**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 worries in 27 countries**

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.
An overview of the results from July 2020
WORLD SUMMARY: JULY 2020

Coronavirus is the #1 global concern for the fourth month running, but by an increasingly smaller margin.

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

<table>
<thead>
<tr>
<th></th>
<th>Topic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Coronavirus</td>
<td>43%</td>
</tr>
<tr>
<td>2</td>
<td>Unemployment</td>
<td>40%</td>
</tr>
<tr>
<td>3</td>
<td>Poverty &amp; social inequality</td>
<td>32%</td>
</tr>
<tr>
<td>4</td>
<td>Financial/Political Corruption</td>
<td>27%</td>
</tr>
<tr>
<td>5</td>
<td>Crime &amp; violence</td>
<td>24%</td>
</tr>
</tbody>
</table>

Headline findings:

- **43% of respondents worldwide** select COVID-19 as one of the main issues of concern in their country:
  - This is down from **47%** in June, **55%** in May and **63%** in April.
  - Coronavirus is the #1 issue in **11 of 27** countries, compared with **13** in June, **18** in May and **24** in April.

- **Unemployment** is the second highest ranked global concern at 40% and is the top worry in **eight countries**.

- **Crime & violence** replaces Healthcare as the fifth top global worry.

Source: Ipsos Global Advisor
Our survey’s ranking of the world’s top 18 social and political issues today shows a wide range in levels of worry.

Coronavirus is currently the biggest concern, followed by Unemployment – which has seen scores increase during the pandemic. It was at 31% in January 2020.

With Healthcare dropping from 28% in April 2020 to 22% in July, concern about Crime & violence has risen from 20% to 24% in the same time period, and has now moved back into the top five global issues for the first time since March 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
RIGHT DIRECTION VS. WRONG TRACK MONITOR

A snapshot of the national mood in 27 countries
Six in ten 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?

- **Right direction**: 39%
- **Wrong track**: 61%

The proportion of respondents globally who say their country is on the wrong track in July continues to rise. Today’s 61% score is 3 points up on last month (and 6 points since May 2020), now matching the scores recorded in January 2020.

The countries whose citizens are most dissatisfied with where things are heading are Chile (84%), South Africa (79%) and Hungary (77%). Each of these countries has seen increases since last month.

A majority in 21 of the 27 countries surveyed currently say their country is on the wrong track.

---

Source: Ipsos Global Advisor
ARE THINGS IN YOUR COUNTRY HEADING IN THE RIGHT DIRECTION, OR ARE THEY OFF ON THE WRONG TRACK?

Compared to last month, there have been significant increases in the number of citizens saying their country is on the wrong track in Israel (+11), Turkey (+10), South Korea (+9) and Chile (+9).

Looking back at the scores in January 2020, Malaysia now enjoys a more positive outlook (+35), as does Australia (+26). Meanwhile, optimism has dropped in the US (-16) and Brazil (-13) over these six months.

Source: Ipsos Global Advisor
RIGHT TRACK/WRONG TRACK

Global long-term trend

Source: Ipsos Global Advisor
TOP GLOBAL ISSUES

Country rankings for the top 5 global concerns
More than four in ten worldwide (43%) consider coronavirus to be one of the most worrying issues facing their country today. This figure has steadily dropped from the 63% first recorded in April.

Chile and India appear most concerned about coronavirus, but only 5 percentage points separate the top 8 countries.

The pandemic remains the single top concern in 11 of the 27 countries surveyed and joint-top in Brazil (with healthcare) and Sweden (with crime & violence).

Coronavirus concern has decreased in all but two countries since June: Israel and Mexico show increases of 14 and 4 percentage points respectively.

Source: Ipsos Global Advisor
Unemployment is currently the second greatest worry worldwide with four in ten respondents putting it on their list of the most important issues facing their country.

Pre-pandemic, the last time this issue reached 40% was in March 2016.

Italy remains most concerned about jobs while South Korea and Spain both drop below 60% on this issue in July.

Eight countries moved from being most concerned about COVID-19 to Unemployment between April and June, but there were no further switches in this direction in July as levels appear to be flattening out for both issues.

Source: Ipsos Global Advisor
Russia continues to be most concerned about Poverty & social inequality.

Chile, Hungary and Germany – the countries in second, third and fourth place on this measure – have seen the largest increases about Poverty & social inequality since last month: +6 points in Chile, +6 in Hungary and +7 in Germany.

At the beginning of the year, Poverty & social inequality was the leading issue worldwide, with 34% of our respondents reporting it as a top concern in January 2020.
Financial/Political Corruption is currently the **fourth greatest concern worldwide** with more than **one in two** in Hungary, Russia and South Africa saying this is an important issue for their country.

The greatest increases in concern this month have been in Turkey (+7), Peru (+5) and Russia (+5).

Before coronavirus, Financial/political corruption had not dropped under 30% global concern since the survey started.

The issue is not currently the number one issue in any of the countries surveyed.
Crime & violence replaces Healthcare as the 5th world worry in July 2020.

The 24% score is still relatively low compared to pre-COVID figures. In January 2020, Crime & violence was at 30%.

Mexico is most concerned of all countries about Crime & violence (57%), followed by South Africa where this issue has increased by 13 percentage points to 55% in the last month.

Other notable increases over the past month are seen in the US (+8 percentage points), Argentina (+7) and Great Britain (+7).
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.

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.

For the results of the survey presented herein, an international sample of 19,048 adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries, were interviewed between June 19th 2020 and July 3rd 2020. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel.

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.

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.

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.