

WHAT WORRIES THE WORLD?

July 2021



GAME CHANGERS



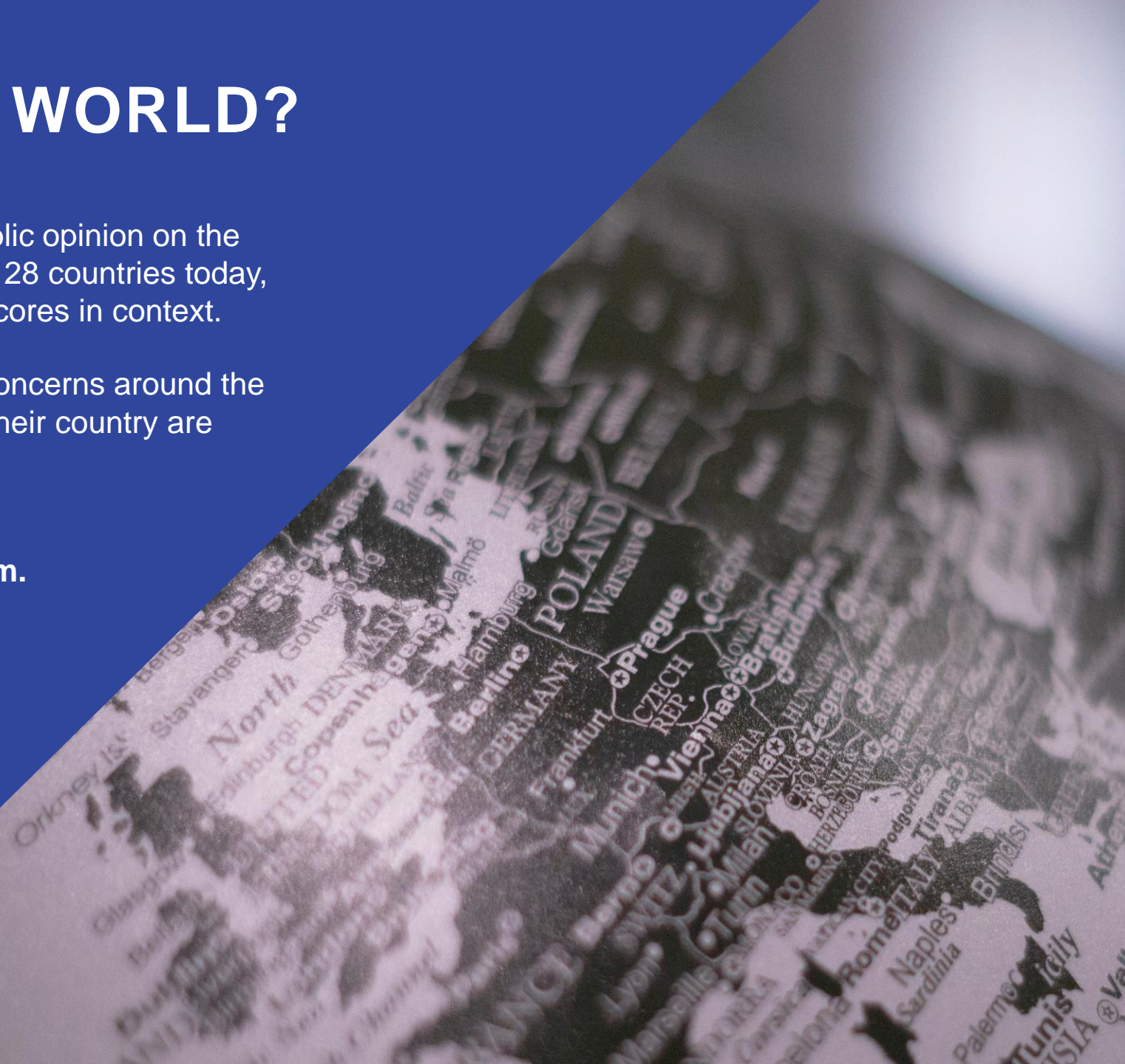
WHAT WORRIES THE WORLD?

Ipsos' *What Worries the World* survey tracks public opinion on the most important social and political issues across 28 countries today, drawing on 10 years of data to place the latest scores in context.

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

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

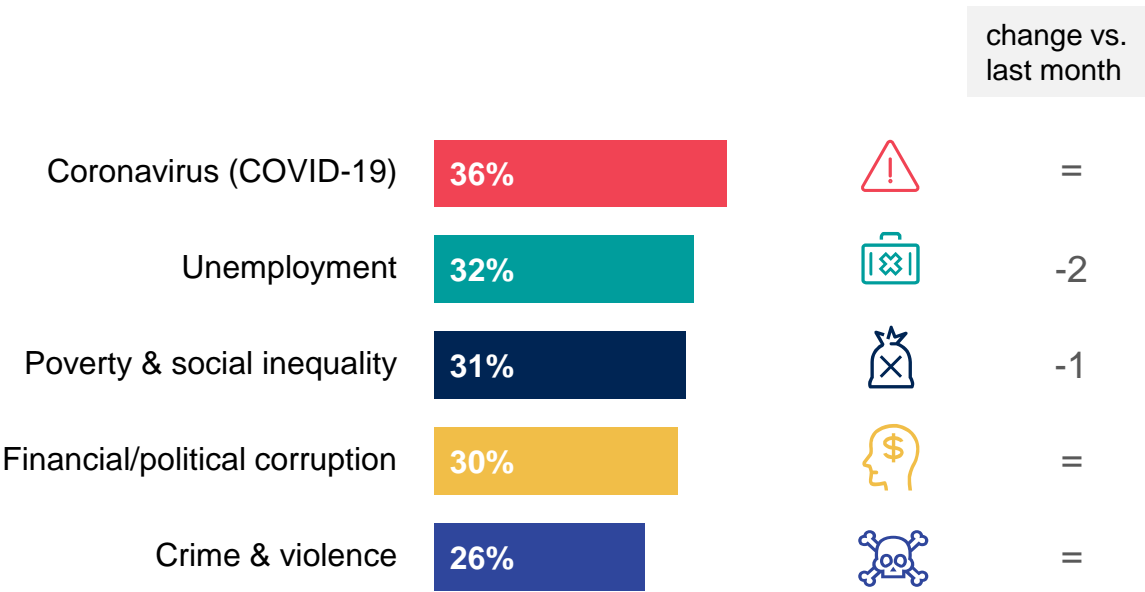
Please contact Teodros.Gebrekal@ipsos.com for more information.



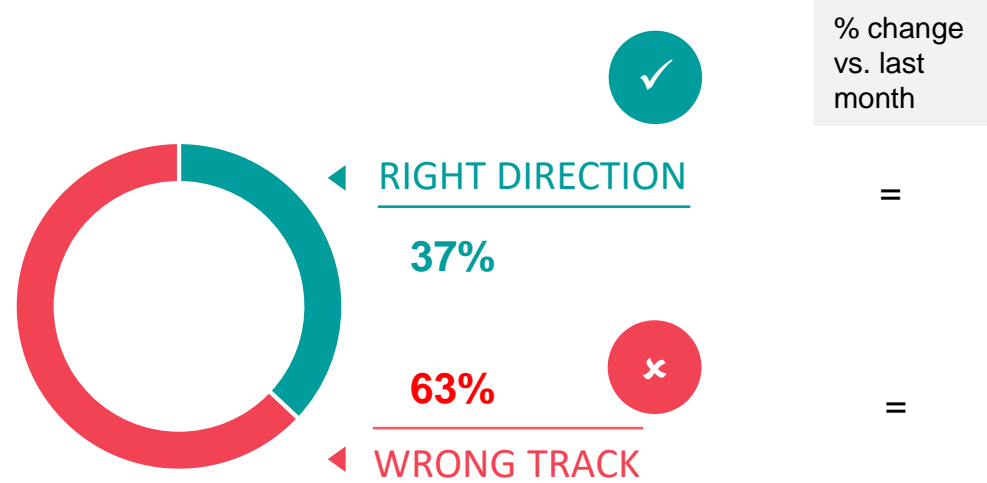
WHAT WORRIES THE WORLD? JULY 2021

Concern about Coronavirus is at the lowest level since we began tracking it. However, it is still the world's top worry and we continue to see some clear shifts at country level. Meanwhile, 63% 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?



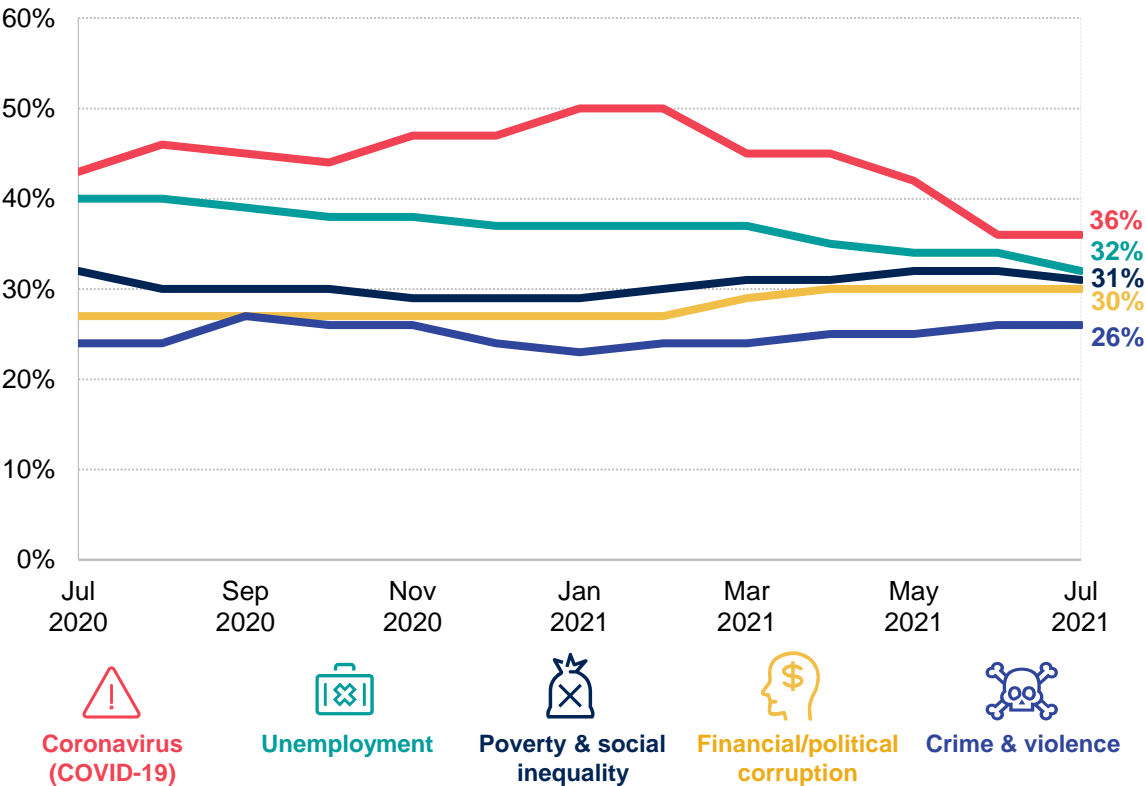
Q Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



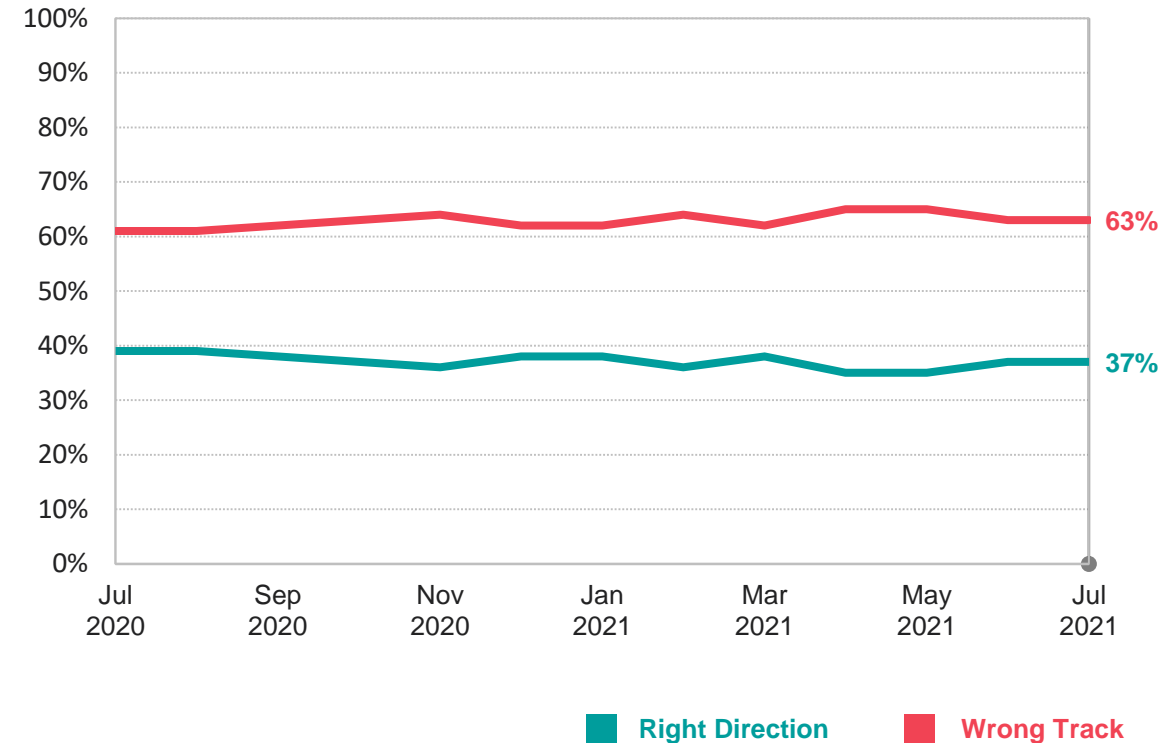
Base: Representative sample of 20,502 adults aged 16-74 in 28 participating countries, June 25th – July 9th 2021.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

WHAT WORRIES THE WORLD? 12-MONTH TREND

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 20,502 adults aged 16-74 in 28 participating countries, June 25th – July 9th 2021.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

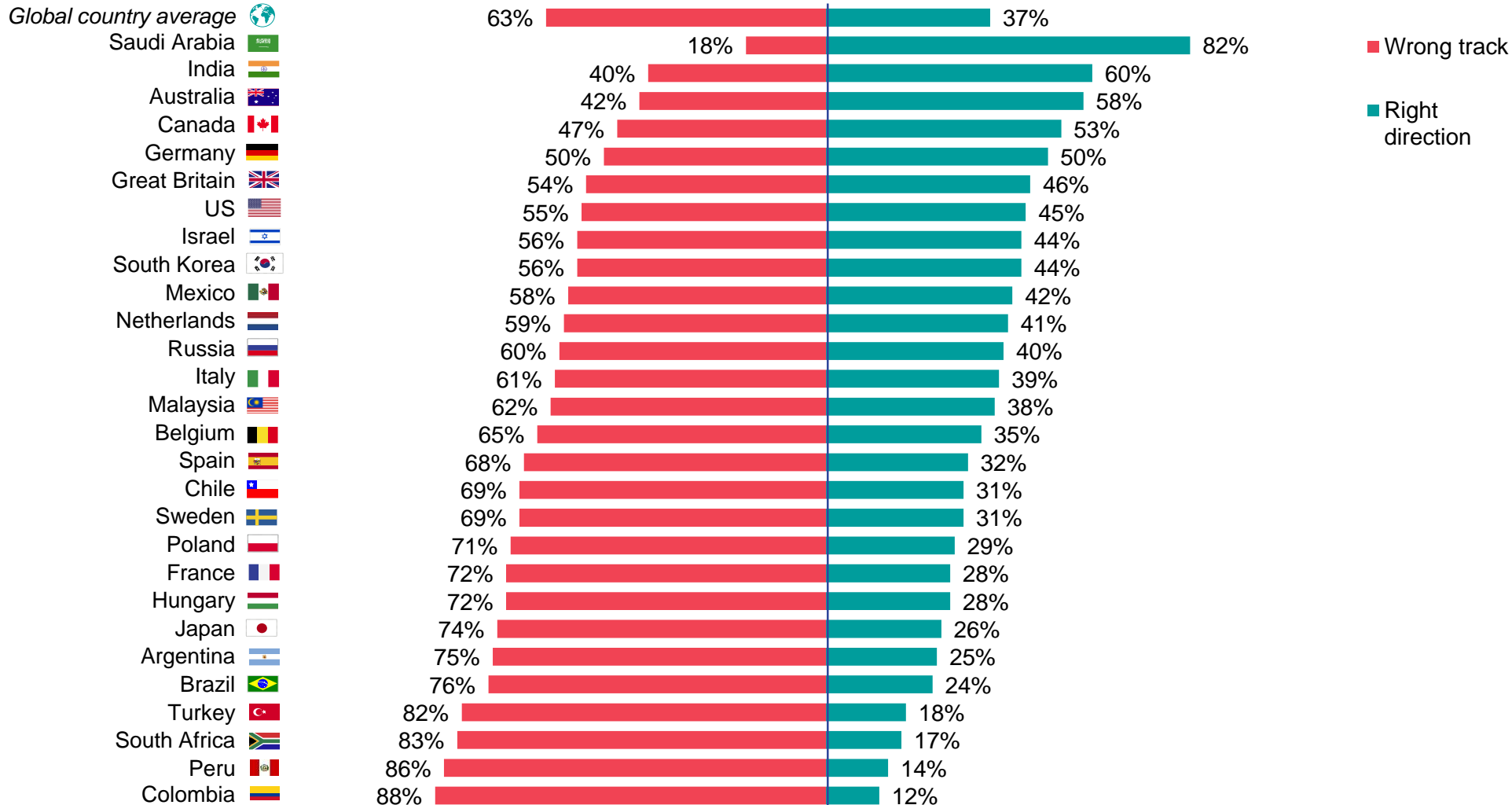


DIRECTION OF TRAVEL **ALL COUNTRIES**



RIGHT DIRECTION VS. 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 28 nations surveyed, 63% on average say that things in their country are on the wrong track while 37% take the view that things are heading in the right direction.

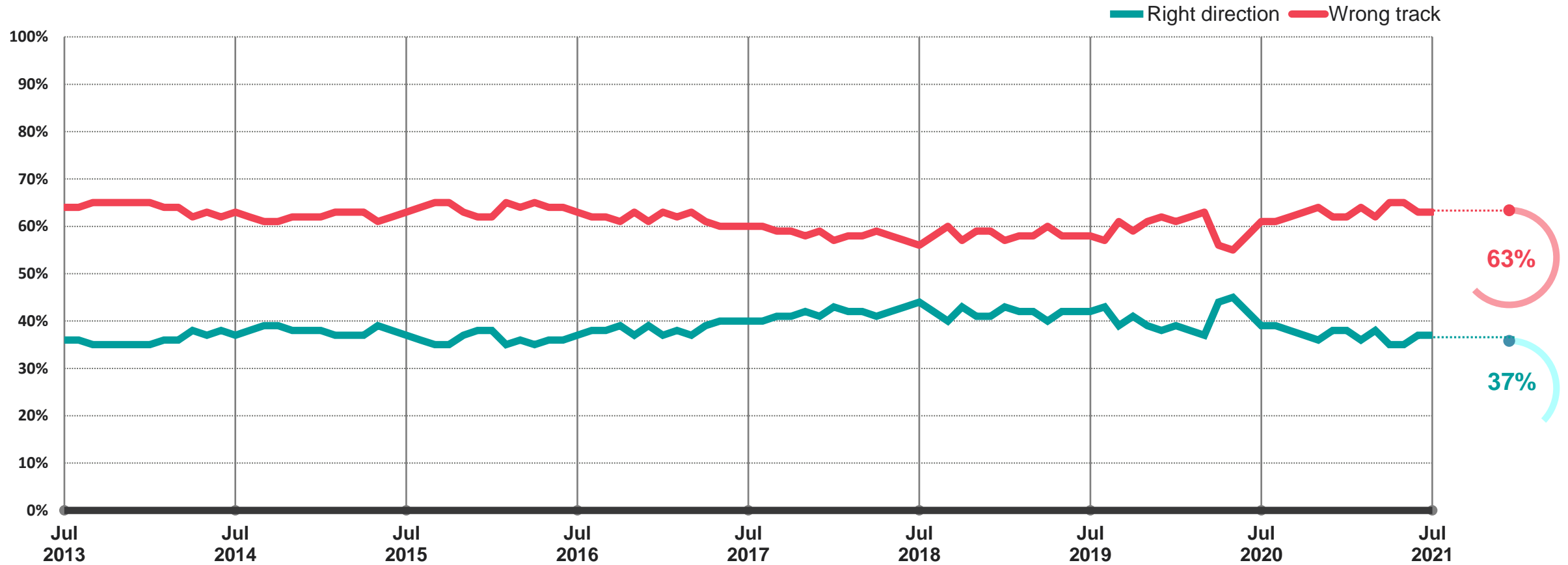
This is the same as last month, relatively unchanged since January 2021 (62% vs. 38%) and one year ago (61% vs. 39%), but is on balance more pessimistic than in July 2019 (57% vs. 43%).

The countries where most people say that things are heading in the wrong direction are Colombia (88%) and Peru (86%), followed by South Africa (83%) and Turkey (82%).

The largest month-on-month increases in our “wrong track” score this month are the Netherlands (+12), Malaysia (+8) and Saudi Arabia (+8).

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?
(Global country average score)



Base: Representative sample c. 20,000 adults aged 16-74 in 28 participating countries, 2013 - 2021.

Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

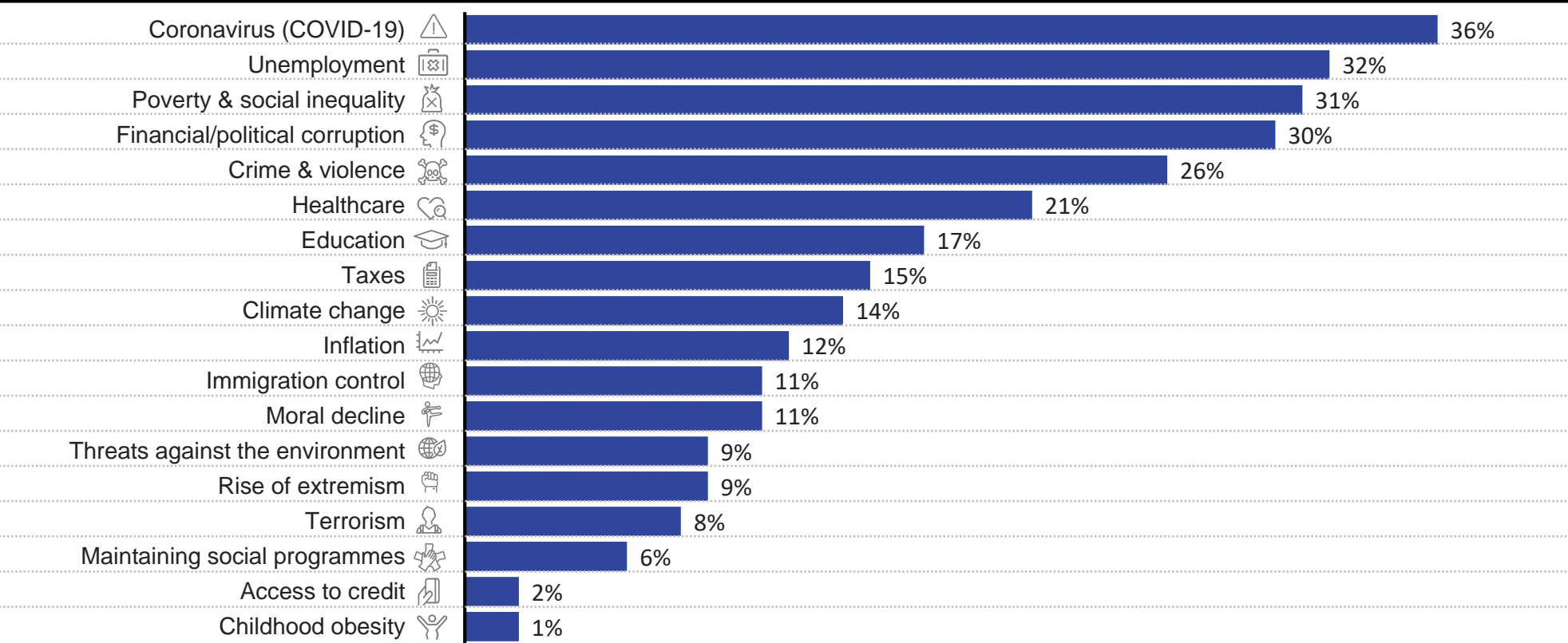
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

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

% mentioned in July 2021 (global country average)



Our full ranking of the 18 issues in our survey gives an overview of what people in 28 countries worry about today.

At a global level, over one-third (36%) on average say that Covid-19 is one of the top issues facing their country, level with June, which saw a 6-point decrease vs. the month before.

Unemployment is the second biggest issue across all countries at 32%, followed by Poverty & social inequality (31%), Financial/political corruption (30%) and Crime & violence (26%).

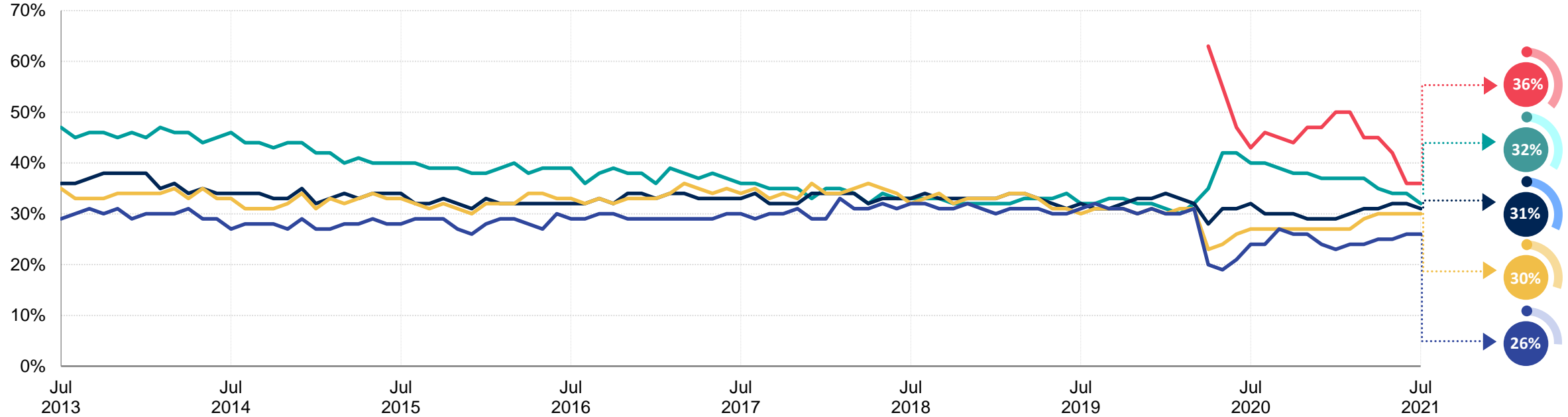
Base: Representative sample of 20,502 adults aged 16-74 in 28 participating countries, June 25th – July 9th 2021.

Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



WORLD WORRIES: LONG-TERM TREND

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



Coronavirus (COVID-19)



Unemployment



Poverty & social inequality



Financial/Political corruption



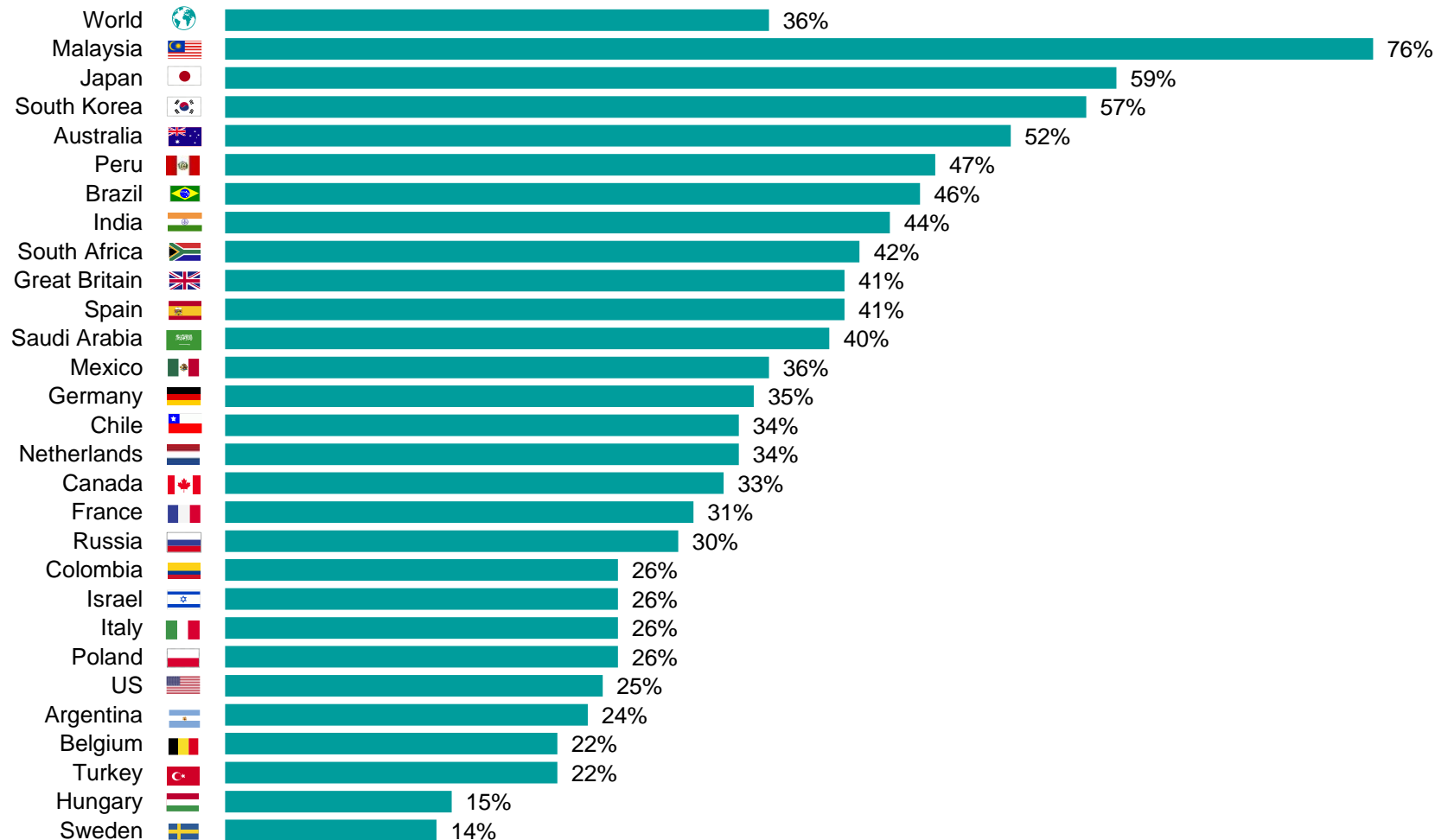
Crime & violence

Base: Representative sample c. 20,000 adults aged 16-74 in 28 participating countries, 2013 - 2021.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



1 | CORONAVIRUS (COVID-19)

(%) worried in July 2021 in each country



On average, 36% worldwide say Coronavirus is one of the biggest issues facing their country today.

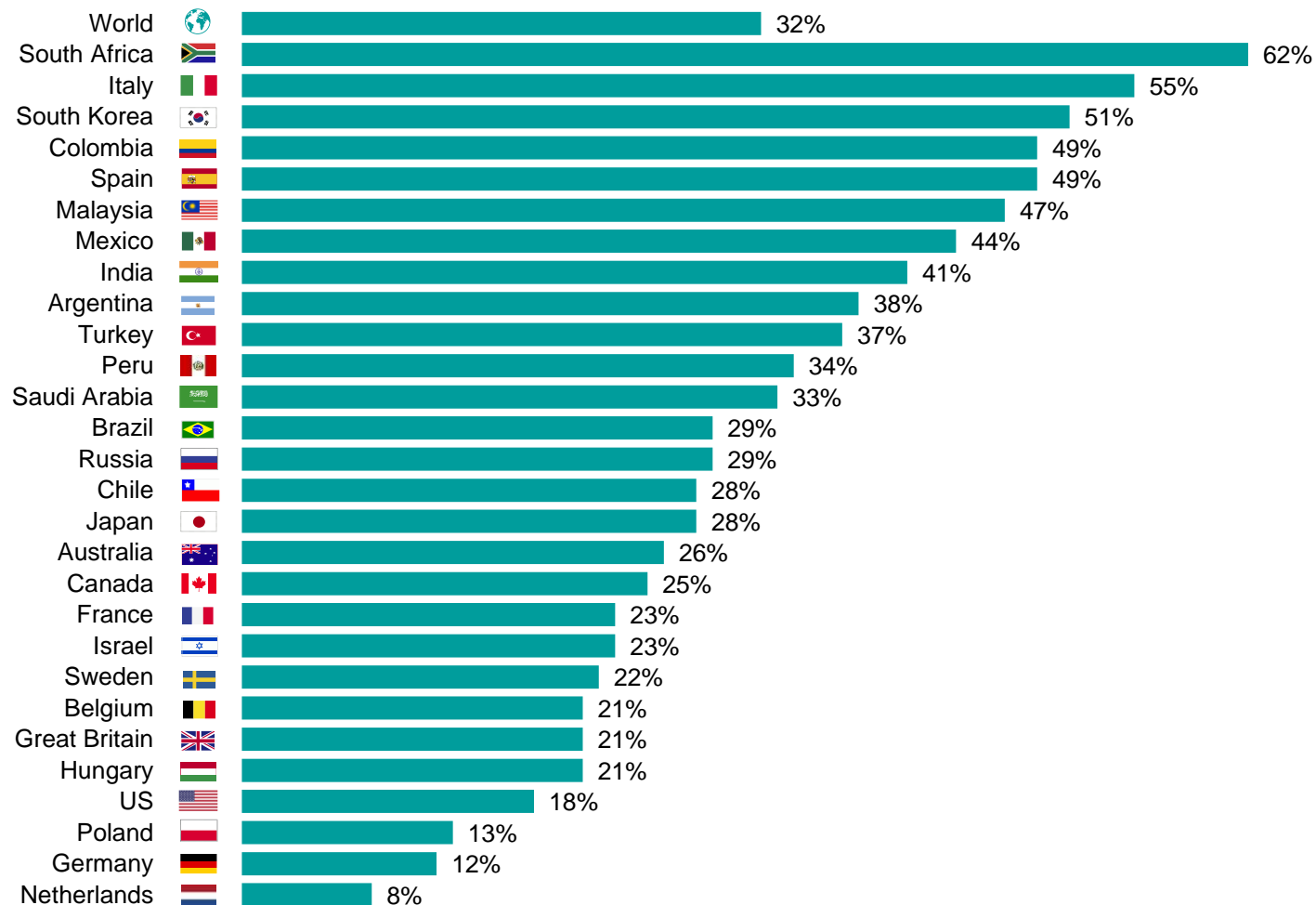
Malaysia (76%), Japan (59%) and South Korea (57%) are the nations most concerned about the pandemic. Sweden now shows the lowest levels of concern (14%), followed by Hungary (15%).

In Israel, where only 7% selected Covid-19 as a top issue last month, there has been a 19-point rise to 26%. Other increases include Russia (+17 points), South Africa (+13), and Australia (+10). Concern has fallen most in India (-18), Brazil (-13) and Saudi Arabia (-13).

Covid-19 is the single top worry in 10 of the 28 nations surveyed – as well as joint-top in the Netherlands (alongside Crime & violence) and Germany (alongside Poverty/Social Inequality).

2 | UNEMPLOYMENT AND JOBS

(%) worried in July 2021 in each country



Unemployment is the second greatest worry worldwide, according to our survey. On average, 32% say it is one of the most important issues in their country today. This is down from the 37% recorded at the beginning of the year.

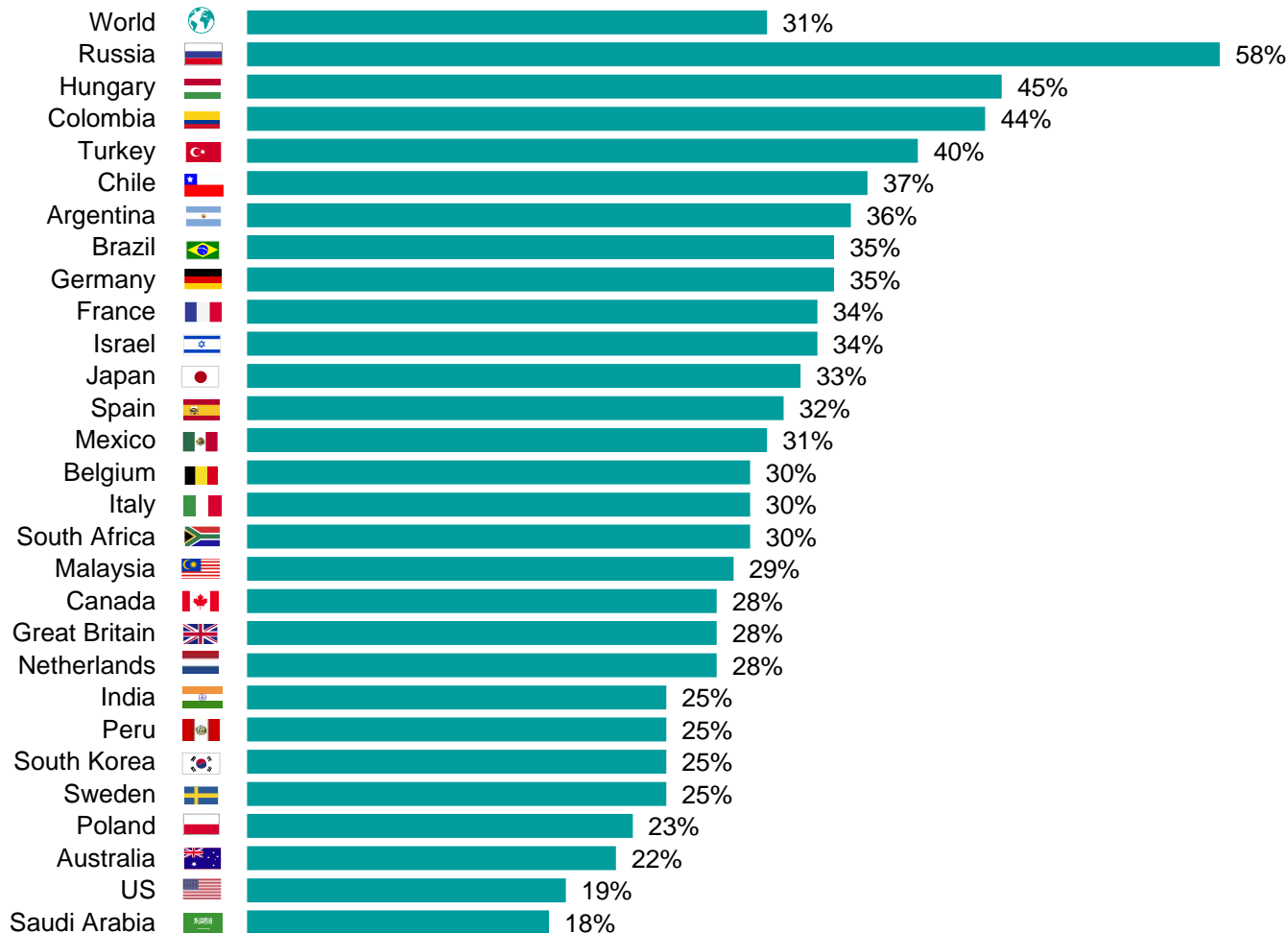
South Africa is once again most concerned about jobs (62%), followed by Italy (55%) and South Korea (51%).

Spain's Unemployment concern has eased by 10 points to 49% in July, putting it level with Colombia in joint 4th/5th place.

The largest monthly increase for this issue is seen in Malaysia (+5 points).

3 | POVERTY & SOCIAL INEQUALITY

(%) worried in July 2021 in each country



Three in 10 (31%) on average across all 28 countries say that Poverty & social inequality is one of the top issues facing their country today.

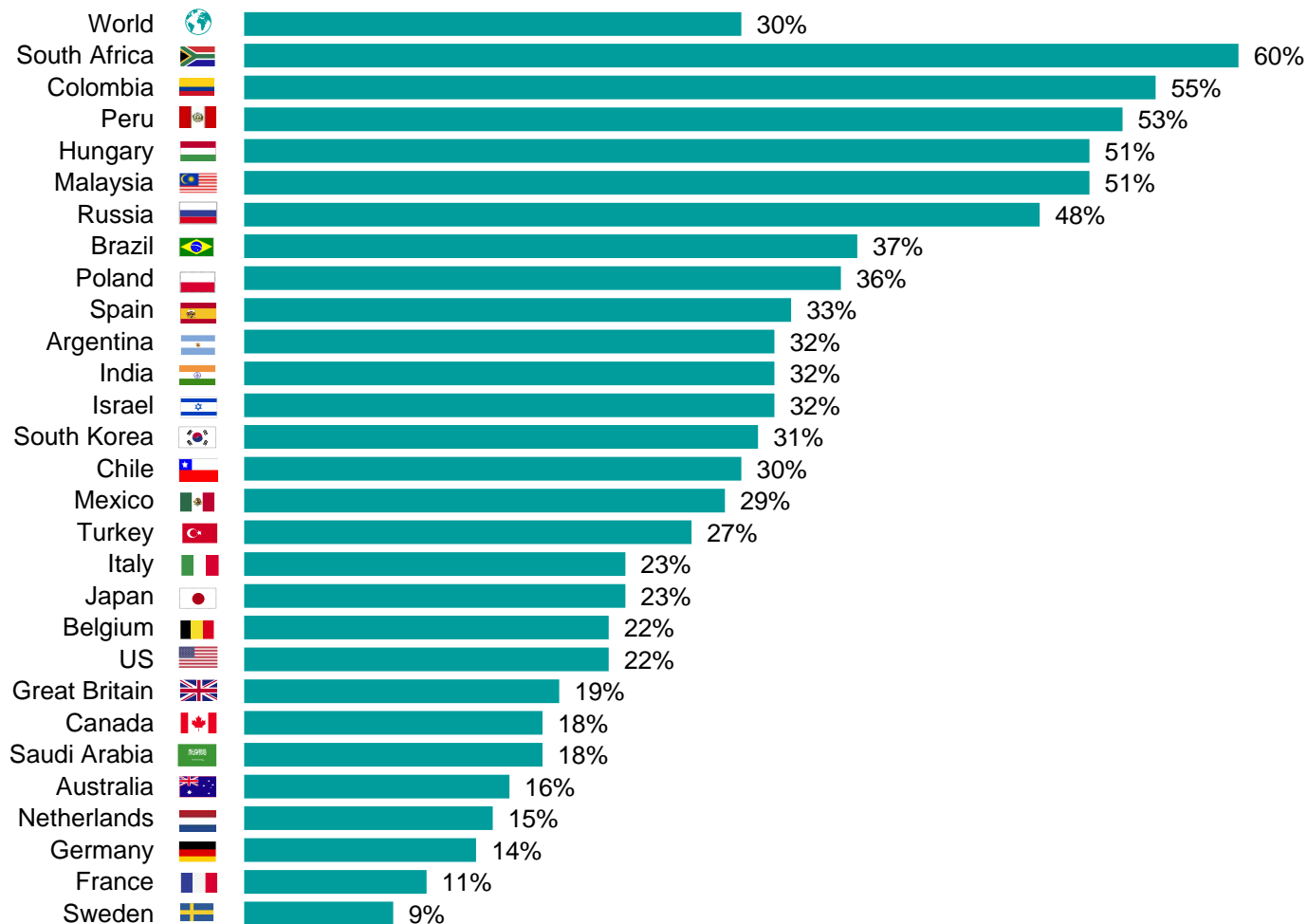
This is most prominent in Russia, where 58% of the public say they are concerned about Poverty & social inequality. Hungary (45%) and Colombia (44%) follow.

A 9-point increase in concern in Turkey sees the nation return to the top 5 with 40%.

Israel and Malaysia also record increases of 8 points while the issue has fallen by 11 points in Mexico and 9 points in Hungary this month.

4 | FINANCIAL/POLITICAL CORRUPTION

(%) worried in July 2021 in each country



Financial/Political Corruption is ranked fourth in our list of world worries as 30% on average count it among the big issues facing their country today.

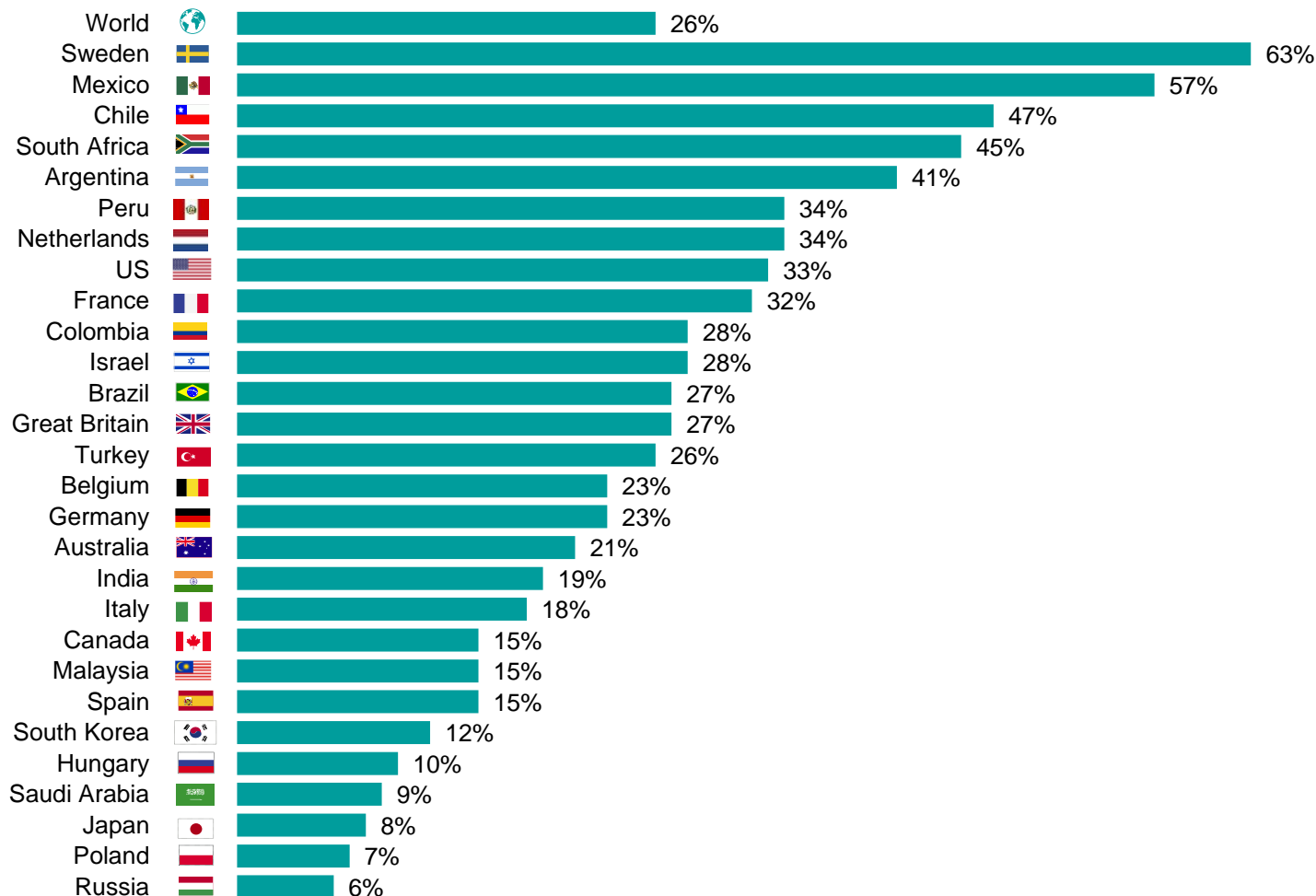
South Africa, the country most concerned about this issue, currently has a level of concern at twice the global country average (60%).

Also showing high levels of concern about corruption are Colombia (55%), Peru (53%), Hungary (51%) and Malaysia (also 51%).

The largest month-on-month increase in concern about this issue is seen in Peru (+8 points).

5 | CRIME & VIOLENCE

(%) worried in July 2021 in each country



Crime & violence is the fifth greatest worry globally with one in four (26%) across all countries selecting it as one of the most important issues facing their country today.

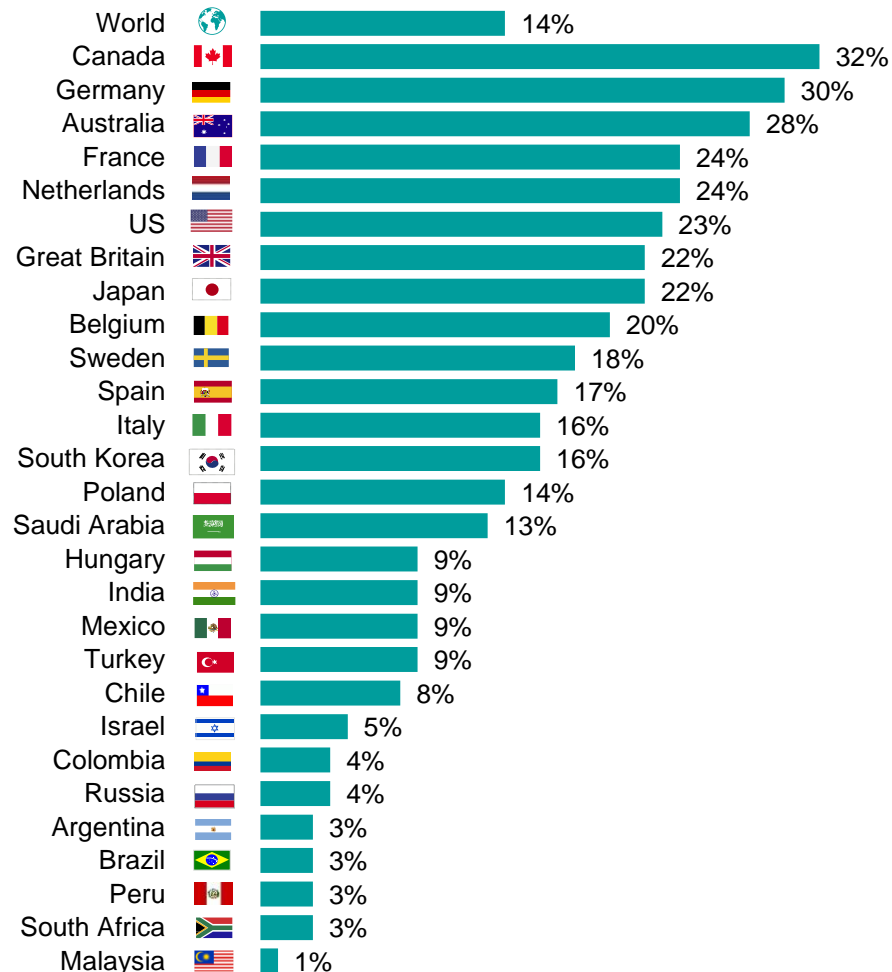
Sweden is once again the country most concerned about Crime and violence, with 63%. More than half (57%) of Mexicans also consider this a pressing issue in their country today.

While June saw a 10-point increase in concern about Crime and violence in France, this has been reversed this month (-10 points to 32%). Elsewhere, there has been an 11-point increase on this issue in the Netherlands.

CLIMATE CHANGE

With the UN Climate Change Conference (COP 26) taking place this autumn, we take a look at environmental concerns.

(%) worried in July 2021 in each country



Worldwide, 14% place climate change among their top 3 concerns. Overall, it is ranked 9th of our list of 17 issues.

This month's score marks a small 3-point increase since June 2021. The recent pre-pandemic high was 16%, last recorded in March 2020.

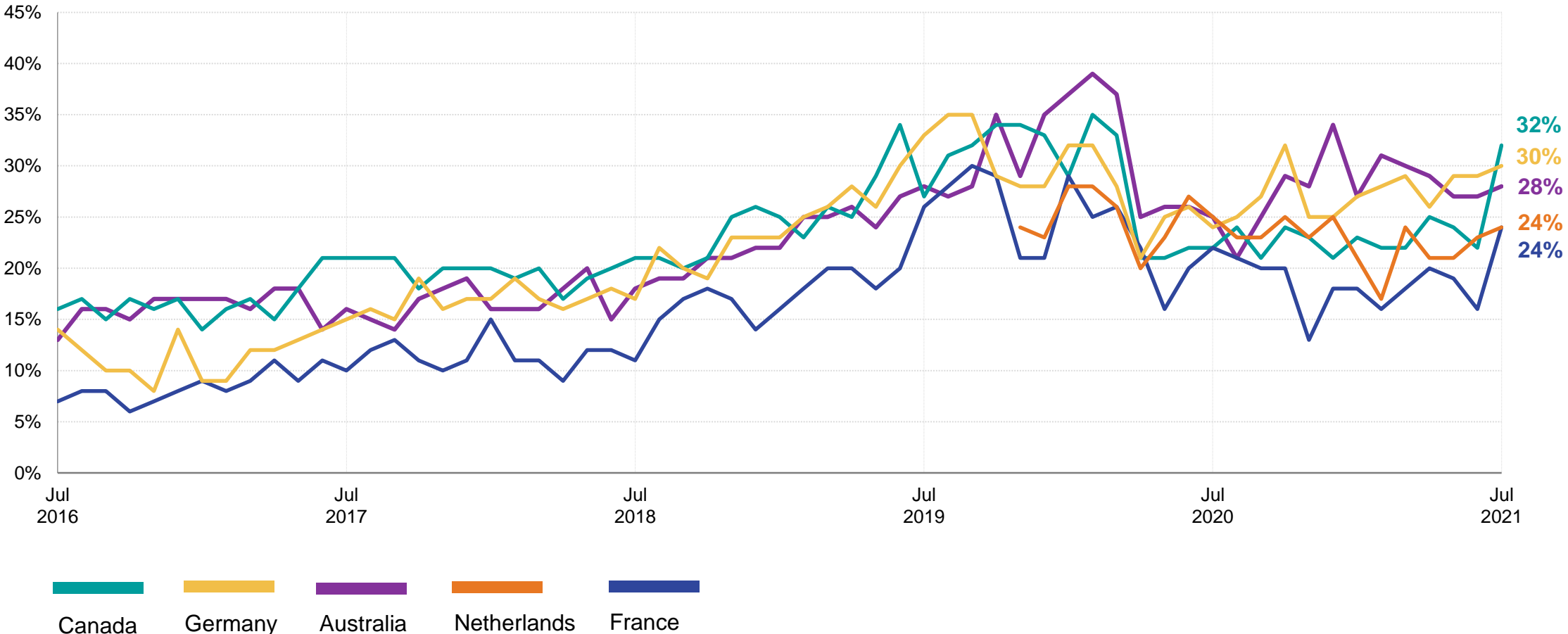
The countries with highest levels of public concern today are Canada (32%), Germany (30%) and Australia (28%).

There has been a 10-point increase in Canada vs. last month. In July 2020, Australia and the Netherlands shared the top spot for concern with 25%, followed by Germany (24%) and Canada (22%). In July 2019, Germany was at the top of the ranking (34%).

The highest score recorded for climate change was 39% in Australia in February 2020, following the devastating bushfires of 2019/2020.

CLIMATE CHANGE CONCERN

5-year trend of the top 5 countries most concerned about climate change (as of July 2021)..



Base: Representative sample of c.1000 adults aged 16-74 in Australia, Canada, France and Germany, and 500 in the Netherlands, 2016 - 2021.

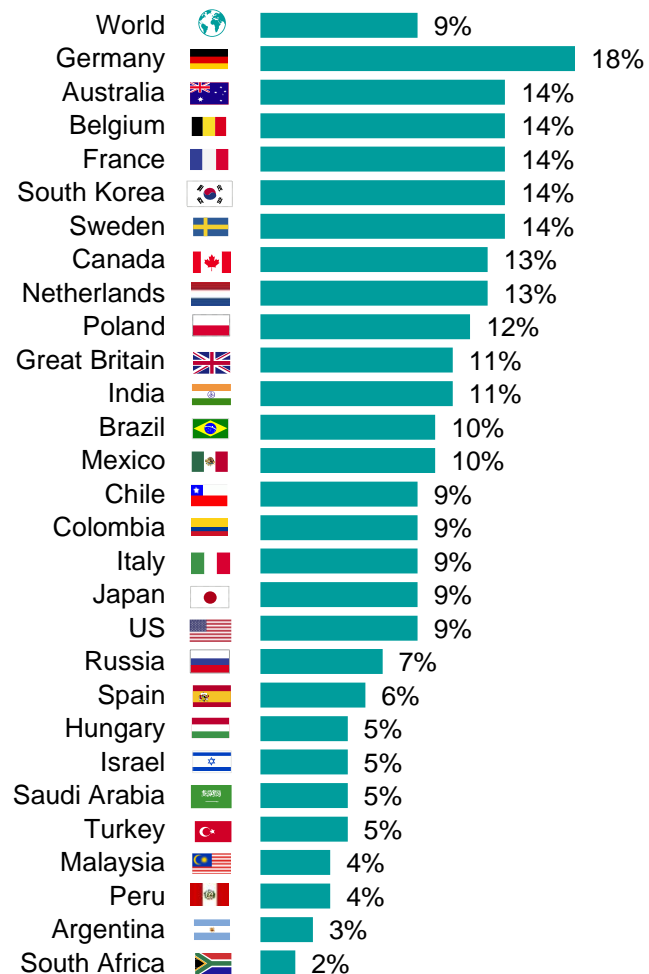
Source: Ipsos Global Advisor. See methodology for details.



THREATS AGAINST THE ENVIRONMENT

With the UN Climate Change Conference (COP 26) taking place this autumn, we take a look at environmental concerns.

(%) worried in July 2021 in each country



In addition to the 14% who count climate change to be a top issue facing their country today, 9% select “threats against the environment” to be an important issue. Overall, this is ranked 13 of our total list of 17 worries.

July 2021’s score is level with last month. Looking at specific nations, concern has shifted up by 4 points vs. June 2021 in Belgium, South Korea and India.

The countries most concerned about threats against the environment are largely the same ones that select climate change, although South Korea ranks highest for threats against the environment than climate change, while the reverse is true in Canada.

METHODOLOGY

This 28-country Global Advisor survey was conducted between June 25th and July 9th 2021 via the Ipsos Online Panel system among 20,502 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Turkey and the United States, and 16-74 in all 21 other countries.

The “Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result.

The sample consists of approximately 1000+ individuals in each of Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Israel, Japan, Mexico, Spain, Sweden, and the US, and approximately 500+ individuals in each of Argentina, Chile, Colombia, Hungary, India, Malaysia, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, 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 US can be taken as representative of these countries’ general adult population under the age of 75.

The samples in Brazil, Chile, 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 markets should be viewed as reflecting the views of the more “connected” segment of these populations.

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 census data.

The precision of Ipsos online polls are 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 the Ipsos use of credibility intervals, please visit the Ipsos website.

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 knows or not stated responses. The publication of these findings abides by local rules and regulations.