

WHAT WORRIES THE WORLD?

Global summary deck

July 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 worries in 27 countries

Full breakdowns of findings for **each country** and for **each issue** are also available on www.ipsos.com.

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WORLD WORRIES

An overview of the results from July 2020

1

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?

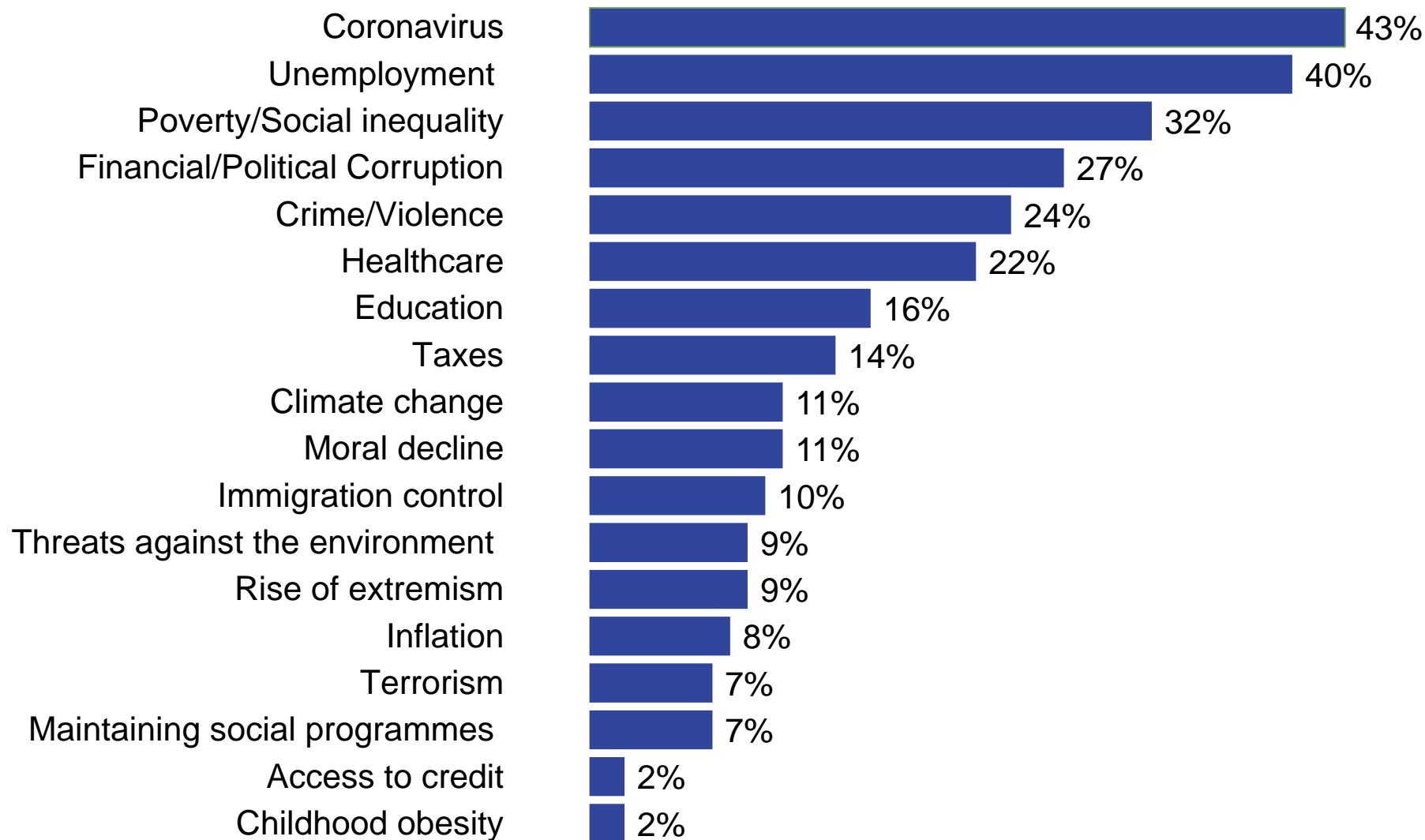
1	Coronavirus	43%	▼	- 4
2	Unemployment	40%	▼	- 2
3	Poverty & social inequality	32%	▲	+ 1
4	Financial/Political Corruption	27%	▲	+ 1
5	Crime & violence	24%	▲	+ 3

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
Base: 19,048 adults in 27 countries, June 19th 2020 - July 3rd 2020.

WORLD WORRIES: THE FULL LIST



Our survey's ranking of the world's top 18 social and political issues today shows a wide range in levels of worry.

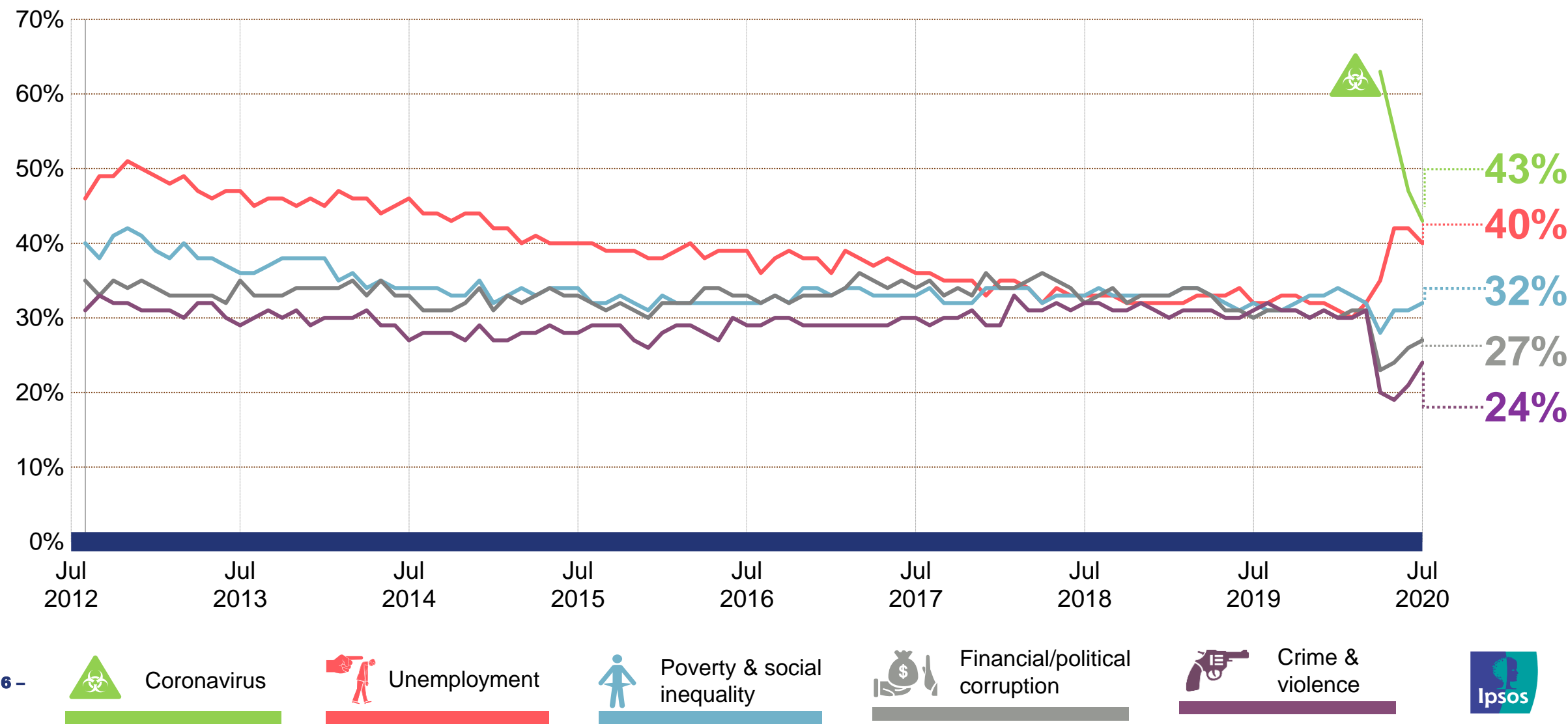
Coronavirus is currently the biggest concern, followed by Unemployment – which has seen scores increase during the pandemic. It was at 31% in January 2020.

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
Base: 19,048 adults in 27 countries, June 19th 2020 - July 3rd 2020.



RIGHT DIRECTION VS. WRONG TRACK MONITOR

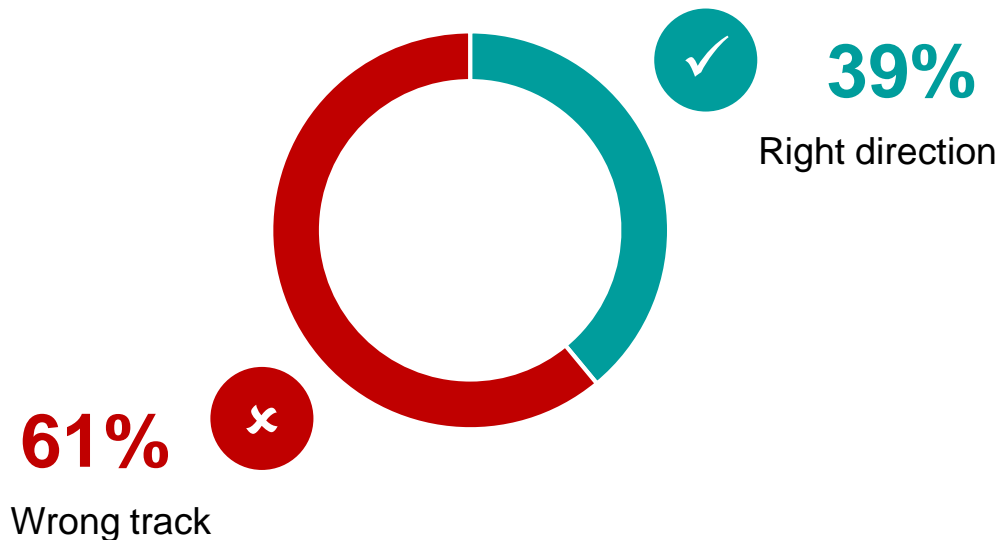
A snapshot of the national mood in 27 countries

2

HEADING IN THE RIGHT DIRECTION?

Six in ten across 27 countries say that things in their country are on the wrong track.

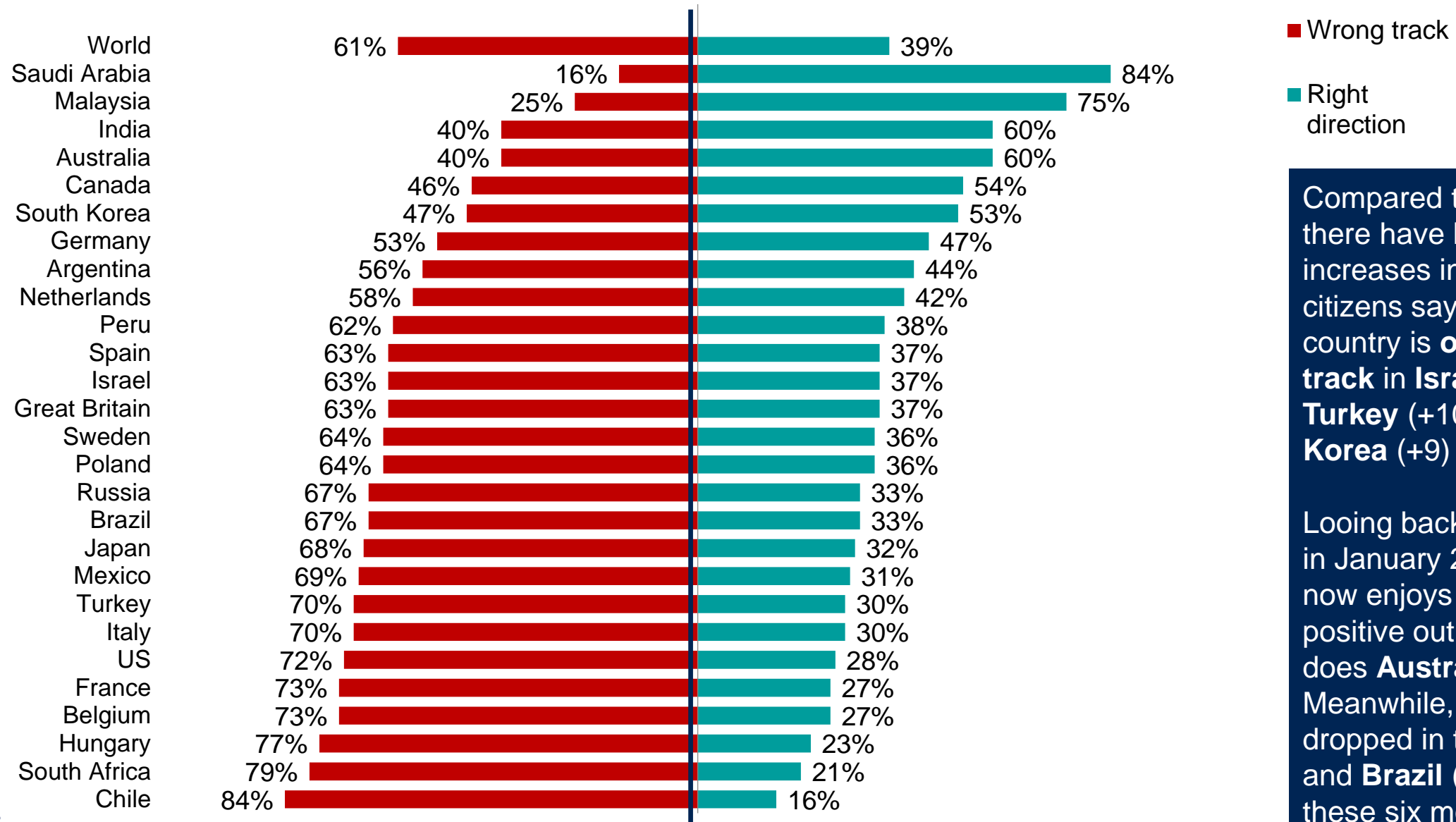
Q: Would you say things in your country are on the **right track**, or are they off in the **wrong direction**?



Headline findings

- 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.

ARE THINGS IN YOUR COUNTRY HEADING IN THE RIGHT DIRECTION, OR ARE THEY OFF ON THE WRONG TRACK?

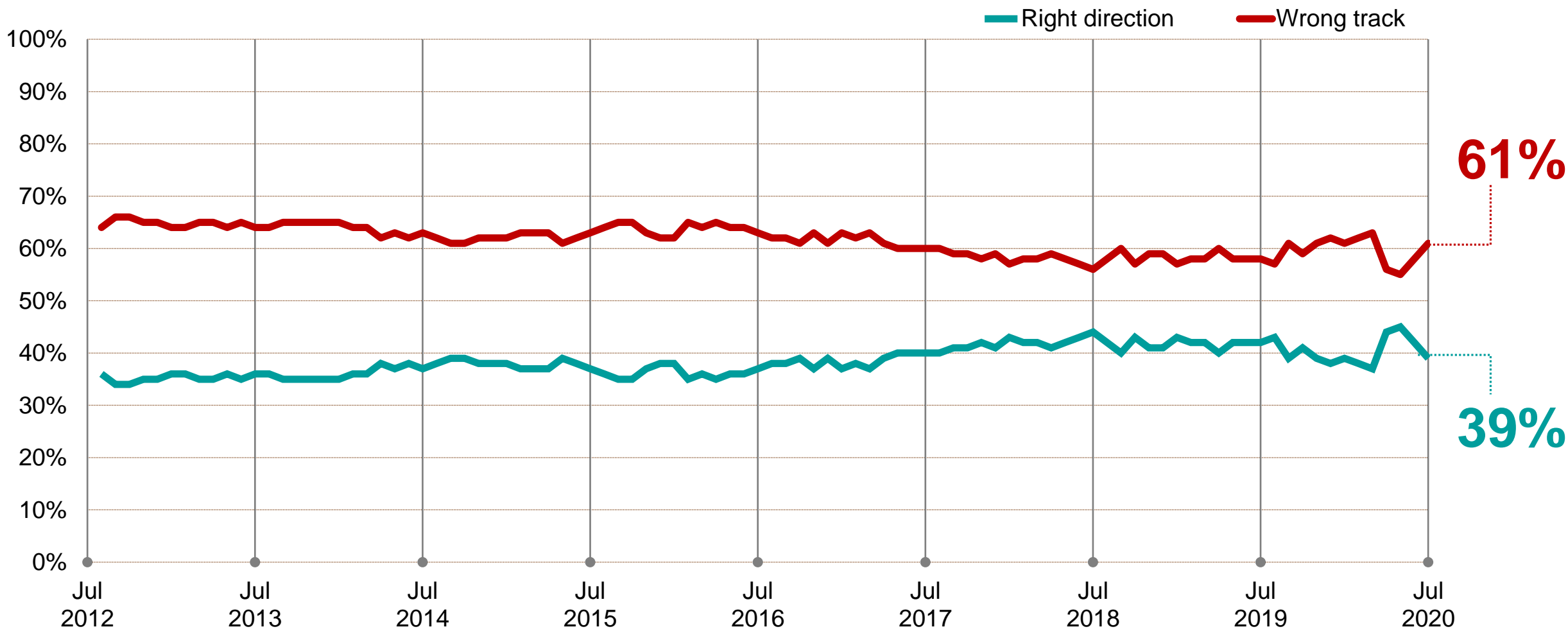


Compared to last month, there have been significant increases in the number of citizens saying their country is **on the wrong track** in **Israel (+11)**, **Turkey (+10)**, **South Korea (+9)** and **Chile (+9)**.

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.

RIGHT TRACK/WRONG TRACK

Global long-term trend

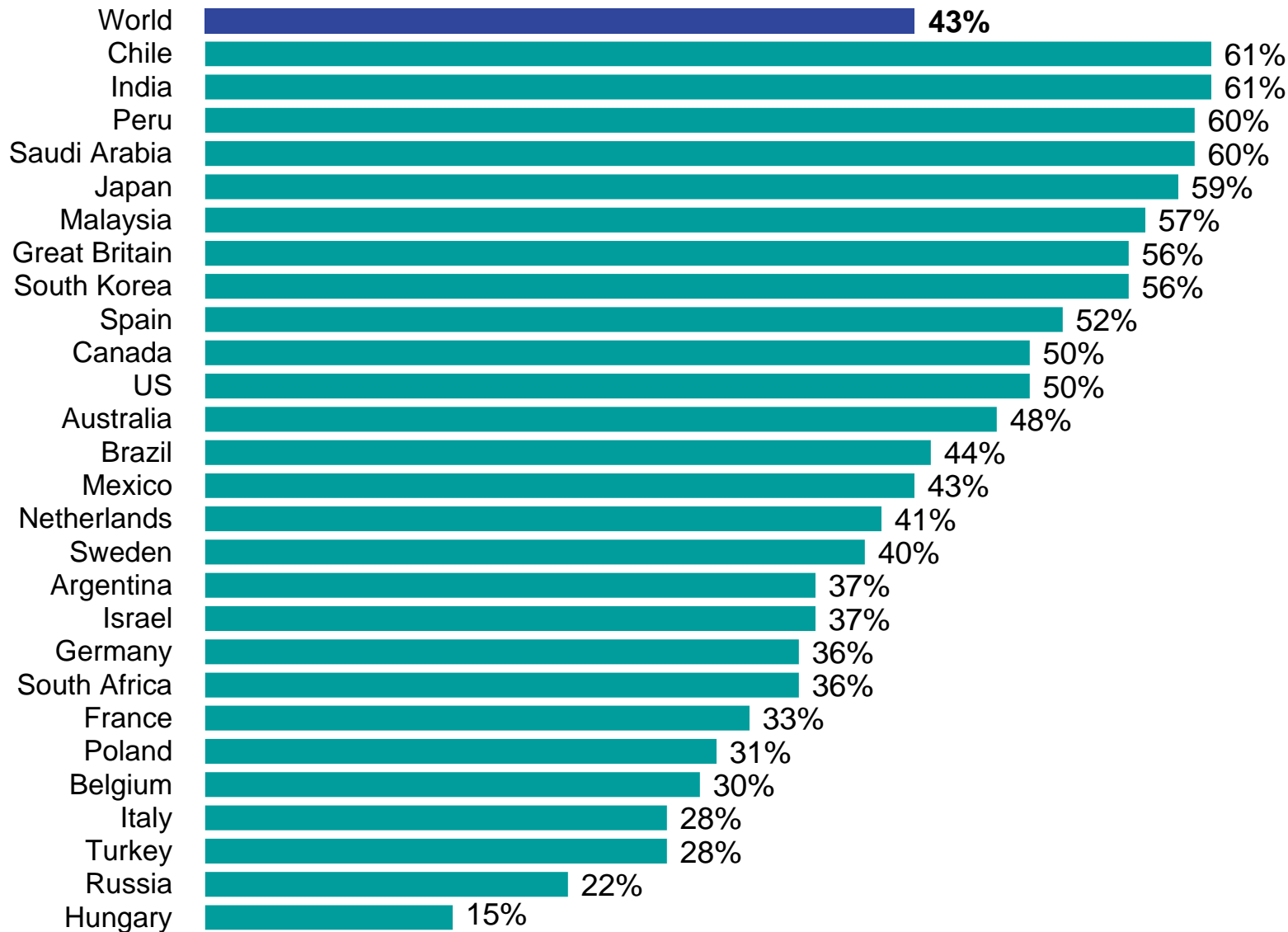


TOP GLOBAL ISSUES

Country rankings for the top 5 global concerns

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#1: CORONAVIRUS



Source: Ipsos Global Advisor

Base: 19,048 adults in 27 countries, June 19th 2020 - July 3rd 2020.

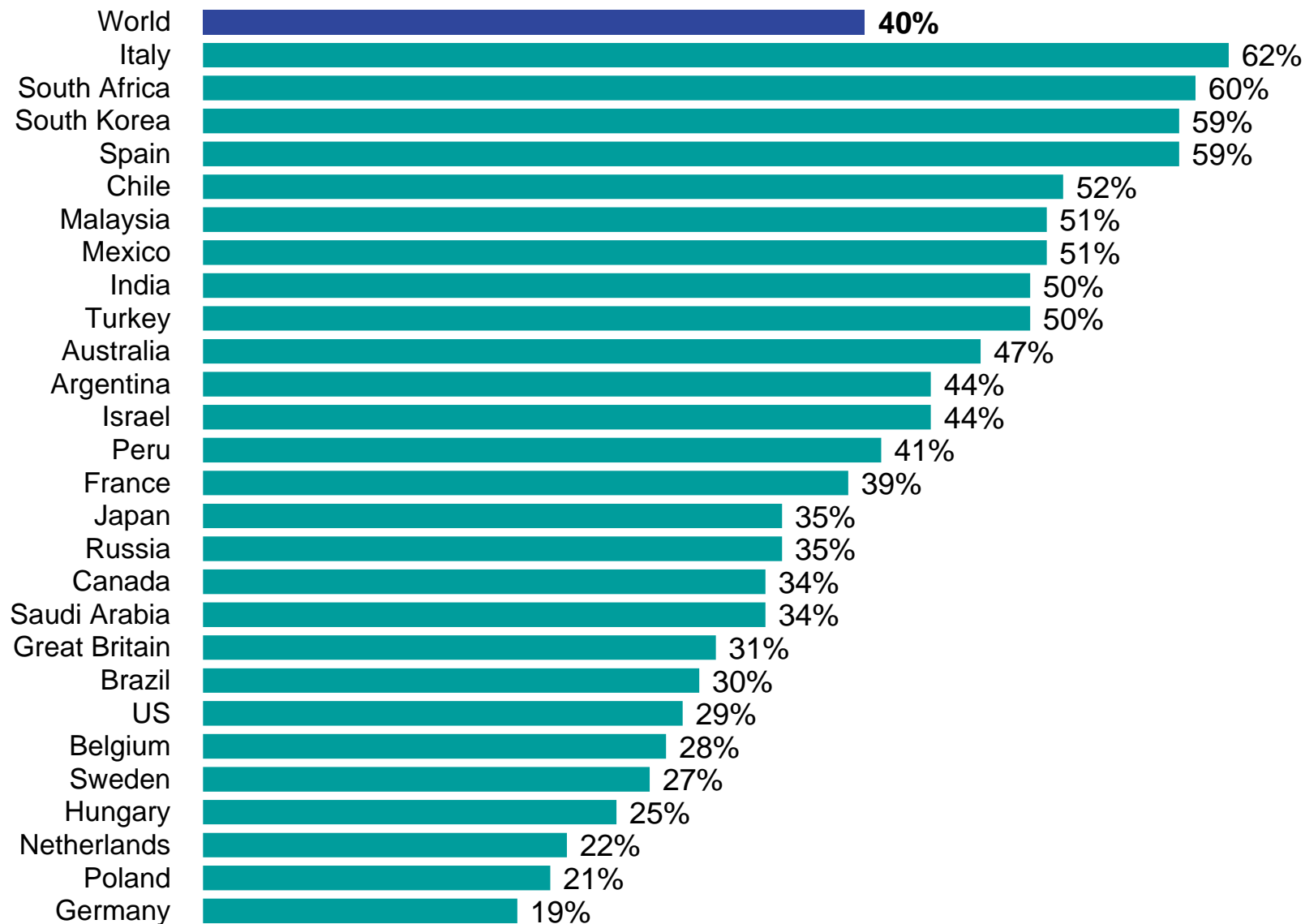
More than **four in ten worldwide** (43%) consider coronavirus to be one of the most worrying issues facing their country today. This figure has steadily dropped from the 63% first recorded in April.

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.

#2: UNEMPLOYMENT



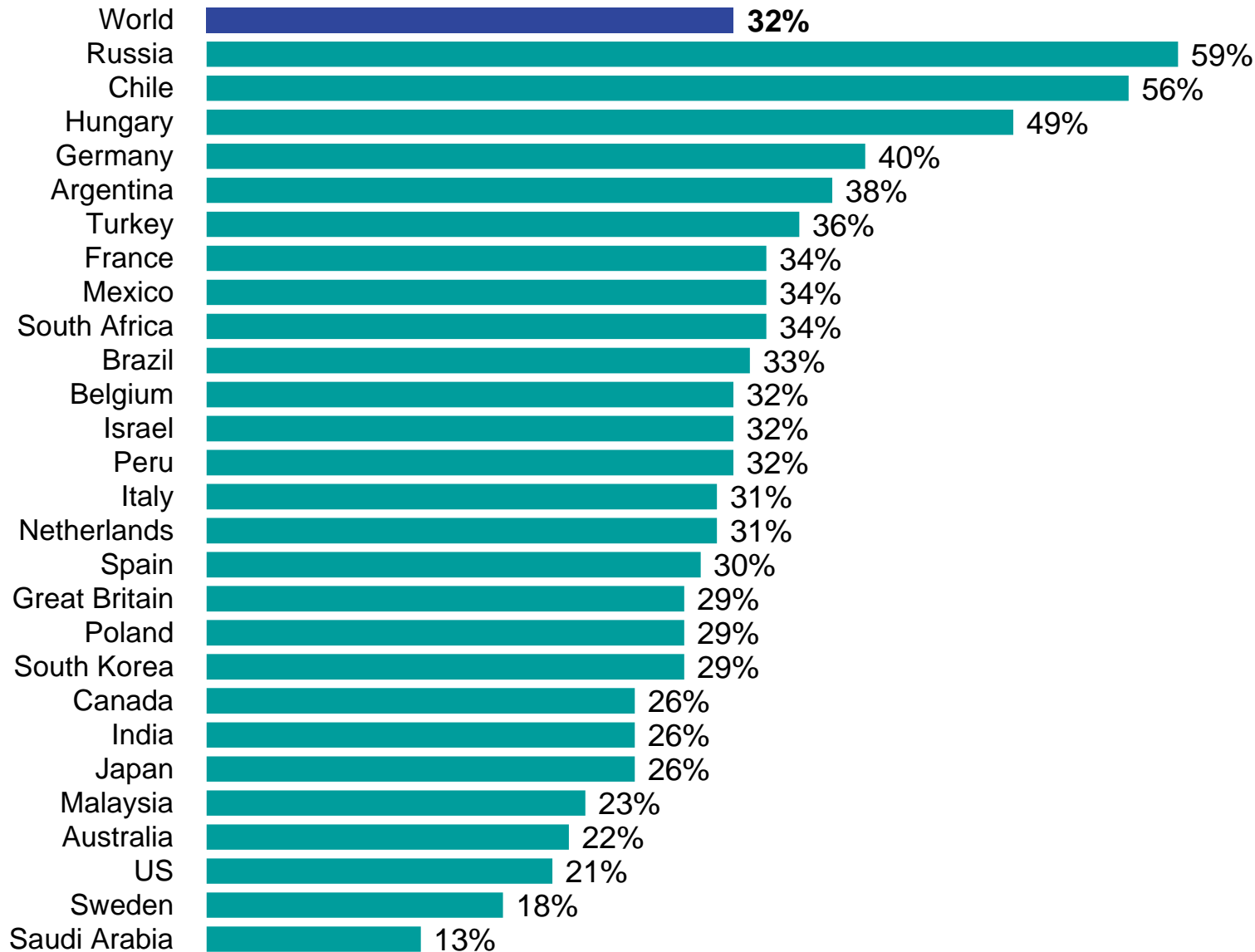
Unemployment is currently the **second** greatest worry worldwide with four in ten respondents putting it on their list of the most important issues facing their country.

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.

#3: POVERTY & SOCIAL INEQUALITY

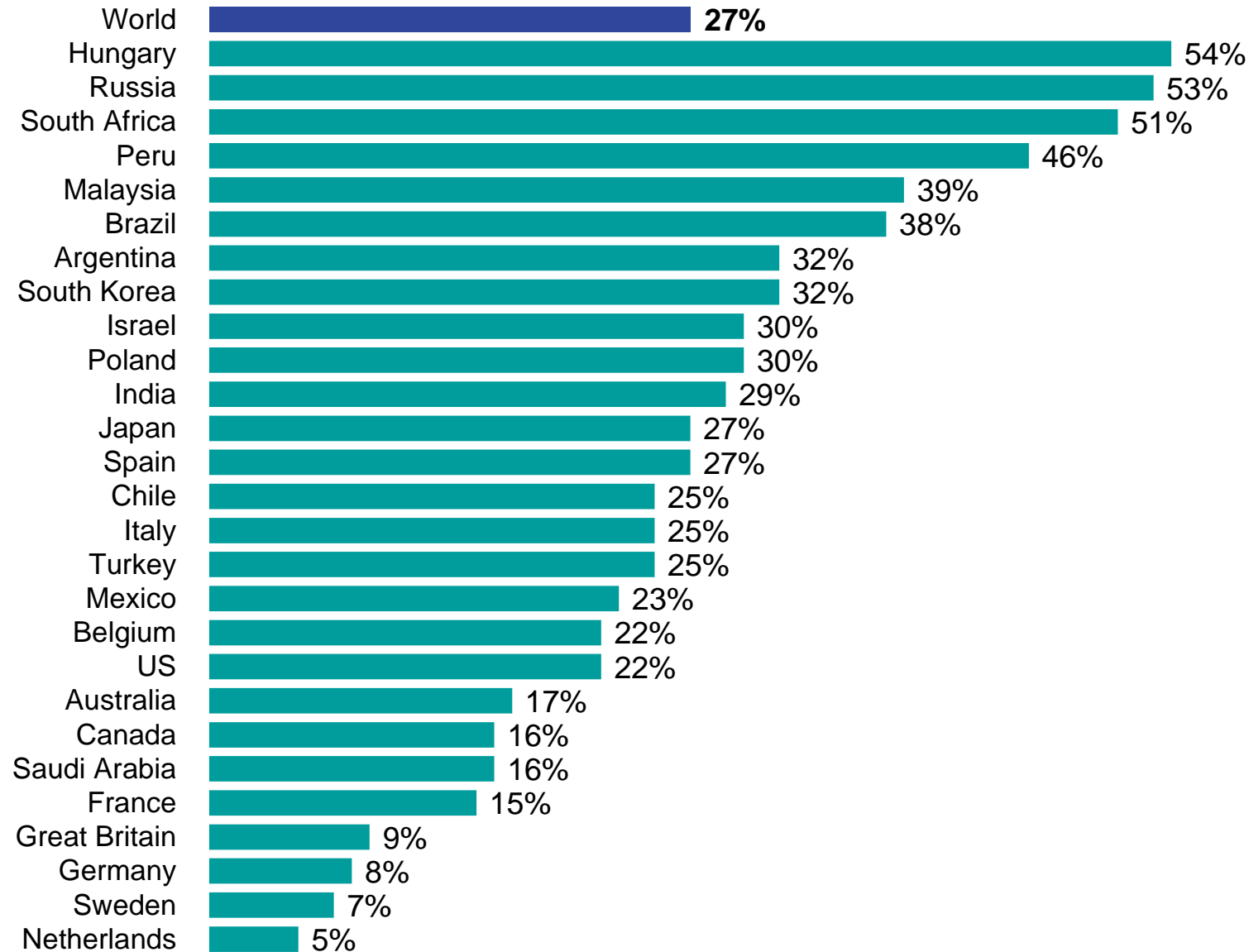


Russia continues to be most concerned about Poverty & social inequality.

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.

#4: FINANCIAL/POLITICAL CORRUPTION



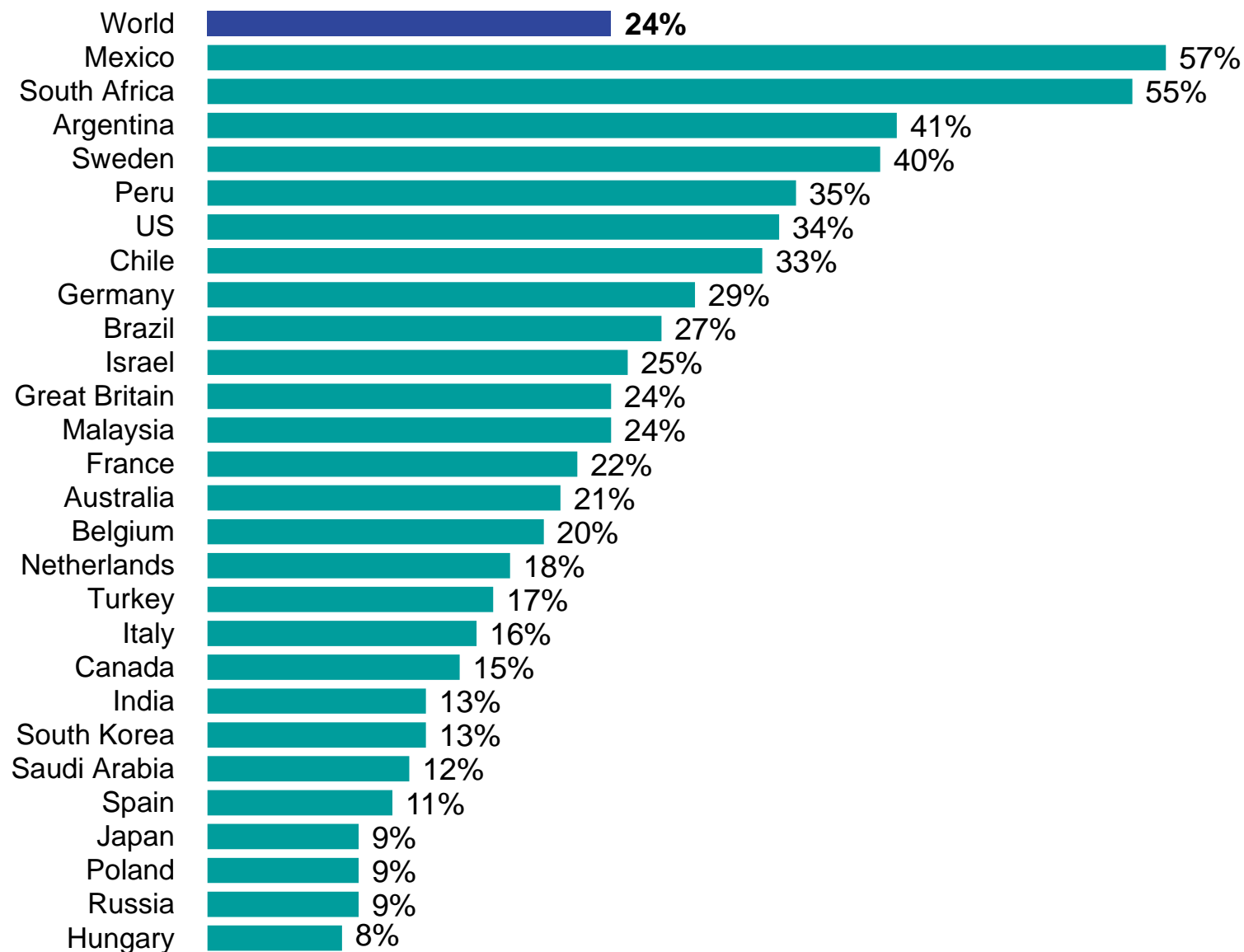
Financial/Political Corruption is currently the **fourth greatest concern worldwide** with more than **one in two** in Hungary, Russia and South Africa saying this is an important issue for their country.

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.

#5: CRIME & VIOLENCE



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.

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.

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.