WHAT WORRIES THE WORLD

Global summary report

November 2020



WHAT WORRIES THE WORLD?

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 **global summary report** presents the top global concerns alongside whether people think things their country is heading in the right or wrong direction.

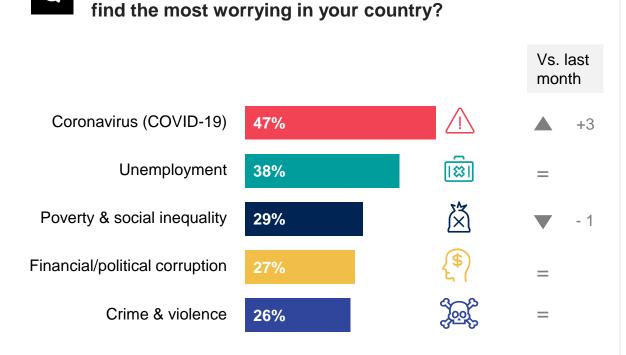
Full breakdowns of findings for each country and each issue are also available on **www.ipsos.com**.

Please contact: **<u>Teodros.Gebrekal@lpsos.com</u>** for more information.

GLOBAL SUMMARY: NOVEMBER 2020

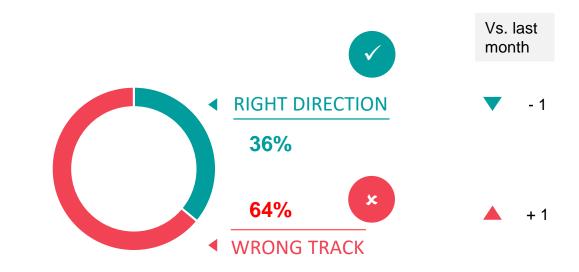
- 47% of people in 27 countries select COVID-19 as one of the main issues of concern facing their country.
- 64% say things in their country are on the "wrong track".

Which three of the following topics do you





Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



Base: Representative sample of 20,006 adults aged 16-74 in 27 participating countries, October 23rd 2020 - November 6th 2020. **Source:** Global Advisor



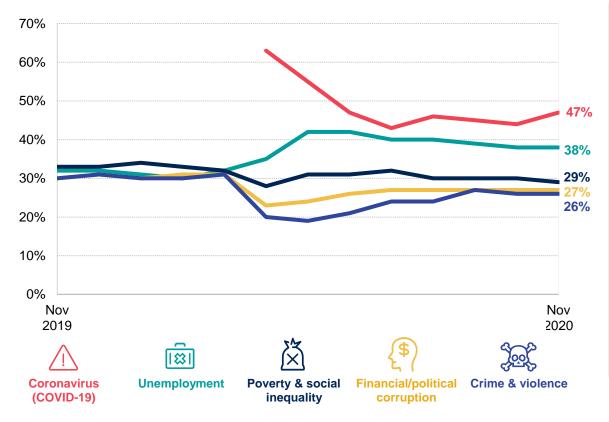
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Q

GLOBAL SUMMARY: A 12-MONTH VIEW

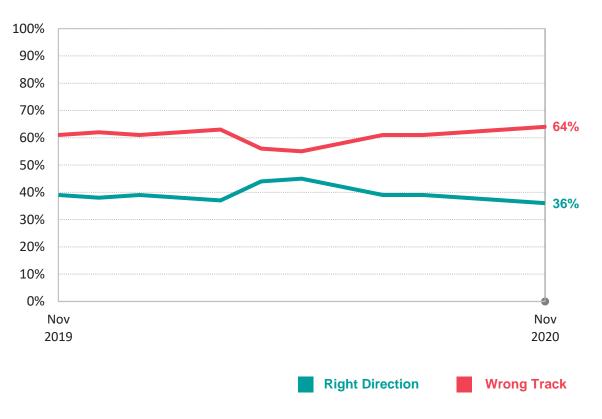
Q

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





Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



Base: Representative sample of 20,006 adults aged 16-74 in 27 participating countries, October 23rd 2020 - November 6th 2020. Source: Global Advisor



DIRECTION OF TRAVEL ALL COUNTRIES

GLOBAL RIGHT DIRECTION/WRONG TRACK MONITOR

Q Would you say things in this country are heading in the right direction, or are they off on the wrong track?

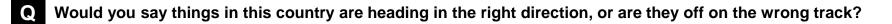
World	()	64%	36%	Wrong track	
Saudi Arabia	5.000 —	18% 💻		82% Right direction	
Malaysia		39%	61%	Right direction	
Australia	**	41%	59%		Across the 27 nations,
India		42%	58%		more than six in ten (64%)
Canada	· · · · · · · · · · · · · · · · · ·	53%	47%		on average, and a majority
South Korea	(•);	53%	47%		in 23 countries, say that
Germany		56%	44%		things in their country are
Japan		60%	40%		on the wrong track.
Russia		60%	40%		of the wrong track.
Chile		64%	36%		
Brazil		67%	33%		The countries where larger
		67%	33%		majorities share this view
Sweden		68%	32%		are Poland (87%), South
Great Britain		69%	31%		Africa (80%), France
Mexico		69%	31%		(80%) and Belgium (79%).
Netherlands		70%	30%		
Italy		72%	28%		The proportion of those in
Hungary		73%	27%		
Peru		73%	27%		Poland saying things in
Argentina		74%	26%		their country are on the
Israel		74%	26%		wrong track has increased
Turkey		76%	24%		by 13 points since last
Spain		77%	23%		month.
Belgium		79%	21%		
France		80%	20%		
South Africa		80%	20%		
Poland		87%	13%		

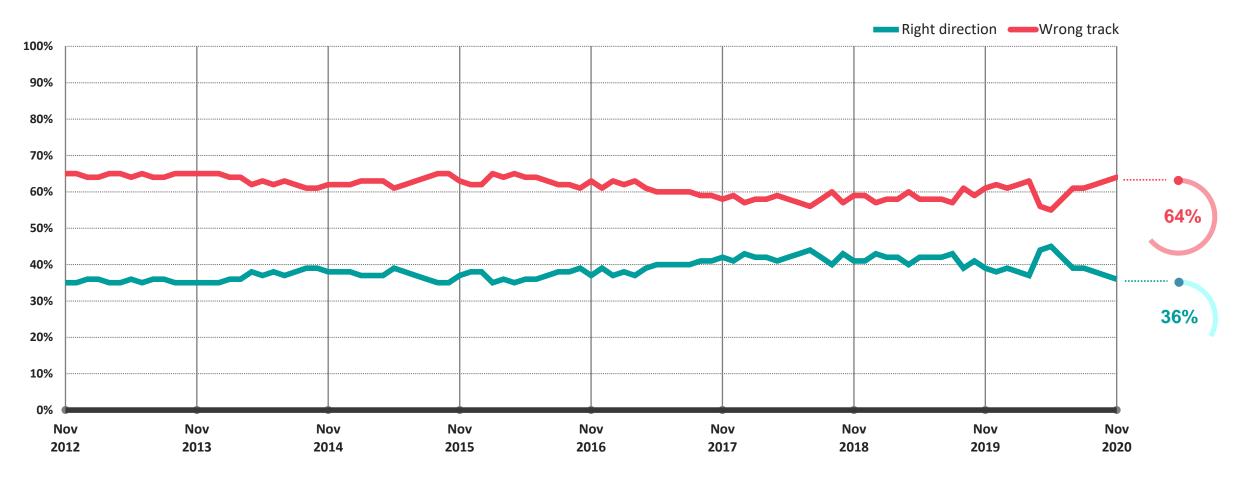
Base: Representative sample of 20,006 adults aged 16-74 in 27 participating countries, October 23rd 2020 - November 6th 2020.

Source: Global Advisor



GLOBAL: RIGHT DIRECTION/WRONG TRACK





Base: Representative sample of 20,006 adults aged 16-74 in 27 participating countries, October 23rd 2020 - November 6th 2020. Source: Global Advisor



WORRIES THE WORLD? TOP ISSUES RANKED

PACIFIC OCEAN

WORLD WORRIES: THE FULL LIST

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

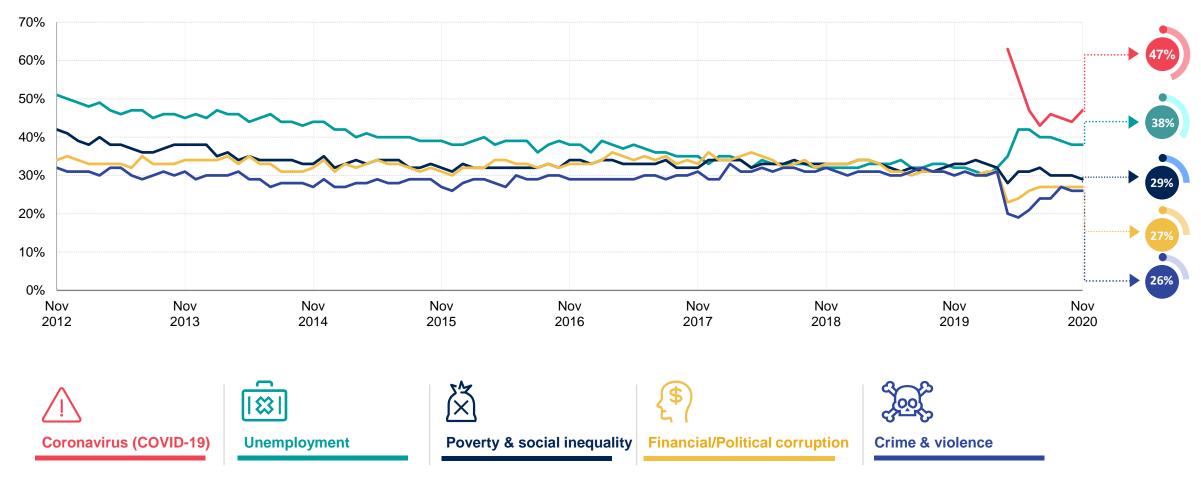
Mentioned in November 2020 (%)

Coronavirus (COVID-19)	\triangle			47%	This realizes of 40 issues
Unemployment	181			38%	This ranking of 18 issues shows the full spectrum of
Poverty & social inequality	$\overset{\sim}{\succeq}$		29%		the top issues that people
Financial/political corruption	{\$}		27%		in 27 countries worry about
Crime & violence	<u>;}@</u> ţ		26%		today.
Healthcare	SQ		23%		
Education	\bigcirc	16%			The top 5 scores remain
Taxes		13%			consistent although
Climate change	×	11%			COVID-19 is up 3 percentage points on last
Immigration control		10%			month – the first increase
Moral decline	÷	10%			since August 2020 – with
Rise of extremism	<u>Å</u>	9%			47% worldwide now saying
Terrorism		9%			this is one of the top issues
Inflation	<u>1</u> ~~/	9%			facing their country.
Threats against the environment	Ø	8%			
Maintaining social programmes	E S	6%			Unemployment is second, at 38%, while Poverty &
Access to credit	ß	2%			social inequality is a top
Childhood obesity	8	*			worry for 29% across all
					countries.

Base: Representative sample of 20,006 adults aged 16-74 in 27 participating countries, October 23rd 2020 - November 6th 2020. Source: Global Advisor

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WORLD WORRIES: LONG-TERM TRENDS



Base: Represent Representative sample of 20,006 adults aged 16-74 in 27 participating countries, October 23rd 2020 - November 6th 2020. Source: Global Advisor



1 | CORONAVIRUS (COVID-19)

(%) worried in November 2020 in each country

World	()	47%	
Malaysia		76%	
Great Britain	×	64%	470/ 4
Spain		64%	47% c
Canada	•		world
Belgium		56%	is one
Netherlands		56%	facing
Poland		55%	
Italy		52%	Malau
Japan		52%	Malay
Germany		51%	most
South Korea	**	51%	COVI
India	•	50%	month
US		50%	Spain
France		49%	
Saudi Arabia	5.593 —	49%	small
Mexico	*	48%	
Australia		46%	Swede
Sweden		44%	increa
Israel	*	43%	month
Peru	0	42%	
Turkey	C*	41%	also u
Hungary		40%	Italy (-
Brazil	<u>≪</u>	33%	Franc
Chile		31%	(+10).
Russia		30%	(
Argentina		24%	
South Africa		22%	

47% of our respondents worldwide say Coronavirus is one of the biggest issues facing their country today.

Malaysia is the country most concerned about COVID-19 for the second month. Great Britain and Spain stay in the top 3 with small increases in each.

Sweden sees a significant increase in concern this month (+22). Scores are also up in Belgium (+15), Italy (+14), Hungary (+14), France (+10) and Mexico (+10).

Base: Representative sample of 20,006 adults aged 16-74 in 27 participating countries, October 23rd 2020 - November 6th 2020. Source: Global Advisor



2 | UNEMPLOYMENT AND JOBS

(%) worried in November 2020 in each country

World	3	38%	
South Africa		65%	Unomployment is ourrently
Spain	*	60%	Unemployment is currently
Italy		58%	the second greatest worry
		55%	worldwide with 38%
South Korea	:•:	55%	selecting it as one of the
Mexico	*	48%	most important issues
Australia		47%	facing their country today.
Argentina		43%	lacing men country today.
Chile	*	43%	
India	•	43%	This reflects the emerging
Israel	•	43%	trend of concern about job
Turkey	C*	42%	security during COVID-19.
Peru	e	41%	
Japan		37%	Occuth Africa is used
Saudi Arabia	5300 —	37%	South Africa is most
Great Britain		34%	concerned about this issue,
Brazil	<u></u>	32%	followed by Spain and Italy.
Canada	•	31%	More than half in South
Russia		31%	Korea and Malaysia also
US		28%	
Netherlands		26%	say this is a top issue facing
France		25%	their country today. Concern
Hungary		25%	has increased most (by 7
Belgium		22%	points) in Malaysia this
Sweden		18%	month.
Poland		17%	
Germany		16%	

Base: Representative sample of 20,006 adults aged 16-74 in 27 participating countries, October 23rd 2020 - November 6th 2020. Source: Global Advisor

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3 | POVERTY & SOCIAL INEQUALITY

(%) worried in November 2020 in each country

World	()	29%	Russia continues to be the
Russia		56%	
Chile	•	48%	country most concerned
Hungary		41%	about Poverty & social
South Korea	:•:	36%	inequality with a score of
South Africa		35%	56%.
Germany		34%	
Japan		34%	Chile and Hungary remain
Mexico	.	34%	Chile and Hungary remain
Brazil	S	33%	in second and third place
Israel	\$	33%	with 48% and 41%
Argentina	-	32%	respectively.
Belgium		30%	
Turkey	C+	30%	
Great Britain		29%	Poverty/social inequality is
Peru	@	29%	the #1 out of the 18
Netherlands		26%	categories in both concern
Spain		26%	Russia and Chile.
Canada	 + 	25%	
Italy		25%	Mara papela in largel and
India		23%	More people in Israel and
Australia	*	22%	South Korea are seeing this
Malaysia		22%	as top issue in their country,
France		20%	up 8 and 6 percentage
Sweden		20%	points respectively since
US		18%	
Saudi Arabia	55553	16%	last month.
Poland		14%	

Base: Representative sample of 20,006 adults aged 16-74 in 27 participating countries, October 23rd 2020 - November 6th 2020. Source: Global Advisor

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Country Comparison

4 | FINANCIAL/POLITICAL CORRUPTION

(%) worried in November 2020 in each country

World	()	27%		
South Africa			66%	
Russia		4	18%	
Malaysia		45%		
Peru	0	45%		
Hungary	@ 	42%		
South Korea	(•)	40%		
Israel	*	39%		
Argentina	(•)	35%		
Brazil	<u></u>	33%		
Poland		33%		
India		30%	30%	
Chile	*	29%		
Spain	-	26%	26%	
Saudi Arabia	\$.910) —	25%		
Mexico		24%		
Canada	 + 	20%		
US		20%		
Australia	*	19%		
Turkey	C*	17%		
Italy		16%		
Japan		16%		
Belgium		13%		
Great Britain		12%		
France		8%		
Germany Sweden		8%		
Sweden		8%		
Netherlands		6%		

Financial/Political Corruption is the fourth greatest global concern, with 27% saying it is one of the big issues facing their country.

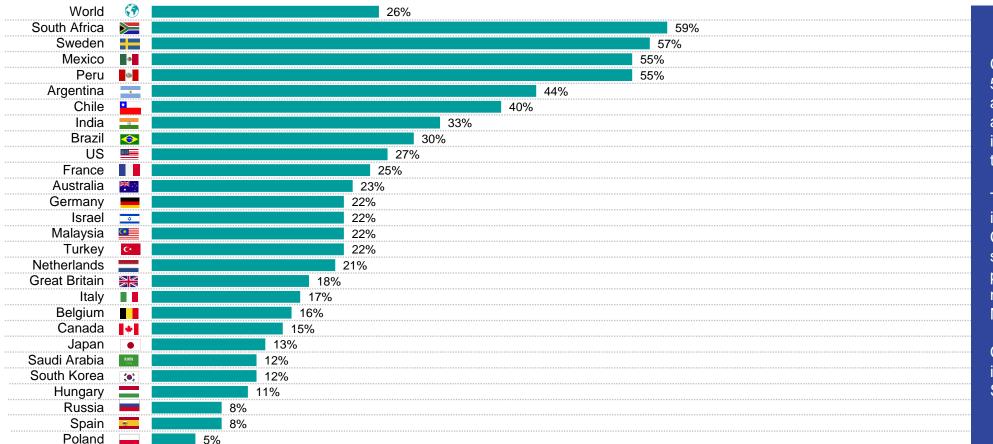
South Africa is the country most concerned about this, and by a large margin, with two-thirds of the public (66%) selecting this issue compared to 48% in Russia and 45% in both Malaysia and Peru.

Base: Representative sample of 20,006 adults aged 16-74 in 27 participating countries, October 23rd 2020 - November 6th 2020. Source: Global Advisor



5 | CRIME & VIOLENCE

(%) worried in October 2020 in each country



Crime & violence is ranked 5th globally, with 26% on average saying this is among the most worrying issues in their country today.

There has been a sharp increase in people selecting Crime & violence in Peru since last month, up 13 percentage points. The nation is now joint-third with Mexico on this issue.

Crime & violence is the #1 issue of all 18 in Mexico and Sweden.

Base: Representative sample of 20,006 adults aged 16-74 in 27 participating countries, October 23rd 2020 - November 6th 2020. Source: Global Advisor



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 October 23rd and November 6th 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 +/-4.5percentage 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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"Game Changers" – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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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.

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