

Corruption tops the list as the world's most important problem according to WIN's Annual poll

WIN, the leading global association in market research and polling, has today revealed that respondents of its global annual poll regard corruption as the most important problem facing the world today.

Highlights:

- 21% of respondents globally identified corruption as the most important problem facing the world today – the highest response rate amongst the 17 categories;
- Economic problems in second place globally at 14%;
- Poverty (the gap between rich and poor) in third place globally at 12%;
- The Western Europe region identified poverty (24%) as the biggest concern;
- The UK sees economic problems (17%) as biggest issue; Germany identified poverty (34%);
- The data was collected as part of WIN's Annual 2013 poll that interviewed 66,806 people in 65 countries.

What do you think is the most important problem facing the world today?



Data from the WIN Annual 2013 poll of 66,806 people in 65 countries

1% I don't know / I prefer not to answer

Corruption wins

Corruption was the common theme for the 2013 WIN Annual survey, with 21% of respondents globally selecting it as the world's most important problem. The category was chosen by 26% of the respondents in Asia, followed by the Americas (19%) and Africa (18%). Western Europe, however, recorded very different results – corruption gained only 8% of the share of responses. Indeed, countries in Western Europe generally recorded only a single digit share, as in the UK (8%), Germany (6%) and France (4%). Spain was a significant exception inside Europe with 20% of respondents selecting corruption as the most important problem.

The number one concern from Western European survey participants was poverty (the gap between rich and poor) at 24%. Some Western European countries displayed extremely high responses in this category, including Germany (34%), Austria (32%), Spain (27%) and France (25%), all of which greatly exceeded the global average of 12%. The UK, at 16%, was lower than some of its European peers but still ranked poverty as the second most important issue facing the world. Indeed, the contrast with some non-European countries is stark: Malaysia (1%), Thailand (3%) and Indonesia (5%) were some of the countries that had single digit responses.

Economic problems, deemed the second biggest issue globally with a 14% response rate, saw similar results in Western Europe. The UK (17%) deemed the category as the most important problem, and amongst the other Western European countries to focus on it were Netherlands (12%), Germany (10%), Spain (10%) and Austria (9%). The data presents an interesting contrast as, outside of Western Europe, 26% of US respondents selected economic problems, making it the number one issue there. Further afield, Argentina and Brazil exhibited very different priorities in the poll and only recorded 7% and 6% respectively for economic problems. In these countries, social issues played a larger role, in particular the Drugs and Drug Abuse category where Argentina and Brazil recorded 21% and 28%, respectively.

Further to the theme of financial hardship, unemployment ranked fourth globally (10%) in the list of important problems. The share of responses in Europe (14%) was surpassed only by Africa (19%). The recession of recent years in Spain and Greece may account for the high response rate in this category (both 18%), though it is of interest to note that France also recorded 18%.

As such, a link between economic problems, poverty and unemployment begins to become clear in many European countries. Yet there are a number of social problems which should also be heeded. In the UK, for example, 9% chose wars and conflicts as a major issue, 8% were concerned by refugees, and 4% selected environmental issues. Germany, Europe's largest economy, also had a high response rate in the war category (10%) which was Germany's joint second biggest issue alongside economic problems. Western Europe's social problems contrast sharply to those of other regions, such as drugs and drug abuse in the Americas region, and terrorism in MENA.

Survey information:

The End of Year (EoY)[™] survey (also called 'Global Barometer of Hope and Despair') is an annual tradition initiated by and designed in 1977. It is conducted every year since then. This year it was carried out by associates of WIN in 65 countries around the world.

For the EoY survey 2013, a total of 66,806 persons were interviewed globally. In each country a national probability sample of around 1,000 men and women was interviewed either face to face (34 countries; n=37,878), via telephone (10 countries; n=8,116) or online (21 countries; n=20,812). The field work was conducted during September 2013 - December 2013. In general, the margin of error for survey of this kind is at the 95% confidence level for 2780 is +/- 1.86%. While for a sample size of 300 it is +/- 5.66%

The global average has been computed according to the share of the covered adult population of the surveyed countries.

WIN is the leading association in market research and polling and is made up of the 77 largest independent market research and polling firms in their respective countries with combined revenue of over €500 million and covering 95% of the world's market.

For more than 60 years WIN Members have demonstrated their expert ability to conduct multi-country surveys on a comparable basis and deliver the highest quality. Their Members are leading national institutes with a profound local knowledge of research methods and techniques, statistical sources, customs and culture differences of its own country and carefully selected by the Association Board. With only one Member agency per country, Members work together on a daily basis to share knowledge, new research techniques and tools, as well as to provide the most appropriate solutions to international research projects and service our clients to the best of our abilities.

The accumulated expertise of the Association is formidable - they have internationally renowned experts in public opinion, Third World issues, advertising, and media research as well as in commercial fields such as IT/telecommunications, healthcare, retail, economics, corporate research and so on. Members are at the leading edge of technical and methodological developments, which have impacted on not only the research industry but also the whole commercial world.

Produkt + Markt is the German WIN Member.

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