

# WHAT WORRIES THE WORLD

**Global summary report**

December 2020



**GAME CHANGERS**



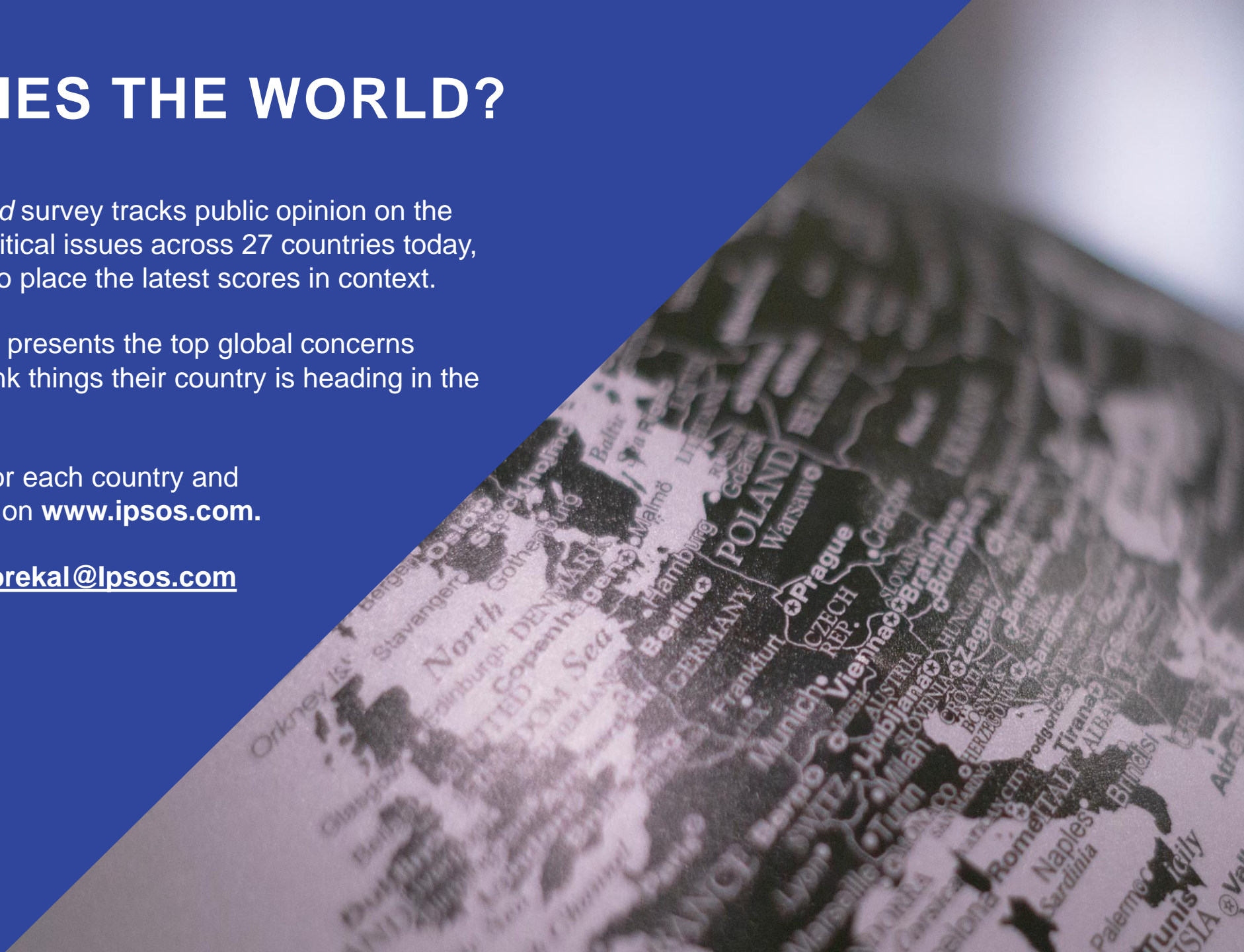
# WHAT WORRIES THE WORLD?

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](http://www.ipsos.com)**.

Please contact: **[Teodros.Gebrekal@ipsos.com](mailto:Teodros.Gebrekal@ipsos.com)** for more information.

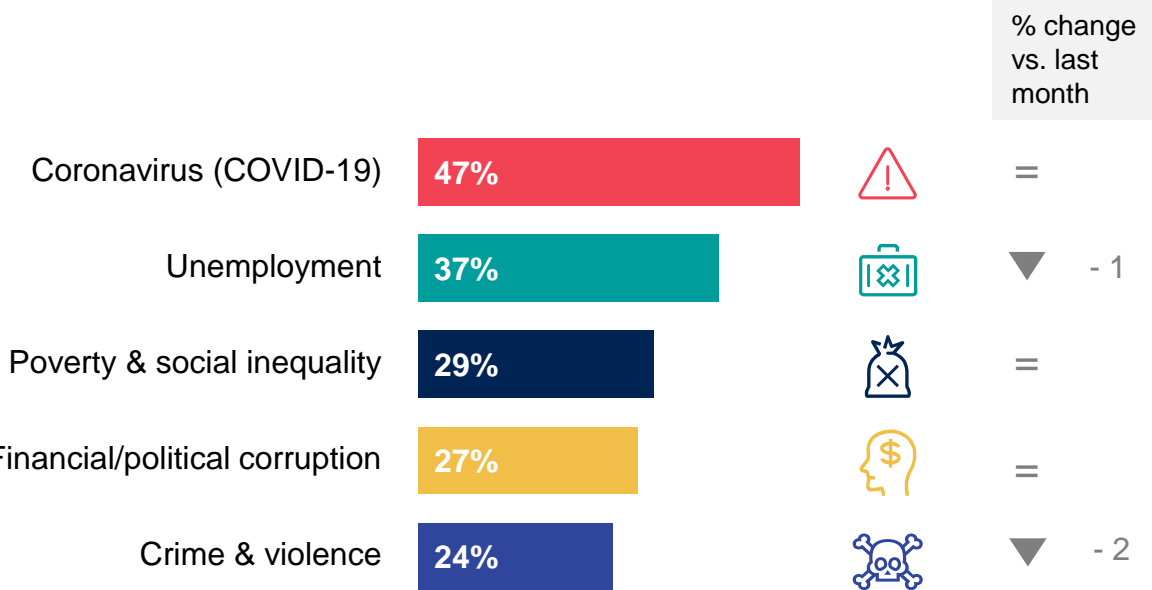




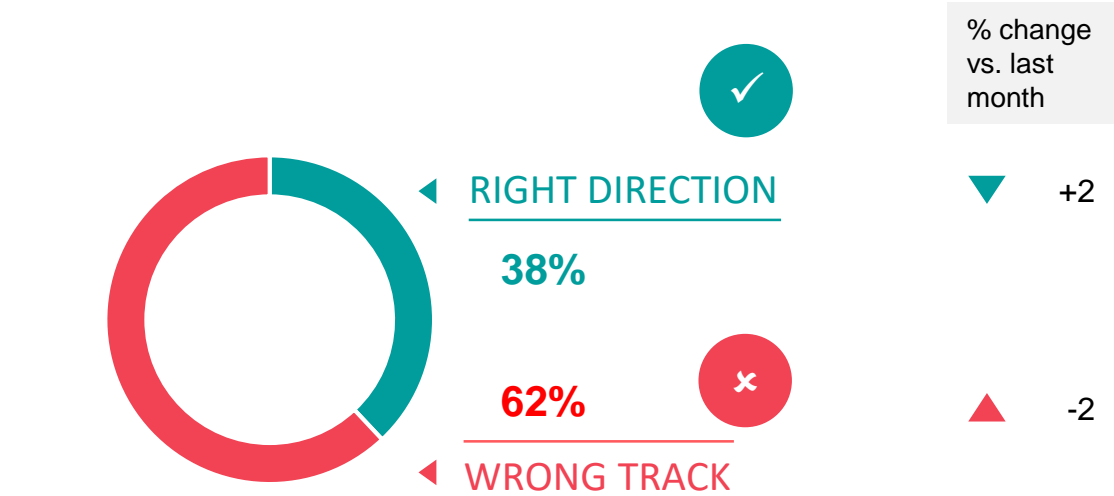
# GLOBAL SUMMARY: DECEMBER 2020

Coronavirus remains the number one concern in our survey for the ninth consecutive month. The latest results show 47% of people in 27 countries select COVID-19 as one of the main issues of concern facing their country. Meanwhile, more than six in ten worldwide (62%) 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?

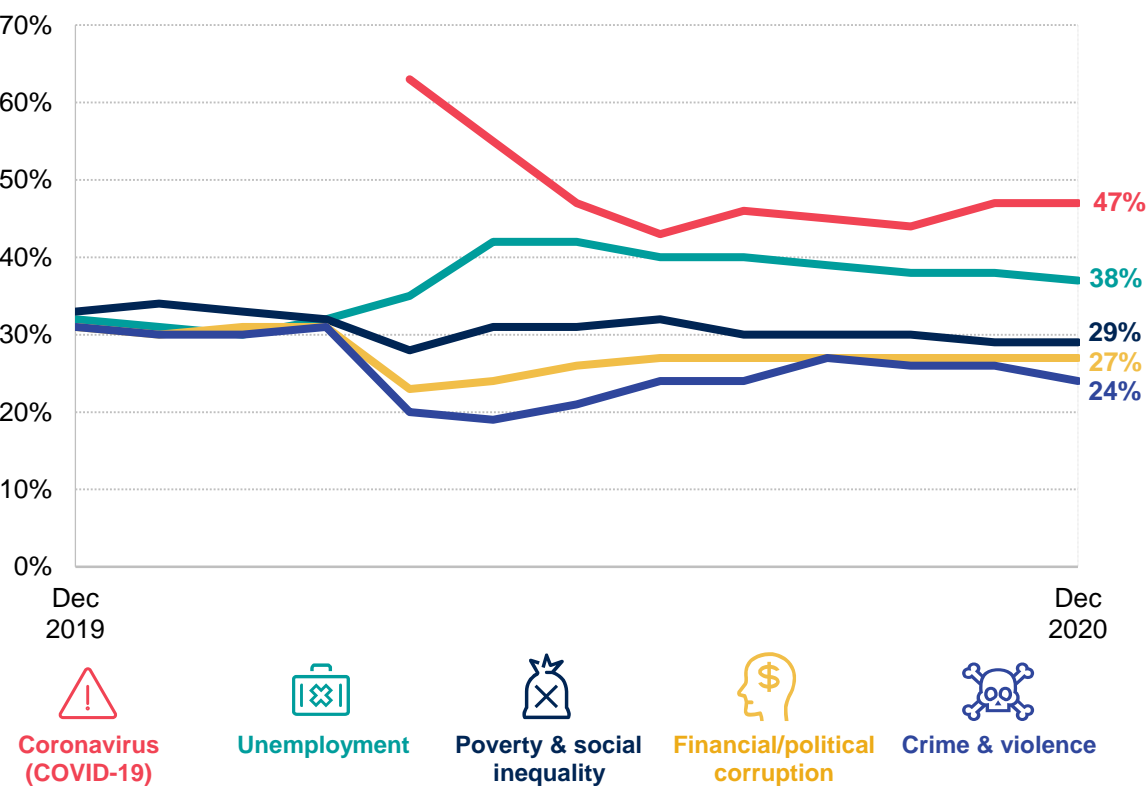


**Base:** Representative sample of 19,504 adults aged 16-74 in 27 participating countries, November 20th - December 4th 2020.

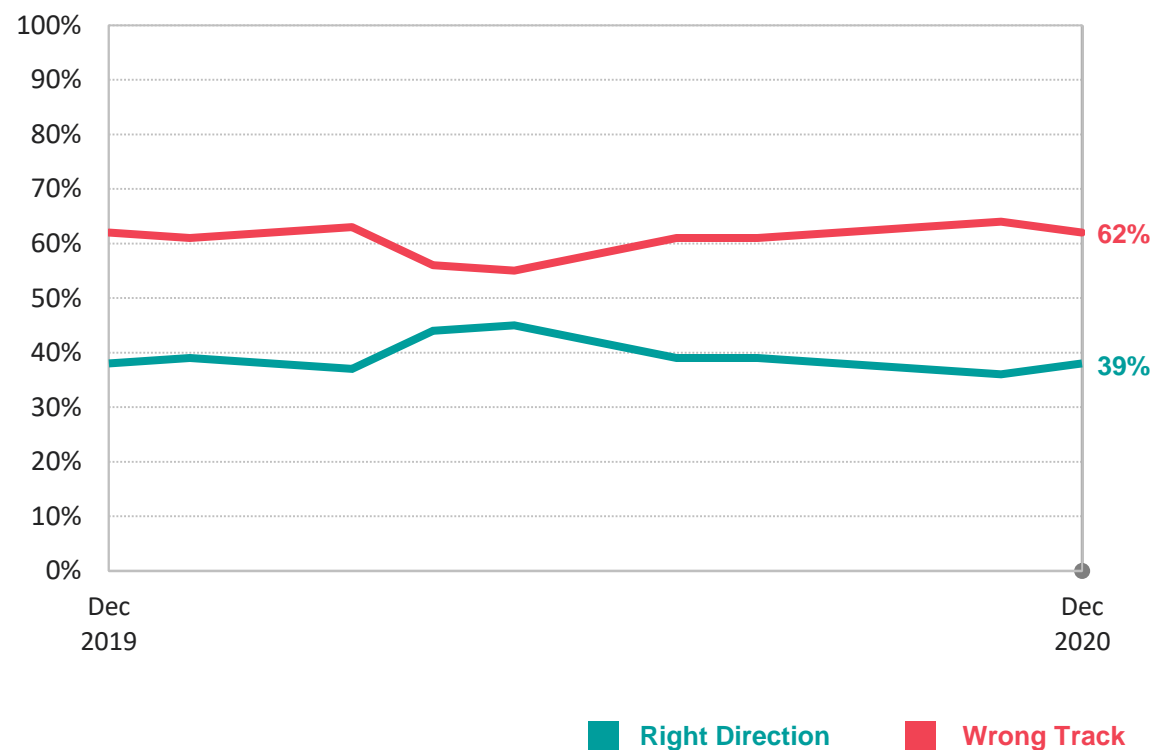
**Source:** Ipsos Global Advisor

# 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 19,504 adults aged 16-74 in 27 participating countries, November 20th - December 4th 2020.

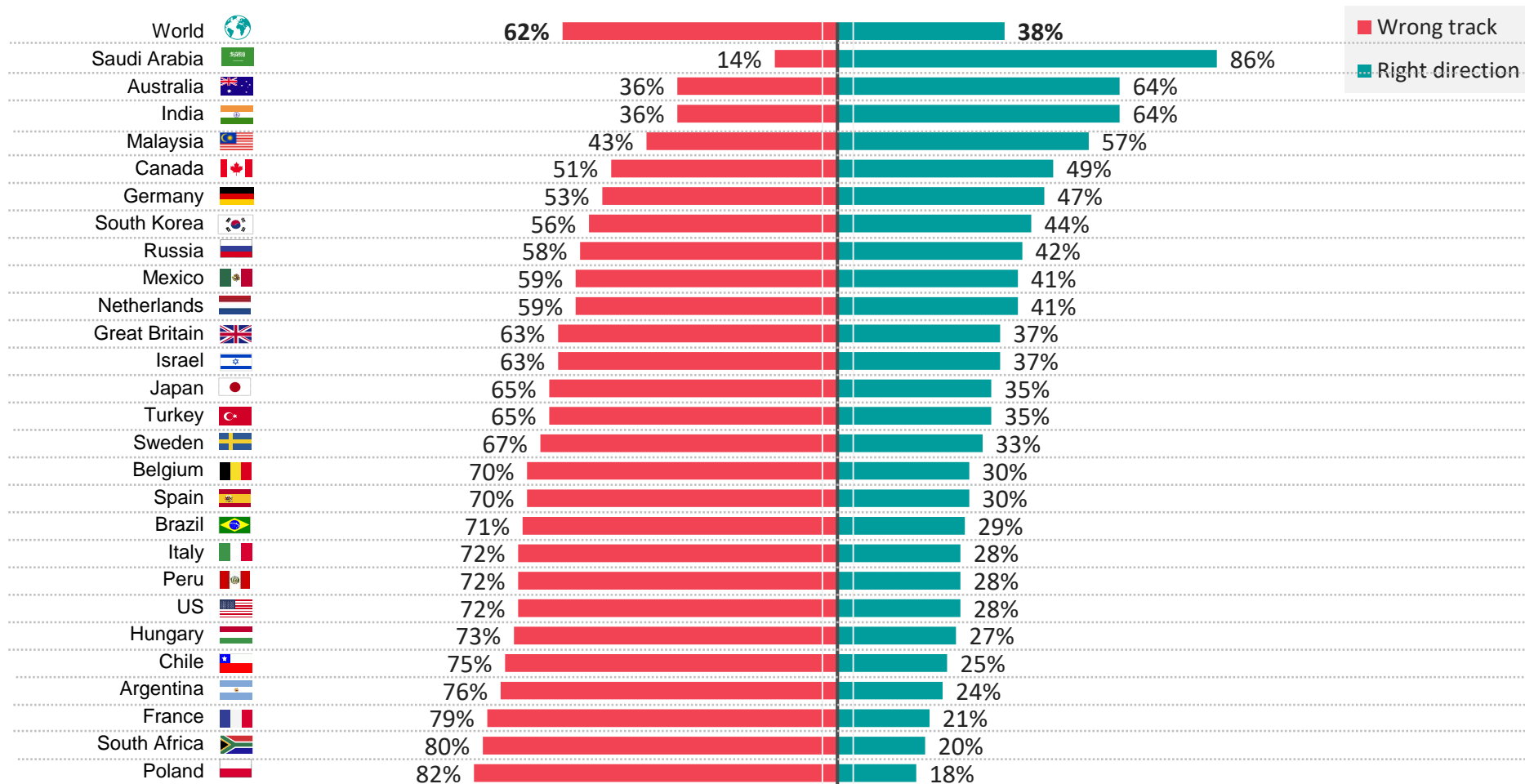
**Source:** Ipsos Global Advisor

# DIRECTION OF TRAVEL **ALL COUNTRIES**



# GLOBAL RIGHT DIRECTION OR 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 (62%) 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 (82%), South Africa (80%), France (80%) and Belgium (79%). Poland is most pessimistic about where things are heading for the second month running.

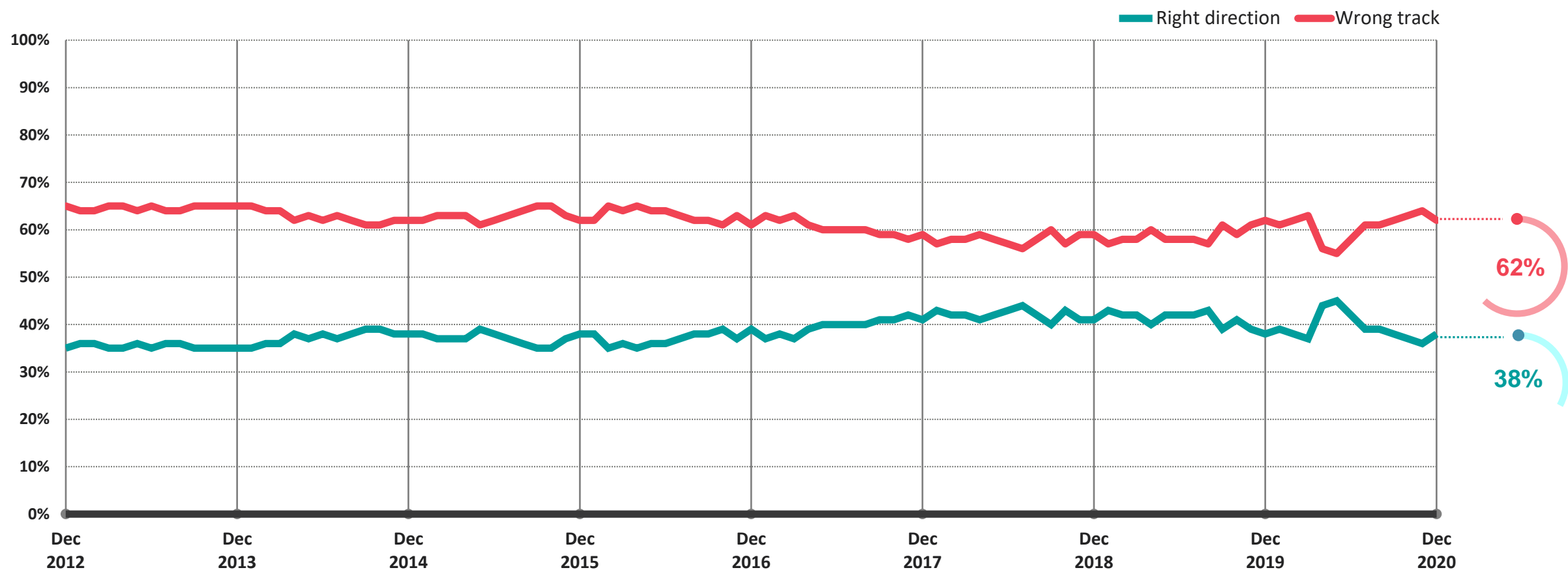
Chile has seen an 11-point drop on the “right direction” measure compared to last month. Meanwhile, there has been an 11-point increase in both Turkey and the Netherlands.

**Base:** Representative sample of 19,504 adults aged 16-74 in 27 participating countries, November 20th - December 4th 2020.

**Source:** Ipsos 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 c. 20,000 adults aged 16-74 in 27 participating countries, 2012 - 2020.

**Source:** Ipsos Global Advisor

# WORRIES THE WORLD? TOP ISSUES RANKED

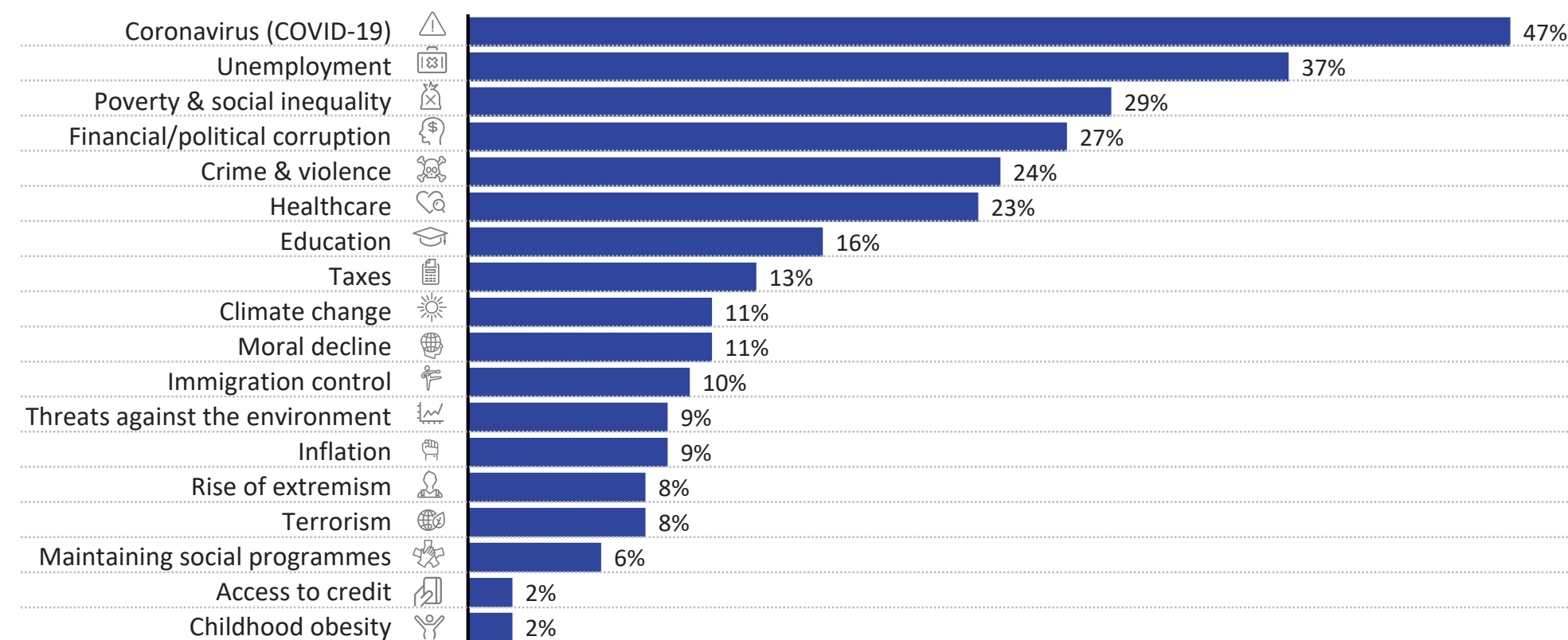




# WORLD WORRIES: THE FULL LIST

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

Mentioned in December 2020 (%)



This ranking of 18 issues shows the overview of what people in 27 countries worry about today.

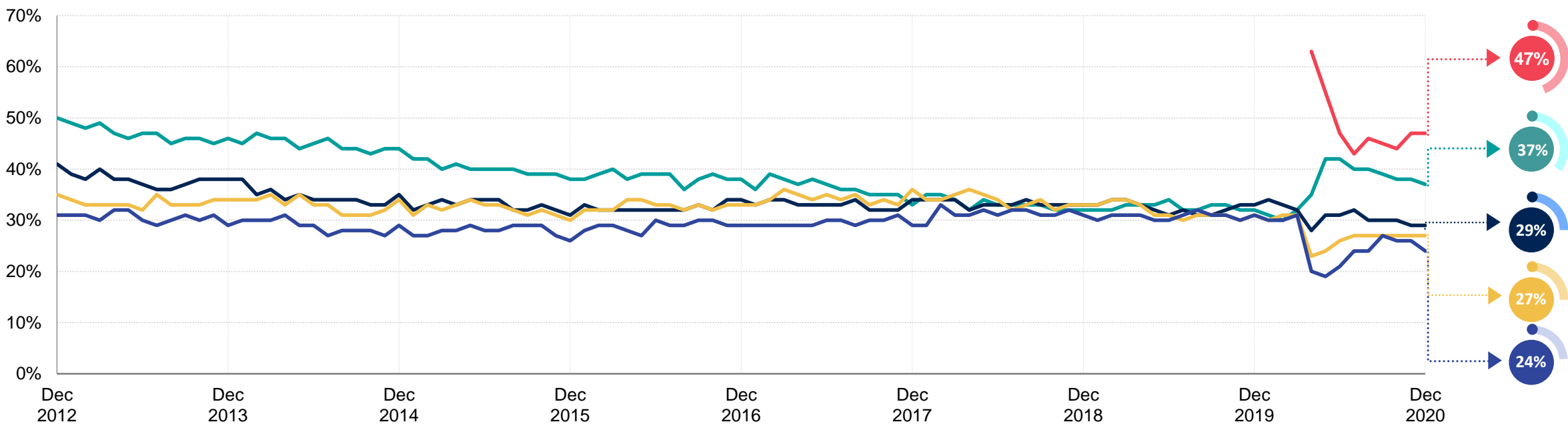
Almost half of our respondents worldwide (47%) say that COVID-19 is one of the top issues facing their country, level with last month.

Unemployment is the second greatest issue across all countries at 37%, followed by Poverty & social inequality (29%) and Financial/political corruption (27%).

**Base:** Representative sample of 19,504 adults aged 16-74 in 27 participating countries, November 20th - December 4th 2020.

**Source:** ipsos Global Advisor

# WORLD WORRIES: LONG-TERM TRENDS



**Coronavirus (COVID-19)**



**Unemployment**



**Poverty & social inequality**



**Financial/Political corruption**



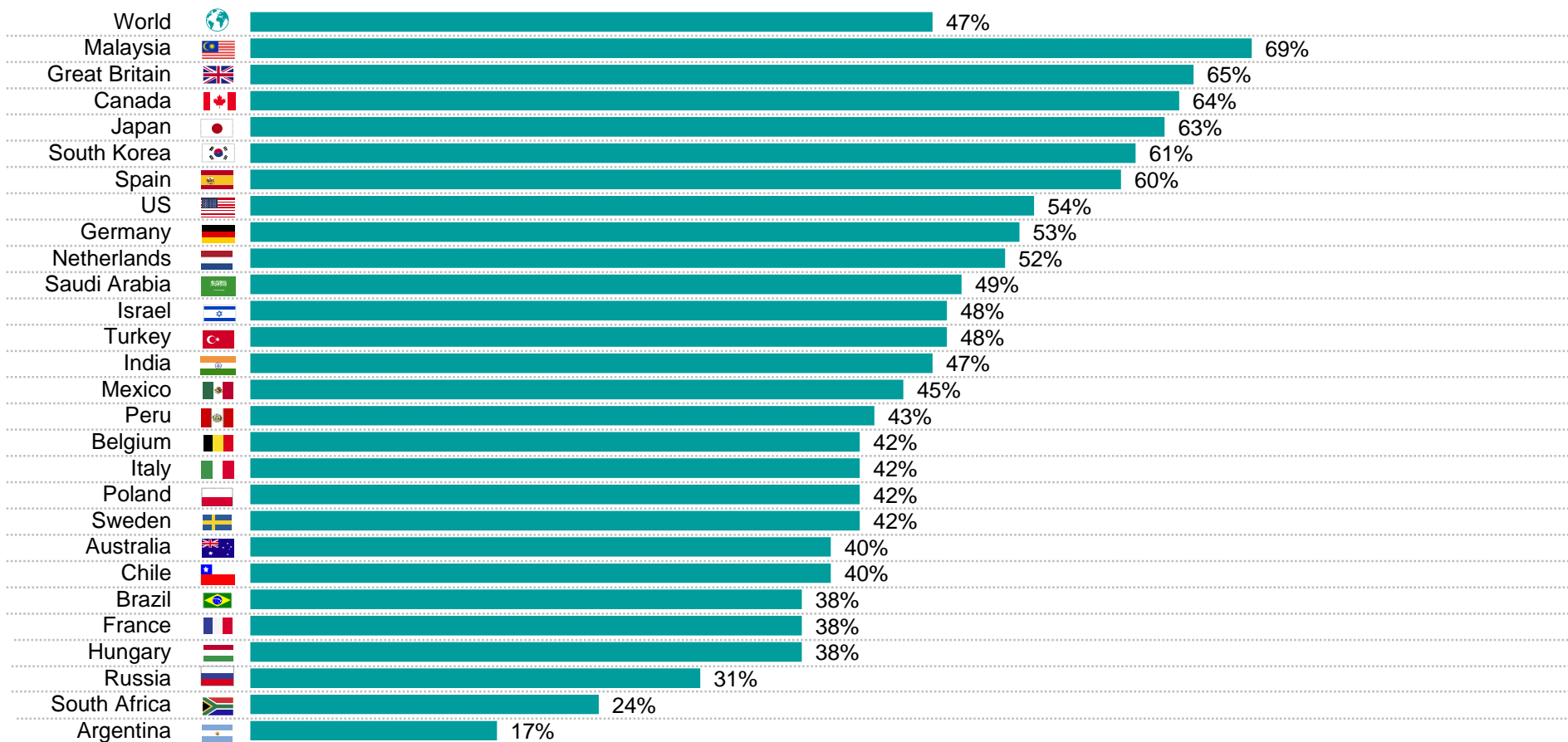
**Crime & violence**

**Base:** Representative sample c. 20,000 adults aged 16-74 in 27 participating countries, 2012 - 2020.

**Source:** Ipsos Global Advisor

# 1 | CORONAVIRUS (COVID-19)

(%) worried in December 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 and Great Britain is second, in line with recent months.

We see increased concern about Coronavirus this month in Canada (+7), Japan (+11) and South Korea (+10).

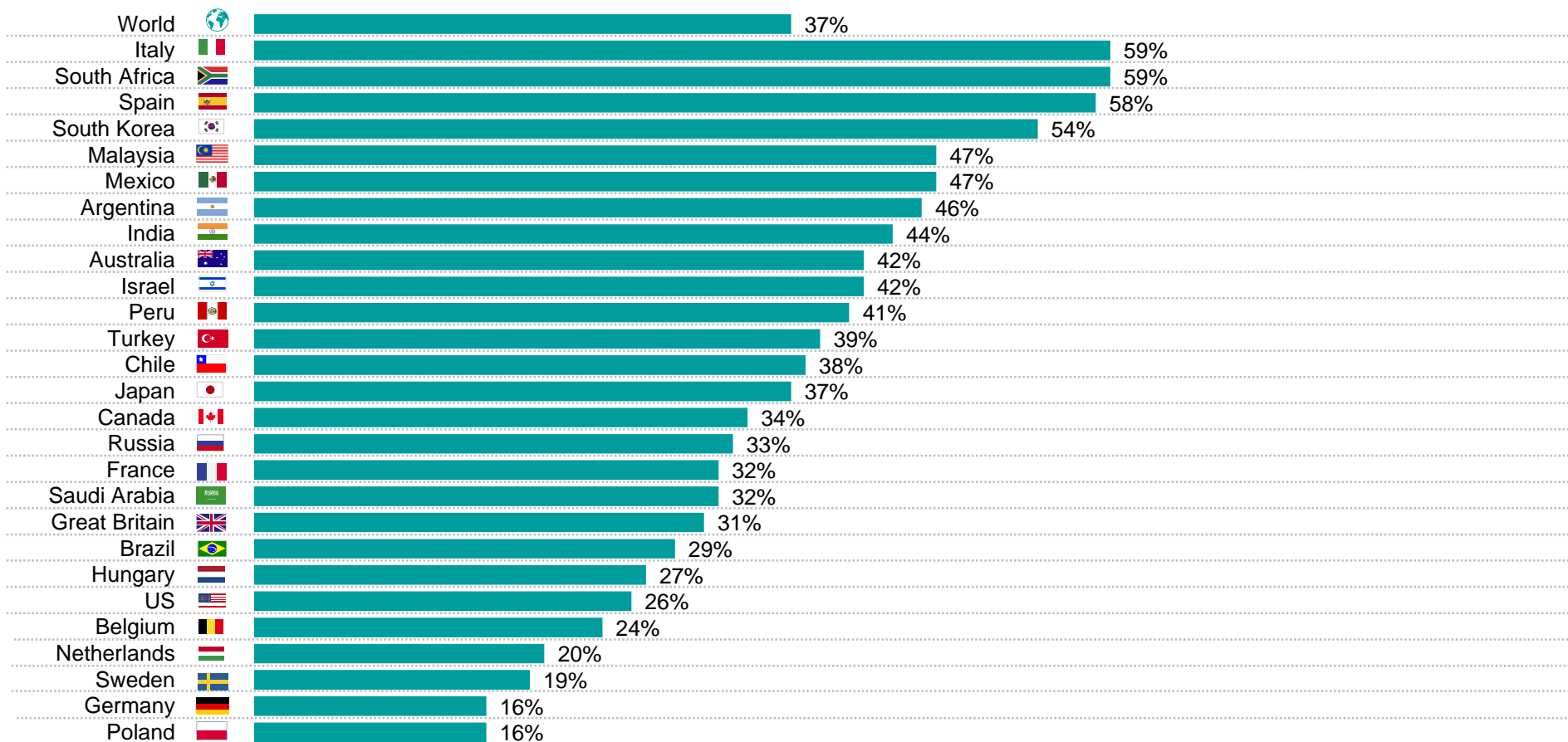
Six in ten are also concerned about Coronavirus in Spain. Although there has been a 4-point decrease here since last month, increases in other countries means it now ranks 6<sup>th</sup> instead of 3<sup>rd</sup> overall

Base: Representative sample of 19,504 adults aged 16-74 in 27 participating countries, November 20th - December 4th 2020.

Source: Ipsos Global Advisor

## 2 | UNEMPLOYMENT AND JOBS

(%) worried in December 2020 in each country



Unemployment is currently the second greatest worry worldwide with 37% selecting it as one of the most important issues facing their country today.

Italy and South Africa are currently the nations most concerned about jobs, with 59% in each saying this is a top issue in their country today. Spain is just behind with 58%.

Month-on-month concern has increased most in France (32%, up 7 points).

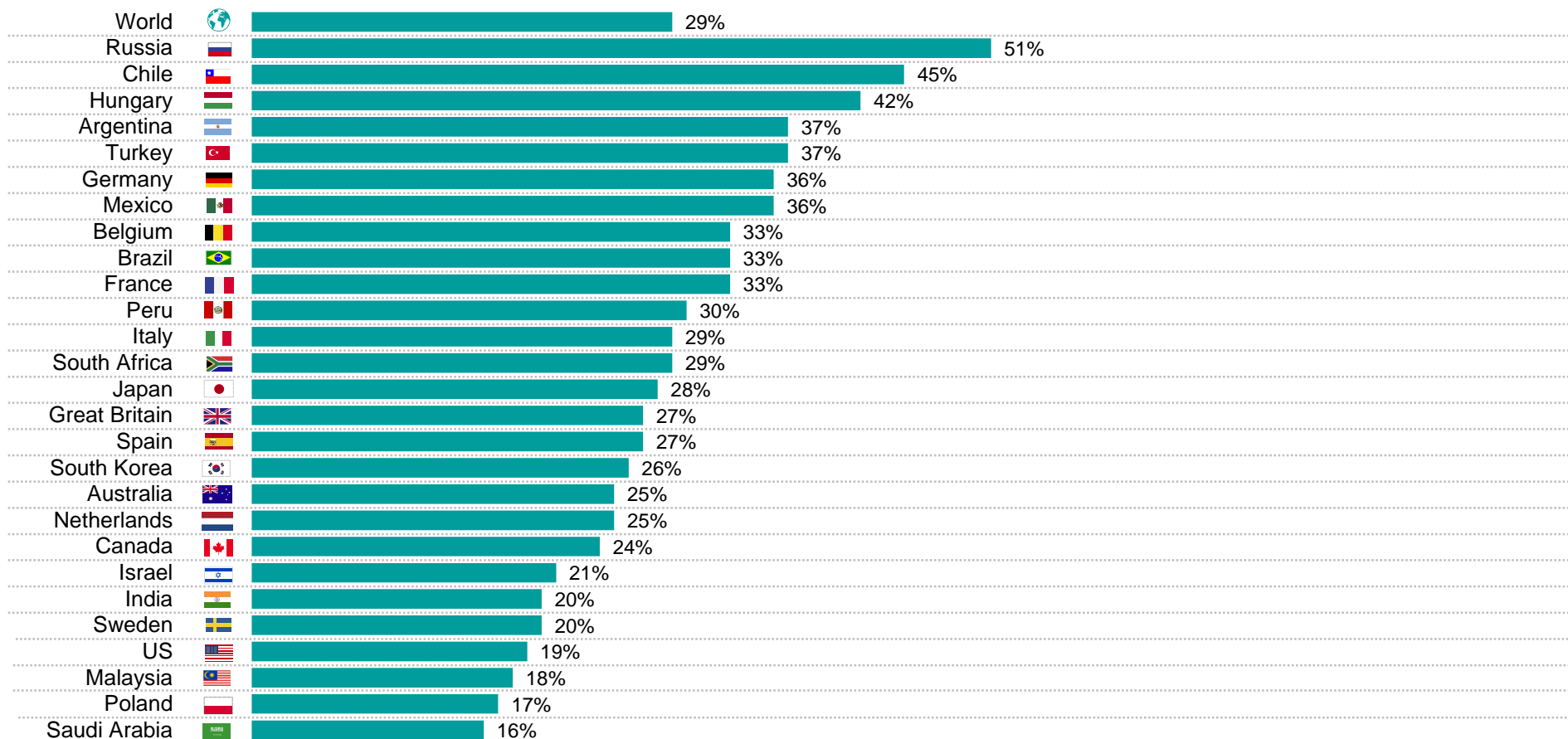
Base: Representative sample of 19,504 adults aged 16-74 in 27 participating countries, November 20th - December 4th 2020.

Source: Ipsos Global Advisor



### 3 | POVERTY & SOCIAL INEQUALITY

(%) worried in December 2020 in each country



Russia continues to be the country most concerned about Poverty & social inequality with 51% singling it out as a major concern.

In line with previous months, Chile and Hungary are in second and third place with 45% and 42% respectively.

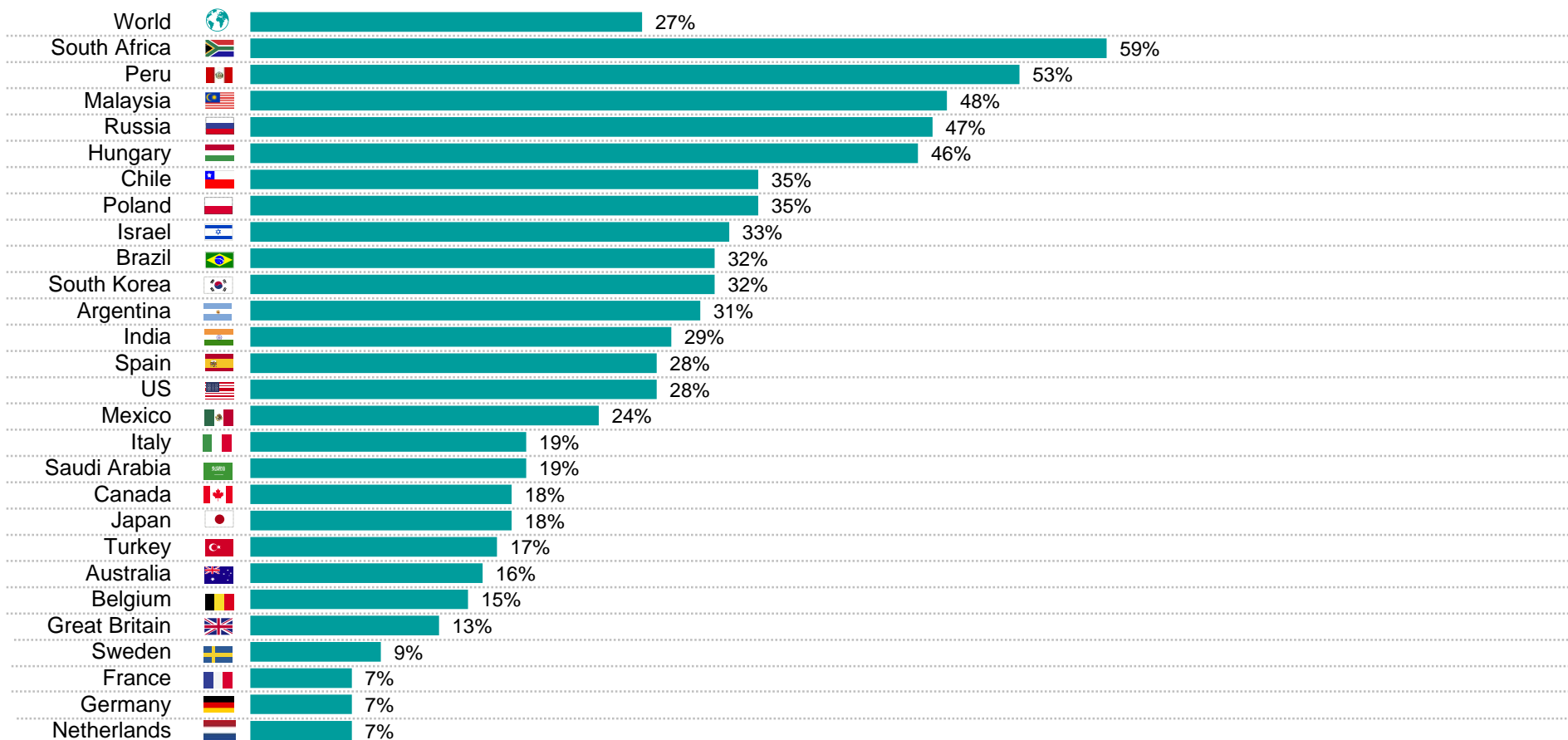
There has been a significant increase in concern about Poverty & social inequality in the past month in France (+13 points to 33%).

Base: Representative sample of 19,504 adults aged 16-74 in 27 participating countries, November 20th - December 4th 2020.

Source: Ipsos Global Advisor

## 4 | FINANCIAL/POLITICAL CORRUPTION

(%) worried in December 2020 in each country



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

South Africa is the country most concerned about this with six in ten (59%) selecting this issue.

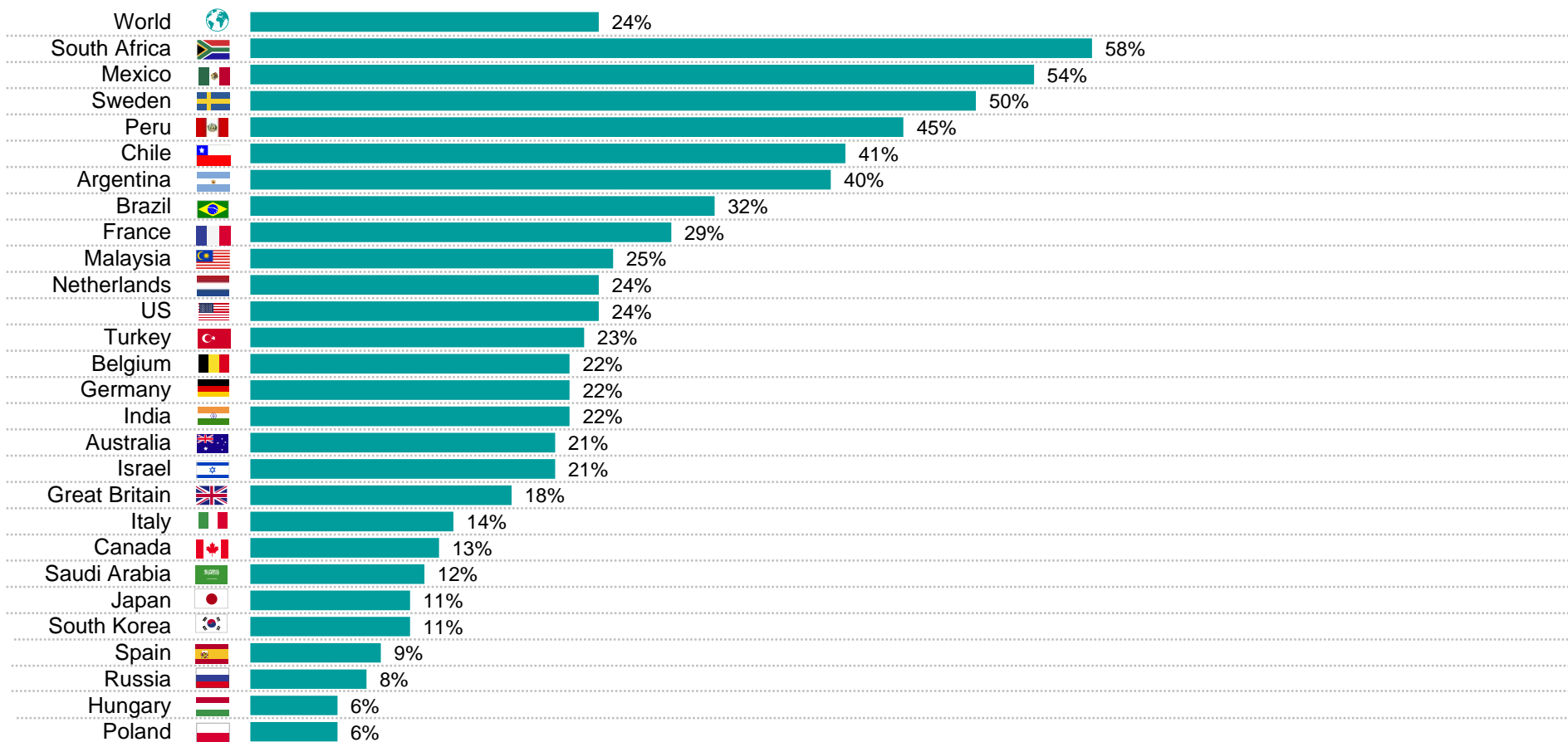
There has been an 8-point increase in Peru, taking the total concern to 53% and putting the country in second place on this measure. Malaysia (48%), Russia (47%) and Hungary (46%) complete the top five.

Base: Representative sample of 19,504 adults aged 16-74 in 27 participating countries, November 20th - December 4th 2020.

Source: Ipsos Global Advisor

## 5 | CRIME & VIOLENCE

(%) worried in December 2020 in each country



Crime & violence is ranked fifth globally, with 24% on average saying this is among the most worrying issues in their country today.

Scores are highest in South Africa (58%), Mexico (54%) and Sweden (50%).

Indeed, Crime & violence is the number one issue for people in Mexico and Sweden.

The largest increase in concern about crime and violence recorded over the past month is in Belgium, up 6 points to 22%.

Base: Representative sample of 19,504 adults aged 16-74 in 27 participating countries, November 20th - December 4th 2020.

Source: Ipsos Global Advisor

# METHODOLOGY

This 27-country Global Advisor survey was conducted between November 20<sup>th</sup> - December 4<sup>th</sup>, 2020 via the Ipsos Online Panel system among 20,086 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Turkey and the United States, and 16-74 in all 21 other countries.

The sample consists of approximately 1000+ individuals in each of Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Israel, Japan, Mexico, Spain, Sweden, and the US, and approximately 500+ individuals in each of Argentina, Chile, Hungary, India, Malaysia, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the US can be taken as representative of these countries' general adult population under the age of 75.

The samples in Brazil, Chile, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more "connected" segment of these populations.

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 census data.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of don't knows or not stated responses

The publication of these findings abides by local rules and regulations.



# ABOUT IPSOS

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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.

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# GAME CHANGERS

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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.**