

WHAT WORRIES THE WORLD?

September 2021



GAME CHANGERS



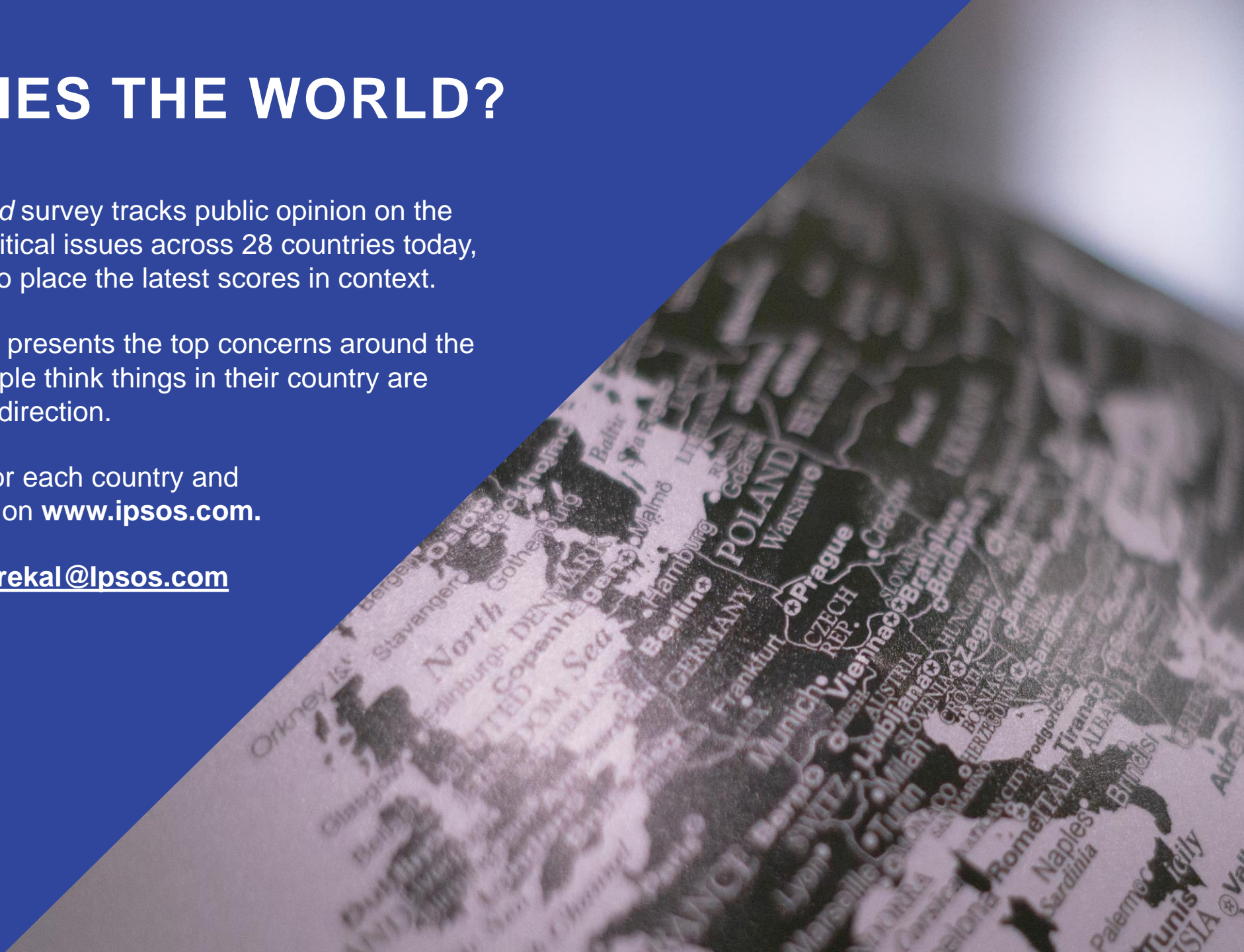
WHAT WORRIES THE WORLD?

Ipsos' *What Worries the World* survey tracks public opinion on the most important social and political issues across 28 countries today, drawing on 10 years of data to place the latest scores in context.

This **global summary report** presents the top concerns around the world, alongside whether people think things in their country are heading in the right or wrong direction.

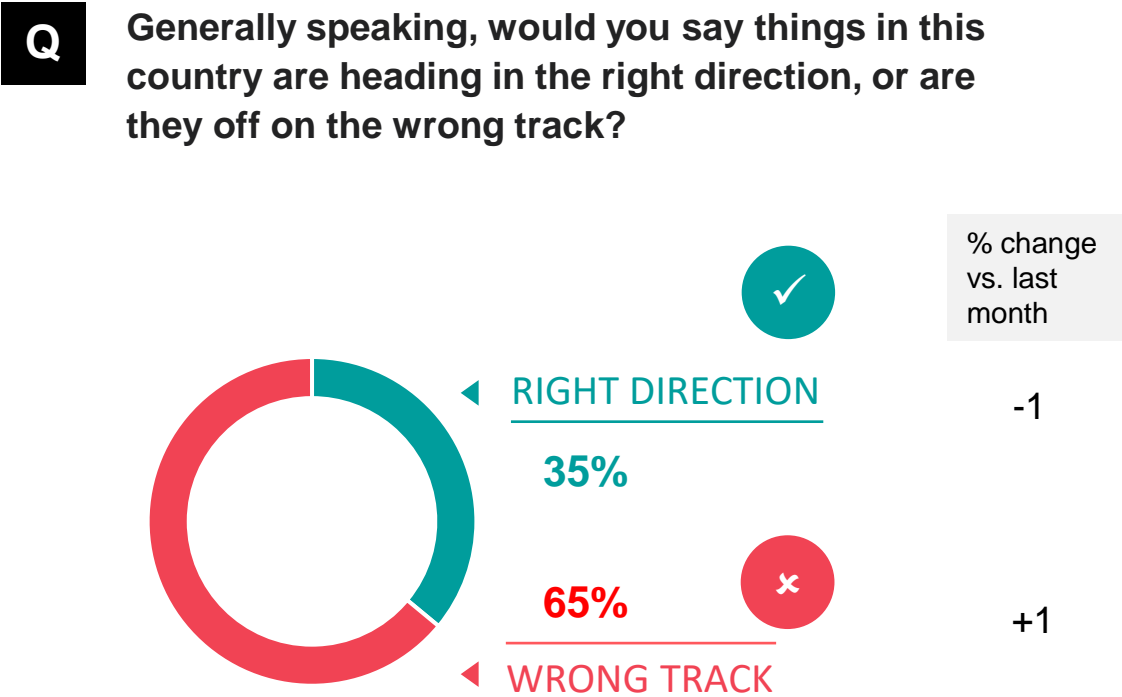
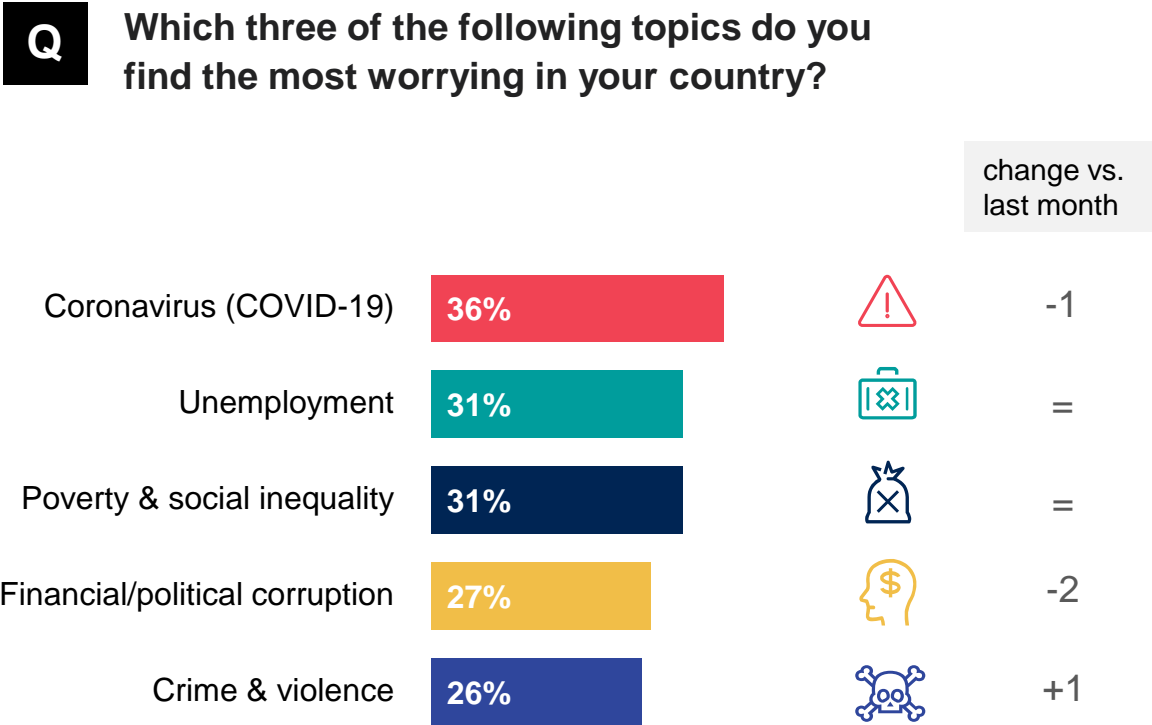
Full breakdowns of findings for each country and each issue are also available on **www.ipsos.com**.

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



WHAT WORRIES THE WORLD? SEPTEMBER 2021

Coronavirus remains the world’s top worry after 18 months of tracking. Meanwhile, two in three globally say that things in their country are on the “wrong track”, as opposed to heading in the right direction.

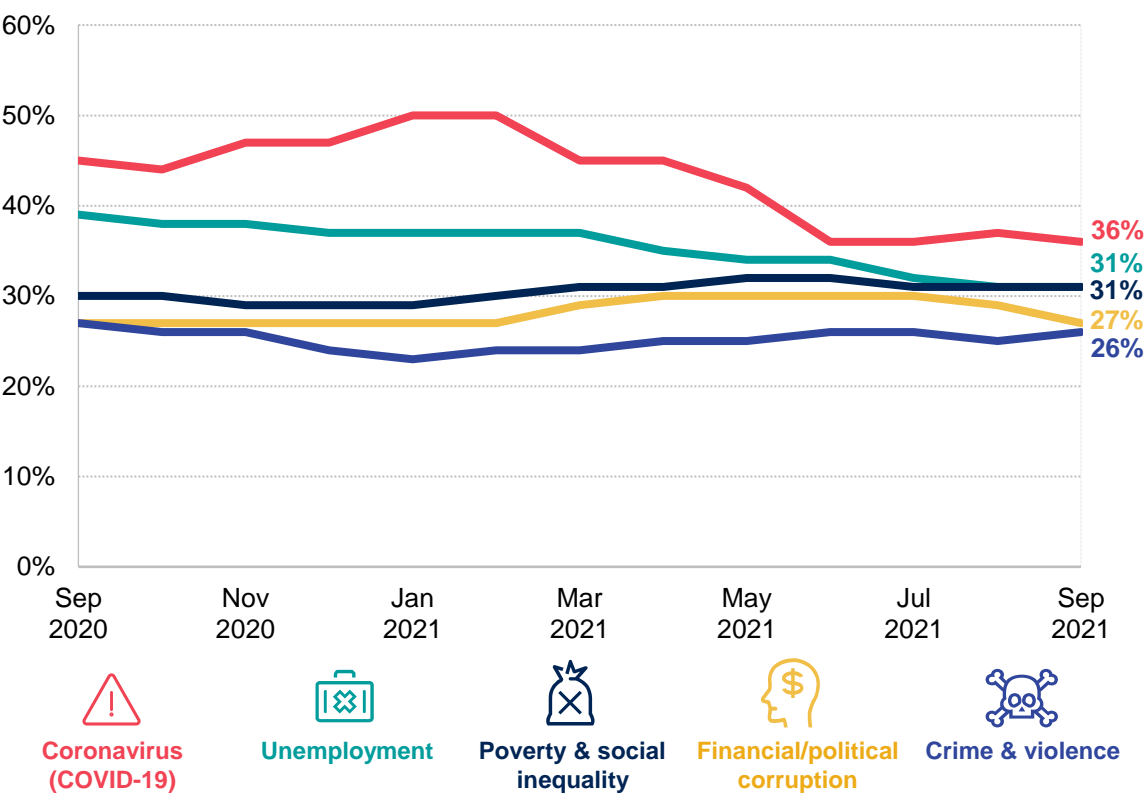


Base: Representative sample of 20,012 adults aged 16-74 in 28 participating countries, August 20th 2021 - September 3rd 2021.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

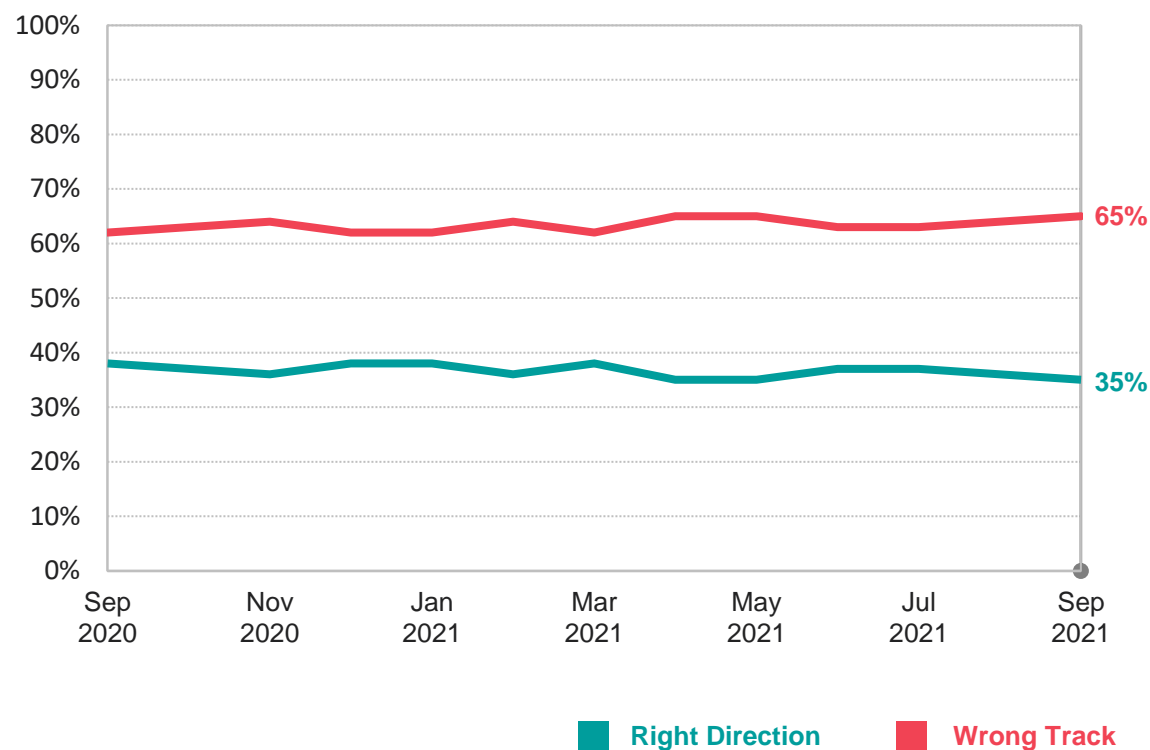


WHAT WORRIES THE WORLD? 12-MONTH TREND

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 c.20,000 adults aged 16-74 in 28 participating countries, September 2020 – September 2021.


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

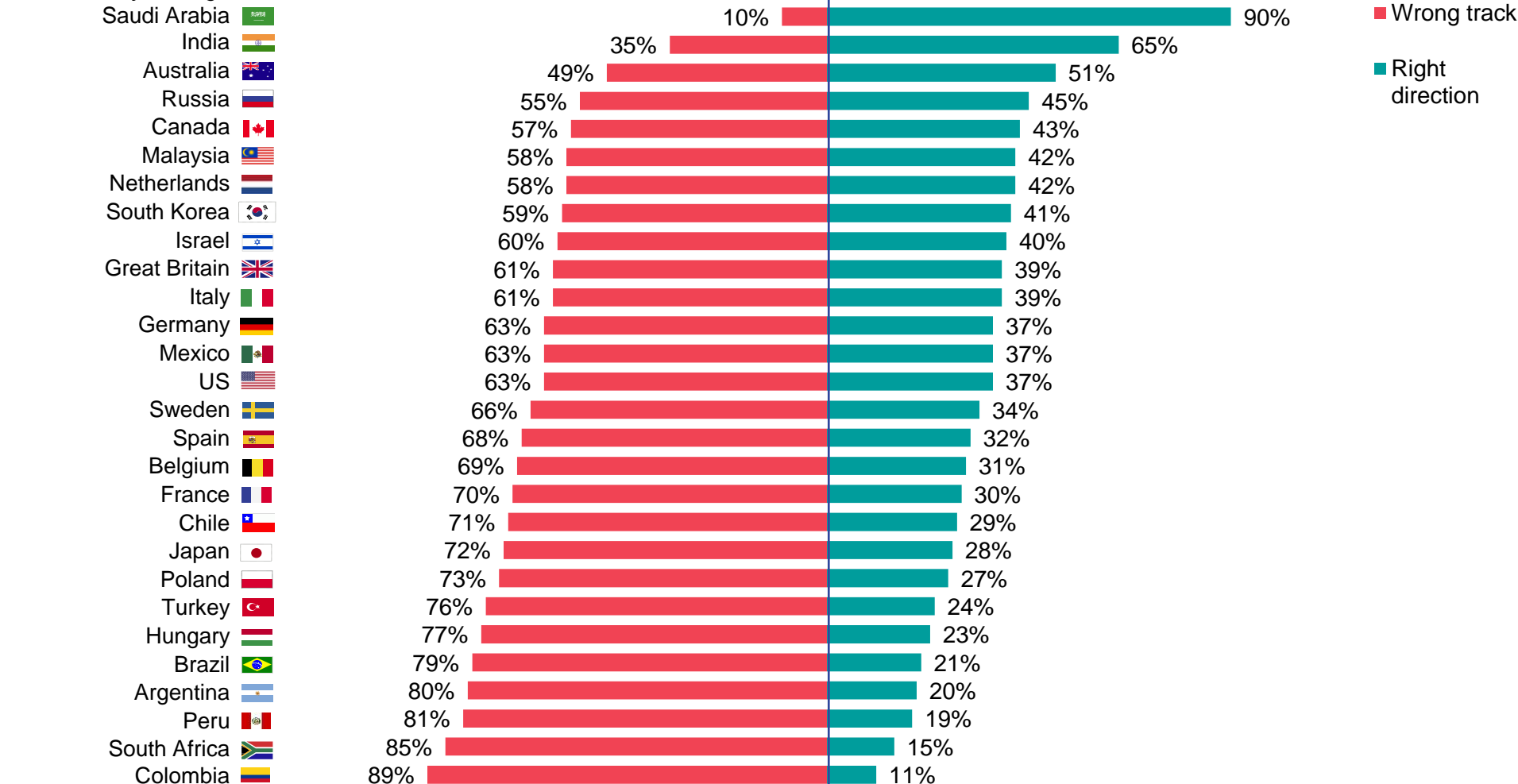
DIRECTION OF TRAVEL **ALL COUNTRIES**



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? (September 2021)

Global country average 



Across the 28 nations surveyed, 65% on average say that things in their country are on the wrong track while 35% take the view that things are heading in the right direction.

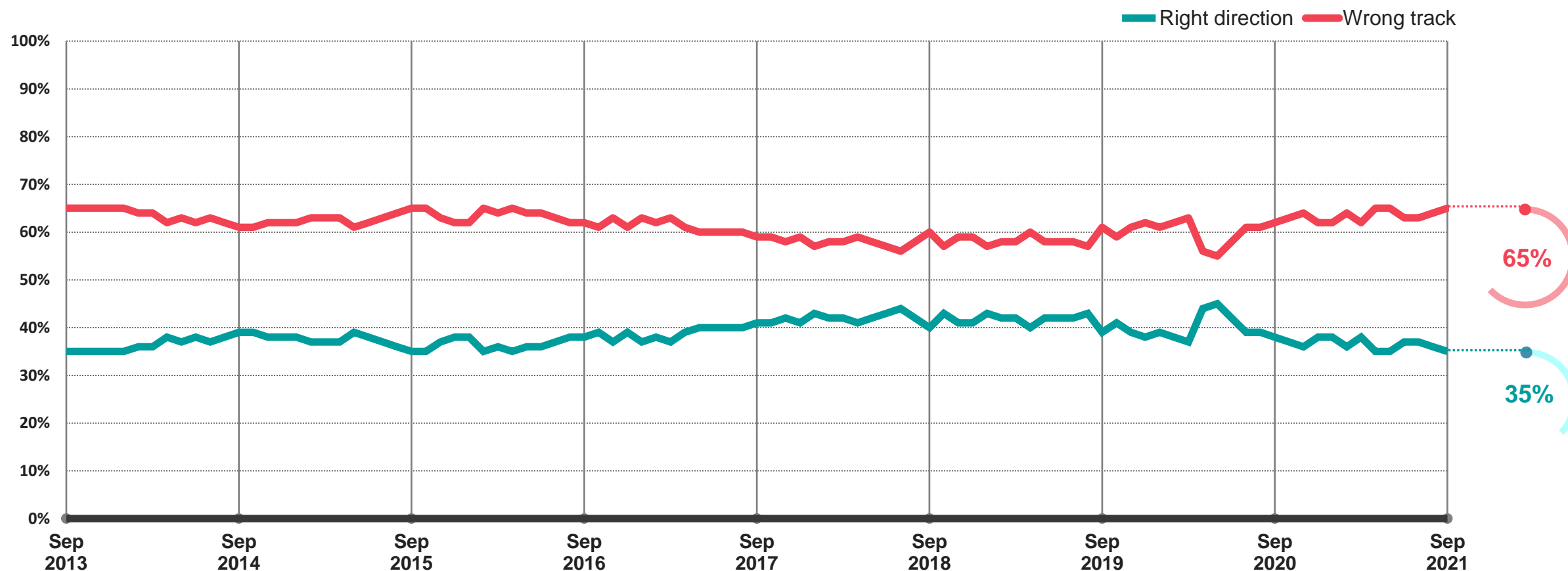
The country where most people say that things are heading in the wrong direction is Colombia (89%), followed by South Africa (85%), Peru (81%), Argentina (80%) and Brazil (79%).

The largest month-on-month changes are seen in Chile, with an 11-point increase on its 'wrong track' score, and in Turkey where the proportion selecting 'right direction' is up 11 points. Germany slides towards a more pessimistic outlook ahead of its election (-8).

Overall, these figures represent a gloomier outlook than the start of 2021 and one year ago.

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 28 participating countries, 2013 - 2021.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

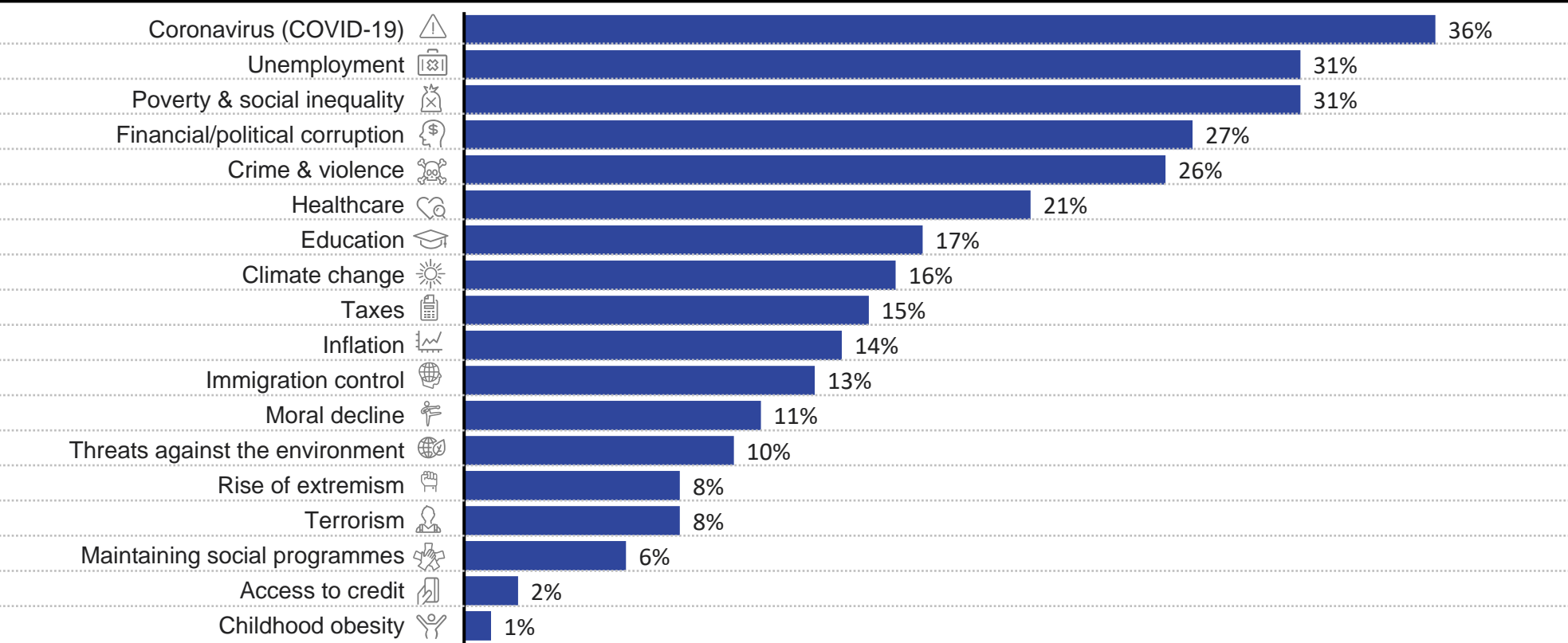
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in September 2021 (global country average)



Our full ranking of the 18 issues in our survey gives an overview of what people in 28 countries worry about today.

On average, 36% globally say that Covid-19 is one of the top issues facing their country today. This proportion has remained stable for four months but is down on the 50% recorded at the start of 2021 and 47% one year ago.

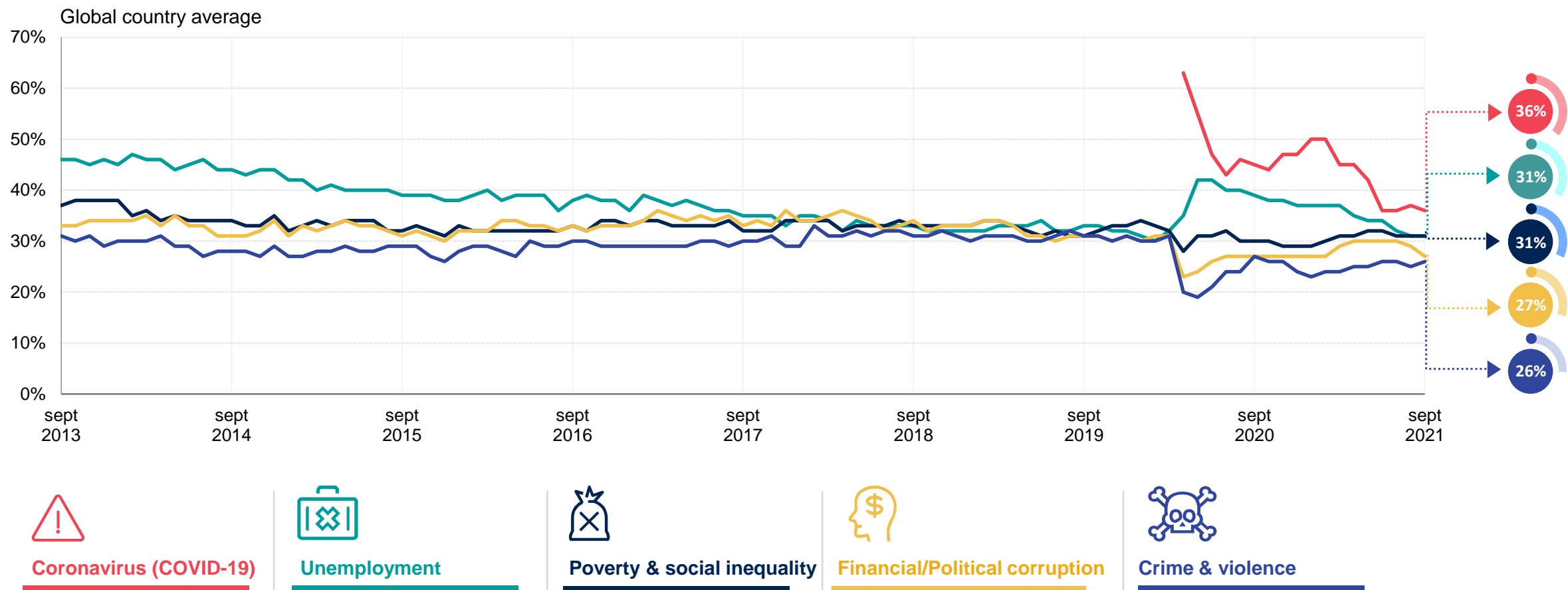
Unemployment and Poverty & social inequality are the next biggest issues across all countries with 31% overall selecting each. Next are Financial/political corruption (27%) and Crime & violence (26%).

Base: Representative sample of 20,012 adults aged 16-74 in 28 participating countries, August 20th 2021 - September 3rd 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?

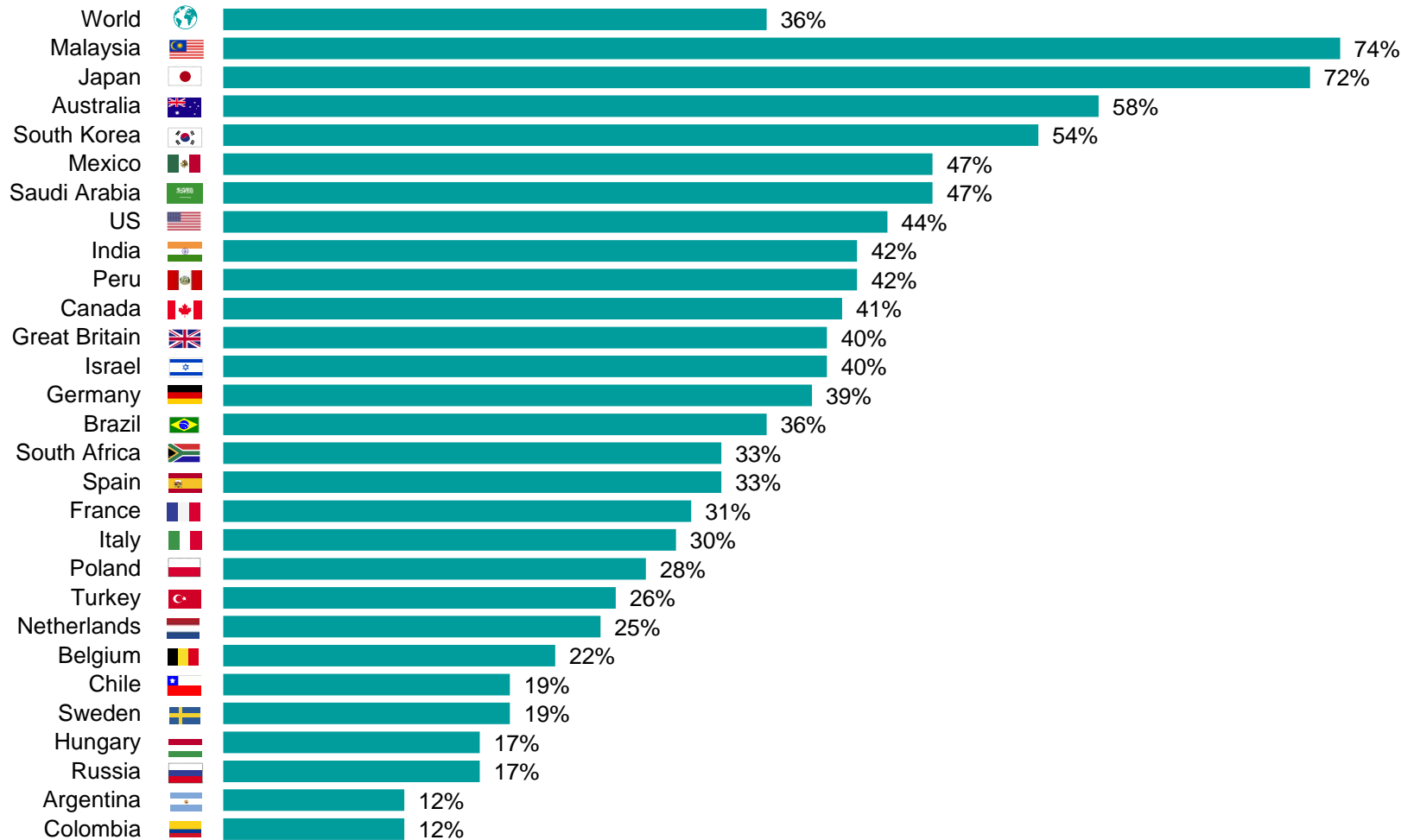


Base: Representative sample c. 20,000 adults aged 16-74 in 28 participating countries, 2013 - 2021.

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

1 | CORONAVIRUS (COVID-19)

(%) worried in September 2021 in each country



On average, 36% worldwide say Coronavirus is one of the biggest issues facing their country today.

Malaysia is again at the top of the table, with 74% concerned about Covid-19 – the highest across all nations despite this being 9 points lower than last month.

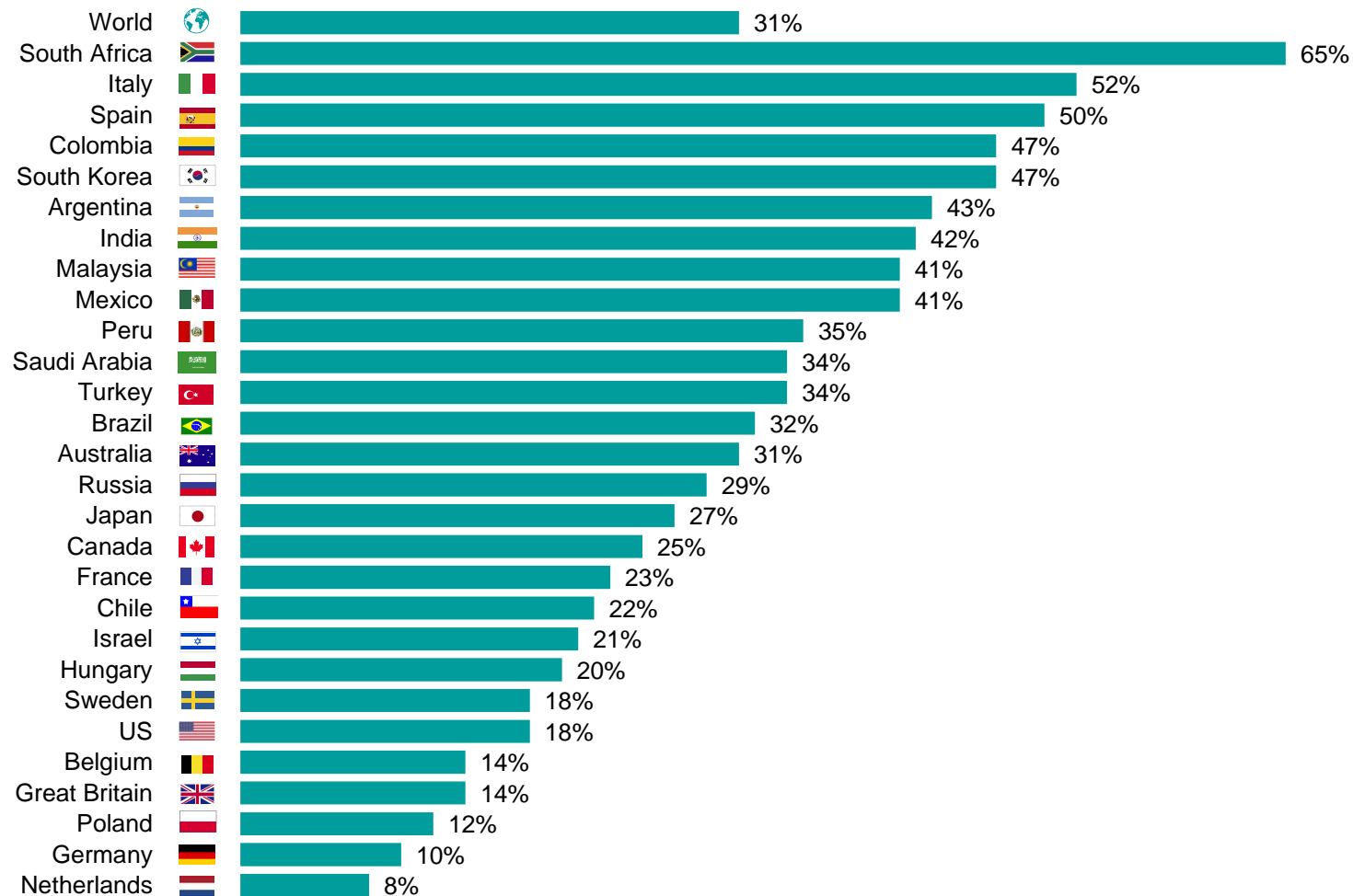
With a 9-point *increase*, Japan is second with 72%. Concern remains high in Australia (58%) but falls slightly in South Korea (-5 to 54%).

This month's survey records notable decreases in Coronavirus concern in some countries including Spain (-10 points), Argentina (-10), the Netherlands (-9) and Russia (-9). Aside from Japan, Turkey sees the largest increase (9 points).

Covid-19 is the top concern for 12 of the total 28 nations.

=2 | UNEMPLOYMENT AND JOBS

(%) worried in September 2021 in each country



Unemployment is the second greatest worry worldwide, with 31% on average putting it among the most important issues in their country today. This is in line with Poverty & social inequality (see next slide).

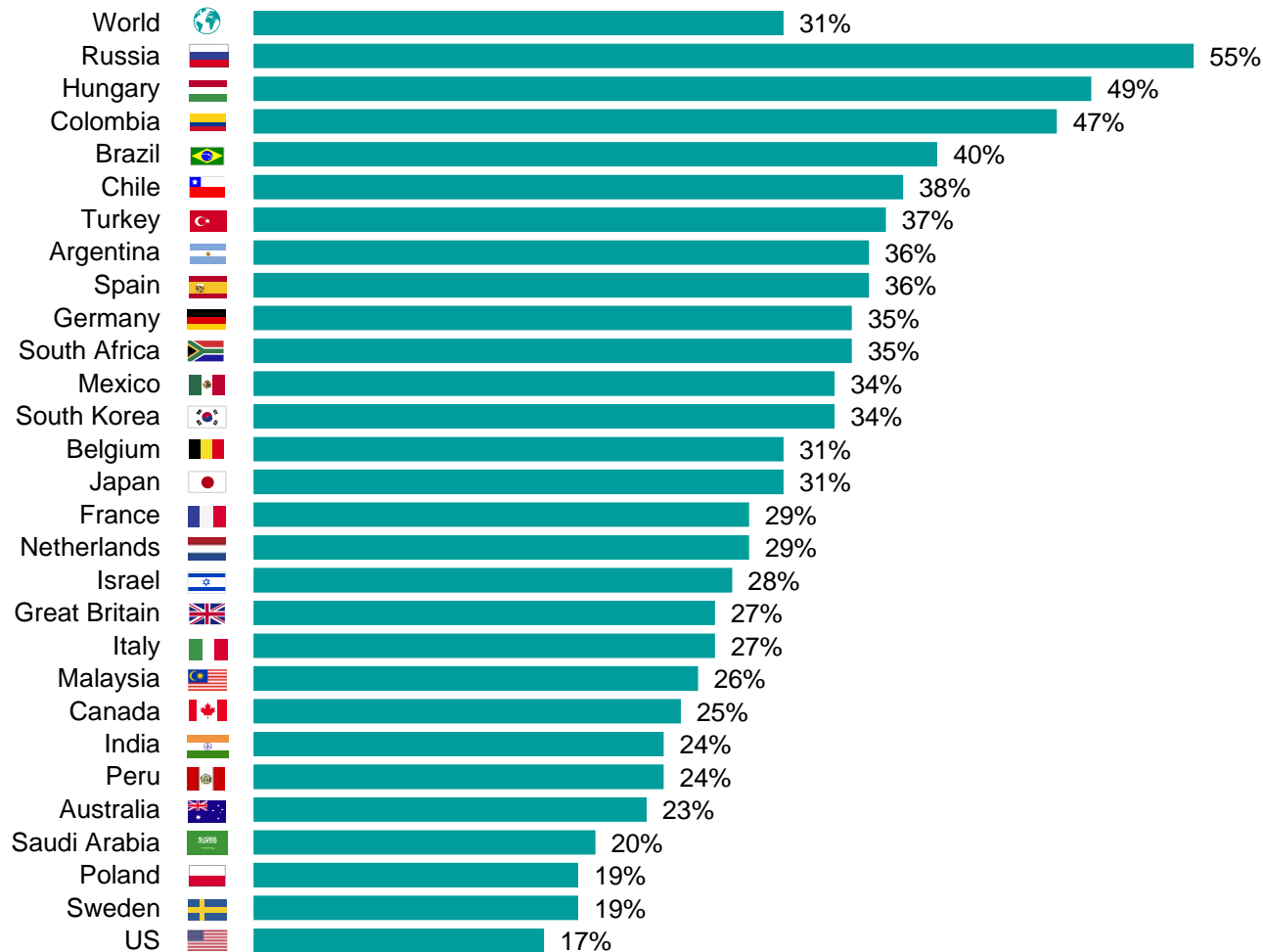
The top three countries selecting this issue are South Africa (65%), Italy (52%) and Spain (50%). Italy and Spain switch positions as Spain's score drops by 6 percentage points, bringing it in back in line with July's results.

Further decreases are seen in Chile (-9) and Malaysia (-7).

Unemployment (along with Covid-19) is now the joint-top concern in India: 42% of citizens surveyed select each.

=2 | POVERTY & SOCIAL INEQUALITY

(%) worried in September 2021 in each country



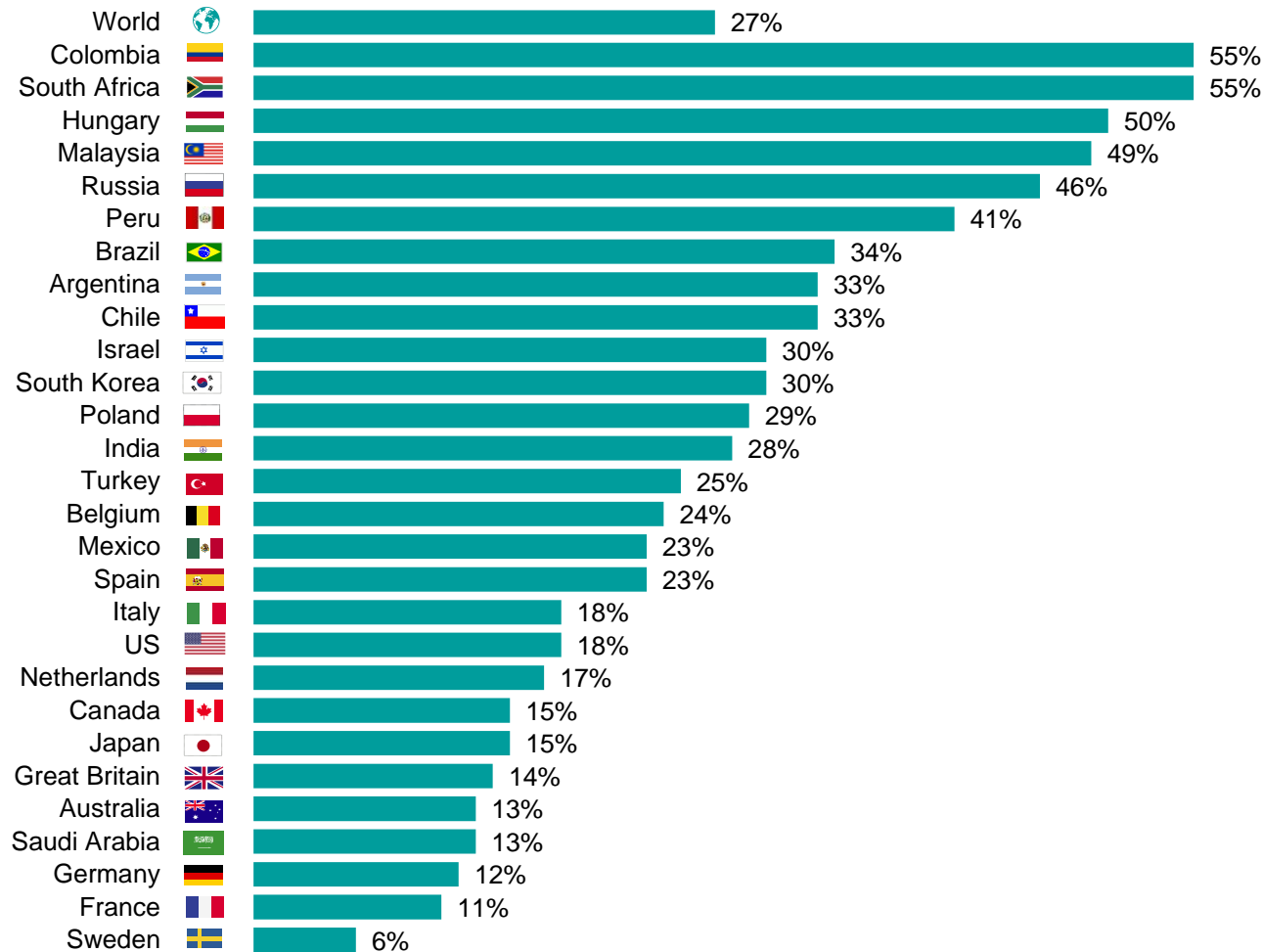
Across all countries, 31% on average say that Poverty & social inequality is one of the top issues facing their country today. This issue is joint-second with Unemployment for the second month running.

Russia, Hungary and Colombia are the three countries showing the greatest concern about poverty and social inequality. A 5-point increase in Colombia brings its scores closer in line with these countries than seen previously.

In Spain, public concern about this issue has increased by 10 points since the last reading (to 36%).

4 | FINANCIAL/POLITICAL CORRUPTION

(%) worried in September 2021 in each country



Financial/Political Corruption is ranked fourth in our list of world worries as 27% on average consider it an important issue for their country today.

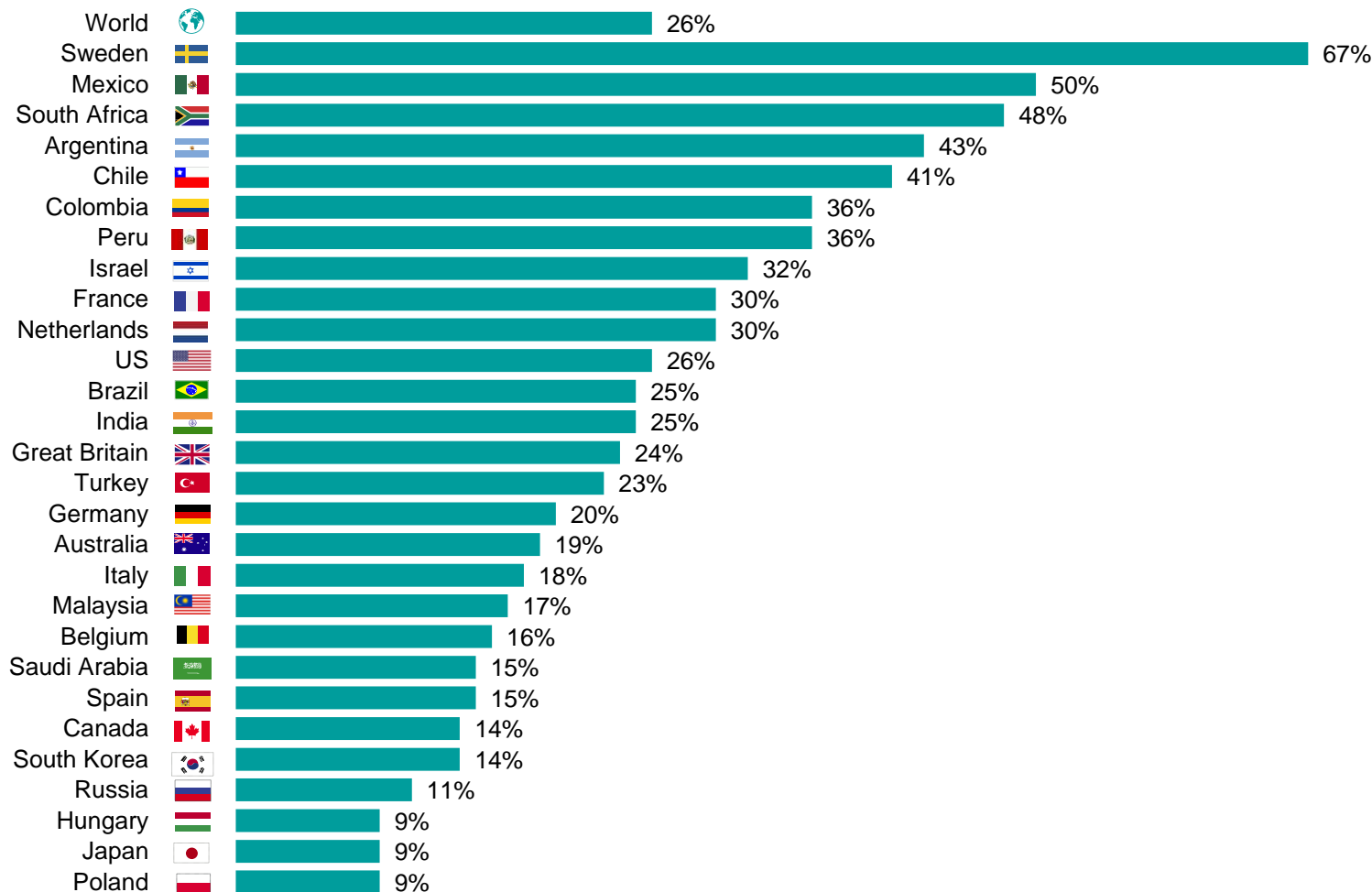
Colombians and South Africans show the highest levels of concern with 55% in each selecting this topic. It is the number one issue in Colombia while South Africa is comparatively more concerned about Unemployment.

The greatest change in concern about corruption since the last wave of the survey is a 7-percentage point increase in Chile, now at 33%.

Meanwhile, we see declines of 6 points in Peru, Poland and Saudi Arabia.

5 | CRIME & VIOLENCE

(%) worried in September 2021 in each country



Crime & violence is the fifth greatest worry globally. On average, one-quarter (26%) of our global participants say this is one of the most important issues facing their country today.

Sweden extends its lead as the country most concerned about this issue with 67% (+6 points vs. last month).

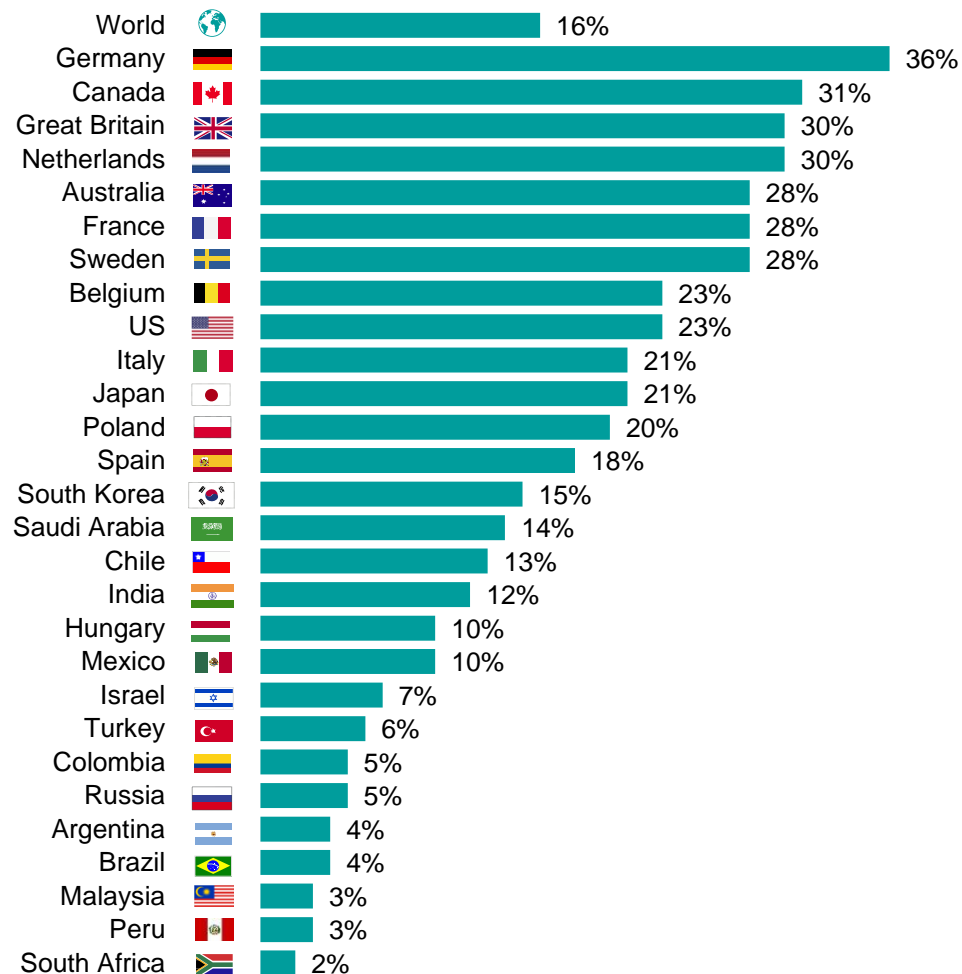
Mexico and South Africa, in second and third place, have one in two people (50% and 49% respectively) selecting this as a top issue.

Since last month, we have seen a 6-point increase in concern about crime in Colombia (36%) alongside decreases in the US (-8), the Netherlands (-7), and Spain (-6).

CLIMATE CHANGE

With the UN Climate Change Conference (COP 26) taking place this autumn, we take a look at environmental concerns.

(%) worried in September 2021 in each country



Worldwide, 16% place climate change among their top three concerns, putting it in 8th place in our list of 18 issues.

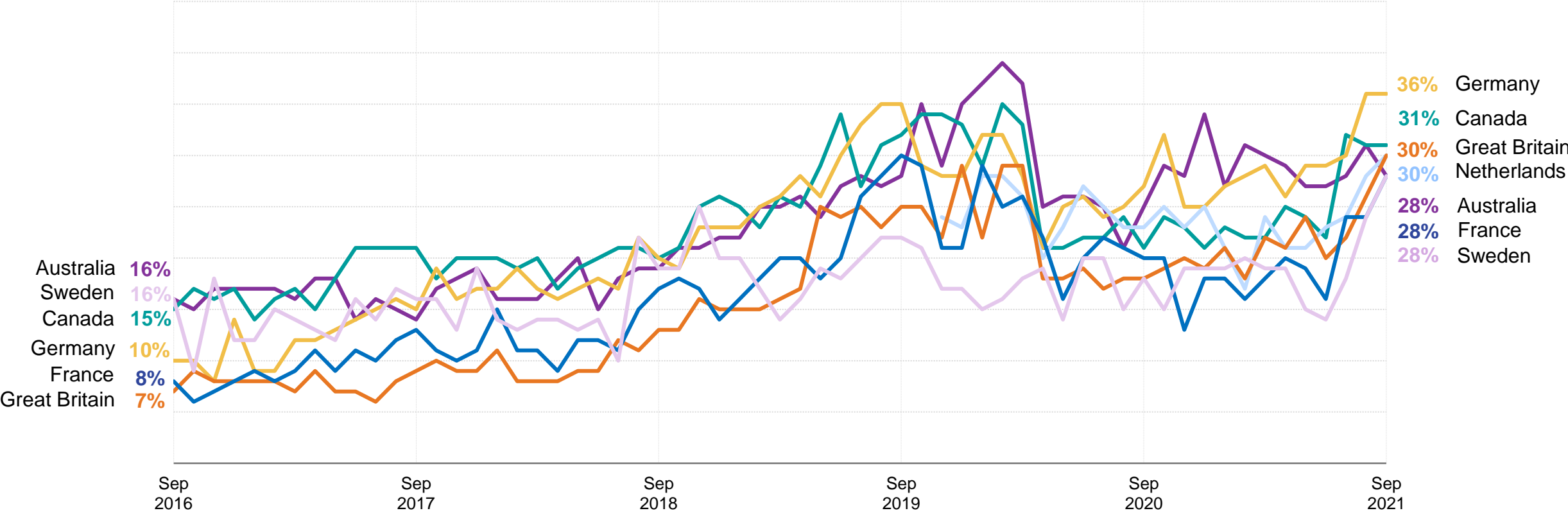
This puts climate change back in line with numbers recorded before our survey started tracking Covid-19 concern. During the pandemic it has hovered around 11% globally, apart from one 16% in January 2021.

Germany currently ranks number one for climate change concern, recording 36% for the second consecutive month (the highest seen in the country to date). Next is Canada (31%), followed by Great Britain and the Netherlands, both with 30%.

The largest increases for this month are seen in Poland (+7) and Spain (+5).

CLIMATE CHANGE CONCERN

5-year trend of the top countries most concerned about climate change (as of September 2021).



* Netherlands data starts in November 2019.

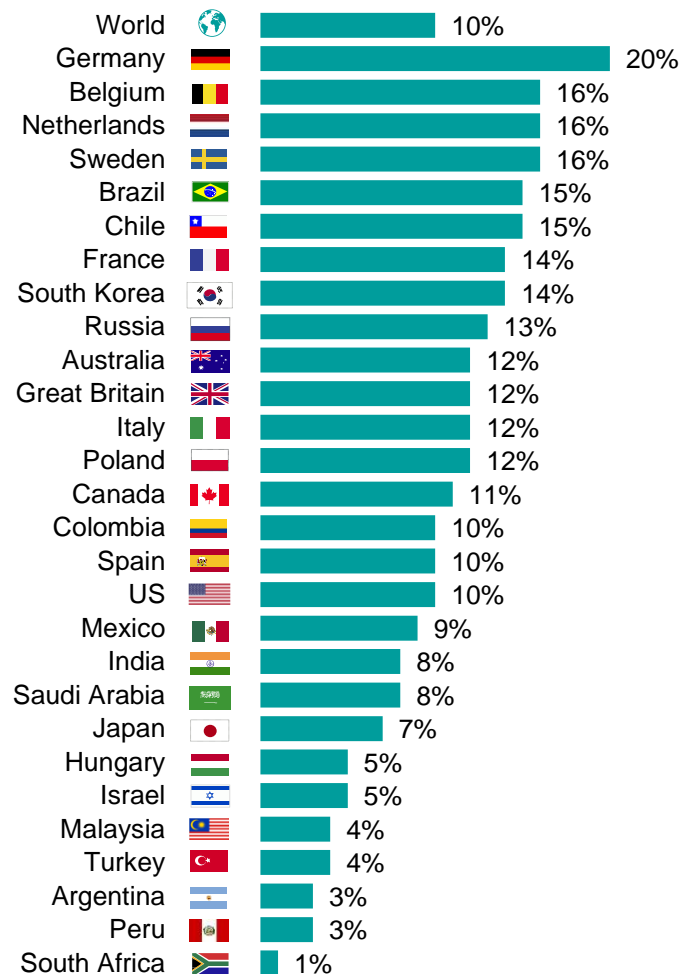
Base: Representative sample of c.1000 adults aged 16-74 in Australia, Canada, France, Germany, Great Britain, the Netherlands and Sweden, 2016 - 2021.
Source: Ipsos Global Advisor. See methodology for details.



THREATS AGAINST THE ENVIRONMENT

With the UN Climate Change Conference (COP 26) taking place this autumn, we take a look at environmental concerns.

(%) worried in September 2021 in each country



In addition to the 16% who select climate change as a top issue facing their country today, 10% also select “threats against the environment”. Overall, this is ranked 13 of our total list of 18 worries.

Germany is also the leading country on this issue with one in five (20%) putting this in their top 3 issues.

Belgium, the Netherlands and Sweden are next with 16%.

Brazil and Chile, both with 15%, see the largest month-on-month increases in concern about threats against the environment (+6 in Brazil and +5 in Chile).

METHODOLOGY

This 28-country Global Advisor survey was conducted between August 20th 2020 to September 3rd 2021 via the Ipsos Online Panel system among 20,012 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, Colombia, 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, Colombia, 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.