

WHAT WORRIES THE WORLD?

January 2023



GAME CHANGERS



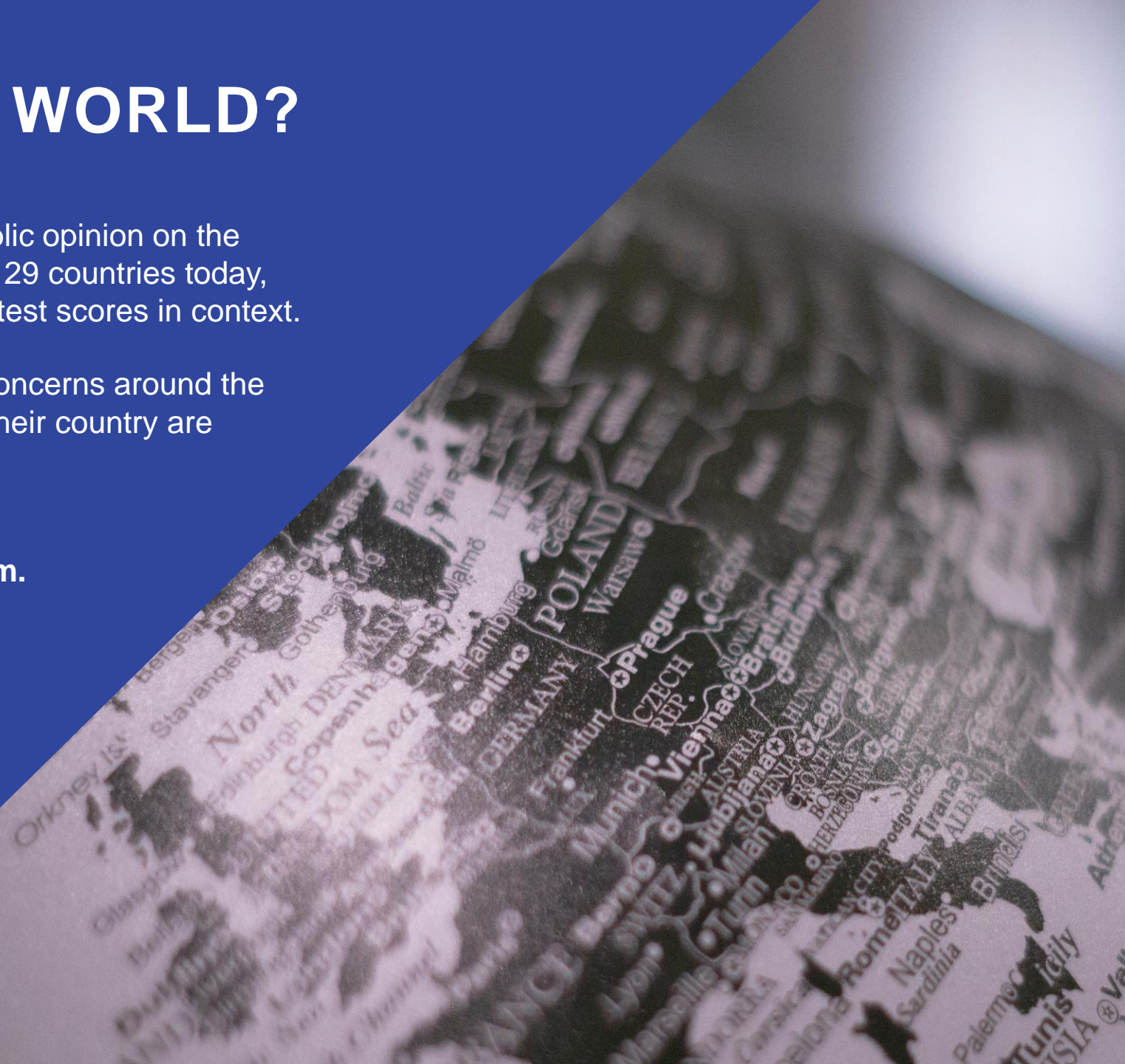
WHAT WORRIES THE WORLD?

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.

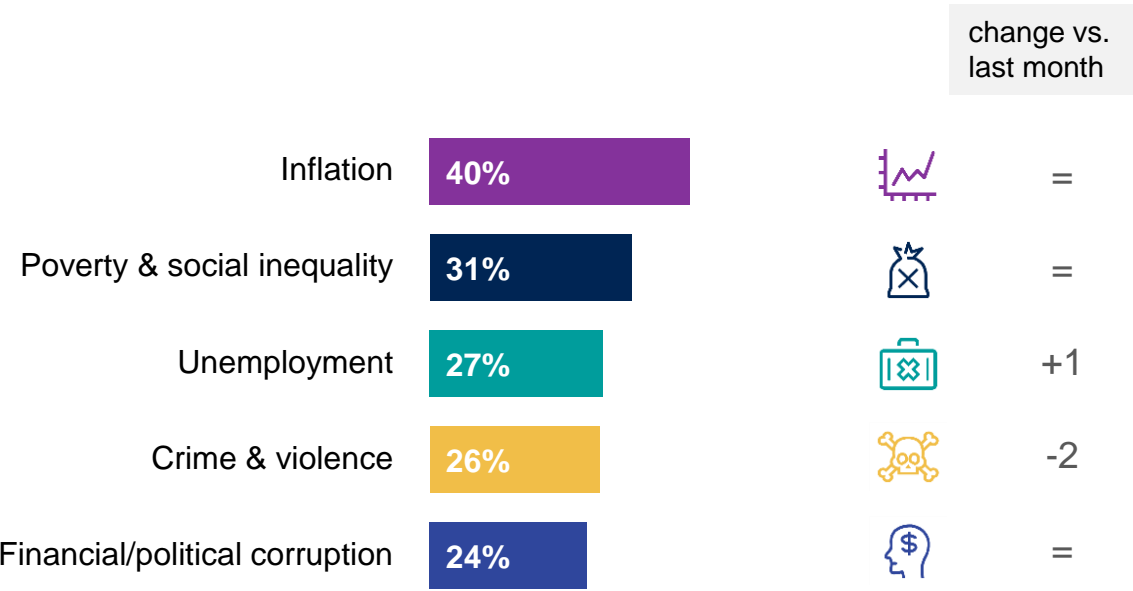
Please contact Teodros.Gebrekal@ipsos.com for more information.



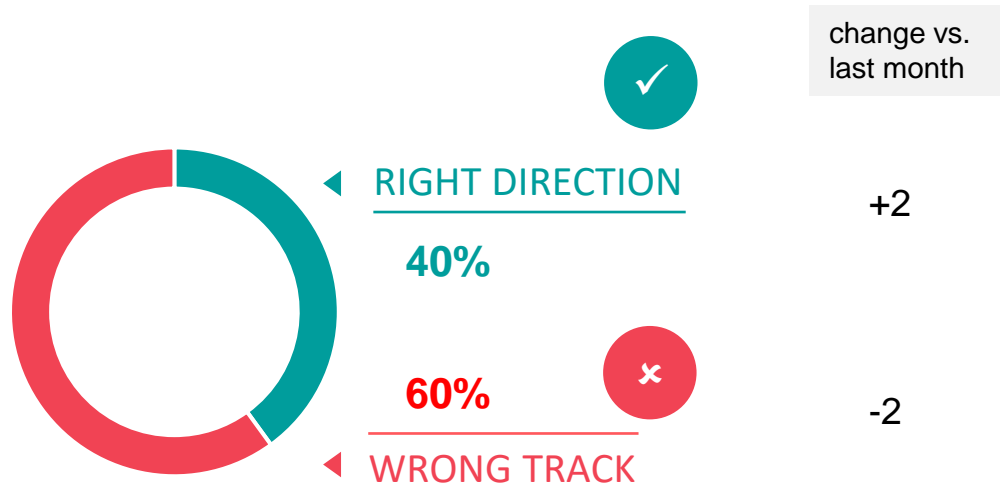
WHAT WORRIES THE WORLD? JANUARY 2023

Worry about inflation remains unchanged from December and is the top global worry for the tenth month in a row, with four in ten choosing it as an issue affecting their country. Concern for coronavirus has increased by 2pp to 13%, moving up one rank to tenth out of 18. This is the highest level of worry for the pandemic since August 2022.

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?



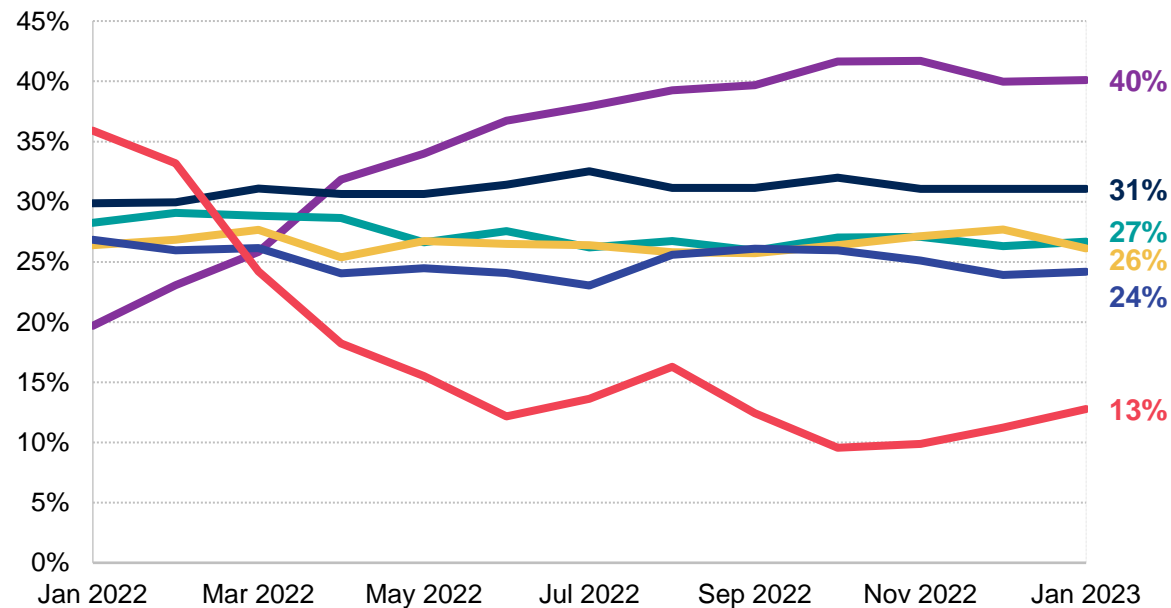
Base: Representative sample of 20,570 adults aged 16-74 in 29 participating countries, December 22nd 2022 - January 6th 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



WHAT WORRIES THE WORLD? 12-MONTH TREND

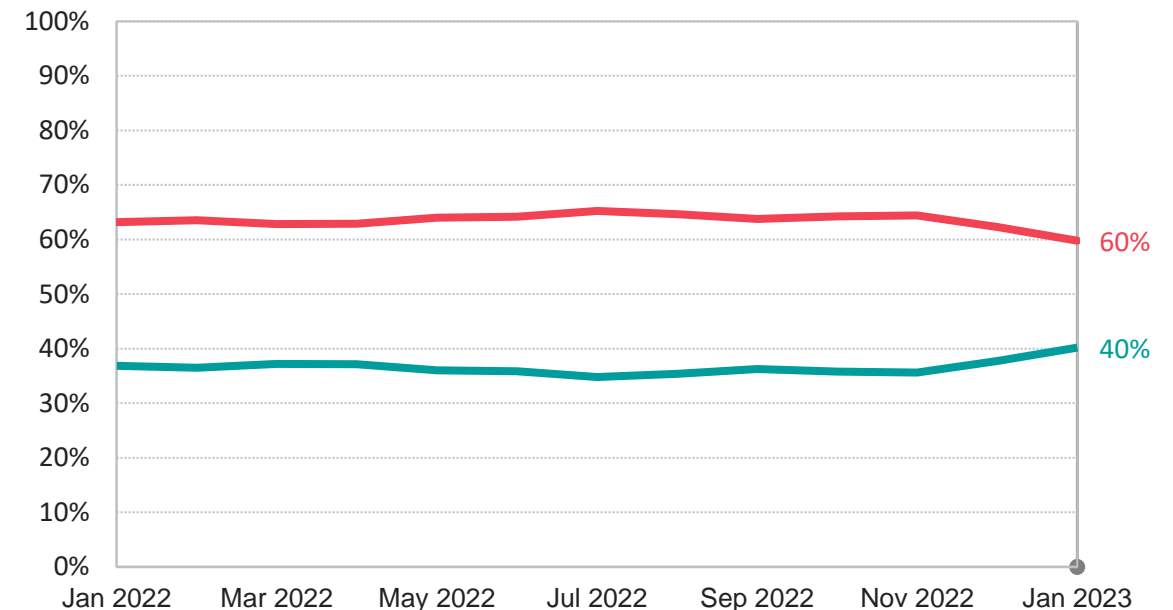
Q

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?



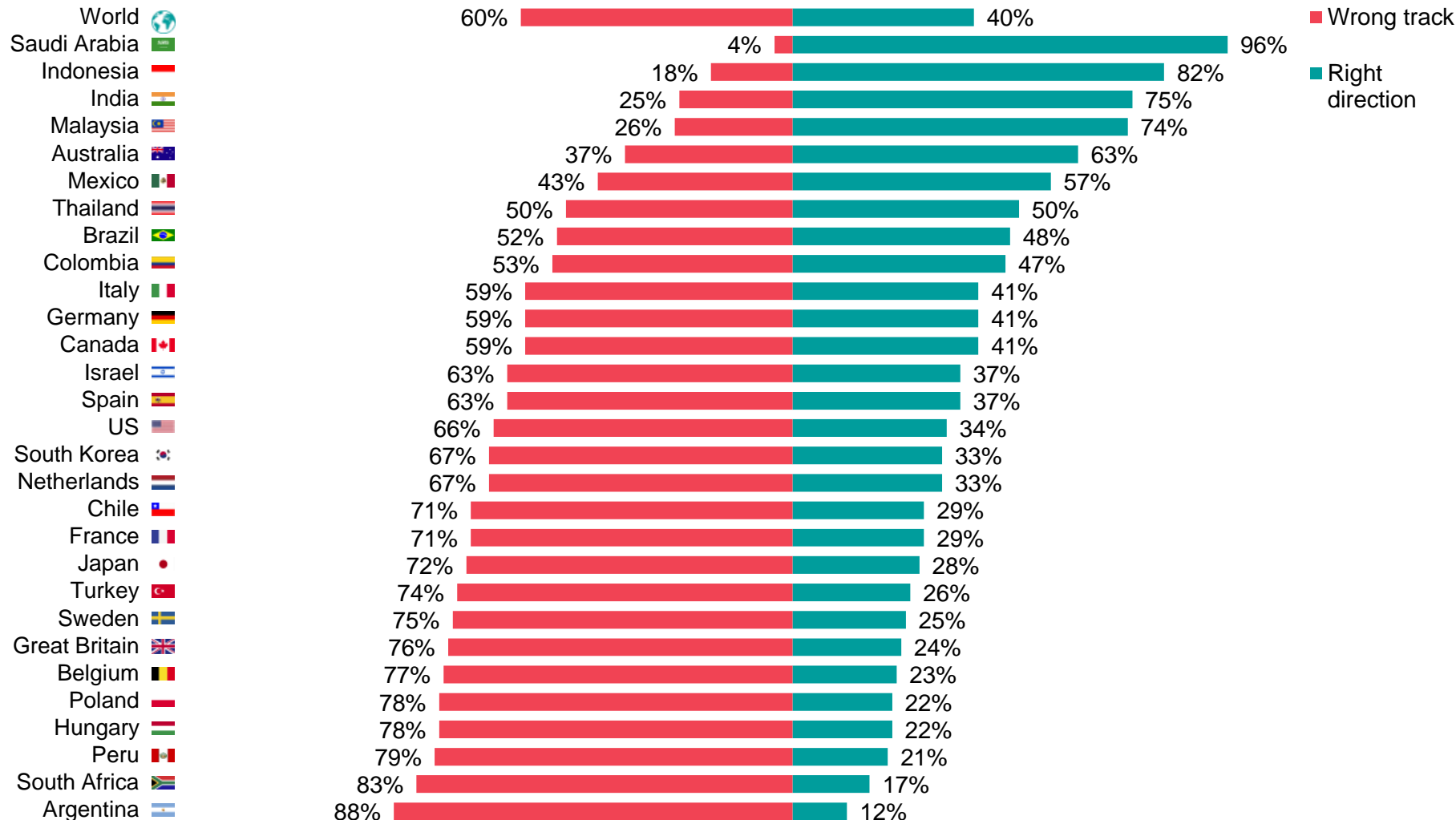
Base: Representative sample of c.20,570 adults aged 16-74 in 29 participating countries, January 2022 - January 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

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? (January 2023)



The global average of those who think their country is headed in the right direction has continued to increase from November 2022, up 2pp again this month. The overall right direction score is 5pp higher than it was at the start of 2022.

Saudi Arabia remains most positive (96%), with Indonesia (82%) and India (75%) rounding out the top three.

Argentina (12%) and South Africa (17%) are the least optimistic. Peru (21%) was bottom last month but has bounced up 10pp since then.

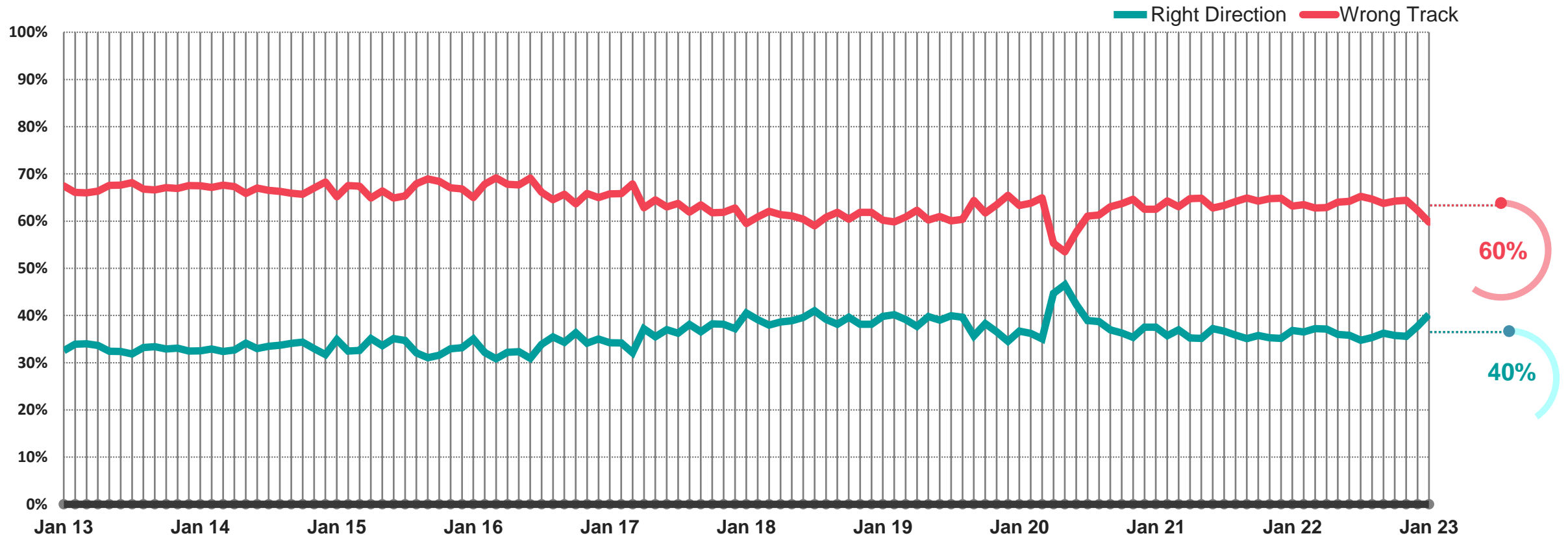
Colombia (47%) has progressed the most over the past 12 months, with its right direction score rising 29pp since January 2022.

Base: Representative sample of 20,570 adults aged 16-74 in 29 participating countries, December 22nd 2022 - January 6th 2023.
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.20,570 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.*

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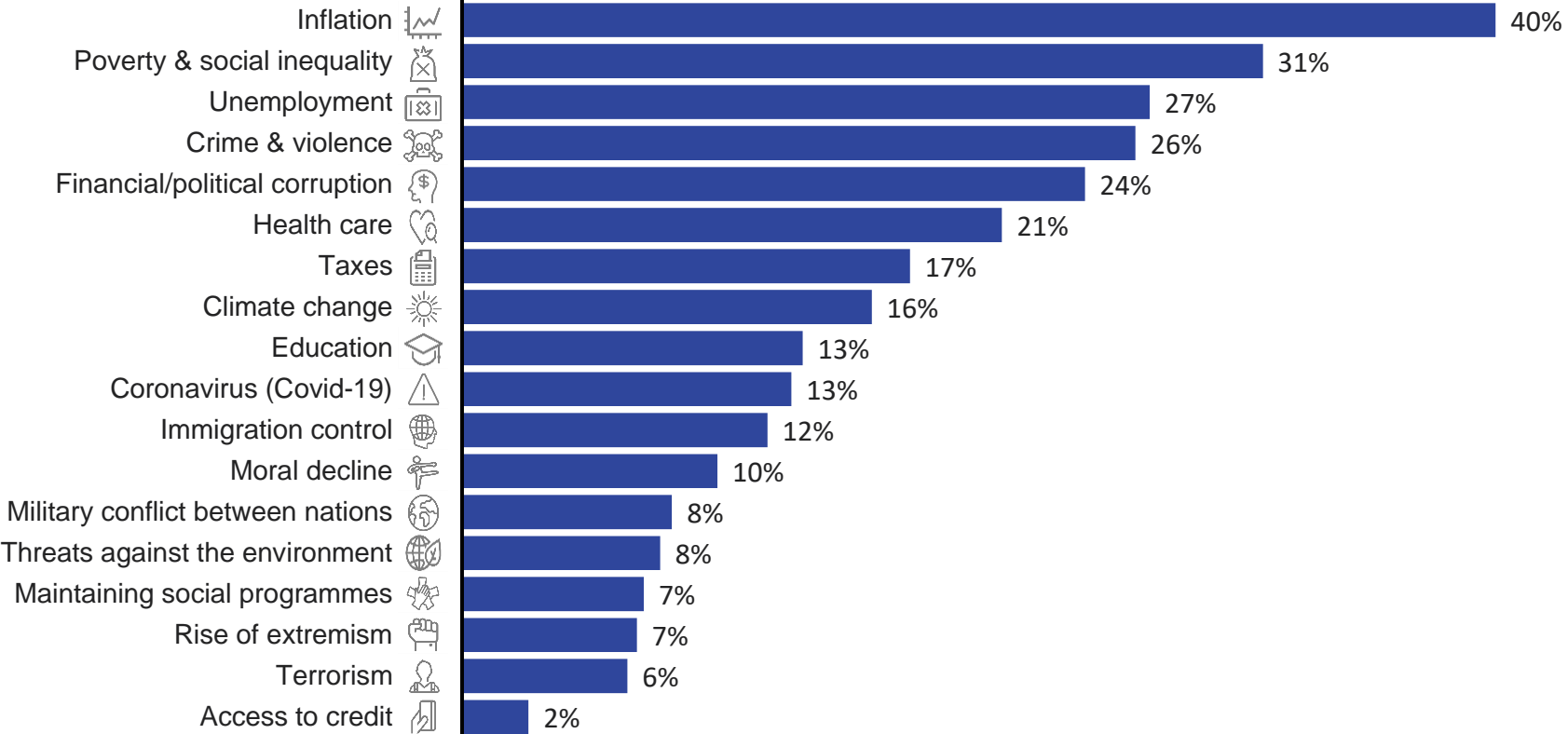
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in January 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.

Worry about inflation has remained at the same level it was last month. Rising prices is still the top global concern, where it has been for the last ten months. Four in ten (40%) choose it as a worry.

Crime & violence has fallen to fourth after a 2pp drop in January. Unemployment worry rose 1pp, while the rest of the top five remain equal.

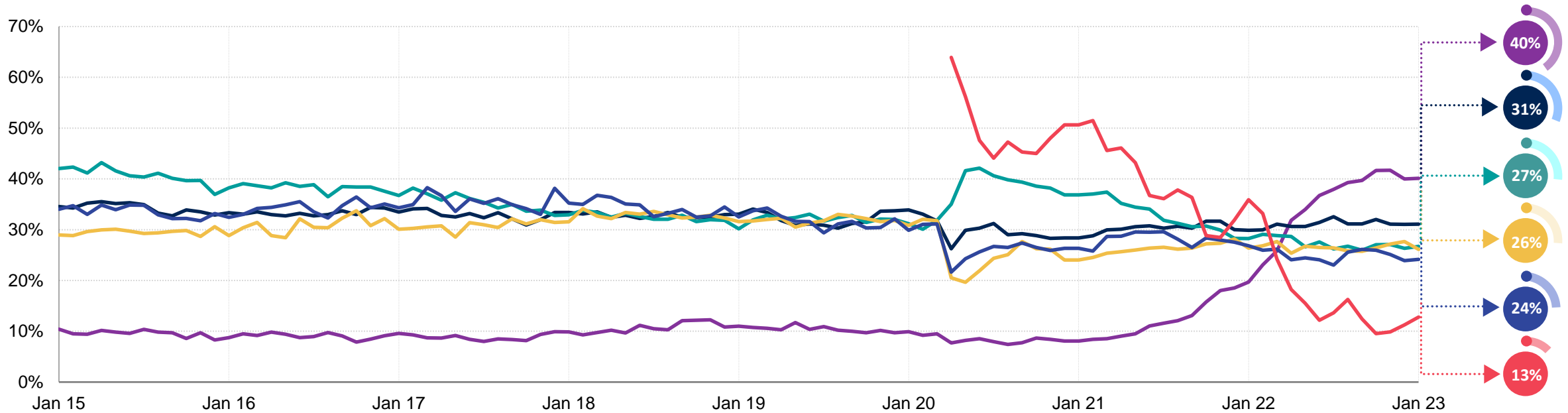
Base: Representative sample of 20,570 adults aged 16-74 in 29 participating countries, December 22nd 2022 - January 6th 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



WORLD WORRIES: LONG-TERM TREND

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

Global country average



Inflation



Poverty & social inequality



Unemployment



Crime & violence



Financial/political corruption

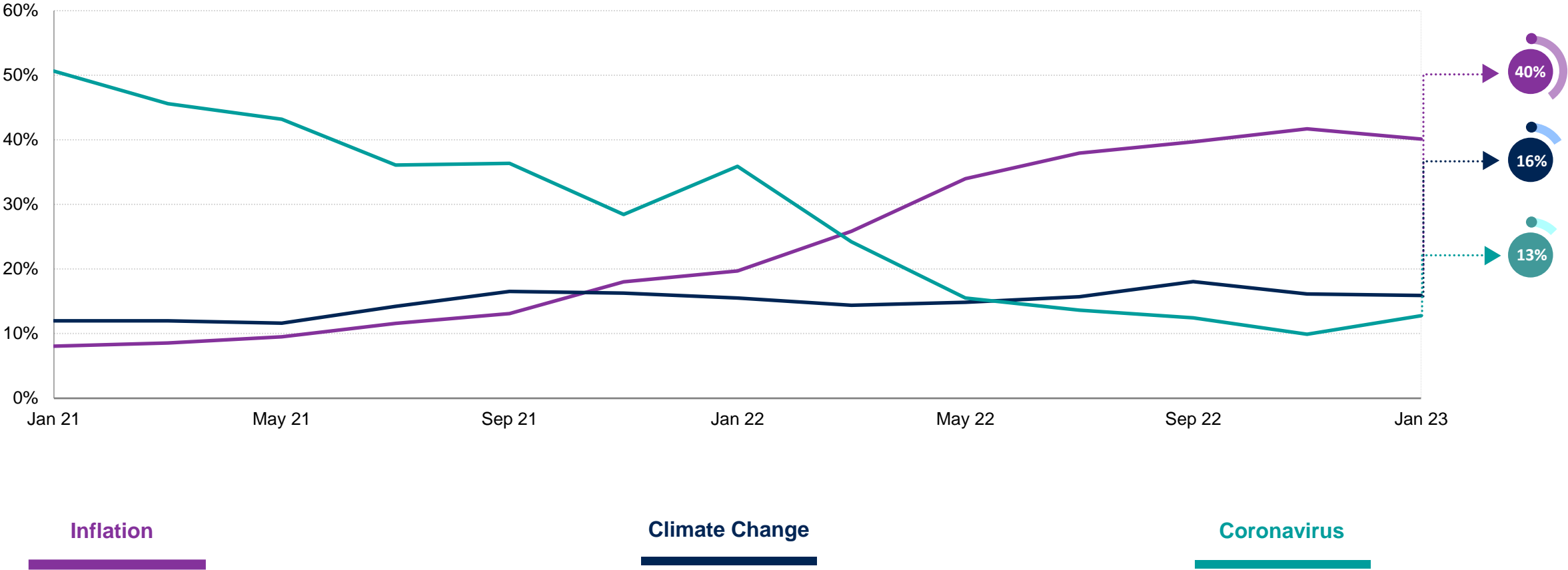


Coronavirus

Base: Representative sample of 20,570 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)



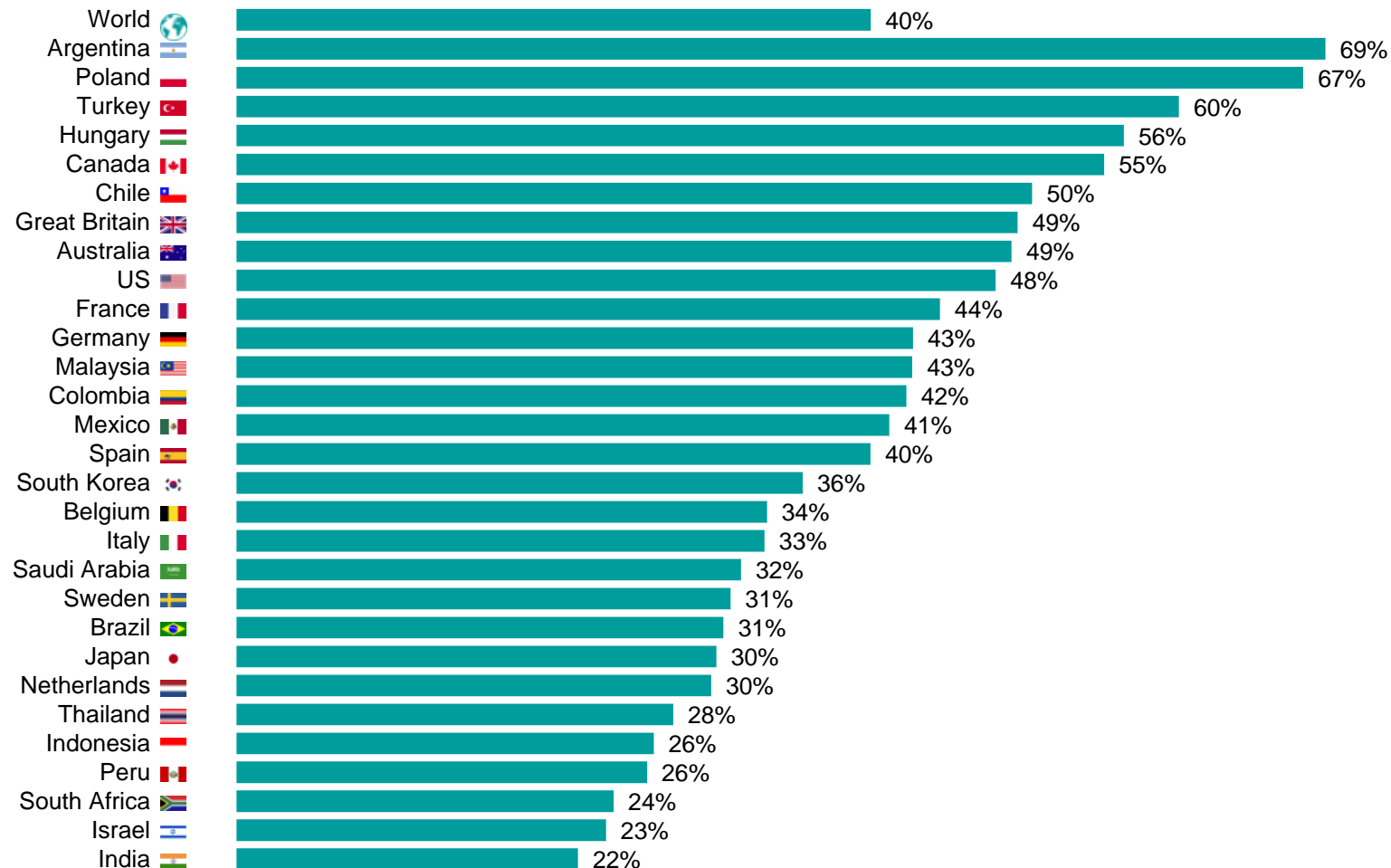
Base: Representative sample of c.20,570 adults aged 16-74 in 29 participating countries, January 2021 - January 2023.

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

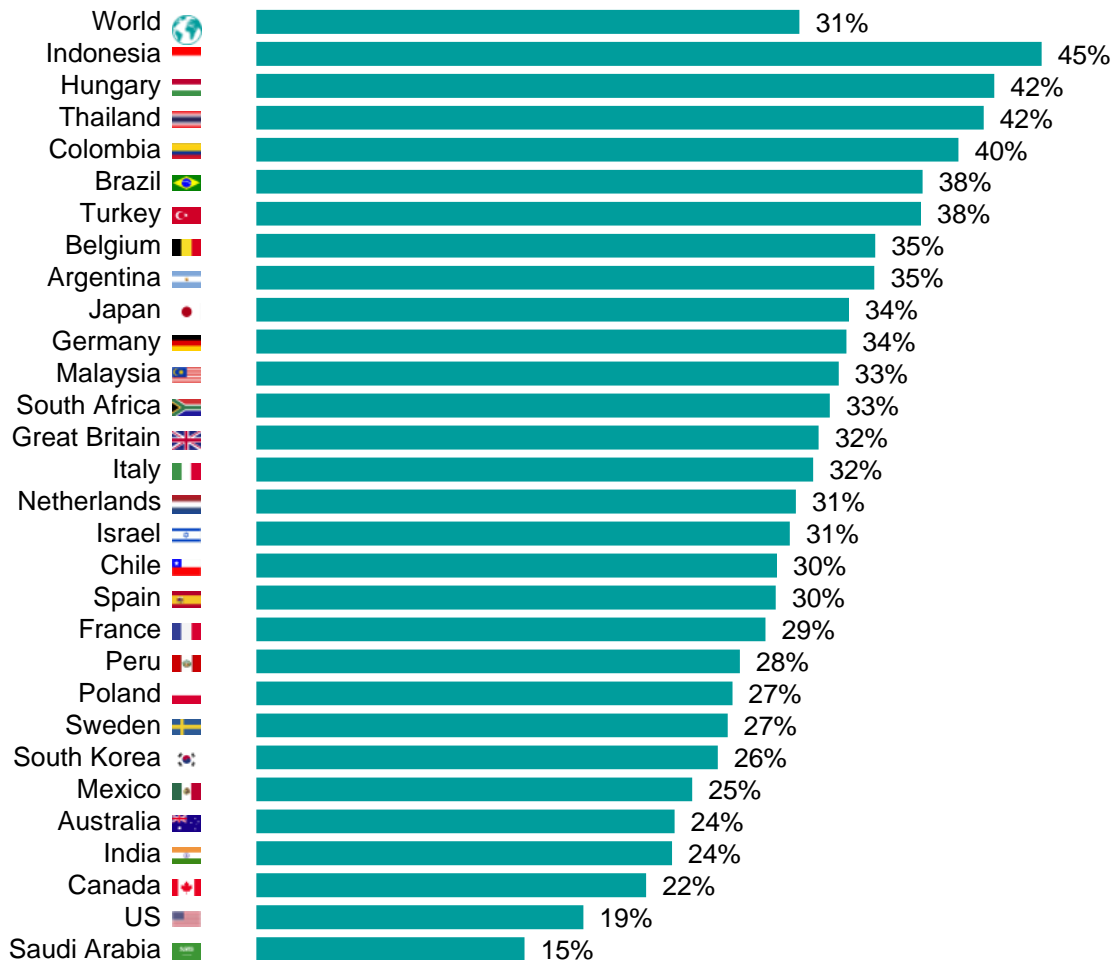


Concern about inflation is unchanged compared to December (40%). However, it is still the number one concern – as it has been for the last ten months. Concern is 2pp lower than November, suggesting worry about rising prices may have peaked.

This month's score is 20pp greater than the start of 2022 and a further 31pp greater than January 2021. Turkey (60%) has experienced a sharp rise of 8pp since December. Argentina (69%) and Poland (67%) are still top and have both increased by 4pp.

This month, 12 nations (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Poland, Saudi Arabia, The US, and Turkey), have inflation as the single biggest concern.

2 | POVERTY & SOCIAL INEQUALITY



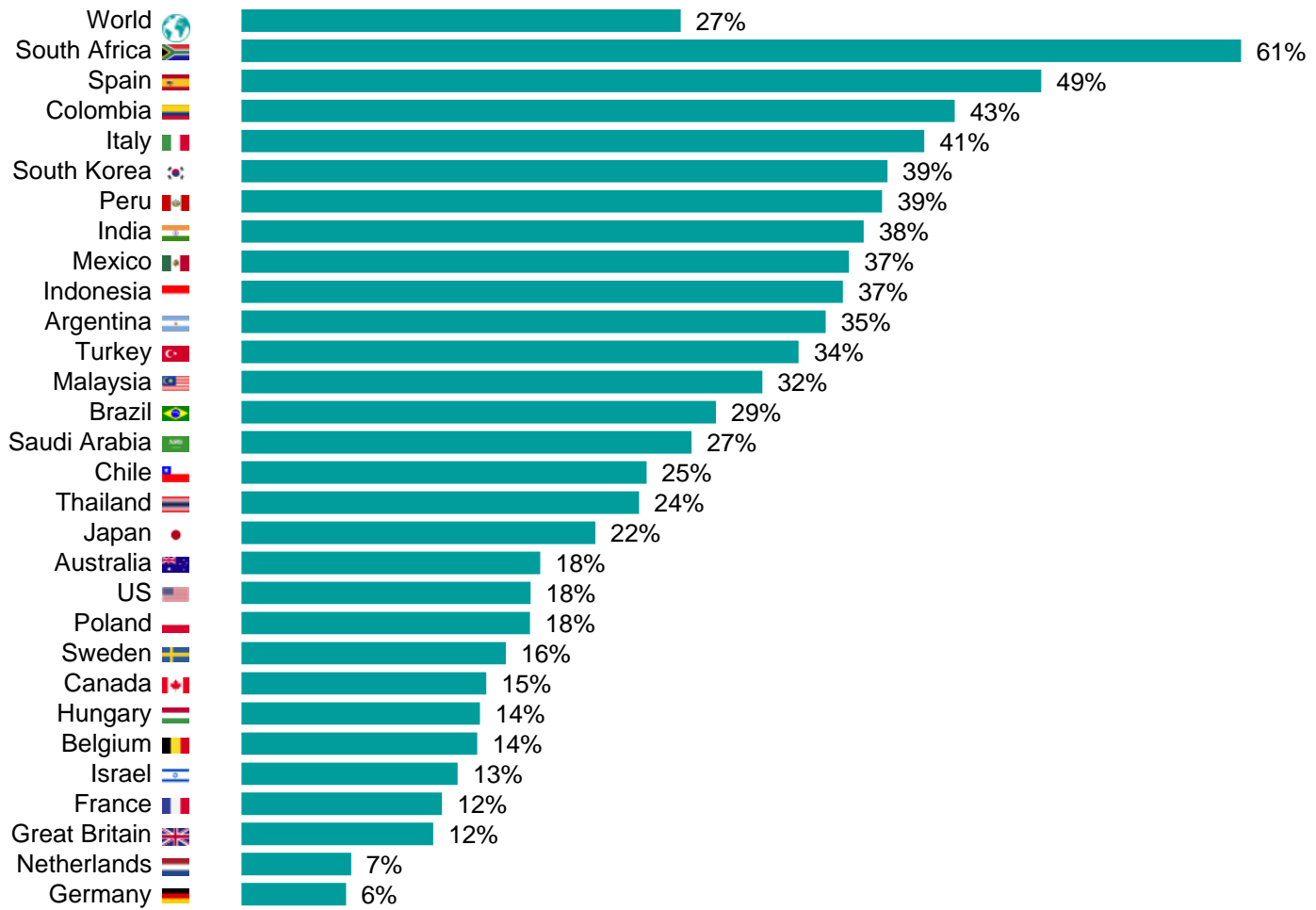
Almost one in three (31%) globally are worried about poverty & social inequality. The same level as last month.

Indonesia (45%) has seen a slight increase this month (+1pp) and remains the most concerned. Hungary and Thailand (both 42%) are in second and third. Turkey (38%) has risen 5pp and the Netherlands has fallen by 9pp. Argentina has also dropped by 5pp.

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

Saudi Arabia has the lowest level of worry about inequality (15%), followed by the US, where 19% say it is a concern. Israel was previously the fifth least concerned but has risen 7pp to 31%.

3 | UNEMPLOYMENT



Over one in four (27%) globally choose unemployment as one of the biggest concerns affecting their country. With concerns having increased slightly by 1pp, it is now the third biggest worry this month.

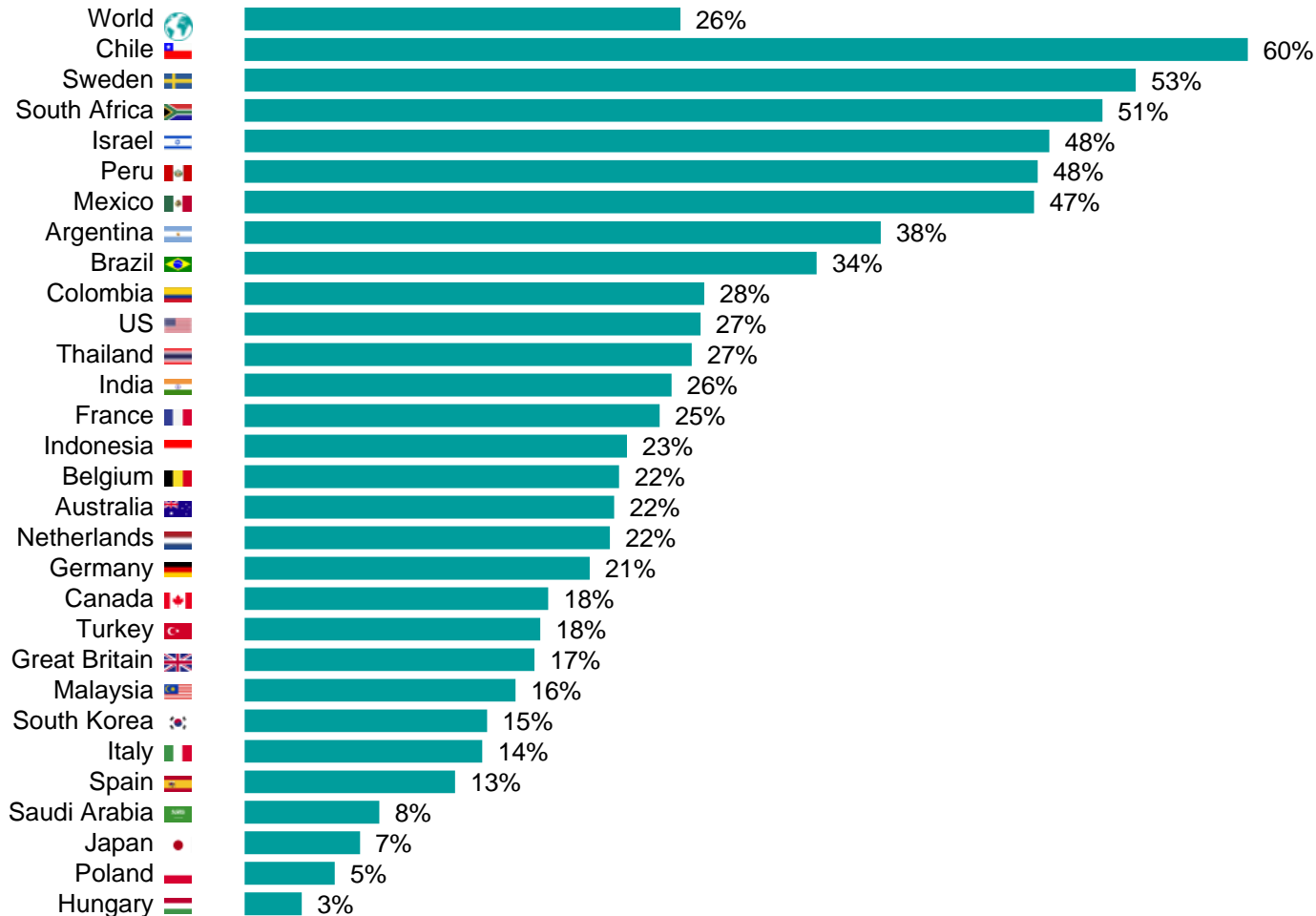
South Africa remains the most concerned country about jobs, with 61% choosing it, but this is down 3pp this month. Spain has ascended to second place with a 8pp rise and Indonesia’s level of worry fell 7pp. Focusing at the bottom of the list, Germany and the Netherlands haven’t moved but Israel (13%) has increased by 5pp and France by 3pp. Belgium’s score has decreased by 5pp.

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

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4 | CRIME & VIOLENCE



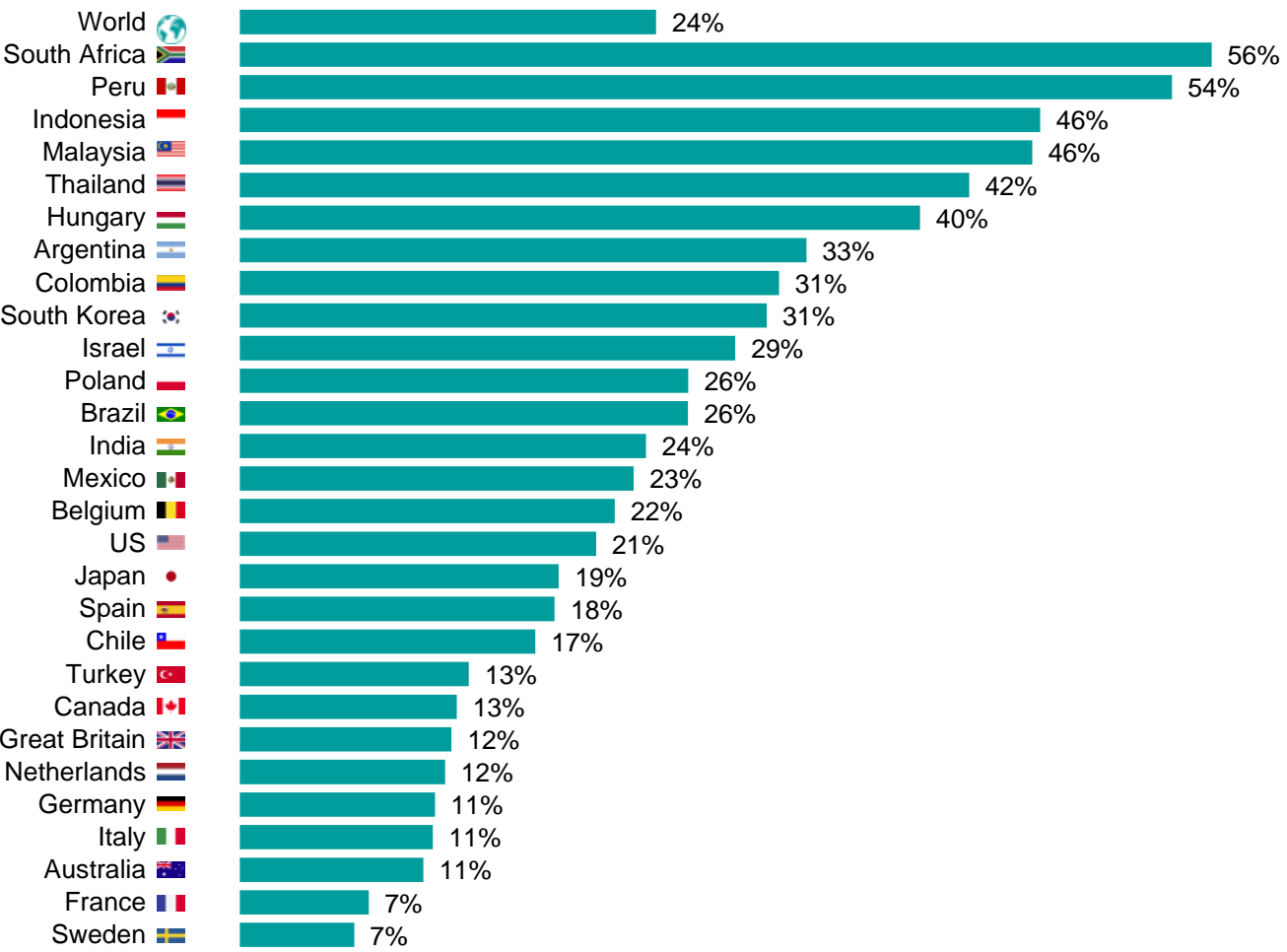
One in four globally choose crime & violence (26%) as a worry. This figure has declined by 2pp since December, moving it to fourth.

Four nations (Chile, Mexico, Sweden, and Israel) cite this issue as their greatest concern, one fewer from last month. Chile remains the most concerned country, with 60% considering it a top worry (-3pp). Israel (48%), previously second, has dipped 9pp and Sweden (53%) is up 5pp.

South Korea (15%) has moved out of the bottom five after a 6pp rise. Germany (21%) has also increased by 6pp.

When it comes to crime, the group of least concerned countries, with fewer than one in ten picking it as a concern has increased by one nation, and is now Hungary, Poland, Japan, and Saudi Arabia.

5 | FINANCIAL/POLITICAL CORRUPTION



One in four (24%) choose financial/political corruption as one of the biggest issues affecting their country.

This is South Africa’s (56%) second biggest concern and has increased 1pp this month. Peru (54%) has jumped to second place with a 9pp rise. Malaysia (46%) is now fourth since falling 6pp from December.

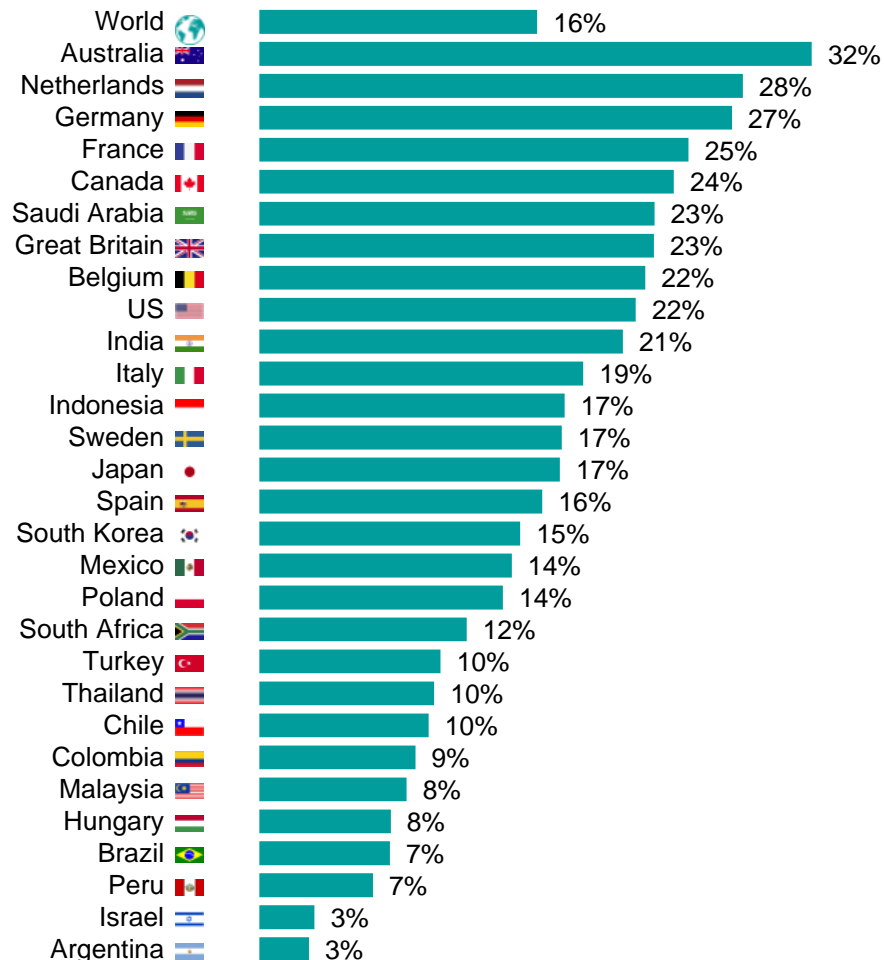
In January, the number of countries that have corruption as their top worry has grown by two. This group now comprises Peru, Indonesia, Malaysia, and Thailand.

Last month saw four countries with less than one in ten concerned. It is now just two countries: France and Sweden (both 7%). This is due to a slight increase in Germany (+2pp) and a surge in Belgium (+11pp).

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



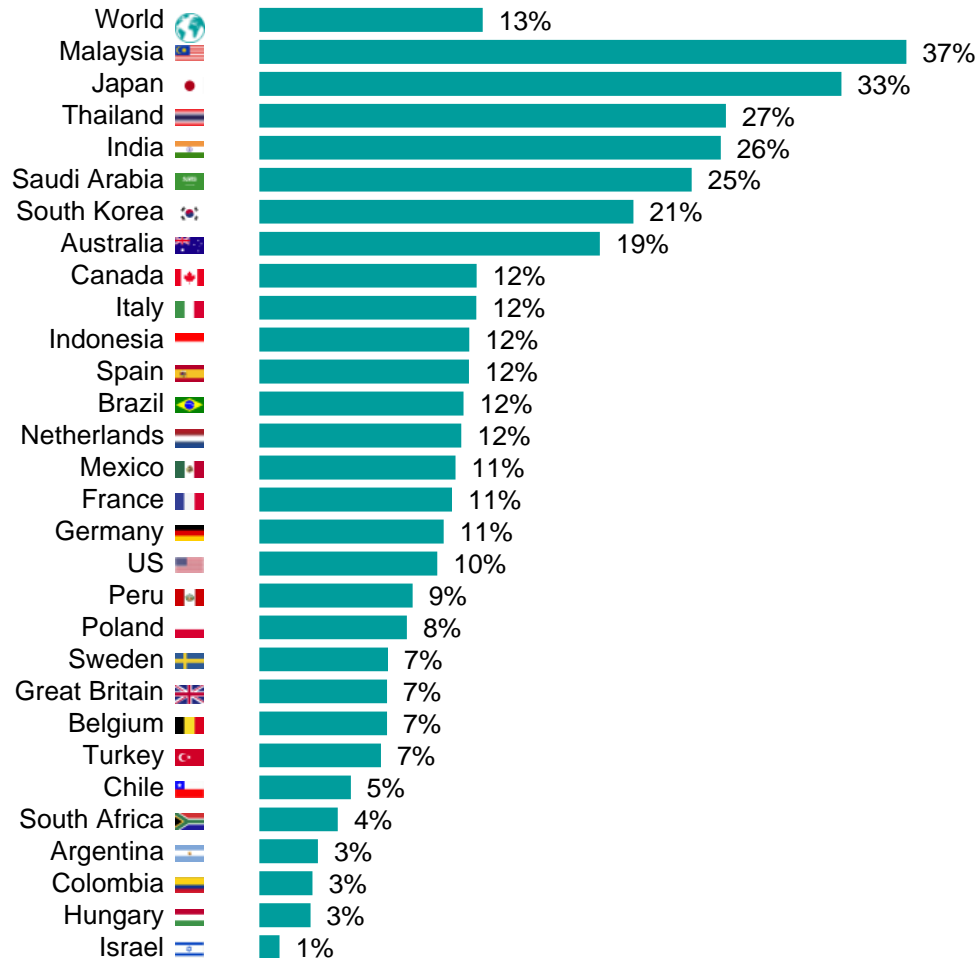
16% say climate change is one of the biggest issues affecting their country, no change from December and only +1pp from January 2022.

Australia is first this month (32%), ranking as the third biggest concern for the country. The Netherlands (28%) has increased by 1pp whereas Germany (27%) has fallen by 2pp and France (25%) has dropped 1pp.

Climate change is also the Netherlands' and Germany's third biggest concern behind poverty and social inequality and inflation.

Israel is now ranked joint last with Argentina (both 3%). In January 2022, Israel was at 9%, Argentina was at 2%.

10 | CORONAVIRUS (COVID-19)

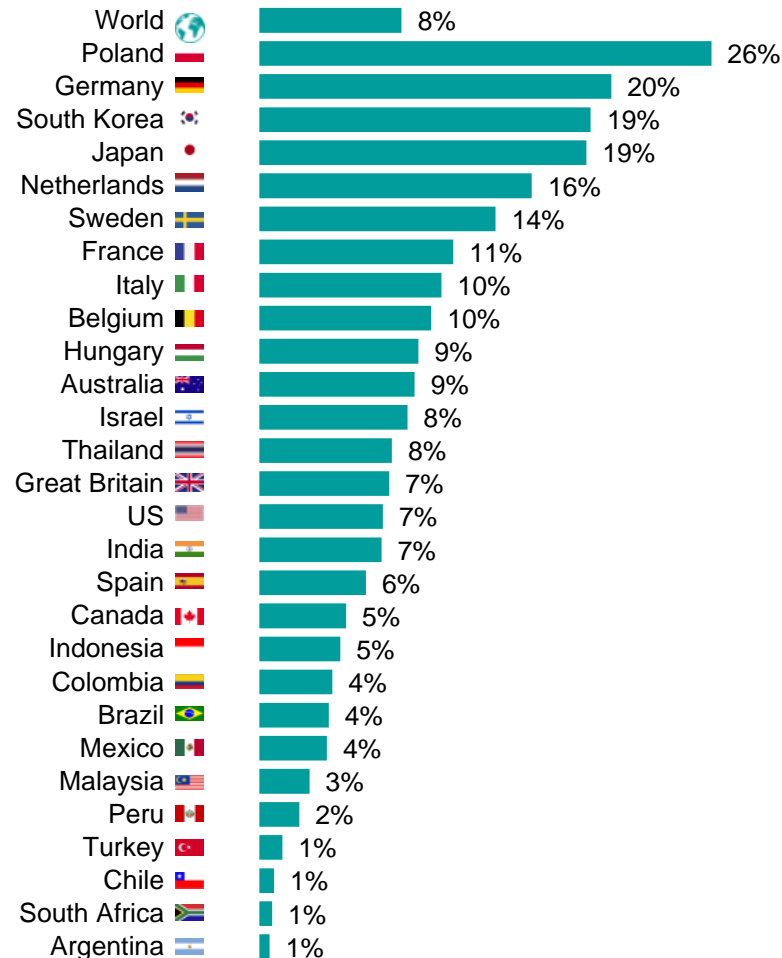


The percentage mentioning coronavirus as a worry has increased by 2pp this month. This is the highest it's been since August 2022. In January 2022, over a third (35%) globally ranked it as a top concern, topping our list.

Japan (33%) had previously been the most concerned nation until this month. Despite Japan's worry increasing 2pp, Malaysia is now top after surging by +18pp since December. It is now Malaysia's third biggest worry. Other countries in the region have increased too. India (26%) has moved +11p and South Korea (21%) has risen +5pp.

In Japan, it's more of a worry than inflation and is third behind poverty and social inequality and taxes. Last month seemed to have been a blip for Brazil (-6pp) and Peru (-8pp).

13 | MILITARY CONFLICT BETWEEN NATIONS



Global average worry about military conflict between nations has remained unchanged since December (8%). It is 6pp lower than it was when it was first added in April 2022.

Poland (26%) is still the most concerned country, however it has dropped 11pp since last month. Germany remains steady in second after a 1pp fall, whereas South Korea (19%) and Sweden (14%) have increased slightly by 4pp.

In April 2022, military conflict was Germany's joint second highest worry with poverty & social inequality, when it was at 35%. Sweden and Great Britain also had it as a top worry at 30% and 28% respectively.

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/>

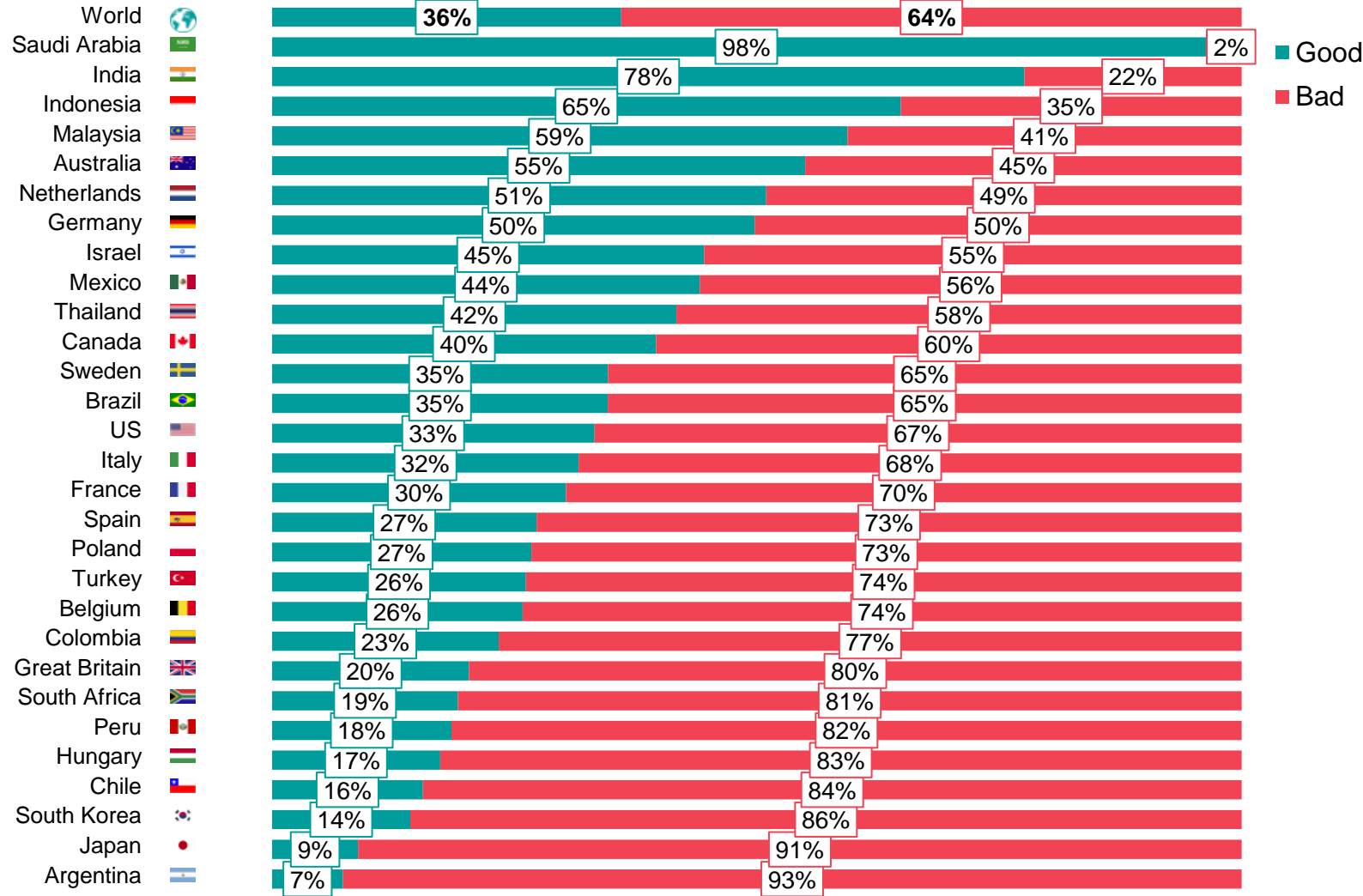
Please contact: Nicolas.Boyon@Ipsos.com for more information.



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?



Globally, there has been a slight uptick in the proportion of people describing the economic situation in their country as “good”, up 2pp from last month to 36%.

Two countries have had double digit rises in their “good” economic score this month: Malaysia (+10) and the Netherlands (+10). Thailand (+9) and Mexico (+8) follow with the next largest month-on-month increases.

Meanwhile, Sweden has had the largest decrease from last month, down 7pts to 35%, a new lowest ever score. India (-5), South Africa and Belgium (both -4) follow.

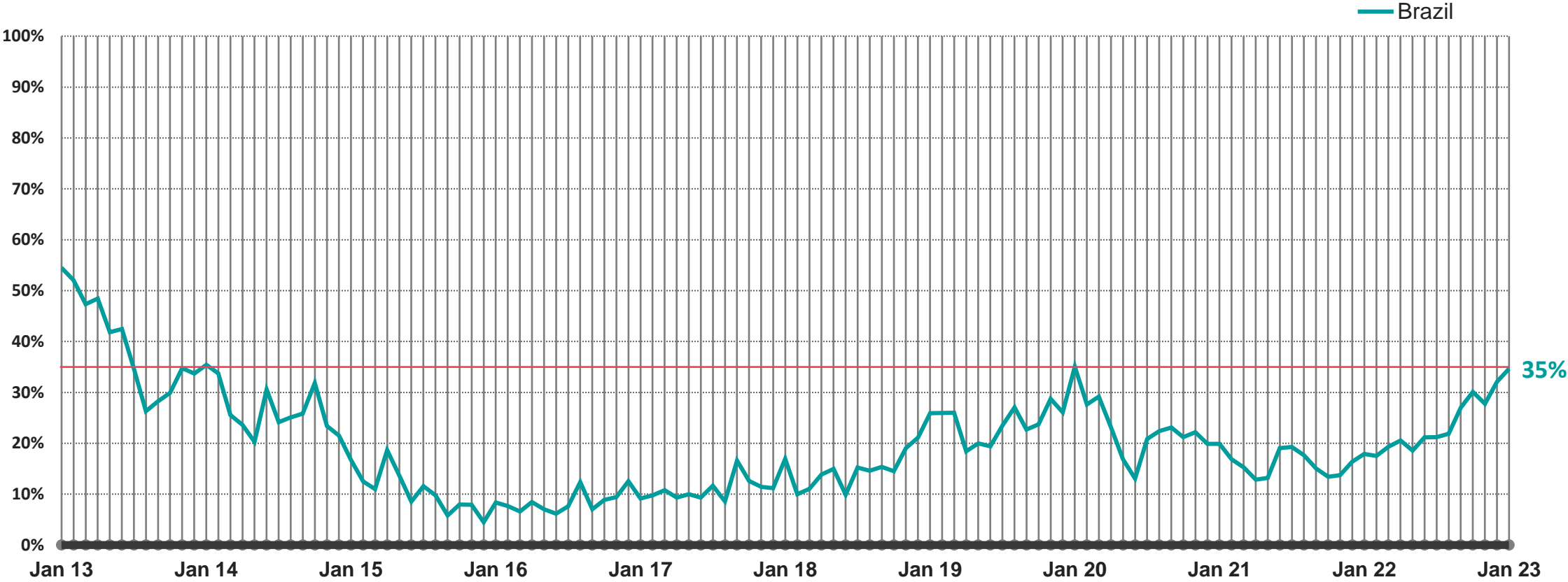
A 7pp increase in the proportion of Italian’s describing their current economic situation as “good” has also led Italy to equal its highest ever score (32% in October 2021).



CURRENT ECONOMIC SITUATION: BRAZIL

This month, Brazil reaches its highest score since January 2020 (35%).

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: CHILE

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, 2013 - 2023.

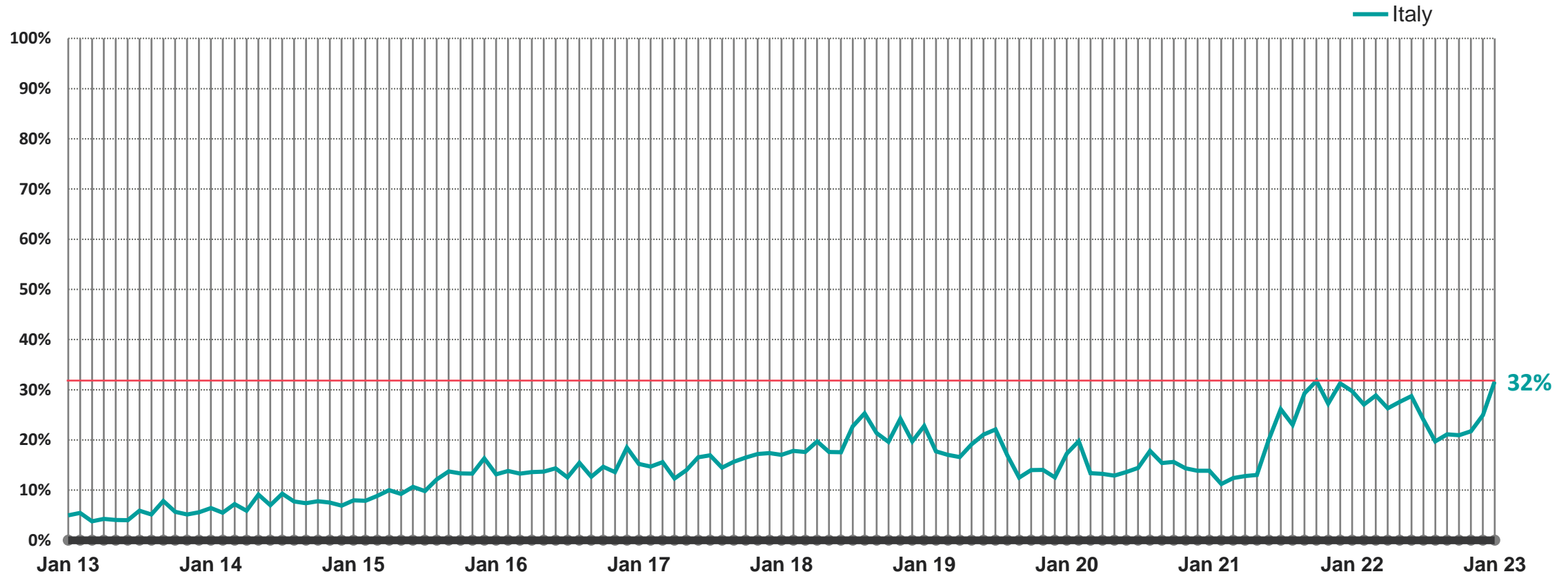
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: ITALY

Italy has equalled its highest ever score of 32% (October 2021).

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.*

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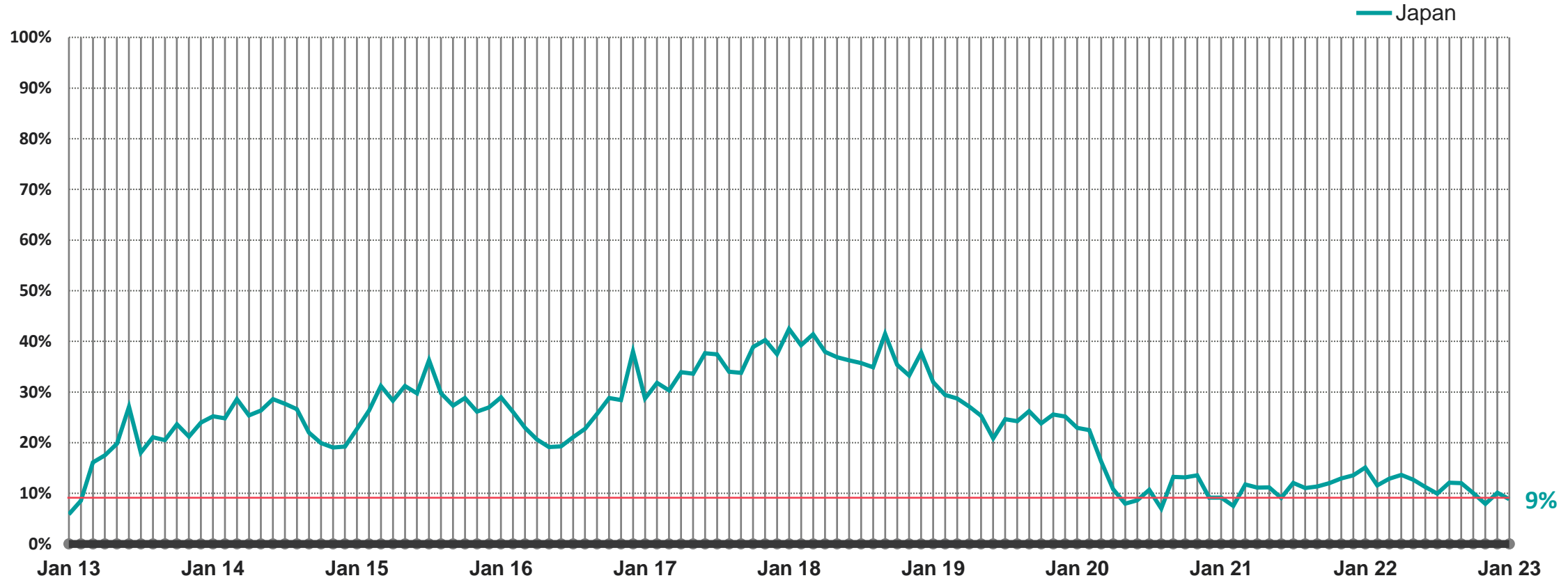
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CURRENT ECONOMIC SITUATION: JAPAN

Perceptions of the economy in Japan have so far failed to return to their pre-pandemic levels.

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



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

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

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CURRENT ECONOMIC SITUATION: MALAYSIA

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, 2013 - 2023.

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



CURRENT ECONOMIC SITUATION: MEXICO

January 2023 is Mexico's highest score since July 2019 (47%) and one of only five occasions where its score has risen to 40% or more.

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

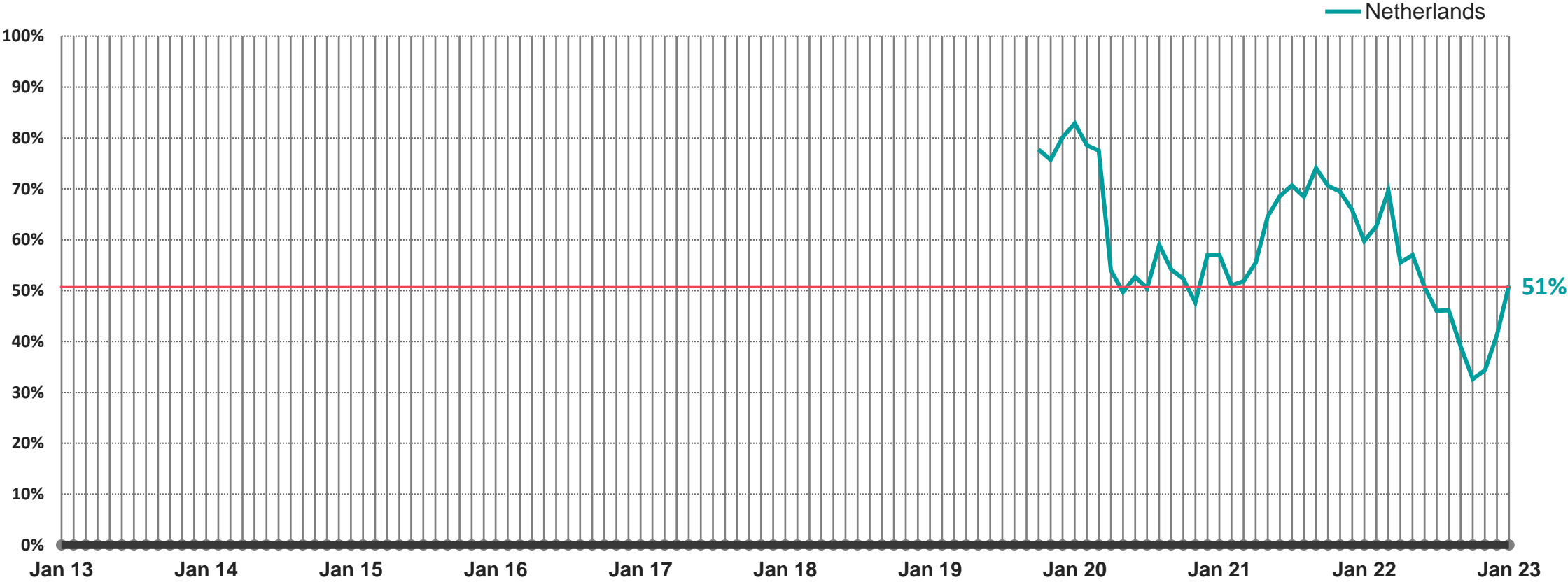


Base: Representative sample c. 500 adults aged 16-74 in Mexico, 2013 - 2023.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



CURRENT ECONOMIC SITUATION: NETHERLANDS

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



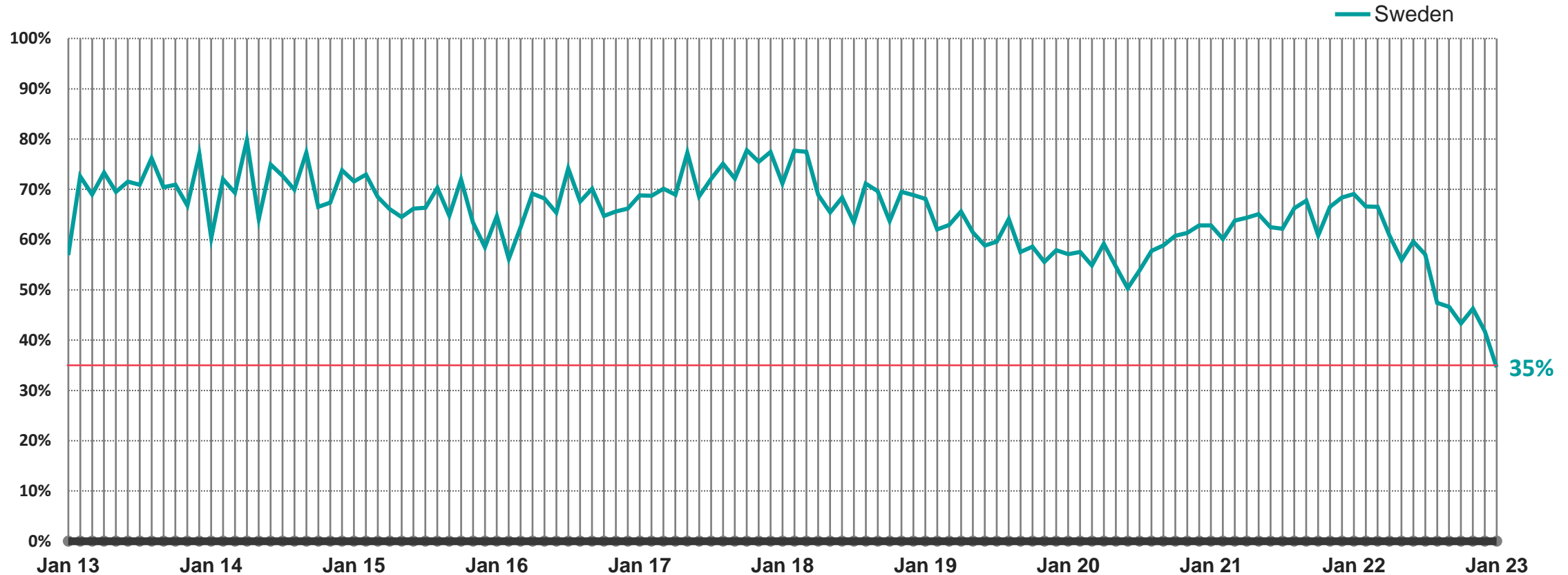
Base: Representative sample c. 500 adults aged 16-74 in Netherlands, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: SWEDEN

After dropping a further 7pp this month, January 2023 is Sweden's lowest ever "good" economy 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, 2013 - 2023.

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

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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 16-74 in US, 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 December 22nd 2022 and January 6th 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.

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.