

# WHAT WORRIES THE WORLD?

Global summary report

September 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](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 September 2020

1

# WORLD SUMMARY: SEPTEMBER 2020

Coronavirus holds its place as the world's greatest worry for 6 months.

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

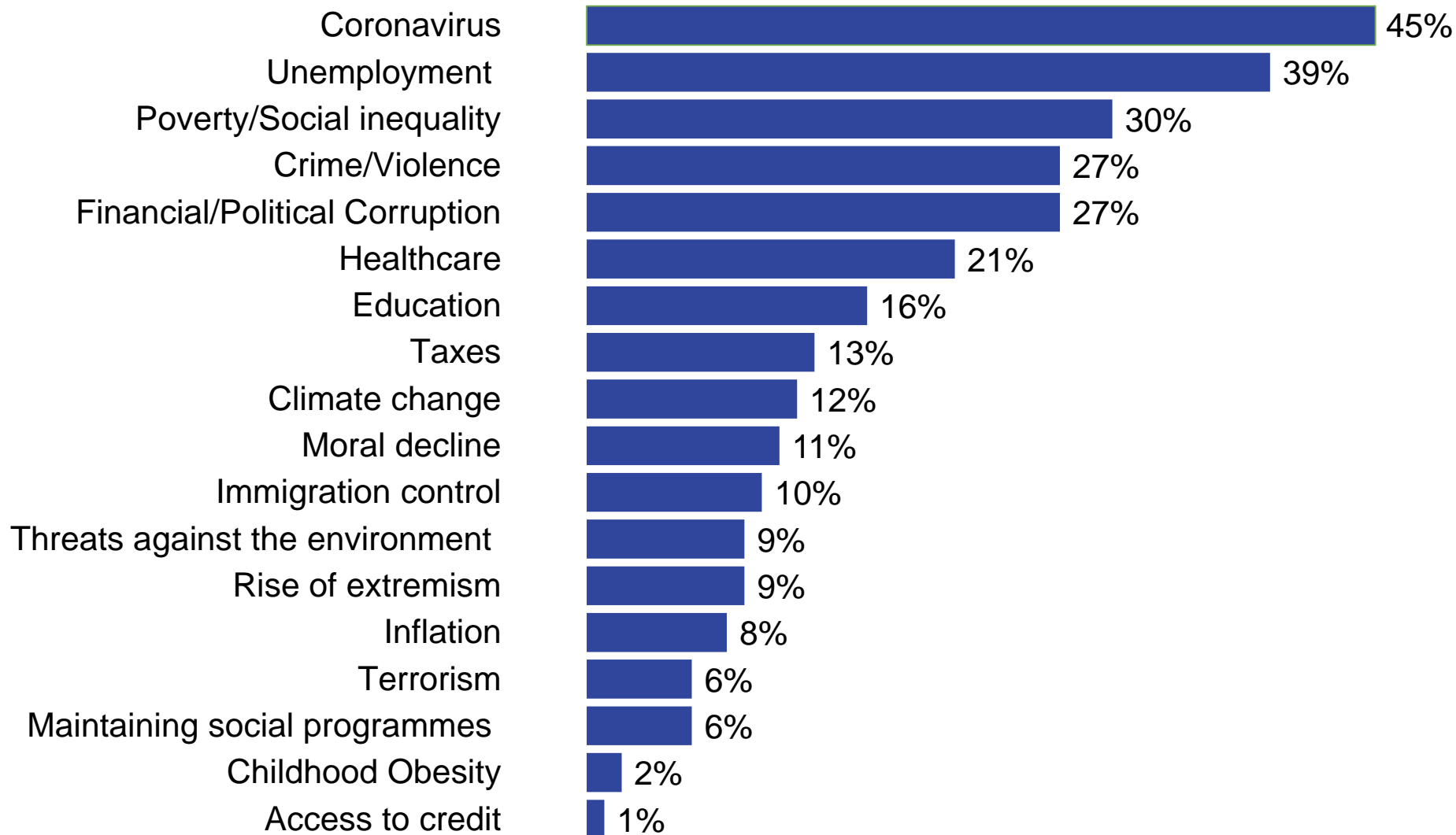
			vs. last month	vs. June 2020	vs. April 2020
1	Coronavirus	45%	▼ - 1	▼ - 2	▼ - 18
2	Unemployment	39%	▼ - 1	▼ - 3	▲ + 4
3	Poverty & social inequality	30%	=	▼ - 1	▲ + 10
=4	Crime & violence	27%	▲ + 3	▲ + 6	▲ + 7
=4	Financial/Political Corruption	27%	=	▲ + 1	▲ + 4

## Headline findings

- **45% of people worldwide** select COVID-19 as one of the main issues of concern.
- This is **however 18 points** lower than the **63%** recorded 6 months ago (April). Levels have stabilised in recent months.
- **Unemployment** is the second biggest issue, with concern at 39%.
- A **3-point** increase in concern for Crime & violence is the only change to note in the top 5, compared to last month.



# WORLD WORRIES: THE FULL LIST



Our survey provides a monthly ranking on 18 social and political issues, illustrating the spectrum of topics people worry about and changes over time.

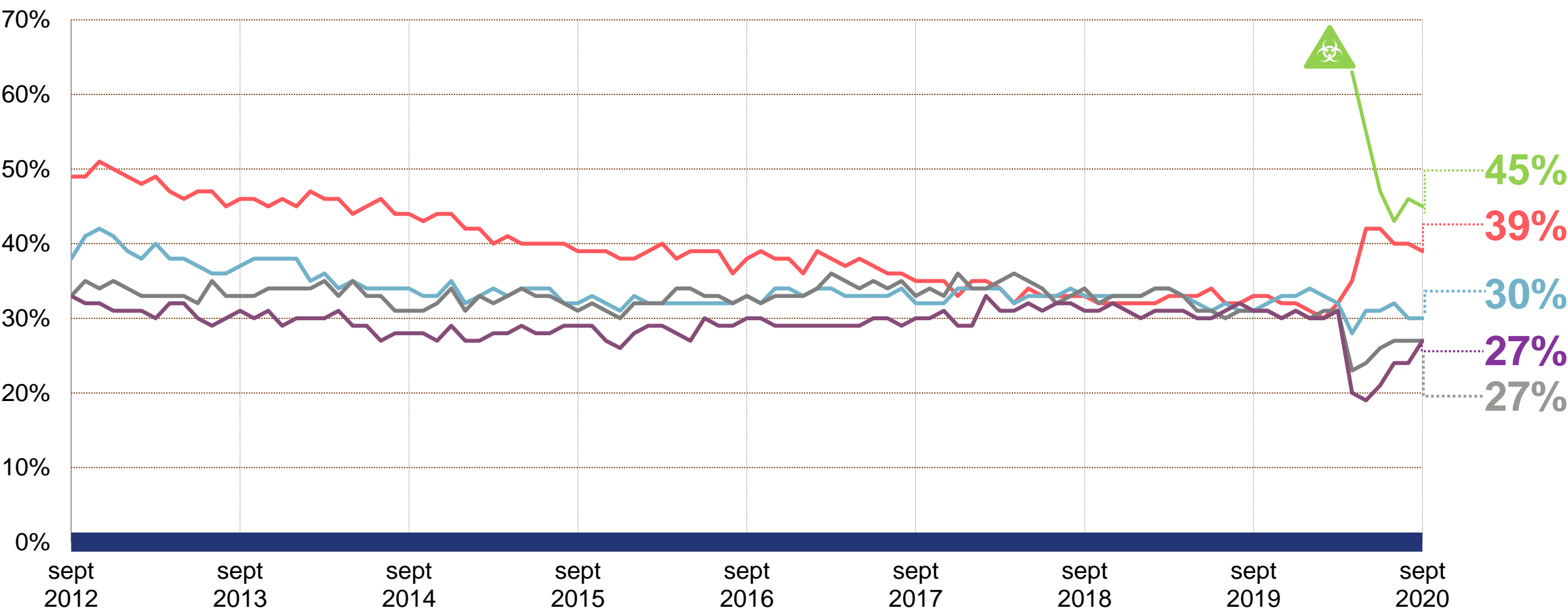
Coronavirus is currently the greatest global concern.

Completing the top five are Unemployment, Poverty & social inequality, Crime & violence and Financial/political corruption – the final two sharing a score of 27%.

# WORLD WORRIES: LONG TERM TREND

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

Source: Global Advisor  
Base: 20,085 adults in 27 countries,  
August 21st 2020 - September 4th 2020.



# RIGHT DIRECTION VS. WRONG TRACK MONITOR

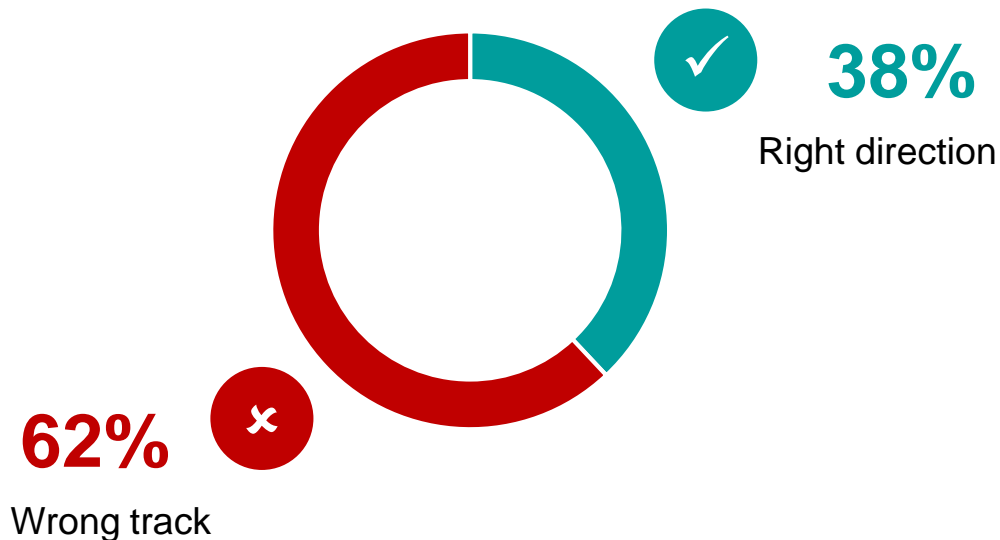
A snapshot of the national mood in 27 countries

# 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**?

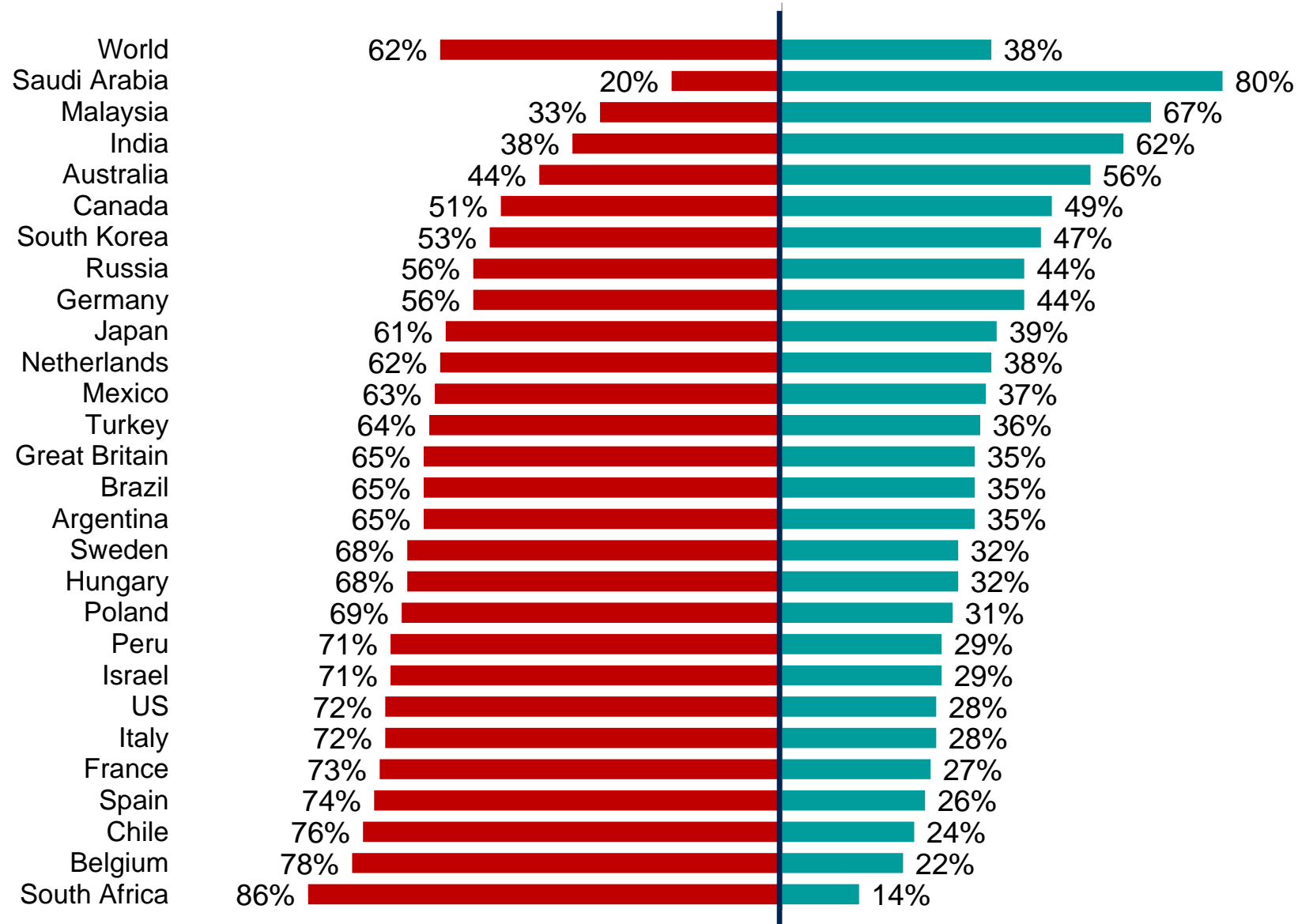


## Headline findings

- The proportion of respondents globally who say their country is on the **wrong track** is at 62%.
- This September, the countries whose citizens are **most dissatisfied** with where things are heading are South Africa (86%), Belgium (78%), Chile (76%), Spain (74%) and France (73%).
- In only **four** countries do more respondents say their country is heading in the **right direction** than the wrong direction (Saudi Arabia, Malaysia, India and Australia).



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



■ Wrong track

■ Right direction

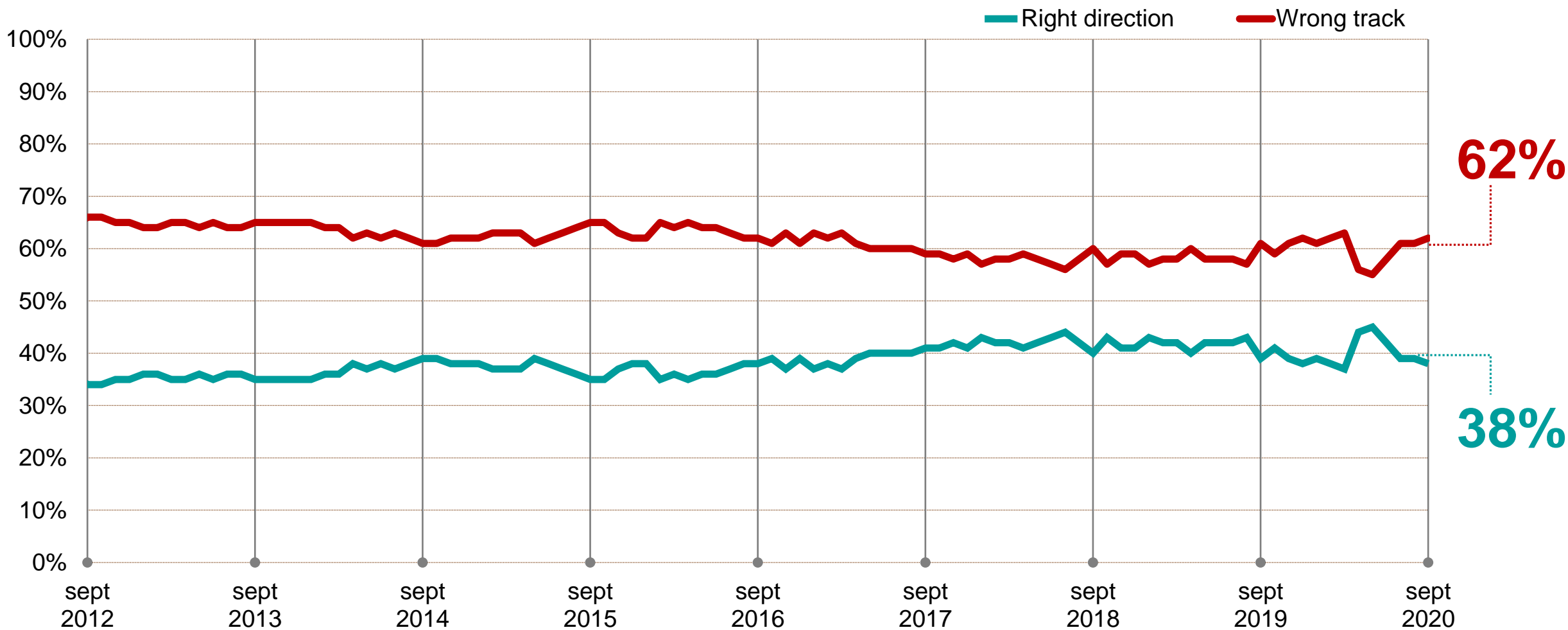
Across the 27 nations, more than six in ten say that things in their country are on the wrong track.

The countries where larger majorities share this view in South Africa (86%), Belgium (78%), Chile (76%), Spain (74%) and France (73%).

Since last month, we have seen increases on this “wrong track” monitor in Great Britain (+8), Italy (+6), Argentina (+5) and Spain (also +5).

# RIGHT TRACK/WRONG TRACK

## Global long-term trend

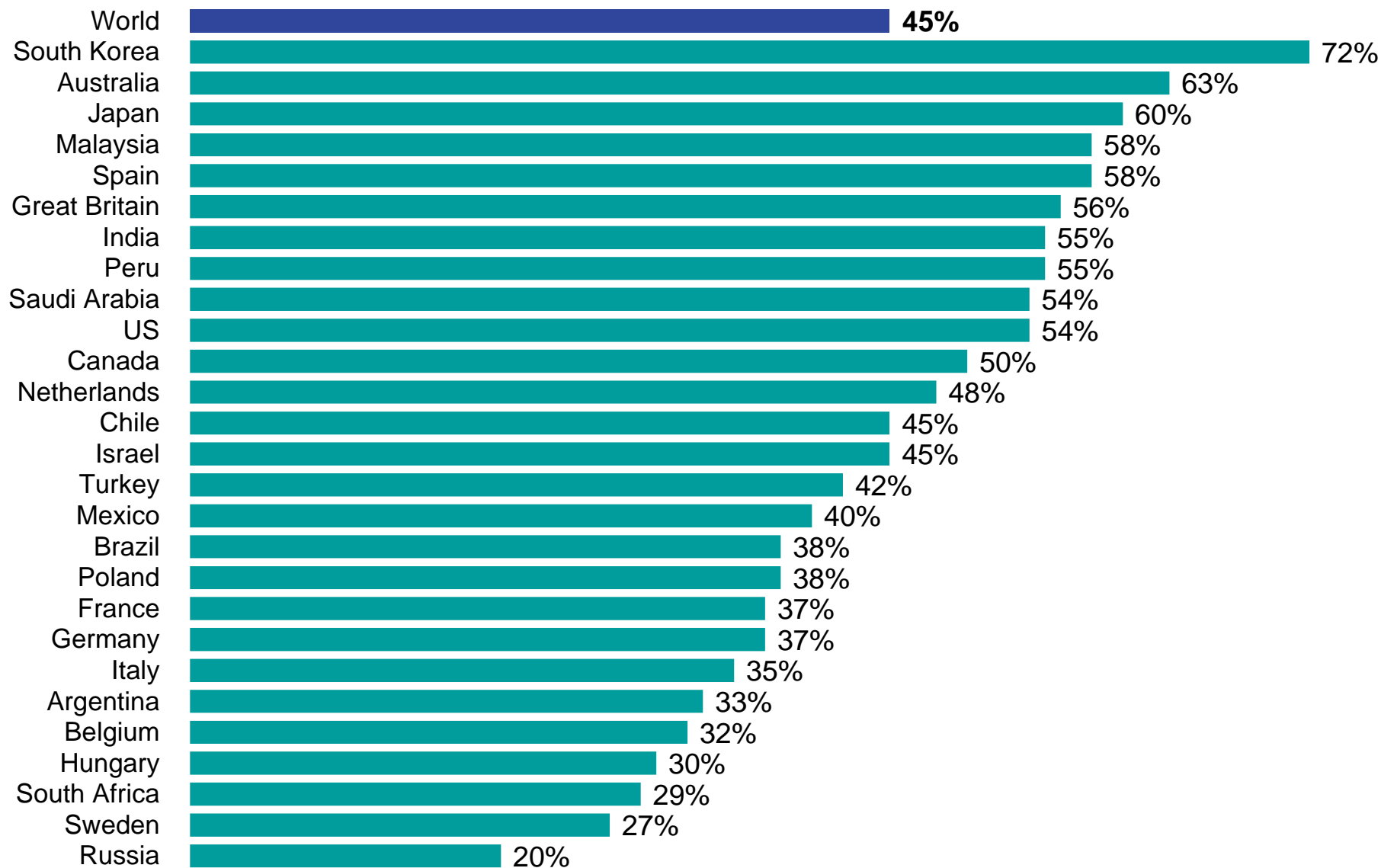


# TOP 5 GLOBAL ISSUES

Country rankings for the top global concerns

# 3

# #1: CORONAVIRUS

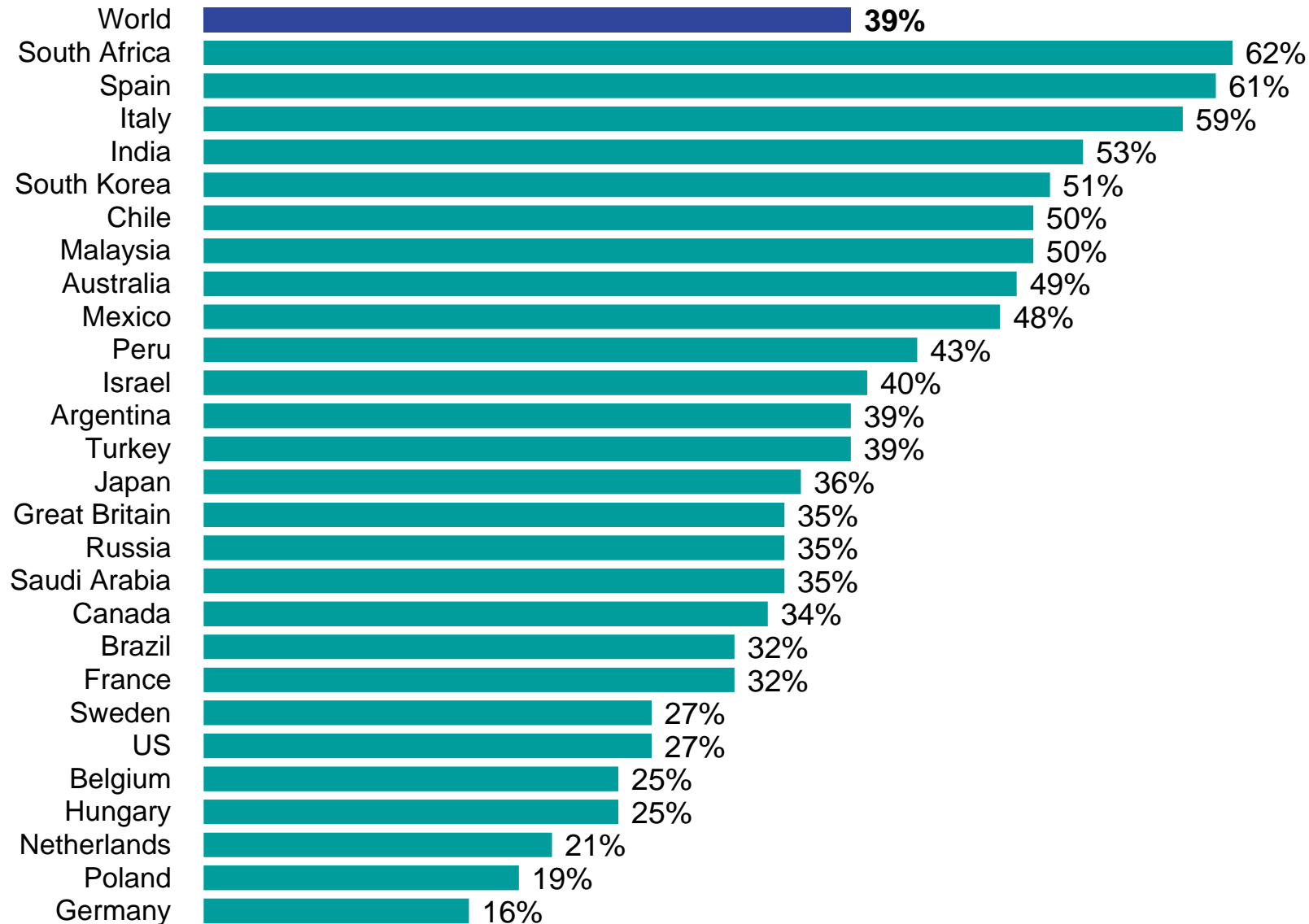


45% of our respondents worldwide consider Coronavirus to be one of the biggest issues facing their country today.

Countries in the Asia-Pacific region report highest levels of worry, with **South Korea**, **Australia**, **Japan** and **Malaysia** currently heading the rankings.

A total of **14** countries have Coronavirus as their single greatest concern, the same number as last month.

## #2: UNEMPLOYMENT



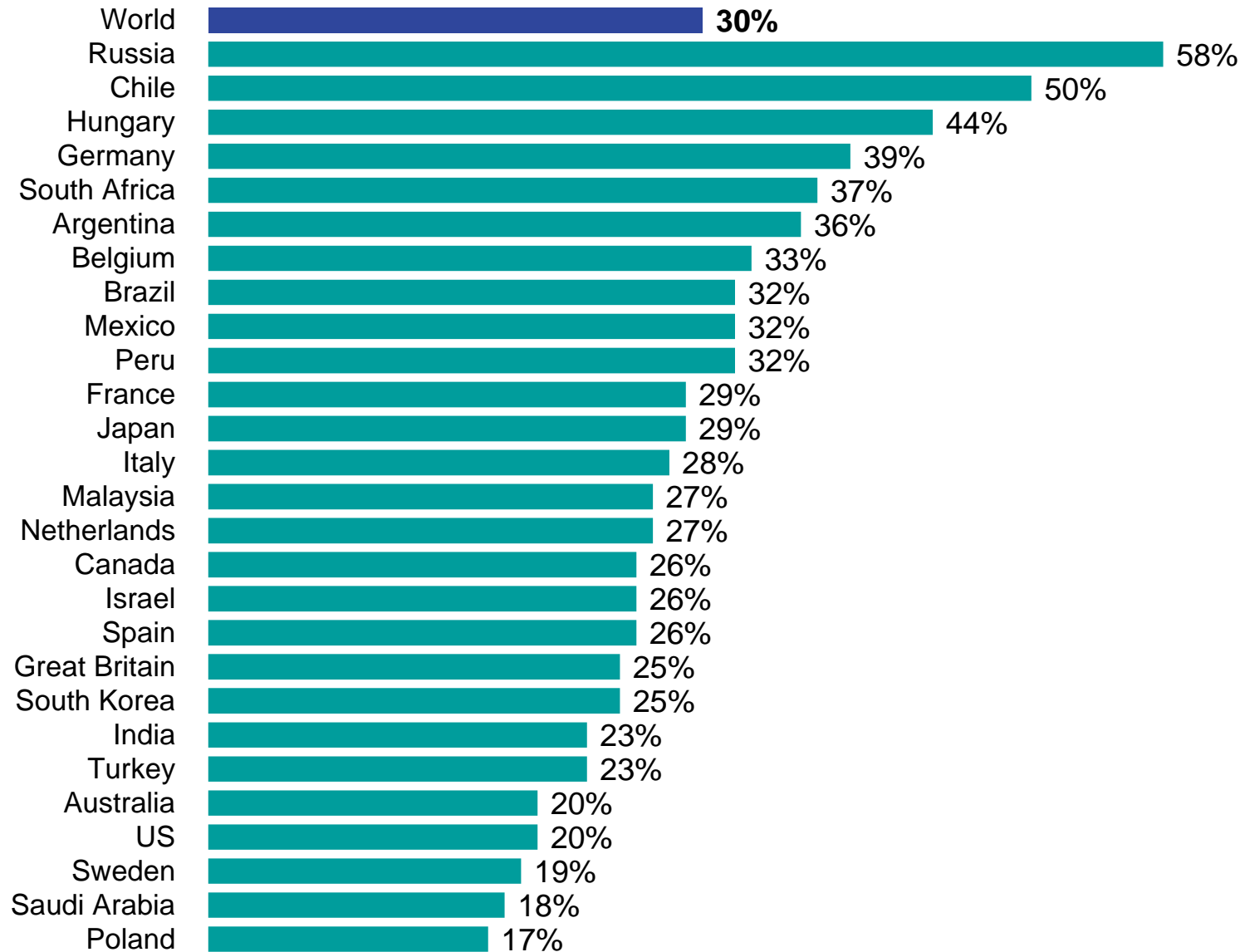
**Unemployment** is currently the **second** greatest worry worldwide with nearly four in ten respondents selecting it as one of the most important issues facing their country today.

These figures illustrate the emerging trend of relatively high levels of concern about jobs during COVID-19 times.

Consistent with previous months, **South Africa** is most concerned, followed by **Spain** and **Italy** where six in ten citizens also report feeling anxious about this issue.

These three are the nations consistently most concerned about Unemployment, and today are more worried about this than Coronavirus.

## #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%.

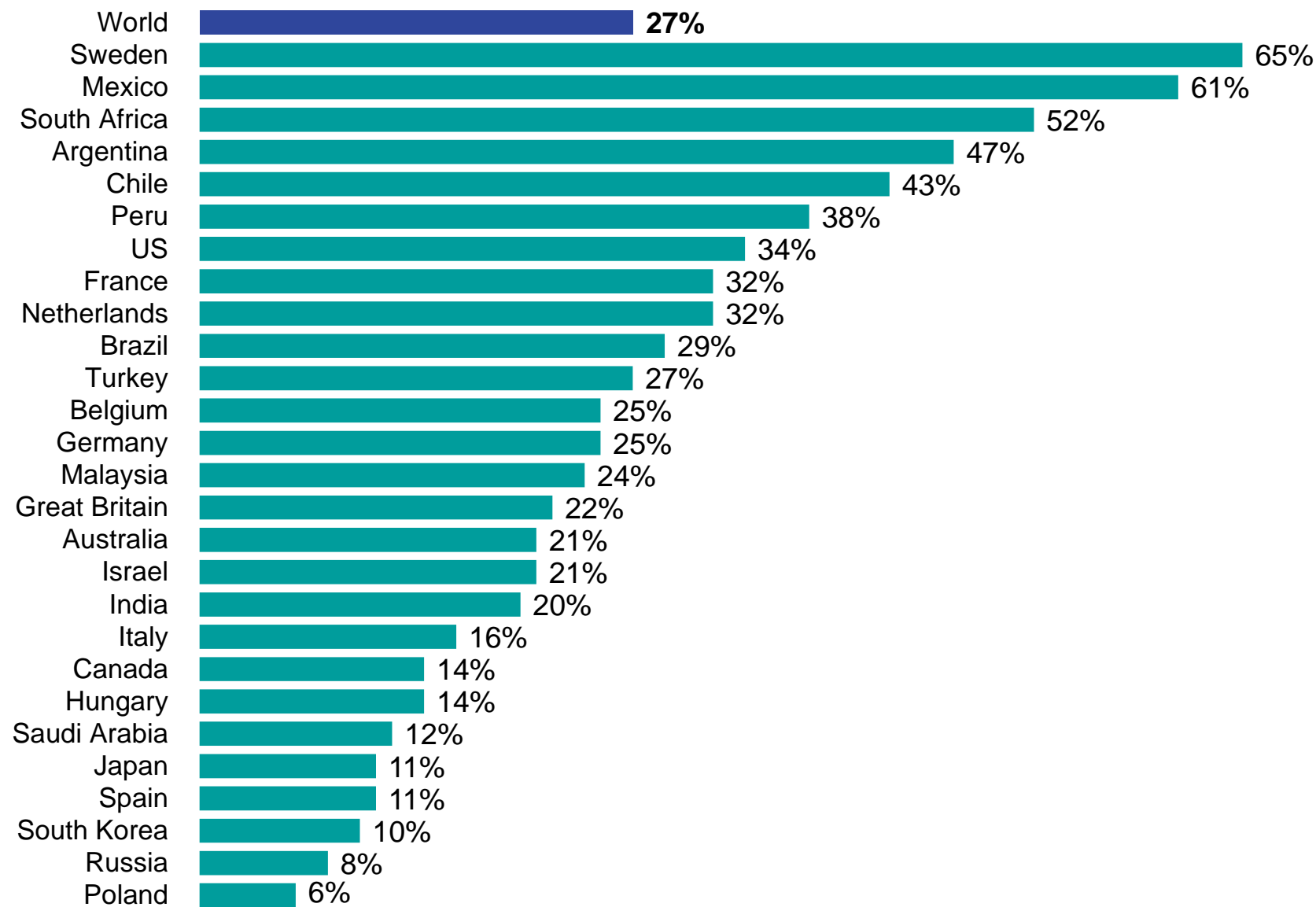
**Chile, Hungary and Germany** remain in second, third and fourth place on this measure.

There are a further six countries where at least one-third consider Poverty & social inequality among 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. It has now been overtaken by Coronavirus, but also by worry about Unemployment



## = #4: CRIME & VIOLENCE

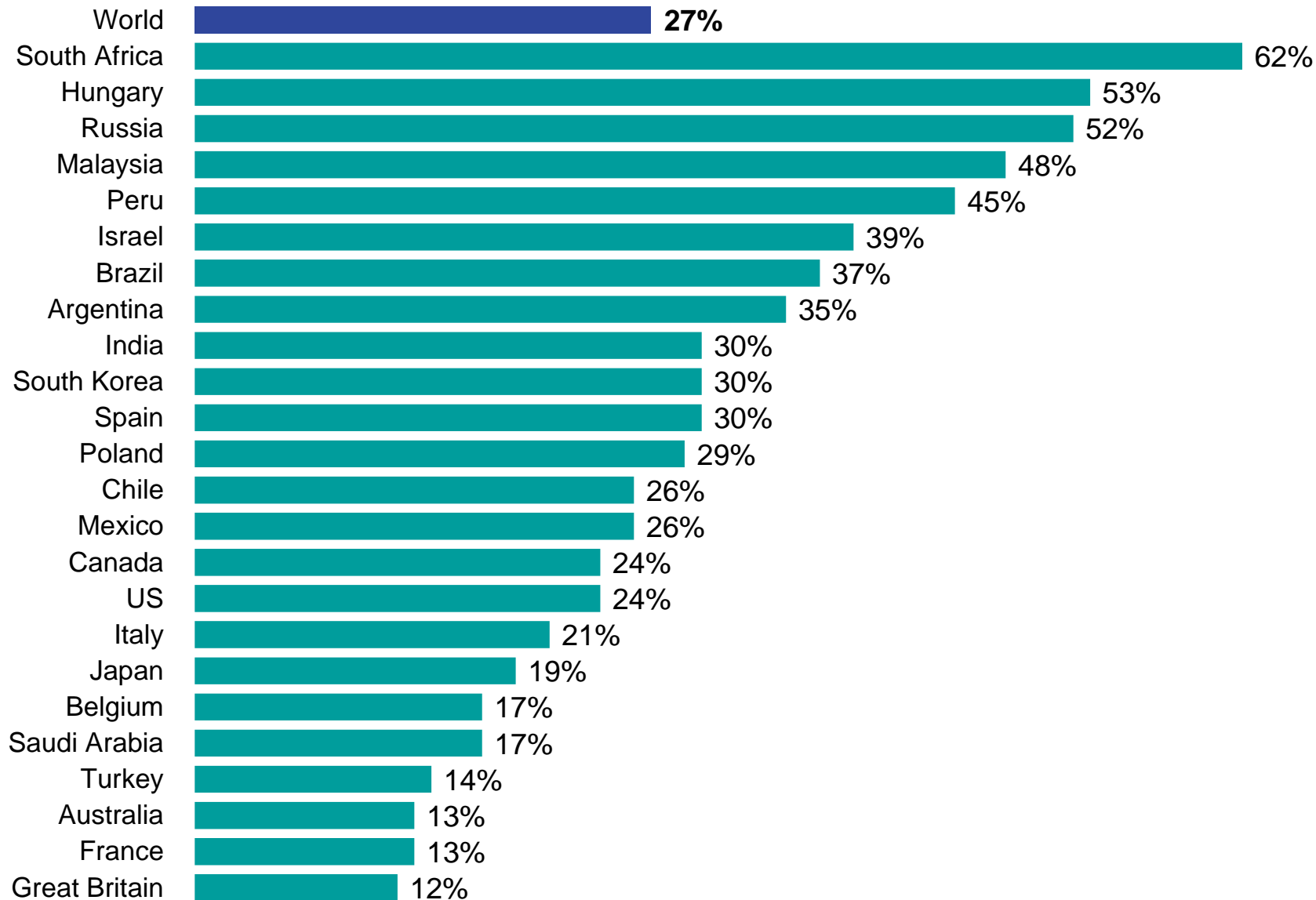


An increase of 3 percentage points at global level puts Crime & violence in **fourth** place in our rankings. Most countries have recorded at least an incremental rise in concern on this issue.

**Sweden** is most concerned of all countries about Crime & violence today with almost two-thirds (65%) now reporting being worried about this issue. We also see rising concern in **Mexico** and **South Africa**, in second and third spot. Other notable increases on last month's scores include **The Netherlands** (+12) and **Belgium** (+9).

Levels of concern are currently similar to January 2020, when Crime & violence was at 30%.

## = #4: FINANCIAL/POLITICAL CORRUPTION



Financial/Political Corruption, alongside Crime & violence, is the **fourth** ranked issue this month, with **27%** worldwide selecting it as one of the big issues facing their country – the same proportion as last month.

**South Africa** is the nation expressing most concern. This month sees another 5 percentage point increase after last month's 11-point rise.

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

We began the year with **31%** globally concerned about financial/political corruption. This fell to **23%** in April 2020, as worries shifted towards COVID-19.

# 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 20,085 adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries, were interviewed between August 21st 2020 - September 4th 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.