

WHAT WORRIES THE WORLD?

April 2022



GAME CHANGERS



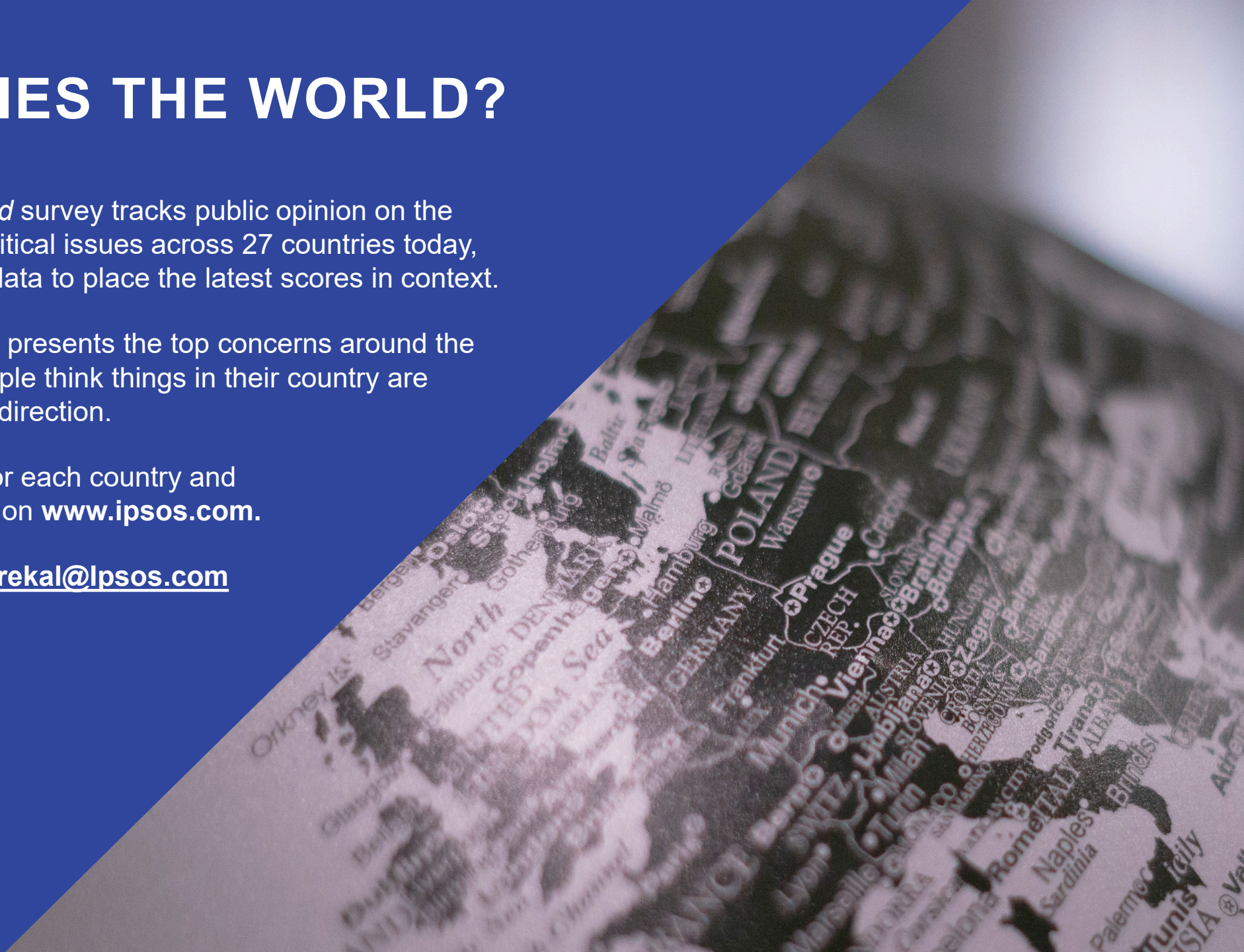
WHAT WORRIES THE WORLD?

Ipsos' *What Worries the World* survey tracks public opinion on the most important social and political issues across 27 countries today, drawing on over 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.

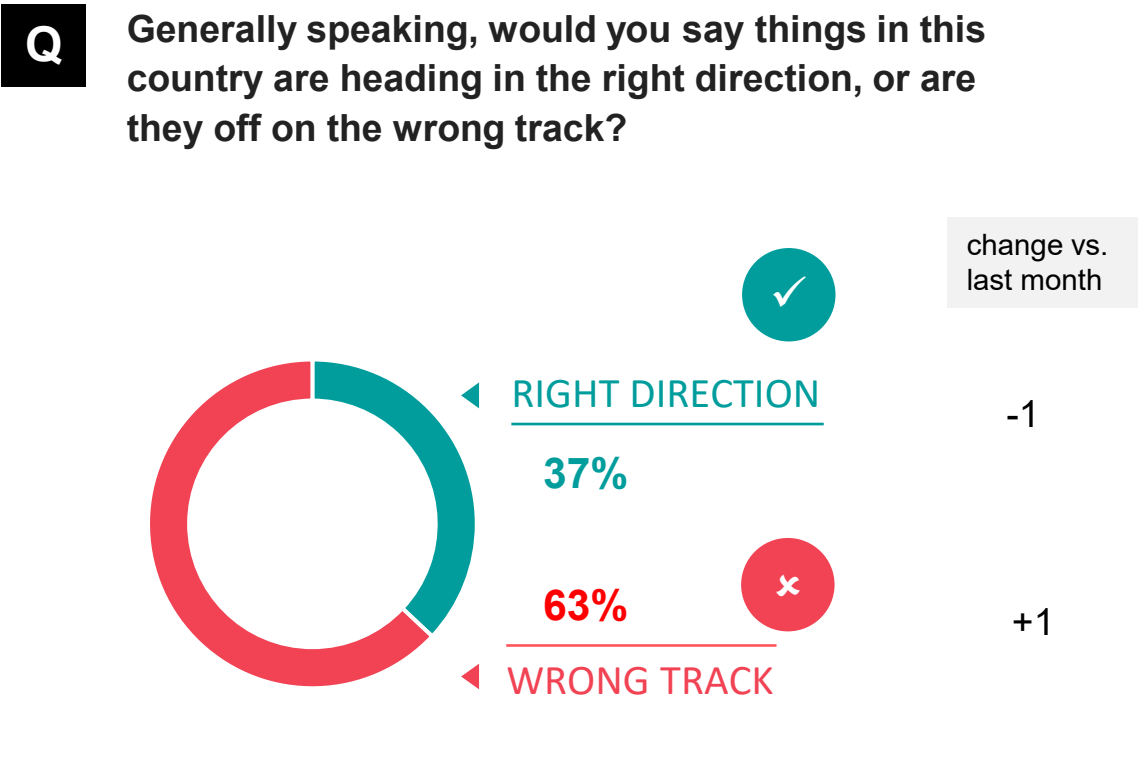
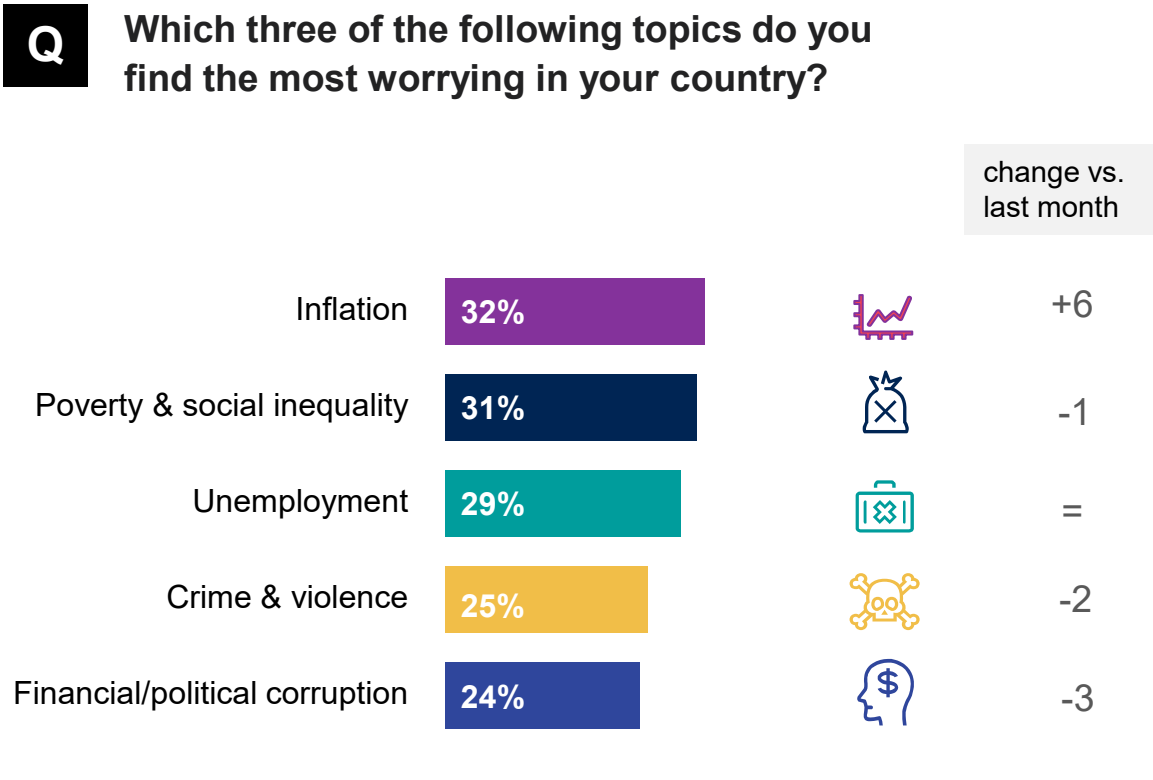
Full breakdowns of findings for each country and each issue are also available on **www.ipsos.com**.

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



WHAT WORRIES THE WORLD? APRIL 2022

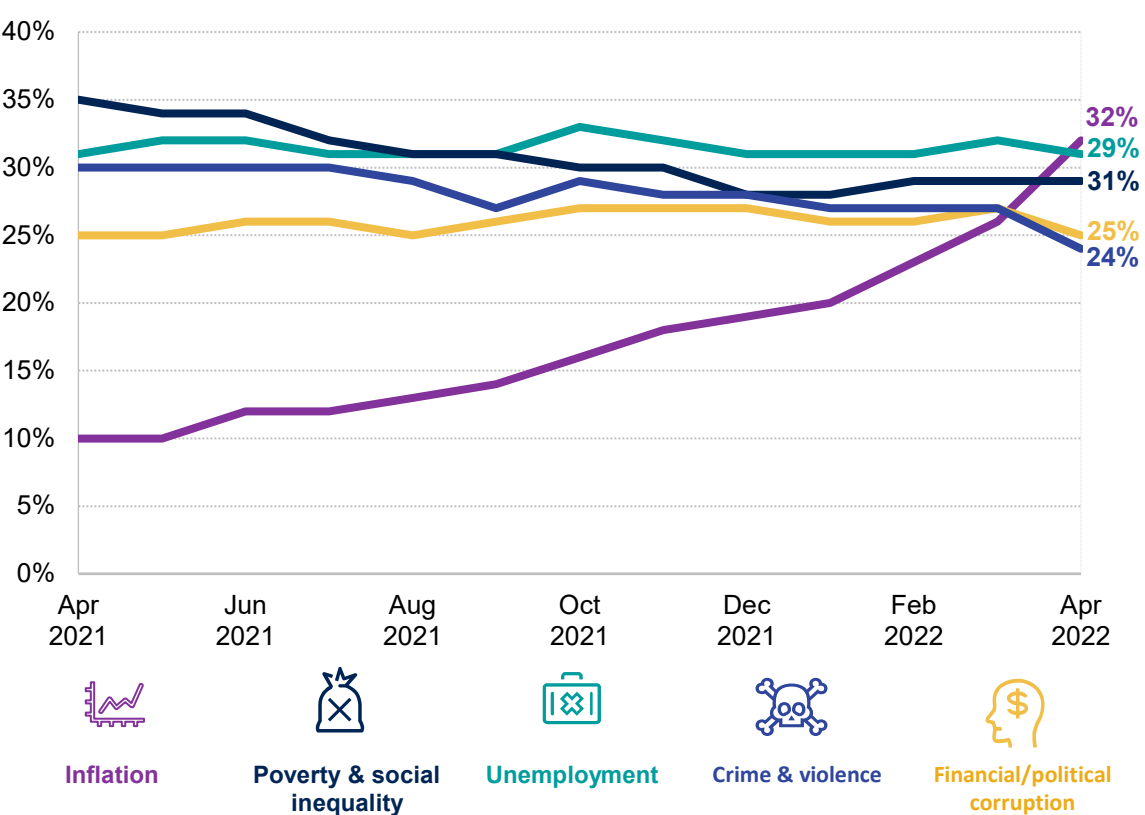
After making the top five for the first-time last month, worry about inflation has continued to grow and it is now the number one concern globally. Coronavirus, which was the sixth biggest concern last month, has fallen to eighth. Meanwhile, six in ten say things in their country are heading in the wrong direction.



Base: Representative sample of 19,000 adults aged 16-74 in 27 participating countries, March 25th 2022 – April 3rd 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

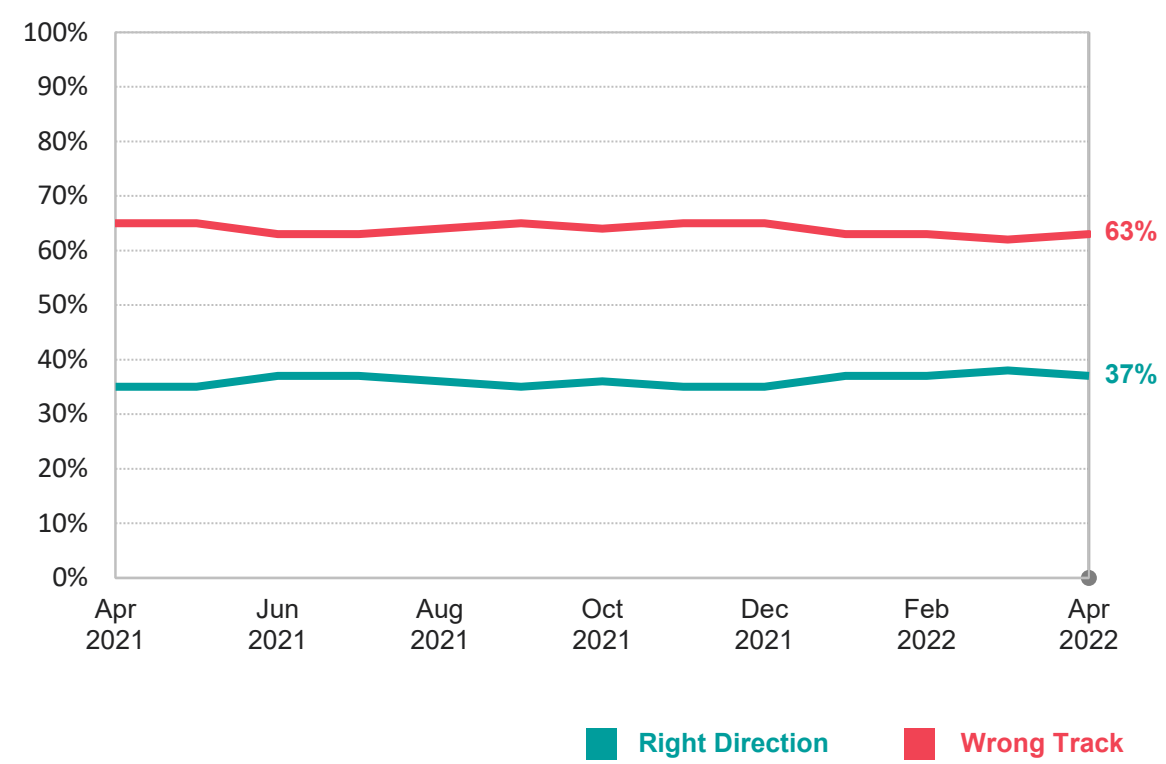
WHAT WORRIES THE WORLD? 12-MONTH TREND

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



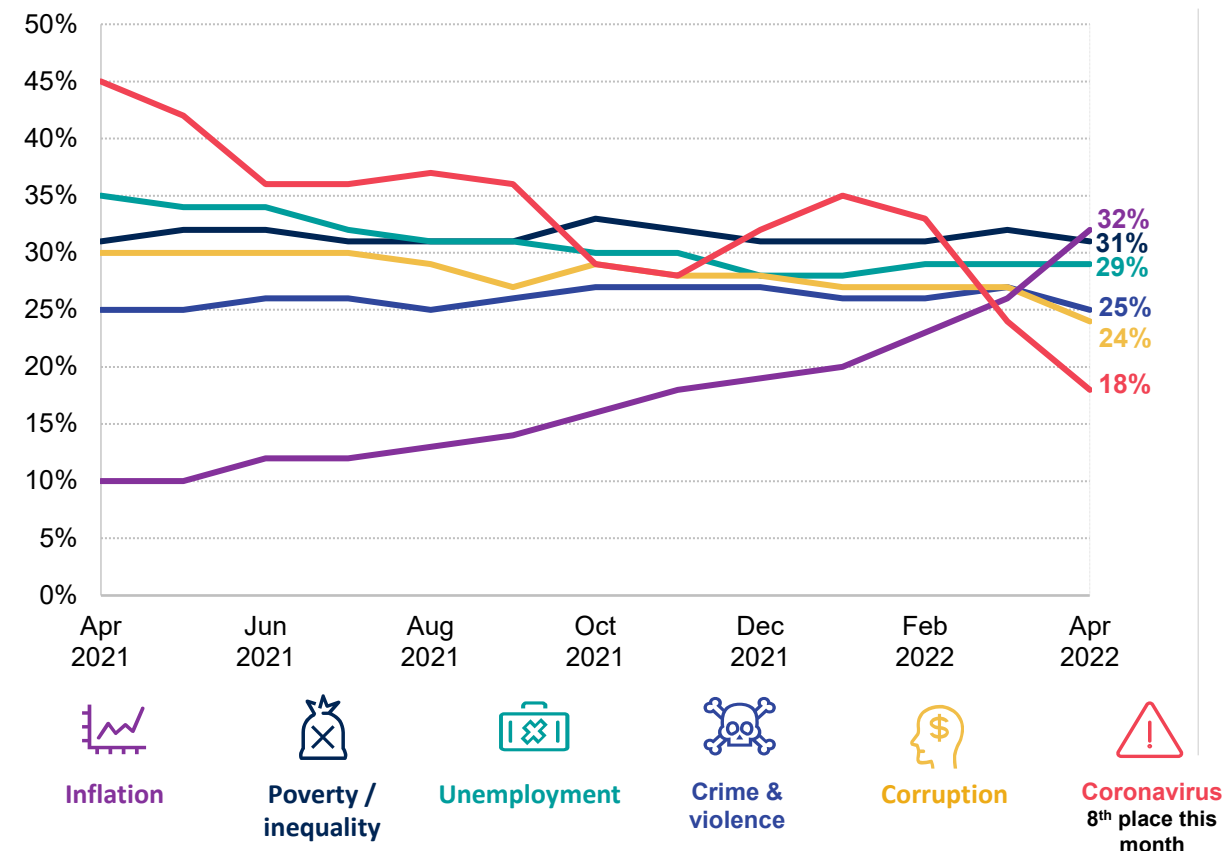
Base: Representative sample of c.19,000 adults aged 16-74 in 28 participating countries, April 2021 – April 2022
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

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

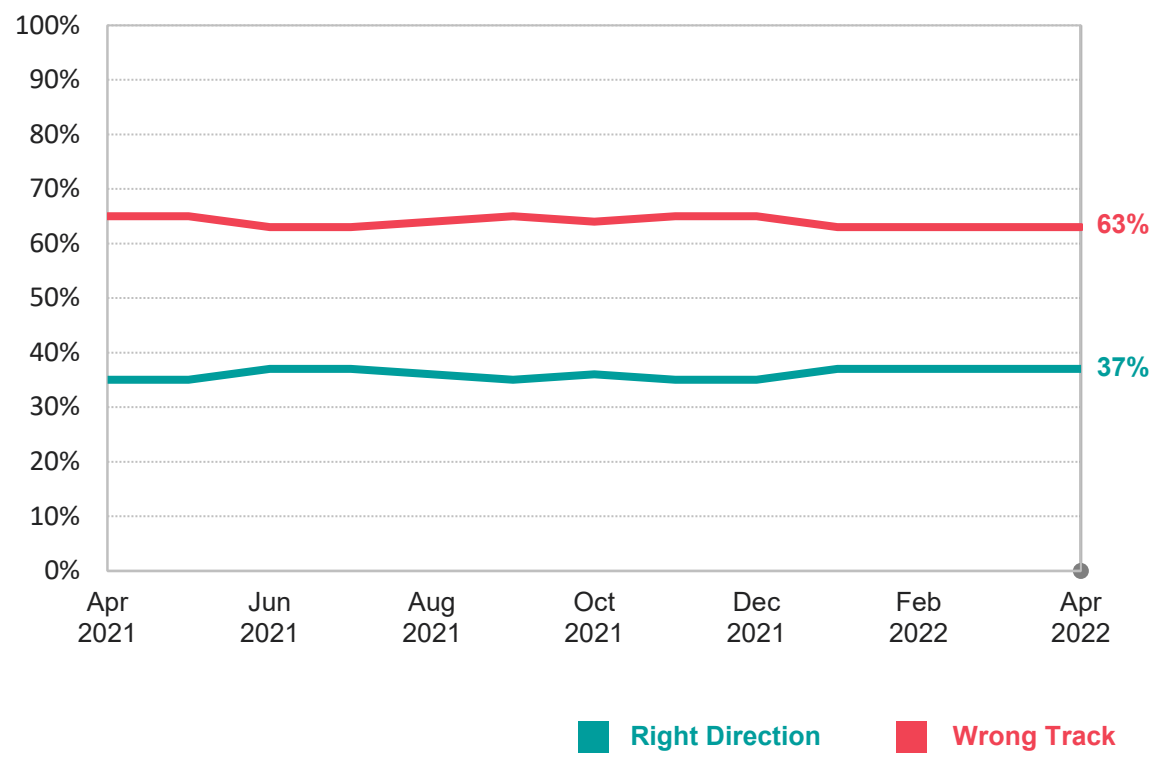


WHAT WORRIES THE WORLD? 12-MONTH TREND

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.19,000 adults aged 16-74 in 28 participating countries, April 2021 – April 2022
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

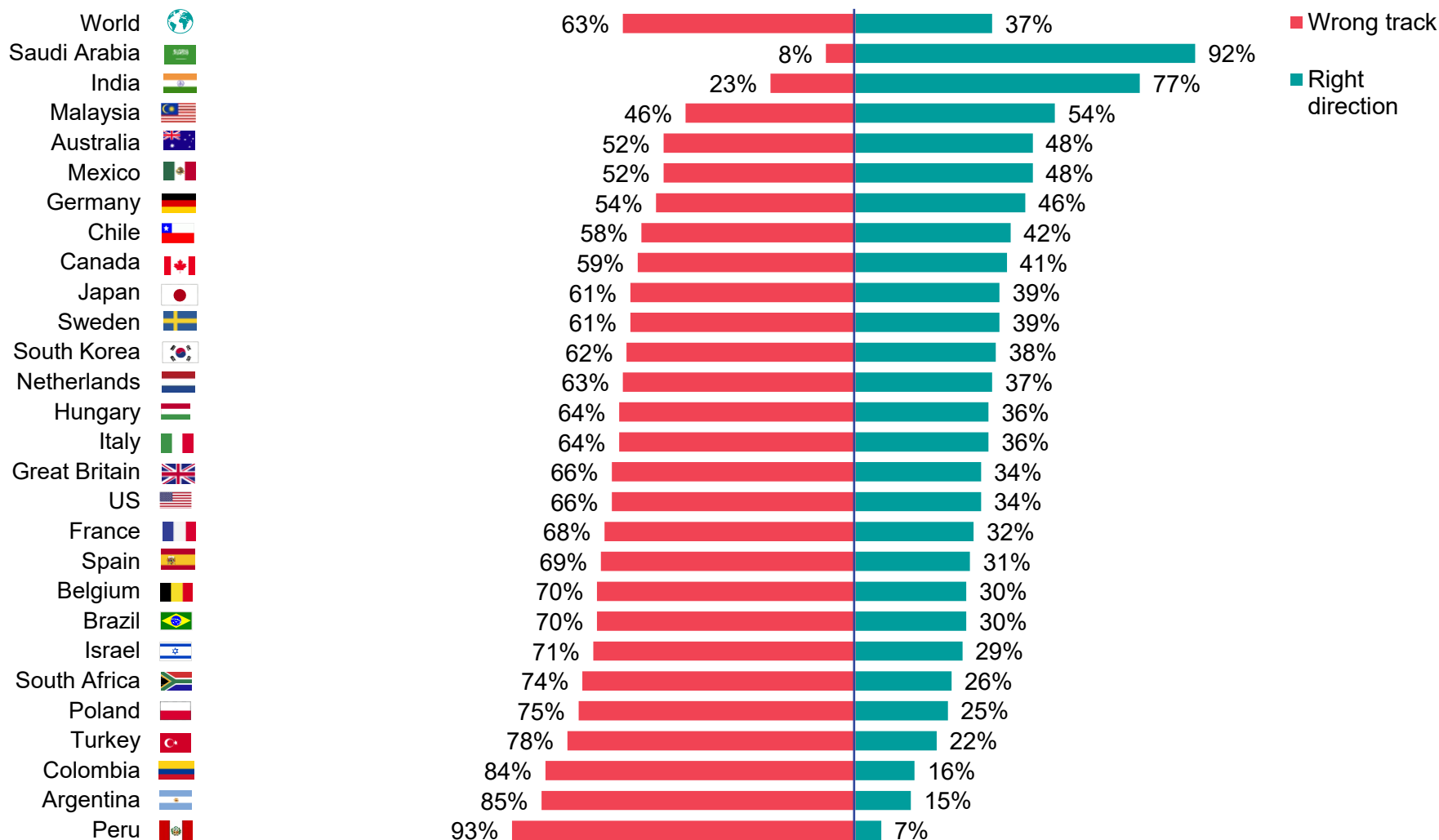


DIRECTION OF TRAVEL **ALL COUNTRIES**



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? (April 2022)



Across the 27 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.

Peru and Argentina have the largest proportion saying that their country is heading in the wrong direction (93% and 85%), followed by Colombia with 84%. More than three-quarters share this view in Turkey (78%) and Poland (75%). There is a 9-point increase on the “wrong track” score in Peru and an 8-point rise in Spain since last month.

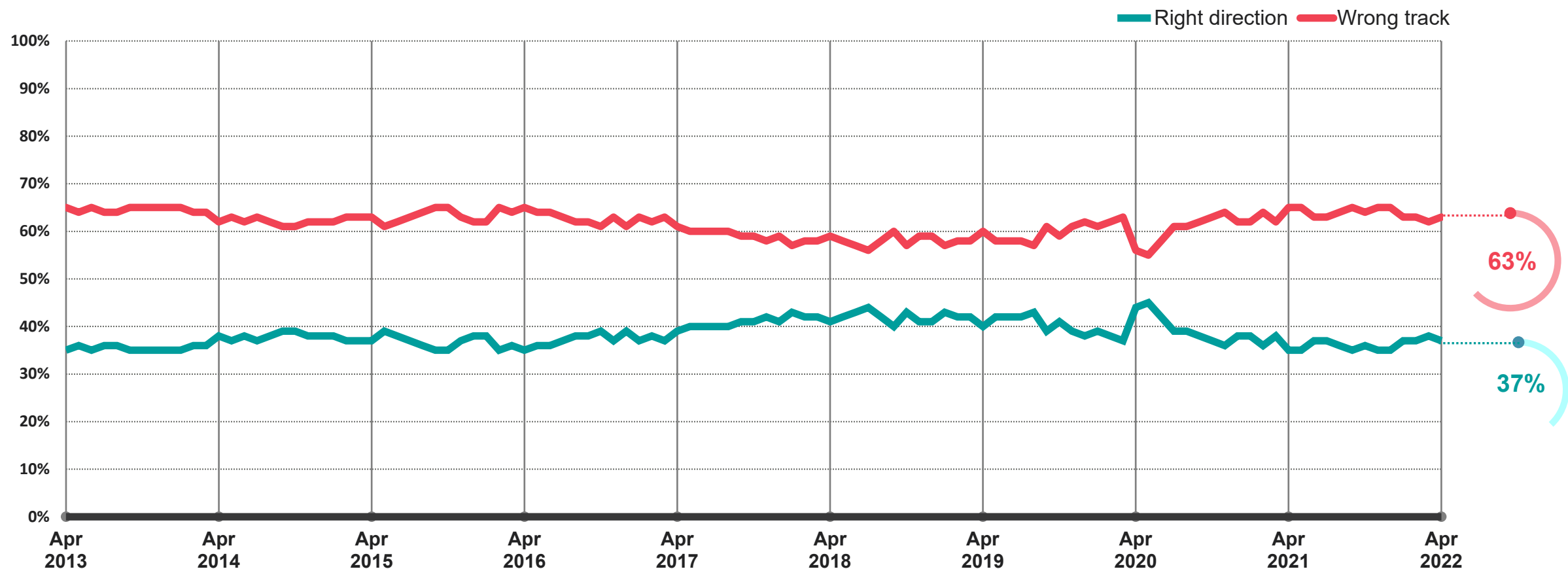
Meanwhile, Saudi Arabia and India remain the most positive about their country (92% and 77%). While Malaysia has seen a 15-point increase in its “right track” score since last month.

Base: Representative sample of 19,000 adults aged 16-74 in 27 participating countries March 25th 2022 – April 3rd 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. 19,000 adults aged 16-74 in 27 participating countries, 2013 - 2022.

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

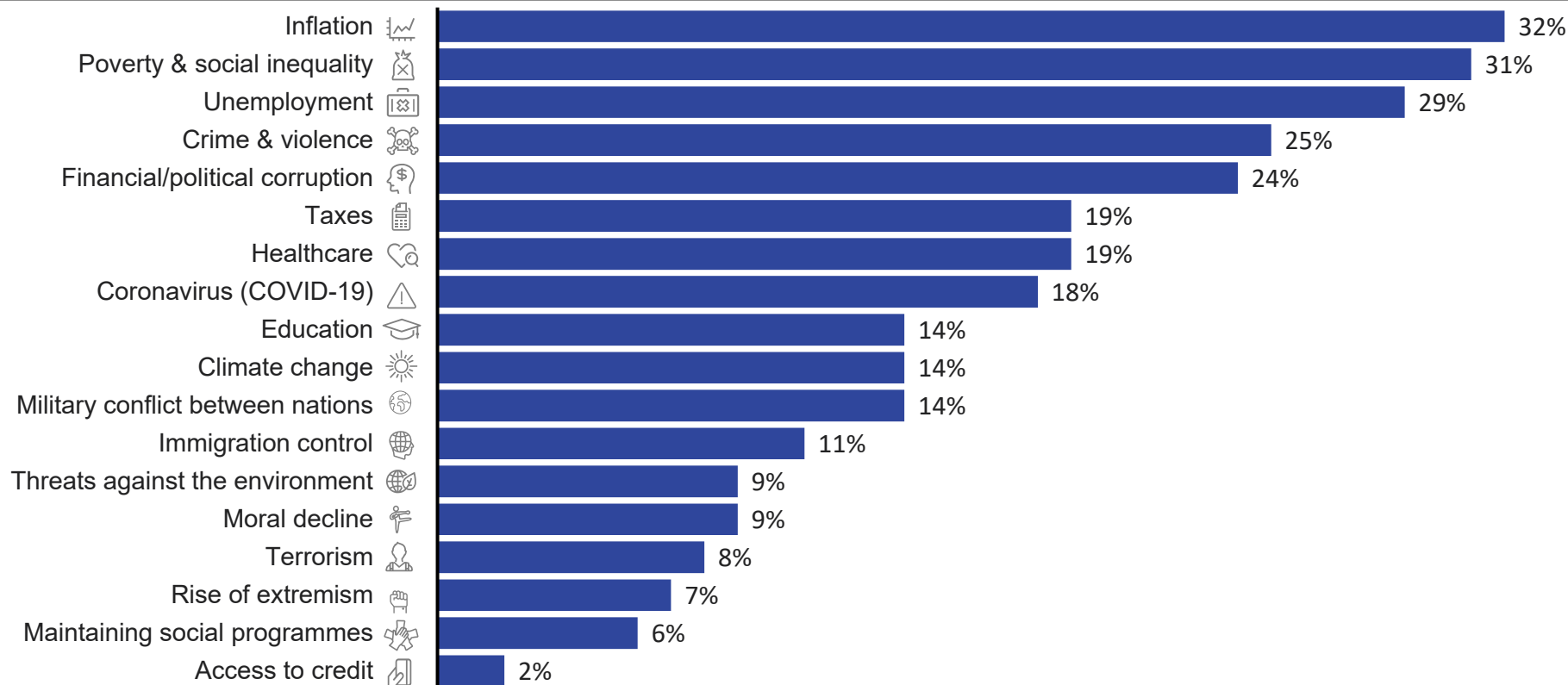
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in April 2022 (global country average)



This full ranking of the 18 issues in our survey gives an overview of what people in 27 countries worry about today.

After making the top five for the first time last month, inflation has moved up to the top concern globally.

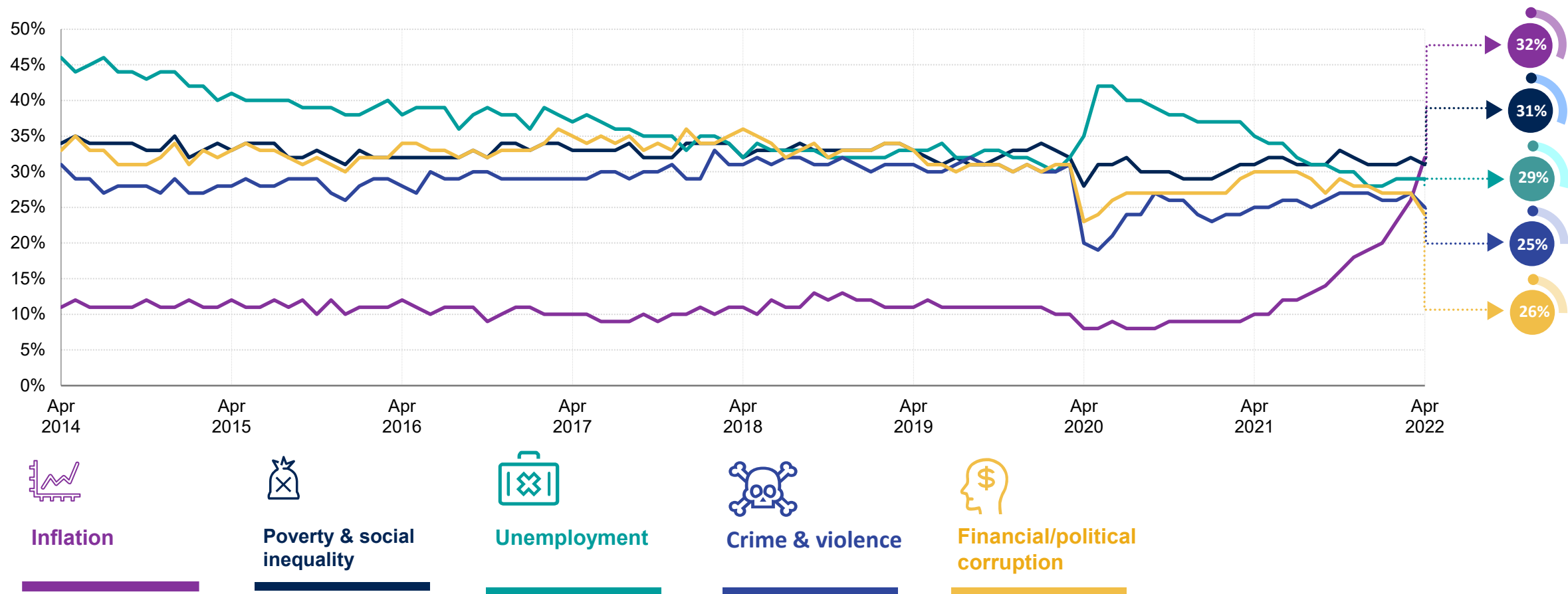
Meanwhile Coronavirus has dropped to eighth, which is the second month running it has fallen outside the top five global concerns. Military conflict between nations has been added to the index in April and is the 11th highest concern.

Base: Representative sample of 19,000 adults aged 16-74 in 27 participating countries March 25th 2022 – April 3rd 2022.

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

WORLD WORRIES: LONG-TERM TREND

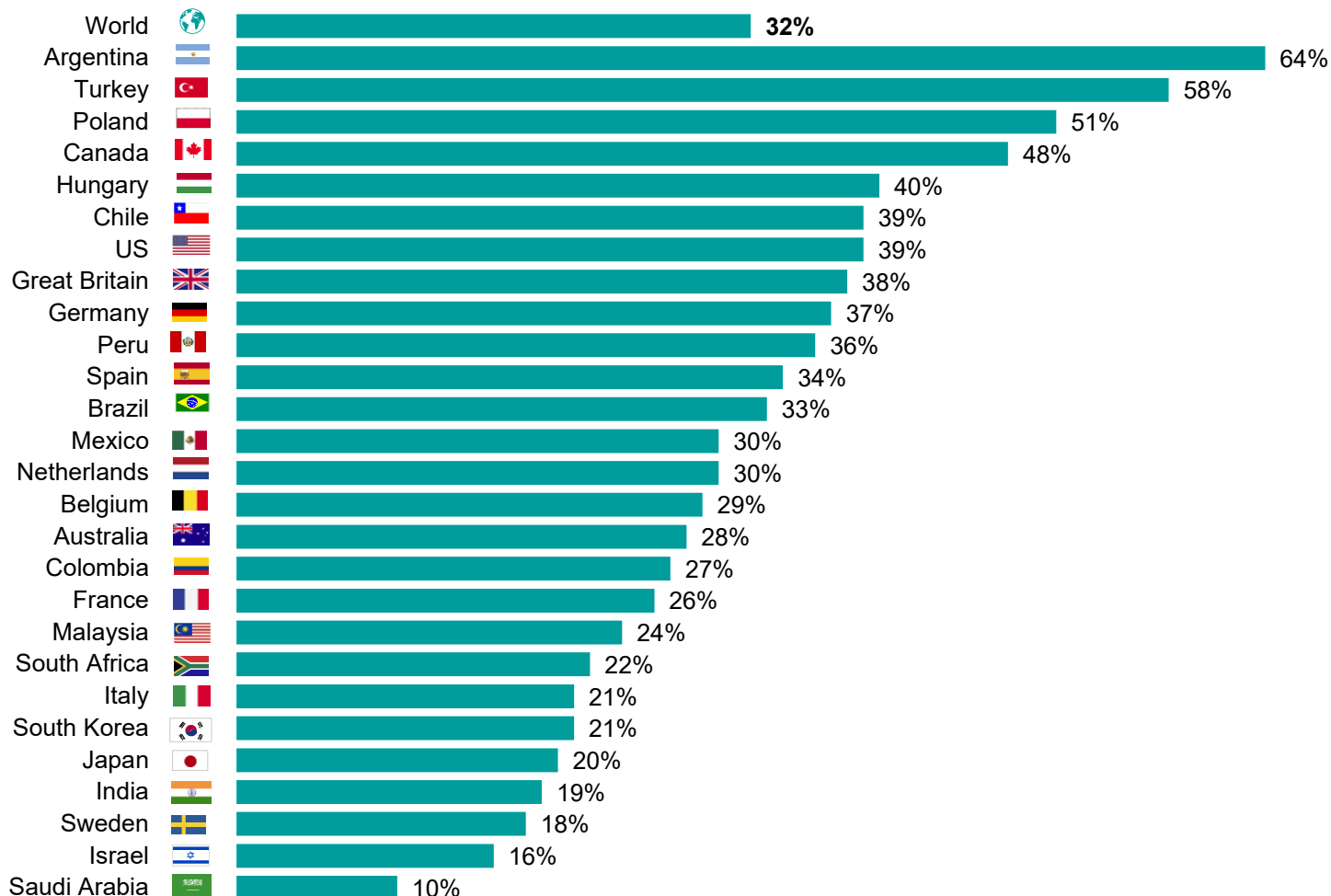
Q Which three of the following topics do you find the most worrying in your country?
Global country average



Base: Representative sample c. 20,000 adults aged 16-74 in 27 participating countries, 2014 – 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

1 | INFLATION

(%) worried in April 2022 in each country



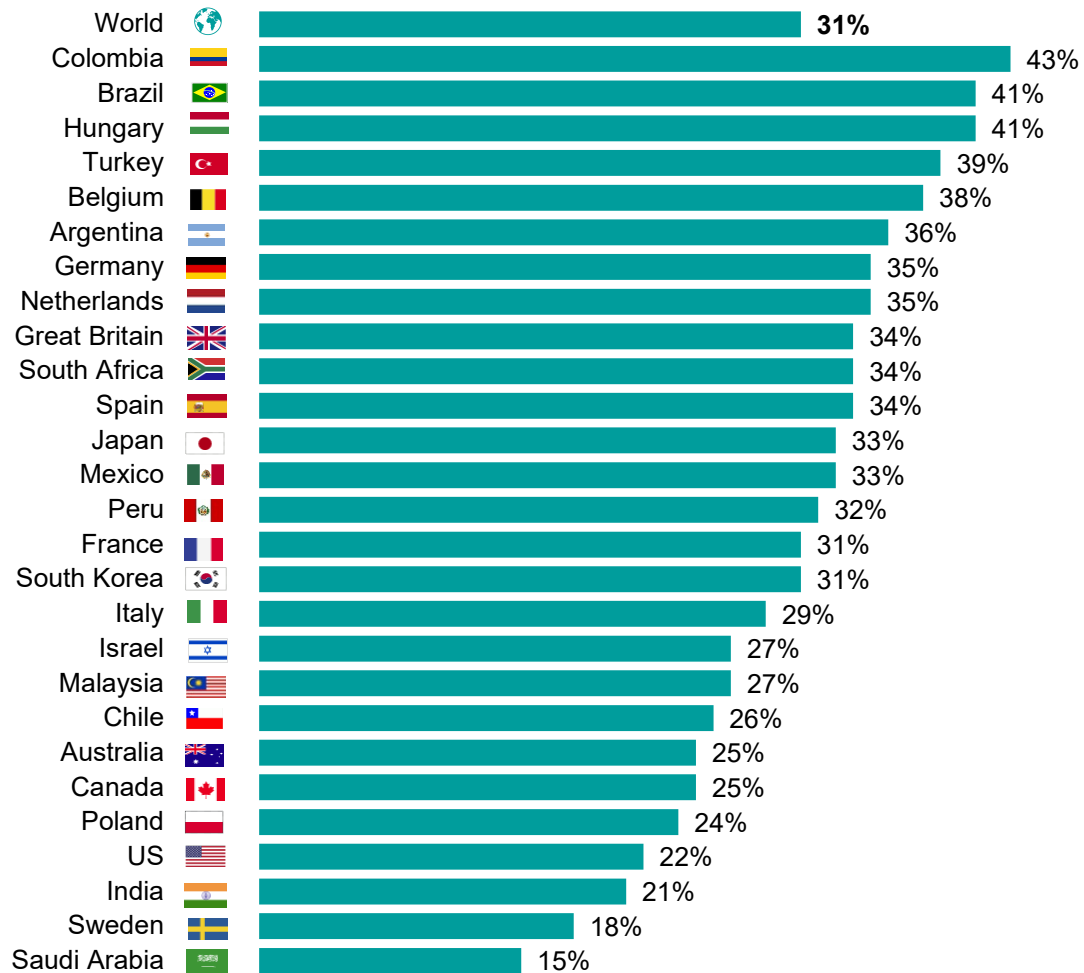
In March Inflation was in the top five global concerns for the first time since it entered *What Worries the World* in January 2013. Concern has continued to grow and it is now the top worry. The global figure has risen to 32%, 6 points higher when compared to the previous month. Worry about inflation is now much higher than the start of the year (20%) and well above the figure from April last year (10%).

All countries have seen concern grow this month, except Colombia. In comparison with last month, worry has risen the most in Spain (21 points), Chile and Peru (both 14 points), Hungary (13 points), and Netherlands (10 points).

Inflation was already the number one concern in Argentina, Canada, Great Britain, Poland, Turkey and the US, with Germany now joining that list.

2 | POVERTY & SOCIAL INEQUALITY

(%) worried in April 2022 in each country



Poverty and social inequality is the second global concern, with one in three on average across our 27 countries (31%) saying it is an important issue facing their country today.

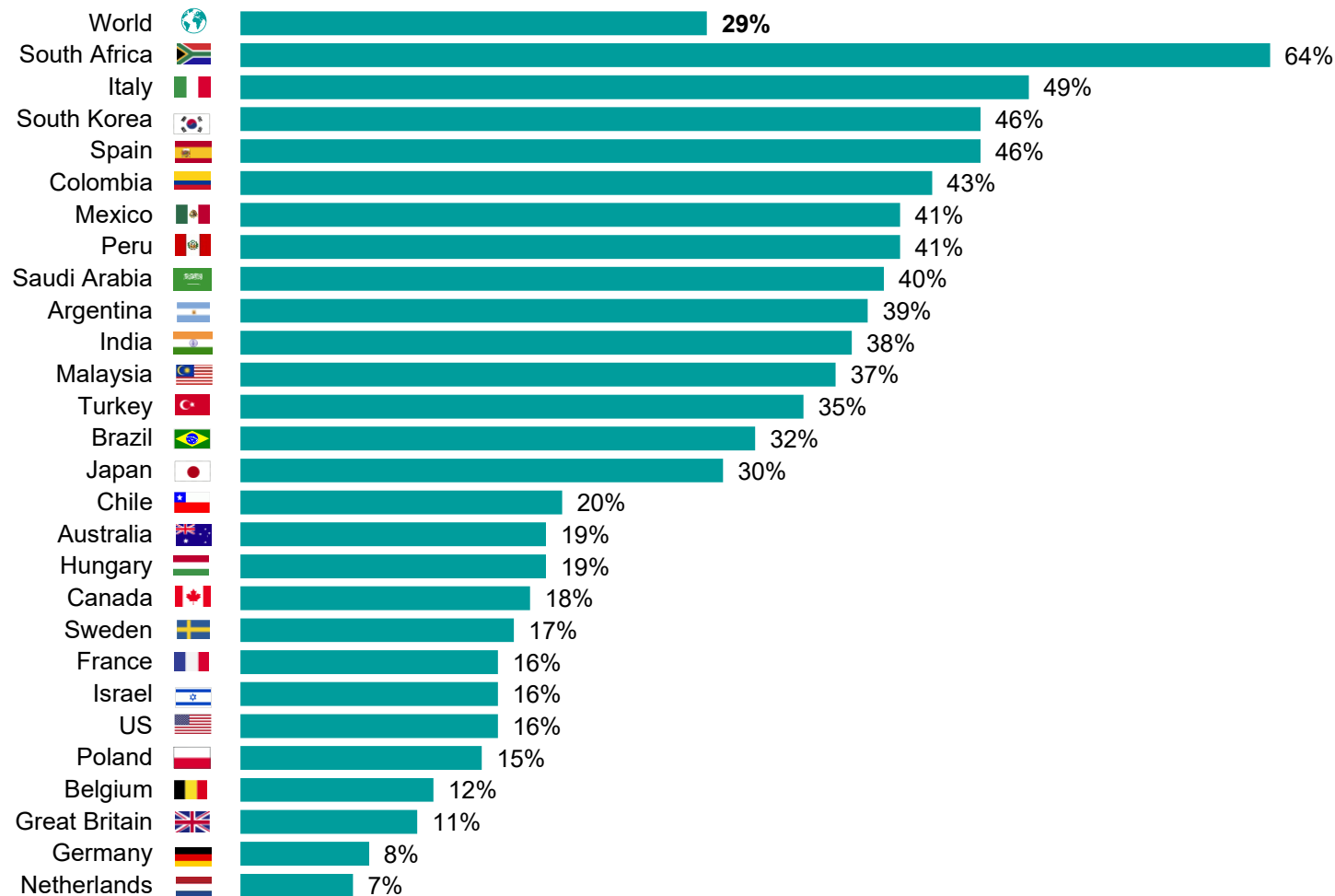
Colombia ranks first for concern about poverty and social inequality (43%), followed by Brazil (41%), Hungary (41%), Turkey (39%), and Belgium (38%).

Hungary sees the largest increase in concern since last month, up 6 points.

In March six countries had poverty and social inequality as their top concern, this has now fallen to four (Belgium, Brazil, France, and the Netherlands).

3 | UNEMPLOYMENT AND JOBS

(%) worried in April 2022 in each country



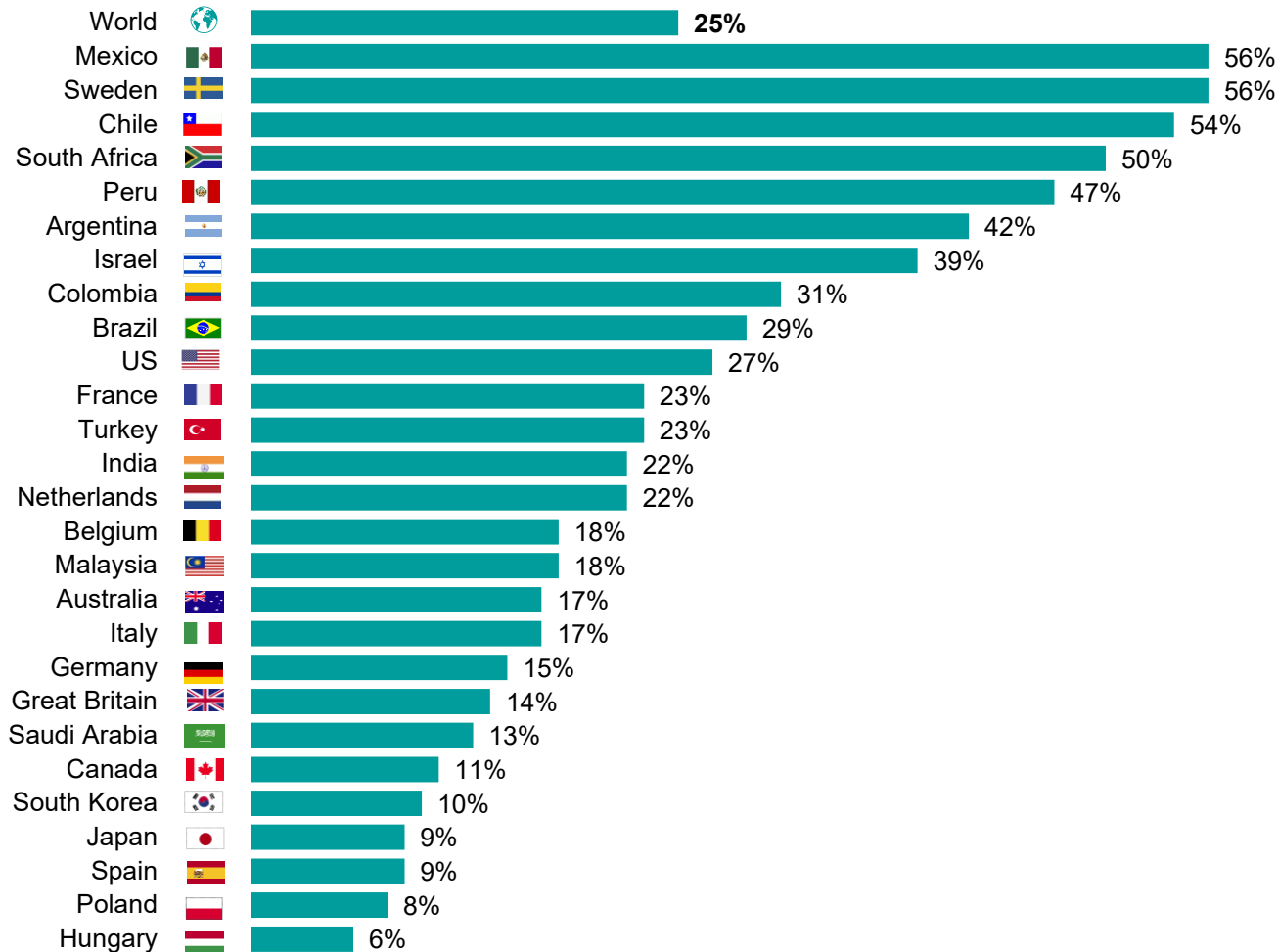
Three in ten (29%) globally say that unemployment/jobs is a concerning issue in their country today – a score that is level with the last two readings but sees the issue fall to third position overall this month.

Unemployment concern was at 35% globally just 12 months ago and reached 42% in the earlier stages of the pandemic.

Two-thirds (64%) of South Africans currently say that jobs are a top worry in their country. Saudi Arabia and Argentina are the countries which have seen the biggest monthly increase in concern (both up 12 points). This has meant jobs is now the top worry in Saudi Arabia this month, joining India, Italy, South Africa, South Korea, and Spain, who already had it as their number one issue.

4 | CRIME & VIOLENCE

(%) worried in April 2022 in each country



Crime & violence is now the fourth top worry in our global issues tracker, with one in four (25%) saying that crime is a top concern for their country today.

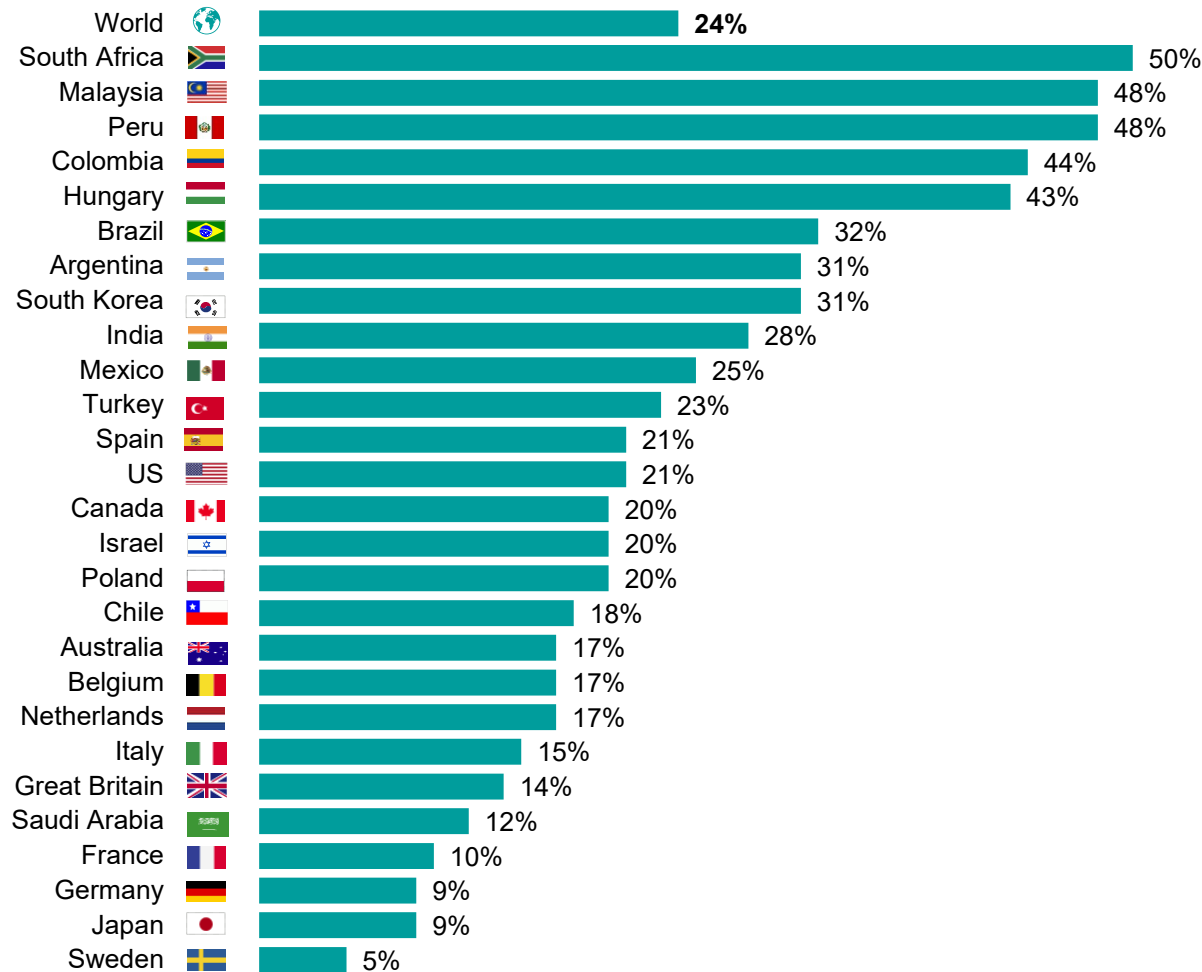
At least one in two select this issue in Mexico and Sweden (both 56%), Chile (54%), and South Africa (50%).

The biggest month-on-month increase is seen in Israel (+8 to 39%). There have also been increases in Chile and Turkey (+4) and Mexico (+3).

Crime is currently the most worrying issue for the public in Chile, Mexico, and Sweden.

5 | FINANCIAL/POLITICAL CORRUPTION

(%) worried in April 2022 in each country



Financial/political corruption is fifth in our global list of top concerns. On average, one in four (24%) say it is a top issue in their country today – down 3 points.

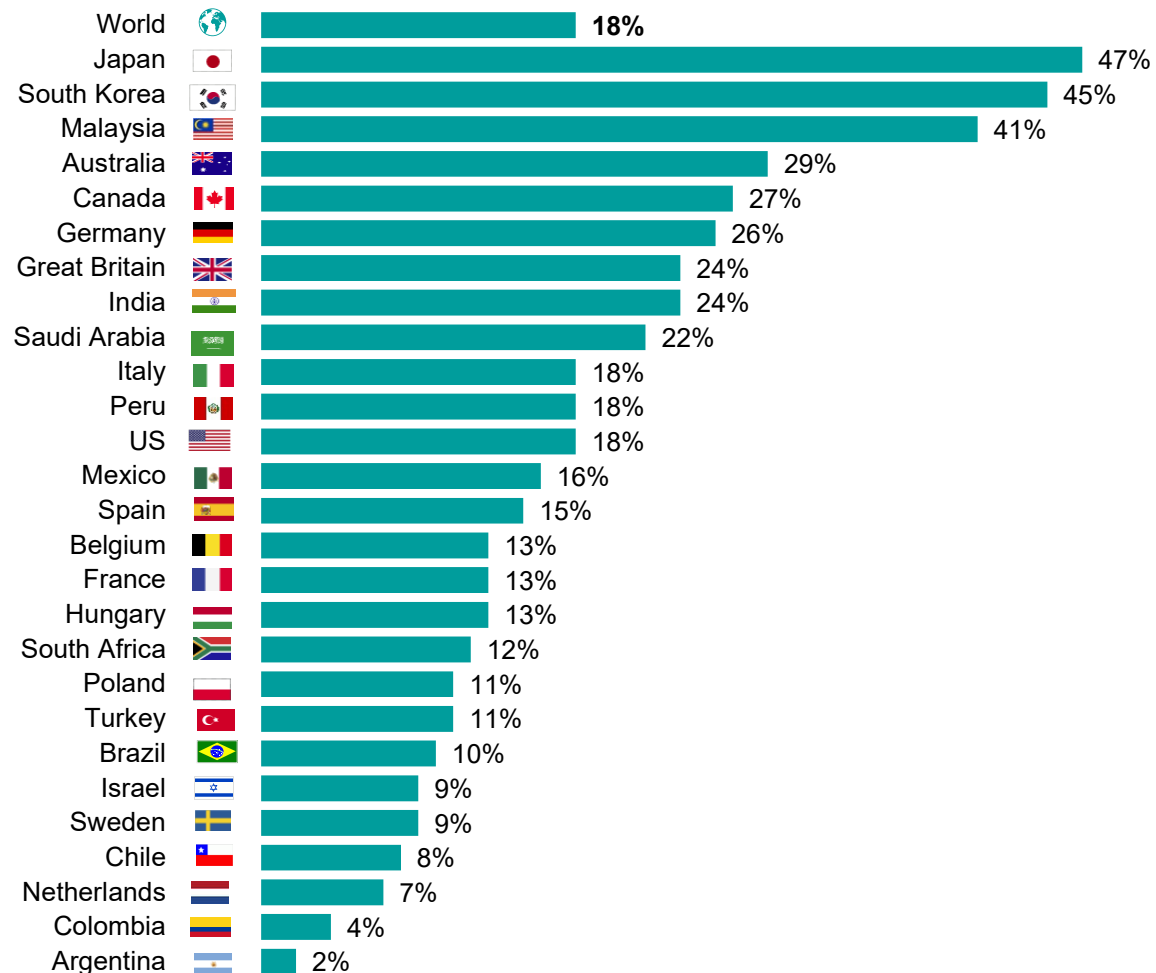
Concern is highest in South Africa, Malaysia and Peru, where one in two choose it as one of the most important issues facing their country.

Last month Colombia had corruption as its country's top concern, but now Malaysia and Peru have joined the list of countries where this is the number one worry.

Three countries with the biggest increases in concern since last month: Brazil, Turkey and the Netherlands (all up 3 points).

8 | SPOTLIGHT ON CORONAVIRUS

(%) worried in April 2022 in each country



Falling from first in February to eighth place in our global issues ranking, Covid-19 records its lowest score for the second month in a row since we began tracking it almost two years ago.

Globally, the proportion concerned about Coronavirus drops 15 points from 33% last month to 18%. We also see a decline in every country surveyed – except for Canada where it is up 3 points to 27% and Sweden (+1 to 9%).

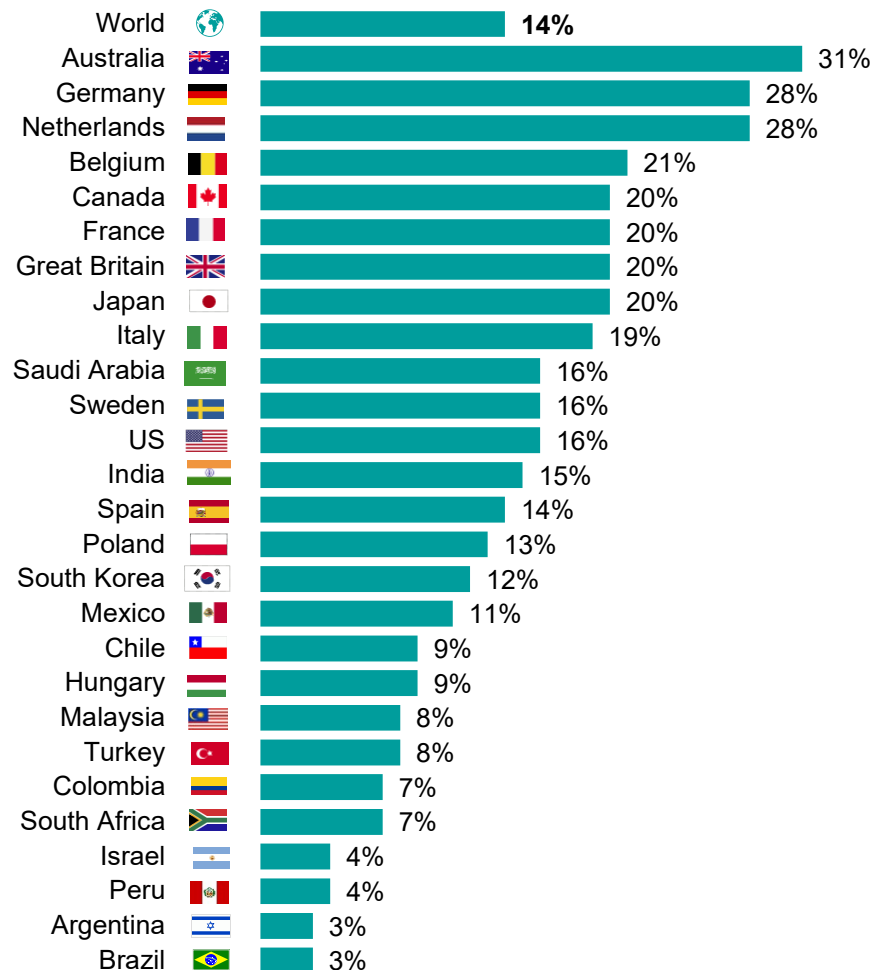
The highest levels of concern about Covid-19 are in Japan (47%), South Korea (45%), and Malaysia (41%).

The largest decreases in Covid concern are seen in Saudi Arabia (-18), Malaysia (-16), and Brazil (-13).

Japan is now the only country where Covid is the top concern, compared to 12 in January.

10 | SPOTLIGHT ON CLIMATE CHANGE

(%) worried in April 2022 in each country



Across all 27 countries, 14% on average say that climate change is among the most important issues facing their country today, level with last month.

Climate change currently sits in 10th position in our ranking of 18 issues, just below Education and above Immigration.

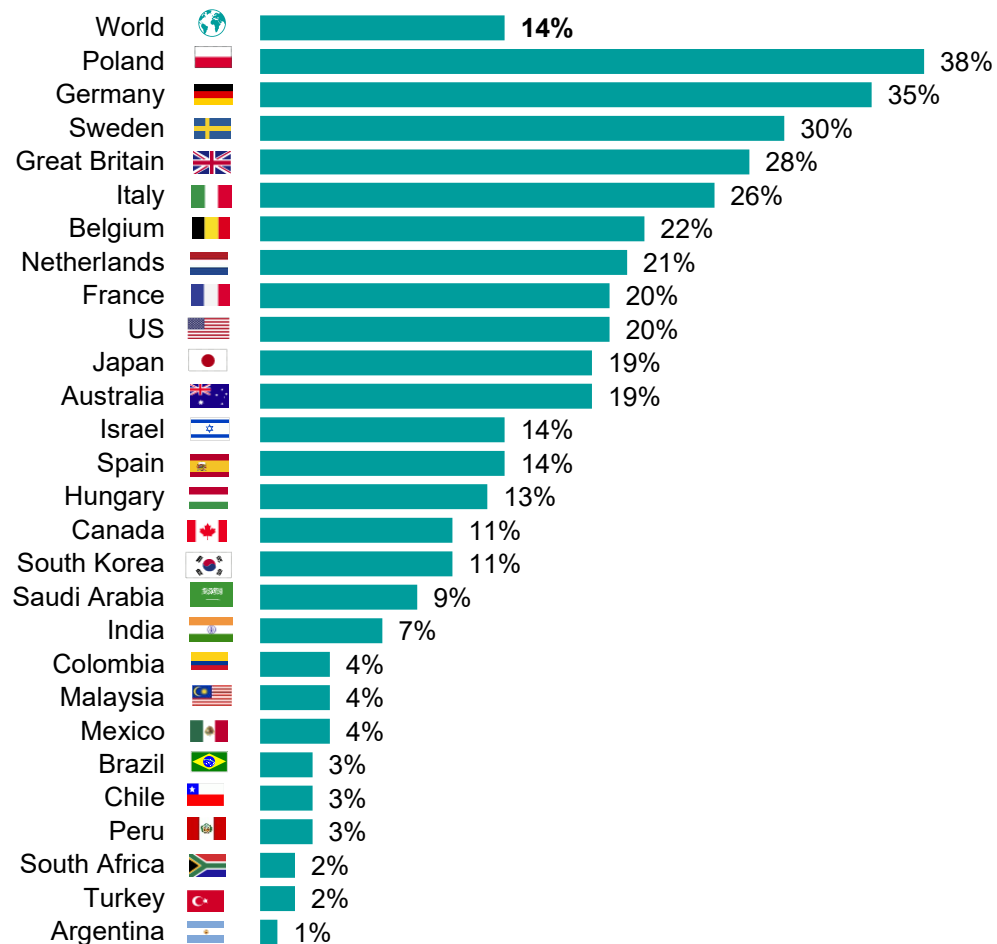
Australia is most concerned (31%) and sees a small 2-point increase in this wave, putting it ahead of Germany and the Netherlands (both 28%). Australia is the only country where climate change is the top concern.

The countries with the biggest increases in worry are Mexico (+4) and Belgium (+3).

The current 14% score is slightly higher than the 12% recorded 12 months ago, but just off the 16% reached in late 2021, around the time of the COP summit.

11 | SPOTLIGHT ON MILITARY CONFLICT BETWEEN NATIONS

(%) worried in April 2022 in each country



As a result of the events in Ukraine, we have added military conflict between nations to *What Worries the World* this month.

Concern is highest in Europe, with European countries making up the top eight. Poland has the highest level of concern, with four in ten (38%) saying it is one of the biggest issues affecting their country.

Other countries showing high levels of concern include Germany (35%), Sweden (30%), Great Britain (28%), and Italy (26%). Latin America is where worry is lowest with six of the bottom nine coming from the region.

No countries have military conflict as their top concern, but in Germany it is only 2 points behind inflation when it comes to biggest worries.

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/>

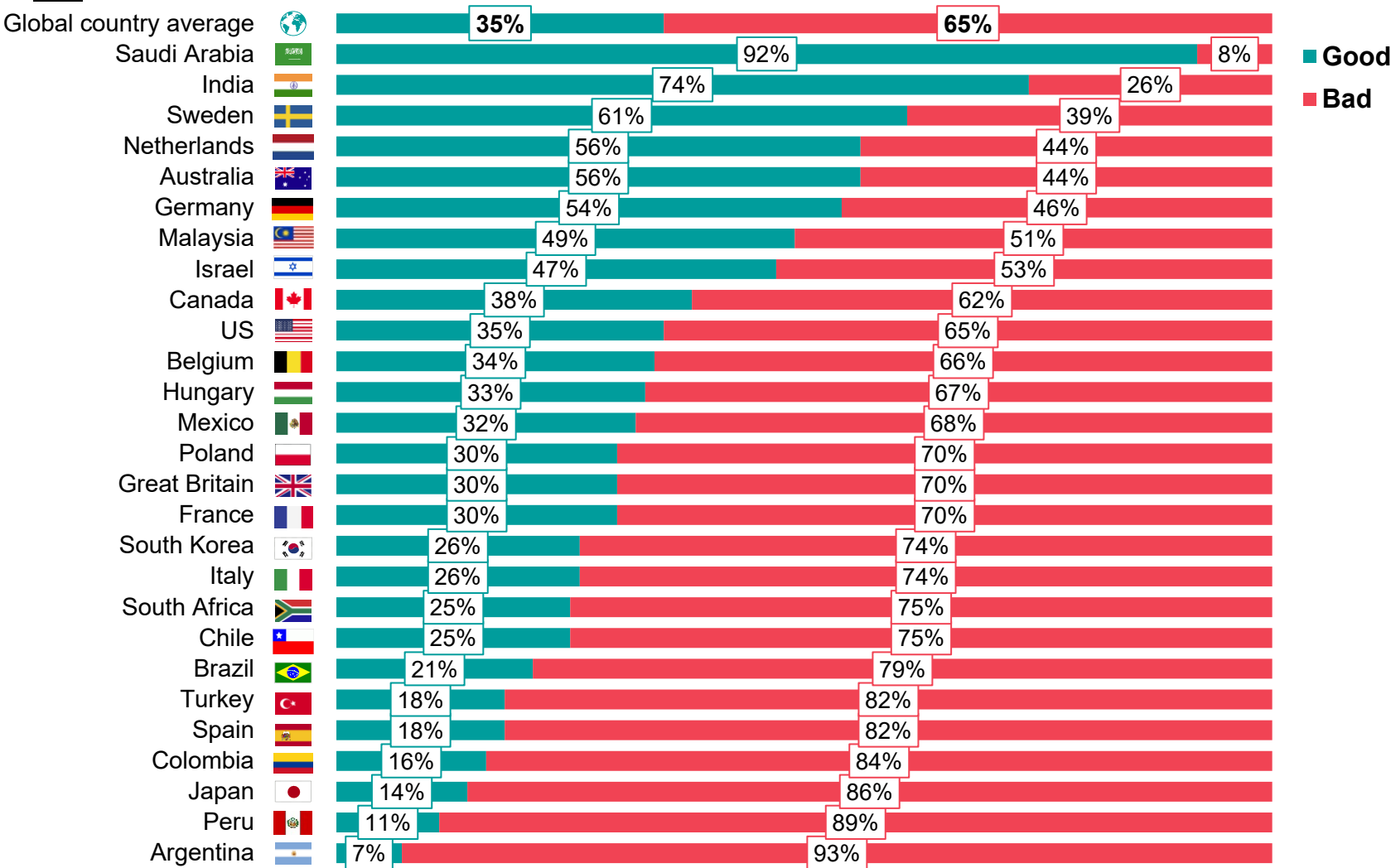
Please contact: Nicolas.Boyon@Ipsos.com for more information.



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, 35% on average say that the current economic situation in their country is good, while a majority (65%) say that it is bad.

Saudi Arabia remains at the top of the rankings, with 92% describing the country's economic situation as good. The country's score has not dropped below 80% since March 2018.

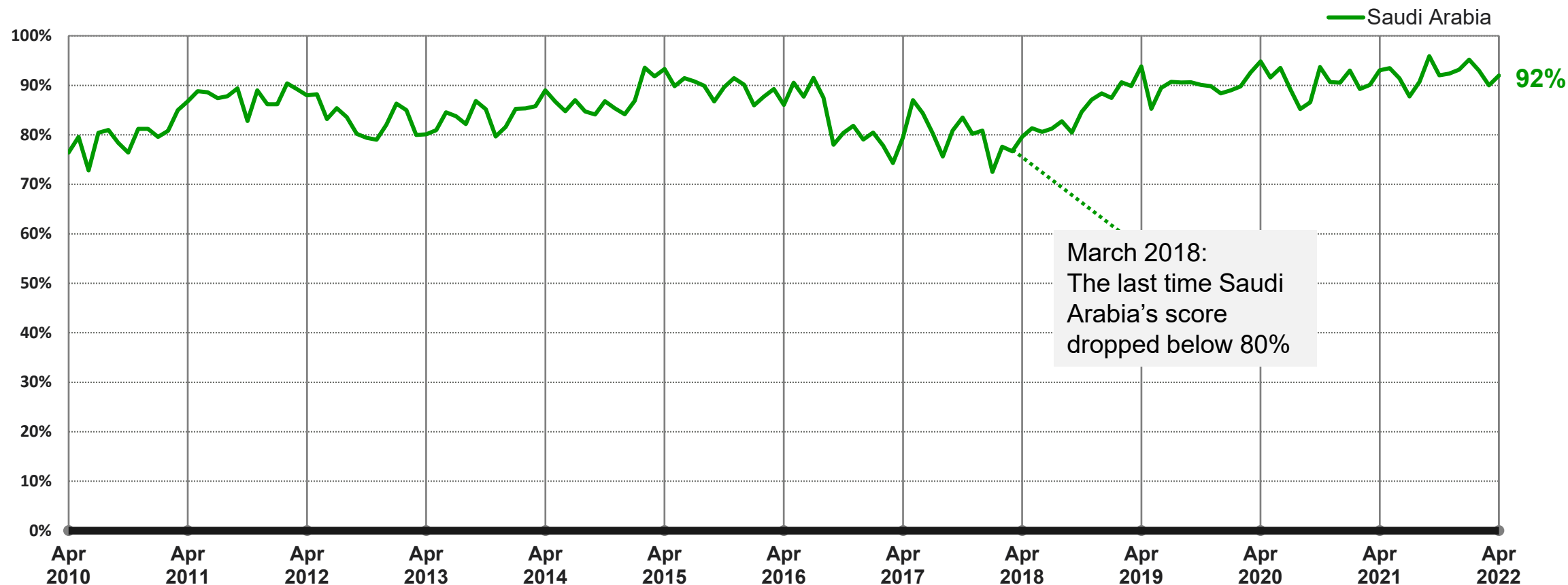
Sweden's score has recovered from last month's drop, increasing 16 points up to 61%. There is also an 11-point rise in Malaysia (49%), Israel (47%) and Chile (25%).

After big increases last month in Japan and South Korea, scores in both countries have returned to their previous levels, down 12 points in Japan (14%) and 11 points in South Korea (26%).

Elsewhere, the largest decreases are in Spain (-16 to 18%) and Great Britain (-11 to 30%).

CURRENT ECONOMIC SITUATION: SAUDI ARABIA

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

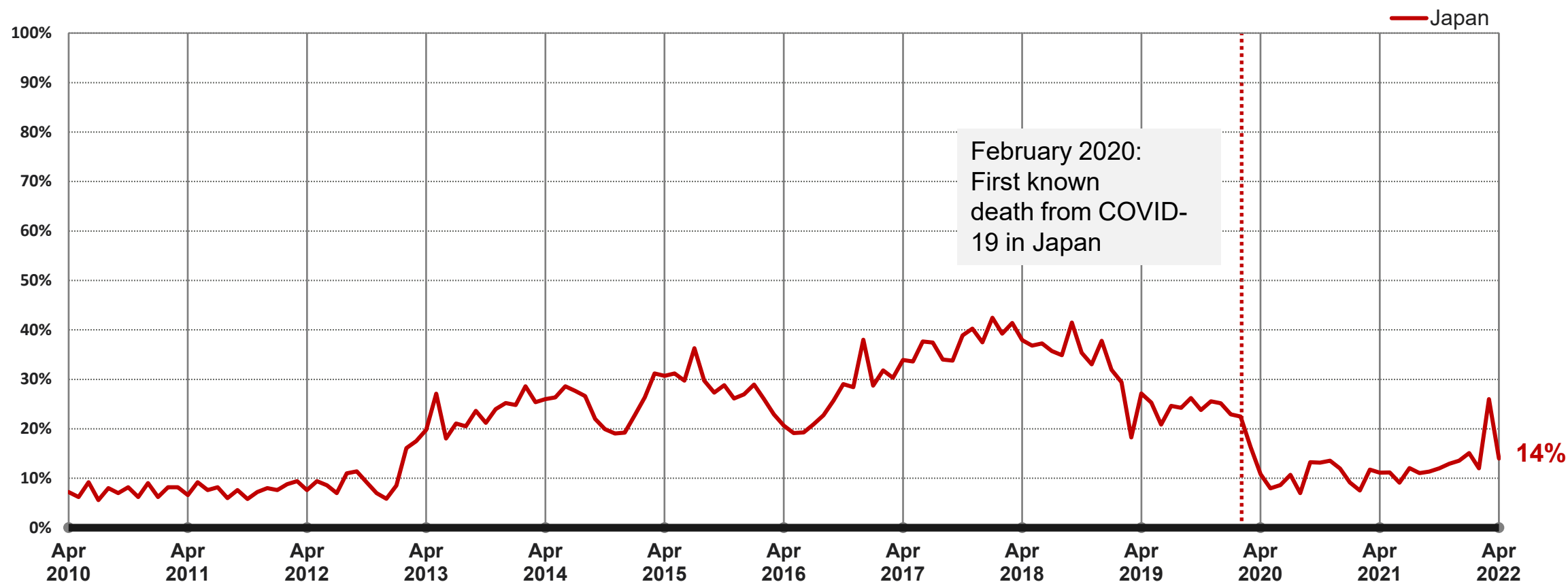


Base: Representative sample c. 500 adults aged 16-74 in Saudi Arabia, 2010 - 2022.

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

CURRENT ECONOMIC SITUATION: JAPAN

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

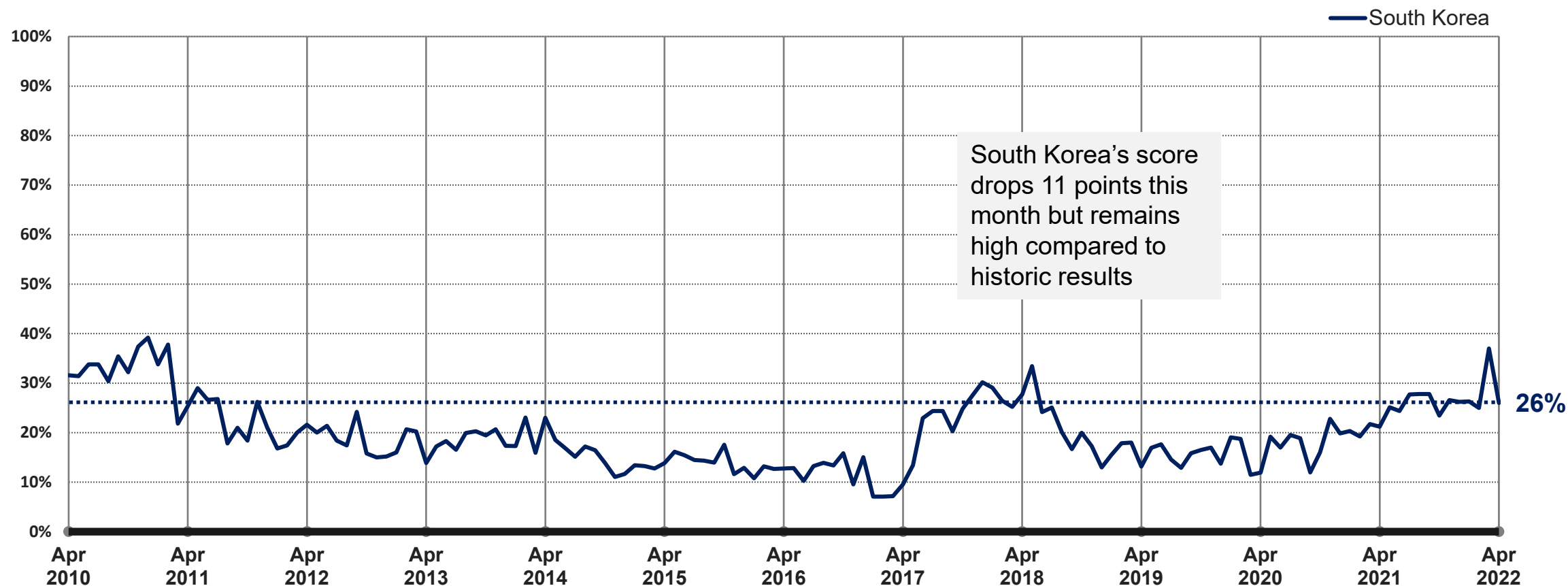


Base: Representative sample c. 1000 adults aged 16-74 in Japan, 2010 - 2022.

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

CURRENT ECONOMIC SITUATION: SOUTH KOREA

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

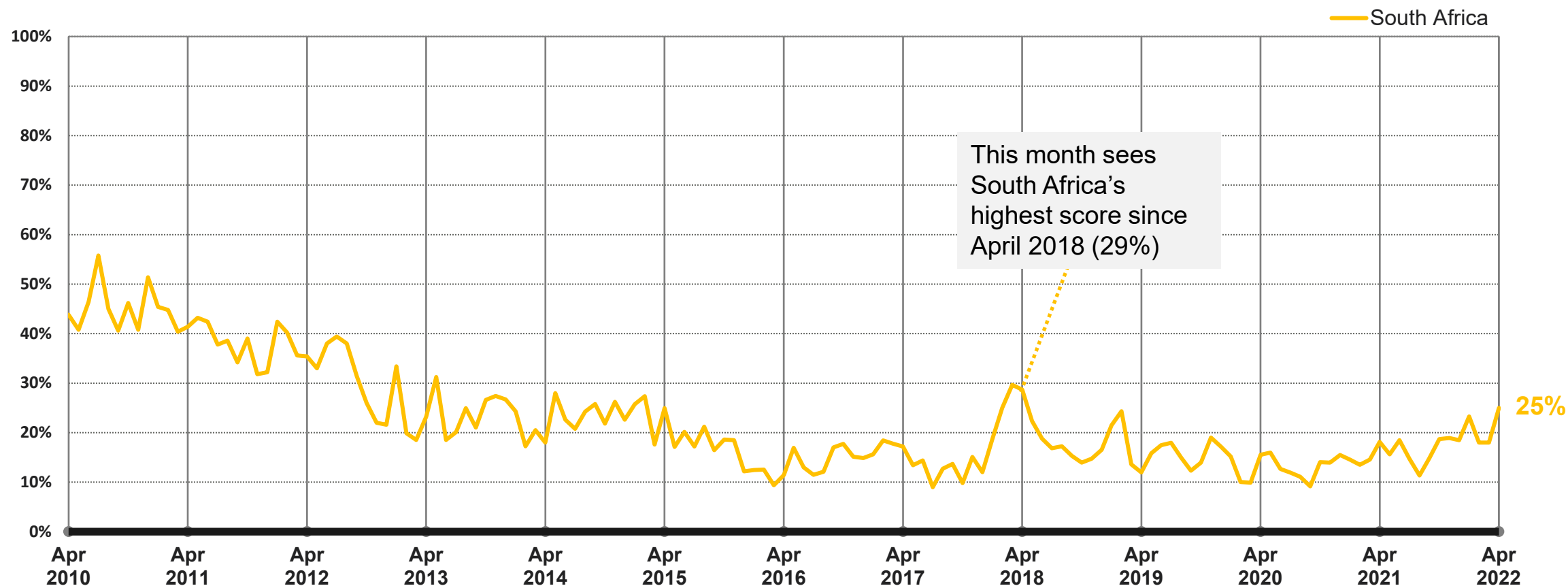


Base: Representative sample c. 500 adults aged 16-74 in South Korea, 2010 - 2022.

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

CURRENT ECONOMIC SITUATION: SOUTH AFRICA

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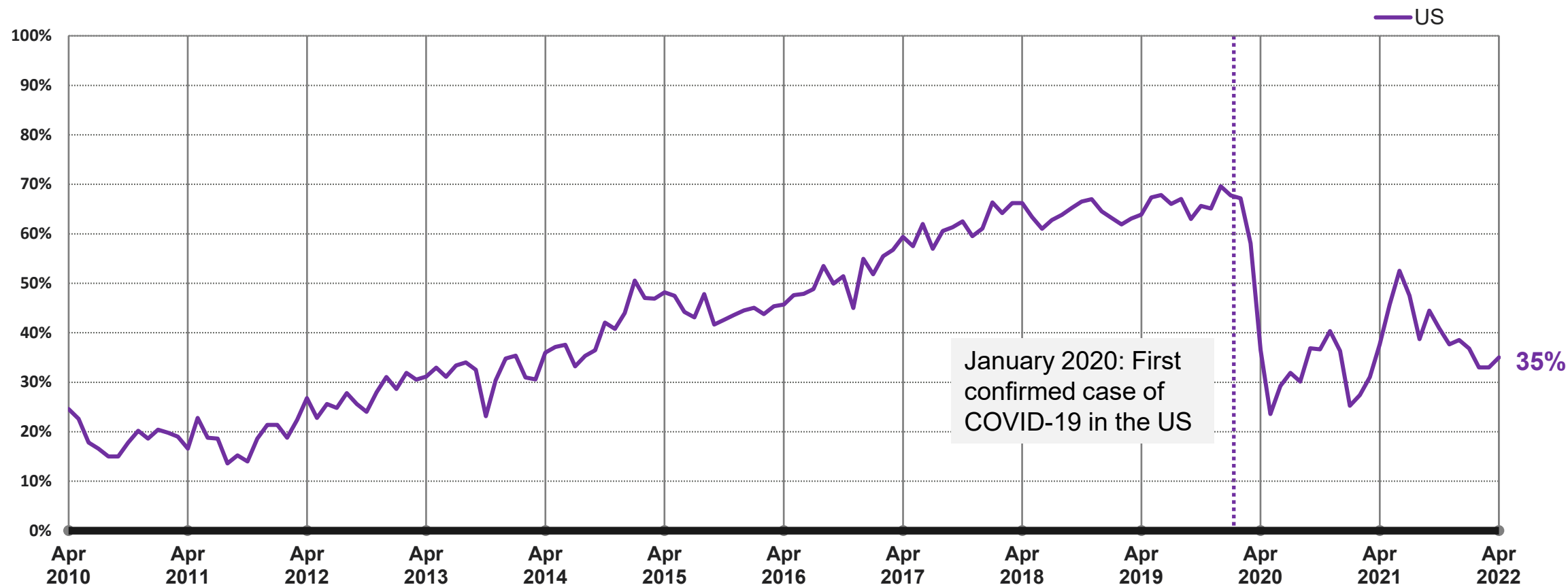


Base: Representative sample c. 500 adults aged 18-74 in South Africa, 2010 - 2022.

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. 1000 adults aged 18-74 in the US, 2010 - 2022.

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

METHODOLOGY

This 27-country Global Advisor survey was conducted between March 25th 2022 and April 3rd 2022 via the Ipsos Online Panel system among 19,000 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Turkey and the United States, and 16-74 in all 20 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, 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, 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.