

WHAT WORRIES THE WORLD

Global summary report

November 2020



GAME CHANGERS



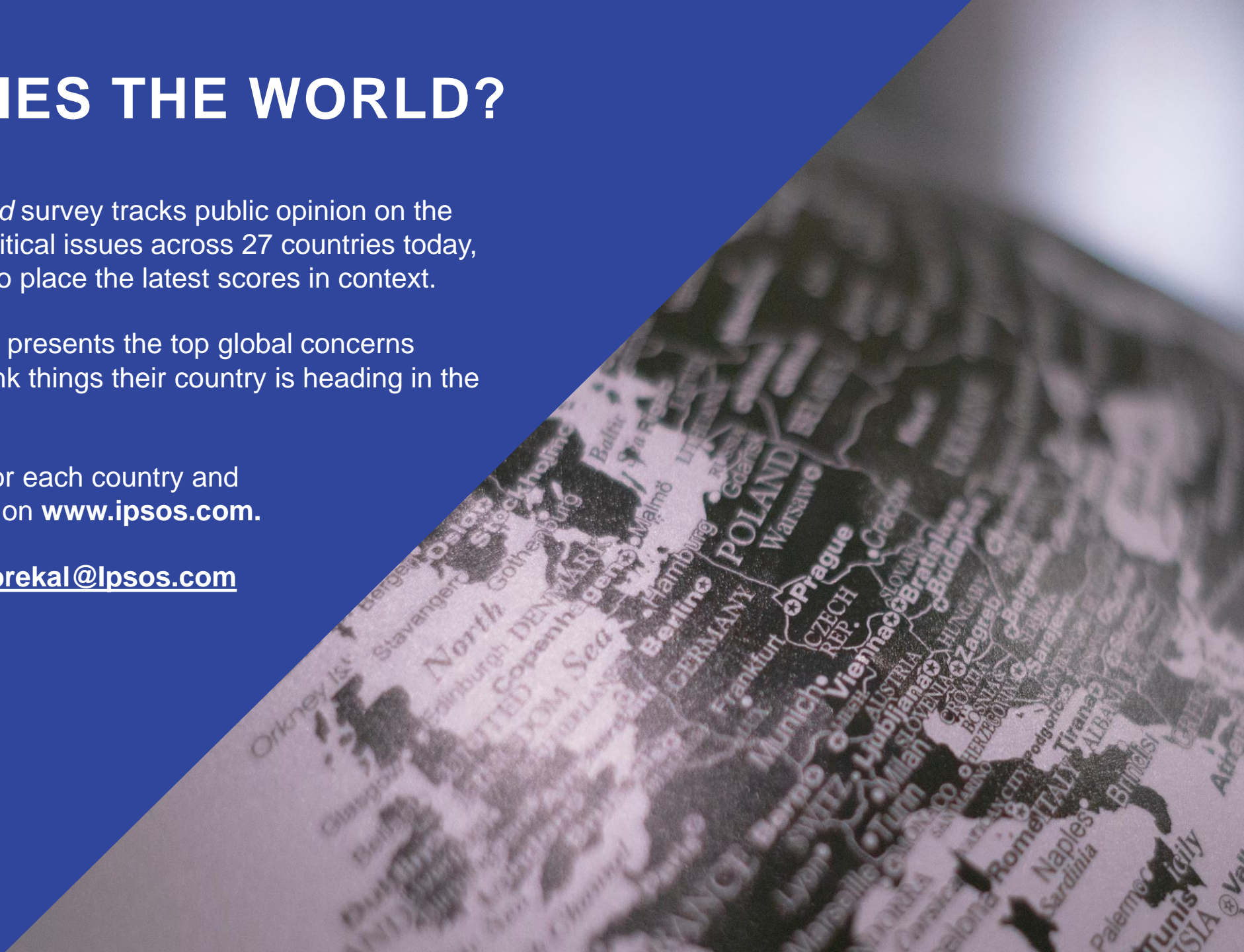
WHAT WORRIES THE WORLD?

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**.

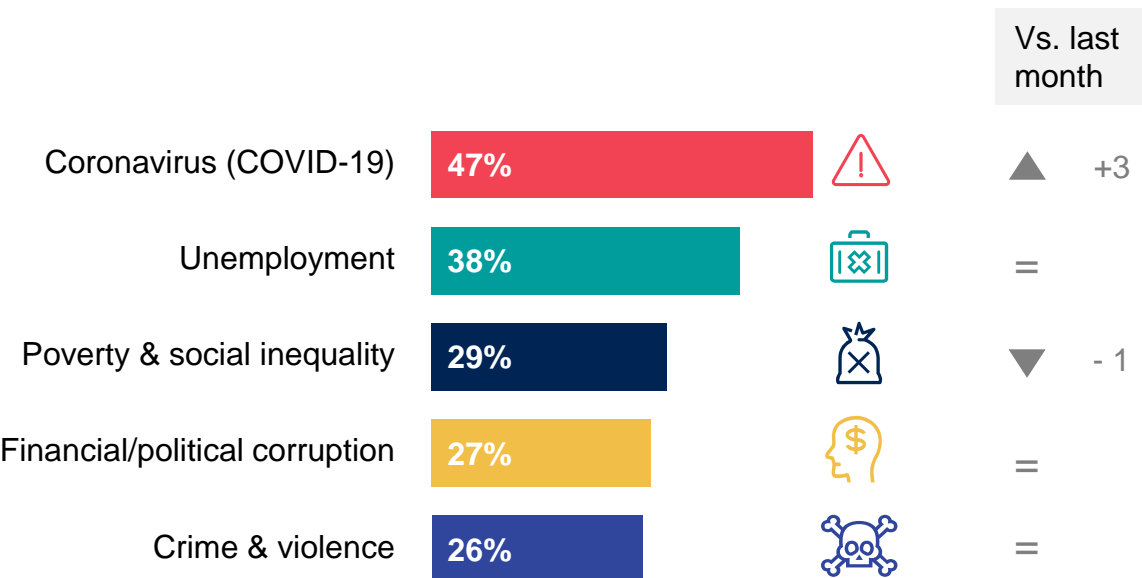
Please contact: **Teodros.Gebrekal@ipsos.com** for more information.



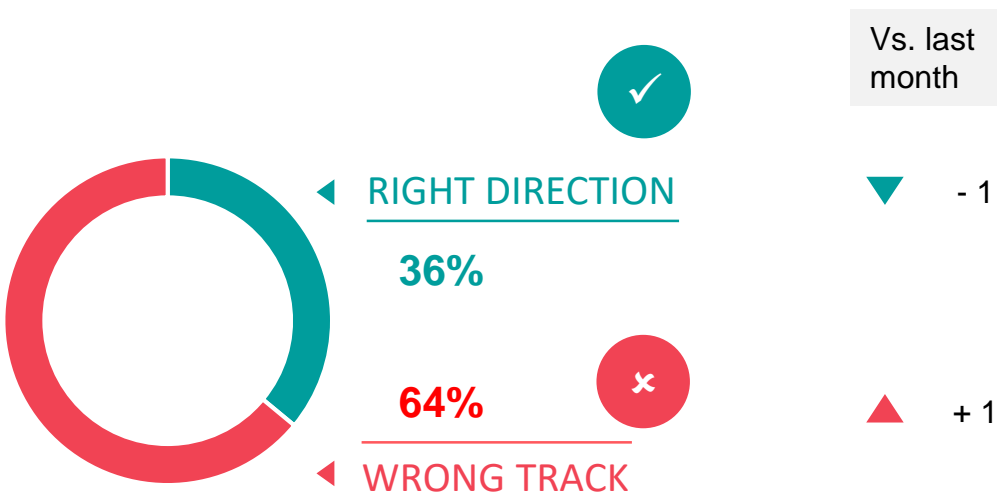
GLOBAL SUMMARY: NOVEMBER 2020

- 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”.

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



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

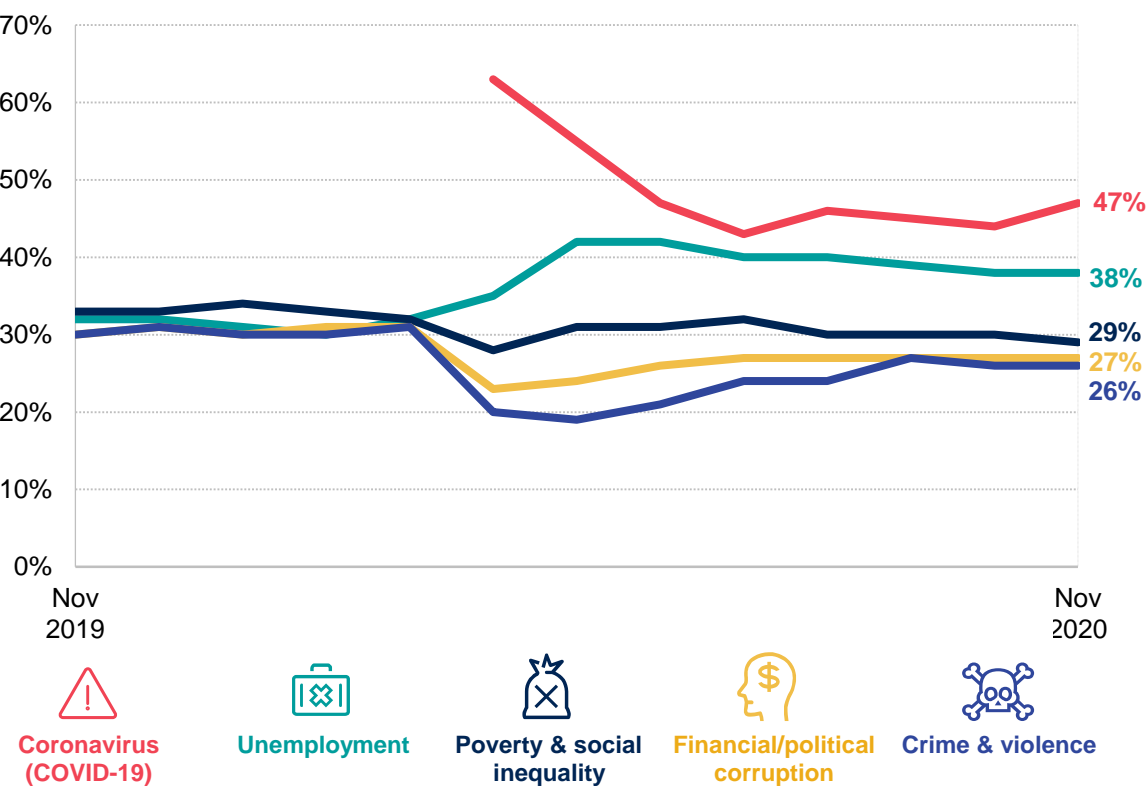


Base: Representative sample of 20,006 adults aged 16-74 in 27 participating countries, October 23rd 2020 - November 6th 2020.

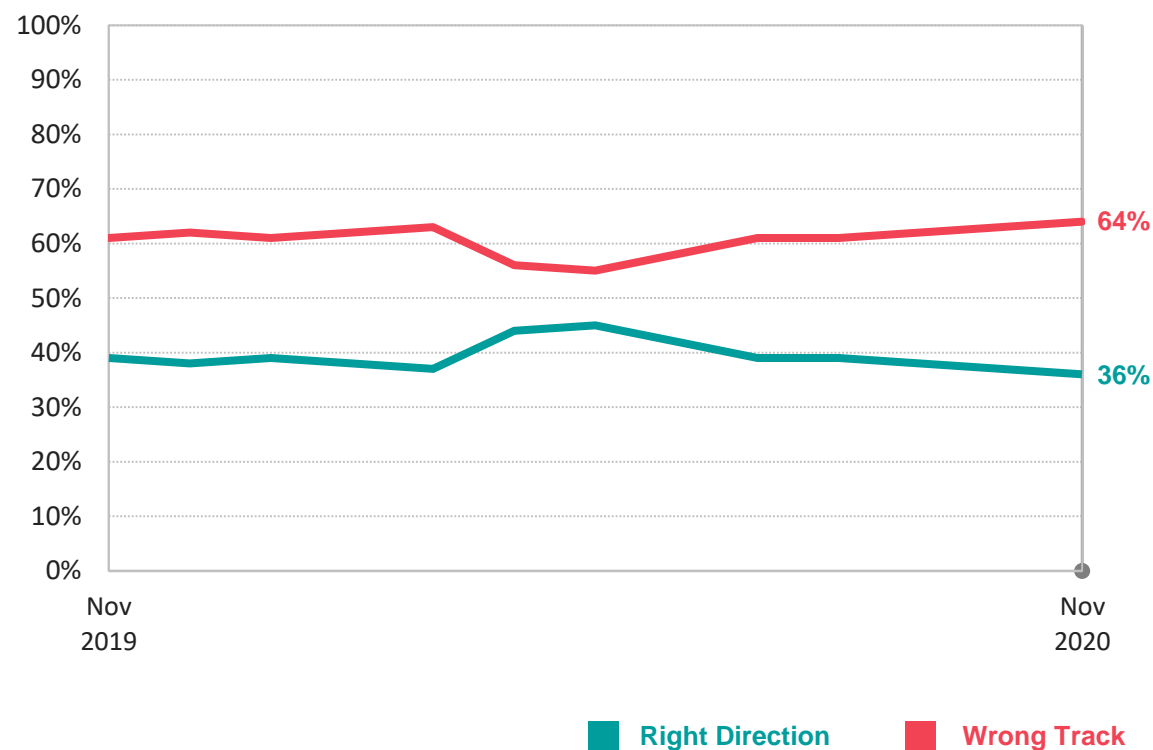
Source: Global Advisor

GLOBAL SUMMARY: A 12-MONTH VIEW

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



Q 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.

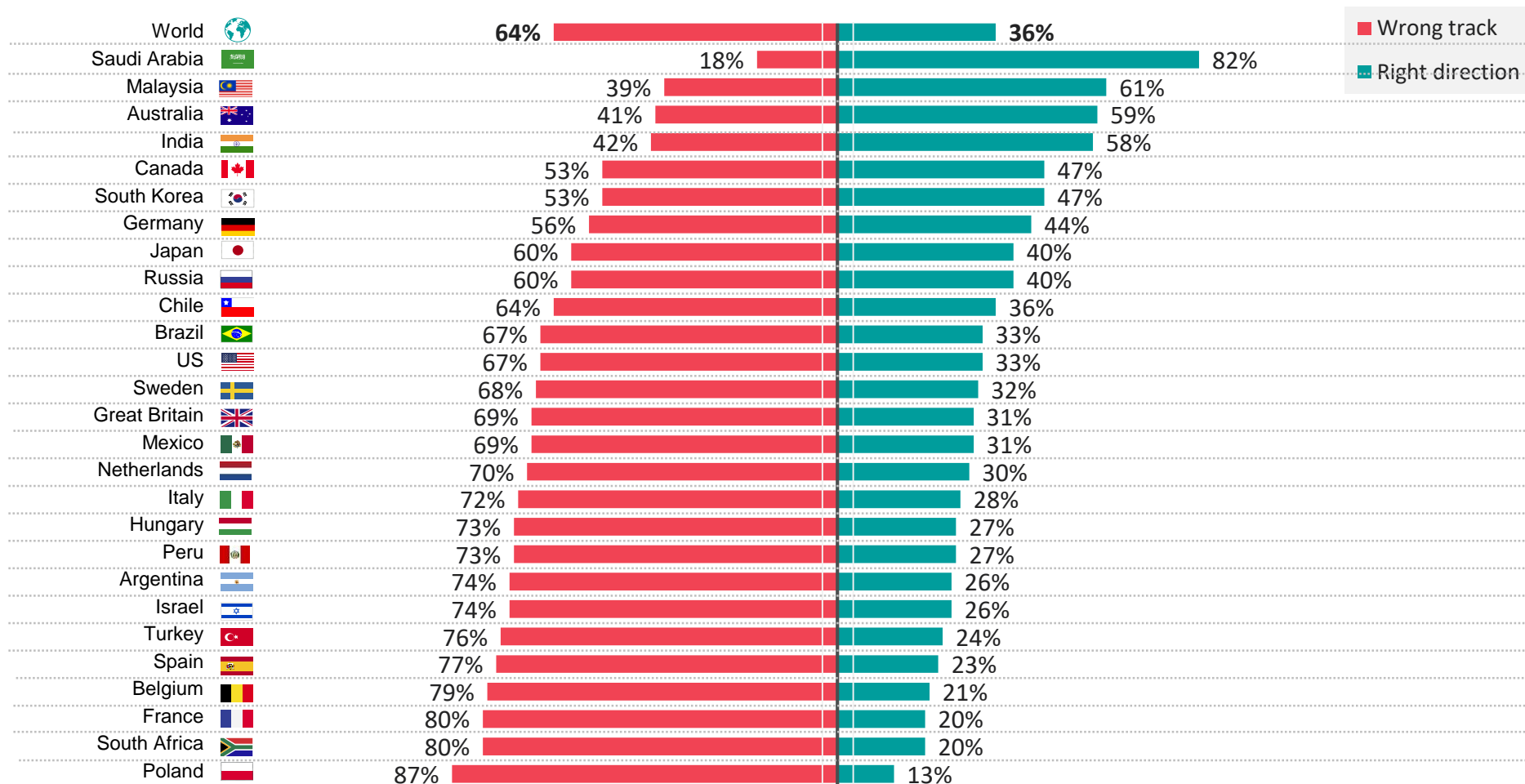
Source: Global Advisor

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?



Across the 27 nations, more than six in ten (64%) on average, and a majority in 23 countries, say that things in their country are on the wrong track.

The countries where larger majorities share this view are Poland (87%), South Africa (80%), France (80%) and Belgium (79%).

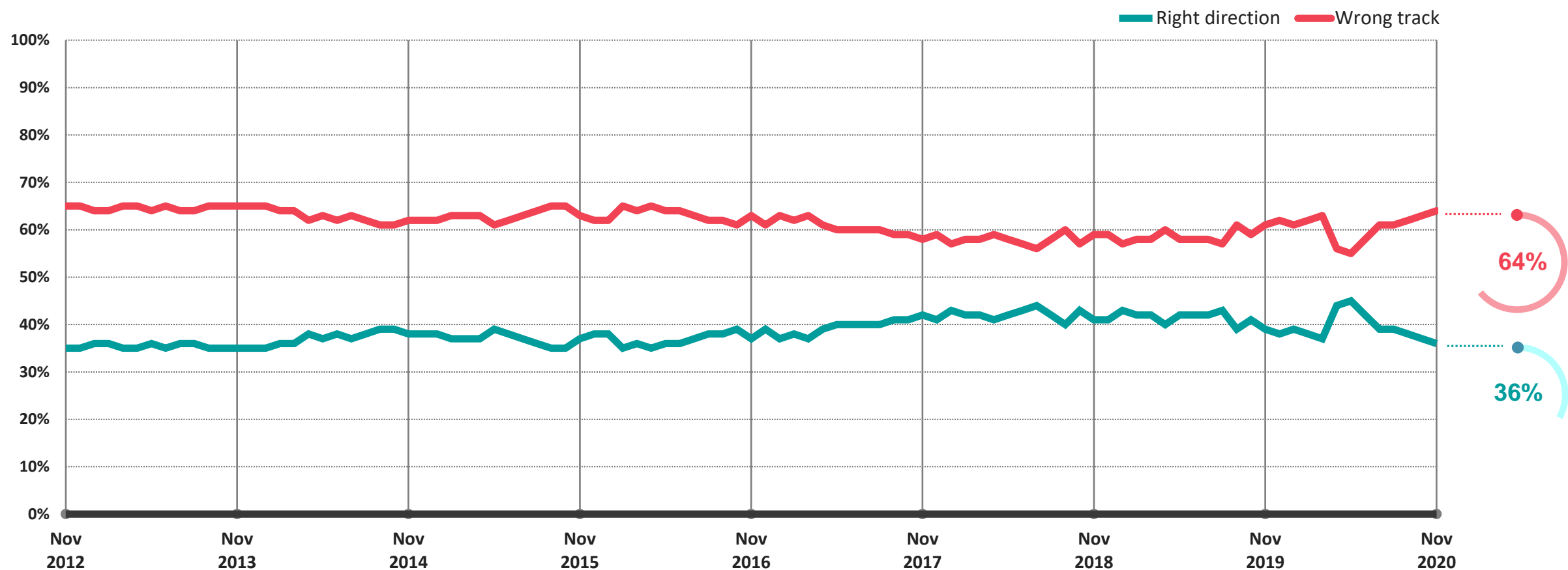
The proportion of those in Poland saying things in their country are on the wrong track has increased by 13 points since last month.

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

Q 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

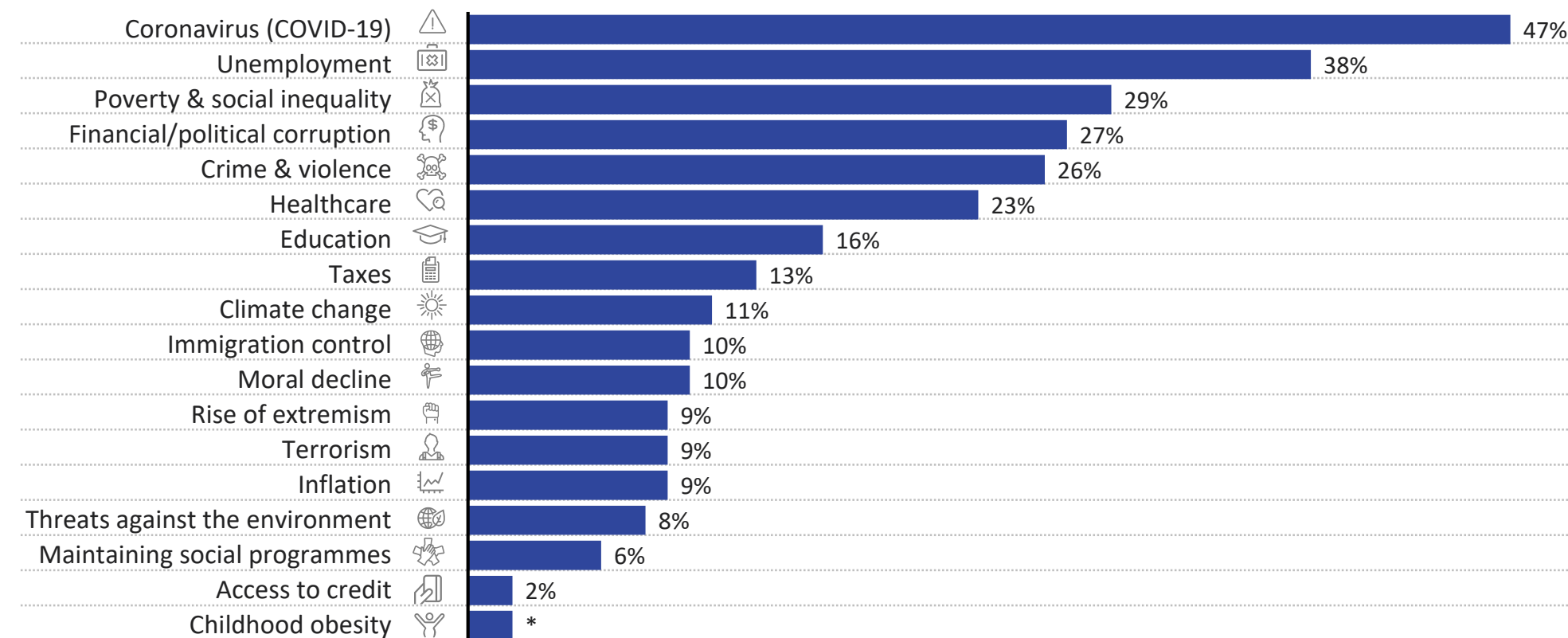
WORRIES THE WORLD? TOP ISSUES RANKED



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 (%)



This ranking of 18 issues shows the full spectrum of the top issues that people in 27 countries worry about today.

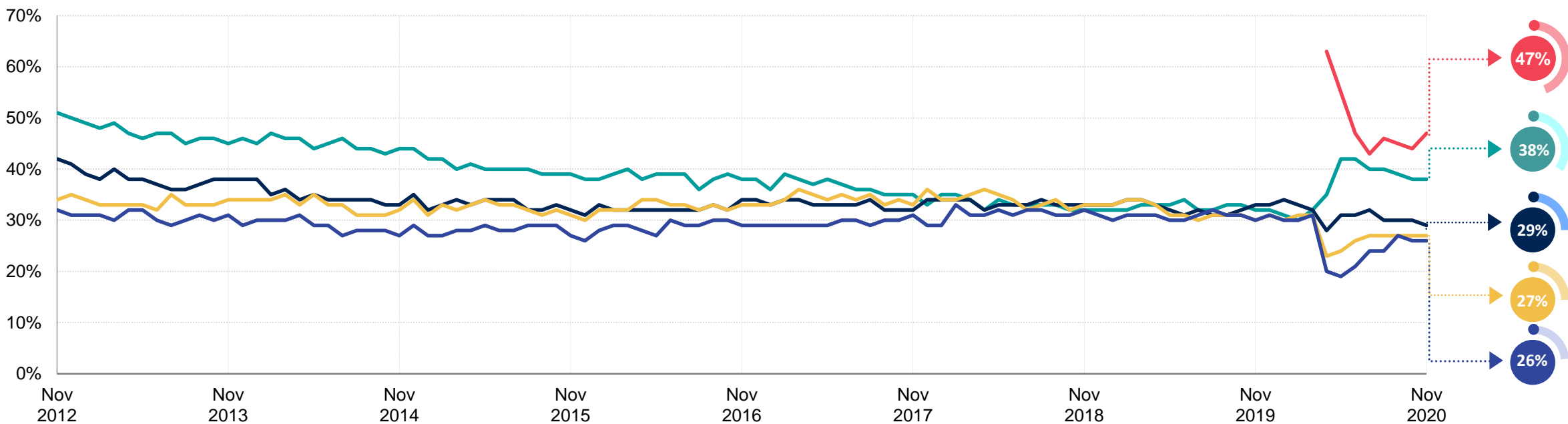
The top 5 scores remain consistent although COVID-19 is up 3 percentage points on last month – the first increase since August 2020 – with 47% worldwide now saying this is one of the top issues facing their country.

Unemployment is second, at 38%, while Poverty & social inequality is a top 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

WORLD WORRIES: LONG-TERM TRENDS



Coronavirus (COVID-19)



Unemployment



Poverty & social inequality



Financial/Political corruption



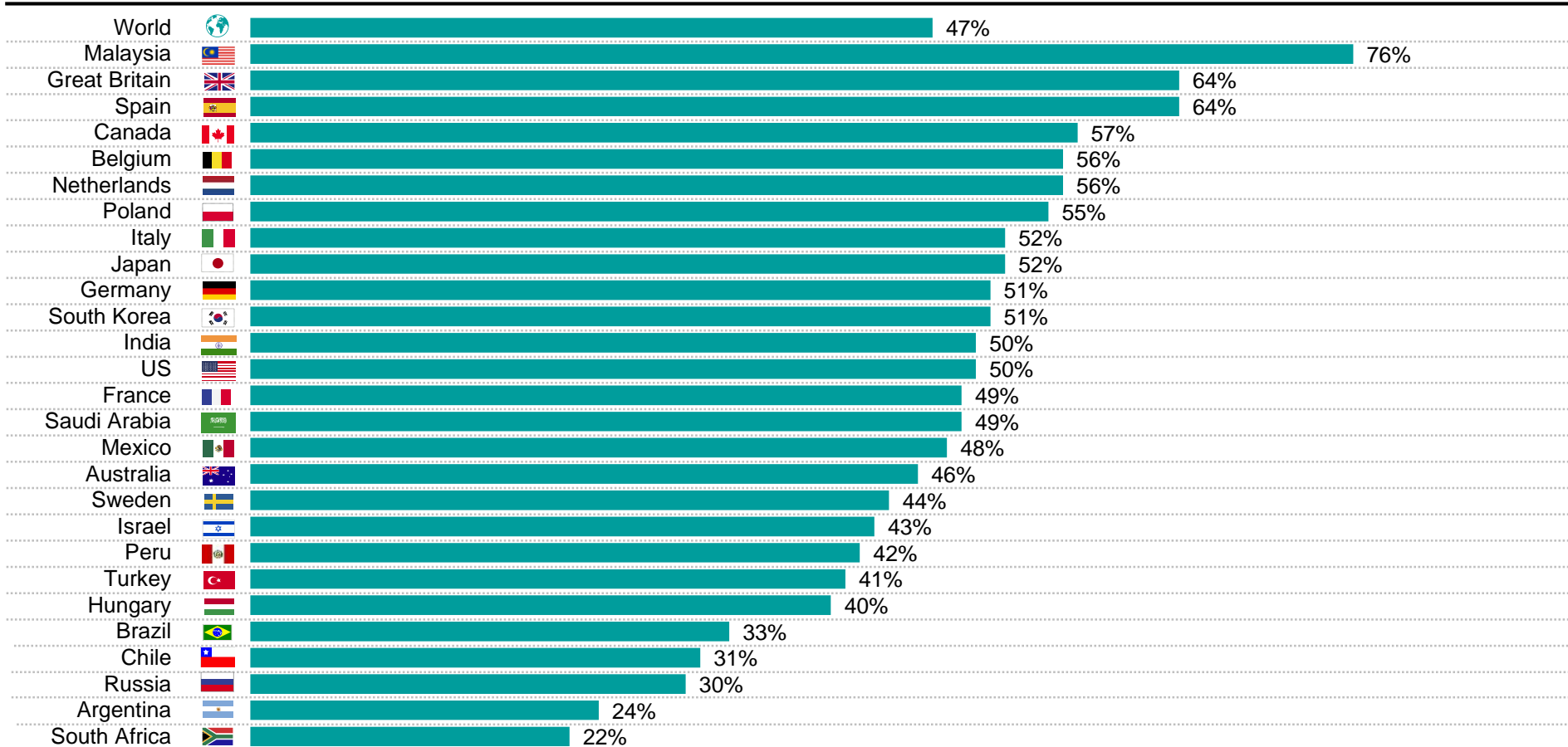
Crime & violence

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



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.

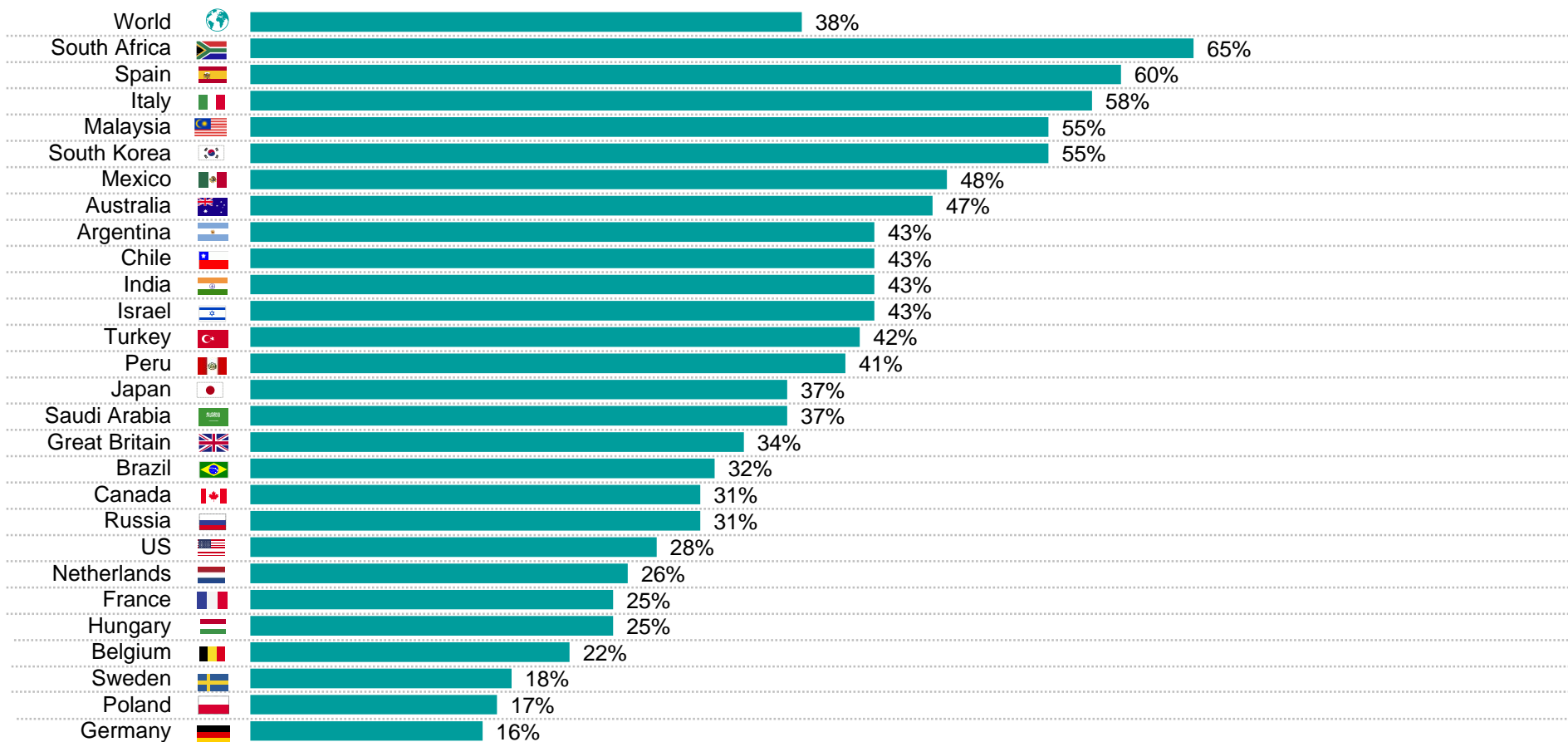
Sweden sees a significant increase in concern this month (+22). Scores are also up in Belgium (+15), Italy (+14), Hungary (+14), France (+10) and Mexico (+10).

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



Unemployment is currently the second greatest worry worldwide with 38% selecting it as one of the most important issues facing their country today.

This reflects the emerging trend of concern about job security during COVID-19.

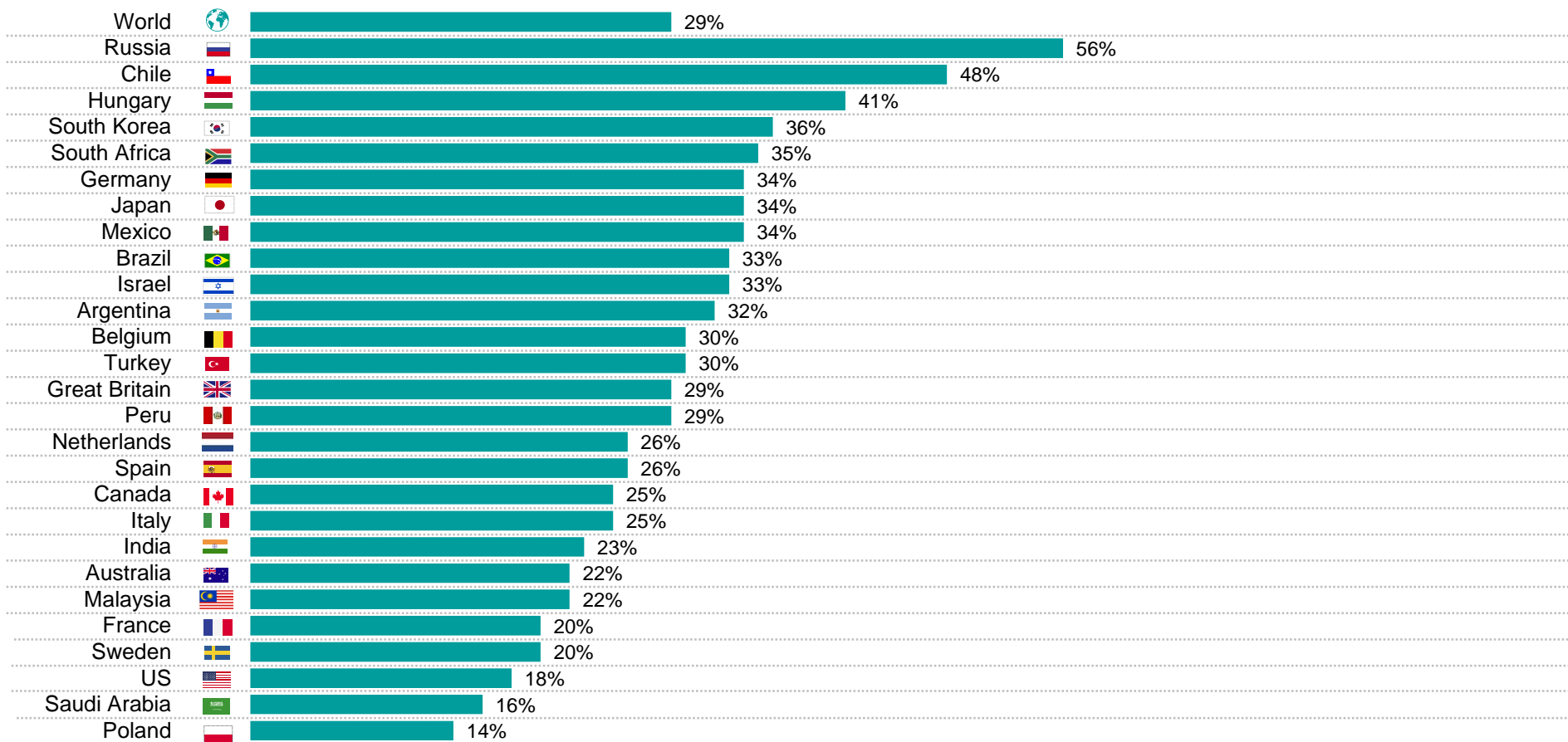
South Africa is most concerned about this issue, followed by Spain and Italy. More than half in South Korea and Malaysia also say this is a top issue facing their country today. Concern has increased most (by 7 points) in Malaysia this month.

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

Source: Global Advisor

3 | POVERTY & SOCIAL INEQUALITY

(%) worried in November 2020 in each country



Russia continues to be the country most concerned about Poverty & social inequality with a score of 56%.

Chile and Hungary remain in second and third place with 48% and 41% respectively.

Poverty/social inequality is the #1 out of the 18 categories in both concern Russia and Chile.

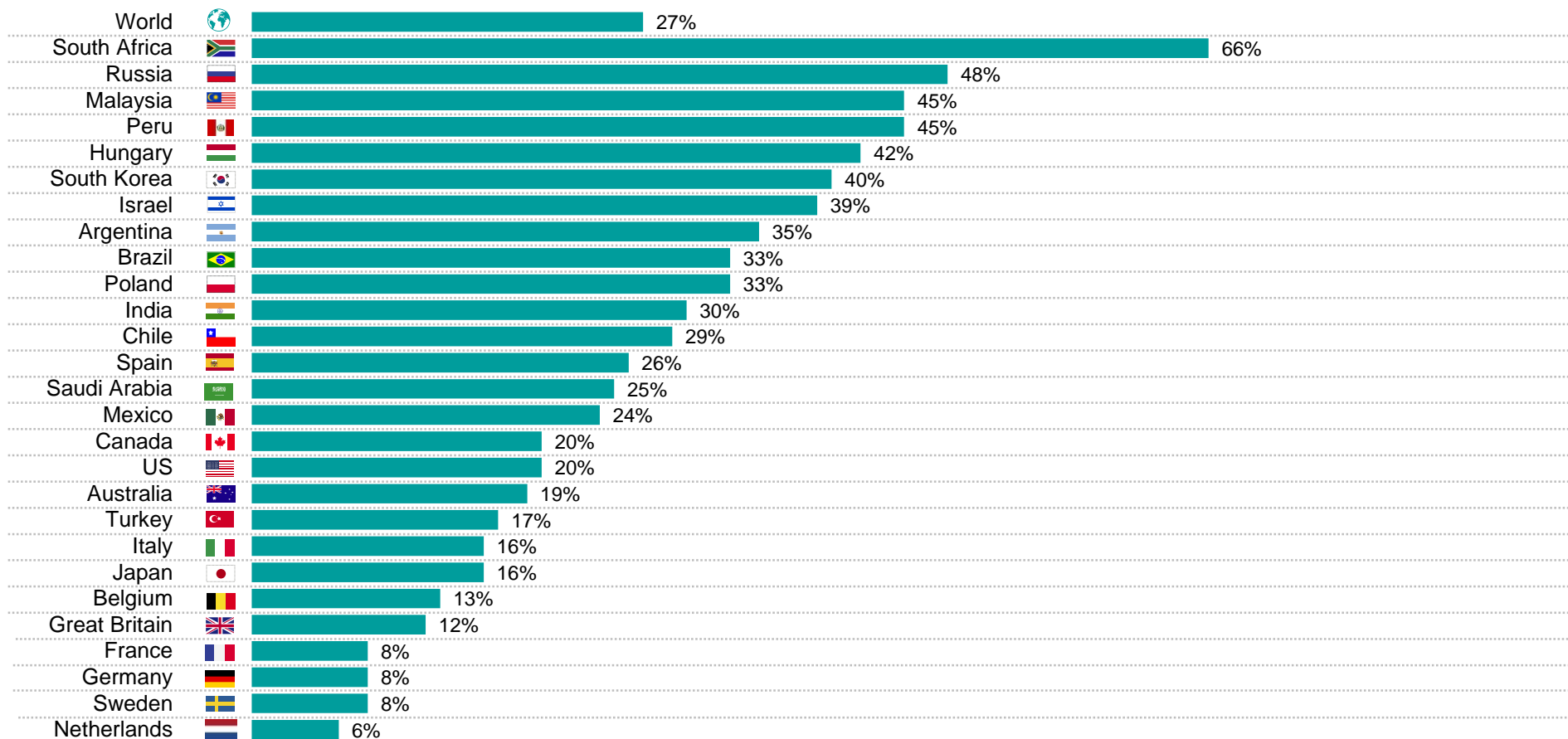
More people in Israel and South Korea are seeing this as top issue in their country, up 8 and 6 percentage points respectively since last month.

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

Source: Global Advisor

4 | FINANCIAL/POLITICAL CORRUPTION

(%) worried in November 2020 in each country



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

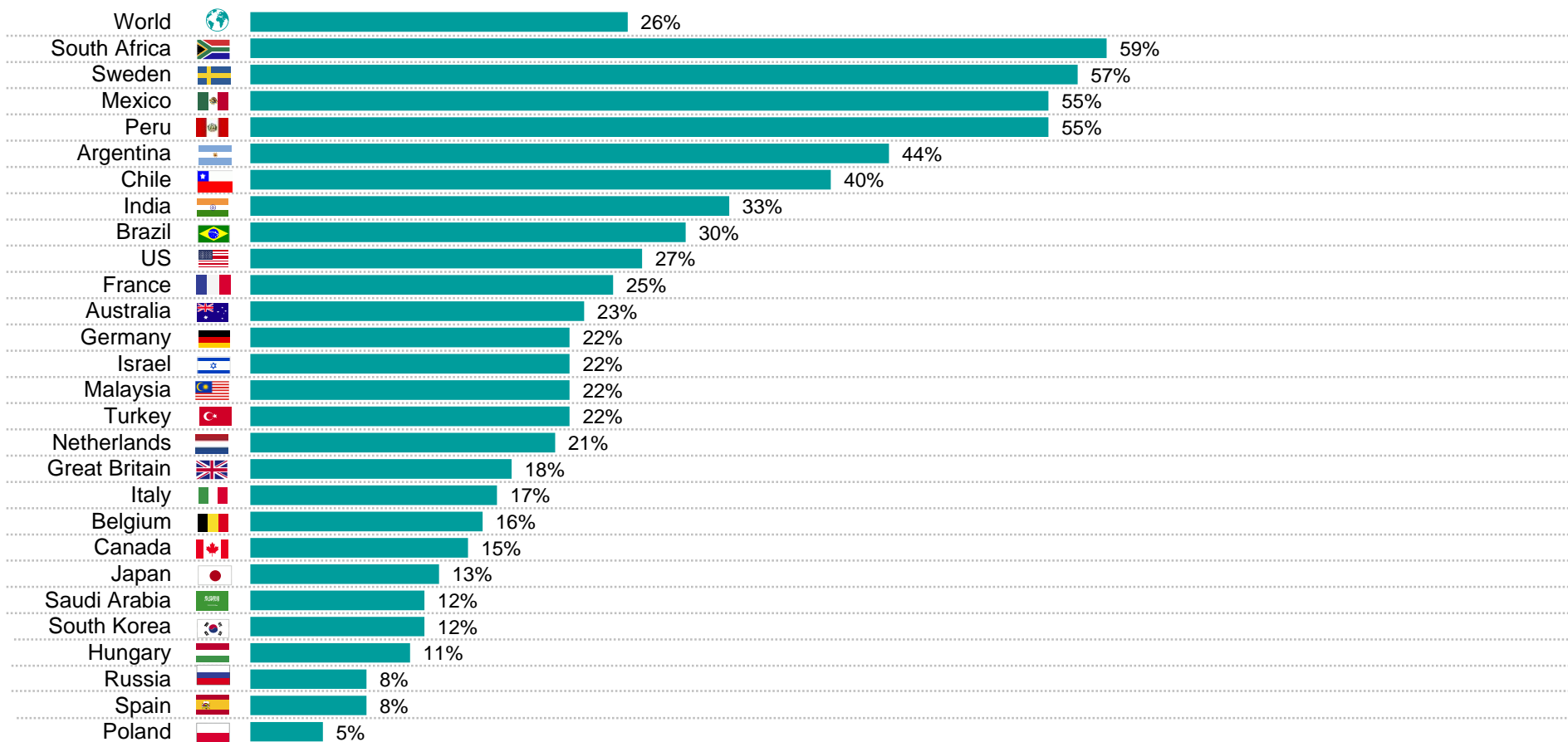
South Africa is the country most concerned about this, and by a large margin, with two-thirds of the public (66%) selecting this issue compared to 48% in Russia and 45% in both Malaysia and Peru.

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 +/- 4.5 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.