

# WHAT WORRIES THE

# WORLD



February

2017

GAME CHANGERS



# GERMANY SUMMARY: FEBRUARY 2017

The majority (66%) of Germans think things in the country are on the wrong track.

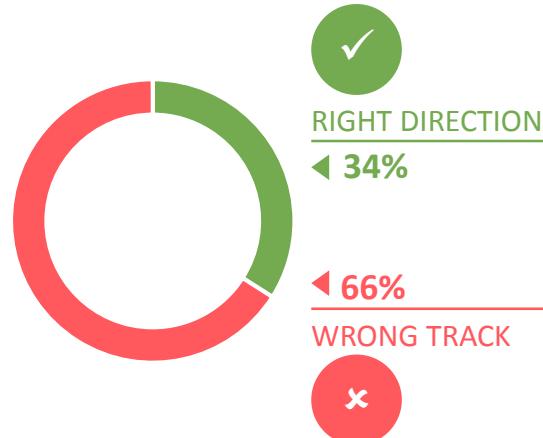
Poverty and social inequality currently occupies the top spot for concern with 47% saying this.



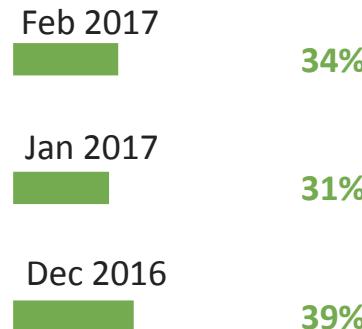
Space for quote if necessary lorem ipsum dolor sit amet etc etc - FirstName LastName

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**  
February 2017



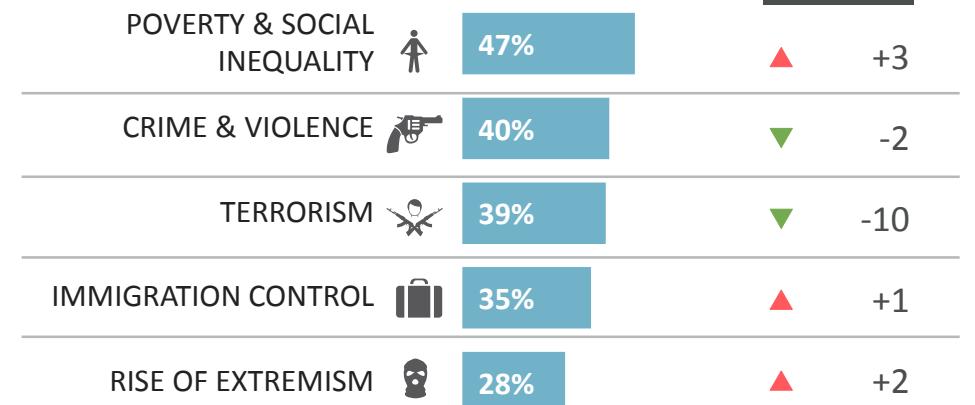
**RIGHT DIRECTION**



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

% change compared with previous month:

Jan 2017



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

Source: Global Advisor

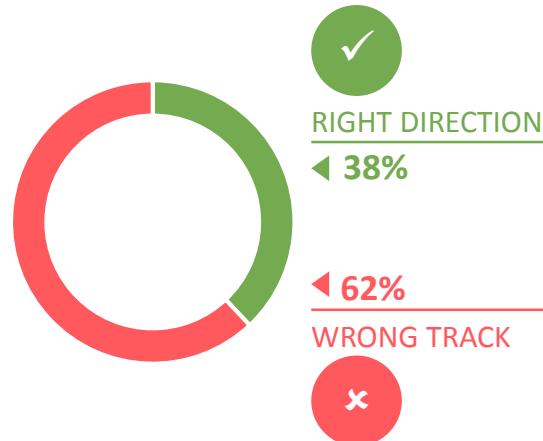
## WORLD SUMMARY: FEBRUARY 2017

The majority (62%) 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**  
February 2017



**RIGHT DIRECTION**

	RIGHT DIRECTION
Feb 2017	38%
Jan 2017	37%
Dec 2016	39%

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

% change compared  
with previous month:

Jan 2017

UNEMPLOYMENT		38%		+2
FINANCIAL/POLITICAL CORRUPTION		34%		+1
POVERTY & SOCIAL INEQUALITY		33%	=	
CRIME & VIOLENCE		29%	=	
HEALTHCARE		23%	=	

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

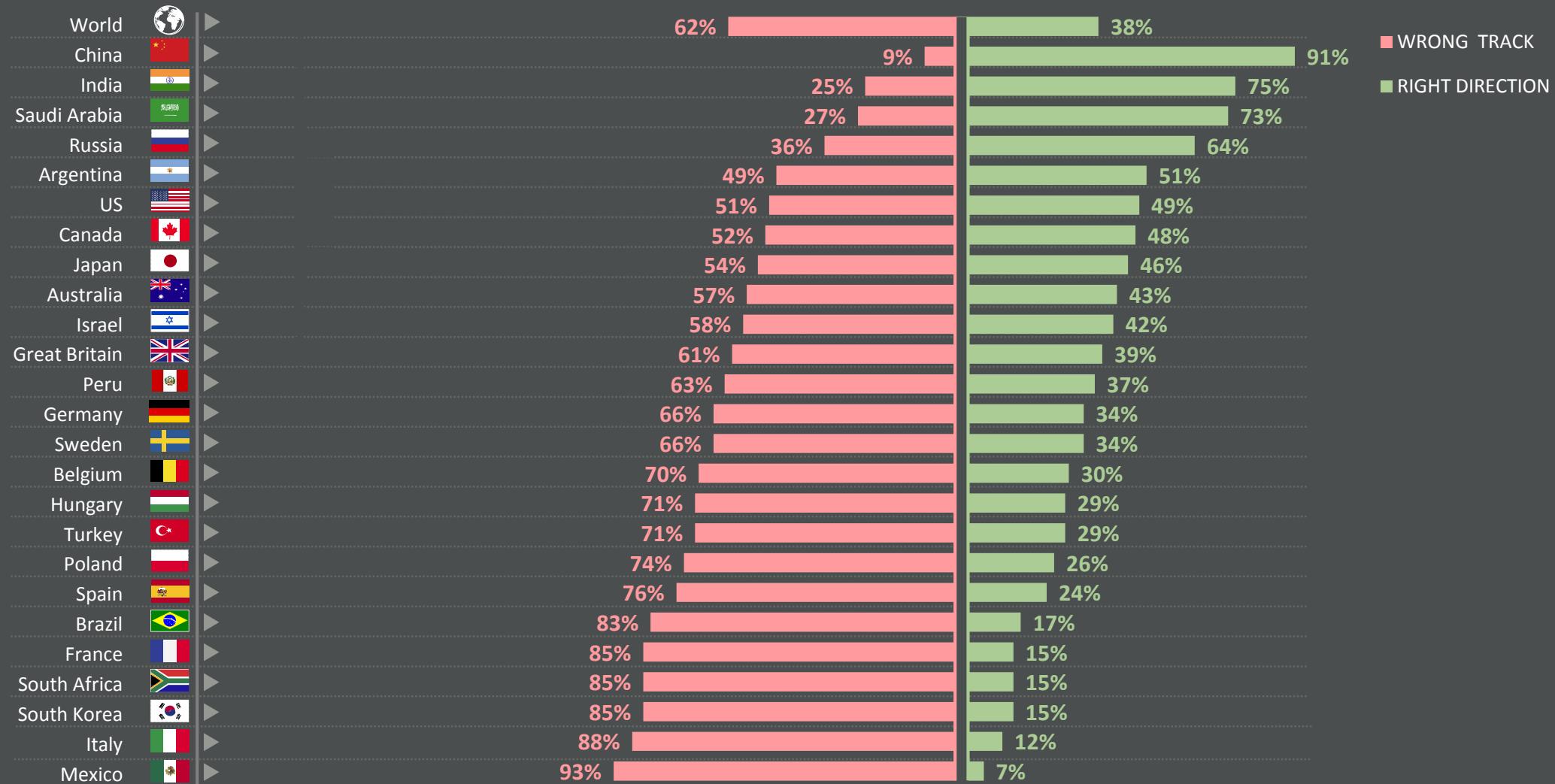
\*Please note that participants in China were not shown the full list of topics for this question. Financial/political corruption, poverty and social inequality, taxes, and rise of extremism were excluded from the list shown to Chinese participants.

RIGHT  
DIRECTION  
WRONG  
TRACK

- Country comparisons
- Trends over time: Germany
- Trends over time: world

## COUNTRY COMPARISON

## RIGHT DIRECTION/WRONG TRACK

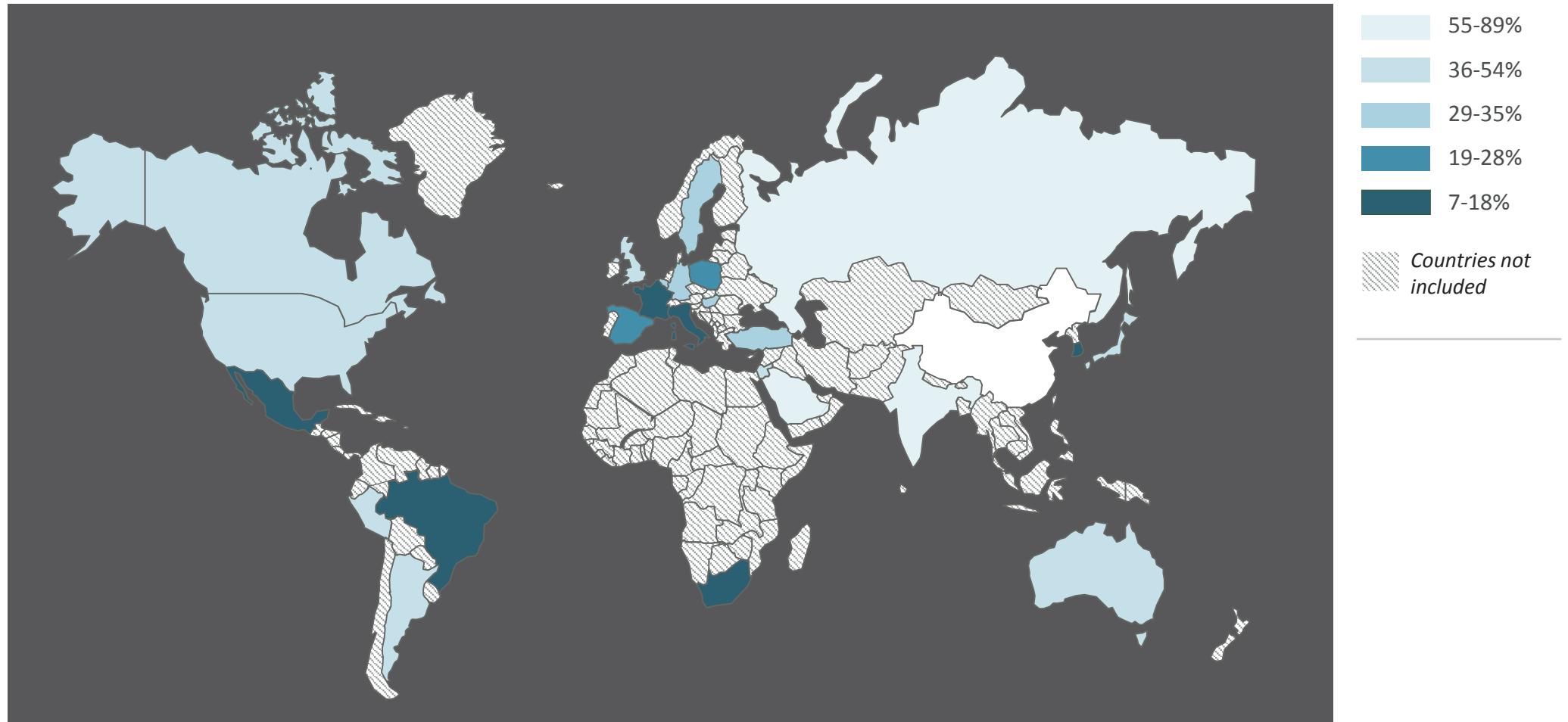


Base: Representative sample of 18,029 adults aged 16-64 in 25 participating countries, January 20th - February 3rd 2017.

Source: Global Advisor

# % WHO THINK THEIR COUNTRY IS GOING IN THE RIGHT DIRECTION: February 2017

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 18,029 adults aged 16-64 in 25 participating countries, January 20th - February 3rd 2017.

Source: Global Advisor

# GERMANY: 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?

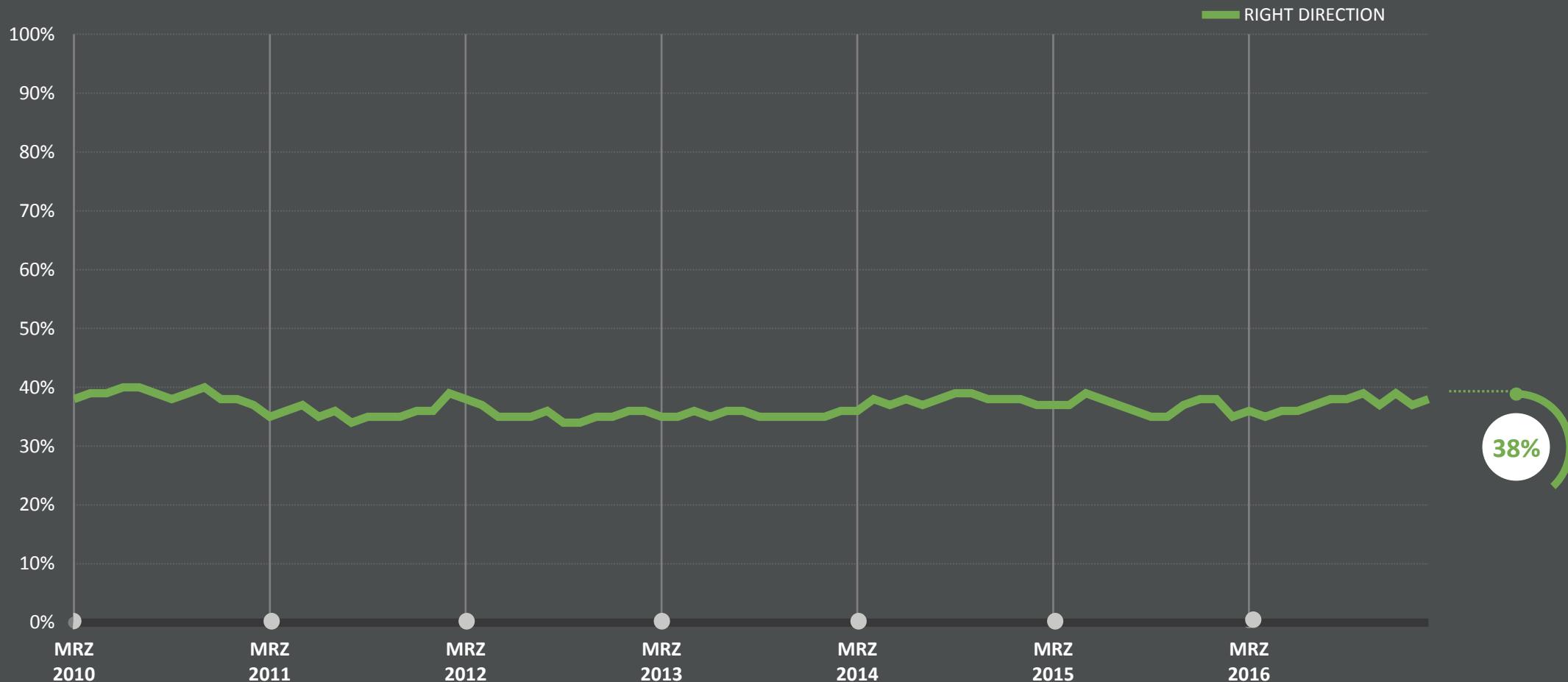


Base: Representative sample of German adults aged 16-64. c.1000 per month

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

# GERMANY'S WORRIES

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

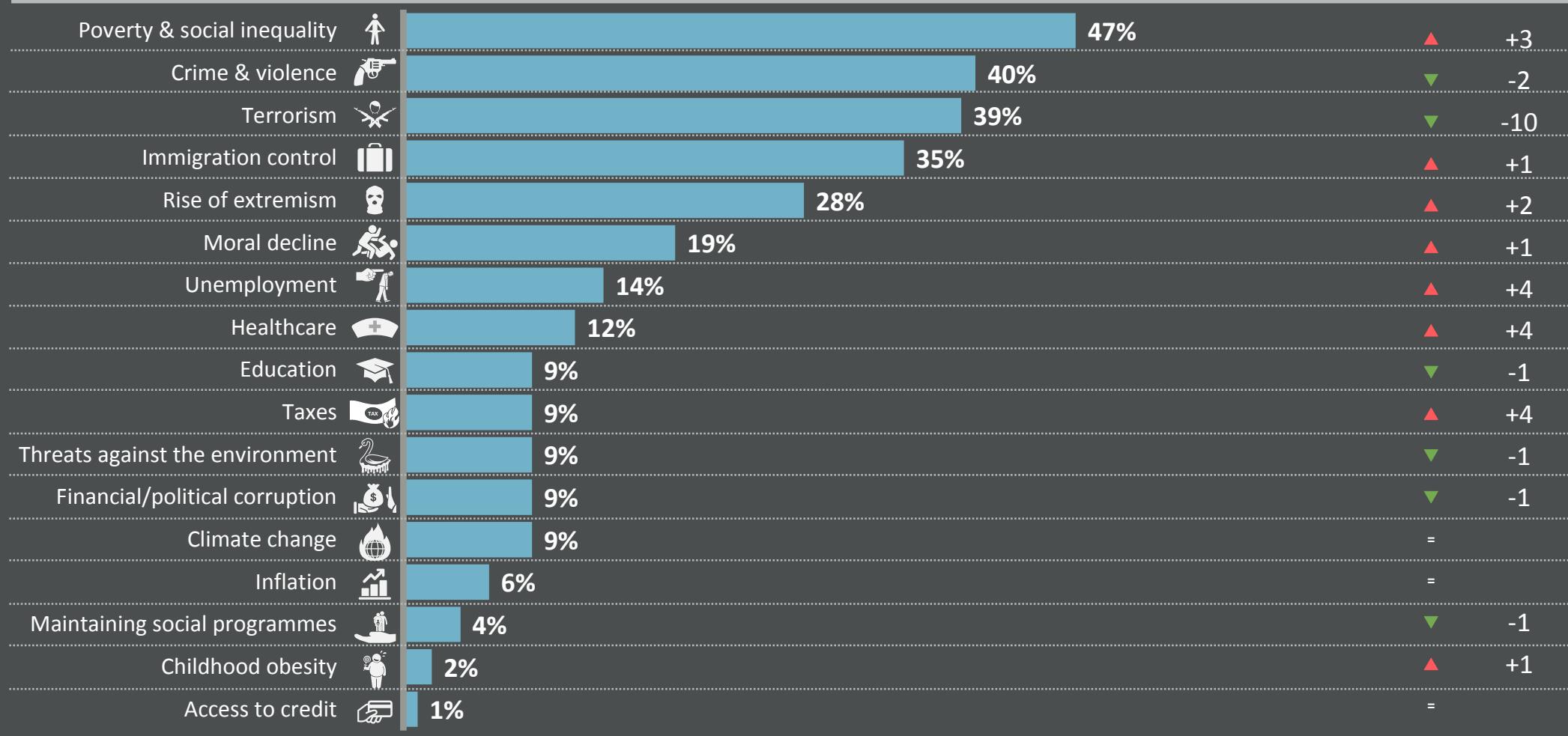
# GERMANY'S WORRIES

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

% change compared with previous month:

Mentioned in February 2017 (%)

Jan 2017



Base: Representative sample of German adults aged 16-64. February 2017: 1,000; January 2017: 1,006.

Source: Global Advisor

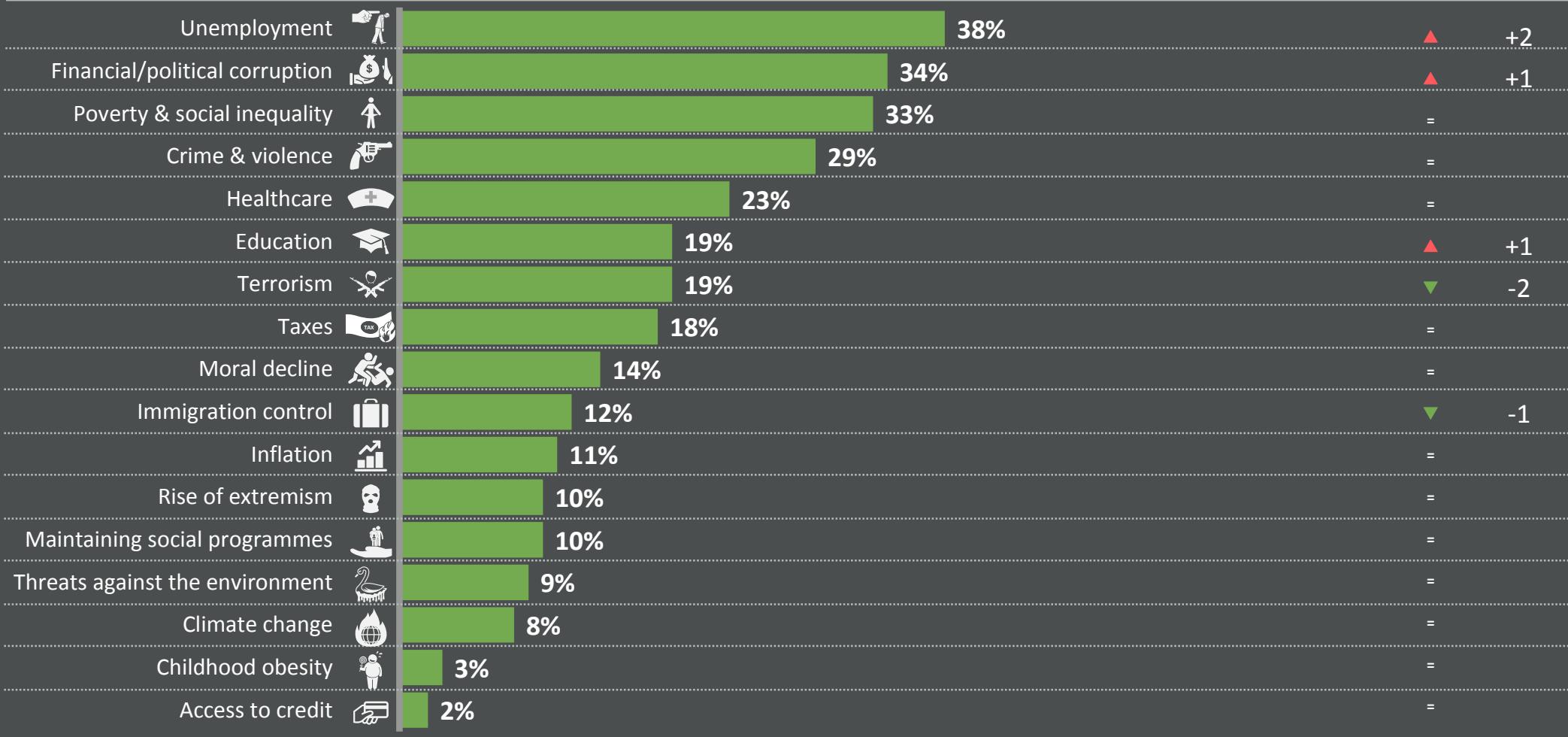
# WORLD WORRIES

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

% change compared with previous month:

Mentioned in February 2017 (%)

Jan 2017



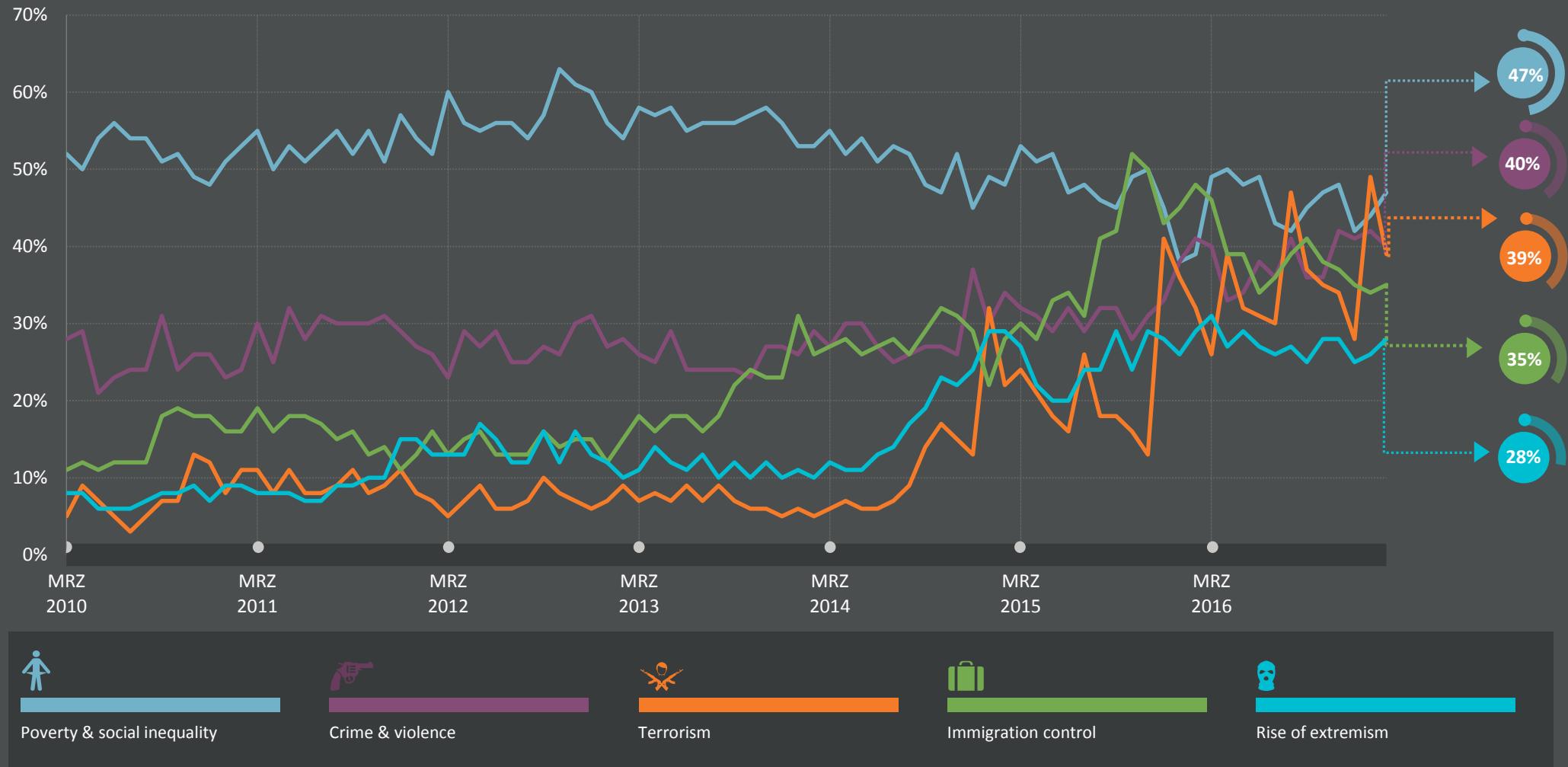
Base: Representative sample of adults aged 16-64. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

# GERMANY'S CURRENT TOP 5 WORRIES:

## LONG-TERM TRENDS

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



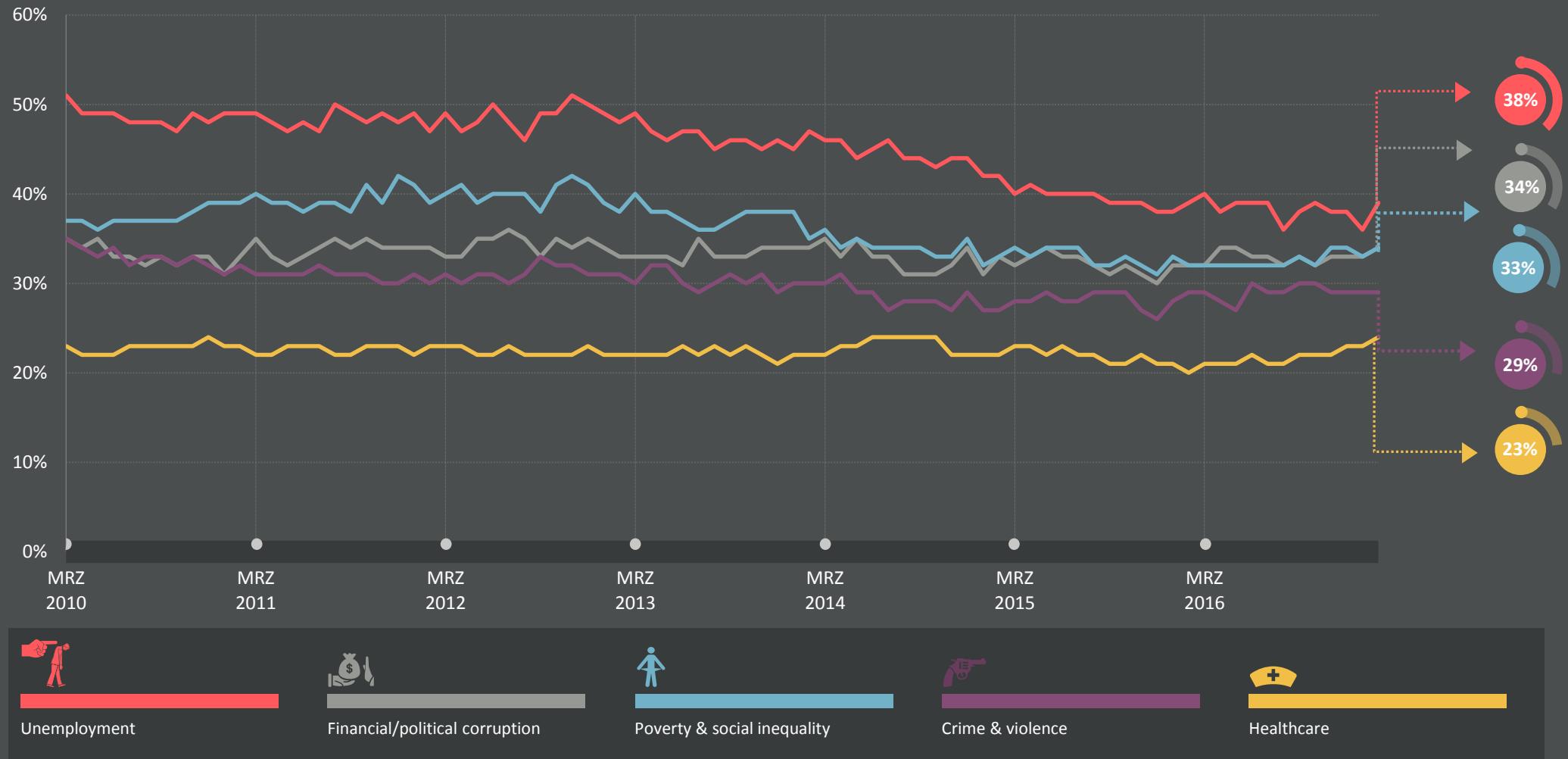
Base: Representative sample of German adults aged 16-64. c.1000 per month

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?



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

Source: Global Advisor



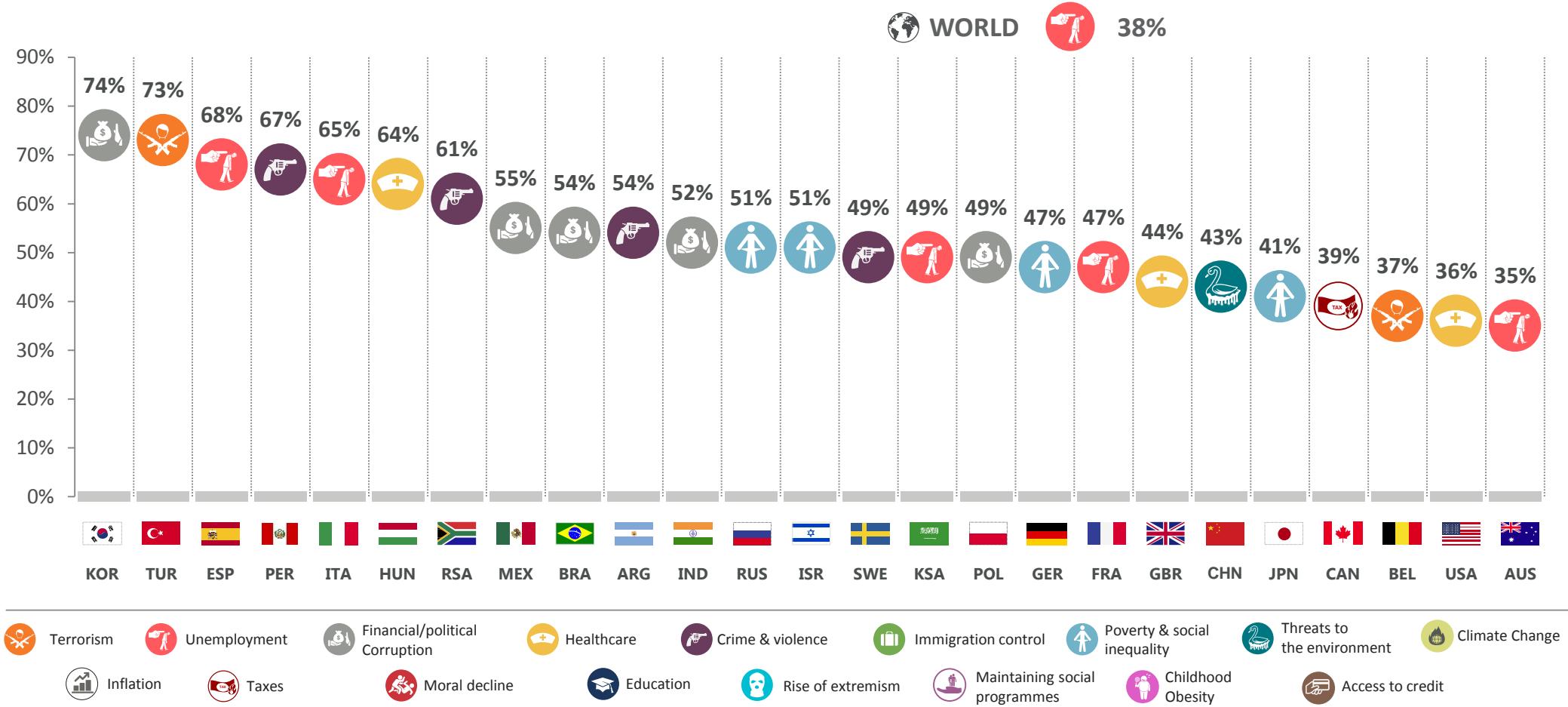
# WORLD WORRIES COUNTRY COMPARISON

- Top concern by country
- Top 3 concerns by country
- Country comparison of Germany'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 February 2017 in each country



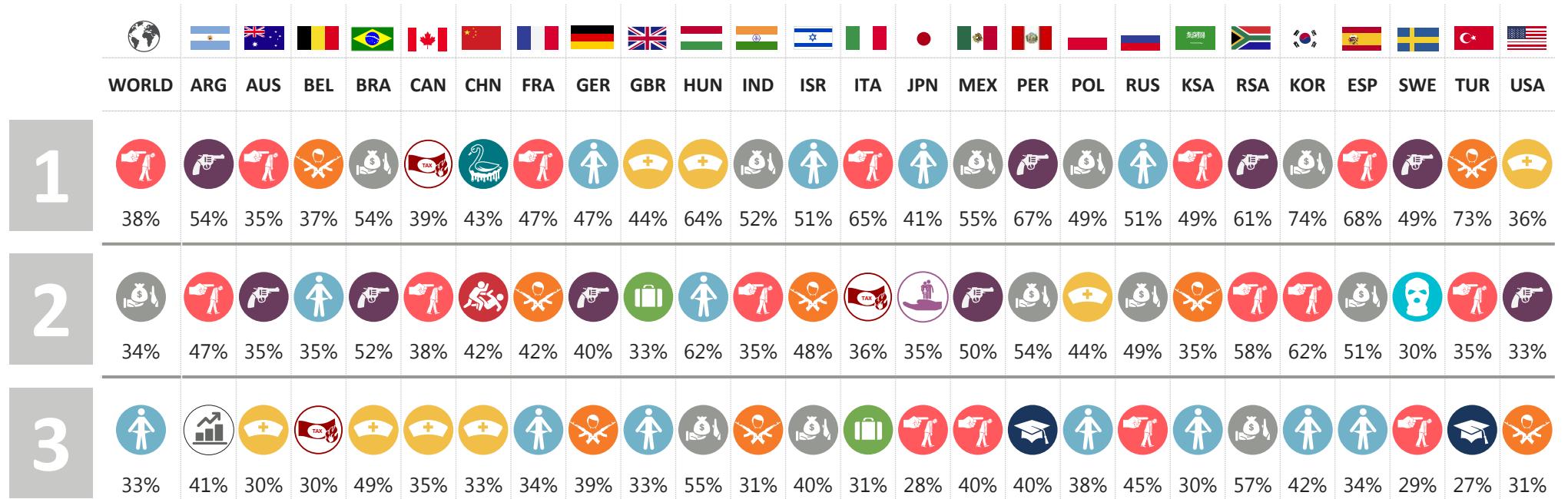
Base: Representative sample of 18,029 adults aged 16-64 in 25 participating countries, January 20th - February 3rd 2017.

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 February 2017 in each country



Base: Representative sample of 18,029 adults aged 16-64 in 25 participating countries, January 20th - February 3rd 2017.

Source: Global Advisor

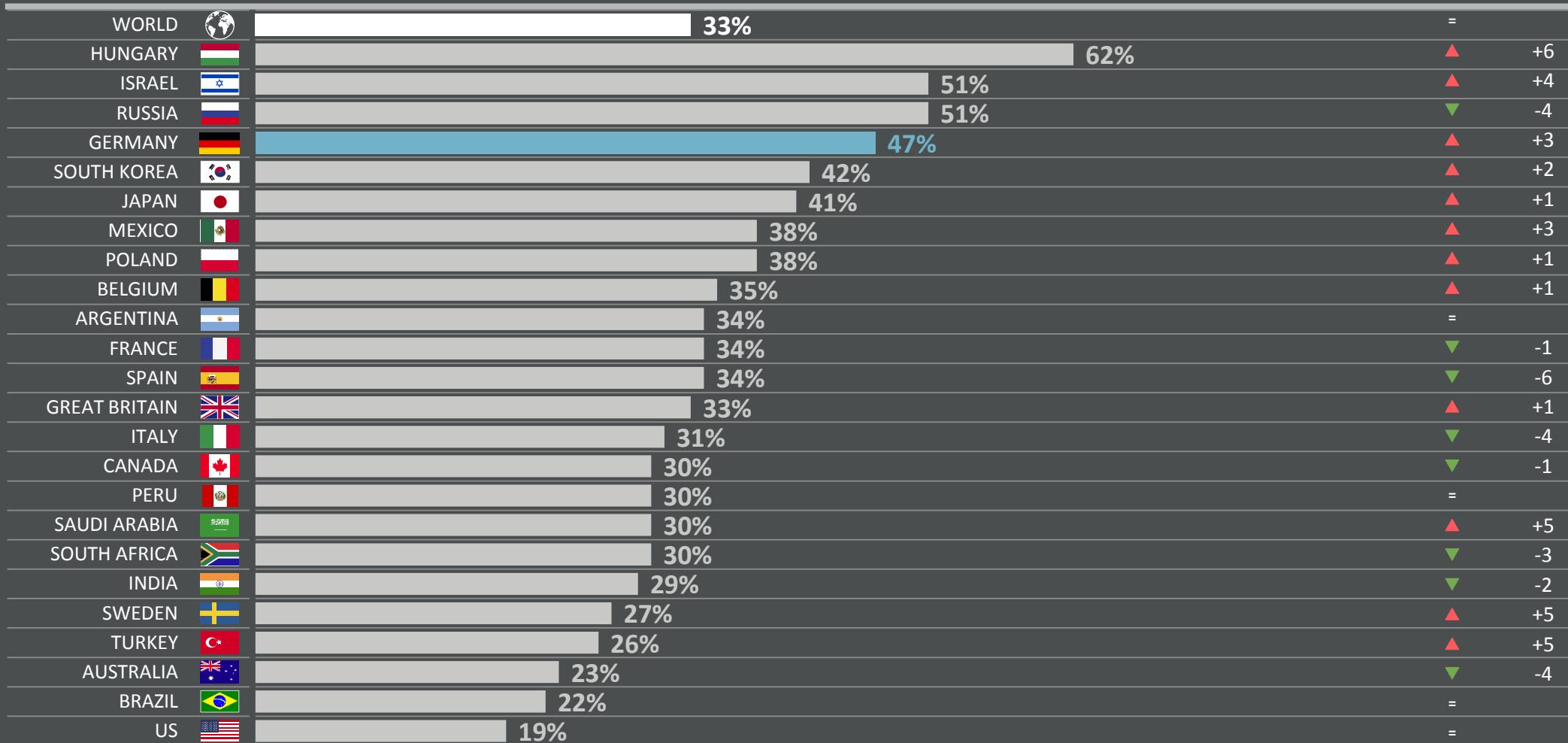
## 1 | POVERTY &amp; SOCIAL INEQUALITY

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

% change compared with previous month:

(% worried in February 2017 in each country)

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

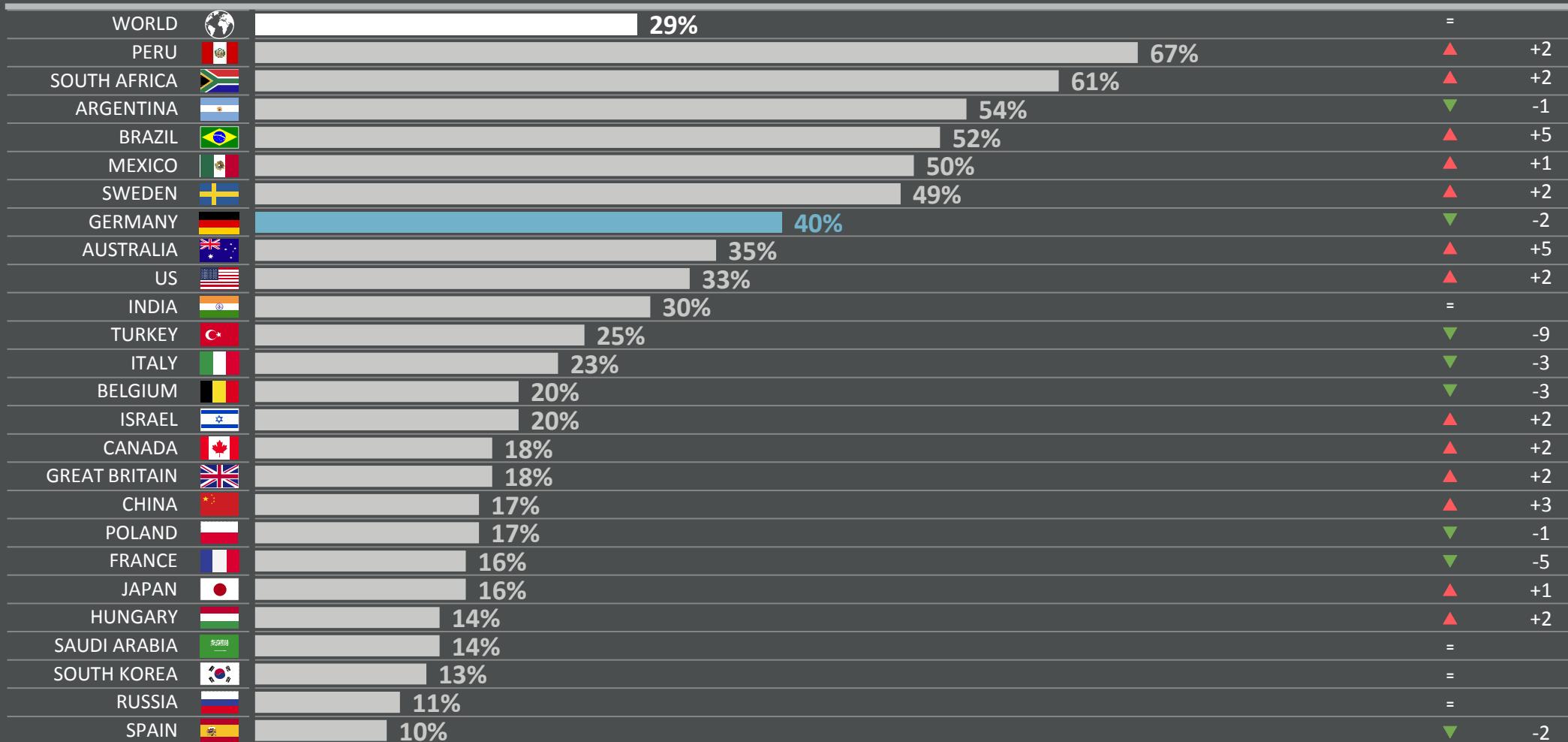
## 2 | CRIME &amp; VIOLENCE

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

% change compared with previous month:

(% worried in February 2017 in each country

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

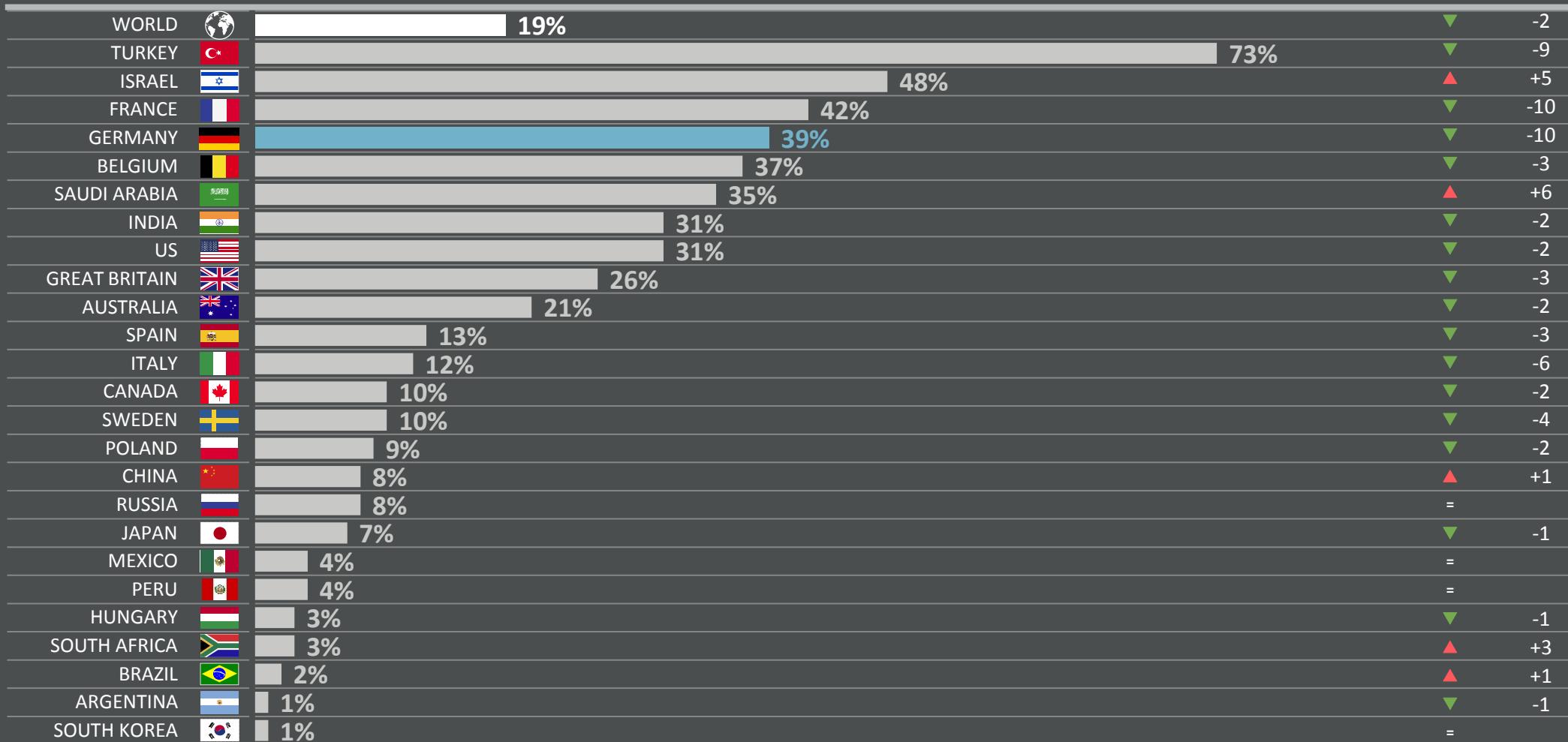
## 3 | TERRORISM

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

% change compared with previous month:

(%) worried in February 2017 in each country

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

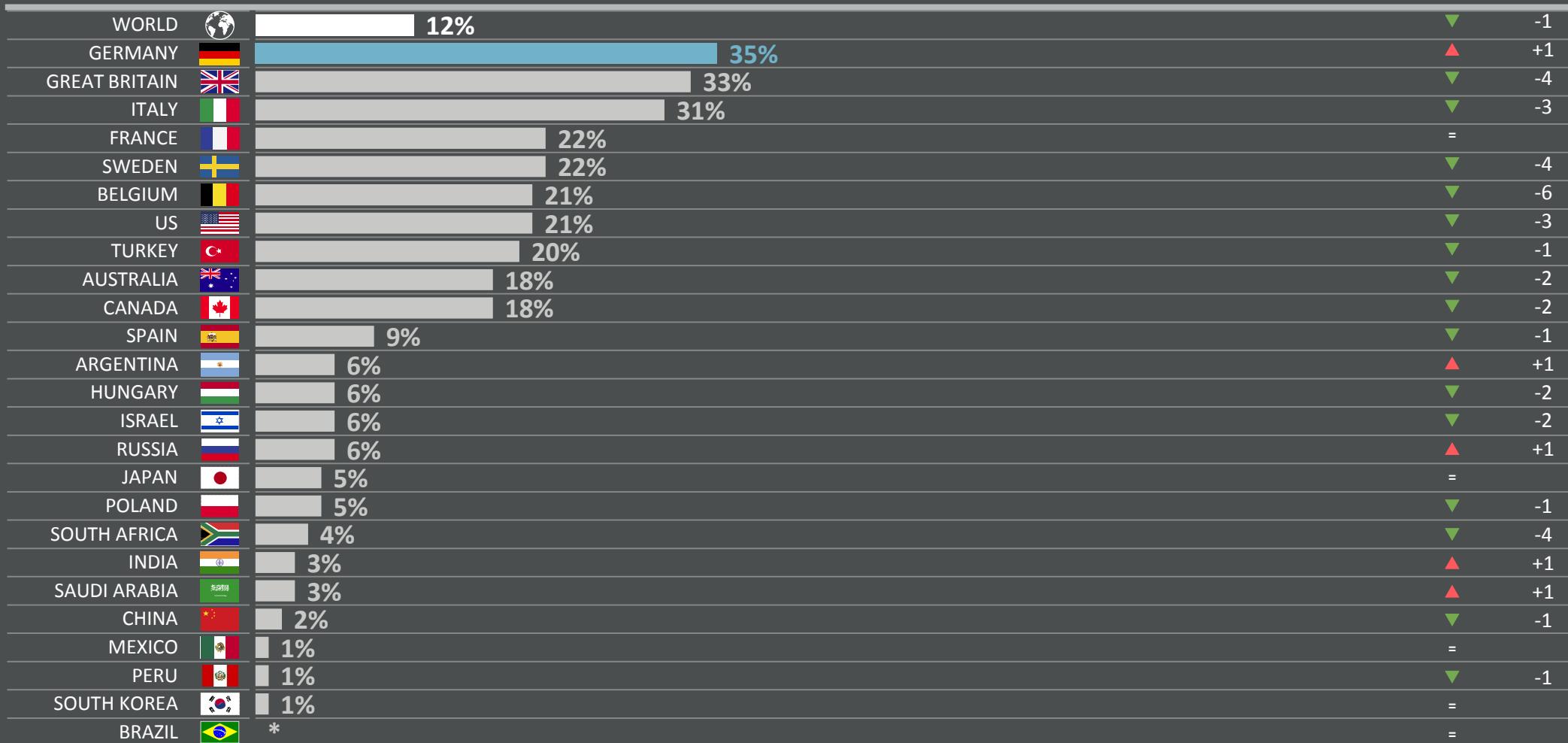
## 4 | IMMIGRATION CONTROL

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

% change compared with previous month:

(% worried in February 2017 in each country)

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

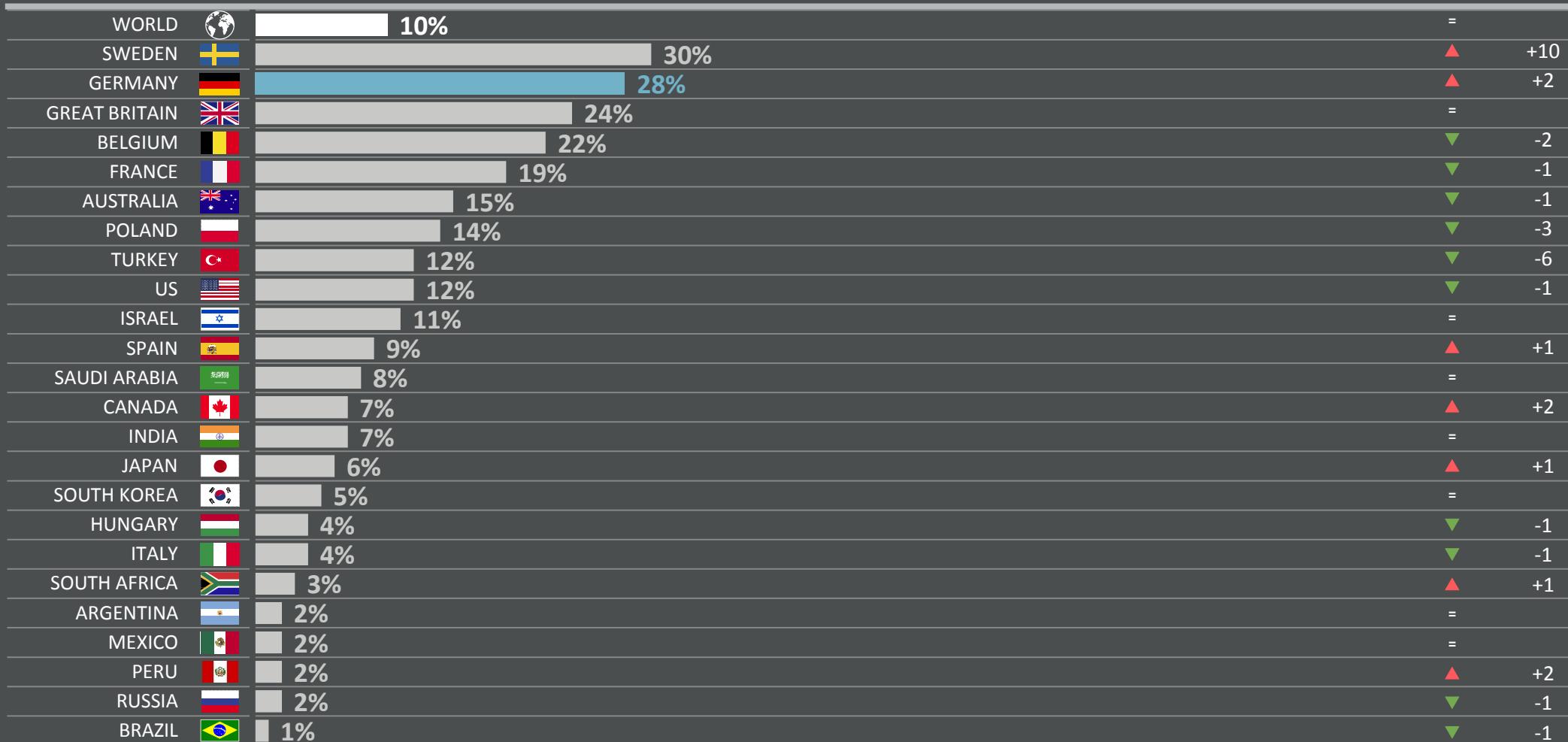
## 5 | RISE OF EXTREMISM

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

% change compared with previous month:

(% worried in February 2017 in each country

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor



# WORLD WORRIES COUNTRY COMPARISON

- Country comparison of all 17 concerns

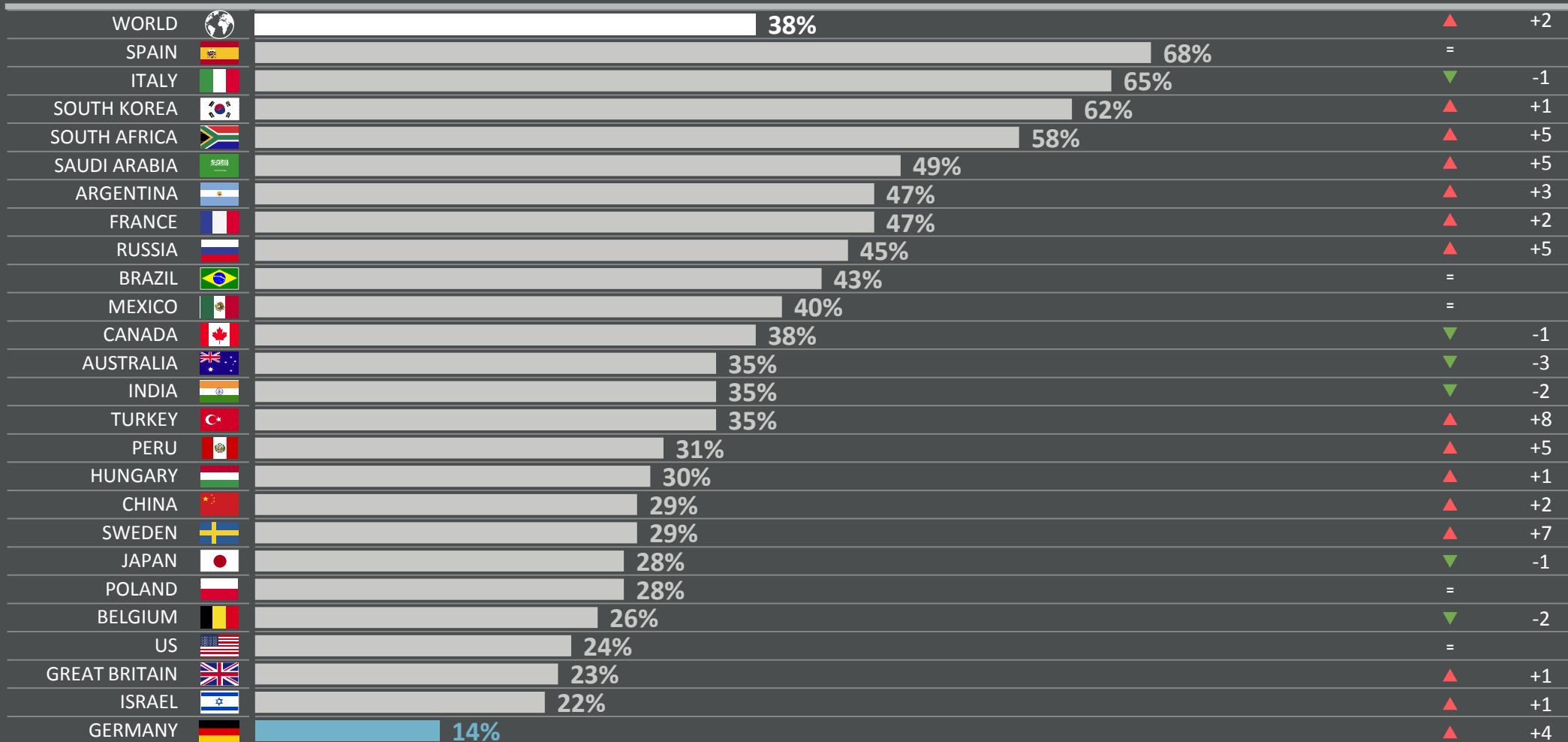
# 1 | UNEMPLOYMENT AND JOBS

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

% change compared with previous month:

(%) worried in February 2017 in each country

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

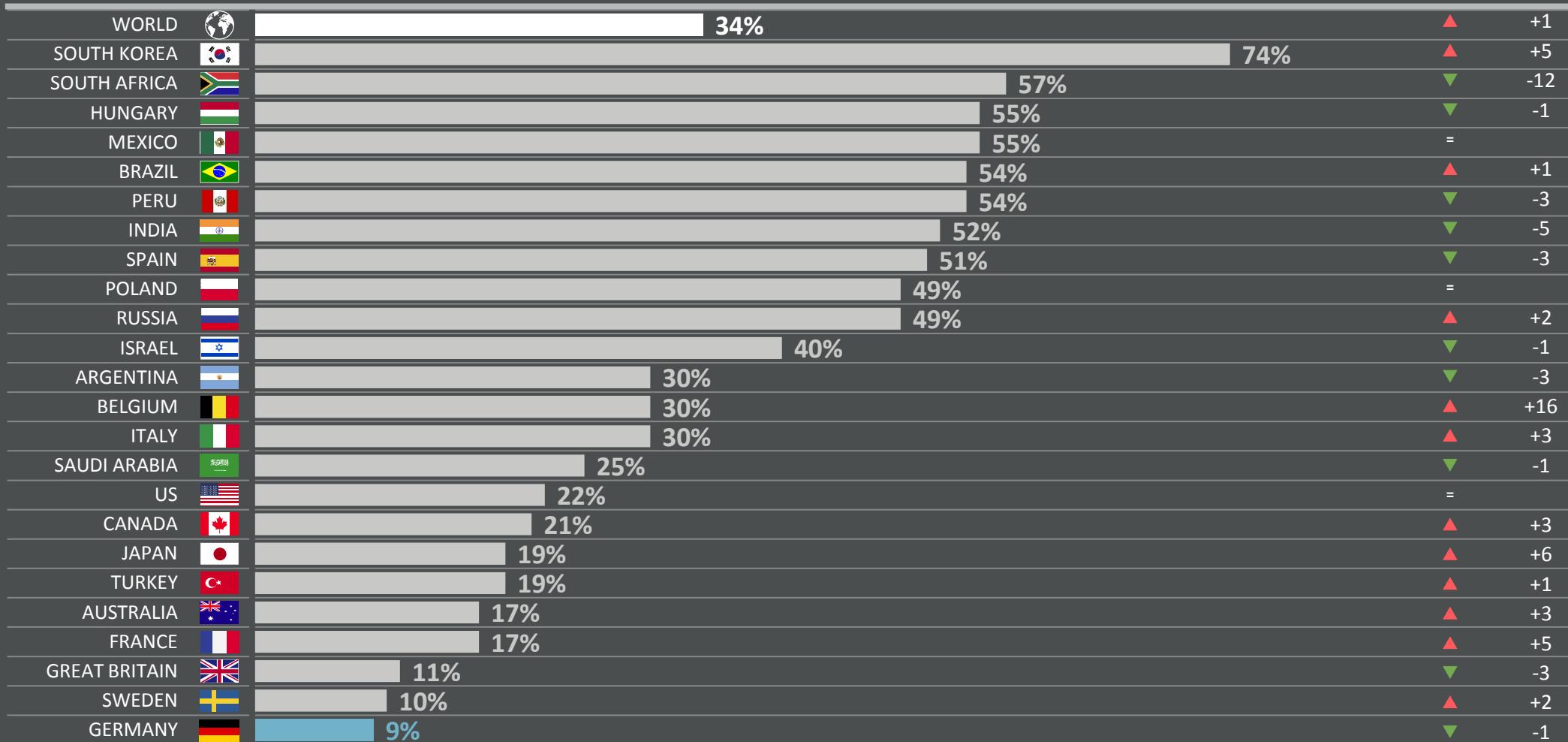
## 2 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared with previous month:

(%) worried in February 2017 in each country

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

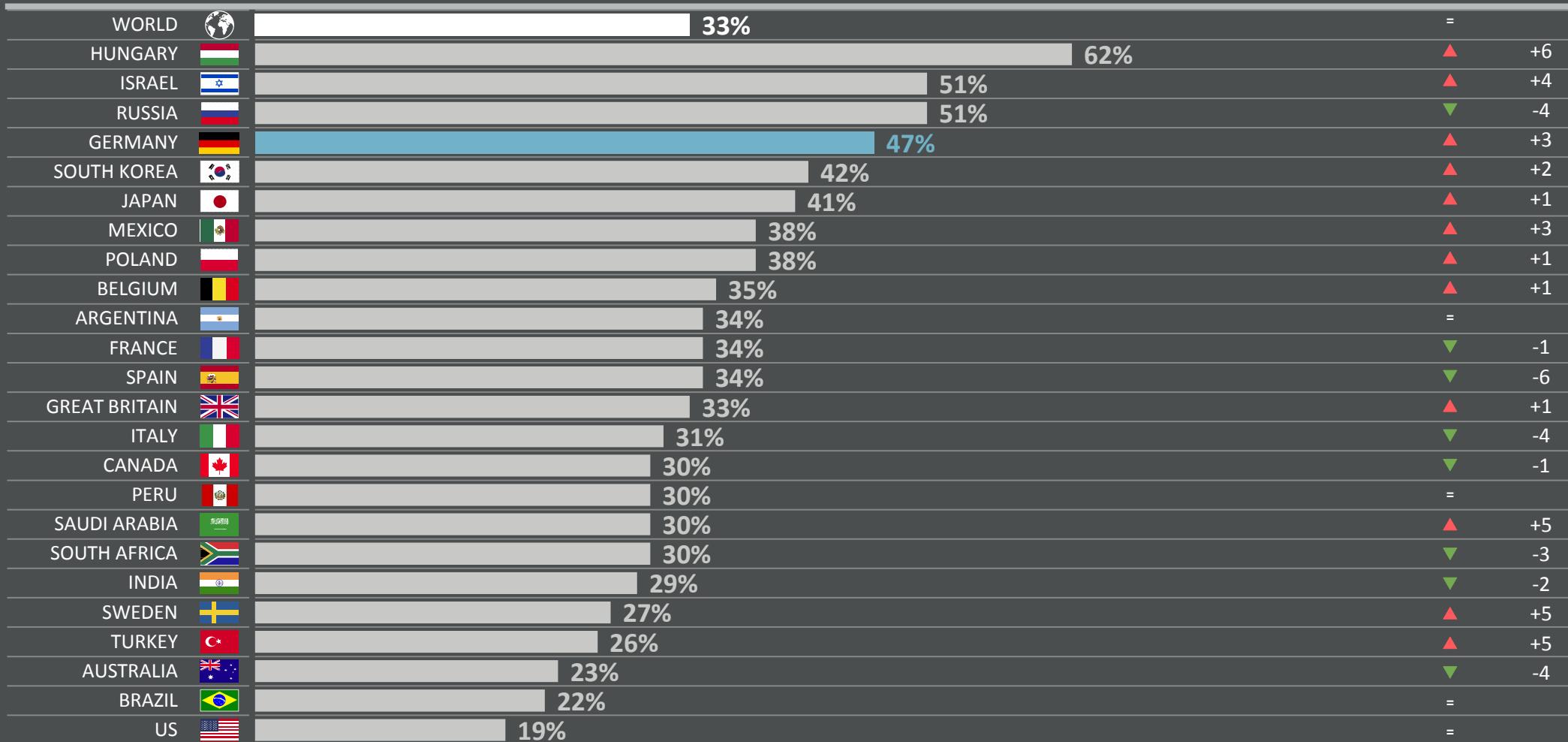
## 3 | POVERTY &amp; SOCIAL INEQUALITY

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

% change compared with previous month:

(%) worried in February 2017 in each country

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

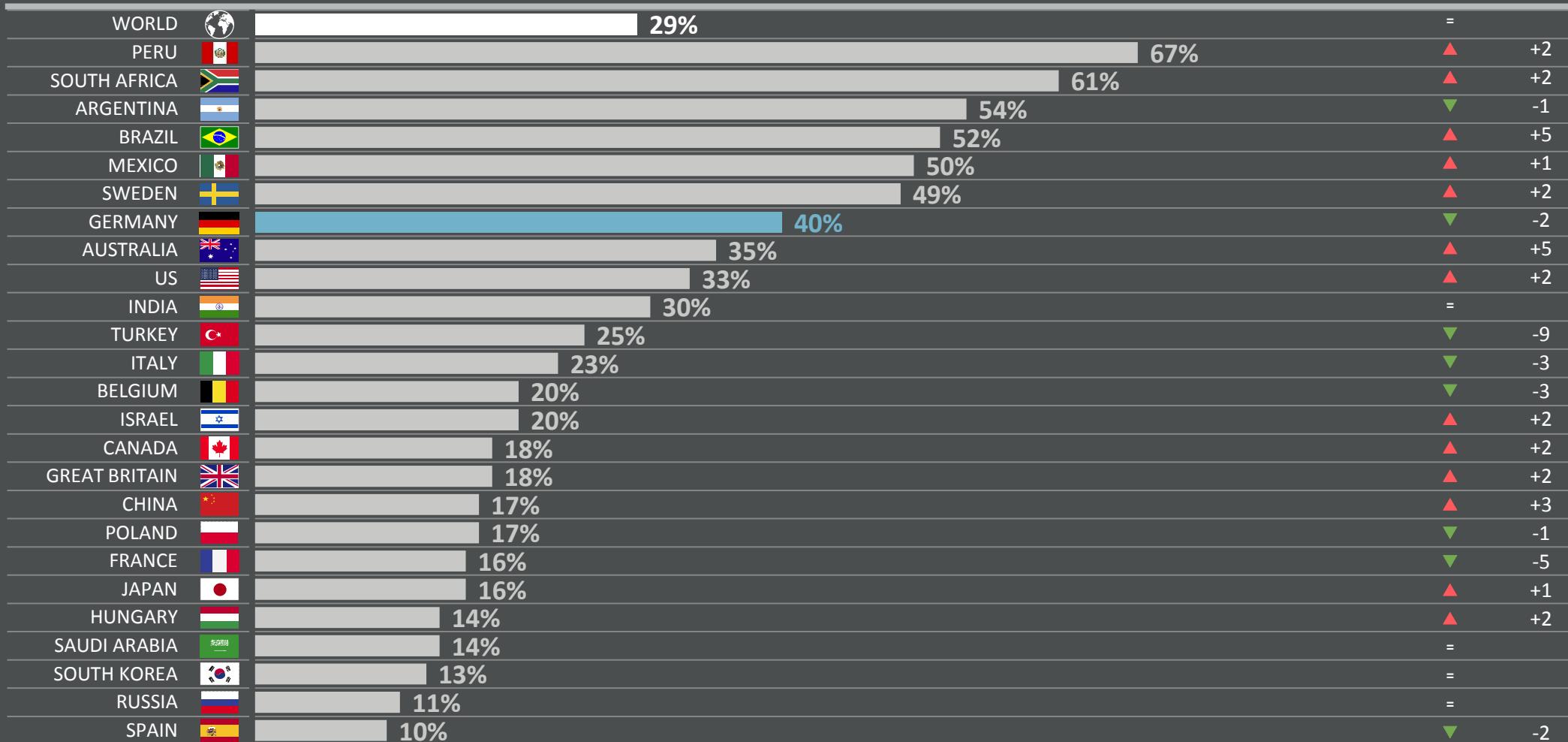
## 4 | CRIME &amp; VIOLENCE

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

% change compared with previous month:

(%) worried in February 2017 in each country

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

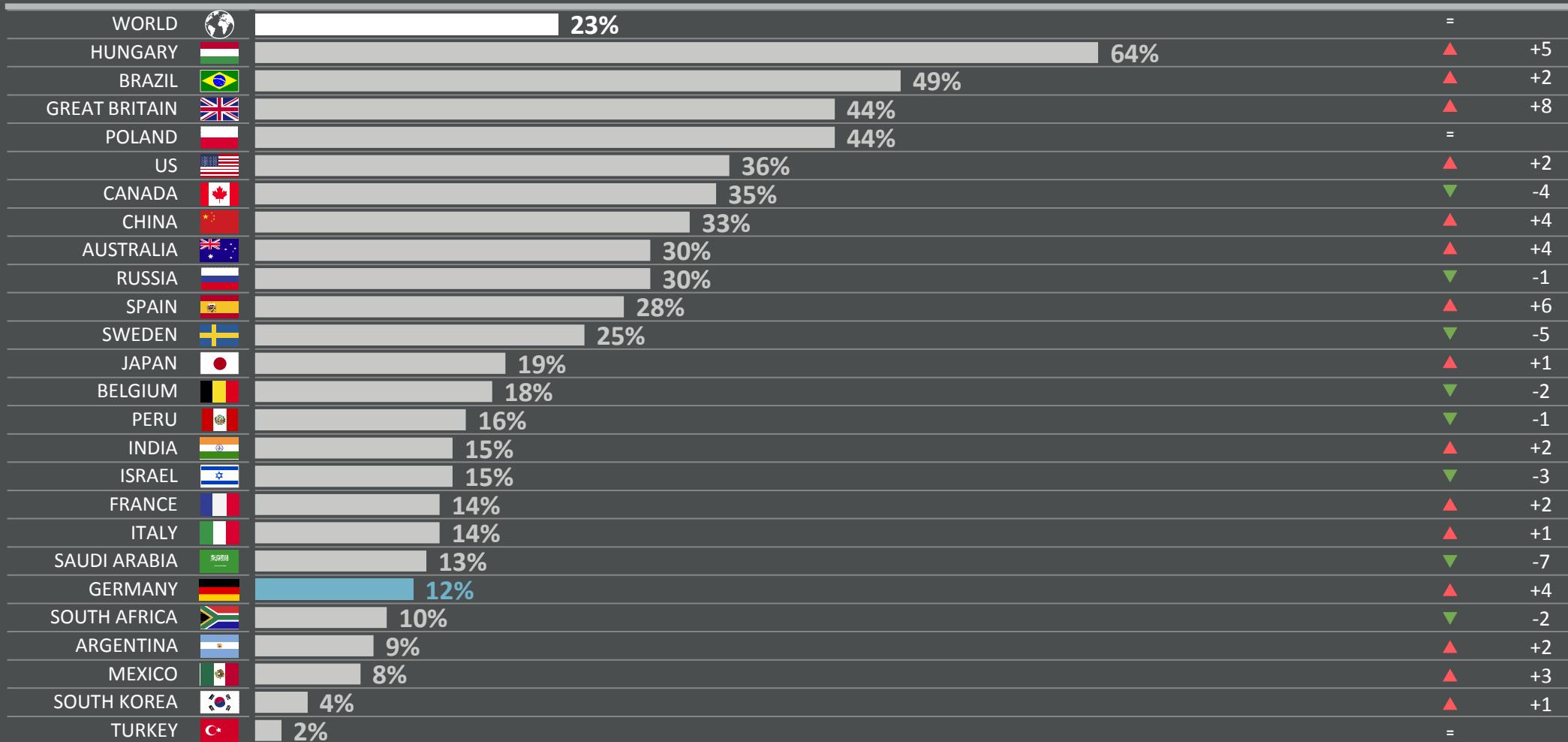
## 5 | HEALTHCARE

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

% change compared with previous month:

(%) worried in February 2017 in each country

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

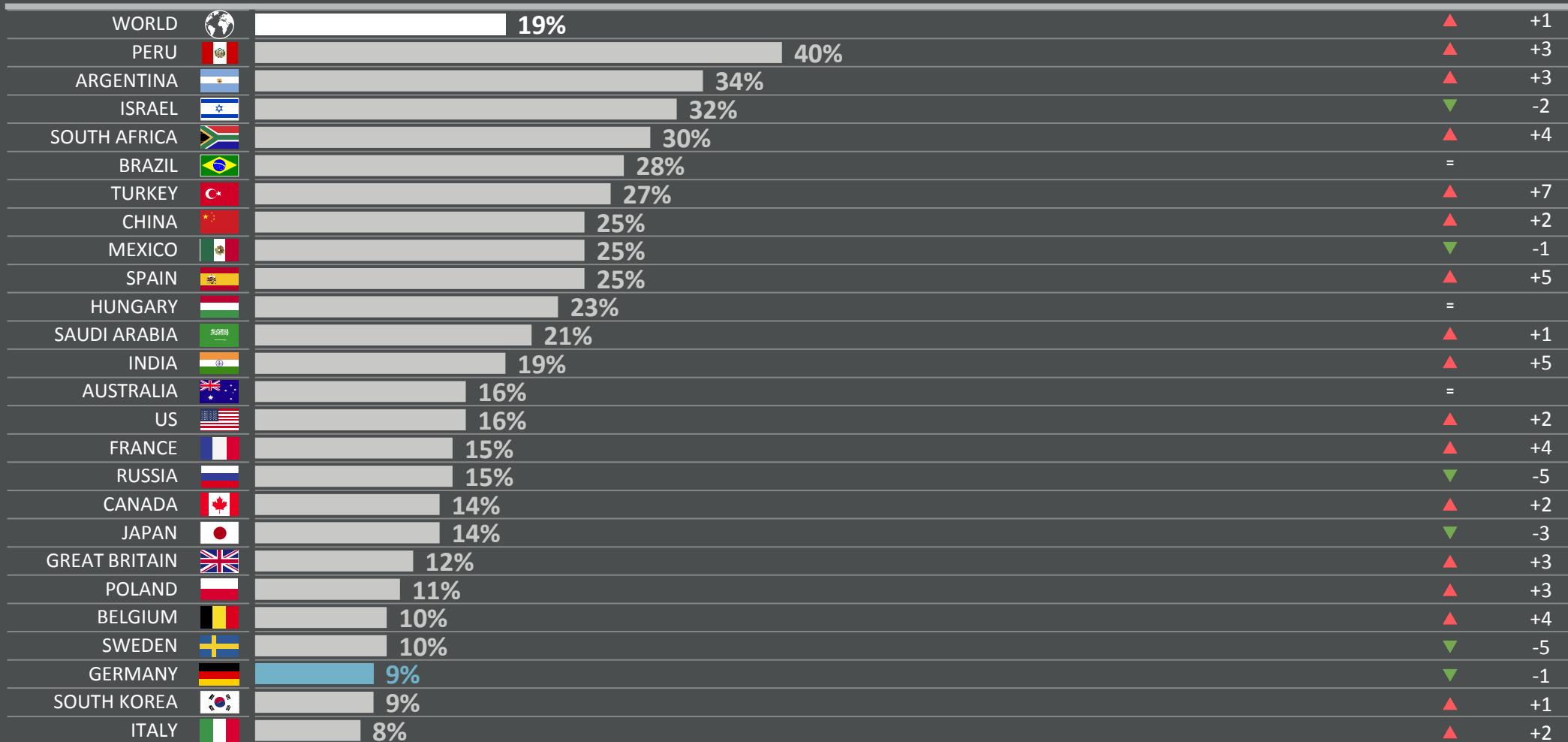
## 6 | EDUCATION

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

% change compared with previous month:

(%) worried in February 2017 in each country

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

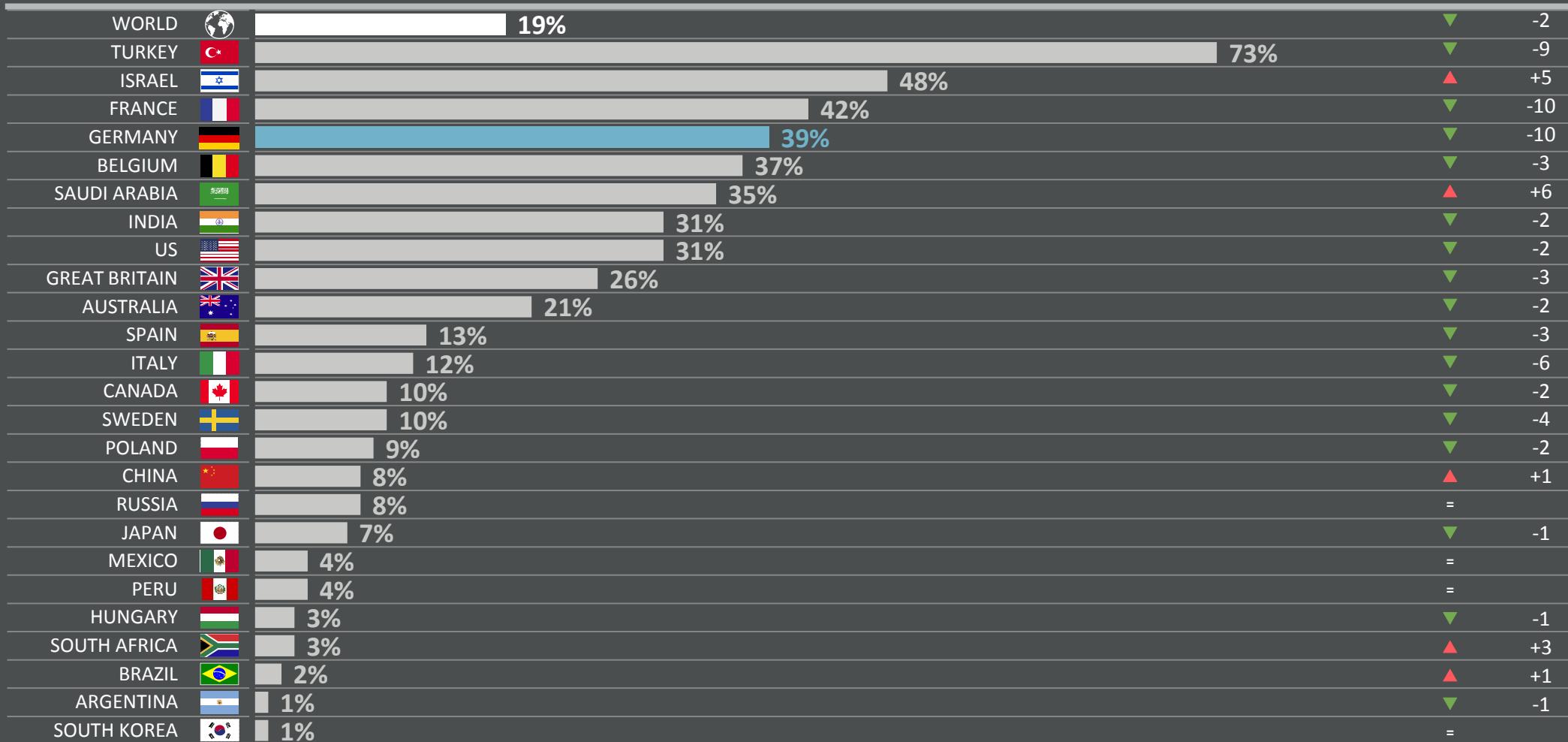
## 7 | TERRORISM

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

% change compared with previous month:

(%) worried in February 2017 in each country

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

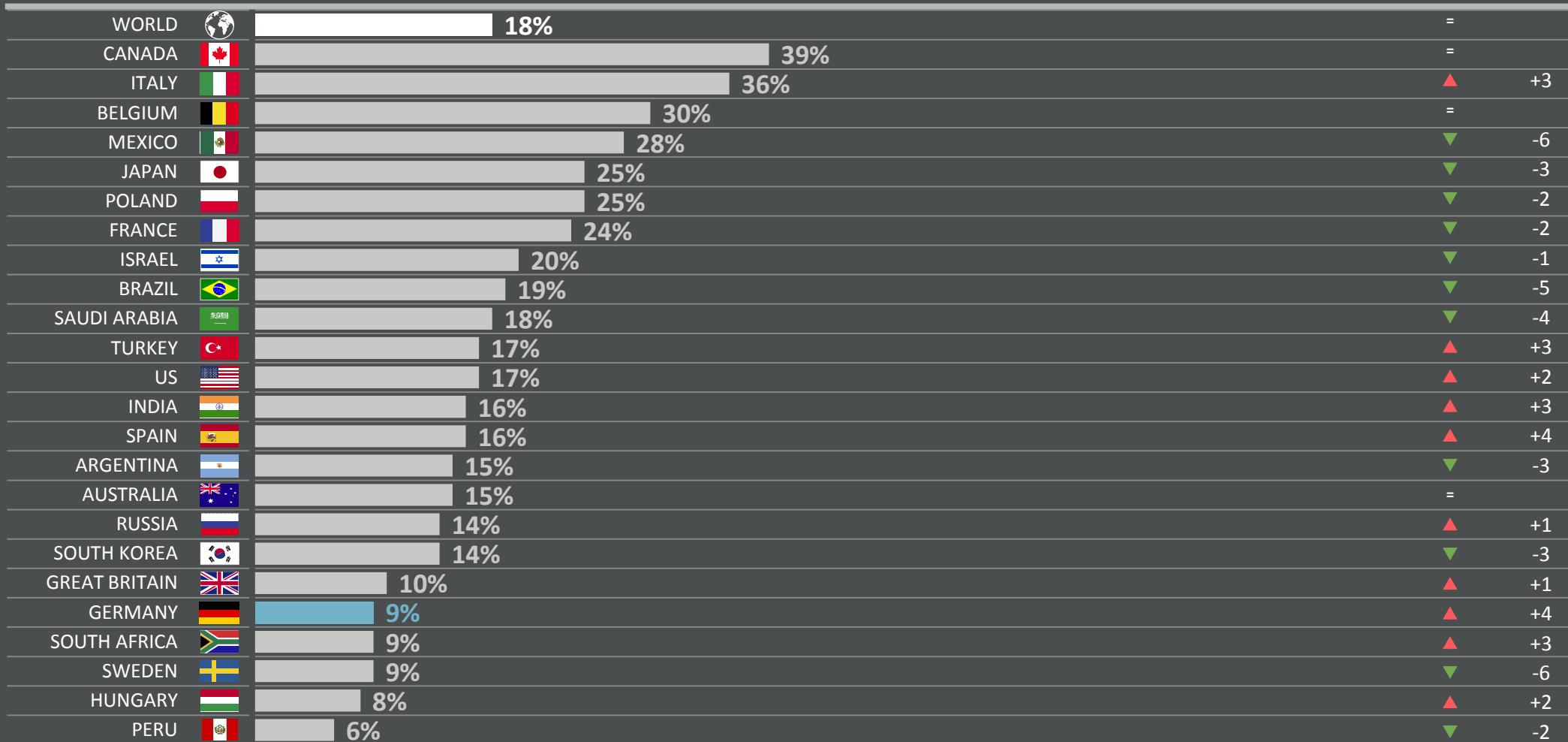
## 8 | TAXES

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

% change compared with previous month:

(% worried in February 2017 in each country)

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

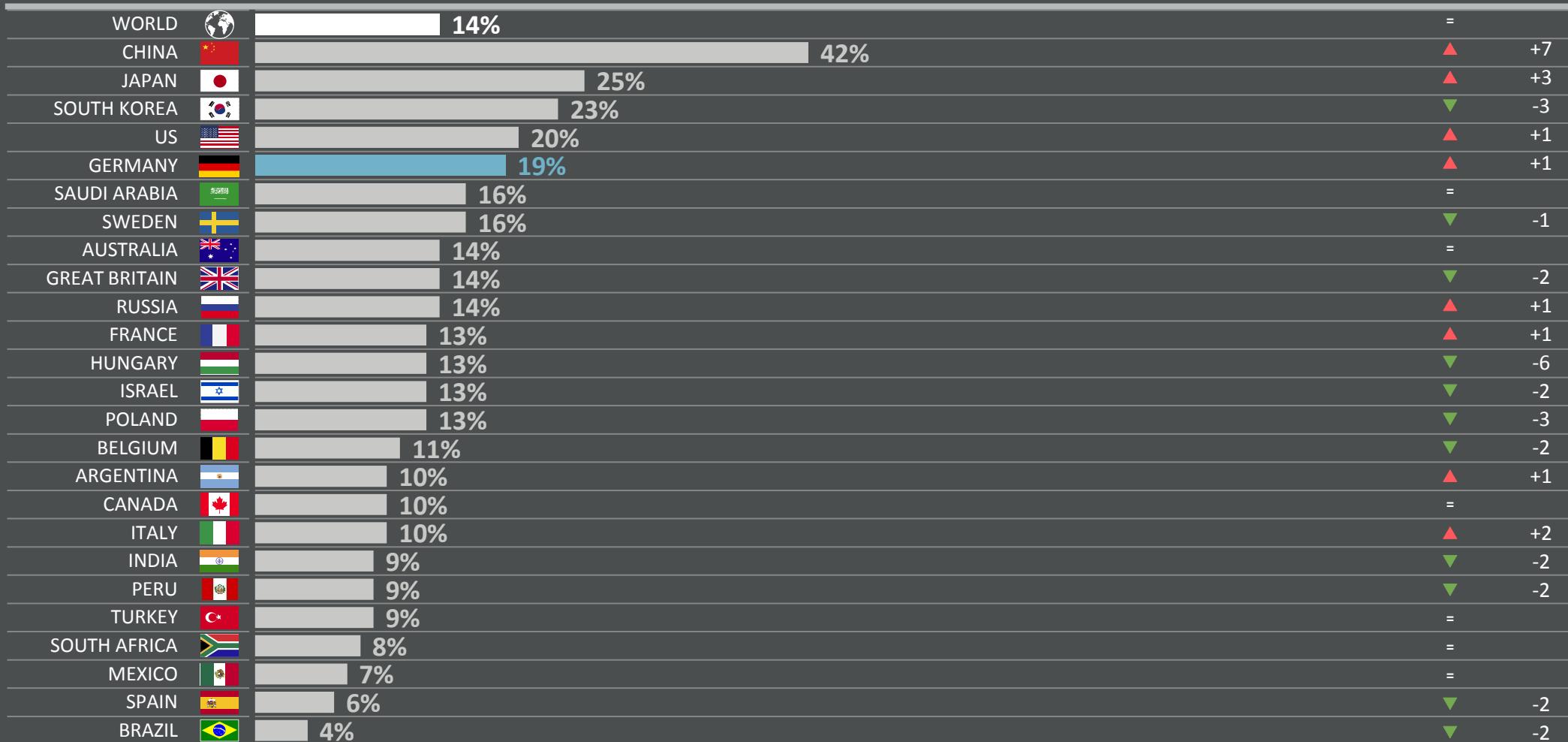
## 9 | MORAL DECLINE

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

% change compared with previous month:

(%) worried in February 2017 in each country

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

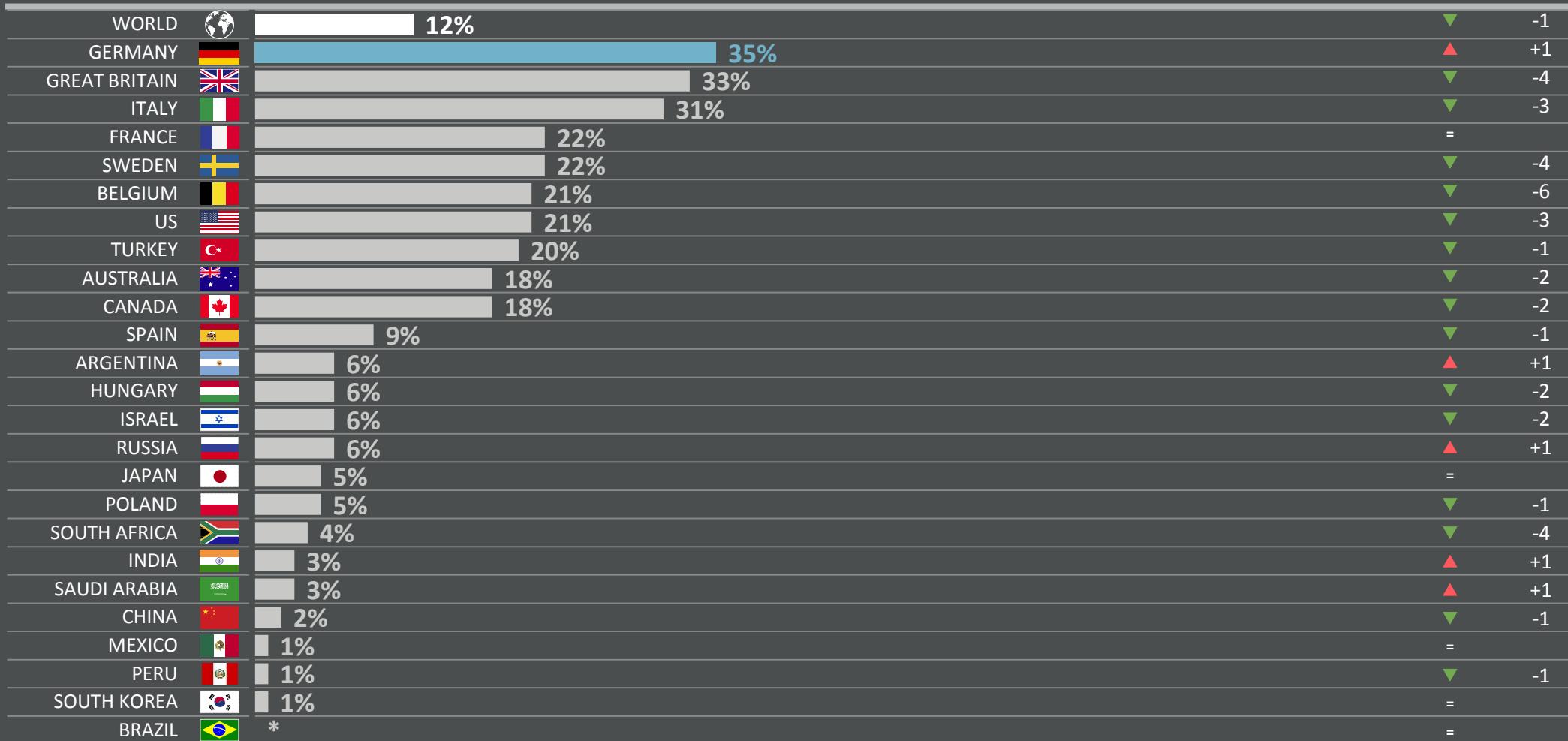
## 10 | IMMIGRATION CONTROL

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

% change compared with previous month:

(%) worried in February 2017 in each country

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

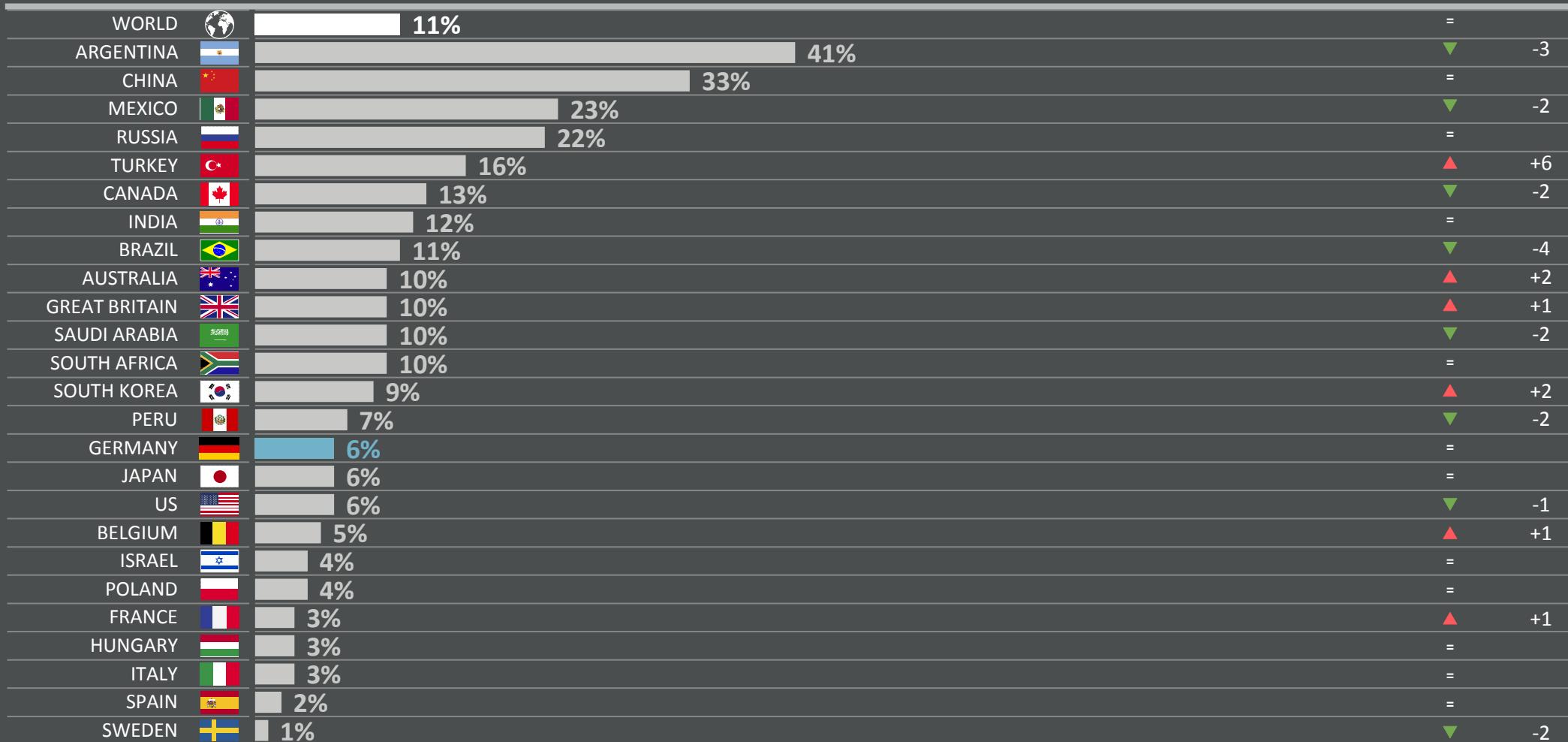
## 11 | INFLATION

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

% change compared with previous month:

(%) worried in February 2017 in each country

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

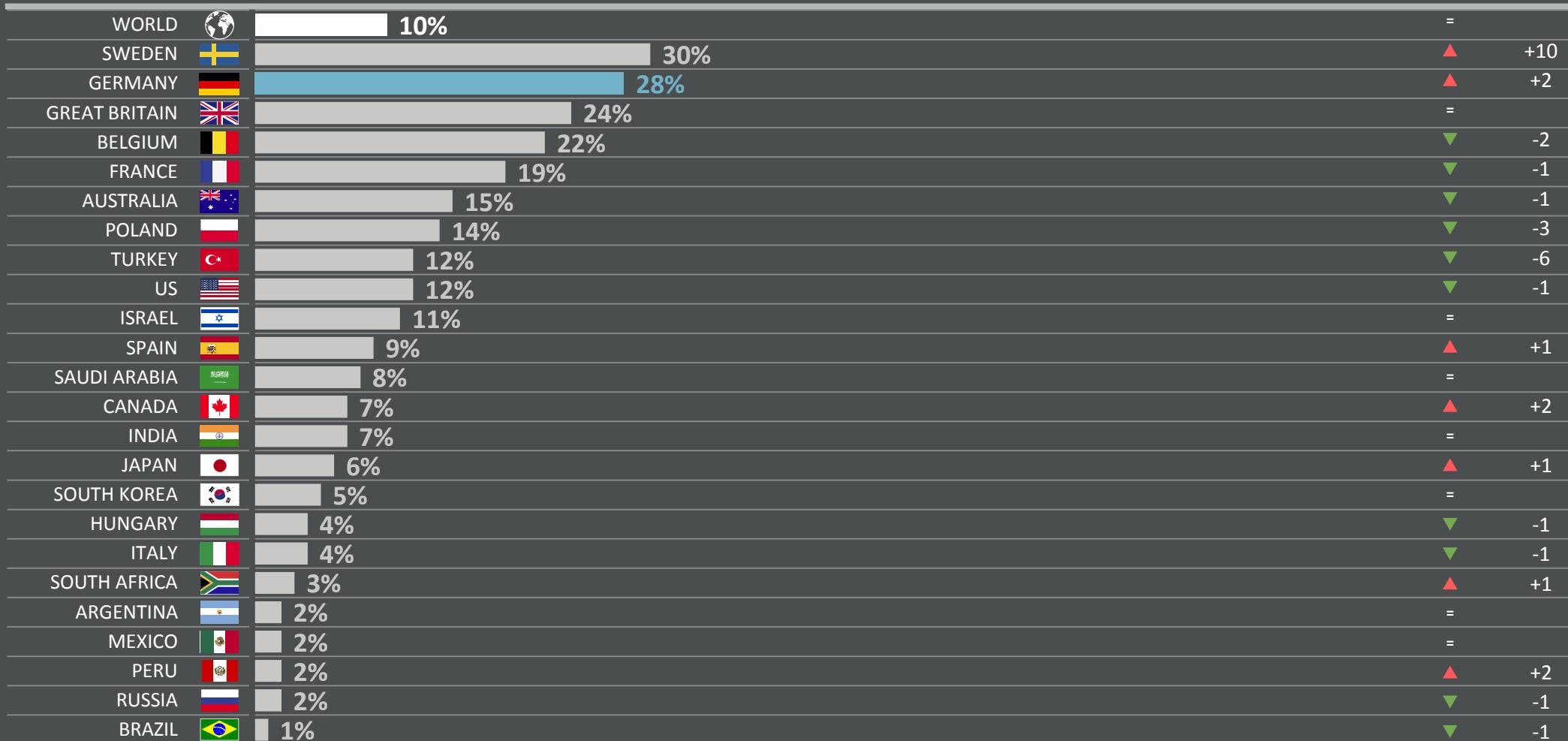
## 12 | RISE OF EXTREMISM

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

% change compared with previous month:

(%) worried in February 2017 in each country

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

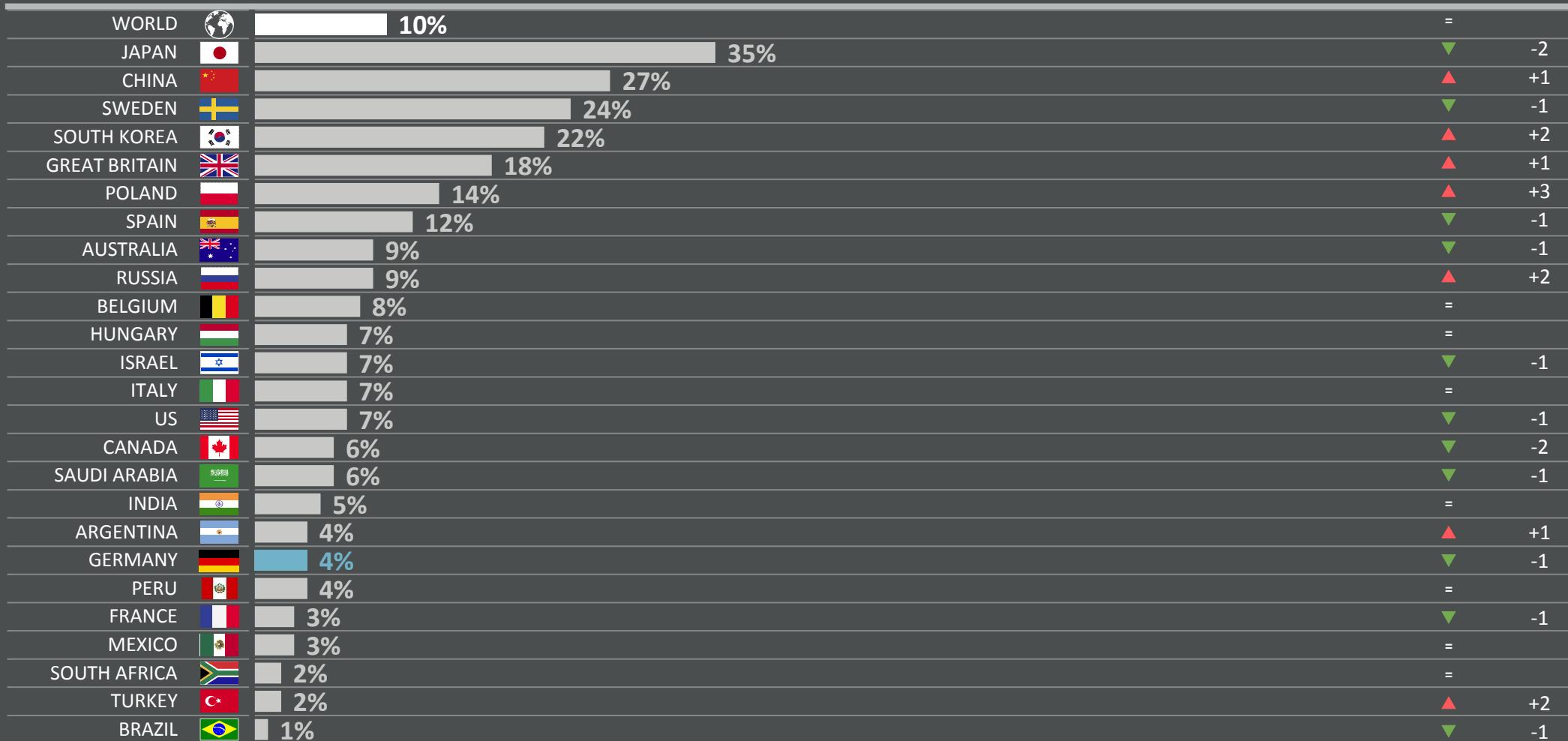
## 13 | MAINTAINING SOCIAL PROGRAMMES

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

% change compared with previous month:

(%) worried in February 2017 in each country

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

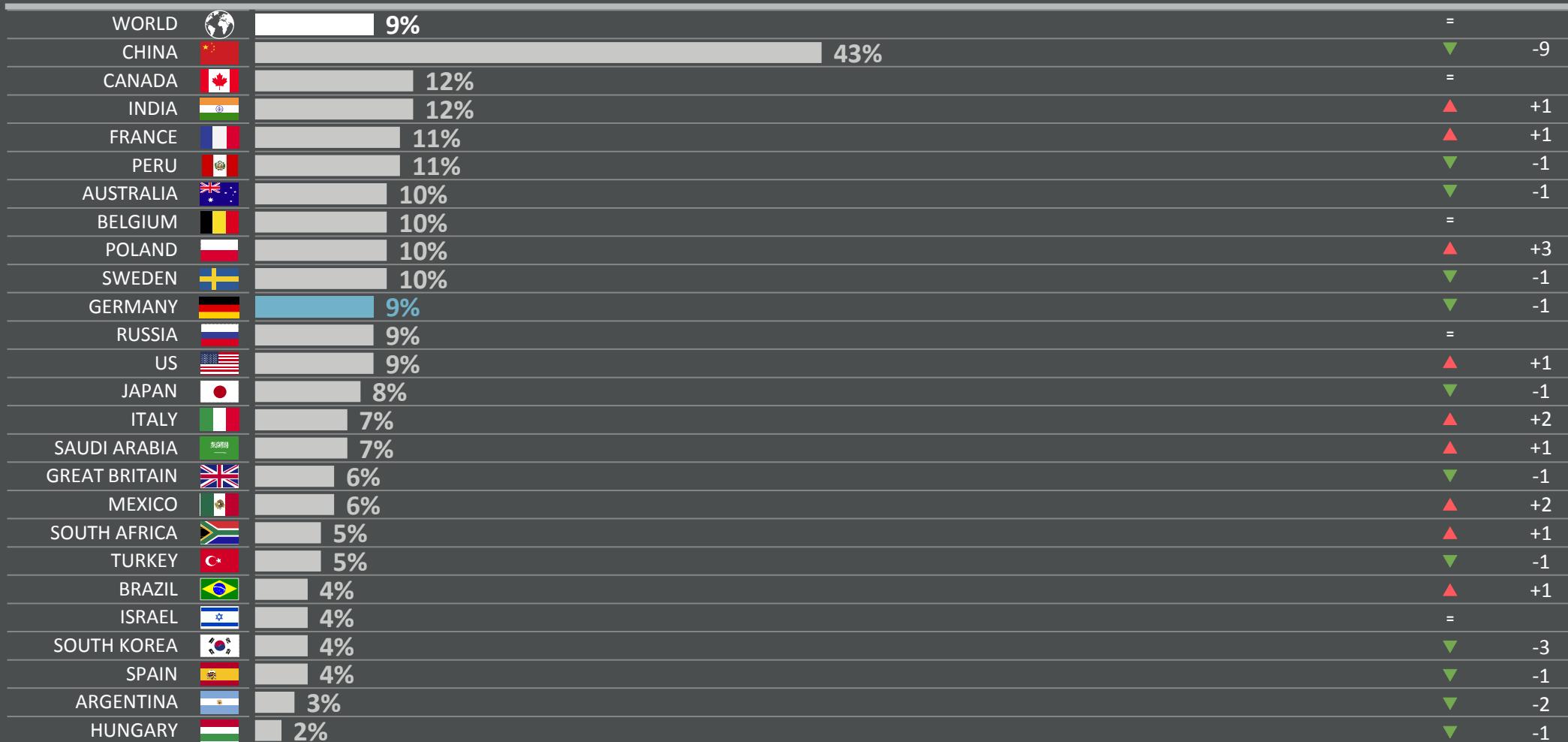
## 14 | THREATS AGAINST THE ENVIRONMENT

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

% change compared with previous month:

(% worried in February 2017 in each country

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

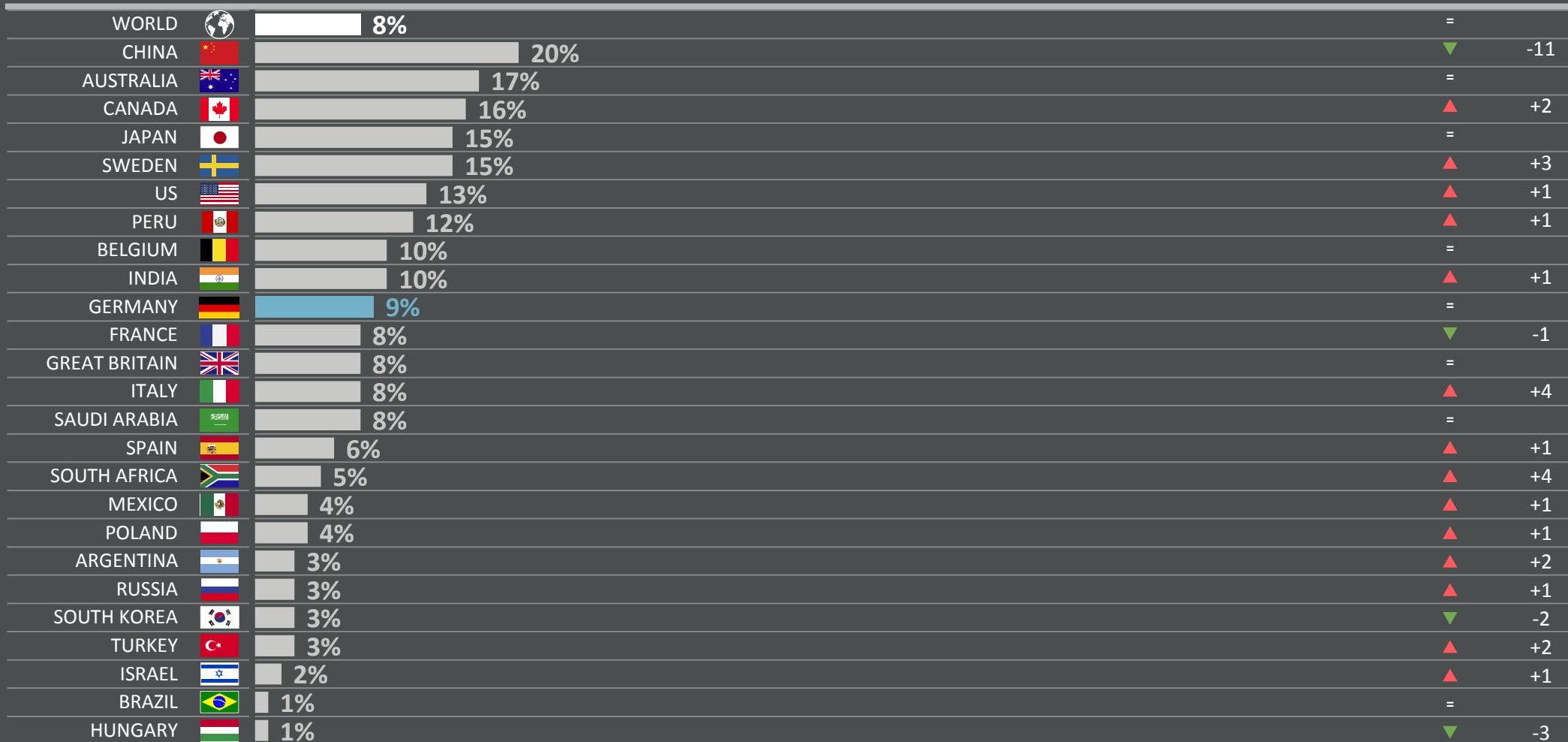
## 15 | CLIMATE CHANGE

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

% change compared with previous month:

(%) worried in February 2017 in each country

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

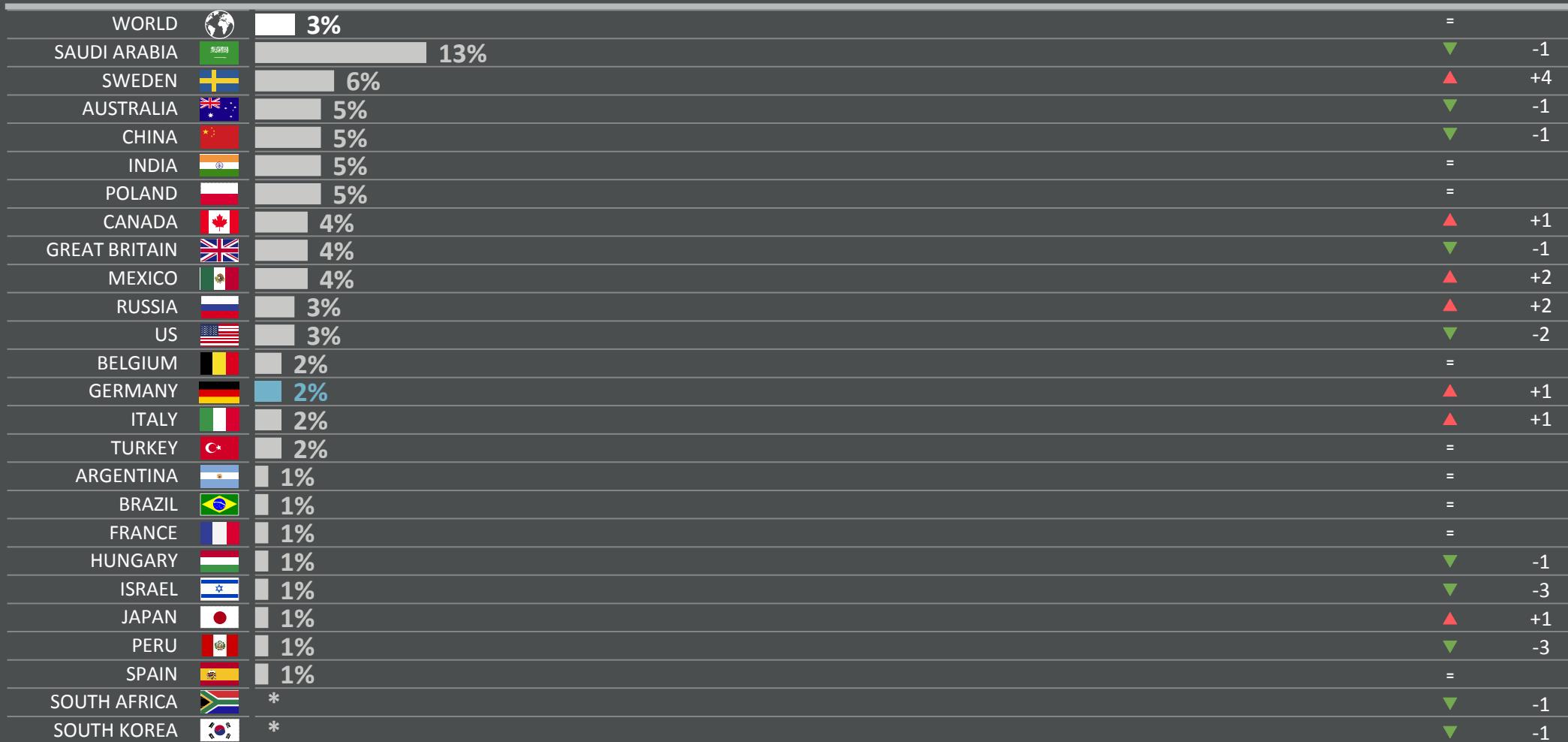
## 16 | CHILDHOOD OBESITY

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

% change compared with previous month:

(%) worried in February 2017 in each country

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

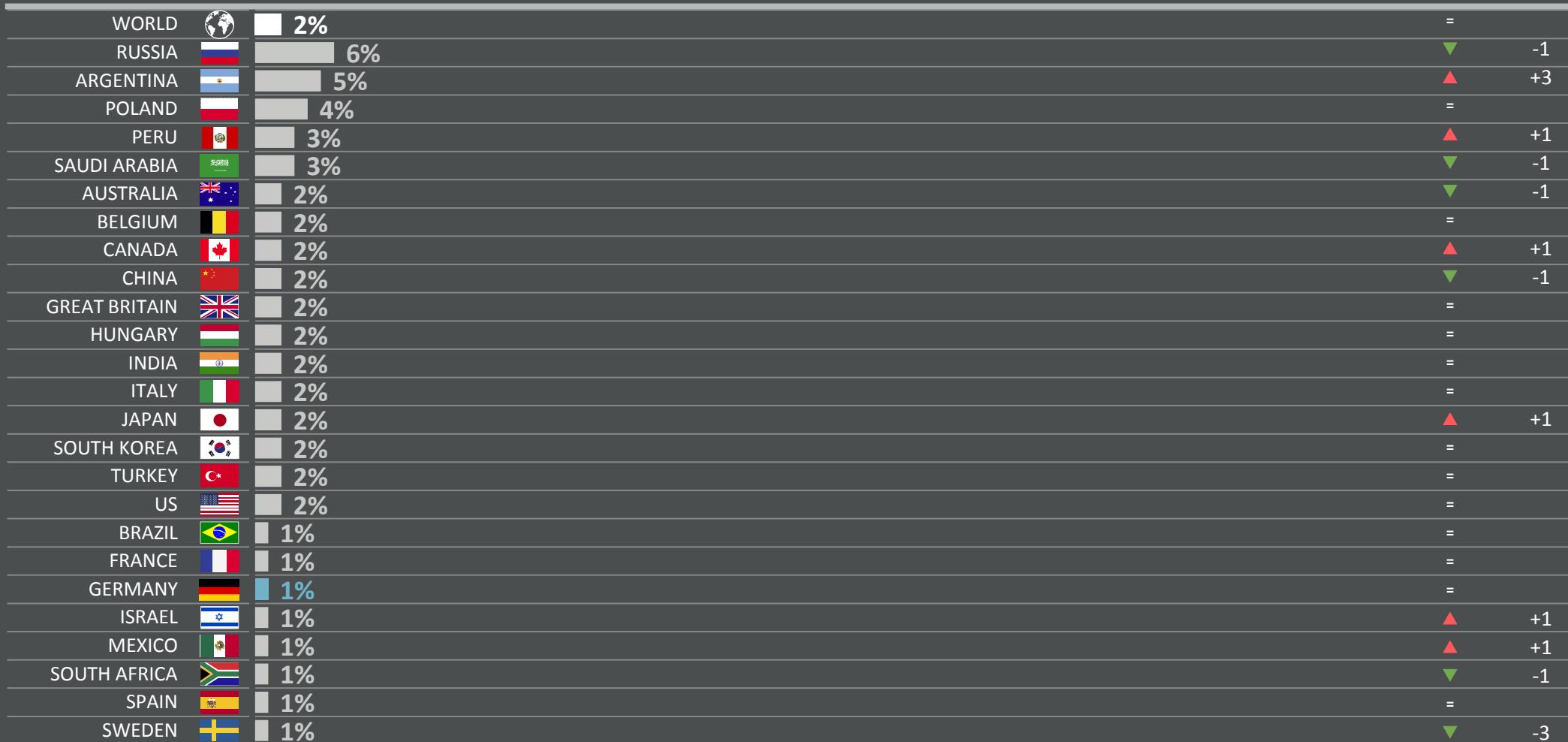
## 17 | ACCESS TO CREDIT

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

% change compared with previous month:

(%) worried in February 2017 in each country

Jan 2017



Base: Representative sample of adults aged 16-64 in 25 participating countries. February 2017: 18,029; January 2017: 18,570.

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 18,029 adults aged 18-64 in Canada, Israel and the US, and aged 16-64 in all other countries, were interviewed between January 20th and February 3rd 2017.

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.

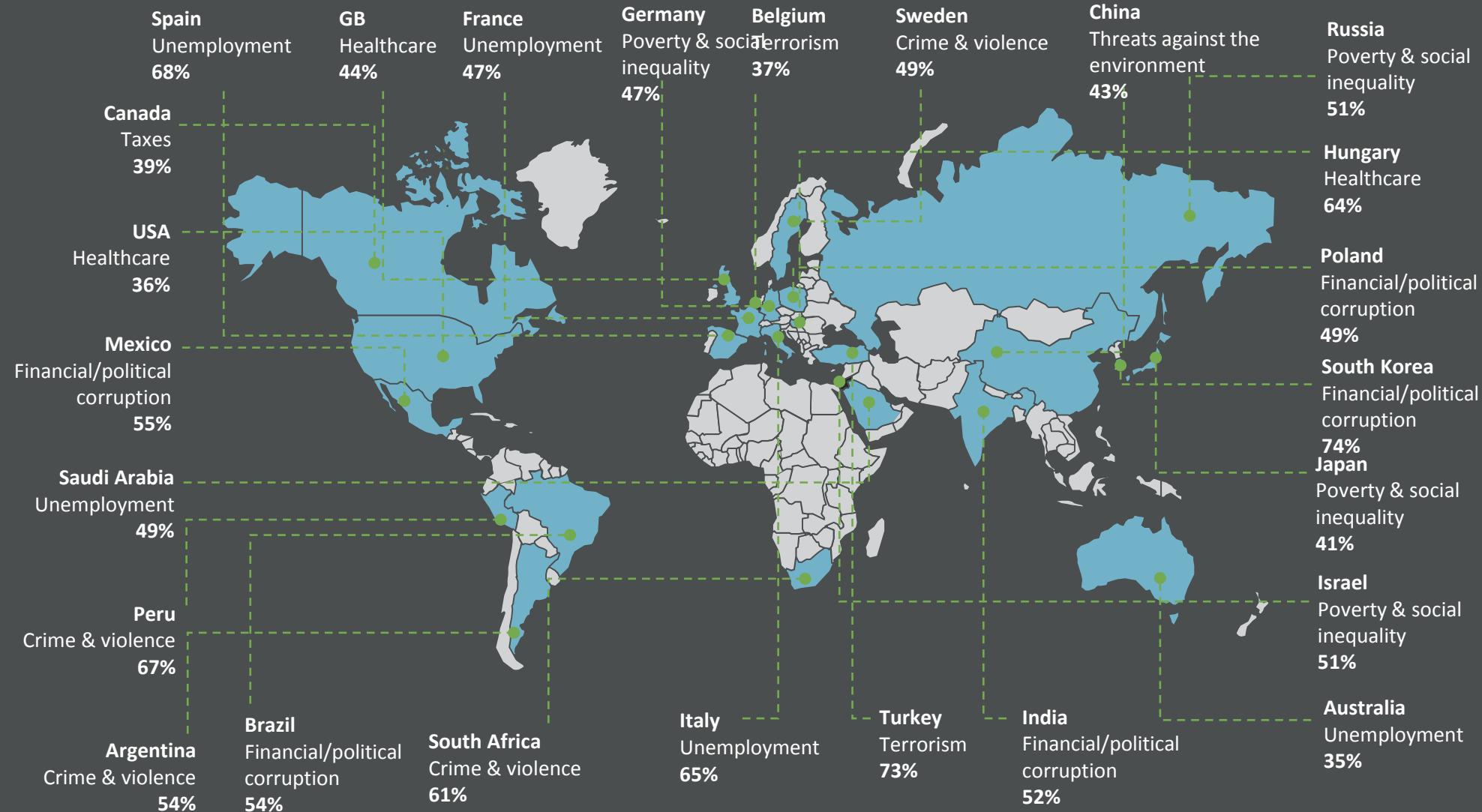
Brazil, China, India, Mexico, Russia, Saudi Arabia, South Africa and Turkey have lower levels of internet penetration and so these samples should not be considered nationally representative, and instead be considered to represent a more affluent, connected population. These are still a vital social group 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 18,029 adults aged 16-64 in 25 participating countries, January 20th - February 3rd 2017.  
 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%	47%	35%	26%	43%	38%	29%	47%	14%	23%	30%	35%	22%	65%	28%	40%	31%	28%	45%	49%	58%	62%	68%	29%	35%	24%
Financial/political corruption	34%	30%	17%	30%	54%	21%	.%	17%	9%	11%	55%	52%	40%	30%	19%	55%	54%	49%	49%	25%	57%	74%	51%	10%	19%	22%
Poverty and social inequality	33%	34%	23%	35%	22%	30%	.%	34%	47%	33%	62%	29%	51%	31%	41%	38%	30%	38%	51%	30%	30%	42%	34%	27%	26%	19%
Crime and violence	29%	54%	35%	20%	52%	18%	17%	16%	40%	18%	14%	30%	20%	23%	16%	50%	67%	17%	11%	14%	61%	13%	10%	49%	25%	33%
Healthcare	23%	9%	30%	18%	49%	35%	33%	14%	12%	44%	64%	15%	15%	14%	19%	8%	16%	44%	30%	13%	10%	4%	28%	25%	2%	36%
Education	19%	34%	16%	10%	28%	14%	25%	15%	9%	12%	23%	19%	32%	8%	14%	25%	40%	11%	15%	21%	30%	9%	25%	10%	27%	16%
Terrorism	19%	1%	21%	37%	2%	10%	8%	42%	39%	26%	3%	31%	48%	12%	7%	4%	4%	9%	8%	35%	3%	1%	13%	10%	73%	31%
Taxes	18%	15%	15%	30%	19%	39%	.%	24%	9%	10%	8%	16%	20%	36%	25%	28%	6%	25%	14%	18%	9%	14%	16%	9%	17%	17%
Moral decline	14%	10%	14%	11%	4%	10%	42%	13%	19%	14%	13%	9%	13%	10%	25%	7%	9%	13%	14%	16%	8%	23%	6%	16%	9%	20%
Immigration control	12%	6%	18%	21%	*%	18%	2%	22%	35%	33%	6%	3%	6%	31%	5%	1%	1%	5%	6%	3%	4%	1%	9%	22%	20%	21%
Inflation	11%	41%	10%	5%	11%	13%	33%	3%	6%	10%	3%	12%	4%	3%	6%	23%	7%	4%	22%	10%	10%	9%	2%	1%	16%	6%
Rise of extremism	10%	2%	15%	22%	1%	7%	.%	19%	28%	24%	4%	7%	11%	4%	6%	2%	2%	14%	2%	8%	3%	5%	9%	30%	12%	12%
Maintaining social programmes	10%	4%	9%	8%	1%	6%	27%	3%	4%	18%	7%	5%	7%	7%	35%	3%	4%	14%	9%	6%	2%	22%	12%	24%	2%	7%
Threats against the environment	9%	3%	10%	10%	4%	12%	43%	11%	9%	6%	2%	12%	4%	7%	8%	6%	11%	10%	9%	7%	5%	4%	4%	10%	5%	9%
Climate change	8%	3%	17%	10%	1%	16%	20%	8%	9%	8%	1%	10%	2%	8%	15%	4%	12%	4%	3%	8%	5%	3%	6%	15%	3%	13%
Childhood obesity	3%	1%	5%	2%	1%	4%	5%	1%	2%	4%	1%	5%	1%	2%	1%	4%	1%	5%	3%	13%	*%	*%	1%	6%	2%	3%
Access to credit	2%	5%	2%	2%	1%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	1%	3%	4%	6%	3%	1%	2%	1%	1%	2%	2%

Base: Representative sample of 18,029 adults aged 16-64 in 25 participating countries, January 20th - February 3rd 2017.

Source: Global Advisor

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## FOR MORE INFORMATION

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