

WHAT WORRIES THE WORLD?

July 2023



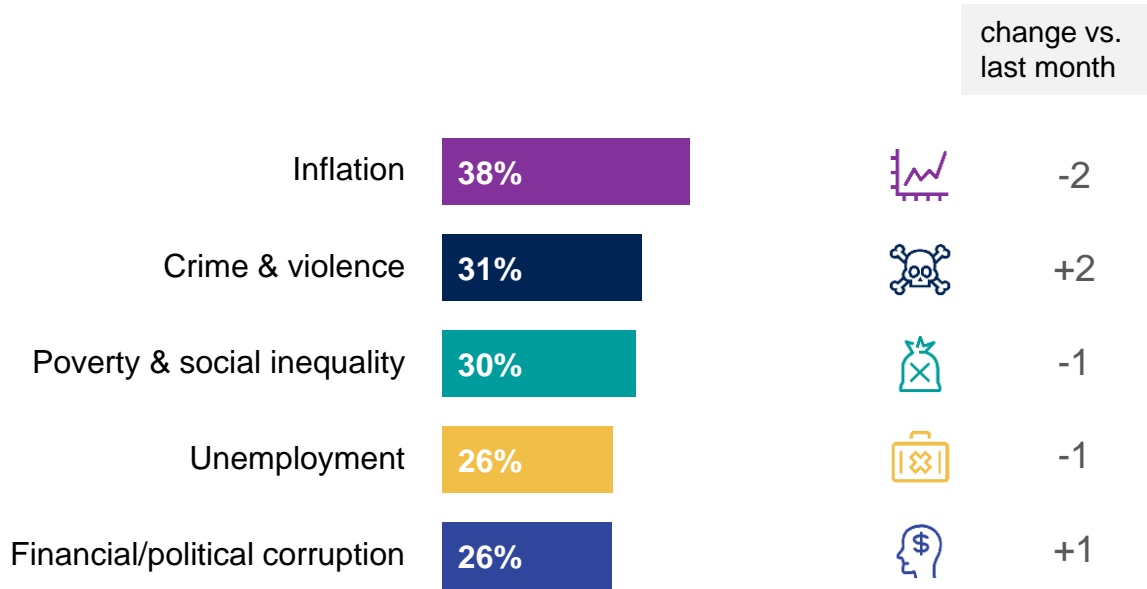
GAME CHANGERS



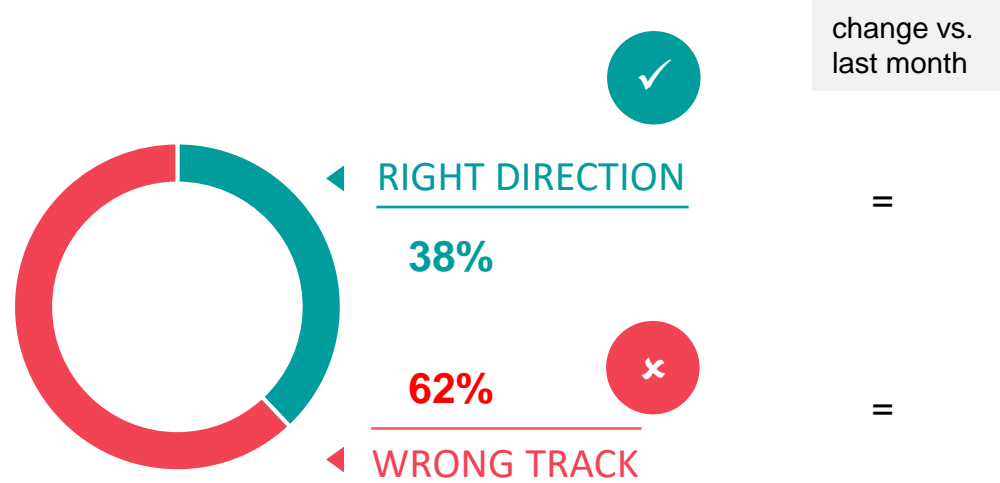
WHAT WORRIES THE WORLD? JULY 2023

Inflation is still the greatest concern for the 16th consecutive month. However, it has dropped again (down 2pp) to the lowest score this year and this is the lowest score since June 2022. Concern for crime & violence is up 2pp (31%), moving it up a ranking. Meanwhile, poverty & social inequality and unemployment has dipped by 1pp. Right/wrong direction is unchanged this month.

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?



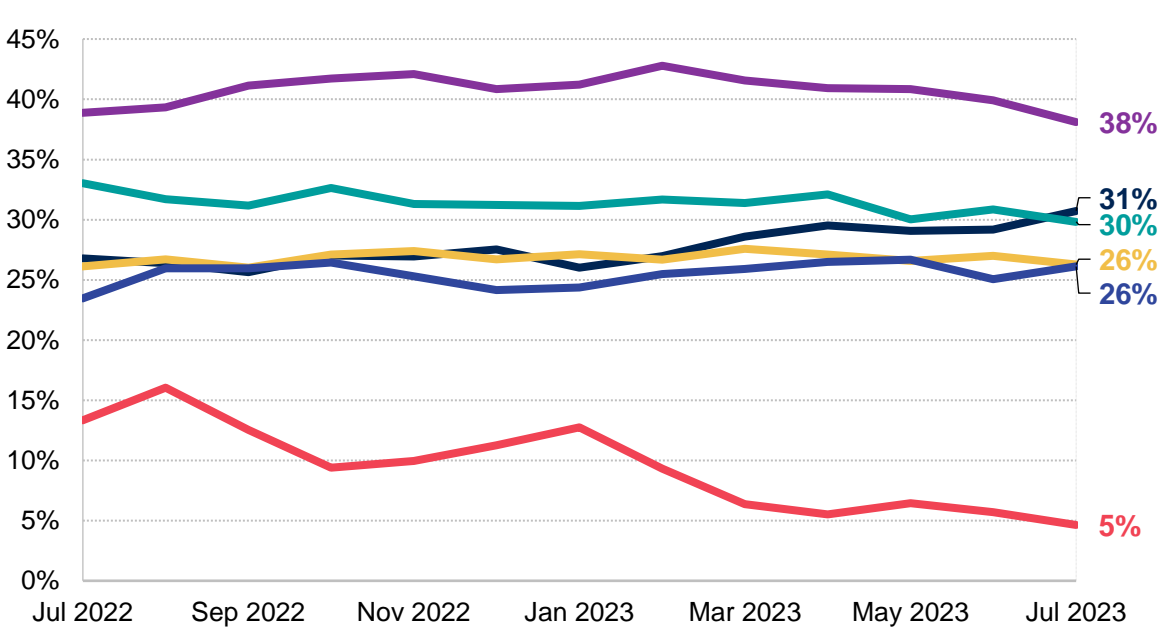
Base: Representative sample of 25,750 adults aged 16-74 in 29 participating countries, June 23rd 2023 - July 7th 2023.

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



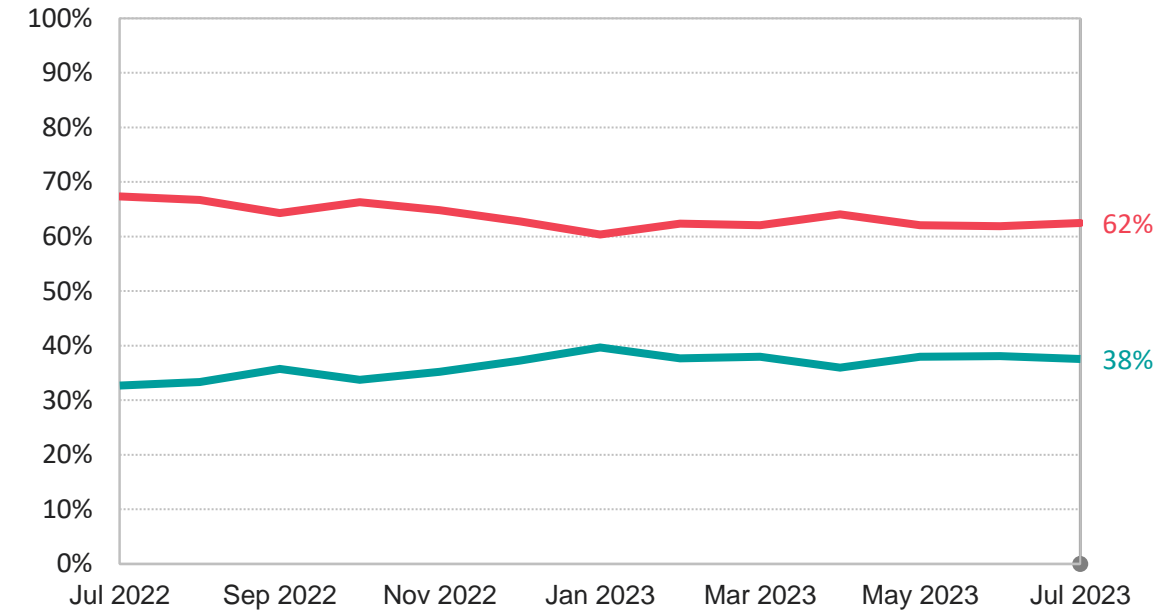
WHAT WORRIES THE WORLD? 12-MONTH TREND

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



Inflation
 Crime & violence
 Poverty & social inequality
 Unemployment
 Financial/political corruption
 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.25,750 adults aged 16-74 in 29 participating countries, July 2022 - July 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

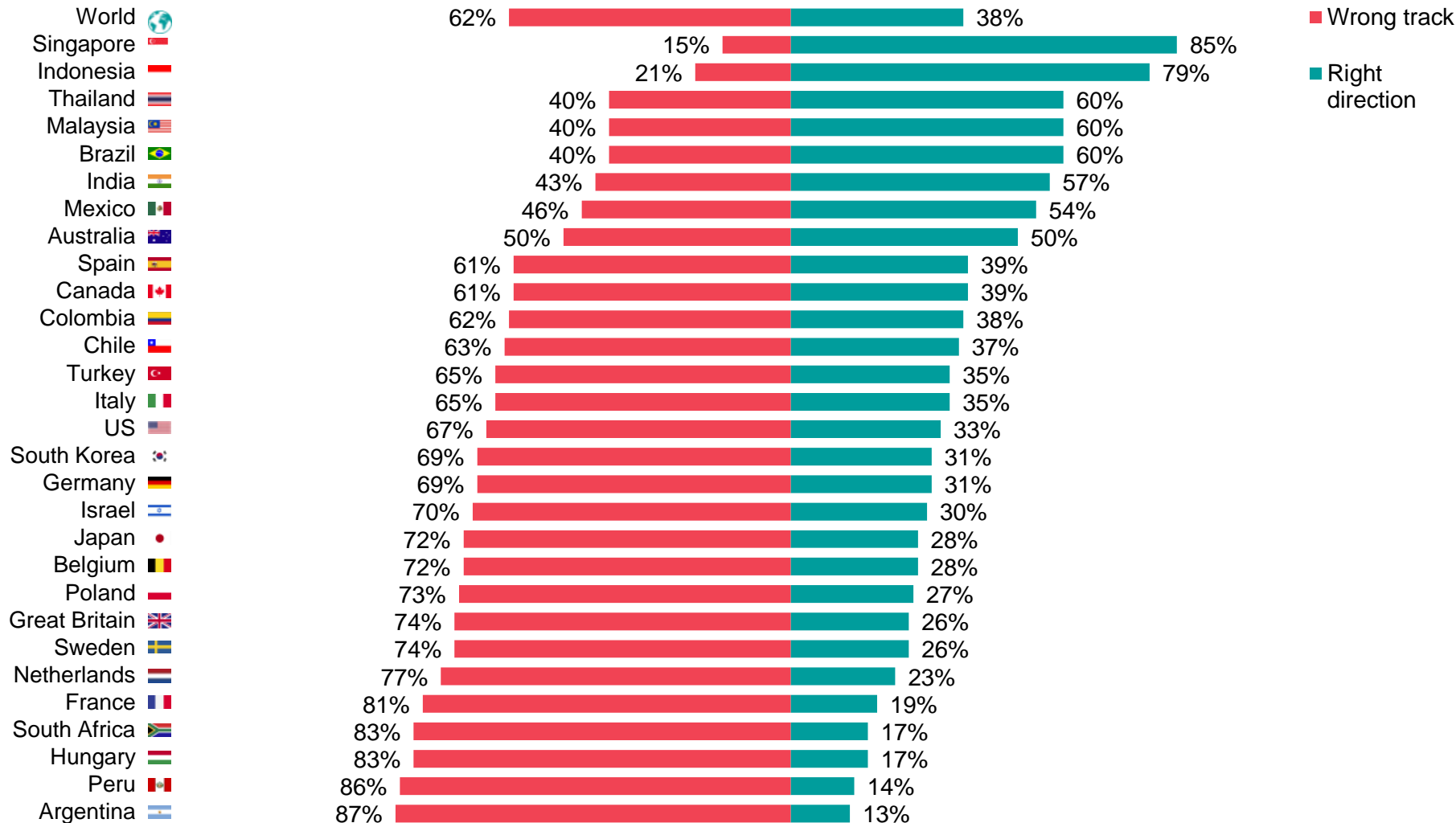


DIRECTION OF TRAVEL **ALL COUNTRIES**



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? (July 2023)



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

The most optimistic countries remains the Asia-Pacific nations, although there has been some movement at the top. Singapore (85%) is now first after an 8pp increase. Indonesia (79%), meanwhile, is down 4pp and Malaysia (60%) and Thailand (60%) are both down 7pp.

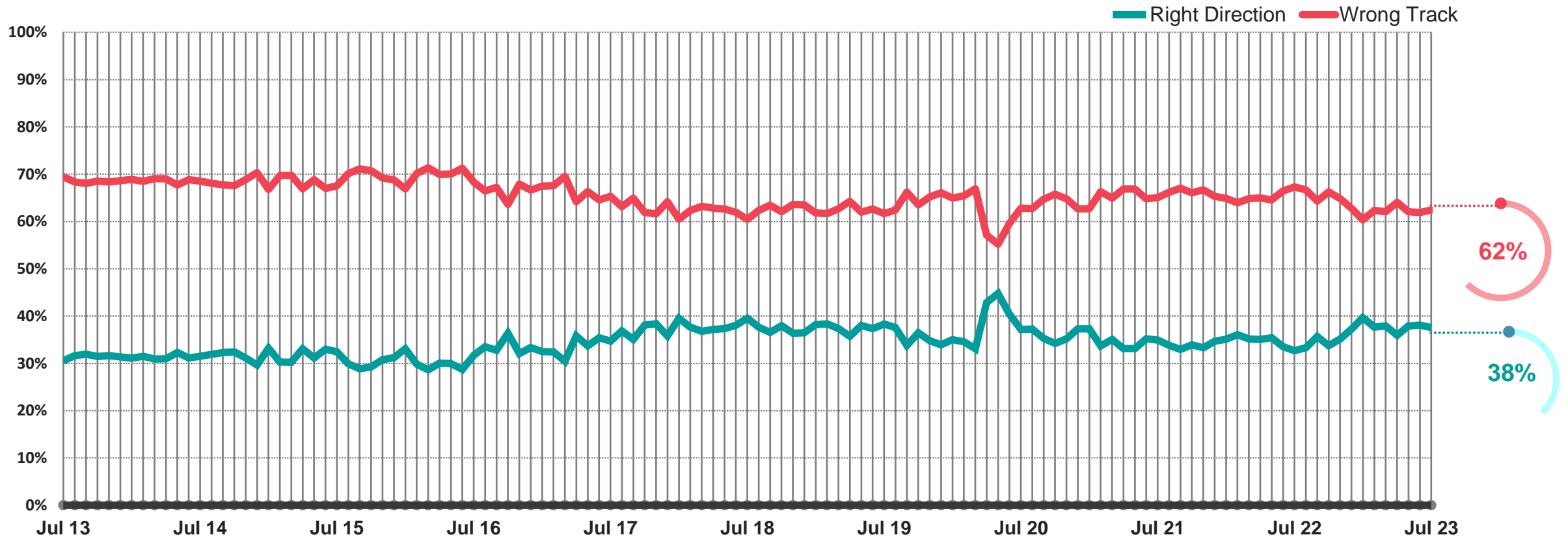
Some European countries seem to be experiencing a tough time. For instance, Great Britain (26%) witnesses a 6pp fall in its right direction score while France (19%) is down 8pp. The Netherlands (23%), Sweden (26%), Hungary (17%), and Belgium (28%) are all down 4pp.

Base: Representative sample of 25,750 adults aged 16-74 in 29 participating countries, June 23rd 2023 - July 7th 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.25,750 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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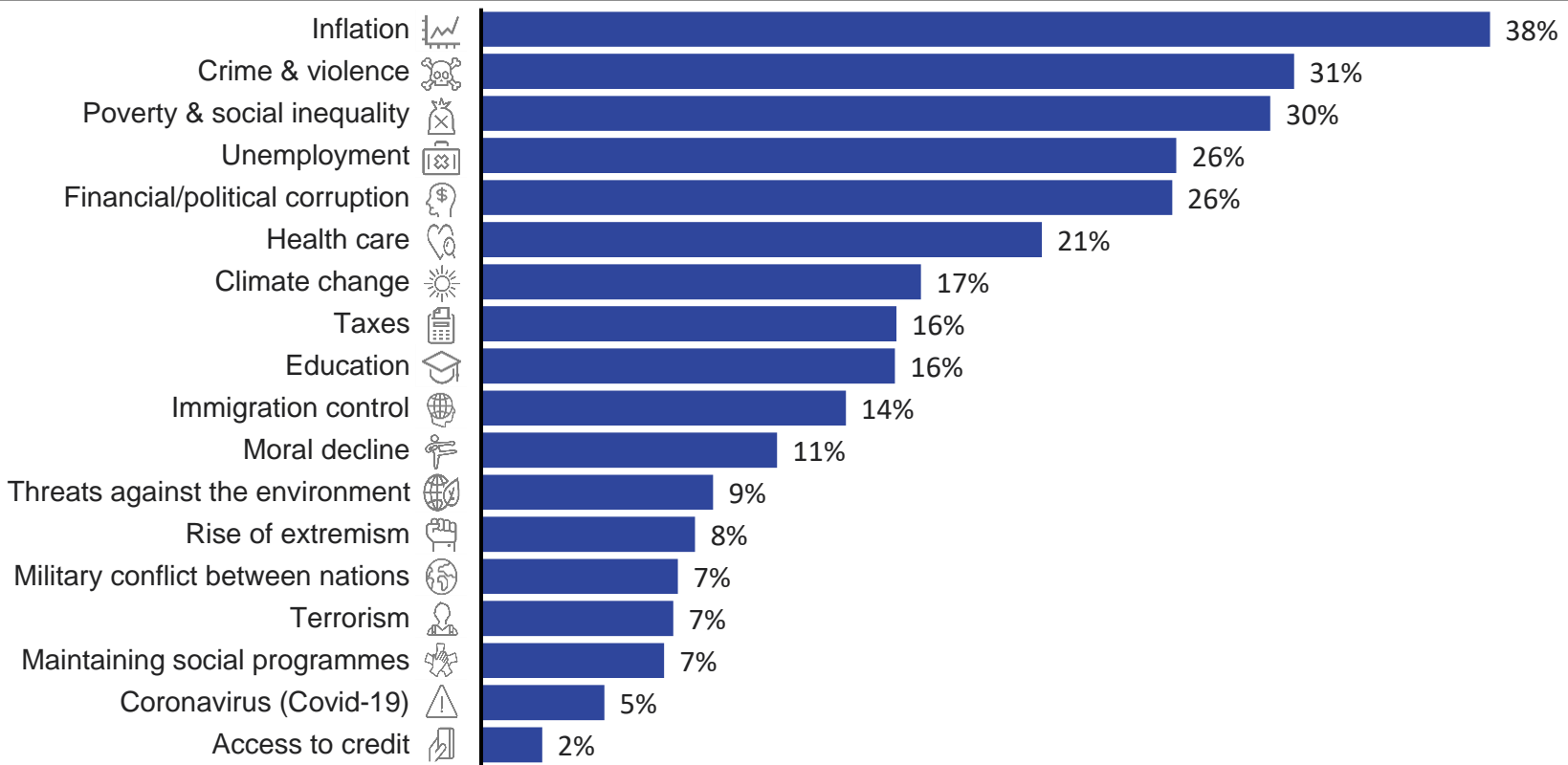
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in July 2023 (global country average)



Inflation has experienced back-to-back decline, after falling 1pp in June and now 2pp this month. Today's 38% is the lowest level it's been this year and the lowest since June 2022.

Conversely, crime and violence is up 2pp to nearly a third being concerned (31%).

Poverty and social inequality (30%) has dropped 1pp, putting them third in our list. Unemployment (26%) also falls 1pp.

Meanwhile, financial/political corruption is up 1pp to just over a quarter (26%).

Coronavirus is still the 17th biggest concern despite decreasing 1pp this month.

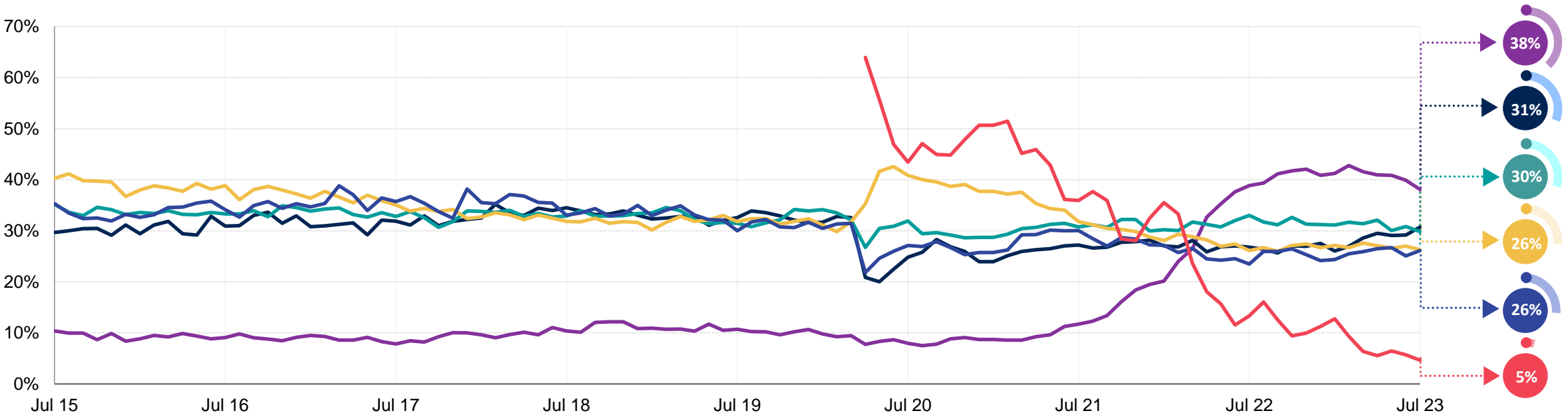
Base: Representative sample of 25,750 adults aged 16-74 in 29 participating countries, June 23rd 2023 - July 7th 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



WORLD WORRIES: LONG-TERM TREND

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

Global country average



Inflation



Crime & violence



Poverty & social inequality



Unemployment



Financial/political corruption

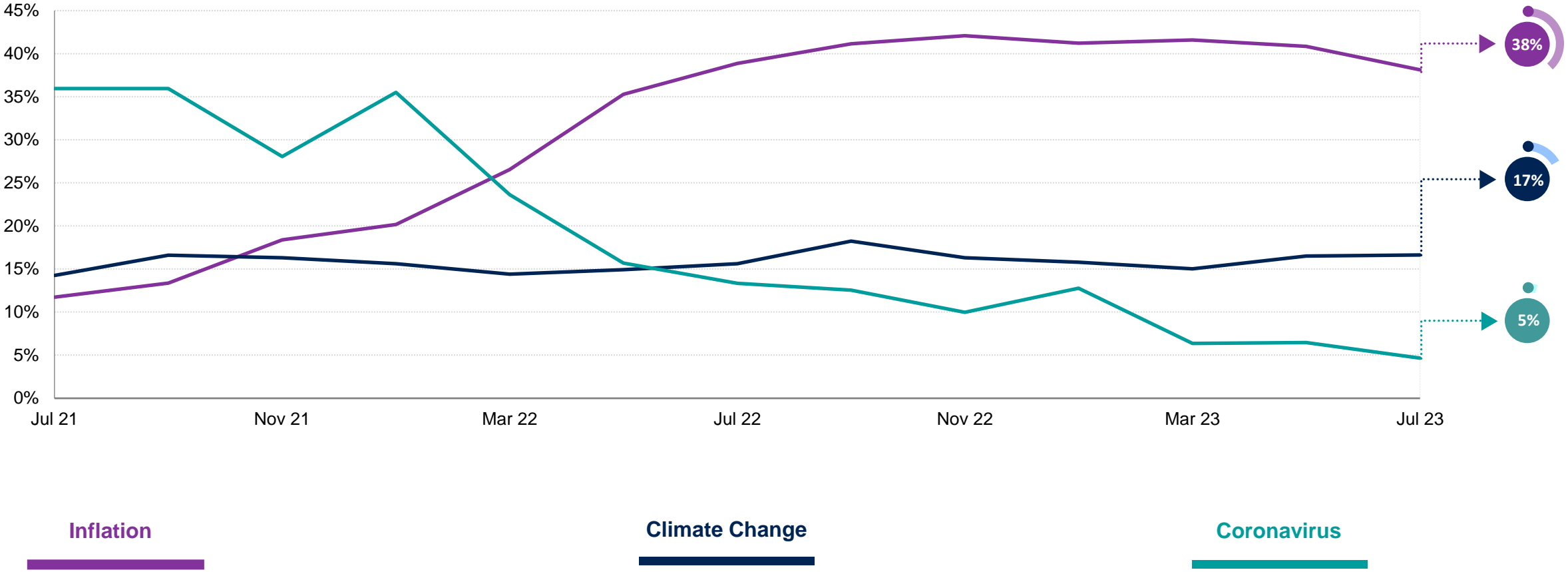


Coronavirus

Base: Representative sample of 25,750 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

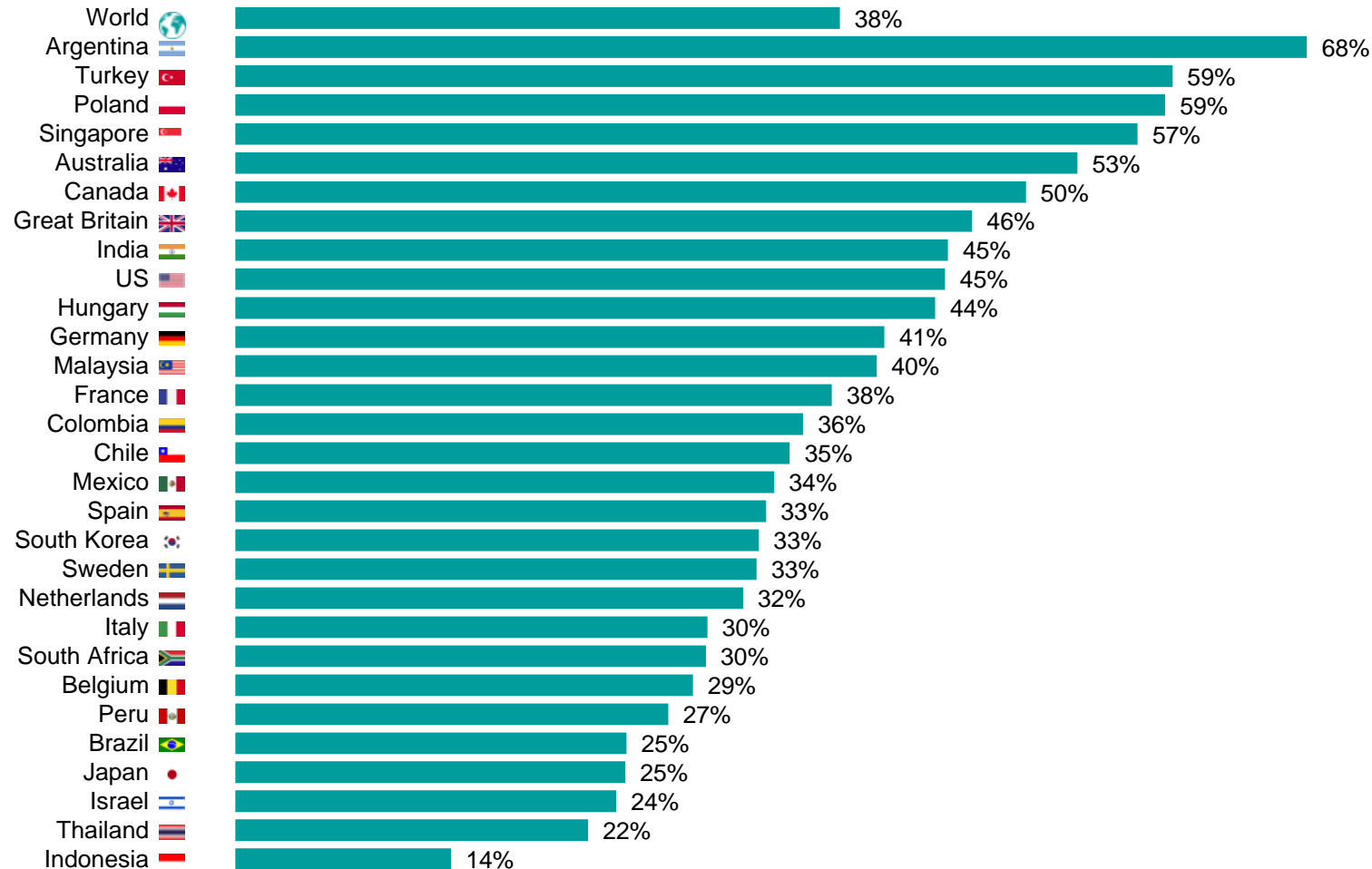
Climate Change

Coronavirus

Base: Representative sample of c.25,750 adults aged 16-74 in 29 participating countries, July 2021 - July 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



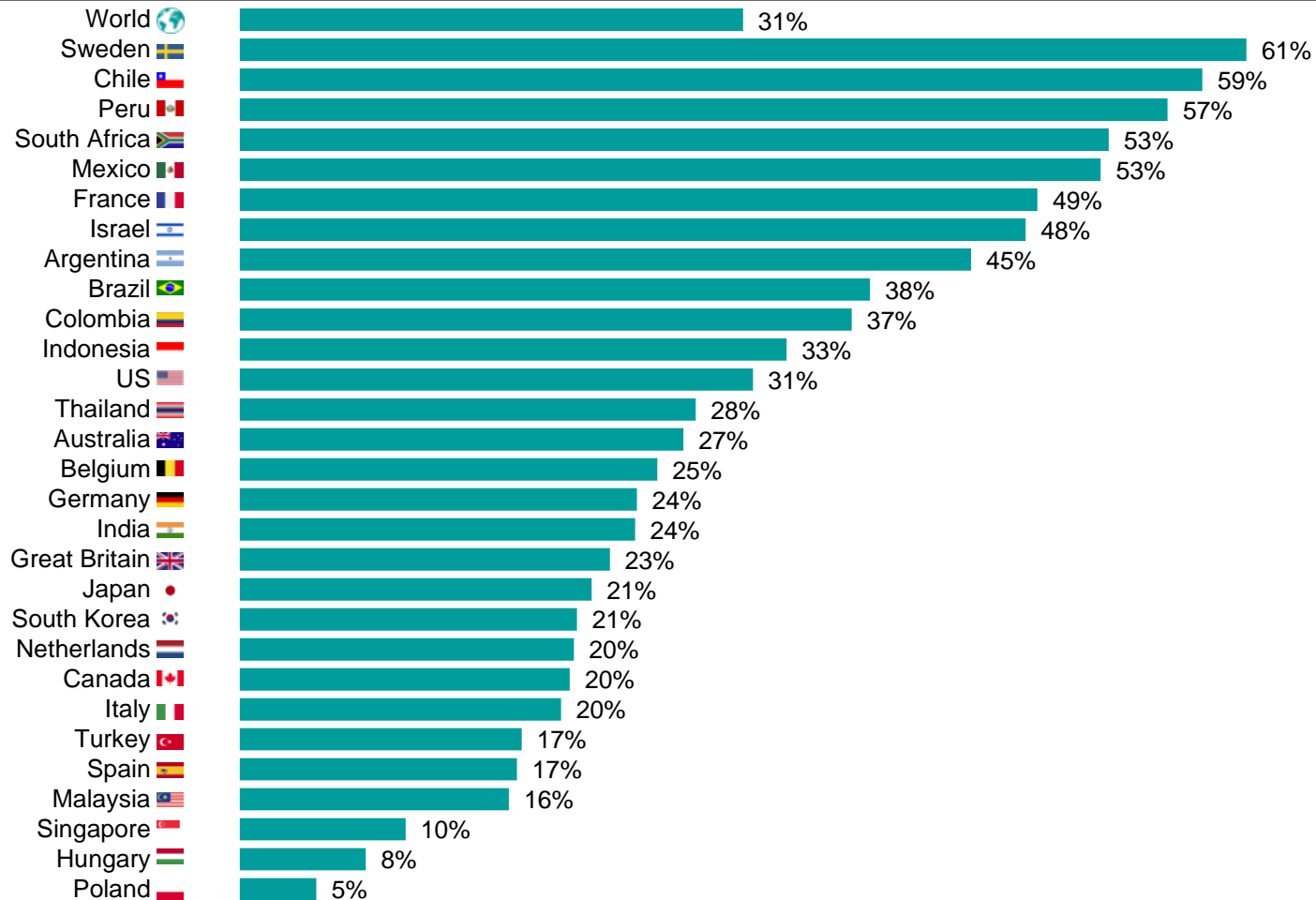
Just under two-fifths (38%) now put inflation as one of their top worries. This is a 2pp decrease from June, making it the lowest level of concern seen this year and the lowest score since June 2022. February 2023 saw the highest score of 43%.

Argentina (68%) has been cooling off gradually, despite being the most concerned country, and is down 3pp from last month and 8pp on May's level, when they broke inflation worry records.

Other highly concerned nations have experienced similar drops, like Poland (59%) which fell by 6pp, and Hungary (44%) which decreased by 7pp.

This month, 10 nations (Argentina, Australia, Canada, Germany, Great Britain, India, Poland, Singapore, Turkey, and the US) have inflation as their biggest worry – one fewer than last month.

2 | CRIME & VIOLENCE



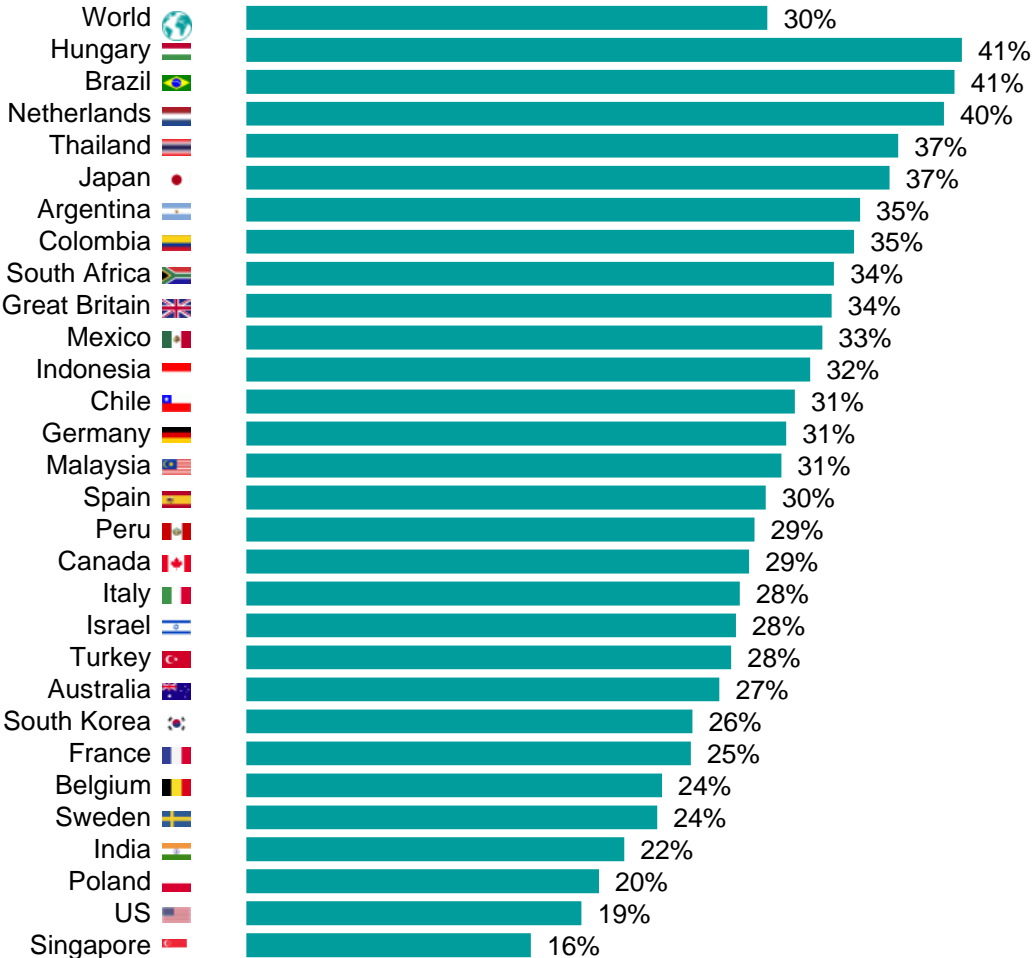
Nearly a third have crime and violence (31%) as their top concern. This is after a 2pp increase from June, making it the second-highest worry.

Following the riots in France, crime and violence has leaped up from last month by 21pp to nearly half (49%). This is the first time that this issue has been France's biggest concern since June 2021.

Five other countries have crime and violence as their top concern: Sweden (61%), Chile (59%), Peru (57%), Mexico (53%), and Israel (48%).

The Netherlands previously had just over a quarter worried about this issue last month. However, they have dropped down the list after decreasing 6pp to 20%.

3 | POVERTY & SOCIAL INEQUALITY



Poverty & social inequality is now third on our list of 18 worries with 30% saying it is an issue in their country. This is after a 1pp fall.

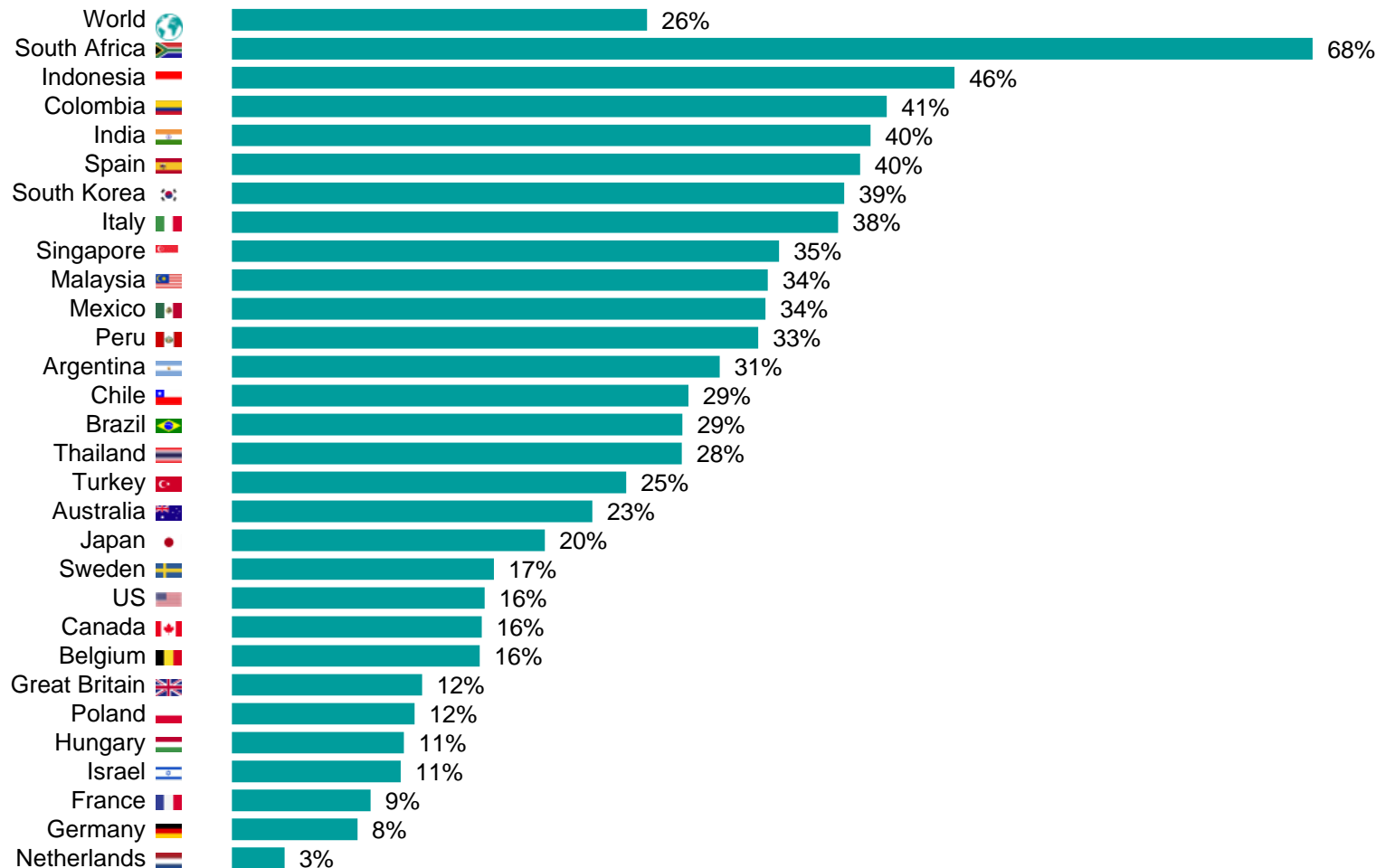
Brazil (41%), Japan (37%), and the Netherlands (40%) all have inequality as their top concern. The Dutch are particularly worried this month, seeing a 7pp hike, putting them in third place among all the countries in the survey.

Indonesia (now 32%) was first last month but has since tumbled down the list, experiencing a big drop off of 12pp.

Turkey (28%) was in the top ten most concerned countries last month but has since slipped out of that position in our chart after falling 10pp.



4 | UNEMPLOYMENT



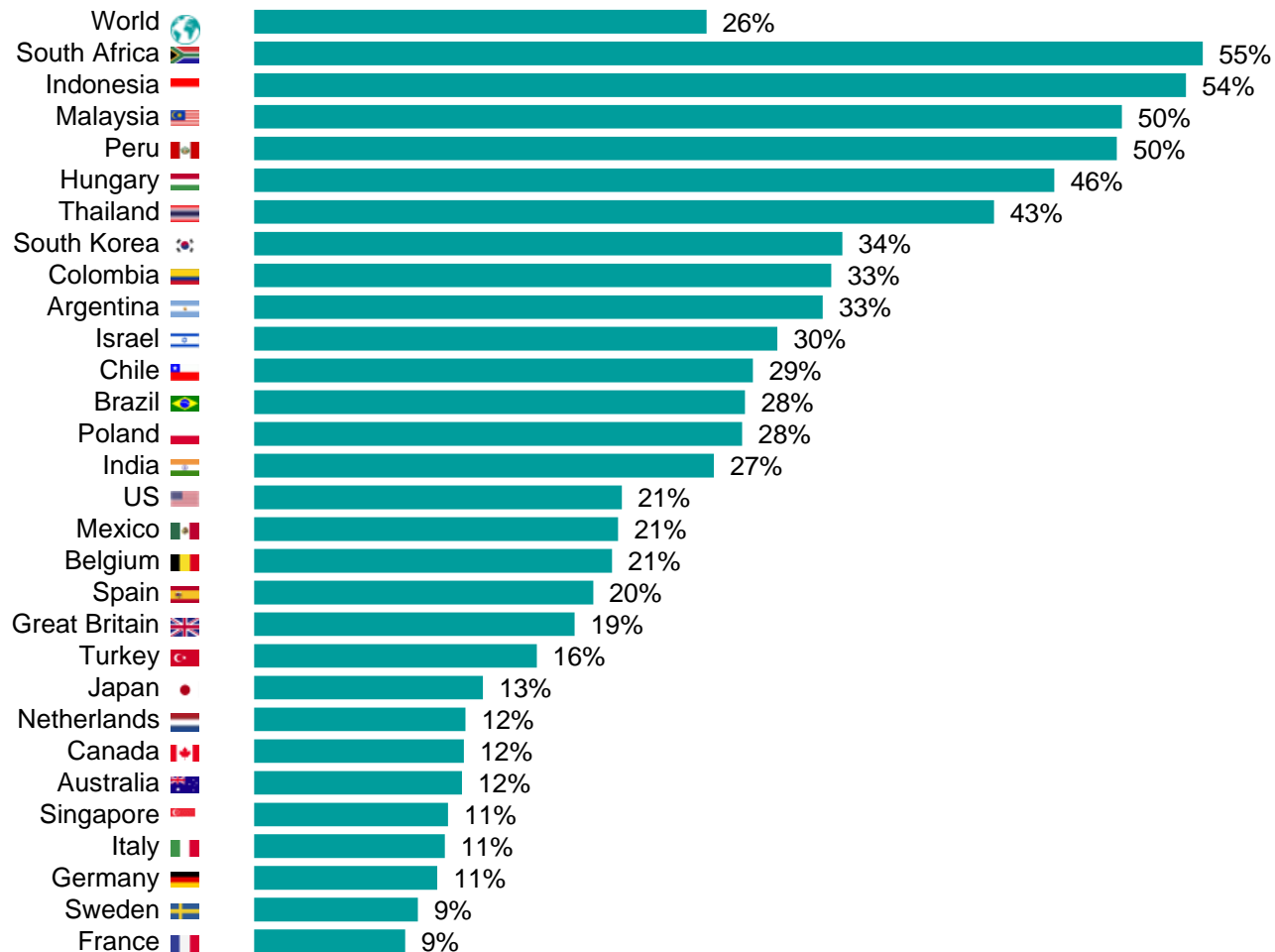
Unemployment is still the fourth biggest concern in our *What Worries the World* survey, with 26% picking it as an issue in their country. It has fallen 1pp since June.

South Africa remains the most concerned country, where it has been since April 2021. Nearly seven in ten (68%) pick it as a worry, down 2pp from June 2023, when it was the highest recorded level for that country, or ever recorded in our survey.

Indonesia is now second with close to a half (46%) picking it as a top issue. This is due to a 7pp climb from last month.

Colombia (41%), Spain (40%), and South Korea (39%) all still have it as their biggest worry, despite all recording drops on June levels.

5 | FINANCIAL/POLITICAL CORRUPTION



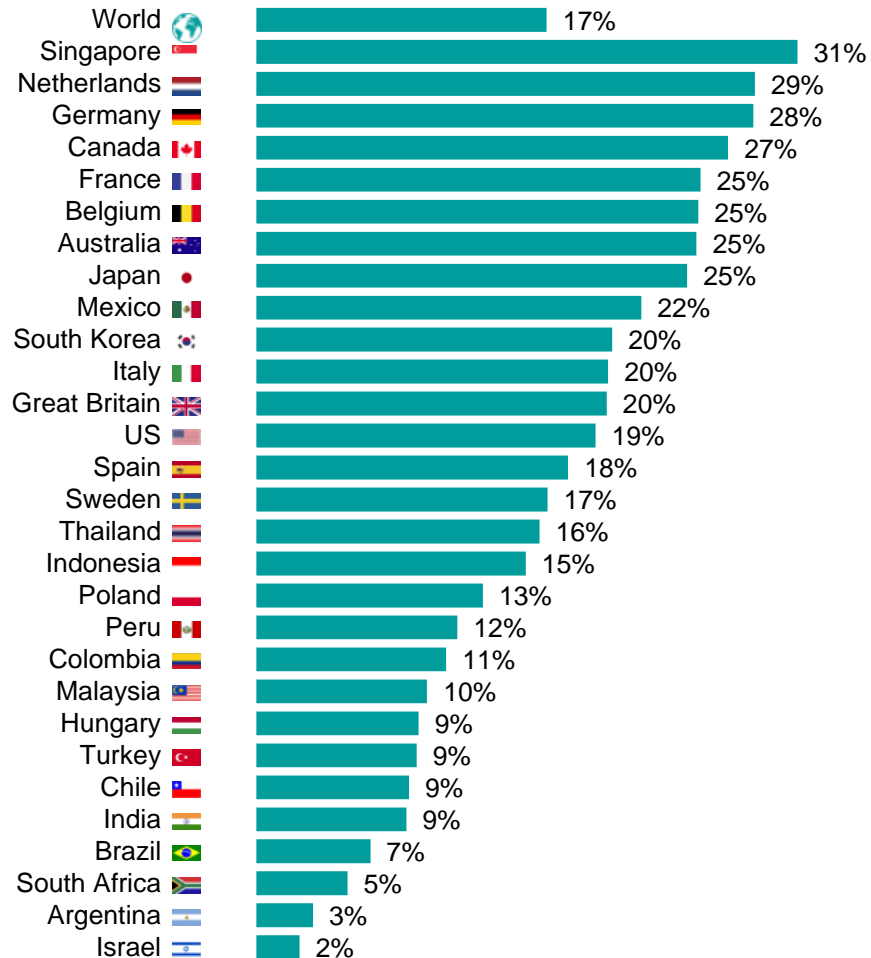
One in four (26%) choose financial/political corruption as one of the top issues in their country. This is up 1pp this month.

Aside from South Africa, the top four most worried nations this month have all witnessed increases on last month's levels of worry. Indonesia (54%) and Malaysia (50%) have both gone up by 4pp, Peru is also now at half (50%) after a 5pp rise, and Hungary (46%) has increased by 6pp.

South Africa (55%) is again top, although their level of concern is down 3pp. This makes them top for both corruption and unemployment.

Notably, we also see Singapore (11%) has made some movements this month, moving away from last place after a 6pp jump.

7 | CLIMATE CHANGE



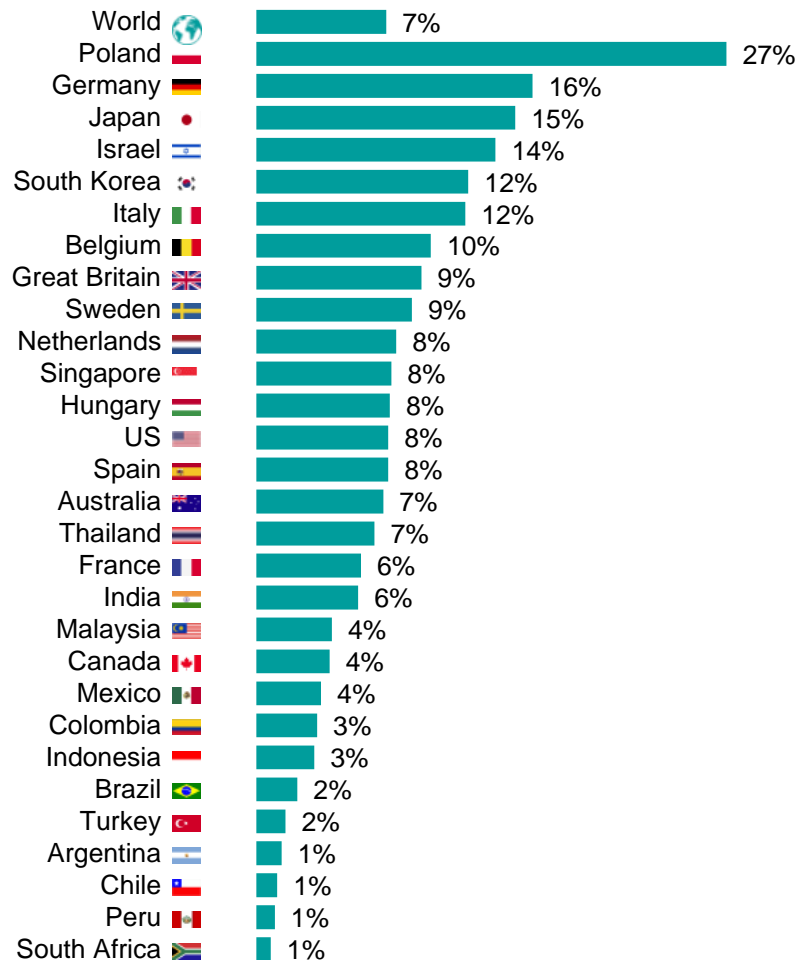
Climate change ranks seventh out of 18 global concerns in our *What Worries the World* survey, between healthcare and taxes. This month's worry has not moved.

Singapore is still the most concerned country about climate change with 31% choosing it as an issue in the country, up 1pp. It's the country's third biggest concern overall, behind inflation and unemployment.

Italy was the fourth most worried country last month but has now fallen out of the top ten after losing 8pp to 20%.

Canada has now entered the top five, with just over a quarter (27%) worried – a 5pp increase. It is the country's joint fourth-highest concern, alongside with taxes.

14 | MILITARY CONFLICT BETWEEN NATIONS



Military conflict between nations ranks 14th on our list of global worries, between rise of extremism and terrorism. This is two places lower than last month.

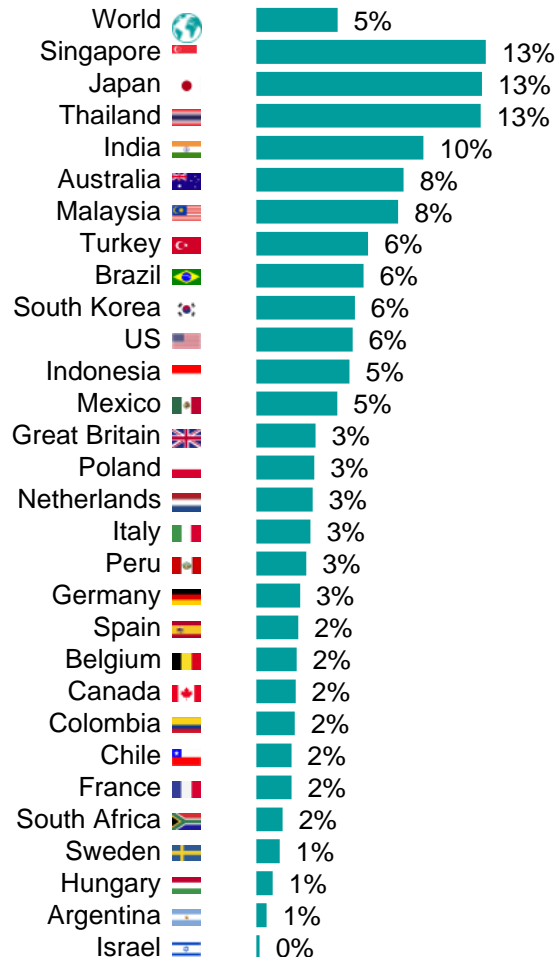
Just below one in ten (7%) people across 29 countries choose military conflict as an issue in their country. This is a 1pp fall from last month.

Poland remains the most concerned country with over a quarter (27%) saying it is a worry. This is a 2pp fall.

Concern in Israel (14%) has fallen further, dropping 3pp.

Germany (16%) remains the second most worried country. That said, since June it has declined 5pp. South Korea (12%) has also witnessed a fall, declining by 8pp.

17 | CORONAVIRUS (COVID-19)



Coronavirus remains ranked 17th out of 18 worries (between maintaining social programmes and access to credit), dropping 1pp to 5% – it's the lowest ranking since records began in April 2020. This time last year, the pandemic score was double at 14%.

Just two years ago (July 2021) the issue scored 36% (a 31pp difference from this month) where it was the greatest mentioned concern with 10 nations citing it as their single greatest worry.

Indonesia (5%) and Thailand (13%) were the two most concerned nations last month, respectively. Now, Thailand is third after a 5pp fall and Indonesia is 11th after a 13pp decrease.

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 Global Consumer Confidence Index:
<https://www.ipsos.com/en/ipsos-global-consumer-confidence-index>

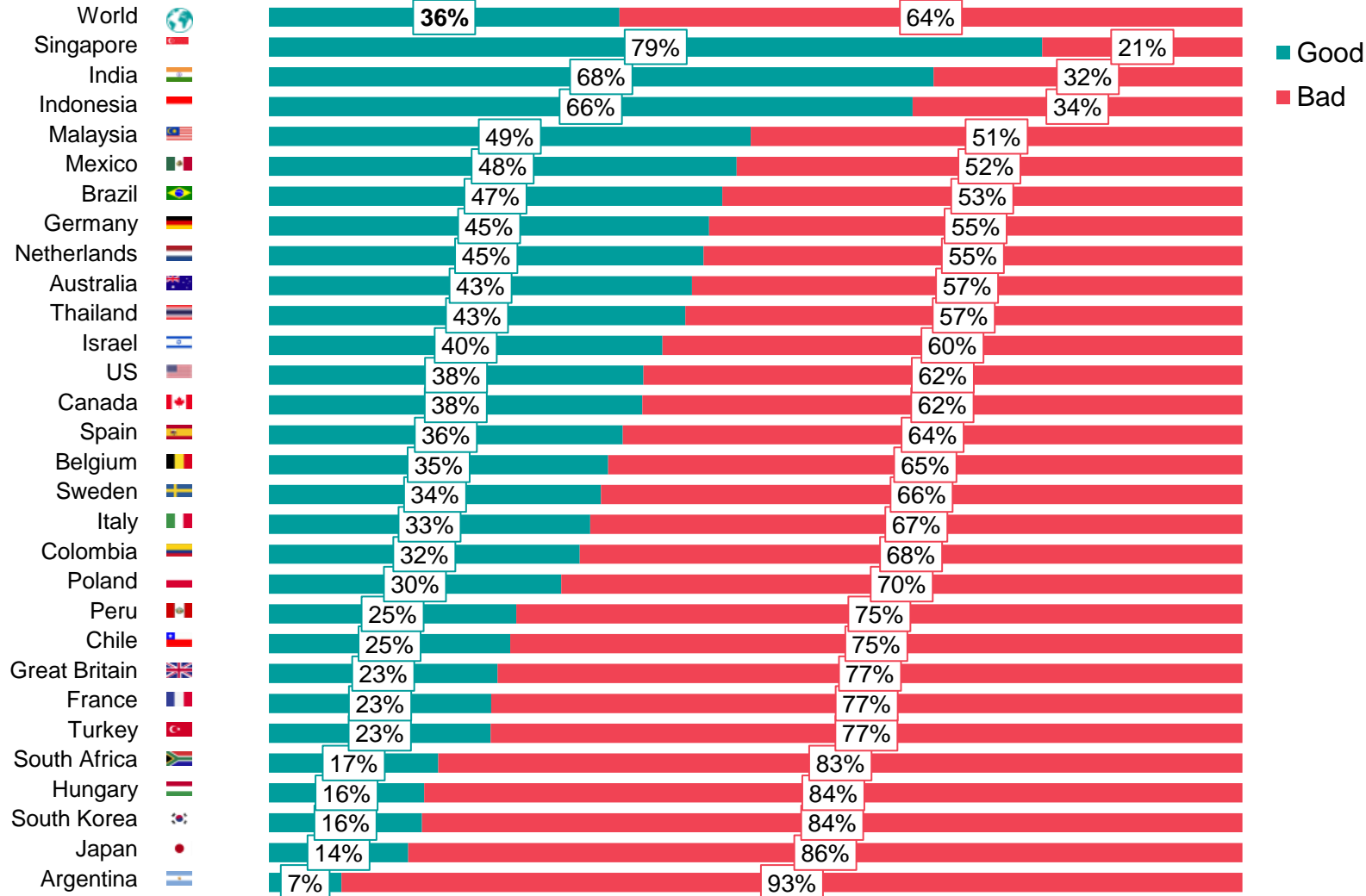
Please contact: Nik.Samoylov@Ipsos.com for more information.



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 Consumer Confidence Index](#).

Q How would you describe the current economic situation in your country?



Across 29 countries, 36% of people describe the current economic situation in their country as “good” unchanged from last month.

The top three most positive countries about their country’s economic situation are all in Asia Pacific: Singapore (79%), India (68%), and Indonesia (66%).

But with Japan (14%) and South Korea (16%) taking two of the bottom three spots in the rankings, positive economic sentiment is not evenly spread throughout the region.

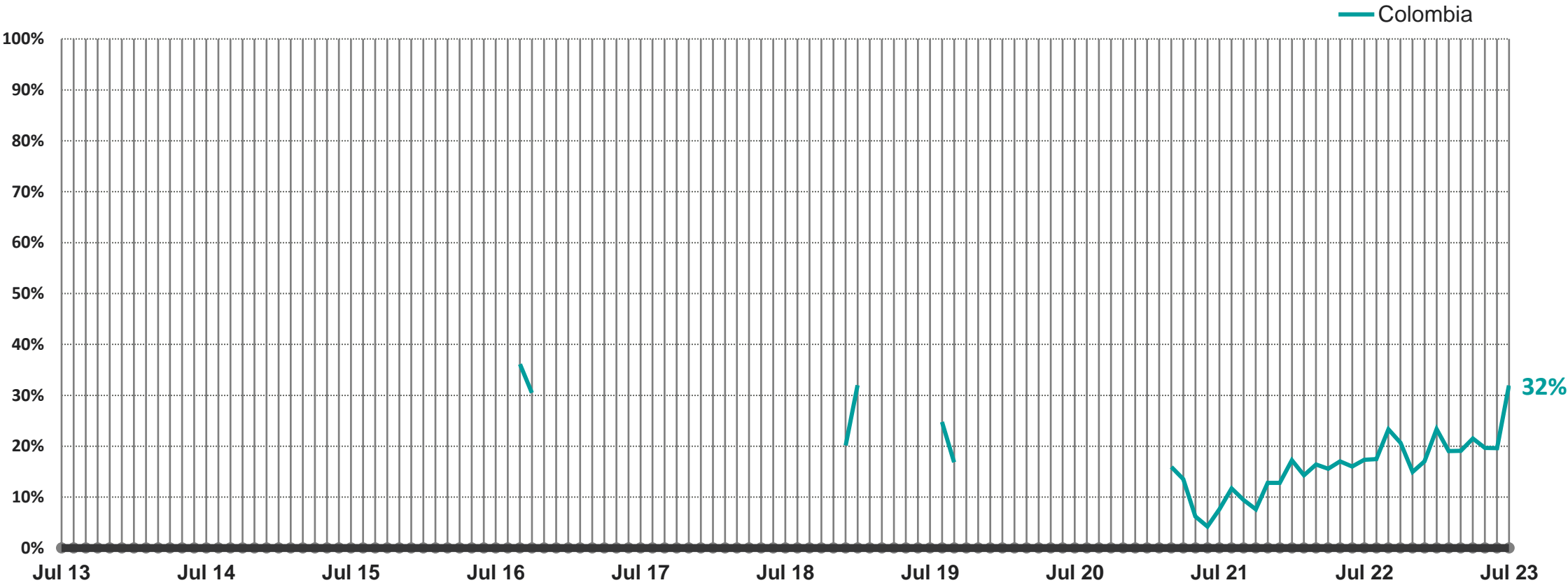
The “good” economic score has risen most from last month in Colombia (+12pts) followed by the US (+9pts). A 2pt rise also sees Spain record a new highest-ever level of economic optimism (36%).

Meanwhile, there are significant decreases from last month in Turkey (-9pts) and the Netherlands (-7pts).

CURRENT ECONOMIC SITUATION: COLOMBIA

Colombia's "good" economic score has risen 12pts from last month.

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



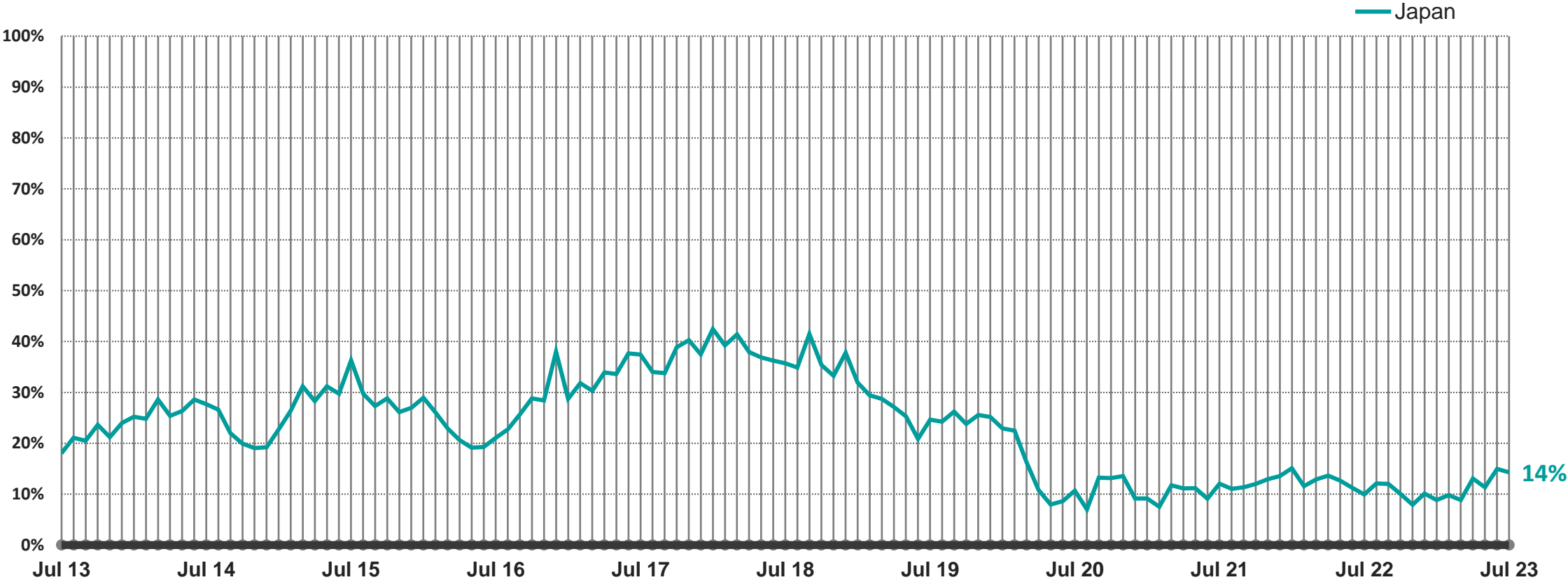
Base: Representative sample c. 1000 adults aged 16-74 in Colombia, 2013 - 2023.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



CURRENT ECONOMIC SITUATION: JAPAN

Japan's "good" economy score has not risen above 20% since February 2020 (22%).

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: NETHERLANDS

The Netherland's "good" economic score has fallen 7pts from last 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 Netherlands, 2013 - 2023.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



CURRENT ECONOMIC SITUATION: PERU

July 2023 marks Peru's highest "good" economic score in two years (26% in July 2021).

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



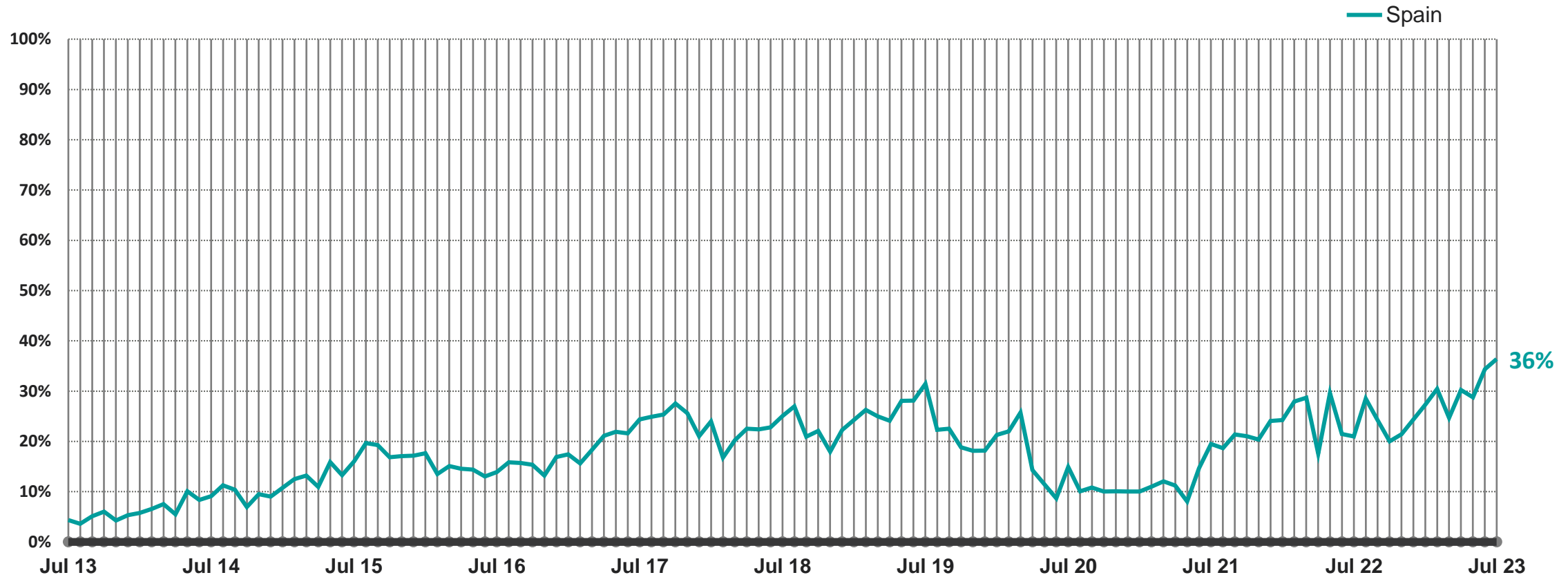
Base: Representative sample c. 500 adults aged 16-74 in Peru, 2013 - 2023.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



CURRENT ECONOMIC SITUATION: SPAIN

Spain records a new highest ever “good” economy score this month. Four of Spain’s top five scores have been recorded in 2023.

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



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

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

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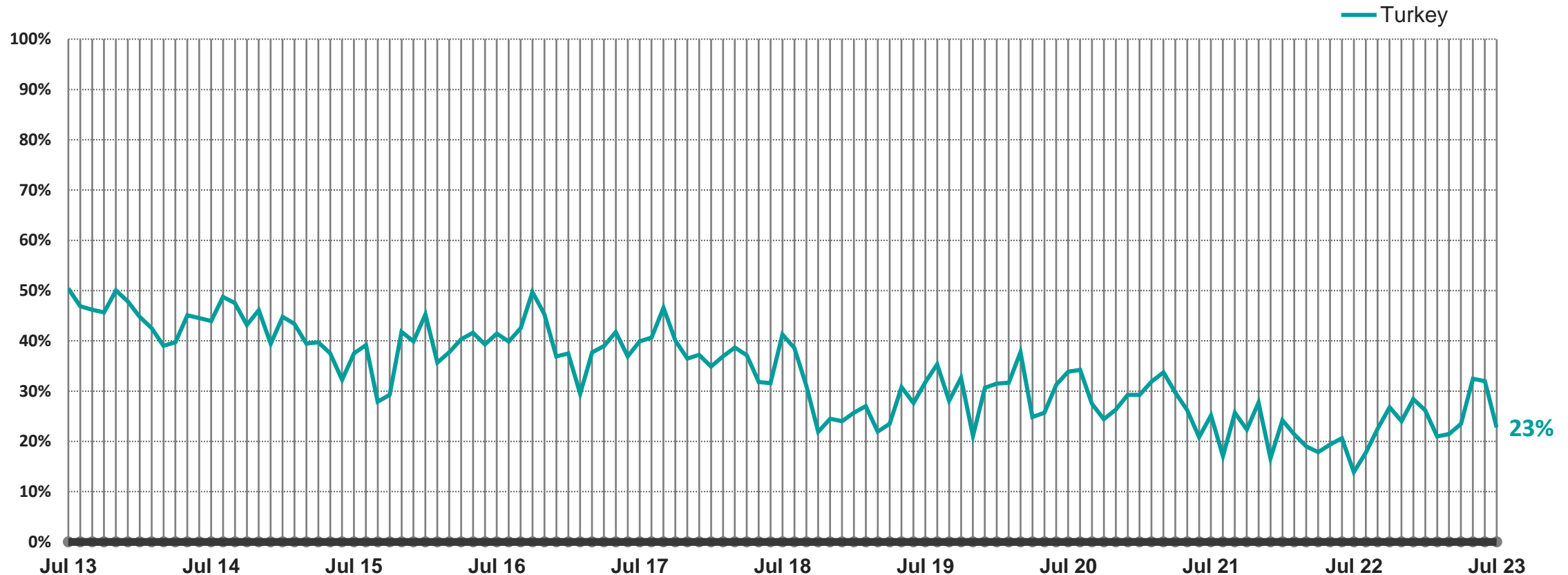
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CURRENT ECONOMIC SITUATION: TURKEY

After two months above 30% for the first time since April 2021, Turkey's "good" economy score has fallen 9pts down to 23%.

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.*

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CURRENT ECONOMIC SITUATION: US

The US has recorded a 9pt increase in 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 18-74 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 June 23rd 2023 and July 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.