

# WHAT WORRIES THE WORLD?

September 2023

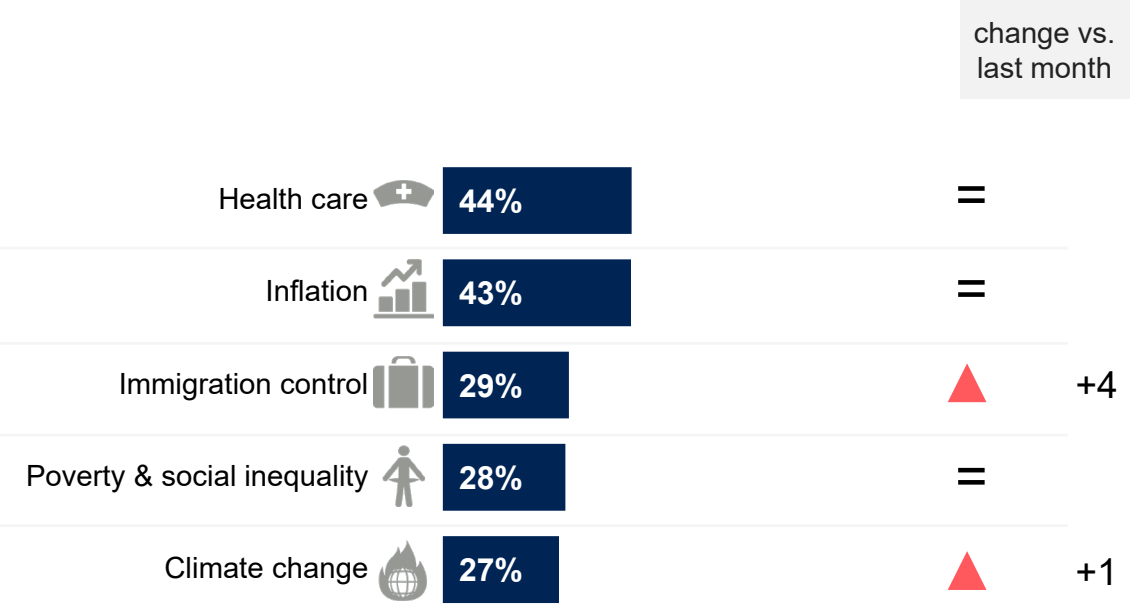


**GAME CHANGERS**

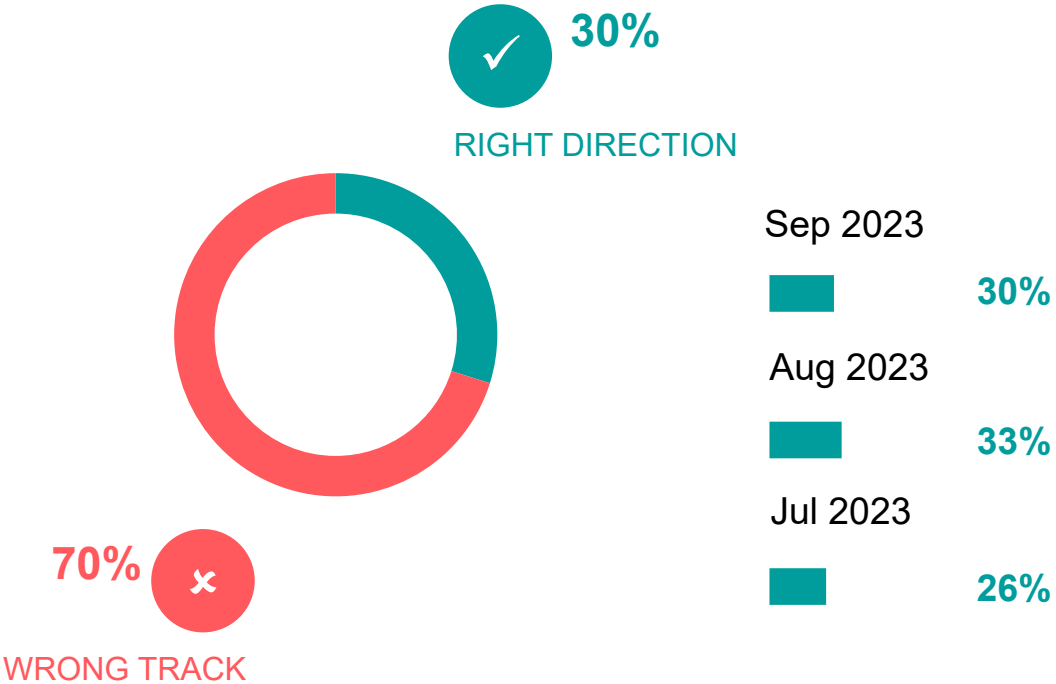


# GREAT BRITAIN SUMMARY: SEPTEMBER 2023

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



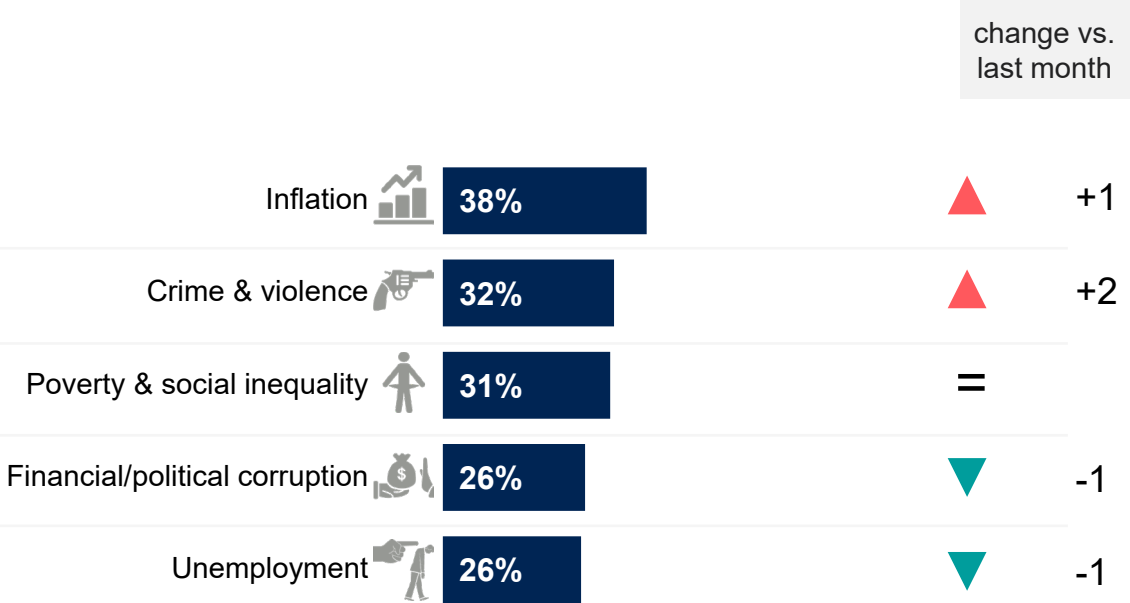
Q: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



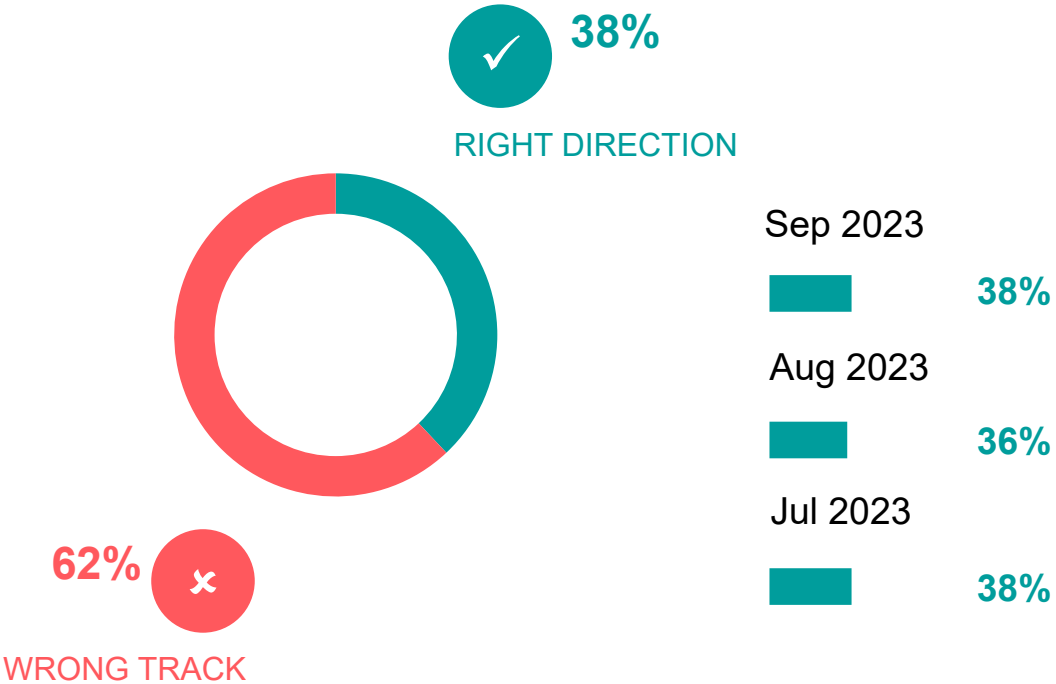
Base: Representative sample of British adults aged 16-74. c.1000 per month.  
Source: Global Advisor. Global score is a Global Country Average. See methodology for details.

# WORLD SUMMARY: SEPTEMBER 2023

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 global adults aged 16-74. c.24,732 per month.  
Source: Global Advisor. Global score is a Global Country Average. See methodology for details.

# RIGHT DIRECTION WRONG TRACK

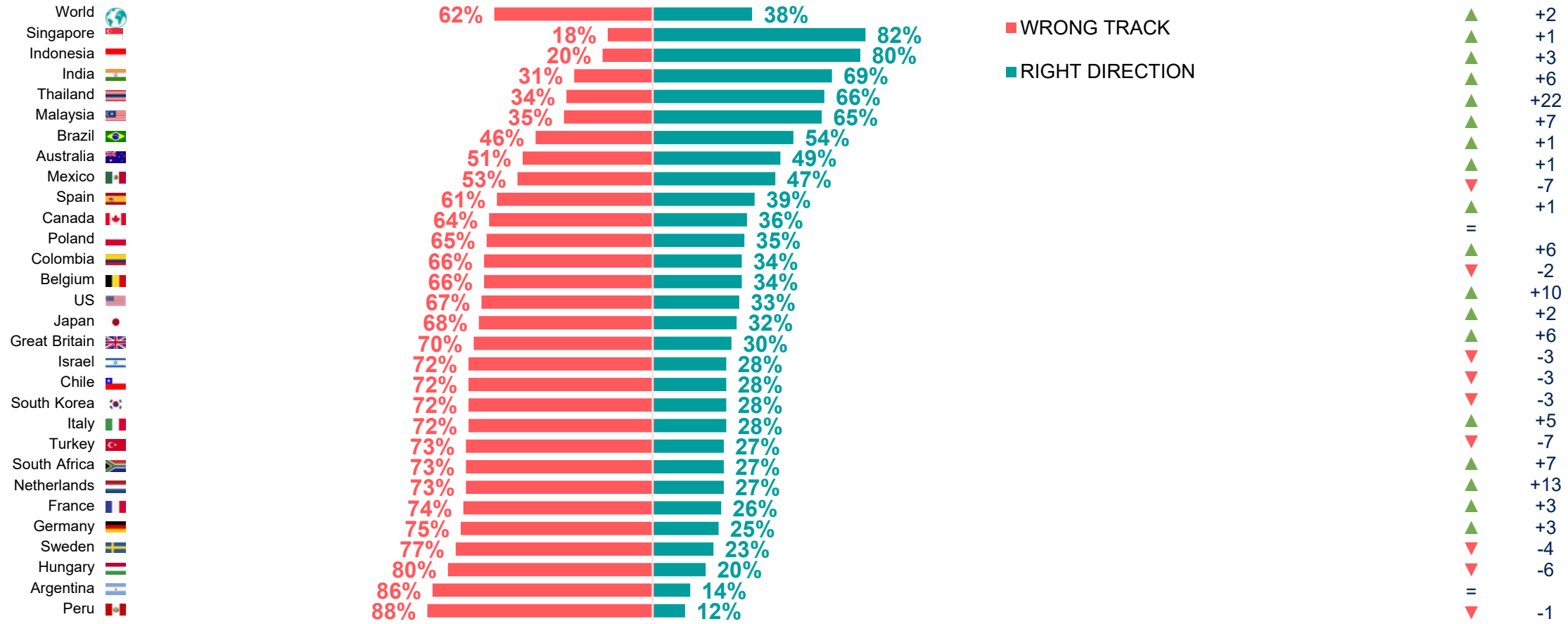
- Country comparisons
- Trends over time: Great Britain
- Trends over time: World

# COUNTRY COMPARISON

## RIGHT DIRECTION/WRONG TRACK

% change compared  
with previous month:

Aug 2023

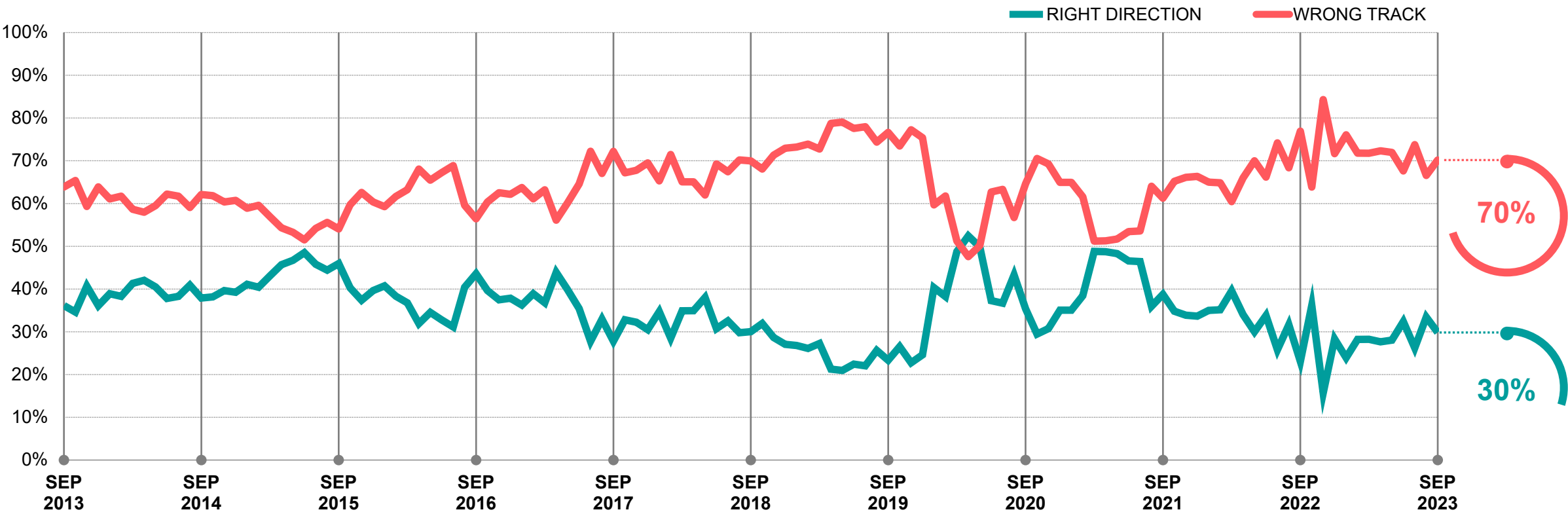


**Base:** Representative sample of c.24,732 adults aged 16-74 in 29 participating countries, August 25th 2023 - September 8th 2023..

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

# GREAT BRITAIN: RIGHT DIRECTION/ WRONG TRACK

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

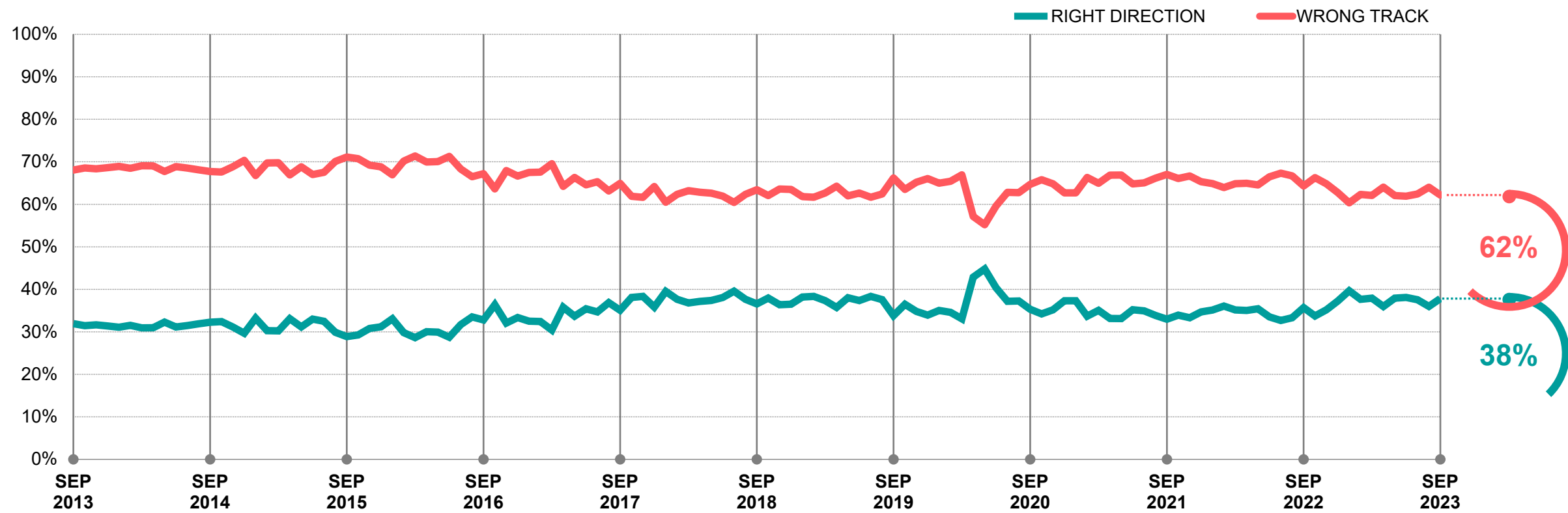


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# WORLD: RIGHT DIRECTION/ WRONG TRACK

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



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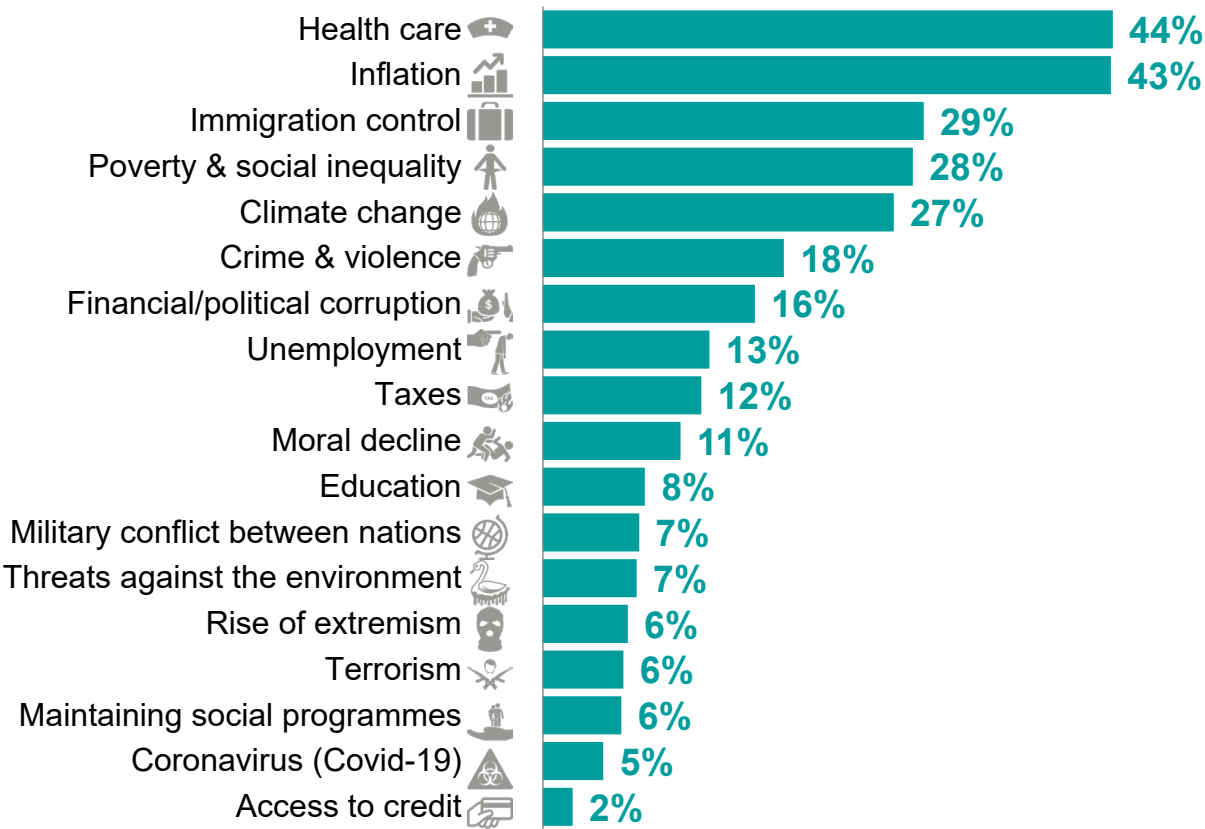
# GREAT BRITAIN'S WORRIES

- Great Britain's top worries
- World's top worries
- Trends over time for worries: Great Britain & World

# GREAT BRITAIN'S WORRIES

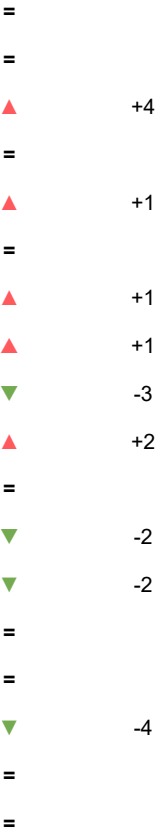
Which three of the following topics do you find the most worrying in your country?

## Mentioned in September 2023 (%)



% change compared with previous month:

## Aug 2023

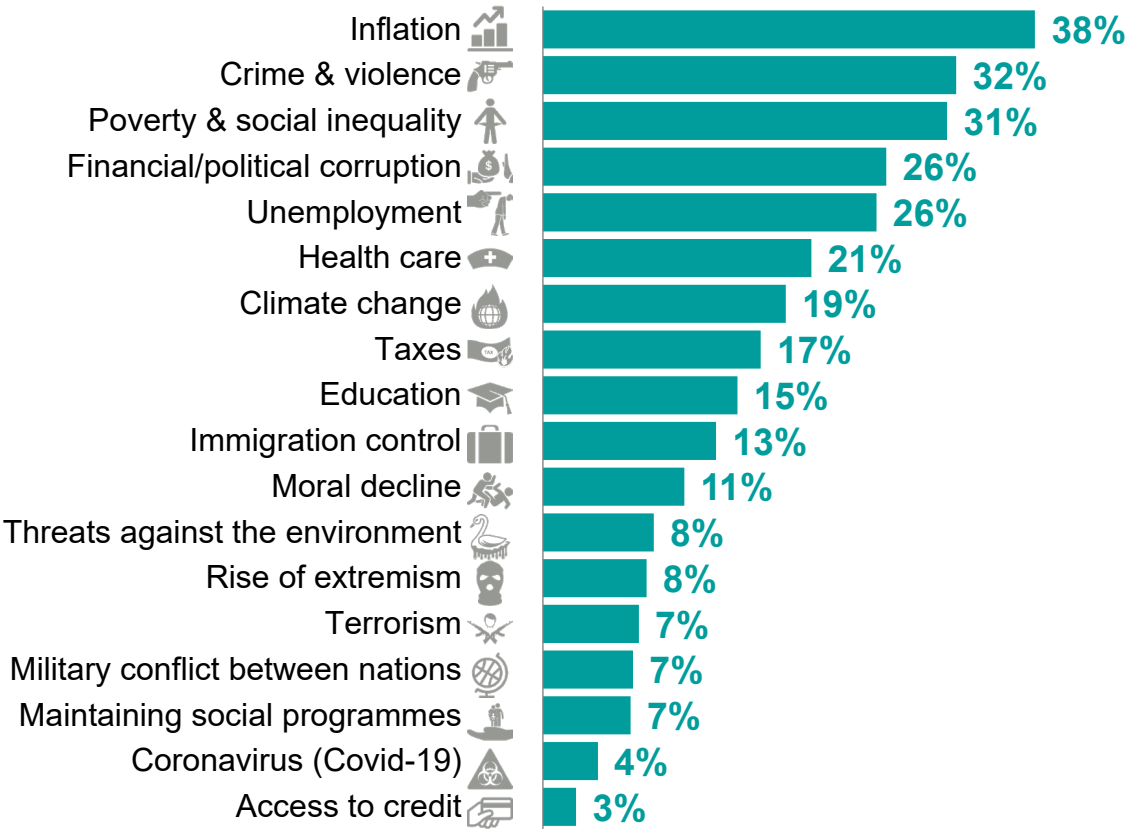


**Base:** Representative sample of British adults aged 16-74. September 2023: 1000.  
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# WORLD WORRIES

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

## Mentioned in September 2023 (%)



% change compared with previous month:

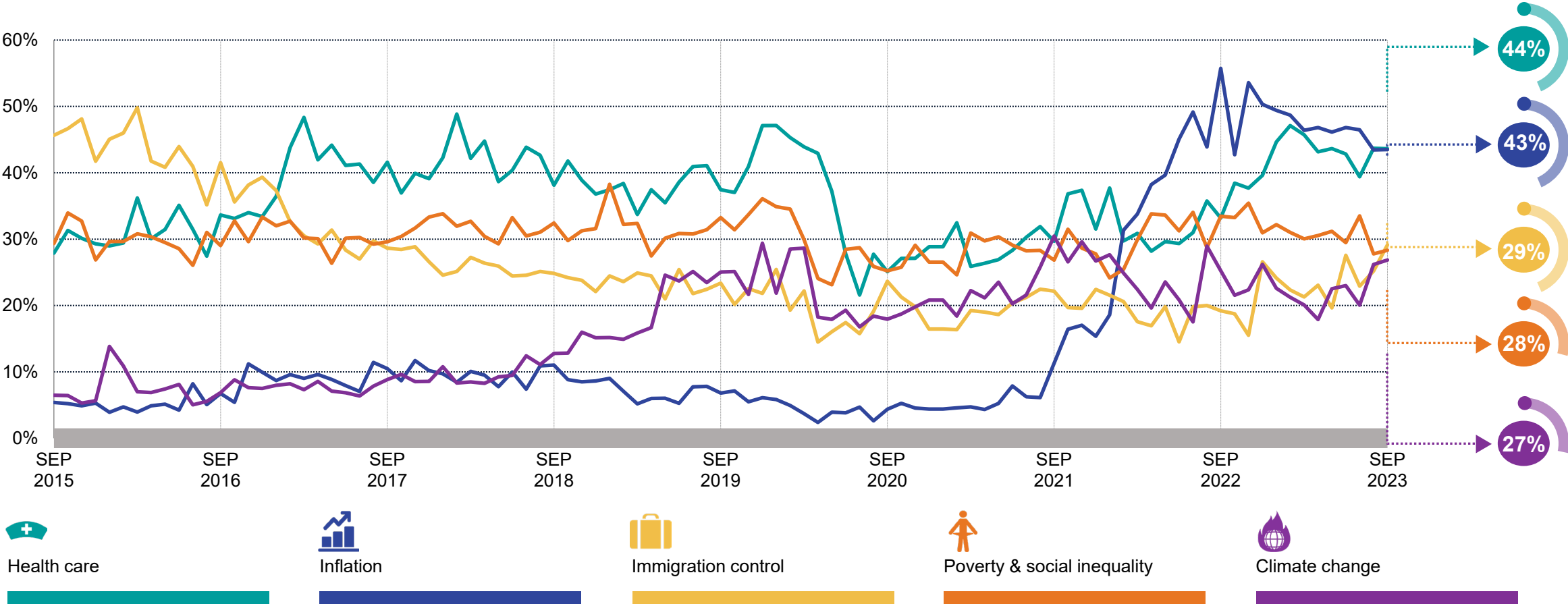
## Aug 2023

|   |    |
|---|----|
| ▲ | +1 |
| ▲ | +2 |
| = |    |
| ▼ | -1 |
| ▼ | -1 |
| = |    |
| ▲ | +1 |
| ▲ | +1 |
| = |    |
| = |    |
| = |    |
| = |    |
| ▲ | +1 |
| = |    |
| = |    |
| ▼ | -1 |
| ▲ | +1 |

**Base:** Representative sample of global adults aged 16-74. September 2023: 24,732.  
**Source:** Global Advisor. *Global score is a Global Country Average. See methodology for details.*

# GREAT BRITAIN'S CURRENT TOP 5 WORRIES: LONG-TERM TRENDS

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

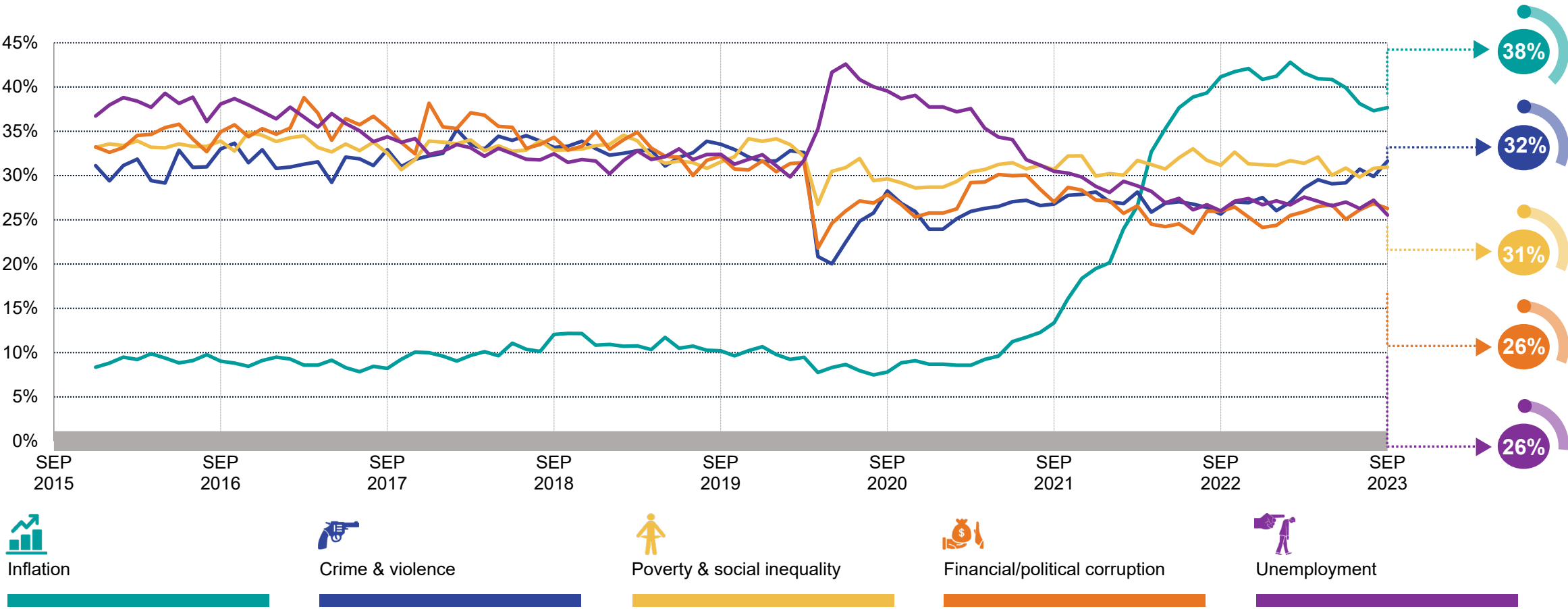


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# THE WORLD'S CURRENT TOP 5 WORRIES: LONG-TERM TRENDS

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



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# WORLD WORRIES COUNTRY COMPARISON

- Top concern by country
- Top 3 concerns by country
- Country comparison of Great Britain's top 5 concerns

# 1 | INFLATION

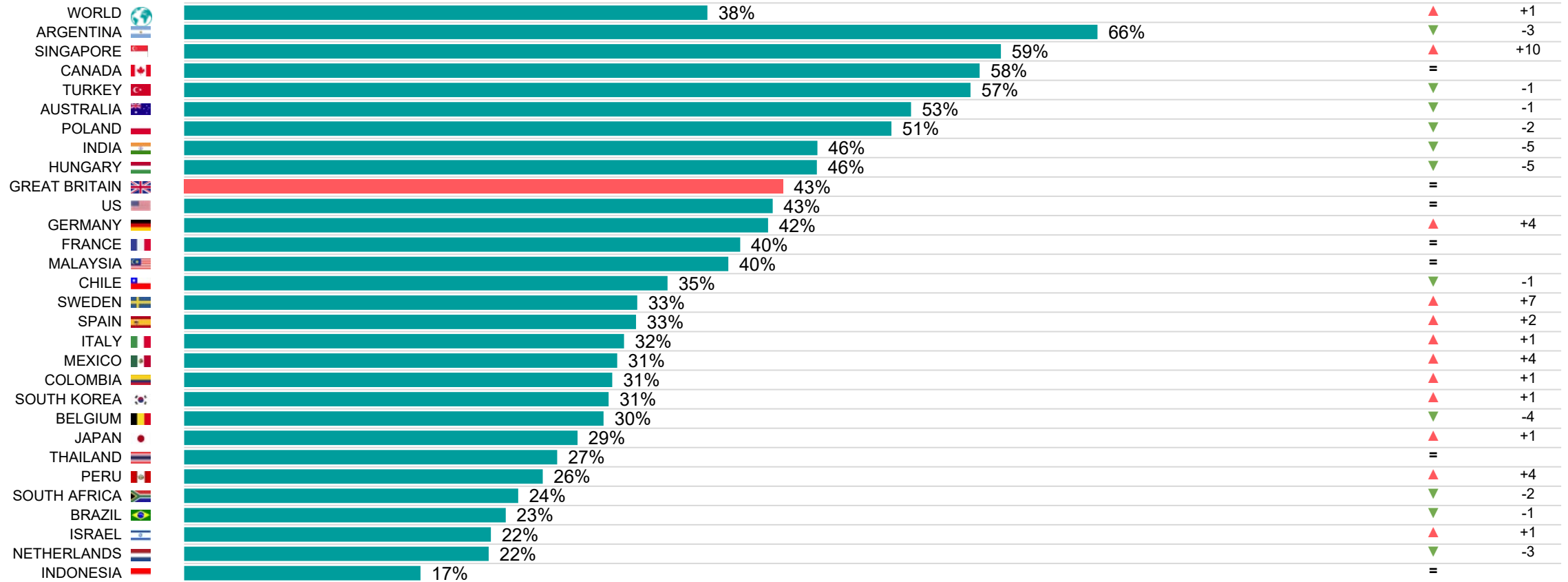
## GREAT BRITAIN VS. GLOBAL

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

% change compared with previous month:

August 2023

(%) worried in September 2023 in each country



**Base:** Representative sample of adults aged 16-74 in 29 countries. September 2023: 24,732.

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

## 2 | CRIME & VIOLENCE

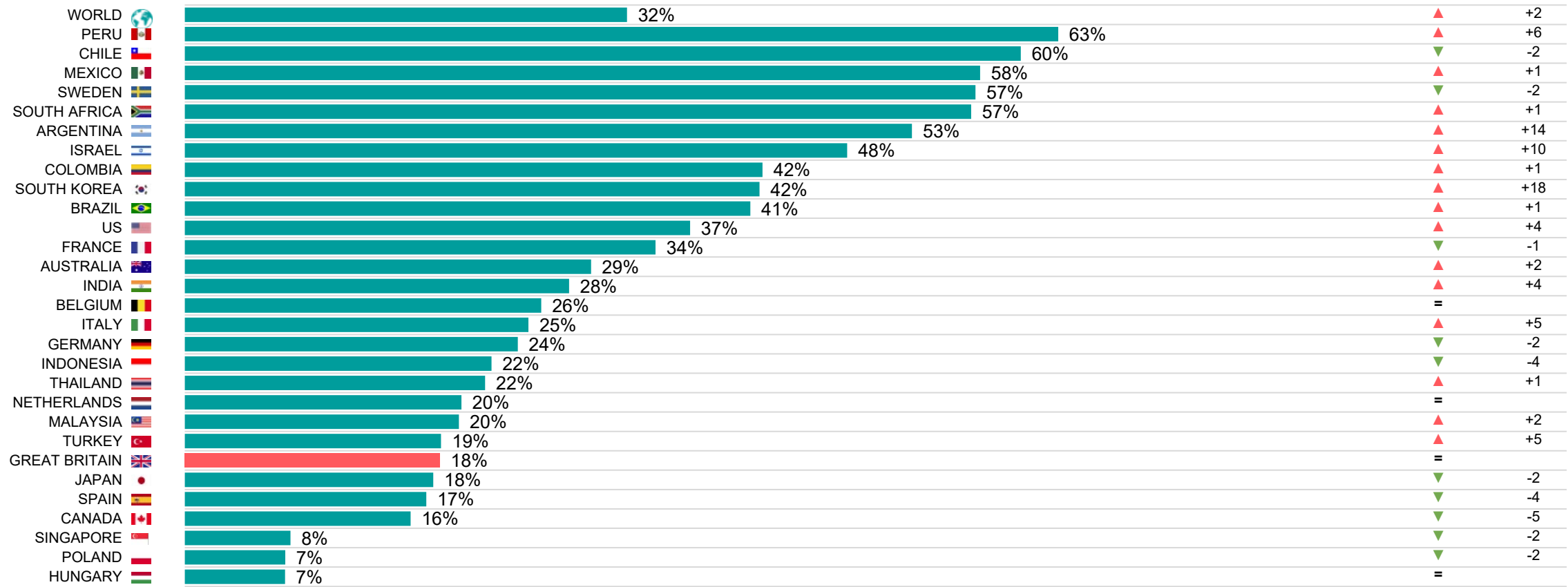
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### 3 | POVERTY & SOCIAL INEQUALITY

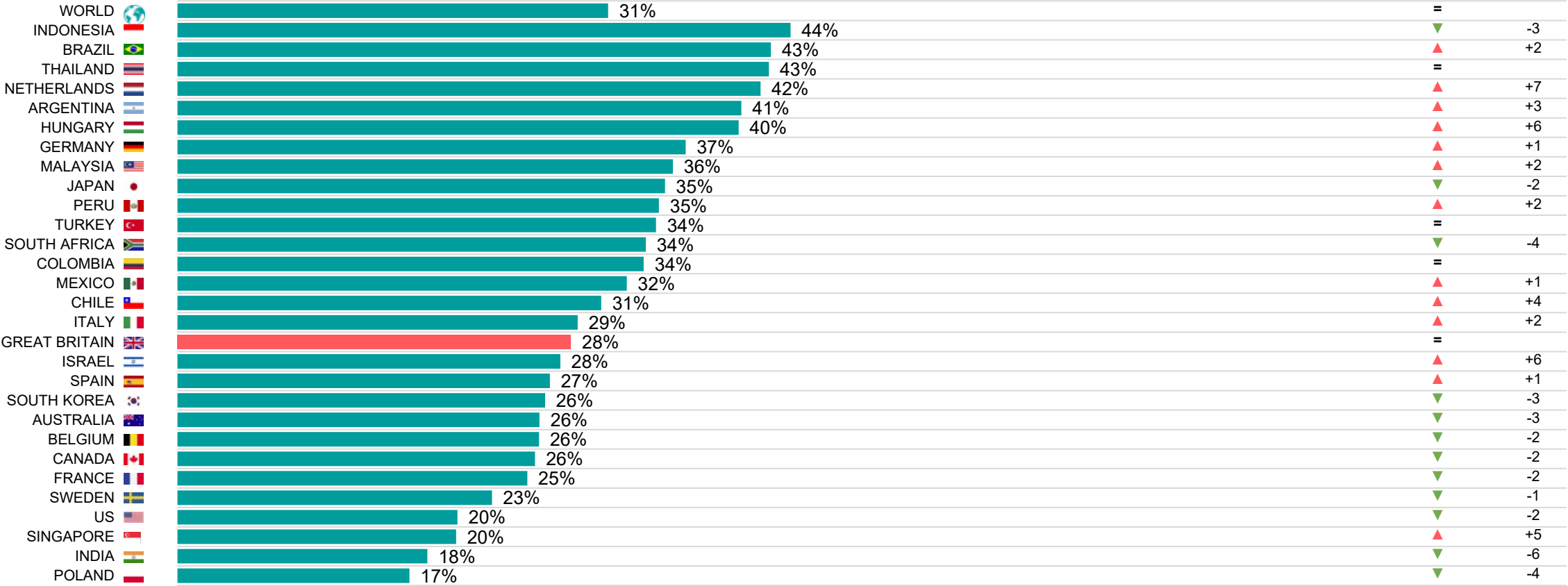
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# 4 | FINANCIAL/POLITICAL CORRUPTION

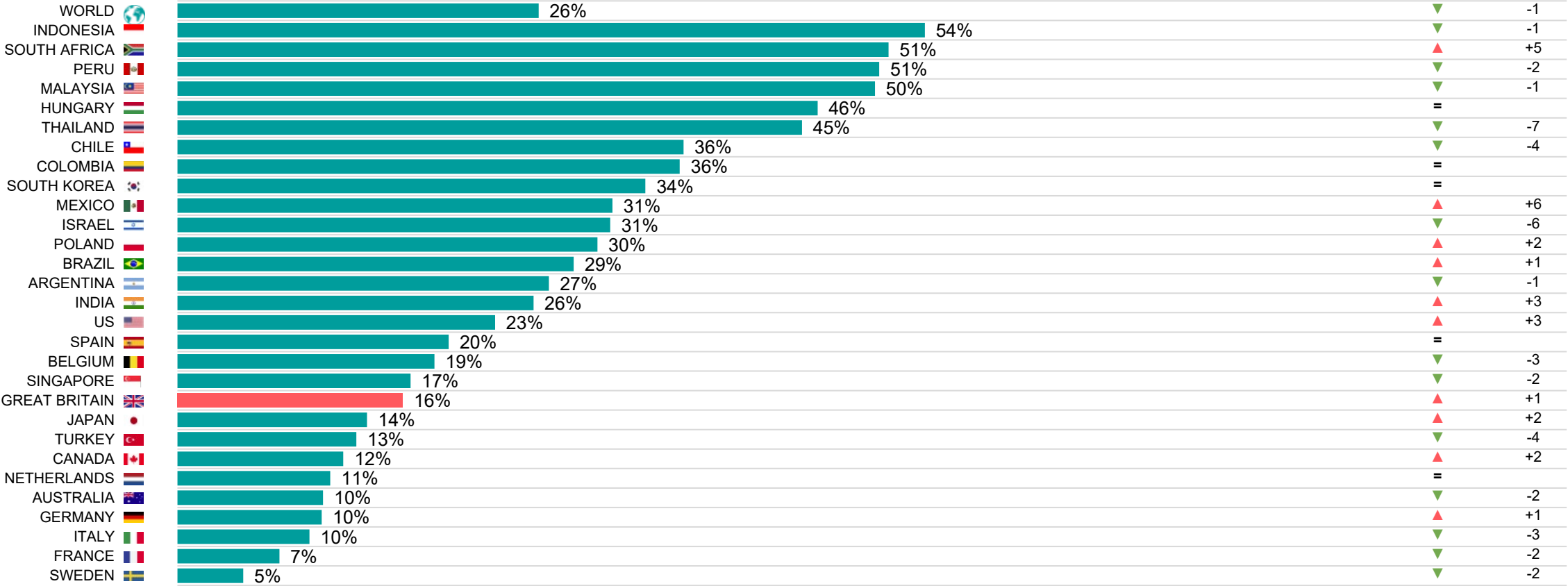
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# 5 | UNEMPLOYMENT

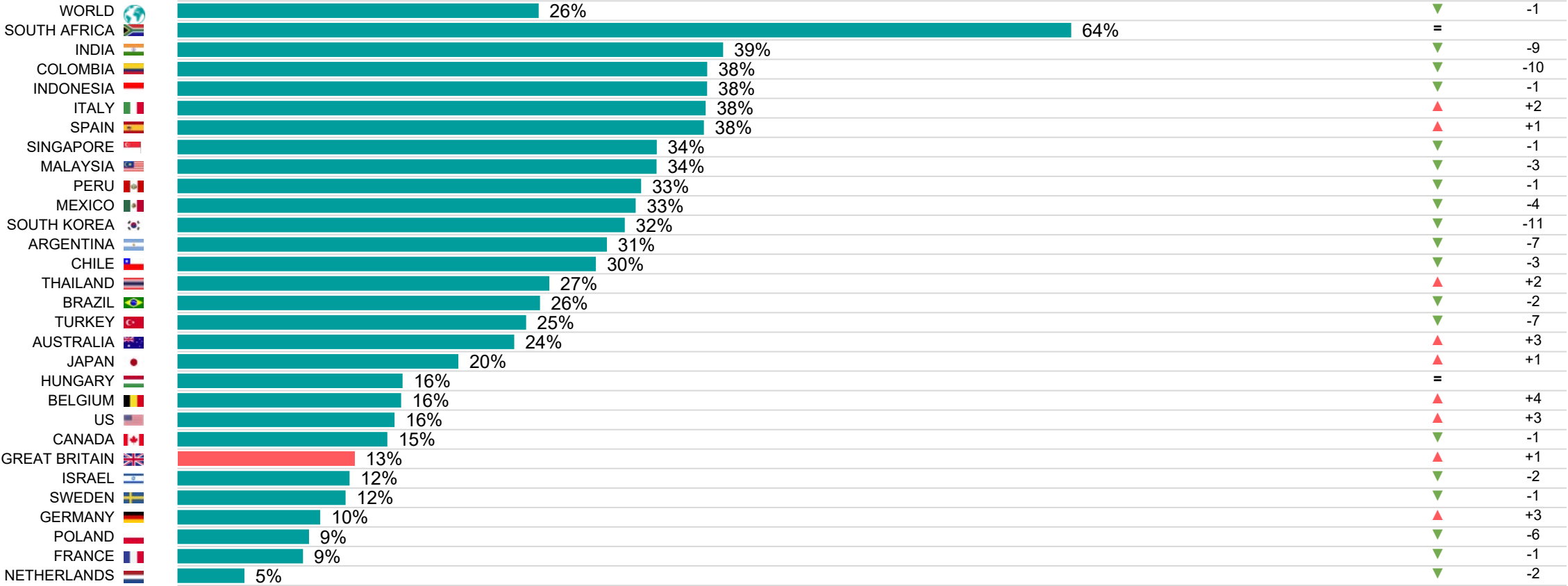
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# WORLD WORRIES COUNTRY COMPARISON

Country comparison of all 18 concerns

# 1 | INFLATION

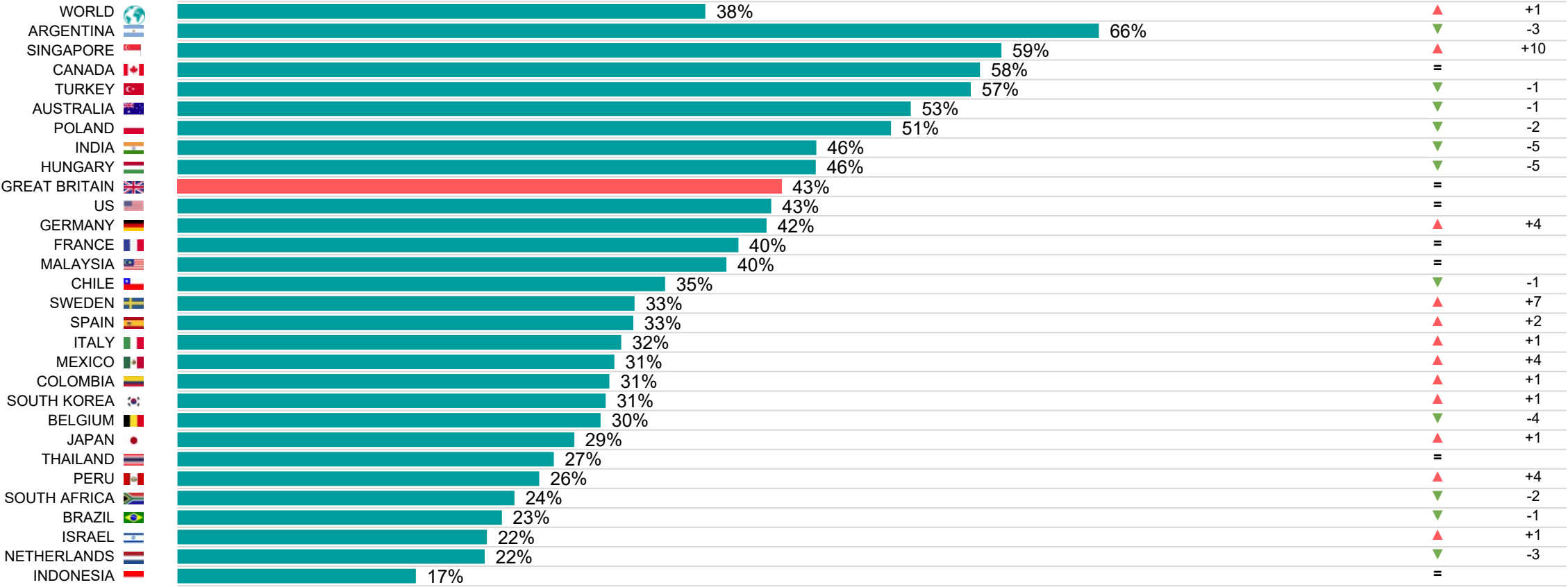
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Source: Global Advisor. Global score is a Global Country Average. See methodology for details.

2 | CRIME & VIOLENCE

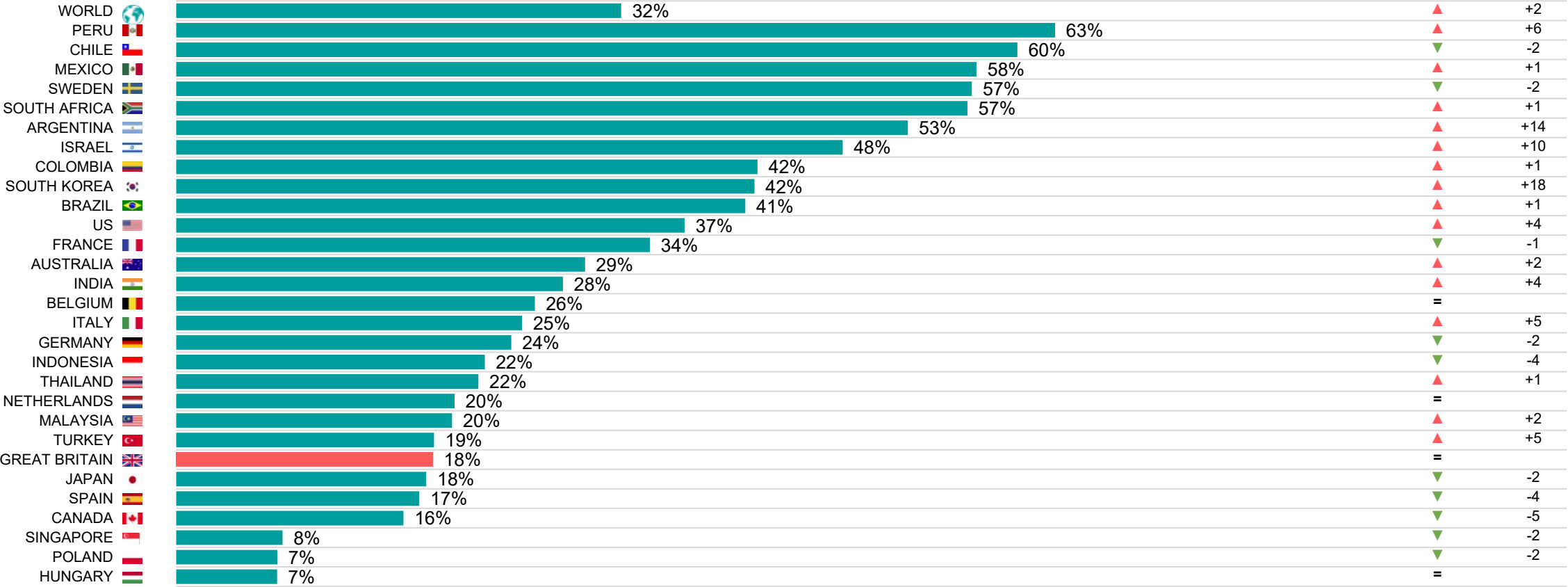
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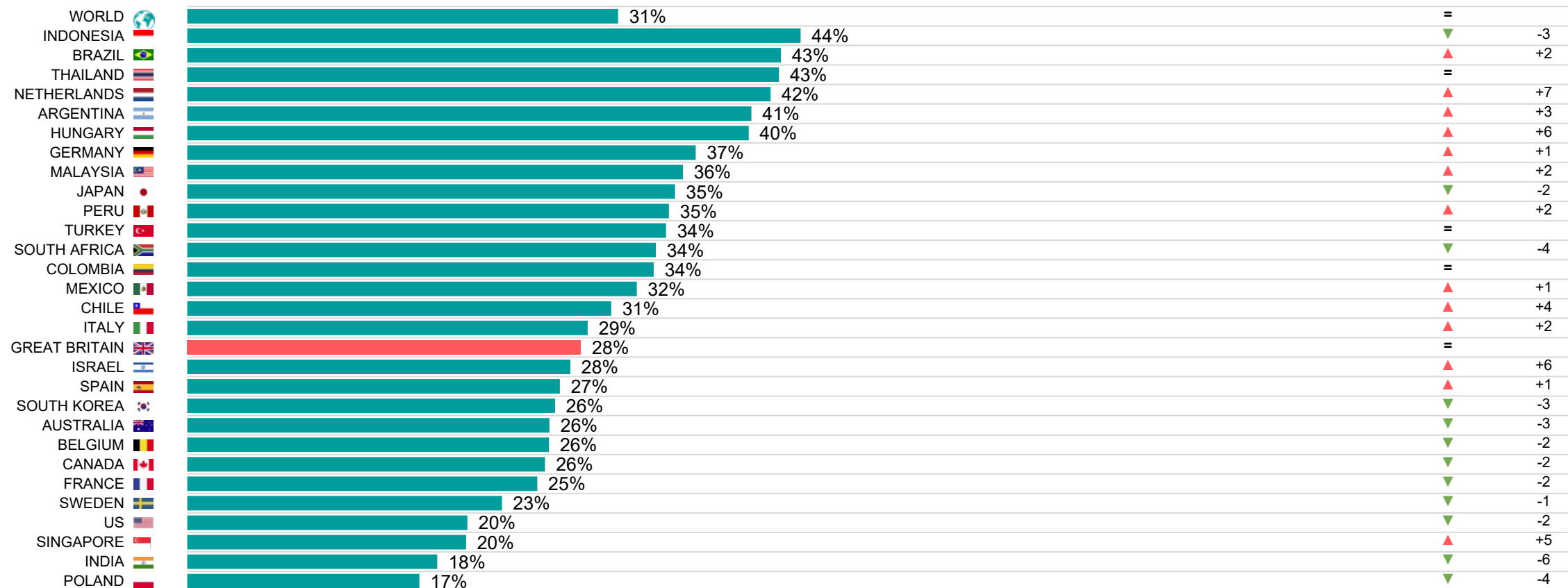
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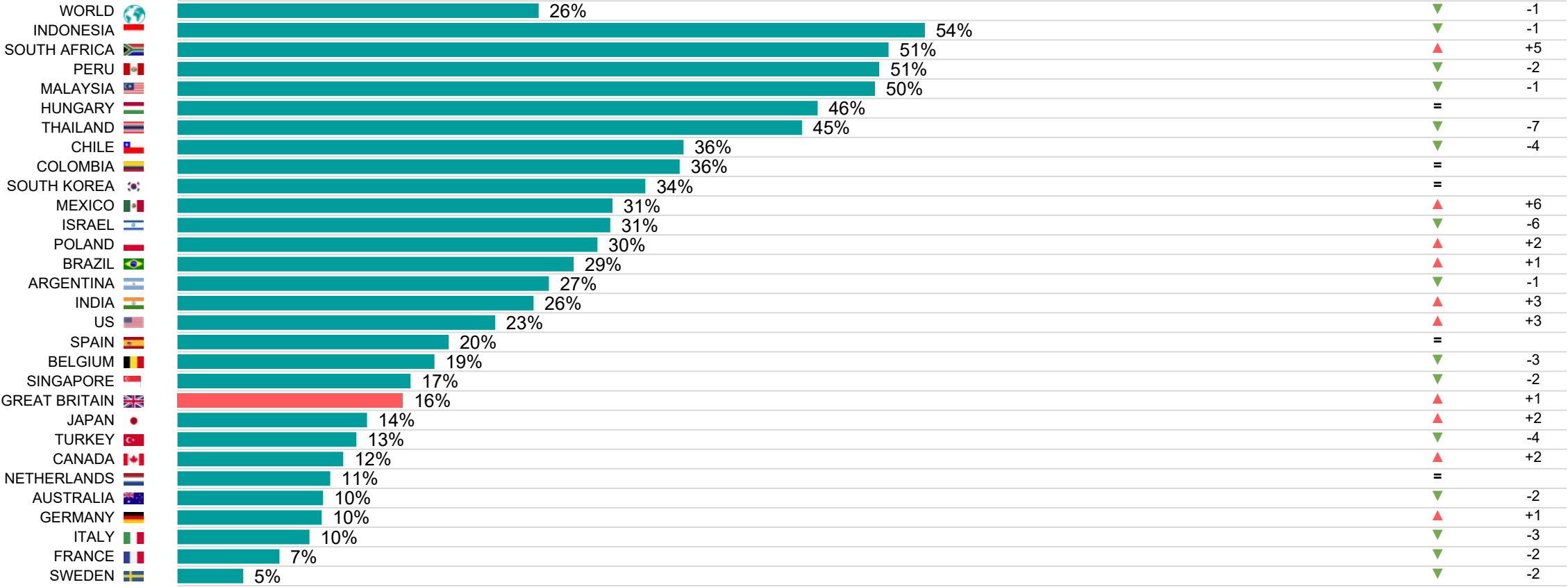
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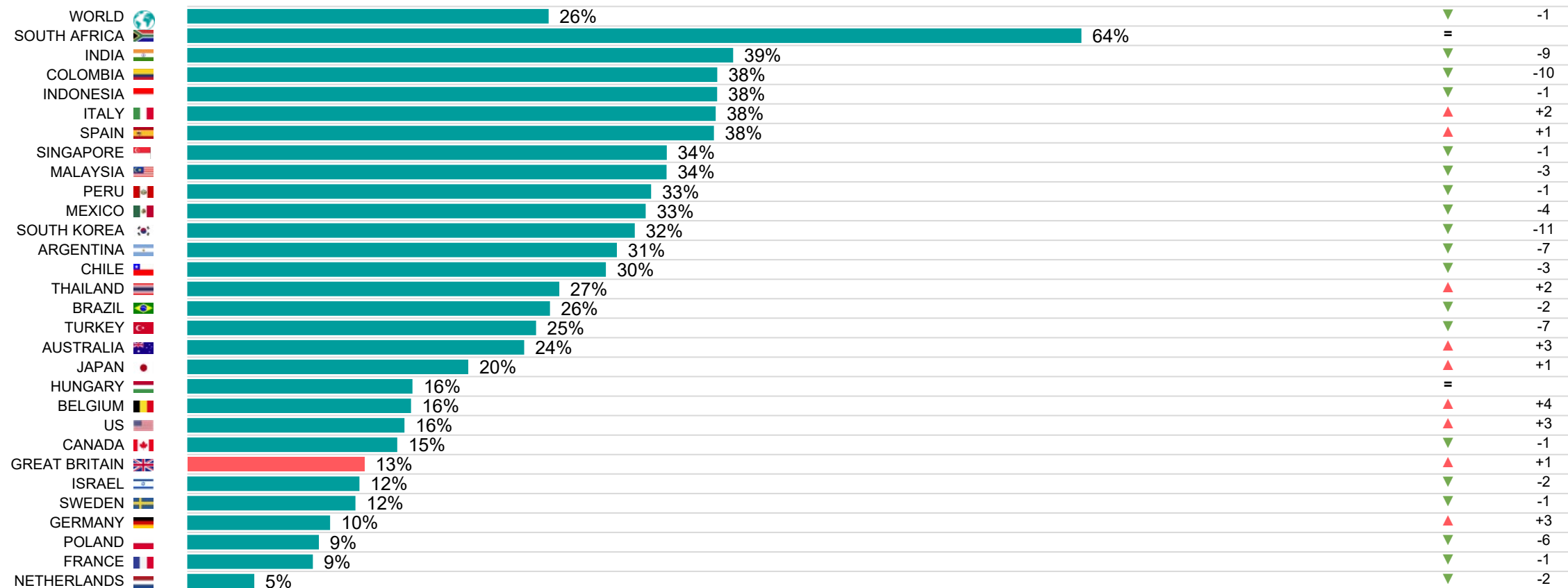
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(%) worried in September 2023 in each country



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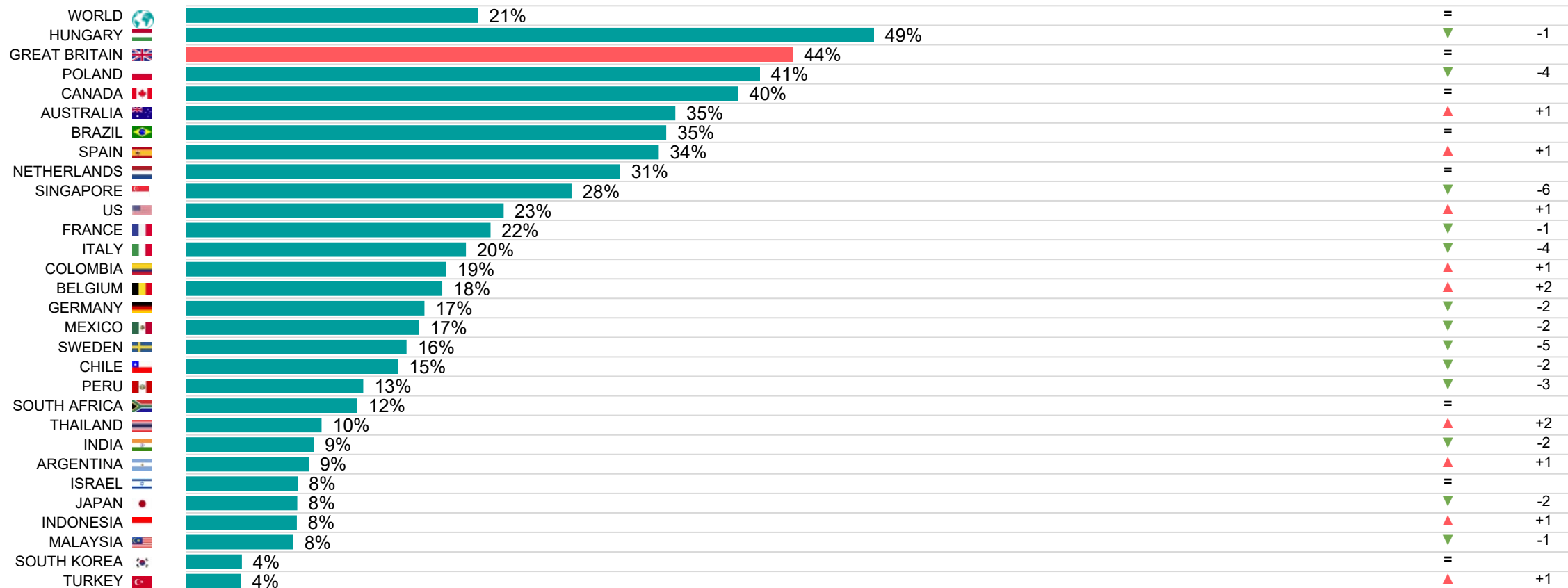
## 6 | HEALTH CARE WORLD WORRIES

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

% change compared  
with previous month:

**August 2023**

(%) worried in September 2023 in each country



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# 7 | CLIMATE CHANGE

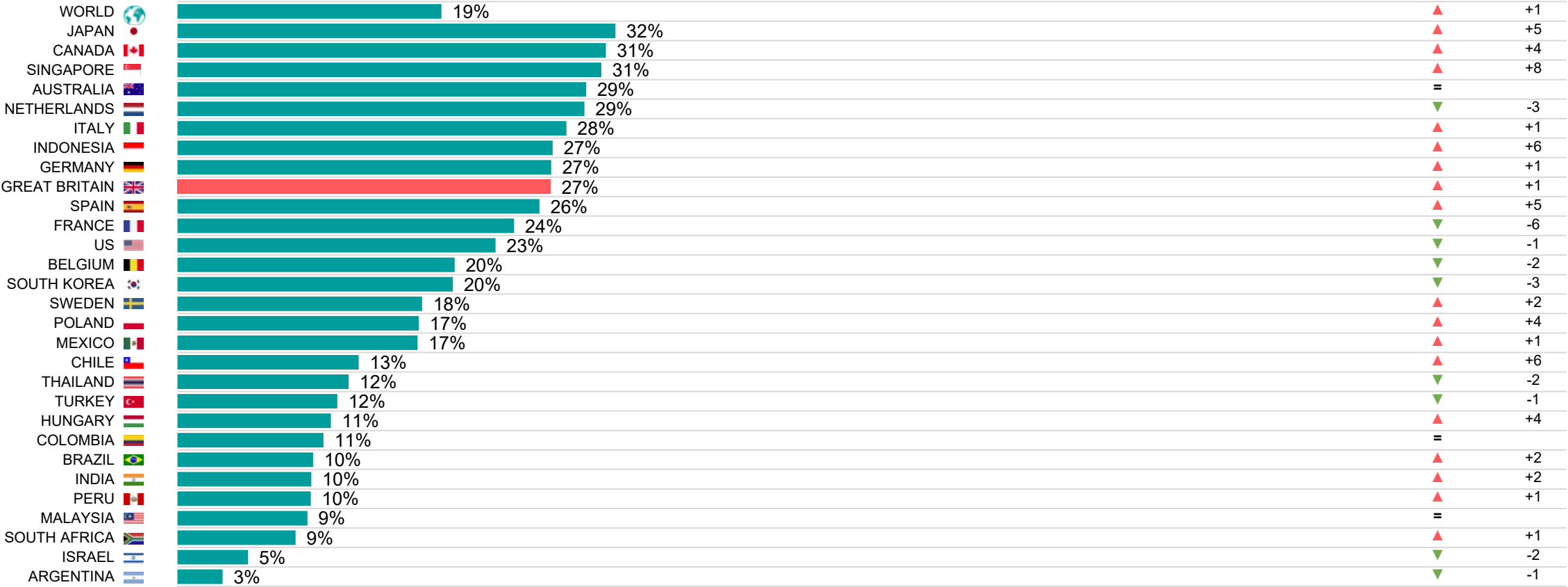
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# 8 | TAXES

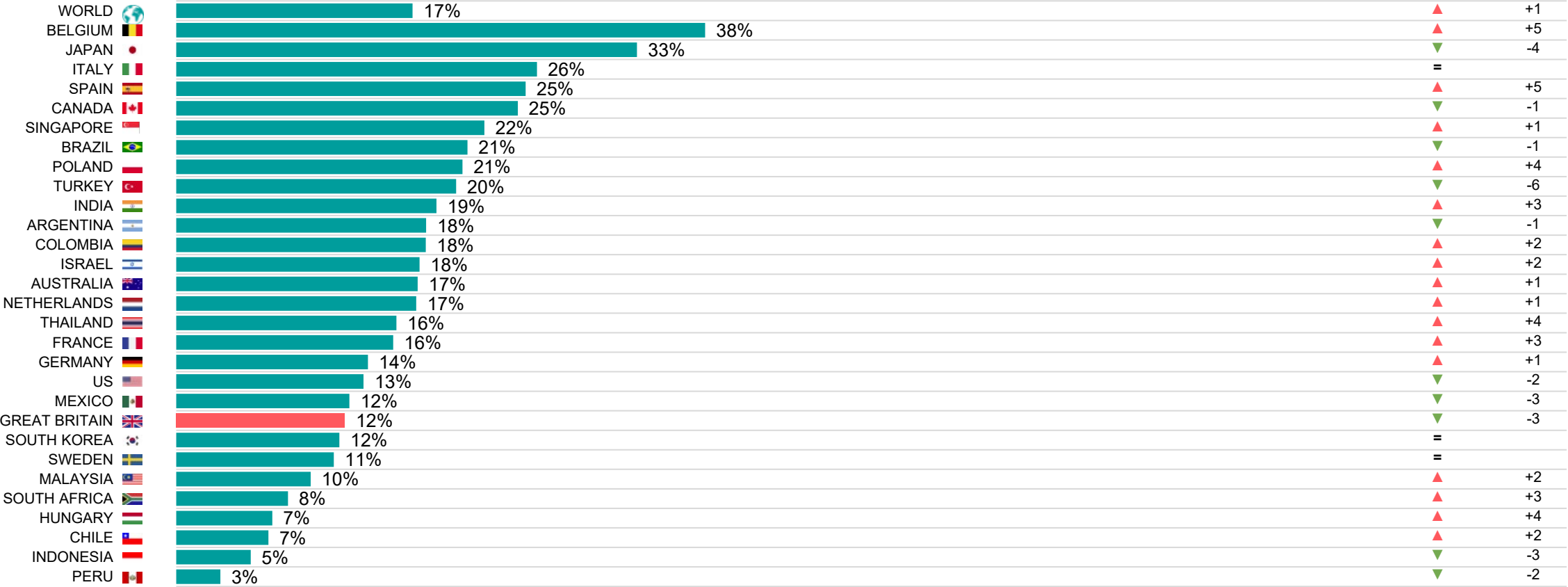
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9 | EDUCATION

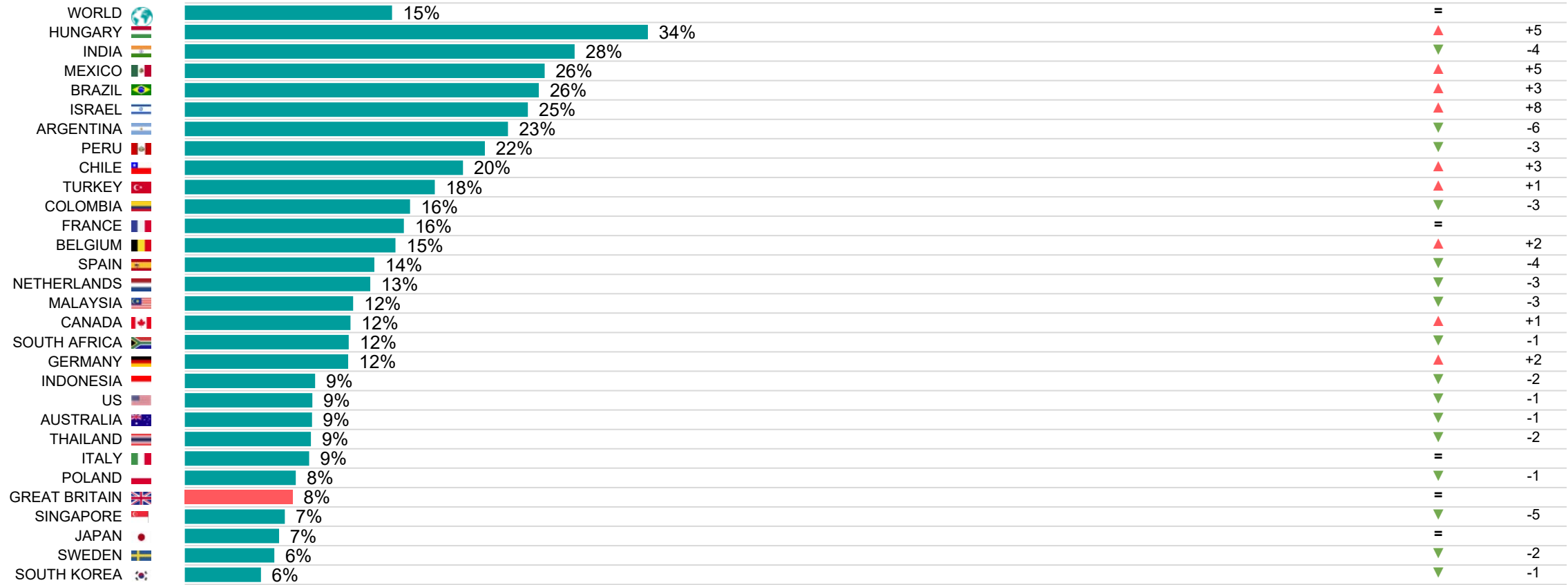
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10 | IMMIGRATION CONTROL

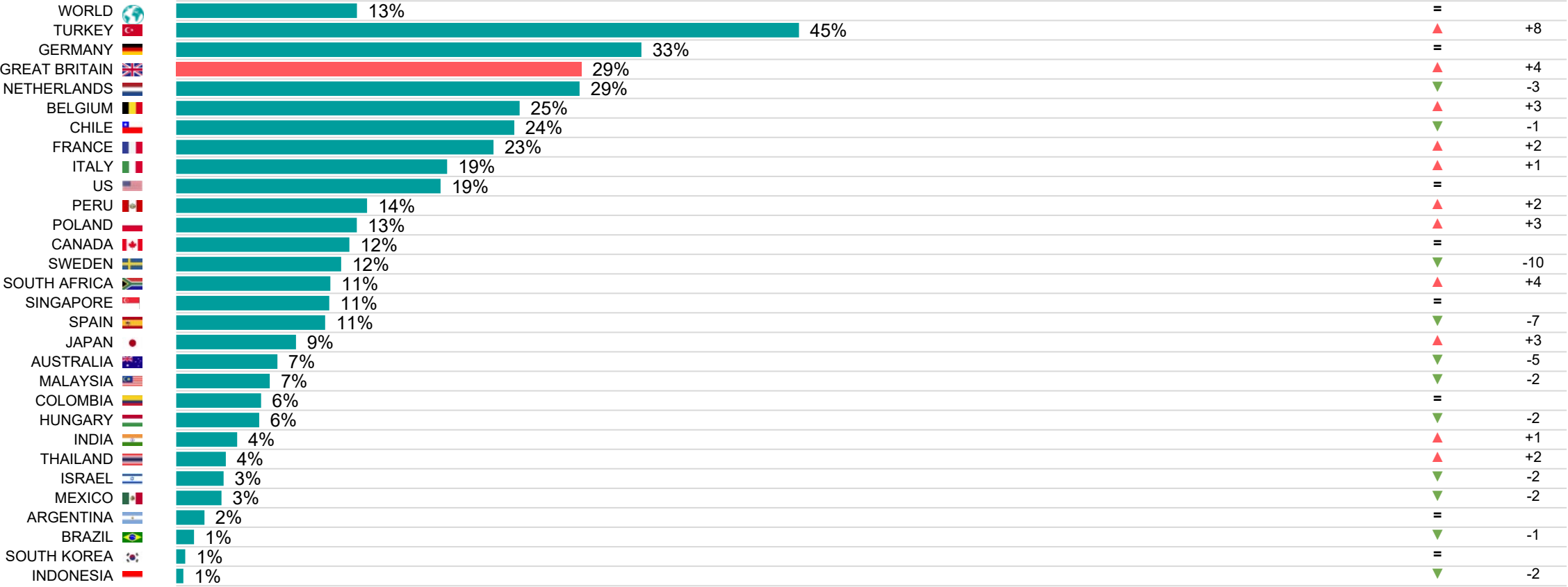
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11 | MORAL DECLINE

WORLD WORRIES

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with previous month:

August 2023

(%) worried in September 2023 in each country



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

# 12 | THREATS AGAINST THE ENVIRONMENT

## WORLD WORRIES

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

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August 2023

(%) worried in September 2023 in each country



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13 | RISE OF EXTREMISM

WORLD WORRIES

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

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August 2023

(%) worried in September 2023 in each country



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

14 | TERRORISM

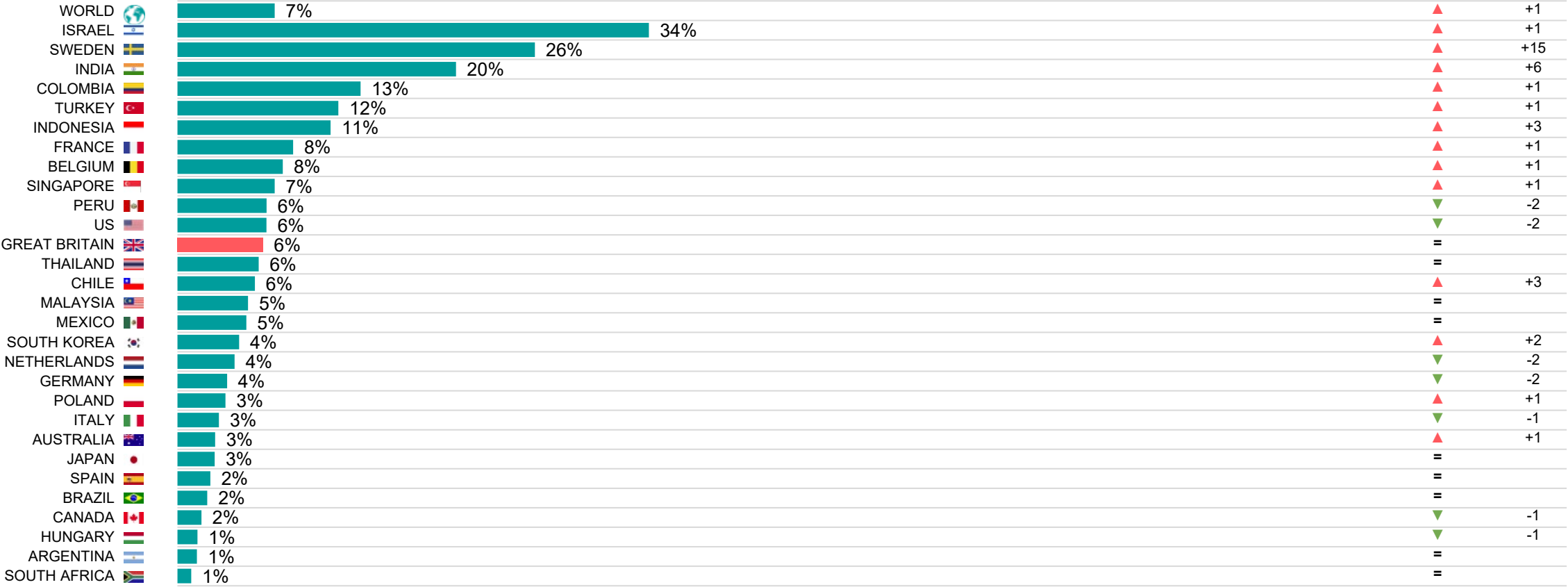
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15 | MILITARY CONFLICT BETWEEN NATIONS

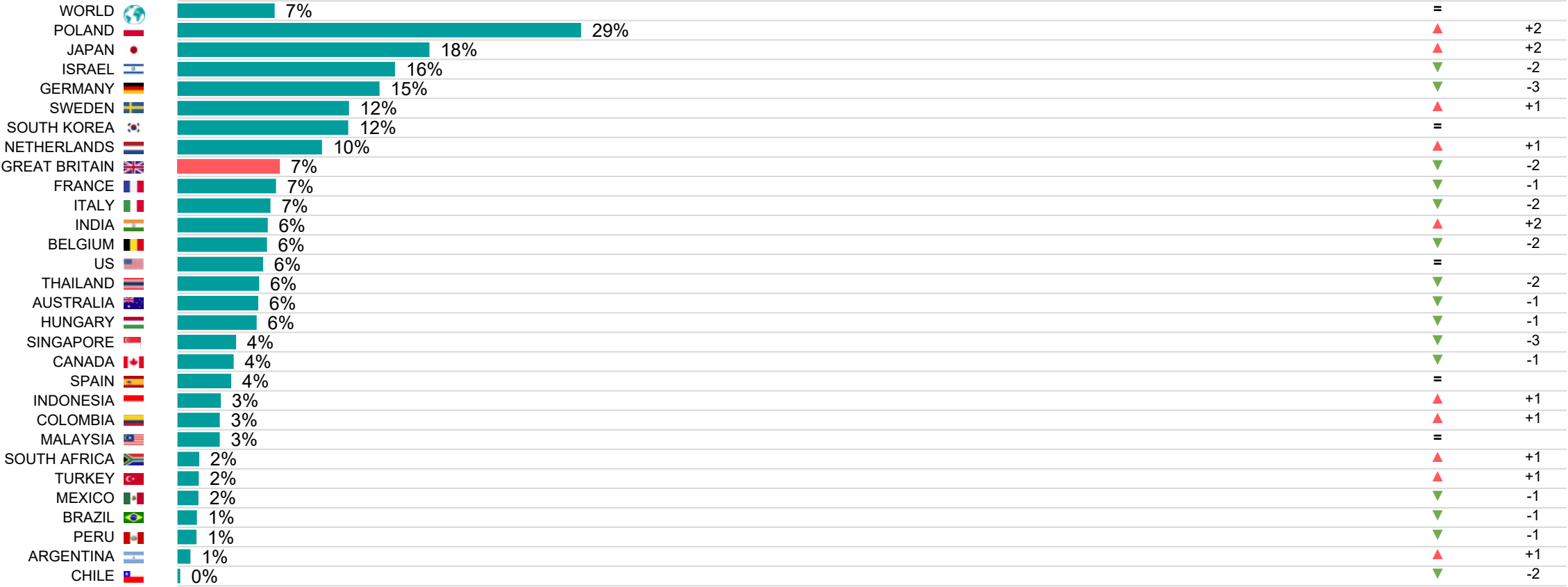
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Source: Global Advisor. Global score is a Global Country Average. See methodology for details.

# 16 | MAINTAINING SOCIAL PROGRAMMES

## WORLD WORRIES

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

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August 2023

(%) worried in September 2023 in each country



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17 | CORONAVIRUS (COVID-19)

WORLD WORRIES

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% change compared with previous month:

August 2023

(%) worried in September 2023 in each country



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18 | ACCESS TO CREDIT

WORLD WORRIES

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

% change compared with previous month:

August 2023

(%) worried in September 2023 in each country

|               |                                                                                     |    |  |   |    |
|---------------|-------------------------------------------------------------------------------------|----|--|---|----|
| WORLD         |    | 3% |  | ▲ | +1 |
| INDIA         |    | 6% |  | ▲ | +2 |
| THAILAND      |    | 5% |  | ▲ | +4 |
| TURKEY        |    | 5% |  | ▲ | +3 |
| FRANCE        |    | 4% |  | ▲ | +1 |
| COLOMBIA      |    | 3% |  | = |    |
| BRAZIL        |    | 3% |  | = |    |
| US            |    | 3% |  | = |    |
| ARGENTINA     |    | 3% |  | ▲ | +2 |
| MALAYSIA      |    | 3% |  | ▲ | +1 |
| POLAND        |    | 3% |  | = |    |
| CANADA        |    | 3% |  | ▲ | +1 |
| BELGIUM       |    | 3% |  | = |    |
| AUSTRALIA     |    | 3% |  | ▲ | +1 |
| ITALY         |    | 3% |  | ▼ | -1 |
| SPAIN         |    | 3% |  | ▲ | +1 |
| SINGAPORE     |    | 2% |  | = |    |
| HUNGARY       |    | 2% |  | ▼ | -1 |
| GREAT BRITAIN |    | 2% |  | = |    |
| SWEDEN        |    | 2% |  | = |    |
| GERMANY       |    | 2% |  | ▲ | +1 |
| SOUTH KOREA   |    | 2% |  | = |    |
| INDONESIA     |    | 2% |  | ▲ | +1 |
| JAPAN         |    | 1% |  | = |    |
| CHILE         |  | 1% |  | = |    |
| NETHERLANDS   |  | 1% |  | = |    |
| SOUTH AFRICA  |  | 1% |  | = |    |
| PERU          |  | 1% |  | ▼ | -1 |
| MEXICO        |  | 1% |  | ▼ | -1 |
| ISRAEL        |  | 0% |  | ▼ | -2 |

Base: Representative sample of adults aged 16-74 in 29 countries. September 2023: 24,732.

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

# METHODOLOGY

# METHODOLOGY

The survey is conducted monthly in 29 countries around the world via the Ipsos Online Panel. The countries included are Argentina, Australia, Belgium, Brazil, Canada, Chile, Colombia, France, Great Britain, Germany, Hungary, India, Indonesia, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

For the results of the survey presented herein, an international sample of 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 were interviewed between August 25th 2023 and September 8th 2023. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.1 percentage points and of 500 accurate to +/- 4.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

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 country census data.

A survey with an unweighted probability sample of this size would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points for a 500 sample 19 times out of 20.

In 17 of the 29 countries surveyed internet penetration is sufficiently high to think of the samples as representative of the wider population within the age ranges covered: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Israel, Italy, Japan, Netherlands, Poland, South Korea, Spain, Sweden, Great Britain and United States.

Brazil, Chile, Colombia, India, Indonesia, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand and Turkey have lower levels of internet penetration and so these samples should not be considered nationally representative, and instead be considered to represent a more affluent, connected population. These are still a vital social group to understand in these countries, representing an important and emerging middle class.

## FOR MORE INFORMATION

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Chief Knowledge Officer

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**Gideon Skinner**

Research Director

✉ [gideon.skinner@ipsos.com](mailto:gideon.skinner@ipsos.com)

**Teodros Gebrekal**

Senior Project Manager

✉ [teodros.gebrekal@ipsos.com](mailto:teodros.gebrekal@ipsos.com)