

WHAT WORRIES THE



February 2017

GAME CHANGERS



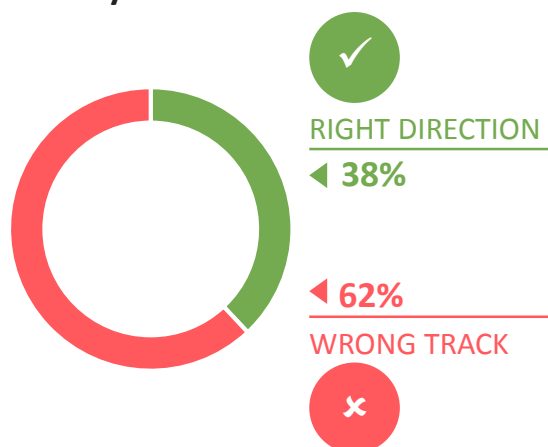
WORLD SUMMARY: FEBRUARY 2017

The majority (62%) of people around the world think things in their country are on the wrong track.

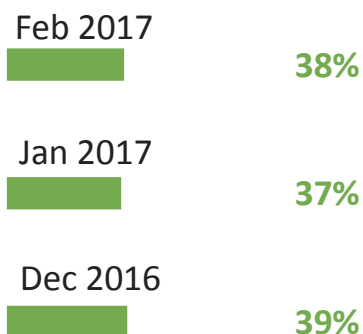
Unemployment currently occupies the top spot for global concern with 38% saying this.

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



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

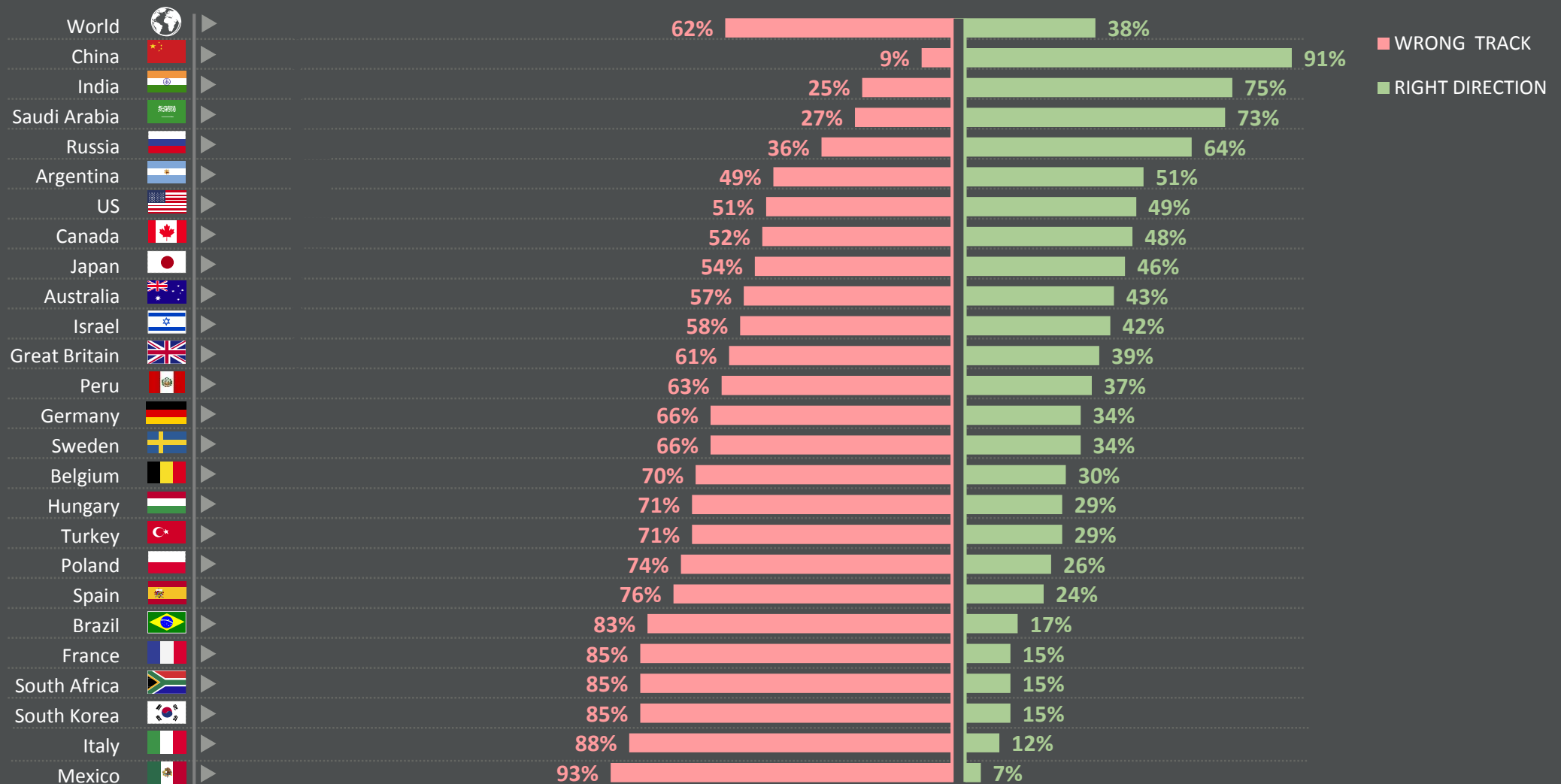
WRONG

TRACK

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

COUNTRY COMPARISON

RIGHT DIRECTION/WRONG TRACK

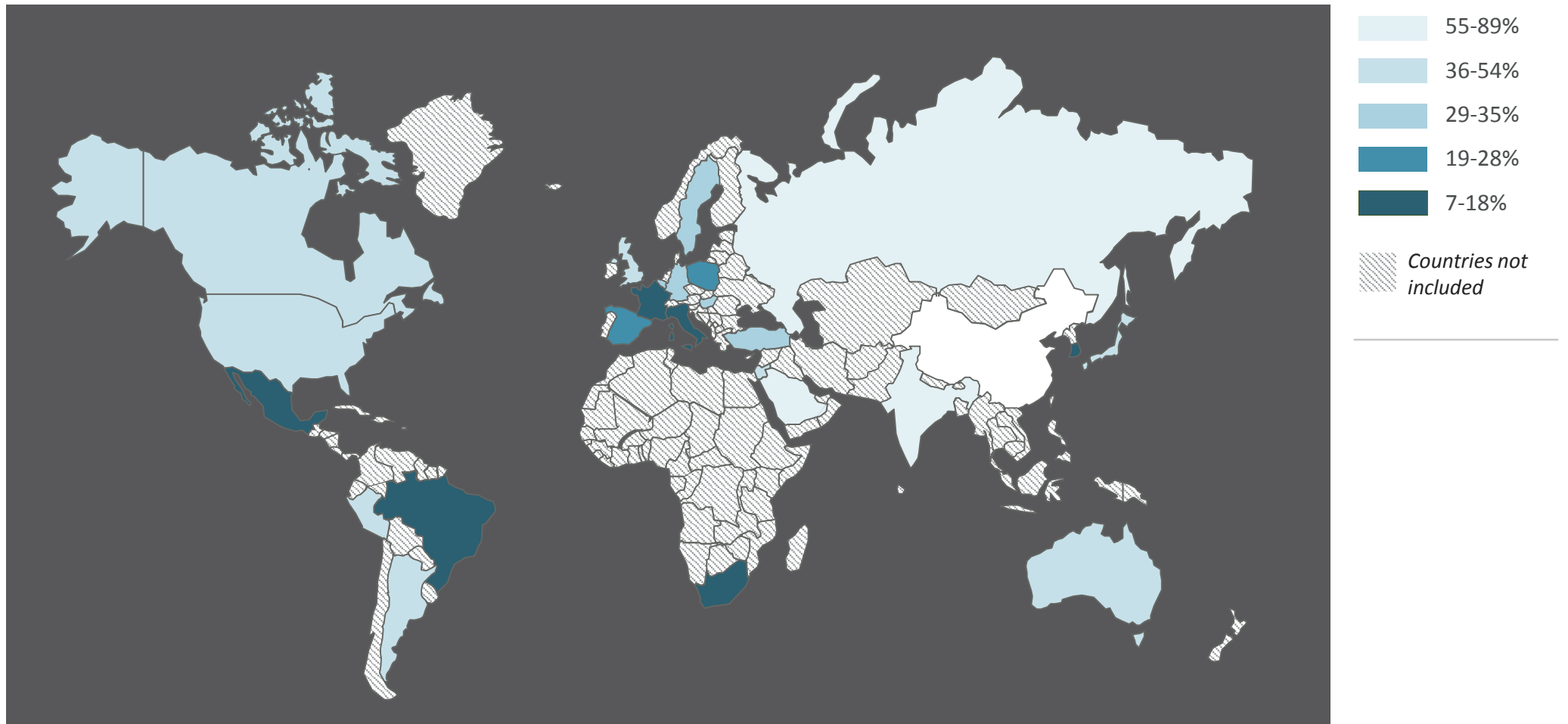


Base: Representative sample of 18,029 adults aged 16-64 in 25 participating countries, January 20th - February 3rd 2017.

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

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

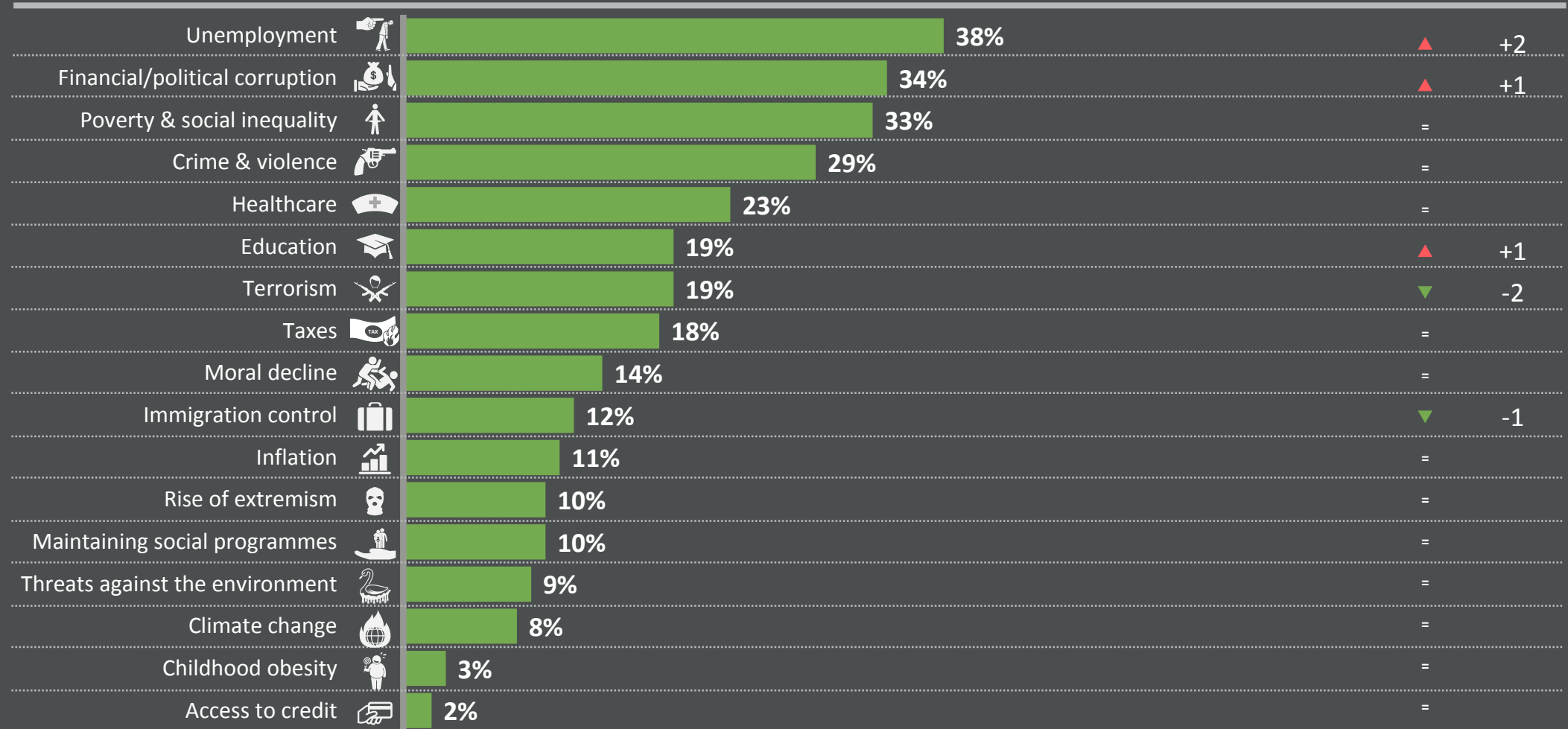
WORLD WORRIES

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

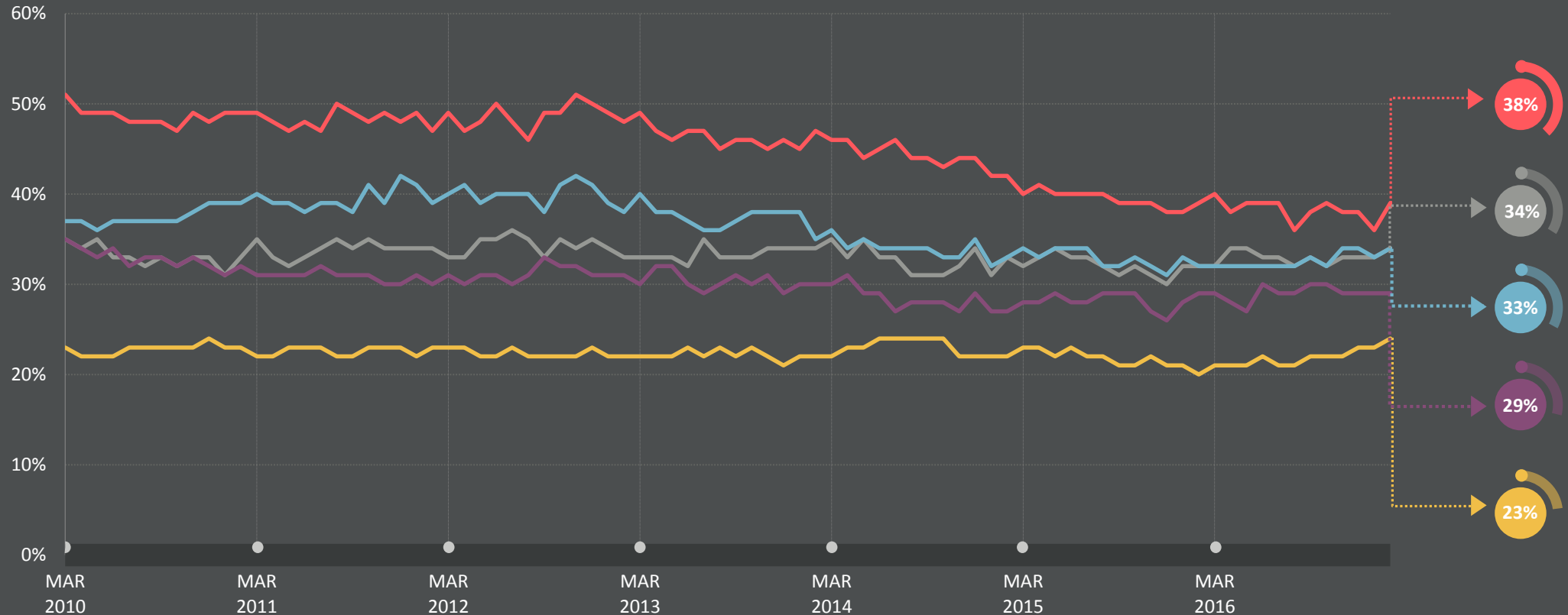


Base: Representative sample of adults aged 16-64. February 2017: 18,029; January 2017: 18,570.

Source: Global Advisor

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

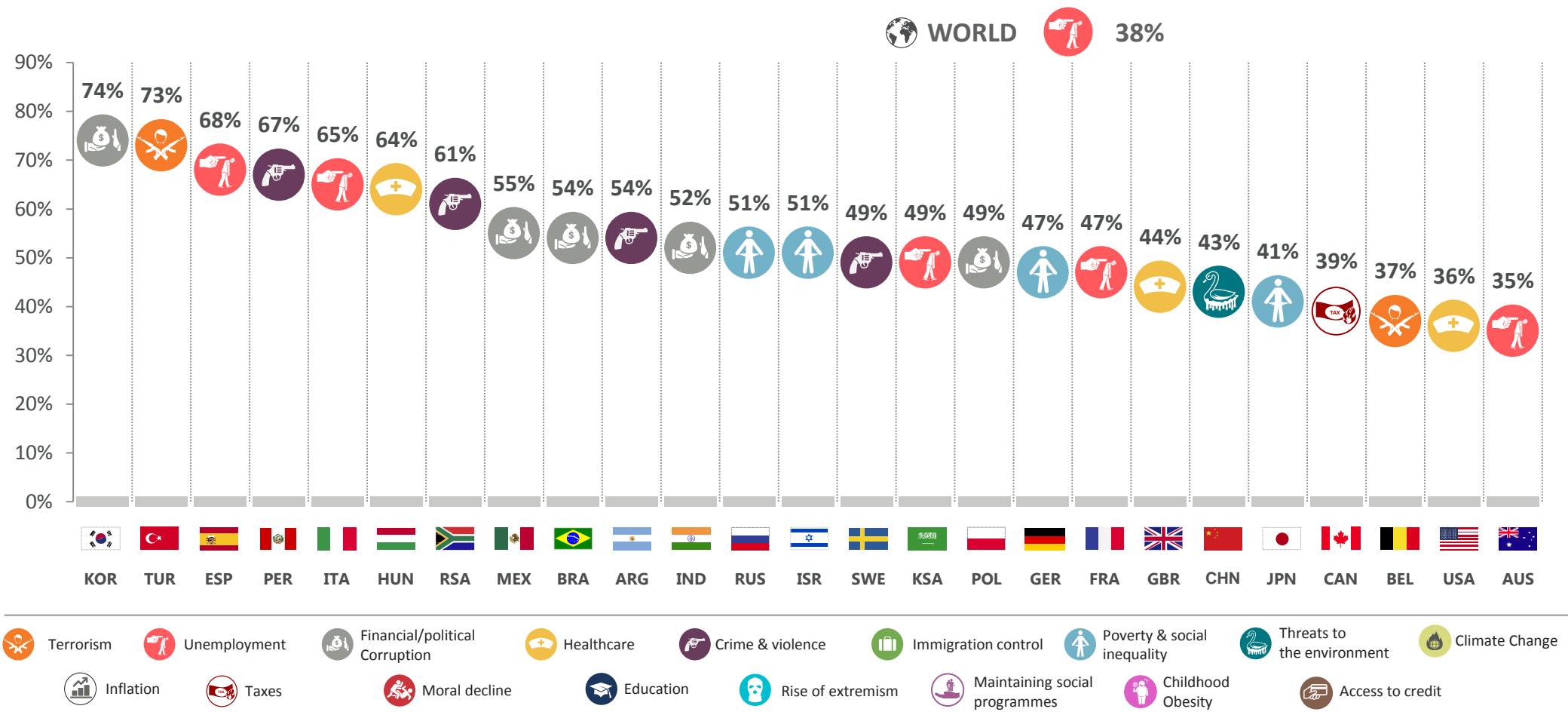
COMPARISON

- Top concern by country
- Top 3 concerns by country
- 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 February 2017 in each country



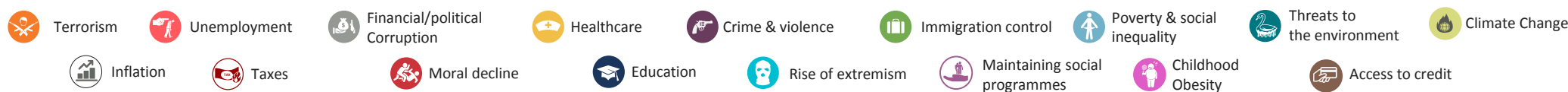
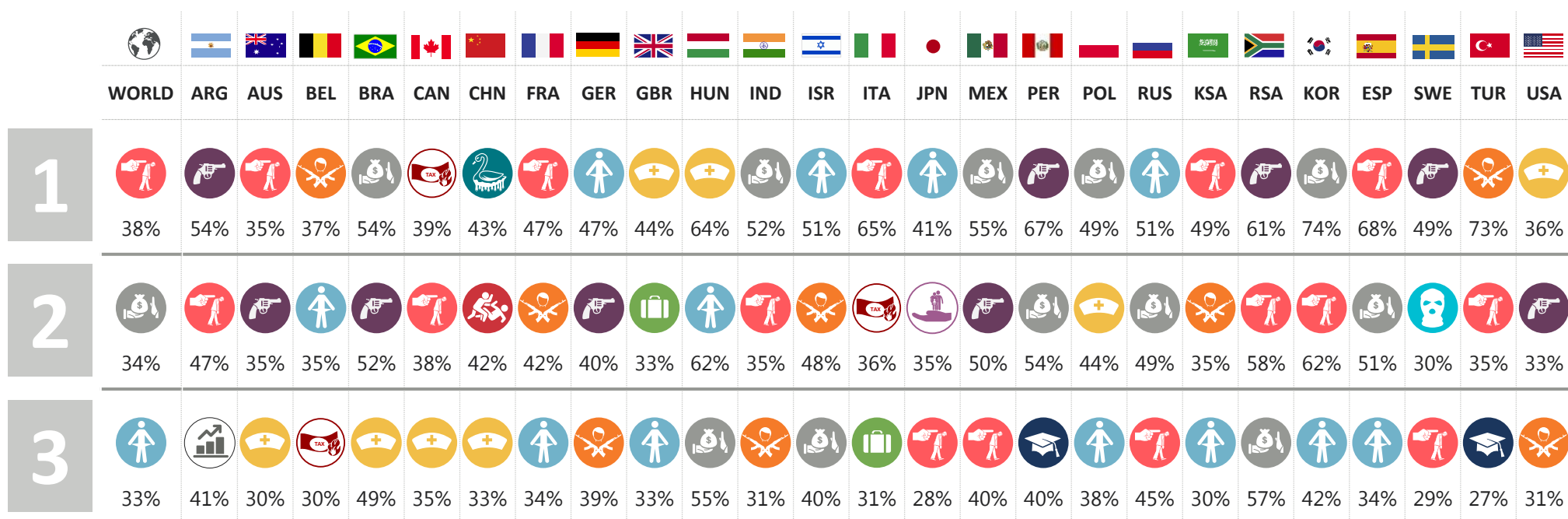
Base: Representative sample of 18,029 adults aged 16-64 in 25 participating countries, January 20th - February 3rd 2017.

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



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

WORLD		38%	▲	+2
SPAIN		68%	=	
ITALY		65%	▼	-1
SOUTH KOREA		62%	▲	+1
SOUTH AFRICA		58%	▲	+5
SAUDI ARABIA		49%	▲	+5
ARGENTINA		47%	▲	+3
FRANCE		47%	▲	+2
RUSSIA		45%	▲	+5
BRAZIL		43%	=	
MEXICO		40%	=	
CANADA		38%	▼	-1
AUSTRALIA		35%	▼	-3
INDIA		35%	▼	-2
TURKEY		35%	▲	+8
PERU		31%	▲	+5
HUNGARY		30%	▲	+1
CHINA		29%	▲	+2
SWEDEN		29%	▲	+7
JAPAN		28%	▼	-1
POLAND		28%	=	
BELGIUM		26%	▼	-2
US		24%	=	
GREAT BRITAIN		23%	▲	+1
ISRAEL		22%	▲	+1
GERMANY		14%	▲	+4

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

Source: Global Advisor

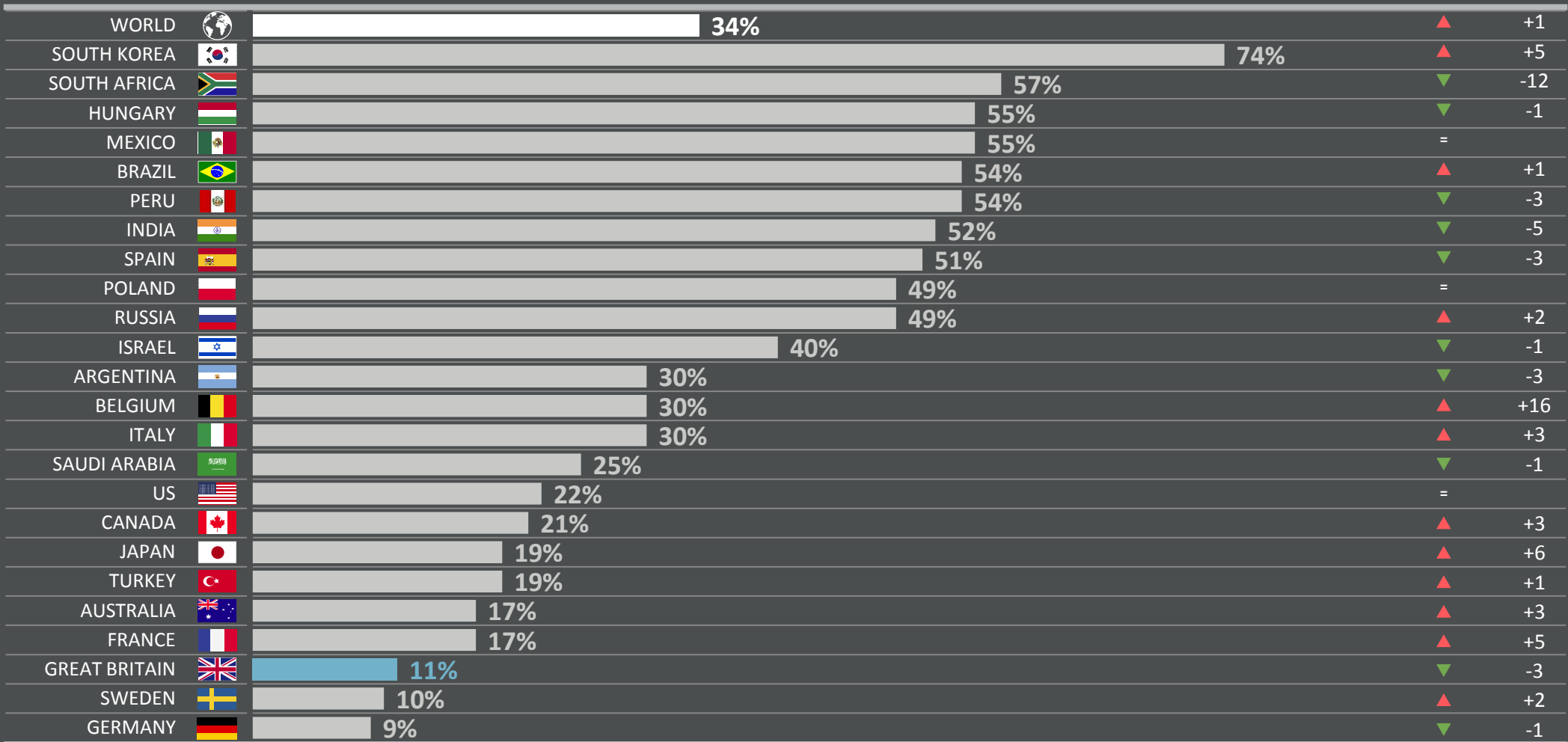
2 | FINANCIAL/POLITICAL CORRUPTION

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 & 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

WORLD		33%	=	
HUNGARY		62%	▲	+6
ISRAEL		51%	▲	+4
RUSSIA		51%	▼	-4
GERMANY		47%	▲	+3
SOUTH KOREA		42%	▲	+2
JAPAN		41%	▲	+1
MEXICO		38%	▲	+3
POLAND		38%	▲	+1
BELGIUM		35%	▲	+1
ARGENTINA		34%	=	
FRANCE		34%	▼	-1
SPAIN		34%	▼	-6
GREAT BRITAIN		33%	▲	+1
ITALY		31%	▼	-4
CANADA		30%	▼	-1
PERU		30%	=	
SAUDI ARABIA		30%	▲	+5
SOUTH AFRICA		30%	▼	-3
INDIA		29%	▼	-2
SWEDEN		27%	▲	+5
TURKEY		26%	▲	+5
AUSTRALIA		23%	▼	-4
BRAZIL		22%	=	
US		19%	=	

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

Source: Global Advisor

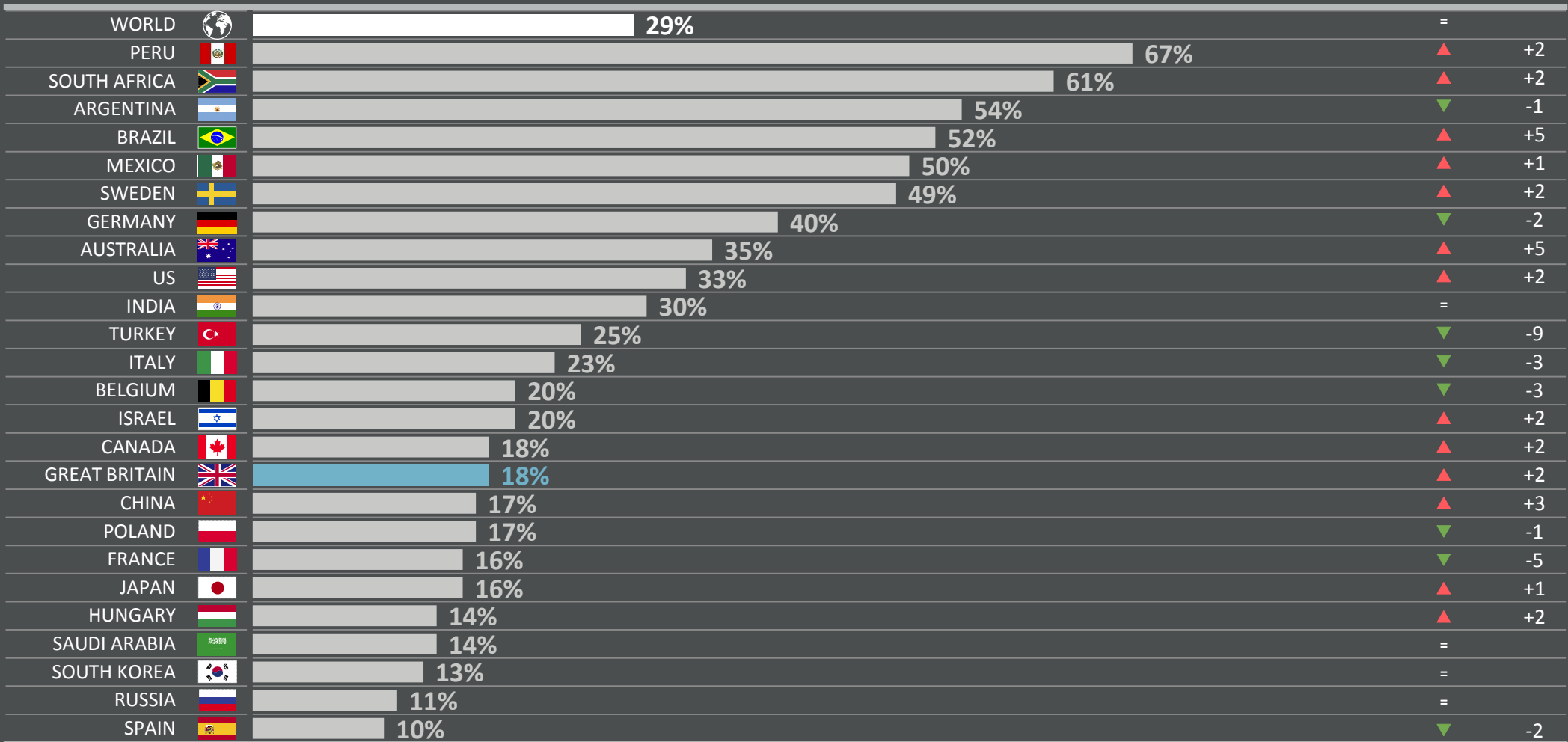
4 | CRIME & VIOLENCE

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

WORLD		23%	=	
HUNGARY		64%	▲	+5
BRAZIL		49%	▲	+2
GREAT BRITAIN		44%	▲	+8
POLAND		44%	=	
US		36%	▲	+2
CANADA		35%	▼	-4
CHINA		33%	▲	+4
AUSTRALIA		30%	▲	+4
RUSSIA		30%	▼	-1
SPAIN		28%	▲	+6
SWEDEN		25%	▼	-5
JAPAN		19%	▲	+1
BELGIUM		18%	▼	-2
PERU		16%	▼	-1
INDIA		15%	▲	+2
ISRAEL		15%	▼	-3
FRANCE		14%	▲	+2
ITALY		14%	▲	+1
SAUDI ARABIA		13%	▼	-7
GERMANY		12%	▲	+4
SOUTH AFRICA		10%	▼	-2
ARGENTINA		9%	▲	+2
MEXICO		8%	▲	+3
SOUTH KOREA		4%	▲	+1
TURKEY		2%	=	

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

WORLD		19%	▲	+1
PERU		40%	▲	+3
ARGENTINA		34%	▲	+3
ISRAEL		32%	▼	-2
SOUTH AFRICA		30%	▲	+4
BRAZIL		28%	=	
TURKEY		27%	▲	+7
CHINA		25%	▲	+2
MEXICO		25%	▼	-1
SPAIN		25%	▲	+5
HUNGARY		23%	=	
SAUDI ARABIA		21%	▲	+1
INDIA		19%	▲	+5
AUSTRALIA		16%	=	
US		16%	▲	+2
FRANCE		15%	▲	+4
RUSSIA		15%	▼	-5
CANADA		14%	▲	+2
JAPAN		14%	▼	-3
GREAT BRITAIN		12%	▲	+3
POLAND		11%	▲	+3
BELGIUM		10%	▲	+4
SWEDEN		10%	▼	-5
GERMANY		9%	▼	-1
SOUTH KOREA		9%	▲	+1
ITALY		8%	▲	+2

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

WORLD		19%	▼	-2
TURKEY		73%	▼	-9
ISRAEL		48%	▲	+5
FRANCE		42%	▼	-10
GERMANY		39%	▼	-10
BELGIUM		37%	▼	-3
SAUDI ARABIA		35%	▲	+6
INDIA		31%	▼	-2
US		31%	▼	-2
GREAT BRITAIN		26%	▼	-3
AUSTRALIA		21%	▼	-2
SPAIN		13%	▼	-3
ITALY		12%	▼	-6
CANADA		10%	▼	-2
SWEDEN		10%	▼	-4
POLAND		9%	▼	-2
CHINA		8%	▲	+1
RUSSIA		8%	=	
JAPAN		7%	▼	-1
MEXICO		4%	=	
PERU		4%	=	
HUNGARY		3%	▼	-1
SOUTH AFRICA		3%	▲	+3
BRAZIL		2%	▲	+1
ARGENTINA		1%	▼	-1
SOUTH KOREA		1%	=	

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

WORLD		18%	=	
CANADA		39%	=	
ITALY		36%	▲	+3
BELGIUM		30%	=	
MEXICO		28%	▼	-6
JAPAN		25%	▼	-3
POLAND		25%	▼	-2
FRANCE		24%	▼	-2
ISRAEL		20%	▼	-1
BRAZIL		19%	▼	-5
SAUDI ARABIA		18%	▼	-4
TURKEY		17%	▲	+3
US		17%	▲	+2
INDIA		16%	▲	+3
SPAIN		16%	▲	+4
ARGENTINA		15%	▼	-3
AUSTRALIA		15%	=	
RUSSIA		14%	▲	+1
SOUTH KOREA		14%	▼	-3
GREAT BRITAIN		10%	▲	+1
GERMANY		9%	▲	+4
SOUTH AFRICA		9%	▲	+3
SWEDEN		9%	▼	-6
HUNGARY		8%	▲	+2
PERU		6%	▼	-2

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

WORLD		14%	=	
CHINA		42%	▲	+7
JAPAN		25%	▲	+3
SOUTH KOREA		23%	▼	-3
US		20%	▲	+1
GERMANY		19%	▲	+1
SAUDI ARABIA		16%	=	
SWEDEN		16%	▼	-1
AUSTRALIA		14%	=	
GREAT BRITAIN		14%	▼	-2
RUSSIA		14%	▲	+1
FRANCE		13%	▲	+1
HUNGARY		13%	▼	-6
ISRAEL		13%	▼	-2
POLAND		13%	▼	-3
BELGIUM		11%	▼	-2
ARGENTINA		10%	▲	+1
CANADA		10%	=	
ITALY		10%	▲	+2
INDIA		9%	▼	-2
PERU		9%	▼	-2
TURKEY		9%	=	
SOUTH AFRICA		8%	=	
MEXICO		7%	=	
SPAIN		6%	▼	-2
BRAZIL		4%	▼	-2

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

WORLD		12%	▼	-1
GERMANY		35%	▲	+1
GREAT BRITAIN		33%	▼	-4
ITALY		31%	▼	-3
FRANCE		22%	=	
SWEDEN		22%	▼	-4
BELGIUM		21%	▼	-6
US		21%	▼	-3
TURKEY		20%	▼	-1
AUSTRALIA		18%	▼	-2
CANADA		18%	▼	-2
SPAIN		9%	▼	-1
ARGENTINA		6%	▲	+1
HUNGARY		6%	▼	-2
ISRAEL		6%	▼	-2
RUSSIA		6%	▲	+1
JAPAN		5%	=	
POLAND		5%	▼	-1
SOUTH AFRICA		4%	▼	-4
INDIA		3%	▲	+1
SAUDI ARABIA		3%	▲	+1
CHINA		2%	▼	-1
MEXICO		1%	=	
PERU		1%	▼	-1
SOUTH KOREA		1%	=	
BRAZIL		*	=	

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

WORLD		11%	=	
ARGENTINA		41%	▼	-3
CHINA		33%	=	
MEXICO		23%	▼	-2
RUSSIA		22%	=	
TURKEY		16%	▲	+6
CANADA		13%	▼	-2
INDIA		12%	=	
BRAZIL		11%	▼	-4
AUSTRALIA		10%	▲	+2
GREAT BRITAIN		10%	▲	+1
SAUDI ARABIA		10%	▼	-2
SOUTH AFRICA		10%	=	
SOUTH KOREA		9%	▲	+2
PERU		7%	▼	-2
GERMANY		6%	=	
JAPAN		6%	=	
US		6%	▼	-1
BELGIUM		5%	▲	+1
ISRAEL		4%	=	
POLAND		4%	=	
FRANCE		3%	▲	+1
HUNGARY		3%	=	
ITALY		3%	=	
SPAIN		2%	=	
SWEDEN		1%	▼	-2

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

WORLD		10%	=	
SWEDEN		30%	▲	+10
GERMANY		28%	▲	+2
GREAT BRITAIN		24%	=	
BELGIUM		22%	▼	-2
FRANCE		19%	▼	-1
AUSTRALIA		15%	▼	-1
POLAND		14%	▼	-3
TURKEY		12%	▼	-6
US		12%	▼	-1
ISRAEL		11%	=	
SPAIN		9%	▲	+1
SAUDI ARABIA		8%	=	
CANADA		7%	▲	+2
INDIA		7%	=	
JAPAN		6%	▲	+1
SOUTH KOREA		5%	=	
HUNGARY		4%	▼	-1
ITALY		4%	▼	-1
SOUTH AFRICA		3%	▲	+1
ARGENTINA		2%	=	
MEXICO		2%	=	
PERU		2%	▲	+2
RUSSIA		2%	▼	-1
BRAZIL		1%	▼	-1

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

WORLD		10%	=	
JAPAN		35%	▼	-2
CHINA		27%	▲	+1
SWEDEN		24%	▼	-1
SOUTH KOREA		22%	▲	+2
GREAT BRITAIN		18%	▲	+1
POLAND		14%	▲	+3
SPAIN		12%	▼	-1
AUSTRALIA		9%	▼	-1
RUSSIA		9%	▲	+2
BELGIUM		8%	=	
HUNGARY		7%	=	
ISRAEL		7%	▼	-1
ITALY		7%	=	
US		7%	▼	-1
CANADA		6%	▼	-2
SAUDI ARABIA		6%	▼	-1
INDIA		5%	=	
ARGENTINA		4%	▲	+1
GERMANY		4%	▼	-1
PERU		4%	=	
FRANCE		3%	▼	-1
MEXICO		3%	=	
SOUTH AFRICA		2%	=	
TURKEY		2%	▲	+2
BRAZIL		1%	▼	-1

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

WORLD		9%	=	
CHINA		43%	▼	-9
CANADA		12%	=	
INDIA		12%	▲	+1
FRANCE		11%	▲	+1
PERU		11%	▼	-1
AUSTRALIA		10%	▼	-1
BELGIUM		10%	=	
POLAND		10%	▲	+3
SWEDEN		10%	▼	-1
GERMANY		9%	▼	-1
RUSSIA		9%	=	
US		9%	▲	+1
JAPAN		8%	▼	-1
ITALY		7%	▲	+2
SAUDI ARABIA		7%	▲	+1
GREAT BRITAIN		6%	▼	-1
MEXICO		6%	▲	+2
SOUTH AFRICA		5%	▲	+1
TURKEY		5%	▼	-1
BRAZIL		4%	▲	+1
ISRAEL		4%	=	
SOUTH KOREA		4%	▼	-3
SPAIN		4%	▼	-1
ARGENTINA		3%	▼	-2
HUNGARY		2%	▼	-1

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

WORLD		8%	=	
CHINA		20%	▼	-11
AUSTRALIA		17%	=	
CANADA		16%	▲	+2
JAPAN		15%	=	
SWEDEN		15%	▲	+3
US		13%	▲	+1
PERU		12%	▲	+1
BELGIUM		10%	=	
INDIA		10%	▲	+1
GERMANY		9%	=	
FRANCE		8%	▼	-1
GREAT BRITAIN		8%	=	
ITALY		8%	▲	+4
SAUDI ARABIA		8%	=	
SPAIN		6%	▲	+1
SOUTH AFRICA		5%	▲	+4
MEXICO		4%	▲	+1
POLAND		4%	▲	+1
ARGENTINA		3%	▲	+2
RUSSIA		3%	▲	+1
SOUTH KOREA		3%	▼	-2
TURKEY		3%	▲	+2
ISRAEL		2%	▲	+1
BRAZIL		1%	=	
HUNGARY		1%	▼	-3

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

Source: Global Advisor




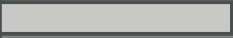















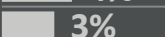















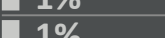

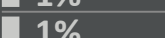












16 | CHILDHOOD OBESITY

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

WORLD		 3%	=	
SAUDI ARABIA		 13%	▼	-1
SWEDEN		 6%	▲	+4
AUSTRALIA		 5%	▼	-1
CHINA		 5%	▼	-1
INDIA		 5%	=	
POLAND		 5%	=	
CANADA		 4%	▲	+1
GREAT BRITAIN		 4%	▼	-1
MEXICO		 4%	▲	+2
RUSSIA		 3%	▲	+2
US		 3%	▼	-2
BELGIUM		 2%	=	
GERMANY		 2%	▲	+1
ITALY		 2%	▲	+1
TURKEY		 2%	=	
ARGENTINA		 1%	=	
BRAZIL		 1%	=	
FRANCE		 1%	=	
HUNGARY		 1%	▼	-1
ISRAEL		 1%	▼	-3
JAPAN		 1%	▲	+1
PERU		 1%	▼	-3
SPAIN		 1%	=	
SOUTH AFRICA		*	▼	-1
SOUTH KOREA		*	▼	-1

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

Source: Global Advisor




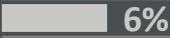











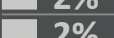



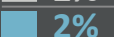

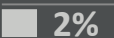



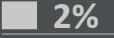

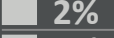



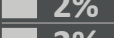




















17 | ACCESS TO CREDIT

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

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

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.

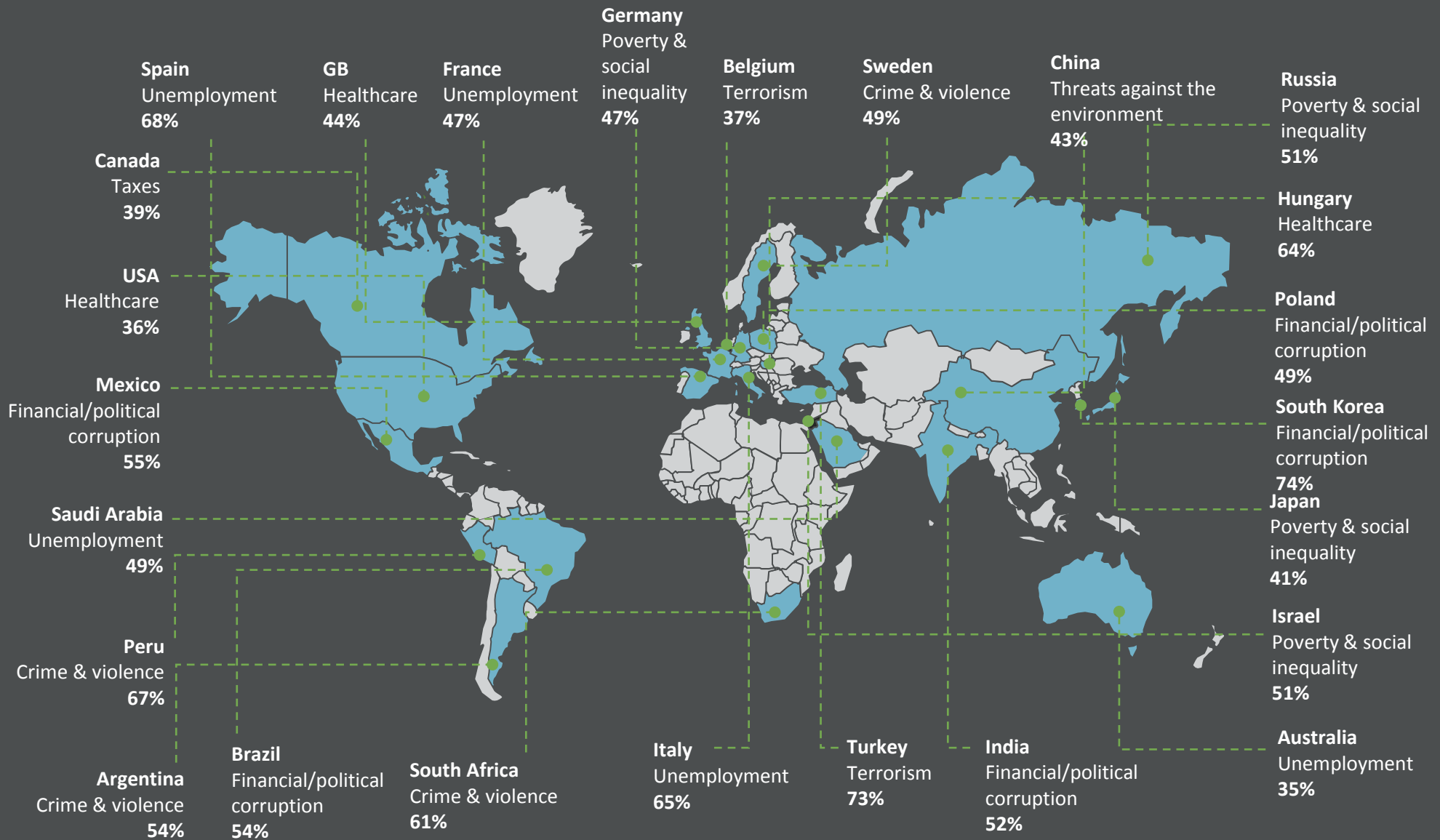
Brazil, China, India, Mexico, Russia, Saudi Arabia, South Africa and Turkey have lower levels of internet penetration and so these samples should not be considered nationally representative, and instead be considered to represent a more affluent, connected population. These are still a vital social group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

FOR MORE INFORMATION

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