

WHAT WORRIES THE WORLD?

October 2021



GAME CHANGERS



www.ipsos.com/en/what-worries-world-october-2021

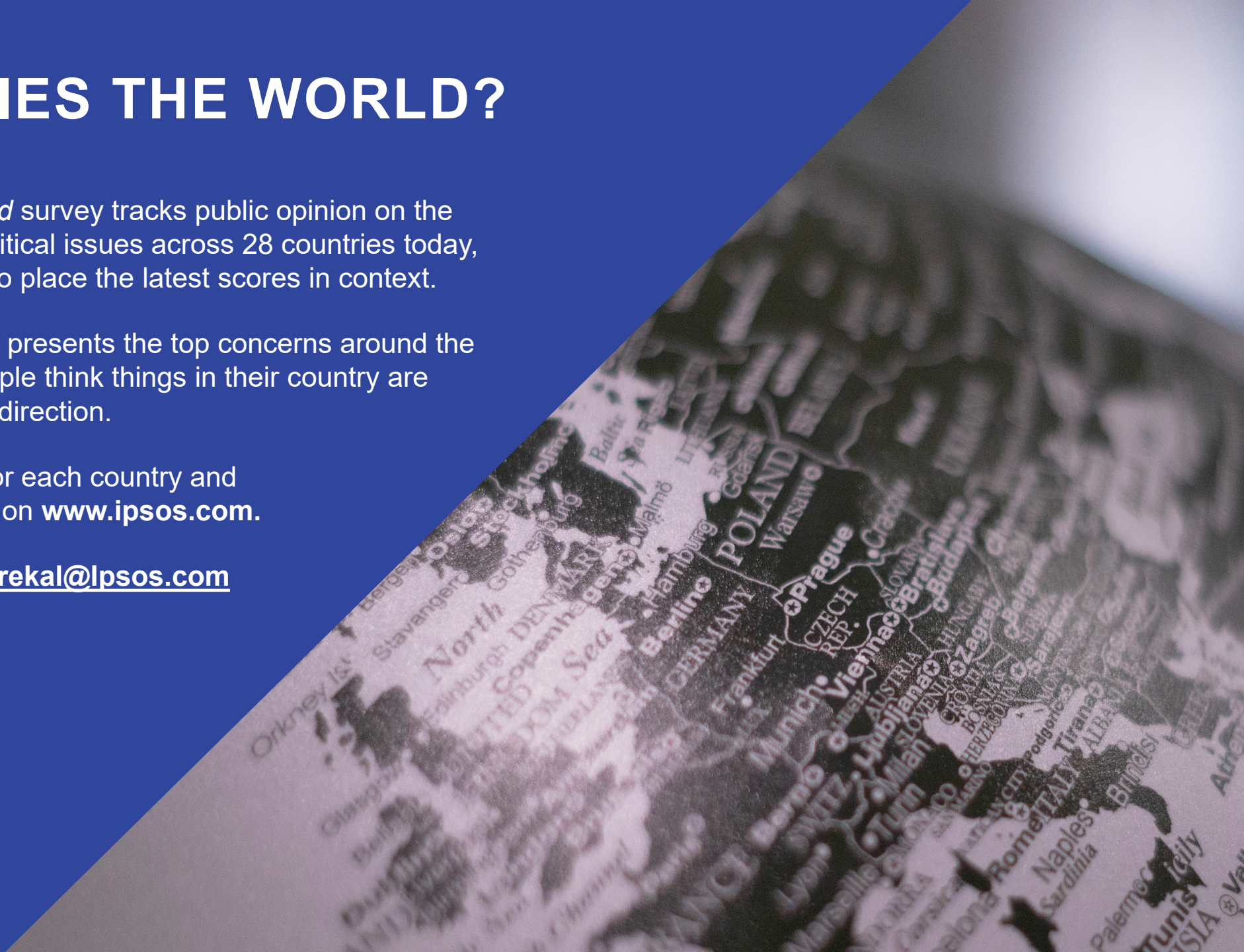
WHAT WORRIES THE WORLD?

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**.

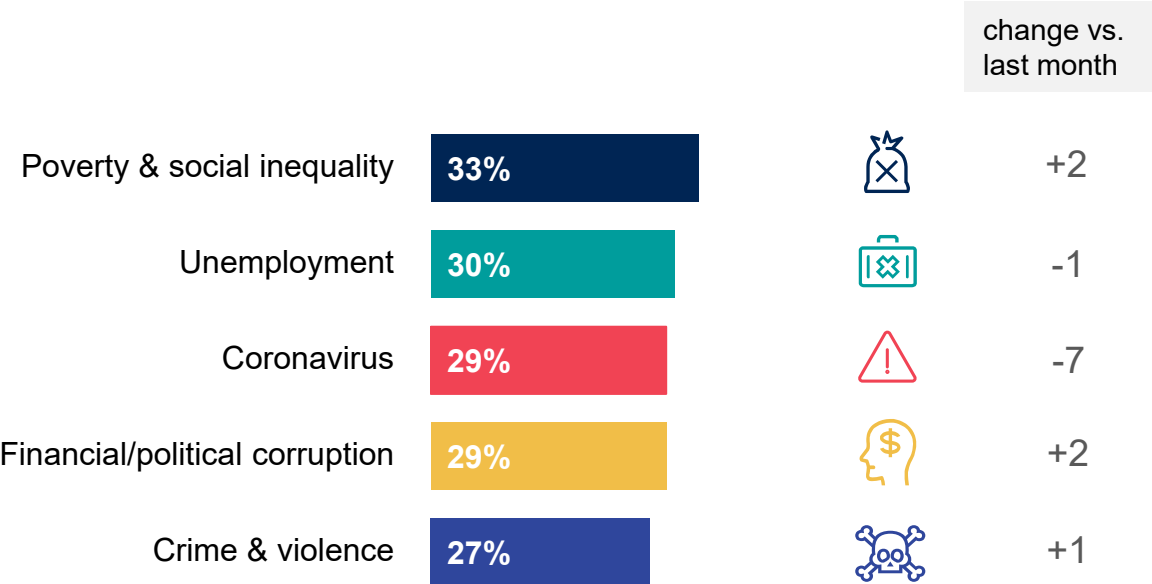
Please contact **Teodros.Gebrekal@ipsos.com** for more information.



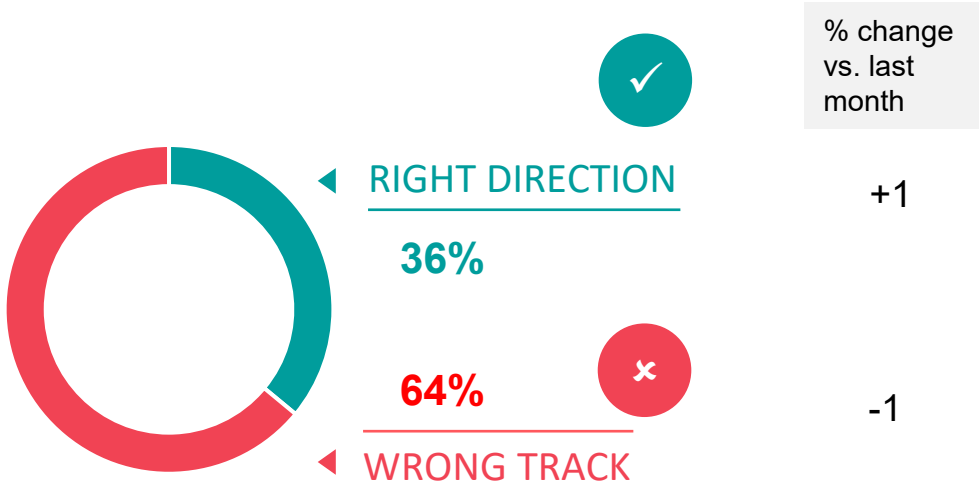
WHAT WORRIES THE WORLD? OCTOBER 2021

After occupying the top spot in our ranking of global worries for 18 months, Coronavirus has fallen to number three this month, with a 7-point dip in its global country average score. In its place, Poverty & social inequality is now first, with 33% on average across all countries saying this is a top issue – the highest recorded since February 2020.

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



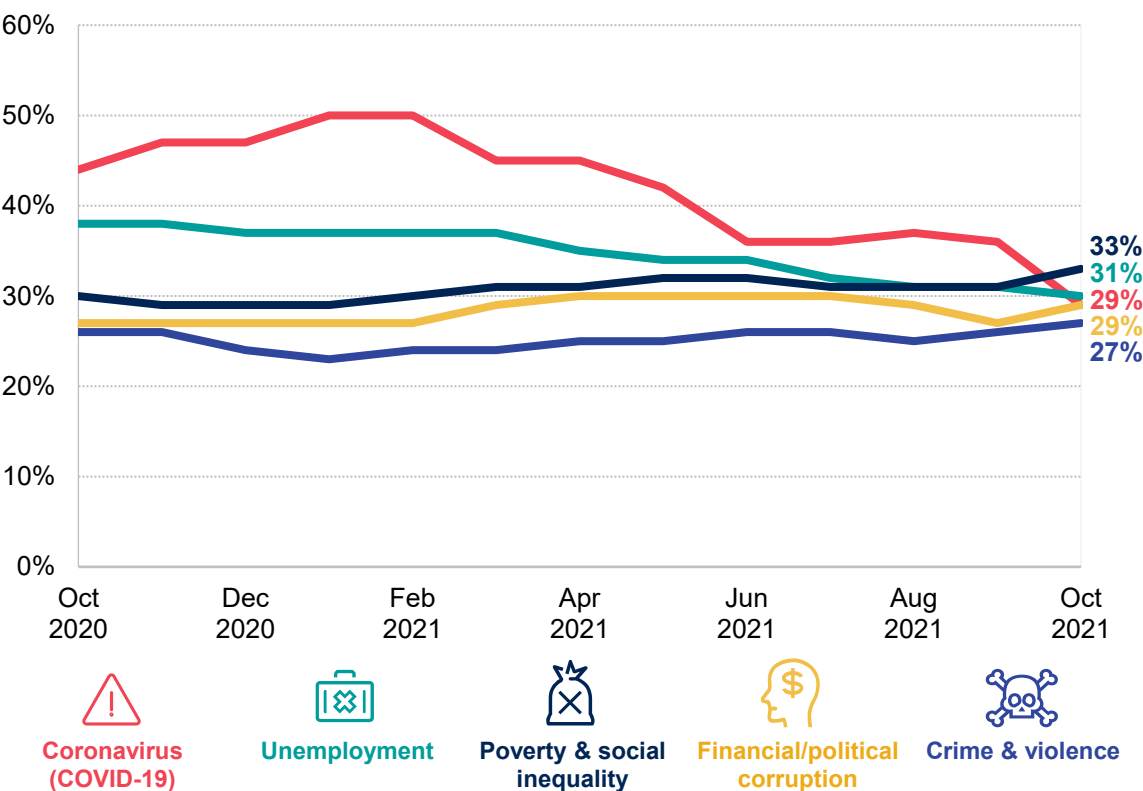
Q Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



Base: Representative sample of 21,516 adults aged 16-74 in 28 participating countries, September 24th 2021 – October 8th 2021.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

WHAT WORRIES THE WORLD? 12-MONTH TREND

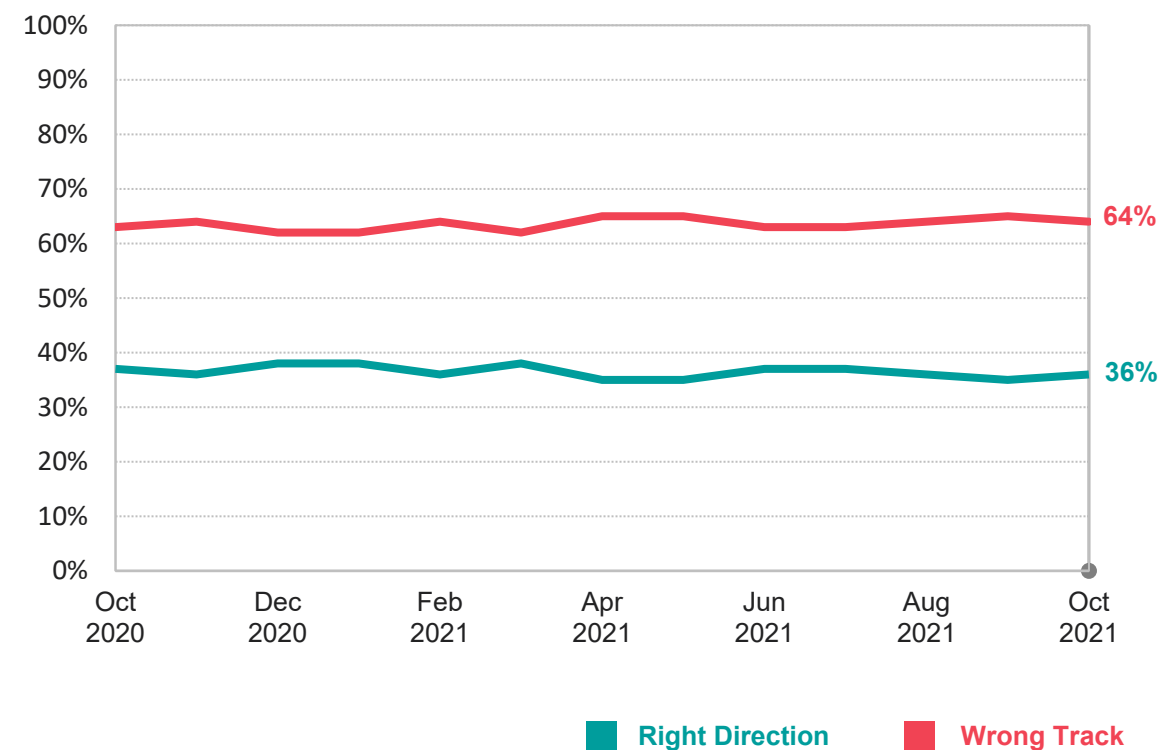
Q Which three of the following topics do you find the most worrying in your country?



Base: Representative sample of c.20,000 adults aged 16-74 in 28 participating countries, October 2020 – October 2021.

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

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

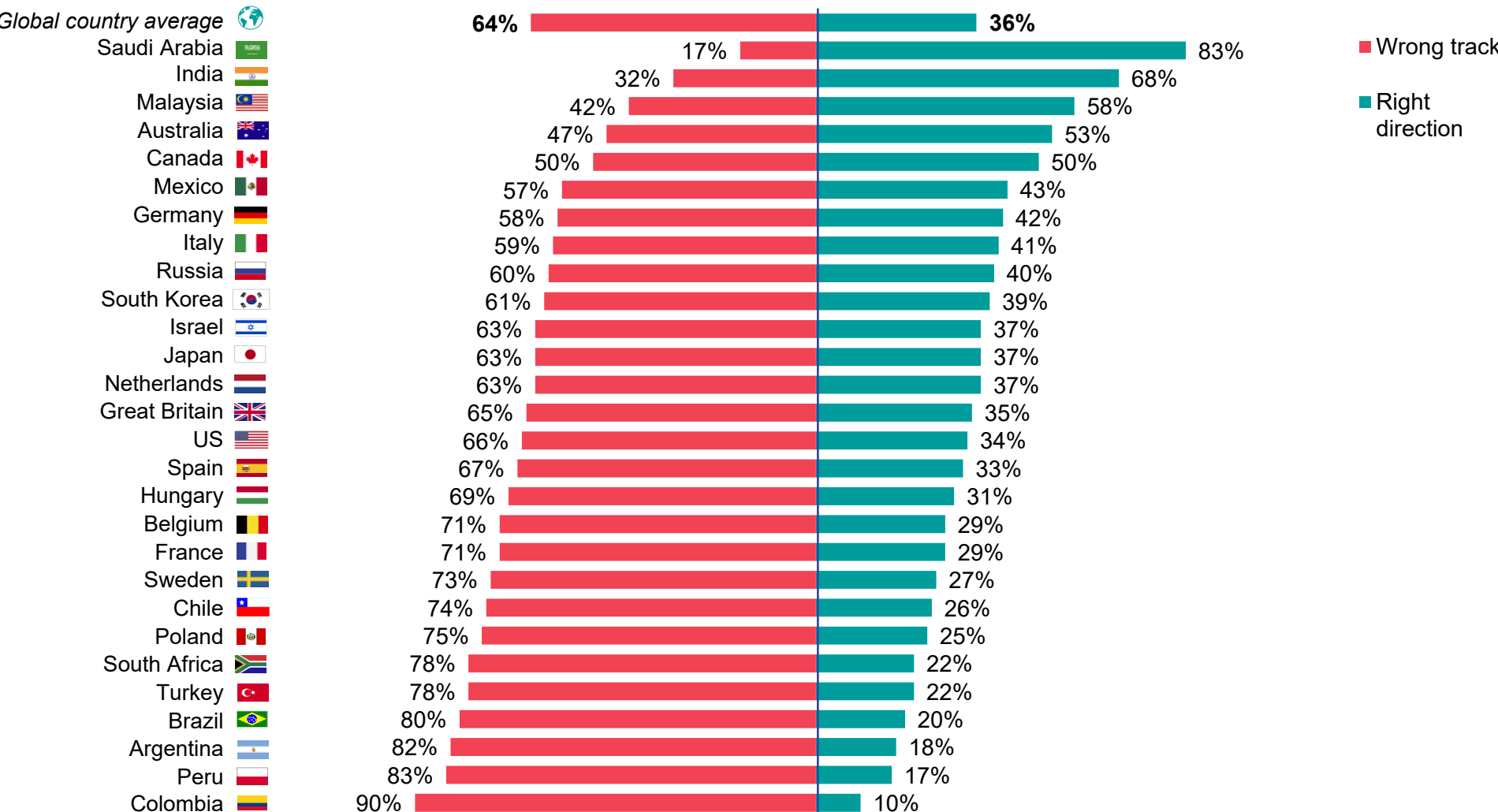


DIRECTION OF TRAVEL **ALL COUNTRIES**



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? (October 2021)



Across the 28 nations surveyed, 64% on average say that things in their country are on the wrong track while 36% think they are heading in the right direction.

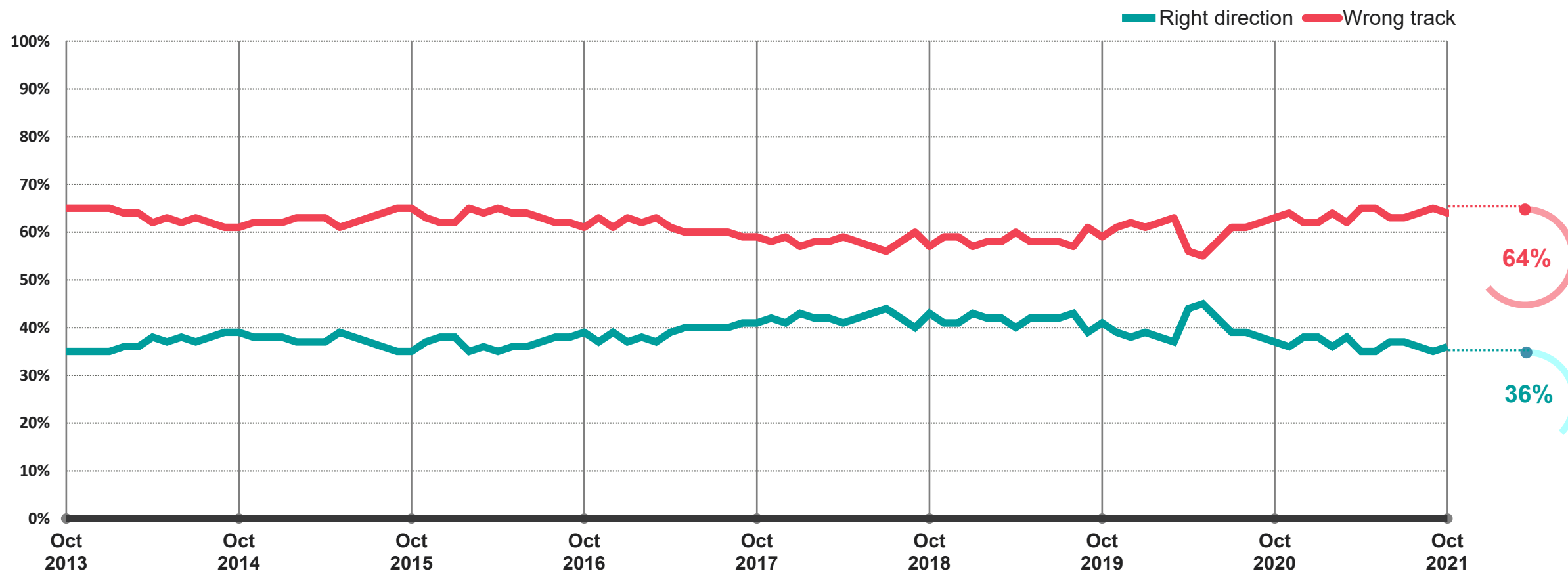
Colombia is the country where the largest proportion say that things are heading in the wrong direction (90%), followed by Peru (83%), Argentina (82%) and Brazil (80%).

There has been a surge of optimism in Malaysia since last month (+16 saying things are heading in the right direction). Other shifts towards a more optimistic outlook are seen in Japan (+8) and Hungary (+7).

Meanwhile, there has been a 7-point drop in both Sweden and Saudi Arabia – although Saudi Arabia still retains its top spot as the country most positive about its direction of travel.

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.*

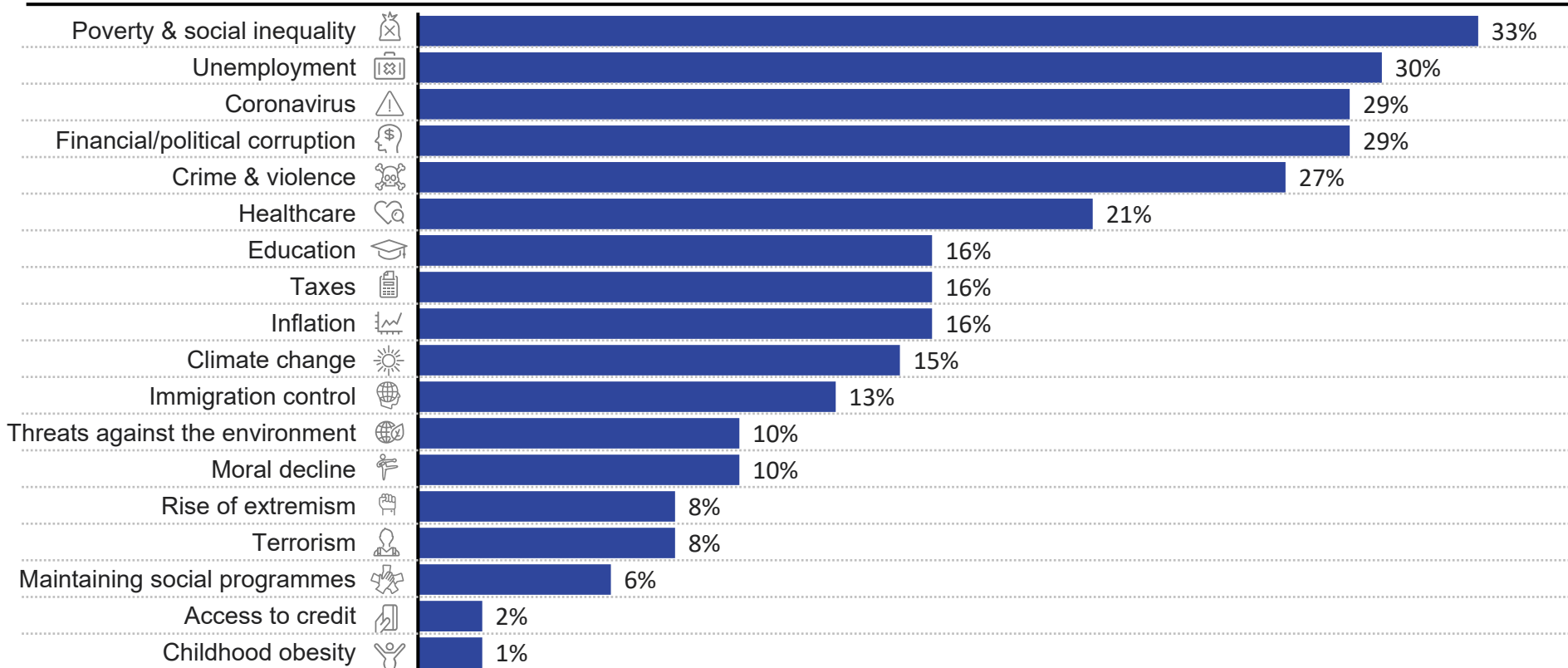
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in October 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.

The top five issues in October 2021 are Poverty & social inequality (33%), Unemployment (30%), Coronavirus (29%), Financial/political corruption (29%) and Crime & violence (27%).

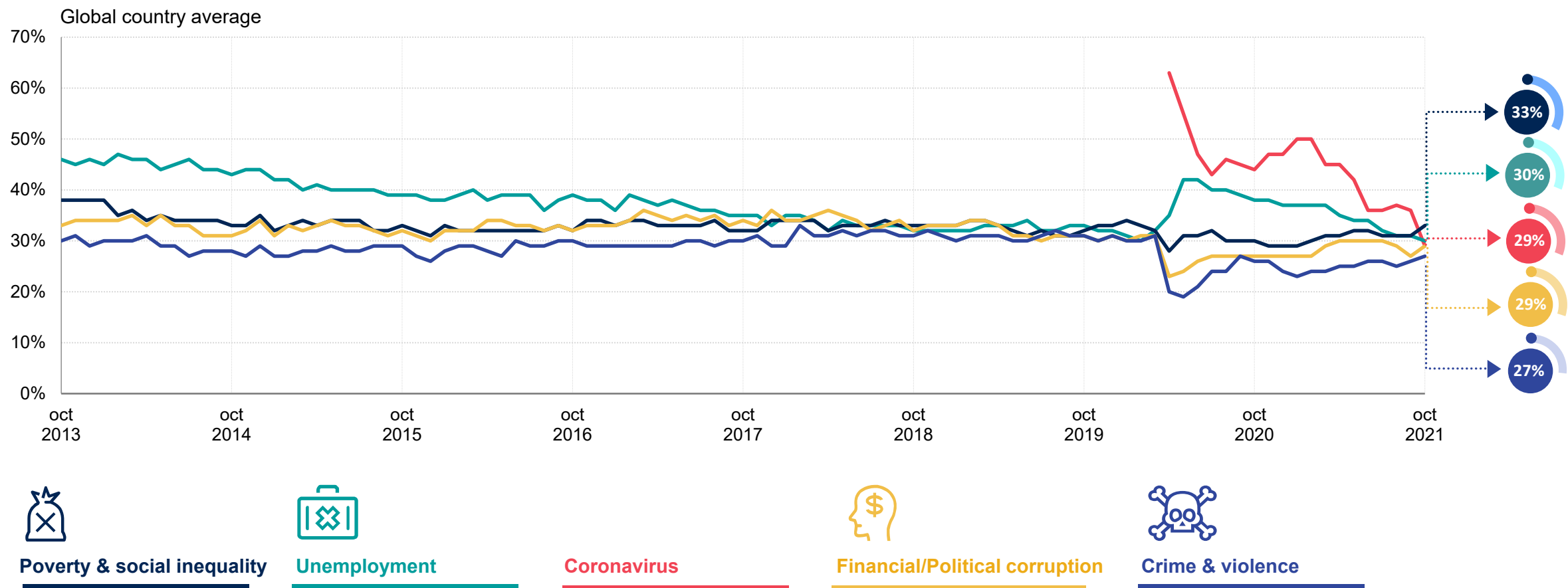
One in five (21%) also say that Healthcare is a big issue facing their country today. Next in the list are Education, Taxes and Inflation (all at 16%), followed by Climate change (15%).

Base: Representative sample of 21,516 adults aged 16-74 in 28 participating countries, September 24th 2021 – October 8th 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?

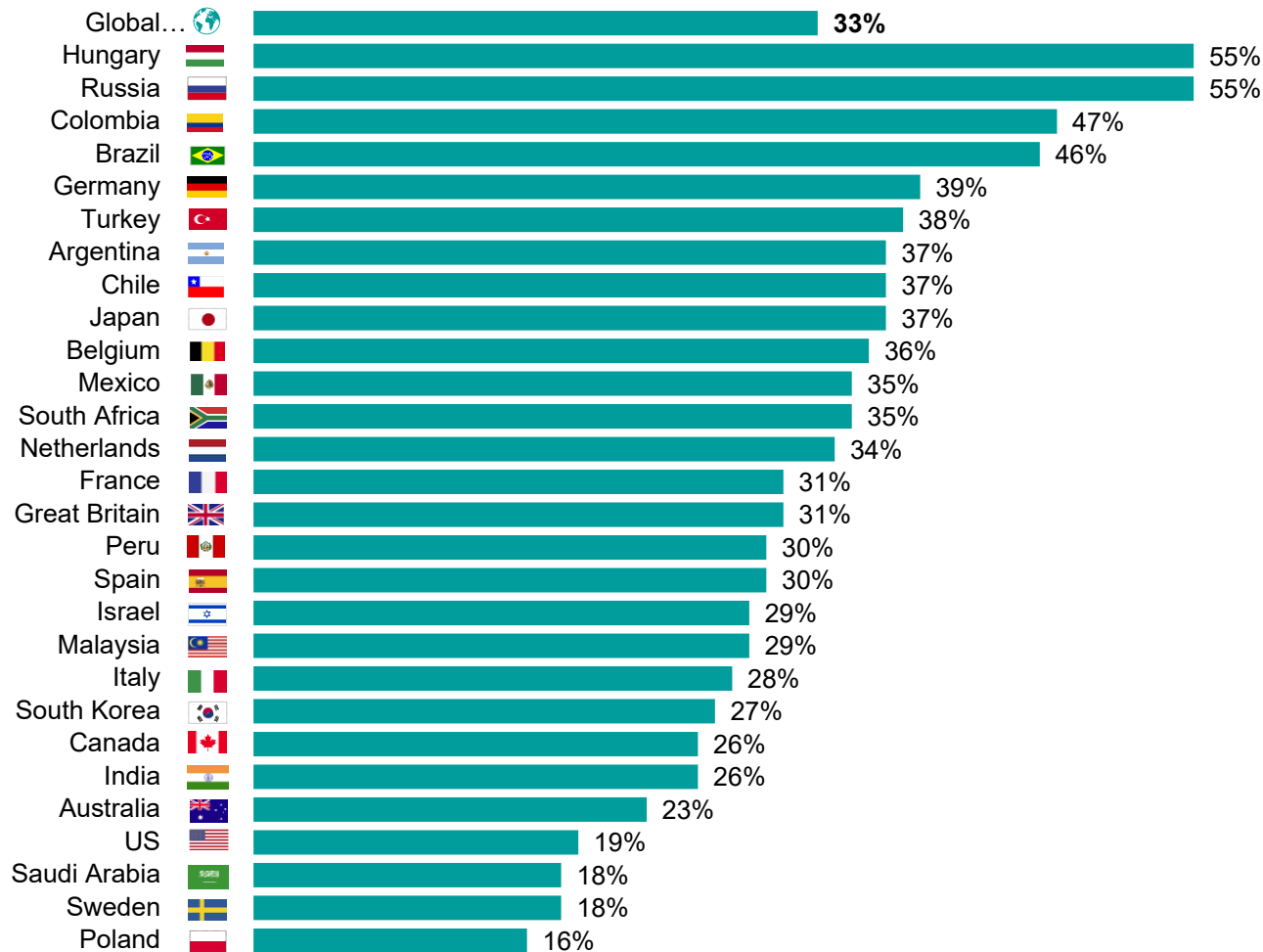


Base: Representative sample c. 20,000 adults aged 16-74 in 28 participating countries, 2013 - 2021.

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

1 | POVERTY & SOCIAL INEQUALITY

(%) worried in October 2021 in each country



For the first time since February 2020, poverty & social inequality is the top global concern, according to our survey's 28-country average. One in three (33%) say this is one of the top issues facing their country today.

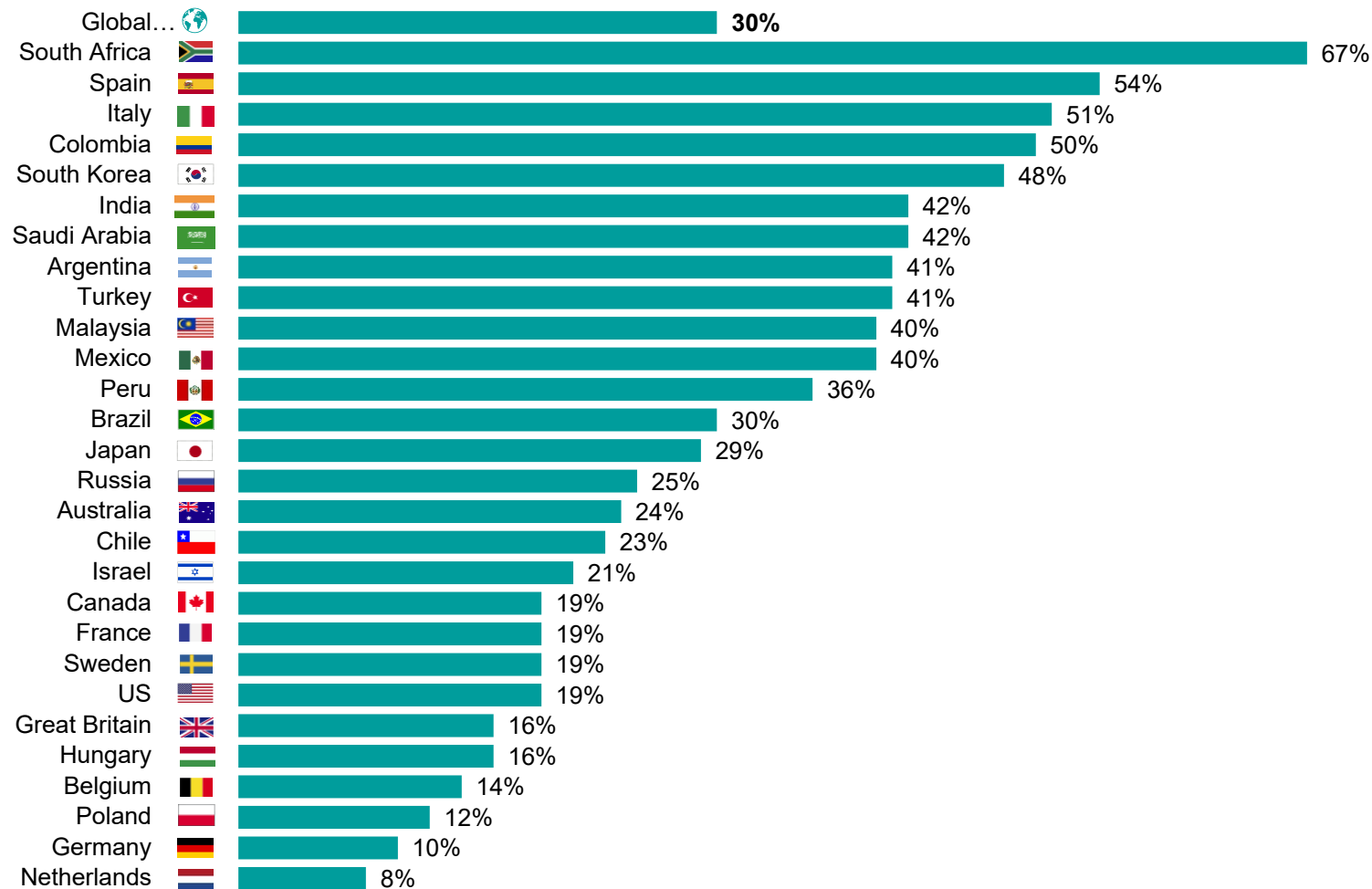
Hungary and Russia are the countries ranking highest in terms of concern about poverty and social inequality, with 55% in each, followed by Colombia (47%) and Brazil (46%).

Compared to last month, 19 countries show rising concern about this issue – most of all in Hungary, Brazil, Japan and Peru, which all record 6-point increases.

It becomes the top concern (replacing Covid-19) in France, Germany and Japan this month.

2 | UNEMPLOYMENT AND JOBS

(%) worried in October 2021 in each country



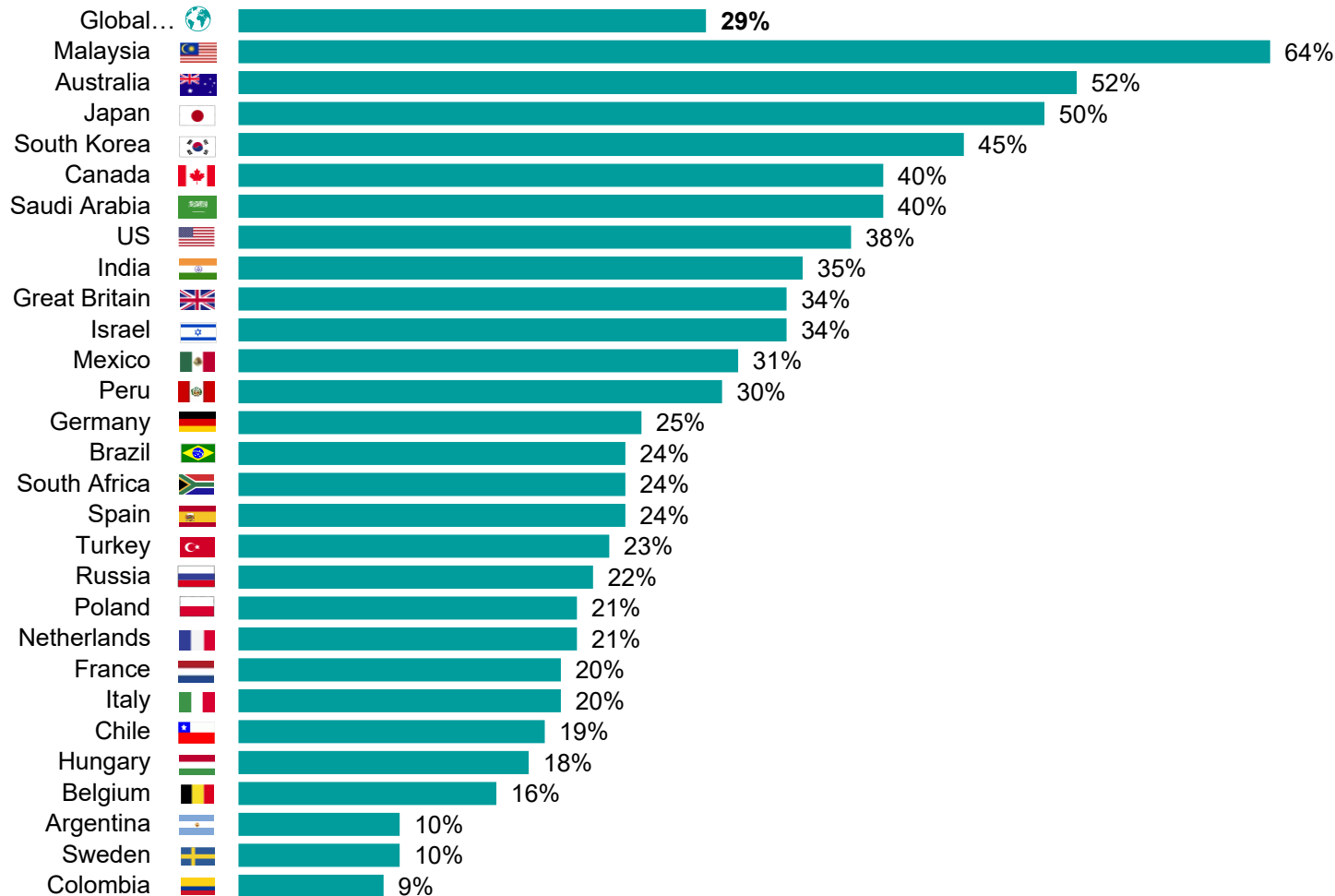
Unemployment is the second greatest worry worldwide, with three in 10 (30%) on average counting it as one of the most important issues facing their country today.

South Africa is once again the country most concerned about unemployment with two-thirds (67%) selecting this as a top worry. Next in the list, with around one in two concerned about jobs, are Spain (54%), Italy (51%) and Colombia (50%).

The largest increases in levels of concern on this issue, since last month, are seen in Saudi Arabia (+8) and Turkey (+7) while it falls by 7 points in Australia and 6 in Canada.

=3 | CORONAVIRUS

(%) worried in October 2021 in each country



A 7-point decrease in the global country average score for Coronavirus this month sees what was the world's top concern for 18 months fall to joint-third position in our issues ranking. On average, 29% say this is one of the top issues facing their country today (level with corruption).

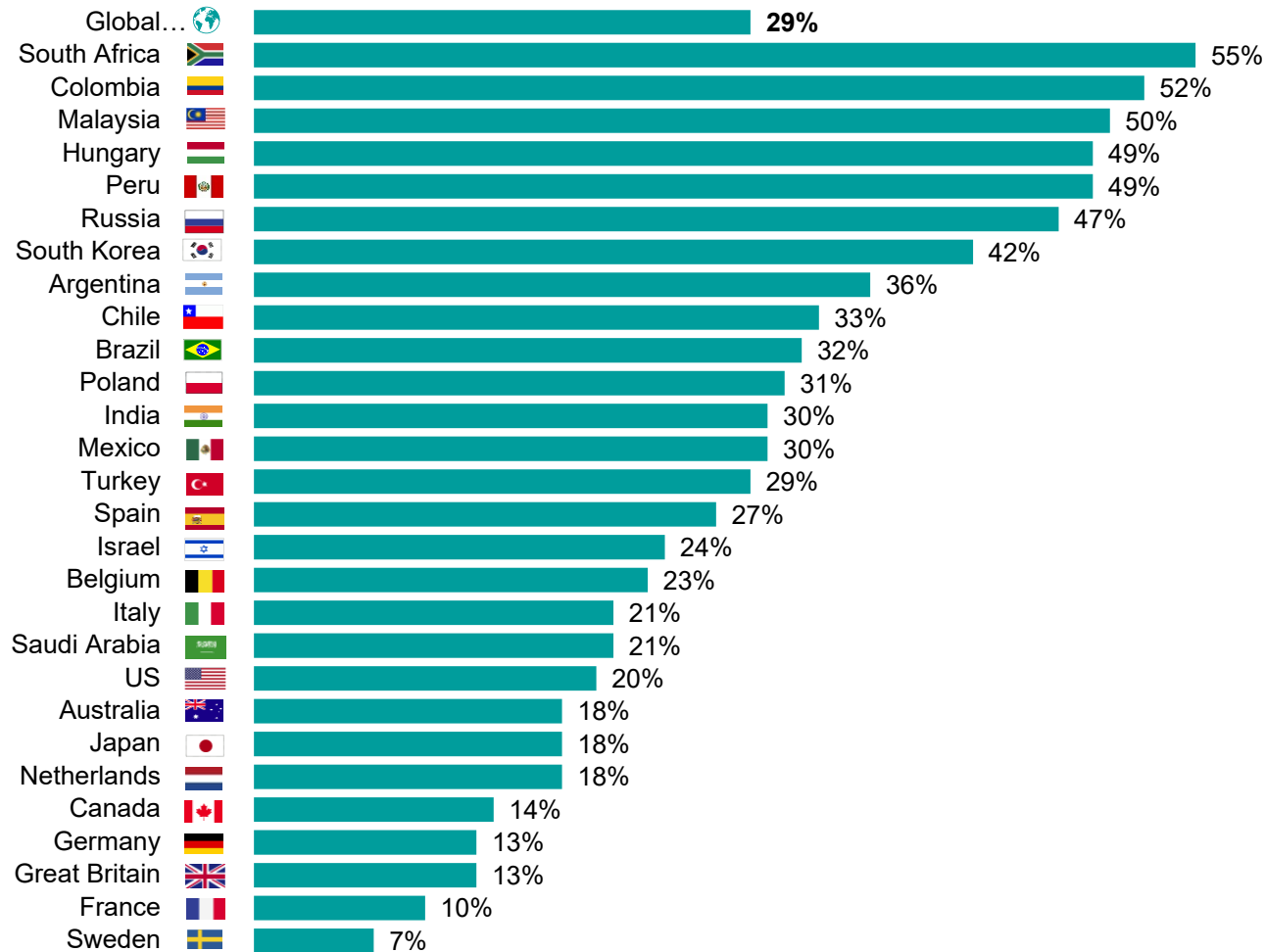
Despite a 10-point drop, Malaysia remains the most concerned about Covid-19 today with 64% selecting this. Japan falls to third most concerned this month with a drop of 22 points to 50%, putting it behind Australia (-6 to 52%).

We see other significant decreases in the proportion of the public saying Coronavirus is a top issue in Mexico (-16), Germany (-14), Peru (-12) and Brazil (also -12).

Only one country registers a significant increase in concern about Coronavirus this month – Russia (+5 to 22%).

=3 | FINANCIAL/POLITICAL CORRUPTION

(%) worried in October 2021 in each country



With 29% on average across all countries saying that Financial/ Political corruption is an important issue for their country today, this ranks as the third greatest concern – level with Covid-19.

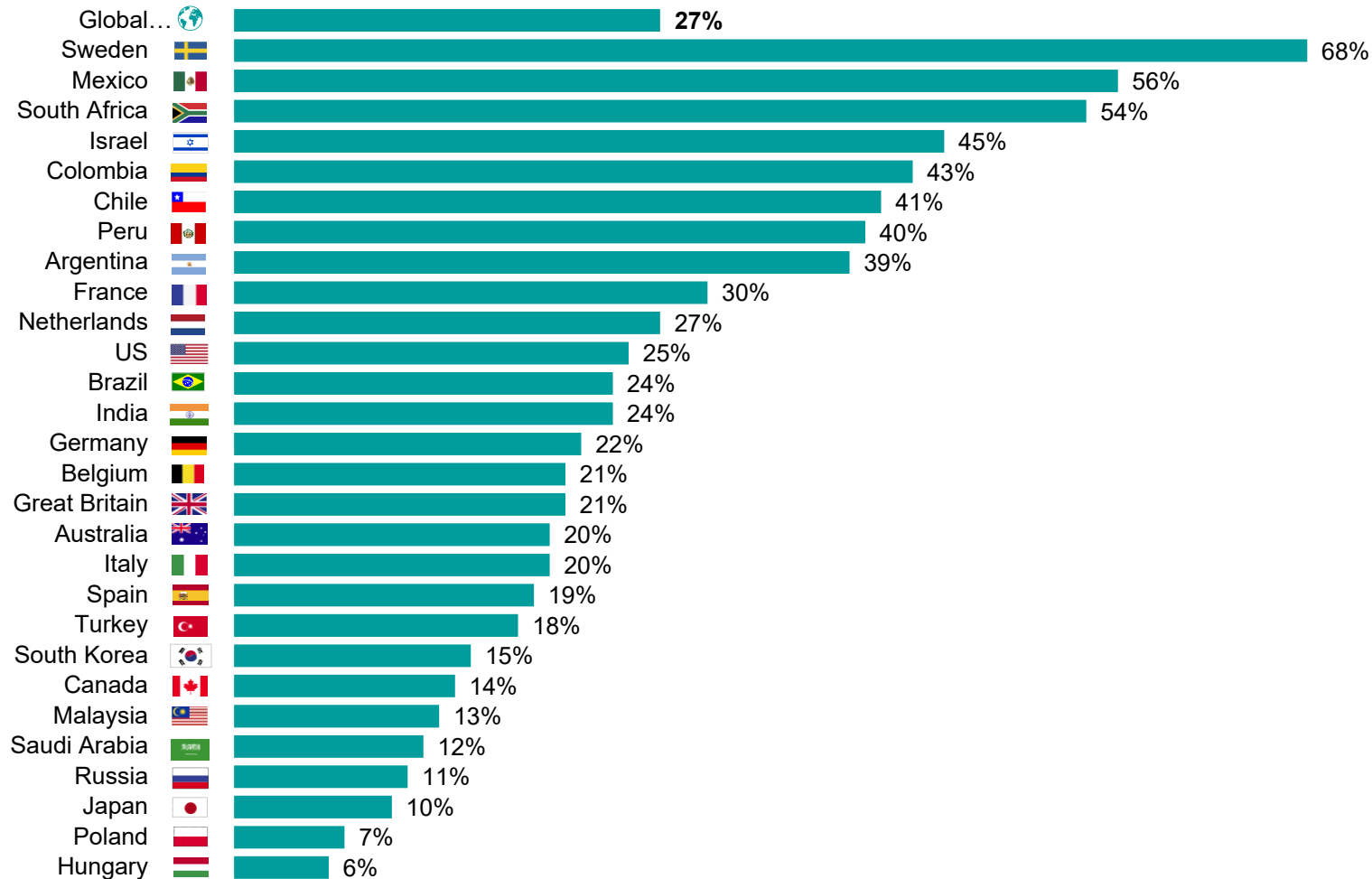
South Africans show the highest levels of concern (55%), followed by Colombia (52%) and Malaysia (50%). One in two also select this as a key worry in Hungary and Peru (49% in both).

The biggest increase in those selecting this issue is +12 points in South Korea. The percentages concerned in Peru and Saudi Arabia also grow by 8 points.

Corruption is the number one concern in Colombia and Peru today.

5 | CRIME & VIOLENCE

(%) worried in October 2021 in each country



Crime & violence is considered one of the most important issues today by an average of 27% of people across all countries surveyed, making this our fifth greatest worry.

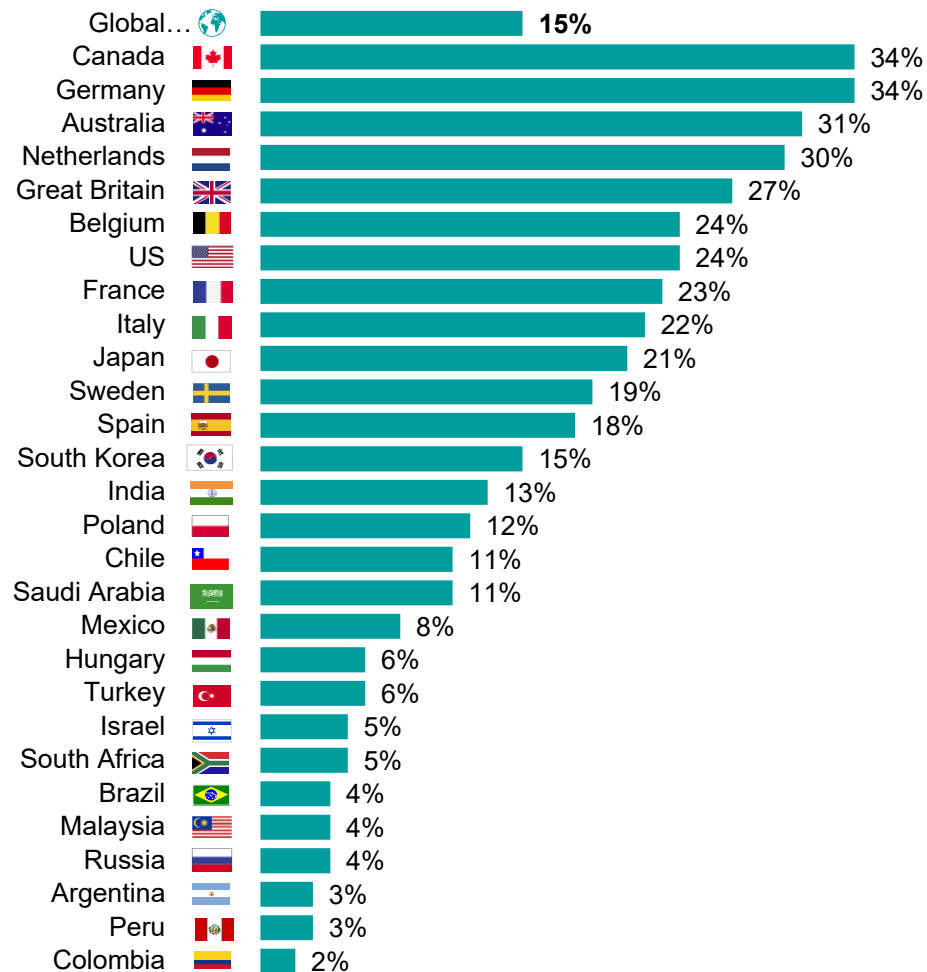
The top three countries most concerned about crime and violence remain the same as last month. It is the number one worry in Sweden and Mexico, while South Africa is relatively more concerned about unemployment and corruption.

Crime also ranks as the most worrying issue for people in Israel (which sees a 13-point increase since last month to 45%) and Chile (at 41%, level with last month). Sitting between these two countries with 43% is Colombia, where there has been a 7-point month-on-month increase in concern about crime and violence.

CLIMATE CHANGE

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

(%) worried in October 2021 in each country



Across all countries, 15% on average consider climate change to be one of the most worrying topics in their country today.

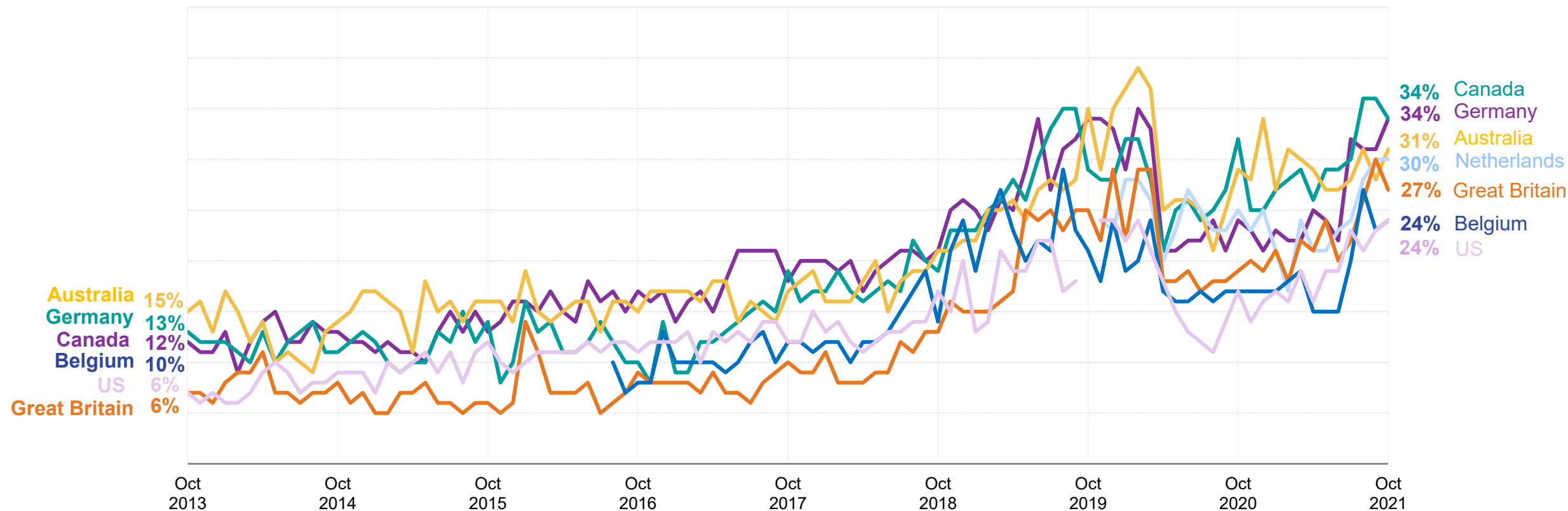
Levels of concern rise to 34% in Canada and Germany, both leading the rankings this month. This is the highest level of concern seen in Canada to date.

Close behind, still with three in 10 considering climate change a top concern, are Australia (31%) and the Netherlands (30%).

This month, climate change ranks 10th in the full list of 18 issues, just behind education, taxes and inflation, all at 16%.

CLIMATE CHANGE CONCERN

Long-term trend of the top countries most concerned about climate change (as of October 2021).



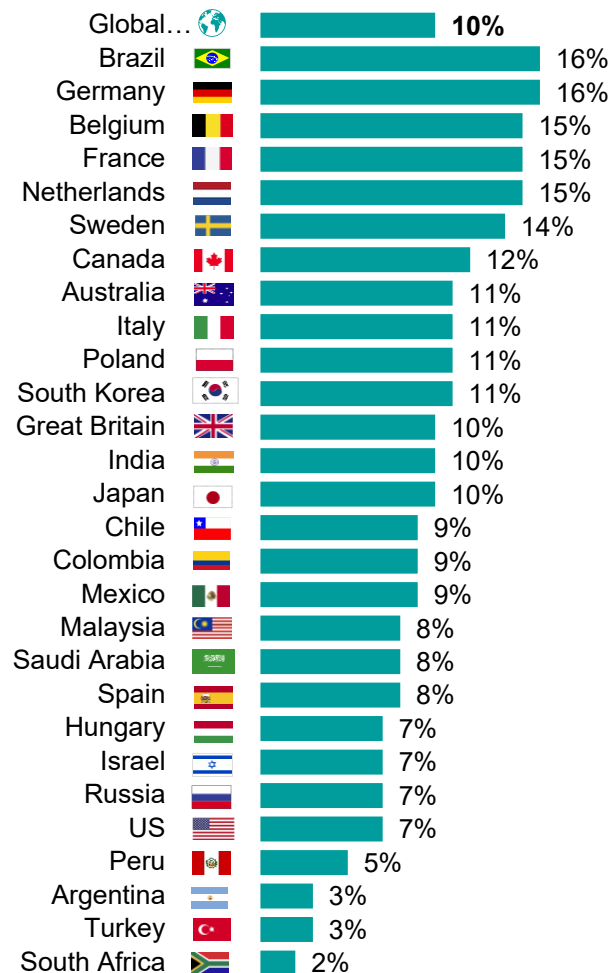
* Netherlands data starts in November 2019.

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 October 2021 in each country



In addition to the 15% who select climate change as a top issue facing their country today, 10% also select “threats against the environment”. This issue ranks 12th out of our total list of 18 worries.

Brazil and Germany are the countries where most report this issue being one of the most important facing their country today – both with 16%. While Germany also leads the countries surveyed on climate change, this is rather less pressing concern for Brazilians than threats against the environment.

Belgium, France and the Netherlands follow with 15%.

METHODOLOGY

This 28-country Global Advisor survey was conducted between September 24th 2021 – October 8th 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.

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

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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.