

# PERSONAL CONCERN AND EXPECTATIONS ABOUT 7 KEY ISSUES IN 2021

**Ipsos survey for The World Economic Forum**

Conducted on Global Advisor in 28 countries, December 23, 2020 - January 8, 2021

For more information, go to <https://www.ipsos.com/en/personal-concern-and-expectations-about-7-key-issues-2021>

**GAME CHANGERS**

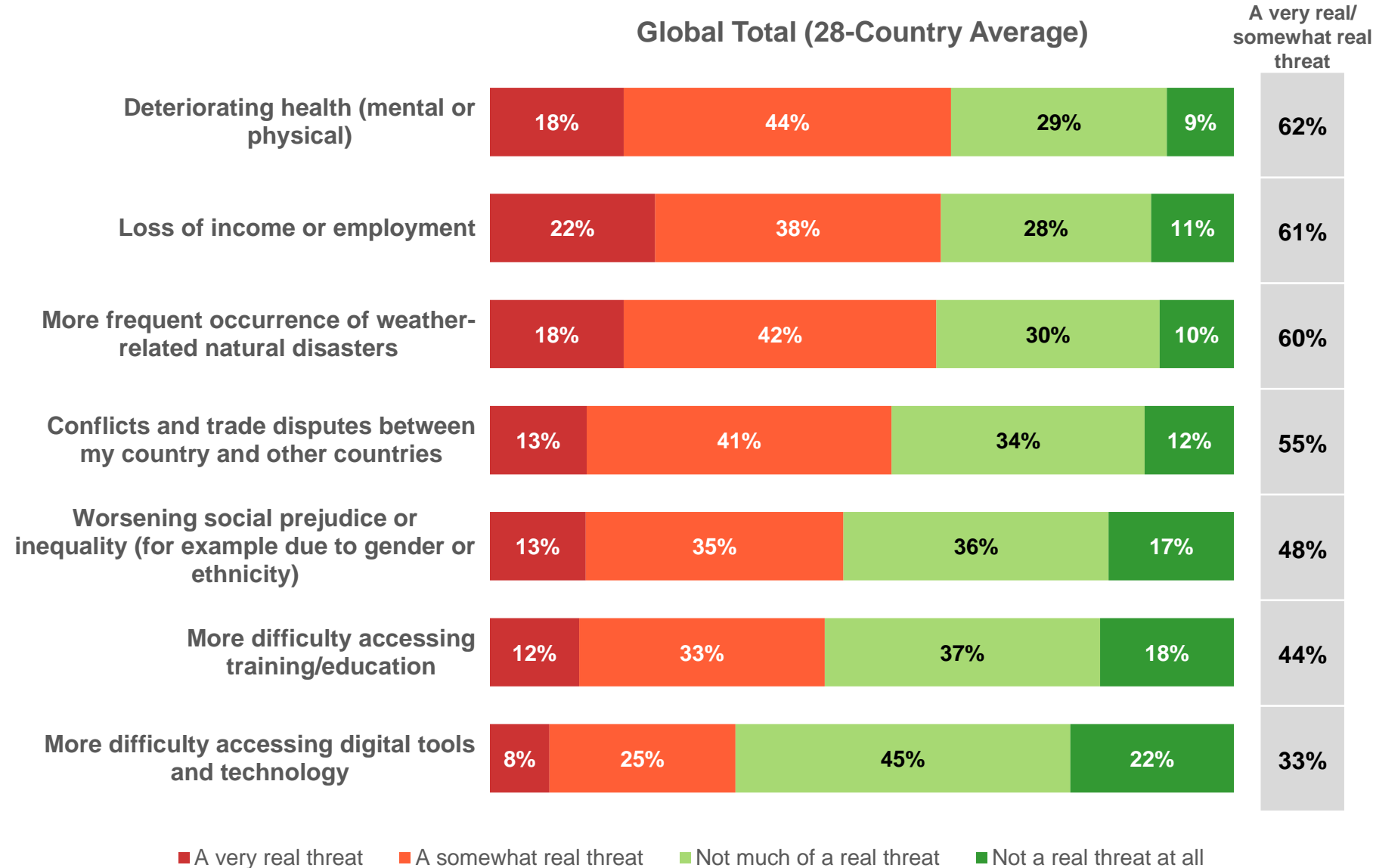


# LEVEL OF PERSONAL CONCERN FOR 7 POSSIBLE DEVELOPMENTS

Q. How real do you feel the threat is of you and your family having to face any of the following in the next 12 months?

Deteriorating health, loss of income or employment, and more frequent weather-related natural disasters are each perceived as a real threat by three out of five adults across the world.

In contrast only one third worry about facing more difficulty accessing digital tools and technology in 2021, and only about two in five about more difficulty accessing training or education.



Base: 23,004 online adults aged 16-74 across 28 countries

# LEVEL OF PERSONAL CONCERN FOR 7 POSSIBLE DEVELOPMENTS

Q. How real do you feel the threat is of you and your family having to face any of the following in the next twelve months?

| % A very real / A somewhat real threat  | Total | Argentina | Australia | Belgium | *Brazil | Canada | *Chile | *China | France | Germany | Great Britain | Hungary | *India | Italy | Japan | *Malaysia | Mexico | Netherlands | *Peru | Poland | *Russia | *Saudi Arabia | *Singapore | *South Africa | South Korea | Spain | Sweden | *Turkey | United States |
|---|-------|-----------|-----------|---------|---------|--------|--------|--------|--------|---------|---------------|---------|--------|-------|-------|-----------|--------|-------------|-------|--------|---------|---------------|------------|---------------|-------------|-------|--------|---------|---------------|
| Deteriorating health (mental or physical)   | 62%   | 70%       | 51%       | 66%     | 66%     | 60%    | 74%    | 44%    | 59%    | 54%     | 59%           | 69%     | 64%    | 57%   | 57%   | 57%       | 68%    | 50%         | 69%   | 64%    | 69%     | 44%           | 64%        | 71%           | 60%         | 72%   | 50%    | 78%     | 58%           |
| Loss of income or employment  | 61%   | 74%       | 47%       | 54%     | 69%     | 52%    | 81%    | 39%    | 61%    | 42%     | 49%           | 62%     | 67%    | 59%   | 54%   | 68%       | 78%    | 32%         | 80%   | 62%    | 67%     | 50%           | 67%        | 76%           | 67%         | 77%   | 38%    | 80%     | 51%           |
| More frequent occurrence of weather-related natural disasters                     | 60%   | 64%       | 57%       | 65%     | 64%     | 53%    | 78%    | 44%    | 76%    | 55%     | 50%           | 67%     | 65%    | 67%   | 60%   | 61%       | 73%    | 47%         | 71%   | 58%    | 45%     | 41%           | 45%        | 56%           | 68%         | 77%   | 43%    | 74%     | 49%           |
| Conflicts and trade disputes between my country and other countries               | 55%   | 60%       | 69%       | 52%     | 61%     | 51%    | 51%    | 43%    | 65%    | 45%     | 54%           | 64%     | 64%    | 52%   | 43%   | 51%       | 58%    | 39%         | 57%   | 56%    | 63%     | 38%           | 47%        | 57%           | 63%         | 58%   | 33%    | 76%     | 56%           |
| Worsening social prejudice or inequality (for example due to gender or ethnicity) | 48%   | 49%       | 35%       | 45%     | 57%     | 40%    | 63%    | 35%    | 50%    | 43%     | 38%           | 47%     | 59%    | 48%   | 37%   | 52%       | 55%    | 35%         | 61%   | 49%    | 33%     | 38%           | 40%        | 63%           | 55%         | 57%   | 30%    | 69%     | 48%           |
| More difficulty accessing training/education                                      | 44%   | 56%       | 25%       | 39%     | 56%     | 36%    | 63%    | 29%    | 42%    | 37%     | 34%           | 39%     | 59%    | 37%   | 31%   | 51%       | 63%    | 24%         | 67%   | 48%    | 45%     | 41%           | 34%        | 60%           | 52%         | 51%   | 19%    | 75%     | 34%           |
| More difficulty accessing digital tools and technology                            | 33%   | 54%       | 18%       | 26%     | 39%     | 19%    | 44%    | 30%    | 27%    | 20%     | 21%           | 33%     | 52%    | 29%   | 35%   | 36%       | 46%    | 20%         | 48%   | 29%    | 30%     | 30%           | 34%        | 40%           | 50%         | 37%   | 12%    | 45%     | 21%           |

Base: 23,004 online adults aged 16-74 across 28 countries

\* The samples in Brazil, Chile, China (mainland), India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Singapore, South Africa and Turkey are more urban, more educated, and/or more affluent than the general population.

# EXPECTED CHANGE IN 2021

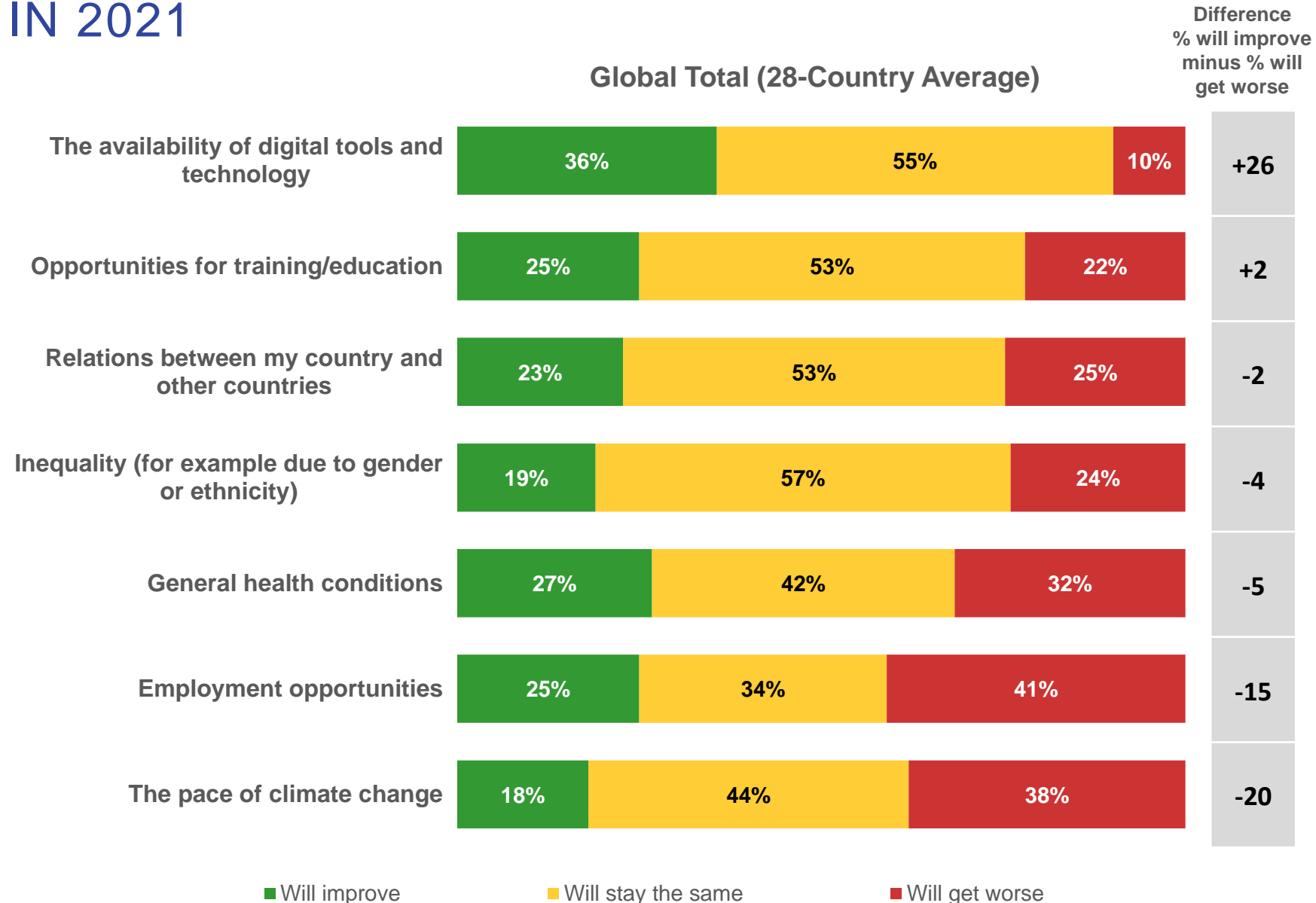
Q. Do you expect each of the following will improve, stay the same, or get worse in 2021 in ...?

Globally, more adults think things will improve in 2021 than expect them to get worse when it comes to:

- The availability of digital tools (by 26 percentage points); and
- Technology and opportunities for training and education (by 2 points).

On the other hand, pessimists outnumber optimists on the other five issues measured:

- The pace of climate change (by 20 points),
- Employment opportunities (by 15 points),
- General health conditions (by 5 points),
- Inequality (by 4 points), and
- Relations between one's country and other countries (by 2 points).



Base: 23,004 online adults aged 16-74 across 28 countries

# EXPECTED CHANGE IN 2021: % WILL IMPROVE

Q. Do you expect each of the following will improve, stay the same, or get worse in 2021 in ...?

|   | Total | Argentina | Australia | Belgium | *Brazil | Canada | *Chile | *China | France | Germany | Great Britain | Hungary | *India | Italy | Japan | *Malaysia | Mexico | Netherlands | *Peru | Poland | *Russia | *Saudi Arabia | *Singapore | *South Africa | South Korea | Spain | Sweden | *Turkey | United States |
|---|-------|-----------|-----------|---------|---------|--------|--------|--------|--------|---------|---------------|---------|--------|-------|-------|-----------|--------|-------------|-------|--------|---------|---------------|------------|---------------|-------------|-------|--------|---------|---------------|
| Employment opportunities                            | 25%   | 50%       | 22%       | 11%     | 32%     | 22%    | 47%    | 42%    | 10%    | 10%     | 12%           | 12%     | 44%    | 15%   | 3%    | 17%       | 53%    | 15%         | 62%   | 13%    | 11%     | 54%           | 27%        | 22%           | 21%         | 12%   | 17%    | 24%     | 32%           |
| General health conditions                           | 27%   | 49%       | 16%       | 18%     | 26%     | 17%    | 45%    | 46%    | 17%    | 13%     | 11%           | 10%     | 46%    | 22%   | 3%    | 26%       | 52%    | 18%         | 61%   | 9%     | 14%     | 61%           | 26%        | 22%           | 32%         | 18%   | 20%    | 28%     | 24%           |
| Opportunities for training/education                | 25%   | 49%       | 19%       | 10%     | 27%     | 18%    | 47%    | 40%    | 10%    | 8%      | 11%           | 10%     | 46%    | 14%   | 4%    | 26%       | 52%    | 10%         | 59%   | 8%     | 13%     | 55%           | 35%        | 25%           | 24%         | 10%   | 14%    | 20%     | 23%           |
| Inequality (for example due to gender or ethnicity) | 19%   | 41%       | 12%       | 9%      | 23%     | 11%    | 37%    | 36%    | 10%    | 7%      | 9%            | 3%      | 35%    | 12%   | 4%    | 16%       | 45%    | 7%          | 50%   | 11%    | 7%      | 46%           | 16%        | 18%           | 22%         | 7%    | 13%    | 13%     | 20%           |
| The pace of climate change                          | 18%   | 35%       | 9%        | 8%      | 20%     | 9%     | 34%    | 41%    | 8%     | 7%      | 9%            | 4%      | 38%    | 7%    | 4%    | 29%       | 39%    | 9%          | 45%   | 12%    | 6%      | 38%           | 17%        | 16%           | 15%         | 10%   | 13%    | 10%     | 14%           |
| The availability of digital tools and technology    | 36%   | 47%       | 25%       | 26%     | 41%     | 24%    | 51%    | 47%    | 19%    | 23%     | 21%           | 23%     | 57%    | 25%   | 32%   | 44%       | 57%    | 29%         | 59%   | 19%    | 23%     | 62%           | 50%        | 43%           | 44%         | 25%   | 24%    | 31%     | 29%           |
| Relations between my country and other countries    | 23%   | 42%       | 11%       | 6%      | 27%     | 17%    | 36%    | 41%    | 8%     | 10%     | 12%           | 8%      | 44%    | 14%   | 3%    | 22%       | 50%    | 8%          | 54%   | 7%     | 13%     | 57%           | 23%        | 26%           | 26%         | 12%   | 12%    | 17%     | 31%           |

Base: 23,004 online adults aged 16-74 across 28 countries

\* The samples in Brazil, Chile, China (mainland), India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Singapore, South Africa and Turkey are more urban, more educated, and/or more affluent than the general population.



# EXPECTED CHANGE IN 2021: % WILL STAY THE SAME

Q. Do you expect each of the following will improve, stay the same, or get worse in 2021 in ...?

|   | Total | Argentina | Australia | Belgium | *Brazil | Canada | *Chile | *China | France | Germany | Great Britain | Hungary | *India | Italy | Japan | *Malaysia | Mexico | Netherlands | *Peru | Poland | *Russia | *Saudi Arabia | *Singapore | *South Africa | South Korea | Spain | Sweden | *Turkey | United States |
|---|-------|-----------|-----------|---------|---------|--------|--------|--------|--------|---------|---------------|---------|--------|-------|-------|-----------|--------|-------------|-------|--------|---------|---------------|------------|---------------|-------------|-------|--------|---------|---------------|
| Employment opportunities                            | 34%   | 18%       | 44%       | 37%     | 33%     | 40%    | 23%    | 48%    | 30%    | 55%     | 23%           | 37%     | 36%    | 36%   | 36%   | 38%       | 21%    | 39%         | 18%   | 39%    | 44%     | 31%           | 40%        | 19%           | 28%         | 34%   | 42%    | 30%     | 39%           |
| General health conditions                           | 42%   | 24%       | 62%       | 46%     | 37%     | 49%    | 25%    | 50%    | 31%    | 60%     | 41%           | 36%     | 38%    | 42%   | 58%   | 47%       | 23%    | 52%         | 17%   | 43%    | 47%     | 30%           | 56%        | 26%           | 49%         | 46%   | 48%    | 32%     | 51%           |
| Opportunities for training/education                | 53%   | 28%       | 67%       | 67%     | 46%     | 65%    | 36%    | 56%    | 57%    | 70%     | 54%           | 51%     | 40%    | 56%   | 68%   | 54%       | 32%    | 74%         | 26%   | 63%    | 54%     | 36%           | 56%        | 44%           | 58%         | 62%   | 70%    | 40%     | 62%           |
| Inequality (for example due to gender or ethnicity) | 57%   | 41%       | 72%       | 59%     | 42%     | 73%    | 40%    | 59%    | 54%    | 74%     | 62%           | 63%     | 49%    | 47%   | 69%   | 70%       | 40%    | 72%         | 35%   | 61%    | 72%     | 45%           | 67%        | 45%           | 48%         | 59%   | 64%    | 48%     | 59%           |
| The pace of climate change                          | 44%   | 34%       | 54%       | 46%     | 37%     | 56%    | 30%    | 46%    | 34%    | 55%     | 47%           | 45%     | 40%    | 35%   | 49%   | 50%       | 30%    | 57%         | 31%   | 48%    | 63%     | 50%           | 44%        | 44%           | 38%         | 43%   | 51%    | 30%     | 56%           |
| The availability of digital tools and technology    | 55%   | 35%       | 71%       | 63%     | 45%     | 69%    | 42%    | 50%    | 69%    | 71%     | 69%           | 64%     | 35%    | 54%   | 60%   | 48%       | 34%    | 67%         | 36%   | 71%    | 65%     | 33%           | 46%        | 44%           | 49%         | 62%   | 73%    | 49%     | 64%           |
| Relations between my country and other countries    | 53%   | 40%       | 43%       | 71%     | 44%     | 64%    | 54%    | 50%    | 54%    | 72%     | 42%           | 50%     | 41%    | 56%   | 63%   | 67%       | 38%    | 75%         | 38%   | 52%    | 48%     | 33%           | 64%        | 51%           | 56%         | 61%   | 70%    | 42%     | 39%           |

Base: 23,004 online adults aged 16-74 across 28 countries

\* The samples in Brazil, Chile, China (mainland), India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Singapore, South Africa and Turkey are more urban, more educated, and/or more affluent than the general population.

# EXPECTED CHANGE IN 2021: % WILL GET WORSE

Q. Do you expect each of the following will improve, stay the same, or get worse in 2021 in ...?

|   | Total | Argentina | Australia | Belgium | *Brazil | Canada | *Chile | *China | France | Germany | Great Britain | Hungary | *India | Italy | Japan | *Malaysia | Mexico | Netherlands | *Peru | Poland | *Russia | *Saudi Arabia | *Singapore | *South Africa | South Korea | Spain | Sweden | *Turkey | United States |
|---|-------|-----------|-----------|---------|---------|--------|--------|--------|--------|---------|---------------|---------|--------|-------|-------|-----------|--------|-------------|-------|--------|---------|---------------|------------|---------------|-------------|-------|--------|---------|---------------|
| Employment opportunities                            | 41%   | 32%       | 34%       | 52%     | 35%     | 38%    | 30%    | 9%     | 60%    | 36%     | 65%           | 51%     | 21%    | 49%   | 61%   | 45%       | 27%    | 46%         | 20%   | 49%    | 46%     | 15%           | 33%        | 60%           | 51%         | 54%   | 42%    | 46%     | 29%           |
| General health conditions                           | 32%   | 27%       | 22%       | 37%     | 37%     | 34%    | 31%    | 4%     | 52%    | 27%     | 48%           | 55%     | 16%    | 36%   | 39%   | 27%       | 25%    | 30%         | 23%   | 48%    | 39%     | 9%            | 18%        | 52%           | 20%         | 36%   | 33%    | 41%     | 25%           |
| Opportunities for training/education                | 22%   | 23%       | 14%       | 23%     | 28%     | 18%    | 17%    | 4%     | 33%    | 22%     | 35%           | 39%     | 13%    | 30%   | 28%   | 21%       | 16%    | 17%         | 15%   | 28%    | 32%     | 9%            | 9%         | 31%           | 18%         | 28%   | 16%    | 41%     | 15%           |
| Inequality (for example due to gender or ethnicity) | 24%   | 18%       | 16%       | 32%     | 34%     | 15%    | 23%    | 4%     | 36%    | 19%     | 28%           | 34%     | 16%    | 41%   | 27%   | 14%       | 15%    | 21%         | 15%   | 28%    | 21%     | 9%            | 17%        | 37%           | 29%         | 34%   | 23%    | 38%     | 21%           |
| The pace of climate change                          | 38%   | 31%       | 37%       | 46%     | 43%     | 36%    | 36%    | 13%    | 58%    | 38%     | 44%           | 50%     | 22%    | 58%   | 47%   | 21%       | 31%    | 34%         | 24%   | 41%    | 31%     | 12%           | 39%        | 40%           | 47%         | 48%   | 36%    | 61%     | 30%           |
| The availability of digital tools and technology    | 10%   | 19%       | 4%        | 10%     | 14%     | 6%     | 7%     | 3%     | 12%    | 6%      | 10%           | 14%     | 8%     | 21%   | 8%    | 8%        | 9%     | 5%          | 5%    | 10%    | 13%     | 5%            | 4%         | 13%           | 7%          | 13%   | 3%     | 21%     | 7%            |
| Relations between my country and other countries    | 25%   | 18%       | 46%       | 23%     | 29%     | 19%    | 10%    | 9%     | 38%    | 19%     | 46%           | 42%     | 15%    | 30%   | 34%   | 11%       | 12%    | 17%         | 8%    | 41%    | 39%     | 9%            | 13%        | 24%           | 17%         | 27%   | 19%    | 41%     | 30%           |

Base: 23,004 online adults aged 16-74 across 28 countries

\* The samples in Brazil, Chile, China (mainland), India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Singapore, South Africa and Turkey are more urban, more educated, and/or more affluent than the general population.

# EXPECTED CHANGE IN 2021: NET SCORES (% WILL IMPROVE MINUS % WILL GET WORSE)

Q. Do you expect each of the following will improve, stay the same, or get worse in 2021 in ...?

|   | Total | Argentina | Australia | Belgium | *Brazil | Canada | *Chile | *China | France | Germany | Great Britain | Hungary | *India | Italy | Japan | *Malaysia | Mexico | Netherlands | *Peru | Poland | *Russia | *Saudi Arabia | *Singapore | *South Africa | South Korea | Spain | Sweden | *Turkey | United States |
|---|-------|-----------|-----------|---------|---------|--------|--------|--------|--------|---------|---------------|---------|--------|-------|-------|-----------|--------|-------------|-------|--------|---------|---------------|------------|---------------|-------------|-------|--------|---------|---------------|
| Employment opportunities                            | -15   | +18       | -12       | -41     | -3      | -16    | +16    | +33    | -50    | -26     | -53           | -39     | +23    | -34   | -57   | -28       | +26    | -30         | +42   | -36    | -35     | +39           | -6         | -38           | -29         | -43   | -25    | -23     | +2            |
| General health conditions                           | -5    | +22       | -5        | -19     | -11     | -17    | +14    | +42    | -35    | -14     | -37           | -45     | +30    | -14   | -36   | -2        | +27    | -12         | +38   | -39    | -25     | +52           | +9         | -30           | +12         | -18   | -13    | -13     | -1            |
| Opportunities for training/education                | +2    | +26       | +5        | -12     | -1      | 0      | +30    | +36    | -23    | -15     | -24           | -29     | +33    | -15   | -24   | +6        | +36    | -7          | +44   | -20    | -19     | +45           | +25        | -6            | +6          | -18   | -2     | -21     | +8            |
| Inequality (for example due to gender or ethnicity) | -4    | +23       | -4        | -23     | -11     | -4     | +14    | +32    | -26    | -12     | -19           | -30     | +19    | -29   | -23   | +2        | +30    | -14         | +35   | -17    | -14     | +36           | -1         | -20           | -7          | -26   | -10    | -25     | -1            |
| The pace of climate change                          | -20   | +5        | -27       | -38     | -22     | -27    | -3     | +28    | -50    | -30     | -35           | -46     | +16    | -51   | -43   | +9        | +8     | -26         | +21   | -29    | -26     | +26           | -23        | -24           | -32         | -38   | -23    | -51     | -16           |
| The availability of digital tools and technology    | +26   | +28       | +21       | +16     | +27     | +18    | +44    | +44    | +7     | +17     | +11           | +9      | +48    | +3    | +24   | +36       | +48    | +24         | +55   | +9     | +10     | +57           | +46        | +31           | +37         | +12   | +21    | +10     | +22           |
| Relations between my country and other countries    | -2    | +24       | -35       | -17     | -2      | -3     | +26    | +32    | -30    | -9      | -35           | -34     | +29    | -16   | -31   | +12       | +38    | -9          | +47   | -34    | -26     | +48           | +11        | +2            | +9          | -16   | -7     | -25     | 0             |

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# METHODOLOGY

- These are the results of a 28-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 23,004 adults aged 18-74 in United States, Canada, Malaysia, South Africa, and Turkey, 21-74 in Singapore, and 16-74 in 22 other countries between Wednesday, December 23, 2020 and Friday January 8, 2021.
- The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Chile, Hungary, India, Italy, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, 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 U.S. can be taken as representative of these countries' general adult population under the age of 75.
- The samples in Brazil, Chile, China (mainland), India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Singapore, South Africa and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.
- The data is weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the most recent census data.
- 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 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 +/- 4.8 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.
- The publication of these findings abides by local rules and regulations.

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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.**

