

WHAT WORRIES THE WORLD?

September 2022



GAME CHANGERS



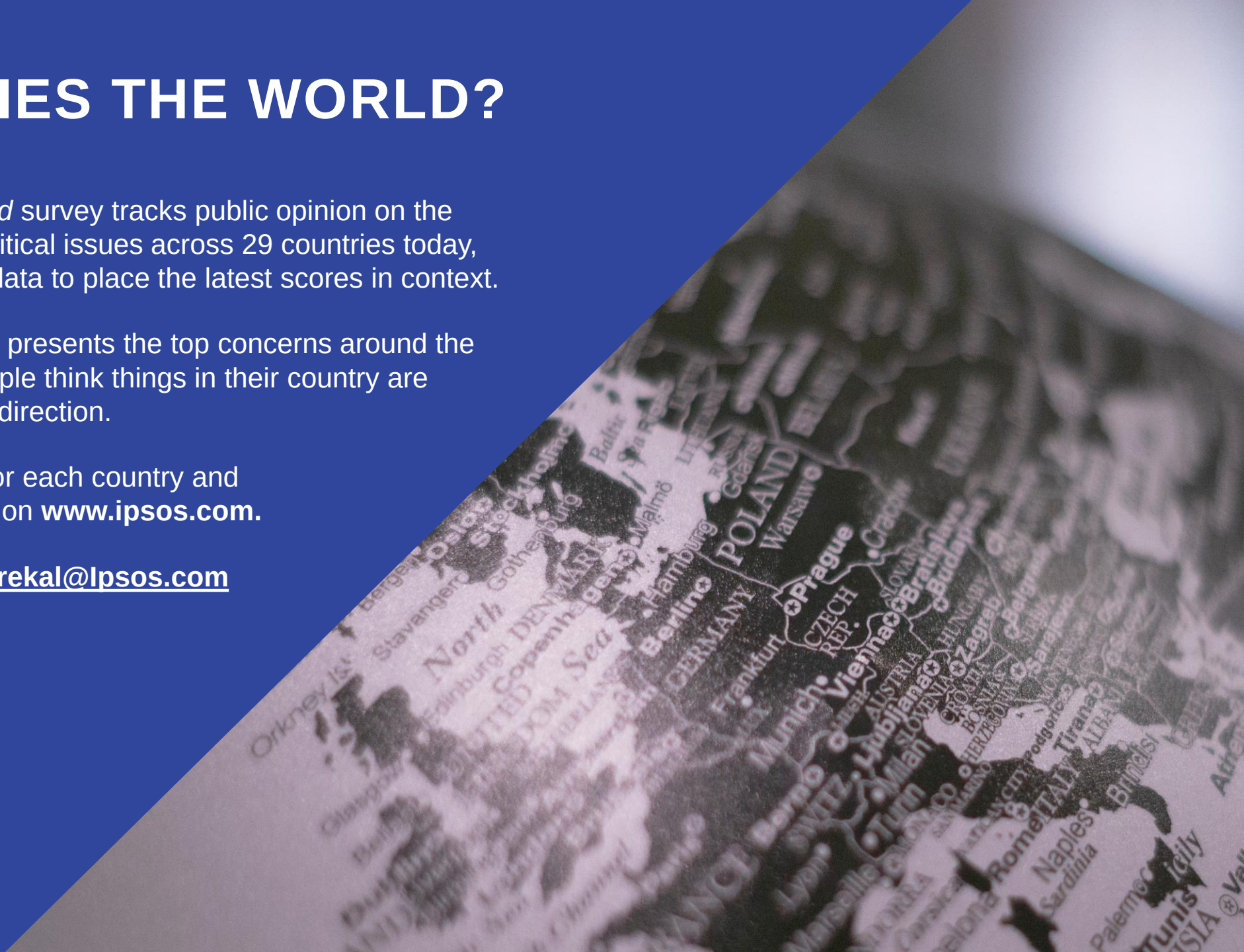
WHAT WORRIES THE WORLD?

Ipsos' *What Worries the World* survey tracks public opinion on the most important social and political issues across 29 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.

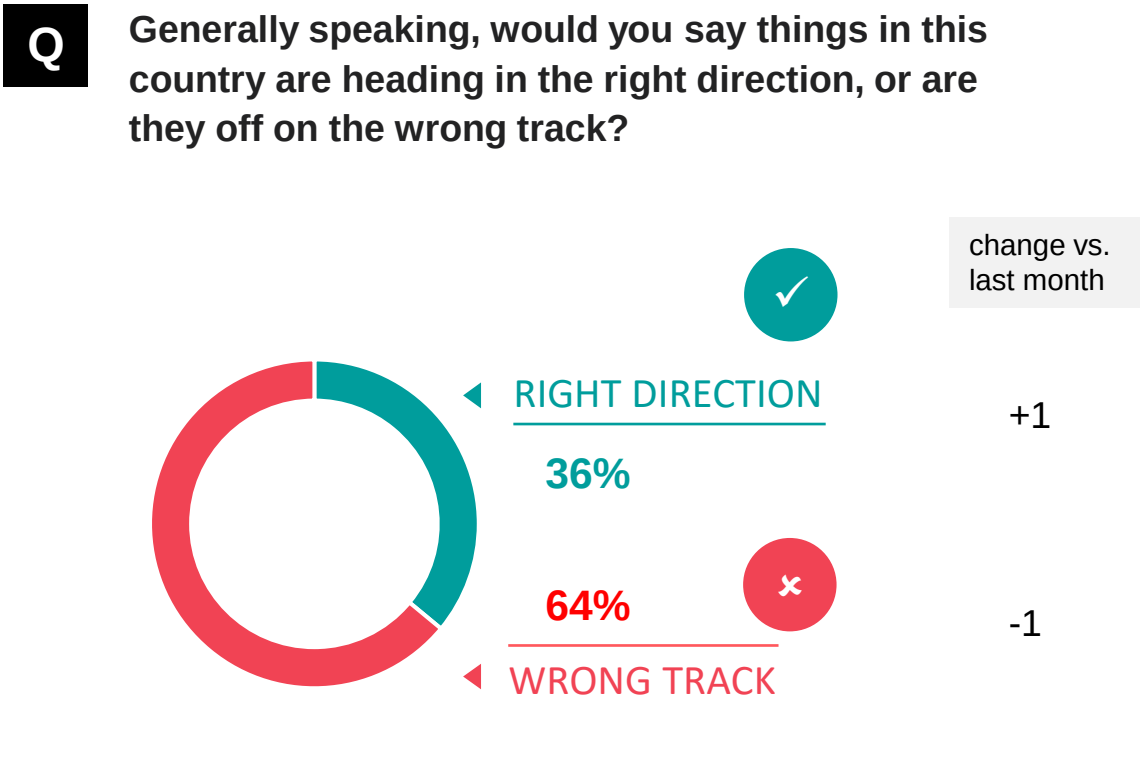
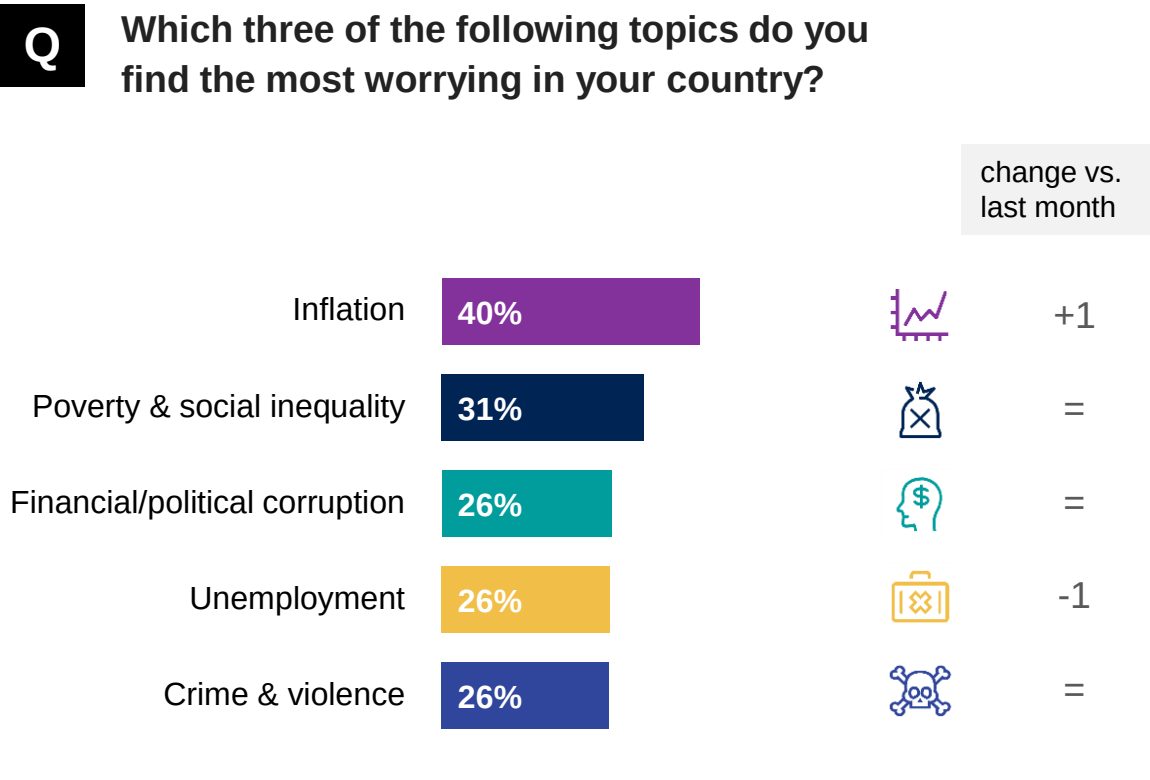
Full breakdowns of findings for each country and each issue are also available on **www.ipsos.com**.

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



WHAT WORRIES THE WORLD? SEPTEMBER 2022

Inflation remains the number concern globally for the sixth month in a row and worry has now risen to four in ten globally saying it is one of the biggest issues affecting their country. Coronavirus falls one spot this month to tenth, with worry falling to its joint lowest level since covid-19 was added to What Worries the World in 2020.

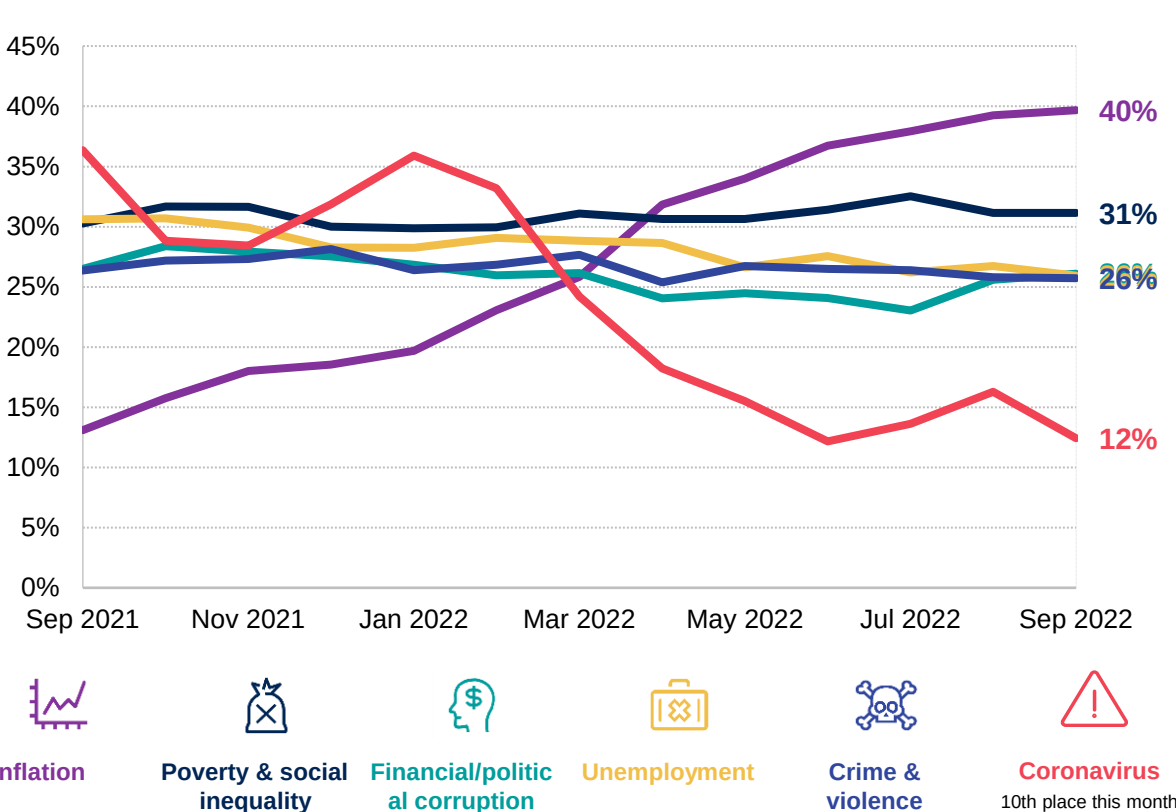


Base: Representative sample of 19,524 adults aged 16-74 in 29 participating countries,
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*
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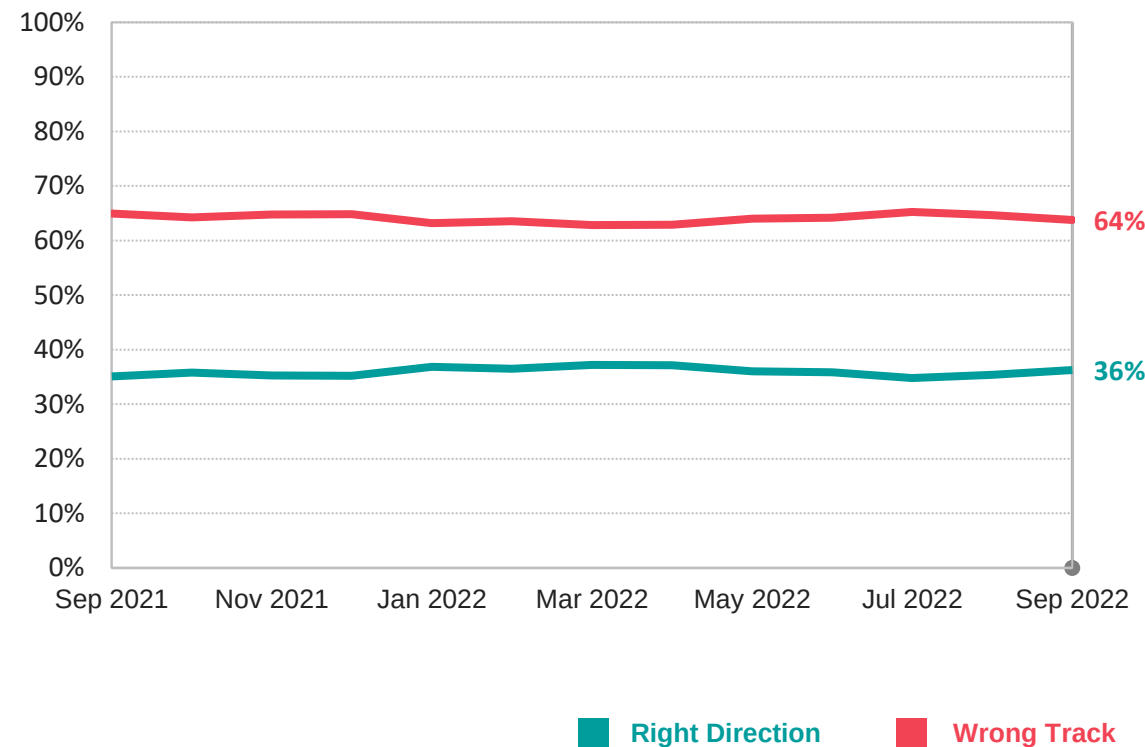


WHAT WORRIES THE WORLD? 12-MONTH TREND

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.19,524 adults aged 16-74 in 29 participating countries, September 2021 - September 2022.

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

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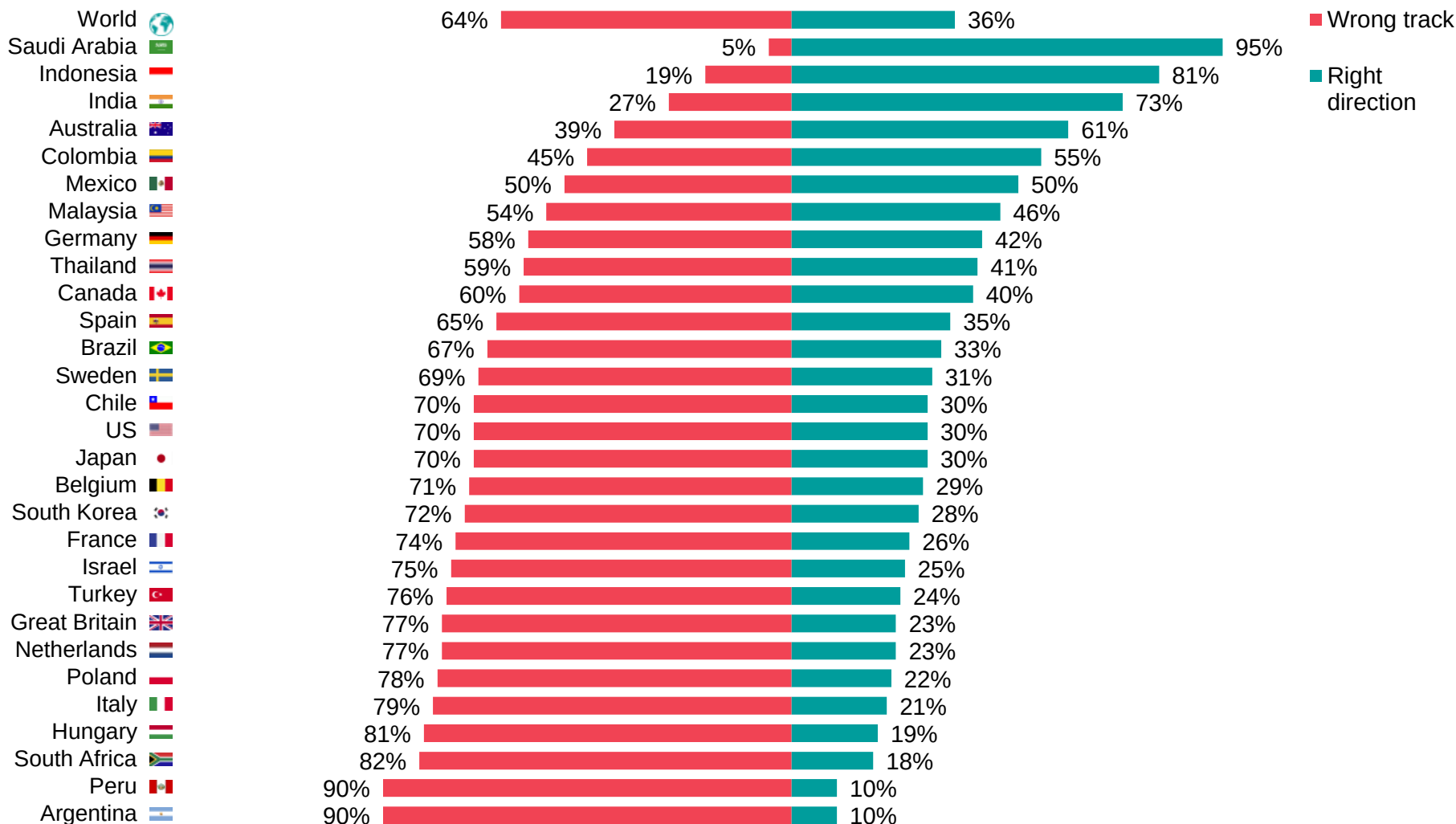
Filter: Country: World | Current Wave: Sep 22

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? (September 2022)



More than one in three (36%) globally say their country is headed in the right direction, down 1pp compared to August. Those that say their country is on the wrong track is up 1pp this month to 64%.

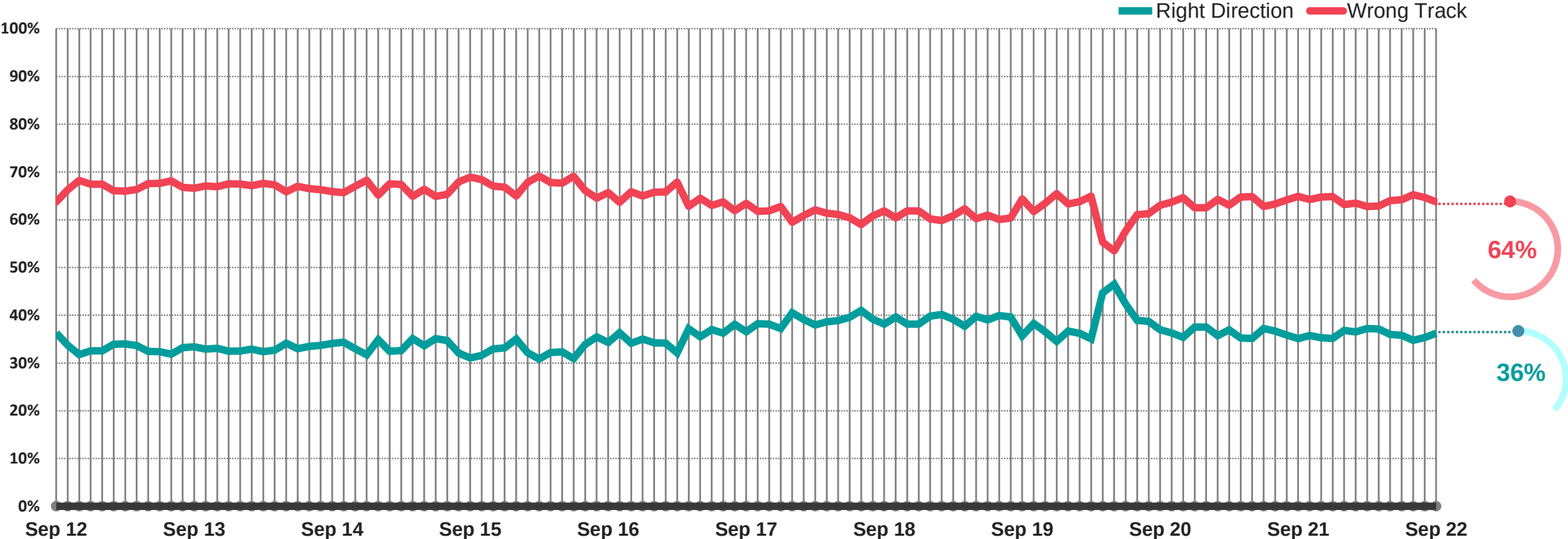
Saudi Arabia (95%) and Indonesia (81%) remain the most positive countries, with Peru and Argentina the least optimistic with only one in ten (both 10%) saying their country is going in the right direction. Great Britain and France are the two countries to have seen the biggest declines in their right direction score (both -9pp).

Colombia is the country to see the biggest increase in its right direction score (+10pp to 55%). In recent months there has been a big increase in optimism in Colombia, back in April their score was only 16%.

Base: Representative sample of 19,524 adults aged 16-74 in 29 participating countries,
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.
Filter: Country: World | Current Wave: Sep 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.19,524 adults aged 16-74 in 29 participating countries, 2012 - 2022.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

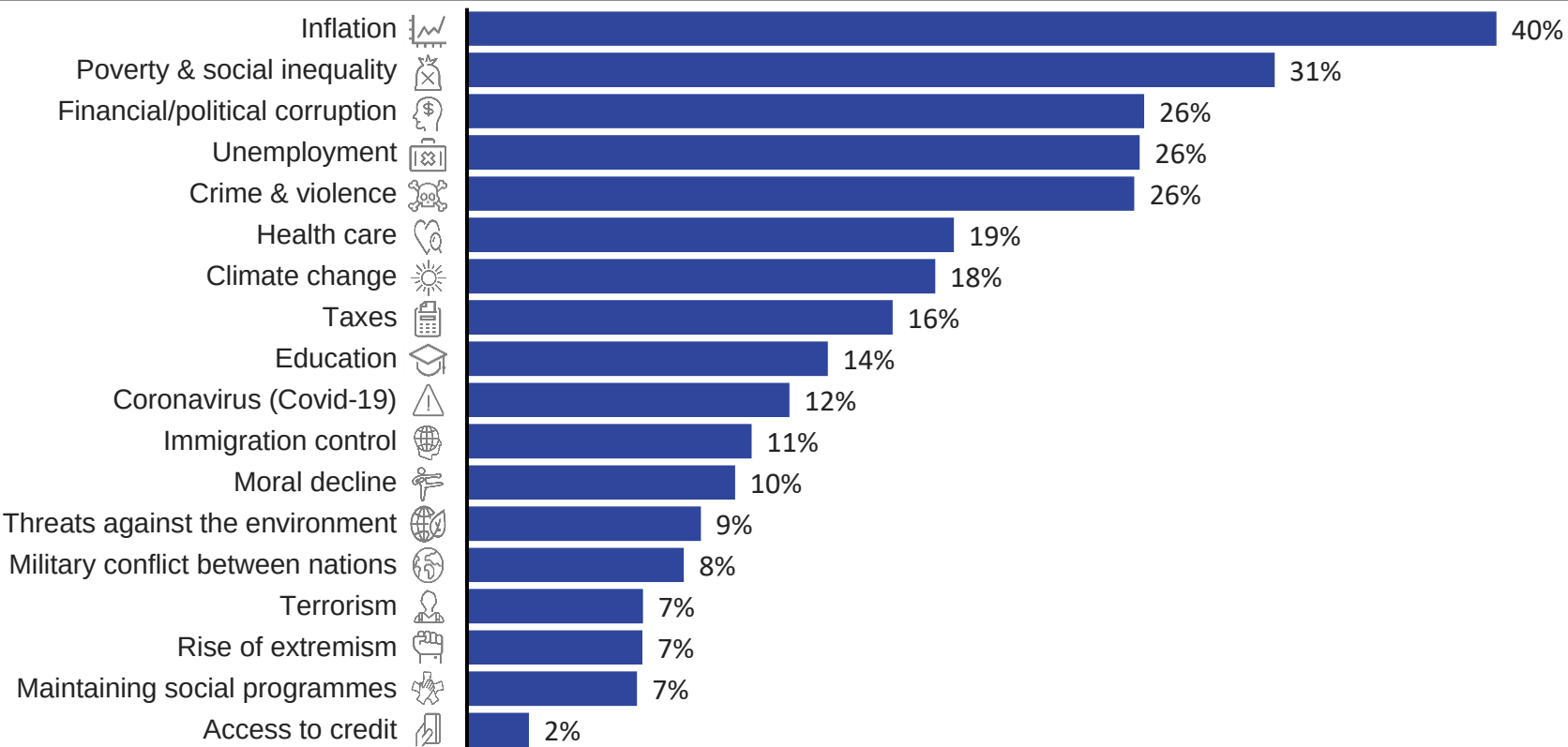
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in September 2022 (global country average)



This full ranking of the 18 issues in our survey gives an overview of what people in 29 countries worry about today.

Inflation is the number one concern globally and has now been top of our list of global concerns for the last six months.

Inequality, corruption, unemployment, and crime & violence make up the rest of the top five.

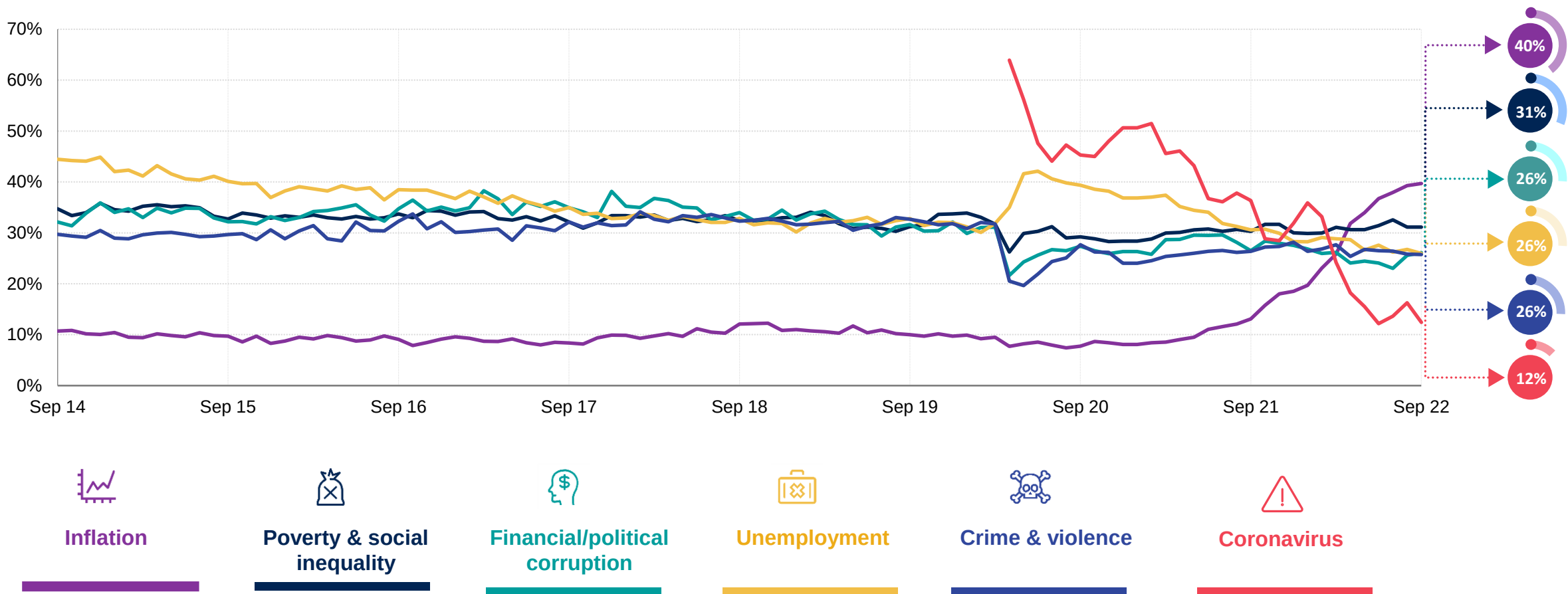
Covid-19 has fallen to tenth after a rise in concern last month. Climate change remains in seventh spot.

Base: Representative sample of 19,524 adults aged 16-74 in 29 participating countries,
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



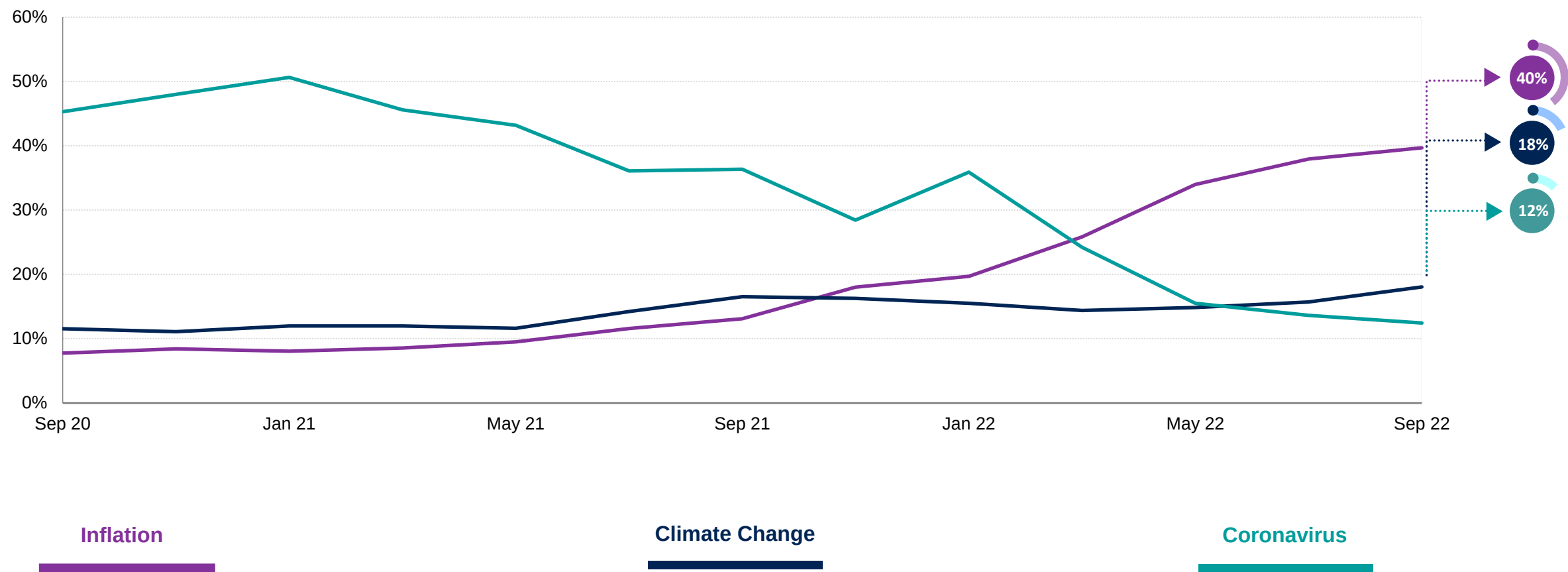
WORLD WORRIES: LONG-TERM TREND

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



Base: Representative sample of 19,524 adults aged 16-74 in 29 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)

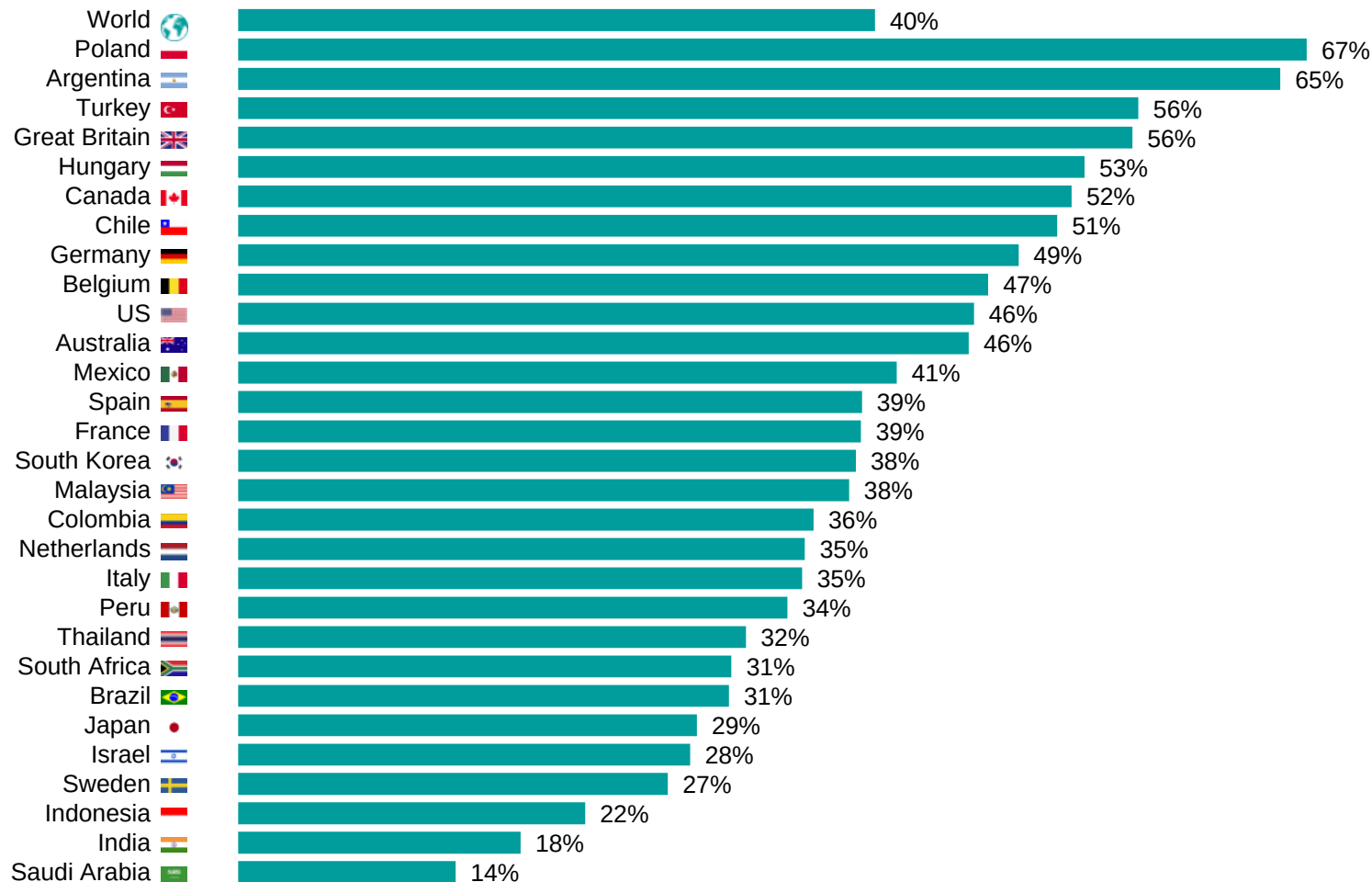


Base: Representative sample of c.19,524 adults aged 16-74 in 29 participating countries, September 2020 - September 2022.

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

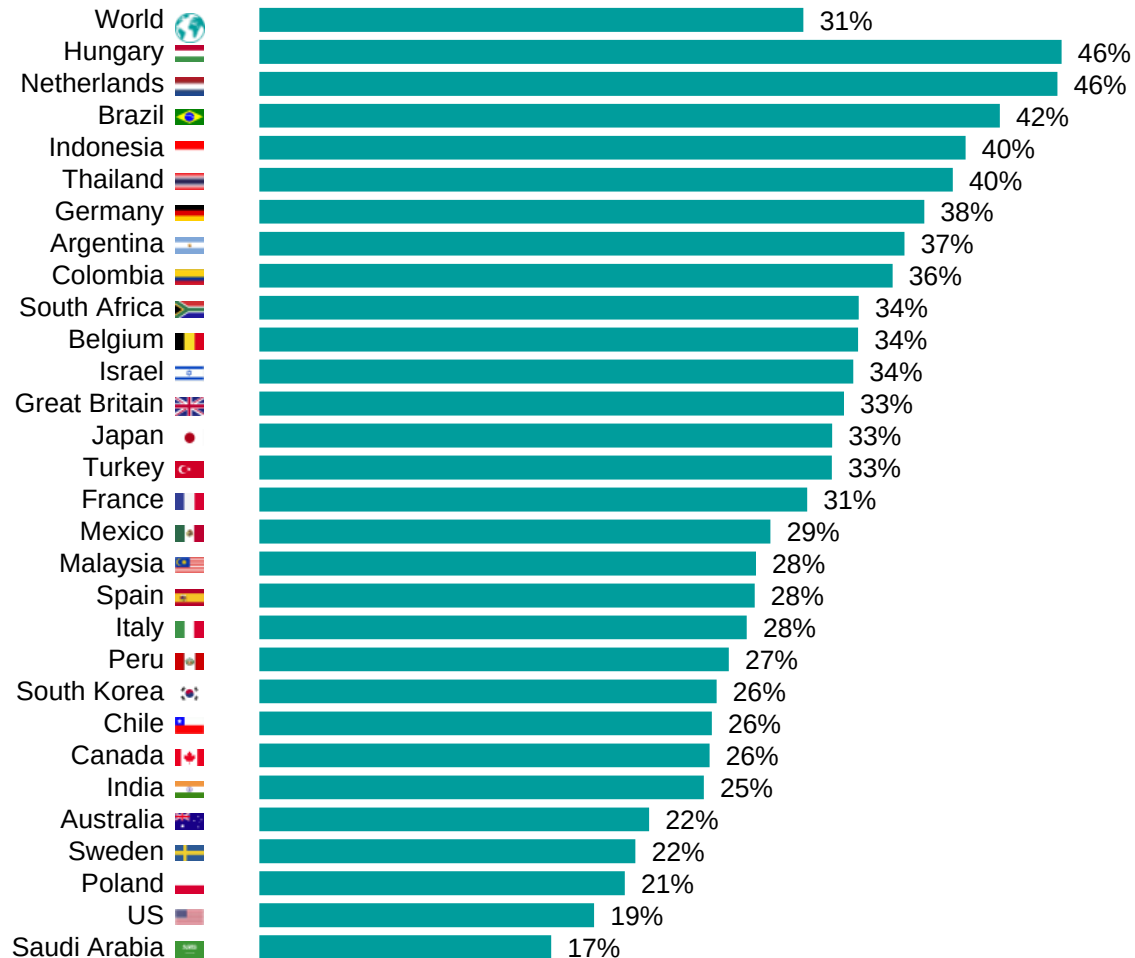


Inflation is the number one concern globally with four in ten (40%) choosing it as one of the biggest worries affecting their country. With a 1pp increase in September, the figure for inflation has now risen for the 14th consecutive month.

Worry about rising prices has now doubled since the beginning of the year, when 20% considered it a problem. This time last year only 14% picked inflation as a worry. Now seven countries have more than one in two people choosing inflation and this rises to two-thirds in Argentina and Poland.

Great Britain (+12pp) and Germany (+10pp) are the countries with the biggest rise in concern this month. In September, 12 countries have inflation as the number worry - Argentina, Australia, Belgium, Canada, France, Germany, GB, Hungary, Poland, South Korea, the US, and Turkey.

2 | POVERTY & SOCIAL INEQUALITY

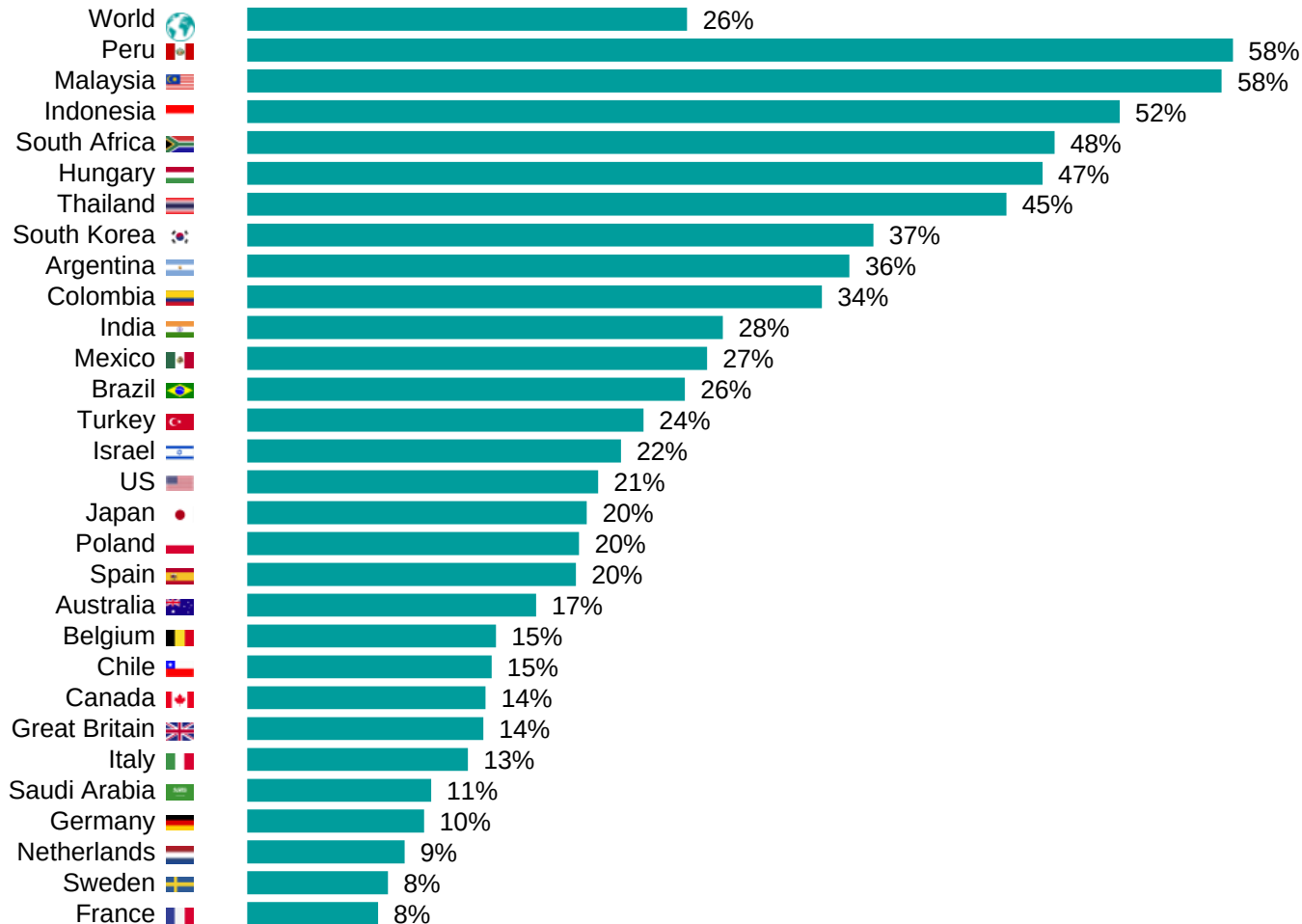


Almost one in three (31%) globally are worried about poverty & social inequality. There is no change in September when compared to last month's score and it remains second in our list of 18 worries.

The Netherlands has seen the biggest increase in worry this month (+14pp) and now has the joint highest score along with Hungary (both 46%). After taking the top spot in August, Brazil has fallen to third place with their level of concern down 6pp in September. Indonesia and Thailand, which joins What Worries the World this month, round out the top five.

Saudi Arabia has the lowest level of worry about inequality (17%), followed by the US, where 19% say it is a concern.

3 | FINANCIAL/POLITICAL CORRUPTION



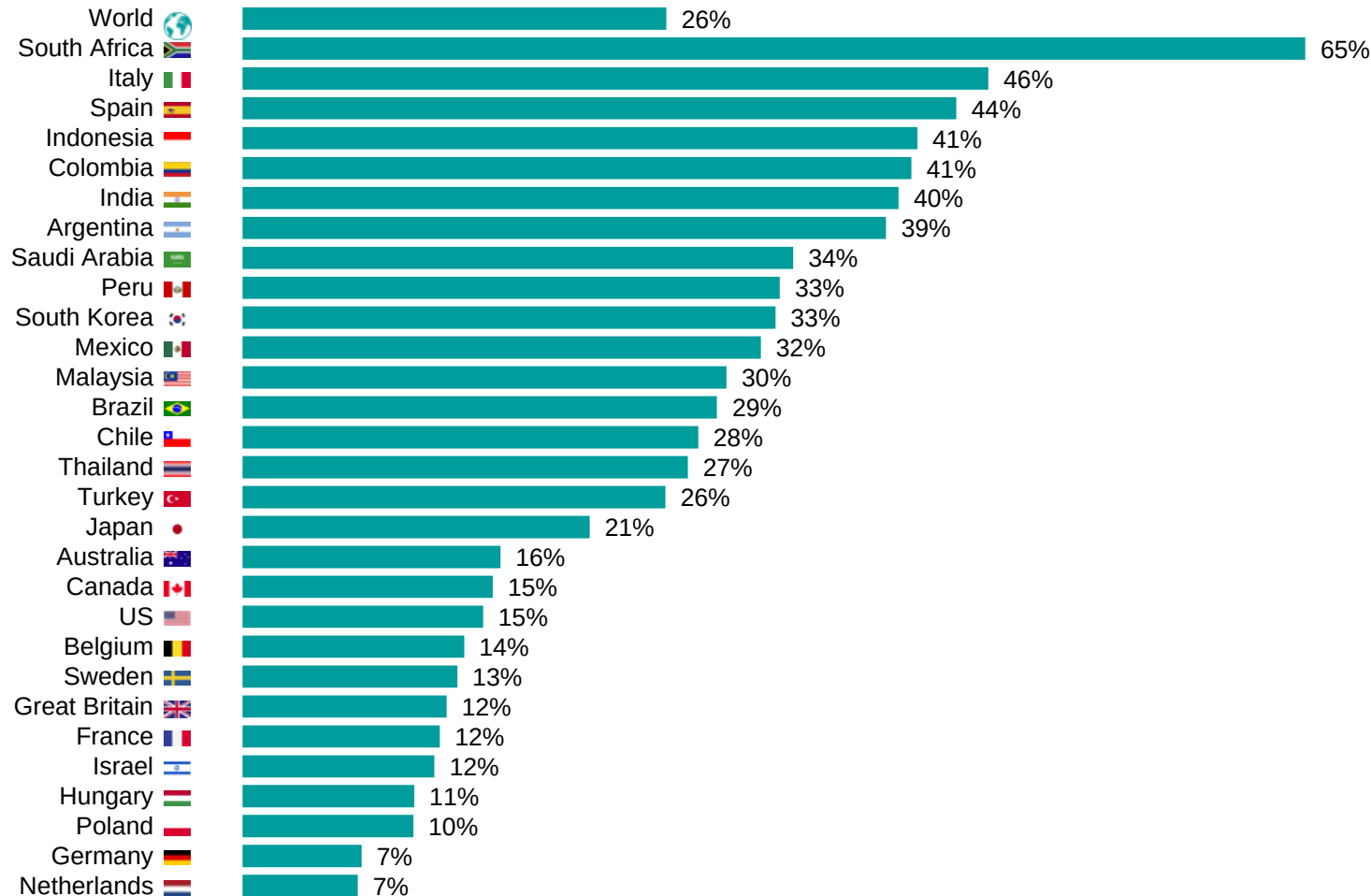
One in four (26%) choose financial/political corruption as one of the biggest issues affecting their country, up 1pp in September.

Peru and Malaysia remain the most concerned countries about corruption, with almost six in ten (58%) picking it as a worry. Both countries have seen an increase of 5pp this month. Indonesia (52%), South Africa (48%), and Hungary (47%) make up the rest of the top five.

In September, Peru, Malaysia, Indonesia, and Thailand all have corruption as their number one concern.

France and Sweden are the least concerned countries about corruption. In both countries, and also in the Netherlands, having less than one in ten picking it as a worry.

4 | UNEMPLOYMENT



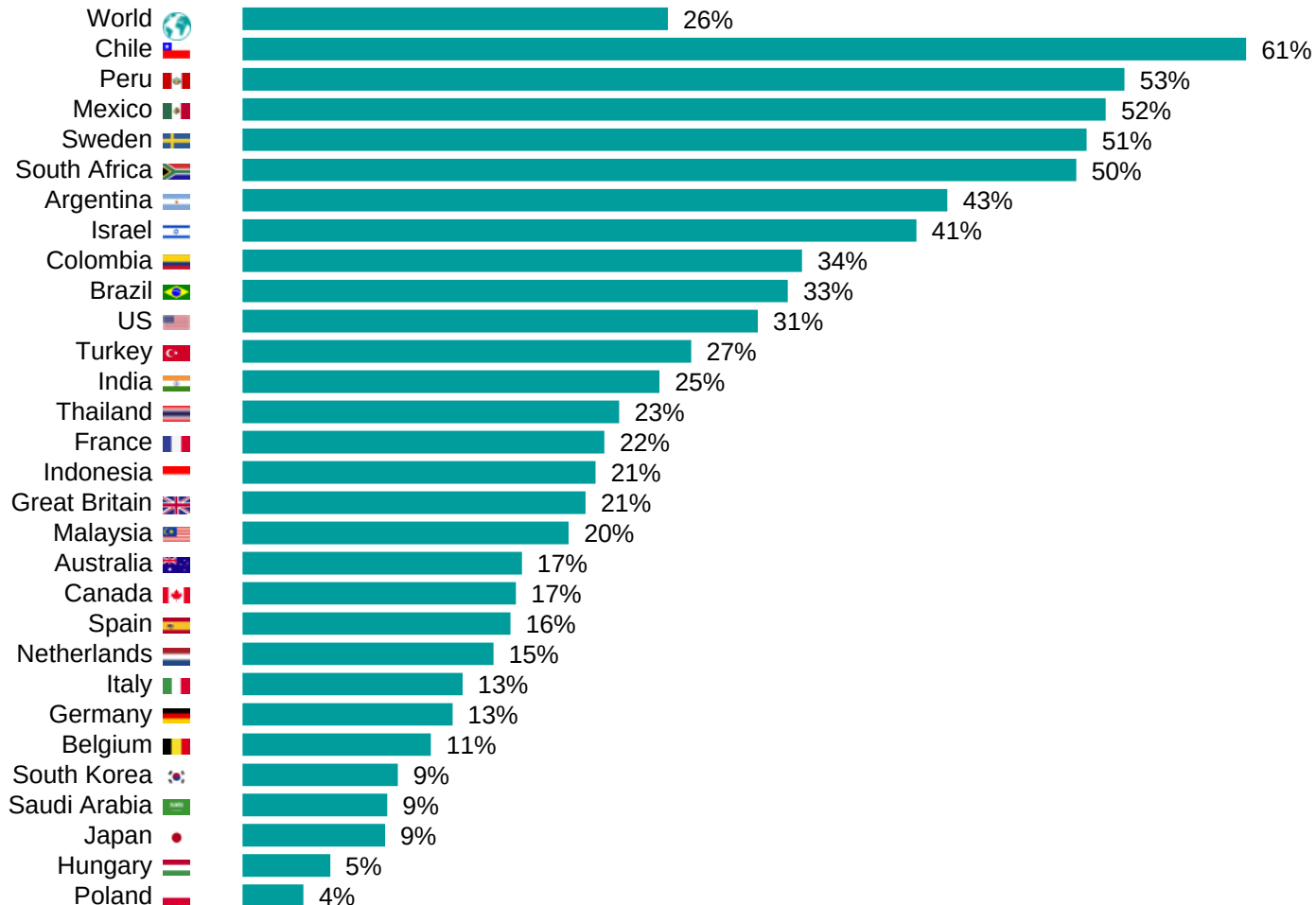
One in four (26%) globally choose unemployment as one of the biggest concerns affecting their country. It is down 1pp compared to August's score.

Taking a longer-term view, concern is down 5pp compared with the same time last year, when the issue was second only to coronavirus.

South Africa remains the most concerned country about jobs, with 65% choosing it, down 2pp on August. Italy has moved up to the second most worried country after a 5pp increase this month. The Netherlands and Germany are the least concerned about the issue (both 7%).

Six countries have unemployment as their biggest concern: Colombia, India, Italy, Saudi Arabia, South Africa, and Spain.

5 | CRIME & VIOLENCE



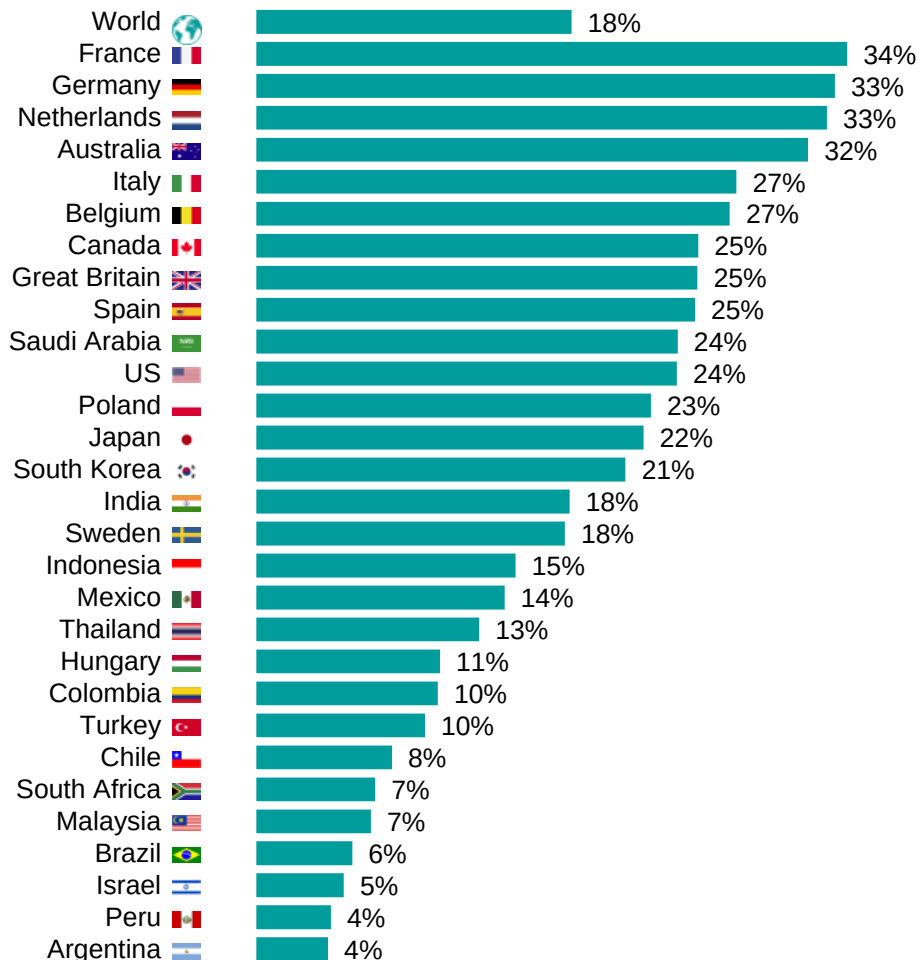
One in four globally (26%) have crime & violence as one of the biggest concerns affecting their country: no change on last month's figure.

Five countries have more than one in two choosing it as an issue. Chile remains the most concerned country, with 61% considering it a top issue. This is down 4pp on August, but 20pp higher than September 2021.

Peru is second most concerned with 53% picking it as a worry. This is up 3pp on last month and an increase of 27pp on September last year.

Sweden and Mexico have seen the biggest declines in worry compared to last month (both -7pp). Sweden's figure is down 16pp on this time last year, while Mexico's level of worry is 2pp higher.

ISSUE FOCUS: CLIMATE CHANGE

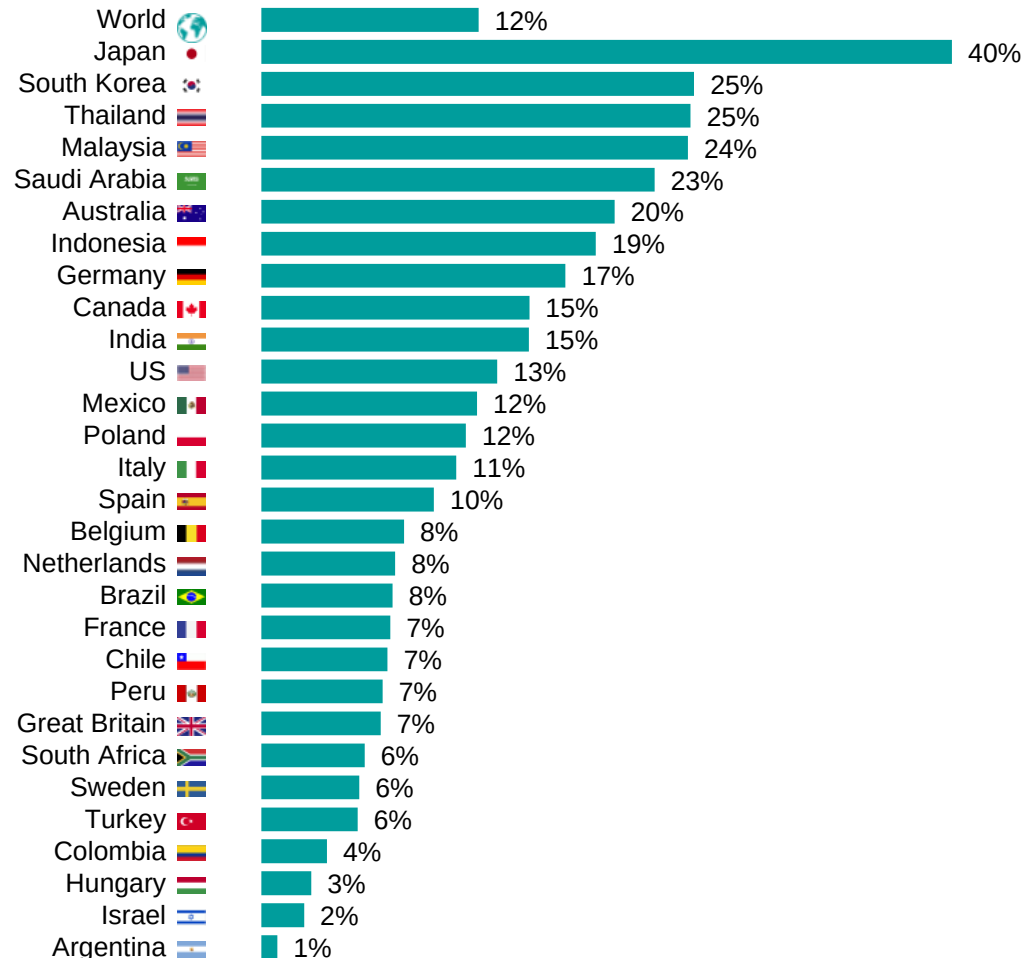


Almost one in five (18%) say climate change is one of the biggest issues affecting their country, up +1pp on last month.

France is now the most concerned country globally about climate change, with over a third (34%) choosing it as an issue. Last month France recorded its highest ever score on climate change and this has increased again in September. It is up 2pp on August and up 12pp on July's figure. In France, only inflation has a higher level of concern (39%). 34% is the highest level of concern for climate change we've seen for any country in 2022. It is the first time a country other than Australia or Germany has been the most concerned about climate change since October 2021.

Netherlands is up to third in concern for climate change after a 3pp rise in worry this month.

ISSUE FOCUS: CORONAVIRUS (COVID-19)

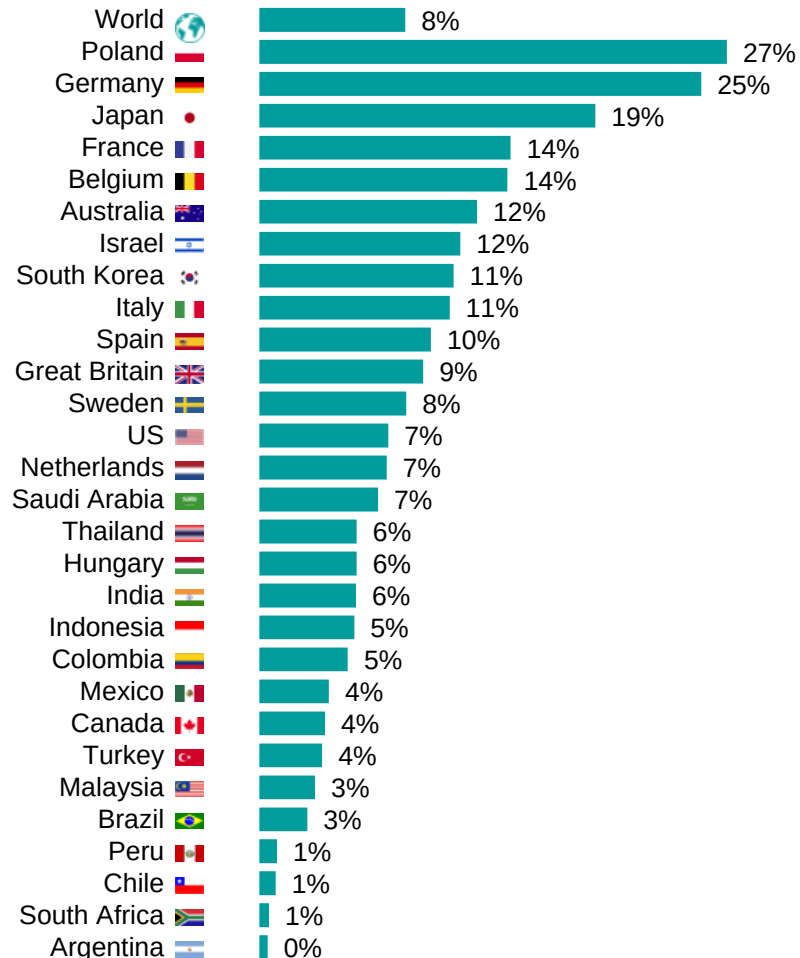


One in eight (12%) globally feel coronavirus is one of the biggest concerns affecting their country, the equal lowest figure recorded for the pandemic since it was added in 2020.

September has seen a 4pp decline in worry about the virus, with the global figure now at the same level it was in May 2022. The level of concern for covid-19 is down 23pp since the beginning of the year. Japan remains the most concerned country about the pandemic with four in ten (40%) choosing it as a worry, down 10pp, Japan is the only country where the pandemic is the number one concern.

Great Britain and France have recorded their lowest ever scores for concern about the virus (both 7%). GB's figure is down 8pp on August and down 40pp on January. France is down 6pp and 28pp since the start of 2022.

ISSUE FOCUS: MILITARY CONFLICT BETWEEN NATIONS



Military conflict between nations remains the 14th biggest concern globally, with one in 12 choosing it as of the biggest concerns affecting their country. This is the same score as last month.

Poland and Germany have been the two most worried countries about this issue since it was added in April this year. Poland remains the most concerned country in September, but its figure is down 6pp compared to August's score and is down 11pp on April.

In Germany, September's level of concern is down 2pp to 25%. This is much lower than in May when over four in ten (41%) chose military conflict as worry and it was the country's top concern.

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.

Find out more on our consolidated global economic indicator portal:
<https://www.ipsosglobalindicators.com/>

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

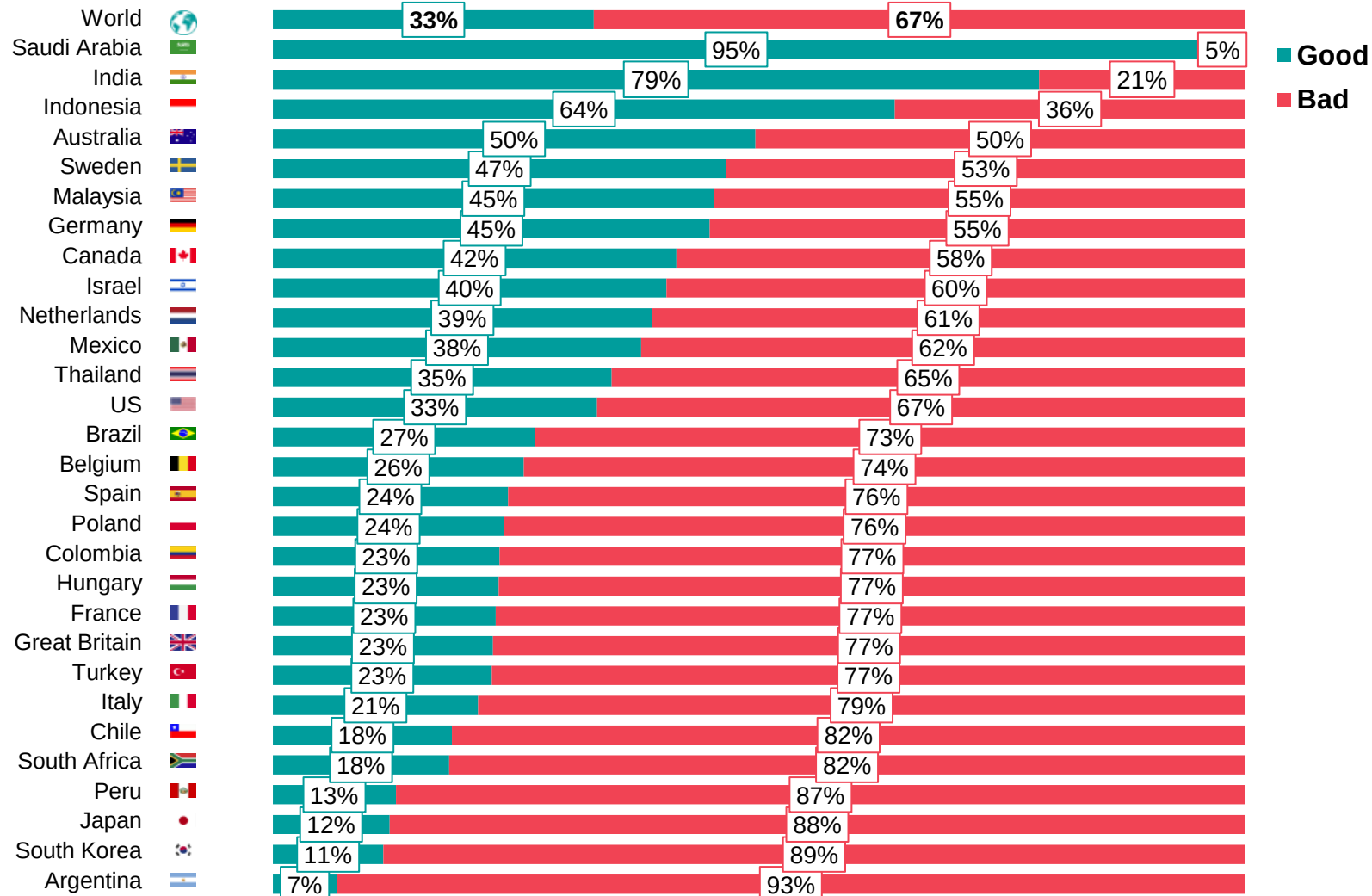


ECONOMIC FOCUS



CURRENT ECONOMIC SITUATION

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



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](#).

On average globally, the public's perception of the economic situation in their country remains unchanged from last month, with 33% describing it as "good" and 67% describing it as bad.

A majority describe their country's current economy as good in three countries: Saudi Arabia (95%), India (79%) and Indonesia (64%).

The largest month-on-month increases in the "good" economy score are in Mexico (+8pp), Hungary (+7pp), Colombia and South Africa (both +6pp).

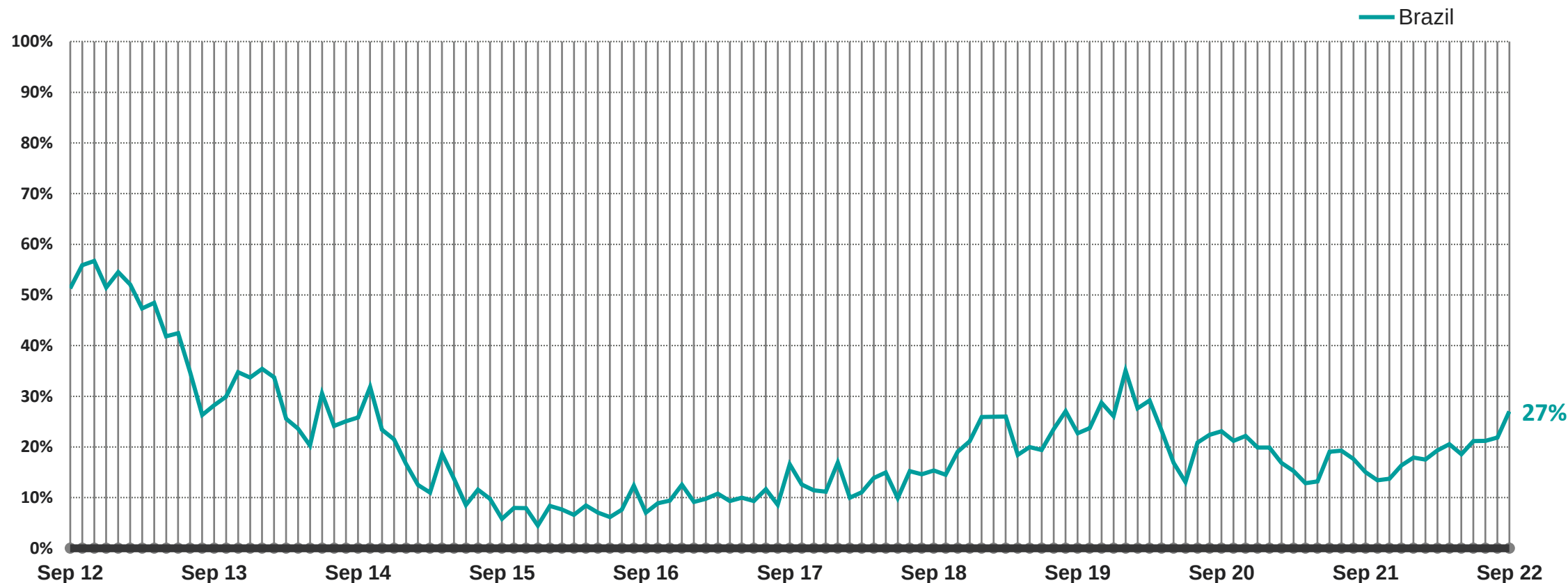
Meanwhile, Netherlands has seen the largest decrease from last month, down 7pp. They are followed by Great Britain (-6pp) and Spain (-5pp).

Although Germany remains in the top half of the table with 45% describing its current economy as good, this is its lowest score recorded since June 2010.

CURRENT ECONOMIC SITUATION: BRAZIL

This month Brazil records its highest score since March 2020 (when the level reached 29%).

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



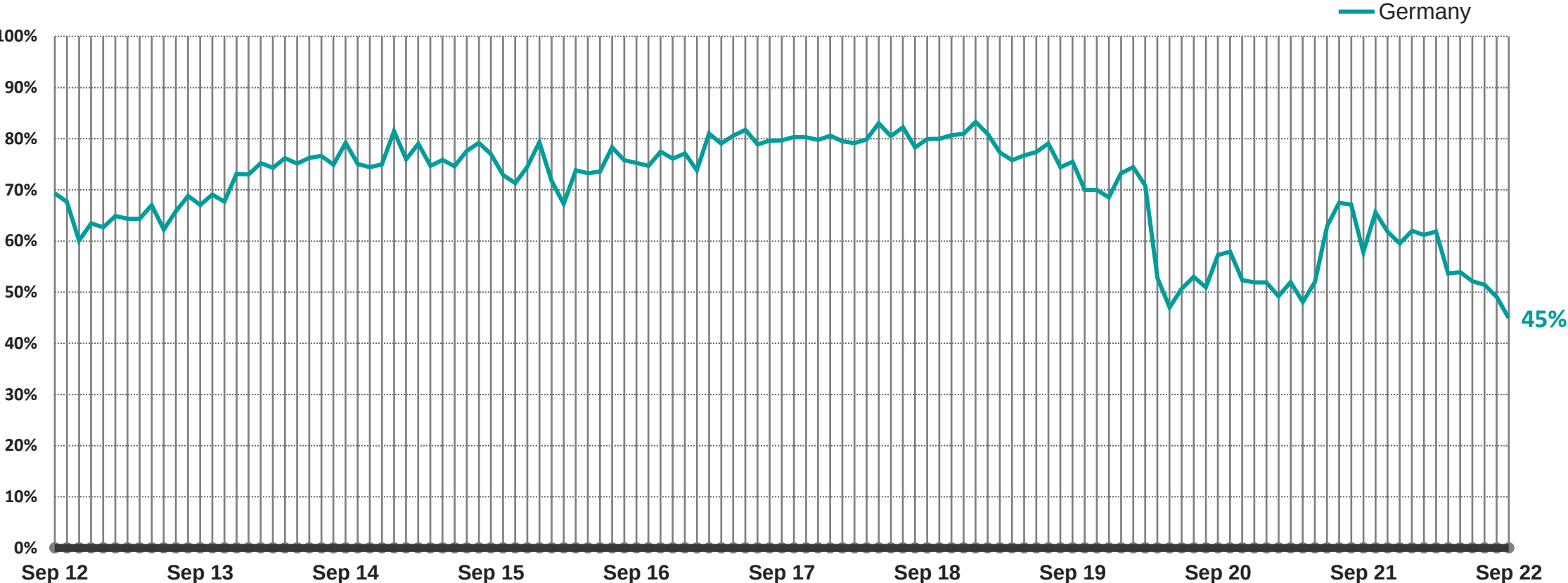
Base: Representative sample c. 1000 adults aged 16-74 in Brazil, 2012 - 2022.

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

CURRENT ECONOMIC SITUATION: GERMANY

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

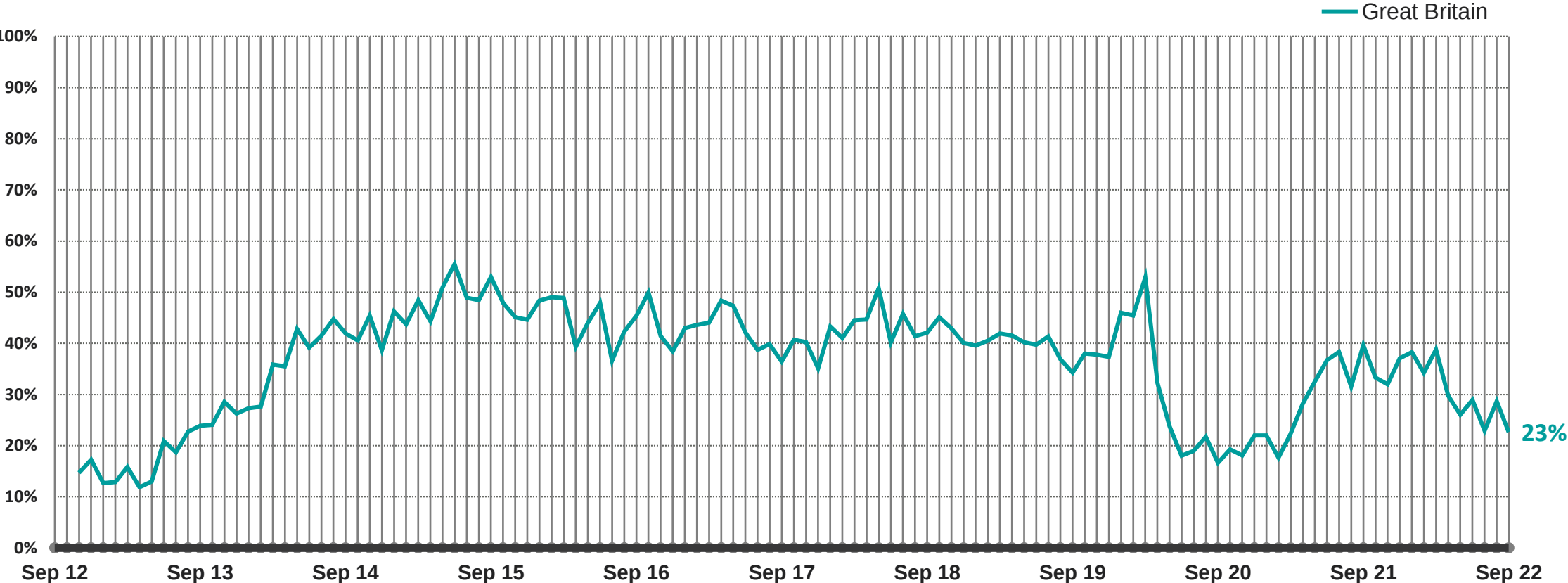
September 2022 marks Germany's lowest score over the last decade. We have to go back to June 2010 to find a lower reading (38%)



Base: Representative sample c. 1000 adults aged 16-74 in Germany, 2012 - 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

CURRENT ECONOMIC SITUATION: GREAT BRITAIN

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



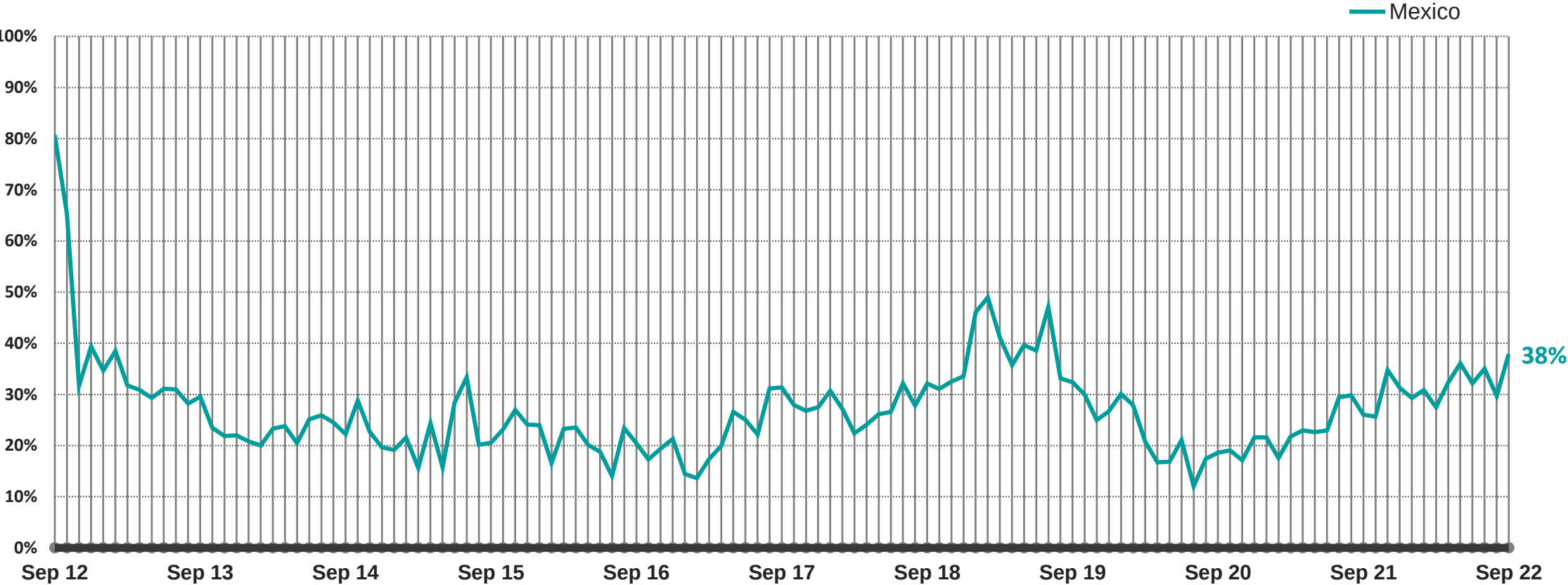
Base: Representative sample c. 1000 adults aged 16-74 in Great Britain, 2012 - 2022.

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

CURRENT ECONOMIC SITUATION: MEXICO

This month is Mexico's highest score since July 2019 (47%).

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



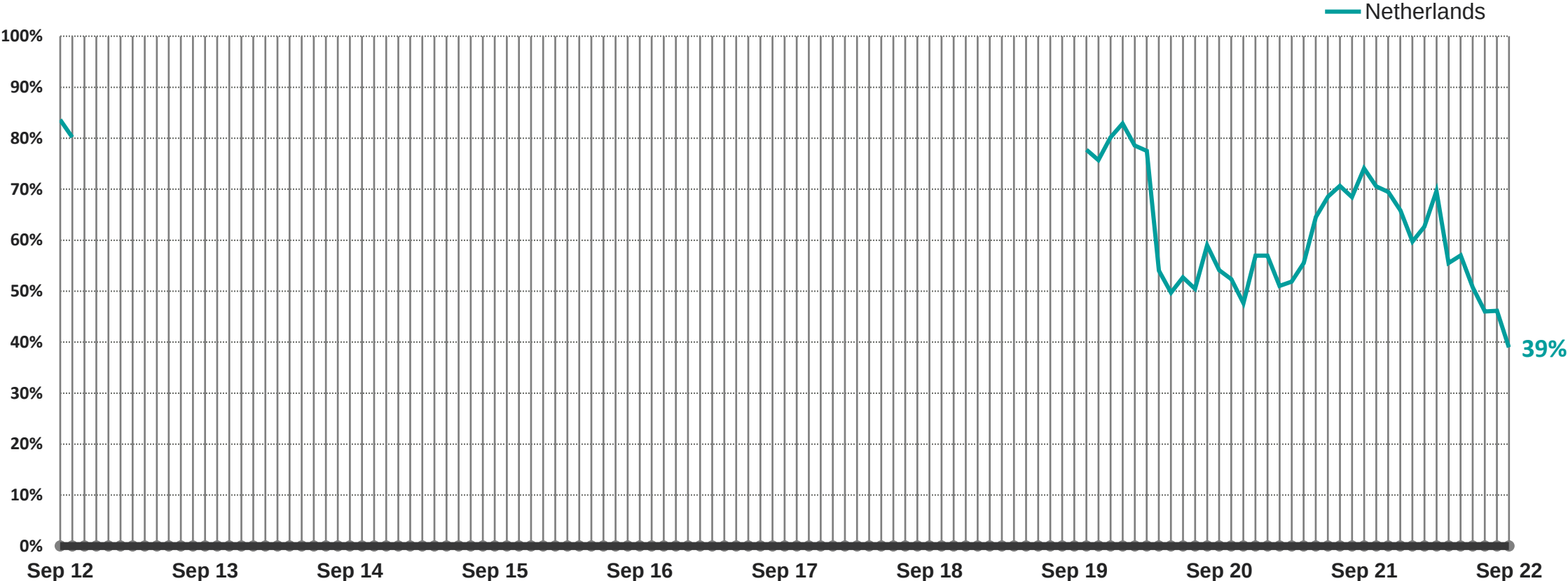
Base: Representative sample c. 1000 adults aged 16-74 in Mexico, 2012 - 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: NETHERLANDS

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

September marks a low for Dutch perceptions of the current economy in their country since they were first included in the survey.

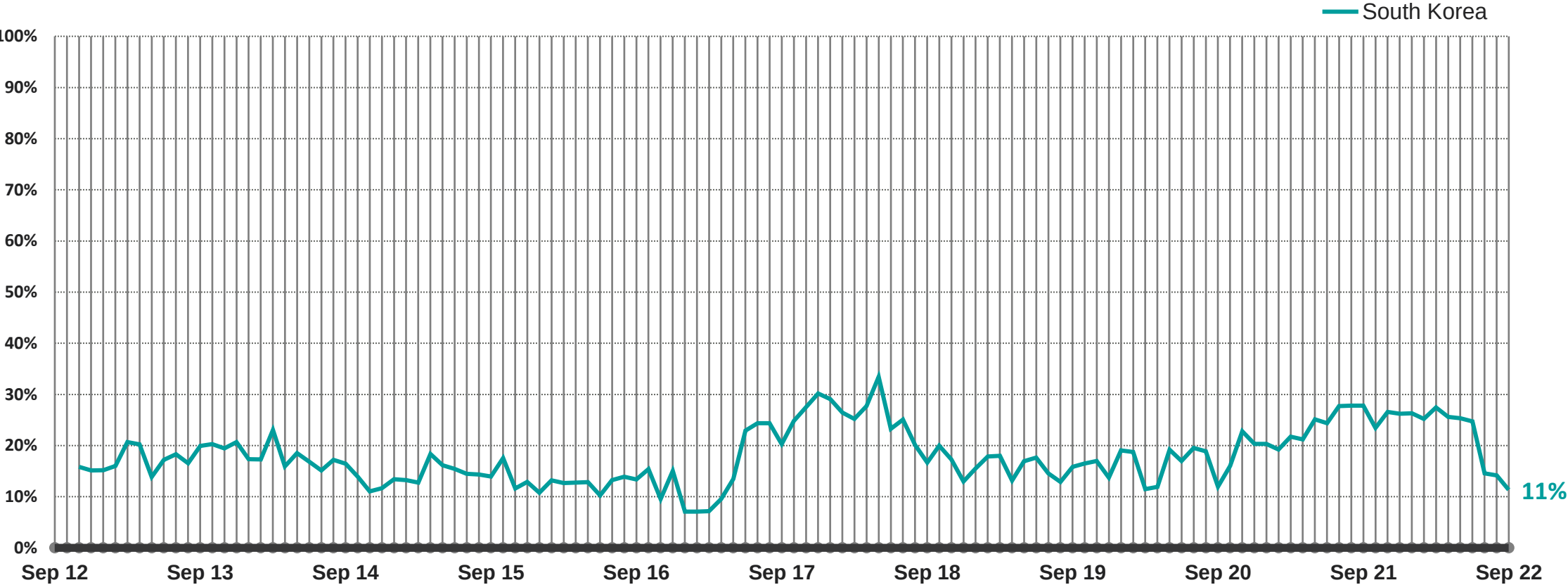


Base: Representative sample c. 500 adults aged 16-74 in Netherlands, 2012 - 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

CURRENT ECONOMIC SITUATION: SOUTH KOREA

This is South Korea's lowest score since April 2017 (10%)

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

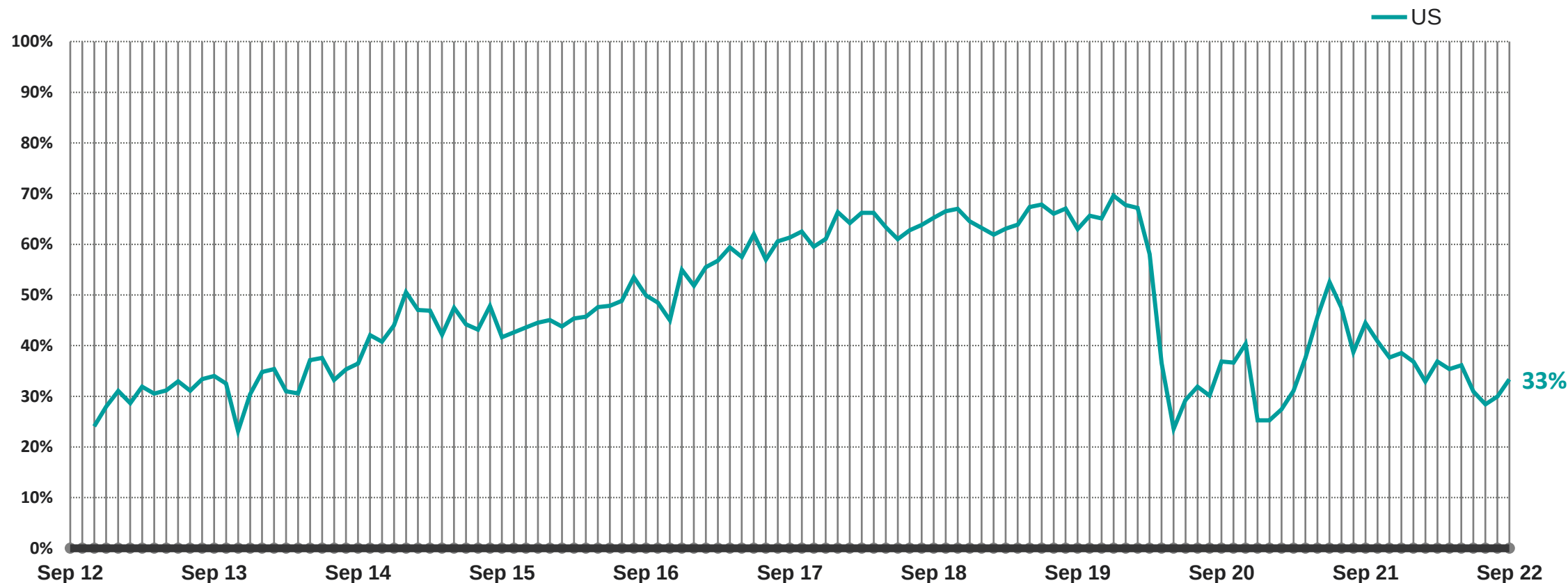


Base: Representative sample c. 500 adults aged 16-74 in South Korea, 2012 - 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: 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 US, 2012 - 2022.

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

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Filter: Country: World | Current Wave: Sep 22

METHODOLOGY

This 29-country Global Advisor survey was conducted between August 26th, 2022, and September 9th, 2022, via the Ipsos Online Panel system among 19,524 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Turkey and the United States, 20-74 in Indonesia and Thailand, 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, Thailand, 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, Thailand, 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.