

WHAT WORRIES THE WORLD?

February 2022

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GAME CHANGERS



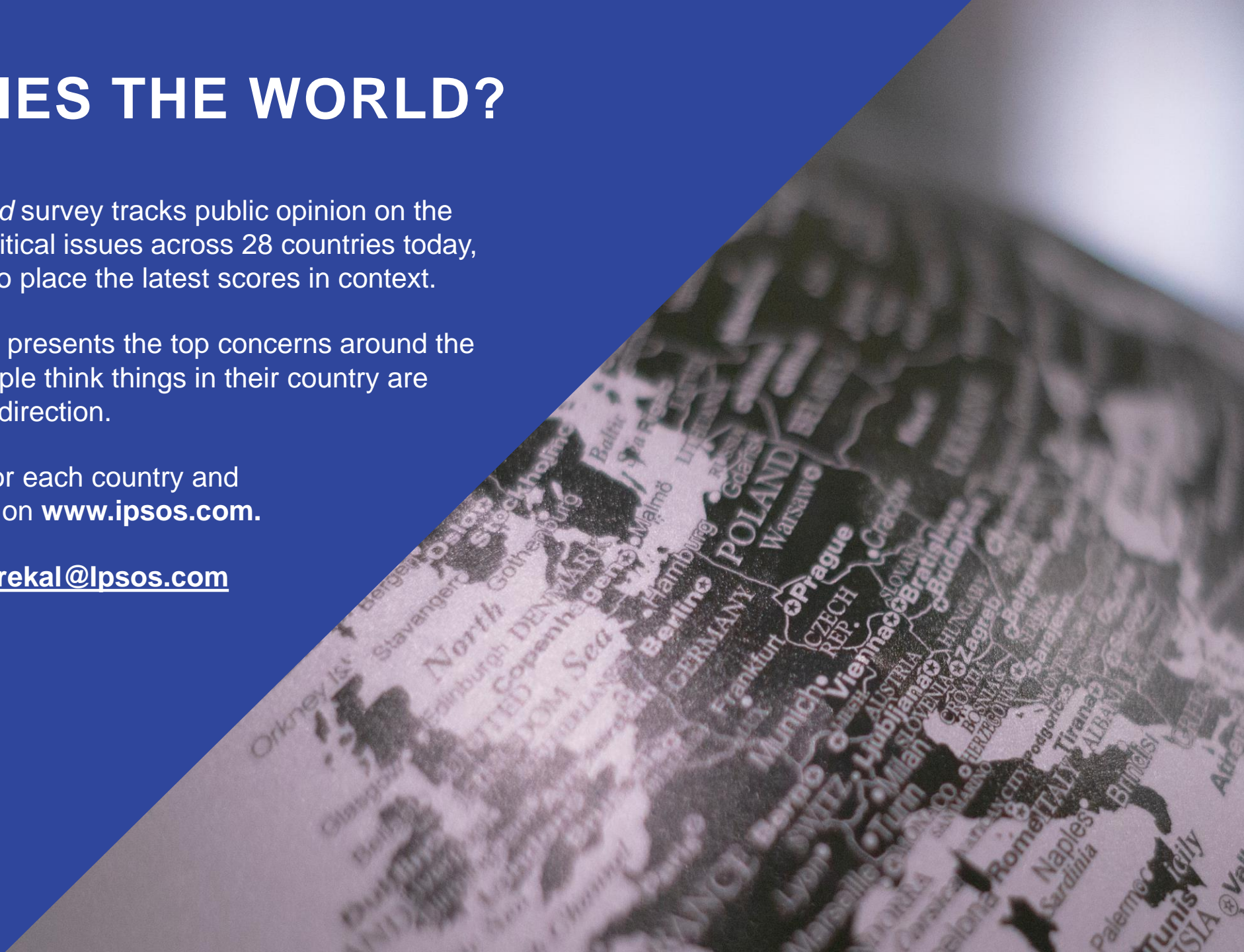
WHAT WORRIES THE WORLD?

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.

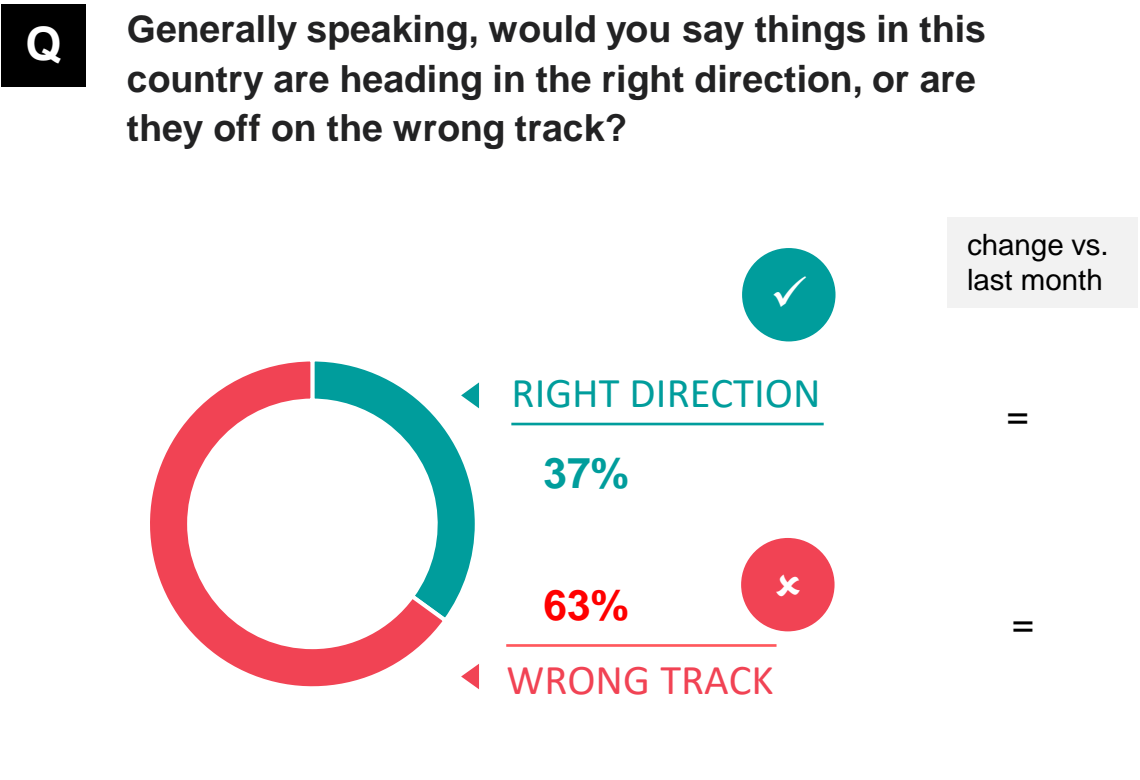
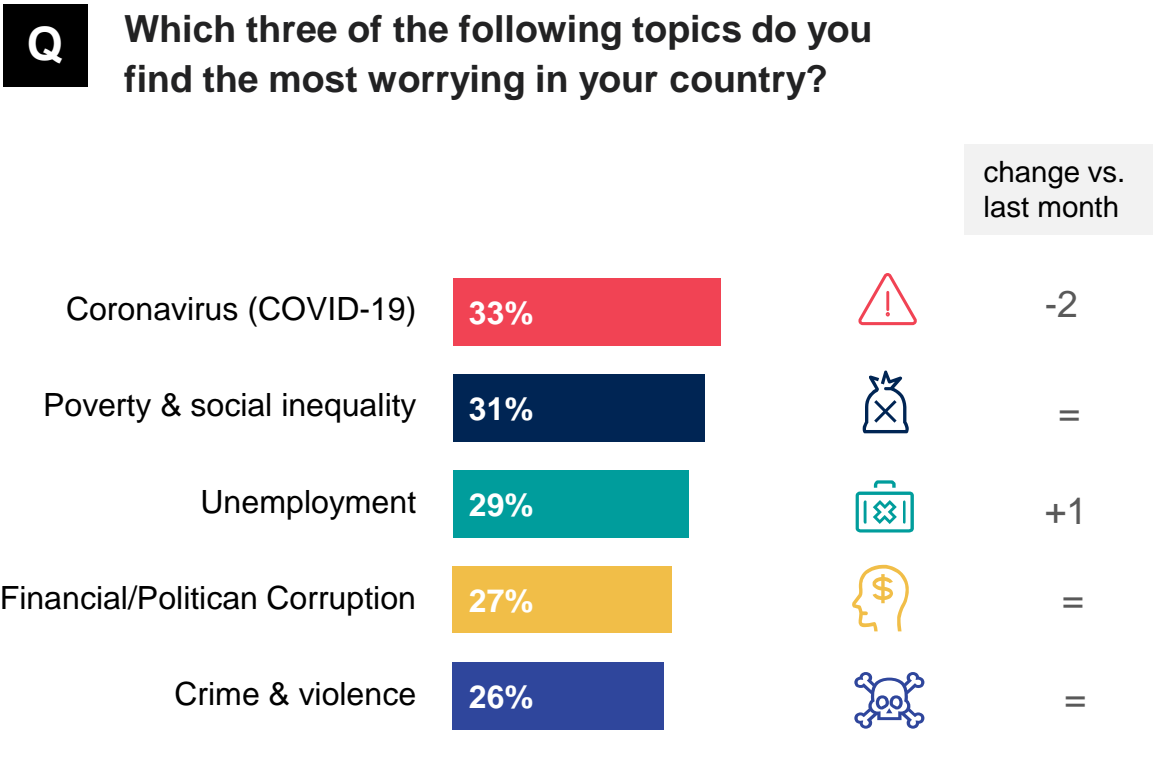
Full breakdowns of findings for each country and each issue are also available on **www.ipsos.com**.

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



WHAT WORRIES THE WORLD? FEBRUARY 2022

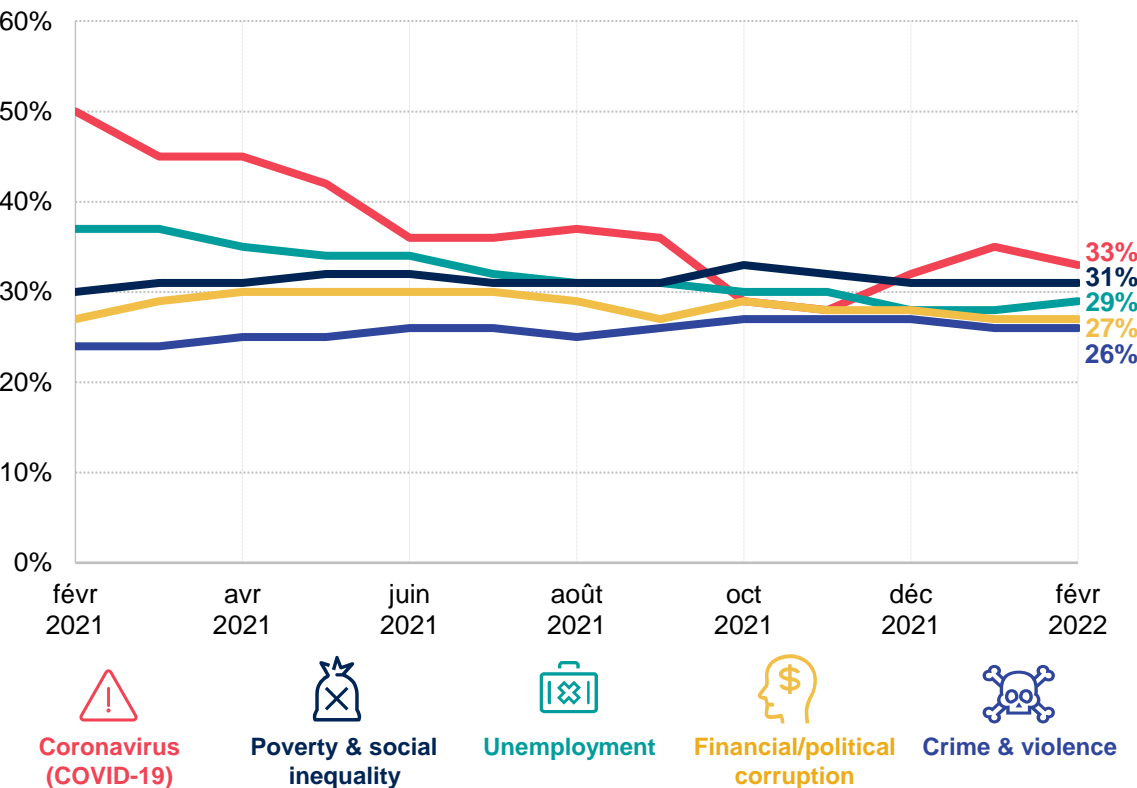
The 5 issues causing people around the world most concern remain in the same order as last month, with Covid-19 in first position despite a small decline. Inflation, in sixth, rises up the ranks with 23% on average concerned today vs. 9% 12 months ago. Meanwhile, six in ten globally say things in their country are heading in the wrong direction.



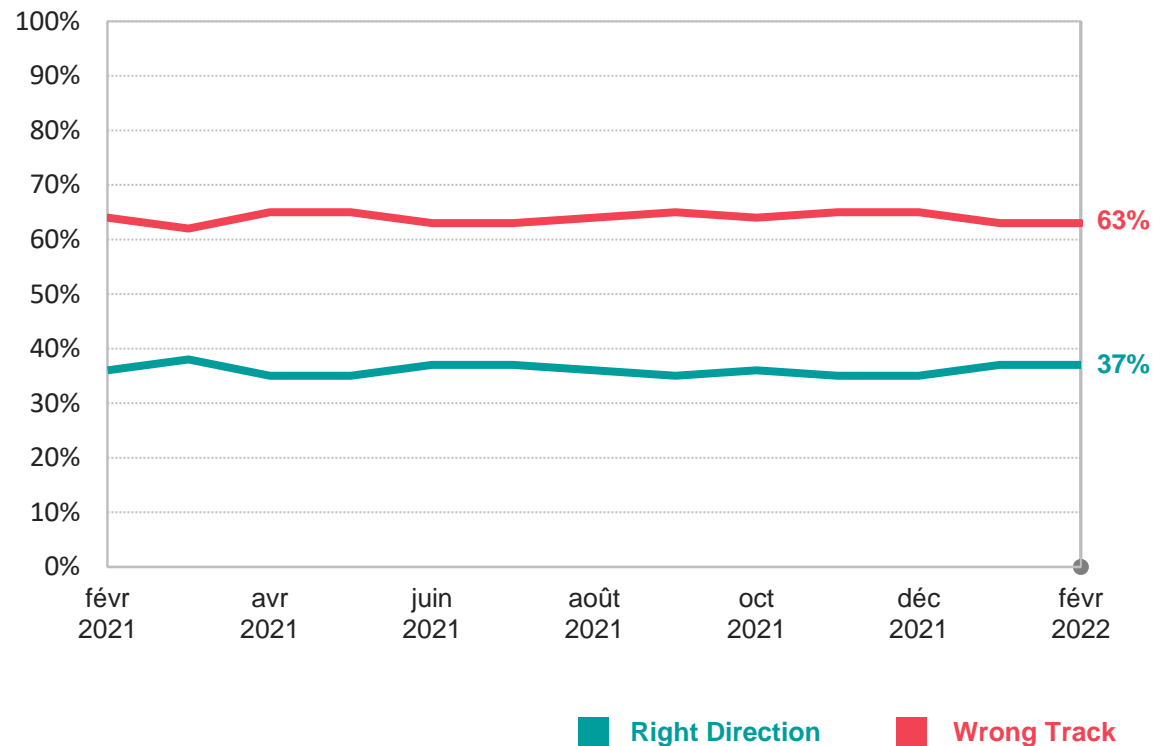
Base: Representative sample of 19,022 adults aged 16-74 in 28 participating countries, January 21st 2022 - February 4th 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

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?



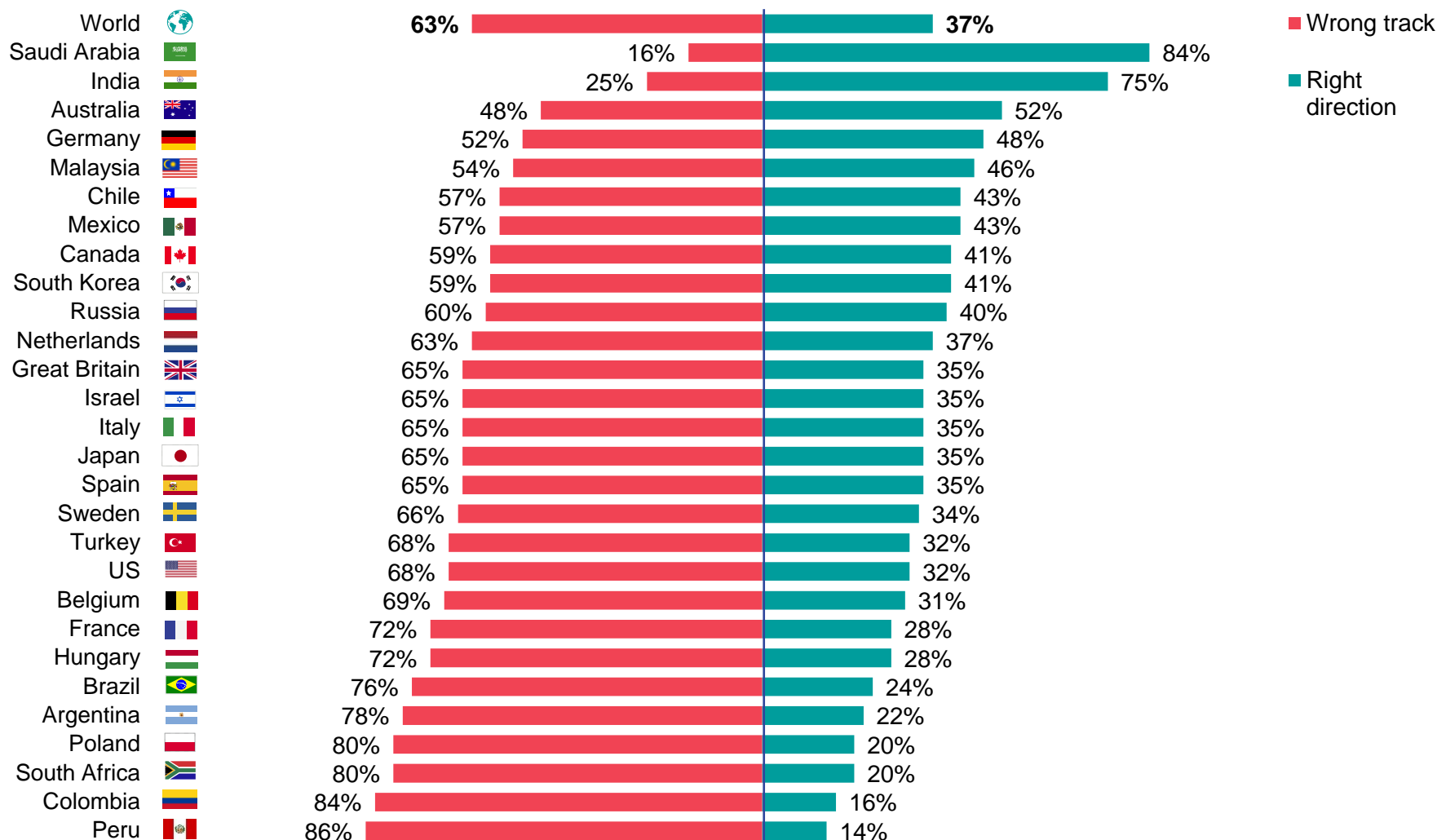
Base: Representative sample of c.20,000 adults aged 16-74 in 28 participating countries, February 2021 – February 2022
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

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? (February 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.

For the third consecutive month, Peru is the country with the largest proportion of respondents saying that their country is heading in the wrong direction (86%). This sentiment reaches similar levels in Colombia (84%). With them, South Africa, Poland and Argentina comprise the 5 gloomiest nations this month.

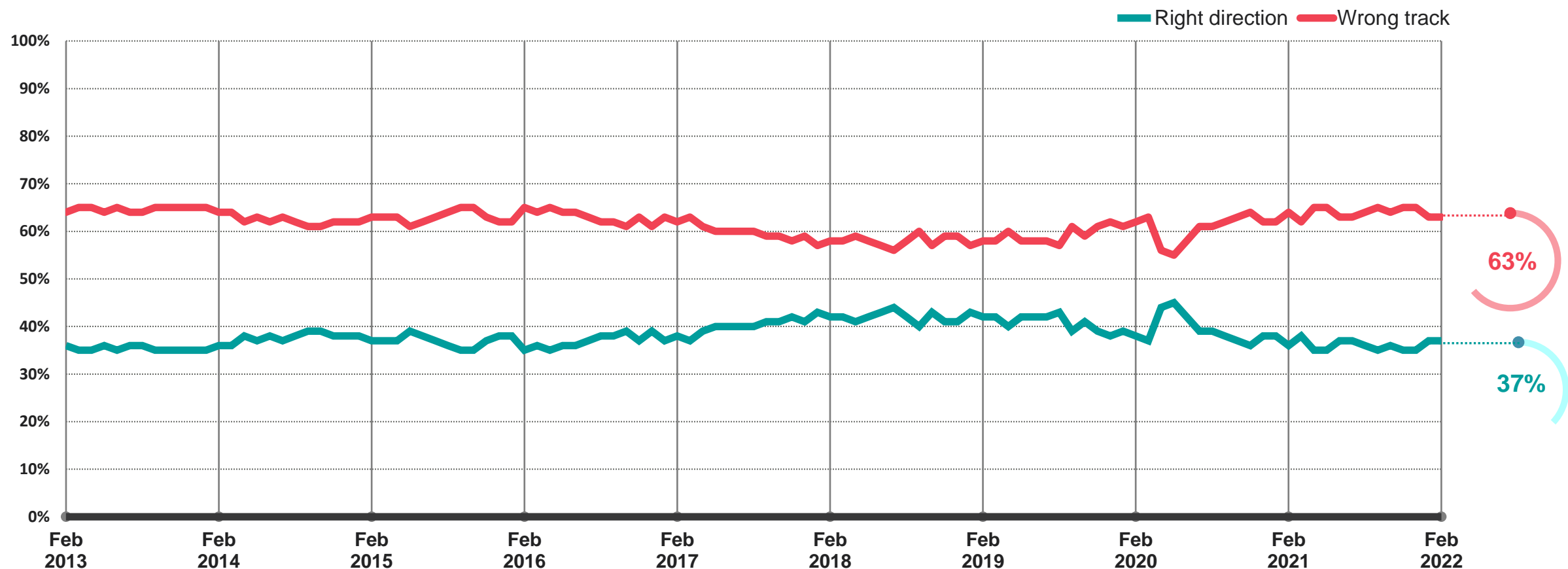
We see a rise in positivity about where the country is heading compared to last month in Malaysia (+5 points to 41%). But it has fallen by the same amount in Italy and Japan (-5 to 35% in both).

Base: Representative sample of 19,022 adults aged 16-74 in 28 participating countries, January 21st 2022 - February 4th 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.*

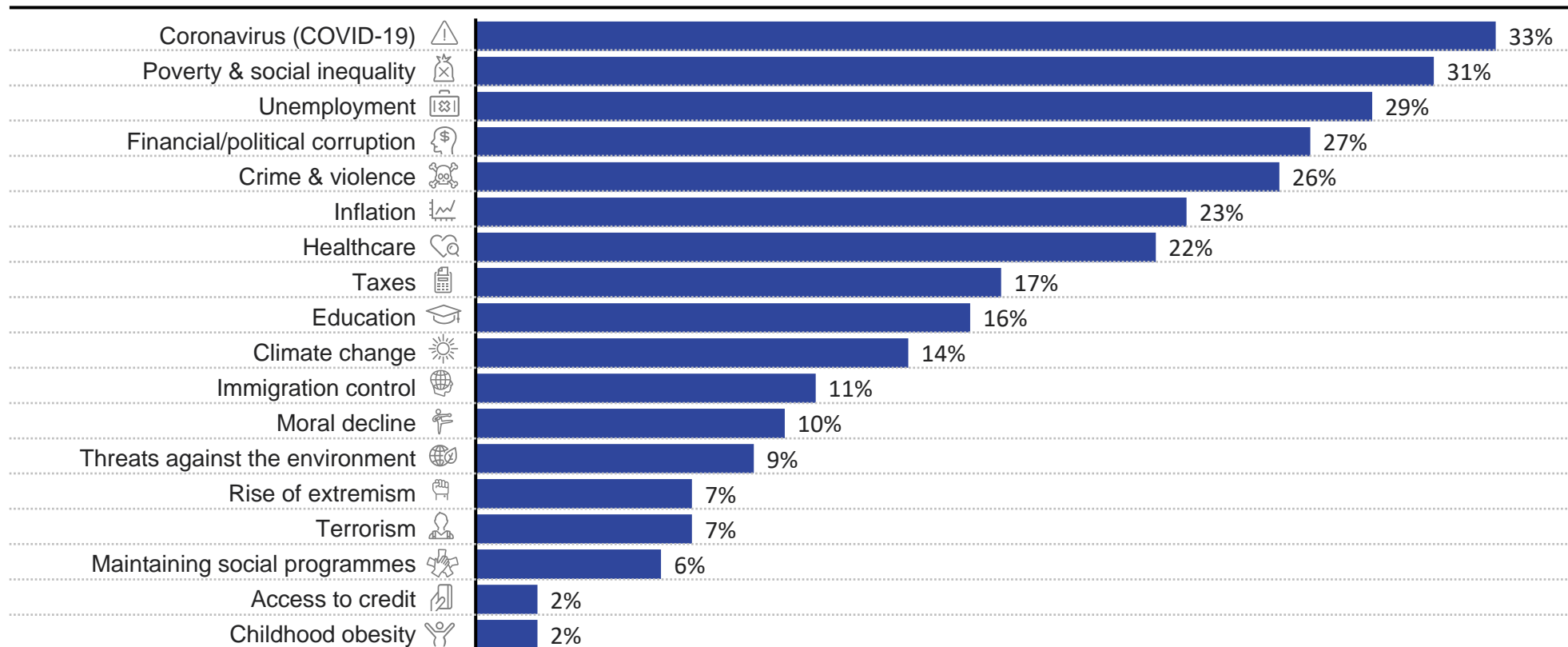
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in February 2022 (global country average)



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

Overall, one in three (33%) 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 29%.

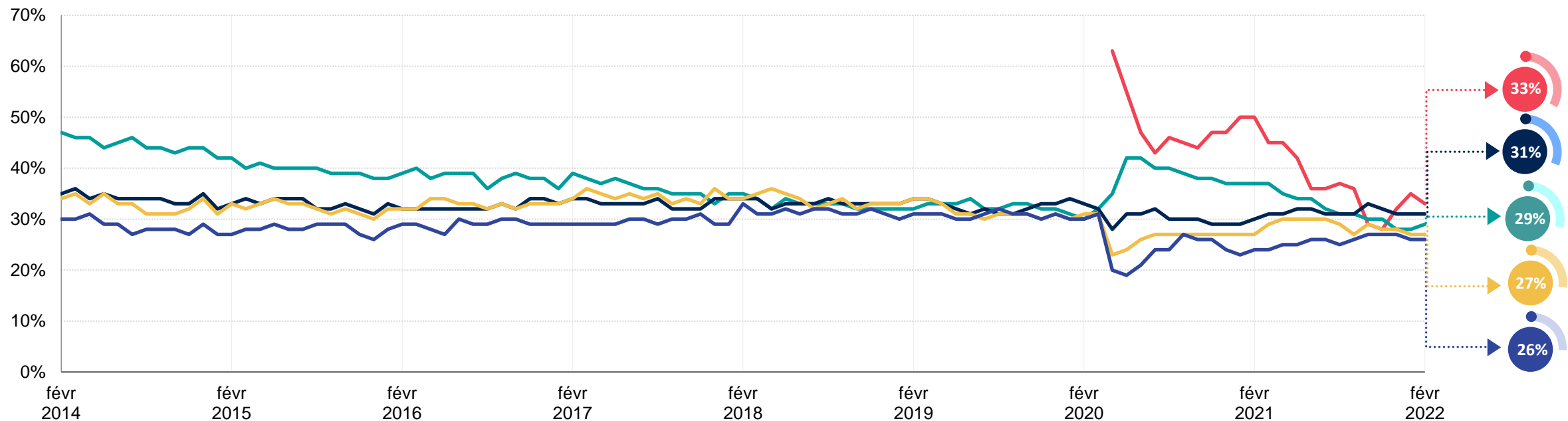
Financial/political corruption is just behind Unemployment with 27% and Crime & Violence completes the top 5 with 26% overall saying this is a top issue in their country.

Base: Representative sample of 19,022 adults aged 16-74 in 28 participating countries, January 21st 2022 - February 4th 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**

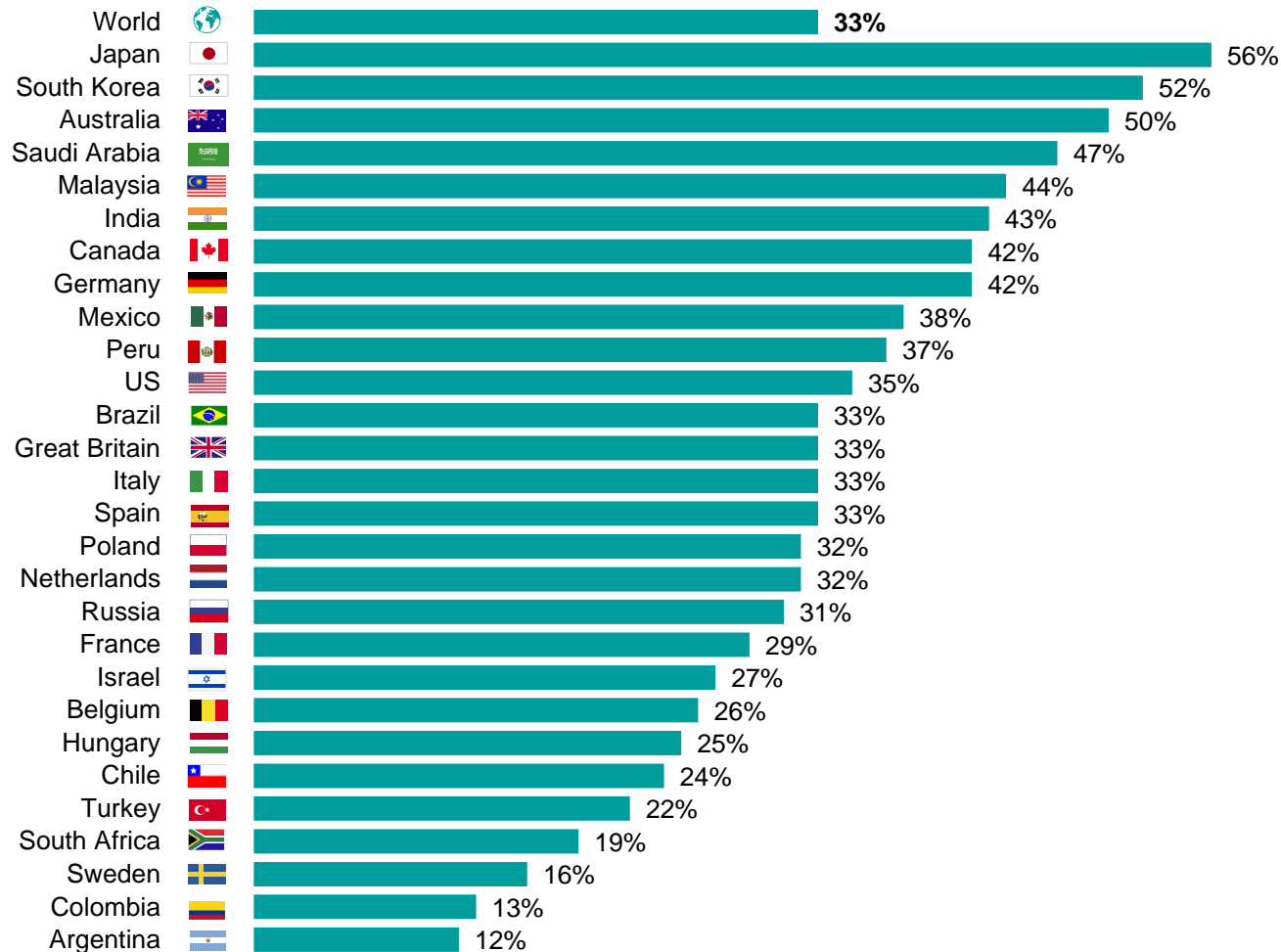


Crime & violence

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 February 2022 in each country



In February 2022, Covid-19 remains the world's single greatest concern as one-third (33%) globally select Coronavirus as one of the top issues facing their country today. This represents a 2-point drop since last month and is 17 points below the 50% recorded this time last year.

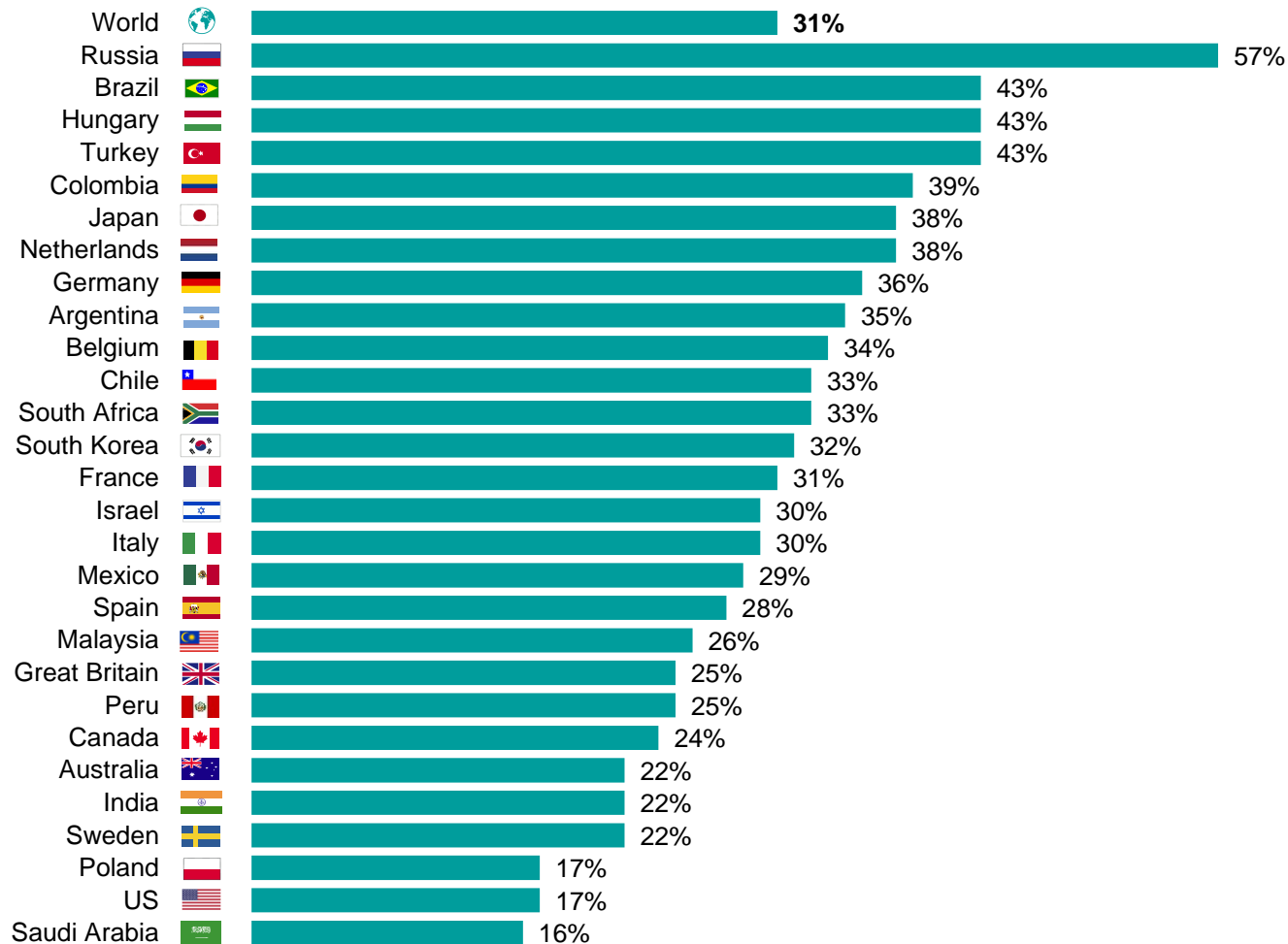
Japan is now most worried about Covid-19, overtaking 6 countries with a 10-point increase in reported concern vs. last month. It last held this position in Jan 2021.

Also showing notable increases vs. last month are Mexico (+8), Russia (+7) and India (+6). On the other hand, concern falls most in Great Britain (-13), Netherlands (-11) and Argentina (-10).

In February 2022, Belgium, France and the Netherlands drop out of the group of countries where Covid-19 is the top-ranked concern while India re-joins it. (Full list: Australia, Canada, Germany, Great Britain, India, Japan, Saudi Arabia, South Korea, and the US).

2 | POVERTY & SOCIAL INEQUALITY

(%) worried in February 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 – level with our last reading.

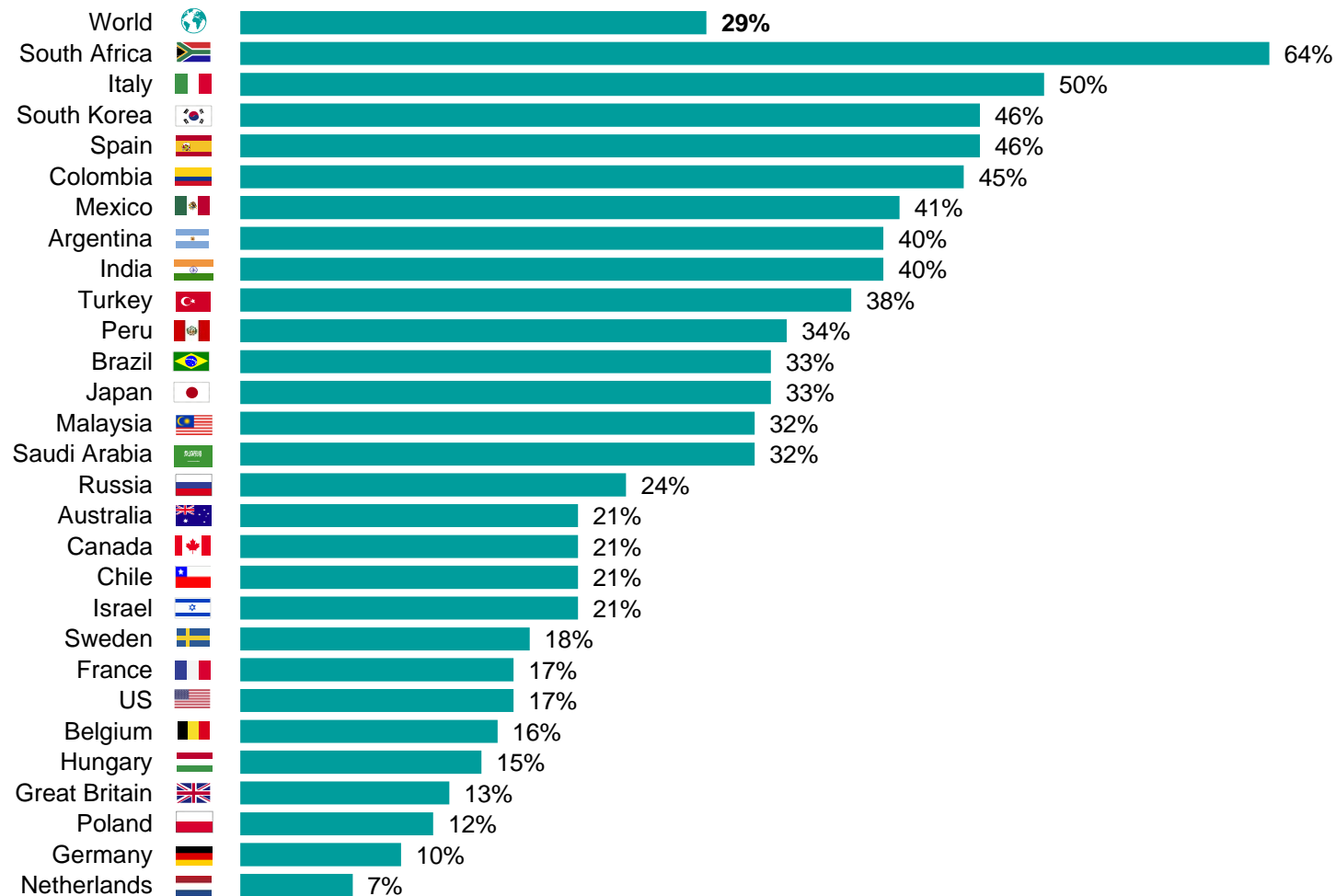
Concern is greatest in Russia, where over half (57%) say it is a top worry. Next are Brazil, Hungary and Turkey, where 43% in each state that poverty/social inequality is an important concern for their country.

Netherlands has seen a large increase in concern, up 10 points vs. last month and 18 points in total vs. December's score.

Poverty and social inequality is the number one concern in Russia, Brazil, and now France.

3 | UNEMPLOYMENT AND JOBS

(%) worried in February 2022 in each country



Three in ten (29%) globally say that unemployment/jobs is an issue of concern in their country today, putting it in third position overall. It was 8 points higher, at 37% 12 months ago.

With 64%, South Africa shows the highest level of concern about jobs by a considerable margin. Next in the rankings are Italy (50%), South Korea (46%) and Spain (also 46%).

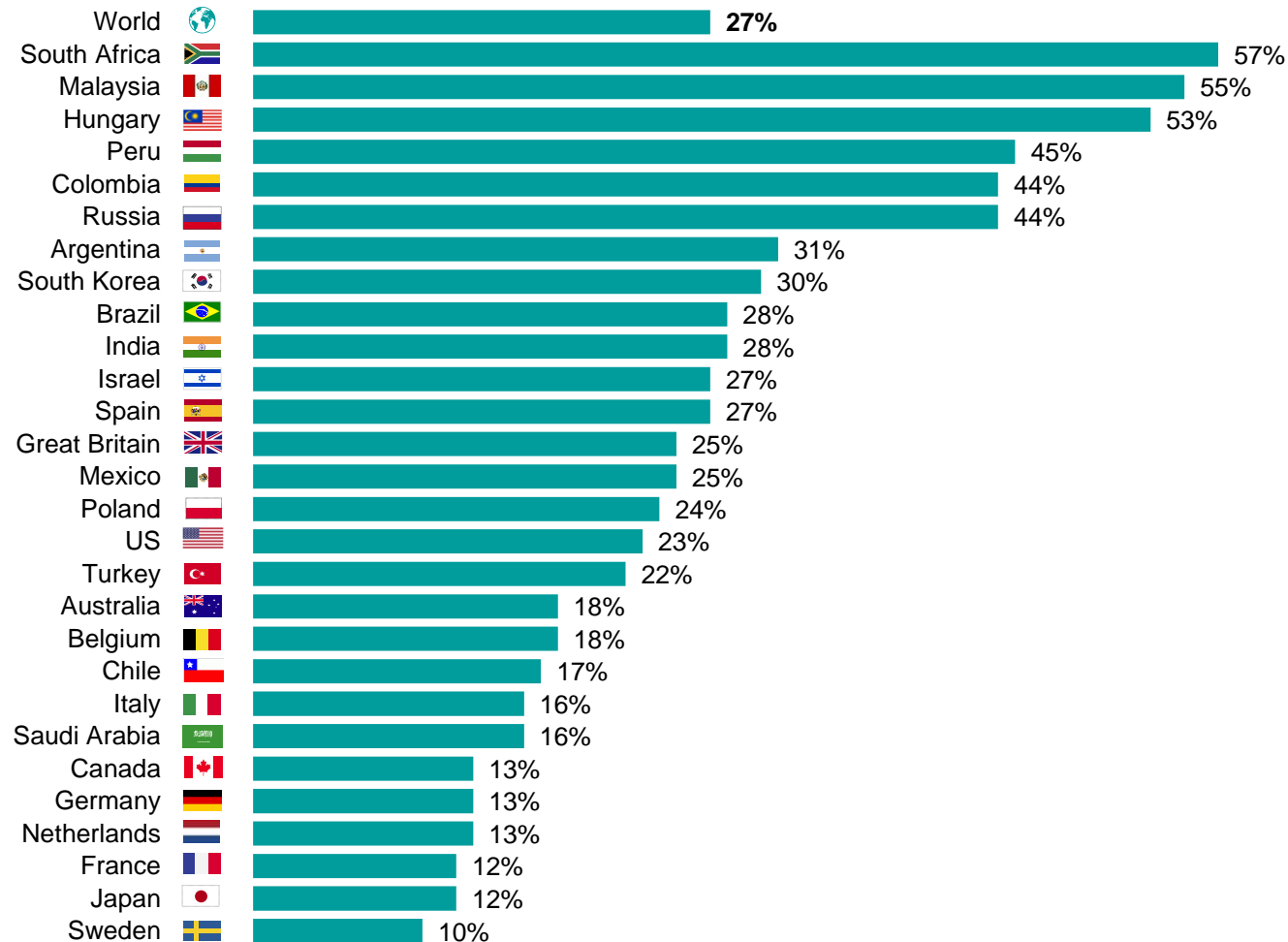
However, Spain sees a 7-point decline in concern this month, the second largest drop after Hungary (-8).

The proportion who say they are worried about jobs is up by 7 points in Turkey and 5 points in both Mexico and Peru since the last reading.

Unemployment is currently the top issue in South Africa, Italy, Spain, and Colombia.

4 | FINANCIAL/POLITICAL CORRUPTION

(%) worried in February 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.

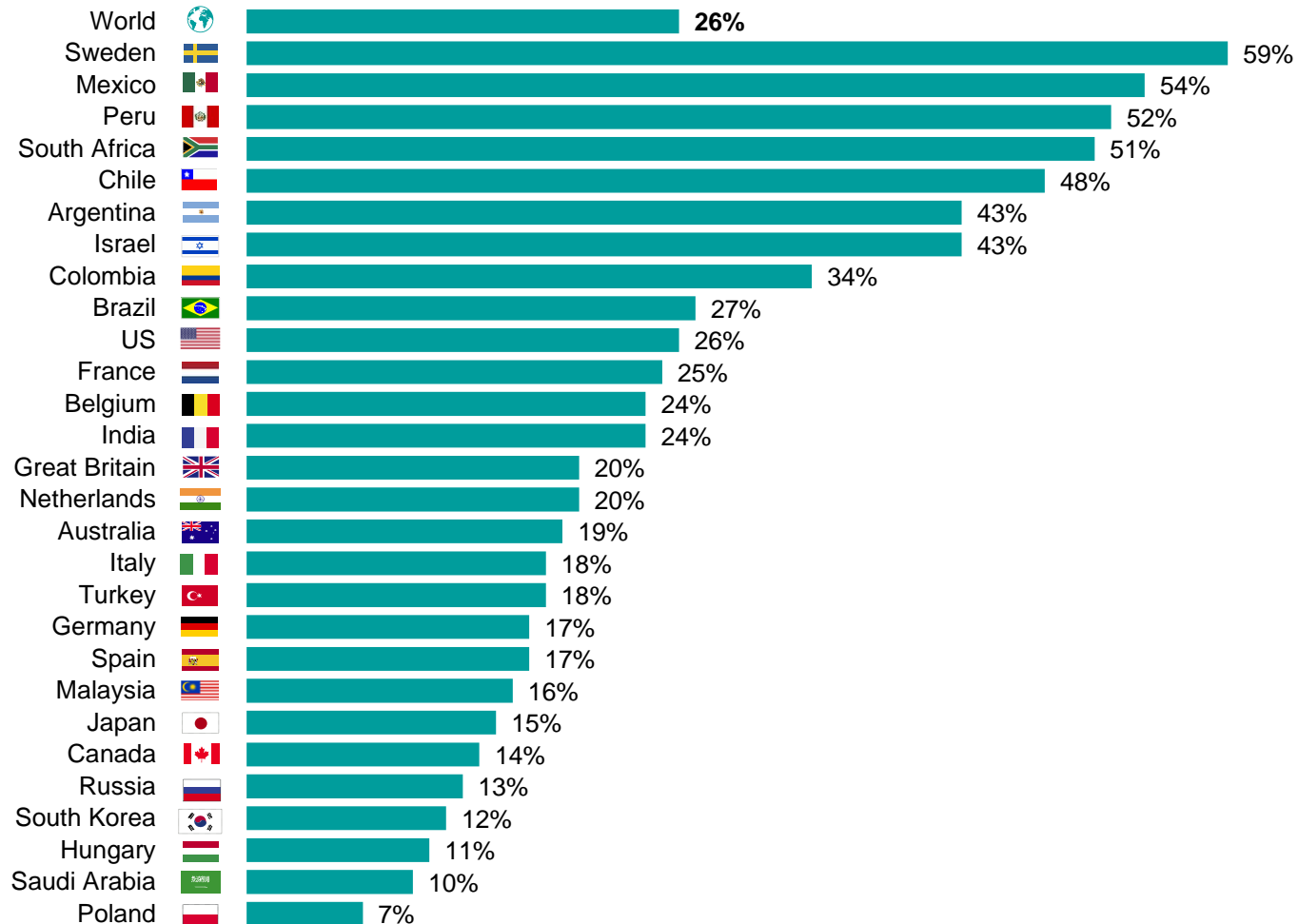
Concern is highest in South Africa, where 57% say this is a top issue. Malaysia (55%) and Hungary (53%) record similarly high levels of concern. A 10-point drop puts Peru in fourth this month, more in line with scores seen in Colombia and Russia.

Great Britain records the largest month-on-month increase in concern about corruption (+7 to 25%), the highest ever recorded and 15 points higher than this time last year. The decline in Peru is almost matched in Chile as concern falls by 9 points.

Malaysia is the only country among the 28 surveyed where corruption is the country's greatest concern today.

5 | CRIME & VIOLENCE

(%) worried in February 2022 in each country



Crime & violence is the fifth greatest concern in our global issues tracker. Across all countries, it is selected by 26% (a percentage that is unchanged in 5 months).

Despite a 7-point drop since last month, concern is highest in Sweden (59%). Over half of citizens in Mexico (54%), Peru (52%) and South Africa (51%) also select crime and violence as a top issue for their country today.

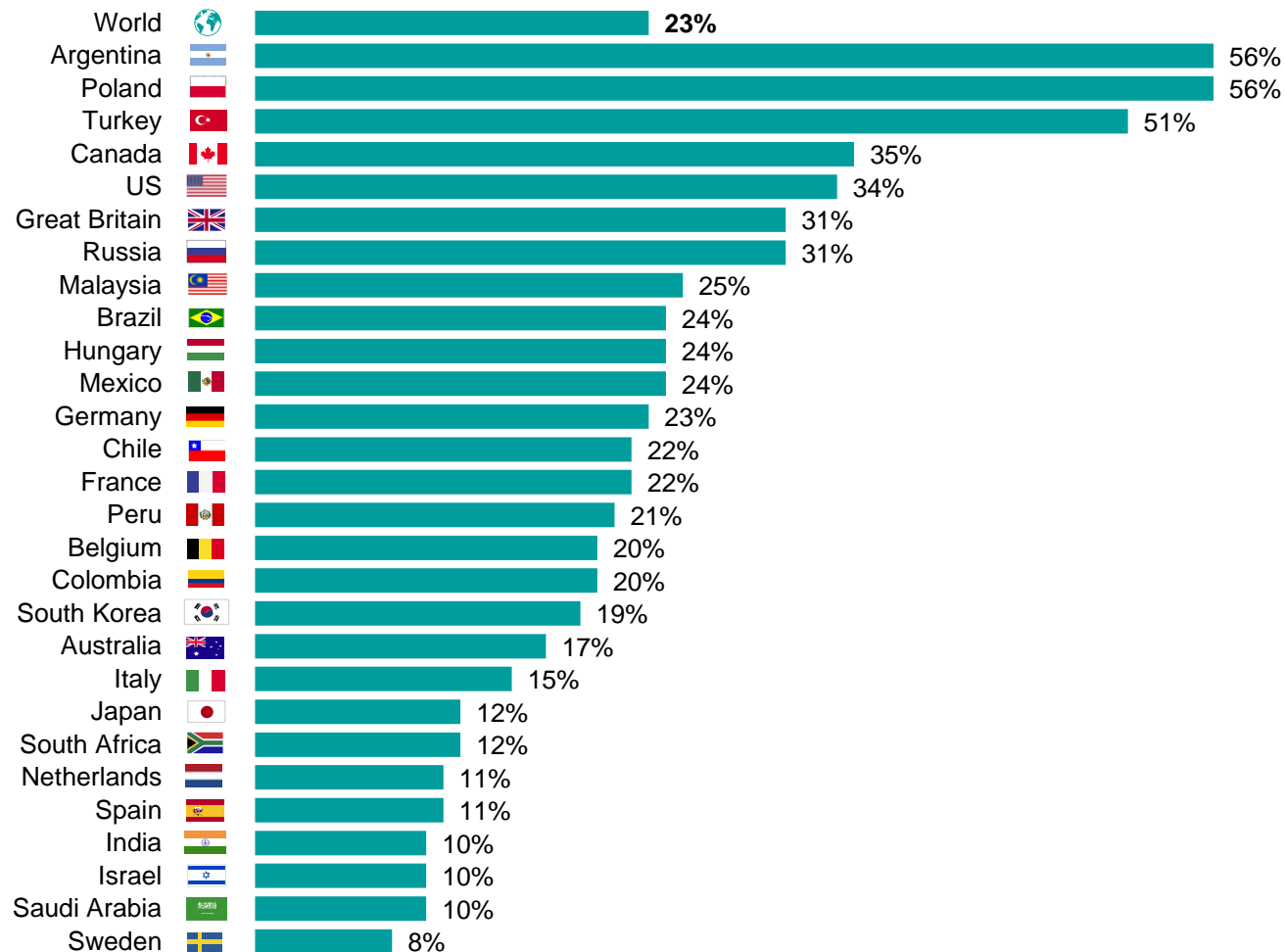
The largest increase is seen in Belgium (+6) while Argentina and Spain both see 10-point drops.

Crime is currently the most worrying issue for the public in 5 countries: Chile, Israel, Mexico, Sweden, and now Peru (previously more concerned about corruption).

ISSUE FOCUS: INFLATION (#6)

See our recent global survey on public perceptions of inflation

(%) worried in February 2022 in each country



Concern about inflation is at record-high levels globally. It sits at 23%, an increase of 3 points since last month, and has tracked a steady increase over the past year.

Now overtaking Healthcare, Inflation is 6th in our list of 18 issues that are considered most worrying across the 28 countries surveyed. It ranked 13th with an average score of 9% concerned 12 months ago.

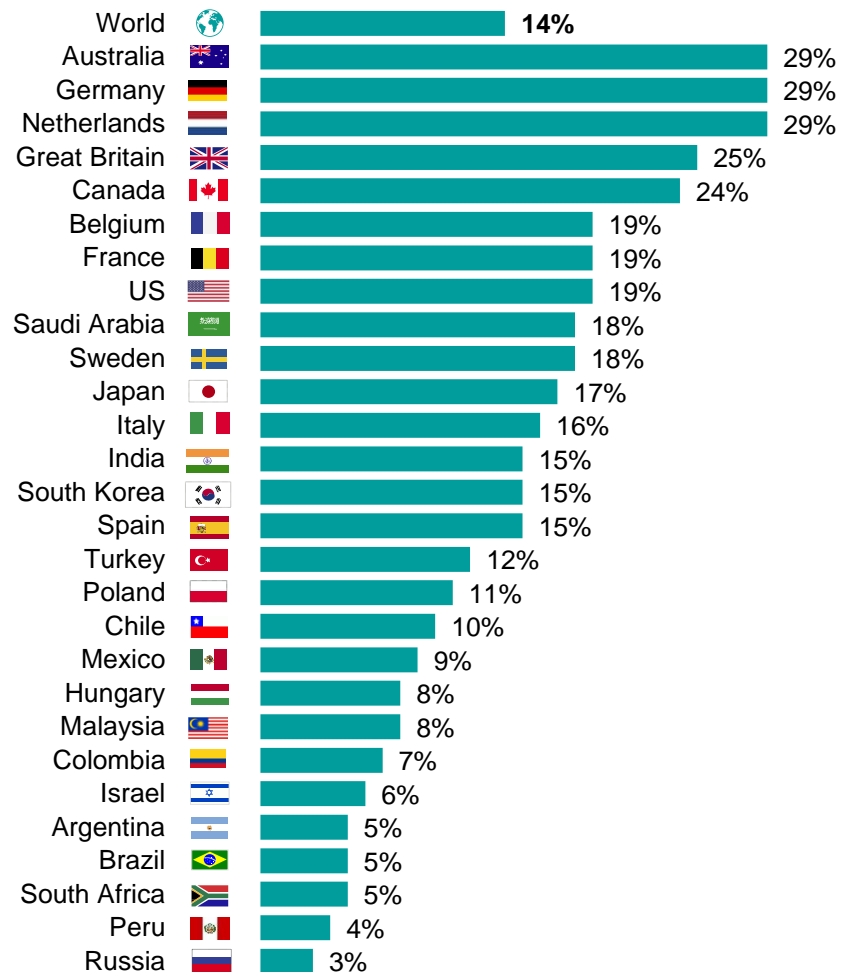
23 out of 28 countries record an increase in concern about inflation compared to last month.

Argentina and Poland show the highest levels of concern about inflation (56% in each), followed by Turkey (51%).

Great Britain sees the most dramatic increase this month (+12 to 31%), followed by France (+9 to 22%)

ISSUE FOCUS: CLIMATE CHANGE (#10)

(%) worried in February 2022 in each country



Across all 28 countries, 14% on average say that climate change is among the most important issues facing their country today, down just 1 percentage point and ranking place since last month.

Climate change currently sits in 10th position of our 18 issues, between Education (16%) and Immigration (11%)

Australia, Germany, and the Netherlands are currently the countries where larger portions of the public count this among the most worrying issues facing their country (29% in each). Next are Great Britain (25%) and Canada (24%).

The Netherlands records the largest increase in concern since Jan 22 (+7), while many other countries show minimal change or modest declines.

The current 14% score marks the lowest global average recorded for climate change in 6 months.

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 28 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-february-2022>

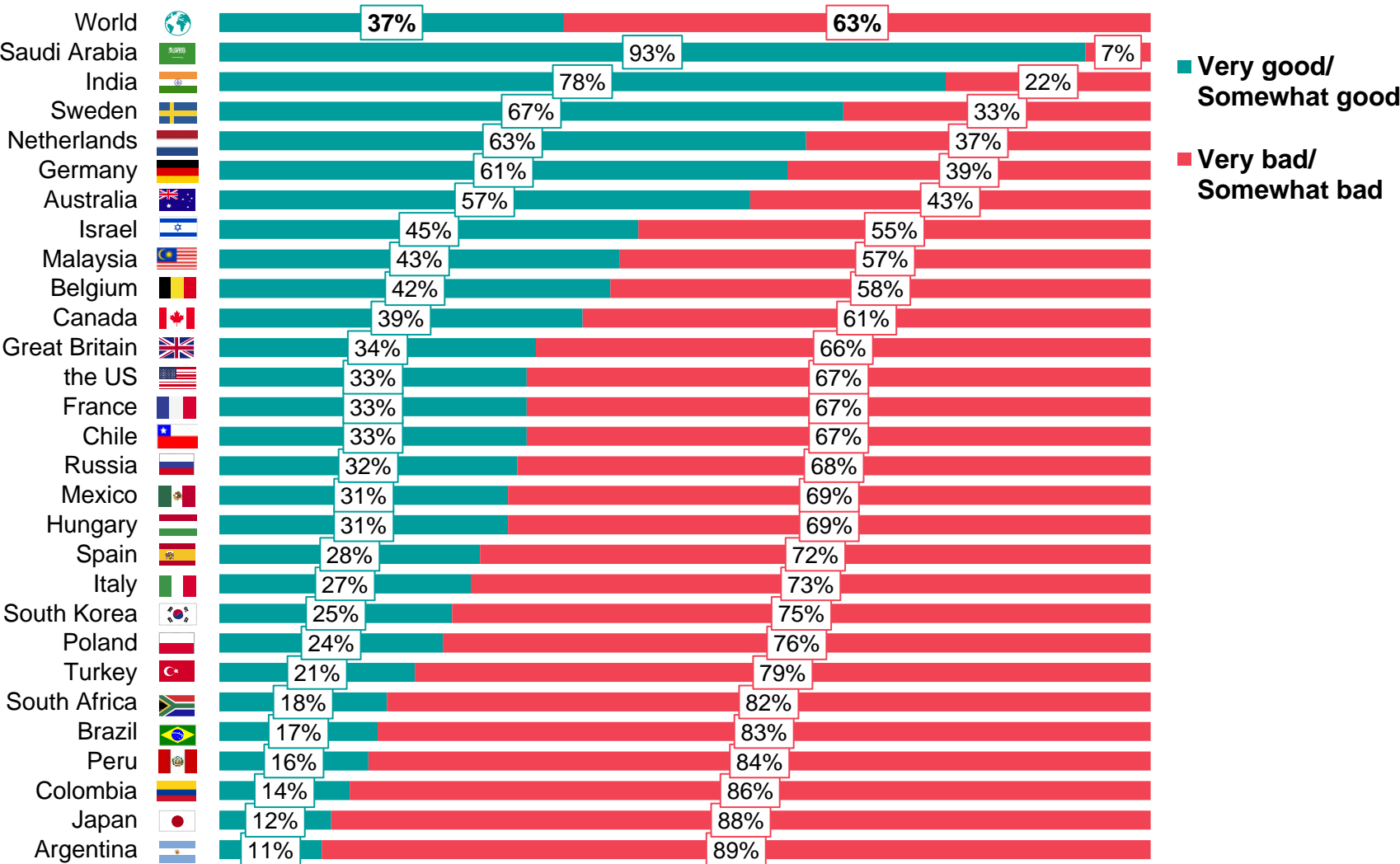
Please contact: Nicolas.Boyon@Ipsos.com for more information.



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, 37% on average say that the current economic situation in their country is 'very' or 'somewhat' good, while a majority (63%) say that it is 'very' or 'somewhat' bad.

Saudi Arabia remains the country where people are happiest with the economy (93%), followed by India (78%, up 6 percentage points from last month) and Sweden (67%).

We see a more positive economic outlook in Malaysia and Spain, both up 4 points from last month to 43% and 28% respectively.

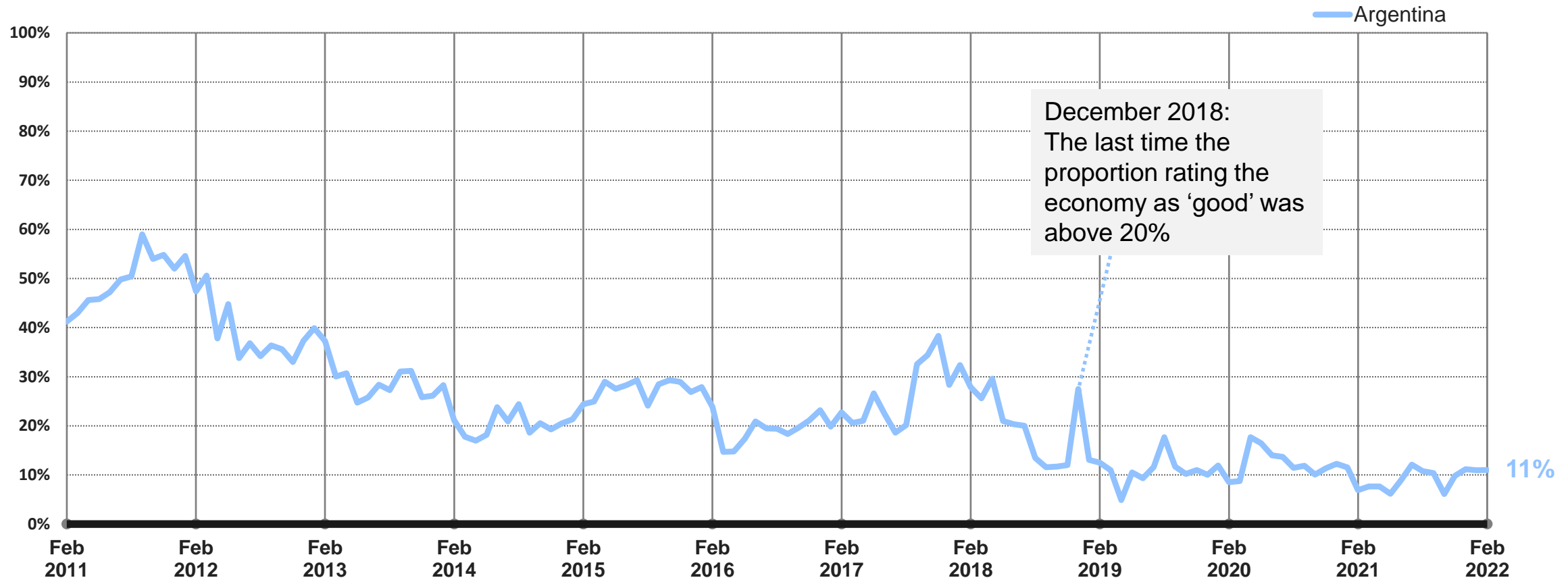
Only 11% in Argentina consider the economy to be in good shape, placing it at the bottom of the 28-country ranking, unchanged from last month.

The perception of the economy as 'good' has dropped most since last month in Canada (-6), Chile (also -6) and France (-5 points).



CURRENT ECONOMIC SITUATION: ARGENTINA

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

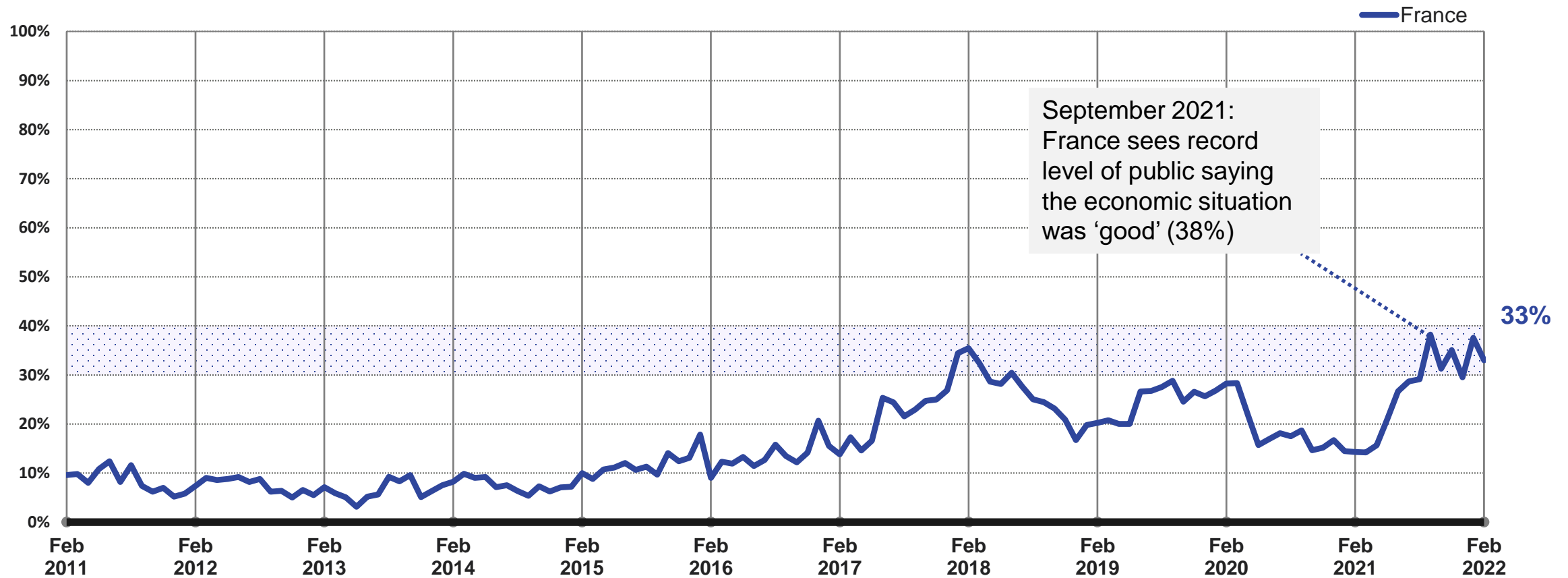


Base: Representative sample c. 1,000 in Argentina, 2011 - 2022.

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')

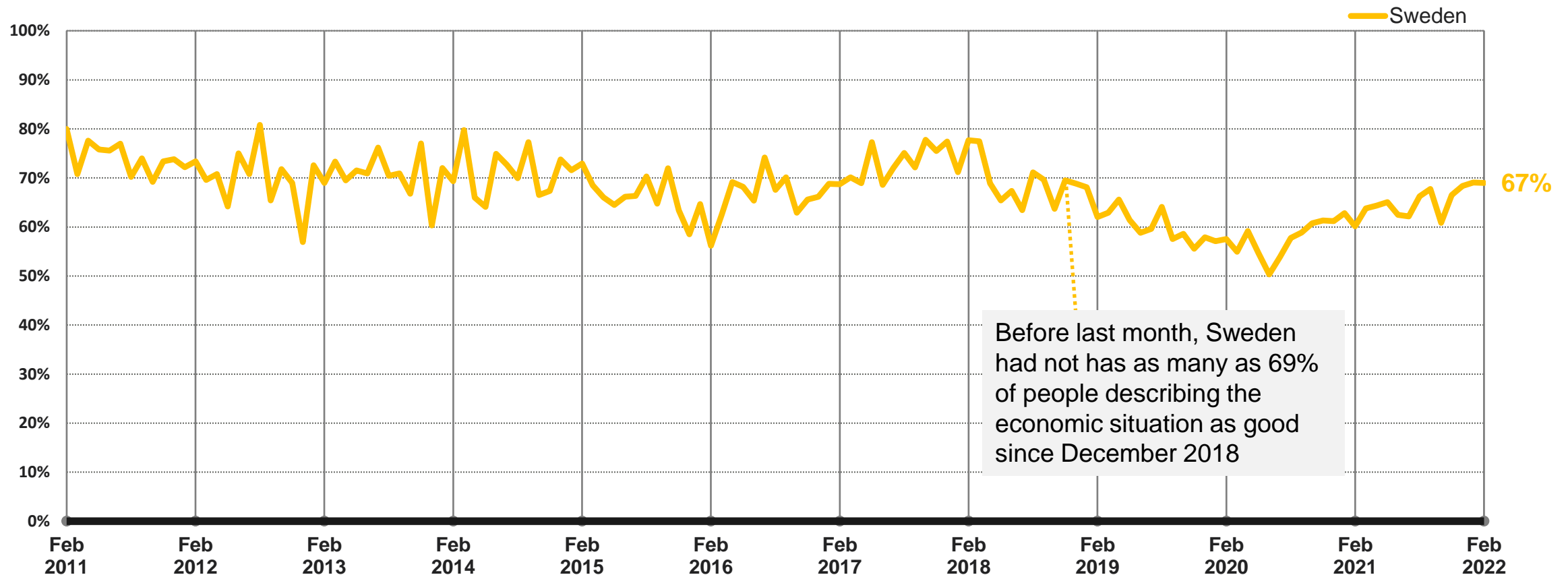


Base: Representative sample c. 1,000 in France, 2011 - 2022.

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')

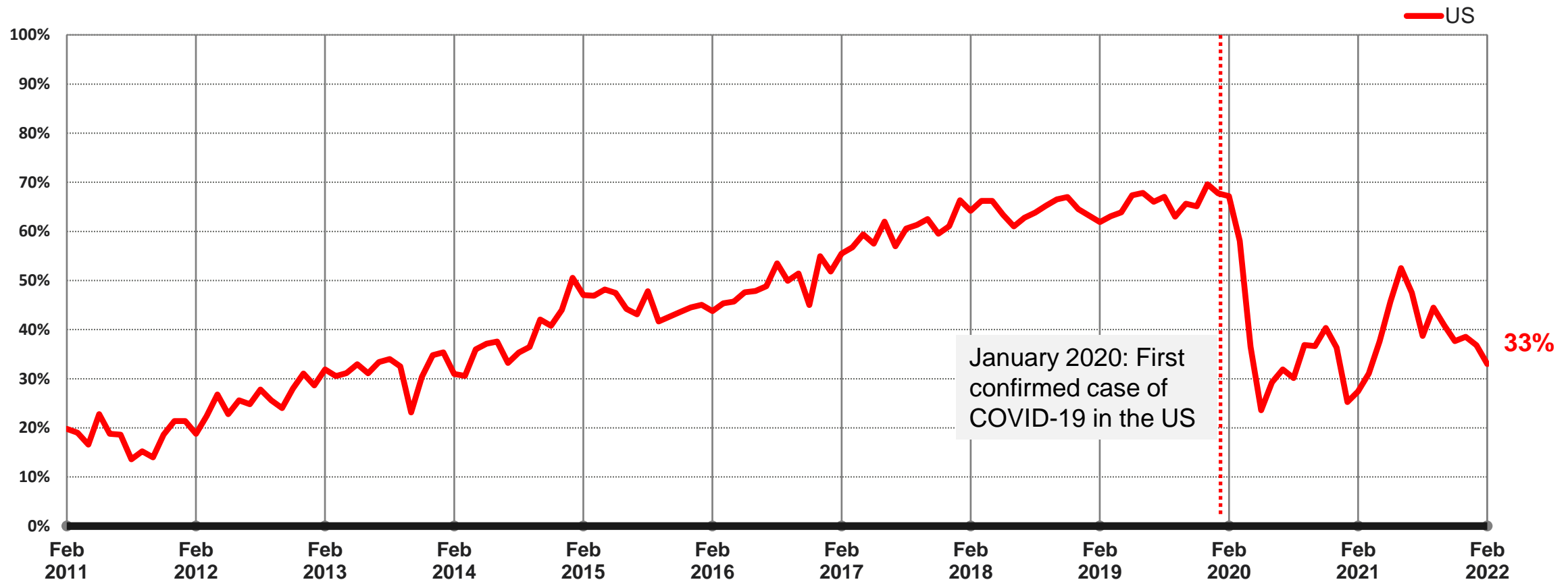


Base: Representative sample c. 1,000 in Sweden, 2011 - 2022.

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 in the US, 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 January 21st 2022 and February 4th 2022. via the Ipsos Online Panel system among 19,022 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.