

IPSOS POPULISM SURVEY

Key Findings

#1 Potential for Populism
Anti-establishment sentiment is up slightly from 2022, with many people in many countries holding these views.

#2 Elections in 50+ countries - largest natural experiment in history?
Roughly 4 billion people are going to the ballot box this year at a time, when 63% feel their country needs a strong leader to take the country back from the rich and powerful.

#3 Pessimistic about their country's progress.
Fueling populist sentiment, 58% globally feel that their country is in decline, and 57% feel their country's society is broken.

#4 Backlash towards immigrants.
59% of people globally feel that when jobs are scarce, employers should prioritize hiring people of their country over immigrants.

#5 Elite suspicion.
62% view elites as a closely connected group of people with similar interests and views. Pluralities in almost all countries feel elites operate based on their self-interest.

#6 Populists want a different government, not a small government.
Despite support for anti-establishment politics, 75% of those polled support government spending on healthcare, and 67% support spending on reducing poverty and social inequality.