

WHAT WORRIES THE



NOVEMBER 2016

GAME CHANGERS

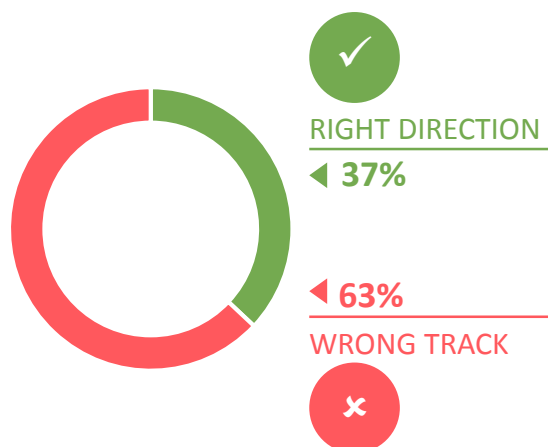
WORLD SUMMARY: NOVEMBER 2016

The majority (63%) of people around the world think things in their country are on the wrong track.

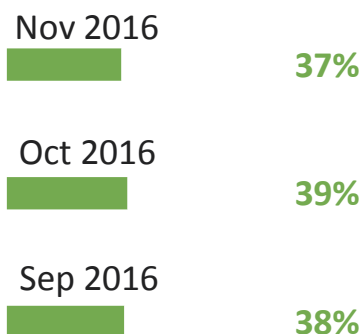
Unemployment currently occupies the top spot for global concern with 38% saying this.

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

**RIGHT DIRECTION/
WRONG TRACK
November 2016**



RIGHT DIRECTION



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

% change compared with previous month:

			Oct 2016		
UNEMPLOYMENT		38%	▼	-1	
POVERTY & SOCIAL INEQUALITY		34%	▲	+2	
FINANCIAL/POLITICAL CORRUPTION		33%	▲	+1	
CRIME & VIOLENCE		29%	▼	-1	
HEALTHCARE		22%	=		

Base: Representative sample of adults aged 16-64 in 25 participating countries. c.18,000 per month

Source: Global Advisor

*Please note that participants in China were not shown the full list of topics for this question. Financial/political corruption, poverty and social inequality, taxes, and rise of extremism were excluded from the list shown to Chinese participants.



RIGHT

DIRECTION

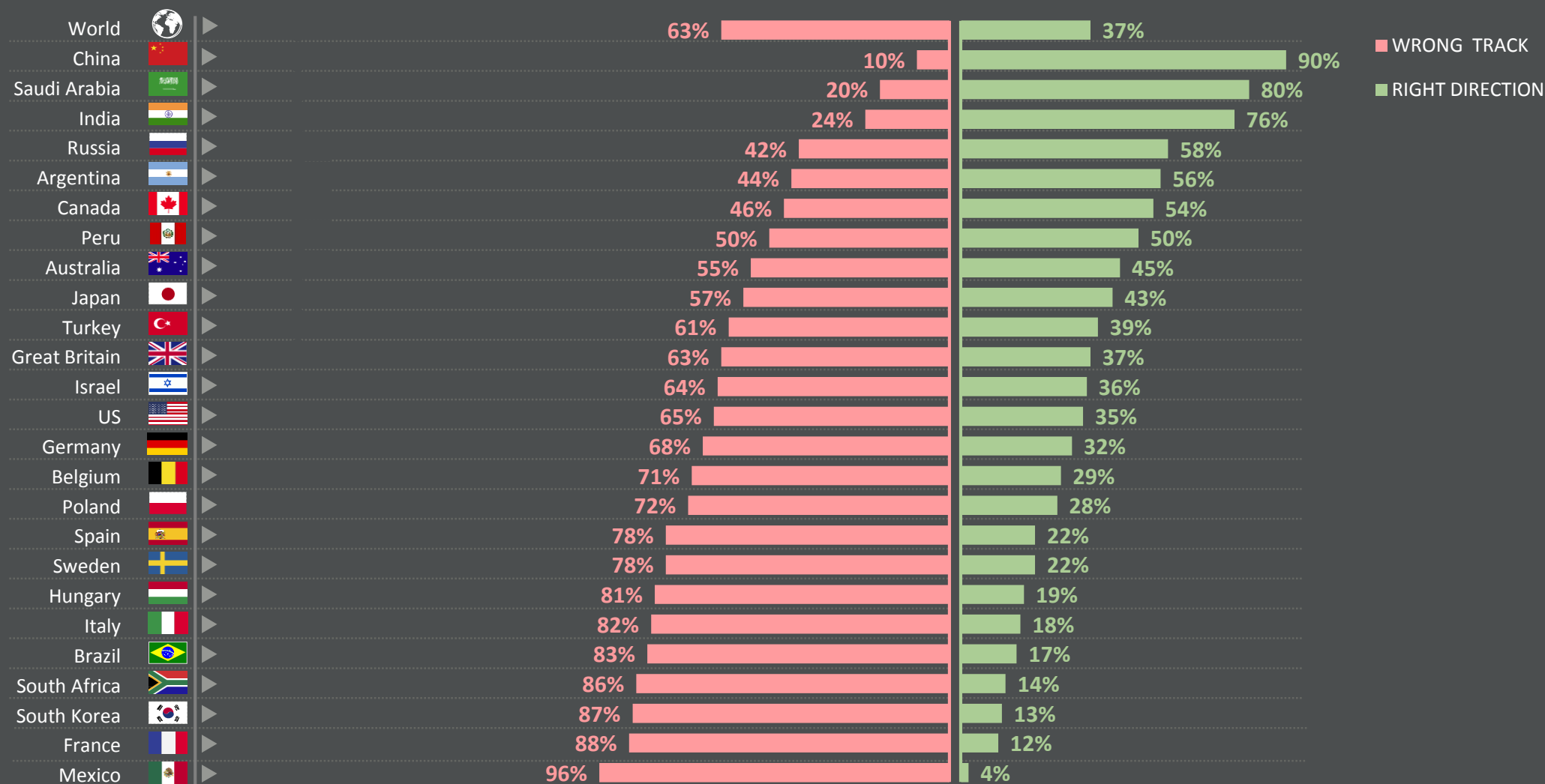
WRONG

TRACK

- Country comparisons
- Trends over time: Great Britain
- Trends over time: world

COUNTRY COMPARISON

RIGHT DIRECTION/WRONG TRACK

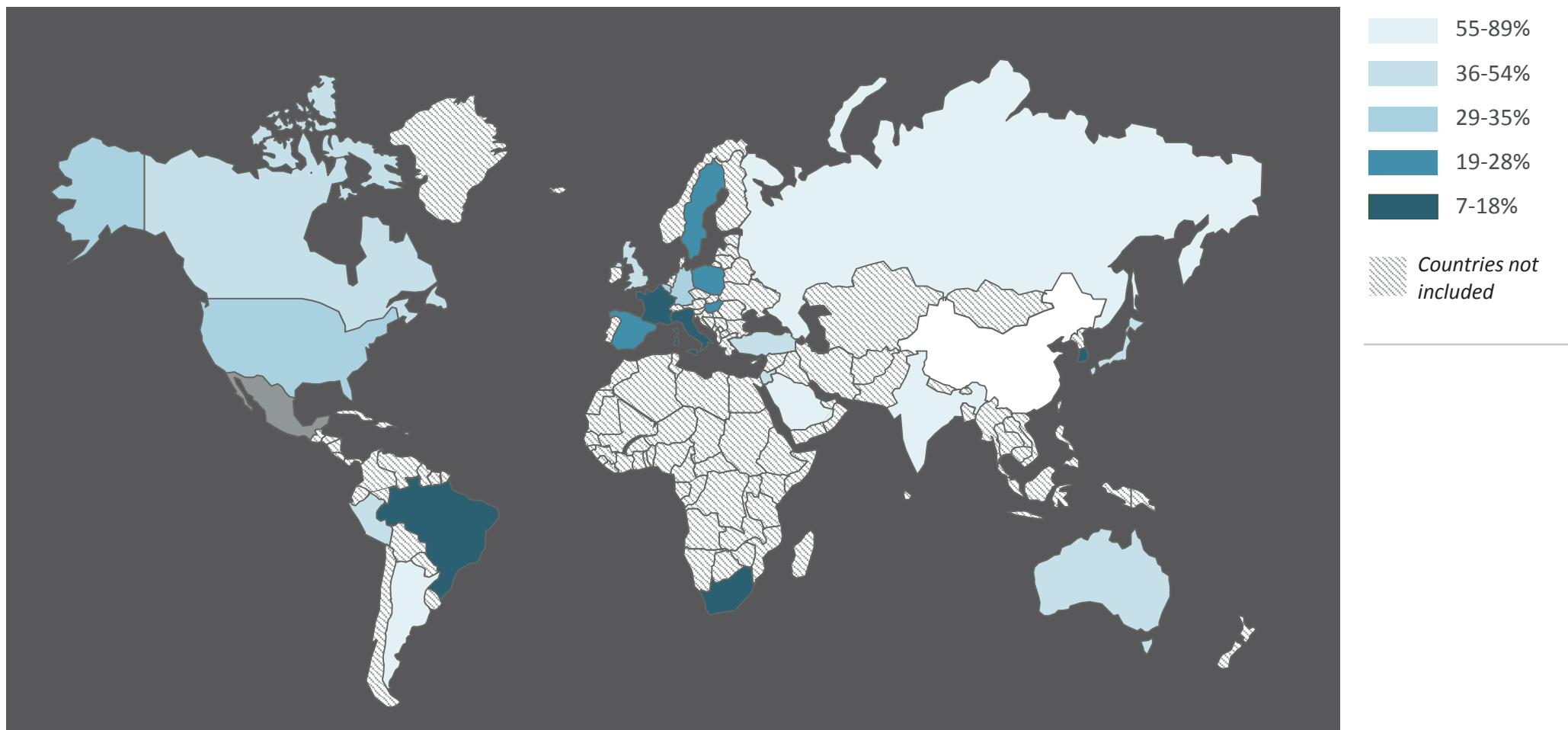


Base: Representative sample of 18,110 adults aged 16-64 in 25 participating countries, October 21st – November 4th 2016

Source: Global Advisor

% WHO THINK THEIR COUNTRY IS GOING IN THE RIGHT DIRECTION: November 2016

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 18,110 adults aged 16-64 in 25 participating countries, October 21st – November 4th 2016

Source: Global Advisor

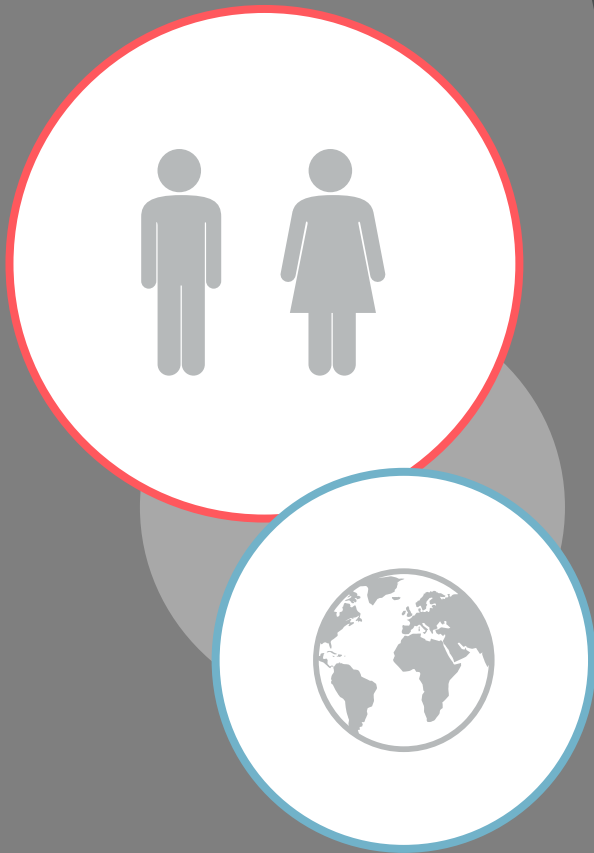
WORLD: RIGHT DIRECTION

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 adults aged 16-64, c.18,000 – 20,000 per month.

Source: Global Advisor



RIGHT DIRECTION

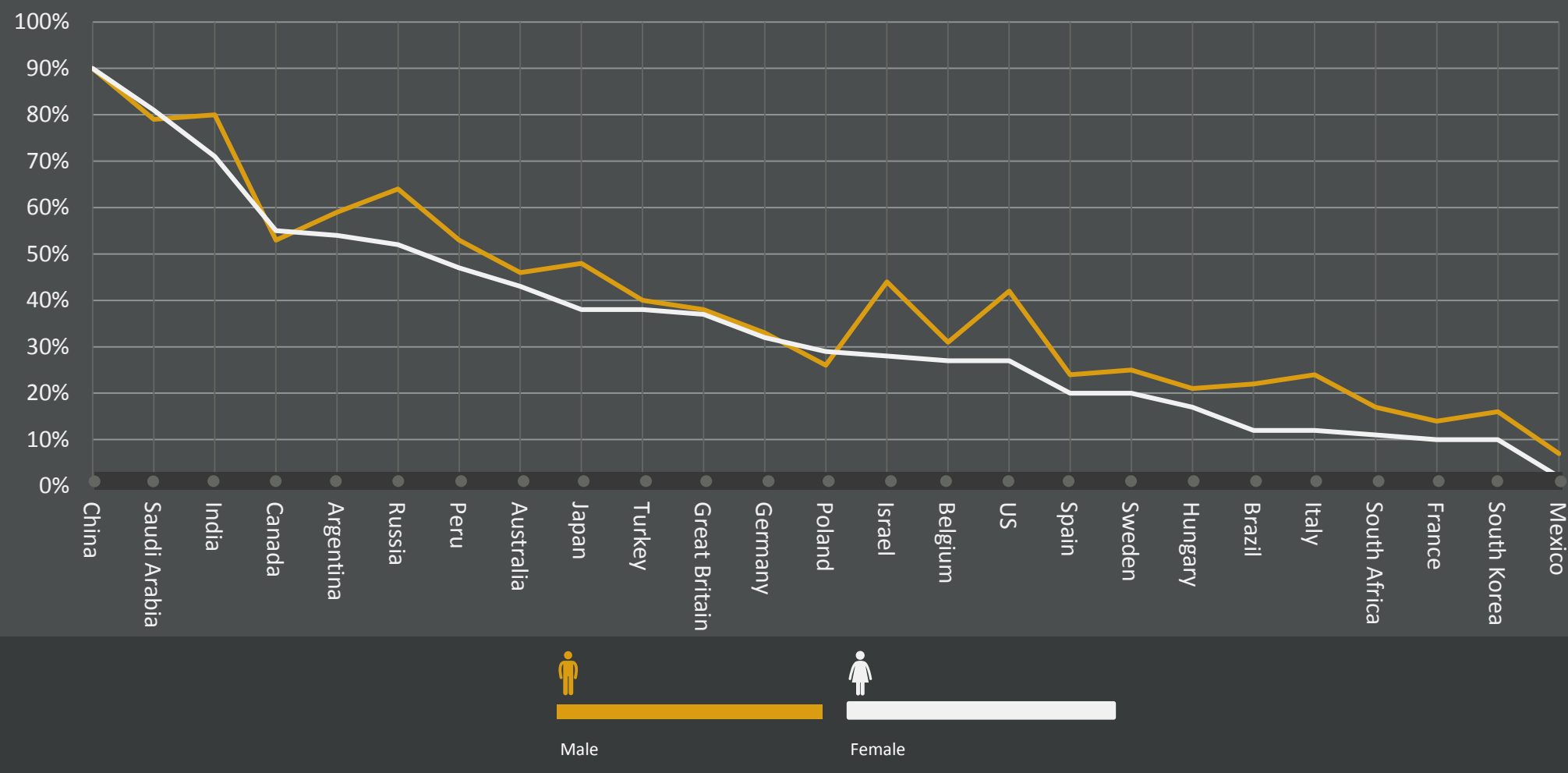
GENDER AND REGION COMPARISONS

- Gender comparisons by country for right direction
- Region comparison for right direction vs wrong track

GENDER: RIGHT DIRECTION

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

Men are more likely to feel that their country is heading in the right direction in a number of countries, particularly in the US, Israel and Russia: women are hardly ever more optimistic than men.



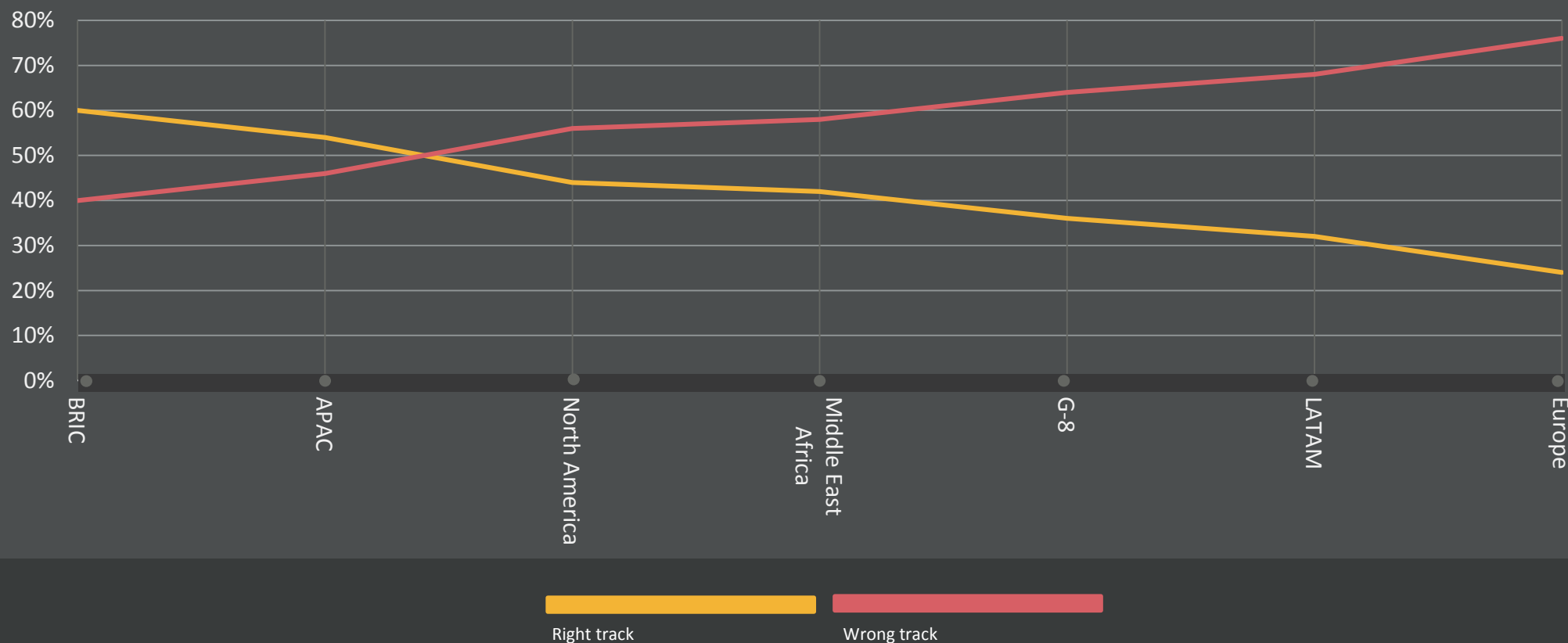
Base: Representative sample of 18,110 adults aged 16-64 in 25 participating countries, October 21st – November 4th 2016

Source: Global Advisor

REGIONAL: RIGHT DIRECTION

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

BRIC countries are most likely to feel their country is heading in the right direction while those in Europe are more likely to think in their country are off on the wrong track.



Base: Representative sample of 18,110 adults aged 16-64 in 25 participating countries, October 21st – November 4th 2016

Source: Global Advisor



WORLD

WORRIES

- World's top worries
- Trends over time for worries

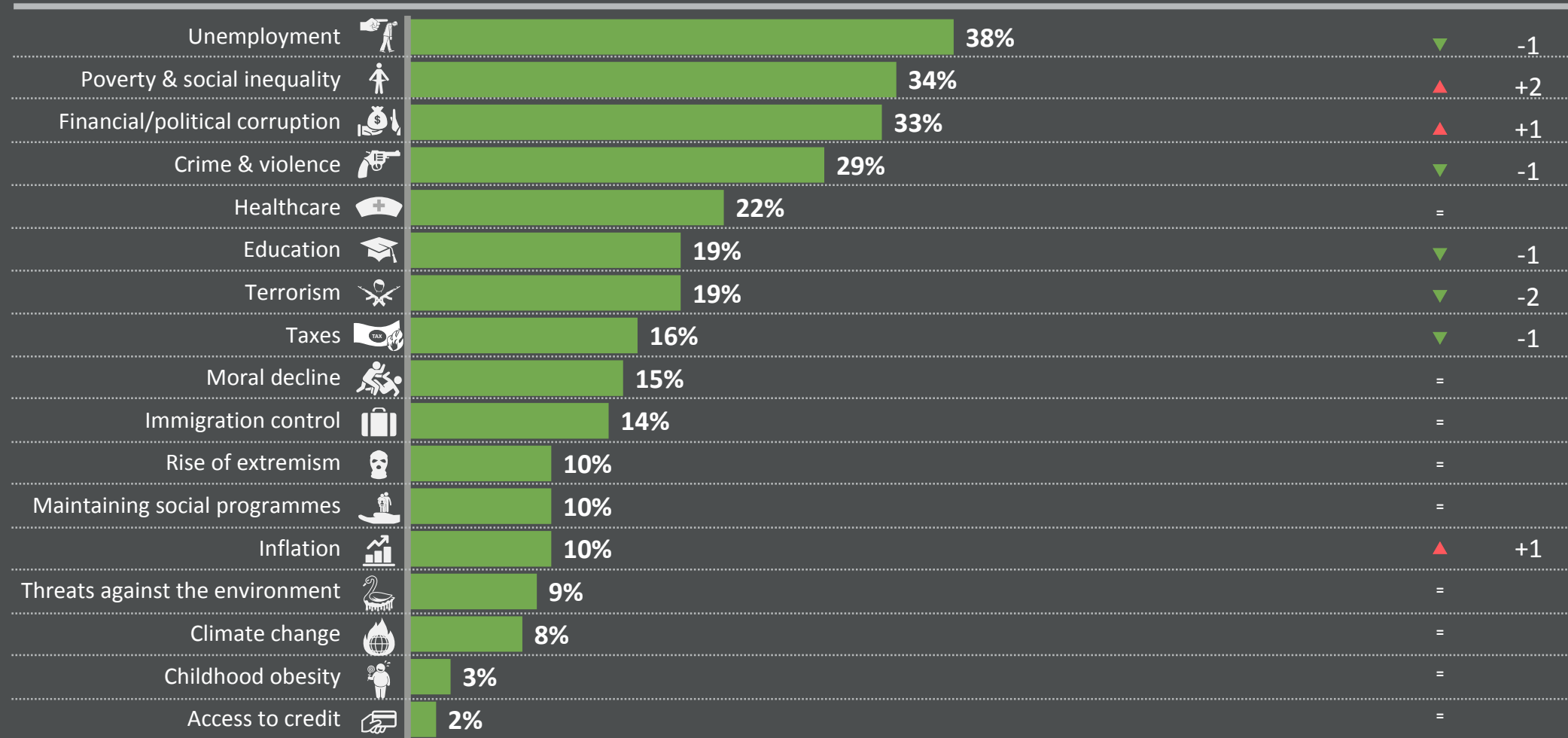
WORLD WORRIES

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

% change compared with previous month:

Mentioned in November 2016 (%)

Oct 2016

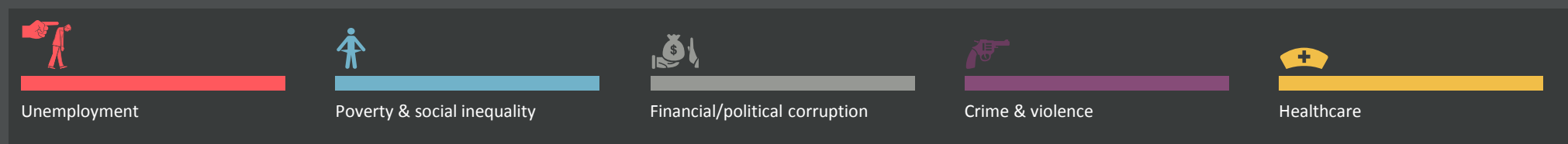
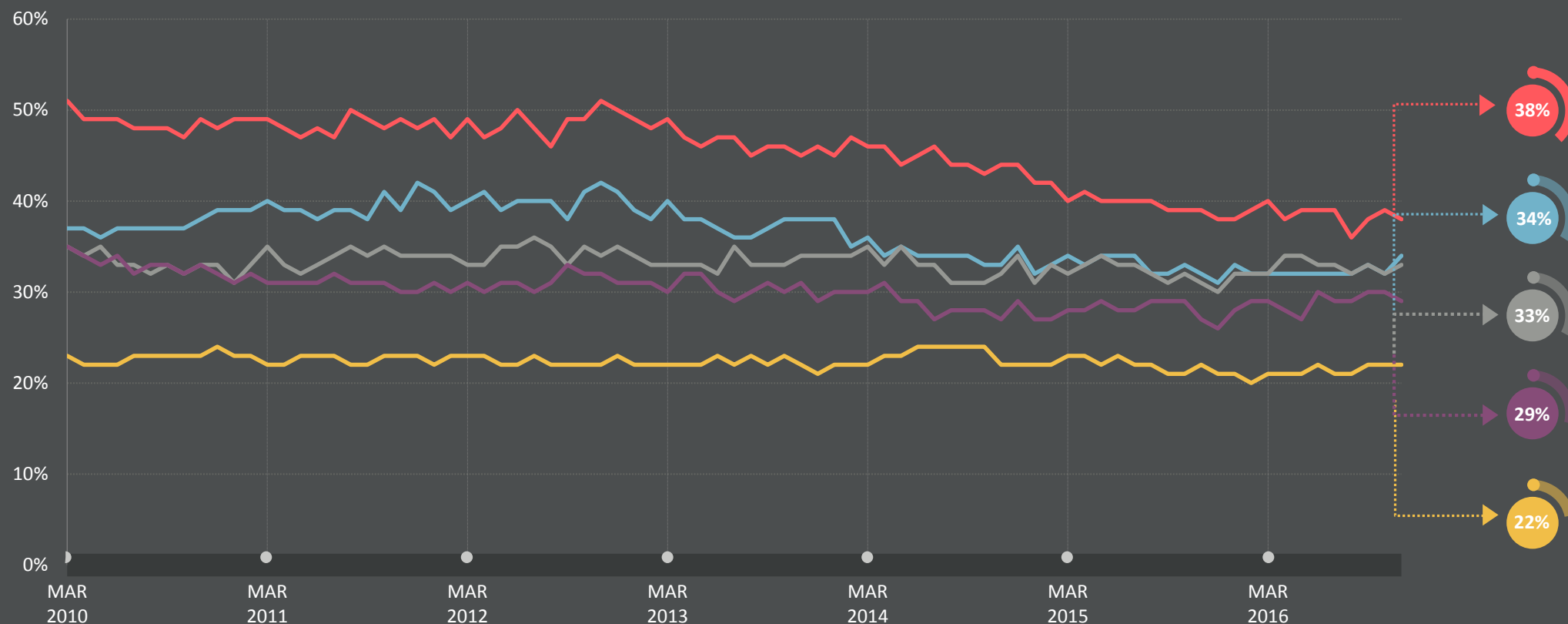


Base: Representative sample of adults aged 16-64. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor

THE WORLD'S CURRENT TOP 5 WORRIES: LONG-TERM TRENDS

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



Base: Representative sample of adults aged 16-64, c.18,000-20,000 per month.

Source: Global Advisor



WORLD

WORRIES

COUNTRY

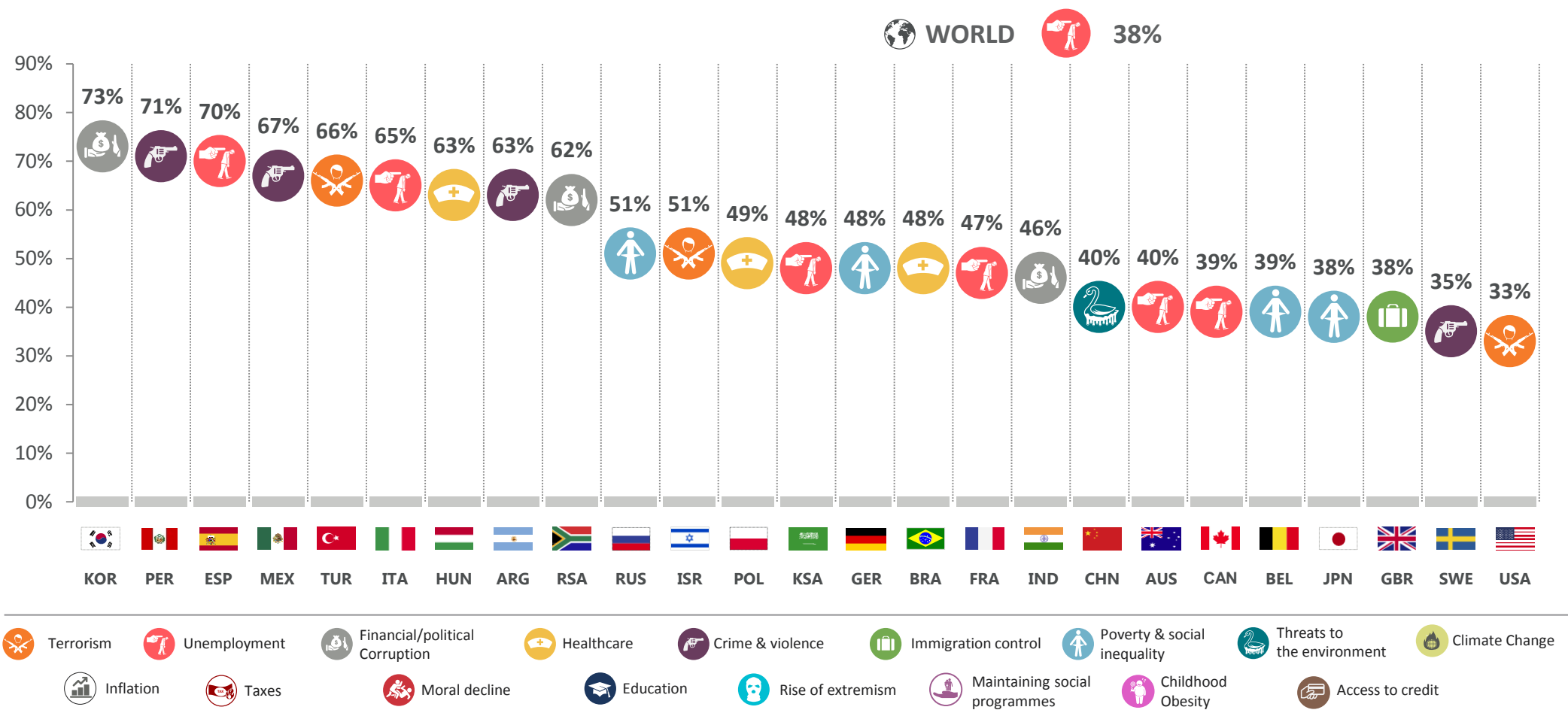
COMPARISON

- Top concern by country
- Top 3 concerns by country
- Country comparison of Great Britain's top 5 concerns

MOST WORRYING ISSUE BY COUNTRY

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

Top worry in November 2016 in each country



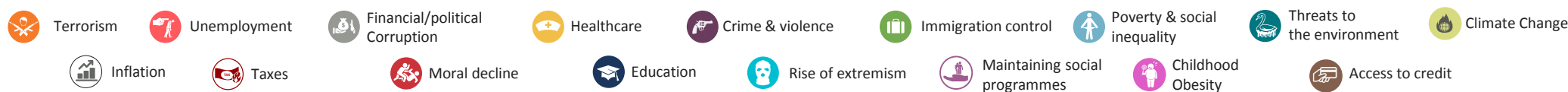
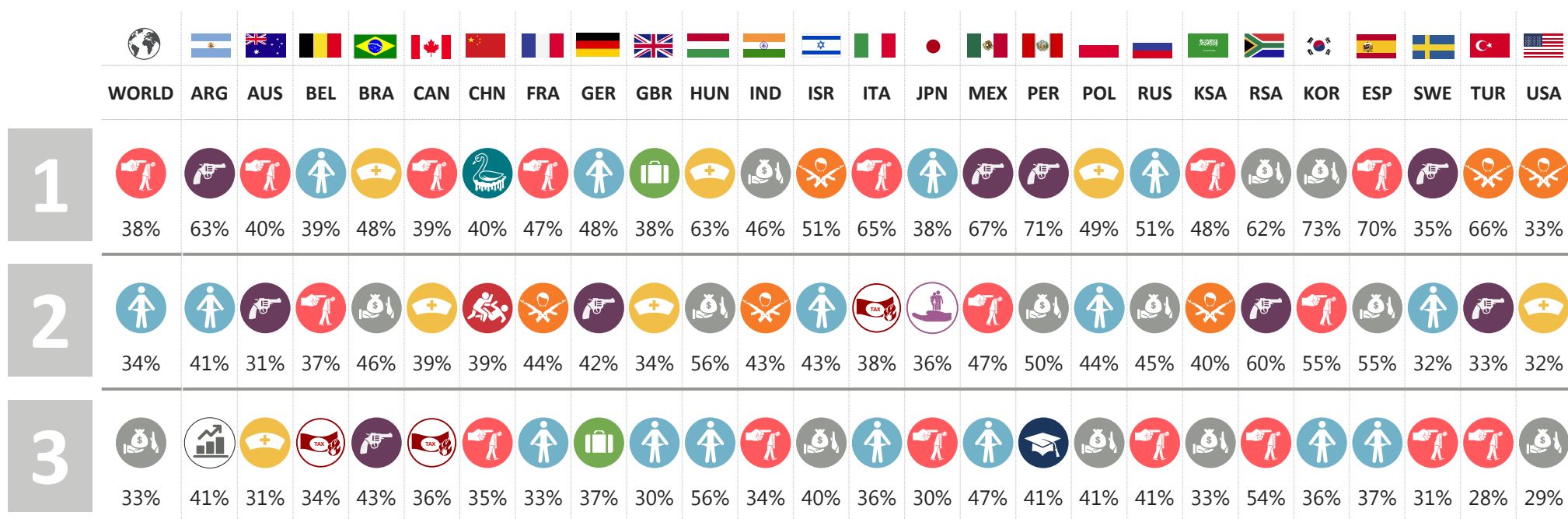
Base: Representative sample of 18,110 adults aged 16-64 in 25 participating countries, October 21st – November 4th 2016

Source: Global Advisor

TOP 3 MOST WORRYING ISSUES BY COUNTRY

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

Top 3 worries in November 2016 in each country



Base: Representative sample of 18,110 adults aged 16-64 in 25 participating countries, October 21st – November 4th 2016

Source: Global Advisor



























1 | IMMIGRATION CONTROL

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

% change compared with previous month:

(%) worried in November 2016 in each country

Oct 2016

WORLD		14%	=	
GREAT BRITAIN		38%	▲	+2
GERMANY		37%	▼	-1
ITALY		33%	▲	+4
FRANCE		31%	▲	+2
BELGIUM		26%	▲	+2
SWEDEN		26%	▼	-10
US		22%	▼	-1
AUSTRALIA		20%	▼	-5
CANADA		20%	▲	+3
TURKEY		18%	▼	-5
HUNGARY		12%	▼	-6
SPAIN		11%	▲	+1
ISRAEL		8%	▼	-1
POLAND		7%	▼	-2
RUSSIA		7%	▲	+1
ARGENTINA		5%	▼	-1
JAPAN		5%	▲	+1
SOUTH AFRICA		4%	▼	-2
CHINA		3%	=	
INDIA		3%	▲	+1
SAUDI ARABIA		2%	▼	-1
BRAZIL		1%	=	
PERU		1%	=	
MEXICO		*	=	
SOUTH KOREA		*	▼	-1

Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor

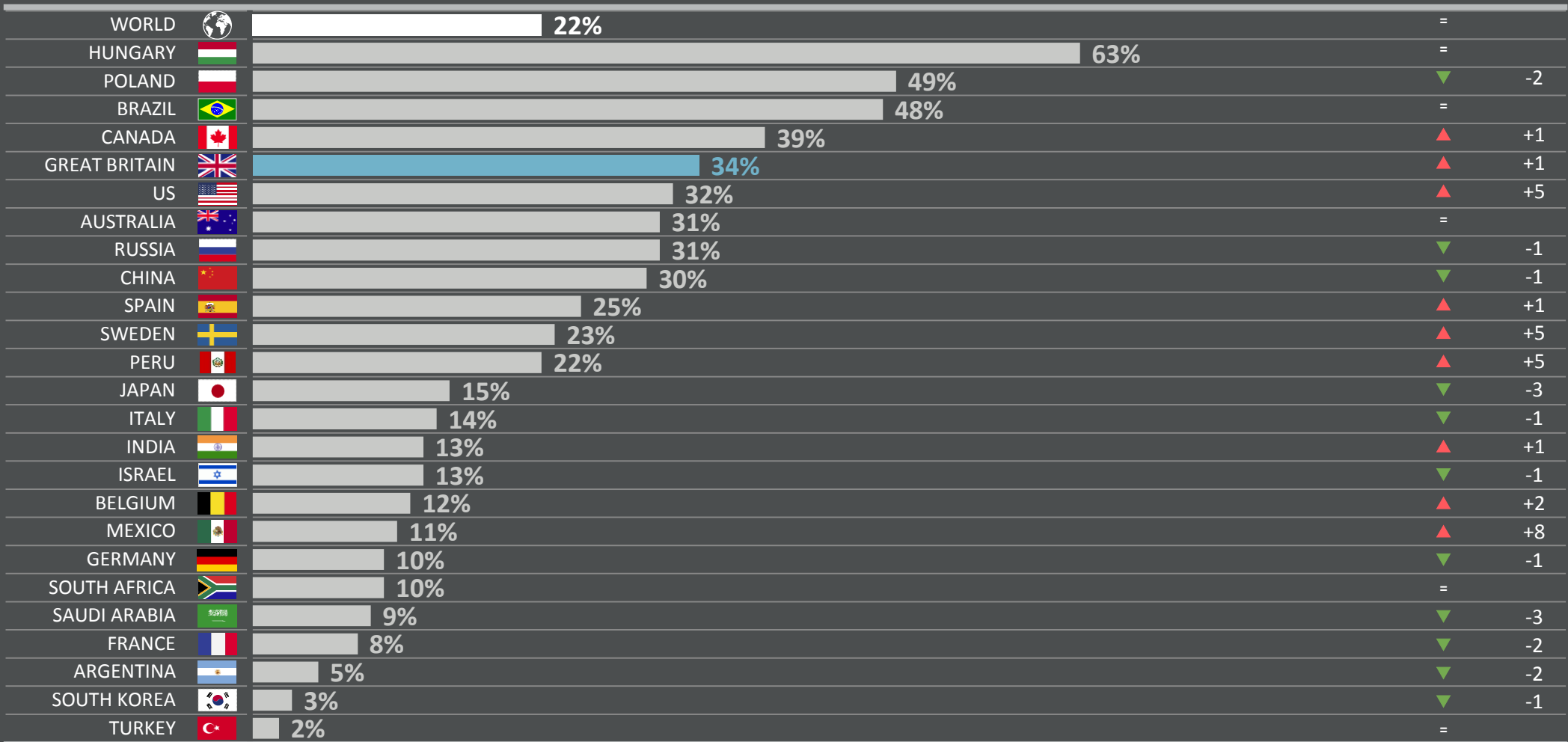
2 | HEALTHCARE

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

% change compared with previous month:

(%) worried in November 2016 in each country

Oct 2016



Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor


























3 | POVERTY & SOCIAL INEQUALITY

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

% change compared with previous month:

(%) worried in November 2016 in each country

Oct 2016

WORLD		34%	▲	+2
HUNGARY		56%	▲	+5
RUSSIA		51%	▲	+4
GERMANY		48%	▲	+1
MEXICO		47%	▲	+13
POLAND		44%	▲	+4
ISRAEL		43%	▲	+4
ARGENTINA		41%	▲	+4
BELGIUM		39%	▲	+4
JAPAN		38%	▲	+1
SPAIN		37%	▲	+2
ITALY		36%	▲	+2
SOUTH KOREA		36%	▲	+4
FRANCE		33%	▲	+5
SWEDEN		32%	▲	+7
PERU		31%	▲	+1
CANADA		30%	=	
GREAT BRITAIN		30%	▼	-3
INDIA		29%	▼	-1
SOUTH AFRICA		29%	=	
TURKEY		28%	▲	+3
AUSTRALIA		27%	=	
BRAZIL		25%	▲	+4
SAUDI ARABIA		23%	▼	-4
US		19%	=	

Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor


























4 | RISE OF EXTREMISM

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

% change compared with previous month:

(%) worried in November 2016 in each country

Oct 2016

WORLD		10%	=	
GERMANY		28%	=	
BELGIUM		25%	▲	+2
GREAT BRITAIN		25%	▼	-1
SWEDEN		24%	=	
FRANCE		21%	▲	+1
TURKEY		15%	▲	+1
AUSTRALIA		14%	▼	-1
POLAND		14%	=	
ISRAEL		13%	▼	-1
US		11%	▼	-1
SAUDI ARABIA		10%	=	
SPAIN		10%	▲	+1
CANADA		8%	▲	+3
INDIA		8%	▼	-1
SOUTH KOREA		7%	▼	-1
HUNGARY		5%	▼	-1
JAPAN		4%	▲	+1
ITALY		3%	▼	-1
RUSSIA		3%	=	
ARGENTINA		2%	▲	+1
SOUTH AFRICA		2%	=	
BRAZIL		1%	▼	-2
MEXICO		1%	▼	-2
PERU		1%	=	

Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor



























5 | TERRORISM

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

% change compared with previous month:

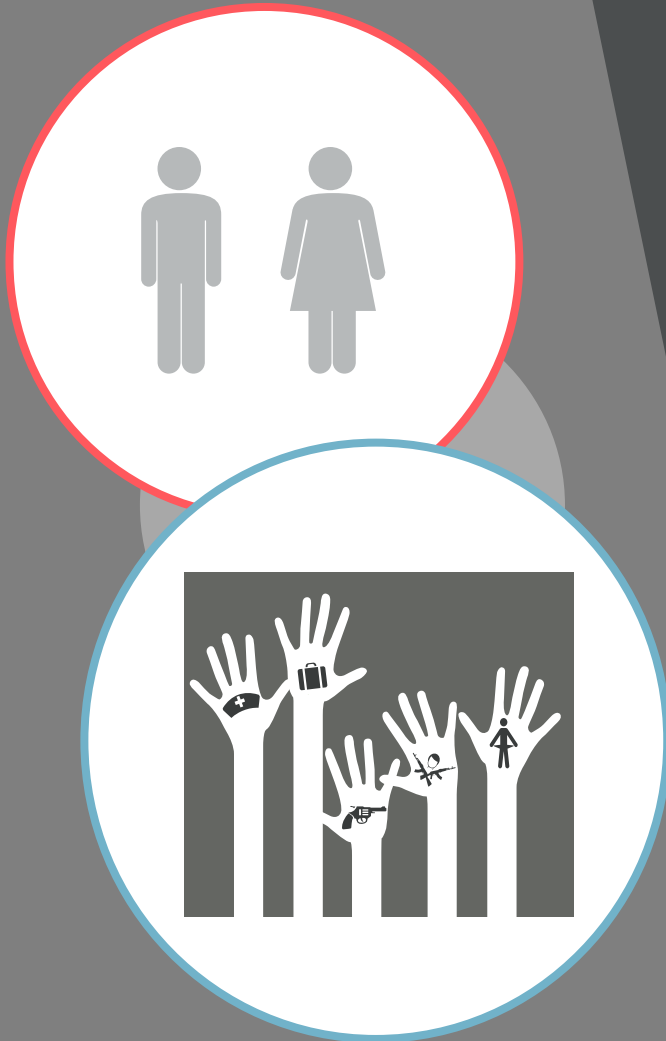
(%) worried in November 2016 in each country

Oct 2016

WORLD		19%	▼	-2
TURKEY		66%	▼	-8
ISRAEL		51%	▲	+2
FRANCE		44%	▼	-3
INDIA		43%	▼	-3
SAUDI ARABIA		40%	=	
GERMANY		34%	▼	-1
US		33%	▼	-8
BELGIUM		29%	▼	-8
GREAT BRITAIN		24%	▼	-5
AUSTRALIA		21%	▲	+3
ITALY		11%	▲	+1
CANADA		9%	▼	-2
RUSSIA		9%	▲	+1
CHINA		8%	▲	+3
JAPAN		8%	=	
PERU		8%	▼	-3
SPAIN		8%	▼	-2
SWEDEN		8%	▼	-7
POLAND		7%	▼	-1
HUNGARY		2%	▼	-2
MEXICO		2%	▼	-3
SOUTH KOREA		2%	▼	-1
ARGENTINA		1%	=	
BRAZIL		1%	▼	-1
SOUTH AFRICA		1%	▼	-1

Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor



WORLD WORRIES GENDER COMPARISONS

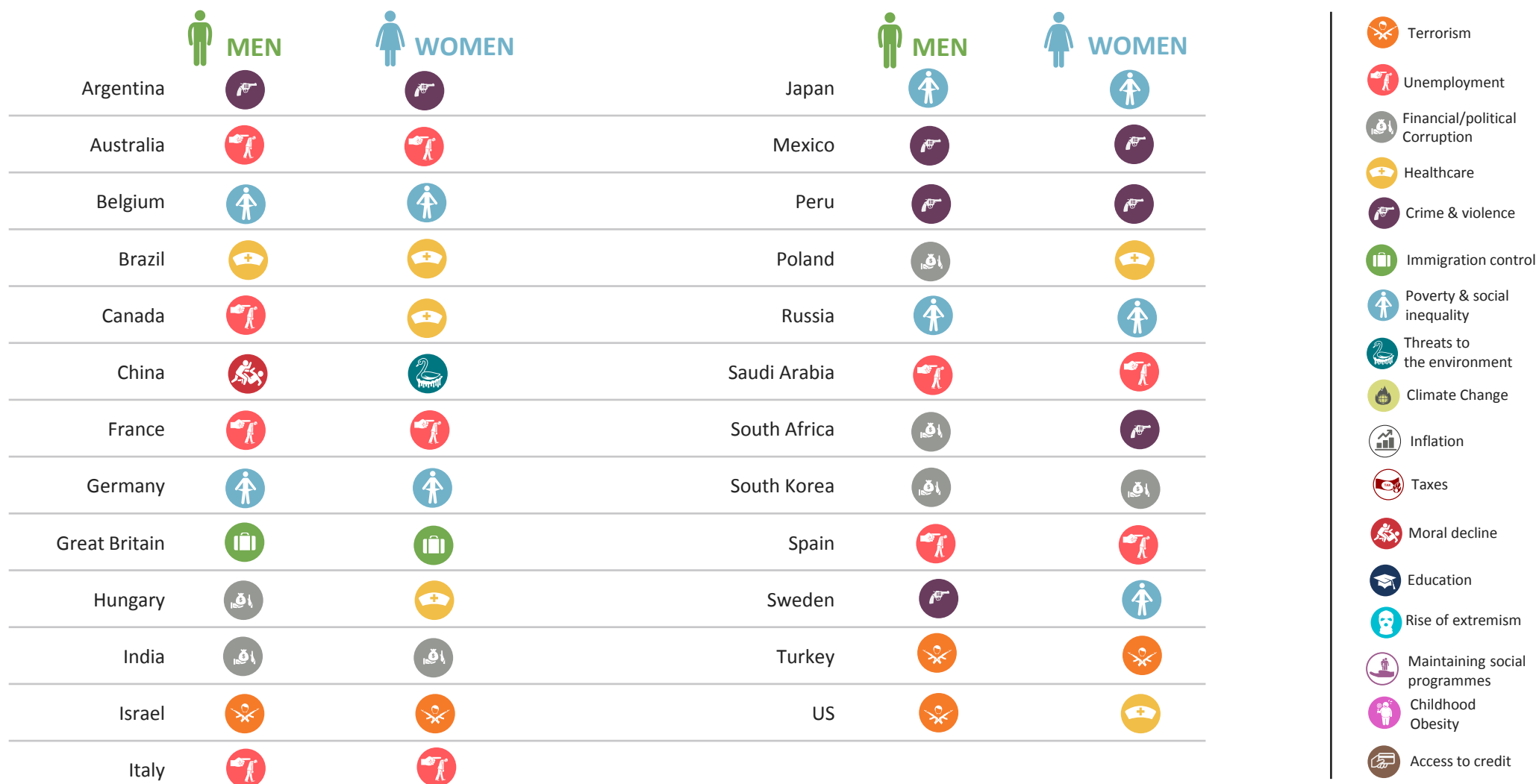
- Gender comparisons by country for top worry

MOST WORRYING ISSUE WITHIN COUNTRY BY GENDER

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

Top worry in November 2016 in each country

There is a lot of consistency between men and women on their top concern – but where they differ it is generally because women put healthcare higher up the list, for example in Canada, Hungary, Poland and the US.



Base: Representative sample of 18,110 adults aged 16-64 in 25 participating countries, October 21st – November 4th 2016

Source: Global Advisor

World Worries | November 2016 | Version 1 | Public | © Ipsos 2016



WORLD

WORRIES

COUNTRY

COMPARISON

- Country comparison of all 17 concerns

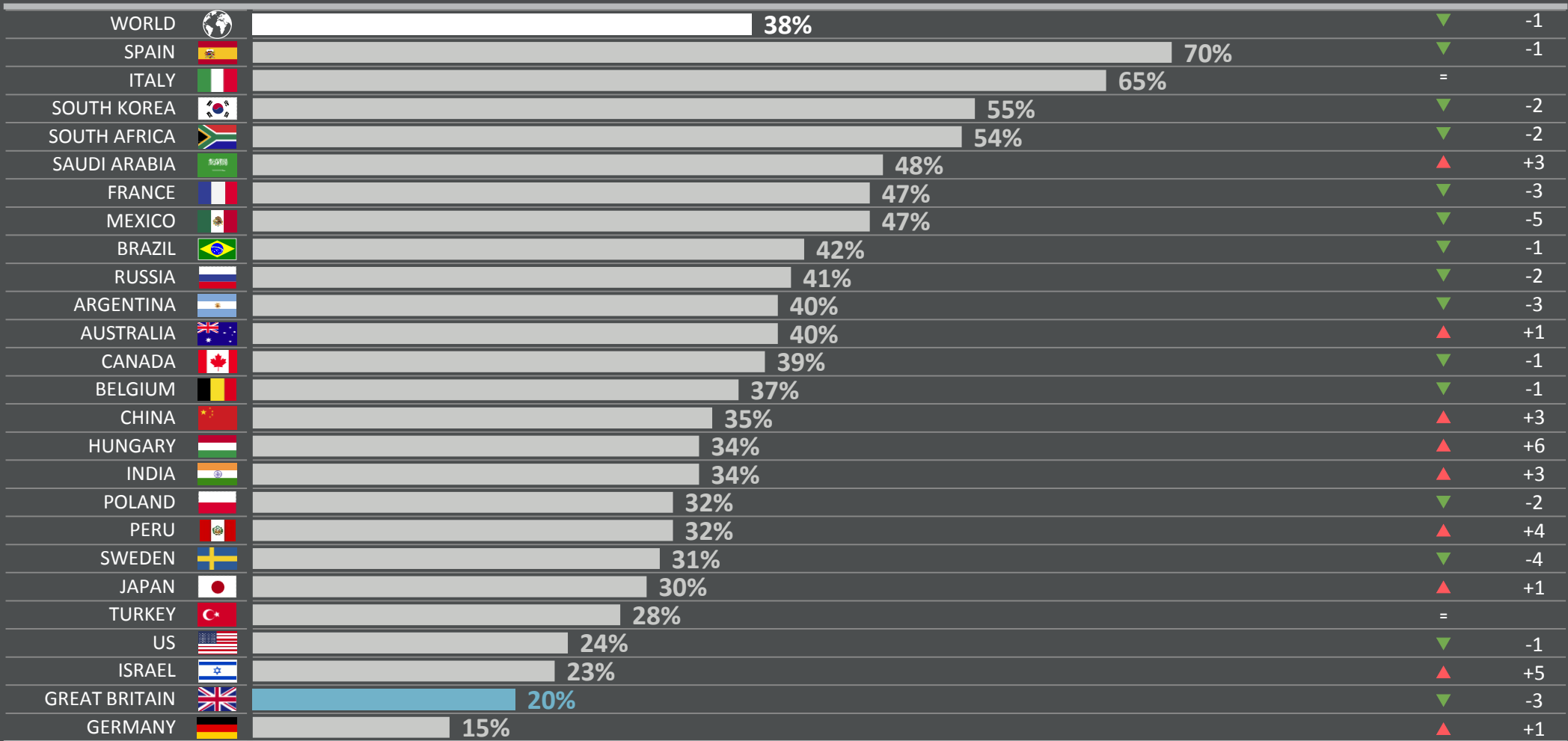
1 | UNEMPLOYMENT AND JOBS

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

% change compared with previous month:

(%) worried in November 2016 in each country

Oct 2016



Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor


























2 | POVERTY & SOCIAL INEQUALITY

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

% change compared with previous month:

(%) worried in November 2016 in each country

Oct 2016

WORLD		34%	▲	+2
HUNGARY		56%	▲	+5
RUSSIA		51%	▲	+4
GERMANY		48%	▲	+1
MEXICO		47%	▲	+13
POLAND		44%	▲	+4
ISRAEL		43%	▲	+4
ARGENTINA		41%	▲	+4
BELGIUM		39%	▲	+4
JAPAN		38%	▲	+1
SPAIN		37%	▲	+2
ITALY		36%	▲	+2
SOUTH KOREA		36%	▲	+4
FRANCE		33%	▲	+5
SWEDEN		32%	▲	+7
PERU		31%	▲	+1
CANADA		30%	=	
GREAT BRITAIN		30%	▼	-3
INDIA		29%	▼	-1
SOUTH AFRICA		29%	=	
TURKEY		28%	▲	+3
AUSTRALIA		27%	=	
BRAZIL		25%	▲	+4
SAUDI ARABIA		23%	▼	-4
US		19%	=	

Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor


























3 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared with previous month:

(%) worried in November 2016 in each country

Oct 2016

WORLD		33%	▲	+1
SOUTH KOREA		73%	▲	+19
SOUTH AFRICA		62%	▲	+1
HUNGARY		56%	▲	+3
SPAIN		55%	▼	-4
PERU		50%	▲	+6
BRAZIL		46%	▼	-2
INDIA		46%	▲	+5
RUSSIA		45%	▼	-4
POLAND		41%	▼	-1
ISRAEL		40%	▼	-1
MEXICO		39%	▼	-9
ARGENTINA		37%	=	
SAUDI ARABIA		33%	▲	+5
ITALY		31%	▲	+1
US		29%	▲	+6
TURKEY		23%	=	
JAPAN		19%	▼	-3
BELGIUM		18%	=	
CANADA		16%	▼	-2
GREAT BRITAIN		15%	▼	-1
FRANCE		14%	▼	-6
GERMANY		14%	▲	+4
AUSTRALIA		13%	▲	+1
SWEDEN		7%	▼	-2

Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor

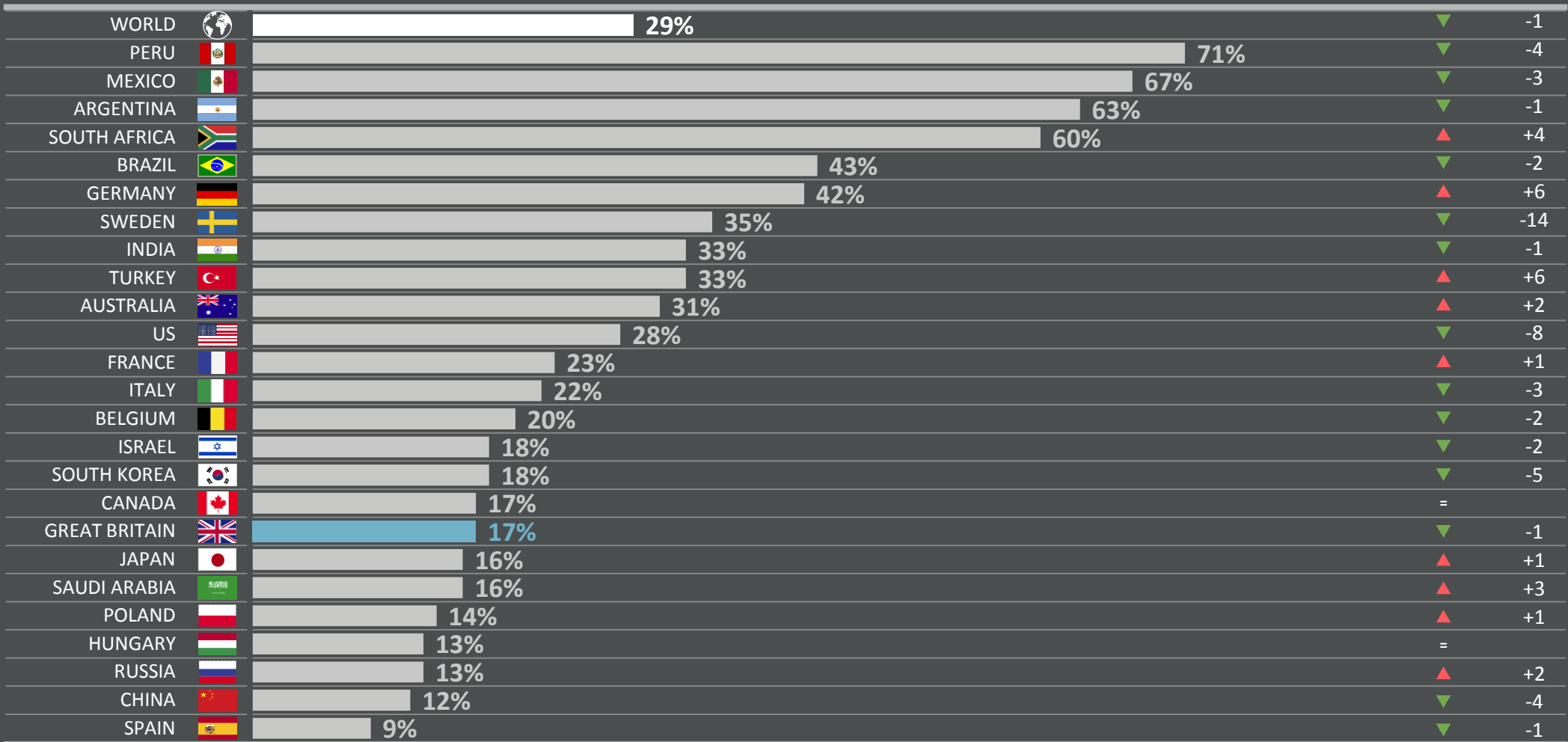
4 | CRIME & VIOLENCE

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

% change compared with previous month:

(%) worried in November 2016 in each country

Oct 2016



Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor



























5 | HEALTHCARE

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

% change compared with previous month:

(%) worried in November 2016 in each country

Oct 2016

WORLD		22%	=	
HUNGARY		63%	=	
POLAND		49%	▼	-2
BRAZIL		48%	=	
CANADA		39%	▲	+1
GREAT BRITAIN		34%	▲	+1
US		32%	▲	+5
AUSTRALIA		31%	=	
RUSSIA		31%	▼	-1
CHINA		30%	▼	-1
SPAIN		25%	▲	+1
SWEDEN		23%	▲	+5
PERU		22%	▲	+5
JAPAN		15%	▼	-3
ITALY		14%	▼	-1
INDIA		13%	▲	+1
ISRAEL		13%	▼	-1
BELGIUM		12%	▲	+2
MEXICO		11%	▲	+8
GERMANY		10%	▼	-1
SOUTH AFRICA		10%	=	
SAUDI ARABIA		9%	▼	-3
FRANCE		8%	▼	-2
ARGENTINA		5%	▼	-2
SOUTH KOREA		3%	▼	-1
TURKEY		2%	=	

Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor



























6 | EDUCATION

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

% change compared with previous month:

(%) worried in November 2016 in each country

Oct 2016

WORLD		19%	▼	-1
PERU		41%	▼	-1
SOUTH AFRICA		38%	▼	-4
BRAZIL		35%	▲	+3
ISRAEL		35%	▲	+5
ARGENTINA		30%	▲	+2
SPAIN		26%	▲	+2
SWEDEN		24%	▲	+9
CHINA		23%	▼	-2
TURKEY		22%	=	
MEXICO		20%	▼	-9
SAUDI ARABIA		19%	▼	-3
RUSSIA		18%	▼	-1
AUSTRALIA		17%	▲	+1
INDIA		17%	▲	+1
CANADA		15%	▼	-2
JAPAN		15%	=	
US		15%	=	
FRANCE		14%	▲	+3
HUNGARY		13%	▼	-6
BELGIUM		11%	▲	+2
GREAT BRITAIN		11%	▼	-1
GERMANY		8%	▼	-3
POLAND		7%	▼	-2
SOUTH KOREA		7%	▼	-3
ITALY		5%	▼	-3

Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor



























7 | TERRORISM

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

% change compared with previous month:

(%) worried in November 2016 in each country

Oct 2016

WORLD		19%	▼	-2
TURKEY		66%	▼	-8
ISRAEL		51%	▲	+2
FRANCE		44%	▼	-3
INDIA		43%	▼	-3
SAUDI ARABIA		40%	=	
GERMANY		34%	▼	-1
US		33%	▼	-8
BELGIUM		29%	▼	-8
GREAT BRITAIN		24%	▼	-5
AUSTRALIA		21%	▲	+3
ITALY		11%	▲	+1
CANADA		9%	▼	-2
RUSSIA		9%	▲	+1
CHINA		8%	▲	+3
JAPAN		8%	=	
PERU		8%	▼	-3
SPAIN		8%	▼	-2
SWEDEN		8%	▼	-7
POLAND		7%	▼	-1
HUNGARY		2%	▼	-2
MEXICO		2%	▼	-3
SOUTH KOREA		2%	▼	-1
ARGENTINA		1%	=	
BRAZIL		1%	▼	-1
SOUTH AFRICA		1%	▼	-1

Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor


























8 | TAXES

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

% change compared with previous month:

(%) worried in November 2016 in each country

Oct 2016

WORLD		16%	▼	-1
ITALY		38%	▼	-2
CANADA		36%	▲	+3
BELGIUM		34%	▼	-3
POLAND		31%	▲	+4
JAPAN		26%	▲	+2
FRANCE		25%	=	
BRAZIL		23%	▲	+5
ISRAEL		18%	▼	-2
MEXICO		18%	▲	+5
US		16%	▲	+1
AUSTRALIA		14%	=	
SOUTH KOREA		14%	▼	-3
ARGENTINA		13%	=	
SPAIN		13%	▲	+3
RUSSIA		12%	▼	-3
TURKEY		12%	▼	-3
HUNGARY		11%	▲	+2
INDIA		10%	▼	-2
GREAT BRITAIN		9%	▲	+1
SAUDI ARABIA		9%	▼	-5
SWEDEN		9%	▲	+1
GERMANY		7%	▼	-1
PERU		7%	▼	-2
SOUTH AFRICA		7%	=	

Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor



























9 | MORAL DECLINE

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

% change compared with previous month:

(%) worried in November 2016 in each country

Oct 2016

WORLD		15%	=	
CHINA		39%	▼	-2
SOUTH KOREA		27%	▲	+4
JAPAN		25%	▲	+2
US		20%	▲	+3
GERMANY		18%	=	
ISRAEL		18%	▲	+1
SAUDI ARABIA		17%	▼	-4
GREAT BRITAIN		16%	▼	-2
HUNGARY		16%	=	
RUSSIA		16%	▲	+3
SWEDEN		14%	▲	+1
AUSTRALIA		13%	=	
FRANCE		13%	▲	+2
POLAND		13%	▼	-1
INDIA		11%	▲	+2
MEXICO		11%	=	
TURKEY		11%	▼	-1
BELGIUM		10%	=	
CANADA		10%	=	
ITALY		10%	▼	-1
PERU		9%	=	
SOUTH AFRICA		9%	▼	-1
ARGENTINA		8%	▼	-3
SPAIN		7%	▼	-1
BRAZIL		6%	▼	-1

Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor

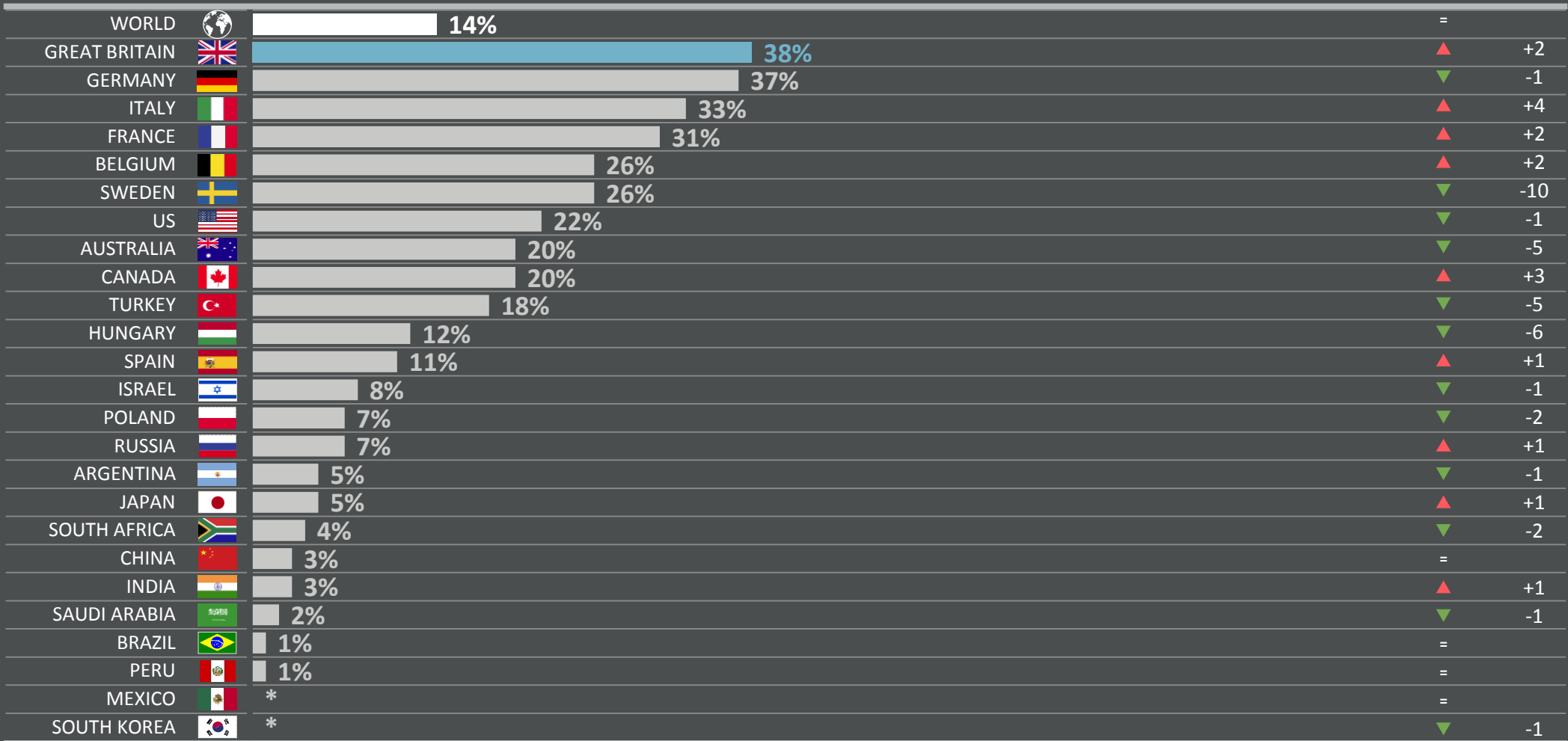
10 | IMMIGRATION CONTROL

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

% change compared with previous month:

(%) worried in November 2016 in each country

Oct 2016



Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor


























11 | RISE OF EXTREMISM

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

% change compared with previous month:

(%) worried in November 2016 in each country

Oct 2016

WORLD		10%	=	
GERMANY		28%	=	
BELGIUM		25%	▲	+2
GREAT BRITAIN		25%	▼	-1
SWEDEN		24%	=	
FRANCE		21%	▲	+1
TURKEY		15%	▲	+1
AUSTRALIA		14%	▼	-1
POLAND		14%	=	
ISRAEL		13%	▼	-1
US		11%	▼	-1
SAUDI ARABIA		10%	=	
SPAIN		10%	▲	+1
CANADA		8%	▲	+3
INDIA		8%	▼	-1
SOUTH KOREA		7%	▼	-1
HUNGARY		5%	▼	-1
JAPAN		4%	▲	+1
ITALY		3%	▼	-1
RUSSIA		3%	=	
ARGENTINA		2%	▲	+1
SOUTH AFRICA		2%	=	
BRAZIL		1%	▼	-2
MEXICO		1%	▼	-2
PERU		1%	=	

Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor



























12 | MAINTAINING SOCIAL PROGRAMMES

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

% change compared with previous month:

(%) worried in November 2016 in each country

Oct 2016

WORLD		10%	=	
JAPAN		36%	=	
CHINA		28%	▲	+2
SOUTH KOREA		26%	▲	+3
SWEDEN		25%	▲	+5
GREAT BRITAIN		18%	▲	+4
POLAND		15%	▲	+6
SPAIN		14%	▲	+2
AUSTRALIA		10%	▼	-2
CANADA		10%	=	
BELGIUM		9%	=	
RUSSIA		8%	▲	+2
HUNGARY		7%	▼	-2
ISRAEL		7%	▼	-1
US		7%	▲	+2
ITALY		6%	▼	-3
SAUDI ARABIA		6%	=	
GERMANY		5%	▼	-2
FRANCE		4%	▼	-1
ARGENTINA		3%	▼	-1
BRAZIL		3%	=	
INDIA		3%	▼	-1
TURKEY		3%	▲	+2
PERU		2%	=	
MEXICO		1%	▼	-2
SOUTH AFRICA		1%	=	

Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor



























13 | INFLATION

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

% change compared with previous month:

(%) worried in November 2016 in each country

Oct 2016

WORLD		10%	▲	+1
ARGENTINA		41%	▲	+2
CHINA		35%	▲	+2
RUSSIA		22%	=	
BRAZIL		15%	▲	+2
CANADA		13%	=	
SOUTH AFRICA		13%	▲	+3
INDIA		12%	▼	-3
MEXICO		12%	▲	+3
GREAT BRITAIN		11%	▲	+6
AUSTRALIA		10%	▲	+1
SAUDI ARABIA		9%	▲	+2
TURKEY		9%	=	
JAPAN		8%	▲	+2
US		7%	▲	+2
SOUTH KOREA		6%	▼	-1
BELGIUM		5%	▲	+2
PERU		5%	=	
GERMANY		4%	=	
ITALY		4%	▲	+1
HUNGARY		3%	▲	+2
FRANCE		2%	▼	-1
POLAND		2%	▼	-1
ISRAEL		1%	▼	-1
SPAIN		1%	=	
SWEDEN		1%	=	

Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor



























14 | THREATS AGAINST THE ENVIRONMENT

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

% change compared with previous month:

(%) worried in November 2016 in each country

Oct 2016

WORLD		9%	=	
CHINA		40%	=	
SWEDEN		16%	▲	+4
INDIA		14%	▲	+1
JAPAN		12%	▲	+2
CANADA		11%	▼	-2
AUSTRALIA		10%	▼	-1
BELGIUM		10%	▲	+1
GERMANY		10%	▲	+1
FRANCE		9%	▲	+2
PERU		9%	▼	-3
US		9%	▲	+1
MEXICO		8%	▲	+2
RUSSIA		8%	▲	+1
ITALY		7%	▲	+3
GREAT BRITAIN		6%	▼	-1
SOUTH KOREA		6%	▼	-5
TURKEY		6%	▲	+1
BRAZIL		5%	▲	+1
POLAND		5%	=	
ISRAEL		4%	▼	-2
SPAIN		4%	=	
ARGENTINA		3%	=	
SAUDI ARABIA		3%	▼	-2
SOUTH AFRICA		3%	▲	+1
HUNGARY		2%	▼	-1

Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor



























15 | CLIMATE CHANGE

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

% change compared with previous month:

(%) worried in November 2016 in each country

Oct 2016

WORLD		8%	=	
CHINA		23%	▼	-1
SWEDEN		18%	▲	+9
AUSTRALIA		17%	▲	+2
CANADA		16%	▼	-1
JAPAN		15%	▼	-2
INDIA		12%	▲	+2
US		12%	▲	+1
BELGIUM		8%	=	
GERMANY		8%	▼	-2
GREAT BRITAIN		8%	▼	-1
SAUDI ARABIA		8%	=	
FRANCE		7%	▲	+1
SPAIN		6%	▲	+1
ITALY		5%	▲	+2
PERU		5%	=	
SOUTH KOREA		4%	▼	-4
POLAND		3%	▼	-1
TURKEY		3%	▼	-1
ARGENTINA		2%	=	
HUNGARY		2%	▲	+1
MEXICO		2%	▼	-1
RUSSIA		2%	=	
BRAZIL		1%	▼	-1
SOUTH AFRICA		1%	▼	-1
ISRAEL		*	▼	-1

Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor




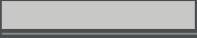

























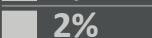




















16 | CHILDHOOD OBESITY

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

% change compared with previous month:

(%) worried in November 2016 in each country

Oct 2016

WORLD		 3%	=	
SAUDI ARABIA		 11%	▲	+2
CHINA		 7%	▲	+2
MEXICO		 7%	▲	+4
INDIA		 6%	=	
POLAND		 6%	▼	-2
AUSTRALIA		 5%	▼	-1
GREAT BRITAIN		 5%	=	
CANADA		 4%	▲	+1
GERMANY		 4%	▲	+1
US		 4%	=	
SWEDEN		 3%	▲	+1
BELGIUM		 2%	=	
ISRAEL		 2%	=	
ITALY		 2%	▲	+1
RUSSIA		 2%	▼	-1
TURKEY		 2%	▼	-3
ARGENTINA		 1%	=	
BRAZIL		 1%	▼	-1
FRANCE		 1%	=	
PERU		 1%	=	
SOUTH AFRICA		 1%	▲	+1
SOUTH KOREA		 1%	=	
SPAIN		 1%	=	
HUNGARY		*	▼	-1
JAPAN		*	▼	-1

Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor




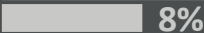














































17 | ACCESS TO CREDIT

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

% change compared with previous month:

(%) worried in November 2016 in each country

Oct 2016

WORLD		 2%	=	
RUSSIA		 8%	=	
CHINA		 4%	▼	-1
ARGENTINA		 3%	▲	+1
AUSTRALIA		 3%	▲	+1
PERU		 3%	=	
BELGIUM		 2%	=	
CANADA		 2%	=	
GREAT BRITAIN		 2%	=	
HUNGARY		 2%	=	
ISRAEL		 2%	▲	+1
ITALY		 2%	▼	-1
POLAND		 2%	=	
SAUDI ARABIA		 2%	▼	-1
SOUTH KOREA		 2%	▲	+1
SWEDEN		 2%	=	
TURKEY		 2%	▲	+1
US		 2%	=	
BRAZIL		 1%	=	
FRANCE		 1%	=	
INDIA		 1%	▼	-2
JAPAN		 1%	▼	-2
SOUTH AFRICA		 1%	=	
SPAIN		 1%	=	
GERMANY		*	▼	-1
MEXICO		*	▼	-3

Base: Representative sample of adults aged 16-64 in 25 participating countries. November 2016: 18,110; October 2016: 18,064.

Source: Global Advisor



METHODOLOGY

METHODOLOGY

The survey is conducted monthly in 25 countries around the world via the Ipsos Online Panel system. The countries included are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

An international sample of 18,110 adults aged 18-64 in Canada, Israel and the US, and aged 16-64 in all other countries, were interviewed between October 21st and November 4th 2016.

Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, India, Israel, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample of approximately 500+.

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 16 of the 25 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, Poland, South Korea, Spain, Sweden, Great Britain and United States.

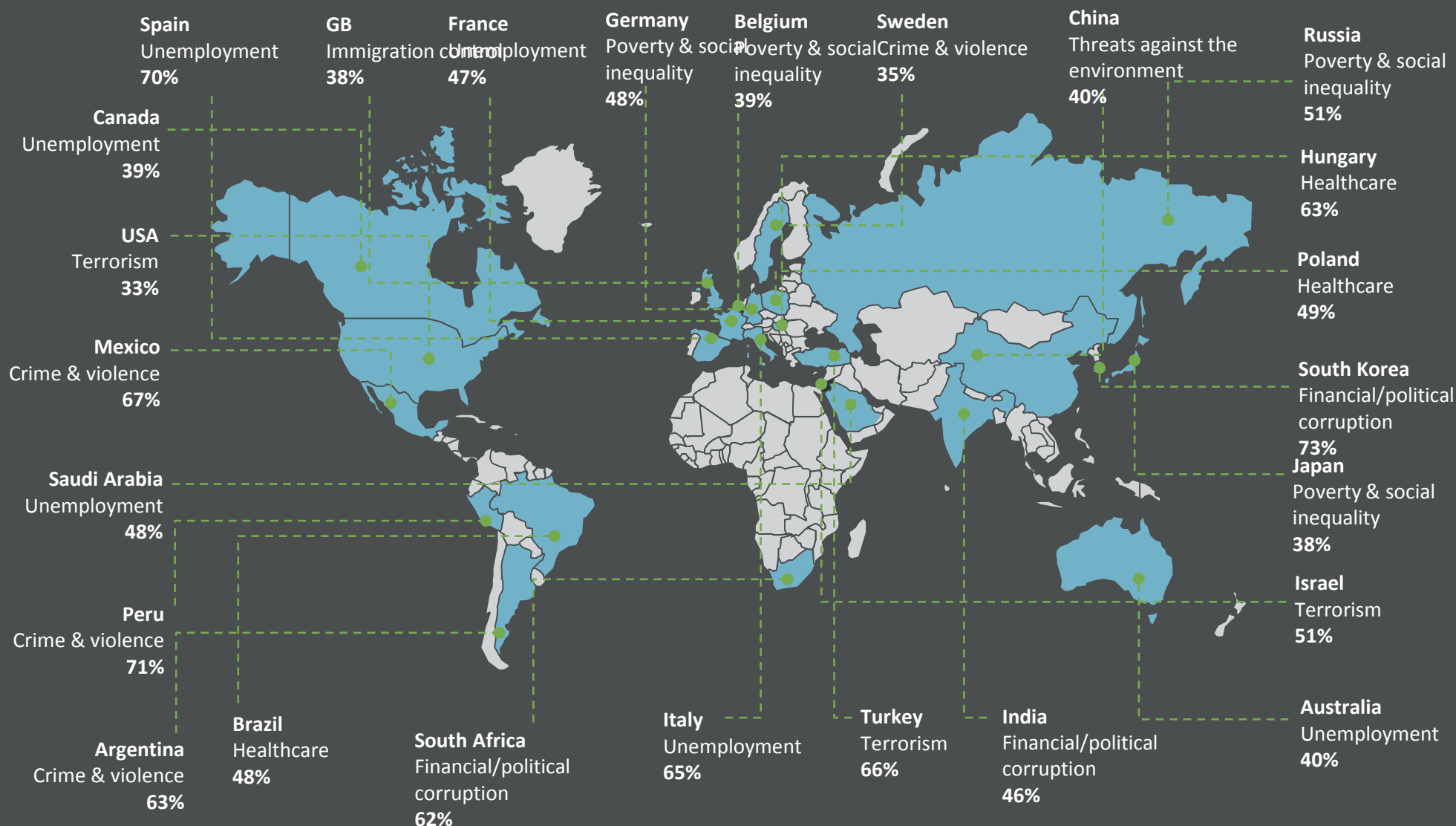
Brazil, China, India, Mexico, Russia, Saudi Arabia, South Africa and Turkey have lower levels of internet penetration and so these samples should not be considered nationally representative, and instead be considered to represent a more affluent, connected population. These are still a vital social group to understand in these countries, representing an important and emerging middle class.



APPENDIX

MOST WORRYING ISSUE BY COUNTRY

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



Base: Representative sample of 18,110 adults aged 16-64 in 25 participating countries, October 21st – November 4th 2016
Source: Global Advisor

ISSUES OVERVIEW

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

Top three issues:

- #1 worry in country
- #2 worry in country
- #3 worry in country

	WORLD	ARG	AUS	BEL	BRA	CAN	CHN	FRA	GER	GBR	HUN	IND	ISR	ITA	JPN	MEX	PER	POL	RUS	KSA	RSA	KOR	ESP	SWE	TUR	USA
Unemployment	38%	40%	40%	37%	42%	39%	35%	47%	15%	20%	34%	34%	23%	65%	30%	47%	32%	32%	41%	48%	54%	55%	70%	31%	28%	24%
Poverty and social inequality	34%	41%	27%	39%	25%	30%	3%	33%	48%	30%	56%	29%	43%	36%	38%	47%	31%	44%	51%	23%	29%	36%	37%	32%	28%	19%
Financial/political corruption	33%	37%	13%	18%	46%	16%	3%	14%	14%	15%	56%	46%	40%	31%	19%	39%	50%	41%	45%	33%	62%	73%	55%	7%	23%	29%
Crime and violence	29%	63%	31%	20%	43%	17%	12%	23%	42%	17%	13%	33%	18%	22%	16%	67%	71%	14%	13%	16%	60%	18%	9%	35%	33%	28%
Healthcare	22%	5%	31%	12%	48%	39%	30%	8%	10%	34%	63%	13%	13%	14%	15%	11%	22%	49%	31%	9%	10%	3%	25%	23%	2%	32%
Education	19%	30%	17%	11%	35%	15%	23%	14%	8%	11%	13%	17%	35%	5%	15%	20%	41%	7%	18%	19%	38%	7%	26%	24%	22%	15%
Terrorism	19%	1%	21%	29%	1%	9%	8%	44%	34%	24%	2%	43%	51%	11%	8%	2%	8%	7%	9%	40%	1%	2%	8%	8%	66%	33%
Taxes	16%	13%	14%	34%	23%	36%	3%	25%	7%	9%	11%	10%	18%	38%	26%	18%	7%	31%	12%	9%	7%	14%	13%	9%	12%	16%
Moral decline	15%	8%	13%	10%	6%	10%	39%	13%	18%	16%	16%	11%	18%	10%	25%	11%	9%	13%	16%	17%	9%	27%	7%	14%	11%	20%
Immigration control	14%	5%	20%	26%	1%	20%	3%	31%	37%	38%	12%	3%	8%	33%	5%	3%	1%	7%	7%	2%	4%	3%	11%	26%	18%	22%
Rise of extremism	10%	2%	14%	25%	1%	8%	3%	21%	28%	25%	5%	8%	13%	3%	4%	1%	1%	14%	3%	10%	2%	7%	10%	24%	15%	11%
Maintaining social programmes	10%	3%	10%	9%	3%	10%	28%	4%	5%	18%	7%	3%	7%	6%	36%	1%	2%	15%	8%	6%	1%	26%	14%	25%	3%	7%
Inflation	10%	41%	10%	5%	15%	13%	35%	2%	4%	11%	3%	12%	1%	4%	8%	12%	5%	2%	22%	9%	13%	6%	1%	1%	9%	7%
Threats against the environment	9%	3%	10%	10%	5%	11%	40%	9%	10%	6%	2%	14%	4%	7%	12%	8%	9%	5%	8%	3%	3%	6%	4%	16%	6%	9%
Climate change	8%	2%	17%	8%	1%	16%	23%	7%	8%	8%	2%	12%	3%	5%	15%	2%	5%	3%	2%	8%	1%	4%	6%	18%	3%	12%
Childhood obesity	3%	1%	5%	2%	1%	4%	7%	1%	4%	5%	3%	6%	2%	2%	3%	7%	1%	6%	2%	11%	1%	1%	1%	3%	2%	4%
Access to credit	2%	3%	3%	2%	1%	2%	4%	1%	3%	2%	2%	1%	2%	2%	1%	3%	3%	2%	8%	2%	1%	2%	1%	2%	2%	2%

Base: Representative sample of 18,110 adults aged 16-64 in 25 participating countries, October 21st – November 4th 2016

Source: Global Advisor

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FOR MORE INFORMATION

Simon Atkinson

Chief Knowledge Officer

✉ simon.atkinson@ipsos.com

Bobby Duffy

Managing Director of Social Research

✉ bobby.duffy@ipsos.com