

WHAT WORRIES THE WORLD?

October 2022



GAME CHANGERS



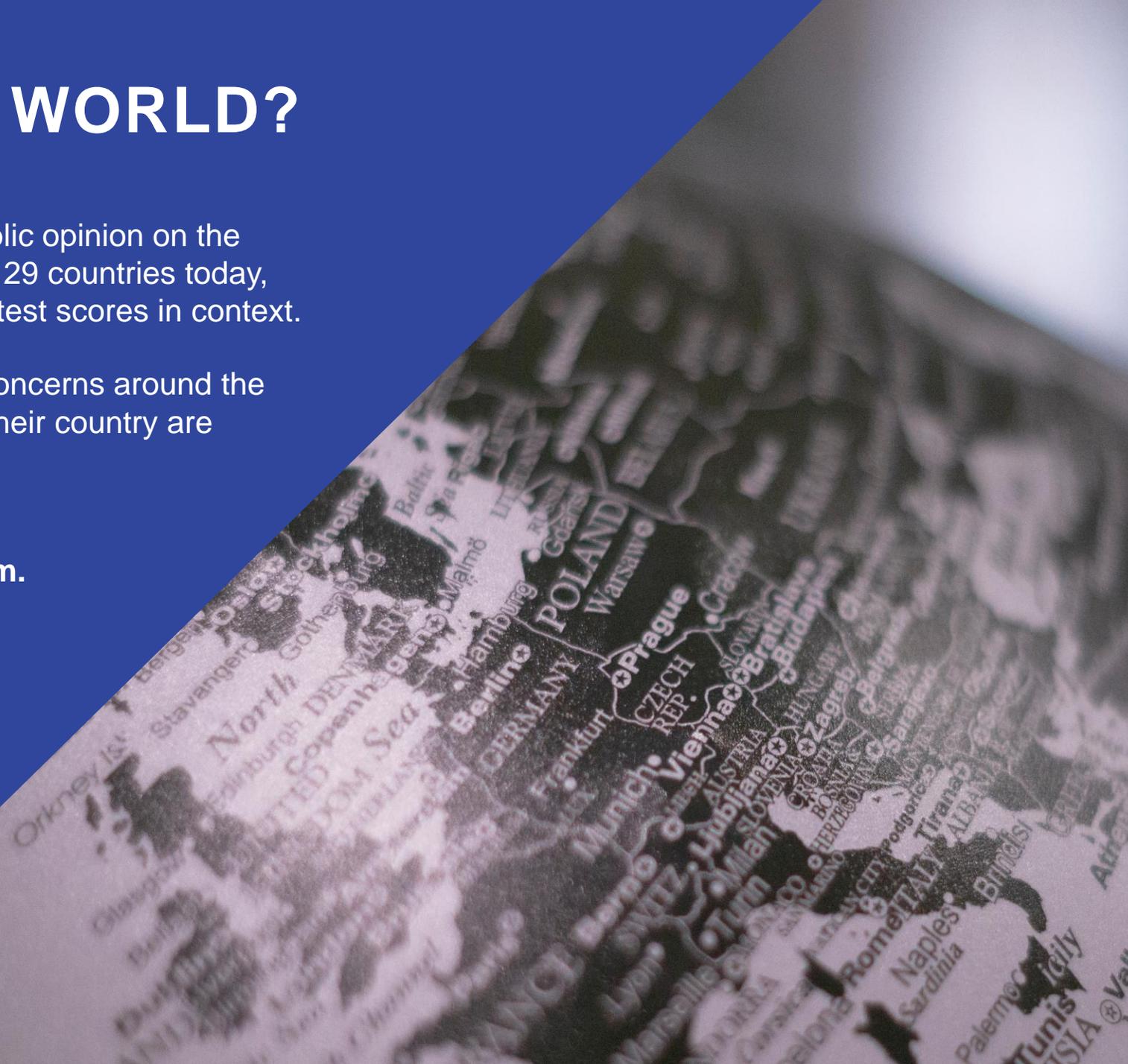
WHAT WORRIES THE WORLD?

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

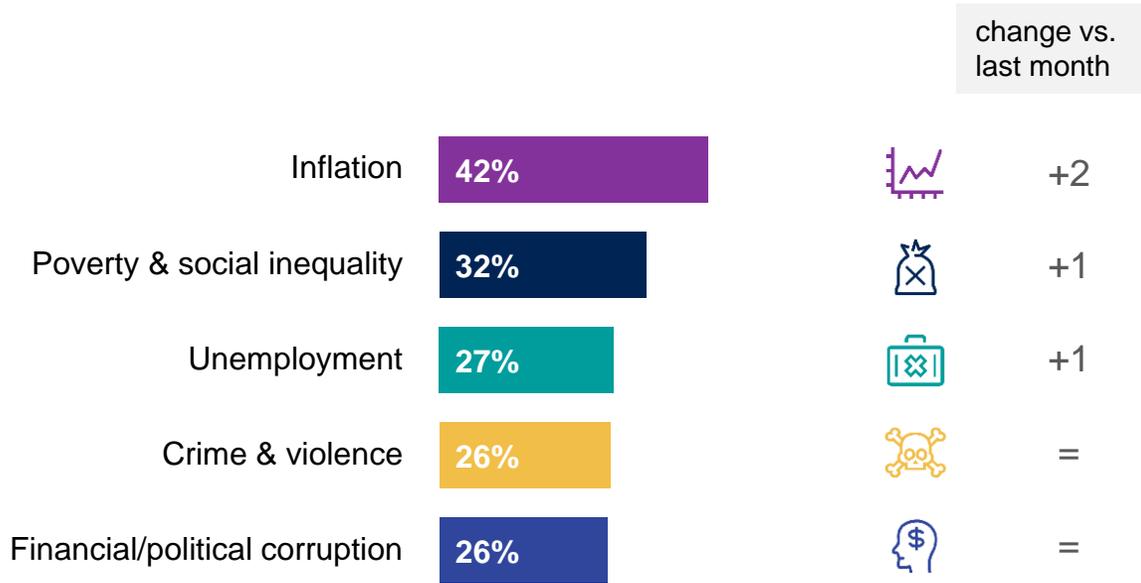
Please contact Teodros.Gebrekal@ipsos.com for more information.



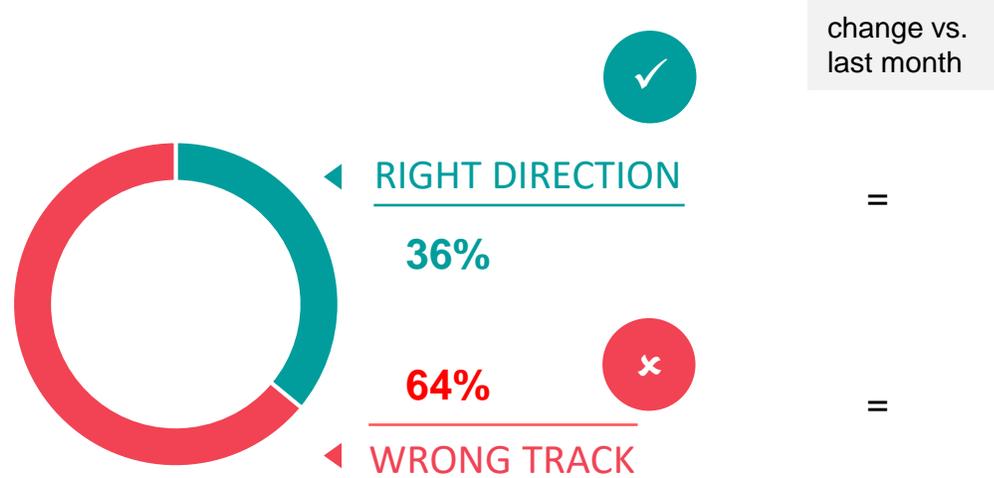
WHAT WORRIES THE WORLD? OCTOBER 2022

Inflation remains the number one concern globally for the seventh month in a row with 42% saying it is one of the biggest issues affecting their country. This is the highest inflation score since it was added in 2013. Coronavirus falls two spots this month to thirteenth, with worry falling to its lowest level since it was added to What Worries the World in 2020.

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 30,506 adults aged 16-74 in 29 participating countries, September 23rd 2022 - October 7th 2022.

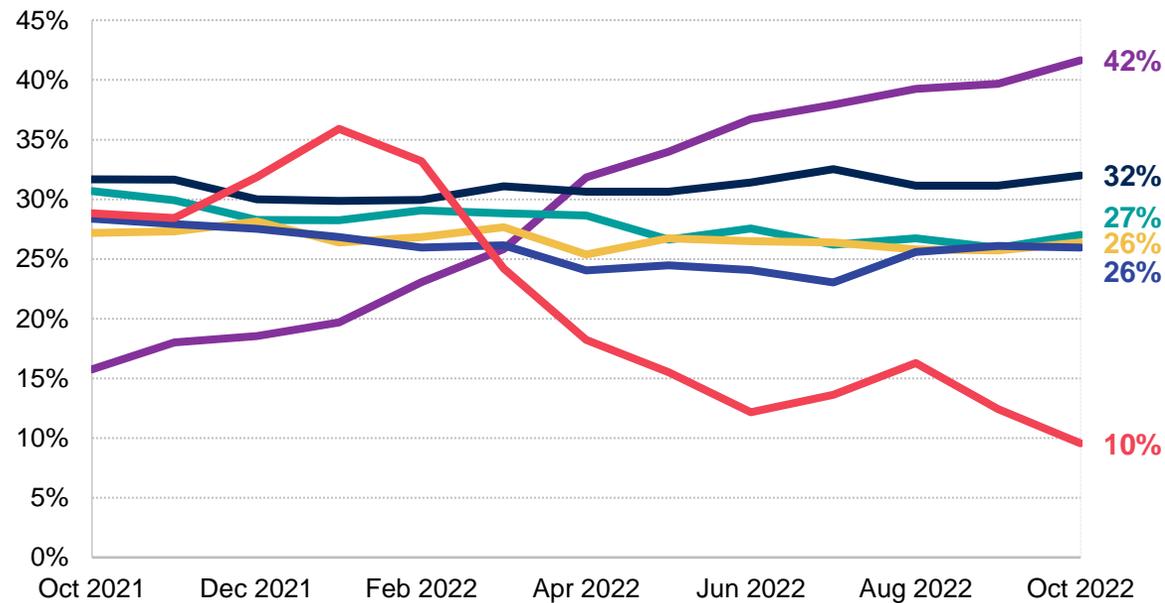
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



WHAT WORRIES THE WORLD? 12-MONTH TREND

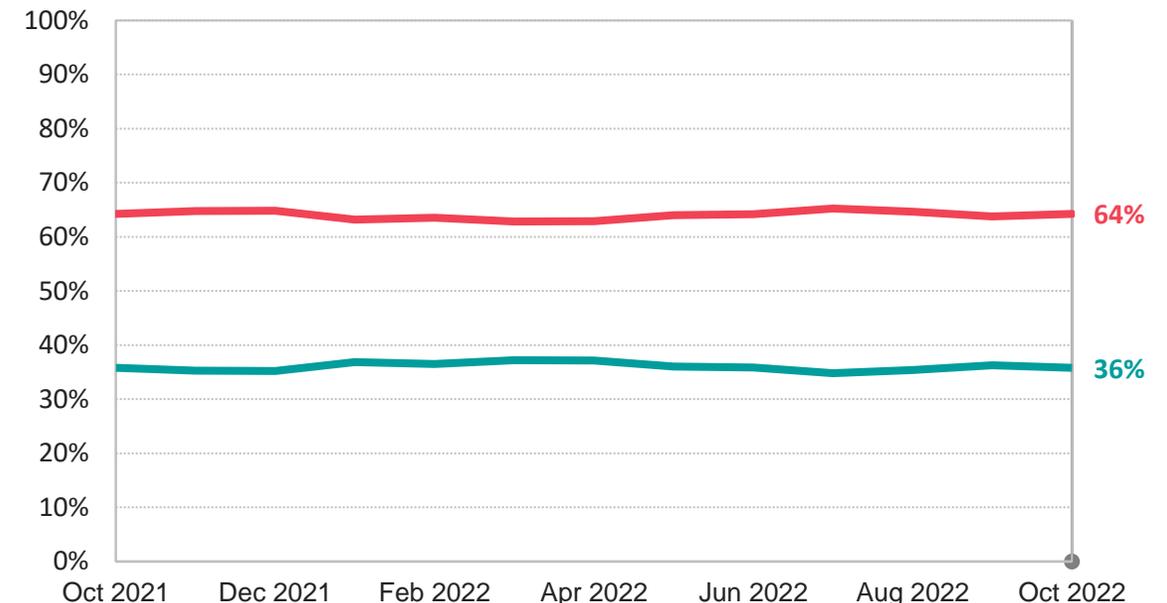
Q

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?



■ Right Direction ■ Wrong Track

Base: Representative sample of c.30,506 adults aged 16-74 in 29 participating countries, October 2021 - October 2022.

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

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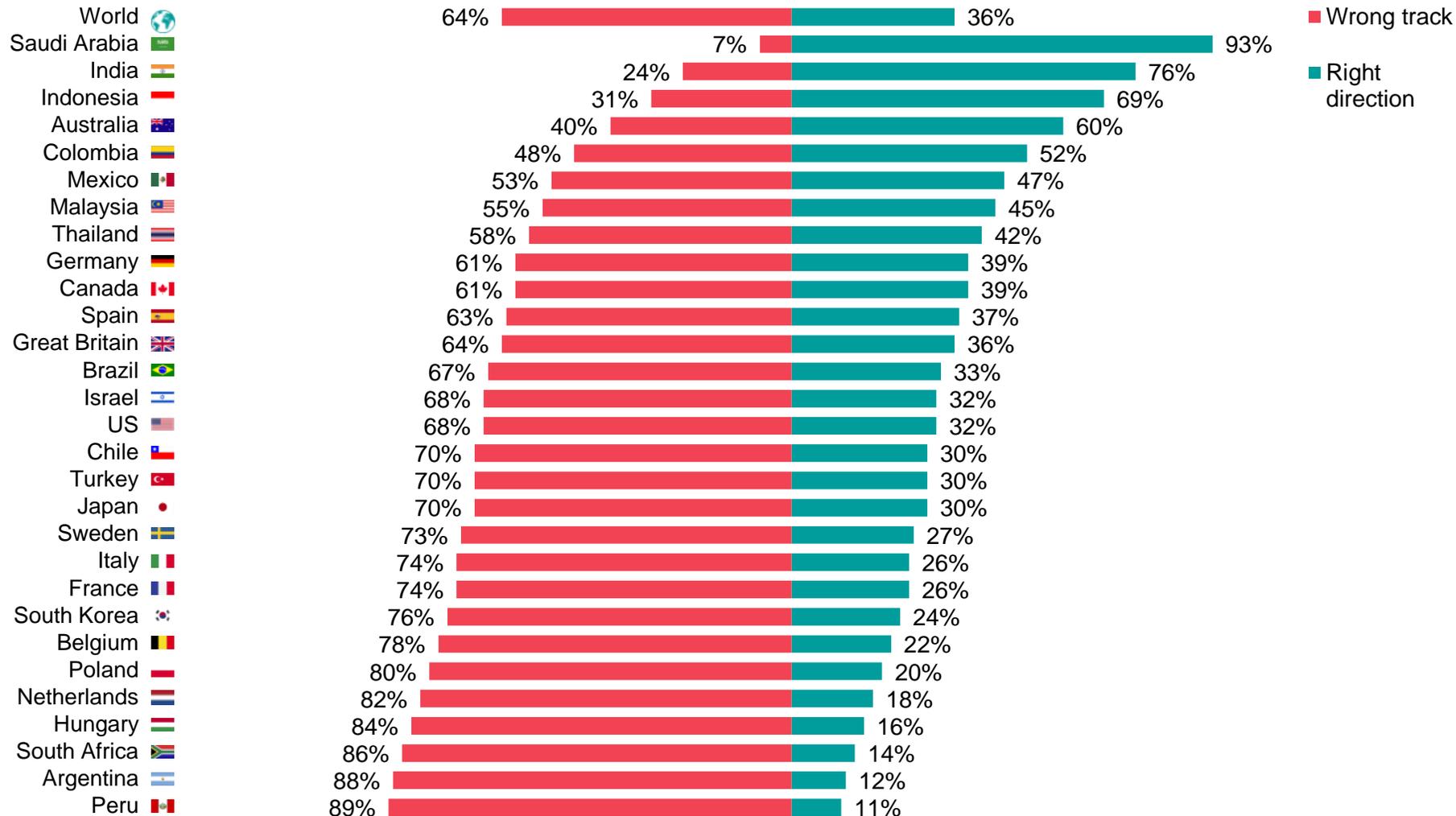


DIRECTION OF TRAVEL **ALL COUNTRIES**



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? (October 2022)



The global average of those who think their country is headed in the right direction is unchanged this month. More than one in three (36%) say their country is headed in the right direction, and 64% say things are on the wrong track.

Saudi Arabia remains most positive (93%), with India (76%) overtaking Indonesia on 69% (-12pp on September).

Peru (where 11% say things are moving in the right direction) and Argentina (12%) are the least optimistic with little change from last month.

Turkey has seen steady increases in the right direction since August, seeing +6pp for three months in a row.

Base: Representative sample of 30,506 adults aged 16-74 in 29 participating countries, September 23rd 2022 - October 7th 2022.

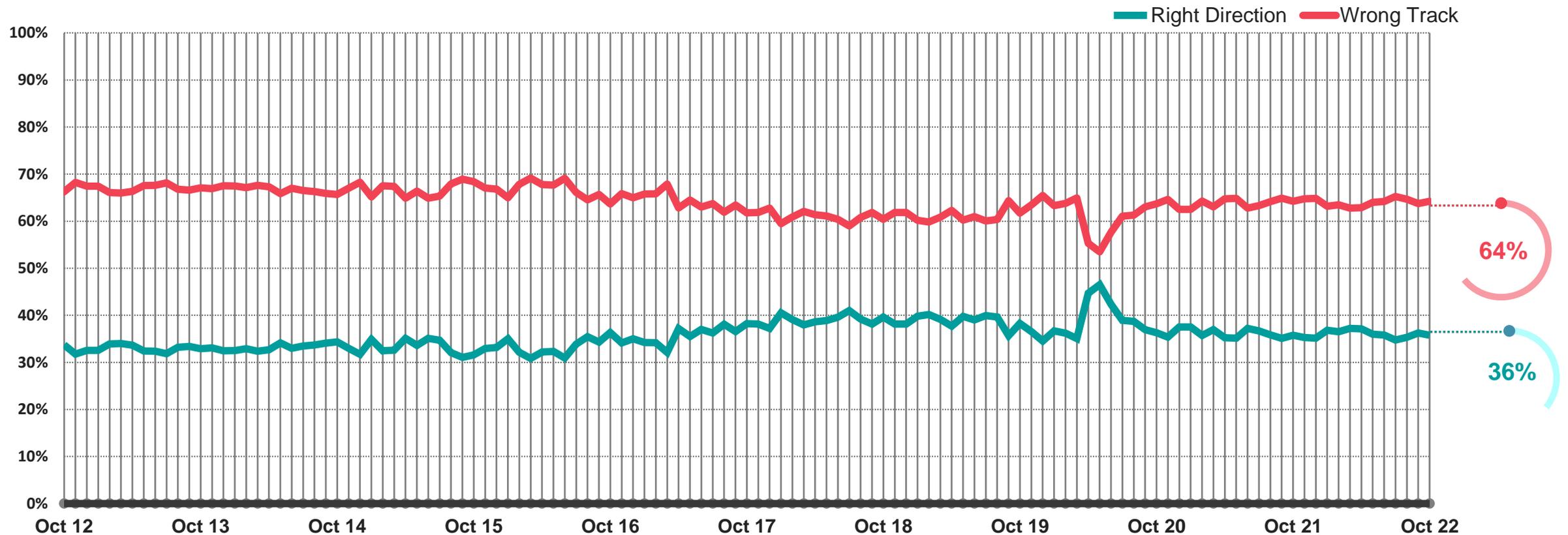
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

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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.30,506 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.*

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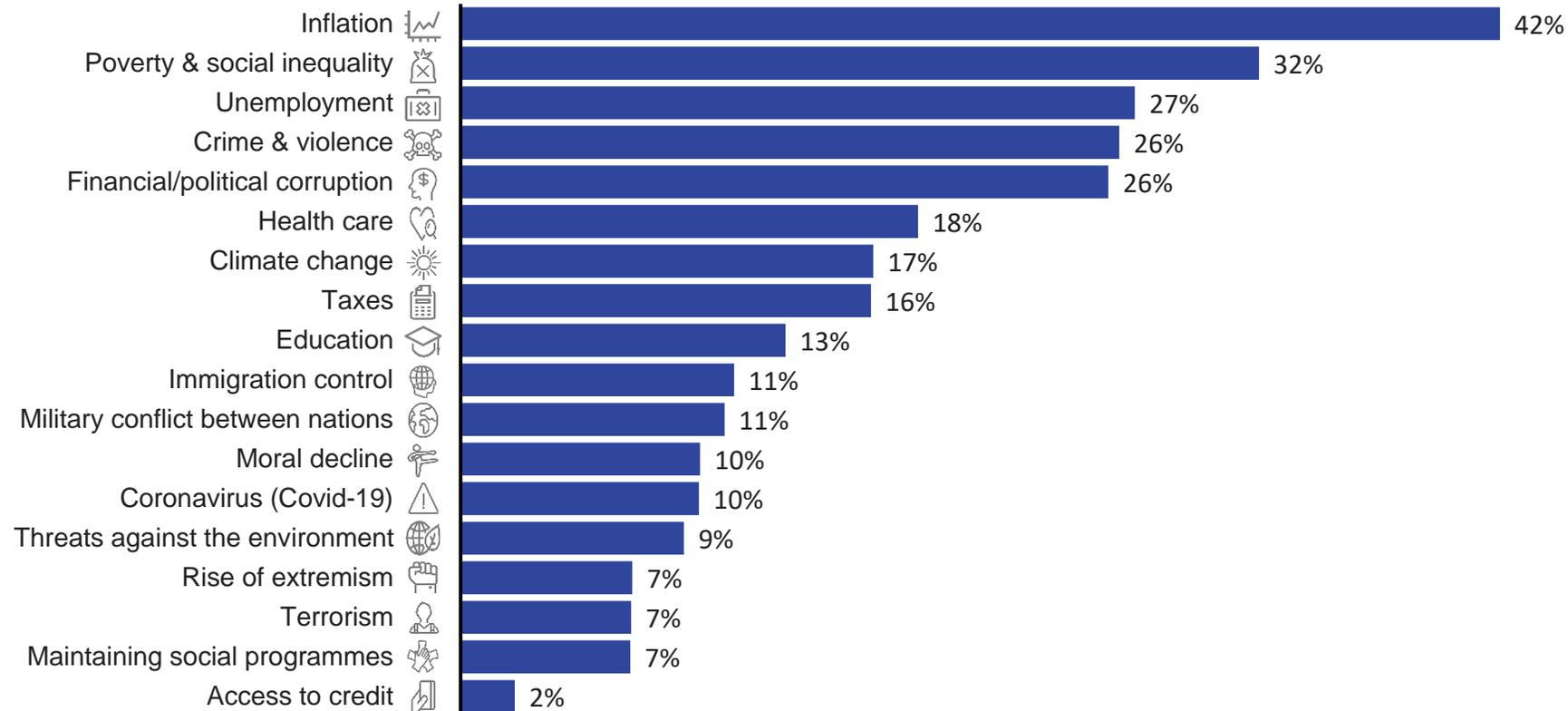
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in October 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 seven months. It has seen month-on-month increases in worry for 15 months in a row

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

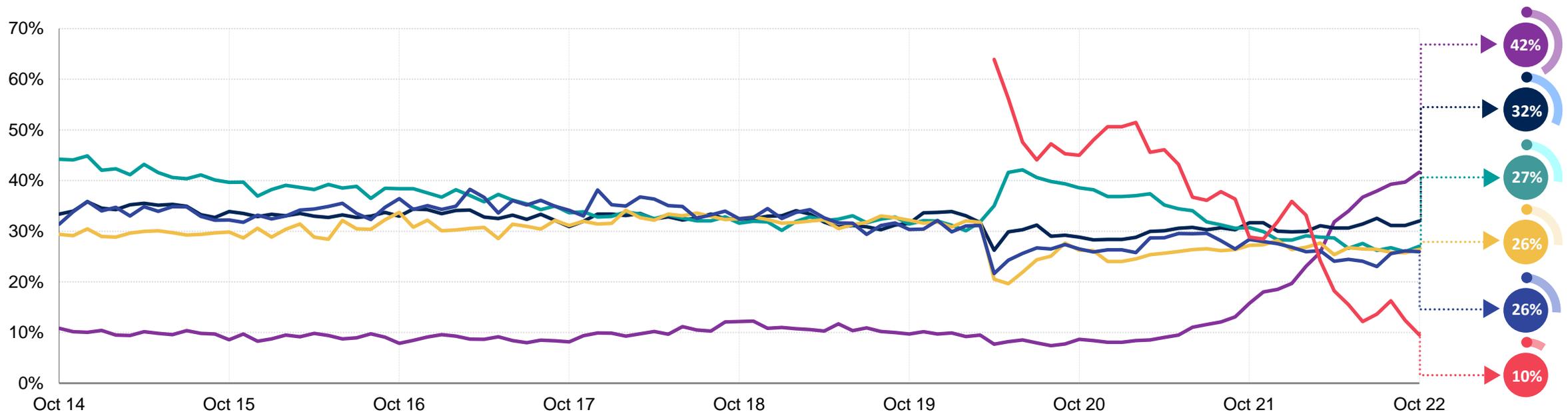
Covid-19 has fallen to joint 13th after a fall in concern in October.

Base: Representative sample of 30,506 adults aged 16-74 in 29 participating countries, September 23rd 2022 - October 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



Inflation



Poverty & social inequality



Unemployment



Crime & violence



Financial/political corruption

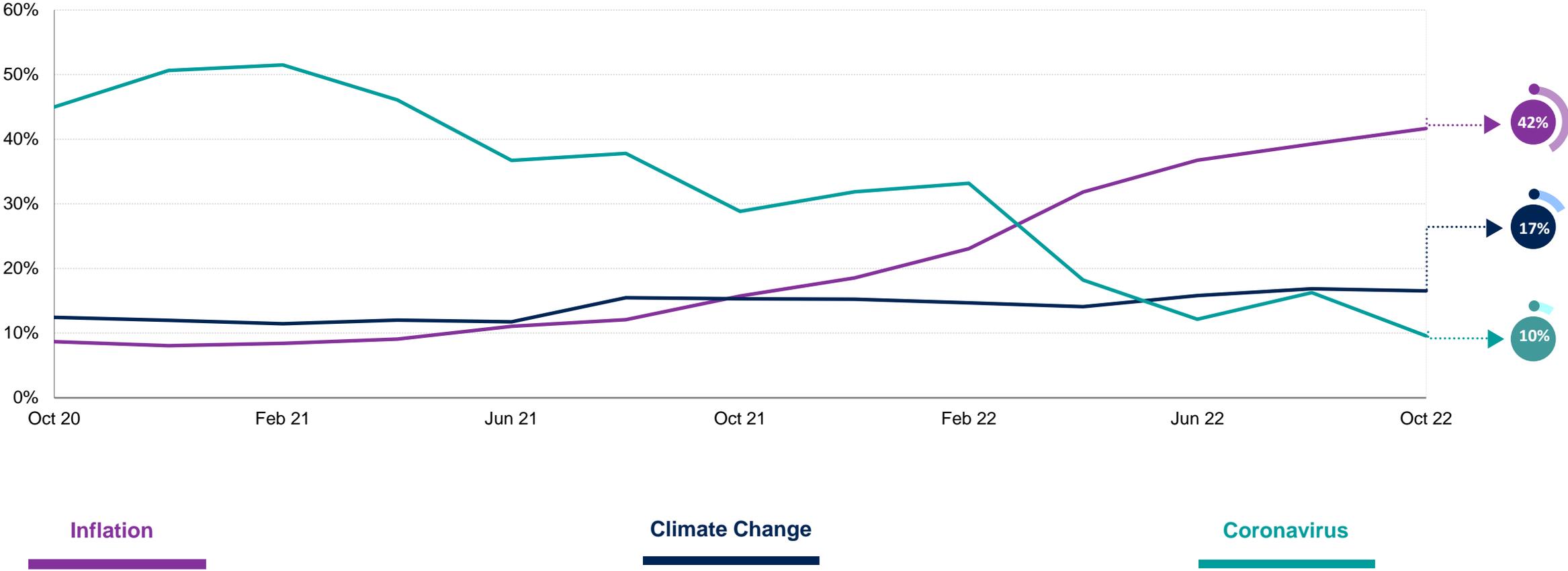


Coronavirus

Base: Representative sample of 30,506 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.*



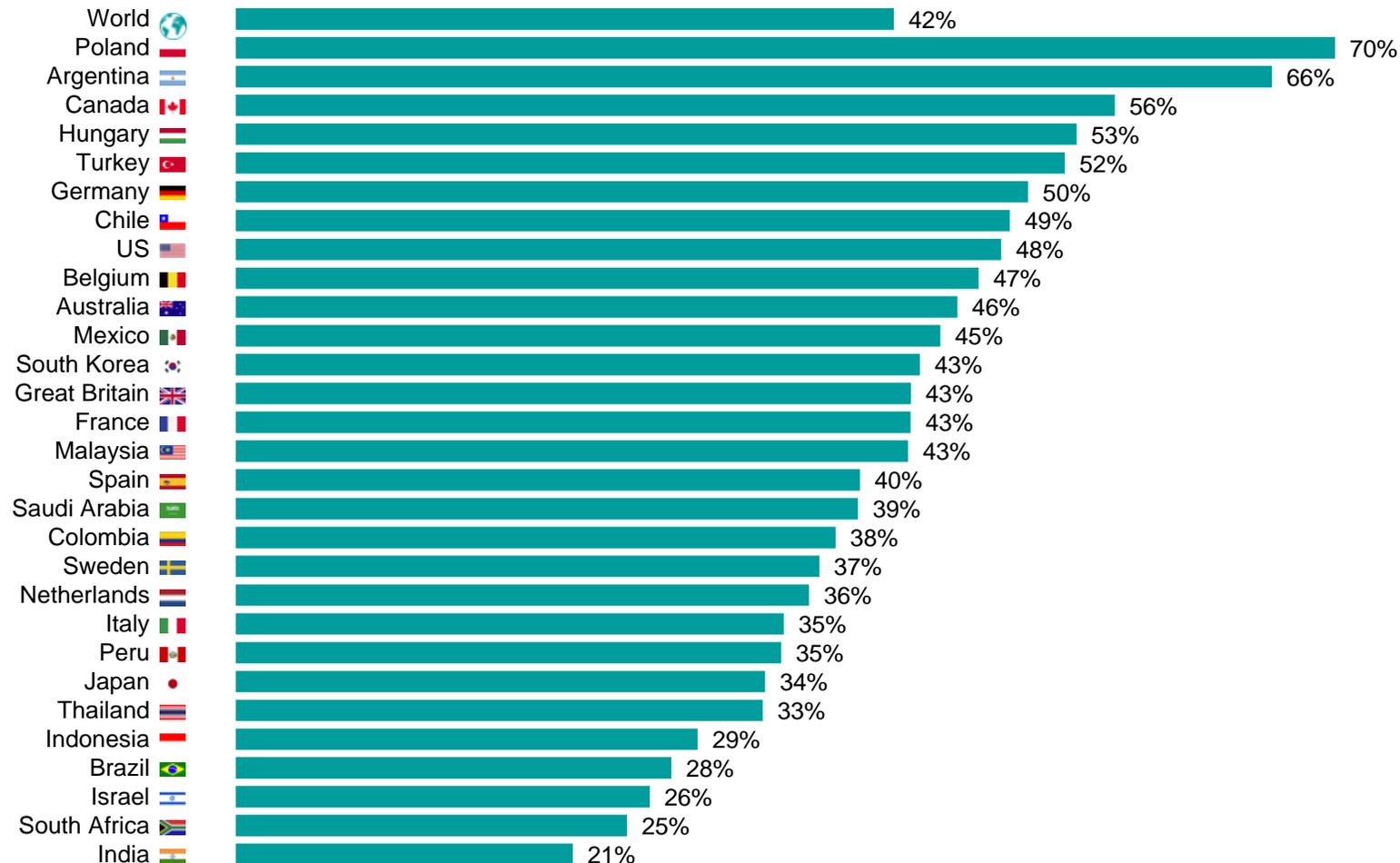
WORLD WORRIES: LONG-TERM TREND (INFLATION, CLIMATE CHANGE & CORONAVIRUS)



Base: Representative sample of c.30,506 adults aged 16-74 in 29 participating countries, October 2020 - October 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

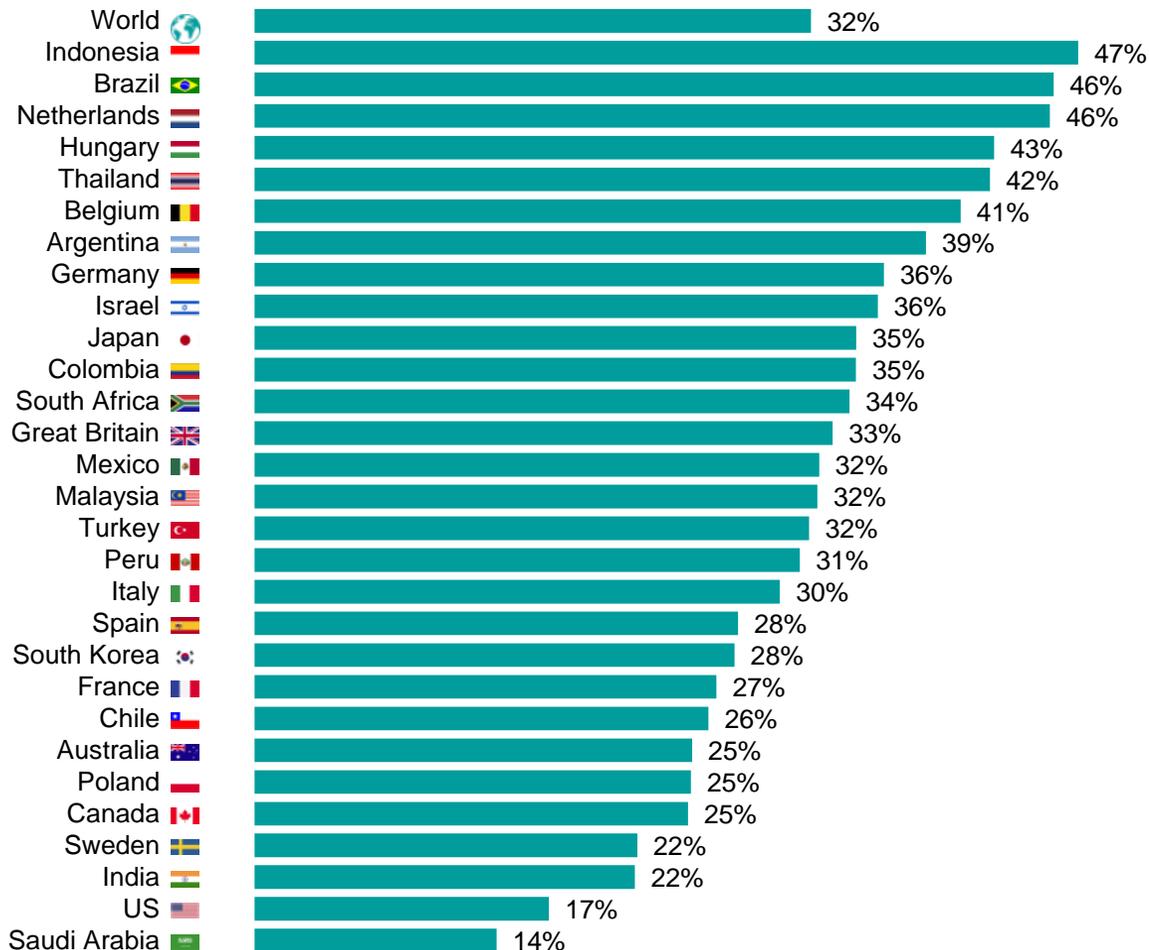


Inflation is the number one concern globally with over four in ten (42%) choosing it as one of the biggest worries affecting their country. With a 2pp increase since September, the figure for inflation has now risen for the 15th consecutive month.

Worry about rising prices has more than doubled since the beginning of the year, when 20% considered it a problem. (This time last year only 16% picked inflation as a worry). Six countries have more than one in two people choosing inflation and this rises to two-thirds in Argentina. Poland's concern for inflation (70%) is now higher than its worry for Covid was at its peak in 2020.

This October, 13 countries have inflation as their number one worry - Argentina, Australia, Belgium, Canada, France, Germany, GB, Hungary, Poland, Saudi Arabia, South Korea, the US, and Turkey.

2 | POVERTY & SOCIAL INEQUALITY



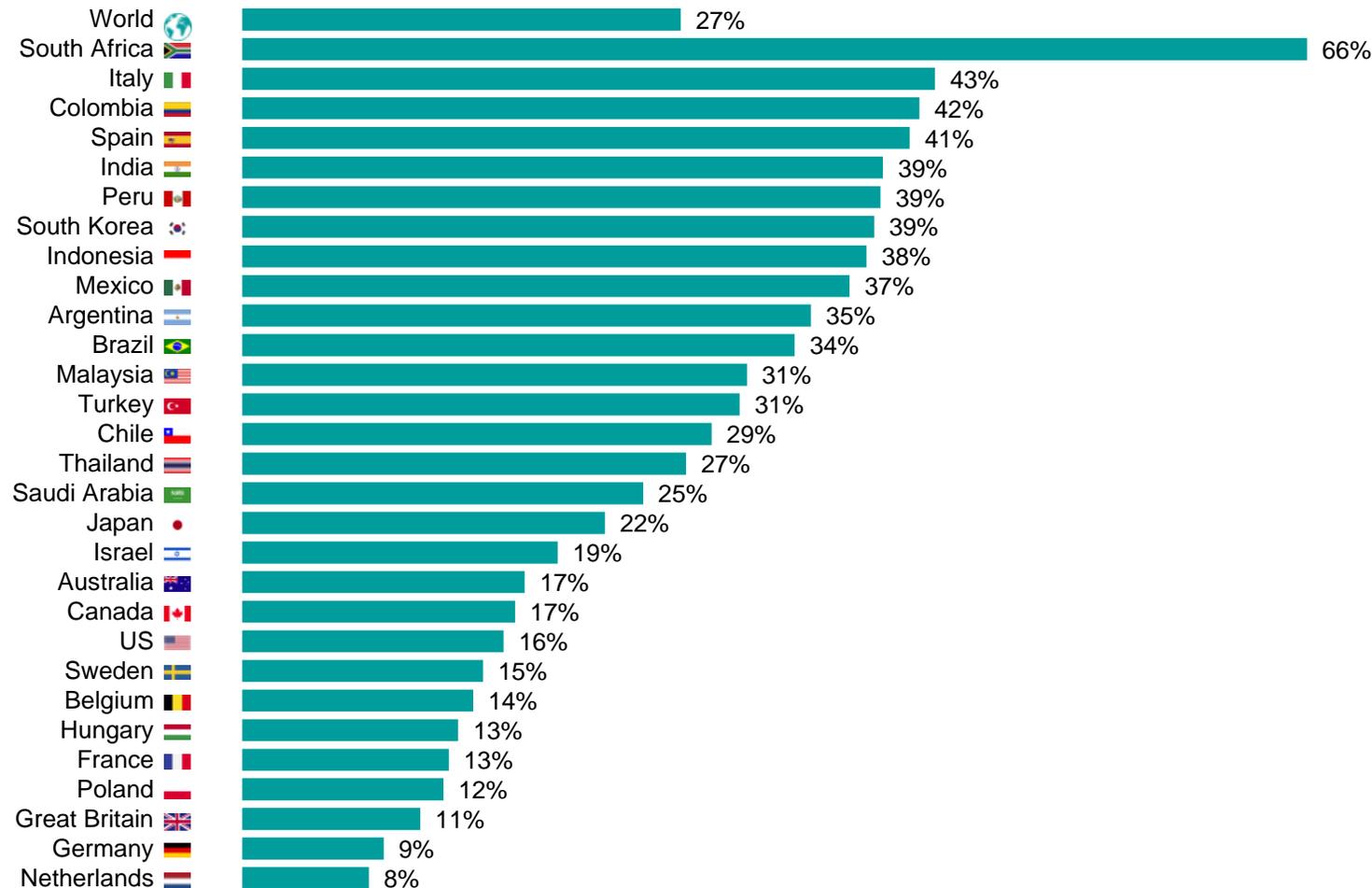
Almost one in three (32%) globally are worried about poverty & social inequality. It remains second in our list of 18 worries.

Indonesia has seen the biggest increase in worry this month (+7pp) and now has the highest score with Brazil and the Netherlands joint second (both 46%). Hungary was in the top spot last month at 46% but has dropped to fourth after a 3pp decrease.

Brazil, Japan, Netherlands, and Thailand are the countries where inequality is their top concern.

Saudi Arabia has the lowest level of worry about inequality (14%) after a 3pp fall from September, followed by the US, where 17% say it is a concern. India (22%) has fallen slightly from 25% last month.

3 | UNEMPLOYMENT

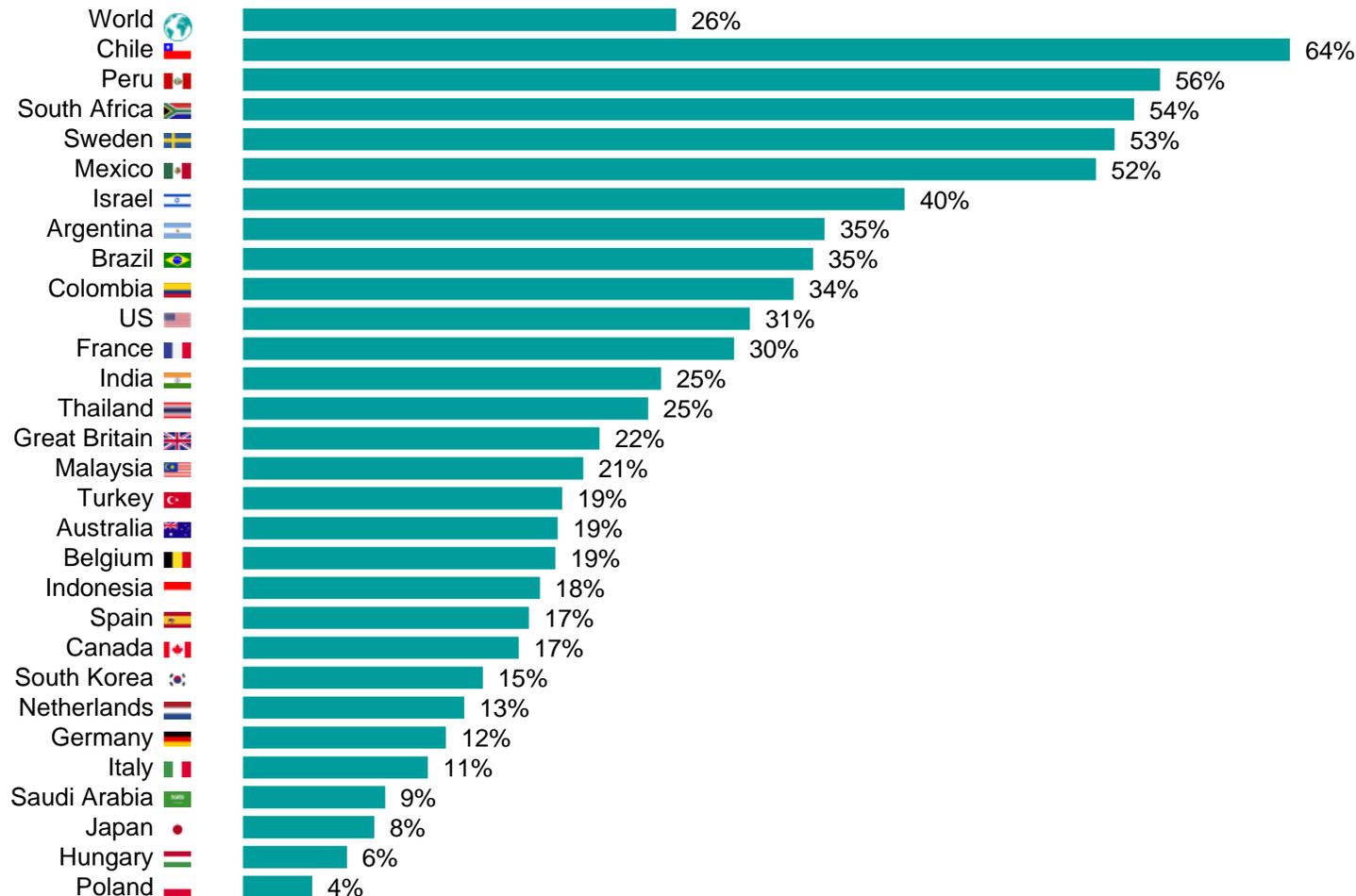


One in four (27%) globally choose unemployment as one of the biggest concerns affecting their country. Taking a longer-term view, concern is down 3pp compared with the same time last year, when the issue was second.

South Africa remains the most concerned country about jobs, with 66% choosing it. Italy remains the second most worried country, but concern is down by 3pp. The Netherlands and Germany are the least concerned about the issue (8% & 9%, respectively).

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

4 | CRIME & VIOLENCE



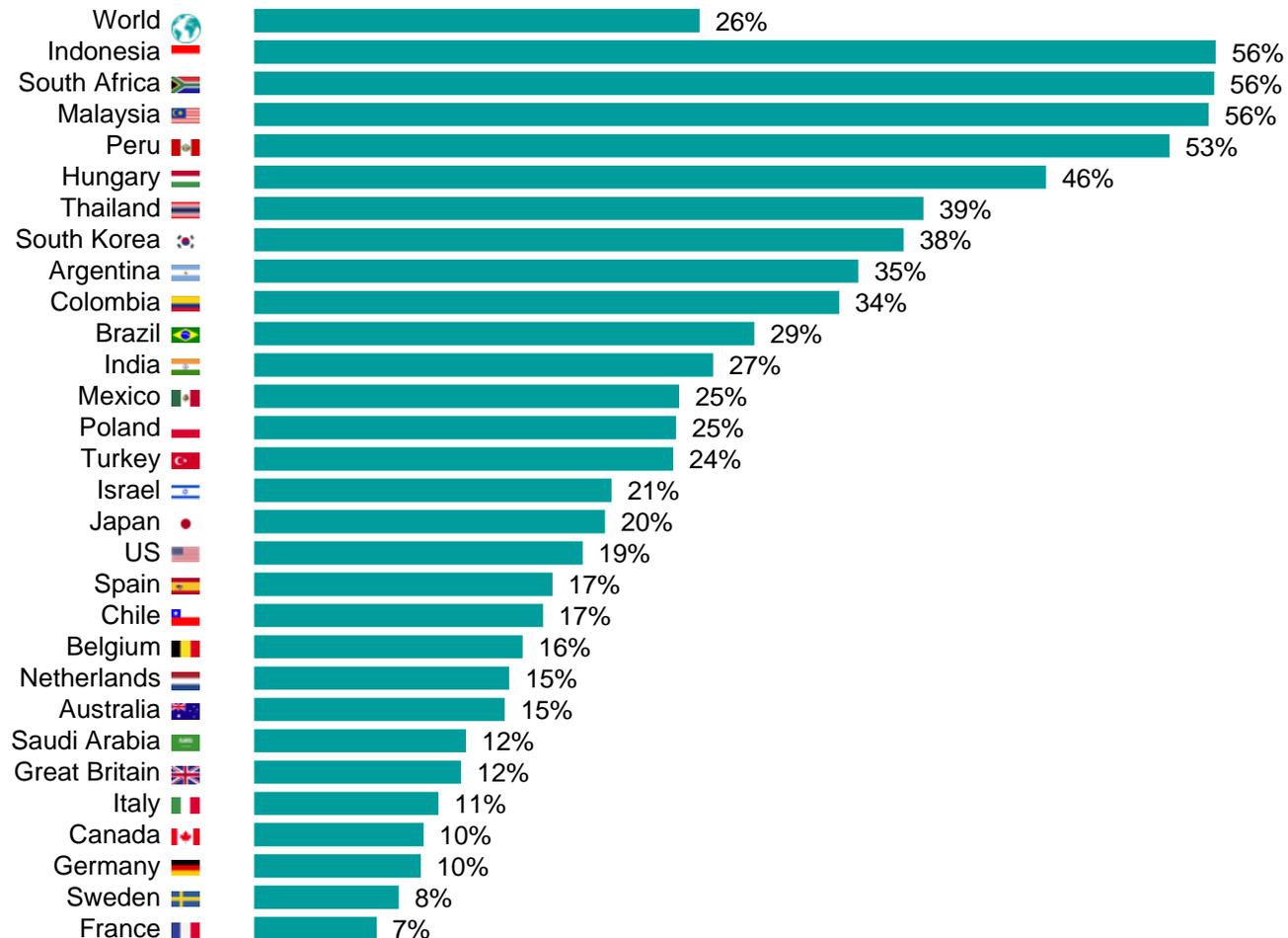
One in four globally (26%) have crime & violence as one of the biggest concerns affecting their country: no change on last month's figure.

Four countries have more than one in two choosing it as an issue. Chile remains the most concerned country, with 64% considering it a top worry. This is up 3pp on September, but 23pp higher than October 2021.

Peru is second most concerned with 56% picking it as a worry. This is up 3pp on last month and an increase of 16pp on October last year.

When it comes to crime, the four least concerned countries, with less than one in ten picking it as a concern, continue to be Saudi Arabia, Japan, Hungary, and Poland.

5 | FINANCIAL/POLITICAL CORRUPTION



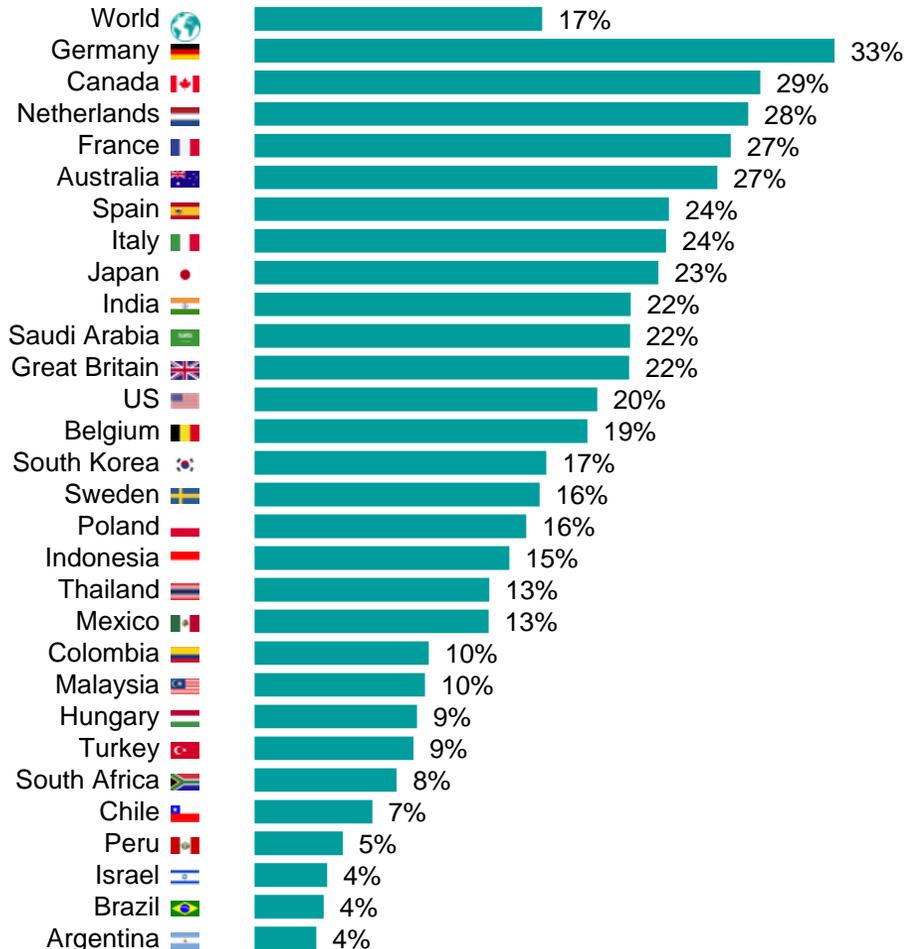
One in four (26%) choose financial/political corruption as one of the biggest issues affecting their country, unchanged from September.

Peru (-5pp) and Malaysia (-2pp) no longer remain the most concerned countries about corruption. Indonesia and South Africa (both 56%) have seen increases of +6pp and +8pp, respectively. Hungary (46%) makes up the rest of the top five.

In October, Malaysia and Indonesia have corruption has their number one concern. Two less countries than September.

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

7 | CLIMATE CHANGE



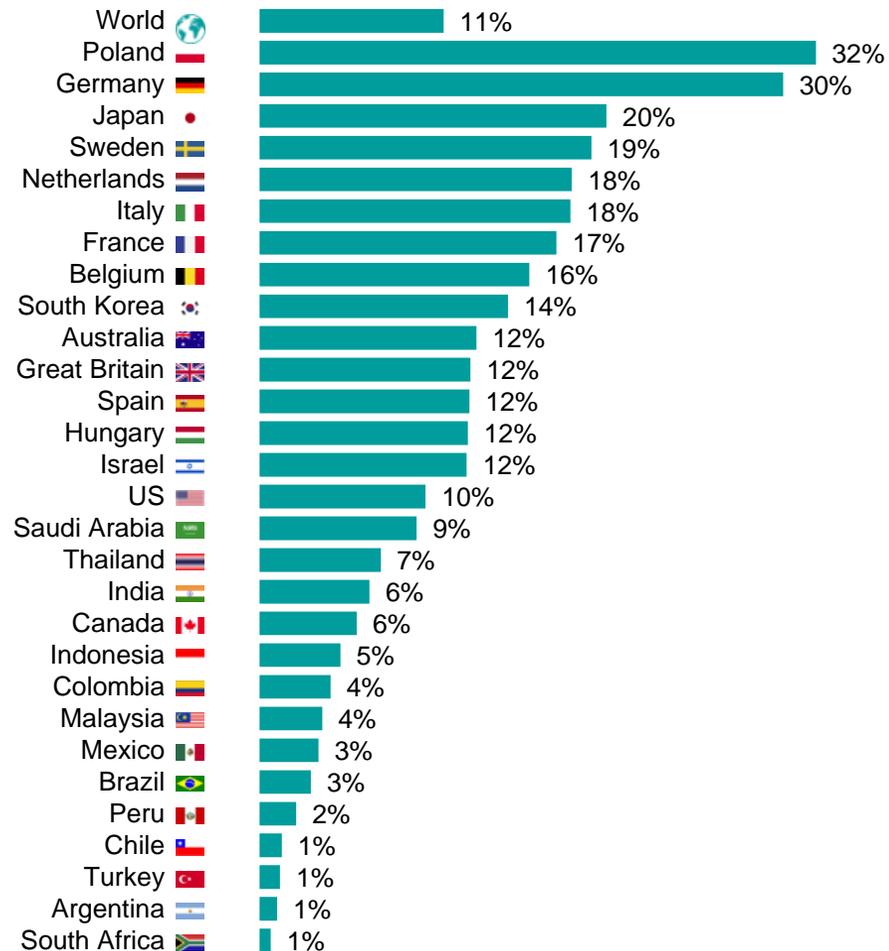
Around one in five (17%) say climate change is one of the biggest issues affecting their country.

France, previously the most concerned country globally, has dropped -7pp to 27%. Last month France recorded its highest ever score on climate change.

In France it is now the joint third concern with poverty. Germany (33%) is now the most concerned country but their level of worry is unchanged from last month. It is the third biggest concern within Germany, behind poverty and inflation.

Canada has made a notable increase from September, increasing +4pp to 29%, and is now second on the list. Climate change is now Canada's third highest worry. Australia has just over a quarter (27%) worried, this is down -5pp from September.

11 | MILITARY CONFLICT BETWEEN NATIONS

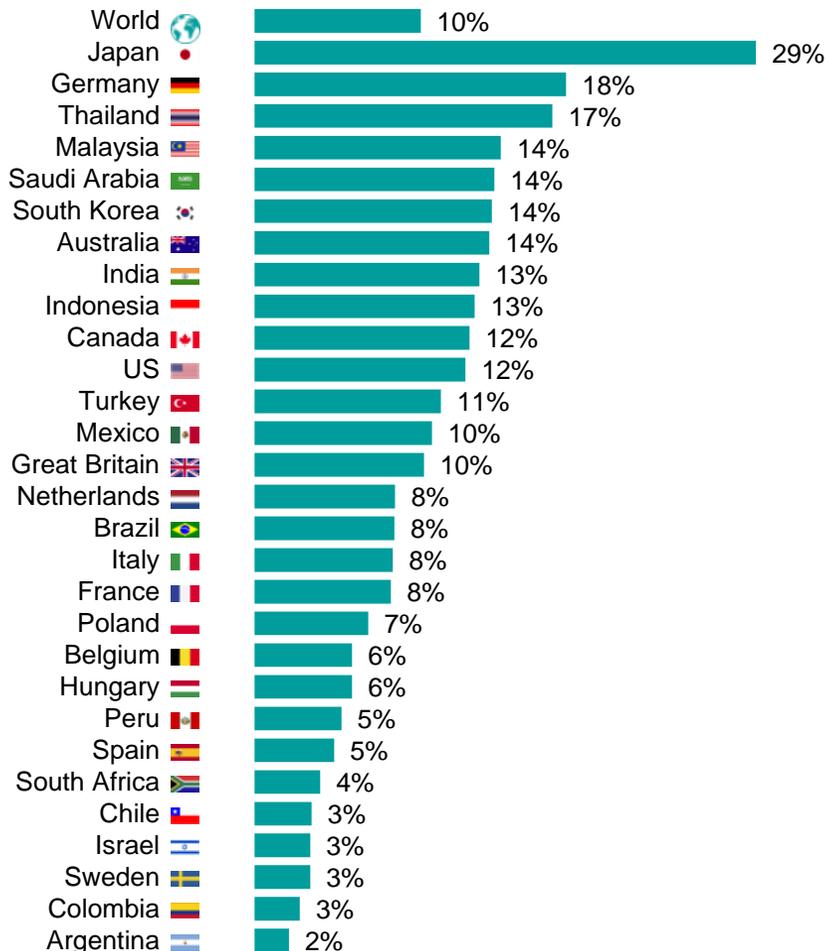


Military conflict between nations (11%) has moved up three places from last month and is now 11th on our list of 18 worries. Concern has increased by +3pp globally and has now overtaken Covid-19 as a worry.

Poland and Germany still remain the most concerned and have been since its addition in April 2022. Both countries have moved +5pp since September. It is Poland's second biggest worry, behind inflation. However, it is 6pp down from April 2022.

Sweden (19%) and the Netherlands (18%) have both experienced a big jump of +11pp from last month. It is not in the top five concerns for the Netherlands but is joint fourth worry in Sweden, alongside health care.

13 | CORONAVIRUS (COVID-19)



Coronavirus is now at the lowest level since it was added to our list of 18 worries in April 2020. One in ten (10%) choose it as an issue affecting their country, down 2pp from September, and it has fallen to 13th on our list of global worries.

Although Japan (29%) is still the top of the list, their level of worry has declined by 11pp and is no longer the country's top concern. This level of worry is down 21pp from this time last year. South Korea (14%) has also dropped 11pp from September. Thailand (17%) has decreased by 8pp and Malaysia (14%) by 10pp.

Despite recording their lowest level last month, Great Britain (10%) has increased slightly by 3pp. Sweden (3%) has now equalled its lowest recording (back in July this year) by losing 3pp since September.

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/>

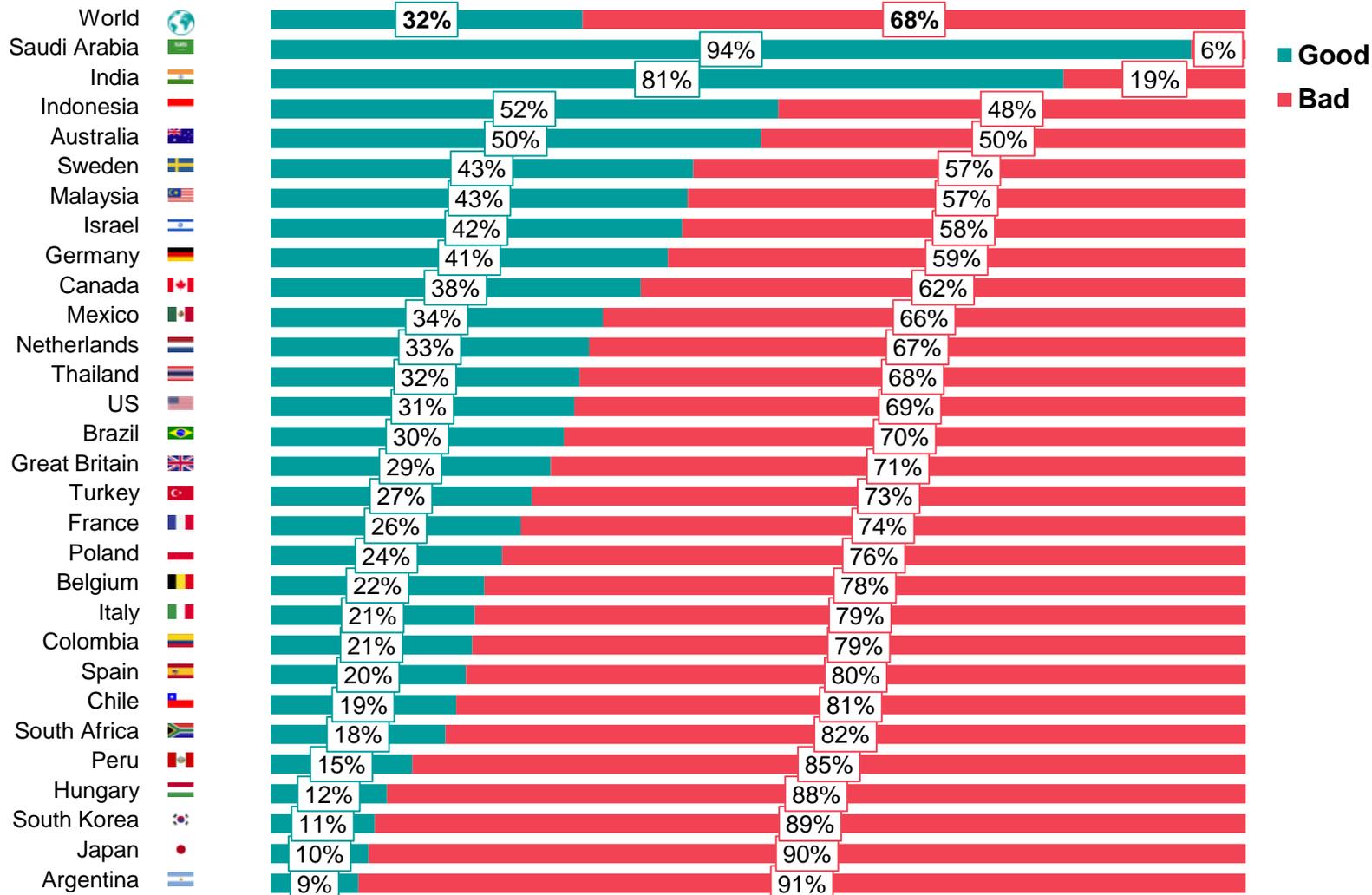
Please contact: Nicolas.Boyon@Ipsos.com for more information.



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?



A global average of 32% describe their country's current economic situation as "good" in October 2022, down slightly (-1pp) from last month.

Since last month, the "good" economic situation score has increased most in Great Britain (+6pp), Turkey (+4pp), Brazil and France (both +3pp).

More than eight in ten people (81%) in India describe their country's current economic situation as "good", the country's highest score since August 2017 (82%).

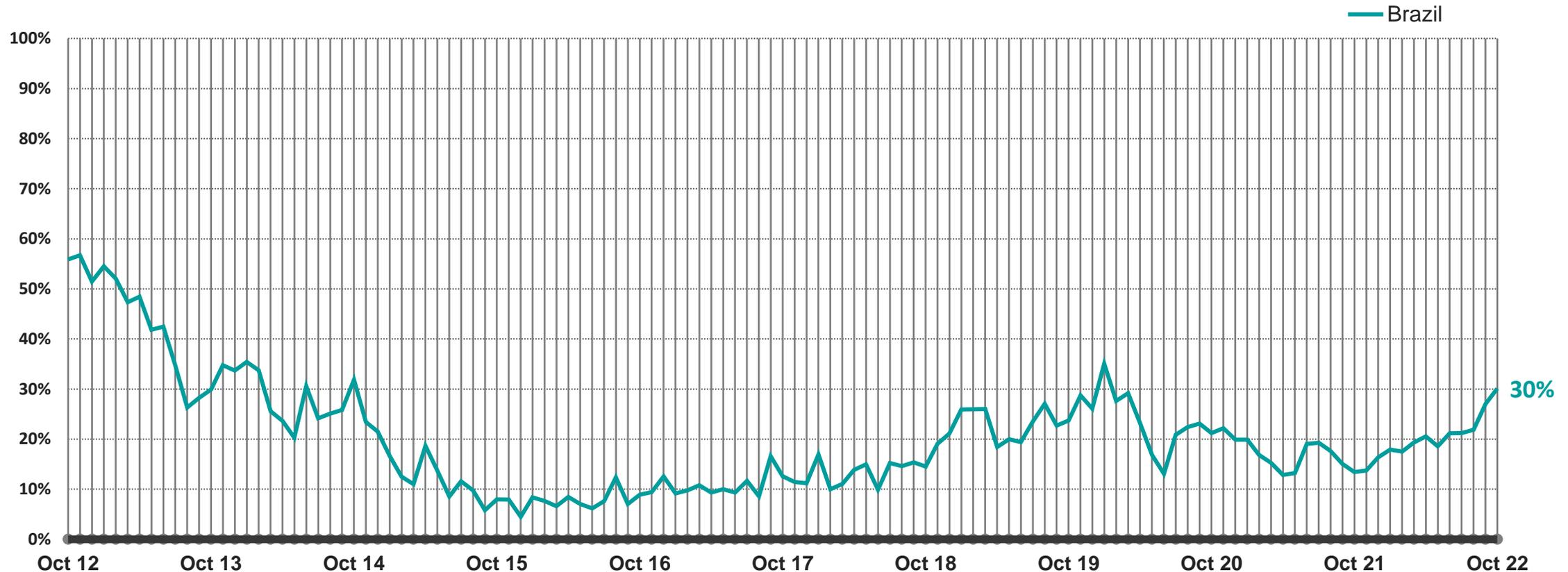
Meanwhile, two countries have seen a double-digit decrease in their "good" economy score: Indonesia (-12pp to 52%) and Hungary (-11pp to 12%).

Germany and Sweden continue their downward trend, with Germany (41% this month) recording its lowest score since June 2010 and Sweden (43% this month) recording a new all-time low.

CURRENT ECONOMIC SITUATION: BRAZIL

Apart from in January 2020, Brazil's score has not reached 30% since October 2014 (32%).

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.*

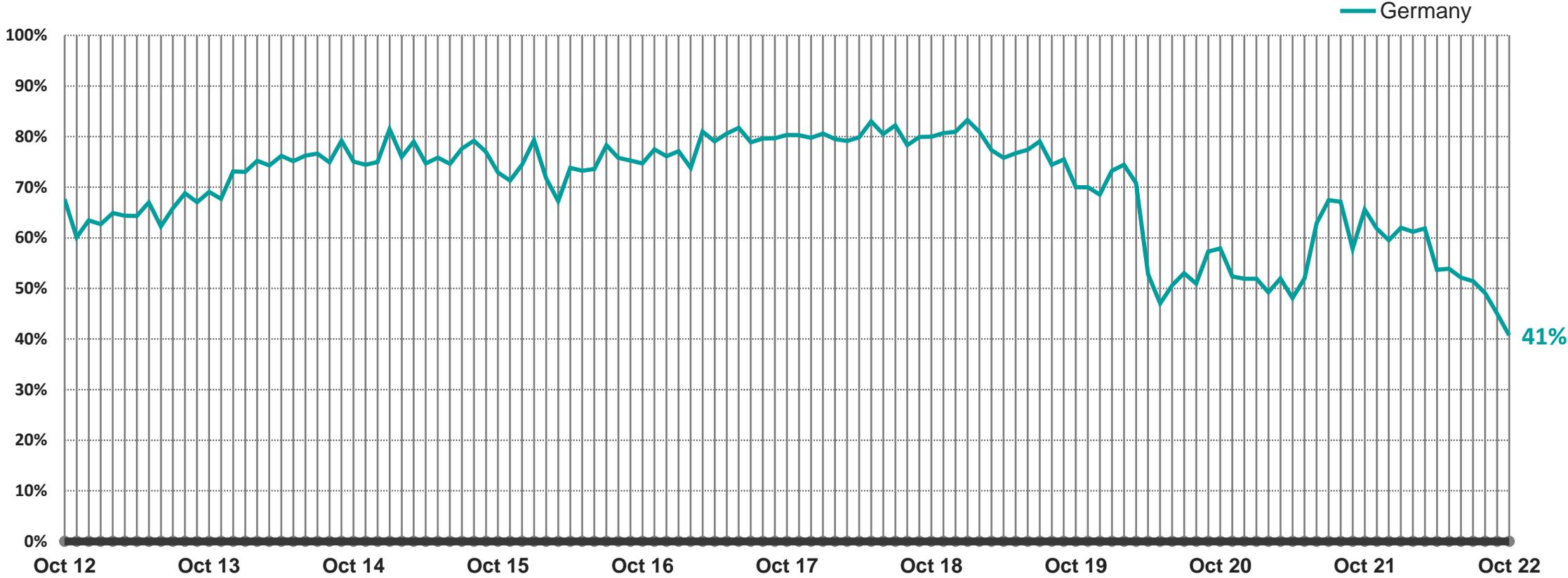
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CURRENT ECONOMIC SITUATION: GERMANY

Germany's score has dropped a further 4pp this month and is now only 4pp higher than its lowest ever score (37% in March 2010).

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



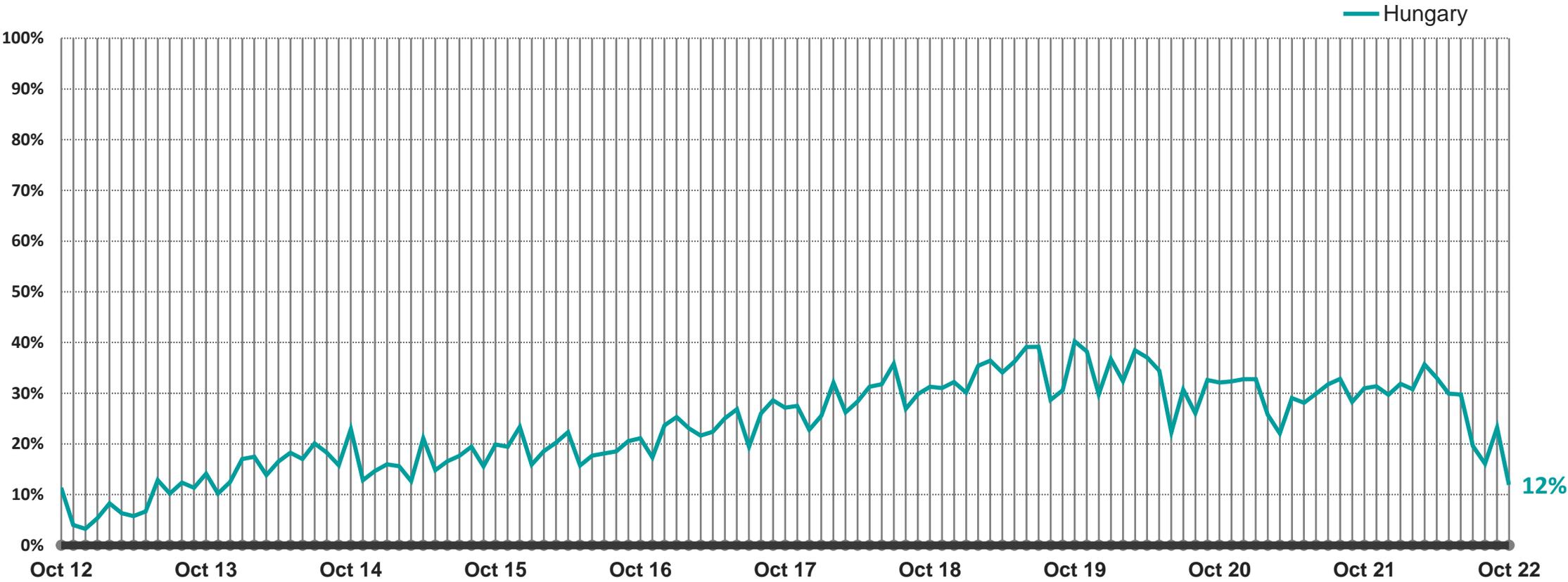
Base: Representative sample c. 1000 adults aged 16-74 in Germany, 2012 - 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: HUNGARY

After a 7pp increase last month, October 2022 marks Hungary's lowest "good" economy score since October 2013 (10%).

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



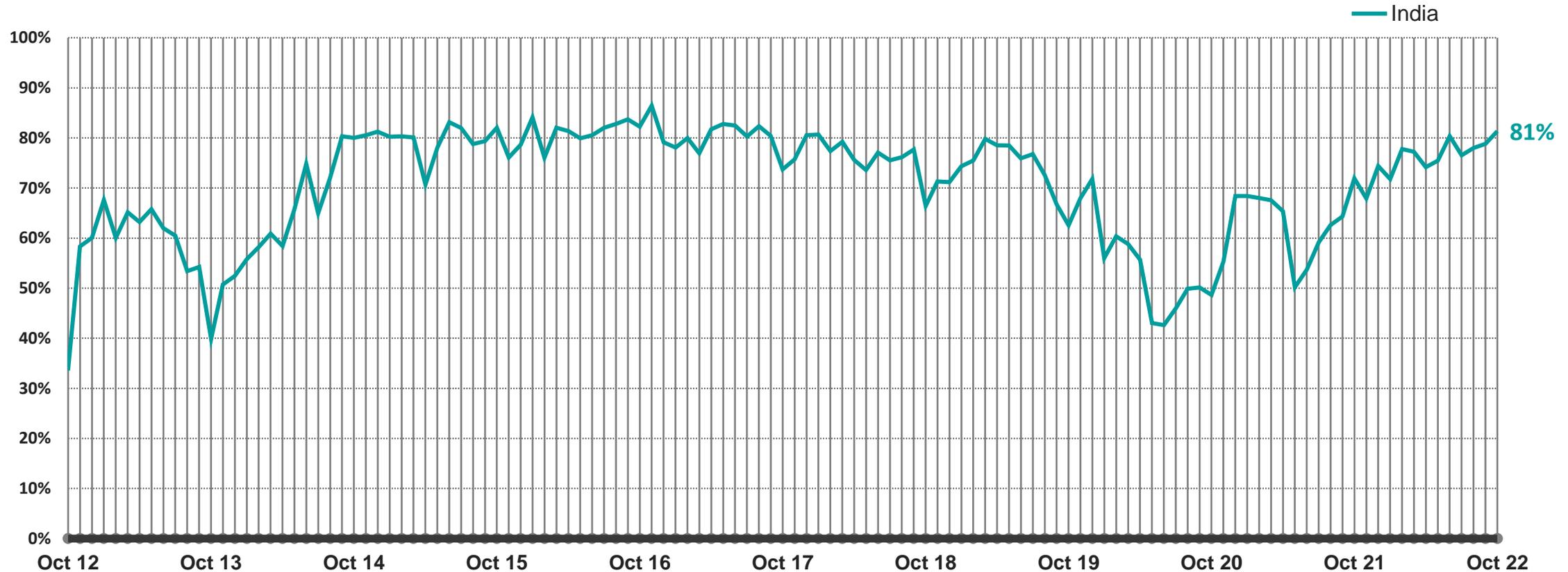
Base: Representative sample c. 500 adults aged 16-74 in Hungary, 2012 - 2022.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



CURRENT ECONOMIC SITUATION: INDIA

This month, India's "good" economy score is its highest since August 2017 (82%).

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 India, 2012 - 2022.

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

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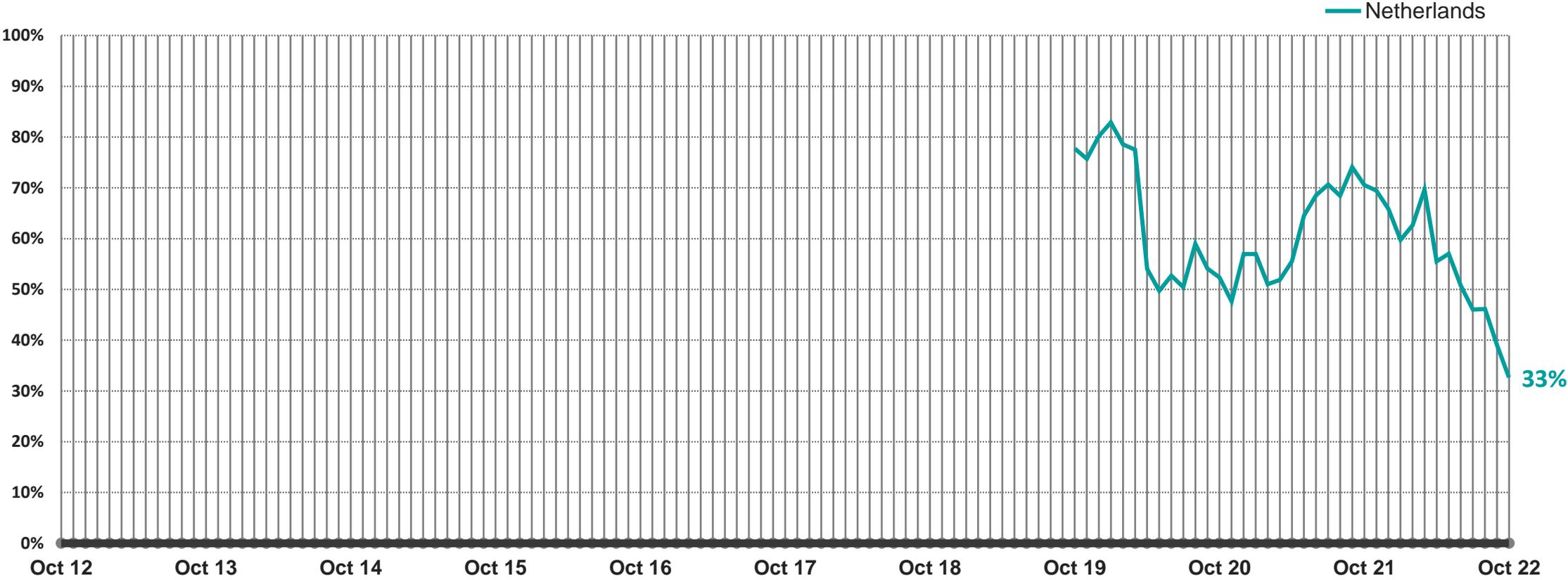
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CURRENT ECONOMIC SITUATION: NETHERLANDS

Down a further 6pp this month, Netherlands has recorded a new lowest score since it was included in the survey.

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



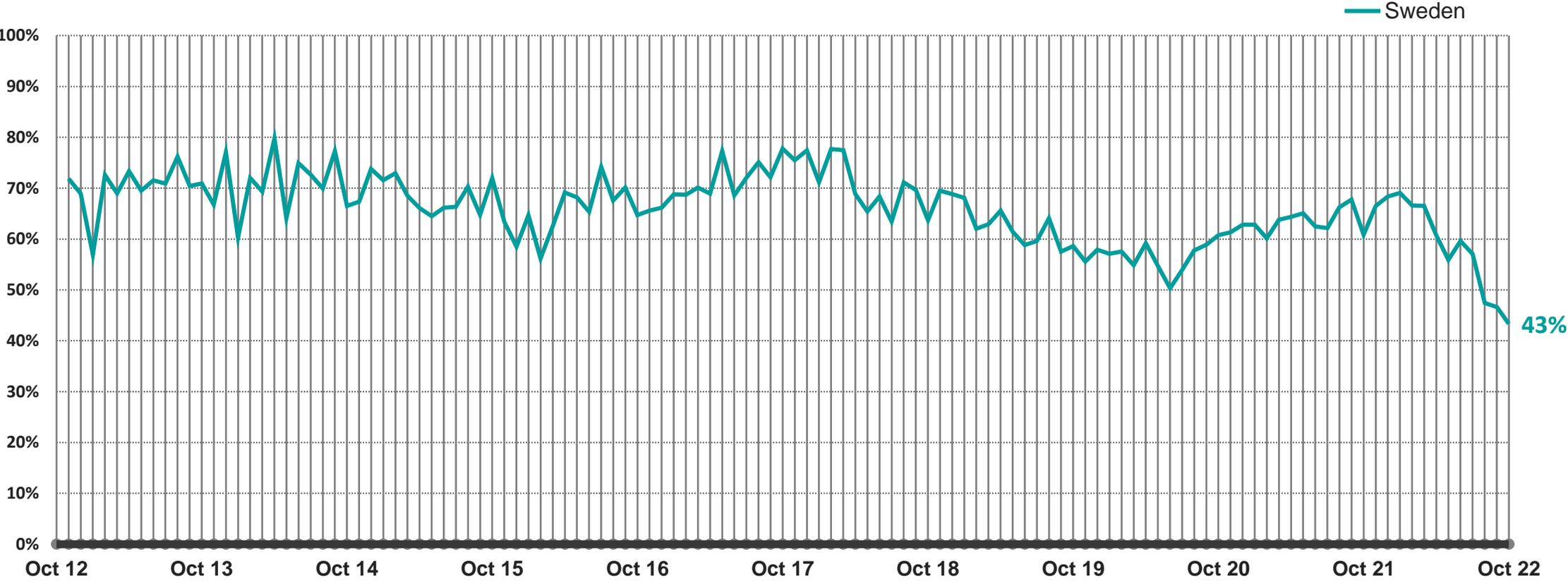
Base: Representative sample c. 500 adults aged 16-74 in Netherlands, 2012 - 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: SWEDEN

Sweden's score has fallen a further 4pp from last month, marking a new all time lowest score (43%).

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 29-country Global Advisor survey was conducted between September 23rd 2022 and October 7th 2022 via the Ipsos Online Panel system among 30,506 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.