

WHAT WORRIES THE WORLD

Global summary report

October 2020



GAME CHANGERS



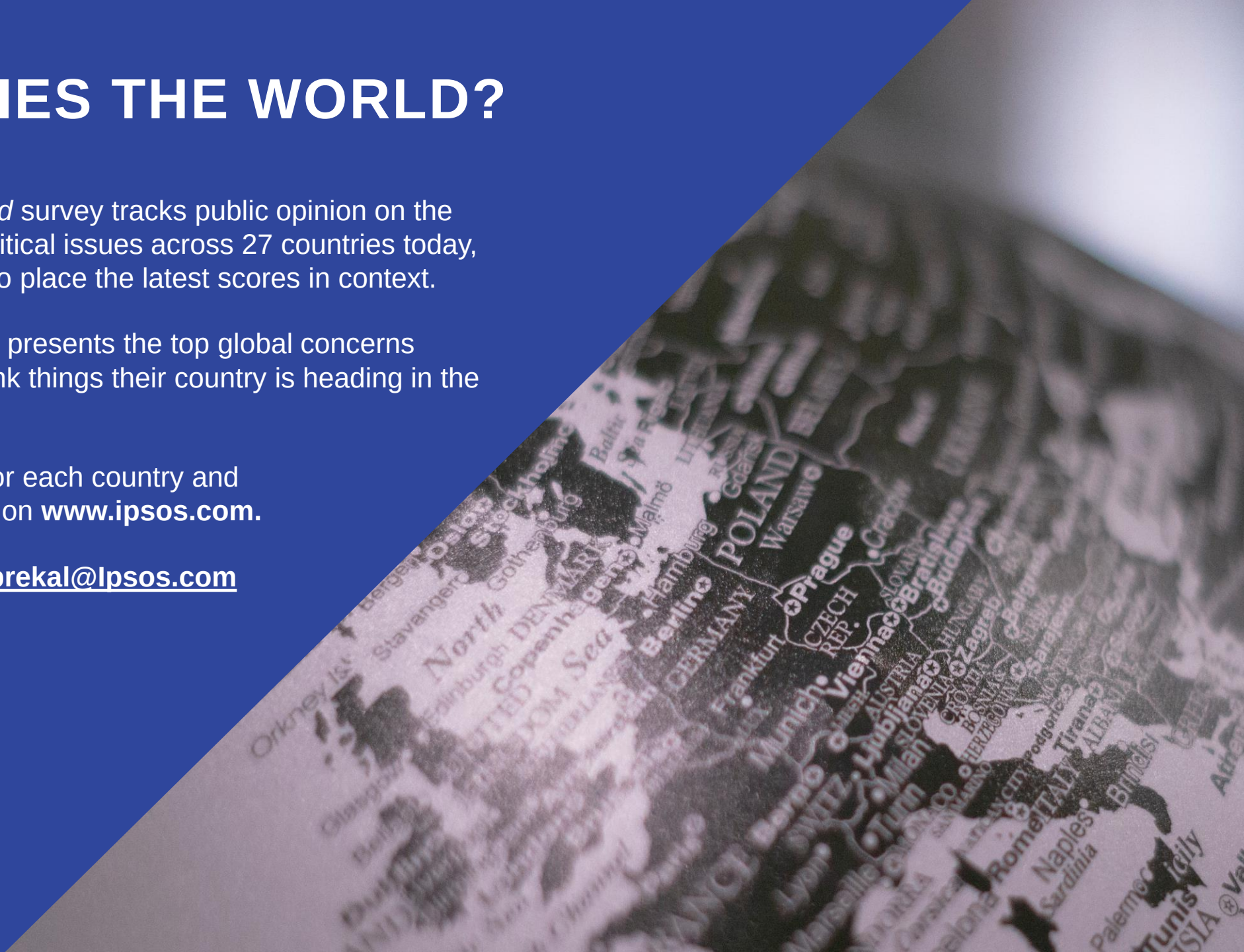
WHAT WORRIES THE WORLD?

Ipsos' *What Worries the World* survey tracks public opinion on the most important social and political issues across 27 countries today, drawing on 10 years of data to place the latest scores in context.

This **global summary report** presents the top global concerns alongside whether people think things their country is heading in the right or wrong direction.

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

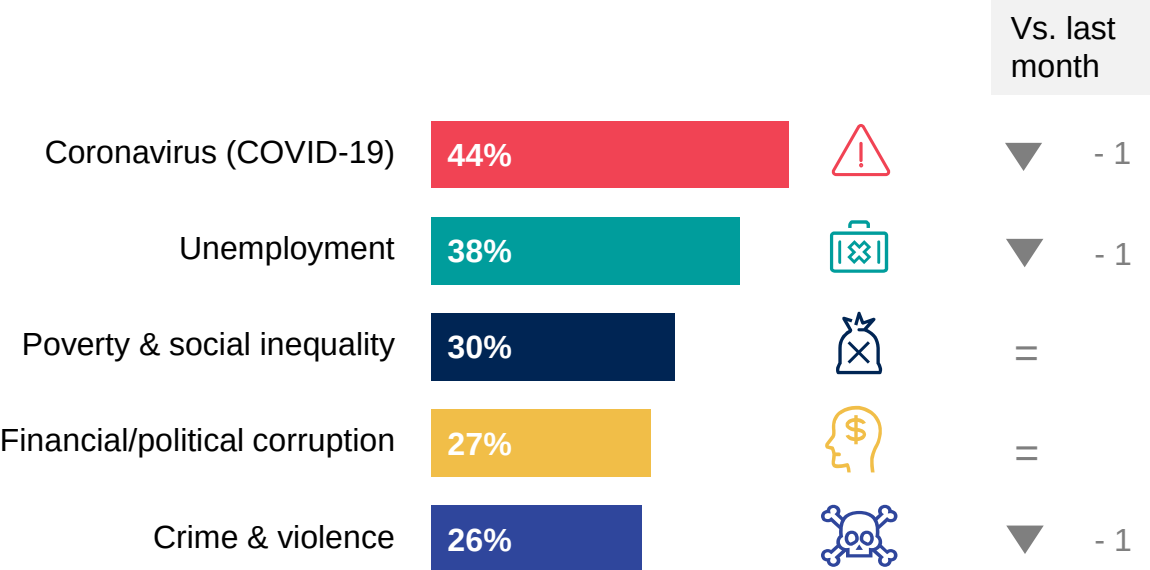
Please contact: Teodros.Gebrekal@ipsos.com for more information.



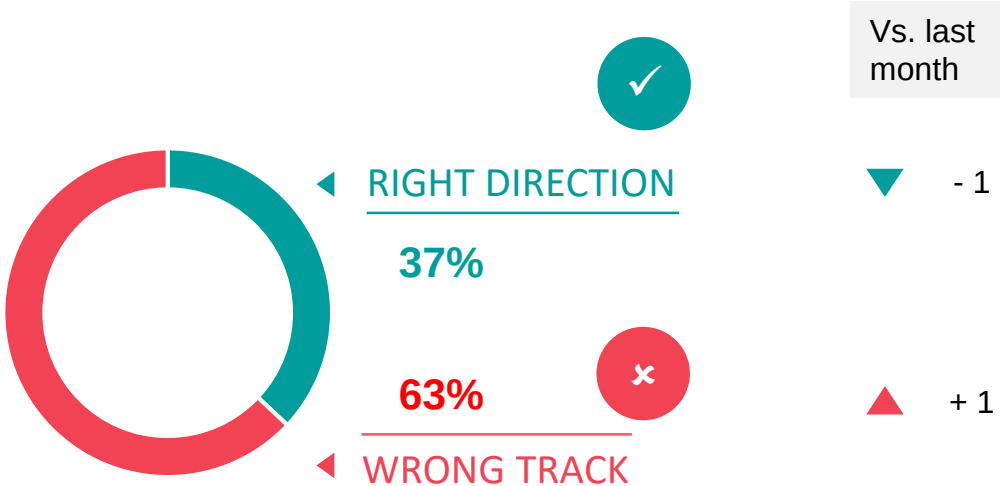
GLOBAL SUMMARY: OCTOBER 2020

- 44% of people worldwide select COVID-19 as one of the main issues of concern facing their country.
- 63% of the public in 27 countries say things in their country are on the “wrong track”.

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?

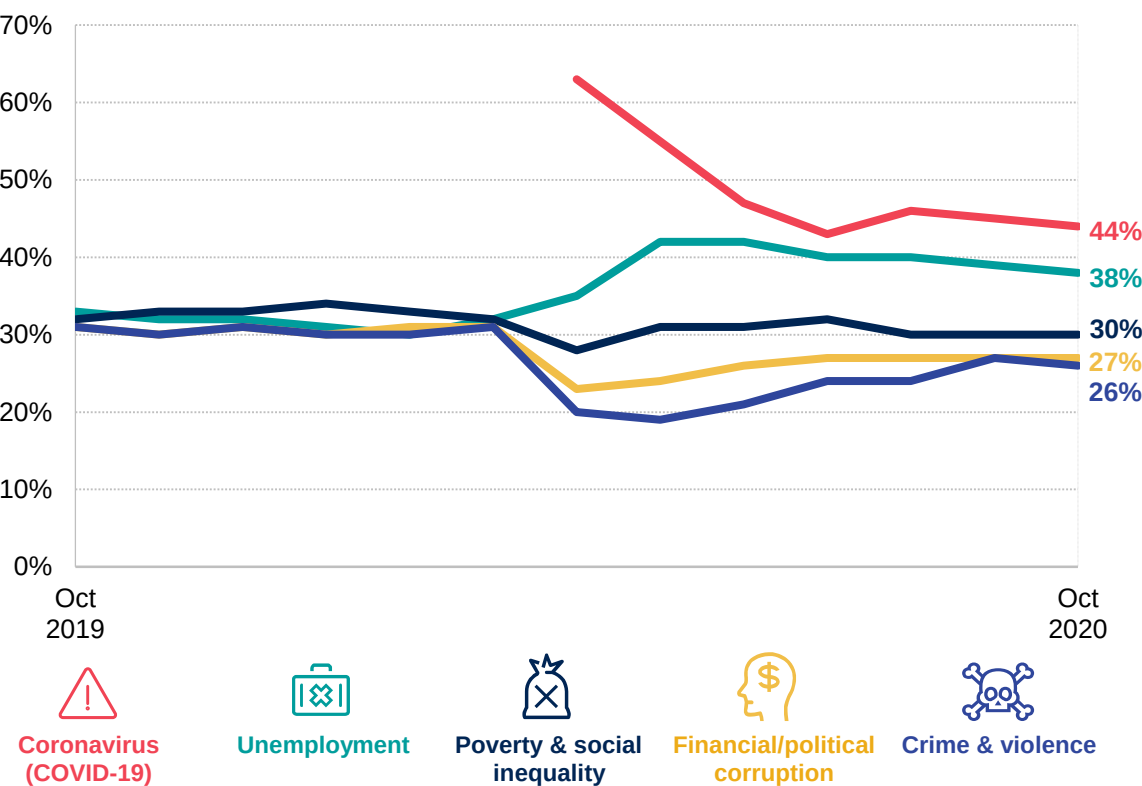


Base: Representative sample of 19,511 adults aged 16-74 in 27 participating countries, September 25th 2020 - October 9th 2020.

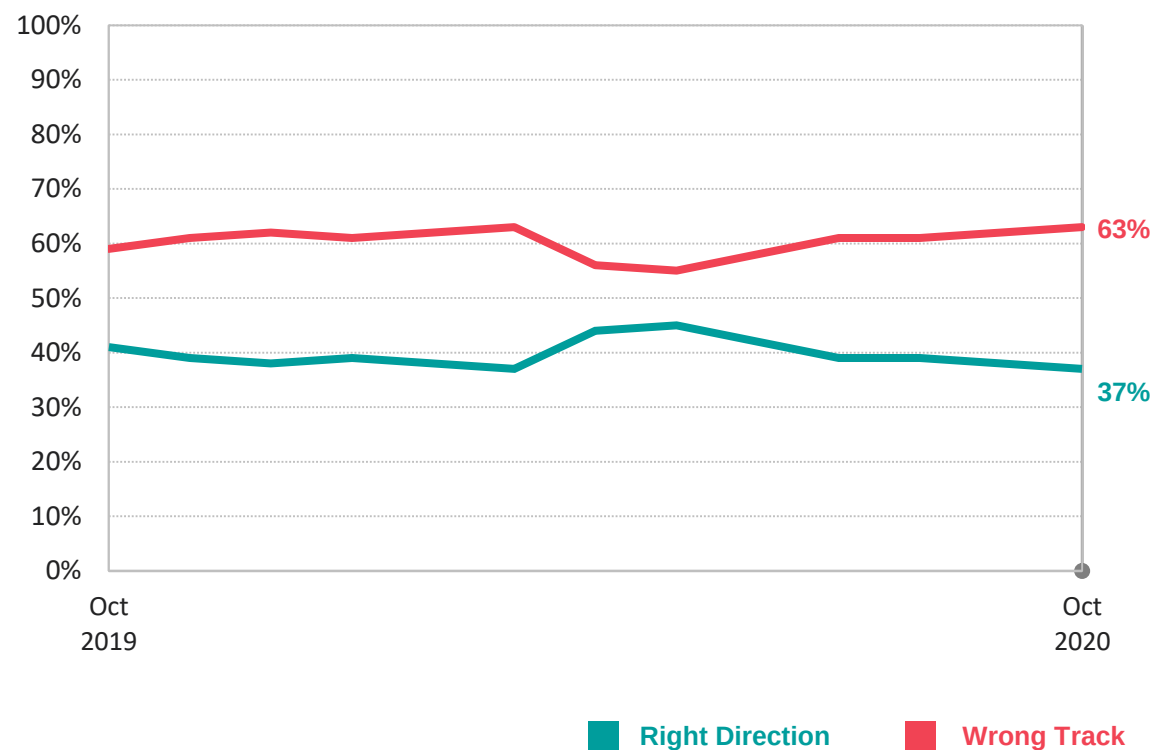
Source: Global Advisor

GLOBAL SUMMARY: A 12-MONTH VIEW

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?



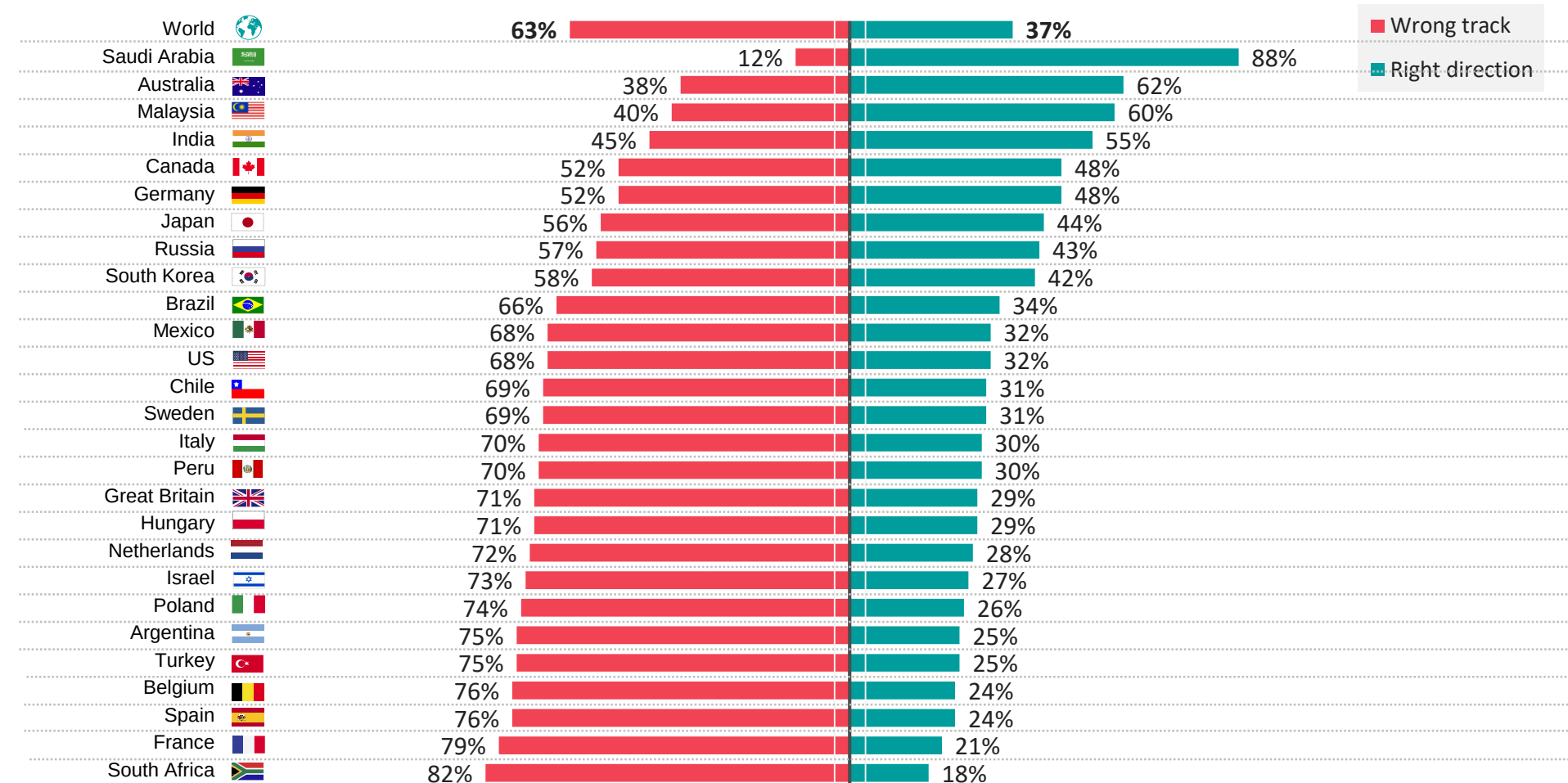
Base: Representative sample of 19,511 adults aged 16-74 in 27 participating countries, September 25th 2020 - October 9th 2020.
Source: Global Advisor

DIRECTION OF TRAVEL **ALL COUNTRIES**



GLOBAL RIGHT DIRECTION/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?



Across the 27 nations, more than six in ten (63%) on average, and a majority in 24 countries, say that things in their country are on the wrong track.

The countries where larger majorities share this view are South Africa (82%), France (79%), Spain (76%) and Belgium (76%).

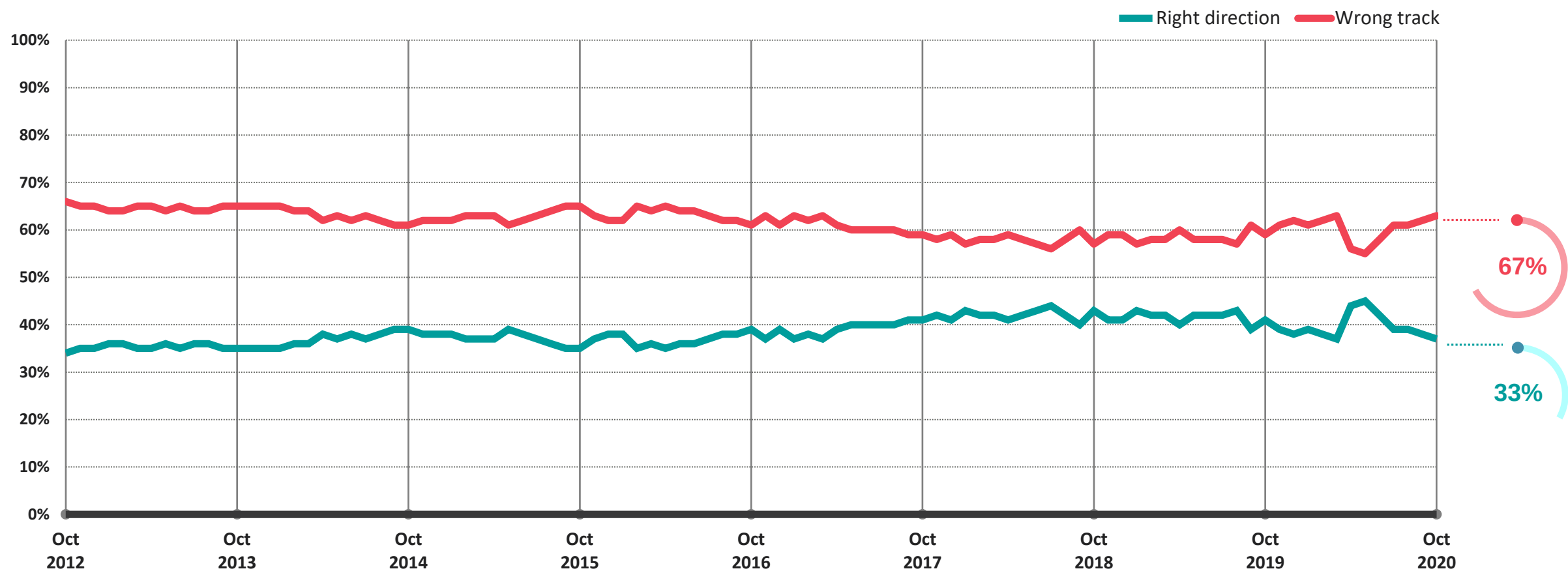
Three-quarters (75%) of those in Turkey and Argentina also think things in their country are on the wrong track.

Base: Representative sample of 19,511 adults aged 16-74 in 27 participating countries, September 25th 2020 - October 9th 2020.

Source: Global Advisor

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?



Base: Representative sample of 19,511 adults aged 16-74 in 27 participating countries, September 25th 2020 - October 9th 2020.

Source: Global Advisor

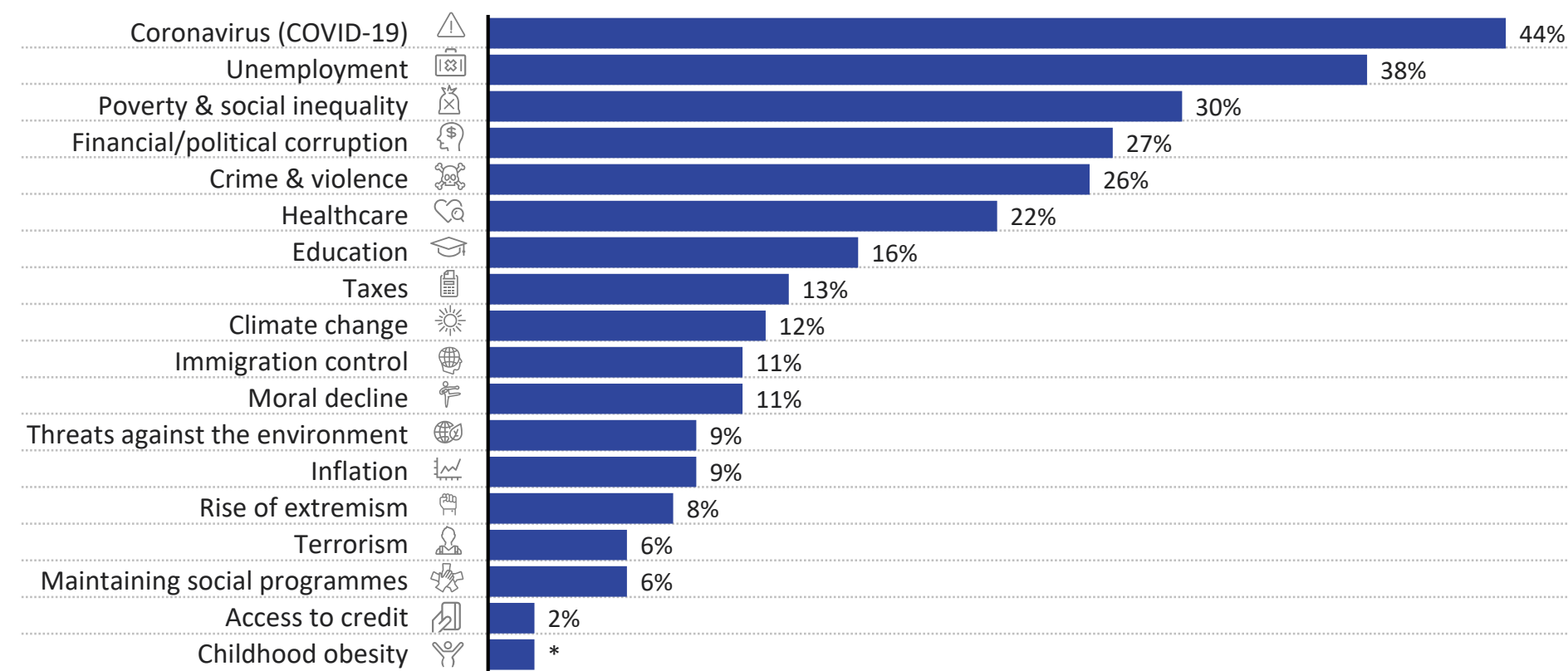
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

Mentioned in October 2020 (%)



The global ranking of the 18 issues that people in 27 countries find most worrying shows the full spectrum of concerns today.

44% worldwide select COVID-19 as one of the top issues facing their country.

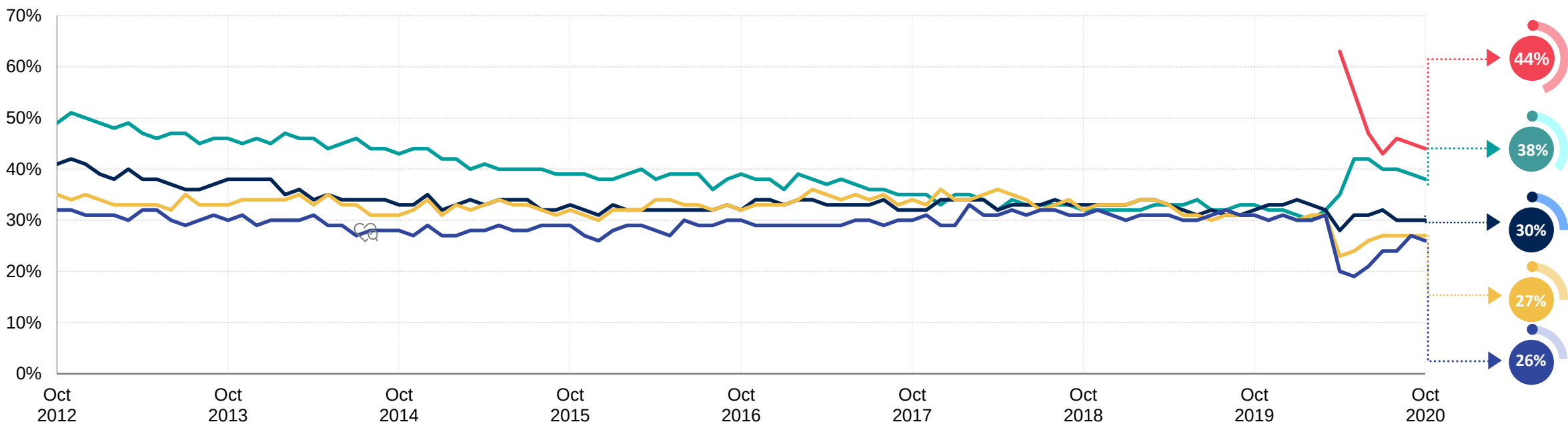
This is, however, 19 points lower than the 63% recorded 6 months ago (April). Levels have stabilised in recent months.

Unemployment is the second biggest issue, with concern at 38%.

Base: Representative sample of 19,511 adults aged 16-74 in 27 participating countries, September 25th 2020 - October 9th 2020.

Source: Global Advisor

WORLD WORRIES: LONG-TERM TRENDS



Coronavirus (COVID-19)



Unemployment



Poverty & social inequality



Financial/Political corruption



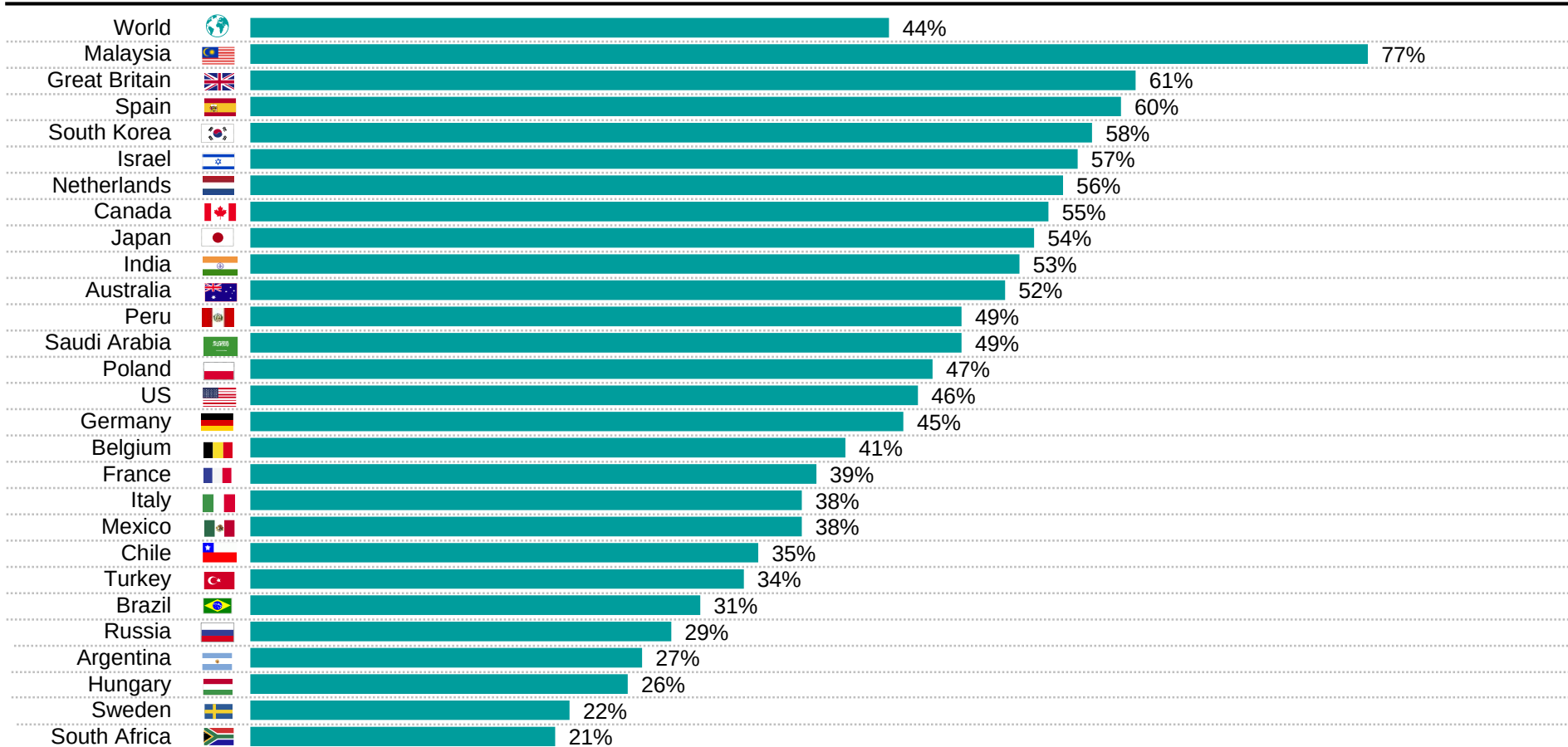
Crime & violence

Base: Representative sample of 19,511 adults aged 16-74 in 27 participating countries, September 25th 2020 - October 9th 2020.

Source: Global Advisor

1 | CORONAVIRUS (COVID-19)

(%) worried in October 2020 in each country



44% of our respondents worldwide say Coronavirus is one of the biggest issues facing their country today.

A 19-point increase in levels of concern in Malaysia puts the nation at number one this month. We also see increased concern about the virus in Great Britain (+5), which now moves into second place.

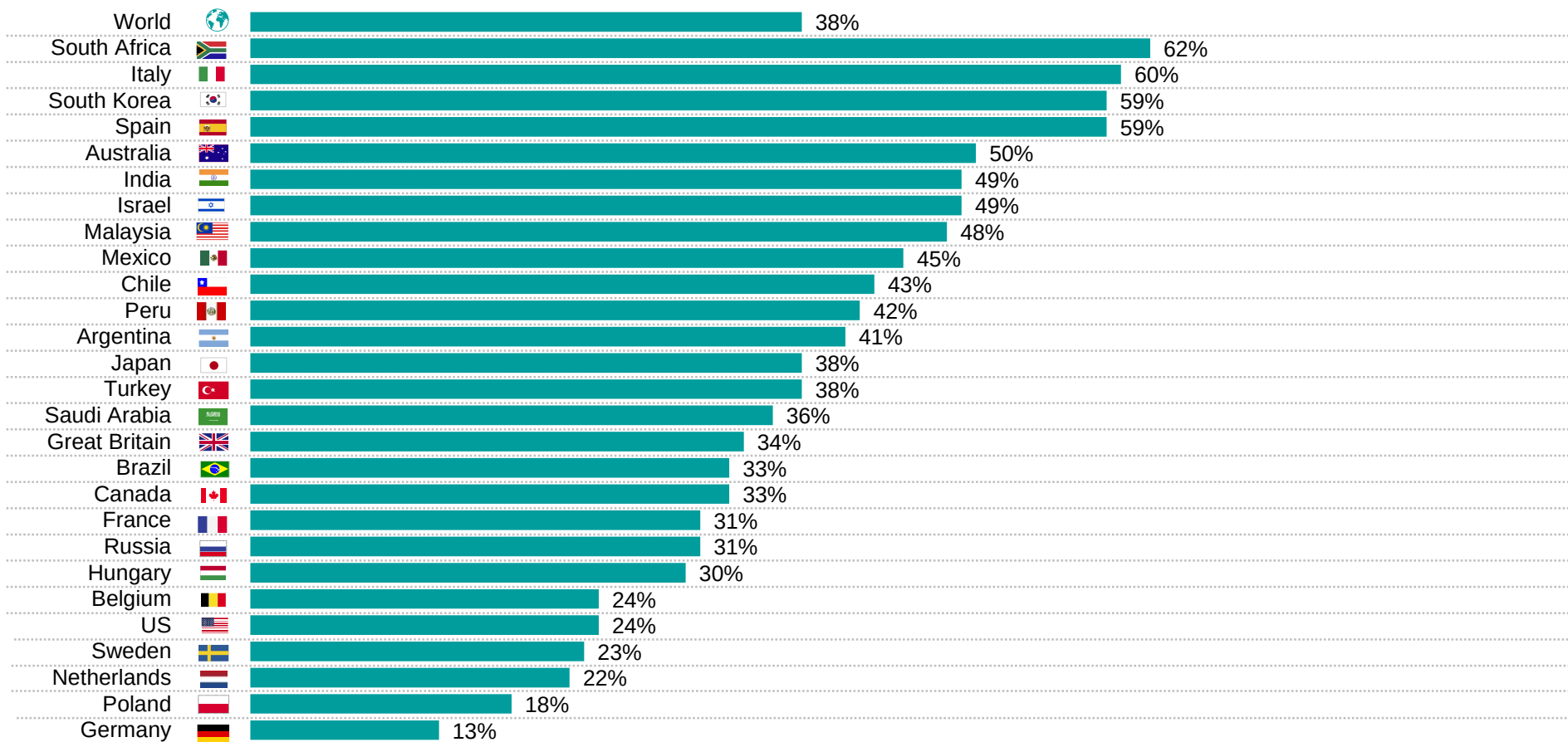
A total of 13 out of 27 countries currently have Coronavirus as their single greatest concern. This is also the joint-top concern in Peru (with financial/political corruption).

Base: Representative sample of 19,511 adults aged 16-74 in 27 participating countries, September 25th 2020 - October 9th 2020.

Source: Global Advisor

2 | UNEMPLOYMENT AND JOBS

(%) worried in October 2020 in each country



Unemployment is currently the second greatest worry worldwide with 38% selecting it as one of the most important issues facing their country today.

This illustrates the emerging trend of concern about job security during COVID-19.

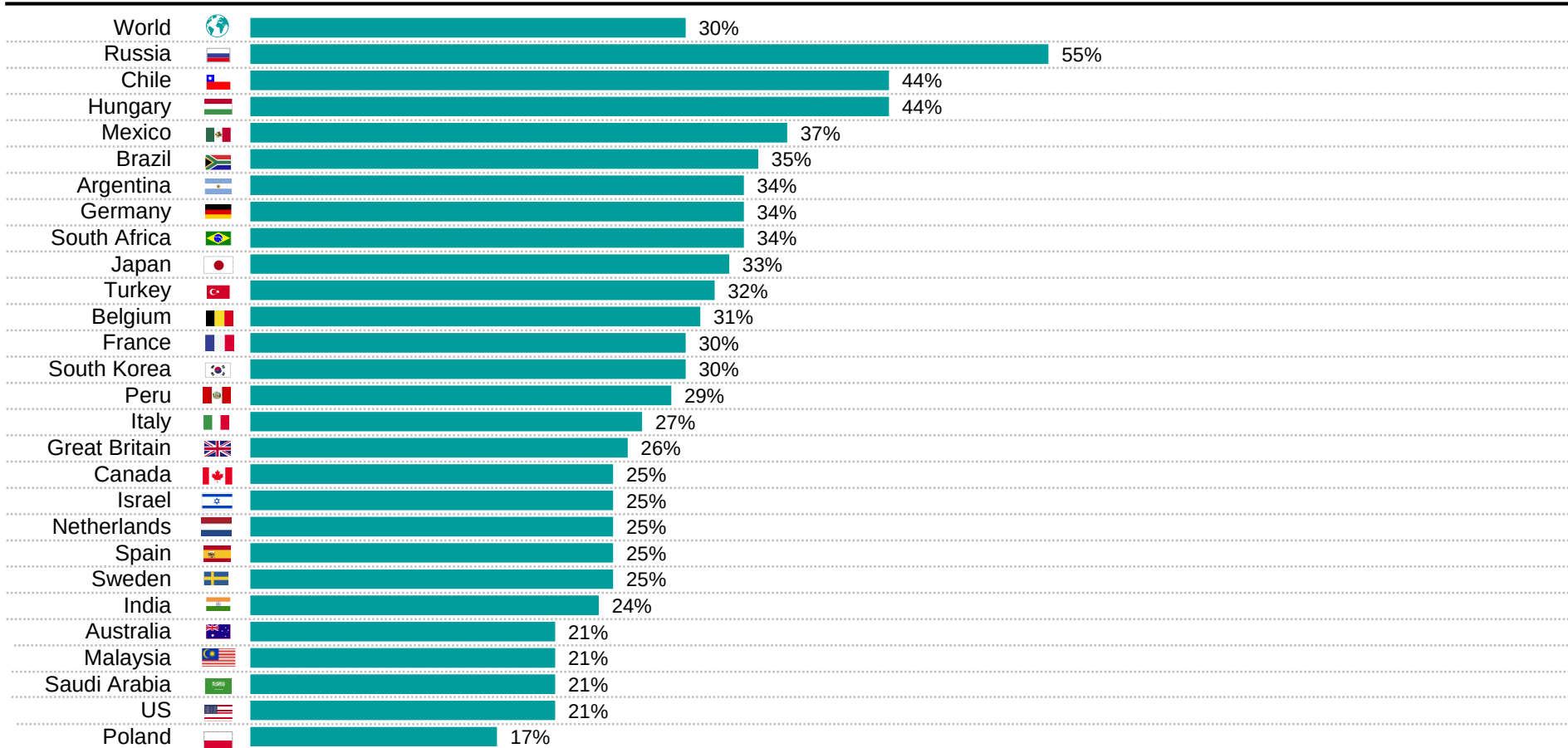
Consistent with previous months, South Africa is most concerned about this issue. This is followed by Italy, South Korea and Spain, where six in ten also say unemployment as a top concern today.

Base: Representative sample of 19,511 adults aged 16-74 in 27 participating countries, September 25th 2020 - October 9th 2020.

Source: Global Advisor

3 | POVERTY & SOCIAL INEQUALITY

(%) worried in October 2020 in each country



Russia continues to be the country most concerned about Poverty & social inequality with a score of 55%.

Chile and Hungary remain in second and third place with 44%.

Mexico has seen a 5-point increase in concern since last month. Further down the list, Turkey shows a +9 point movement.

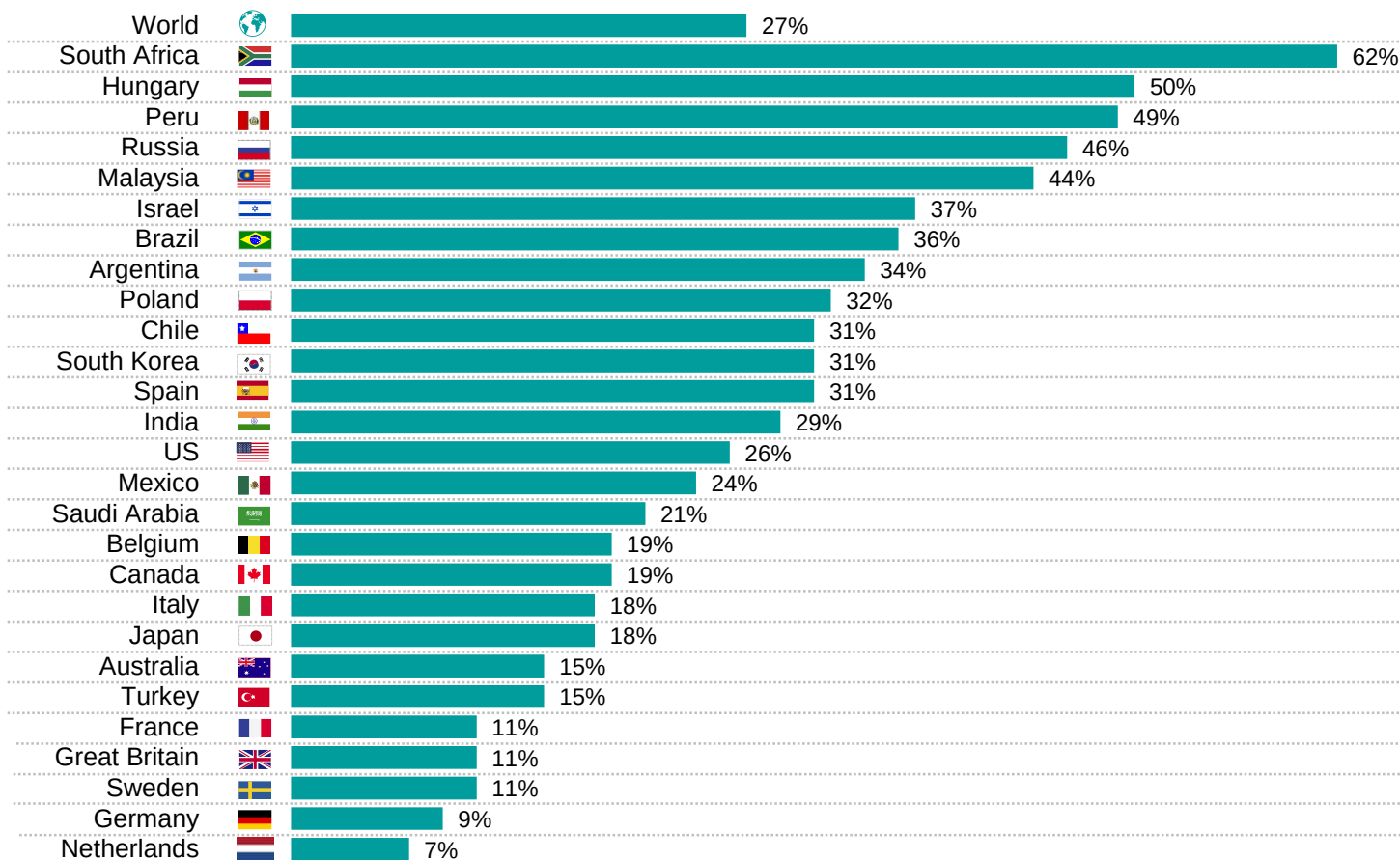
In a further five countries, at least one-third (33%) consider Poverty & social inequality to be a top issue facing their country today.

Base: Representative sample of 19,511 adults aged 16-74 in 27 participating countries, September 25th 2020 - October 9th 2020.

Source: Global Advisor

4 | FINANCIAL/POLITICAL CORRUPTION

(%) worried in October 2020 in each country



Financial/Political Corruption is the fourth ranked issue this month, with 27% worldwide selecting it as one of the big issues facing their country.

South Africa is the country where most report being concerned about this (62%). We have seen increases since last month in Chile (+5), Malaysia (+4) and Peru (+4).

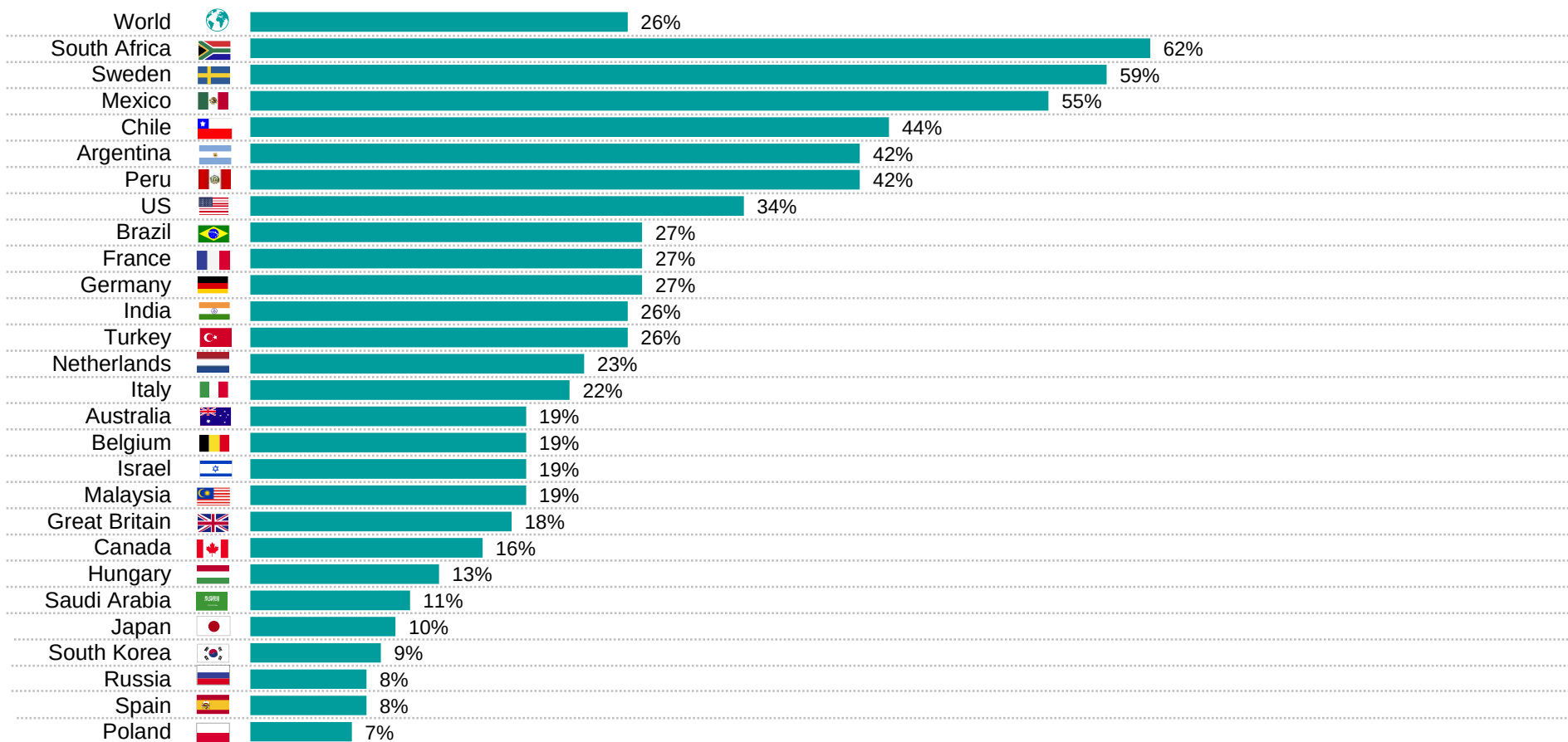
We began the year with 31% globally concerned about financial/political corruption. This fell to 23% in April 2020, as worries shifted towards COVID-19.

Base: Representative sample of 19,511 adults aged 16-74 in 27 participating countries, September 25th 2020 - October 9th 2020.

Source: Global Advisor

5 | CRIME & VIOLENCE

(%) worried in October 2020 in each country



Crime & violence is ranked 5th globally, with 26% on average placing this in their top three biggest concerns.

With a 10-point increase on last month, South Africa is the country currently most concerned about this issue (62%), while Sweden has fallen back from 62% to 59%.

There have also been notable increases since last month in India (+6), Italy (+6) and Peru (+4).

Base: Representative sample of 19,511 adults aged 16-74 in 27 participating countries, September 25th 2020 - October 9th 2020.

Source: Global Advisor

METHODOLOGY

The survey is conducted monthly in 27 countries around the world via the Ipsos Online Panel system. The countries included are Argentina, Australia, Belgium, Brazil, Canada, Chile, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the US.

For the results of the survey presented herein, an international sample of 20,085 adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries, were interviewed between September 25th and October 9th 2020. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.1 percentage points and of 500 accurate to +/- 4.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

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 country census data.

A survey with an unweighted probability sample of this size would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points for a 500 sample 19 times out of 20.

In 17 of the 27 countries surveyed, internet penetration is sufficiently high to think of the samples as representative of the wider population within the age ranges covered: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Israel, Italy, Japan, Netherlands, Poland, South Korea, Spain, Sweden, Great Britain and United States.

Brazil, Chile, India, Malaysia, Mexico, Russia, Peru, Saudi Arabia, South Africa and Turkey have lower levels of internet penetration and so these samples should not be considered nationally representative, and instead be considered to represent a more affluent, connected population.

These are still a vital social group to understand in these countries, representing an important and emerging middle class.