

全球民眾究竟在憂心什麼呢？

文 | Paul Abbate, Mathieu Doiret and Natalie Pearson, Ipsos

編譯 | Claire Tseng, 益普索公關行銷專員

益普索「全球憂心議題調查」詢問各地和全球最受關注的社會與政治問題，並訪問全球 28 個國家超過一萬九千名受訪者關於在他們國家內他們最擔憂的事情。它提供一個社會的現況並可做為一個追蹤指標來識別短期及長期的變化。

根據益普索的這份調查報告：

- 當觀察長期趨勢時，我們發現穩定假象將受到顛覆，例如 2010 年來最受全球關注的擔憂是失業率但已經逐年降低。
- 儘管全球多數受訪者都認為他們國家都朝著錯誤的方向發展，但當今全球的樂觀指數卻在前所未有的高點，主因來自過去九年來經濟發展的正面表現，這個情況在美國最為顯著。
- 除了失業問題以外，其他擔憂的重要性也日益顯著，目前排名前三名的比重都不分上下。貧窮與社經地位不平等已經成為主要的經濟問題（尤其是在已開發國家），以及對於金融與政治貪污的擔憂在調查國家中也非常普遍。
- 參考其他益普索的研究，我們也發現在這份調查報告中一些擔憂也許是受到現實中的錯誤認知所影響，例如移民和犯罪，而部分則來自自由媒體報導的影響。
- 雖然結果也顯示了人們越來越關注環境的議題，相關議題的排名逐年上升，但還未能在全球民眾最主要的憂心議題中佔有重要地位。

17 個大眾憂心的議題：

擔憂	2016提到的 % 比重	2017提到的 % 比重	2018提到的 % 比重	跟2016比的成長
1. 金融/政治貪汙	33%	34%	34%	↑ +1
2. 貧窮及社經地位不平等	33%	33%	33%	=
3. 失業率	38%	36%	33%	↓ -5
4. 犯罪 & 暴力	29%	29%	31%	↑ +2
5. 醫療	21%	23%	24%	↑ +3
6. 教育	19%	19%	20%	↑ +1
7. 稅金	16%	17%	18%	↑ +2
8. 道德降低	14%	15%	15%	↑ +1
9. 移民控管	13%	13%	14%	↑ +1
10. 恐攻	20%	20%	13%	↓ -7
11. 通貨膨脹	11%	10%	11%	=
12. 對環境的危害	9%	10%	11%	↑ +2
13. 氣候變遷	8%	9%	10%	↑ +2
14. 維持社會計劃	10%	9%	9%	↓ -1
15. 極端主義的增長	10%	10%	9%	↓ -5
16. 兒童肥胖	3%	3%	4%	↑ +1
17. 修改的權利	2%	2%	2%	=

What worries the world?

Author | Paul Abbate, Mathieu Doiret and Natalie Pearson, Ipsos

Ipsos' What Worries the World survey diagnoses the biggest social and political problems at both local and global levels, asking 19,000 citizens in 28 countries their opinion on the most worrying issues for their nation. It provides a snapshot of the national mood and serves as a tracker that identifies short or long-term shifts in public feeling.

This paper finds:

- The illusion of stability that we observe is disrupted as we observe long-term trends, such as the steady decline of Unemployment as the one dominant global concern since 2010.
- Although the majority of respondents globally think that their country is heading in the wrong direction, there are record levels of global optimism today, which correlates with widespread economic improvement over the past nine years and is most strongly represented by the case of the U.S.
- There is a rise in prominence of issues other than Unemployment, such that the top three are now of near-equal weighting. Poverty & social inequality emerges as a dominant economic concern (especially in developed countries) and worries about Financial/political corruption) is prevalent across the countries surveyed.
- Referring to other Ipsos studies, there is evidence that some concerns reported in the survey may be influenced by flawed perceptions of reality, for example around immigration and crime, and driven in part by the media.
- Early indications of increasing concern about environmental issues, which to date have failed to occupy a space amongst the top global concerns but are incrementally moving upwards in the ranks.

List of 17 things people worry:

Worry	% mentioning in 2016	% mentioning in 2017	% mentioning in 2018	Movement since 2016
1. Financial/political corruption	33%	34%	34%	↑ +1
2. Poverty & social inequality	33%	33%	33%	=
3. Unemployment	38%	36%	33%	↓ -5
4. Crime & violence	29%	29%	31%	↑ +2
5. Healthcare	21%	23%	24%	↑ +3
6. Education	19%	19%	20%	↑ +1
7. Taxes	16%	17%	18%	↑ +2
8. Moral decline	14%	15%	15%	↑ +1
9. Immigration control	13%	13%	14%	↑ +1
10. Terrorism	20%	20%	13%	↓ -7
11. Inflation	11%	10%	11%	=
12. Threats to the environment	9%	10%	11%	↑ +2
13. Climate Change	8%	9%	10%	↑ +2
14. Maintaining social programmes	10%	9%	9%	↓ -1
15. Rise to extremism	10%	10%	9%	↓ -5
16. Child obesity	3%	3%	4%	↑ +1
17. Access to edit	2%	2%	2%	=