WHAT WORRIES THE WORLD

An Ipsos Global Advisor survey

May 2020

GAME CHANGERS

Ipsos

WHAT WORRIES THE WORLD: INTRODUCTION

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 document presents:

1. **The headline findings**
2. **Our right track/wrong track indicator**
3. **The top 5 worries – which countries are most concerned?**
4. **Full issue rankings for the 27 countries**

A full breakdown of findings for each country is available.

Please contact **Teodros.Gebrekal@Ipsos.com** for more information.

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WORLD WORRIES

1

An overview of the results from May 2020

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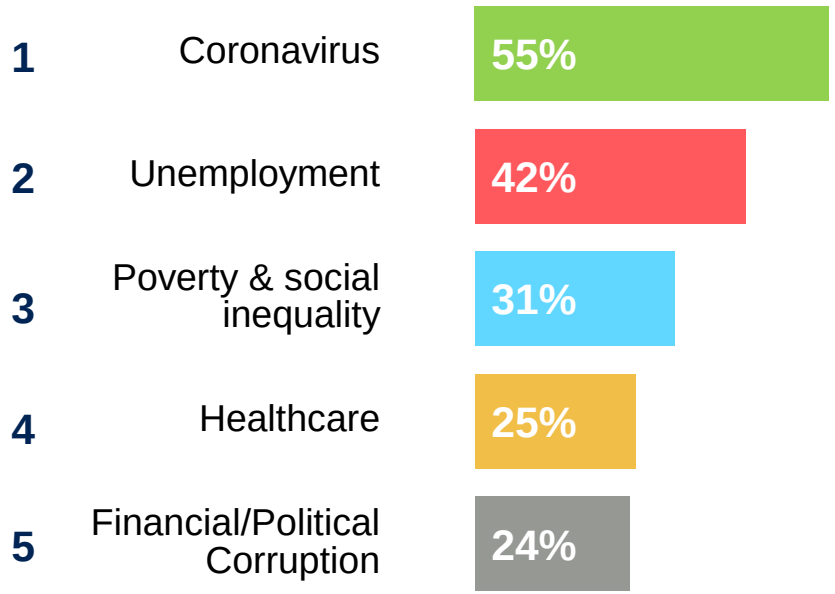
WORLD SUMMARY: MAY 2020

Coronavirus is the #1 concern worldwide for the second consecutive month.

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

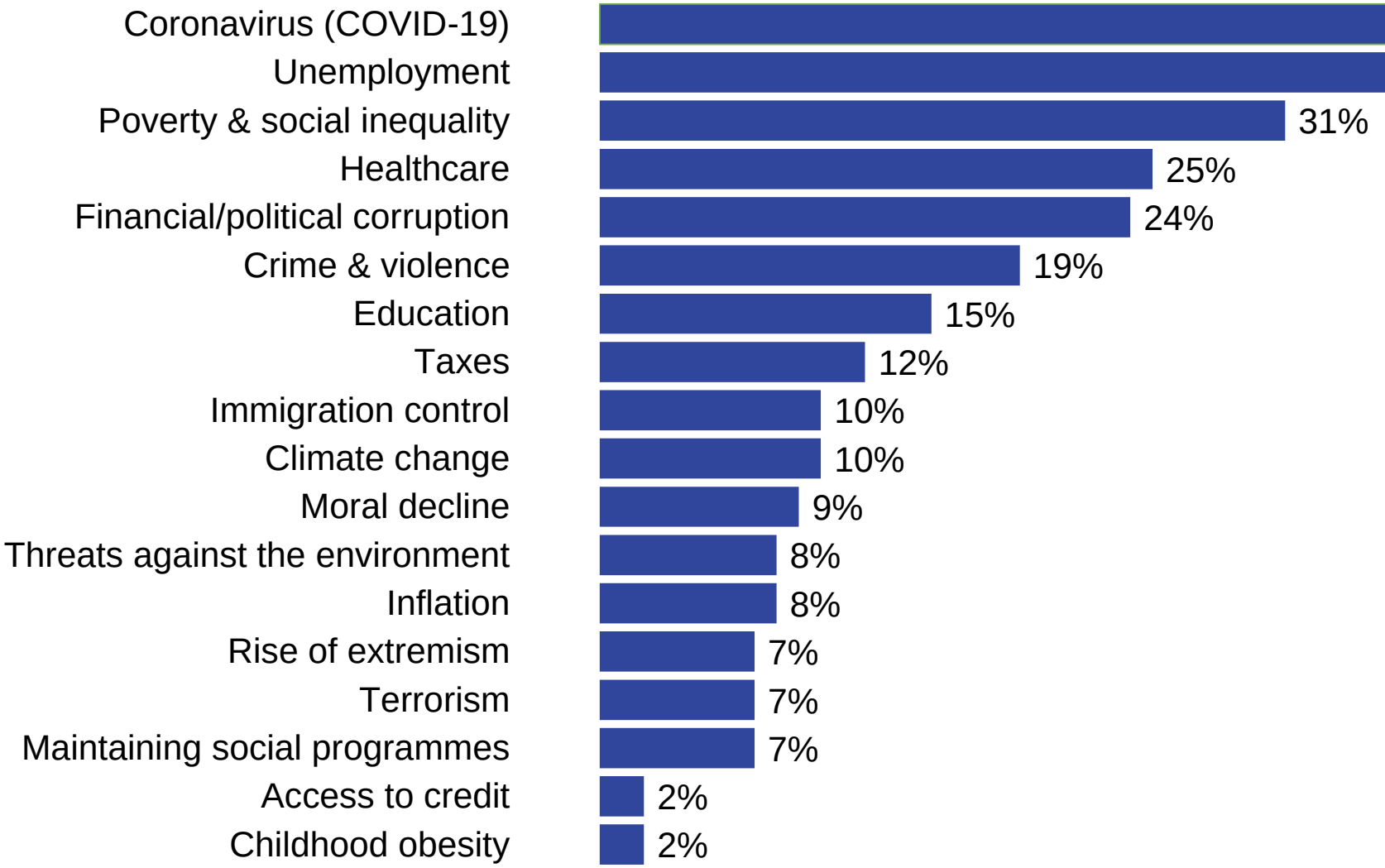


Source: Ipsos Global Advisor
Base: +/-20,000 adults in 27 countries, April 24th 2020 - May 8th 2020.

Headline findings

- **55% of respondents worldwide** selected COVID-19 as one of their top three issues from a list of 18 in May's *What Worries the World* survey.
  - This is down from the **63%** recorded in April.
  - Coronavirus is the #1 issue in 18 of 27 countries
- Our latest results see an overall increase in concern about **Unemployment**, which at 42% is now at the **highest** level **since February 2015**.
- In **six countries**, the top worry changed from **COVID-19** to **unemployment** this month: Argentina, Italy, South Africa, South Korea, Spain and Turkey.
- Meanwhile, concern about healthcare has fallen from a **record 28% in April** to a more regular reading of 25%.

WORLD WORRIES: **THE FULL LIST**



The full ranking of 18 issues, based on results from 27 countries, shows a diverse range in levels of concern attributed to each.

Coronavirus remains the worlds greatest worry with 55% placing it in their top 3.

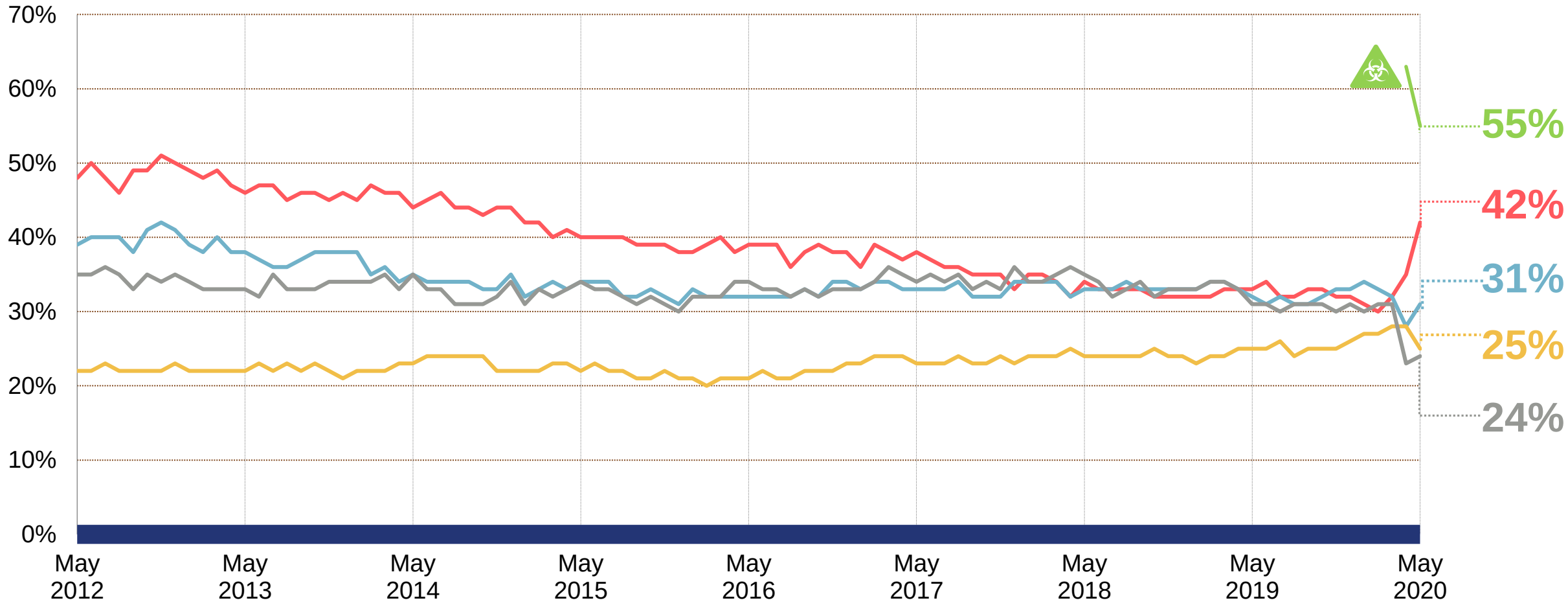
One in ten globally place climate change and immigration control in their most important issues.

Source: Ipsos Global Advisor
Base: +/- 20,000 adults in 27 countries, April 24th 2020 - May 8th 2020.

WORLD WORRIES: LONG TERM TREND

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

Source: Ipsos Global Advisor
Base: +/-20,000 adults in 27 countries, May 2012 – May 2020.



Coronavirus

Unemployment

Poverty & social inequality

Healthcare

Financial/political corruption

HEADING IN THE RIGHT DIRECTION?

2

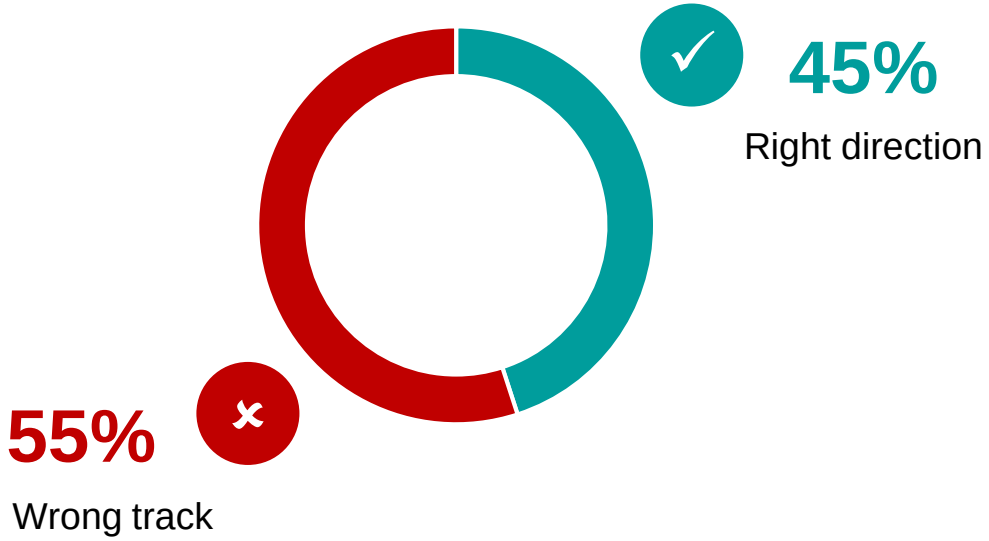
A snapshot of the national mood in 27 countries

 © Ipsos

HEADING IN THE RIGHT DIRECTION?

A majority across 27 countries say that things in their country are on the wrong track.

Q: Would you say things in your country are on the **right track**, or are they off in the **wrong direction**?



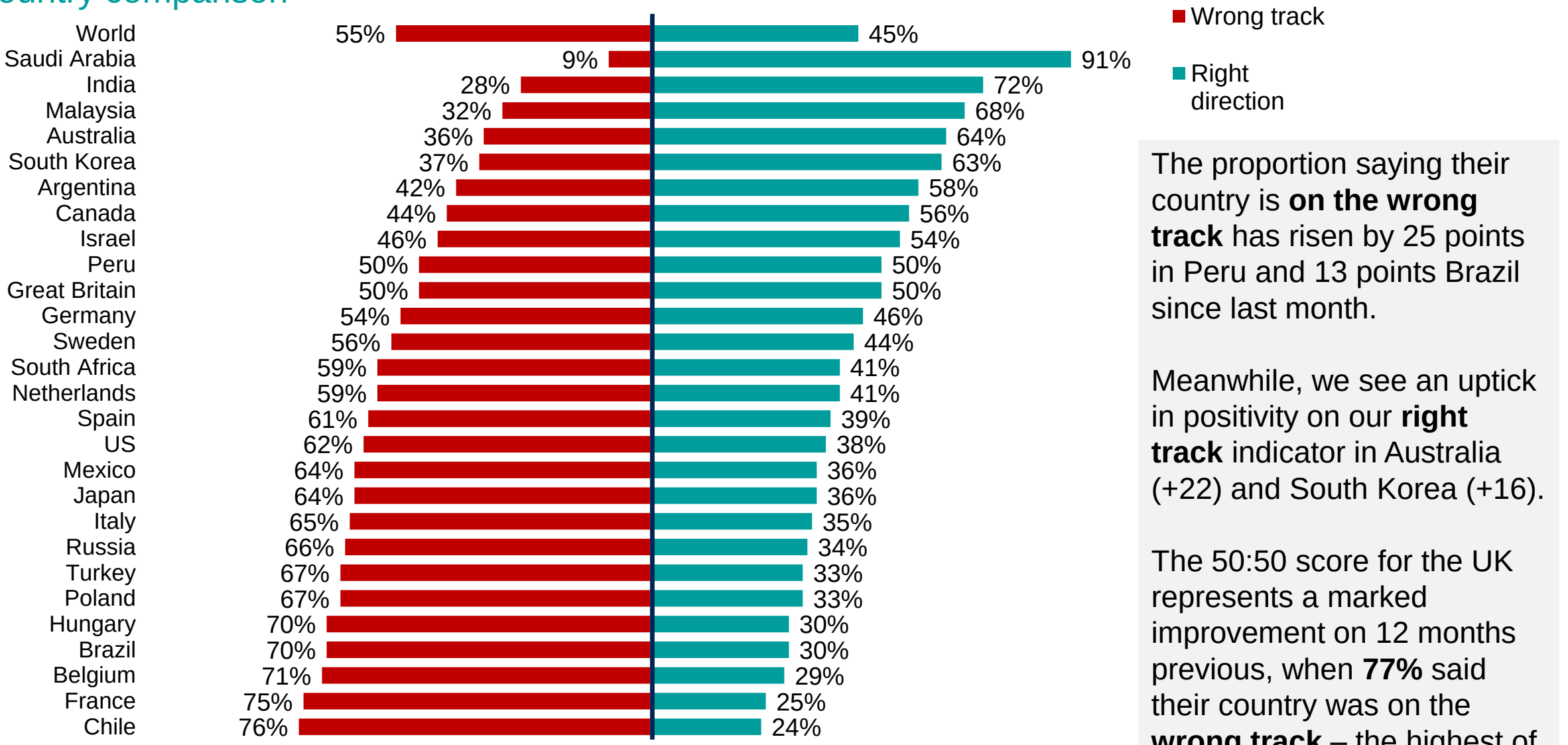
Headline findings

- The countries whose citizens appear least satisfied with where things are heading are Chile, France, Belgium, Brazil and Hungary, where more than **7 in 10** say their nation is **on the wrong track.**
- A majority in **17 of the 27** countries surveyed currently say their country is on the wrong track, with two further countries sitting at 50:50.
- On the other hand, there have been large increases on the ‘right track’ measure in Australia (+22 percentage points), South Korea (+16), and Sweden (+11) compared to last month’s results.

Source: Ipsos Global Advisor
Base: +/-20,000 adults in 27 countries, April 24th 2020 - May 8th 2020.

RIGHT DIRECTION VS. WRONG TRACK

Country comparison



The proportion saying their country is **on the wrong track** has risen by 25 points in Peru and 13 points Brazil since last month.

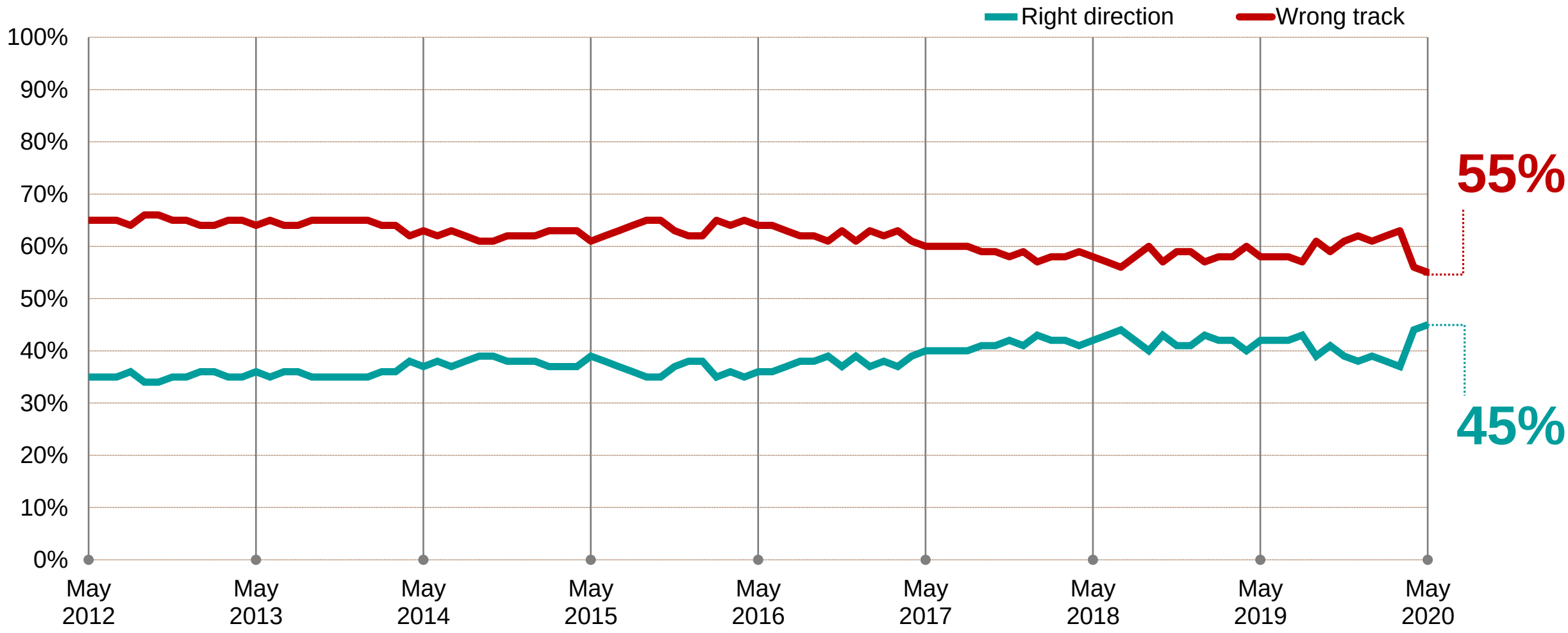
Meanwhile, we see an uptick in positivity on our **right track** indicator in Australia (+22) and South Korea (+16).

The 50:50 score for the UK represents a marked improvement on 12 months previous, when **77%** said their country was on the **wrong track** – the highest of any country measured.

Source: Ipsos Global Advisor
Base: +/-20,000 adults in 27 countries, April 24th 2020 - May 8th 2020.

RIGHT TRACK/WRONG TRACK

Global long-term trend



Source: Ipsos Global Advisor
Base: +/-20,000 adults in 27 countries, May 2012 – May 2020.

TOP 5 ISSUES

3

Country rankings for this month’s top 5 global concerns

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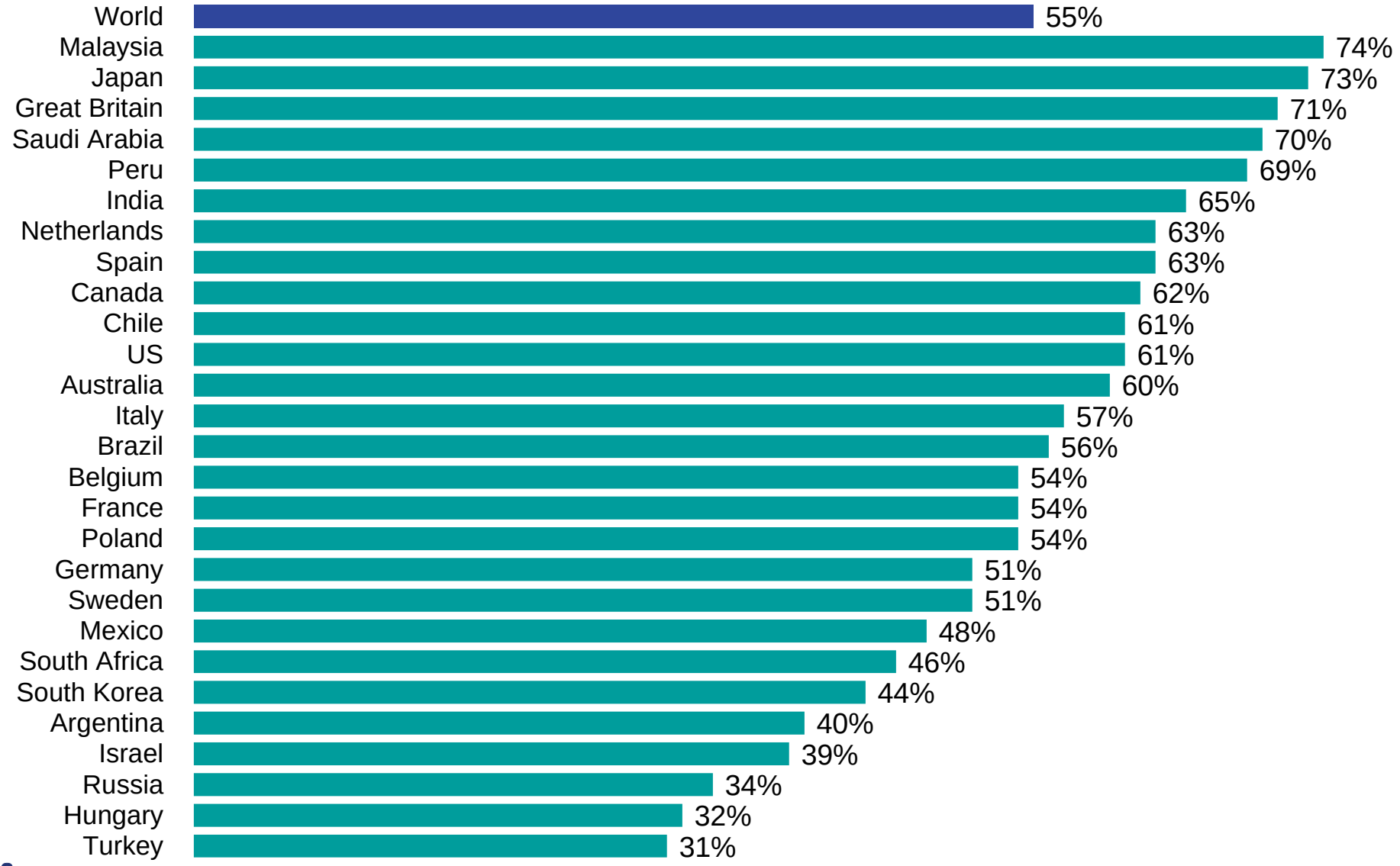
#1: CORONAVIRUS



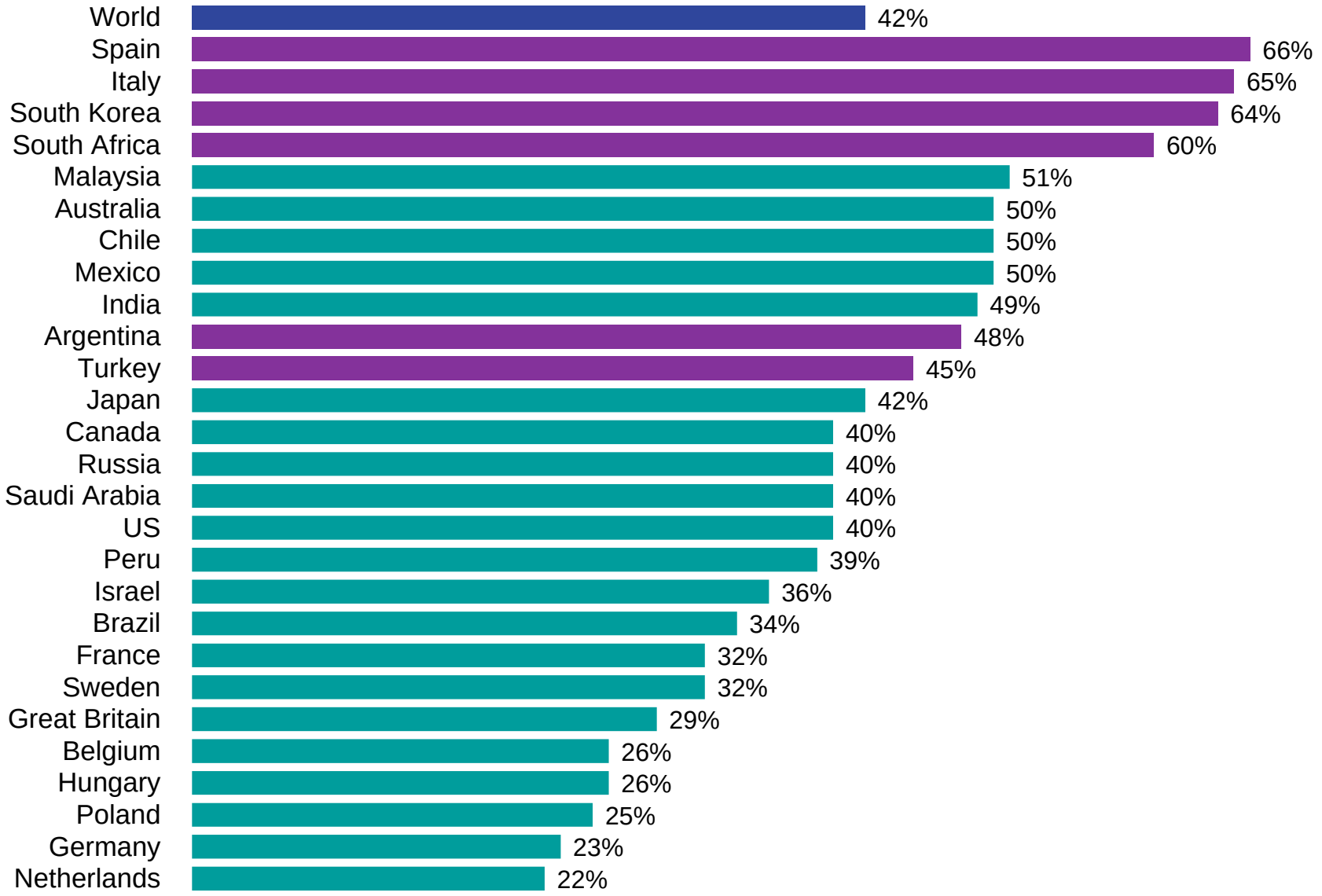
A **majority worldwide** (55%) consider coronavirus to be one of the most worrying issues facing their country today, down from 63% last month.

It is the top concern in **18 of the 27** countries surveyed, down from 24 of 27 last month.

More than **7 in 10** remain concerned about coronavirus in Malaysia, Japan, Great Britain and Saudi Arabia.

Source: Ipsos Global Advisor
Base: +/-20,000 adults in 27 countries, April 24th 2020 - May 8th 2020.

#2: UNEMPLOYMENT



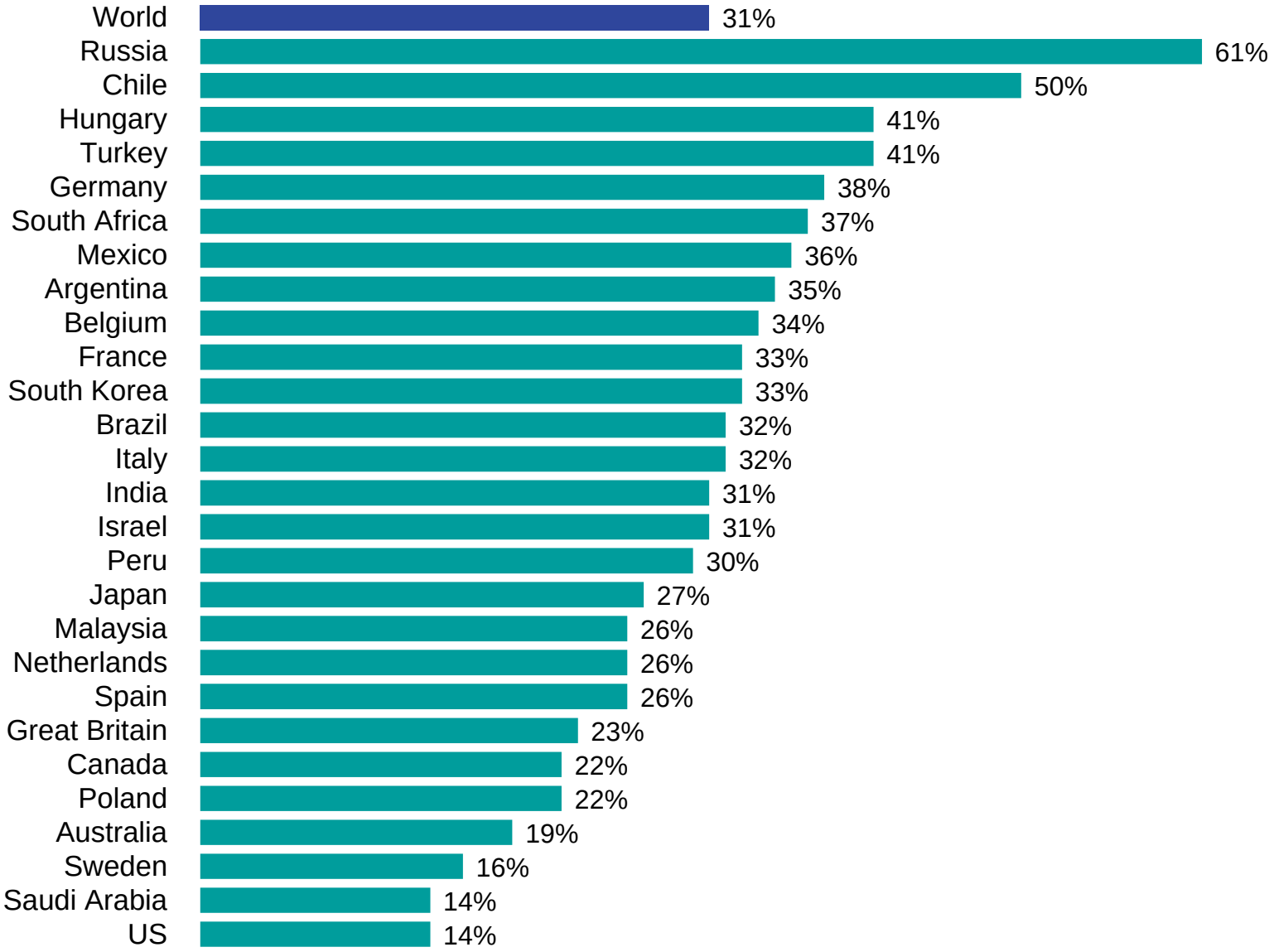
Unemployment is the second greatest concern worldwide and is at the **highest level since February 2015**.

Six countries have shifted from being most concerned about COVID-19 to Unemployment this month (shown in purple).

All but three countries show higher levels of concern about unemployment compared to last month.

Source: Ipsos Global Advisor
Base: +/-20,000 adults in 27 countries, April 24th 2020 - May 8th 2020.

#3: POVERTY & SOCIAL INEQUALITY



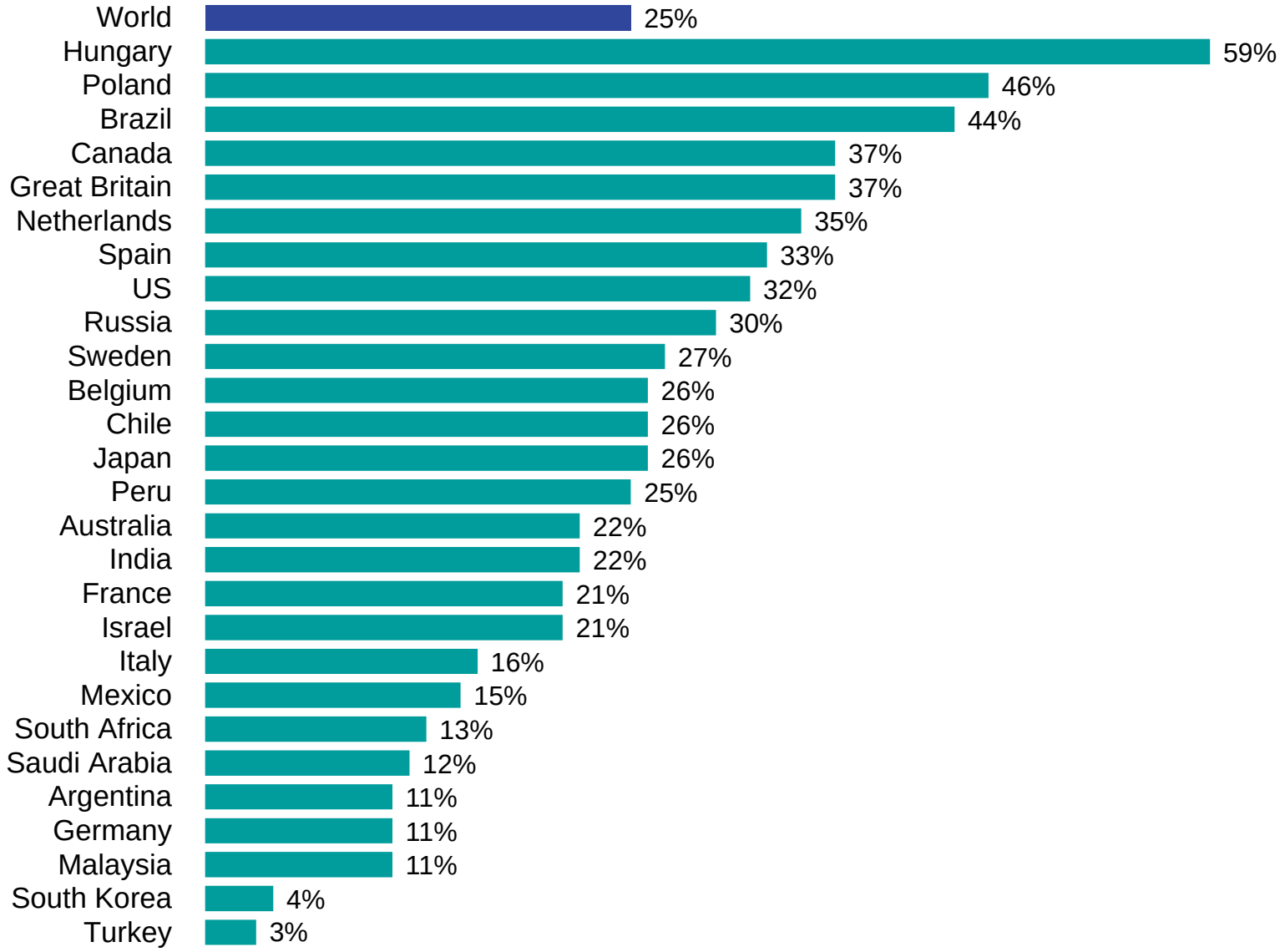
Russia is most concerned about Poverty & social inequality, consistent with previous data.

One in two Chileans also select this as a top concern for their country today. The proportion worried about this has risen during 2020.

There is an overall increase in concern as **19 of the 27** countries see this issue go up since last month.

Source: Ipsos Global Advisor
Base: +/-20,000 adults in 27 countries, April 24th 2020 - May 8th 2020.

#4: HEALTHCARE



Healthcare is a top concern for **one in four** across 27 countries.

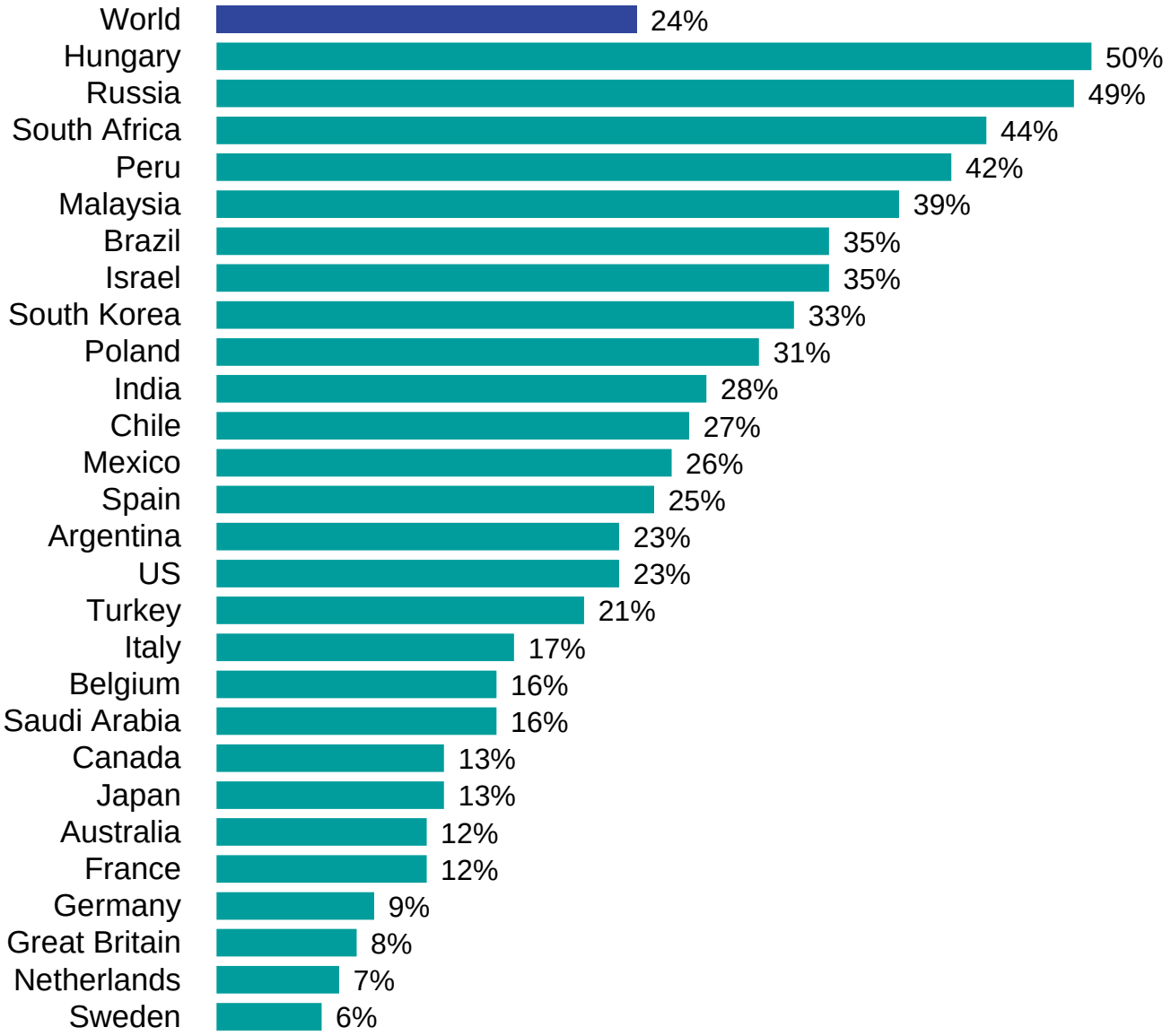
This has fallen from the **record high of 28%** recorded in April 2020.

Healthcare concerns are strongest in Hungary (59%), followed by Poland and Brazil.

Compared to the previous month, there has a **slight decrease** in concern about Healthcare in the majority of countries.

Source: Ipsos Global Advisor
Base: +/-20,000 adults in 27 countries, April 24th 2020 - May 8th 2020.

#5: FINANCIAL/POLITICAL CORRUPTION



Financial/Political Corruption is the **fifth greatest concern worldwide**, with highest levels in Hungary, Russia, South Africa and Peru.

This is the **lowest score** seen for this issue **since the survey began**. Concern about corruption has dropped since the outbreak of coronavirus

Fewer than one in 10 are particularly worried about this in Sweden, the Netherlands, Great Britain and Germany.

Source: Ipsos Global Advisor
Base: +/-20,000 adults in 27 countries, April 24th 2020 - May 8th 2020.

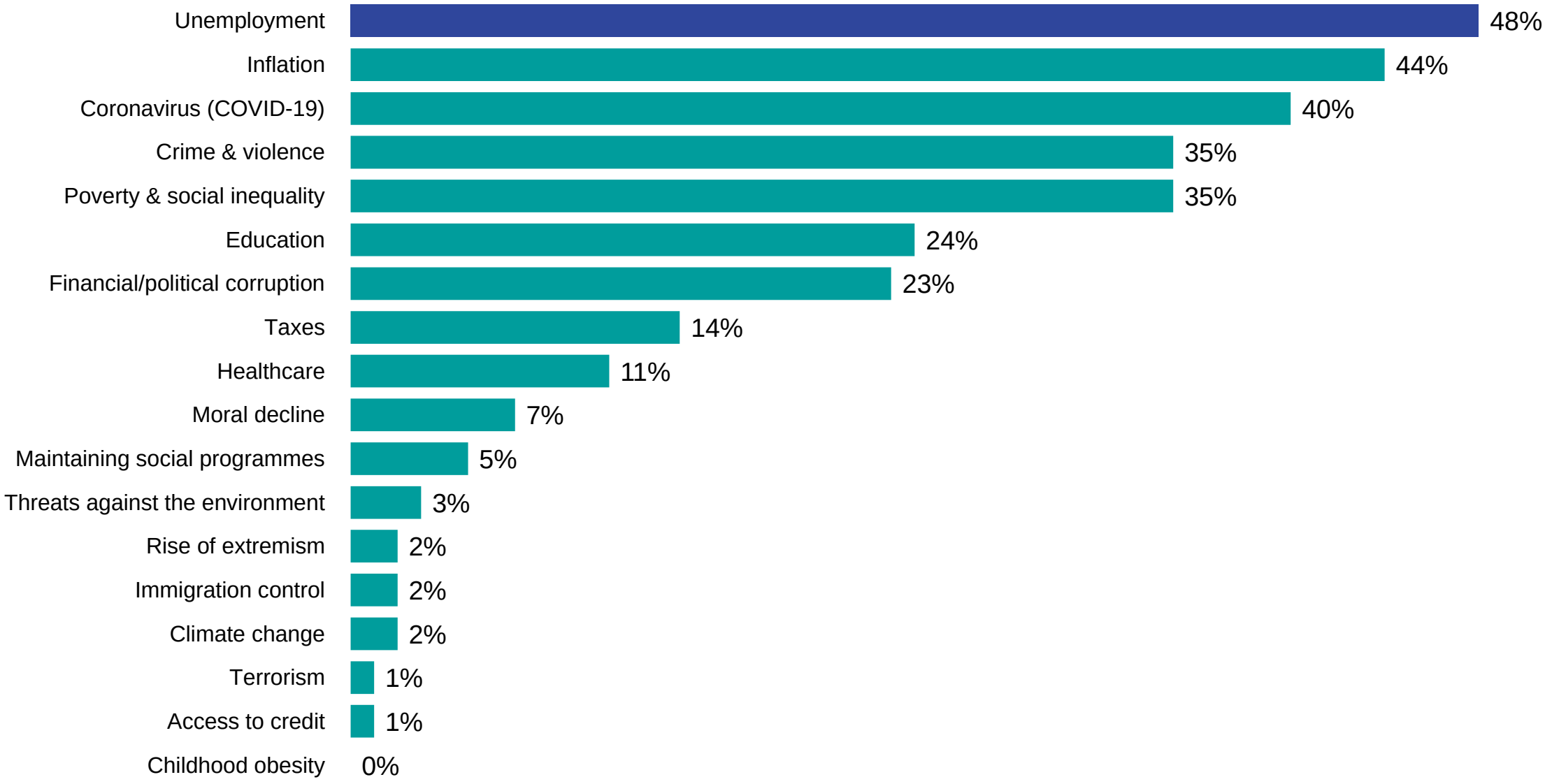
ALL COUNTRIES

4

The top concerns of each of the 27 countries surveyed

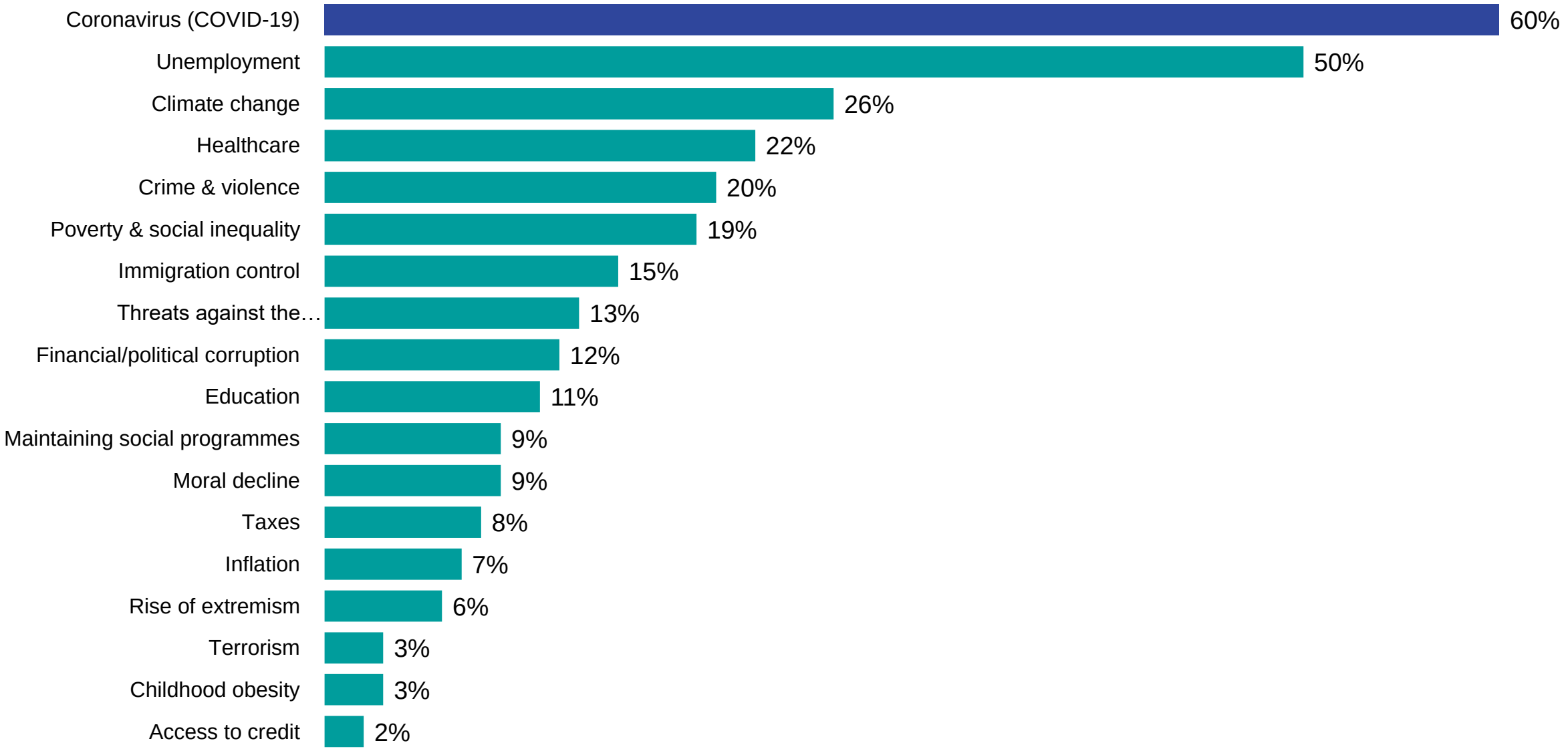
 © Ipsos

ARGENTINA



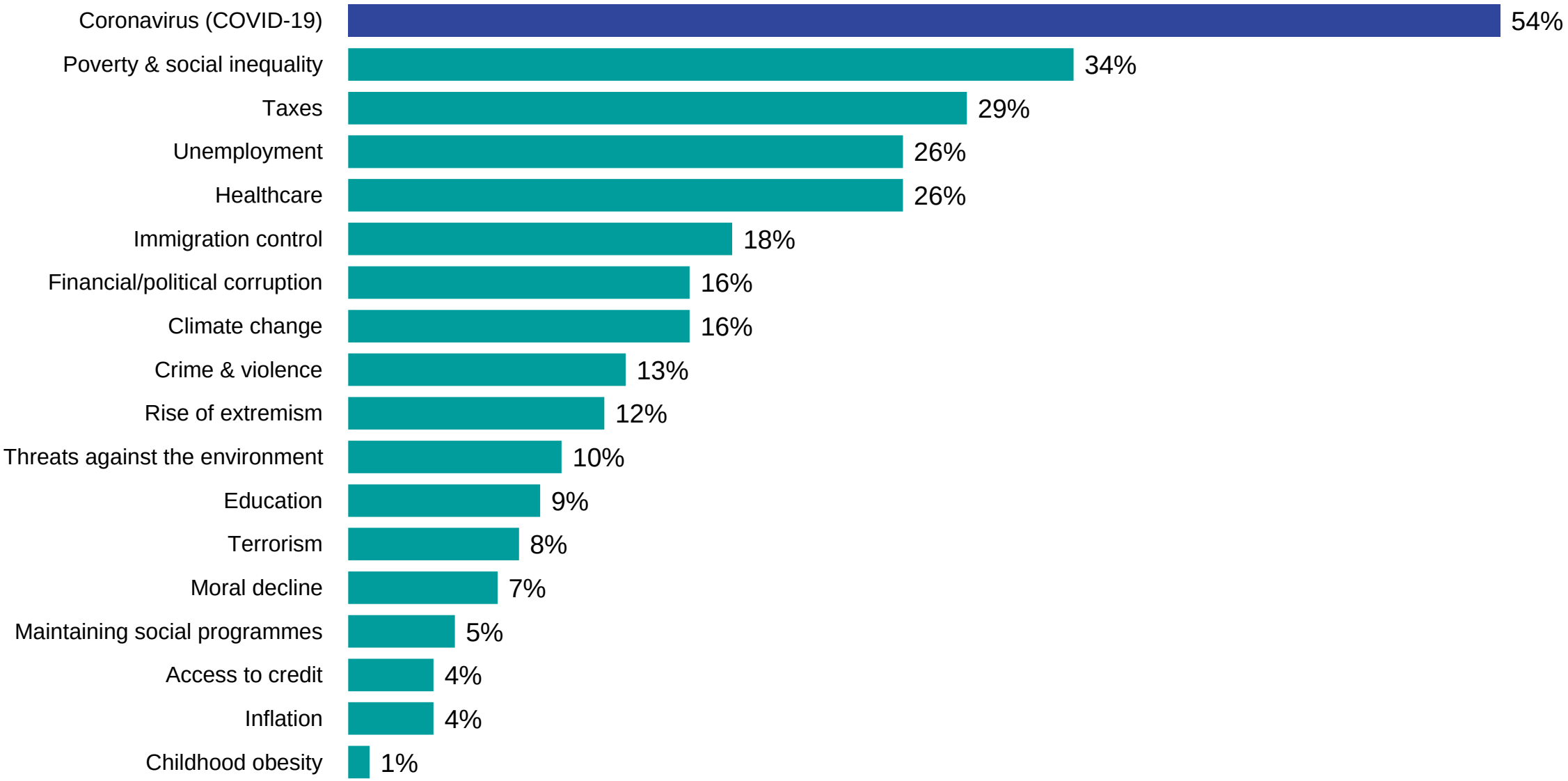
Source: Ipsos Global Advisor
Base: 500 Argentinian adults aged 16-74. May 2020

AUSTRALIA



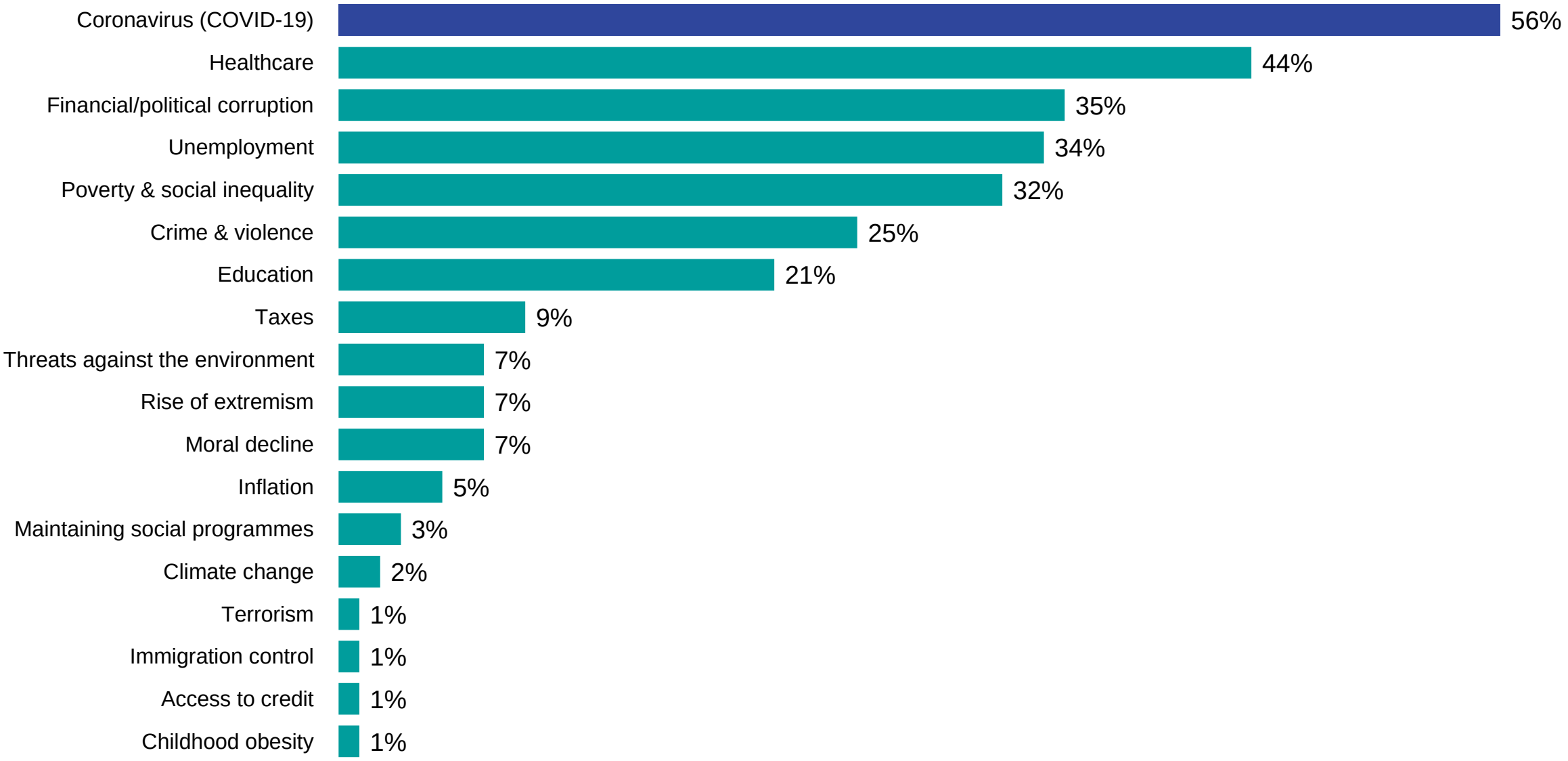
Source: Ipsos Global Advisor
Base: 1000 Australian adults aged 16-74. May 2020

BELGIUM



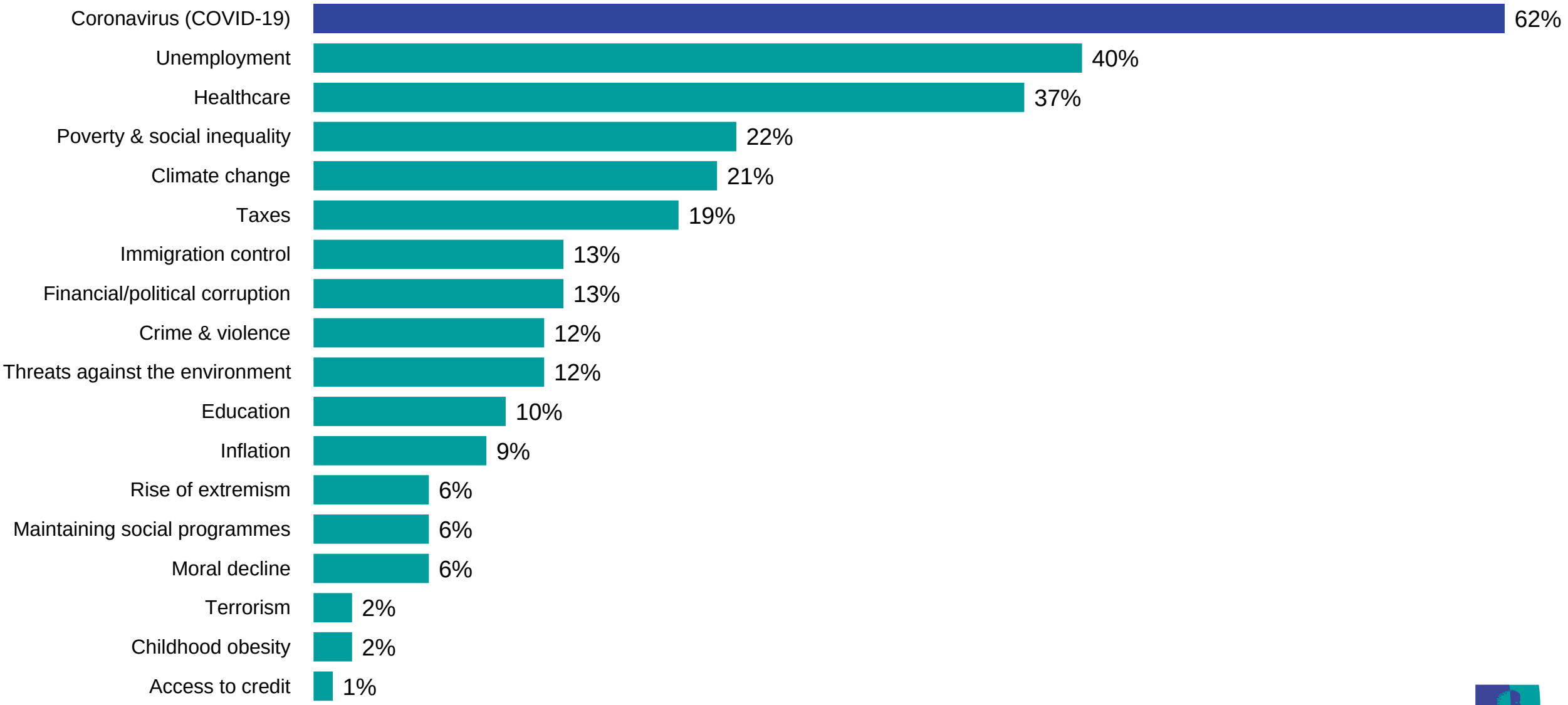
Source: Ipsos Global Advisor
Base: 500 Belgian adults aged 16-74. May 2020

BRAZIL



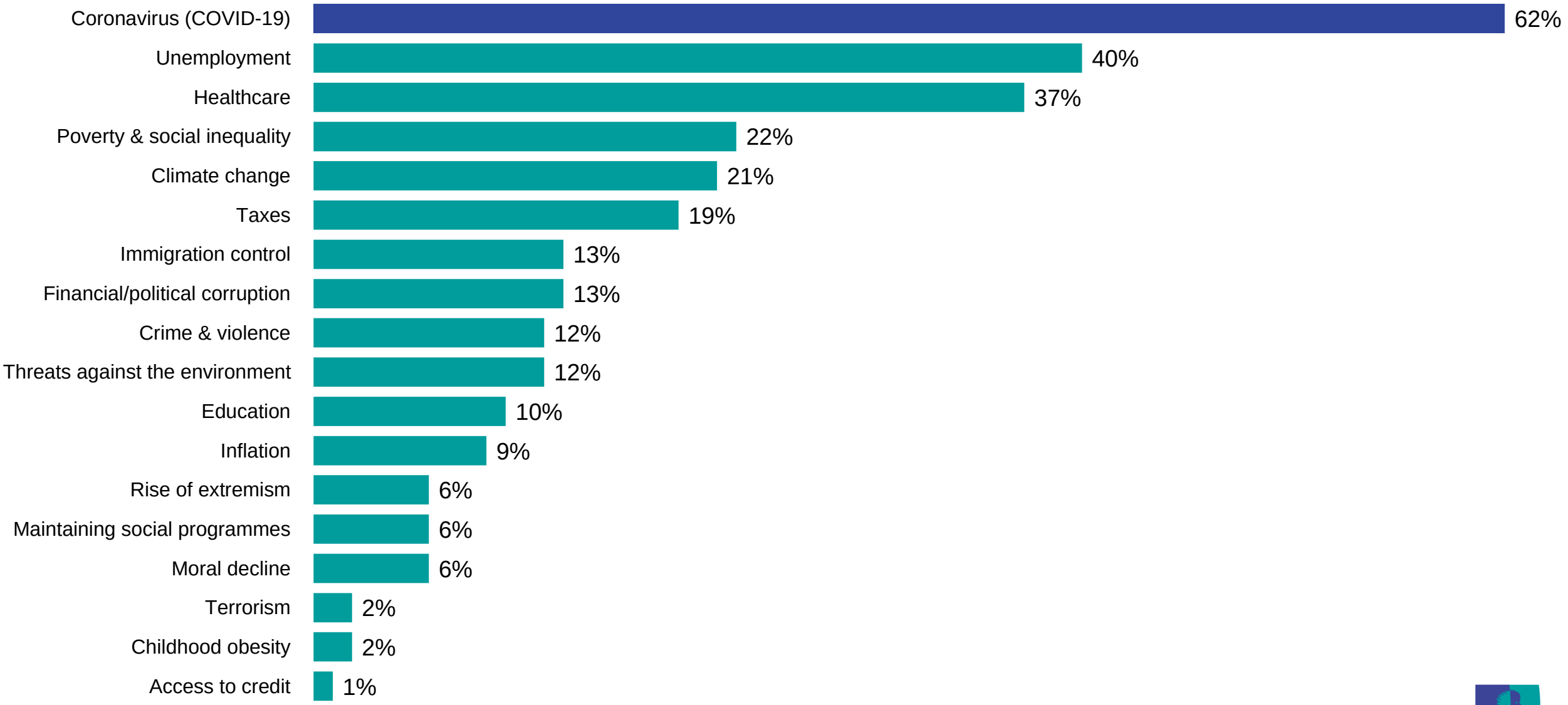
Source: Ipsos Global Advisor
Base: 1000 Brazilian adults aged 16-74. May 2020

CANADA



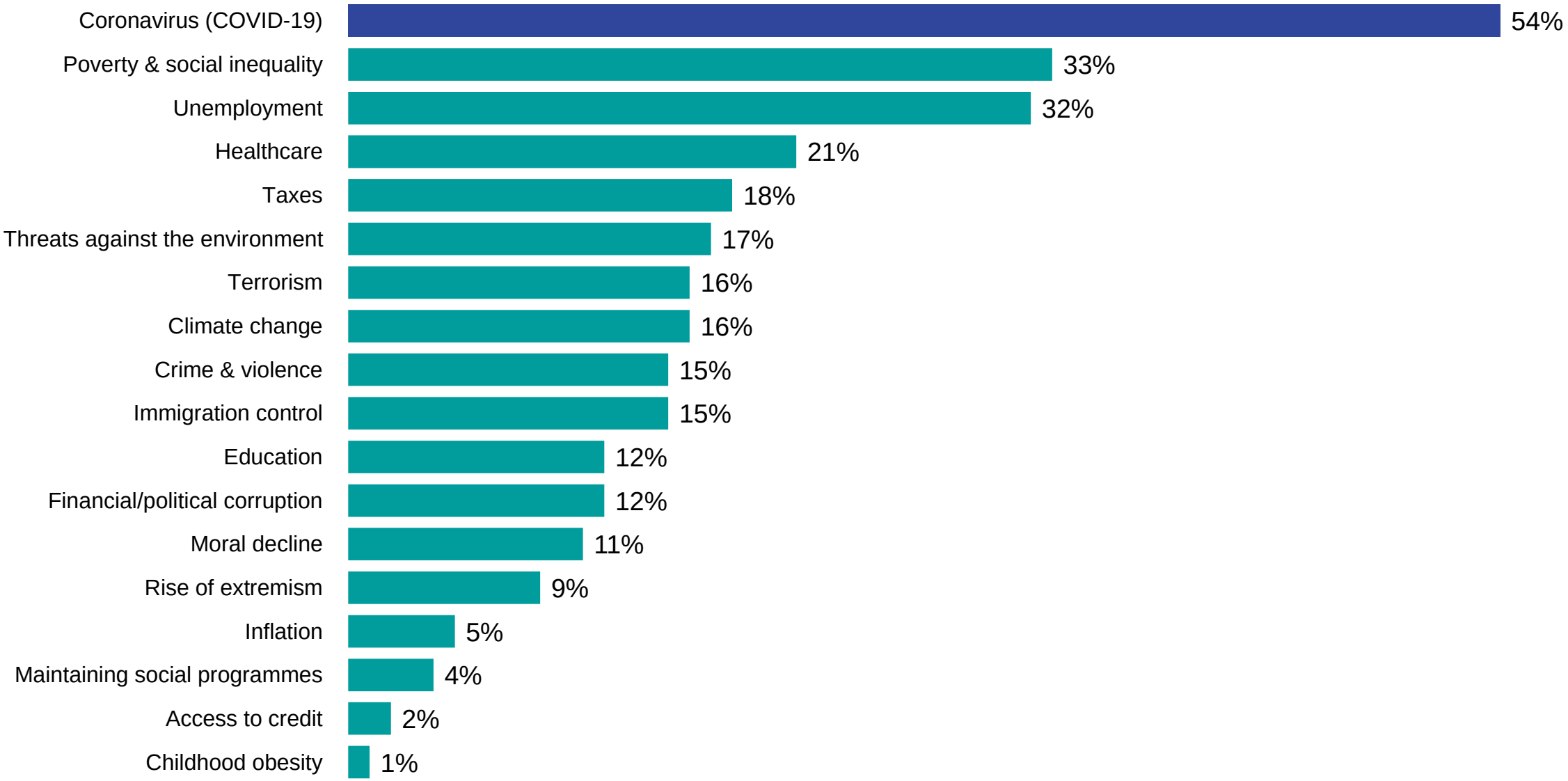
Source: Ipsos Global Advisor
Base: 1000 Canadian adults aged 16-74. May 2020

CHILE



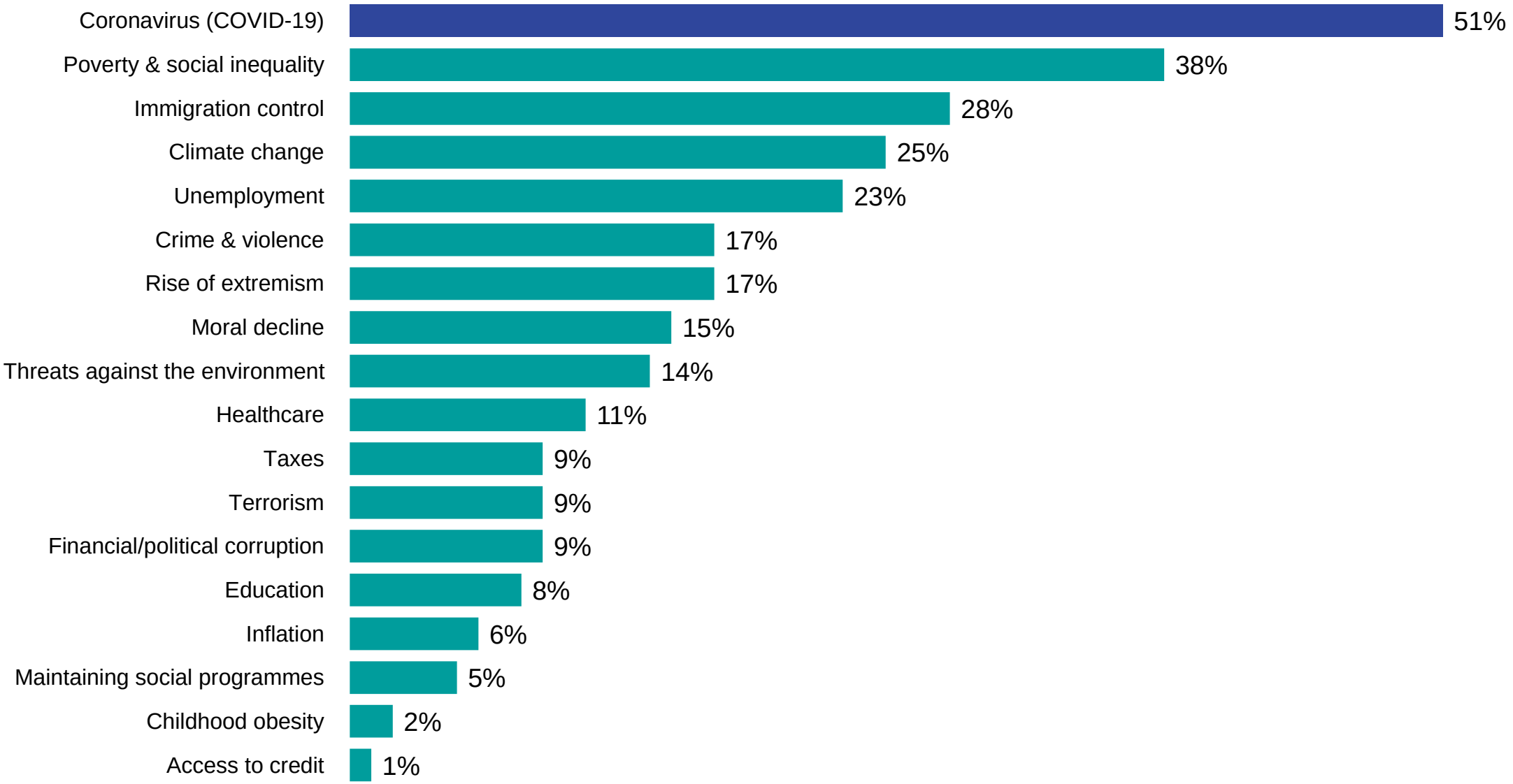
Source: Ipsos Global Advisor
Base: 500 Chilean adults aged 16-74. May 2020

FRANCE



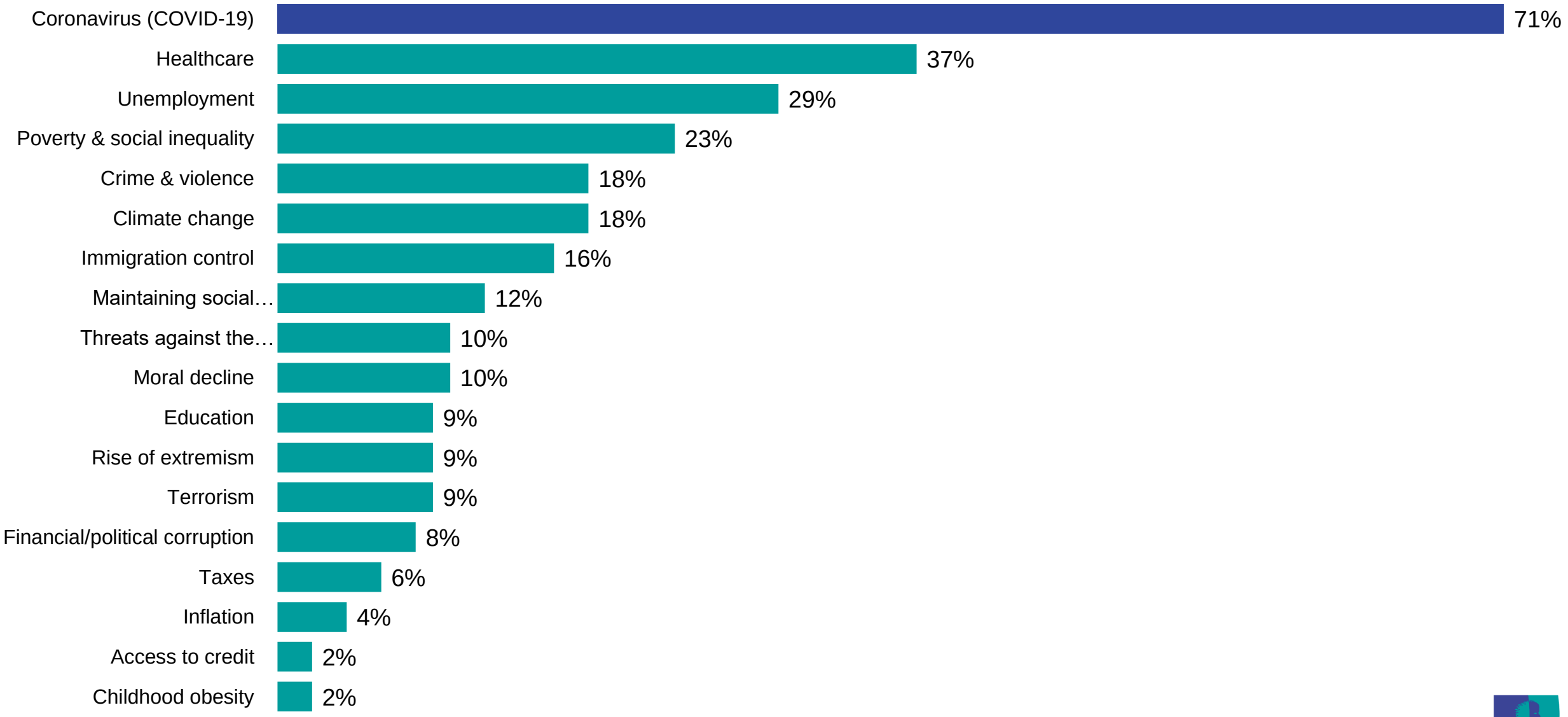
Source: Ipsos Global Advisor
Base: 1000 French adults aged 16-74. May 2020

GERMANY



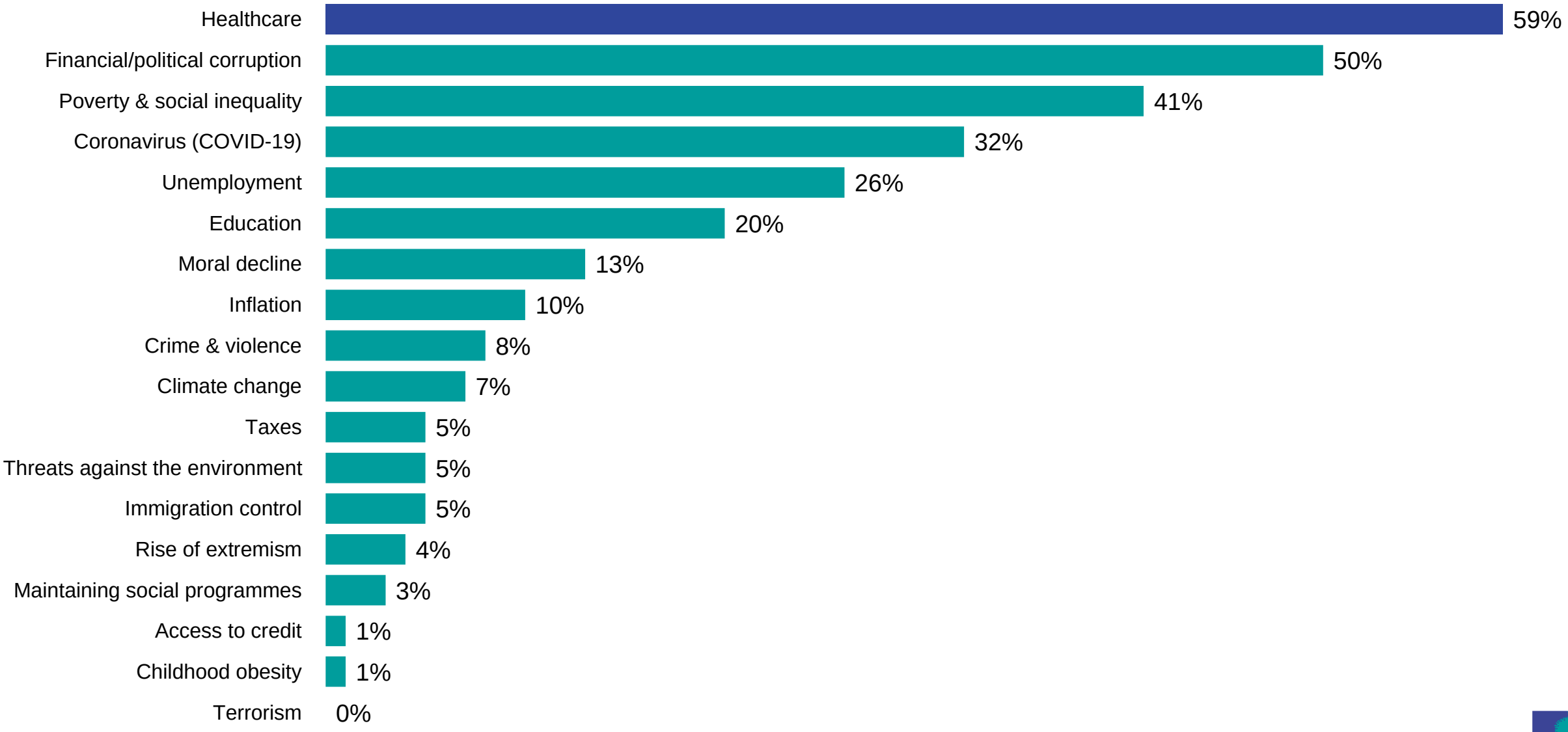
Source: Ipsos Global Advisor
Base: 1000 German adults aged 16-74. May 2020

GREAT BRITAIN



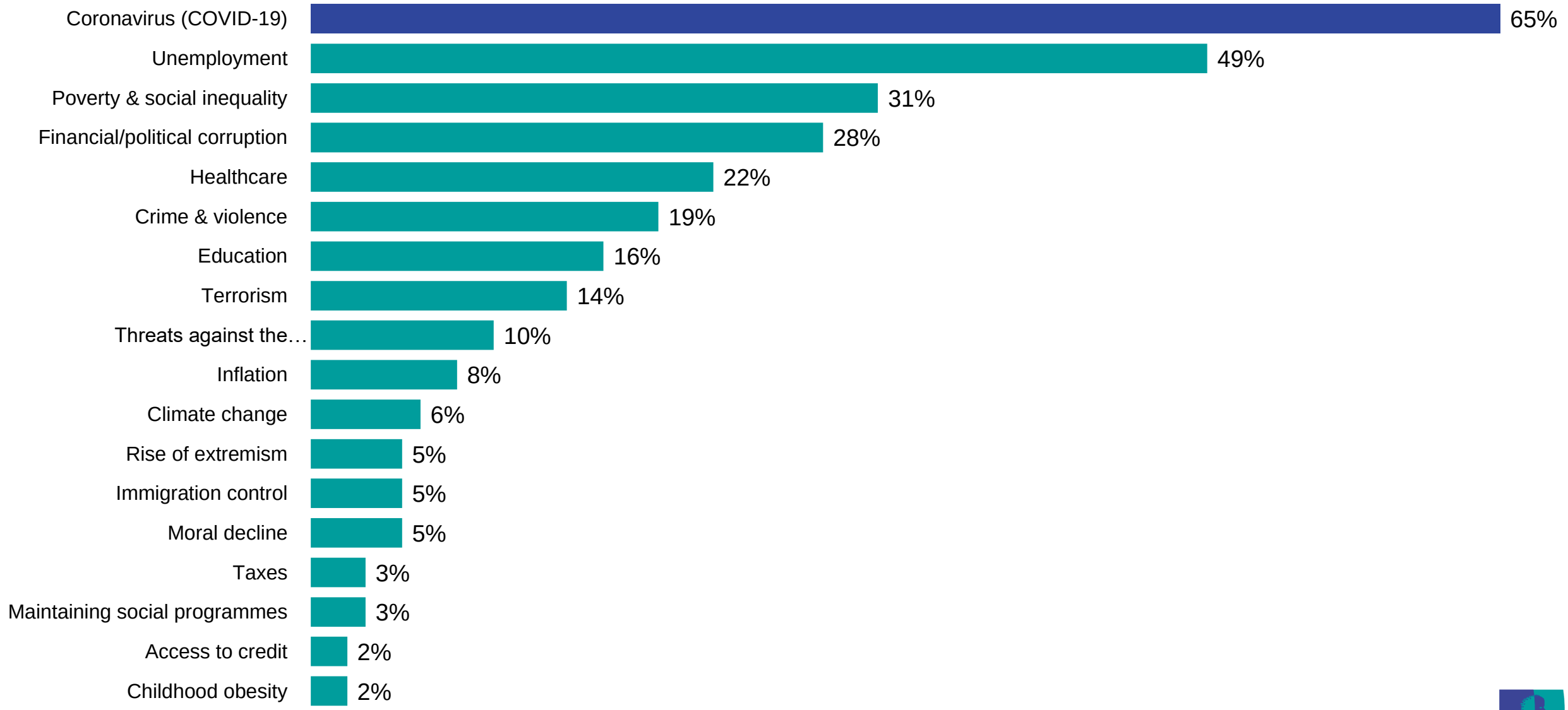
Source: Ipsos Global Advisor
Base: 1000 British adults aged 16-74. May 2020

HUNGARY



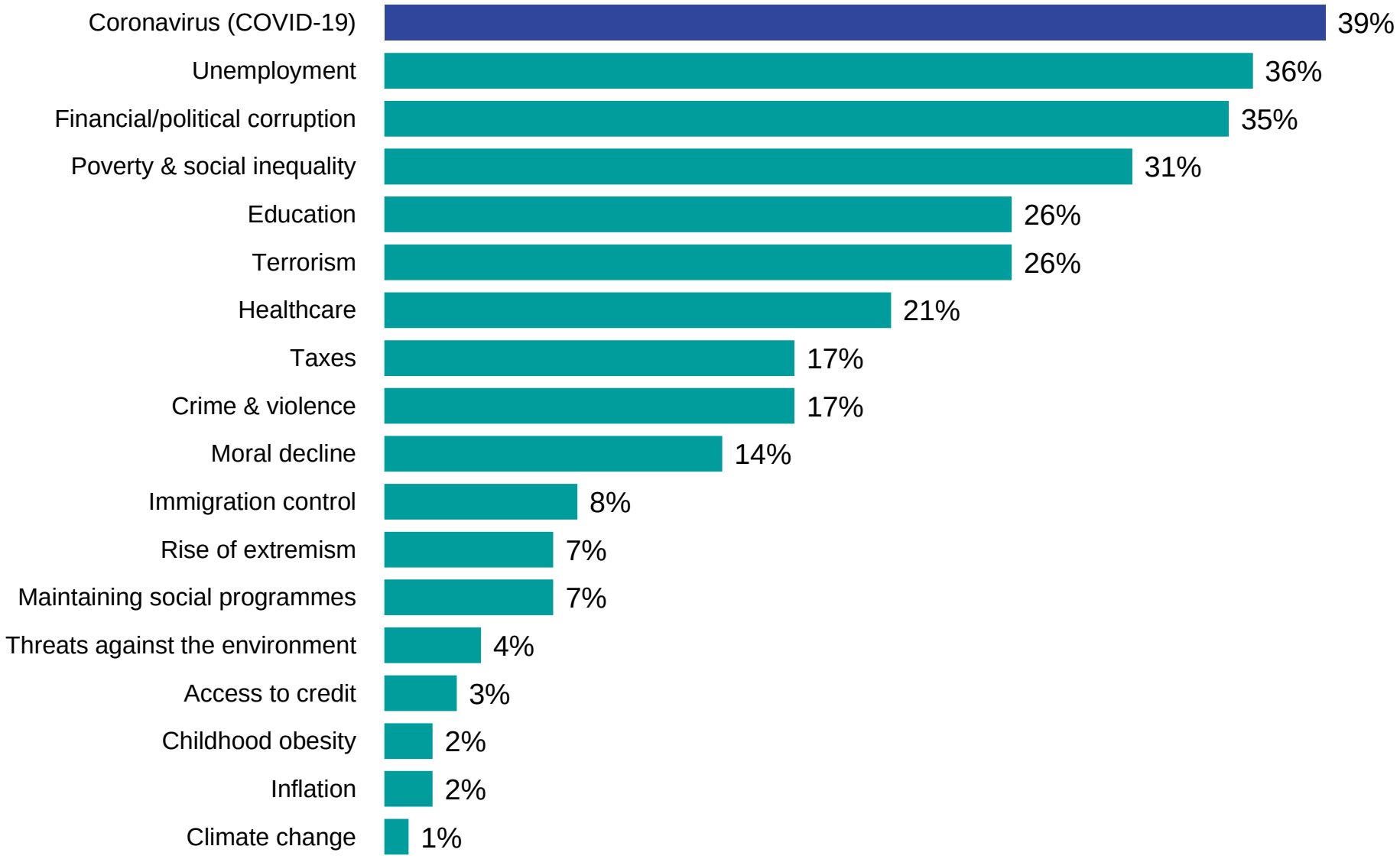
Source: Ipsos Global Advisor
Base: 500 Hungarian adults aged 16-74. May 2020

INDIA



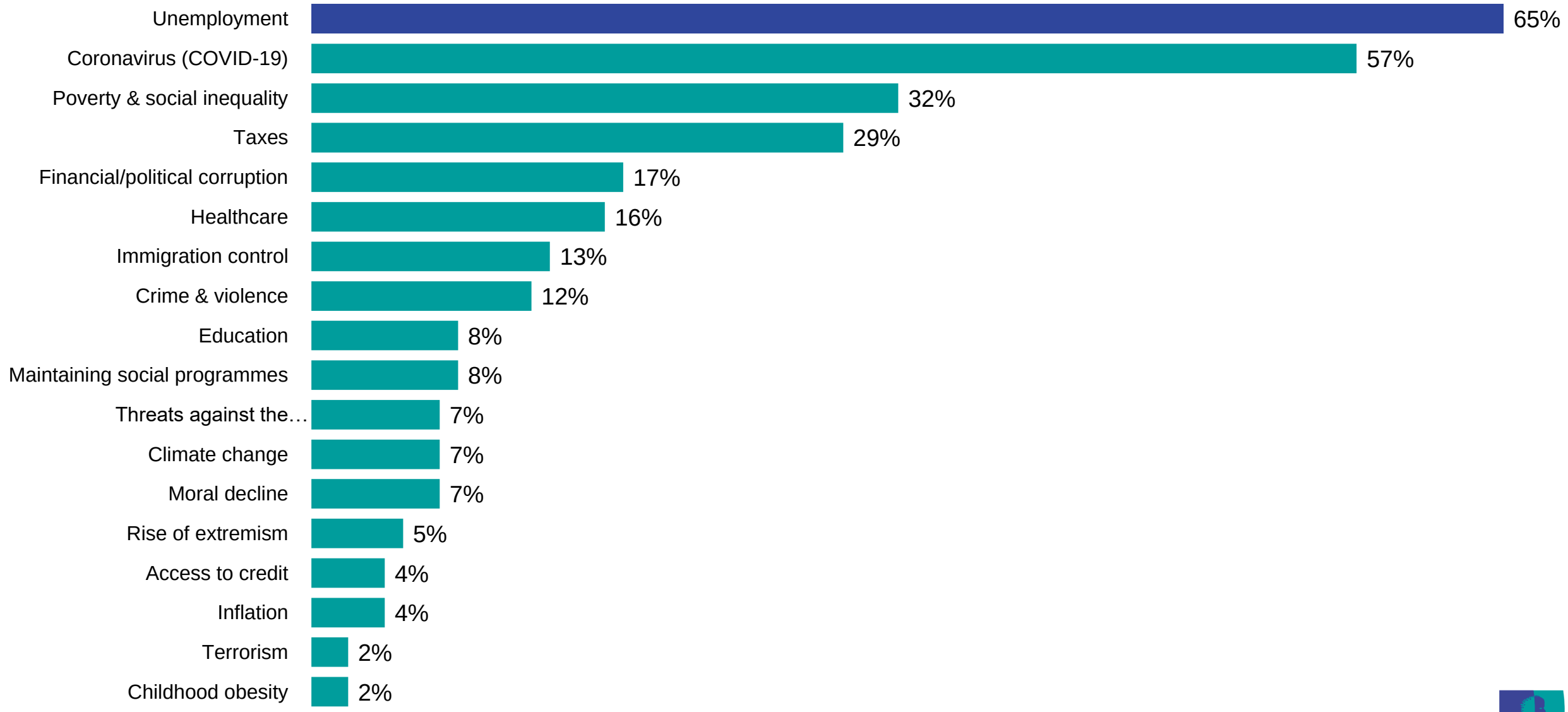
Source: Ipsos Global Advisor
Base: 500 Indian adults aged 16-74. May 2020

ISRAEL



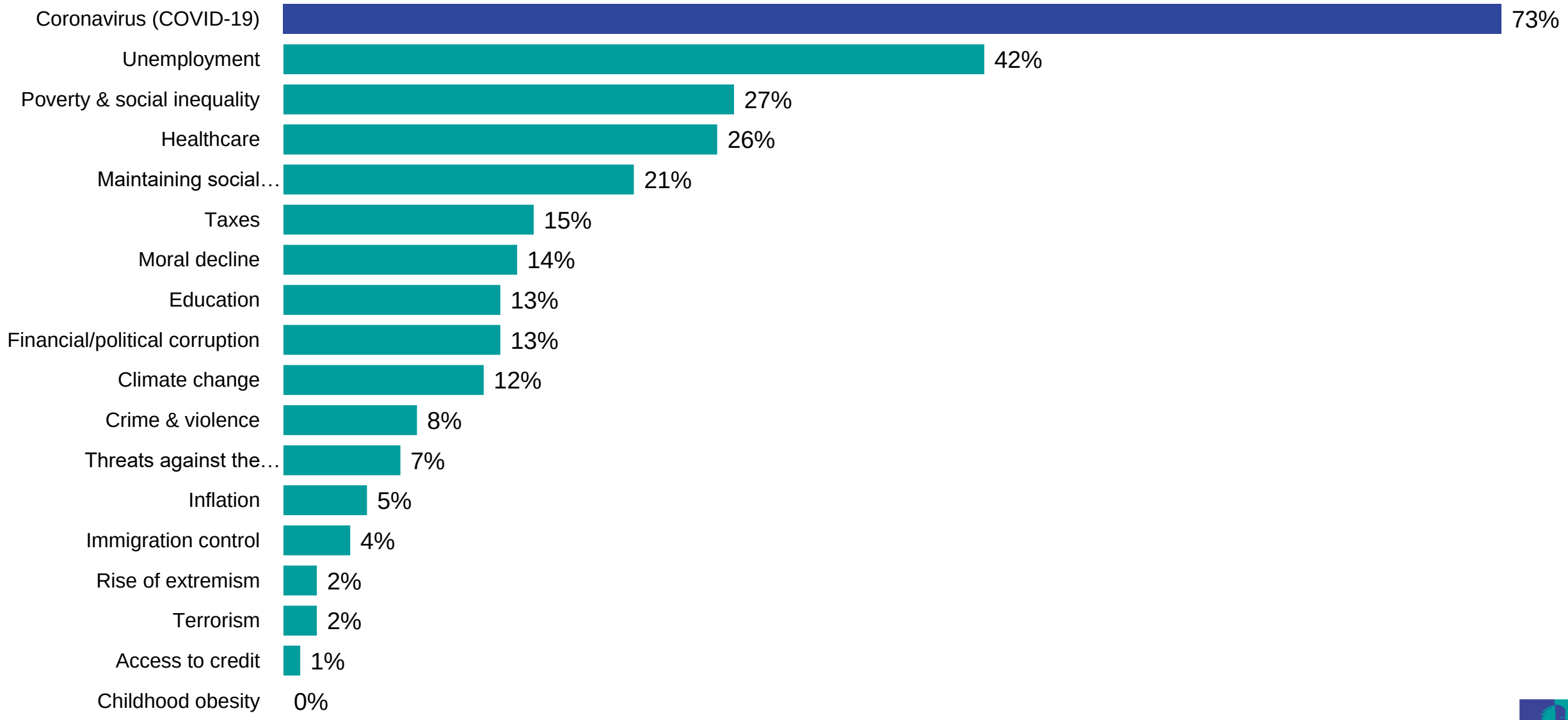
Source: Ipsos Global Advisor
Base: 500 Israeli adults aged 16-74. May 2020

ITALY



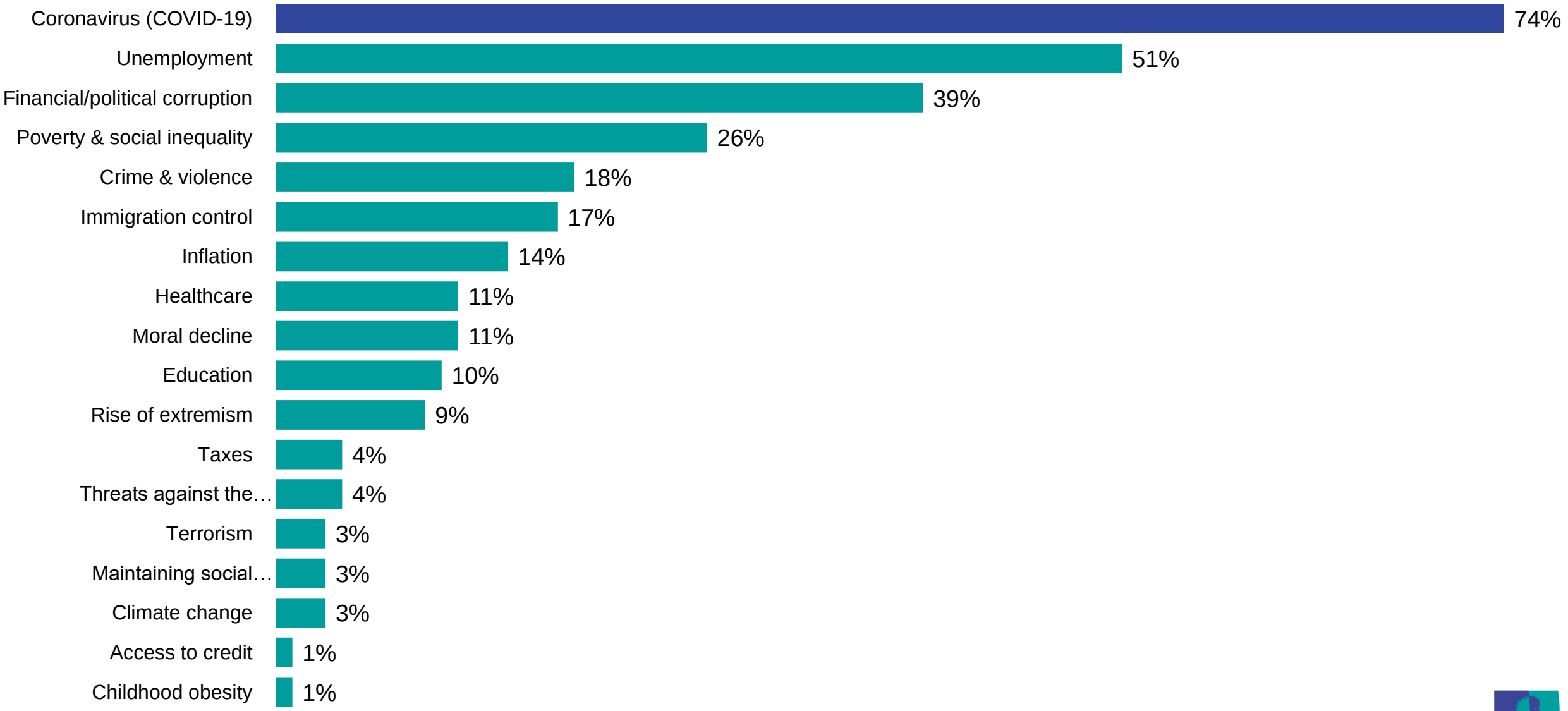
Source: Ipsos Global Advisor
Base: 1000 Italian adults aged 16-74. May 2020

JAPAN



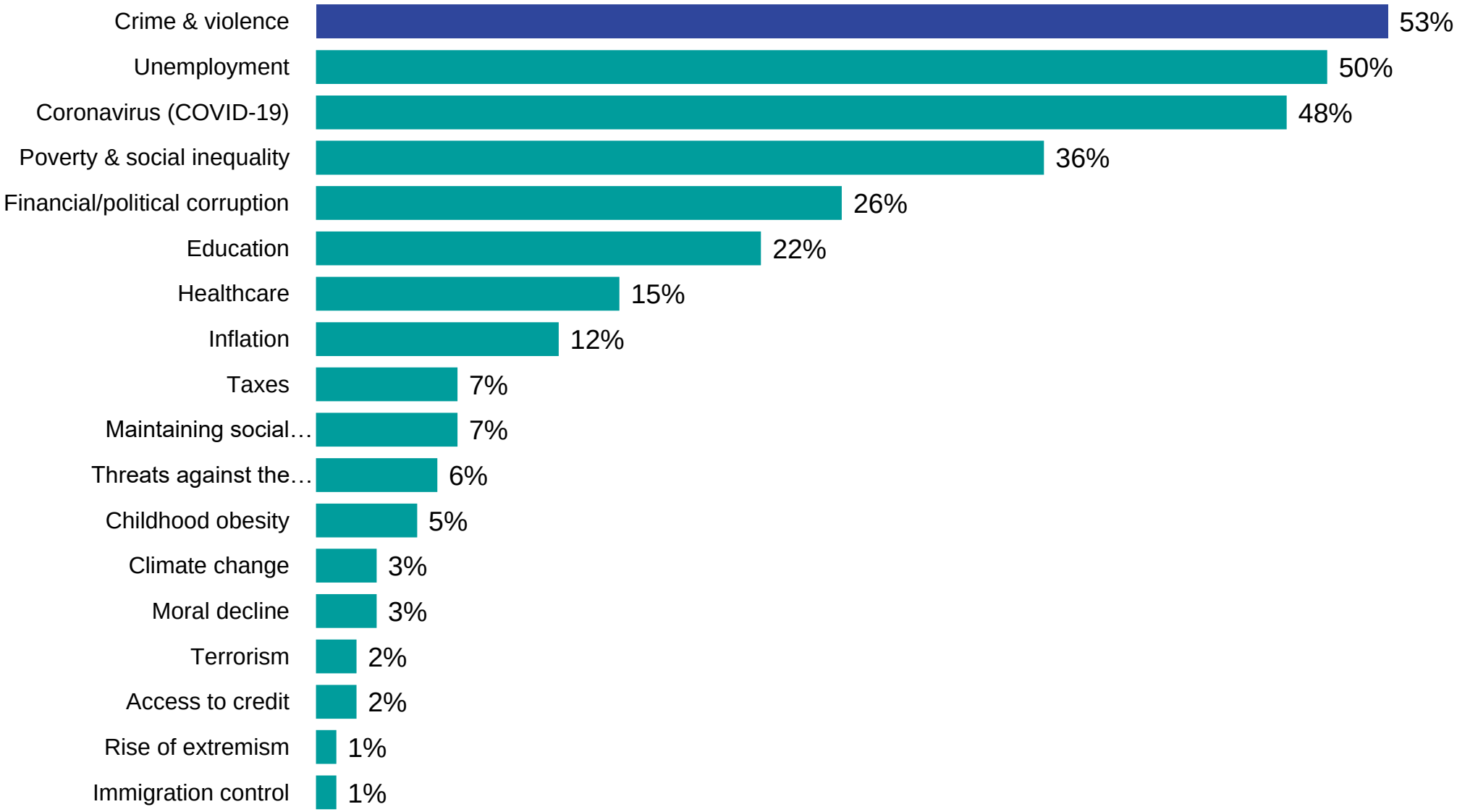
Source: Ipsos Global Advisor
Base: 1000 Japanese adults aged 16-74. May 2020

MALAYSIA



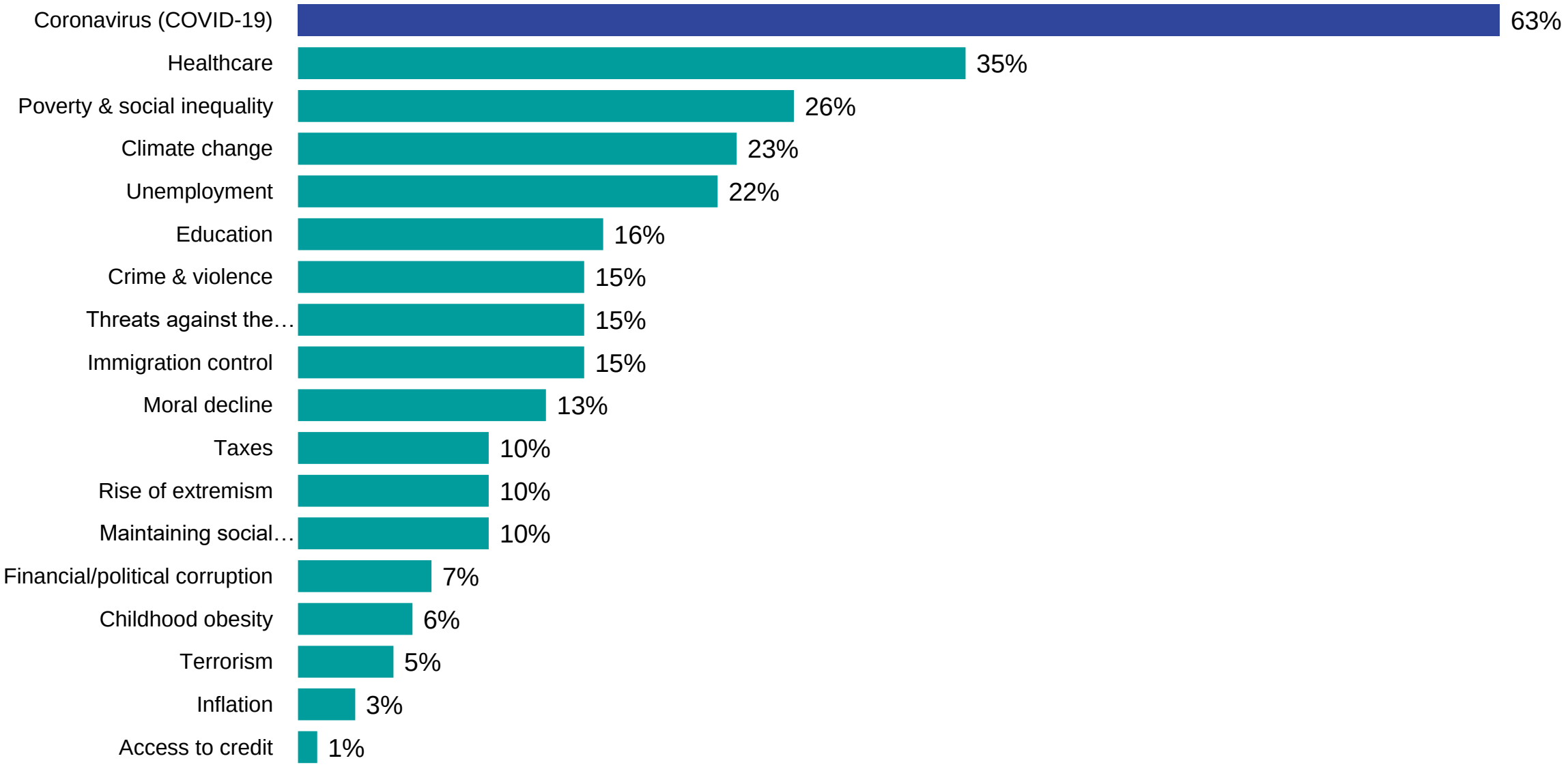
Source: Ipsos Global Advisor
Base: 500 Malaysian adults aged 16-74. May 2020

MEXICO



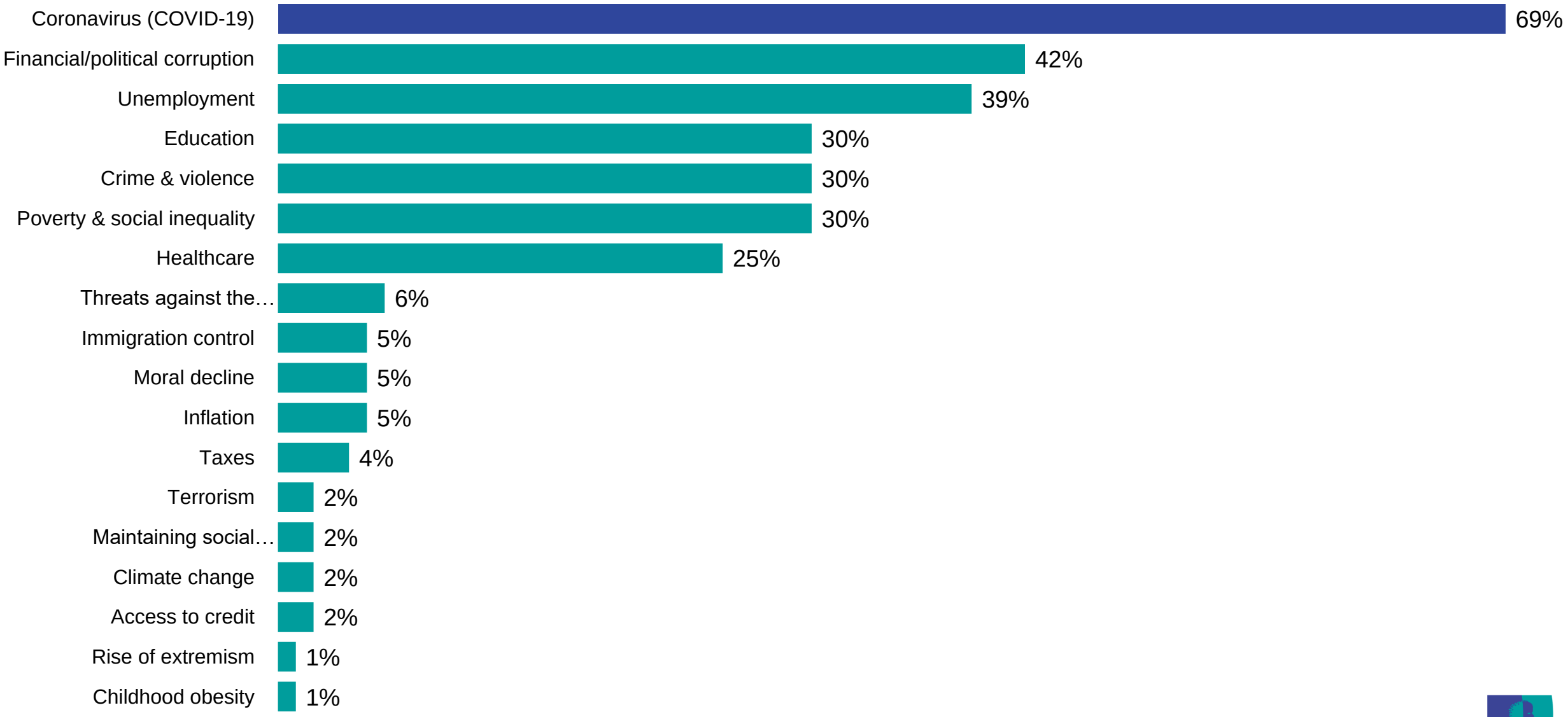
Source: Ipsos Global Advisor
Base: 500 Mexican adults aged 16-74. May 2020

NETHERLAND



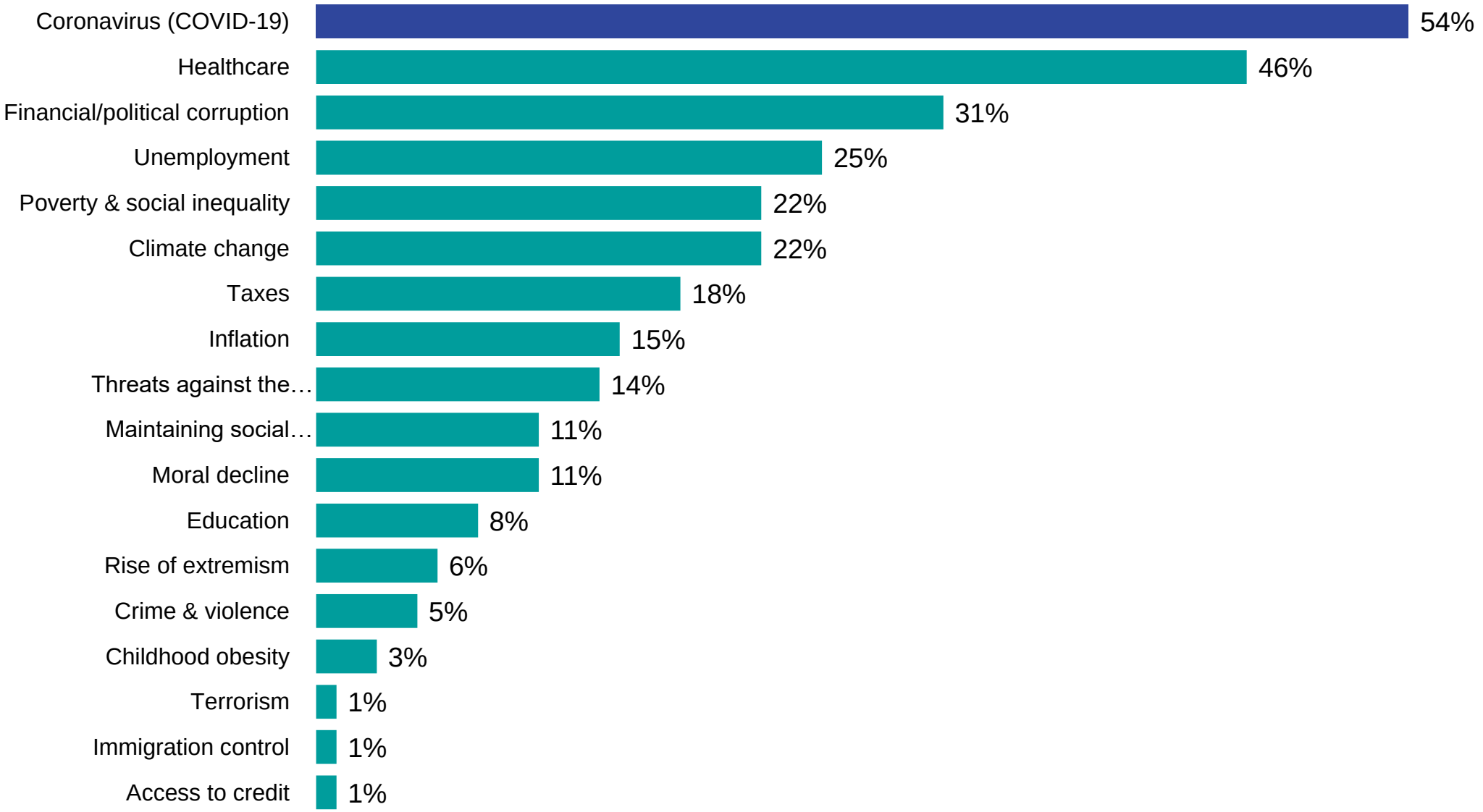
Source: Ipsos Global Advisor
Base: 500 Dutch adults aged 16-74. May 2020

PERU



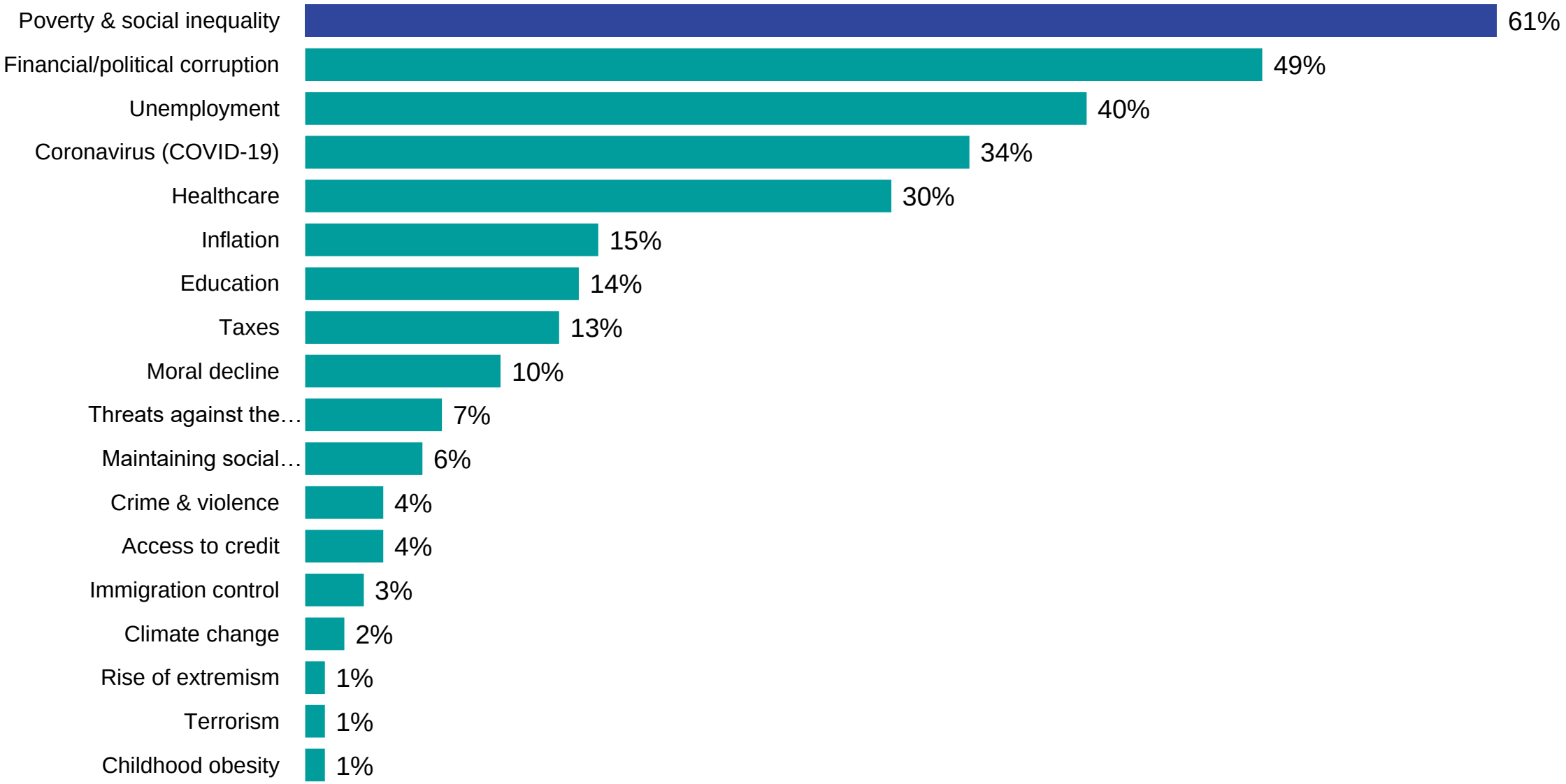
Source: Ipsos Global Advisor
Base: 500 Peruvian adults aged 16-74. May 2020

POLAND



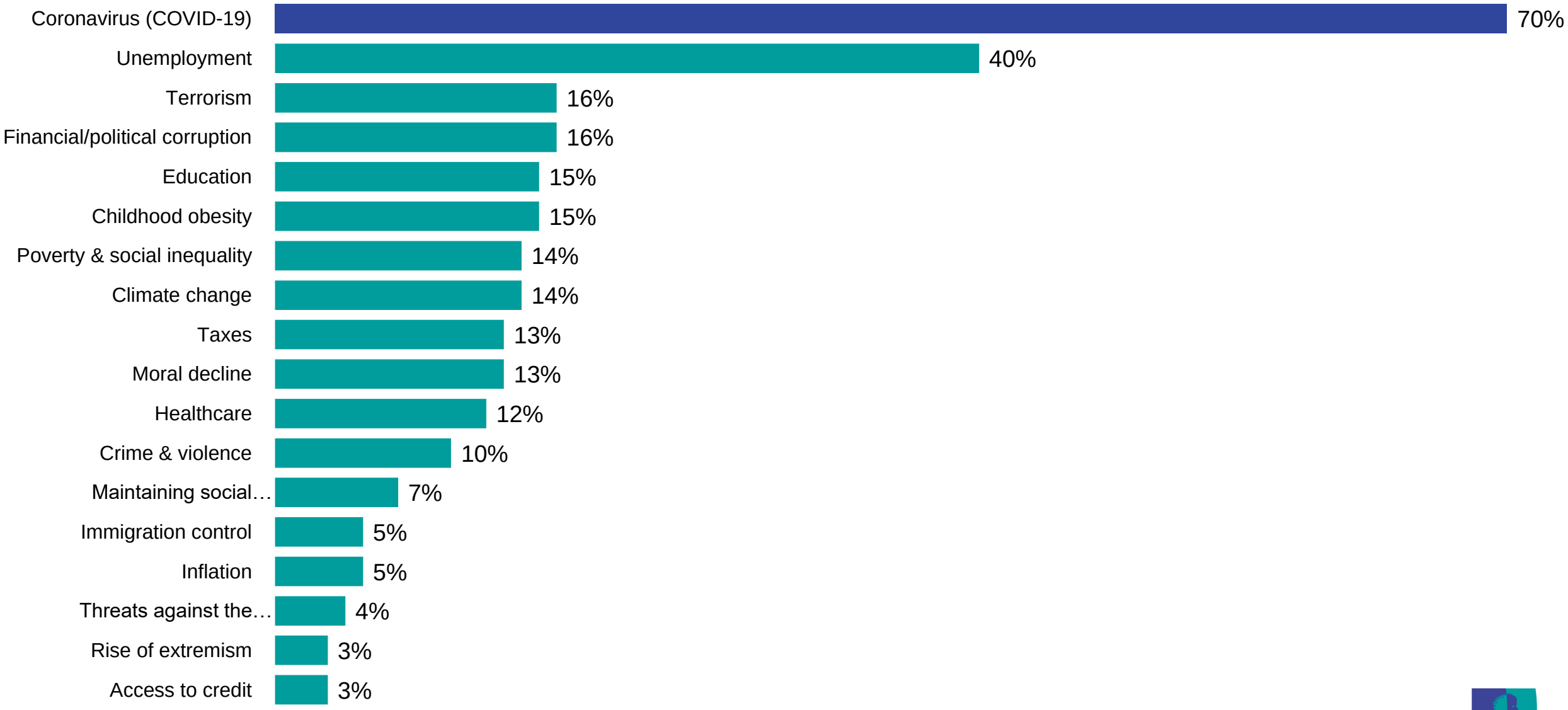
Source: Ipsos Global Advisor
Base: 500 Polish adults aged 16-74. May 2020

RUSSIA



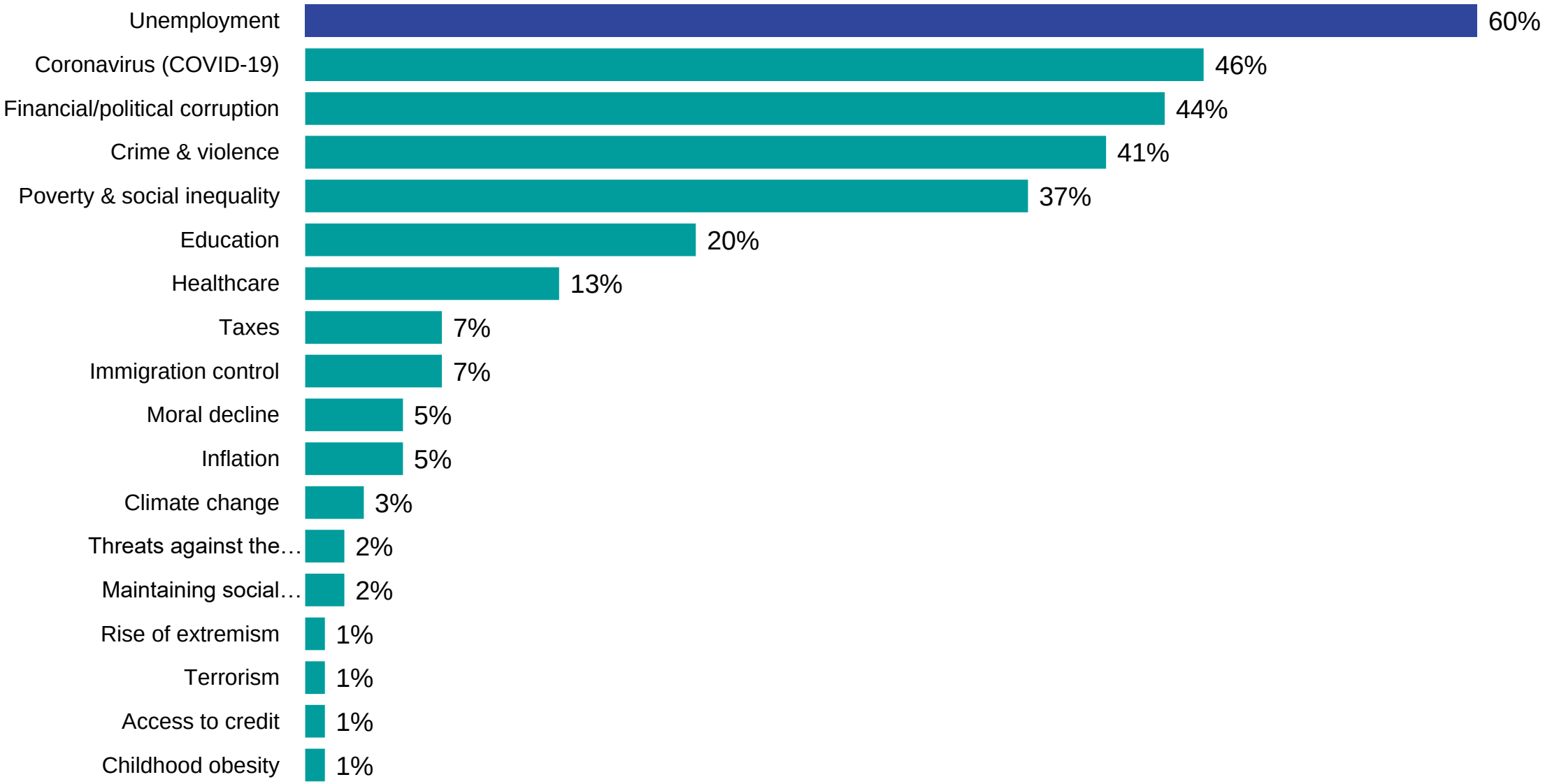
Source: Ipsos Global Advisor
Base: 500 Russian adults aged 16-74. May 2020

SAUDI ARABIA



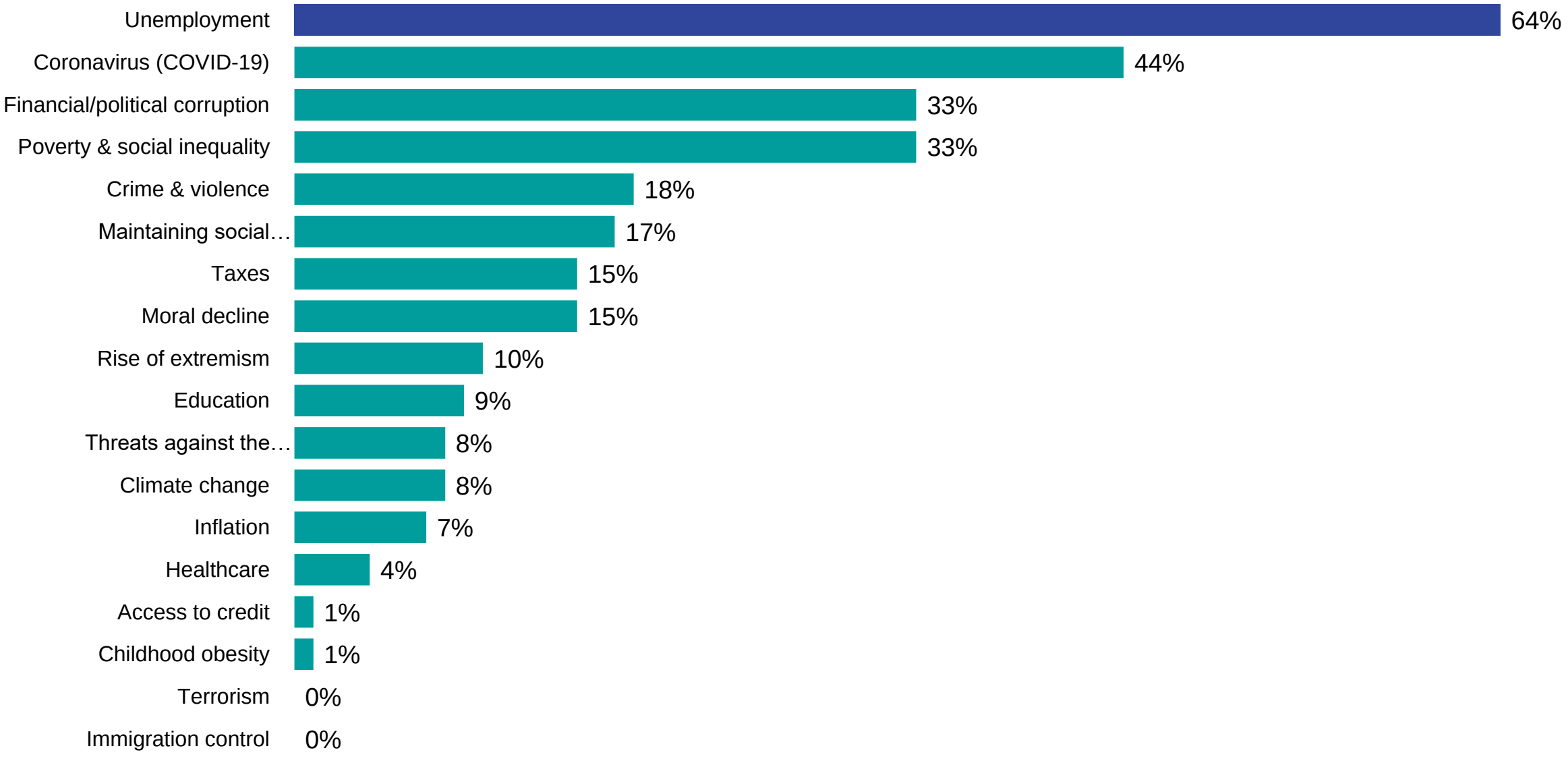
Source: Ipsos Global Advisor
Base: 500 Saudi adults aged 16-74. May 2020

SOUTH AFRICA



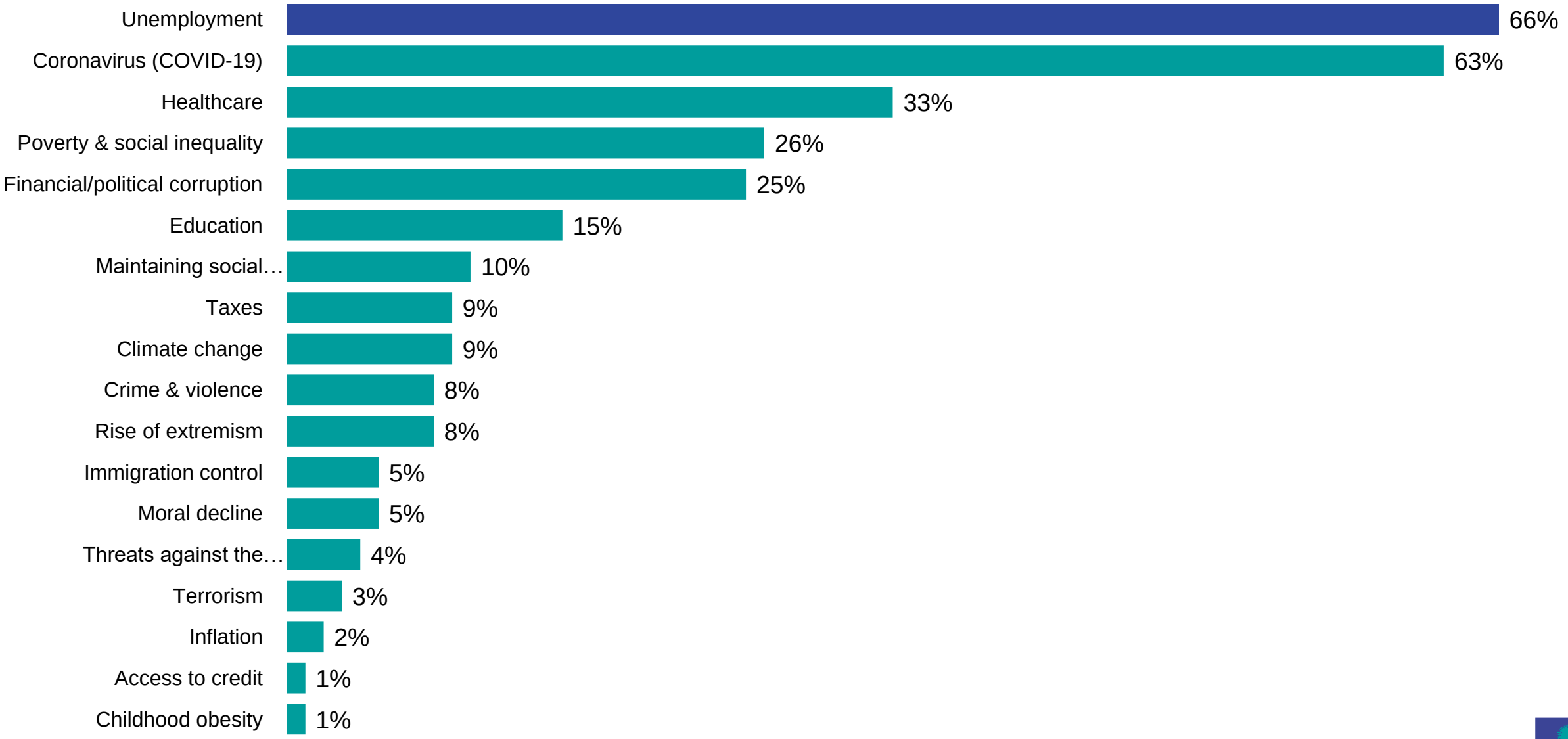
Source: Ipsos Global Advisor
Base: 500 South African adults aged 16-74. May 2020

SOUTH KOREA



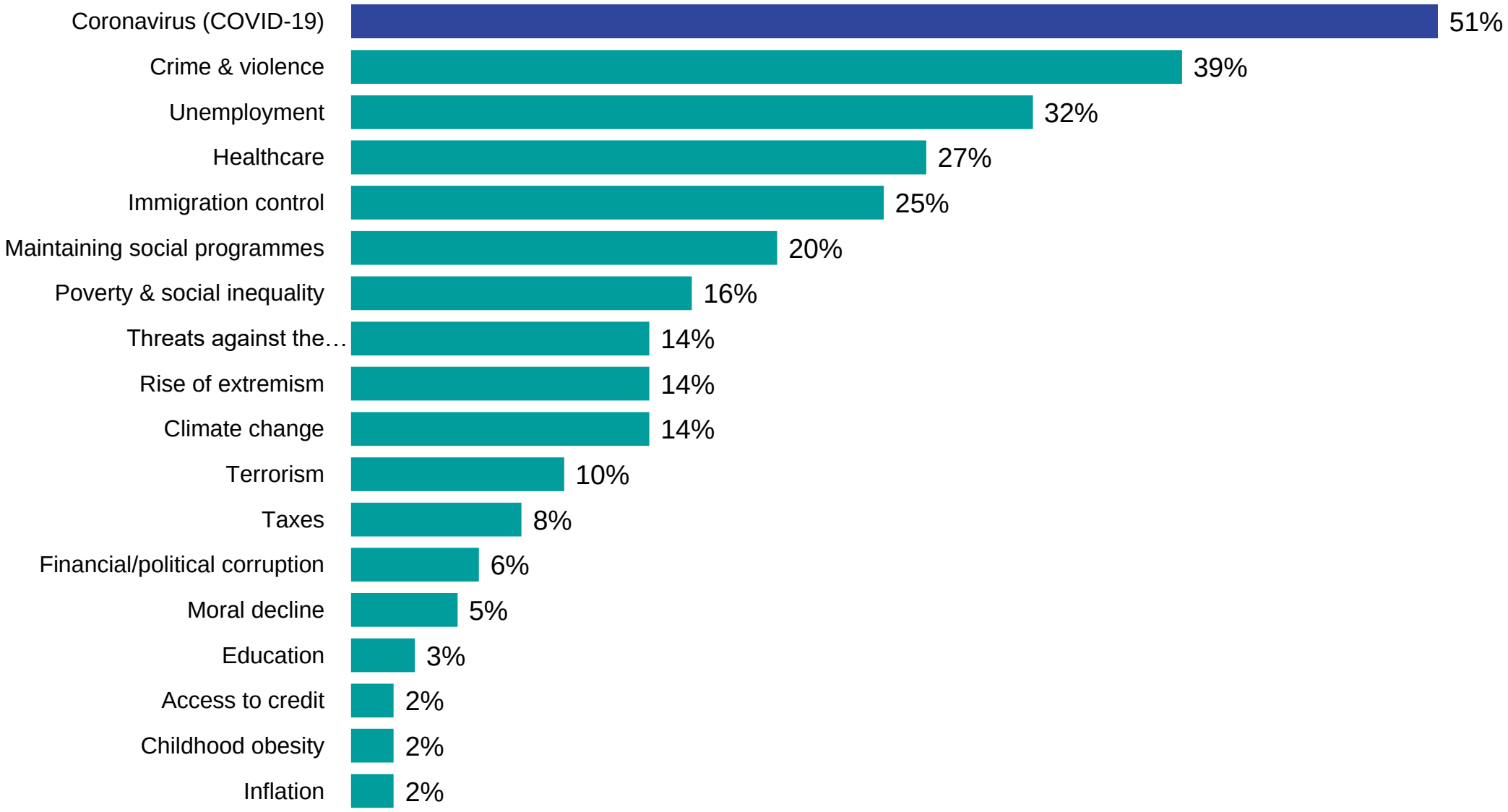
Source: Ipsos Global Advisor
Base: 500 South Korean adults aged 16-74. May 2020

SPAIN



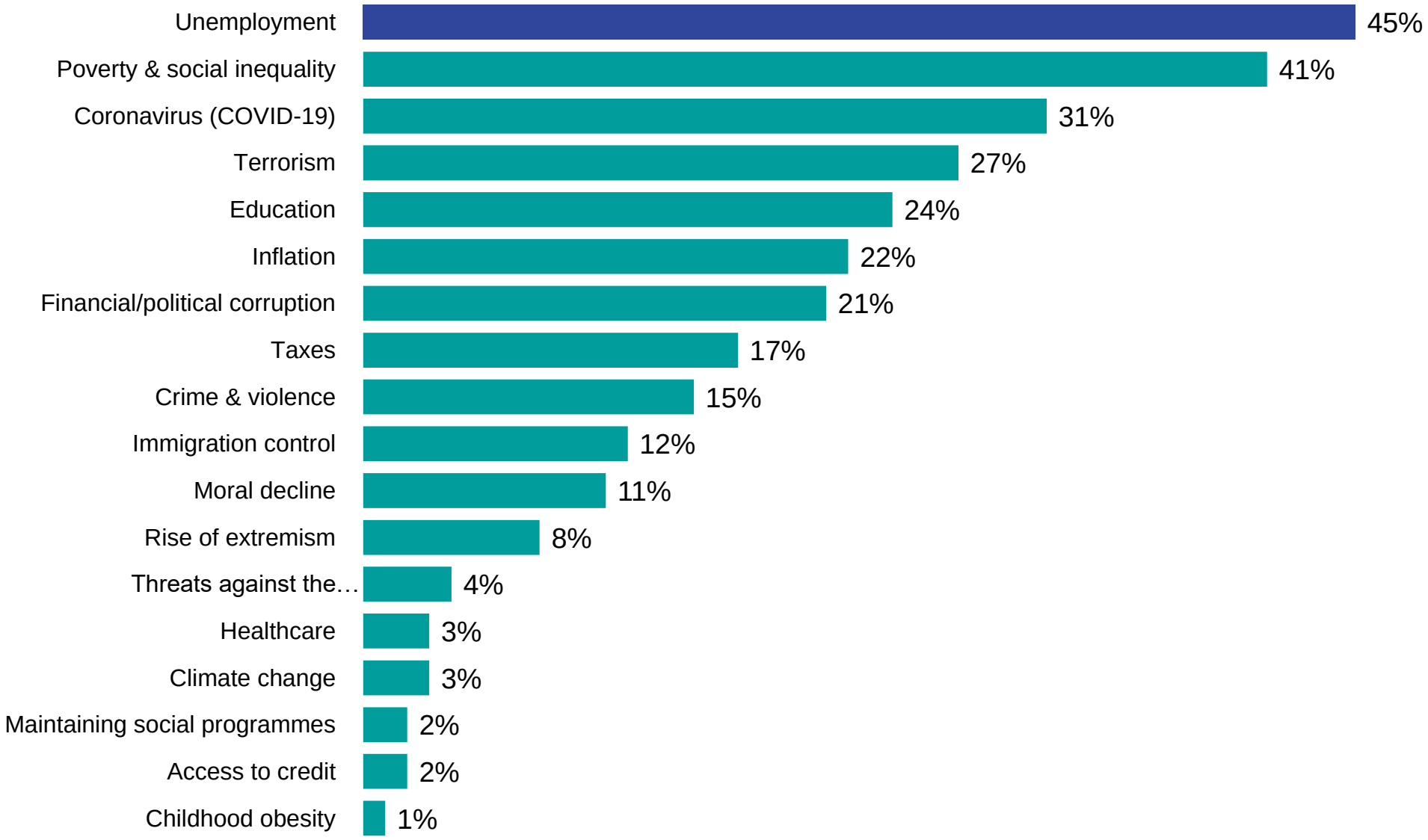
Source: Ipsos Global Advisor
Base: 1000 Spanish adults aged 16-74. May 2020

SWEDEN



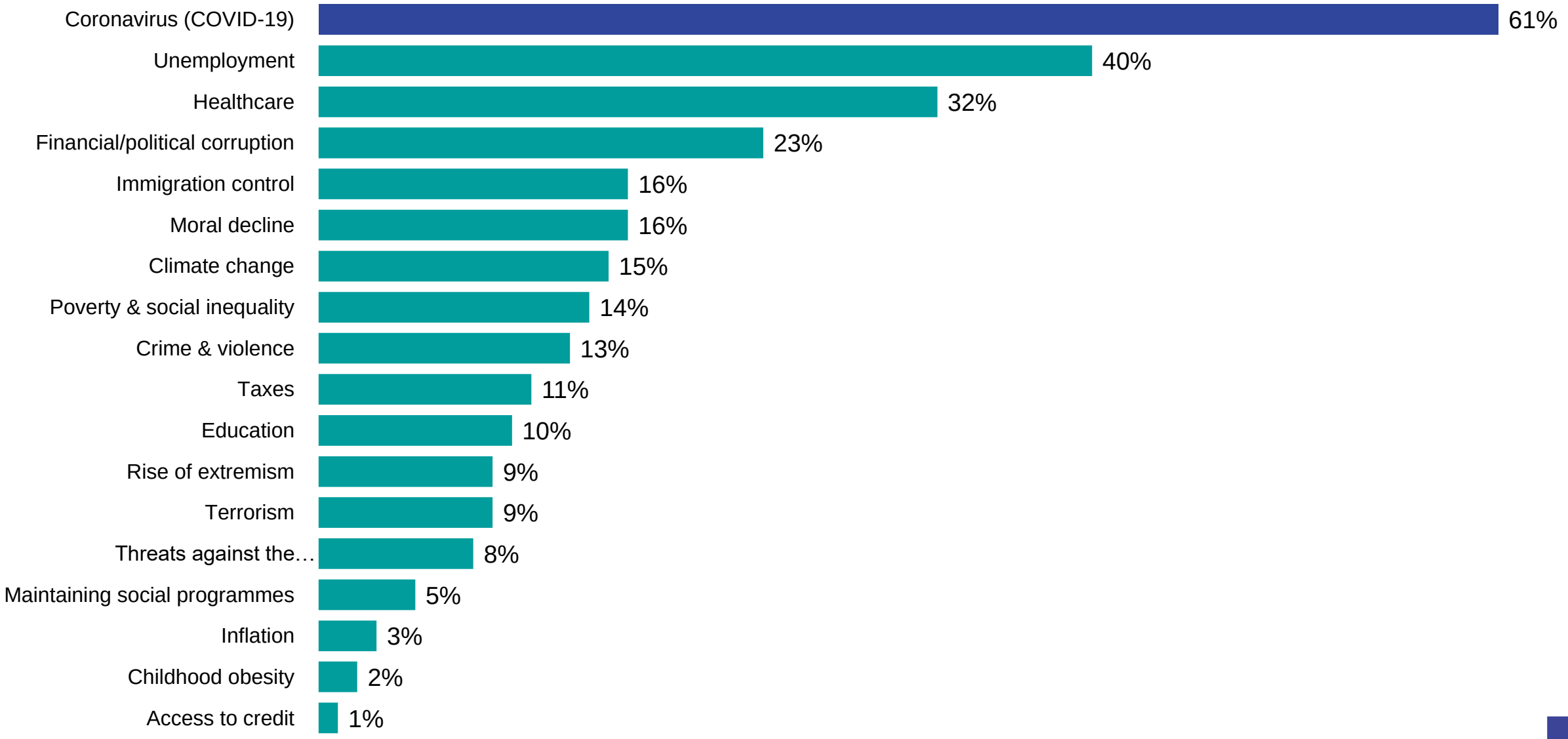
Source: Ipsos Global Advisor
Base: 500 Swedish adults aged 16-74. May 2020

TURKEY



Source: Ipsos Global Advisor
Base: 501 Turkish adults aged 16-74. May 2020

US



Source: Ipsos Global Advisor
Base: 1000 US adults aged 16-74. May 2020

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 19,505 adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries, were interviewed between April 24th 2020 to May 8th 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.