

WHAT WORRIES THE WORLD?

December 2023



GAME CHANGERS



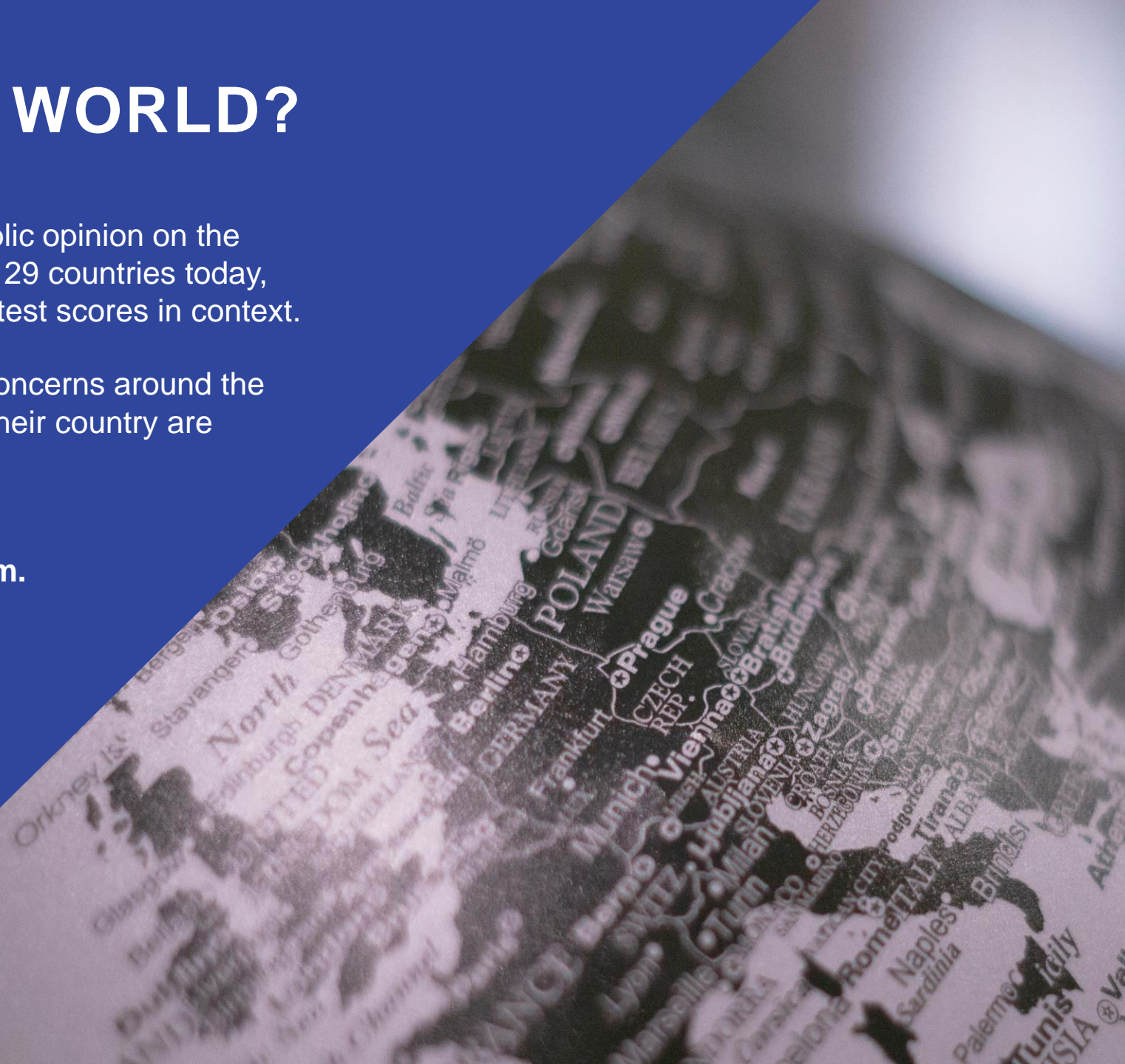
WHAT WORRIES THE WORLD?

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.

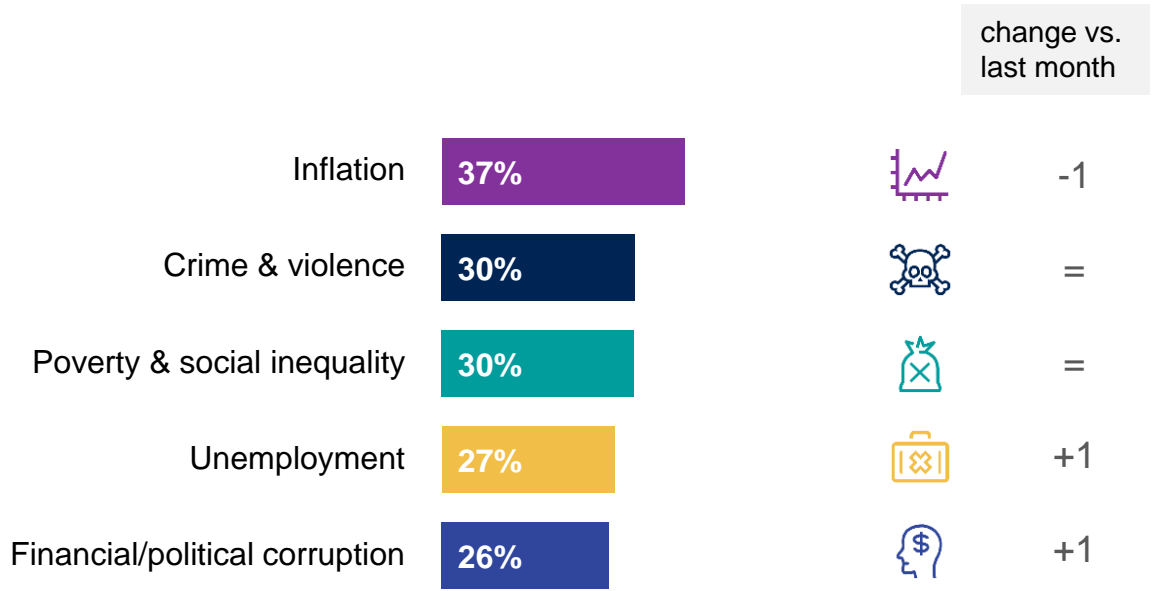
Please contact Teodros.Gebrekal@ipsos.com for more information.



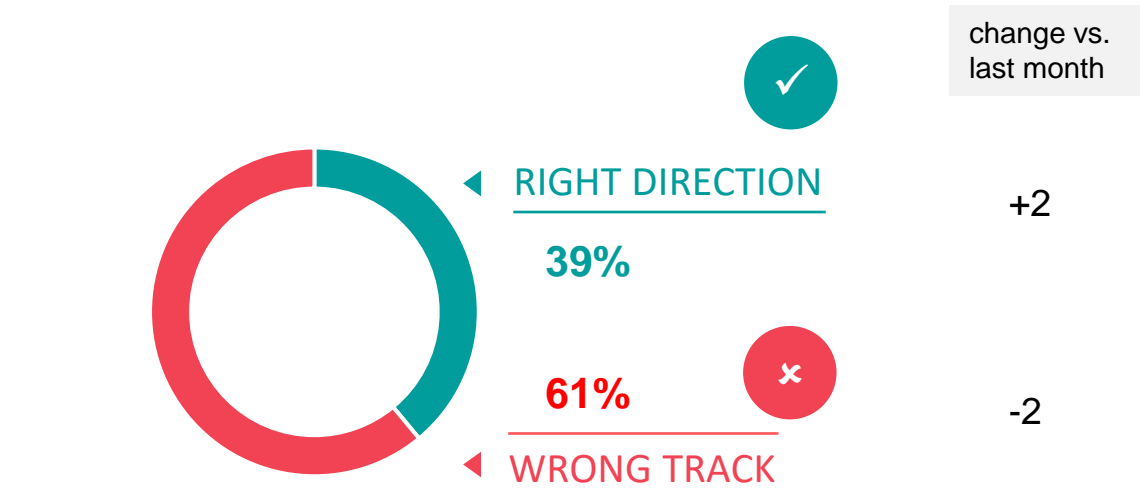
WHAT WORRIES THE WORLD? DECEMBER 2023

Inflation is the top concern for the 21st consecutive month with 37% across 29 countries picking it as a major issue. The remaining top four worries have not moved significantly since last month. The proportion saying their country is headed in the right direction is up two points.

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?

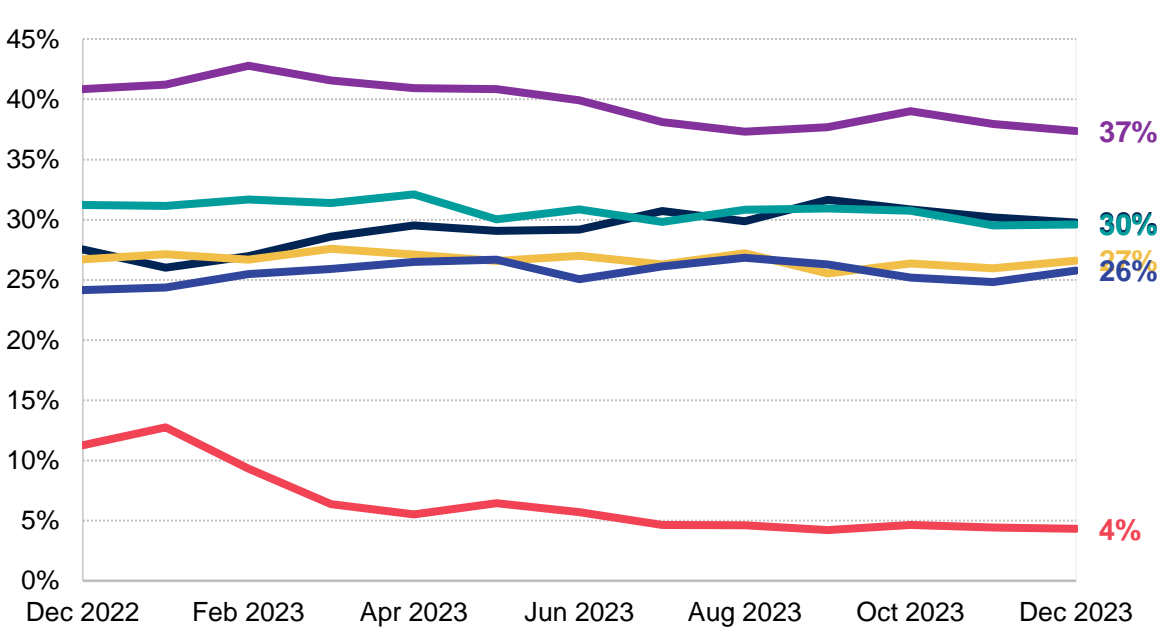


Base: Representative sample of 22,633 adults aged 16-74 in 29 participating countries, November 24th 2023 - December 8th 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



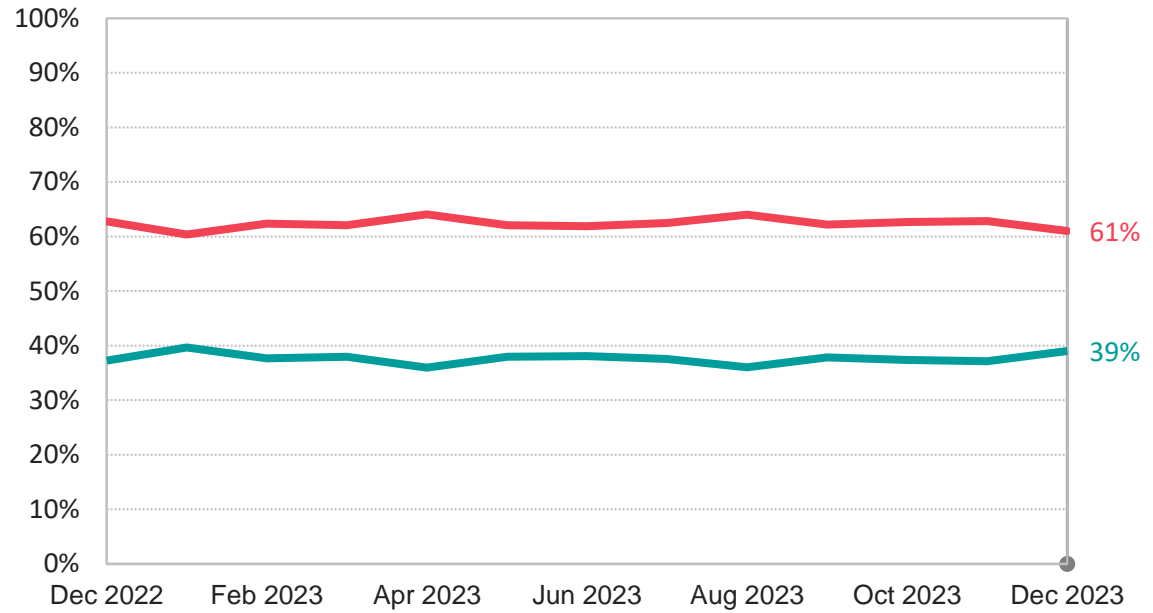
WHAT WORRIES THE WORLD? 12-MONTH TREND

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.22,633 adults aged 16-74 in 29 participating countries, December 2022 - December 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

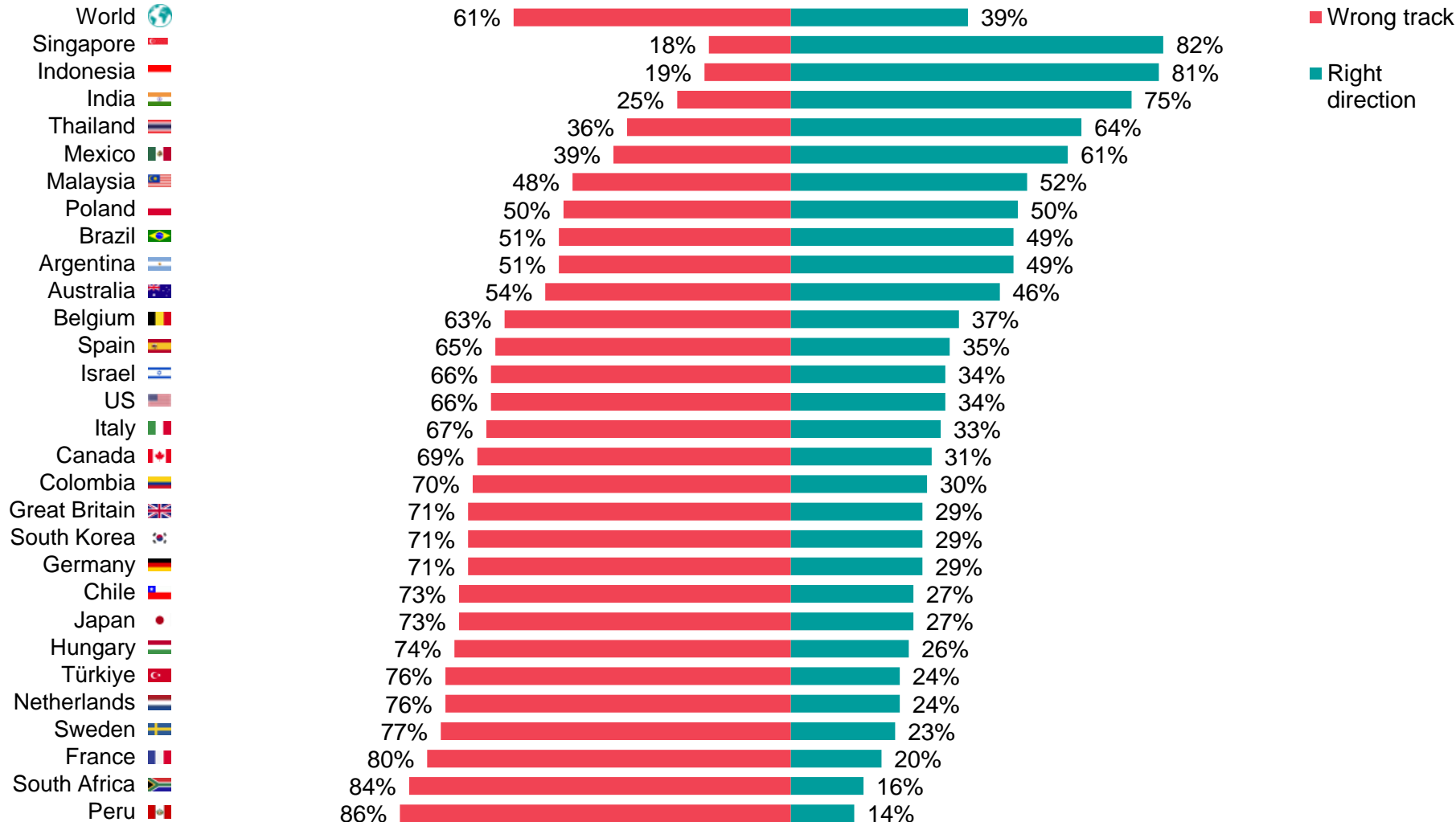


DIRECTION OF TRAVEL **ALL COUNTRIES**



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? (December 2023)



Two-fifths (39%) say their country is headed in the right direction, up 2pp from last month. As we close 2023 this month's score is similar to the beginning of the year when 40% said their country was moving in the right direction.

In the wake of the election on 19th November, Argentina's right direction score has improved significantly. In December, the score has increased by 30pp compared to last month to half (49%) and is 36pp higher than it was in January. This is Argentina's highest score since May 2020.

Similarly, Poland has experienced a sharp rise since last month. Poland's right direction score is up 13pp to 50%. This is 28pp higher than January and the highest score for the nation in ten years of our survey.

Base: Representative sample of 22,633 adults aged 16-74 in 29 participating countries, November 24th 2023 - December 8th 2023.

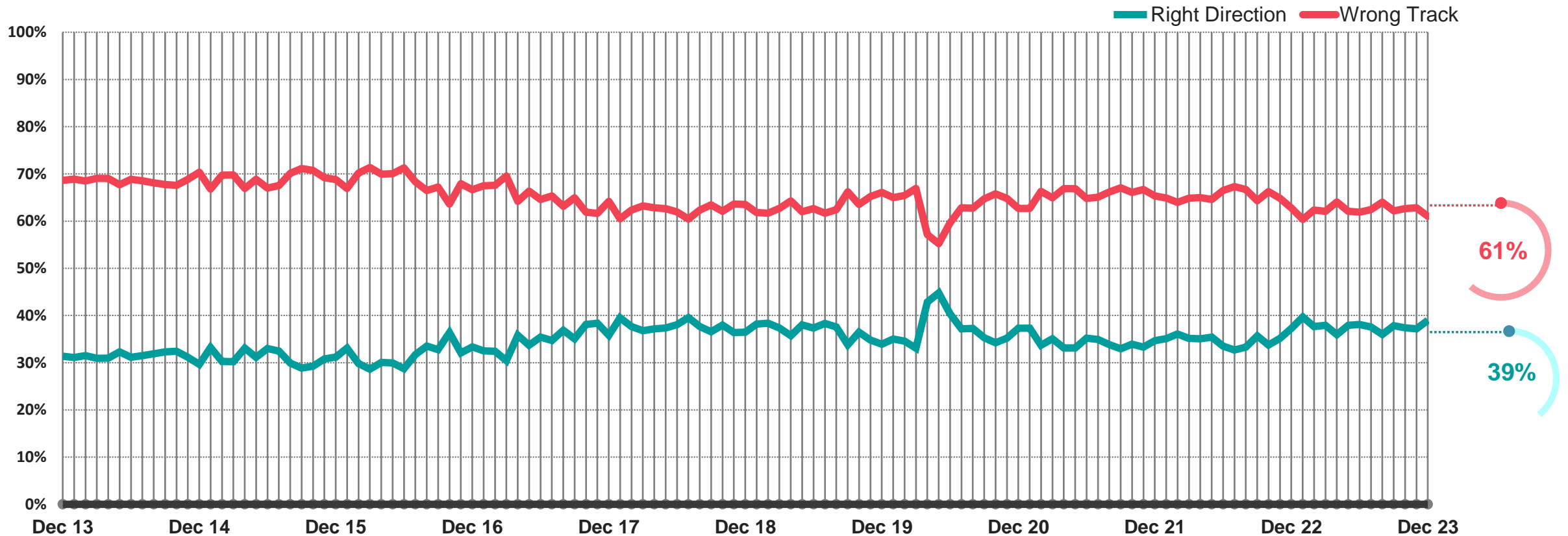
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

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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.22,633 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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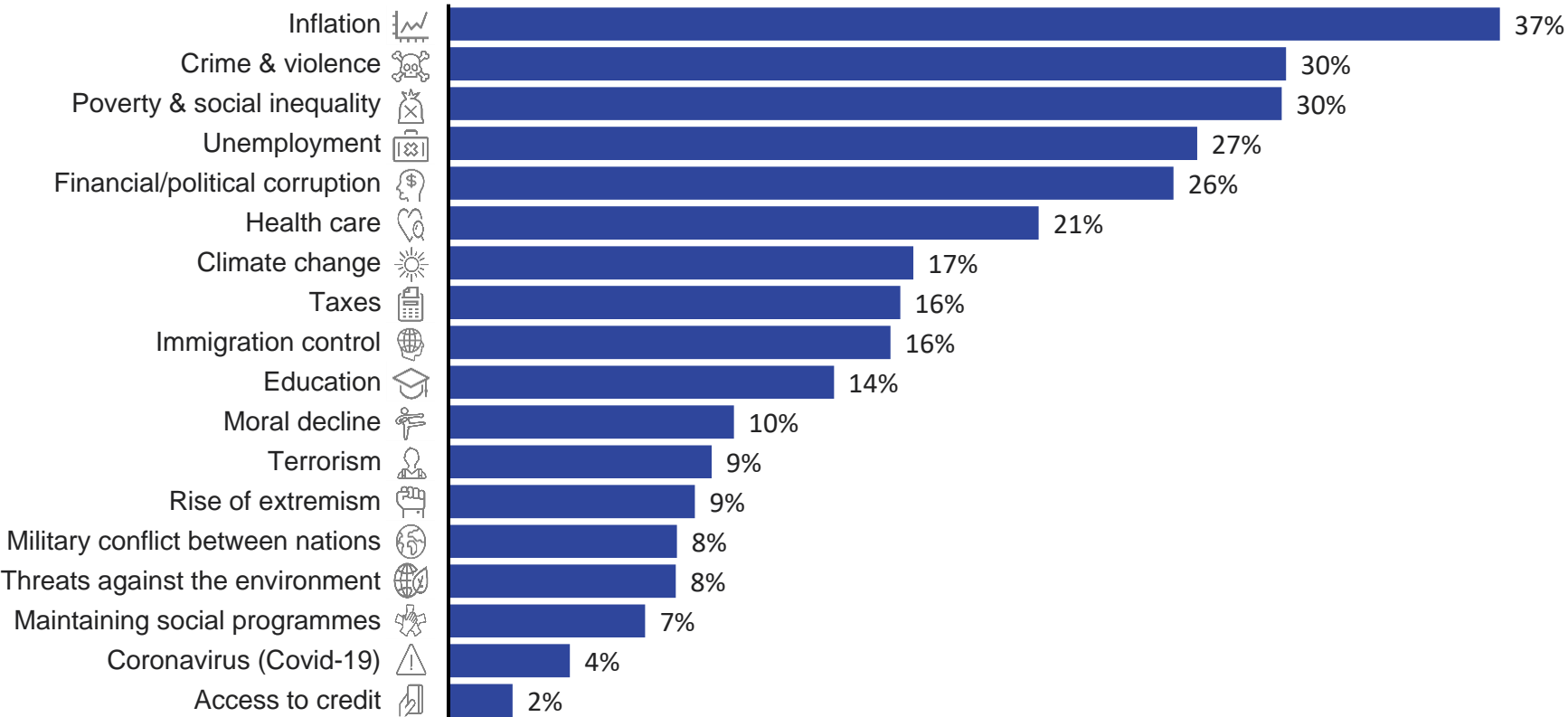
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in December 2023 (global country average)



Inflation ranks the number one global issue and has now been top of our 18 worries for the last 21 consecutive months. This month is marginally lower than the beginning of the year, when it was at two-fifths (40%).

The remaining top four concerns are relatively unmoved from last month. Unemployment and financial/political corruption are both up 1pp.

Terrorism and military conflict between nations have both fallen this month to 12th and 14th place, respectively.

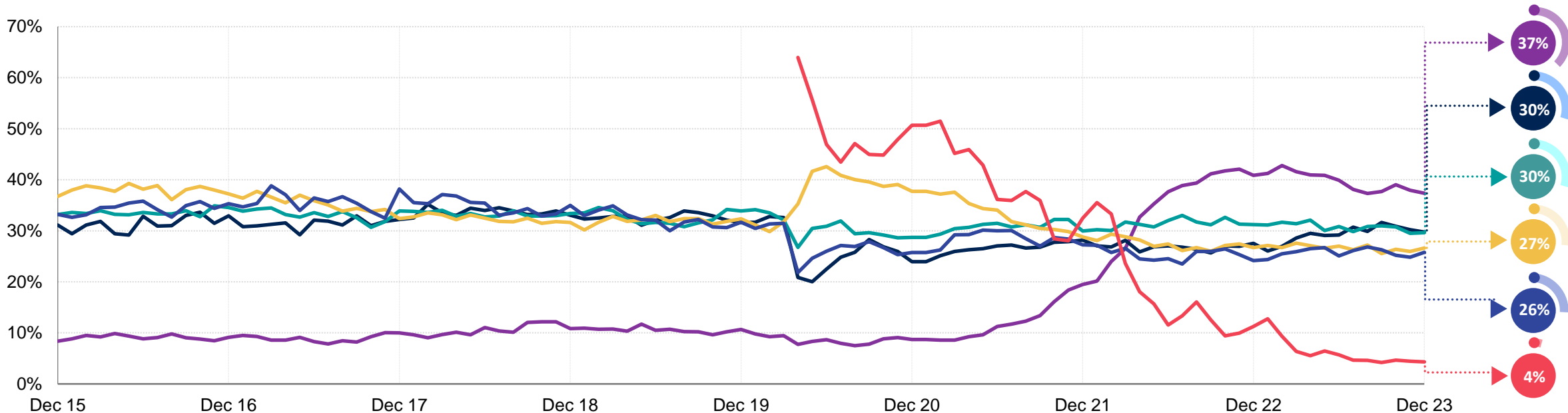
Base: Representative sample of 22,633 adults aged 16-74 in 29 participating countries, November 24th 2023 - December 8th 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



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



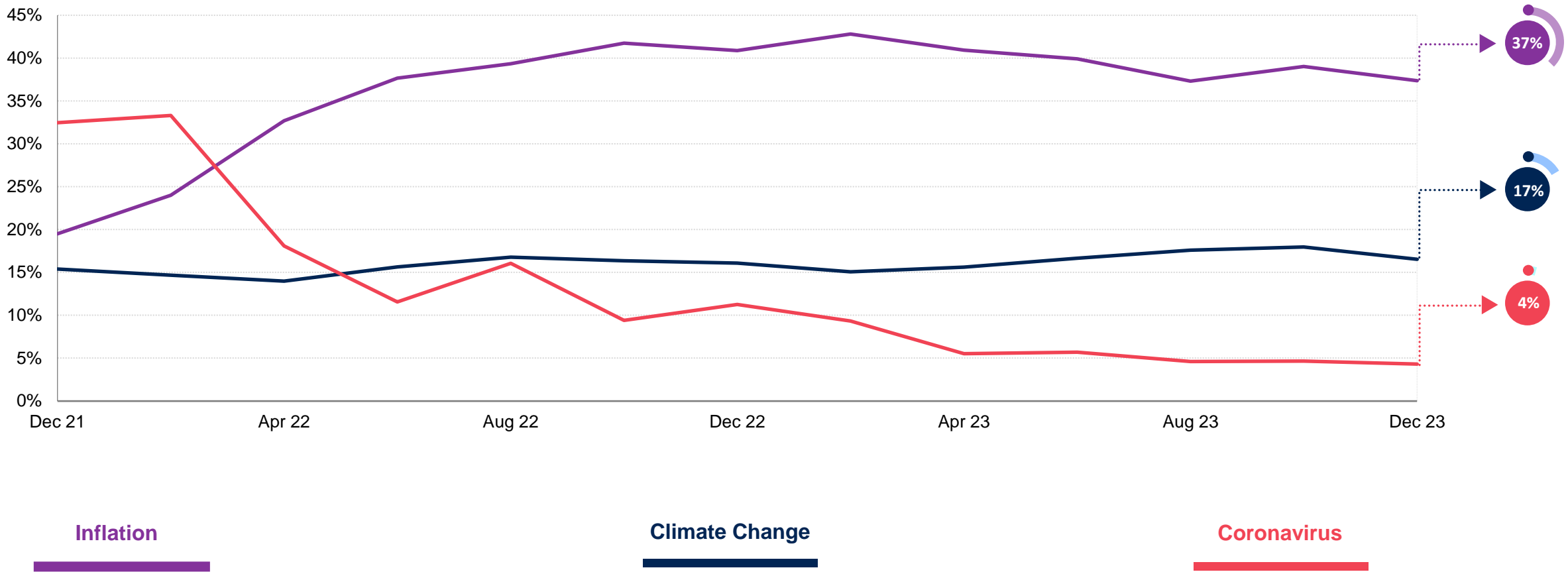
Financial/political corruption



Coronavirus

Base: Representative sample of 22,633 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

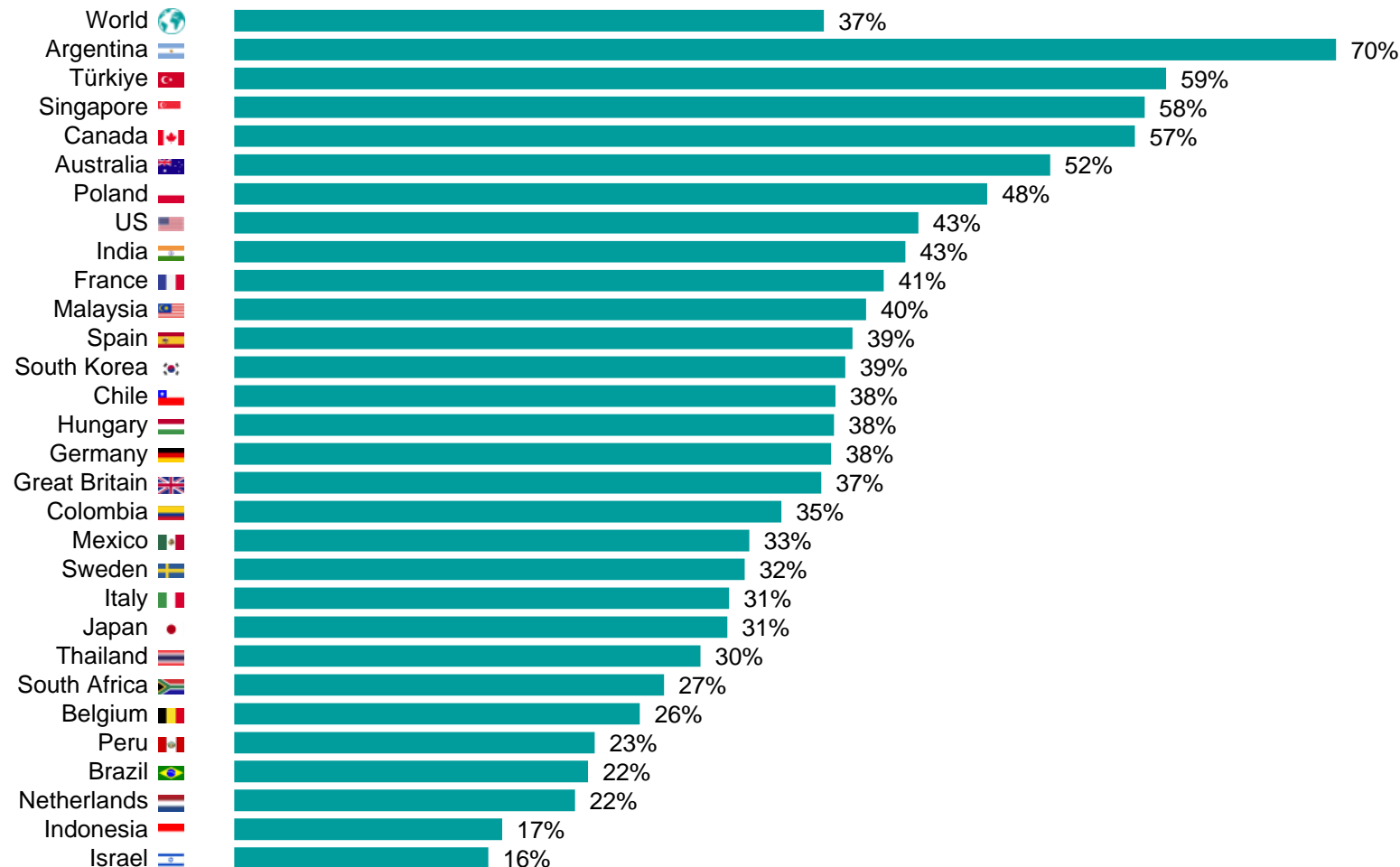
Base: Representative sample of c.22,633 adults aged 16-74 in 29 participating countries, December 2021 - December 2023.

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



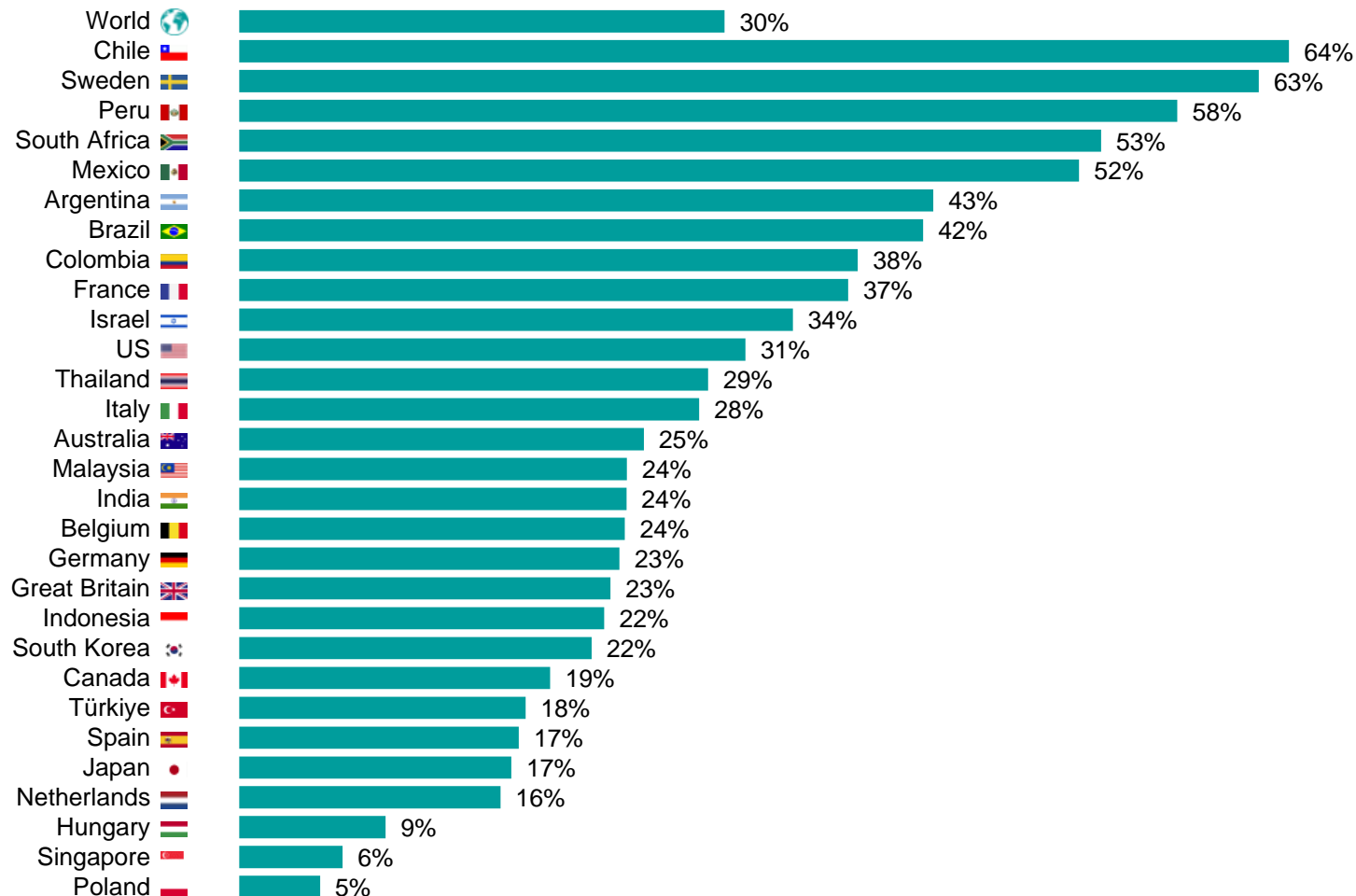
Less than four in ten (37%) choose inflation as a top concern in their country, the lowest score since August and 3pp lower than December 2022. Despite falling marginally from last month, it is still the highest concern where it has been for the last 21 consecutive months.

Argentina remains top of our list, with seven in ten (70%) choosing it as a top issue. This is Argentinians' highest level of worry since June of this year when it was 71%.

Australia has now entered the top five countries worried, after a 4pp increase since November, with over half (52%) concerned.

Conversely, for the first time this year Poland (48%) have less than half who are worried about the cost of living after concern fell 6pp.

2 | CRIME & VIOLENCE



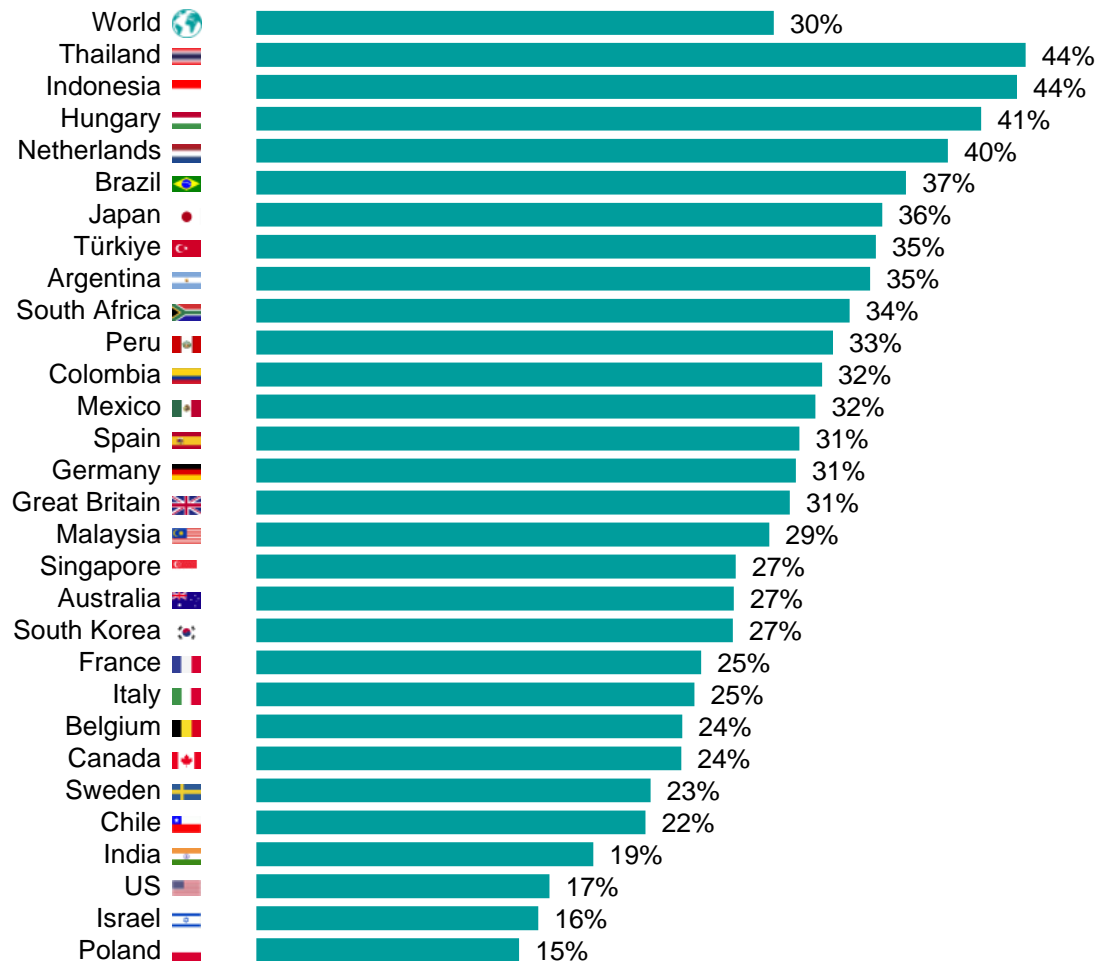
Three in ten (30%) across 29 countries choose crime & violence as a worry in their country. This is the same score as last month.

Chile now occupies the top spot in December, increasing 6pp to 64%. It is the biggest issue for Chileans.

Sweden, the most concerned country for the last two months, has seen worry fall by 4pp. However, this remains at an elevated level with just over three-fifths (63%) – this is the nation's biggest worry.

France is the country with the biggest increase in concern this month, with worry up 13pp compared to November. Thirty-seven per cent say it is an issue in France and is the country's second biggest concern after inflation (41%).

3 | POVERTY & SOCIAL INEQUALITY



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

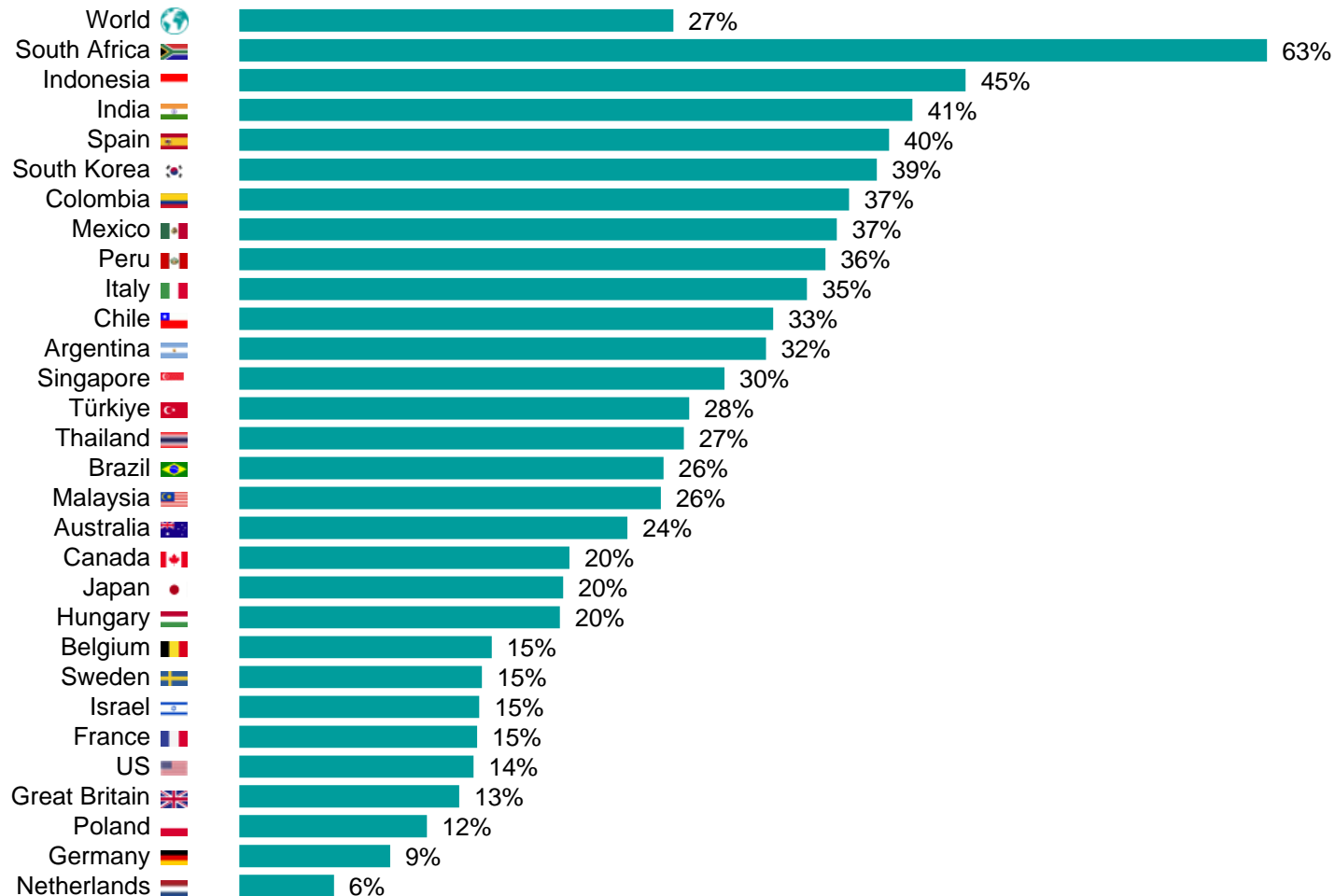
Concern is highest in Asia. In Thailand and Indonesia, 44% say inequality is an issue. It is Thailand's number one worry and December's score is the highest it has been since May.

While in Indonesia it is the country's third biggest concern behind corruption (58%) and unemployment (45%).

Japan (36%) places this as their second biggest issue (behind taxes). It is 2pp lower than last month.

Looking outside of Asia, Hungary (41%), Netherlands (40%) and Brazil (39%) round out of the top five most concerned countries.

4 | UNEMPLOYMENT



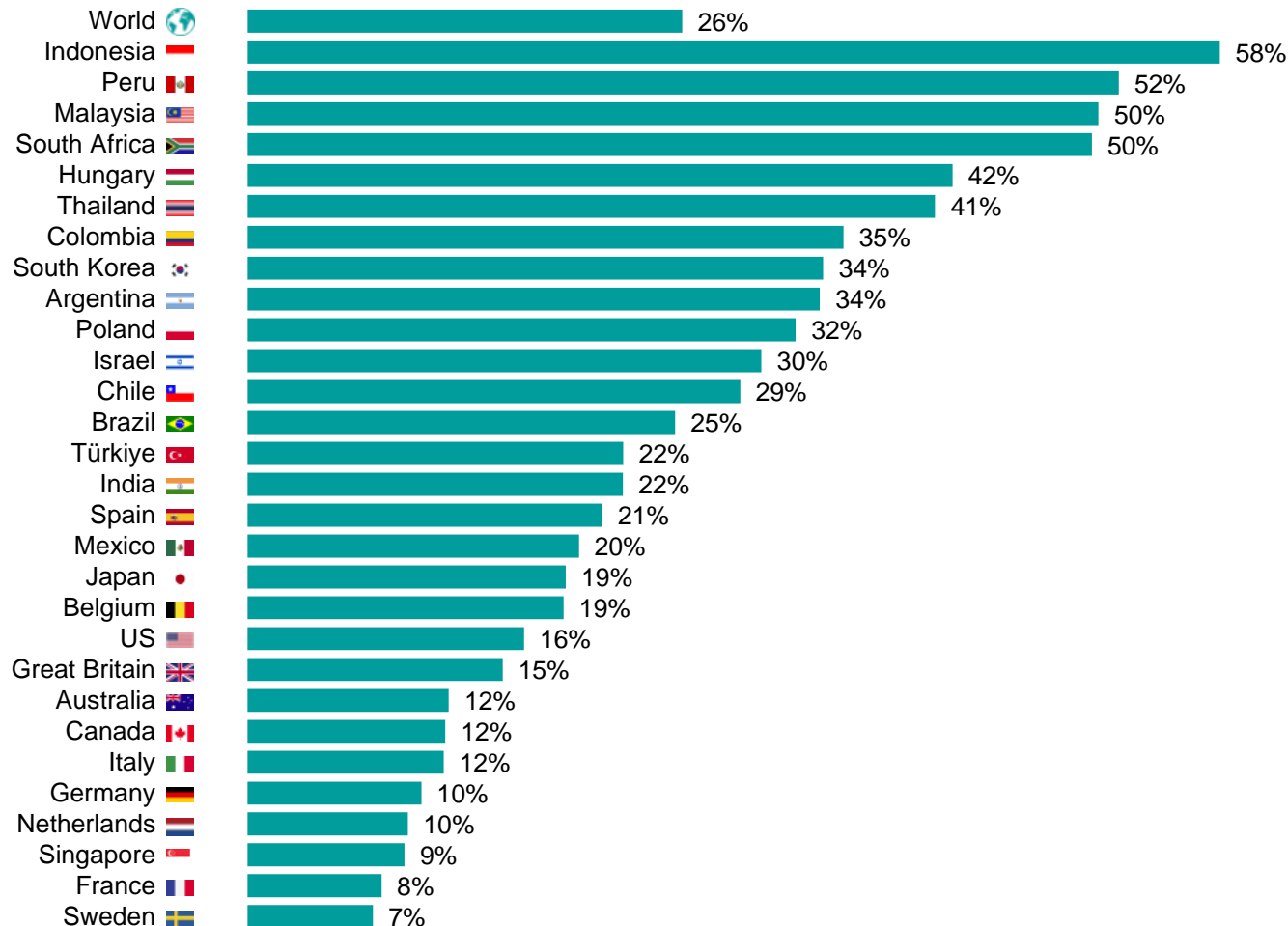
Just over one in four (27%) across 29 countries choose unemployment as one of the biggest concerns in their country. Worry about unemployment this year has been at its lowest level over the last decade (see [slide 10](#) for the long-term trend).

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.

Australia now have a quarter (24%) worried after a 7pp increase this month. This is the joint highest score for Australia this year, tied with September's score

Last month Colombia was the second most worried but has since fallen 9pp to 37%. This is the lowest it has been since March 2021 for Colombians.

5 | FINANCIAL/POLITICAL CORRUPTION



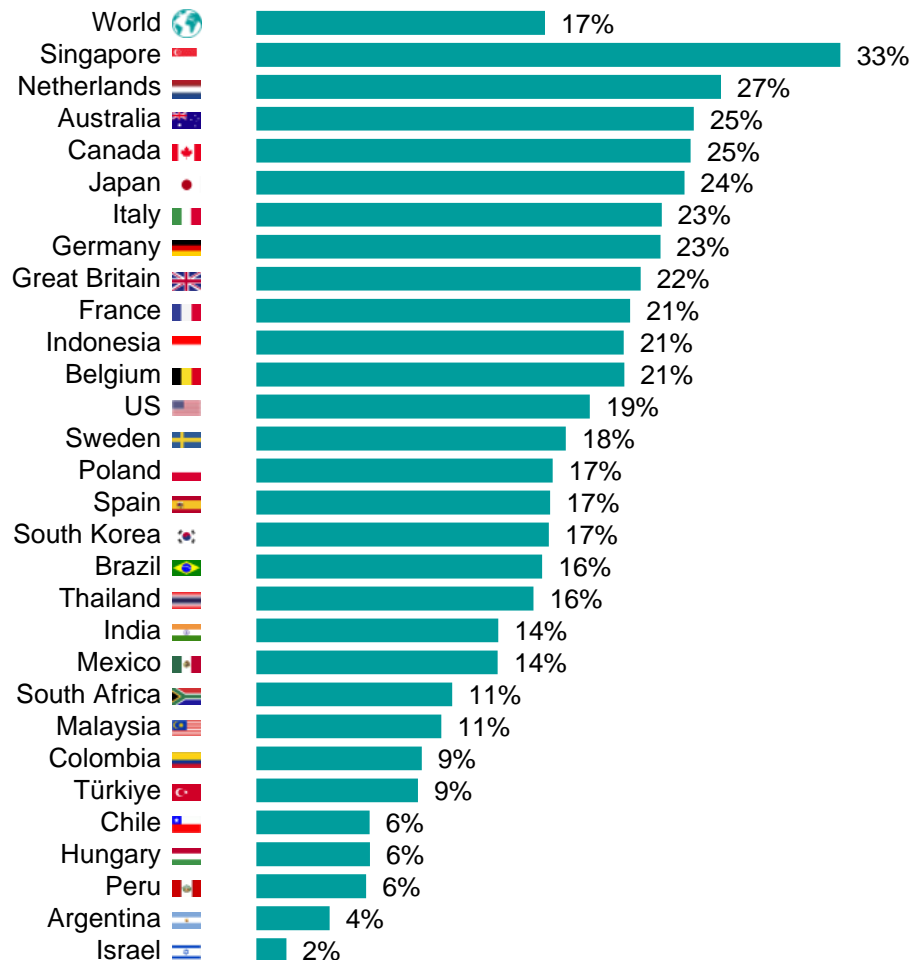
Financial/political corruption is the fifth biggest concern in our *What Worries the World* survey with just over one in four (26%) across 29 countries choosing it as a worry.

Indonesia is top of our list, with nearly three-fifths (58%) saying it's a big issue. This is a small decrease from last month. It is the country's top worry and has been since August 2022.

Including Indonesia, corruption has four countries with at least half mentioning it as an issue – Peru (52%), Malaysia (50%) and South Africa (50%).

After taking a dip over October and November, Israel's concern (30%) around this issue has risen again by 4pp to where it was in September.

7 | CLIMATE CHANGE



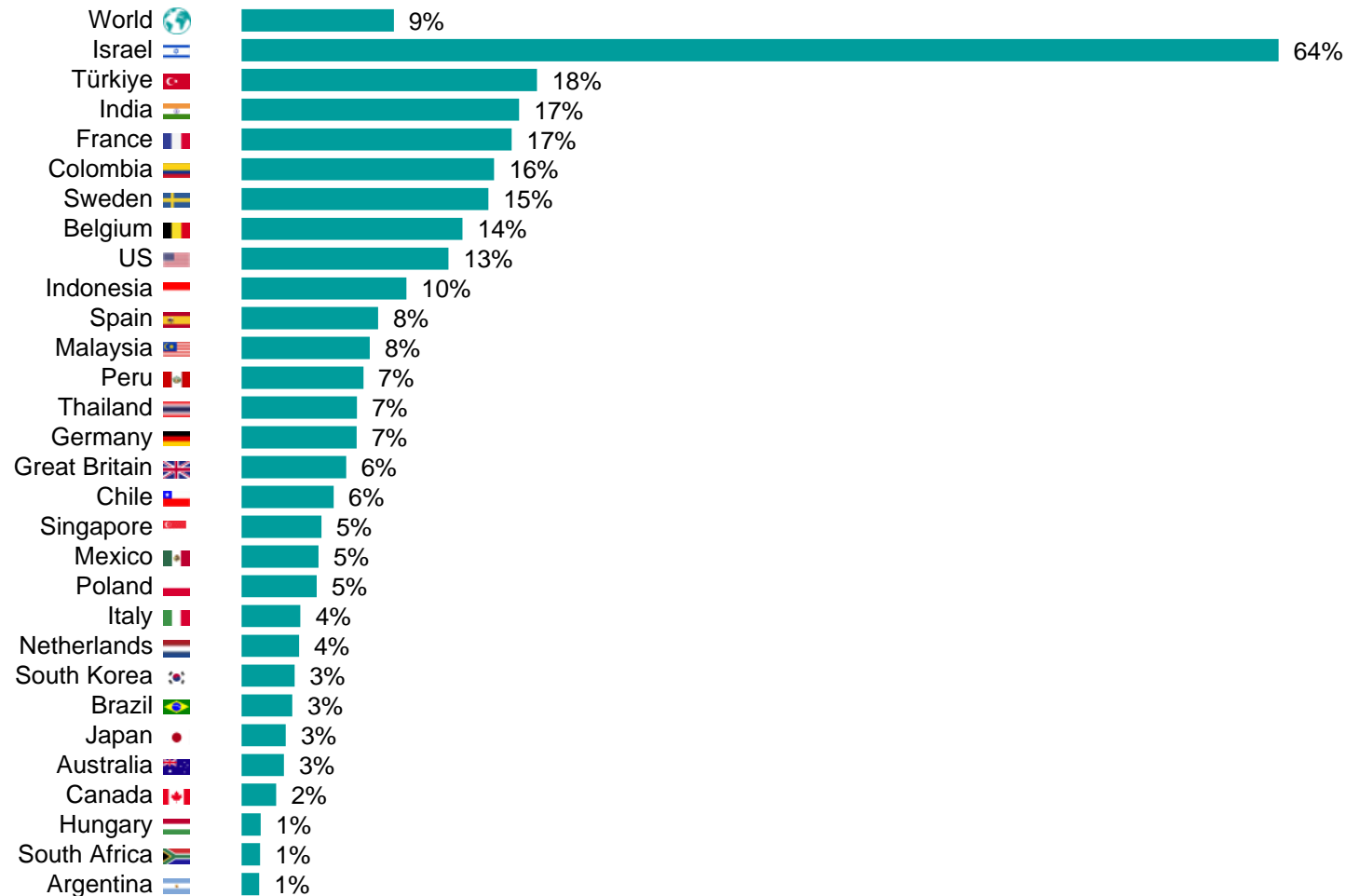
Almost one in five (17%) choose climate change as one of the biggest issues facing their country in December 2023. It ranks seventh out of 18 issues in *What Worries the World* between healthcare and taxes.

There is no change this month compared to November's score. Looking back 12 months ago the global country average for concern about climate change was 16%.

Turning back to December 2023, Singapore remains the most worried country about climate change with 33% saying it is an issue, up 3pp this month.

Australia was top for concern about climate change this time last year, but level of worry has been declining in recent months. Concern is down 4pp over the last two months as Australians head into summer.

12 | TERRORISM

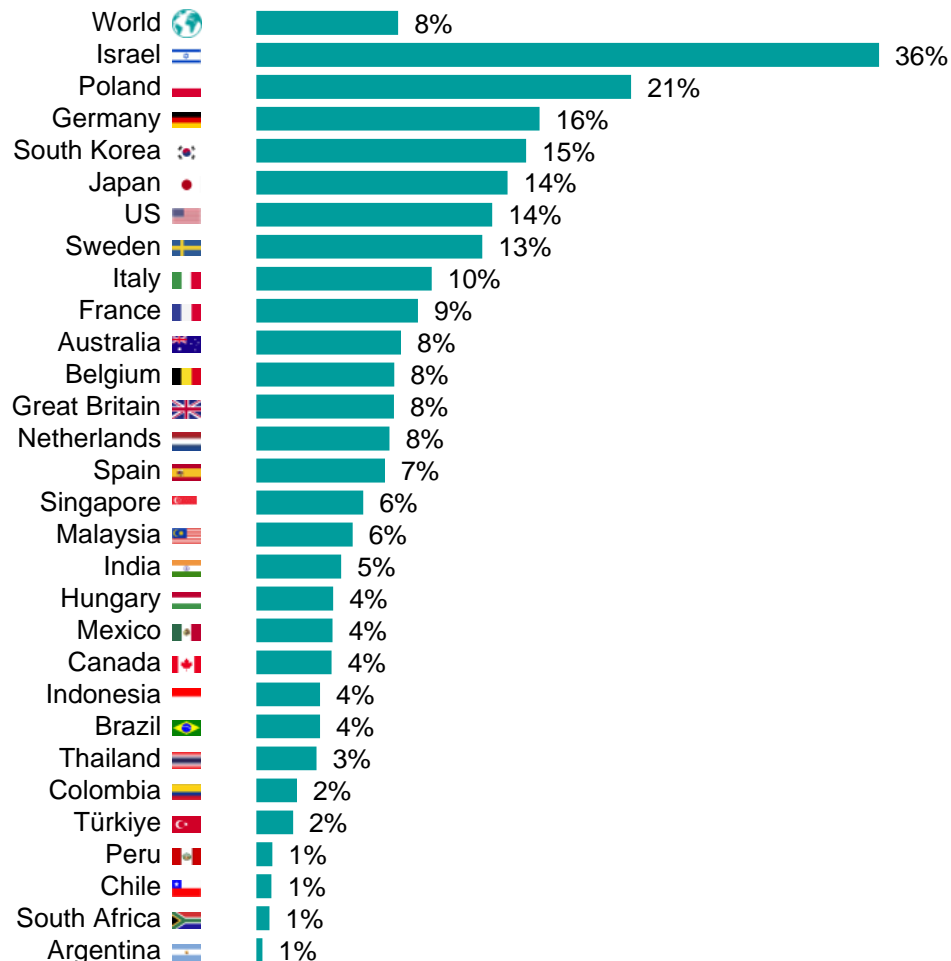


Terrorism ranks 12th in our list of global worries between moral decline and rise of extremism. The global country average this month has fallen 3pp compared to November, with 9% choosing it as an issue in their country.

Israel is the most concerned country with 64% saying it is an issue. In September, before the attack by Hamas on Israel on 8th October, concern about terrorism was 34%. This has now increased 30pp over recent months and rose again in December – up 4pp.

Many countries have seen their concern for terrorism decline this month. Worry in France (17%) has fallen 16pp and in Belgium (14%) it is down 10pp.

14 | MILITARY CONFLICT BETWEEN NATIONS

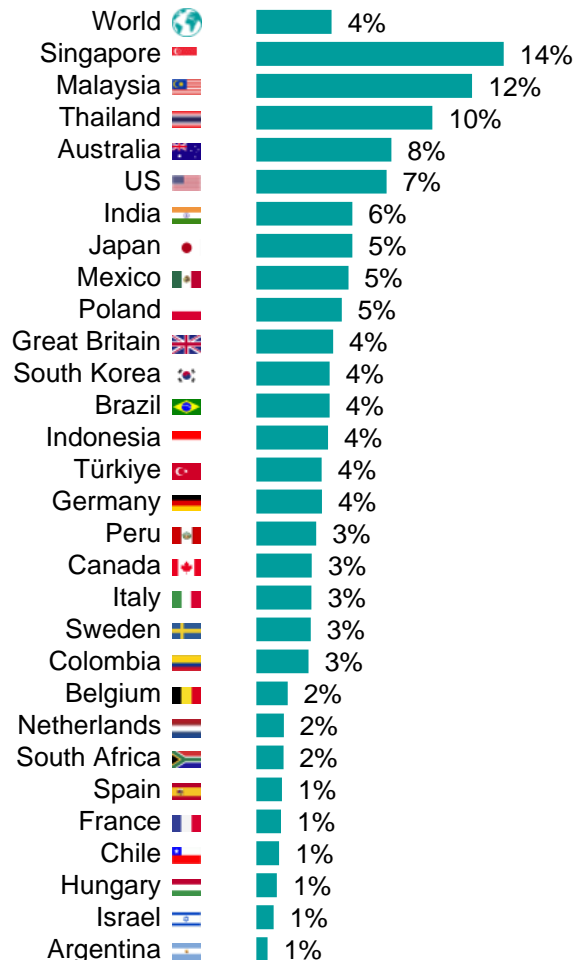


Military conflict between nations ranks 14th out of 18 issues in our list of global worries. Only 8% across 29 countries choose it as one of the biggest issues affecting their country.

Concern is down 2pp this month compared with November, when it ranked as the tenth biggest concern. Moral decline and the rise of extremism are greater concerns for the global public.

Israel is the most concerned about military conflict with 36% choosing it as a worry. This is down 7pp compared to last month. While concern for Israelis is down last month, it is still 20pp higher than worry was before the Hamas attack in October and remains the country's second highest concern after terrorism.

17 | CORONAVIRUS (COVID-19)



One in 25 (4%) say coronavirus is an issue in their country. It ranks 17th out of 18 worries and only access to credit (2%) has a lower level of concern.

At the beginning of this year coronavirus ranked 10th in our list of global concerns. While only 13% choose it as an issue in their country in January 2023, worry was much higher in Asia.

More than one in four in Malaysia (37%), Japan (33%), Thailand (27%) and India (26%) chose Covid-19 as an issue in their country. Looking at this month, concern in the most worried countries is much lower. Singapore (14%), Malaysia (12%), Thailand (10%), and Australia (8%) make up the most concerned countries in December 2023.

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.

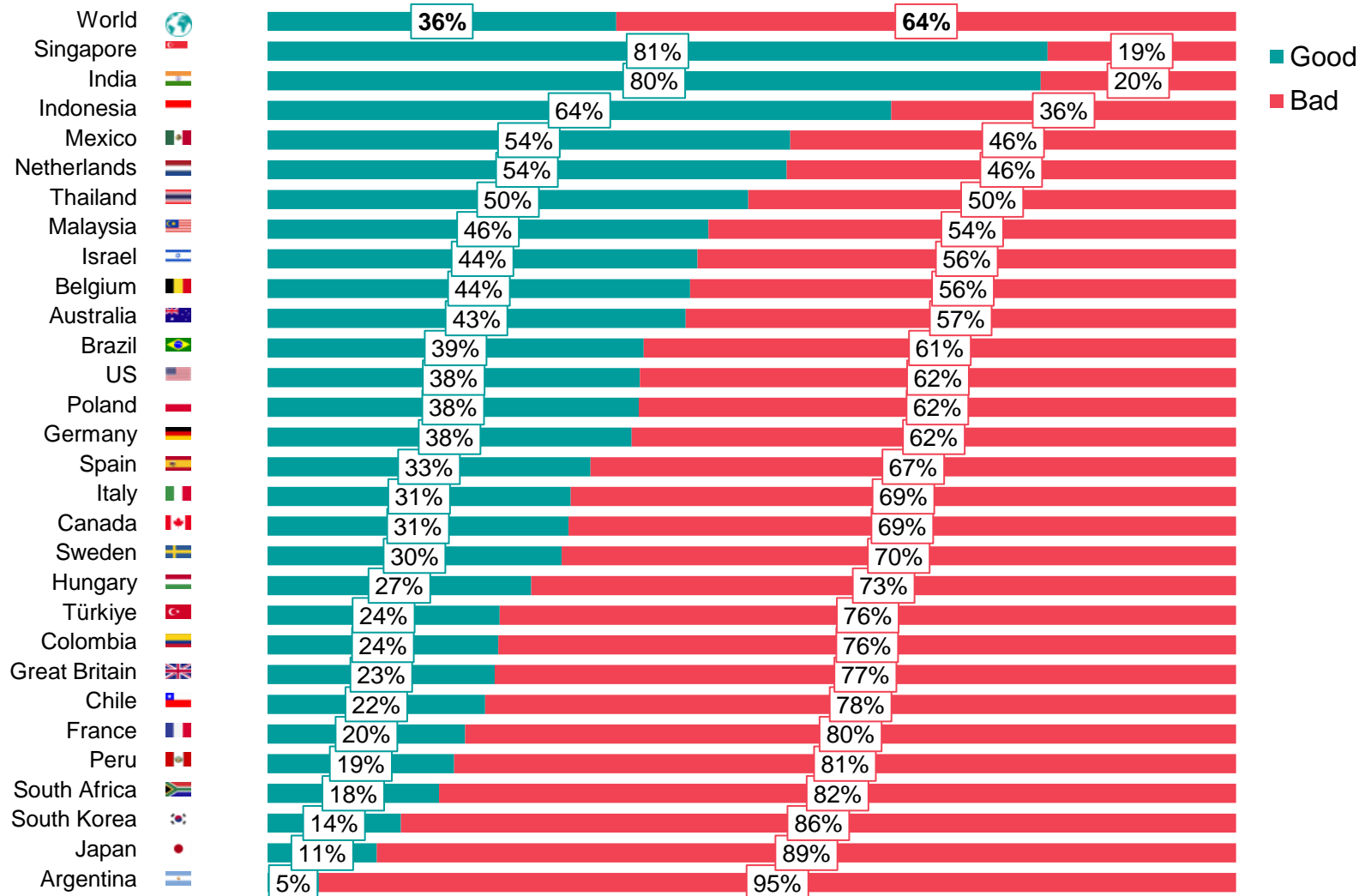
Please contact: Teodros.Gebrekal@Ipsos.com for more information.



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?



On average globally, over a third of people (36%) describe their country's current economic situation as "good", up 1pp from last month.

Positive economic perceptions have risen most since last month in Poland (+10pp) and Belgium (+7pp).

Meanwhile, France sees the largest month-on-month decrease, down 5pp to 20% – the country's lowest score since April 2021.

Over the past 12 months, some countries "good" economy scores have varied more than others. Malaysia has proved most volatile, with 20pp separating its 2023 high (59%) and low (39%).

In contrast, economic perceptions in South Korea have been more consistent (albeit consistently negative) with just 5pp separating its 2023 high (16%) and low (11%).

CURRENT ECONOMIC SITUATION: AUSTRALIA

Outside of the Covid-19 pandemic, Australia's "good" economy has only been lower once in the last decade.

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 Australia, 2013 - 2023.

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

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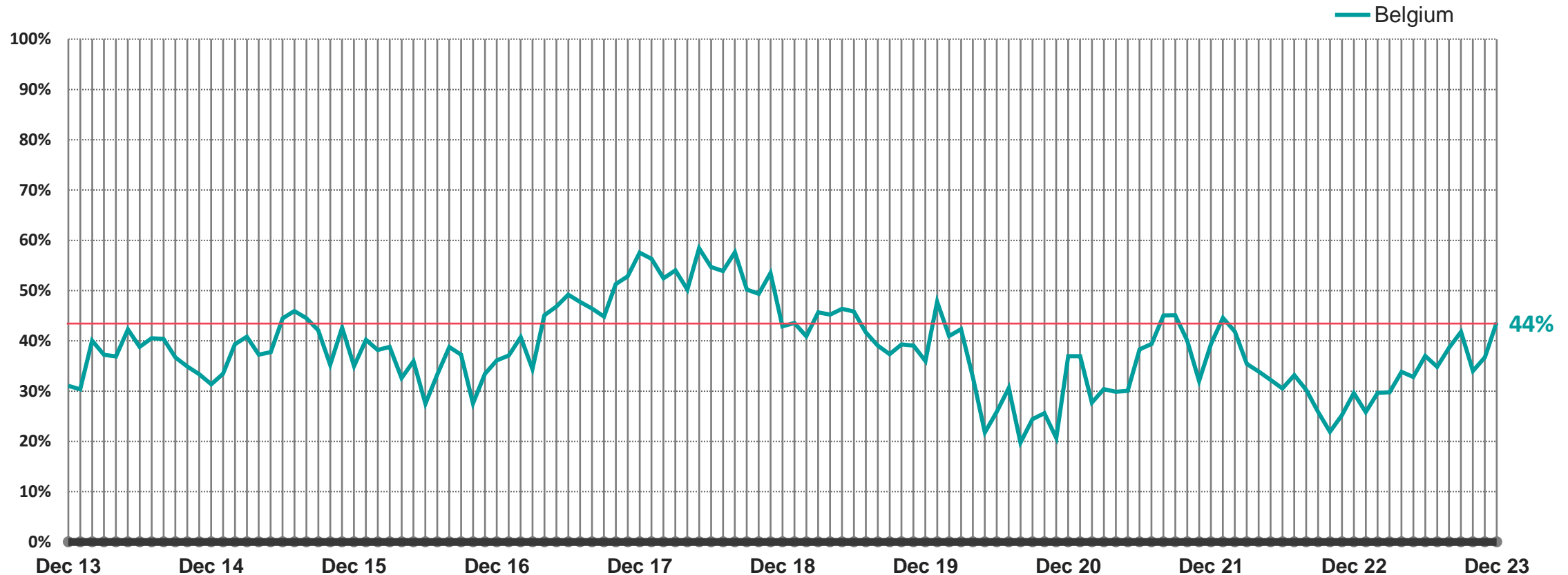
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CURRENT ECONOMIC SITUATION: BELGIUM

Belgium's "good" economy score has risen 7pp from last month. This is Belgium's highest score since January 2022 (45%).

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.*

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Filter: Country: World | Current Wave: Dec 23



CURRENT ECONOMIC SITUATION: FRANCE

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

France has recorded the largest month-on-month drop in positive economic perceptions (-5pp). This marks France's lowest score since April 2021 (16%).



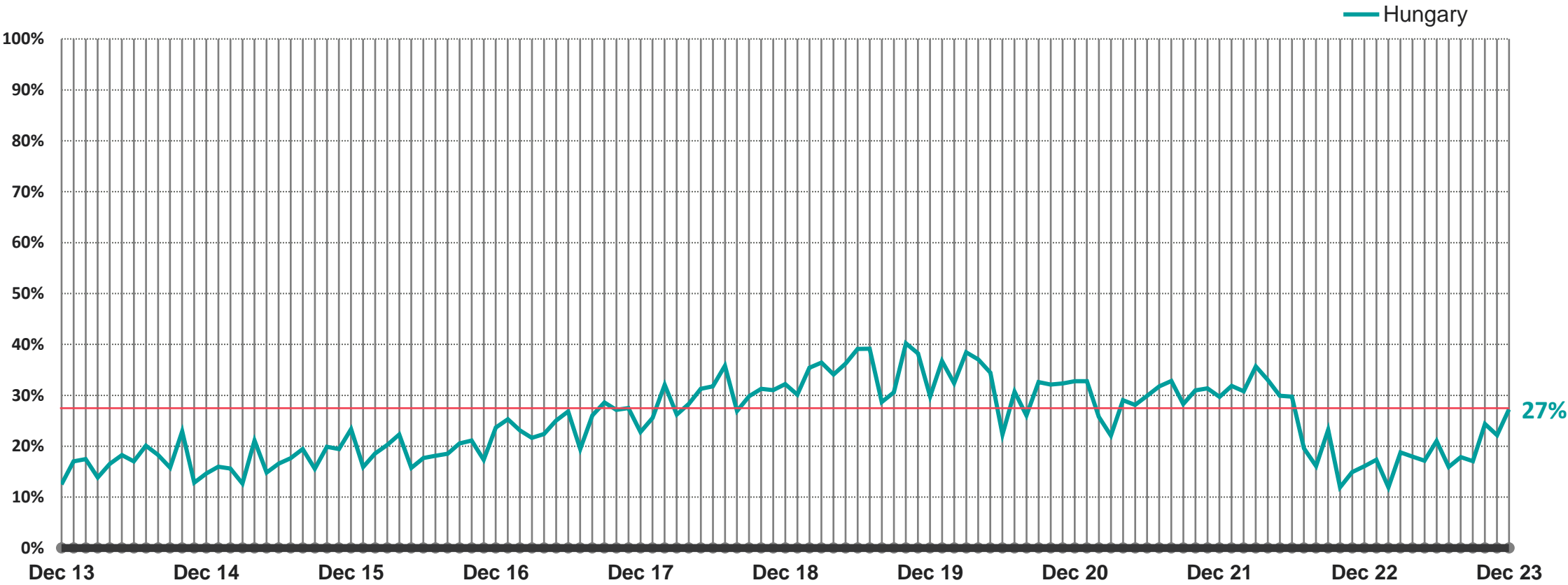
Base: Representative sample c. 1000 adults aged 16-74 in France, 2013 - 2023.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



CURRENT ECONOMIC SITUATION: HUNGARY

A 5pp rise in Hungary's "good" economy score sees it now sit 10pp higher than at the start of the year (17% in Jan 2023).

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



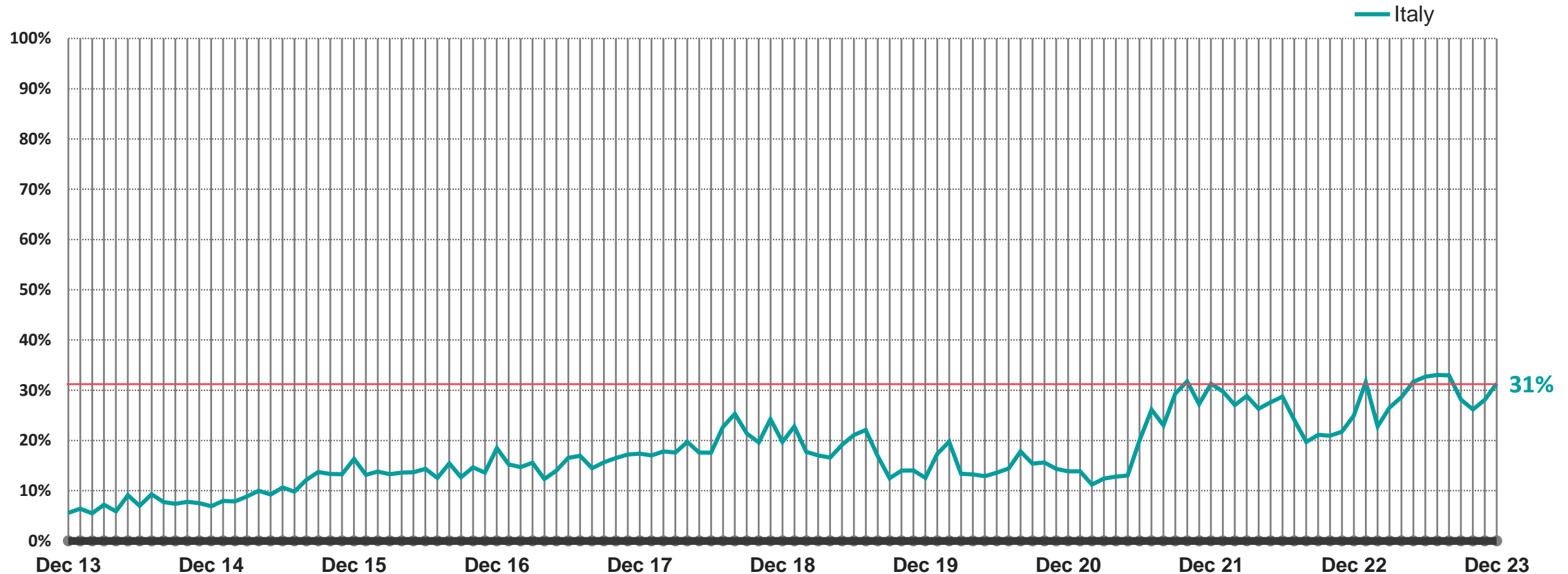
Base: Representative sample c. 500 adults aged 16-74 in Hungary, 2013 - 2023.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



CURRENT ECONOMIC SITUATION: ITALY

Six of Italy's seven highest "good" economy 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 Italy, 2013 - 2023.

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

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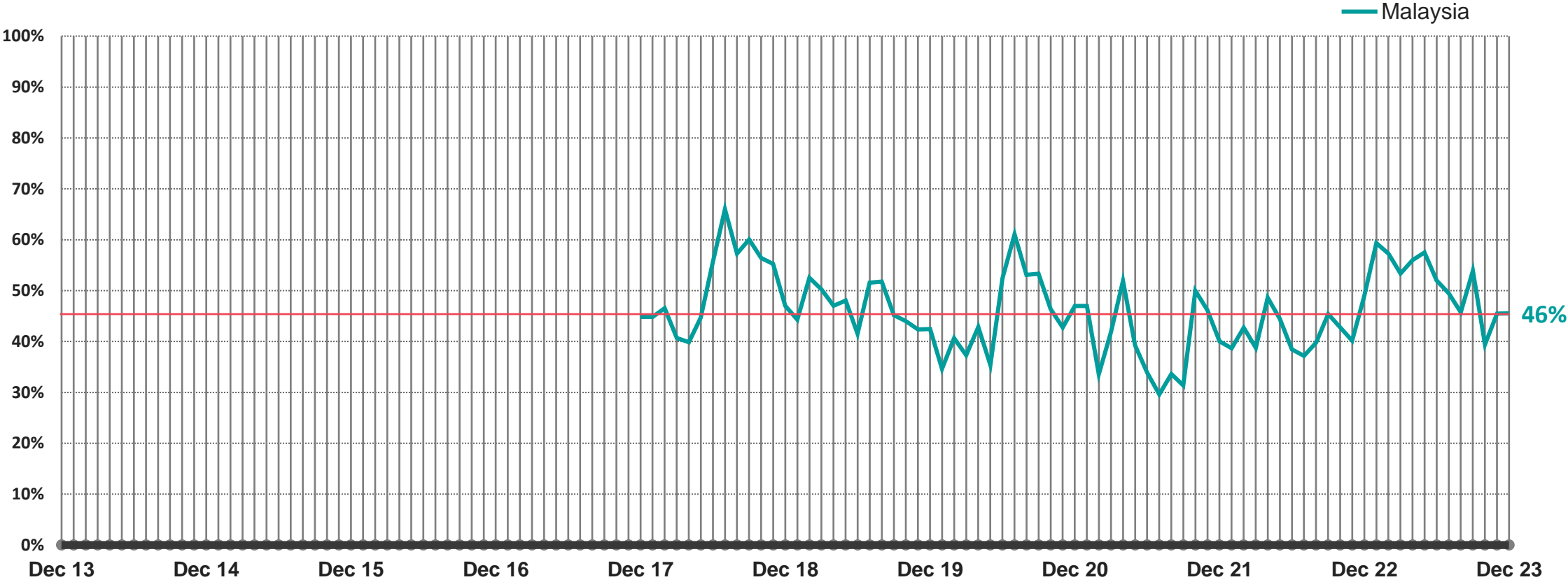
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CURRENT ECONOMIC SITUATION: MALAYSIA

Malaysia's "good" economy score has proven volatile over the last 12 months, with a 20pp difference between its 2023 high (59% in Jan) and low (39% in Oct).

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

A 1pp rise on last month sees Mexico record a new all-time high “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 Mexico, 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: Dec 23



CURRENT ECONOMIC SITUATION: POLAND

Poland's "good" economy score has risen 10pp since last month, a height not seen since September 2021 (also 38%).

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 Poland, 2013 - 2023.

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

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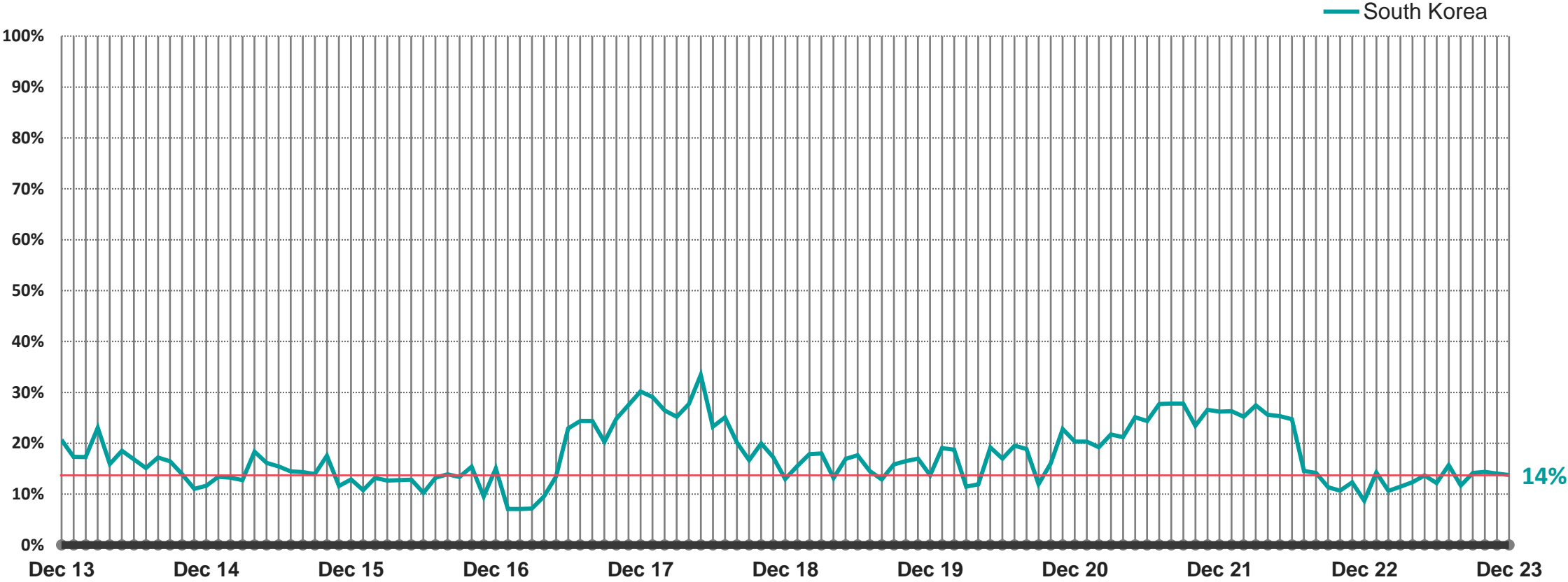
Filter: Country: World | Current Wave: Dec 23



CURRENT ECONOMIC SITUATION: SOUTH KOREA

South Korea's "good" economy score has varied the least over the past 12 months, with just 5pp between its 2023 high (16%) and low (11%).

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 South Korea, 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 November 24th 2023 and December 8th 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.