

WHAT WORRIES THE WORLD?

August 2022



GAME CHANGERS



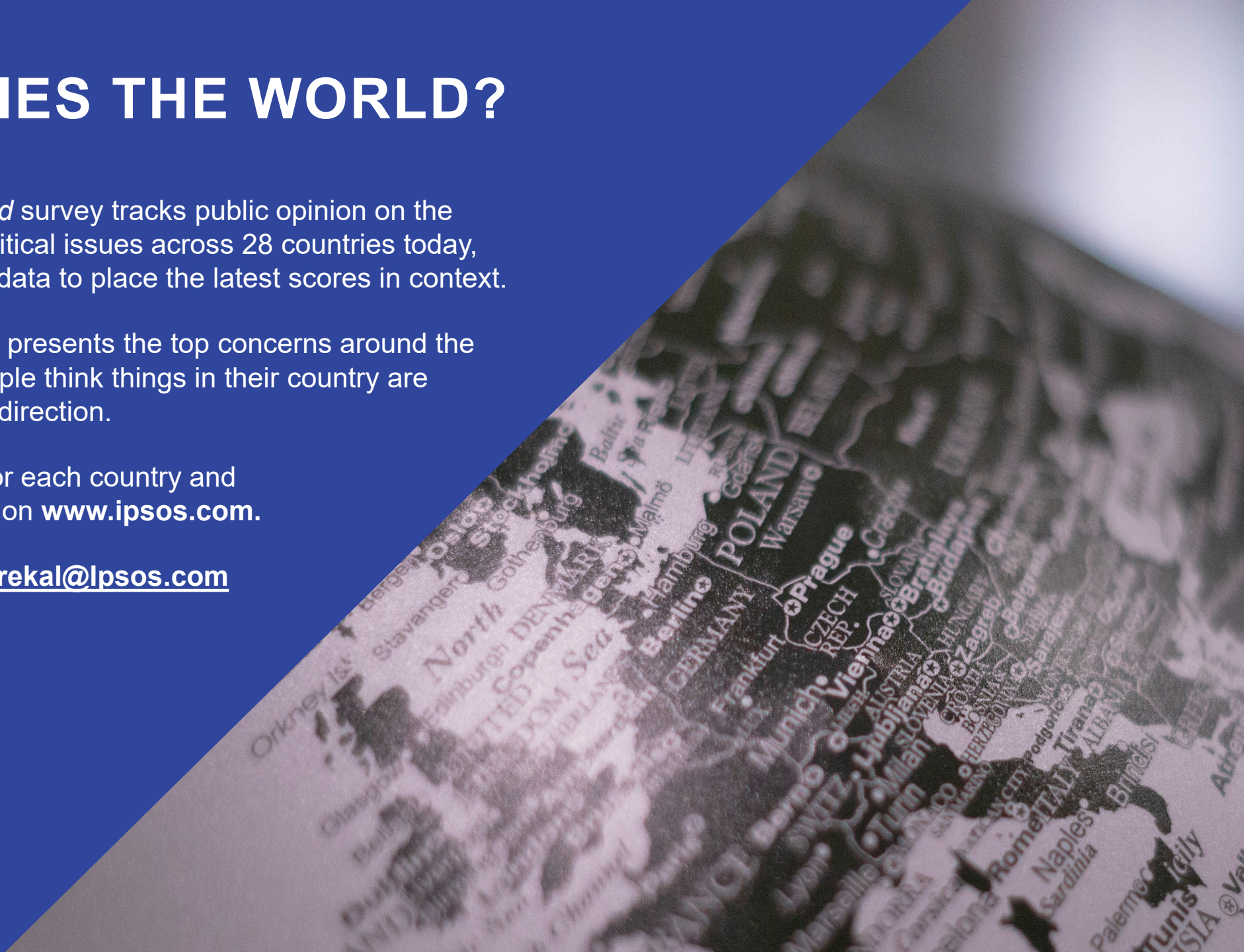
WHAT WORRIES THE WORLD?

Ipsos' *What Worries the World* survey tracks public opinion on the most important social and political issues across 28 countries today, drawing on 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.

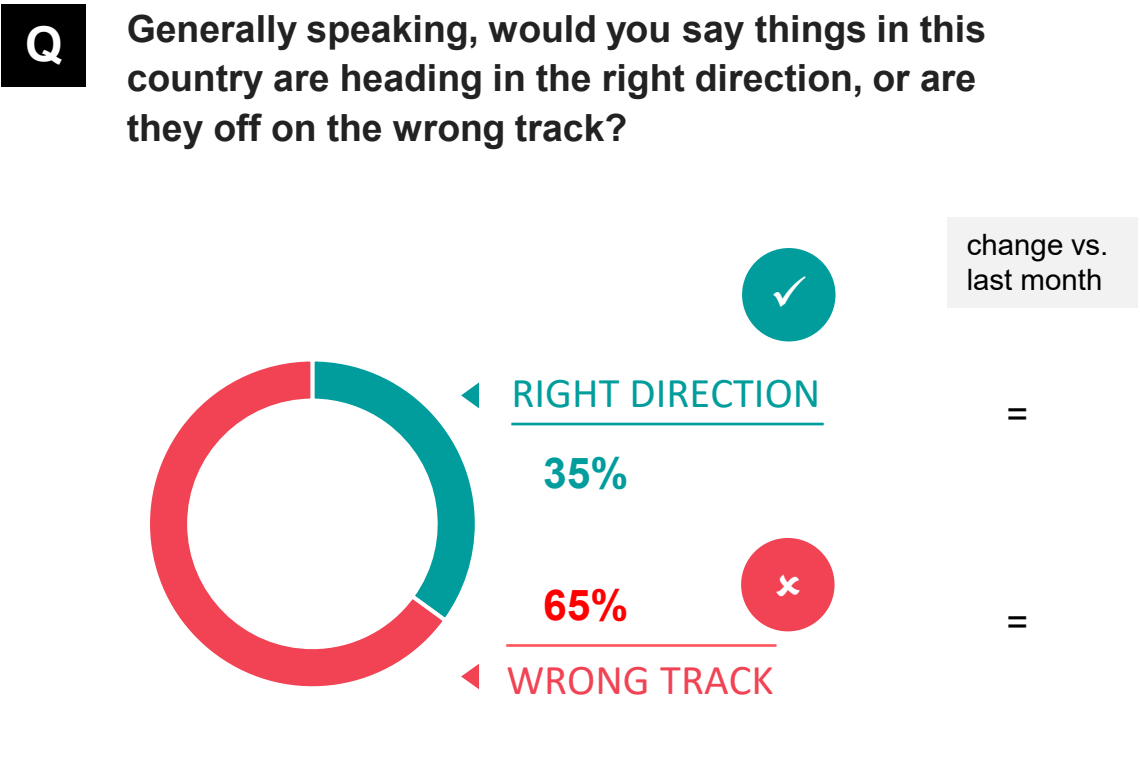
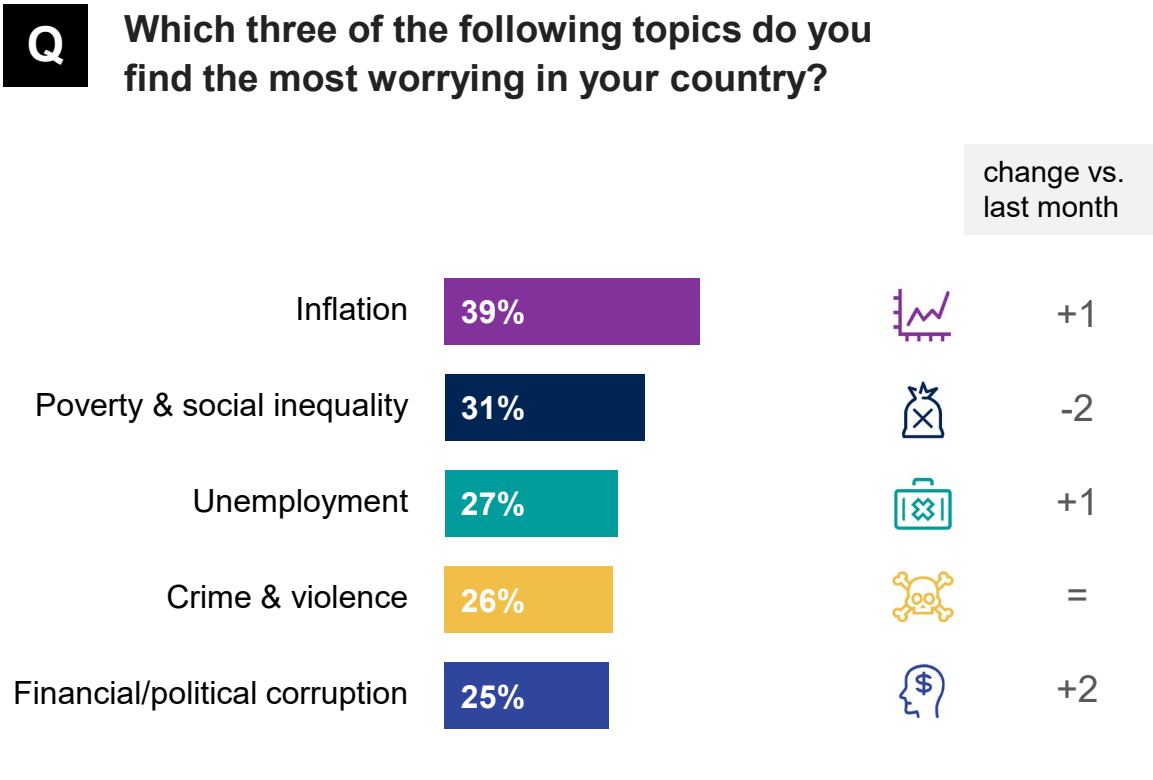
Full breakdowns of findings for each country and each issue are also available on **www.ipsos.com**.

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



WHAT WORRIES THE WORLD? AUGUST 2022

Inflation remains the top concern globally for the fifth month in a row, rising +1pp in August. In second spot poverty & social inequality has fallen by -2pp, while concern about unemployment has moved up to third after a rise in worry this month. Covid-19 has seen a slight rise in worry for the second month in a row after six months of decline.

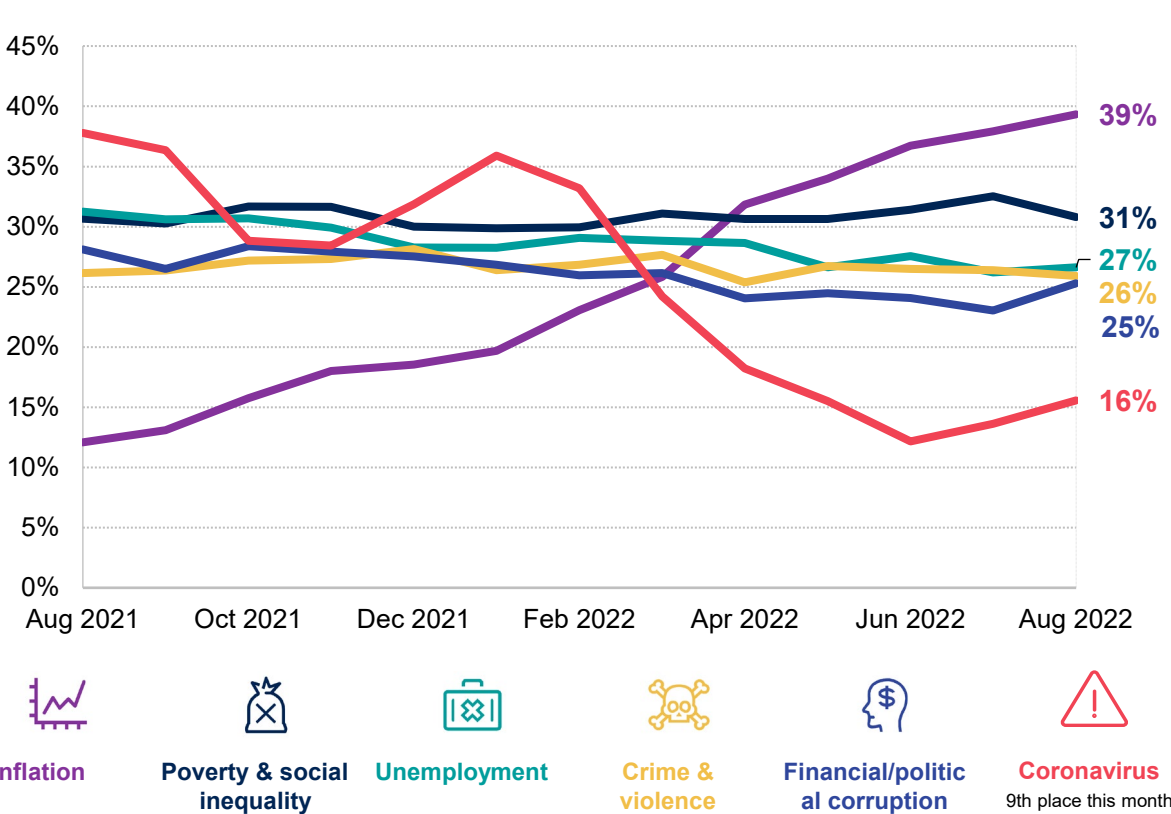


Base: Representative sample of 19,508 adults aged 16-74 in 28 participating countries, July 22nd 2022 - August 5th 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

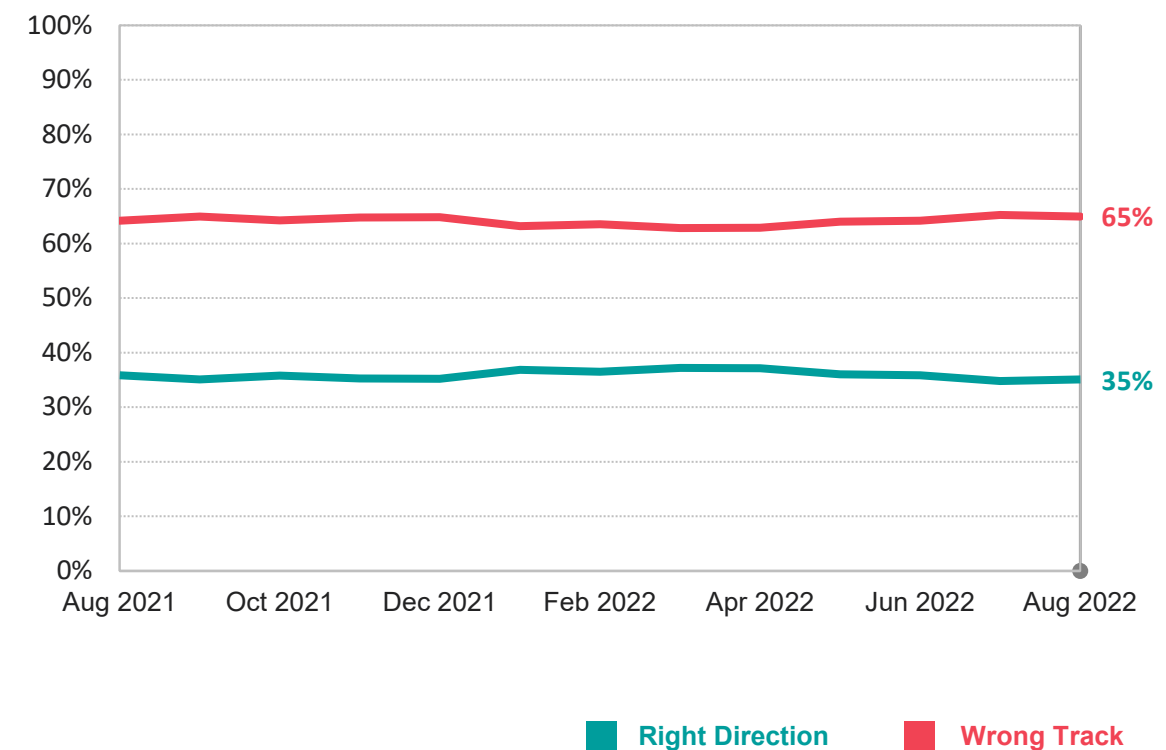


WHAT WORRIES THE WORLD? 12-MONTH TREND

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.19,508 adults aged 16-74 in 28 participating countries, August 2021 - August 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

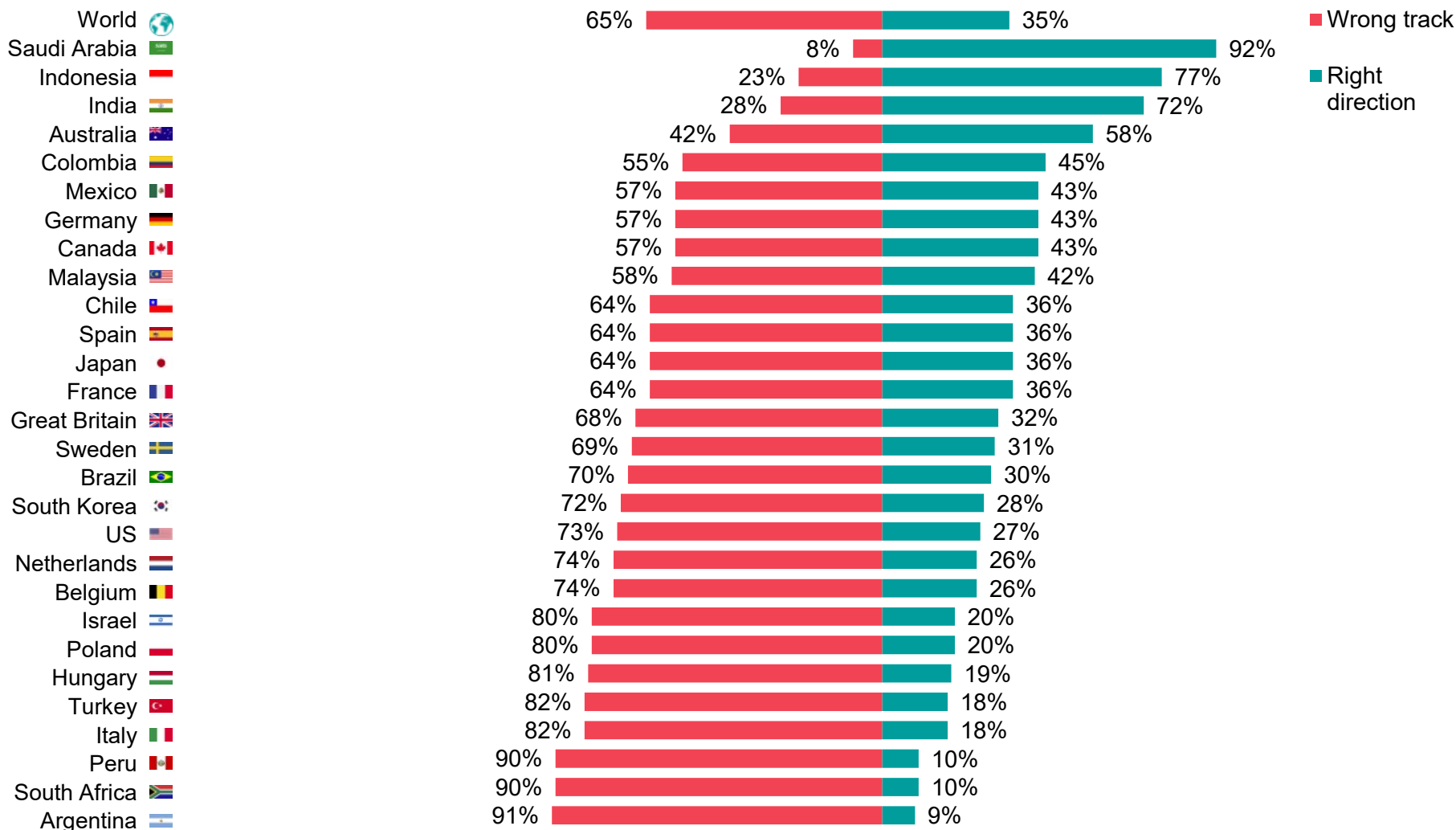


DIRECTION OF TRAVEL **ALL COUNTRIES**



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? (August 2022)



Two-thirds (65%) globally say their country is on the wrong track, while 35% say it is headed in the right direction. This is unchanged from last month.

Argentina (91%), South Africa and Peru (both 90%) are the most negative about the direction of their country. Countries that have seen the biggest increase in their wrong-track figure in August include Italy (+12pp to 82%) and South Korea (+12pp to 72%).

Saudi Arabia remains the most positive country with 92%, followed by Indonesia, a new addition to What Worries the World this month. India, Australia, and Colombia round out the top five.

Base: Representative sample of 19,508 adults aged 16-74 in 28 participating countries, July 22nd 2022 - August 5th 2022.

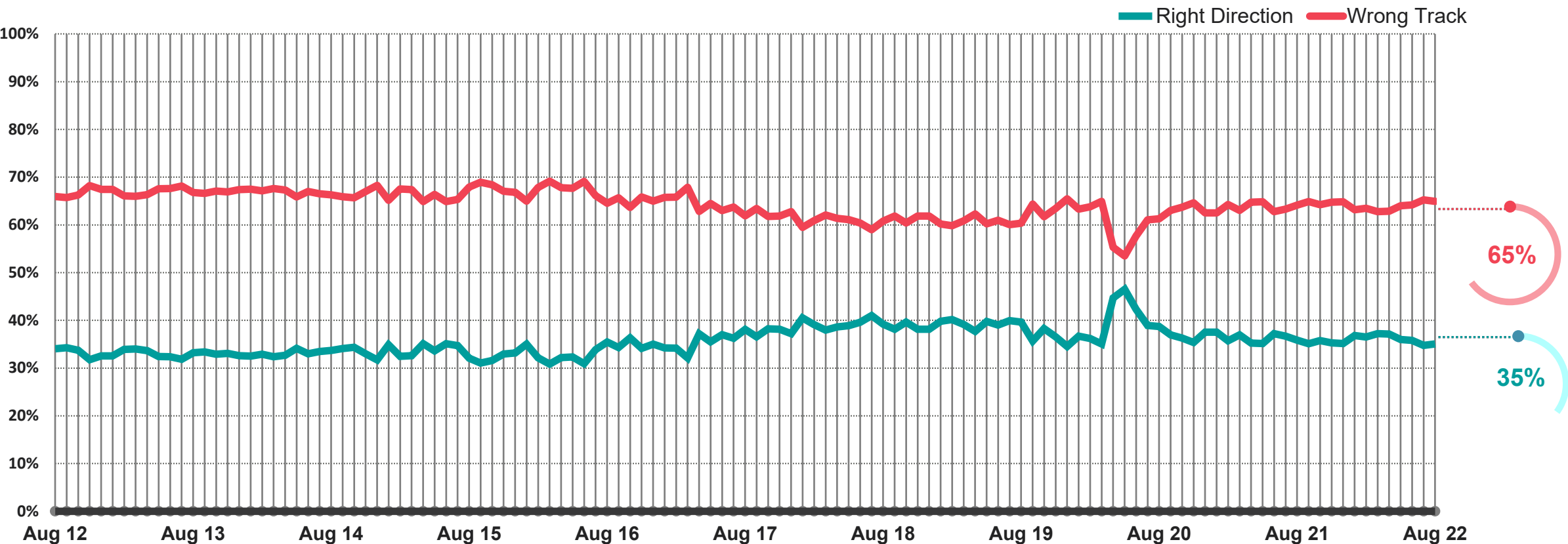
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

Filter: Country: World | Current Wave: Aug 22



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.19,508 adults aged 16-74 in 28 participating countries, 2012 - 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

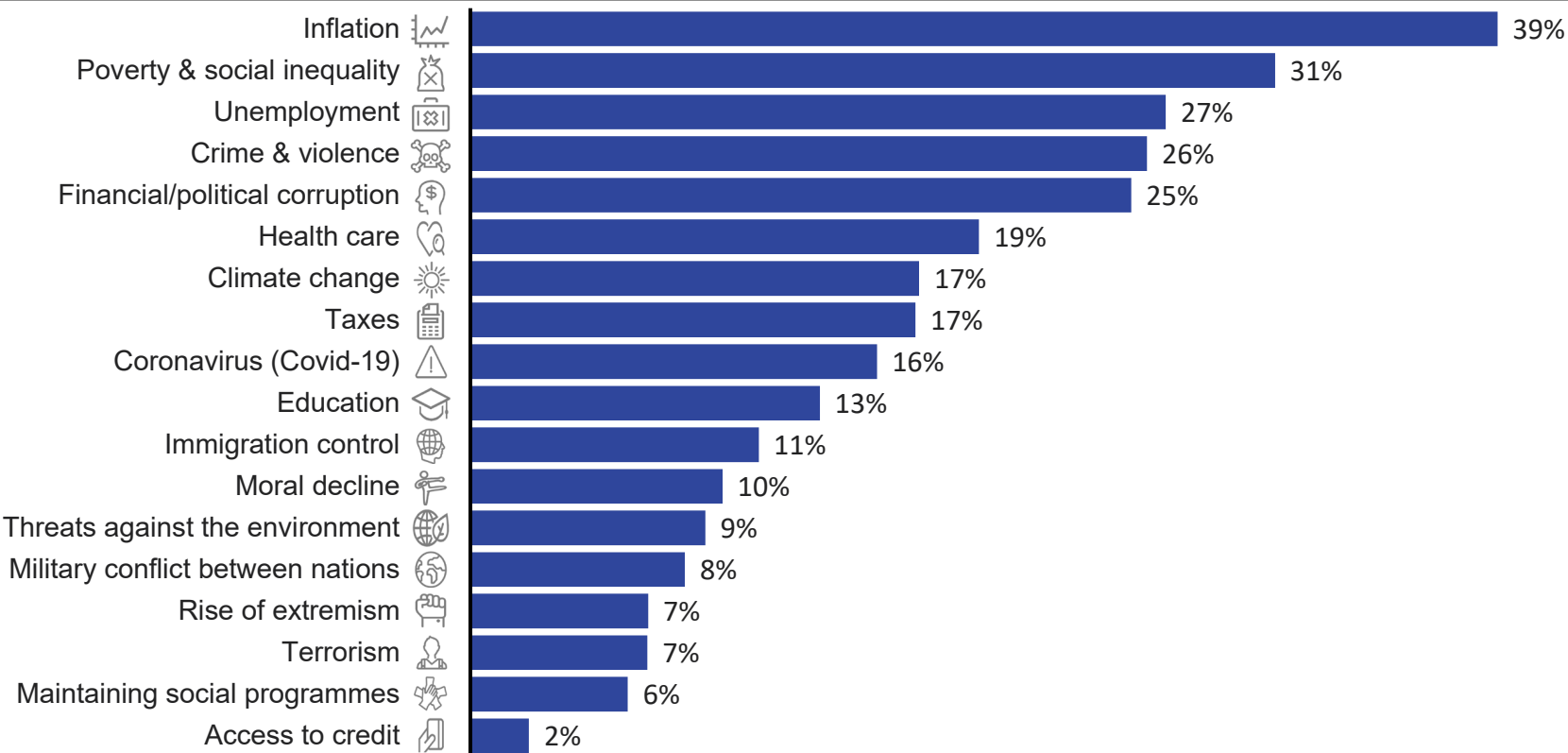
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in August 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. Inflation remains the number one concern globally for the fifth month in a row.

Despite a decline in worry, poverty & social inequality remains in second, with unemployment up from fourth to third. Crime & violence and corruption round out the top five.

Concern about climate change has seen a slight increase this month and it has moved to seventh on our list. Covid-19 has seen a small rise for the second month in a row.

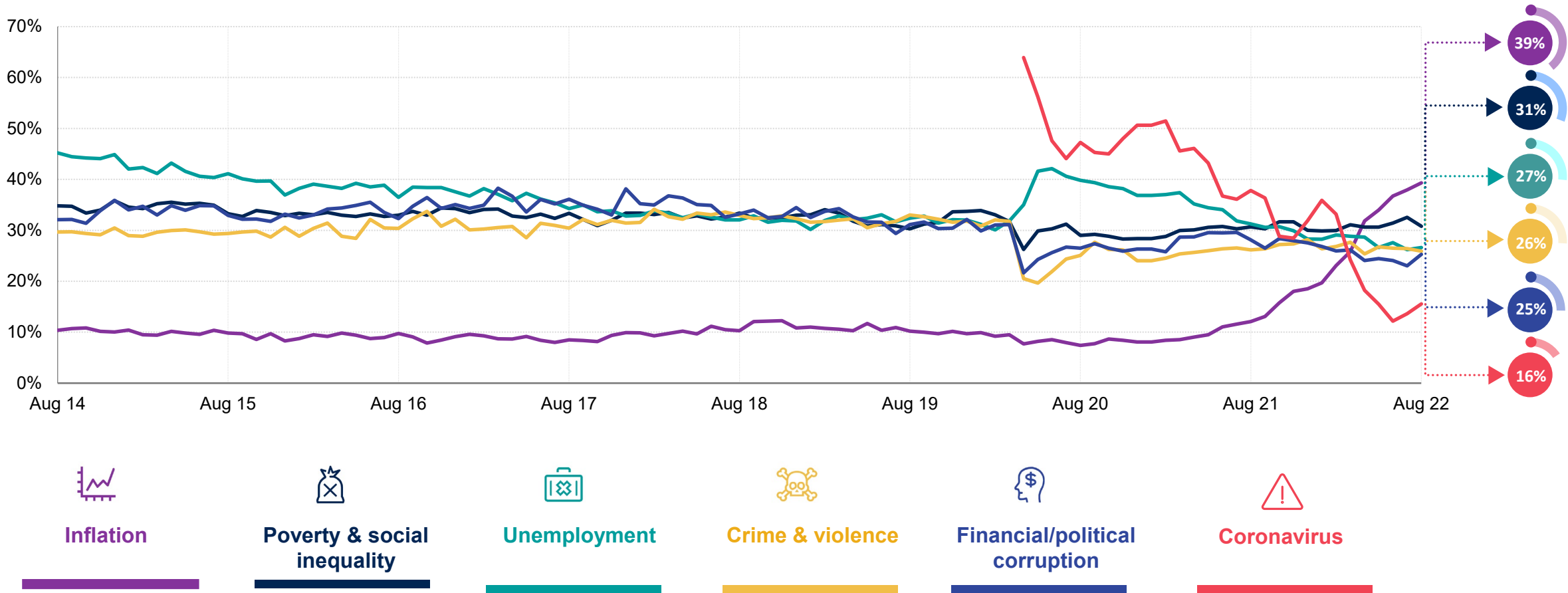
Base: Representative sample of 19,508 adults aged 16-74 in 28 participating countries, July 22nd 2022 - August 5th 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



WORLD WORRIES: LONG-TERM TREND

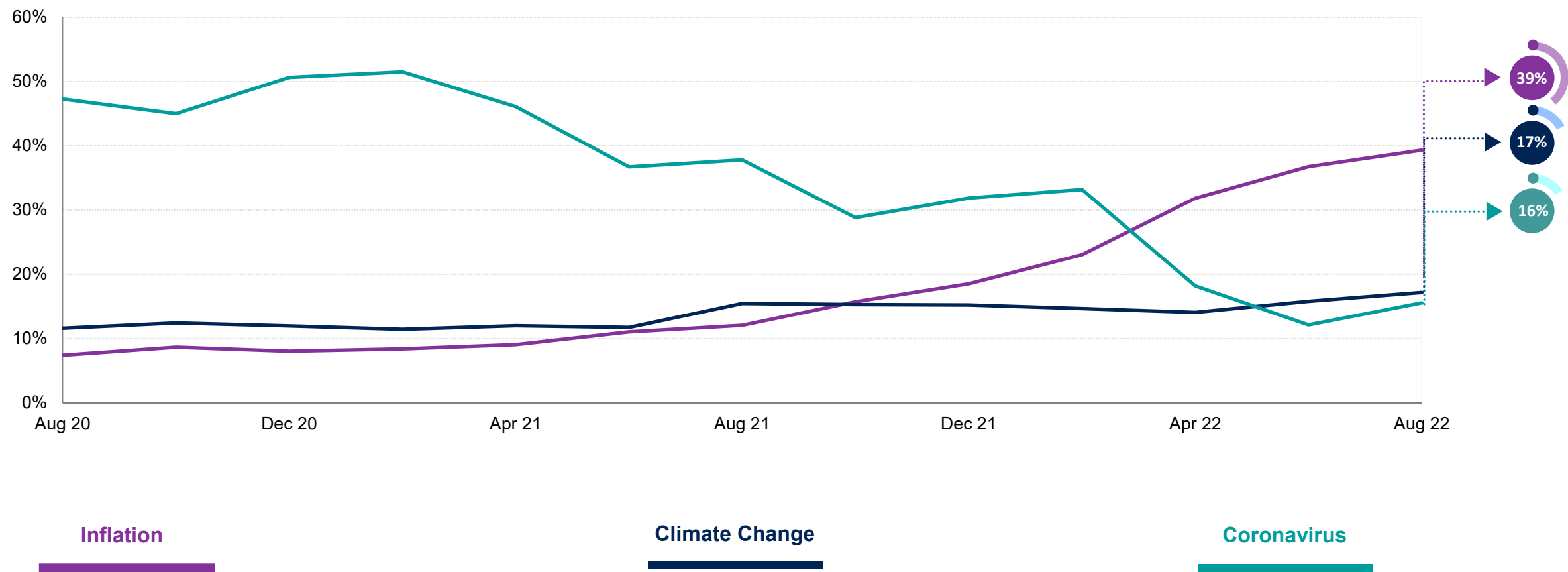
Q Which three of the following topics do you find the most worrying in your country?

Global country average



Base: Representative sample of 19,508 adults aged 16-74 in 28 participating countries, 2014 - 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

WORLD WORRIES: LONG-TERM TREND (INFLATION, CLIMATE CHANGE & CORONAVIRUS)

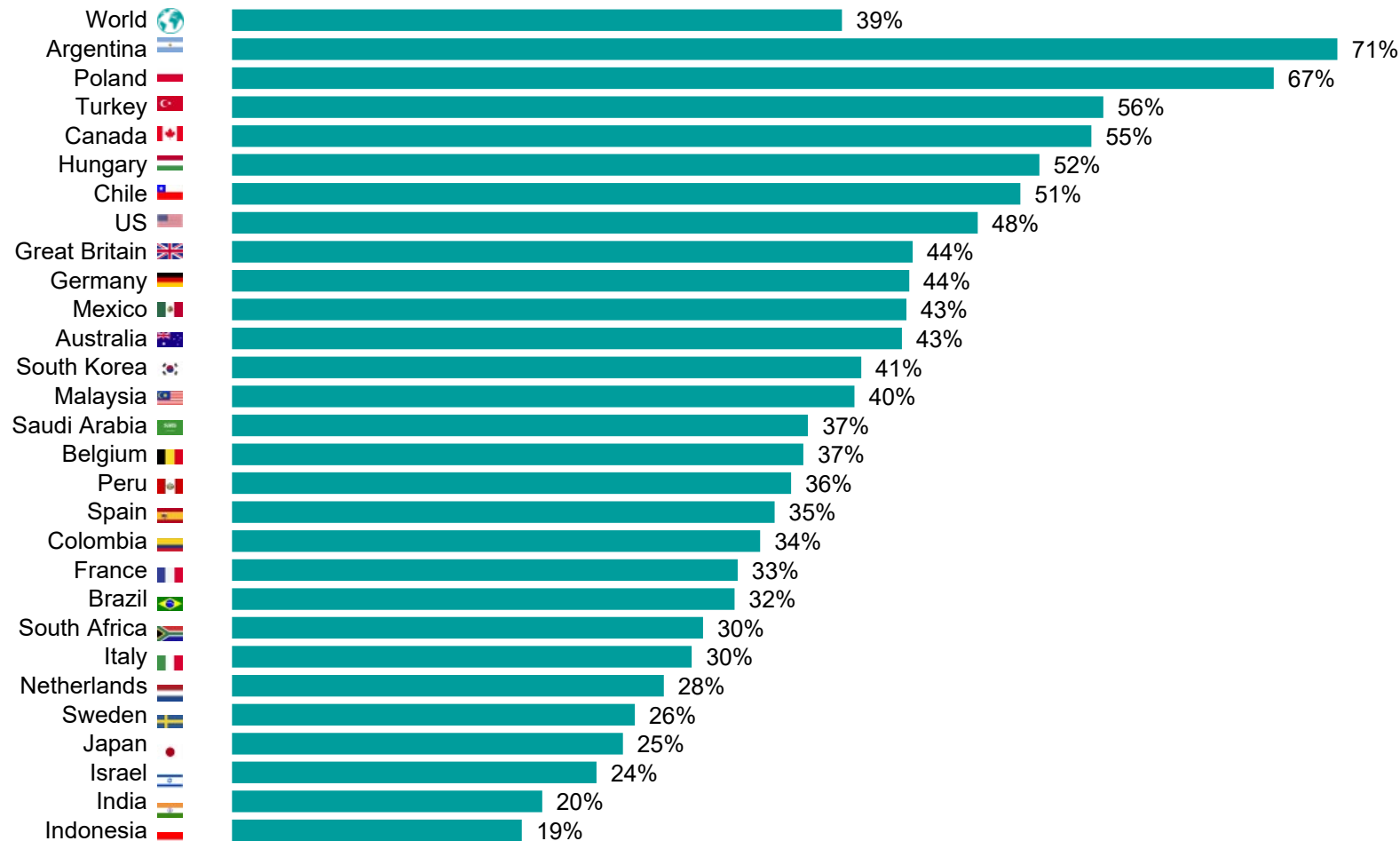


Base: Representative sample of c.19,508 adults aged 16-74 in 28 participating countries, August 2020 - August 2022.

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

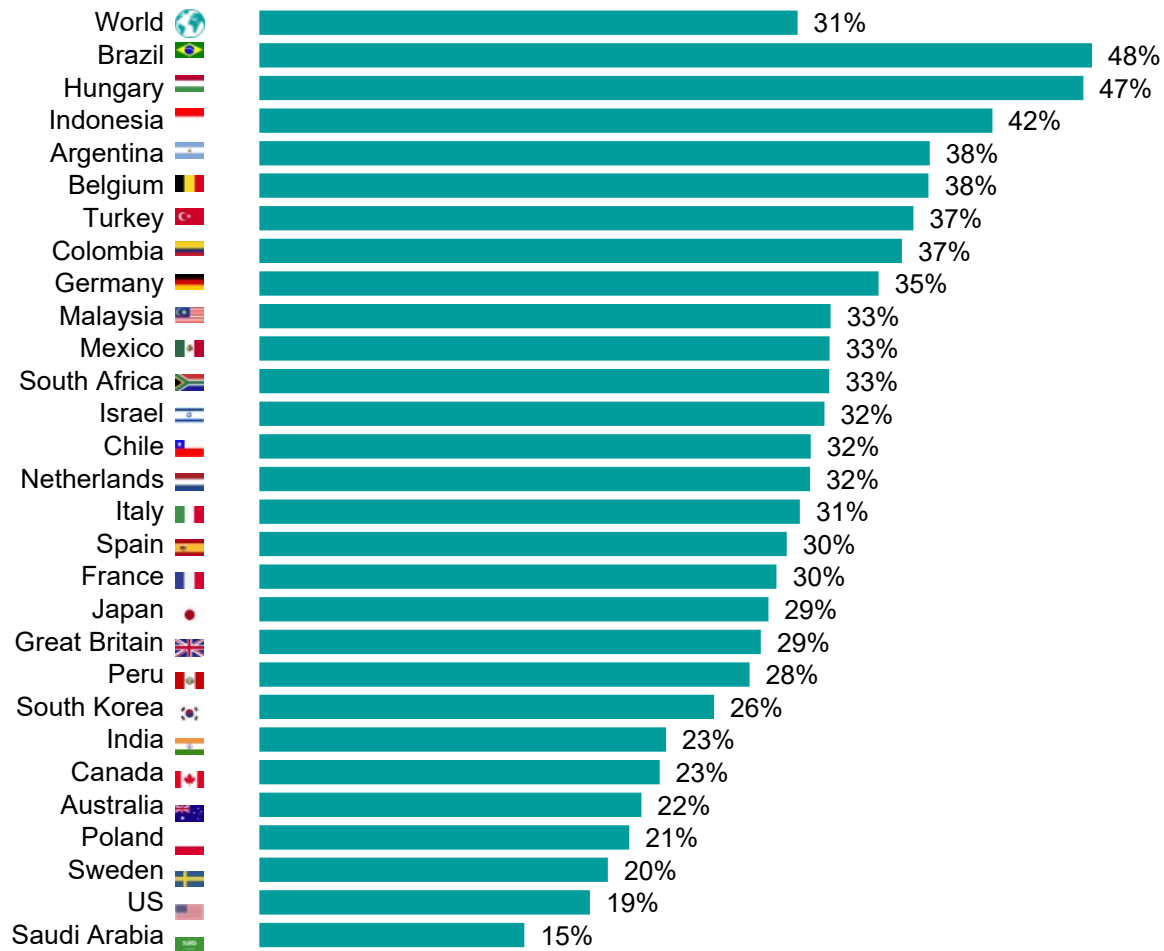


Inflation remains the number one concern globally, where it has been for the last five months. In August there has been a +1pp increase on July's figure. Concern about rising prices has been going up month-on-month for the last 13 consecutive months.

Despite concern about inflation already being at record levels, 16 countries have seen a rise in worry about the issue. The biggest increases were in Saudi Arabia (+24pp), Mexico (+10pp), and Poland (+8). Argentina remains the most concerned country about inflation and its figure rises to 71% this month after a +6pp increase.

In August, 11 countries have inflation as their top worry. This includes Argentina, Australia, Canada, France, Germany, Great Britain, Poland, South Korea, Turkey, and the US. Saudi Arabia has now joined this list.

2 | POVERTY & SOCIAL INEQUALITY

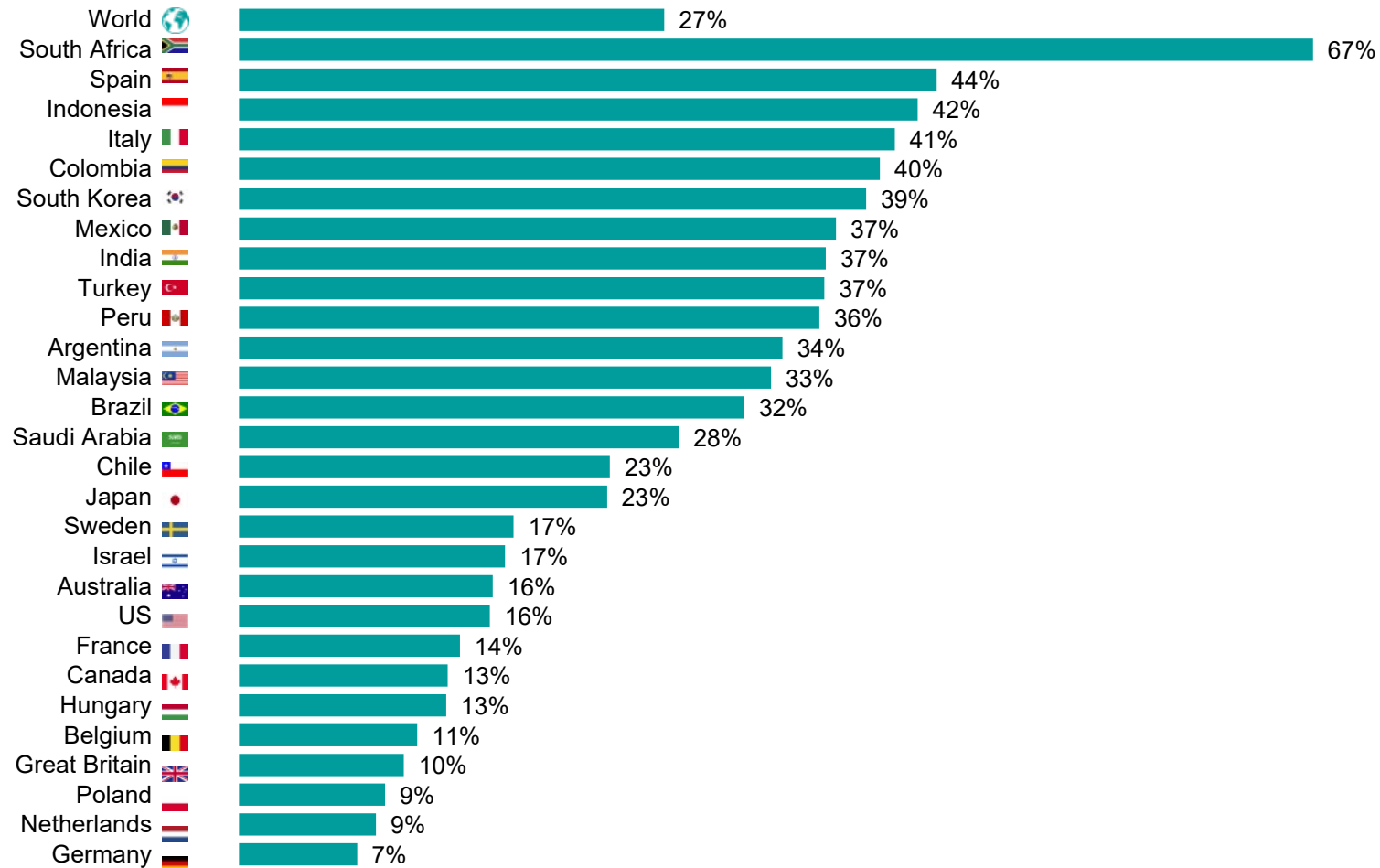


Worry about poverty & social inequality has fallen slightly in August (-2pp), but remains second globally out of 18 concerns. Just under one in three (31%) across 28 countries surveyed consider it a top issue affecting their country.

This month, Brazil has the highest level of worry with 48% (+2pp), with Turkey second with 47% (+3pp). Indonesia is third with 42% in its first month in What Worries the World and Argentina is in fourth (38%). Belgium has seen the biggest rise in concern about poverty & social inequality this month, up +4pp to 38%, and it is up to fifth on our list.

Turkey is sixth this month, but it is the country with the biggest decline in concern, down -9pp to 37%. Meanwhile, Poland (11%) and South Korea (26%) have both seen their level of worry fall -7pp.

3 | UNEMPLOYMENT

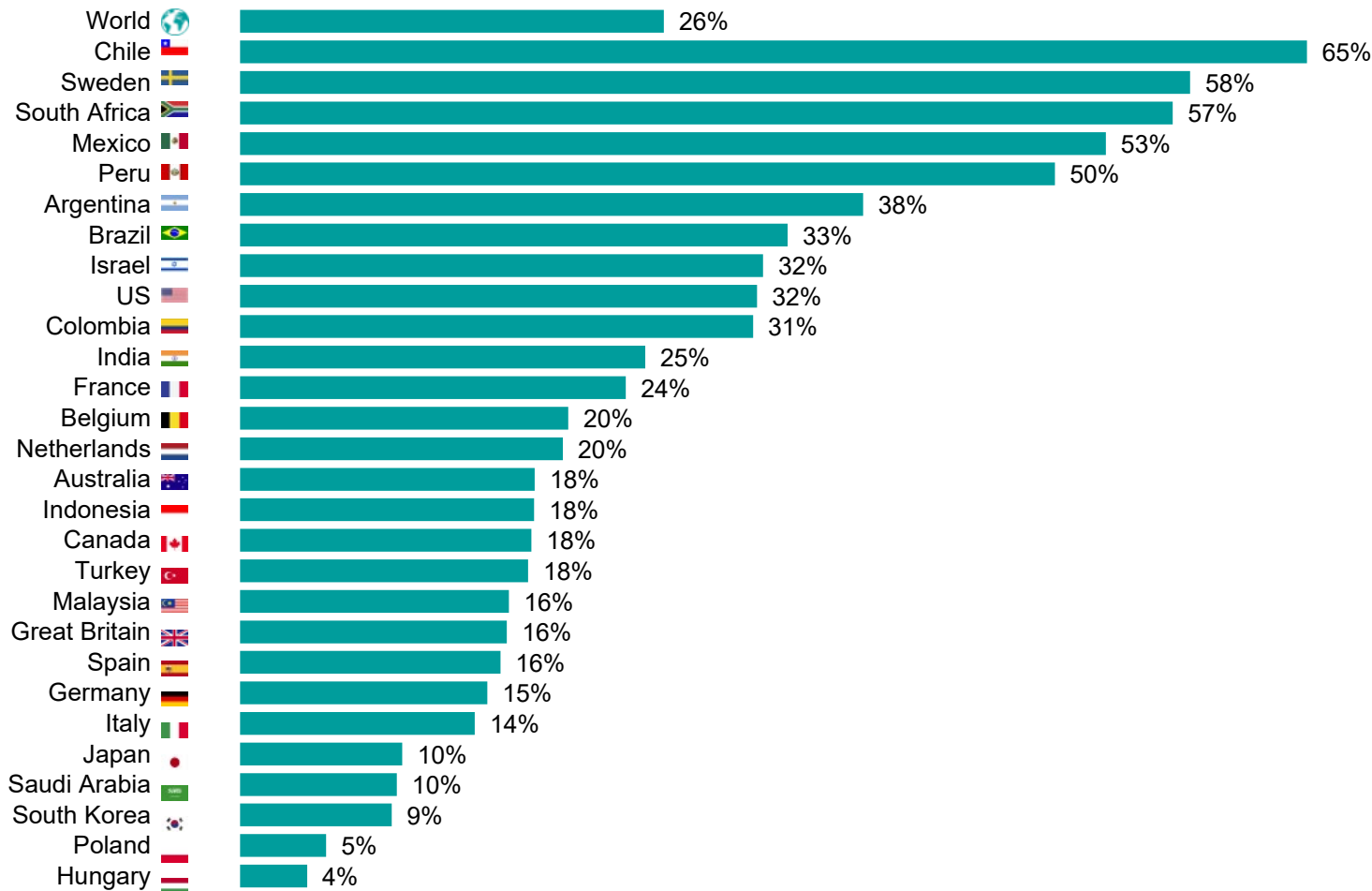


Unemployment is third on our list of 17 worries, up from fourth last month. Just over one in four (27%) say jobs is one of the biggest issues affecting their country.

South Africa remains the most concerned country about unemployment, where it has been since March 2021. Over two-thirds (67%) are concerned about the issue in the country, up +2pp. Spain (44%), Indonesia (42%), Italy (41%), and Colombia (40%) make up the rest of the top five. Colombia is the country that has seen the biggest decline in worry, down -8pp.

The biggest increases in concern on the previous month have been in Chile (23%), Sweden (17%), the US (16%), and Hungary (13%), all seeing a rise of +4pp.

4 | CRIME & VIOLENCE

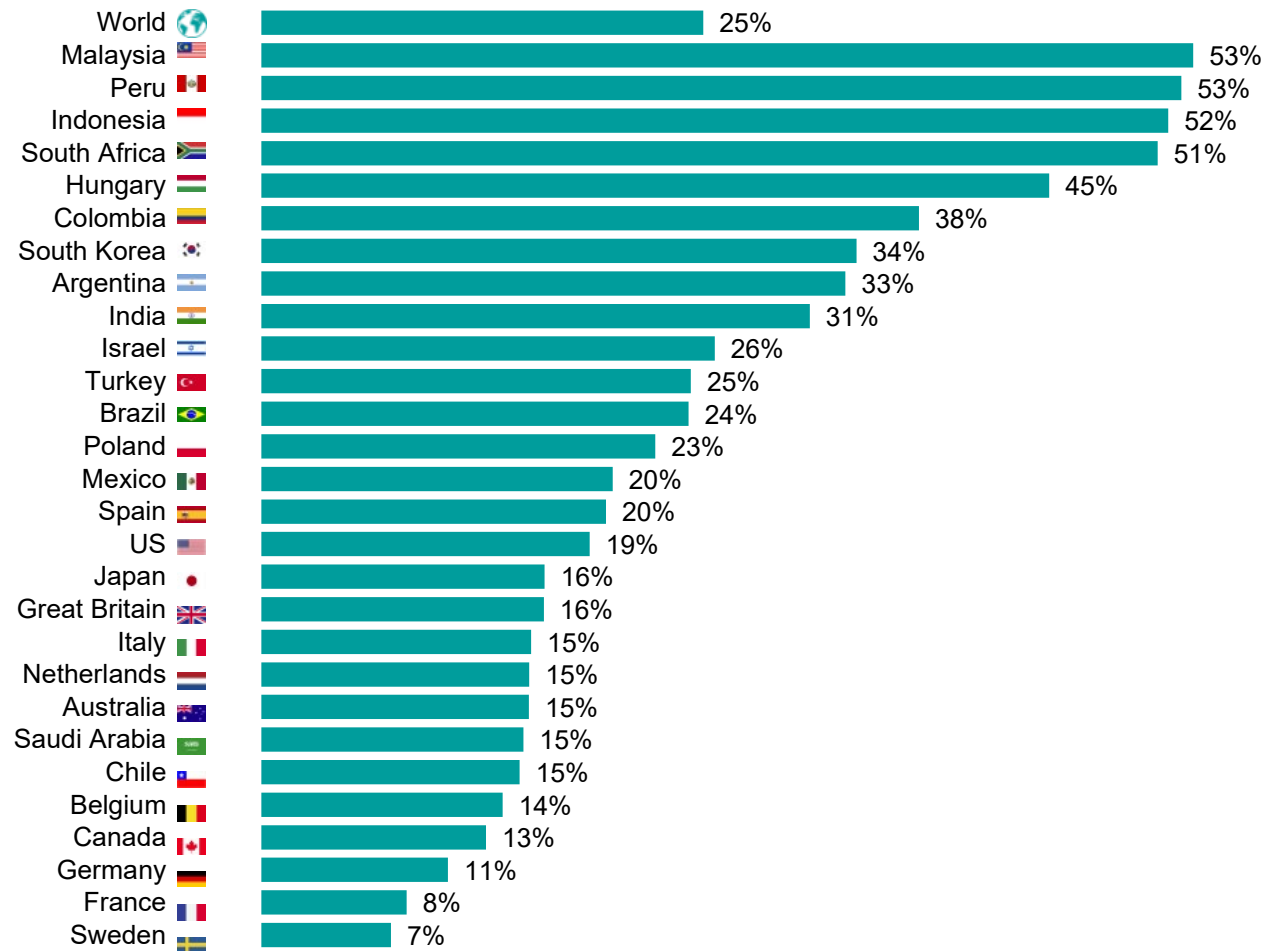


More than one in four (26%) people globally cite crime and violence as a top issue facing their country, the same as last month.

Chile is now the most concerned country about crime & violence after seeing a +5pp rise, with almost two-thirds (65%) saying it is a worry. Only South Africa has seen a bigger increase on July (+7pp). Sweden (58%) and South Africa (57%) are second and third out of 28 countries. Mexico has fallen from first place last month to fourth in August after seeing the biggest month-on-month decline in concern (-8pp). Peru has also seen a -8pp fall in its level of concern and it is now in fifth spot.

Three countries have crime & violence as their top concern (Chile, Sweden and Mexico).

5 | FINANCIAL/POLITICAL CORRUPTION



Financial/political corruption remains in fifth place in August, with one in four (25%) globally listing it as a top issue facing their country (+2pp).

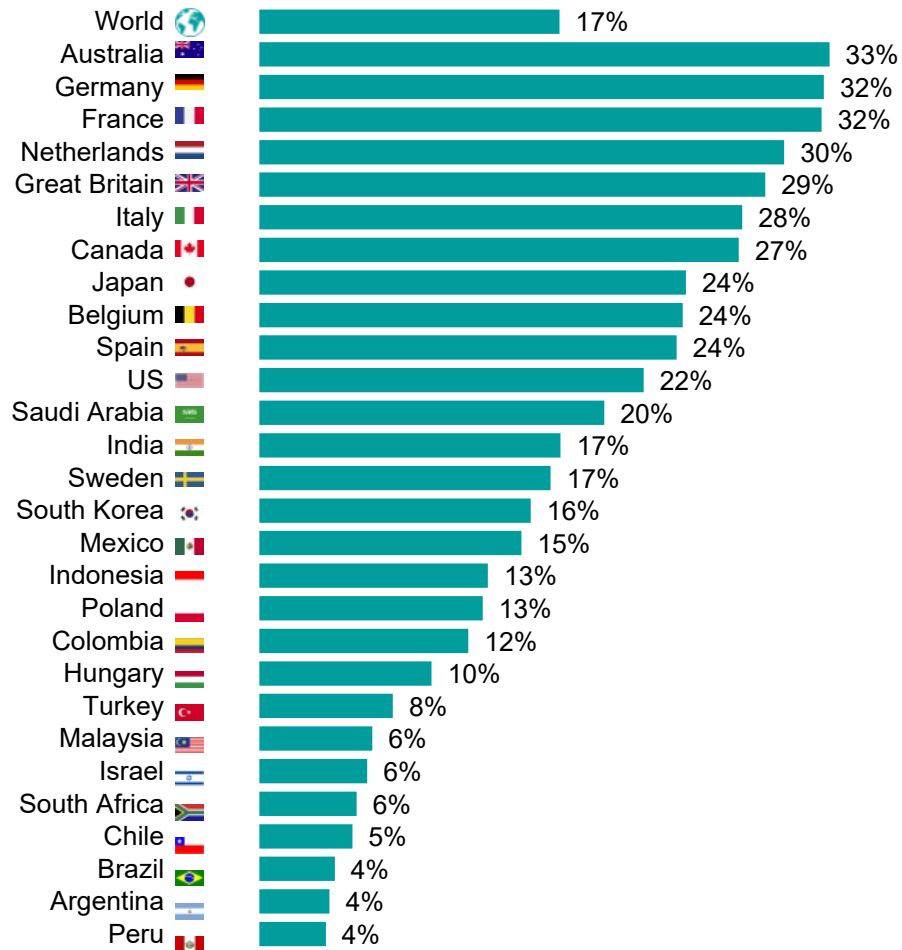
The top four with the highest concern all have more than half in their country, saying financial/political corruption is a top worry. They include Malaysia (53%), Peru (53%), Indonesia (52%), and South Africa (51%).

The biggest increases this month are in South Korea (+6pp), and Peru, Turkey, and Spain (all +5pp).

Indonesia in its first month in What Worries the World has financial/political corruption as its top worry. This is also the case for Malaysia and Peru.

The biggest declines in concern month-on-month are Great Britain (-4pp) and South Africa (-3pp).

7 | CLIMATE CHANGE

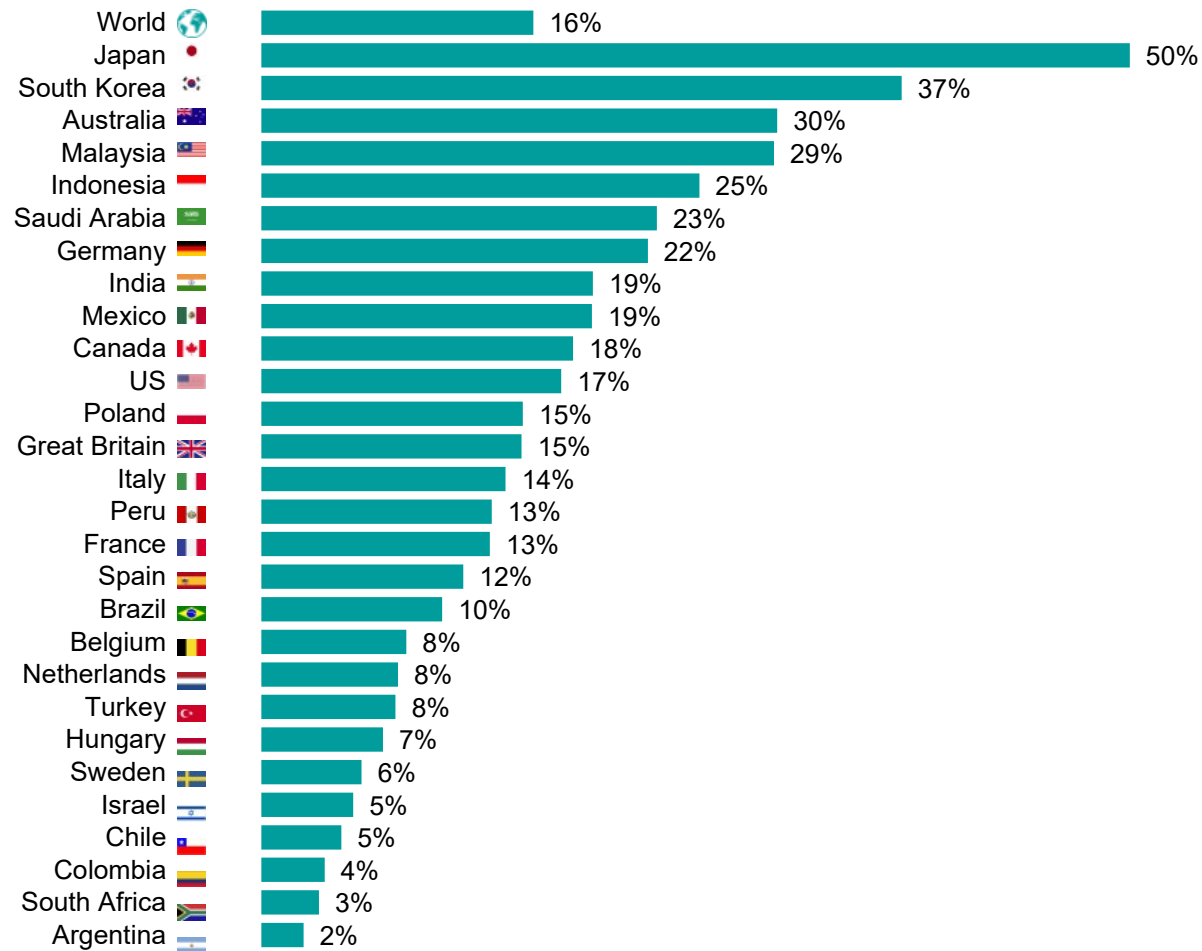


Climate change is up to seventh in our list of 18 concerns, with a global average of 17% citing it as a top issue affecting their country, a very slight increase of +1pp on July.

With Western Europe being hit with record temperatures in the last month, we have seen double digit increases in worry in Spain (+12pp), Great Britain (+11pp), and France (+10pp). Germany has seen a +6pp increase month-on-month.

Australia remains the most concerned about climate change, with one in three (33%) considering it as a major worry, up one point on July. Australia has been the top of our ranking for concern about climate change for eight of the last nine months. In March, Germany saw an increase in worry, taking the top spot.

9 | CORONAVIRUS (COVID-19)

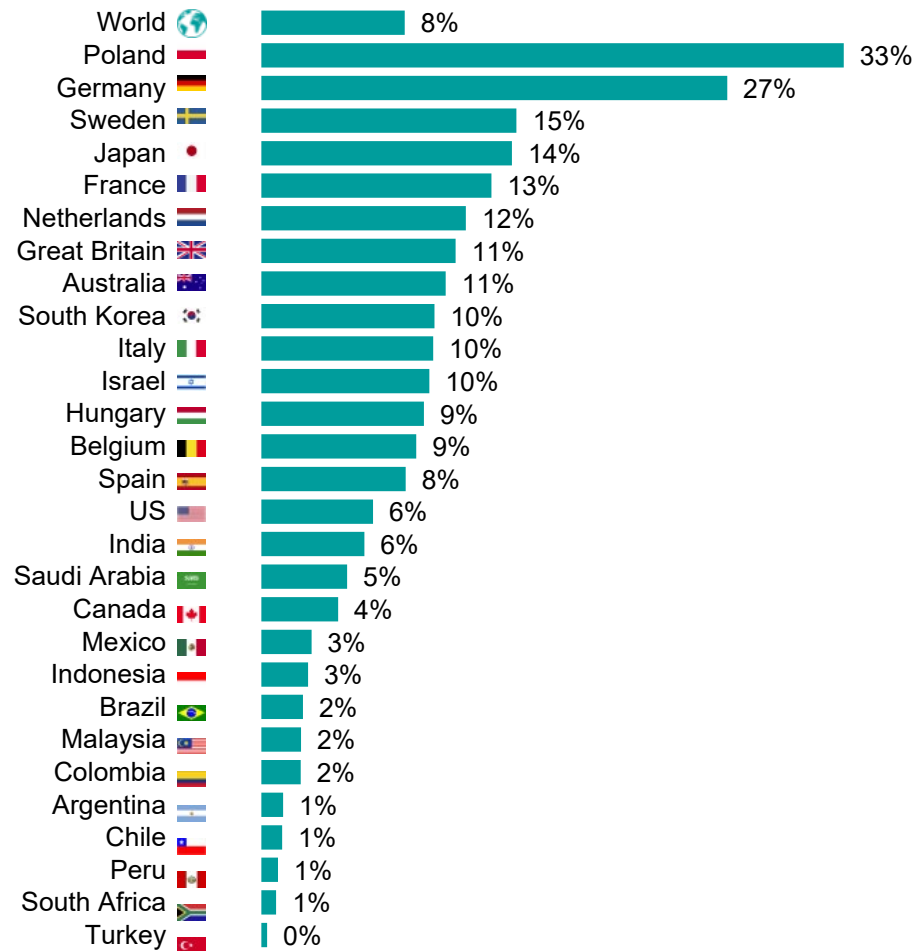


Concern for Covid-19 has seen a slight rise (+2pp) for the second month in a row. While the global average has not undergone a big increase, there have been larger rises at a country level.

Of the top 13 countries worried about Covid-19, nine of them have seen a rise in concern this month. The biggest increases in August have been in the top three countries: Japan (+22pp), South Korea (+18pp), and Australia (+11pp).

One in two (50%) in Japan consider the pandemic to be a top worry, the first time a country has had a level of concern over 50% since March. After two months of coronavirus not being a top worry in any country, it is now the number one worry in Japan. To highlight the scale of the rise in concern, the top four countries this month would have topped July's table for worry about the pandemic.

14 | MILITARY CONFLICT BETWEEN NATIONS



Military conflict between nations has fallen two spots this month and now ranks 14th out of 17 concerns globally between threats to the environment and rise of extremism. Only 8% say military conflict between nations is a worry for their country, down -2pp in August.

Poland and Germany have consistently been the most concerned countries about this issue since it was added in April. Poland remains top with one in three (33%) considering it a major issue, up +2pp this month. In Germany, just over one in four (27%) cite military conflict as a worry, down -2pp in August.

Japan (14%) and Italy (10%) have seen the biggest declines this month (both -6pp), with Italy falling from fourth spot in July to tenth this 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 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/>

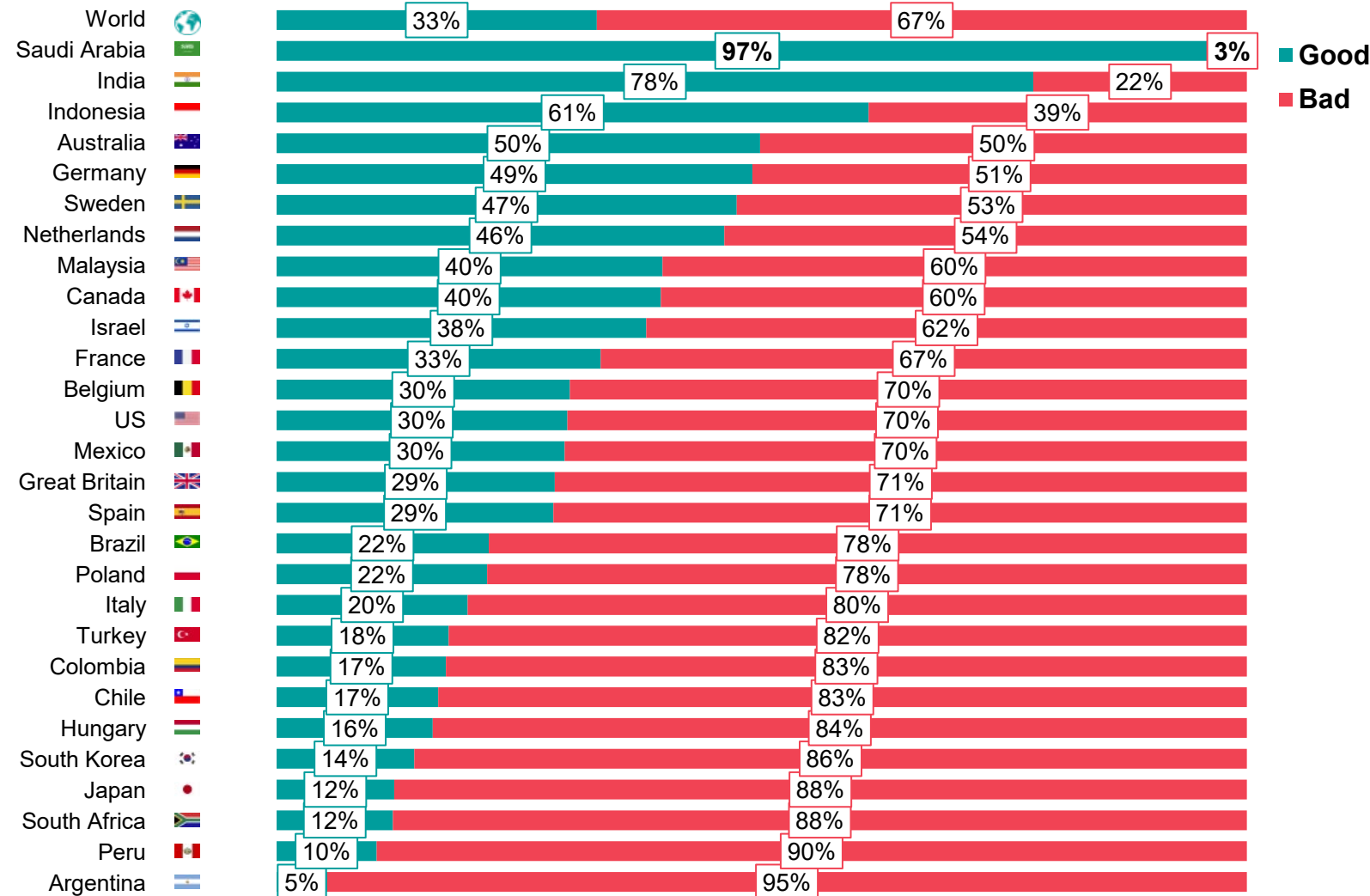
Please contact: Nicolas.Boyon@Ipsos.com for more information.



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 28 countries, a third of people say the current economic situation in their country is good (33%), while two-thirds say it's bad (67%).

Saudi Arabia tops the table with 97% describing the country's economic situation as good. This is Saudi Arabia's joint-highest score (tied with June 2022).

In August, the largest month-on-month increases in the proportion of people saying the current economic situation is good are seen in France, Spain (both +8pp) and Great Britain (+6pp).

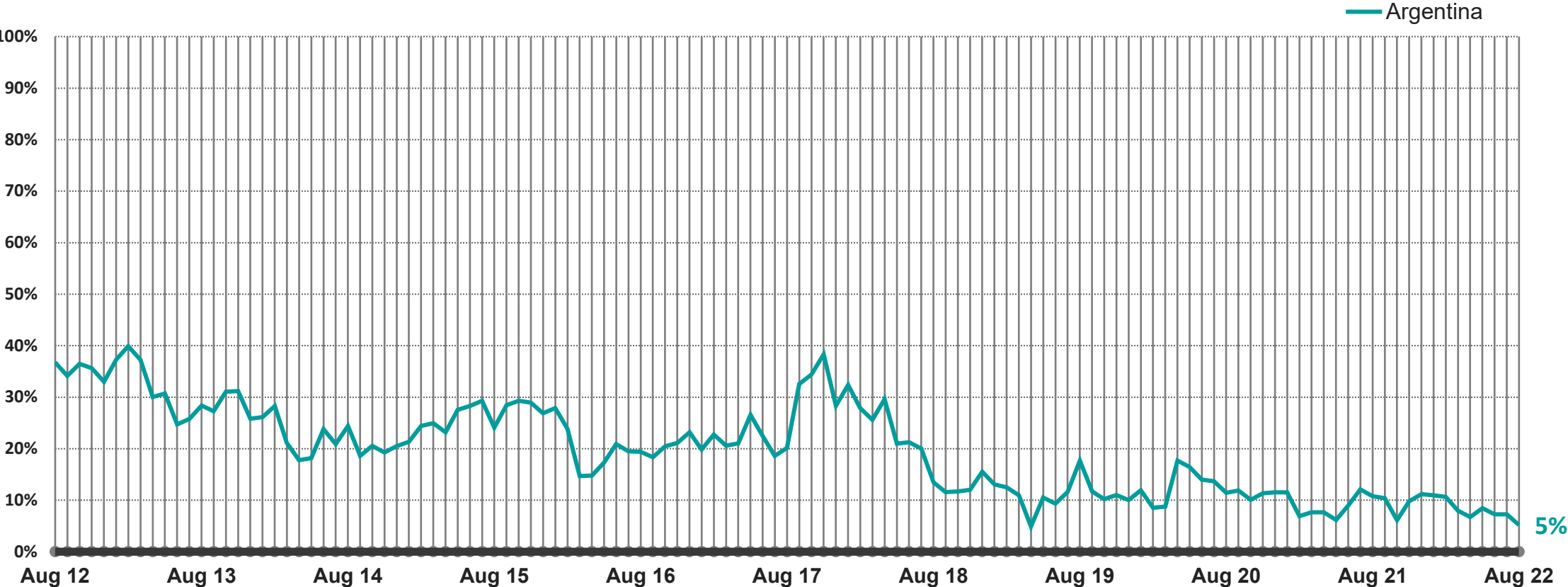
The largest decreases from last month are in Sweden (-10pp), South Africa and Poland (both -9pp).

Argentina remains at the bottom of the table with only 5% of people describing the country's economic situation as good. This is down -2pp from last month and is its joint lowest ever score (tied with April 2019).

CURRENT ECONOMIC SITUATION: ARGENTINA

August 2022 marks Argentina's joint-lowest ever score – tied with April 2019.

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



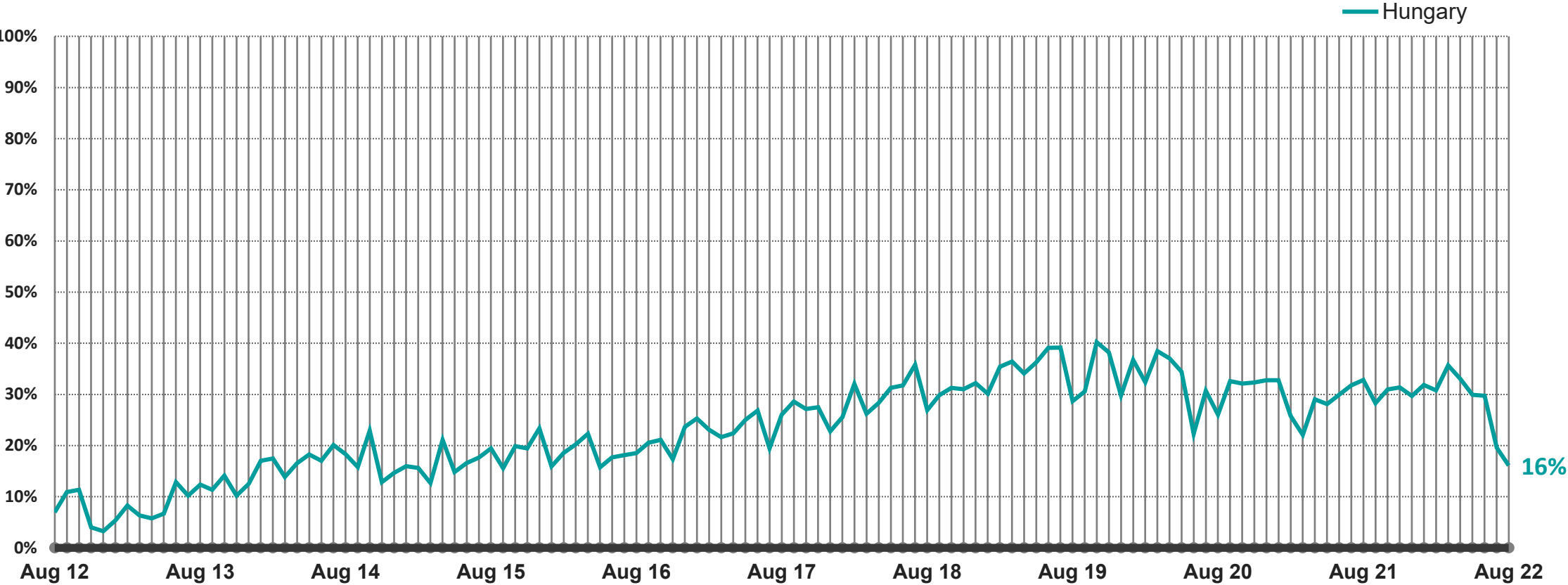
Base: Representative sample c. 500 adults aged 16-74 in Argentina, 2012 - 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: HUNGARY

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

Hungary's score has dropped below 20% for the first time since July 2017 (19%). August 2022 marks the country's lowest score since May 2016 (also 16%).



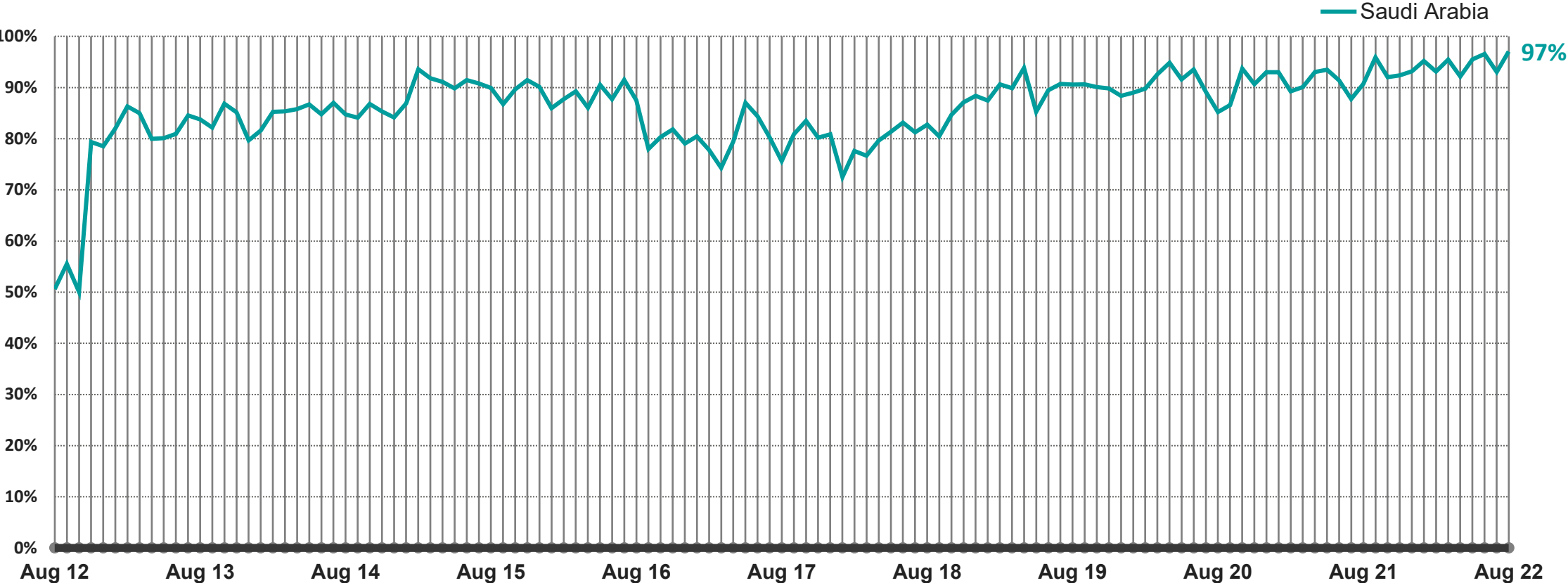
Base: Representative sample c. 500 adults aged 16-74 in Hungary, 2012 - 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: SAUDI ARABIA

This month Saudi Arabia records its joint-highest score: 97%. This ties with June 2022.

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



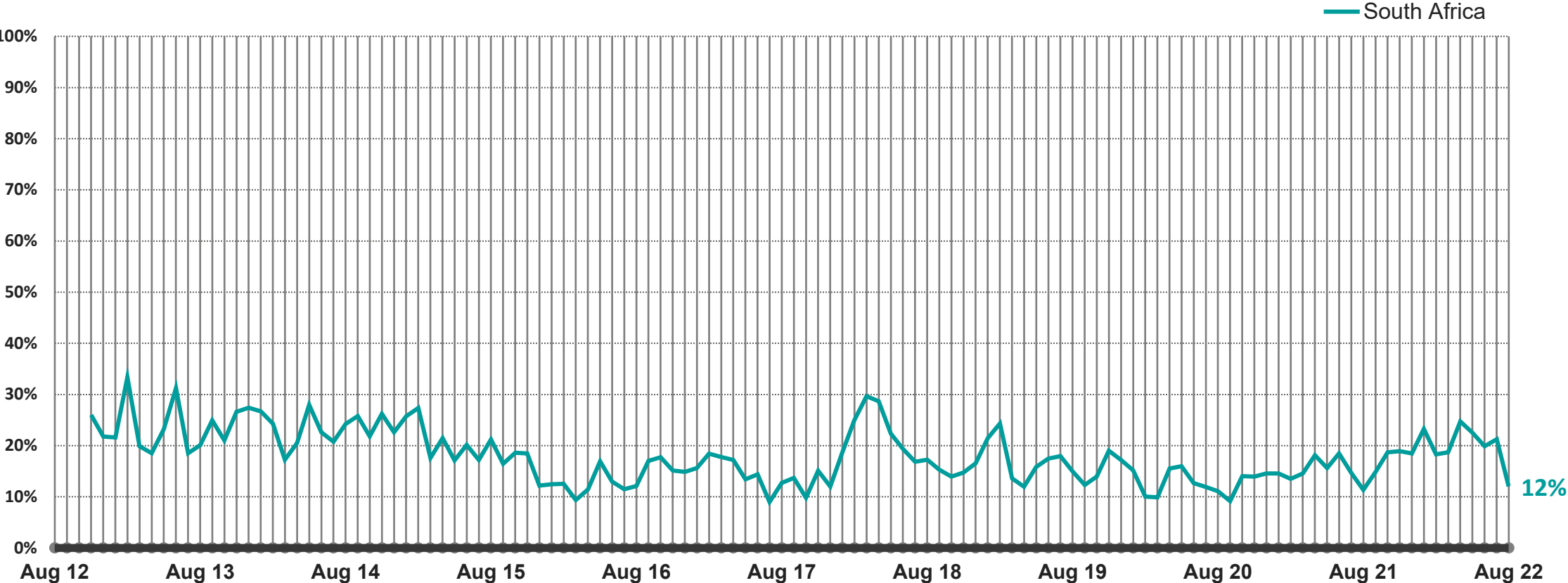
Base: Representative sample c. 500 adults aged 16-74 in Saudi Arabia, 2012 - 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: SOUTH AFRICA

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

South Africa's score has only reached 30% or more on three occasions: Feb 2013 (33%), Jun 2013 (31%) and Mar 2018 (30%).



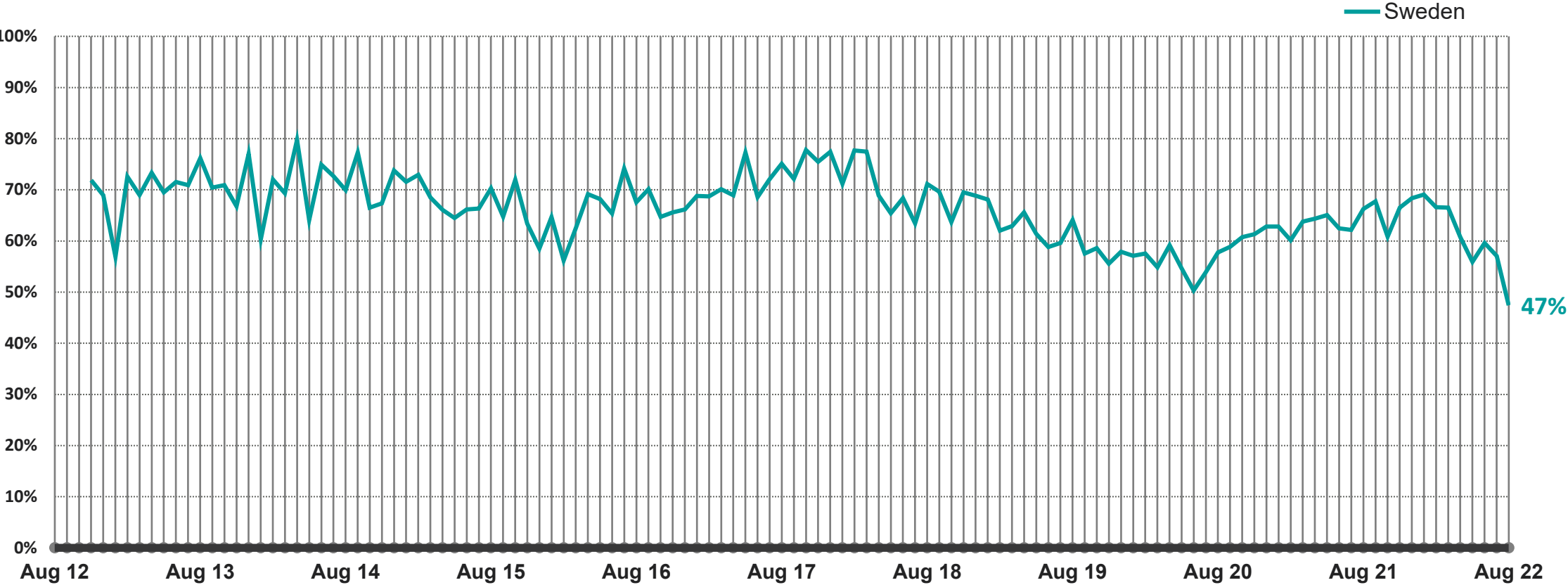
Base: Representative sample c. 500 adults aged 16-74 in South Africa, 2012 - 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: SWEDEN

After dropping 10 points since last month, August 2022 marks Sweden's lowest ever score.

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 Sweden, 2012 - 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 July 22nd 2022 and August 5th 2022 via the Ipsos Online Panel system among 19,508 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Turkey and the US, aged 20-74 in Indonesia, 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, Indonesia, 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, Indonesia, 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.