

WHAT WORRIES THE WORLD?

July 2022



GAME CHANGERS



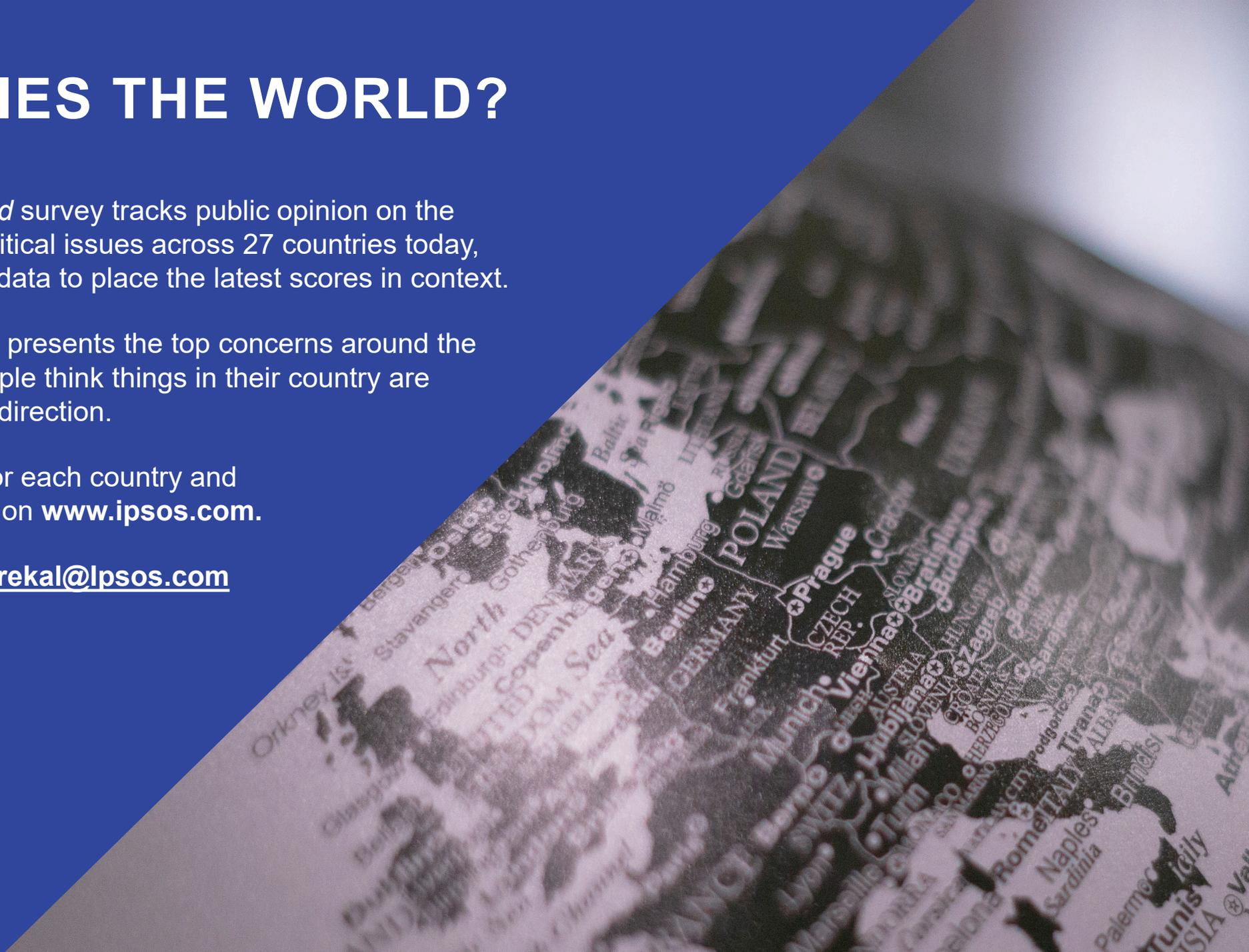
WHAT WORRIES THE WORLD?

Ipsos' *What Worries the World* survey tracks public opinion on the most important social and political issues across 27 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.

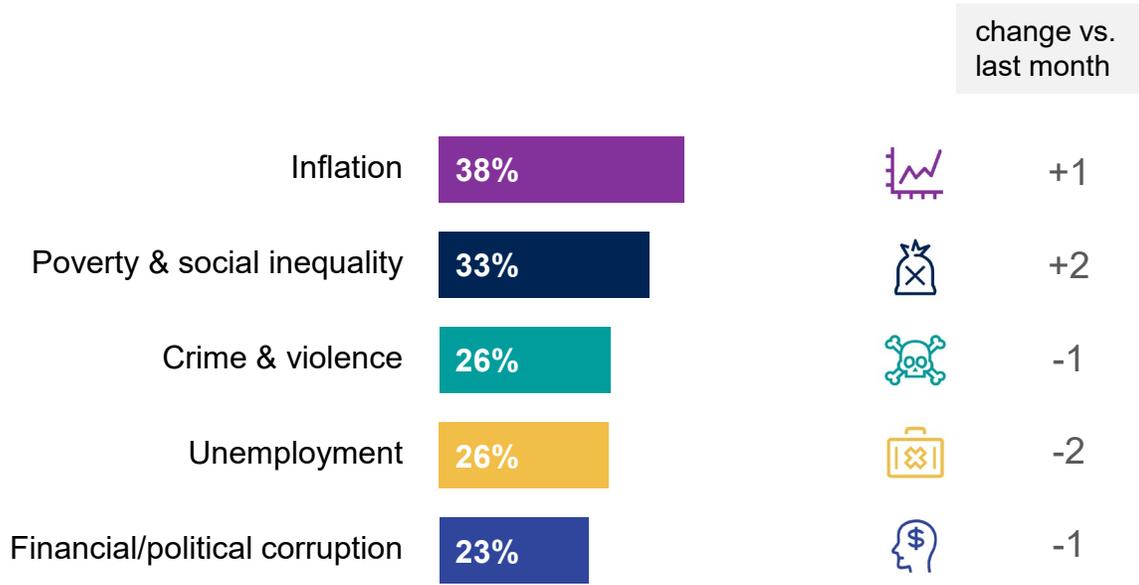
Please contact Teodros.Gebrekal@ipsos.com for more information.



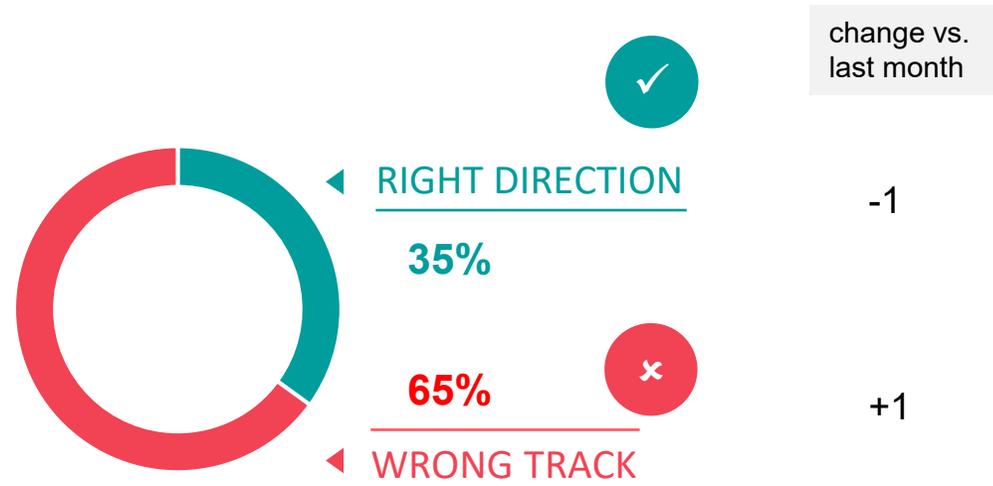
WHAT WORRIES THE WORLD? JULY 2022

Concern about inflation remains at an elevated level and July marks the fourth consecutive month where it is a top worry globally. Worry about poverty and social inequality has risen slightly (+2), while coronavirus remains in tenth spot in our index. Two-thirds (65%) of people say their country is heading in the wrong direction.

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?

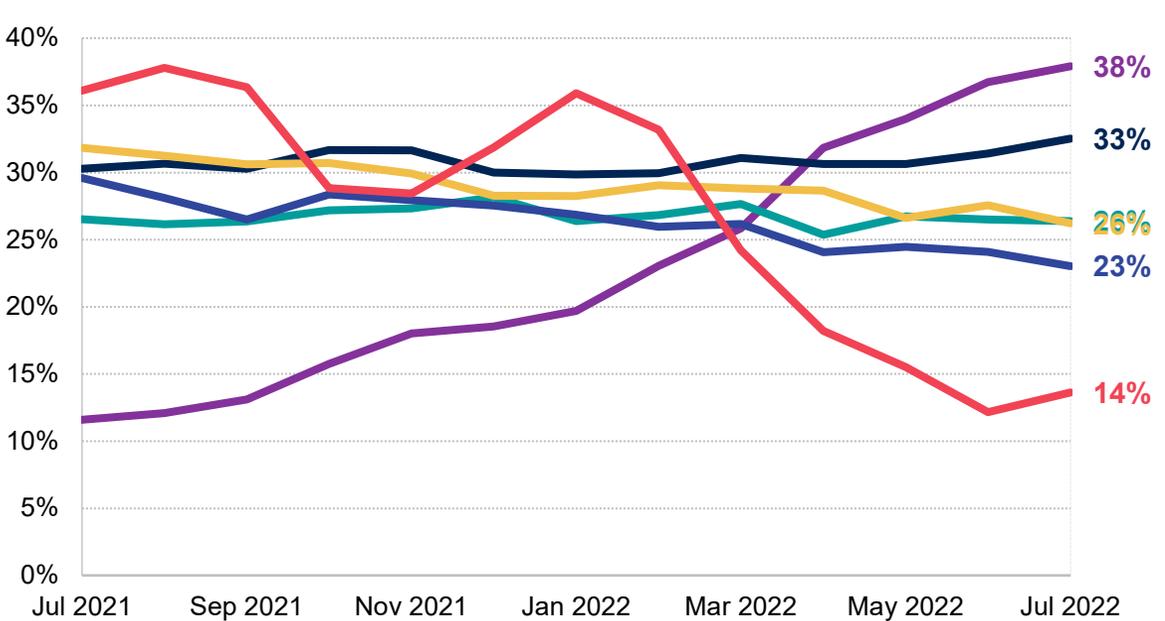


Base: Representative sample of 20,022 adults aged 16-74 in 27 participating countries, June 24th 2022 – July 8th 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



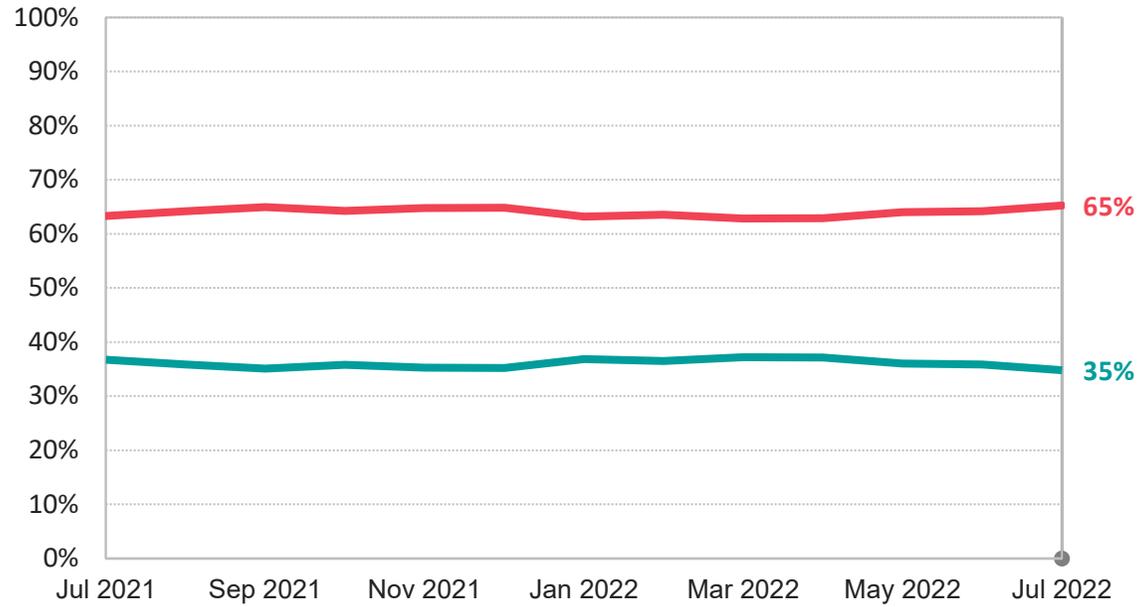
WHAT WORRIES THE WORLD? 12-MONTH TREND

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



- 
Inflation
- 
Poverty & social inequality
- 
Crime & violence
- 
Unemployment
- 
Financial/political corruption
- 
Coronavirus
10th 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.20,000 adults aged 16-74 in 28 participating countries, July 2021 – July 2022
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

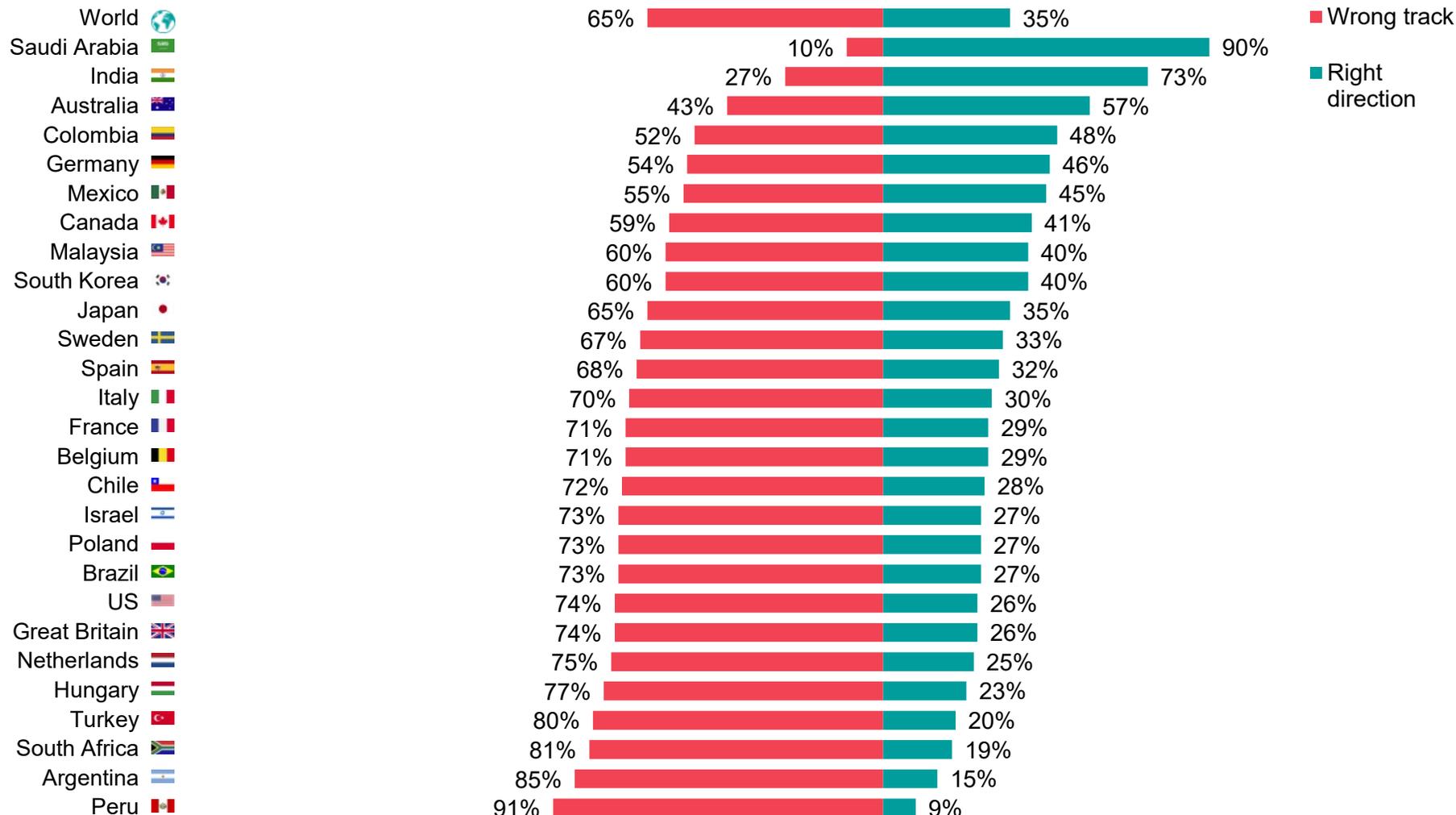


DIRECTION OF TRAVEL ALL COUNTRIES



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? (July 2022)



Across the 27 nations surveyed, 65% on average say that things in their country are on the wrong track while 35% think they are heading in the right direction.

This month has seen a big increase (+25) in people in Colombia saying the country is on the right track. Saudi Arabia remains the country where the largest proportion of people say the country is heading in the right direction.

Peru and Argentina have the largest proportion saying that their country is heading in the wrong direction (91% and 85%). This month, the largest increases in the “wrong-track” score are in Hungary and Great Britain (both +8).

Base: Representative sample of 20,022 adults aged 16-74 in 27 participating countries June 24th 2022 - July 8th 2022.

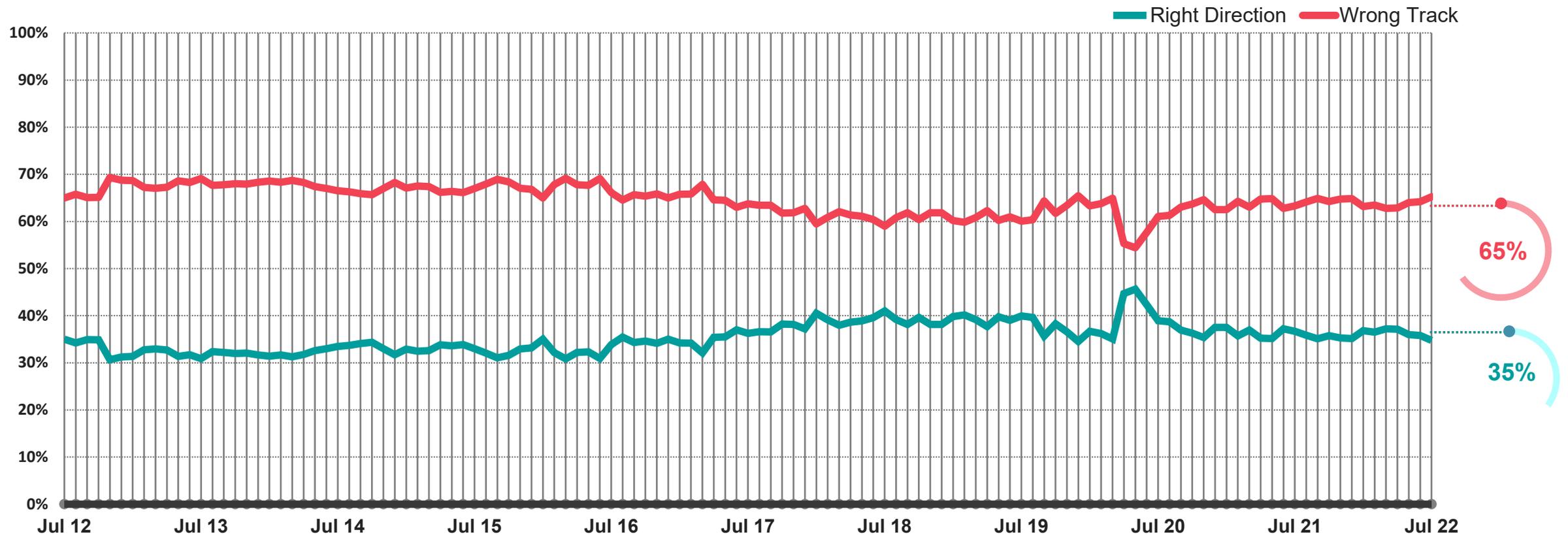
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

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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 c. 20,000 adults aged 16-74 in 27 participating countries, 2012 - 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

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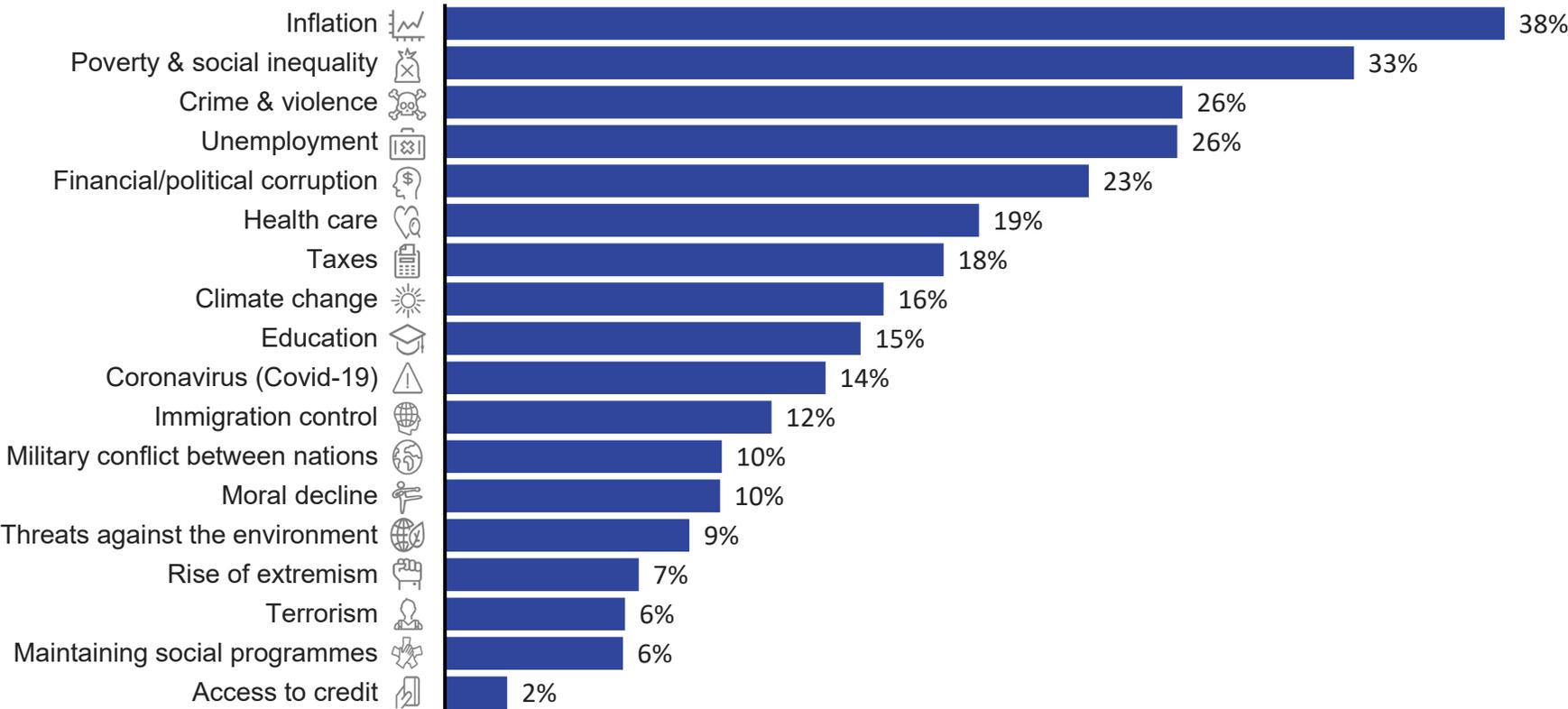
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in July 2022 (global country average)



This full ranking of the 18 issues in our survey gives an overview of what people in 27 countries worry about today. Inflation remains the number one concern globally for the fourth month in a row.

Worry about poverty & social inequality is up two points to 33% and remains in second place. There have been slight declines in concern about crime & violence, unemployment and financial/political corruption, but all three stay in the top five.

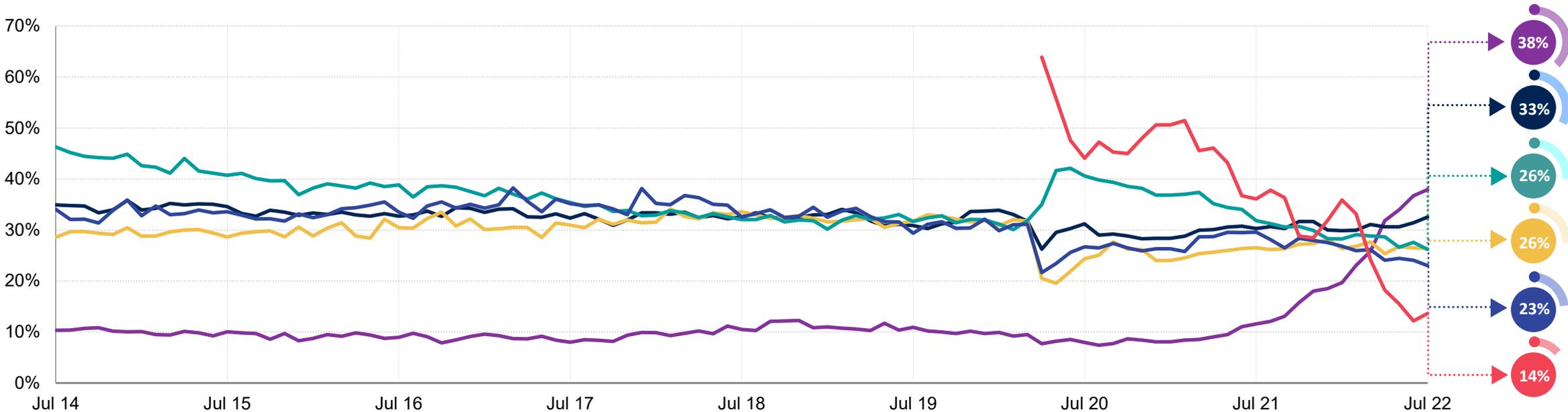
Base: Representative sample of 20,022 adults aged 16-74 in 27 participating countries June 24th 2022 – July 8th 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



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



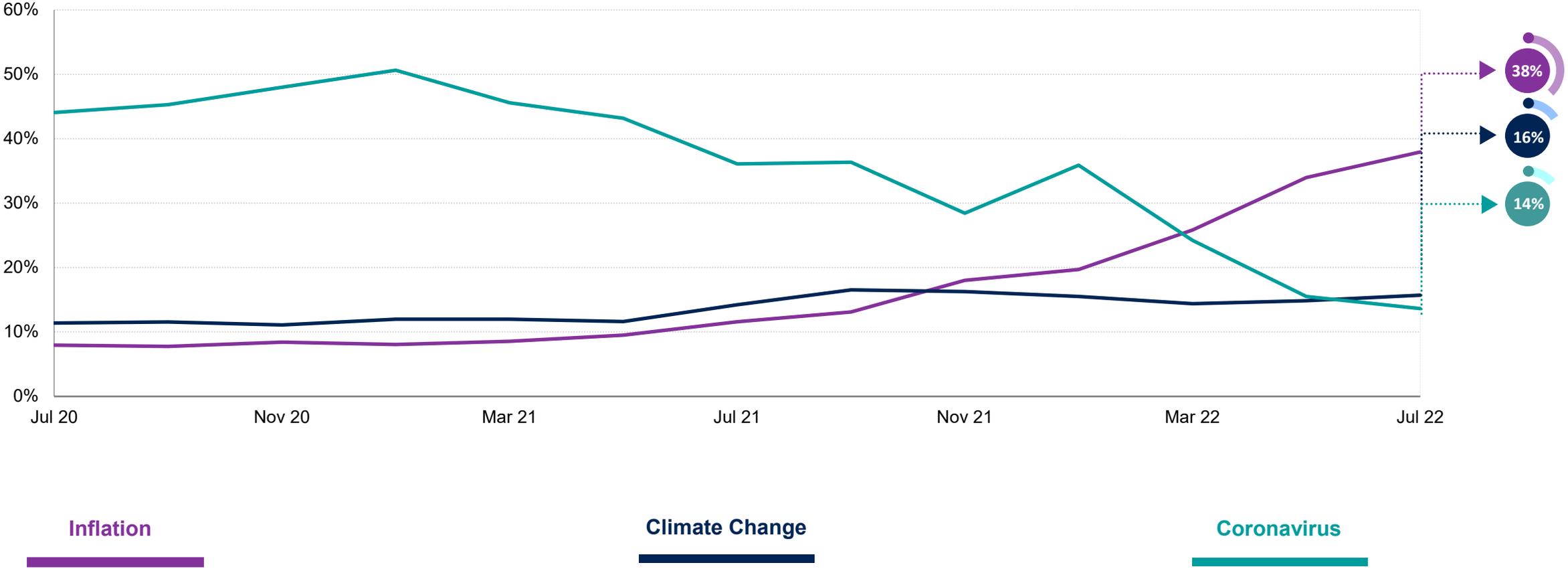
Coronavirus

Base: Representative sample c. 20,000 adults aged 16-74 in 27 participating countries, 2014 – 2022.

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



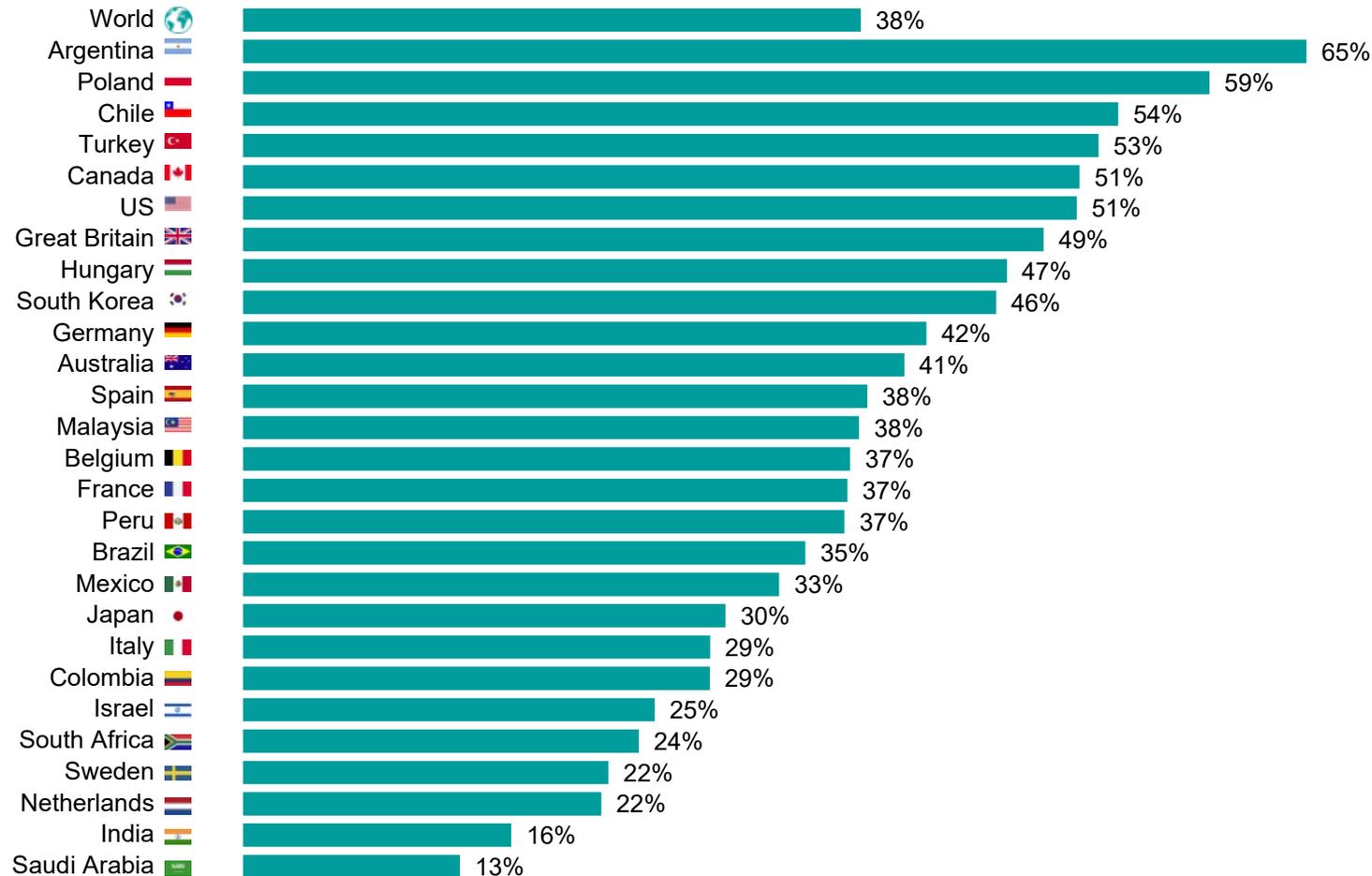
WORLD WORRIES: TWO-YEAR TREND (INFLATION, CLIMATE CHANGE & CORONAVIRUS)



Base: Representative sample c. 18,000-21,000 adults aged 16-74 in 27 participating countries, July 2020 – July 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



1 | INFLATION

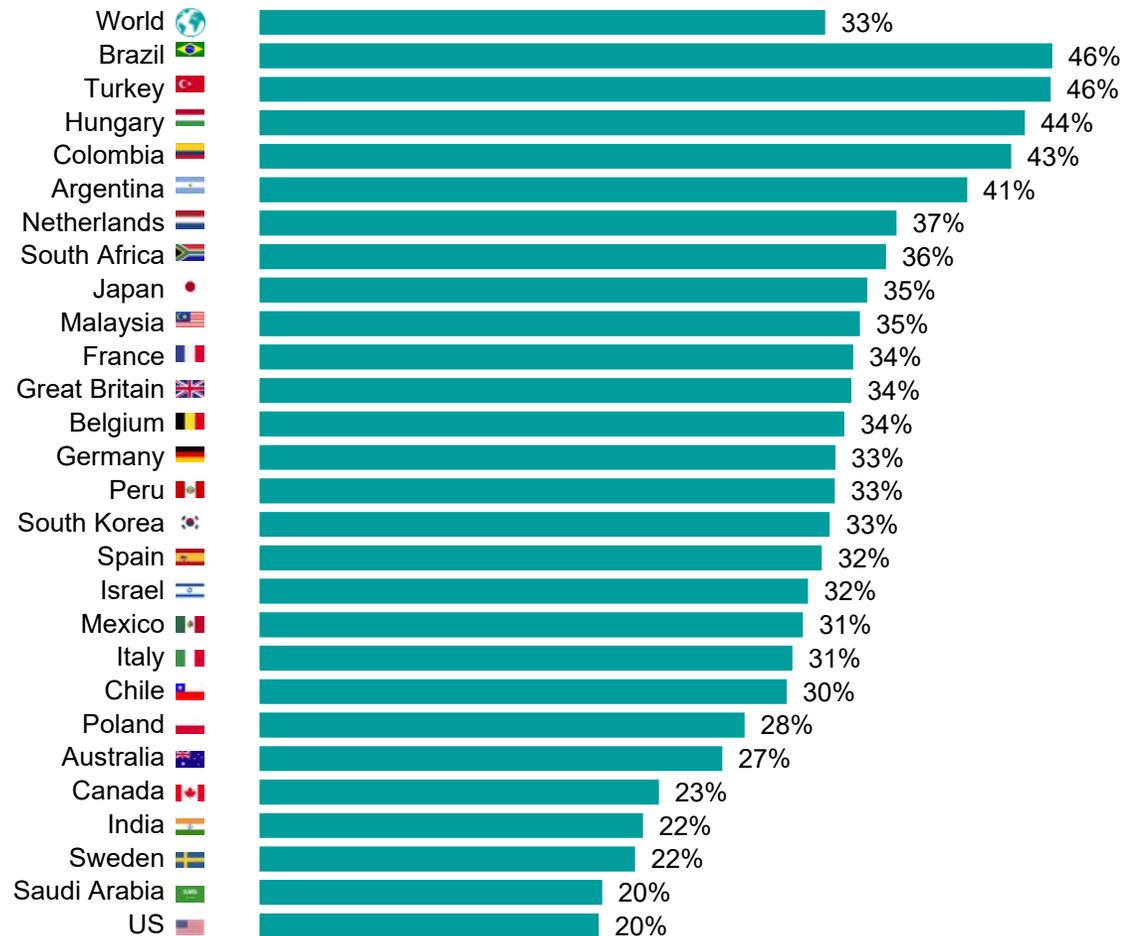


Inflation has now been the top concern in our What Worries the World survey for the last four months. July's figure is one point higher than last month and the level of worry about inflation has now risen for the 12th consecutive month.

There are now six countries where more than one in two people think inflation is one of the biggest issues affecting their market. It is the number one concern in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Poland, South Korea, the US, and Turkey.

The biggest monthly increases are in South Korea (+12) and Spain (+11). All Latin American countries have seen a rise this month: Argentina (+3), Chile (+6), Peru (+3), Brazil (+4), Mexico (+3), and Colombia (+1). Meanwhile, the Netherlands has seen worry fall by 11 points in July.

2 | POVERTY & SOCIAL INEQUALITY

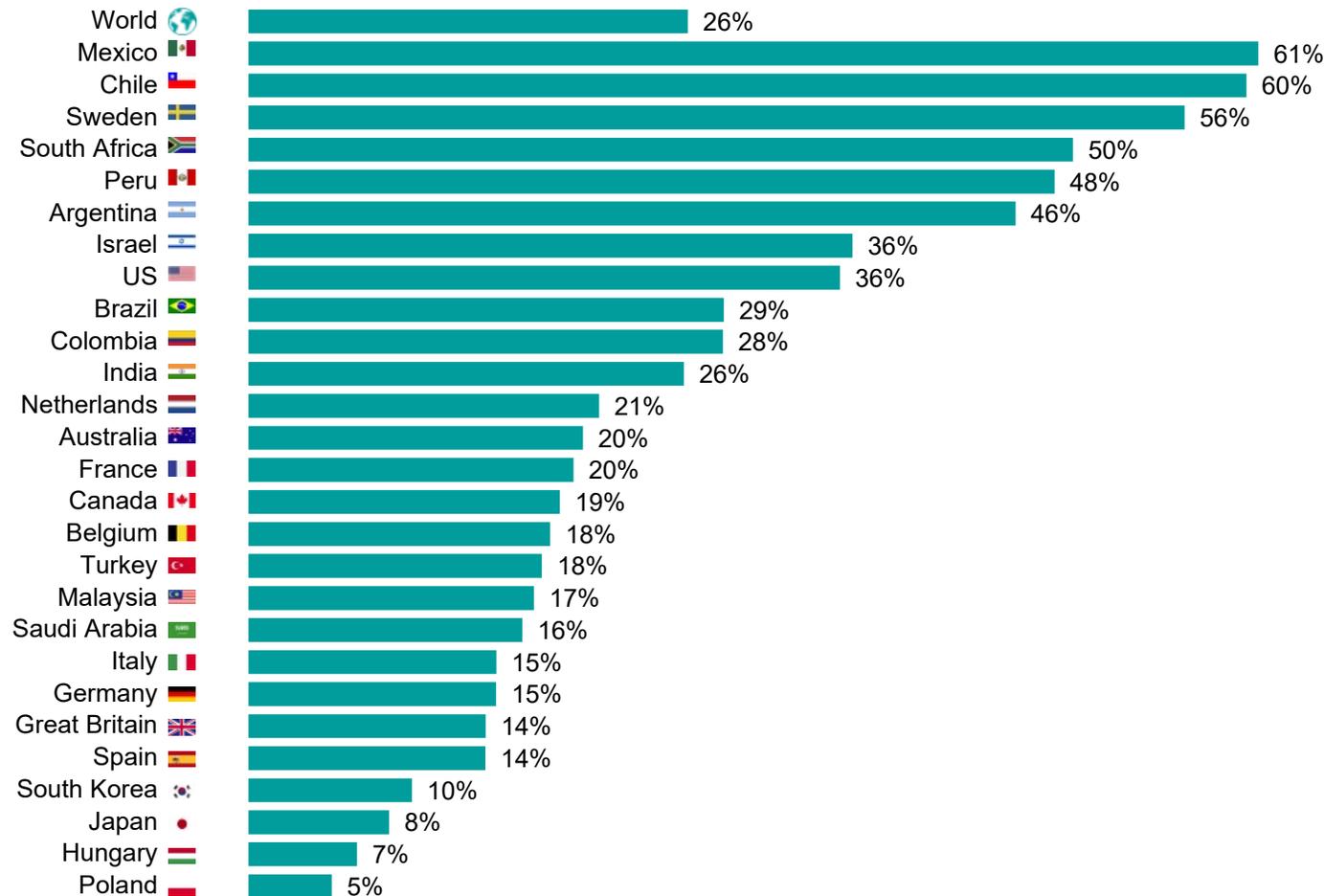


Worry about poverty & social inequality has risen slightly in July (+2) and remains second out of 18 concerns globally. One in three across 27 countries surveyed have it as a top concern affecting their country.

This month Brazil has the highest level of worry with 46% (+4), with Turkey now second after seeing the biggest monthly increase in July (+7). Hungary has fallen from top spot as a result. Colombia and Argentina have also seen noteworthy increases this month (+5 and +4 respectively) and round out the top five.

Other countries with increases in worry include Israel (+6) and France (+5). The largest declines in concern are in Germany and Canada (both -5). Brazil, Japan, and the Netherlands are the countries where poverty is the top concern.

3 | CRIME & VIOLENCE



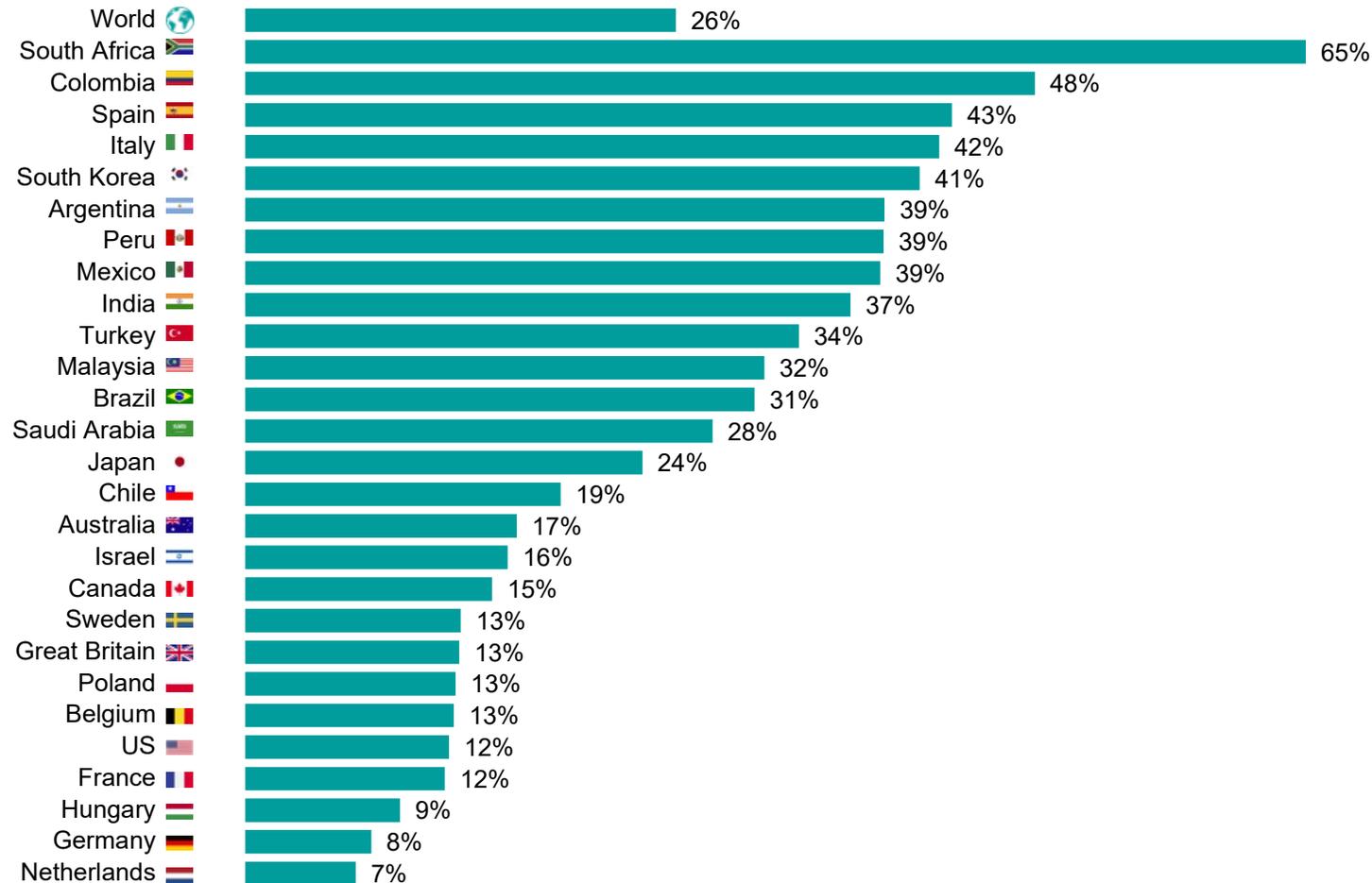
More than one in four people globally cite crime and violence as a top issue facing their country (26%), down one point from last month.

Concern is highest in Mexico (no change this month), followed by Chile (+3 this month), Sweden (+1), South Africa (no change), and Peru (-4).

The largest month-on-month increase was in Israel (+5), after an 11 point fall last month, alongside India (+4).

Countries which already had crime & violence as the first of 17 worries include Mexico, Sweden, and Chile. This month Peru joins this list despite a fall in concern about crime & violence.

4 | UNEMPLOYMENT

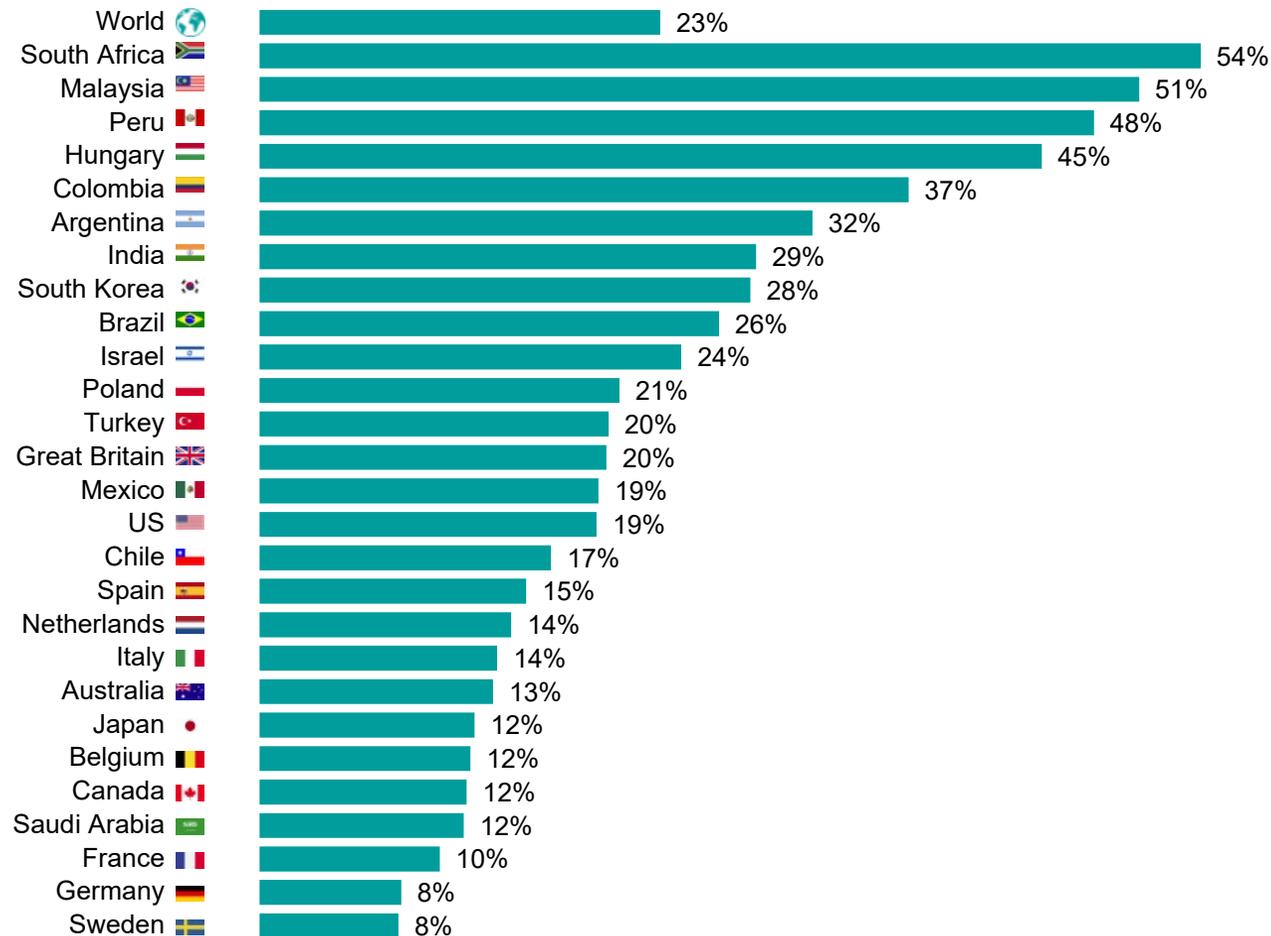


Concern about unemployment is down a little this month (-2) and has fallen from third to fourth in our list of top global concerns. One in four say unemployment is a top worry affecting their country.

South Africa remains by far the most concerned country about unemployment. Worry about jobs has risen two points with two-thirds saying is a major issue affecting the country. You have to go back to March 2021 to find a time when unemployment was not the top concern for South Africans; at that time corruption took the top spot.

Colombia is the country seeing the biggest increase in worry this month (+5) and is now second in our list. While Spain and Italy are third and fourth most concerned, both countries have seen concern fall by six points in July.

5 | FINANCIAL/POLITICAL CORRUPTION



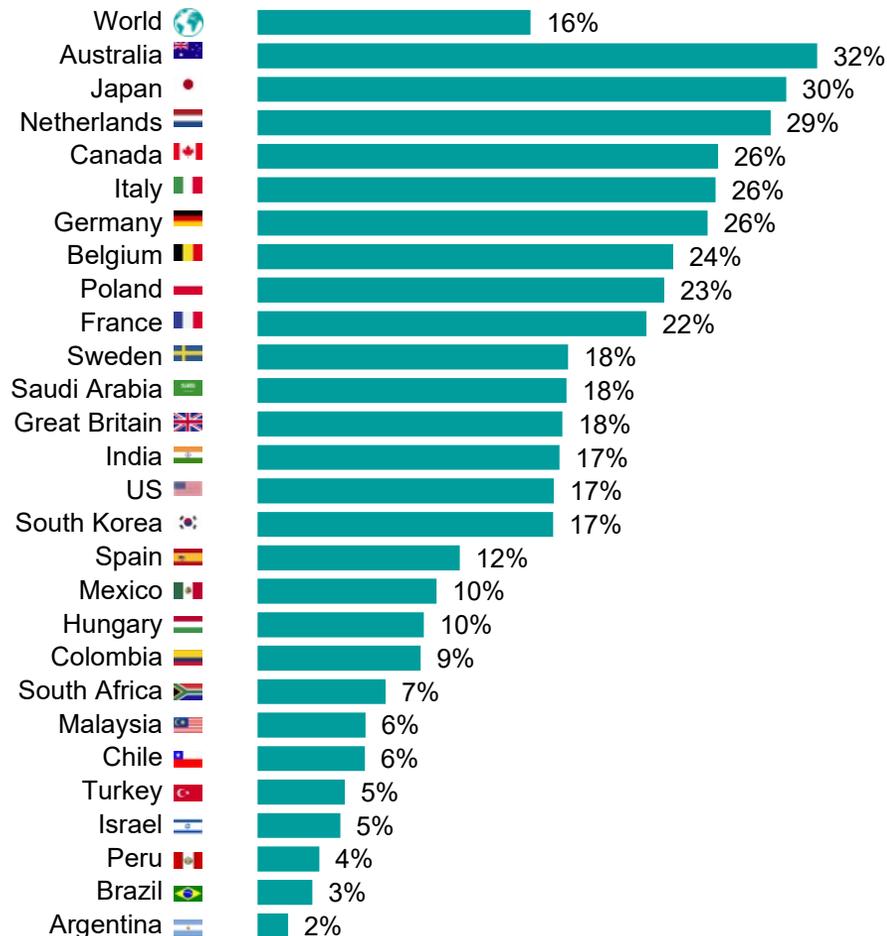
Financial/political corruption remains in fifth place in July, with one in four (23%) globally listing it as a top issue facing their country (-1).

Concern is highest in South Africa where more than one in two people list it as a top issue (-1). Financial/political corruption is the number one issue in Malaysia, where 51% have it as a major concern (+5).

Last month corruption was the top concern in Peru, but this month's figure has fallen to 48%, down five points. Hungary and Colombia round out the top five, with 45% and 37% choosing it as a worry.

Chile is the country which has seen the biggest decline in concern about financial/political corruption (-11) with less than one in five (17%) now worried about it.

8 | SPOTLIGHT ON CLIMATE CHANGE



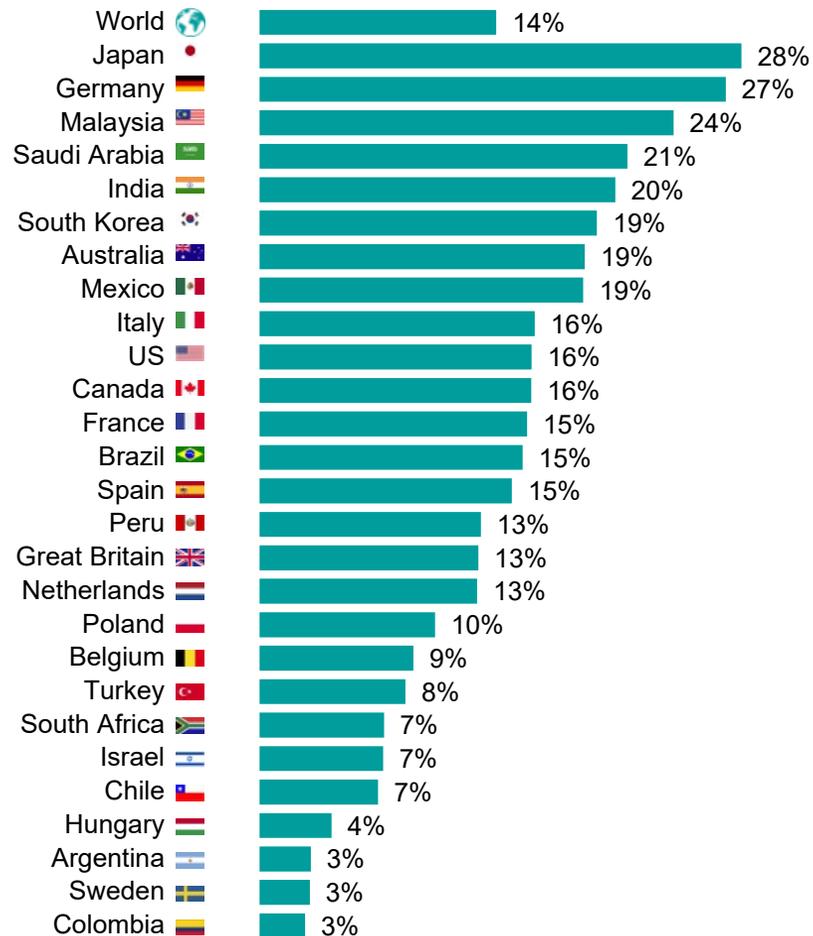
Climate change remains the eighth biggest concern, with a global average of 16% citing it as a top issue affecting their country, the same figure as last month.

Australia remains the most concerned about climate change, with one in three (32%) having it as a major worry, up one point on June. Australia has been the top of our ranking for concern about climate change for seven of the last eight months. In March, Germany saw an increase in worry which saw it take top spot.

Japan is the second most concerned nation with 30% currently, following an increase of eight points. The top five have all seen a rise in worry in June, with Netherlands up six points, Canada up two, and Italy up five.

No countries have climate change as their biggest worry.

10 | CORONAVIRUS (COVID-19)



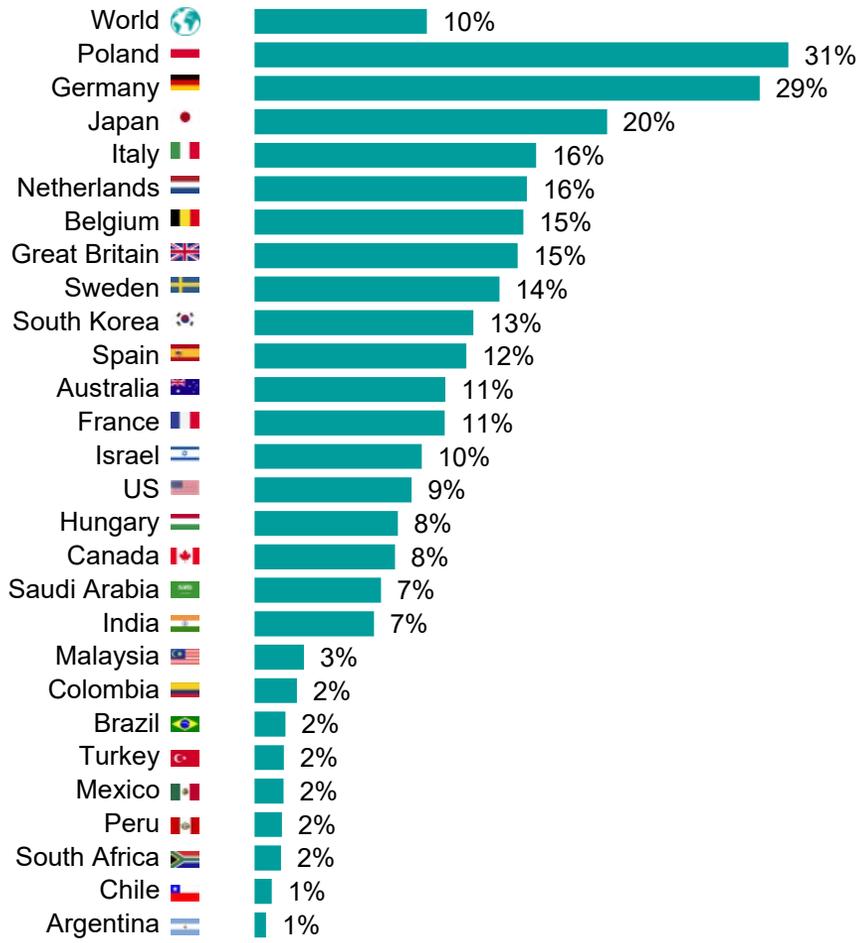
Concern about coronavirus is up two points to 14%, but remains in tenth place in our rankings of global worries.

This is despite 17 countries seeing an increase in their level of worry about the pandemic. The biggest rises have been seen in Germany (+9), Spain and Netherlands (both +8), and Mexico (+7).

Japan has seen worry fall five points in July but it remains the most concerned country with 28%. Saudi Arabia has also seen a decline in concern (-7), but remains in the top five.

For the second month in a row, no country has Covid-19 as the top worry in the country. Back in January this year, 11 nations had listed Covid-19 as their top concern.

12 | MILITARY CONFLICT BETWEEN NATIONS



Military conflict between nations remains in 12th place this month, with one in ten choosing it as top worry for their country, down one point.

Four of the top five countries this month have all seen a fall in worry compared to June. One in three in Poland are worried (-2 on June), Germany 29% (-2), Japan 20% (no change) and Italy and Netherlands are both on 16% (-4 and -3).

This has been a continuing trend particularly for Germany and Poland who have seen large falls in recent months. Back in May Germany's figure was 41% and was the nation's top worry. In April, the first month the issue was added to the survey, the Polish figure was 38%.

Other countries that have seen a large decline in worry this month include Israel and Hungary (both -5).

Base: Representative sample of 20,022 adults aged 16-74 in 27 participating countries June 24th 2022 – July 8th 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*
 Filter: Country: World | Current Wave: Jul 22



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 27 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/>

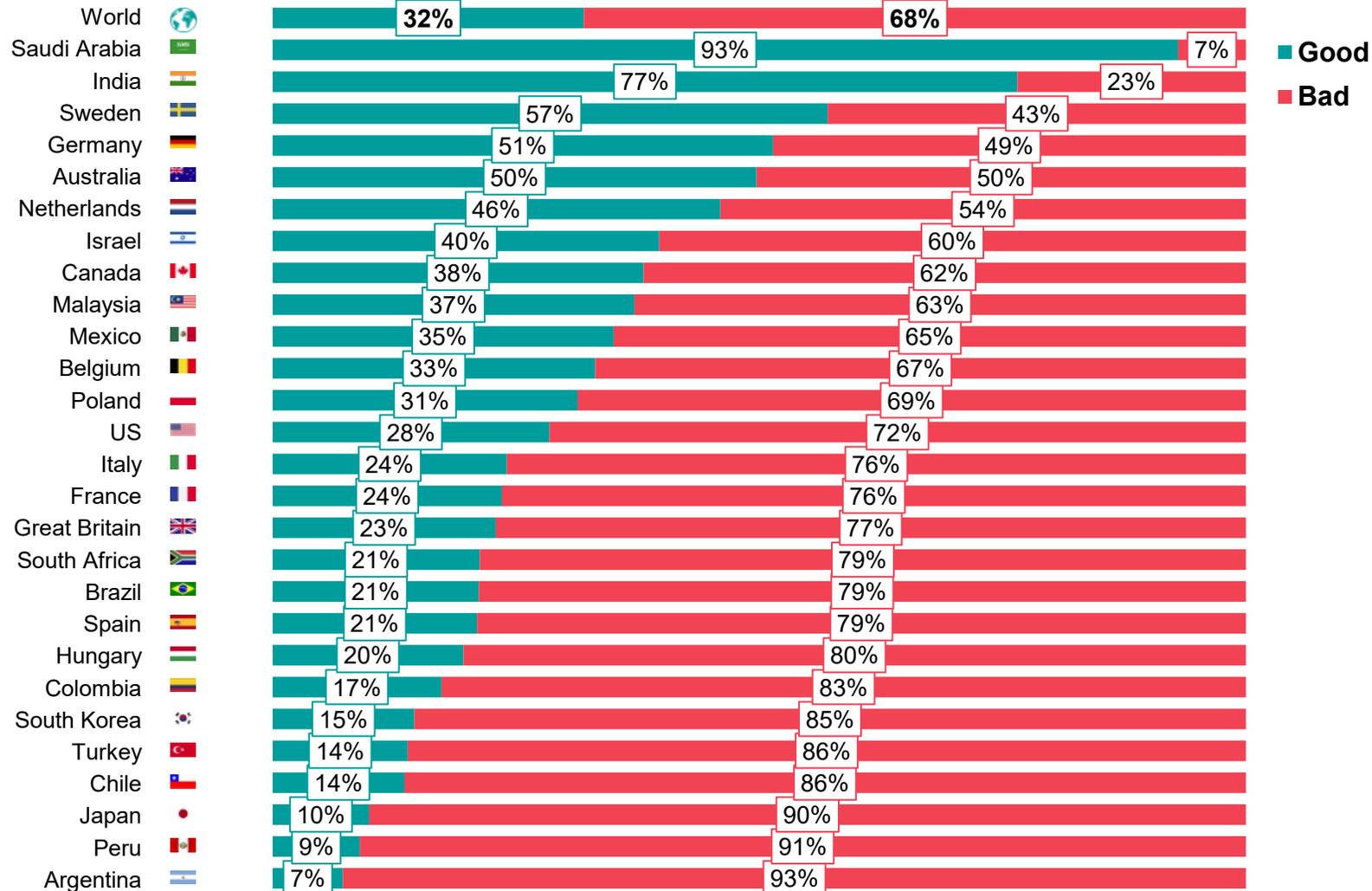
Please contact: Nicolas.Boyon@Ipsos.com for more information.



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 27 countries, 32% (-2) on average say that the current economic situation in their country is good, while a majority (68%) say that it is bad.

Hungary and South Korea are the countries with the biggest increases saying the economic situation in their country is bad (both +10). Other countries to see an increase in their bad economic figure this month include Chile (+8), Turkey (+7), and Israel, France and Great Britain (all +6).

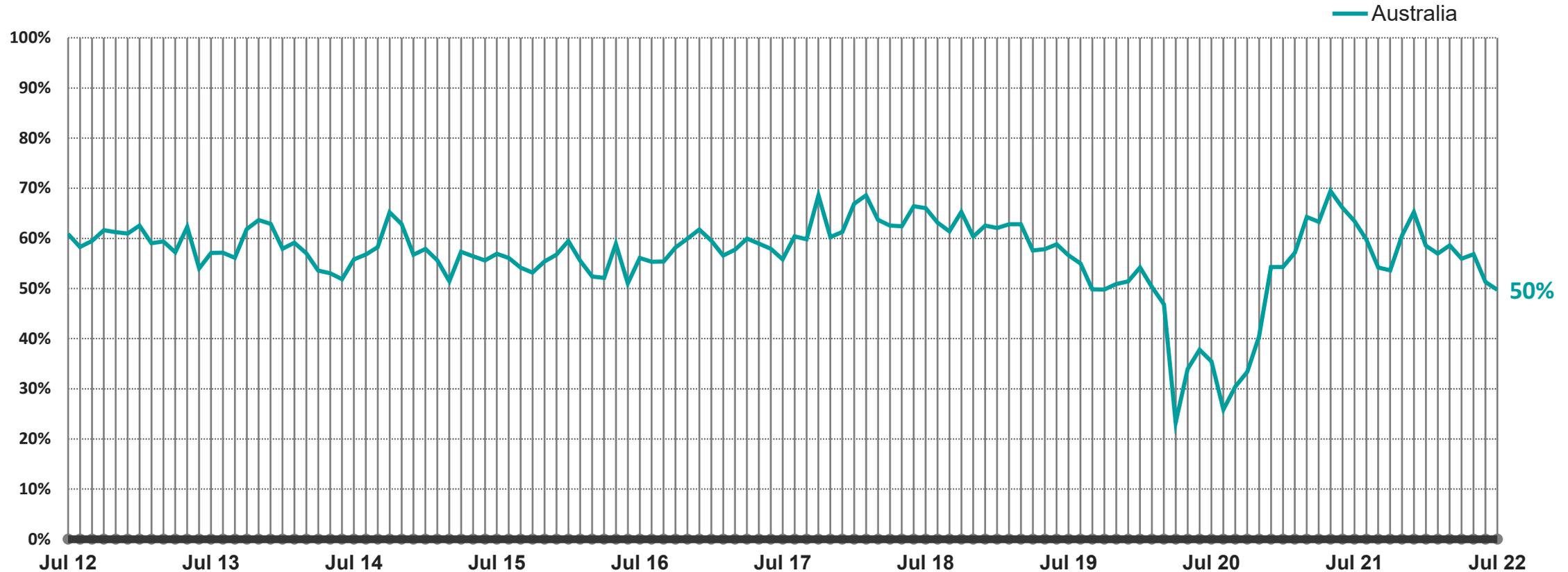
Saudi Arabia remains the most positive on its country's economic outlook with 93% rating it as good. India stays in second place with over three in four (77%) saying the economy is good.

At the other end of the scale, Argentina and Peru are still the most pessimistic about their economic situation.

CURRENT ECONOMIC SITUATION: AUSTRALIA

Australia's score has steadily dropped and it now sees its lowest figure since November 2020, when it scored 40%

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, 2010 - 2022.

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

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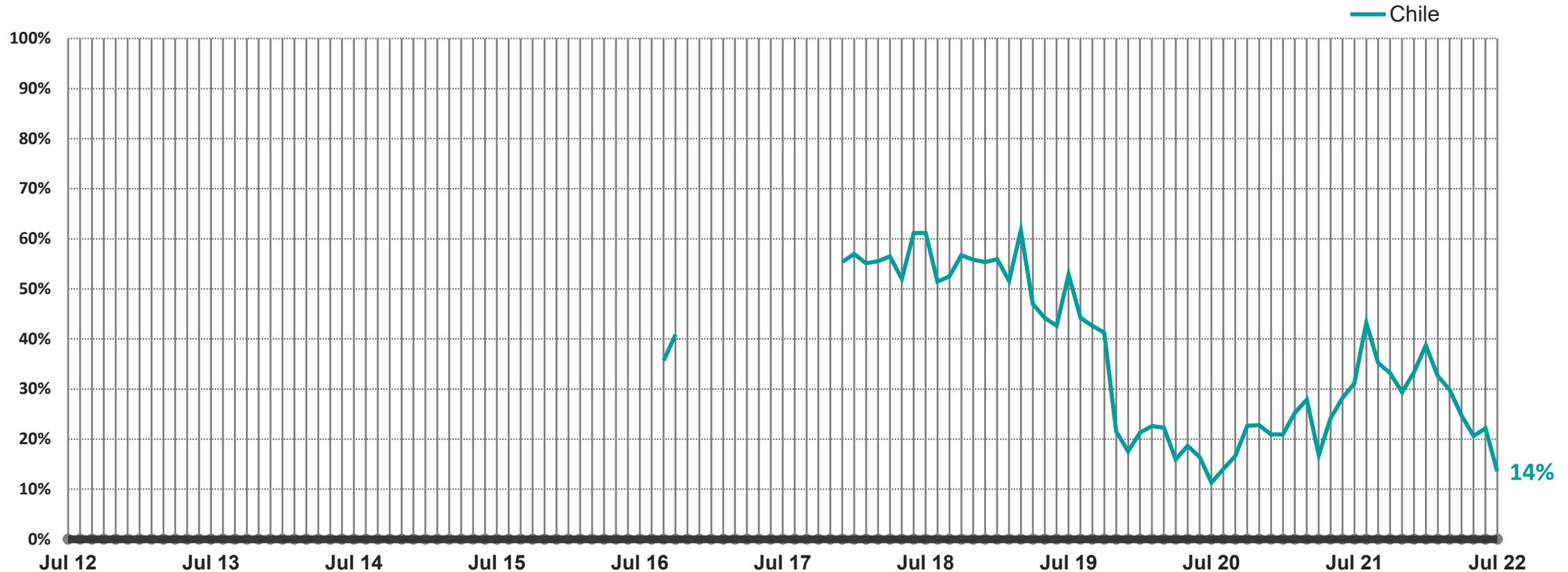
Filter: Country: Australia | Current Wave: Jul 22



CURRENT ECONOMIC SITUATION: CHILE

Chile's score has dropped sharply this month and it is on track to beat its all time low of 11% from July 2020

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



Base: Representative sample c. 500 adults aged 16-74 in Chile, 2010 - 2022.

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

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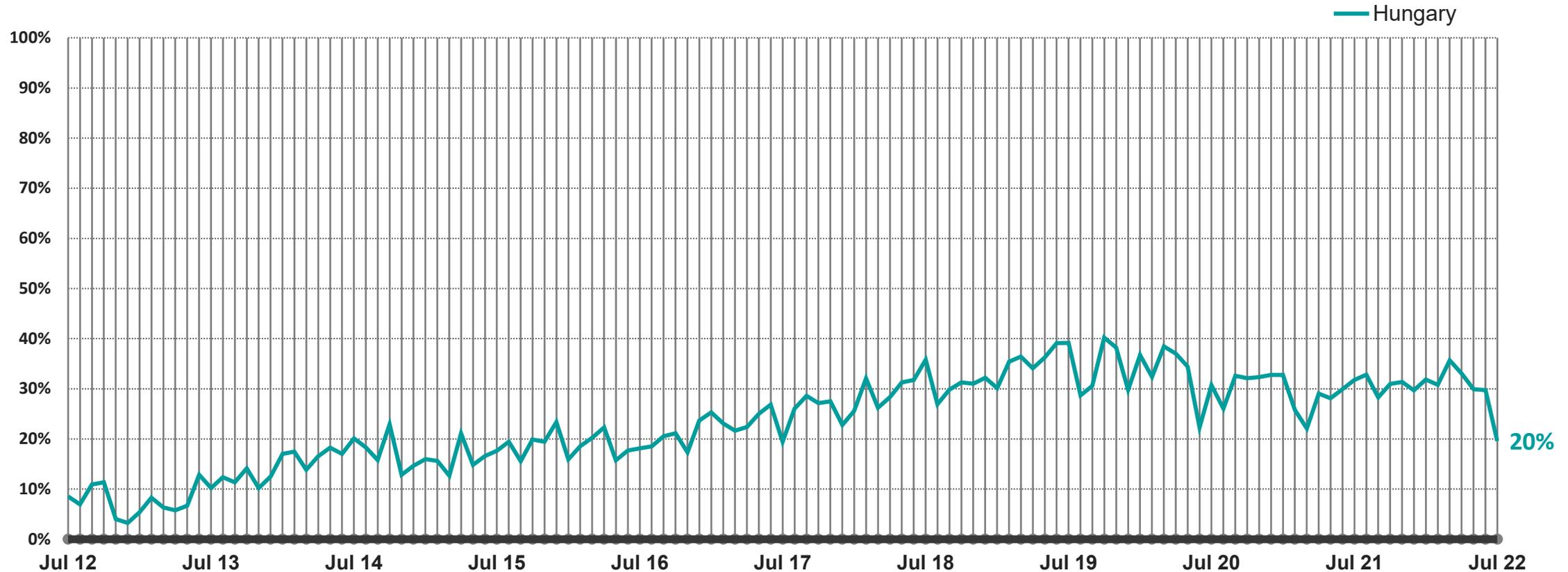
Filter: Country: Chile | Current Wave: Jul 22



CURRENT ECONOMIC SITUATION: HUNGARY

Hungary sees its lowest score this month since July 2017, when it also scored 20%

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, 2010 - 2022.

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

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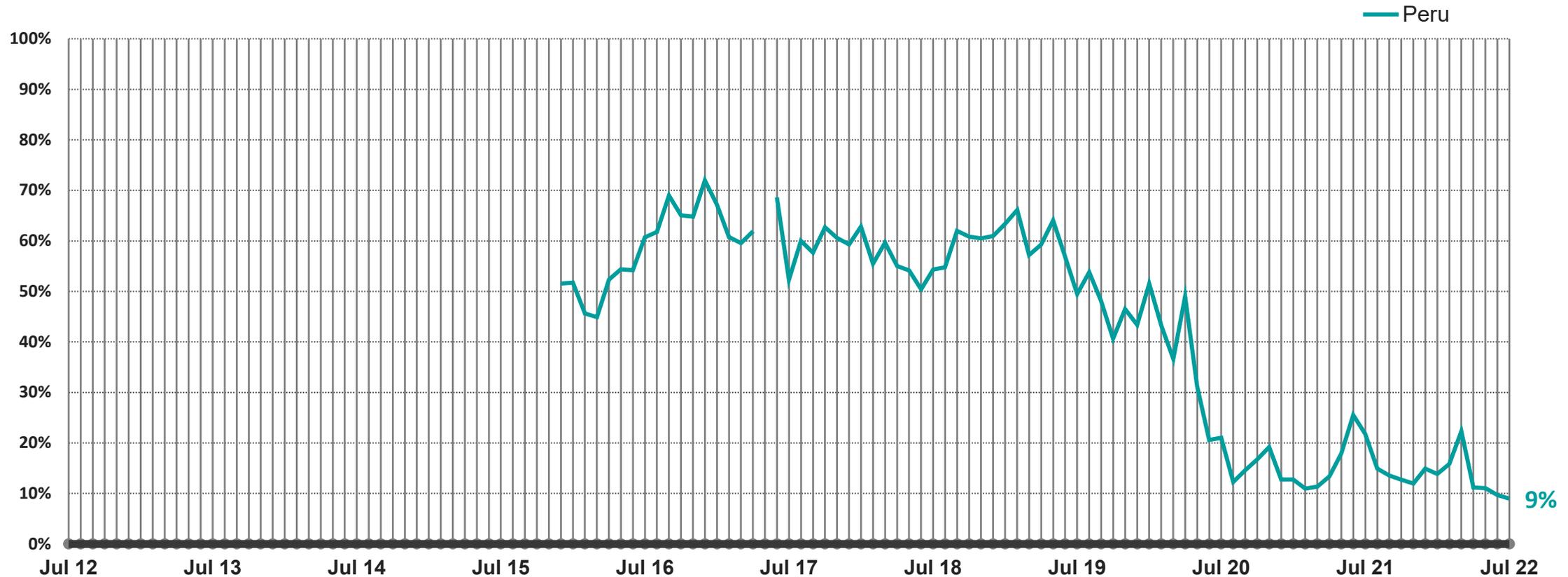
Filter: Country: Hungary | Current Wave: Jul 22



CURRENT ECONOMIC SITUATION: PERU

July 2022 marks a new lowest ever score for Peru: 9%

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 Peru, 2010 - 2022.

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

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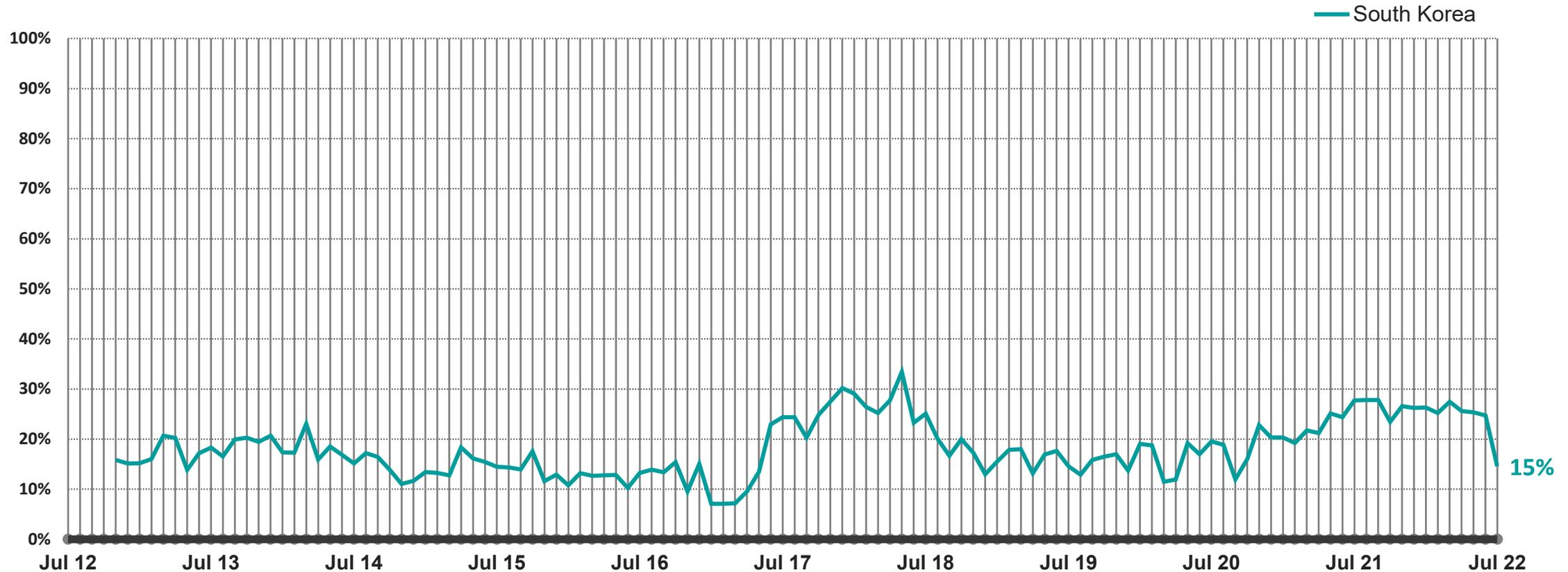
Filter: Country: World | Current Wave: Jul 22



CURRENT ECONOMIC SITUATION: SOUTH KOREA

South Korea sees its lowest score since September 2020, when it scored 12%

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, 2010 - 2022.

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

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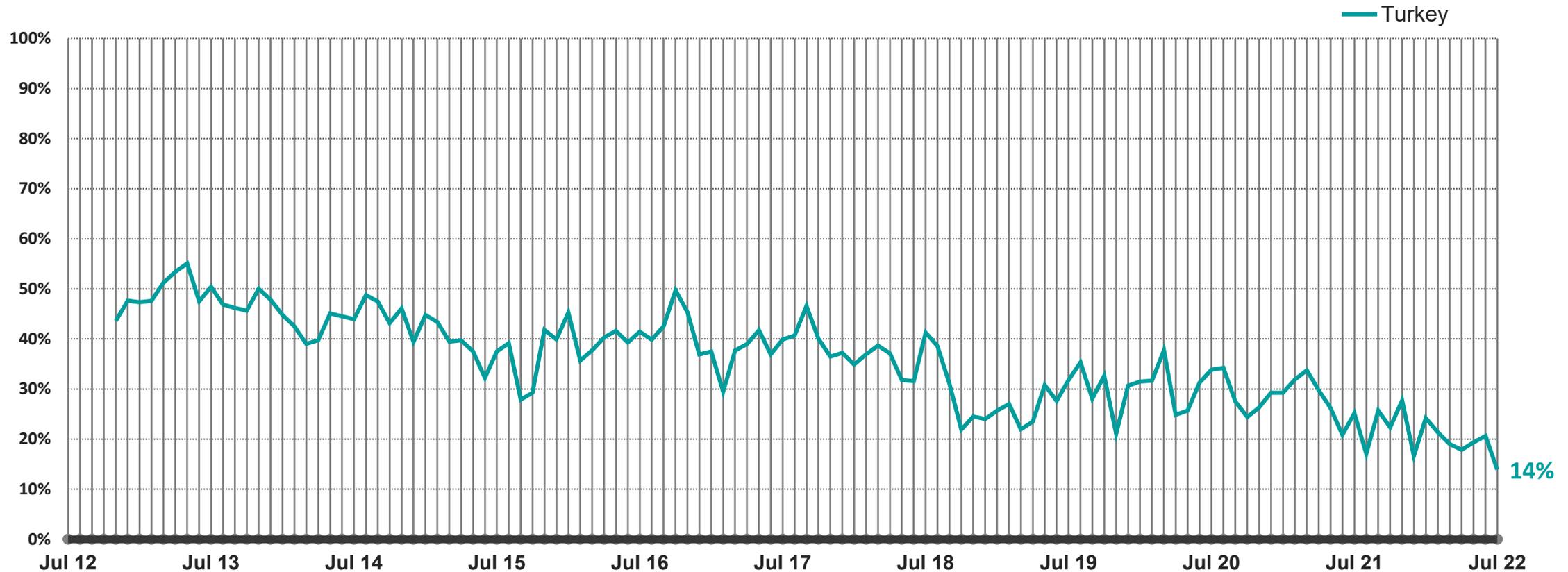
Filter: Country: World | Current Wave: Jul 22



CURRENT ECONOMIC SITUATION: TURKEY

July 2022: Turkey has reached an all time low score of 14%

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



Base: Representative sample c. 500 adults aged 18-74 in Turkey, 2010 - 2022.

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

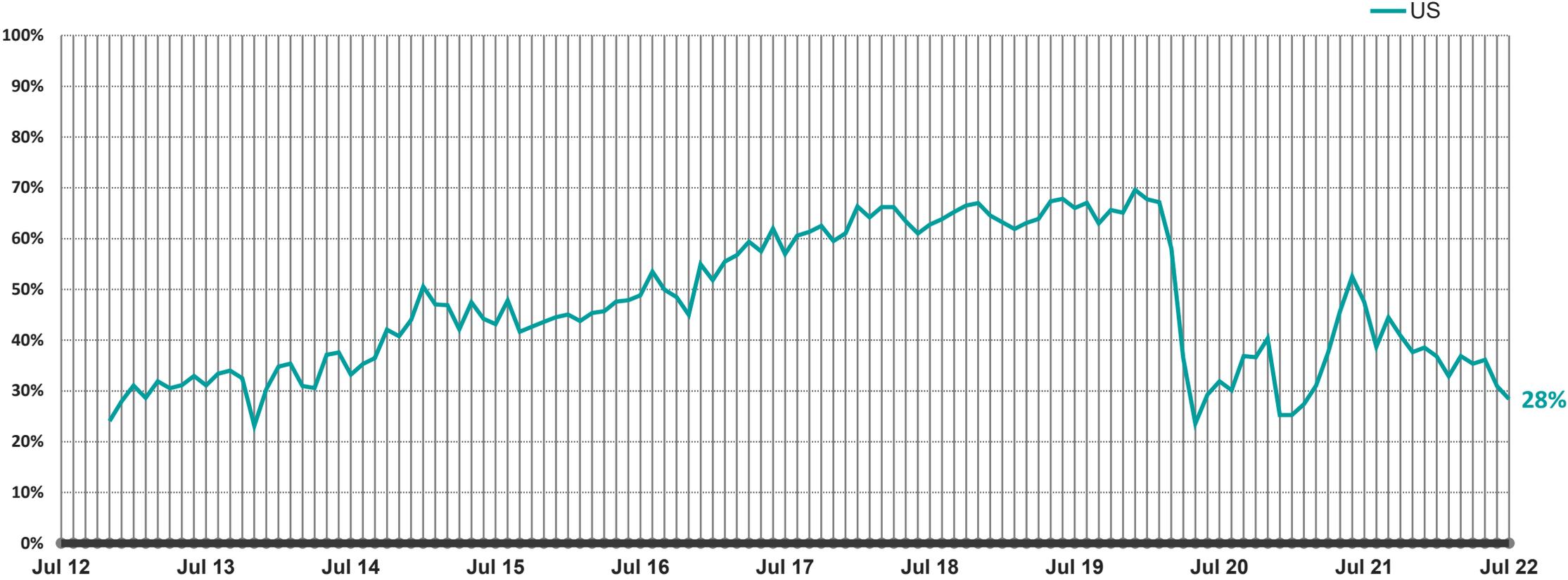
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Filter: Country: World | Current Wave: Jul 22



CURRENT ECONOMIC SITUATION: US

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 US, 2010 - 2022.

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



METHODOLOGY

This 27-country Global Advisor survey was conducted between June 24th 2022 and July 8th 2022 via the Ipsos Online Panel system among 20,022 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Turkey and the United States, and 16-74 in all 20 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, Malaysia, the Netherlands, Peru, Poland, Saudi Arabia, South Africa, South Korea, 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, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, 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.