

WHAT WORRIES THE WORLD?

June 2023



GAME CHANGERS



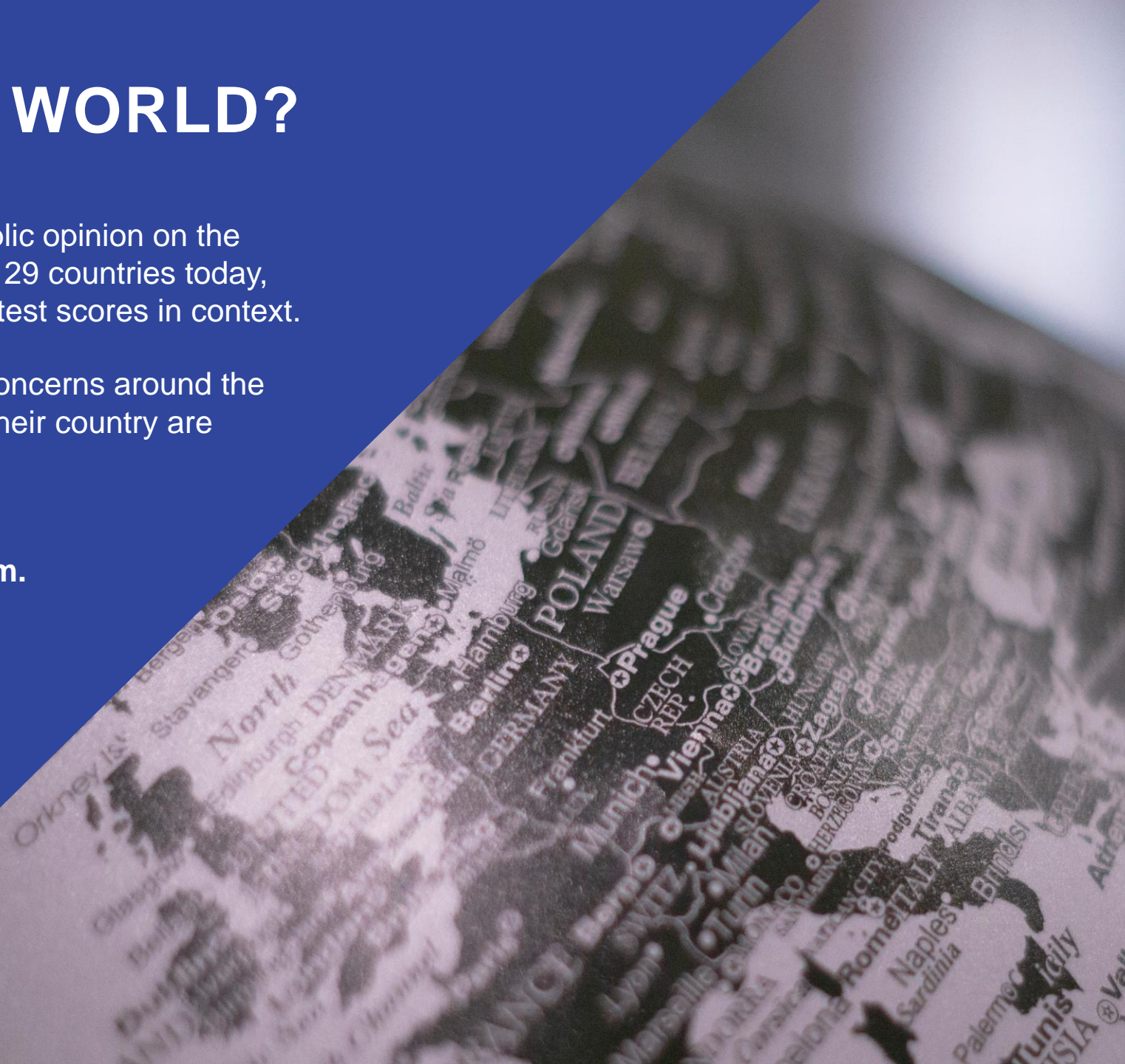
WHAT WORRIES THE WORLD?

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.

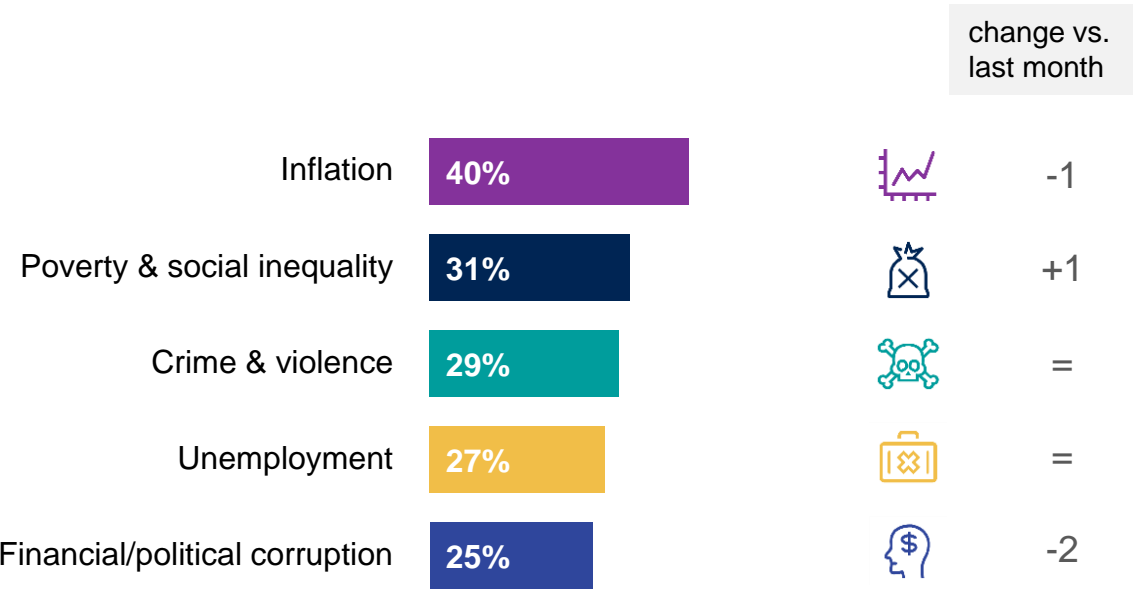
Please contact Teodros.Gebrekal@ipsos.com for more information.



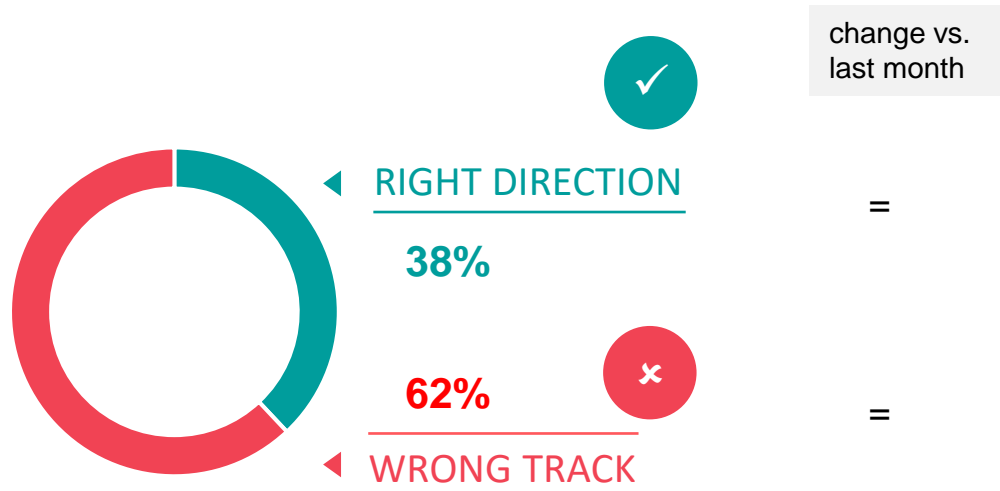
WHAT WORRIES THE WORLD? JUNE 2023

Inflation is the top global concern in our What Worries the World survey for the 15th month in a row, down 1pp this month to 40%. Concern about poverty & inequality has increased slightly, up 1pp, after being previously at its lowest in a year last month. Corruption has fallen 2pp, dropping a position to the fifth biggest concern. Right/wrong direction is unchanged this month.

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?



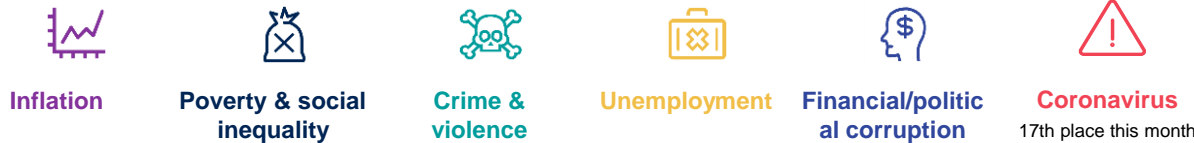
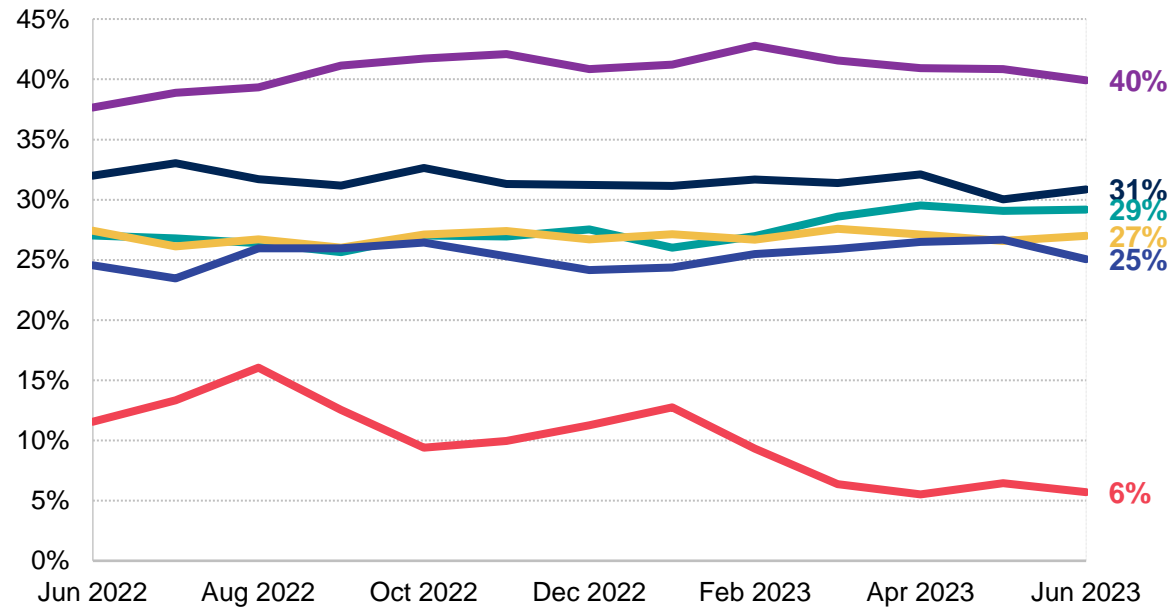
Base: Representative sample of 21,310 adults aged 16-74 in 29 participating countries, May 26th 2023 - June 9th 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



WHAT WORRIES THE WORLD? 12-MONTH TREND

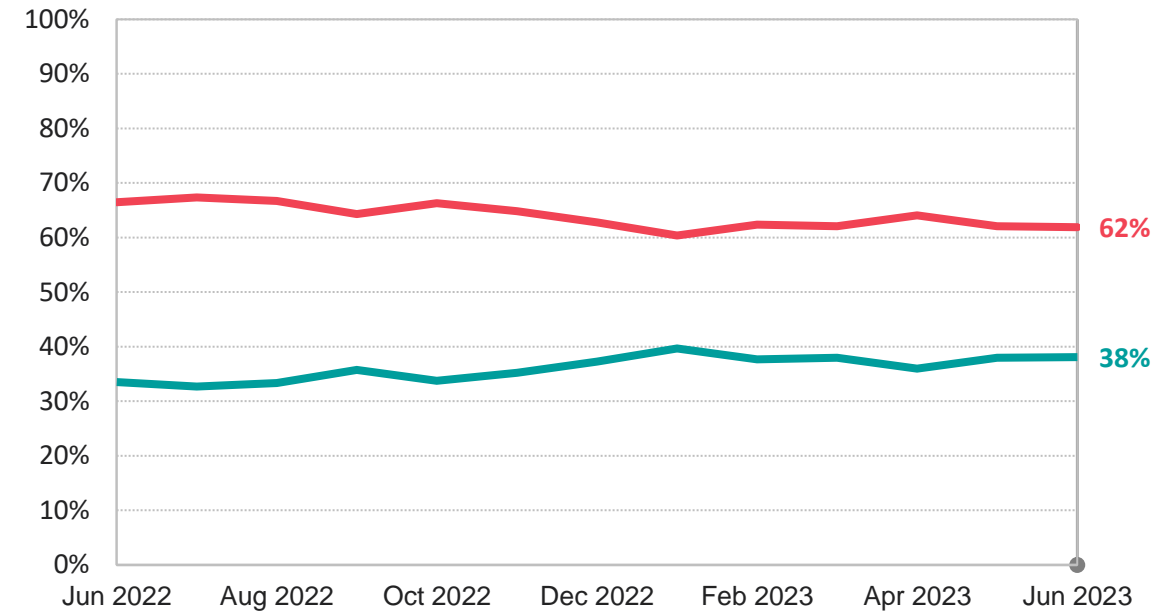
Q

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.21,310 adults aged 16-74 in 29 participating countries, June 2022 - June 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

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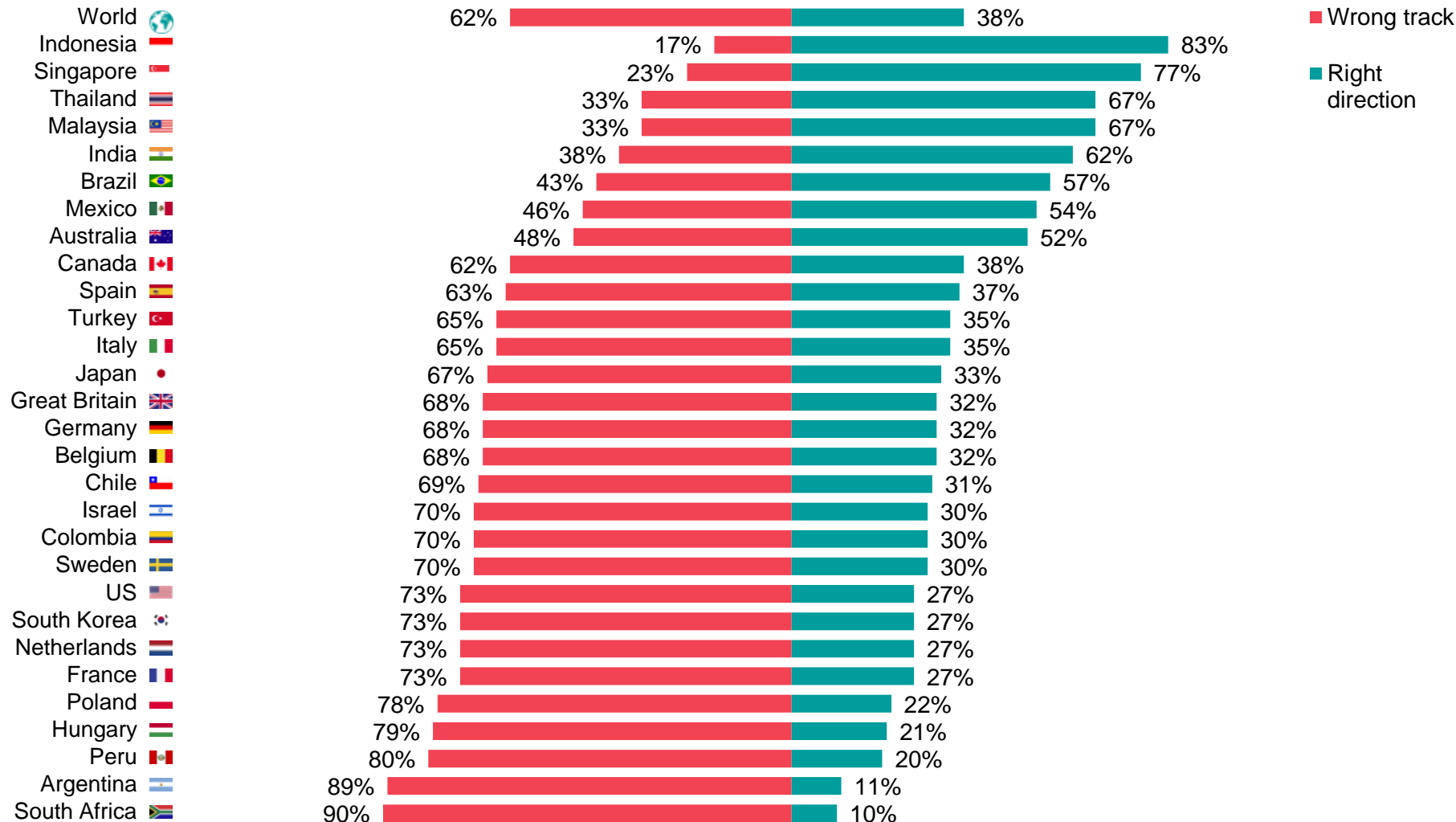


DIRECTION OF TRAVEL **ALL COUNTRIES**



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? (June 2023)



Almost four in ten (38%) people globally think their country is on the right track. 62% believe their country to be headed in the wrong direction – unchanged from last month.

Asia Pacific countries are still the most optimistic countries, making up the top five. However, Singapore has fallen from the top spot, after decreasing 7pp in ‘right’ direction.

Last month, Argentina experienced a particularly difficult month. In June it sees a slight improvement, with a 3pp rise in ‘right’ direction sentiment for Argentinians.

Great Britain is also feeling somewhat more optimistic, increasing 4pp this month. This year has seen GB gradually increase in ‘right’ direction from 24% in January to 32% today.

Base: Representative sample of 21,310 adults aged 16-74 in 29 participating countries, May 26th 2023 - June 9th 2023.

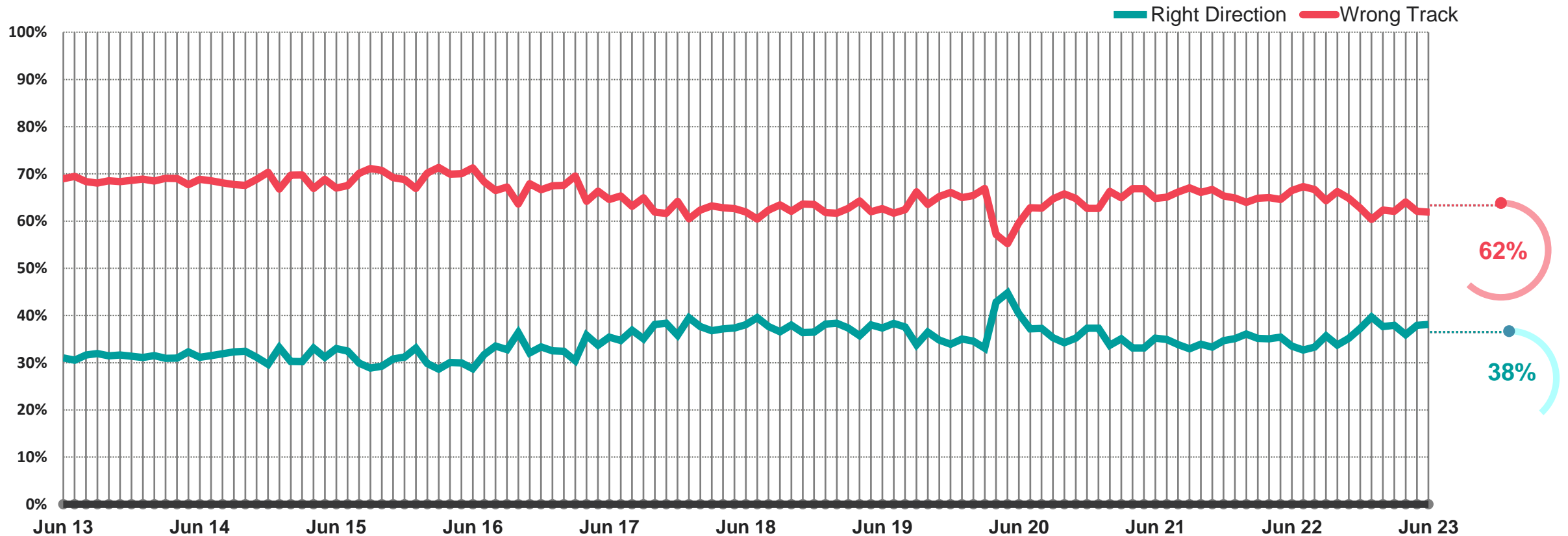
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

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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.21,310 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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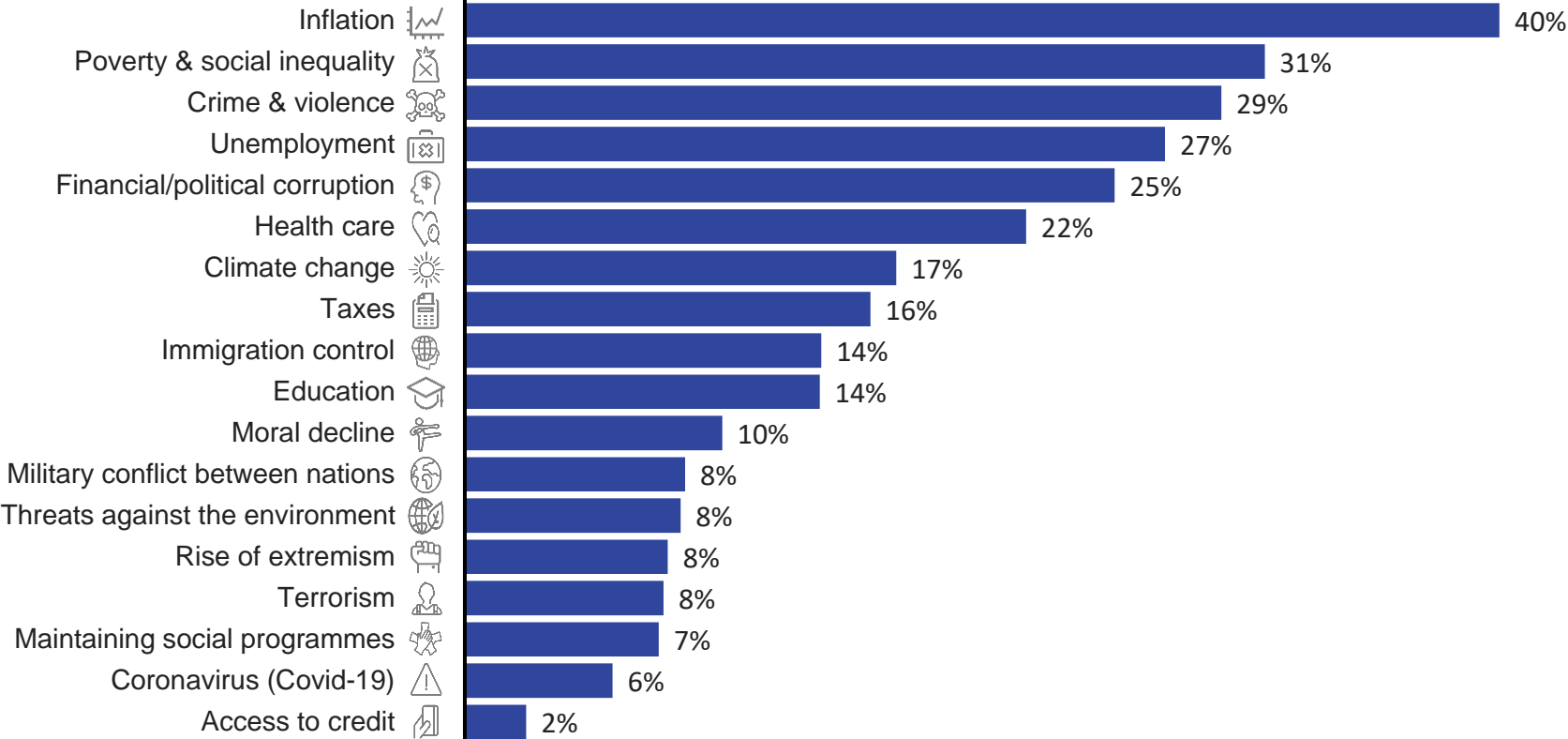
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in June 2023 (global country average)



We now enter the 15th month with inflation being the top worry. This month has two-fifths (40%) saying it is one of the three biggest concerns affecting their country. This down 1pp from last time.

Conversely, poverty & social inequality is up 1pp, now at 31%.

Financial/political corruption was the fourth biggest worry last month, but after falling 2pp to 25%, it is now the fifth biggest worry.

Coronavirus remains the 17th biggest concern and worry stays at its lowest recorded level of 6%.

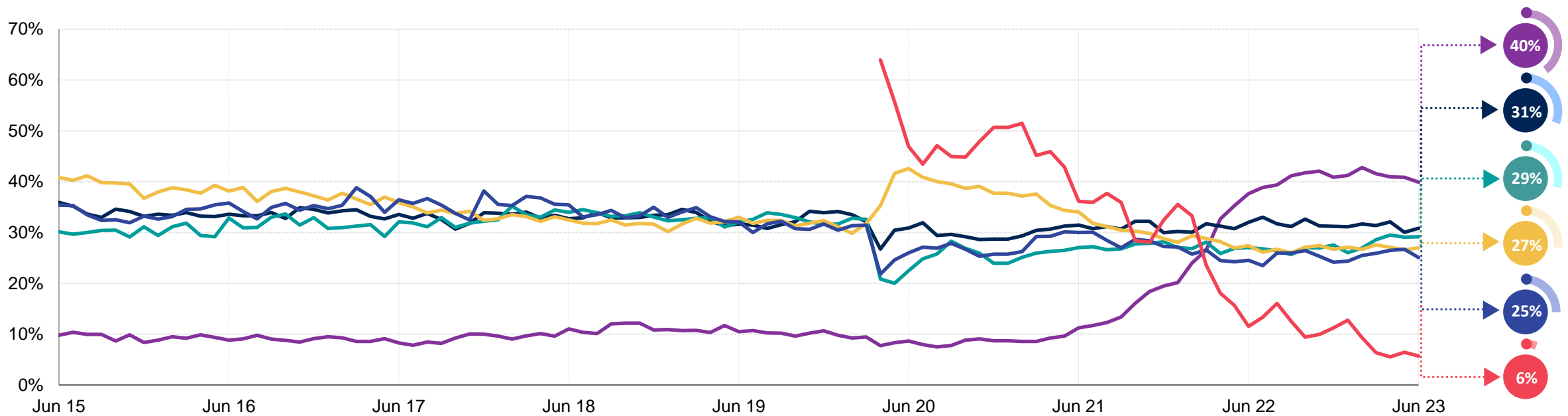
Base: Representative sample of 21,310 adults aged 16-74 in 29 participating countries, May 26th 2023 - June 9th 2023.

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



Poverty & social inequality



Crime & violence



Unemployment



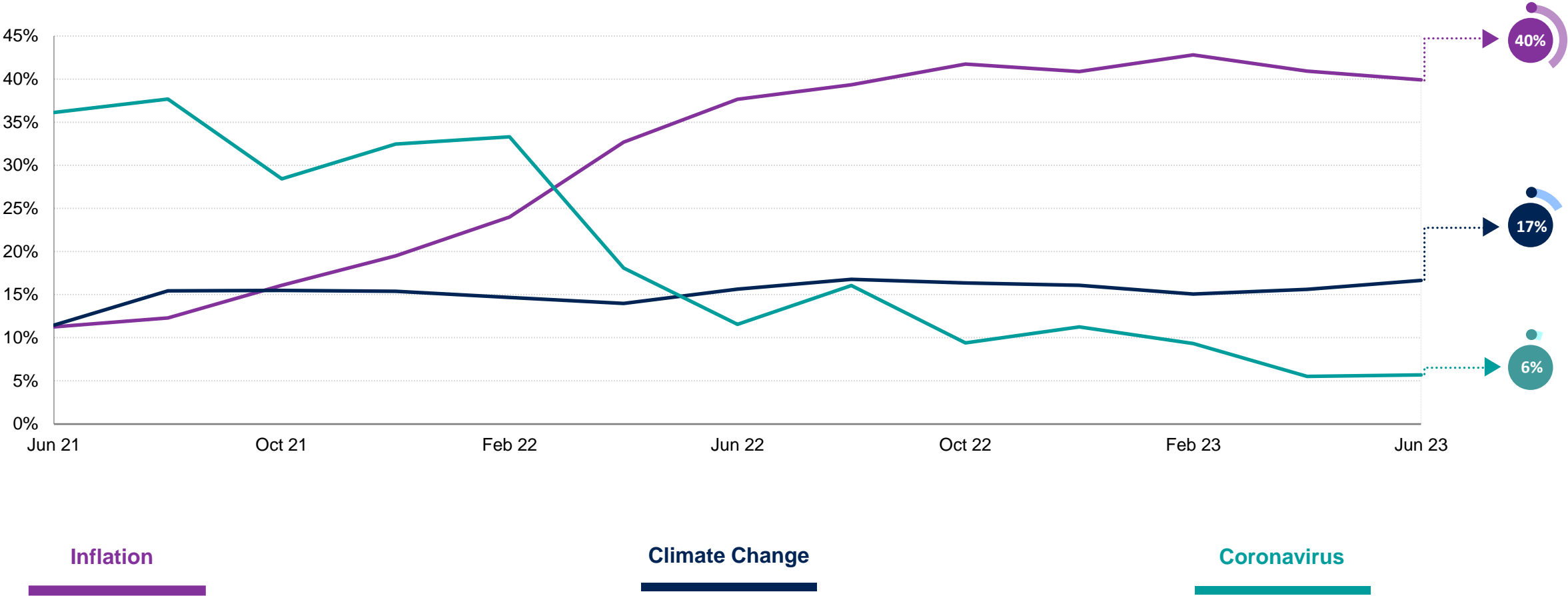
Financial/political corruption



Coronavirus

Base: Representative sample of 21,310 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)



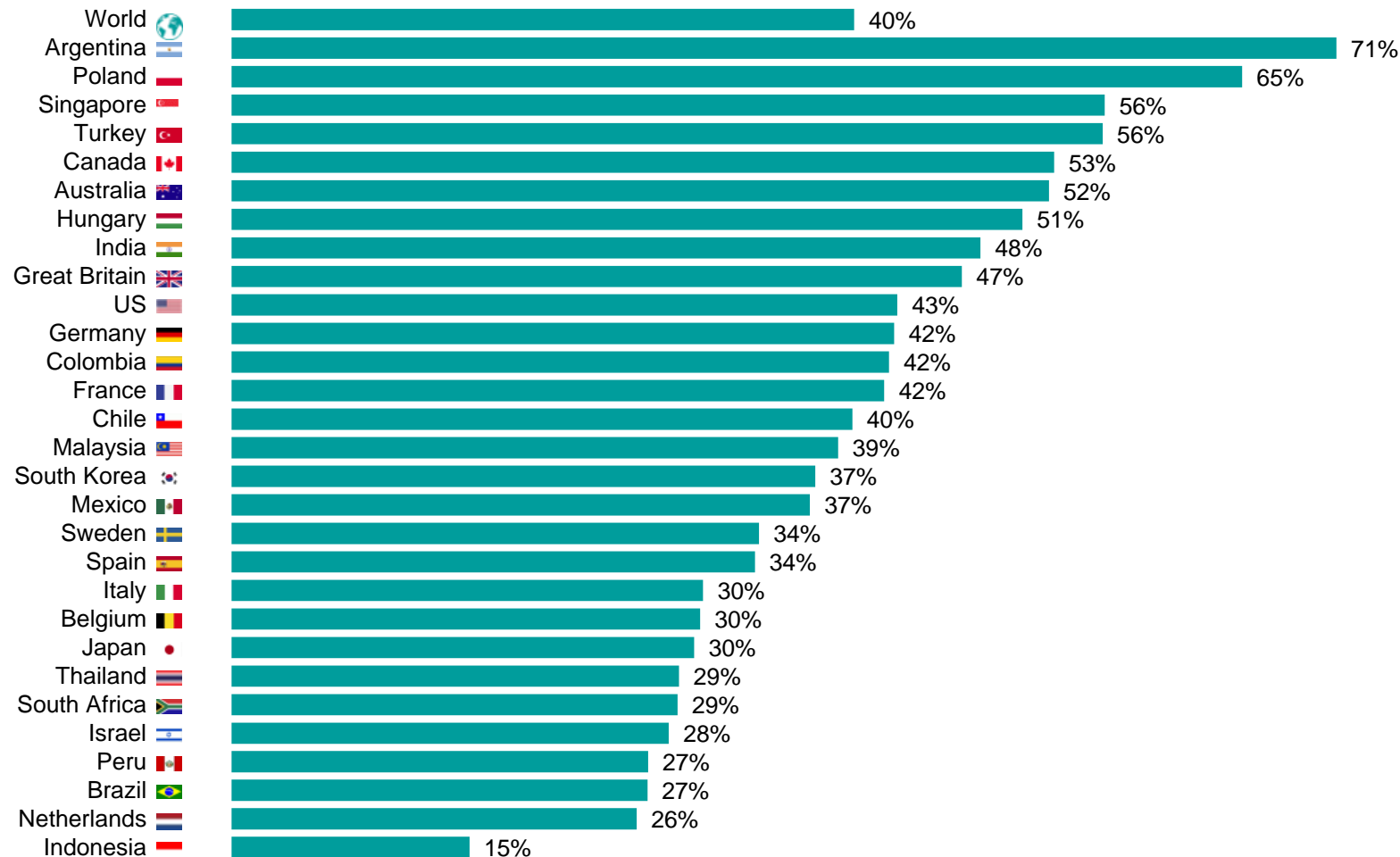
Base: Representative sample of c.21,310 adults aged 16-74 in 29 participating countries, June 2021 - June 2023.

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

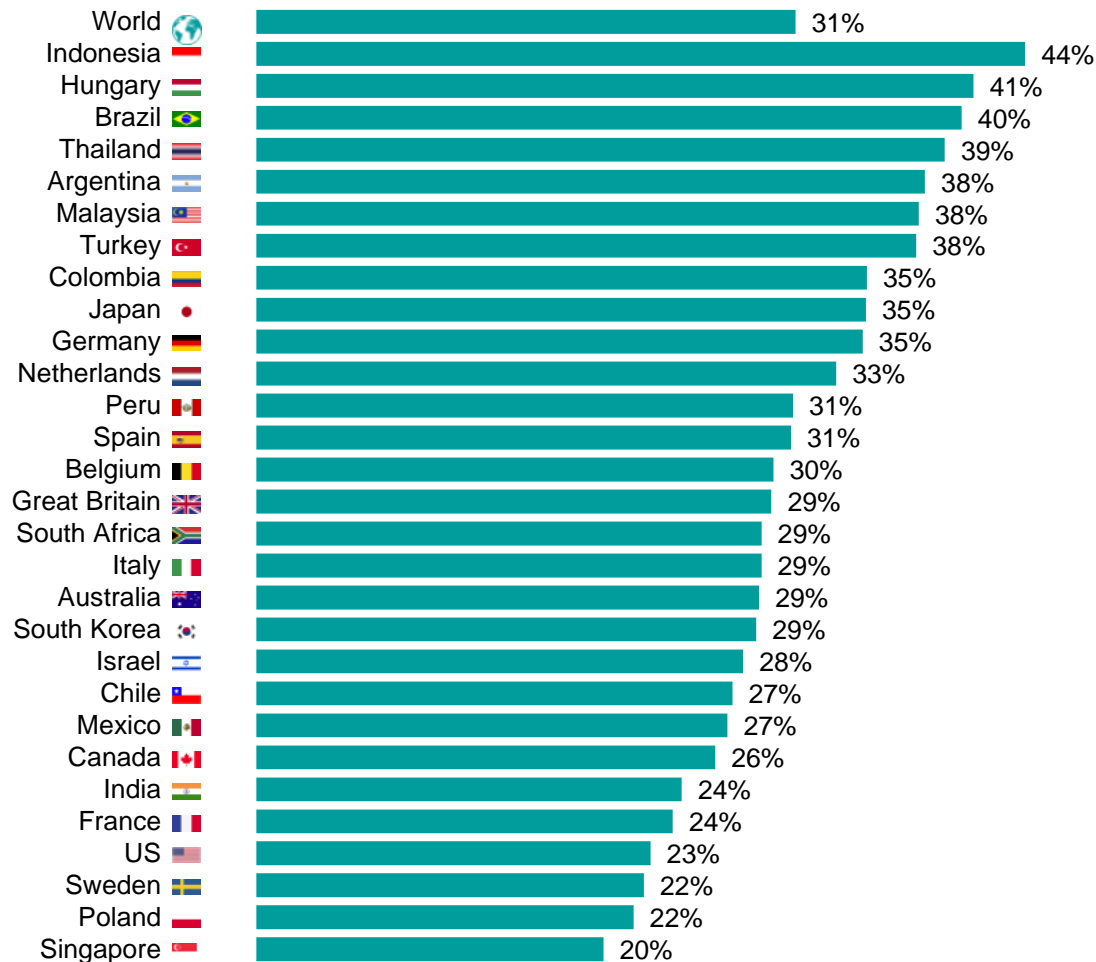


Two-fifths (40%) say inflation is one of the top issues affecting their country, down 1pp. February 2023 was the highest recorded level of worry at 43%. Since then, it has been declining albeit very gradually.

Last month Argentina experienced the highest inflation concern for any country, ever, in our survey. Worry has now dropped 5pp to 71%. Chile (40%) also sees a 5pp fall, whereas in Colombia the level of concern (now 42%) has jumped 5pp since last month.

Inflation is the number one concern in 11 countries – Argentina, Australia, Canada, France, Germany, Great Britain, India, Poland, Singapore, the US, and Turkey. This is the same as last month – Colombia has inflation joint first with unemployment.

2 | POVERTY & SOCIAL INEQUALITY



Poverty & social inequality is second on our list of 18 worries with 31% saying it is an issue in their country.

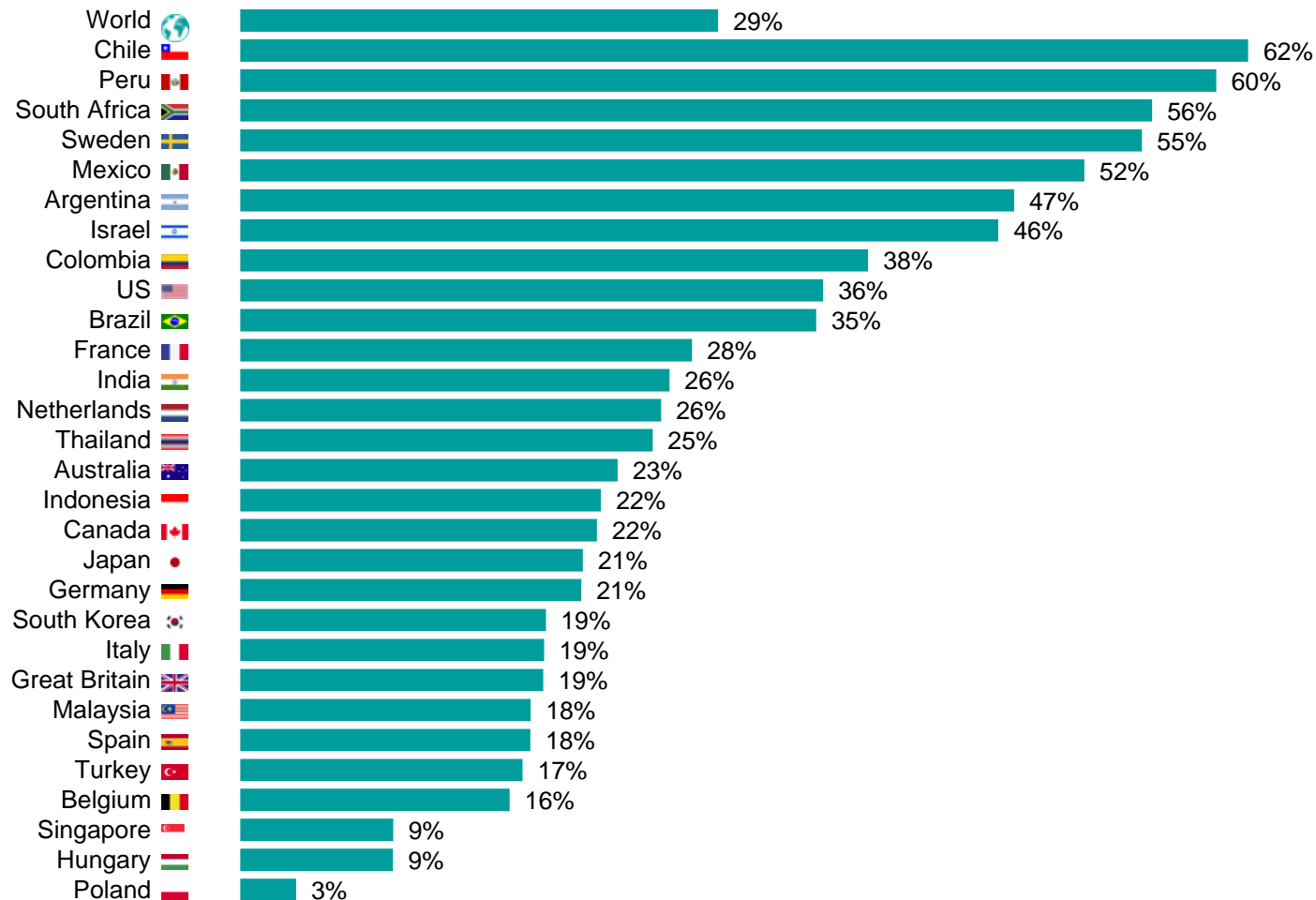
Last month concern for inequality fell to its lowest level since February 2022. This month it has risen slightly, up 1pp.

Thailand was the most worried country about inequality in May. This month the nation's worry fell 6pp to 39%. Thailand has switched places with Indonesia (44%), who were fourth last month, after its score rose by 6pp.

Brazil (40%), Japan (35%), and the Netherlands (33%) all have inequality as their top concern.

Singapore is the least concerned about inequality. That said, their worry level has increased 8pp from May to 20%.

3 | CRIME & VIOLENCE



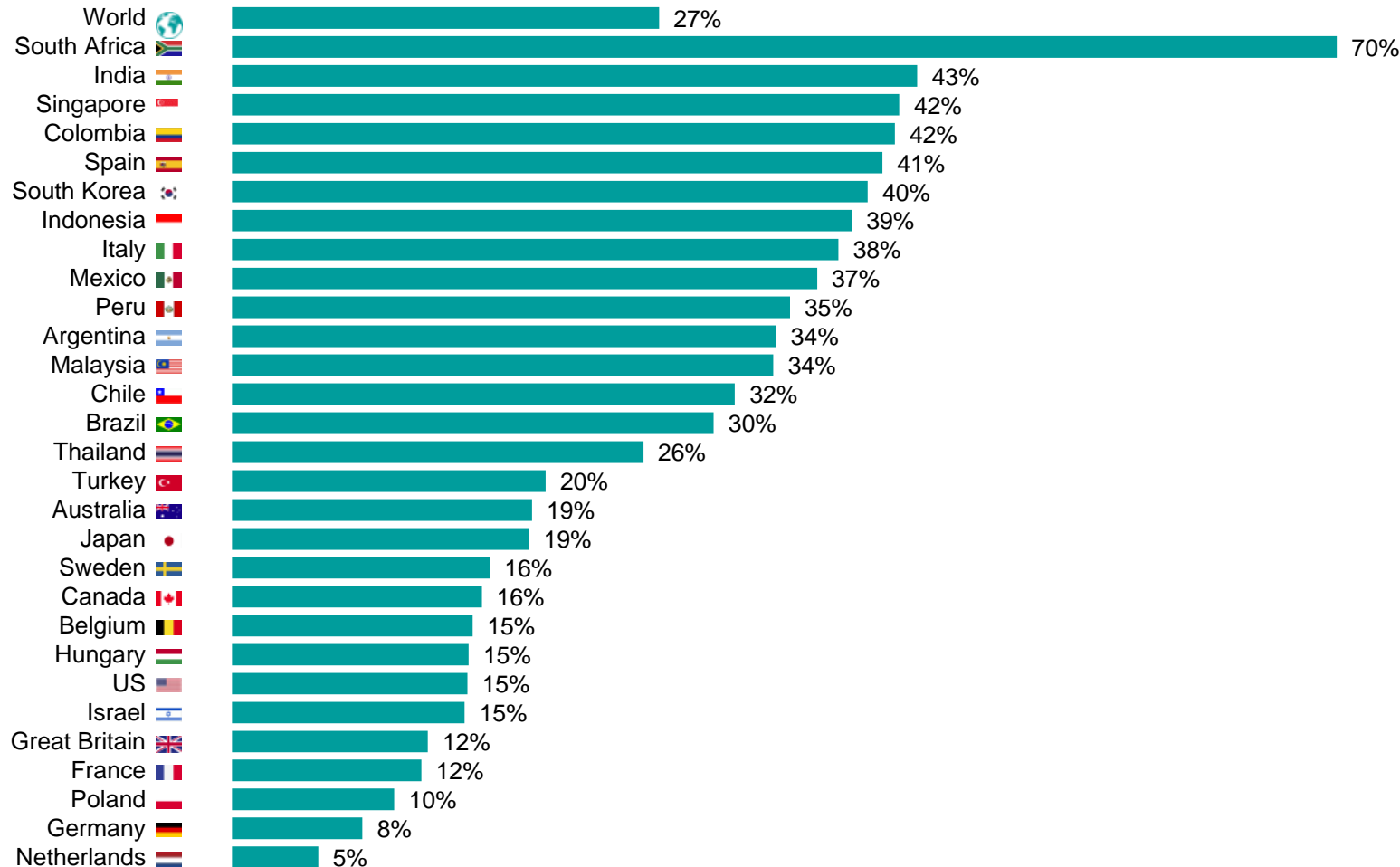
Almost three in ten (29%) choose crime & violence as one of the biggest issues affecting their country. Concern about crime remains the same as last month.

In June 2023, Chile (62%) still has crime as its top concern, but this is 6pp lower than last month.

South Africa (56%) is no longer second, after a 4pp fall. Instead, Peru (60%) has taken second after a 2pp increase. We've also seen Sweden (55%) move up the list from May by climbing 3pp. They, like Chile, have it as their top worry.

Israelis (46%) now place it as the biggest worry for their country, rising 8pp from May 2023.

4 | UNEMPLOYMENT



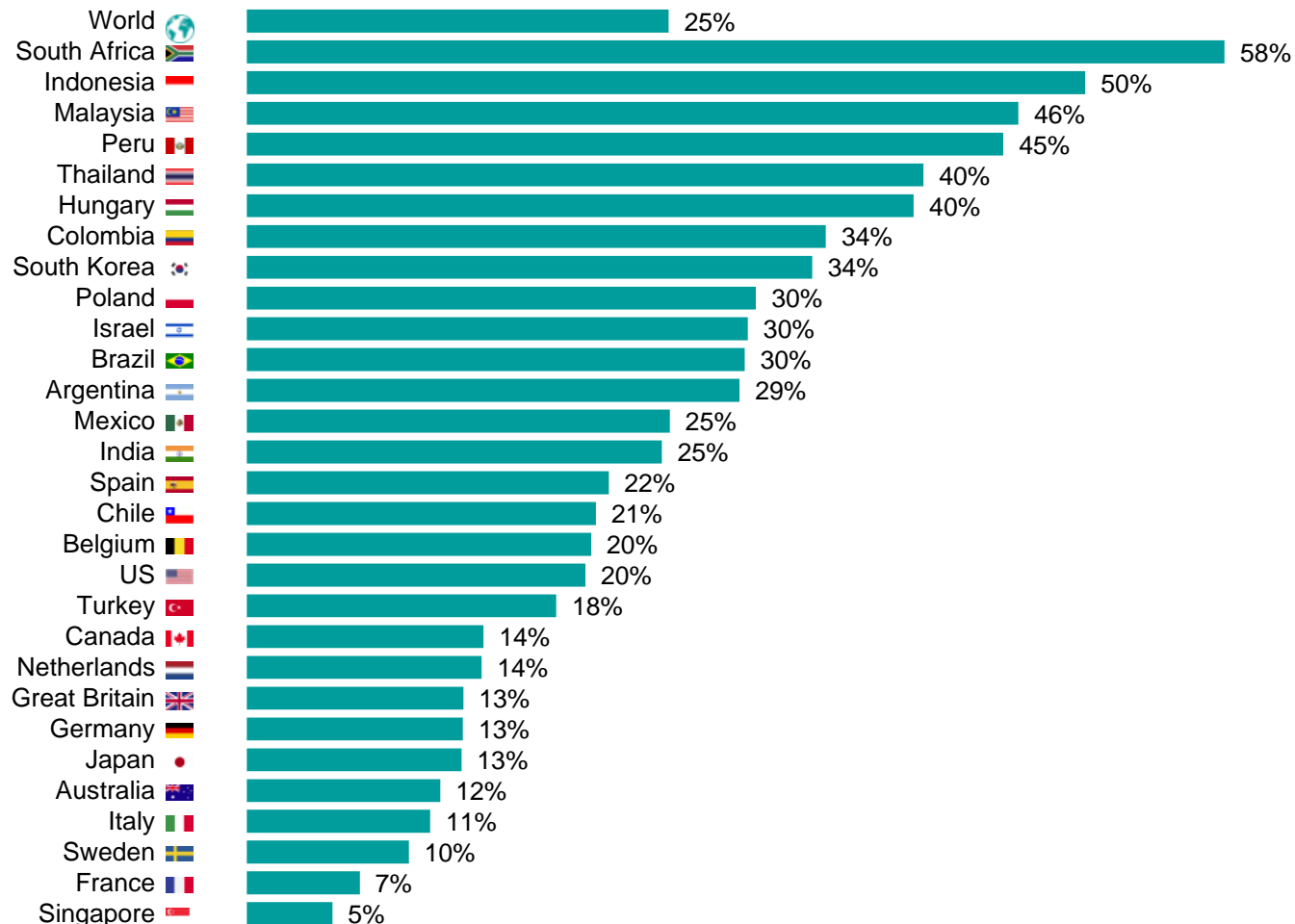
Unemployment is now the fourth biggest concern in our What Worries the World survey, with 27% picking it as an issue in their country. This is the result of a decrease in worry about corruption.

South Africa remains the most concerned country, where it has been since April 2021. Seven in ten (70%) now pick it as a worry, up 2pp from May 2023. This is the highest we've seen on our survey, for any nation.

Among the other more worried countries, concern has fallen. Colombia (42%) has dipped 7pp, moving from second to fourth. India (43%) has dropped 3pp and Spain (41%) is unchanged.

Concern in Singapore (42%) has risen sharply by 7pp, putting it third.

5 | FINANCIAL/POLITICAL CORRUPTION



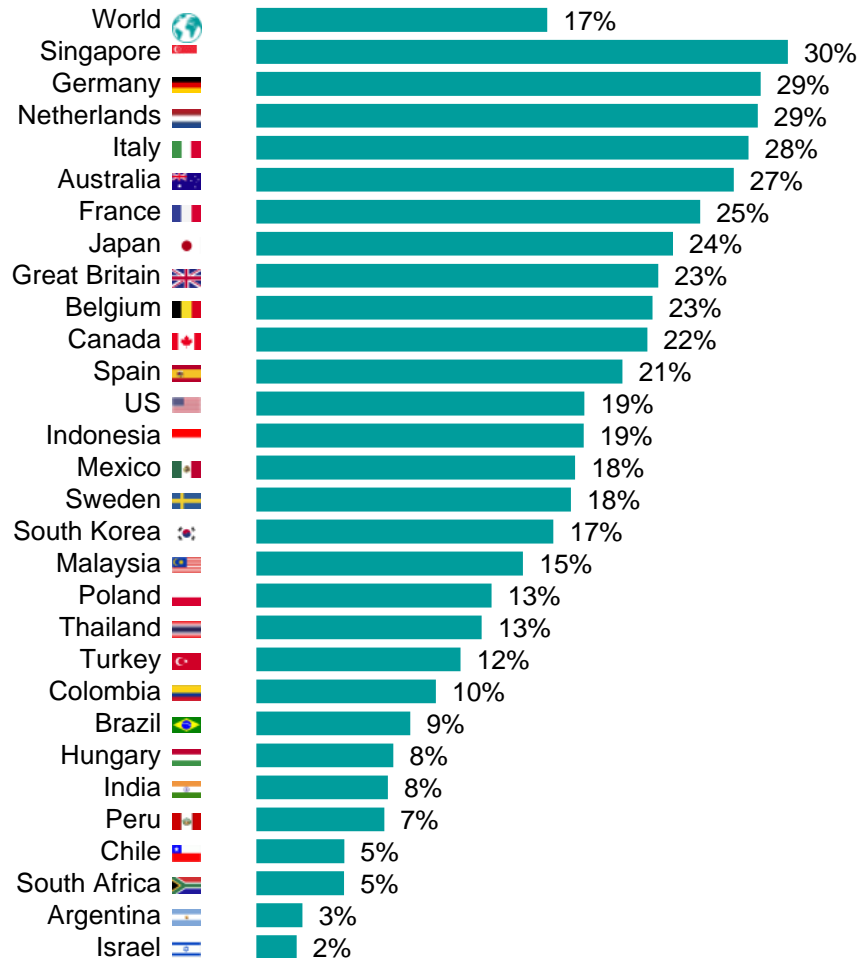
One in four (25%) choose financial/political corruption as one of the top issues in their country. This is down 2pp this month.

Indonesia (50%) has moved from first place to second after a sharp fall of 16pp. Despite this, it's still the countries number one concern. Peru (45%) have also experienced a large drop in worry (-10pp) this month.

South Africa (58%) is again top, although their level of concern is unchanged this month. This makes them top for both corruption and unemployment.

Alongside Indonesia, corruption is the number one concern for Malaysia (46%) and Thailand (40%), the latter increasing by 2pp.

7 | CLIMATE CHANGE



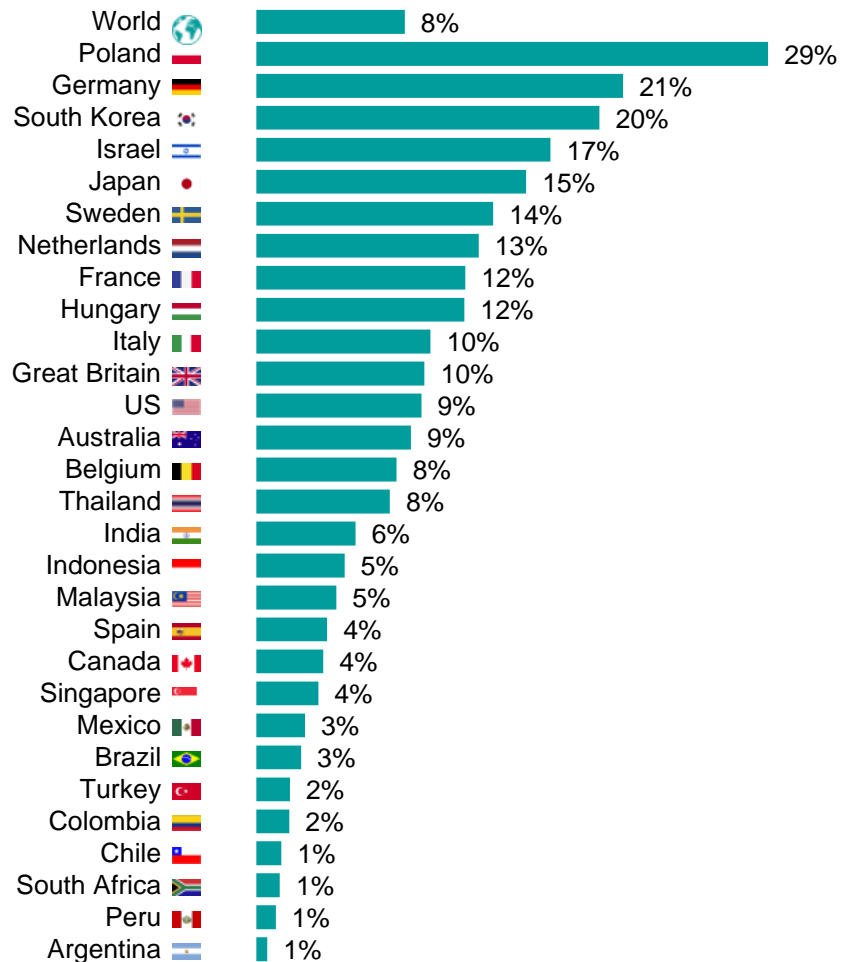
Climate change ranks seventh out of 18 global concerns in our *What Worries the World* survey, between healthcare and taxes. This month worry has increased 1pp.

Singapore is the most concerned country about climate change with 30% choosing it as an issue in the country, up 2pp. It's the country's fourth biggest concern, behind healthcare (31%), unemployment and inflation.

Italy (28%) also has climate change as their fourth biggest worry, after making a notable climb of 5pp from May 2023. The last time it was this high was August 2022.

Last month Germany (29%) was the most concerned country, but it is now second after a 2pp fall this month.

12 | MILITARY CONFLICT BETWEEN NATIONS



Military conflict between nations ranks 12th on our list of global worries, between moral decline and threats against the environment.

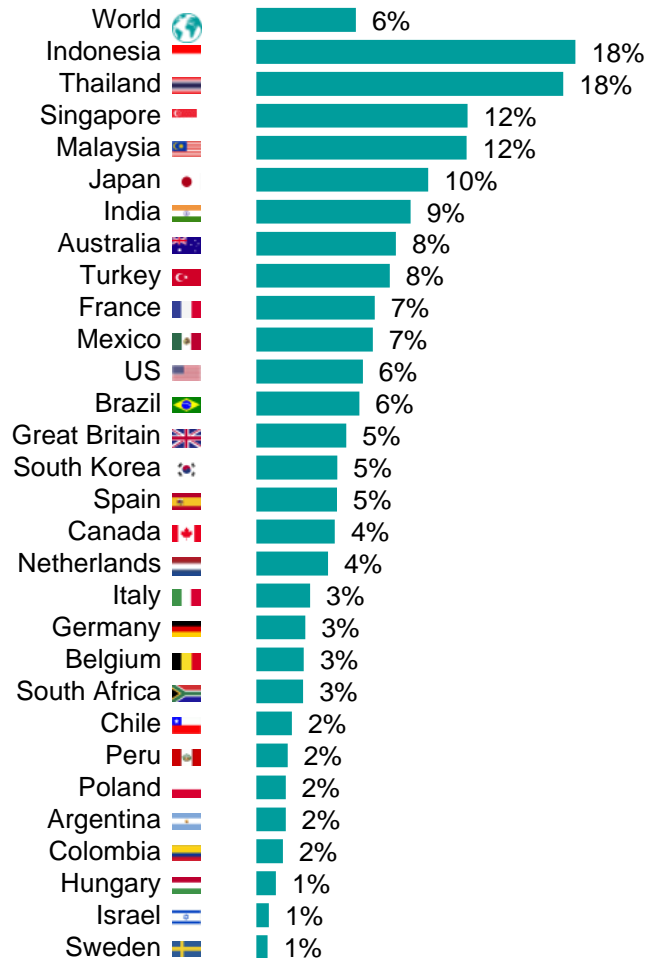
Just below one in ten (8%) people across 29 countries choose military conflict as an issue in their country. This is a 1pp fall from last month.

Poland remains the most concerned country with nearly one in three (29%) saying it is a worry. This is a 5pp rise, putting it fourth in their worries.

Concern in Israel (17%) has fallen by 6pp, having been second last month. Japan (15%) has declined by a similar amount (-5pp).

Latin America is the part of the world where concern is lowest. The region makes up six of the eight least worried countries.

17 | CORONAVIRUS (COVID-19)



Coronavirus remains ranked 17th out of 18 worries between maintaining social programmes and access to credit.

One in 20 (6%) across 29 countries choose the pandemic as an issue in their country.

June 2023's global score is the same as last month but is 7pp lower than the start of the year and down 6pp on this time in 2022.

Singapore (12%) has declined significantly by 14pp from May's score. This is now closer to what it was back in March (10%).

Indonesia (18%) on the other hand has moved to first after a sharp rise of 9pp, putting it at the top of our list.

The top six countries concerned are all Asia Pacific nations, something that we've seen twice this year.

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/>

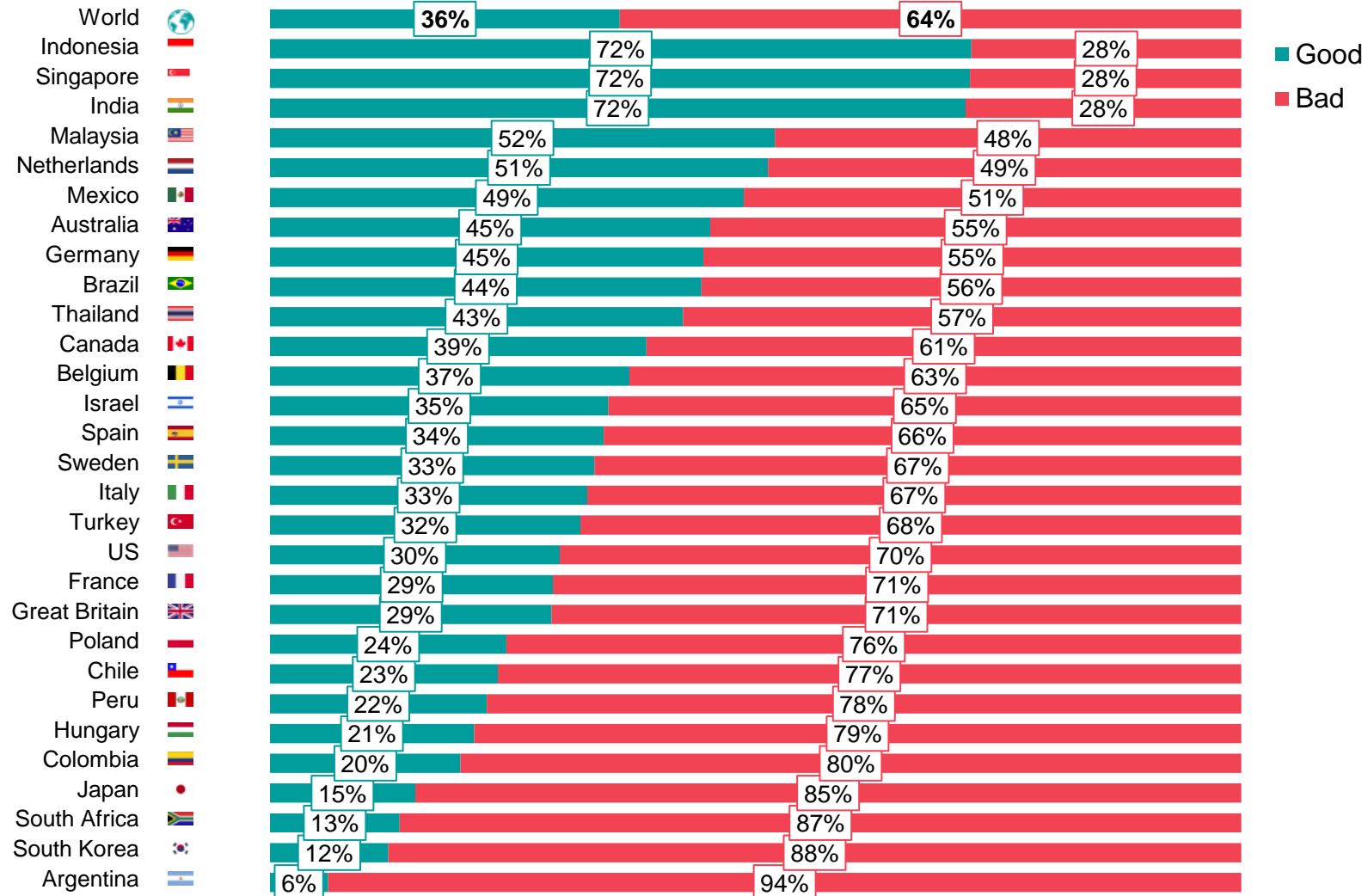
Please contact: Nicolas.Boyon@Ipsos.com for more information.



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?



Across 29 countries, 36% of people describe the current economic situation in their country as “good”, 1pp higher than in May 2023.

A 9pp increase in Indonesia’s “good” economy score sees it rise from third to joint-first position in our country rankings, tying with Singapore and India on 72%.

Brazil also sees a 9pp rise from last month, with 44% of Brazilians now describing the country’s current economic situation as “good”.

Two countries record all-time high “good economy” scores this month: Spain (34%) and Italy (33%).

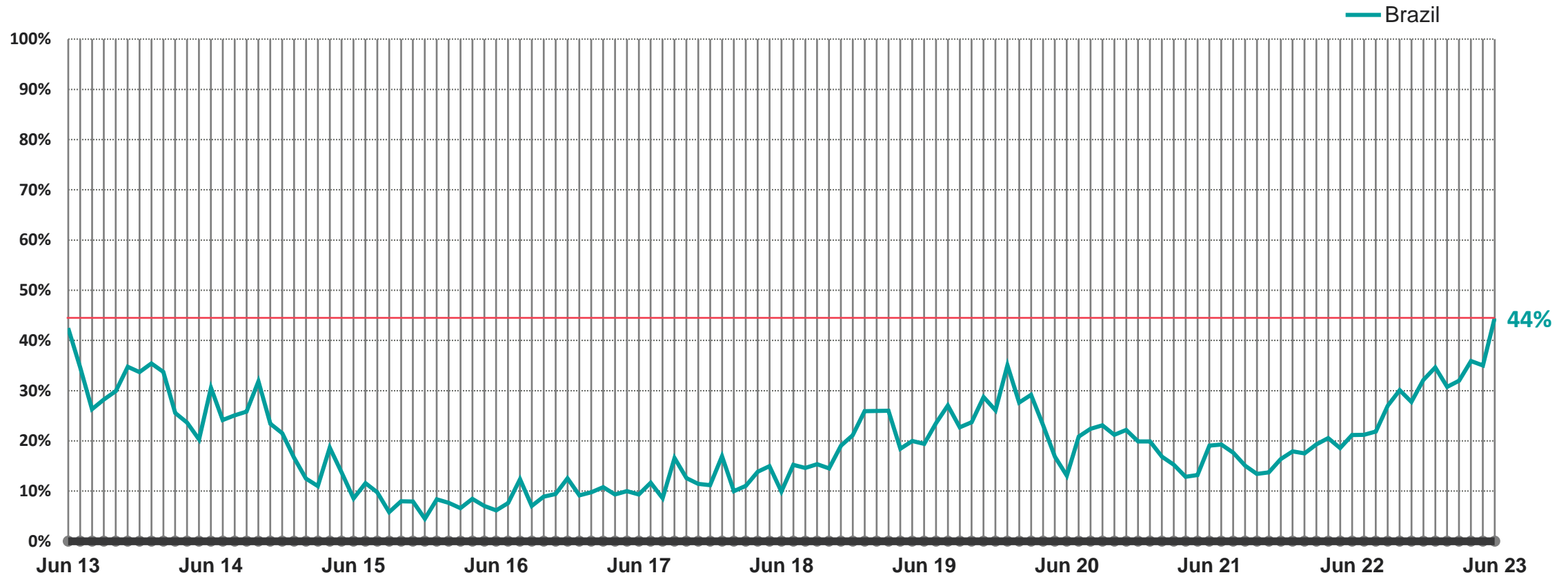
Meanwhile, the story is less positive in Israel (-8 from last month), the US and Singapore (both -7).



CURRENT ECONOMIC SITUATION: BRAZIL

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

Despite the country's second highest ever month-on-month increase, Brazil remains 22pp below its all-time high of 66% (October 2010).



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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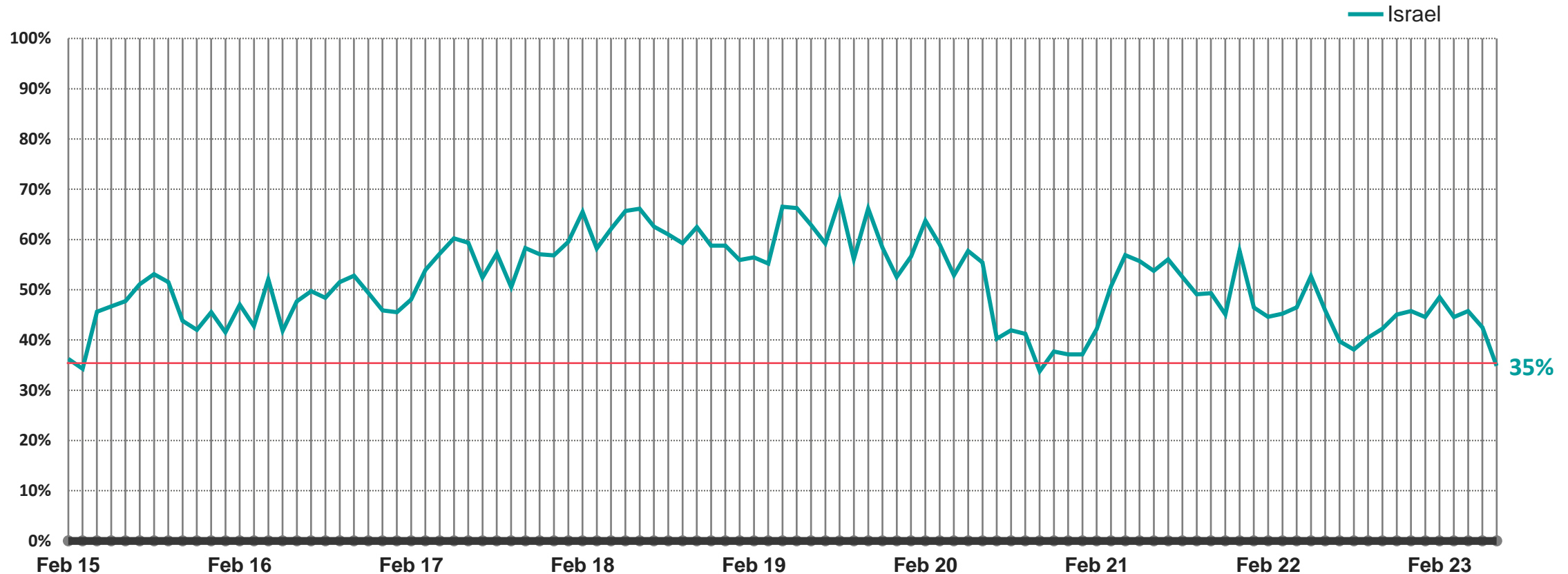
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CURRENT ECONOMIC SITUATION: ISRAEL

Israel is now 1pp off its all-time lowest “good” economy score (34% in October 2010 and March 2015).

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, 2015 - 2023.

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

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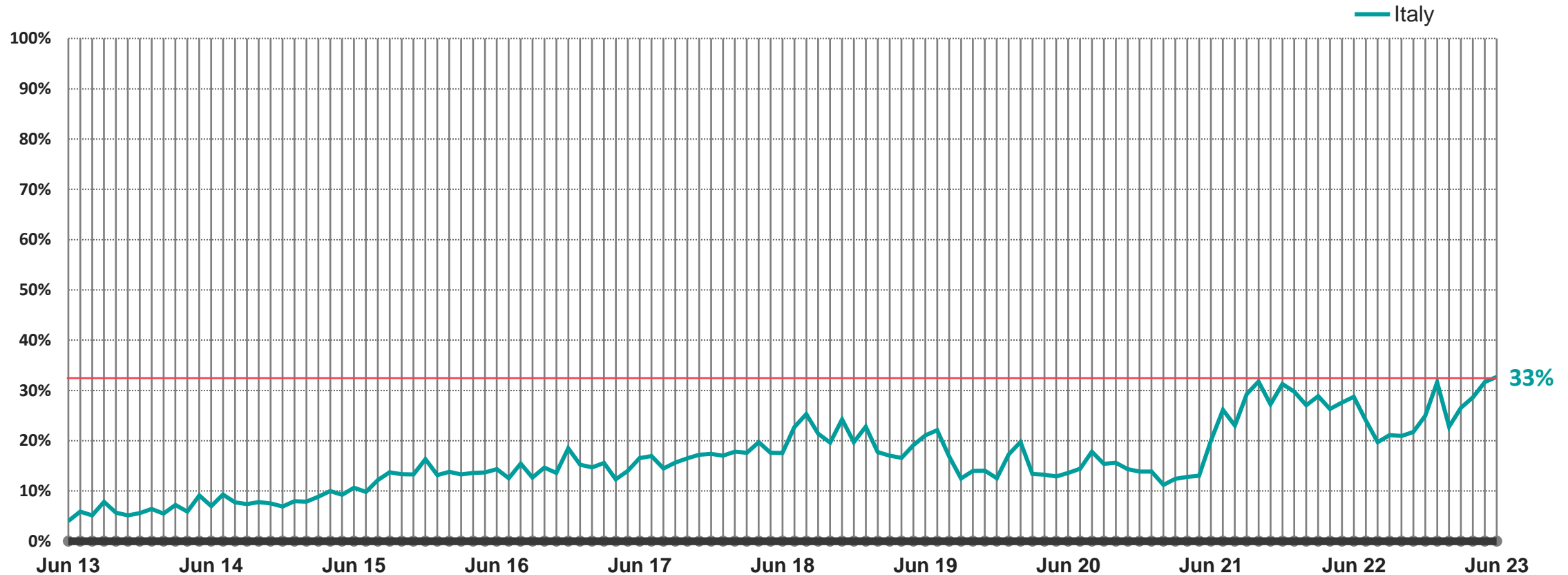
Filter: Country: World | Current Wave: Jun 23



CURRENT ECONOMIC SITUATION: ITALY

A 1pp rise takes Italy's "good" economy score to a new highest ever level.

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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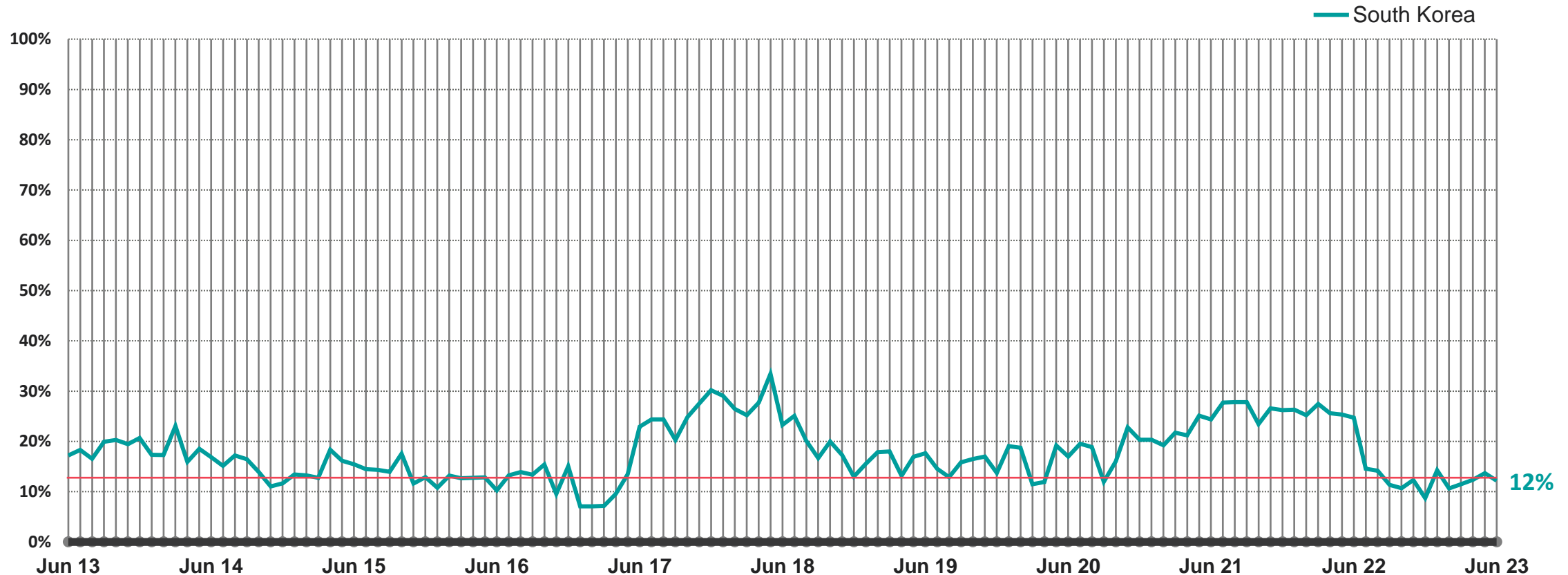
Filter: Country: World | Current Wave: Jun 23



CURRENT ECONOMIC SITUATION: SOUTH KOREA

South Korea's "good" economy score has now sat below 20% for 12 months.

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.*

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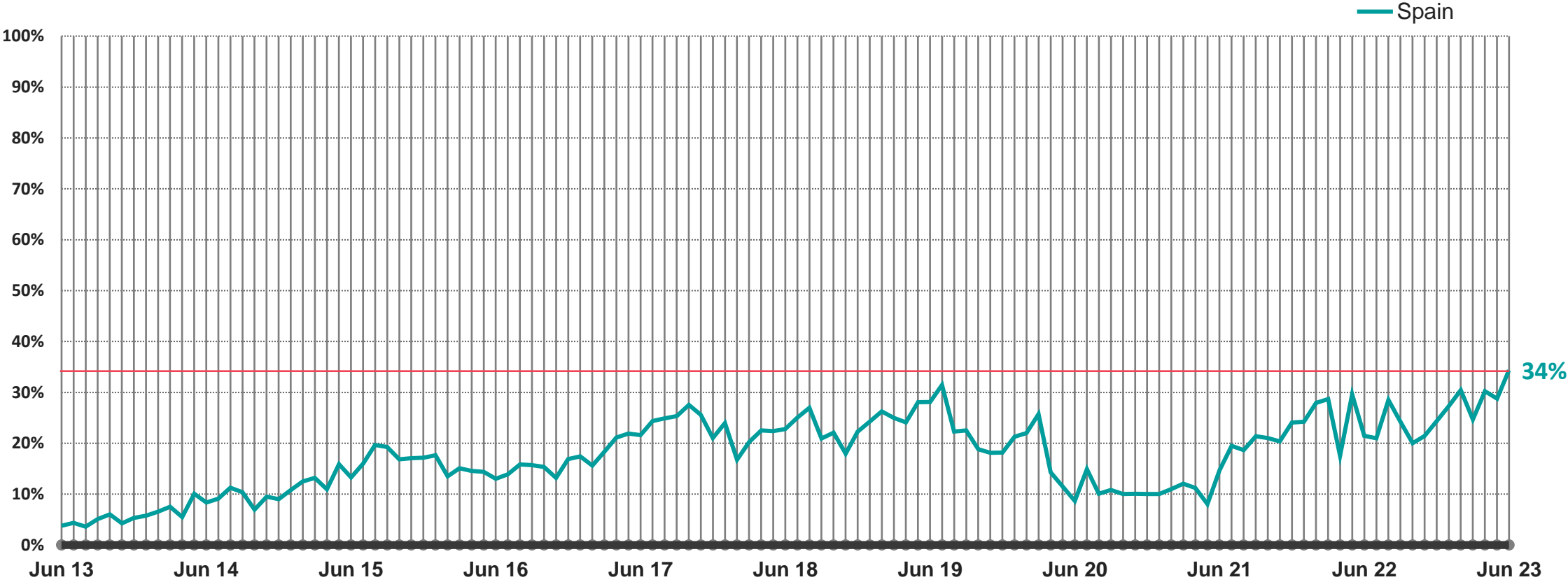
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CURRENT ECONOMIC SITUATION: SPAIN

Up 6pp from last month, June 2023 marks Spain's highest ever "good" economy score (34%).

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



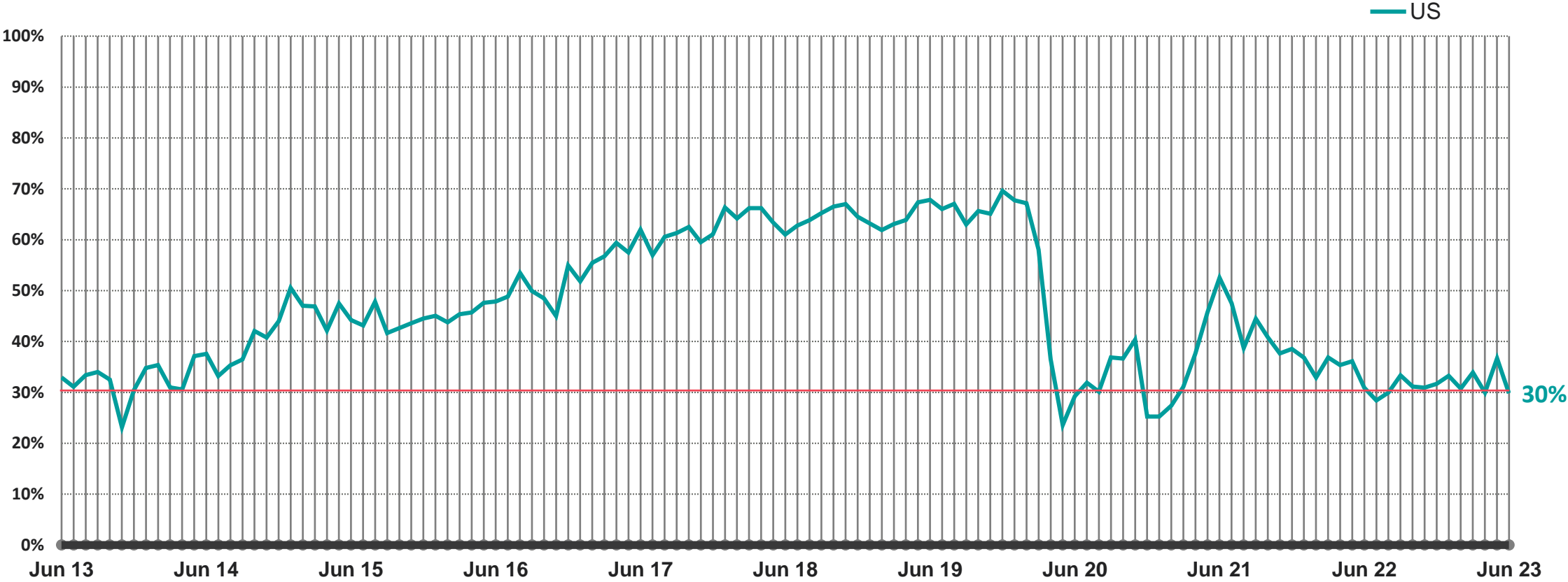
Base: Representative sample c. 1000 adults aged 16-74 in Spain, 2013 - 2023.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: US

In June 2023, the US suffers one of the biggest month-on-month falls in its “good” economy score (-7pp).

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 US, 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 May 26th 2023 and June 9th 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.