

WHAT WORRIES THE WORLD?

February 2023



GAME CHANGERS



WHAT WORRIES THE WORLD?

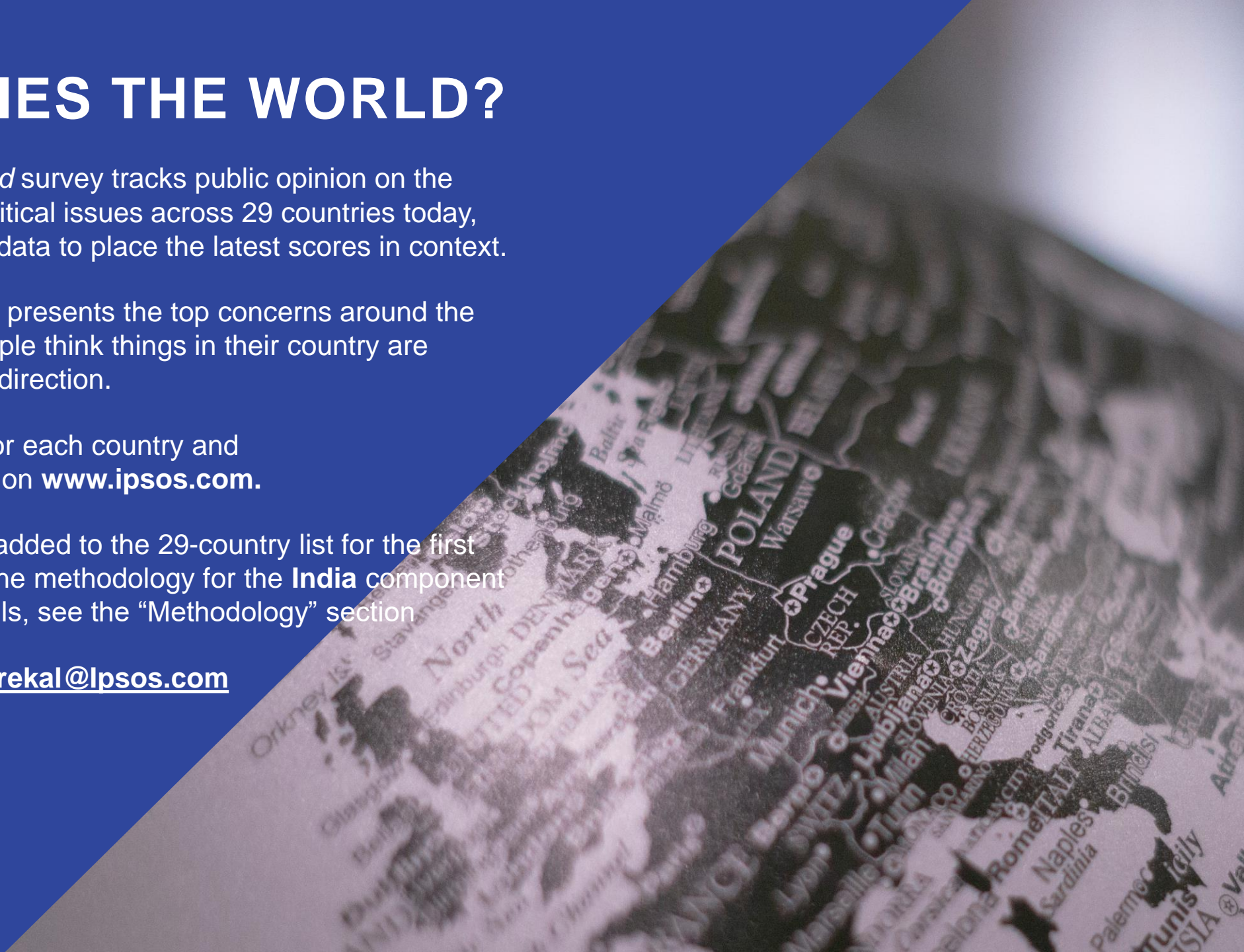
Ipsos' *What Worries the World* survey tracks public opinion on the most important social and political issues across 29 countries today, drawing on over ten years of data to place the latest scores in context.

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**.

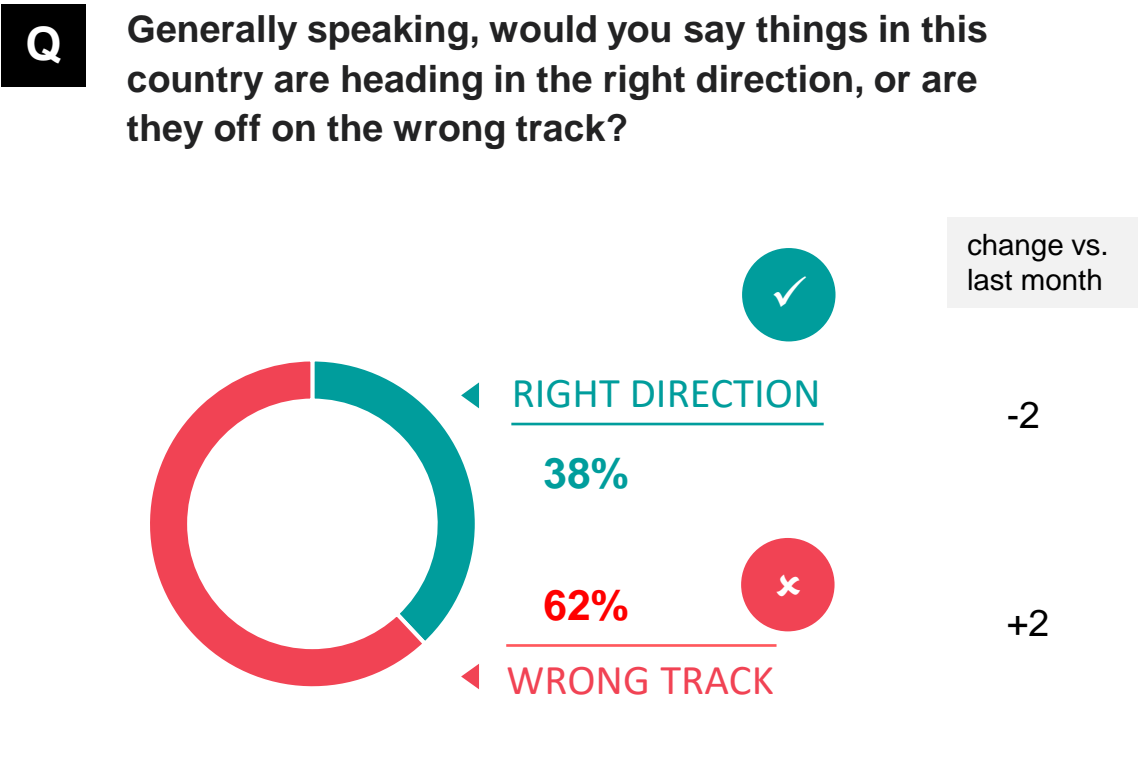
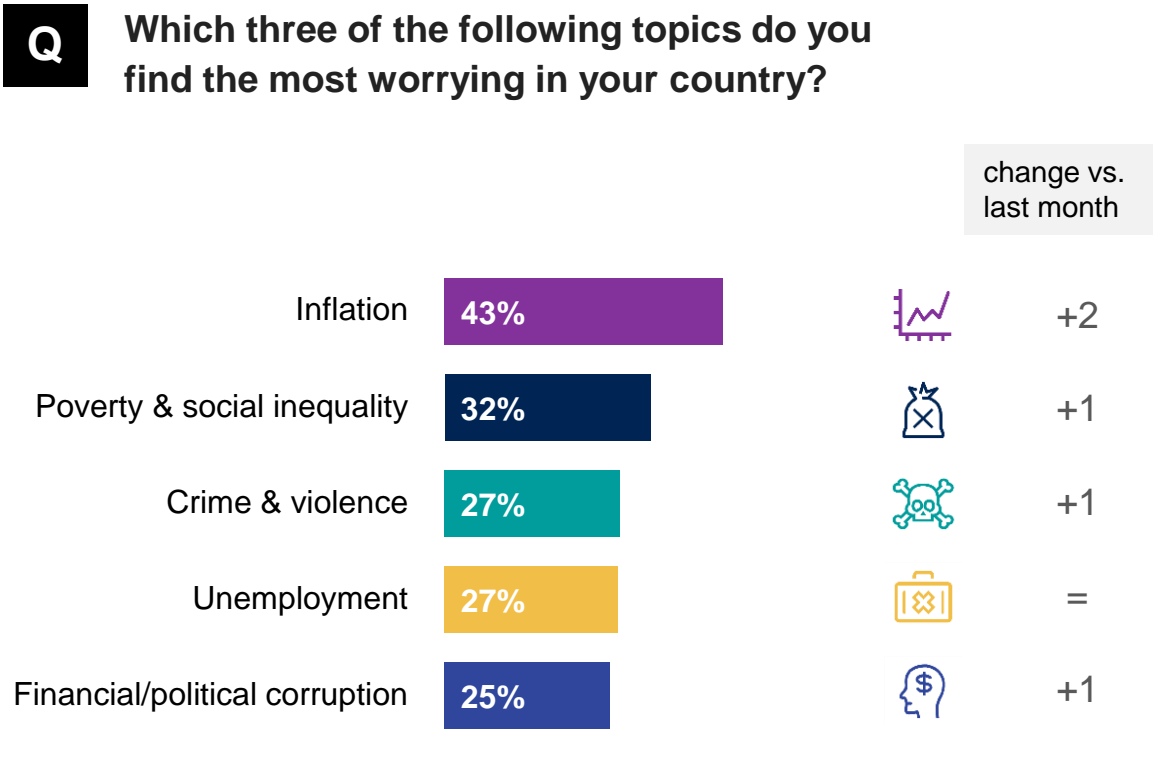
This month sees **Singapore** added to the 29-country list for the first time, as well as a change in the methodology for the **India** component of the sample. For more details, see the “Methodology” section

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



WHAT WORRIES THE WORLD? FEBRUARY 2023

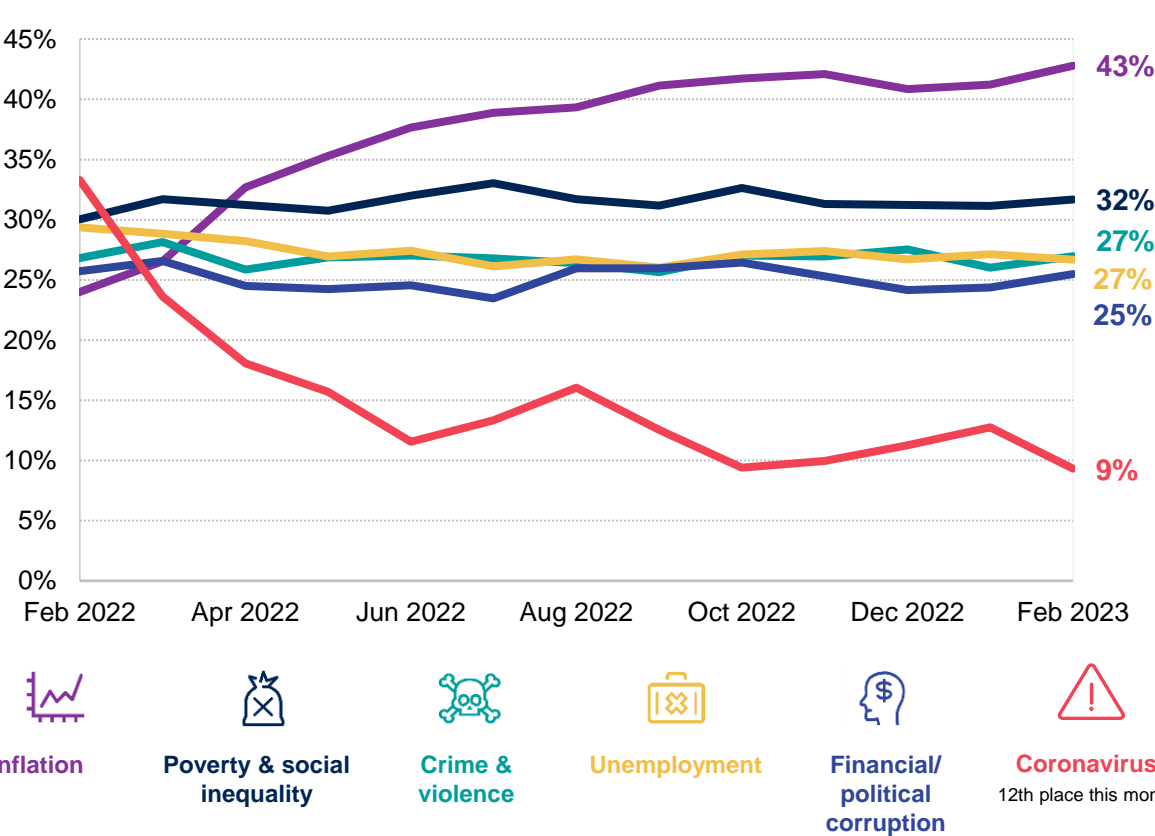
Inflation is the number one concern globally for the 11th month in a row, with 43% across 29 countries choosing it as a top worry. There have also been small increases in worry about inequality, crime & violence, and corruption. The percentage saying their country is headed in the right direction has fallen by 2pp this month, down to 38% in February.



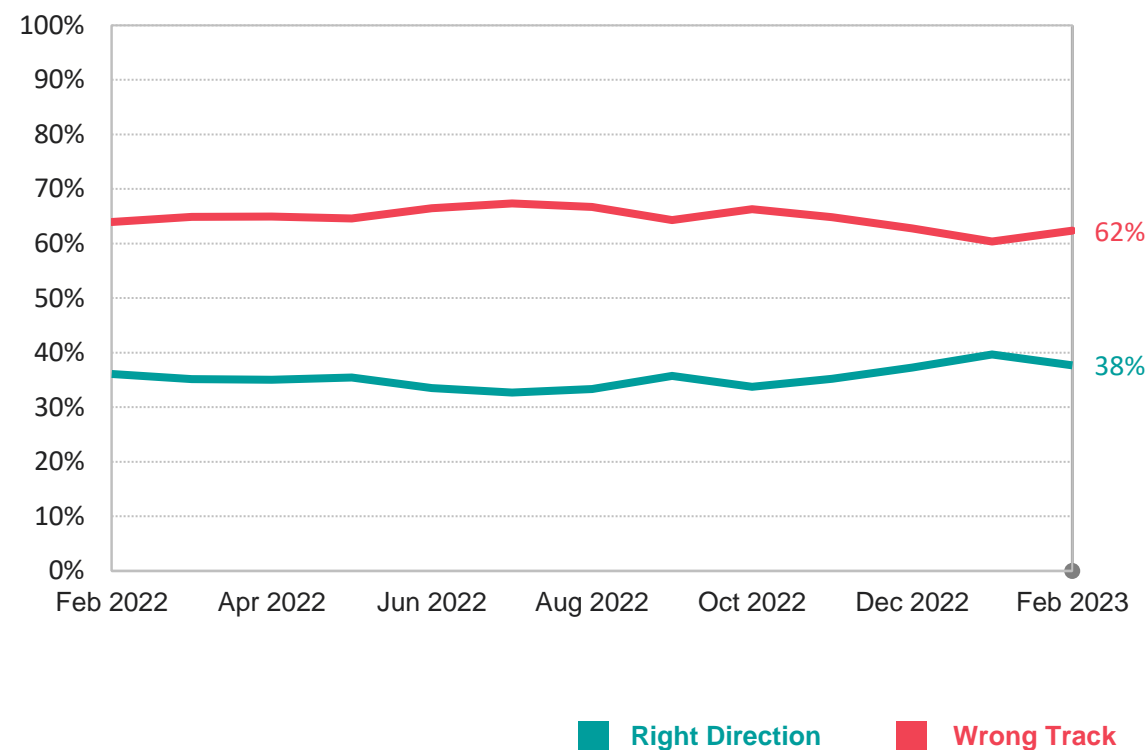
Base: Representative sample of 19,513 adults aged 16-74 in 29 participating countries, January 20th 2023 - February 3rd 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*
3 – © Ipsos | What Worries the World

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.19,513 adults aged 16-74 in 29 participating countries, February 2022 - February 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*
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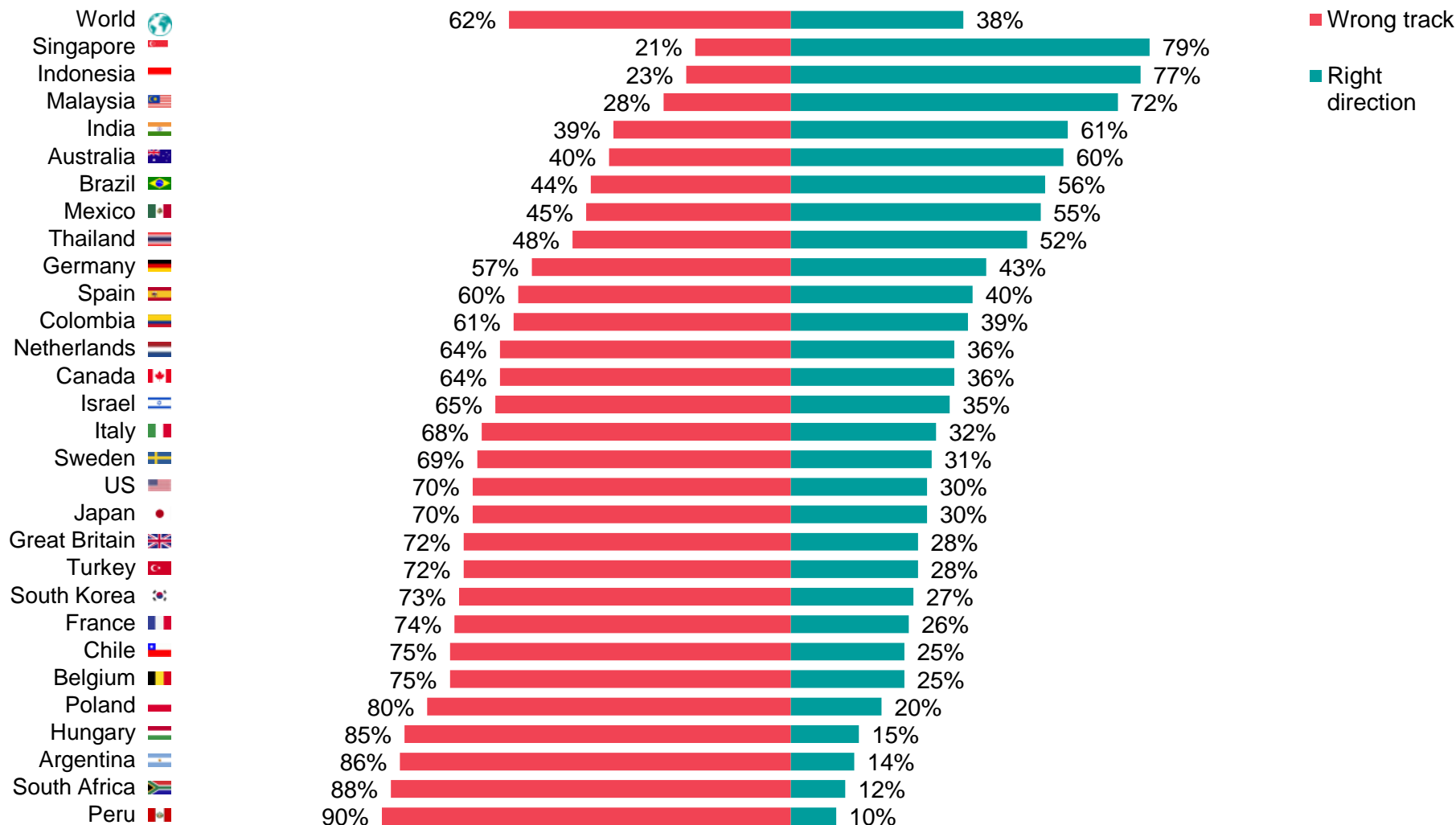


DIRECTION OF TRAVEL **ALL COUNTRIES**



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? (February 2023)



Almost two-thirds (62%) across 29 countries say their country is headed in the wrong direction. February's score is up 2pp compared to January's figure. 38% feel things are moving in the right direction.

Brazil has seen the biggest increase in their right direction score this month, up 8pp to 56%. This is the highest ever right direction score for Brazil and the first time that more Brazilians think their country is headed in the right direction than the wrong one.

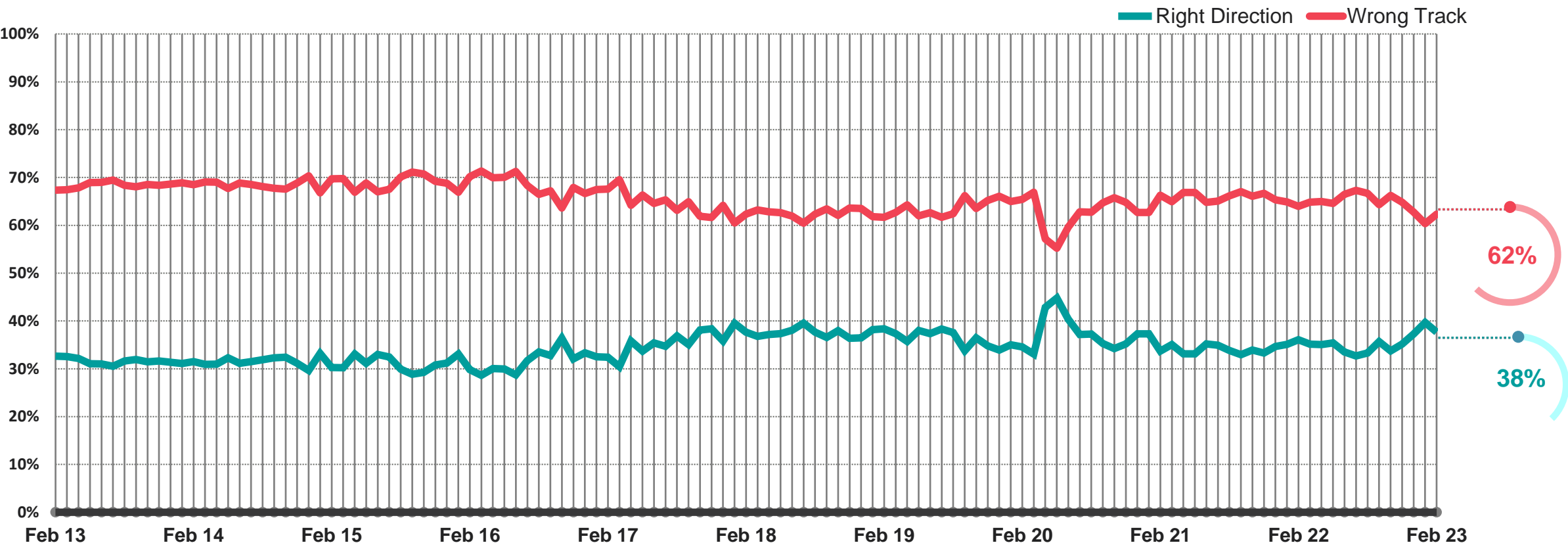
Singapore, a new country in *What Worries the World* this month, has the highest number of people who think the country is headed in the right direction (79%). Peru has the lowest proportion who think it's going down the right path (10%).

Base: Representative sample of 19,513 adults aged 16-74 in 29 participating countries, January 20th 2023 - February 3rd 2023.

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 of c.19,513 adults aged 16-74 in 29 participating countries, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

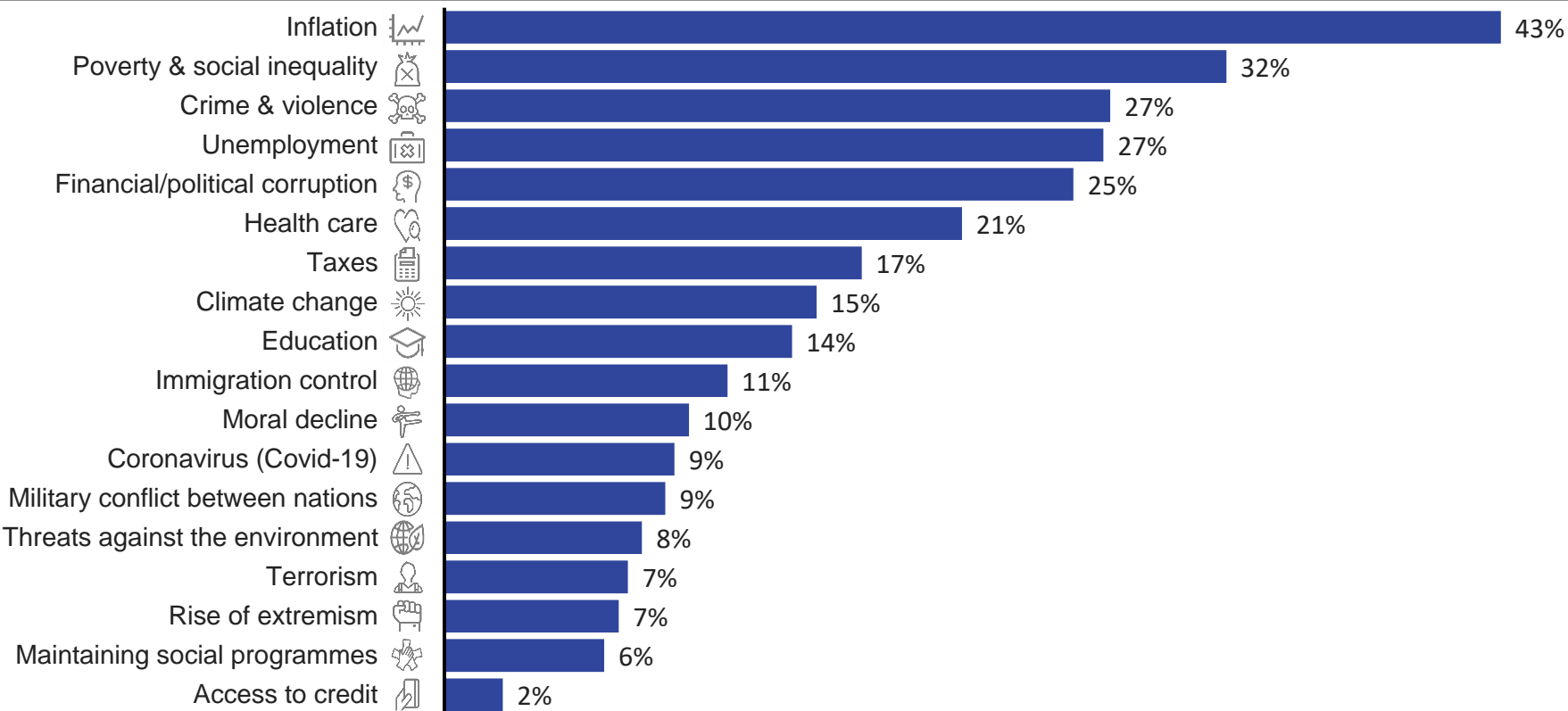
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in February 2023 (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 biggest concern globally, with 43% saying it is one of the top issues affecting their country.

Poverty & social inequality, crime & violence, unemployment and financial/political corruption round out the top five concerns.

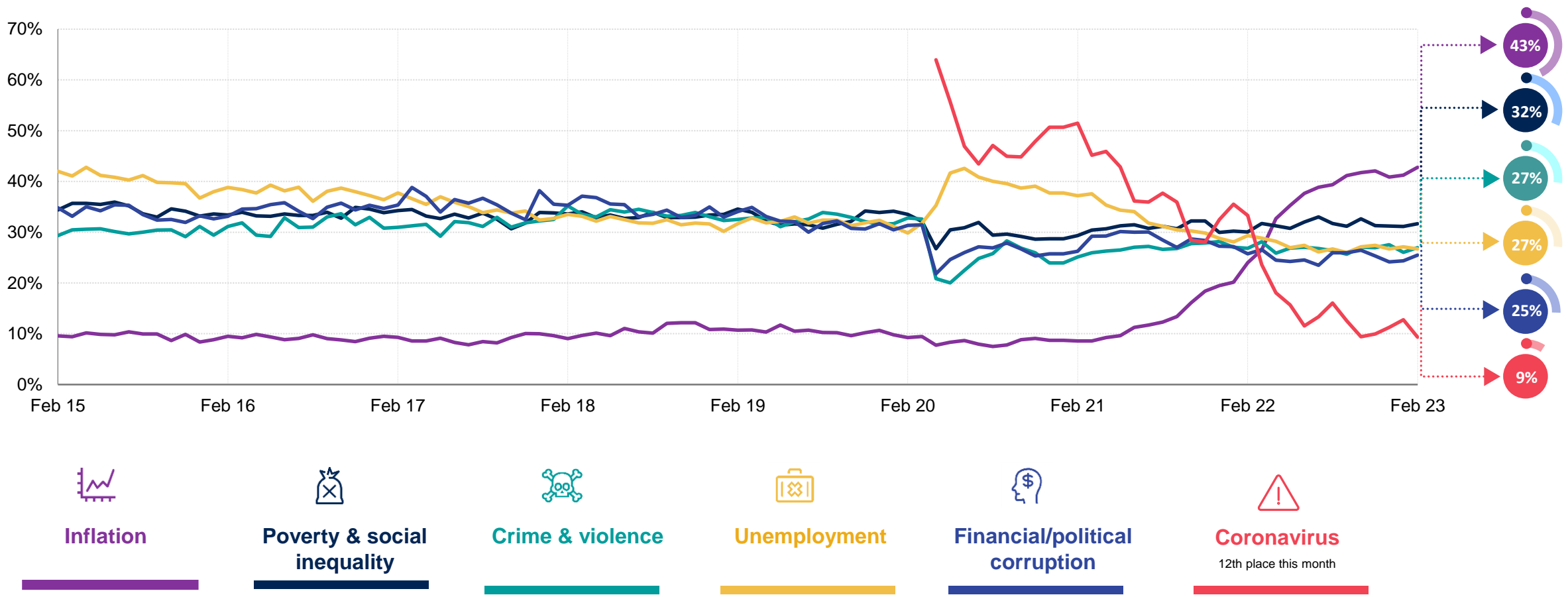
Coronavirus has fallen two places this month and is now 12th on our list of 18 worries.

Base: Representative sample of 19,513 adults aged 16-74 in 29 participating countries, January 20th 2023 - February 3rd 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



WORLD WORRIES: LONG-TERM TREND

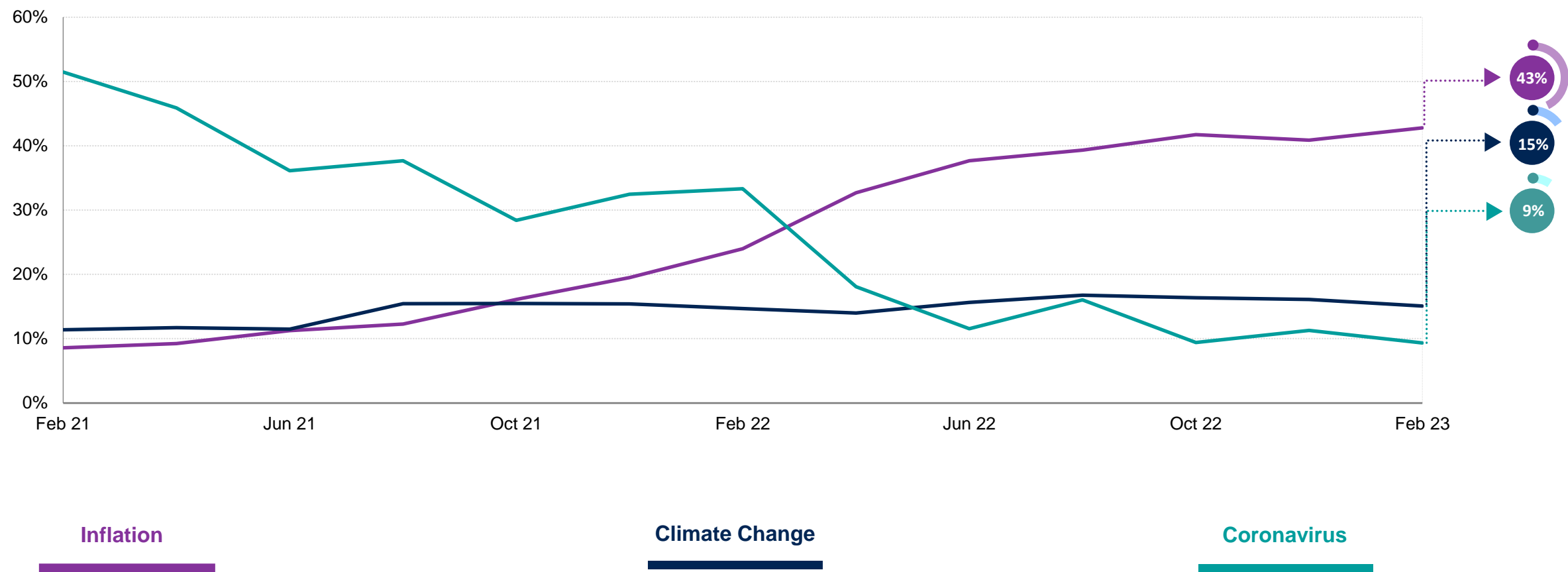
Q Which three of the following topics do you find the most worrying in your country?
Global country average



Base: Representative sample of 19,513 adults aged 16-74 in 29 participating countries, 2015 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

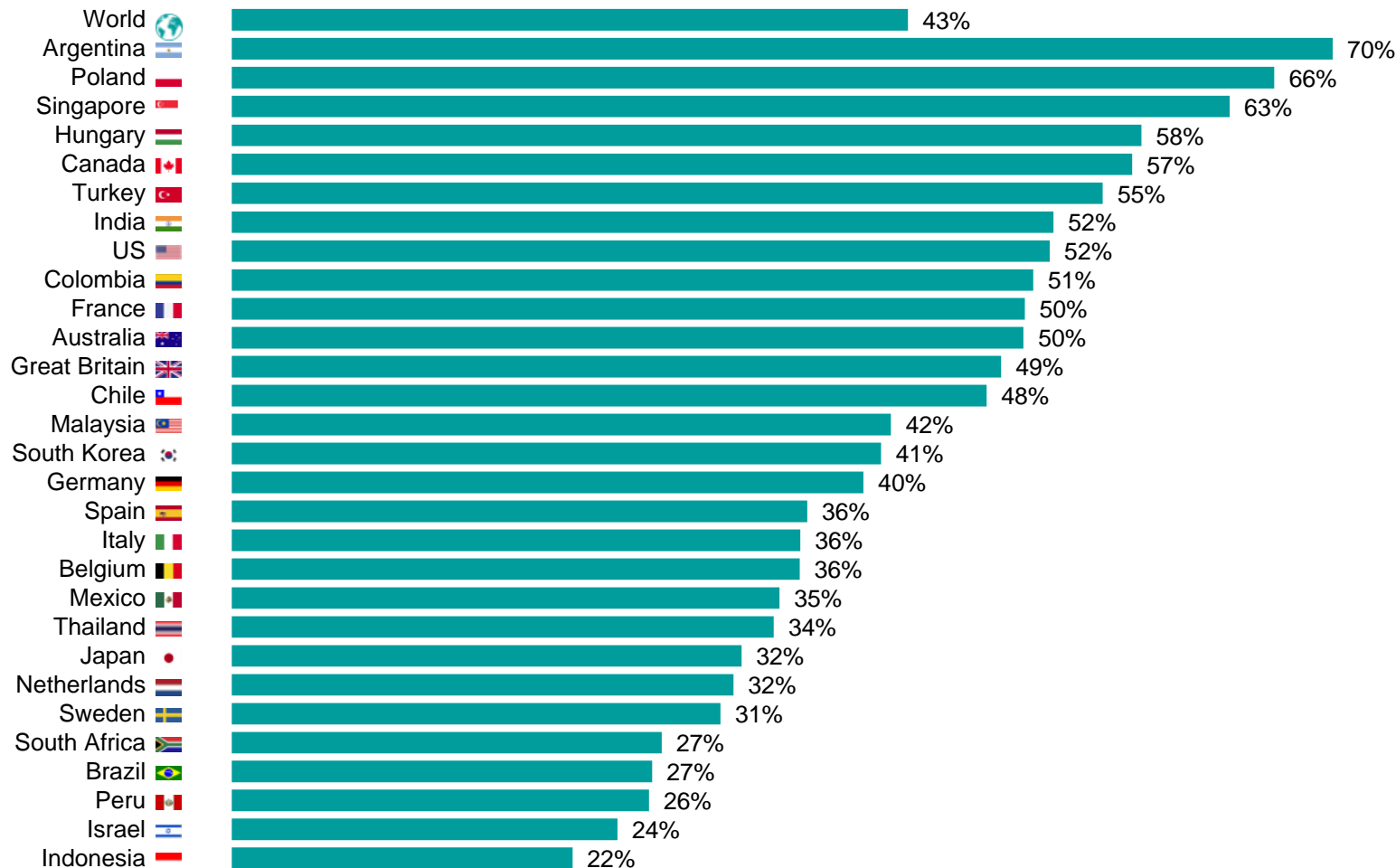


WORLD WORRIES: LONG-TERM TREND (INFLATION, CLIMATE CHANGE & CORONAVIRUS)



Base: Representative sample of c.19,513 adults aged 16-74 in 29 participating countries, February 2021 - February 2023.
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

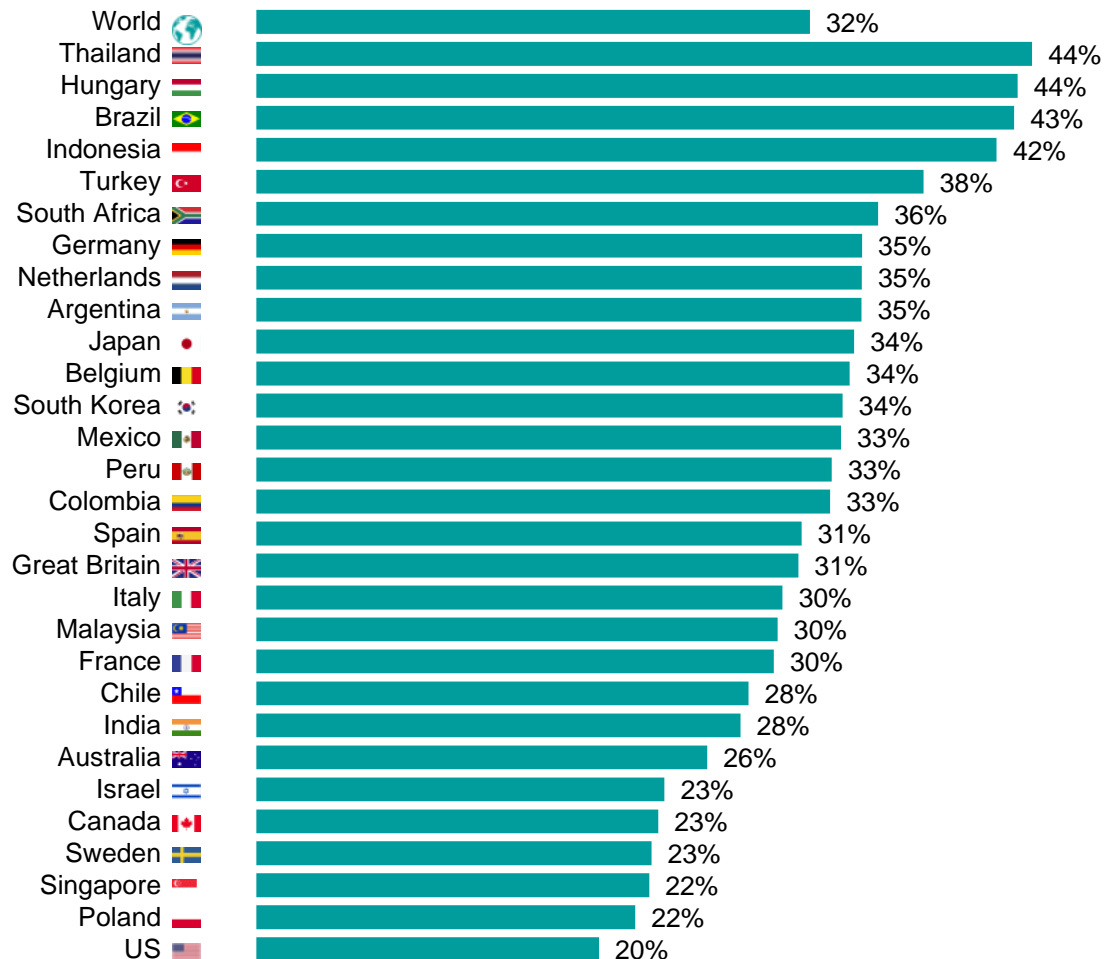


Over four in ten (43%) globally say inflation is one of the biggest issues affecting their country. Worry is highest in Argentina, with 70% choosing it as a concern. This the second highest level of worry we've seen on inflation in any country since it was added to *What Worries the World* in 2013. The highest was in August 2022, when 71% of Argentinians chose inflation as one of the country's biggest worries.

In February 2023, Colombia (51%), France (50%), and Australia (50%) have all seen their level of worry about inflation pass one in two for the first time.

Hungary (58%), Canada (55%), the US (52%), South Korea (41%) and Italy (36%) all record their highest level of concern ever about rising prices this month.

2 | POVERTY & SOCIAL INEQUALITY



One in three (32%) across 29 countries choose poverty & social inequality as one of the biggest issues where they live. In February the worry level is up 1pp on last month's score.

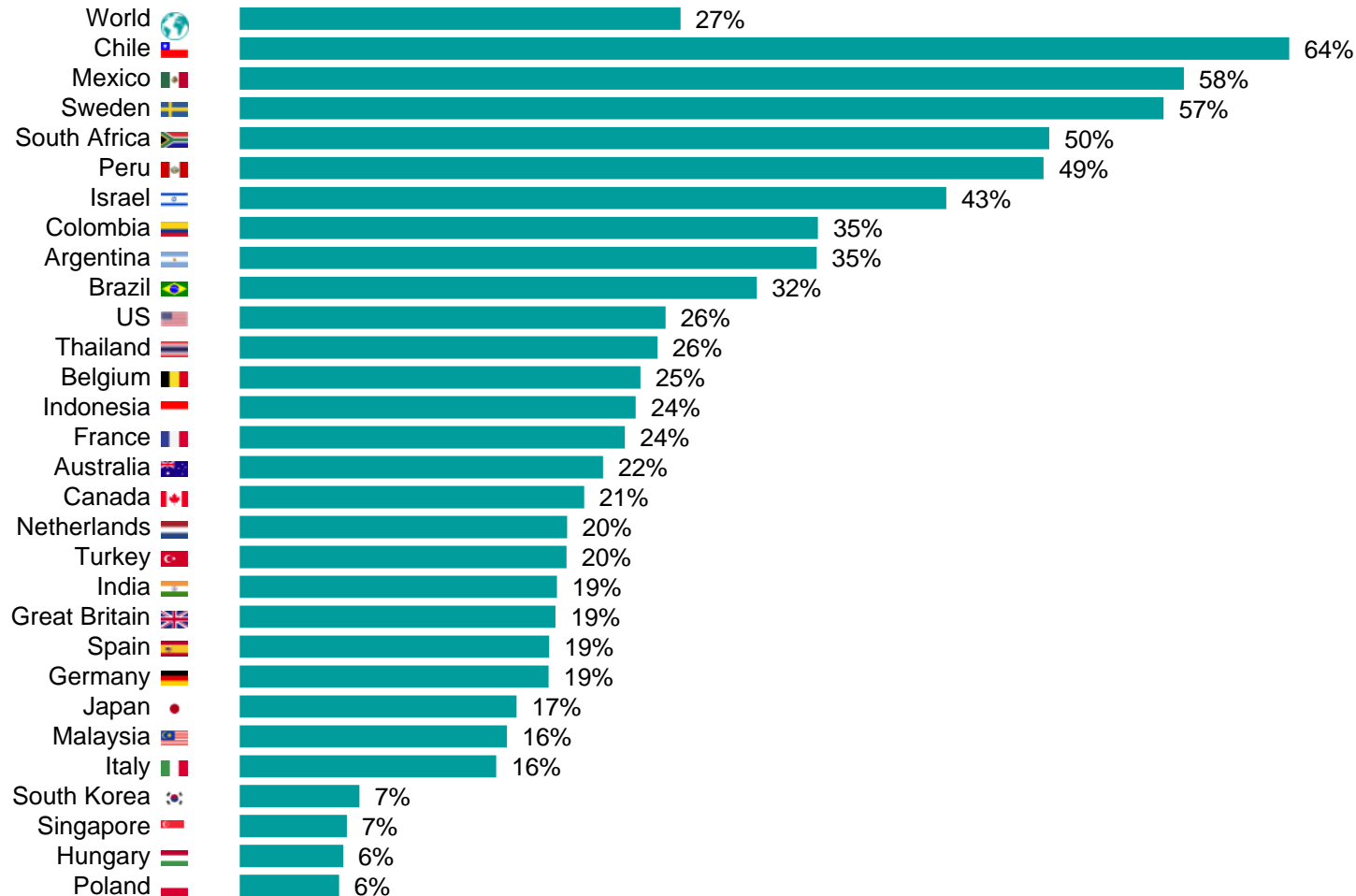
The three most worried countries – Thailand, Hungary, and Brazil – have all seen the level of concern rise this month (+2pp, +2pp, +5pp respectively).

Inequality has been second on our list of 18 worries every month since inflation overtook it in April 2022.

Three countries choose inequality as their biggest concern: Brazil, Netherlands and Thailand. Last month inequality was Belgium's top worry, but concern for inflation has taken greater priority in February.

The US remains the least concerned with one in five (20%) choosing it as an issue.

3 | CRIME & VIOLENCE



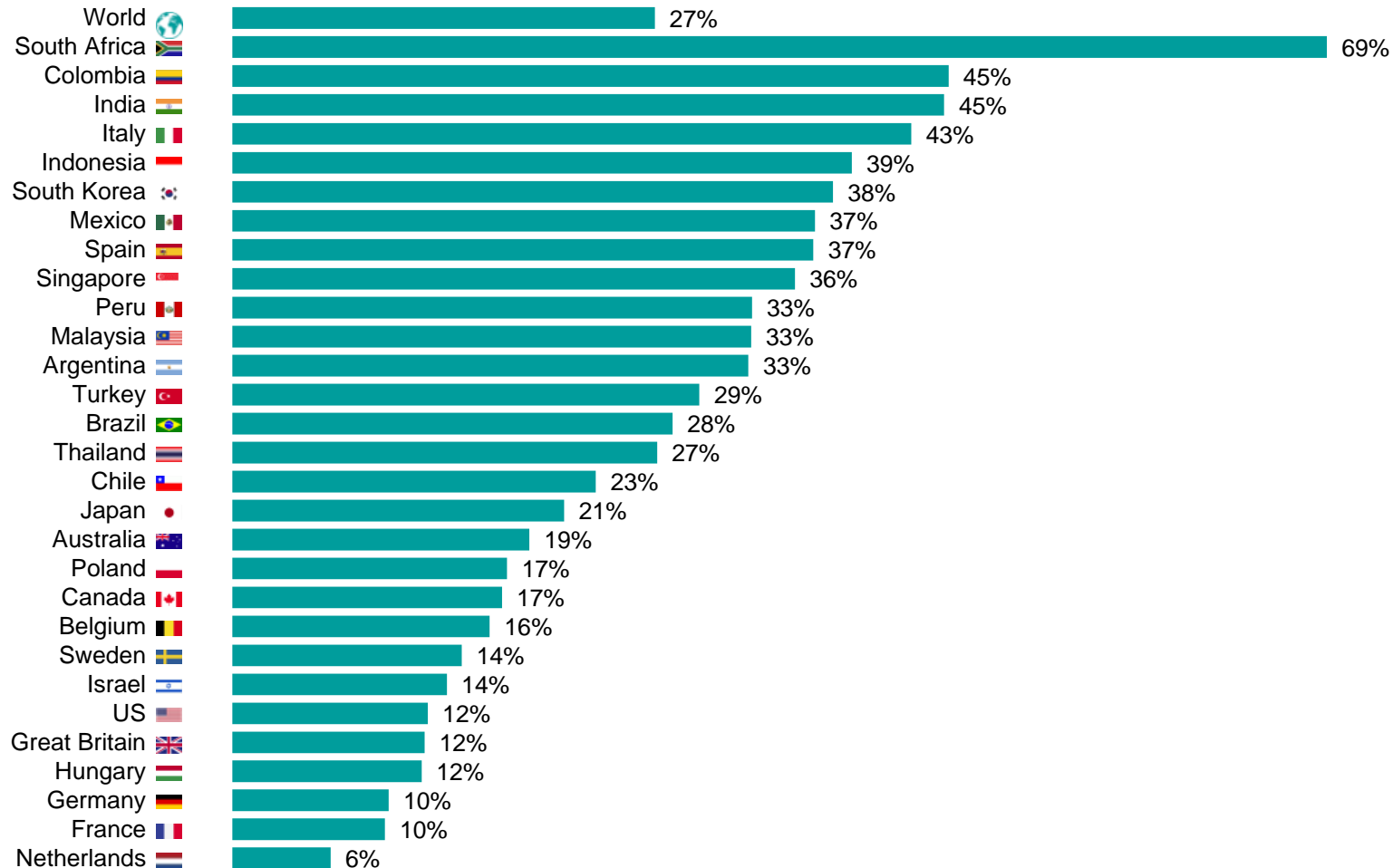
Just over one in four (27%) globally choose crime & violence as one of the top issues facing their country. This is a slight increase of 1pp compared with last month's figure.

In four countries a majority choose crime & violence as a major worry: Chile (64%), Mexico (58%), Sweden (57%), and South Africa (50%).

In Chile, crime & violence has been Chileans' number one worry since December 2020. Mexico and Sweden also choose this as their biggest concern.

The top three most concerned countries have all seen their worry rise this month with Chile and Sweden both up 4pp and Mexico showing the highest increase of any country this month (up 11pp).

4 | UNEMPLOYMENT



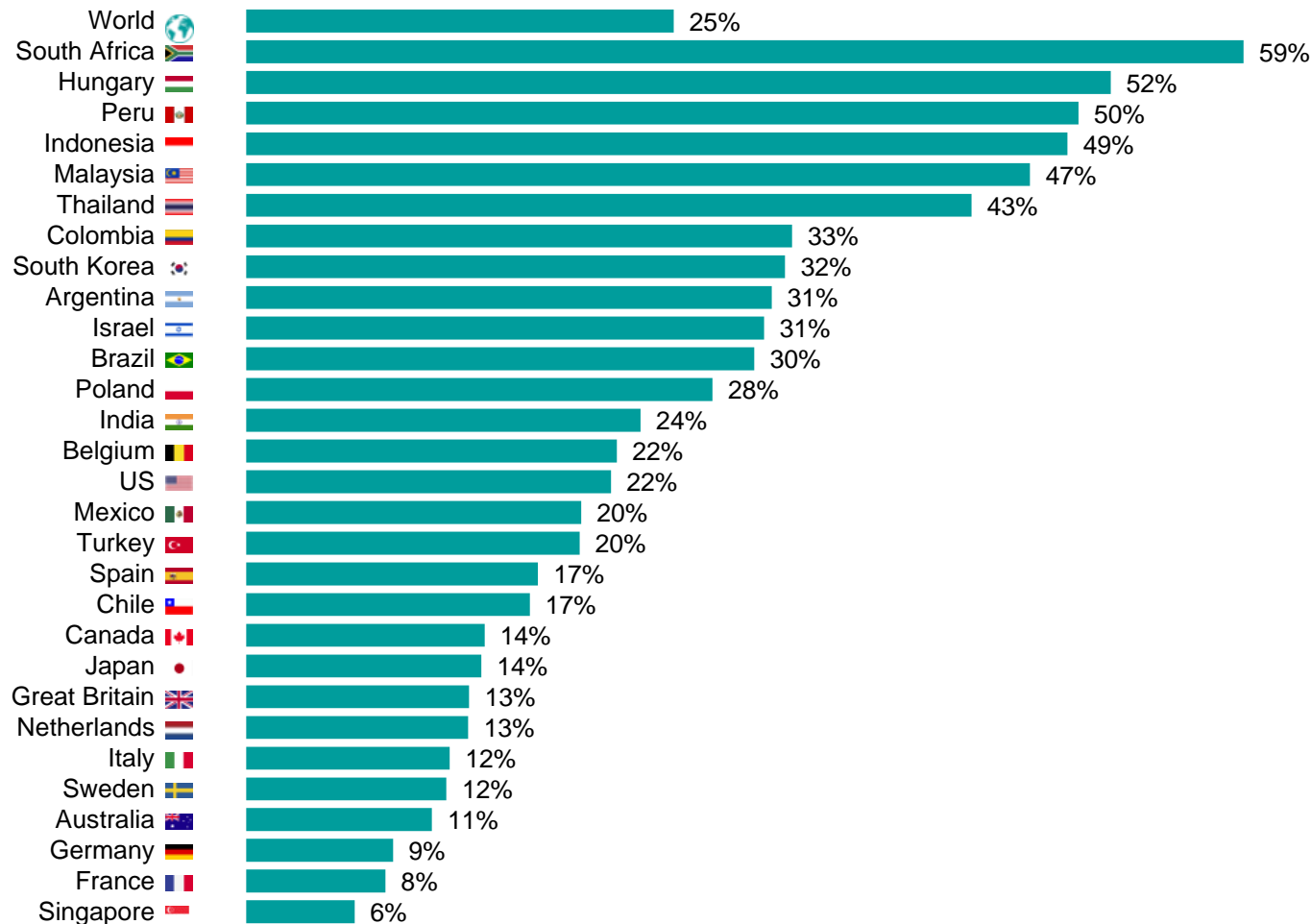
Just over one in four (27%) across 29 countries choose unemployment as a top worry.

South Africa remains the most concerned country with 69% picking it as a worry, the highest score it's recorded on this issue. South Africa has been top when it comes to worry about jobs since April 2021 and during that time concern has not fallen below 60%.

The last time a country was more concerned than South Africa about jobs, Italy was top of the list. It now lies in fourth, with 43% choosing it as a worry, a rise of 2pp on last month's 41%, which was the country's lowest ever score on unemployment.

Spain has recorded its lowest ever figure for worry about jobs. This month's score of 37% sees it lie eighth out of 29 countries, down from second last month.

5 | FINANCIAL/POLITICAL CORRUPTION



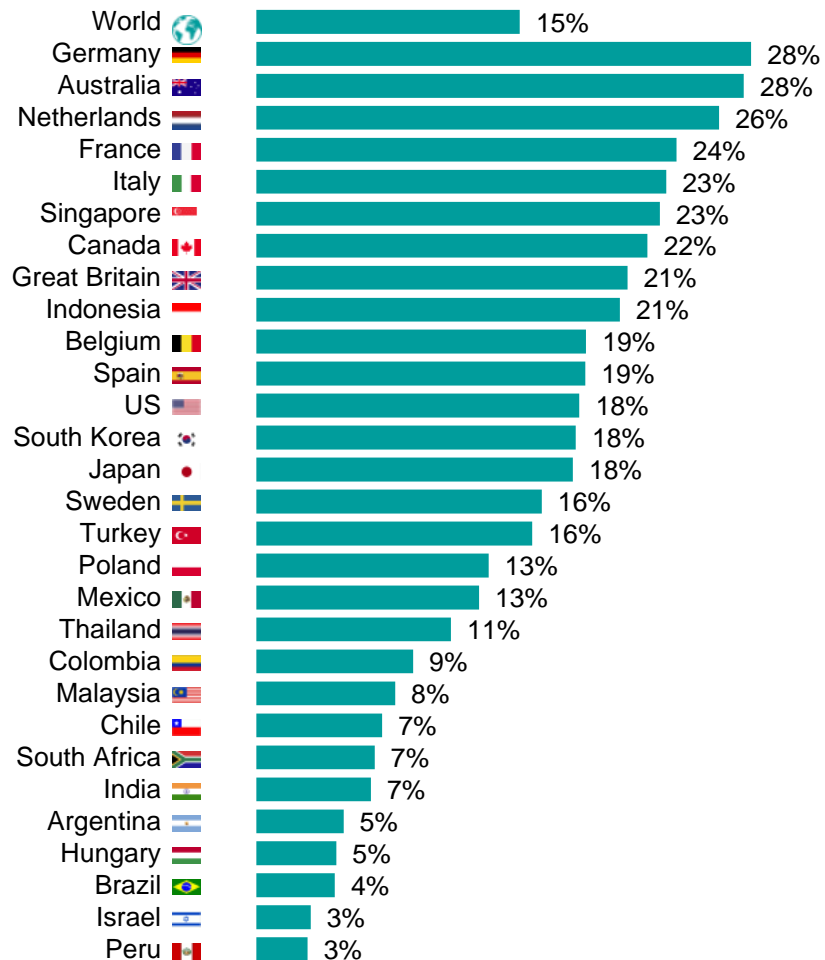
One in four (25%) choose financial/political corruption out of 18 worries as one of the top issues affecting their country. This is up 1pp on last month, but is 2pp lower than 12 months ago.

Unchanged from last month South Africa is the most concerned country about corruption with 59% choosing it as a worry.

Hungary has moved from sixth to second in our list of 29 countries worried about corruption. February's score of 52% is up 12pp on last month.

Despite South Africa and Hungary being top out of 29 countries on worry about corruption, it is neither country's biggest worry. However, it is in Peru, Indonesia, and Malaysia.

8 | CLIMATE CHANGE



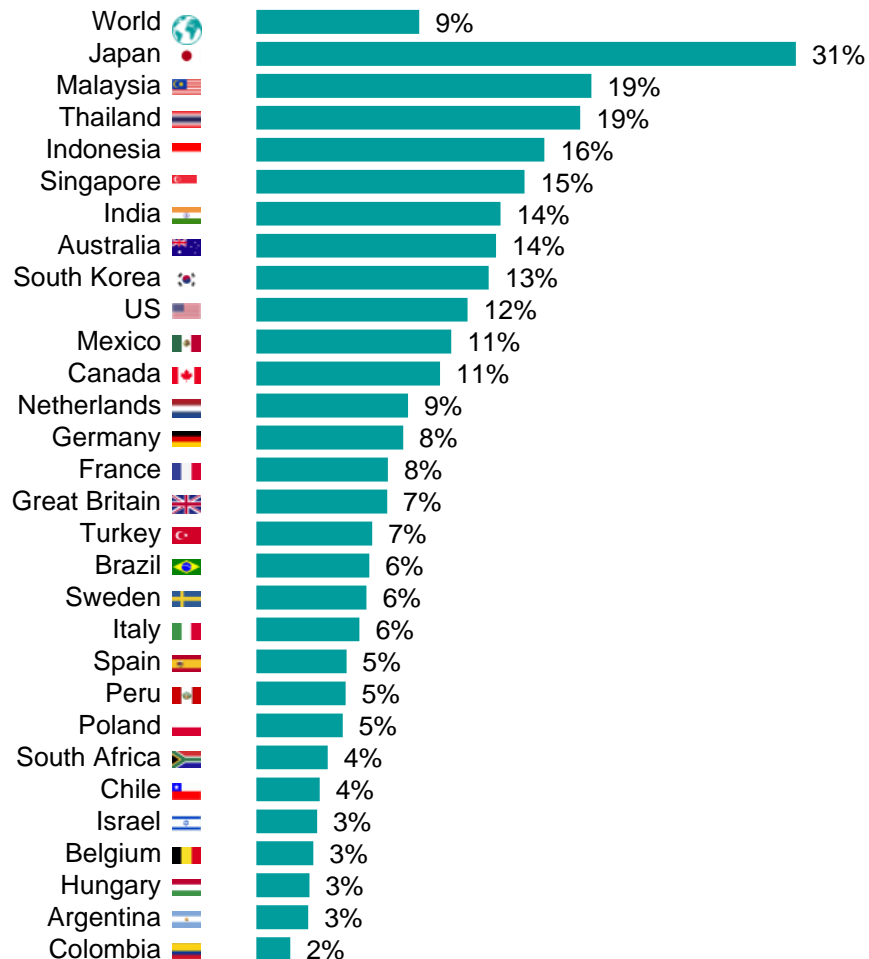
One in six (15%) globally choose climate change as one of the biggest issues affecting their country. It remains eighth out of the 18 issues featured in our *What Worries the World* survey.

Last month Australia was top out of 29 countries on this issue. However, with concern falling 4pp, it has moved from first to second with Germany now top of the list. 28% of Germans are worried about climate change and it is their third biggest concern, behind inflation (40%) and inequality (35%).

Italy has moved into the top five most worried countries about climate change after a 4pp increase compared to January 2023.

Singapore, a new country in *What Worries the World* in February 2023, is just outside the top five, in sixth place.

12 | CORONAVIRUS (COVID-19)



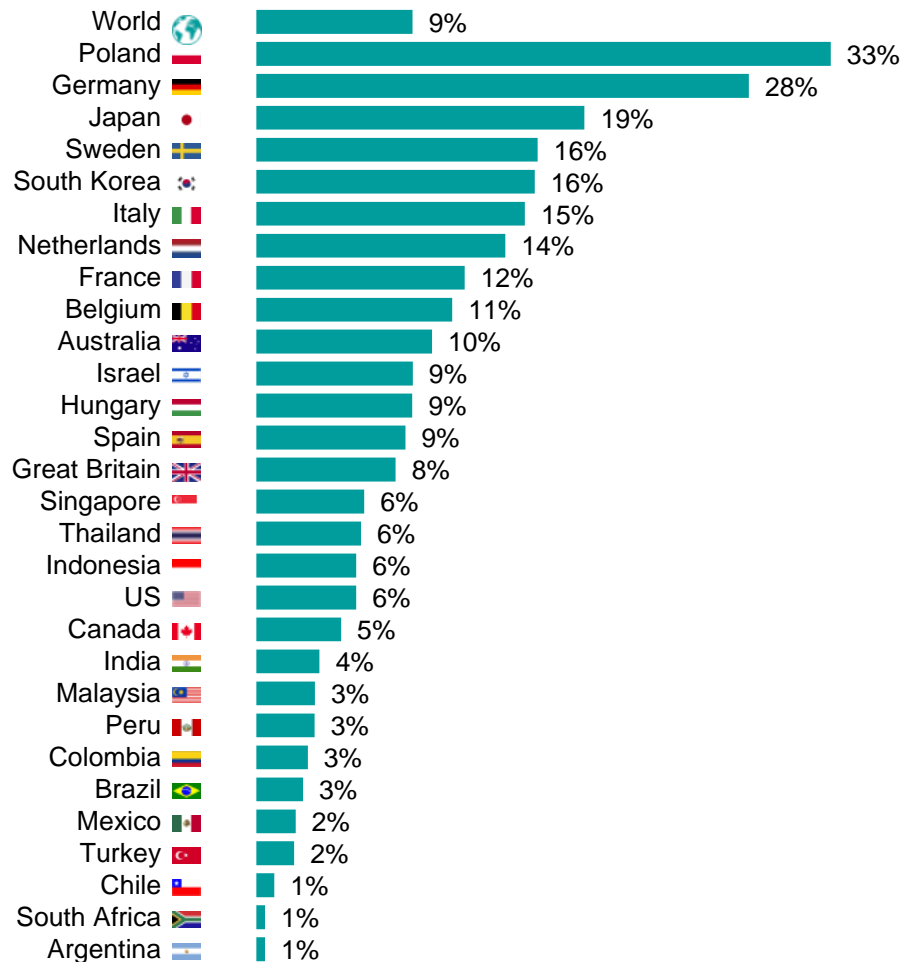
After last month's slight rise in worry about coronavirus, worry about the pandemic has fallen to its lowest recorded level since it was added to *What Worries the World* in April 2020.

Only 9% are concerned about Covid-19 and it has fallen to the 12th biggest concern, between moral decline and military conflict between nations, down from tenth last month.

Concern remains highest in Asia, with all eight Asia-Pacific countries included in our survey making up the top eight most worried countries.

Japan is the most concerned country with just under one in three (31%) choosing it as a worry. It is Japan's fourth biggest concern behind taxes (36%), inequality (34%), and inflation (32%).

13 | MILITARY CONFLICT BETWEEN NATIONS



Just under one in ten (9%) choose military conflict between nations as one of the biggest issues affecting their country. This is up 1pp on last month and it remains 13th out of 18 issues.

Concern about military conflict has risen for 14 out of 29 countries this month. The biggest increases in worry were seen in the two countries that have been most concerned about this issue since it was added in March 2022.

Poland is the most worried country, as we approach a year since Russia invaded Ukraine on 24 February 2022. One in three (33%) choose it as worry, up 7pp. It is now its second biggest concern behind inflation (66%).

Germany remains in second with 28% picking it as worry, up 8pp on last month. It is now the country's fourth highest 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/>

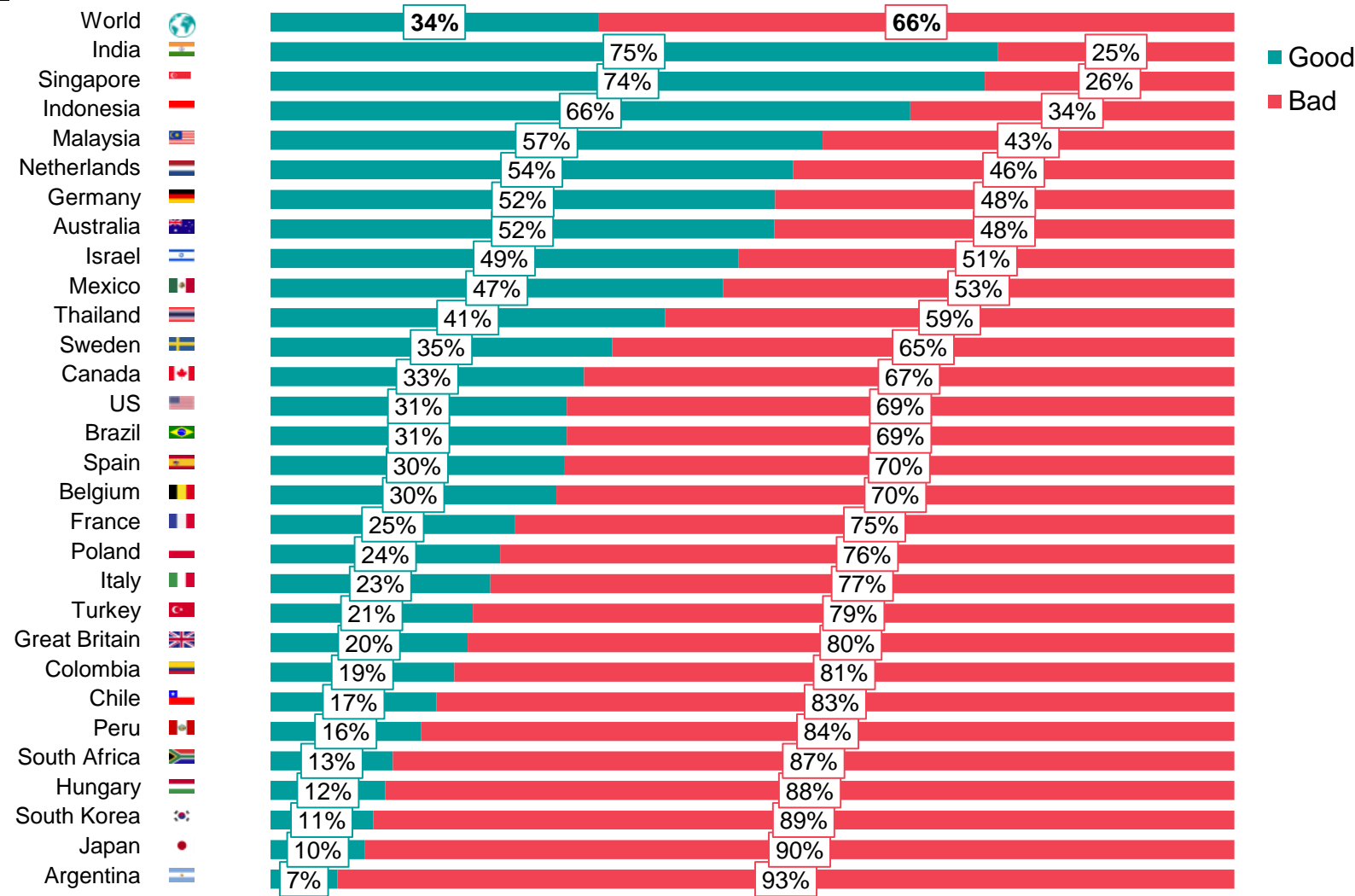
Please contact: Nicolas.Boyon@Ipsos.com for more information.



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?



On average globally, a third (34%) of people describe the current economic situation in their country as “good”, down 2pp from last month.

Positive economic perceptions have increased since last month in Belgium and Israel (both +4) followed by Mexico, Netherlands and Spain (all +3).

Meanwhile, after a record high last month, Italy has seen a 9 point decrease in the proportion of people describing its economic situation as “good”.

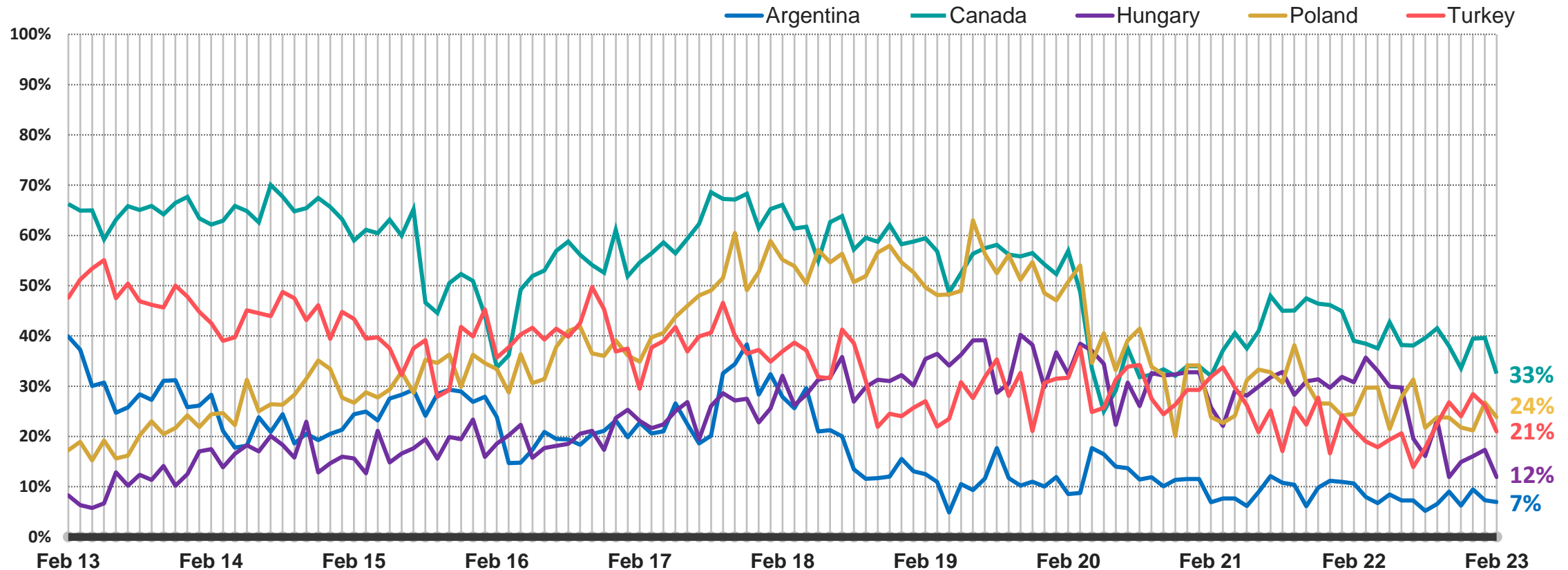
Only six countries have higher scores this month than in February 2022: Mexico (+16), Brazil and Malaysia (both +14), Colombia (+5), Israel (+4) and Spain (+2).

At the other end of the scale, Sweden’s “good” economic score is now 32pp lower than its February 2022 score (67%).



CURRENT ECONOMIC SITUATION: SPOTLIGHT ON THE MOST CONCERNED COUNTRIES ABOUT INFLATION

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



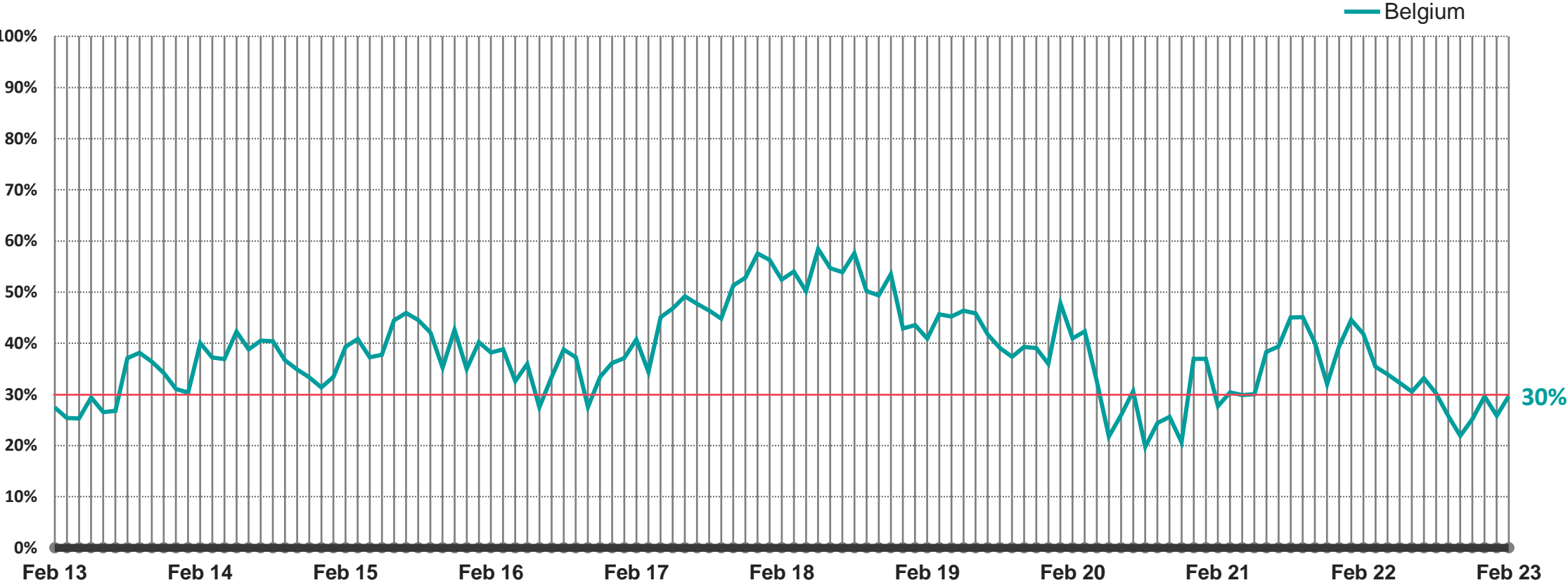
Base: Representative sample c. 1000 adults aged 18-74 in Canada, c. 500 adults aged 18-74 in Turkey and c. 500 adults aged 16-74 in Argentina, Hungary and Poland, 2013 - 2023.

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

CURRENT ECONOMIC SITUATION: BELGIUM

Despite rising 4pp this month, Belgium's score is still 12pp lower than this time last year.

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



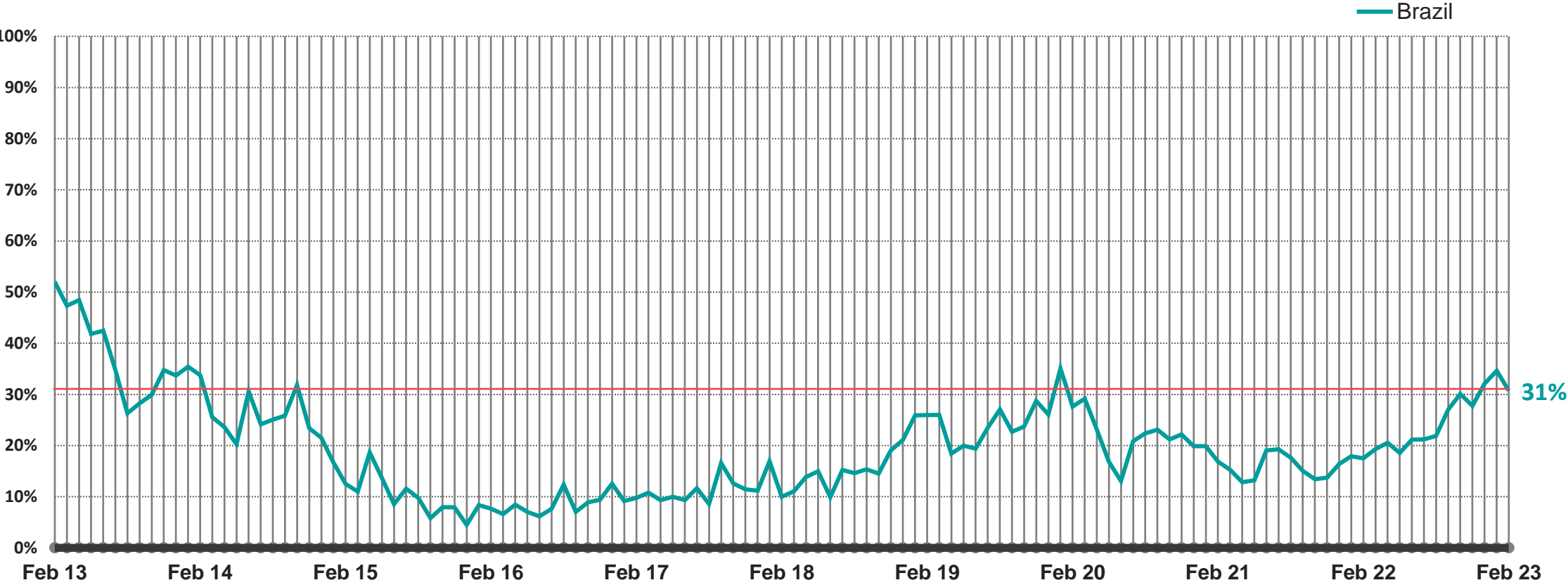
Base: Representative sample c. 500 adults aged 16-74 in Belgium, 2013 - 2023.

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

CURRENT ECONOMIC SITUATION: BRAZIL

Brazil's “good” economic score has risen 14pp since this time last year.

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



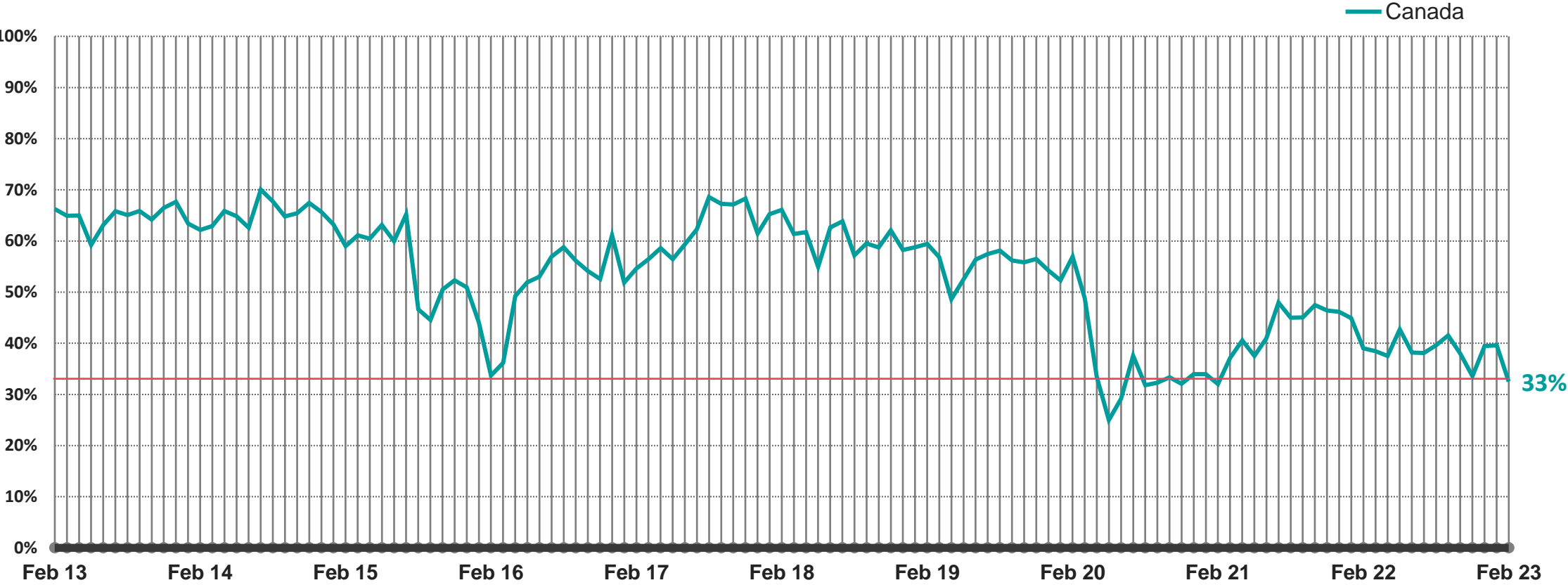
Base: Representative sample c. 1000 adults aged 16-74 in Brazil, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: CANADA

This month marks
Canada's lowest score
since February 2021 (32%).

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



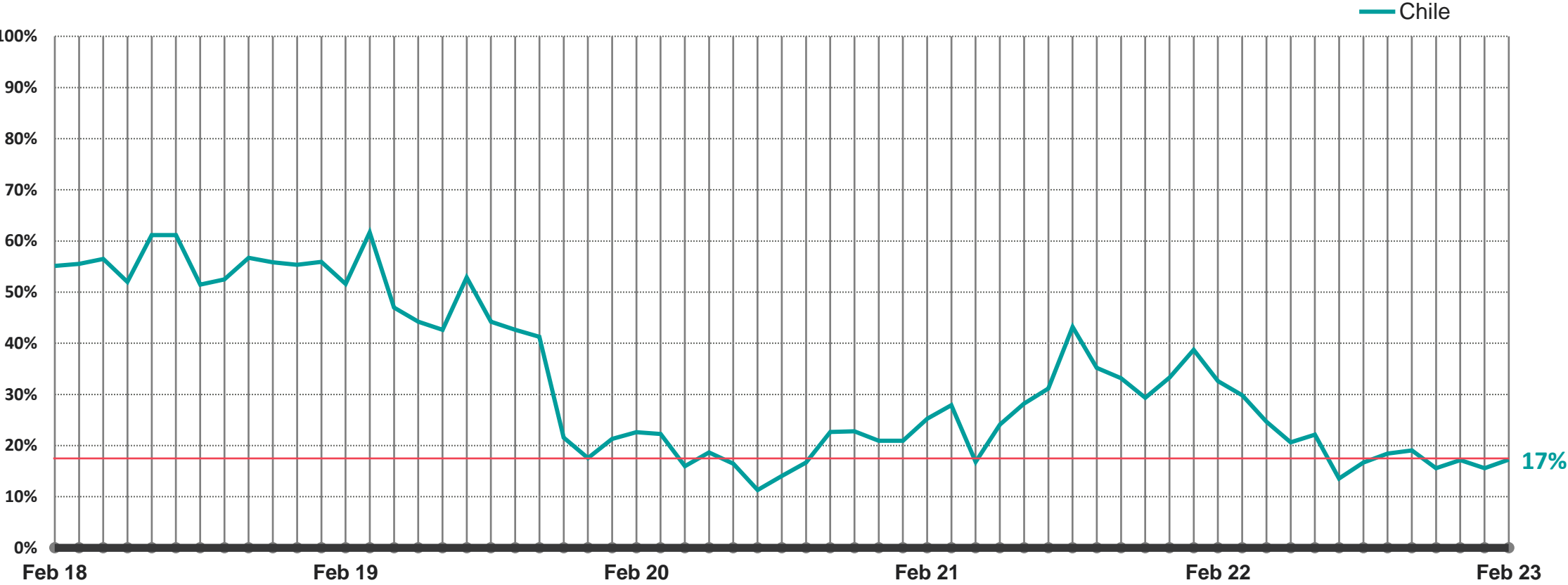
Base: Representative sample c. 1000 adults aged 18-74 in Canada, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: CHILE

Chile's score in February 2023 is 16pp lower than this time last year (33%).

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

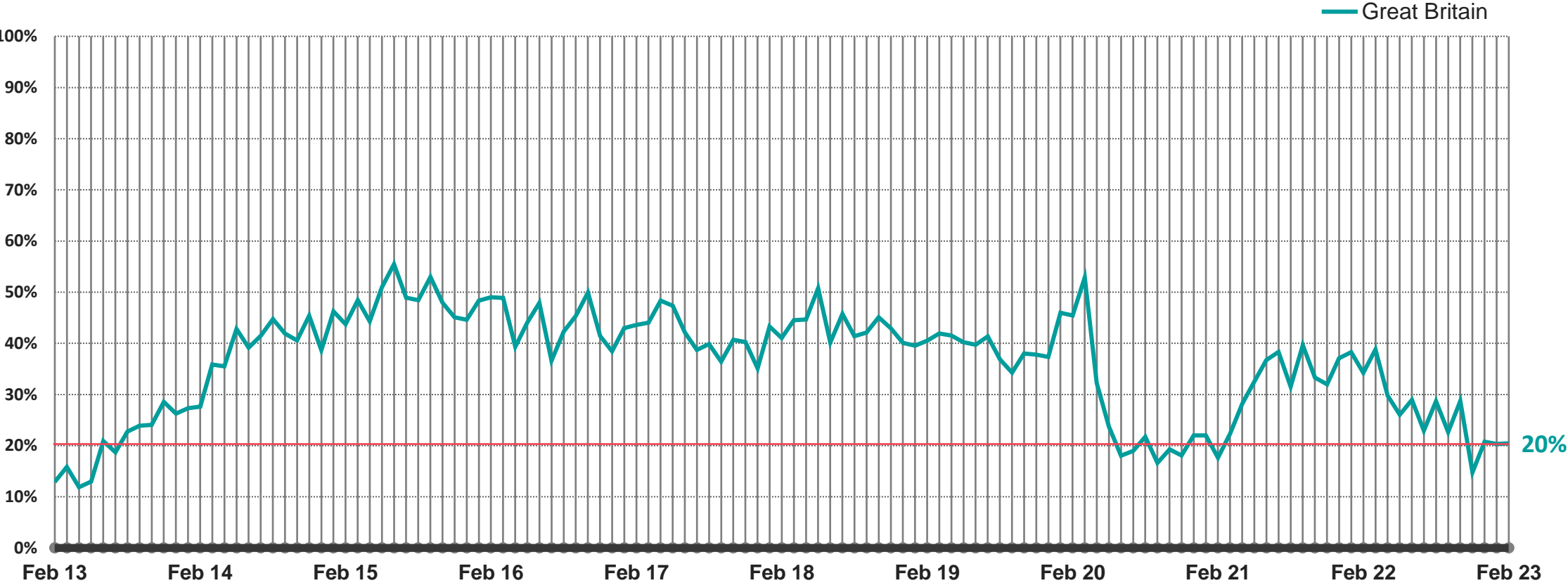


Base: Representative sample c. 500 adults aged 16-74 in Chile, 2018 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

CURRENT ECONOMIC SITUATION: GREAT BRITAIN

Great Britain's "good" economic score is now 14pp lower than February 2022 (34%).

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

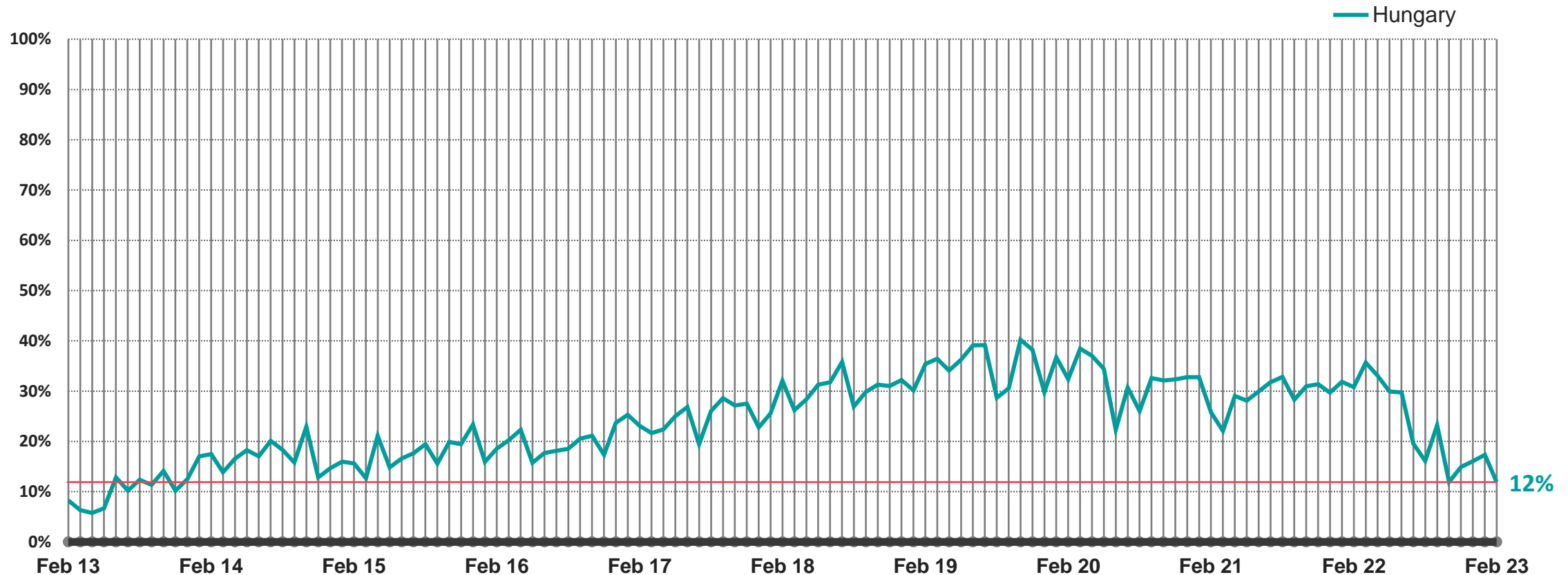


Base: Representative sample c. 1000 adults aged 16-74 in Great Britain, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

CURRENT ECONOMIC SITUATION: HUNGARY

Hungary's "good" economic score has fallen 19pp since this time last year.

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



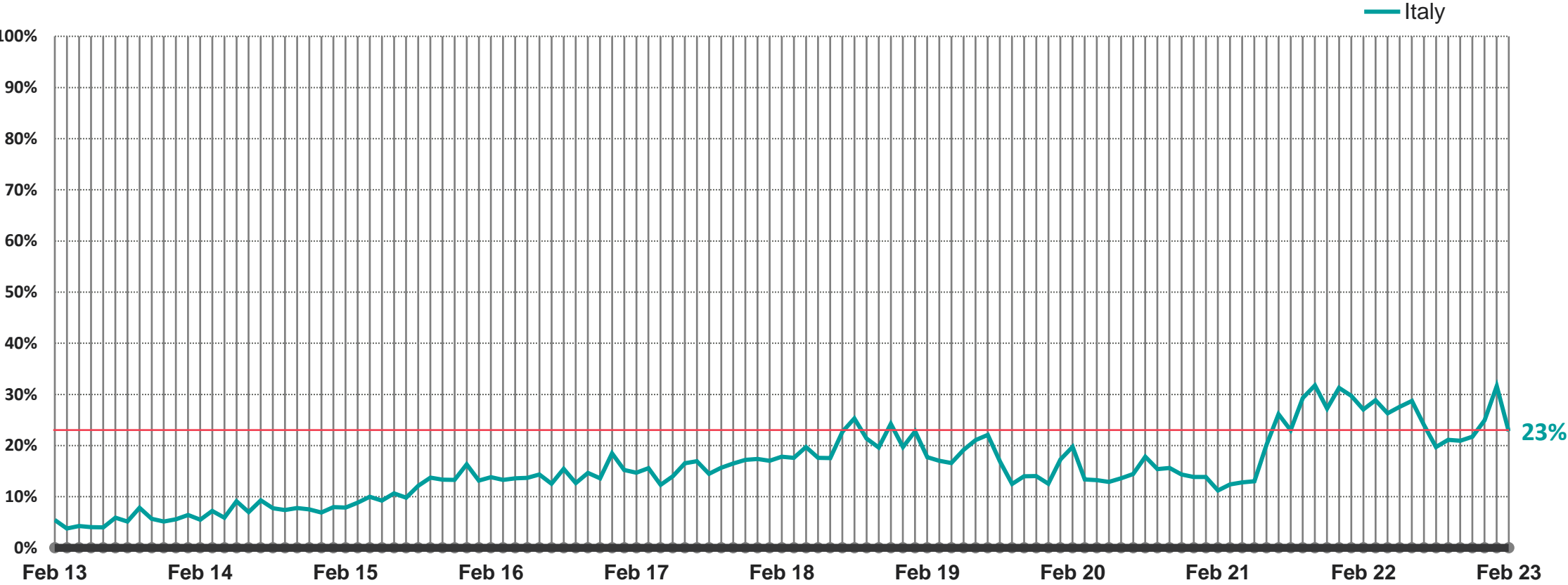
Base: Representative sample c. 500 adults aged 16-74 in Hungary, 2013 - 2023.

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

CURRENT ECONOMIC SITUATION: ITALY

After reaching a record high last month, Italy's score has dropped 9pp this month.

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



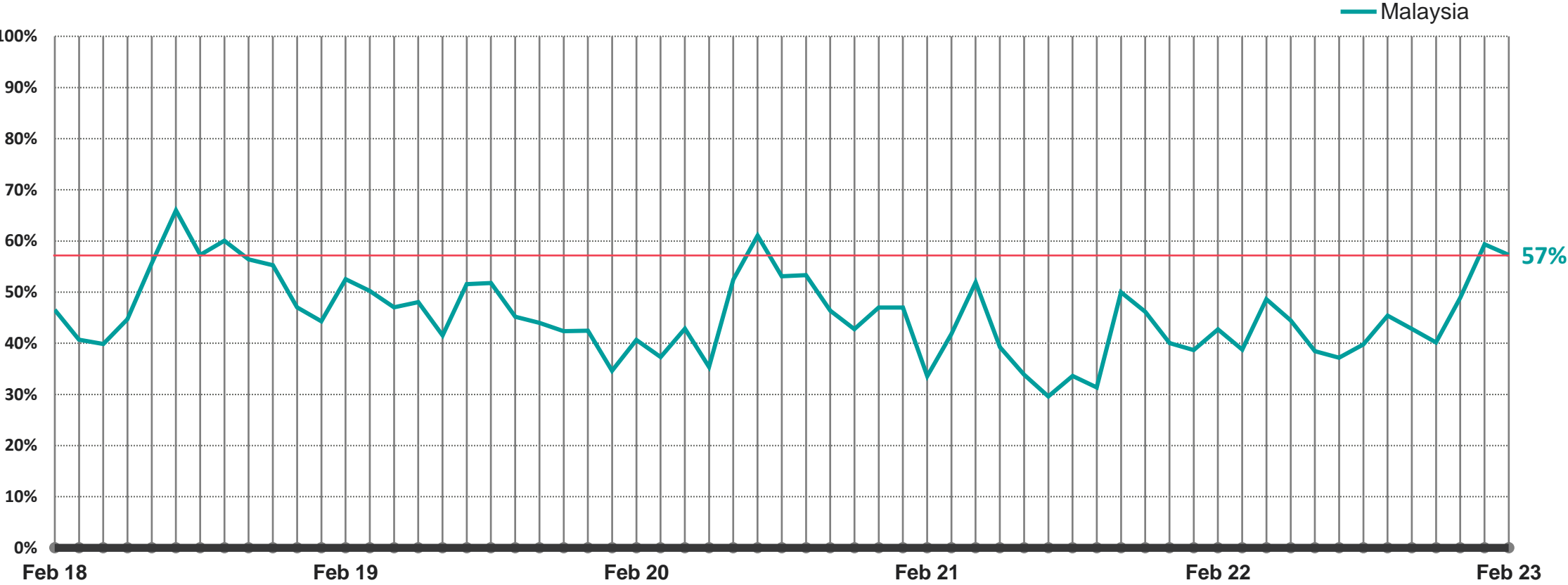
Base: Representative sample c. 1000 adults aged 16-74 in Italy, 2013 - 2023.

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

CURRENT ECONOMIC SITUATION: MALAYSIA

The proportion of people describing Malaysia's current economy as "good" has risen 14pp since this time last year.

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



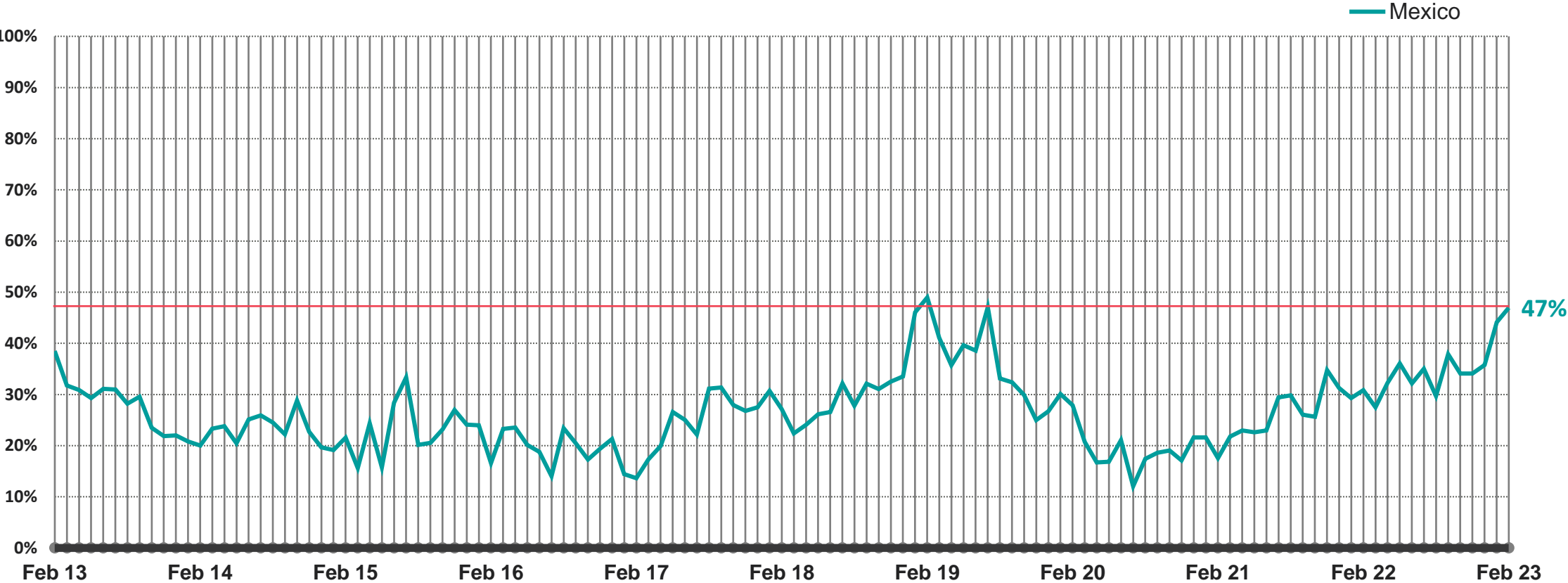
Base: Representative sample c. 500 adults aged 16-74 in Malaysia, 2018 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: MEXICO

February 2023 marks Mexico's joint second-highest ever score, drawing with July 2019 and behind only February 2019 (49%).

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



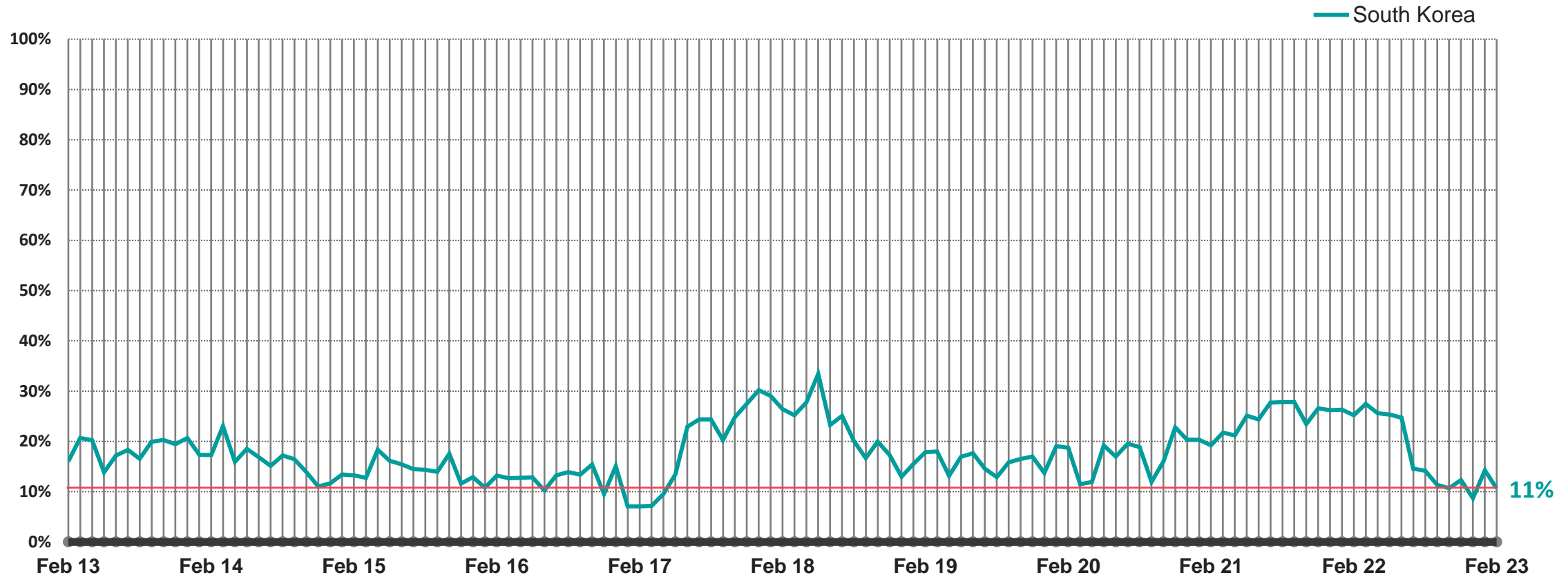
Base: Representative sample c. 500 adults aged 16-74 in Mexico, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: SOUTH KOREA

South Korea's "good" score has fallen 14pp in the last 12 months.

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



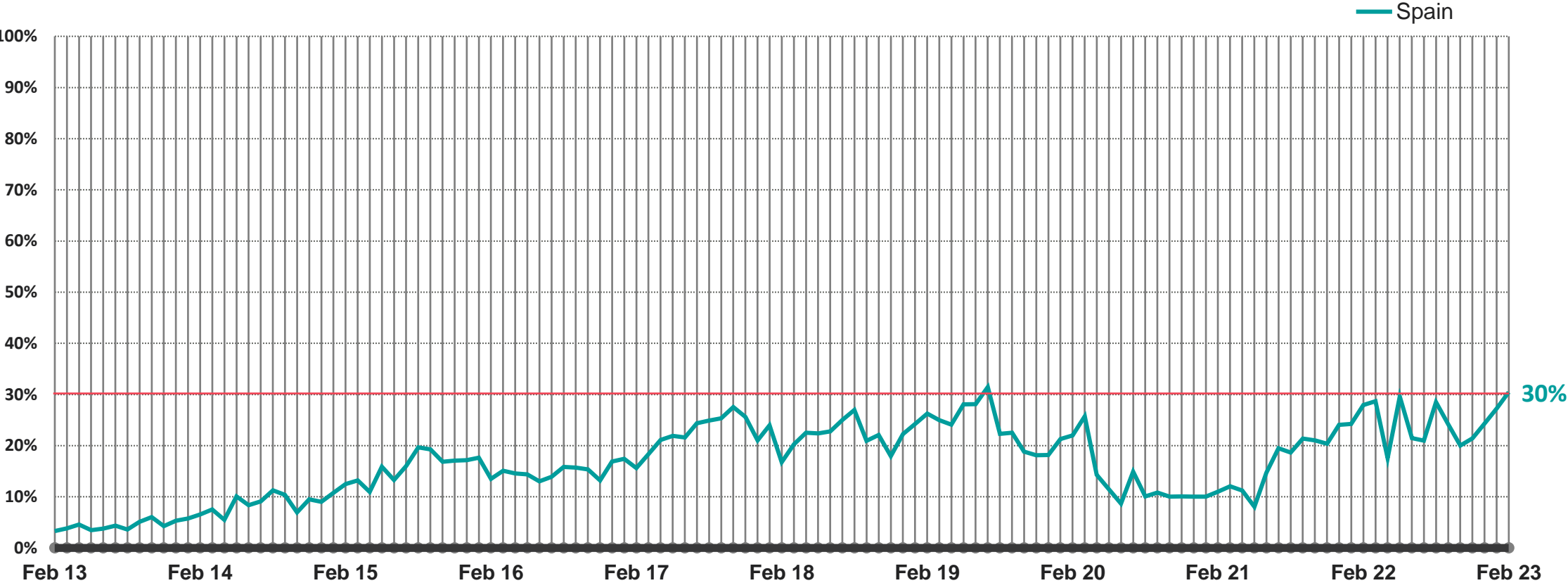
Base: Representative sample c. 500 adults aged 16-74 in South Korea, 2013 - 2023.

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

CURRENT ECONOMIC SITUATION: SPAIN

This month marks Spain's joint second-highest ever "good" economic score, drawing with May 2022 and just behind July 2019 (31%).

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

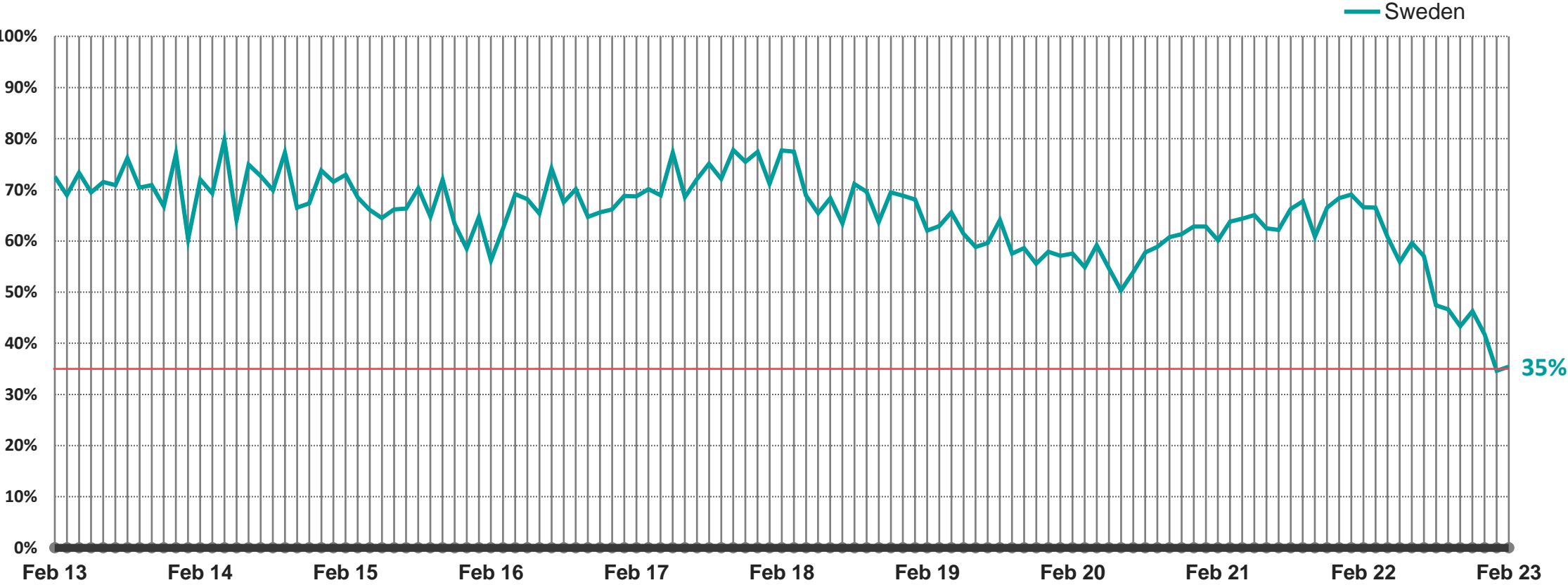


Base: Representative sample c. 1000 adults aged 16-74 in Spain, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

CURRENT ECONOMIC SITUATION: SWEDEN

Sweden’s “good” economic score this month is 32pp below that of February 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 Sweden, 2013 - 2023.
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 January 20th, 2023, and February 3rd, 2023, via the Ipsos Online Panel system among 20,570 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. **Singapore has been included for the first time in the 29-country list.**

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, Singapore, 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, Indonesia, Malaysia, Mexico, Peru, Singapore, 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.

Effective February 2023, data collection in India is conducted using a hybrid methodology (80% face-to-face/20% online, multilingual interviews) that allows for reliable representation of the adult population of SECs A/B/C from non-rural areas across the country. Until January 2023, the survey was conducted exclusively through online interviews in English. The new hybrid/multilingual methodology provides a more accurate reflection of consumer sentiment among the Indian population -- "India (national)" -- than the previous "India (connected pop.)". However, due to the change in methodology, the India results (indices, percentages, etc.) collected in and after February 2023 are not comparable to survey results reported in and before January 2023.

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.