



# WORLD AFFAIRS

**Citizens in 24 countries assess  
engagement in international affairs  
for a global perspective**

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DR. DARRELL BRICKER

11/26/2019

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# Methodology

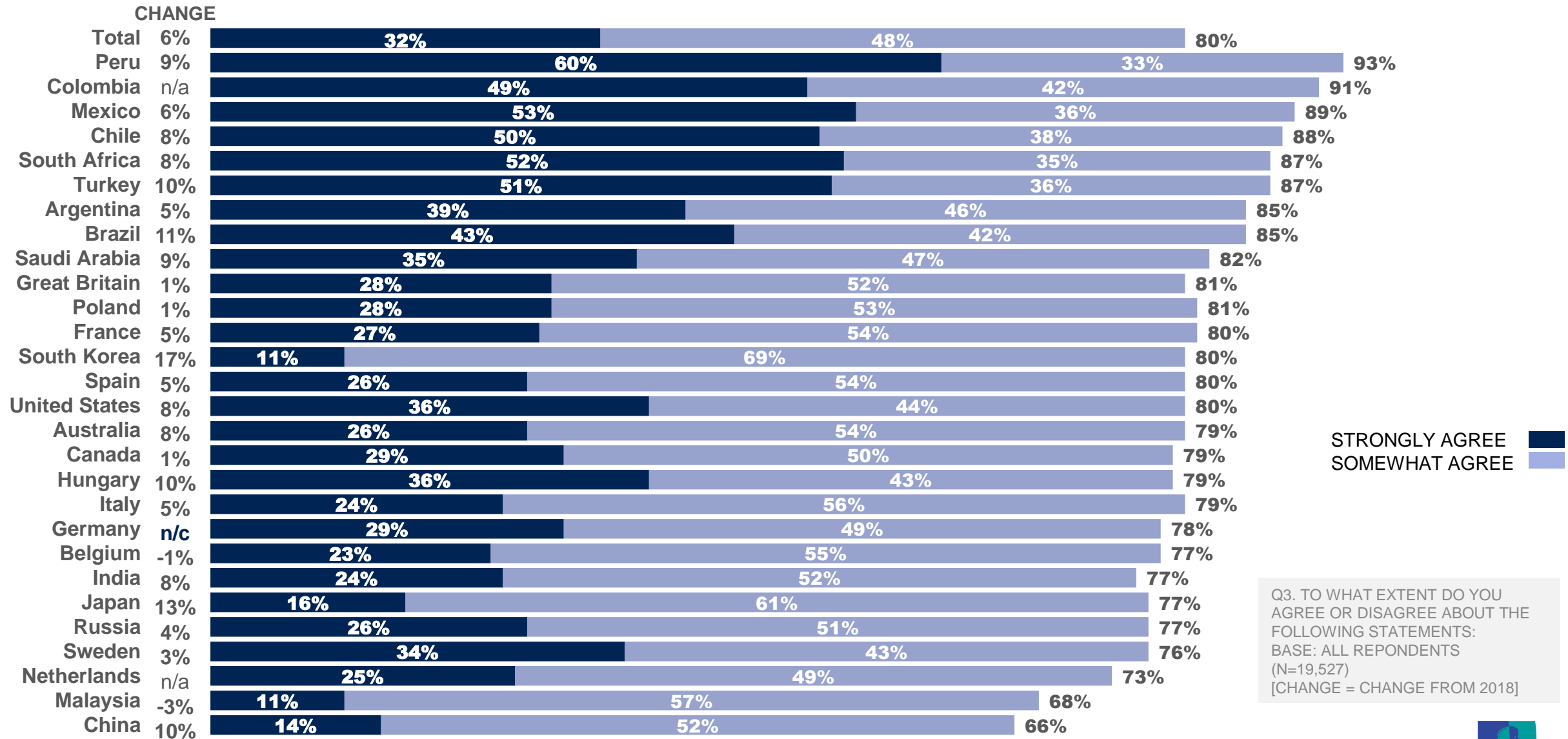
- These are the findings of the *Global Advisor* wave 131, an Ipsos survey conducted between August 23<sup>rd</sup> and September 6<sup>th</sup>, 2019.
- The survey instrument is conducted monthly in 28 countries around the world via the Ipsos Online Panel system.  
The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, Chile, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.
- For the results of the survey presented herein, an international sample of 18,526 adults aged 18-74 in the U.S., South Africa, New Zealand, Turkey and Canada, and age 16-74 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Chile, Colombia, Hungary, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.1 percentage points and of 500 accurate to +/- 4.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.
- 15 of the 28 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Netherlands, Poland, South Korea, Spain, Sweden, and U.S.).
- Brazil, China, Chile, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens. We refer to these respondents as “Upper Deck Consumer Citizens”. They are not nationally representative of their country.

# GLOBAL THREATS ASSESSMENT

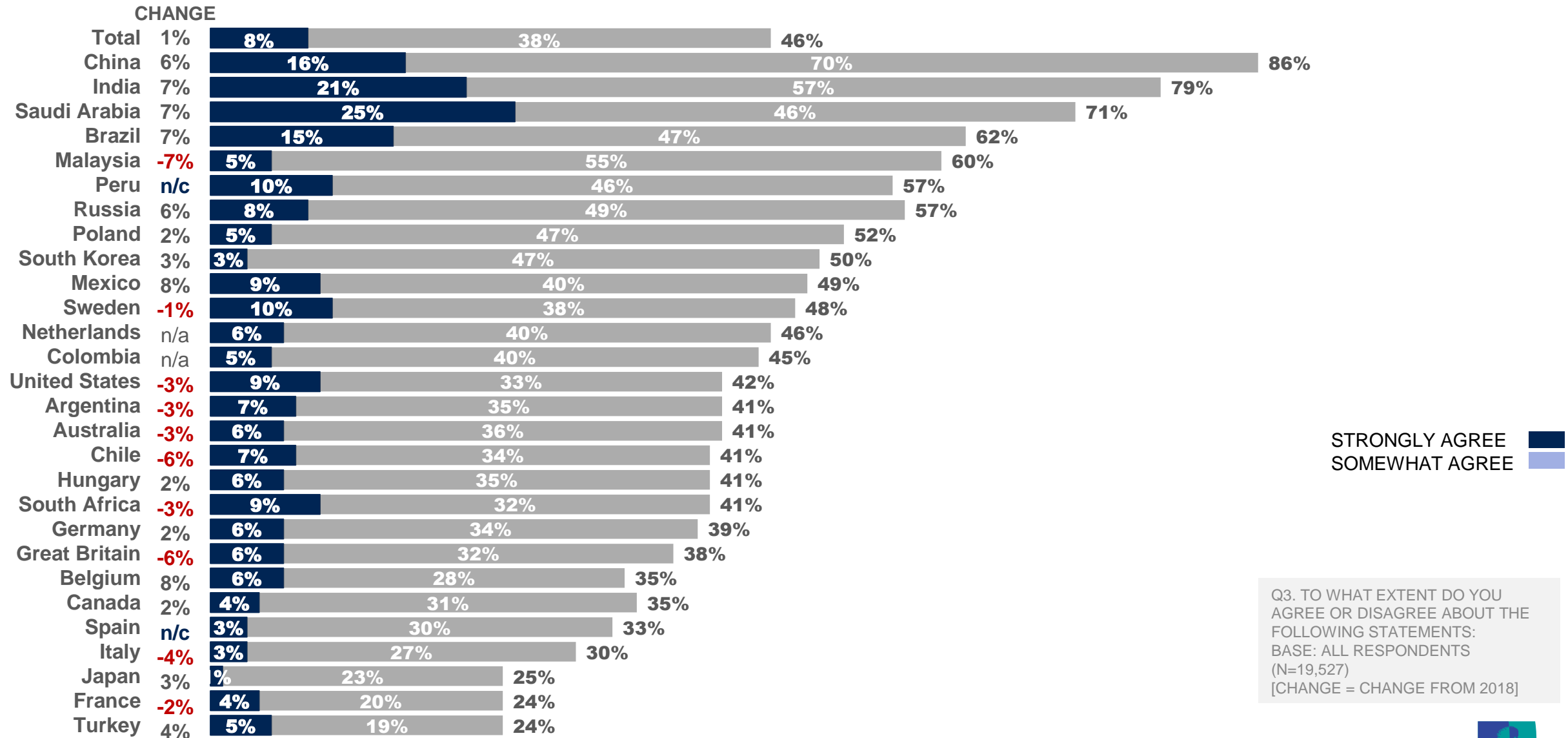
Citizens in 24 countries assess engagement in international affairs for a global perspective

# 1

# Over the last year the world became more dangerous



# When you really think about it, more things are getting better in the world these days than they are getting worse



# Global threat assessment

Very real threat/somewhat real threat

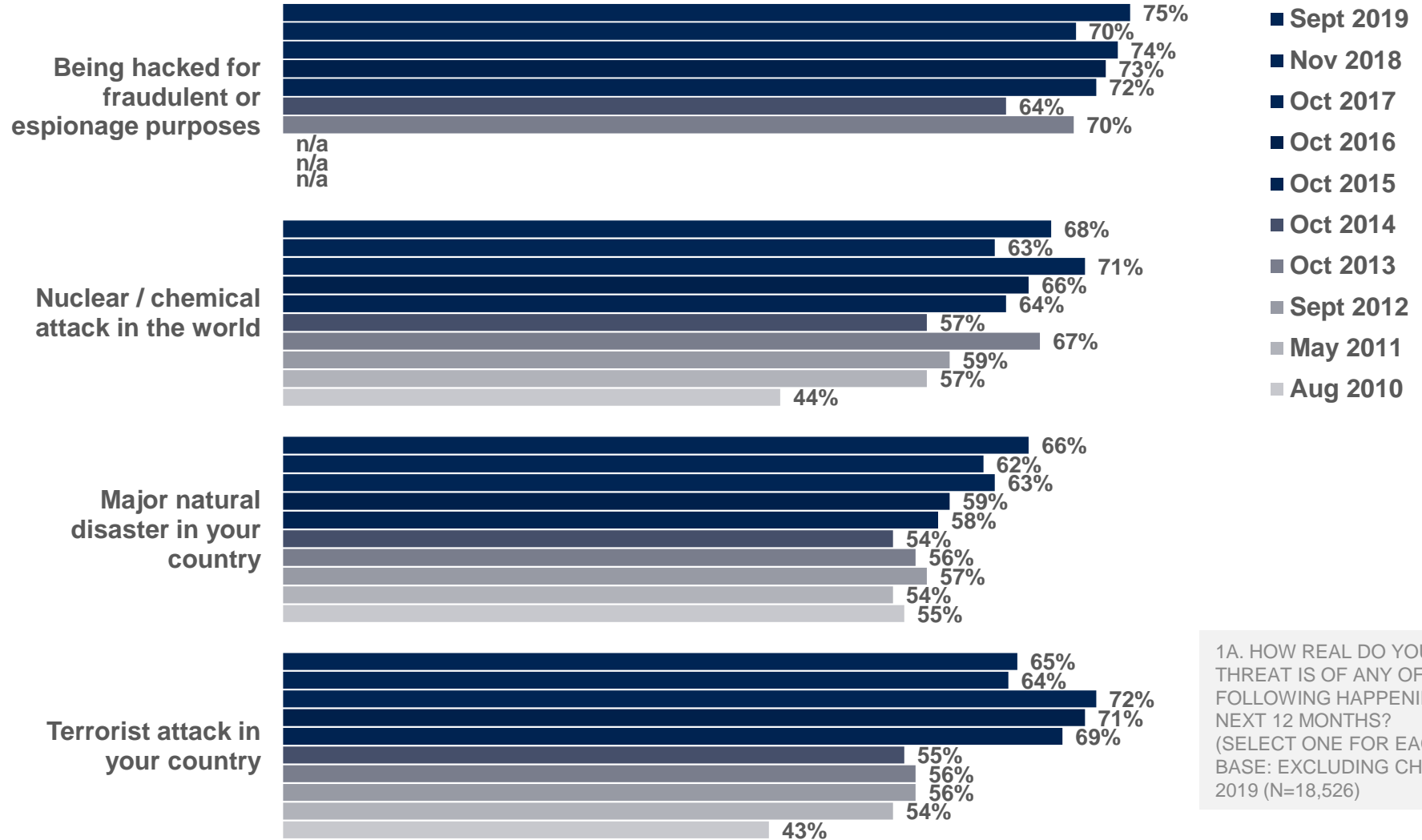
CHANGE FROM					
2018	2017	2016	2015	2014	2010

5% 1% 2% 3% 11% n/a

5% **-3%** 2% 4% 11% 24%

4% 3% 7% 8% 12% 11%

1% **-7%** **-6%** **-4%** 10% 22%



1A. HOW REAL DO YOU FEEL THE THREAT IS OF ANY OF THE FOLLOWING HAPPENING IN THE NEXT 12 MONTHS? (SELECT ONE FOR EACH)  
 BASE: EXCLUDING CHINA 2019 (N=18,526)

\*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.



# Global threat assessment

Very real threat/somewhat real threat

CHANGE FROM					
2018	2017	2016	2015	2014	2010

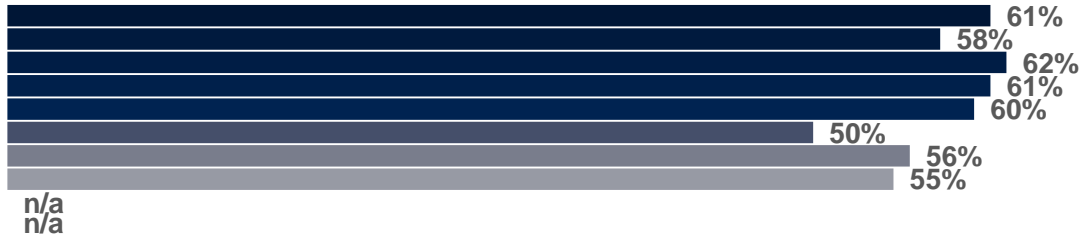
3% -1% n/c 1% 11% n/a

3% n/c n/c n/c 9% n/a

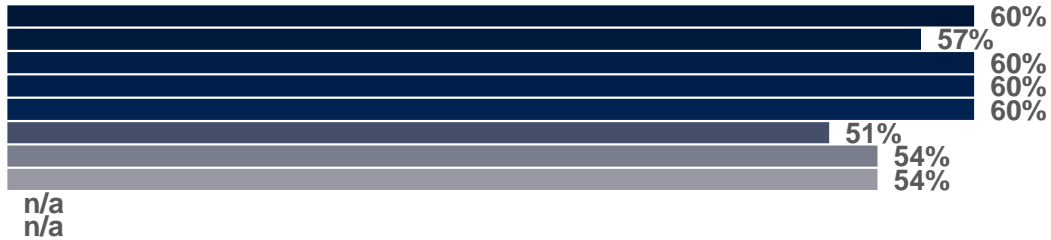
2% -2% n/c -1% -8% 12%

1% -5% -6% -6% -3% 17%

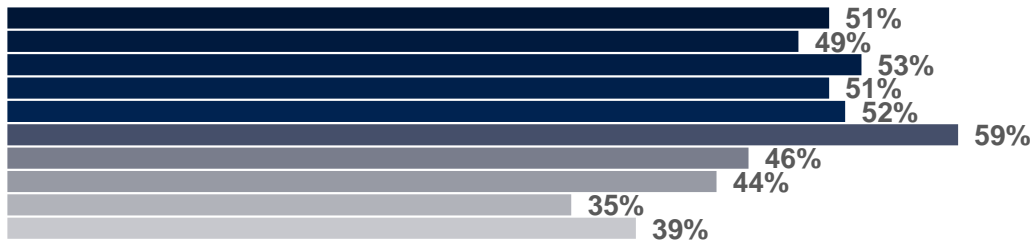
The personal safety and security for you or your family members being violated



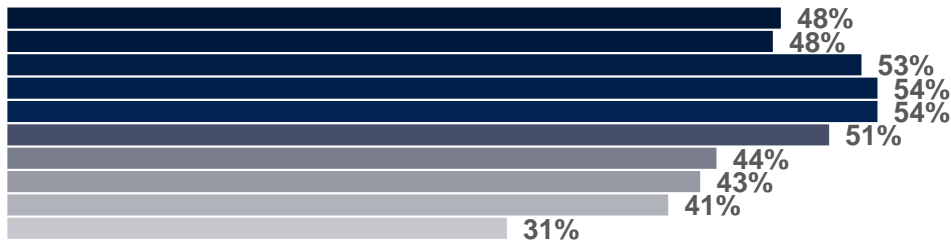
A violent conflict breaking out between ethnic or minority groups in your country



Major health epidemic in your country



Your country entering armed conflict with another country



- Sept 2019
- Nov 2018
- Oct 2017
- Oct 2016
- Oct 2015
- Oct 2014
- Oct 2013
- Sept 2012
- May 2011
- Aug 2010

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# Global threat assessment

Very real threat

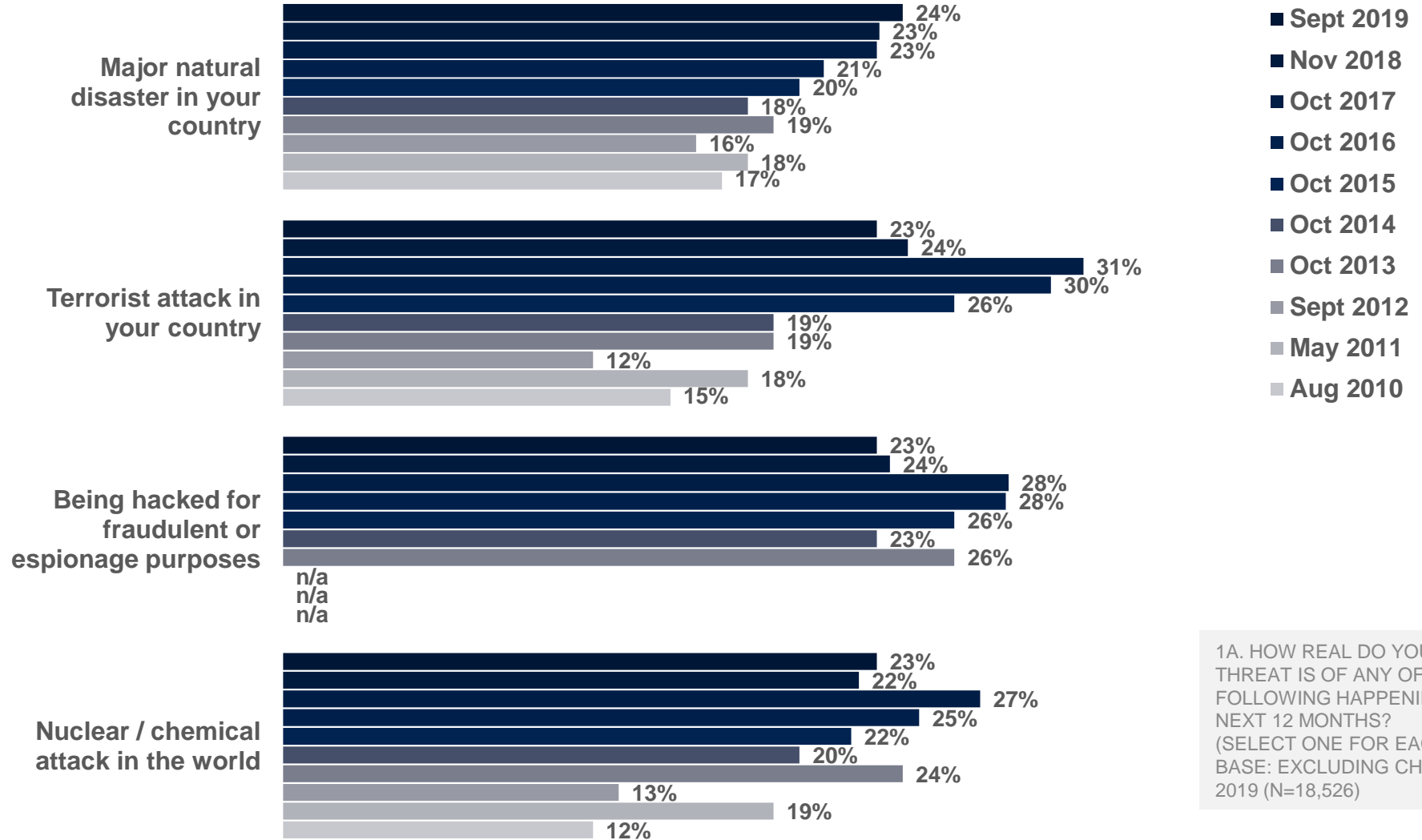
CHANGE FROM					
2018	2017	2016	2015	2014	2010

1% 1% 3% 4% 6% 7%

-1% -8% -7% -3% 4% 8%

n/c -5% -5% -3% n/c n/a

1% -4% -2% 1% 3% 11%



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# Global threat assessment

Very real threat

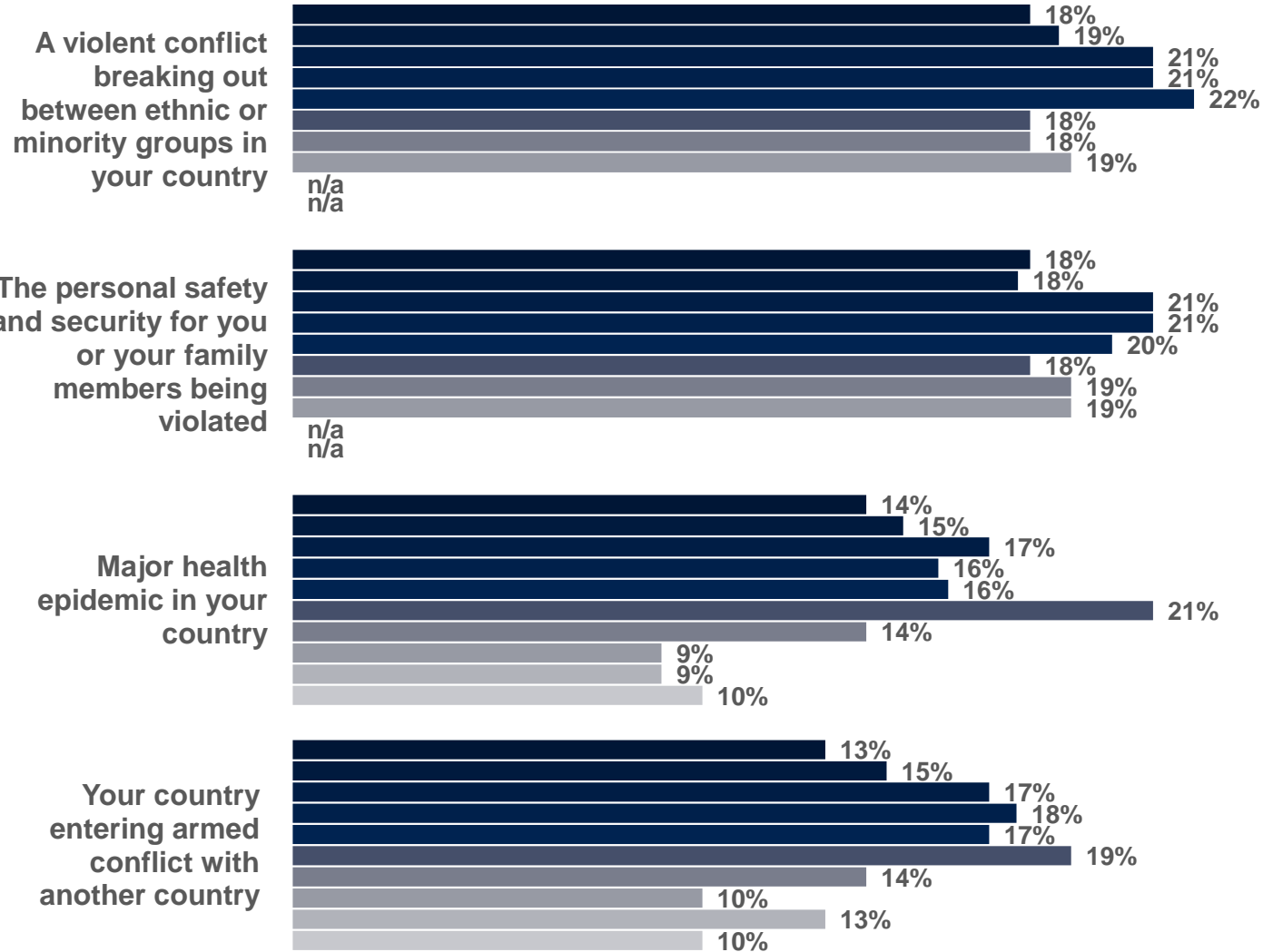
CHANGE FROM					
2018	2017	2016	2015	2014	2010

-1% -3% -3% -4% n/c n/a

n/c -3% -3% -2% n/c n/a

-1% -3% -2% -2% -7% 4%

-2% -4% -5% -4% -6% 3%



- Sept 2019
- Nov 2018
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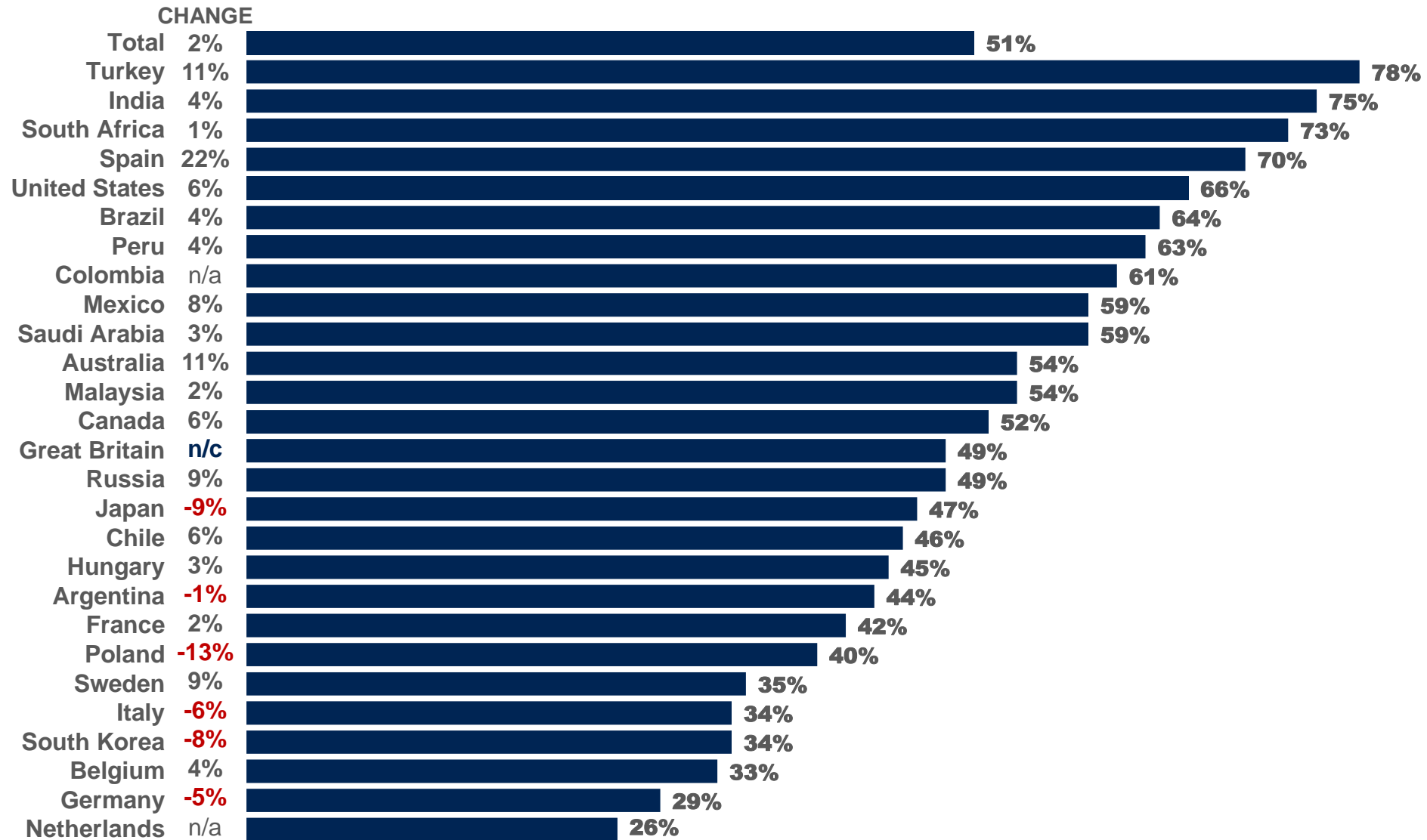
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# A major health epidemic breaking out in your country

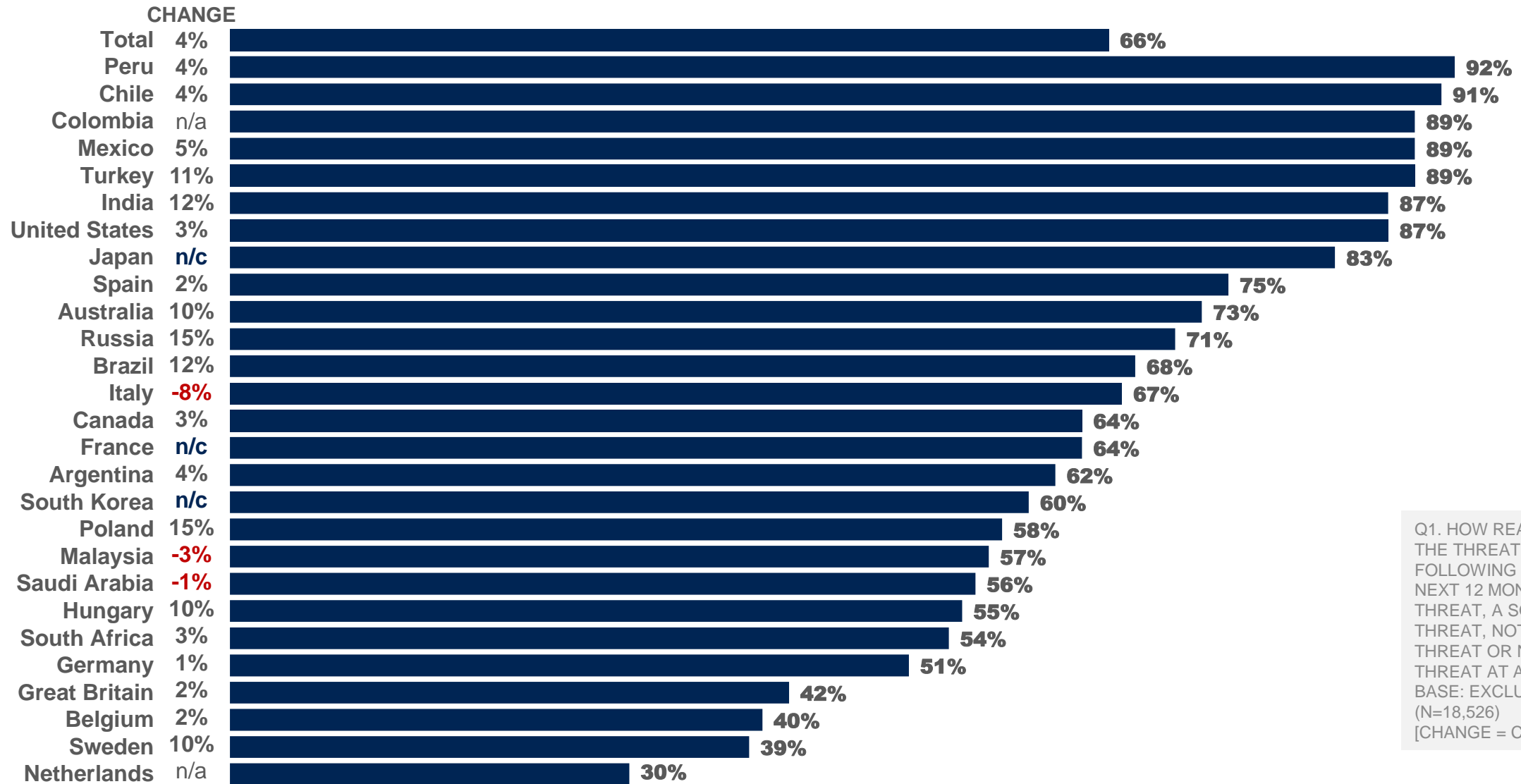
Very real threat/somewhat real threat



Q1. HOW REAL DO YOU FEEL THE THREAT IS OF ANY OF THE FOLLOWING HAPPENING IN THE NEXT 12 MONTHS-A VERY REAL THREAT, A SOMEWHAT REAL THREAT, NOT MUCH OF A REAL THREAT OR NOT A REAL THREAT AT ALL?  
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 [CHANGE = CHANGE FROM 2018]

# A major natural disaster occurring in your country

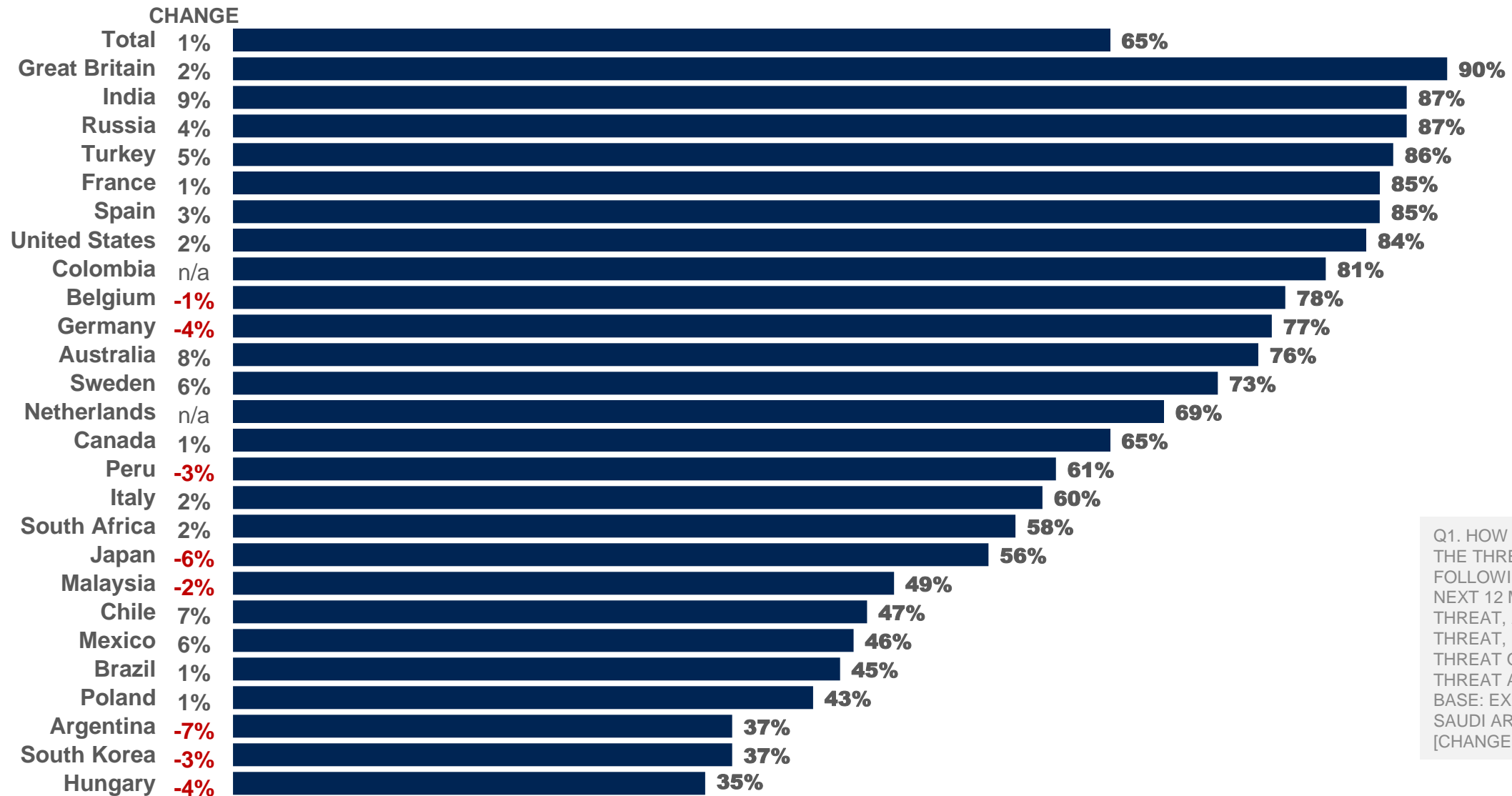
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 [CHANGE = CHANGE FROM 2018]

# A terrorist attack taking place in your country

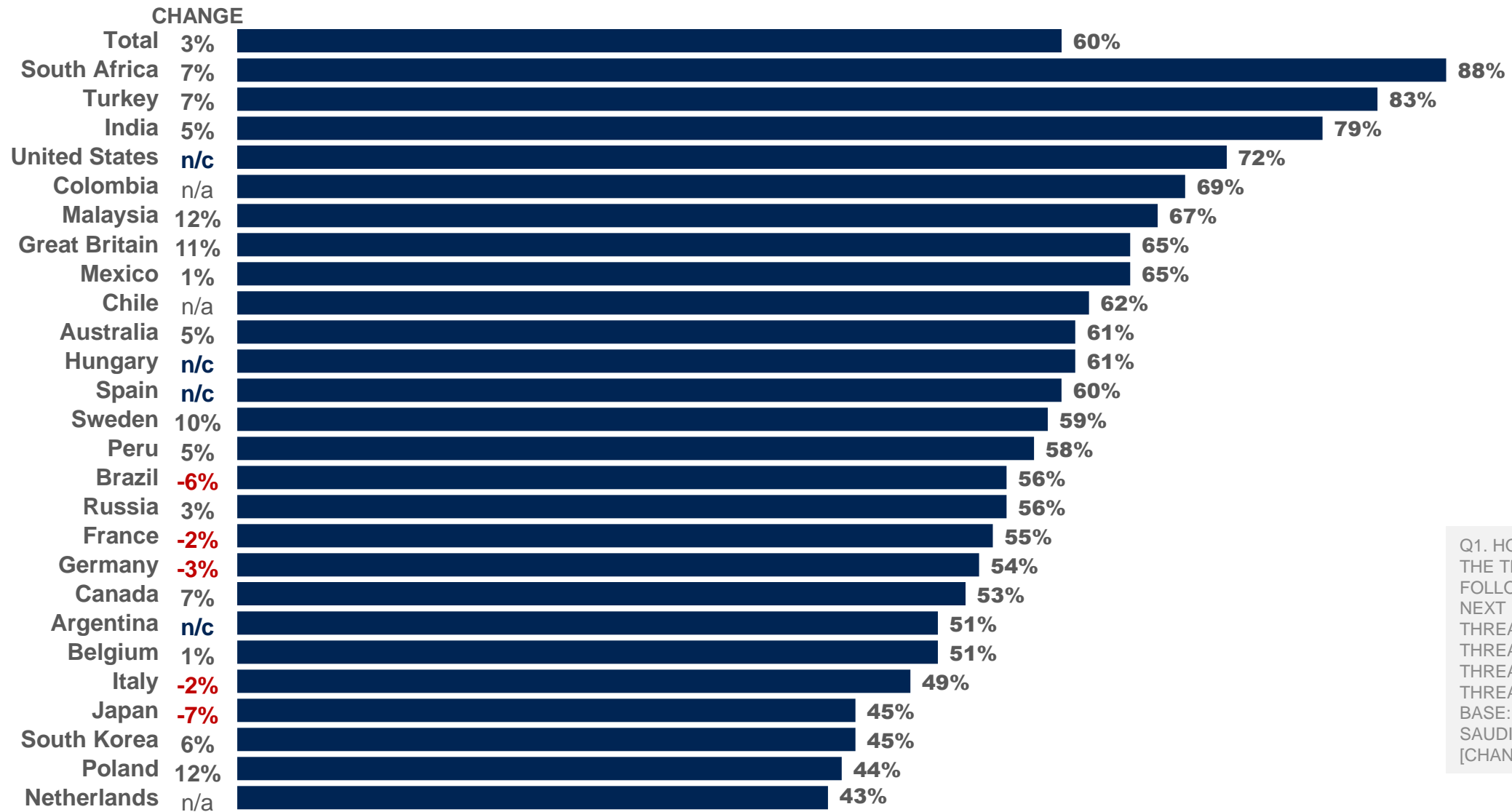
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 BASE: EXCLUDING CHINA AND SAUDI ARABIA (N=18,026)  
 [CHANGE = CHANGE FROM 2018]

# A violent conflict breaking out between ethnic or minority groups in your country

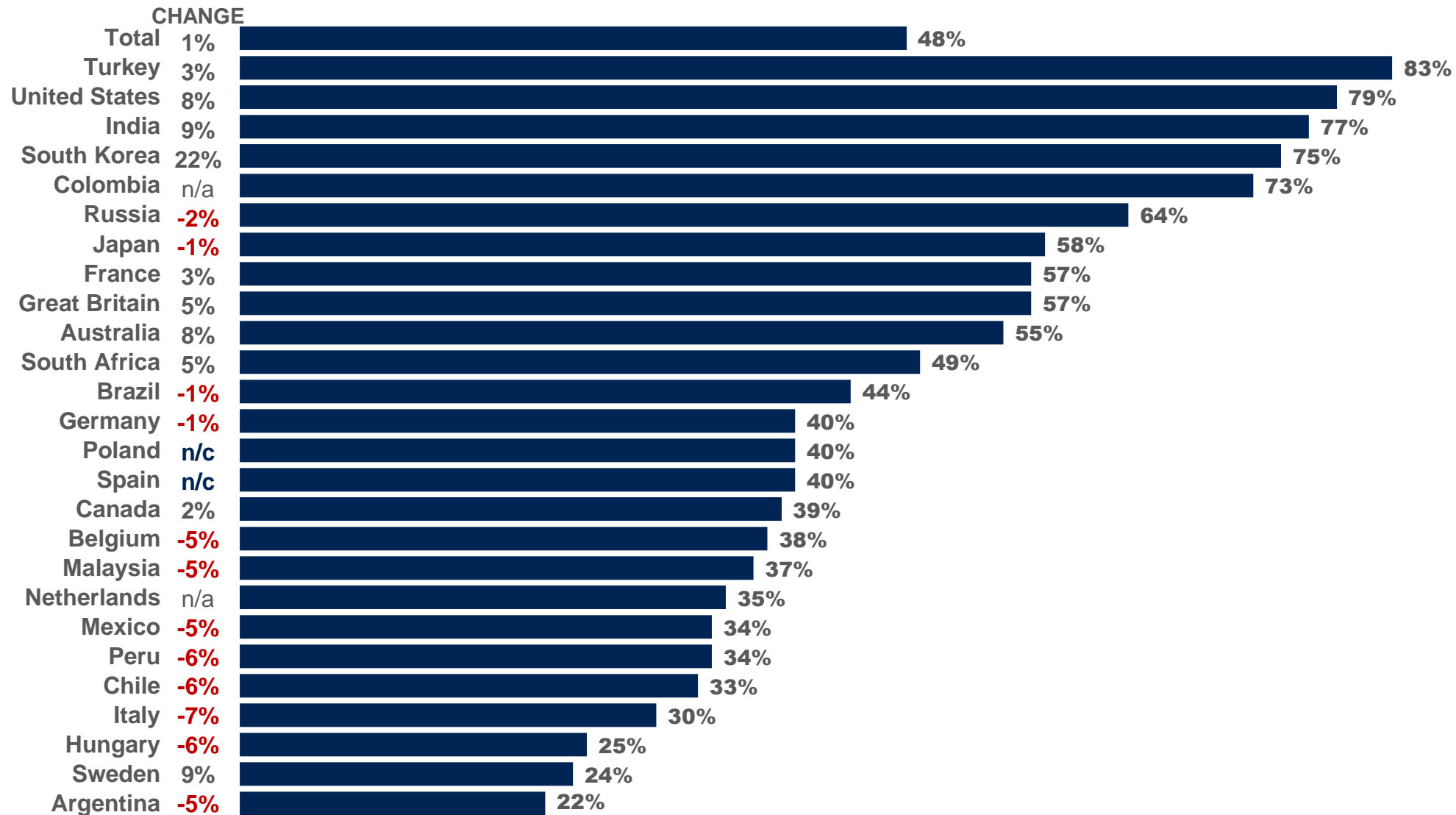
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 BASE: EXCLUDING CHINA AND SAUDI ARABIA (N=18,026)  
 [CHANGE = CHANGE FROM 2018]

# Your country being involved in an armed conflict with another nation

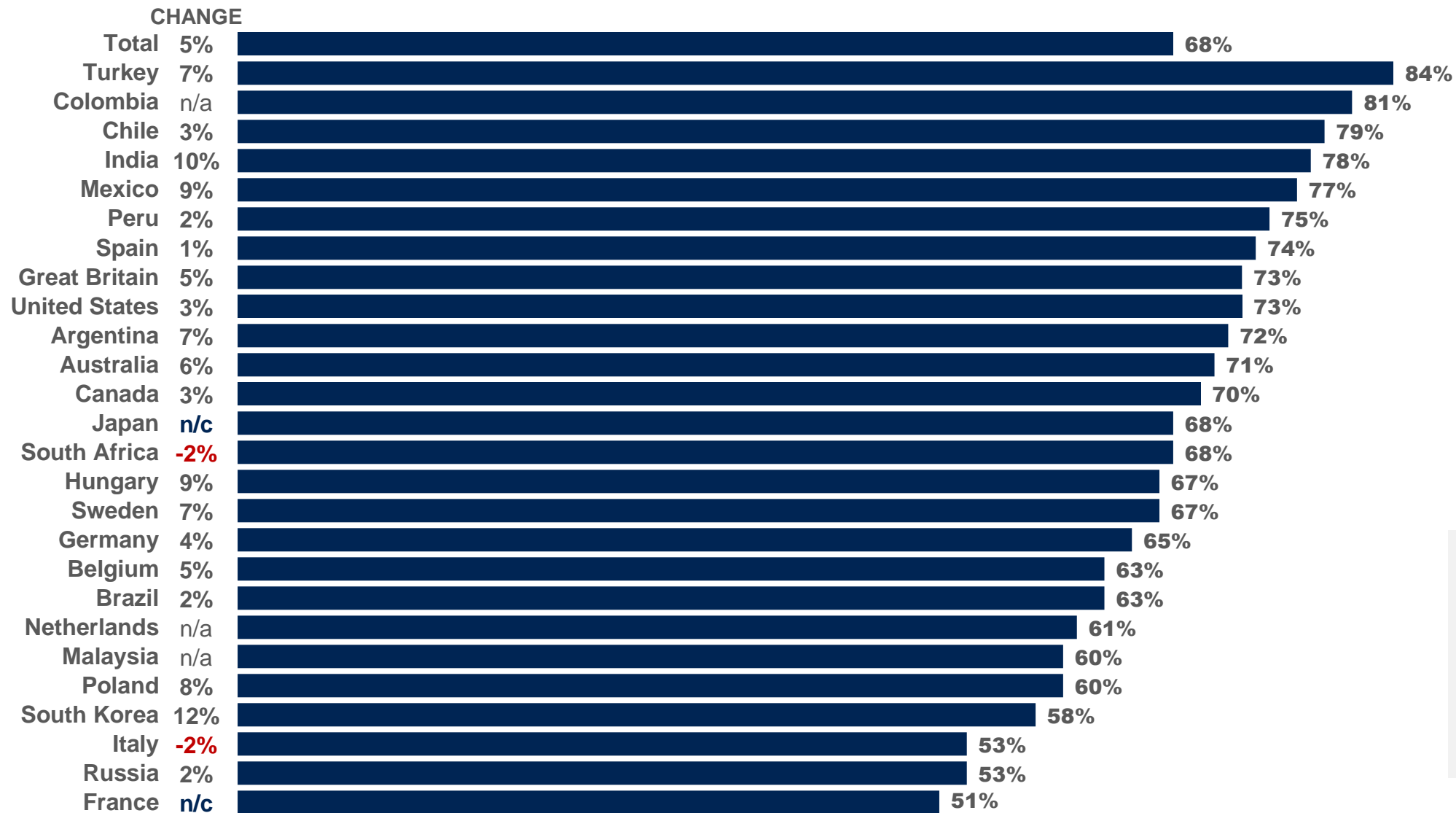
Very real threat/somewhat real threat



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 BASE: EXCLUDING CHINA AND SAUDI ARABIA (N=18,026)  
 [CHANGE = CHANGE FROM 2018]

# A nuclear, biological or chemical attack taking place somewhere in the world

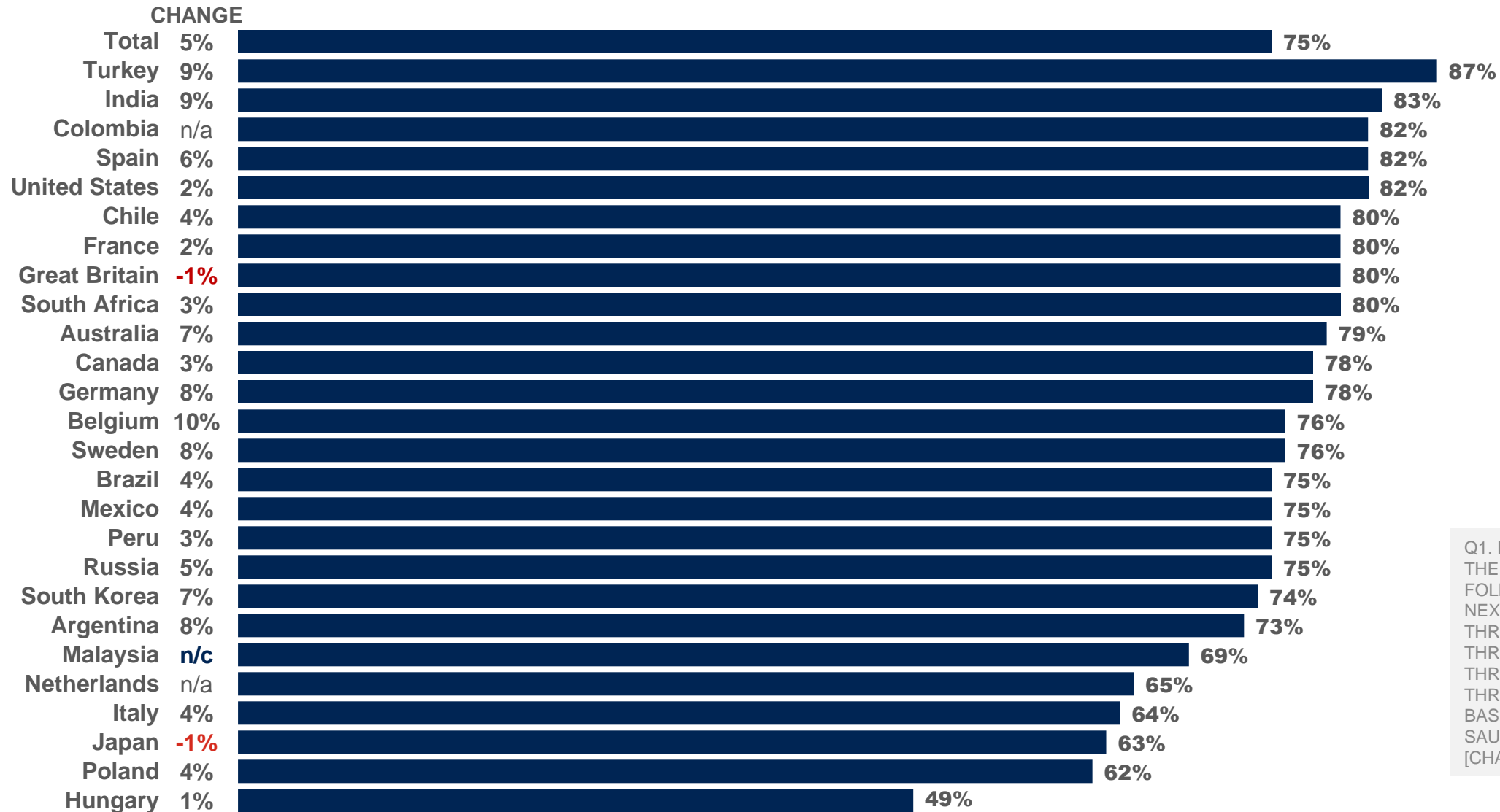
Very real threat/somewhat real threat



Q1. HOW REAL DO YOU FEEL THE THREAT IS OF ANY OF THE FOLLOWING HAPPENING IN THE NEXT 12 MONTHS-A VERY REAL THREAT, A SOMEWHAT REAL THREAT, NOT MUCH OF A REAL THREAT OR NOT A REAL THREAT AT ALL?  
 BASE: EXCLUDING CHINA AND SAUDI ARABIA (N=18,026)  
 [CHANGE = CHANGE FROM 2018]

# Being hacked for fraudulent or espionage purposes

Very real threat/somewhat real threat

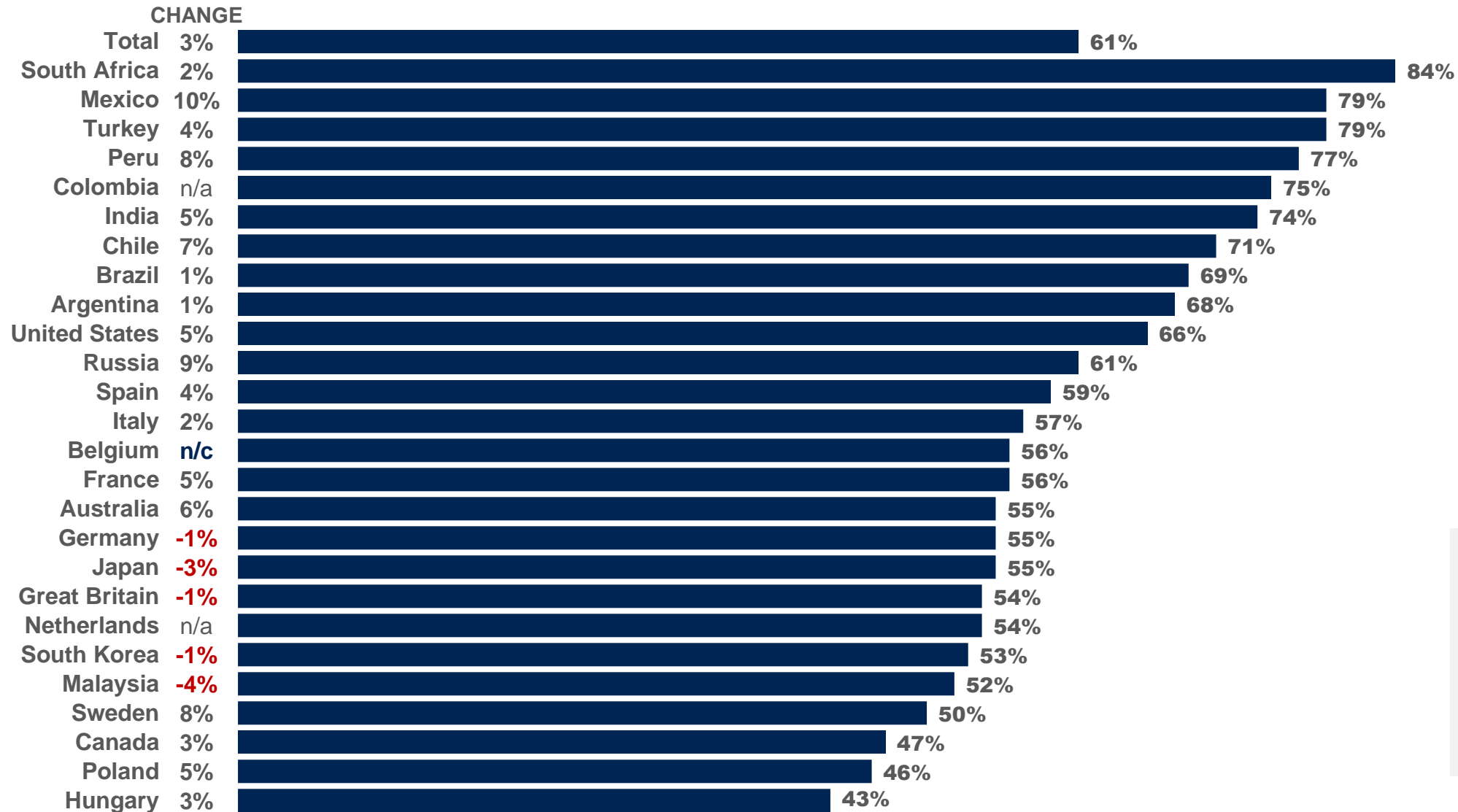


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 BASE: EXCLUDING CHINA AND SAUDI ARABIA (N=18,026)  
 [CHANGE = CHANGE FROM 2018]



# The personal safety and security for you and your family members being violated

Very real threat/somewhat real threat



Q1. HOW REAL DO YOU FEEL THE THREAT IS OF ANY OF THE FOLLOWING HAPPENING IN THE NEXT 12 MONTHS-A VERY REAL THREAT, A SOMEWHAT REAL THREAT, NOT MUCH OF A REAL THREAT OR NOT A REAL THREAT AT ALL?  
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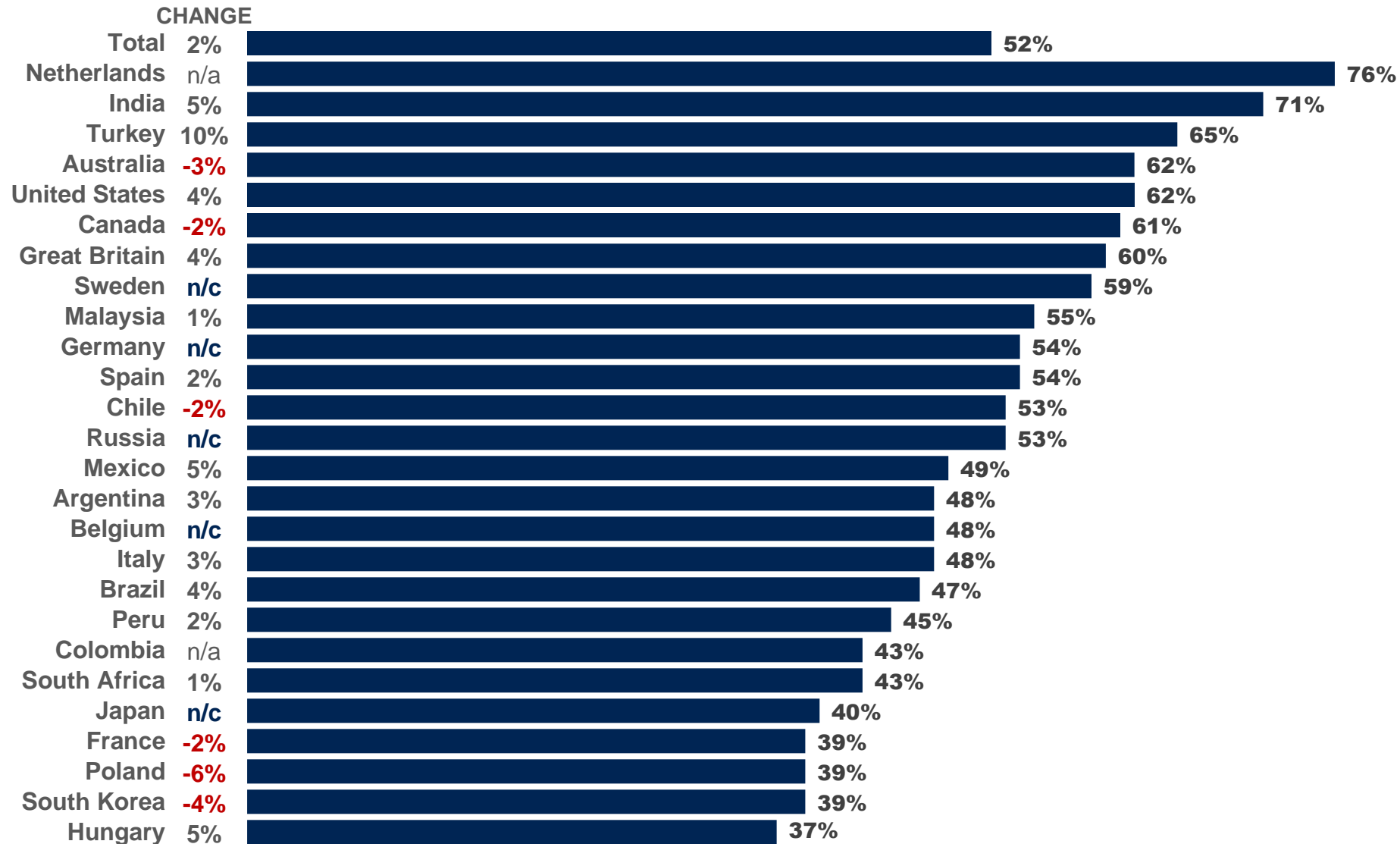
# THREAT CONFIDENCE

Citizens in 24 countries assess engagement in international affairs for a global perspective

# 2

# A major health epidemic breaking out in your country

Very confident/somewhat confident

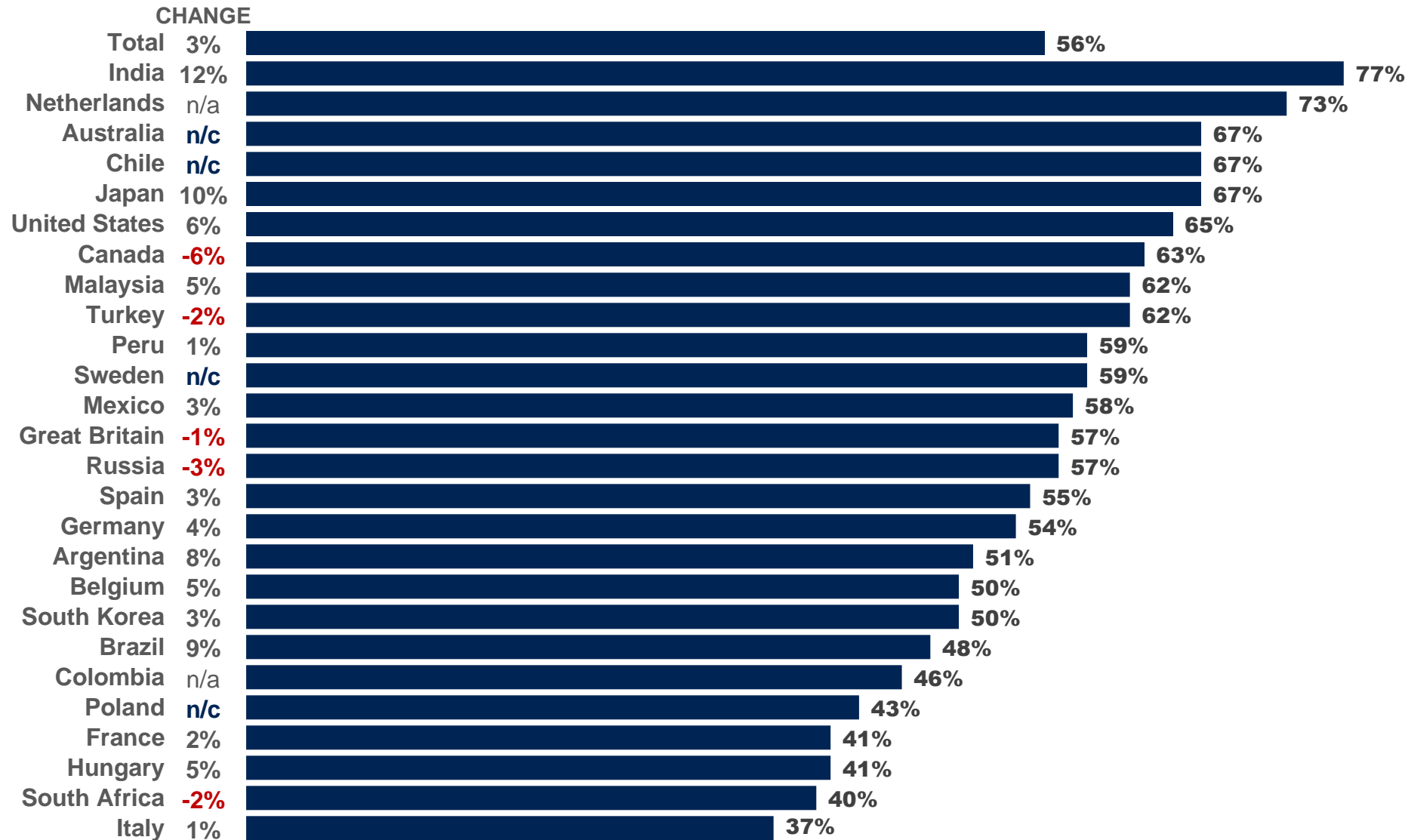


Q.2. AND, IF ANY OF THE FOLLOWING WERE TO HAPPEN IN THE NEXT 12 MONTHS, HOW CONFIDENT ARE YOU THAT THE APPROPRIATE LEVELS OF SECURITY AND PROTECTION COULD BE PROVIDED BY YOUR GOVERNMENT OR ITS AGENCIES COULD RESPOND EFFECTIVELY TO?

BASE: EXCLUDING CHINA AND SAUDI ARABIA (N=18,026)  
[CHANGE = CHANGE FROM 2018]

# A major natural disaster occurring in your country

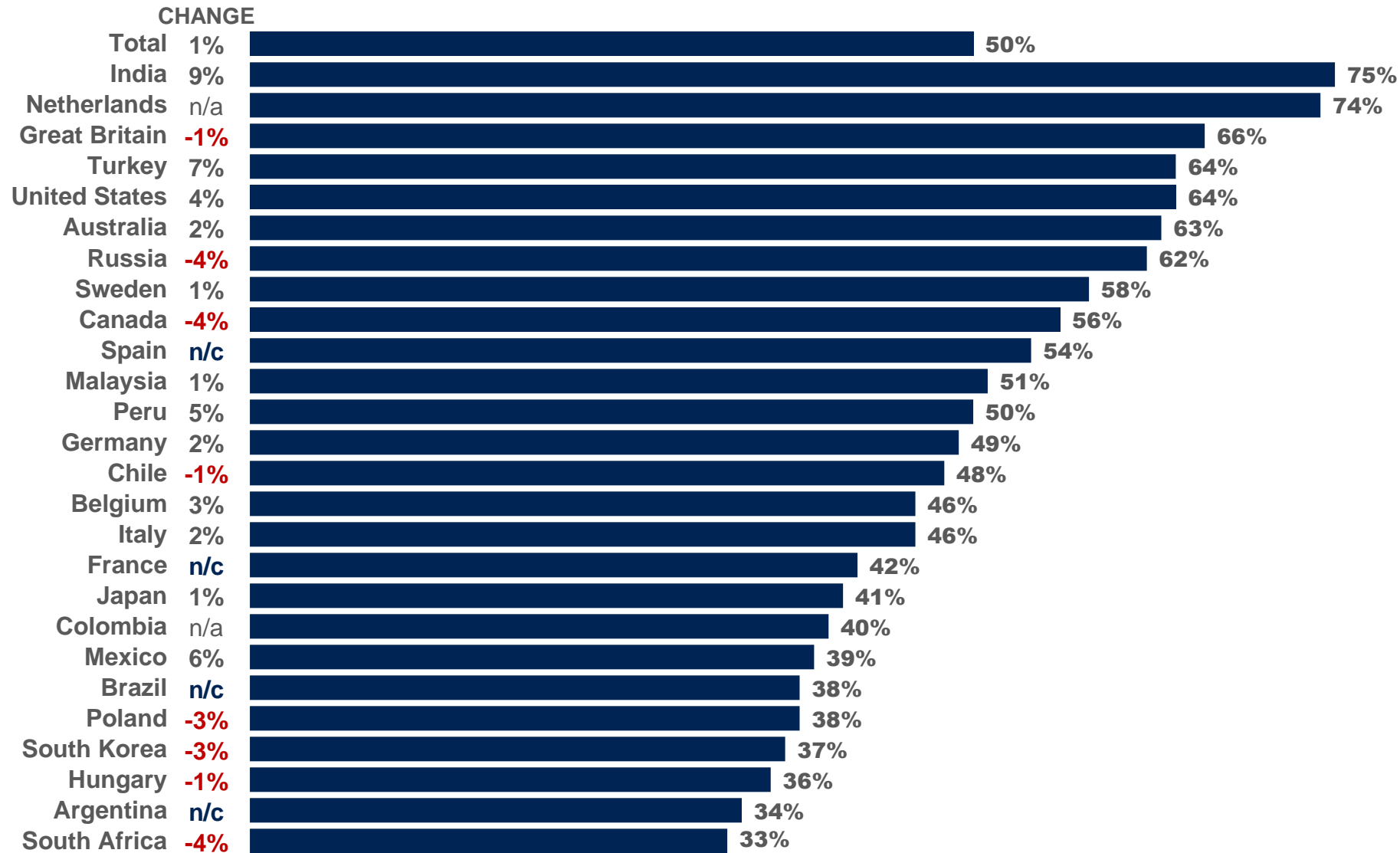
Very confident/somewhat confident



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 [CHANGE = CHANGE FROM 2018]

# A terrorist attack taking place in your country

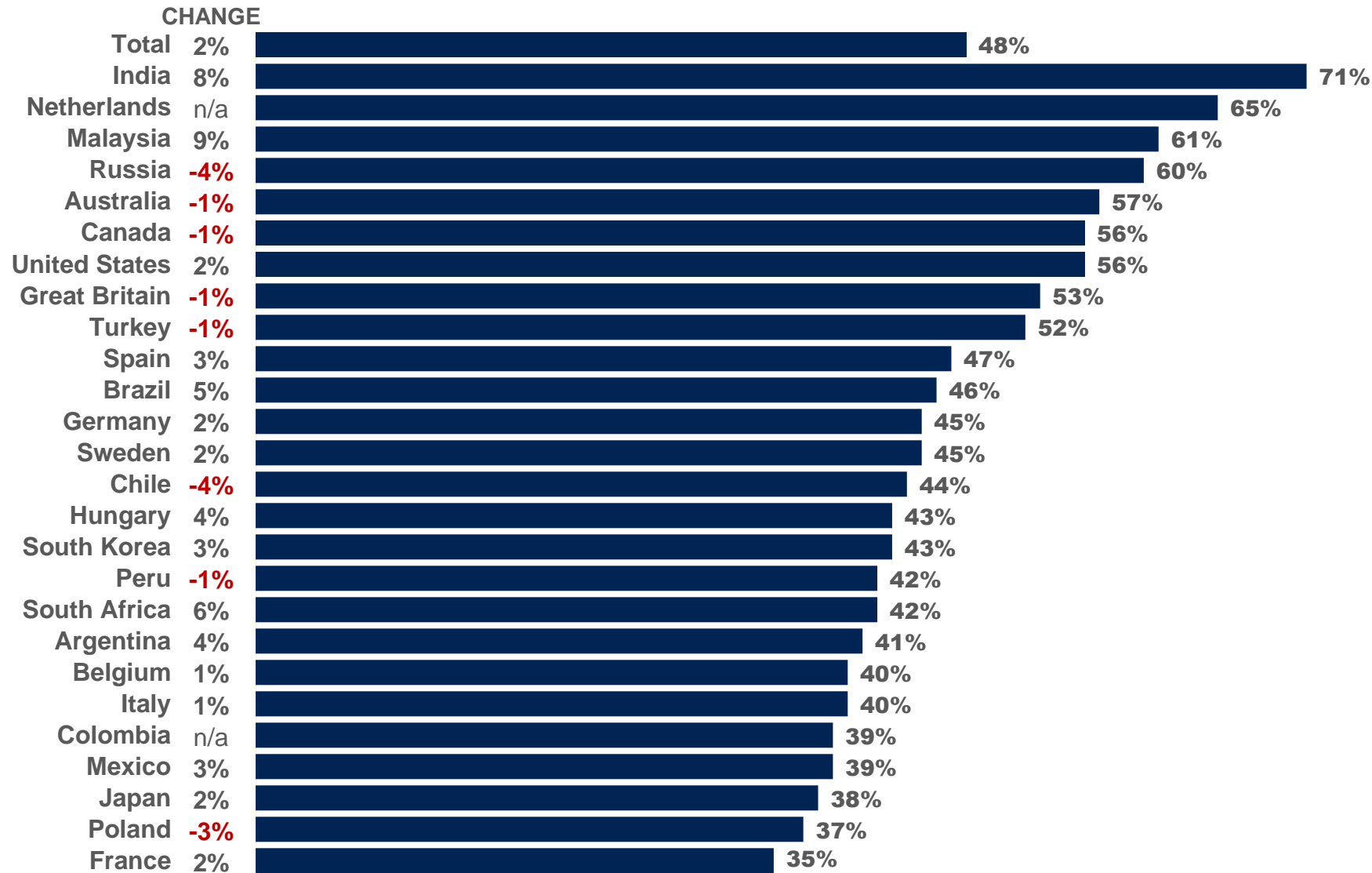
Very confident/somewhat confident



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 BASE: EXCLUDING CHINA AND SAUDI ARABIA (N=18,026)  
 [CHANGE = CHANGE FROM 2018]

# A violent conflict breaking out between ethnic or minority groups in your country

Very confident/somewhat confident

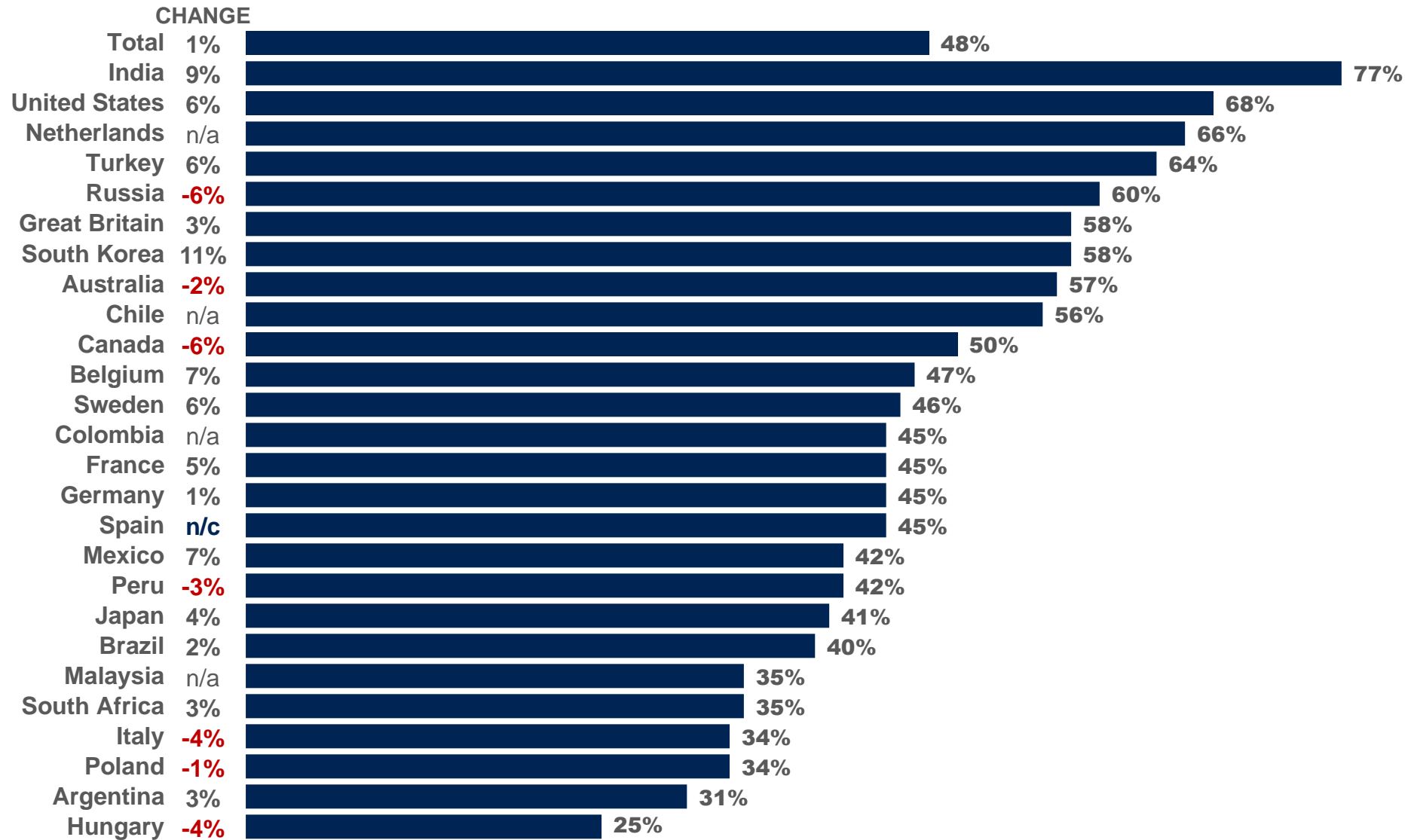


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BASE: EXCLUDING CHINA AND SAUDI ARABIA (N=18,026)  
[CHANGE = CHANGE FROM 2018]

# Your country being involved in an armed conflict with another nation

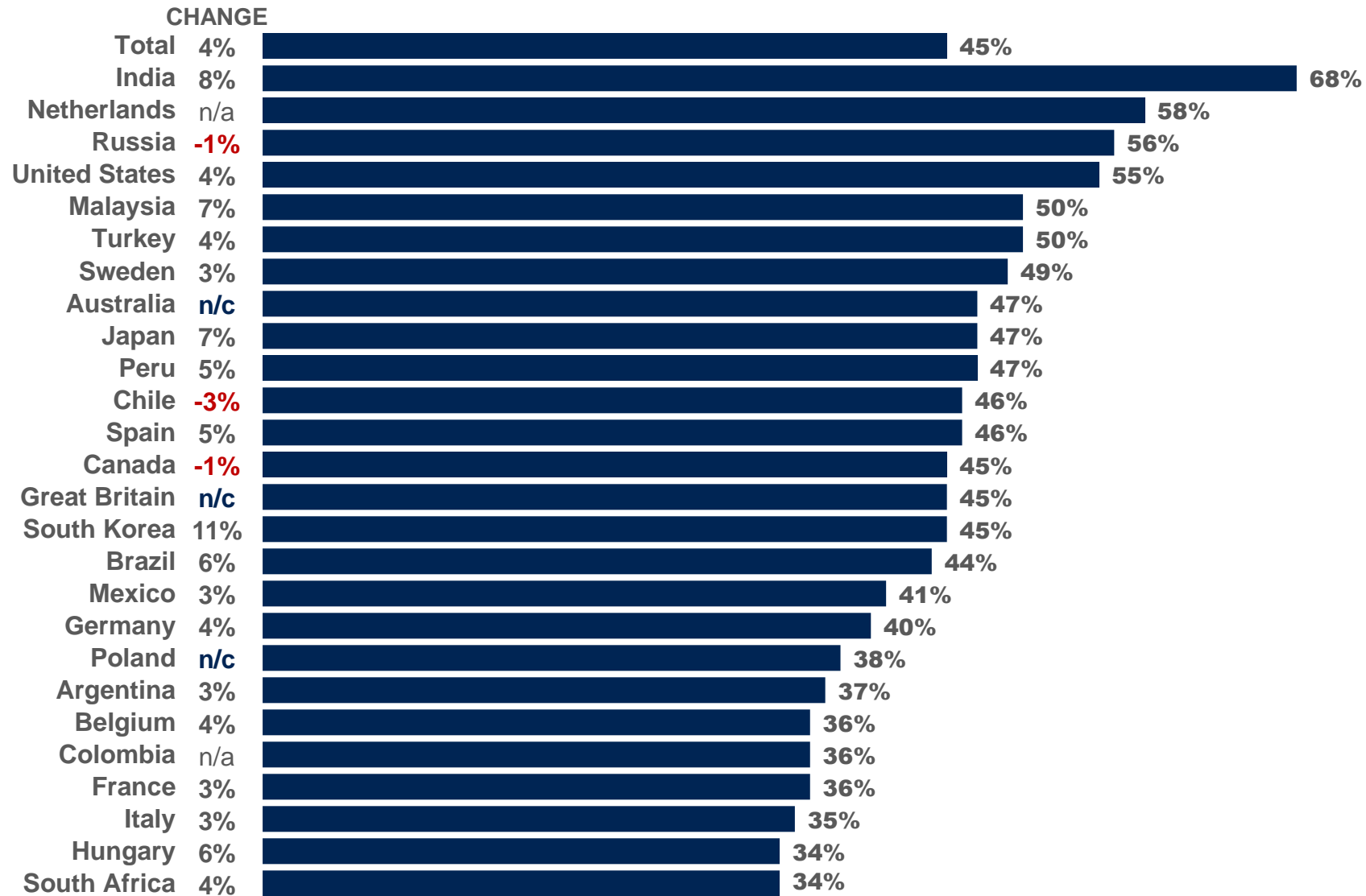
Very confident/somewhat confident



Q.2. AND, IF ANY OF THE FOLLOWING WERE TO HAPPEN IN THE NEXT 12 MONTHS, HOW CONFIDENT ARE YOU THAT THE APPROPRIATE LEVELS OF SECURITY AND PROTECTION COULD BE PROVIDED BY YOUR GOVERNMENT OR ITS AGENCIES COULD RESPOND EFFECTIVELY TO?  
 BASE: EXCLUDING CHINA AND SAUDI ARABIA (N=18,026)  
 [CHANGE = CHANGE FROM 2018]

# A nuclear, biological or chemical attack taking place somewhere in the world

Very confident/somewhat confident



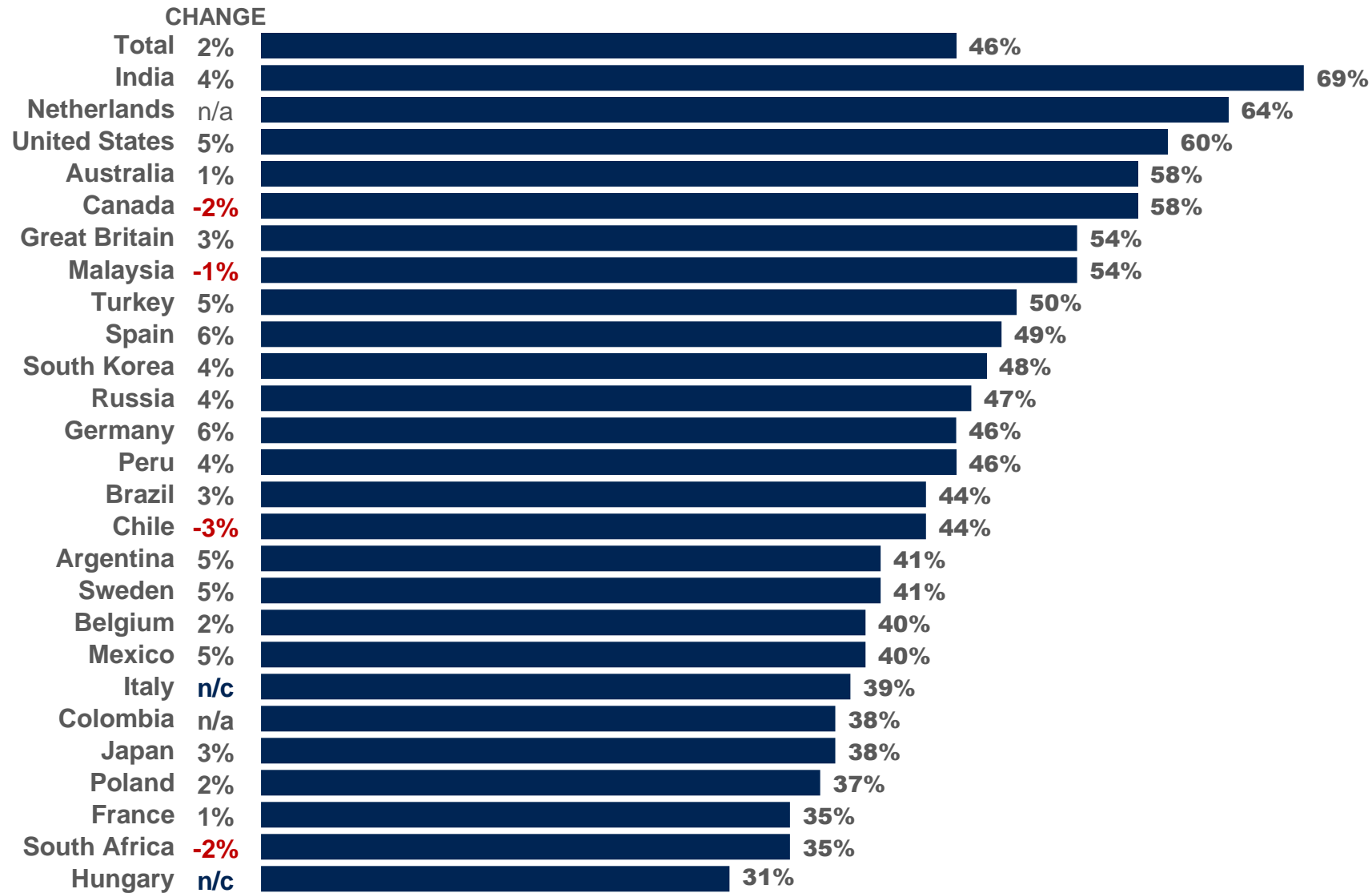
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BASE: EXCLUDING CHINA AND SAUDI ARABIA (N=18,026)  
[CHANGE = CHANGE FROM 2018]



# The personal safety and security of you or your family being violated

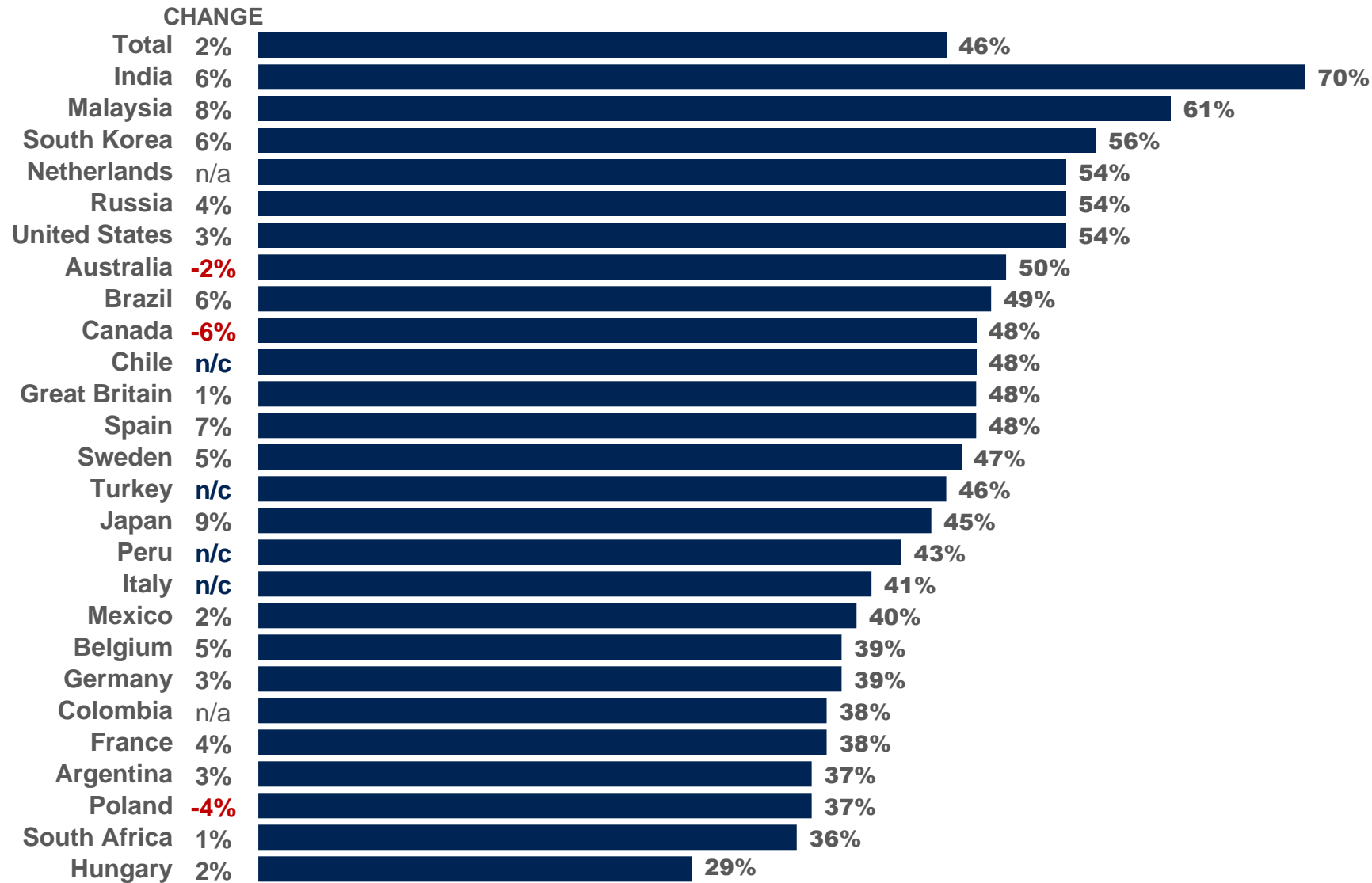
Very confident/somewhat confident



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 BASE: EXCLUDING CHINA AND SAUDI ARABIA (N=18,026)  
 [CHANGE = CHANGE FROM 2018]

# Hacking into your public, private or personal info system for fraudulent or espionage purposes

Very confident/somewhat confident



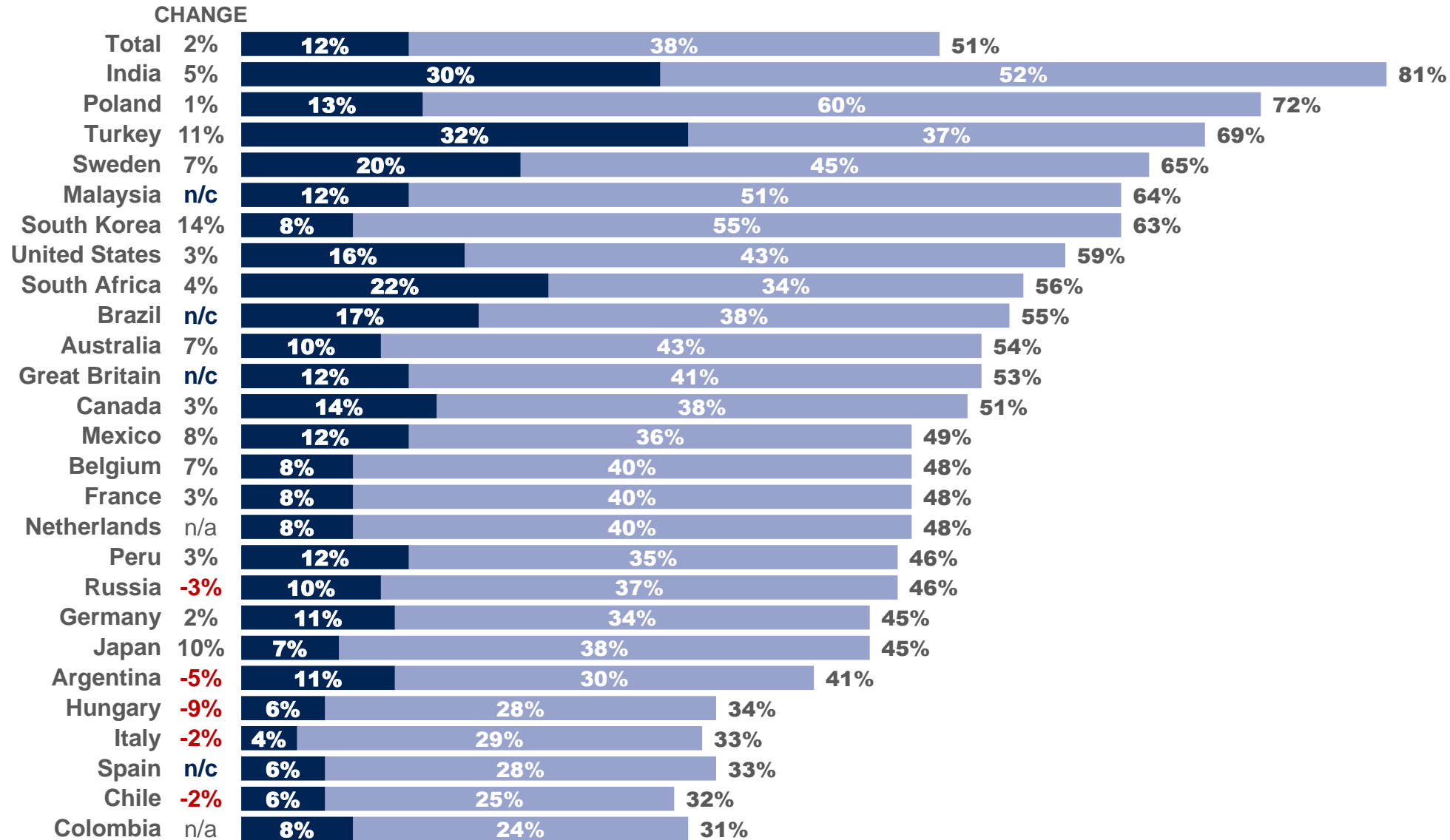
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 BASE: EXCLUDING CHINA AND SAUDI ARABIA (N=18,026)  
 [CHANGE = CHANGE FROM 2018]

# Global gap between priority of threat and level of preparation

Threat | Confident

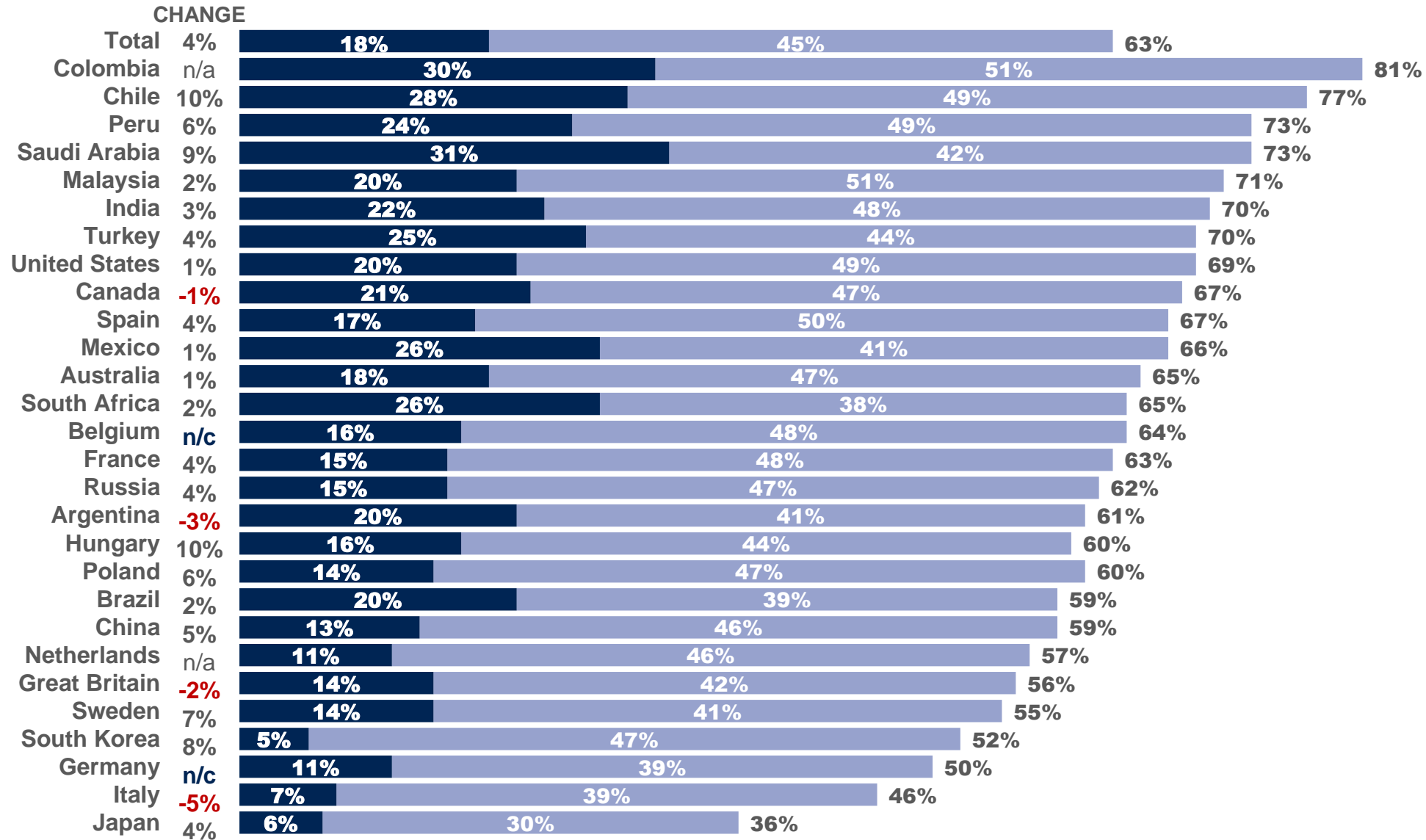
<b>GLOBAL</b>	<b>GAP*</b>	<b>Change from 2018</b>
• Some person, organization or country hacking into either your public, private or personal information system for fraudulent or espionage purposes	<b>-29%</b>	<b>-3%</b>
• A nuclear, biological or chemical attack taking place somewhere in the world	<b>-23%</b>	<b>-1%</b>
• A terrorist attack taking place in your country	<b>-15%</b>	<b>0%</b>
• The personal safety and security for you or your family members being violated	<b>-15%</b>	<b>-1%</b>
• A violent conflict breaking out between ethnic or minority groups in your country	<b>-12%</b>	<b>-1%</b>
• A major natural disaster occurring in your country**	<b>-8%</b>	<b>1%</b>
• Your country being involved in an armed conflict with another nation	<b>0%</b>	<b>1%</b>
• A major health epidemic breaking out in your country**	<b>3%</b>	<b>2%</b>

# Given global dangers, my government needs to spend more on my country's military



Q3. TO WHAT EXTENT DO YOU AGREE OR DISAGREE ABOUT THE FOLLOWING STATEMENTS:  
BASE: EXCLUDING CHINA AND SAUDI ARABIA RESPONDENTS  
(N=18,026)  
[CHANGE = CHANGE FROM 2018]

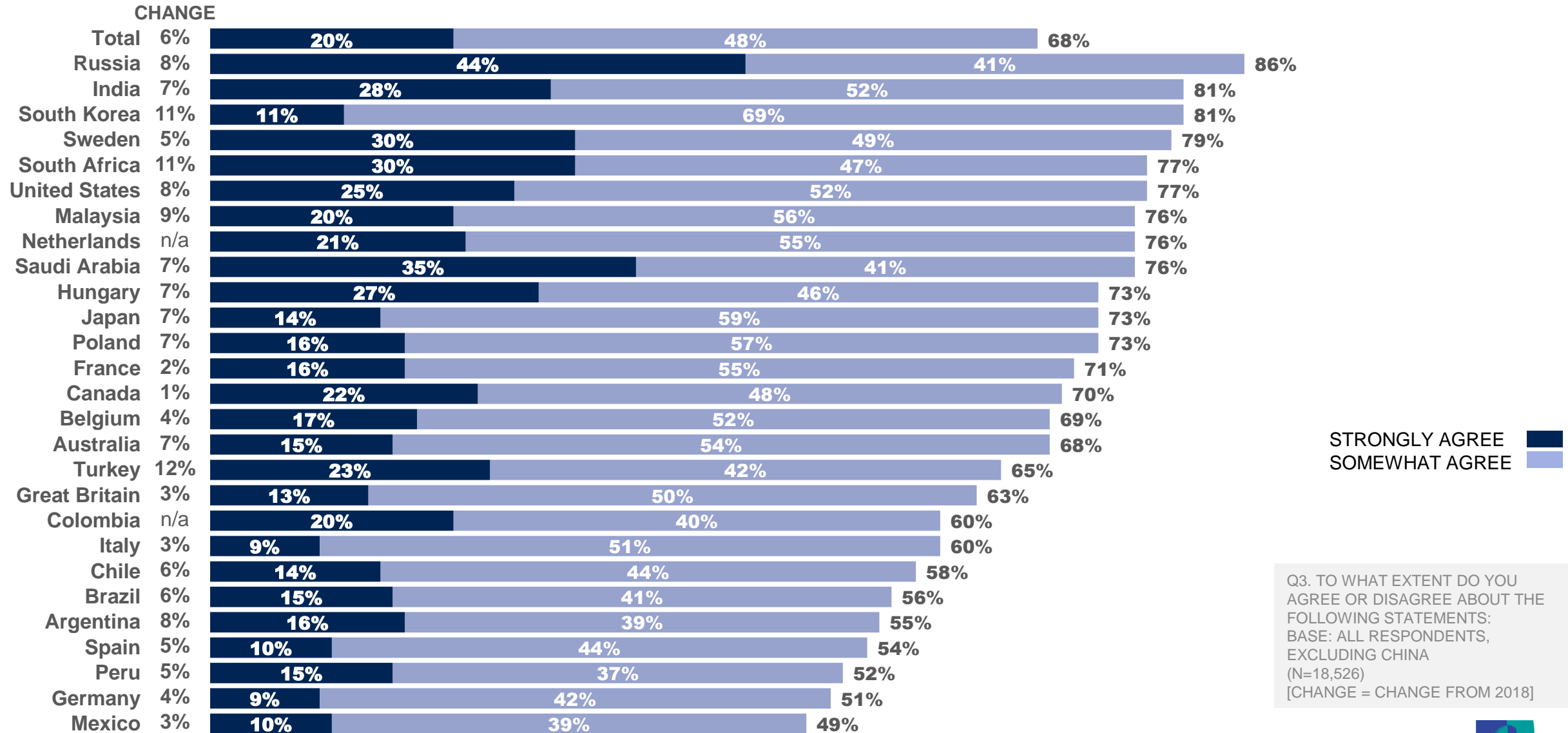
# I expect in the next 25 years we could see another world conflict involving superpowers similar to World Wars I & II



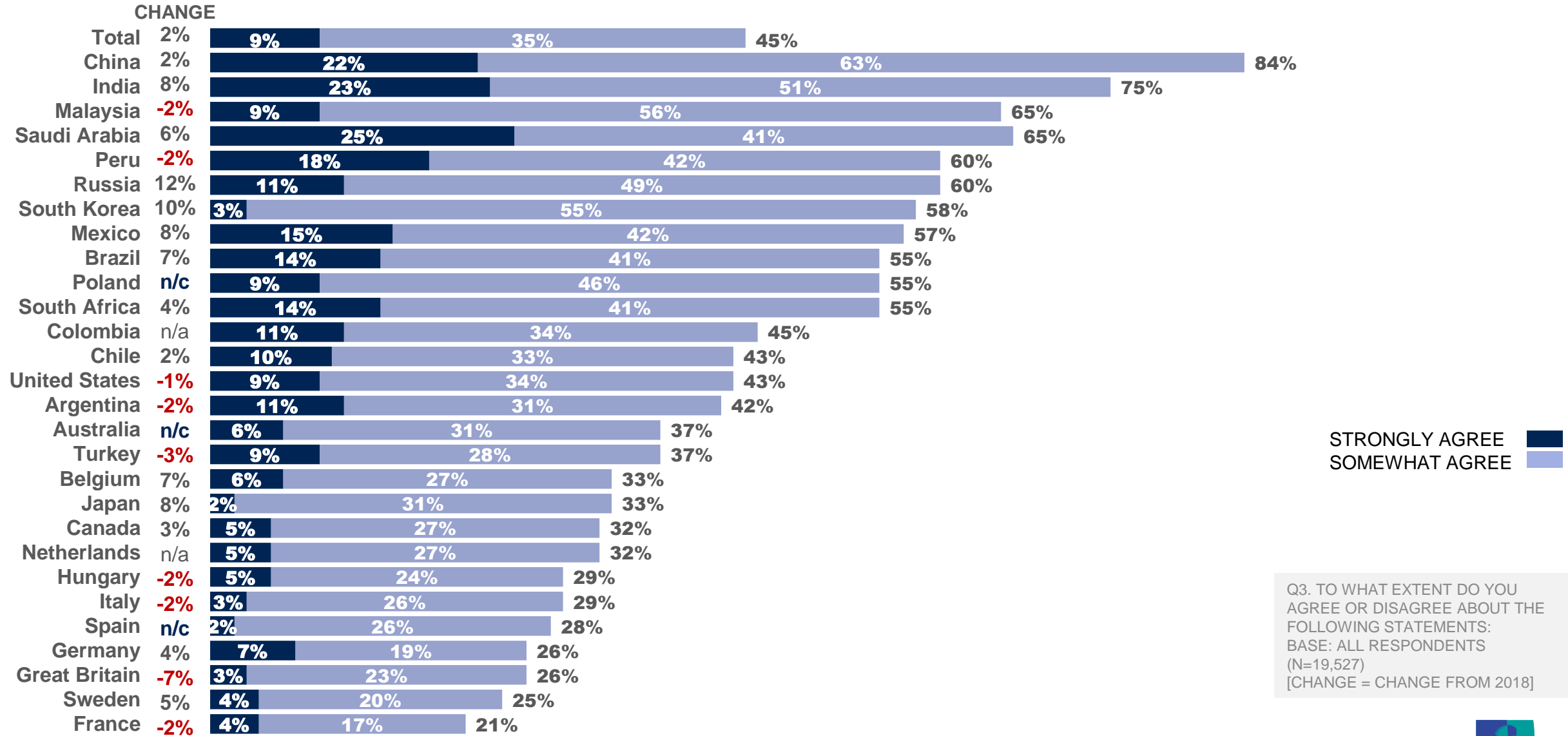
STRONGLY AGREE  
SOMEWHAT AGREE

Q3. TO WHAT EXTENT DO YOU AGREE OR DISAGREE ABOUT THE FOLLOWING STATEMENTS:  
BASE: ALL RESPONDENTS  
(N=19,527)  
[CHANGE = CHANGE FROM 2018]

# If one country attacks another online, such as hacking into critical infrastructure like the power grid, it is reasonable to treat it as an act of war



# Most countries are doing what is appropriate and reasonable to fight climate change



# Thank you



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**Toronto, Ontario, Canada M4W 1B9**

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November 2019



# About Ipsos

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“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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[www.ipsos.com](http://www.ipsos.com)

# Game Changers

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In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**