

WHAT WORRIES THE WORLD?

November 2023



GAME CHANGERS



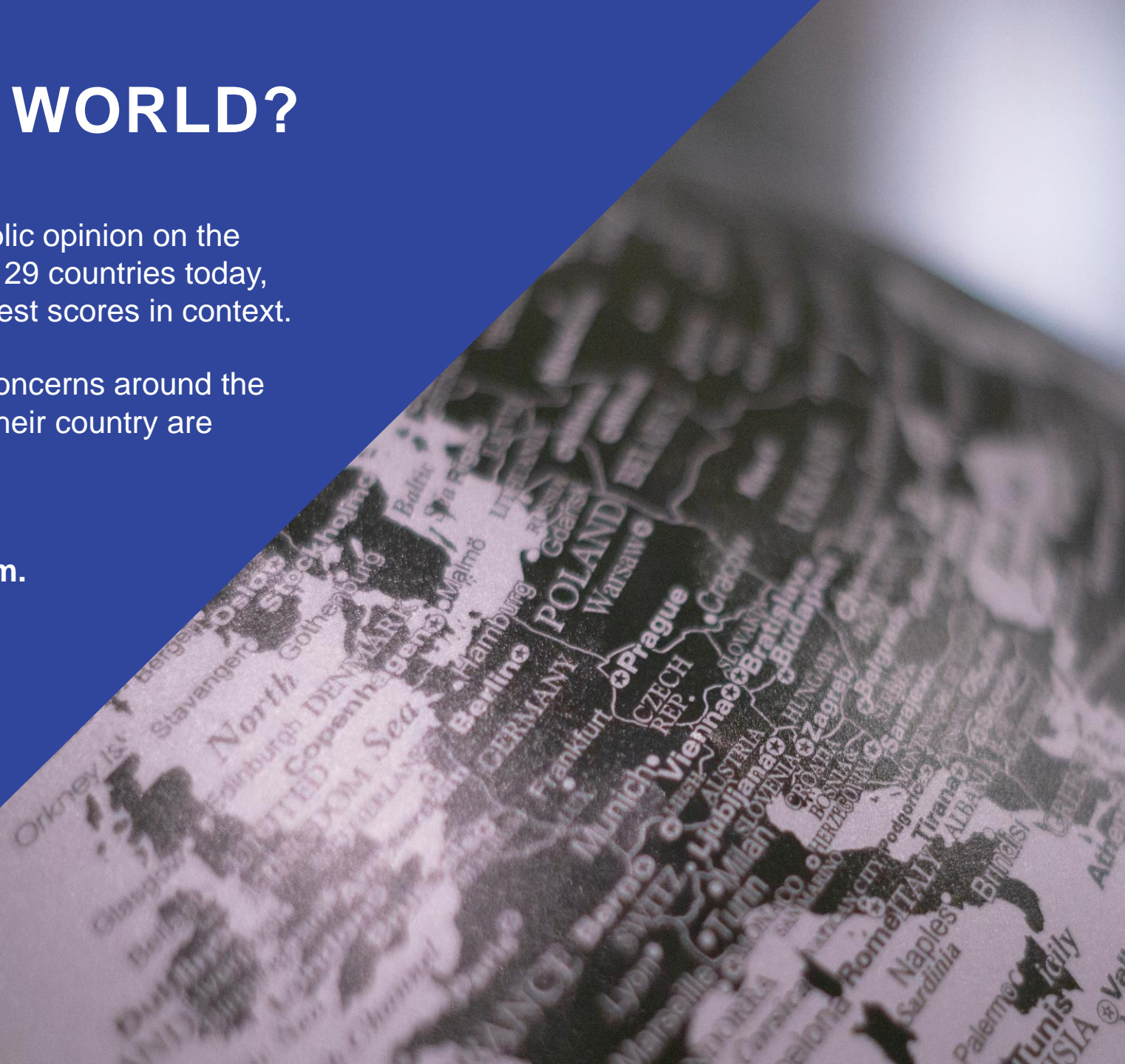
WHAT WORRIES THE WORLD?

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.

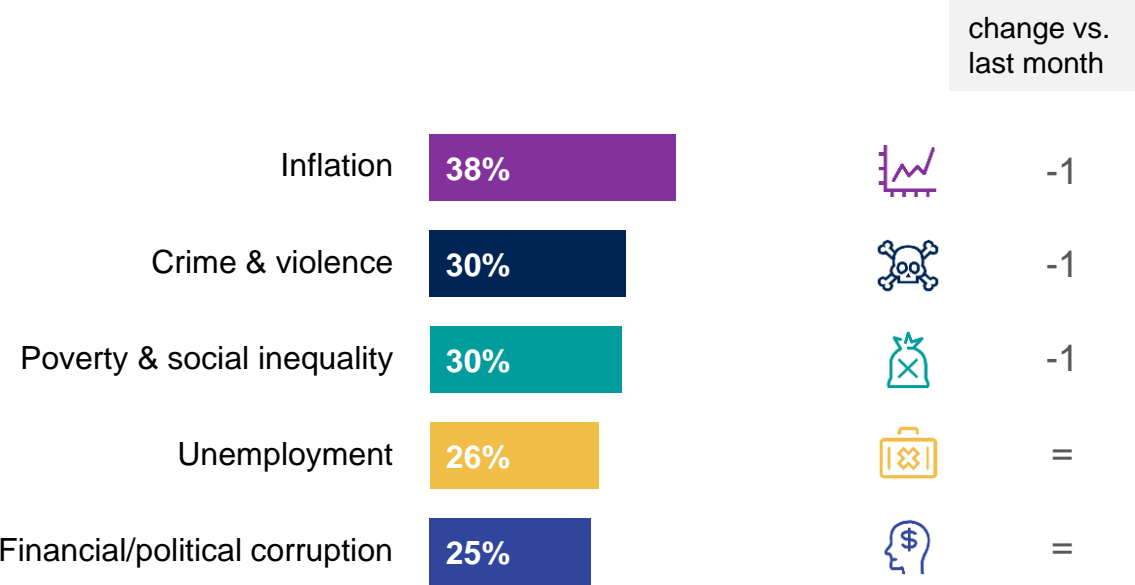
Please contact Teodros.Gebrekal@ipsos.com for more information.



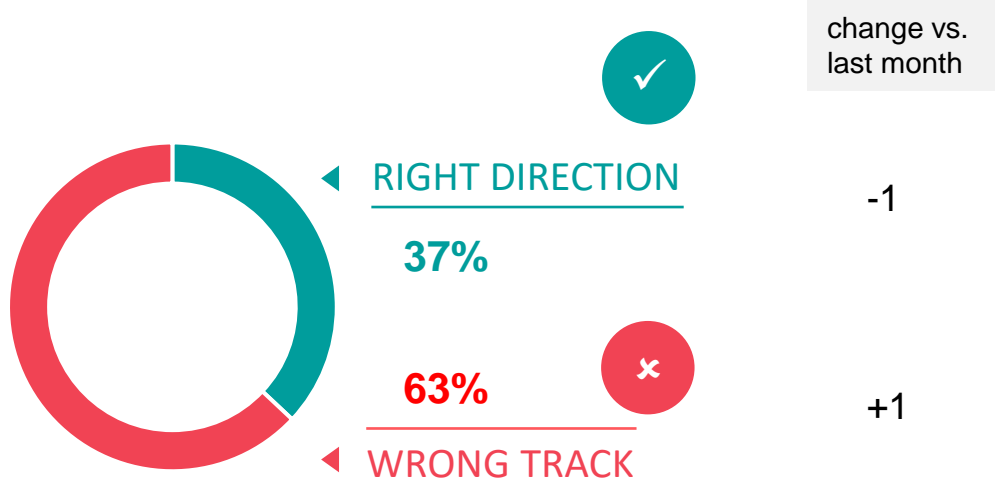
WHAT WORRIES THE WORLD? NOVEMBER 2023

Inflation is the top concern for the 20th consecutive month with two-thirds (37%) 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 inequality are both down one point. The proportion saying their country is headed in the right direction is also down one point.

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?



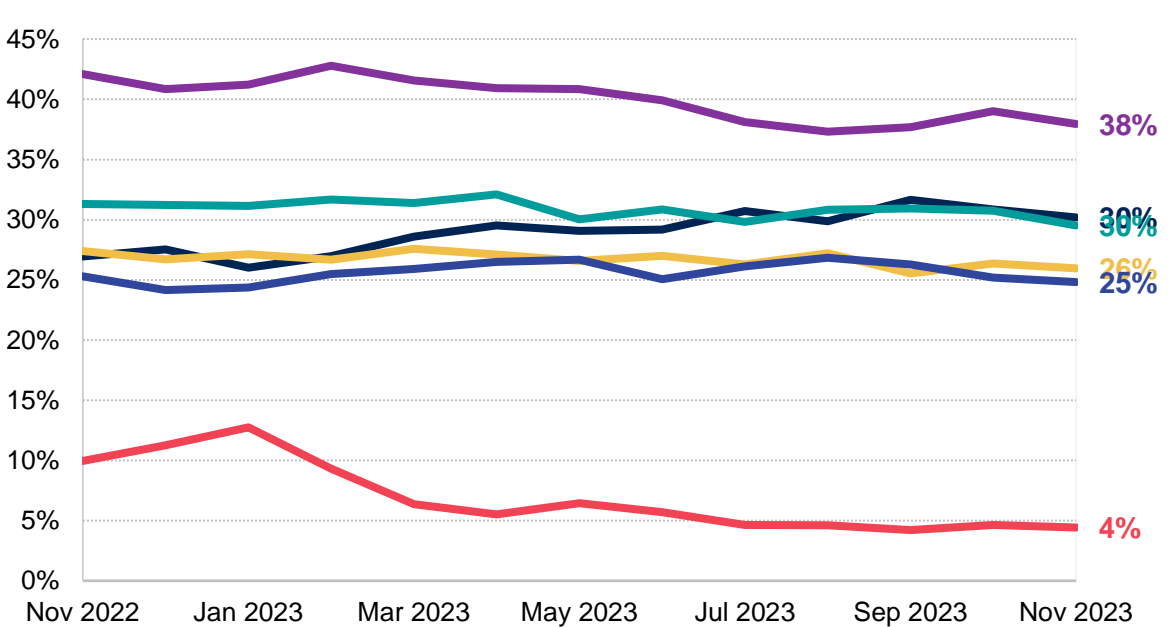
Base: Representative sample of 25,796 adults aged 16-74 in 29 participating countries, October 20th 2023 - November 3rd 2023.


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



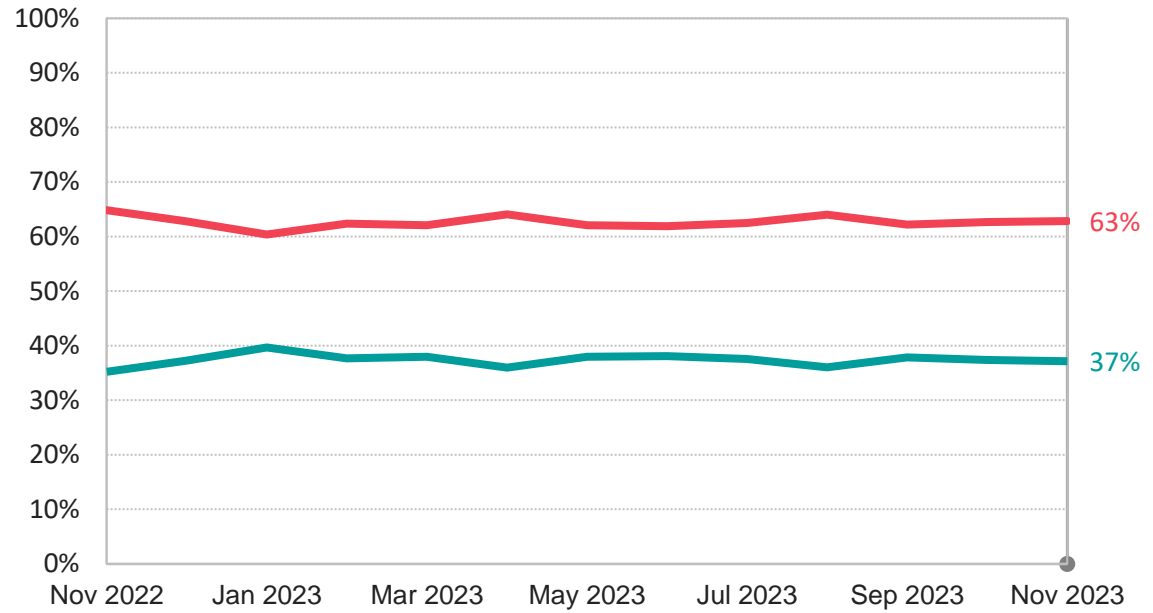
WHAT WORRIES THE WORLD? 12-MONTH TREND

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.25,796 adults aged 16-74 in 29 participating countries, November 2022 - November 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

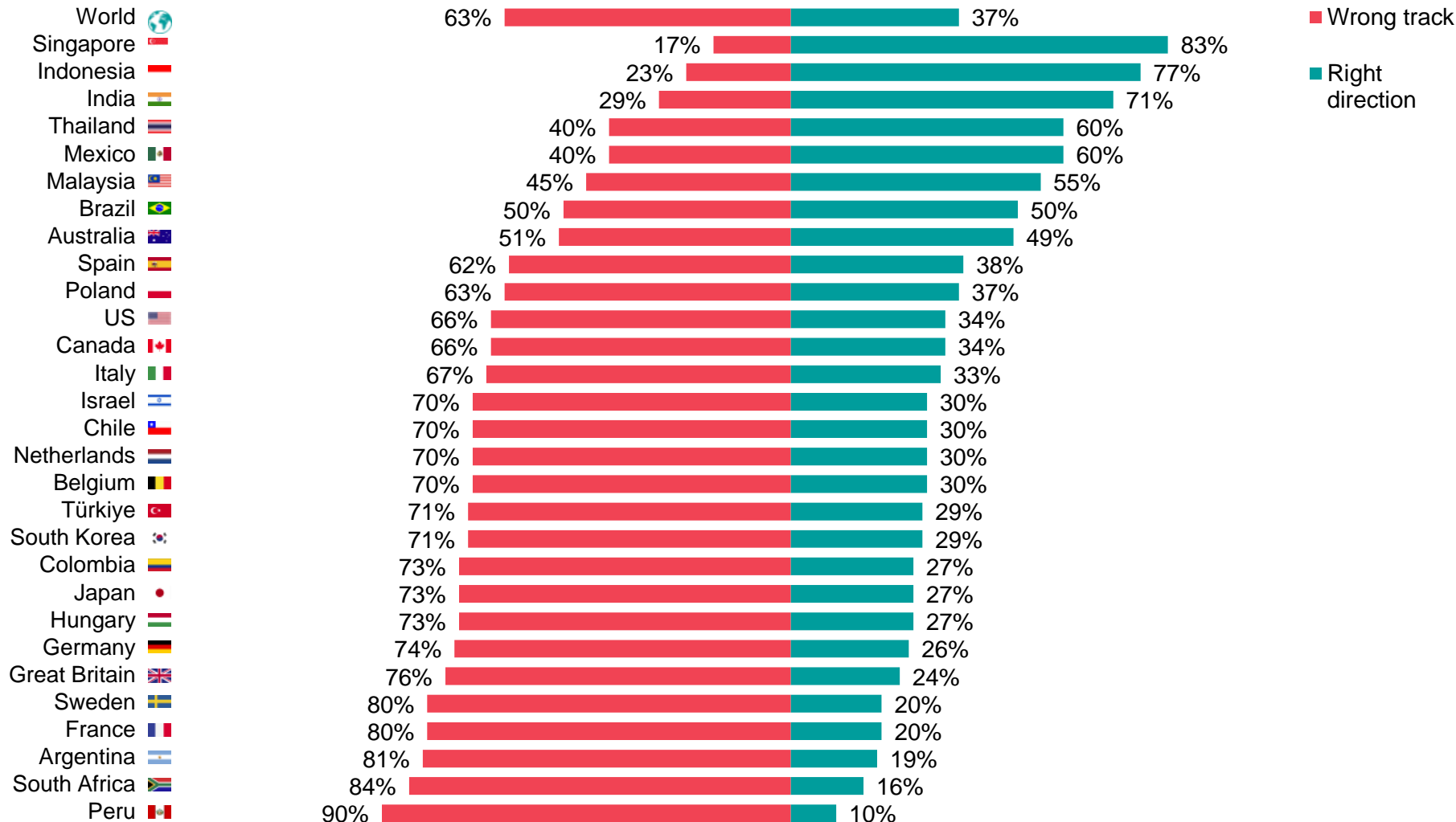


DIRECTION OF TRAVEL **ALL COUNTRIES**



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? (November 2023)



Just over two-thirds (37%) say their country is headed in the right direction, down one point from last month. On a global level people are marginally more positive than they were this time last year. In November 2022, 36% were satisfied with life in their country.

In the wake of the election on 15th October, Poland's right direction score has improved. It has increased by ten points this month to 37%, which is 17pp higher than last November and the highest score since March 2020.

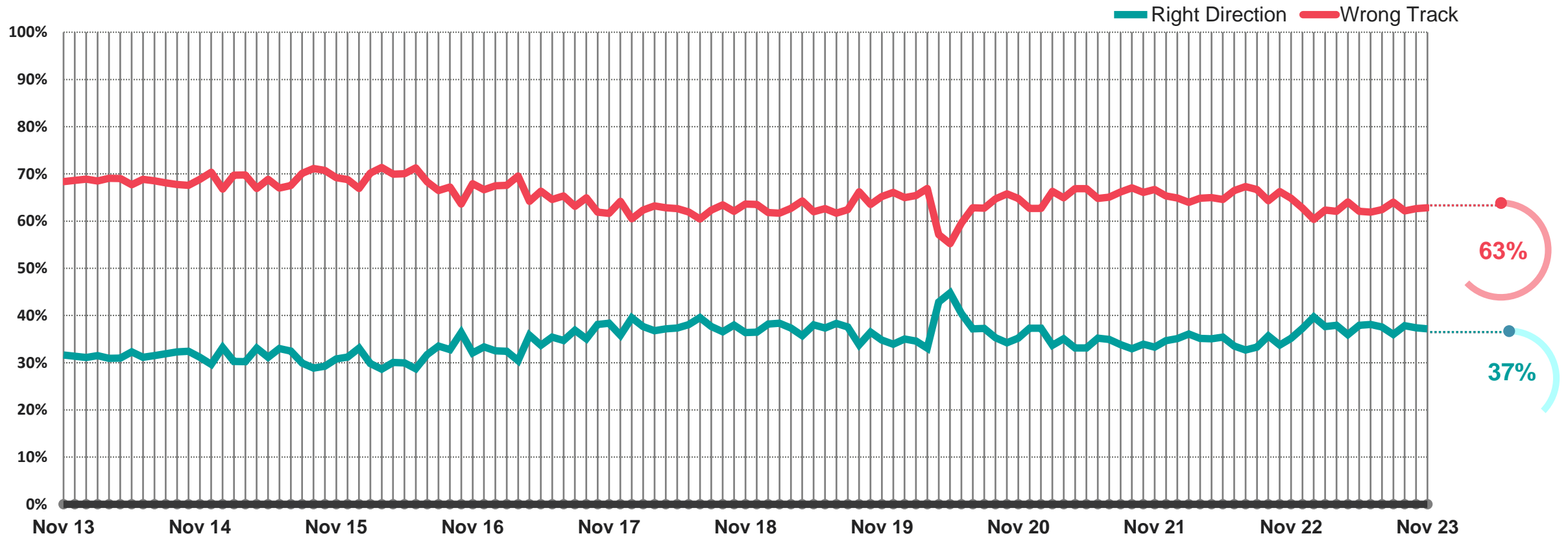
Conversely, Colombia has experienced the biggest month-on-month drop in its right direction score this month, falling 7pp to 27%. This is 20pp lower than the start of 2023 and the lowest since June 2022.

Base: Representative sample of 25,796 adults aged 16-74 in 29 participating countries, October 20th 2023 - November 3rd 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*
 Filter: Country: World | Current Wave: Nov 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.25,796 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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Filter: Country: World | Current Wave: Nov 23



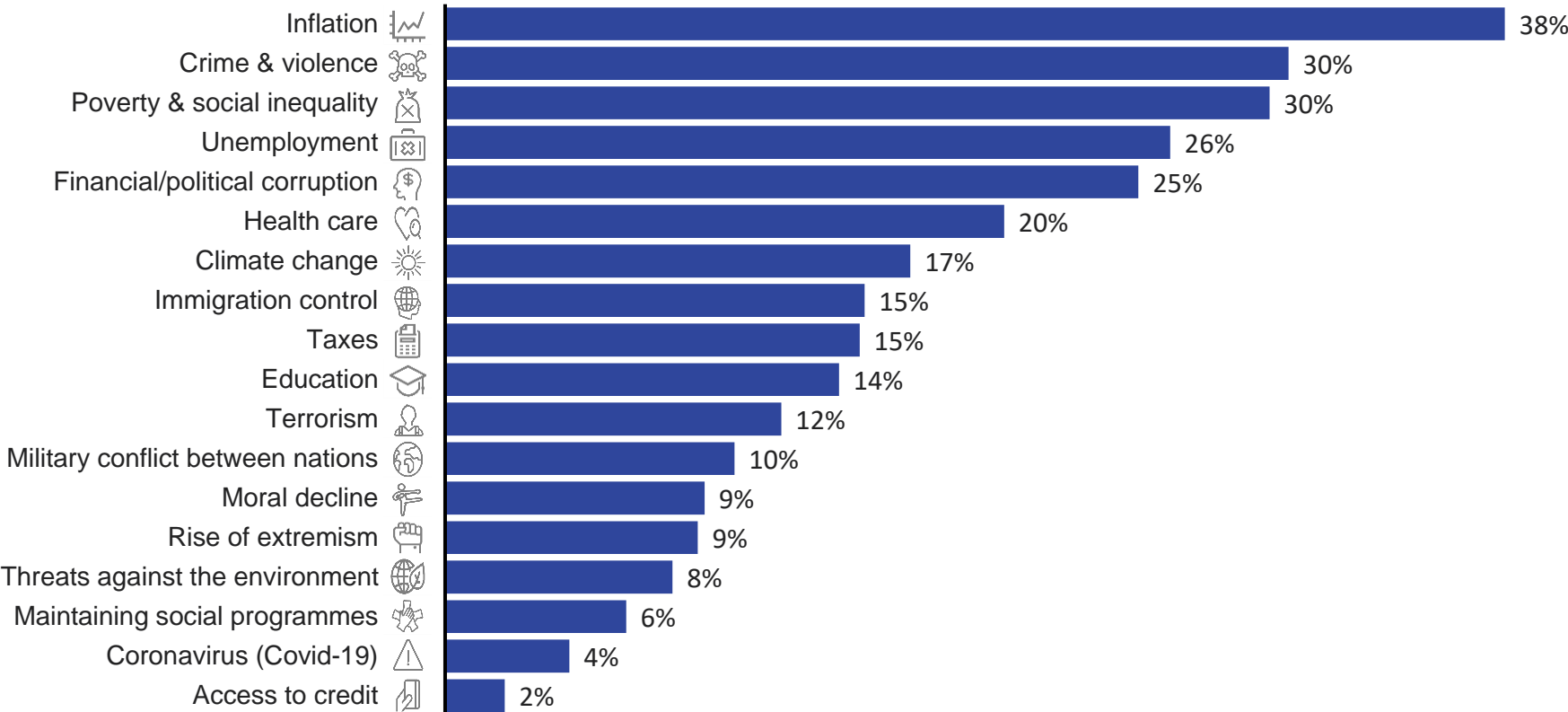
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in November 2023 (global country average)



Inflation is yet again the highest worry, now top for the 20th consecutive month. This month is marginally lower than last month, sitting just below two-fifths (38%).

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

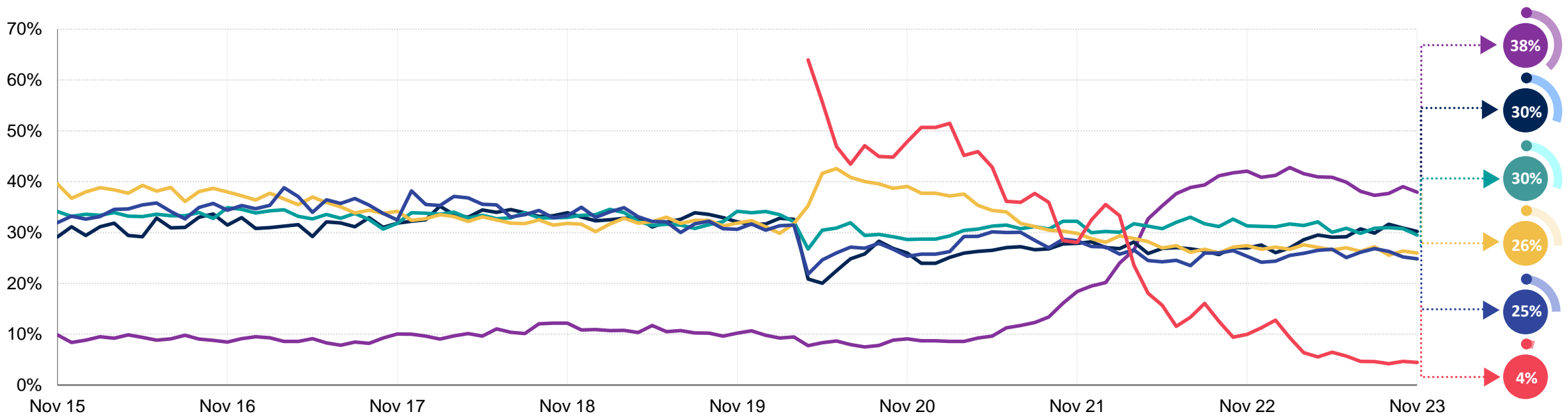
Since the conflict in Gaza, mentions of terrorism has increased by 5pp to 12% and military conflict between nations is up 3pp to 10%.

Base: Representative sample of 25,796 adults aged 16-74 in 29 participating countries, October 20th 2023 - November 3rd 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

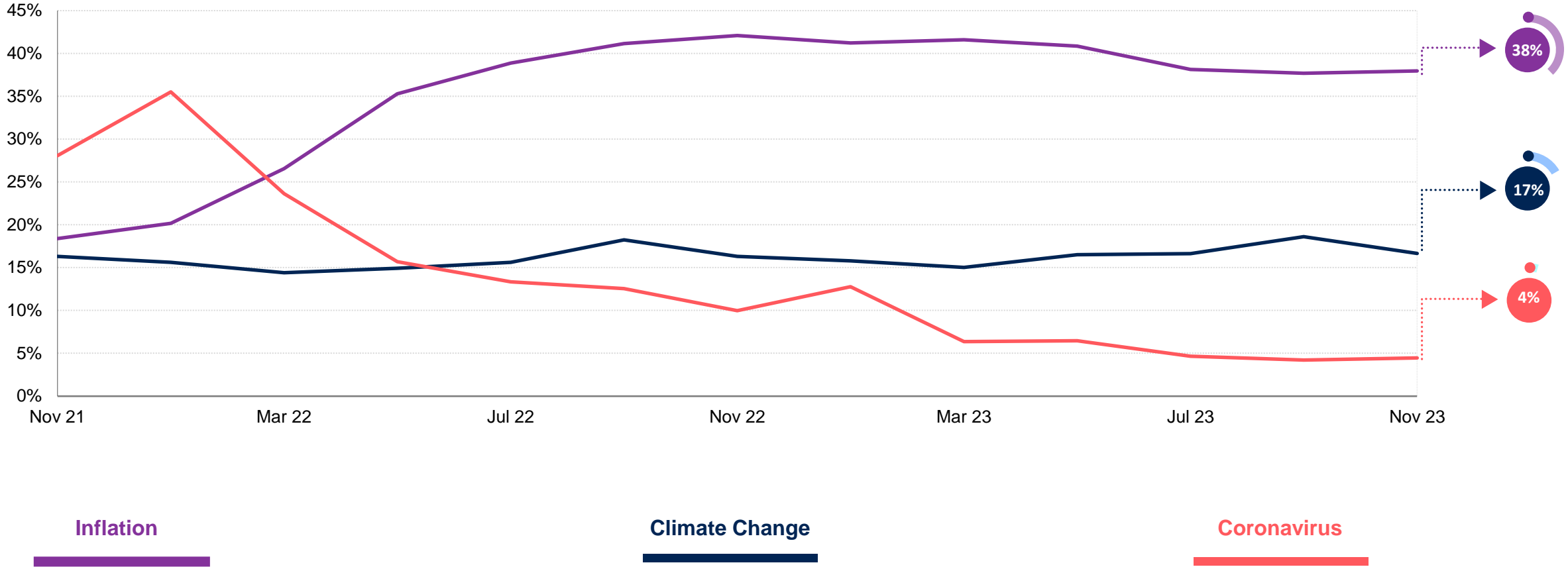


Coronavirus

Base: Representative sample of 25,796 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

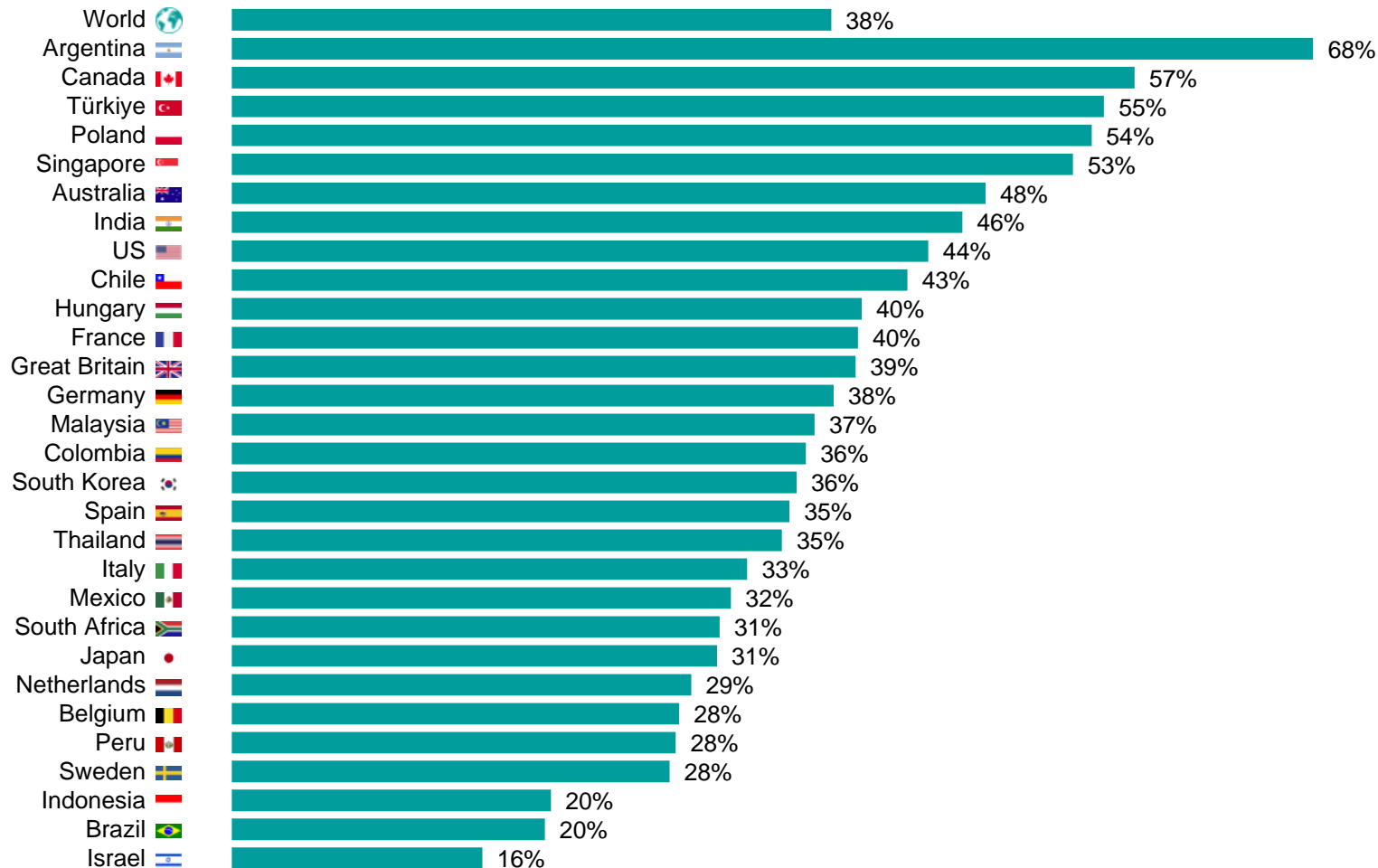
Base: Representative sample of c.25,796 adults aged 16-74 in 29 participating countries, November 2021 - November 2023.

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 (38%) across 29 countries choose inflation as the one of the biggest concerns facing their country.

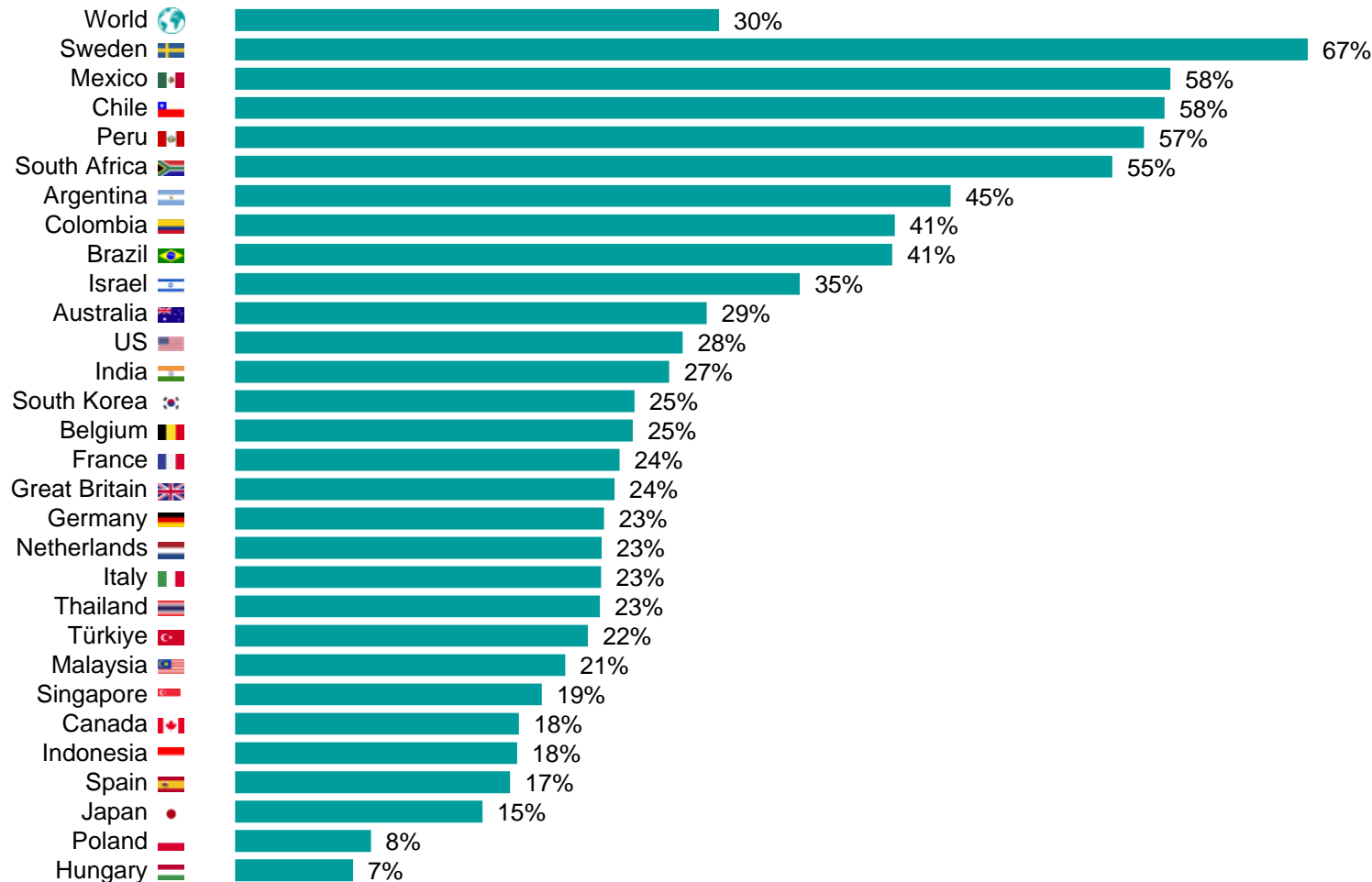
Worry around inflation globally peaked at 43% in February. Since then, it has remained at an elevated level with around four in ten picking it as an issue in this year's monthly waves.

Malaysia (37%) has experienced the sharpest fall of any nation this month, with a 9pp reduction in worry, which marks the lowest level since March 2023.

Meanwhile, three countries have all shown increases in concern levels of 5pp – Chile (43%), Thailand (35%) and Mexico (32%).

Nine countries this November have inflation as their highest worry – Argentina, Australia, Canada, France, India, Poland, Singapore, the US, and Türkiye.

2 | CRIME & VIOLENCE



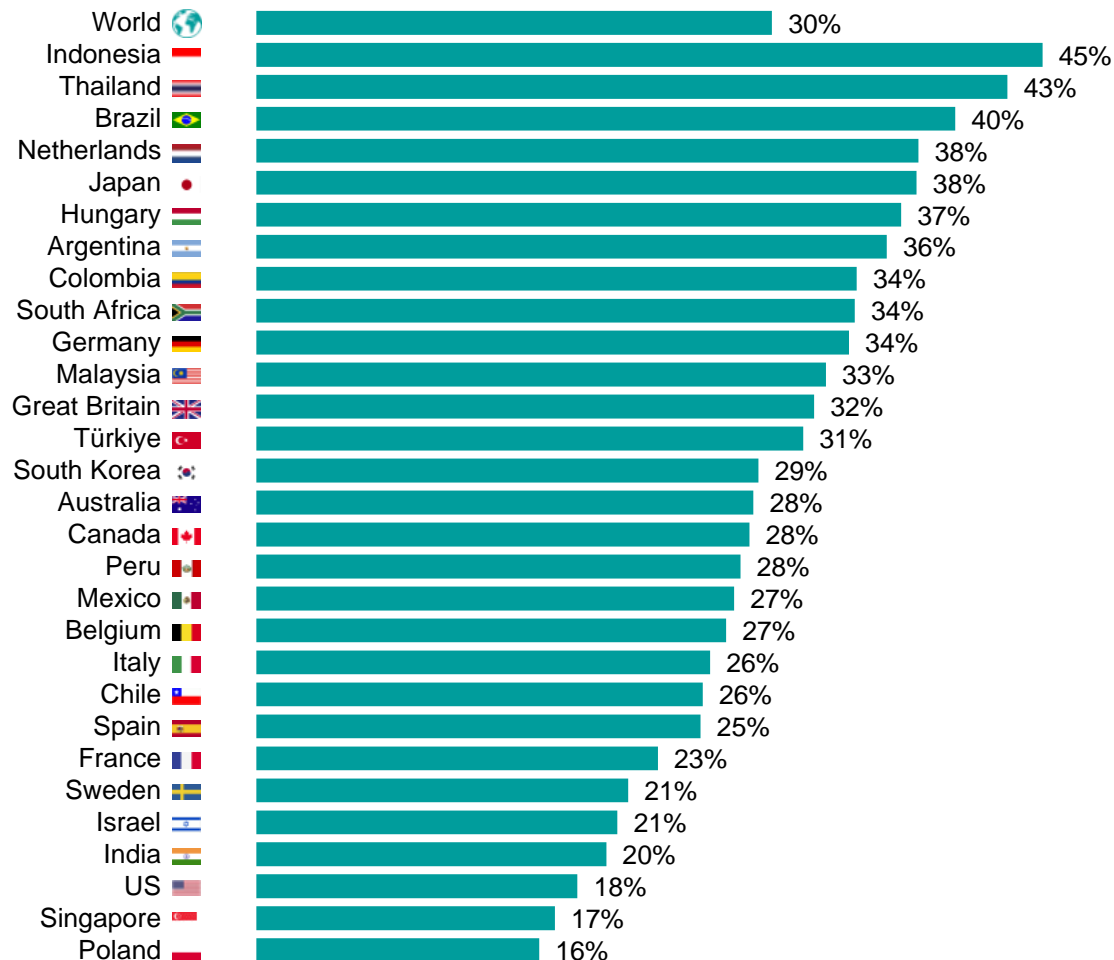
Three in ten (30%) across 29 countries choose crime & violence as a worry in their country.

Sweden still has around seven in ten (67%) people worried about crime & violence, only dipping 1pp from last month. After the spike recorded from September, this issue still remains at record levels.

Last month Israel had this as their biggest concern. This November, however, it has fallen 15pp to just over a third concerned (35%). This is due to large increases in mentions of terrorism and military conflict.

This month still has five nations putting crime & violence as their top concern. With the exception of Sweden, the list is mainly LATAM countries – Sweden, Mexico, Chile, Peru, and Brazil.

3 | POVERTY & SOCIAL INEQUALITY



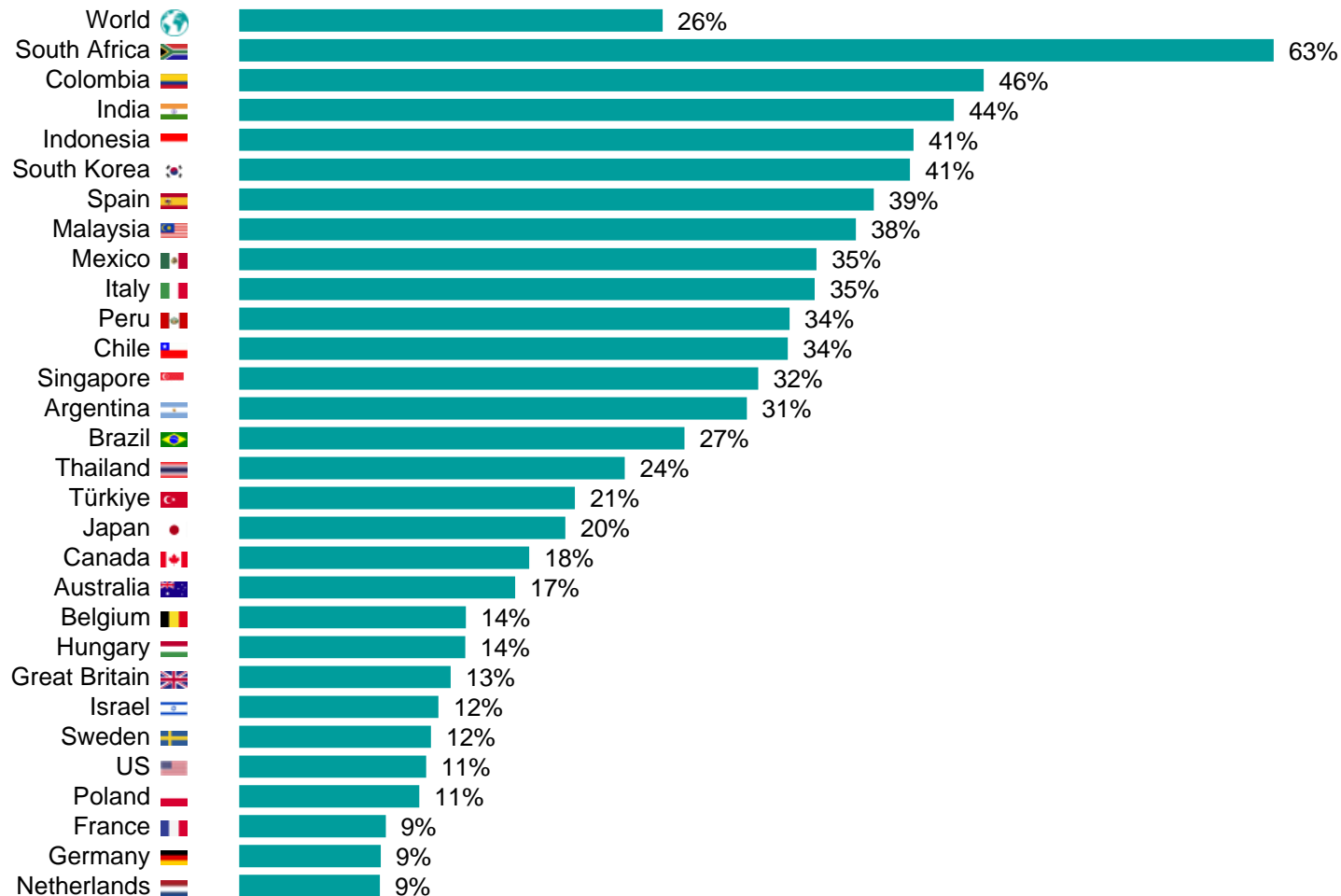
Mentions of poverty & social inequality remains unchanged from last month, with one in three (30%) picking it as a worry.

Indonesia is the most worried about poverty & social inequality for a fourth month in a row, with 45% picking it as an issue. It's also the nation's second biggest concern, behind financial/political corruption.

This month now sees inequality as Thailand's biggest concern after a slight increase, followed by financial/political corruption. Overall, the country ranks in second place, with over two-thirds worried (43%).

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

4 | UNEMPLOYMENT



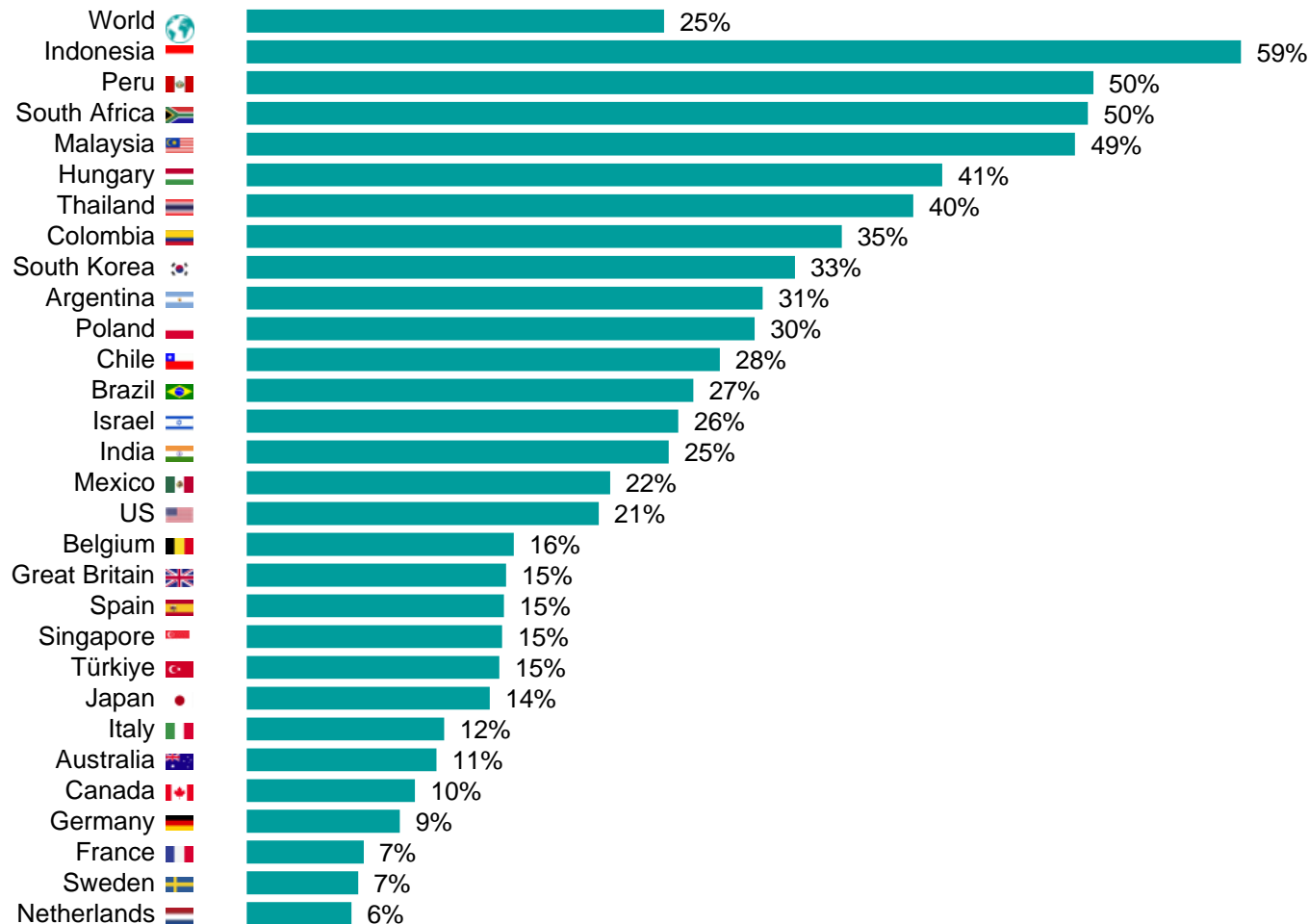
One in four (26%) across 29 countries choose unemployment as one of the biggest concerns in their country. This level of concern is unchanged from last month.

Last month, nearly half of Singaporeans were concerned with unemployment. However, in November, worry has dropped by 17pp to a third (32%), but it is still the country's second biggest concern behind inflation.

This month now sees Colombia taking second place after increasing by 7pp to just under a half (46%).

South Africa is the most concerned about unemployment, with 63% choosing it as a worry. South Africans have been the most worried about jobs since April 2021.

5 | FINANCIAL/POLITICAL CORRUPTION

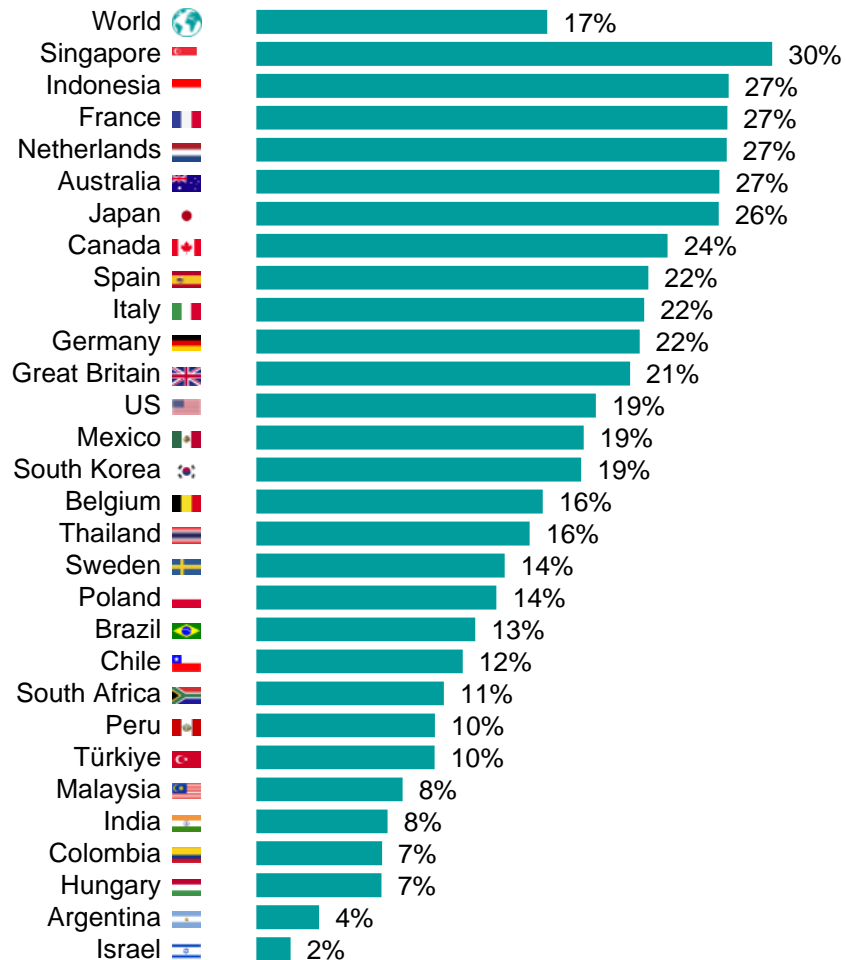


Financial/political corruption is the fifth biggest concern in our *What Worries the World* survey with one in four (25%) across 29 countries choosing it as a concern.

Indonesia is top of our list, with three-fifths (59%) saying it's a big issue, this is up 6pp from last month. It is the country's top worry and has been since August 2022. Malaysia (49%) also has it as their top issue but mentions have dropped 2pp since last month.

Previously fifth last month, Peru now records half (50%) citing this as a top worry, up 5pp from October. We should also note South Africa (50%) records one in two worried – increasing by 4pp this month – however, this is still their third biggest concern behind unemployment and crime & violence.

7 | CLIMATE CHANGE



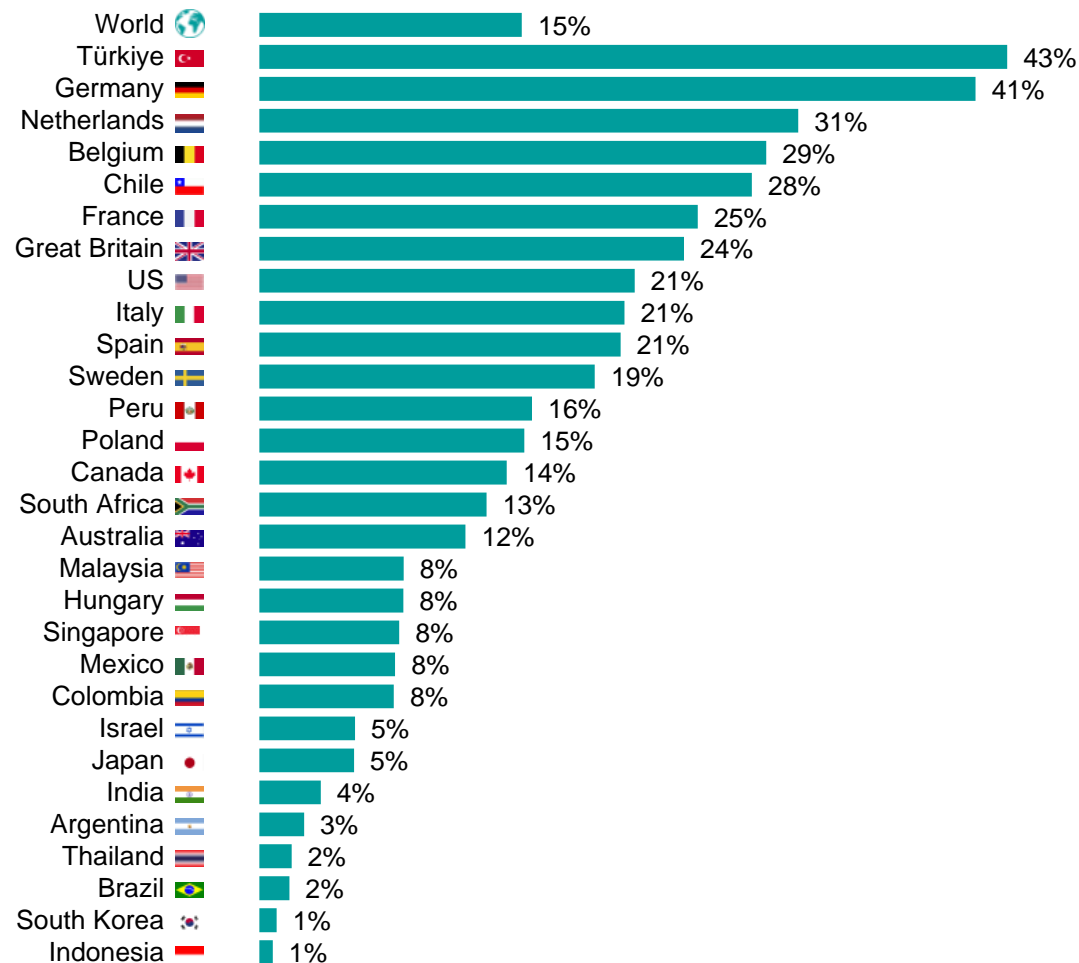
Just under one in five (17%) choose climate change as a major issue in their country. It ranks seventh in our list of global concerns, and is placed between healthcare and immigration control. Global worry has been decreasing for three months in a row now.

Singapore is once again the most concerned country with 30% saying it is an issue, 4pp lower than last month.

September 2023 saw the highest level of worry for climate change in Japan, reaching nearly a third. Since then, it has slowly been declining, with this month seeing a fall of 3pp.

That said, this time last year, Japan's concern over climate change was 8pp lower than it is now.

8 | IMMIGRATION CONTROL

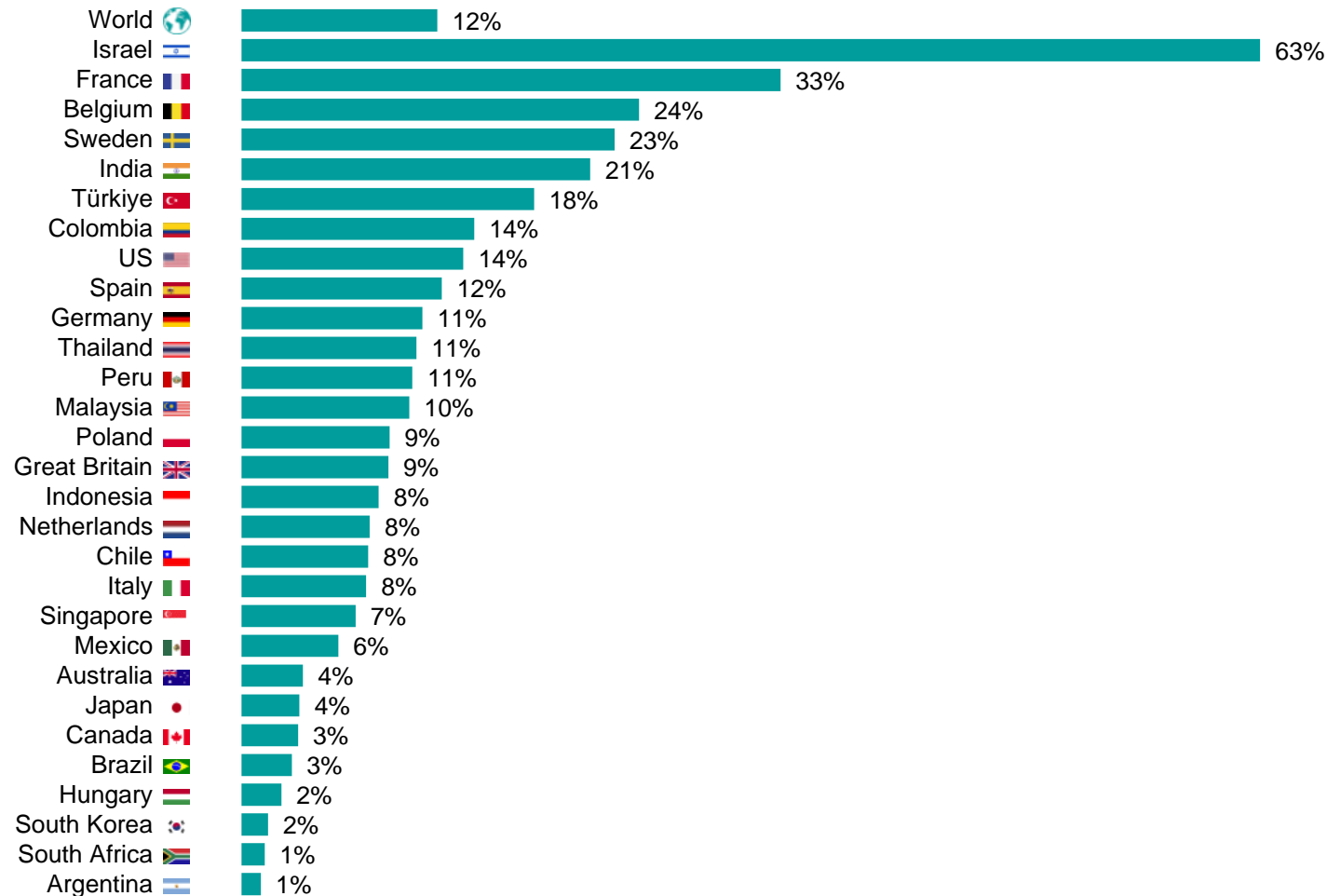


Immigration control remains at 15%, globally, choosing it as a worry. However, because of shifts in other worries, it has moved up a rank to 8th this month.

European countries tend to rank higher than other regions. Despite a drop of 3pp, Germany still puts immigration control as their top concern with two-fifths (41%) worried. Belgium also now places this as their biggest issue, rising two points to 29%. Türkiye (43%) have it as their second highest concern, up 2pp from October.

Great Britain was fourth last month but has now fallen down the list by 5pp, with just a quarter (24%) of Brits concerned.

11 | TERRORISM



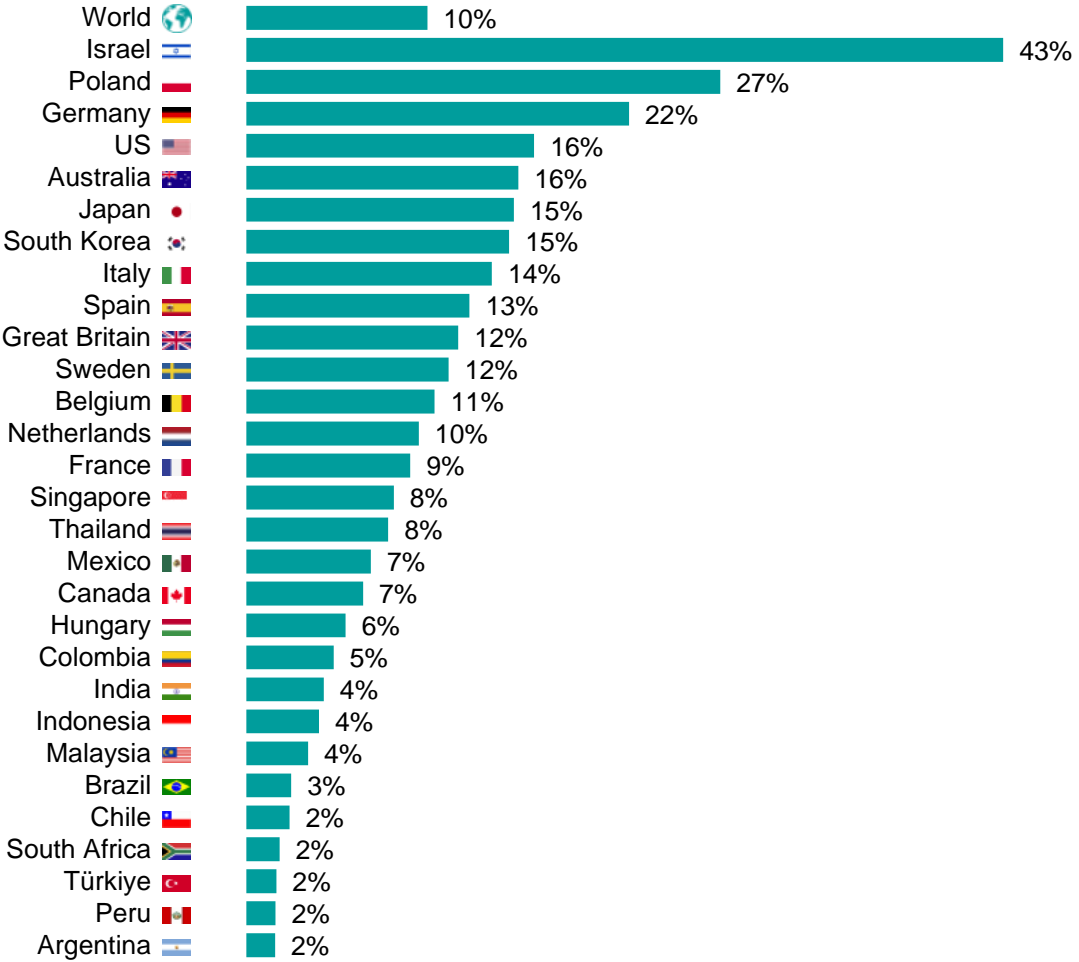
Terrorism now ranks 11th out of 18 worries in our *What Worries the World* survey. Since October this, mentions have increased by five percentage points to 12%.

After the latest conflict in Gaza, terrorism has become Israel's biggest concern by a considerable margin. After a hike of 24pp, nearly two-thirds (63%) of Israelis are worried. This is the highest it's been in the country since December 2015.

The biggest month-on-month jump, however, has been from France (now on 33%), who place second after increasing 26pp. Belgium is also significantly concerned, with a quarter (24%) listing terrorism – an 18pp spike.

Sweden is also up again after a fall in October – rising 7pp to nearly a quarter (23%).

12 | MILITARY CONFLICT BETWEEN NATIONS



Mentions of military conflict between nations have increased by three percentage points this month. It now sits 12th on our list, moving up four places since October. This is the highest level since October 2022.

Much like their concern over terrorism, military conflict worry has now significantly increased for Israelis (to 43%) – a rise of 27pp. It’s the nation’s second biggest worry and the highest level since we started recording this category in April 2022.

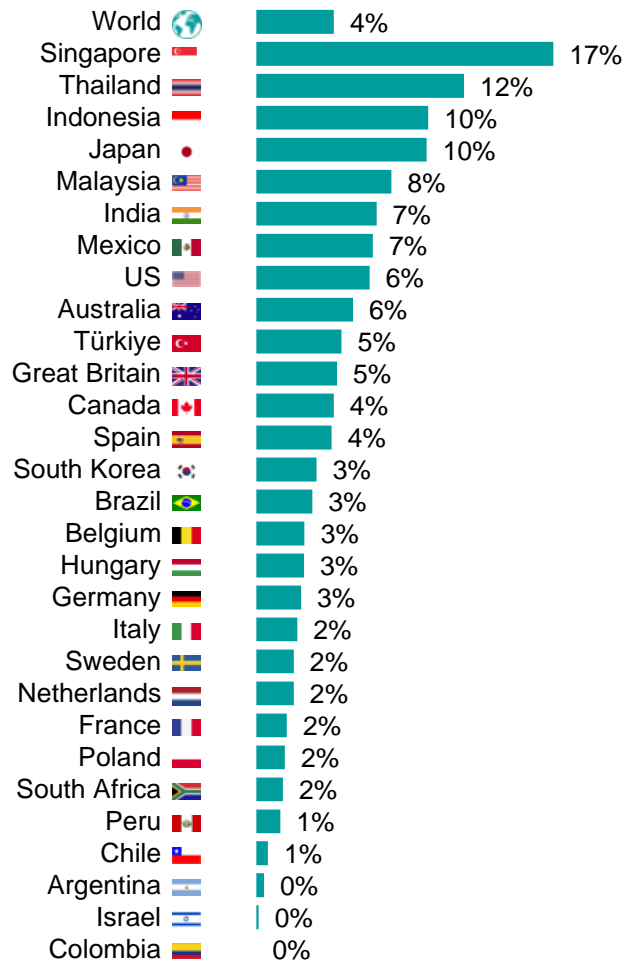
This new conflict seems to have spread anxiety over conflict to other nations. Since the war in Ukraine began, Poland (where 27% single it out as one of the main worries) has remained high on this list and remains at the elevated after a 5pp rise.

Mentions in the US (16%) have risen 7pp, the highest level since May 2022.

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17 | CORONAVIRUS (COVID-19)



Coronavirus ranks 17th out of 18 concerns featured in the *What Worries the World* survey. Only 4% choose it as a concern, access to credit (2%) is the only issue to have a lower level of worry.

The only country with a notable change this month is Singapore (17%) where mentions have risen by 11pp. This is the highest level of worry since May 2023 and the third highest figure for the nation this year.

Indonesia has also experienced a slight jump from October, mentions rising 5pp to one in ten (10%).

Meanwhile, Colombia is now the first country on our list to record no respondents worried about Covid-19.

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.

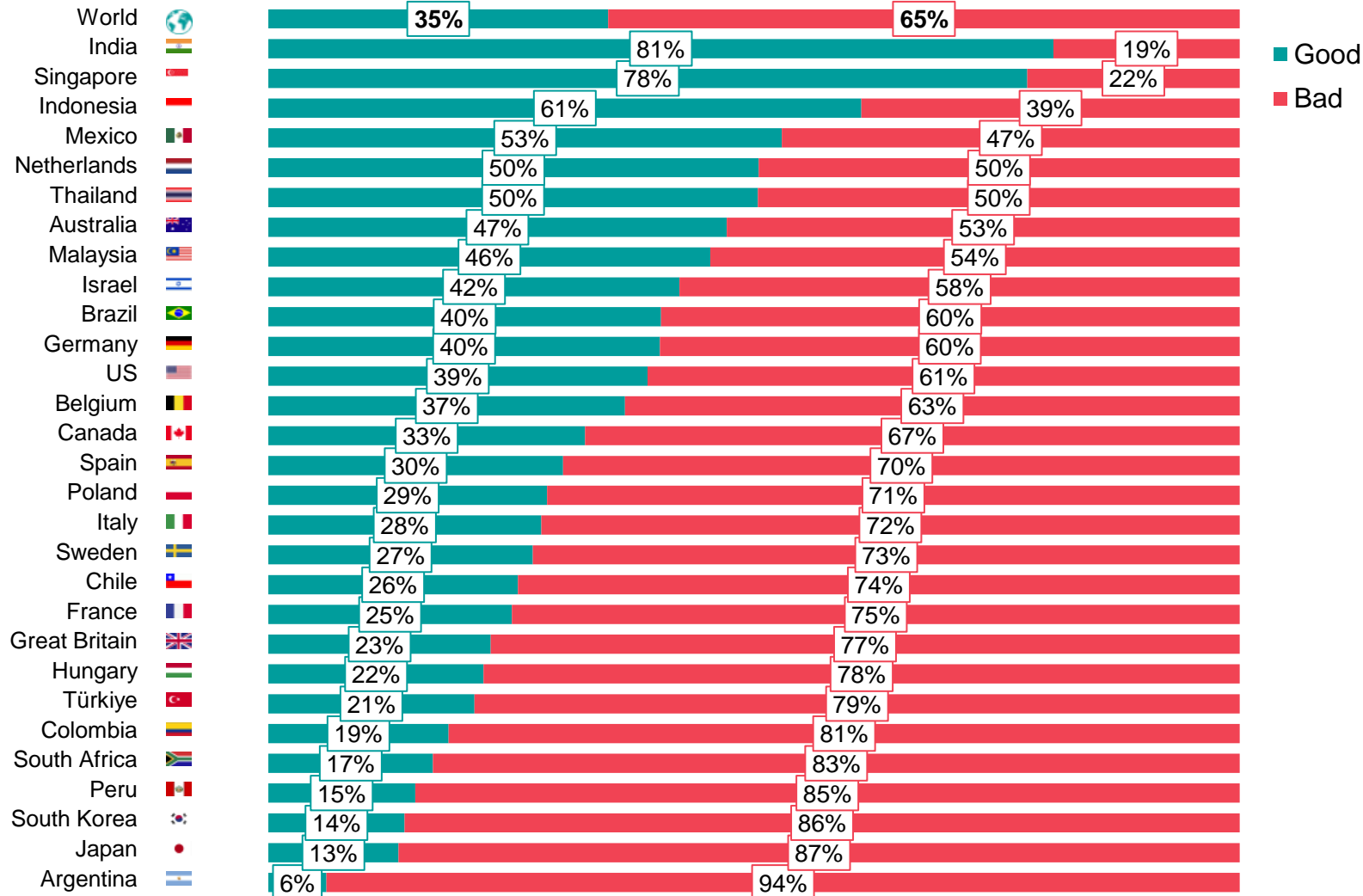
Please contact: Teodros.Gebrekal@Ipsos.com for more information.



CURRENT ECONOMIC SITUATION

Read more about perceptions of the economy in the [Ipsos Global Consumer Confidence survey](#).

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



India remains top of the rankings this month, with more than eight in ten people describing the country's current economic situation as good.

Positive economic perceptions have risen most since last month in Israel (+7), followed by Malaysia (+6). A 3-point rise in Mexico's score sees it record a new all-time high (53%).

At the other end of the table, Argentina remains in bottom place. Argentina's good economy score has been below 10% for over a quarter of the past 10 years (32 of 120 months).

Each of Spain, Brazil and Colombia have seen a 7-point month-on-month decrease.

A 1-point decrease in economic positivity in Sweden marks a new all-time low for the fifth time this year.

CURRENT ECONOMIC SITUATION: ARGENTINA

Argentina has spent over a quarter of the past 10 years, with a good economy score below 10%.

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.*

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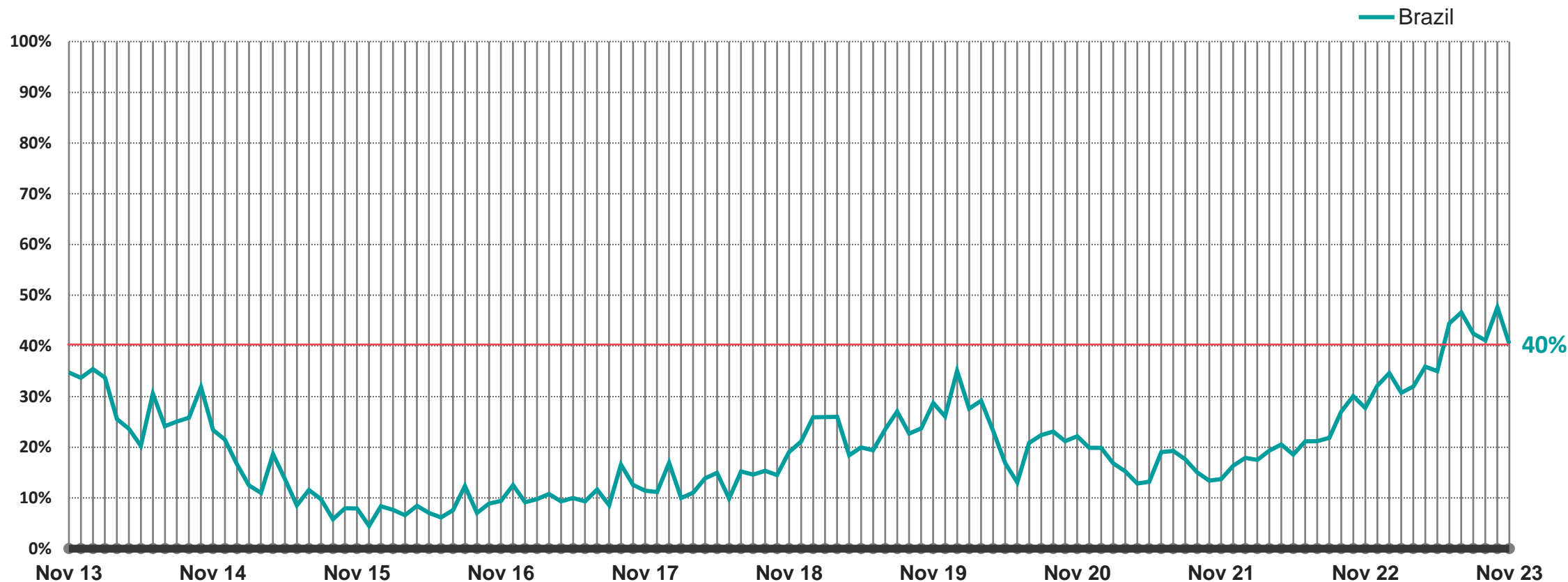
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CURRENT ECONOMIC SITUATION: BRAZIL

Brazil's good economy score has dropped 7pts 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 Brazil, 2013 - 2023.

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

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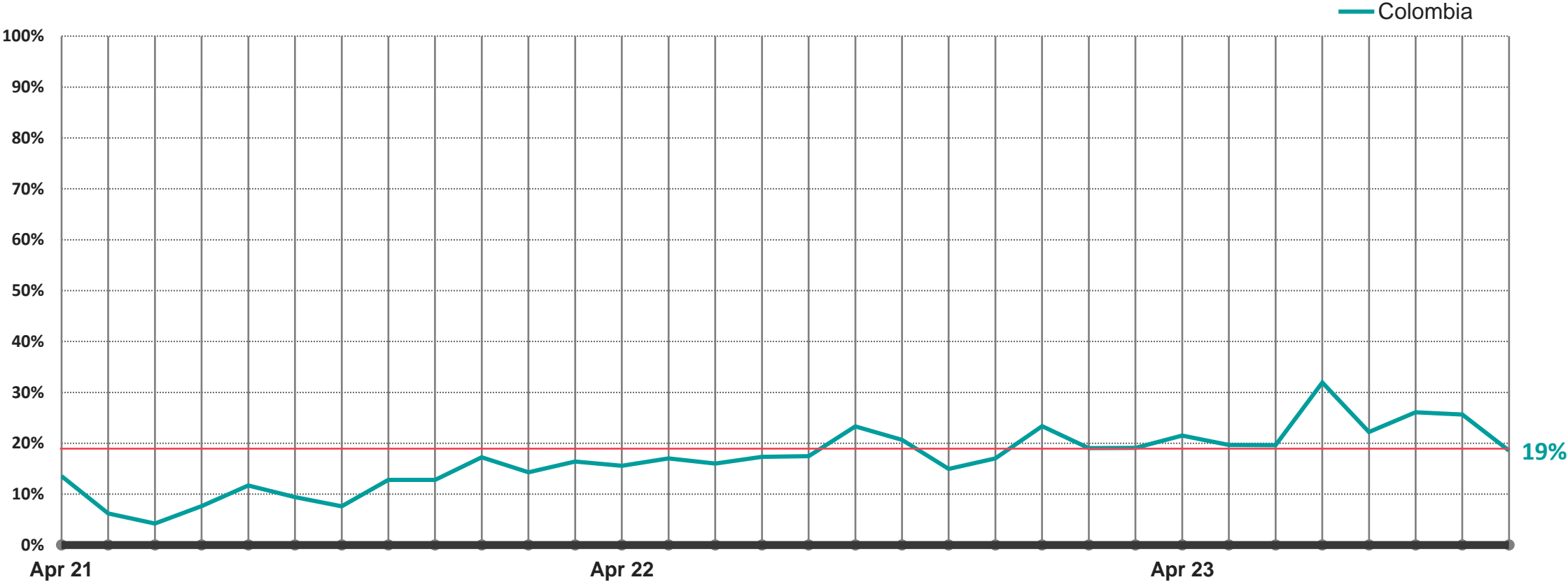
Filter: Country: World | Current Wave: Nov 23



CURRENT ECONOMIC SITUATION: COLOMBIA

Colombia's good economy score has dropped 7pts since last month.

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



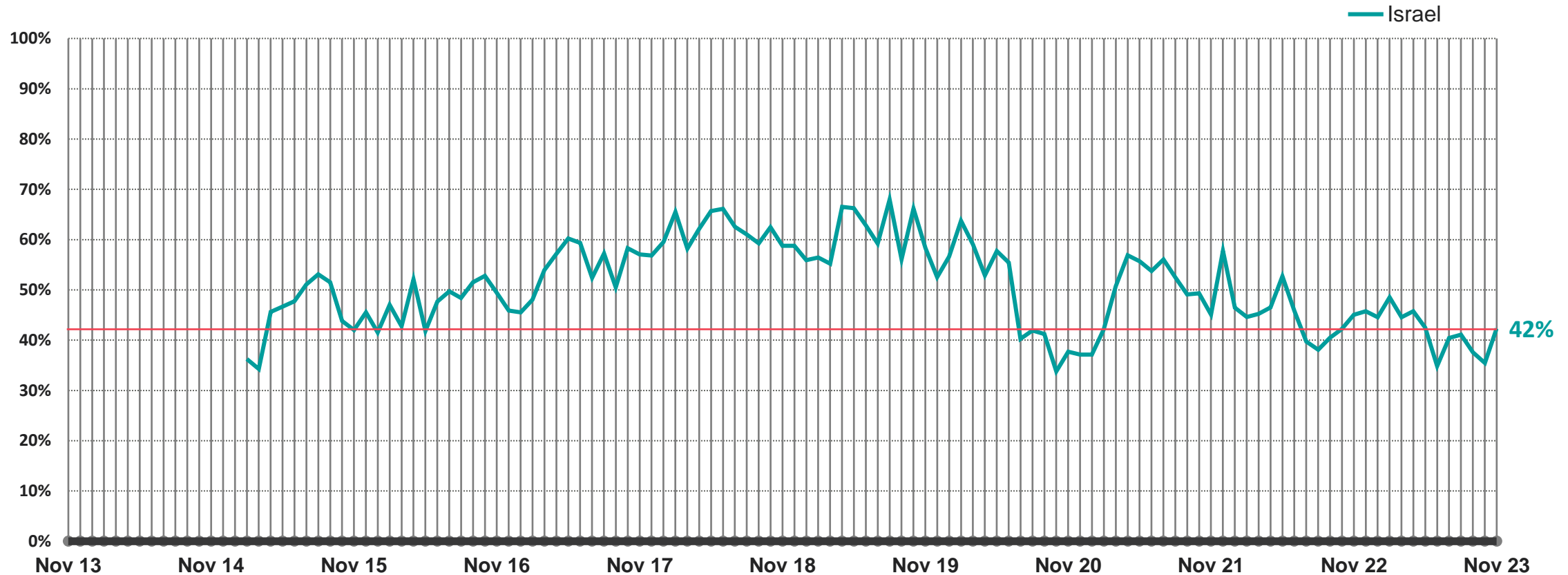
Base: Representative sample c. 1000 adults aged 16-74 in Colombia, 2013 - 2023.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



CURRENT ECONOMIC SITUATION: ISRAEL

This month, Israel records the biggest month-on-month increase in positive economic perceptions of any country in our survey (+7).

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 Israel, 2013 - 2023.

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

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CURRENT ECONOMIC SITUATION: MALAYSIA

Malaysia's good economy score is particularly volatile, with more than half of its month-on-month changes over 5 points.

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 has recorded an all-time high good economy score this month.

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



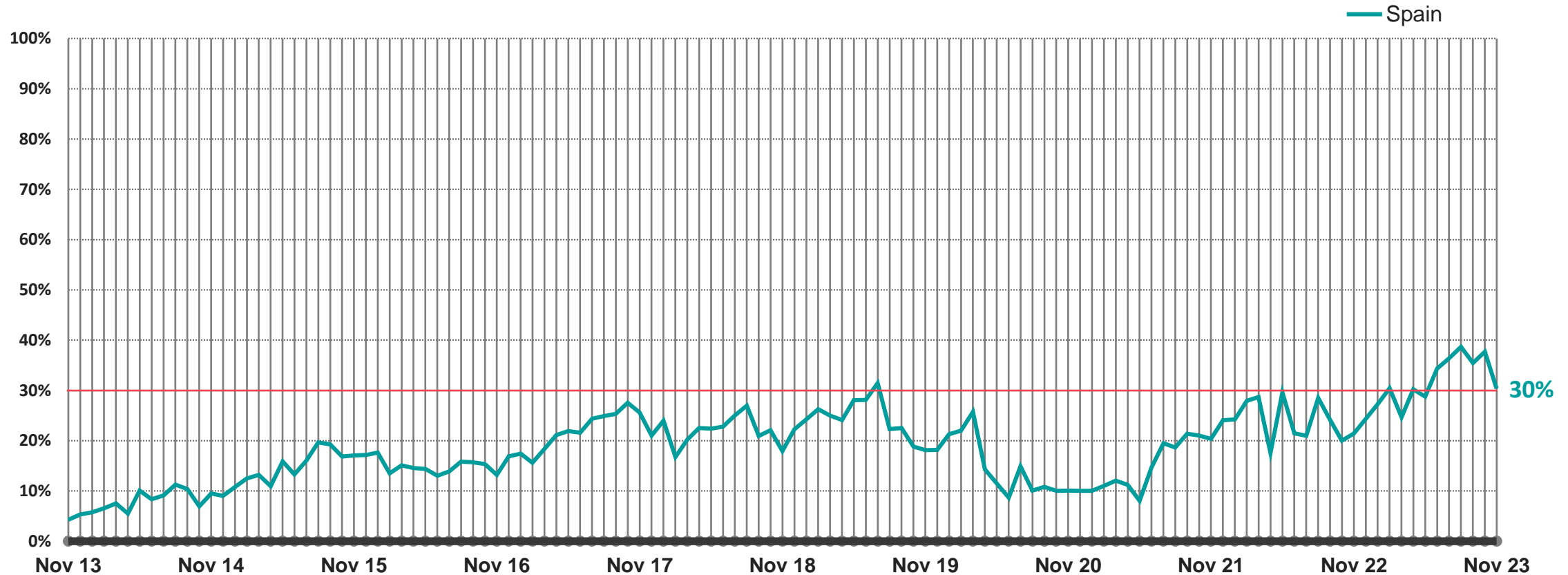
Base: Representative sample c. 500 adults aged 16-74 in Mexico, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: SPAIN

Spain's good economy score has dropped 7pts 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.*

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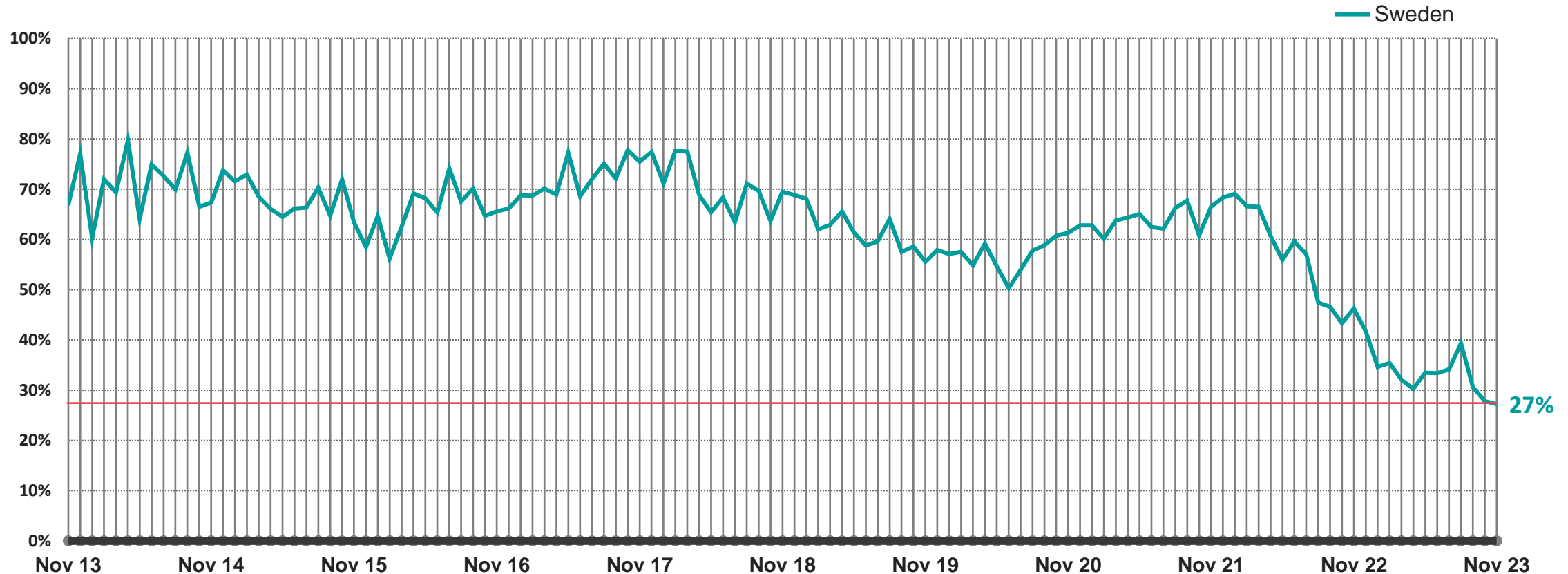
Filter: Country: World | Current Wave: Nov 23



CURRENT ECONOMIC SITUATION: SWEDEN

This month marks the fifth time this year that Sweden has recorded an all-time low good economy score.

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.*

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METHODOLOGY

This 29-country Global Advisor survey was conducted between October 20th 2023 and November 3rd 2023 via the Ipsos Online Panel system among 20,570 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Türkiye 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 Türkiye.

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 Türkiye 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.