

WHAT WORRIES THE WORLD?

April 2023



GAME CHANGERS



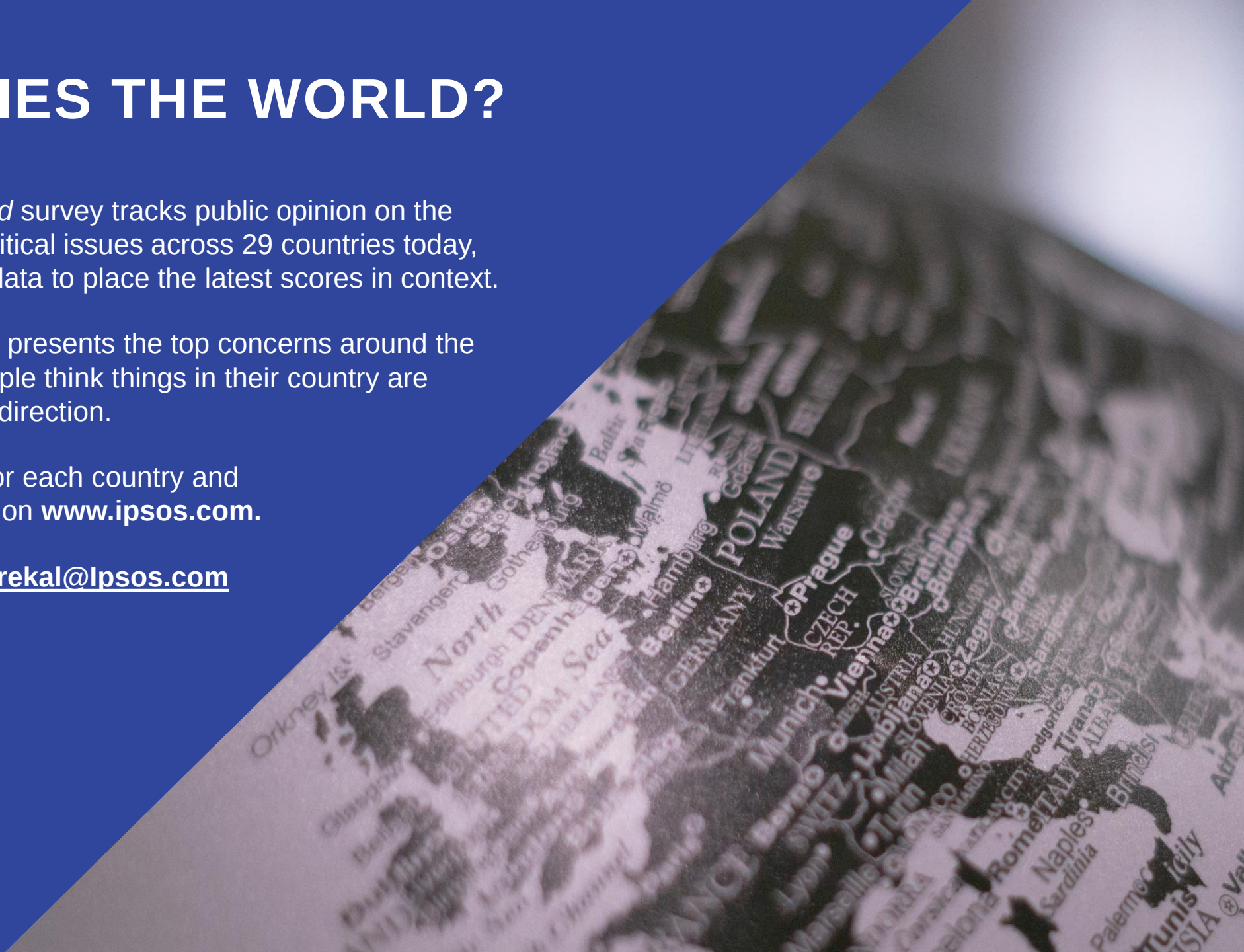
WHAT WORRIES THE WORLD?

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.

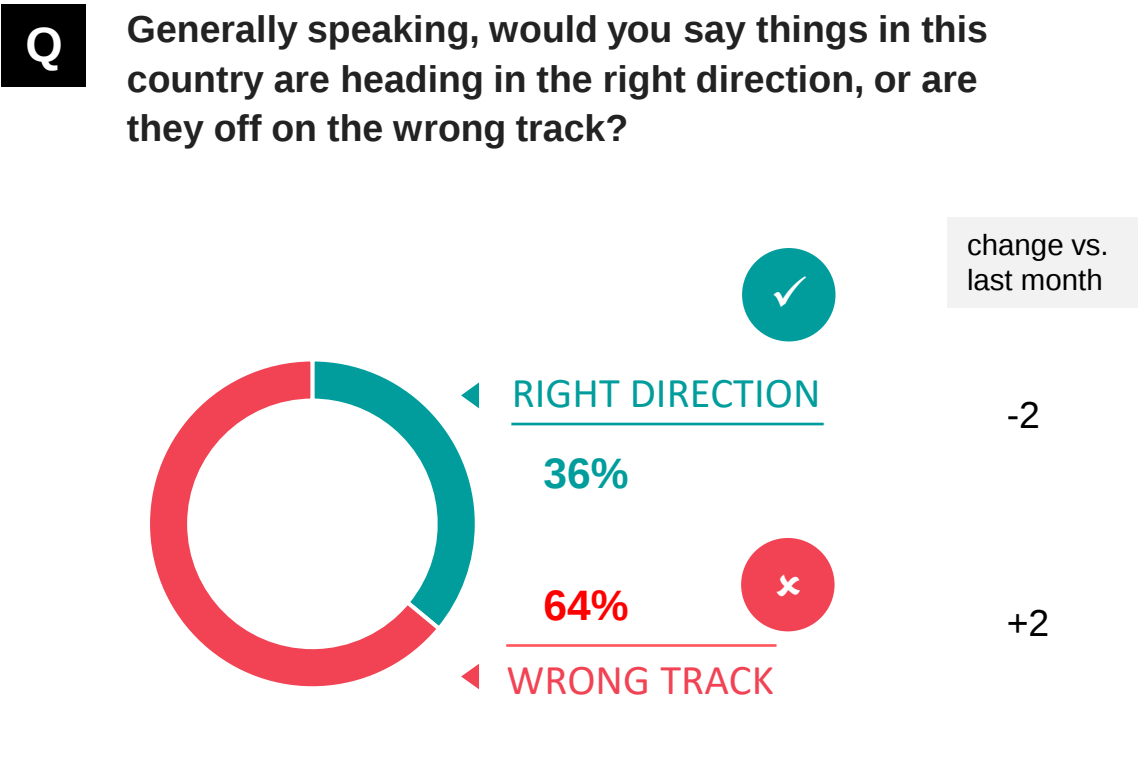
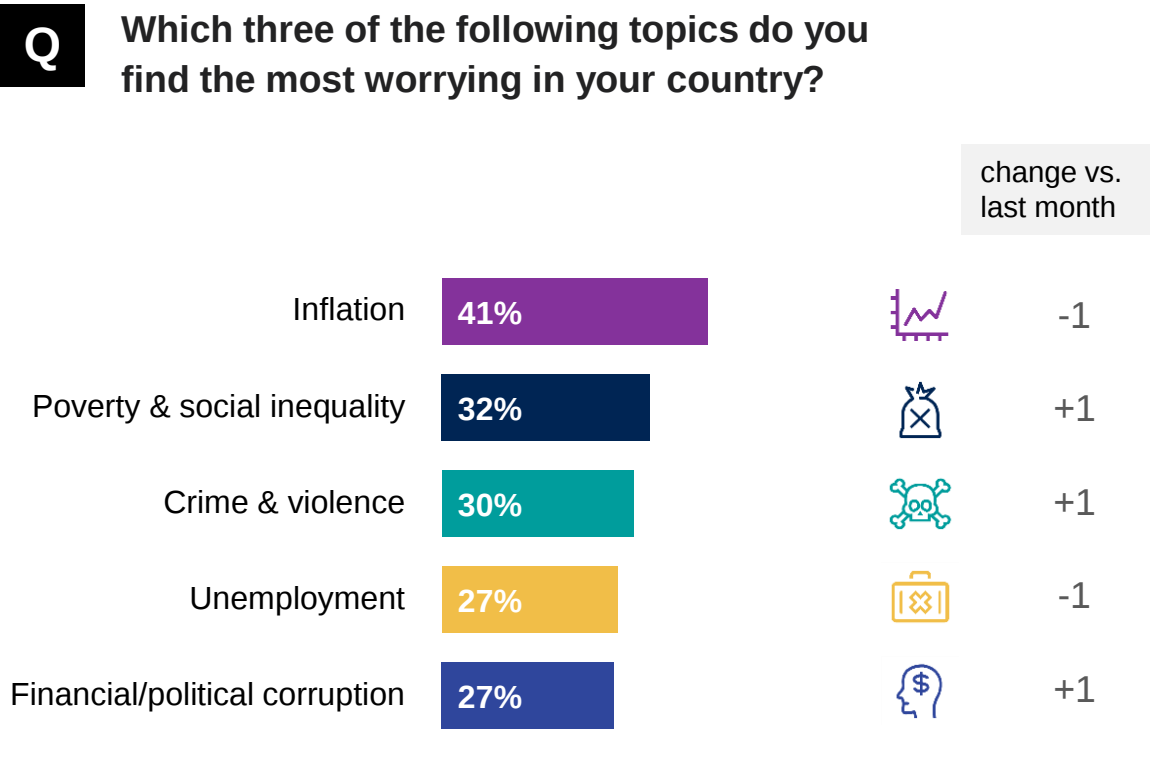
Full breakdowns of findings for each country and each issue are also available on **www.ipsos.com**.

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



WHAT WORRIES THE WORLD? APRIL 2023

Inflation is the number one concern globally. It has been top of our What Worries the World survey for the 13 months with four in 10 (41%) currently choosing it as an issue affecting their country. Inequality, crime & violence, unemployment and corruption made up the rest of the top five global concerns. Almost two-thirds (64%) think their country is headed in the wrong direction.

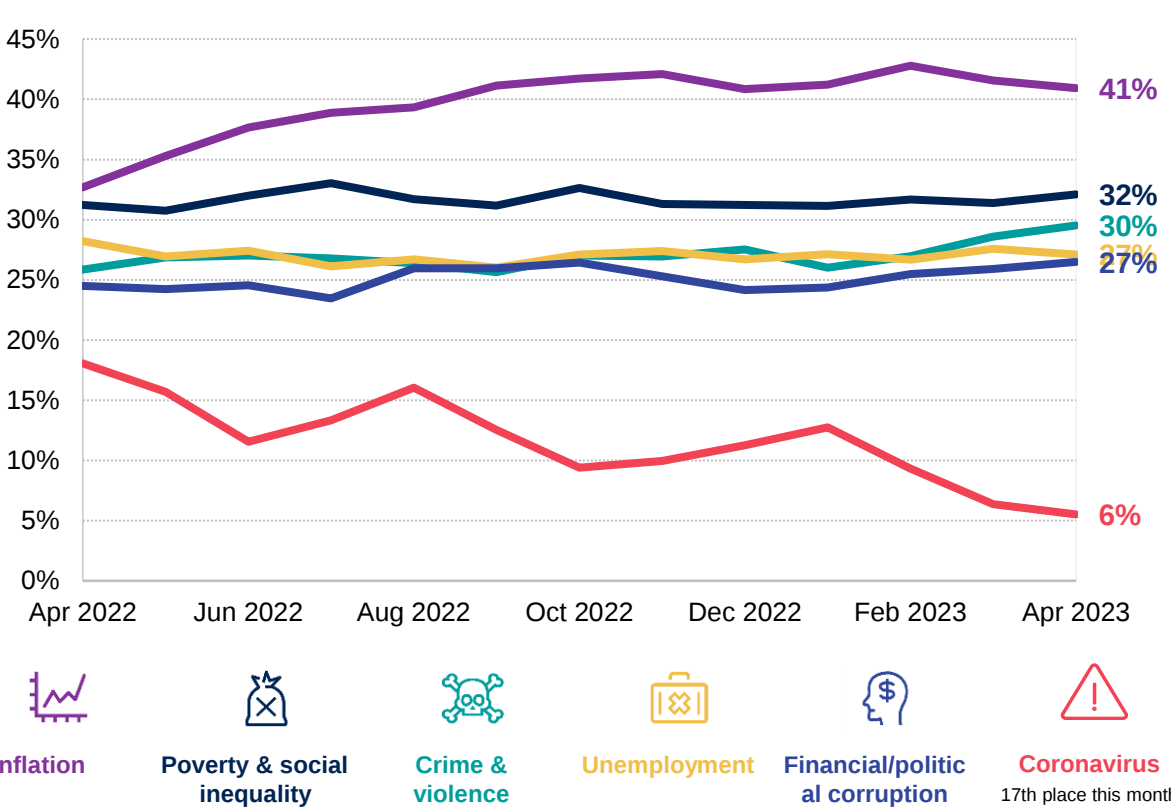


Base: Representative sample of 25,042 adults aged 16-74 in 29 participating countries, March 24th 2023 - April 7th 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

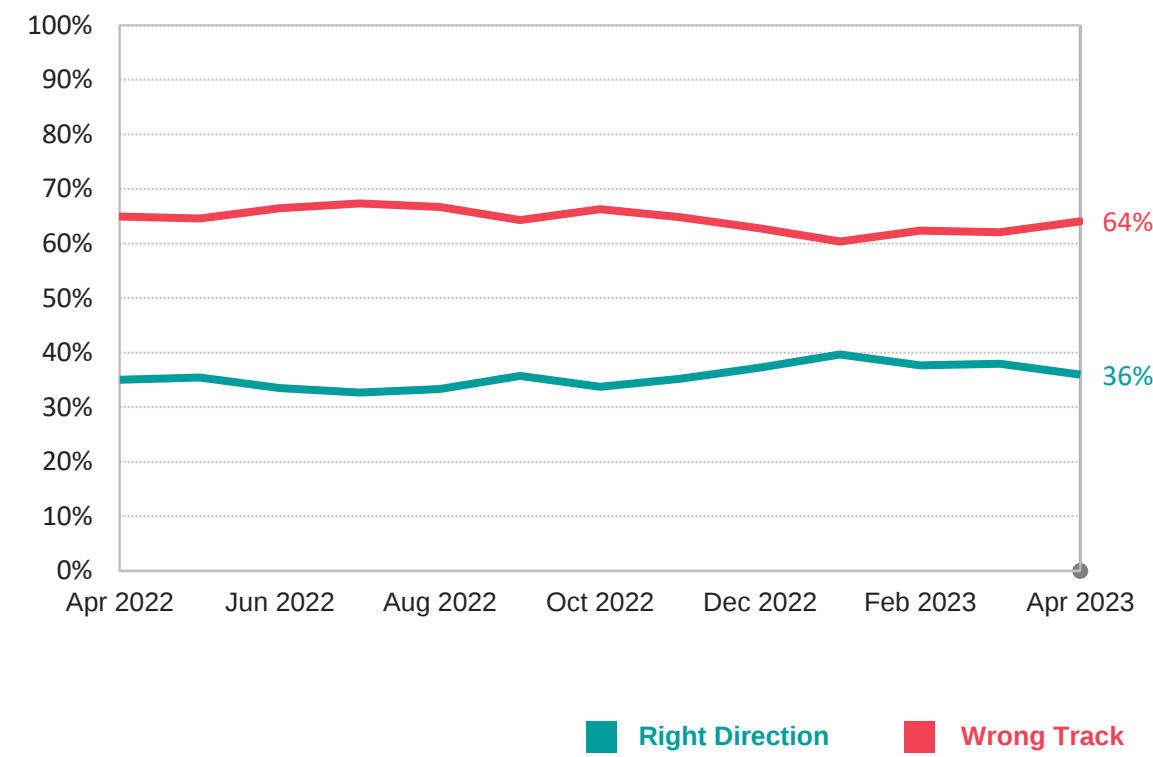


WHAT WORRIES THE WORLD? 12-MONTH TREND

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.25,042 adults aged 16-74 in 29 participating countries, April 2022 - April 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*
4 – © Ipsos | What Worries the World
Filter: Country: World | Current Wave: Apr 23

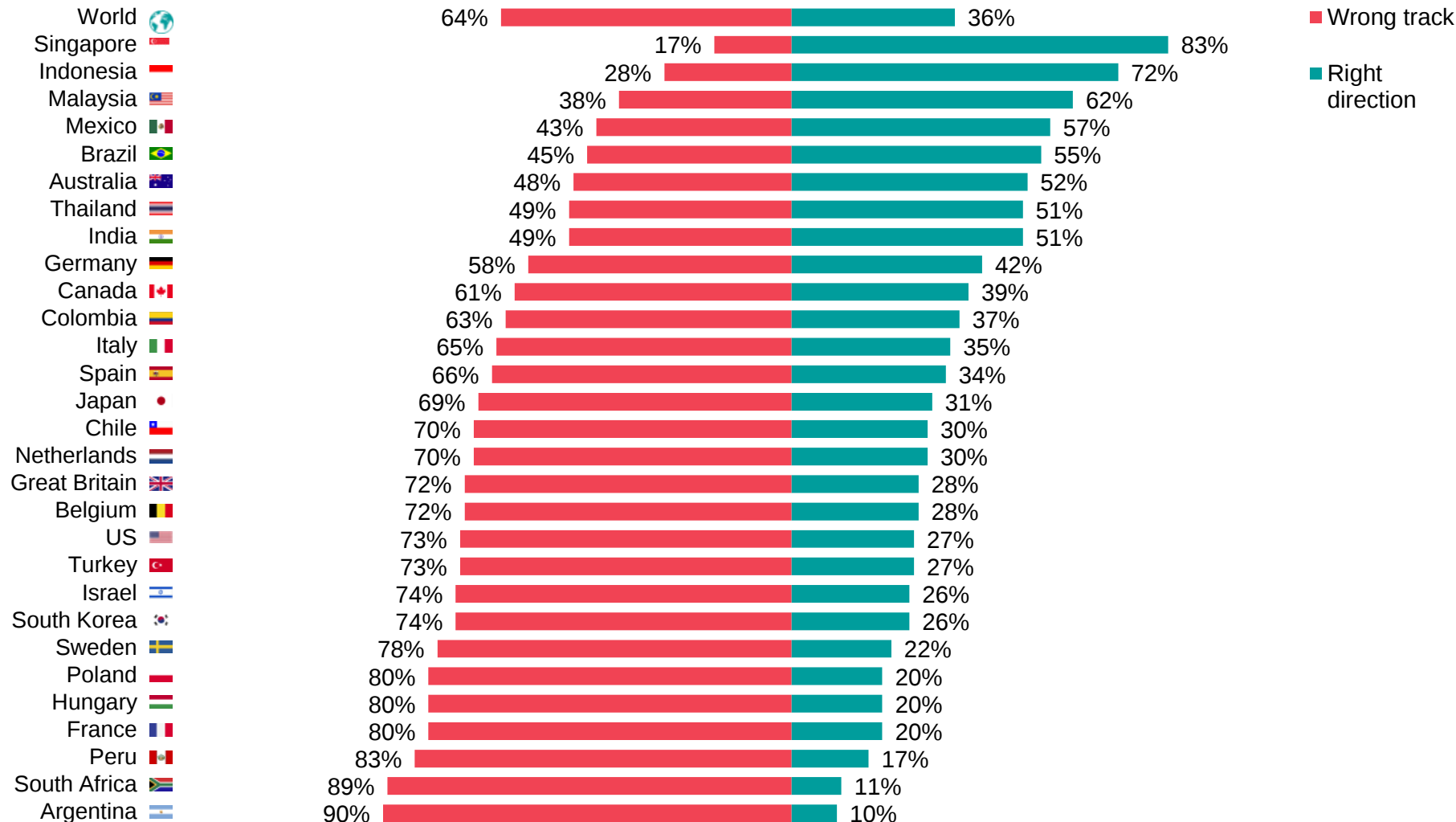


DIRECTION OF TRAVEL **ALL COUNTRIES**



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? (April 2023)



Almost two-thirds (64%) globally think their country is headed in the wrong direction. This is up 2pp in April 2023, and is 4pp higher than at the start of the year.

Just over one in three (36%) say their country is headed in the right direction. This sentiment is highest in Asia Pacific, with Singapore (83%), Indonesia (72%), and Malaysia (62%) making up the top three.

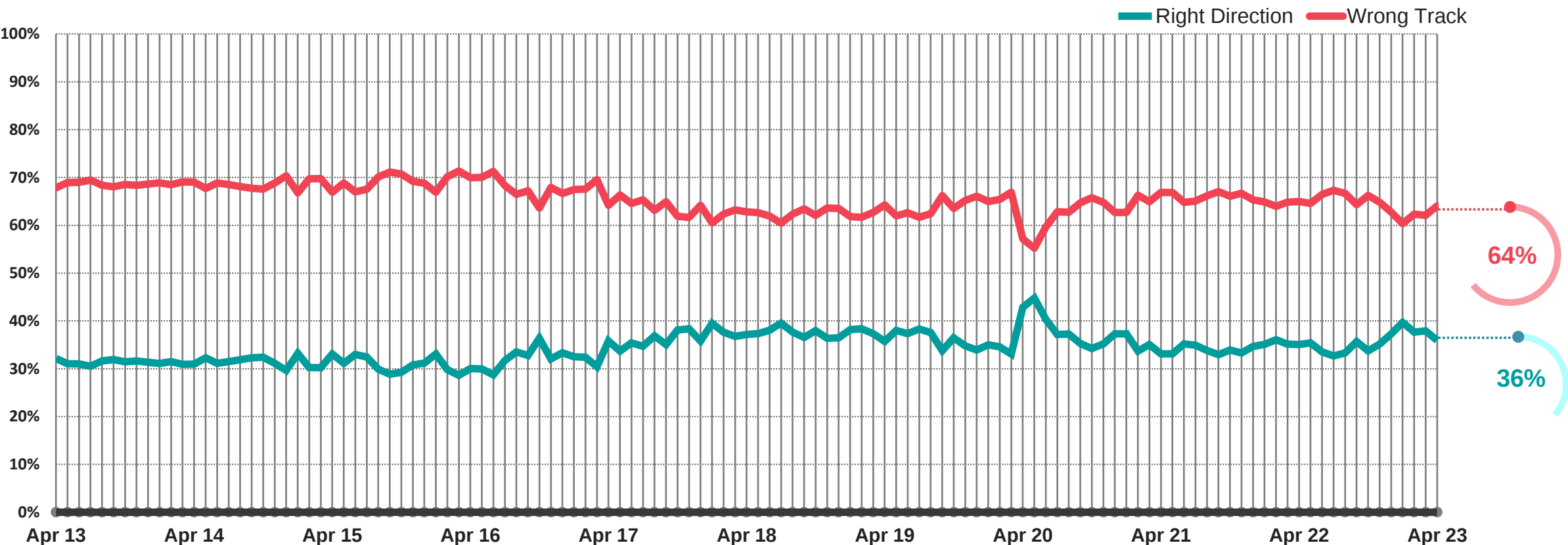
Mexico and Brazil round out the top five (57% and 55% respectively). There has been a big change in attitudes in Brazil towards the future of the country in the last year. In April 2022, it ranked 22nd on this list with only 30% of Brazilians thinking the country was on the right track.

Base: Representative sample of 25,042 adults aged 16-74 in 29 participating countries, March 24th 2023 - April 7th 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*
Filter: Country: World | Current Wave: Apr 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.25,042 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.

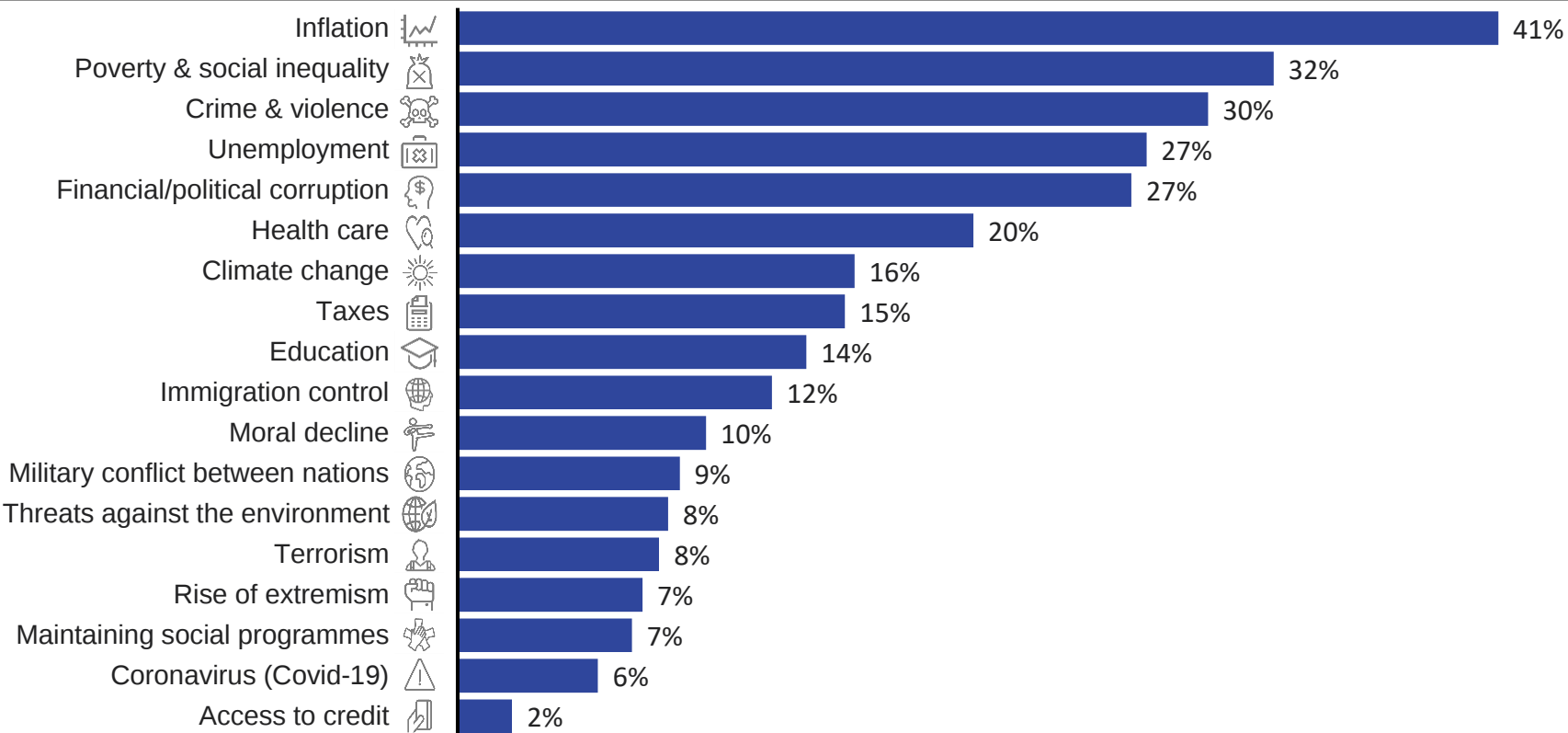
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in April 2023 (global country average)



Inflation is the number one concern globally, with four in 10 (41%) choosing it as one of the biggest issues affecting their country. It has been the number one concern in our What Worries the World survey for the last 13 months.

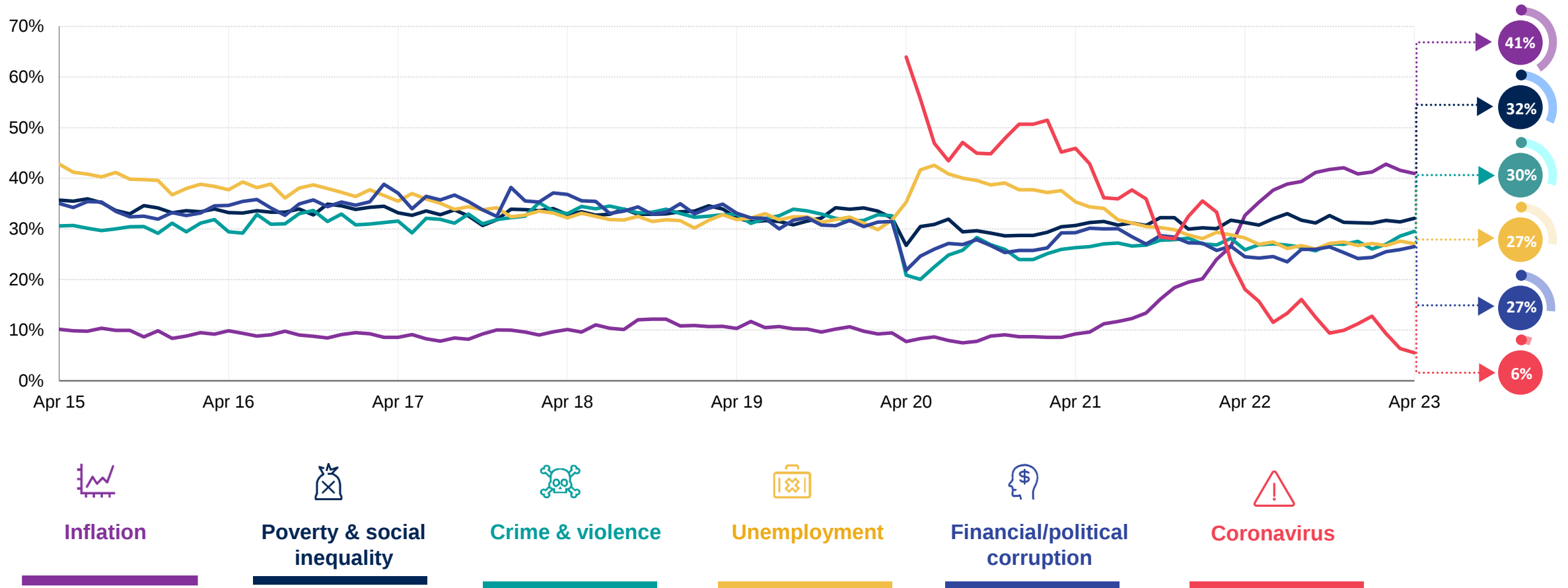
Coronavirus ranks 17th out of 18 concerns on our list of global worries, with access to credit proving to be less of a worry. This is the lowest level of concern for the pandemic since it was added to What Worries the World in 2020.

Base: Representative sample of 25,042 adults aged 16-74 in 29 participating countries, March 24th 2023 - April 7th 2023.

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

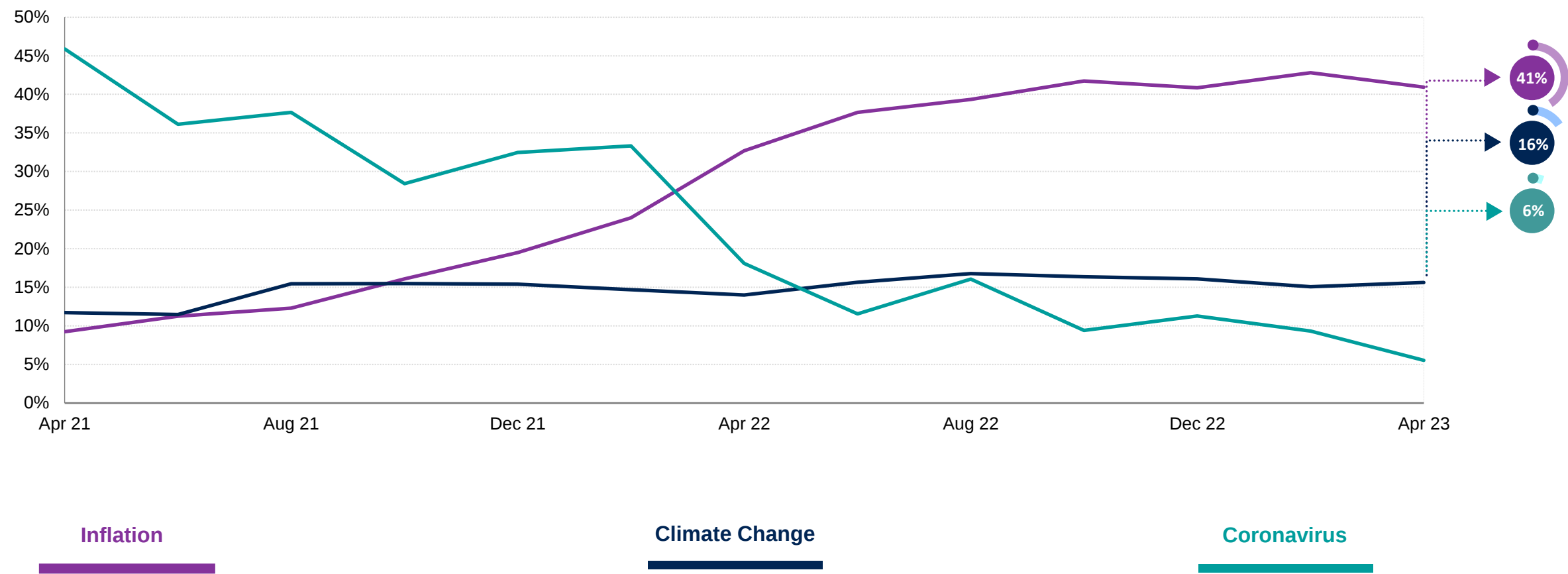
WORLD WORRIES: LONG-TERM TREND

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



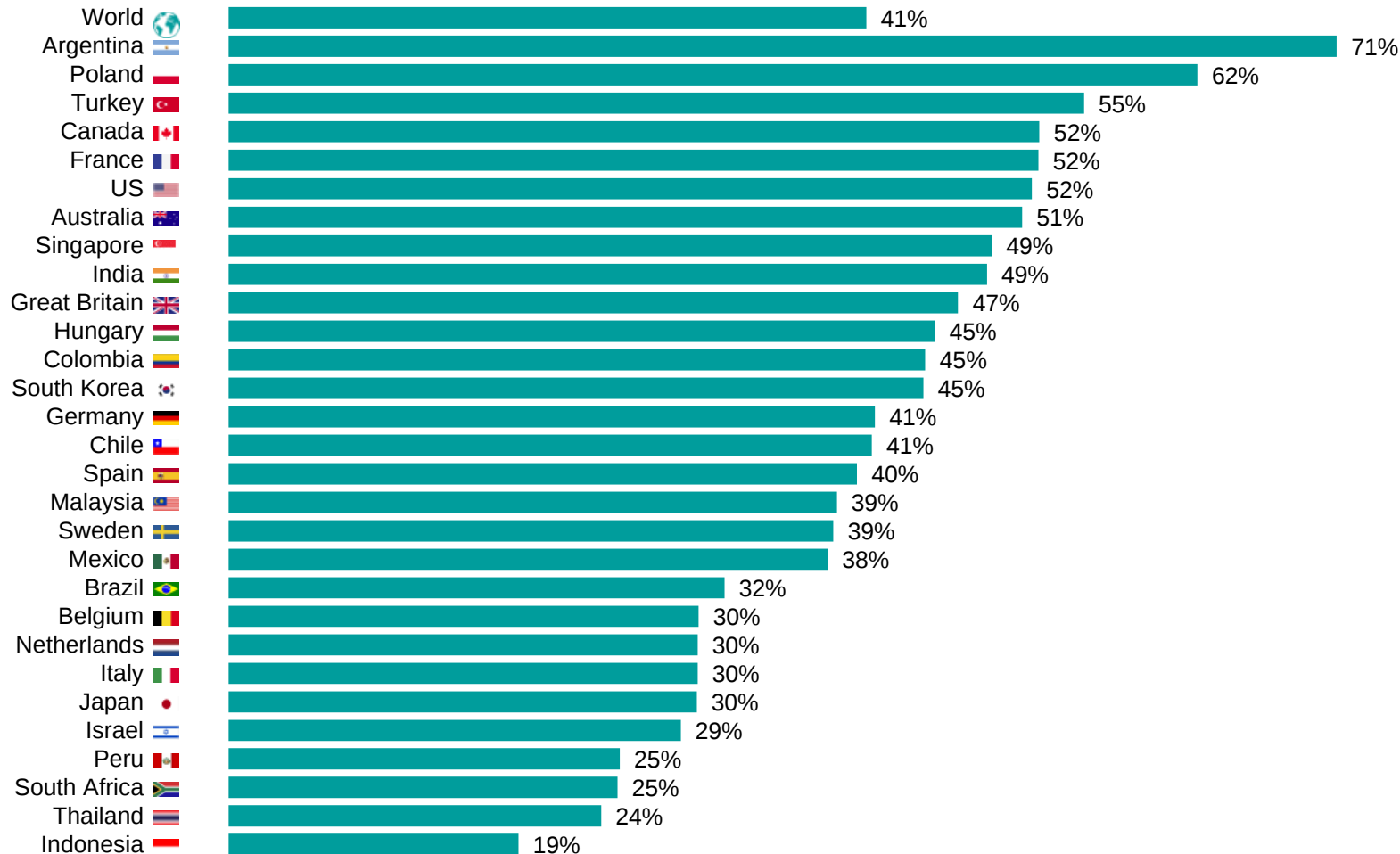
Base: Representative sample of 25,042 adults aged 16-74 in 29 participating countries, 2015 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

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



Base: Representative sample of c.25,042 adults aged 16-74 in 29 participating countries, April 2021 - April 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



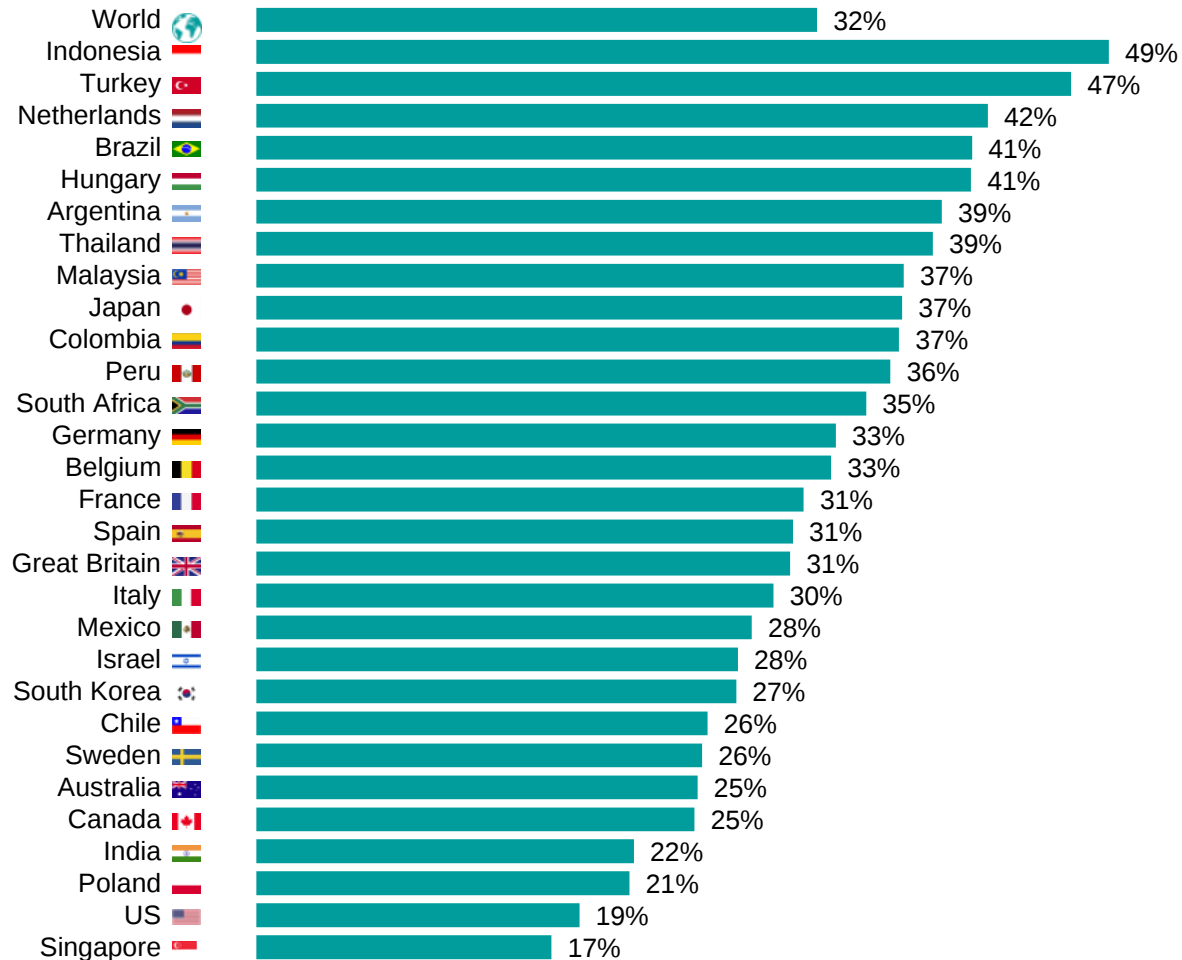
Four in 10 (41%) choose inflation as one of the biggest issues affecting their country. April's figure is 1pp lower than last month.

Argentina is the most concerned country and this month's score of 71% is the equal-highest ever level of worry about rising prices in What Worries the World. (Last August 71% of Argentinians said inflation was one of the top concerns affecting the country).

The rest of the top five "most concerned" have all seen their level of worry fall in April. Poland down 3pp, Turkey 8pp, Canada 5pp, and France 2pp. The US, currently the sixth most worried nation about inflation, saw their level of concern rise 5pp.

Thirteen nations (Argentina, Australia, Canada, Colombia, France, Germany, Great Britain, Poland, Singapore, South Korea, Spain, Turkey, and the US) pick inflation as their top worry.

2 | POVERTY & SOCIAL INEQUALITY



One in three (32%) across 29 countries pick poverty and social inequality as one of the biggest issues affecting their country. April's figure is up 1pp on last month.

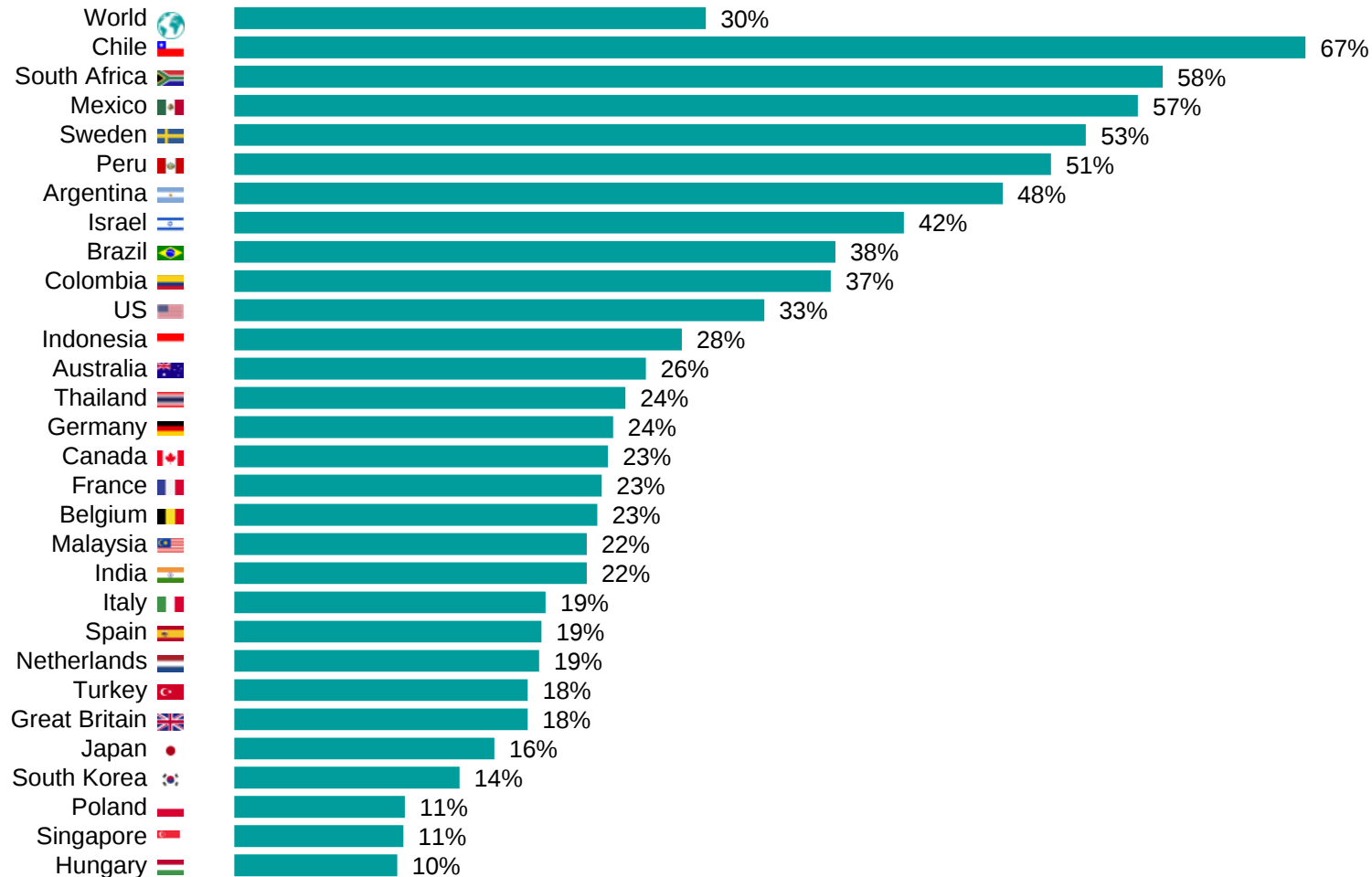
Inequality was top out of 18 worries in March 2022, but since then inflation has been the number one concern with inequality in second place.

Indonesia is now the most worried country about inequality, with one in two (49%) choosing it as an issue (+8pp).

Turkey has seen the biggest increase in their level of worry this month, up 17pp, ahead of its elections in May.

Looking at how things have changed over the last 12 months, in April 2022 Colombia was the most worried country on inequality with (44%). Now 37% choose it as an issue.

3 | CRIME & VIOLENCE



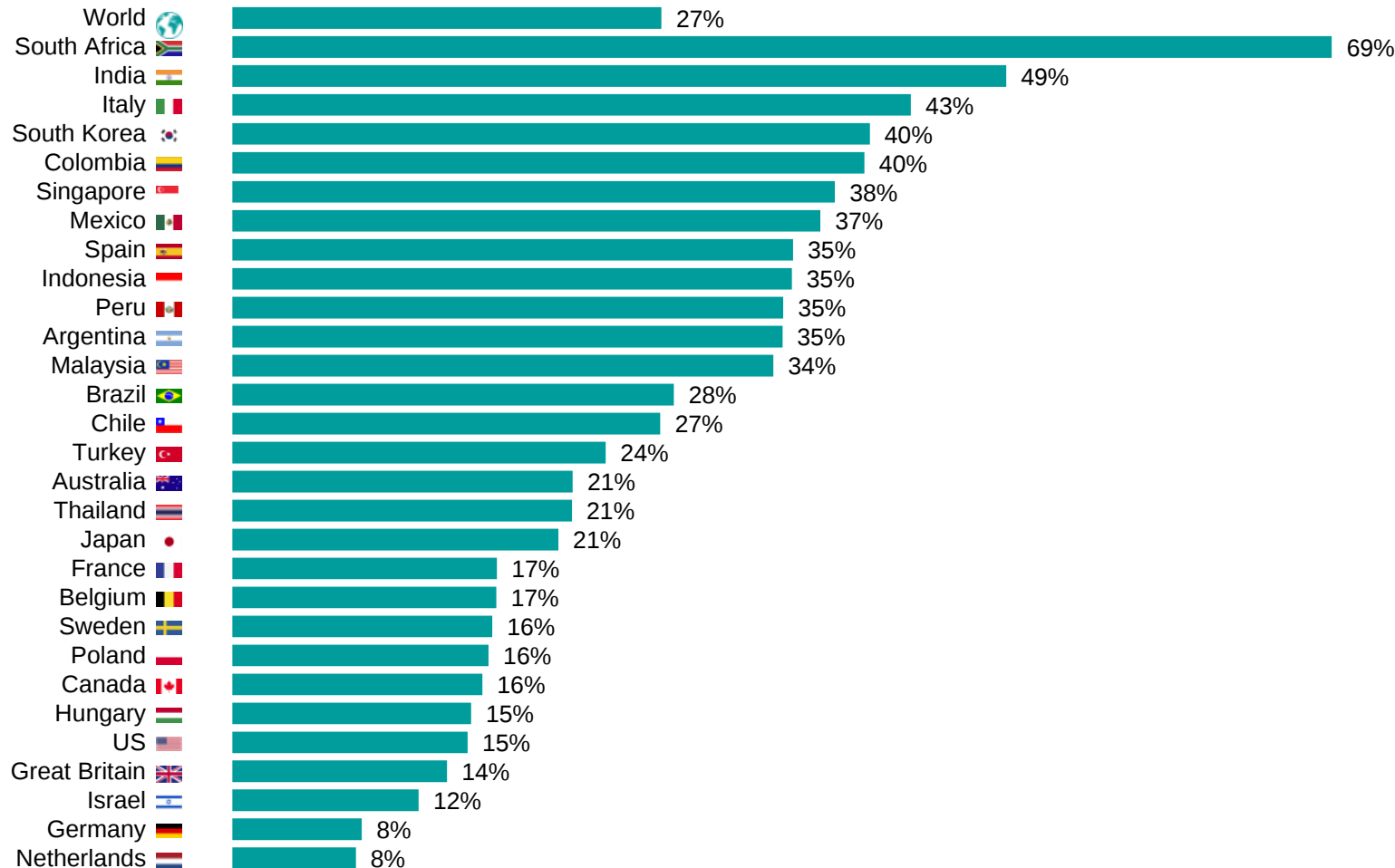
Three in 10 (30%) globally choose crime & violence as one of the three biggest issues affecting their country.

This is up 1pp on last month and up 5pp on April 2022. Chile is now the most concerned country about crime with two-thirds (67%) picking it as a worry, 8pp higher than last month and up 13pp year-on-year.

Looking back at how things have changed in the last 12 months, the five most worried countries remain the same. In April 2022, Mexico and Sweden were top, with Chile third, South Africa fourth and Peru fifth. Sweden is only country of the top five to see their level of concern to fall over this period.

In April 2023, Chile, Israel, Mexico, Peru and Sweden all have crime as the number one worry in their country.

4 | UNEMPLOYMENT

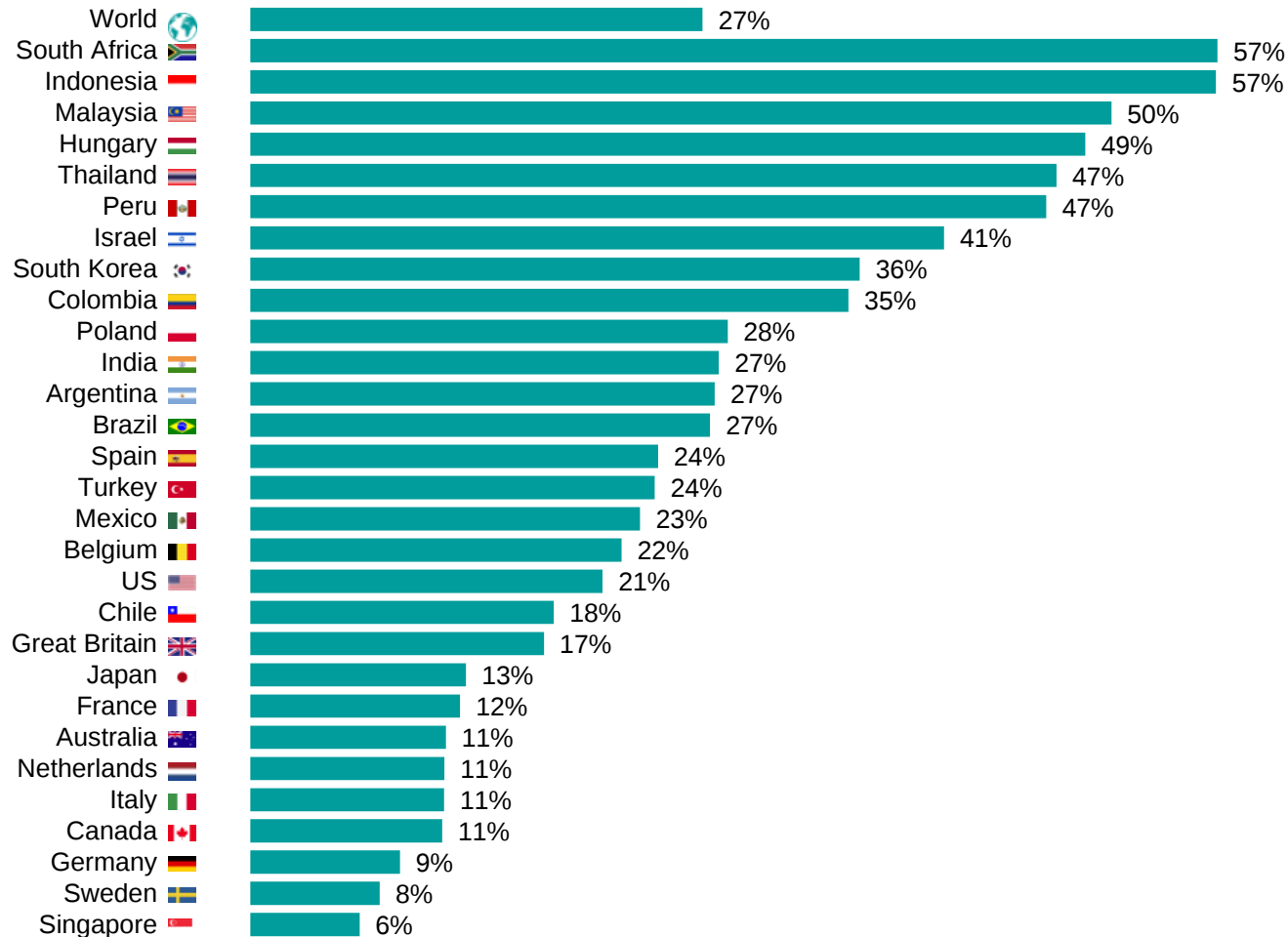


Unemployment is the fourth biggest concern in our What Worries the World survey, with 27% choosing it as an issue.

In only one country do a majority choose jobs as a concern. It is now two years (April 2021) since South Africa has been the most worried country about unemployment. Almost seven in 10 (69%) of South Africans pick unemployment as worry, the joint-highest level of concern the country has ever recorded on this issue.

In Spain it's a different story. This month it recorded its lowest ever of score for unemployment (35%). For Spaniards, inflation is the number issue affecting the country. This is the first time since February 2021 that something other than unemployment (Covid-19) was its top worry. Outside of the pandemic you would have to go back to October 2017, when corruption was at 62%, to find a bigger worry than unemployment and Covid.

5 | FINANCIAL/POLITICAL CORRUPTION

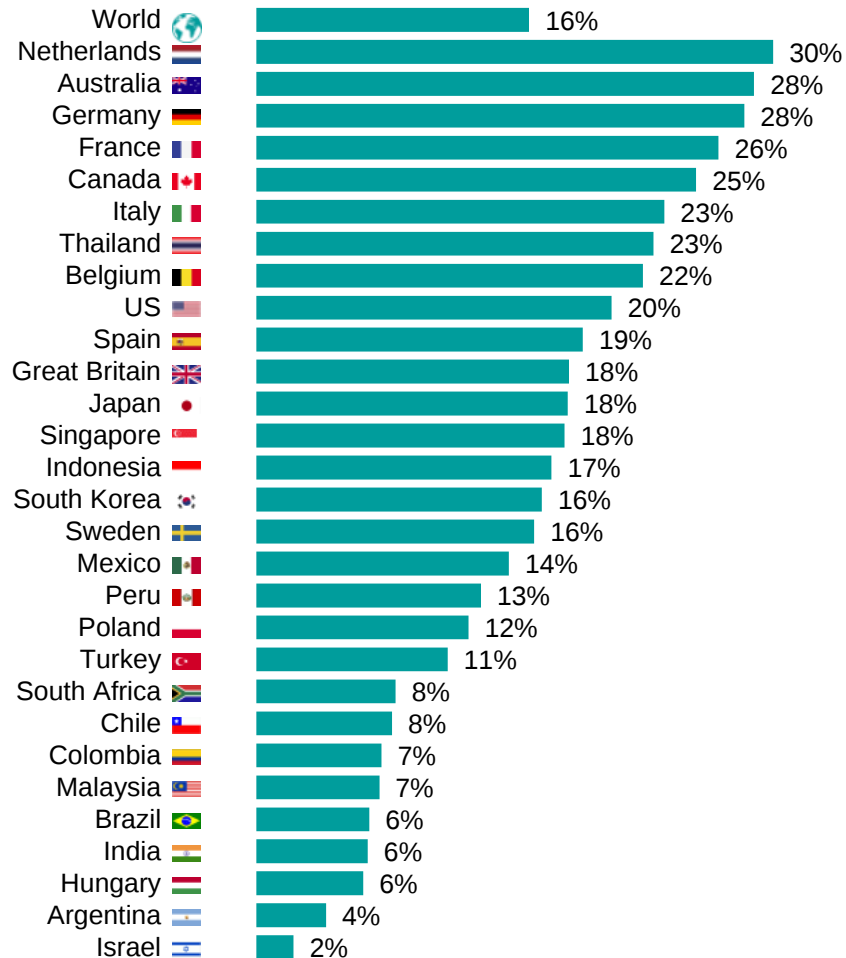


Just over one in four (27%) globally choose financial/political corruption as one of the biggest concerns affecting their country.

Israel has seen the biggest monthly rise in concern in April. It now ranks seventh out of 29 countries, with 41% picking it as worry, up 13pp this month. April 2023's figure is 21pp higher than last year and is Israel's highest level of worry since July 2019. It is now the country's second highest concern, 1pp behind crime & violence.

South Africa and Indonesia are the most concerned countries (57%). Crime & violence is the number one worry in Indonesia, Malaysia and Thailand. In Hungary it is the joint highest worry alongside healthcare.

7 | SPOTLIGHT ON CLIMATE CHANGE

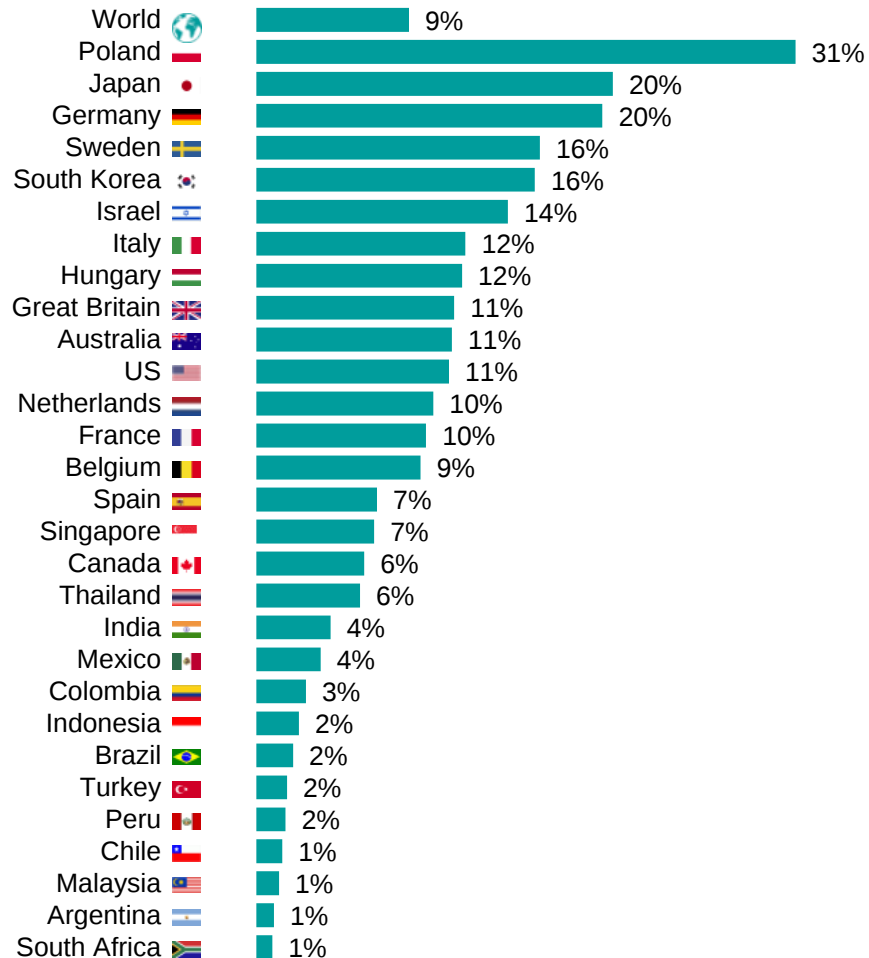


Climate change is the seventh biggest concern in our What Worries the World survey, up one place from last month. Sixteen percent across 29 markets choose climate change as one of the biggest issues affecting their country.

Netherlands is the most worried country about climate change, with three in 10 picking it as a worry (+4pp). Australia (28%), Germany (28%), France (26%), and Canada (25%) round out the top five. However, climate change is not the number one concern in any country.

Israel is the least concerned about climate change, with only one in 50 (2%) choosing it as an issue. Argentina ranks 28th out of 29 countries for concern about climate change, with 4% picking it as a worry.

12 | SPOTLIGHT ON MILITARY CONFLICT BETWEEN NATIONS



Military conflict between nations ranks 12th out of 18 issues in our What Worries the World survey.

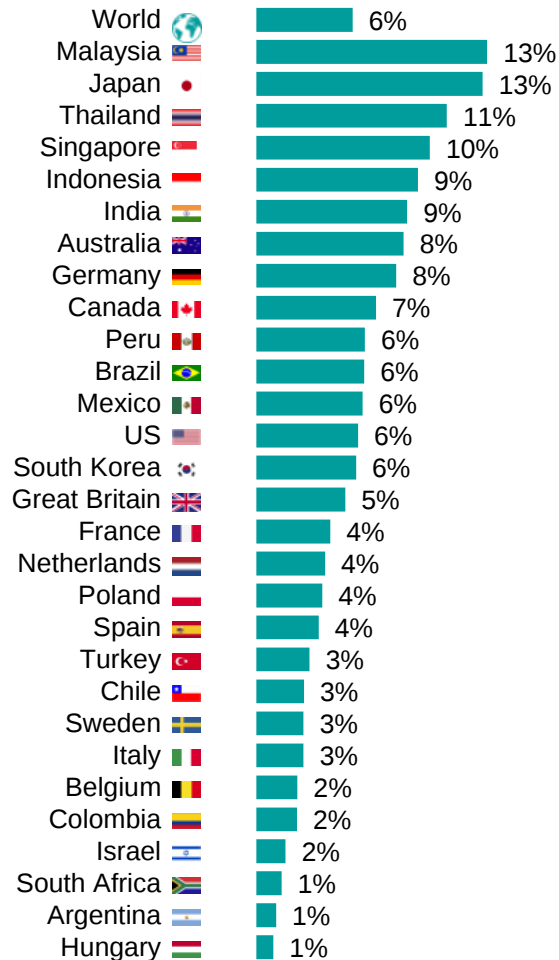
One in 11 (9%) pick it as one of the three biggest concerns affecting their country this month.

In April 2023, Poland is the most concerned country about military conflict, with almost one in three (31%) choosing it as a worry.

This month is the first time Germany isn't in the top two most concerned countries about this issue since it was added to What Worries the World in April 2022.

Japan is now second with one in five (20%) choosing it as one of the biggest issues affecting the country.

17 | SPOTLIGHT ON CORONAVIRUS (COVID-19)



The global public ranks Coronavirus 17th out of 18 issues affecting their country. Only one in 20 (6%) pick the pandemic as one of their country's most pressing concerns.

The decline in worry about the pandemic has been sharp. In February 2022, one in three globally (33%) said coronavirus was a top issue affecting their country. By April 2022, this had fallen to 18% and 13% at the start of 2023.

Now 13% is the highest level of worry we see in any country. In both Malaysia and Japan, 13% pick the pandemic as a top worry.

In three countries – Hungary, Argentina and South Africa – only 1% choose in as a 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/>

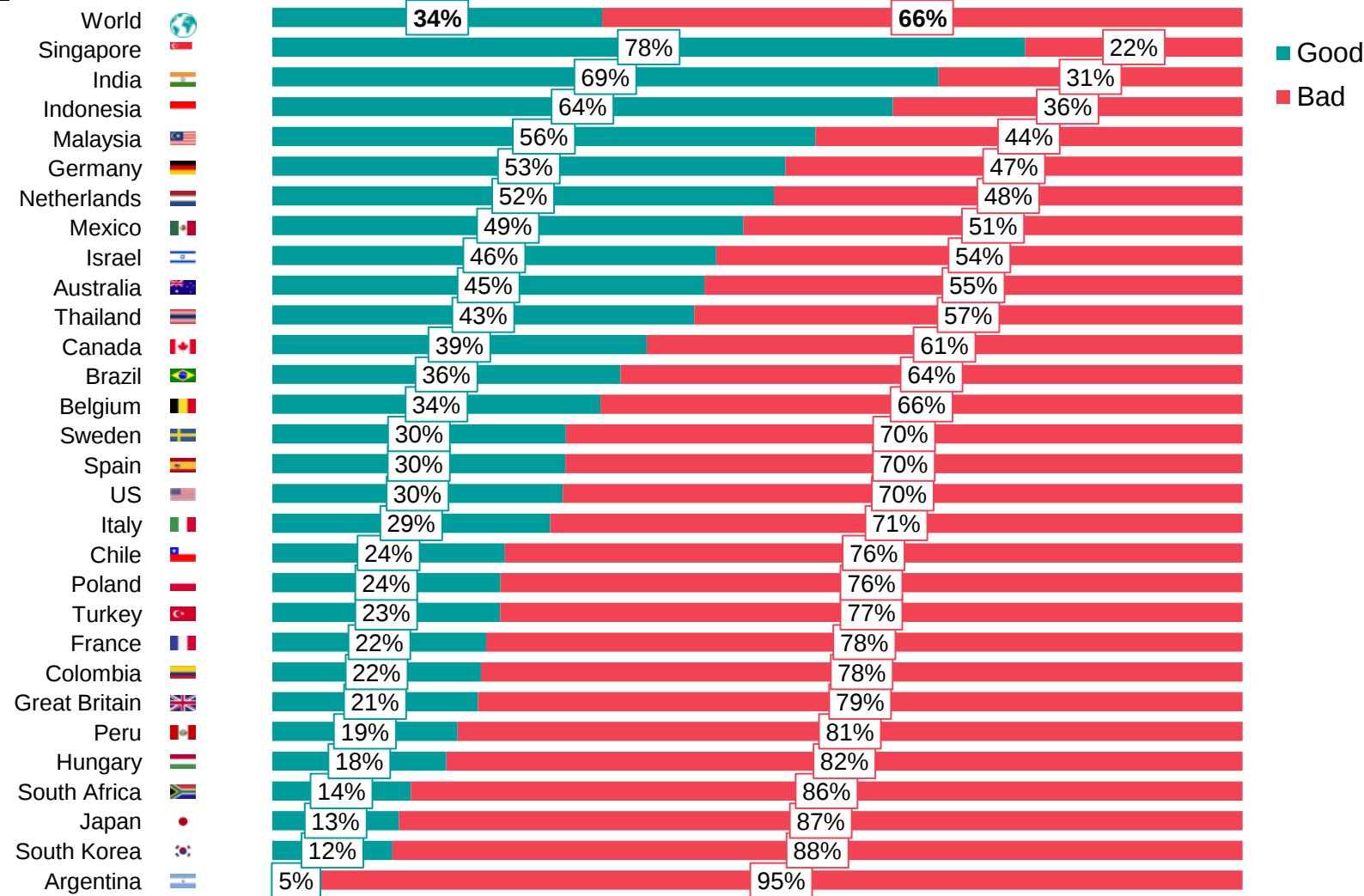
Please contact: Nicolas.Boyon@Ipsos.com for more information.



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 across 29 countries, one third of people describe their country's current economic situation as "good". Positivity is particularly prevalent in Southeast Asia, with Singapore (78%), Indonesia (64%) and Malaysia (56%) all appearing in the top five.

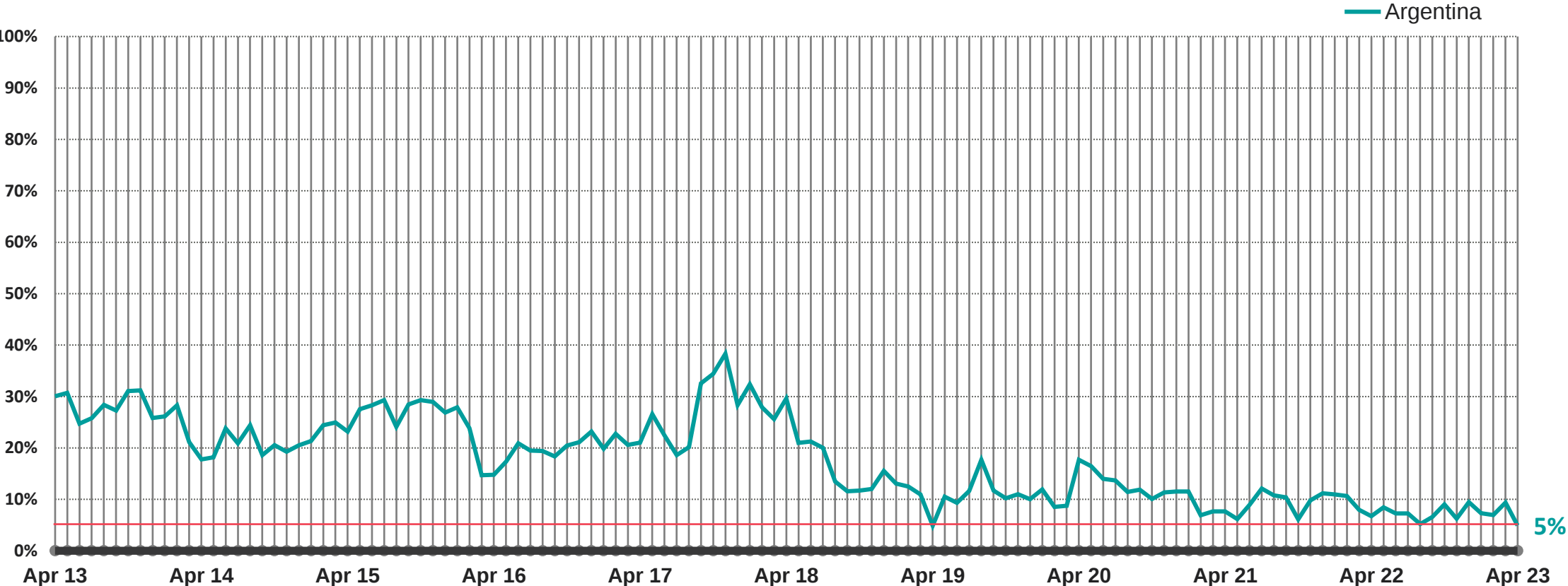
Month-on-month, positive sentiment has risen most in Spain and Peru (both +5pp). A 4pp rise from last month sees Brazil record its highest good economic score in a decade.

Meanwhile, a 4pp decrease from last month sees Argentina move back into the bottom of the rankings. Just 5% of Argentinians now describe their country's economic situation as "good" – the joint-lowest score ever.

CURRENT ECONOMIC SITUATION: ARGENTINA

This month is Argentina's joint-lowest ever score, in line with April 2019 and August 2022 (both also 5%).

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

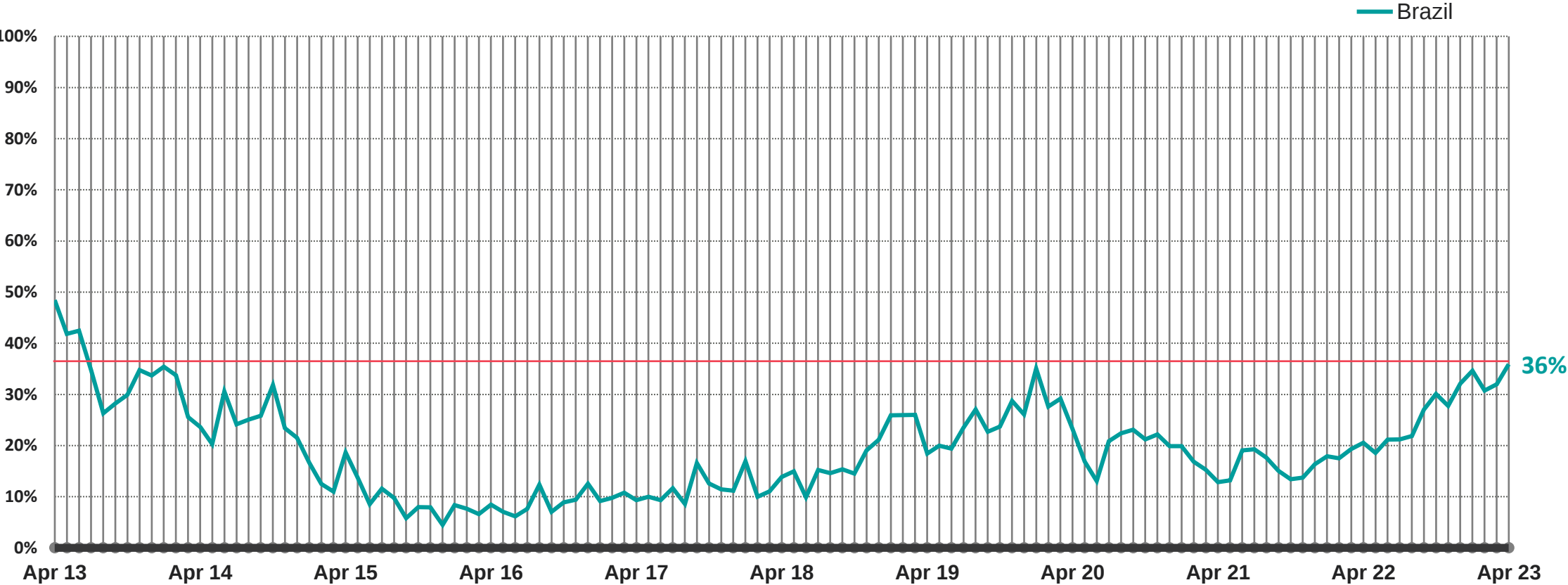


Base: Representative sample c. 500 adults aged 16-74 in Argentina, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

CURRENT ECONOMIC SITUATION: BRAZIL

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

An increase of 4pp this month sees Brazil record its highest good economy score in 10 years (42% in May 2013).

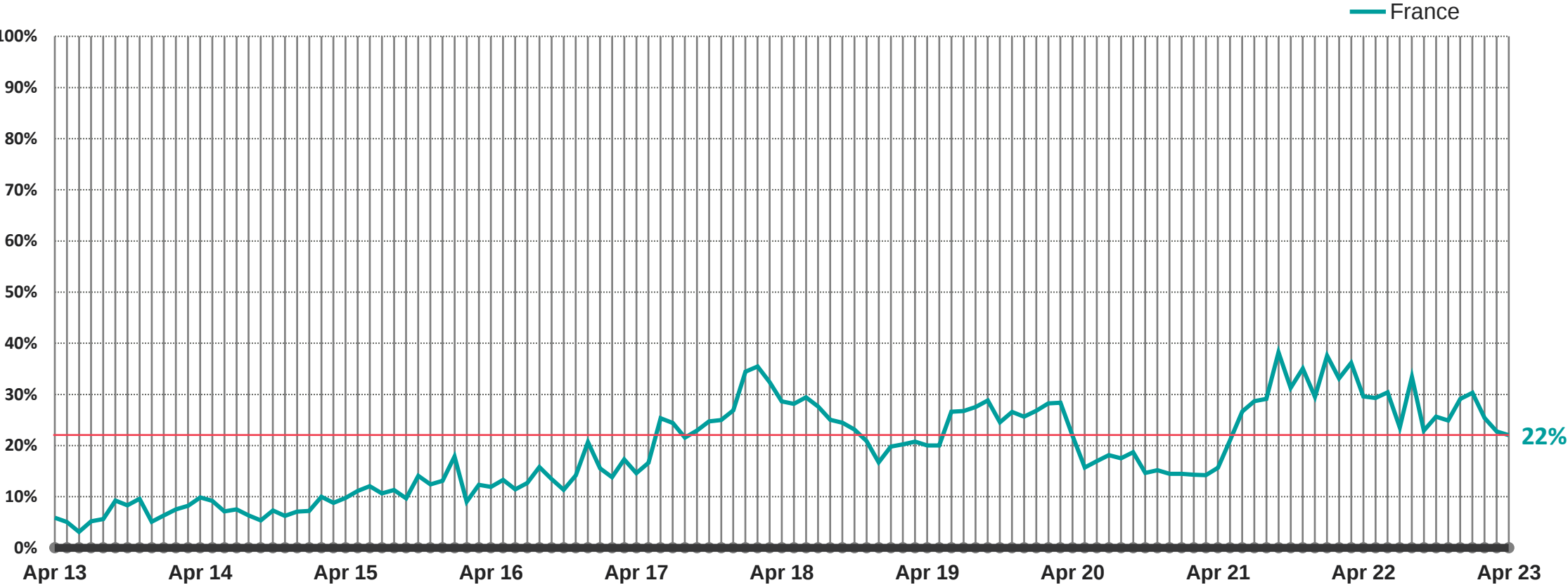


Base: Representative sample c. 1000 adults aged 16-74 in Brazil, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

CURRENT ECONOMIC SITUATION: FRANCE

22% this month, April marks the third consecutive month where France's good economy score has fallen.

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



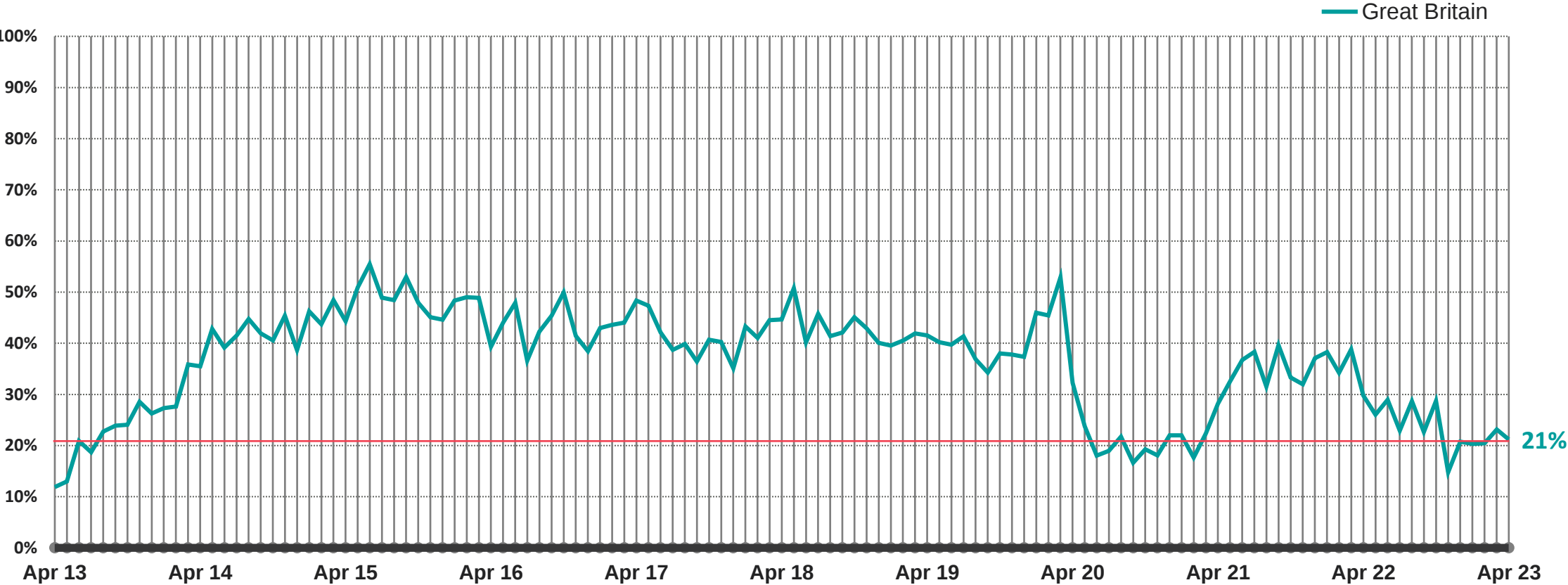
Base: Representative sample c. 1000 adults aged 16-74 in France, 2013 - 2023.

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

CURRENT ECONOMIC SITUATION: GREAT BRITAIN

GB stands at 21% this month, falling 1pp from last month. GB remains steady around the low 20s.

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: INDIA

With a drop of 1pp this month, India's good economy score has now fallen for four consecutive months, down 14pp since December 2022.

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



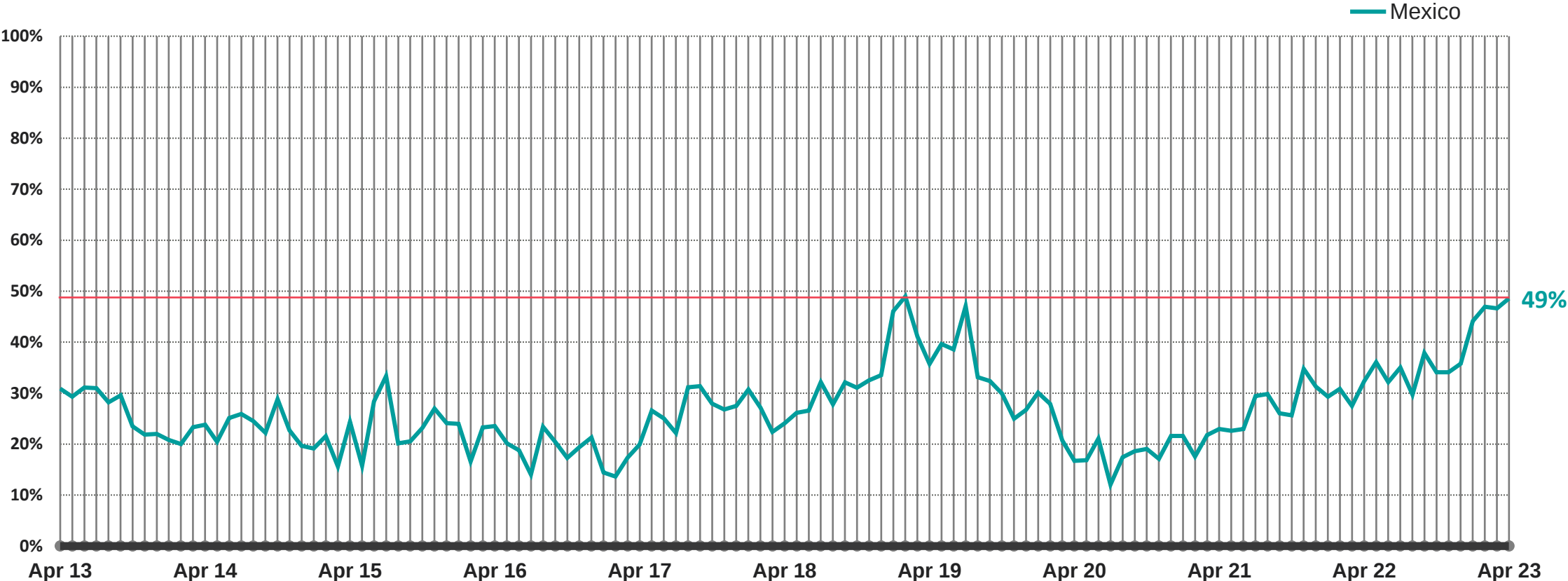
Base: Representative sample c. 500 adults aged 16-74 in India, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: MEXICO

April marks Mexico's joint-highest ever score, tying with February 2019 (also 49%).

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

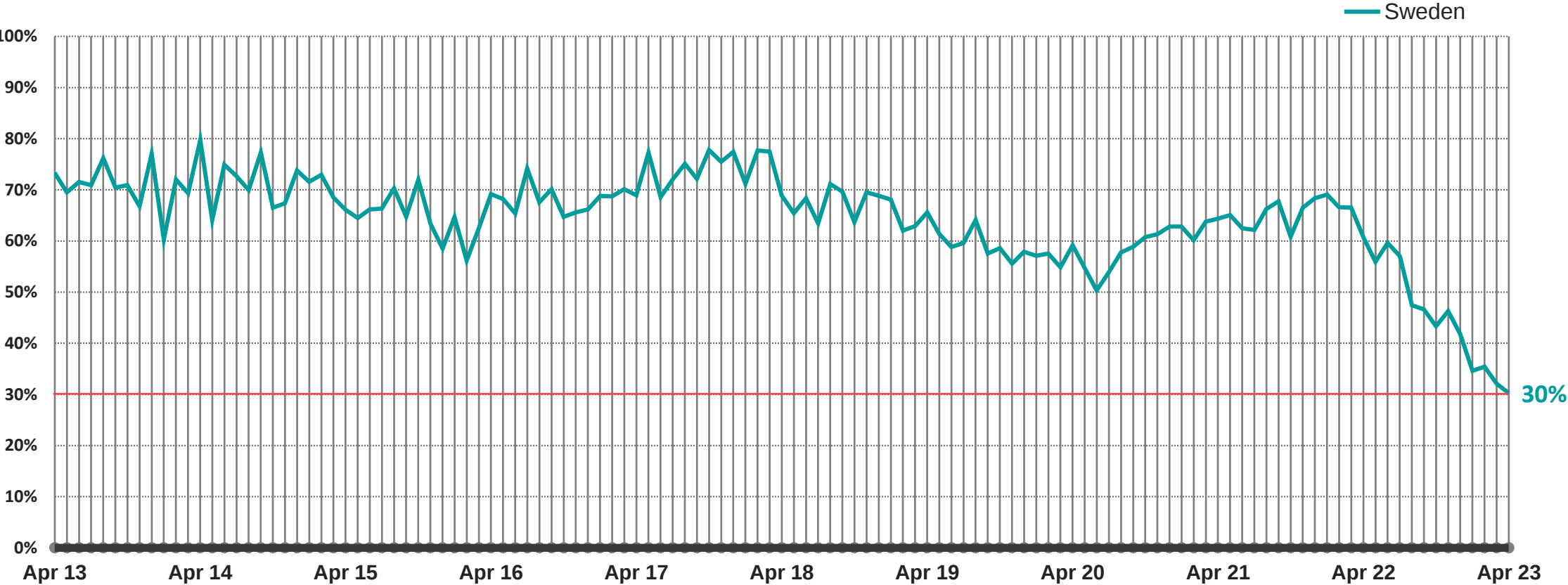


Base: Representative sample c. 500 adults aged 16-74 in Mexico, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

CURRENT ECONOMIC SITUATION: SWEDEN

Down 2pp this month, Sweden records yet another all time low. It's score is now 31pp lower than this time last year.

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

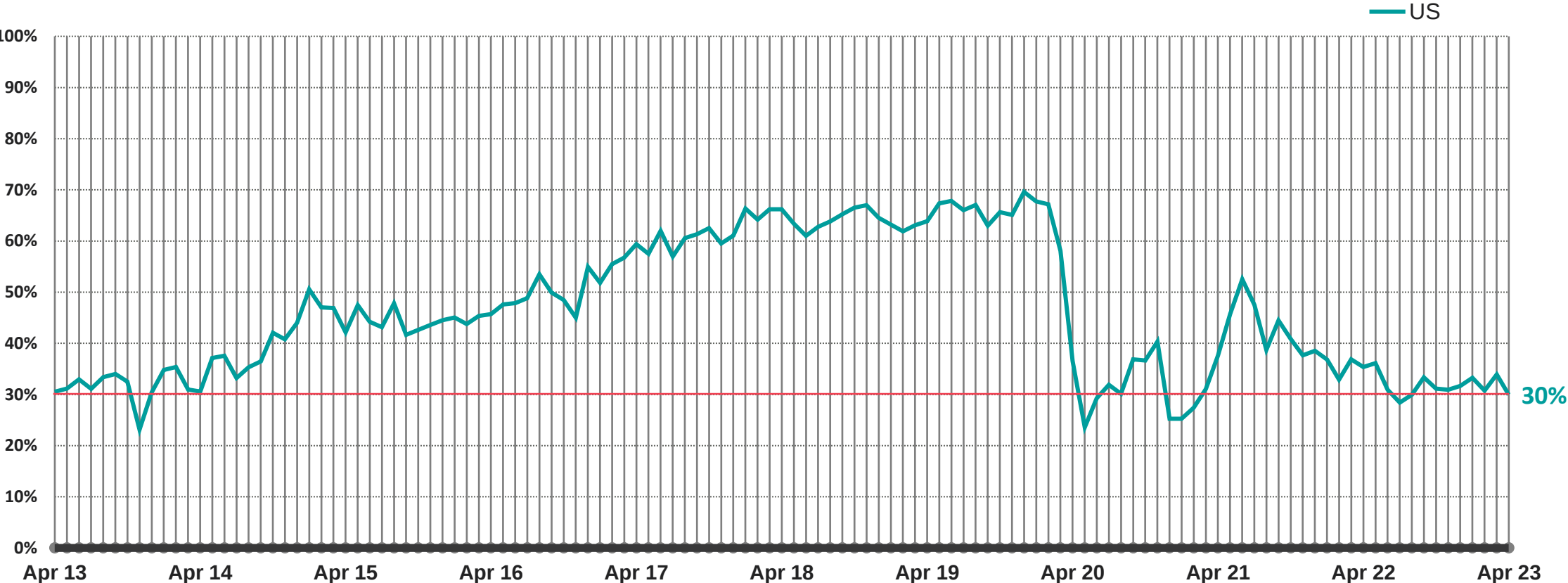


Base: Representative sample c. 500 adults aged 16-74 in Sweden, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

CURRENT ECONOMIC SITUATION: US

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

The US has fallen 4pp from last month to 30%. A year ago the US was at 35%.



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 March 24th 2023 and April 7th 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.