

# WHAT WORRIES THE WORLD?

November 2021



GAME CHANGERS



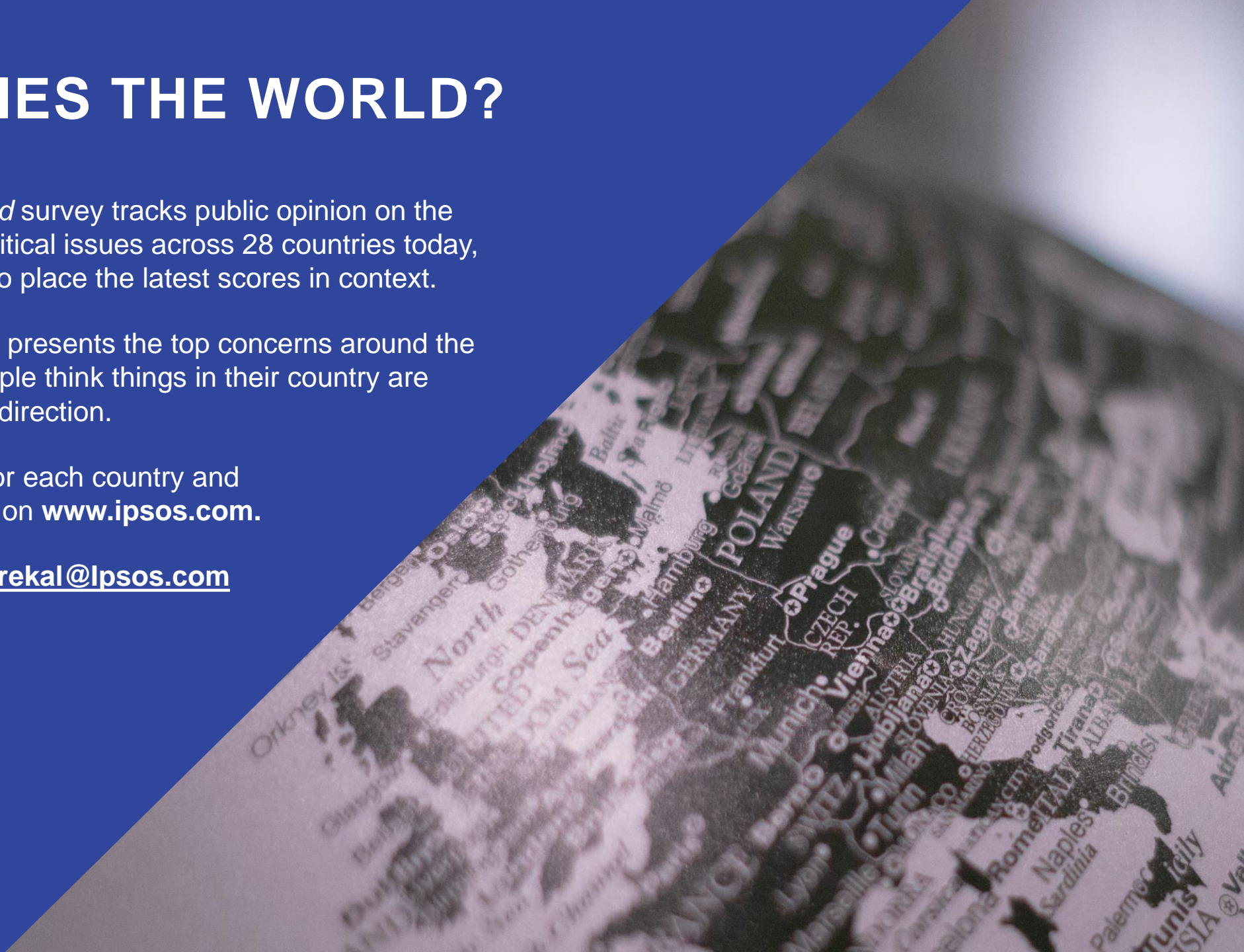
# WHAT WORRIES THE WORLD?

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

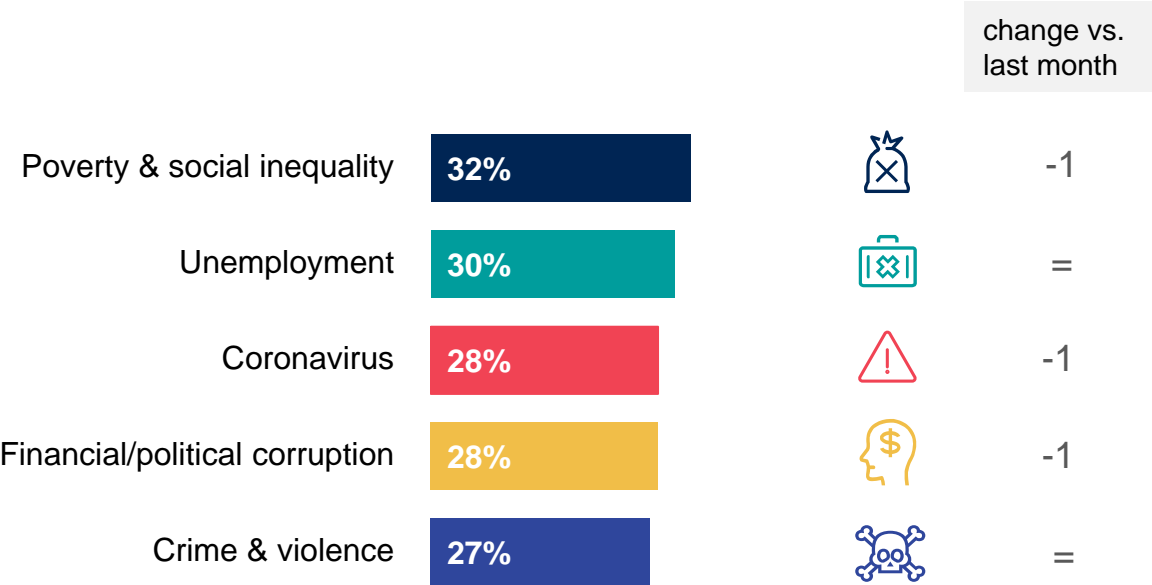
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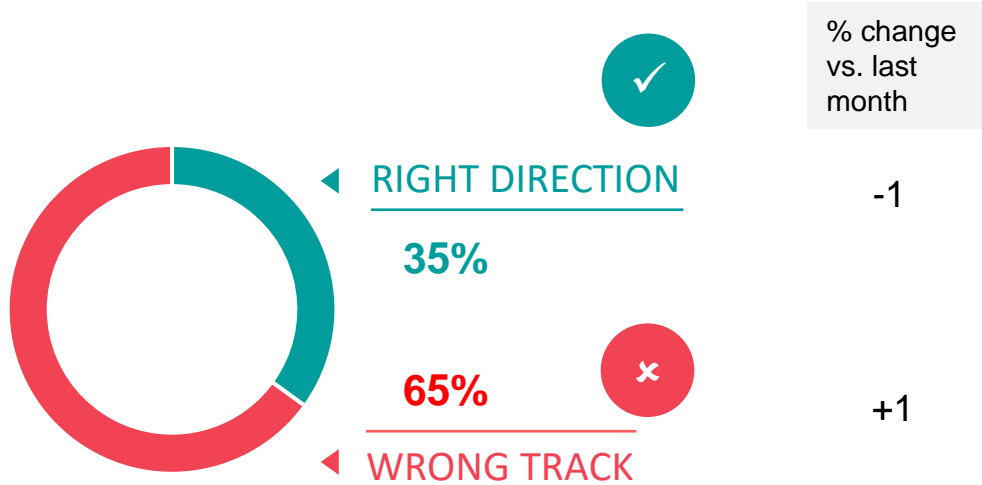
# WHAT WORRIES THE WORLD? NOVEMBER 2021

As concern about Covid-19 begins to decline around the world, the focus is shifting towards issues around money and employment. Poverty & social inequality is the top global worry for the second month in a row, followed by Unemployment. Meanwhile, almost two-thirds (65%) say that things in their country are heading in the wrong direction.

**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?



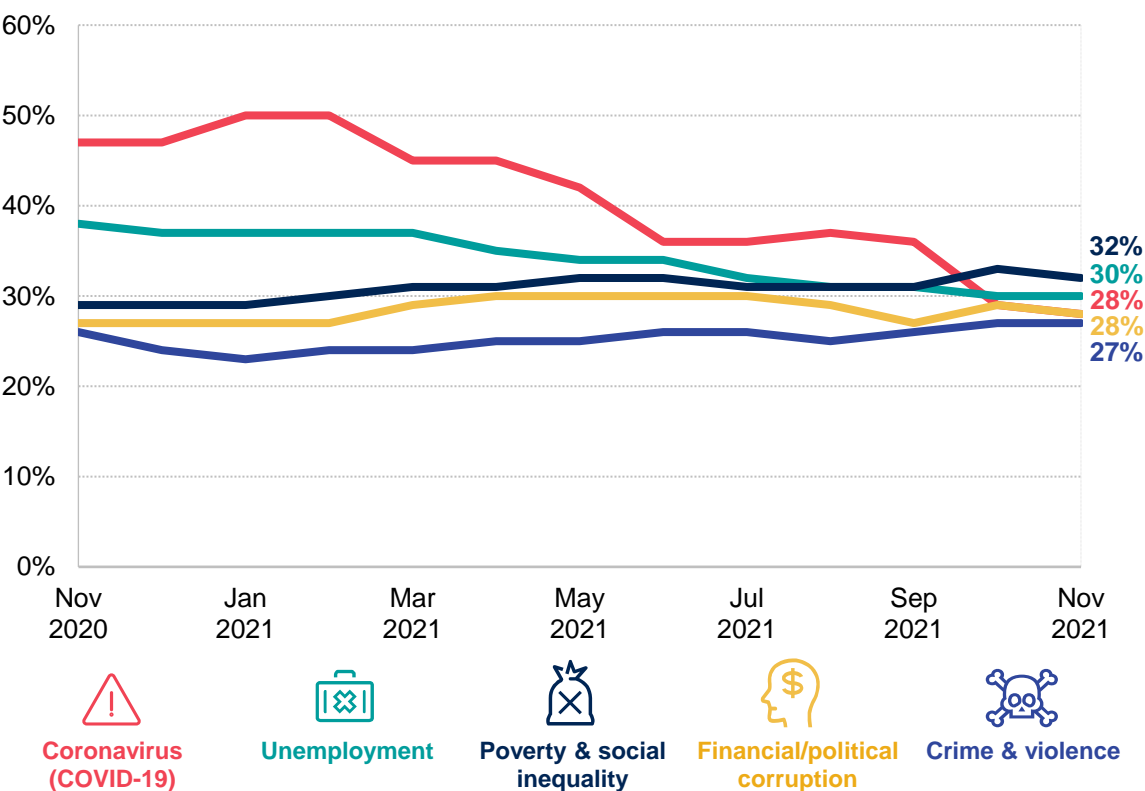
**Base:** Representative sample of 19,021 adults aged 16-74 in 28 participating countries, October 22nd 2021 - November 5th 2021.  
**Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



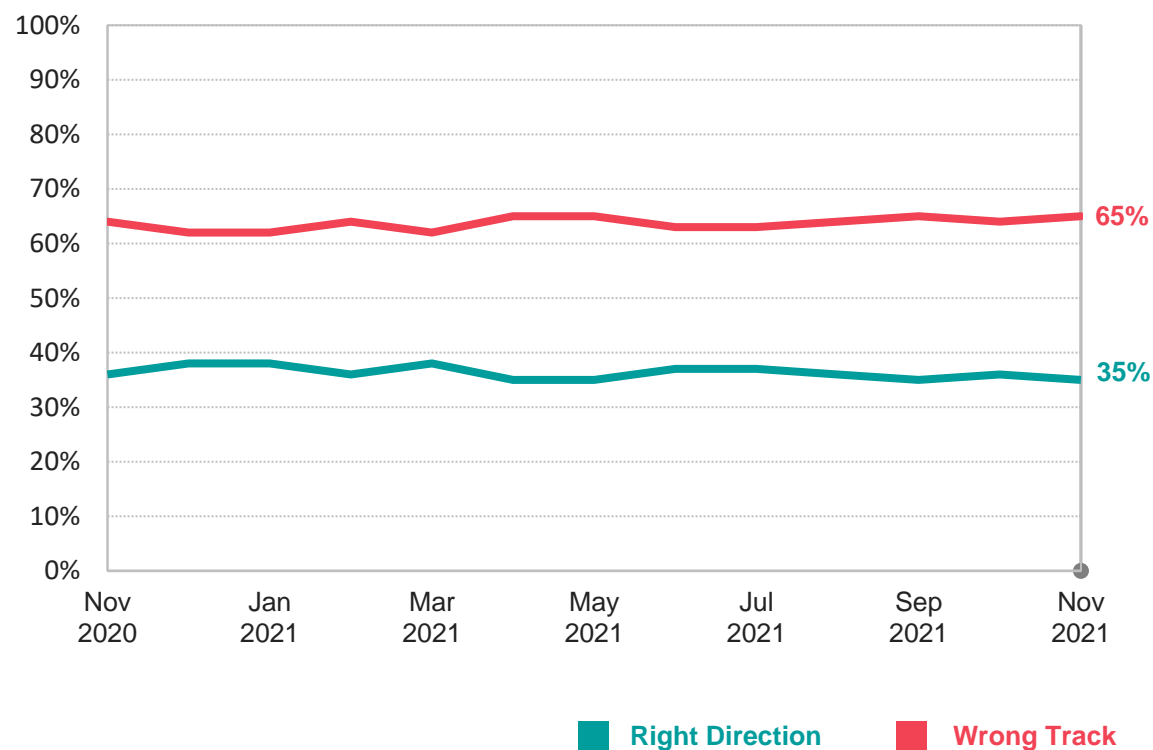


# WHAT WORRIES THE WORLD? 12-MONTH TREND

**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 c.20,000 adults aged 16-74 in 28 participating countries, November 2020 – November 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? (November 2021)


Global country average 


Saudi Arabia 


India 


Australia 


Malaysia 

Canada 

Mexico 


Germany 

Russia 

South Korea 

Japan 


Israel 

Great Britain 

Italy 


Spain 


US 


Netherlands 


Sweden 


Belgium 


France 


Hungary 

Turkey 


Argentina 

Chile 

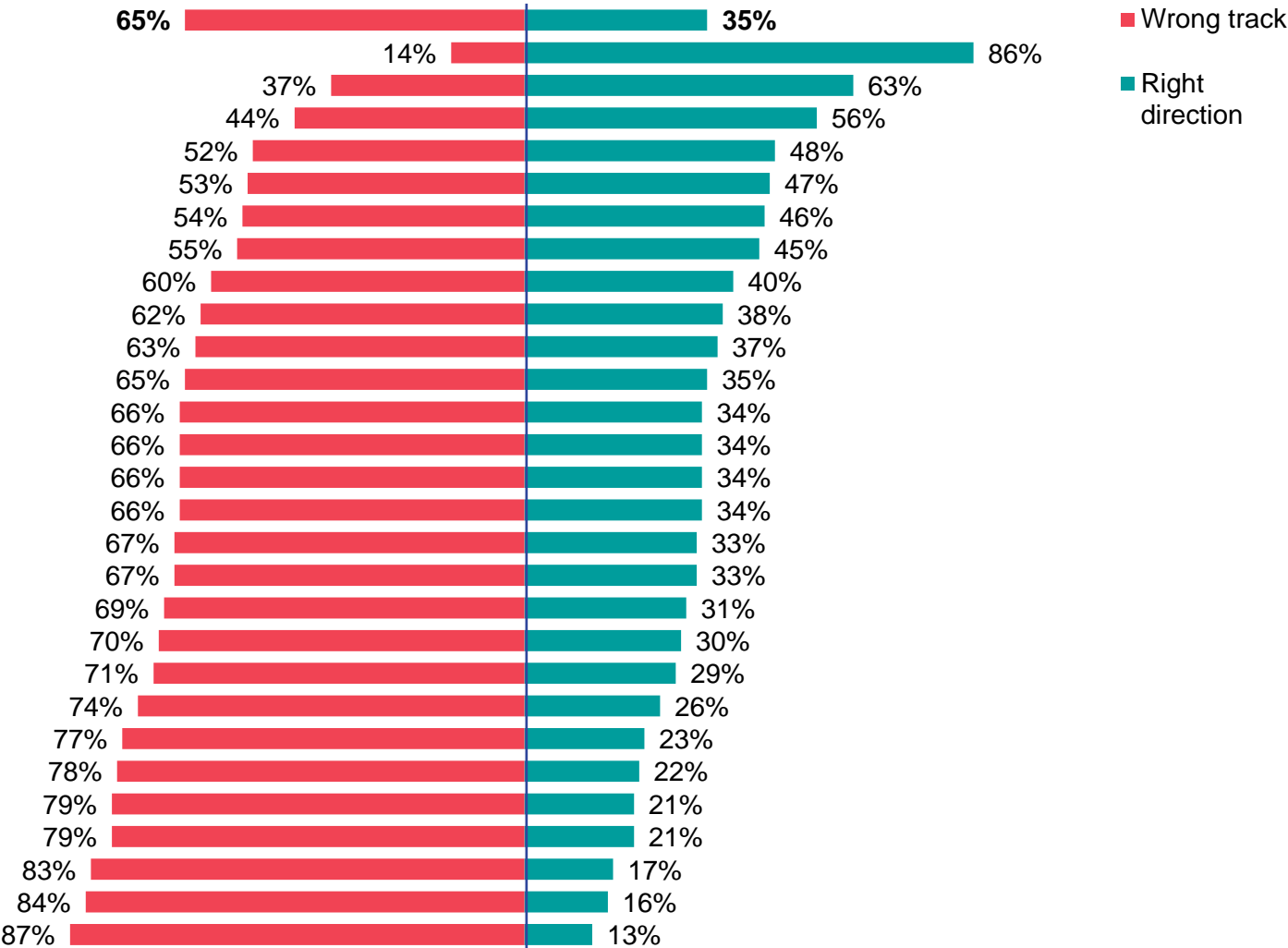
Brazil 

Poland 

South Africa 

Peru 

Colombia 



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

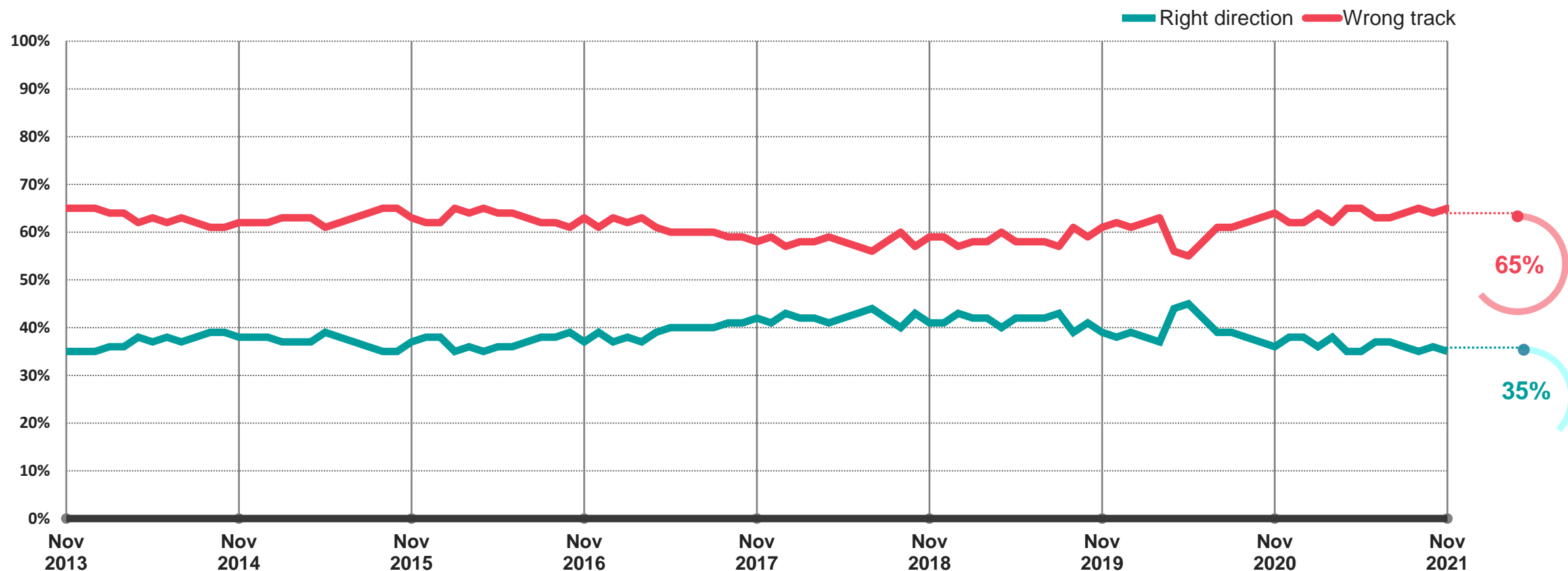
Colombia has the largest proportion of respondents saying that their country is heading in the wrong direction (87%) and has been in this position for 7 consecutive months. Completing the three most pessimistic countries are Peru (84%) and South Africa (83%).

Malaysia sees the largest increase in the proportion of the public saying the country is on the wrong track (+10 points), but it remains the fourth most optimistic country surveyed.

Elsewhere, there is a 7-point increase in “wrong track” sentiment in Italy (66%) and a 5-point increase in South Africa (83%).

# 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

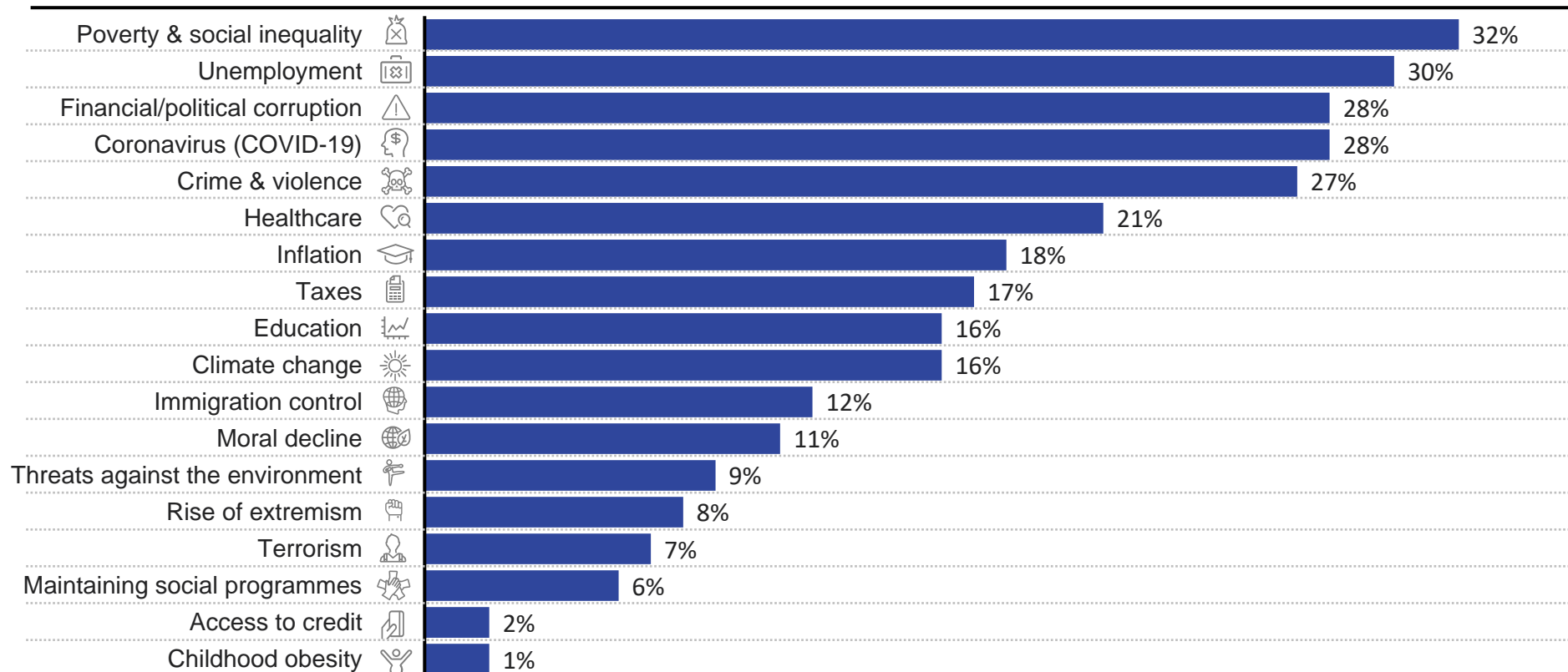




# WORLD WORRIES: THE FULL LIST

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

% mentioned in November 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 November 2021 are Poverty & social inequality (32%), Unemployment (30%), Coronavirus (28%), Financial/political corruption (28%) and Crime & violence (27%).

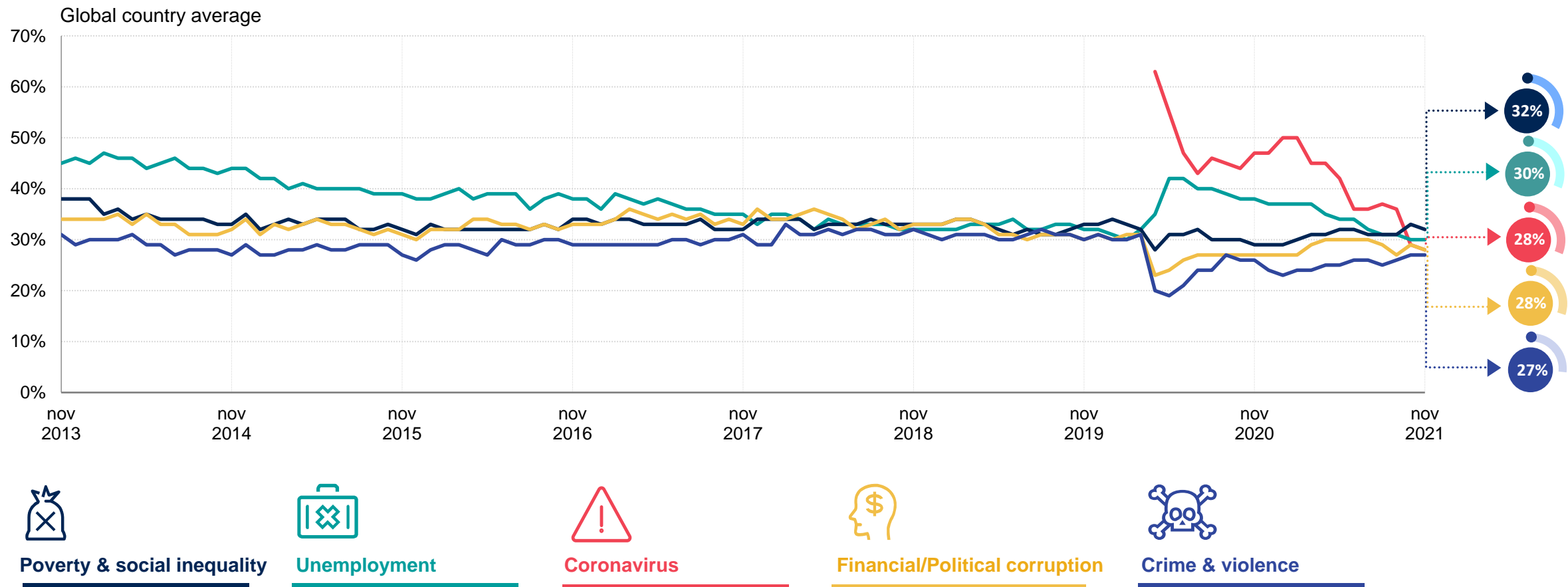
One in five (21%) also say that Healthcare is a big issue facing their country today. Next in the list are Inflation (18%), Taxes (17%), Education and Climate change (both 16%).

**Base:** Representative sample of 19,021 adults aged 16-74 in 28 participating countries, October 22nd 2021 - November 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?

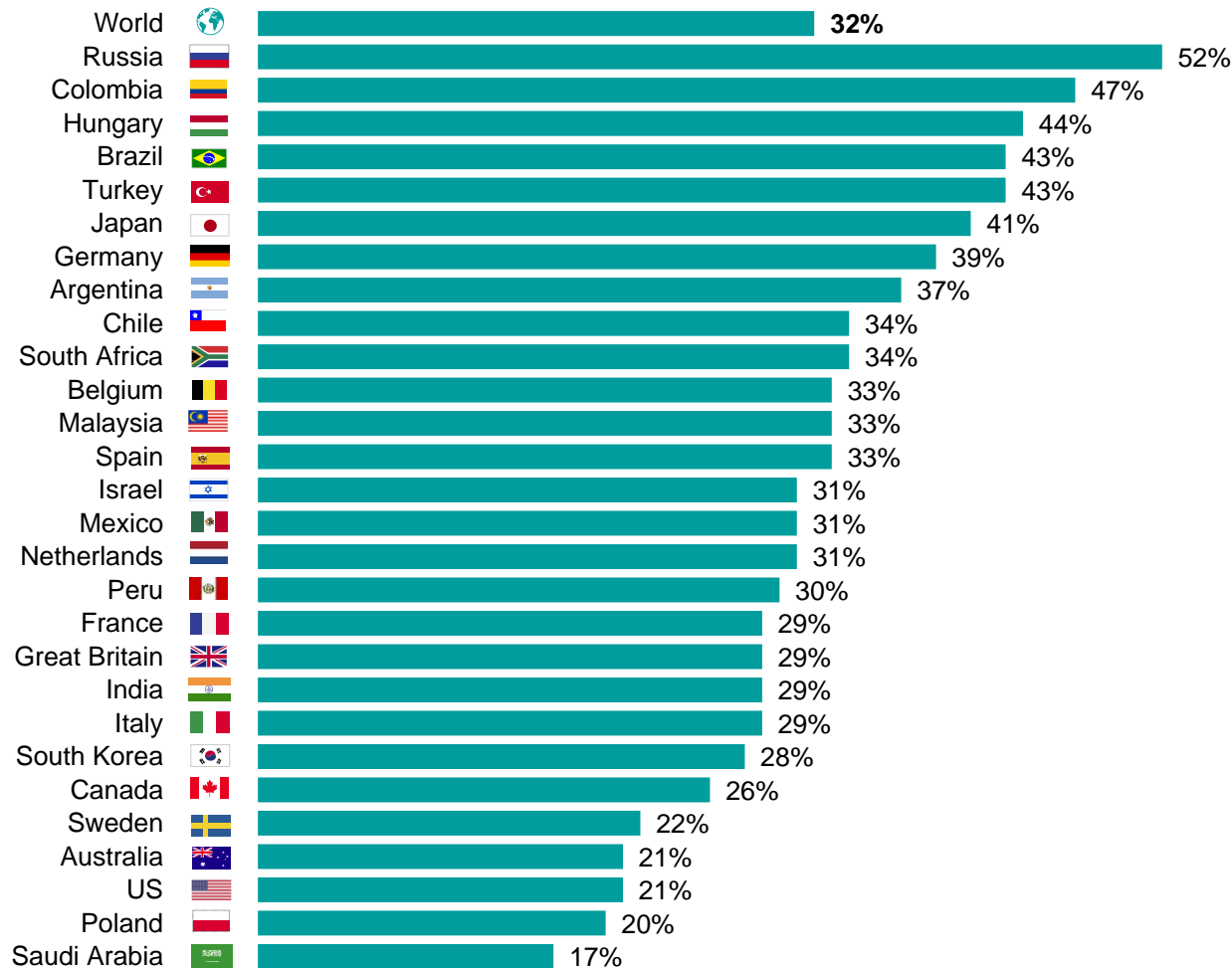


**Base:** Representative sample c. 20,000 adults aged 16-74 in 28 participating countries, 2013 - 2021.

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

# 1 | POVERTY & SOCIAL INEQUALITY

(%) worried in November 2021 in each country



For the second time after Covid-19 stopped being the top global concern, Poverty & social inequality is number one in our issues ranking, according to our 28-country average. One-third (32%) say this is one of the top issues facing their country today.

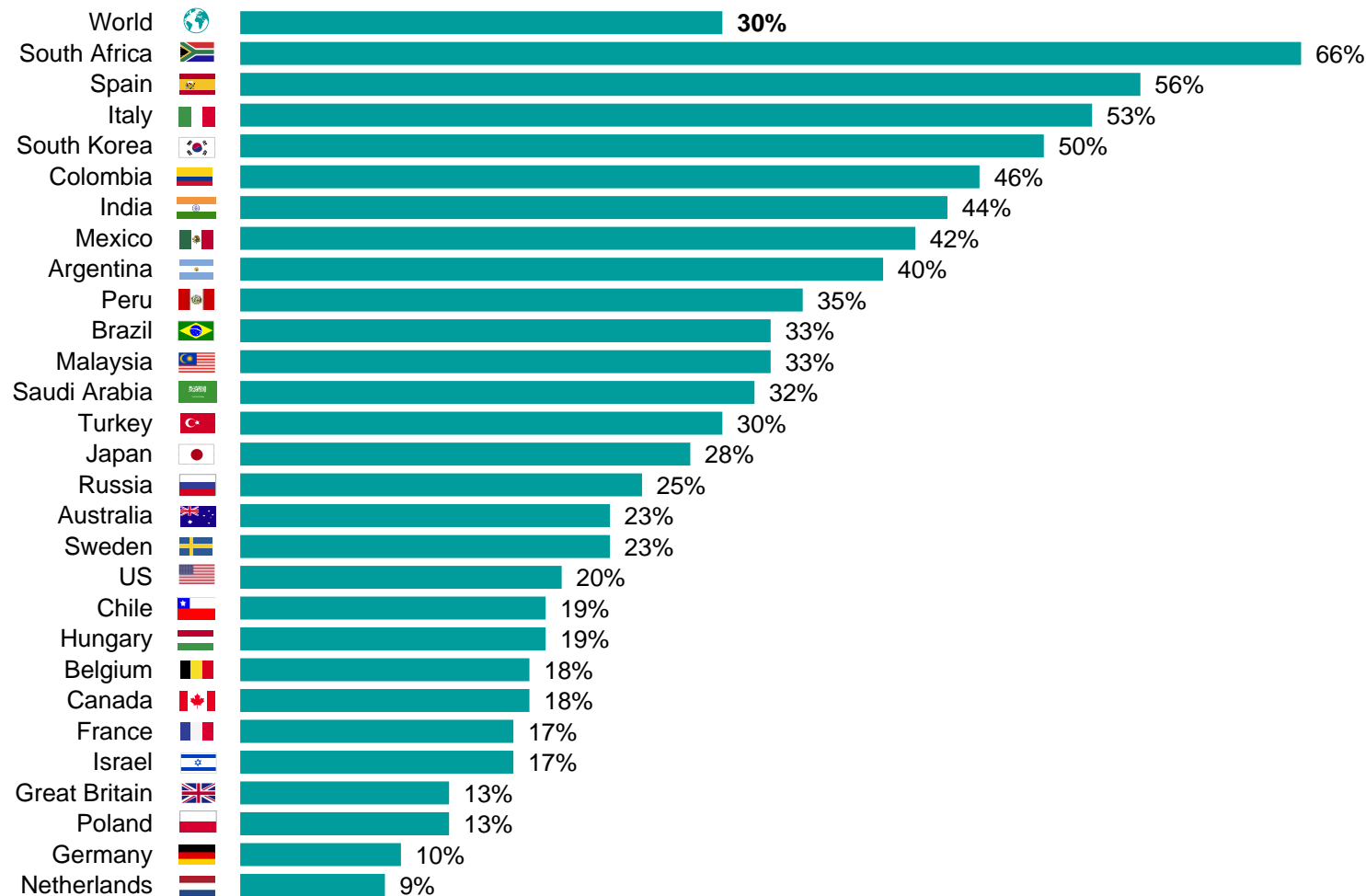
Russia leads the ranking with 52% concerned, followed by Colombia (47%), then Hungary (44%), Brazil (43%) and Turkey (also 43%).

There have been moderate increases in levels of concern since last month in Turkey (+5) and Japan, Malaysia, Sweden and Poland (all +4).

This is the #1 concern in 4 of our 28 countries: Russia, Brazil, Turkey, and Germany.

## 2 | UNEMPLOYMENT AND JOBS

(%) worried in November 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 (66%) selecting this as a top worry. Next are Spain (56%), Italy (53%) and South Korea (50%).

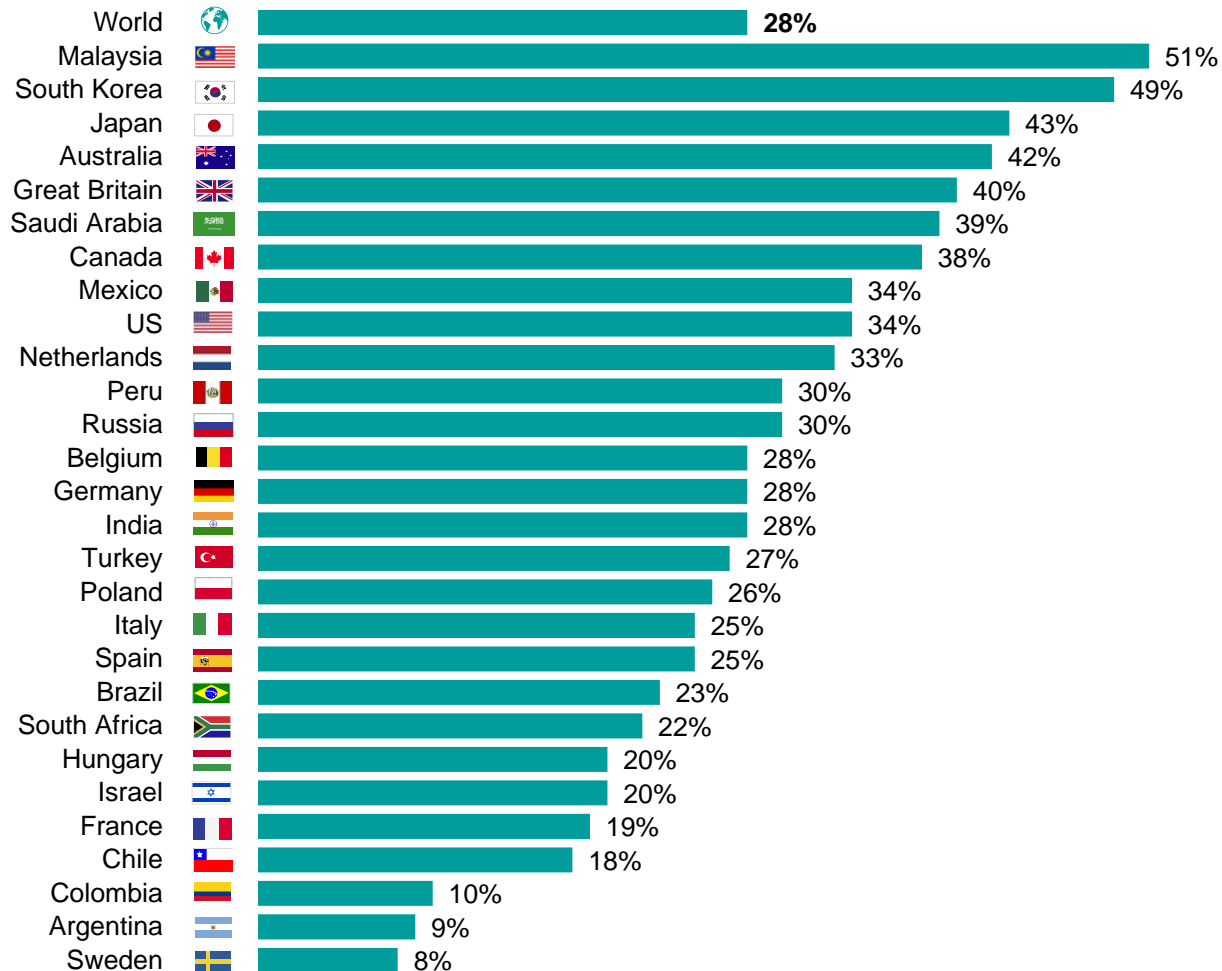
Sweden and Belgium see the largest increases in concern about unemployment (+4 in both), while it falls by 11 points in Turkey and 10 points in Saudi Arabia compared to October 2021.

Unemployment is the top concern in 5 countries: South Africa, Spain, Italy, South Africa and India.



# =3 | CORONAVIRUS

## (%) worried in November 2021 in each country



Covid-19 is in third position in our issues ranking with a global country average score of 28% - the lowest recorded since we began tracking it. This was 8 percentage points higher at 36% just two months ago. Coronavirus was the world's top worry between April 2020 – September 2021.

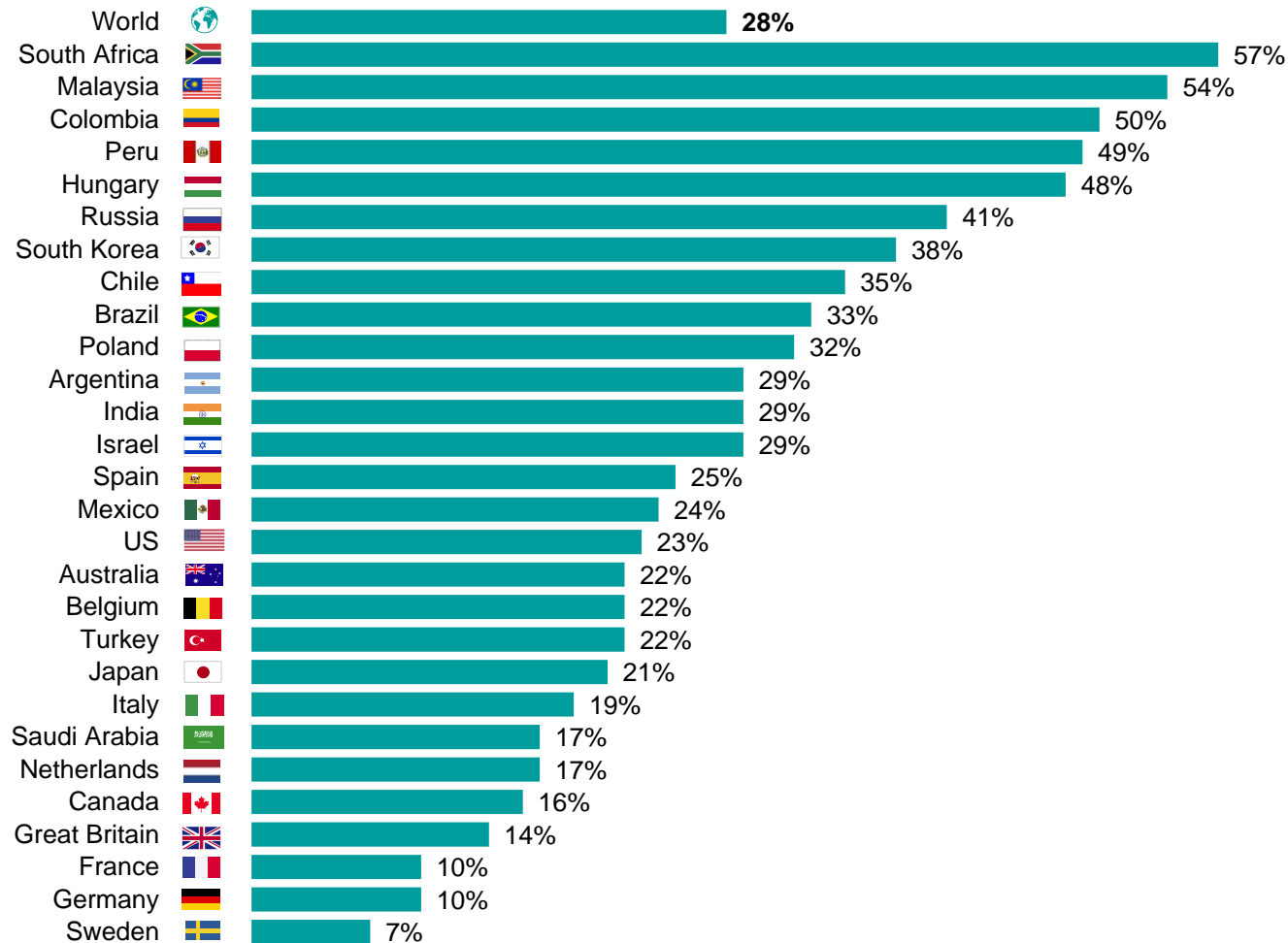
The largest month-on-month increases in concern are seen in the Netherlands and Belgium (both up 12 points). Meanwhile, it falls by 14 points in Israel.

Malaysia sees another significant drop in reported concern about Coronavirus (-13 points, following a -10 decline in the previous month). This month marks the lowest scores for Covid concern in Malaysia and Japan (as well as 6 more countries) since the issue was introduced.

Covid-19 is still the top concern in 6 countries: Japan, Australia, Great Britain, Saudi Arabia, Canada and the US.

# =3 | FINANCIAL/POLITICAL CORRUPTION

(%) worried in November 2021 in each country



With 28% 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 today – level with Covid-19.

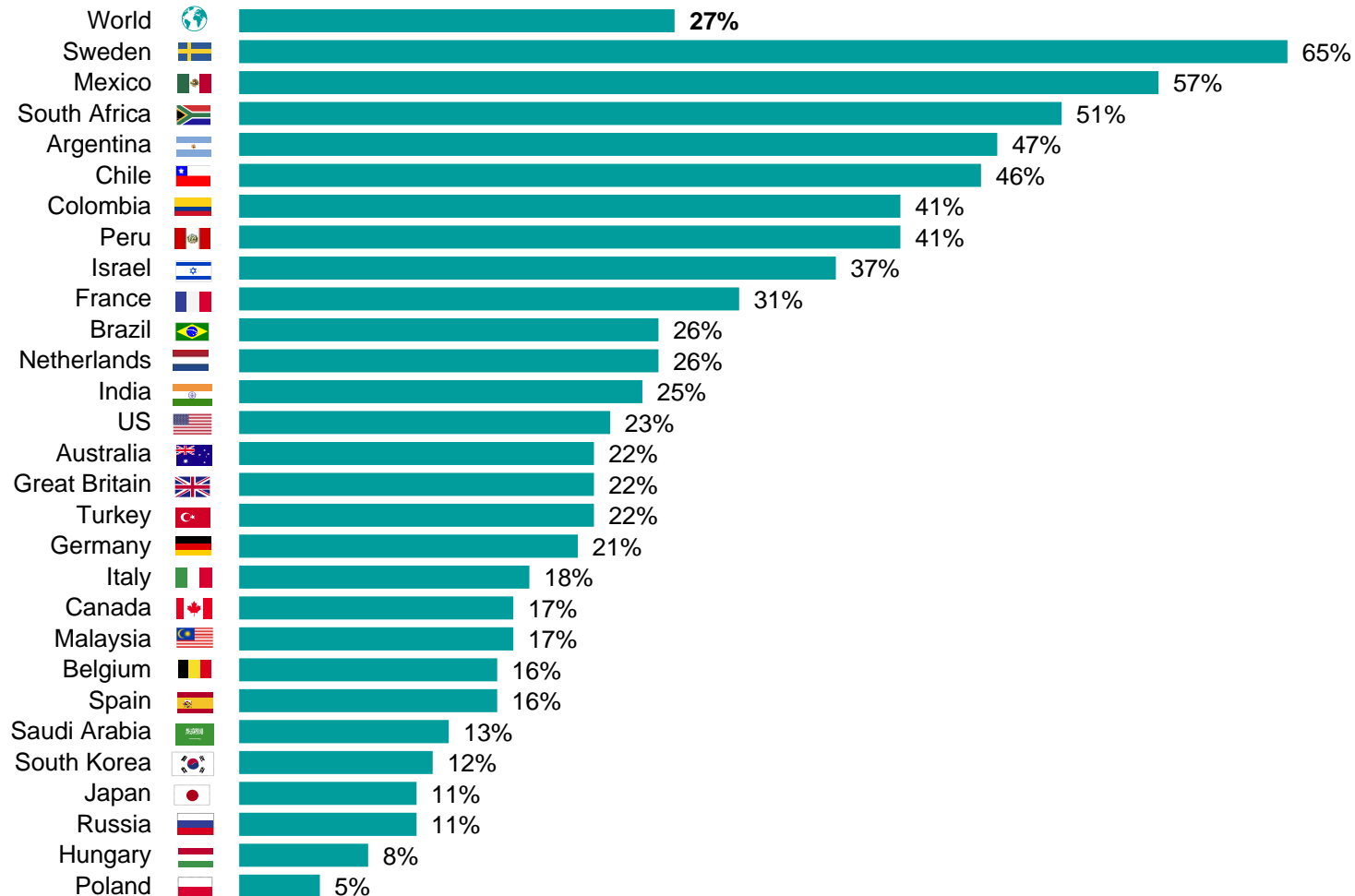
South Africans show the highest levels of concern (57%), followed by Malaysia (54%) and Colombia (50%). Peru and Hungary are just behind Colombia with 49% and 48% respectively.

The largest month-on-month increases are seen in Israel (+5), Australia (+4) and Malaysia (+4) while the greatest declines are recorded in Argentina and Turkey (-7 in both).

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

## 5 | CRIME & VIOLENCE

(%) worried in November 2021 in each country



Crime & violence is considered one of the most important issues today by an average of 27% of people across 28 countries, making this our fifth greatest global worry.

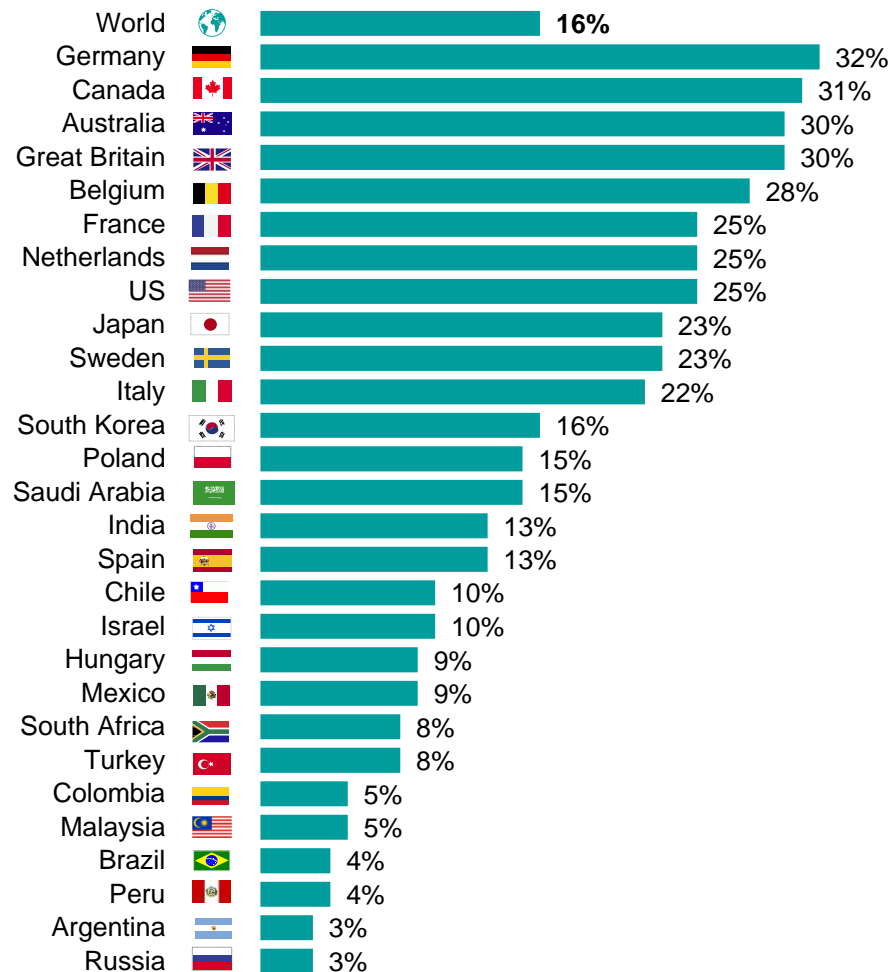
The three countries most concerned about crime and violence (Sweden, Mexico and South Africa) remain unchanged. South Africans are comparatively more concerned about unemployment but crime is the number one issue selected by those in Chile, France and Israel.

Argentina sees the largest month-on-month percentage point increase in this wave (+8 points to 47%). There has also been a 5-point increase in Chile, putting the country in 5<sup>th</sup> place at 46%.

# CLIMATE CHANGE

*With the UN Climate Change Conference (COP 26) taking place, we have been looking at environmental concerns.*

**(%) worried in November 2021 in each country**



At the time of the COP26 conference, we recorded 16% on average across all countries saying that climate change is among the most important issues facing their country today. This is ranked 9<sup>h</sup> in our list of 18 issues – joint with education, and just behind taxes (17%) and inflation (18%).

The 5 countries most worried about climate change are Germany (32%), Canada (31%), Australia (30%), Great Britain (30%) and Belgium (28%). Also with 25% selecting this issue are France, the Netherlands and the US.

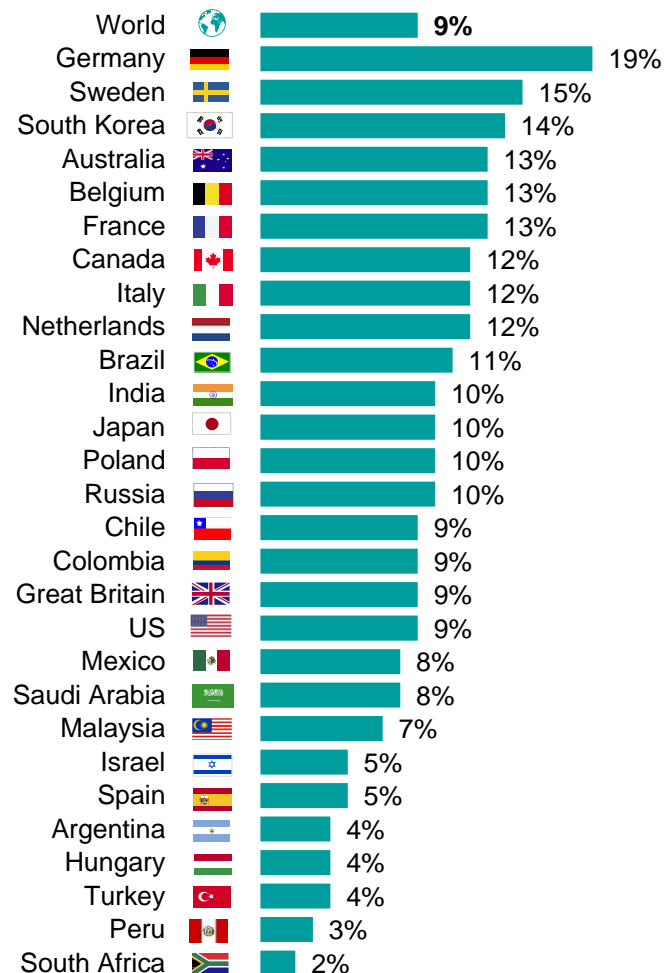
Concern has picked up most in Belgium and Sweden since last month (+4 in both).



# 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 November 2021 in each country



In addition to the 16% who consider climate change to be a top issue facing their country today, 9% select “threats against the environment”. This issue ranks 13<sup>th</sup> in our full list of 18 worries.

Germany leads the rankings for this issue, with a 3-point increase to 19%. Last month the top spot was shared between Germany and Brazil, but the latter has dropped 5 points to 10<sup>th</sup> place overall.

South Korea, in third place, and Russia, in a mid-table position, also see 3-point increases in concern about threats against the environment compared to the previous month.

# METHODOLOGY

This 28-country Global Advisor survey was conducted between October 22nd 2021 - November 5th 2021 via the Ipsos Online Panel system among 19,021 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.

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# GAME CHANGERS

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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.

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**You act better when you are sure.**