

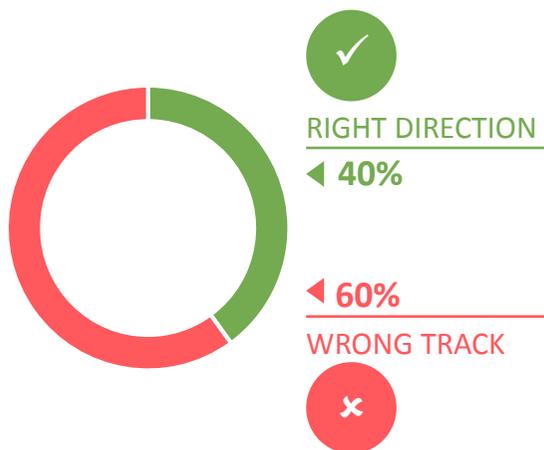
GREAT BRITAIN SUMMARY: OCTOBER 2016

The majority (60%) of Britons think things in the country are on the wrong track.

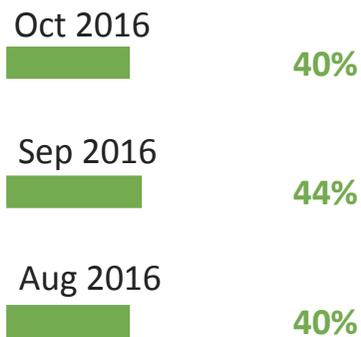
Immigration control currently occupies the top spot for concern with 36% saying this.

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**
October 2016



RIGHT DIRECTION



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

		% change compared with previous month:	
		Sep 2016	
IMMIGRATION CONTROL	36%	▼	-6
POVERTY & SOCIAL INEQUALITY	33%	▲	+4
HEALTHCARE	33%	▼	-1
TERRORISM	29%	▼	-2
RISE OF EXTREMISM	26%	▼	-2

Base: Representative sample of British adults aged 16-64. c.1000 per month
Source: Global Advisor

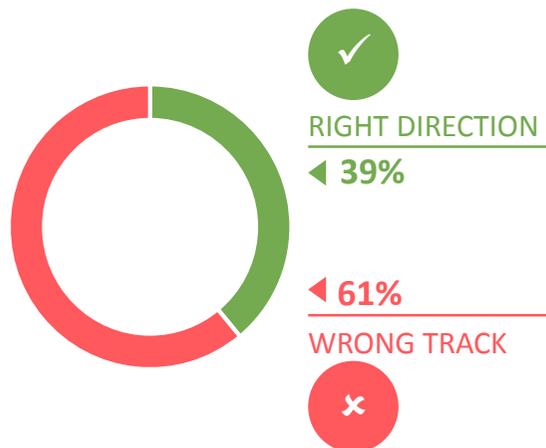
WORLD SUMMARY: OCTOBER 2016

The majority (61%) of people around the world think things in their country are on the wrong track.

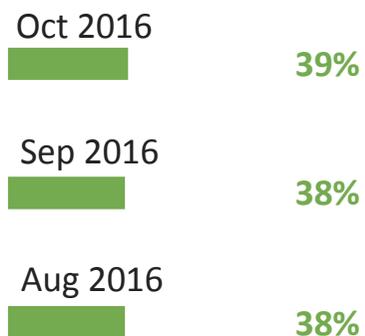
Unemployment currently occupies the top spot for global concern with 39% saying this.

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**
October 2016



RIGHT DIRECTION



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

		% change compared with previous month:	
		Sep 2016	
UNEMPLOYMENT	39%	▲	+1
FINANCIAL/POLITICAL CORRUPTION	32%	▼	-1
POVERTY & SOCIAL INEQUALITY	32%	▼	-1
CRIME & VIOLENCE	30%	=	
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

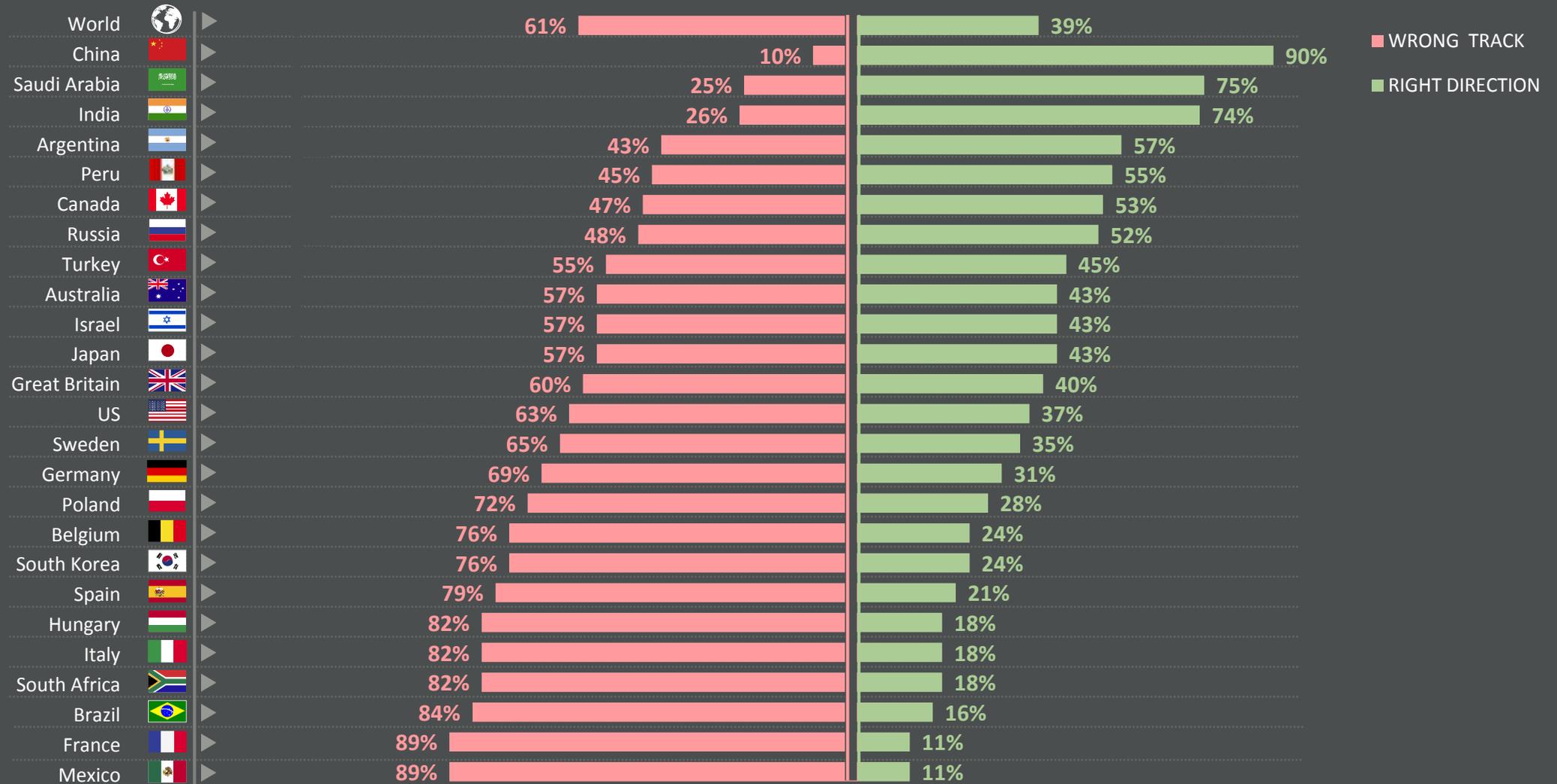
WRONG

TRACK

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

COUNTRY COMPARISON

RIGHT DIRECTION/WRONG TRACK

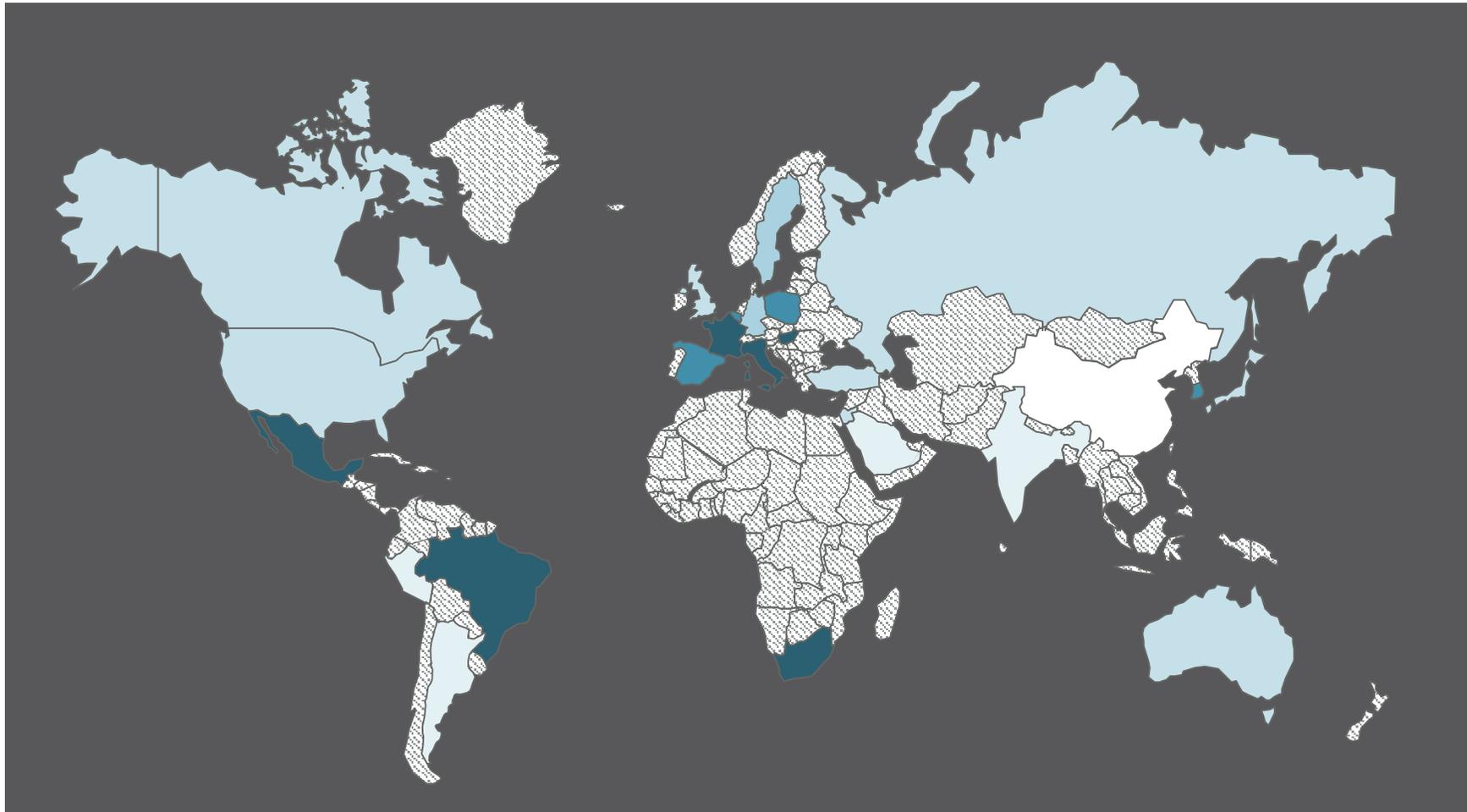


Base: Representative sample of 18,064 adults aged 16-64 in 25 participating countries, September 23rd – October 7th 2016

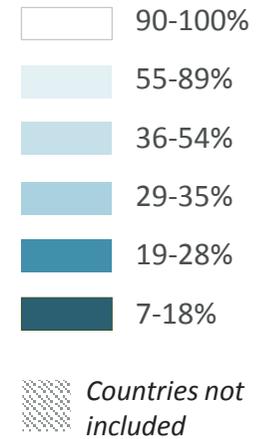
Source: Global Advisor

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

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



Base: Representative sample of 18,064 adults aged 16-64 in 25 participating countries, September 23rd – October 7th 2016

Source: Global Advisor

GREAT BRITAIN: 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 British adults aged 16-64, c.1000 per month.

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



GREAT BRITAIN'S

WORRIES

- Great Britain's top worries
- World's top worries
- Trends over time for worries: Great Britain & world

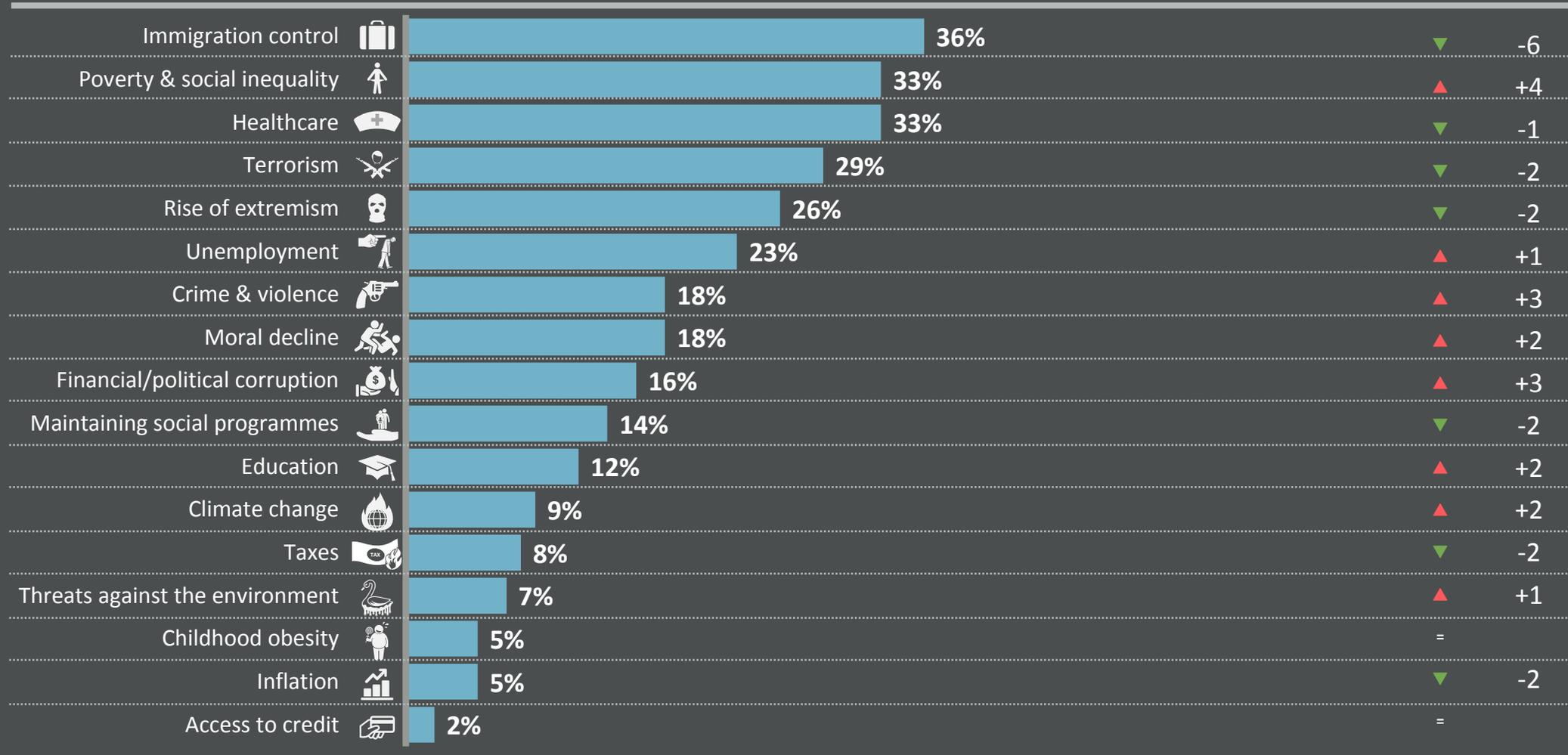
GREAT BRITAIN'S WORRIES

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

% change compared with previous month:

Mentioned in October 2016 (%)

Sep 2016



Base: Representative sample of British adults aged 16-64. October 2016: 1,002; September 2016: 1,001.

Source: Global Advisor

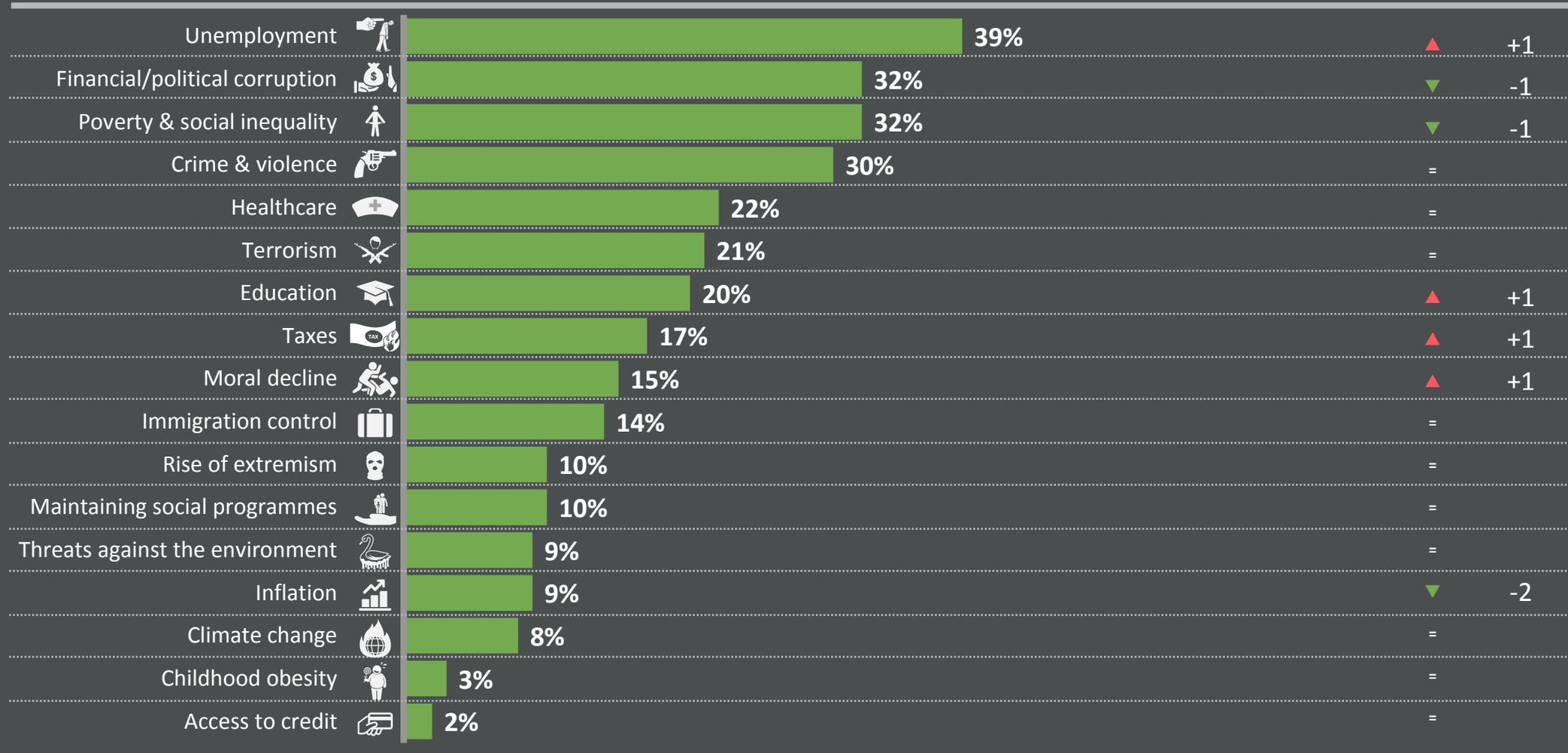
WORLD WORRIES

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

% change compared with previous month:

Mentioned in October 2016 (%)

Sep 2016



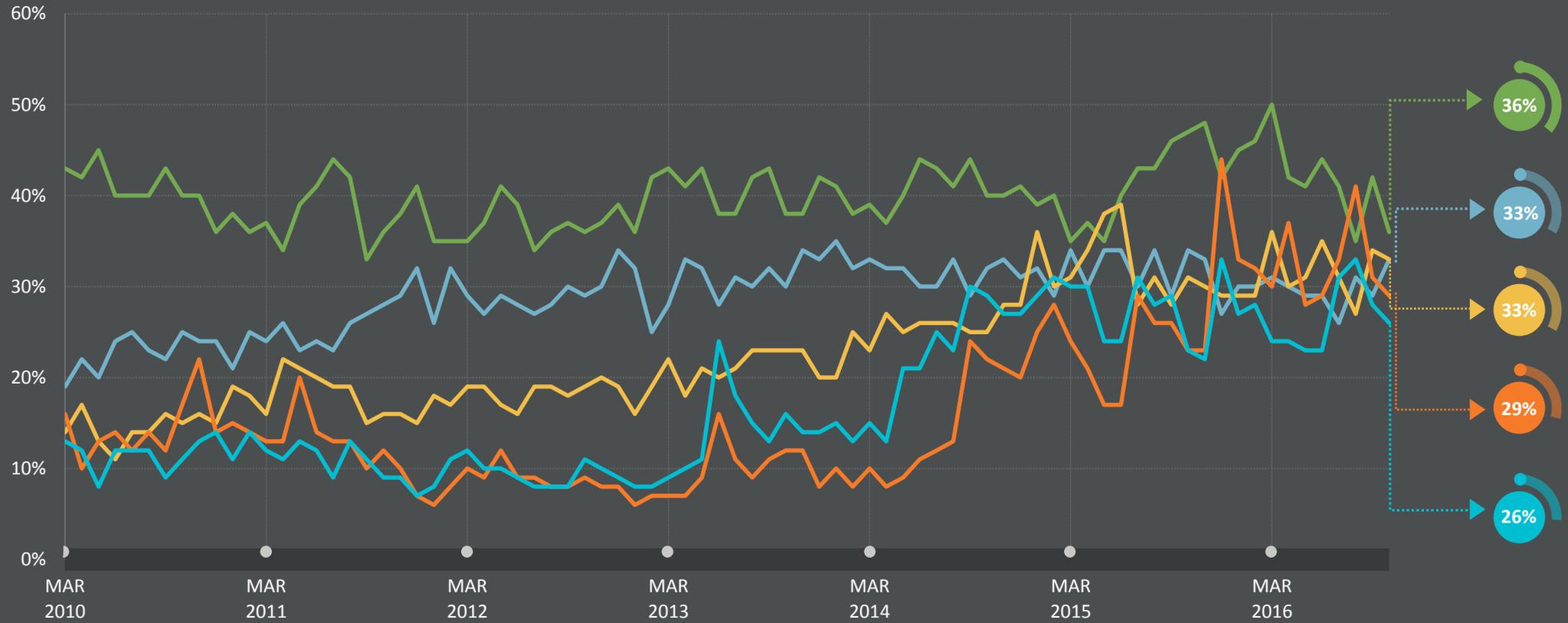
Base: Representative sample of adults aged 16-64. October 2016: 18,064; September 2016: 18,014.

Source: Global Advisor

GREAT BRITAIN'S CURRENT TOP 5 WORRIES:

LONG-TERM TRENDS

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





Immigration control



Poverty & social inequality



Healthcare



Terrorism



Rise of extremism

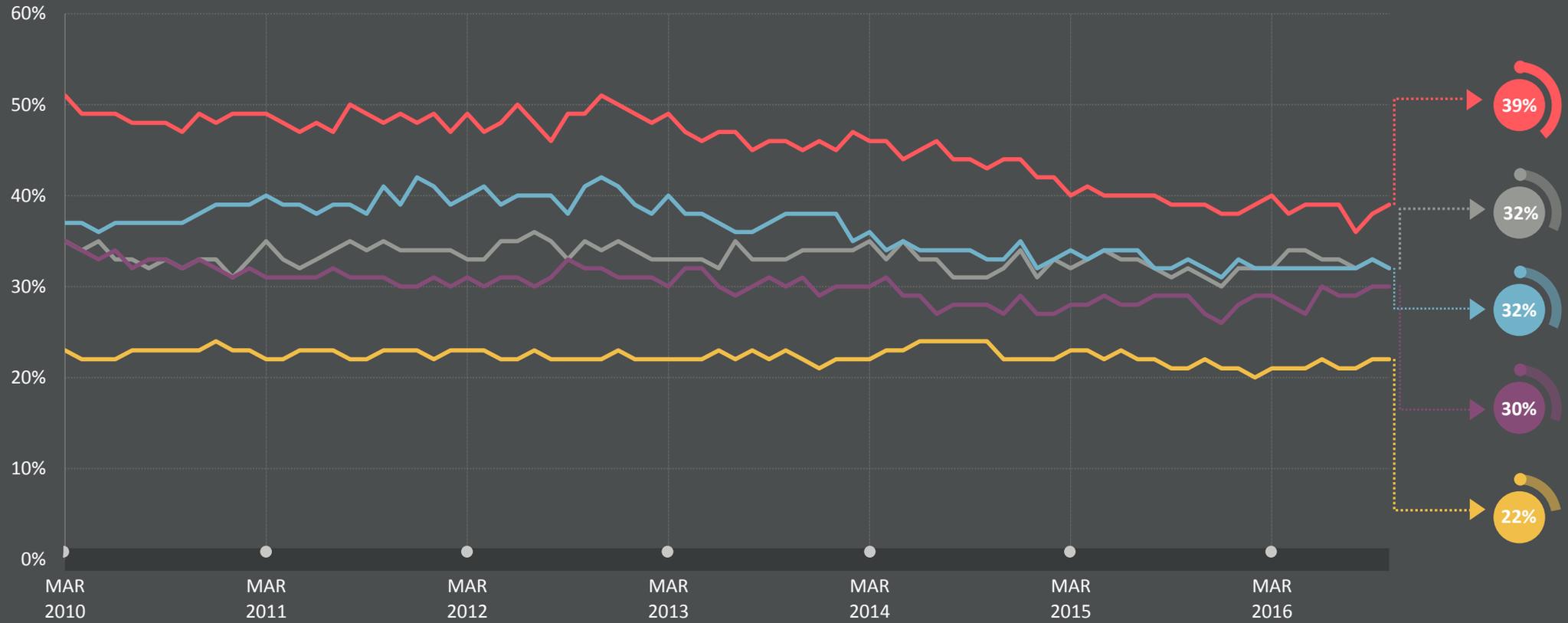
Base: Representative sample of British adults aged 16-64, c.1000 per month.

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?





Unemployment



Financial/political corruption



Poverty & social inequality



Crime & violence



Healthcare

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

Source: Global Advisor



WORLD

WORRIES

COUNTRY

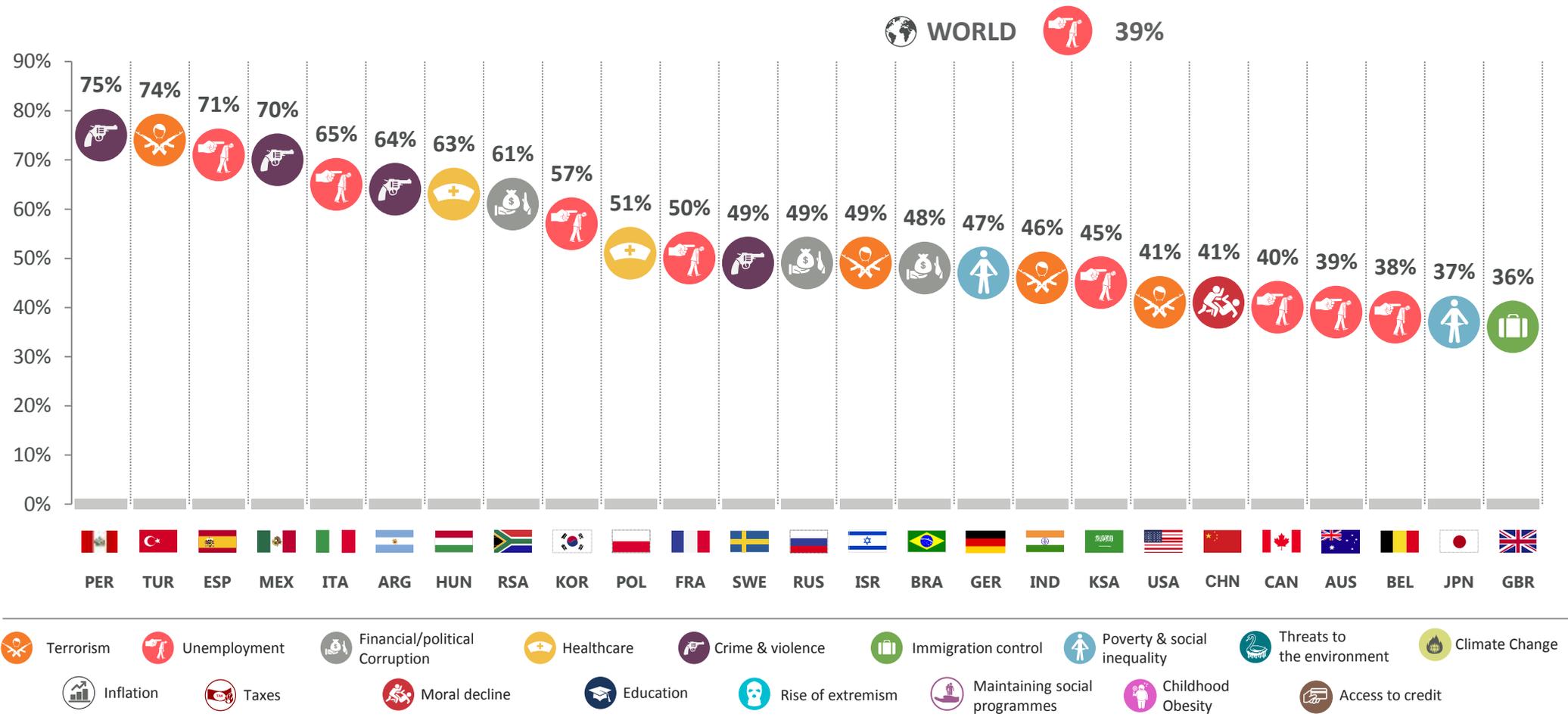
COMPARISON

- Top concern by country
- Top 3 concerns by country

MOST WORRYING ISSUE BY COUNTRY

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

Top worry in October 2016 in each country



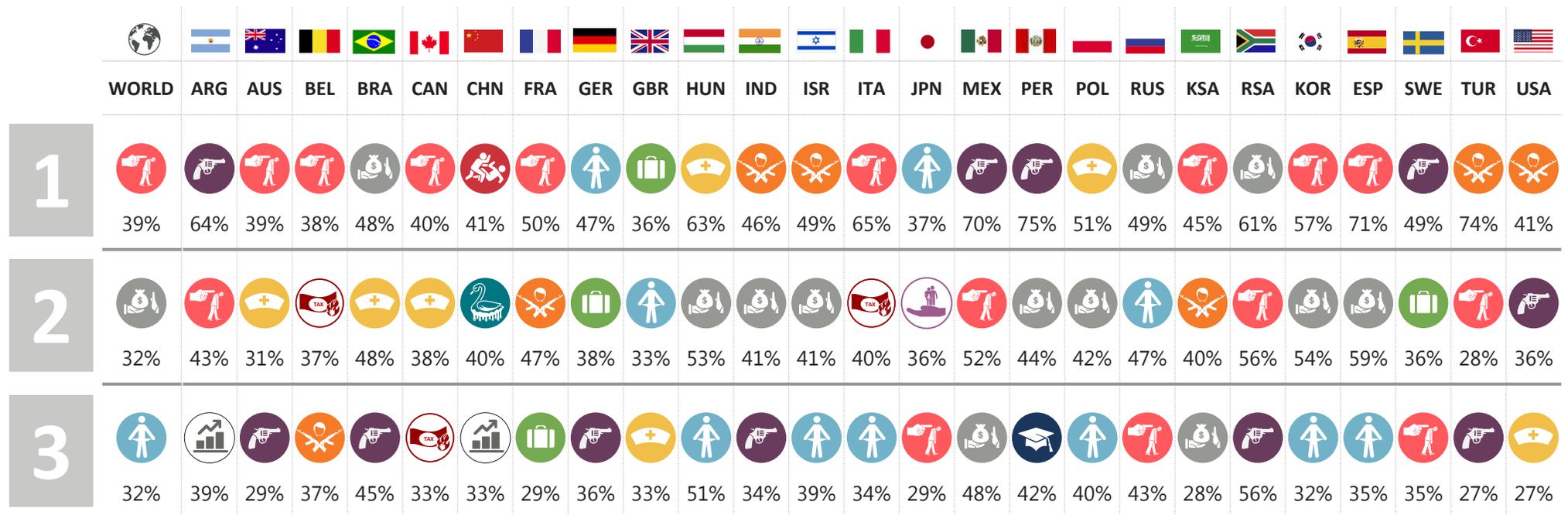
Base: Representative sample of 18,064 adults aged 16-64 in 25 participating countries, September 23rd – October 7th 2016

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 October 2016 in each country



Terrorism
 Unemployment
 Financial/political Corruption
 Healthcare
 Crime & violence
 Immigration control
 Poverty & social inequality
 Threats to the environment
 Climate Change
 Inflation
 Taxes
 Moral decline
 Education
 Rise of extremism
 Maintaining social programmes
 Childhood Obesity
 Access to credit

Base: Representative sample of 18,064 adults aged 16-64 in 25 participating countries, September 23rd – October 7th 2016
 Source: Global Advisor



WORLD

WORRIES

CONCERN VS

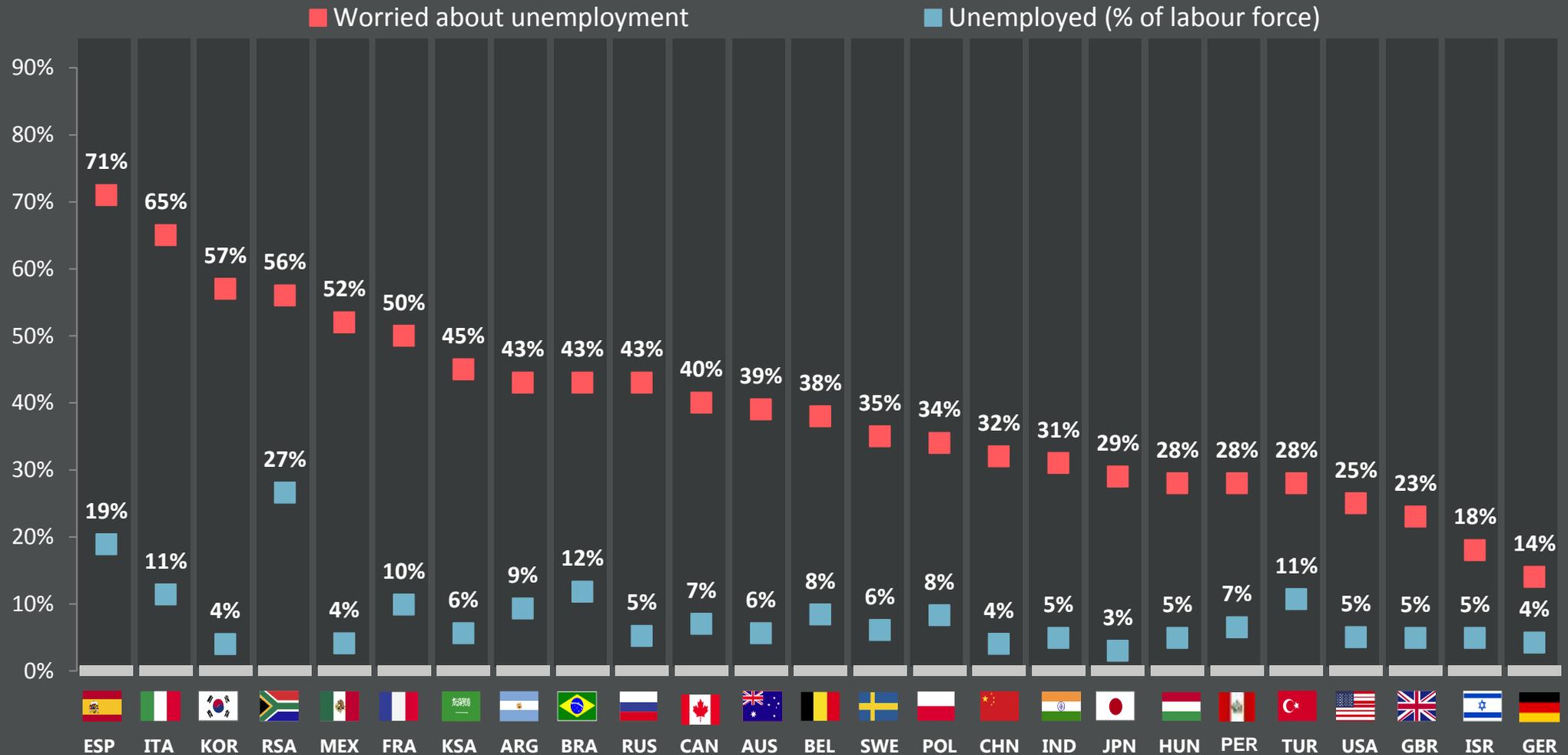
ACTUAL

- Concern vs. actual by country – unemployment
- Concern vs. actual by country – immigration control

UNEMPLOYMENT: CONCERN VS. ACTUAL



There is very little connection between concern about unemployment and actual unemployment levels across countries.



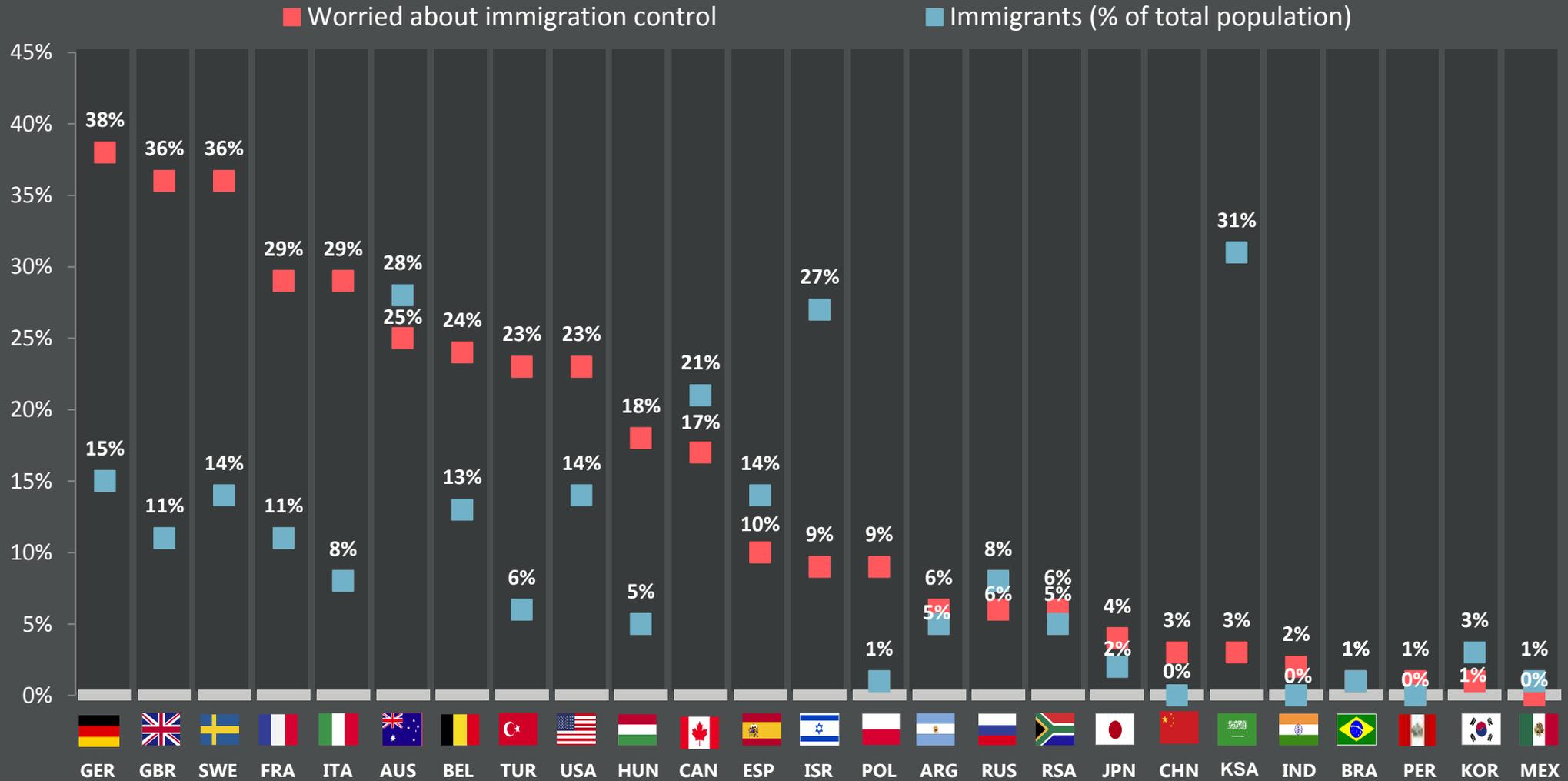
Base: Representative sample of 18,064 adults aged 16-64 in 25 participating countries, September 23rd – October 7th 2016.

Source – worried about unemployment: Global Advisor; Source – unemployed (% of labour force): <http://www.tradingeconomics.com/country-list/unemployment-rate>

IMMIGRATION CONTROL: CONCERN VS. ACTUAL



Concern about immigration tends to be higher in higher immigration countries, and lower in low immigration countries - but there are lots of very notable exceptions.



Base: Representative sample of 18,064 adults aged 16-64 in 25 participating countries, September 23rd – October 7th 2016.

Source – worried about immigration control: Global Advisor; Source – immigrants (% of total population): UN international migrant stock 2015: <http://www.un.org/en/development/desa/population/migration/data/estimates2/estimates15.shtml>



GREAT BRITAIN'S

TOP WORRIES

COUNTRY COMPARISON

- Country comparison of Great Britain's top 5 concerns

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 October 2016 in each country

Sep 2016

Country	Worried (%)	% change (Sep 2016)
WORLD	14%	=
GERMANY	38%	-3
GREAT BRITAIN	36%	-6
SWEDEN	36%	+3
FRANCE	29%	+3
ITALY	29%	-3
AUSTRALIA	25%	+5
BELGIUM	24%	-3
TURKEY	23%	+3
US	23%	+1
HUNGARY	18%	+5
CANADA	17%	-2
SPAIN	10%	+1
ISRAEL	9%	=
POLAND	9%	=
ARGENTINA	6%	+3
RUSSIA	6%	=
SOUTH AFRICA	6%	-1
JAPAN	4%	-1
CHINA	3%	=
SAUDI ARABIA	3%	=
INDIA	2%	-1
BRAZIL	1%	+1
PERU	1%	=
SOUTH KOREA	1%	-1
MEXICO	*	-1

Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

Source: Global Advisor

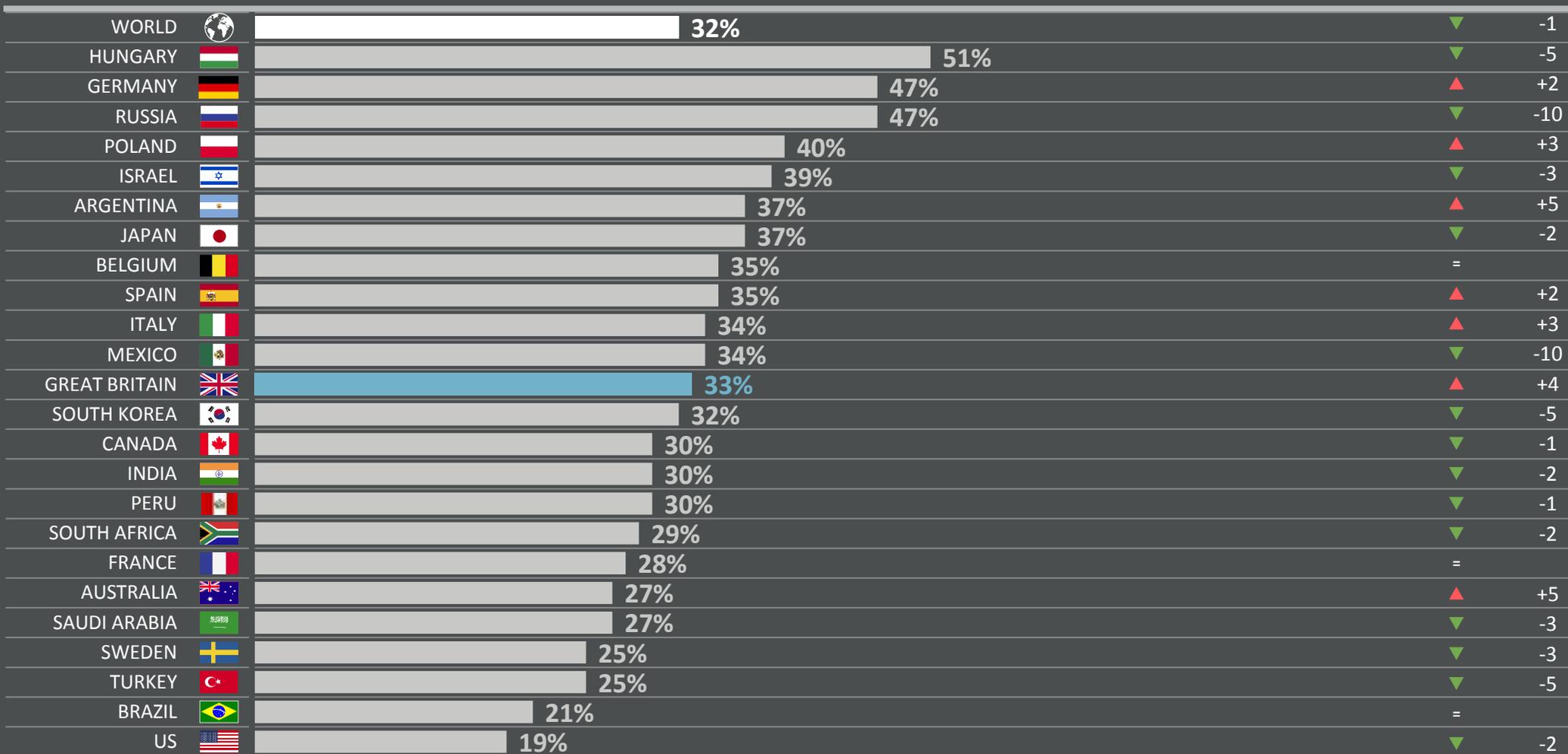
2 | POVERTY & SOCIAL INEQUALITY

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

% change compared with previous month:

(%) worried in October 2016 in each country

Sep 2016



Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

Source: Global Advisor

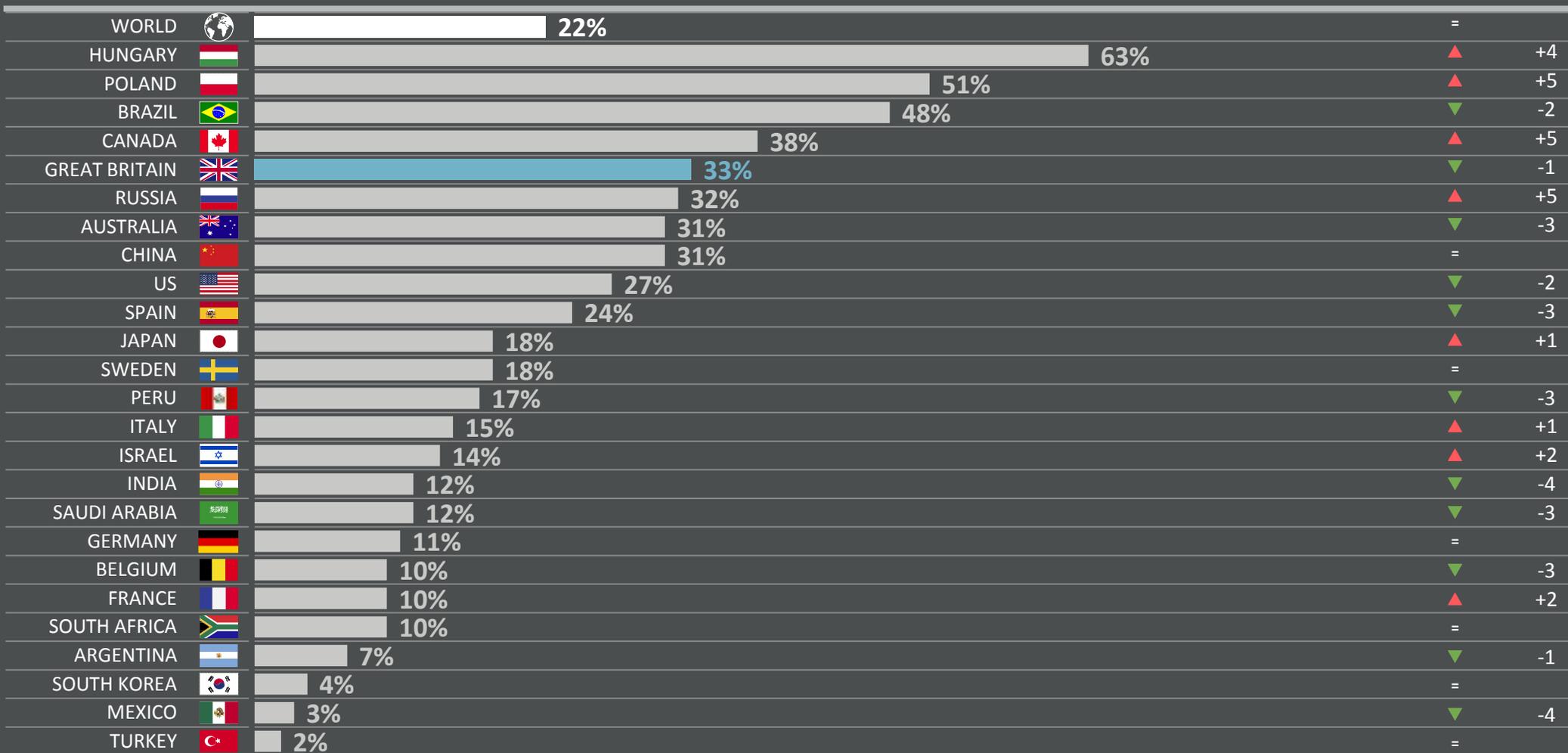
3 | HEALTHCARE

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

% change compared with previous month:

(%) worried in October 2016 in each country

Sep 2016



Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

Source: Global Advisor

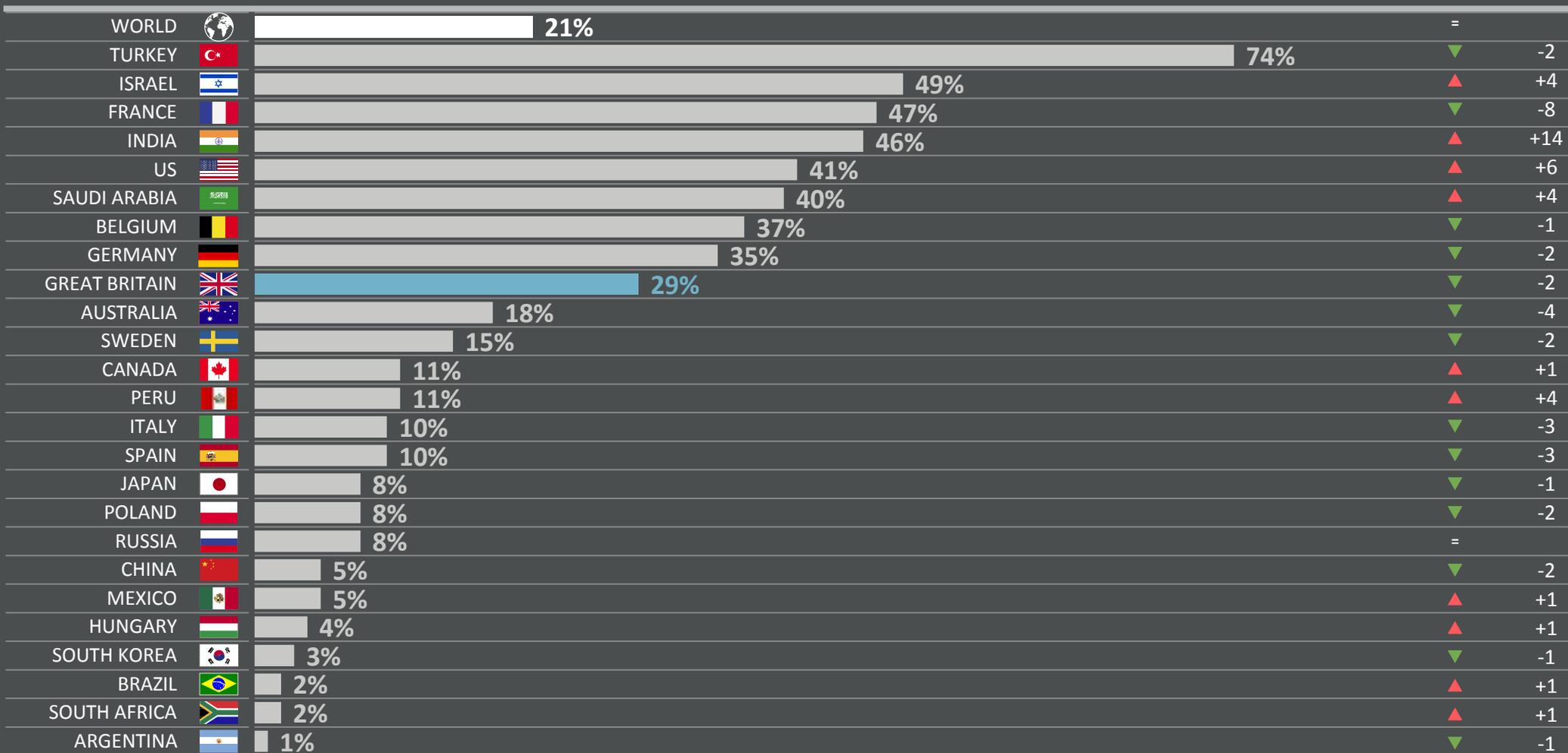
4 | TERRORISM

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

% change compared with previous month:

(%) worried in October 2016 in each country

Sep 2016



Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

Source: Global Advisor

5 | 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 October 2016 in each country

Sep 2016

Country	Worried (%)	% change compared with previous month:
WORLD	10%	=
GERMANY	28%	+3
GREAT BRITAIN	26%	-2
SWEDEN	24%	-1
BELGIUM	23%	-4
FRANCE	20%	-1
AUSTRALIA	15%	-1
ISRAEL	14%	+5
POLAND	14%	+4
TURKEY	14%	=
US	12%	+1
SAUDI ARABIA	10%	-1
INDIA	9%	+3
SPAIN	9%	+1
SOUTH KOREA	8%	+2
HUNGARY	6%	+2
CANADA	5%	-3
ITALY	4%	=
BRAZIL	3%	+2
JAPAN	3%	-3
MEXICO	3%	-1
RUSSIA	3%	=
SOUTH AFRICA	2%	+1
ARGENTINA	1%	-1
PERU	1%	=

Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

Source: Global Advisor



WORLD

WORRIES

COUNTRY

COMPARISON

- Country comparison of all 17 concerns

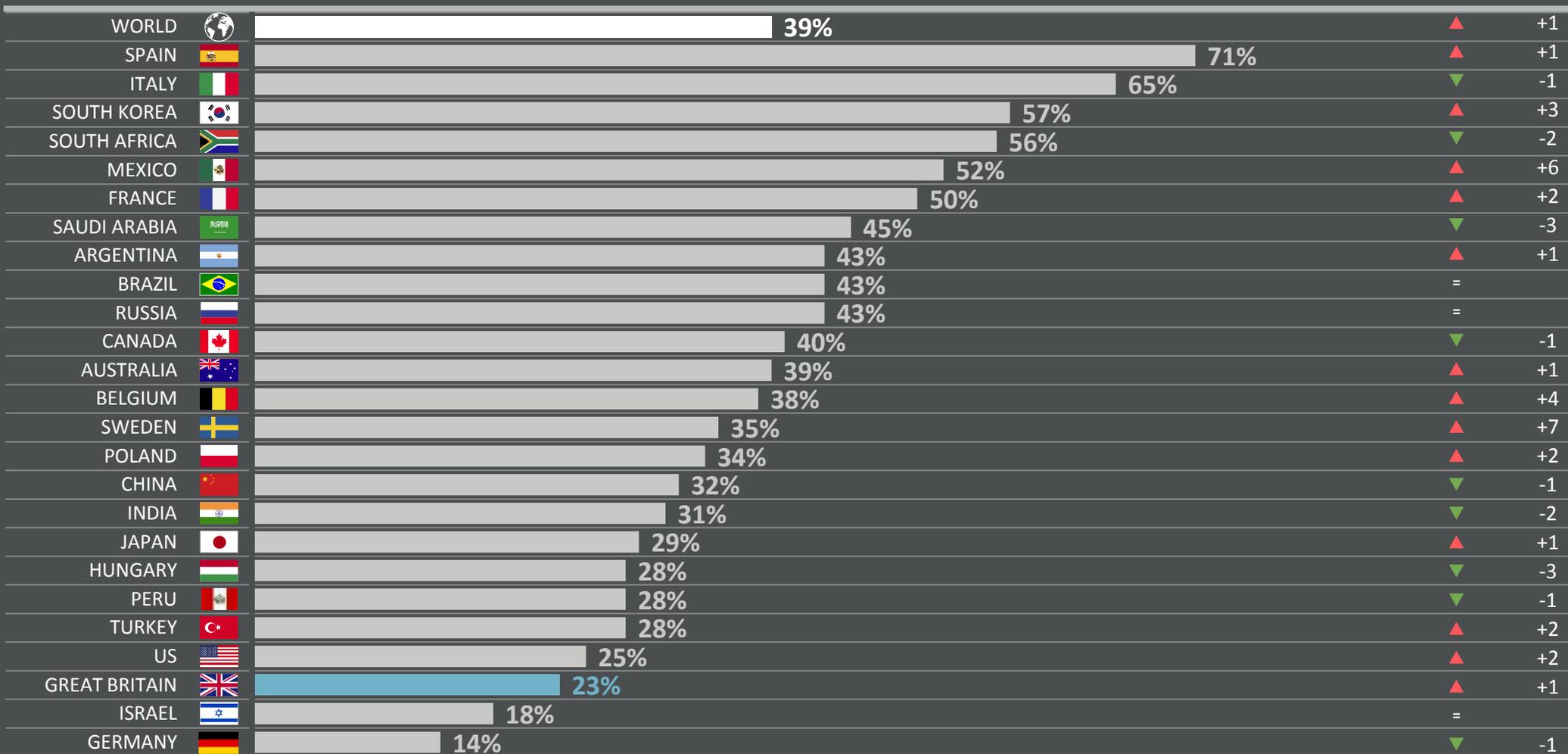
1 | UNEMPLOYMENT AND JOBS

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

% change compared with previous month:

(%) worried in October 2016 in each country

Sep 2016



Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

Source: Global Advisor

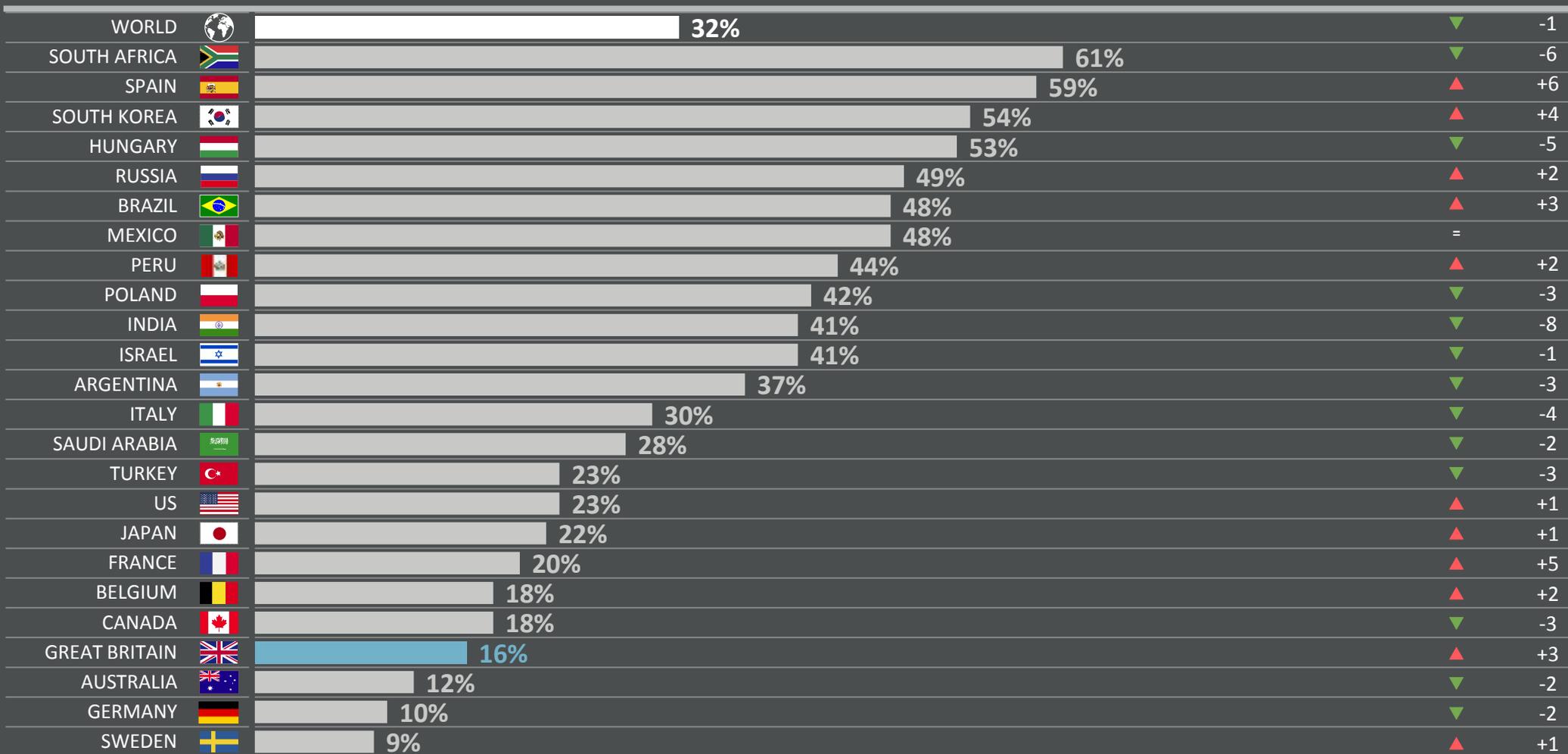
2 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared with previous month:

(%) worried in October 2016 in each country

Sep 2016



Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

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 October 2016 in each country

Sep 2016

Country	% worried in October 2016	% change compared with previous month (Sep 2016)
WORLD	32%	-1
HUNGARY	51%	-5
GERMANY	47%	+2
RUSSIA	47%	-10
POLAND	40%	+3
ISRAEL	39%	-3
ARGENTINA	37%	+5
JAPAN	37%	-2
BELGIUM	35%	=
SPAIN	35%	+2
ITALY	34%	+3
MEXICO	34%	-10
GREAT BRITAIN	33%	+4
SOUTH KOREA	32%	-5
CANADA	30%	-1
INDIA	30%	-2
PERU	30%	-1
SOUTH AFRICA	29%	-2
FRANCE	28%	=
AUSTRALIA	27%	+5
SAUDI ARABIA	27%	-3
SWEDEN	25%	-3
TURKEY	25%	-5
BRAZIL	21%	=
US	19%	-2

Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

Source: Global Advisor

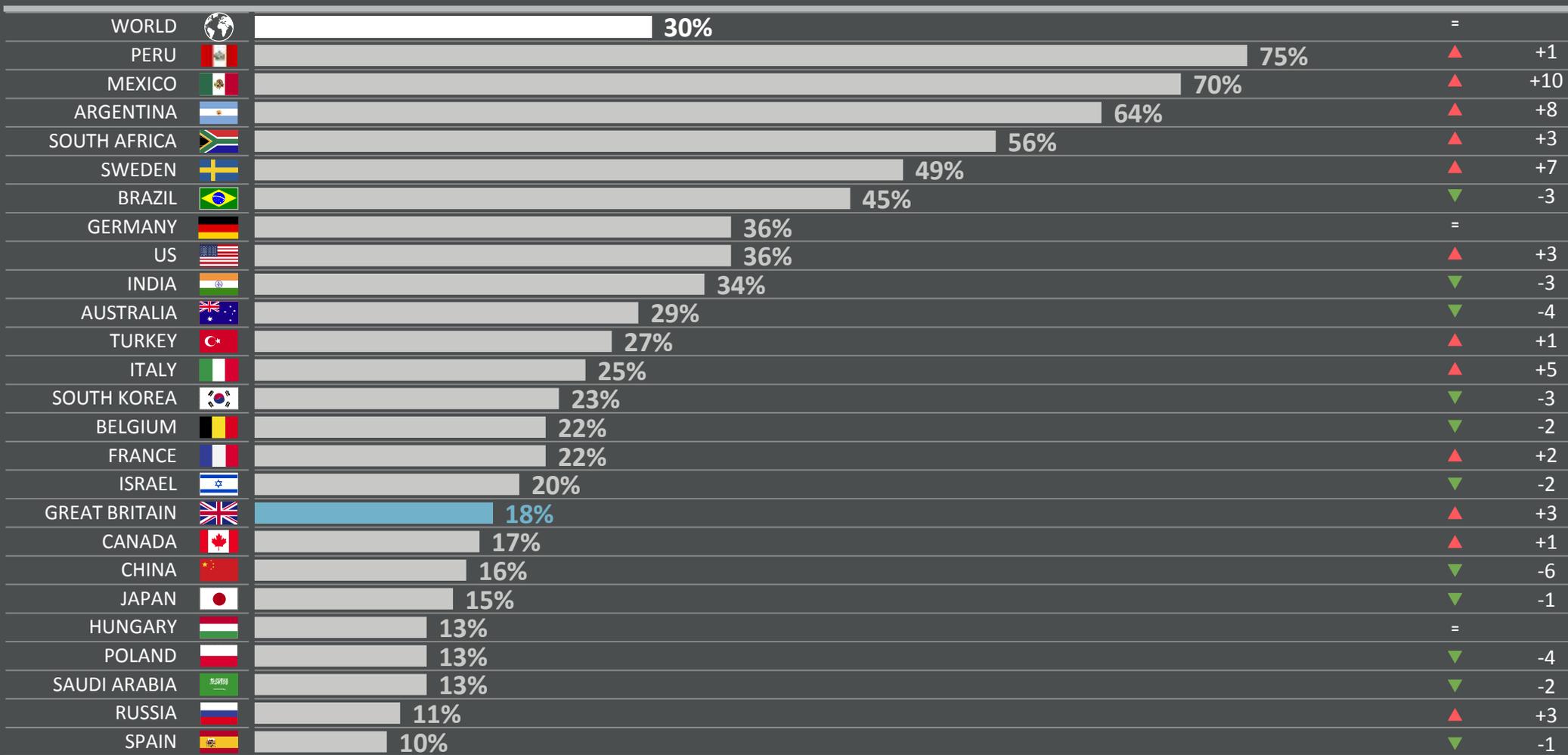
4 | CRIME & VIOLENCE

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

% change compared with previous month:

(%) worried in October 2016 in each country

Sep 2016



Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

Source: Global Advisor

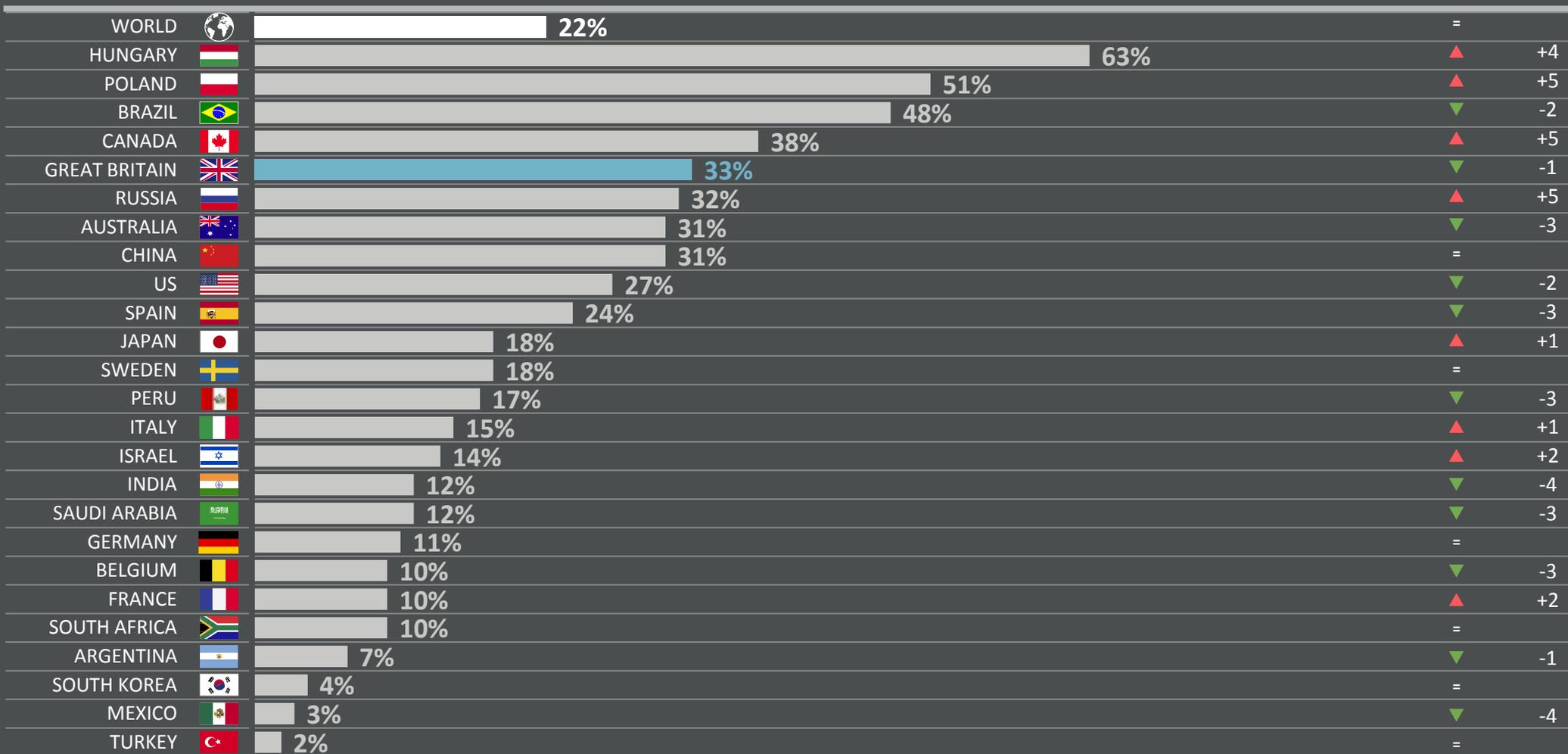
5 | HEALTHCARE

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

% change compared with previous month:

(%) worried in October 2016 in each country

Sep 2016



Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

Source: Global Advisor

6 | TERRORISM

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

% change compared with previous month:

(%) worried in October 2016 in each country

Sep 2016

Country	Flag	% Worried (Oct 2016)	% Change (Sep 2016)
WORLD		21%	=
TURKEY		74%	-2
ISRAEL		49%	+4
FRANCE		47%	-8
INDIA		46%	+14
US		41%	+6
SAUDI ARABIA		40%	+4
BELGIUM		37%	-1
GERMANY		35%	-2
GREAT BRITAIN		29%	-2
AUSTRALIA		18%	-4
SWEDEN		15%	-2
CANADA		11%	+1
PERU		11%	+4
ITALY		10%	-3
SPAIN		10%	-3
JAPAN		8%	-1
POLAND		8%	-2
RUSSIA		8%	=
CHINA		5%	-2
MEXICO		5%	+1
HUNGARY		4%	+1
SOUTH KOREA		3%	-1
BRAZIL		2%	+1
SOUTH AFRICA		2%	+1
ARGENTINA		1%	-1

Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

Source: Global Advisor

7 | EDUCATION

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

% change compared with previous month:

(%) worried in October 2016 in each country

Sep 2016

Country	Worried (%)	% change compared with previous month:
WORLD	20%	+1
PERU	42%	-5
SOUTH AFRICA	42%	+19
BRAZIL	32%	+2
ISRAEL	30%	-1
MEXICO	29%	-7
ARGENTINA	28%	-3
CHINA	25%	+2
SPAIN	24%	-1
SAUDI ARABIA	22%	+4
TURKEY	22%	+1
HUNGARY	19%	+1
RUSSIA	19%	-4
CANADA	17%	+2
AUSTRALIA	16%	=
INDIA	16%	-2
JAPAN	15%	+1
SWEDEN	15%	+4
US	15%	-2
GREAT BRITAIN	12%	+2
FRANCE	11%	+1
GERMANY	11%	+2
SOUTH KOREA	10%	=
BELGIUM	9%	+2
POLAND	9%	+1
ITALY	8%	=

Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

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 October 2016 in each country

Sep 2016

Country	Flag	% Worried (Oct 2016)	% Change (Sep 2016)	Change Value
WORLD		17%	▲	+1
ITALY		40%	=	
BELGIUM		37%	▲	+9
CANADA		33%	▲	+1
POLAND		27%	▲	+3
FRANCE		25%	▼	-3
JAPAN		24%	▲	+1
ISRAEL		20%	▼	-1
BRAZIL		18%	▼	-3
SOUTH KOREA		17%	▼	-1
RUSSIA		15%	▲	+4
TURKEY		15%	=	
US		15%	=	
AUSTRALIA		14%	▼	-3
SAUDI ARABIA		14%	▲	+5
ARGENTINA		13%	▼	-1
MEXICO		13%	▲	+3
INDIA		12%	=	
SPAIN		10%	▼	-2
HUNGARY		9%	▼	-1
PERU		9%	▲	+4
GERMANY		8%	▼	-1
GREAT BRITAIN		8%	▼	-2
SWEDEN		8%	▼	-1
SOUTH AFRICA		7%	▼	-6

Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

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 October 2016 in each country

Sep 2016

Country	Flag	% Worried (Oct 2016)	% Change (Sep 2016)
WORLD		15%	+1
CHINA		41%	-2
JAPAN		23%	=
SOUTH KOREA		23%	+1
SAUDI ARABIA		21%	-1
GERMANY		18%	+3
GREAT BRITAIN		18%	+2
ISRAEL		17%	=
US		17%	-4
HUNGARY		16%	+1
POLAND		14%	+1
AUSTRALIA		13%	+1
RUSSIA		13%	=
SWEDEN		13%	-1
TURKEY		12%	=
ARGENTINA		11%	=
FRANCE		11%	-1
ITALY		11%	+3
MEXICO		11%	+6
BELGIUM		10%	-1
CANADA		10%	-2
SOUTH AFRICA		10%	+1
INDIA		9%	=
PERU		9%	-2
SPAIN		8%	+2
BRAZIL		7%	+1

Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

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 October 2016 in each country

Sep 2016

Country	Flag	% Worried (Oct 2016)	% Change (Sep 2016)
WORLD		14%	=
GERMANY		38%	-3
GREAT BRITAIN		36%	-6
SWEDEN		36%	+3
FRANCE		29%	+3
ITALY		29%	-3
AUSTRALIA		25%	+5
BELGIUM		24%	-3
TURKEY		23%	+3
US		23%	+1
HUNGARY		18%	+5
CANADA		17%	-2
SPAIN		10%	+1
ISRAEL		9%	=
POLAND		9%	=
ARGENTINA		6%	+3
RUSSIA		6%	=
SOUTH AFRICA		6%	-1
JAPAN		4%	-1
CHINA		3%	=
SAUDI ARABIA		3%	=
INDIA		2%	-1
BRAZIL		1%	+1
PERU		1%	=
SOUTH KOREA		1%	-1
MEXICO		*	-1

Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

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 October 2016 in each country

Sep 2016

Country	Flag	% Worried (Oct 2016)	% Change (Sep 2016)
WORLD		10%	=
GERMANY		28%	+3
GREAT BRITAIN		26%	-2
SWEDEN		24%	-1
BELGIUM		23%	-4
FRANCE		20%	-1
AUSTRALIA		15%	-1
ISRAEL		14%	+5
POLAND		14%	+4
TURKEY		14%	=
US		12%	+1
SAUDI ARABIA		10%	-1
INDIA		9%	+3
SPAIN		9%	+1
SOUTH KOREA		8%	+2
HUNGARY		6%	+2
CANADA		5%	-3
ITALY		4%	=
BRAZIL		3%	+2
JAPAN		3%	-3
MEXICO		3%	-1
RUSSIA		3%	=
SOUTH AFRICA		2%	+1
ARGENTINA		1%	-1
PERU		1%	=

Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

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 October 2016 in each country

Sep 2016

Country	Flag	% Worried (Oct 2016)	% Change (Sep 2016)
WORLD		10%	=
JAPAN		36%	▲ +3
CHINA		26%	▼ -1
SOUTH KOREA		23%	▼ -4
SWEDEN		20%	▼ -3
GREAT BRITAIN		14%	▼ -2
AUSTRALIA		12%	▲ +3
SPAIN		12%	=
CANADA		10%	▲ +1
BELGIUM		9%	▲ +3
HUNGARY		9%	▲ +2
ITALY		9%	▲ +2
POLAND		9%	▼ -4
ISRAEL		8%	=
GERMANY		7%	▲ +1
RUSSIA		6%	▼ -2
SAUDI ARABIA		6%	▲ +1
FRANCE		5%	▲ +1
US		5%	=
ARGENTINA		4%	▲ +1
INDIA		4%	▲ +1
BRAZIL		3%	=
MEXICO		3%	▲ +1
PERU		2%	=
SOUTH AFRICA		1%	=
TURKEY		1%	▼ -1

Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

Source: Global Advisor

13 | 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 October 2016 in each country

Sep 2016

Country	Flag	% Worried (Oct 2016)	% Change (Sep 2016)
WORLD		9%	=
CHINA		40%	▲ +2
CANADA		13%	=
INDIA		13%	▲ +2
PERU		12%	=
SWEDEN		12%	=
AUSTRALIA		11%	▲ +1
SOUTH KOREA		11%	▲ +3
JAPAN		10%	▼ -1
BELGIUM		9%	▲ +1
GERMANY		9%	▼ -2
US		8%	▲ +1
FRANCE		7%	▼ -3
GREAT BRITAIN		7%	▲ +1
RUSSIA		7%	▲ +1
ISRAEL		6%	▲ +1
MEXICO		6%	=
POLAND		5%	▼ -1
SAUDI ARABIA		5%	=
TURKEY		5%	▲ +1
BRAZIL		4%	▼ -1
ITALY		4%	▼ -3
SPAIN		4%	=
ARGENTINA		3%	▼ -1
HUNGARY		3%	=
SOUTH AFRICA		2%	▼ -1

Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

Source: Global Advisor

14 | INFLATION

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

% change compared with previous month:

(%) worried in October 2016 in each country

Sep 2016

Country	Worried (%)	% change compared with previous month
WORLD	9%	-2
ARGENTINA	39%	-4
CHINA	33%	+2
RUSSIA	22%	-3
INDIA	15%	-1
BRAZIL	13%	-3
CANADA	13%	-2
SOUTH AFRICA	10%	-8
AUSTRALIA	9%	=
MEXICO	9%	+1
TURKEY	9%	=
SAUDI ARABIA	7%	-3
SOUTH KOREA	7%	-2
JAPAN	6%	-3
GREAT BRITAIN	5%	-2
PERU	5%	-2
US	5%	-3
GERMANY	4%	+1
BELGIUM	3%	-1
FRANCE	3%	+1
ITALY	3%	=
POLAND	3%	-1
ISRAEL	2%	-4
HUNGARY	1%	-2
SPAIN	1%	-1
SWEDEN	1%	=

Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

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 October 2016 in each country

Sep 2016

Country	Flag	% Worried (Oct 2016)	% Change (Sep 2016)
WORLD		8%	=
CHINA		24%	▲ +3
CANADA		17%	▲ +2
JAPAN		17%	▼ -1
AUSTRALIA		15%	▼ -1
US		11%	▼ -1
GERMANY		10%	=
INDIA		10%	▲ +1
GREAT BRITAIN		9%	▲ +2
SWEDEN		9%	▼ -7
BELGIUM		8%	▲ +1
SAUDI ARABIA		8%	▼ -1
SOUTH KOREA		8%	▼ -1
FRANCE		6%	▼ -2
PERU		5%	=
SPAIN		5%	▼ -1
POLAND		4%	▲ +2
TURKEY		4%	▲ +2
ITALY		3%	=
MEXICO		3%	▼ -1
ARGENTINA		2%	=
BRAZIL		2%	▲ +1
RUSSIA		2%	=
SOUTH AFRICA		2%	=
HUNGARY		1%	▼ -1
ISRAEL		1%	▼ -1

Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

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 October 2016 in each country

Sep 2016

Country	Flag	Worried (%)	% Change	Change
WORLD		3%	=	
SAUDI ARABIA		9%	=	
POLAND		8%	▼	-1
AUSTRALIA		6%	▲	+1
INDIA		6%	▲	+1
CHINA		5%	=	
GREAT BRITAIN		5%	=	
TURKEY		5%	▲	+3
US		4%	=	
CANADA		3%	▼	-1
GERMANY		3%	▼	-1
MEXICO		3%	▼	-2
RUSSIA		3%	▲	+1
BELGIUM		2%	▼	-1
BRAZIL		2%	▲	+1
ISRAEL		2%	=	
SWEDEN		2%	▼	-1
ARGENTINA		1%	=	
FRANCE		1%	=	
HUNGARY		1%	▲	+1
ITALY		1%	=	
JAPAN		1%	=	
PERU		1%	▼	-1
SOUTH KOREA		1%	=	
SPAIN		1%	=	
SOUTH AFRICA		*	=	

Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

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 October 2016 in each country

Sep 2016

Country	Flag	Worried in Oct 2016 (%)	% change compared with previous month (Sep 2016)
WORLD		2%	=
RUSSIA		8%	=
CHINA		5%	▲ +1
INDIA		3%	▲ +2
ITALY		3%	▲ +1
JAPAN		3%	▲ +1
MEXICO		3%	▼ -1
PERU		3%	▲ +2
SAUDI ARABIA		3%	=
ARGENTINA		2%	=
AUSTRALIA		2%	▲ +1
BELGIUM		2%	▼ -2
CANADA		2%	=
GREAT BRITAIN		2%	=
HUNGARY		2%	=
POLAND		2%	▼ -3
SWEDEN		2%	=
US		2%	=
BRAZIL		1%	=
FRANCE		1%	=
GERMANY		1%	=
ISRAEL		1%	▼ -1
SOUTH AFRICA		1%	=
SOUTH KOREA		1%	▼ -2
SPAIN		1%	▼ -1
TURKEY		1%	▼ -2

Base: Representative sample of adults aged 16-64 in 25 participating countries. October 2016: 18,064; September 2016: 18,014.

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 18,064 adults aged 18-64 in Canada, Israel and the US, and aged 16-64 in all other countries, were interviewed between September 23rd and October 7th 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.

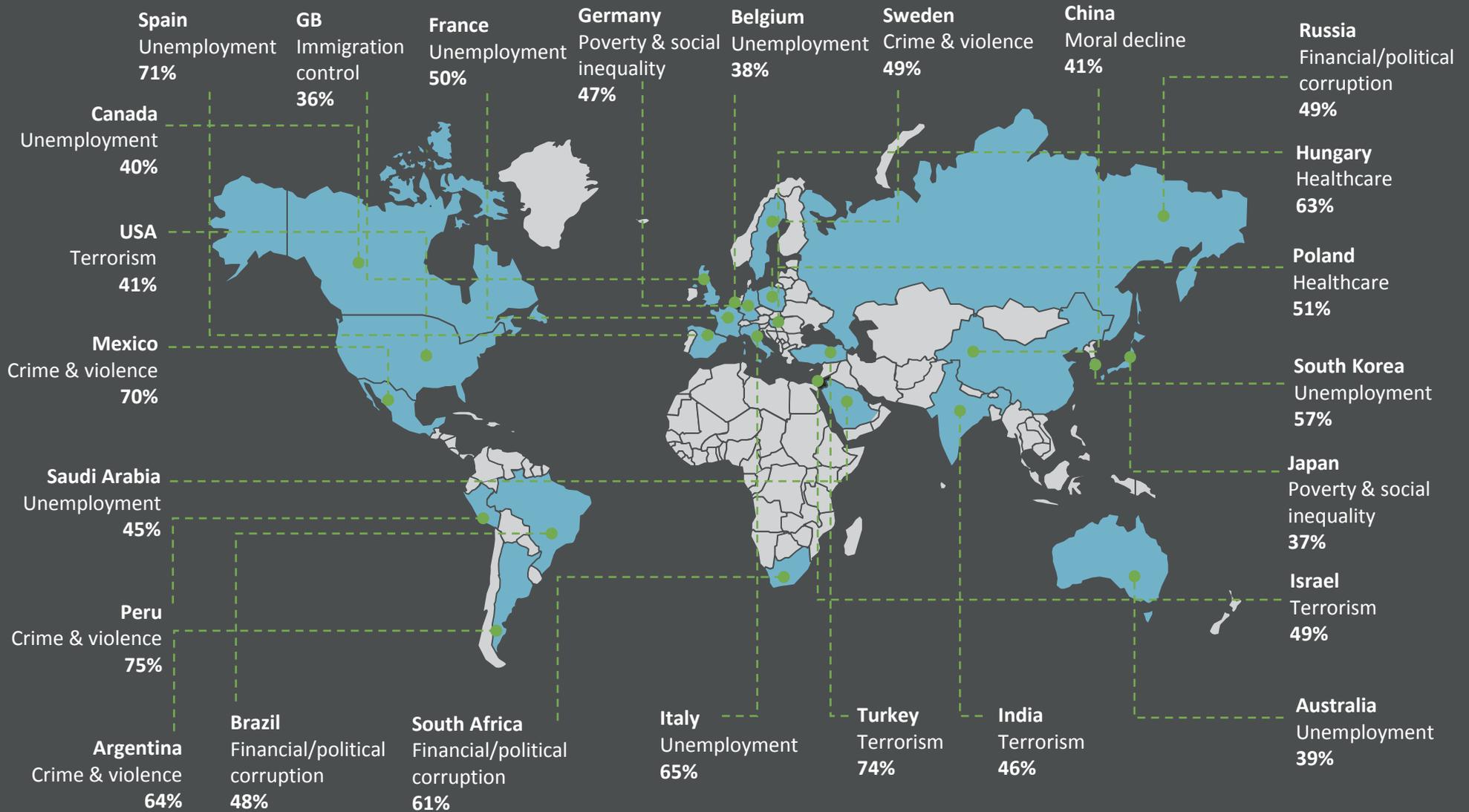
Brazil, China, India, Mexico, Russia, Saudi Arabia, South Africa and Turkey have lower levels of internet penetration and so these samples should not be considered nationally representative, and instead be considered to represent a more affluent, connected population. These are still a vital social group 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 18,064 adults aged 16-64 in 25 participating countries, September 23rd – October 7th 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	39%	43%	39%	38%	43%	40%	32%	50%	14%	23%	28%	31%	18%	65%	29%	52%	28%	34%	43%	45%	56%	57%	71%	35%	28%	25%
Financial/political corruption	32%	37%	12%	18%	48%	18%	.%	20%	10%	16%	53%	41%	41%	30%	22%	48%	44%	42%	49%	28%	61%	54%	59%	9%	23%	23%
Poverty and social inequality	32%	37%	27%	35%	21%	30%	.%	28%	47%	33%	51%	30%	39%	34%	37%	34%	30%	40%	47%	27%	29%	32%	35%	25%	25%	19%
Crime and violence	30%	64%	29%	22%	45%	17%	16%	22%	36%	18%	13%	34%	20%	25%	15%	70%	75%	13%	11%	13%	56%	23%	10%	49%	27%	36%
Healthcare	22%	7%	31%	10%	48%	38%	31%	10%	11%	33%	63%	12%	14%	15%	18%	3%	17%	51%	32%	12%	10%	4%	24%	18%	2%	27%
Terrorism	21%	1%	18%	37%	2%	11%	5%	47%	35%	29%	4%	46%	49%	10%	8%	5%	11%	8%	8%	40%	2%	3%	10%	15%	74%	41%
Education	20%	28%	16%	9%	32%	17%	25%	11%	11%	12%	19%	16%	30%	8%	15%	29%	42%	9%	19%	22%	42%	10%	24%	15%	22%	15%
Taxes	17%	13%	14%	37%	18%	33%	.%	25%	8%	8%	9%	12%	20%	40%	24%	13%	9%	27%	15%	14%	7%	17%	10%	8%	15%	15%
Moral decline	15%	11%	13%	10%	7%	10%	41%	11%	18%	18%	16%	9%	17%	11%	23%	11%	9%	14%	13%	21%	10%	23%	8%	13%	12%	17%
Immigration control	14%	6%	25%	24%	1%	17%	3%	29%	38%	36%	18%	2%	9%	29%	4%	*	1%	9%	6%	3%	6%	1%	10%	36%	23%	23%
Rise of extremism	10%	1%	15%	23%	3%	5%	.%	20%	28%	26%	6%	9%	14%	4%	3%	3%	1%	14%	3%	10%	2%	8%	9%	24%	14%	12%
Maintaining social programmes	10%	4%	12%	9%	3%	10%	26%	5%	7%	14%	9%	4%	8%	9%	36%	3%	2%	9%	6%	6%	1%	23%	12%	20%	1%	5%
Threats against the environment	9%	3%	11%	9%	4%	13%	40%	7%	9%	7%	3%	13%	6%	4%	10%	6%	12%	5%	7%	5%	2%	11%	4%	12%	5%	8%
Inflation	9%	39%	9%	3%	13%	13%	33%	3%	4%	5%	1%	15%	2%	3%	6%	9%	5%	3%	22%	7%	10%	7%	1%	1%	9%	5%
Climate change	8%	2%	15%	8%	2%	17%	24%	6%	10%	9%	1%	10%	1%	3%	17%	3%	5%	4%	2%	8%	2%	8%	5%	9%	4%	11%
Childhood obesity	3%	1%	6%	2%	2%	3%	5%	1%	3%	5%	1%	6%	2%	1%	1%	3%	1%	8%	3%	9%	*	1%	1%	2%	5%	4%
Access to credit	2%	2%	2%	2%	1%	2%	5%	1%	1%	2%	2%	3%	1%	3%	3%	3%	3%	2%	8%	3%	1%	1%	1%	2%	1%	2%

Base: Representative sample of 18,064 adults aged 16-64 in 25 participating countries, September 23rd – October 7th 2016

Source: Global Advisor

FOR MORE INFORMATION

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