



# Ipsos Public Affairs



## ***World Watch:***

**Most Worrying Issues, Country Pulse, Youth Betterment Outlook**

**A Poll of 22 Countries Provided Exclusively to Reuters  
January 8, 2009**

Our website is located at [www.ipsos.ca](http://www.ipsos.ca) . This, and other News Releases, are available at: <http://www.ipsos-na.com/news/>



## Methodology



**22,000 online surveys. 22 countries.**

- Semi annual study fielded in April & November
- Latest is the 4<sup>th</sup> Wave fielded November, 2008
- N = 1,000 completes per country
- Balanced by age, gender, city population, and education levels, with minor added weights applied
- An unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20
- 75% of world's GDP covered:
  - US, Canada, Brazil, Mexico, Argentina, South Korea, China, Japan, Australia, Russia, India, Czech Republic, Poland, Turkey, Sweden, Netherlands, Belgium, Germany, France, Italy, Spain, and Great Britain
- Our website is located at [www.ipsos.ca](http://www.ipsos.ca) .This, and other News Releases, are available at: <http://www.ipsos-na.com/news/>



## Methodology



**22,000 online surveys. 22 countries.**

- The Ipsos online survey output is the result of rigorous sample and country by country panel management and is not the result of pop-up or click-through self selecting respondents. Ipsos wholly owns and operates its *i-Say* panels via its ISO 2007 Certified IIS Group.
- The millions of respondents in the Ipsos world panel network is a managed, recruited and screened community with over 40 recorded demographic respondent characteristics. It is pre-balanced against actual census characteristics and then, as is the case with telephone surveys, has small weights applied after data collection to ensure national representativeness.



---

## *World Watch:* **Key Findings**

---



## World Watch: Key Findings



- The top four most worrying issues overarching the 22 countries surveyed are:
  - Unemployment and jobs **41%**
  - Poverty and social inequality **35%**
  - Crime and violence **35%**
  - Corruption and financial or political scandals **31%**
- The ranking of the top most worrying issues differ by region:
  - **North America**: unemployment and jobs 45%, healthcare 43%, poverty and social inequality 25%, crime and violence 25%, taxes 23%, corruption and financial or political scandals 20%
  - **Latin America**: crime and violence 68%, poverty and social inequality 46%, corruption and financial or political scandals 41%, education 41%, unemployment and jobs 38%
  - **Europe**: unemployment and jobs 46%, poverty and social inequality 37%, crime and violence 35%, corruption and financial or political scandals, 28%, healthcare 23%, taxes 18%



## World Watch: Key Findings



- **Asia and Pacific (APAC):** unemployment and jobs 33%, corruption and financial or political scandals 33%, poverty and social inequality 32%, crime and violence 25%, moral decline 22%, terrorism 19%
  - **G-8 Countries:** unemployment and jobs 43%, poverty and social inequality 37%, crime and violence 31%, corruption and financial or political scandals 27%, healthcare 25%, moral decline 23%, taxes 19%
  - **BRIC (acronym that refers to the fast growing developing economies of Brazil, Russia, India, and China):** corruption and financial or political scandals 39%, crime and violence 32%, poverty and social inequality 29%, unemployment and jobs 20%, healthcare 17%, terrorism 17%
- 
- **Country Pulse:** Citizens assess their satisfaction with the way things are going in their country today:
    - The top **Gainers** in country satisfaction are: France 36% (+13) and Brazil 32% (+13)
    - The top **Decliners** in country satisfaction are: Poland 32% (-26), Russia 46% (-18), Spain 32% (-15), South Korea 13% (-13) and Germany 34% (-11)
  - **Regionally,** all regions declined with the exception of Latin America (+3)



## World Watch: Key Findings



- **Youth Betterment Outlook:** Citizens assess when children today grow up in their country whether they will be better off or worse off than people are now:
- The most optimistic for Youth Betterment: China (91%), India (79%) and South Korea (61%)
- The least optimistic for Youth Betterment: Italy (16%), France (17%) and Germany (23%)

**The most improved outlook compared to last year (Gainers):** Sweden 43% (+14), The Netherlands 37% (+11), Brazil 46% (+10) and The United States 40% (+8)

**The most declined outlook compared to last year (Decliners):** Poland 58% (-15) and Russia 58% (-13)



---

## Most Worrying Issues

---

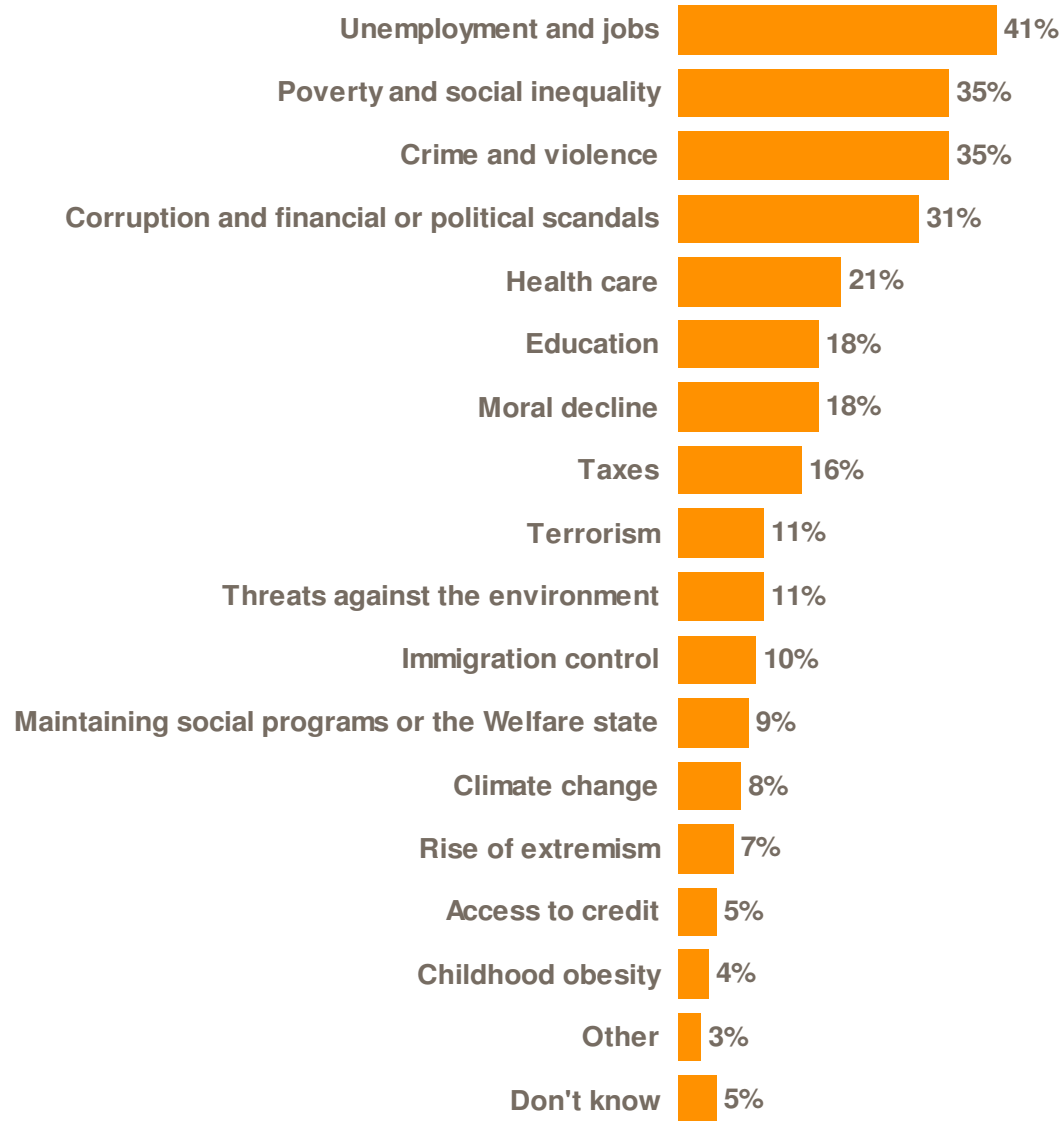




# Most Worrying Issues



All Countries

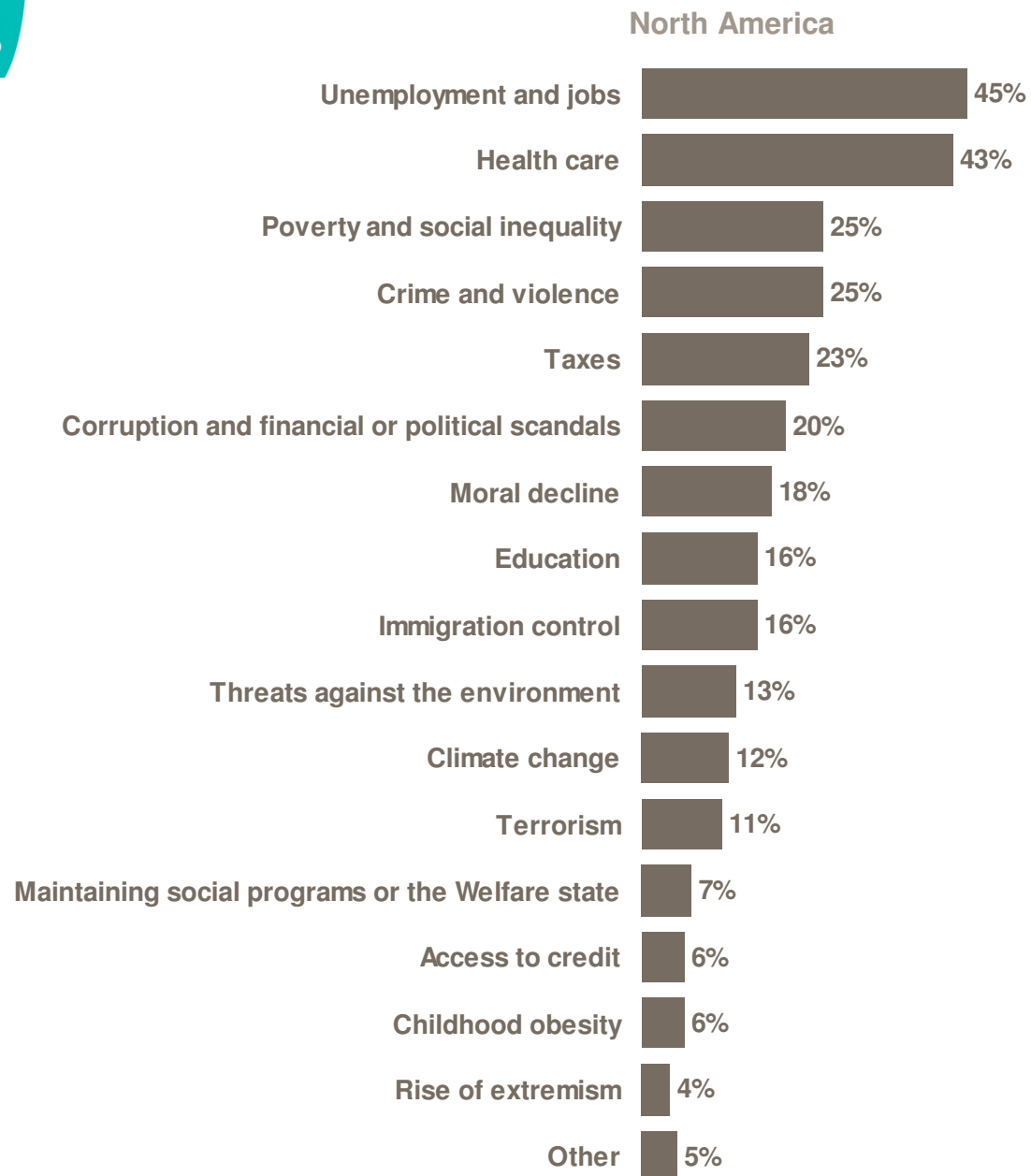


Which three of the following topics do you find the most worrying in your country?

■ Wave 4



# Most Worrying Issues

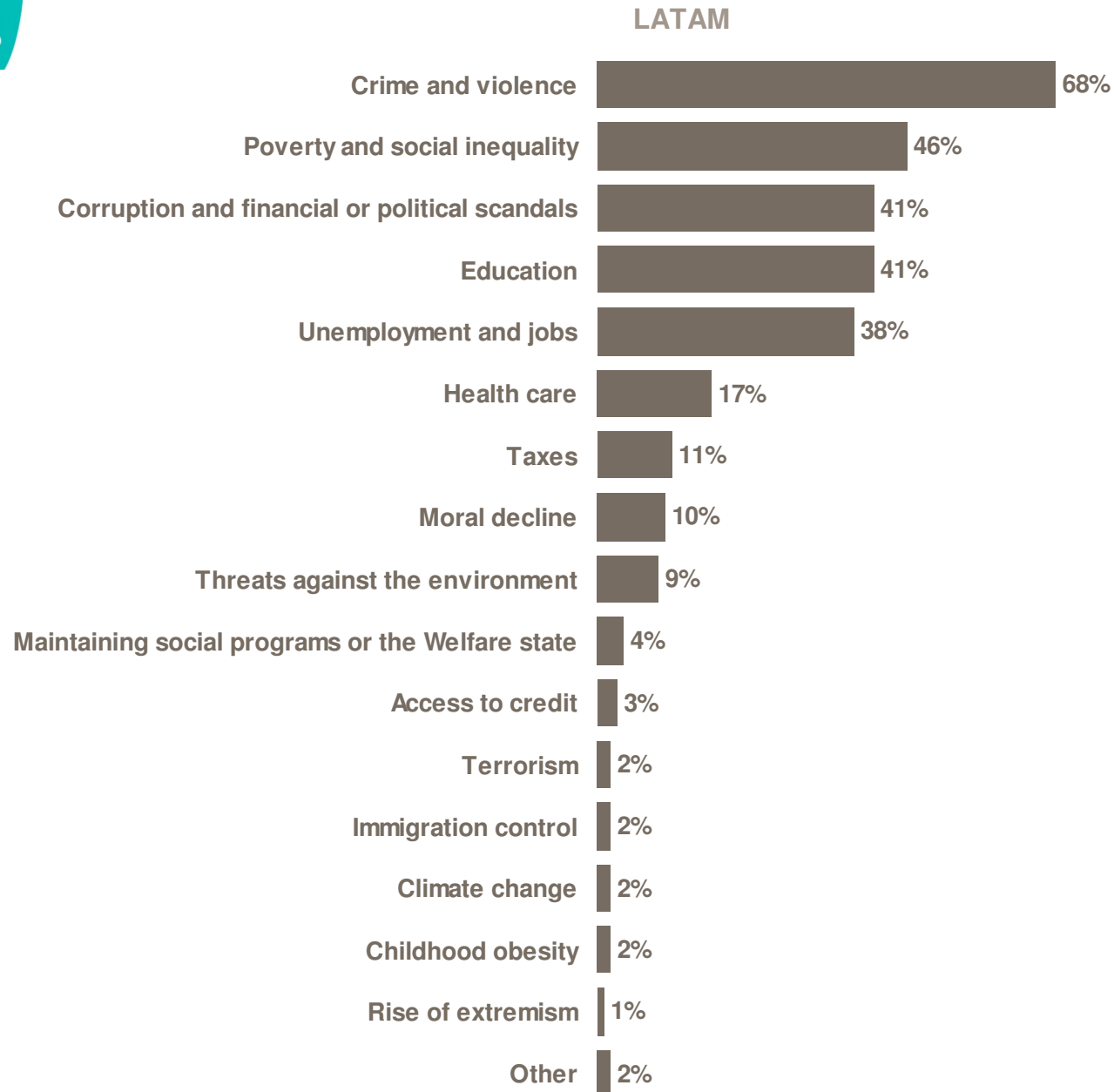


Which three of the following topics do you find the most worrying in your country?

■ Wave 4



# Most Worrying Issues

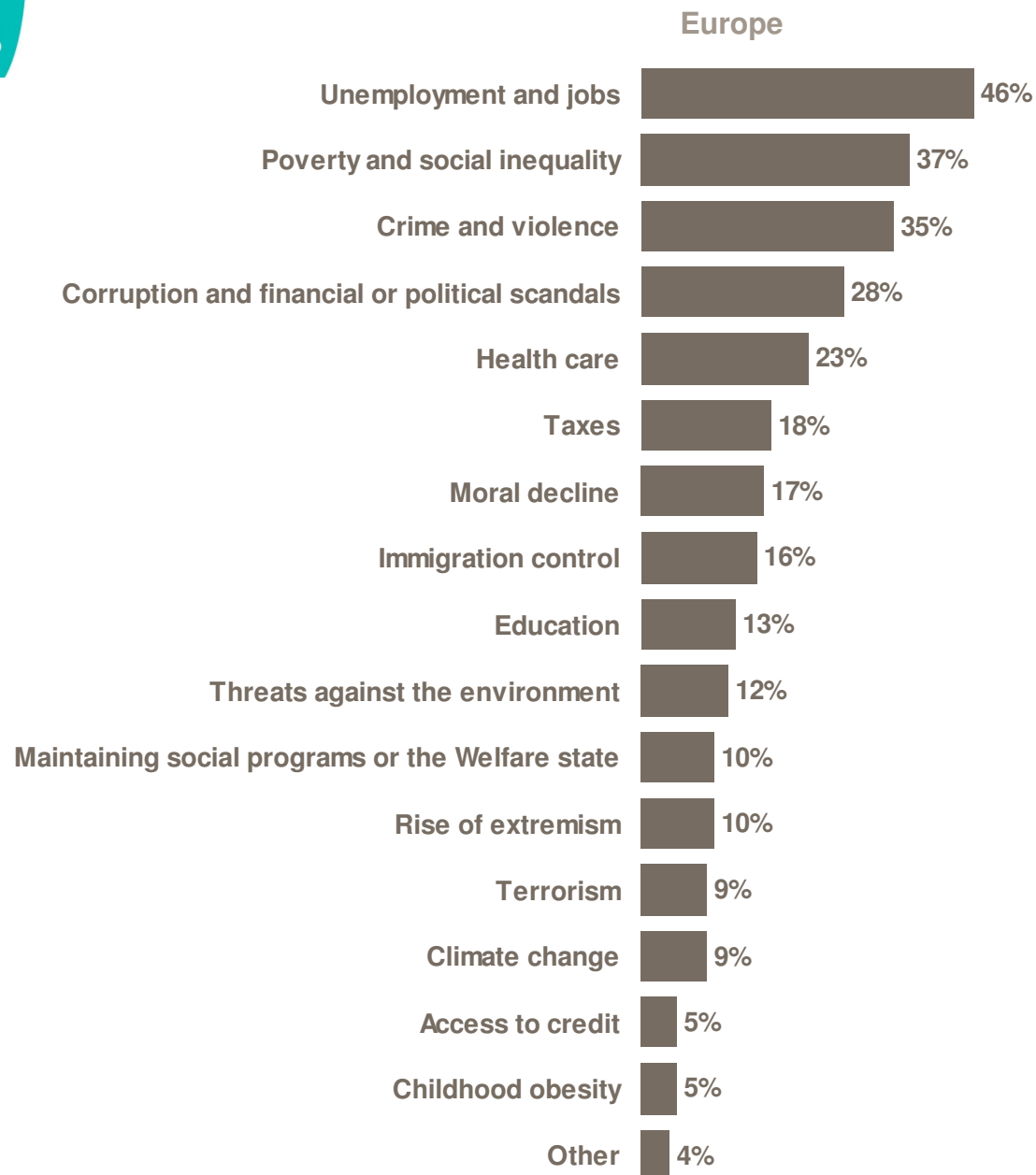


Which three of the following topics do you find the most worrying in your country?

■ Wave 4



# Most Worrying Issues

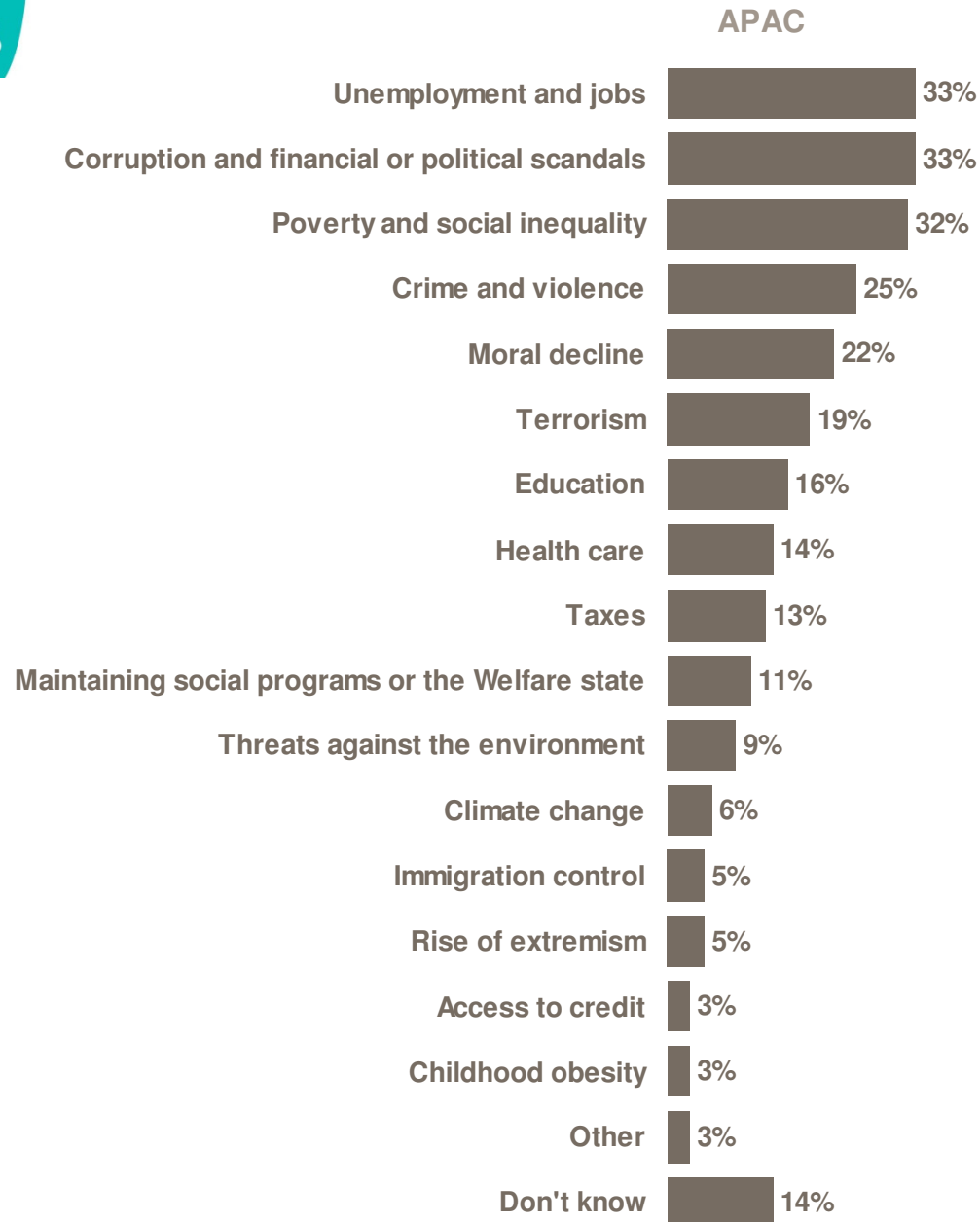


Which three of the following topics do you find the most worrying in your country?

■ Wave 4



# Most Worrying Issues

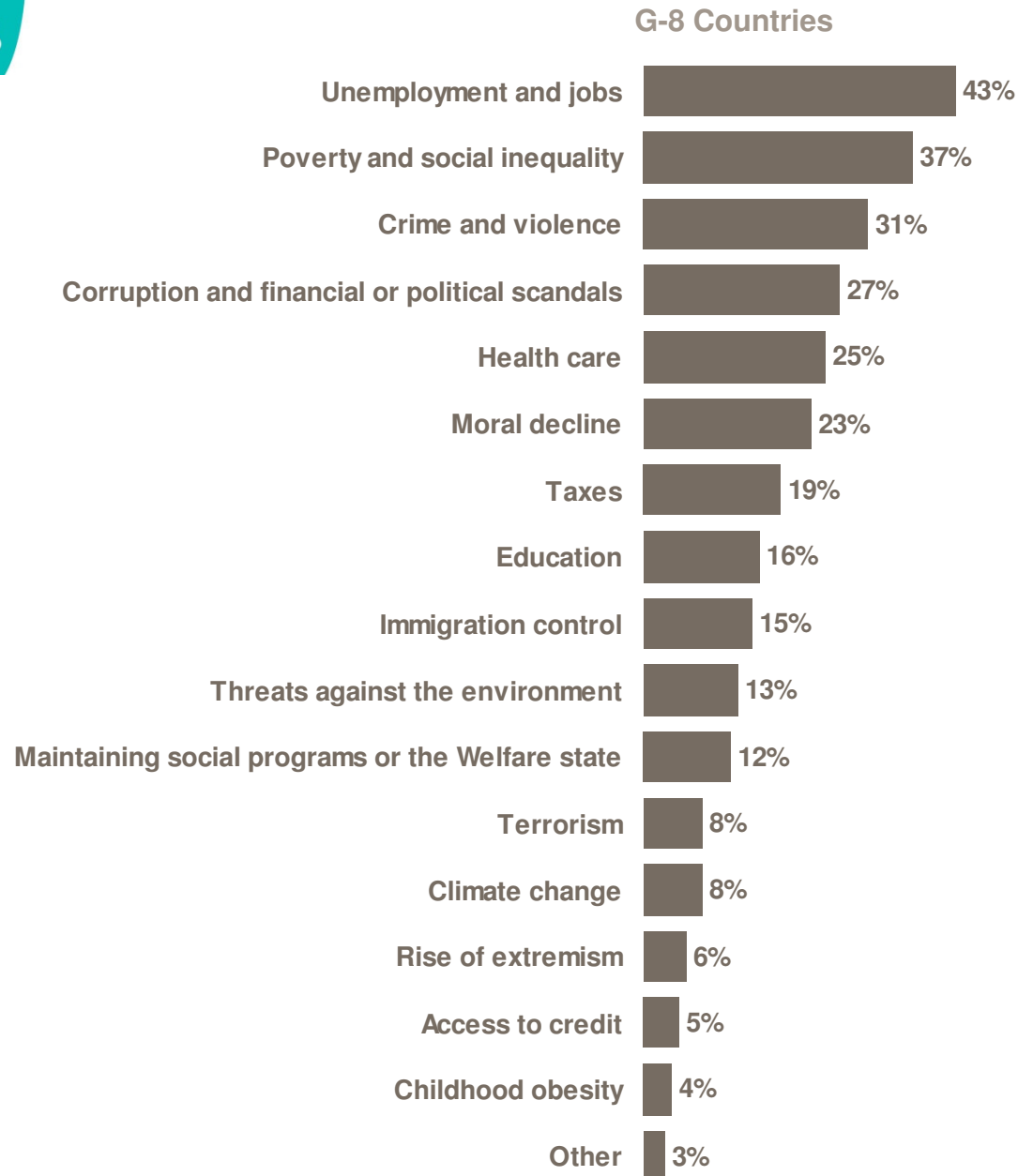


Which three of the following topics do you find the most worrying in your country?

■ Wave 4



# Most Worrying Issues

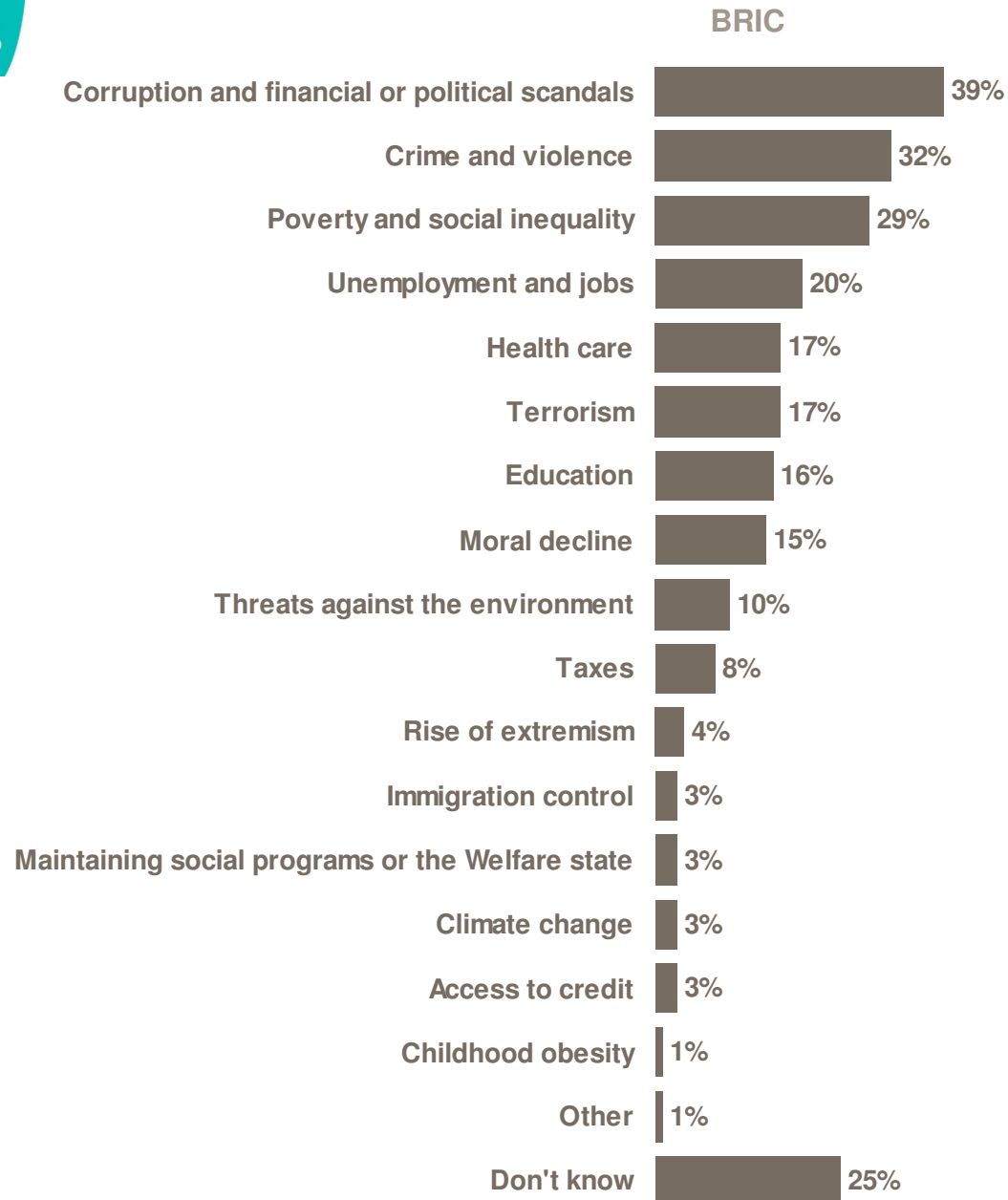


Which three of the following topics do you find the most worrying in your country?

■ Wave 4



# Most Worrying Issues



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

■ Wave 4



---

## Country Pulse:

Citizens assess their satisfaction with  
the way things are going in their country today

---

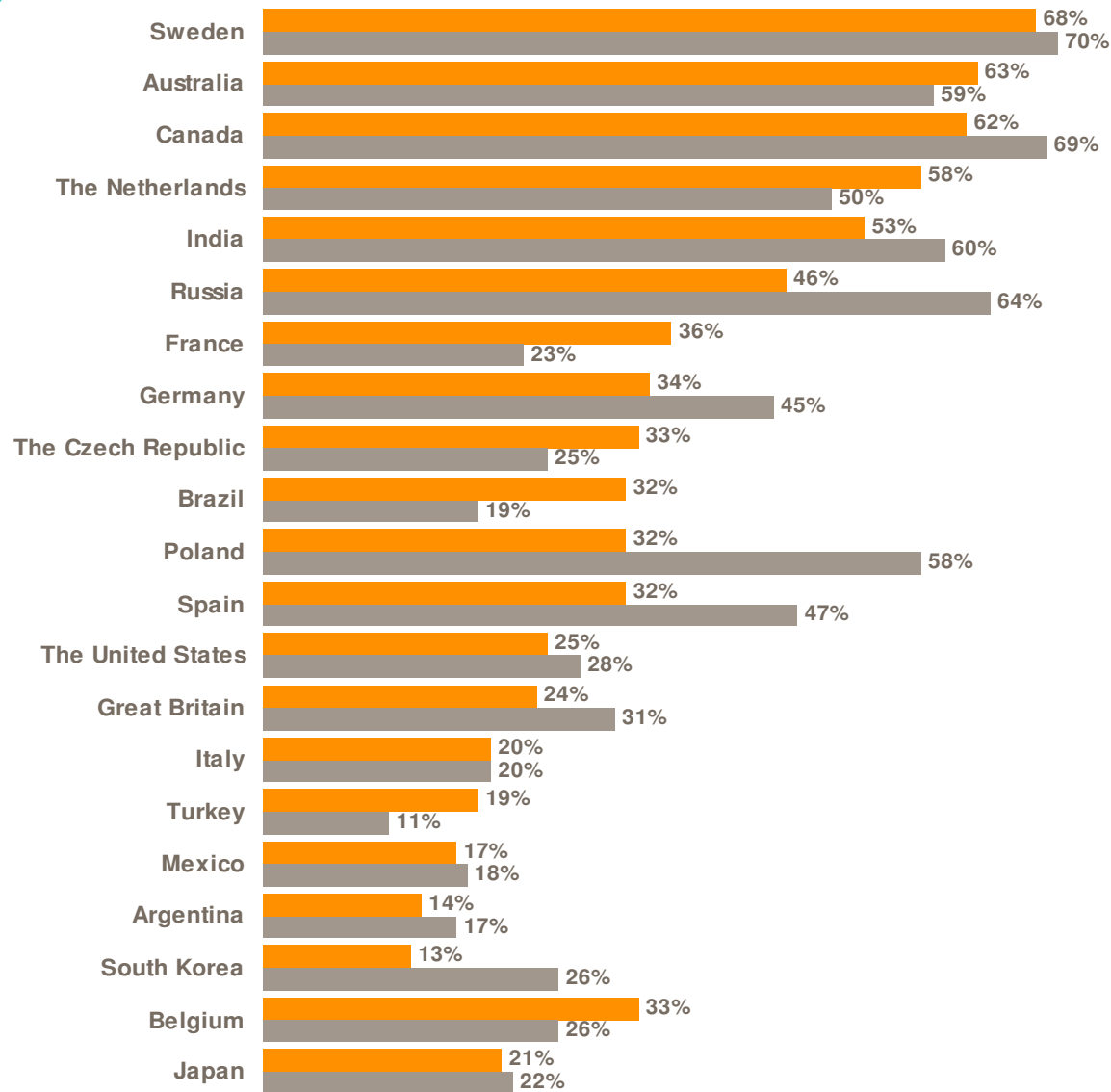
Comparisons of October 2007 (Wave 2)  
to November 2008 (Wave 4)





# Country Pulse By Nation

(% Satisfied)



Now, thinking about your country, overall, are you satisfied or dissatisfied with the way things are going in your country today?

■ Wave 4

■ Wave 2



# Country Pulse By Nation:

A Year Over Year Comparison  
(% Satisfied October 2007 versus November 2008)



## Gainers:

- France 36% (+13)
- Brazil 32% (+13)
- The Netherlands 58% (+8)
- The Czech Republic 33% (+8)
- Turkey 19% (+8)
- Belgium 33% (+7)
- Australia 63% (+4)

## Stable:

- Italy 20% (-)



## Country Pulse By Nation:

A Year Over Year Comparison

(% Satisfied October 2007 versus November 2008)



### Decliners:

- Poland 32% (-26)
- Russia 46% (-18)
- Spain 32% (-15)
- South Korea 13% (-13)
- Germany 34% (-11)
- Canada 62% (-7)
- India 53% (-7)
- Great Britain 24% (-7)
- Sweden 68% (-2)
- The United States 25% (-3)
- Argentina 14% (-3)
- Japan 21% (-1)
- Mexico 17% (-1)

### Not Measured this Wave:

- China

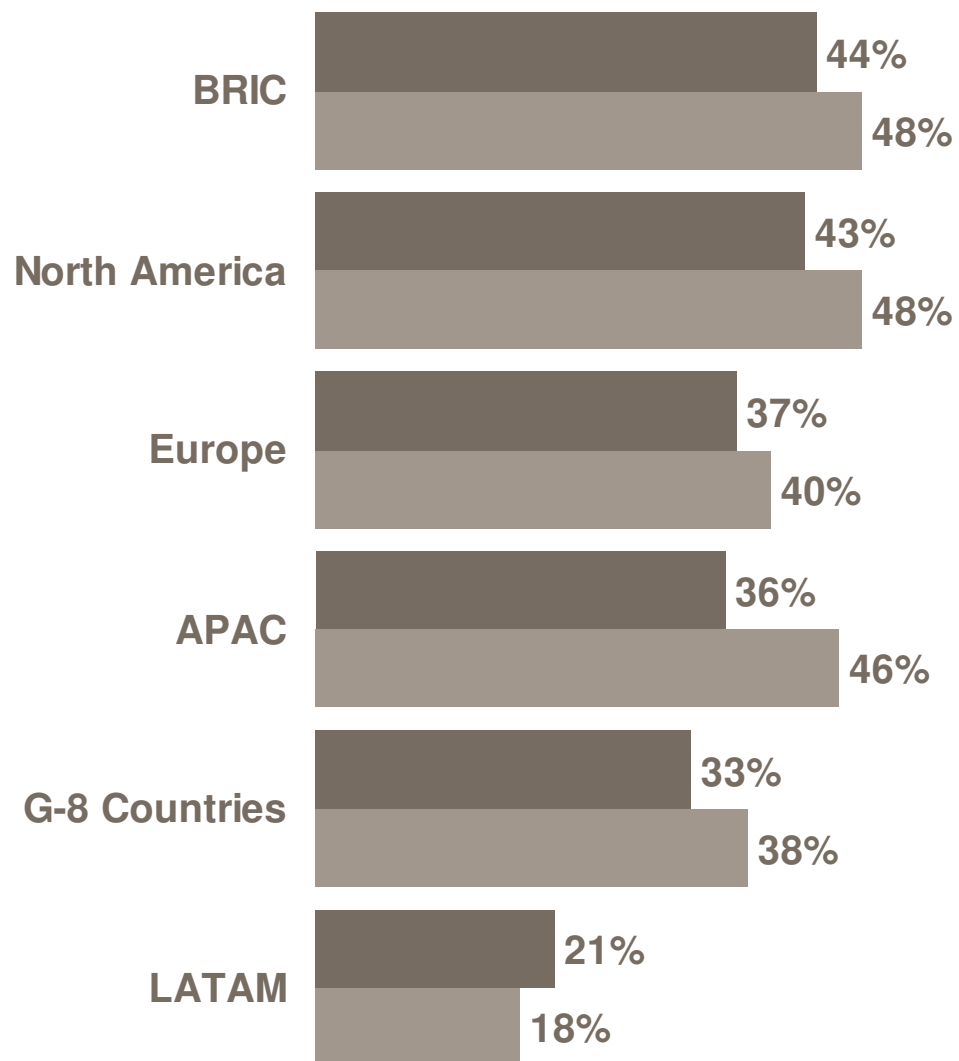


# Country Pulse By Region

(% Satisfied)



REUTERS



Now, thinking about your country, overall, are you satisfied or dissatisfied with the way things are going in your country today?

■ Wave 4

■ Wave 2



## Country Pulse By Region:

A Year Over Year Comparison  
(% Satisfied October 2007 versus November 2008)



- **Gainers:**
  - LATAM 21% (+3)
- **Decliners:**
  - APAC 36% (-10)
  - North America (-7)
  - G-8 Countries (-5)
  - BRIC (-4)
  - Europe (-3)



---

## Youth Betterment Outlook:

When children today grow up, will they be better off or worse off than people are now?

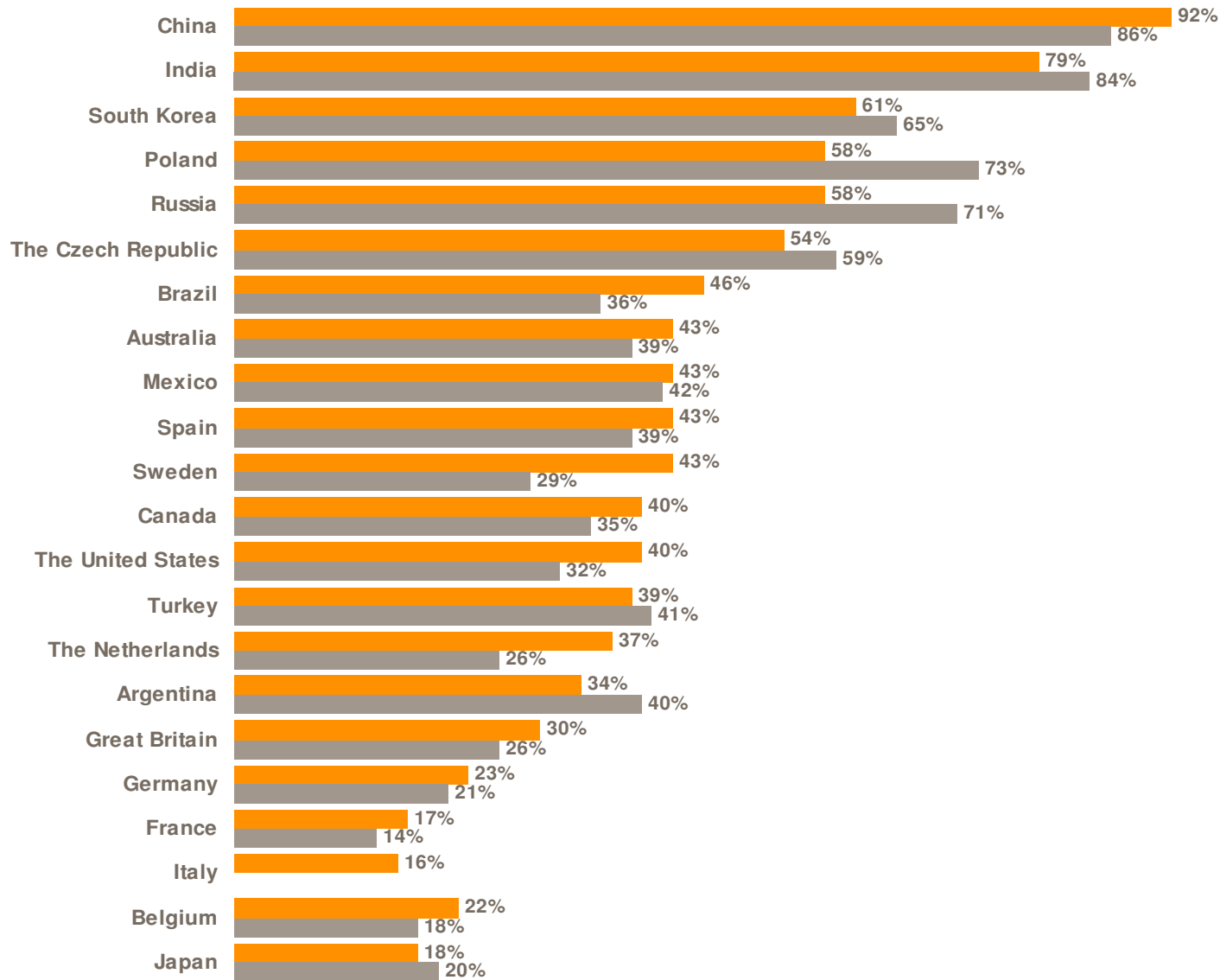
---

Comparisons of October 2007 (Wave 2)  
to November 2008 (Wave 4)



# Youth Betterment Outlook

A Year Over Year Comparison  
(% Better October 2007 versus November 2008)



When children today in [Country] grow up, do you think they will be better off or worse off than people are now?

■ Wave 4

■ Wave 2



# Youth Betterment Outlook

A Year Over Year Comparison  
(% Better October 2007 versus November 2008)



## Gainers:

- Sweden 43% (+14)
- The Netherlands 37% (+11)
- Brazil 46% (+10)
- United States 40% (+8)
- China 92% (+6)
- Canada 40% (+5)
- Australia 43% (+4)
- Spain 43% (+4)
- Great Britain 30% (+4)
- Belgium 22% (+4)
- France 17% (+3)
- Germany 23% (+2)
- Mexico 43% (+1)





## Youth Betterment Outlook

A Year Over Year Comparison  
(% Better October 2007 versus November 2008)



### Decliners:

- Poland 58% (-15)
- Russia 58% (-13)
- Argentina 34% (-6)
- Czechoslovakia 54% (-5)
- India 79% (-5)
- South Korea 61% (- 4)
- Turkey 39% (-2)
- Japan 18% (-2)

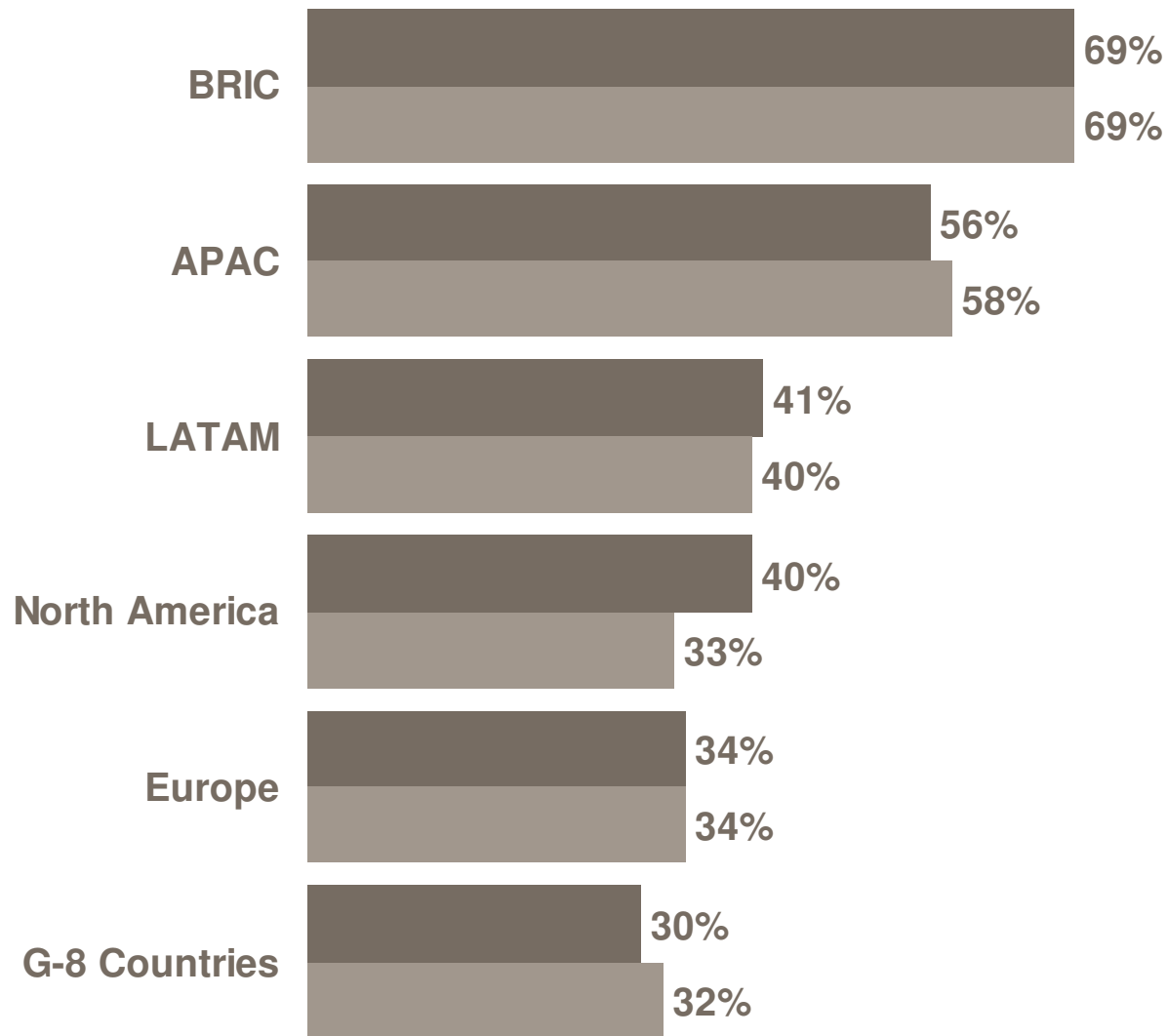
**Only measured in this wave:** Italy 16% (N/A)



# Youth Betterment Outlook

## A Year Over Year Comparison

(% Better October 2007 versus November 2008)



When children today in [Country] grow up, do you think they will be better off or worse off than people are now?

■ Wave 4  
■ Wave 2



## Youth Betterment Outlook

A Year Over Year Comparison  
(% Better October 2007 versus November 2008)



- **Gainers:**

- North America 40% (+7)
- LATAM 41% (+1)

- **Stable:**

- BRIC 69% (-)
- Europe 34% (-)

- **Decliners:**

- APAC 56% (-2)
- G-8 Countries 30% (-2)



# Ipsos Public Affairs



**Darrell Bricker**  
**CEO**  
**Ipsos Global Public Affairs**  
**[darrell.bricker@ipsos.com](mailto:darrell.bricker@ipsos.com)**  
**416.324.2001**

**Clifford Young**  
**Senior Vice President**  
**Ipsos Global Public Affairs**  
**[clifford.young@ipsos.com](mailto:clifford.young@ipsos.com)**  
**312.777.3911**