

**IPSOS GLOBAL ADVISOR**

**BEYOND POPULISM?**

**REVISITED**



**COUNTRY**

**IN DECLINE?**

Ipsos Public Affairs

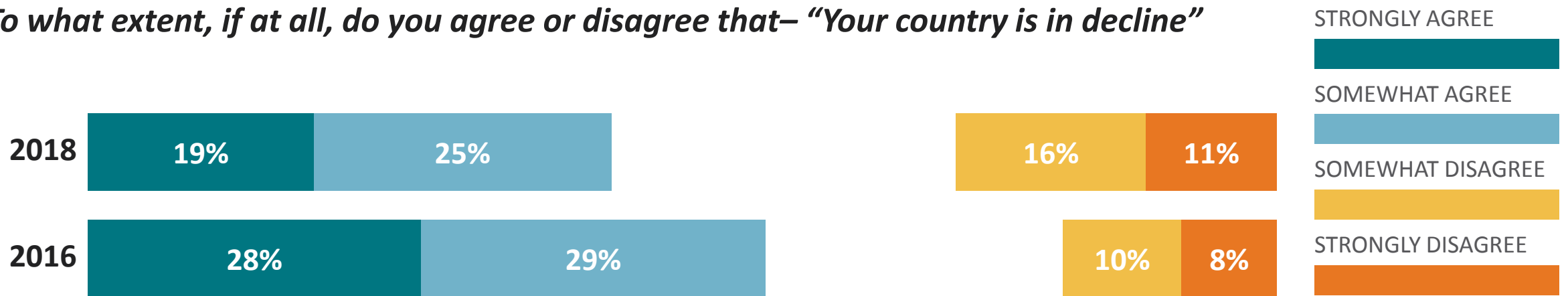
**GAME CHANGERS**





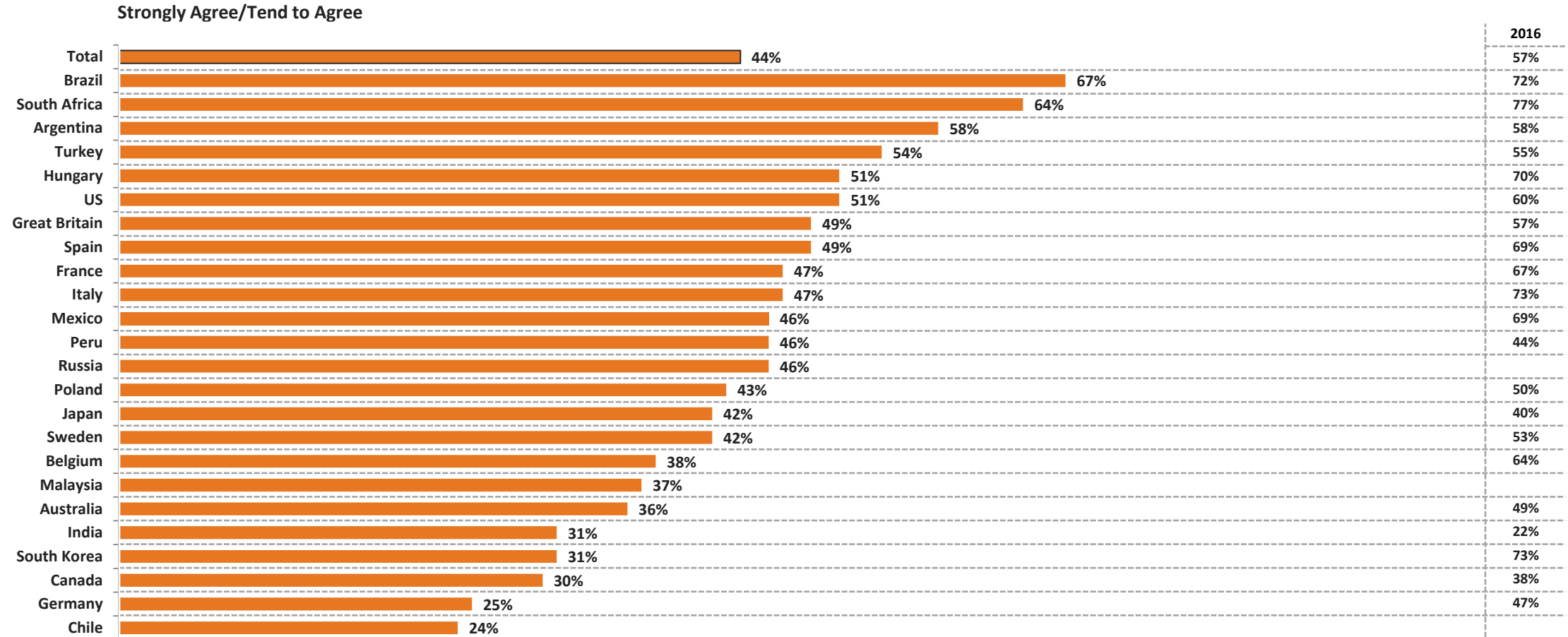
# Just under half think their country is in decline – but an improvement on 2016

*To what extent, if at all, do you agree or disagree that– “Your country is in decline”*



# GLOBAL ADVISOR: BEYOND POPULISM? - REVISITED

## Perceptions of decline strongest in Brazil and South Africa – but most countries improved since 2016



Q1a To what extent, if at all, do you agree or disagree with the following statements – “Your country is in decline”



**SYSTEM IS**

**BROKEN**

Ipsos Public Affairs

**GAME CHANGERS**

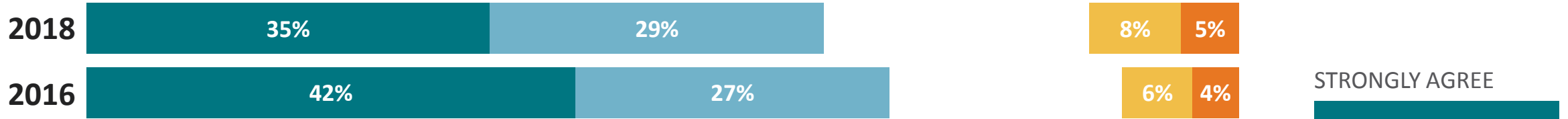




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**Strong feeling in many countries that the people in charge don't care about 'people like me', and instead favour rich and powerful (though slightly less than two years ago).**

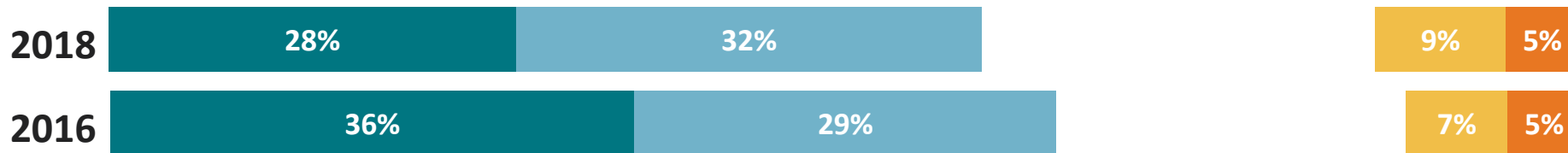
## *The [country's] economy is rigged to advantage the rich and powerful*



## *Traditional parties and politicians don't care about people like me*



## *Politicians should be able to say what's on their minds regardless of what anyone else thinks about their views*



# GLOBAL ADVISOR: BEYOND POPULISM? - REVISITED

Half would still like to see a strong leader willing to break the rules, and support for established parties is weak – but some see risks in electing radical new parties.

*To fix [country], we need a strong leader willing to break the rules*



*It's too risky to elect political parties or leaders with radical ideas for change who haven't been in power before*

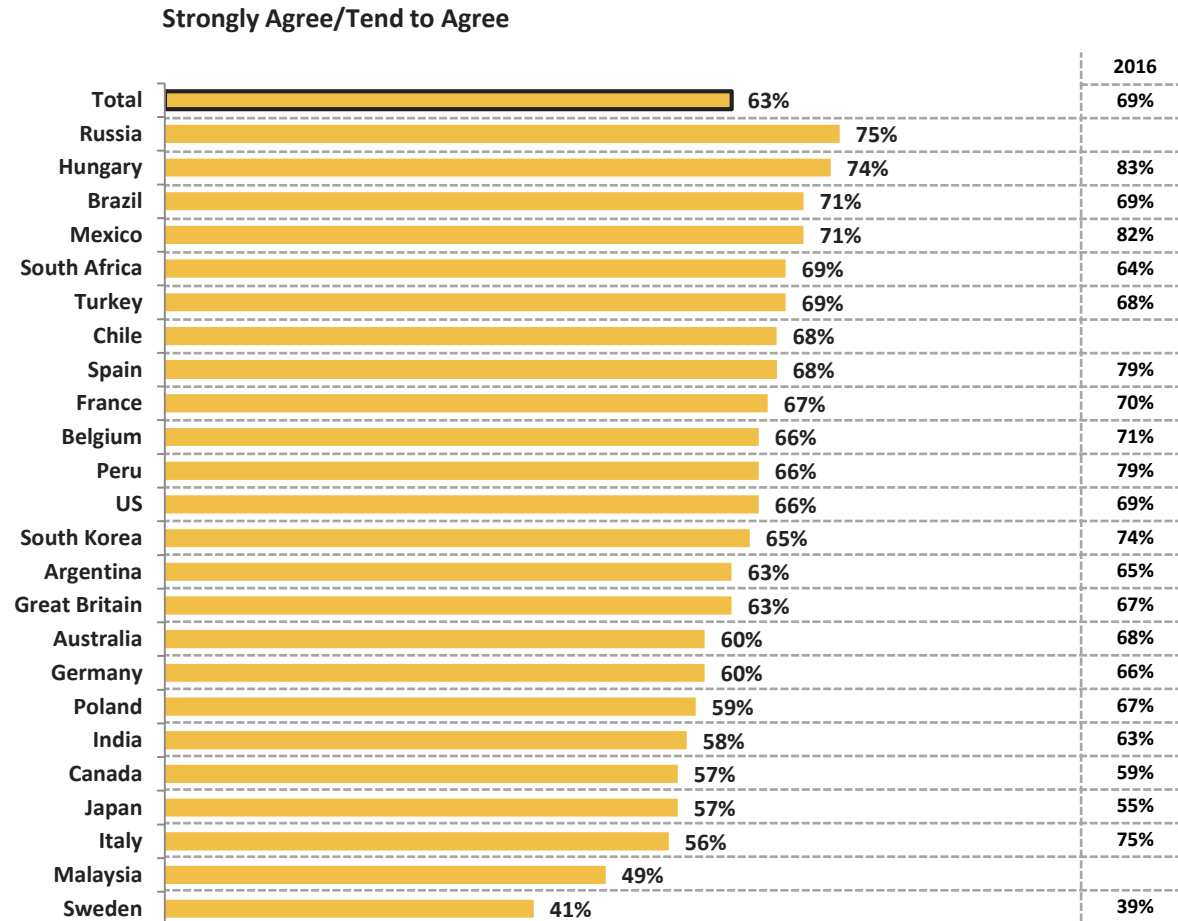


*At a time like the present, we should stick with political parties and leaders who have been in power before*



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## Most feel the system favours the rich and powerful – especially Russia, Hungary, Brazil and Mexico



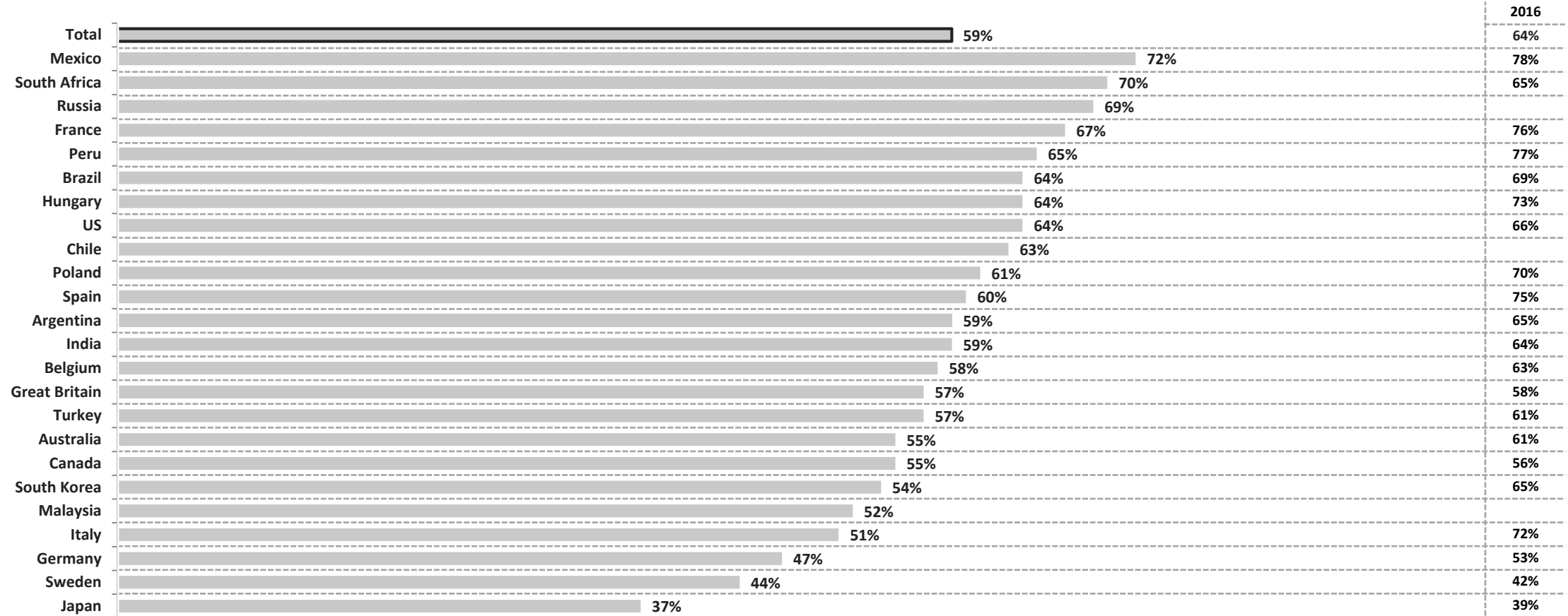
Q1c The [country's] economy is rigged to advantage the rich and powerful



# GLOBAL ADVISOR: BEYOND POPULISM? - REVISITED

## Most people feel politicians don't care about them, especially Mexico, South Africa, Russia and France

Strongly Agree/Tend to Agree

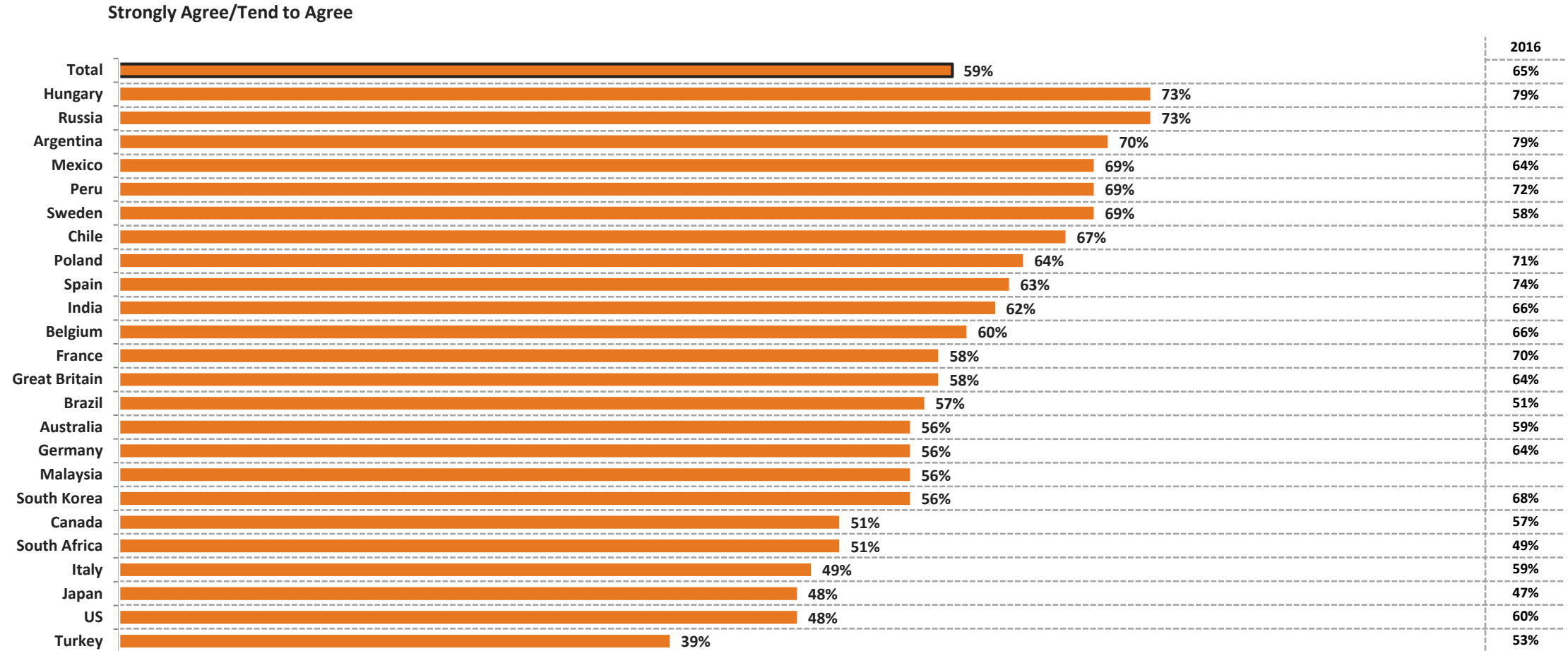


Q1d Traditional parties and politicians don't care about people like me



# GLOBAL ADVISOR: BEYOND POPULISM? - REVISITED

## Three in five on average favour outspoken politicians – especially in Hungary and Russia



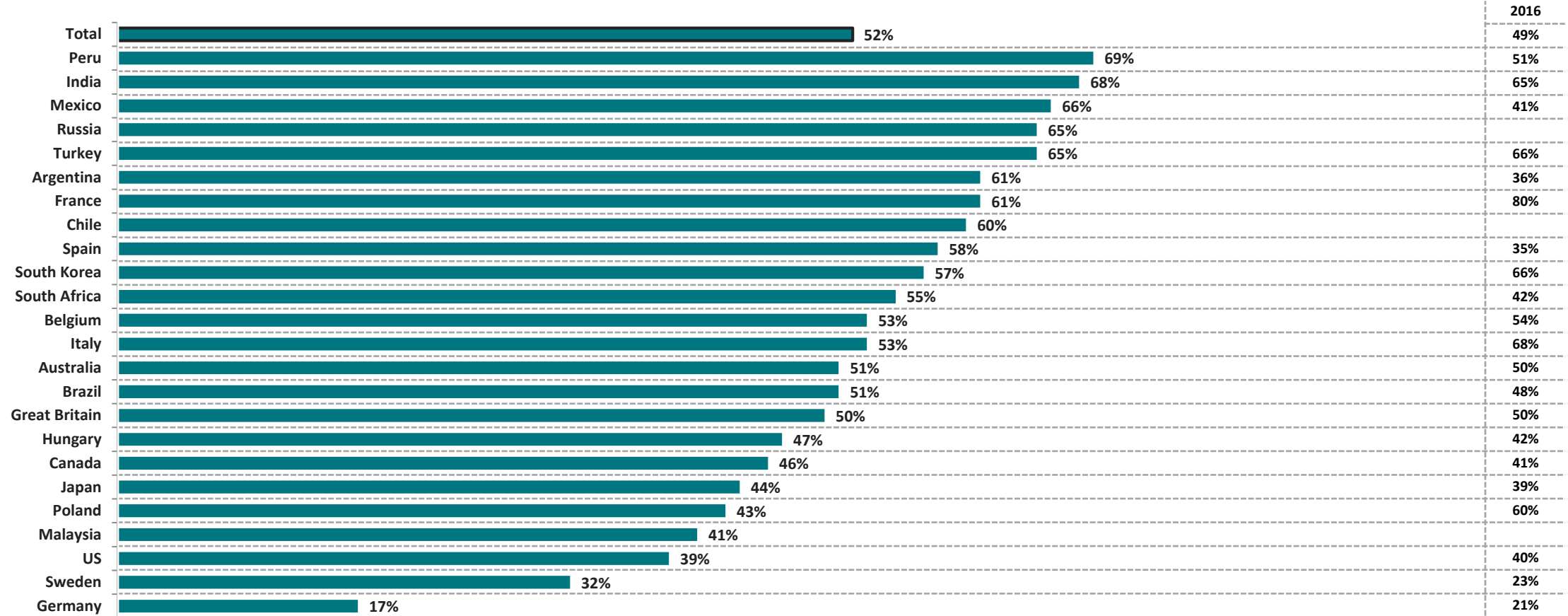
Q1e Politicians should be able to say what's on their minds regardless of what anyone else thinks about their views



# GLOBAL ADVISOR: BEYOND POPULISM? - REVISITED

**Big variation in desire for a strong leader willing to break the rules - especially high in Peru, India, Mexico, Russia and Turkey, but low in Sweden and Germany.**

Strongly Agree/Tend to Agree

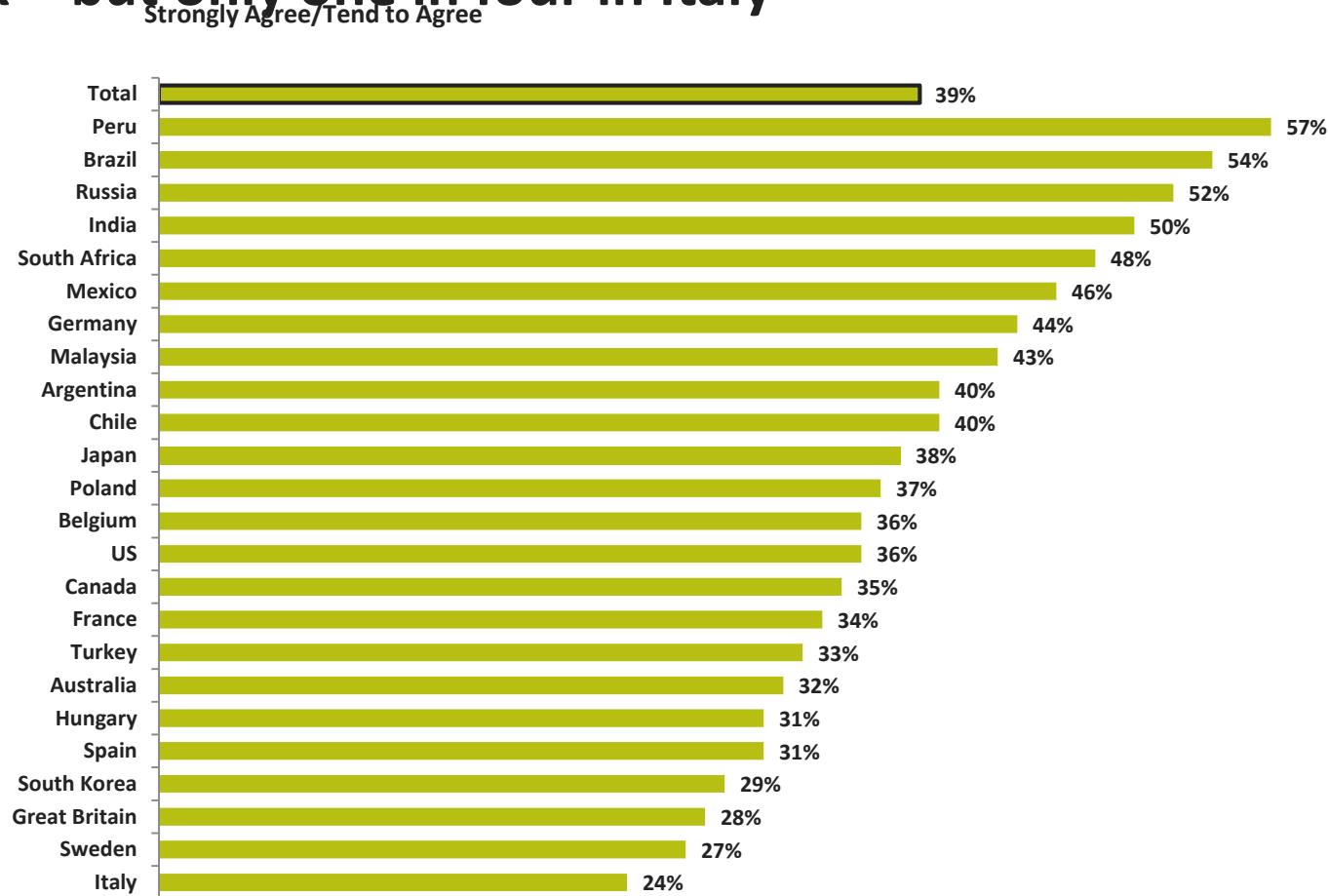


Q1b To fix [country], we need a strong leader willing to break the rules



# GLOBAL ADVISOR: BEYOND POPULISM? - REVISITED

## Around four in ten see electing political parties or leaders with radical ideas for change as a risk - but only one in four in Italy

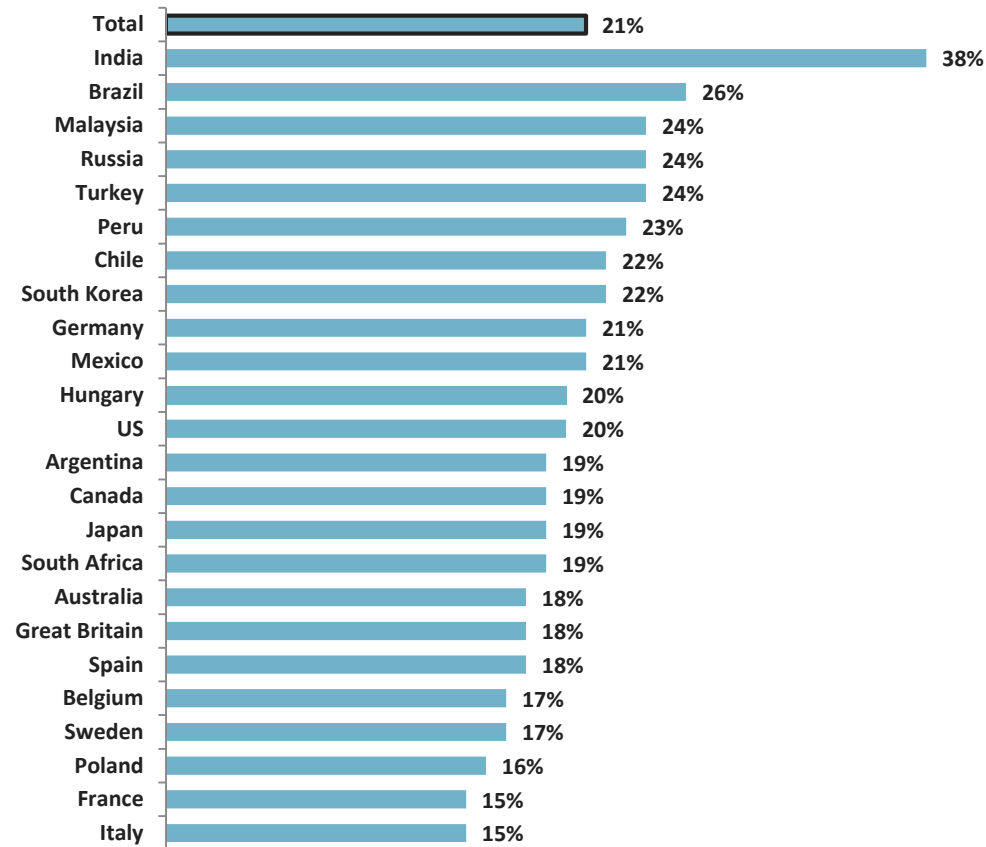


Q1f It's too risky to elect political parties or leaders with radical ideas for change who haven't been in power before

# GLOBAL ADVISOR: BEYOND POPULISM? - REVISITED

## But only one in five thinks it would be best to stick with parties and leaders who have been in power before – especially low in France and Italy

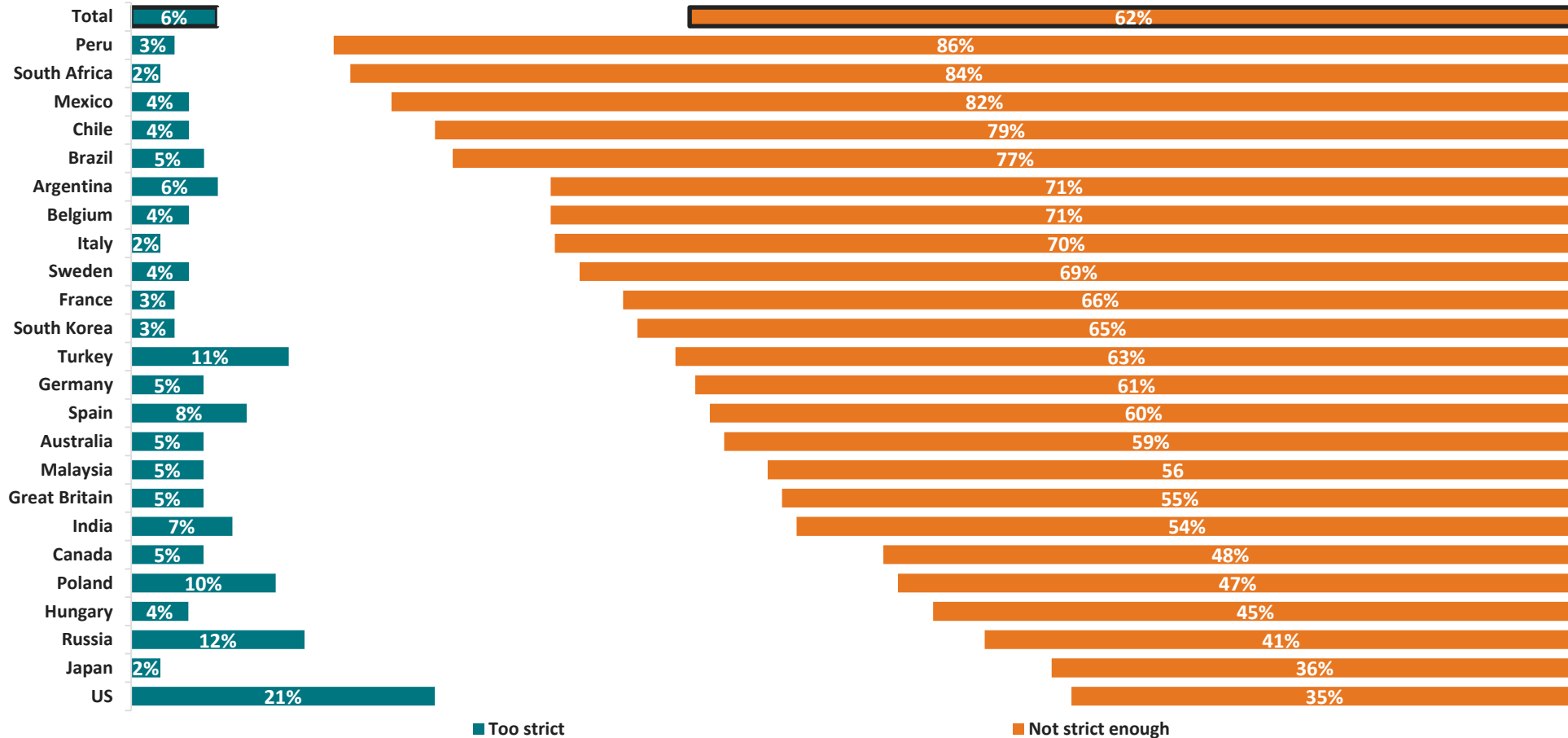
Strongly Agree/Tend to Agree



Q1g At a time like the present, we should stick with political parties and leaders who have been in power before



# Meanwhile LATAM countries and South Africa most likely to believe the authorities are not strict enough when it comes to crime



Q4 Do you think the authorities in [COUNTRY] are too strict, not strict enough, or get it about right when it comes to controlling and punishing crime?

Base: 17,203 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, South Africa, South Korea, Spain, Sweden, Turkey and the United States. June 26 – July 9 2018



# CONFIDENCE IN INSTITUTIONS



# GLOBAL ADVISOR: BEYOND POPULISM? - REVISITED

## Confidence in many institutions remains low around the world, though small improvements since 2016

### International Institutions



### Banks



### The Justice System, including the courts



### Big Companies



Q. How much confidence, if any, do you have in the each of the following...?

COMPLETE CONFIDENCE

FAIR AMOUNT OF CONFIDENT

NOT VERY MUCH CONFIDENCE

NO CONFIDENCE AT ALL

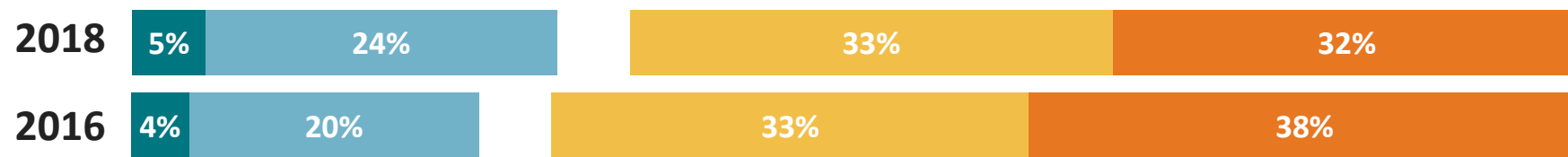
# GLOBAL ADVISOR: BEYOND POPULISM? - REVISITED

## People have the lowest confidence in the media, government and political parties

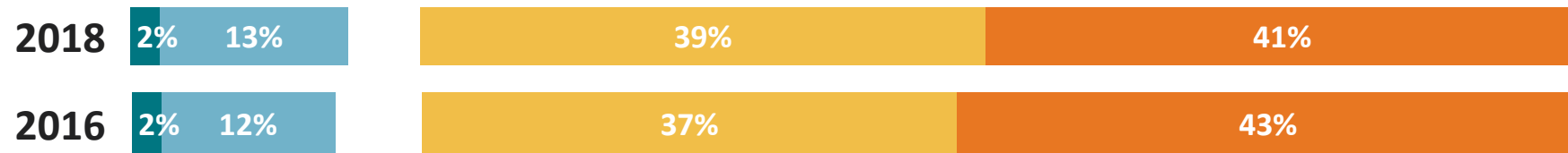
### The Media



### The Government



### Political parties



Q. How much confidence, if any, do you have in the each of the following...?

COMPLETE CONFIDENCE

FAIR AMOUNT OF CONFIDENT

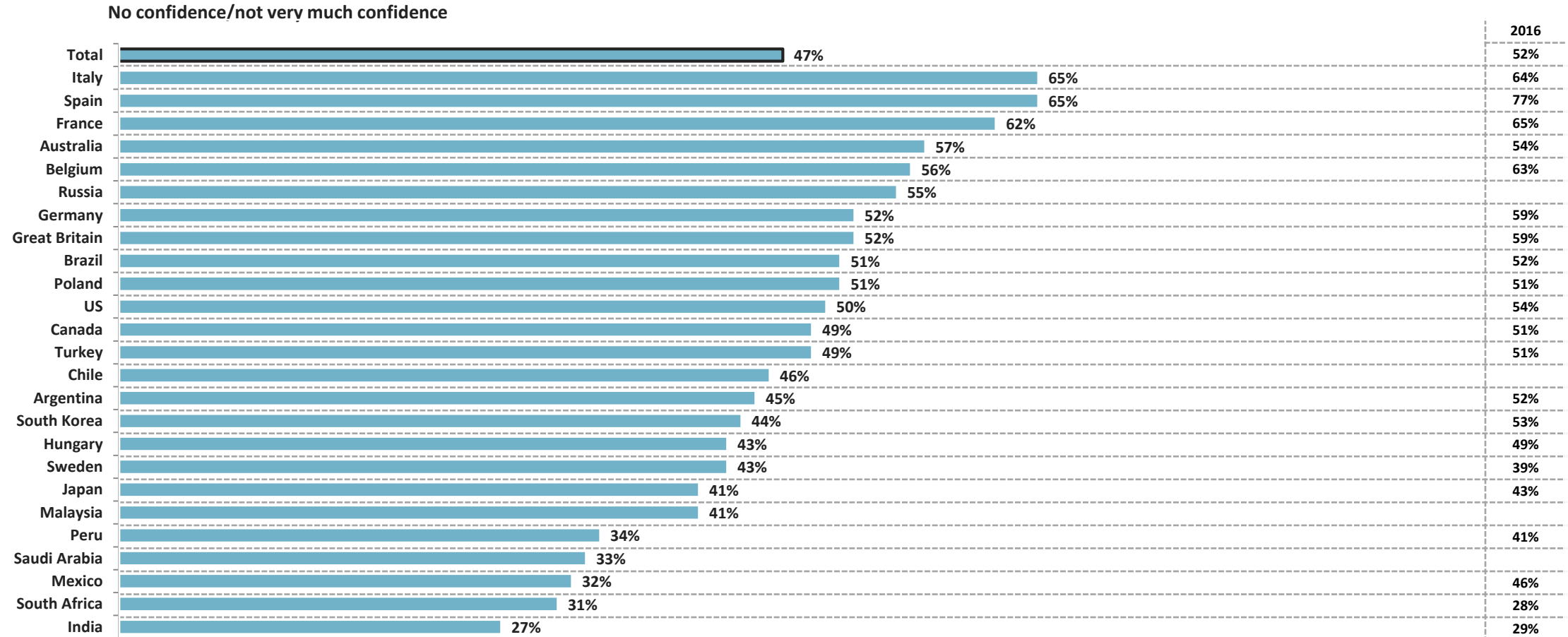
NOT VERY MUCH CONFIDENCE

NO CONFIDENCE AT ALL



# GLOBAL ADVISOR: BEYOND POPULISM? - REVISITED

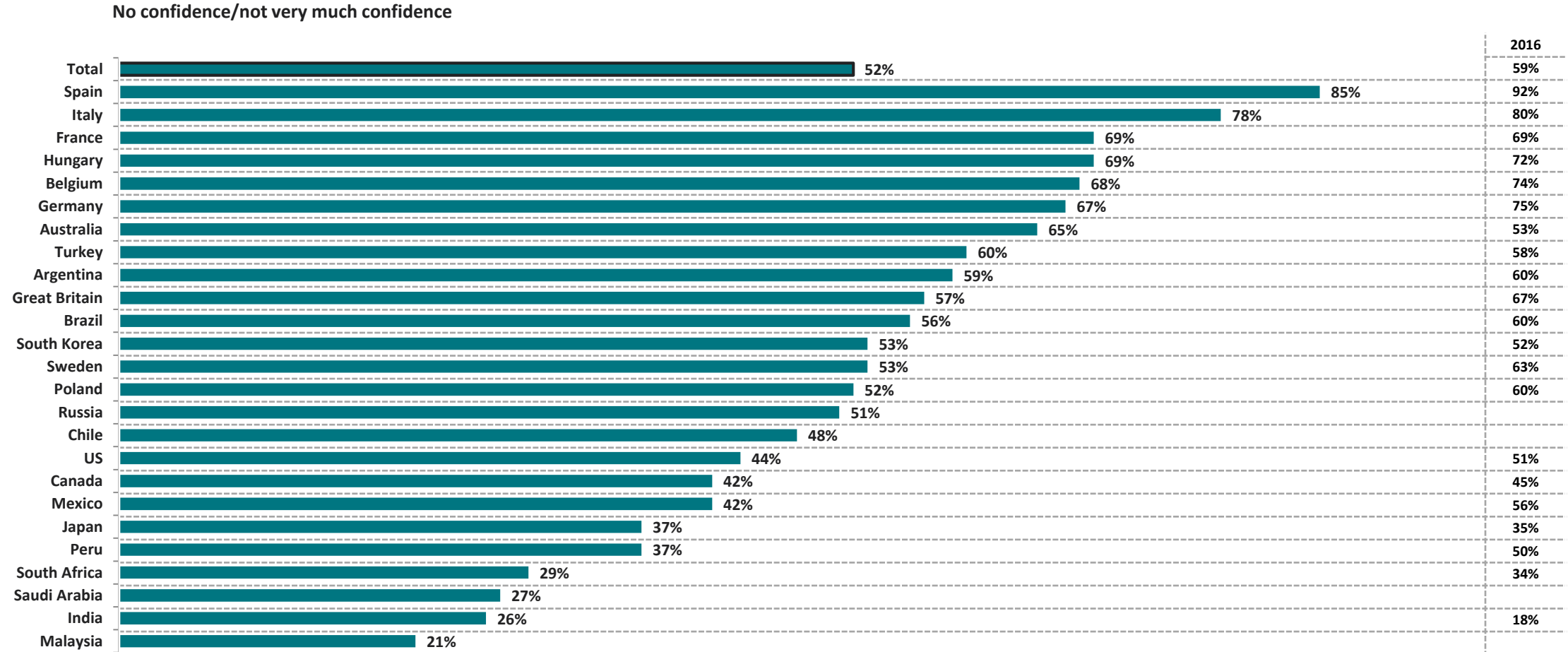
## Italy and Spain have the least confidence in International Institutions, as do many other Europeans – and Australia



Q2 How much confidence, if any, do you have in the each of the following? International Institutions

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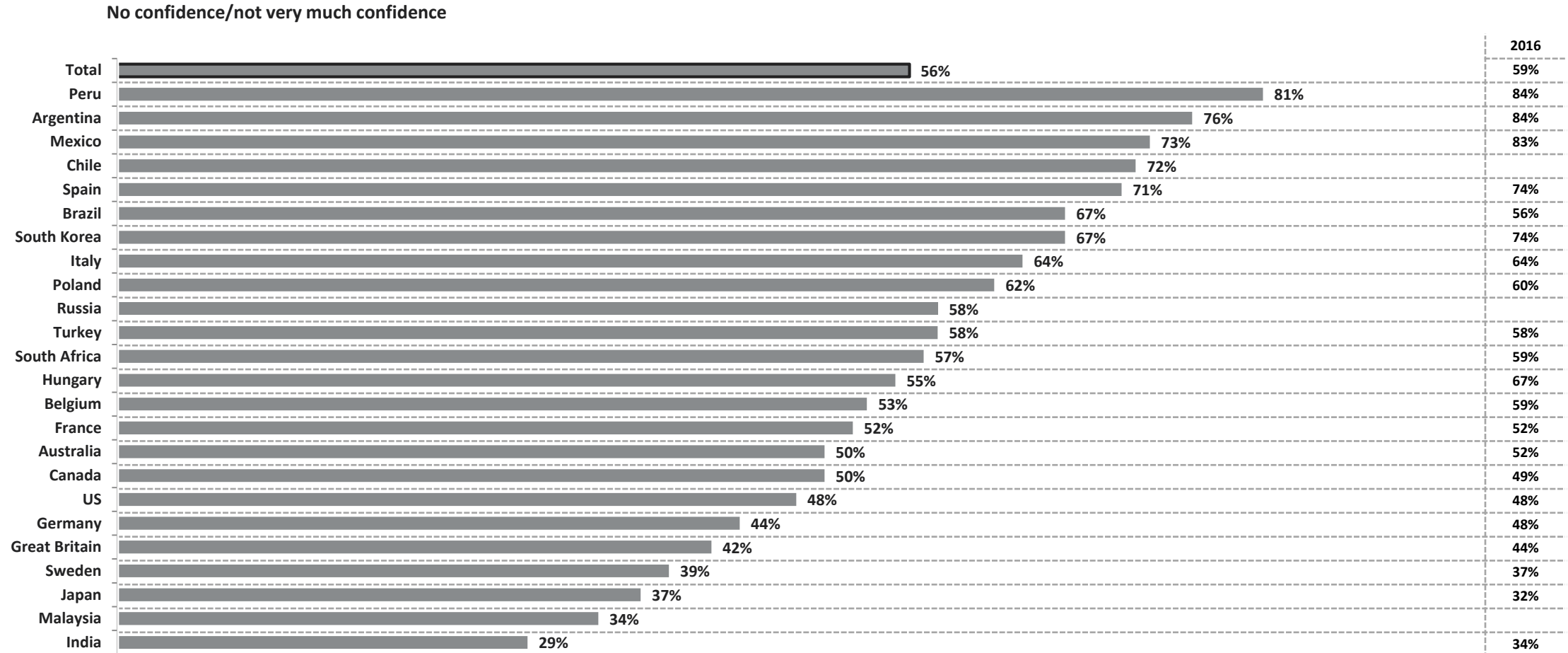
## Spain and Italy have the least confidence in their banks



Q2 How much confidence, if any, do you have in the each of the following? Banks

# GLOBAL ADVISOR: BEYOND POPULISM? - REVISITED

## Confidence in the justice system is very low in LATAM

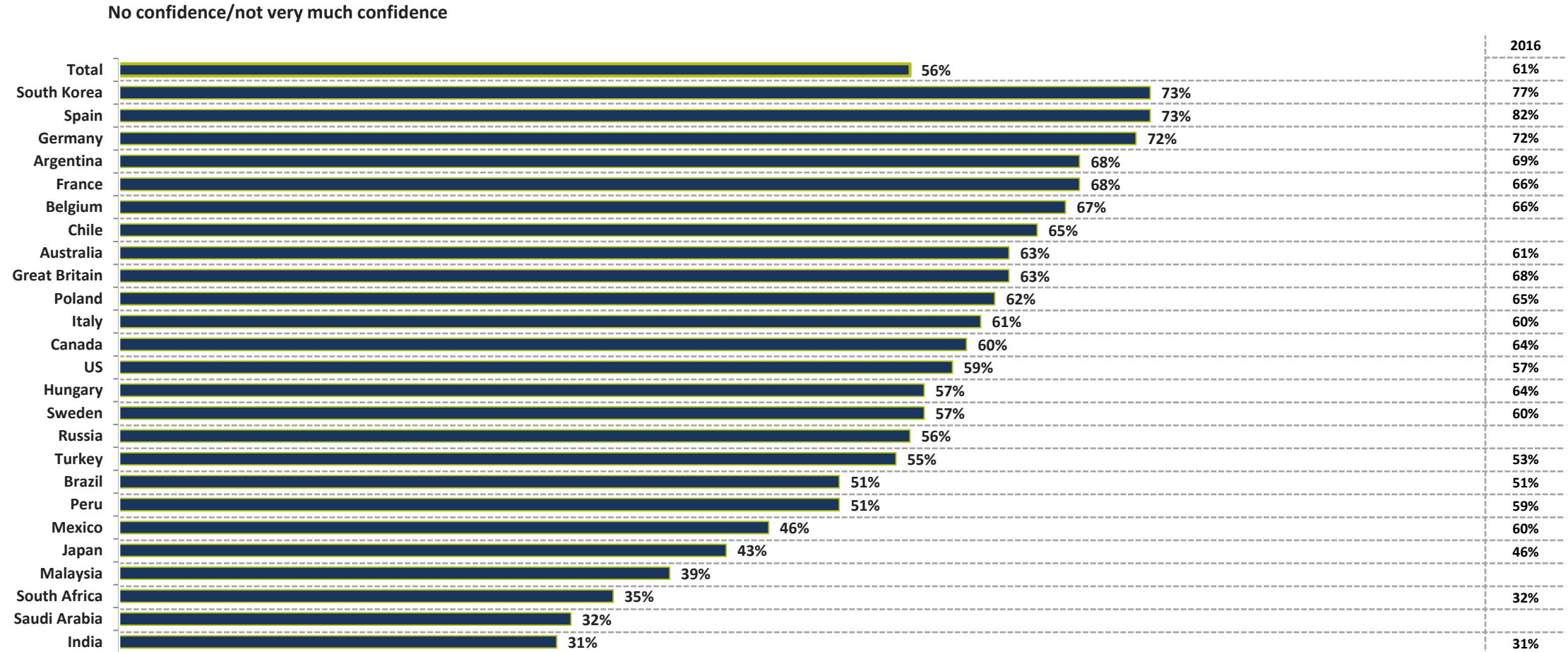


Q2 How much confidence, if any, do you have in the each of the following? The justice system including the courts



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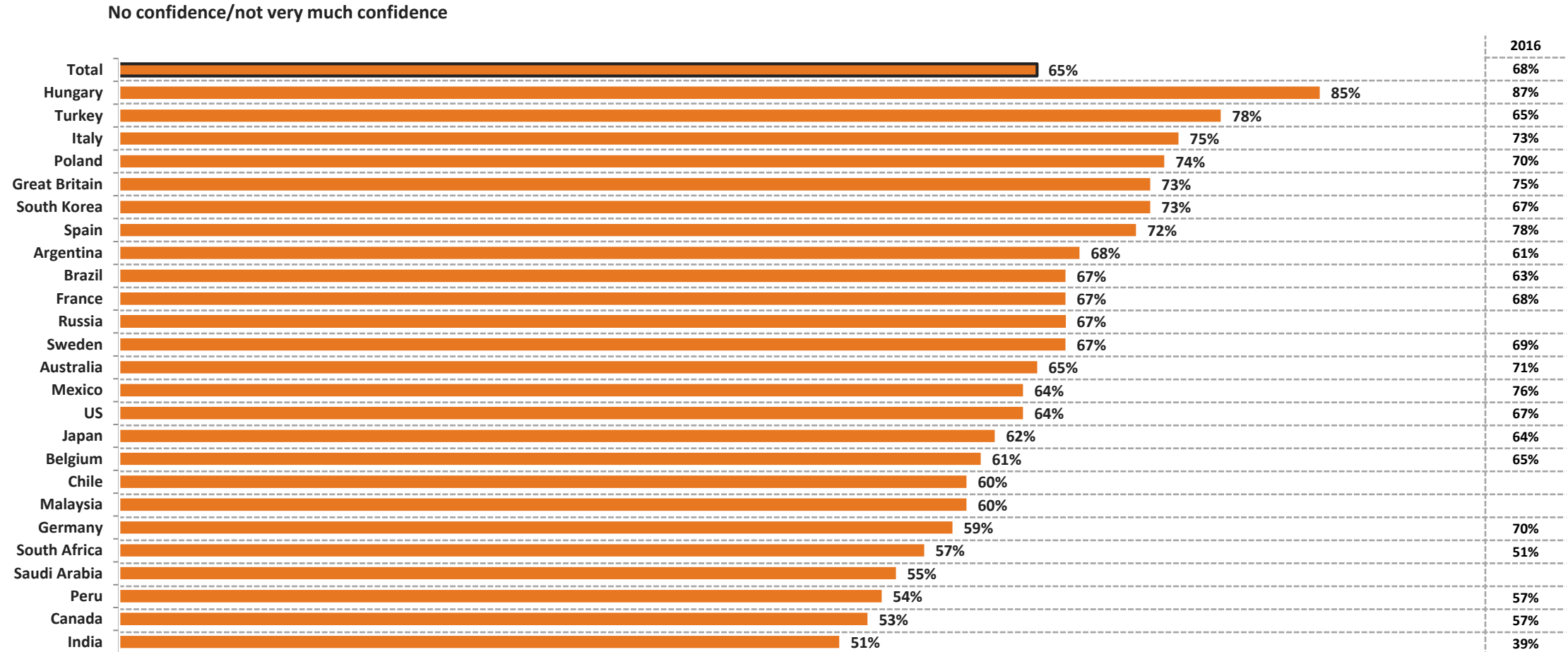
## Most lack confidence in big companies



Q2 How much confidence, if any, do you have in the each of the following? Big Companies

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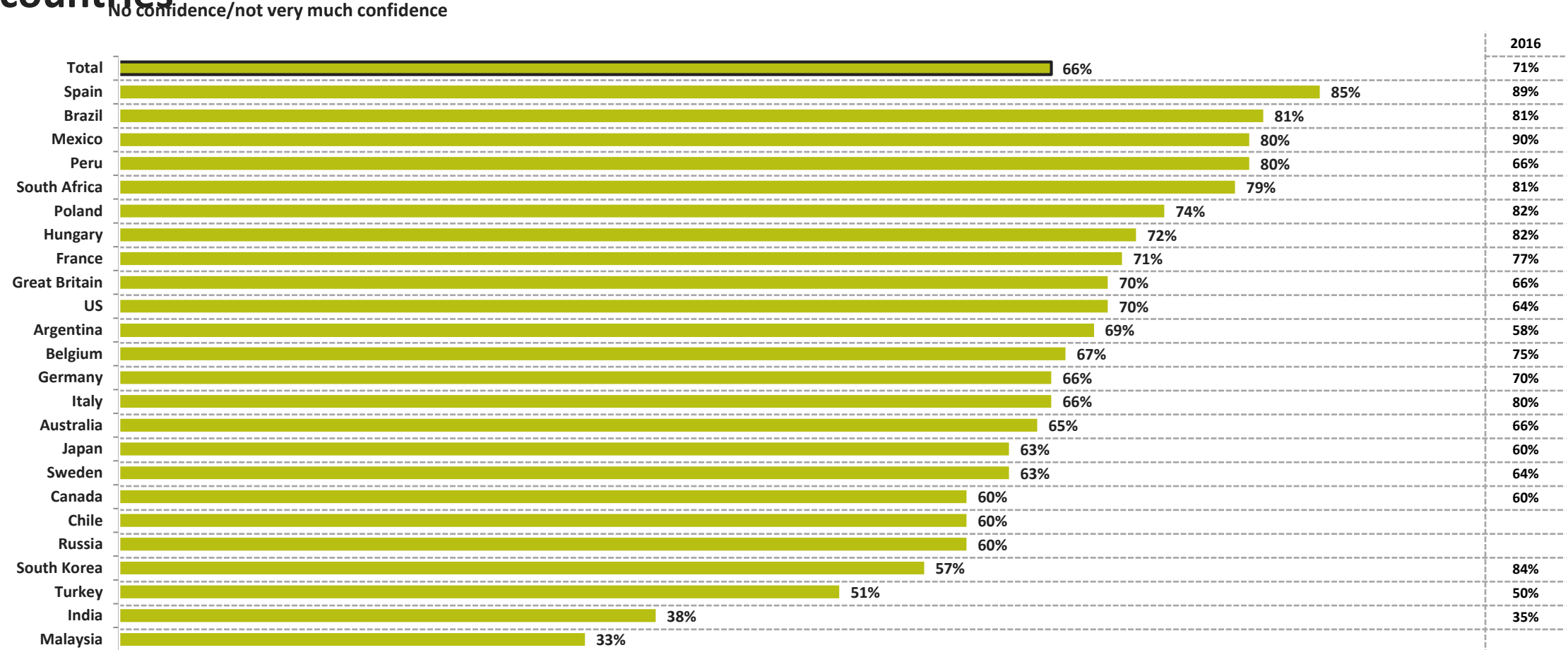
## Two in three lack confidence in their media



Q2 How much confidence, if any, do you have in the each of the following? The media



# Most countries lack confidence in their government – especially negative in Spain and LATAM countries



Q2 How much confidence, if any, do you have in the each of the following? The Government

# GLOBAL ADVISOR: BEYOND POPULISM? - REVISITED

## Of all institutions, countries have the least confidence in their political parties



Q2 How much confidence, if any, do you have in the each of the following? Political parties

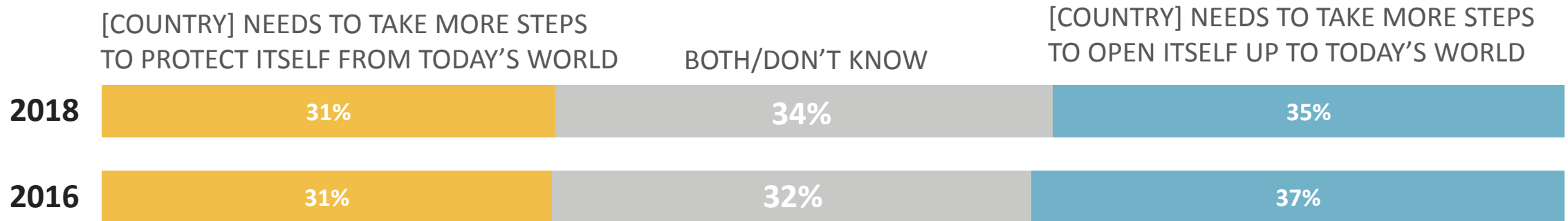


# EXCLUSIONISM



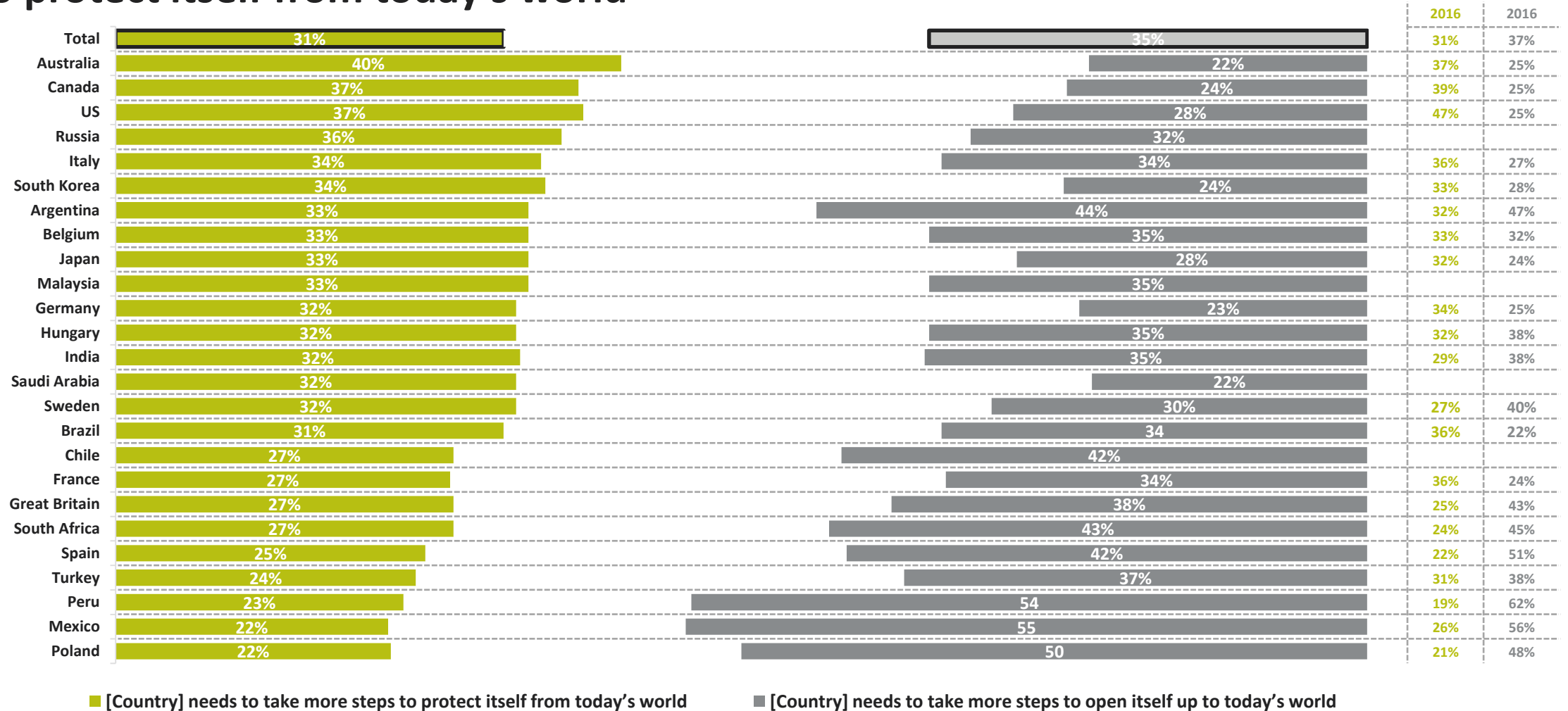
# GLOBAL ADVISOR: BEYOND POPULISM? - REVISITED

**On balance, people are split on whether their country should protect itself or open up more to the world while one in three are unsure – a similar pattern to 2016**



# GLOBAL ADVISOR: BEYOND POPULISM? - REVISITED

## Australia, Canada, and the USA are most likely to think their country needs to take more steps to protect itself from today's world



Base: 17,203 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, South Africa, South Korea, Spain, Sweden, Turkey and the United States. June 26 – July 9 2018

GAME CHANGERS



# GLOBAL ADVISOR: BEYOND POPULISM? - REVISITED

## Methodology

- These are the findings of a Global Advisor survey into the political mood around the world. In total 17,203 interviews were conducted between June 26 – July 9 2018 among adults aged 18-64 in the US and Canada, and adults aged 16-64 in all other countries.
- The survey was conducted in 26 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, Chile, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Saudi Arabia, South Africa, South Korea, Russia, Spain, Sweden, Turkey and the United States of America.
- Between 500 and 1000+ individuals participated on a country by country basis via the Ipsos Online Panel. The sample was 1000+ in Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Spain and the United States of America. In all other countries the sample was 500+. The precision of Ipsos online polls is 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 Ipsos' use of credibility intervals, please visit the Ipsos website.
- In countries where internet penetration is approximately 60% or higher the data output generally reflects the overall population. Of the 26 countries surveyed online, 16 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, Great Britain and the United States. The 9 remaining countries surveyed – Brazil, Chile, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey - have lower levels of internet connectivity and reflect online populations that tend to be more urban and have higher education/income than the general population.
- Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.
- Data are weighted to match the profile of the population.



## ABOUT IPSOS

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## GAME CHANGERS

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At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” - our tagline - summarises our ambition.

**GAME CHANGERS**

