

# WHAT WORRIES THE WORLD

An Ipsos Global Advisor survey

June 2020



GAME CHANGERS



# WHAT WORRIES THE WORLD: INTRODUCTION

Ipsos' *What Worries the World* survey tracks public opinion on the most important social and political issues across 27 countries today, drawing on 10 years of data to place the latest scores in context.

This document presents:

1. The headline findings
2. Our right track/wrong track indicator
3. The top 5 worries – which countries are most concerned?

Full breakdowns of findings for **each country** and for **each issue** are also available on [www.ipsos.com](http://www.ipsos.com)

Please contact [Teodros.Gebrekal@ipsos.com](mailto:Teodros.Gebrekal@ipsos.com) for more information.

# WORLD WORRIES

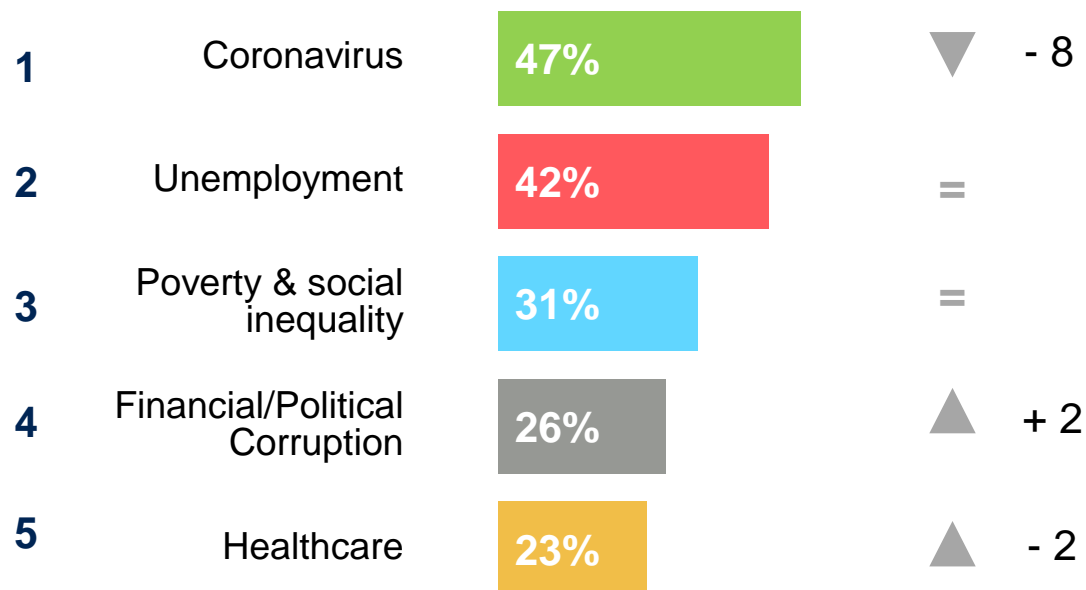
An overview of the results from June 2020

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# WORLD SUMMARY: JUNE 2020

Coronavirus is the #1 concern worldwide for the third consecutive month, although it is not quite as dominant as previously

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



## Headline findings

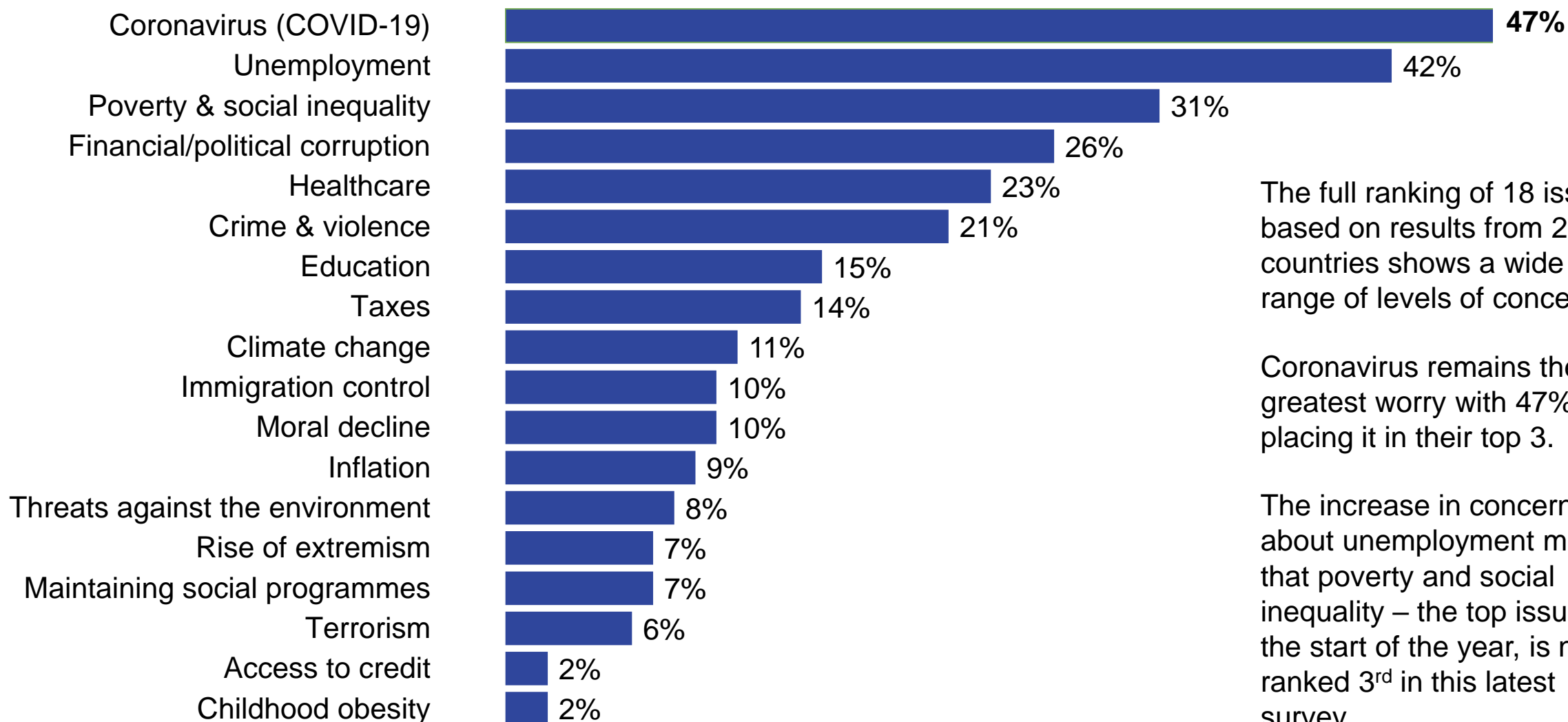
- **47% of respondents worldwide** select COVID-19 as one of the main issues of concern in their country:
  - This is down from **55%** in May and **63%** in April.
  - Coronavirus is however the #1 issue in 13 of 27 countries
- **Unemployment** concern remains unchanged from last month at 42% - and is at the **highest level since February 2015**.
- Of the countries where COVID-19 is not the top concern this month, eight of these had **unemployment** instead. The latest switching from COVID-19 to unemployment are France and Israel.

Source: Ipsos Global Advisor

Base: 18,497 adults in 27 countries, May 22<sup>nd</sup> 2020 – June 5<sup>th</sup> 2020.



# WORLD WORRIES: THE FULL LIST



The full ranking of 18 issues based on results from 27 countries shows a wide range of levels of concern.

Coronavirus remains the greatest worry with 47% placing it in their top 3.

The increase in concern about unemployment means that poverty and social inequality – the top issue at the start of the year, is now ranked 3<sup>rd</sup> in this latest survey.

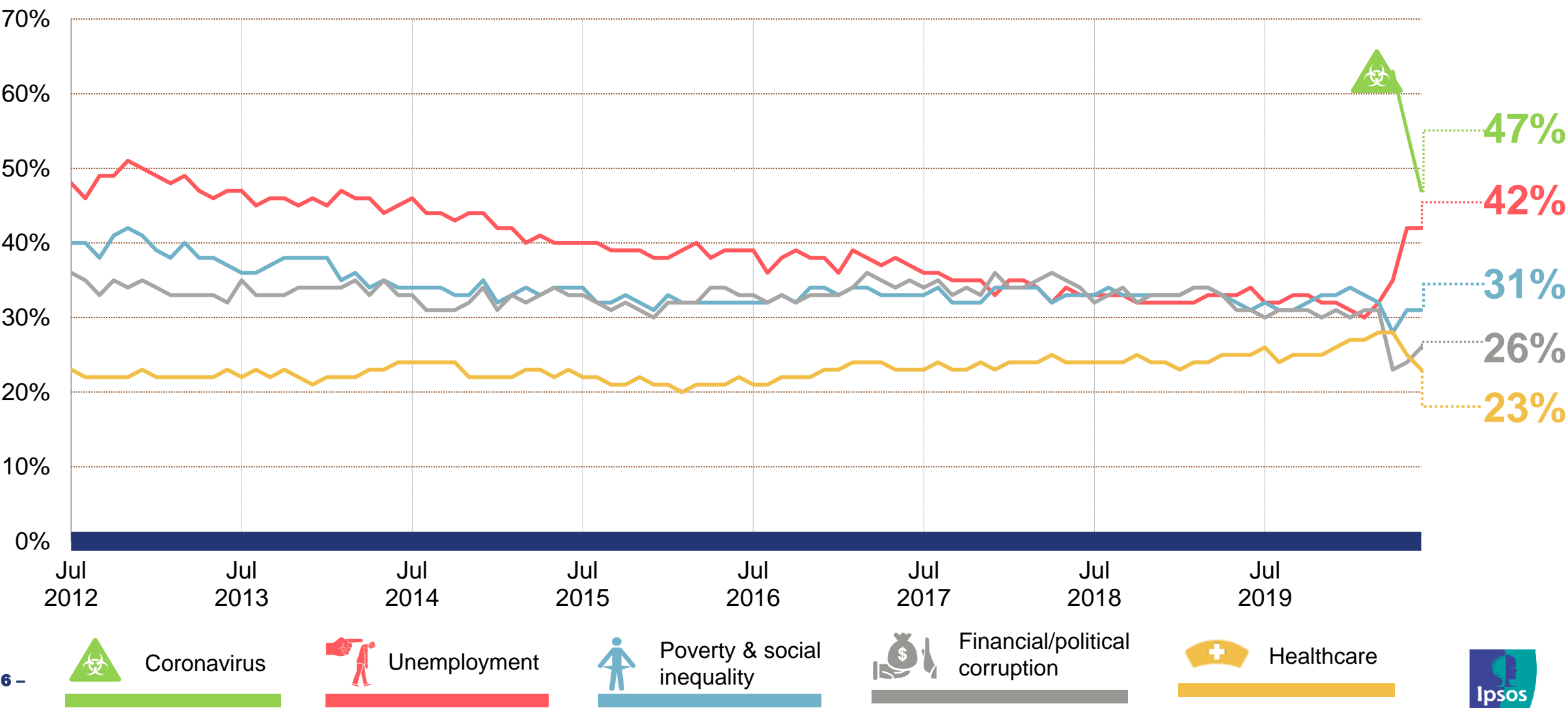
Source: Ipsos Global Advisor

Base: 18,497 adults in 27 countries, May 22<sup>nd</sup> 2020 – June 5<sup>th</sup> 2020.

# WORLD WORRIES: LONG TERM TREND

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

Source: Ipsos Global Advisor  
Base: c. 18,000 - 20,000 adults in 27 countries, June 2012 – June 2020.



# HEADING IN THE RIGHT DIRECTION?

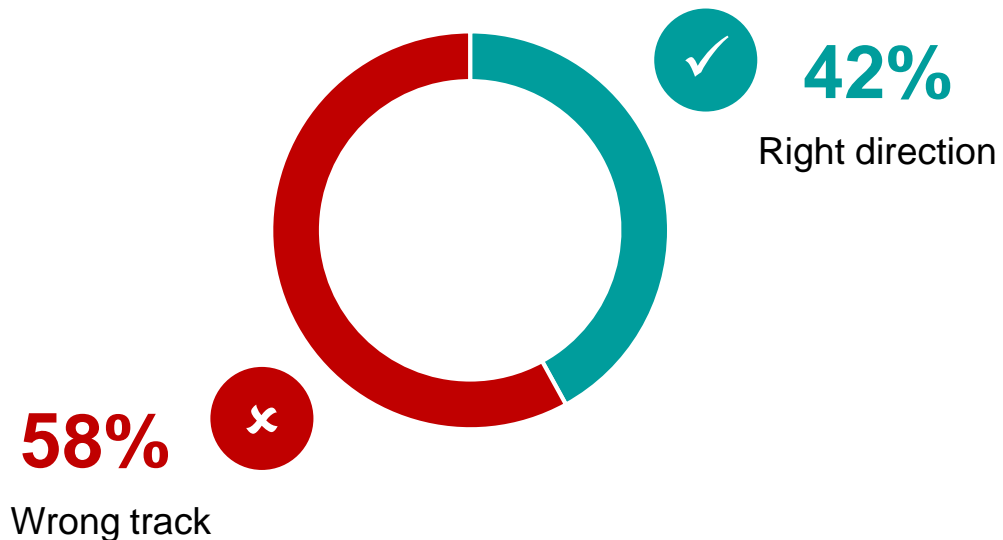
# 2

A snapshot of the national mood in 27 countries

# HEADING IN THE RIGHT DIRECTION?

A growing majority across 27 countries say that things in their country are on the wrong track.

Q: Would you say things in your country are on the **right track**, or are they off in the **wrong direction**?



## Headline findings

- The proportion of respondents globally who say their country is on the **wrong track** is **up 3 points** since last month.
- The countries whose citizens are **least satisfied** with where things are heading are **Belgium** (77%), **Hungary** (75%) and **Chile** (75%), where three-quarters say their nation is on the wrong track.
- A majority in 21 of the 27 countries surveyed currently say their country is on the wrong track.

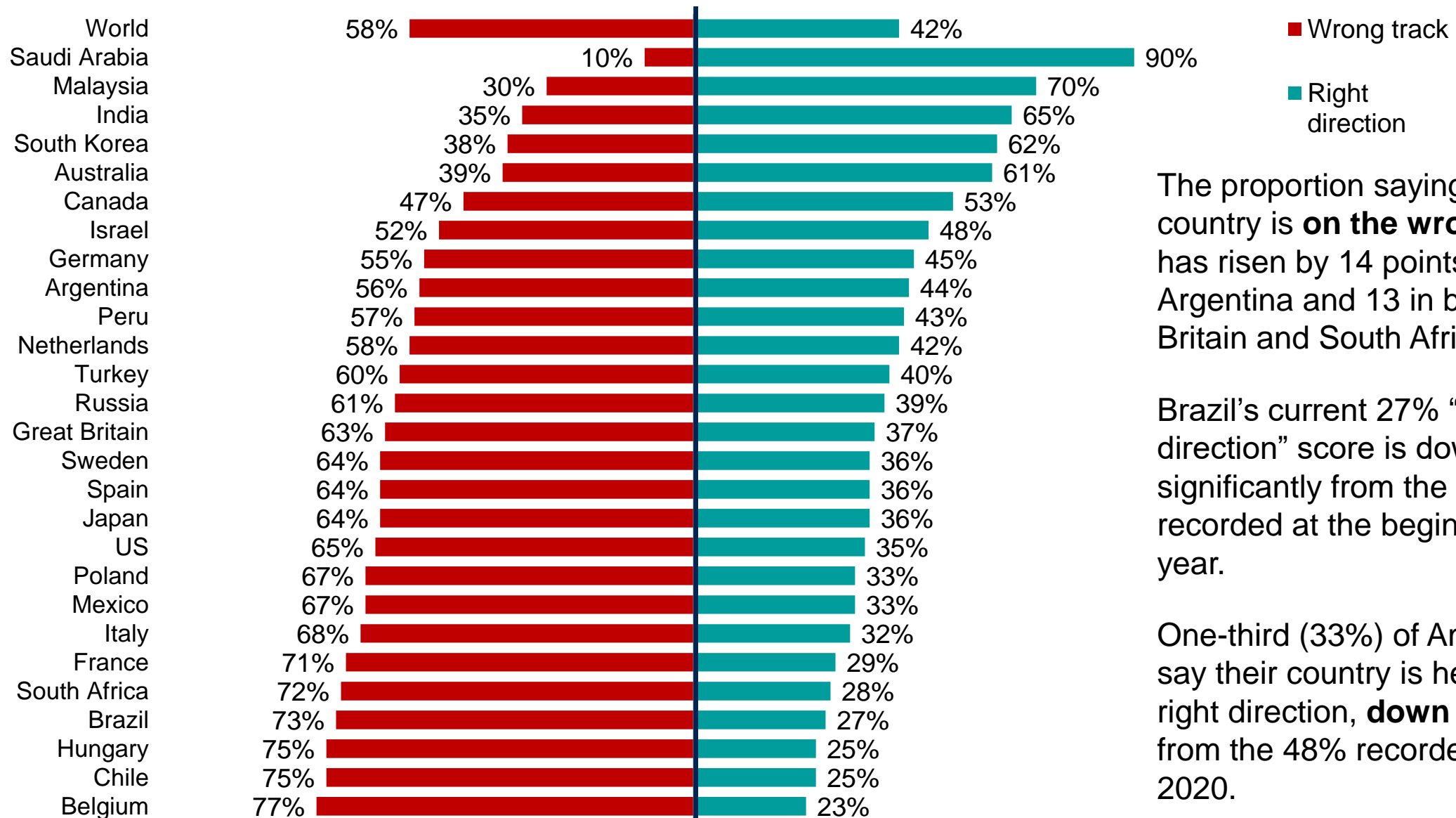
Source: Ipsos Global Advisor

Base: 18,497 adults in 27 countries, May 22<sup>nd</sup> 2020 – June 5<sup>th</sup> 2020.



# RIGHT DIRECTION VS. WRONG TRACK

## Country comparison



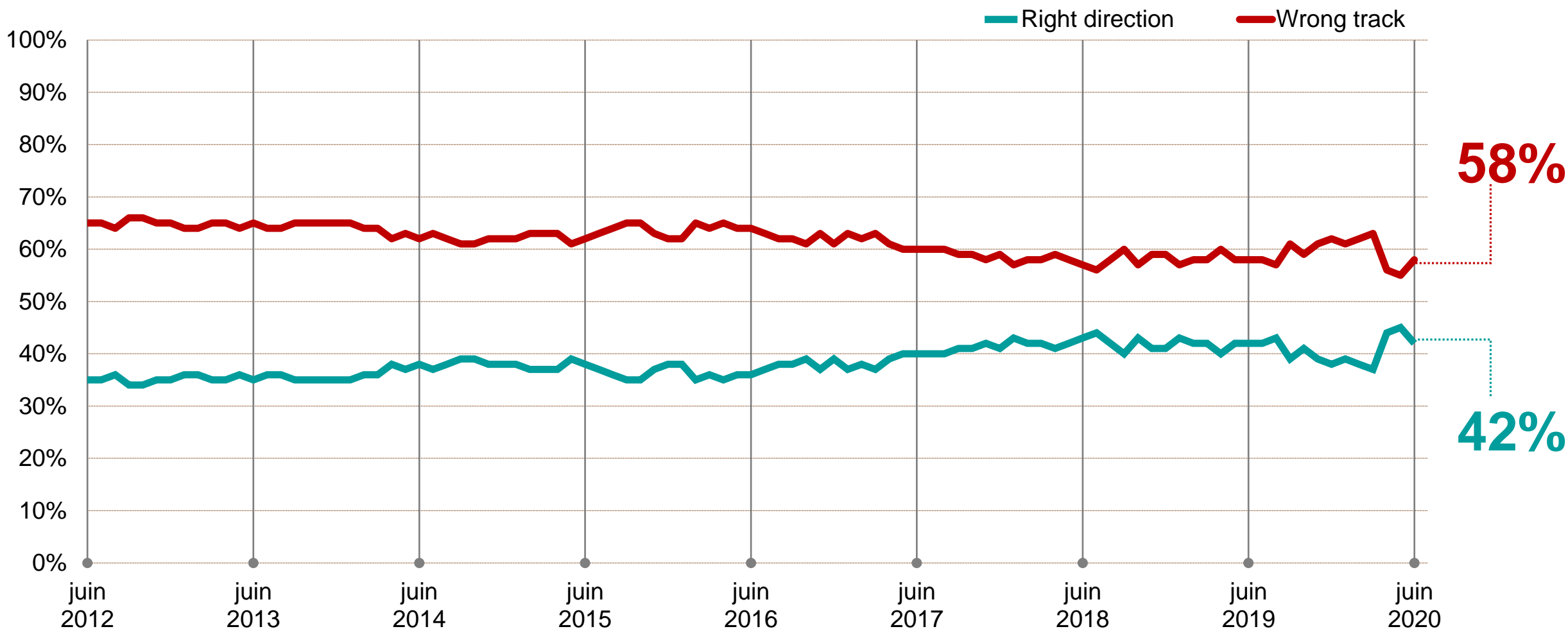
The proportion saying their country is **on the wrong track** has risen by 14 points in Argentina and 13 in both Great Britain and South Africa.

Brazil's current 27% "right direction" score is down significantly from the 46% recorded at the beginning of the year.

One-third (33%) of Americans say their country is heading in the right direction, **down 15 points** from the 48% recorded in March 2020.

# RIGHT TRACK/WRONG TRACK

## Global long-term trend



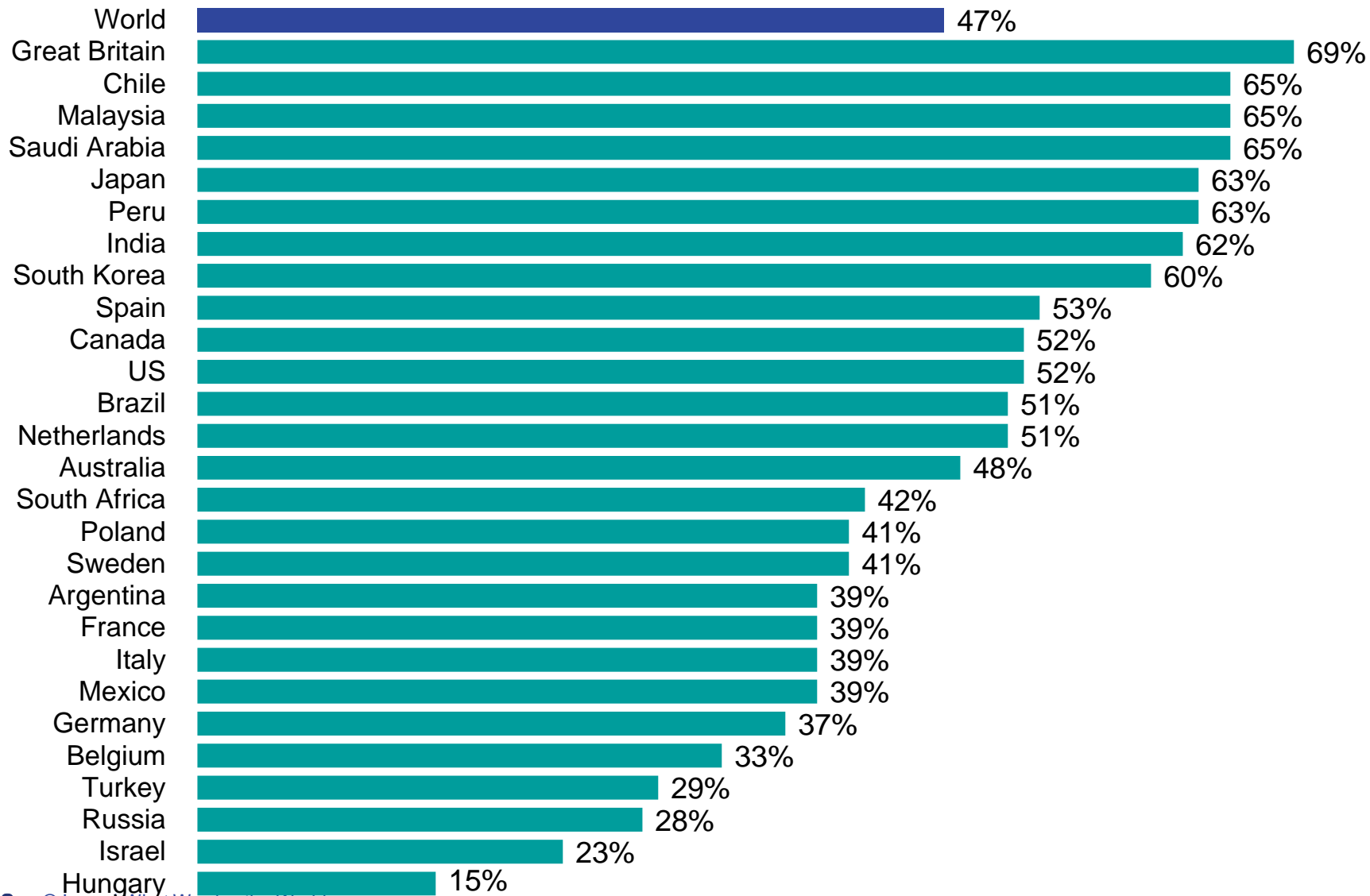
Source: Ipsos Global Advisor  
Base: 18,497 adults in 27 countries, May 22<sup>nd</sup> 2020 – June 5<sup>th</sup> 2020.

# TOP 5 ISSUES

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Country rankings for this month's top 5 global concerns

# #1: CORONAVIRUS

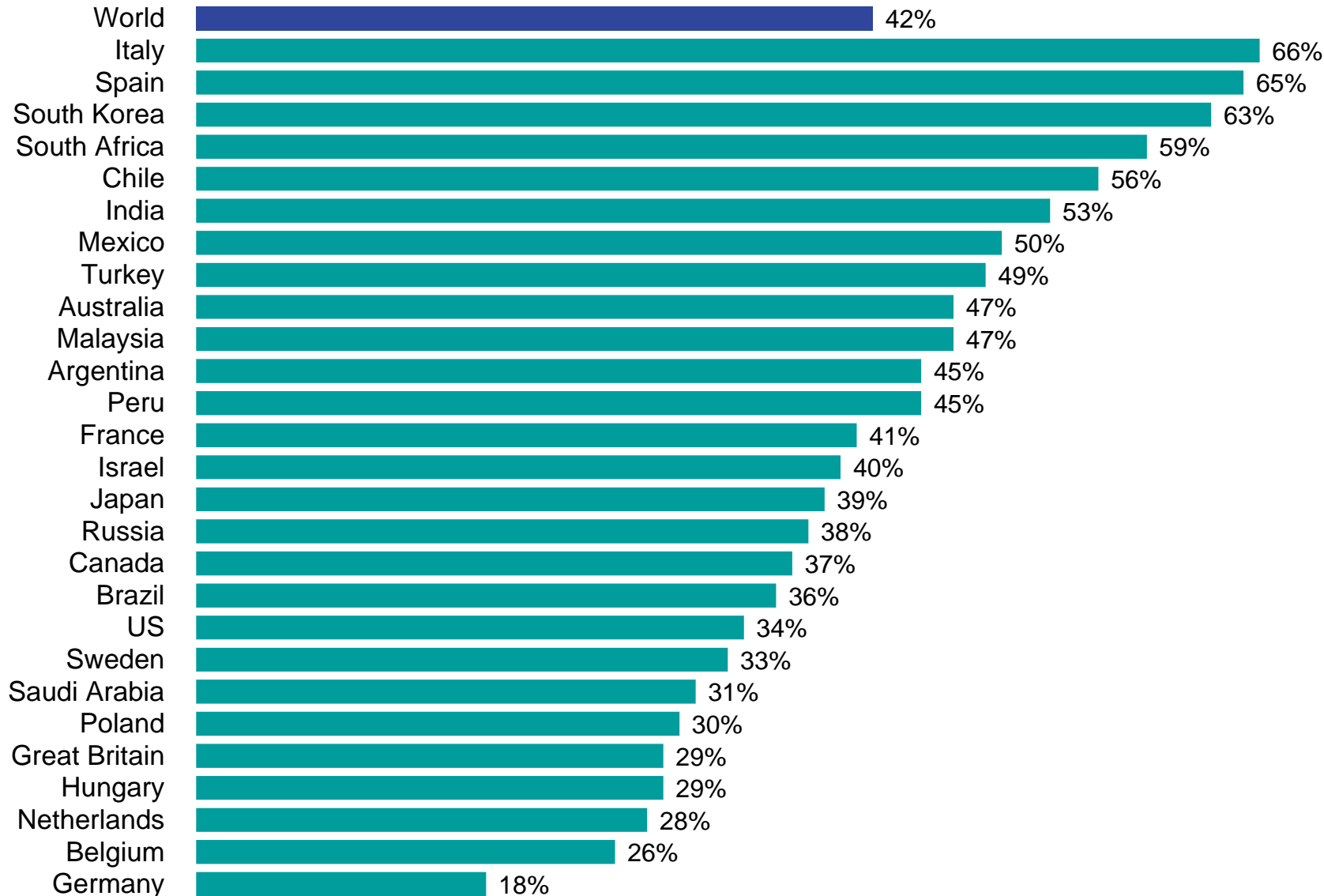


Almost **one in two worldwide** (47%) consider coronavirus to be one of the most worrying issues facing their country today, down from 55% and 63% in the previous two months.

It is the top concern in **13 of the 27** countries surveyed (and joint-top issue in Poland) – **down from 24 out of 27** in April 2020.

Although mentions are down in many countries, we see an **increase of 16 points** in South Korea since May, a reminder of the fluidity of the current situation.

## #2: UNEMPLOYMENT

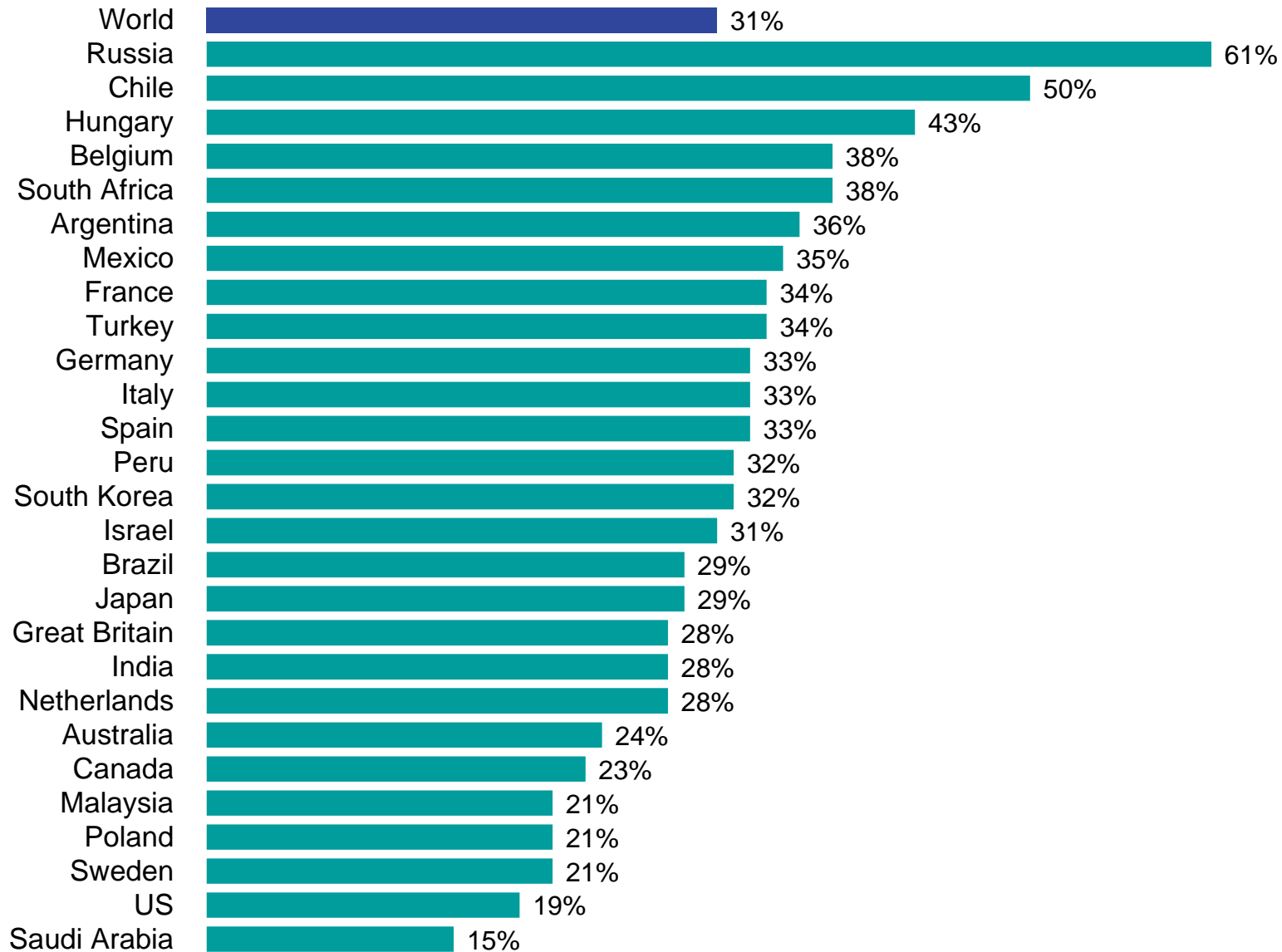


Unemployment is the second greatest concern worldwide and is at the **highest level since February 2015**.

**Eight countries** have transitioned from being most concerned about COVID-19 to Unemployment since April 2020 – most recently France and Israel.

The greatest increases in concern since May are seen in France (+9), Chile, Peru and Netherlands (all +6).

## #3: POVERTY & SOCIAL INEQUALITY



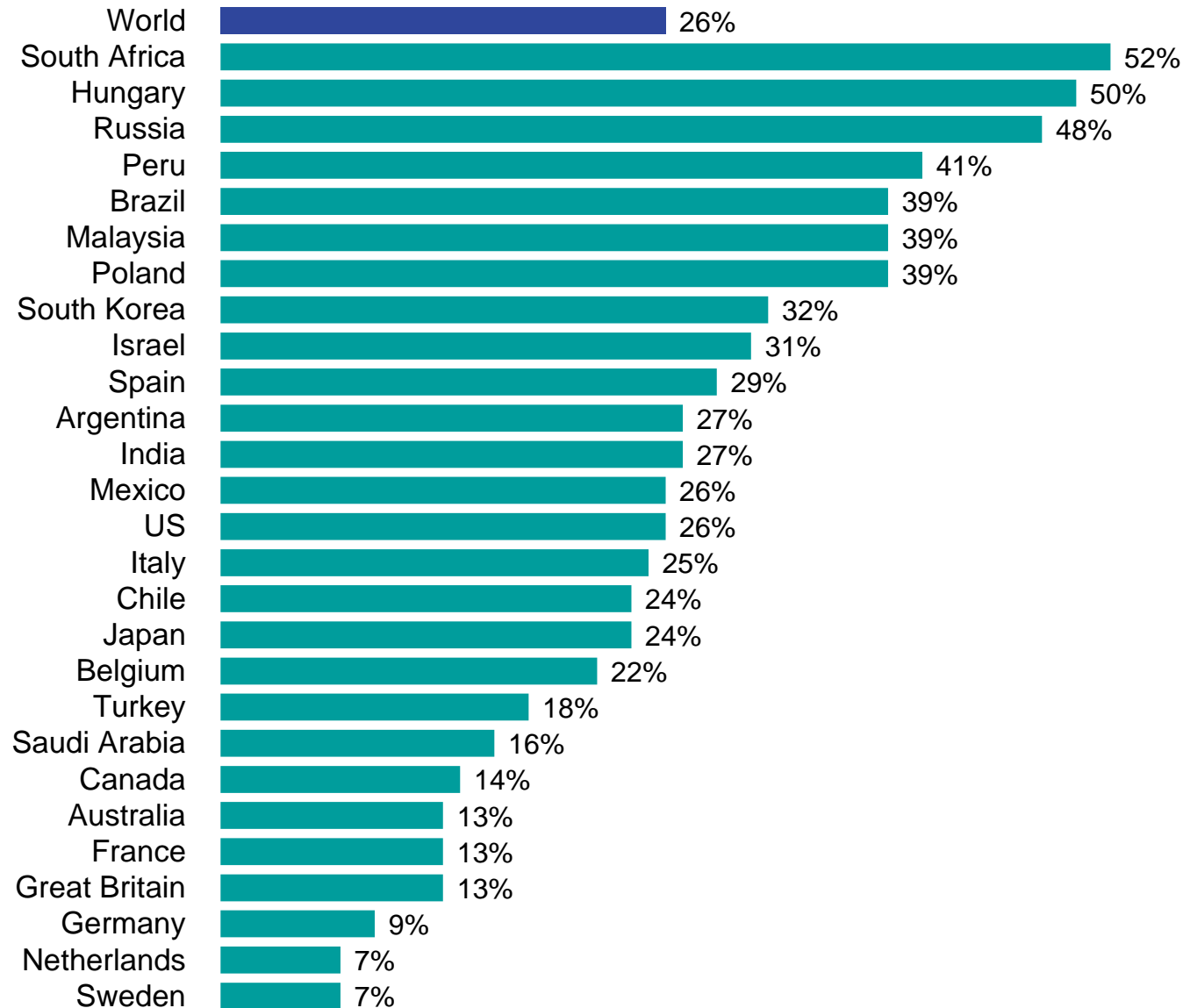
**Russia** continues to be most concerned about Poverty & social inequality.

One in two **Chileans** also select this as a top concern for their country today.

Poverty & social inequality was **the top issue at the beginning of the year**, with 34% globally concerned in January 2020. The proportions mentioning it have remained broadly constant, but it has been overtaken by increased concerns about unemployment alongside the arrival of COVID-19 on the scene.



## #4: FINANCIAL/POLITICAL CORRUPTION

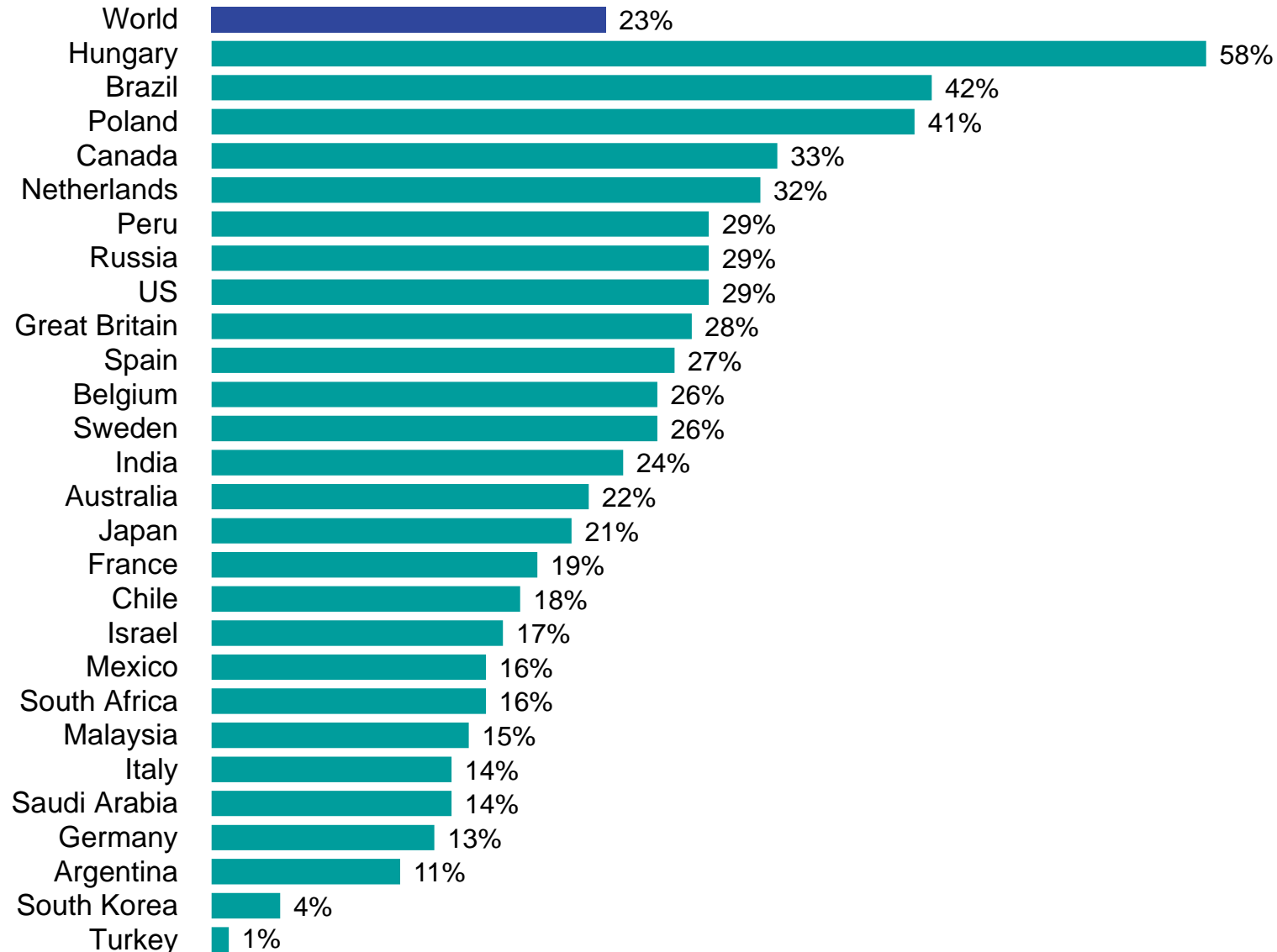


Financial/Political Corruption resumes its usual place ahead of Healthcare as the **fourth greatest concern worldwide**, with greatest worry about this seen in in South Africa, Hungary and Russia.

There have been increases in concern since last month in Japan (+11) and Italy, Poland and South Africa (all +8).

Fewer than one in 10 are particularly worried about this in Germany, the Netherlands and Sweden.

## #5: HEALTHCARE



Healthcare is a top concern for, on average, **23%** of people across 27 countries.

This has fallen somewhat from the **record high of 28%** recorded in April 2020, following the parallel fall in concern about the coronavirus.

Worries about healthcare are strongest in Hungary (59%), followed by Brazil and Poland.

# METHODOLOGY

The survey is conducted monthly in 27 countries around the world via the Ipsos Online Panel system. The countries included are Argentina, Australia, Belgium, Brazil, Canada, Chile, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the US.

For the results of the survey presented herein, an international sample of 19,505 adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries, were interviewed between April 24th 2020 to May 8th 2020. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel.

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.

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 country census data.

A survey with an unweighted probability sample of this size would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points for a 500 sample 19 times out of 20.

In 17 of the 27 countries surveyed internet penetration is sufficiently high to think of the samples as representative of the wider population within the age ranges covered: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Israel, Italy, Japan, Netherlands, Poland, South Korea, Spain, Sweden, Great Britain and United States.

Brazil, Chile, India, Malaysia, Mexico, Russia, Peru, Saudi Arabia, South Africa and Turkey have lower levels of internet penetration and so these samples should not be considered nationally representative, and instead be considered to represent a more affluent, connected population.

These are still a vital social group to understand in these countries, representing an important and emerging middle class.

# ABOUT IPSOS

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Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

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

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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# 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.**