

WHAT WORRIES THE WORLD?

October 2023



GAME CHANGERS



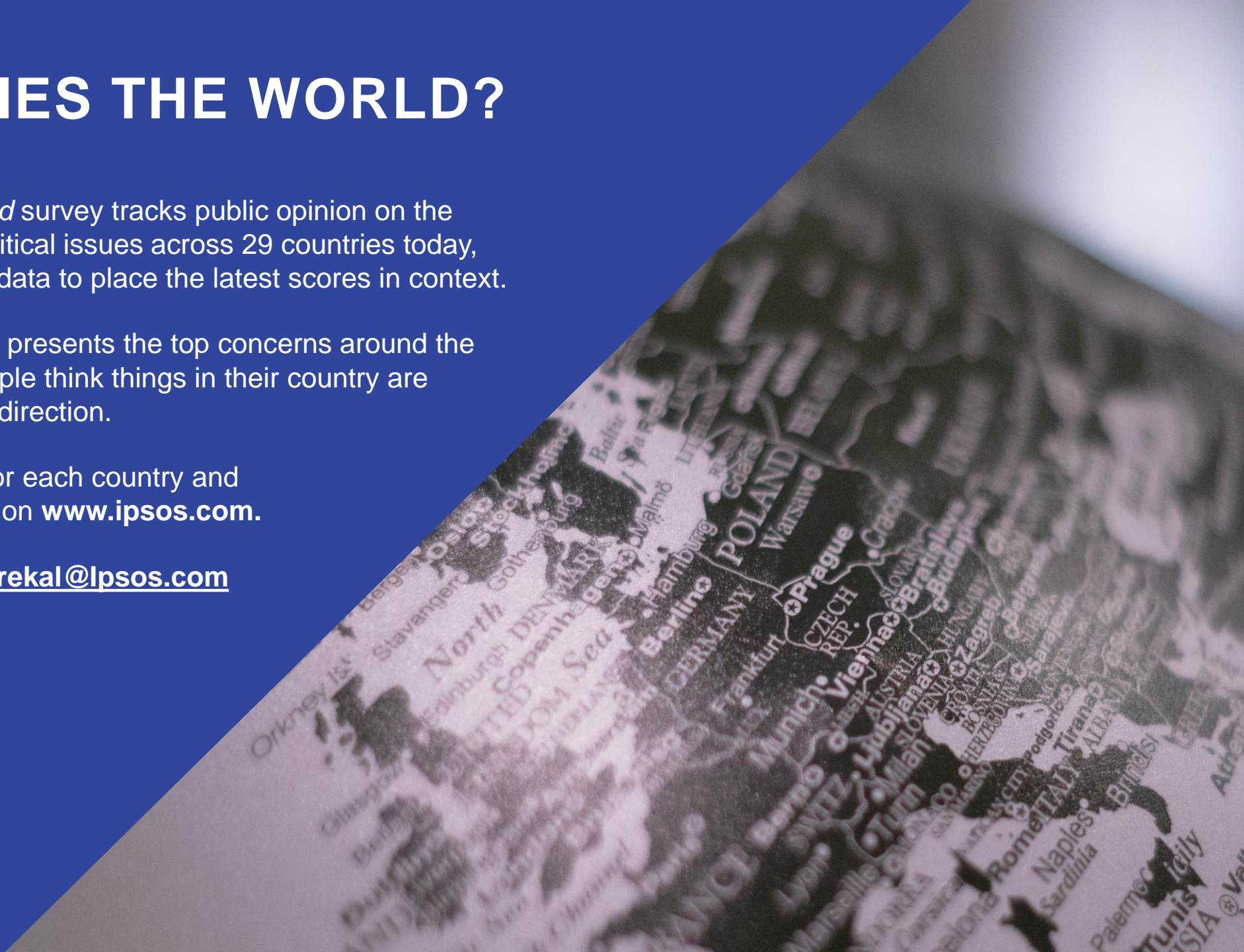
WHAT WORRIES THE WORLD?

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.

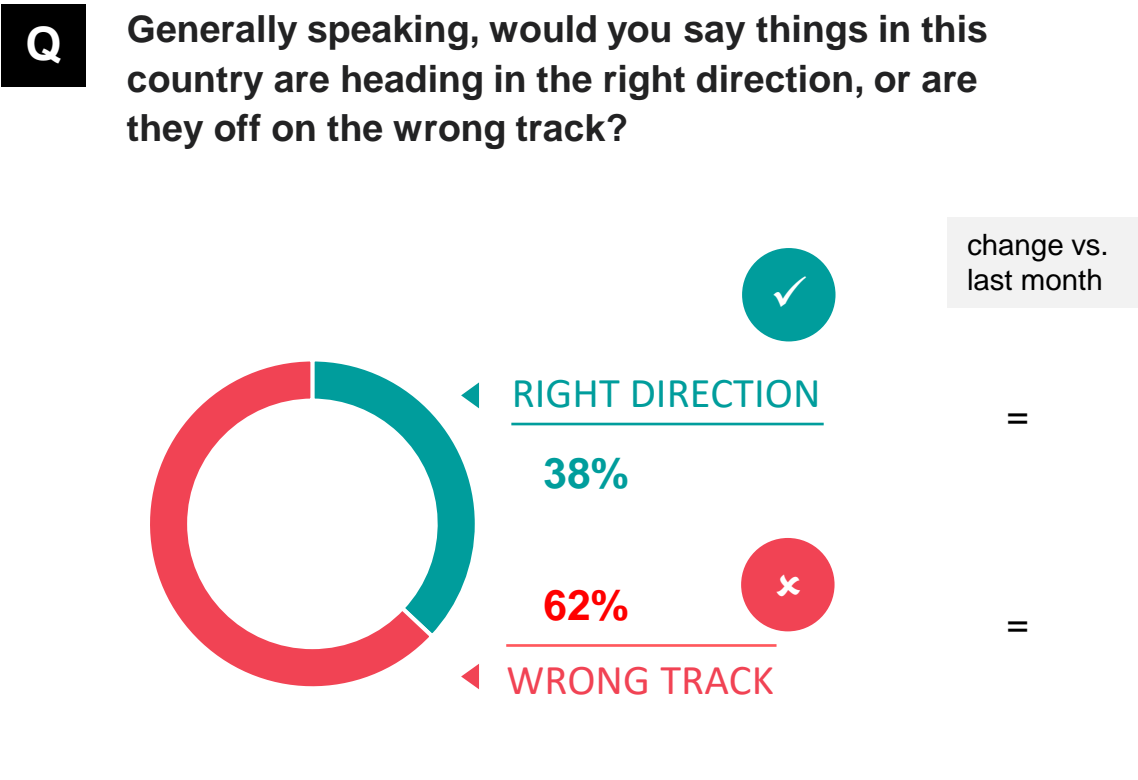
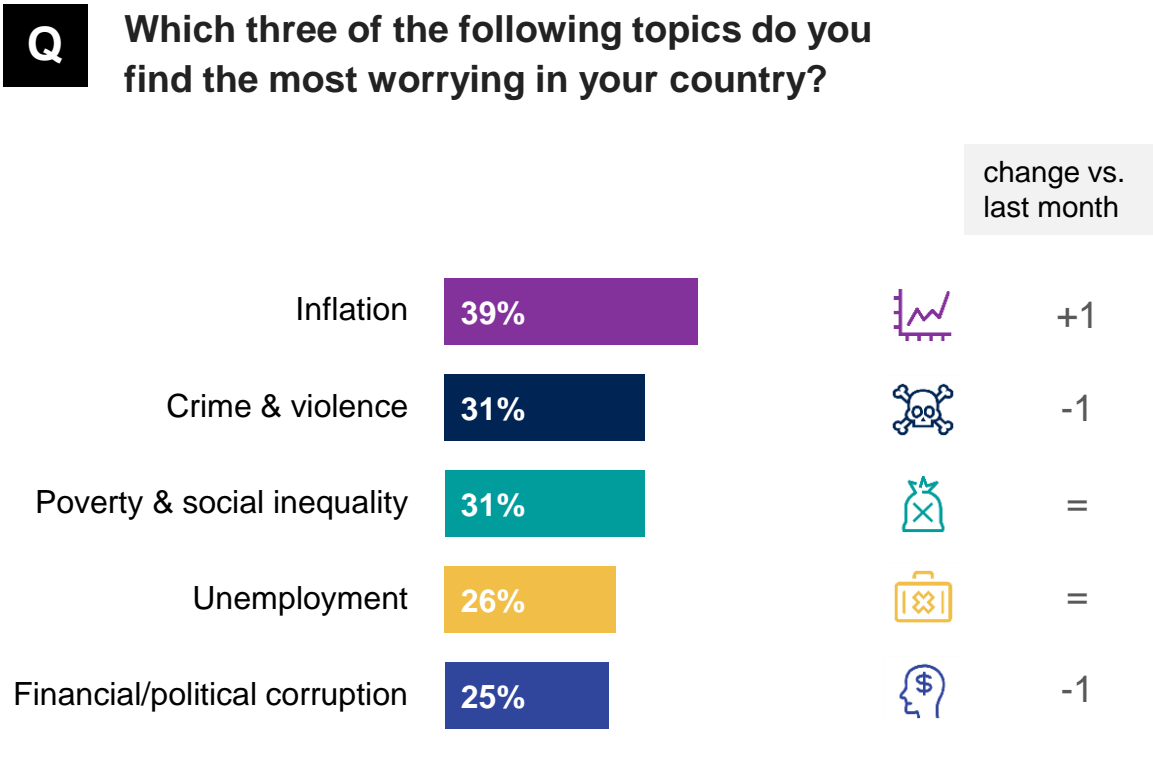
Full breakdowns of findings for each country and each issue are also available on **www.ipsos.com**.

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



WHAT WORRIES THE WORLD? OCTOBER 2023

Inflation is the top concern for the 19th consecutive month with almost four in ten (39%) across 29 countries picking it as a major issue. The remaining top four worries have not moved significantly since last month. Crime and violence and corruption are both down one point. The proportion saying their country is headed in the right direction tracker remains unchanged.

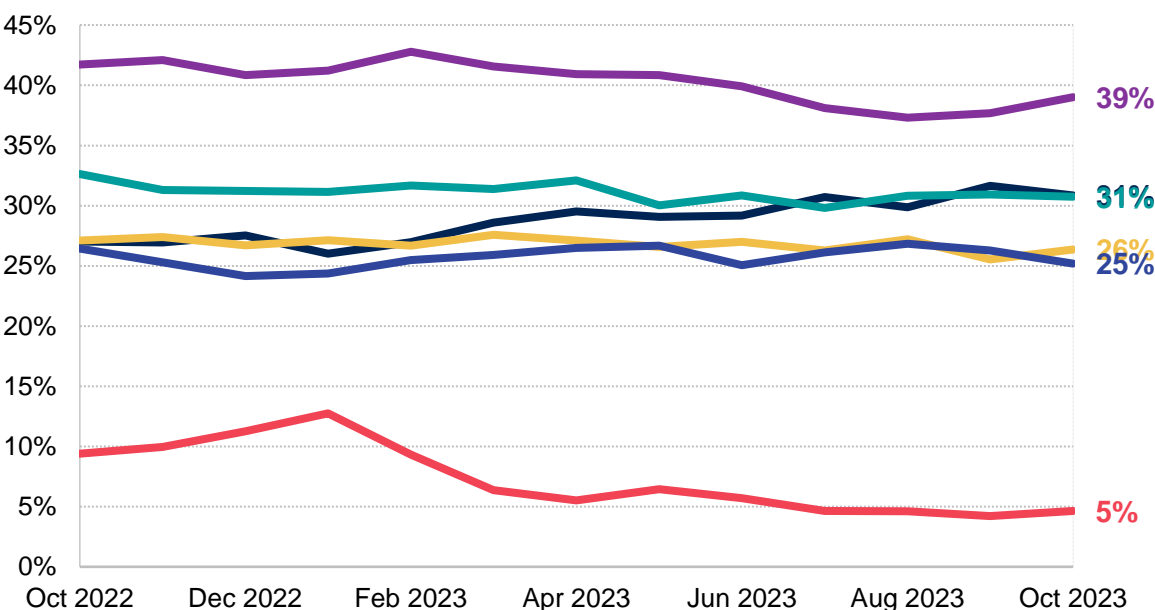


Base: Representative sample of 25,220 adults aged 16-74 in 29 participating countries, September 22nd 2023 - October 6th 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

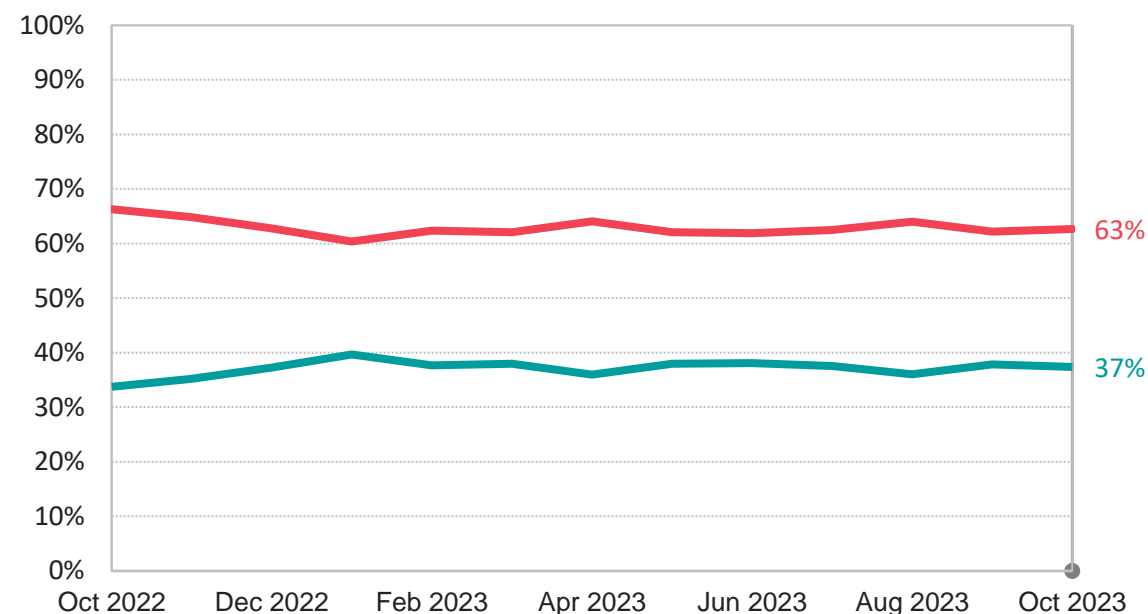


WHAT WORRIES THE WORLD? 12-MONTH TREND

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?



Right Direction Wrong Track

Base: Representative sample of c.25,220 adults aged 16-74 in 29 participating countries, October 2022 - October 2023.

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

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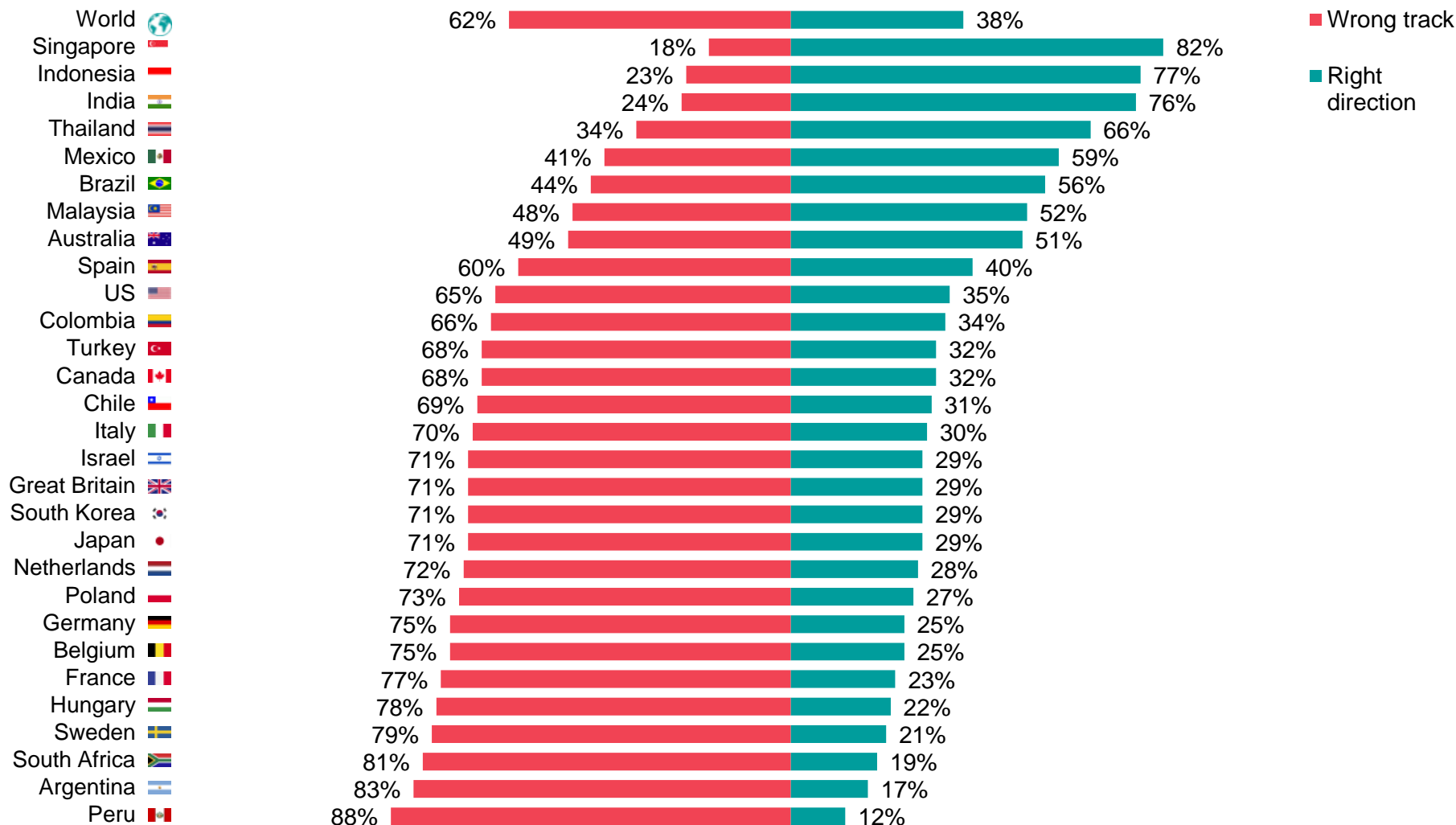
Filter: Country: World | Current Wave: Oct 23

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? (October 2023)



Unchanged from last month, nearly four in ten (38%) say their country is headed in the right direction. On a global level people are more positive than they were this month last year. In October 2022, 34% were satisfied with life in their country.

This month two countries record the lowest ever right direction scores. In Canada, only 32% say the country is headed in the right direction. Meanwhile, 25% of Germans feel the same with how things are going in their country, equalling last month's lowest ever score.

Conversely, Turkey is moving up the list, with 32% believing the country is on the right track. The country is up nearly 10pp from the beginning of this year.

Base: Representative sample of 25,220 adults aged 16-74 in 29 participating countries, September 22nd 2023 - October 6th 2023.

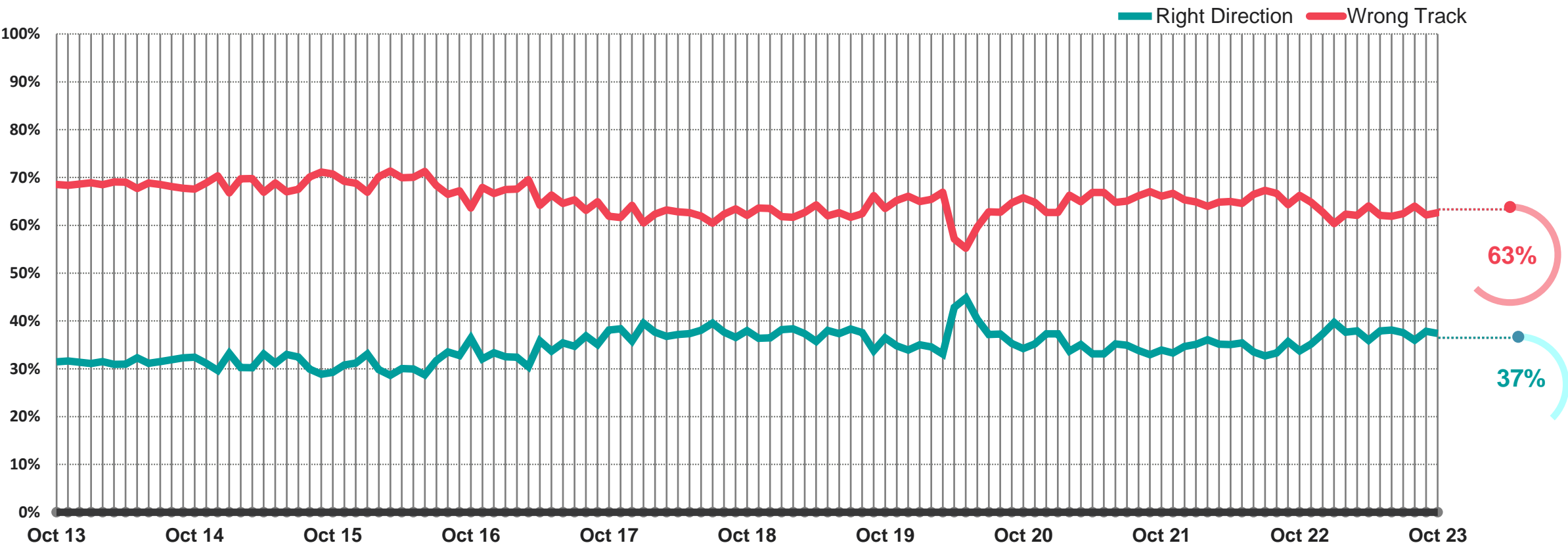
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

Filter: Country: World | Current Wave: Oct 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.25,220 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.*

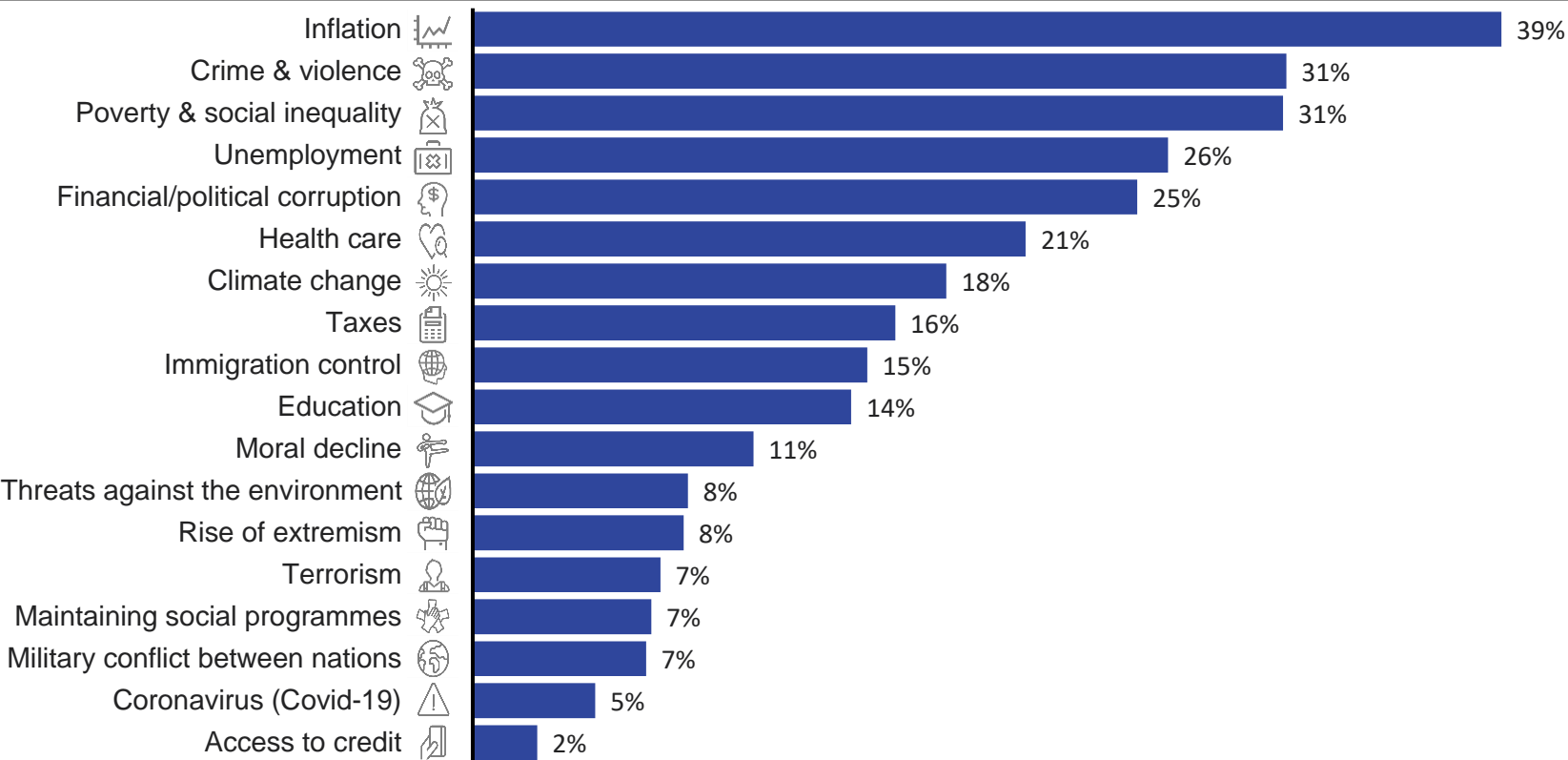
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in October 2023 (global country average)



Inflation is the top concern in our *What Worries the World* survey for the 19th month in a row. Almost four in ten (39%) across 29 countries say it is a major issue.

The remaining top four concerns are relatively unmoved from last month. Crime and violence and financial/political corruption are both down one percentage point, while inequality and unemployment are unchanged.

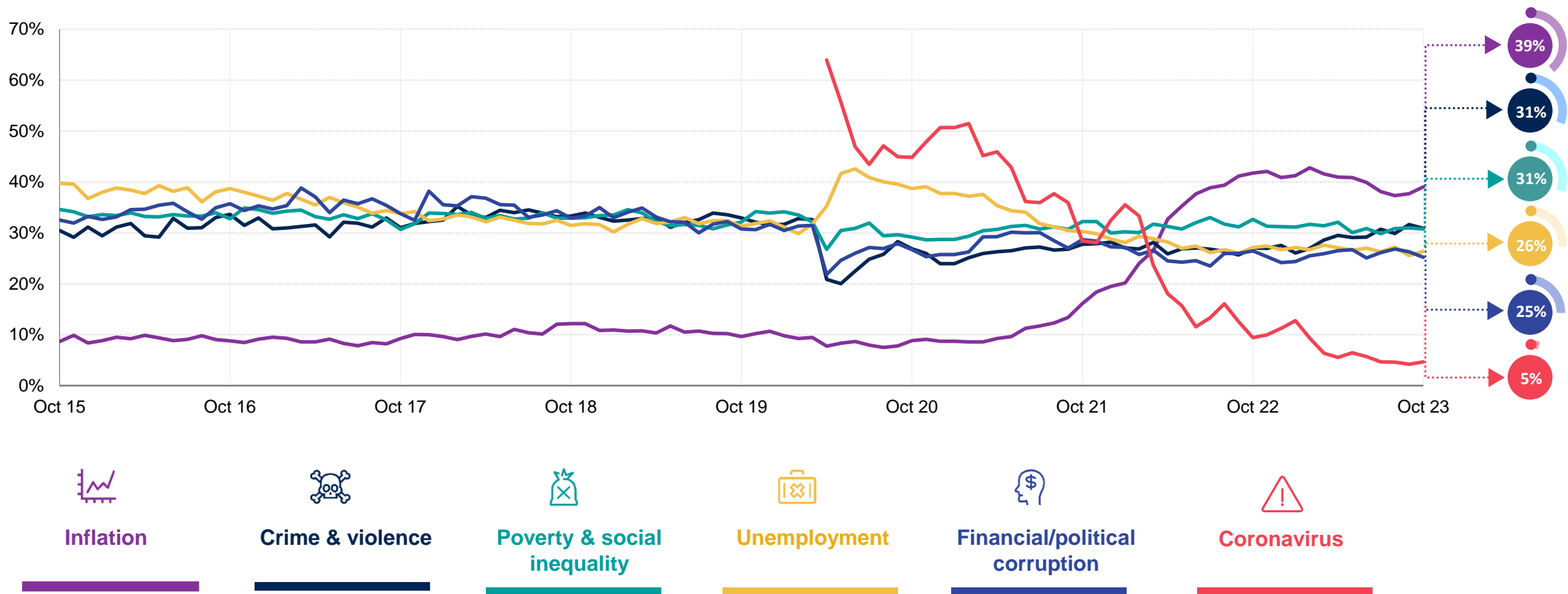
Immigration control is up 2pp this month, making it the highest level of concern globally since March 2020.

Base: Representative sample of 25,220 adults aged 16-74 in 29 participating countries, September 22nd 2023 - October 6th 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



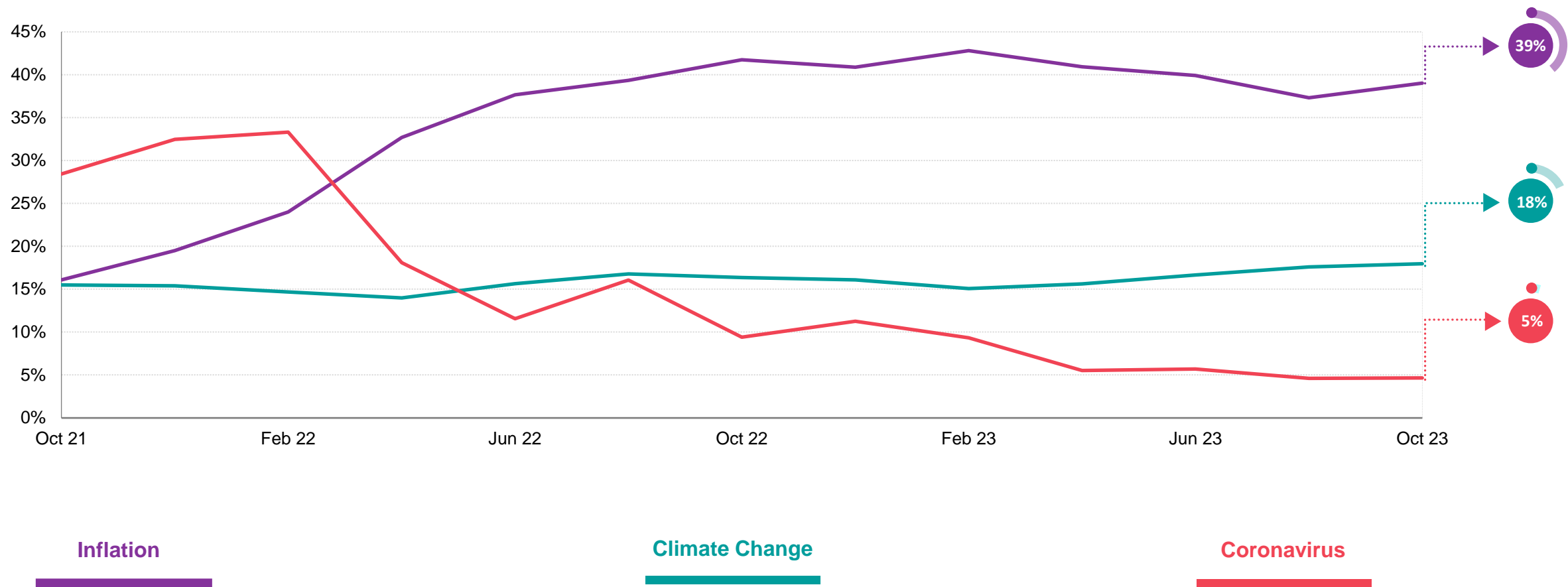
WORLD WORRIES: LONG-TERM TREND

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



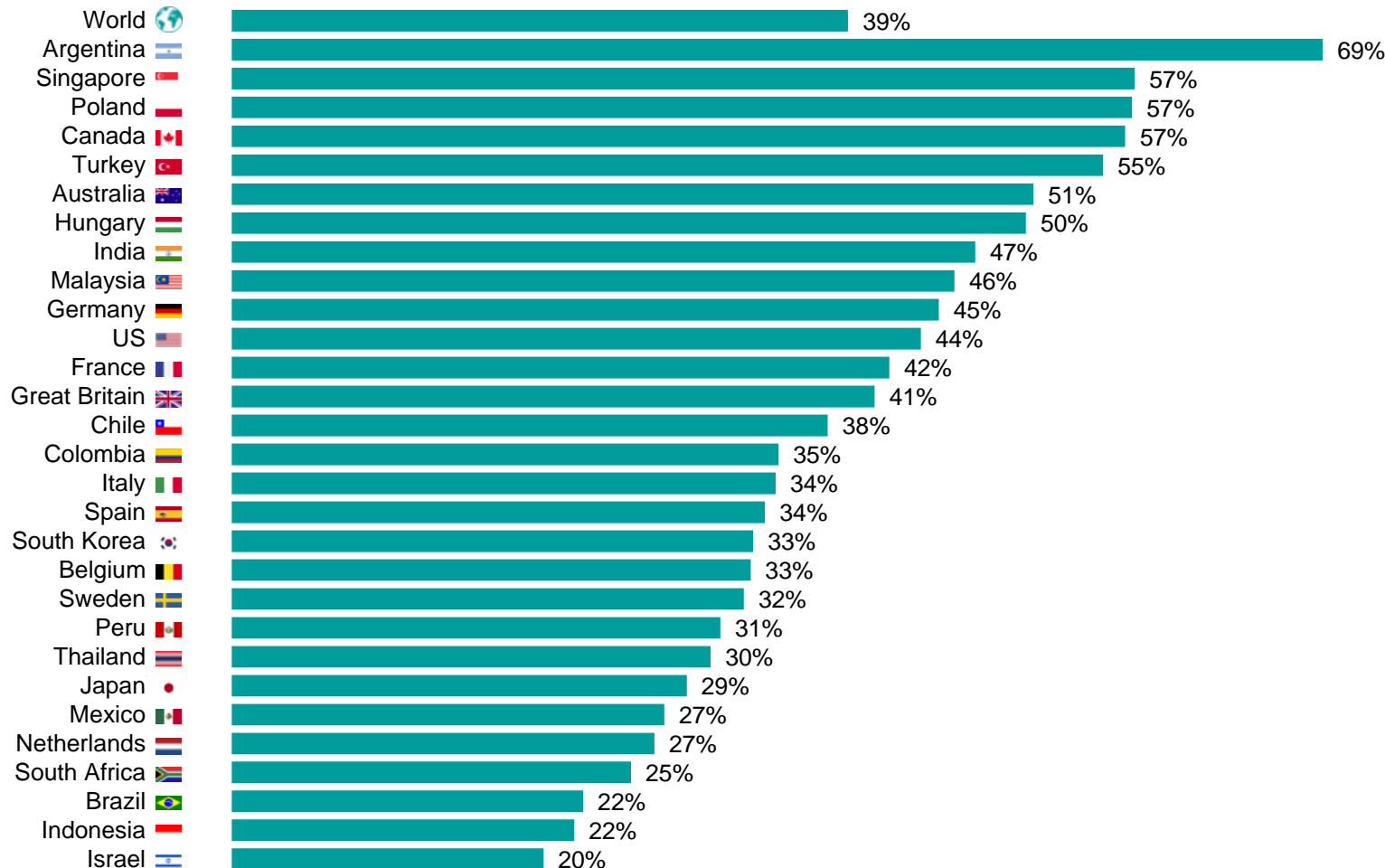
Base: Representative sample of 25,220 adults aged 16-74 in 29 participating countries, 2015 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

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



Base: Representative sample of c.25,220 adults aged 16-74 in 29 participating countries, October 2021 - October 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



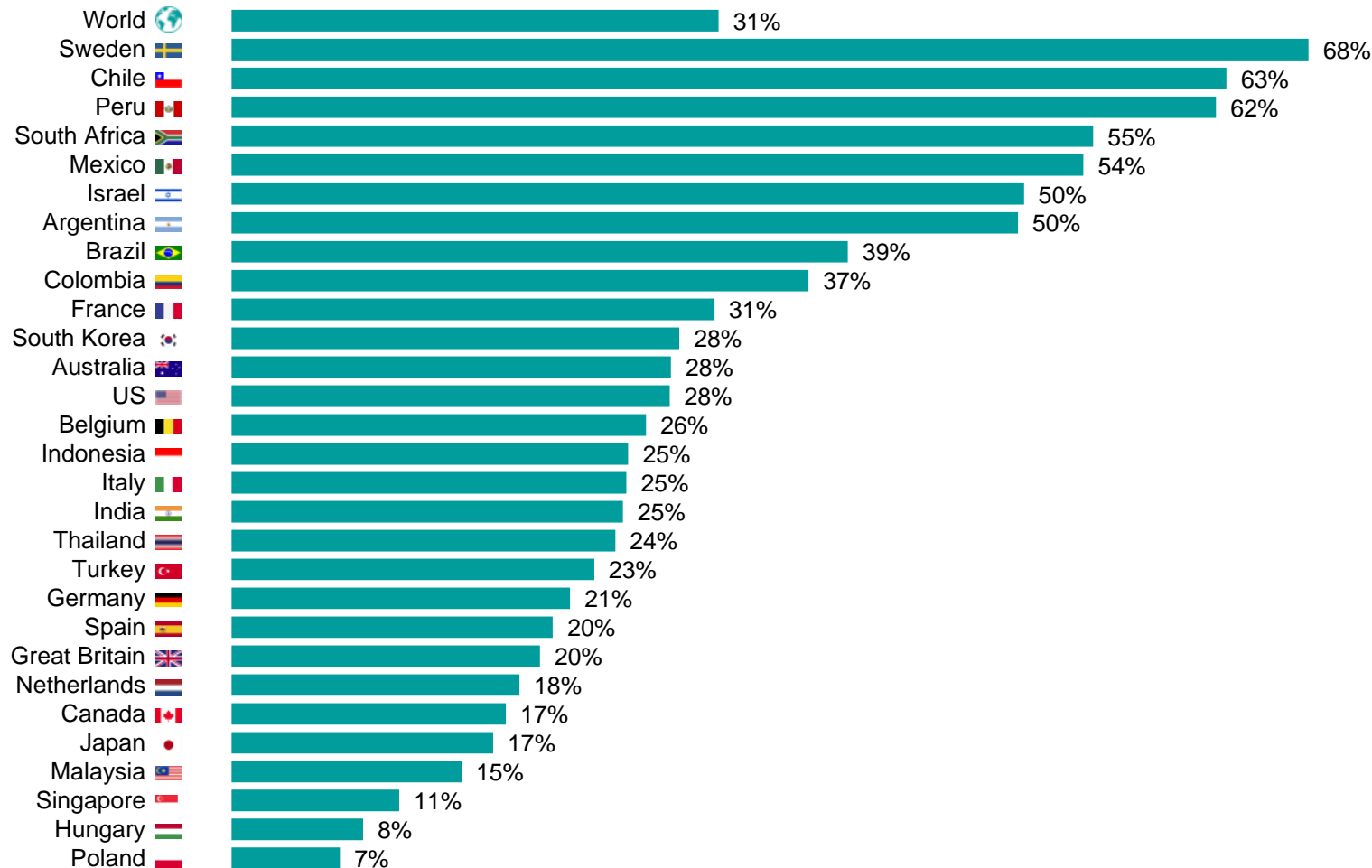
Almost four in ten (39%) across 29 countries choose inflation as the one of the biggest concerns facing their country.

Worry around inflation globally peaked at 43% in February. Since then, it has remained at an elevated level with around four in ten picking it as an issue this year.

Argentina (69%) is the most concerned nation and worry has risen since last month by 3pp. They are also the most consistently worried – they have been in the number one spot for the last 11 months.

Ten countries this October have inflation as their highest worry – Argentina, Australia, Canada, France, Germany, India, Poland, Singapore, the US, and Turkey.

2 | CRIME & VIOLENCE



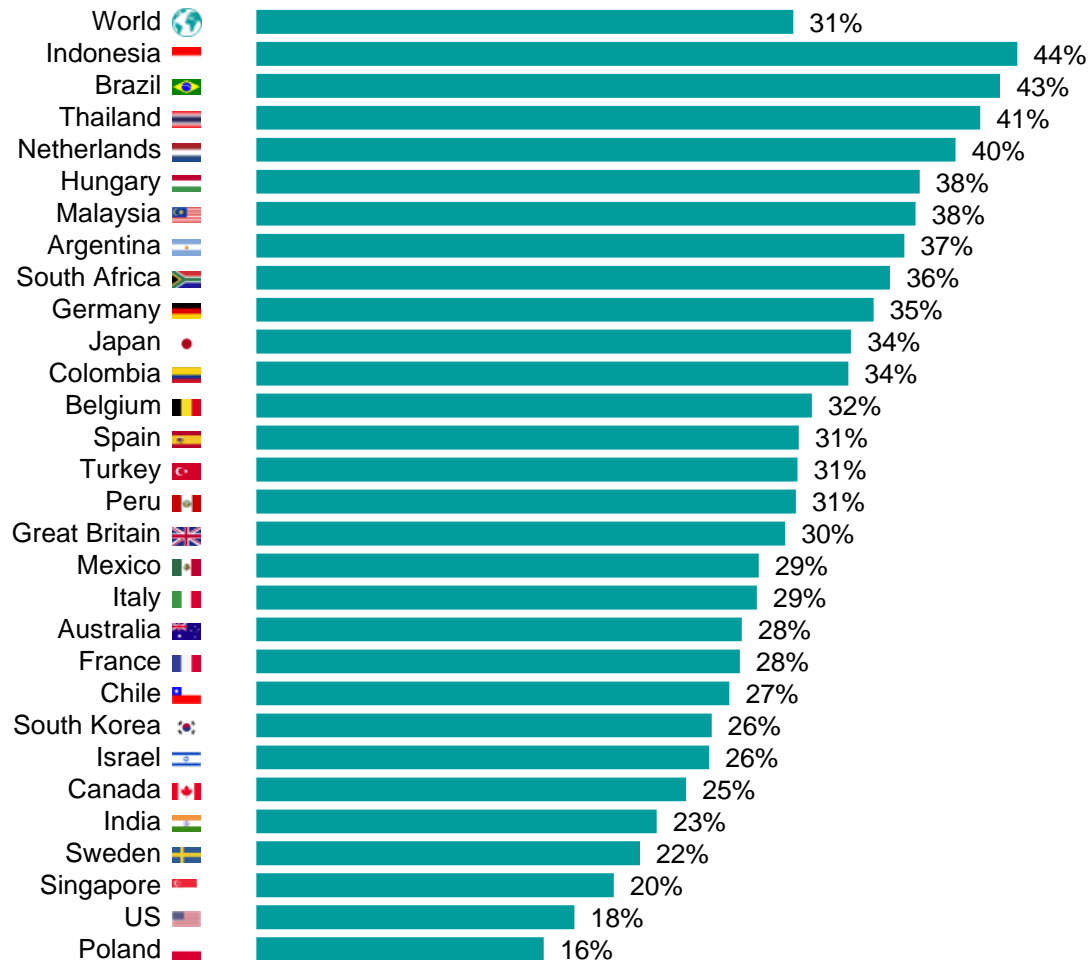
Just under one in three (31%) across 29 countries choose crime & violence as worry in their country.

Nearly seven in ten (68%) Swedes are worries about crime & violence this month, a sharp rise of 11pp from September. This is only the second time in our survey Sweden has scored this high. The last time was two years ago in October 2021. It should be noted that fieldwork took place before the [attack in Belgium](#).

After its recent spike last month, South Korea (28%) is down 14pp. Excluding September's score, this is the highest level of worry for the country since June 2019.

Six countries have at least half or more of their respondents saying crime & violence is a top concern.

3 | POVERTY & SOCIAL INEQUALITY



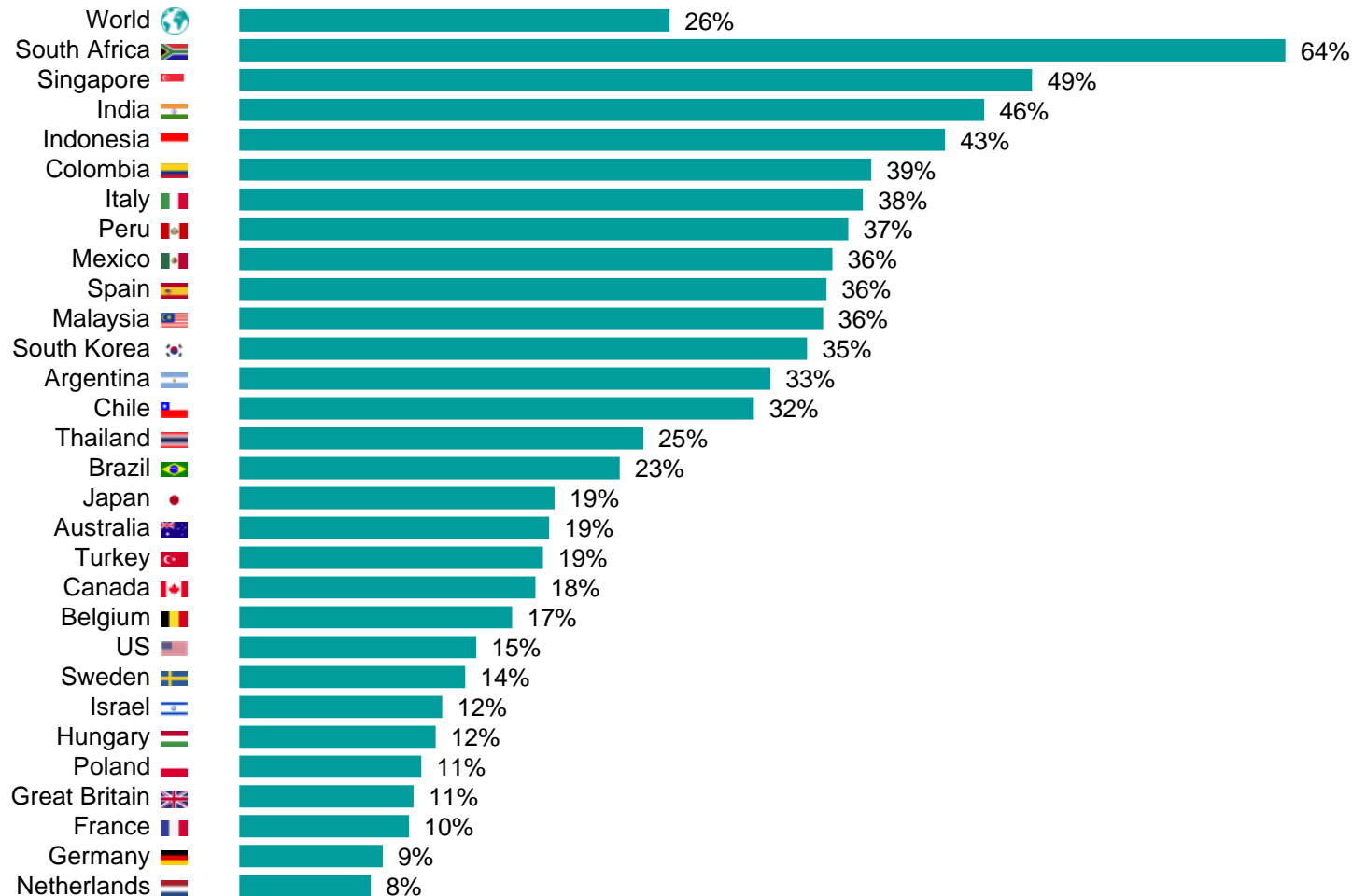
Poverty & social inequality remains unchanged from last month, with just under a third (31%) picking it as a worry.

Indonesia is the most worried about poverty & social inequality for a third month in a row, with 44% picking it as an issue. It's also the nation's second biggest concern, behind financial/political corruption.

A third of (32%) of people from Belgium list this as a major issue in their country, a 6pp rise from last month. It's the country's third biggest worry, following taxes and inflation.

Three countries have poverty & social inequality as their number one worry – Brazil (43%), the Netherlands (40%) and Japan (34%).

4 | UNEMPLOYMENT



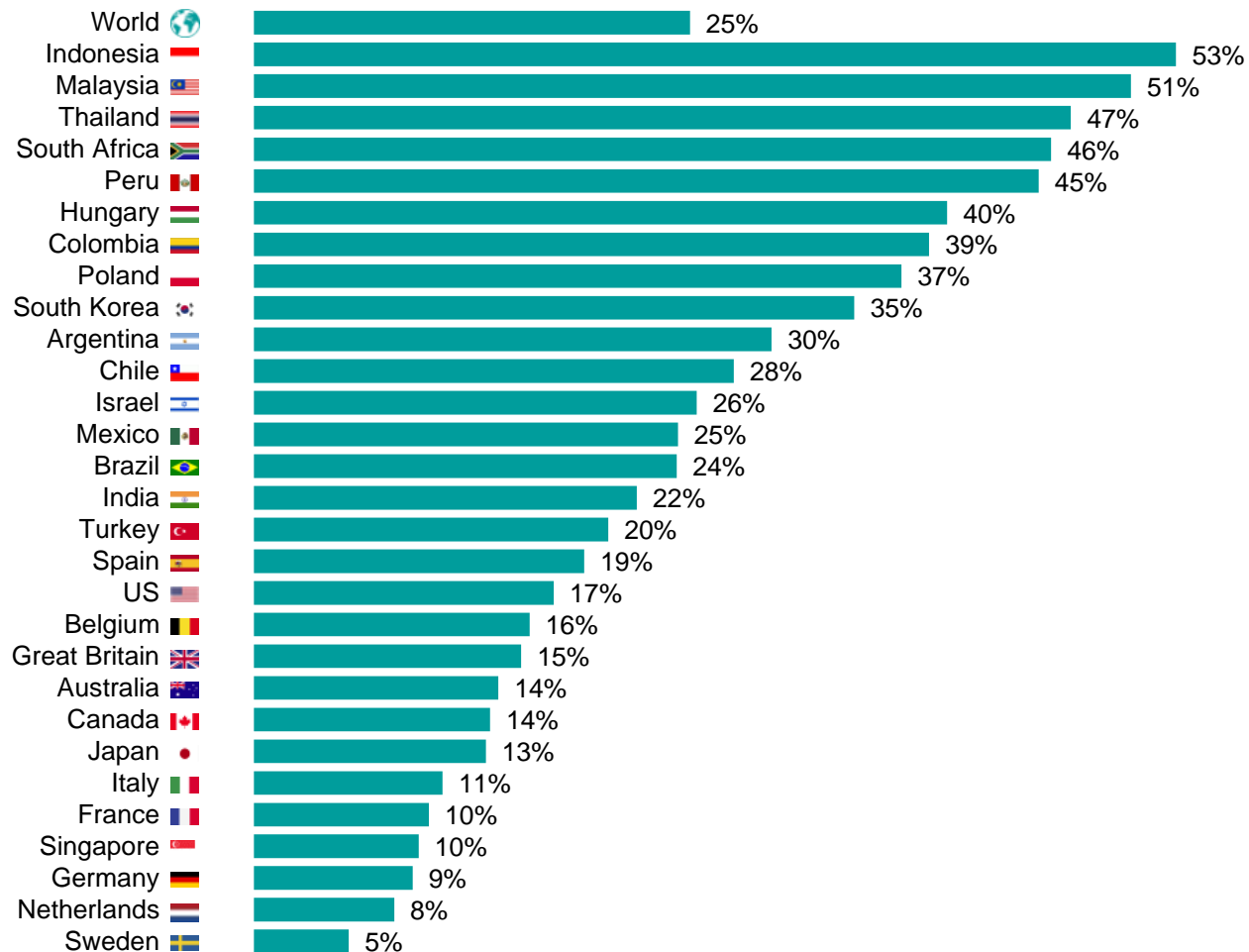
One in four (26%) across 29 countries choose unemployment as one of the biggest concerns in their country. This level of concern is unchanged from last month.

Half (49%) of Singaporeans put unemployment as one of their main worries. This an increase of 14pp from last month and the highest recording this year for Singapore on unemployment. It's the nation's second biggest worry behind inflation.

India is the third most worried country. Concern have also risen, going up by 7pp to 46%.

South Africa is the most concerned about unemployment, with 64% choosing it as a worry. South Africans have been the most worried about jobs since April 2021.

5 | FINANCIAL/POLITICAL CORRUPTION

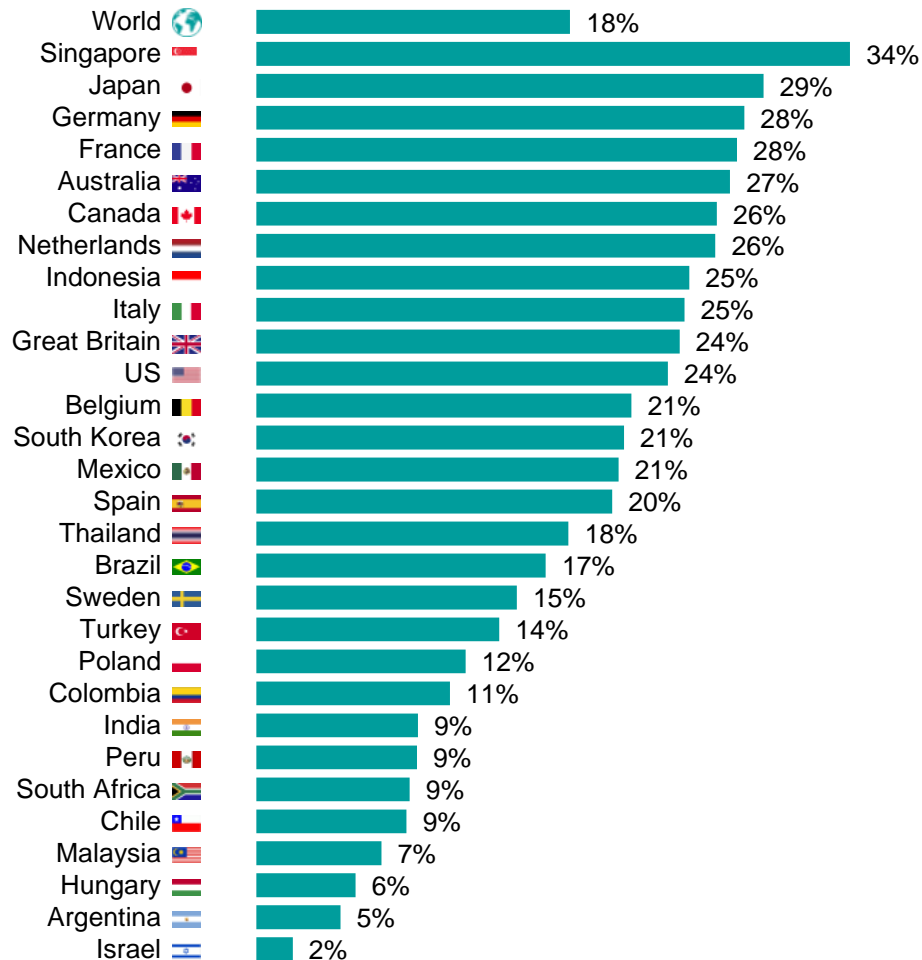


Financial/political corruption is the fifth biggest concern in our *What Worries the World* survey with one in four (25%) across 29 countries choosing it as a concern.

Indonesia is top of our list, with over half (53%) saying it's a big issue. It is the country's top worry and has been since August 2022. Malaysia (51%), Thailand (47%) and Colombia (39%) also have this worry on the top of their list.

Hungary now has two-fifths (40%) choosing financial/political corruption – a 6pp dip from last month. Peru has also moved in a similar direction, decreasing 6pp to 45%. Likewise, Chile has fallen down the list from September, dropping by 8pp compared to September 2023.

7 | CLIMATE CHANGE

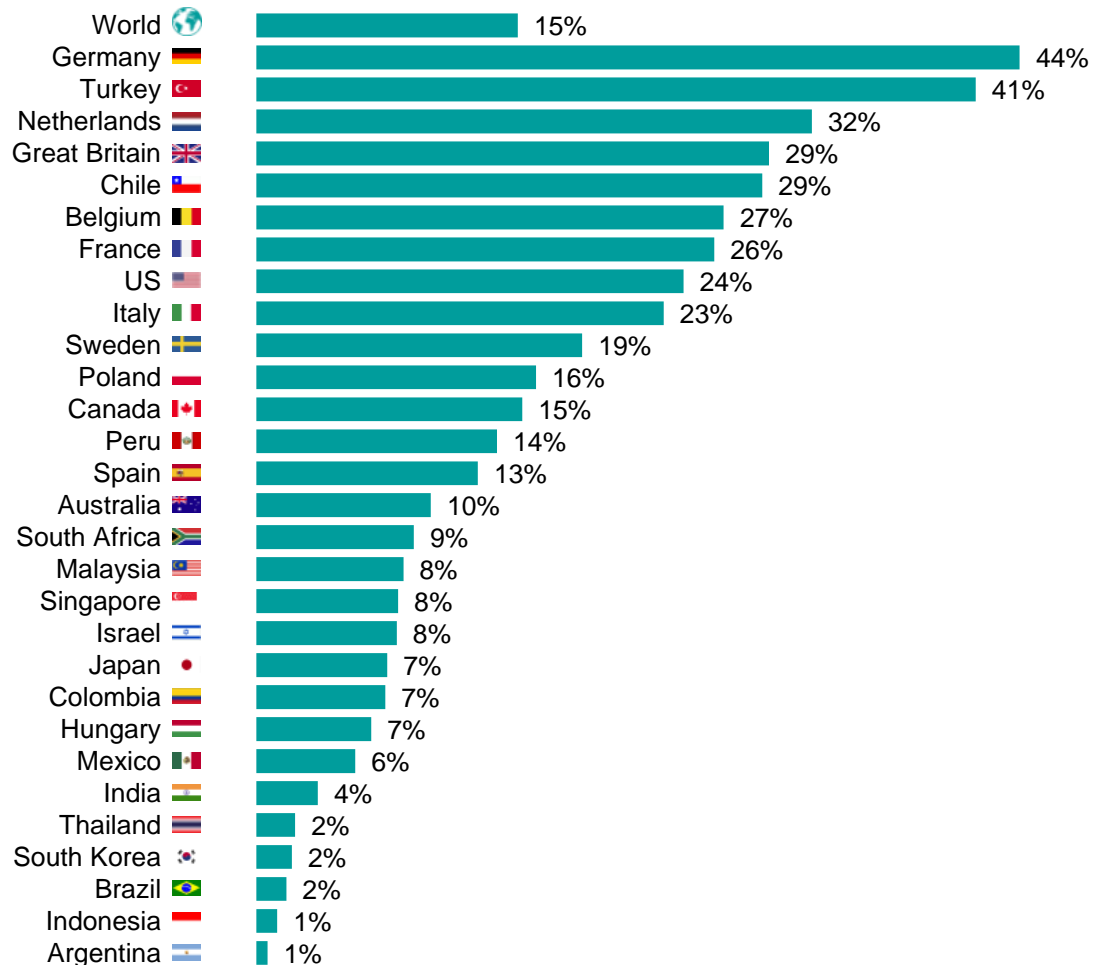


Just under one in five (18%) choose climate change as a major issue in their country. It ranks seventh in our list of global concerns, and is placed between healthcare and taxes. Global worry is 1pp lower than last month and 1pp higher than October 2022.

Singapore is once again the most concerned country with 34% saying it is an issue, 3pp higher than last month. Japan, last month's most concerned country, has seen worry fall 3pp, with 29% saying it is a concern. However, worry in Japan is an elevated level. Until this month, concern for climate change had been rising in the country for the last six months and worry is 6pp higher than October 2022.

Other countries to have noticeable increases compared to 12 months ago, include Mexico, up 8pp year-on-year, and South Korea, up 4pp.

9 | IMMIGRATION CONTROL

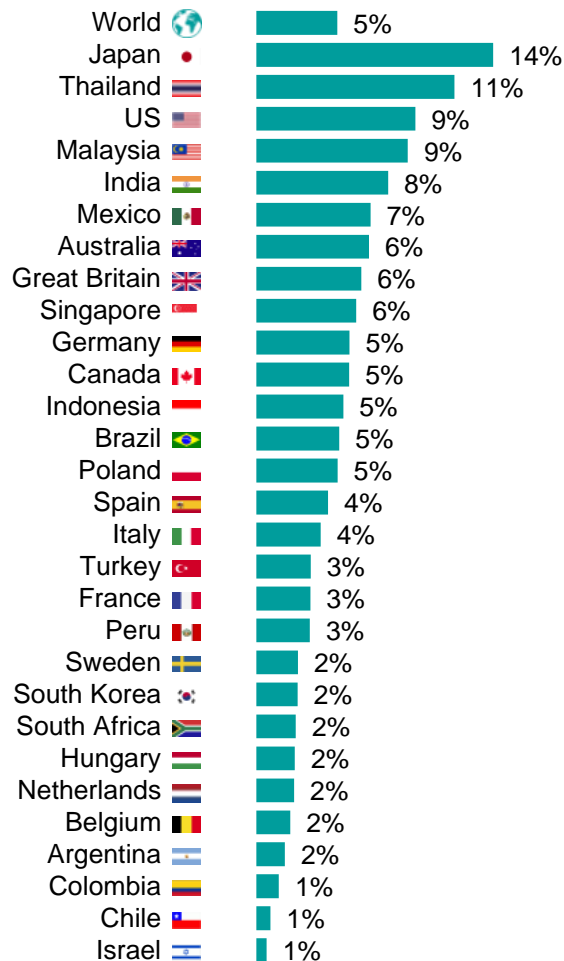


Immigration control ranks ninth out of 18 concerns in our What Worries the World survey with 15% globally choosing it as an issue. This is 2pp higher than last month and 4pp more than October 2022.

Concern is much higher in Europe than other regions. Germany is now the most concerned country with 44% saying it is an issue. Worry is up 11pp compared to last month and has risen 26pp since October 2022. This is the highest level of concern for immigration among Germans since February 2016 when 47% chose it as an issue.

Other countries to see noticeable increases this month include Chile (+5pp), the US (+5pp), and Sweden (+7pp).

17 | CORONAVIRUS (COVID-19)



Coronavirus ranks 17th out of 18 concerns featured in the *What Worries the World* survey. Only 5% choose it as a concern and access to credit (2%) is the only issue to have a lower level of worry.

Concern across 29 countries has risen 1pp this month. Japan is the most worried country about COVID-19 with 15% choosing it as an issue. Thailand is second with 11%.

The US is the third most worried country, and the only country not in the Asia in the top five, with 9% picking it as a worry. Concern for Americans has risen 3pp in October 2023 compared to last month.

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.

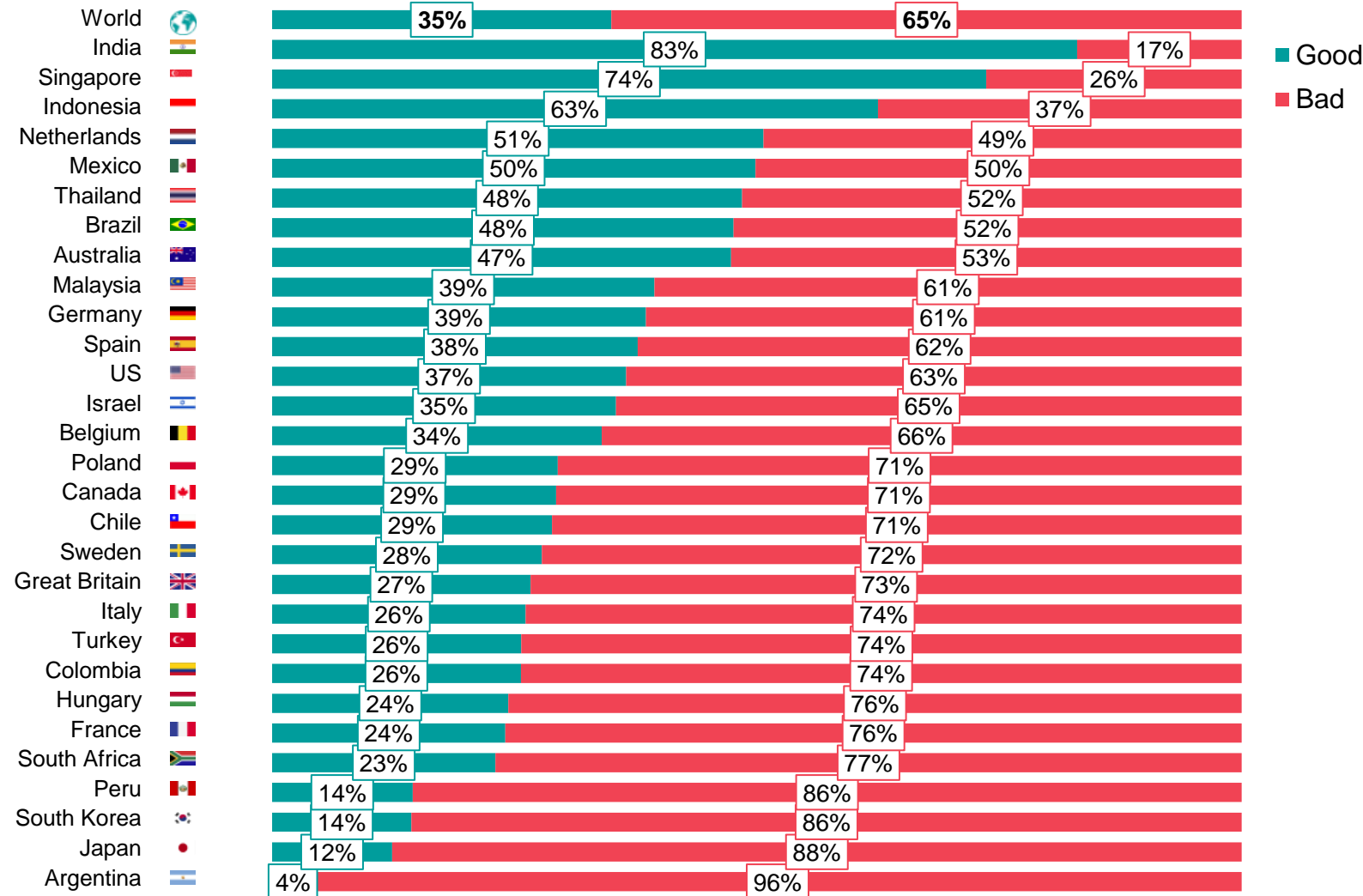
Please contact Teodros.Gebrekal@Ipsos.com for more information.



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?



A 9pt month-on-month increase sees India climb further ahead in the rankings, with more than eight in ten (83%) describing the country's economy positively.

Positive economic perceptions have increased most since last month in Turkey (+9pts), Hungary, Chile and Brazil (+9pts each).

Meanwhile, Malaysia has recorded a 14pt decrease down to 39%. Belgium (-8pts) and Canada (-6pts) also see notable month-on-month drops.

After increases in positive economic perceptions over the summer, Sweden's score has fallen 3pts since last month, recording a new all-time low.

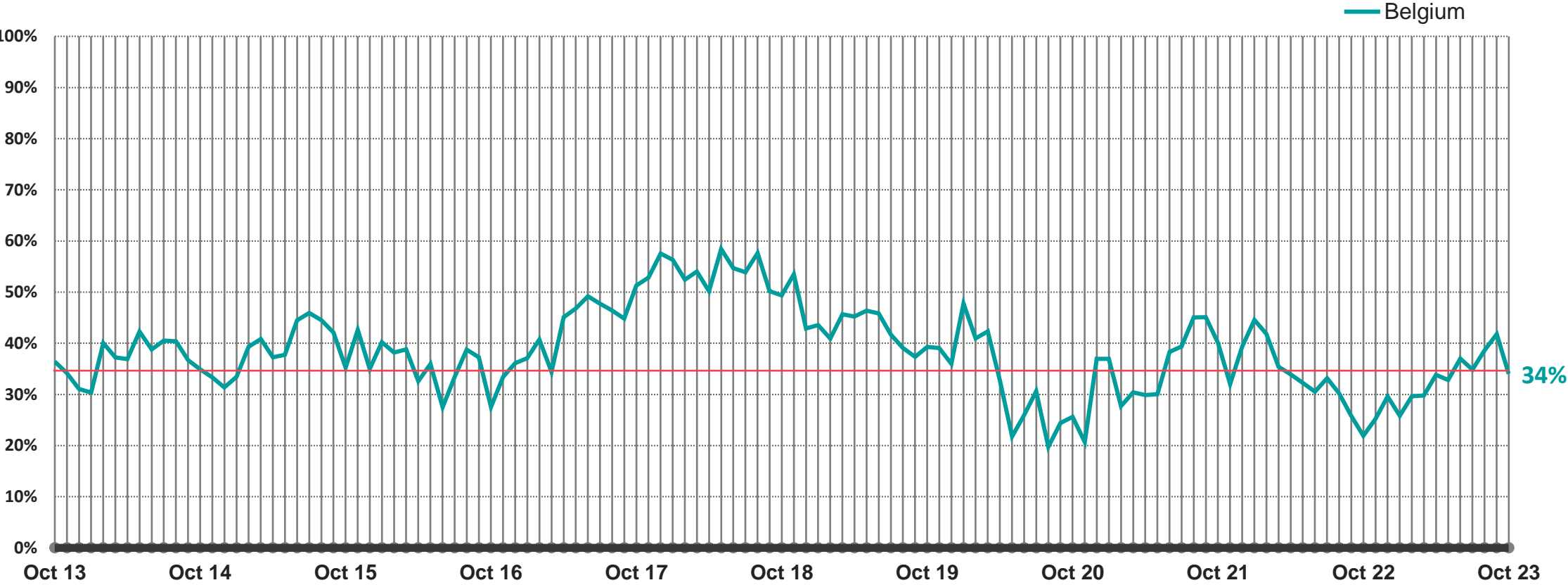
A 6pt decrease also sees Canada record its lowest "good" economic score outside of the height of the pandemic.



CURRENT ECONOMIC SITUATION: BELGIUM

Belgium’s “good” economy score has dropped 8pp this month, its biggest month-on-month drop since November 2021 (also -8pp).

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

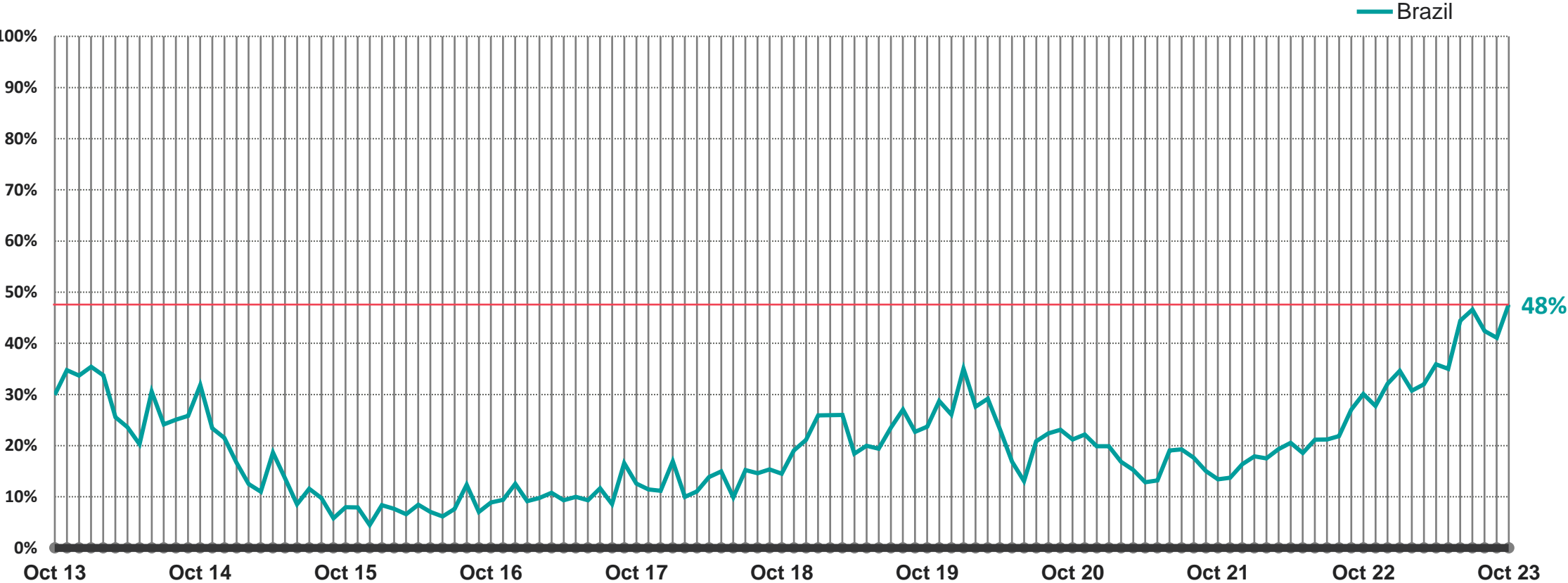


Base: Representative sample c. 500 adults aged 16-74 in Belgium, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

CURRENT ECONOMIC SITUATION: BRAZIL

Brazil's current economic score has reached an all time high of nearly half (48%) in our survey.

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



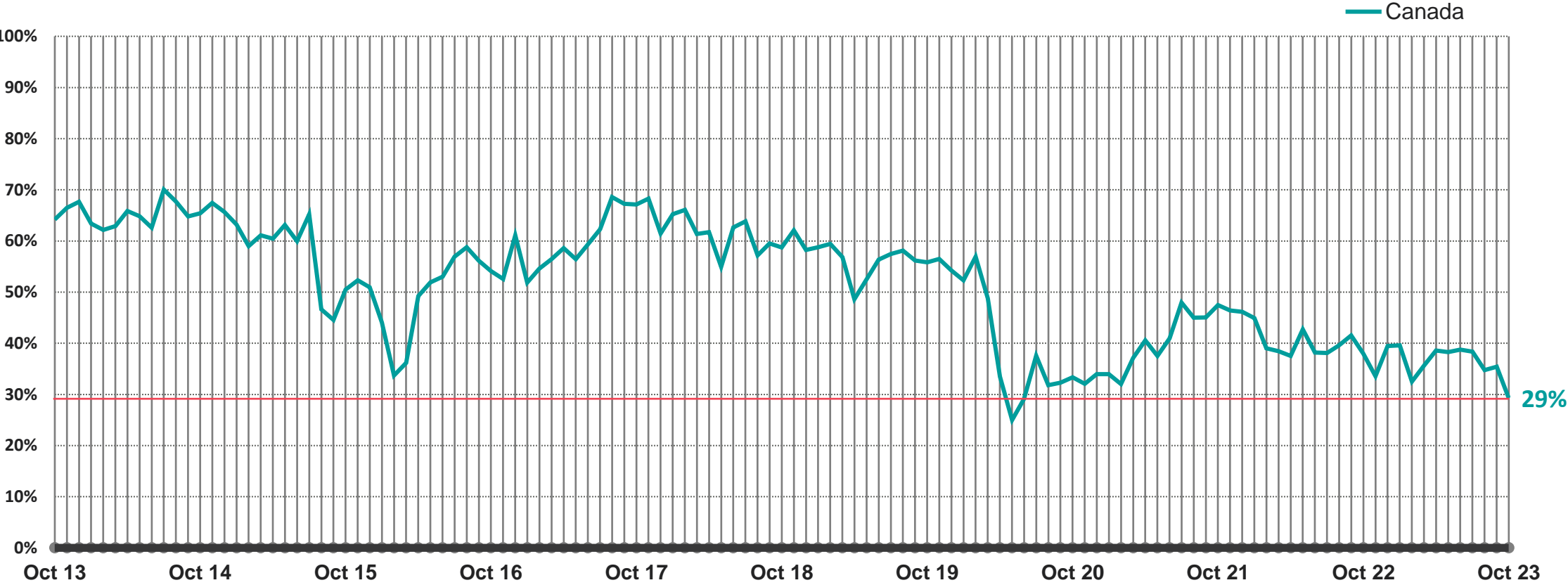
Base: Representative sample c. 1000 adults aged 16-74 in Brazil, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: CANADA

A 6pp drop sees Canada record its joint-second lowest ever score, tying with June 2020 and beaten only by May 2020 (25%).

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



CURRENT ECONOMIC SITUATION: CHILE

Positive economic perceptions have been steadily climbing in Chile. This month marks the country's highest score since March 2022 (30%).

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



CURRENT ECONOMIC SITUATION: GERMANY

Germany's economic outlook hasn't worsened since last month but still remains historically low.

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

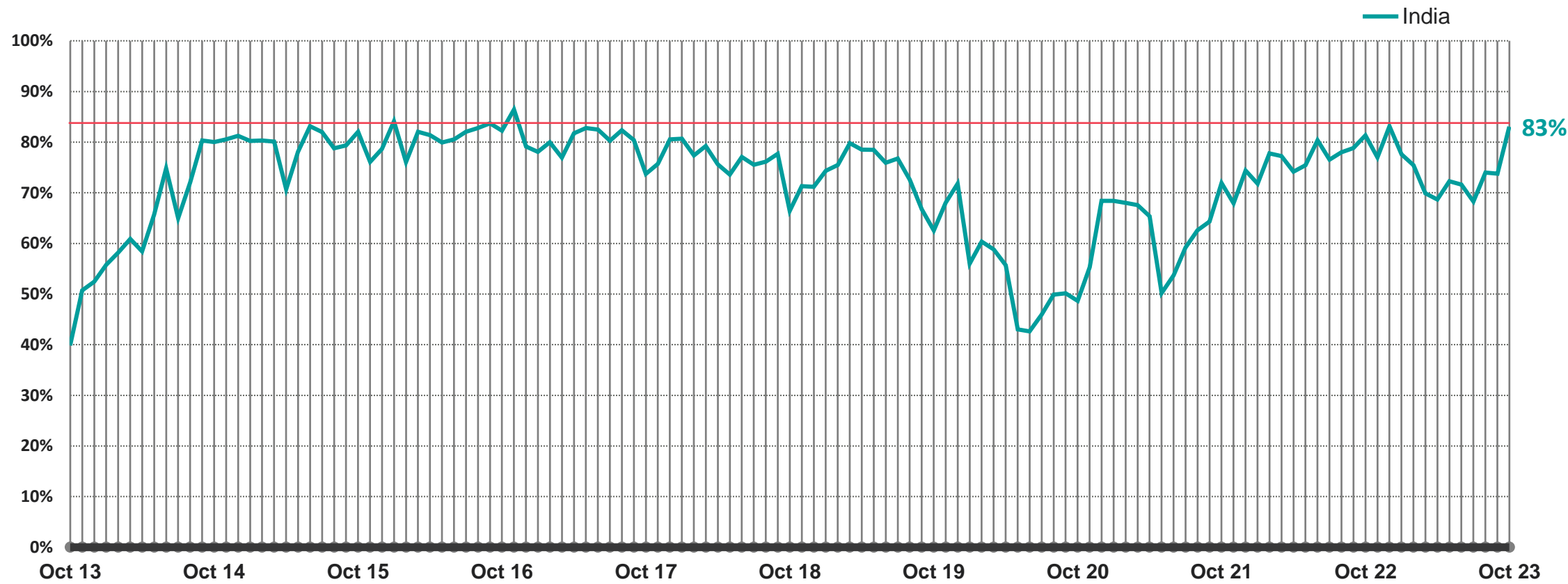


Base: Representative sample c. 1000 adults aged 16-74 in Germany, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

CURRENT ECONOMIC SITUATION: INDIA

A 9pt rise sees India record its highest “good” economic score this year.

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



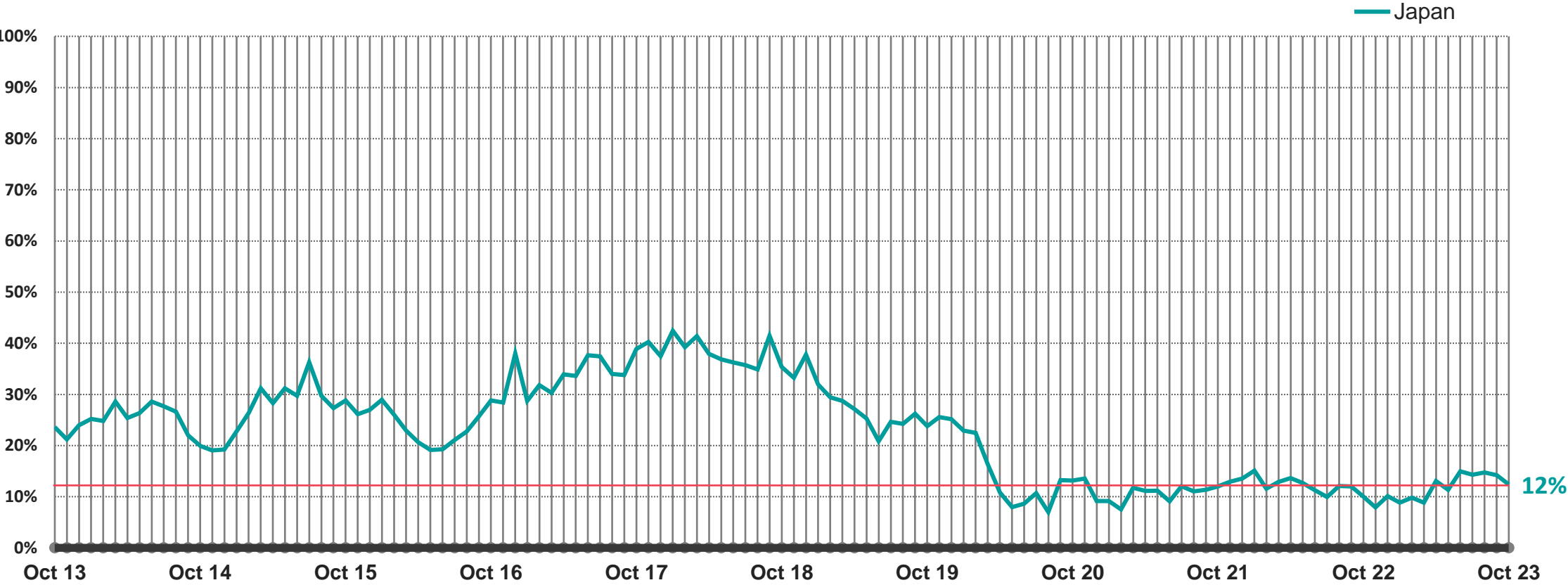
Base: Representative sample c. 500 adults aged 16-74 in India, 2013 - 2023.

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

CURRENT ECONOMIC SITUATION: JAPAN

Japan experienced an uptick in the summer months but has fallen 2ppt this 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 Japan, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

CURRENT ECONOMIC SITUATION: MALAYSIA

Malaysia has seen a 14pt decrease in its “good” economy score this month.

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



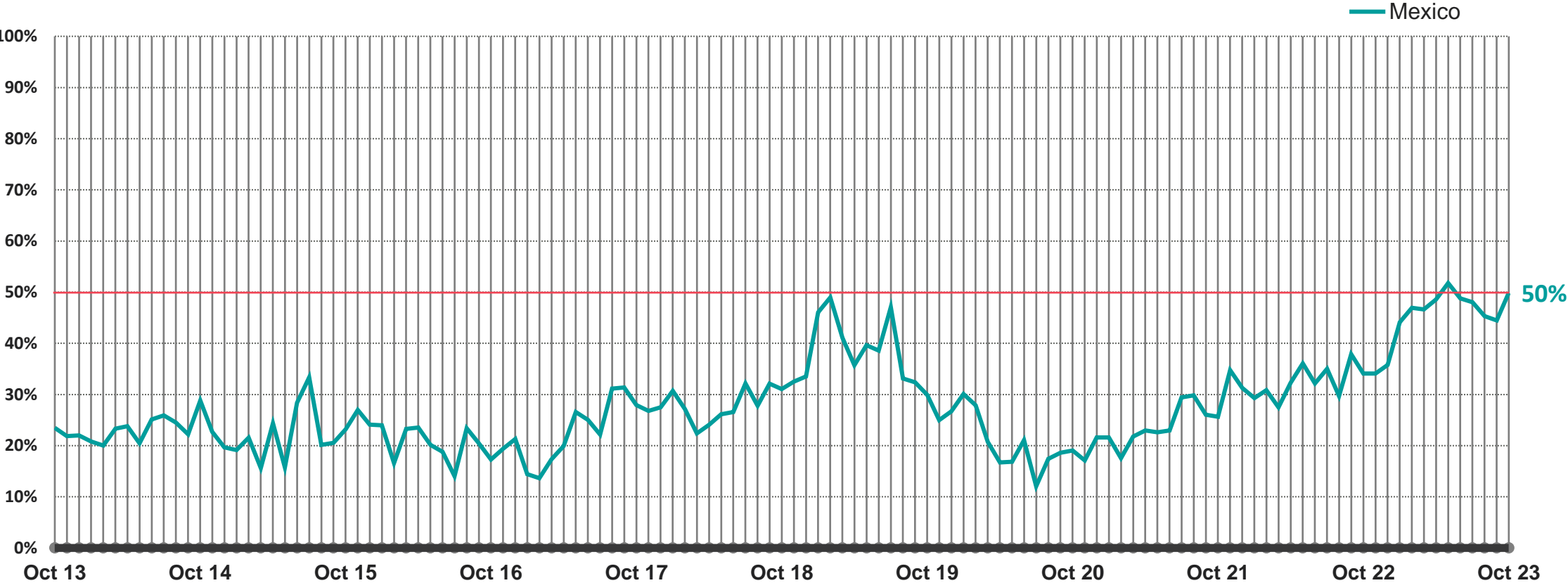
Base: Representative sample c. 500 adults aged 16-74 in Malaysia, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: MEXICO

Mexico is up 6ppt this month to half. Nearly reaching record levels.

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

After a summer of respite, positive economic perceptions in Sweden have continued their steady decline. This month marks a new record low.

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: SPAIN

Spain's score has increased 3ppt since last month.

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

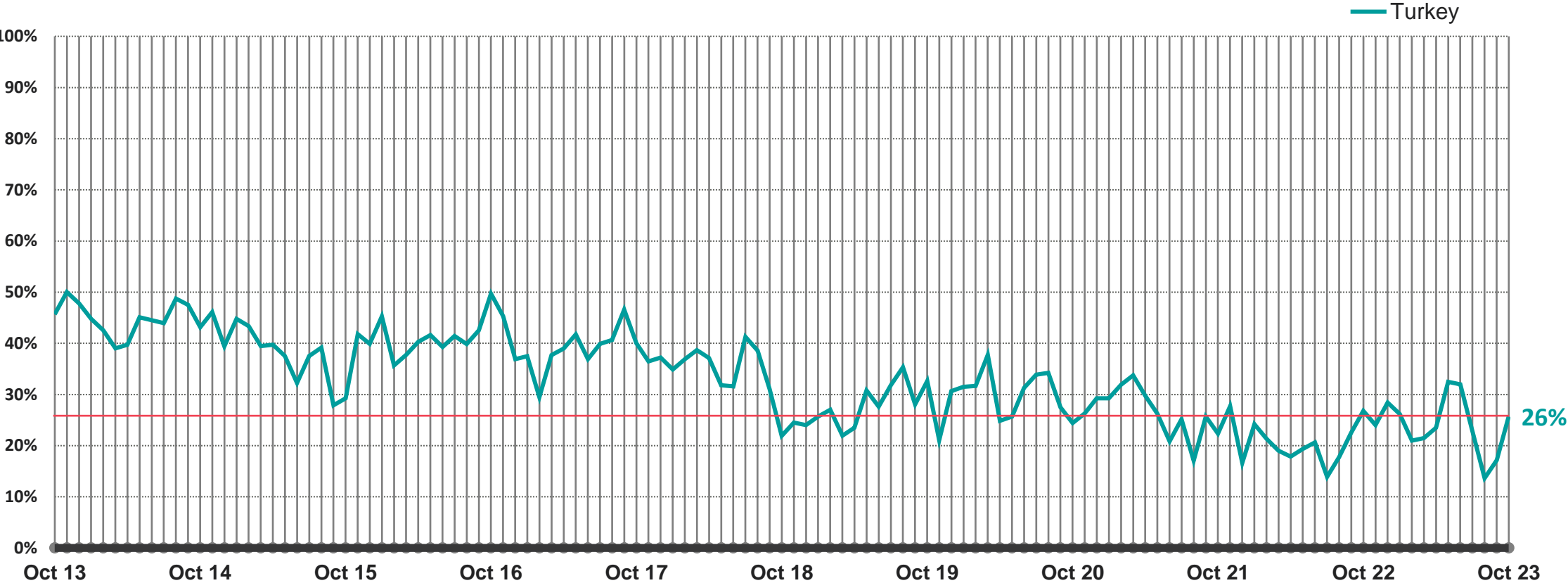


Base: Representative sample c. 1000 adults aged 16-74 in Spain, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

CURRENT ECONOMIC SITUATION: TURKEY

Turkey's “good” economy score has risen 9pt this 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 Turkey, 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 September 22nd 2023 and October 6th 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.