

WHAT WORRIES THE WORLD?

December 2022



GAME CHANGERS



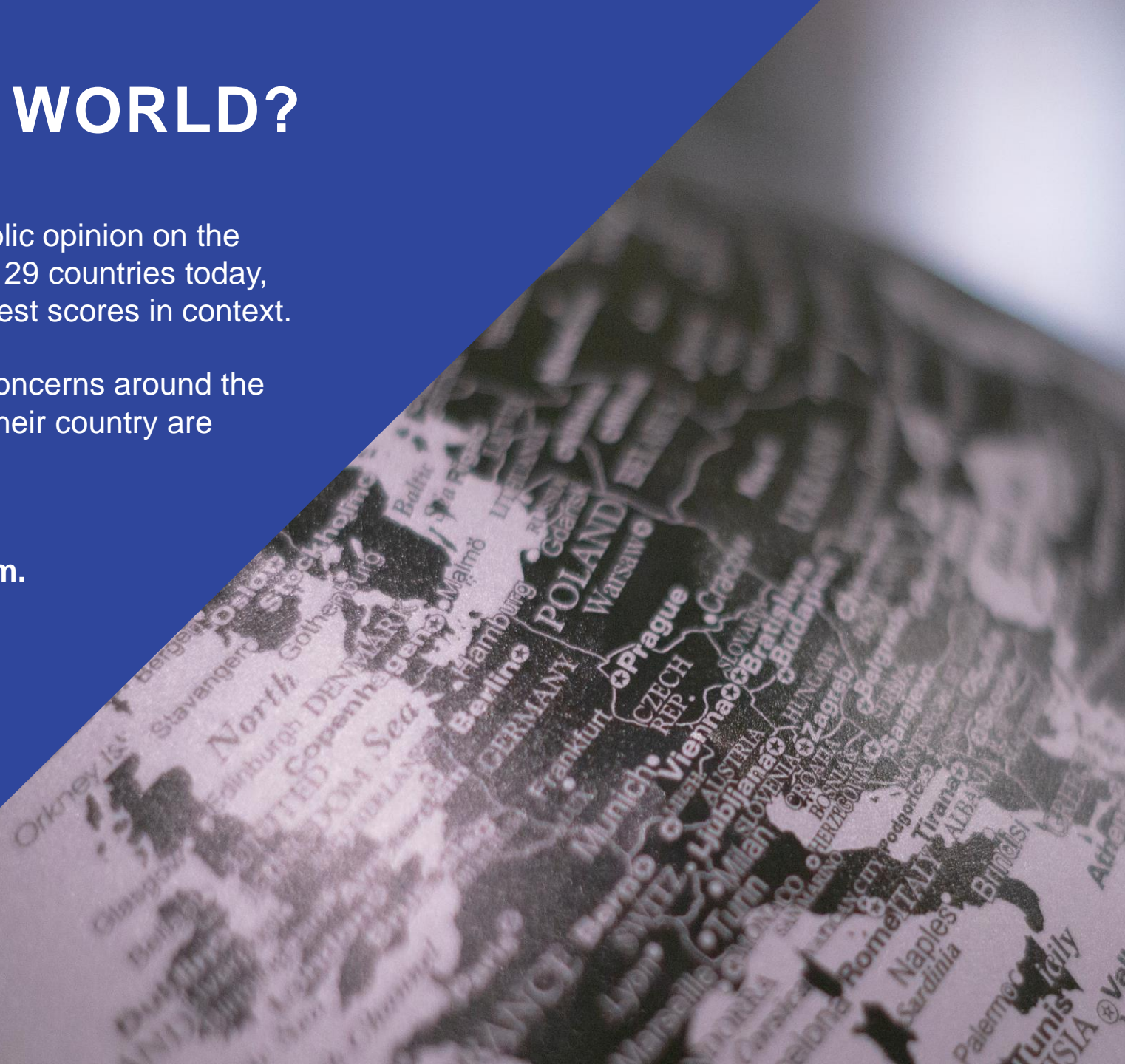
WHAT WORRIES THE WORLD?

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.

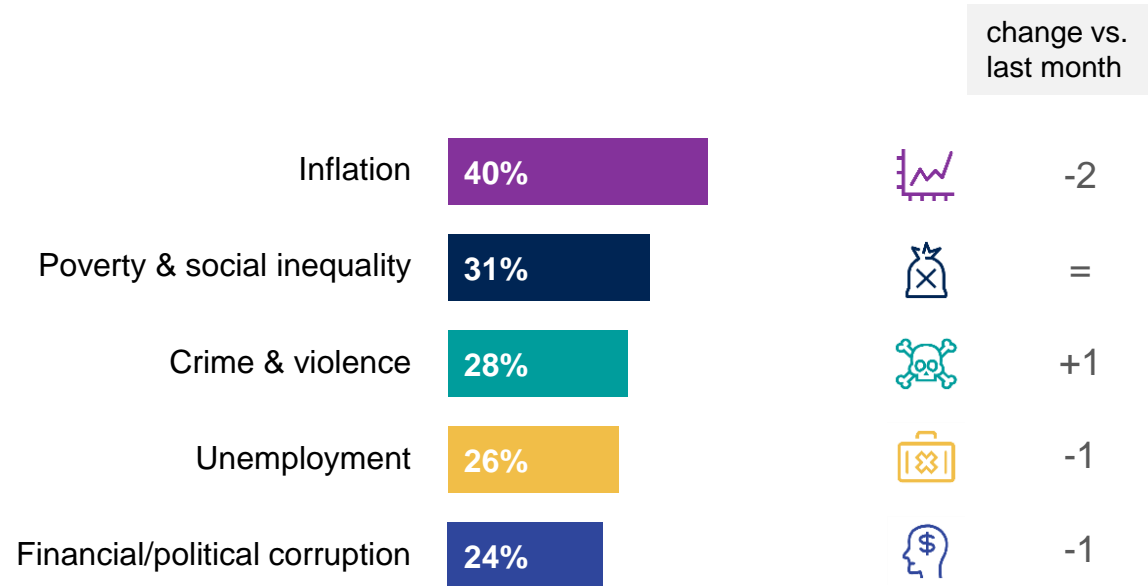
Please contact Teodros.Gebrekal@ipsos.com for more information.



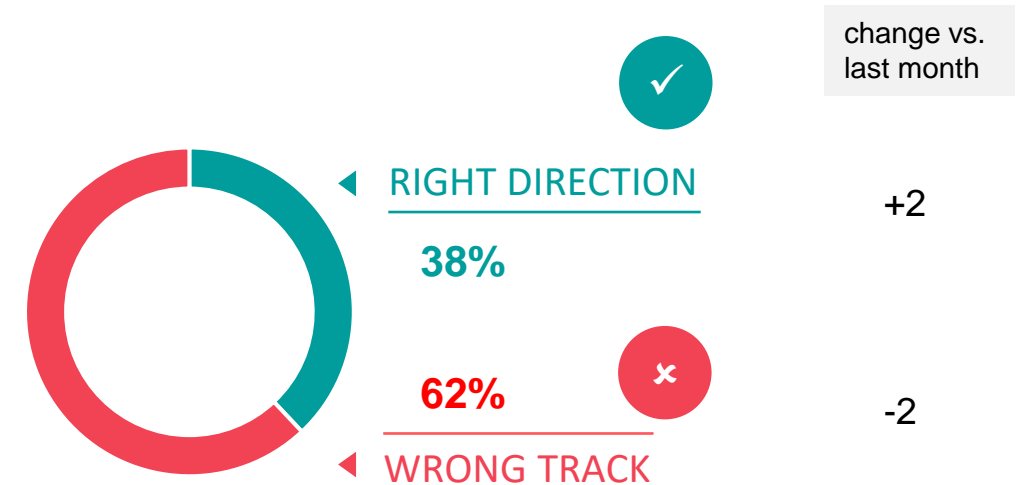
WHAT WORRIES THE WORLD? DECEMBER 2022

For the first time since July 2020, concern about inflation has declined (-2pp) compared to the previous month. However, it still remains the top global worry with four in ten choosing it as an issue affecting their country. Concern for coronavirus has increased slightly to 11% this month but is still ranked 11th out of 18.

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 19,504 adults aged 16-74 in 29 participating countries, November 25th 2022 - December 9th 2022.

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

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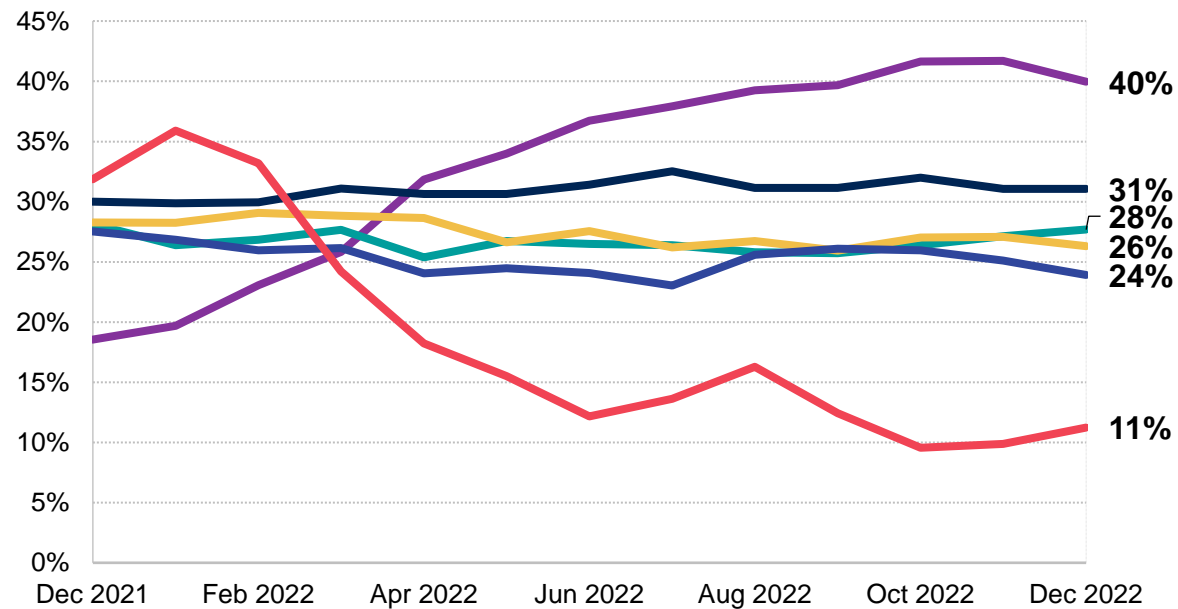
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WHAT WORRIES THE WORLD? 12-MONTH TREND

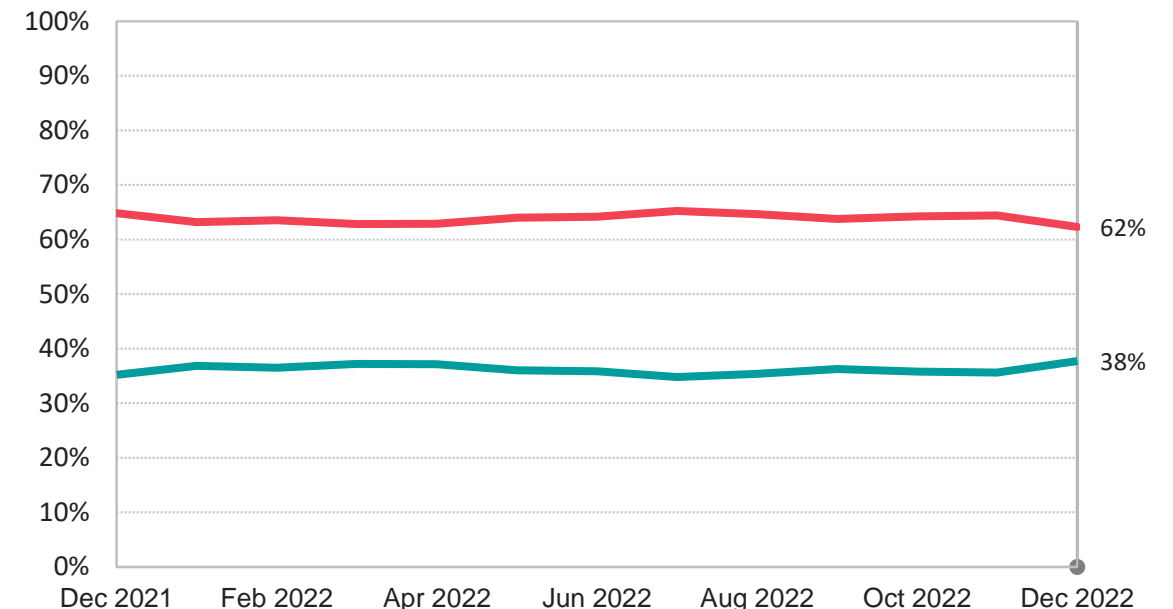
Q

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.19,504 adults aged 16-74 in 29 participating countries, December 2021 - December 2022.

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

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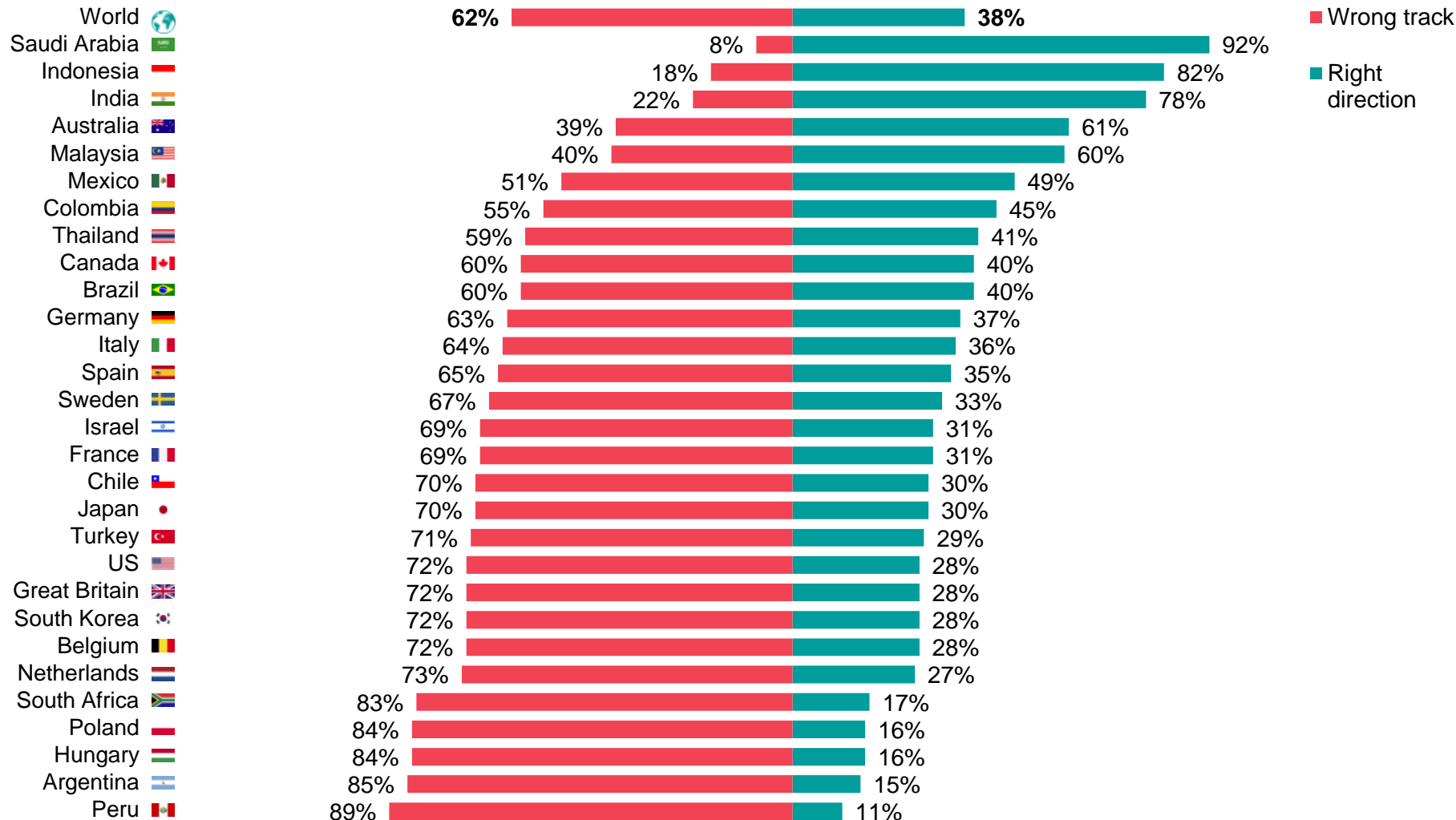


DIRECTION OF TRAVEL **ALL COUNTRIES**



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 2022)



The global average of those who think their country is headed in the right direction has shifted slightly, with an increase of 2pp. The global right direction score is 1pp higher than it was at the start of 2022.

Saudi Arabia remains most positive (92%), with Indonesia (82%) and India (78%) rounding out the top three.

Peru (11%) and Argentina (15%) are the least optimistic. Malaysia and Great Britain have made notable increases on November (+19pp and +12pp, respectively).

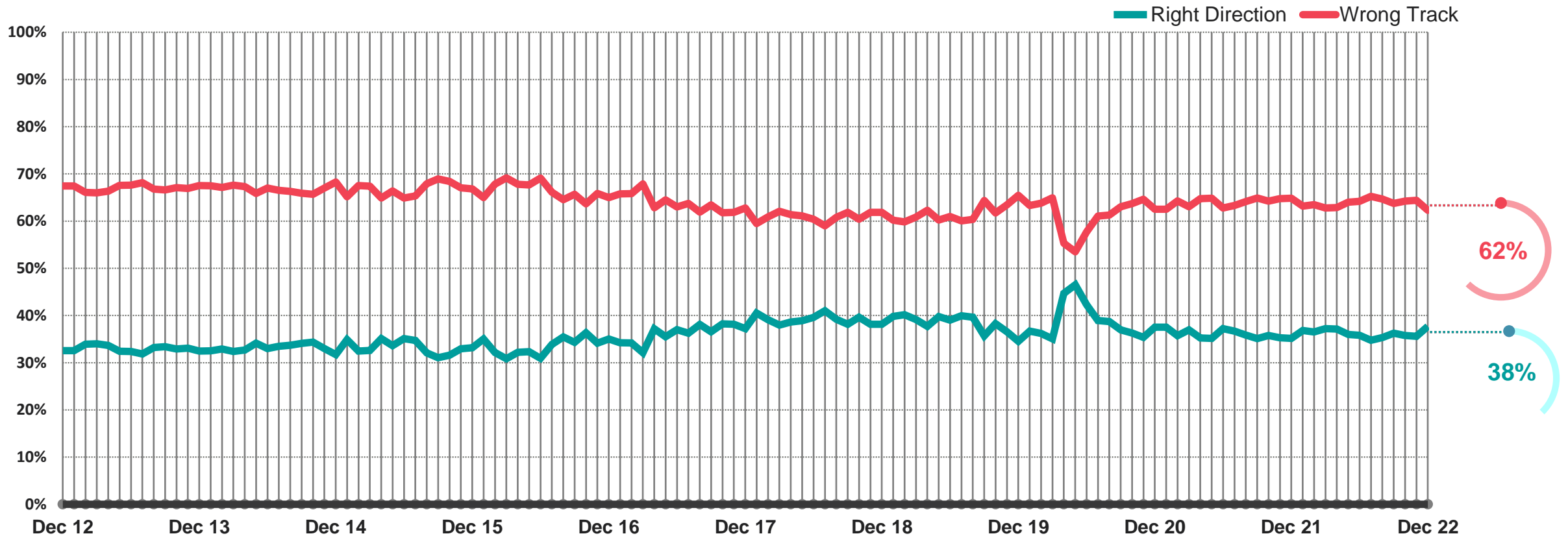
Colombia (45%) has progressed the most over the past 12 months, having moved +27pp since January 2022.

Base: Representative sample of 19,504 adults aged 16-74 in 29 participating countries, November 25th 2022 - December 9th 2022.
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.19,504 adults aged 16-74 in 29 participating countries, 2012 - 2022.

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

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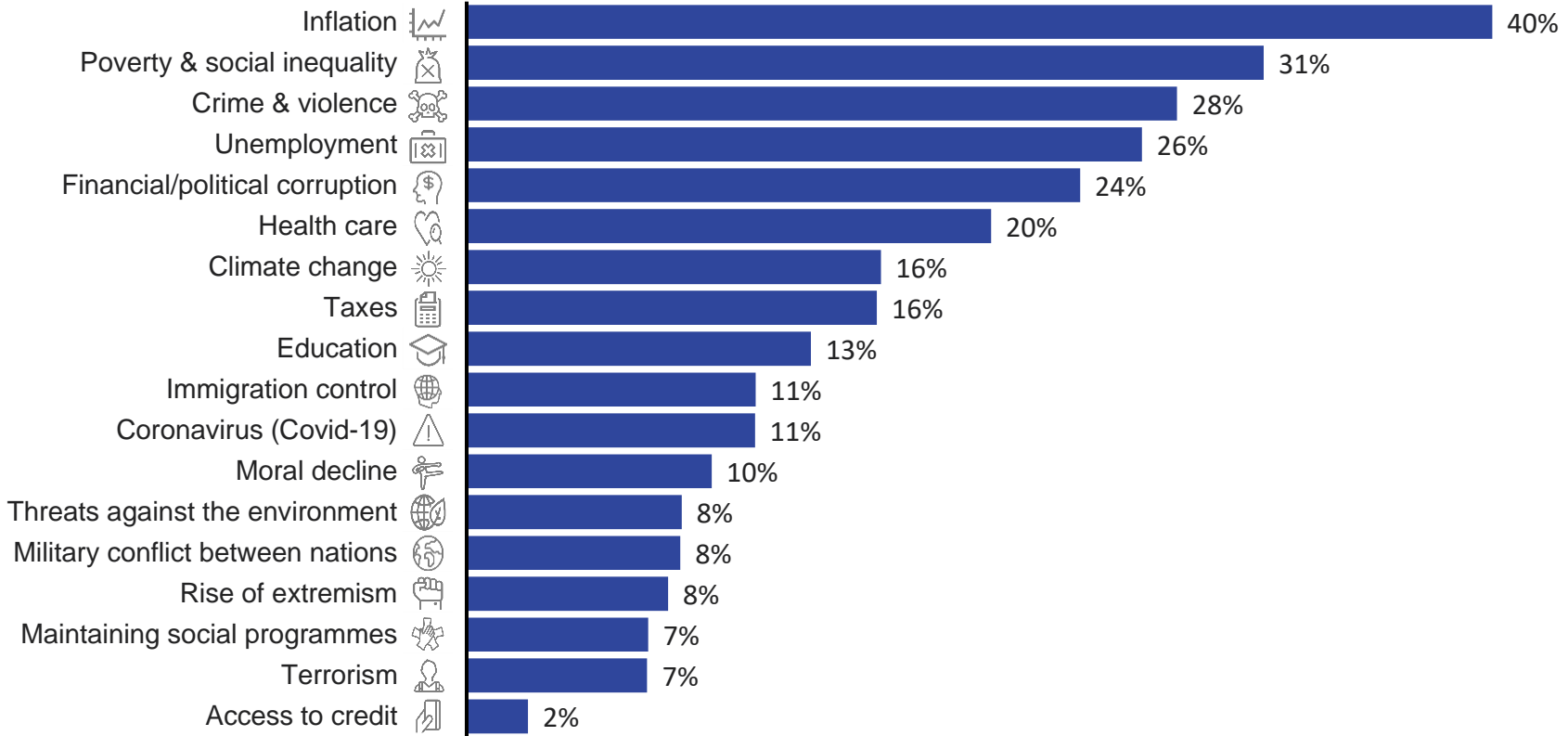
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in December 2022 (global country average)



This full ranking of the 18 issues in our survey gives an overview of what people in 29 countries worry about today.

Worry about inflation has fallen for the first time in two and a half years, with December's score 2pp lower than last month. Rising prices still remain the top global concern, with four in ten choosing it as a worry.

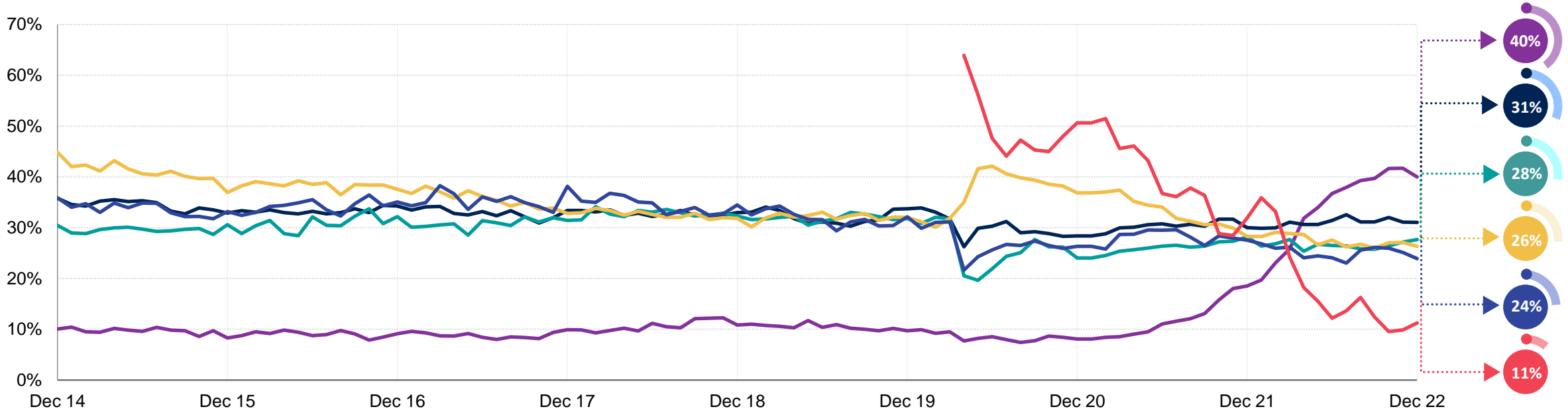
Looking back at where things were at the beginning of 2022, inflation didn't make the top five worries. They were Covid, inequality, unemployment, corruption and crime & violence.

Base: Representative sample of 19,504 adults aged 16-74 in 29 participating countries, November 25th 2022 - December 9th 2022.
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



Poverty & social inequality



Crime & violence



Unemployment



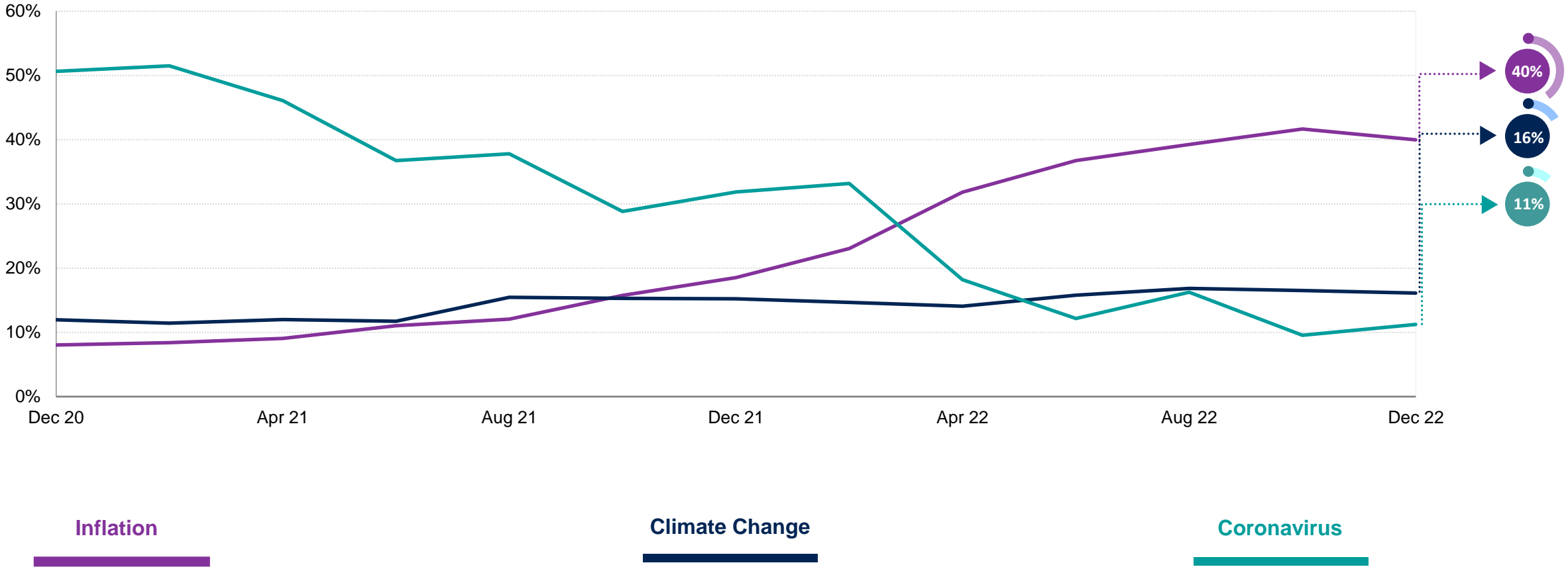
Financial/political corruption



Coronavirus
 11th place this month

Base: Representative sample of 19,504 adults aged 16-74 in 29 participating countries, 2014 - 2022.
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

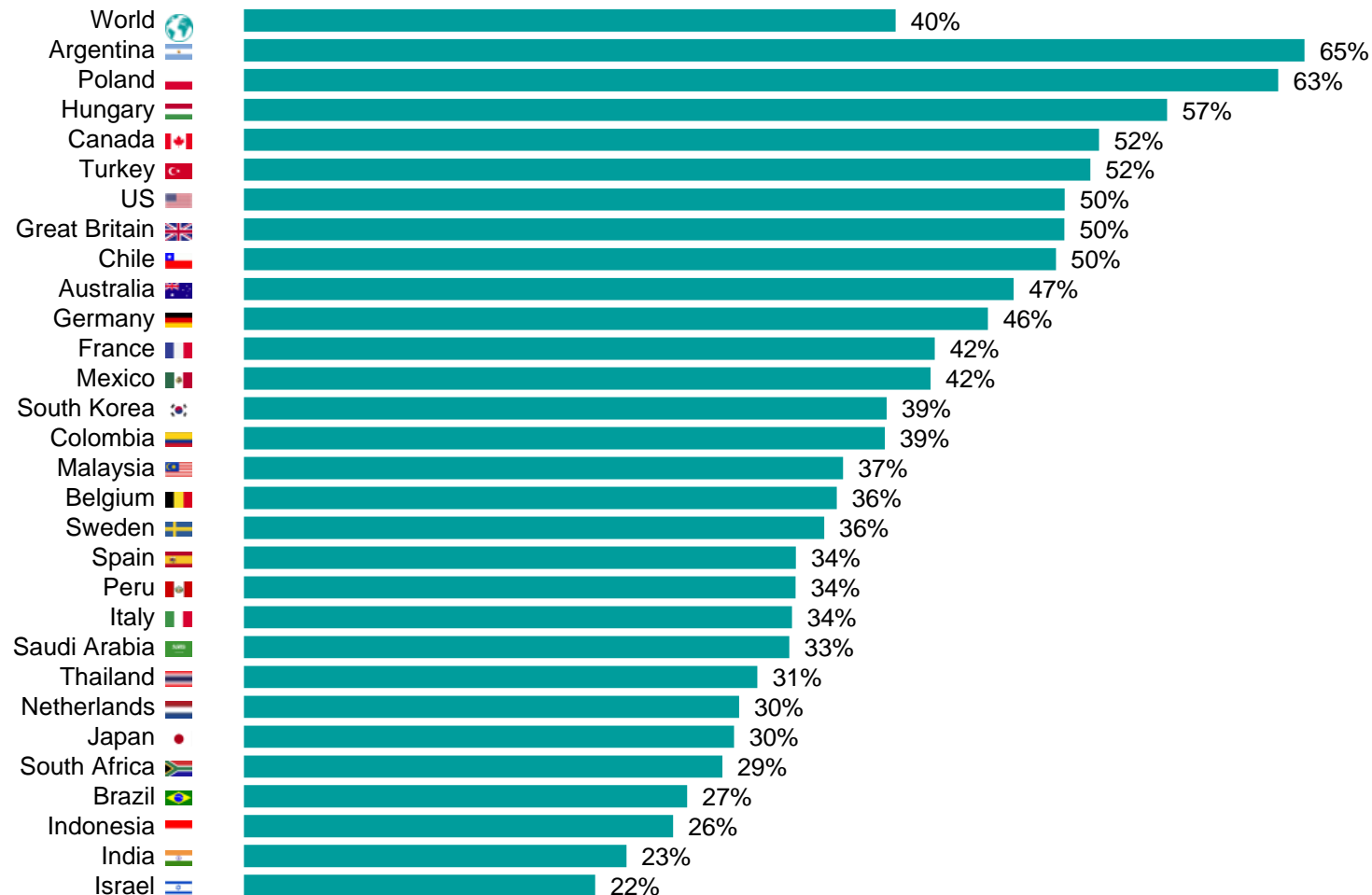
Climate Change

Coronavirus

Base: Representative sample of c.19,504 adults aged 16-74 in 29 participating countries, December 2020 - December 2022.
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

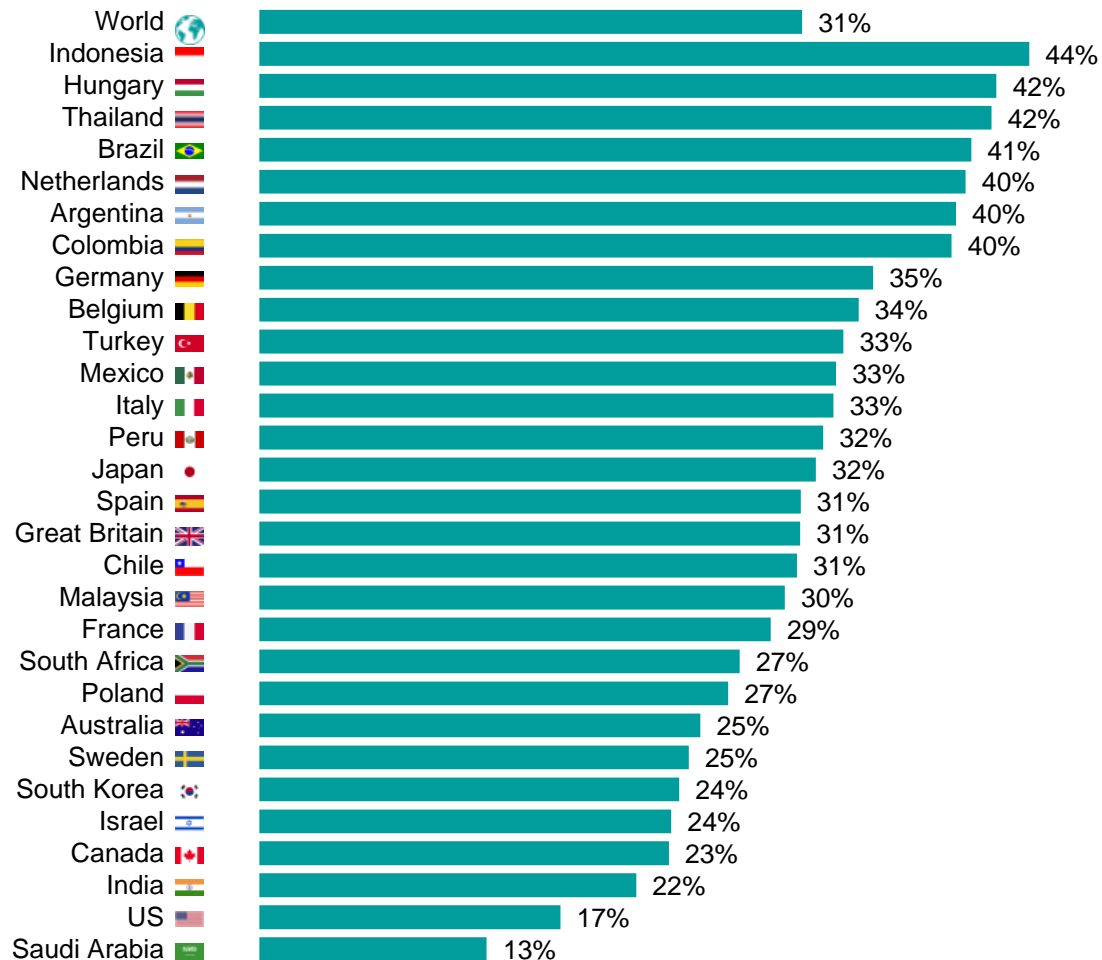


Concern about inflation has fallen in December (-2pp), the first time there has been a monthly decline in the global worry about rising prices since July 2020. However, it is still the number one concern with four in ten choosing it as a worry.

This month's score is 20pp greater than the start of 2022 and 21pp higher than this time last year. It is also 31pp greater than December 2020. In eight countries, half - or over half - of people consider inflation as a top issue facing their country. This rises to over two-thirds in Argentina.

Inflation is the number one worry in 11 countries: Argentina, Australia, Belgium, Canada, France, Germany, GB, Poland, Saudi Arabia, the US, and Turkey. This is two fewer than last month, with rising prices no longer the top worry in South Korea and the Netherlands. It is now the joint top concern in Hungary.

2 | POVERTY & SOCIAL INEQUALITY



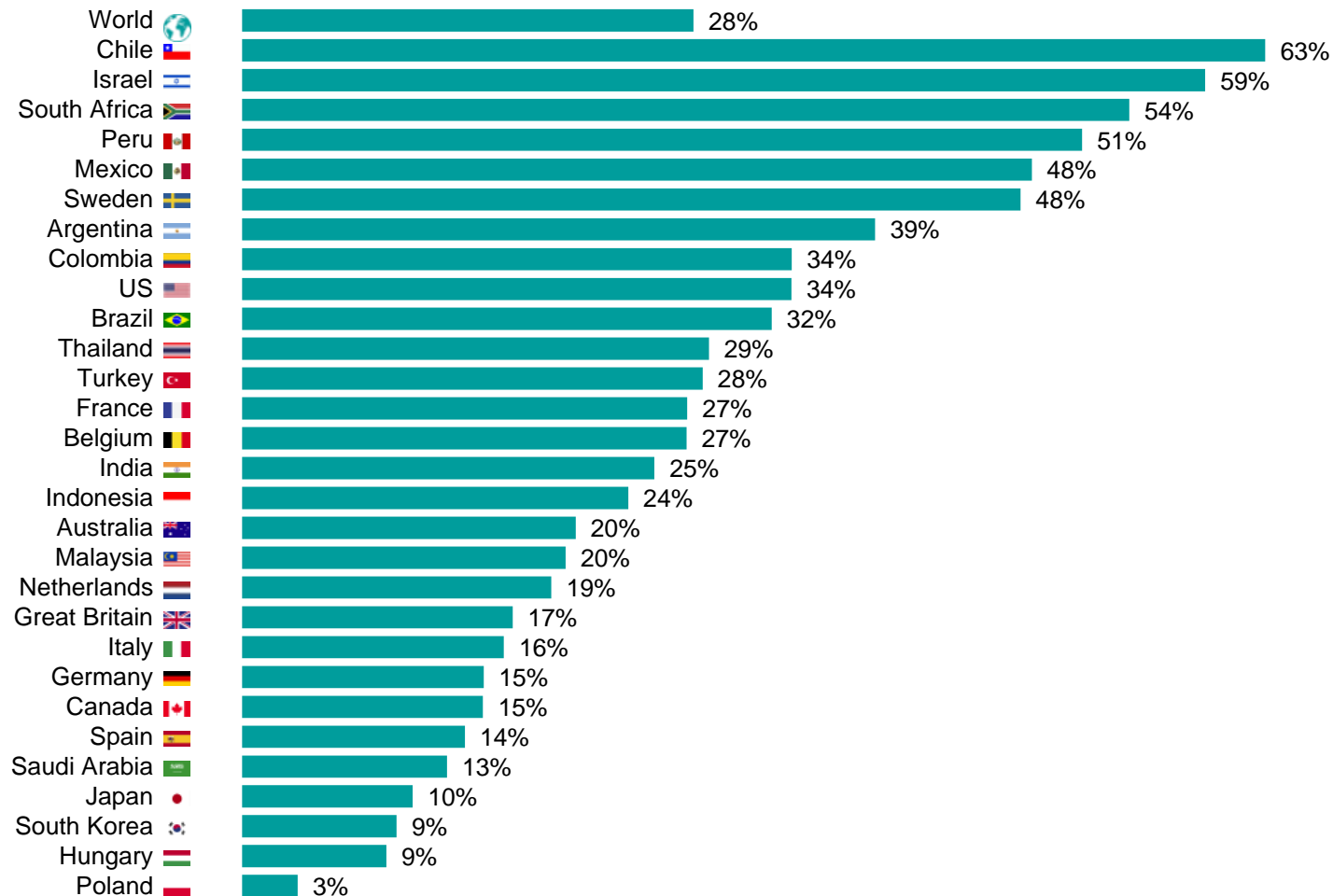
Almost one in three (31%) globally are worried about poverty & social inequality. Concern has fluctuated slightly over the course of 2022 but it remains second in our list of 18 worries

Indonesia has seen a decrease this month (-1pp) but still has the highest level of concern. Hungary (42%) has knocked Brazil (41%) from second place by rising 5pp from November. Thailand has also risen by 1pp.

Brazil, Japan, Thailand and now the Netherlands are the countries where inequality is the top concern.

Saudi Arabia has the lowest level of worry about inequality (13%) even after a 1pp increase from November, followed by the US, where 17% say it is a concern. Poland, Colombia, and Chile have seen the biggest increases this month (all +7pp).

3 | CRIME & VIOLENCE



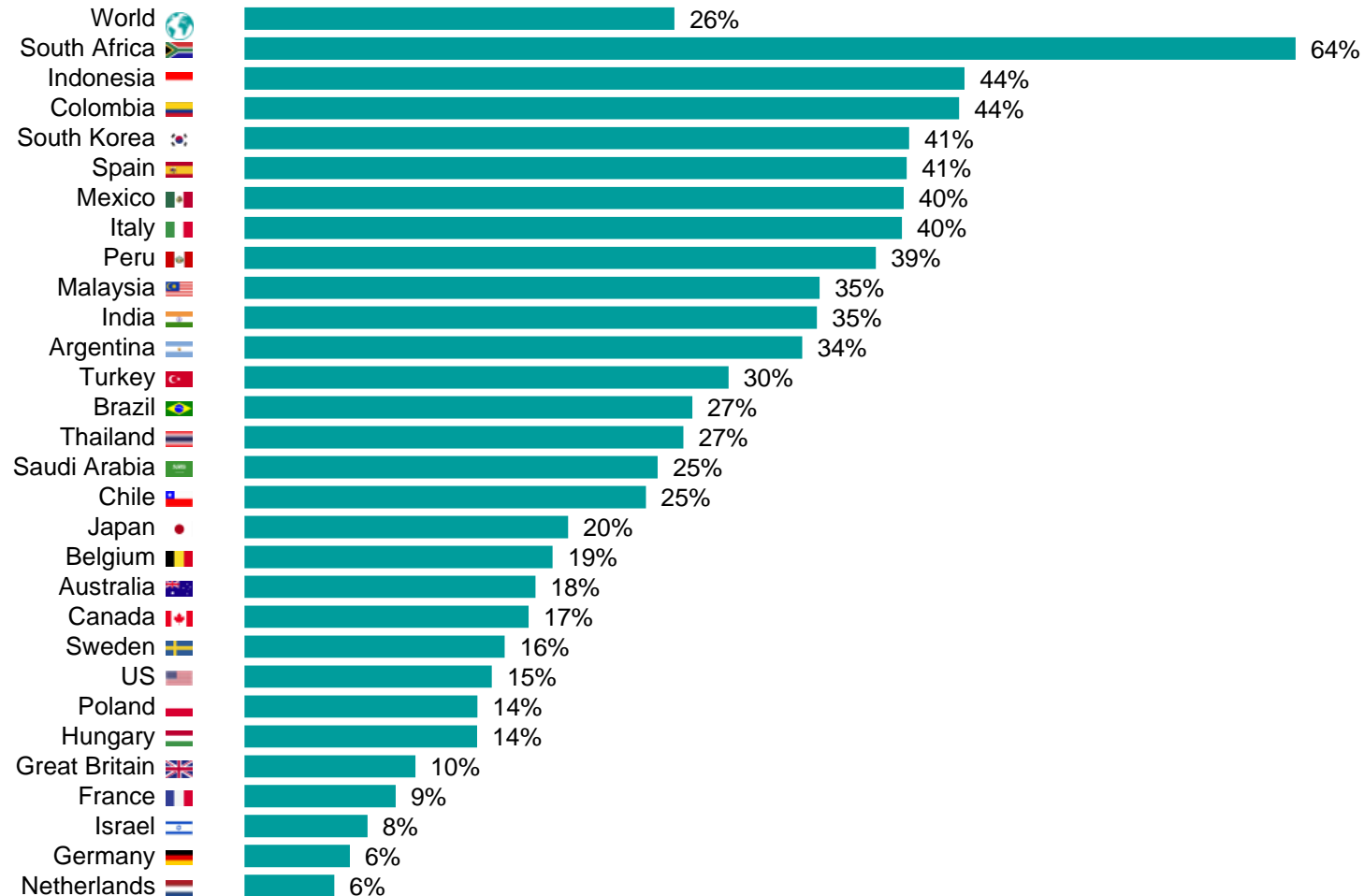
More than one in four globally choose crime & violence (28%) as a worry. This figure has changed little over the past 12 months (+1pp).

Five nations (Chile, Mexico, Peru, Sweden, and Israel) cite this issue as their greatest concern, this month two more from last month. Chile remains the most concerned country, with 63% considering it a top worry (-5pp). Israel (59%), now second, has jumped 17pp and Mexico (previously second) has dropped 9pp.

In December 2021, concern was highest in Sweden (67%). Sweden now sits in 6th place following a fall of 19pp.

When it comes to crime, the three least concerned countries, with fewer than one in ten picking it as a concern, are now South Korea, Hungary, and Poland.

4 | UNEMPLOYMENT

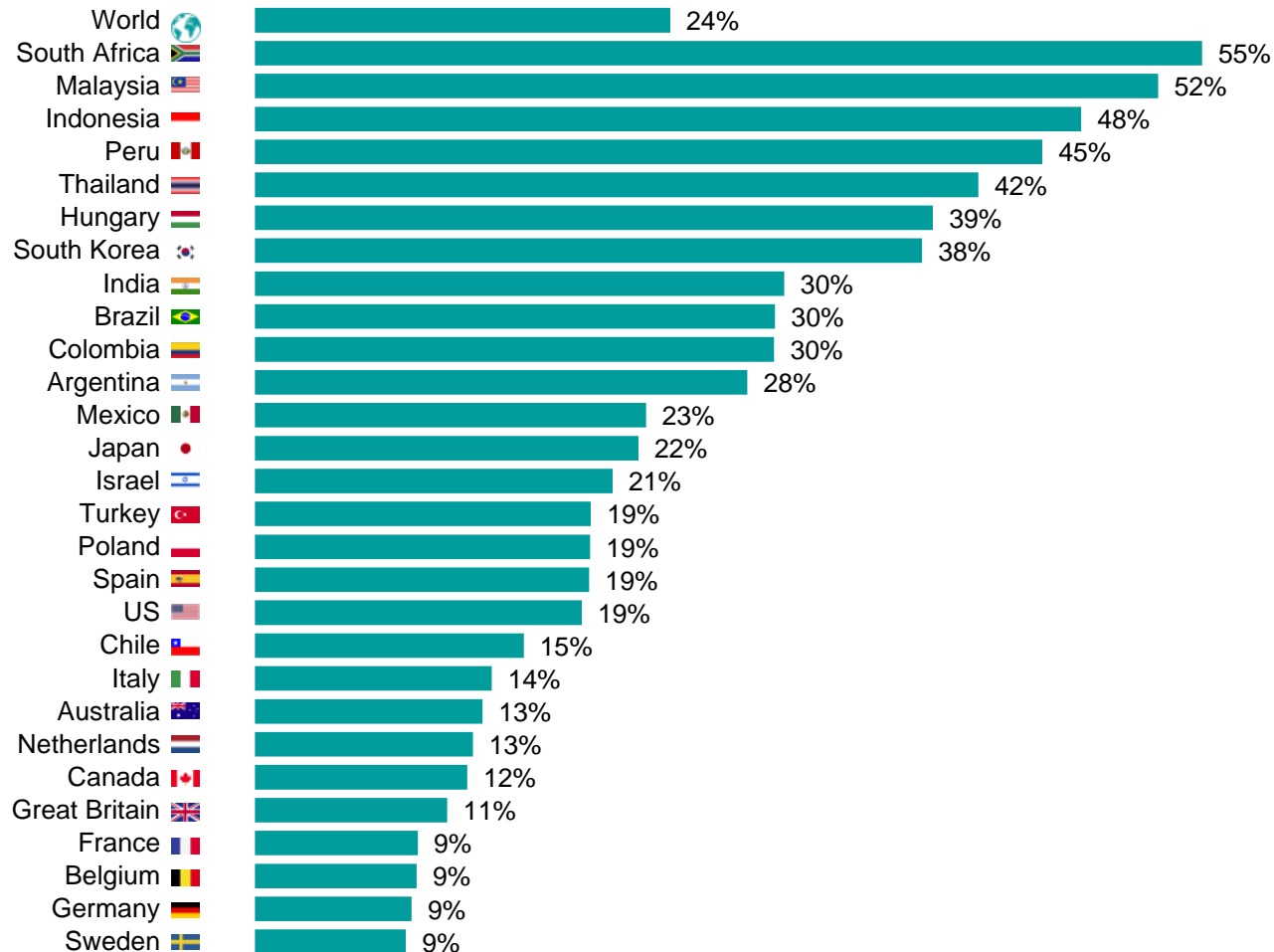


One in four (26%) globally choose unemployment as one of the biggest concerns affecting their country. Taking a longer-term view, concern is down 2pp compared with December 2021, when the issue was joint third.

South Africa remains the most concerned country about jobs, with 64% choosing it and remaining consistent over the year (66% in January). Italy is no longer second after a 5pp fall. After a rise of 10pp, Indonesia is now the second most concerned country (44%), followed by Colombia (unchanged this month) and South Korea (+2pp).

Six countries have unemployment as their biggest concern: Colombia, India, Italy, South Africa, South Korea, and Spain.

5 | FINANCIAL/POLITICAL CORRUPTION



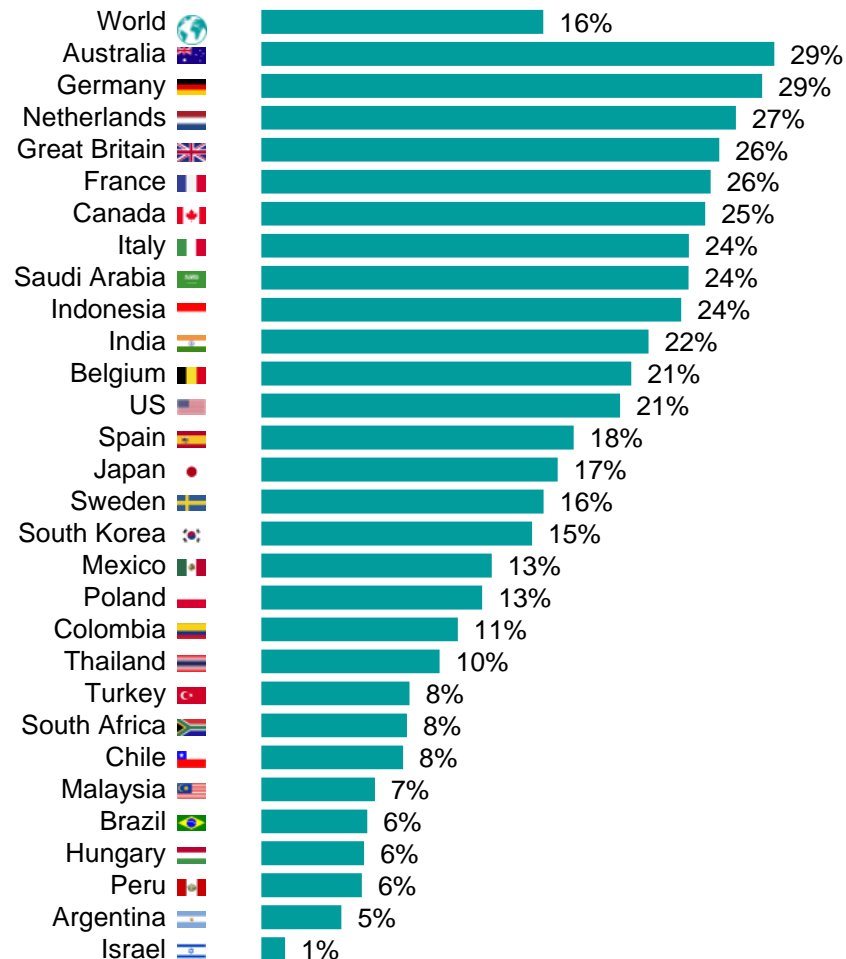
One in four (24%) choose financial/political corruption as one of the biggest issues affecting their country.

South Africa (55%) and Malaysia (52%) have swapped places this month after Malaysia fell 5pp and South Africa rose 1pp.

In December, Malaysia and Indonesia have corruption as their number one concern. This is one fewer country than last month, as crime becomes Peru's top worry instead.

Sweden, Germany, Belgium and France are the least concerned countries about corruption, having fewer than one in ten picking it as a worry. Great Britain has become less concerned since November after dropping 10pp.

7 | CLIMATE CHANGE



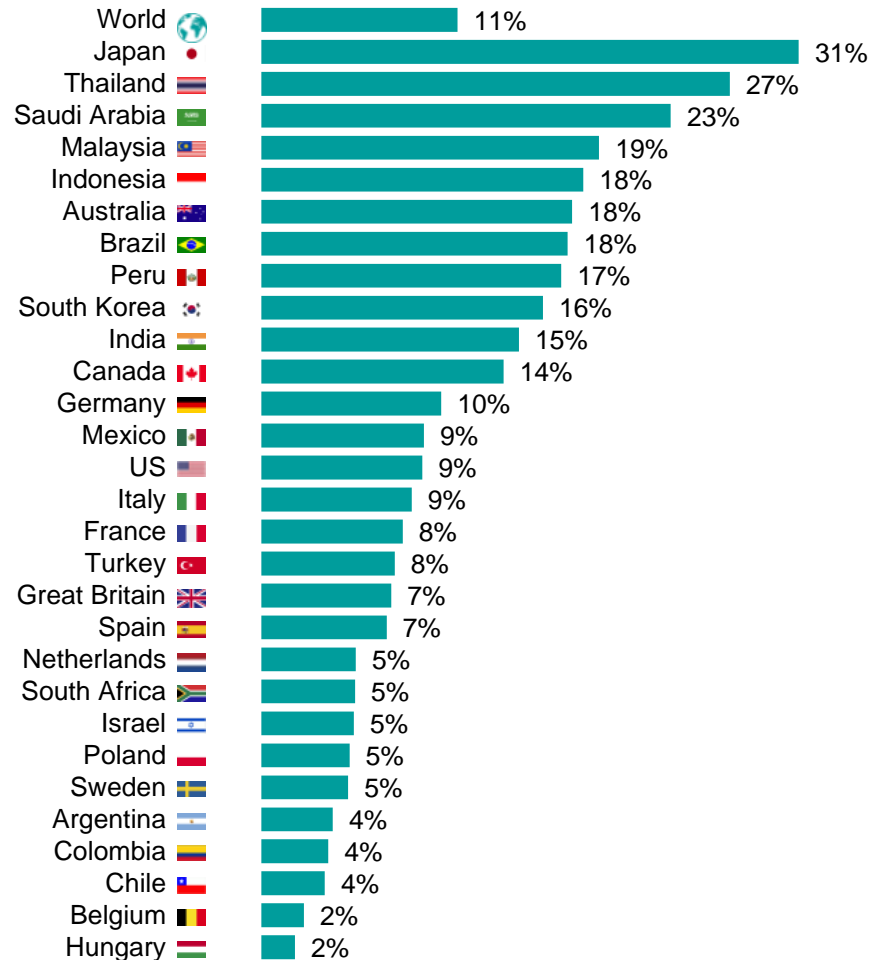
16% say climate change is one of the biggest issues affecting their country, no change from November and only +1pp from December 2021 and January 2022.

Australia is joint first with Germany this month (both 29%) but both countries declined 2pp from November. France has decreased 5pp and GB has risen by 4pp.

In Australia, climate change is ranked the second biggest concern and in Germany it is ranked third, behind inflation and inequality.

Israel (1%) is now ranked last after falling 5pp. In January 2022, Israel was at 9%, Argentina and Peru were at 2%.

11 | CORONAVIRUS (COVID-19)



Coronavirus has increased by 1pp this month. It is still at one of the lowest levels recorded in What Worries the World since it was added in April 2020. In December 2021, nearly a third (32%) globally ranked it as a top concern, topping our list. In January 2022, it ranked first again at 35%.

Now in December 2022, no single country has a higher level of concern than the global average at the beginning of the year. Japan (31%) remains the most concerned nation with 31% (+3pp). In Japan, it has overtaken worry for inflation and now sits in second behind poverty and social inequality. Thailand (27%) has also seen a notable increase of 13pp. There have also been increases in Latin America, including Brazil (+13pp) and Peru (+14pp).

Last month, Germany was third at 21% but now is 12th after worry fell by 11pp.

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:
<https://www.ipsosglobalindicators.com/>

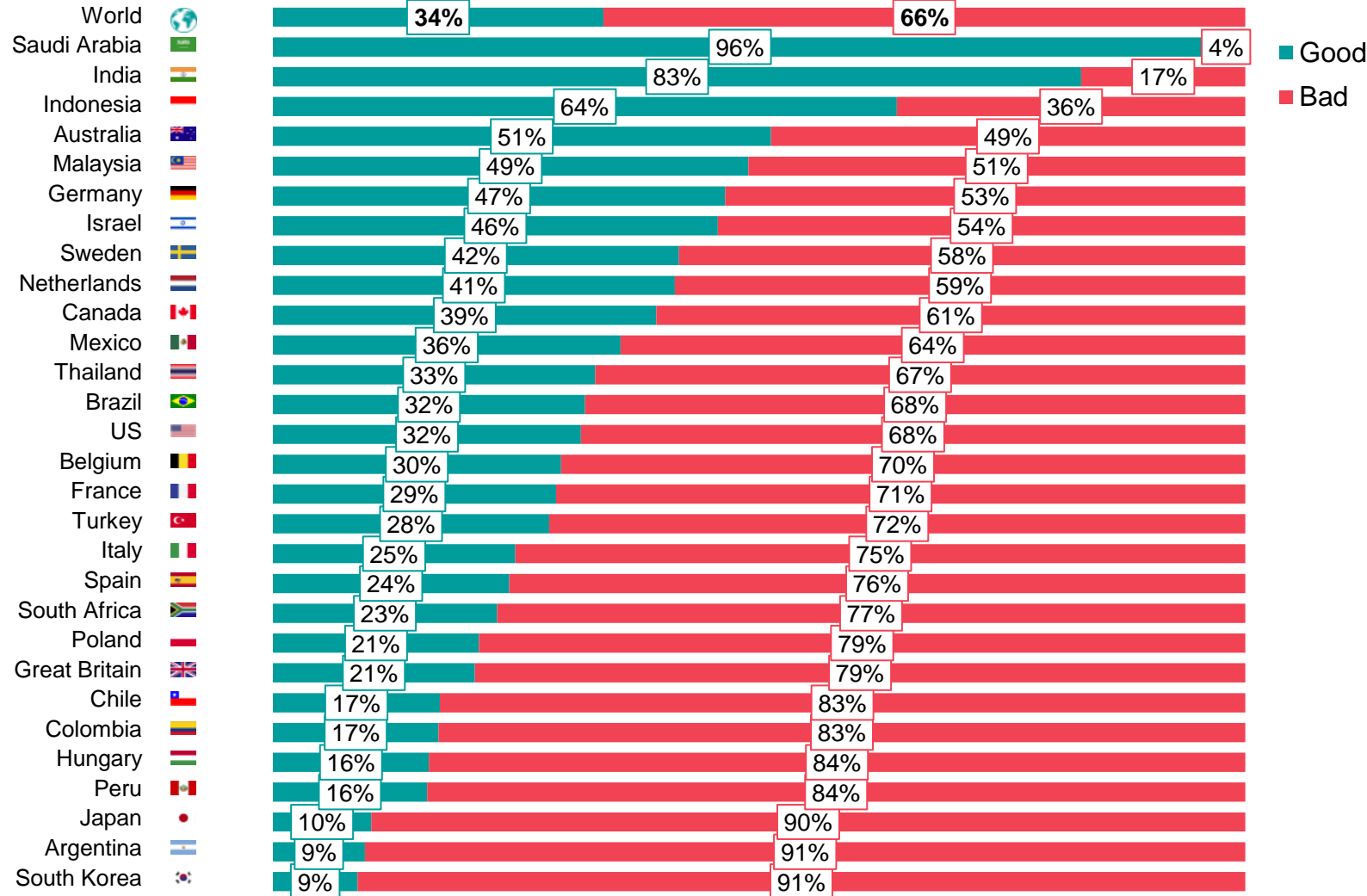
Please contact: Nicolas.Boyon@Ipsos.com for more information.



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?



Globally, the proportion of people describing the current economic situation of their country as “good” has risen 2pp from last month to 34%.

At the individual country level, positivity has increased most in Malaysia (+9pp), the Netherlands (+7pp), Great Britain and India (both +6pp).

Only four countries have recorded a decrease in their “good” economic score: Thailand (-10pp), Sweden (-4pp), South Korea (-3pp) and Poland (-1pp).

December is a month of highs and lows as Saudi Arabia and India record a “good” score 1pp and 5pp away respectively from their all time highest scores. Meanwhile, Sweden records a new all time low and South Korea’s score drops to 2pp away from its lowest ever score.



CURRENT ECONOMIC SITUATION: ARGENTINA

Argentina's "good" economy score has not risen above 20% since December 2018 (27%).

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, 2012 - 2022.

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

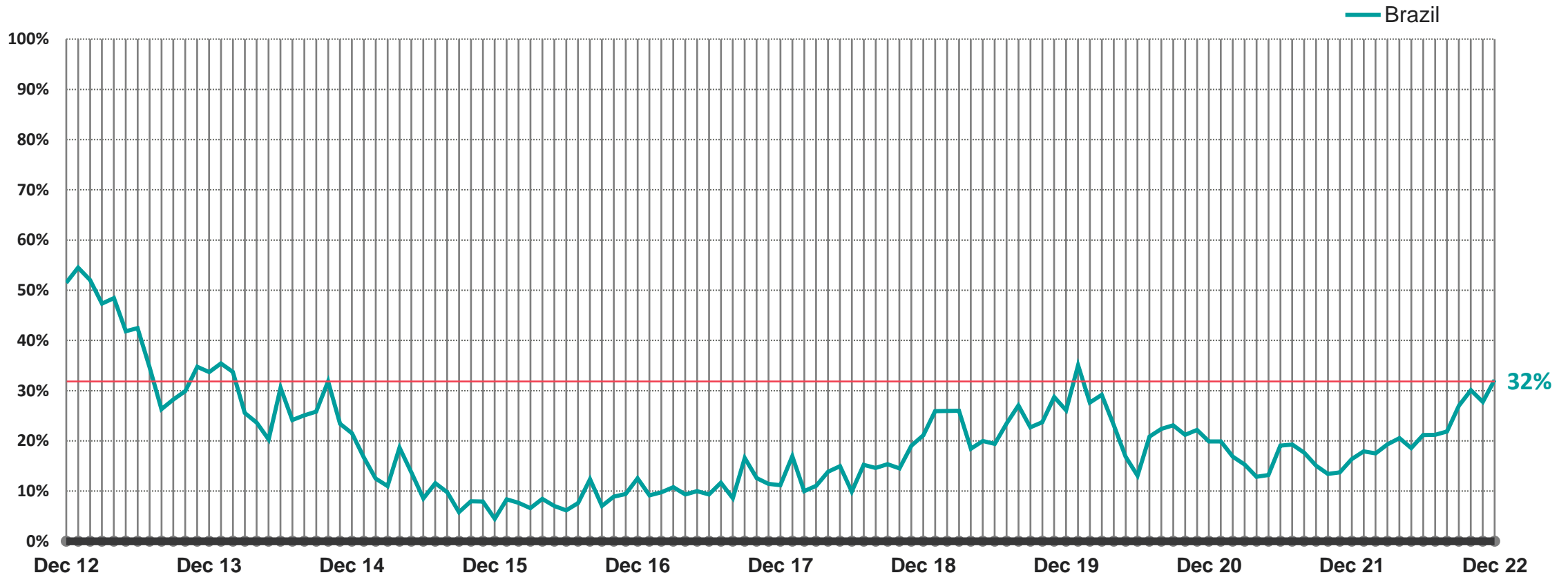
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CURRENT ECONOMIC SITUATION: BRAZIL

This month is Brazil's highest score since before the pandemic (January 2020: 35%).

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, 2012 - 2022.

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

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CURRENT ECONOMIC SITUATION: CANADA

Canadian perceptions of their economy have struggled to recover to their pre-pandemic levels.

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, 2012 - 2022.

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

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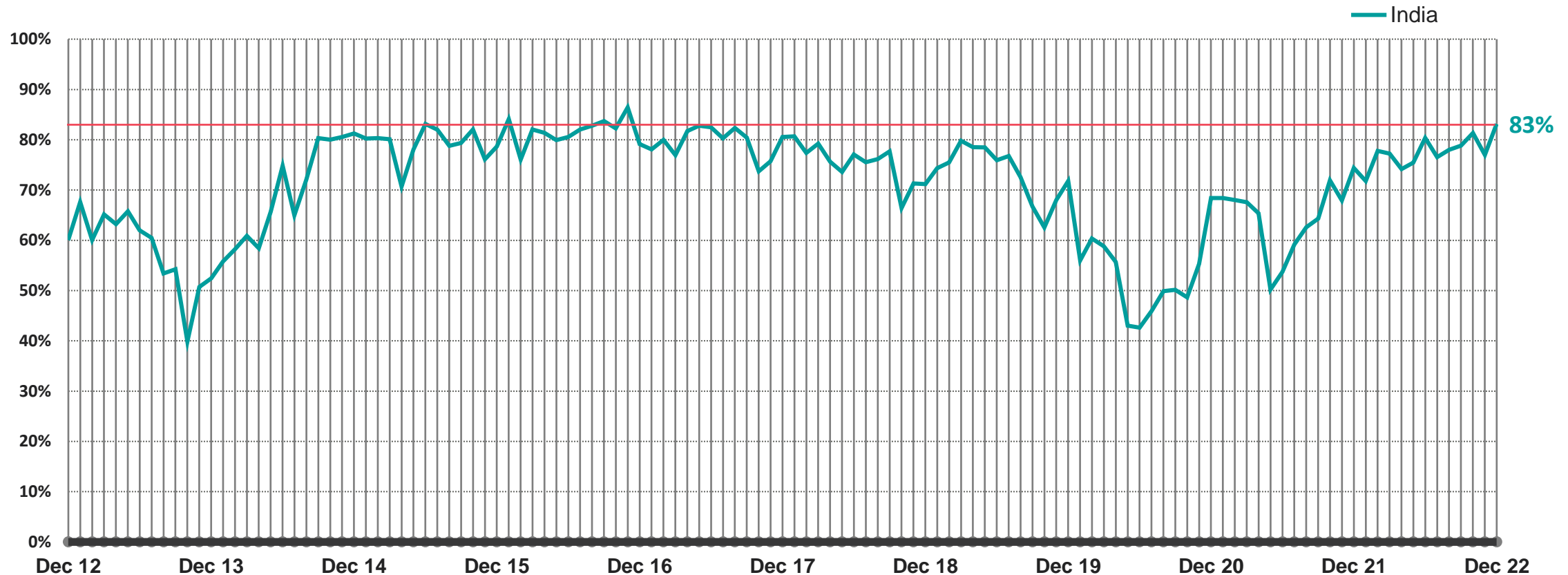
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CURRENT ECONOMIC SITUATION: INDIA

December 2022 is India's highest score since May 2017 (also 83%) and 5pp off its highest ever recorded score (88% in October and November 2010).

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, 2012 - 2022.

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

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CURRENT ECONOMIC SITUATION: POLAND

After dropping 1pp, Poland's score for December 2022 is now only 6pp off its all time low score (15% in March 2013).

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, 2012 - 2022.

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

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CURRENT ECONOMIC SITUATION: SAUDI ARABIA

Saudi Arabia's score in December is only 1pp below its all time high (97% in June and August 2022).

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 Saudi Arabia, 2012 - 2022.

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

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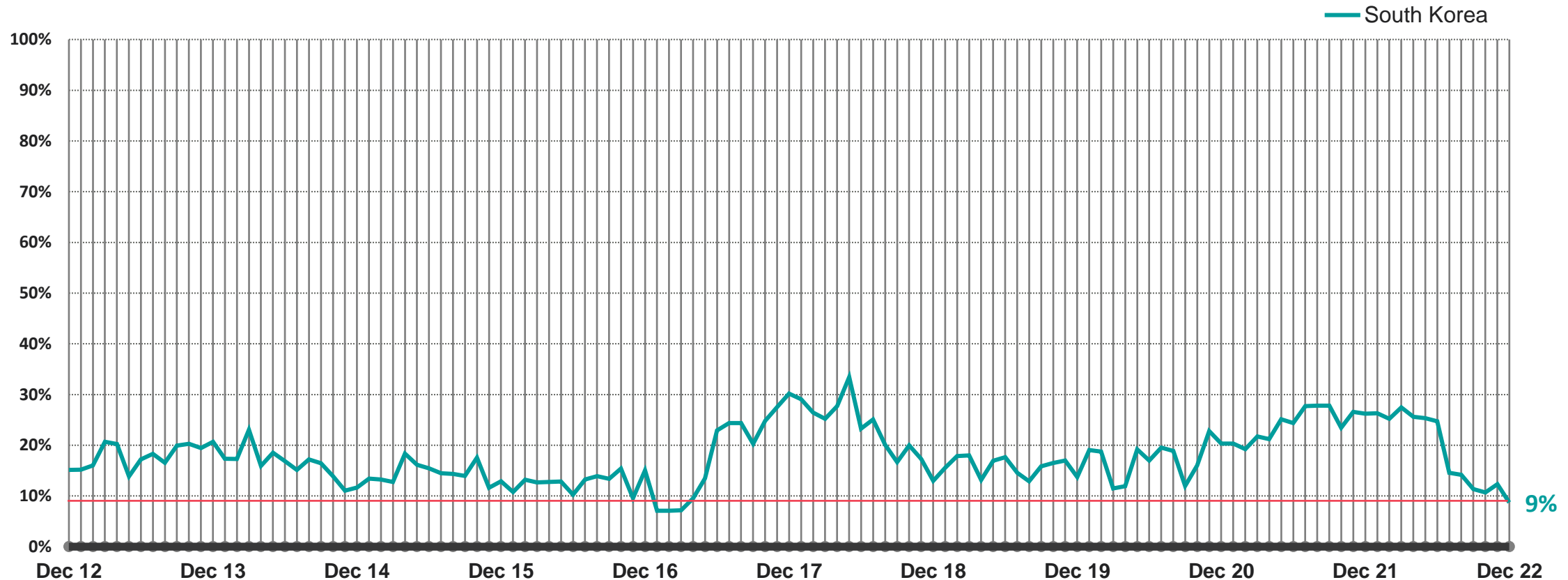
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CURRENT ECONOMIC SITUATION: SOUTH KOREA

South Korea's December score is only 2pp off its all time low (7% in January, February and March 2017).

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, 2012 - 2022.

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

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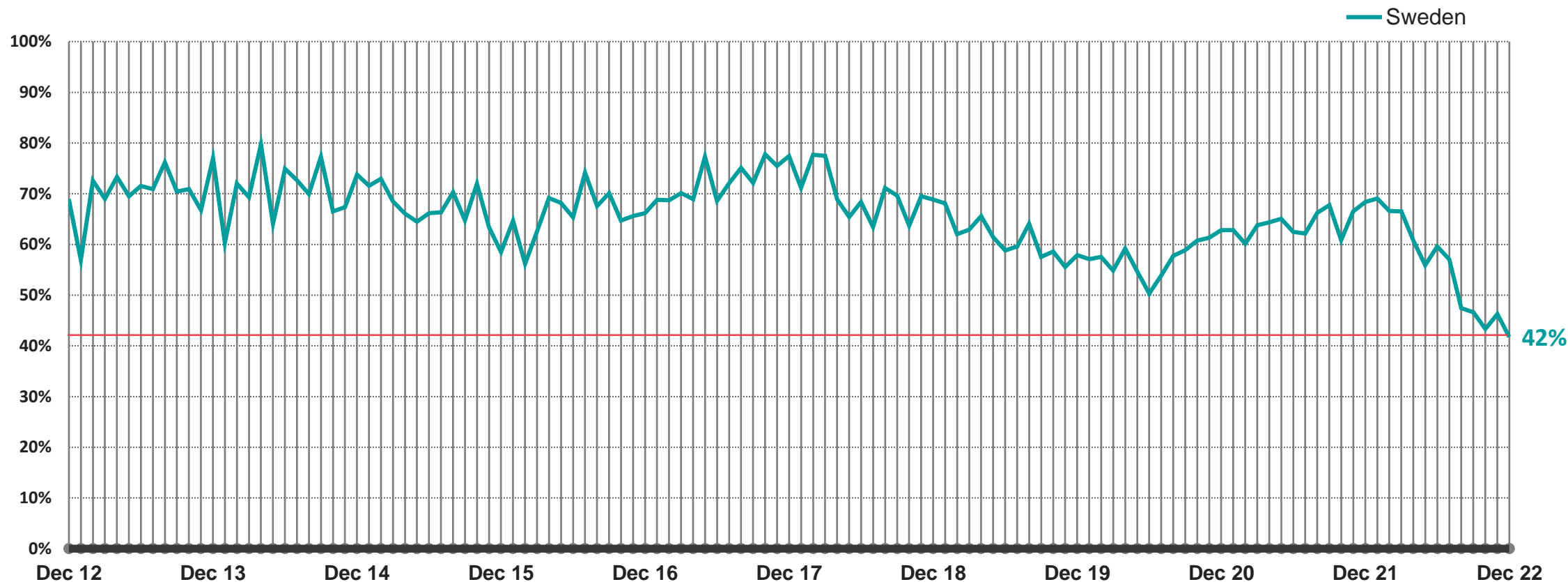
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CURRENT ECONOMIC SITUATION: SWEDEN

After dropping 4pp this month, December marks Sweden's lowest ever "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, 2012 - 2022.

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 November 25th 2022 and December 9th 2022 via the Ipsos Online Panel system among 19,504 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Turkey and the United States, 20-74 in Indonesia and Thailand, and 16-74 in all 21 other countries.

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, Saudi Arabia, 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, Saudi Arabia, 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.