# THE OWNER OF THE O

August 2023

IRIC OCEAN

#### GAME CHANGERS

BOLIVIA

BRAZI



### 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.

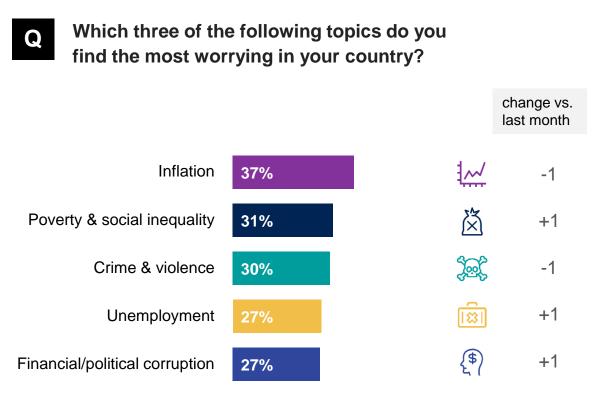
This **global summary report** presents the top concerns around the world, alongside whether people think things in their country are heading in the right or wrong direction.

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

Please contact **<u>Teodros.Gebrekal@lpsos.com</u>** for more information.

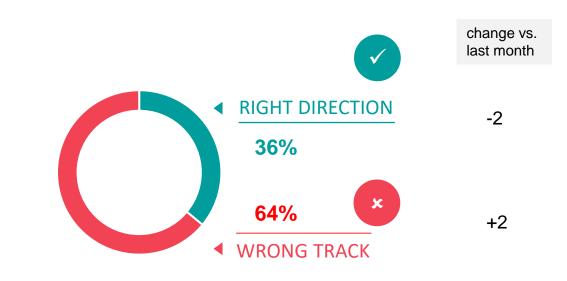
#### WHAT WORRIES THE WORLD? AUGUST 2023

Inflation is the top concern for the 17<sup>th</sup> consecutive month. However, it has dropped slightly again (down 1pp) to the lowest level this year (and the lowest since June 2022). Concern for poverty & social inequality is up 1pp, along with unemployment and financial/political corruption. Conversely, crime and violence is down 1pp (after a rise in July).



#### 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 25,275 adults aged 16-74 in 29 participating countries, July 21st 2023 - August 4th 2023. **Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.* 

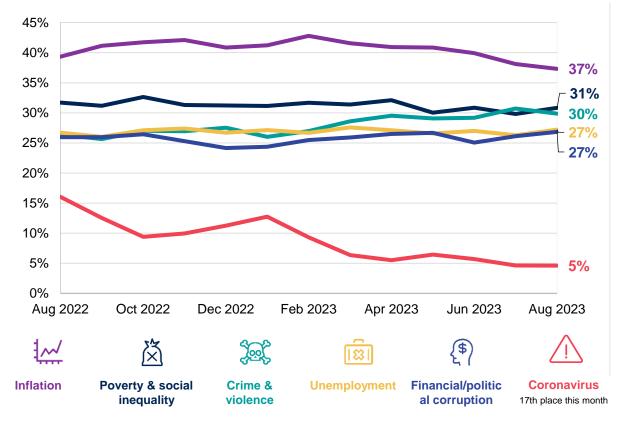
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#### WHAT WORRIES THE WORLD? 12-MONTH TREND

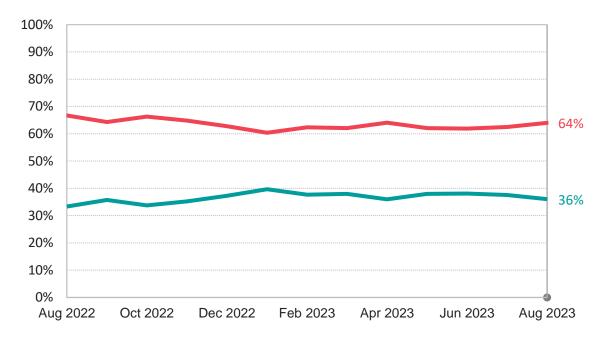
Q

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?



Right Direction

Wrong Track

**Base:** Representative sample of c.25,275 adults aged 16-74 in 29 participating countries, August 2022 - August 2023. **Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.* 

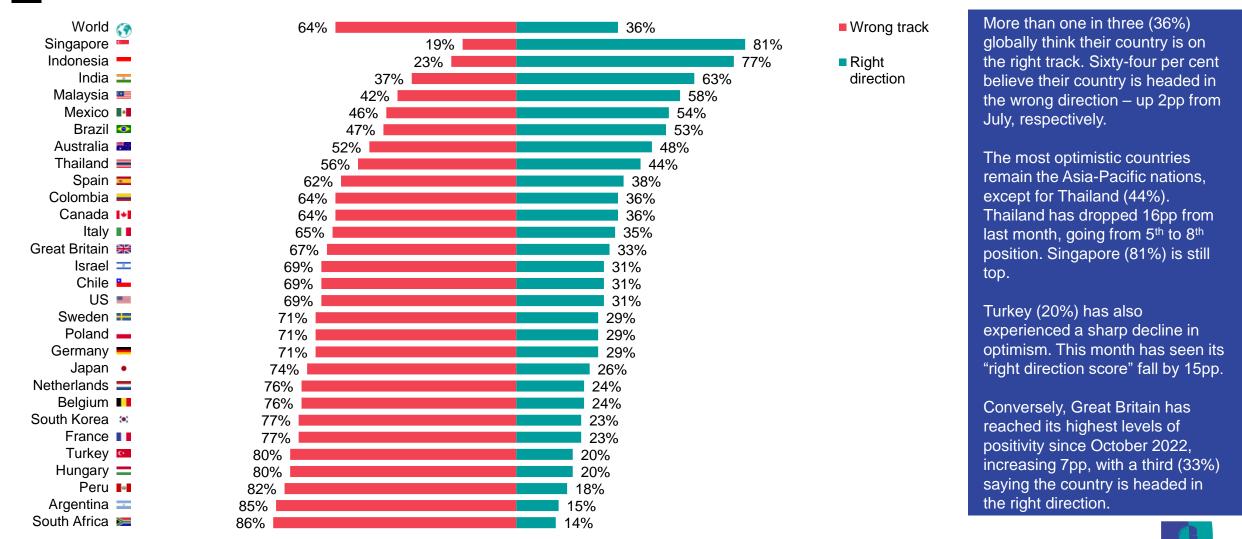
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## DIRECTION OF TRAVEL COUNTRIES

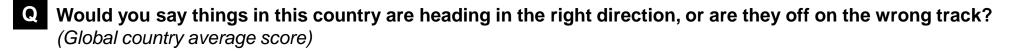
#### **RIGHT DIRECTION VS. WRONG TRACK MONITOR**

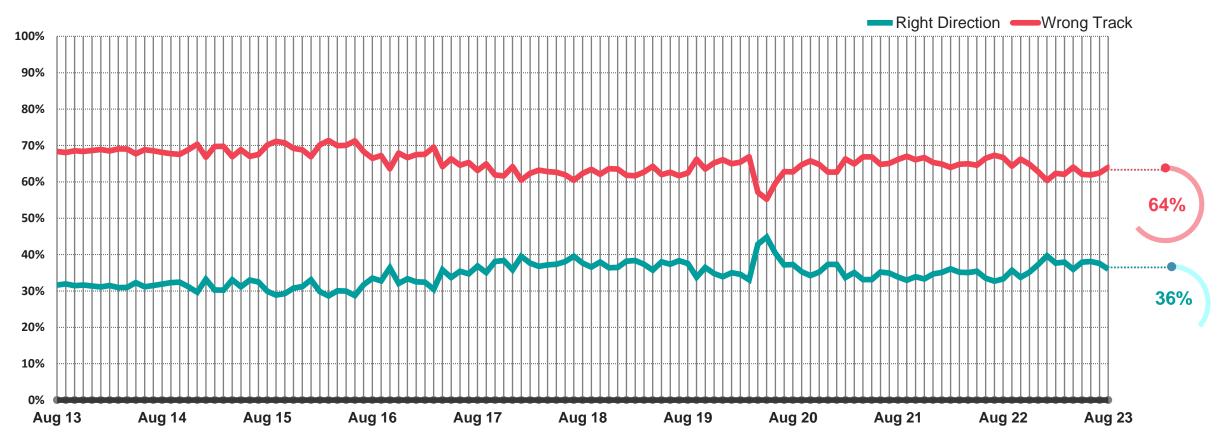
Q Would you say things in this country are heading in the right direction, or are they off on the wrong track? (August 2023)



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#### GLOBAL: RIGHT DIRECTION/WRONG TRACK





**Base:** Representative sample of c.25,275 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

Marine Marine Contractor Contract

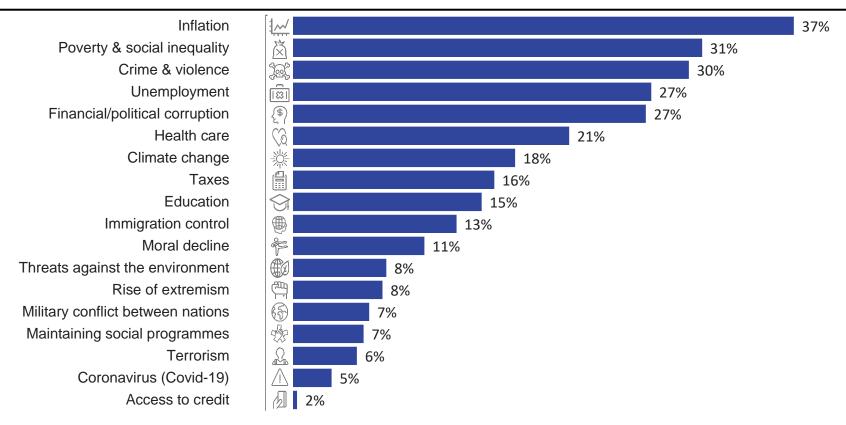
PACIFIC OCEAN

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#### WORLD WORRIES: THE FULL LIST

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

#### % mentioned in August 2023 (global country average)



Inflation has experienced three months of decline, after falling 1pp in June, 2pp in July and now 1pp this month. Thirty-seven per cent is the lowest level it's been this year and the lowest since June 2022.

Conversely, poverty & social inequality (31%), unemployment (27%), and financial/political corruption (27%) have risen 1pp.

After a rise last time, crime & violence (30%) has dipped slightly by 1pp.

Climate change (18%) has only increased by 1pp overall, despite the extreme weather witnessed in many countries across the globe recently.

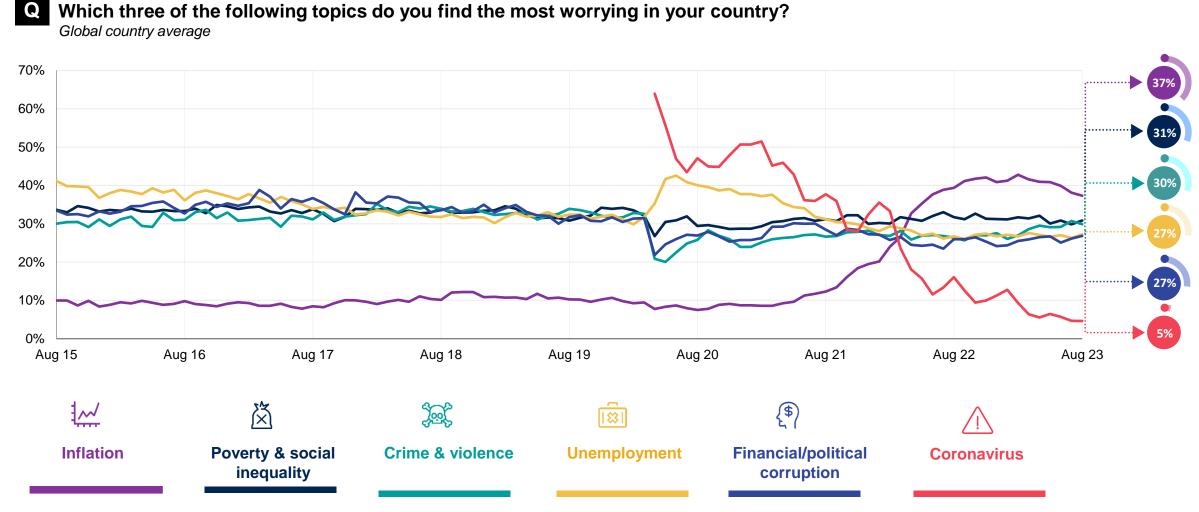
Coronavirus is still the 17th biggest concern, unchanged from July.



**Base:** Representative sample of 25,275 adults aged 16-74 in 29 participating countries, July 21st 2023 - August 4th 2023. **Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.* 

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#### WORLD WORRIES: LONG-TERM TREND

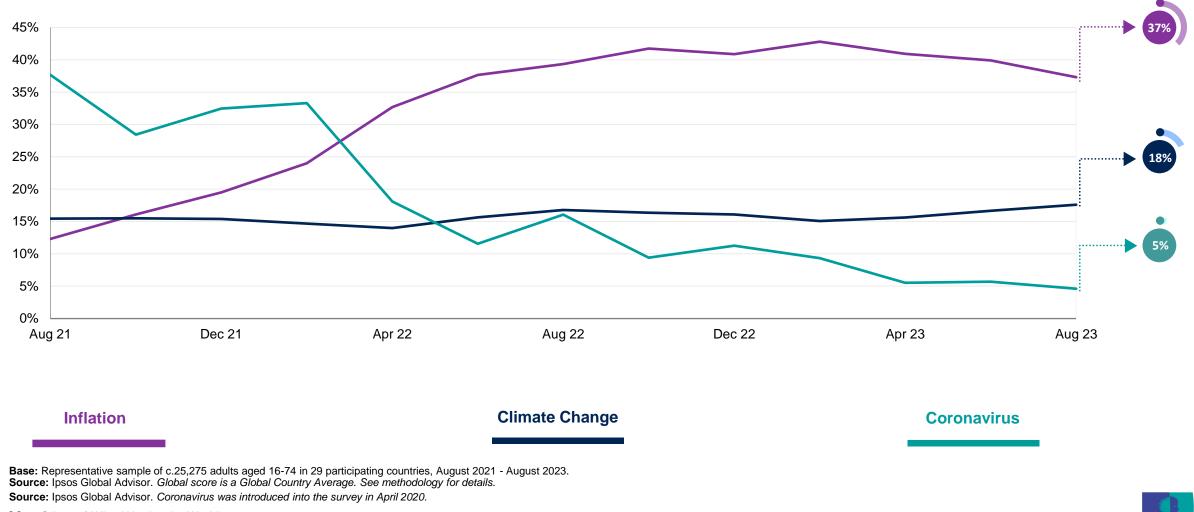


**Base:** Representative sample of 25,275 adults aged 16-74 in 29 participating countries, 2015 - 2023. **Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.* 

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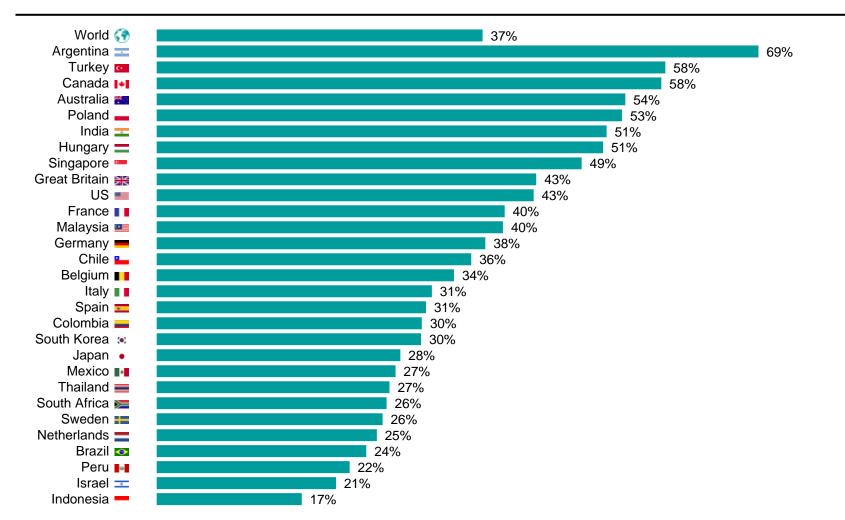
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#### WORLD WORRIES: LONG-TERM TREND (INFLATION, CLIMATE CHANGE & CORONAVIRUS)



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#### 1 | INFLATION



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**Base:** Representative sample of 25,275 adults aged 16-74 in 29 participating countries, July 21st 2023 - August 4th 2023. **Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.* Filter: Country: World | Current Wave: Aug 23

Inflation concerns have now gone through three months of consecutive decline, having dropped 1pp in June, 2pp in July, and now 1pp this month. At 37%, it is the lowest it's been in 2023 and the lowest since June 2022.

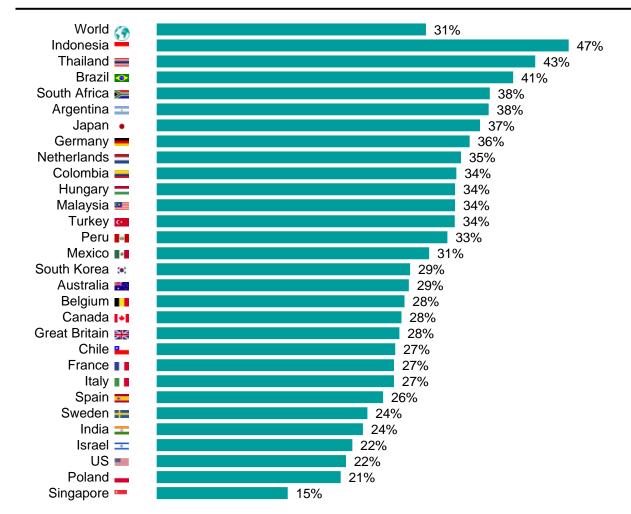
Despite a decrease, the number of countries who list inflation as their top concern has gone up, from ten to 12. The list comprises Argentina, Australia, Belgium, Canada, France, Germany, Hungary, India, Poland, Singapore, USA, and Turkey.

Argentina (69%) is still at the top of our list and has been the most concerned country since November 2022.

Once top of the list, Poland's level of worry (53%) is falling. After dropping 6pp this month, it's now at its lowest level since April 2022.



#### 2 | POVERTY & SOCIAL INEQUALITY



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**Base:** Representative sample of 25,275 adults aged 16-74 in 29 participating countries, July 21st 2023 - August 4th 2023. **Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.* Filter: Country: World | Current Wave: Aug 23

Poverty & social inequality is now second on our list of 18 worries with 31% saying it is an issue in their country. This is after a 1pp rise.

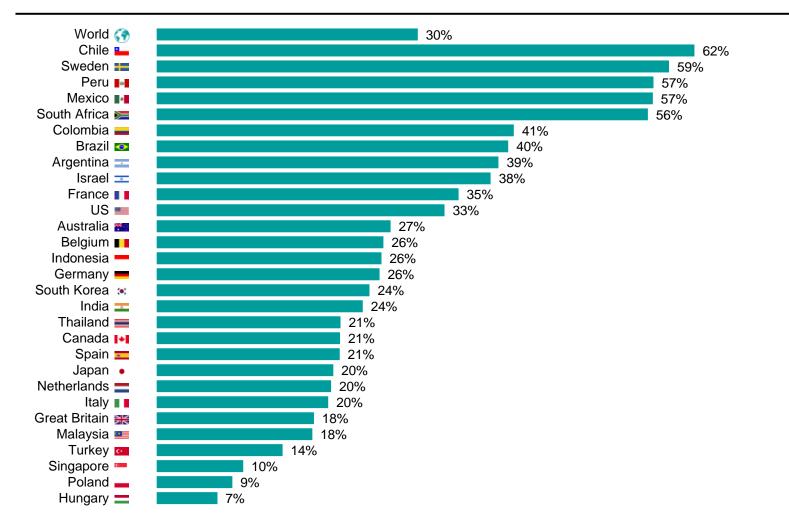
Brazil (41%) and the Netherlands (35%) all have inequality as their top concern. Overall though, the Dutch, having been third, are now eighth after dropping 5pp.

Nearly half (47%) of Indonesians have inequality as a top concern. Indonesia's level of concern for poverty has always been relatively high. This time last year, the country was third at 42%.

Hungary (34%) is now tenth, decreasing from first position last month by 7pp.



#### 3 | CRIME & VIOLENCE



Just under a third (30%) have crime & violence as their highest concern, down 1pp this month. This is after a slight bump in July when it increased by 2pp.

In July, France experienced a sharp rise in this issue, making it its biggest concern. In August, however, concern has cooled, dropping 14pp to 35%.

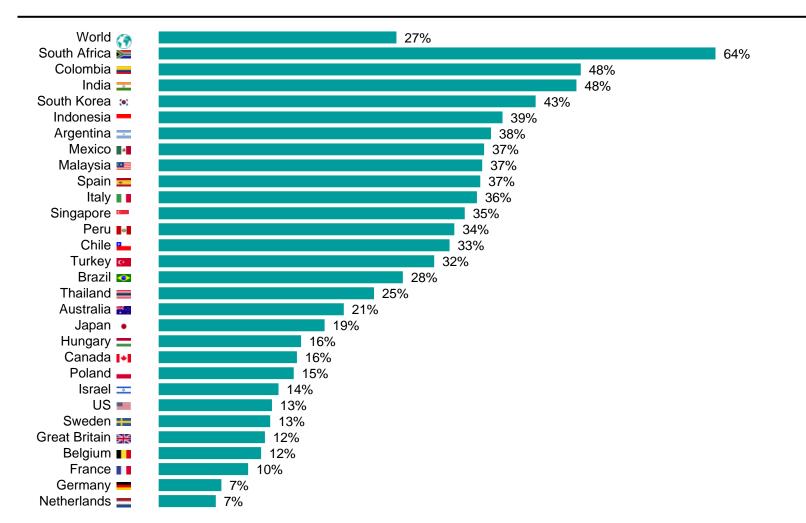
Despite still having it as their number one concern, the level of concern in Israel (38%) has also fallen, a drop of 10pp.

Five other countries have crime and violence as their top concern: Chile (62%), Sweden (59%) Peru (57%), Mexico (57%), and Israel (38%).



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#### 4 | UNEMPLOYMENT



Unemployment is still the fourth biggest concern in our *What Worries the World* survey, with 27% picking it as an issue in their country. It has risen 1pp since July.

South Africa remains the most concerned country, where it has been since April 2021. Worry has steadily been decreasing, however, since June when it was at record levels. This August, concern is down 4pp.

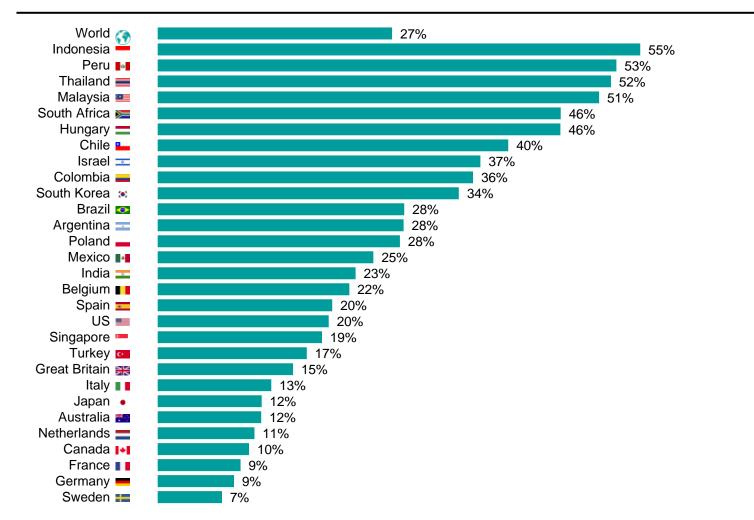
Colombia and India (both 48%) have increased this month to put them joint second. Colombia is up 7pp and India, 8pp.

This month five countries have unemployment as their biggest issue: South Africa, Colombia, South Korea (43%), Spain (37%), and Italy (36%).



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#### 5 | FINANCIAL/POLITICAL CORRUPTION



Over a quarter (27%) choose financial/political corruption as one of the top issues in their country. This is up 1pp this month.

South Africa now has just under half (46%) worried about corruption. After declining by 9pp this month, it no longer holds the top position on our list. Instead, Indonesia (55%) is now top, increasing by 1pp.

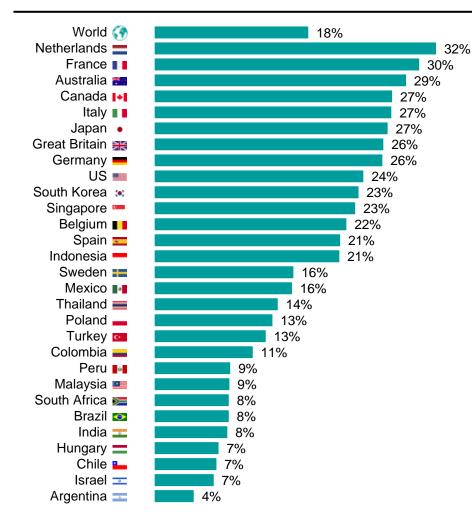
Alongside Indonesia, Thailand, and Malaysia both have over half saying corruption is their top issue (52% & 51%, respectively).

Last month we noted Singapore had moved up by 6pp. This sees an additional 8pp increase to one in five (19%).



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#### 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 increased by 1pp.

Singapore now has just under a quarter (23%) worried this month, despite being the most concerned nation last month. Their score has dropped by 8pp.

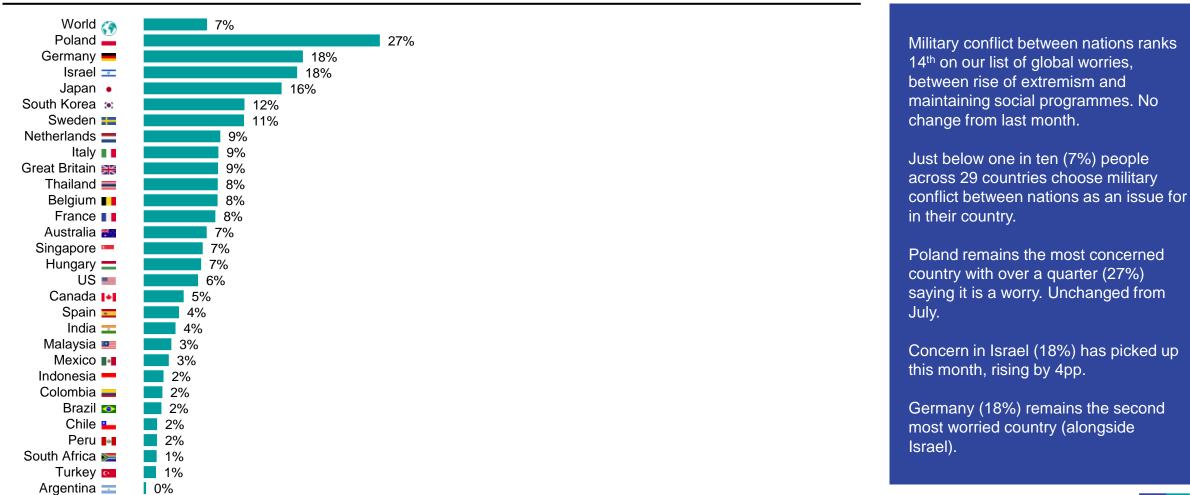
With a third (32%) now concerned, the Netherlands is top of the list. Climate change is joint second in the level of worry for the Dutch with immigration control.

After recent heatwaves, a few European countries have seen increases. France (30%) is up 5pp, Italy (27%) is up 7pp, Great Britain has moved +6pp, and Spain (21%) has risen by 3pp.



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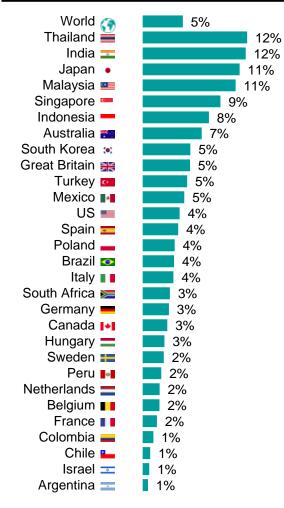
#### 14 | MILITARY CONFLICT BETWEEN NATIONS



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#### 17 | CORONAVIRUS (COVID-19)



Coronavirus remains ranked 17th out of 18 worries (between terrorism and access to credit), unchanged at 5% – it's the lowest ranking since it was added to What Worries the World in April 2020. This time last year, the pandemic scored 16%.

Just two years ago (July 2021) the issue scored 37% (a 32pp difference from this month) where it was the greatest concern with ten nations citing it as their single greatest worry.

There has been very little change this month, with most countries seeing a decrease in concern. Thailand (12%) is now first due to Singapore (9%) dropping 4pp.



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## 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: <u>https://www.ipsos.com/en/ipsos-global-consumer-confidence-index</u>

Please contact: <u>Nik.Samoylov@lpsos.com</u> for more information.

#### CURRENT ECONOMIC SITUATION

How would you describe the current economic situation in your country? World 57 36% 64% Singapore 80% 20% Good 74% India -26% Bad 67% 33% Indonesia 49% Netherlands 51% Malaysia • 46% 54% Mexico 0 45% 55% Germanv 43% 57% Brazil  $\diamond$ 42% 58% Australia ## . 42% 58% Israel 0 41% 59% +--Sweden 39% 61% Spain . 39% 61% Belgium 39% 61% Thailand \_ 37% 63% Poland 37% 63% US -36% 64% Canada + 65% 35% Italy 33% 67% Great Britain 28% 72% • Chile 27% 73% France 76% 24% 6 Peru 24% 76% Colombia 22% 78% Hungary 18% 82% South Africa  $\geq$ 17% 83% Japan ٠ 15% 85% Turkey C+ 14% 86% South Korea :•: 12% 88% Argentina . 7% 93%

Confidence Index.

Across 29 countries, 36% of people describe the current economic situation in their country as "good", with no change since July 2023.

Read more about perceptions of the

economy in the Ipsos Global Consumer

Positive sentiment has increased most from last month in Poland (+7pp), India (+6pp), Sweden, and Great Britain (both +5pp).

Spain's "good" economic score has increased by 2pp this month, marking the third consecutive month it has recorded a new all-time highest score.

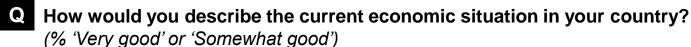
Meanwhile, Colombia's "good" economic score has dropped 10pp down to 22%. A 9pp decrease in Turkey's "good" economic score sees the country record its joint-lowest ever score (tying with July 2022).

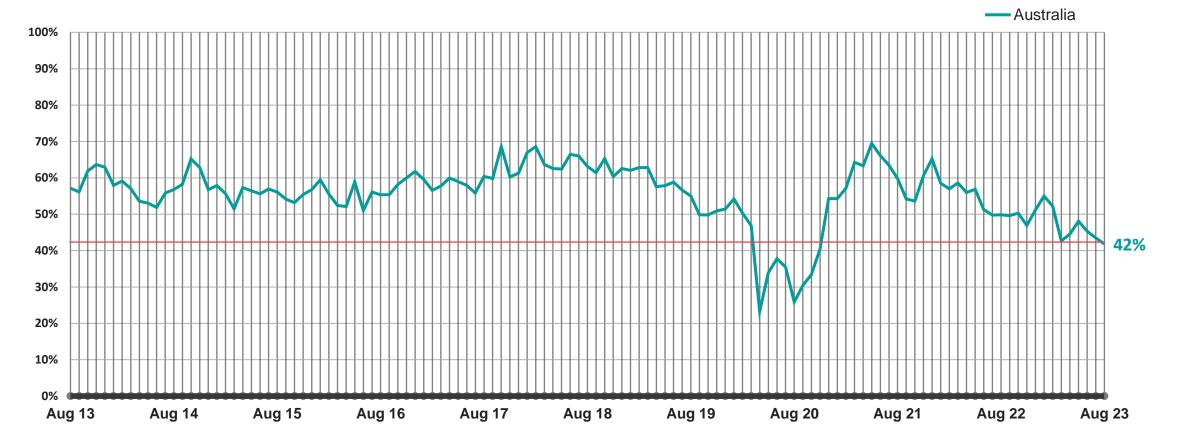


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#### CURRENT ECONOMIC SITUATION: AUSTRALIA

Australia has only recorded a lower "good" economic score than this month in the height of the pandemic.



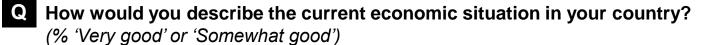


**Base:** Representative sample c. 1000 adults aged 16-74 in Australia, 2013 - 2023. **Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.* 

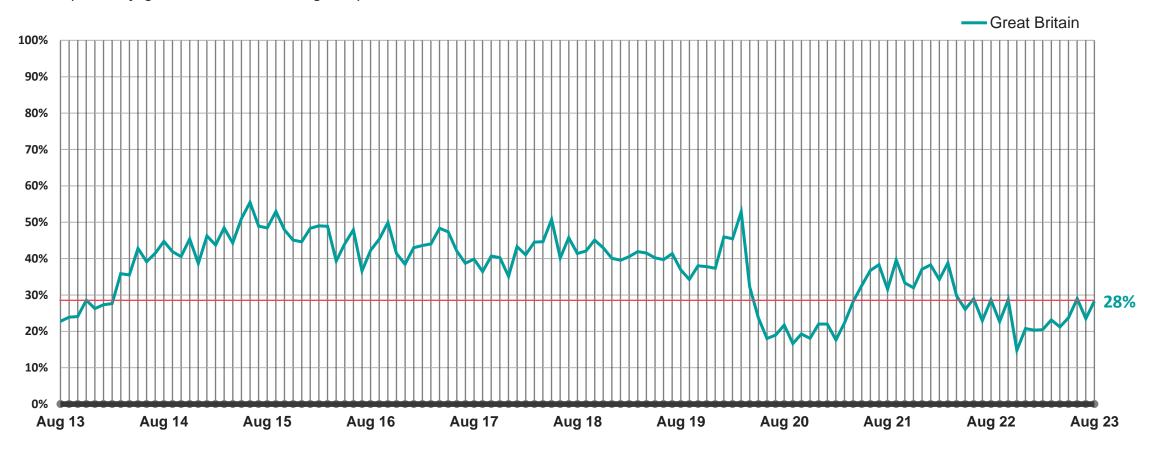
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#### CURRENT ECONOMIC SITUATION: GREAT BRITAIN



Great Britain's "good" economic score has risen by 5pts this month but remains well below its pre-pandemic average.



**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.* 

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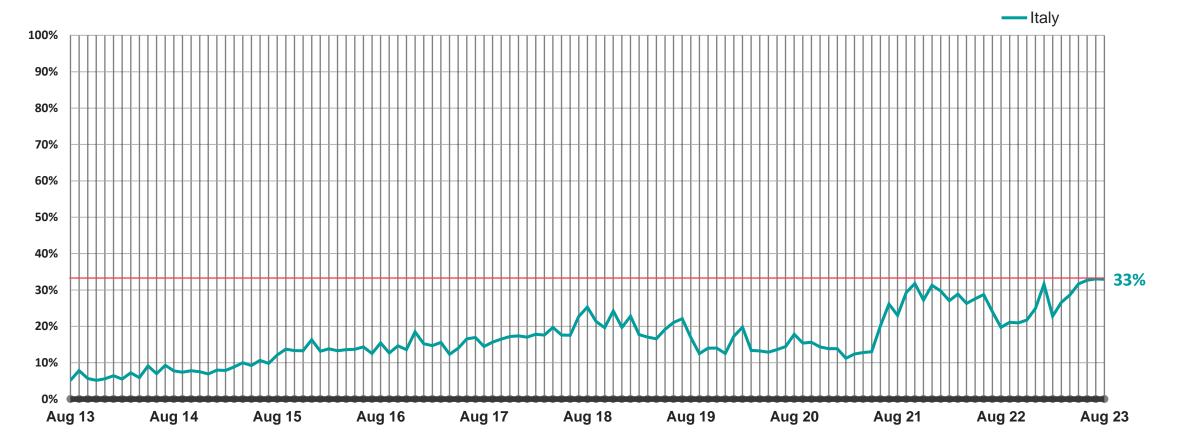


#### CURRENT ECONOMIC SITUATION: ITALY

Five of Italy's six all time highest "good" economic scores have been recorded in 2023.



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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#### CURRENT ECONOMIC SITUATION: PERU

Peru's "good" economic score has not risen above 30% since May 2020 (31%).



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.

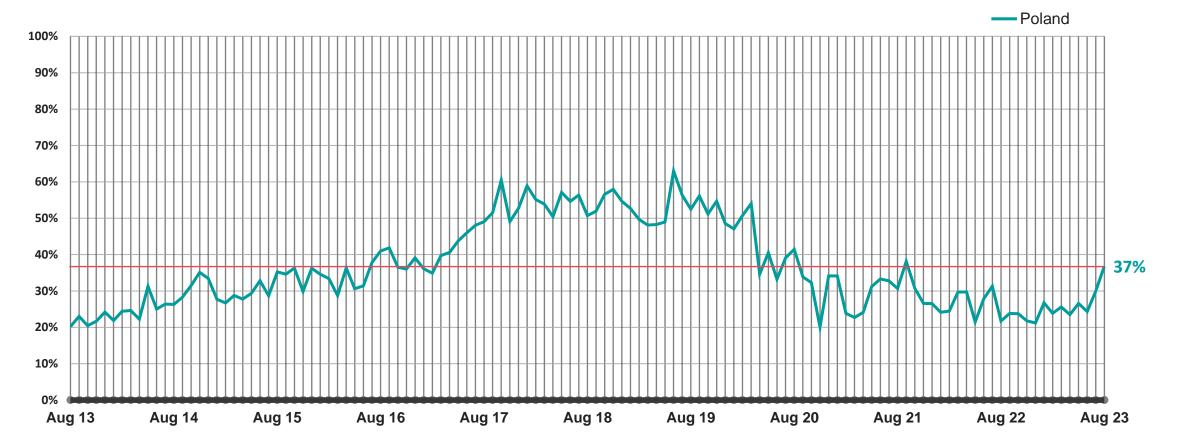
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#### CURRENT ECONOMIC SITUATION: POLAND



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 Poland, 2013 - 2023. **Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.* 

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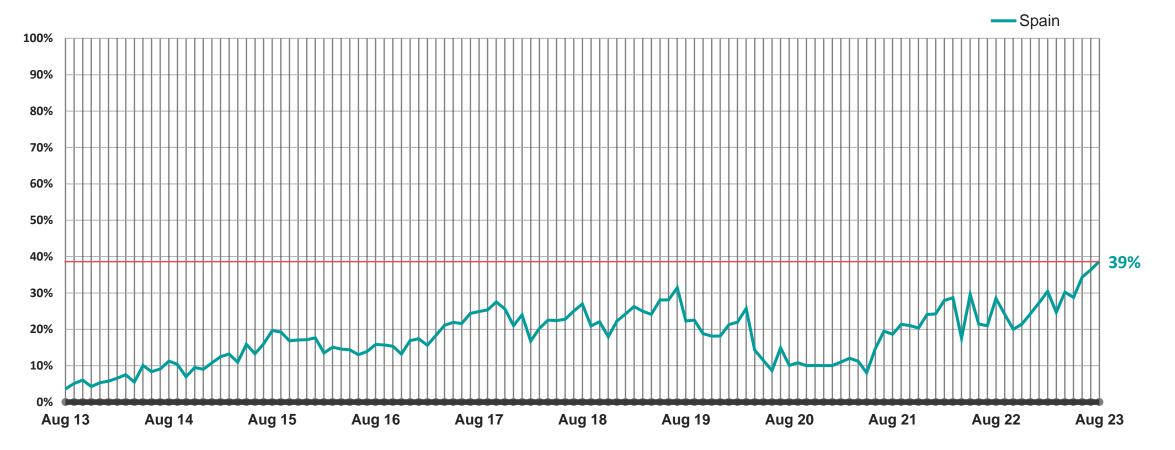


#### CURRENT ECONOMIC SITUATION: SPAIN

Spain has now recorded new all-time high "good" economic scores for three months in a row.



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.* 

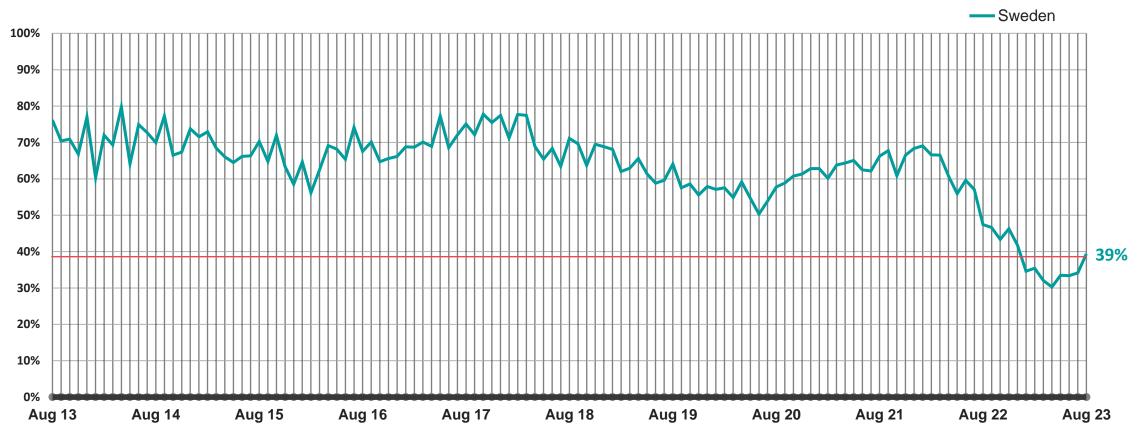
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#### CURRENT ECONOMIC SITUATION: SWEDEN

After a period of falling optimism, Sweden's "good" economic score has risen or remained stable for four consecutive months.





**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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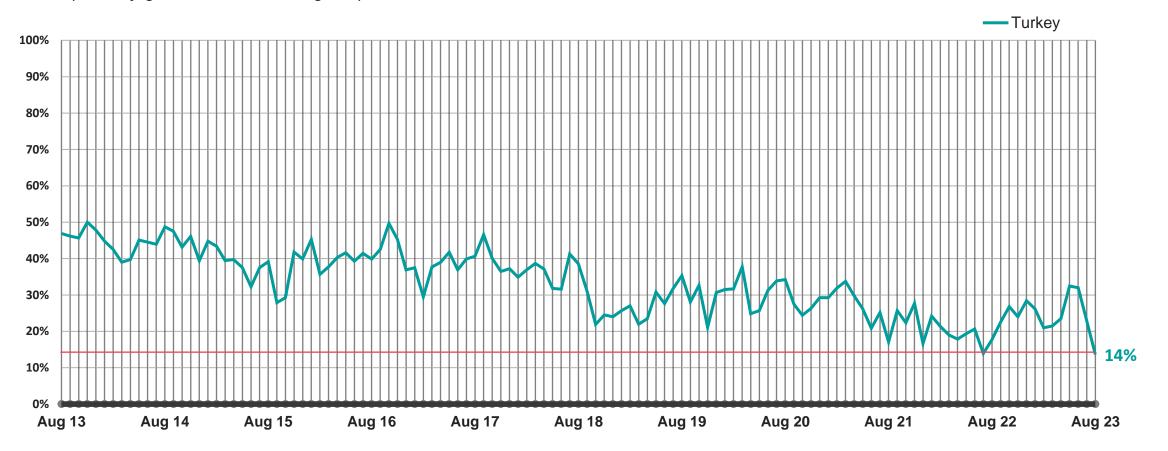


#### CURRENT ECONOMIC SITUATION: TURKEY

Q

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

A drop of 14pp over the past two months sees Turkey record its joint lowest ever "good" economic score (tying with July 2022).



**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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#### METHODOLOGY

This 29-country Global Advisor survey was conducted between July 21st 2023 and August 4th 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.

