

WHAT WORRIES THE WORLD?

December 2021



GAME CHANGERS



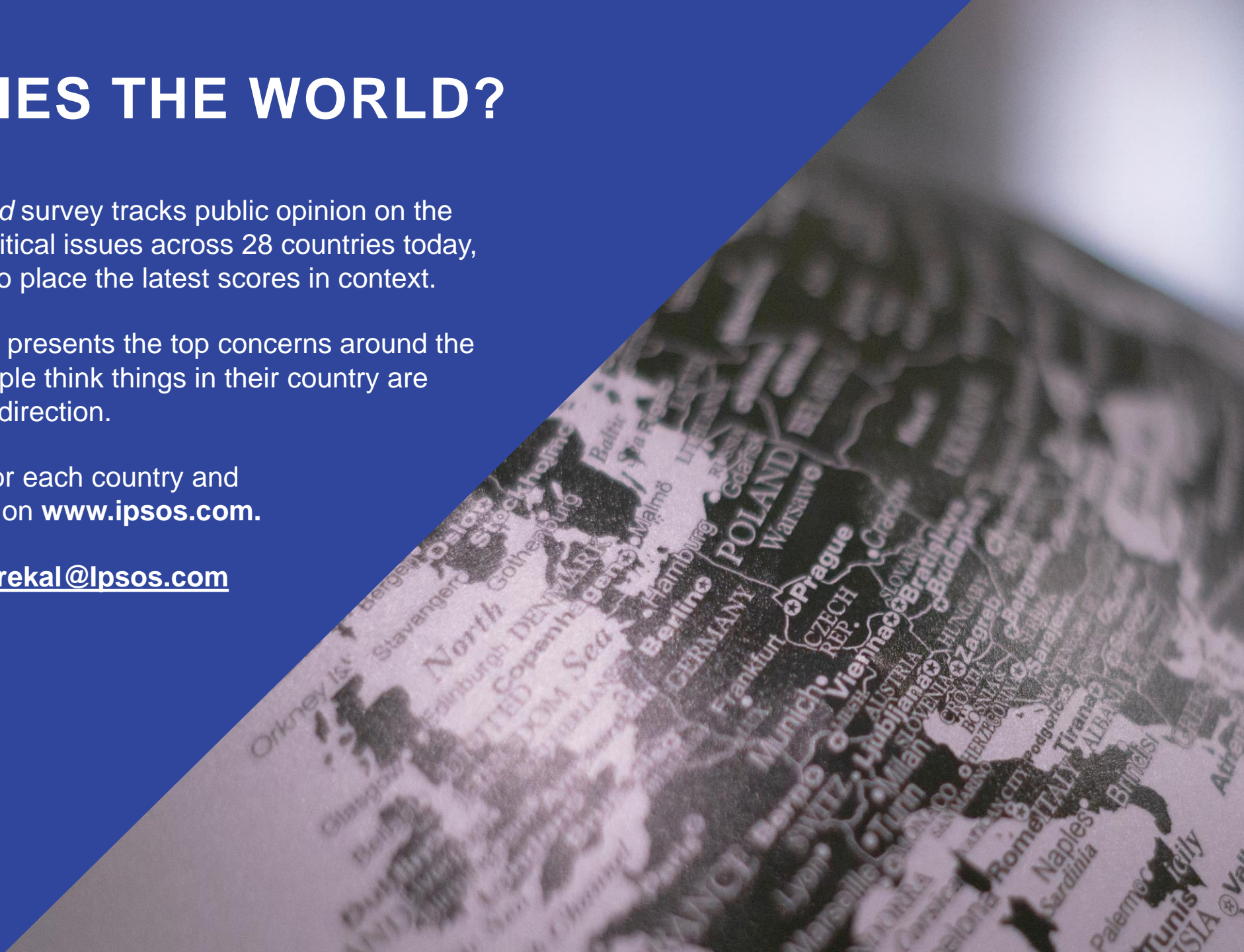
WHAT WORRIES THE WORLD?

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.

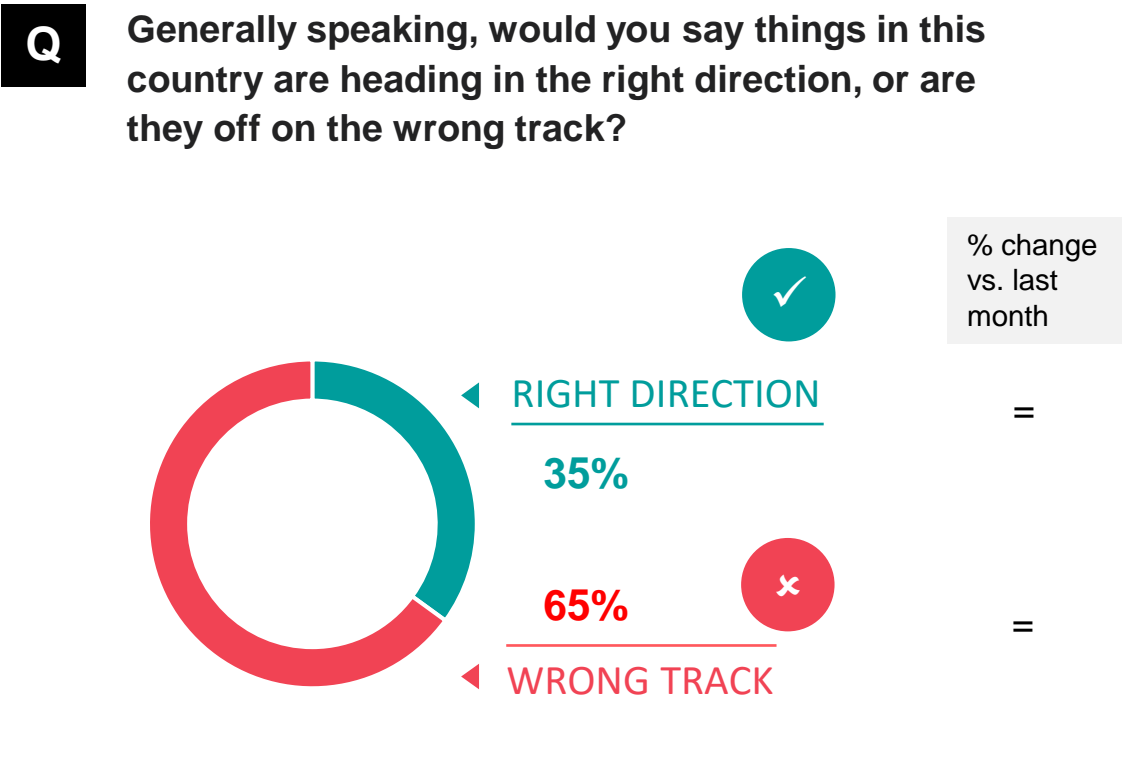
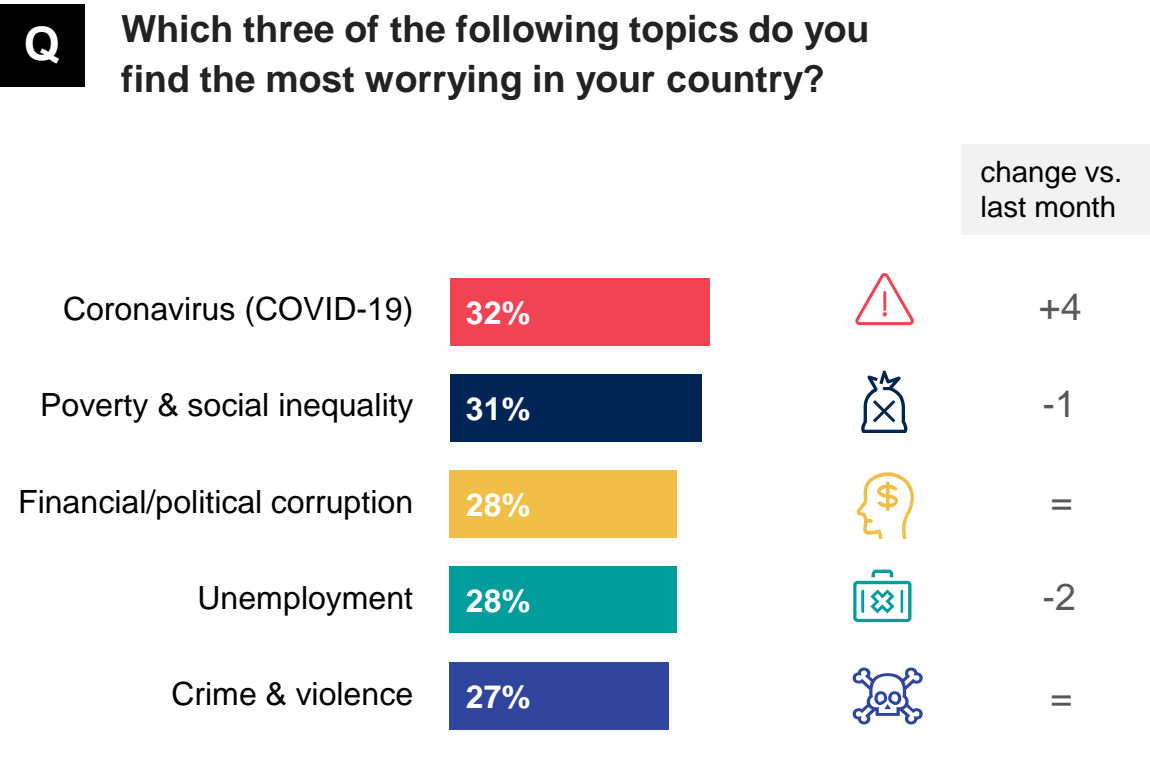
Full breakdowns of findings for each country and each issue are also available on **www.ipsos.com**.

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



WHAT WORRIES THE WORLD? DECEMBER 2021

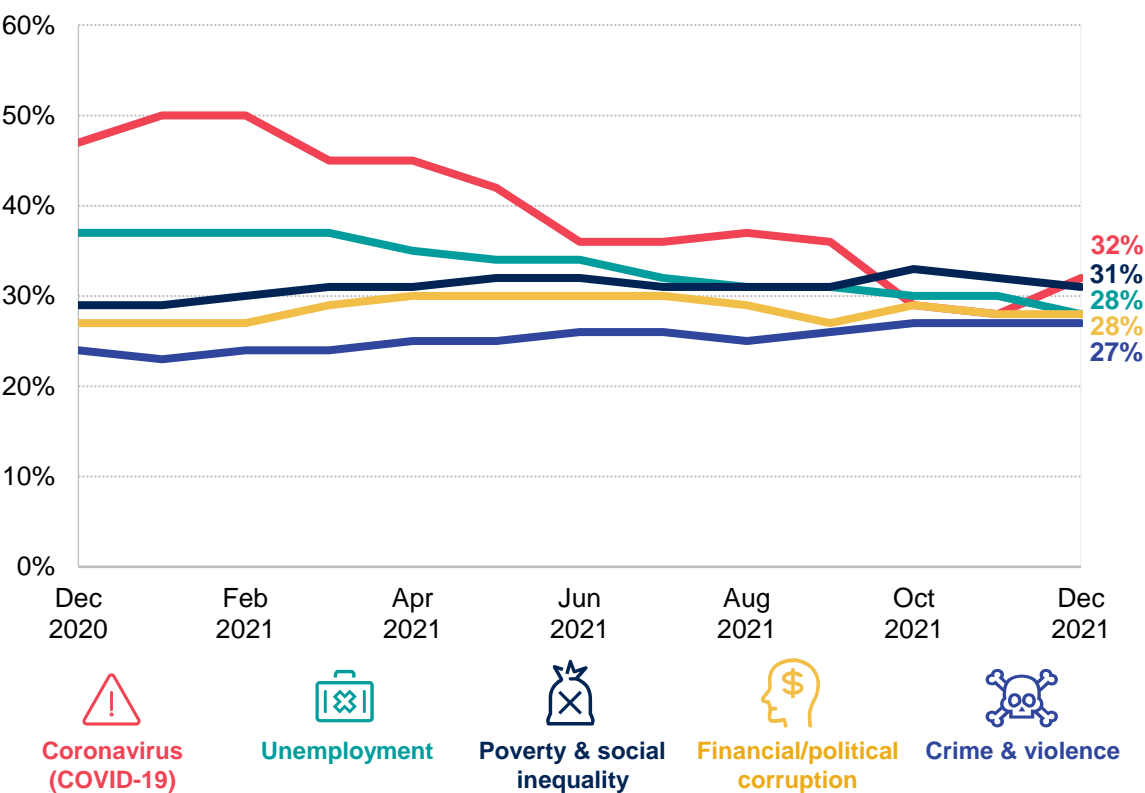
With the spread of the Omicron variant around the world, Covid-19 returns as the top global issue. But concern about poverty and social inequality are almost as prominent. Meanwhile, 65% say that things in their country are off on the wrong track.



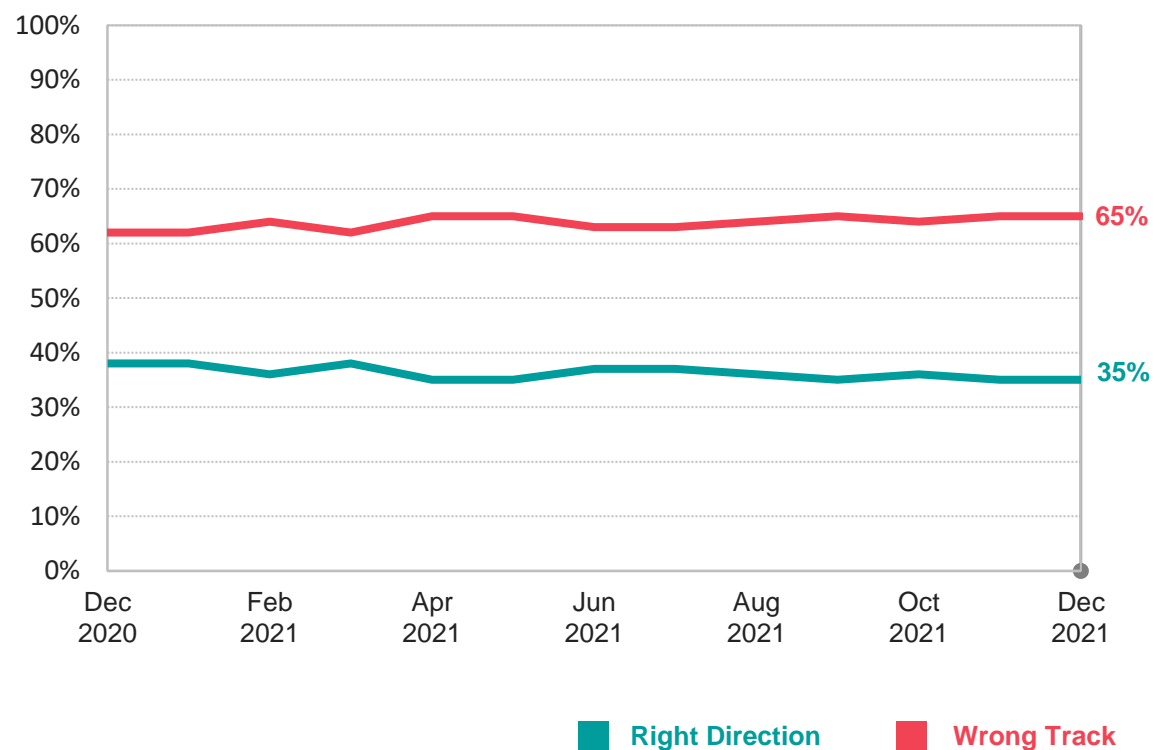
Base: Representative sample of 19,003 adults aged 16-74 in 28 participating countries, November 19th 2021 - December 3th 2021.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

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?



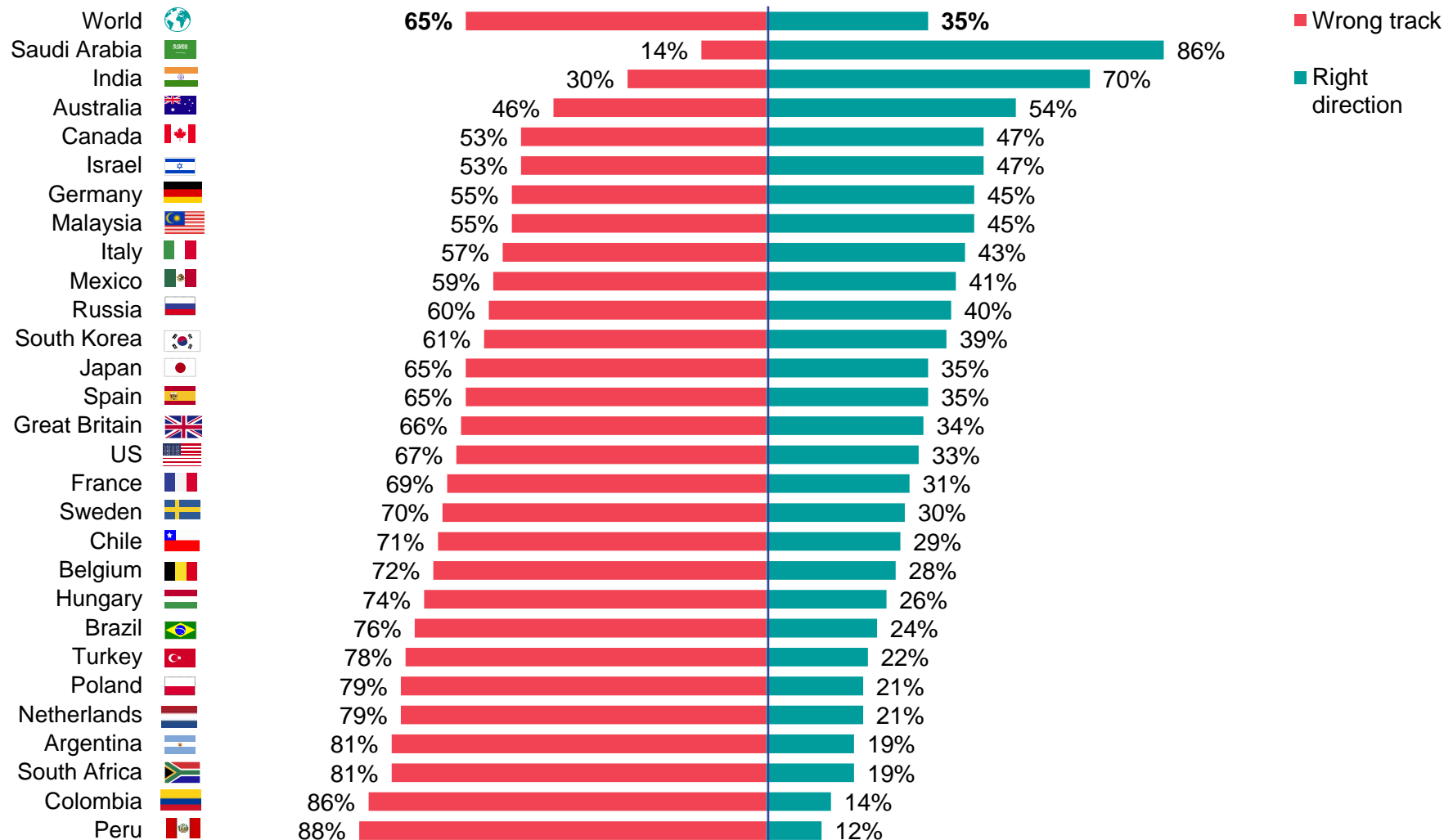
Base: Representative sample of c.20,000 adults aged 16-74 in 28 participating countries, December 2020 – December 2021
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

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? (December 2021)



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, unchanged from November.

Peru has the largest proportion of respondents saying that their country is heading in the wrong direction (88%), replacing Colombia (now 86%) as the most pessimistic country.

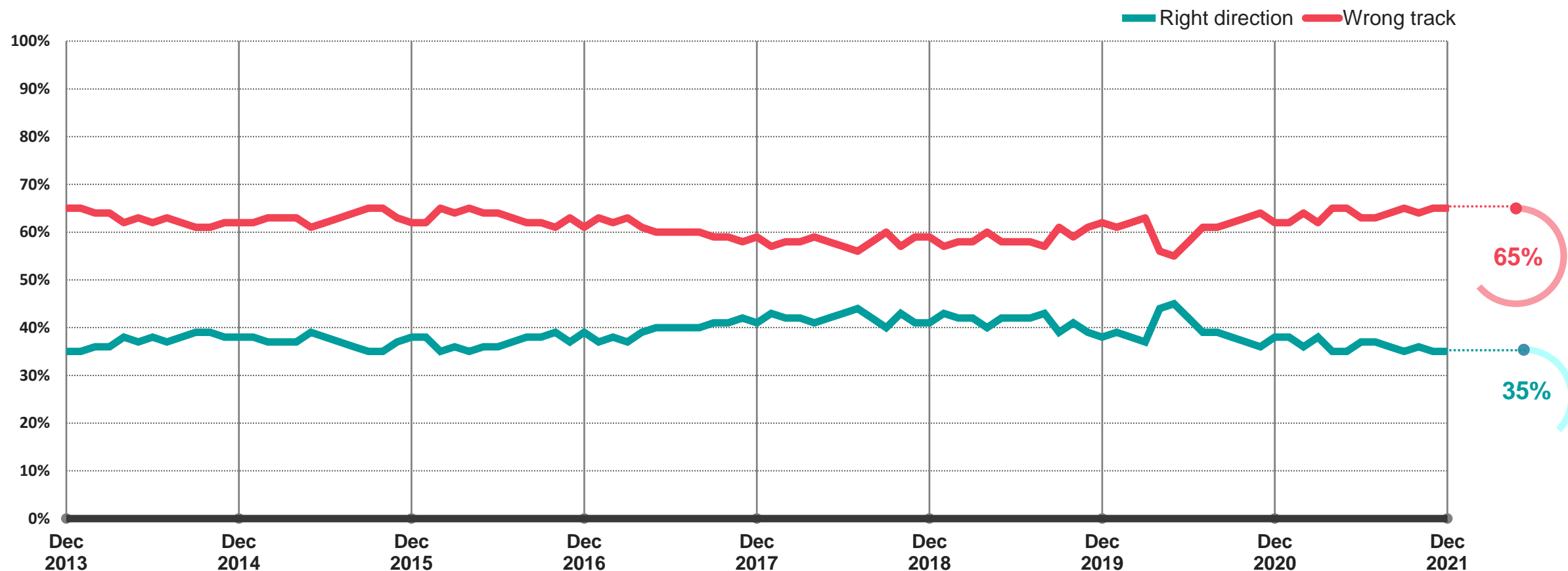
Israel sees the largest increase in optimism this month (12 points), becoming the fifth most positive country surveyed. Meanwhile, Italy sees a 9-point rise in those saying things are heading in the right direction.

Elsewhere, those in the Netherlands saying things are on the “wrong track” increases by 12 points, making it the fifth most pessimistic country surveyed.

Base: Representative sample of 19,003 adults aged 16-74 in 28 participating countries, November 19th 2021 - December 3th 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 28 participating countries, 2013 - 2021.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

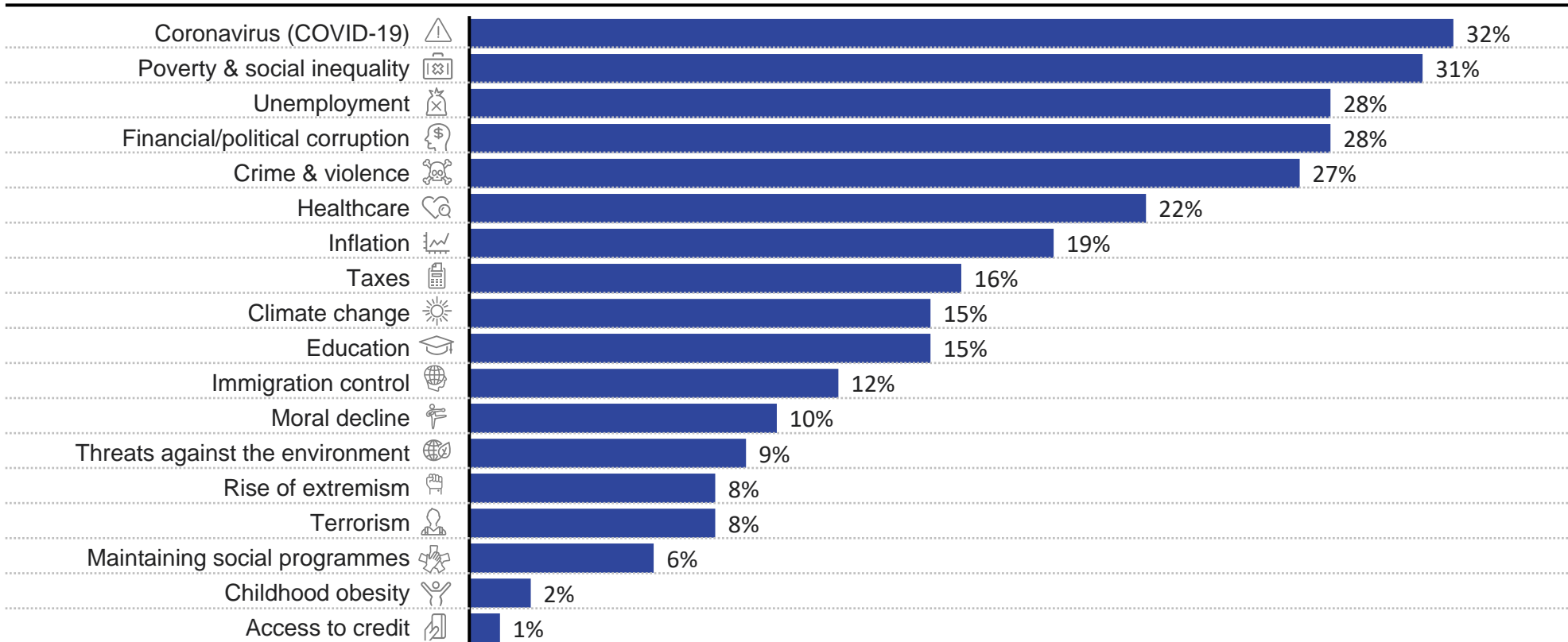
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in December 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.

Up 4 points since last month, 32% globally now say that Covid-19 is one of the top issues facing their country today. This returns to the position of top global concern.

Poverty & social inequality-number one in October and November 2021, records almost the same level of mentions, at 31% .

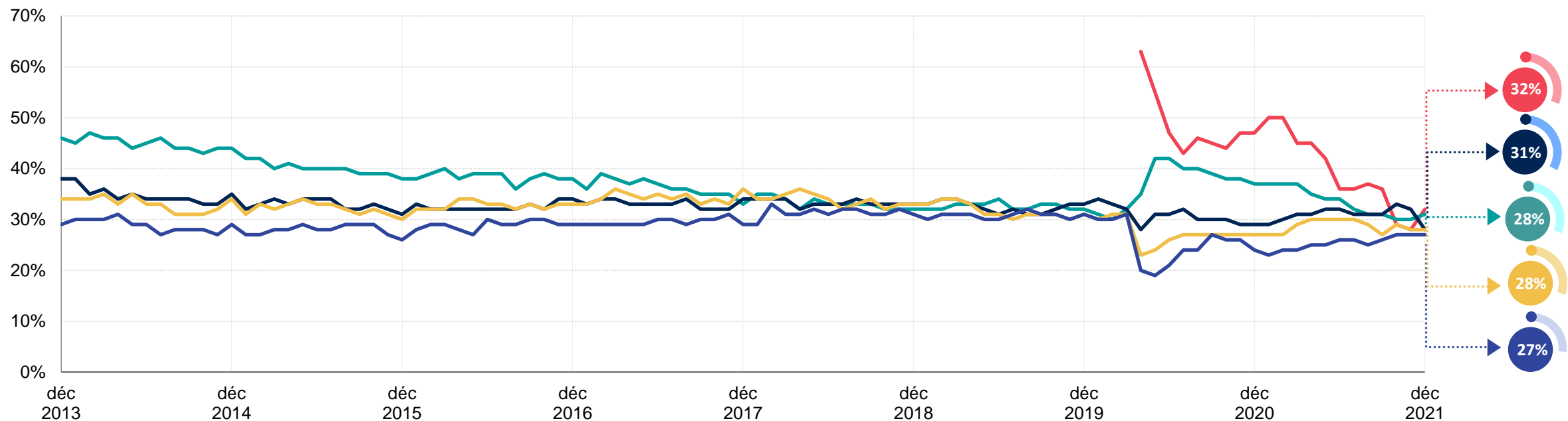
Financial/political corruption and Unemployment share third place in the rankings this month, both with 28%.

Base: Representative sample of 19,021 adults aged 16-74 in 28 participating countries, November 19th 2021 - December 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?
Global country average



Coronavirus



**Poverty & Social
Inequality**



Unemployment



**Financial/Political
Corruption**



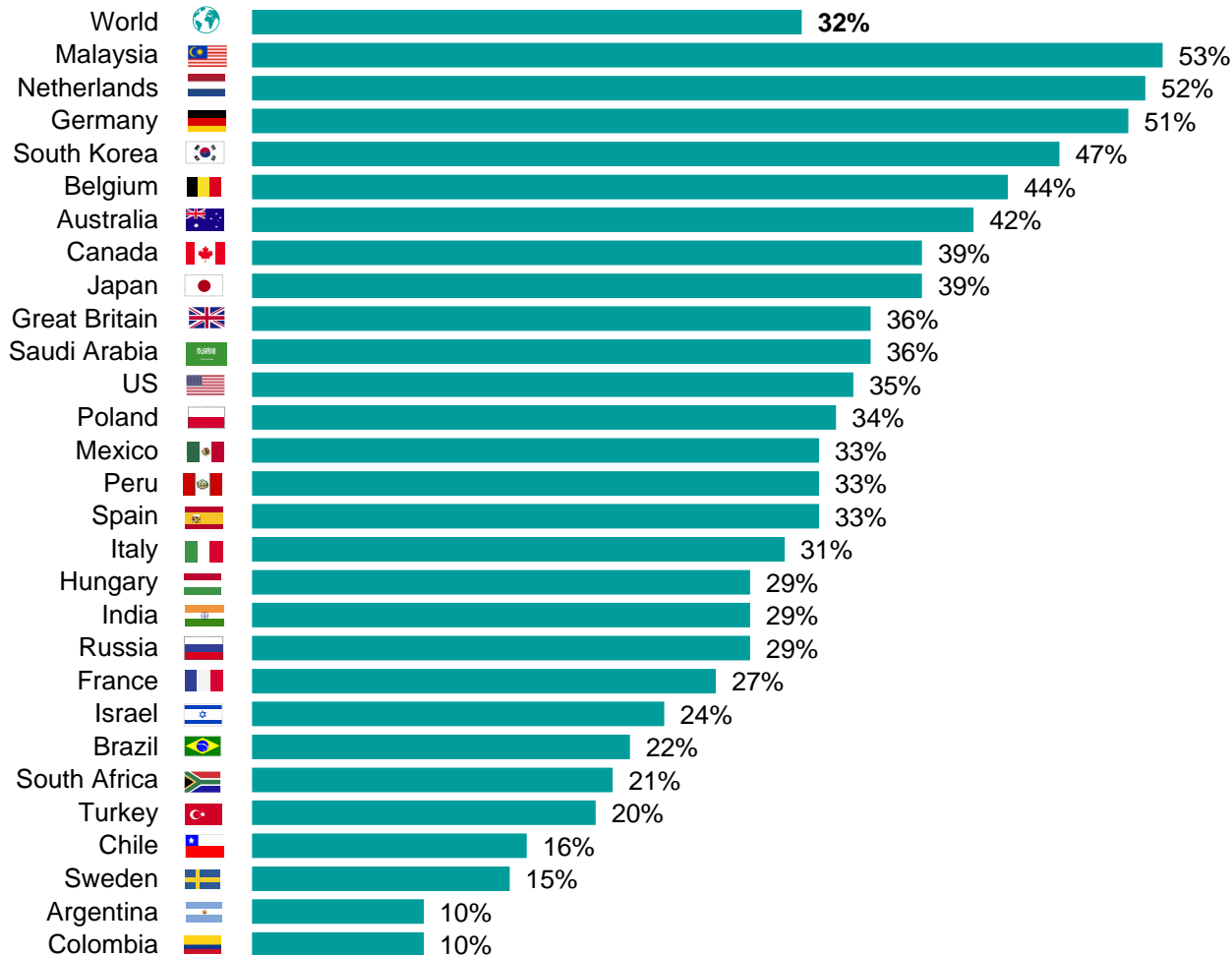
Crime & violence

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

(%) worried in December 2021 in each country



After falling back in our rankings for two months, Covid-19 sees a 4-point increase and returns to top position in our global issues tracker: 32% across all countries say that it is one of the top concerns facing their country today. This is still short of September's score (36%).

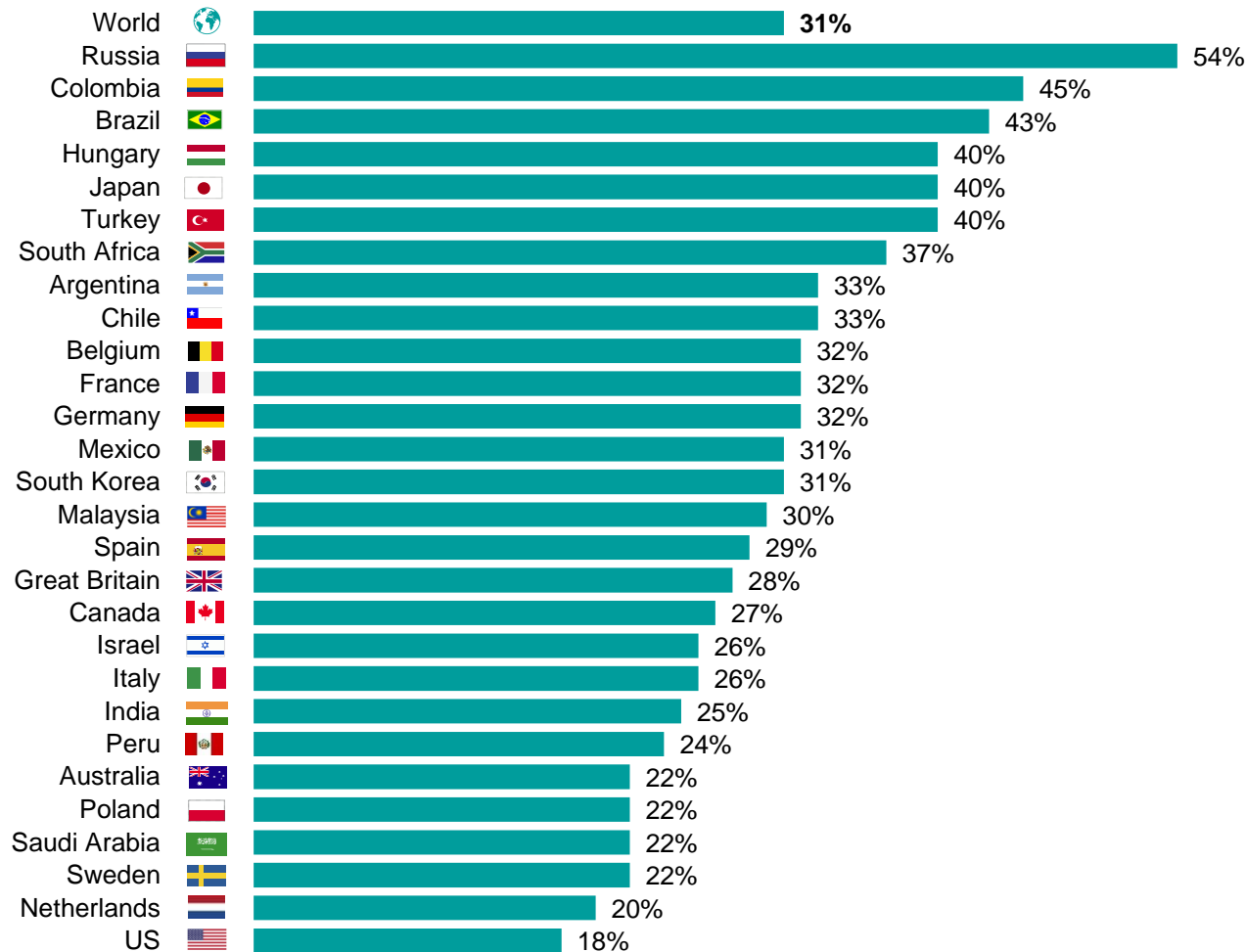
The survey was carried out between 19th November and 3rd December, at a fast-developing moment for new variants of the virus.

Reflecting this, we record huge surges in concern in some countries, but more modest shifts in others. Covid concern is up +23 in Germany, +19 in the Netherlands and +16 in Belgium

These three countries, and South Korea, join our list of 6 other countries where Covid-19 is currently the public's top concern (Australia, Canada, Japan, Great Britain, Saudi Arabia, and the US).

2 | POVERTY & SOCIAL INEQUALITY

(%) worried in December 2021 in each country



Poverty and social inequality remains a top global worry this month, down only one point from last time. It moves to second place only due to the rise in concern about Covid-19. Almost one-third globally (31%) list it as a top issue facing their country today.

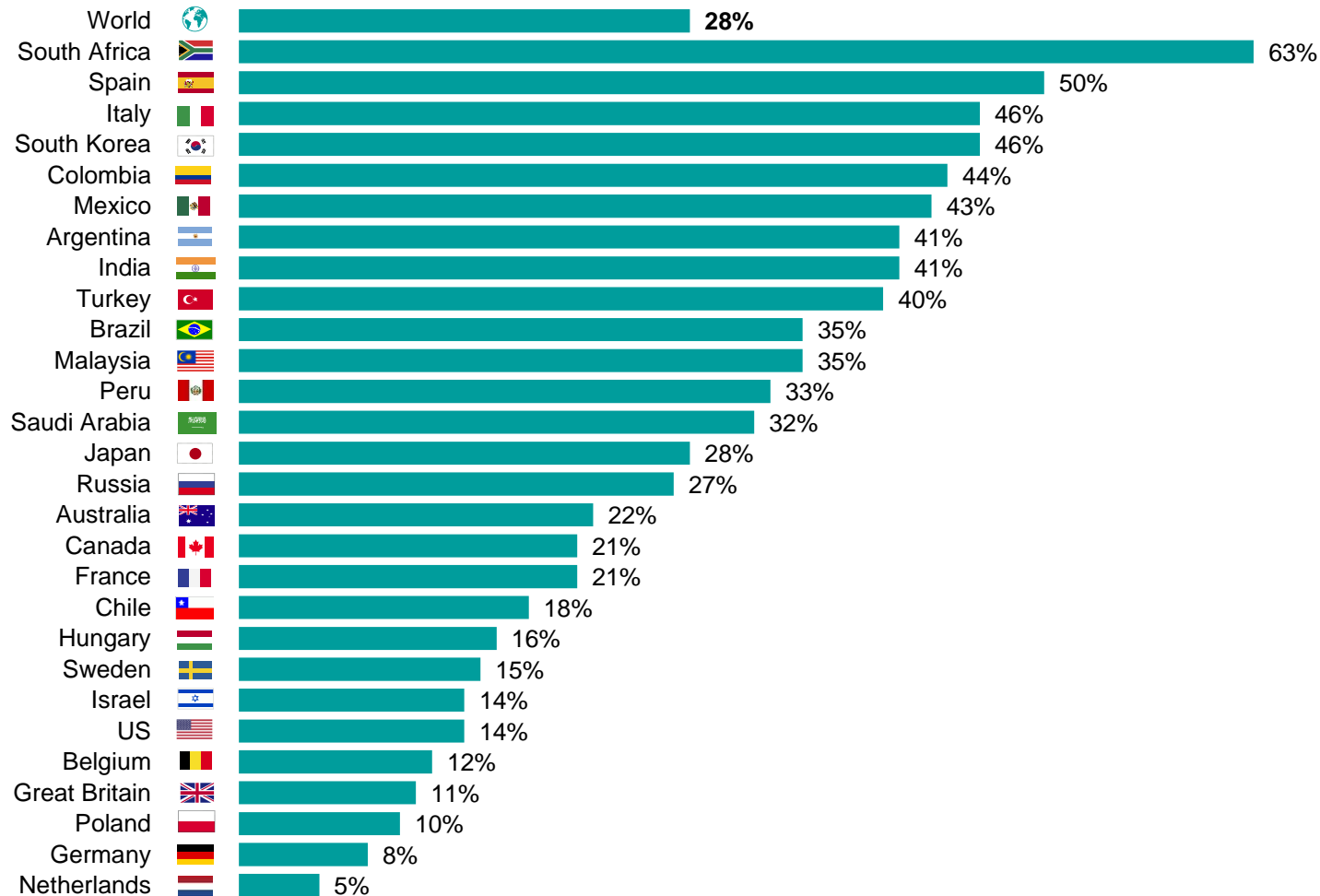
Concern is greatest in Russia, where over half (54%) say it is a top worry. This is followed by Colombia (45%) and Brazil (43%).

There are significant drops in the level of concern in the Netherlands (-11 points), Germany (-7 points) and in Peru (-6) compared to last month.

Poverty and social inequality is the number one concern in four countries: Russia, Brazil, Japan and France.

=3 | UNEMPLOYMENT AND JOBS

(%) worried in December 2021 in each country



Unemployment is the joint third top worry this month (level with corruption), as 28% on average select it as a top issue in their country.

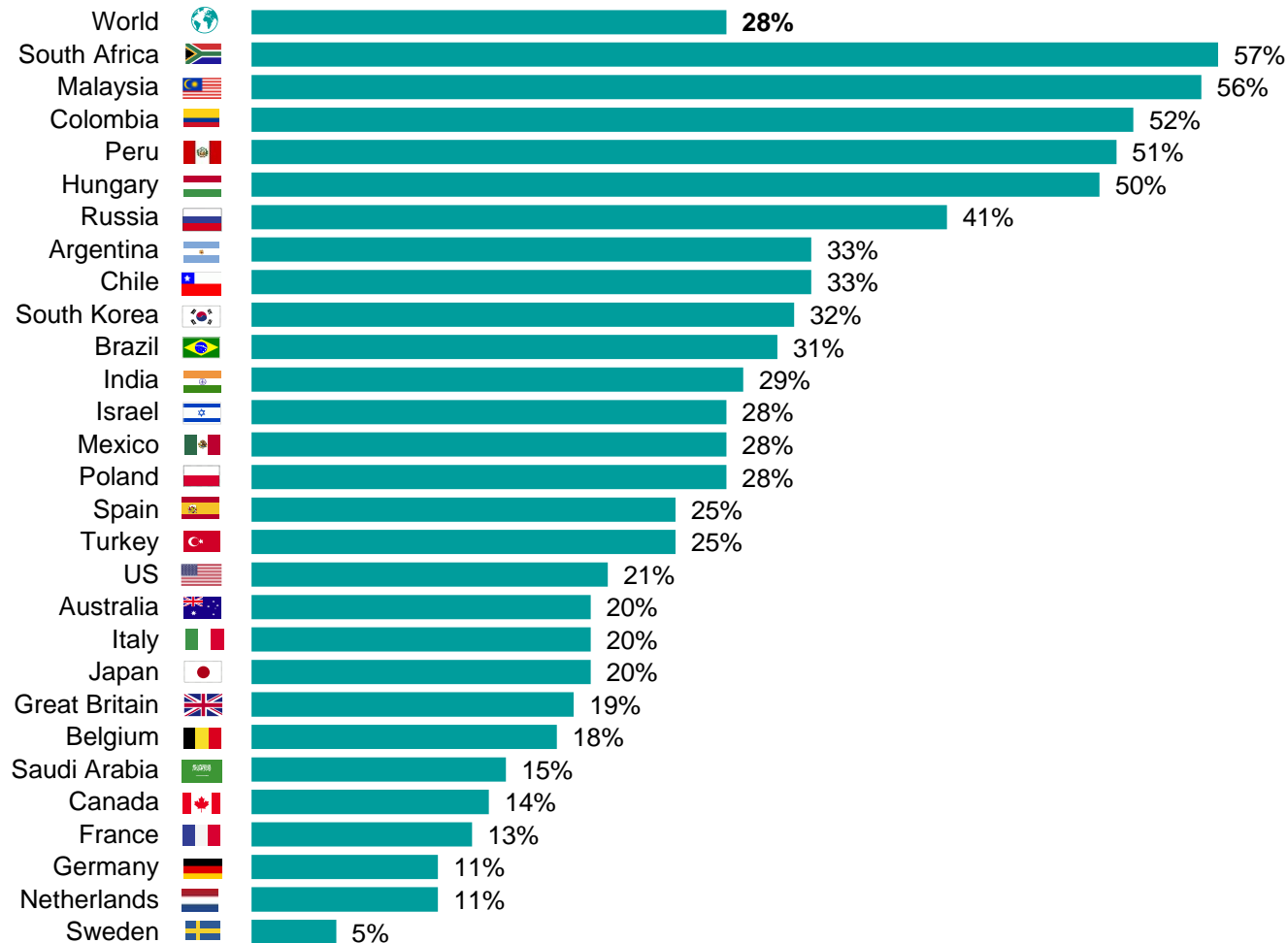
South Africa remains most concerned about unemployment with six in 10 (63%) listing it as a top worry. They are followed by Spain (50%) and Italy (46%).

Turkey sees a significant increase in concern, up 10 points from last month, while concern falls by -8 and -7 points in Italy and Sweden respectively.

December marks the 20th month in a row where unemployment has been the top concern for Italy, and the 9th month running for South Africa. It is also a top concern in India and Spain this month.

=3 | FINANCIAL/POLITICAL CORRUPTION

(%) worried in December 2021 in each country



Financial/political corruption is in joint third place this month, with 28% on average listing it as a top issue for their country today – level with concern about unemployment.

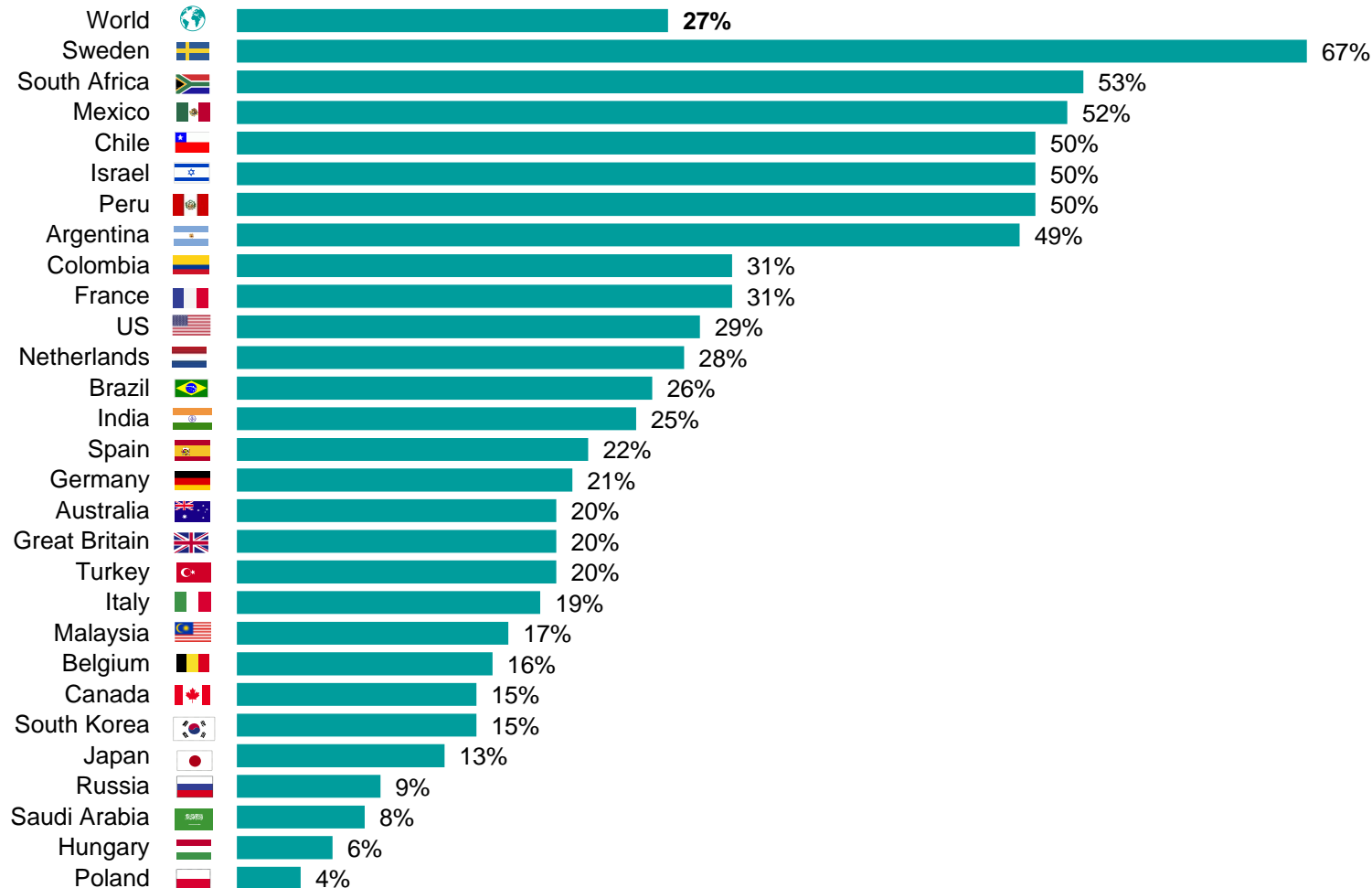
Concern is highest in South Africa, with 57% there reporting concern about corruption – unchanged from last month. Malaysia and Colombia follow closely with 56% and 52% respectively.

The largest increase from last month are seen in Great Britain (+5), alongside Argentina and Mexico (both +4). Meanwhile we record significant decreases in South Korea and the Netherlands (both -6 percentage points).

Corruption remains the top concern for the public in Malaysia, Colombia, and Peru – in line with last month.

5 | CRIME & VIOLENCE

(%) worried in December 2021 in each country



Crime & violence is the fifth greatest concern in our global issues tracker. Across all countries, it is selected by 27% - a proportion that has remained unchanged for 3 months.

Concern is highest, at 67%, in Sweden – the country consistently most worried about crime. It is followed by South Africa (53%, +2 vs. last month), Mexico (52%, -5), and 50% in Chile, Israel and Peru.

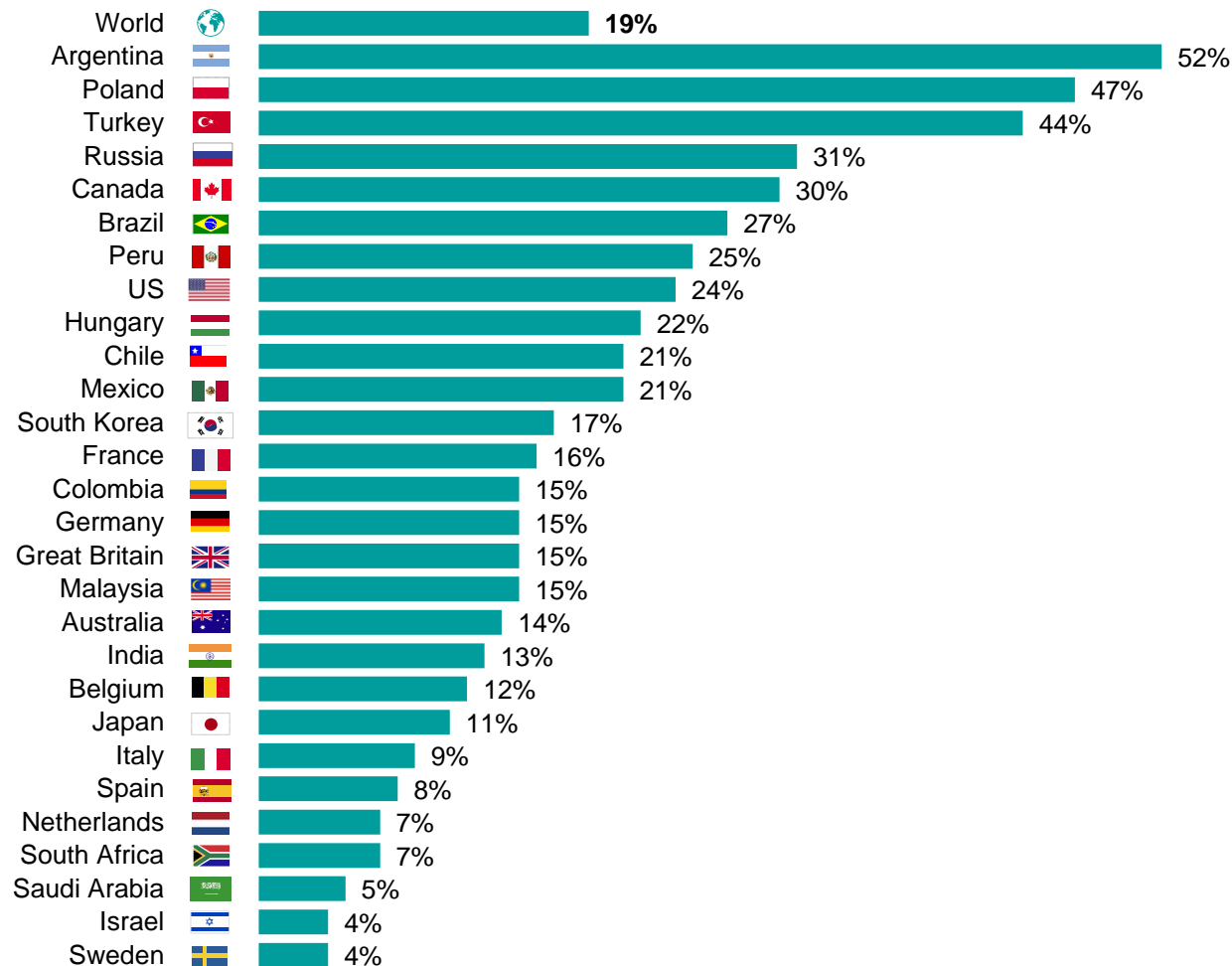
The largest increases in concern about crime and violence are seen in Israel (+13 points) and Peru (+9). Meanwhile, there has been a 10-point decline in worry about this issue in Colombia, which falls from 6th to 8th place.

ISSUE FOCUS: INFLATION

A special focus on a rising issue.

Also see our global survey on perceptions of inflation

(%) worried in December 2021 in each country



Inflation is a rising concern in many parts of the world today, and our *What Worries the World* survey shows it to be at record-high levels.

Across all 28 countries, one in five (19%) on average say that it is one of the most worrying issues facing their country today, putting it at number 7 out of 18 total issues.

At the top is Argentina (52%) – the country historically most concerned about inflation. Poland, in second with 47%, has seen a dramatic increase from the 16% recorded in January.

Also looking back to the start of the year, Turkey is up 15pts, Russia 11pts, Canada 26pts, and Brazil 17pts. Peru is up from 4% to 26% and the US from just 2% to 25%.

METHODOLOGY

This 28-country Global Advisor survey was conducted between November 19th 2021 and December 3rd 2021 via the Ipsos Online Panel system among 19,003 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

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“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

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.