

WHAT WORRIES THE WORLD?

May 2023



GAME CHANGERS



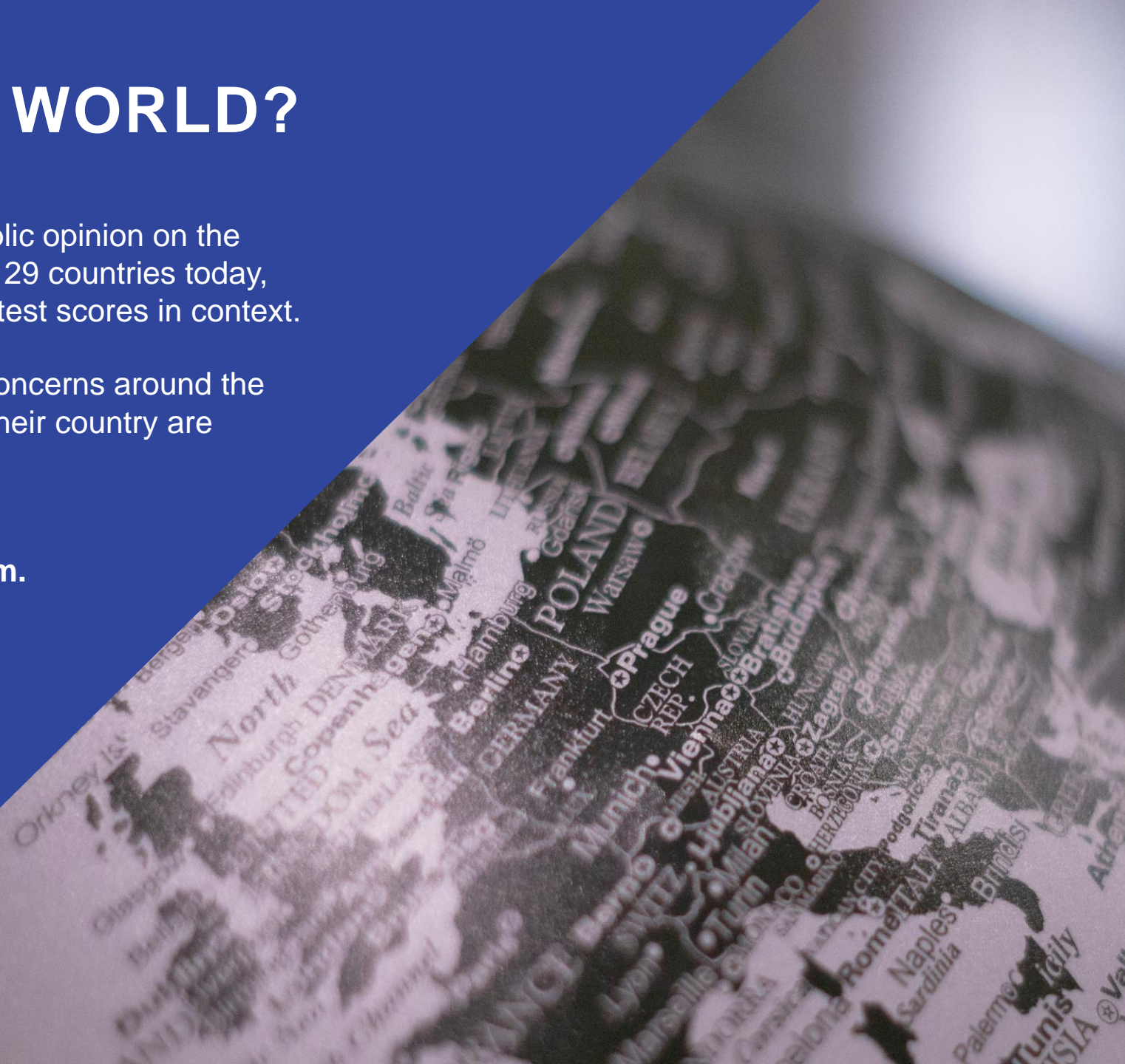
WHAT WORRIES THE WORLD?

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.

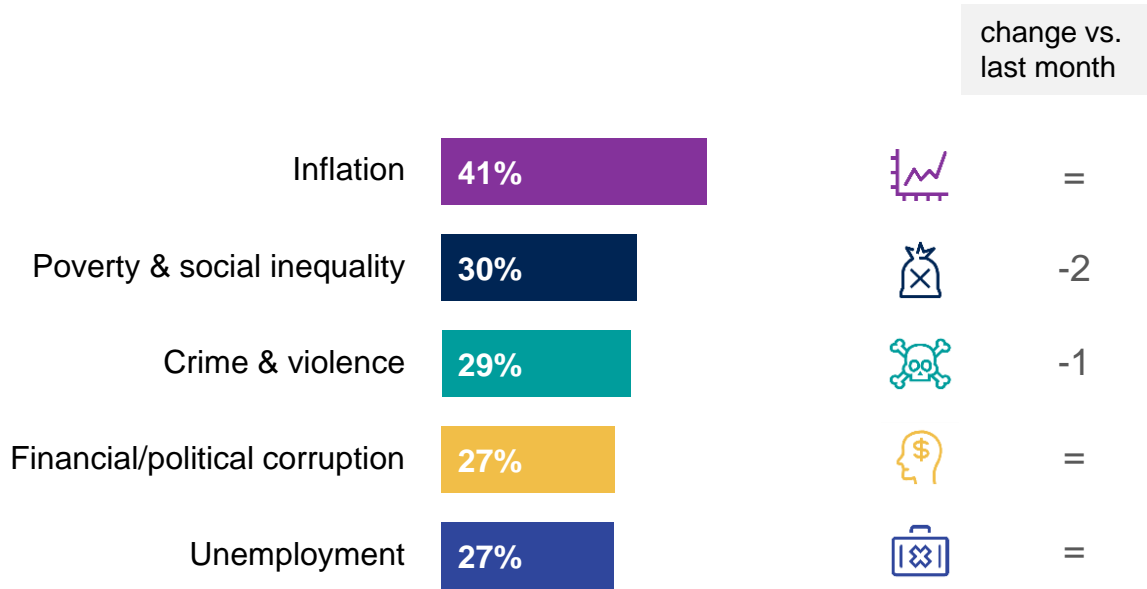
Please contact Teodros.Gebrekal@ipsos.com for more information.



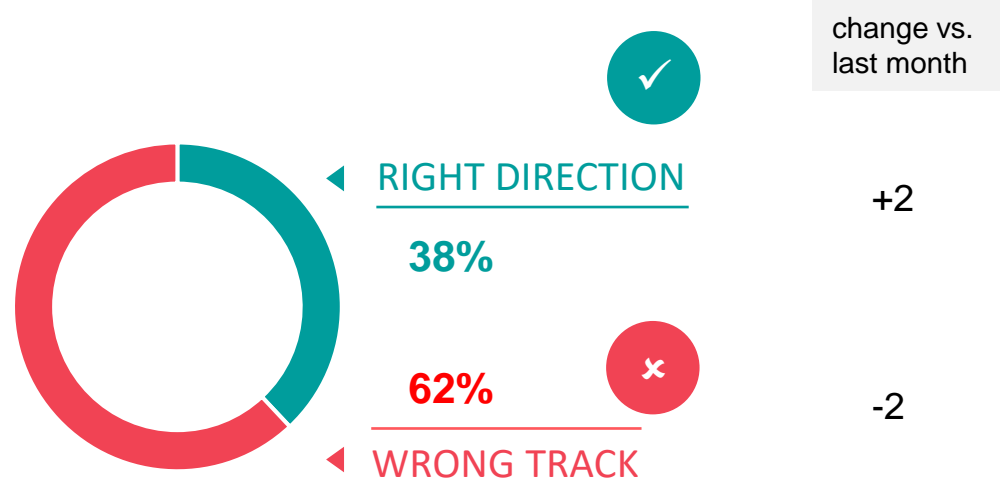
WHAT WORRIES THE WORLD? MAY 2023

Inflation is the top global concern in our What Worries the World survey for the 14th month in a row, with 41% saying it is an issue in their country. Thirty per cent pick inequality as concern, the lowest it's been in a year. Crime & violence, corruption and unemployment make up the rest of the top five. Thirty-eight per cent say their country is heading in the right direction.

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?



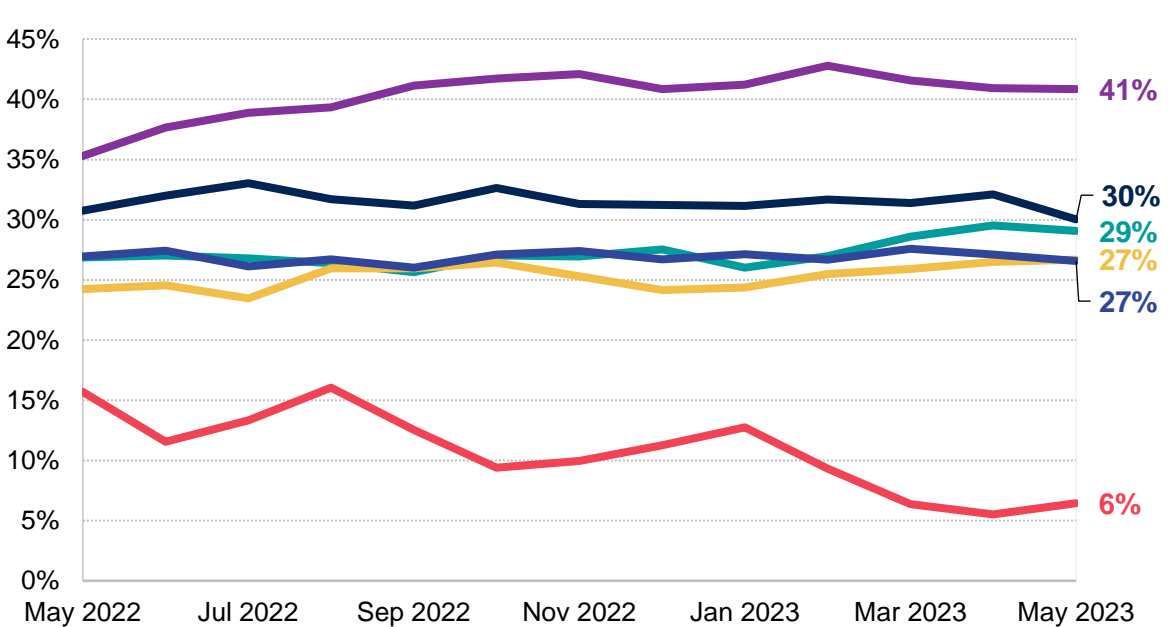
Base: Representative sample of 23,820 adults aged 16-74 in 29 participating countries, April 21st 2023 - May 5th 2023.

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



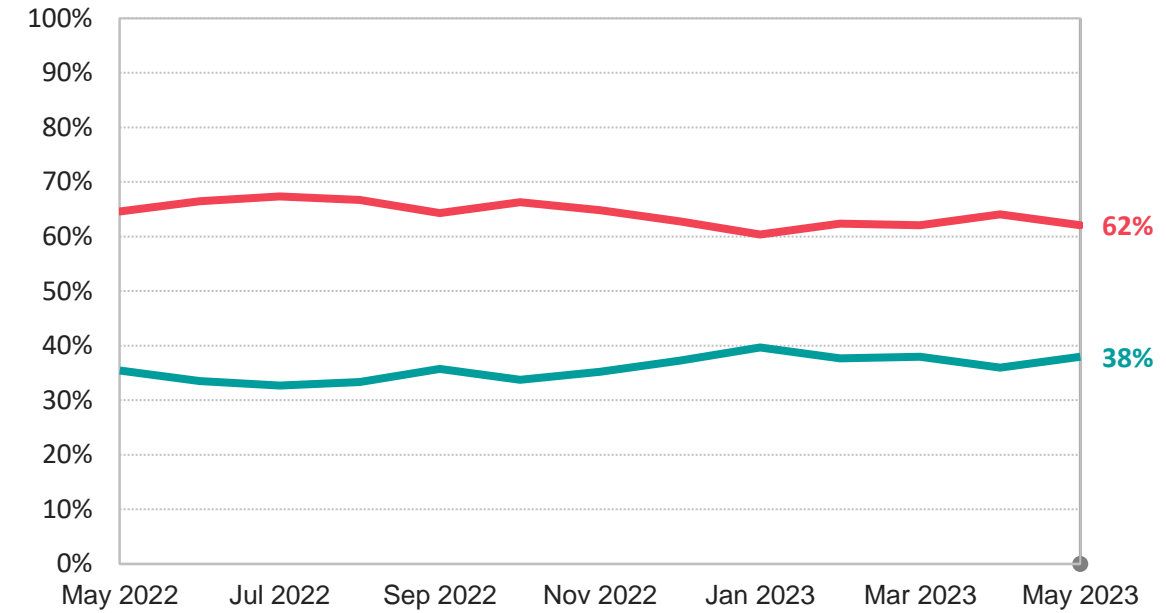
WHAT WORRIES THE WORLD? 12-MONTH TREND

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



 Inflation
  Poverty & social inequality
  Crime & violence
  Financial/political corruption
  Unemployment
  Coronavirus
17th place this month

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.23,820 adults aged 16-74 in 29 participating countries, May 2022 - May 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

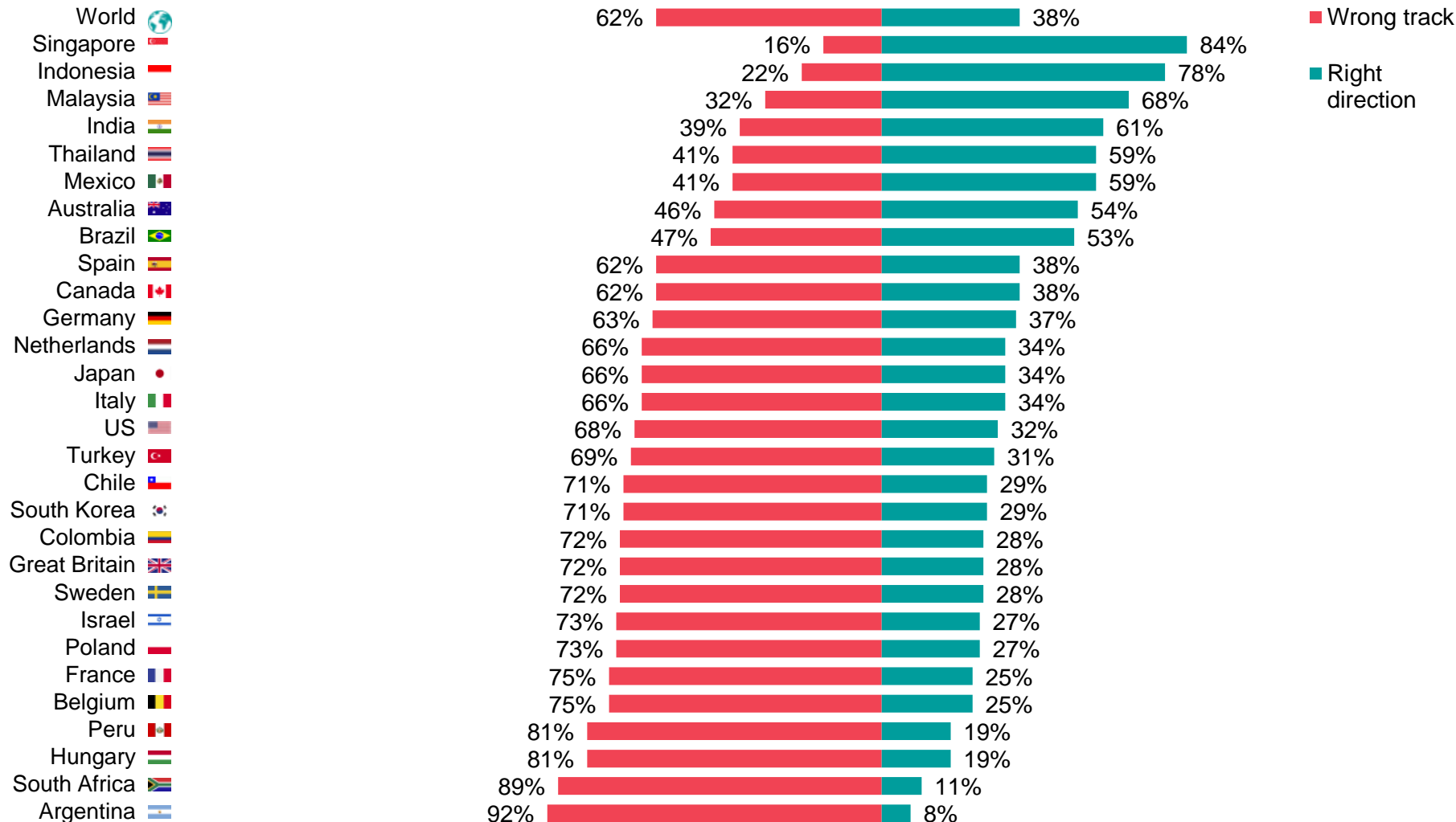


DIRECTION OF TRAVEL **ALL COUNTRIES**



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?



Almost four in ten (38%) people globally think their country is on the right track. While 62% believe their country to be headed in the wrong direction.

The “right direction” score across 29 countries in May is 2pp higher than last month and is 3pp higher this month last year.

The top seven countries this month have all seen a rise in their right direction score with countries from Asia Pacific making up the five most positive countries.

Conversely, Argentines are the least positive about their country. This month sees their lowest ever right direction score with only 8% happy with where the country is headed. Argentina has also recorded the highest ever level of worry for inflation this month (76%) while just 2% say its economy is in good shape, a new low.

Base: Representative sample of 23,820 adults aged 16-74 in 29 participating countries, April 21st 2023 - May 5th 2023.

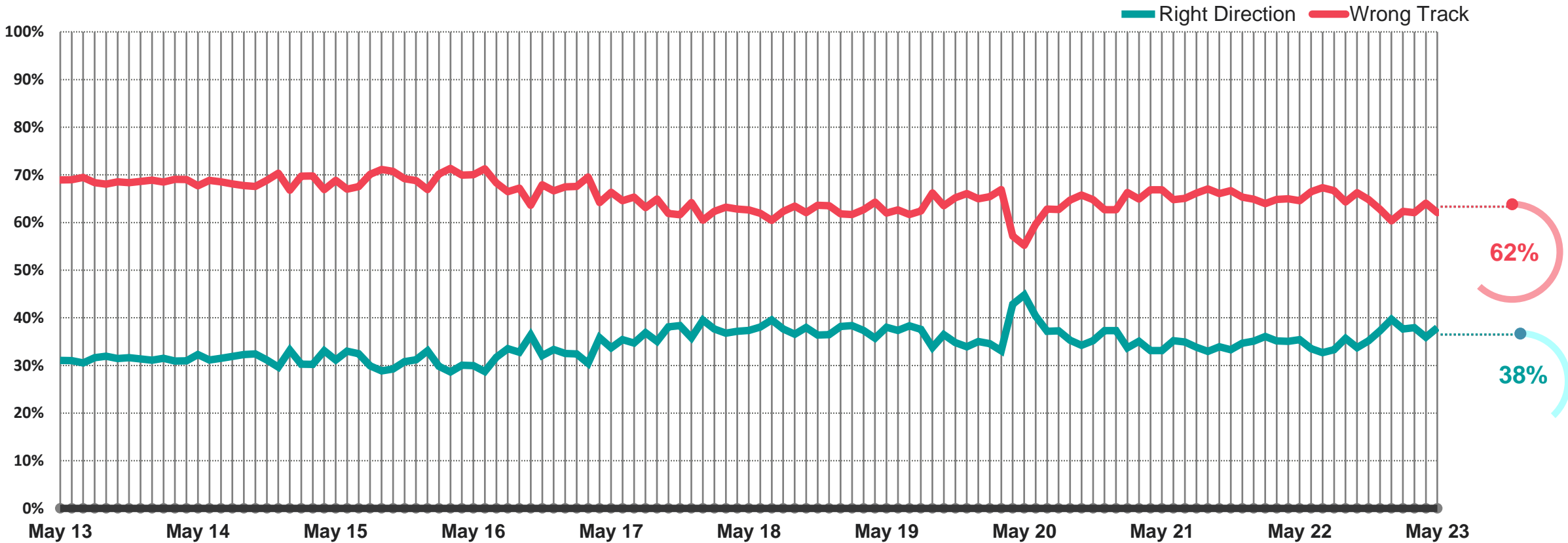
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

Filter: Country: World | Current Wave: May 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.23,820 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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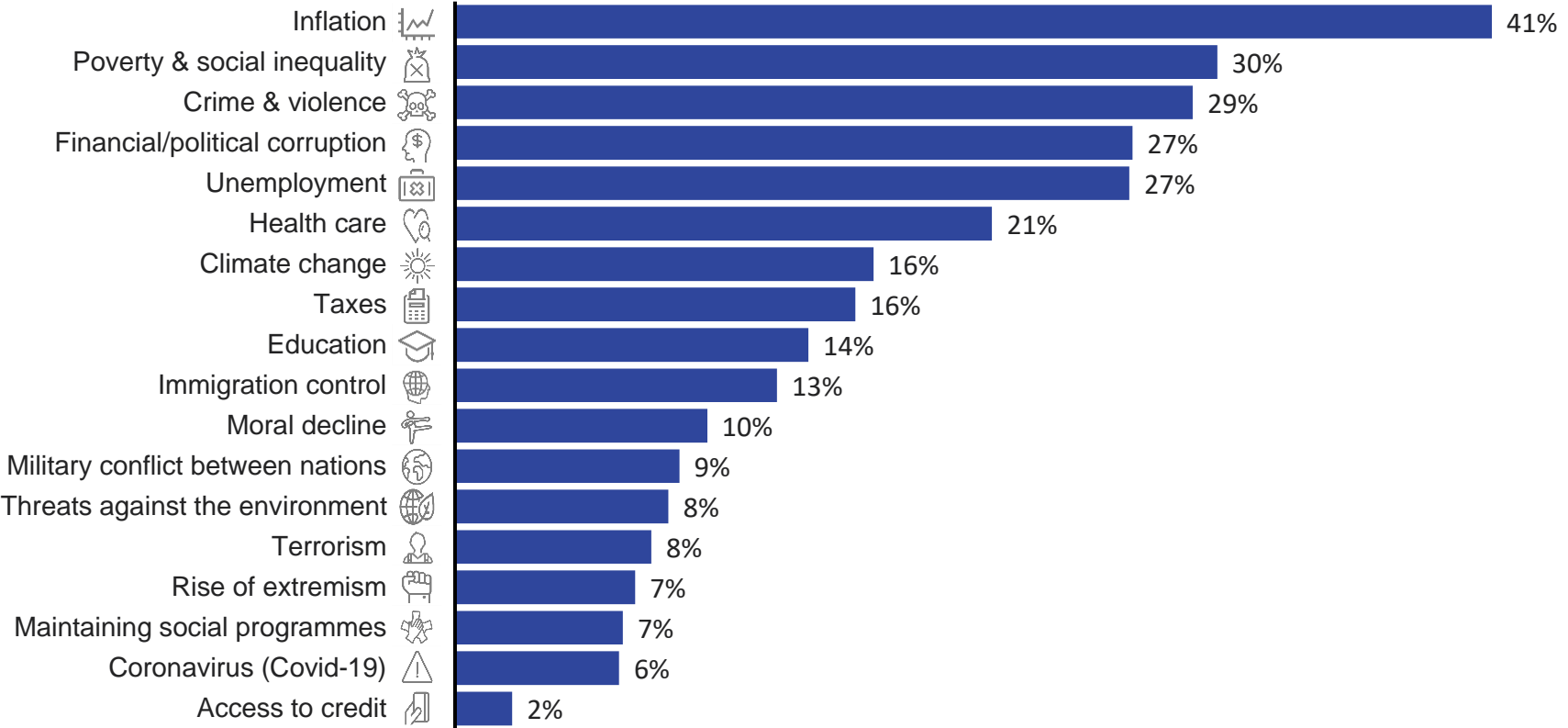
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in May 2023 (global country average)



Inflation is the top global concern in our *What Worries the World* survey for the 14th consecutive month. Four in ten (41%) say it is one of the three biggest concerns affecting their country.

Poverty & social inequality ranks second on our list of 18 worries with 30% choosing it as an issue.

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

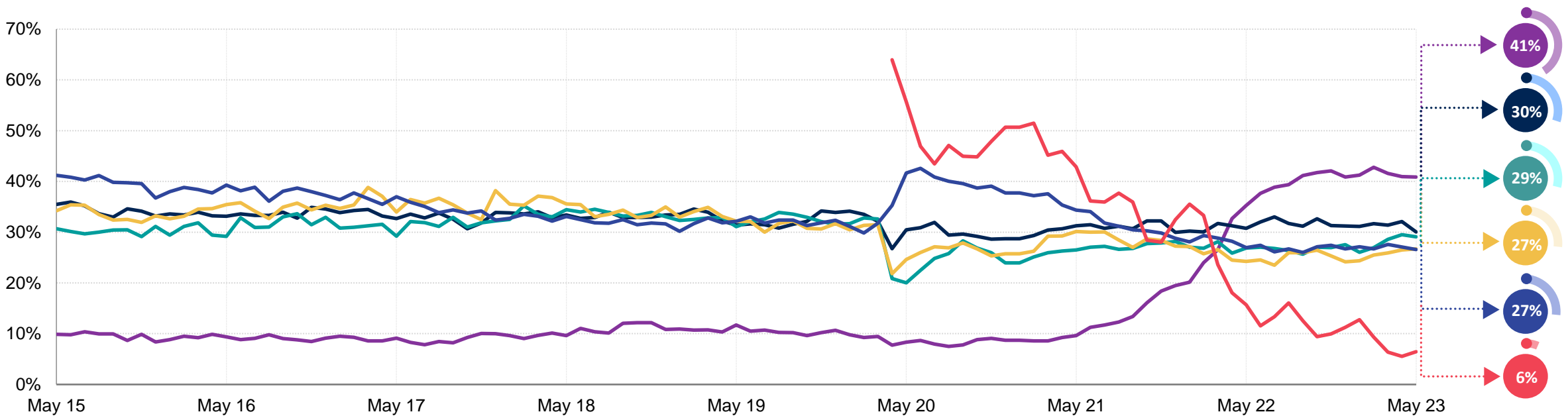
Coronavirus remains the 17th biggest concern and worry stays at its lowest recorded level of 6%.

Base: Representative sample of 23,820 adults aged 16-74 in 29 participating countries, April 21st 2023 - May 5th 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



Crime & violence



Financial/political corruption



Unemployment

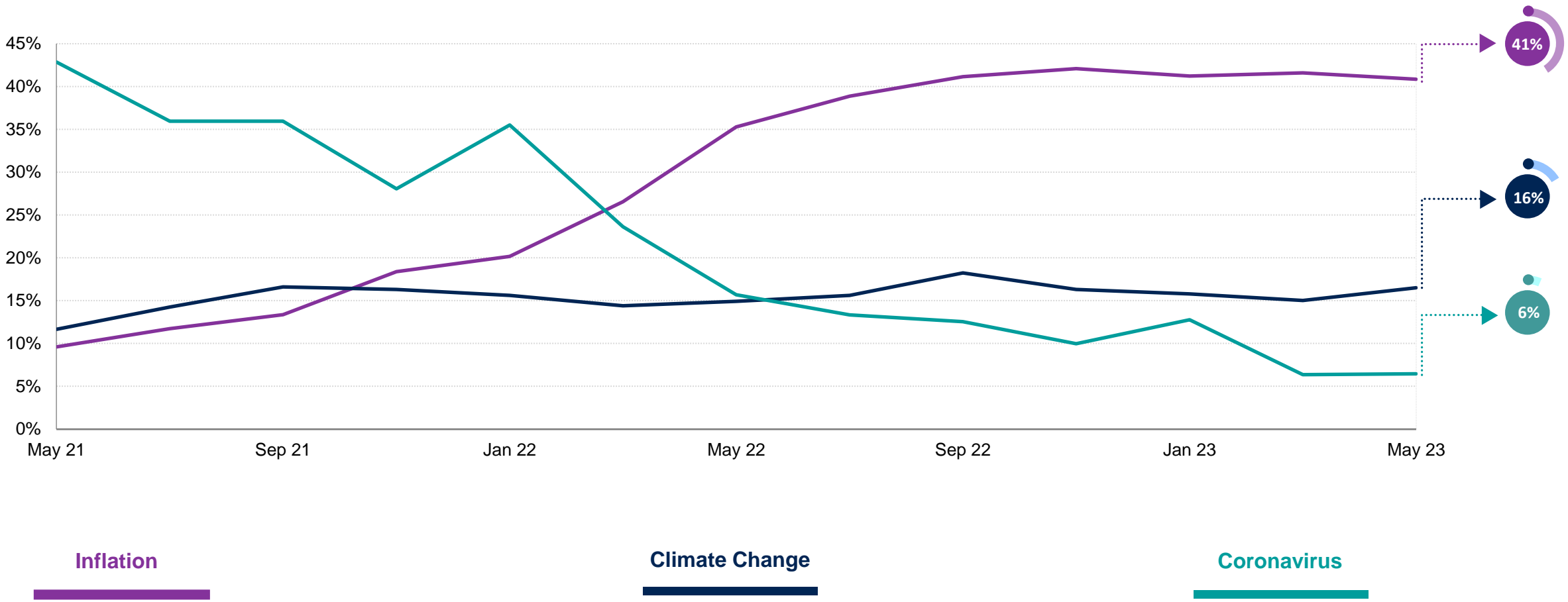


Coronavirus

Base: Representative sample of 23,820 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)



Inflation

Climate Change

Coronavirus

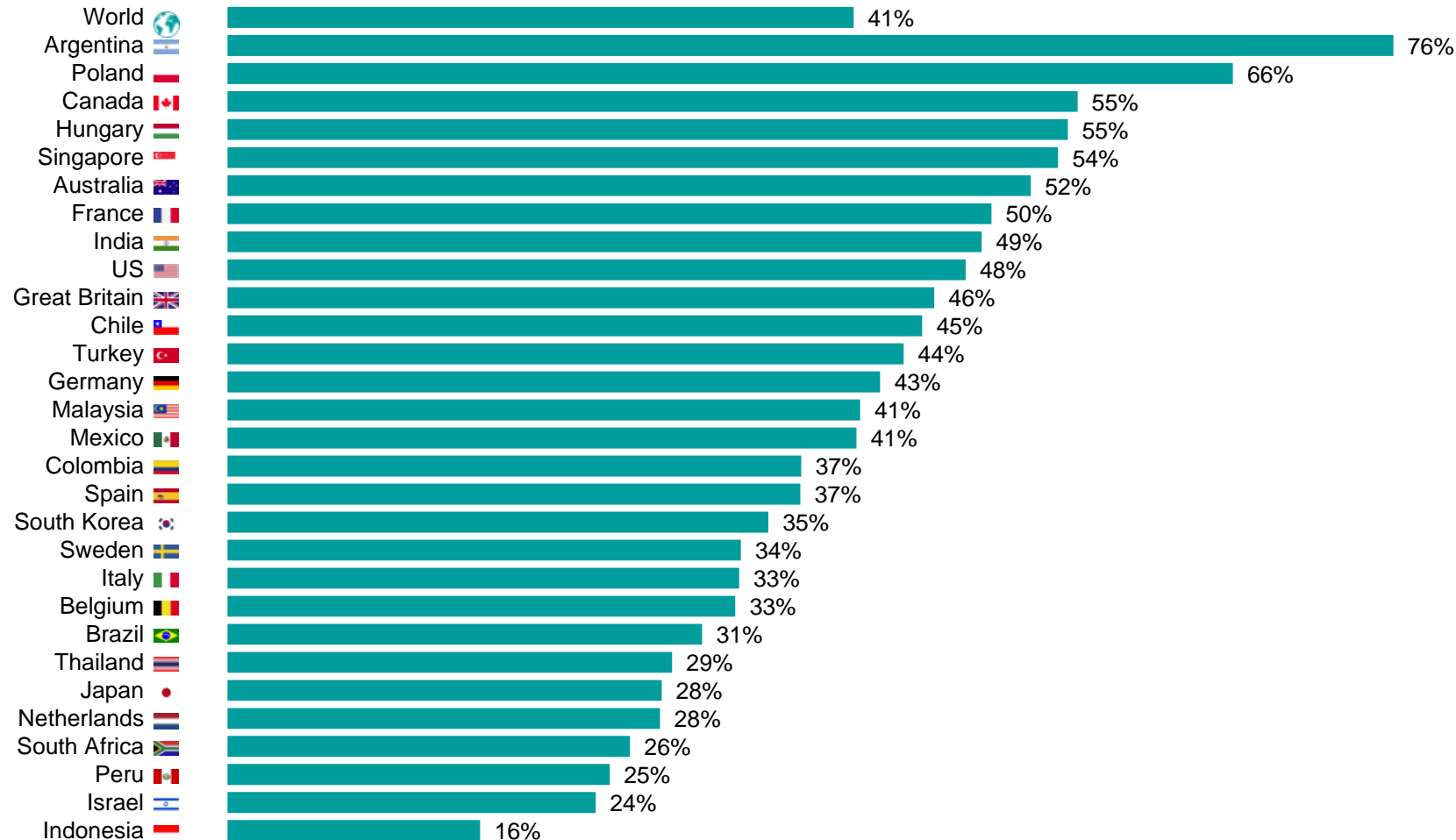
Base: Representative sample of c.23,820 adults aged 16-74 in 29 participating countries, May 2021 - May 2023.

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

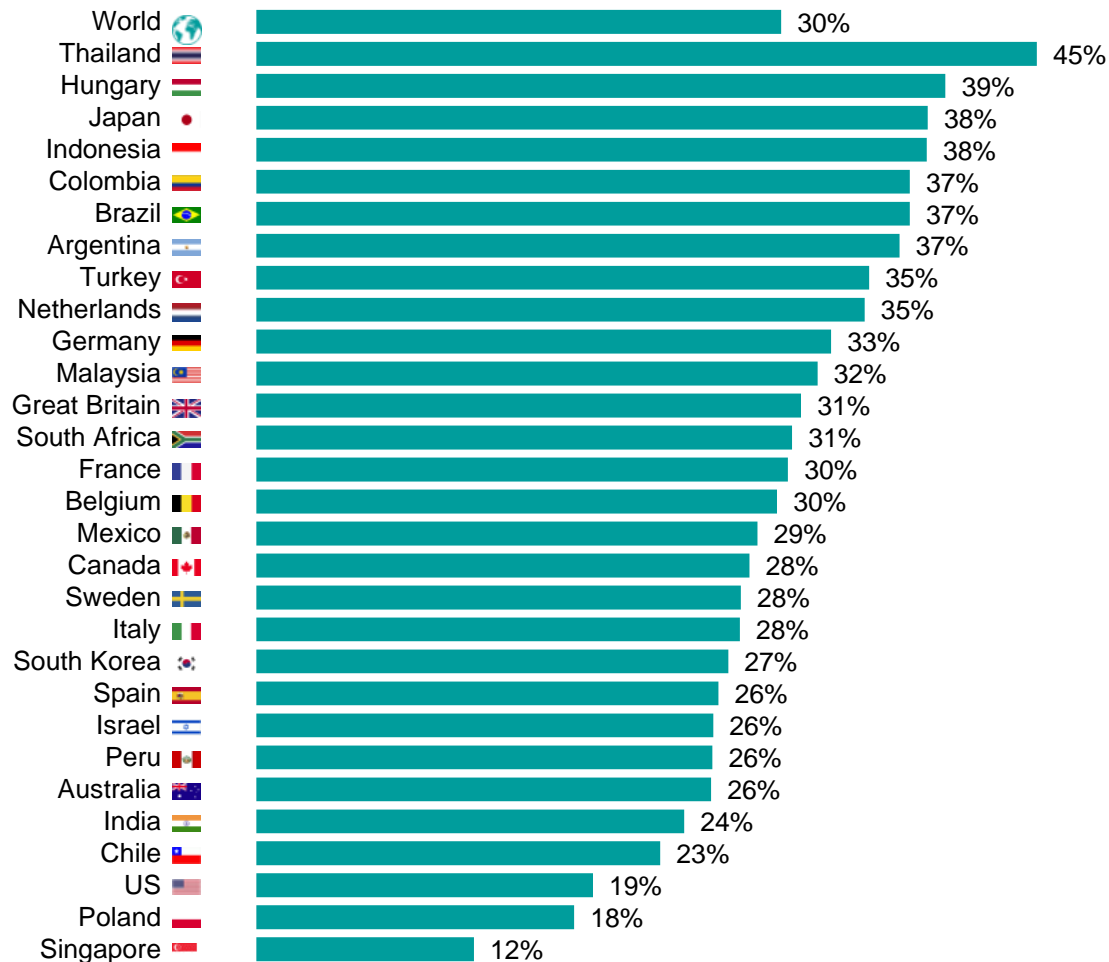


Four in ten (41%) say inflation is one of the top issues affecting their country. This is the same score as last time and it remains the top concern in our What Worries the World for the 14th consecutive month.

Argentina is the most concerned country about rising prices with 76% saying it is a worry. This is the highest ever recorded level for concern about inflation. Conversely, in Turkey worry about the cost of living is now 20pp lower than it was in November 2022 (then 64%). However, it still remains the country's top worry.

Inflation is the number one concern in eleven countries – Argentina, Australia, Canada, France, Germany, GB, India, Poland, Singapore, US, and Turkey. This is three fewer than last month, with other issues taking priority in Colombia, Spain and South Korea.

2 | POVERTY & SOCIAL INEQUALITY



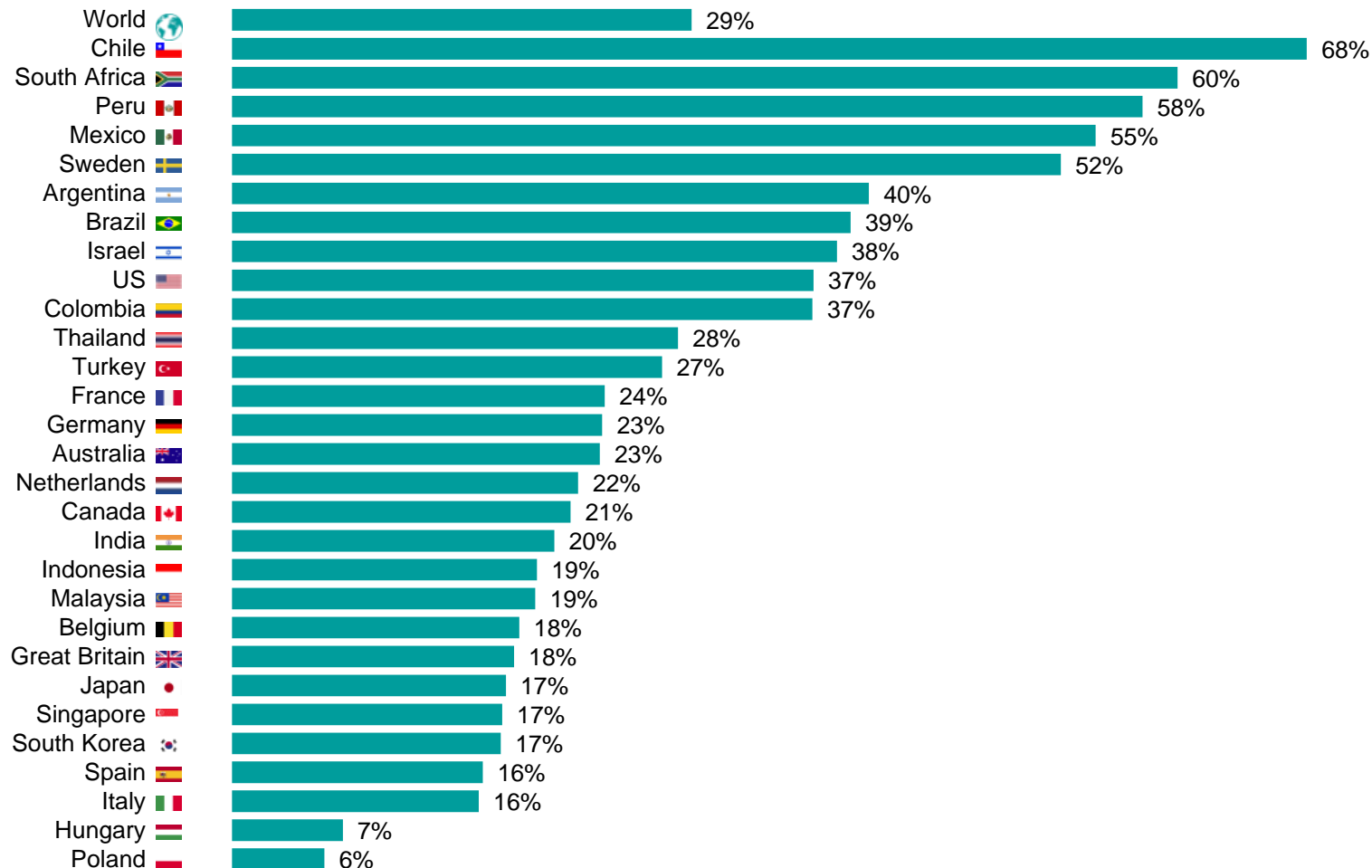
Poverty & social inequality is second on our list of 18 worries with 30% saying it is an issue in their country.

This is the lowest score for inequality since February 2022 when 30% also said it was a concern. The last time the global figure was below 30% was February 2021 at the peak of the pandemic when 52% said they were concerned about coronavirus.

Thailand is the most worried country about inequality with 45% choosing it as an issue, up 6pp this month. It is also the number one concern in Thailand as well as Japan (38%) and the Netherlands (35%).

Singapore is the least concerned about inequality with only 12% picking it as an issue.

3 | CRIME & VIOLENCE



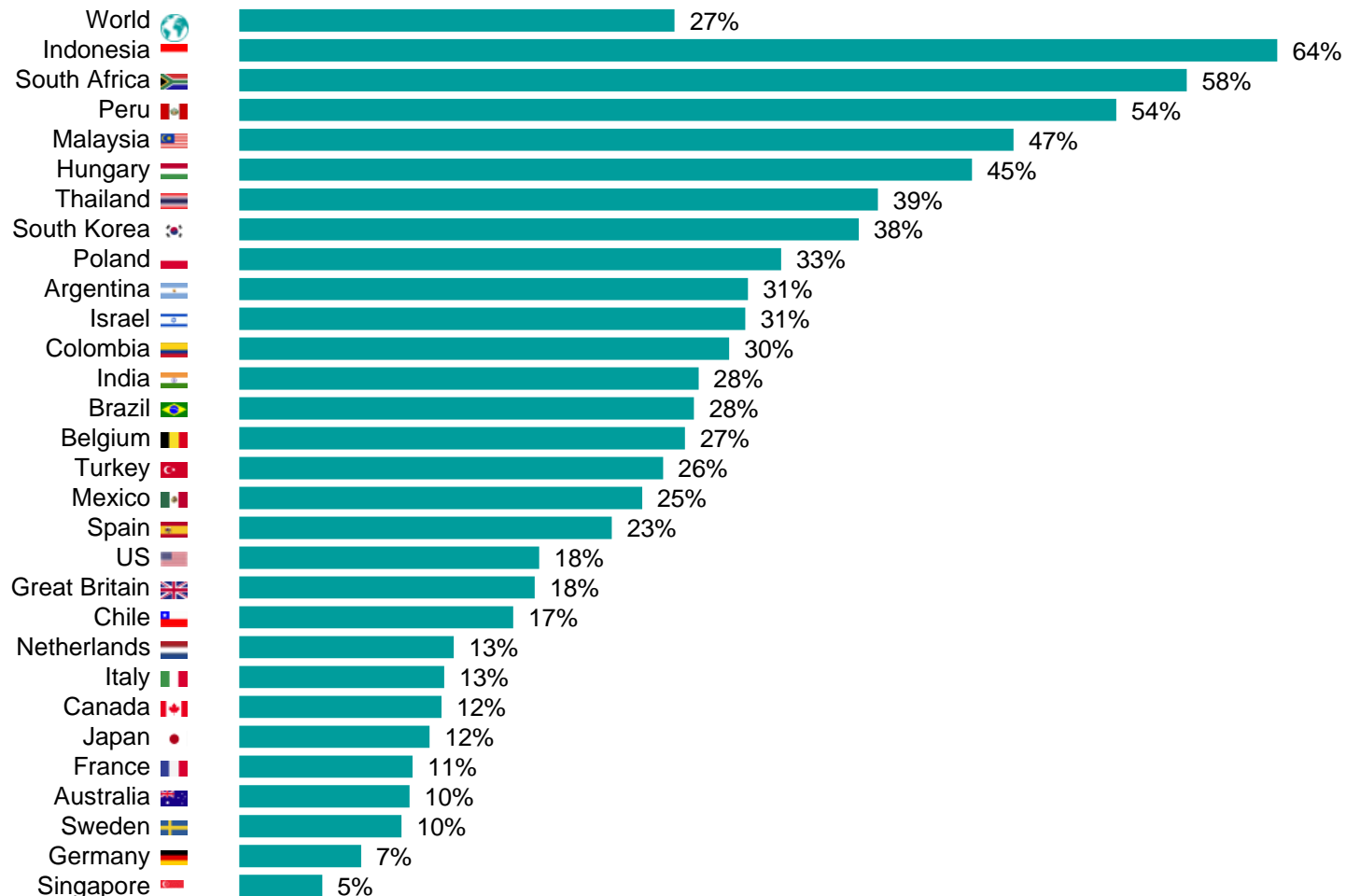
Almost three in ten (29%) choose crime & violence as one of the biggest issues affecting their country.

Concern about crime is at a slightly elevated level. After from last month's score of 30%, May 2023's figure is the second-highest level of worry we have seen since coronavirus was added to the survey in April 2020. In March 2020 32% felt crime was a top issue in their country.

In May 2023 concern about crime is highest in Latin America. Chile (68%), Peru (58%) and Mexico (55%) feature in the four most concerned countries on the issue. It is the number one concern in Brazil, Chile, Mexico, Peru and Sweden.

Looking at how things have changed in the last year, concern is 10pp higher in Chile and the US, and is 11pp lower in Mexico.

4 | FINANCIAL/POLITICAL CORRUPTION



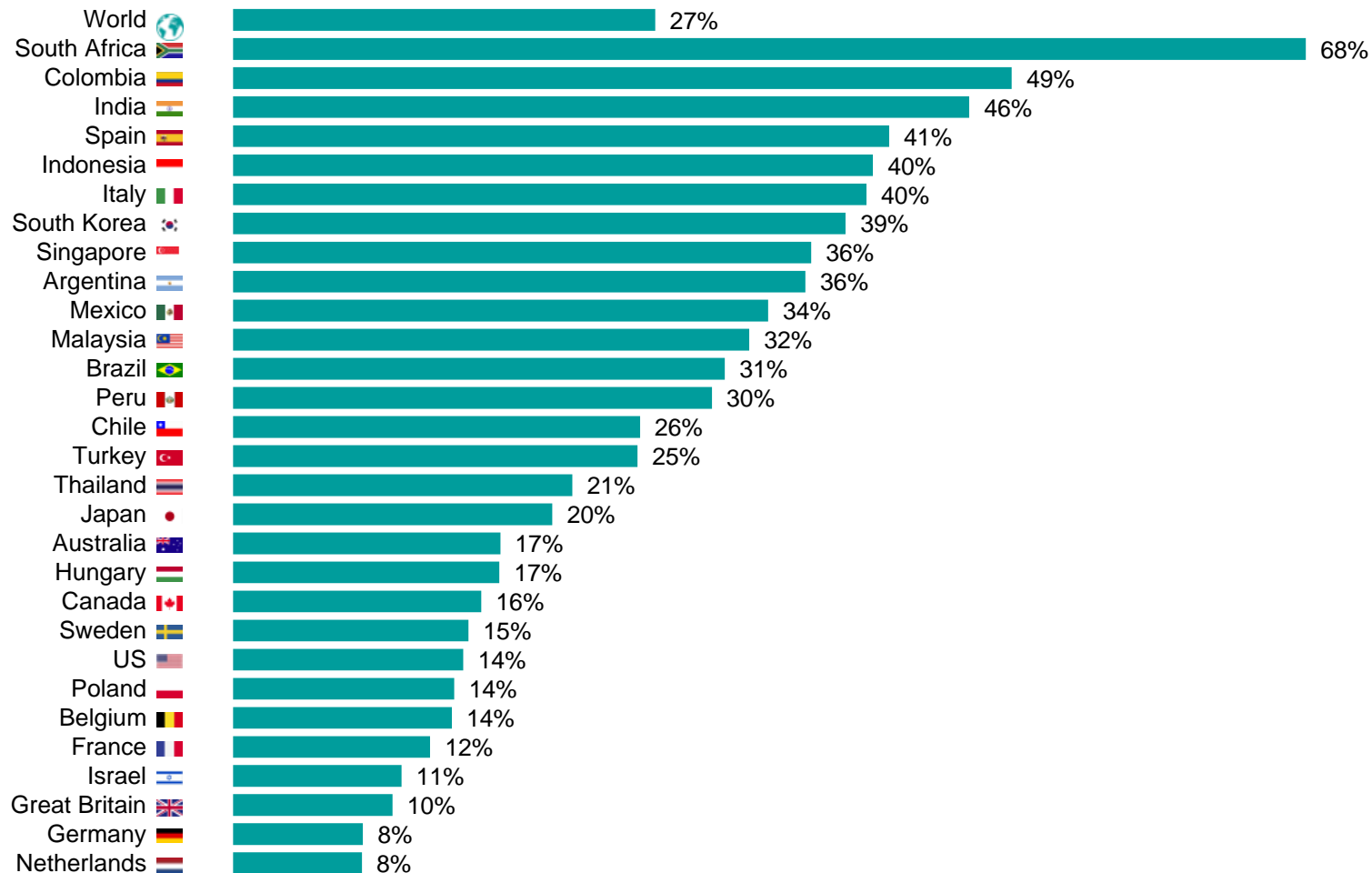
More than one in four (27%) choose financial/political corruption as one of the top issues in their country.

Indonesia is the most concerned country with almost two-thirds (64%) saying it is an issue. This is up 7pp on last month and up 18pp on the beginning of the year. It is the number one concern in Indonesia and 24pp higher than Indonesians' second highest concern unemployment.

The top three most concerned countries have all seen an increase this month. South Africa is up slightly by 1pp and Peru's score has risen by 7pp to 54%.

Apart from Indonesia corruption is the top concern in just one other country, Malaysia.

5 | UNEMPLOYMENT



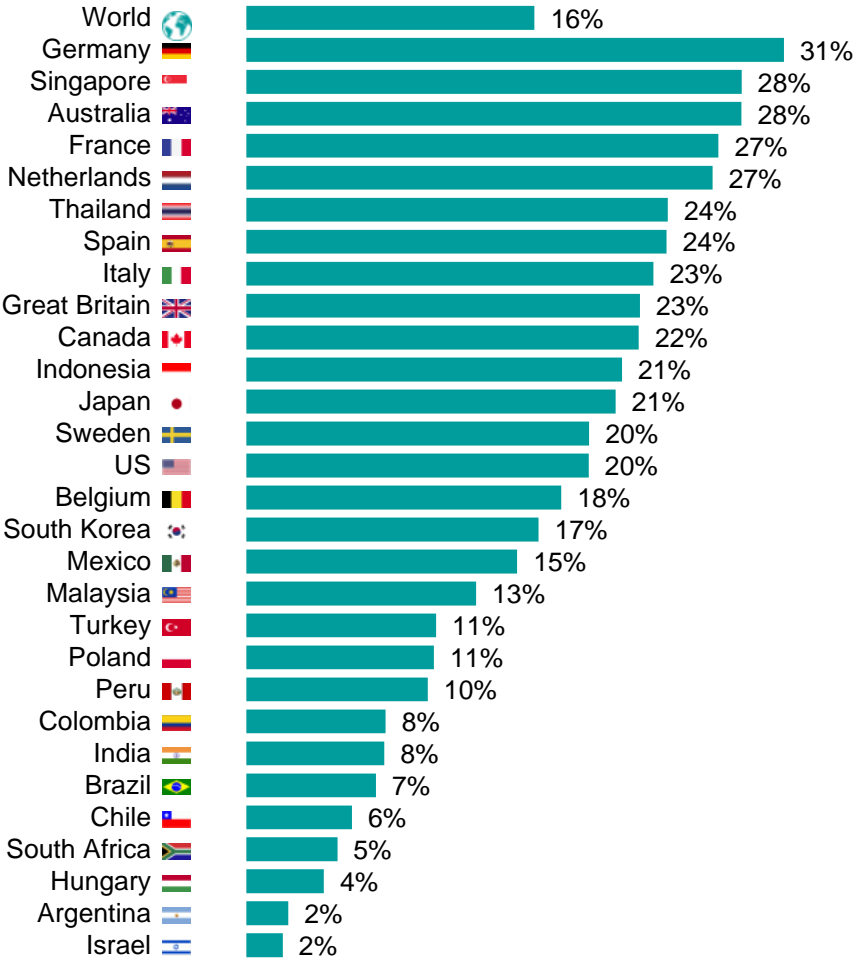
Unemployment is the fifth biggest concern in our What Worries the World survey, with 27% picking it as an issue in their country.

South Africa remains the most concerned country, where it has been since April 2021, with 68% currently choosing it as a worry.

Colombia is now the second most concerned country about jobs, with one in two (49%) thinking it's an issue. Concern among Colombians rose +9pp this month and this is the highest level of worry the country has felt since October 2021.

Concern is lowest in Europe with countries from the region making up seven of nine least worried countries about jobs being from Europe.

7 | CLIMATE CHANGE



Climate change ranks seventh out of 18 global concerns in our *What Worries the World* survey, between healthcare and taxes.

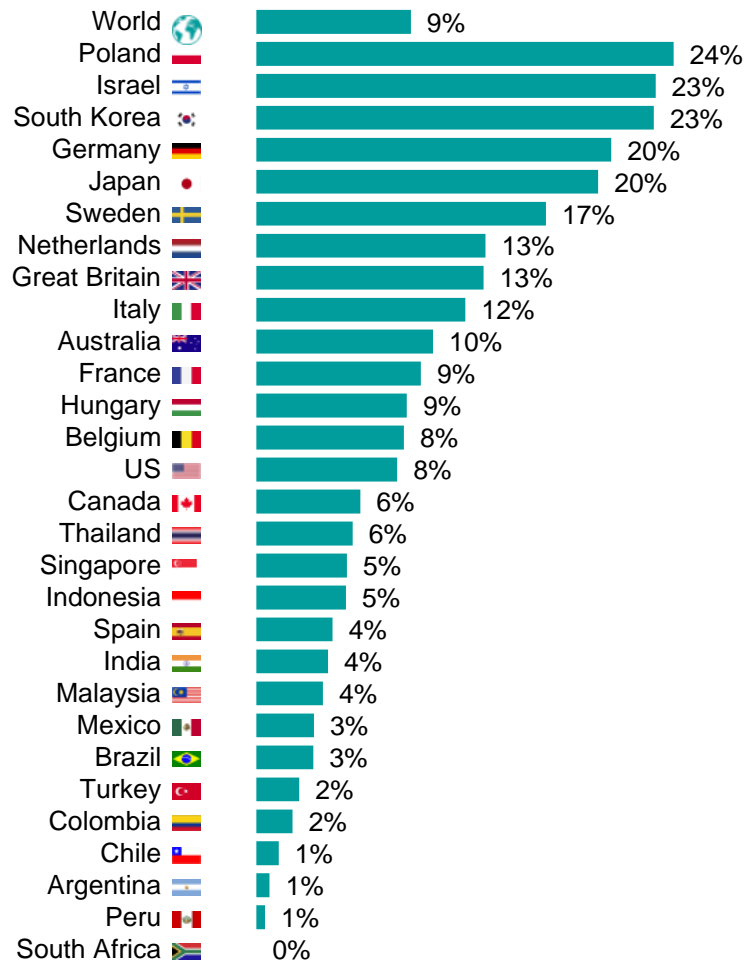
Germany is the most concerned country about climate change with 31% choosing it as an issue in the country. As we start to head into summer in Europe, this the first time worry in Germany is over three in ten since October last year. May's score is 5pp higher than this month in 2022.

After a period of extreme heat this spring, concern in Spain is up 5pp this month with 24% choosing it as a worry. There has only been one other month where Spain has recorded a higher level of concern for the issue (25% in September last year). Worry about climate change in Spain is much higher in 2023 than in May in previous years. It's up 11pp on last year and 15pp higher than 2021.

Base: Representative sample of 23,820 adults aged 16-74 in 29 participating countries, April 21st 2023 - May 5th 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*
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12 | MILITARY CONFLICT BETWEEN NATIONS



Military conflict between nations ranks 12th on our list of global worries, between moral decline and threats against the environment.

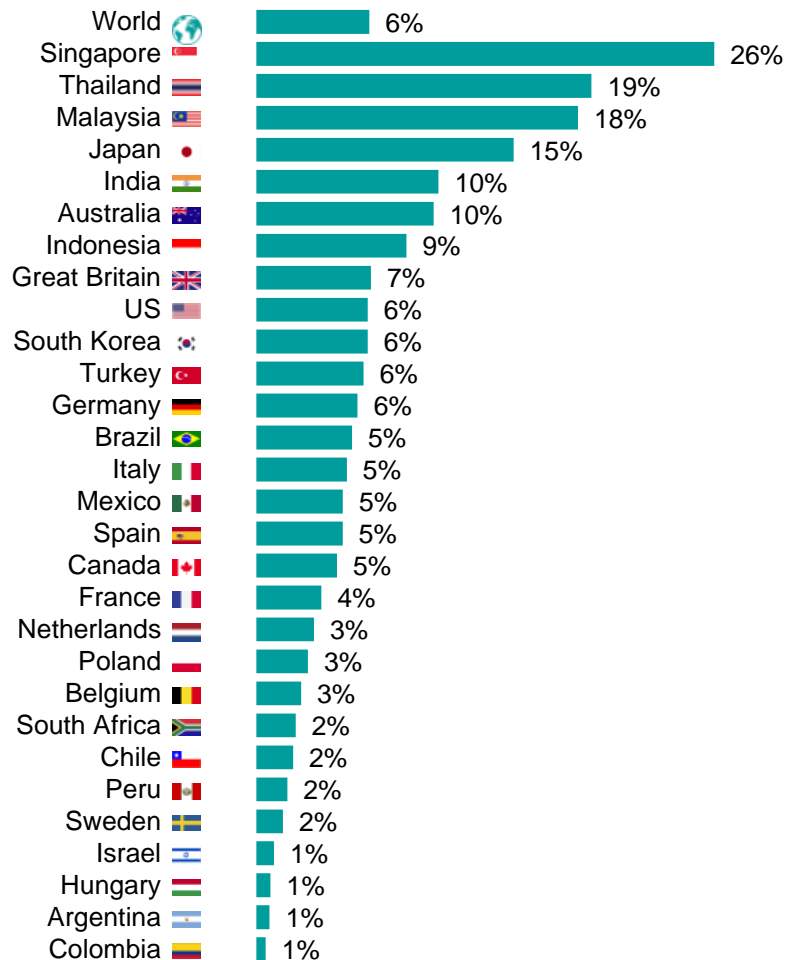
One in ten (9%) people across 29 countries choose military conflict as an issue in their country. This is the same as last month.

Poland remains the most concerned country with one in four (24%) saying it is a worry.

Israel is the second most worried country with 23% followed by South Korea (23%), Germany (20%) and Japan (20%).

Latin America makes up the countries where concern is lowest. The region makes up six of the eight least worried countries.

17 | CORONAVIRUS (COVID-19)



Coronavirus ranks 17th out of 18 worries between maintaining social programmes and access to credit.

One in 20 (6%) across 29 countries choose the pandemic as an issue in their country.

May 2023's global score is the same as last month's, but is 7pp lower than the start of the year and down 10pp on this time in 2022.

Singapore is the most concerned country after a spike in cases, with one in four (26%) picking it as a worry. This is 16pp higher than last month.

Thailand (19%) and last month's most concerned country Malaysia (18%) are second and third and both saw rises in worry this month (+8pp and +5pp, 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/>

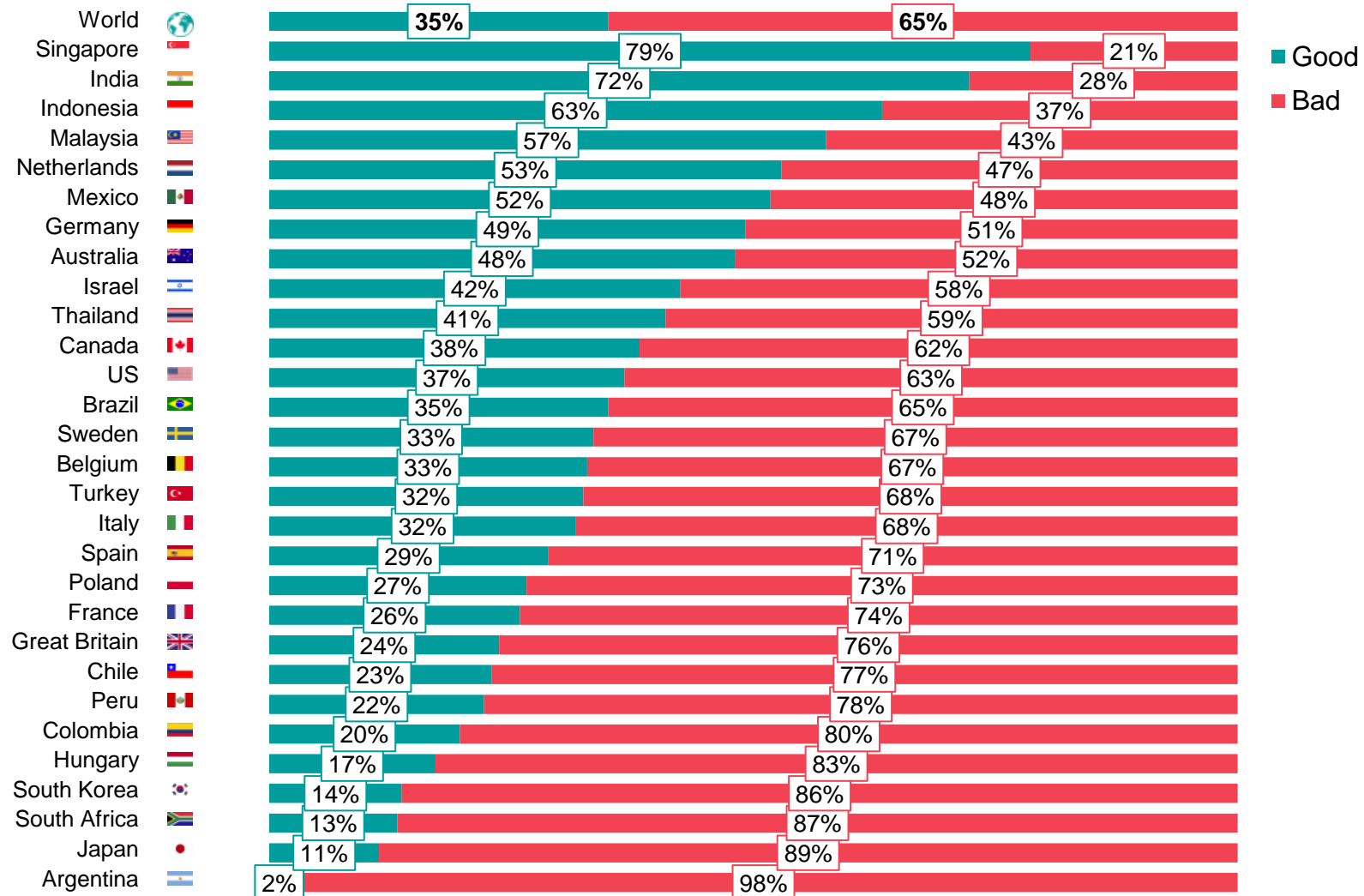
Please contact: Nicolas.Boyon@Ipsos.com for more information.



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?



On average globally, 35% of people describe their country's economic situation as good, up 1pp from last month.

Since last month, the "good economy" score has risen most in Turkey (+9pp to 32%) and the US (+7pp to 37%). Meanwhile, a 3pp rise sees Mexico reach a new highest ever score (52%).

At the other end of the table, positive economic sentiment has fallen most in Germany (-4pp).

From bad to worse, the proportion of people describing the current economic situation in Argentina as "good" has fallen 3pp to 2%. This is the country's lowest ever score and ties with Hungary (December 2011) and Spain (December 2012) for the lowest "good economy" score recorded by any country since our survey began in March 2010.



CURRENT ECONOMIC SITUATION: ARGENTINA

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

Argentina's "good economy" score is at an all-time low. Only Hungary (2% in December 2011) and Spain (2% in December 2012) have ever recorded a score this low.



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.*

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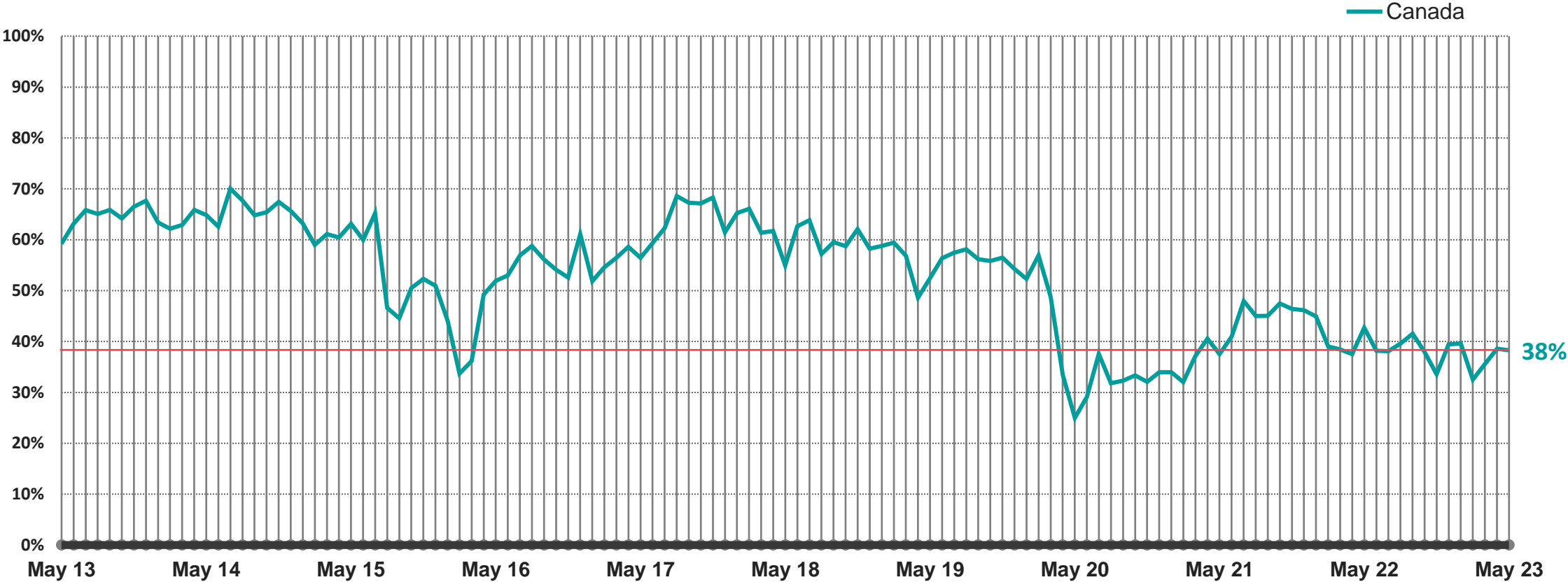
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CURRENT ECONOMIC SITUATION: CANADA

Despite being the third-most concerned country about inflation, Canada remains in the top half of the good economy score rankings.

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



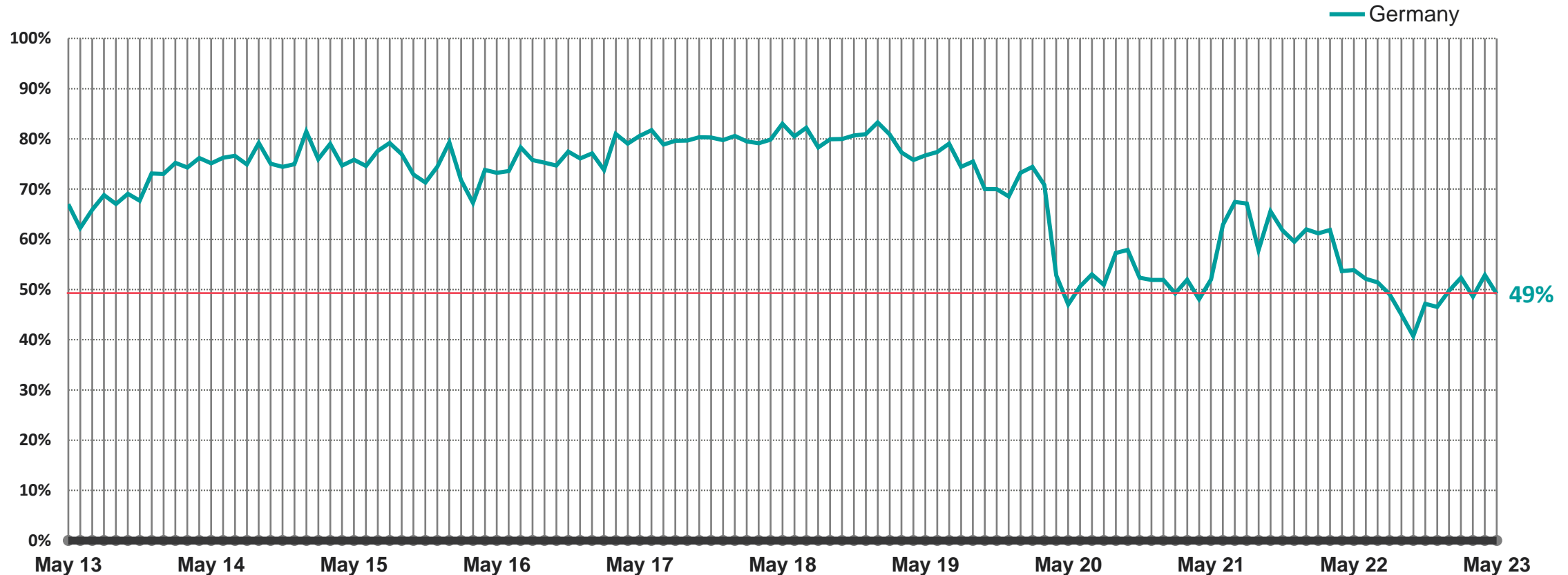
Base: Representative sample c. 1000 adults aged 16-74 in Canada, 2013 - 2023.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



CURRENT ECONOMIC SITUATION: GERMANY

Germany records the biggest month-on-month fall in May, down 4pp to 49%.

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, 2013 - 2023.

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

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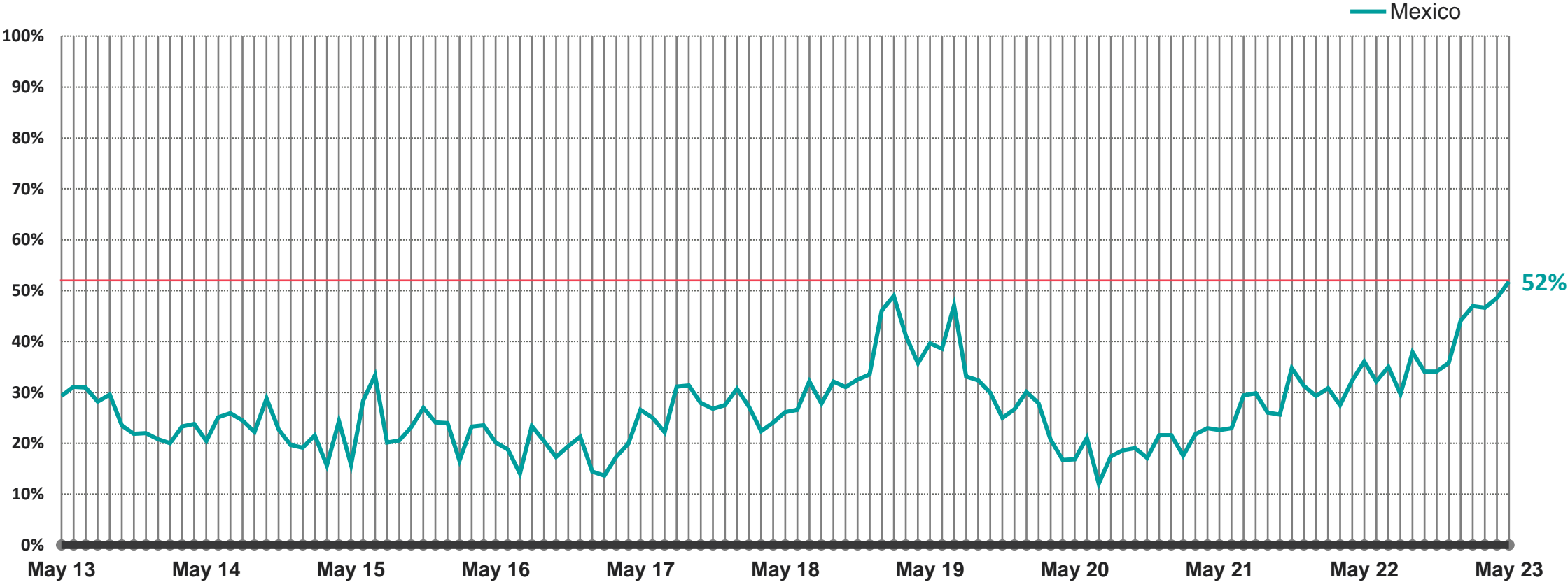
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CURRENT ECONOMIC SITUATION: MEXICO

May 2023 marks Mexico's highest ever good economy score, 3pp higher than its previous.

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



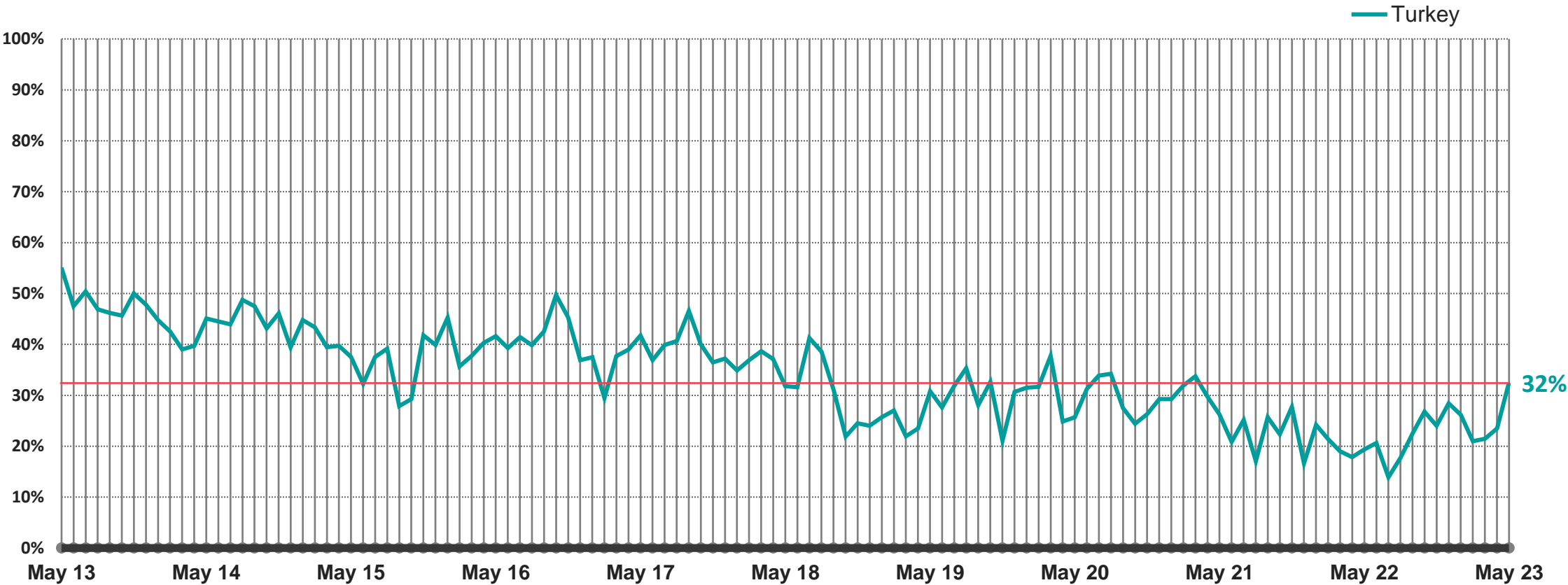
Base: Representative sample c. 500 adults aged 16-74 in Mexico, 2013 - 2023.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



CURRENT ECONOMIC SITUATION: TURKEY

Turkey has seen a 9pp rise to its good economy score from last month. This is the third consecutive month Turkey has seen an increase.

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



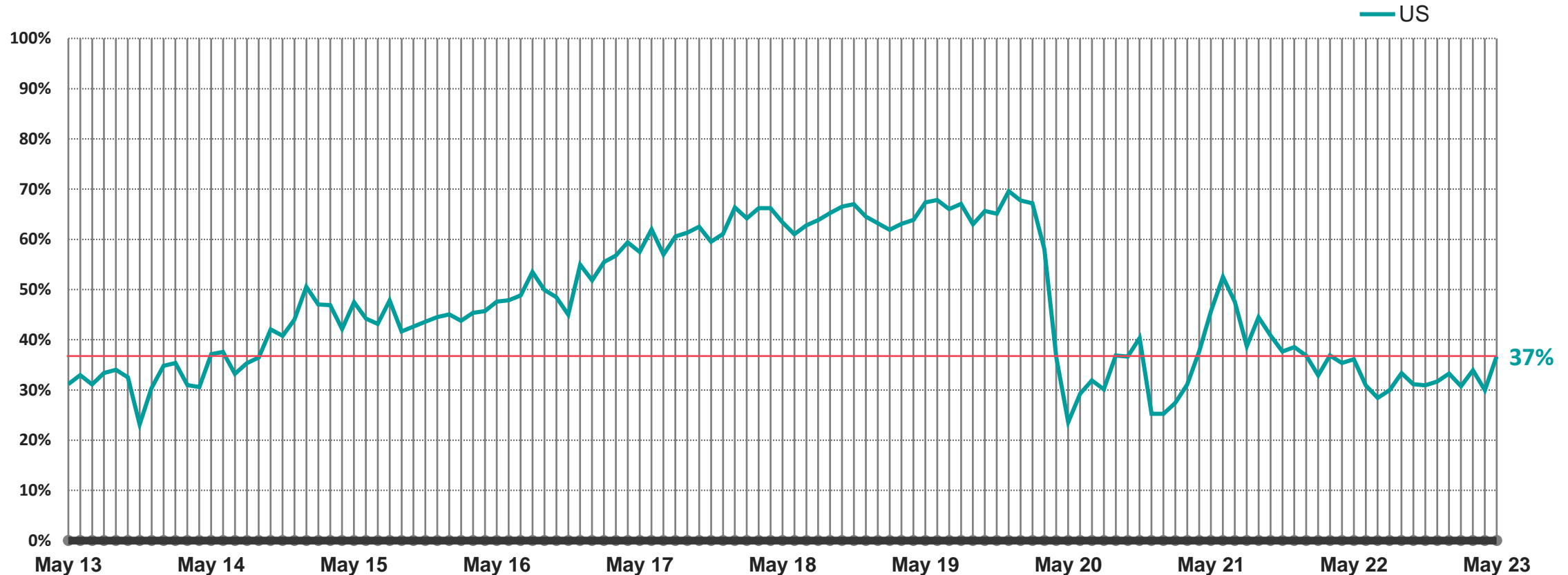
Base: Representative sample c. 500 adults aged 16-74 in Turkey, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: US

The US has seen a 7pp increase to its good economy score from last 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 US, 2013 - 2023.

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

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METHODOLOGY

This 29-country Global Advisor survey was conducted between April 21st 2023 and May 5th 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.