

WORLD AFFAIRS: GLOBAL THREATS



Citizens of 28 Countries Assess Threats and Engagement in International Affairs

Dr. Darrell Bricker

November 2021

For more information, go to <https://www.ipsos.com/en/2021-hisf-global-threats-assessment>

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GAME CHANGERS



METHODOLOGY

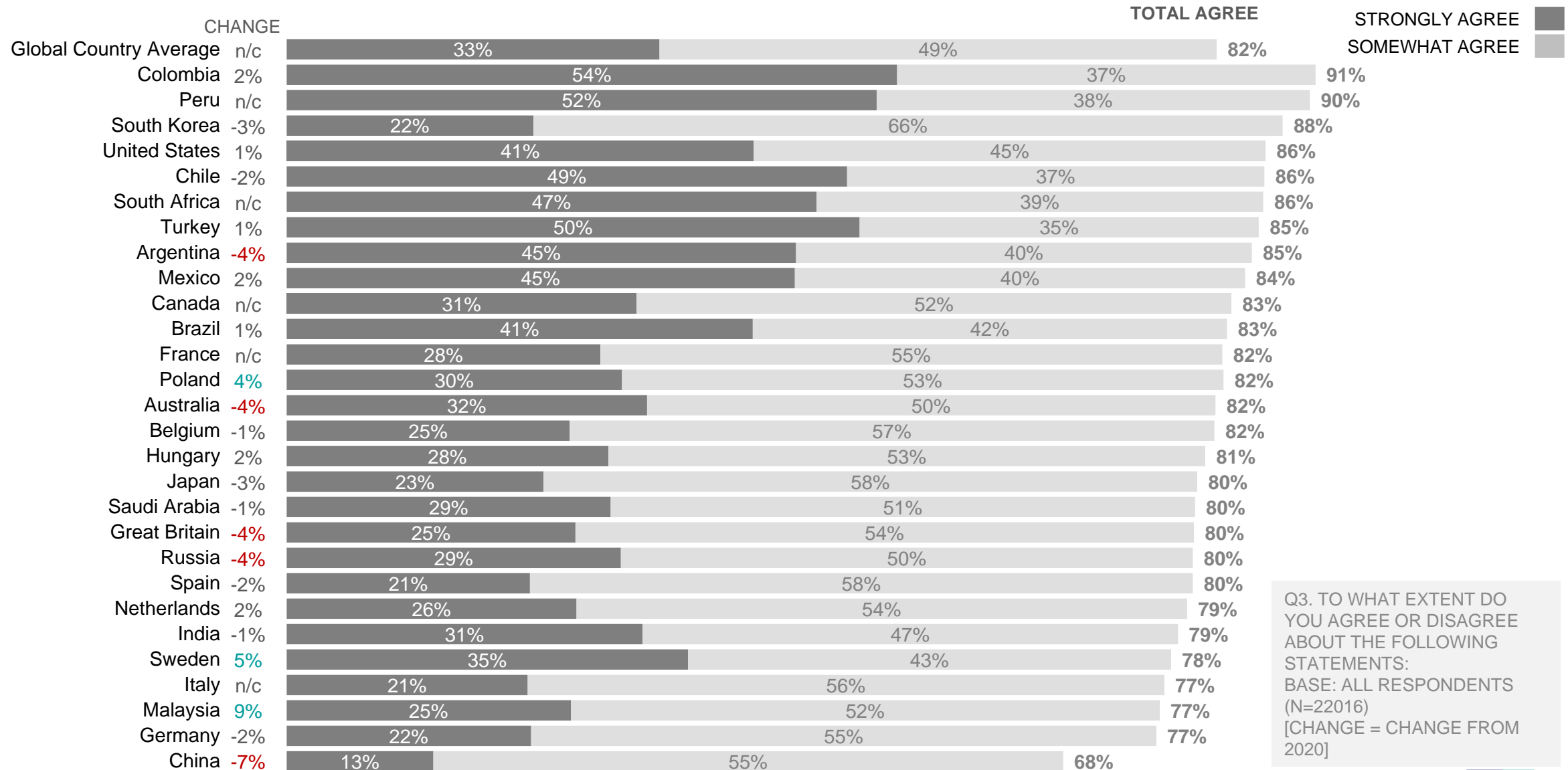
- These are the results of a 28-market survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 22,016 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, and 16-74 in 23 other markets between Friday, September 24 and Friday, October 8, 2021.
- The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, 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 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, 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 countries should be viewed as reflecting the views of the more “connected” segment of their population.
- The data is weighted so that each country’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.

GLOBAL THREATS ASSESSMENT

Citizens of 28 Countries Assess Threats and
Engagement in International Affairs

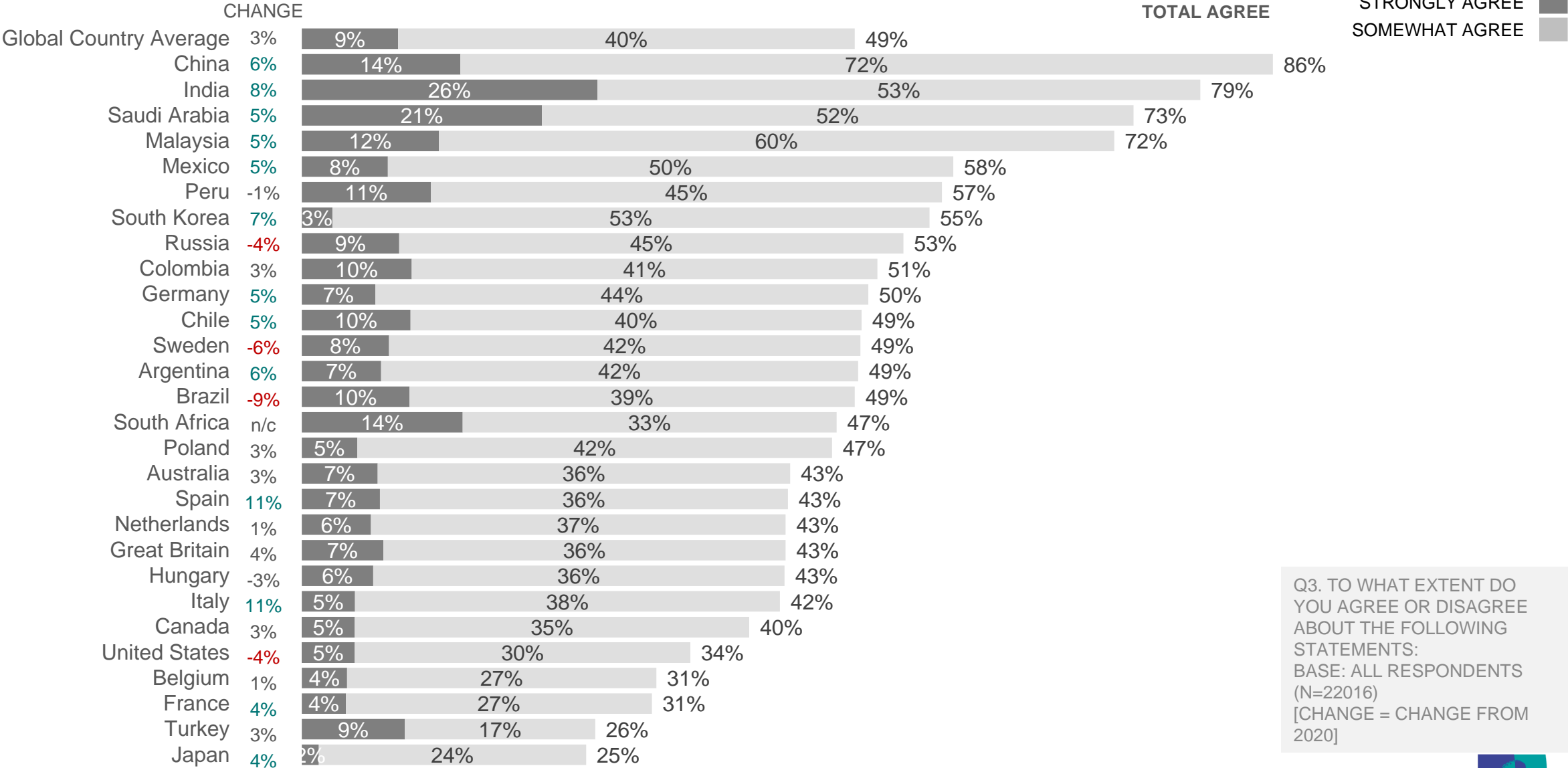
1

OVER THE LAST YEAR THE WORLD BECAME MORE DANGEROUS



Q3. TO WHAT EXTENT DO YOU AGREE OR DISAGREE ABOUT THE FOLLOWING STATEMENTS:
 BASE: ALL RESPONDENTS (N=22016)
 [CHANGE = CHANGE FROM 2020]

WHEN YOU REALLY THINK ABOUT IT, MORE THINGS ARE GETTING BETTER IN THE WORLD THESE DAYS THAN ARE GETTING WORSE



Q3. TO WHAT EXTENT DO YOU AGREE OR DISAGREE ABOUT THE FOLLOWING STATEMENTS:
 BASE: ALL RESPONDENTS (N=22016)
 [CHANGE = CHANGE FROM 2020]

Note: Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey tend to be more urban, educated, and/or affluent than the general population.



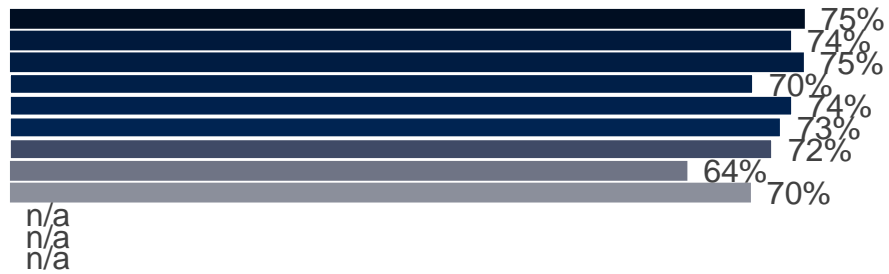
GLOBAL THREAT ASSESSMENT

TOP2BOX REAL THREAT (Very Real Threat/Somewhat Real Threat)

CHANGE FROM							
2020	2019	2018	2017	2016	2015	2014	

1% -1% 5% -4% 1% 1% 8%

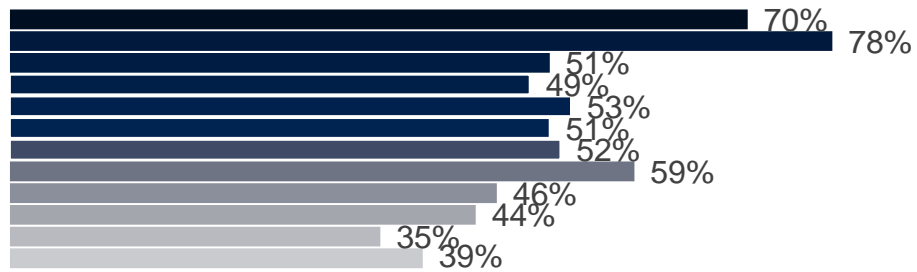
Being hacked for fraudulent or espionage purposes



- Oct 2021
- Sept 2020
- Sept 2019
- Nov 2018
- Oct 2017
- Oct 2016
- Oct 2015
- Oct 2014
- Oct 2013
- Sept 2012
- May 2011
- Aug 2010

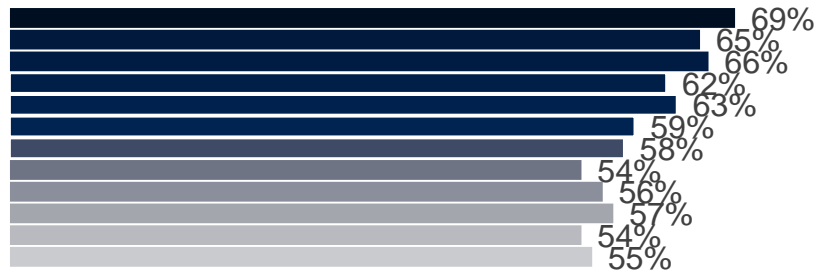
-8% 27% 2% -4% 2% -1% -7%

Major Health Epidemic in Your Country



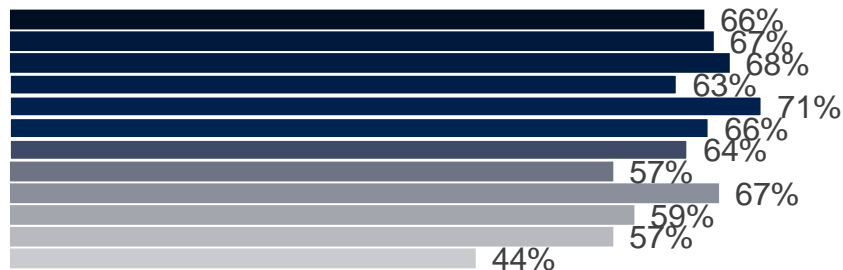
4% -1% 4% -1% 4% 1% 4%

Major Natural Disaster in Your Country



-1% -1% 5% -8% 5% 2% 7%

Nuclear / Chemical Attack in the World



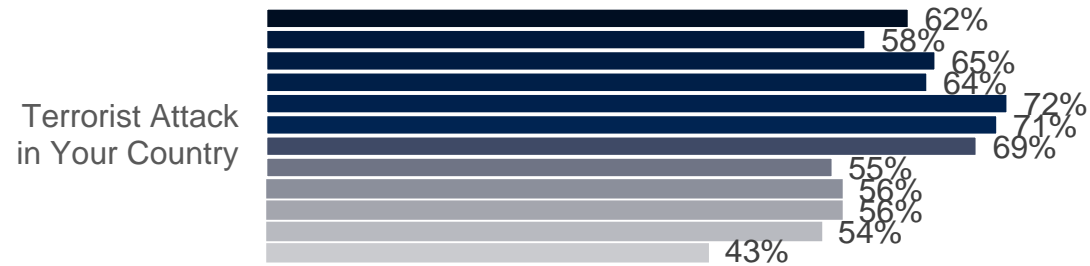
1A. HOW REAL DO YOU FEEL THE THREAT IS OF ANY OF THE FOLLOWING HAPPENING IN THE NEXT TWELVE MONTHS? (SELECT ONE FOR EACH)
BASE: EXCLUDING CHINA
2021 (N=20515)

GLOBAL THREAT ASSESSMENT

TOP2BOX REAL THREAT (Very Real Threat/Somewhat Real Threat)

CHANGE FROM						
2020	2019	2018	2017	2016	2015	2014

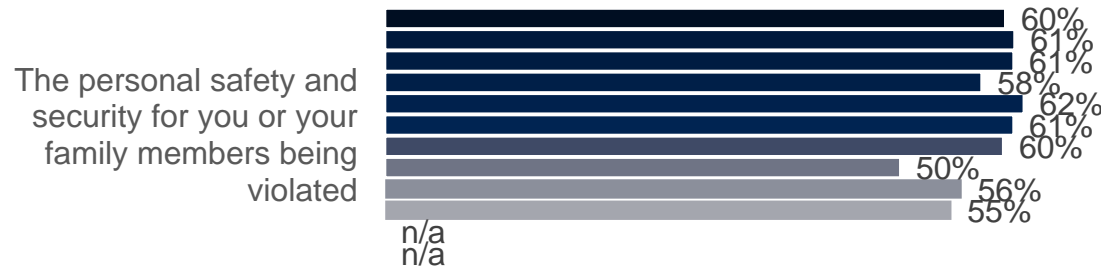
4% -7% 1% -8% 1% 2% 14%



Terrorist Attack in Your Country

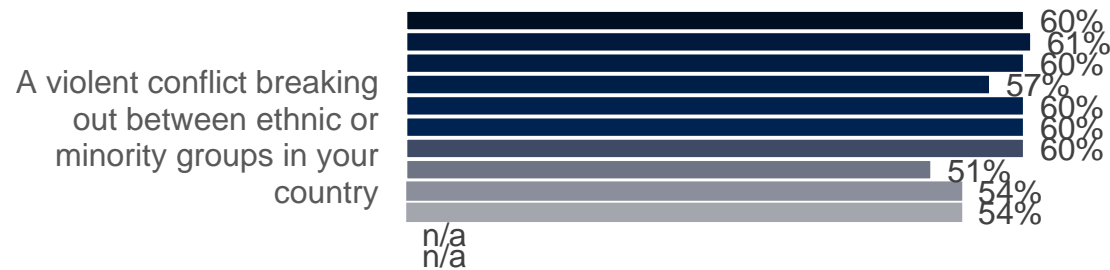
- Oct 2021
- Sept 2020
- Sept 2019
- Nov 2018
- Oct 2017
- Oct 2016
- Oct 2015
- Oct 2014
- Oct 2013
- Sept 2012
- May 2011
- Aug 2010

-1% n/c 3% -4% 1% 1% 10%



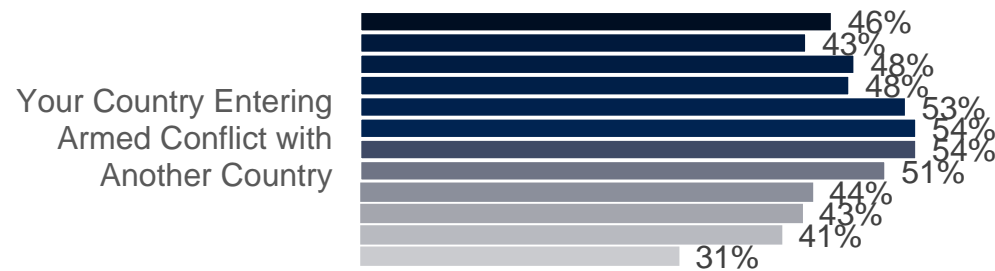
The personal safety and security for you or your family members being violated

-1% 1% 3% -3% n/c n/c 9%



A violent conflict breaking out between ethnic or minority groups in your country

3% -5% n/c -5% -1% n/c 3%

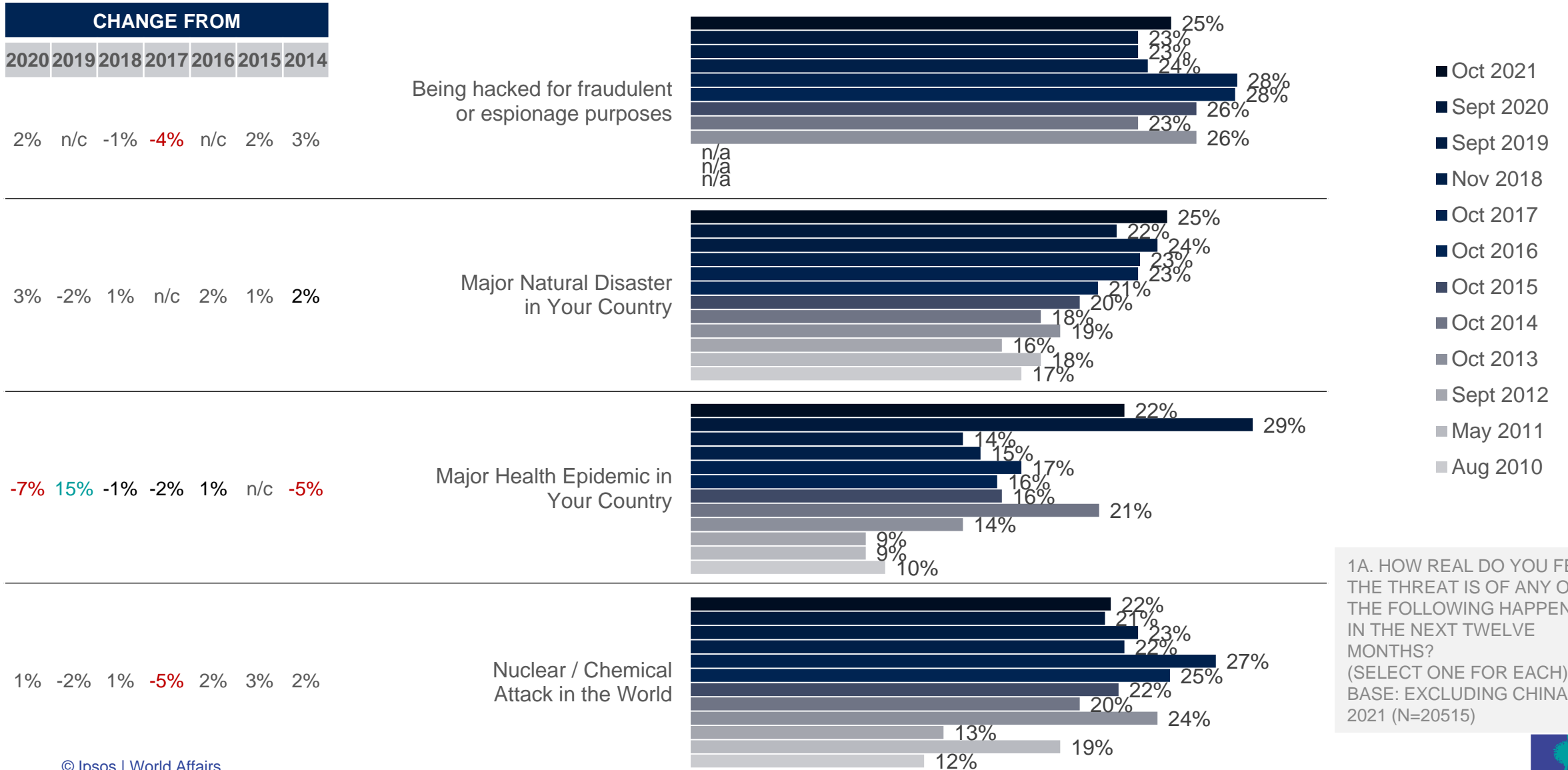


Your Country Entering Armed Conflict with Another Country

1A. HOW REAL DO YOU FEEL THE THREAT IS OF ANY OF THE FOLLOWING HAPPENING IN THE NEXT TWELVE MONTHS? (SELECT ONE FOR EACH)
BASE: EXCLUDING CHINA
2021 (N=20515)

GLOBAL THREAT ASSESSMENT

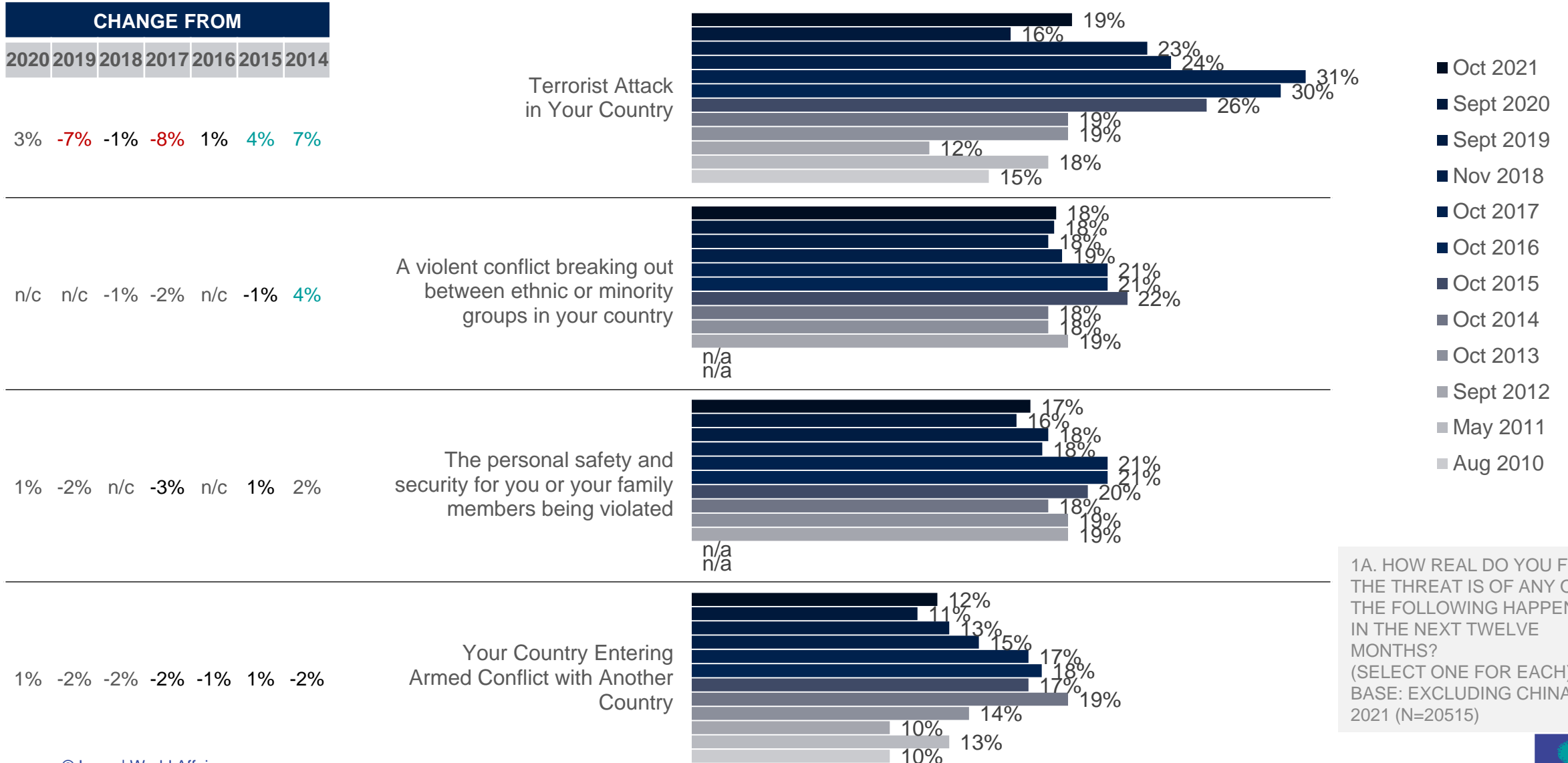
TOPBOX REAL THREAT (Very Real Threat)



1A. HOW REAL DO YOU FEEL THE THREAT IS OF ANY OF THE FOLLOWING HAPPENING IN THE NEXT TWELVE MONTHS?
(SELECT ONE FOR EACH)
BASE: EXCLUDING CHINA
2021 (N=20515)

GLOBAL THREAT ASSESSMENT

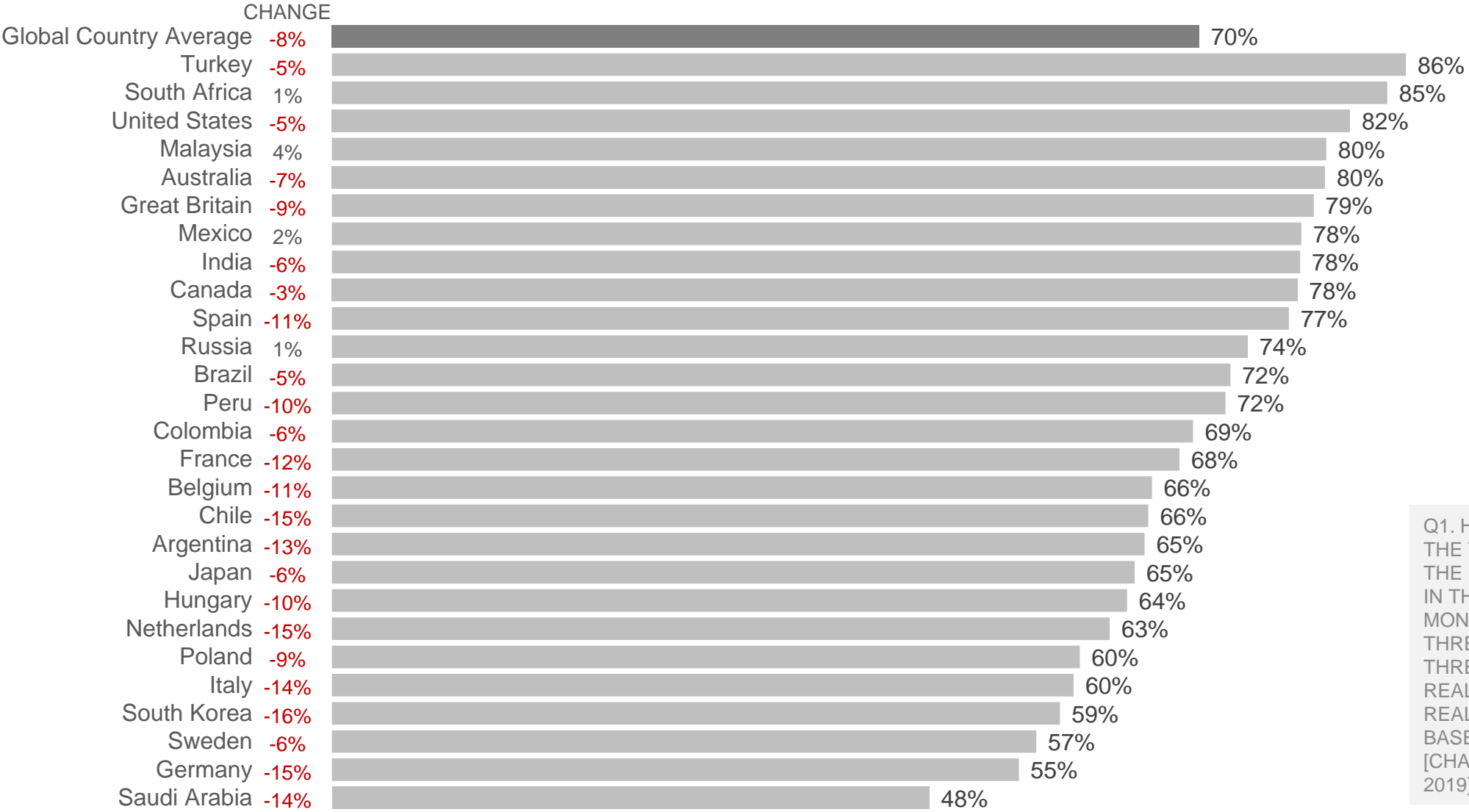
TOPBOX REAL THREAT (Very Real Threat)



1A. HOW REAL DO YOU FEEL THE THREAT IS OF ANY OF THE FOLLOWING HAPPENING IN THE NEXT TWELVE MONTHS?
(SELECT ONE FOR EACH)
BASE: EXCLUDING CHINA
2021 (N=20515)

A MAJOR HEALTH EPIDEMIC BREAKING OUT IN YOUR COUNTRY

TOP2BOX REAL THREAT (Very Real Threat/Somewhat Real Threat)



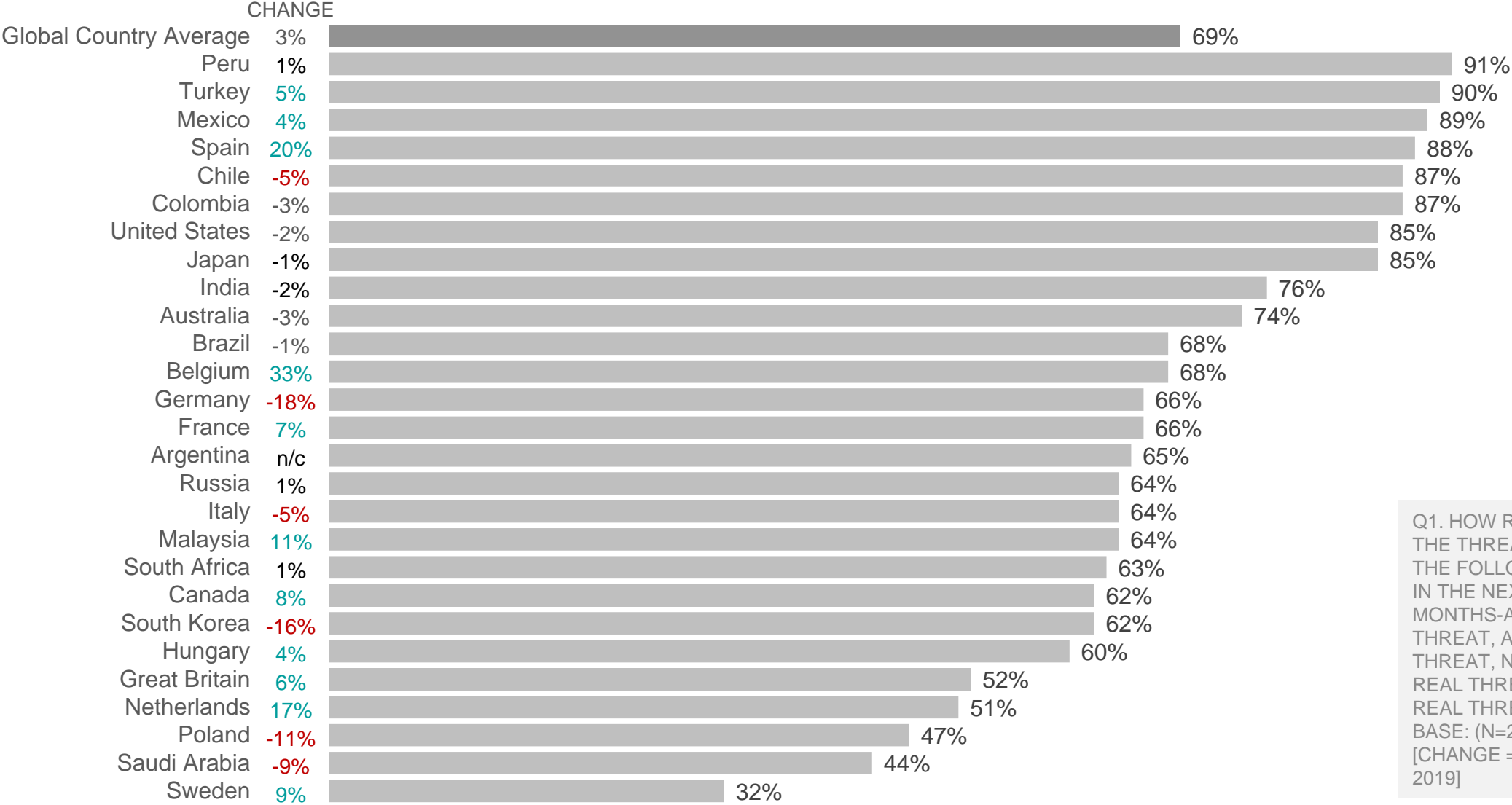
Q1. HOW REAL DO YOU FEEL THE THREAT IS OF ANY OF THE FOLLOWING HAPPENING IN THE NEXT TWELVE MONTHS-A VERY REAL THREAT, A SOMEWHAT REAL THREAT, NOT MUCH OF A REAL THREAT OR NOT A REAL THREAT AT ALL?
 BASE: (N=21016)
 [CHANGE = CHANGE FROM 2019]

Note: Online samples in Brazil, Chile, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey tend to be more urban, educated, and/or affluent than the general population.



A MAJOR NATURAL DISASTER OCCURRING IN YOUR COUNTRY

TOP2BOX REAL THREAT (Very Real Threat/Somewhat Real Threat)



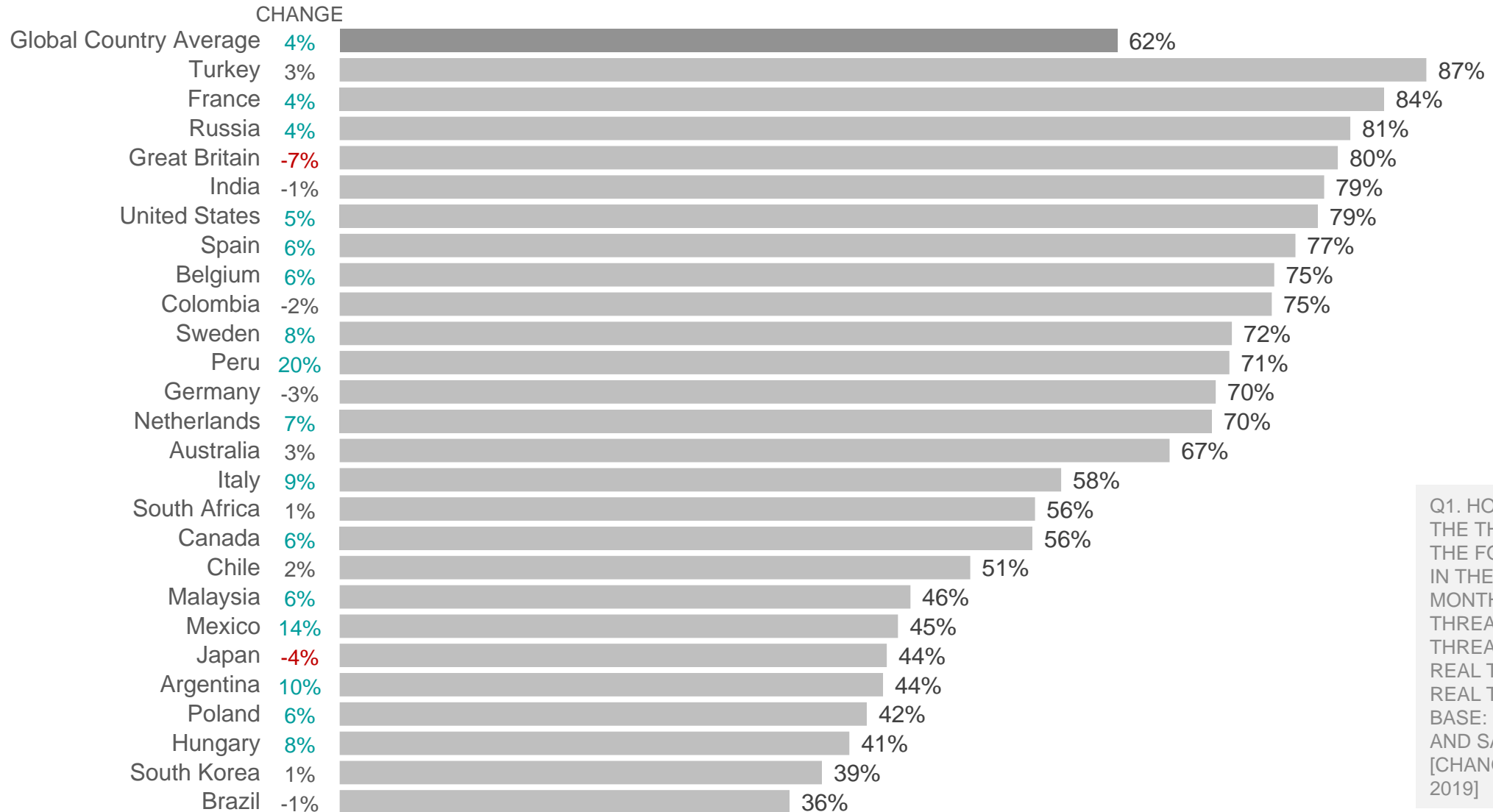
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Note: Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey tend to be more urban, educated, and/or affluent than the general population.



A TERRORIST ATTACK TAKING PLACE IN YOUR COUNTRY

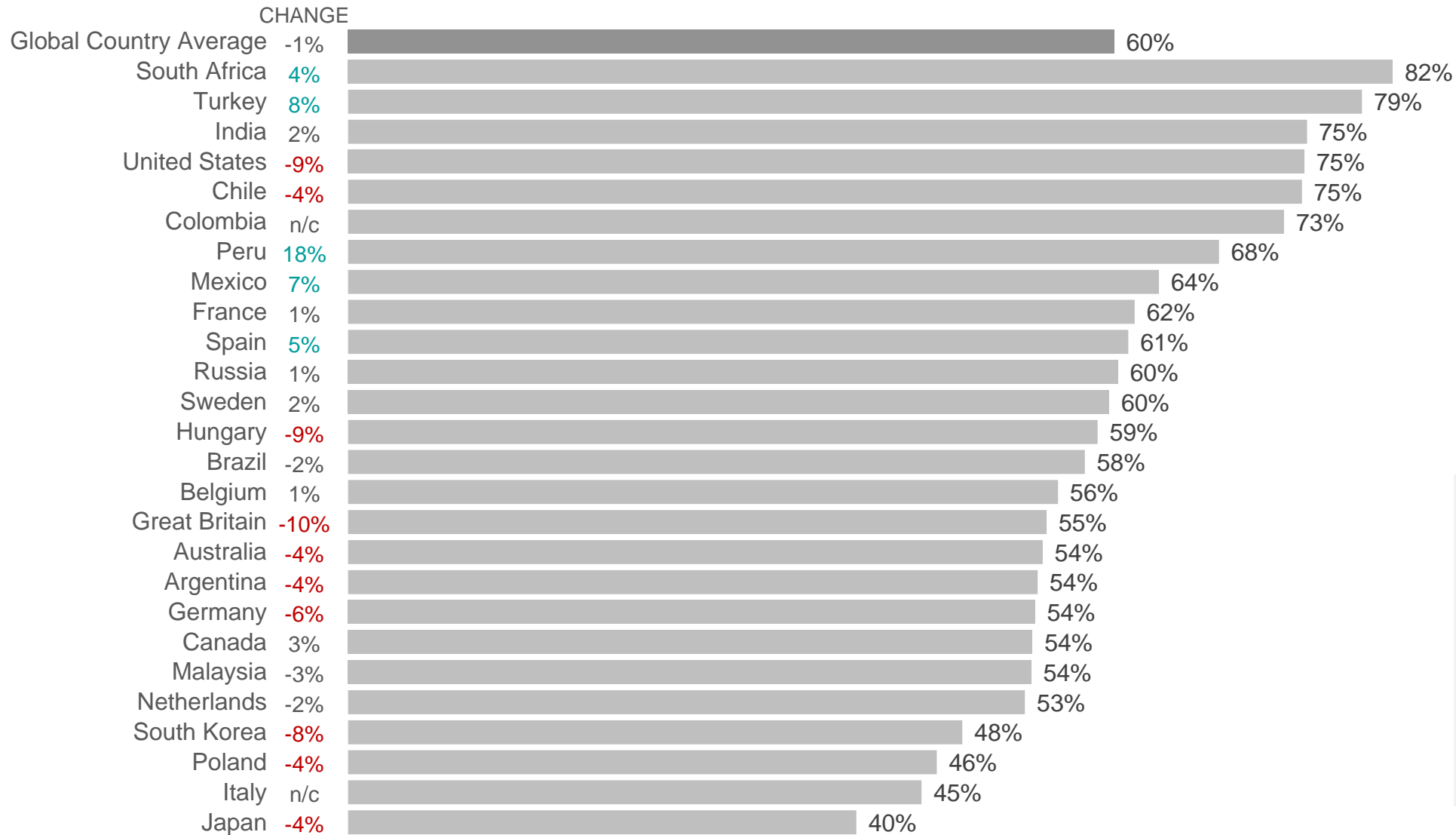
TOP2BOX REAL THREAT (Very Real Threat/Somewhat Real Threat)



Q1. HOW REAL DO YOU FEEL THE THREAT IS OF ANY OF THE FOLLOWING HAPPENING IN THE NEXT TWELVE MONTHS-A VERY REAL THREAT, A SOMEWHAT REAL THREAT, NOT MUCH OF A REAL THREAT OR NOT A REAL THREAT AT ALL?
 BASE: EXCLUDING CHINA AND SAUDI ARABIA (N=20515)
 [CHANGE = CHANGE FROM 2019]

A VIOLENT CONFLICT BREAKING OUT BETWEEN ETHNIC OR MINORITY GROUPS IN YOUR COUNTRY

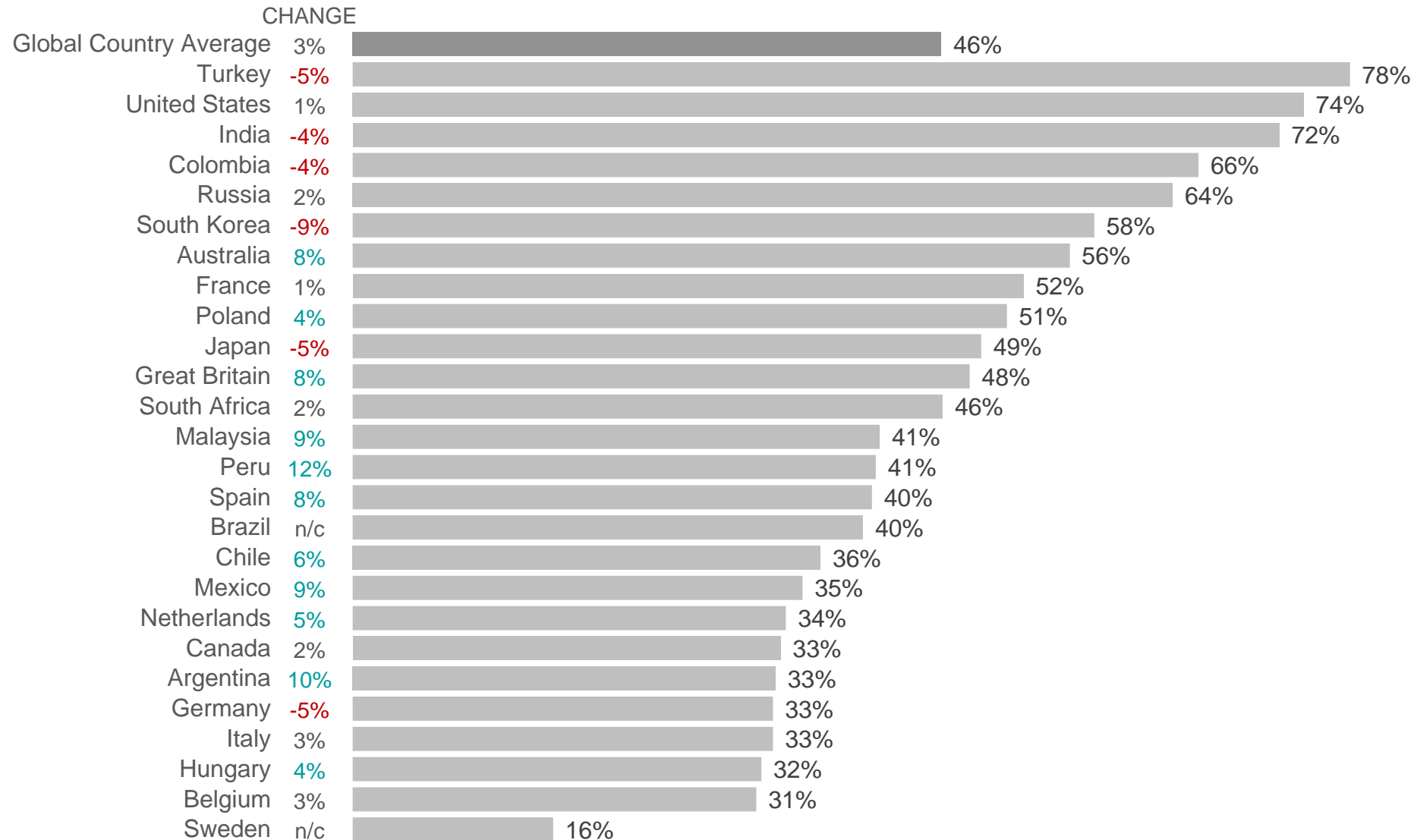
TOP2BOX REAL THREAT (Very Real Threat/Somewhat Real Threat)



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 BASE: EXCLUDING CHINA AND SAUDI ARABIA (N=20515)
 [CHANGE = CHANGE FROM 2020]

YOUR COUNTRY BEING INVOLVED IN AN ARMED CONFLICT WITH ANOTHER NATION

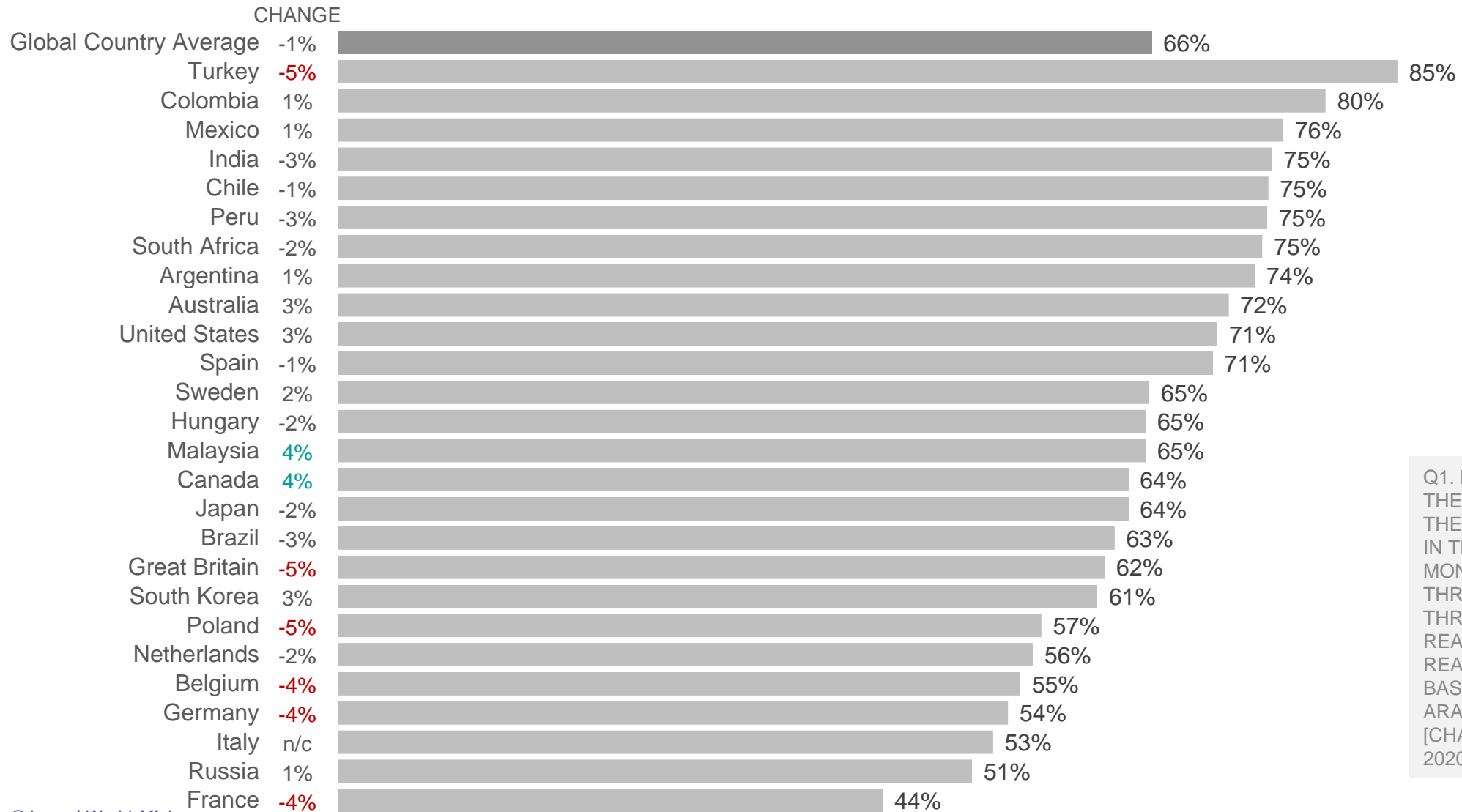
TOP2BOX REAL THREAT (Very Real Threat/Somewhat Real Threat)



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 BASE: EXCLUDING CHINA AND SAUDI ARABIA (N=20515)
 [CHANGE = CHANGE FROM 2020]

A NUCLEAR, BIOLOGICAL OR CHEMICAL ATTACK TAKING PLACE SOMEWHERE IN THE WORLD

TOP2BOX REAL THREAT (Very Real Threat/Somewhat Real Threat)



Q1. HOW REAL DO YOU FEEL THE THREAT IS OF ANY OF THE FOLLOWING HAPPENING IN THE NEXT TWELVE MONTHS-A VERY REAL THREAT, A SOMEWHAT REAL THREAT, NOT MUCH OF A REAL THREAT OR NOT A REAL THREAT AT ALL?
 BASE: EXCLUDING SAUDI ARABIA (N=20515)
 [CHANGE = CHANGE FROM 2020]

BEING HACKED FOR FRAUDULENT OR ESPIONAGE PURPOSES

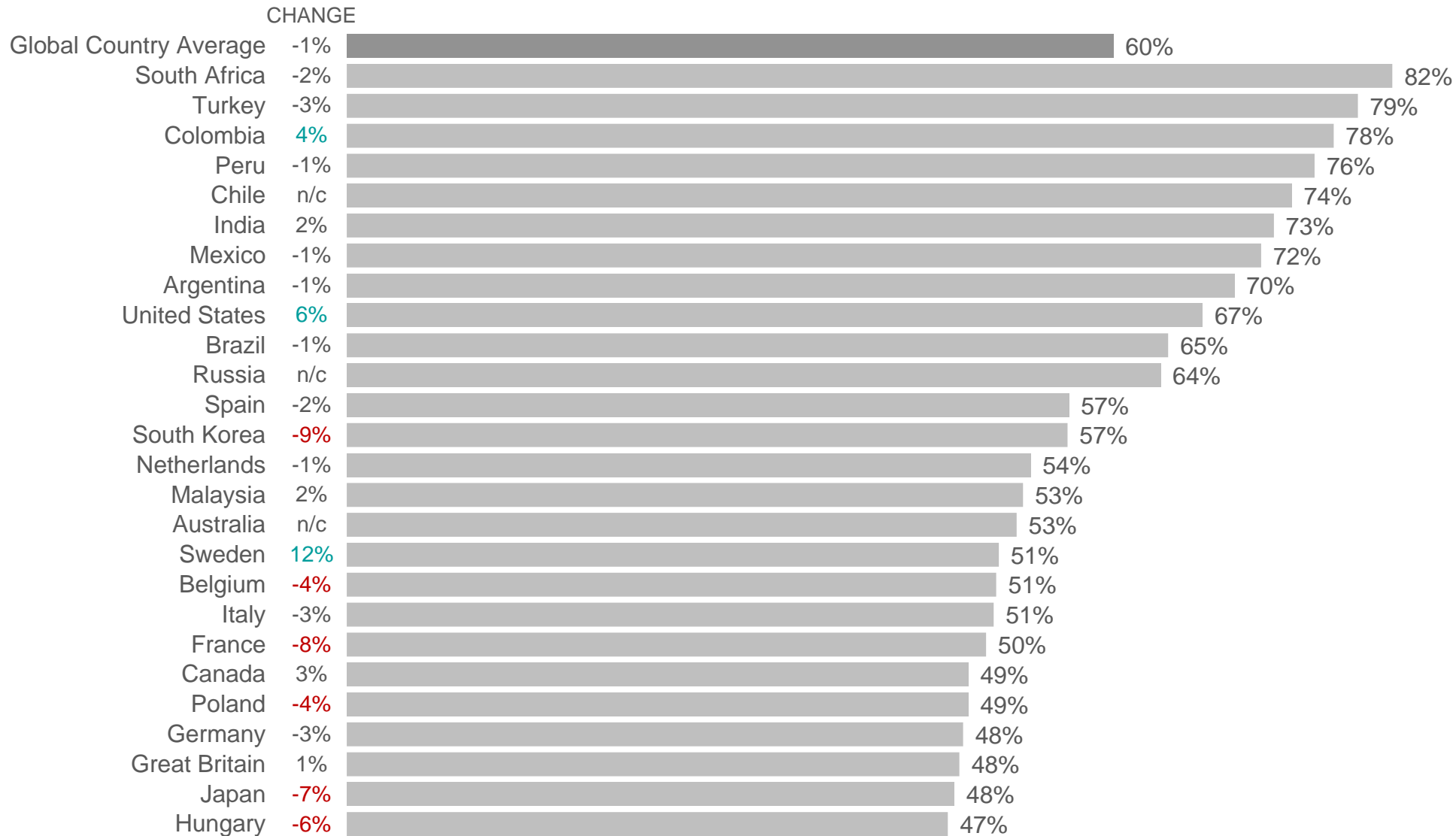
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 BASE: EXCLUDING SAUDI ARABIA (N=20515)
 [CHANGE = CHANGE FROM 2020]

THE PERSONAL SAFETY AND SECURITY FOR YOU AND YOUR FAMILY MEMBERS BEING VIOLATED

TOP2BOX REAL THREAT (Very Real Threat/Somewhat Real Threat)



Q1. HOW REAL DO YOU FEEL THE THREAT IS OF ANY OF THE FOLLOWING HAPPENING IN THE NEXT TWELVE MONTHS-A VERY REAL THREAT, A SOMEWHAT REAL THREAT, NOT MUCH OF A REAL THREAT OR NOT A REAL THREAT AT ALL?
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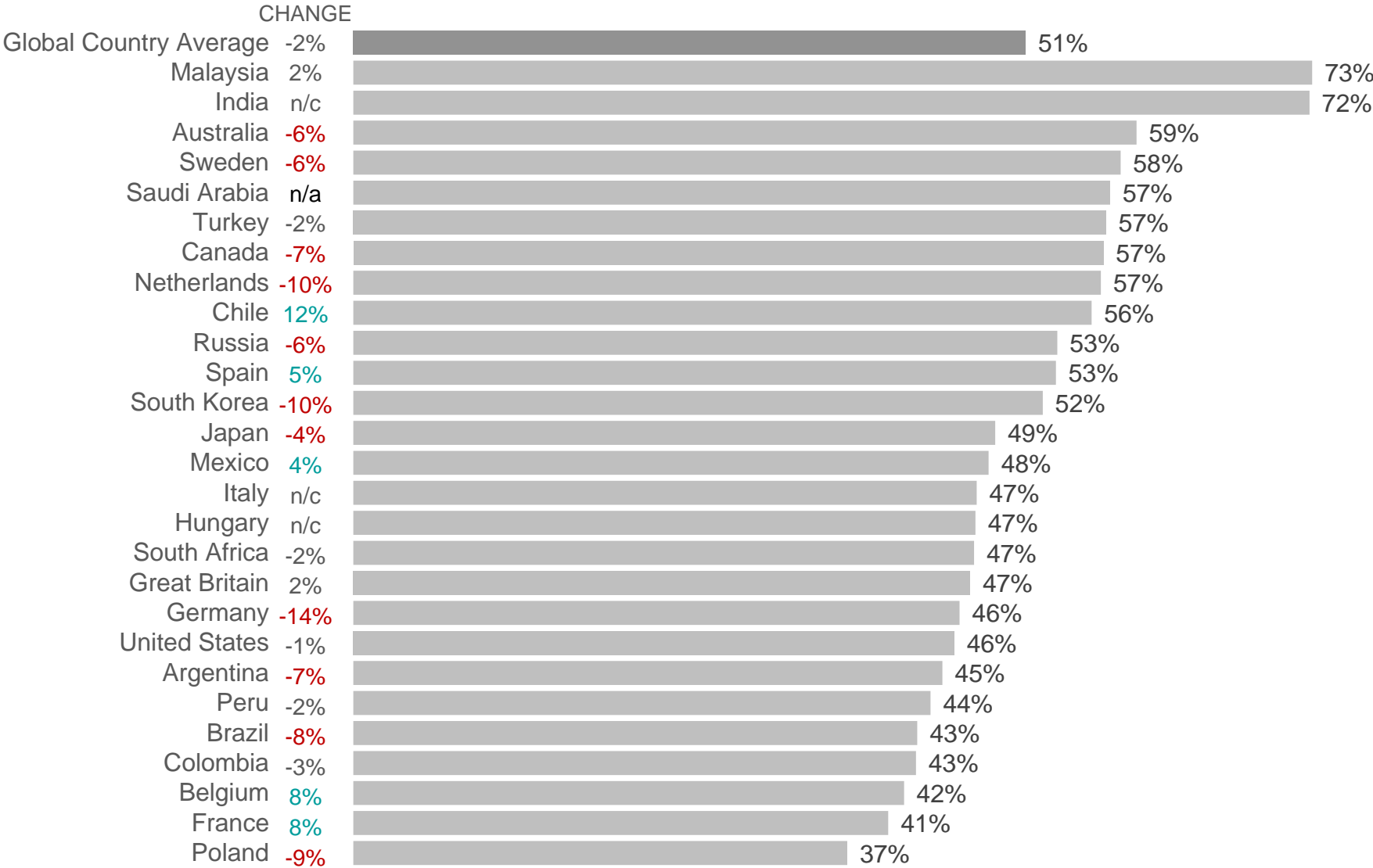
CONFIDENCE IN RESPONSE TO THREATS

Citizens of 28 Countries Assess Threats and
Engagement in International Affairs

2

A MAJOR HEALTH EPIDEMIC BREAKING OUT IN YOUR COUNTRY

TOP2BOX CONFIDENT (Very Confident/Somewhat Confident)

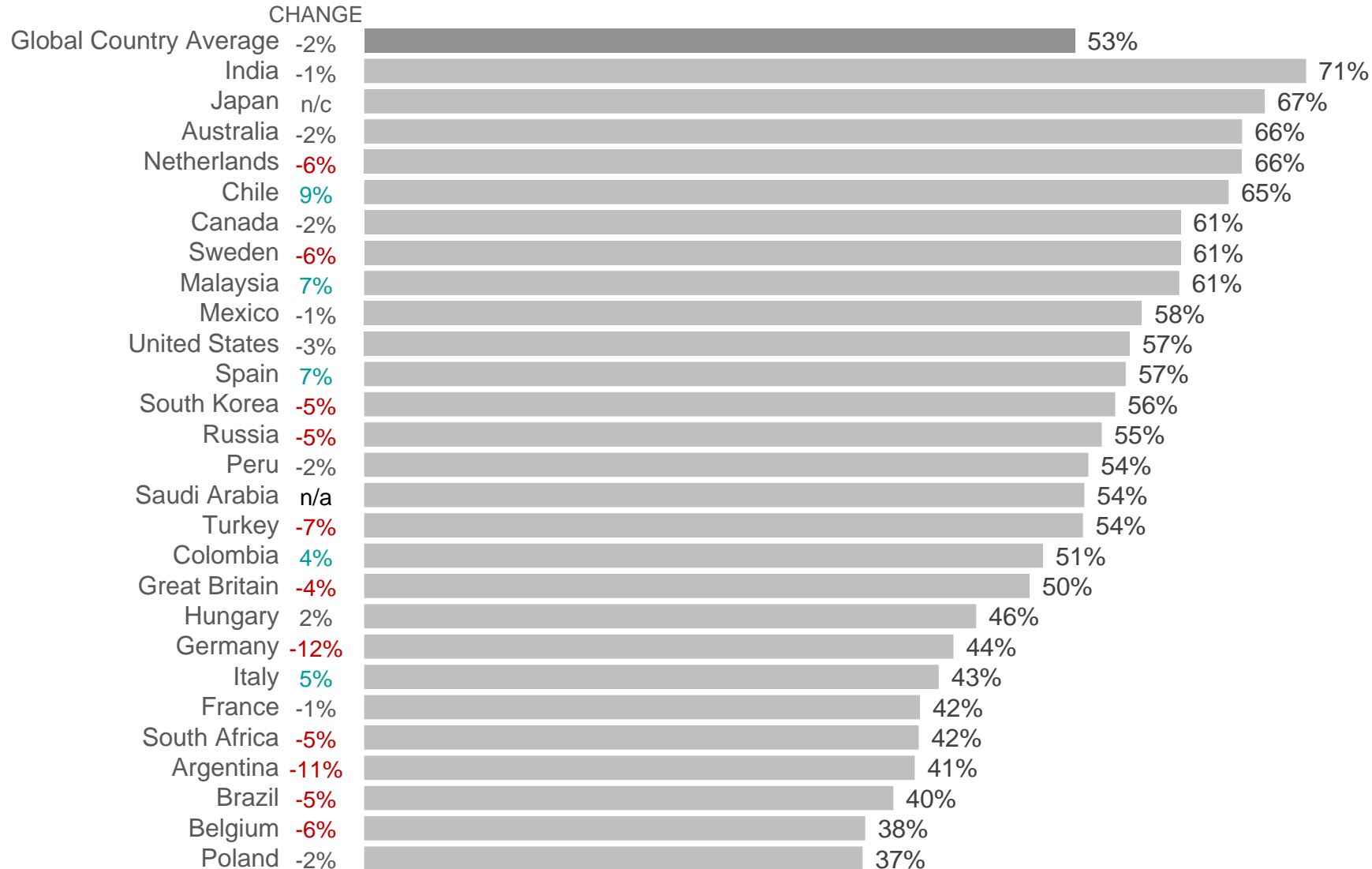


Q.2. AND, IF ANY OF THE FOLLOWING WERE TO HAPPEN IN THE NEXT TWELVE MONTHS, HOW CONFIDENT ARE YOU THAT THE APPROPRIATE LEVELS OF SECURITY AND PROTECTION COULD BE PROVIDED BY YOUR GOVERNMENT OR ITS AGENCIES COULD RESPOND EFFECTIVELY TO?
 BASE: (N=20515)
 [CHANGE = CHANGE FROM 2020]



A MAJOR NATURAL DISASTER OCCURRING IN YOUR COUNTRY

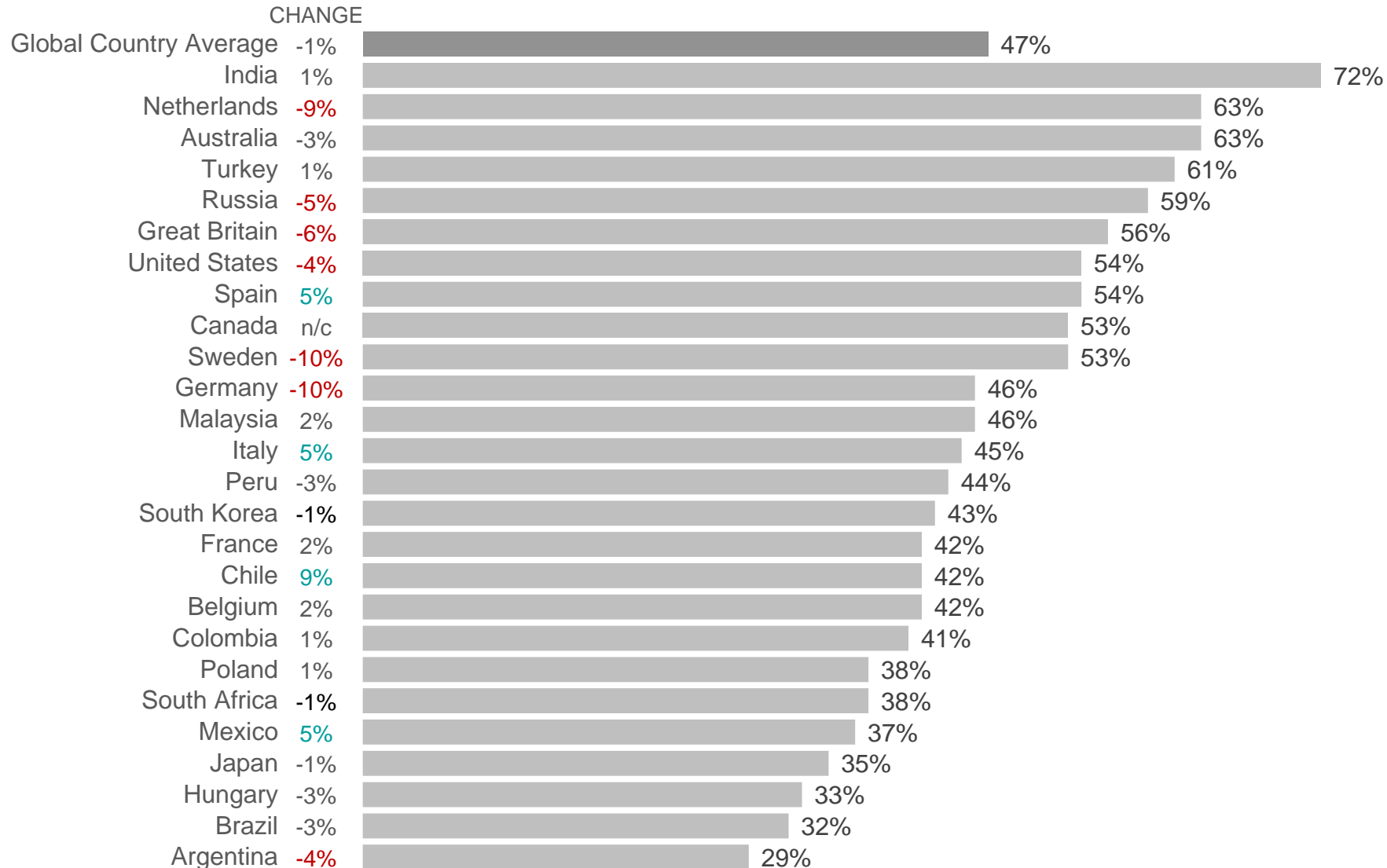
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 BASE: (N=20515)
 [CHANGE = CHANGE FROM 2020]

A TERRORIST ATTACK TAKING PLACE IN YOUR COUNTRY

TOP2BOX CONFIDENT (Very Confident/Somewhat Confident)

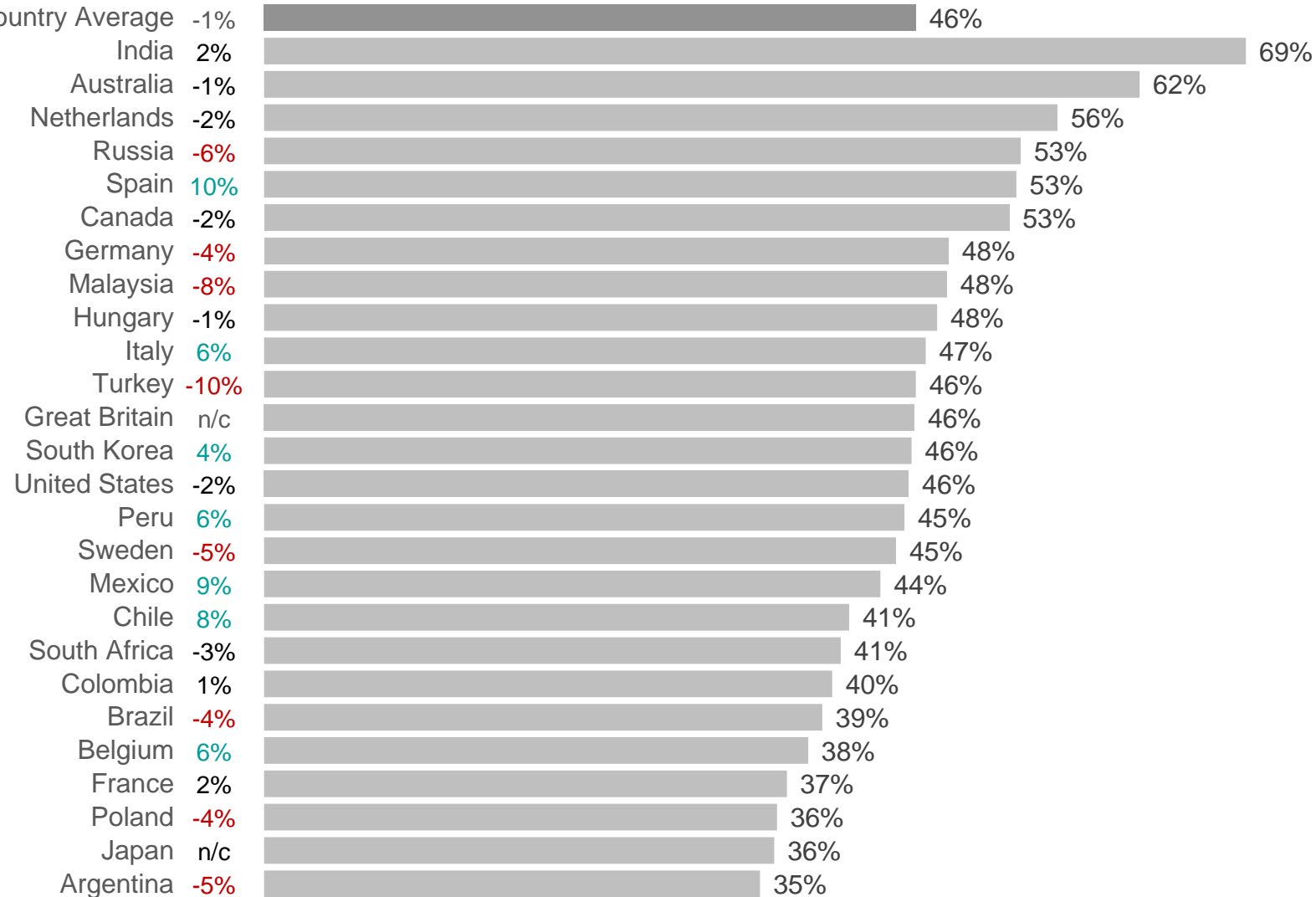


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 BASE: EXCLUDING CHINA AND SAUDI ARABIA (N=20515)
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A VIOLENT CONFLICT BREAKING OUT BETWEEN ETHNIC OR MINORITY GROUPS IN YOUR COUNTRY

TOP2BOX CONFIDENT (Very Confident/Somewhat Confident)

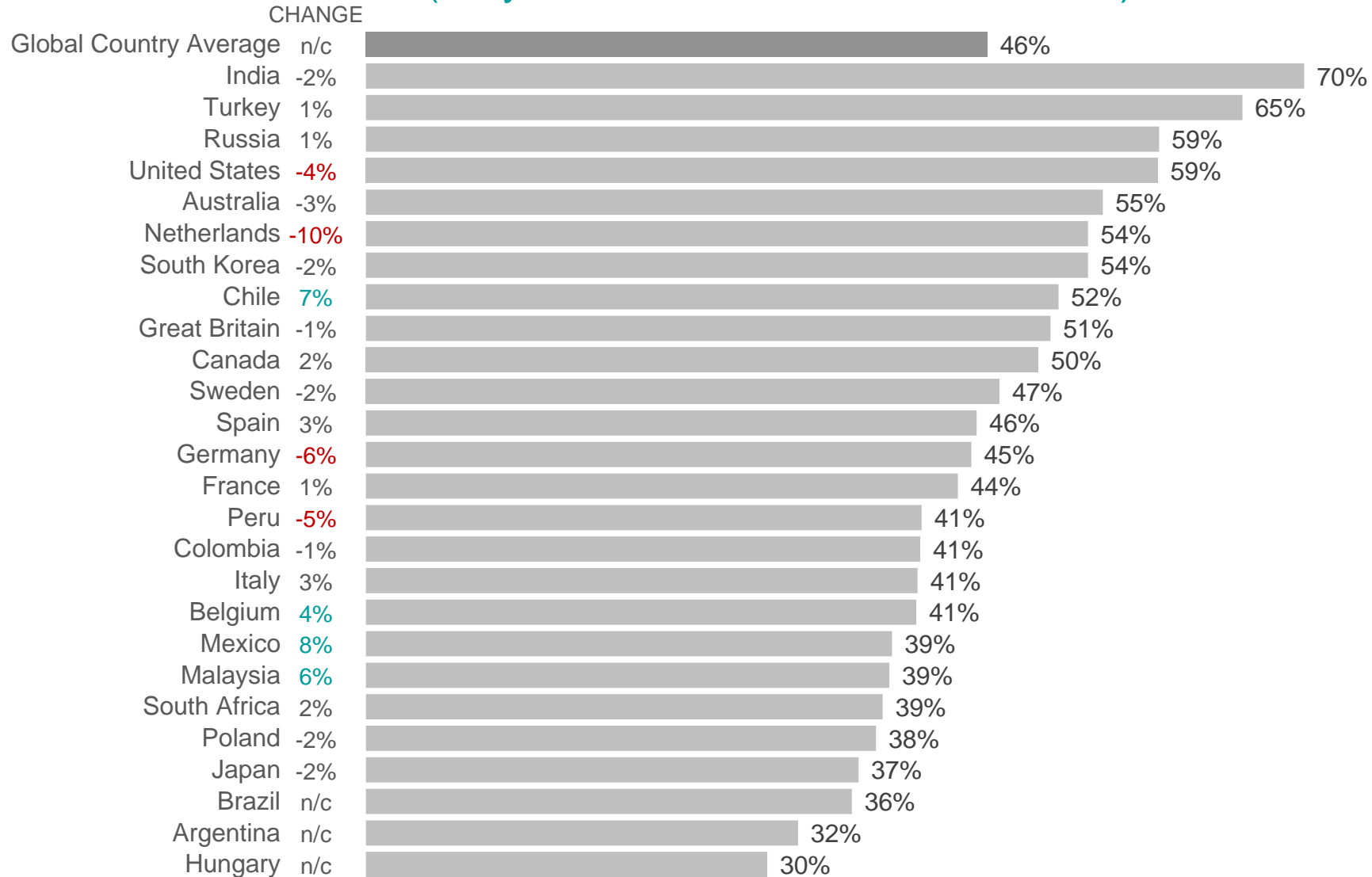
CHANGE



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YOUR COUNTRY BEING INVOLVED IN AN ARMED CONFLICT WITH ANOTHER NATION

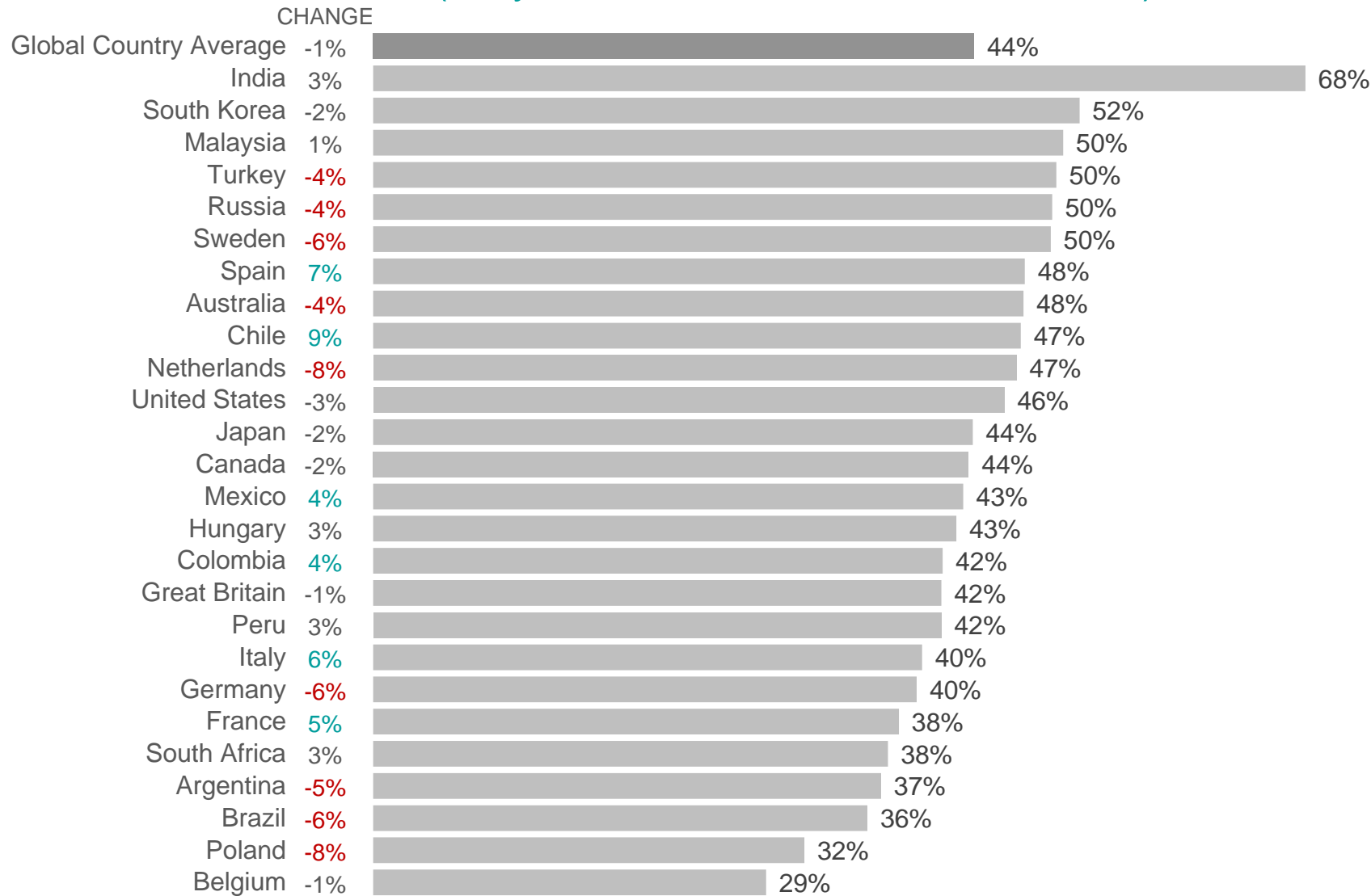
TOP2BOX CONFIDENT (Very Confident/Somewhat Confident)



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A NUCLEAR, BIOLOGICAL OR CHEMICAL ATTACK TAKING PLACE SOMEWHERE IN THE WORLD

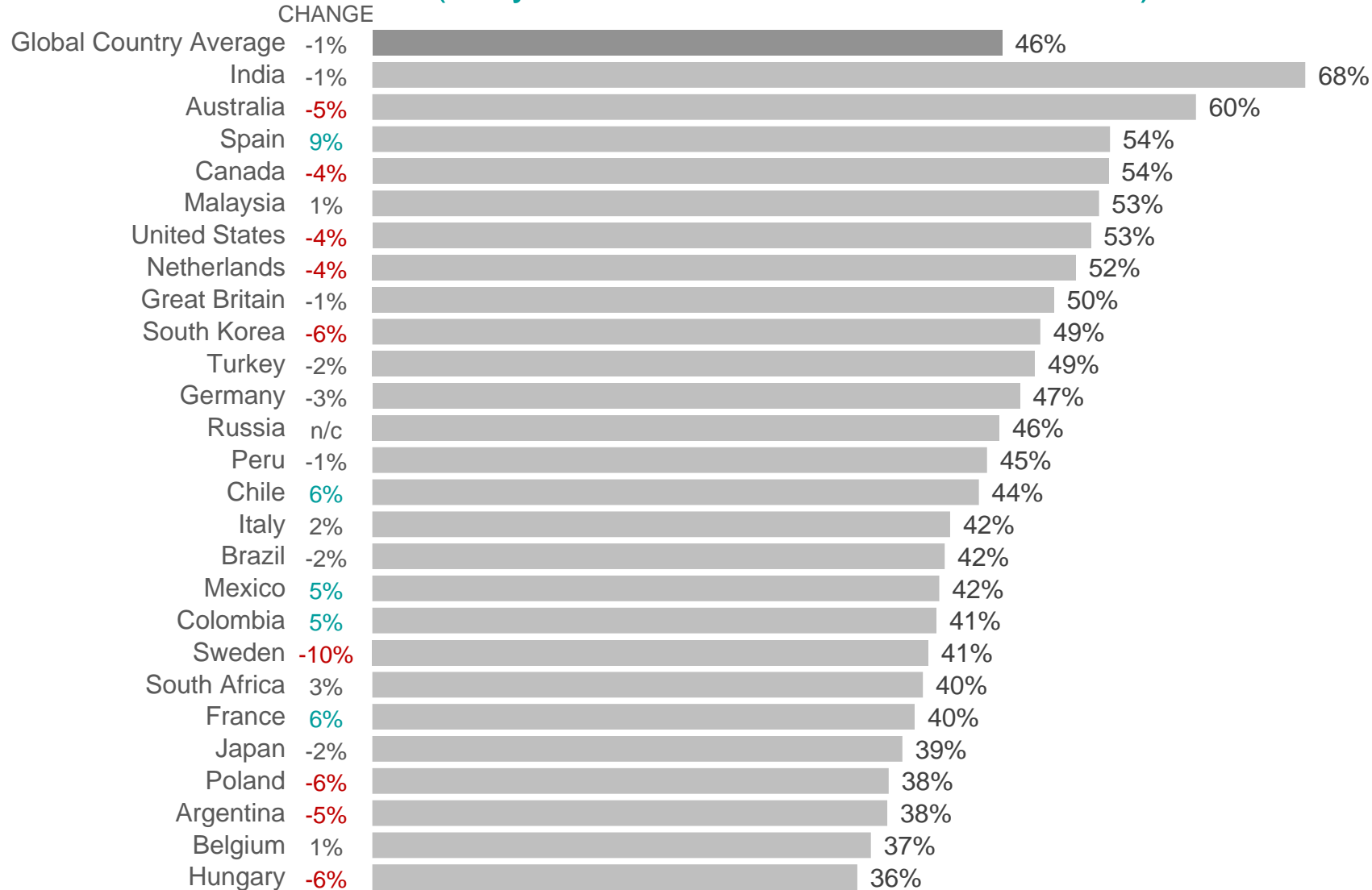
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THE PERSONAL SAFETY AND SECURITY OF YOU OR YOUR FAMILY BEING VIOLATED

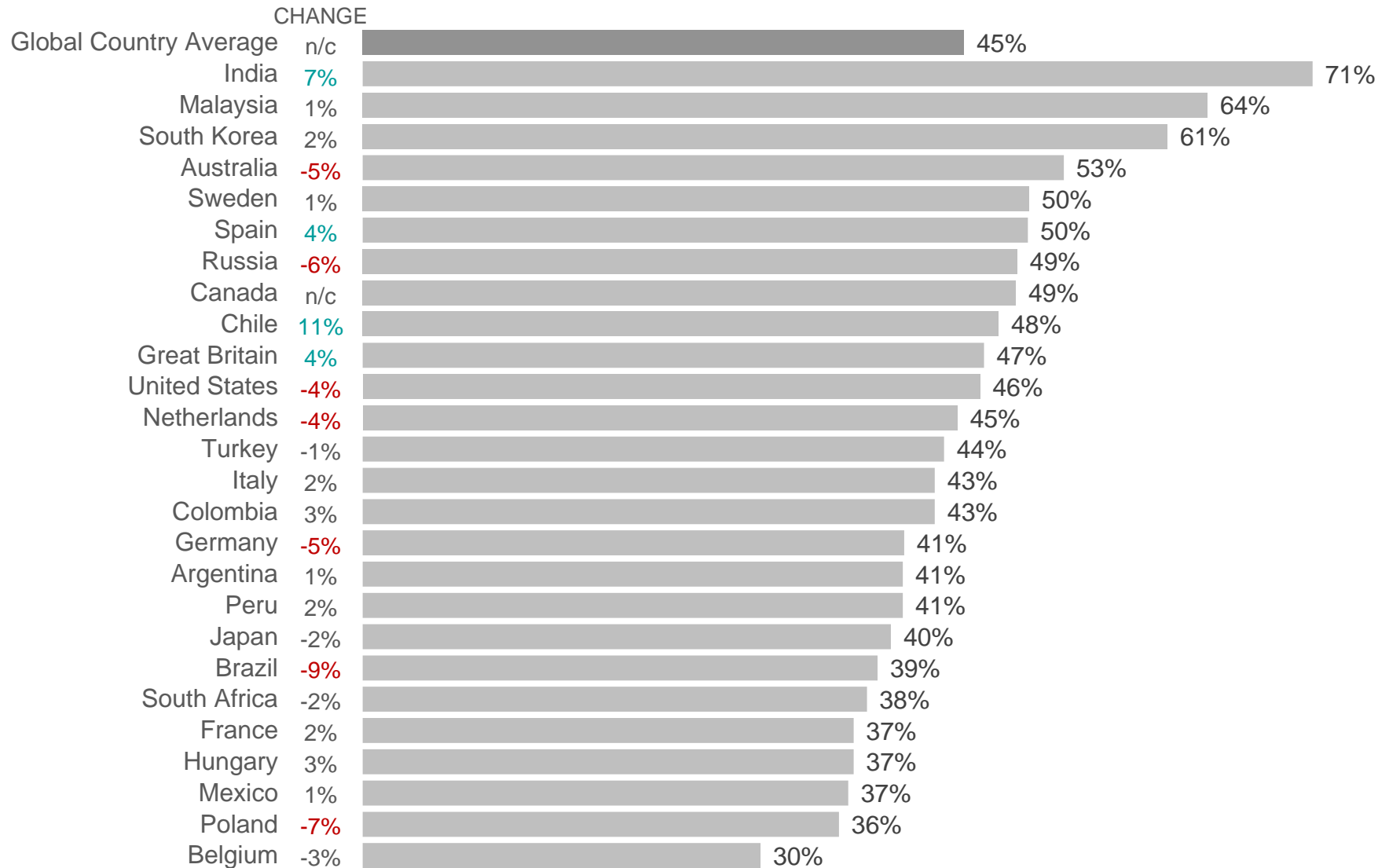
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 BASE: EXCLUDING CHINA AND SAUDI ARABIA (N=20515)
 [CHANGE = CHANGE FROM 2020]

HACKING INTO YOUR PUBLIC, PRIVATE OR PERSONAL INFO SYSTEM FOR FRAUDULENT OR ESPIONAGE PURPOSES

TOP2BOX CONFIDENT (Very Confident/Somewhat Confident)



Q.2. AND, IF ANY OF THE FOLLOWING WERE TO HAPPEN IN THE NEXT TWELVE MONTHS, HOW CONFIDENT ARE YOU THAT THE APPROPRIATE LEVELS OF SECURITY AND PROTECTION COULD BE PROVIDED BY YOUR GOVERNMENT OR ITS AGENCIES COULD RESPOND EFFECTIVELY TO?
 BASE: EXCLUDING SAUDI ARABIA (N=20515)
 [CHANGE = CHANGE FROM 2020]

GLOBAL GAP BETWEEN PRIORITY OF THREAT AND LEVEL OF PREPARATION

3

Citizens of 28 Countries Assess Threats and
Engagement in International Affairs

GLOBAL GAP BETWEEN PRIORITY OF THREAT AND LEVEL OF PREPARATION

TOP2BOX (THREAT | CONFIDENT)

GLOBAL	GAP*	CHANGE FROM 2020
Your country being involved in an armed conflict with another nation	1%	-3%
A major natural disaster occurring in your country**	-15%	-5%
A terrorist attack taking place in your country	-16%	-5%
A violent conflict breaking out between ethnic or minority groups in your country	-14%	n/c
The personal safety and security for you or your family members being violated	-14%	n/c
A nuclear, biological or chemical attack taking place somewhere in the world	-22%	n/c
A major health epidemic breaking out in your country**	-19%	6%
Some person, organization or country hacking into either your public, private or personal information system for fraudulent or espionage purposes	-30%	-2%

* Level of perceived preparation minus level of concern.

** Saudi Arabia not included in the GAP calculation.

THANK YOU



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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.

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IPS:FP
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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.