

# WHAT WORRIES THE WORLD

**Global summary report**

January 2021



**GAME CHANGERS**



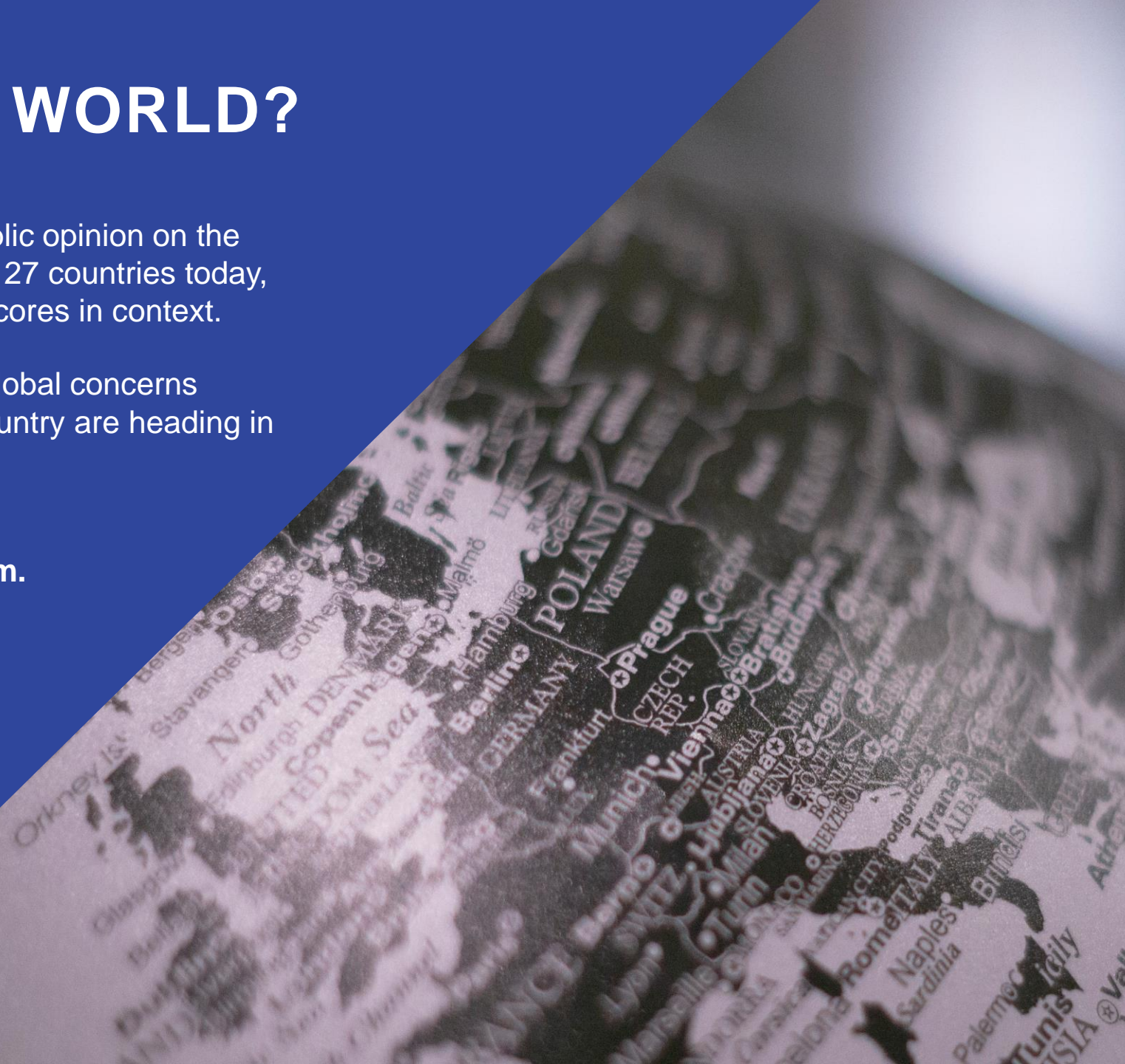
# WHAT WORRIES THE WORLD?

Ipsos' *What Worries the World* survey tracks public opinion on the most important social and political issues across 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 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](http://www.ipsos.com).

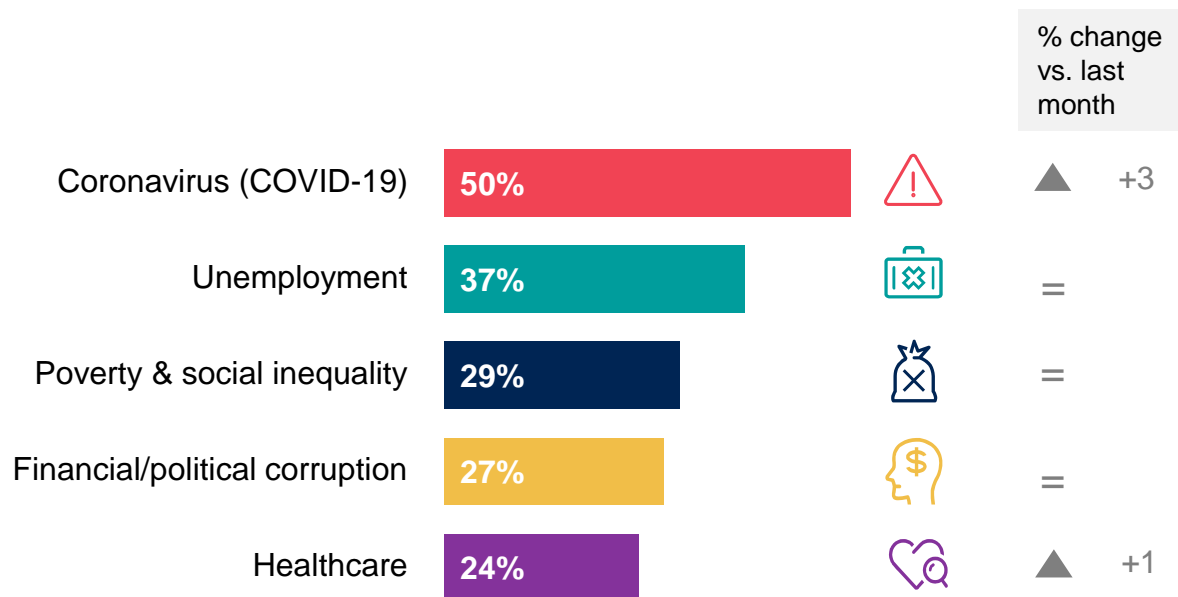
Please contact: [Teodros.Gebrekal@ipsos.com](mailto:Teodros.Gebrekal@ipsos.com) for more information.



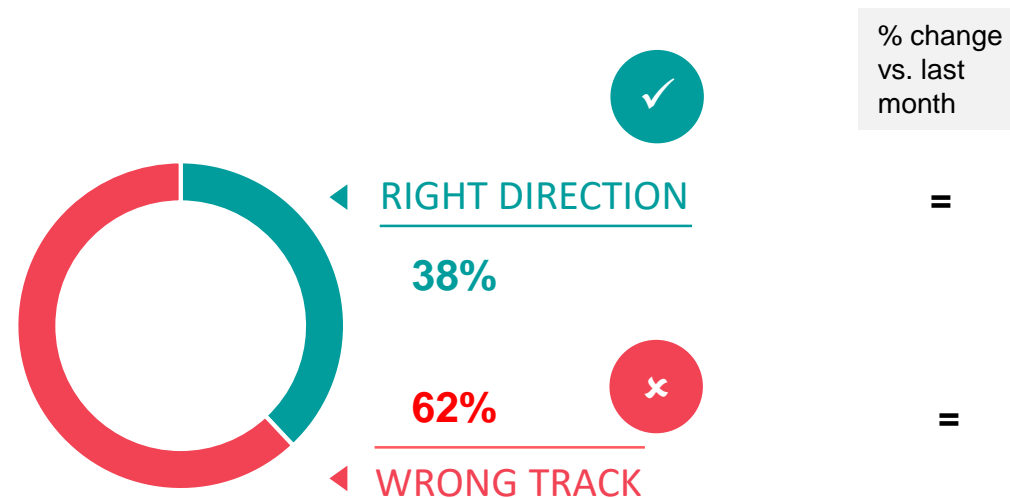
# GLOBAL SUMMARY: JANUARY 2021

Coronavirus remains the top global concern for the tenth consecutive month. The latest results show that 50% of people in 27 countries say COVID-19 is one of the most worrying issues facing their country today, which is the highest level since May last year. Meanwhile, more than six in ten worldwide (62%) 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?



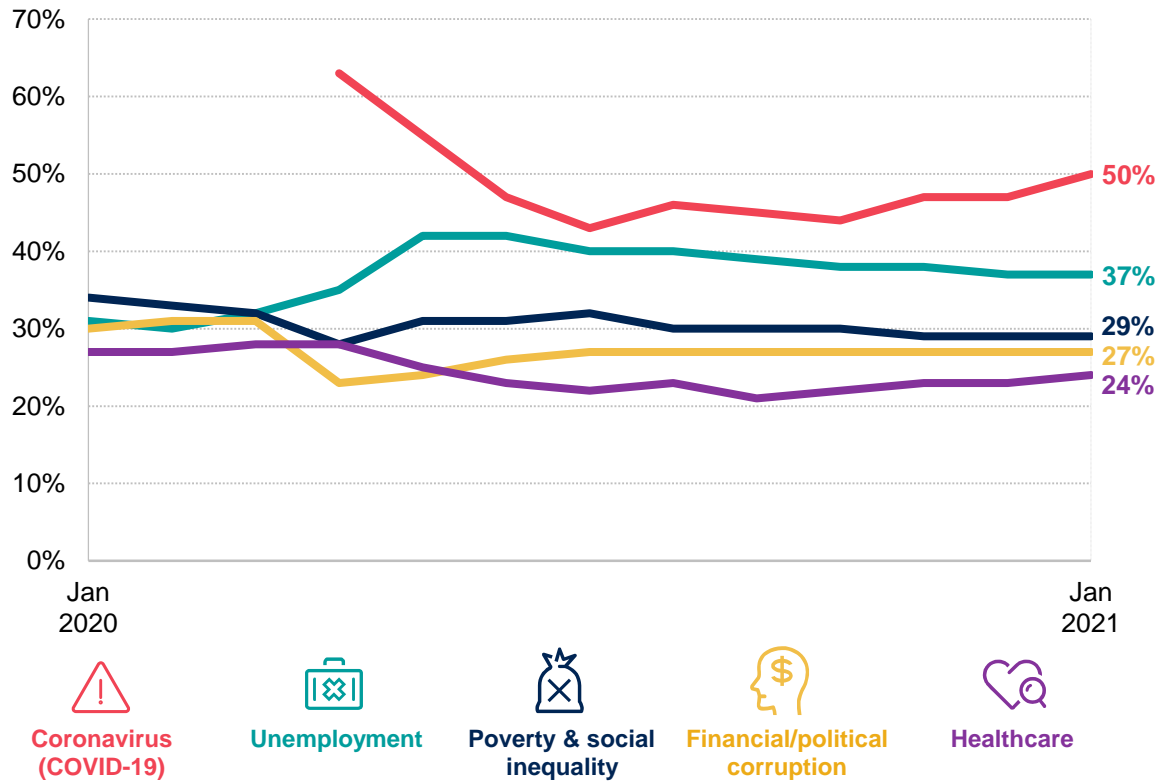
**Base:** Representative sample of 22,003 adults aged 16-74 in 27 participating countries, December 18th 2020 - January 8th 2021.

**Source:** Ipsos Global Advisor

# GLOBAL SUMMARY: A 12-MONTH VIEW

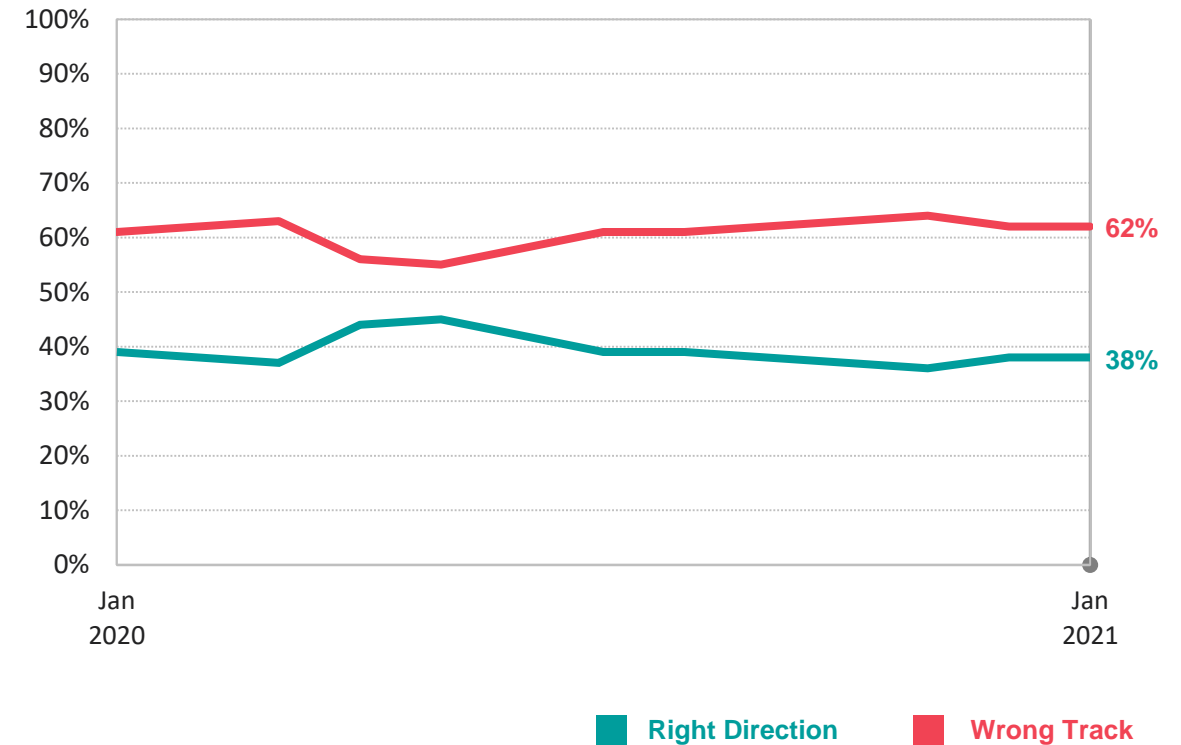
Q

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 c.20,000 adults aged 16-74 in 27 participating countries, January 2020 - January 2021.

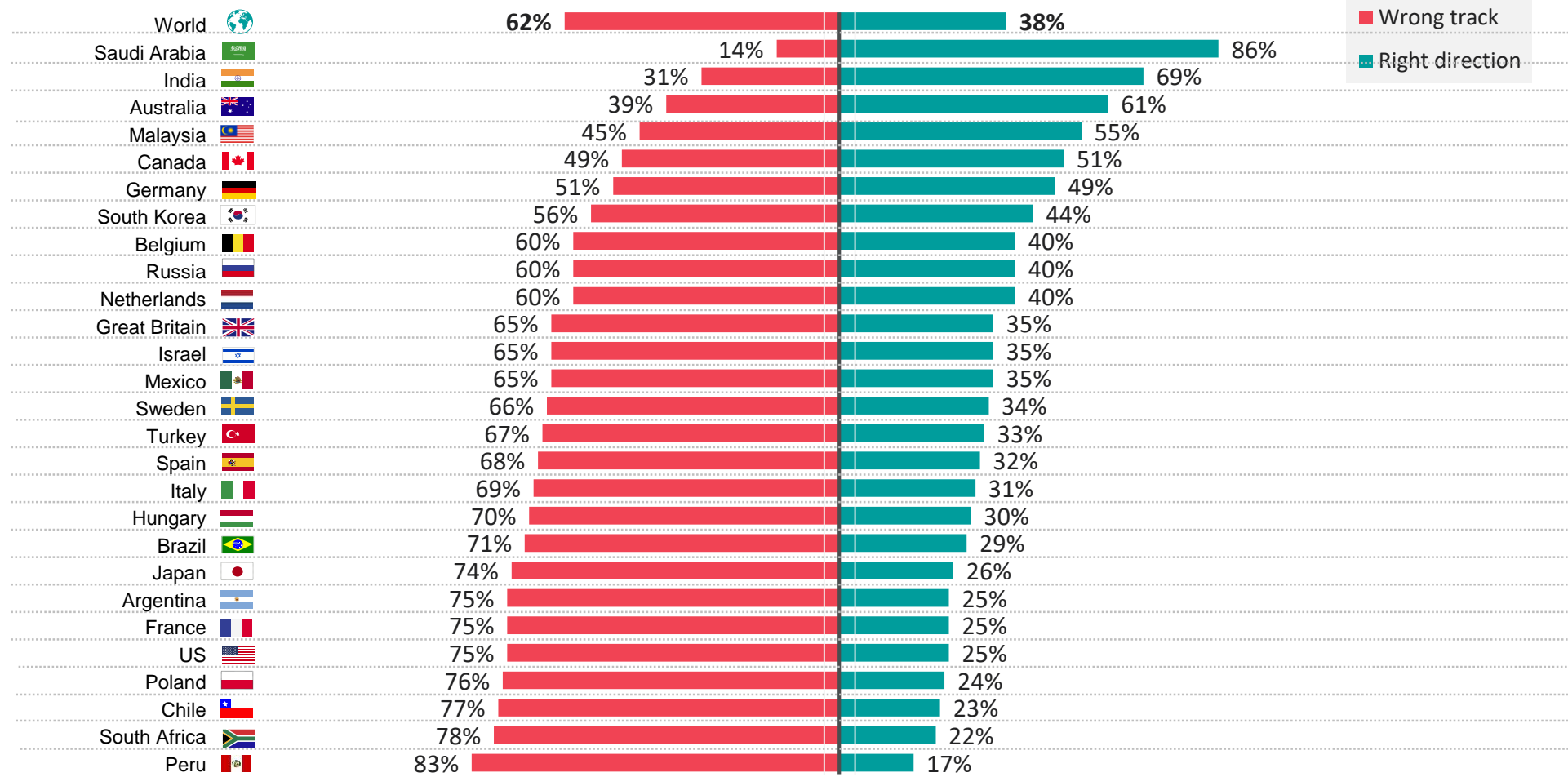
Source: Ipsos Global Advisor

# DIRECTION OF TRAVEL **ALL COUNTRIES**



# GLOBAL RIGHT DIRECTION OR 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 (62%) on average, and a majority in 23 countries, say that things in their country are on the wrong track.

The countries where larger majorities share this view include Peru (83%, following an 11-point increase), South Africa (78%), Chile (77%) and Poland (76%).

Level with France and Argentina, 75% in the US say that things in their country are heading in the wrong direction. This is the highest score recorded for the US since 2014.

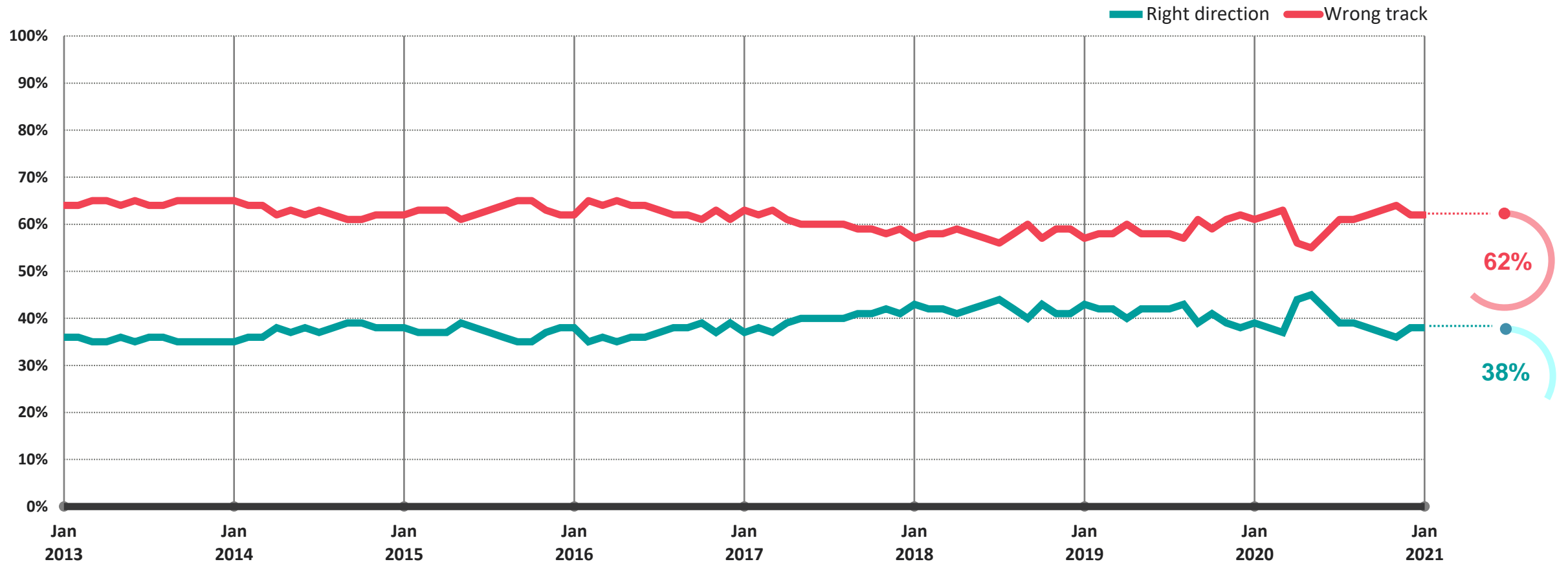
**Base:** Representative sample of 22,003 adults aged 16-74 in 27 participating countries, December 18th 2020 - January 8th 2021.

**Source:** Ipsos 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 c. 20,000 adults aged 16-74 in 27 participating countries, 2013 - 2021.

Source: Ipsos Global Advisor

# WORRIES THE WORLD? TOP ISSUES RANKED

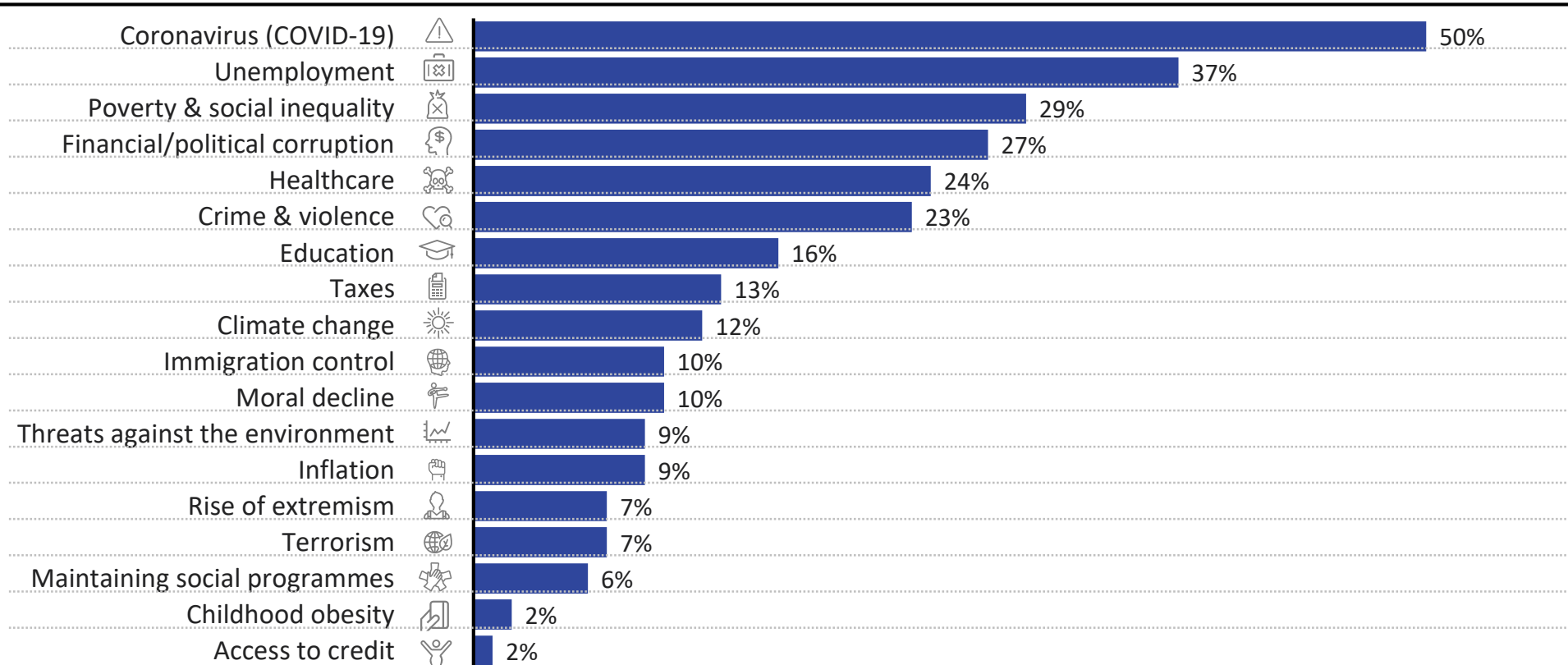




# WORLD WORRIES: THE FULL LIST

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

Mentioned in January 2021 (%)



This ranking of 18 issues shows the overview of what people in 27 countries worry about today.

Half of our respondents worldwide (50%) say that COVID-19 is one of the top issues facing their country, level with last month, the highest proportion since May 2020.

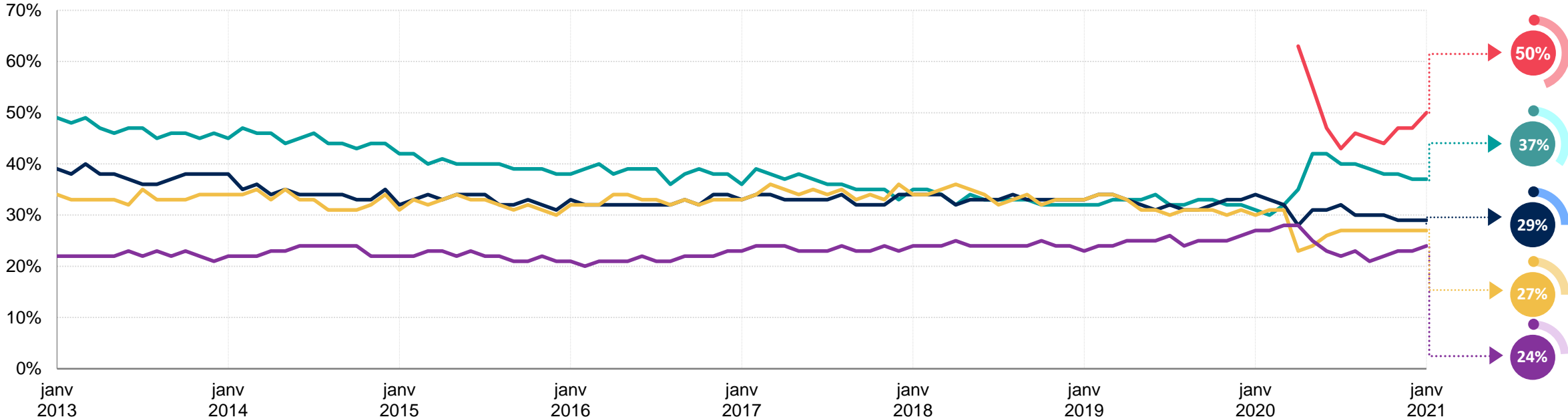
Unemployment is the second greatest issue across all countries at 37%, followed by Poverty & social inequality (29%) and Financial/political corruption (27%).

Healthcare becomes the fifth top issue this month, replacing Crime & violence.

**Base:** Representative sample of 22,003 adults aged 16-74 in 27 participating countries, December 18th 2020 - January 8th 2021.

**Source:** Ipsos Global Advisor

# WORLD WORRIES: LONG-TERM TRENDS



**Coronavirus (COVID-19)**



**Unemployment**



**Poverty & social inequality**



**Financial/Political corruption**



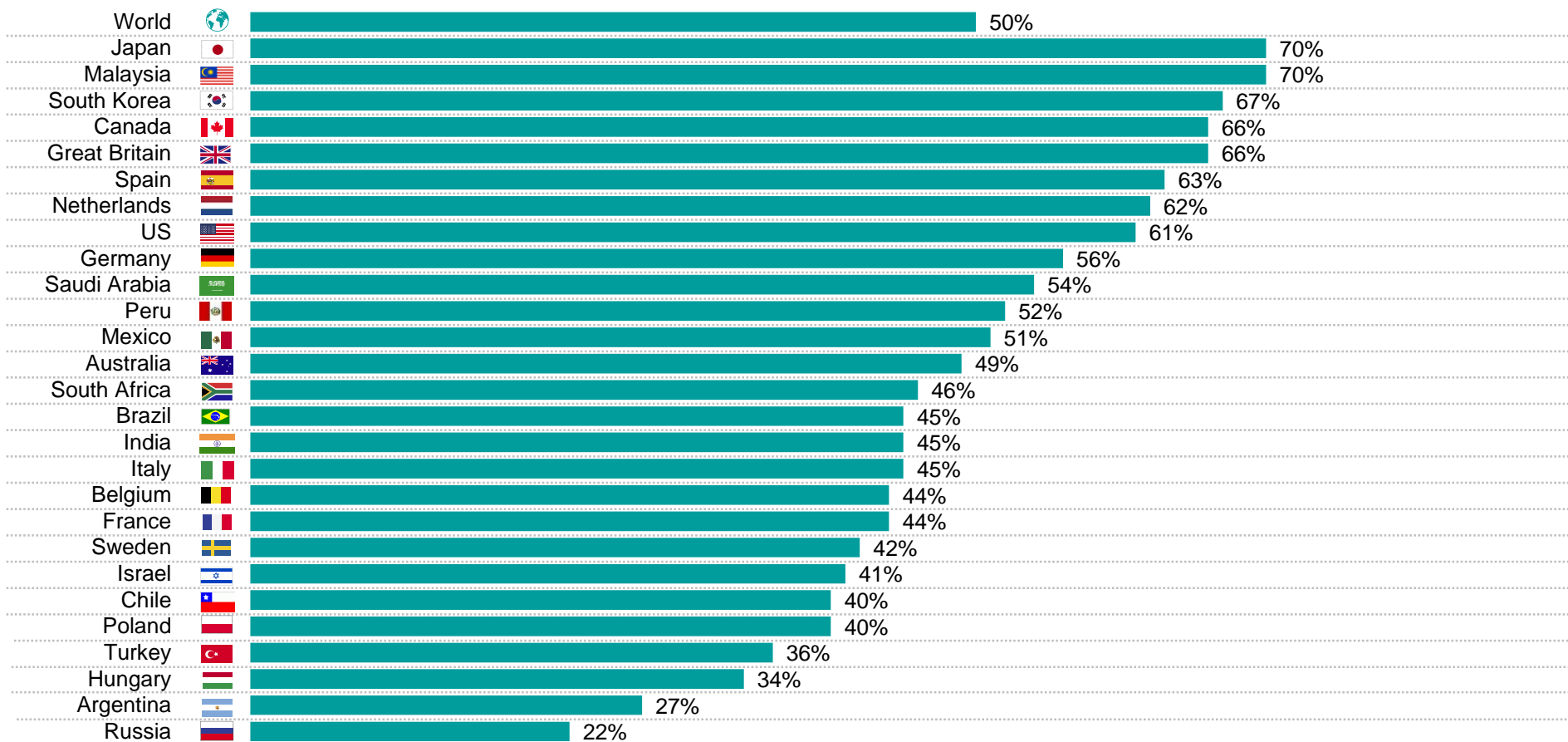
**Healthcare**

**Base:** Representative sample of 22,003 adults aged 16-74 in 27 participating countries, January 2013 - January 2021.

**Source:** Ipsos Global Advisor

# 1 | CORONAVIRUS (COVID-19)

## (%) worried in January 2021 in each country



One in two (50%) worldwide say Coronavirus is one of the biggest issues facing their country today. This is the highest proportion since May 2020 (55%).

Malaysia and Japan are currently the countries most concerned about COVID-19, with seven in 10 selecting this issue. Two-thirds of respondents also say this is a top issue in South Korea, Canada and Great Britain.

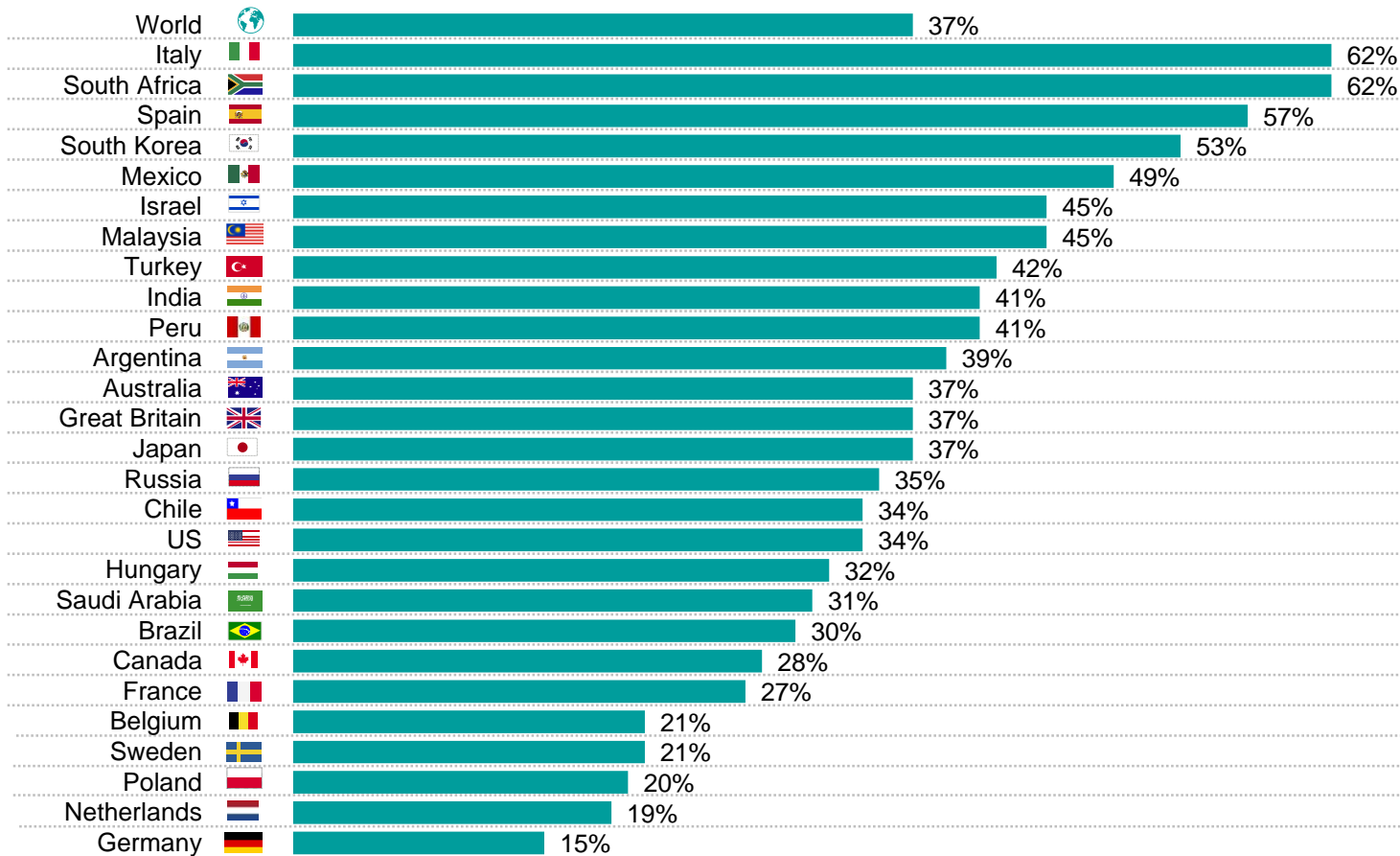
The greatest increases in concern about Coronavirus in the past month are seen in South Africa (+22), The Netherlands (+10), Argentina (+10), Australia (+9) and Peru (also +9).

**Base:** Representative sample of 22,003 adults aged 16-74 in 27 participating countries, December 18th 2020 - January 8th 2021.

Source: Ipsos Global Advisor

## 2 | UNEMPLOYMENT AND JOBS

(%) worried in January 2021 in each country



Unemployment is currently the second greatest worry worldwide with 37% selecting it as one of the most important issues facing their country today.

Italy and South Africa are currently the nations most concerned about jobs, with 62% of people in each saying this is a top issue in their country today. Spain is third with 57%.

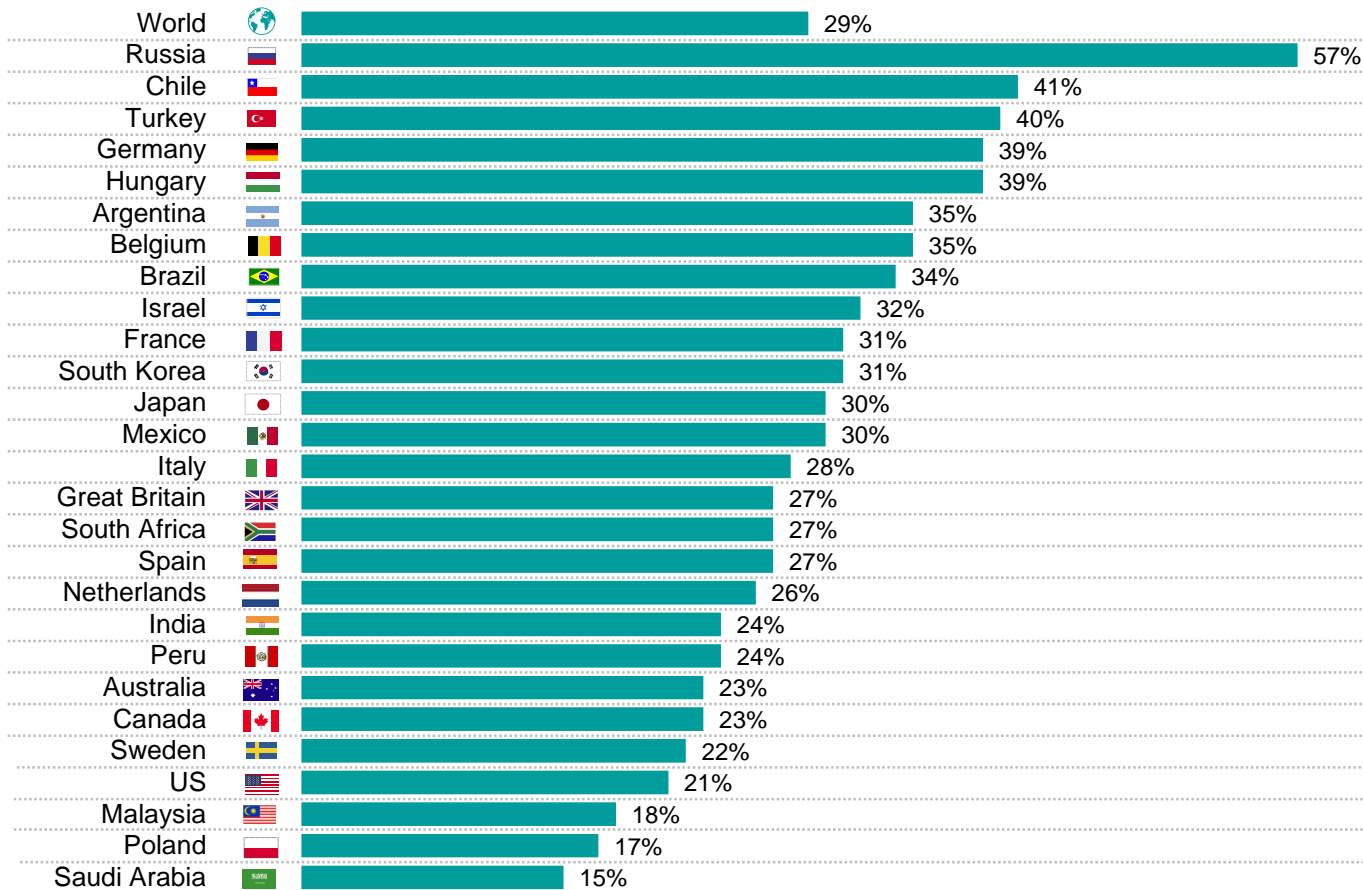
The greatest monthly increases in concern about unemployment are seen in the US (+8 points to 34%) and the UK (+6 points to 37%).

**Base:** Representative sample of 22,003 adults aged 16-74 in 27 participating countries, December 18th 2020 - January 8th 2021.

Source: Ipsos Global Advisor

### 3 | POVERTY & SOCIAL INEQUALITY

(%) worried in January 2021 in each country



Russia continues to be the country most concerned about Poverty & social inequality. This month sees a 6-point increase in concern, which widens the gap between itself and the other nations surveyed.

Four in 10 consider this a worrying topic for their country in Chile, Turkey, Germany and Hungary.

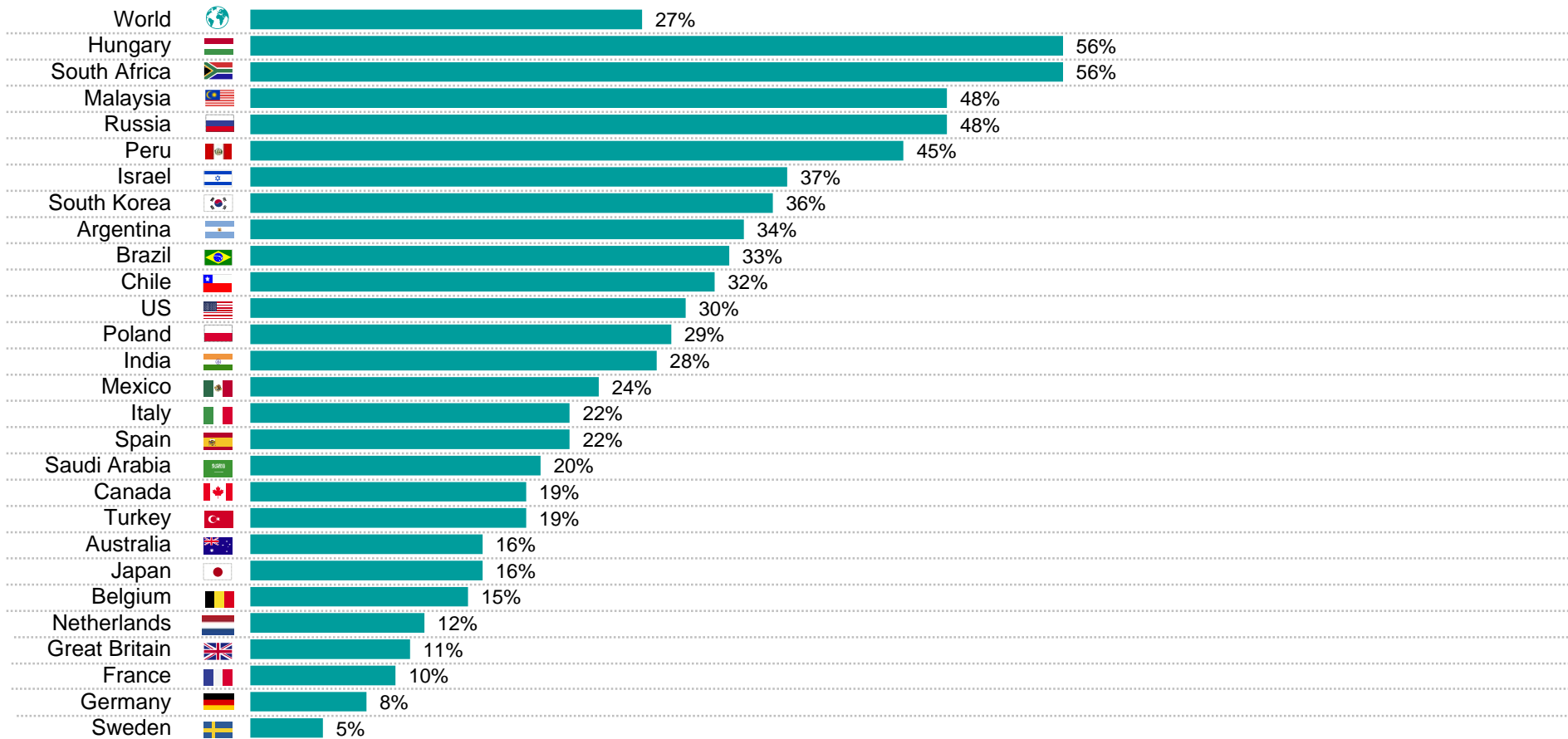
The largest month-on-month increase in concern about Poverty & social inequality has been in Israel (+11 points to 32%).

Base: Representative sample of 22,003 adults aged 16-74 in 27 participating countries, December 18th 2020 - January 8th 2021.

Source: Ipsos Global Advisor

# 4 | FINANCIAL/POLITICAL CORRUPTION

(%) worried in January 2021 in each country



Base: Representative sample of 22,003 adults aged 16-74 in 27 participating countries, December 18th 2020 - January 8th 2021.

Source: Ipsos Global Advisor

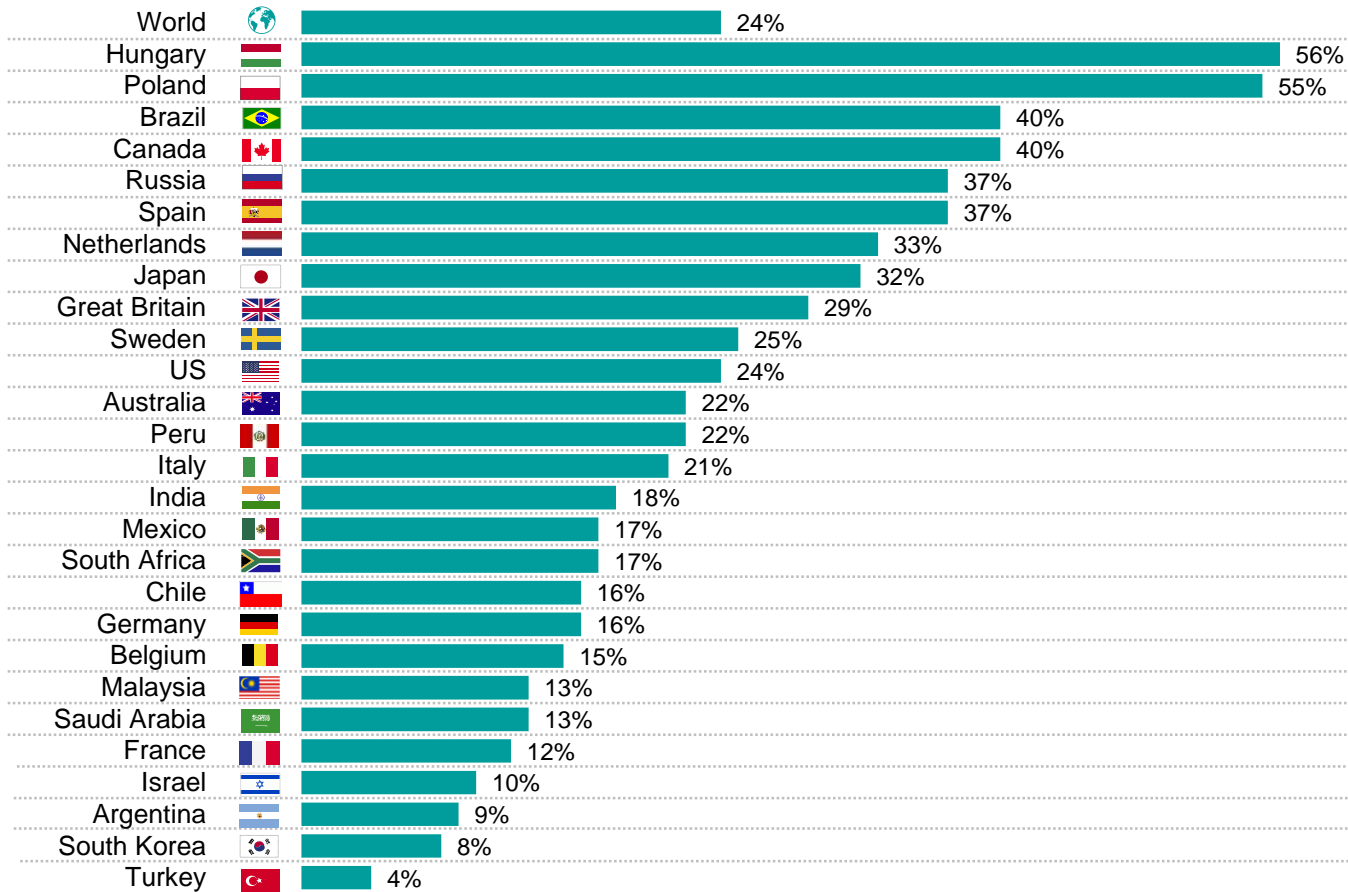
Financial/Political Corruption is the fourth greatest global concern, with 27% on average selecting it as one of the big issues facing their country today.

Hungary joins South Africa at the top of the table of countries most concerned about corruption with a 10-point increase since last month. 62% in these two countries consider corruption a worrying issue.

The level of concern about corruption is now 10 points below the figure recorded for Unemployment; in January 2020 levels of concern for these issues were equal.

# 5 | HEALTHCARE

## (%) worried in January 2021 in each country



Healthcare has now replaced Crime & violence as the 5<sup>th</sup> greatest global issue of concern.

Healthcare is the single top concern in Poland and joint top issue in Hungary (along with financial/political corruption).

The highest level of concern about healthcare over the last 12 months was recorded in in April 2020 when our survey found 28% worried about this issue. Hungary, Poland Brazil also comprised the top 3 then.

**Base:** Representative sample of 22,003 adults aged 16-74 in 27 participating countries, December 18th 2020 - January 8th 2021.

Source: Ipsos Global Advisor

# METHODOLOGY

This 27-country Global Advisor survey was conducted between December 18th 2020 – January 8th 2021 via the Ipsos Online Panel system among 22,003 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Turkey and the United States, and 16-74 in all 21 other countries.

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, 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, 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.