

WHAT WORRIES THE WORLD?

March 2023



GAME CHANGERS



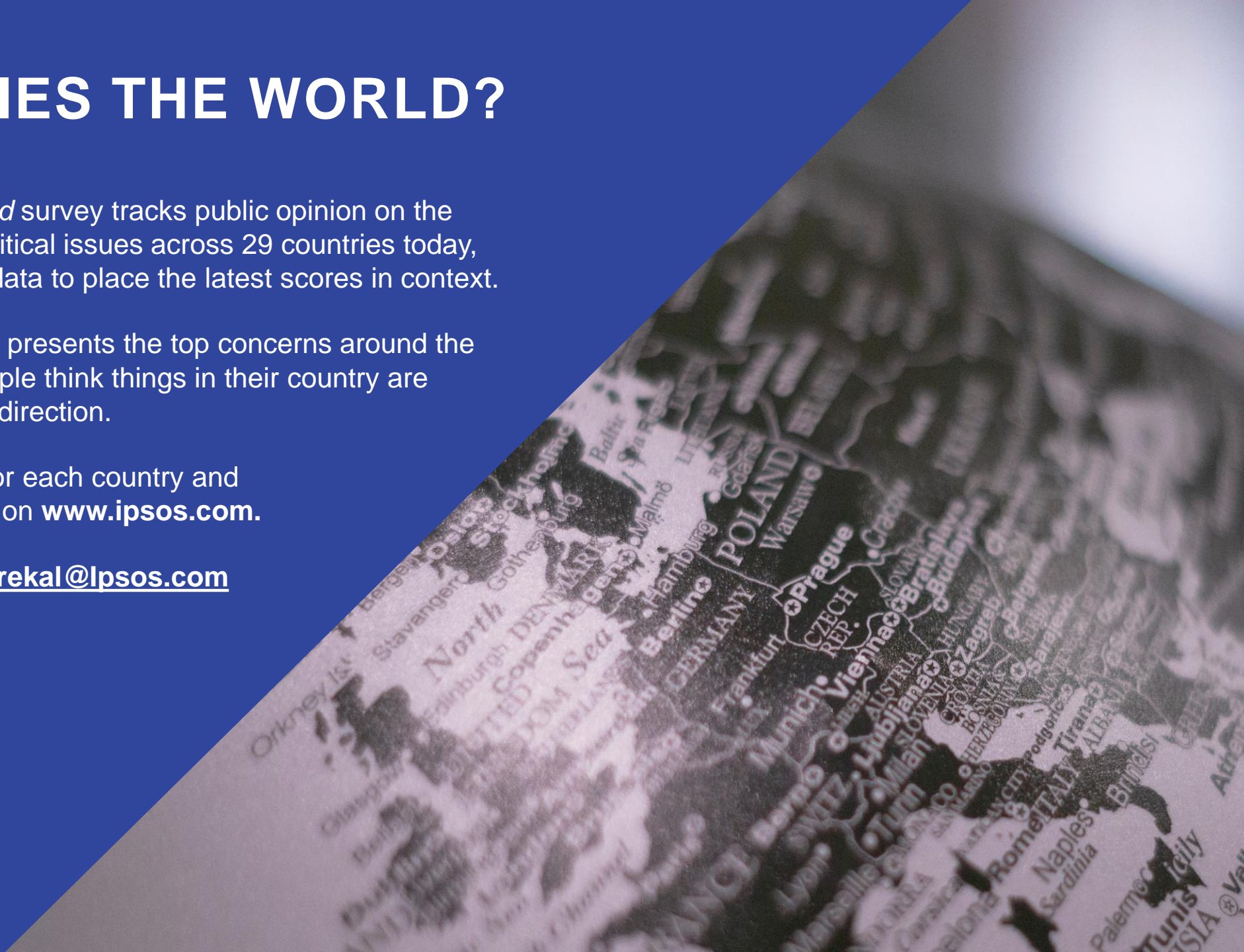
WHAT WORRIES THE WORLD?

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

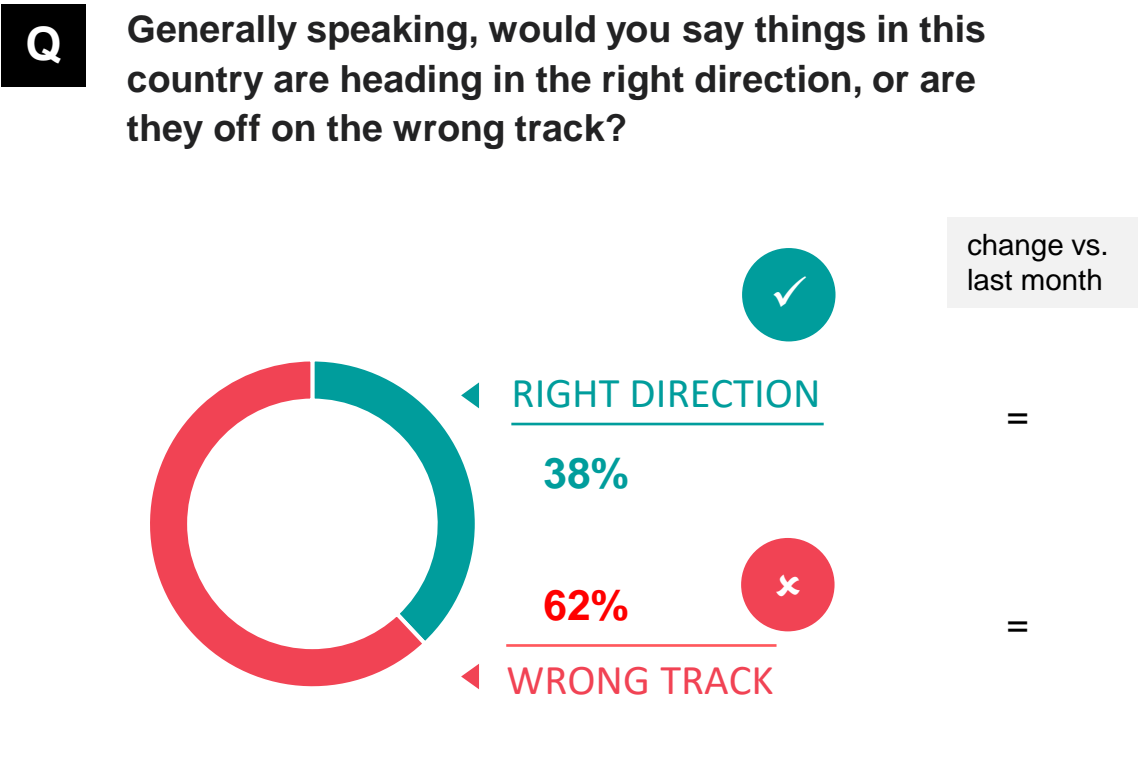
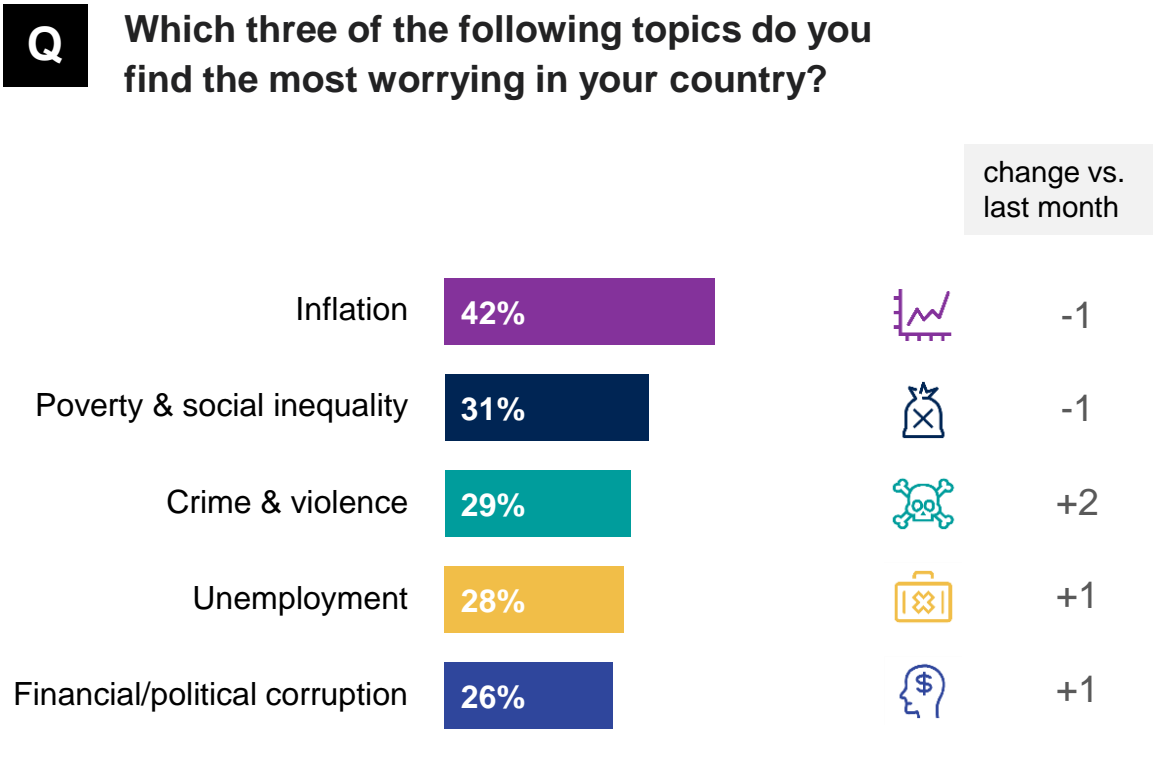
Full breakdowns of findings for each country and each issue are also available on **www.ipsos.com**.

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



WHAT WORRIES THE WORLD? MARCH 2023

Inflation has now been the top global concern in our What Worries the World survey for the last 12 months. Four in 10 (42%) across 29 countries choose it as a top worry. Inequality, crime & violence, unemployment and corruption round out the top five concerns globally. The percentage saying their country is headed in the right or wrong direction remains unchanged this month.

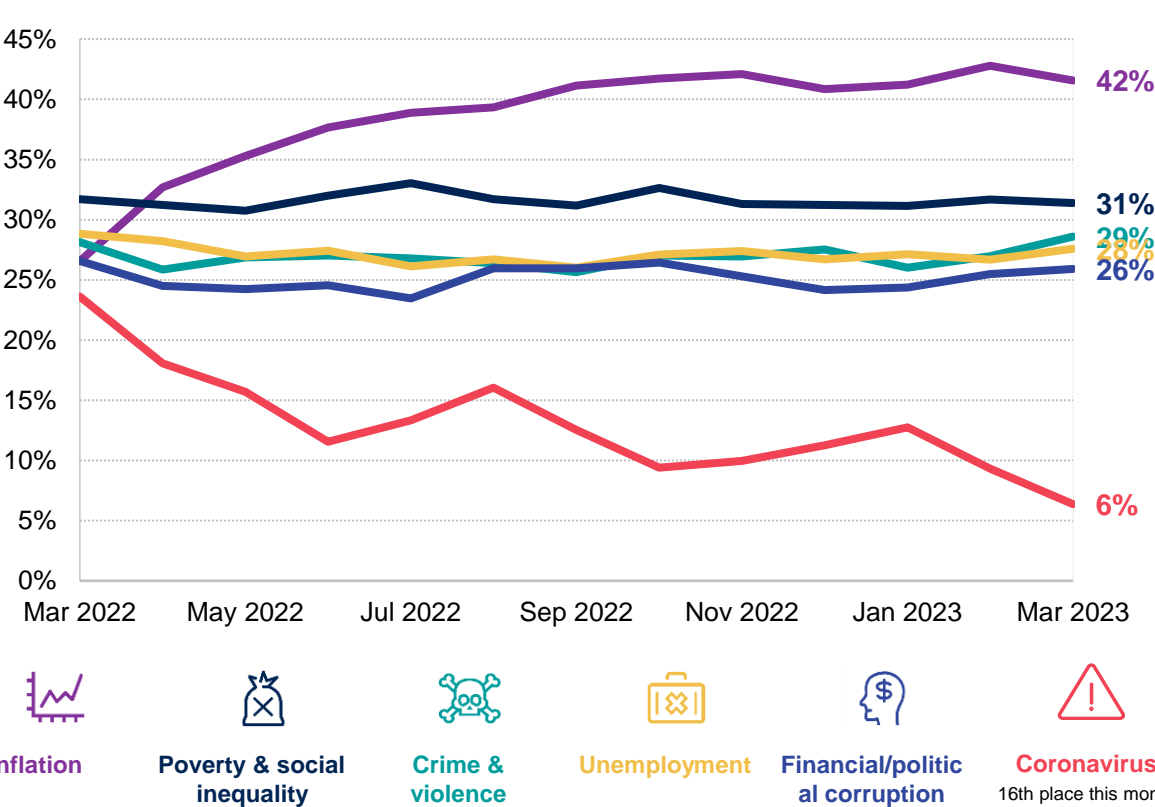


Base: Representative sample of 24,516 adults aged 16-74 in 29 participating countries, February 17th 2023 - March 3rd 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

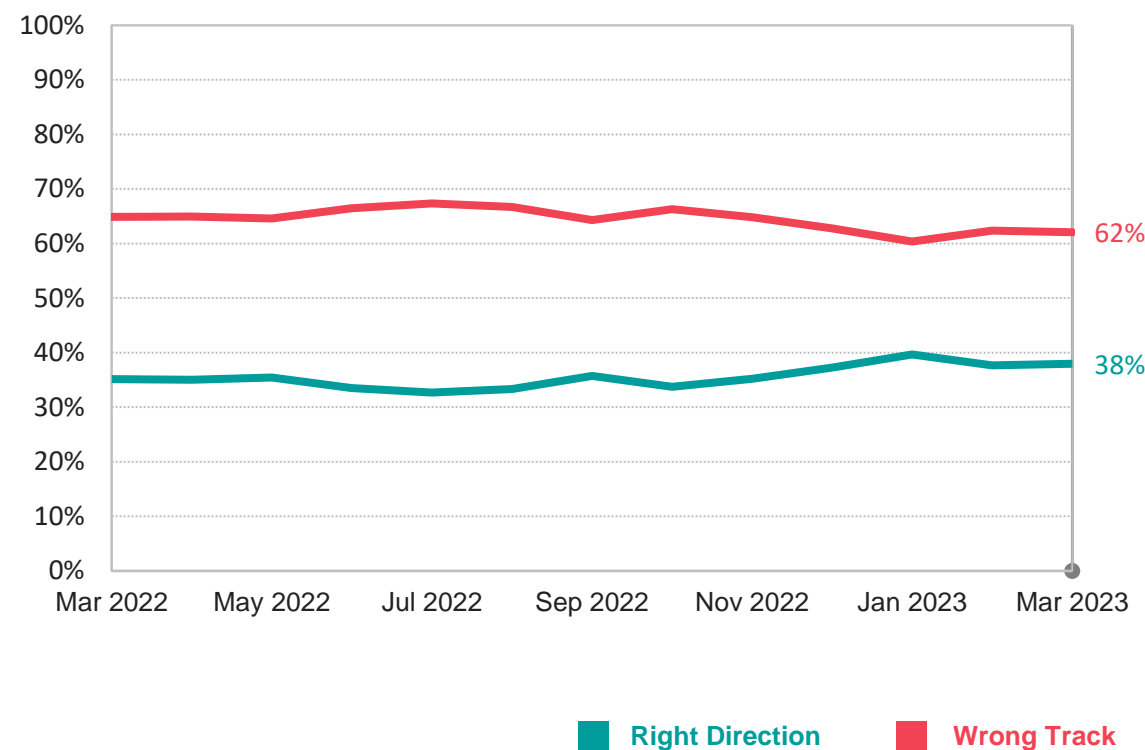


WHAT WORRIES THE WORLD? 12-MONTH TREND

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.24,516 adults aged 16-74 in 29 participating countries, March 2022 - March 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



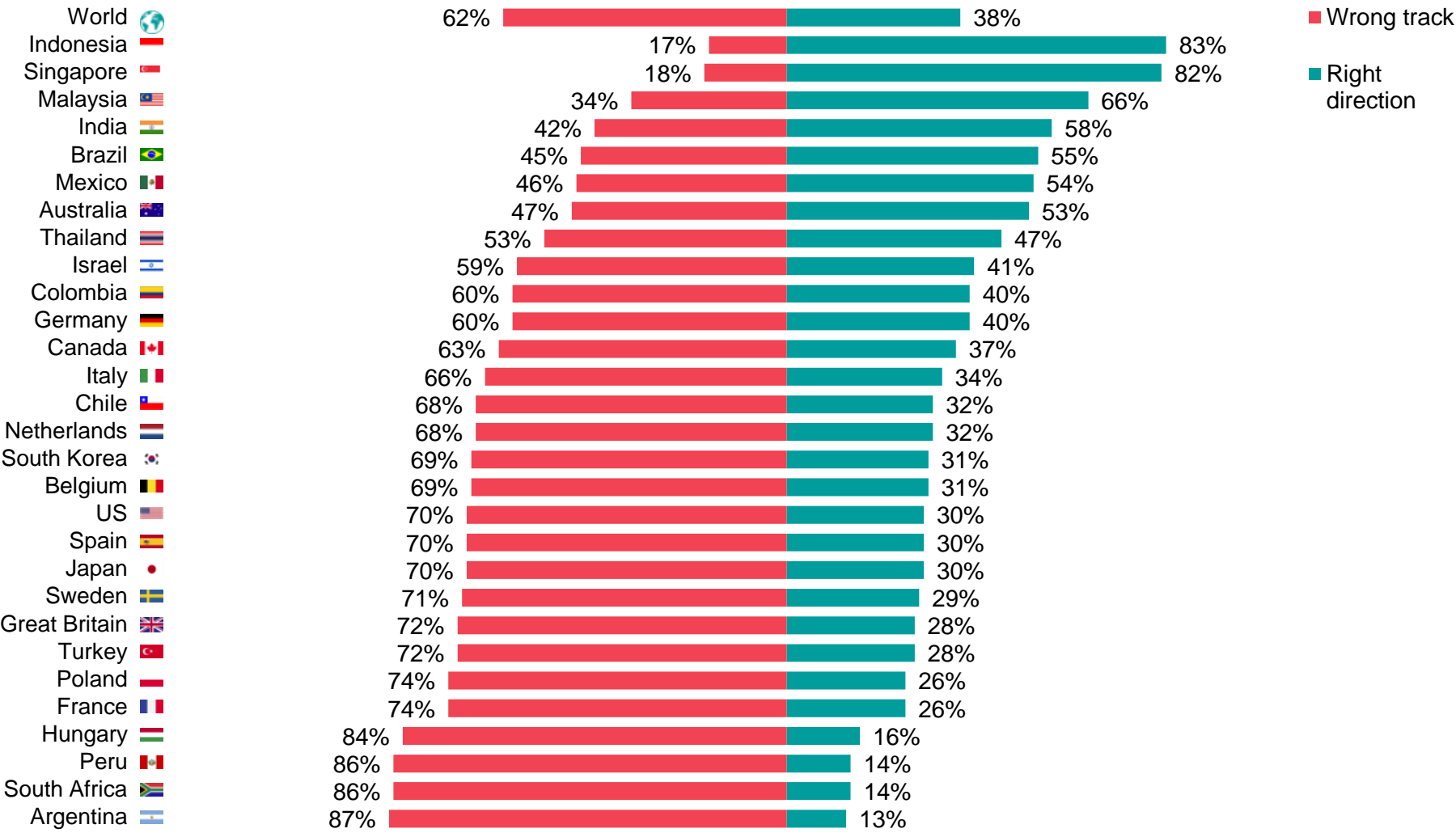
DIRECTION OF TRAVEL **ALL COUNTRIES**



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? (March 2023)



Almost two-thirds (62%) across 29 countries say their country is headed in the wrong direction. March's score is unchanged from last month. Just under four in 10 (38%) feel things in their country are moving in the right direction.

The two most positive countries, Indonesia and Singapore, have both seen rises in their right direction score from February. Indonesians are now the most satisfied with where things are heading in their country with their score up 6pp this month. Singapore, which was top in February, has seen their right direction score rise 3pp.

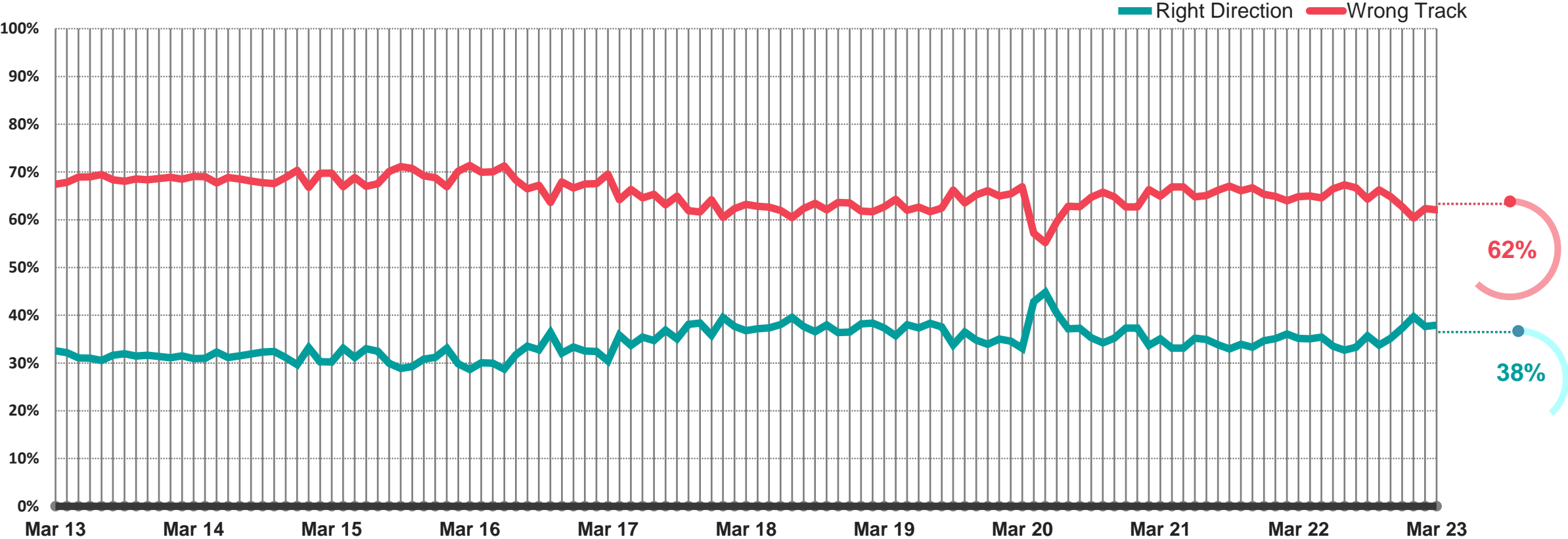
Spain has had a significant dip in right direction sentiment from February after falling 10pp to 30% this month. Another nation to fall is Malaysia (-6pp). Despite this, two-thirds (66%) still say the country is headed in the right direction.

Base: Representative sample of 24,516 adults aged 16-74 in 29 participating countries, February 17th 2023 - March 3rd 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*
Filter: Country: World | Current Wave: Mar 23



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.24,516 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.*

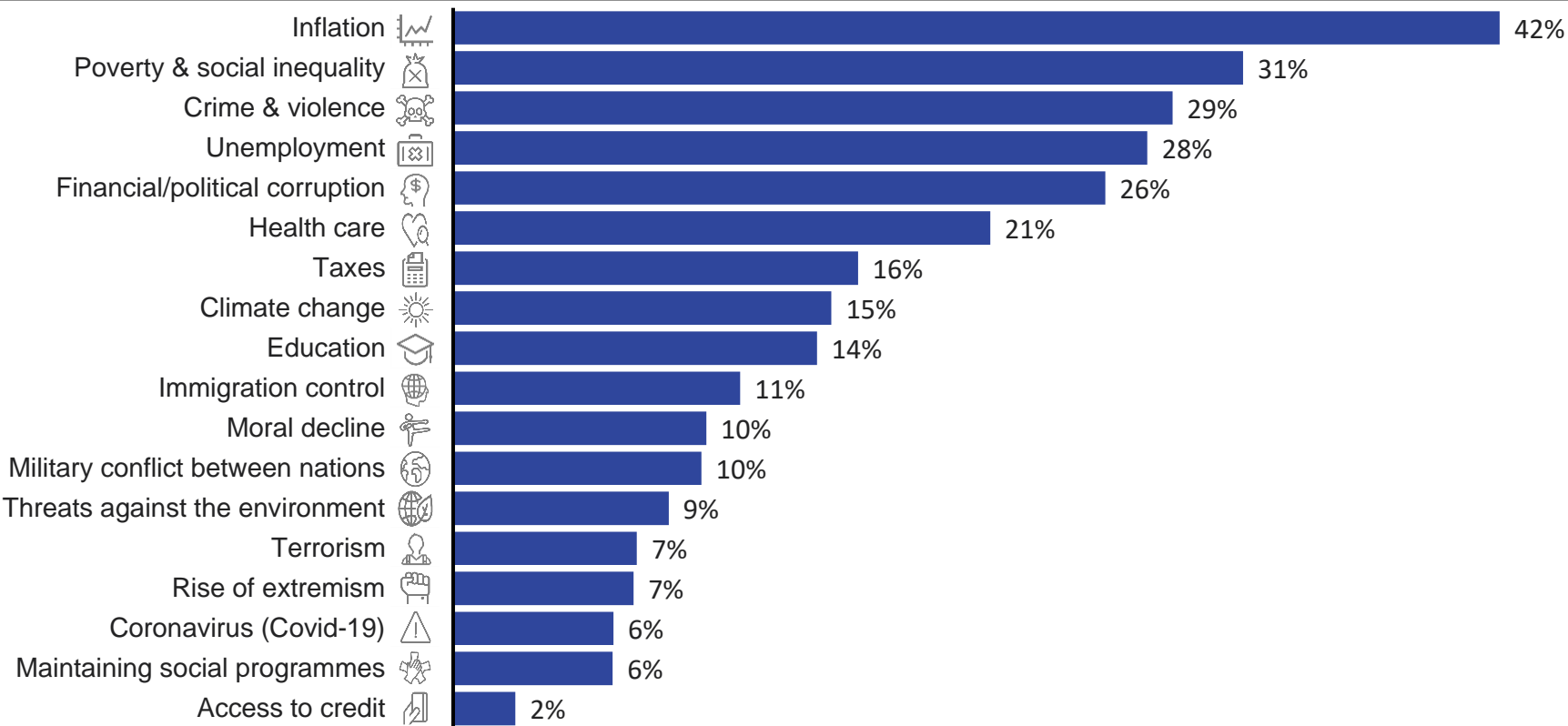
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in March 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 has now been the top concern for the last 12 months, with 42% saying it is one of the top issues affecting their country.

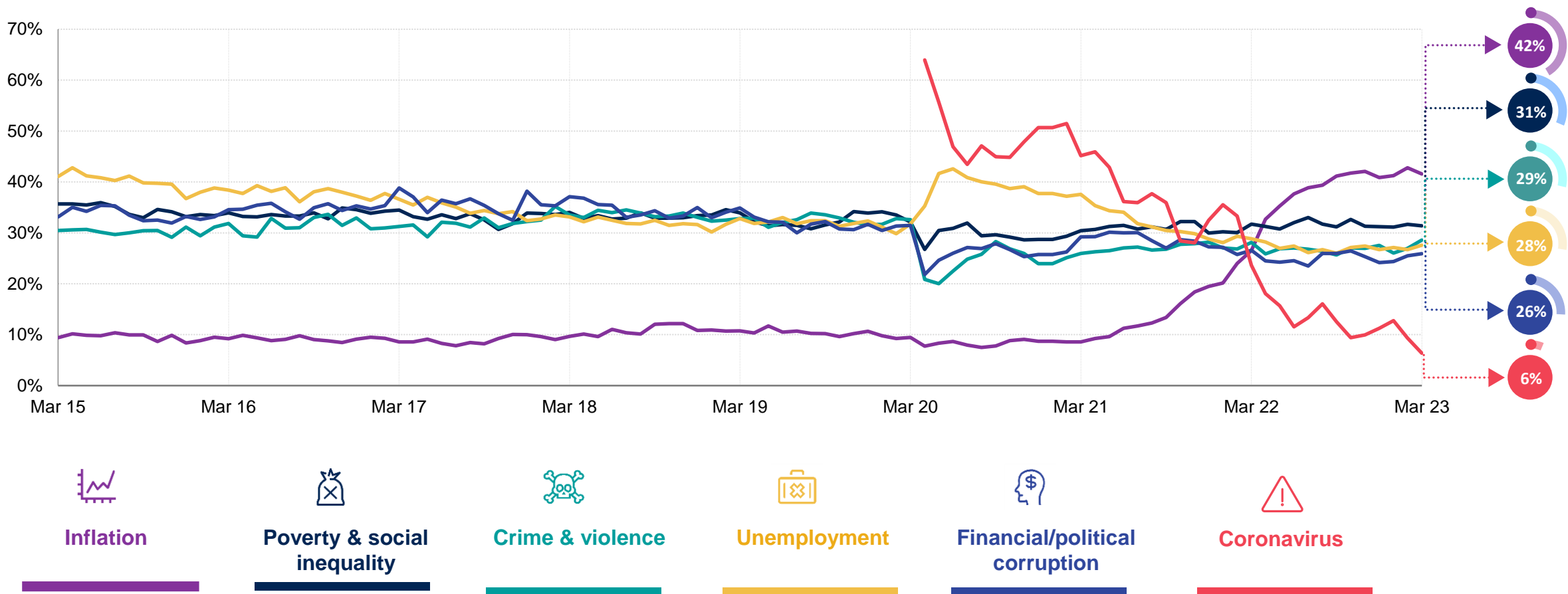
Poverty & social inequality, crime & violence, unemployment and financial/political corruption round out the top five concerns.

Coronavirus has fallen four places this month and now ranks 16th out of 18 issues. Its 6% score is the lowest recorded since it was first added to the survey in April 2020.

Base: Representative sample of 24,516 adults aged 16-74 in 29 participating countries, February 17th 2023 - March 3rd 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

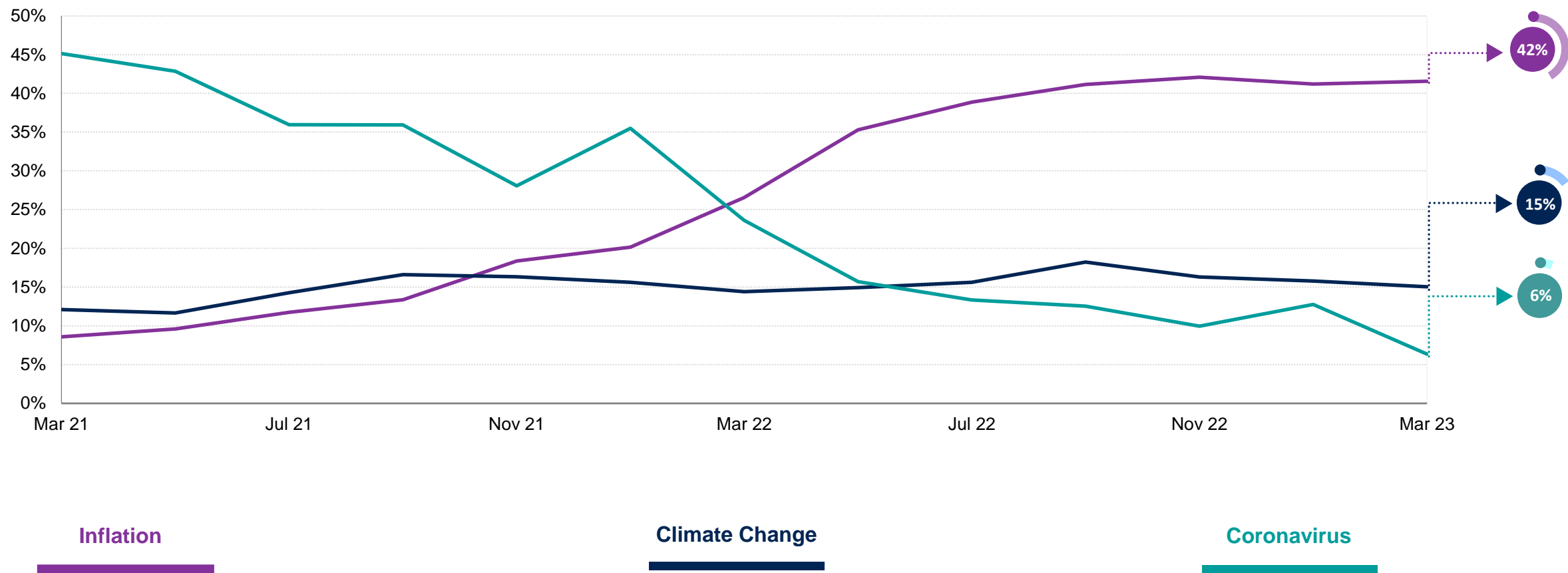
WORLD WORRIES: LONG-TERM TREND

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



Base: Representative sample of 24,516 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)

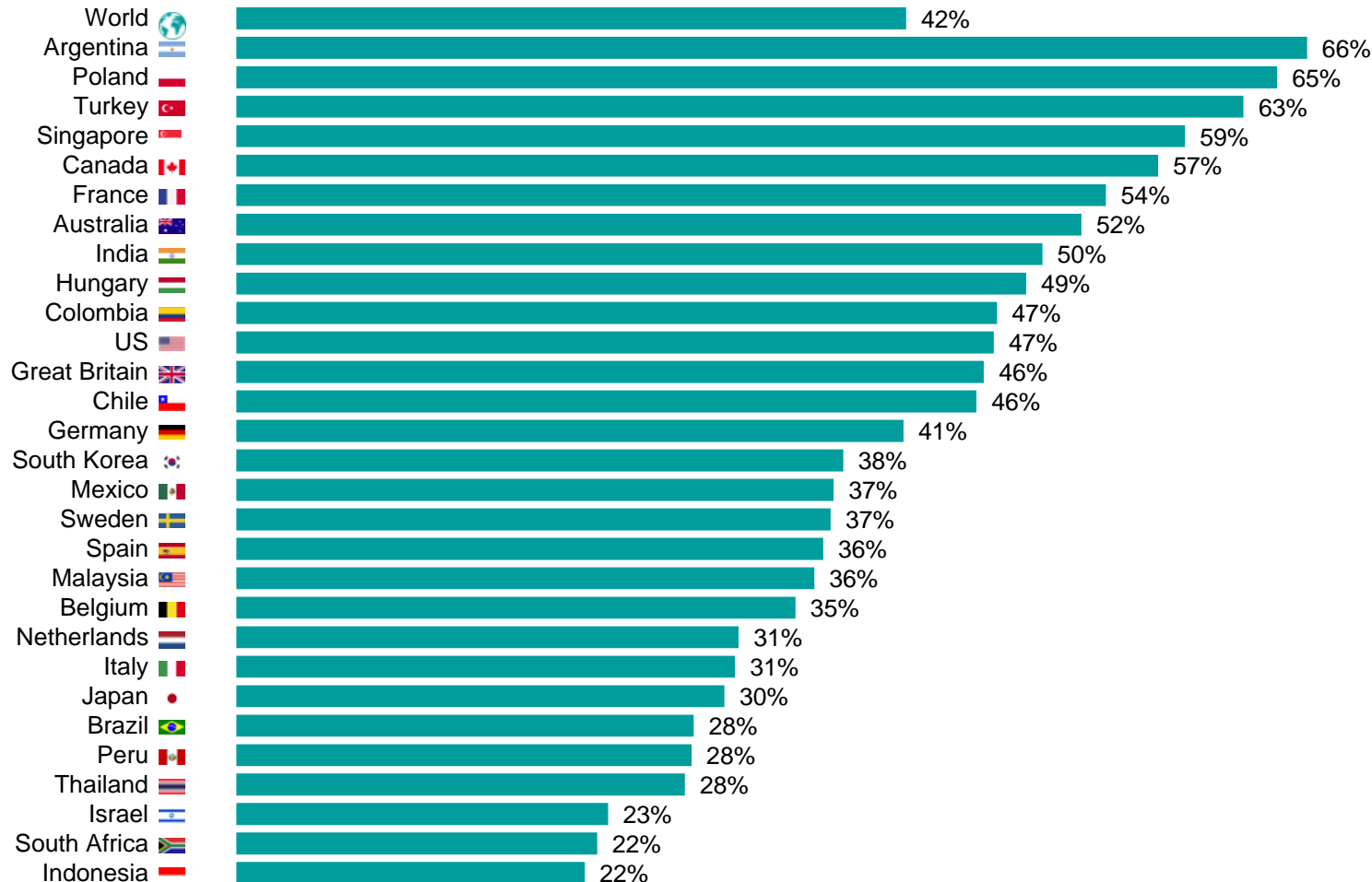


Base: Representative sample of c.24,516 adults aged 16-74 in 29 participating countries, March 2021 - March 2023.

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



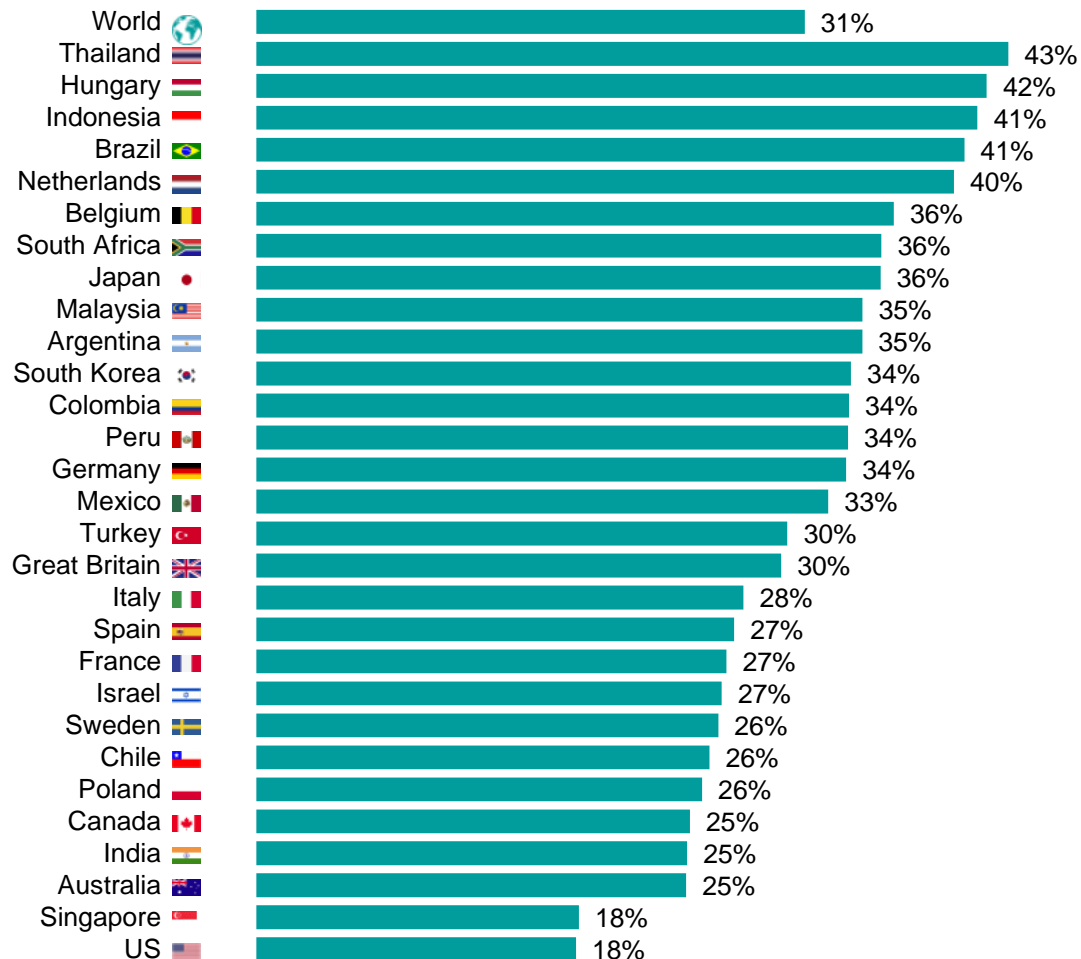
Over four in 10 (42%) globally say inflation is one of the biggest issues affecting their country – down 1pp. It has been in the top position for 12 consecutive months now.

Argentina (66%) is again the most worried country about inflation. However, concern has fallen slightly, down 4pp since last month.

In February, Colombia, France, and Australia all saw their level of worry about inflation pass one in two for the first time. In March, worry about the cost of living in France (54%, +4pp) and Australia (52%, +2pp) has continued to climb. While Colombia has seen a slight decline (47%, -4pp).

Hungary (49%), the US (47%), South Korea (38%) and Italy (31%) all recorded their highest level of concern ever last month, but have since all fallen. In particular, Hungary has seen worry fall 9pp.

2 | POVERTY & SOCIAL INEQUALITY



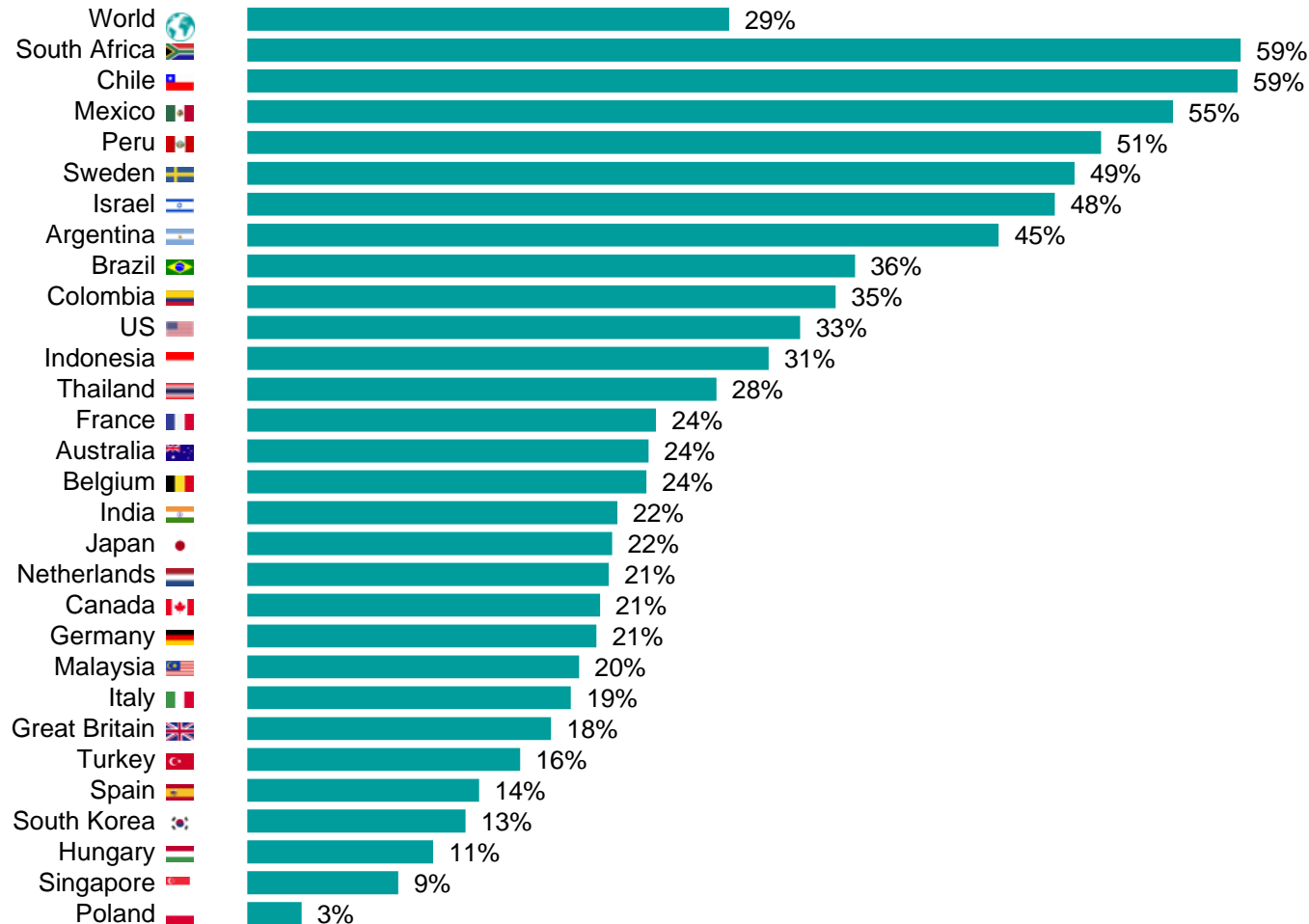
Around one in three (31%) across 29 countries choose poverty & social inequality as one of the biggest issues where they live. In March, the worry level is down 1pp on last month's score.

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

Thailand and Hungary remain the most worried countries, while Indonesia has overtaken Brazil from last month to move into third.

Four countries choose inequality as their biggest concern: Brazil, Belgium, Netherlands and Japan. Last month taxes was Japan's top worry, but concern for inequality has taken over top spot in March after a small 2pp rise.

3 | CRIME & VIOLENCE

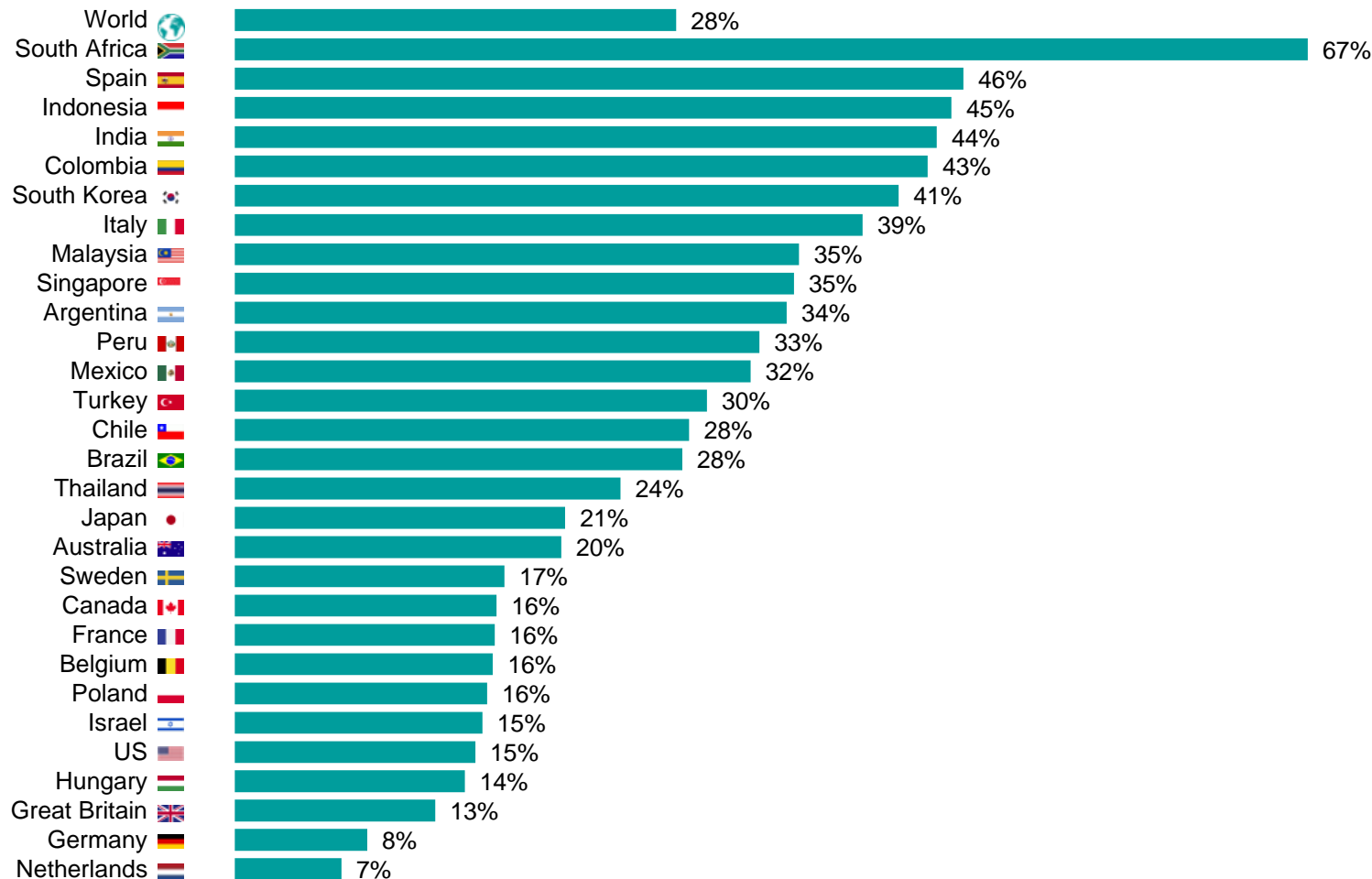


Nearly a third (29%) globally choose crime & violence as one of the top issues facing their country. This is a slight increase of 2pp compared with last month's figure.

In four countries a majority choose crime & violence as a concern: South Africa and Chile (both 59%), Mexico (55%) and Peru (51%). This is quite a shift for South Africa, up 9pp from February when it was in fourth place. Sweden (49%) has seen concern fall 8pp and it now ranks fifth out of 29 countries.

In Chile, crime & violence has been its citizens' number one worry since December 2020. It is now the top concern in Israel (48%) after a 5pp rise. Argentina (45%) has seen worry increase 10pp this month and it is now second only to inflation in the country.

4 | UNEMPLOYMENT



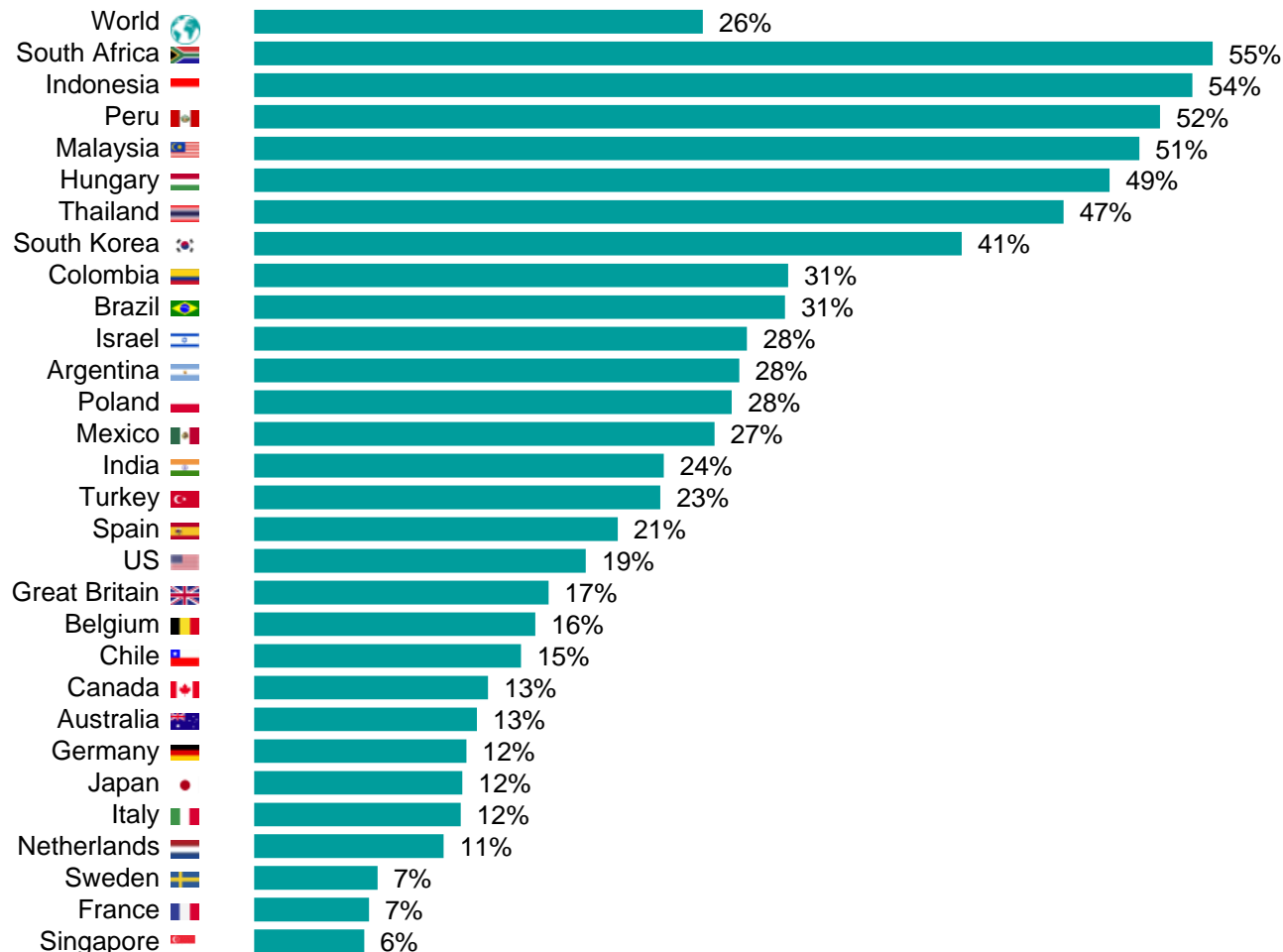
Just over one in four (28%) across 29 countries choose unemployment as a top worry.

South Africa remains the most concerned country with 67% picking it as a worry. This is down 2pp on last month. 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%.

In Spain worry about jobs had fallen last month to its lowest recorded level. However, this month it has jumped back up 9pp and it now lies second out of 29 countries on worry about unemployment.

It is the number one concern for Spaniards, as well as for South Africans and also in South Korea. While worry about unemployment fell in Italy (-4pp) it is still the number one concern for the country.

5 | FINANCIAL/POLITICAL CORRUPTION



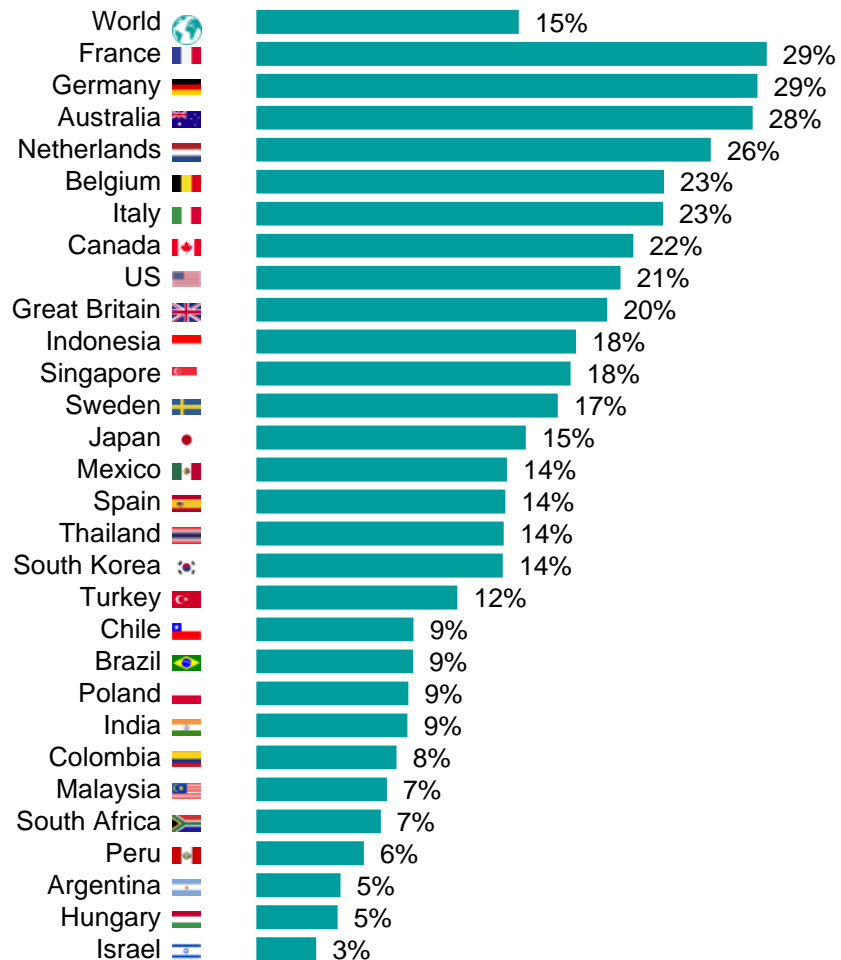
One in four (26%) choose financial/political corruption out of 18 worries as one of the top issues affecting their country. This is up slightly (+1pp) on last month.

South Africa ranks top again for corruption, but it has fallen 4pp from February. South Africa is now the most worried country on three issues, as it tops the list for unemployment and crime & violence.

Hungary's rise in worry last month has subsided in March with a fall of 3pp this month to 49%. Instead, Indonesia (54%) is now second after a rise of 5pp.

Peru (52%), Indonesia, Malaysia (51%), and now Thailand (47%) all have corruption as their biggest worry. Thailand's previous biggest worry, corruption, has now been superseded after a 4pp increase.

8 | CLIMATE CHANGE

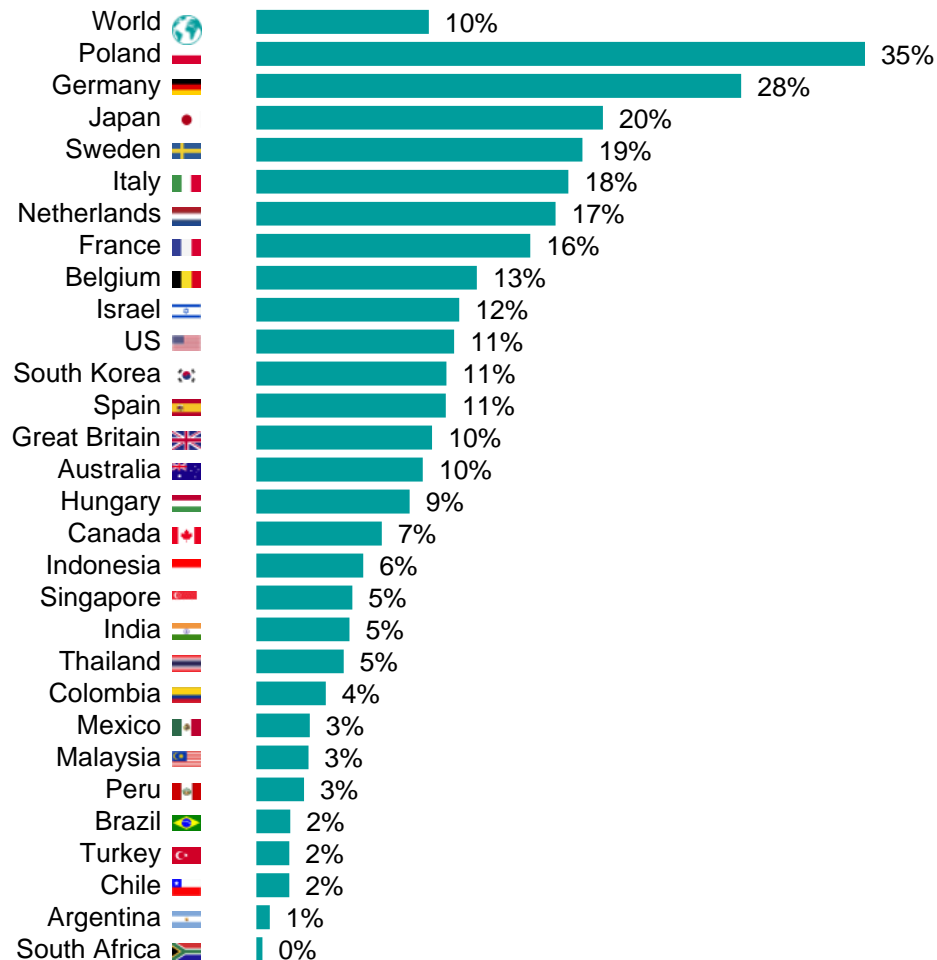


One in six (15%) globally choose climate change as one of the biggest issues affecting their country. It remains eighth out of the 18 issues featured in our *What Worries the World* survey.

France is now the most worried country about climate change, with 29% choosing it as an issue. After a 5pp rise in concern this month, it is now the country's second biggest worry, behind inflation. This is only the second time France has been the most concerned country about climate change, after it was previously top in September 2022.

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

12 | MILITARY CONFLICT BETWEEN NATIONS



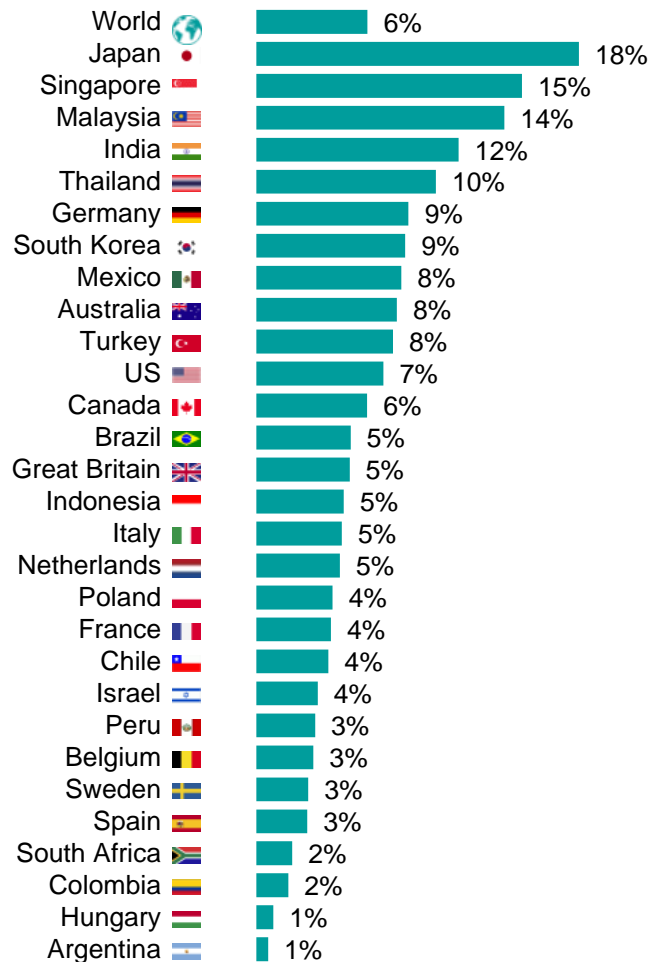
One in 10 (10%) choose military conflict between nations as one of the biggest issues affecting their country. This is up 1pp on last month and now ranks 12th out of 18 issues.

Poland is the most worried country, with over one in three (35%) choosing it as worry, up 2pp this month. It is the second biggest concern behind inflation (66%).

Germany remains in second with 28% picking it as worry. France (16%) and Italy (18%) have both experienced heightened worry this month. France saw a slightly bigger increase of 4pp, whereas Italy rose +3pp.

Some countries, however, have seen worry decline. South Korea (11%) was in the top five last month but has since dropped out of the top ten.

16 | CORONAVIRUS (COVID-19)



Worry about coronavirus has fallen to its lowest level since it was added to *What Worries the World* in April 2020. This is the second month in a row concern for the pandemic has reached a new low. It now ranks 16th of our 18 worries between rise of extremism and maintaining social programmes.

It has fallen 3pp since February, with only 6% concerned about Covid-19. This time last year, the pandemic scored 24%.

Concern in Japan (18%) has fallen sharply (-13pp) since last month when Covid was its fourth highest worry. Thailand (10%) has dropped 9pp and Malaysia (14%) has seen a 5pp fall in March.

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/>

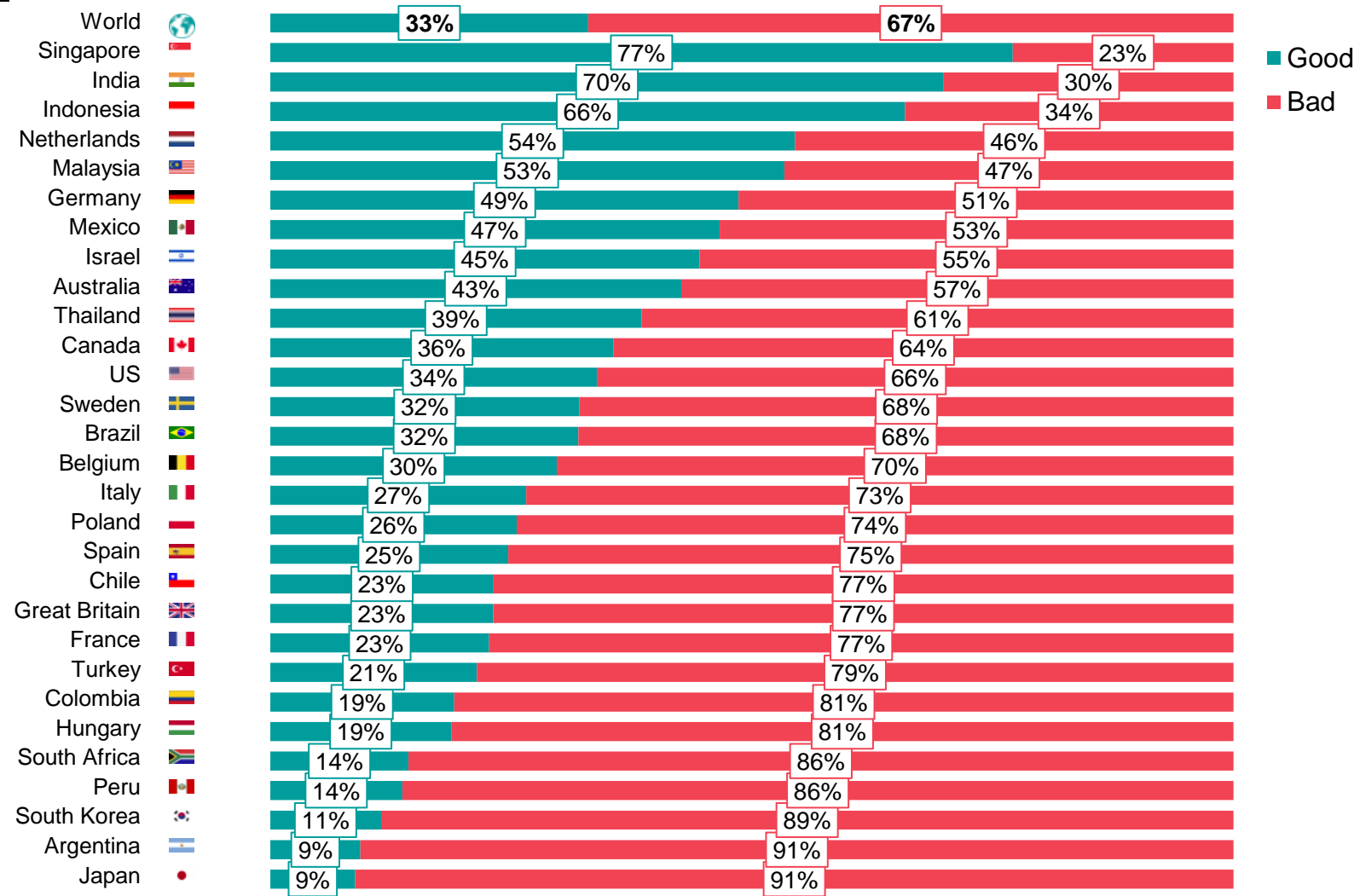
Please contact: Nicolas.Boyon@Ipsos.com for more information.



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 across 29 countries, a third of people describe the current economic situation in their country as “good”, down 1pp from last month.

Top of the table is Singapore, where 77% are positive about the country’s economy.

Since last month, the “good” economic score has risen most in Hungary (+7pp to 19%), Chile (+6pp to 23%) and Italy (+4pp to 27%).

Meanwhile, Australia has seen the third largest month-on-month drop in its good economic score, down 9pp this month. Spain and India follow, both down 5pp this month.

Meanwhile, a rise in Argentina’s score (+2pp to 9%) and a slight decrease in Japan’s score (-1pp to 9%), has brought Argentina’s 20-month streak as the most economically pessimistic country to an end.



CURRENT ECONOMIC SITUATION: ARGENTINA

A rise of 2pp in Argentina's "good" economic score has ended its 20-month streak at the bottom of the rankings.

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

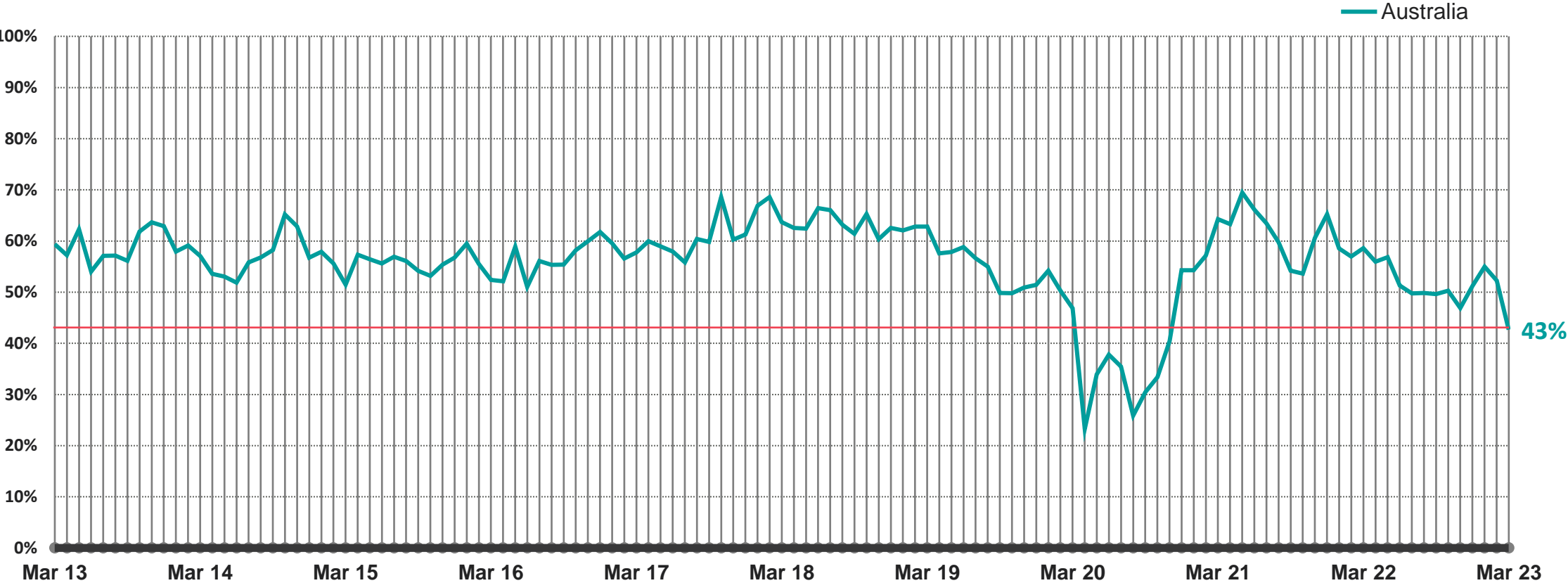


Base: Representative sample c. 500 adults aged 16-74 in Argentina, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

CURRENT ECONOMIC SITUATION: AUSTRALIA

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

Australia's good economic score has dropped 7pp this month. This is its third largest month-on-month decrease after April 2020 (-24pp) and August 2020 (-10).

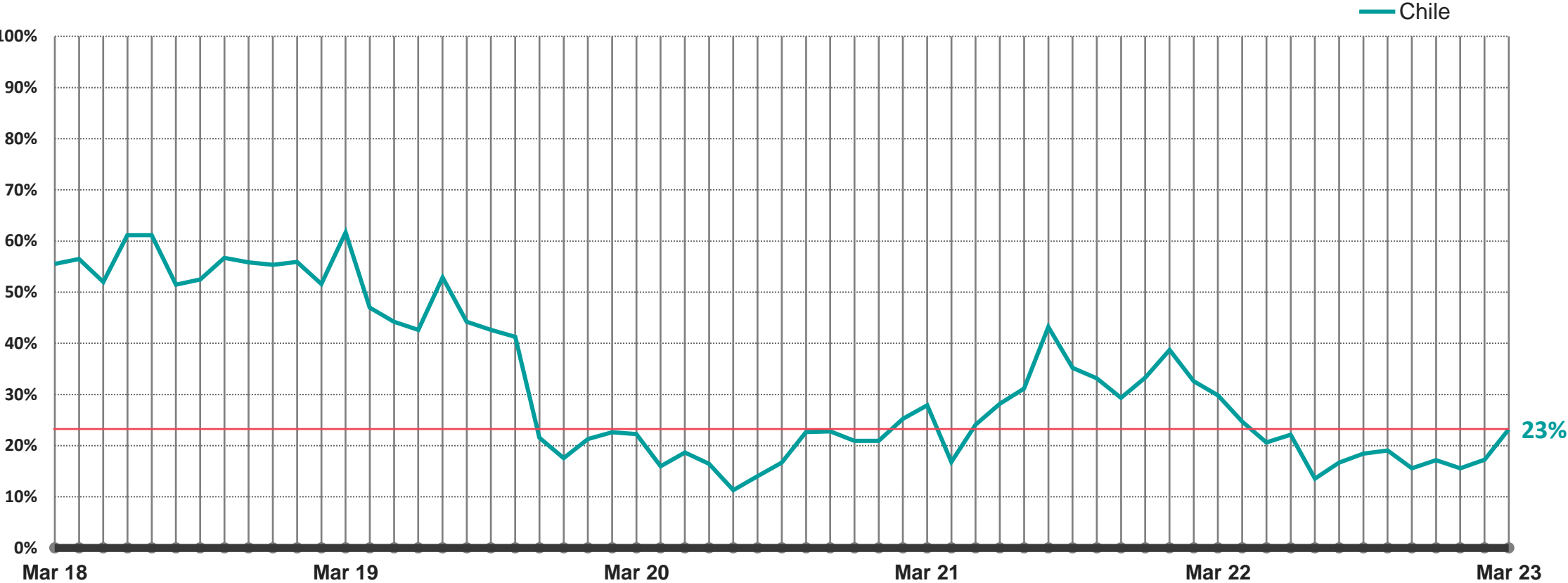


Base: Representative sample c. 1000 adults aged 16-74 in Australia, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

CURRENT ECONOMIC SITUATION: CHILE

Chile's good economic score has risen 6pp this month.

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



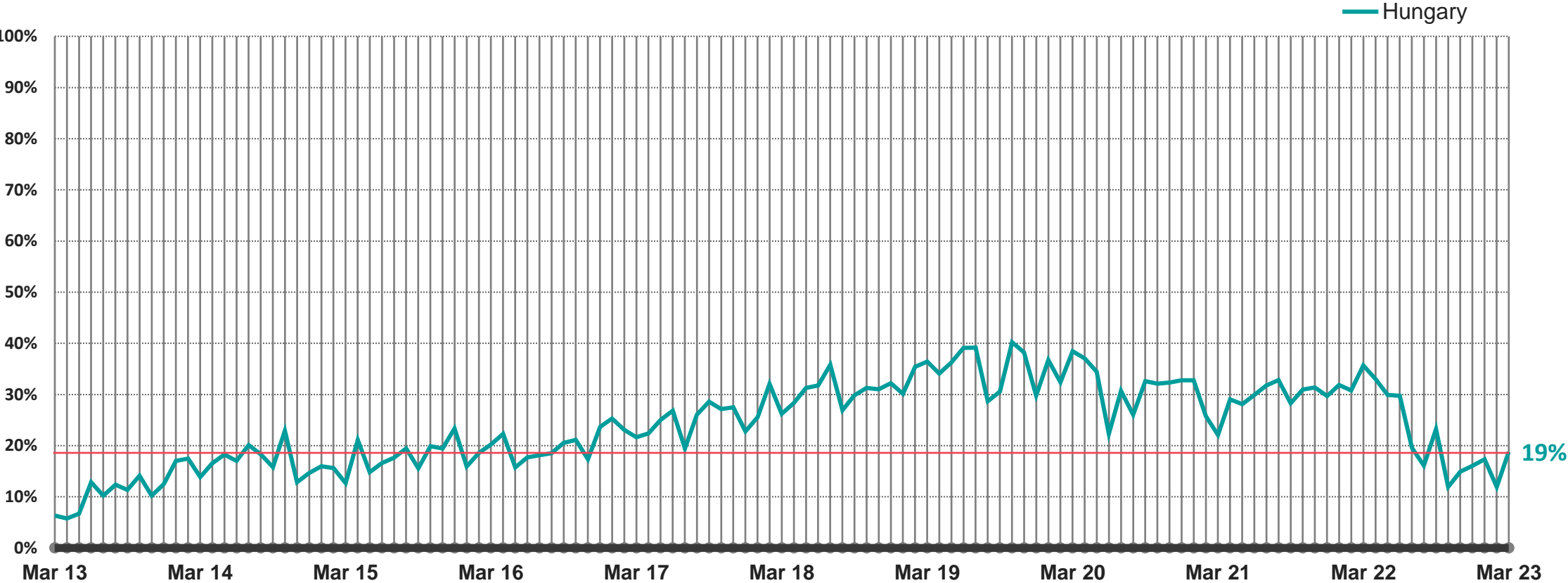
Base: Representative sample c. 500 adults aged 16-74 in Chile, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: HUNGARY

Out of 29 countries, Hungary's good economic score has seen the largest month-on-month growth this month (+7pp).

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: JAPAN

A slight fall of 1pp this month has placed Japan at the bottom of the rankings.

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.*



CURRENT ECONOMIC SITUATION: SWEDEN

Dropping a further 3pp this month, Sweden's good economic score reaches a new low.

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 February 17th 2023 and March 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, 21-74 in Singapore, and 16-74 in all other nations.

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, India, 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.

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.