

# FII Priority compass

powered by FII Institute

## Executive Report

—  
October 2023



# Contents

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# About Future Investment Initiative (FII) Institute

The Future Investment Initiative (FII) Institute is a global non-profit foundation, driven by data, with an investment arm and one agenda: Impact on Humanity.



## OUR VISION

Bringing together the brightest minds and most promising solutions to serve humanity



## OUR MISSION

Creating a purposeful present and a promising future

## OUR PILLARS



### THINK

LABORATORY OF IDEAS



### XCHANGE

CURATOR OF PLATFORMS



### ACT

INVESTMENT ARM

## OUR FOCUS AREAS



AI & ROBOTICS



EDUCATION



HEALTHCARE



SUSTAINABILITY

# Message from the leadership



In our continuous quest to leave a lasting impact on humanity, FII Institute embarked on a momentous mission in 2022: the inception of FII PRIORITY. This groundbreaking endeavor sought to amplify the voices of individuals across the globe while exploring the very essence of humanity's paramount concerns.

But our pursuit for inclusivity did not cease there. In fact, this year in 2023, FII PRIORITY has evolved to represent nearly 60% of the global population.

The results are astounding. We have discovered that 'Cost of Living and Quality of Life' continues to be the top priority for humanity for a second consecutive year, covering a staggering 65% of individuals worldwide - a 30% increase since 2022.

Let this data serve as not just a Compass for our decision-making, but as a catalyst to unite as a global force and come together for epoch-defining transformational change.



### H.E. Yasir O. Al-Rumayyan

Governor of PIF,  
Chairman of the Board  
of Trustees of FII Institute



In an ever-evolving global landscape, the priorities of citizens across the world are shifting at an unprecedented pace. With the world more interconnected than ever, concerns once thought of as localized now resonate on a global scale. Quality of life, financial security, social equity, and public health have emerged at the forefront, revealing a collective desire for a sustainable and inclusive future.

The pursuit of quality education and economic stability remains unwavering, even as the means to achieve them transform. As the world grapples with its challenges, it's the shared aspirations of its citizens that shape the blueprint for tomorrow.

This FII PRIORITY Compass is more than a report or an index. It delves into these priorities, capturing the voice and vision of the global citizen. Making decisions that provide answers to the concerns of citizens is, in my humble opinion, the only way to have an impact on humanity.



### Richard Attias

Chief Executive Officer  
of FII Institute



# Introduction

Amid the geopolitical transformations, changing geoeconomics, conflicts and pandemic aftershocks, the world is set on its course for the **New Global Order**. In these

uncertain times, it is more important than ever for humanity's priorities and concerns to act as the guiding voice to address the multitude of challenges that face the world.

## FII PRIORITY 2023

FII PRIORITY aims to uncover humanity's priorities, and help world leaders identify the right pathways to solve for these priorities. We reached out to ~60% of the representative population of the world through our **FII PRIORITY Global Survey**, to capture people's concerns,

aspirations and expectations. These findings are provided in the insights report, **FII PRIORITY Compass**, and an interactive web-tool, **FII PRIORITY Compass Navigator**, both powered by FII Institute.



### FII PRIORITY Compass

FII PRIORITY Compass, the **insights report**, highlights findings and interpretation of humanity's top priorities. FII PRIORITY Compass has two versions: Executive Report and Full Report, both available at [www.FIIPRIORITYcompass.org](http://www.FIIPRIORITYcompass.org)



### FII PRIORITY Compass Navigator

FII PRIORITY Compass Navigator, an **interactive web-tool**, allows the interested stakeholders to explore the data of FII PRIORITY Global Survey through an interactive and digital interface. FII PRIORITY Compass Navigator may be accessed at [www.FIIPRIORITYcompass.org](http://www.FIIPRIORITYcompass.org)



# Overview of the survey methodology

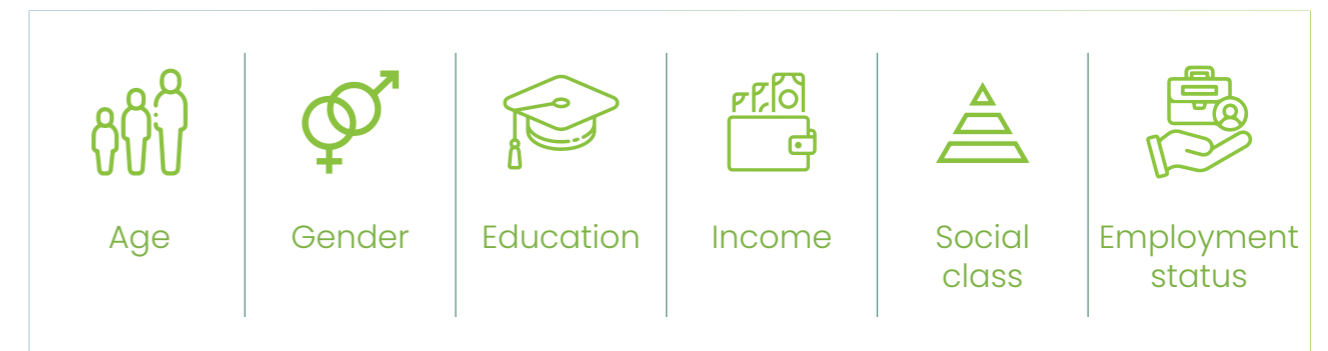
We conducted the FII PRIORITY Global Survey in partnership with **Accenture and Oxford Economics**, between July and August 2023, covering over 50,000 respondents from 23 countries. The participants represented regions and diverse demographic across the globe, encompassing all walks of life (age, gender, education, income, social class, employment status, et al).

**23** Countries

**50,000+** Respondents

**~60%** Global population (representative)

## Demographic Coverage



## Geographic Coverage



# Key findings

**-20%**  
satisfied with personal lives in 2023 as compared to 2022

**People's satisfaction with their personal life declines in 2023.** While people continue to feel relatively more content with their personal lives, as opposed to the state of their country and the world, 20% less people feel satisfied with their lives compared to last year. The same trend is also observed in diminishing satisfaction levels of people across various life aspects making rising cost of living, loneliness and environmental concerns, humanity's top priorities.



**Rising cost of living continues to be the topmost priority of humanity, unequivocally.** The continuing impact of global economic turmoil is discernible in the data, as 65% of people worldwide expressed concerns about cost of living and quality of life, an increase of 30% from 2022. Majority express skepticism about their government's efforts to tackle these problems. Amid growing concerns, people rate income and financial incentives at the top for job satisfaction. However, an interesting mindset shift is observed as people seek work-life balance which is playing a much bigger role in job satisfaction in 2023.

**65%**  
concerned about cost of living

**16%**  
less people feel loved and supported

**Societal ties weaken as very few feel loved and supported during these tough times.** Social inclusion is the second biggest priority of humanity, as raised by 55% of people globally. In 2023, 16% less people expressed that they feel loved and supported by their family and friends, worldwide. This underscores the growing concern of loneliness, as stated by 38% globally. Public view also highlights a growing gap between the advantaged (urban living, at least college educated, and upper class) and the non-advantaged on multiple aspects, from healthcare to individual rights, raising questions about inclusive development.

**53%**  
concerned about climate change

**As concern for climate change deepens in 2023, people ask for collective responsibility and ownership of actions.** 53% of the people ranked climate change among their top three global concerns, marking a significant rise from the previous year. This has now passed a tipping point whereby it is no longer only the youth who are concerned, but rather the situation is recognized across generations. Around three quarters of the global population see pollution as the most pressing environmental concern. With climate change becoming a threat to humanity, people expect governments to enable just transition and urge businesses to sustainably manage waste.

**Immigration is an increasingly divisive issue.** An array of governance related matters concern citizens globally, with corruption topping the list, at 61%. Data shows that the trust in government is weaker across Global South<sup>(1)</sup> due to factors such as lack of accountability, transparency and ineffective governance. Immigration on the other hand, is seeing public opinion charged and divided, with just 7% seeing no effects from immigration on their country.

**93%**  
believe immigration affects their country

**55%**  
Africans seek affordable healthcare

**People seek affordable and accessible healthcare.** At a very basic level, access to quality healthcare remains important, especially in African countries, along with affordability and doctors availability. On the other hand, a large portion of people globally believe that technology has increased their access to essential healthcare services. These contrasting messages further substantiate the close connection between wellness and financial stability.

**While technology can help shape a better future, trust is a major concern for people.** People see how technology boosts quality of life and GDP. More than half the people find technology beneficial for online learning, and 72% believe it has democratized access to information. Yet rapid tech advancement also raises concerns in terms of quality of content, privacy, and cybersecurity, leading to calls for stricter government regulations.

**41%**  
see ChatGPT and AI as a threat to society

(1) Global North comprises, USA, Canada, Australia, United Kingdom, Japan, Germany, France, Sweden, Italy, & Poland. Global South comprises, Argentina, Brazil, Thailand, Saudi Arabia, Ethiopia, China, India, Jordan, Morocco, South Africa, Nigeria, Egypt, Mexico



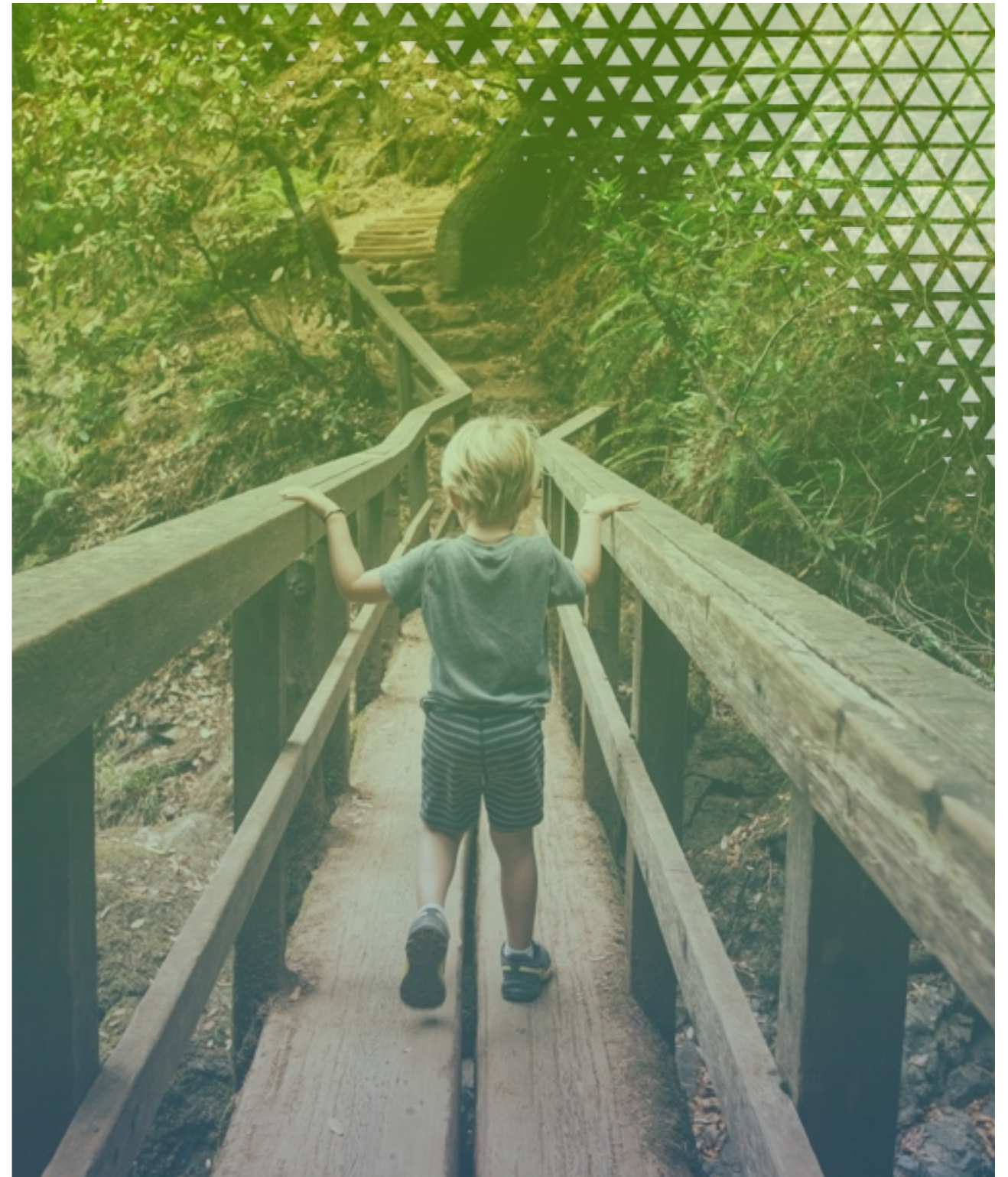
## A call for collaborative action

**In the face of these concerns, key stakeholders must urgently unite and develop a “Call to Action”**

- ▶ *Time to deliberate is over. Amid the pressing concerns that the world grapples with today, the most serious is a deeply entrenched societal inequity. This disproportionately affects those with limited resources to access quality housing, education and healthcare. Addressing these inequities and focusing on economic stability while taking advantage of the rapid advancement in technology and AI is key. This will foster a better future for humanity and should be the utmost priority for one and all.*
- ▶ *Therefore, the world leaders and change-makers, such as governments, corporations, non-profit organizations, civil societies, and academia, must truly collaborate and take strong action for ‘enabling equitable and inclusive growth in a digital age’.*

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## Unveiling humanity’s top priorities in 2023



The FII PRIORITY Compass, backed by the FII PRIORITY Global Survey, has brought together notable insights on the top priorities of humanity in 2023, both at the macro and micro levels.

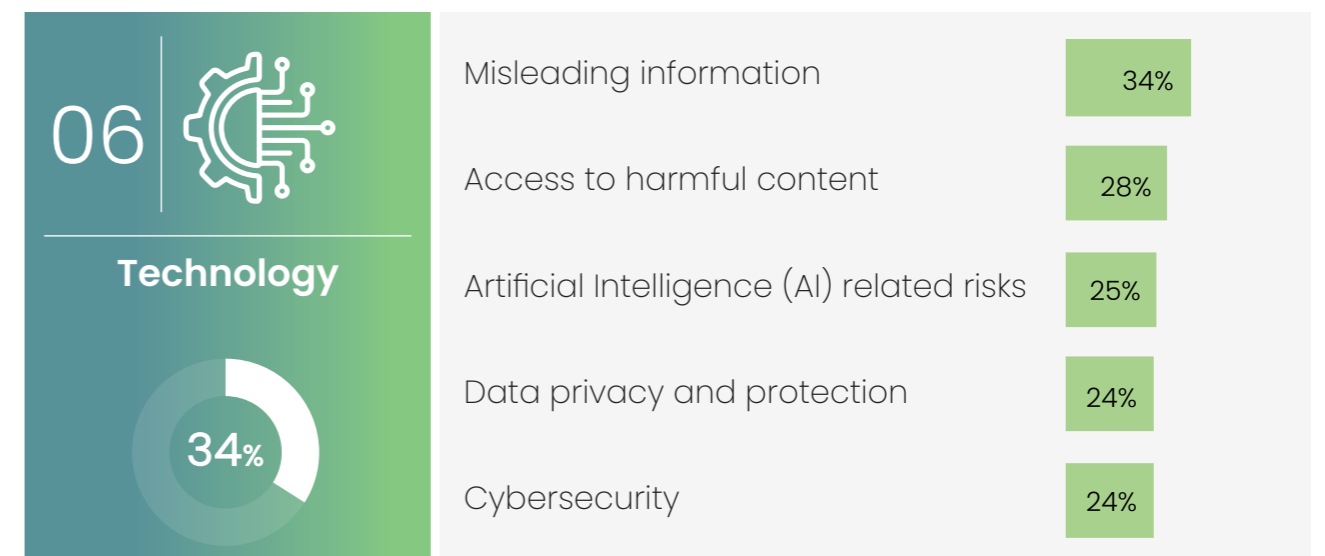
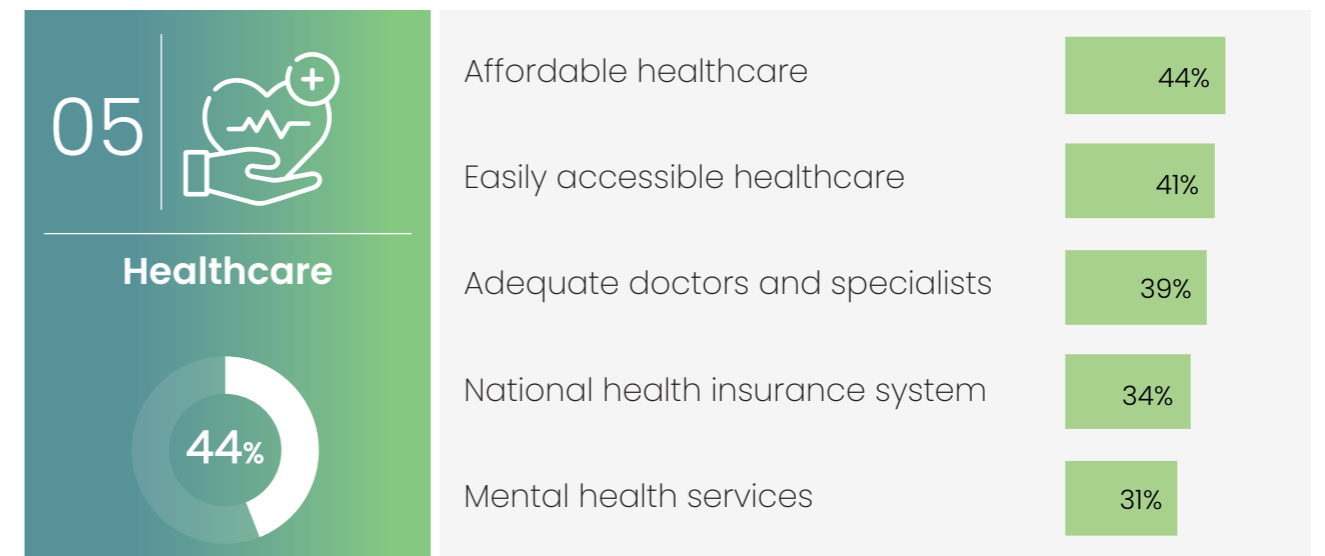
MACRO PRIORITIES

MICRO PRIORITIES



MACRO PRIORITIES

MICRO PRIORITIES



n% is the percentage of the survey respondents who indicated the stated (macro or micro) priority as part of the FII PRIORITY Global Survey

Figure 1: Global priorities of humanity in 2023



# Macro priorities at regional level

Q. Which of the following areas concern you the most? [Select top three]



Figure 2: Humanity's priorities by region

- ▶ Humanity's topmost priority is cost of living and quality of life (65%), followed by social inclusion (55%) and climate change (53%). Each of the three priorities have global nuances. While cost of living is the highest for humanity across all regions, it is more pronounced in Africa and South America at 76% and 72%, respectively. On social inclusion, it is a lower priority in the Global South. However, climate change is one priority where its importance is being recognized across generations.
- ▶ In addition, amid geopolitical tensions and conflicts, governance is a priority for almost half the global population, with Europe being particularly concerned, perhaps due to its proximity to the Russia-Ukraine conflict.

(1) MENA: Middle East and North Africa  
14 | FII PRIORITY Compass | 2023

# Micro priorities at regional level

## ▶ 01 | COST OF LIVING AND QUALITY OF LIFE

Q. To what extent have the following areas of your life improved or worsened over the last three years? [Worsened or Greatly worsened]

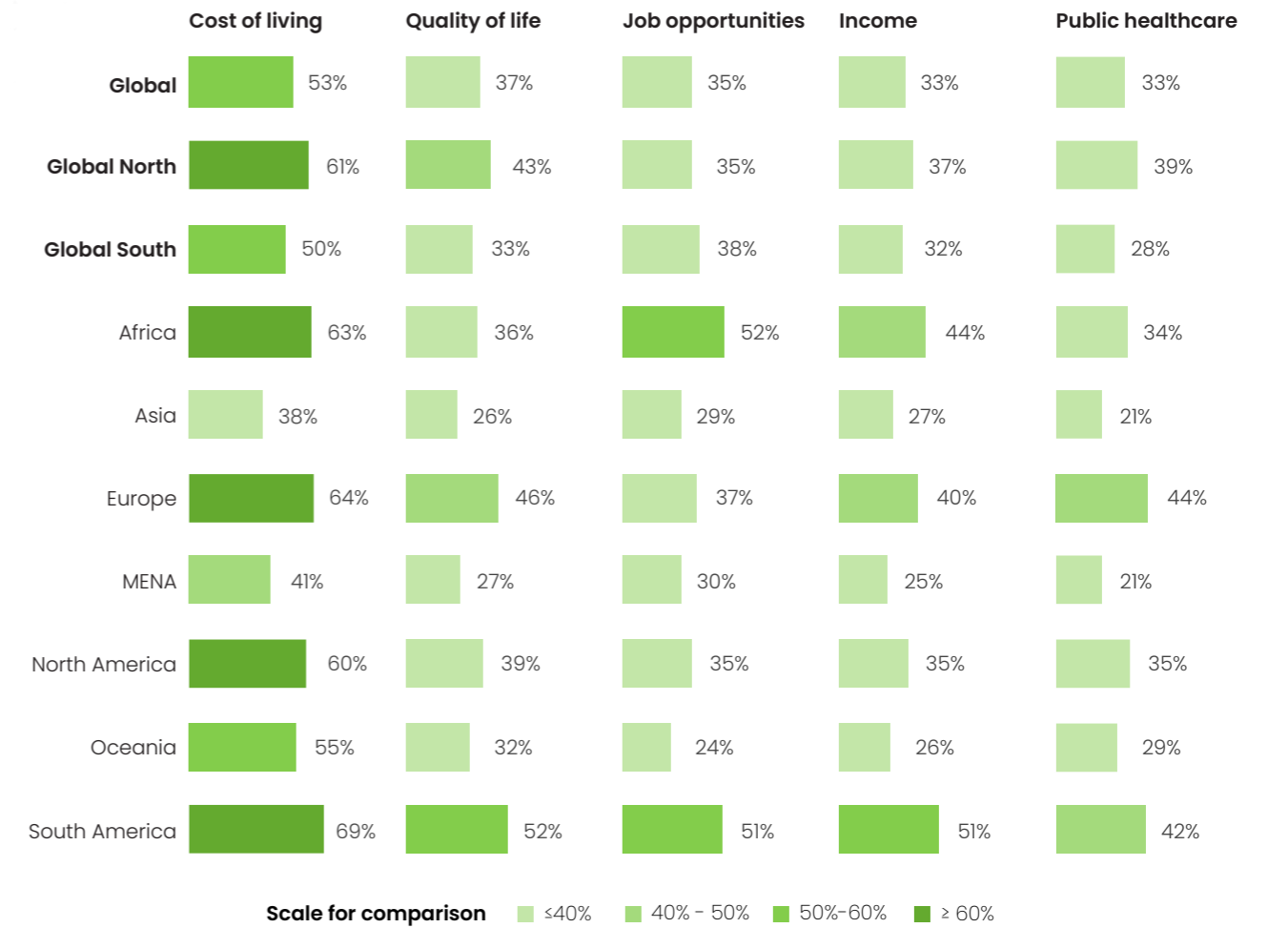


Figure 3: Micro priorities within 'cost of living and quality of life' by region

- ▶ More than 60% of the Global North have expressed that cost of living has worsened over the last three years. In the Global South, higher optimism is observed in Asia and MENA, but people in South America are most concerned, given high inflation in the region<sup>(1)</sup>.

(1) Source: IIME



► 02 | SOCIAL INCLUSION

Q. To what extent do you disagree or strongly disagree with the following?

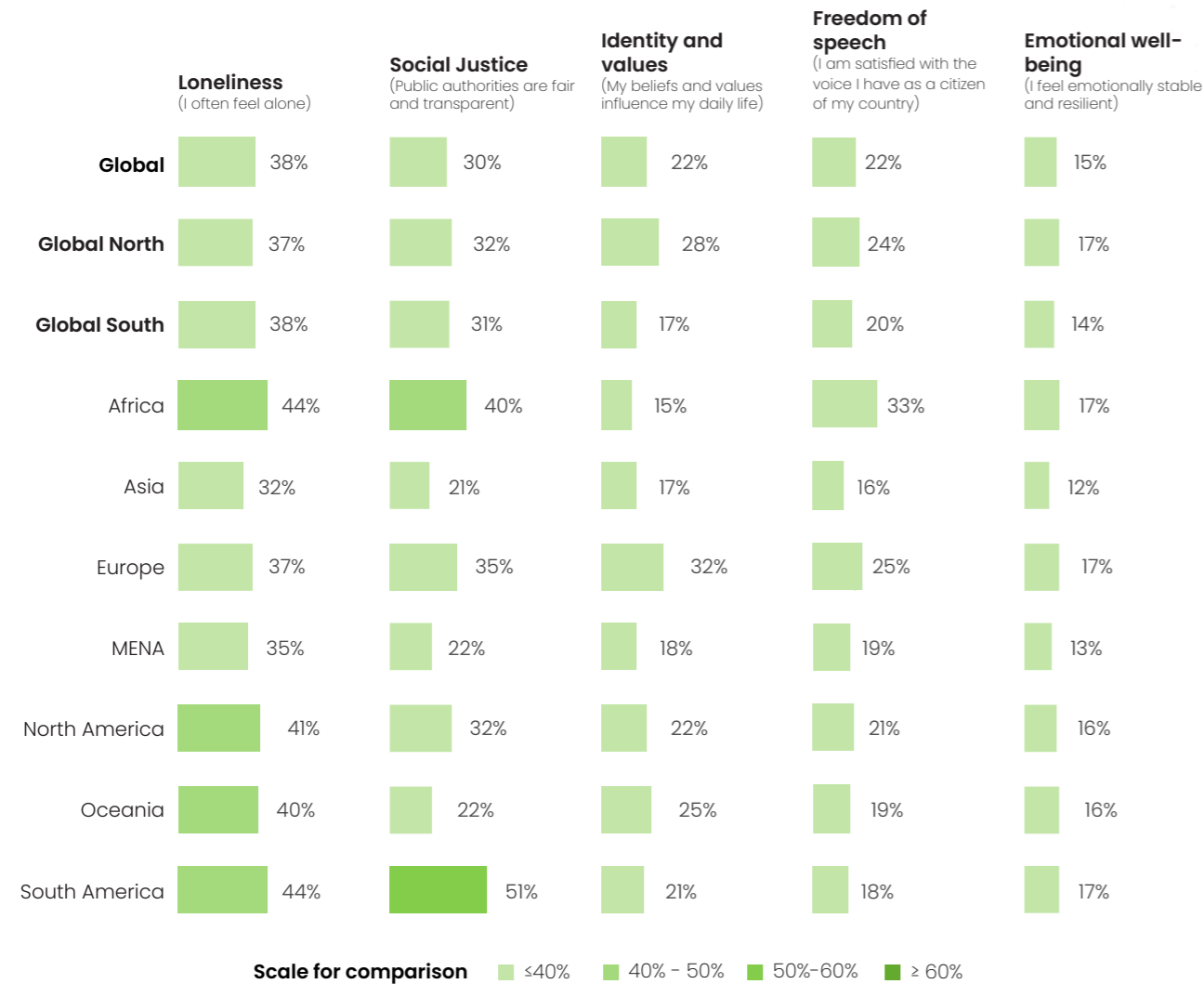


Figure 4: Micro priorities within 'social inclusion' by region

► The percentage of the people who do not feel alone has declined to 38% in 2023 (vs. 52% in 2022), as nearly one third of the world feel that they have no one to discuss important matters with. This raises concern of the widening social disconnect. Social injustice is a pressing concern for 30% of the global population, with Africa (40%) and South America (51%) placing it prominently among the top three issues.

► 03 | CLIMATE CHANGE

Q. In your opinion, which of the following environmental issues are the most pressing? [Very important or Moderately important]

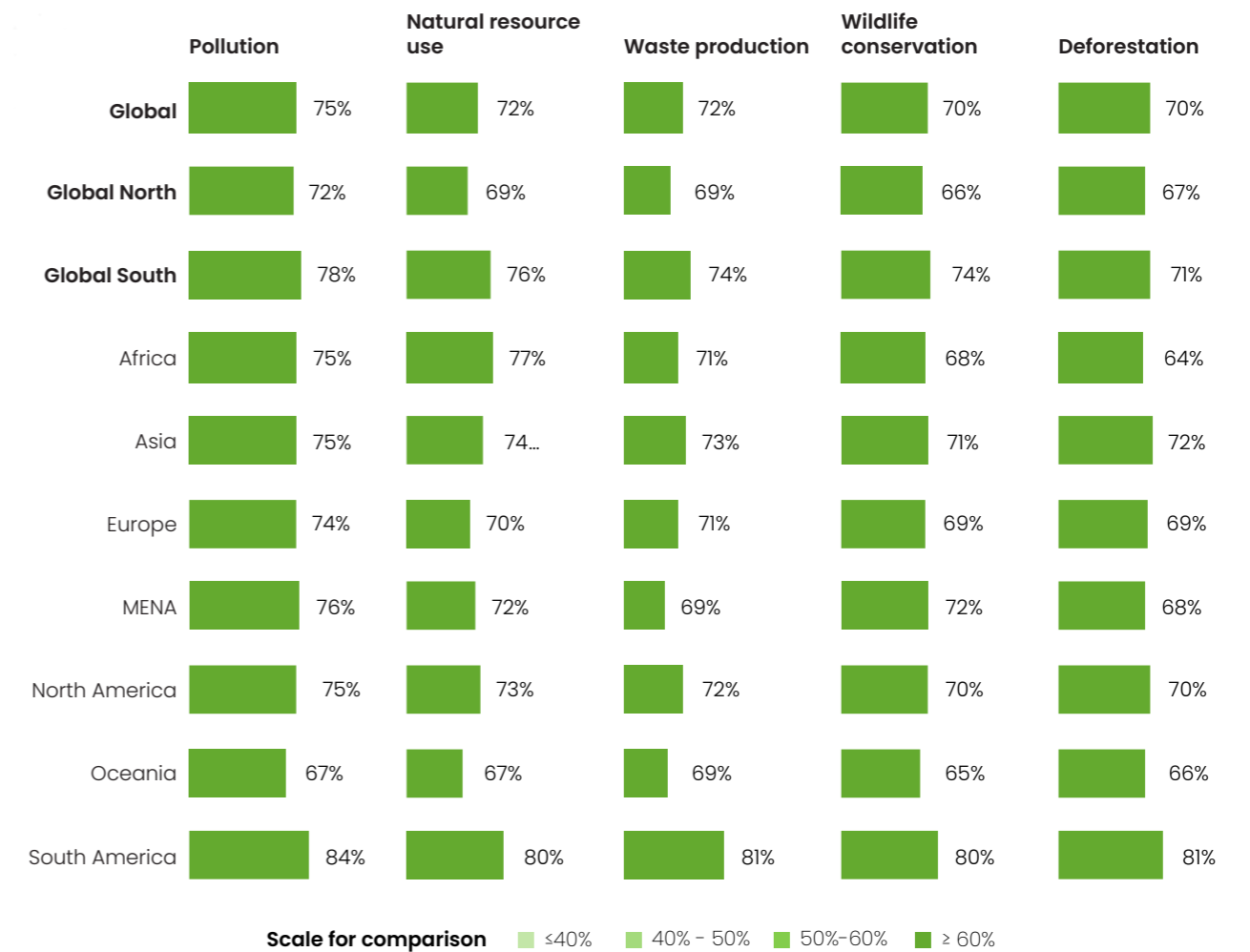


Figure 5: Micro priorities within 'climate change' by region

► Pollution is a major global concern, with almost three-quarters of the world considering it a top priority. People in South America exhibit higher concerns for all pressing environmental concerns, viz. pollution, natural resource use, waste production, wildlife conservation and deforestation.

► 04 | GOVERNANCE

Q. To what extent are you concerned about the legal and political aspects in your country? [Very concerned or Moderately concerned]

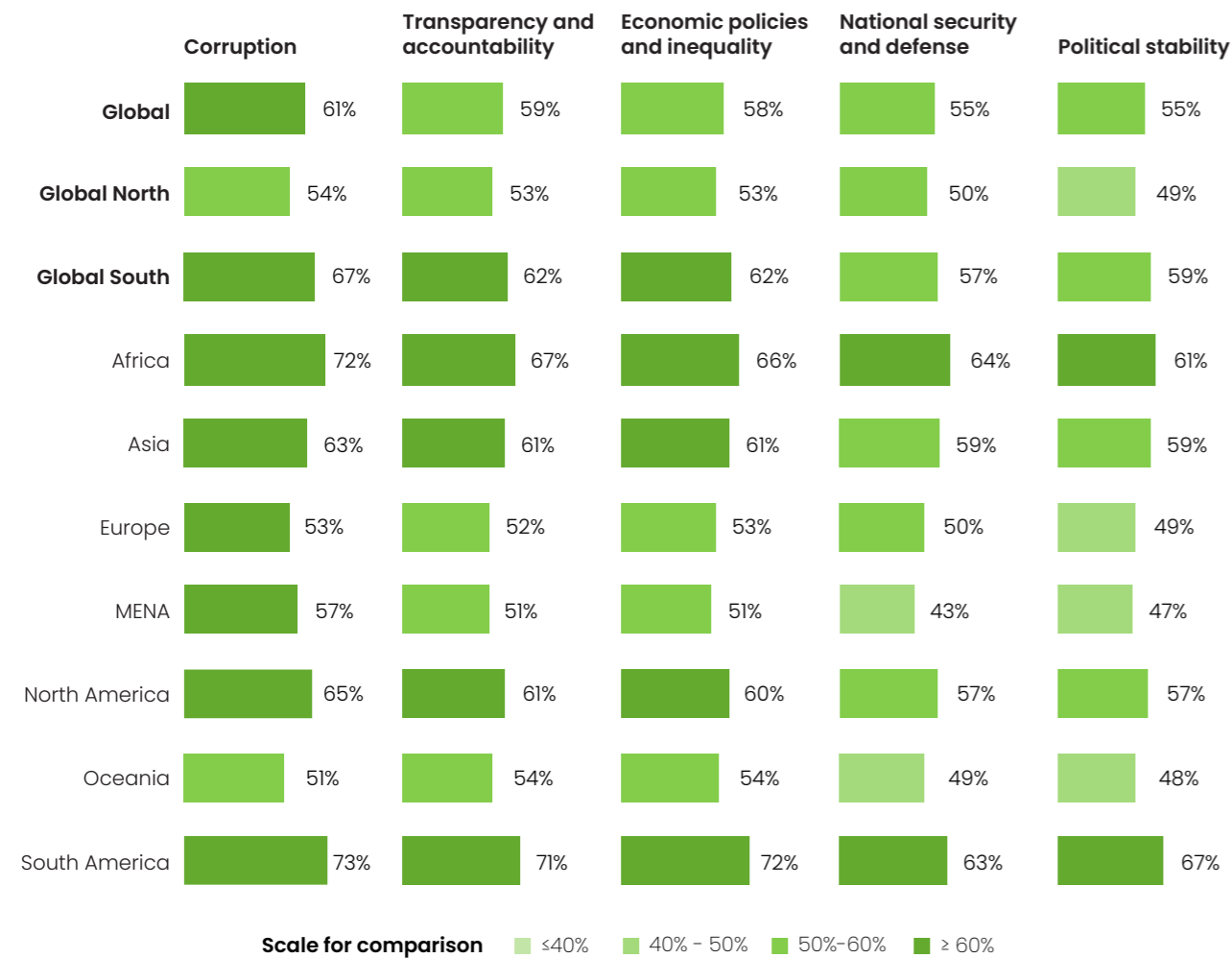


Figure 6: Micro priorities within 'governance' by region

► High level of corruption has nearly 6 out of 10 people worried about governance, globally. Concerns are higher in the Global South, particularly South America (73%) and Africa (72%), as compared to the Global North.

► 05 | HEALTHCARE

Q. Which according to you are the most important features of healthcare? [Select top three]

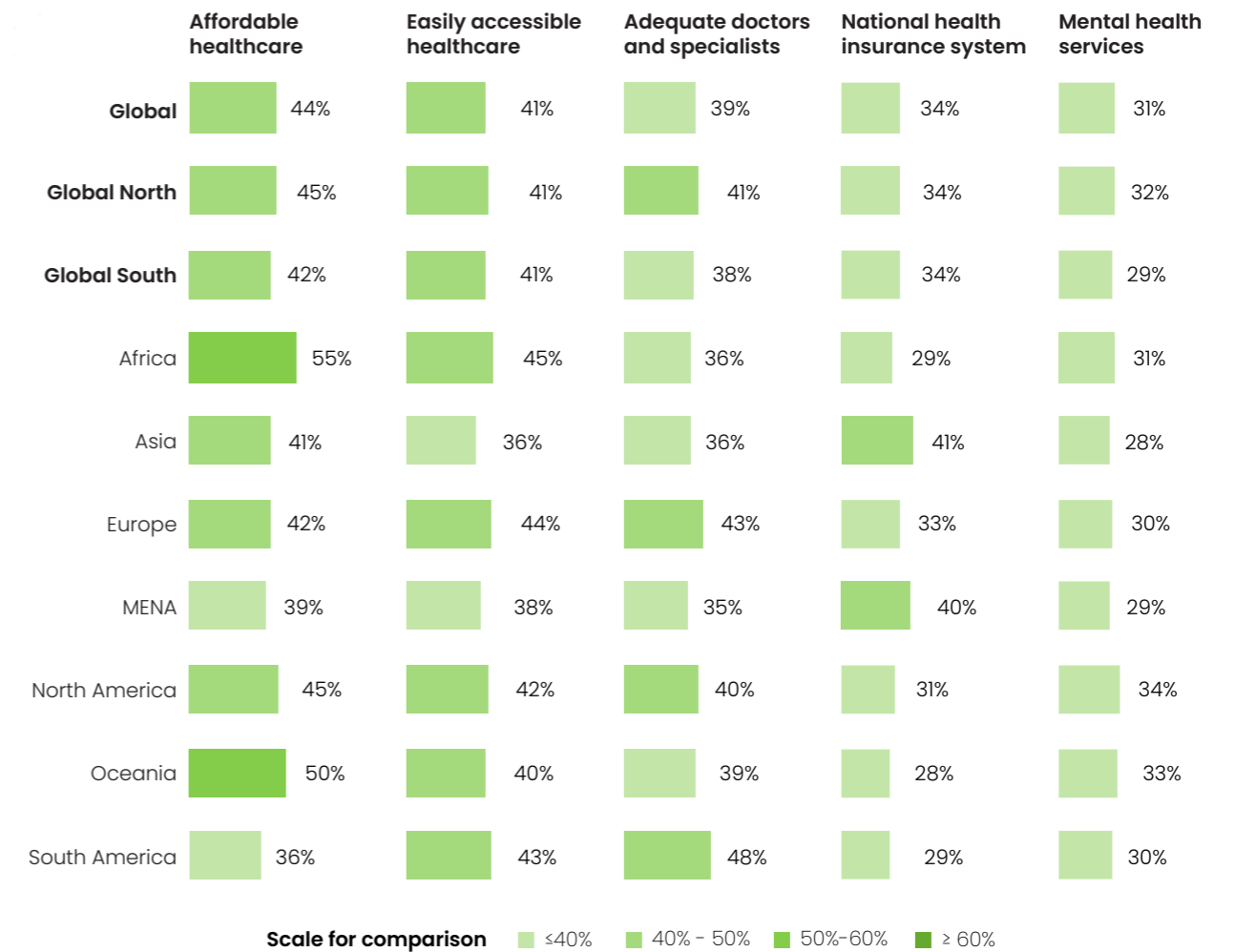


Figure 7: Micro priorities within 'healthcare' by region

► 44% of the people emphasized that affordability is the most basic and significant aspect of healthcare, with 39% highlighting the benefit of free check-ups. It is closely followed by easy accessibility at 41%. Notably, these are more pronounced in Africa, where health indicators are some of the worst in the world<sup>(1)</sup>.

(1) Source: Our World in Data

2

Comparing 2022 and 2023

► 06 | TECHNOLOGY

Q. How satisfied are you with the listed elements of technological progress in your country? [Dissatisfied or Very dissatisfied]

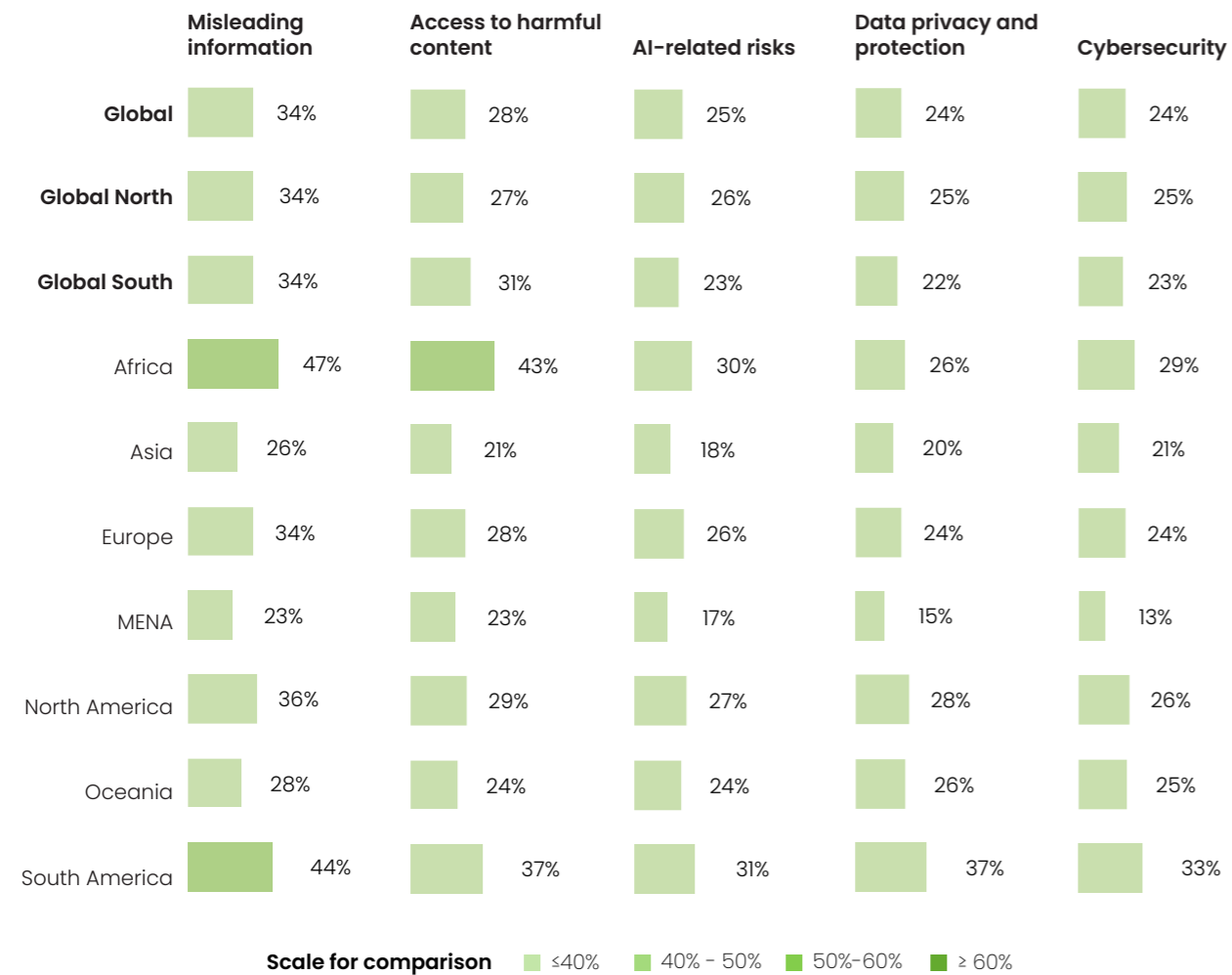


Figure 8: Micro priorities within 'technology' by region

► Both the Global North and Global South have unequivocally expressed that the spread of misleading information is the topmost concern for technological progress, at 34% each. Additionally, people have acknowledged the concerns regarding AI related risks (25%), data privacy and protection (24%) and cybersecurity (24%), calling for the need to have robust regulatory frameworks for technology.





In 2022, the FII Institute launched PRIORITY to understand humanity's top priorities. In this chapter, we dive in to understand how these priorities have evolved over the last year, through comparative findings of 2022 and 2023.

### ► People's satisfaction with life, country and the wider world declines in 2023

People continue to feel more content with the state of their own lives, than with their country or the world. However, when compared to last year our data demonstrates a **steep decline**

in 'satisfaction with life' by **26%** globally. Satisfaction with the way things are in one's country and the world have also **declined by 9% and 2.8%**, respectively.

Q. What is your level of satisfaction regarding life, country, and the current state of the world? [Satisfied or Very satisfied]

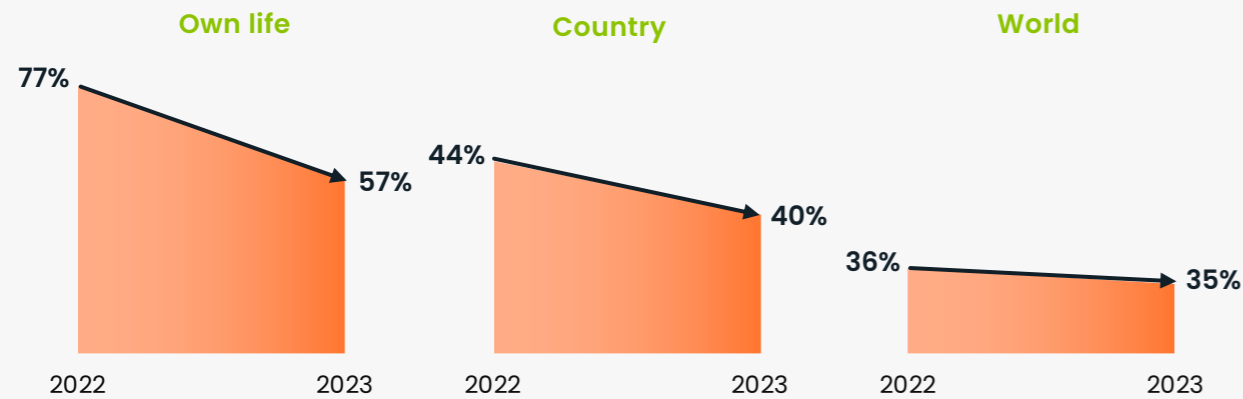


Figure 9: Global averages of people's satisfaction levels in 2022 and 2023

### ► People's concern for economy and environment increases in 2023

The legacy of the multi-year pandemic, geopolitical tensions and global economic turmoil is discernible in the data. 65% of the people in 2023, a **surge of 30%** from 2022, expressed concern about the rising cost of living.

As the climate crisis worsens and extreme weather events are becoming more frequent and severe<sup>(1)</sup>, people are getting increasingly worried about the environment. An **increase of 32.5%** was observed in concern levels of people with regards to climate change and sustainability.

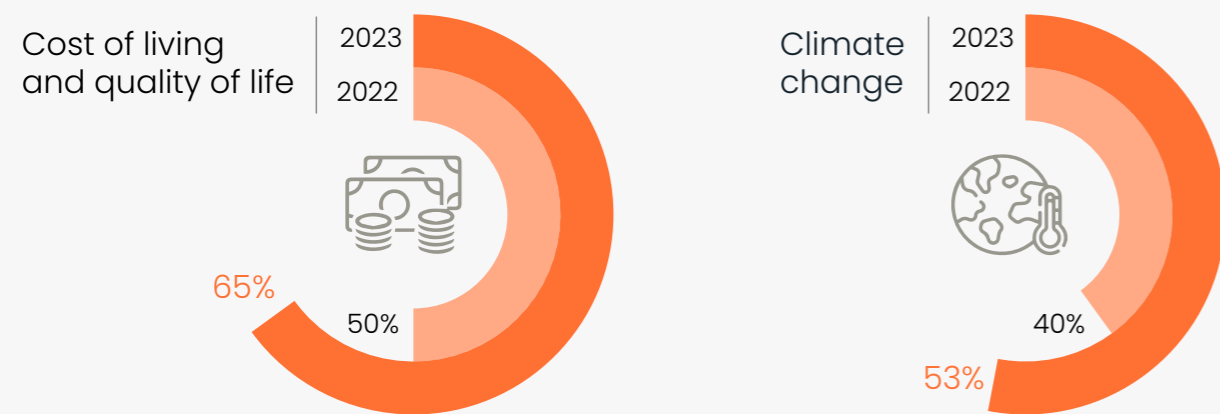


Figure 10: Humanity's priorities in 2022 and 2023

Source: (1) WWF

### ► Rising cost of living and inflation make majority of people skeptical about their government's efforts in 2023

From 2022 to 2023, **rising cost of living and inflation** continue to concern people across the globe.

Q: Is the government doing enough for inflation and rising costs of living?

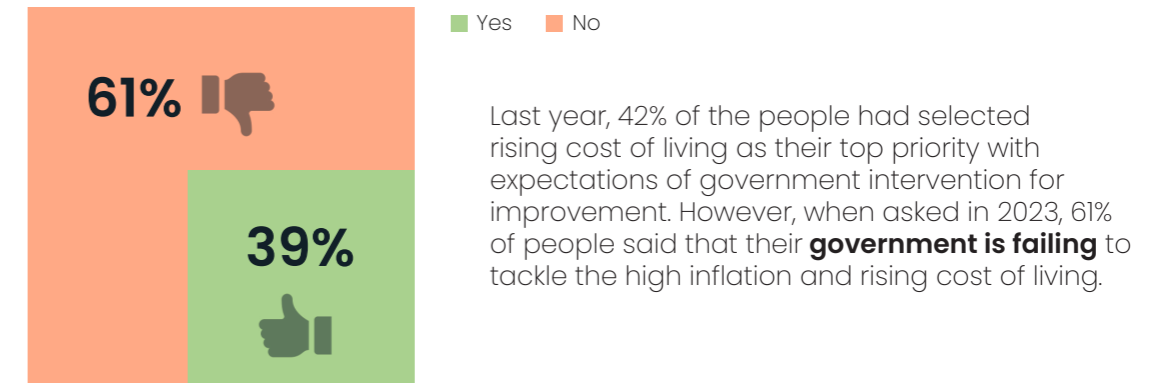


Figure 11: Government's efforts to tackle inflation and rising costs of living



### ► Many worries are impacting people's perception about their quality of life and societal ties

In 2022, 40% of the people hoped their quality of life would improve. However, in 2023, only 29% of the Global North saw improvement in their life while the rest believe that their quality of life has not changed but rather has worsened in last three years.

The data also demonstrates **weakening societal ties** as fewer people feel loved and supported by family and friends.

3

## Navigating people's satisfaction

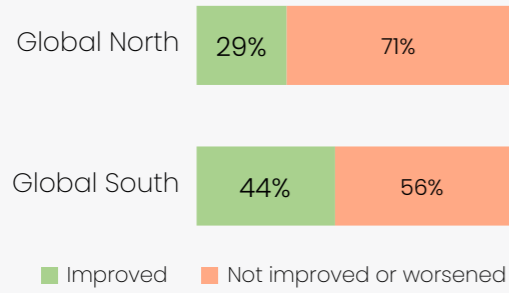
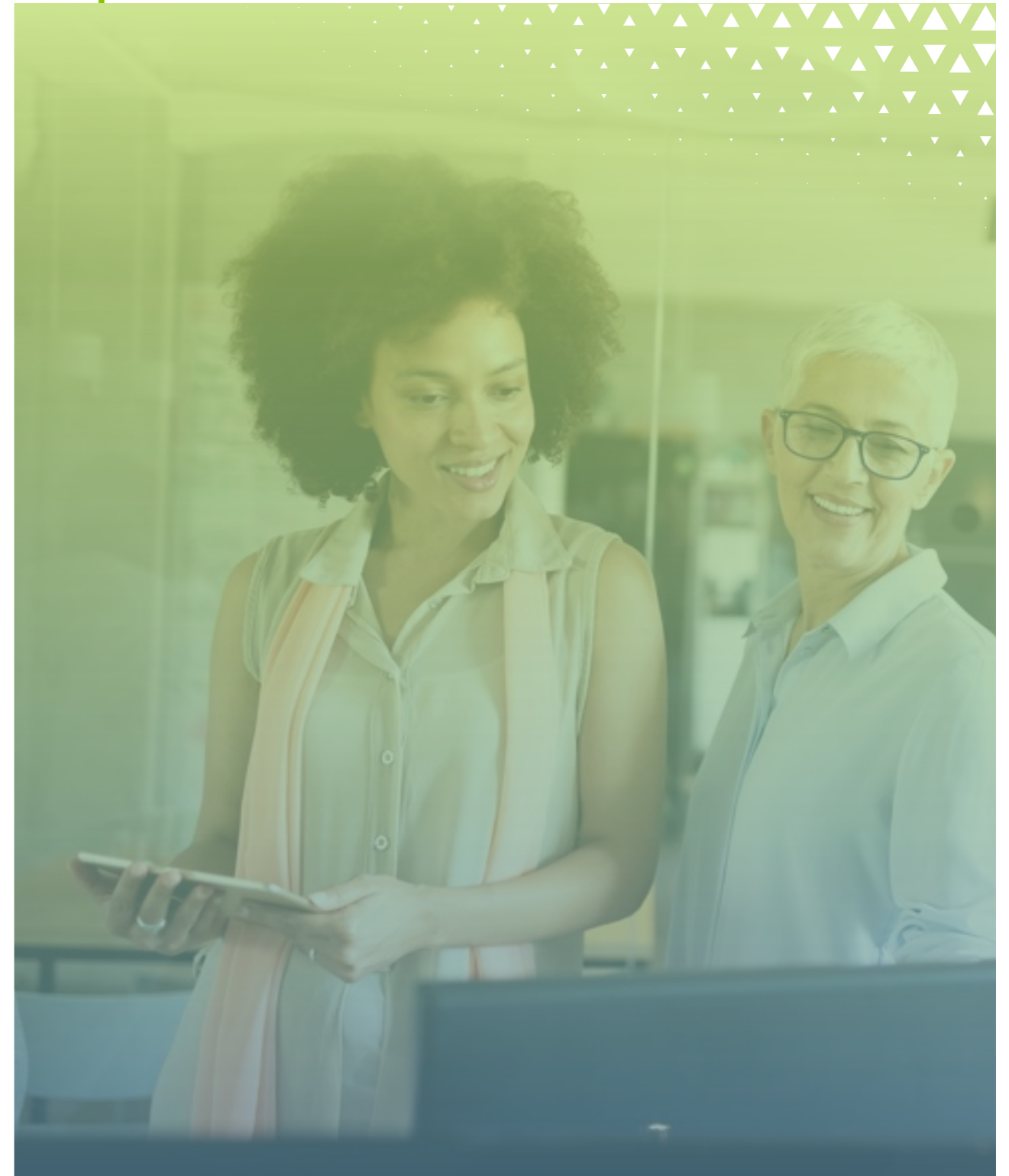


Figure 12: Quality of life

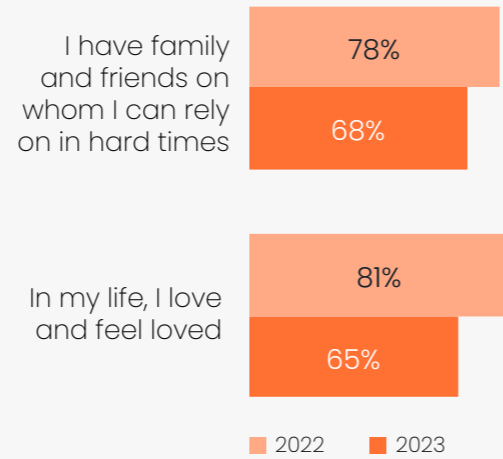


Figure 13: Societal ties

### ► On the work front, more people demand work-life balance in addition to financial remuneration

Globally, **income and financial incentives** continue to be the top decision-makers for quitting or continuing a job for nearly 50% of people. However, **work-life balance** is growing in importance with an increase of 19% from

2022. We also see a remarkable shift in people's priorities where career advancement slipped in importance as compared to work-life balance in 2023.

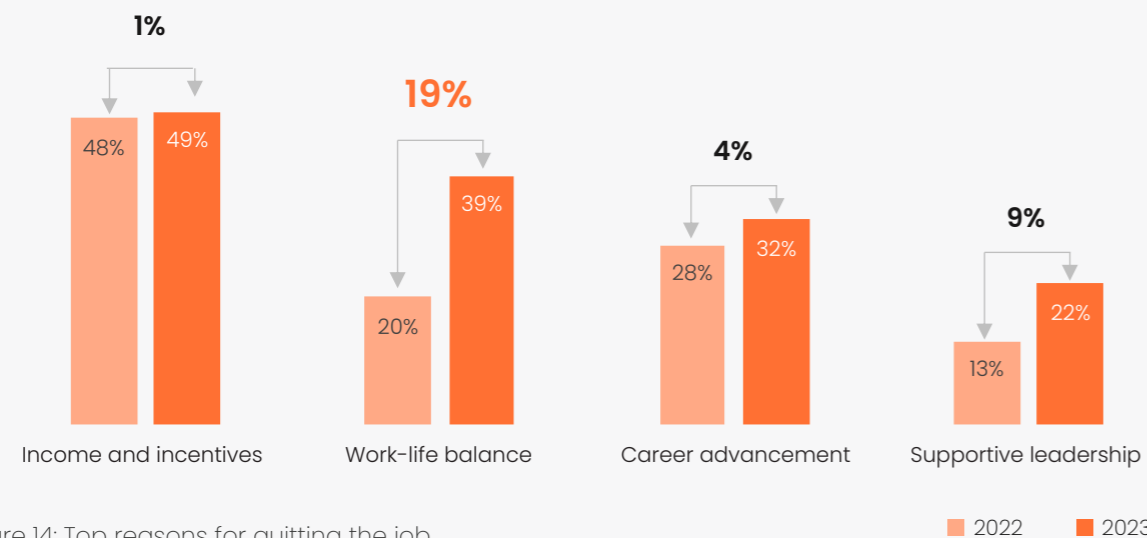


Figure 14: Top reasons for quitting the job



Respondents were asked to rate their satisfaction levels, ranging from very satisfied to very dissatisfied, to gauge the global sentiment of people regarding their life, country, and world.

### ▶ Lives are enriched as the world and country follow

While the overall satisfaction levels have declined from previous year, people continue to feel **more content with the state of their own lives** than with their country or the wider

world this year as well. This is predictable as the global poly-crisis has likely dampened the satisfaction with the world, with citizens finding control in their own lives easier.

Q. What is your level of satisfaction regarding life, country, and the current state of the world? [Satisfied or Very satisfied]

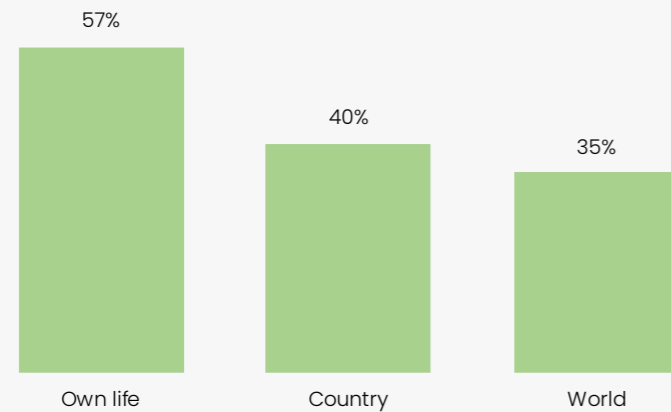


Figure 16: Global averages of people's satisfaction levels in 2023

### ▶ High level of optimism amongst Global South countries

Global South countries seem more satisfied in key areas with their lives, countries and with the wider world. This is likely driven by the recent improvement of life in these countries, contrary

to slower pace of growth in the Global North countries, particularly amongst the non-advantaged.

Q. What is your level of satisfaction regarding life, country, and the current state of the world? [Satisfied or Very satisfied]

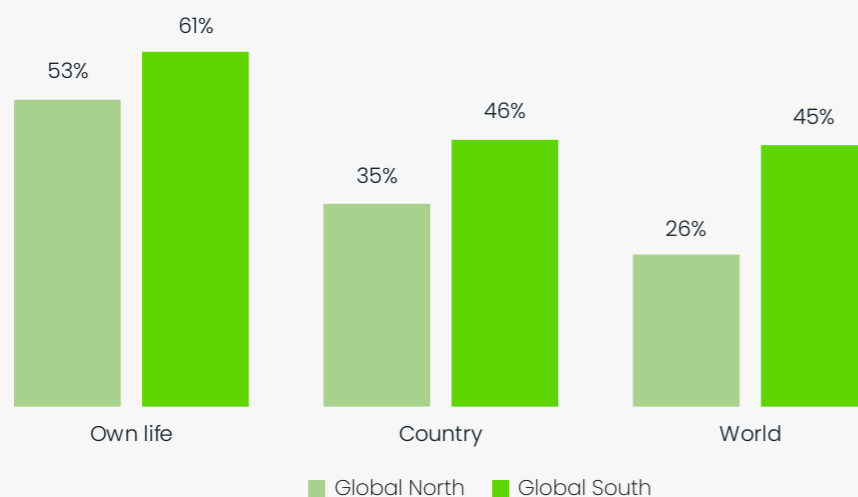


Figure 17: People's satisfaction levels in 2023, for Global North and Global South

### ▶ People's level of satisfaction per country

Q. What is your level of satisfaction regarding life, country, and the current state of the world? [Satisfied or Very satisfied]

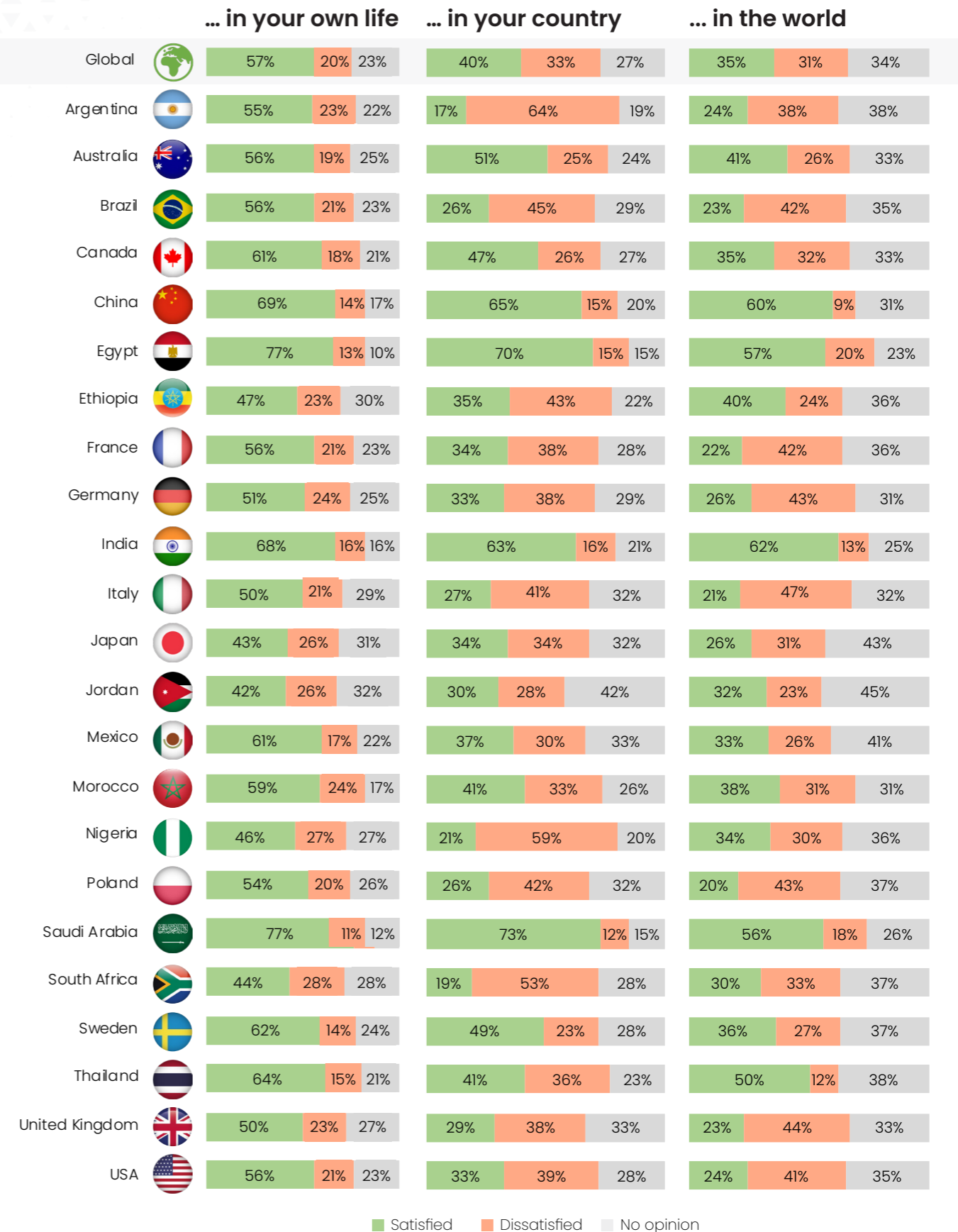


Figure 18: People's satisfaction levels in 2023, by country



## ▶ Contrasting view of advantaged and non-advantaged people on life

The advantaged group of respondents, who are urban living, at least college educated, and describe themselves as upper class, is more satisfied with their life, country and the world.

Q. What is your level of satisfaction regarding life, country, and the current state of the world? [Satisfied or Very satisfied]

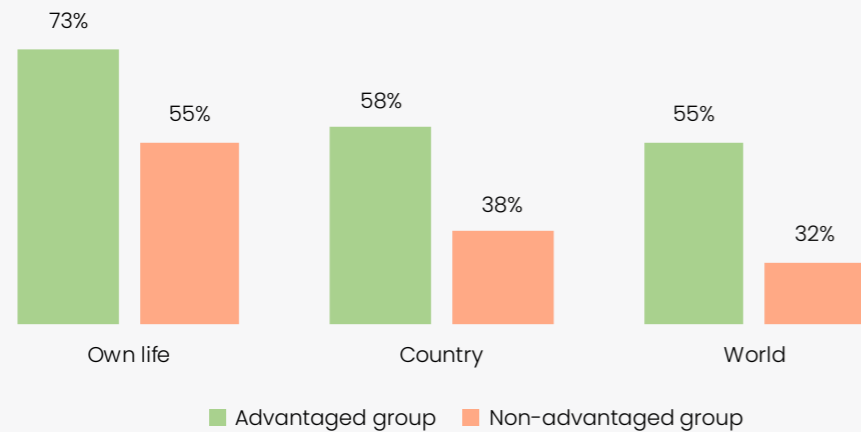
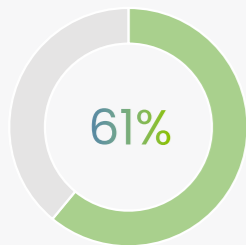


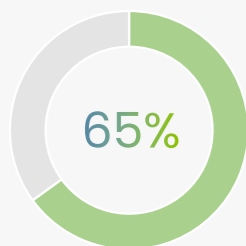
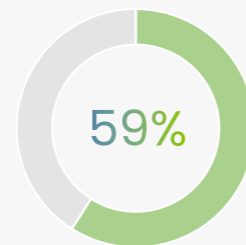
Figure 19: Satisfaction of advantaged and non-advantaged groups with own life, country, and the world

The advantaged group of people seemingly benefitted more and is more satisfied with the way their country is governed across various areas, viz. technology, health, politics and law, cost of living and quality of life, and social inclusion.



61% of the respondents in the advantaged group believe that their **quality of life** has improved over the last three years, as compared to only 33% amongst the non-advantaged group.

59% of the advantaged group (vs. 42% of the non-advantaged group) is satisfied with **access to healthcare** in their country, as they observe improvement over the last three years.

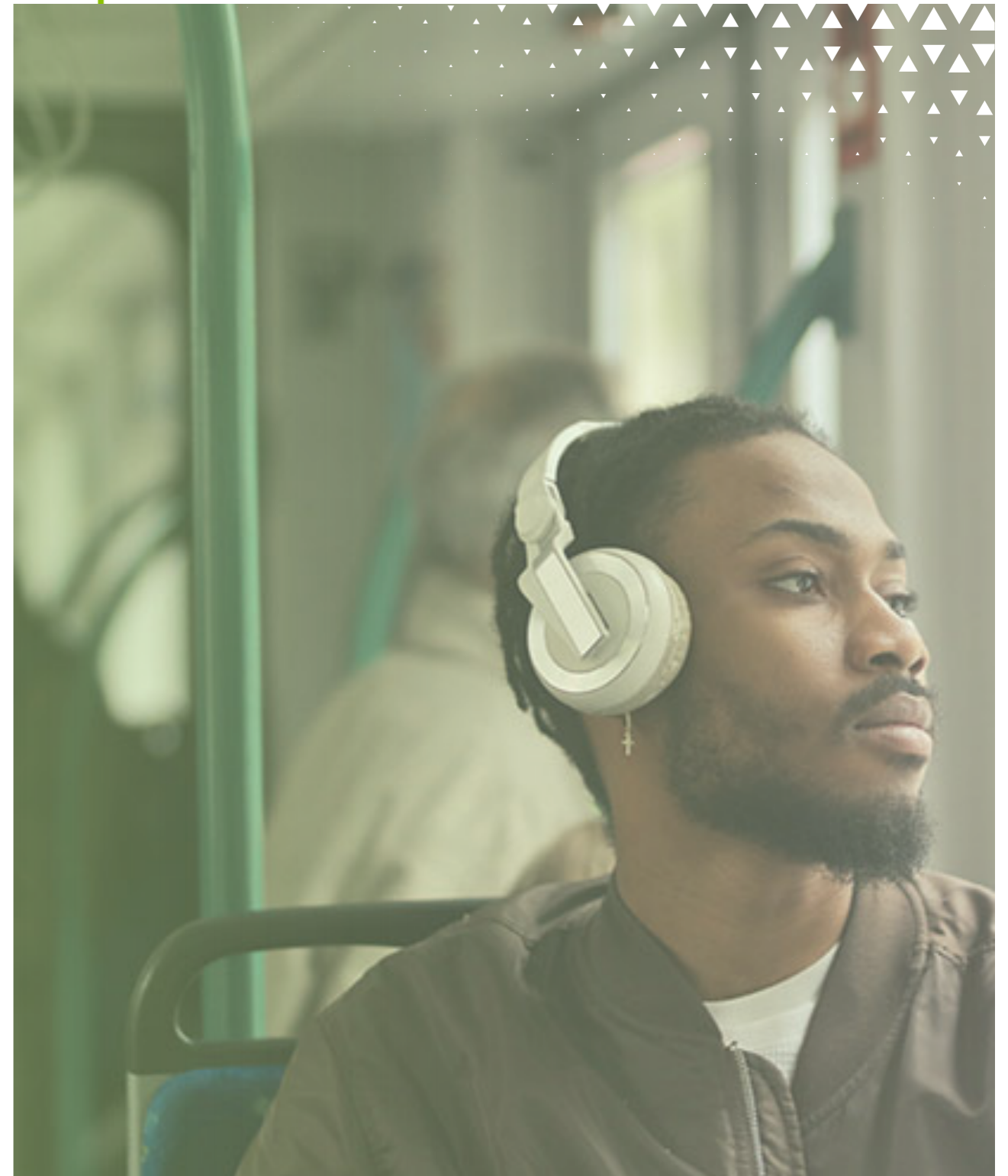


65% of the advantaged group feel more content with their **income levels**, as their access to employment opportunities and finances have improved over last three years, compared to 41% for non-advantaged group.

The differentiated views and satisfaction levels of advantaged and non-advantaged raise a dire concern about the rising gaps and inequity in society.

4

## Looking ahead





► In today's world, individuals and communities are contending with a complex crisis marked by a confluence of pressing issues. The high cost of living, driven by economic instability, forces many to struggle daily to meet their basic needs, while environmental pollution threatens both our planet and personal well-being. Political tensions and social disconnect along with the lack of accessible and affordable healthcare further compound the burdens faced by countless people.

These challenges have significantly contributed to a growing divide between the Global North and Global South, exacerbated by high cost of living that disproportionately affects those with limited financial resources. All of these

issues combine with unequal access to quality housing, education and healthcare. Pollution often hits marginalized areas hardest, as they bear the brunt of environmental degradation and suffer the health consequences. These difficulties intensify the disparity between the advantaged and the non-advantaged, creating a world of haves and have-nots.

But despite the differences, we also have unified goals. All of the issues fit under wide umbrellas, as we face the same challenges with different faces and facets. Together, key stakeholders like governments, corporations, non-profit organizations, and individuals must come together to find innovative solutions and develop strategic partnerships.

► Each of these calls to action is of equal importance and indeed essential for overall improvement. Leveraging new technologies (like Artificial Intelligence, Quantum Computing, Blockchain) would be critical to advance on these calls to action and build an equitable and inclusive world.

Therefore, FII PRIORITY Compass - Resolution spearheads the central theme for collective and collaborative action towards **'enabling equitable and inclusive growth in a digital age'**.

## ► Calls to Action

**01**  
**Cost of living and quality of life**

Empower the vulnerable and marginalized populations by co-creating and augmenting skill-building and livelihood opportunities to galvanize the economic growth.

**02**  
**Social inclusion**

Strengthen civic engagements to foster inclusive and resilient societies, particularly among the youth and elderly.

**03**  
**Climate change**

Just transition towards an environmentally sustainable economy that is fair and inclusive and enhanced commitment, action, and responsibility of public authorities, corporations, civil societies and individuals.

**04**  
**Governance**

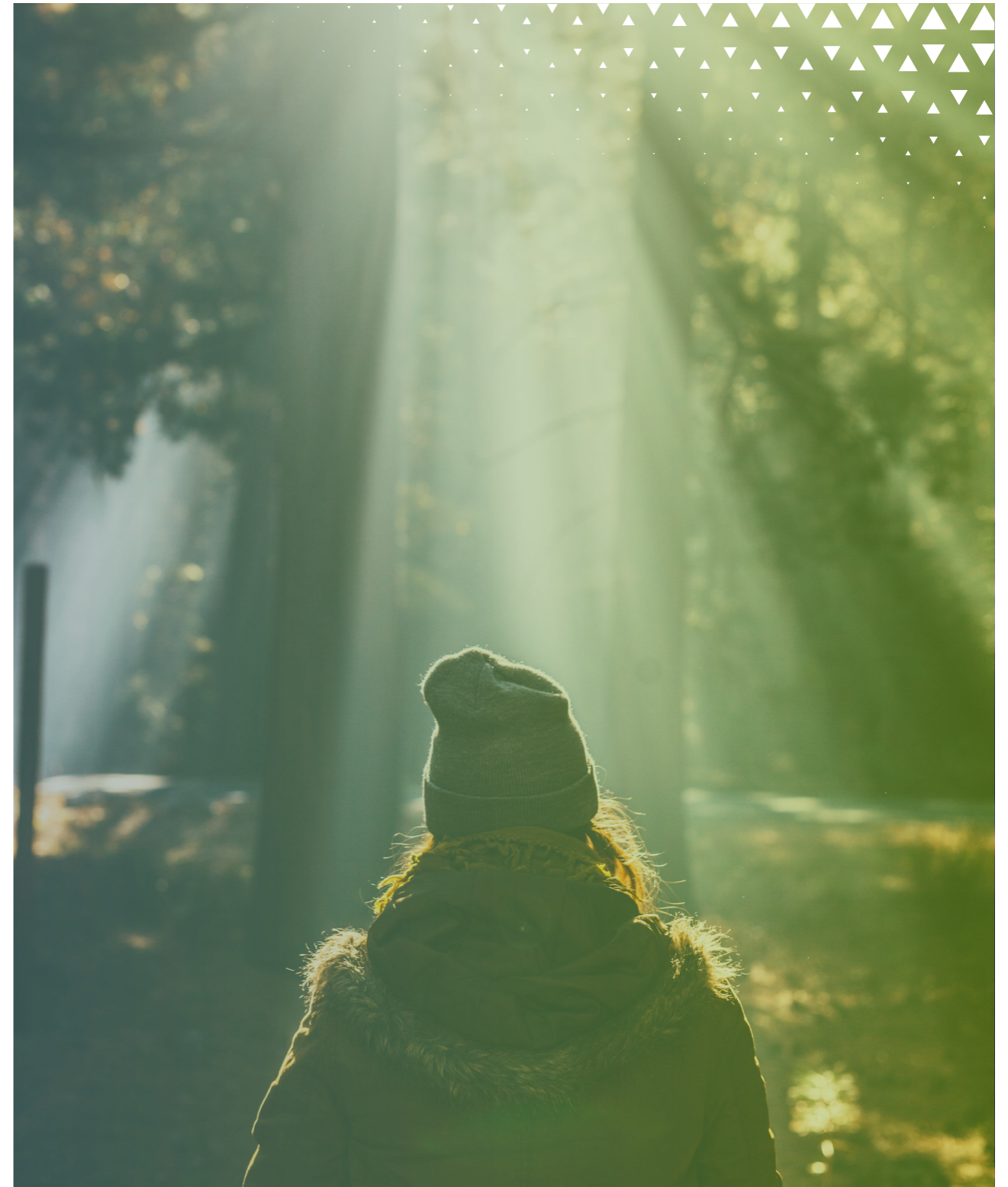
Strengthen global diplomacy and country's policies, regulatory framework, and accountability mechanism through participative governance.

**05**  
**Healthcare**

Enhance public private partnerships to improve affordability, accessibility, and assurance, particularly among most vulnerable populations.

**06**  
**Technology**

Accelerate technological progress by strengthening regulatory frameworks around security and data sharing practices, particularly for emerging technologies such as AI and blockchain.



# Glossary

## ► Key definitions

Term	Definition
Advantaged	Advantaged group comprises respondents who are urban living, at least college educated, and describe themselves as upper class. These respondents are spread across countries, gender, ages and minority status, making them representative of a global group of advantaged or privileged citizens.
Non-advantaged	Non-advantaged group comprises all the respondents who do not belong to the advantaged group.
Global North	Global North comprises countries which are characterized by a high level of economic and industrial development, viz. USA, Canada, Australia, United Kingdom, Japan, Germany, France, Sweden, Italy, Poland.
Global South	Global South comprises countries which are characterized by low level of economic and industrial development, viz. Argentina, Brazil, Thailand, Saudi Arabia, Ethiopia, China, India, Jordan, Morocco, South Africa, Nigeria, Egypt, Mexico.

## ► Key assumptions

The nomenclature has been simplified to ensure that it reflects, to the best possible extent, the sentiments of the FII PRIORITY Global Survey respondents.

### Survey terminology

Economic growth and development
Human resilience
Political and legal stability
Social and cultural well-being
Technological progress
Inflation or rising cost of living
Misinformation
I feel emotionally stable and resilient
I often feel alone
I am satisfied with the voice I have as a citizen of my country
My religious beliefs and values influence my daily life
The decisions made by public authorities are mostly fair and transparent

### Updated terminology

Cost of living and quality of life
Healthcare
Governance
Social inclusion
Technology
Cost of living
Misleading information
Emotional well-being
Loneliness
Freedom of speech
Identity and values
Social justice

# Acknowledgment

FII Institute partnered with **Accenture** to develop FII PRIORITY Compass and FII PRIORITY Compass Navigator for 2023.

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