



Press Release

Americans Too Preoccupied with Their Problems to Worry About Others

Latest Ipsos Global Trends Survey Focuses on Materialism and Success

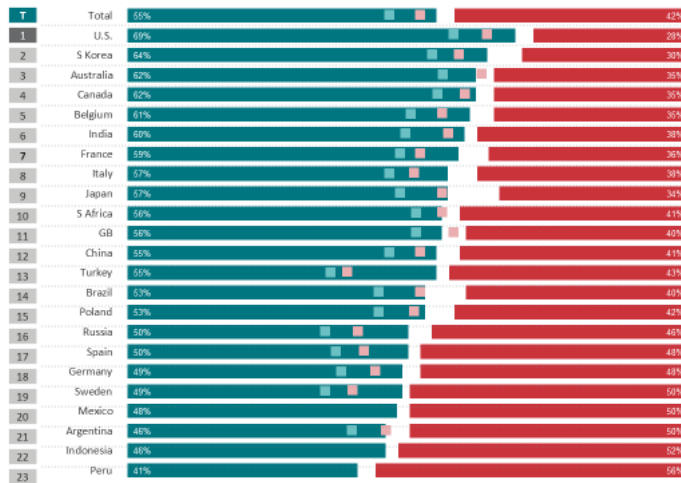
Washington, DC, May 2, 2017 — According to the latest Ipsos Global Trends Survey, nearly seven in ten Americans believe they have enough trouble worrying about their own problems without worrying about other people’s problems, topping the list of 23 countries around the world.

Established economies show more preoccupation with their own issues, with the US followed closely by South Korea, Australia, Canada and Belgium. While still in the middle of the list, Turkey is reporting 18 percentage points higher than in 2014, the largest change among the 23 countries. There was also a significant increases since 2014 in Sweden (+13 points), Spain (+12 points) and Germany (+10). At the bottom of the list, only 41% in Peru think they have enough trouble worrying about their own problems without worrying about other people’s problems, with Indonesia (46%), Argentina (46%) and Mexico (48%) close behind.

OUTLOOK / MOOD / LIFE

To what extent do you agree or disagree with the following statements?

I have enough trouble worrying about my own problems without worrying about other people’s problems



Base: 18,180 adults across 23 countries, online, 12th Sep – 11th Oct 2016

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While scoring exceptionally high on narcissism, Americans are not feeling as much pressure to succeed or value material success as other countries. Overall, the survey found that on average 54% felt that they are under a lot of pressure to be successful and make money, an increase of seven points on a like-for-like basis between 2014 and 2016. Only 55% of Americans agreed with this statement, whereas two thirds of South Africans (75%) and over seven in ten in India agreed (71%). Despite falling in the middle of the list, the US is up 10 percentage points from 2014, following Brazil, Australia and Belgium for largest increase. At the bottom of the list, less than a third of Italians (31%) feel pressure to be successful and make money and just over a third of Swedes (36%) feel this pressure.

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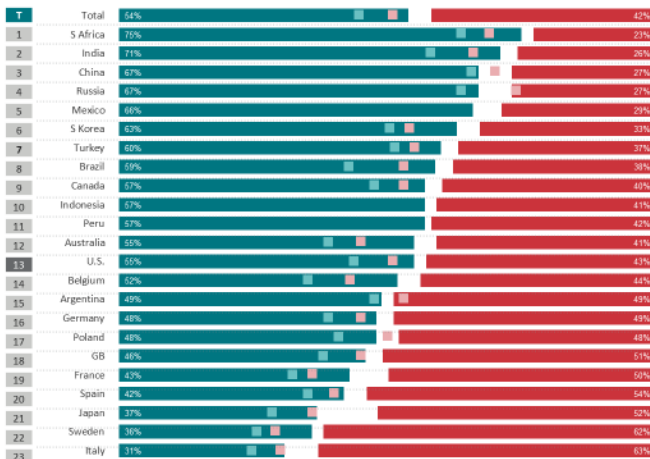


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OUTLOOK / MOOD / LIFE

To what extent do you agree or disagree with the following statements?

I feel under a lot of pressure to be successful and make money



Base: 18,180 adults across 23 countries, online, 12th Sep – 11th Oct 2016

1 © 2016 Ipsos.

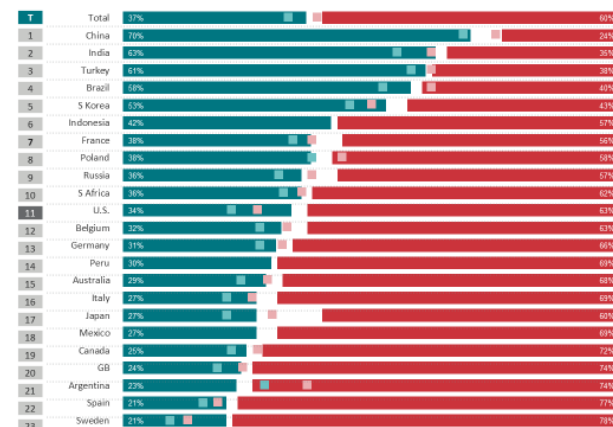


Despite an increased pressure felt to be successful and make money, only 34% of Americans measure their success by the things they own. Falling in the middle of the 23 countries, the US is slightly behind the global average at 37%. Topping the list, seven in ten Chinese people (70%) agree, with India (63%) and Turkey (61%) close behind. At the bottom, but experiencing a significant increase from 2014, 21% of Swedes measure their success by the things they own.

OUTLOOK / MOOD / LIFE

To what extent do you agree or disagree with the following statements?

I measure my success by the things I own



Base: 18,180 adults across 23 countries, online, 12th Sep – 11th Oct 2016

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About the Study

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The 2017 Global Trends Survey is an Ipsos survey conducted with 18,180 adults aged 16-64 (in the US and Canada 18-64) between 12 September and 11 October 2016. This is the second wave of the Global Trends Survey – a previous version was run in 2013 with 20 countries and the report was published in 2014.

The survey was carried out online using the Ipsos Online Panel System in 23 countries -Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, India, Indonesia, Italy, Mexico, Japan, Peru, Poland, Russia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America. The 2014 wave covered the same countries, except for Indonesia, Mexico and Peru.

Approximately 1000+ individuals were surveyed in Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Spain, Great Britain and the United States of America. Approximately 500+ individuals were surveyed in Argentina, Belgium, Poland, Mexico, Peru, Russia, Saudi Arabia, South Korea, Sweden and Turkey.

In established markets with a higher level of internet penetration (more than 60% online), the results can be taken as representative of the general working age population. However, in emerging markets where internet penetration is lower, the results should be viewed as representative of a more urban, affluent and 'connected' population.

The results are weighted to ensure that the sample's composition reflects that of the adult population according to the most recent country census data, and to provide results intended to approximate the sample universe. Total global data have not been weighted by population size, but are simply a country average. Where results do not sum to 100, this may be due to computer rounding, multiple responses, or the exclusion of don't knows or not stated responses. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

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Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,785.3 million (\$1,981 million) in 2015.

GAME CHANGERS

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We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

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The company is part of the SBF 120 and the Mid-60 index
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