WHAT **WORRIES** THE

W RLD

July 2017

GAME CHANGERS Ipsos

WORLD SUMMARY: JULY 2017

The majority (60%) of people around the world think things in their country are on the wrong track.
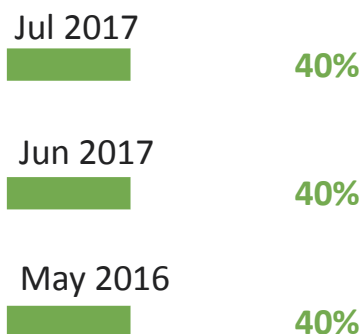
Unemployment currently occupies the top spot for global concern with 36% saying this.

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

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

RIGHT DIRECTION/ WRONG TRACK

July 2017
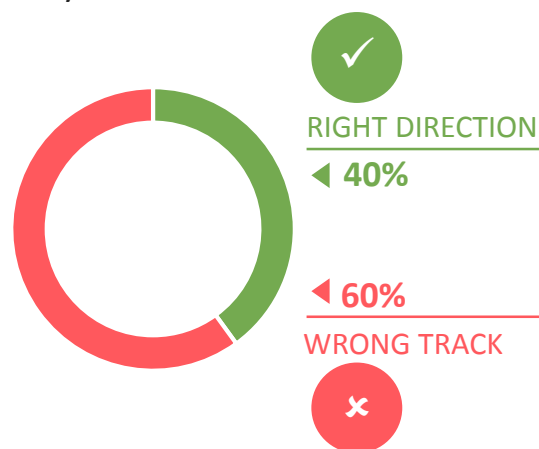
✓

RIGHT DIRECTION

◄ 40%

◄ 60%

WRONG TRACK

✗

RIGHT DIRECTION

Jul 2017

40%

Jun 2017

40%

May 2016

40%

% change compared with previous month:

Jun 2017

UNEMPLOYMENT	**36%**	▼	-1
FINANCIAL/POLITICAL CORRUPTION	**34%**	▼	-1
POVERTY & SOCIAL INEQUALITY	**33%**	=	
CRIME & VIOLENCE	**30%**	=	
HEALTHCARE	**23%**	=	

Base: Representative sample of adults aged 16-64 in 26 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.

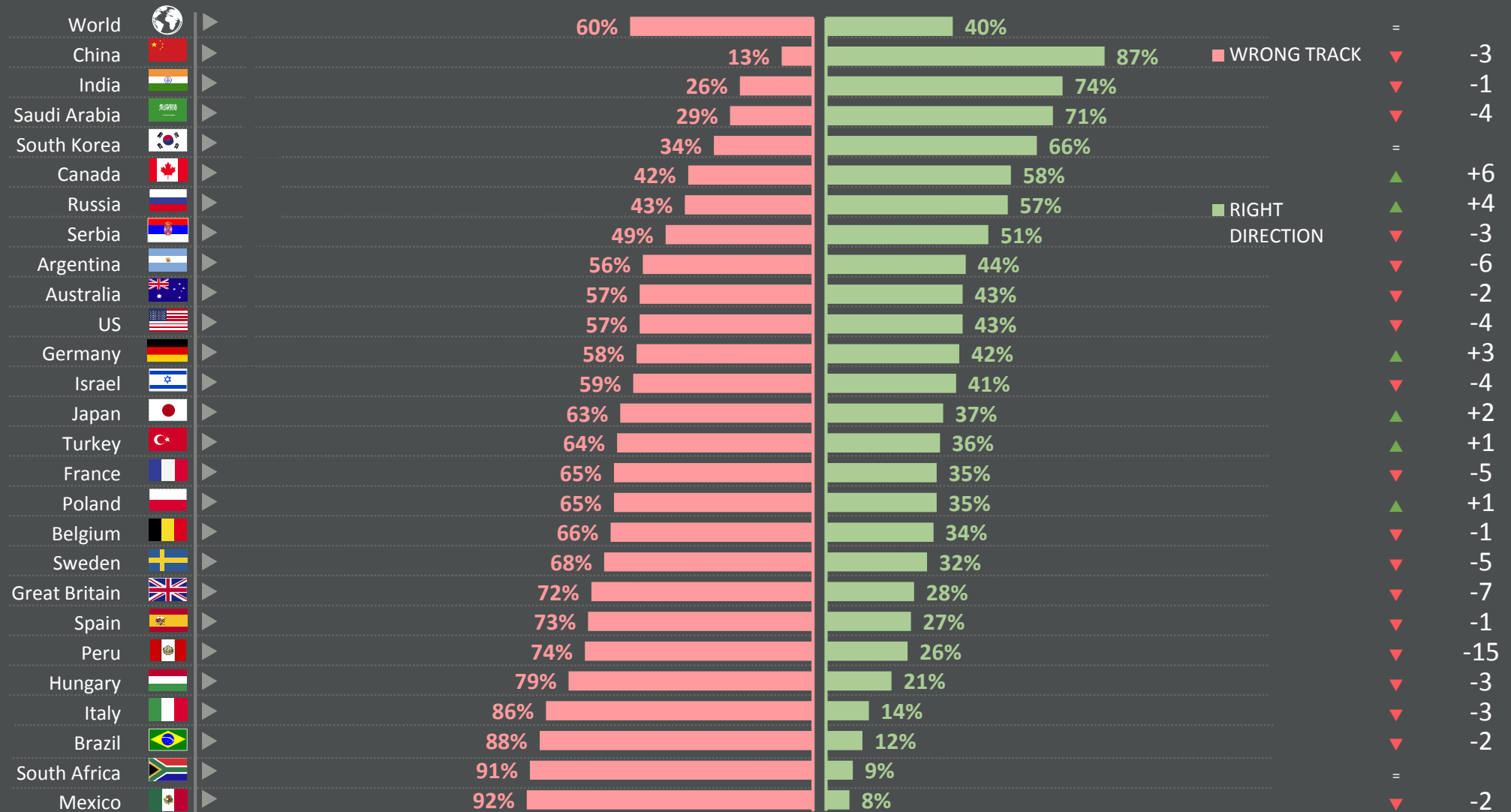**GAME CHANGERS**   Ipsos

RIGHT

DIRECTION

WRONG

TRACK

- Country comparisons

- Trends over time: Great Britain

- Trends over time: world

COUNTRY COMPARISON
RIGHT DIRECTION/WRONG TRACK

Right direction % change
compared with previous month:

Jun 2017

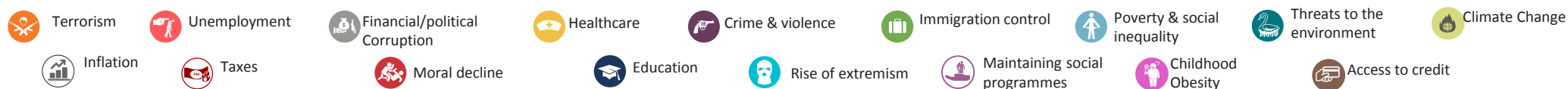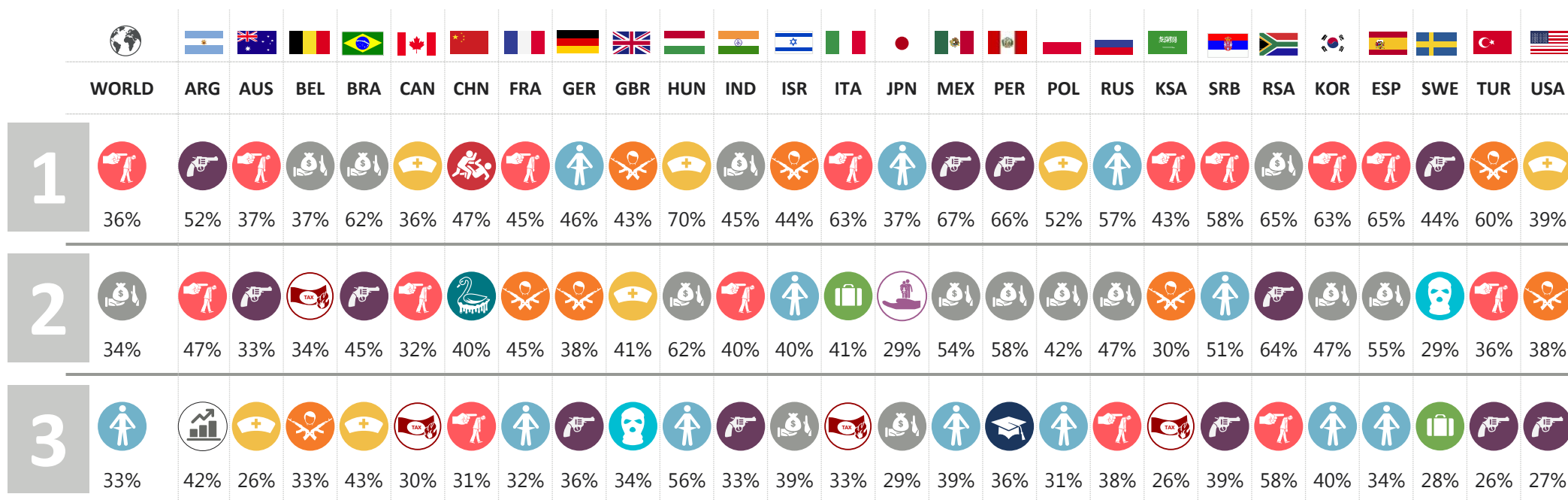| Country	Wrong Track	Right Direction	Change
World	60%	40%	=
China	13%	87%	▼ -3
India	26%	74%	▼ -1
Saudi Arabia	29%	71%	▼ -4
South Korea	34%	66%	=
Canada	42%	58%	▲ +6
Russia	43%	57%	▲ +4
Serbia	49%	51%	▼ -3
Argentina	56%	44%	▼ -6
Australia	57%	43%	▼ -2
US	57%	43%	▼ -4
Germany	58%	42%	▲ +3
Israel	59%	41%	▼ -4
Japan	63%	37%	▲ +2
Turkey	64%	36%	▲ +1
France	65%	35%	▼ -5
Poland	65%	35%	▲ +1
Belgium	66%	34%	▼ -1
Sweden	68%	32%	▼ -5
Great Britain	72%	28%	▼ -7
Spain	73%	27%	▼ -1
Peru	74%	26%	▼ -15
Hungary	79%	21%	▼ -3
Italy	86%	14%	▼ -3
Brazil	88%	12%	▼ -2
South Africa	91%	9%	=
Mexico	92%	8%	▼ -2

■ WRONG TRACK

■ RIGHT DIRECTION

Base: Representative sample of 18,557 adults aged 16-64 in 26 participating countries, June 23rd - July 7th 2017.

Source: Global Advisor

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

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

- 90-100%
- 55-89%
- 36-54%
- 29-35%
- 19-28%
- 7-18%

Countries not included
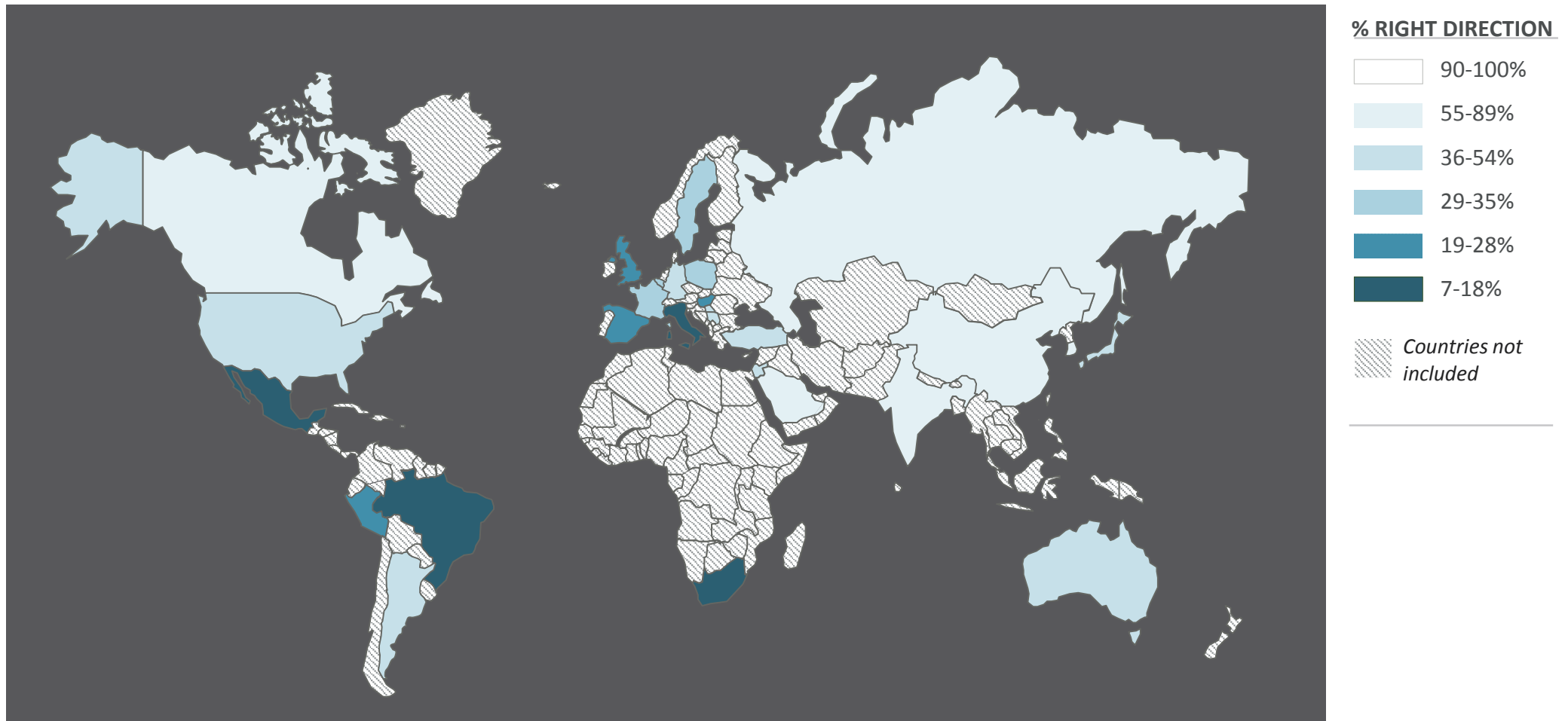
Base: Representative sample of 18,557 adults aged 16-64 in 26 participating countries, June 23rd - July 7th 2017.
Source: Global Advisor

WORLD: RIGHT DIRECTION/ WRONG TRACK

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?
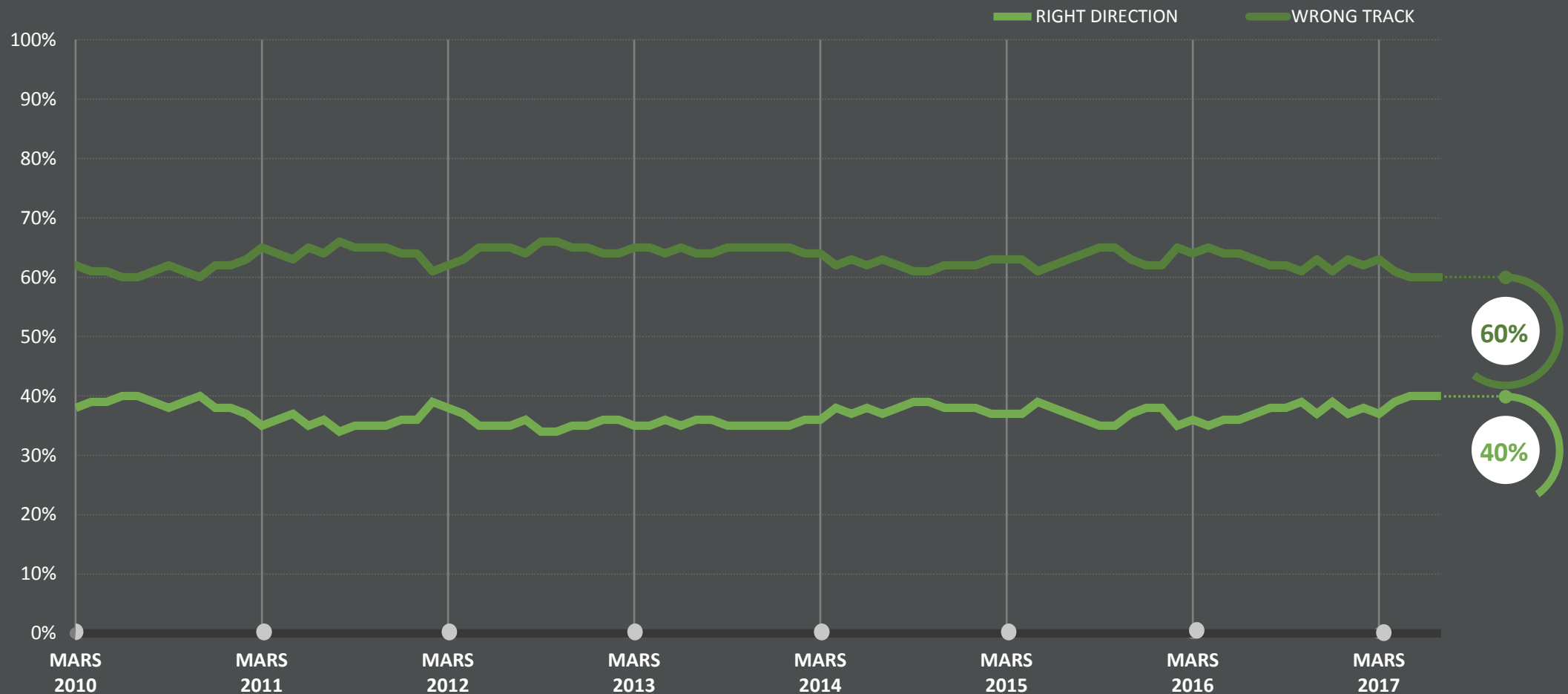
Base: Representative sample of adults aged 16-64, c.18,000 – 20,000 per month.

Source: Global Advisor

WORLD

WORRIES

- World's top worries
- Trends over time for worries
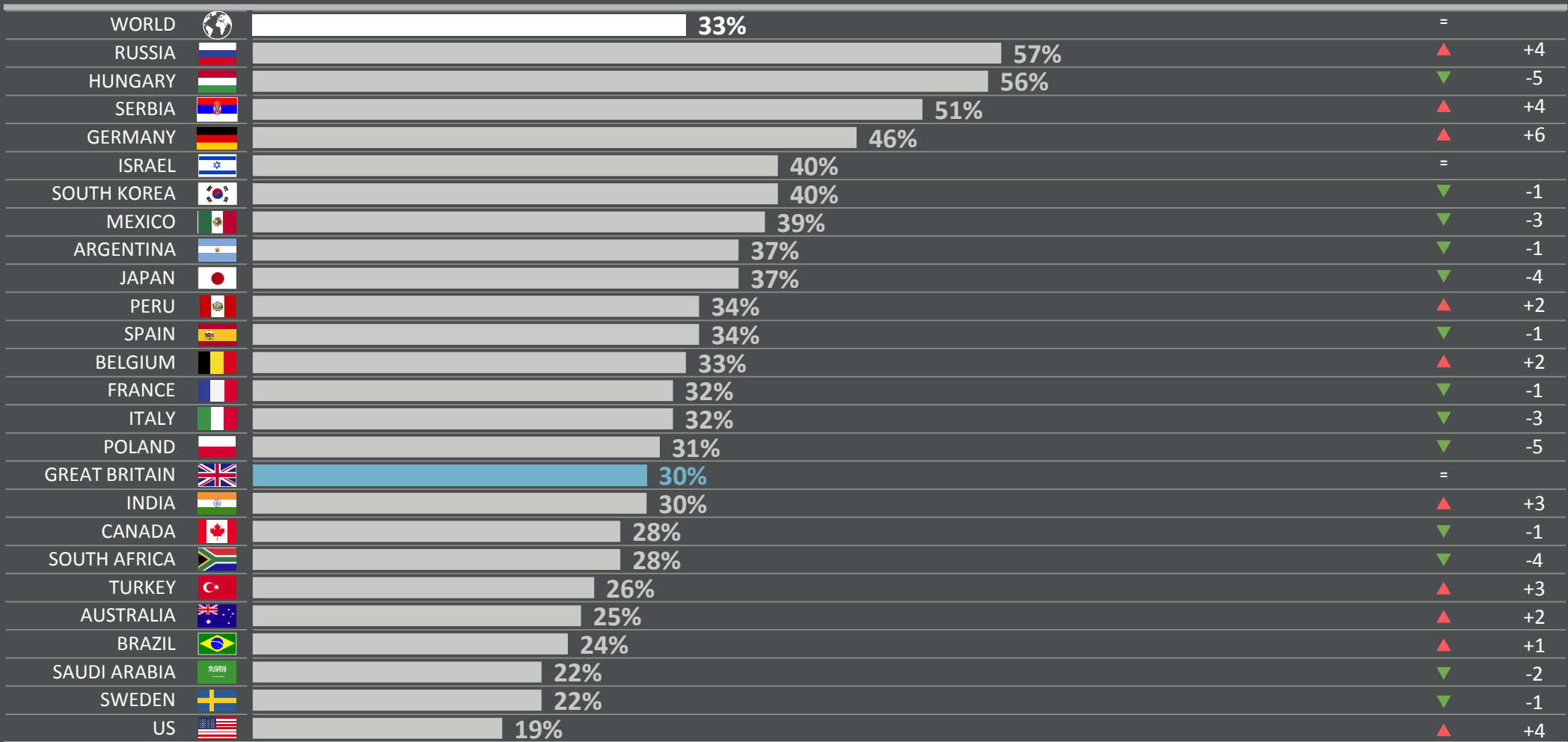
WORLD WORRIES
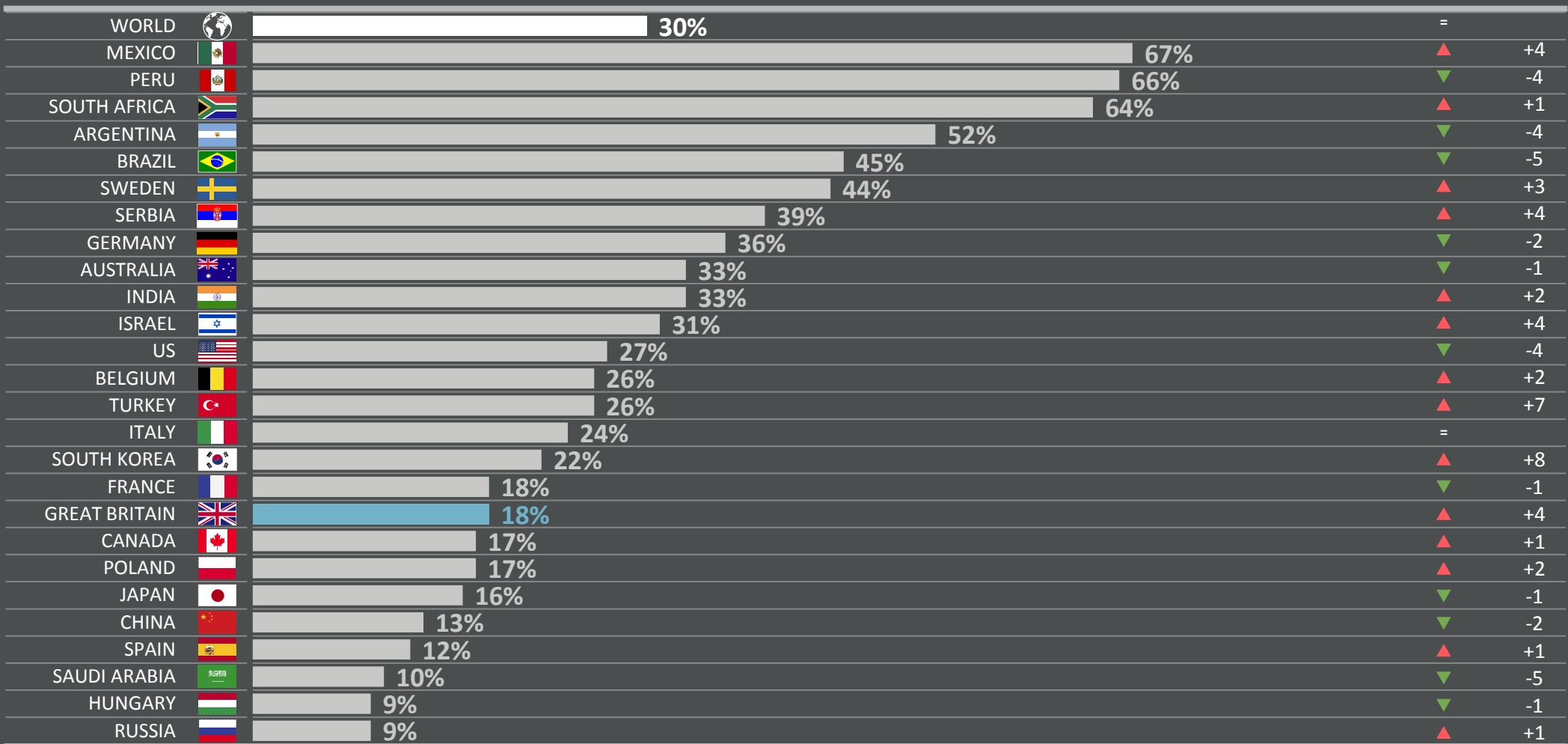
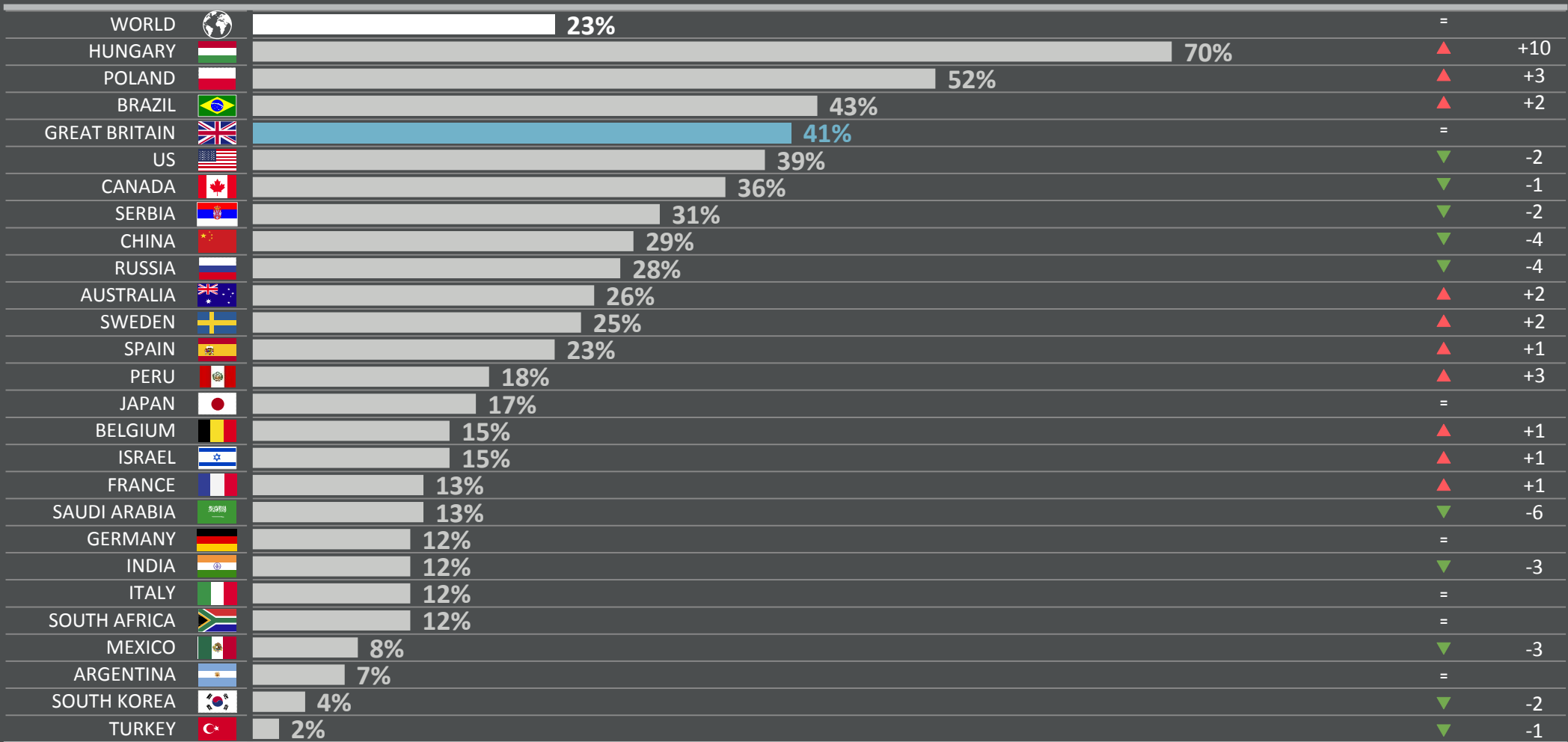**Which three of the following topics do you find the most worrying in your country?**

% change compared with previous month:

Mentioned in July 2017 (%)

Topic	%		Change
Unemployment	36%	▼	-1
Financial/political corruption	34%	▼	-1
Poverty & social inequality	33%	=	
Crime & violence	30%	=	
Healthcare	23%	=	
Terrorism	20%	=	
Education	18%	▼	-3
Taxes	16%	=	
Moral decline	15%	▲	+1
Immigration control	13%	▲	+1
Rise of extremism	10%	=	
Threats against the environment	9%	=	
Maintaining social programmes	9%	▲	+1
Climate change	9%	=	
Inflation	9%	=	
Childhood obesity	3%	=	
Access to credit	2%	=	
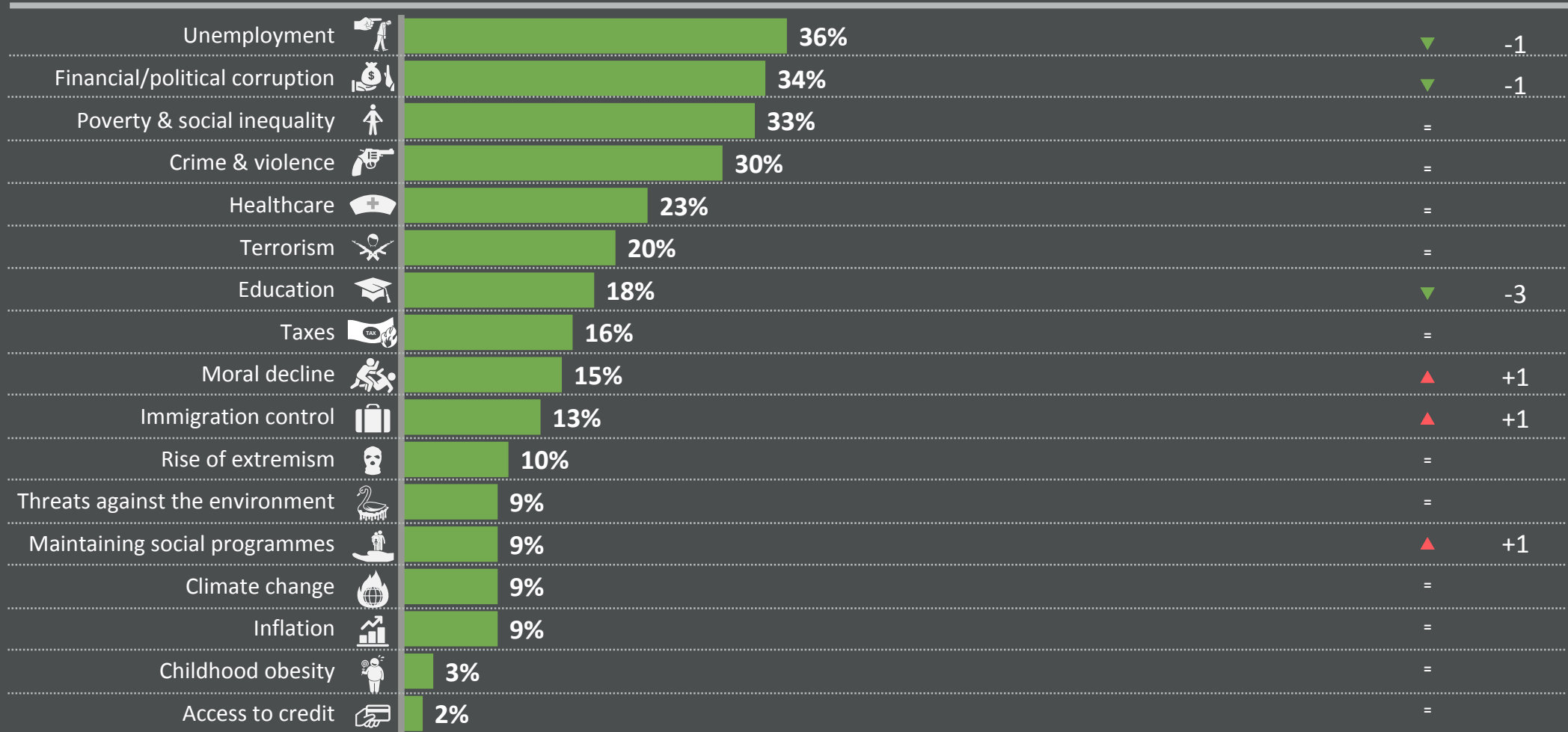
Base: Representative sample of adults aged 16-64. July 2017: 18,557; June 2017: 19,530.
Source: Global Advisor

GAME CHANGERS

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?
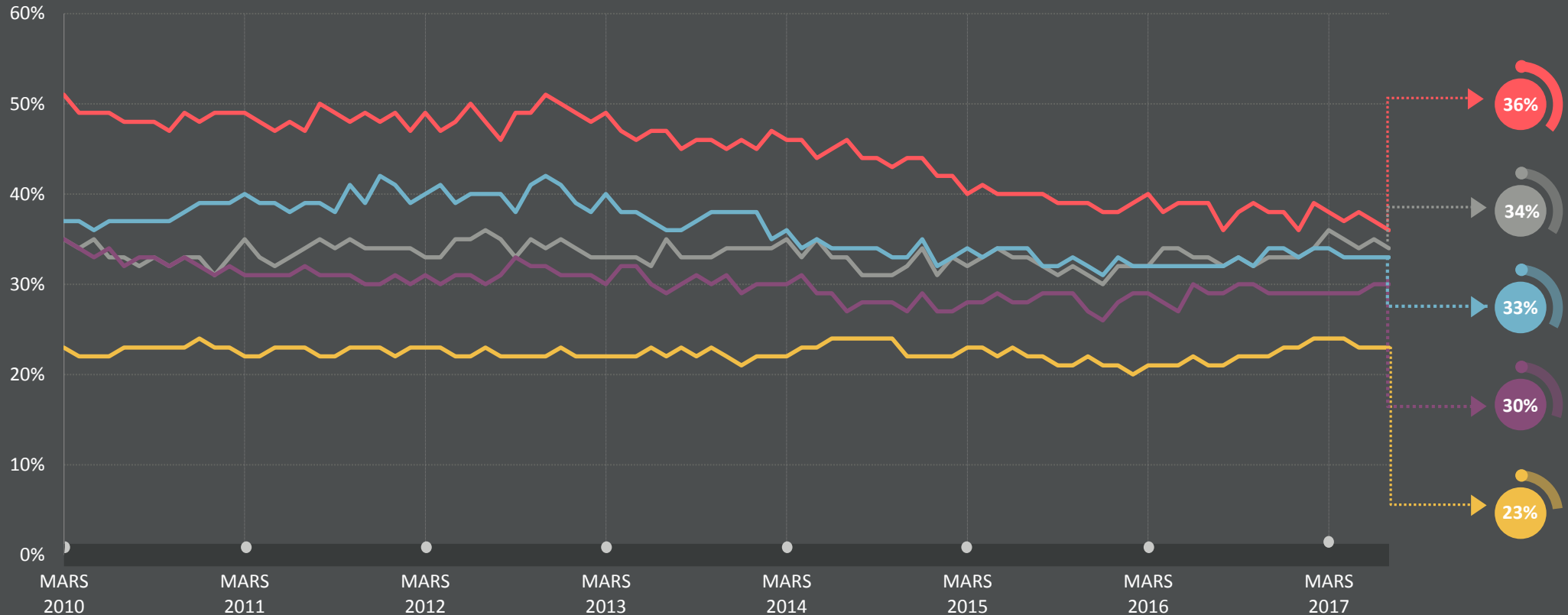
Legend:
- Unemployment
- Financial/political corruption
- Poverty & social inequality
- Crime & violence
- Healthcare

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

GAME CHANGERS

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 July 2017 in each country
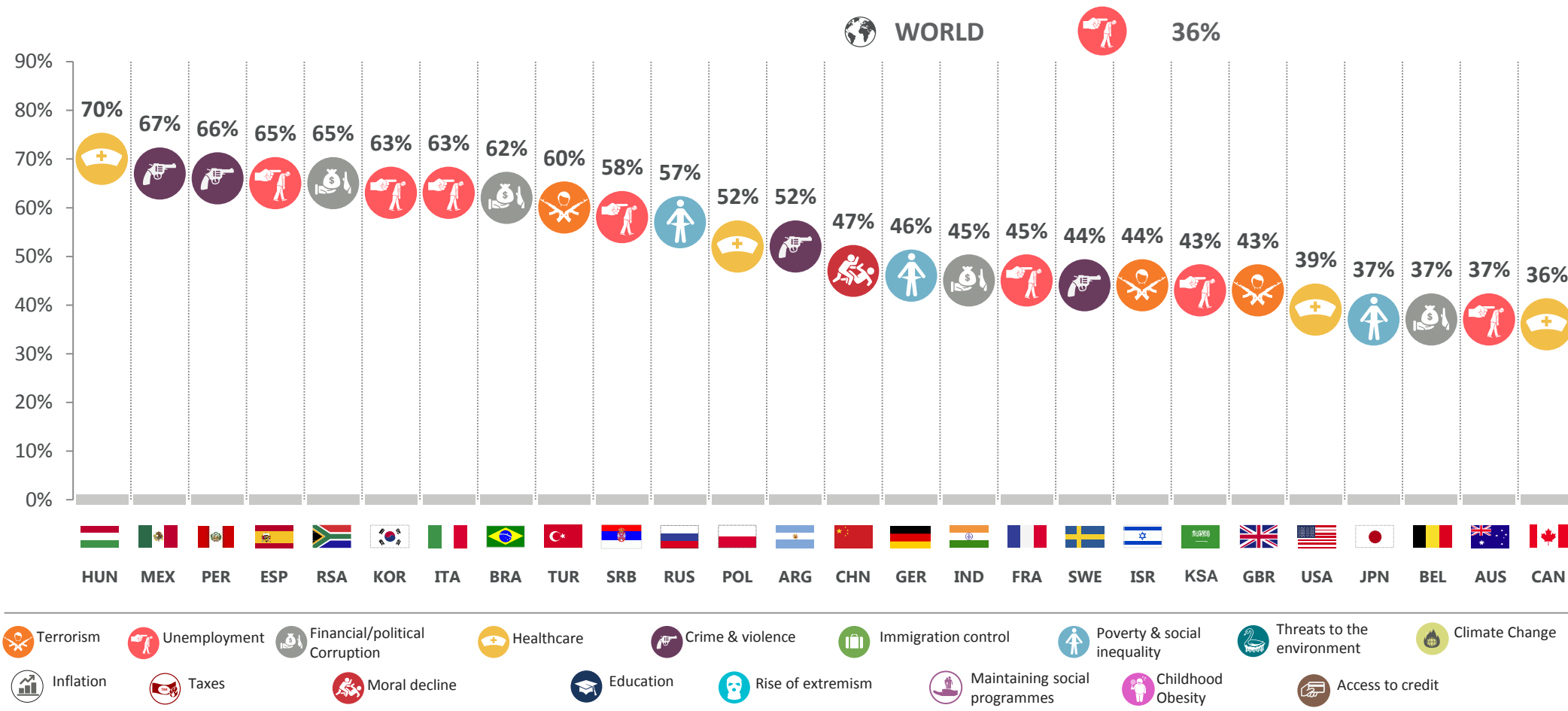
🌐 **WORLD** 🔴 **36%**

	HUN	MEX	PER	ESP	RSA	KOR	ITA	BRA	TUR	SRB	RUS	POL	ARG	CHN	GER	IND	FRA	SWE	ISR	KSA	GBR	USA	JPN	BEL	AUS	CAN
%	70%	67%	66%	65%	65%	63%	63%	62%	60%	58%	57%	52%	52%	47%	46%	45%	45%	44%	44%	43%	43%	39%	37%	37%	37%	36%

Legend:

- 🟠 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

GAME CHANGERS Ipsos

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 July 2017 in each country

	WORLD	ARG	AUS	BEL	BRA	CAN	CHN	FRA	GER	GBR	HUN	IND	ISR	ITA	JPN	MEX	PER	POL	RUS	KSA	SRB	RSA	KOR	ESP	SWE	TUR	USA
1	36%	52%	37%	37%	62%	36%	47%	45%	46%	43%	70%	45%	44%	63%	37%	67%	66%	52%	57%	43%	58%	65%	63%	65%	44%	60%	39%
2	34%	47%	33%	34%	45%	32%	40%	45%	38%	41%	62%	40%	40%	41%	29%	54%	58%	42%	47%	30%	51%	64%	47%	55%	29%	36%	38%
3	33%	42%	26%	33%	43%	30%	31%	32%	36%	34%	56%	33%	39%	33%	29%	39%	36%	31%	38%	26%	39%	58%	40%	34%	28%	26%	27%

Legend:
- 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 18,557 adults aged 16-64 in 26 participating countries, June 23rd - July 7th 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?

(%) worried in July 2017 in each country

% change compared
with previous month:

Jun 2017

Country	%	Change
WORLD	36%	▼ -1
SPAIN	65%	▼ -2
ITALY	63%	▼ -1
SOUTH KOREA	63%	▼ -4
SERBIA	58%	▼ -3
SOUTH AFRICA	58%	▼ -1
ARGENTINA	47%	▲ +7
FRANCE	45%	=
SAUDI ARABIA	43%	▲ +1
BRAZIL	42%	▲ +3
INDIA	40%	▲ +2
RUSSIA	38%	=
AUSTRALIA	37%	▼ -3
MEXICO	36%	▼ -12
TURKEY	36%	▼ -2
CANADA	32%	=
CHINA	31%	▼ -1
PERU	28%	▲ +5
JAPAN	26%	▲ +1
HUNGARY	25%	▼ -6
BELGIUM	24%	▼ -2
SWEDEN	23%	▲ +1
POLAND	20%	▼ -3
ISRAEL	19%	▲ +6
US	18%	▲ +1
GREAT BRITAIN	14%	▼ -3
GERMANY	12%	▼ -3

Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.
Source: Global Advisor

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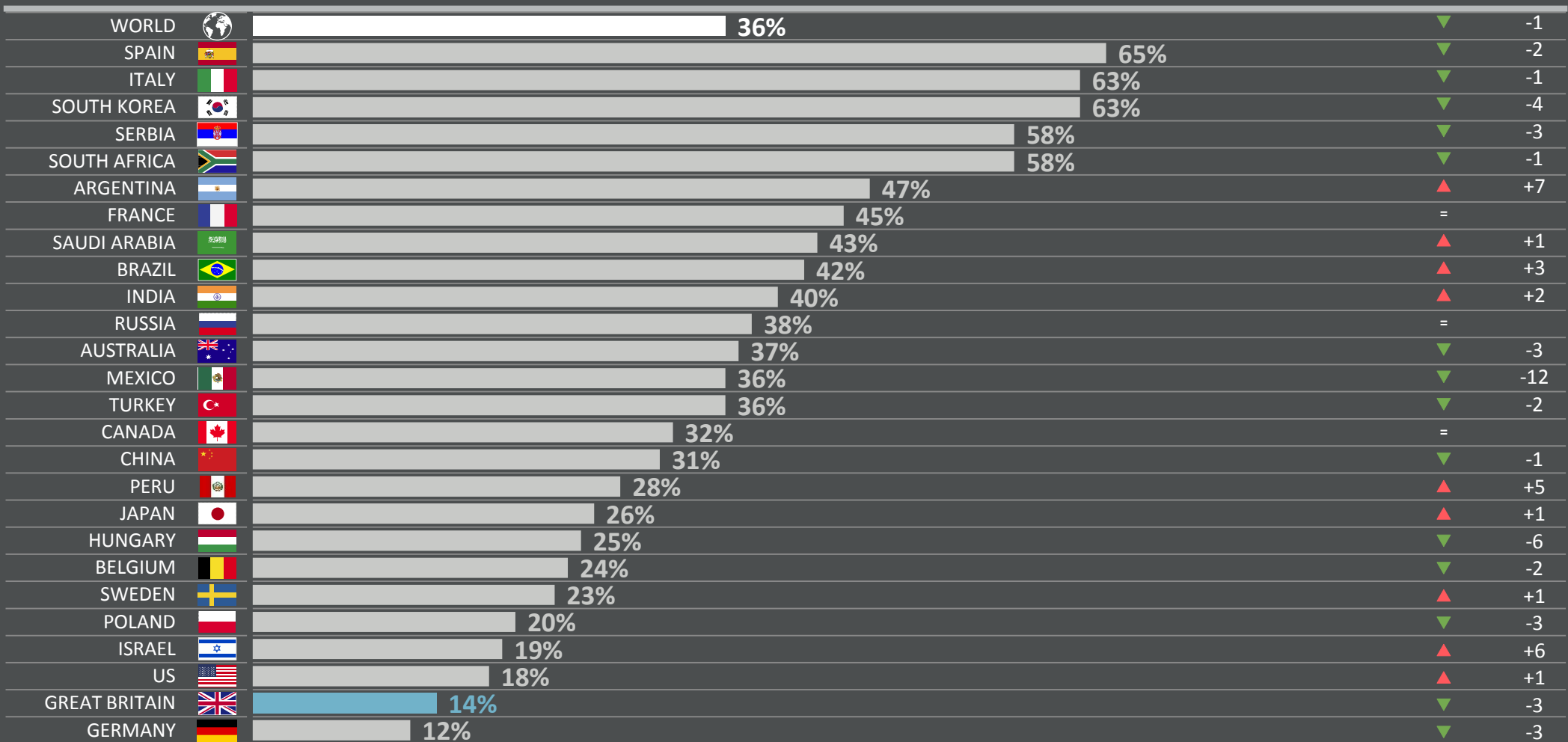
2 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared
with previous month:

(%) worried in July 2017 in each country

Jun 2017

Country	%		Change
WORLD	🌐	34%	▼ -1
SOUTH AFRICA		65%	▼ -3
BRAZIL		62%	▼ -1
HUNGARY		62%	=
PERU		58%	▲ +3
SPAIN		55%	▼ -4
MEXICO		54%	▲ +9
RUSSIA		47%	▼ -3
SOUTH KOREA		47%	=
INDIA		45%	▲ +4
POLAND		42%	▼ -5
ISRAEL		39%	▼ -6
BELGIUM		37%	▲ +9
SERBIA		37%	▼ -3
ARGENTINA		35%	▲ +4
ITALY		31%	▼ -1
JAPAN		29%	▲ +6
SAUDI ARABIA		23%	▼ -4
TURKEY		23%	▲ +1
US		23%	▼ -1
CANADA		18%	▼ -2
FRANCE		18%	=
AUSTRALIA		13%	=
GREAT BRITAIN		12%	▲ +5
GERMANY		11%	▲ +2
SWEDEN		8%	▲ +2

Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.
Source: Global Advisor

GAME CHANGERS   Ipsos

Ipsos Public Affairs
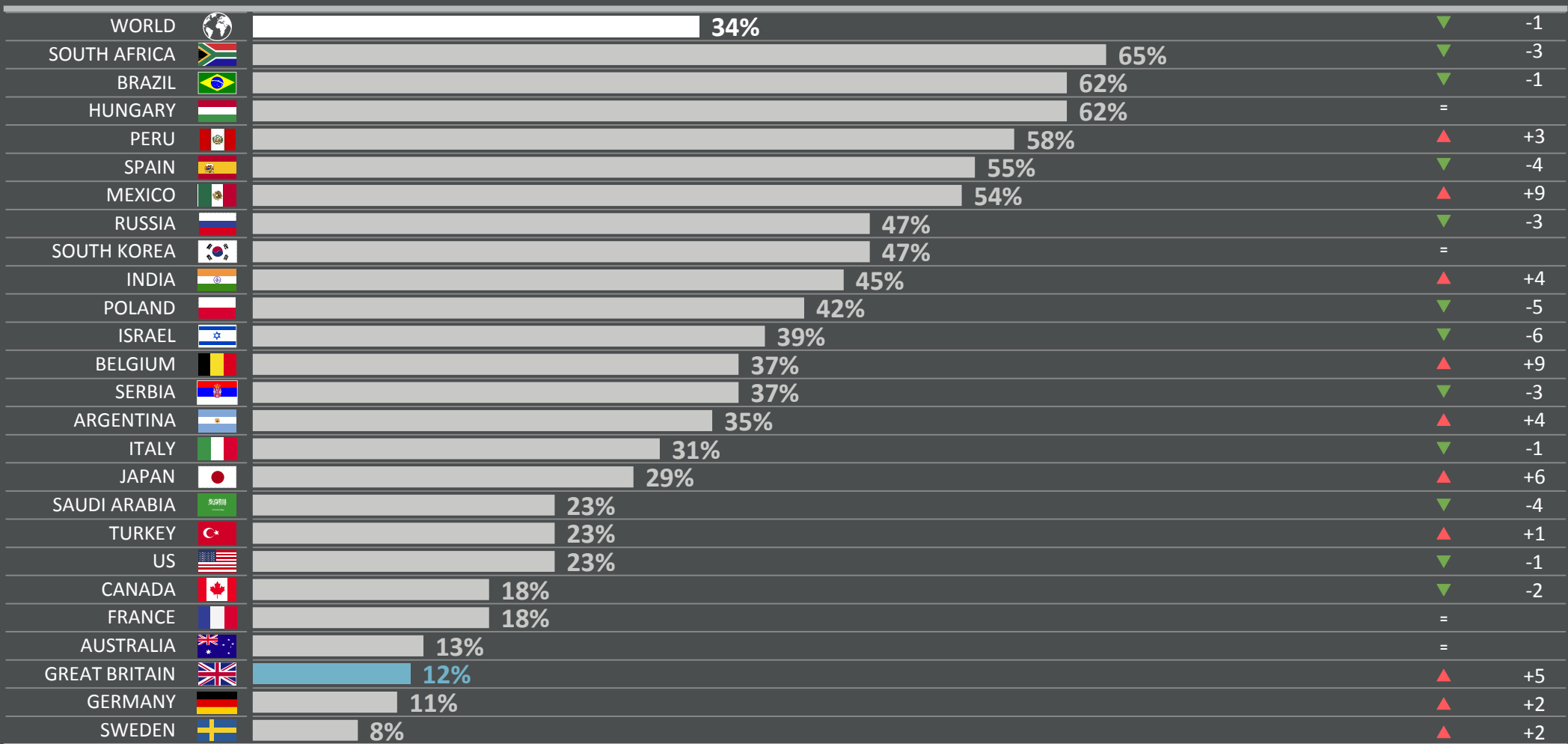
3 | POVERTY & SOCIAL INEQUALITY

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

(%) worried in July 2017 in each country

% change compared with previous month:

Jun 2017

Country	%	Change
WORLD	33%	=
RUSSIA	57%	▲ +4
HUNGARY	56%	▼ -5
SERBIA	51%	▲ +4
GERMANY	46%	▲ +6
ISRAEL	40%	=
SOUTH KOREA	40%	▼ -1
MEXICO	39%	▼ -3
ARGENTINA	37%	▼ -1
JAPAN	37%	▼ -4
PERU	34%	▲ +2
SPAIN	34%	▼ -1
BELGIUM	33%	▲ +2
FRANCE	32%	▼ -1
ITALY	32%	▼ -3
POLAND	31%	▼ -5
GREAT BRITAIN	30%	=
INDIA	30%	▲ +3
CANADA	28%	▼ -1
SOUTH AFRICA	28%	▼ -4
TURKEY	26%	▲ +3
AUSTRALIA	25%	▲ +2
BRAZIL	24%	▲ +1
SAUDI ARABIA	22%	▼ -2
SWEDEN	22%	▼ -1
US	19%	▲ +4

Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.

Source: Global Advisor

GAME CHANGERS   Ipsos

4 | CRIME & VIOLENCE

Ipsos Public Affairs

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

(%) worried in July 2017 in each country

% change compared with previous month:

Jun 2017

Country	%	Change
WORLD	30%	=
MEXICO	67%	▲ +4
PERU	66%	▼ -4
SOUTH AFRICA	64%	▲ +1
ARGENTINA	52%	▼ -4
BRAZIL	45%	▼ -5
SWEDEN	44%	▲ +3
SERBIA	39%	▲ +4
GERMANY	36%	▼ -2
AUSTRALIA	33%	▼ -1
INDIA	33%	▲ +2
ISRAEL	31%	▲ +4
US	27%	▼ -4
BELGIUM	26%	▲ +2
TURKEY	26%	▲ +7
ITALY	24%	=
SOUTH KOREA	22%	▲ +8
FRANCE	18%	▼ -1
GREAT BRITAIN	18%	▲ +4
CANADA	17%	▲ +1
POLAND	17%	▲ +2
JAPAN	16%	▼ -1
CHINA	13%	▼ -2
SPAIN	12%	▲ +1
SAUDI ARABIA	10%	▼ -5
HUNGARY	9%	▼ -1
RUSSIA	9%	▲ +1

Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.
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 July 2017 in each country

Jun 2017

Country	% worried (July 2017)	Change vs Jun 2017
WORLD	23%	=
HUNGARY	70%	▲ +10
POLAND	52%	▲ +3
BRAZIL	43%	▲ +2
GREAT BRITAIN	41%	=
US	39%	▼ -2
CANADA	36%	▼ -1
SERBIA	31%	▼ -2
CHINA	29%	▼ -4
RUSSIA	28%	▼ -4
AUSTRALIA	26%	▲ +2
SWEDEN	25%	▲ +2
SPAIN	23%	▲ +1
PERU	18%	▲ +3
JAPAN	17%	=
BELGIUM	15%	▲ +1
ISRAEL	15%	▲ +1
FRANCE	13%	▲ +1
SAUDI ARABIA	13%	▼ -6
GERMANY	12%	=
INDIA	12%	▼ -3
ITALY	12%	=
SOUTH AFRICA	12%	=
MEXICO	8%	▼ -3
ARGENTINA	7%	=
SOUTH KOREA	4%	▼ -2
TURKEY	2%	▼ -1

Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.

Source: Global Advisor

GAME CHANGERS

6 | TERRORISM

Ipsos Public Affairs

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

% change compared with previous month:

(%) worried in July 2017 in each country

Jun 2017

Country	%		Change
WORLD	🌍	20%	=
TURKEY		60%	▼ -3
FRANCE		45%	▼ -3
ISRAEL		44%	▼ -5
GREAT BRITAIN		43%	▼ -1
GERMANY		38%	▼ -7
US		38%	▲ +3
BELGIUM		33%	▼ -6
INDIA		33%	▼ -4
SAUDI ARABIA		30%	▼ -1
AUSTRALIA		25%	▲ +3
SPAIN		18%	▼ -1
SWEDEN		18%	▼ -10
RUSSIA		16%	▲ +2
JAPAN		15%	▲ +1
CANADA		14%	=
ITALY		13%	▲ +3
POLAND		11%	=
PERU		7%	▼ -2
SERBIA		6%	=
CHINA		5%	▼ -3
MEXICO		4%	▲ +1
HUNGARY		3%	=
BRAZIL		2%	▲ +1
SOUTH KOREA		2%	=
ARGENTINA		1%	=
SOUTH AFRICA		1%	=

Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.
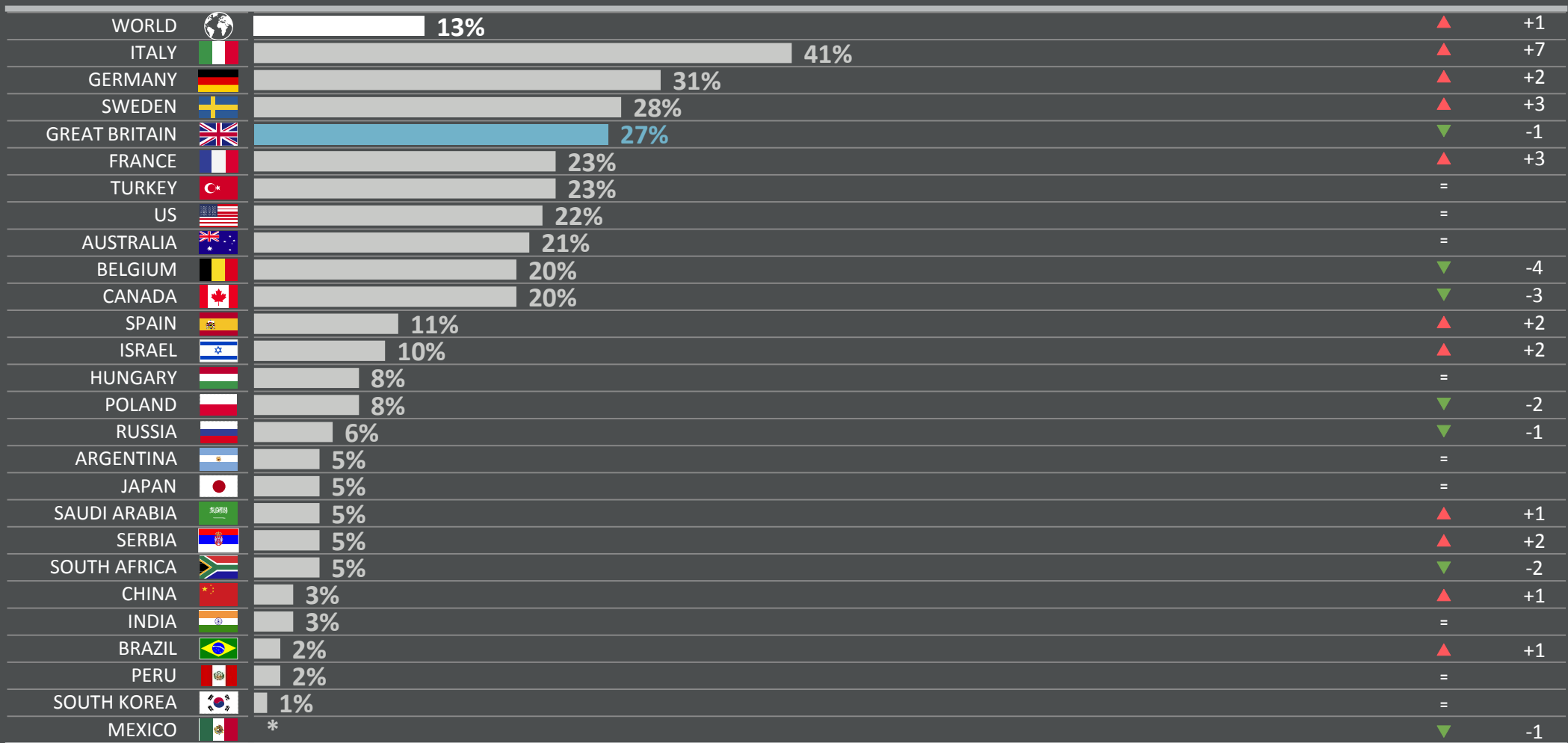Source: Global Advisor

GAME CHANGERS Ipsos

7 | EDUCATION

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

% change compared
with previous month:

(%) worried in July 2017 in each country

Jun 2017

Country	%	Change
WORLD	18%	▼ -3
ARGENTINA	36%	▼ -2
PERU	36%	▼ -7
ISRAEL	33%	▼ -3
MEXICO	31%	▼ -2
BRAZIL	24%	▼ -3
CHINA	24%	▼ -1
HUNGARY	22%	▲ +4
TURKEY	22%	▼ -4
INDIA	19%	▲ +2
SOUTH AFRICA	18%	▼ -1
SPAIN	18%	▼ -4
AUSTRALIA	17%	▲ +2
SAUDI ARABIA	17%	▼ -6
SERBIA	16%	▼ -1
CANADA	15%	▲ +2
GREAT BRITAIN	15%	▼ -3
SOUTH KOREA	15%	▲ +5
US	15%	▼ -1
JAPAN	14%	▼ -1
RUSSIA	14%	▼ -1
POLAND	13%	=
FRANCE	12%	▼ -1
GERMANY	11%	=
SWEDEN	9%	▼ -1
BELGIUM	7%	▼ -3
ITALY	6%	▼ -2

Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.
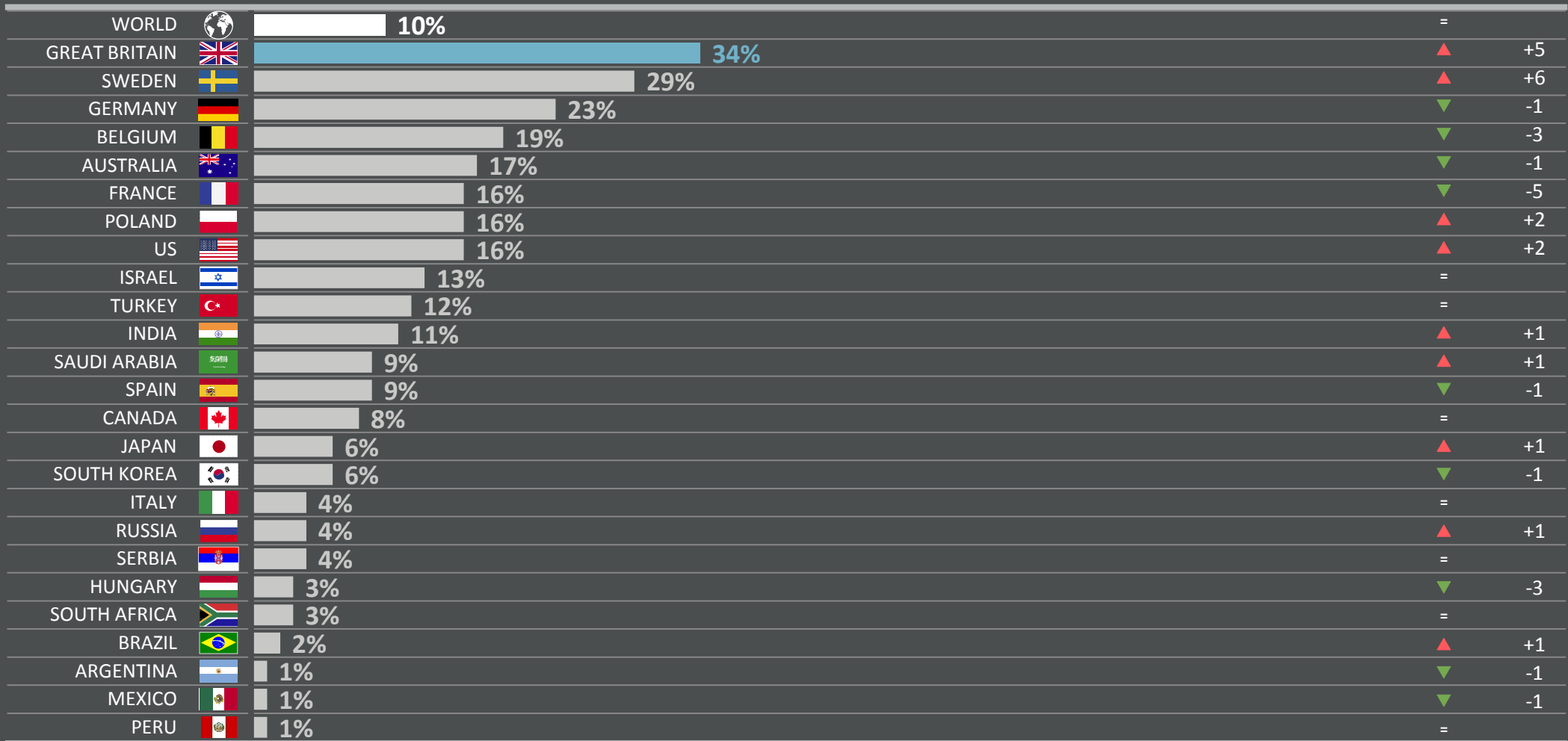Source: Global Advisor

GAME CHANGERS   Ipsos

8 | TAXES

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

% change compared
with previous month:

(%) worried in July 2017 in each country

Jun 2017

Country		%		Change
WORLD	🌍	16%	=	
BELGIUM		34%	▲	+3
ITALY		33%	▼	-1
CANADA		30%	▲	+1
POLAND		27%	▲	+3
SAUDI ARABIA		26%	▲	+12
FRANCE		23%	▼	-1
JAPAN		23%	=	
BRAZIL		21%	▼	-1
ISRAEL		19%	▼	-1
INDIA		17%	▲	+5
AUSTRALIA		16%	=	
TURKEY		16%	▼	-2
US		16%	=	
ARGENTINA		15%	▼	-2
SWEDEN		15%	▲	+3
SOUTH KOREA		13%	▼	-1
SPAIN		13%	▲	+2
MEXICO		12%	=	
RUSSIA		12%	=	
HUNGARY		9%	=	
GERMANY		8%	▼	-3
GREAT BRITAIN		6%	▼	-4
SOUTH AFRICA		6%	▲	+1
SERBIA		5%	▼	-3
PERU		4%	▼	-2

Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.
Source: Global Advisor

GAME CHANGERS Ipsos

9 | MORAL DECLINE

Ipsos Public Affairs

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

% change compared with previous month:

(%) worried in July 2017 in each country

Jun 2017

Country	% worried	Change
WORLD	15%	▲ +1
CHINA	47%	▲ +10
JAPAN	27%	▲ +4
SERBIA	21%	▼ -4
US	20%	▲ +1
POLAND	19%	▲ +4
SOUTH KOREA	19%	▼ -1
GERMANY	18%	▼ -1
ISRAEL	17%	=
SAUDI ARABIA	17%	▼ -5
FRANCE	15%	▲ +3
GREAT BRITAIN	14%	▲ +2
RUSSIA	14%	▼ -1
SOUTH AFRICA	14%	▲ +2
HUNGARY	13%	=
AUSTRALIA	12%	=
CANADA	12%	▲ +2
PERU	11%	▲ +1
ARGENTINA	10%	▲ +3
INDIA	10%	=
ITALY	10%	▼ -1
SWEDEN	10%	▼ -1
BELGIUM	9%	=
BRAZIL	9%	▲ +2
TURKEY	9%	▼ -4
SPAIN	8%	▲ +2
MEXICO	7%	▲ +1

Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.
Source: Global Advisor

GAME CHANGERS   Ipsos

10 | IMMIGRATION CONTROL

Ipsos Public Affairs

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

% change compared
with previous month:

(%) worried in July 2017 in each country

Jun 2017

Country		Value		Change
WORLD	🌐	13%	▲	+1
ITALY		41%	▲	+7
GERMANY		31%	▲	+2
SWEDEN		28%	▲	+3
GREAT BRITAIN		27%	▼	-1
FRANCE		23%	▲	+3
TURKEY		23%	=	
US		22%	=	
AUSTRALIA		21%	=	
BELGIUM		20%	▼	-4
CANADA		20%	▼	-3
SPAIN		11%	▲	+2
ISRAEL		10%	▲	+2
HUNGARY		8%	=	
POLAND		8%	▼	-2
RUSSIA		6%	▼	-1
ARGENTINA		5%	=	
JAPAN		5%	=	
SAUDI ARABIA		5%	▲	+1
SERBIA		5%	▲	+2
SOUTH AFRICA		5%	▼	-2
CHINA		3%	▲	+1
INDIA		3%	=	
BRAZIL		2%	▲	+1
PERU		2%	=	
SOUTH KOREA		1%	=	
MEXICO		*	▼	-1

Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.
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 July 2017 in each country

Jun 2017

Country	% worried	Change
WORLD	10%	=
GREAT BRITAIN	34%	▲ +5
SWEDEN	29%	▲ +6
GERMANY	23%	▼ -1
BELGIUM	19%	▼ -3
AUSTRALIA	17%	▼ -1
FRANCE	16%	▼ -5
POLAND	16%	▲ +2
US	16%	▲ +2
ISRAEL	13%	=
TURKEY	12%	=
INDIA	11%	▲ +1
SAUDI ARABIA	9%	▲ +1
SPAIN	9%	▼ -1
CANADA	8%	=
JAPAN	6%	▲ +1
SOUTH KOREA	6%	▼ -1
ITALY	4%	=
RUSSIA	4%	▲ +1
SERBIA	4%	=
HUNGARY	3%	▼ -3
SOUTH AFRICA	3%	=
BRAZIL	2%	▲ +1
ARGENTINA	1%	▼ -1
MEXICO	1%	▼ -1
PERU	1%	=

Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.
Source: Global Advisor

12 | 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 July 2017 in each country

Jun 2017

Country	%	Change
WORLD	9%	=
CHINA	40%	▼ -1
FRANCE	16%	▲ +5
SWEDEN	15%	▼ -2
SOUTH KOREA	14%	▼ -2
CANADA	13%	=
INDIA	13%	▼ -2
BELGIUM	12%	▲ +1
GERMANY	11%	▲ +2
RUSSIA	11%	▲ +3
AUSTRALIA	10%	▼ -2
PERU	9%	▼ -3
US	9%	▲ +1
POLAND	8%	▲ +1
SAUDI ARABIA	8%	▲ +2
GREAT BRITAIN	7%	▲ +2
MEXICO	7%	▲ +2
SERBIA	7%	=
ITALY	6%	▼ -1
JAPAN	6%	▼ -4
SPAIN	5%	=
BRAZIL	4%	▲ +1
SOUTH AFRICA	4%	=
TURKEY	4%	=
ARGENTINA	3%	=
ISRAEL	3%	=
HUNGARY	2%	=

Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.
Source: Global Advisor

GAME CHANGERS

Ipsos

13 | MAINTAINING SOCIAL PROGRAMMES

Ipsos Public Affairs

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

% change compared with previous month:

(%) worried in July 2017 in each country

Jun 2017

Country	%	Jun 2017
WORLD	9%	▲ +1
CHINA	29%	=
JAPAN	29%	▼ -1
SWEDEN	28%	▲ +7
SOUTH KOREA	22%	▲ +3
GREAT BRITAIN	15%	▼ -3
SPAIN	11%	=
POLAND	9%	▼ -3
AUSTRALIA	8%	▼ -3
BELGIUM	8%	▲ +1
CANADA	8%	▼ -1
RUSSIA	8%	=
ISRAEL	7%	▲ +2
ITALY	7%	▲ +1
US	7%	▼ -1
GERMANY	6%	▲ +2
HUNGARY	6%	▲ +2
SERBIA	5%	▲ +1
FRANCE	4%	▲ +1
INDIA	4%	▲ +1
SAUDI ARABIA	4%	▼ -1
ARGENTINA	3%	▲ +1
BRAZIL	3%	▲ +1
MEXICO	3%	▲ +1
PERU	3%	▲ +1
TURKEY	3%	▲ +1
SOUTH AFRICA	1%	=

Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.
Source: Global Advisor

GAME CHANGERS

14 | CLIMATE CHANGE

Ipsos Public Affairs

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

% change compared with previous month:

(%) worried in July 2017 in each country

Jun 2017

Country	%	Change
WORLD	9%	=
CHINA	25%	▼ -1
CANADA	21%	=
AUSTRALIA	16%	▲ +2
GERMANY	15%	▲ +1
JAPAN	14%	=
SWEDEN	14%	▼ -2
SAUDI ARABIA	13%	▲ +2
BELGIUM	12%	▲ +2
US	12%	▼ -1
INDIA	11%	▼ -5
SOUTH KOREA	11%	▲ +1
FRANCE	10%	▼ -1
PERU	9%	▲ +1
SPAIN	8%	▲ +2
ITALY	7%	▲ +2
MEXICO	7%	=
GREAT BRITAIN	6%	▼ -1
POLAND	5%	▲ +2
RUSSIA	5%	=
HUNGARY	4%	▲ +1
SERBIA	3%	▲ +1
TURKEY	3%	▲ +1
ARGENTINA	2%	=
BRAZIL	2%	=
SOUTH AFRICA	2%	▼ -2
ISRAEL	1%	▼ -2

Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.
Source: Global Advisor

15 | INFLATION

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

% change compared with previous month:

(%) worried in July 2017 in each country

Jun 2017

Country	%	Change	
WORLD	9%	=	
ARGENTINA	42%	▼	-5
CHINA	29%	▼	-3
RUSSIA	21%	▲	+1
TURKEY	13%	▼	-5
AUSTRALIA	12%	=	
CANADA	12%	▼	-3
MEXICO	12%	▲	+3
SOUTH AFRICA	12%	▲	+4
SAUDI ARABIA	11%	=	
INDIA	10%	▲	+1
BRAZIL	9%	▼	-1
GREAT BRITAIN	7%	▼	-1
JAPAN	7%	▲	+1
PERU	6%	▲	+2
SOUTH KOREA	5%	▼	-4
US	5%	▼	-1
GERMANY	4%	▼	-1
POLAND	4%	=	
BELGIUM	3%	▼	-1
FRANCE	3%	=	
ITALY	3%	▲	+1
SERBIA	2%	=	
HUNGARY	1%	▼	-3
ISRAEL	1%	=	
SPAIN	1%	▼	-1
SWEDEN	1%	=	

Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.
Source: Global Advisor

GAME CHANGERS

Ipsos

16 | CHILDHOOD OBESITY

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

(%) worried in July 2017 in each country

% change compared with previous month:

Jun 2017

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

Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.

Source: Global Advisor

GAME CHANGERS Ipsos

17 | ACCESS TO CREDIT

Ipsos Public Affairs

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

(%) worried in July 2017 in each country

% change compared with previous month:

Jun 2017

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

Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.
Source: Global Advisor

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METHODOLOGY

The survey is conducted monthly in 26 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, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

An international sample of 18,557 adults aged 18-64 in Canada, Israel and the US, and aged 16-64 in all other countries, were interviewed between June 23rd and July 7th 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 17 of the 26 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, Serbia, 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?

Spain
Unemployment
65%

GB
Terrorism
43%

France
Unemployment
45%

Germany
Poverty & social inequality
46%

Belgium
Financial/political corruption
37%

Sweden
Crime & violence
44%

Serbia
Unemployment
58%

China
Moral decline
47%

Russia
Poverty & social inequality
57%

Canada
Healthcare
36%

Hungary
Healthcare
70%

USA
Healthcare
39%

Poland
Healthcare
52%

Mexico
Crime & violence
67%

South Korea
Unemployment
63%

Saudi Arabia
Unemployment
43%

Japan
Poverty & social inequality
37%

Peru
Crime & violence
66%

Israel
Terrorism
44%

Argentina
Crime & violence
52%

Brazil
Financial/political corruption
62%

South Africa
Financial/political corruption
65%

Italy
Unemployment
63%

Turkey
Terrorism
60%

India
Financial/political corruption
45%

Australia
Unemployment
37%

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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	SRB	RSA	KOR	ESP	SWE	TUR	USA
Unemployment	36%	47%	37%	24%	42%	32%	31%	45%	12%	14%	25%	40%	19%	63%	26%	36%	28%	20%	38%	43%	58%	58%	63%	65%	23%	36%	18%
Financial/political corruption	34%	35%	13%	37%	62%	18%	.%	18%	11%	12%	62%	45%	39%	31%	29%	54%	58%	42%	47%	23%	37%	65%	47%	55%	8%	23%	23%
Poverty and social inequality	33%	37%	25%	33%	24%	28%	.%	32%	46%	30%	56%	30%	40%	32%	37%	39%	34%	31%	57%	22%	51%	28%	40%	34%	22%	26%	19%
Crime and violence	30%	52%	33%	26%	45%	17%	13%	18%	36%	18%	9%	33%	31%	24%	16%	67%	66%	17%	9%	10%	39%	64%	22%	12%	44%	26%	27%
Healthcare	23%	7%	26%	15%	43%	36%	29%	13%	12%	41%	70%	12%	15%	12%	17%	8%	18%	52%	28%	13%	31%	12%	4%	23%	25%	2%	39%
Terrorism	20%	1%	25%	33%	2%	14%	5%	45%	38%	43%	3%	33%	44%	13%	15%	4%	7%	11%	16%	30%	6%	1%	2%	18%	18%	60%	38%
Education	18%	36%	17%	7%	24%	15%	24%	12%	11%	15%	22%	19%	33%	6%	14%	31%	36%	13%	14%	17%	16%	18%	15%	18%	9%	22%	15%
Taxes	16%	15%	16%	34%	21%	30%	.%	23%	8%	6%	9%	17%	19%	33%	23%	12%	4%	27%	12%	26%	5%	6%	13%	13%	15%	16%	16%
Moral decline	15%	10%	12%	9%	9%	12%	47%	15%	18%	14%	13%	10%	17%	10%	27%	7%	11%	19%	14%	17%	21%	14%	19%	8%	10%	9%	20%
Immigration control	13%	5%	21%	20%	2%	20%	3%	23%	31%	27%	8%	3%	10%	41%	5%	*%	2%	8%	6%	5%	5%	5%	1%	11%	28%	23%	22%
Rise of extremism	10%	1%	17%	19%	2%	8%	.%	16%	23%	34%	3%	11%	13%	4%	6%	1%	1%	16%	4%	9%	4%	3%	6%	9%	29%	12%	16%
Threats against the environment	9%	3%	10%	12%	4%	13%	40%	16%	11%	7%	2%	13%	3%	6%	6%	7%	9%	8%	11%	8%	7%	4%	14%	5%	15%	4%	9%
Maintaining social programmes	9%	3%	8%	8%	3%	8%	29%	4%	6%	15%	6%	4%	7%	7%	29%	3%	3%	9%	8%	4%	5%	1%	22%	11%	28%	3%	7%
Climate change	9%	2%	16%	12%	2%	21%	25%	10%	15%	6%	4%	11%	1%	7%	14%	7%	9%	5%	5%	13%	3%	2%	11%	8%	14%	3%	12%
Inflation	9%	42%	12%	3%	9%	12%	29%	3%	4%	7%	1%	10%	1%	3%	7%	12%	6%	4%	21%	11%	2%	12%	5%	1%	1%	13%	5%
Childhood obesity	3%	%	5%	3%	1%	6%	5%	1%	4%	3%	2%	4%	3%	1%	1%	5%	*%	9%	2%	12%	2%	*%	1%	1%	1%	1%	3%
Access to credit	2%	1%	2%	1%	1%	3%	4%	1%	1%	1%	2%	1%	1%	2%	2%	2%	2%	4%	6%	3%	2%	1%	3%	2%	1%	2%	2%

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