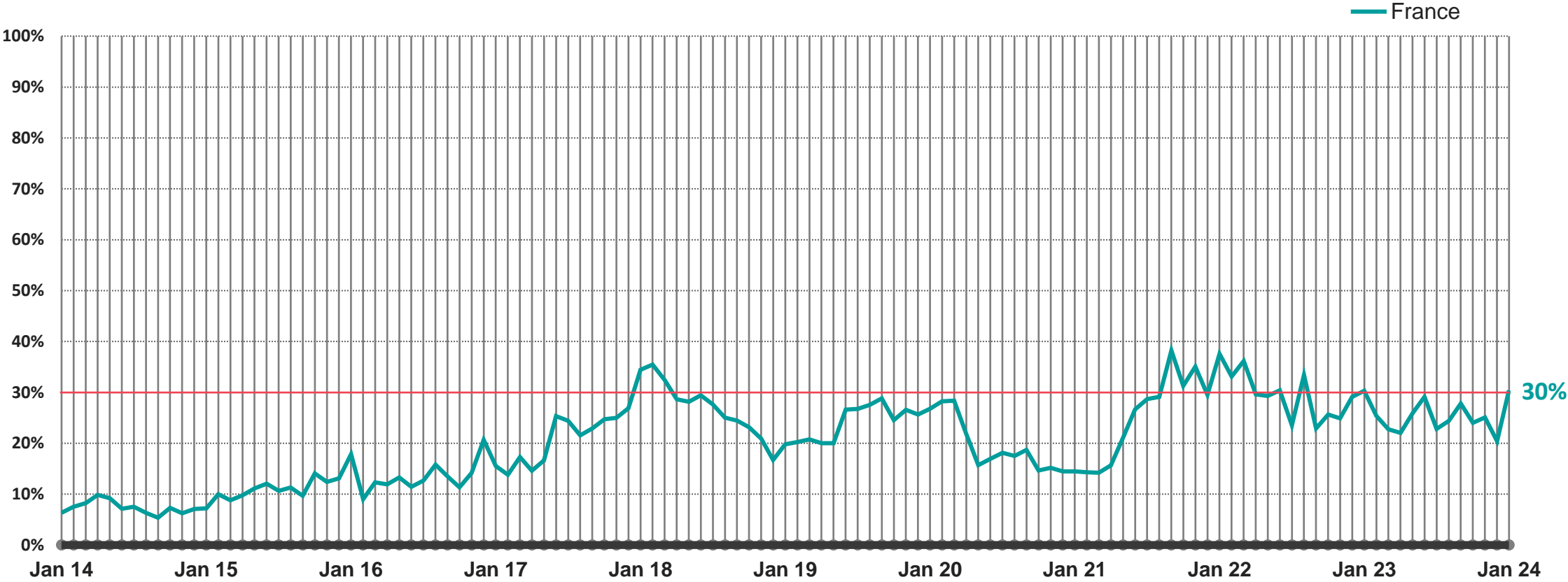
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# CURRENT ECONOMIC SITUATION: FRANCE

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

France's "good" economy score has risen 10pp from last month. Although lower than many other countries in our survey, this month's score is high for the historically pessimistic country.



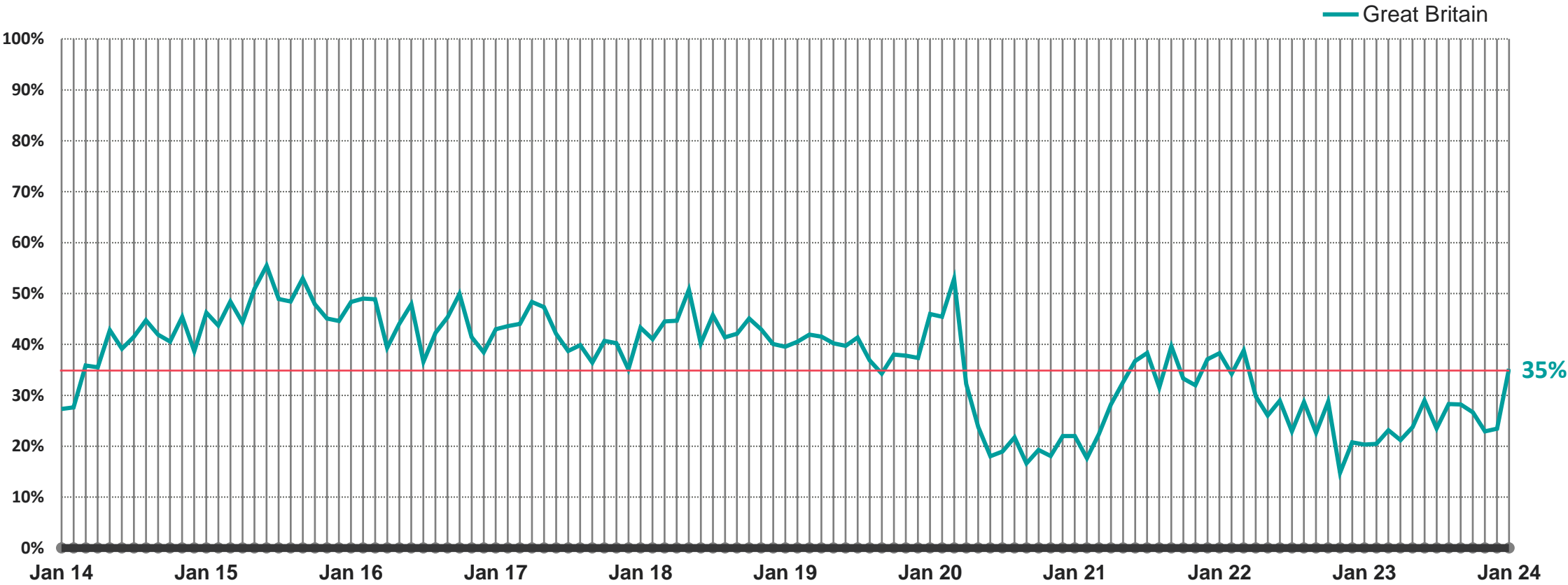
Base: Representative sample c. 1000 adults aged 16-74 in France, 2014 - 2024.  
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



# CURRENT ECONOMIC SITUATION: GREAT BRITAIN

Great Britain's "good" economy score is up 12pp from last month and at its highest level since March 2022 (39%).

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



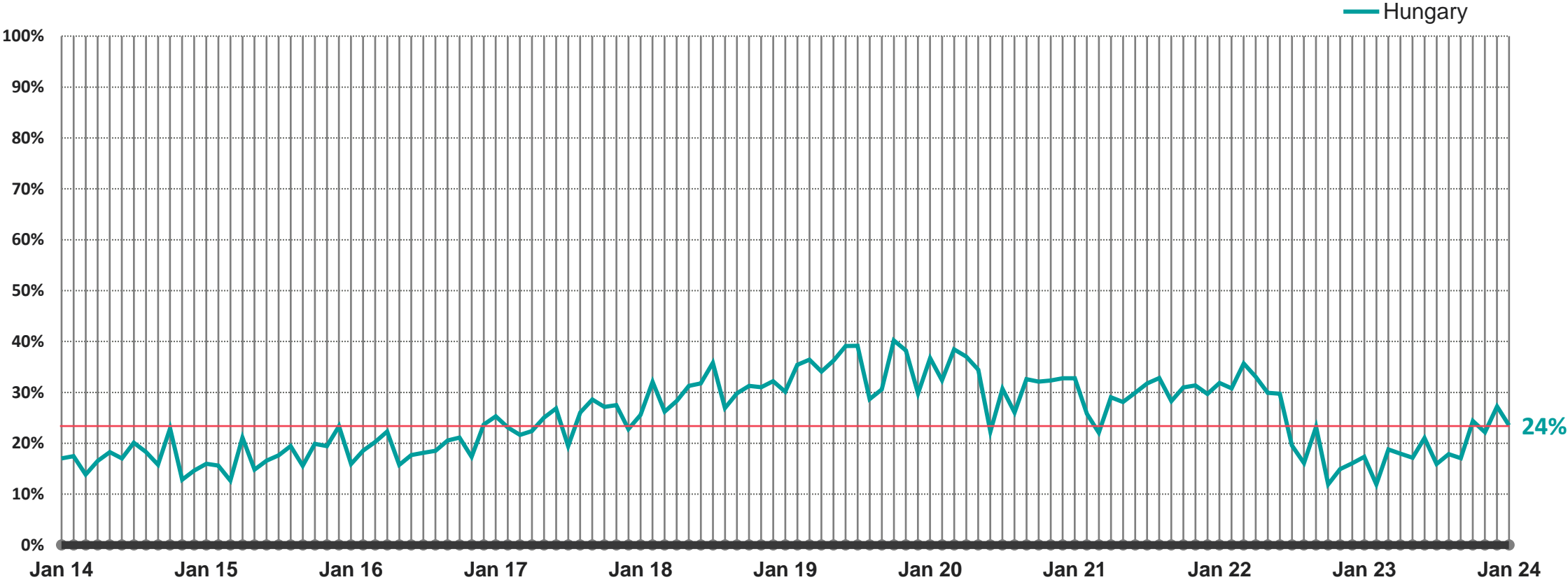
Base: Representative sample c. 1000 adults aged 16-74 in Great Britain, 2014 - 2024.  
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



# CURRENT ECONOMIC SITUATION: HUNGARY

Hungary's "good" economy score is down 4pp compared with last month.

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



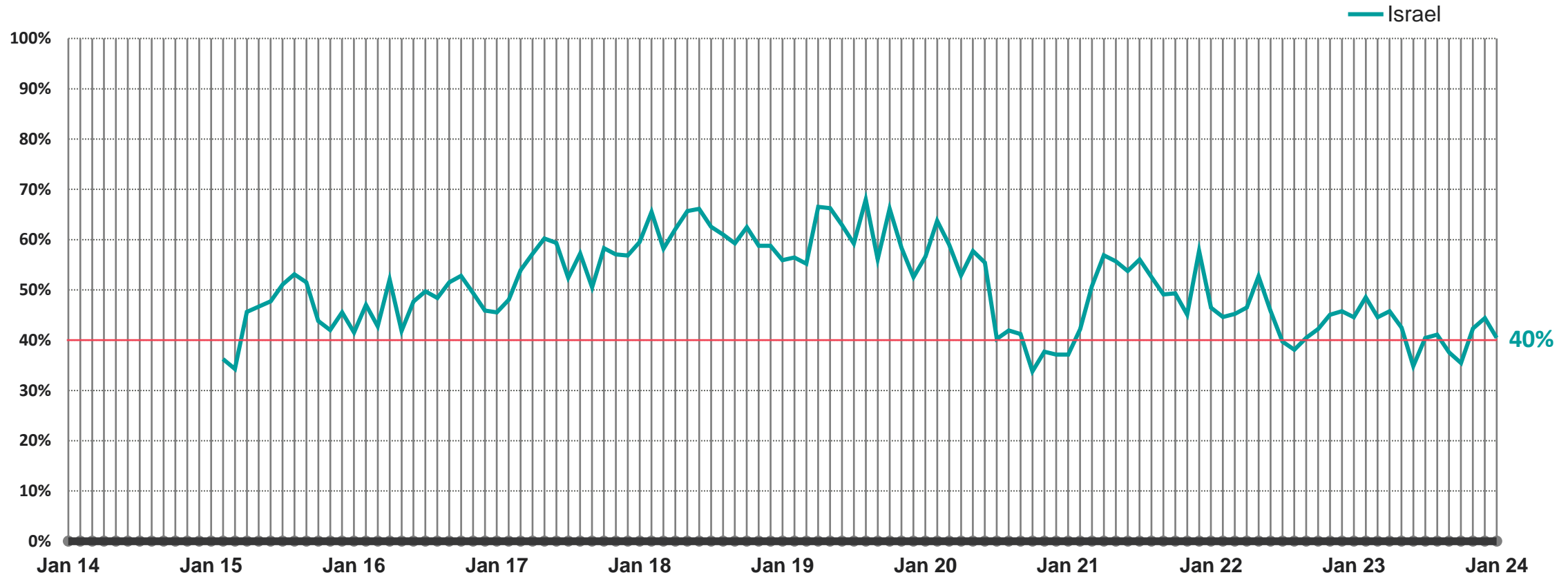
Base: Representative sample c. 500 adults aged 16-74 in Hungary, 2014 - 2024.  
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



# CURRENT ECONOMIC SITUATION: ISRAEL

Israel's "good" economy score is down 4pp this month.

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



**Base:** Representative sample c. 500 adults aged 16-74 in Israel, 2014 - 2024.

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

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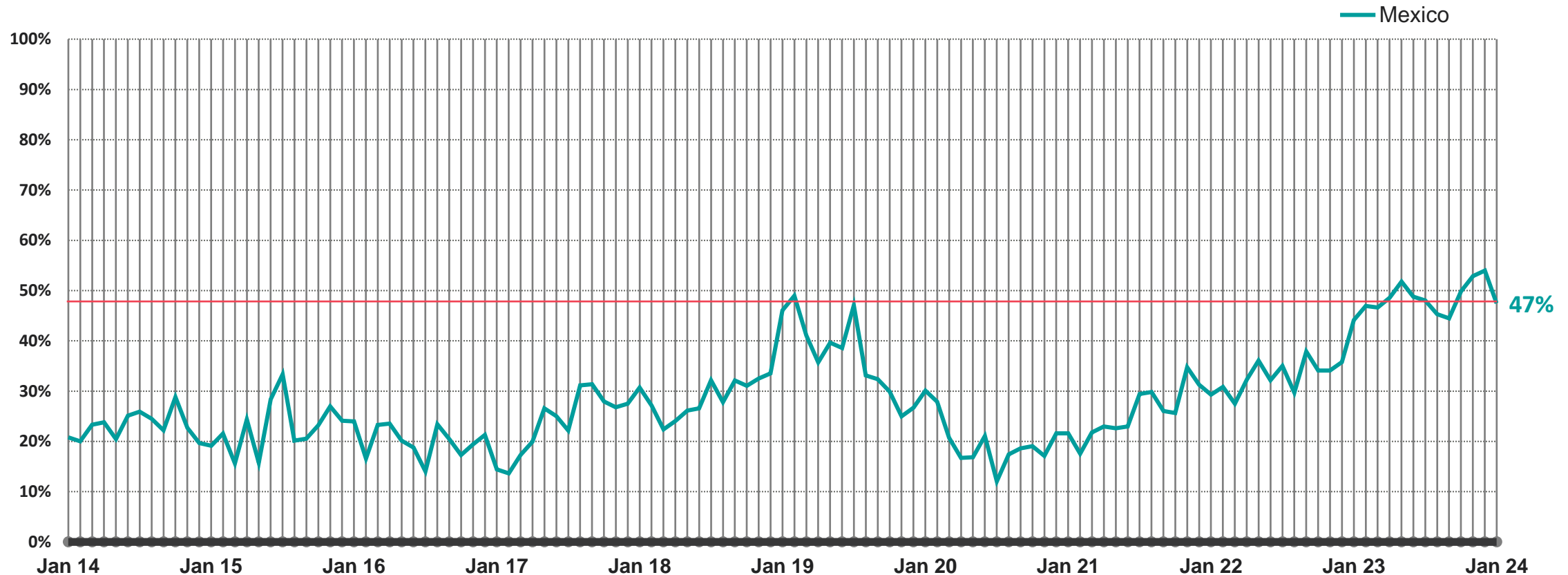
Filter: Country: World | Current Wave: Jan 24



# CURRENT ECONOMIC SITUATION: MEXICO

Although Mexico's "good" economy score is down 6pp from last month, it is still high compared to previous scores.

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



**Base:** Representative sample c. 500 adults aged 16-74 in Mexico, 2014 - 2024.

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

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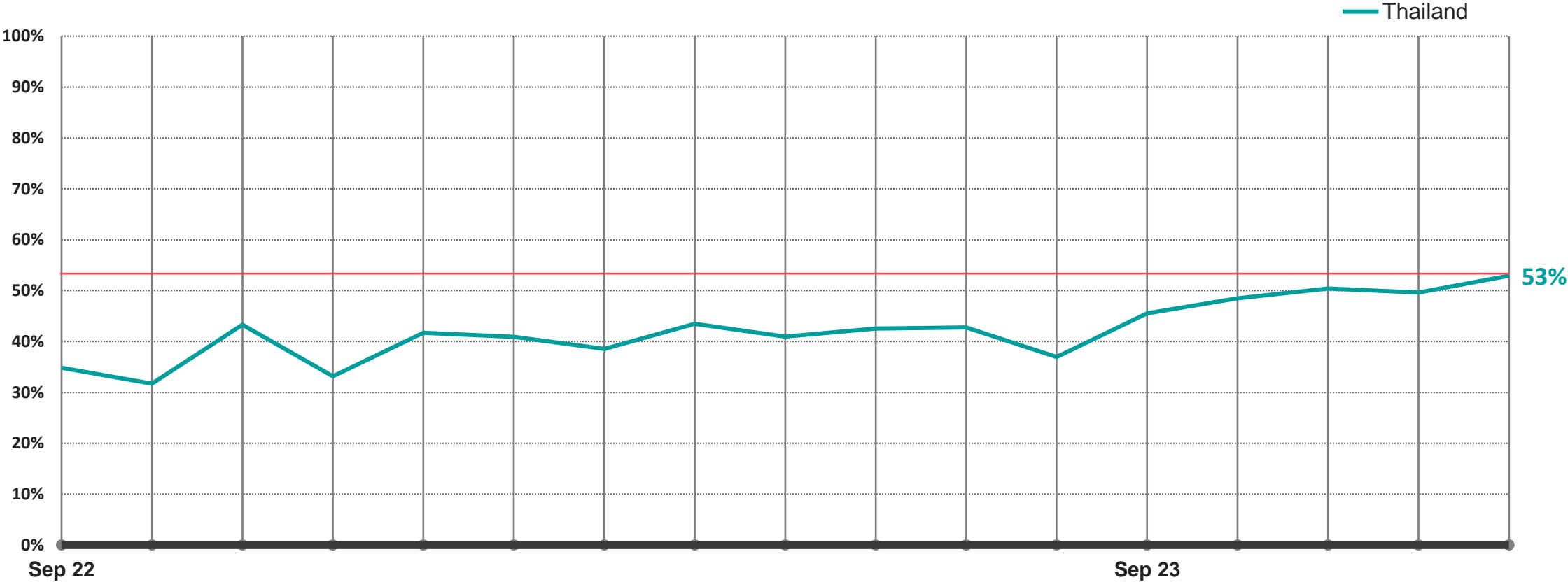




# CURRENT ECONOMIC SITUATION: THAILAND

Thailand records an all-time high “good” economy score this month, 18pp higher than when it was added to our survey in September 2022 (35%).

**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 Thailand, 2014 - 2024.  
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



# METHODOLOGY

This 29-country Global Advisor survey was conducted between December 22nd 2023 and January 5th 2024 via the Ipsos Online Panel system among 20,570 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, Israel, Japan, Mexico, Spain, Sweden, and the US, and approximately 500+ individuals in each of Argentina, Chile, Colombia, Hungary, India, Indonesia, Malaysia, 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.