

PRESS RELEASE

Worry about possible worldwide conflict rises

Ipsos survey for Halifax International Security Forum finds 73% of people, on average, across 33 countries expect in the next 25 years we could see another world conflict involving superpowers similar to World Wars I & II

Toronto, ON, November 19, 2022 – The invasion of Ukraine seems to have global citizens feeling on edge. As new Ipsos polling conducted on behalf of the Halifax International Security Forum finds almost three in four (73%) agree we could see a worldwide conflict like last century’s major military confrontations.

Of the more than 32,000 people surveyed, an average of 73% somewhat/strongly agree with the statement: “I expect in the next 25 years we could see another world conflict involving superpowers similar to World Wars 1 & 2”, up 10 percentage points since last year. Australia (+8 points to 81%), Ireland (80%, new this year), Mexico (+8 pts to 80%) and Peru (+3 pts to 80%) are the countries where people are most concerned with worldwide conflict breaking out. Concern rose significantly, but is lowest in Japan (+16 pts to 51%), Sweden (+11 pts to 60%), Germany (+17 pts to 63%) and Indonesia (63%, new).

Majority expect there could be a worldwide conflict

More than half of people in all 33 countries polled on Ipsos’ Global Advisor online platform between September 23 and October 7, 2022 expect there could be a world conflict on par with WW1 and WWII by 2047. And in the wake of the invasion of Ukraine in early February, the percentage of people expecting a world conflict rose in all countries year over year, ranging from a low of +1 percentage point in Colombia (78%) to a high of 18 percentage points in Belgium (77%). Ukraine is new to the survey this year, and perhaps a bit surprisingly given their proximity to a current conflict, only 70% of Ukrainians expect a global conflict akin to WWI or WWII in the next 25 years.

Widespread support for increased military spending

Alongside the increased expectation of a global conflict, there’s an increase in support for beefing up the military in several countries. Just over 2 in 3 (64%) of people, on average, across 30 countries somewhat/strongly agree that given the dangers in the world, their government needs to spend more on their military’s power — an increase of 13 percentage points from last year. While a whopping 92% of Ukrainians agree their country needs to spend more on their military, followed by India (+3 points to 84%) and Poland (+16 pts to 81%). Support for military spending rose in all countries year over year, ranging from a rise of 2 points in South Korea (71%) to 20 percentage points in Great Britain (71%).

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World conflict involving superpower

Q: I expect in the next 25 years we could see another world conflict involving superpowers similar to World Wars 1 & 2 (% somewhat/strongly agree)

	2022	Change from 2021
Global Country Average	73%	10%
Australia	81%	8%
Ireland	80%	n/a
Mexico	80%	8%
Peru	80%	3%
India	79%	3%
Chile	78%	3%
Colombia	78%	1%
Malaysia	78%	4%
Thailand	78%	n/a
Belgium	77%	18%
Romania	77%	n/a
Canada	76%	13%
United States	76%	6%
France	75%	16%
Great Britain	75%	19%
Netherlands	75%	15%
South Africa	75%	3%
Spain	75%	5%
UAE	75%	n/a
Saudi Arabia	74%	12%
Brazil	72%	10%
Argentina	71%	5%
Turkey	71%	8%
Poland	70%	4%
Ukraine	70%	n/a
South Korea	69%	17%
Hungary	67%	10%
China	64%	6%
Italy	64%	19%
Germany	63%	17%
Indonesia	63%	n/a
Sweden	60%	11%
Japan	51%	16%

Source: Ipsos's Global Advisor for the Halifax International Security Forum. 32,507 people surveyed online across 33 countries from Sept. 23 – Oct. 7, 2022.

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Economic power still seen as the dominant weapon

The percentage of people who somewhat/strongly agree with the statement: “Economic power is more important in world affairs than military power” fell one percentage point to 77% in 2022.

This year, the efficacy of economic sanctions against Russia came under scrutiny and may have influenced some people’s perceptions of economic vs. military might.

The percentage who believe economic power is more important rose significantly in three countries — the U.S. (+4 pts to 68%), Saudi Arabia (+5 pts to 81%) and Peru (+8 pts to 84%) and it took a significant hit in eight countries — Argentina (-4 pts to 78%), France (-5 pts to 75%), Germany (-5 pts to 74%), Poland (-5 pts to 73%), Japan (-6 pts to 71%), Belgium (-8 pts to 75%), Sweden (-9 pts to 73%) and Turkey (-9 pts to 72%). Despite the dips, the majority across all countries (from 68% in the U.S. to 86% in Thailand) somewhat/strongly agree economic power is more important in world affairs than military power.

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About the Study

These are the results of a 33-market survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 32,507 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia, and 16-74 in 27 other markets between Friday, September 23 and Friday, October 7, 2022.

The sample consists of approximately 1,000 individuals in each of Argentina, Australia, Belgium, Brazil, Canada, Chile, mainland China, Colombia, France, Germany, Great Britain, India, Indonesia, Italy, Japan, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Thailand, Ukraine, the United Arab Emirates, and the U.S., and 500 individuals in each of Hungary, Republic of Ireland, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, Romania, South Korea, Spain, Sweden, and the U.S. can be taken as representative of their general adult population under the age of 75.

The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey, Ukraine, and the UAE are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

The data is weighted so that each market’s sample composition best reflects the demographic profile of the adult population according to the most recent census data.

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

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 know” or not stated responses.

The precision of Ipsos online polls is 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 Ipsos’ use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

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About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

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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