

WHAT WORRIES THE WORLD?

March 2021



GAME CHANGERS



<https://www.ipsos.com/en/what-worries-world-march-2021>

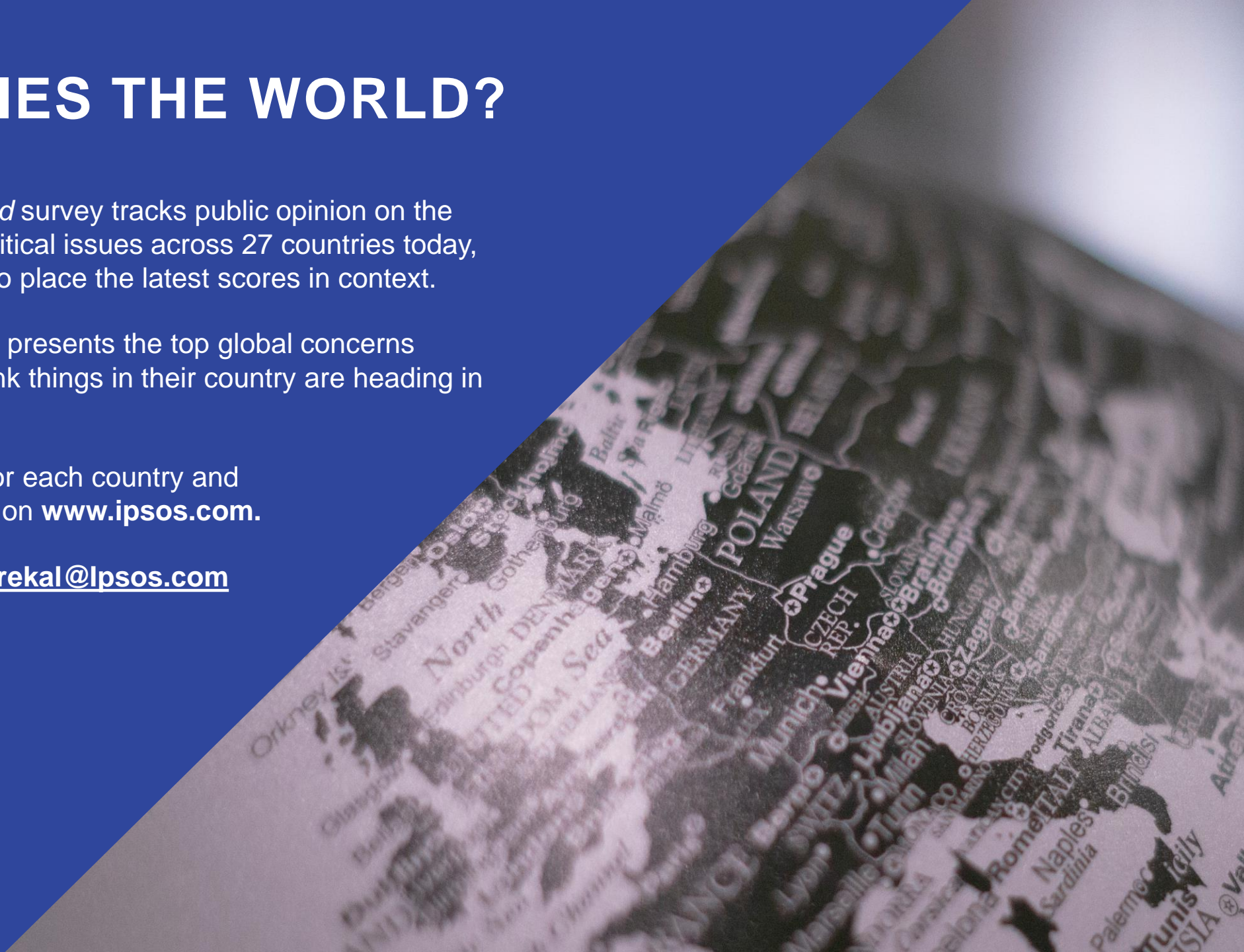
WHAT WORRIES THE WORLD?

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 in their country are heading in the right or wrong direction.

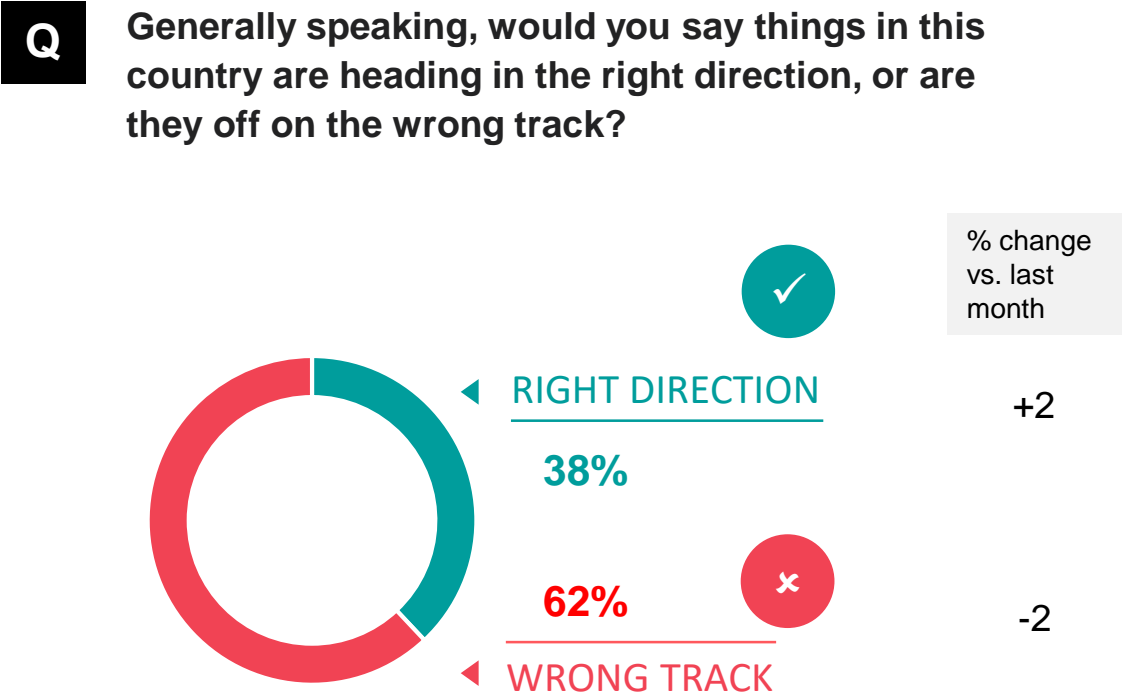
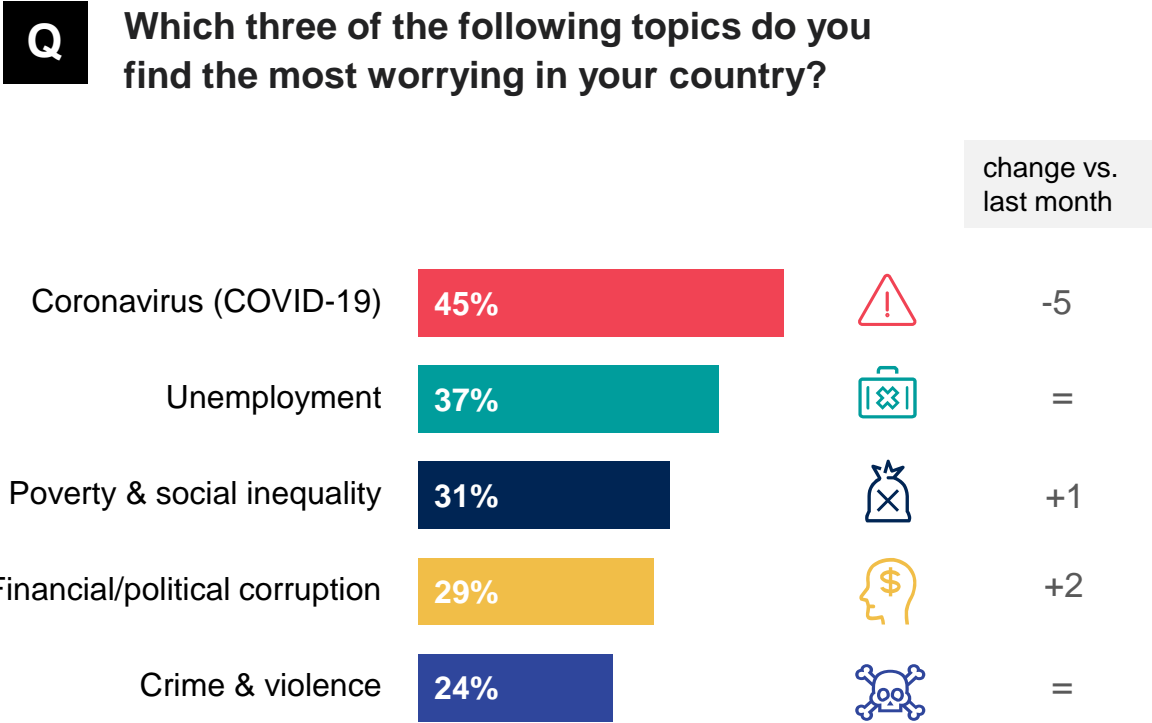
Full breakdowns of findings for each country and each issue are also available on **www.ipsos.com**.

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



WHAT WORRIES THE WORLD? MARCH 2021

Coronavirus has remained the top concern since it was first added to the survey in April 2020. The global average from our 27-country survey shows that 45% consider Covid-19 to be one of the most worrying issues facing their country today. Meanwhile 62% say things in their country are on the “wrong track”.



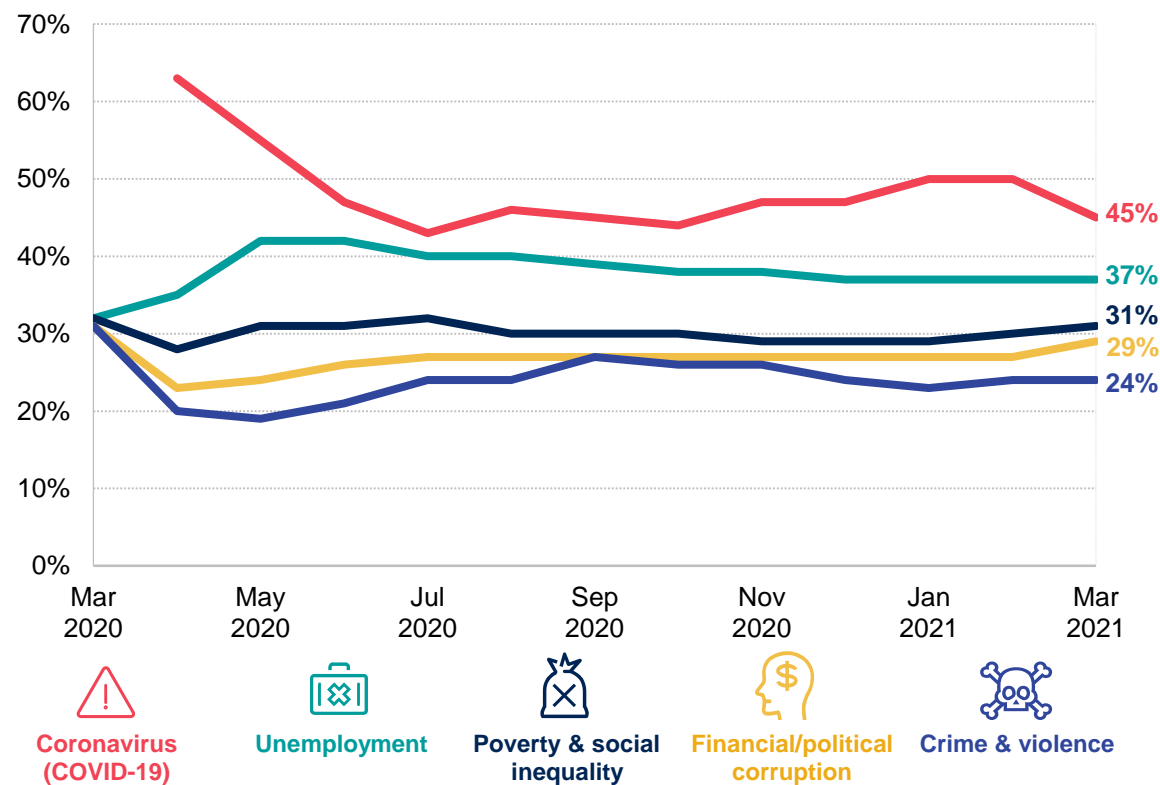
Base: Representative sample of 19,011 adults aged 16-74 in 27 participating countries, February 19th to March 5th 2021.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



WHAT WORRIES THE WORLD? 12-MONTH TREND

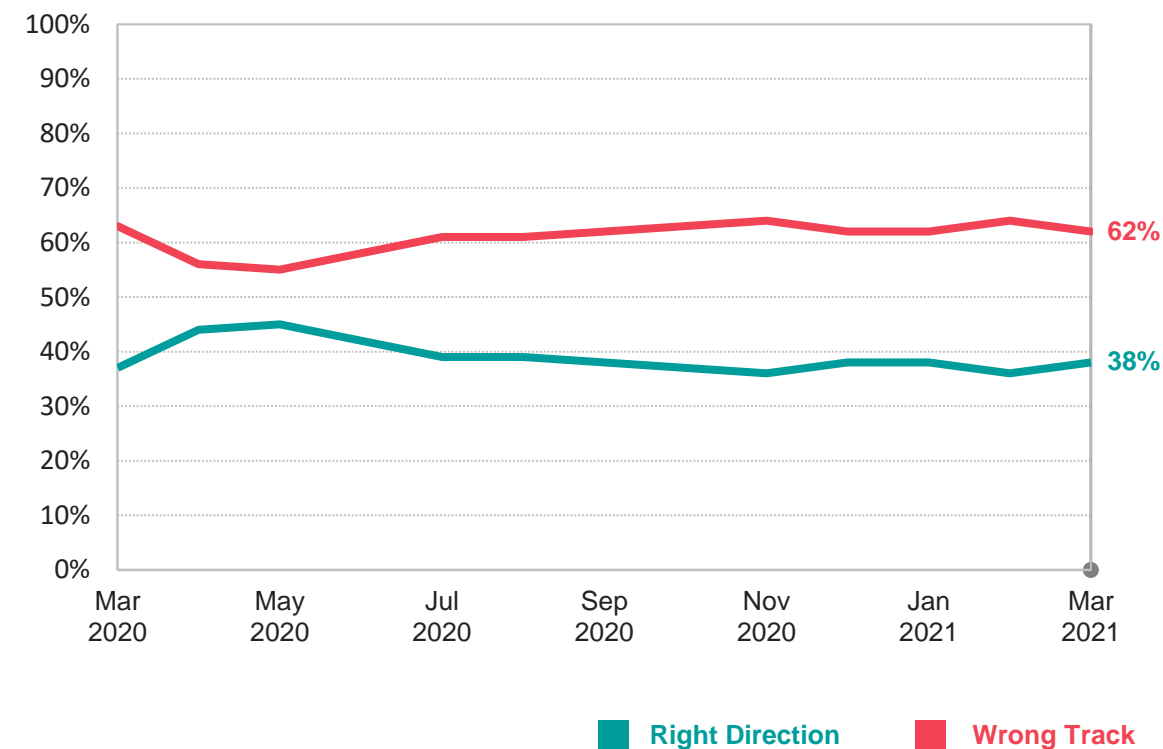
Q

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 19,011 adults aged 16-74 in 27 participating countries, February 19th to March 5th 2021.

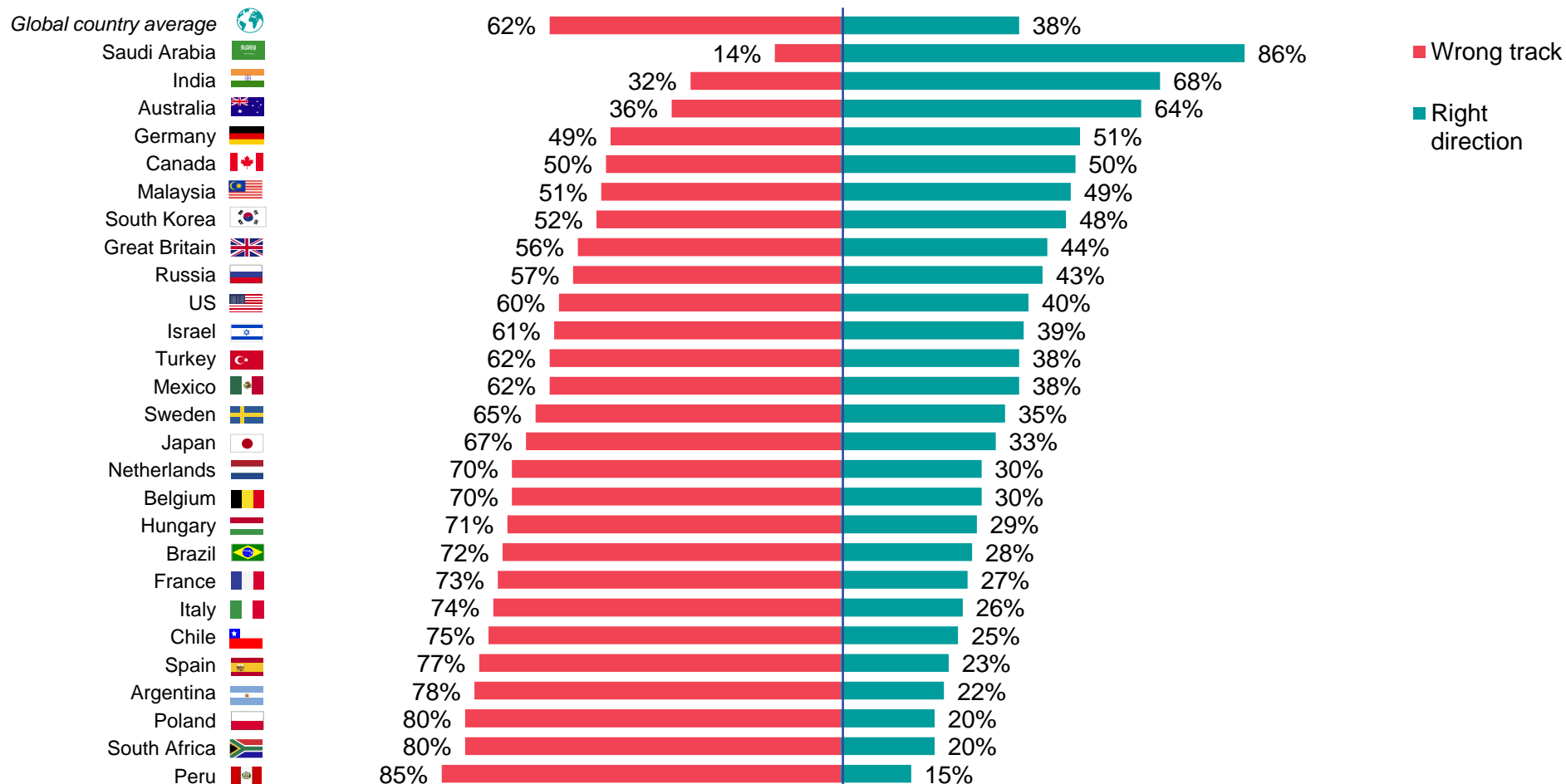
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

DIRECTION OF TRAVEL **ALL COUNTRIES**



RIGHT DIRECTION VS. 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 surveyed, more than six in ten (62%) on average say that things in their country are on the wrong track.

This view is most widely shared by those in Peru (85%), South Africa (80%) and Poland (also 80%). Three-quarters or more in Argentina, Spain and Chile also say that things in their country are heading in the wrong direction.

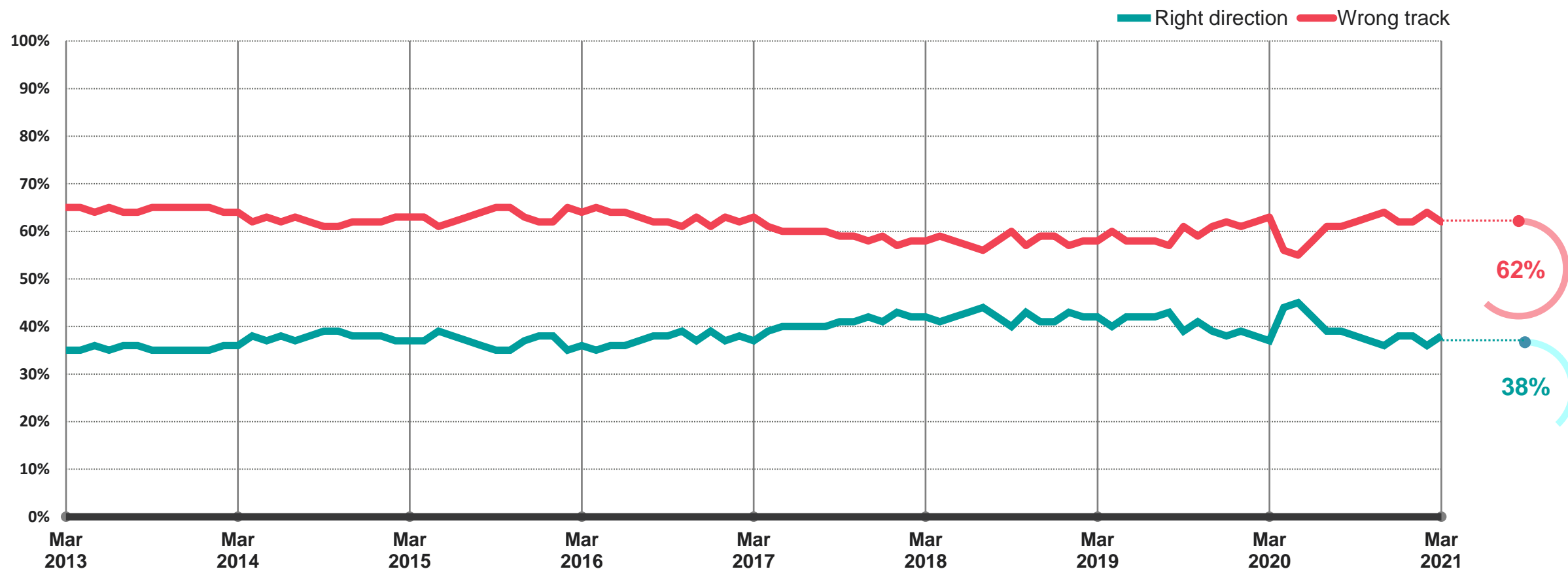
The countries with the largest month-on-month increases in the public saying things are on the “wrong track” are Turkey (+5 points) and Hungary (+4). More say things in are heading in the “right direction” in Great Britain (+11 points), the Netherlands (+8) and the US (+5) vs. last month.

Base: Representative sample of 19,011 adults aged 16-74 in 27 participating countries, February 19th to March 5th 2021.

Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

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?
(Global country average score)



Base: Representative sample c. 20,000 adults aged 16-74 in 27 participating countries, 2013 - 2021.

Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

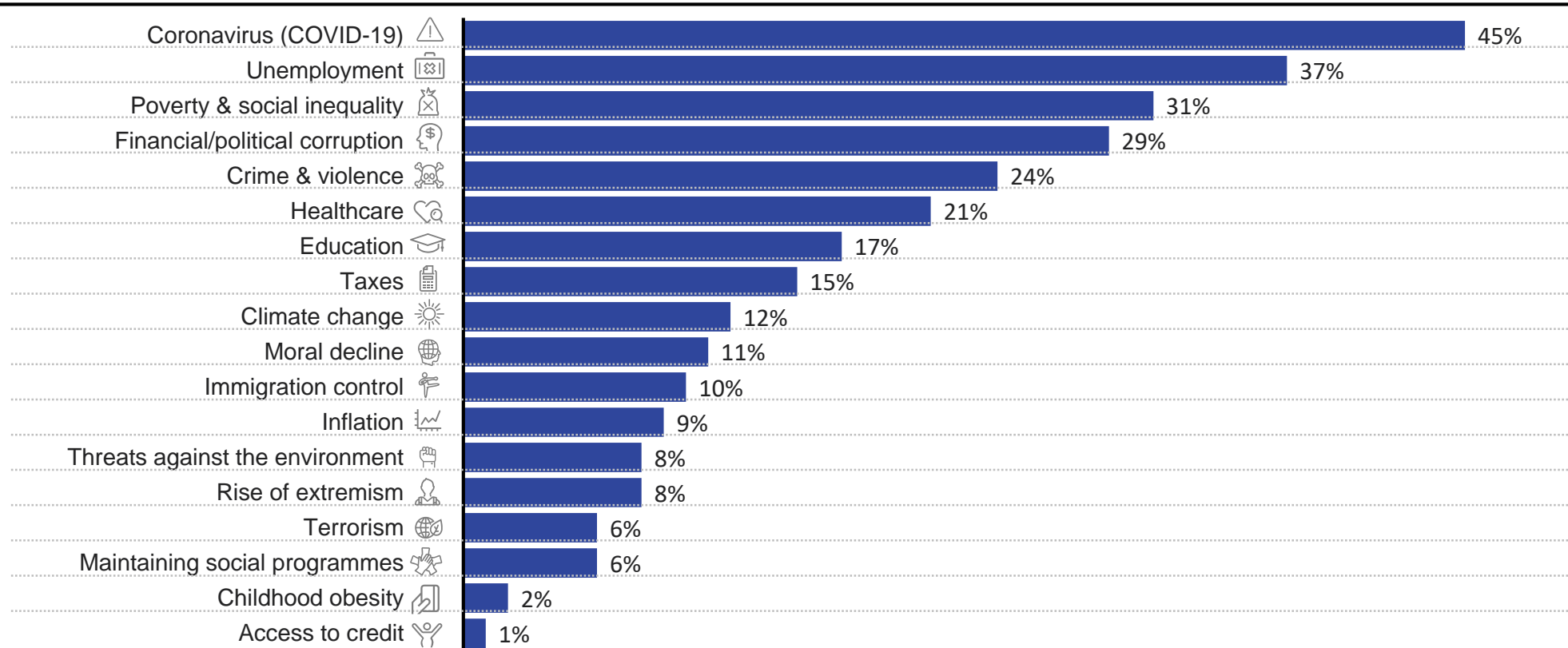
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in March 2021 (global country average)



Our full ranking of the 18 issues in our survey gives an overview of what people in 27 countries worry about today.

Nearly one in two of our respondents worldwide (45%) say that Covid-19 is one of the top issues facing their country, although this is down 5 points from last month.

Unemployment is the second biggest issue across all countries at 37%, followed by Poverty & social inequality (31%) and Financial/political corruption (29%).

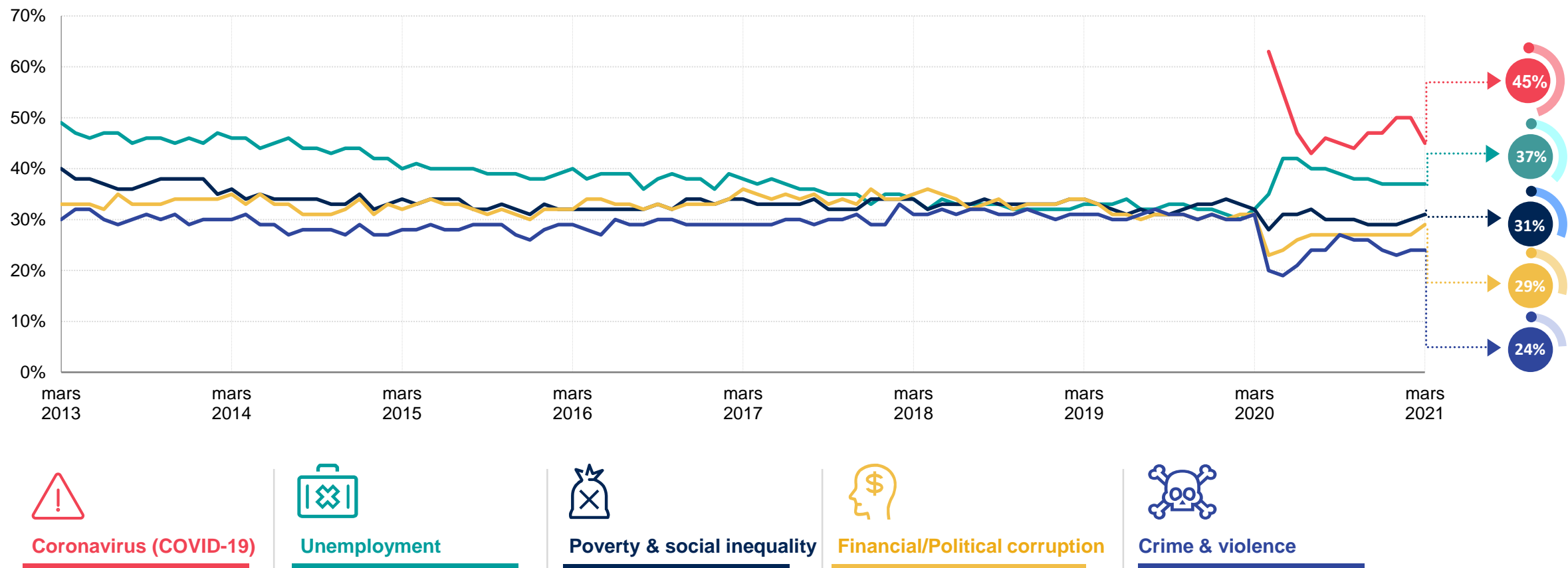
Crime & violence is the fifth most prominent this month at 24%.

Base: Representative sample of 19,011 adults aged 16-74 in 27 participating countries, February 19th to March 5th 2021.

Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

WORLD WORRIES: LONG-TERM TREND

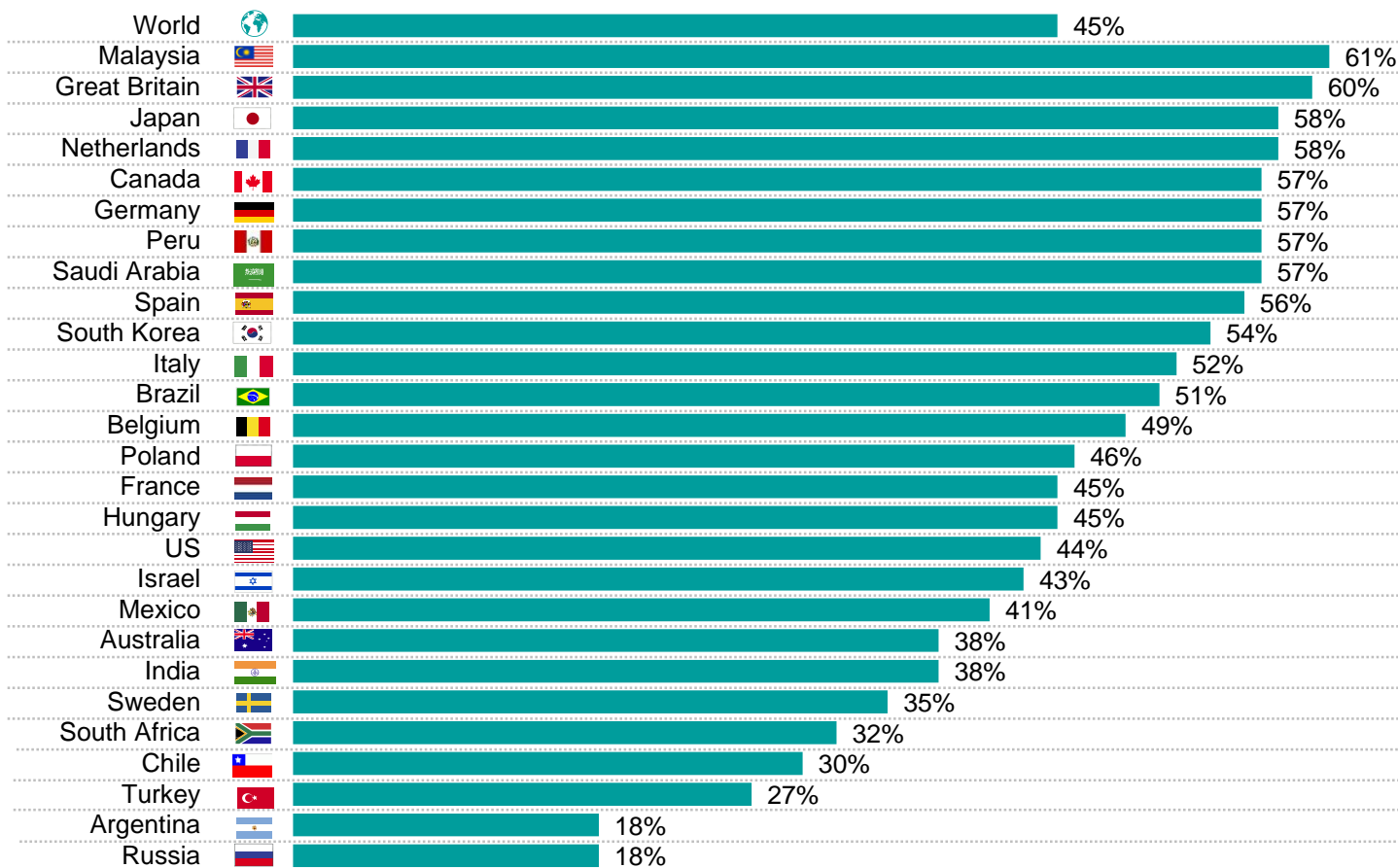
Q Which three of the following topics do you find the most worrying in your country?



Base: Representative sample c. 20,000 adults aged 16-74 in 27 participating countries, 2013 - 2021.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

1 | CORONAVIRUS (COVID-19)

(%) worried in March 2021 in each country



Base: Representative sample of 19,011 adults aged 16-74 in 27 participating countries, February 19th to March 5th 2021.

Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

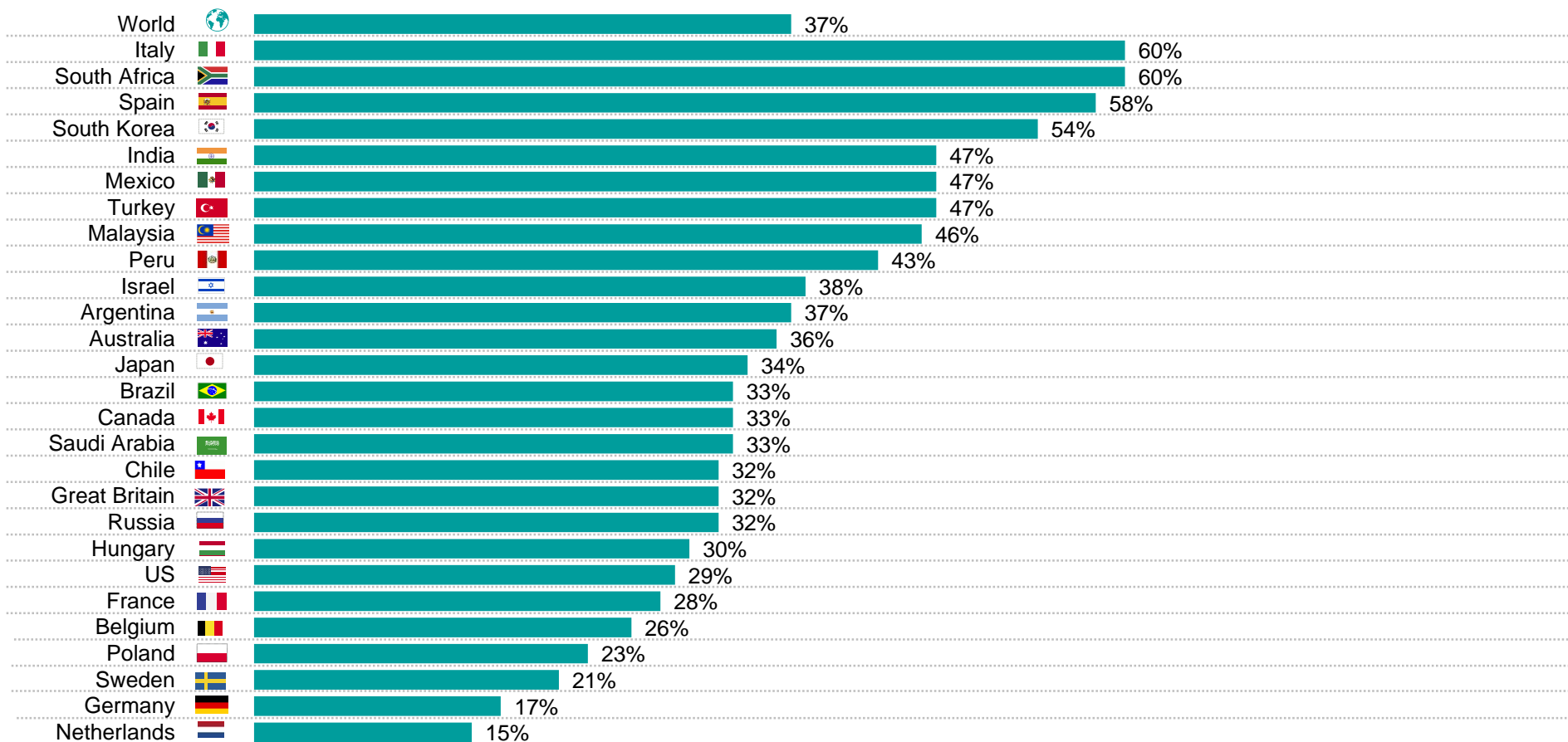
On average, almost half (45%) worldwide say Coronavirus is one of the biggest issues facing their country today. This is a 5-percentage point drop from the 50% recorded in January and February 2021, and the lowest level of concern on a global scale in 5 months.

Malaysians remain the most concerned about Covid-19, but today's 61% is significantly lower than the 77% of last month. Just behind, with 60%, Great Britain is again in second place, followed by Japan and the Netherlands (both 58%).

Most countries record a decline in concern about Covid-19 this month, but there have been moderate increases in Brazil (+6) and Hungary (+6).

2 | UNEMPLOYMENT AND JOBS

(%) worried in March 2021 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.

60% in both Italy and South Africa say that Unemployment is a top worry in their country today. Spain is just behind with reported concern at 58%.

Unemployment is now the number one worry in Spain, surpassing Covid-19.

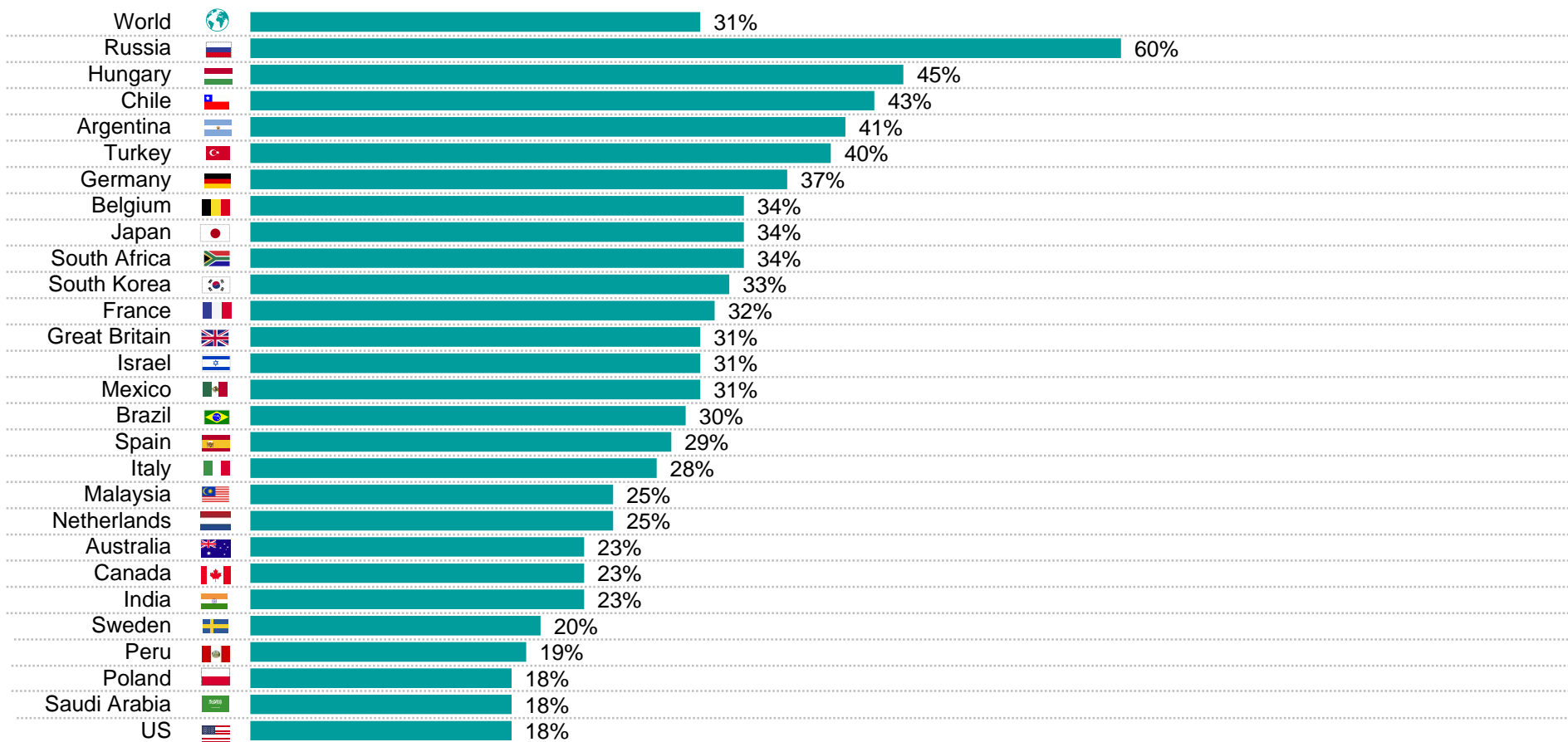
The largest month-on-month increase in reported concern about Unemployment is seen in Belgium (+9).

Base: Representative sample of 19,011 adults aged 16-74 in 27 participating countries, February 19th to March 5th 2021.

Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

3 | POVERTY & SOCIAL INEQUALITY

(%) worried in March 2021 in each country



Three in ten (31%) on average across all countries say Poverty & social inequality is one of the top issues in their country today. This has been our survey's third top issue for the past 12 months.

With six in 10 selecting Poverty & social inequality as an issue of concern in Russia, the nation continues to occupy the top spot.

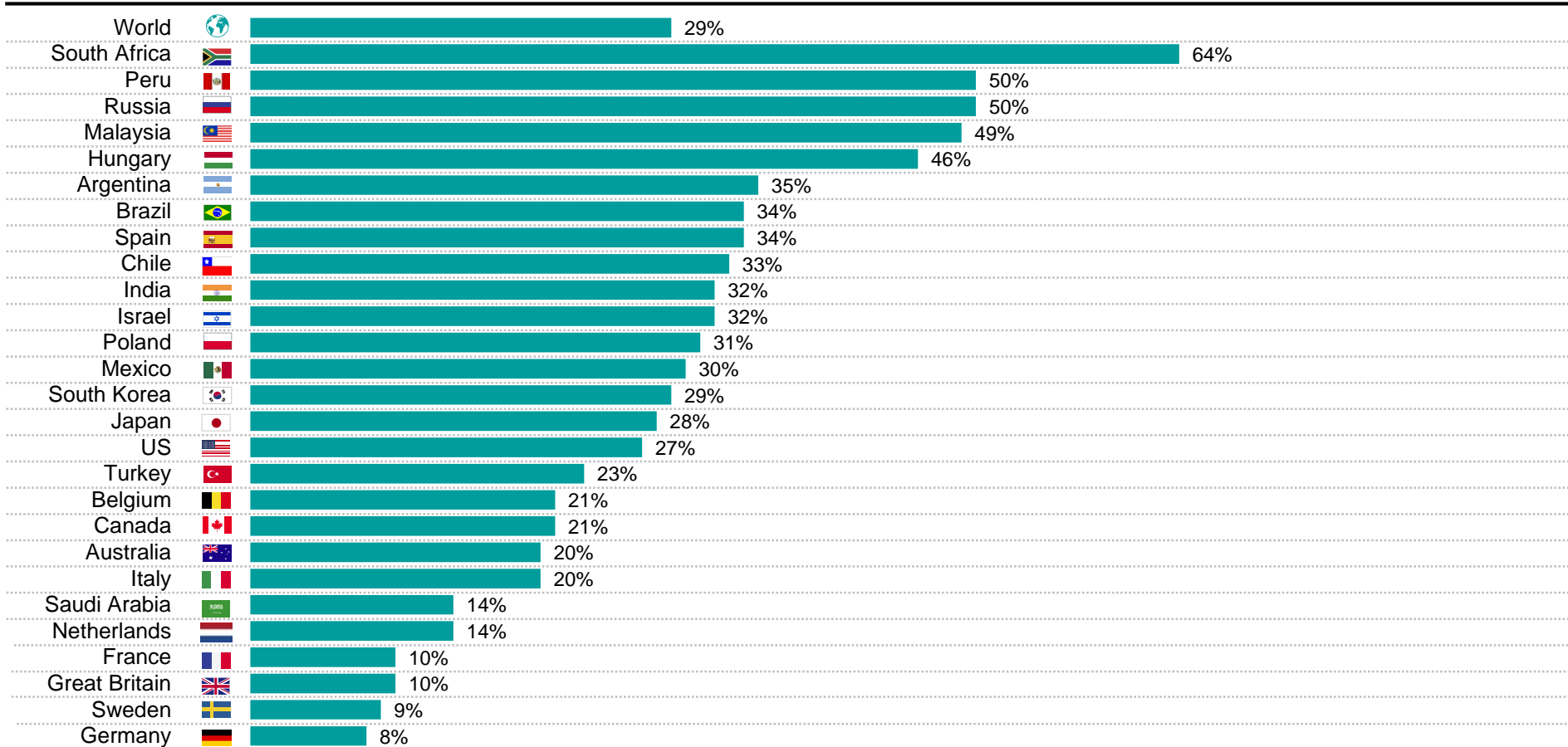
The largest increases for this issue compared to last month are seen in Argentina (+6 points to 41%) and Great Britain (also +6, to 31%).

Base: Representative sample of 19,011 adults aged 16-74 in 27 participating countries, February 19th to March 5th 2021.

Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

4 | FINANCIAL/POLITICAL CORRUPTION

(%) worried in March 2021 in each country



Financial/Political Corruption is the fourth greatest global concern. Our study shows almost three in ten (29%) on average counting it among the big issues facing their country today.

South Africa is now top of the table; an 8-point increase there means almost two-thirds (64%) say corruption as a top concern. Next are Peru and Russia, both with 50% of the public worried about this. In February, Russia was top with 57%.

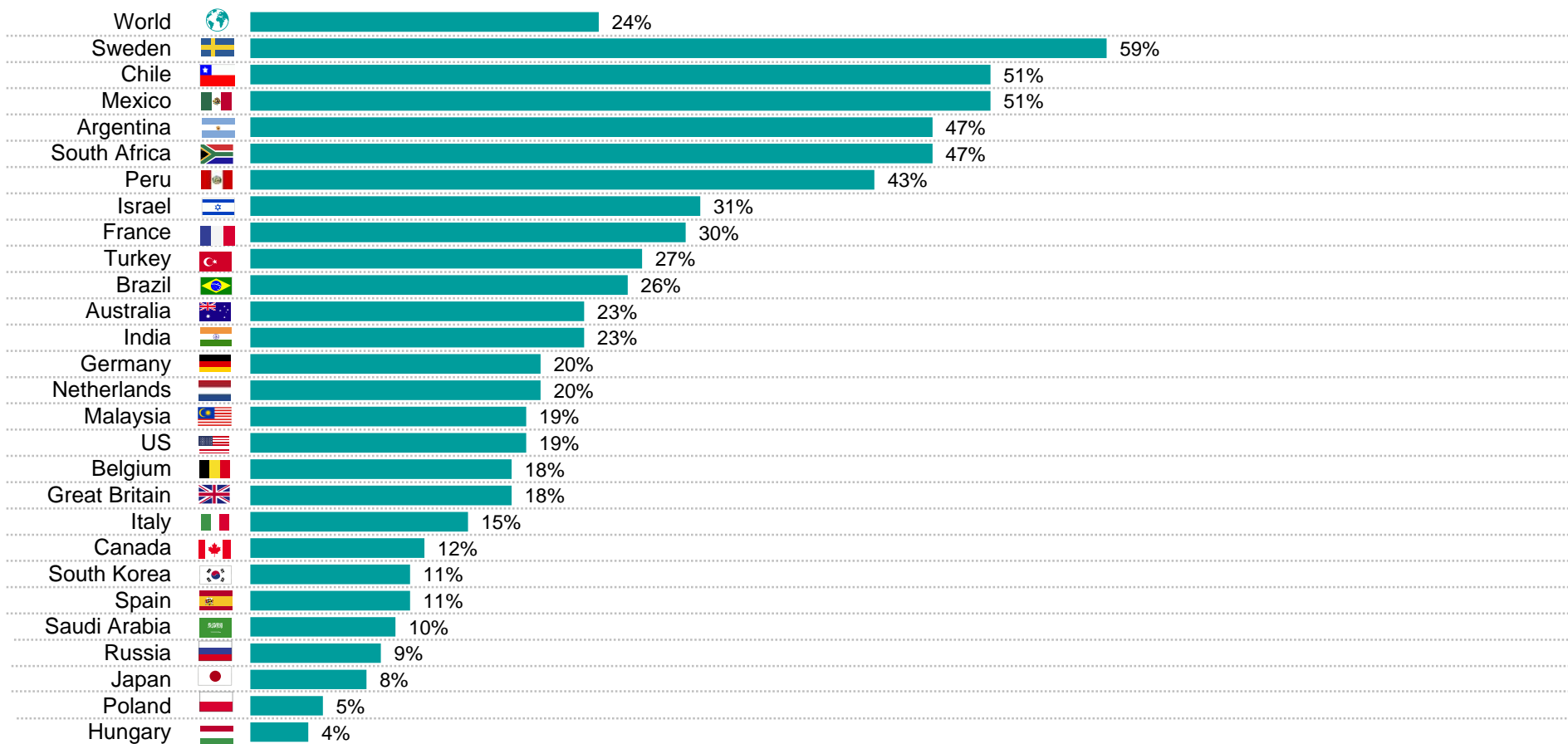
Spain has the greatest percentage increase on this issue since last month (+13 points), followed by Mexico (+10) and Japan (also +10).

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Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

5 | CRIME & VIOLENCE

(%) worried in March 2021 in each country



Crime & violence is the 5th top issue of concern in March with an average of 24% across all countries selecting it as one of the most important issues facing their country.

This month, Crime & violence is the number one concern in Argentina, Chile, Mexico and Sweden.

Previously, our survey had found Mexicans most concerned about Covid-19. While this was top for the first two months of 2021, it has now shifted back to Crime & violence.

Base: Representative sample of 19,011 adults aged 16-74 in 27 participating countries, February 19th to March 5th 2021.

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ECONOMIC FOCUS



IPSOS GLOBAL ECONOMIC OUTLOOK SURVEY

Running alongside our *What Worries the World* survey, Ipsos' Global Consumer Confidence study asks the public in 27 countries questions relating to the economy and finance, on a country and personal level.

The following slides use some of this data to provide extra information on the public view of the present economic climate and future expectations in 27 countries.

Find out more on our consolidated global economic indicator portal: <https://www.ipsosglobalindicators.com/>

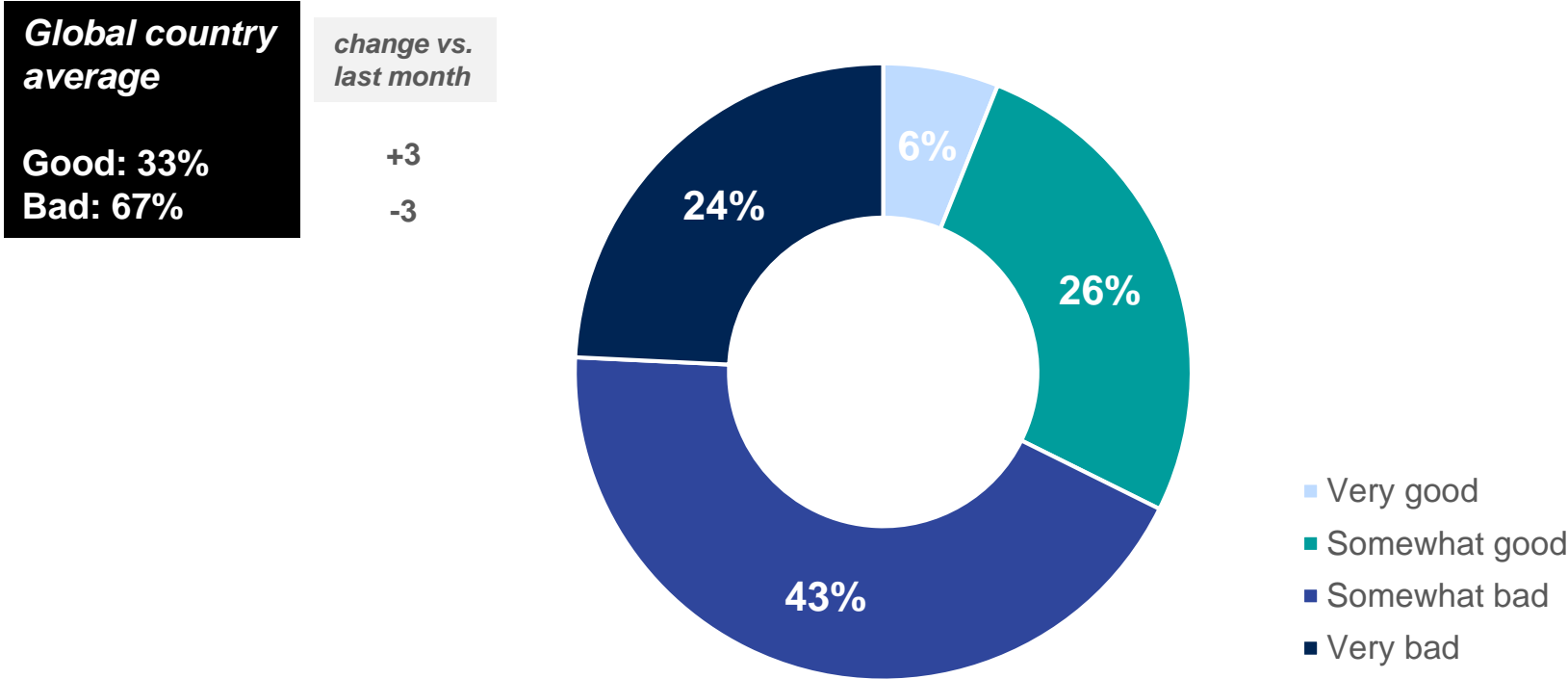
Please contact: Nicolas.Boyon@Ipsos.com for more information.



ECONOMIC FOCUS

A majority in most of the 27 countries surveyed say that the current economic situation in their country is “bad”.

Q How would you describe the economic situation in your country?



We find a broadly negative outlook as two-thirds consider the **economic situation in their country to be “bad”** while one-third say it is “good”, according to our global country average. However, there has been a 3-point increase in those saying it is broadly “good” vs. last month.

People are more likely to rate their country’s economy as “very” or “somewhat” **good** in:

1. Saudi Arabia (90%)
2. India (68%)
3. Sweden (64%)
4. Australia (64%)
5. = Germany (52%)
5. = The Netherlands (52%)

The nations where larger majorities say their country’s economy is “very” or “somewhat” **bad** are:

1. Argentina (92%)
2. Peru (89%)
3. = Italy (88%)
3. = Japan (88%)
5. France (86%)

Base: Representative sample of 19,011 adults aged 16-74 in 27 participating countries, February 19th to March 5th 2021.
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ECONOMIC FOCUS

Looking ahead six months, people around the world are split on whether the local economy will improve.

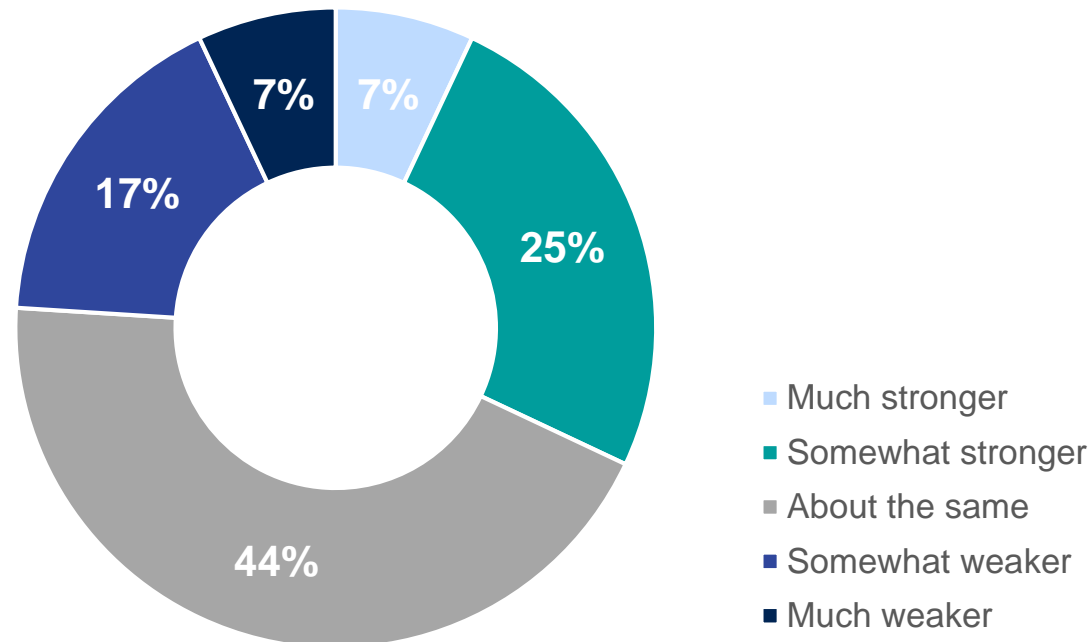
Q Six months from now, do you expect the economy in your local area to be...

Global country average

Stronger: 32%
The same: 44%
Weaker: 24%

change vs.
last month

+4
+1
-5



Our tracking of economic expectations in 27 countries **finds a slight rise in optimism** about the future of the local economy since last month. On average, one-third (32%) say it will be stronger in six months' time (+4 points), while one-quarter (24%) think it will be weaker (-5 points).

More people say the economy **will be "much" or "somewhat" stronger** in:

1. Saudi Arabia (72%)
2. India (60%)
3. Brazil (54%)
4. Mexico (48%)
5. Australia (45%)

In the following nations, more expect the economy to be **"much" or "somewhat" weaker**:

1. Japan (47%)
2. Poland (43%)
3. France (37%)
4. The Netherlands (37%)
5. = South Korea (36%)
5. = Turkey (36%)

Base: Representative sample of 19,011 adults aged 16-74 in 27 participating countries, February 19th to March 5th 2021.

Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

METHODOLOGY

This 27-country Global Advisor survey was conducted between February 19th to March 5th 2021 via the Ipsos Online Panel system among 19,011 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Turkey and the United States, and 16-74 in all 21 other countries.

The “Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result.

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.