

WHAT WORRIES THE WORLD?

Global summary report

August 2020

GAME CHANGERS

Ipsos



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 global concerns

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

Please contact Teodros.Gebrekal@ipsos.com for more information.

WORLD WORRIES

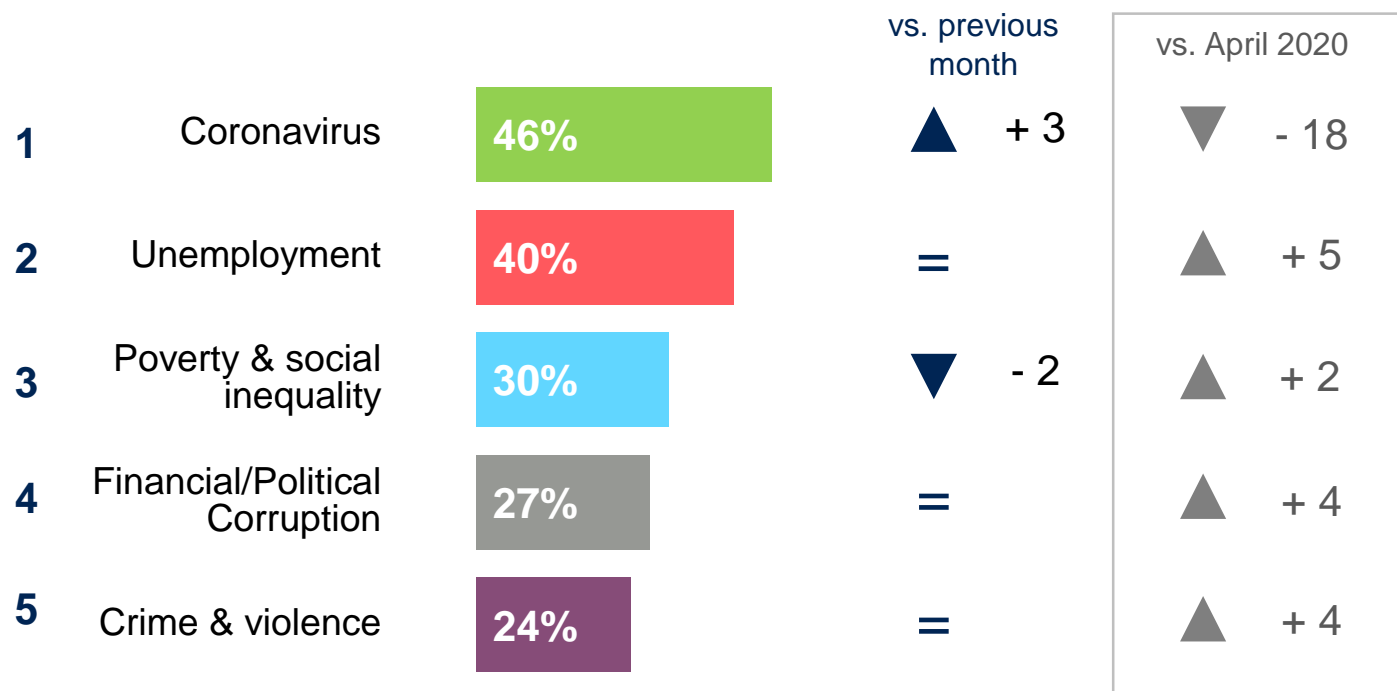
An overview of the results from August 2020

1

WORLD SUMMARY: AUGUST 2020

Coronavirus sees a new spike in concern as it remains the #1 global issue for the fifth consecutive month.

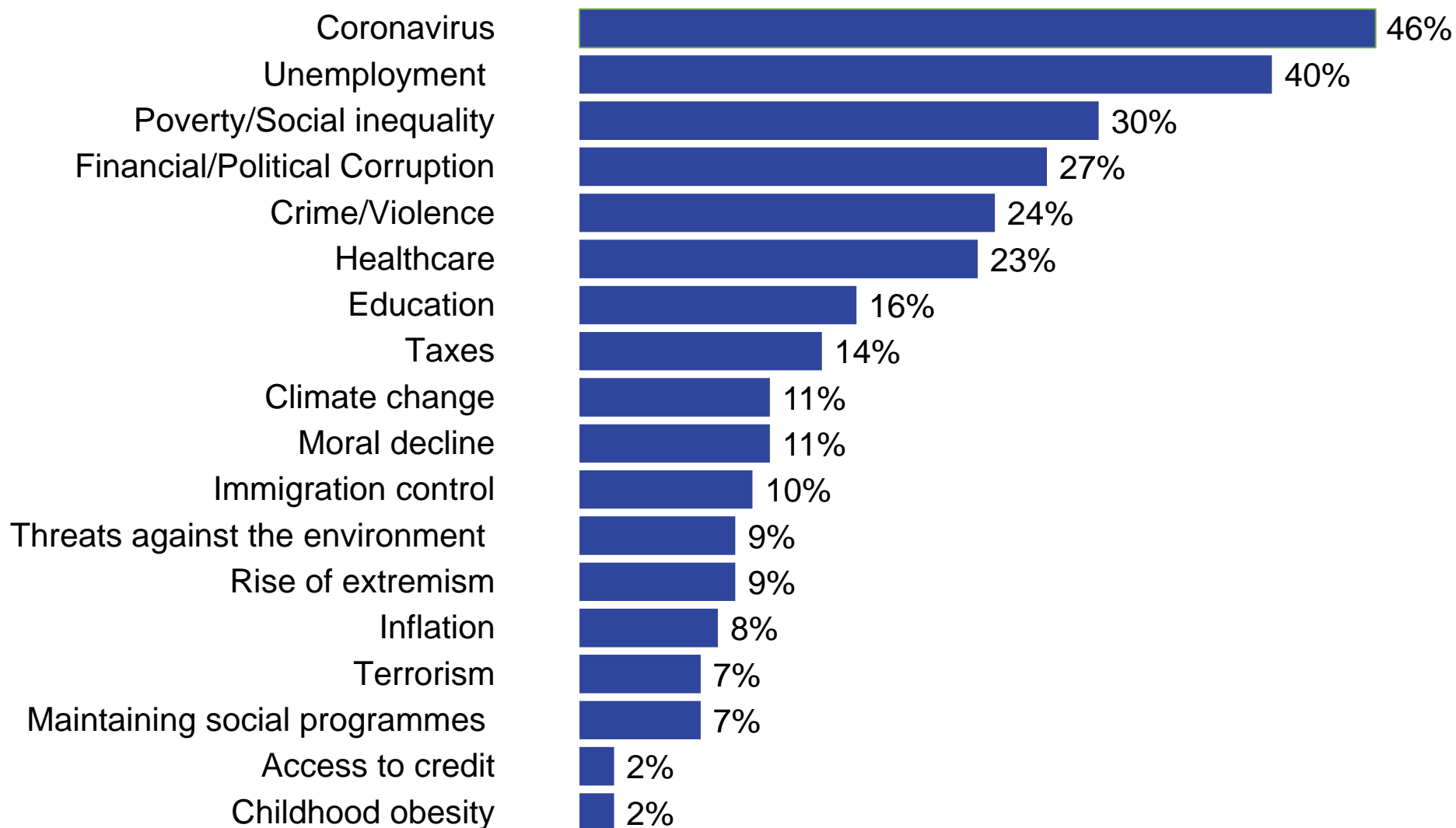
Q: Which three of the following topics do you find **most worrying** in your country?



Headline findings

- **46% of respondents worldwide** select COVID-19 as one of the main issues of concern in their country:
 - This marks a 3 percentage point increase vs. last month – a reversal of the downward trend in global concern seen since April.
 - Coronavirus is the single top issue in **14 of 27** countries, up from **11** in July.
- **Unemployment** remains the second biggest issue with concern at 40%.

WORLD WORRIES: THE FULL LIST



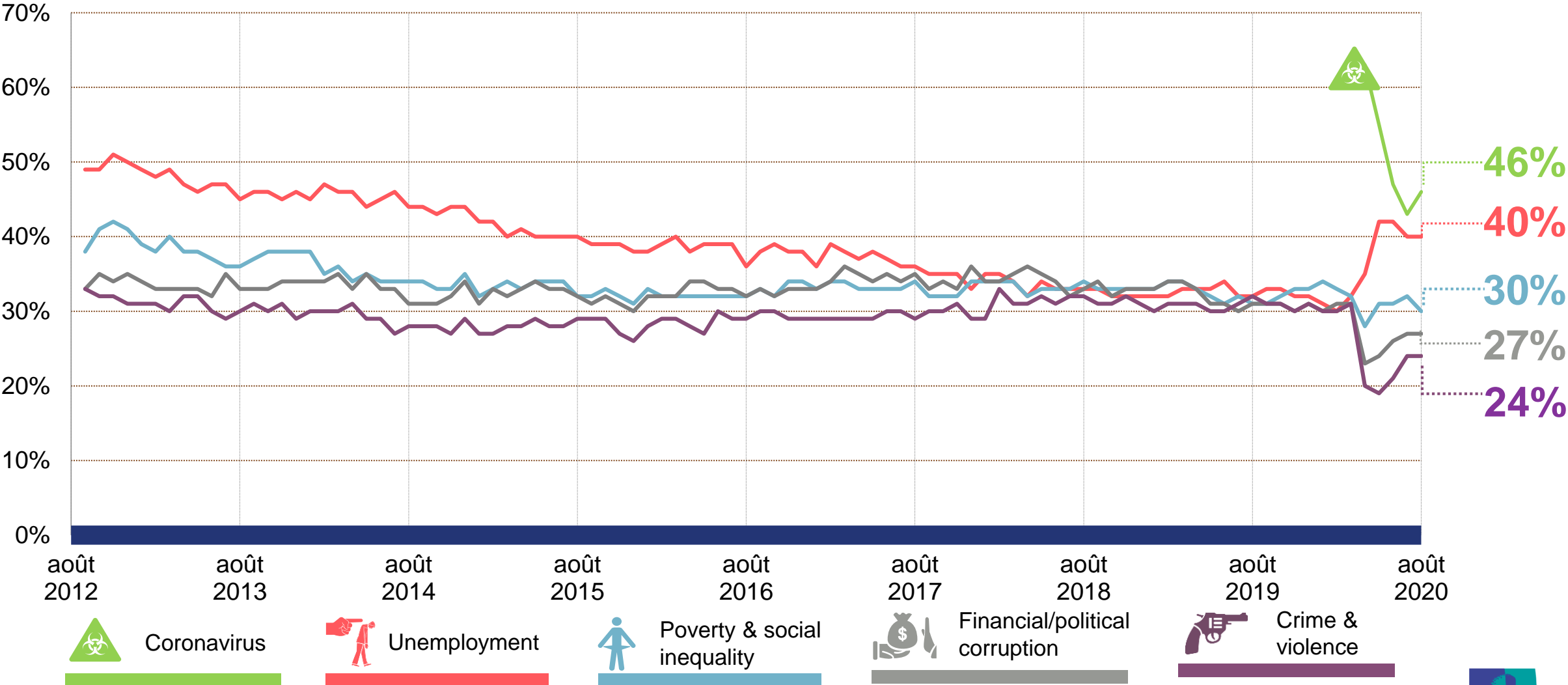
Our survey's ranking of the world's top 18 social and political issues illustrates the spectrum of topics people worry about.

Coronavirus is currently the greatest global concern. Completing the top five – in the same order as seen last month – are Unemployment, Poverty & social inequality, Financial/political corruption and Crime & violence.

Healthcare is just behind Crime & violence with just less than one-quarter of respondents across 27 countries saying this is currently an important issue.

WORLD WORRIES: LONG TERM TREND

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



RIGHT DIRECTION VS. WRONG TRACK MONITOR

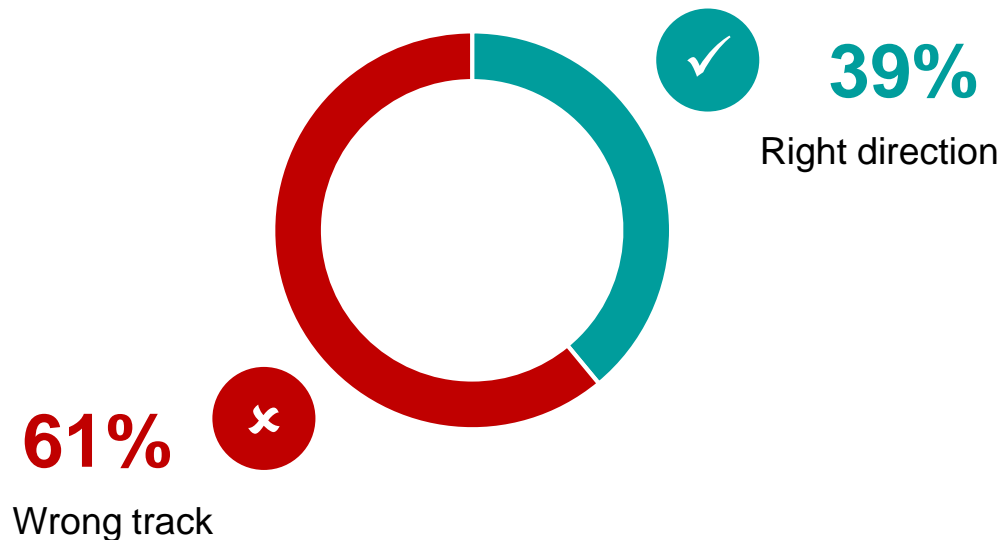
A snapshot of the national mood in 27 countries

2

HEADING IN THE RIGHT DIRECTION?

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

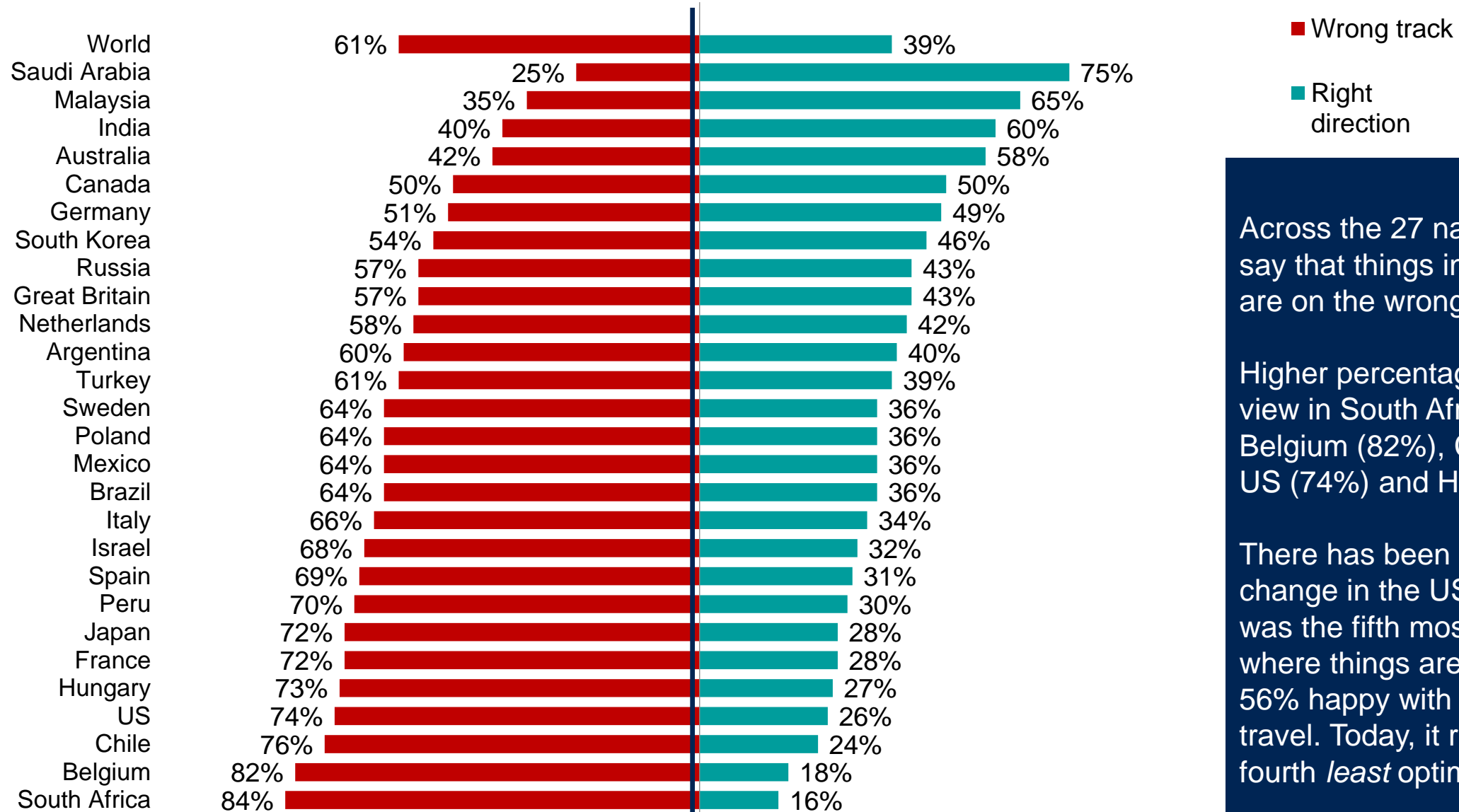
Q: Would you say things in your country are on the **right track**, or are they off in the **wrong direction**?



Headline findings

- The proportion of respondents globally who say their country is on the **wrong track** (61%) is the same as last month and indeed is in line with our first reading of the year back in January.
- The countries whose citizens are **most dissatisfied** with where things are heading in August are **South Africa** (84%), **Belgium** (82%), **Chile** (76%), **the US** (74%) and **Hungary** (73%).
- Only in **four** countries do more respondents say their country is heading in the **right direction** than the wrong direction (Saudi Arabia, Malaysia, India and Australia). There is a 50:50 split in Canada.

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



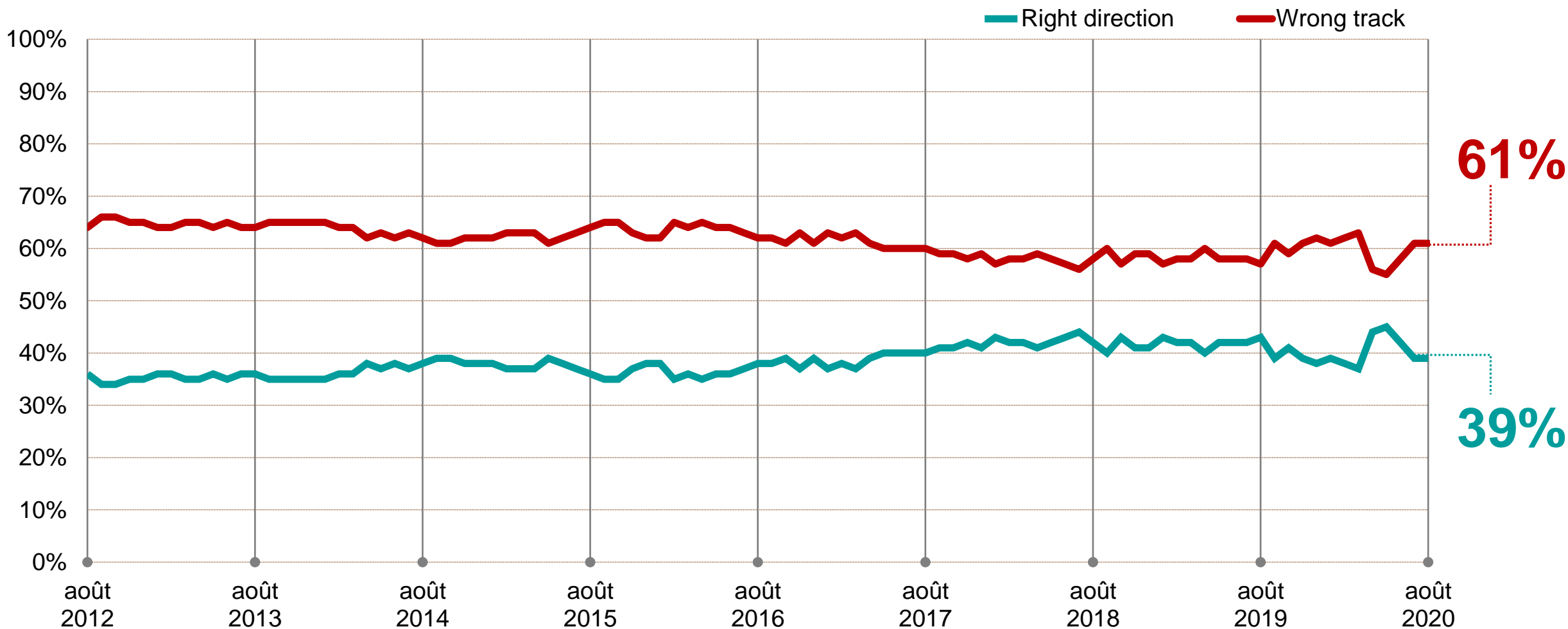
Across the 27 nations, six in ten say that things in their country are on the wrong track.

Higher percentages share this view in South Africa (84%), Belgium (82%), Chile (76%), the US (74%) and Hungary (73%).

There has been a dramatic change in the US: In January, it was the fifth most satisfied with where things are heading (with 56% happy with the direction of travel. Today, it ranks as the fourth *least* optimistic.

RIGHT TRACK/WRONG TRACK

Global long-term trend

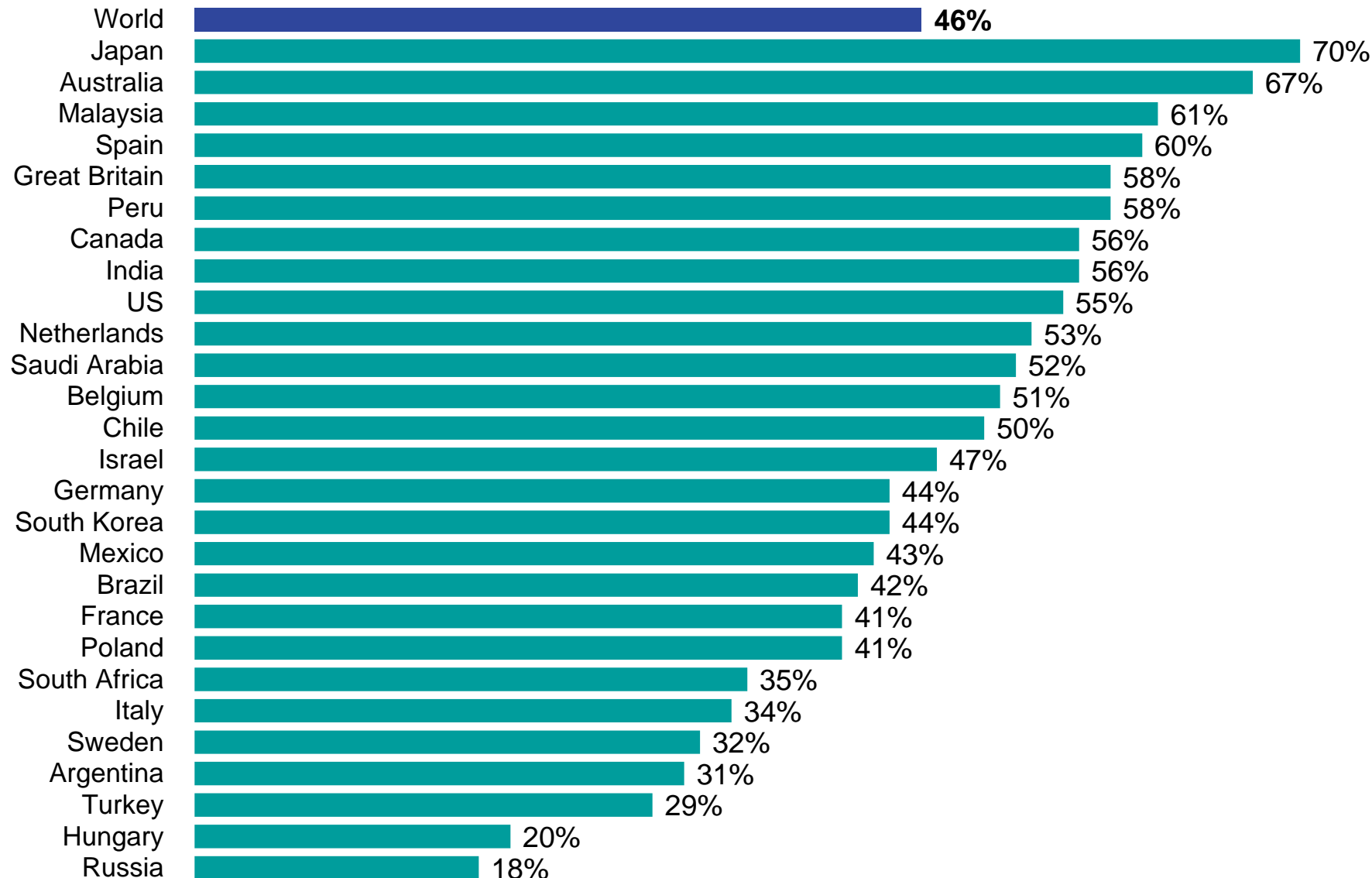


TOP 5 GLOBAL ISSUES

Country rankings for the top global concerns

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#1: CORONAVIRUS



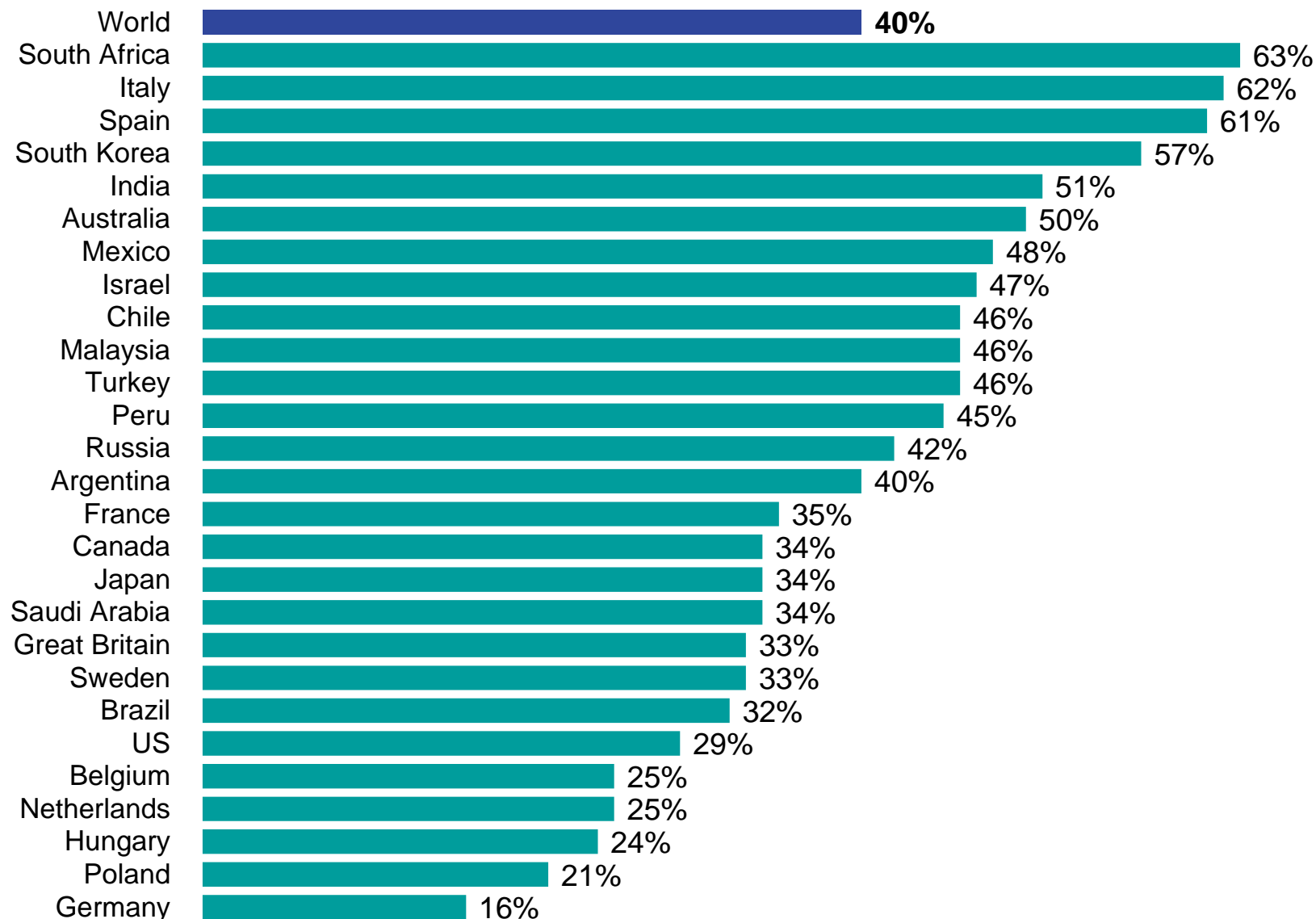
Almost **one in two** **worldwide** (46%) consider Coronavirus to be one of the biggest issues facing their country today. This marks a change to the decline in concern seen since we began tracking it in April.

Japan and **Australia** are currently the countries most concerned about coronavirus, having seen 11-19- point increases respectively since July.

In August, COVID-19 once again becomes the number one issue in **Belgium**, **France** and **Germany**.

A total of **14** countries have Coronavirus as their single greatest concern (up from July's 11). It is also top in **Israel** - alongside healthcare.

#2: UNEMPLOYMENT

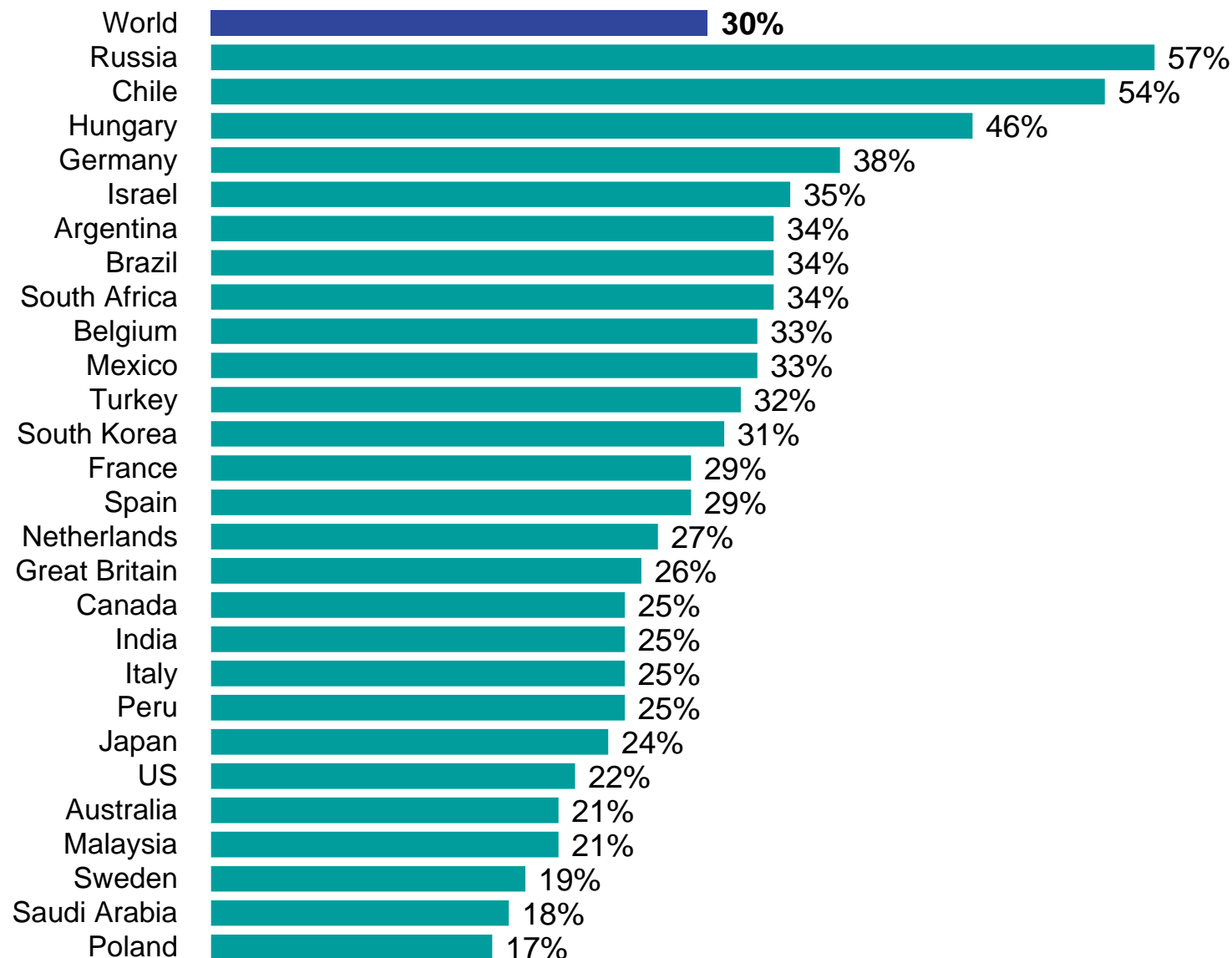


Unemployment is currently the **second** greatest worry worldwide with four in ten respondents selecting it as one of the most important issues facing their country today.

This score is consistent with last month, but up 5 points since April 2020. Pre-pandemic, the last time this issue reached 40% was March 2016.

South Africa is now most concerned about jobs. **Italy** and **Spain** are close behind with more than six in ten in each indicating anxiety about this issue.

#3: POVERTY & SOCIAL INEQUALITY



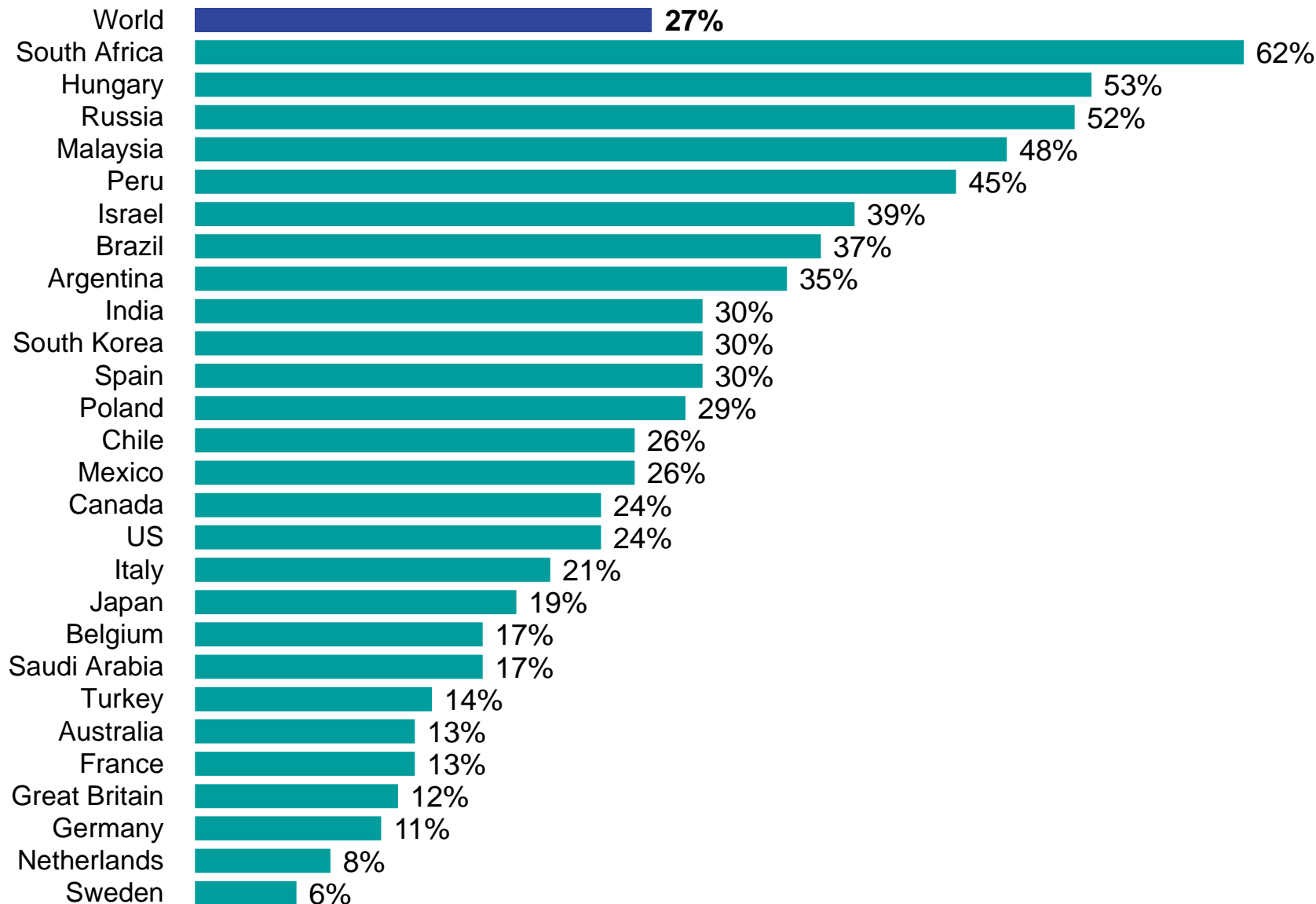
Russia continues to be the country most concerned about Poverty & social inequality with a score nearly twice the current global average of 30%.

Chile, Hungary and **Germany** remain in second, third and fourth place on this measure.

There are a further six countries where one-third or more consider Poverty & social inequality one of the most important issues facing their country today.

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



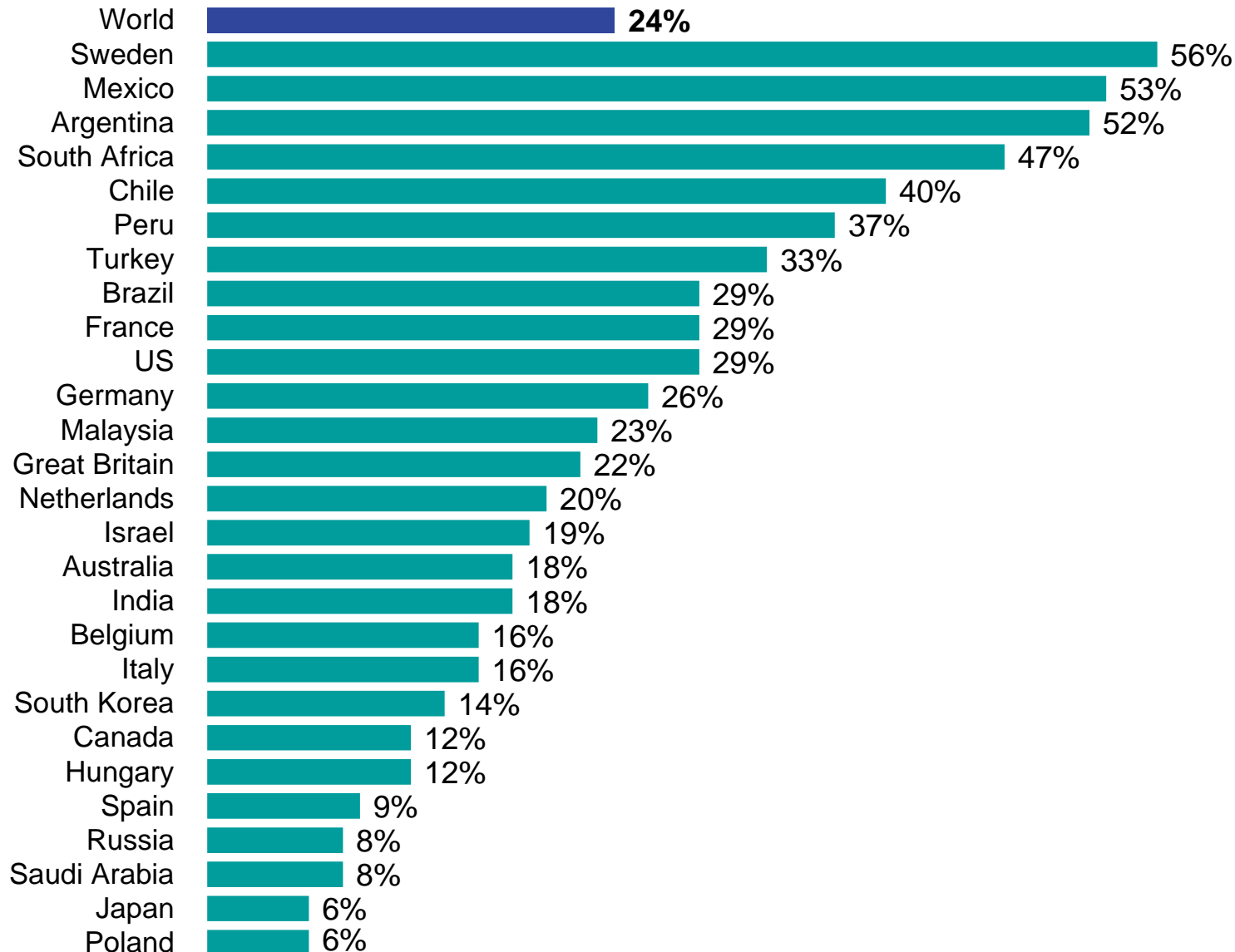
Financial/Political Corruption remains the fourth most important issue worldwide.

South Africans are currently most concerned about this. The nation has seen an 11-point increase since last month.

Over 50% of respondents in **Hungary** and **Russia** put this on their list of top concerns.

Financial/political corruption had not dropped below 30% before the Coronavirus crisis.

#5: CRIME & VIOLENCE



Crime & violence is currently the **fifth** global worry.

Sweden is most concerned of all countries about Crime & violence today as a 16-point increase from last month takes it to 56%. **Mexico** drops to #2 while another spike in concern **Argentina** (+8) means it moves into 3rd place for worry about crime.

Other notable increases since the previous month include **Turkey** (+16), **Chile** (+7) and **France** (+7).

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

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 19,016 adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries, were interviewed between July 24th 2020 and August 7th 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

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

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.