

WHAT WORRIES THE WORLD?

January 2022

www.ipsos.com/en/what-worries-world-january-2022

GAME CHANGERS



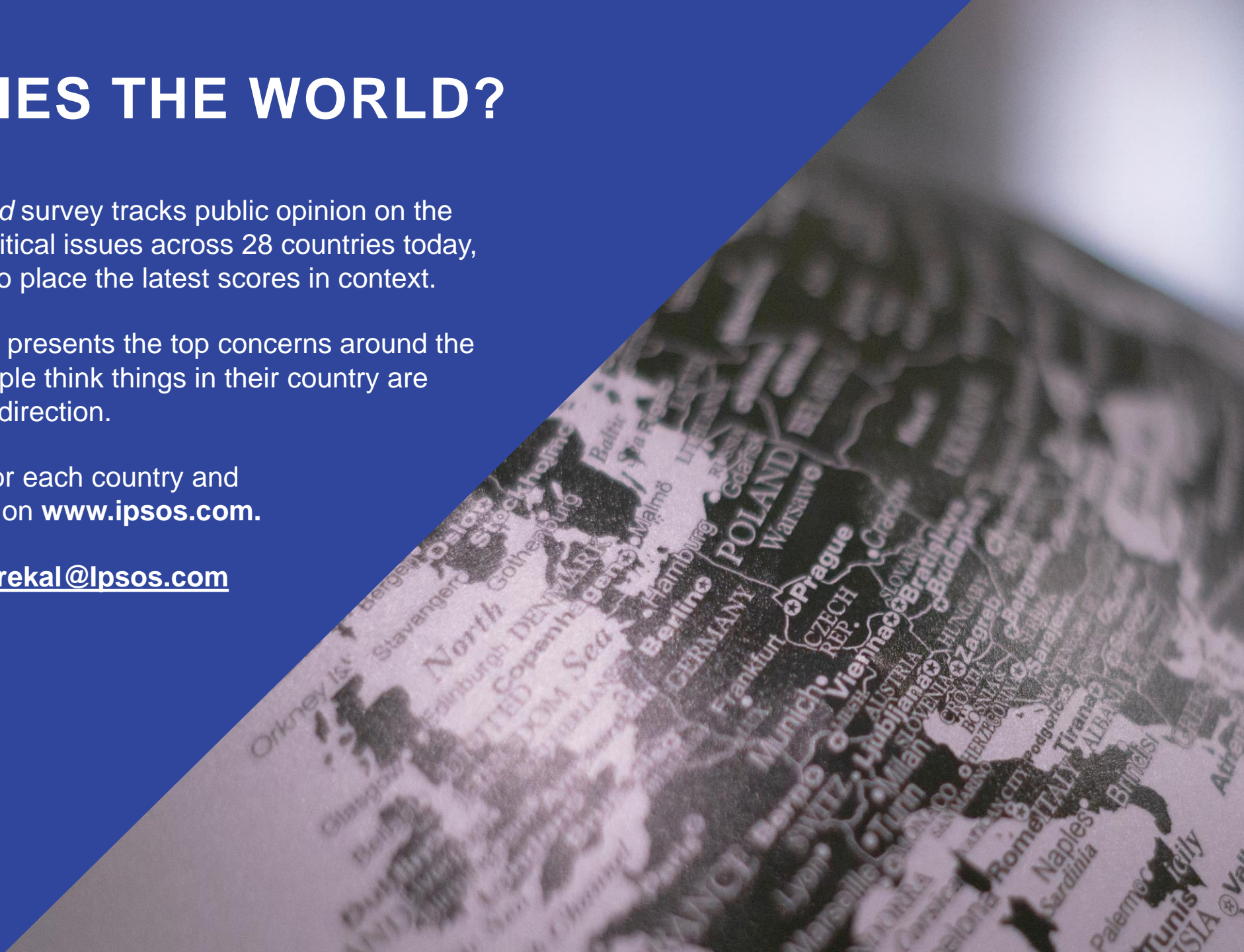
WHAT WORRIES THE WORLD?

Ipsos' *What Worries the World* survey tracks public opinion on the most important social and political issues across 28 countries today, drawing on 10 years of data to place the latest scores in context.

This **global summary report** presents the top concerns around the world, alongside whether people think things in their country are heading in the right or wrong direction.

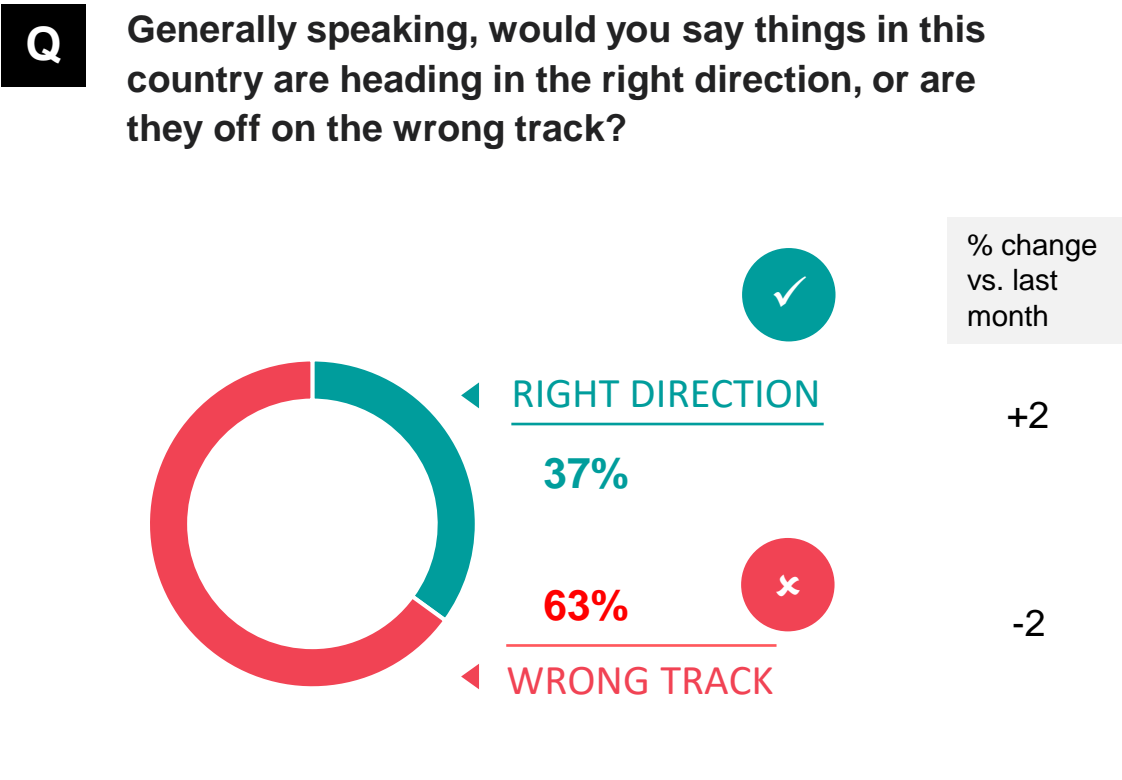
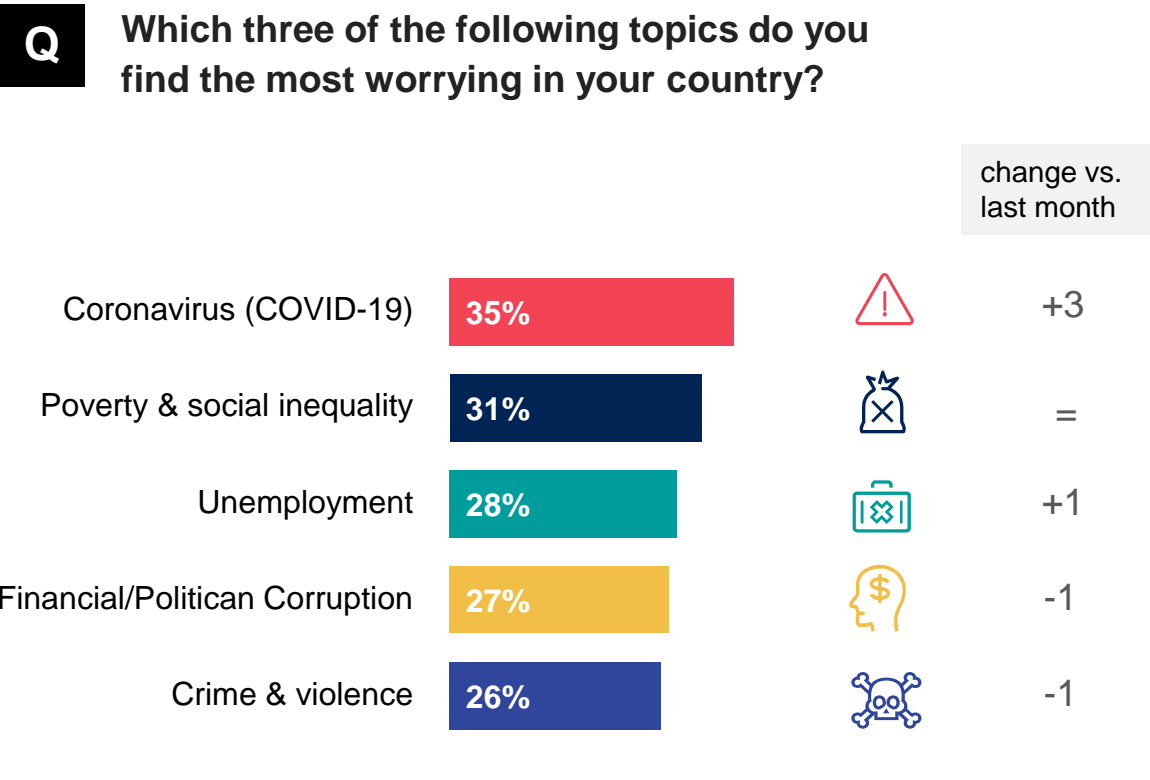
Full breakdowns of findings for each country and each issue are also available on **www.ipsos.com**.

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



WHAT WORRIES THE WORLD? JANUARY 2022

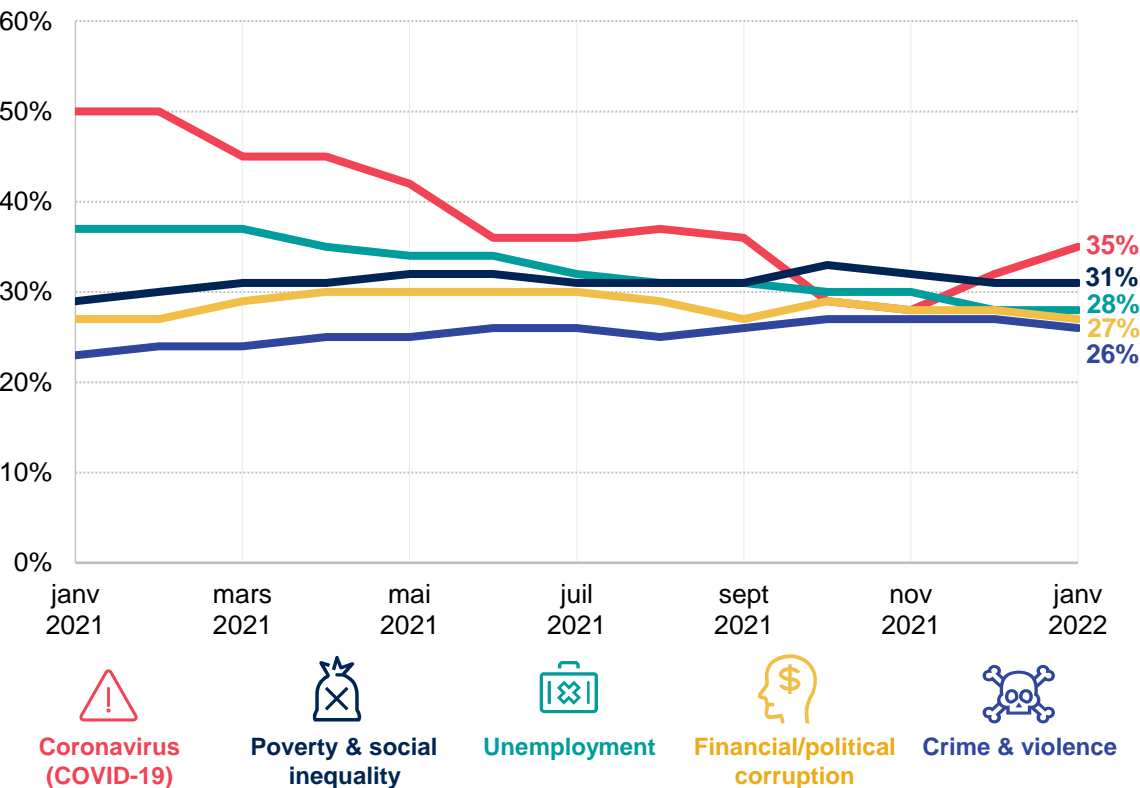
The recent rise in concern about Covid-19 continues in 2022, which reaches 35% this month. Other top-5 issues remain stable. We also see a slight boost in general optimism as 37% globally say things in their country are heading in the right direction.



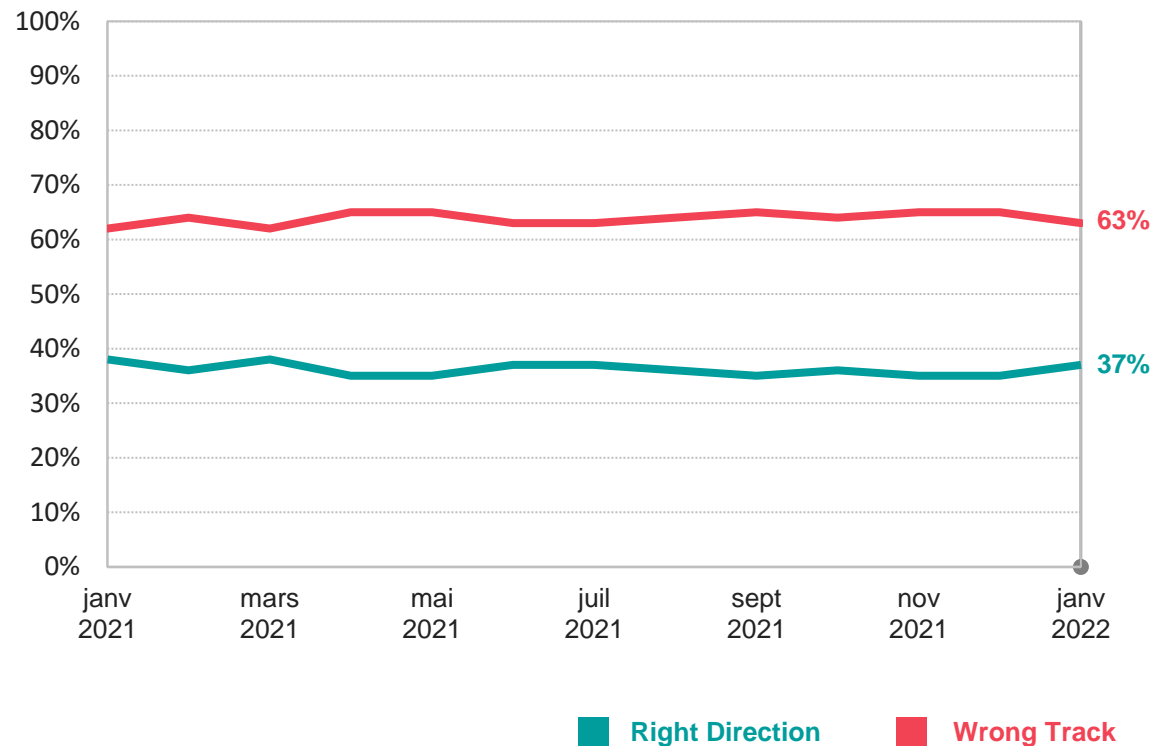
Base: Representative sample of 19,486 adults aged 16-74 in 28 participating countries, December 23rd 2021 – January 7th 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

WHAT WORRIES THE WORLD? 12-MONTH TREND

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



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



Base: Representative sample of c.20,000 adults aged 16-74 in 28 participating countries, January 2021 – January 2022.

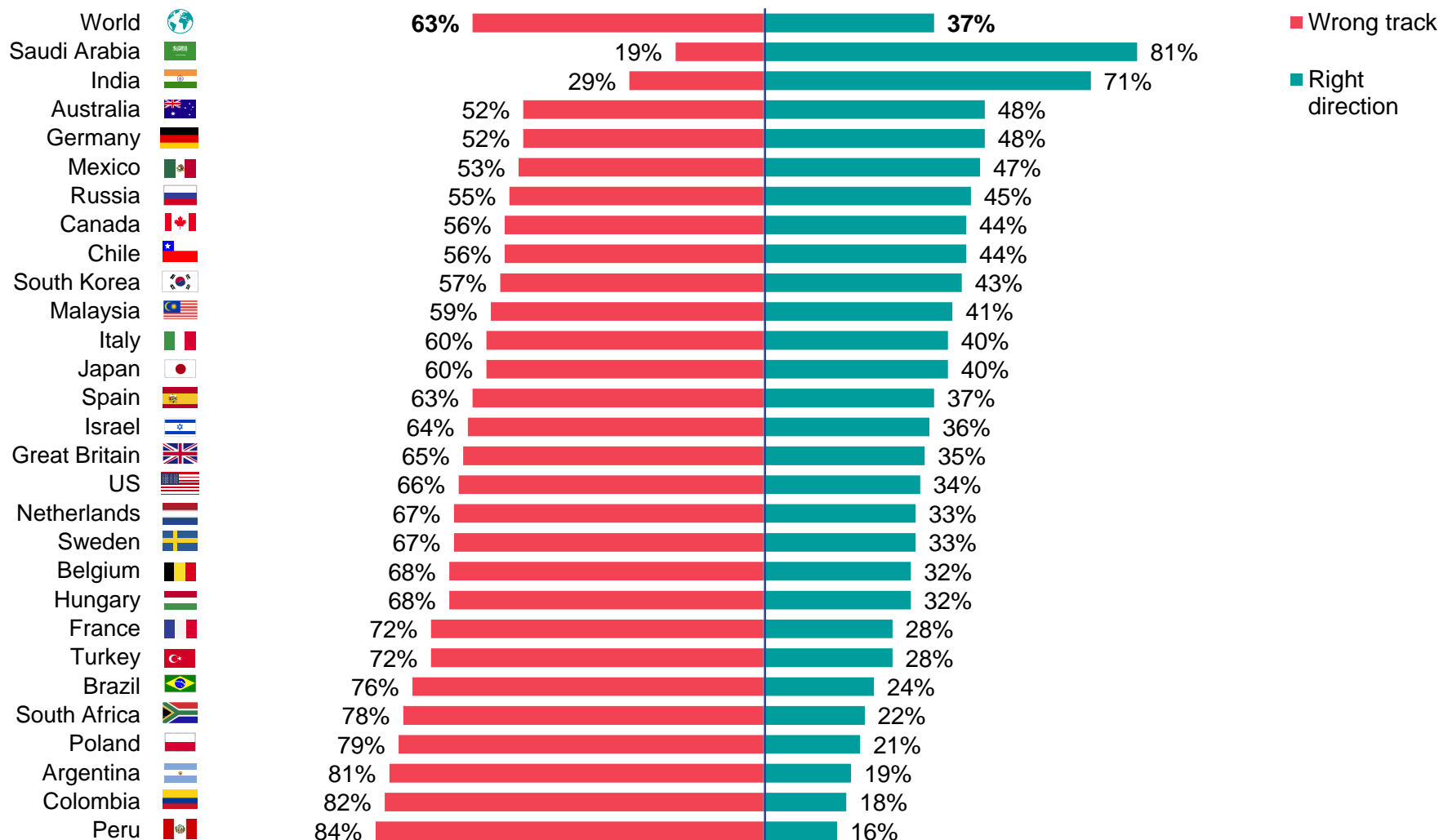
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

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 2022)



Across the 28 nations surveyed, 63% on average say that things in their country are on the wrong track while 37% think they are heading in the right direction. This has moved 2 points in a more positive direction vs. last month.

Peru is, for the second consecutive month, the country with the largest proportion of respondents saying that their country is heading in the wrong direction (84%). This is also over 8 in 10 in Colombia and Argentina.

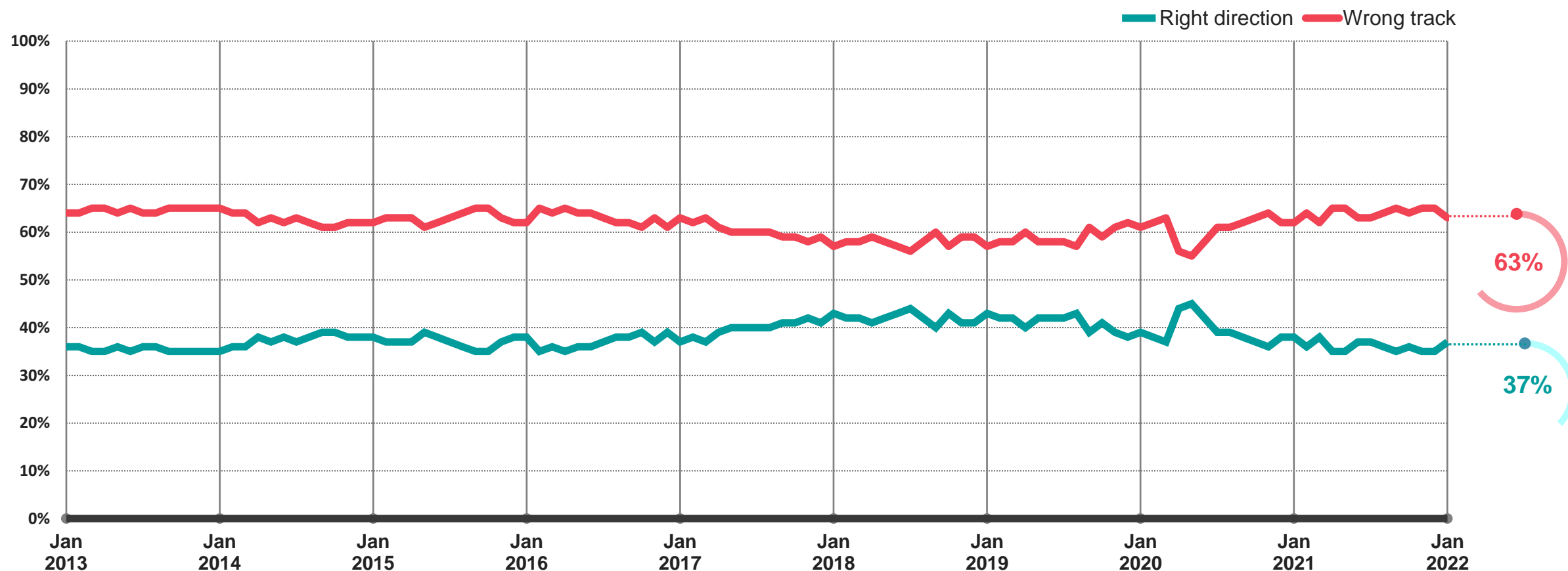
A number of countries see an uptick in optimism compared to the previous month, possibly reflecting hopes for a new year. Among them are Chile (+15) and Netherlands (+12), while Mexico, Hungary and Turkey are all up 6 points.

Base: Representative sample of 19,486 adults aged 16-74 in 28 participating countries, December 23rd 2021 – January 7th 2022.

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

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 c. 20,000 adults aged 16-74 in 28 participating countries, 2013 - 2022.

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

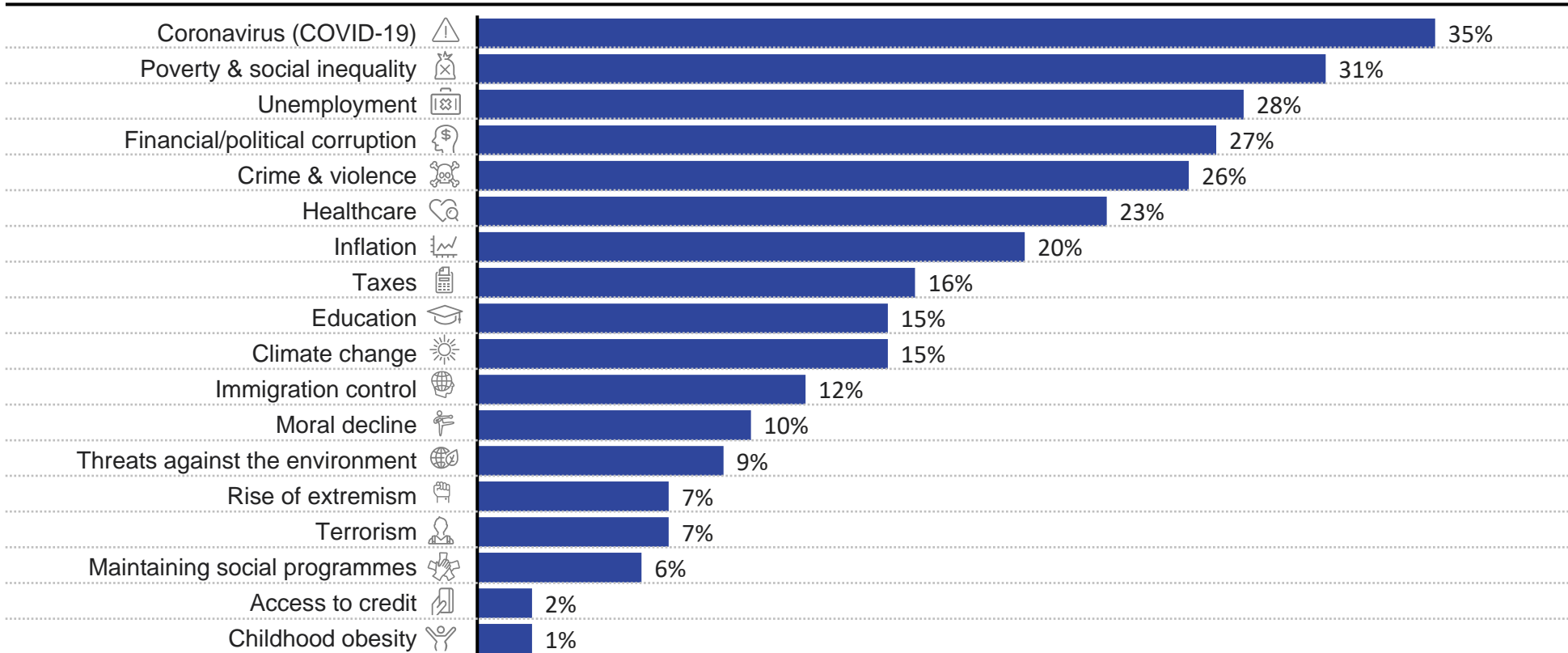
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in January 2022 (global country average)



Our full ranking of the 18 issues in our survey gives an overview of what people in 28 countries worry about today.

Overall, 35% globally say that Covid-19 is one of the top issues facing their country today.,

Poverty & social inequality is second with 31% and Unemployment third with 28%.

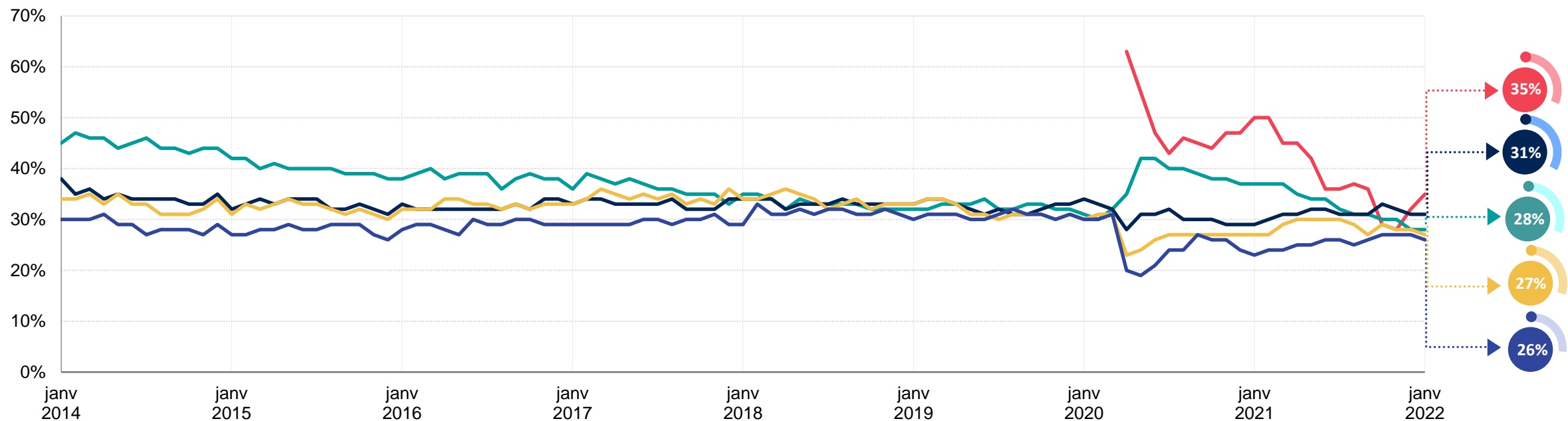
Financial/political corruption is just behind Unemployment with 27% and Crime & Violence completes the top 5 with 26% overall saying this is a top issue in their country.

Base: Representative sample of 19,486 adults aged 16-74 in 28 participating countries, December 23rd 2021 – January 7th 2022.

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



Coronavirus



**Poverty & Social
Inequality**



Unemployment



**Financial/Political
Corruption**

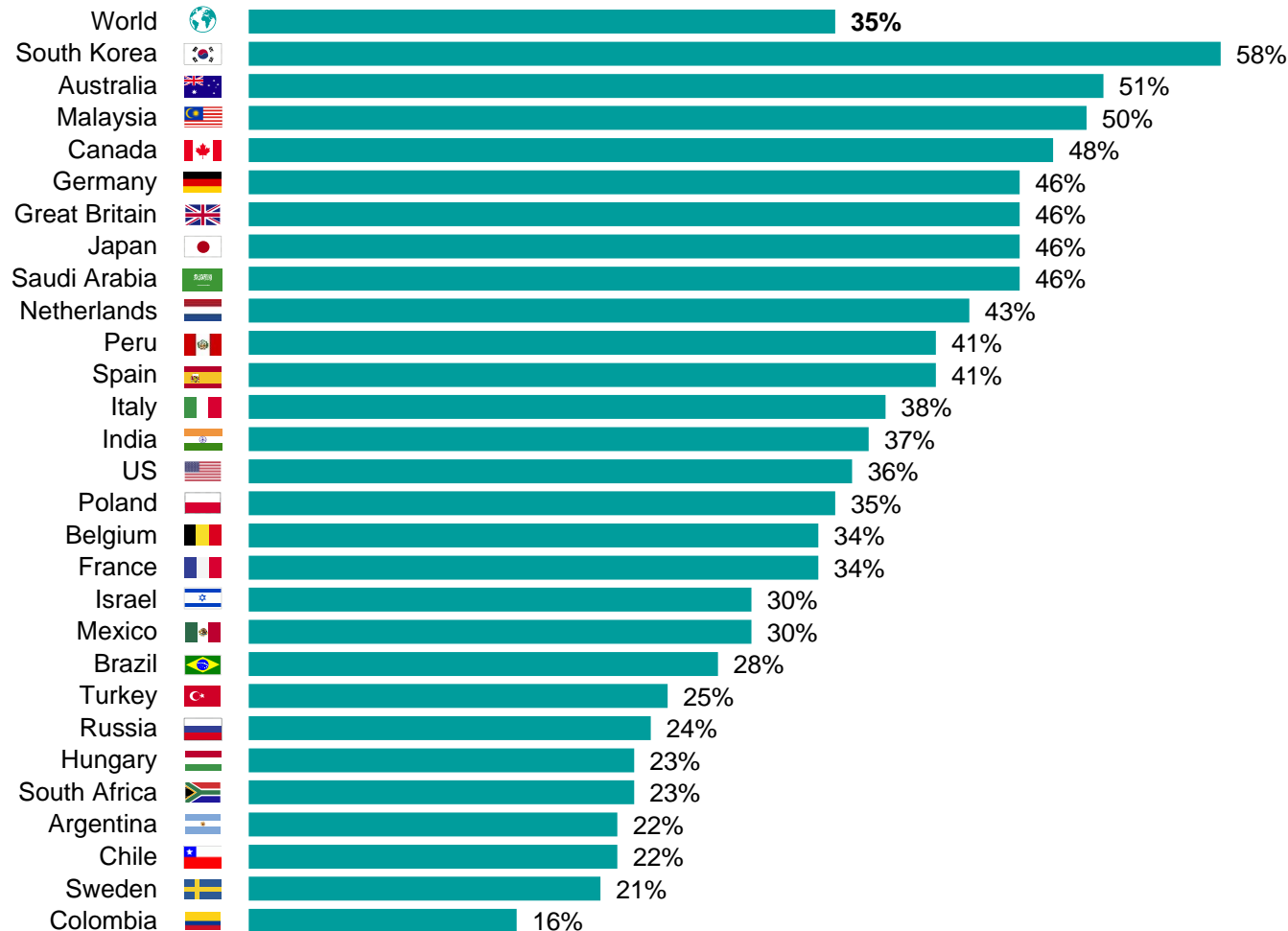


Crime & violence

Base: Representative sample c. 20,000 adults aged 16-74 in 28 participating countries, 2013 – 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

1 | CORONAVIRUS

(%) worried in January 2022 in each country



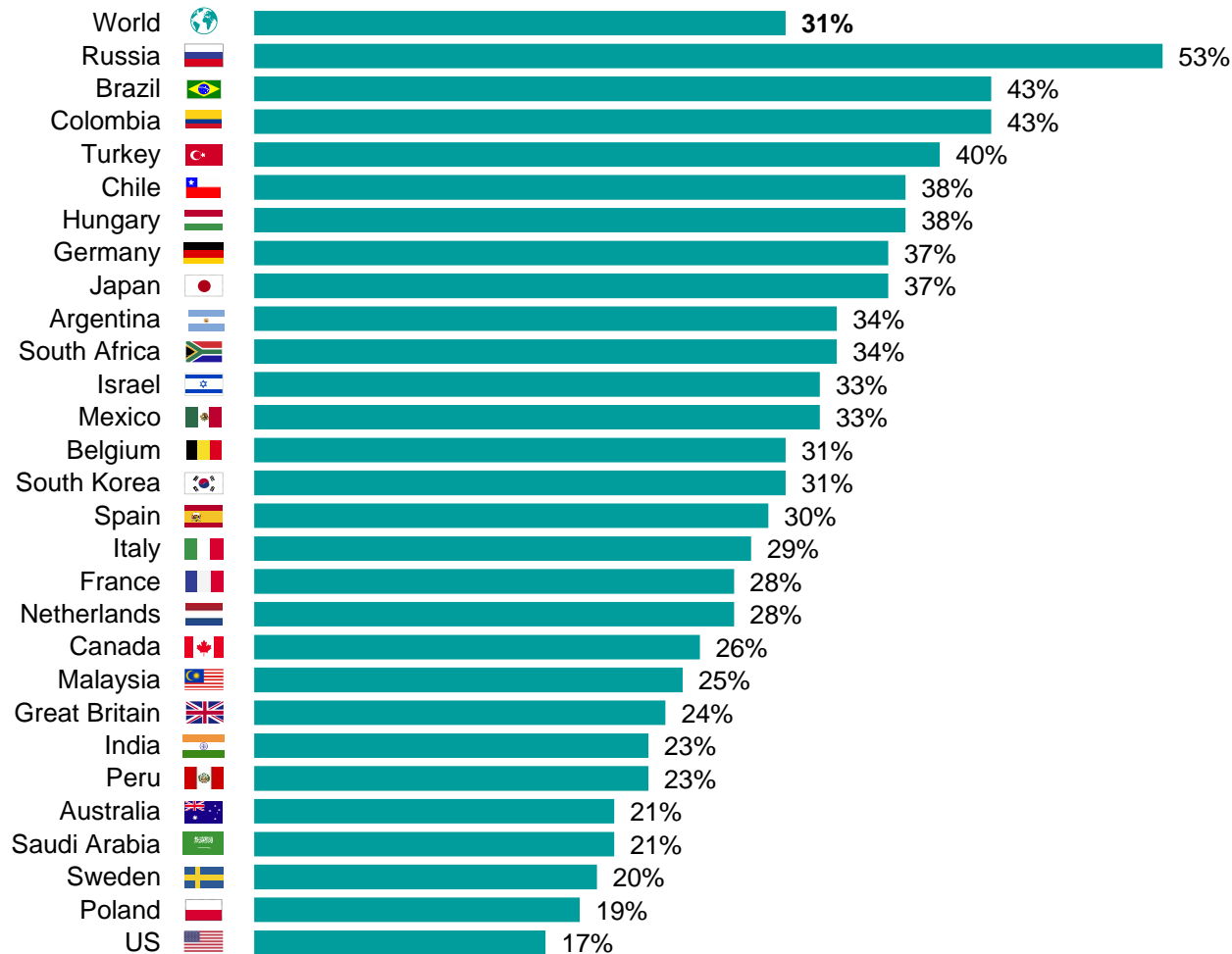
At the start of 2022, over one-third (35%) globally continue to say that Covid-19 is one of the top issues facing their country today. This reflects a recent resurgence after concern fell to 28% in November 2021. Nevertheless, the picture is more relaxed than one year ago, when one in two (50%) worldwide said Covid-19 was a top concern.

South Korea is most concerned, and also sees one of the largest month-on-month increases (+11). Near the bottom of the table, concern increases by 12 points in Argentina this month. Mentions of Covid are up by 10 points in Great Britain and Saudi Arabia.

In January, Japan and France join the list of 11 countries where Covid-19 comes first on the public's worry list. The others are Australia, Belgium, Canada, Germany, Great Britain, the Netherlands, Saudi Arabia, South Korea and the US.

2 | POVERTY & SOCIAL INEQUALITY

(%) worried in January 2022 in each country



Poverty and social inequality remains the second biggest global worry this month with 31% selecting it as a top issue facing their country today.

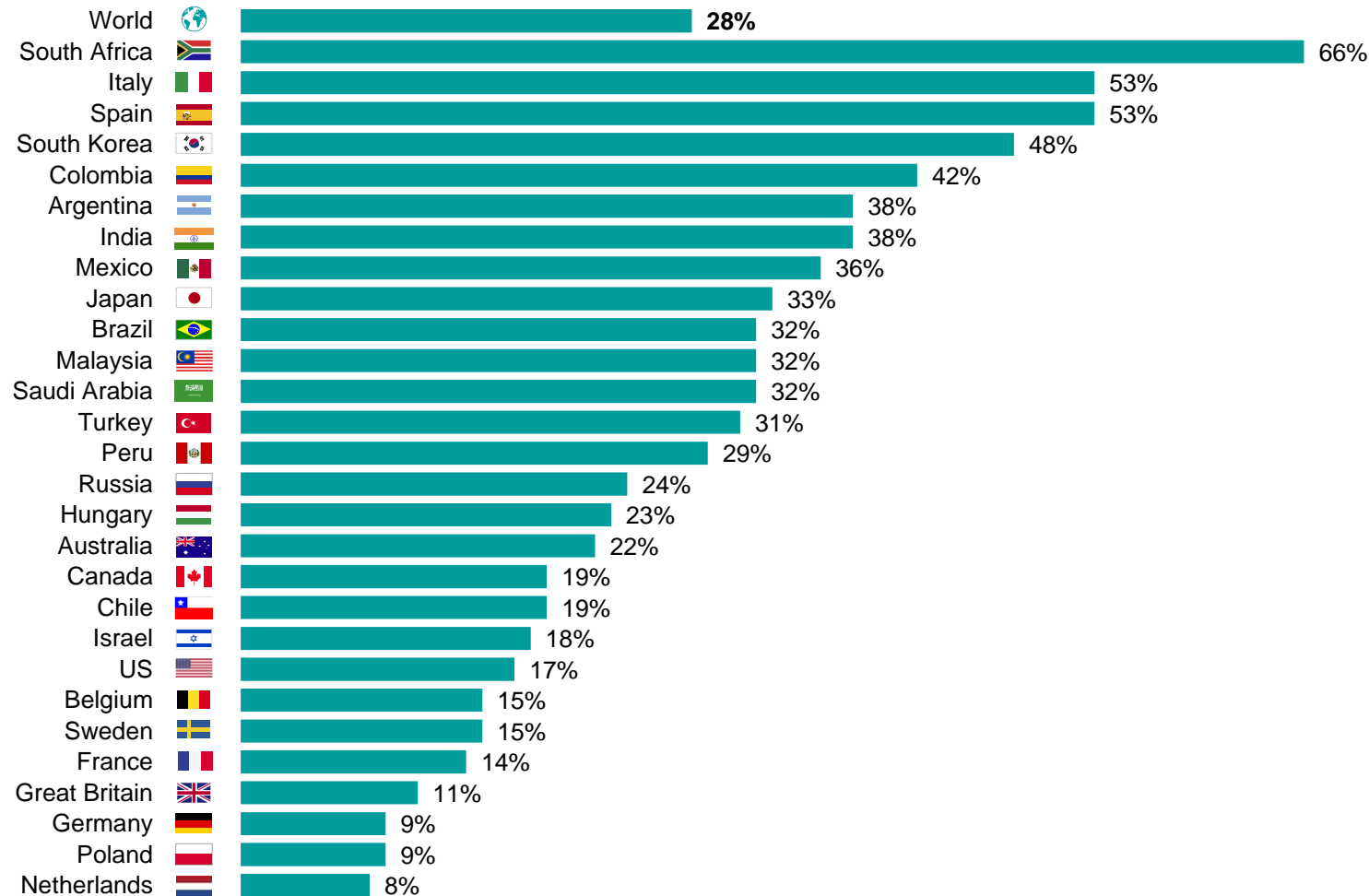
Concern is greatest in Russia, where over half (53%) say it is a top worry. Next are Brazil and Colombia, where 43% state that poverty/social inequality is an important concern.

The largest increase vs. last month is seen in the Netherlands (+8, following an 11-point drop in December). Elsewhere, there is a 7-point increase in Israel, and 5-point increases in Chile and Germany.

Poverty and social inequality is the number one concern in just two countries: Russia and Brazil.

3 | UNEMPLOYMENT AND JOBS

(%) worried in January 2022 in each country



Unemployment is the third top global worry this month with 28% on average saying it is a top issue in their country today.

Far ahead of other countries, two-thirds of South Africans (66%) are concerned about jobs (+3 vs. last month).

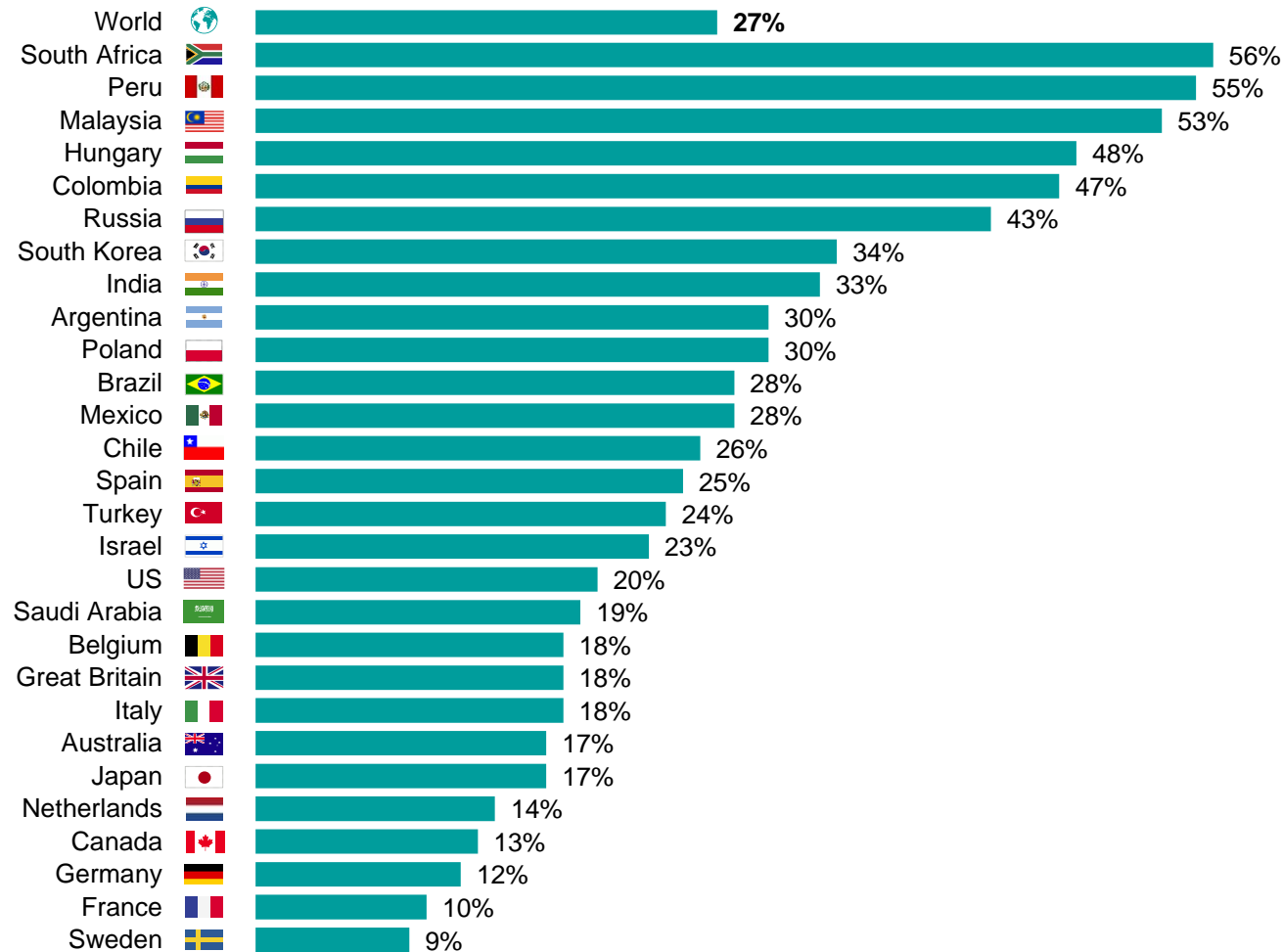
Also recording increases, Italy (+7) and Spain (+3) have over half of their populations (53%) currently worried about unemployment.

South Korea (48%) and Colombia (42%) complete the top 5.

Unemployment is currently the number one concern in four countries: South Africa, Italy, Spain and India.

4 | FINANCIAL/POLITICAL CORRUPTION

(%) worried in January 2022 in each country



Financial/political corruption is number four in our global list of top concerns. On average, 27% say it is a top issue in their country today.

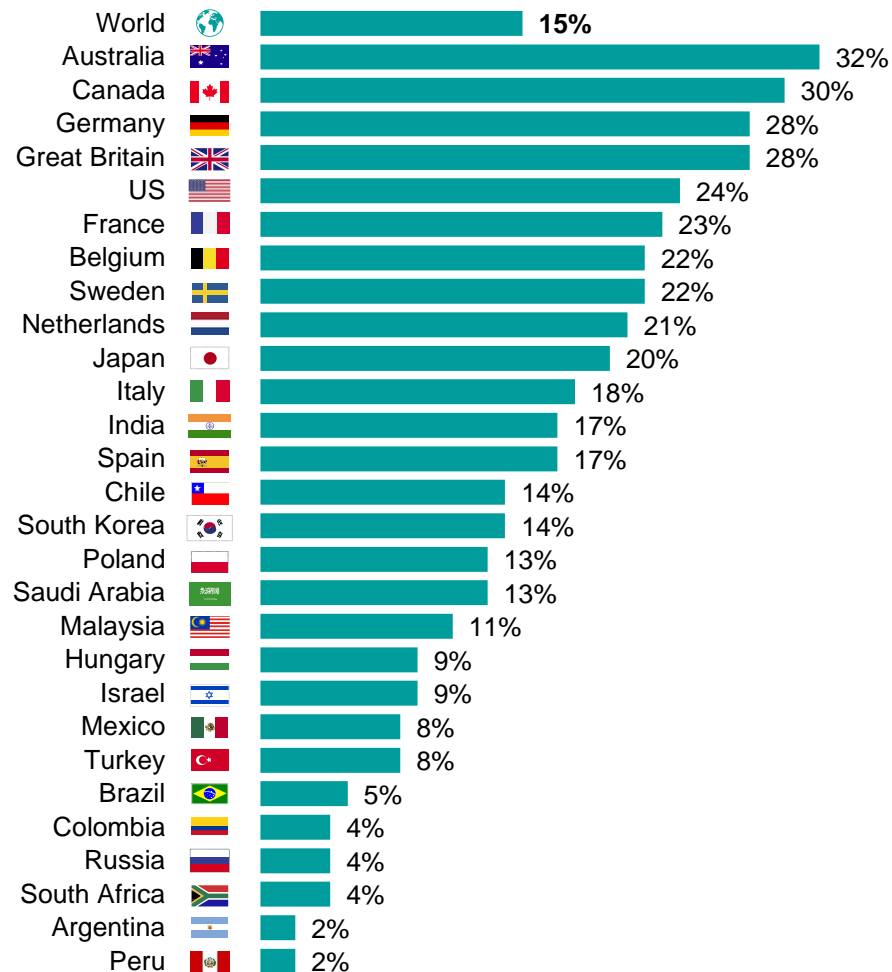
Concern is highest in South Africa, where 56% report being concerned about corruption. A 4-point increase in Peru puts this nation just behind, with 55%. Malaysia is third (53%).

Three more countries, at different places in the table, each see a 4 point increase: India (33%), Saudi Arabia (19%) and Sweden (9%).

While South Africa is comparatively more concerned about Unemployment and jobs, Financial/political corruption is currently the number one issue for the public in two countries: Peru and Malaysia.

ISSUE FOCUS: CLIMATE CHANGE

(%) worried in January 2022 in each country



Across all 28 countries, we record 15% on average saying that climate change is among the most important issues facing their country today.

Climate change ranks 9th in our list of 18 issues, joint with Education, and just behind Taxes (16%).

The countries where this is a bigger priority for the public are Australia (32%), Canada (30%), Germany (28%), Great Britain (28%) and the US (24%).

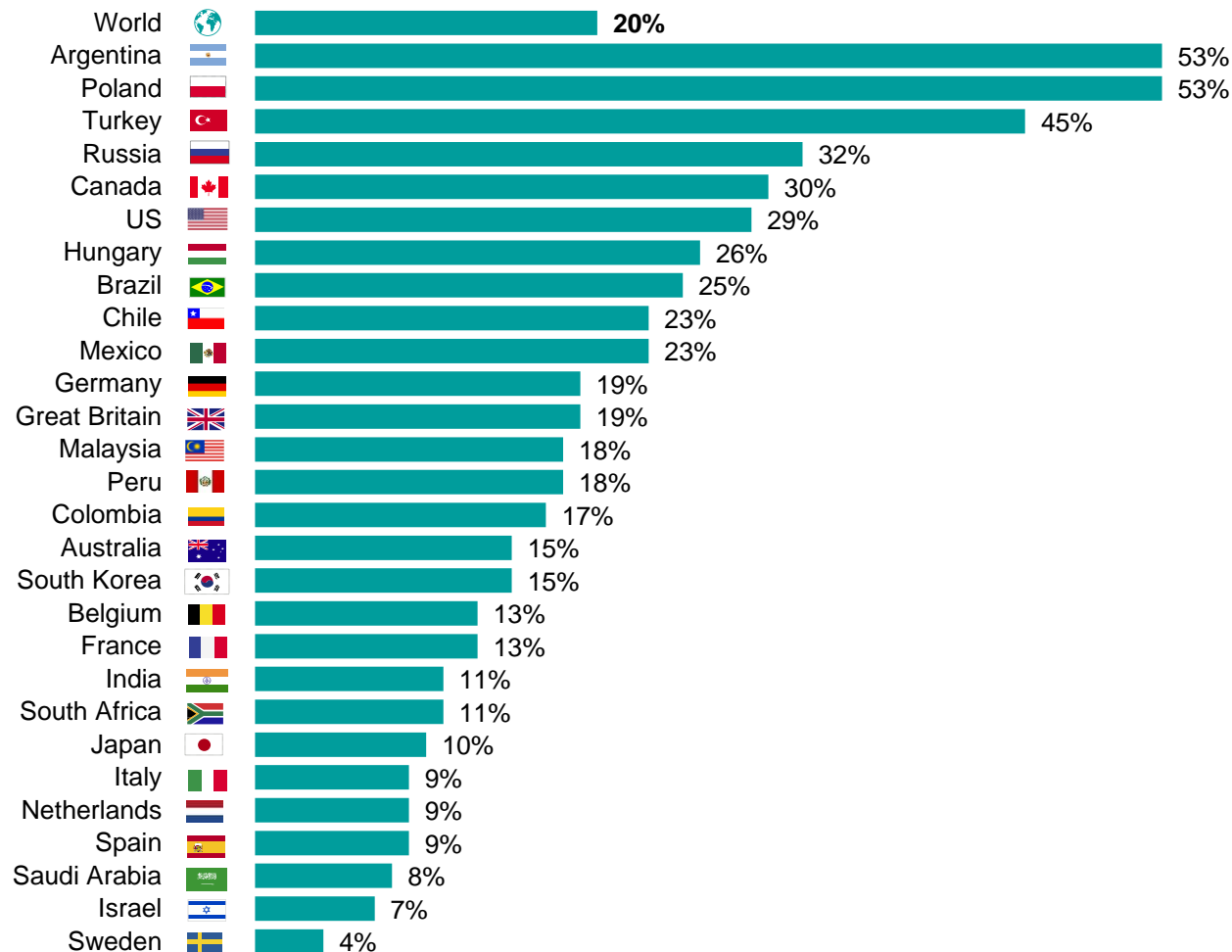
France sees a 7-point increase to 23% while scores are also up in Malaysia (+6), the US (+5), and Chile (+5).

In the past two years, climate change concern at a global level has ranged from a low of 10% in May 2020 to a high of 17% in February 2020, and has settled at 15% or 16% for the past six months.

ISSUE FOCUS: INFLATION

See our recent global survey on public perceptions of inflation

(%) worried in January 2022 in each country



As inflation becomes a more prominent issue in many parts of the world today, our survey finds concern about inflation at record-high levels. Across all 28 countries, one in five (20%) on average consider it one of the most worrying issues today. It is ranked 7th of the 18 topics, following Healthcare in 6th (23%).

Argentina and Poland currently show highest levels of concern about inflation (53% in each). In third is Turkey (45%).

Argentina, Poland, Turkey and Russia were also at the top of the rankings in January 2021, but the scores recorded today are up significantly since then.

North America has seen dramatic increases in 12 months: from 6% last January to 30% now in Canada and from 2% to 29% in the US.

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 27 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.

Find out more on our consolidated global economic indicator portal:
<https://www.ipsosglobalindicators.com/> and in the latest release:
<https://www.ipsos.com/en/global-consumer-confidence-index-january-2022>

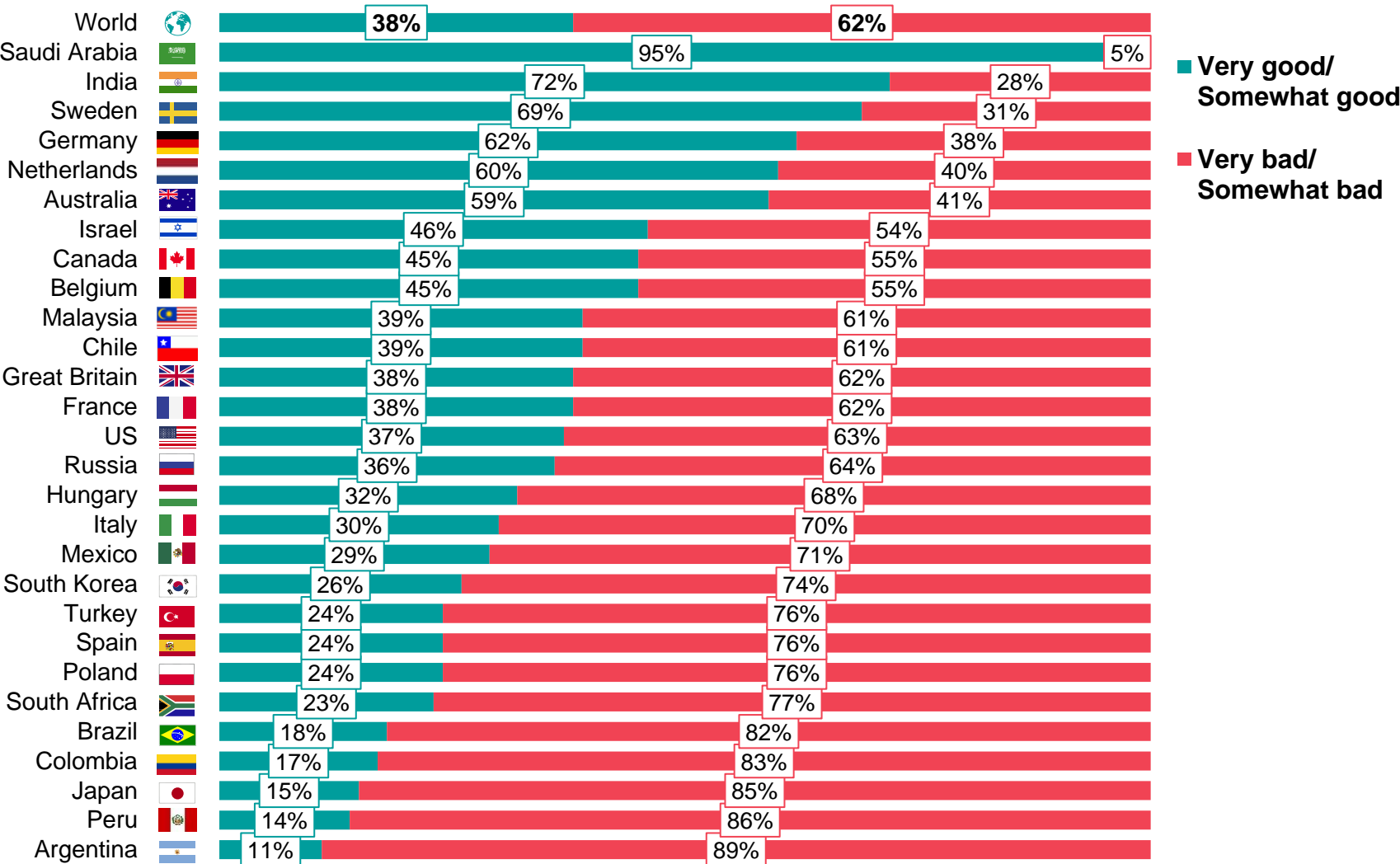
Please contact: Nicolas.Boyon@Ipsos.com for more information.



CURRENT ECONOMIC SITUATION

Read more about perceptions of the economy in the Ipsos Global Consumer Confidence survey and explore the data in the [Ipsos Global Economic Indicator portal](#).

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



Across all countries, 38% on average say that the current economic situation in their country is 'very' or 'somewhat' good, while a majority (62%) say that it is 'very' or 'somewhat' bad.

Saudi Arabia (95%) is by far the country where people are happiest with the economy, followed by India (72%) and Sweden (69% - its highest level since December 2018). A majority also rate the economy positively in the Netherlands (60%) and Australia (59%).

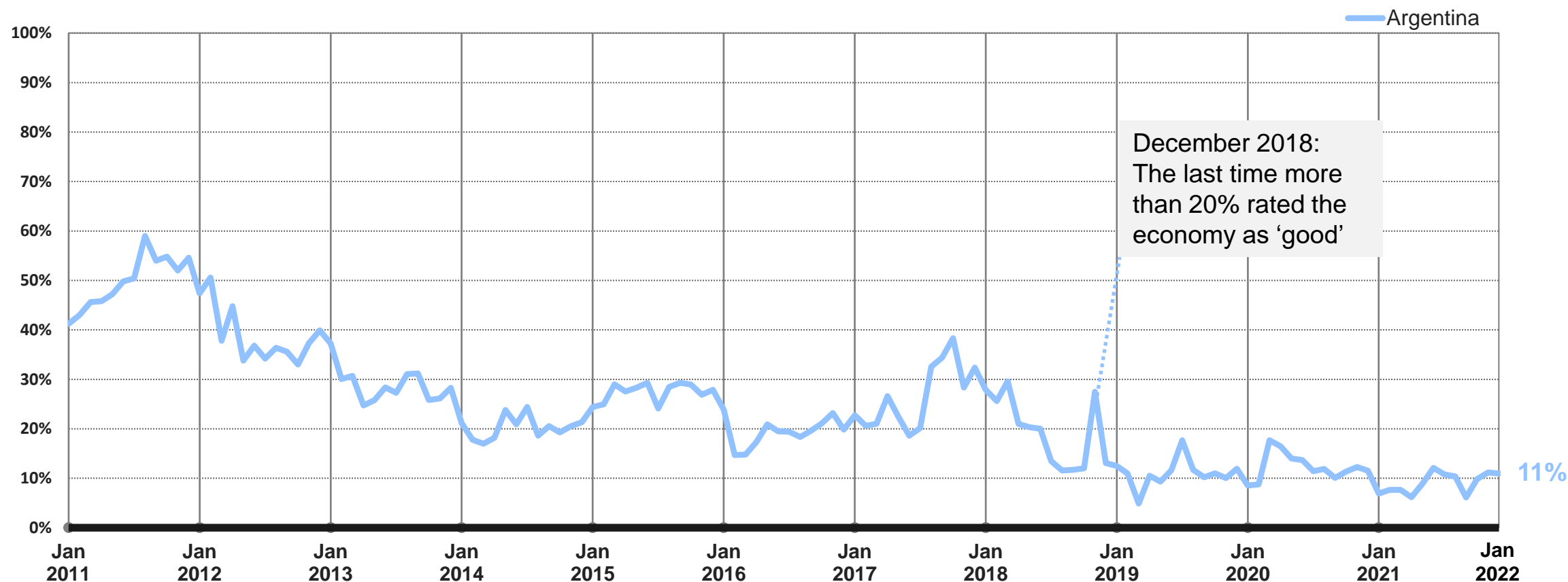
Only 11% in Argentina consider the economy to be in good shape, placing it at the bottom of the 28-country ranking. This score hasn't risen above 20% since December 2018 (27%).

The economic situation in France has traditionally scored poorly, but this month sees 38% describing it as good – a height only seen previously in September 2021.



CURRENT ECONOMIC SITUATION: ARGENTINA

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



Base: Representative sample c. 1500 adults aged 16-74 in Argentina, 2011 - 2022.

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

CURRENT ECONOMIC SITUATION: FRANCE

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

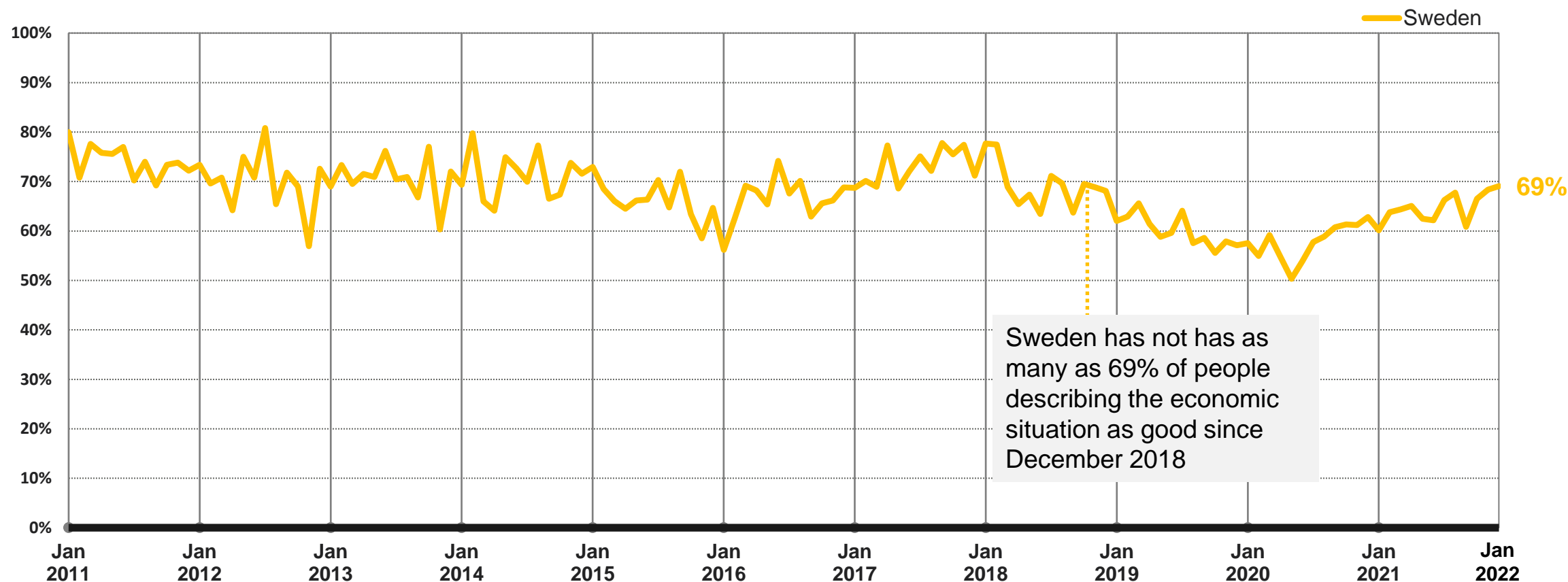


Base: Representative sample c. 1,000 adults aged 16-74 in France, 2011 - 2022.

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

CURRENT ECONOMIC SITUATION: SWEDEN

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

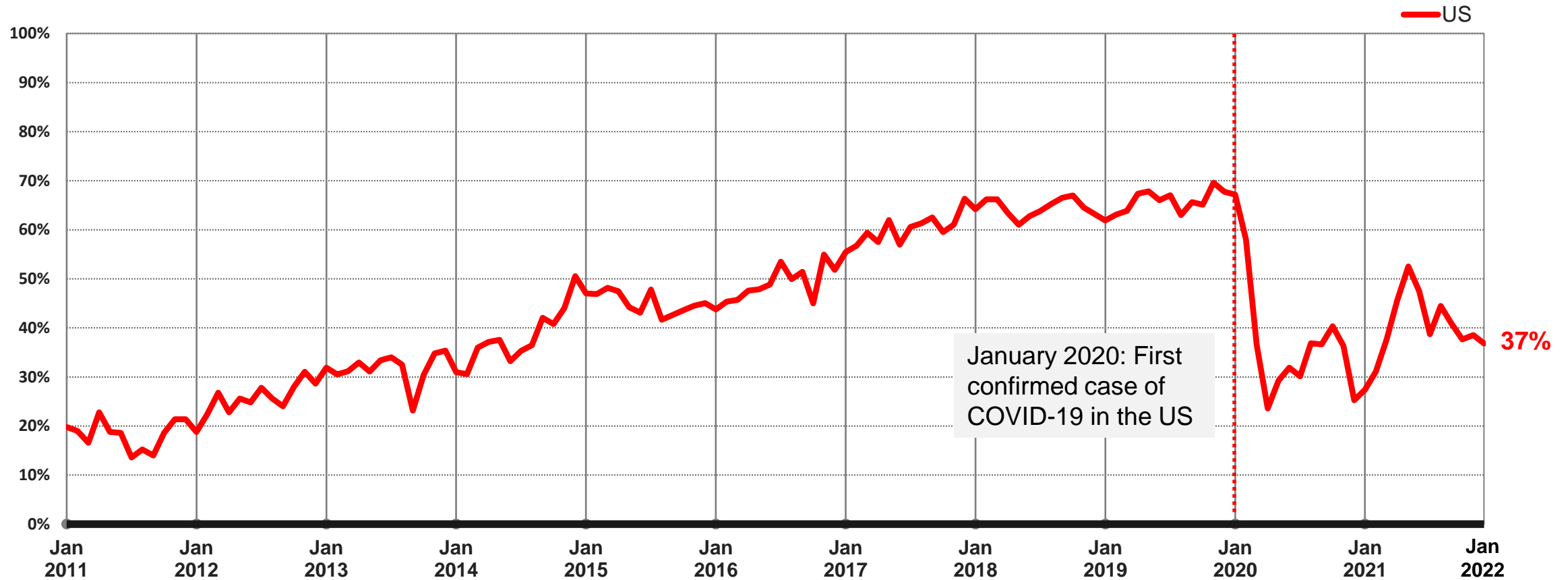


Base: Representative sample c. 1,000 adults aged 16-74 in Sweden, 2011 - 2022.

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

CURRENT ECONOMIC SITUATION: THE US

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



Base: Representative sample c. 1,000 adults aged 16-74 in Sweden, 2011 - 2022.

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

METHODOLOGY

This 28-country Global Advisor survey was conducted between December 23rd – January 7th via the Ipsos Online Panel system among 19,486 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Turkey and the United States, and 16-74 in all 21 other countries.

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, Malaysia, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, and Turkey.

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, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey 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.

ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.
Ultimately, success comes down to a simple truth:
You act better when you are sure.