

# WHAT WORRIES THE WORLD?



May 2021

GAME CHANGERS



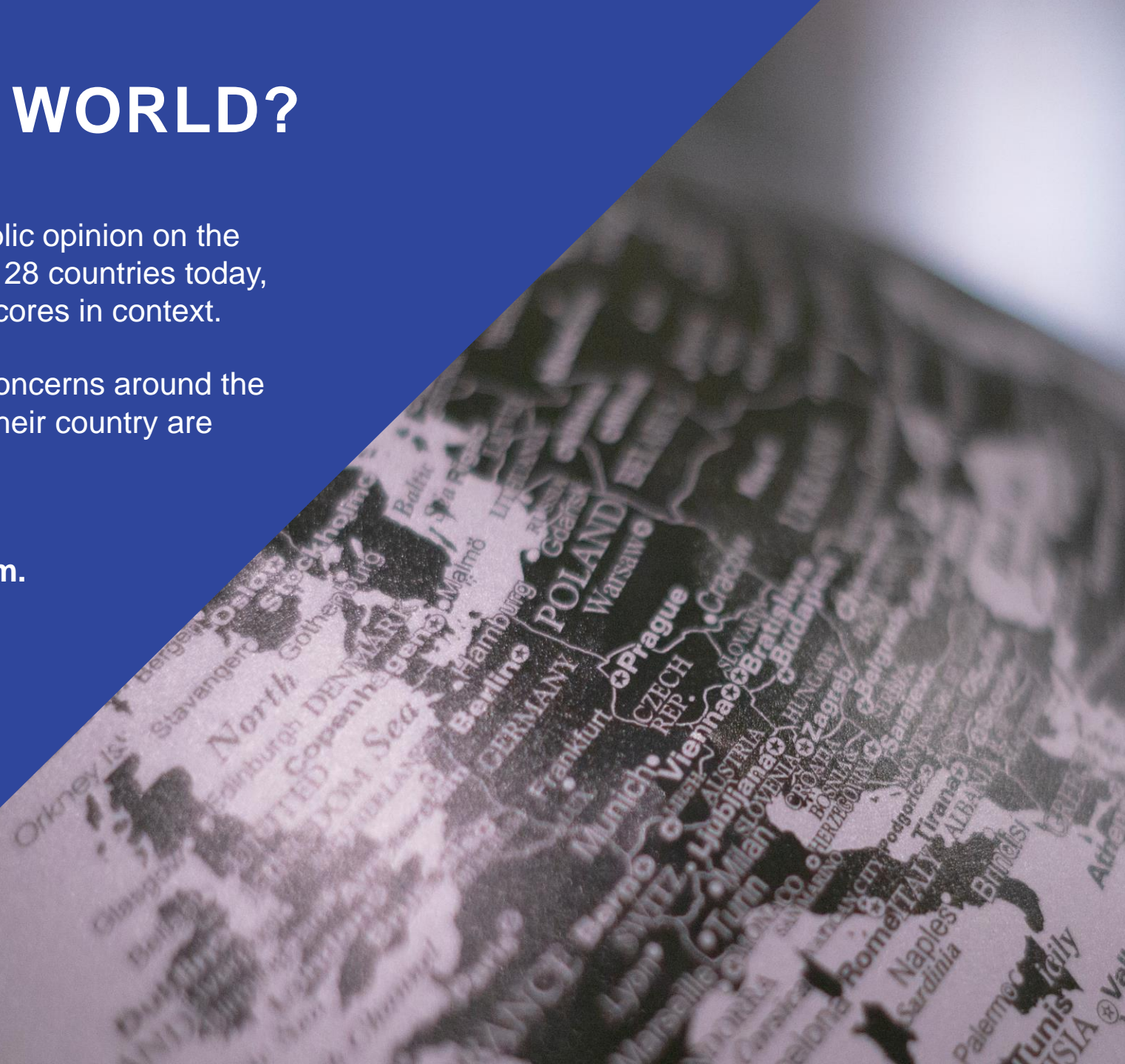
# WHAT WORRIES THE WORLD?

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](http://www.ipsos.com).

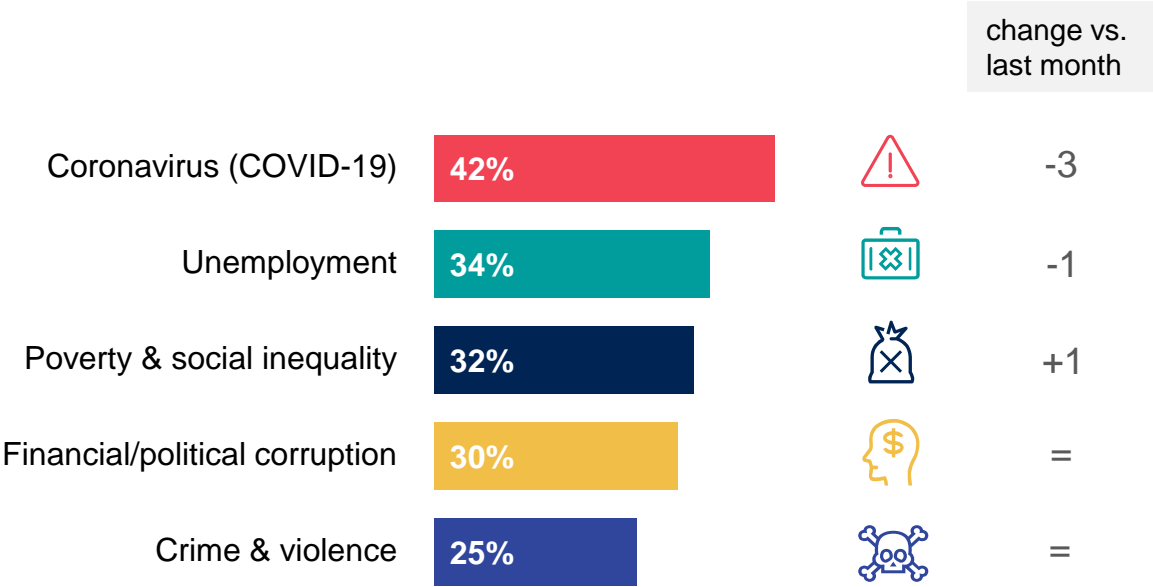
Please contact [Teodros.Gebrekal@Ipsos.com](mailto:Teodros.Gebrekal@Ipsos.com) for more information.



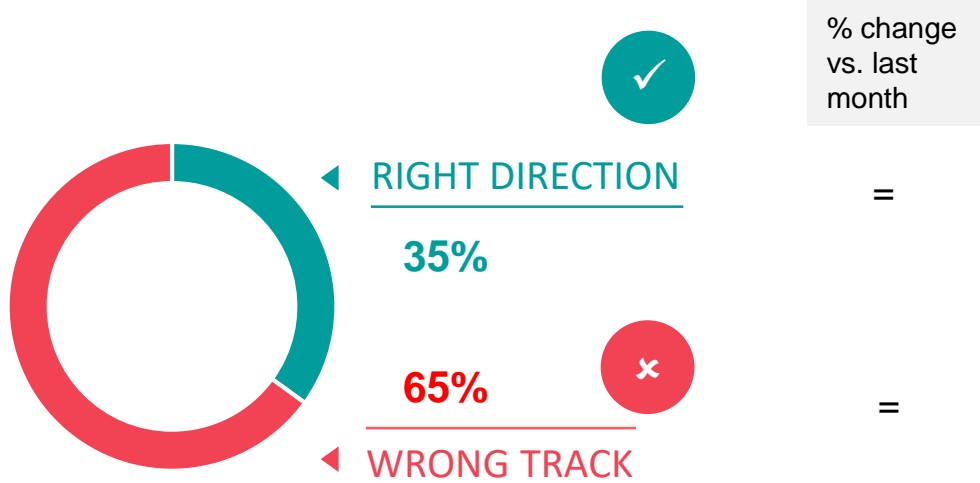
# WHAT WORRIES THE WORLD? MAY 2021

Coronavirus has been the top concern since we started tracking it over a year ago. On average, 42% across all 28 nations say that Covid-19 is one of the most worrying issues facing their country today. Meanwhile, two-thirds (65%) 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?



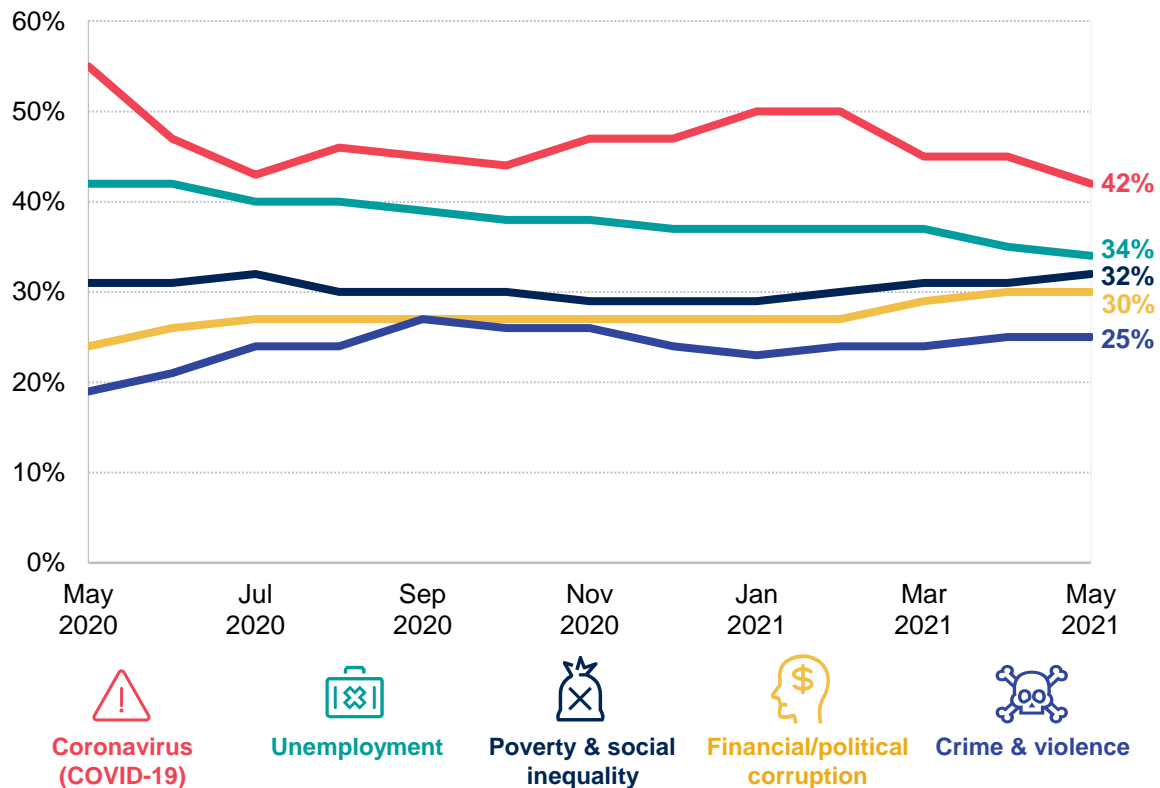
**Base:** Representative sample of 19,070 adults aged 16-74 in 28 participating countries, April 23<sup>rd</sup> – May 7<sup>th</sup> 2021.

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

# WHAT WORRIES THE WORLD? 12-MONTH TREND

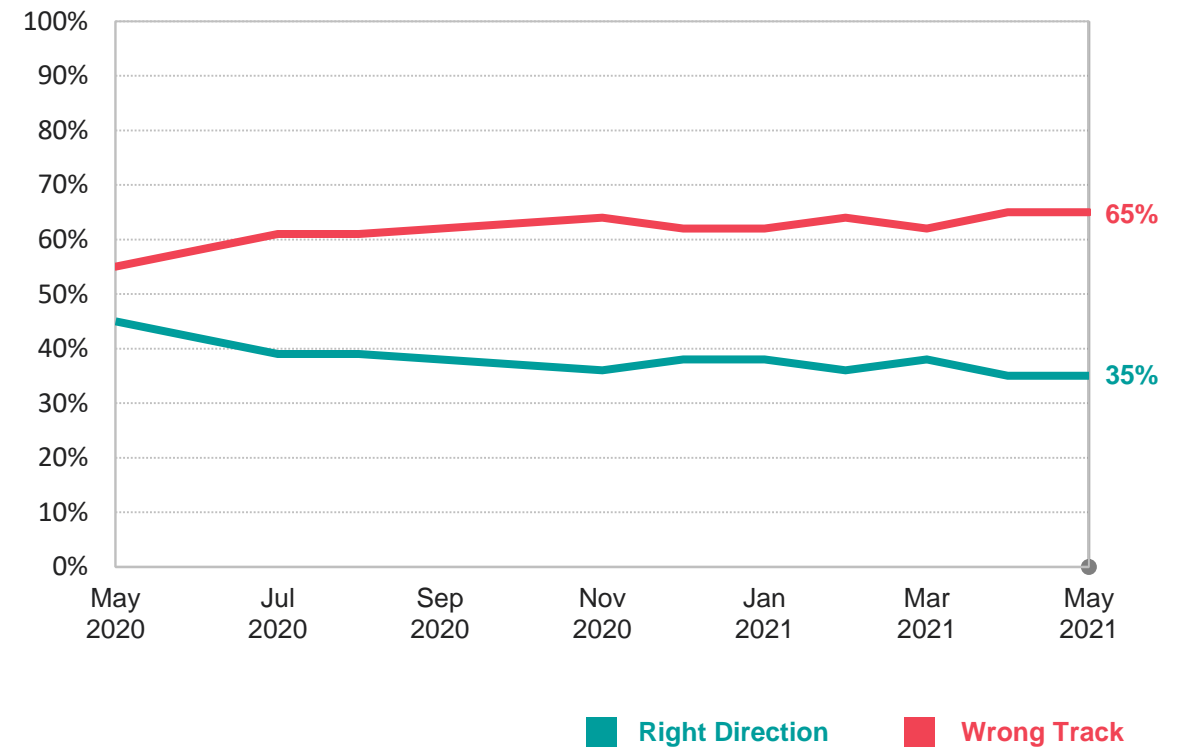
Q

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 c.19,000 adults aged 16-74 in 28 participating countries, April 23<sup>rd</sup> – May 7<sup>th</sup> 2021.

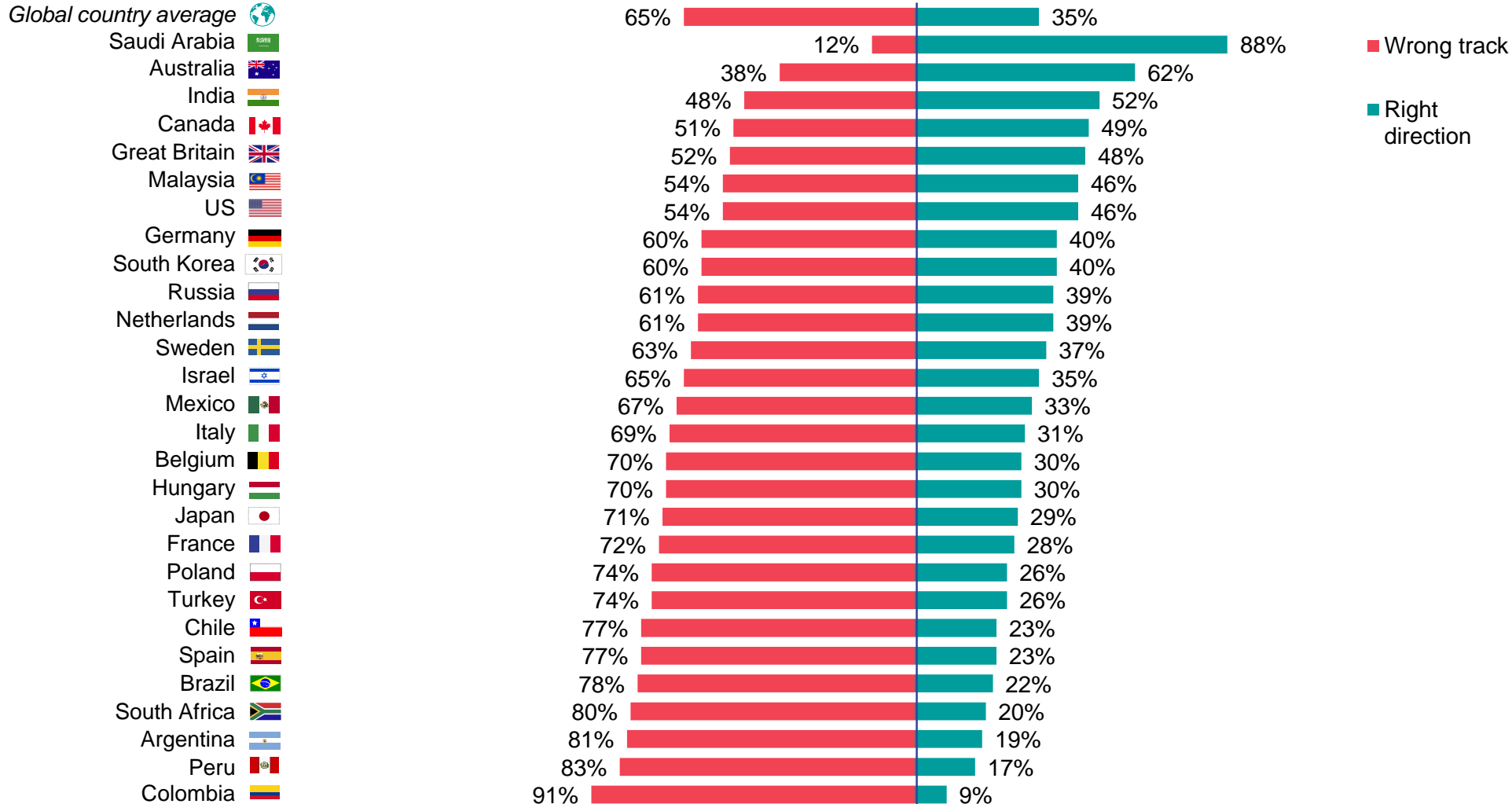
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

# 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, two-thirds (65%) on average say that things in their country are on the wrong track. This is 10 points higher than the 55% recorded one year ago.

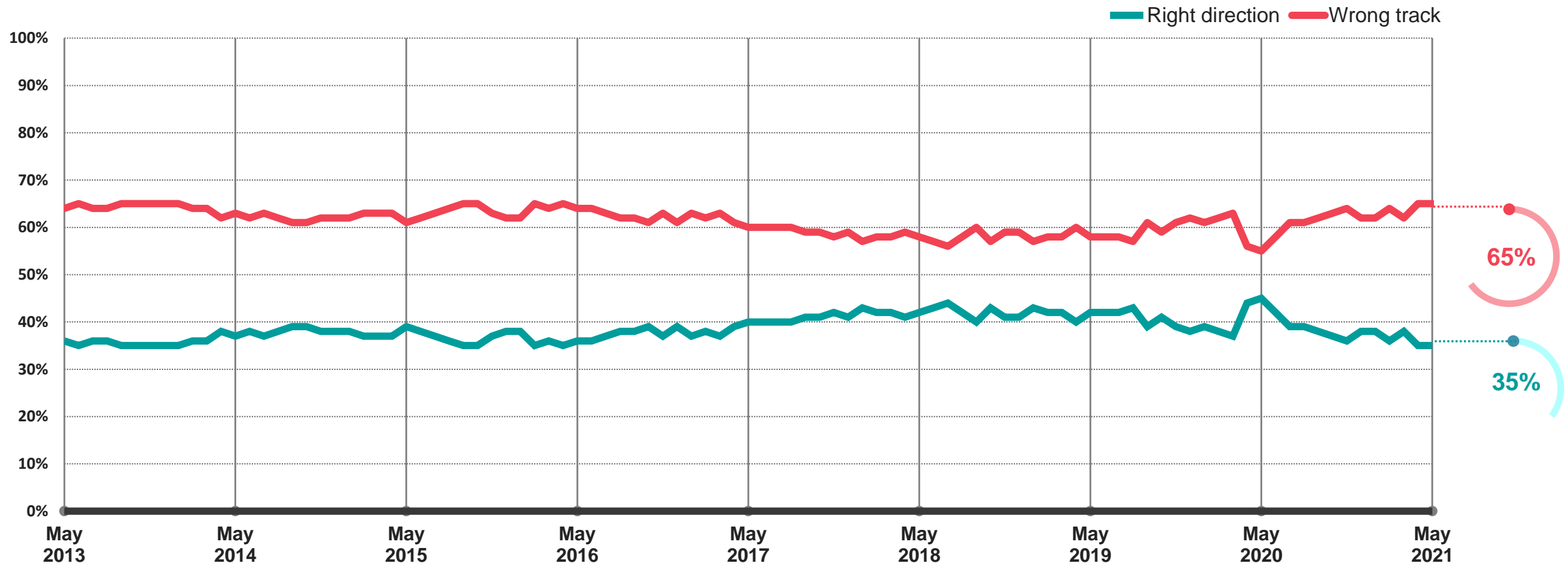
With a score of 91% on this “wrong track” monitor (a rise of 7 points vs. last month), Colombia replaces Peru as the most pessimistic nation in our survey.

The largest month-on-month increases in people saying things in their country are on the “wrong track” are seen in India (+11 points) and Malaysia (+10).

At the start of the year, 69% of Indians were positive about where the country was heading. This has fallen to 52% today.

# 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

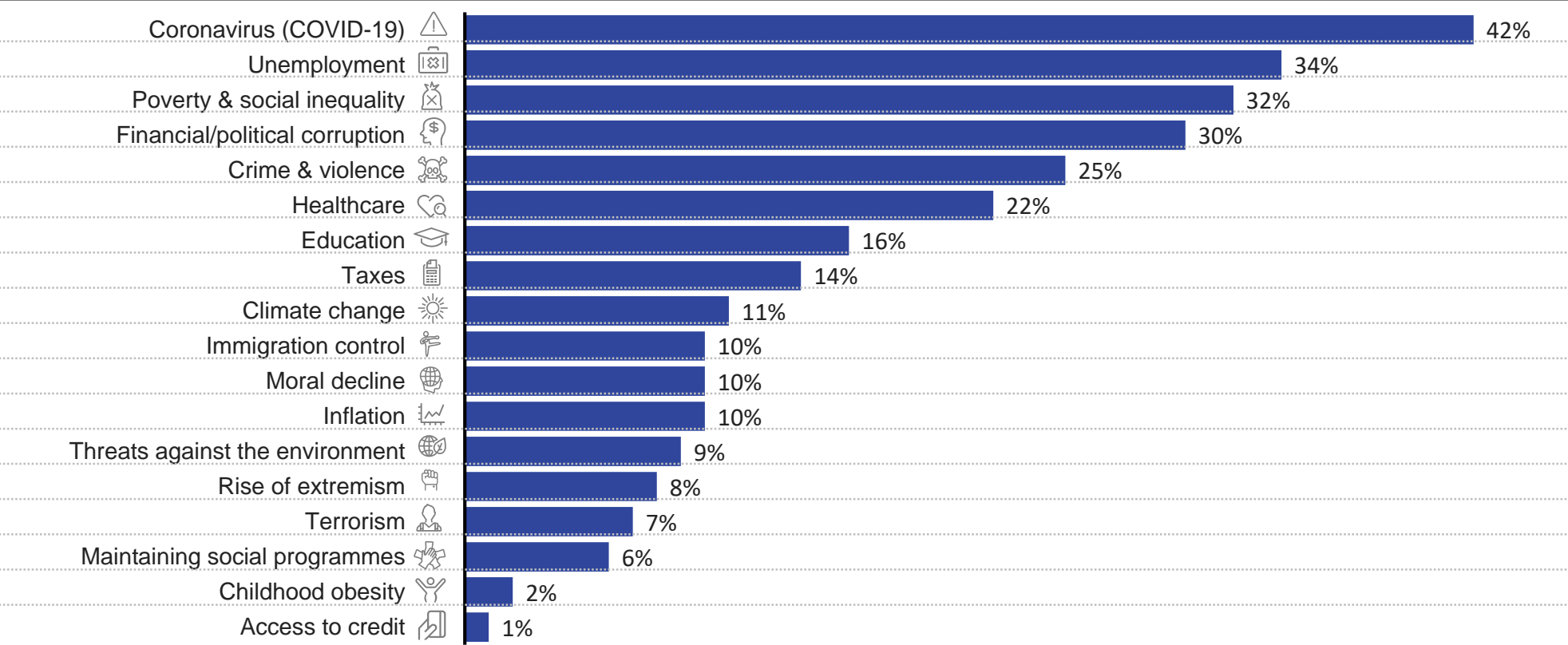




# WORLD WORRIES: THE FULL LIST

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

% mentioned in April 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 four in 10 (42%) on average say that Covid-19 is one of the top issues facing their country, a decline of 3 points since last month.

Unemployment is the second biggest issue across all countries at 34%, followed by Poverty & social inequality (32%), Financial/political corruption (30%) and Crime & violence (25%).

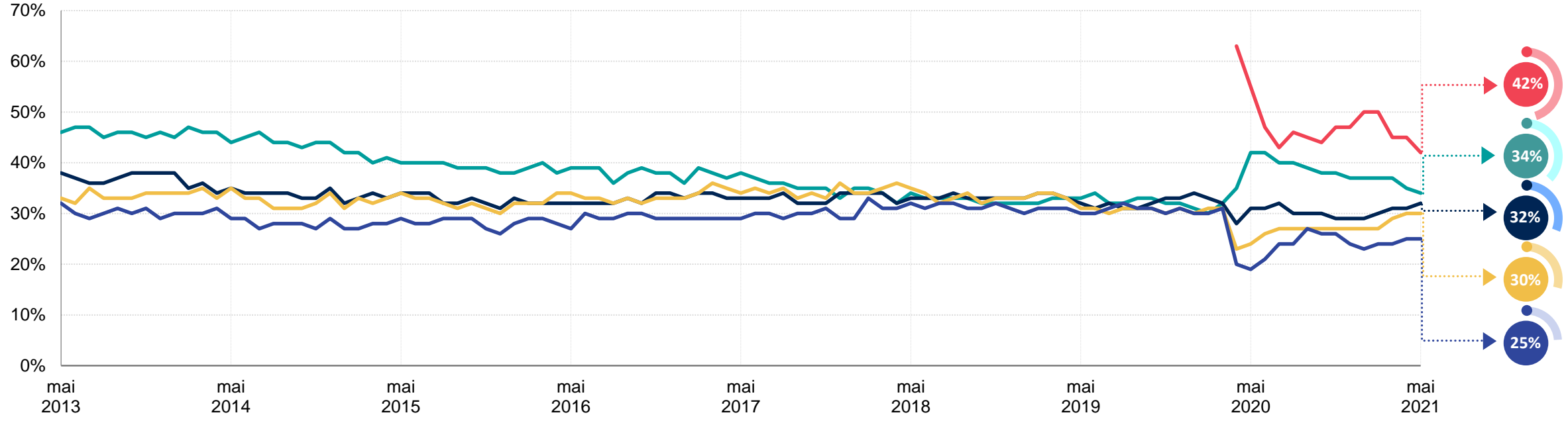
Base: Representative sample of 19,070 adults aged 16-74 in 28 participating countries, April 23<sup>rd</sup> – May 7<sup>th</sup> 2021.

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**



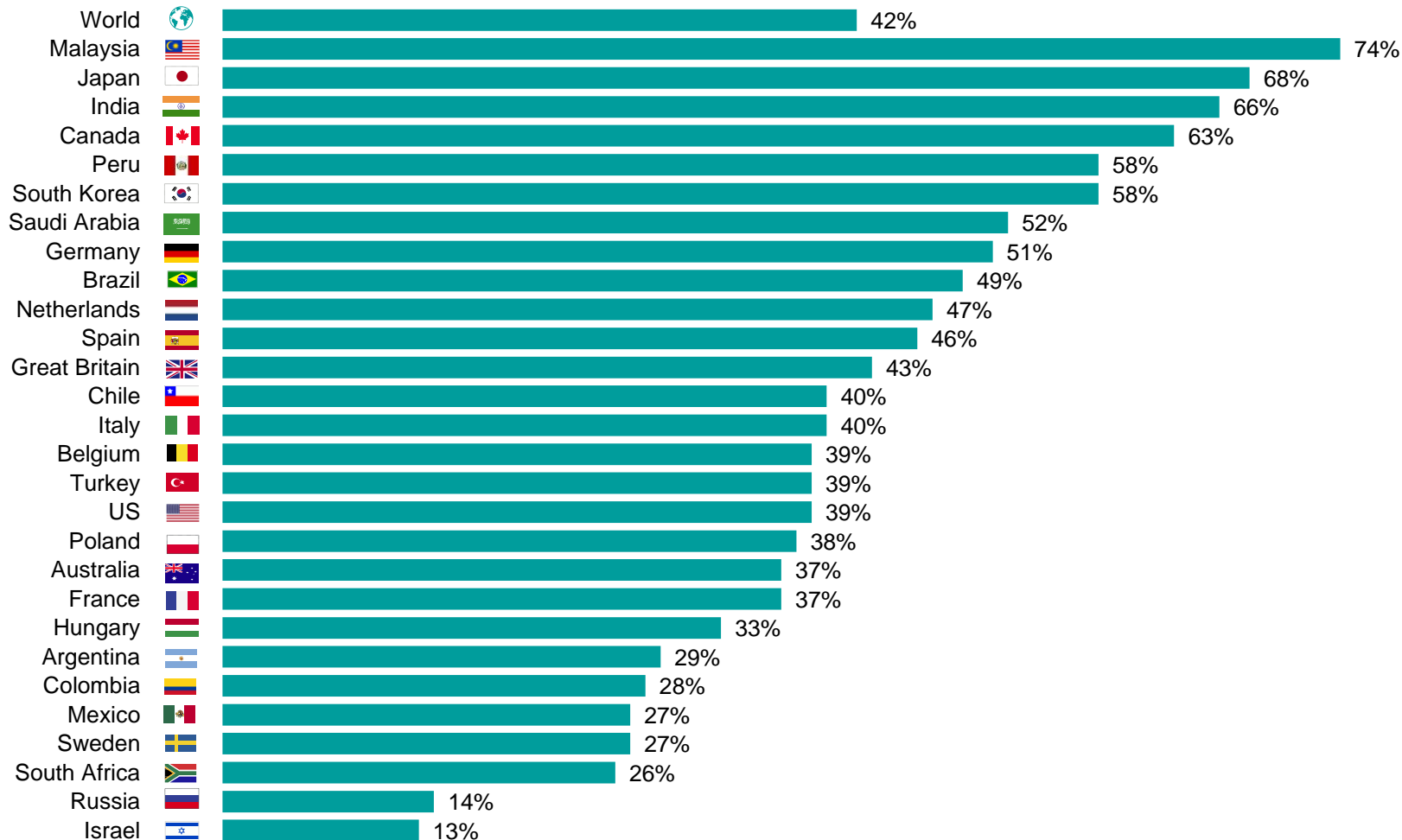
**Crime & violence**

**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 May 2021 in each country



On average, four in 10 (42%) worldwide say Coronavirus is one of the biggest issues facing their country today. This is 3 percentage points lower than the 45% seen last month.

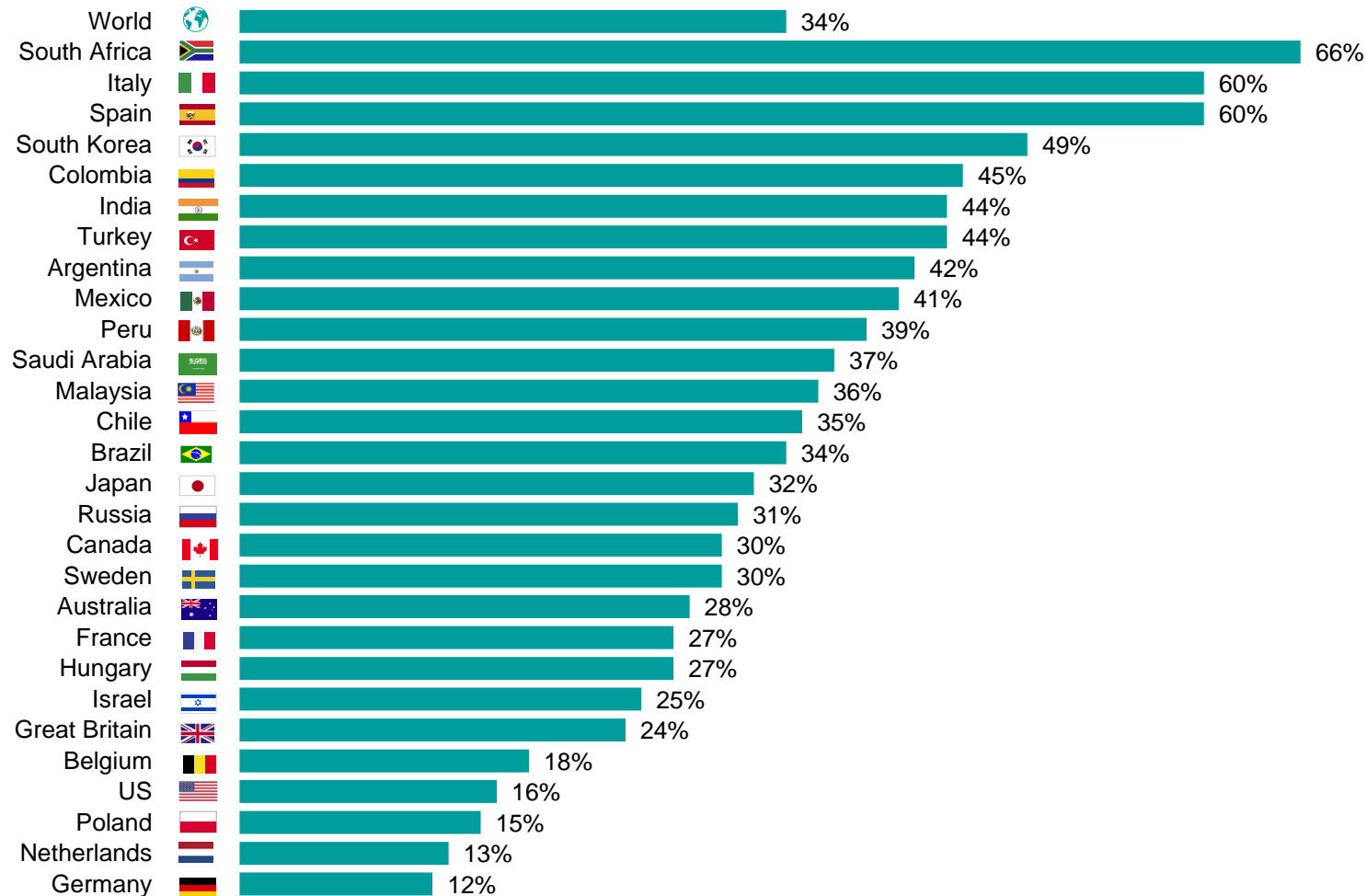
However, there have been increases in concern about Coronavirus in some countries, most significantly India (+21 points to 66%).

Concern about Coronavirus falls by more than 10 points in a number of countries (Chile, Poland, Spain, Belgium, Mexico and Hungary). Although it is still the #1 worry in Great Britain, levels of concern have declined by 17 points in two months.

Malaysia remains the most worried nation for the eighth consecutive month with 74% (level with May 2020). Japan's score is up 4 points to 68%, and Canada remains in fourth with a 4-point increase to 63%.

## 2 | UNEMPLOYMENT AND JOBS

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



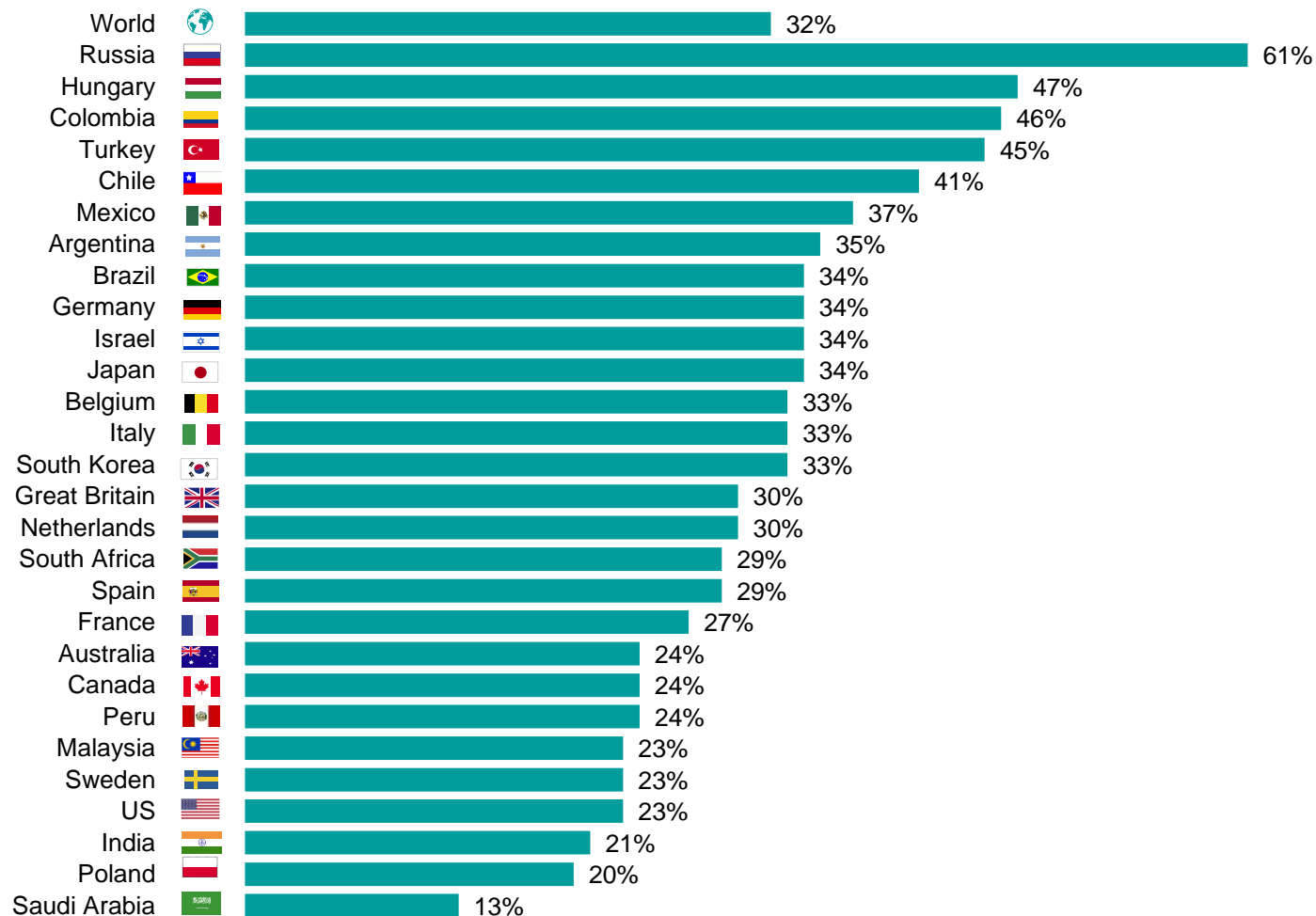
Unemployment is currently the second greatest worry worldwide with 34% selecting it as one of the most important issues facing their country today. This is down from the 37% recorded at the beginning of the year and the peak of 42% seen in May 2020.

Two in three South Africans consider jobs to be among their country's chief concerns. Six in 10 in Italy and Spain feel similarly. These three countries show greater concern about Unemployment than any other issue in our survey.

The largest month-on-month increases in concern for Unemployment are seen in Hungary (+10 points), Sweden (also +10 points), and Saudi Arabia (+7).

# 3 | POVERTY & SOCIAL INEQUALITY

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



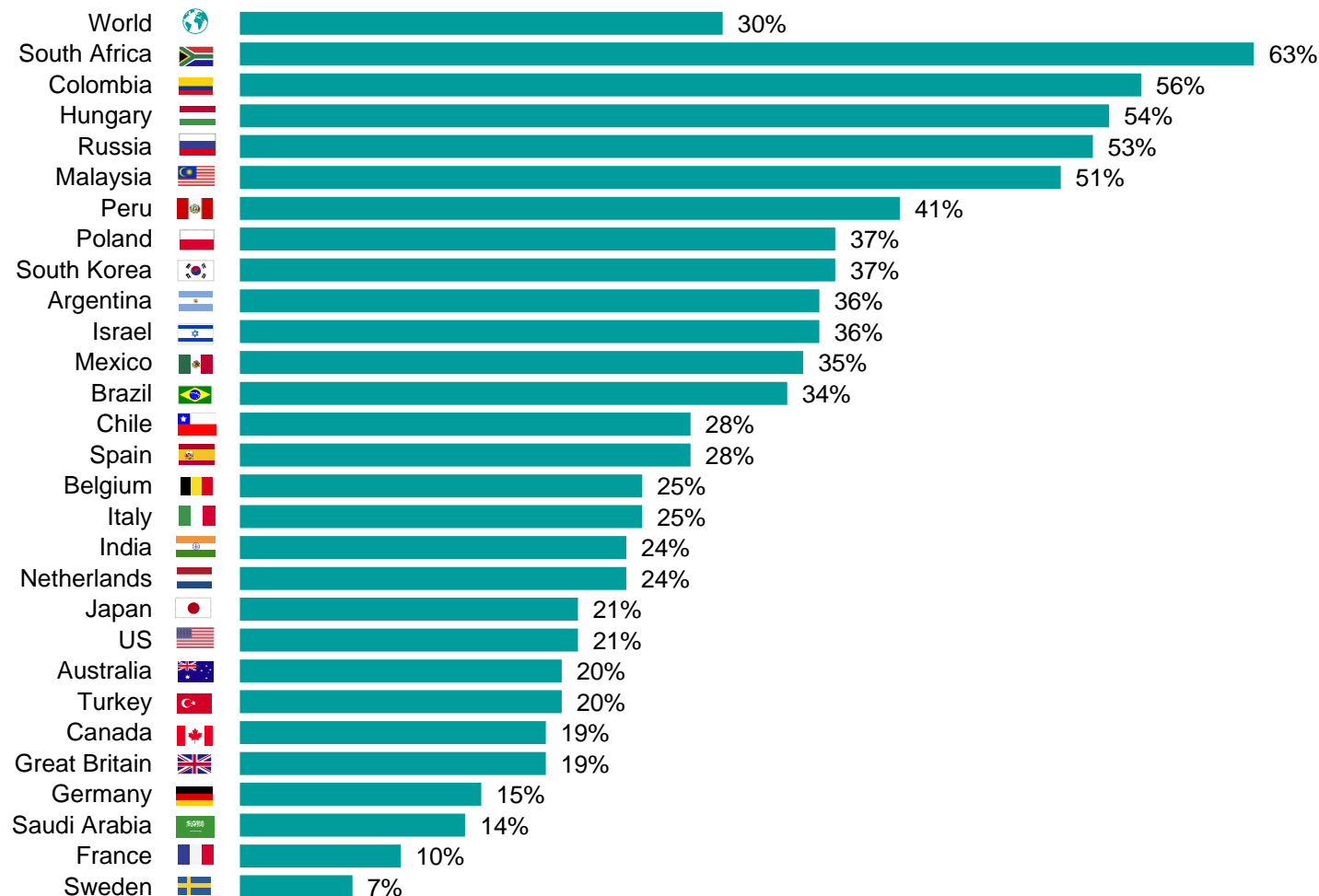
One in three (32%) on average across all countries say that Poverty & social inequality is one of the top issues in their country today.

It is the top concern in Russia, where the proportion of those worried about it stands at 61% (+3 points vs. last month). Turkey, most worried about Unemployment in recent months, now has Poverty & social inequality top of its worry list; a 7-point increase to 45% there means it ranks 4<sup>th</sup> overall.

Concern about this issue has increased in Hungary (+7) and Colombia (+4), in 2<sup>nd</sup> and 3<sup>rd</sup> place this month. Israel also sees a 7-point increase.

# 4 | FINANCIAL/POLITICAL CORRUPTION

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



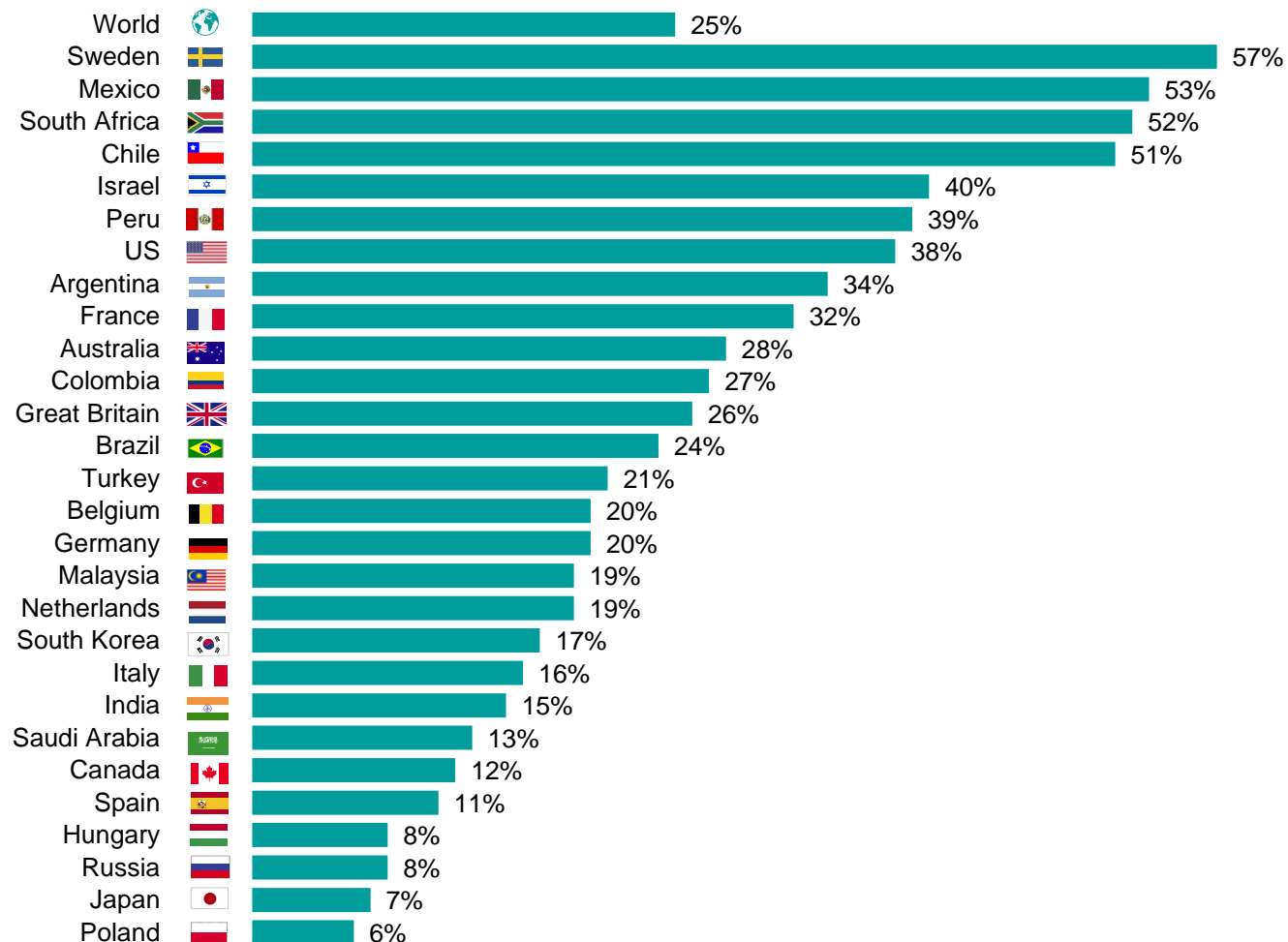
Financial/Political Corruption is the fourth greatest global concern, a position it has held for 12 months. Our study shows 30% on average count it among the big issues facing their country today.

South Africa is the country currently most concerned about corruption (63%, up 6-points since last month). However, Unemployment is currently a larger worry there today. Russia, joint-top of this list last month, has now fallen 4 points to fourth.

Colombia, in second place, has seen the largest increase in concern on this issue compared to last month (+13 points). An 11-point drop in on this issue this in India comes alongside rising Coronavirus concern in the country.

# 5 | CRIME & VIOLENCE

(%) worried in May 2021 in each country



Crime & violence is the 5<sup>th</sup> greatest worry in May with one in four across all countries selecting it as one of the most important issues facing their country today.

Crime & violence is currently the number one concern in Chile, Israel, Mexico and Sweden.

The largest increases in concern about Crime & violence seen this month come from the US (+12 points), Sweden (+7), Chile (+6) and Mexico (also +6).

# METHODOLOGY

This 28-country Global Advisor survey was conducted between April 23<sup>rd</sup> and May 7<sup>th</sup> 2021 via the Ipsos Online Panel system among 19,070 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.