Ipsos Public Affairs

WHAT WORRIES THE WORLD

July 2017

GAME CHANGERS

GREAT BRITAIN SUMMARY: JULY 2017

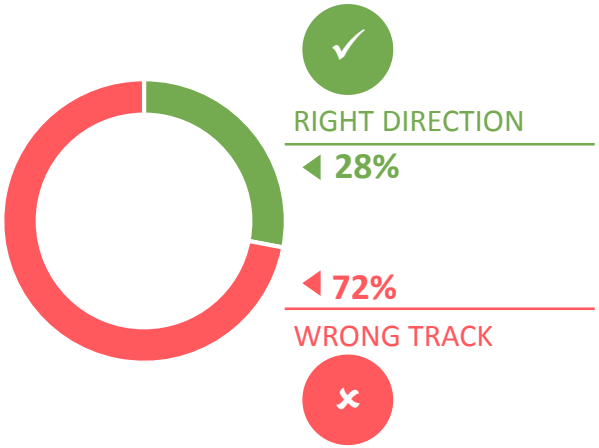
The majority (72%) of Britons think things in the country are on the wrong track.

Terrorism currently occupies the top spot for concern with 43% saying this.

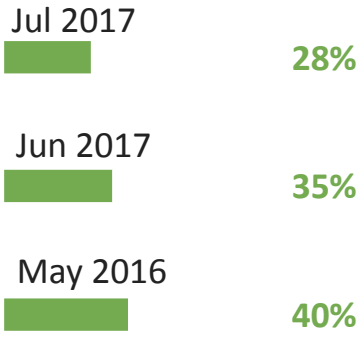
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

RIGHT DIRECTION/ WRONG TRACK

July 2017

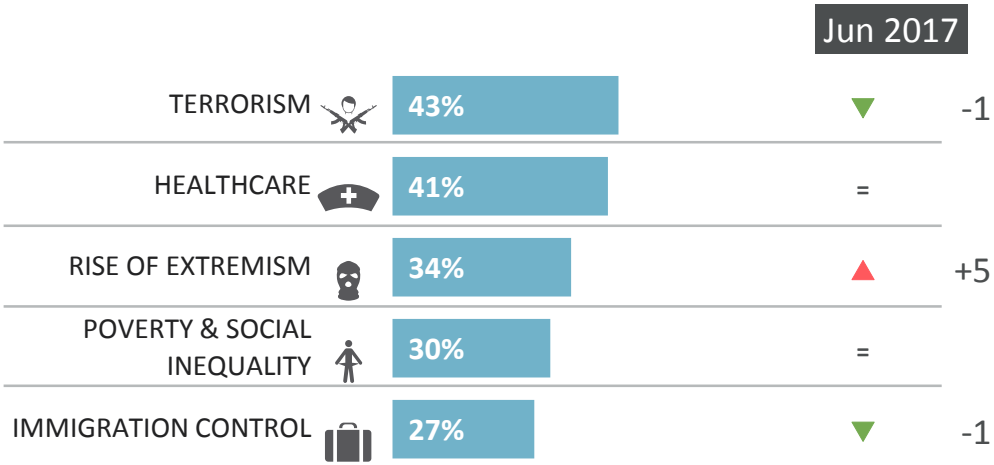


RIGHT DIRECTION



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

% change compared with previous month:



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

Source: Global Advisor

WORLD SUMMARY: JULY 2017

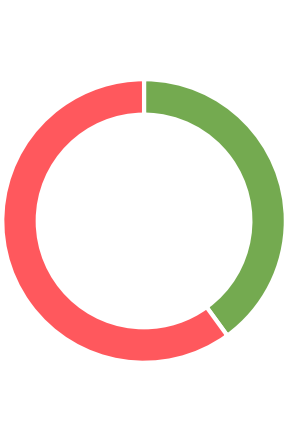
The majority (60%) of people around the world think things in their country are on the wrong track.

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?

RIGHT DIRECTION/ WRONG TRACK

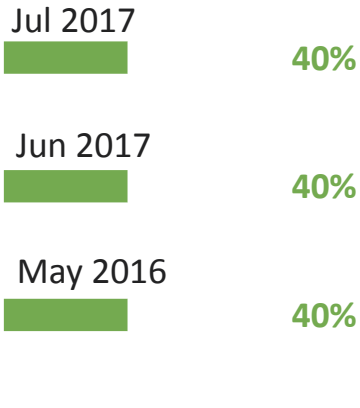
July 2017



RIGHT DIRECTION
◀ 40%

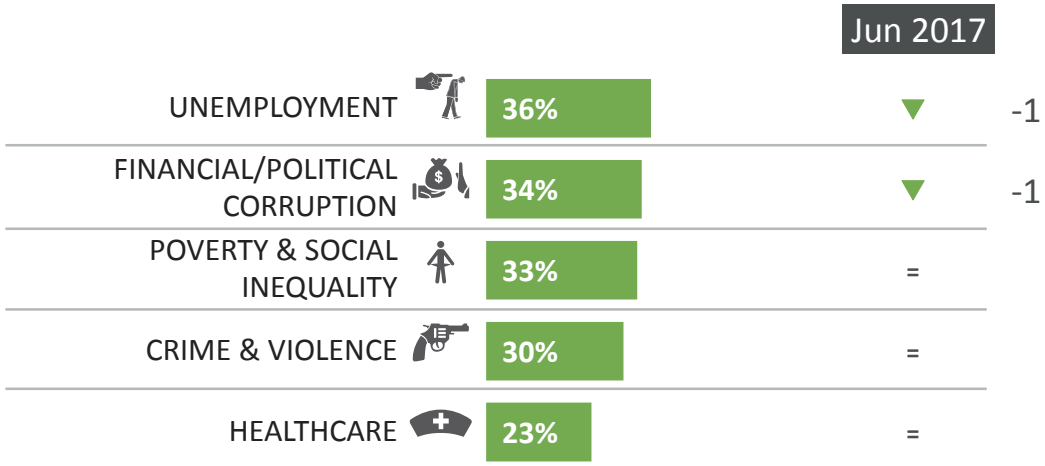
◀ 60%
WRONG TRACK

RIGHT DIRECTION



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

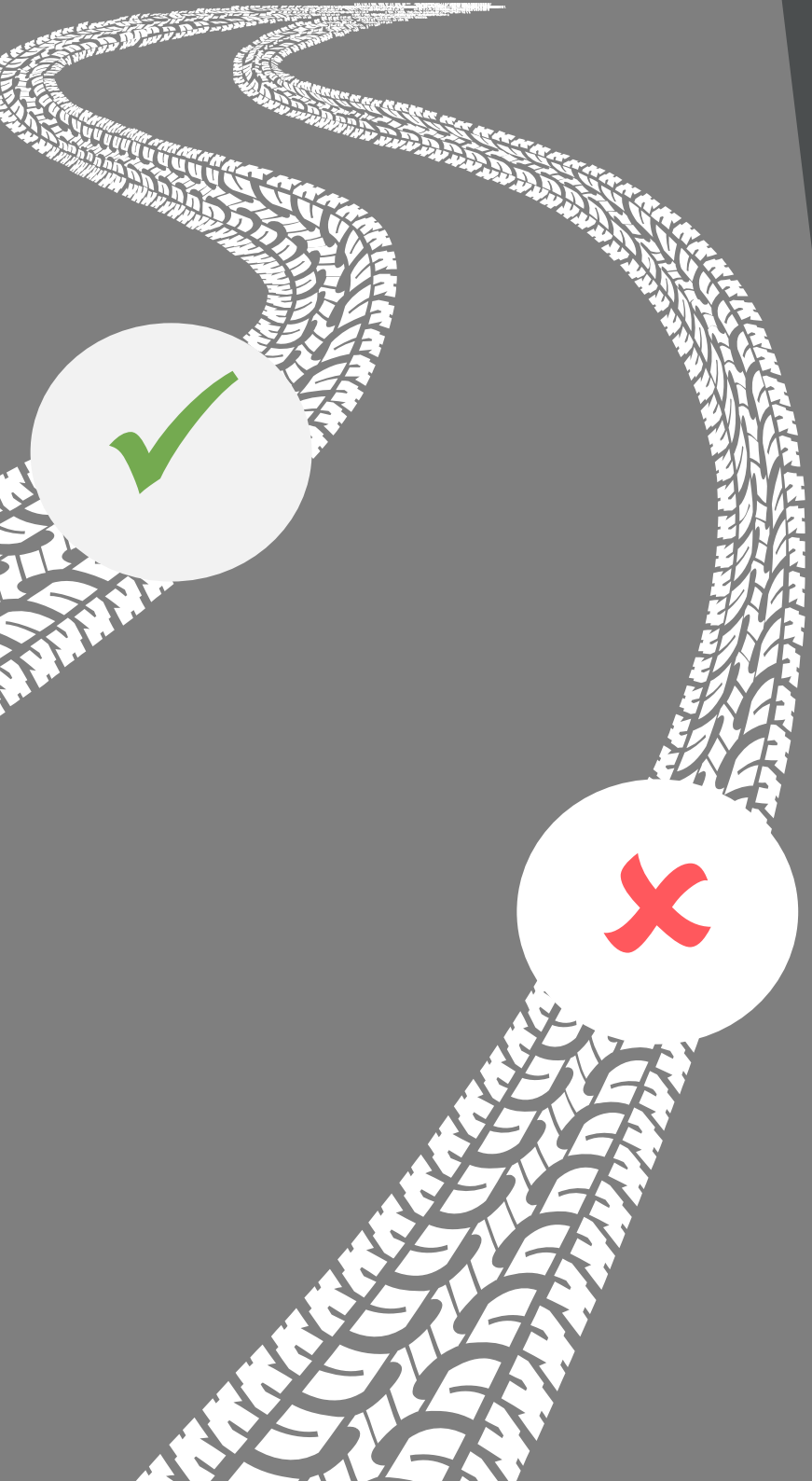
% change compared with previous month:



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.



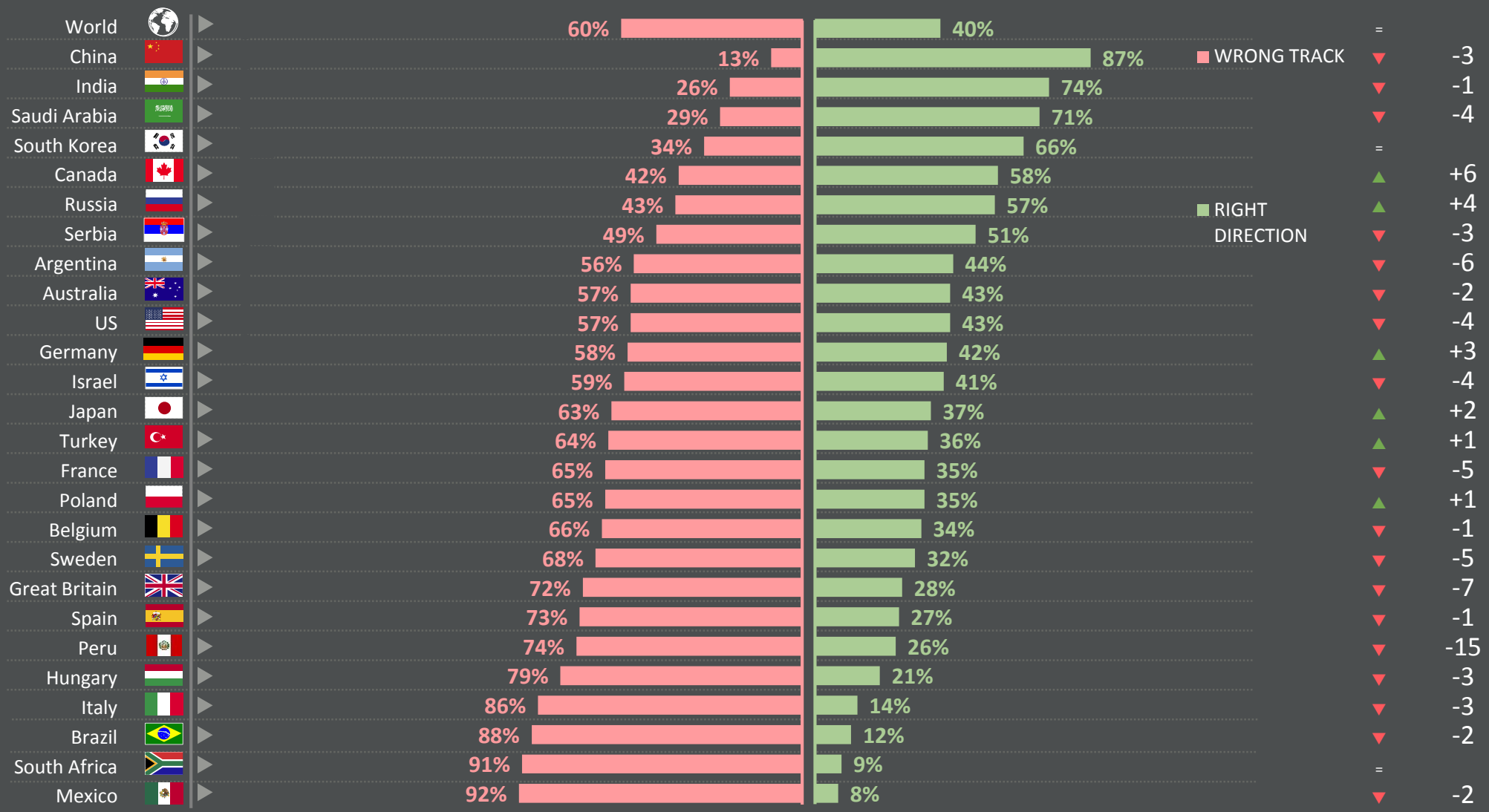
RIGHT DIRECTION

WRONG TRACK

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

COUNTRY COMPARISON

RIGHT DIRECTION/WRONG TRACK

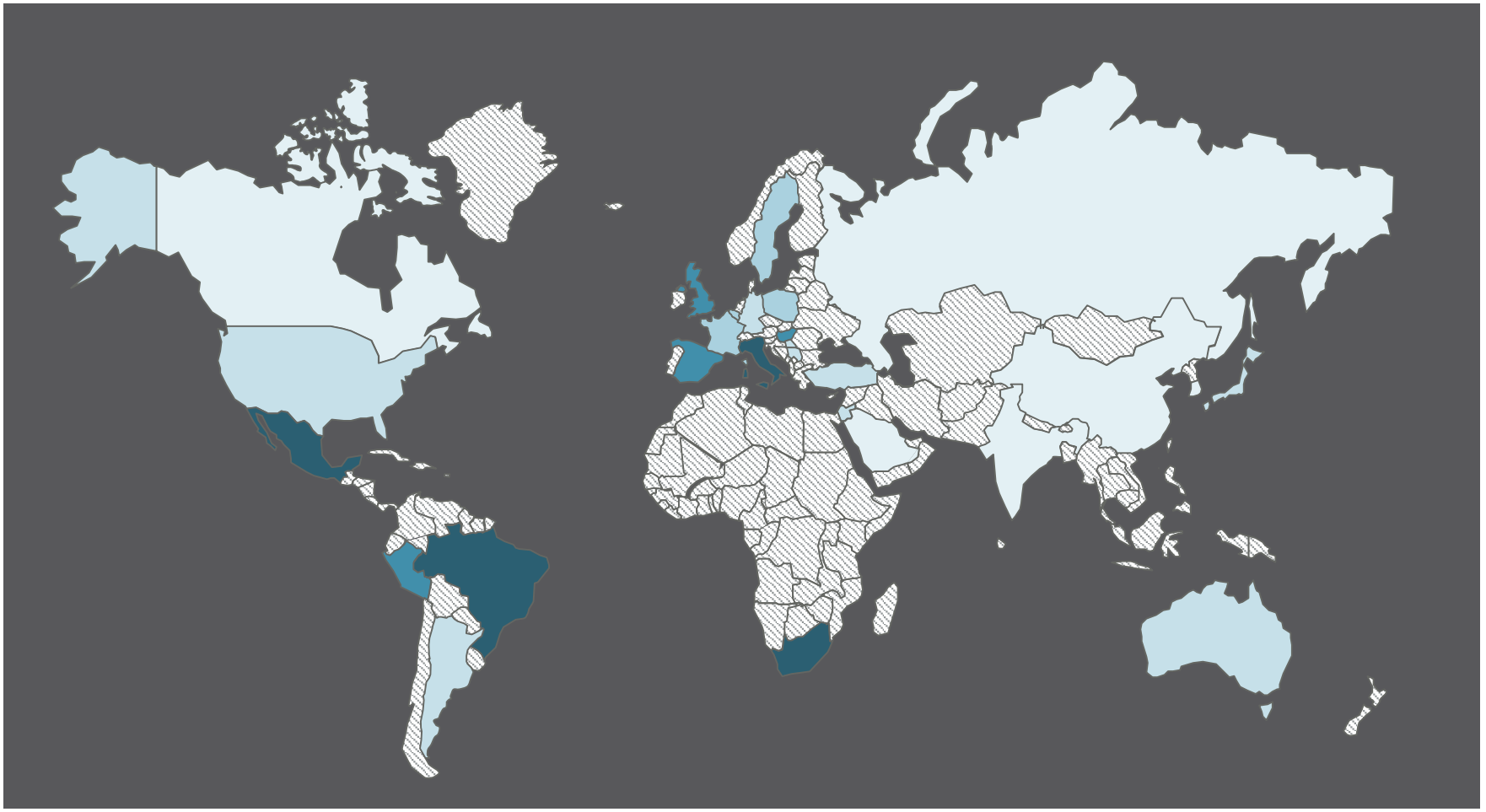


Base: Representative sample of 18,557 adults aged 16-64 in 26 participating countries, June 23rd - July 7th 2017.

Source: Global Advisor

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

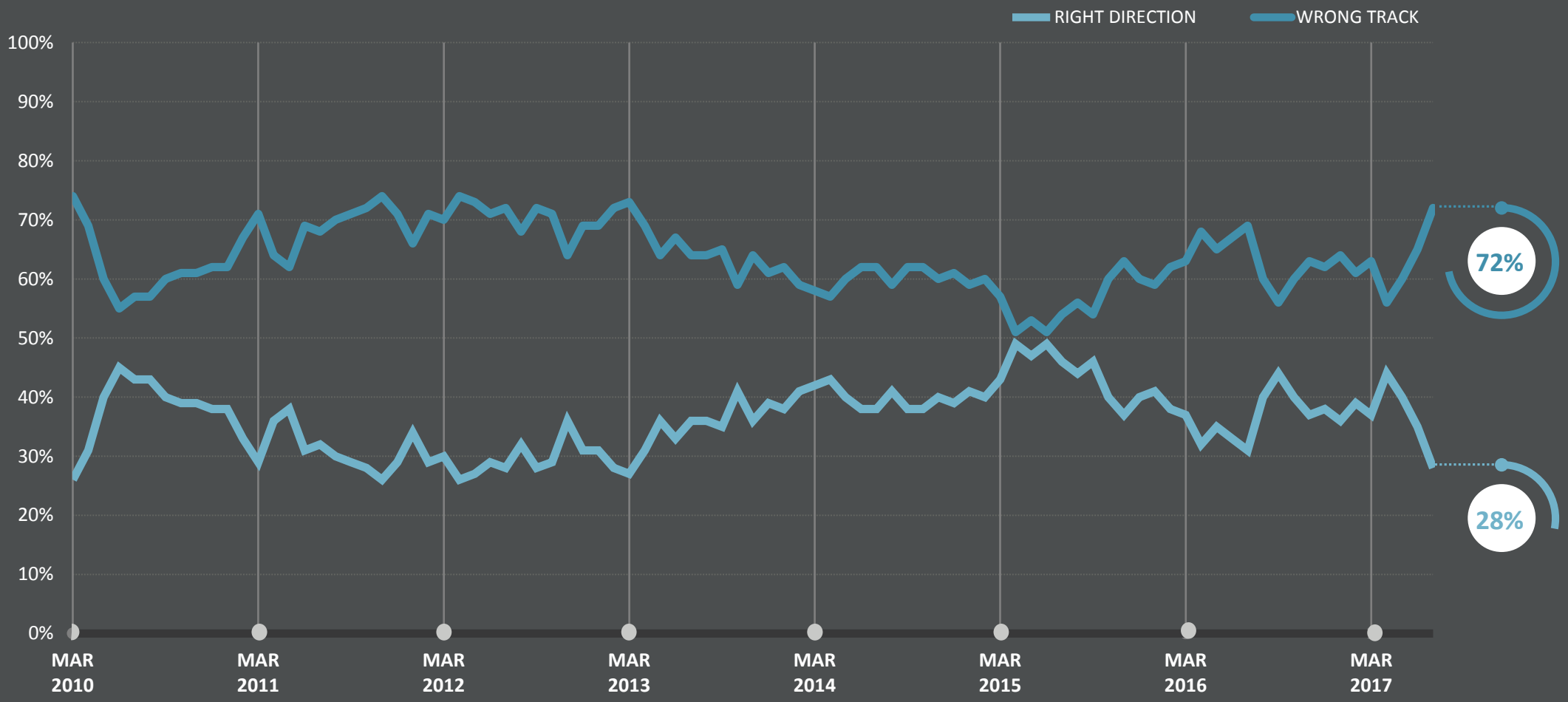
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



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

GREAT BRITAIN: 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?

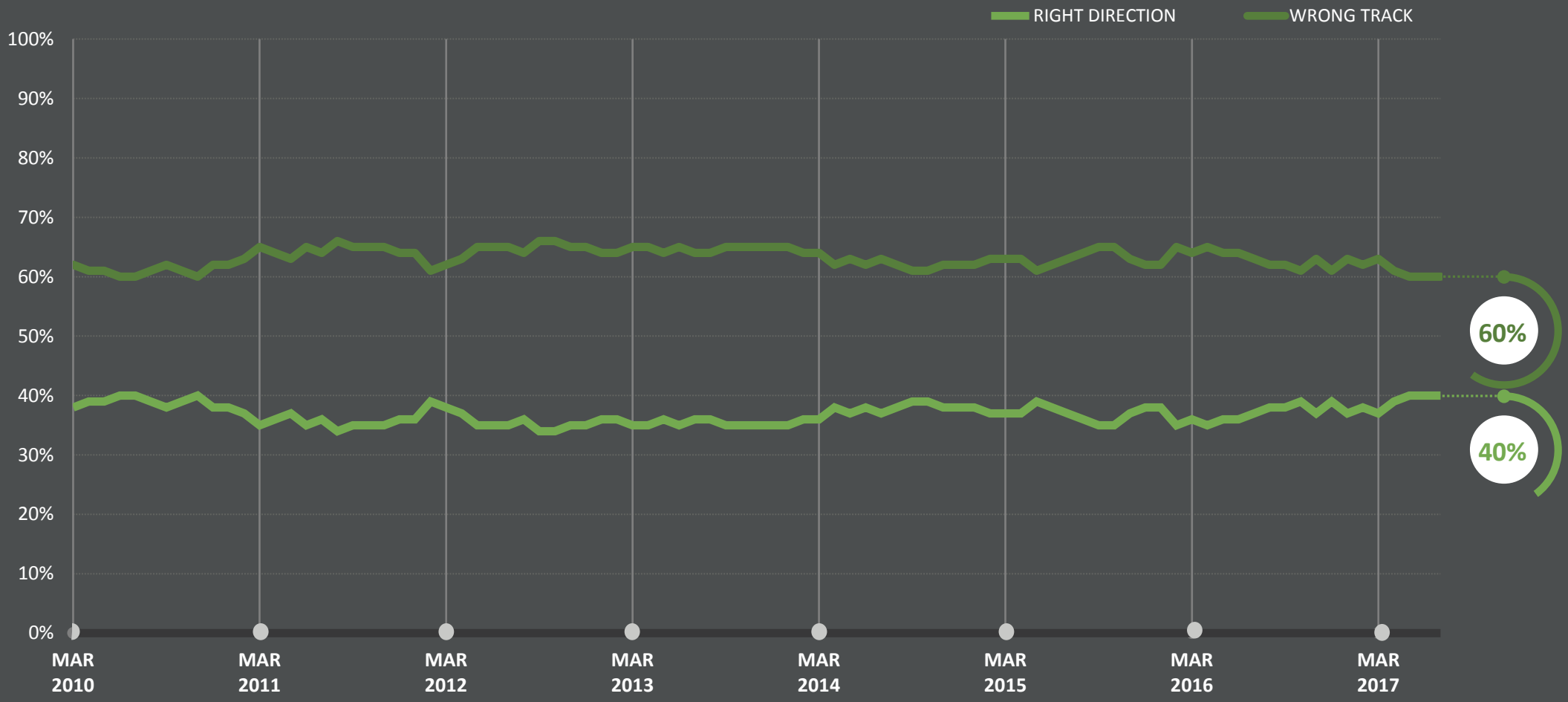


Base: Representative sample of British adults aged 16-64. c.1000 per month

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

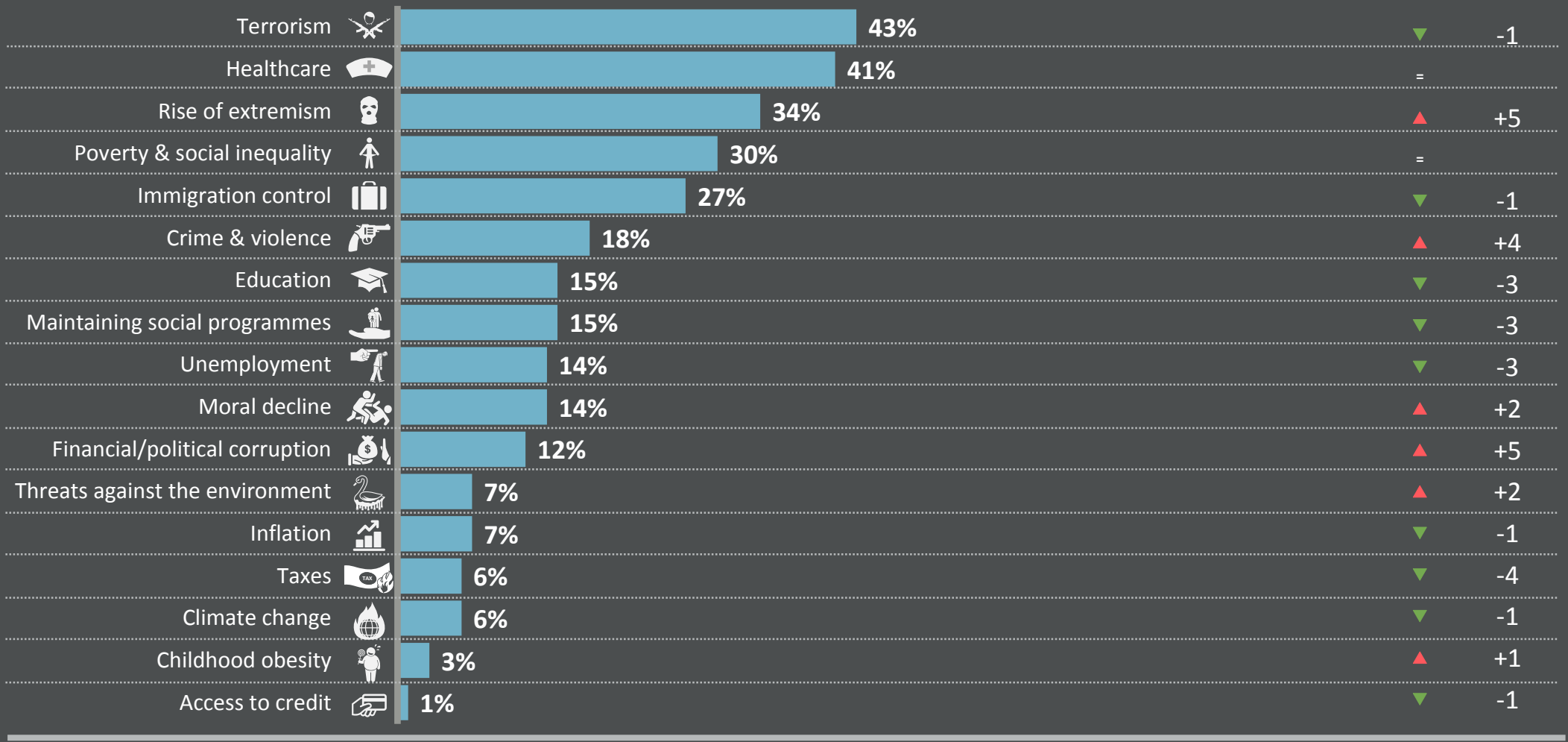
GREAT BRITAIN'S WORRIES

- 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?

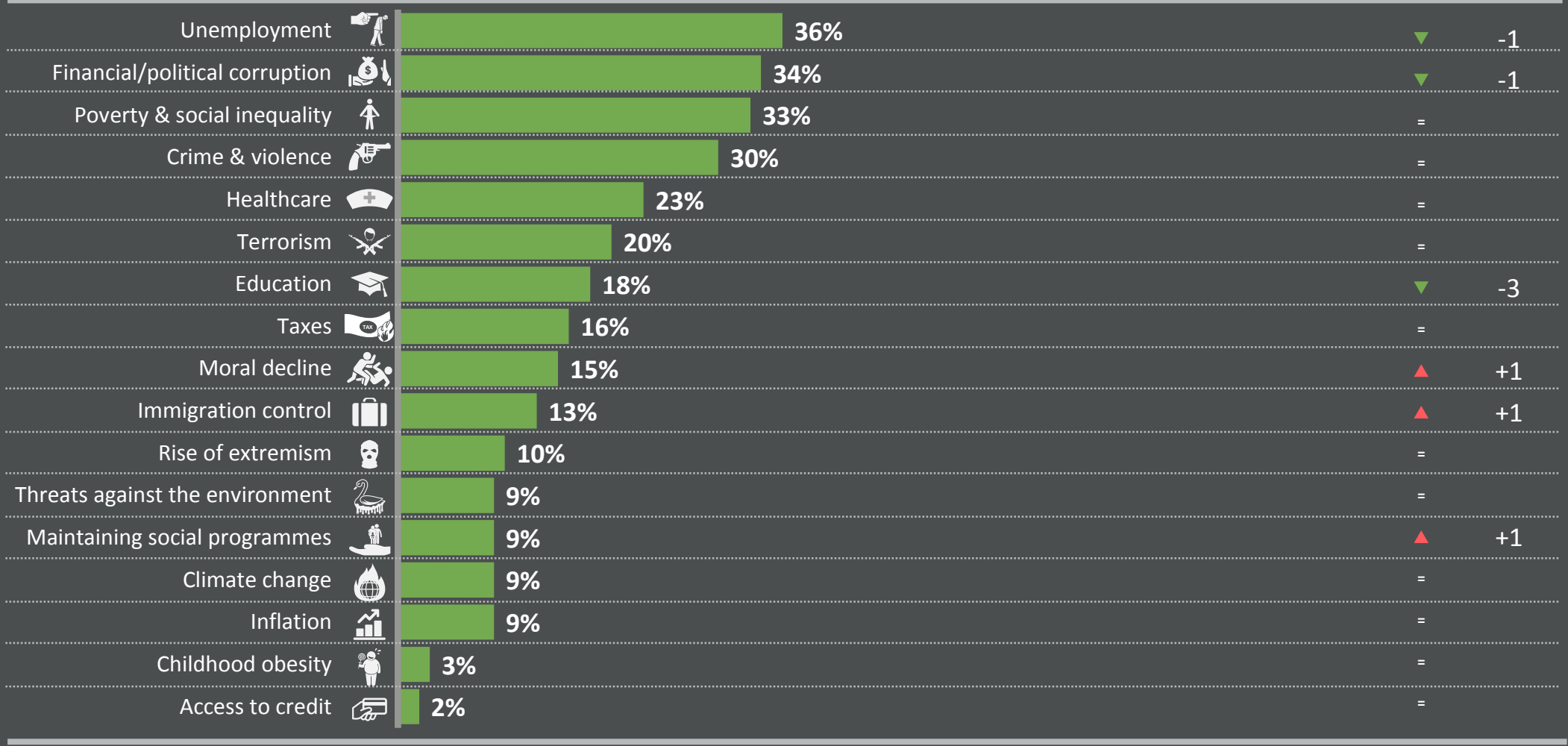
Mentioned in July 2017 (%)



Base: Representative sample of British adults aged 16-64. July 2017: 1,009; June 2017: 1,002.
Source: Global Advisor

WORLD WORRIES

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

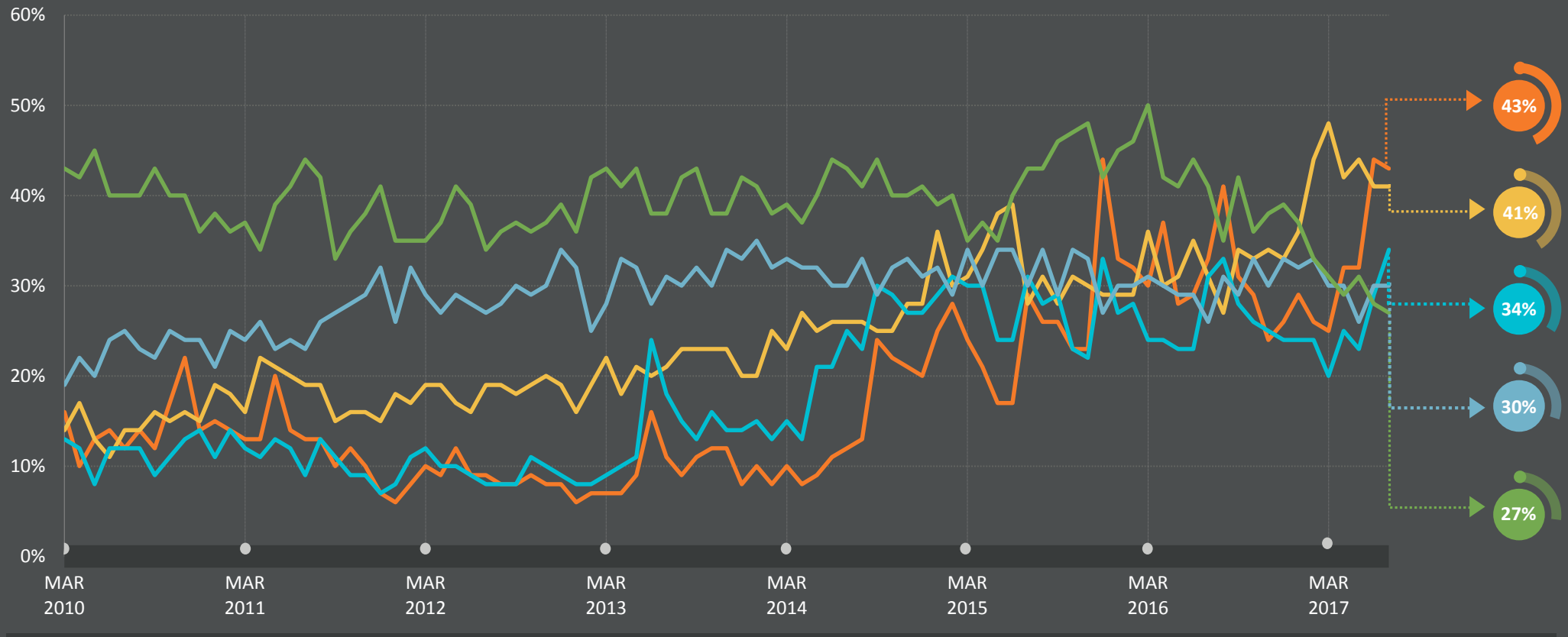


Base: Representative sample of adults aged 16-64. July 2017: 18,557; June 2017: 19,530.
Source: Global Advisor

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?



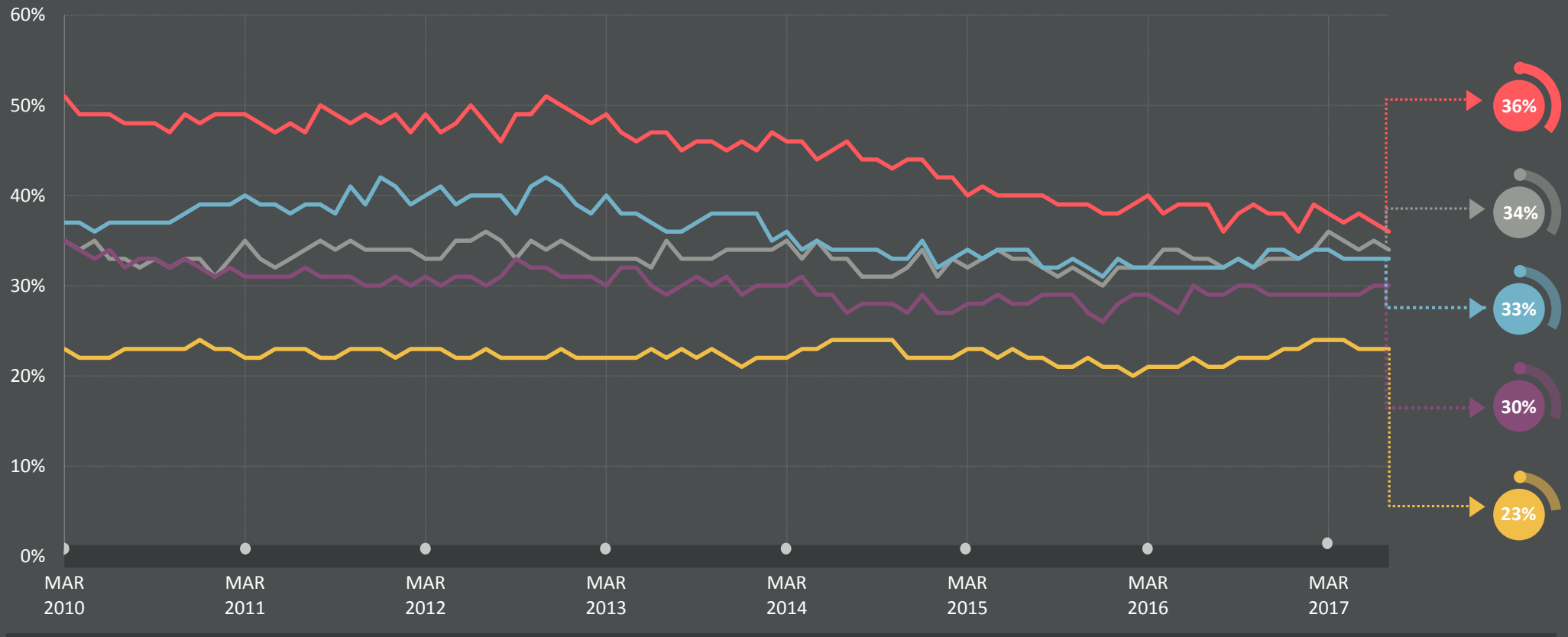
Base: Representative sample of British adults aged 16-64. c.1000 per month

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?



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

WORLD WORRIES

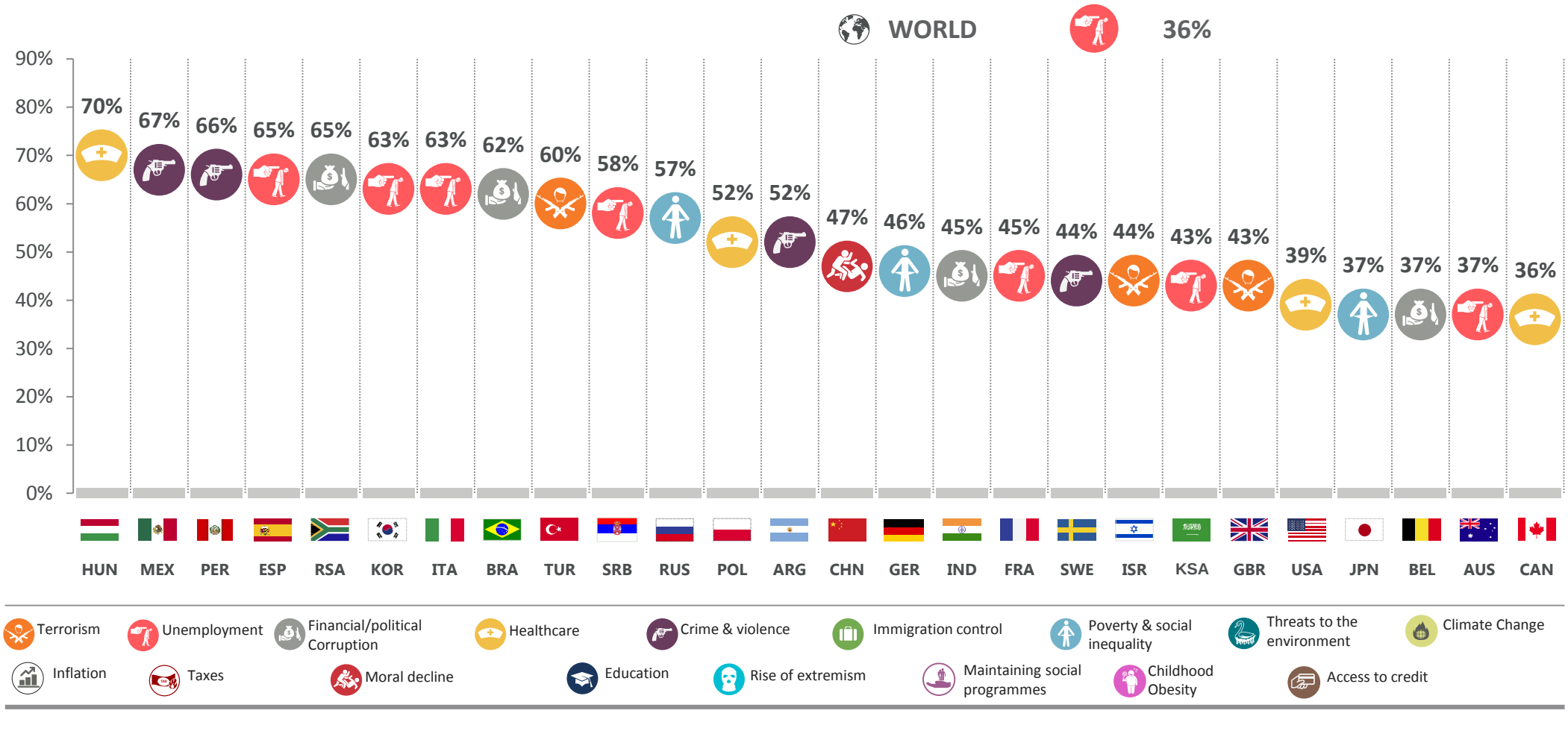
COUNTRY COMPARISON

- 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 July 2017 in each country

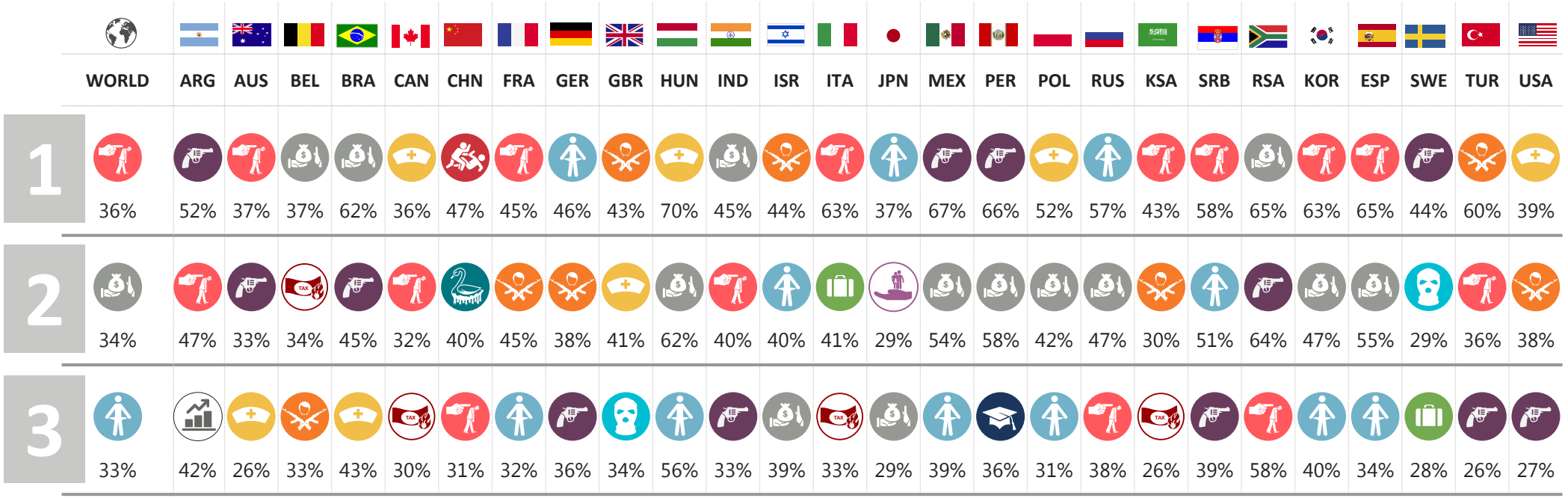


Base: Representative sample of 18,557 adults aged 16-64 in 26 participating countries, June 23rd - July 7th 2017.
Source: Global Advisor

TOP 3 MOST WORRYING ISSUES BY COUNTRY

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

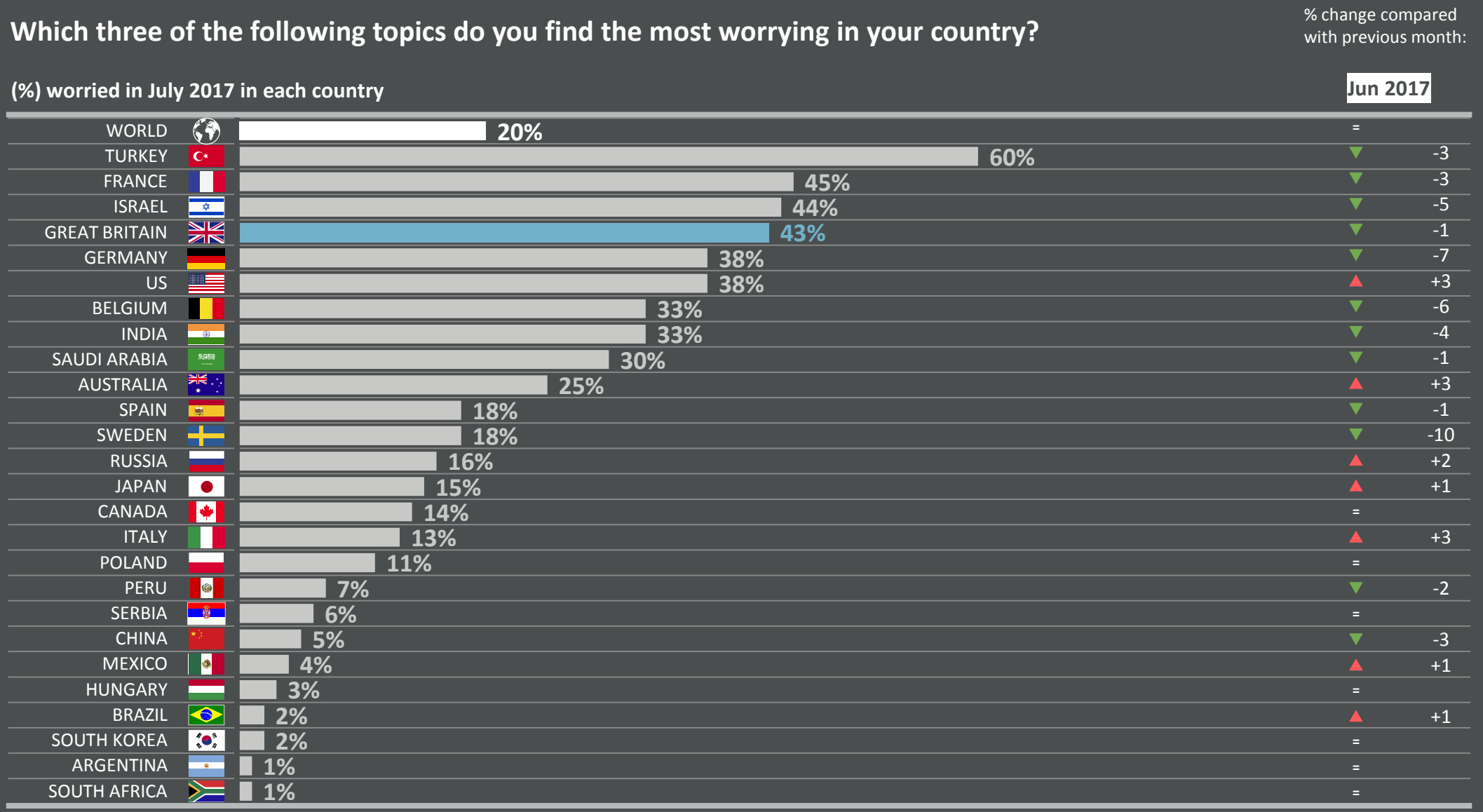
Top 3 worries in July 2017 in each country



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

1 | TERRORISM

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

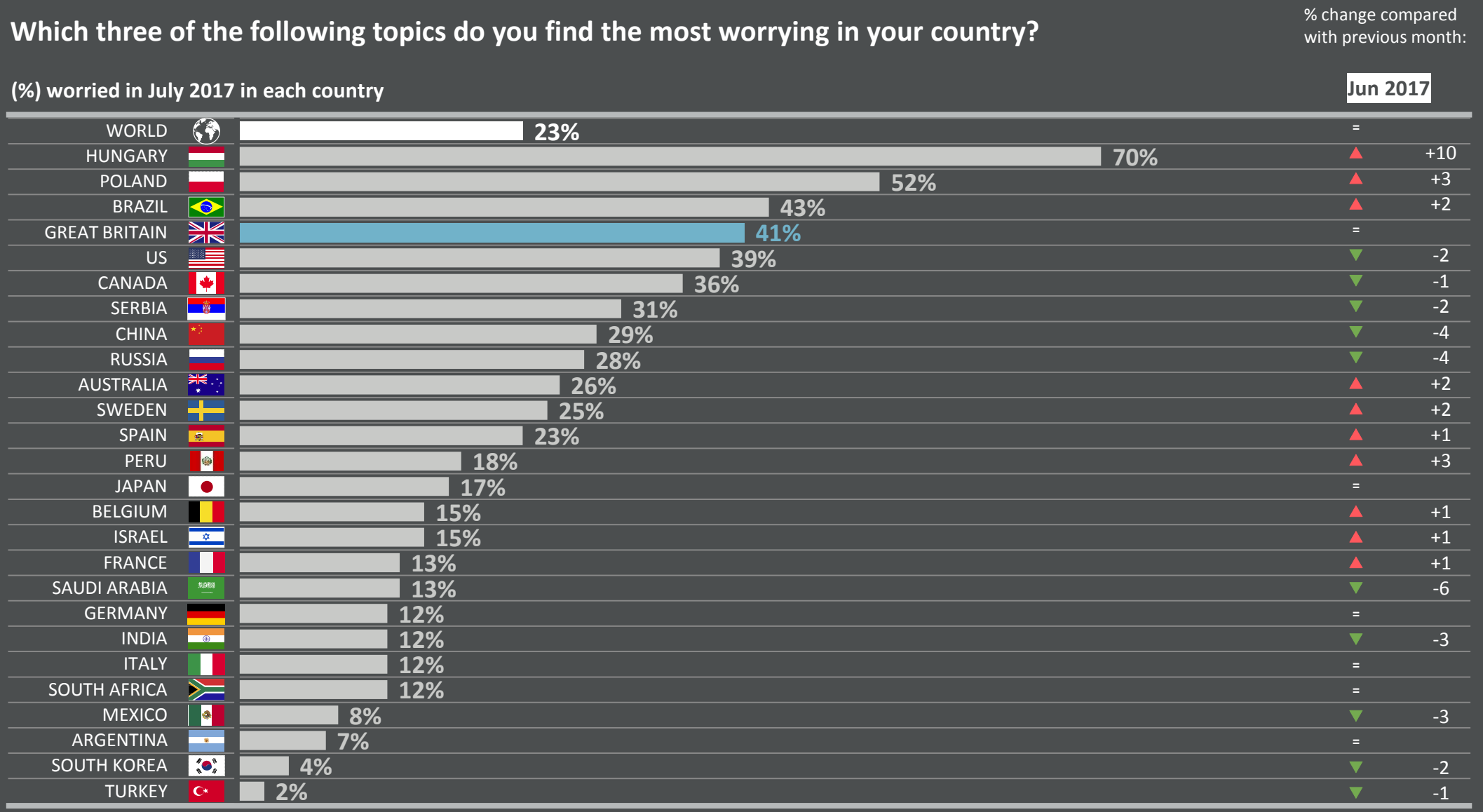


Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.

Source: Global Advisor

2 | HEALTHCARE

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

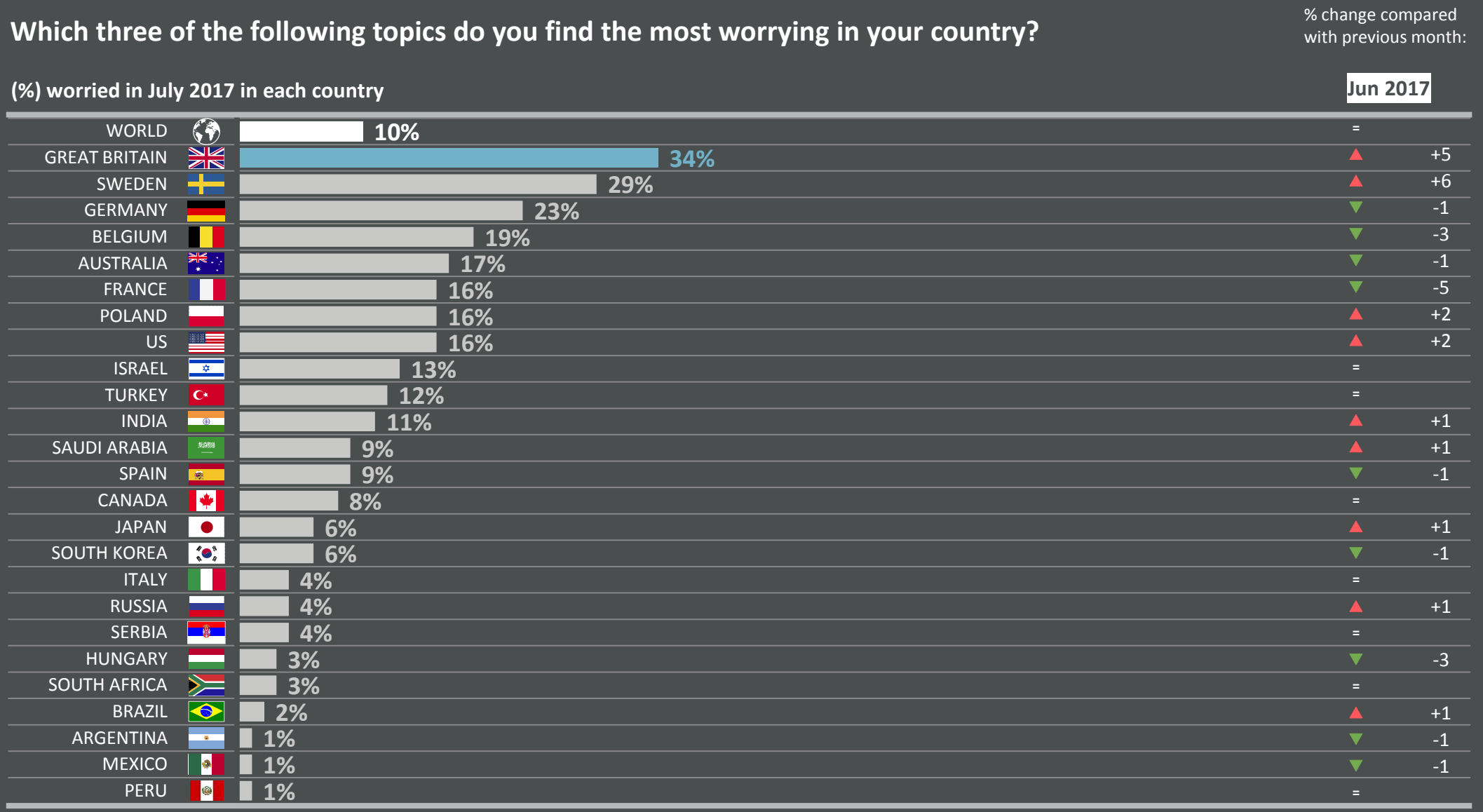


Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.

Source: Global Advisor

3 | RISE OF EXTREMISM

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

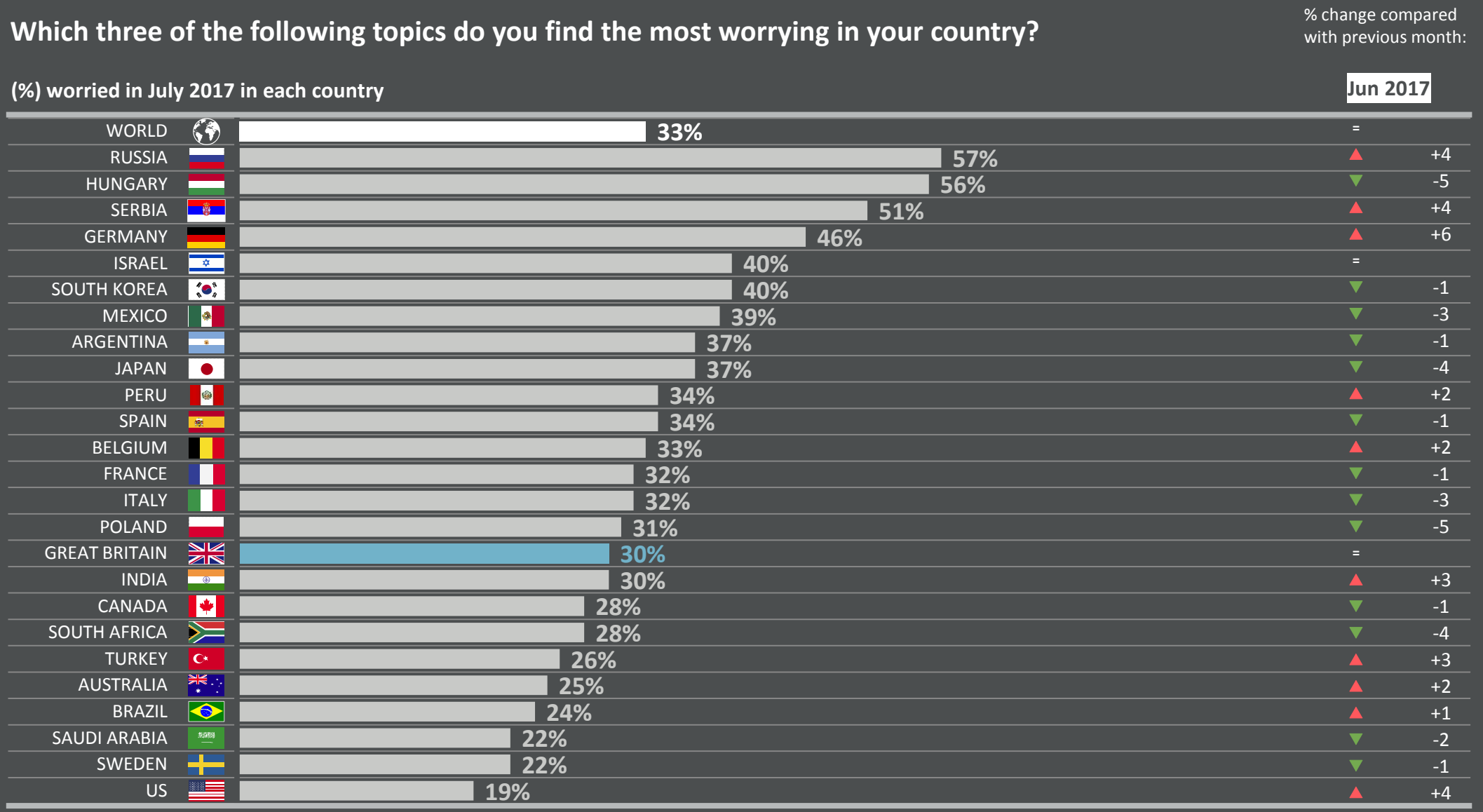


Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.

Source: Global Advisor

4 | POVERTY & SOCIAL INEQUALITY

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

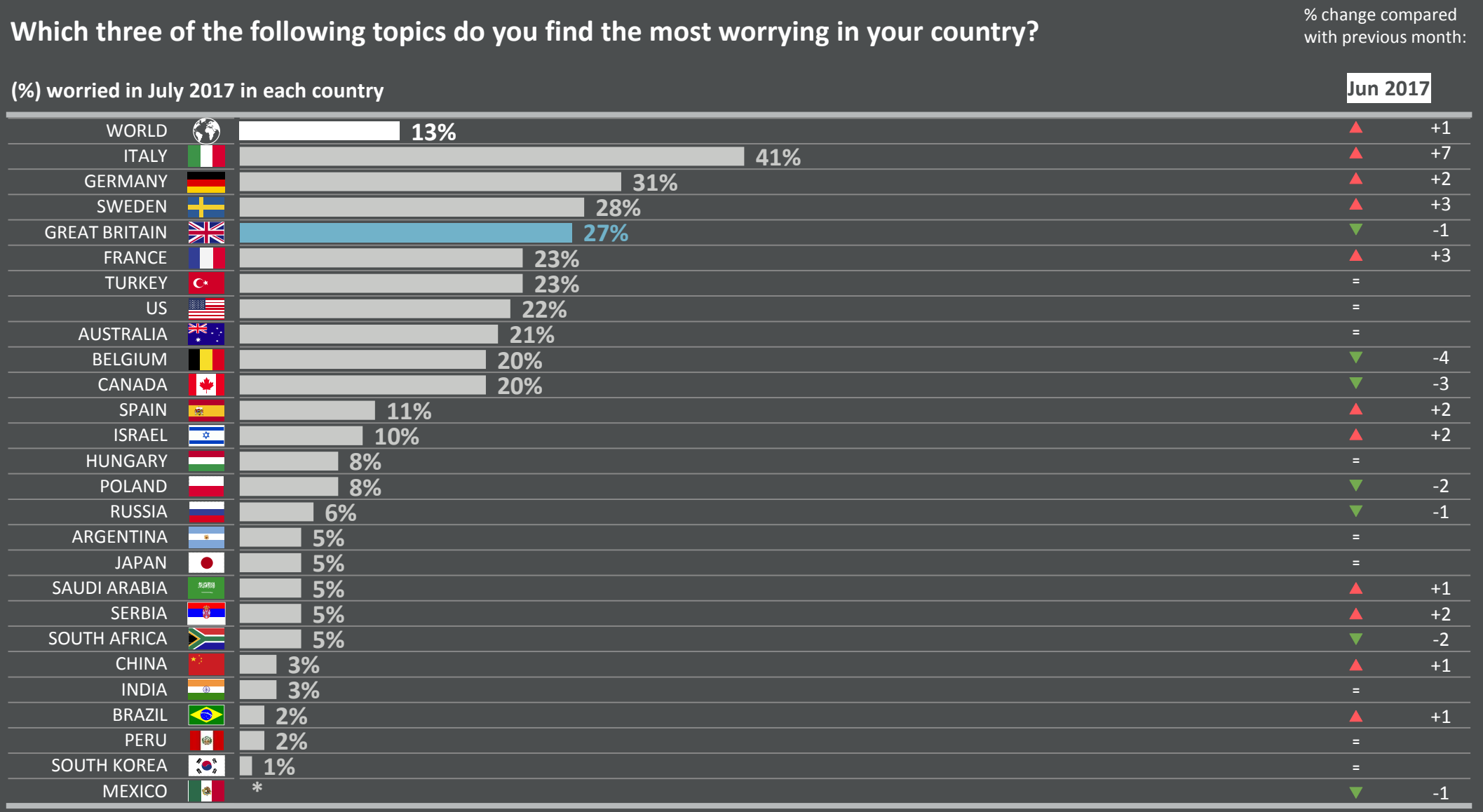


Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.

Source: Global Advisor

5 | IMMIGRATION CONTROL

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



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

Source: Global Advisor

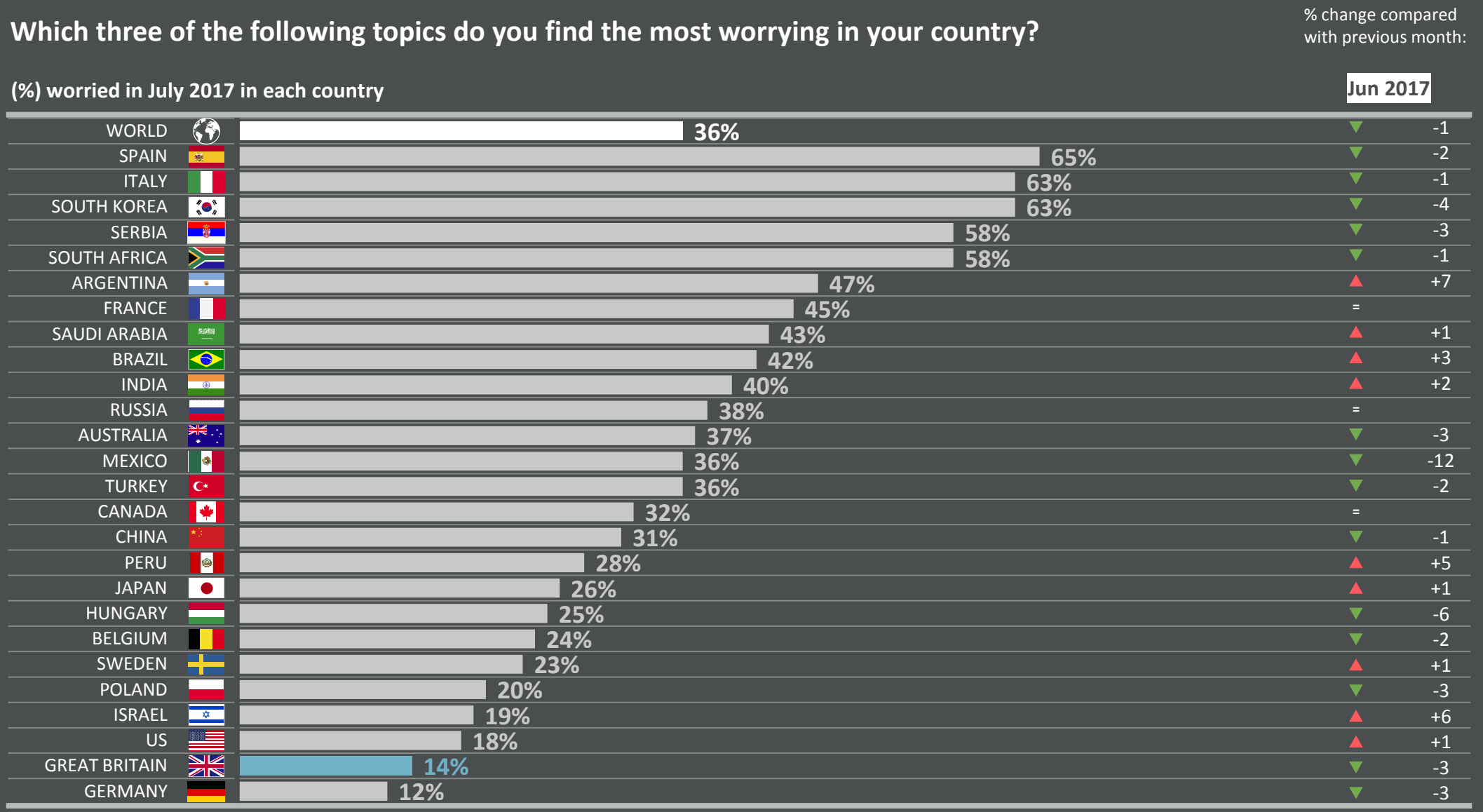
WORLD WORRIES

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?

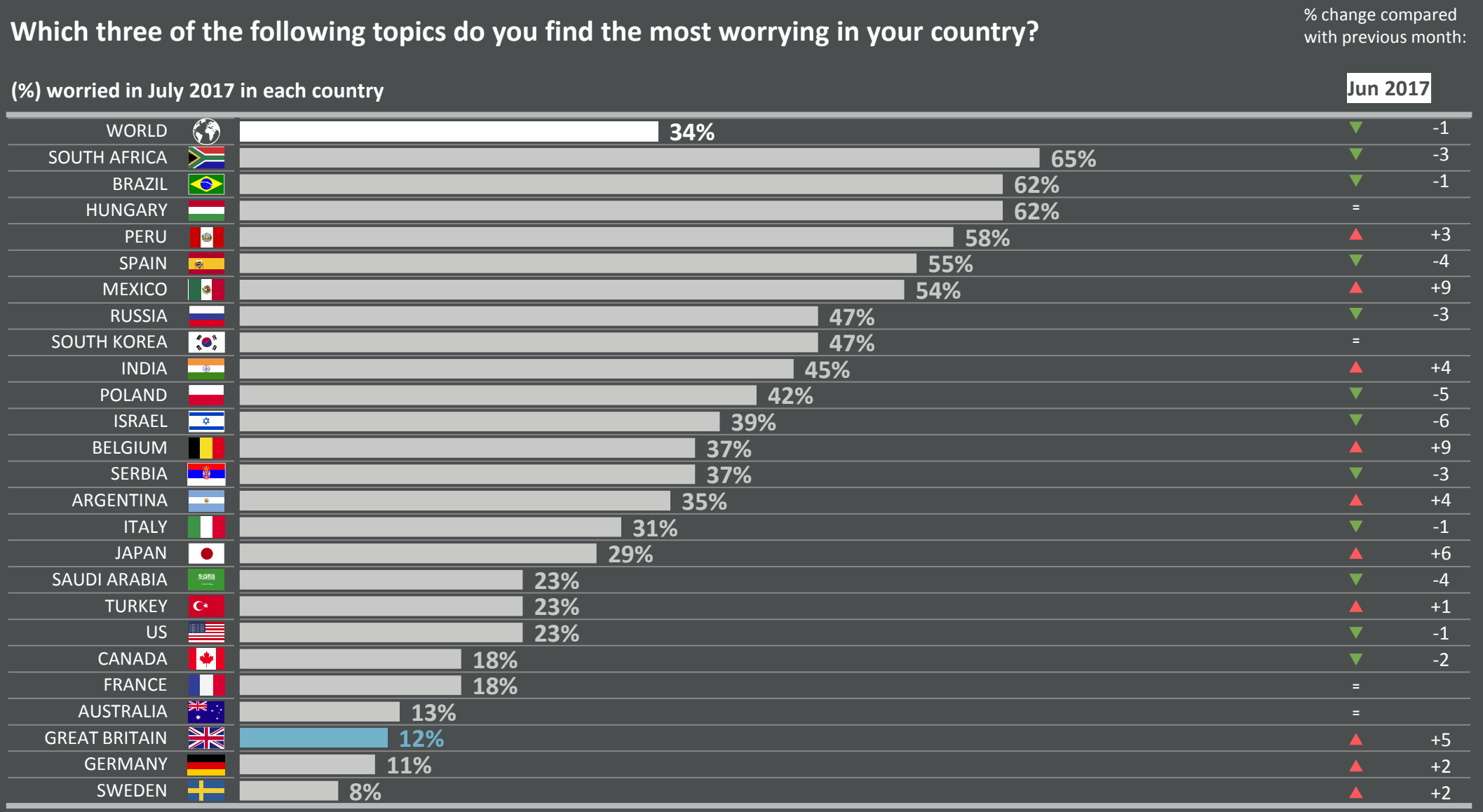


Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.

Source: Global Advisor

2 | FINANCIAL/POLITICAL CORRUPTION

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

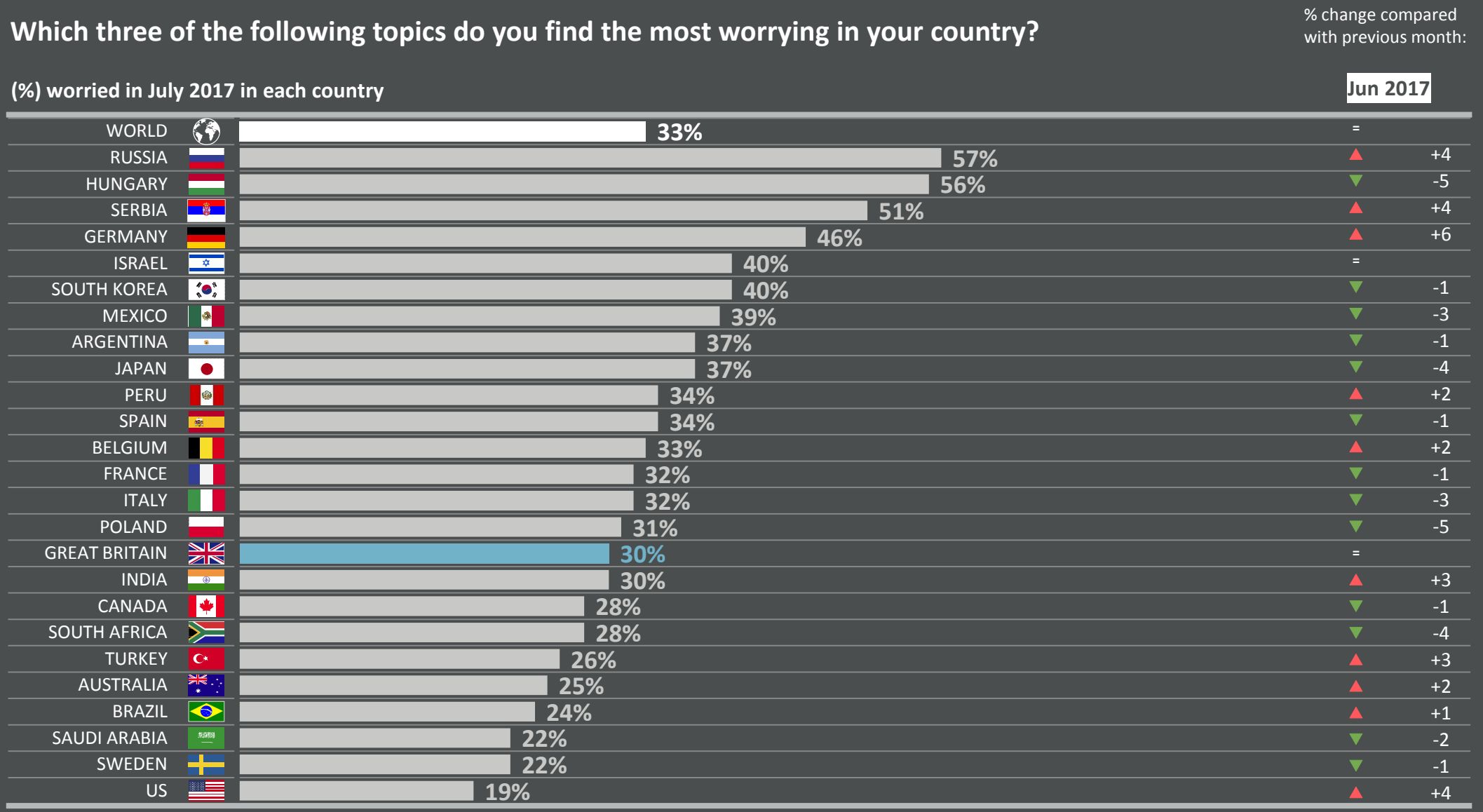


Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.

Source: Global Advisor

3 | POVERTY & SOCIAL INEQUALITY

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

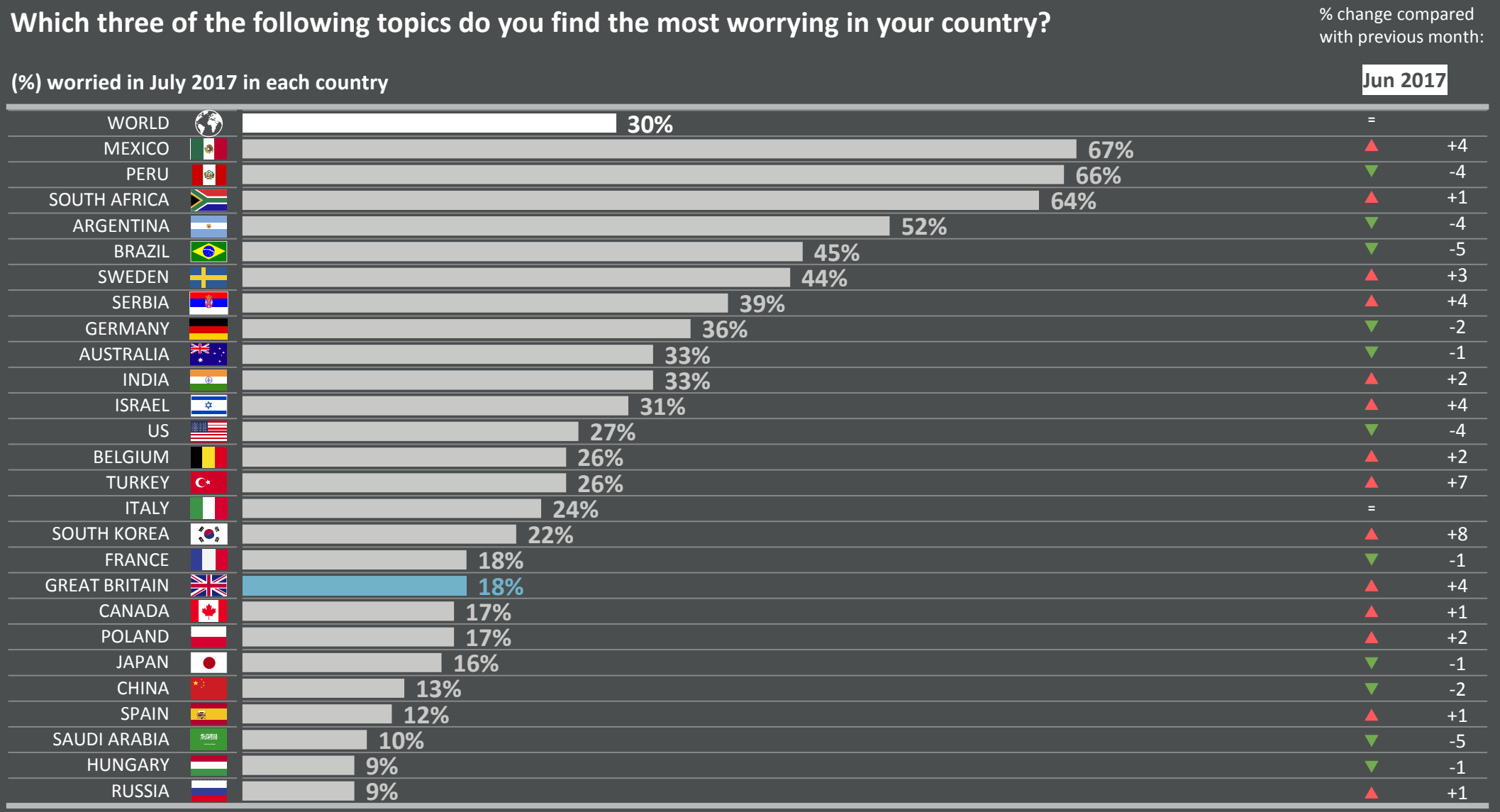


Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.

Source: Global Advisor

4 | CRIME & VIOLENCE

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



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?

(%) worried in July 2017 in each country

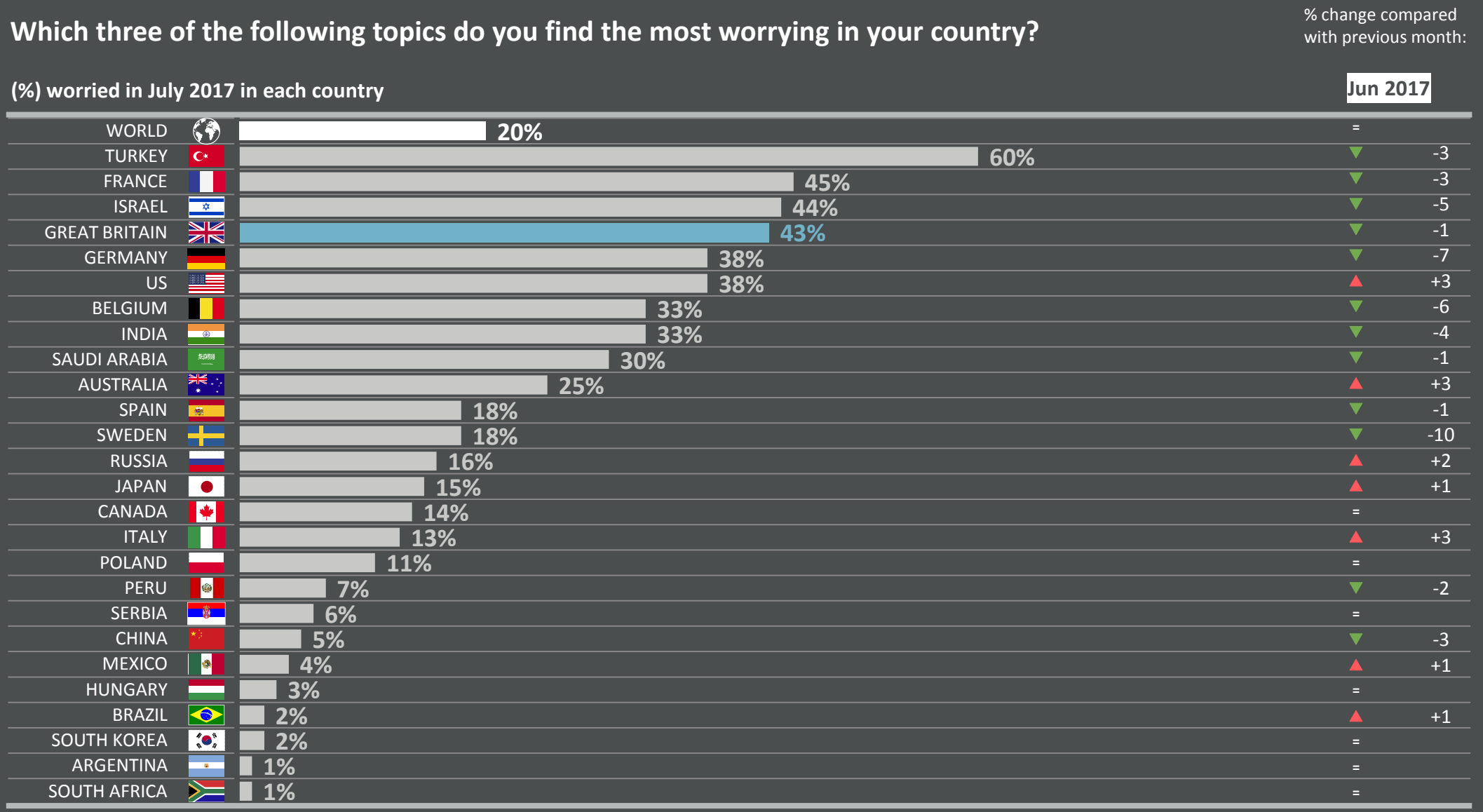
		% change compared with previous month: Jun 2017
WORLD	23%	=
HUNGARY	70%	▲ +10
POLAND	52%	▲ +3
BRAZIL	43%	▲ +2
GREAT BRITAIN	41%	=
US	39%	▼ -2
CANADA	36%	▼ -1
SERBIA	31%	▼ -2
CHINA	29%	▼ -4
RUSSIA	28%	▼ -4
AUSTRALIA	26%	▲ +2
SWEDEN	25%	▲ +2
SPAIN	23%	▲ +1
PERU	18%	▲ +3
JAPAN	17%	=
BELGIUM	15%	▲ +1
ISRAEL	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

6 | TERRORISM

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

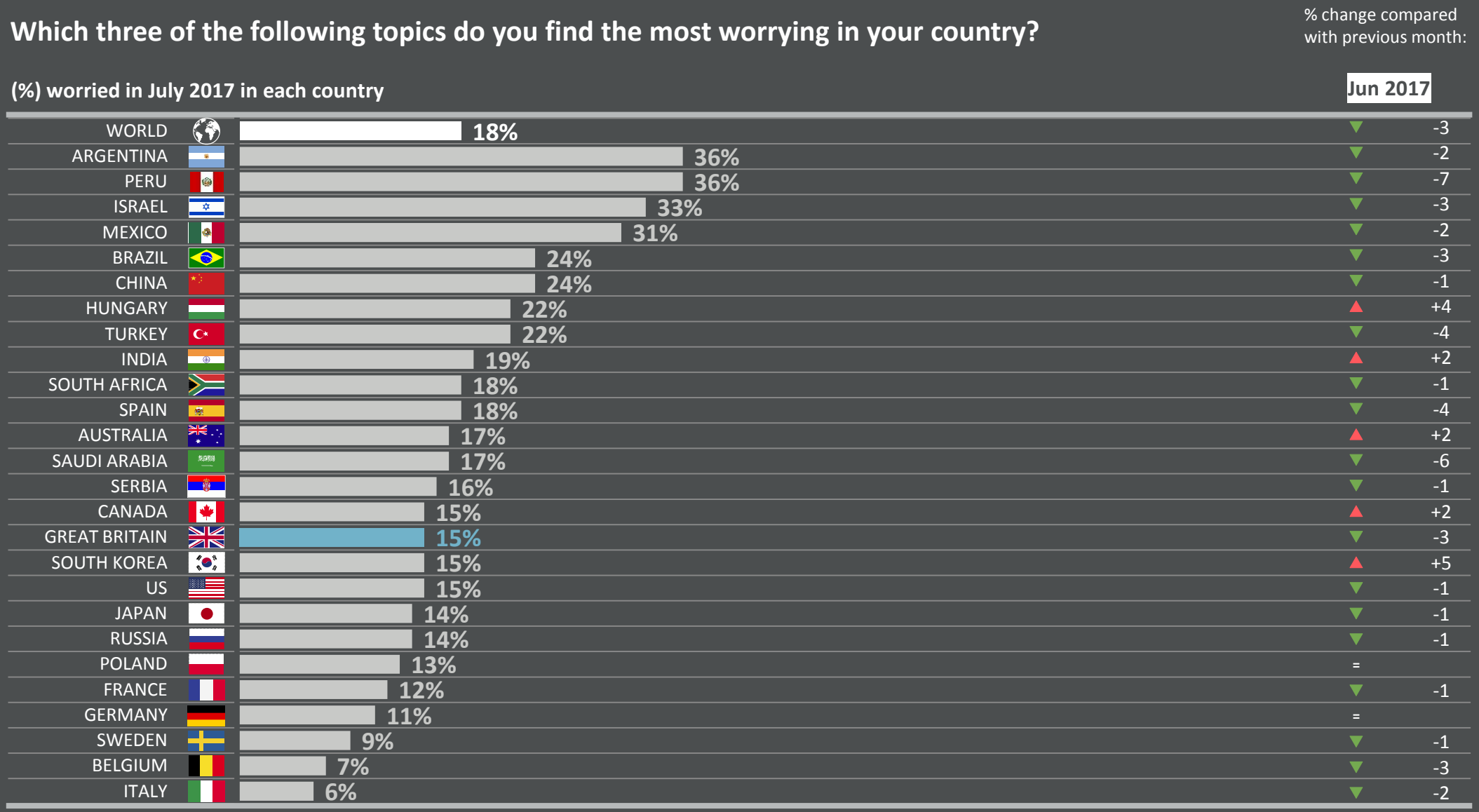


Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.

Source: Global Advisor

7 | EDUCATION

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

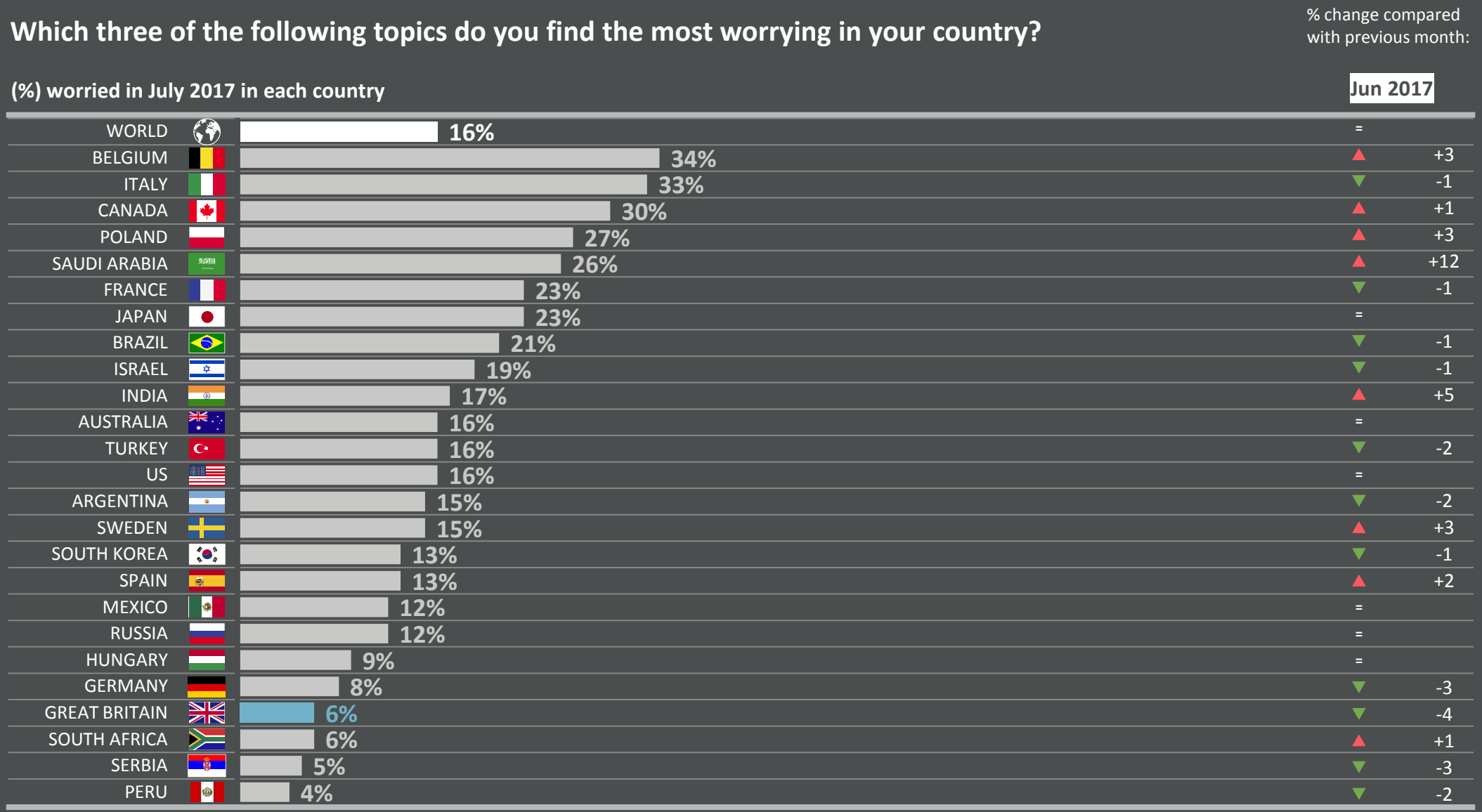


Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.

Source: Global Advisor

8 | TAXES

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

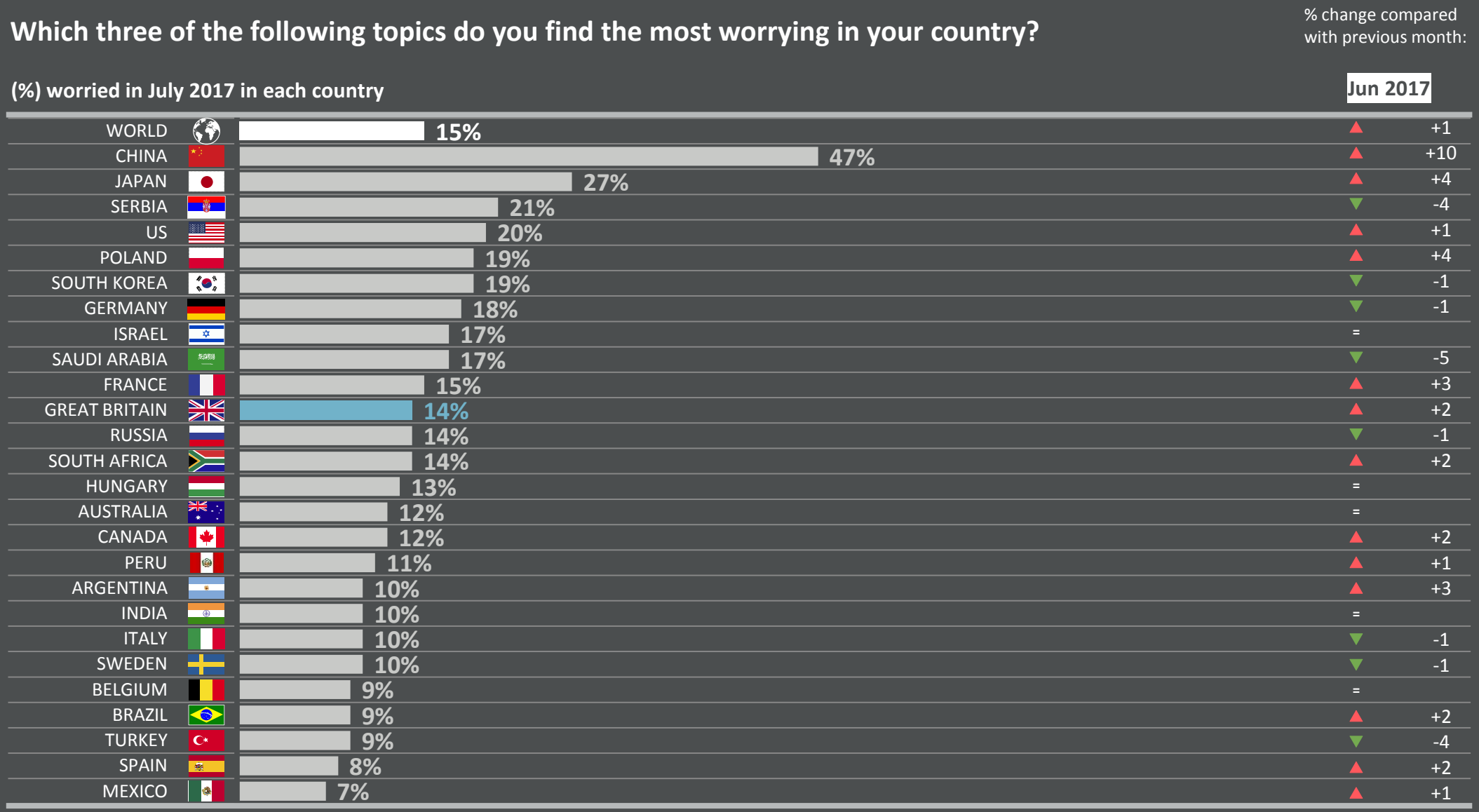


Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.

Source: Global Advisor

9 | MORAL DECLINE

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

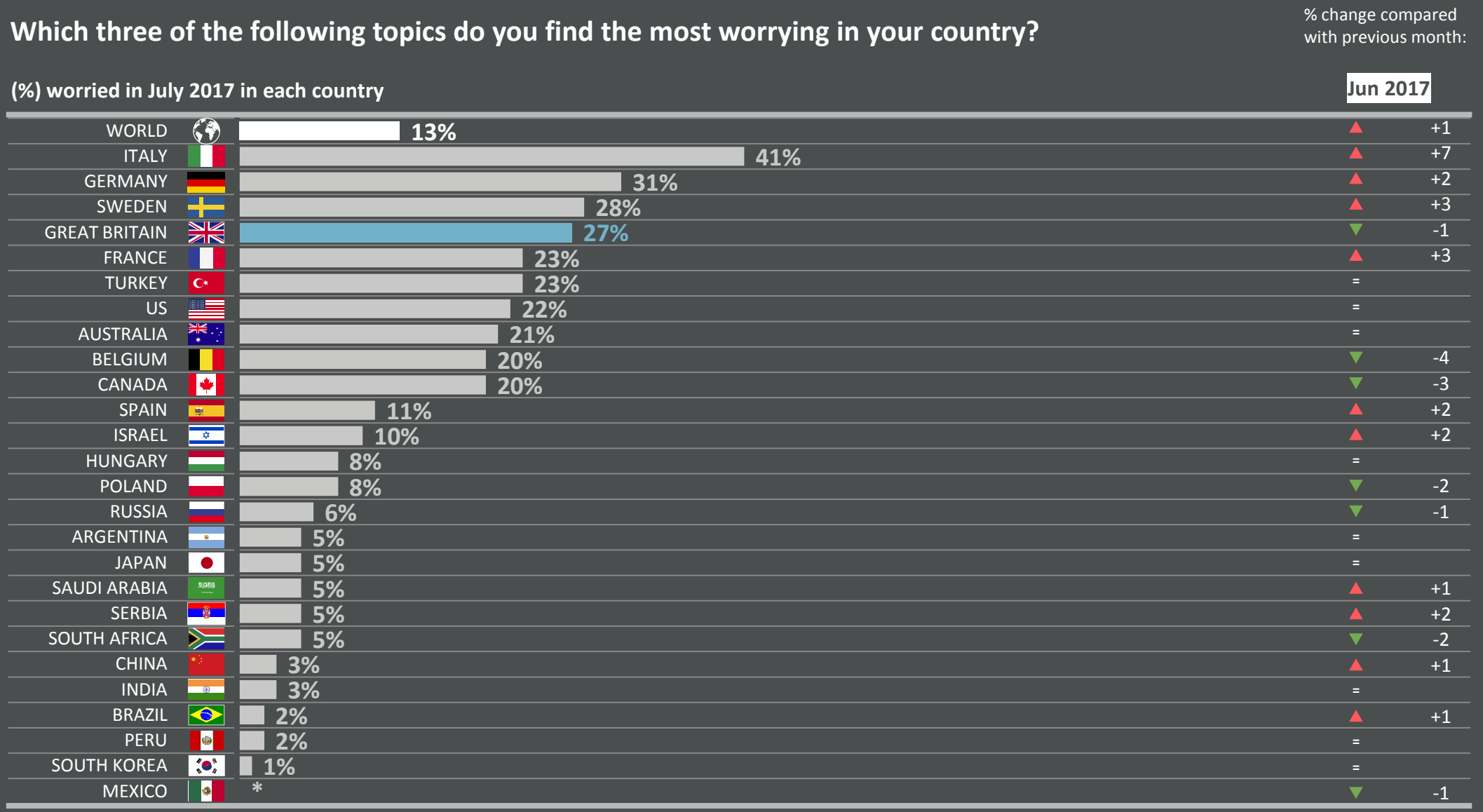


Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.

Source: Global Advisor

10 | IMMIGRATION CONTROL

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

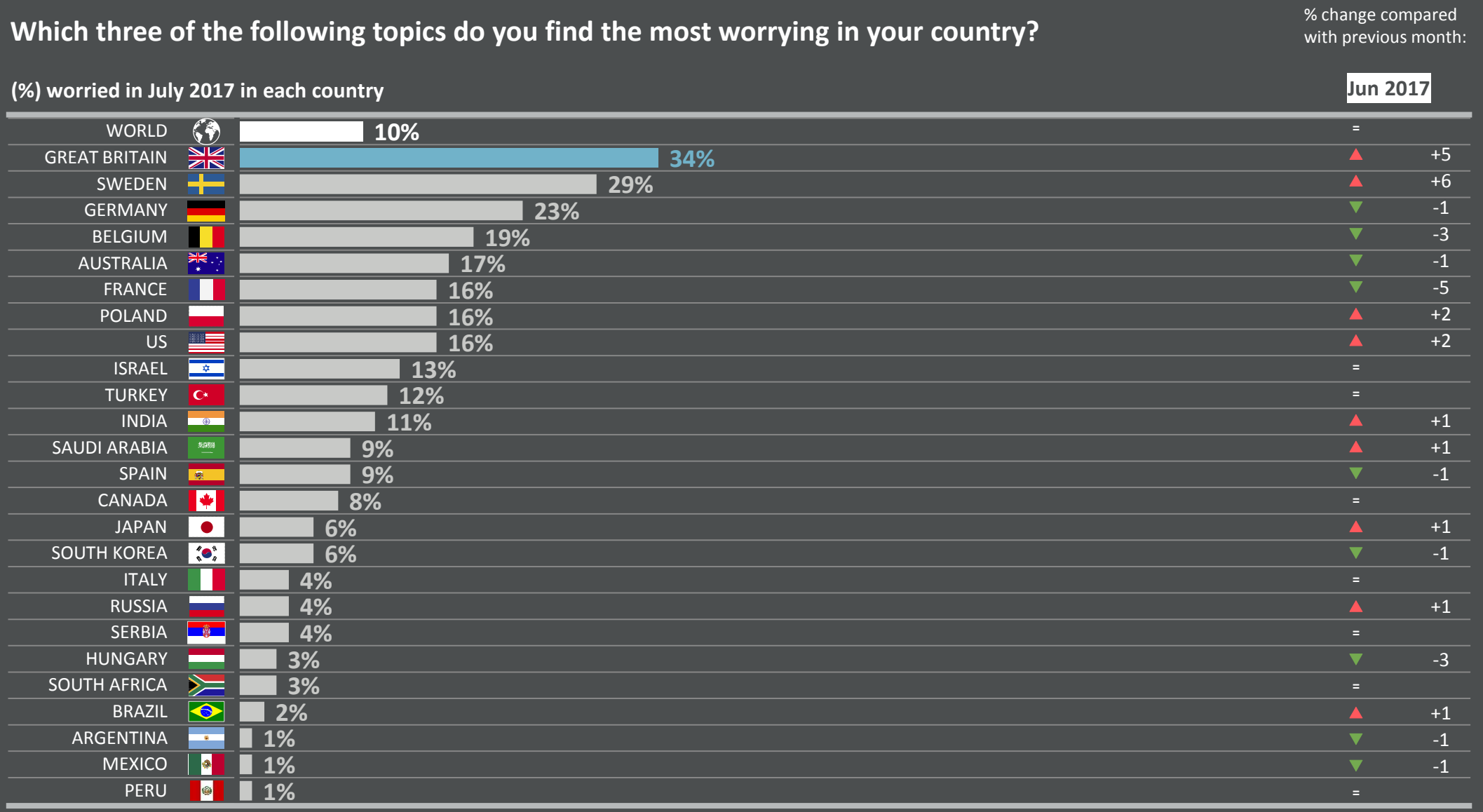


Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.

Source: Global Advisor

11 | RISE OF EXTREMISM

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

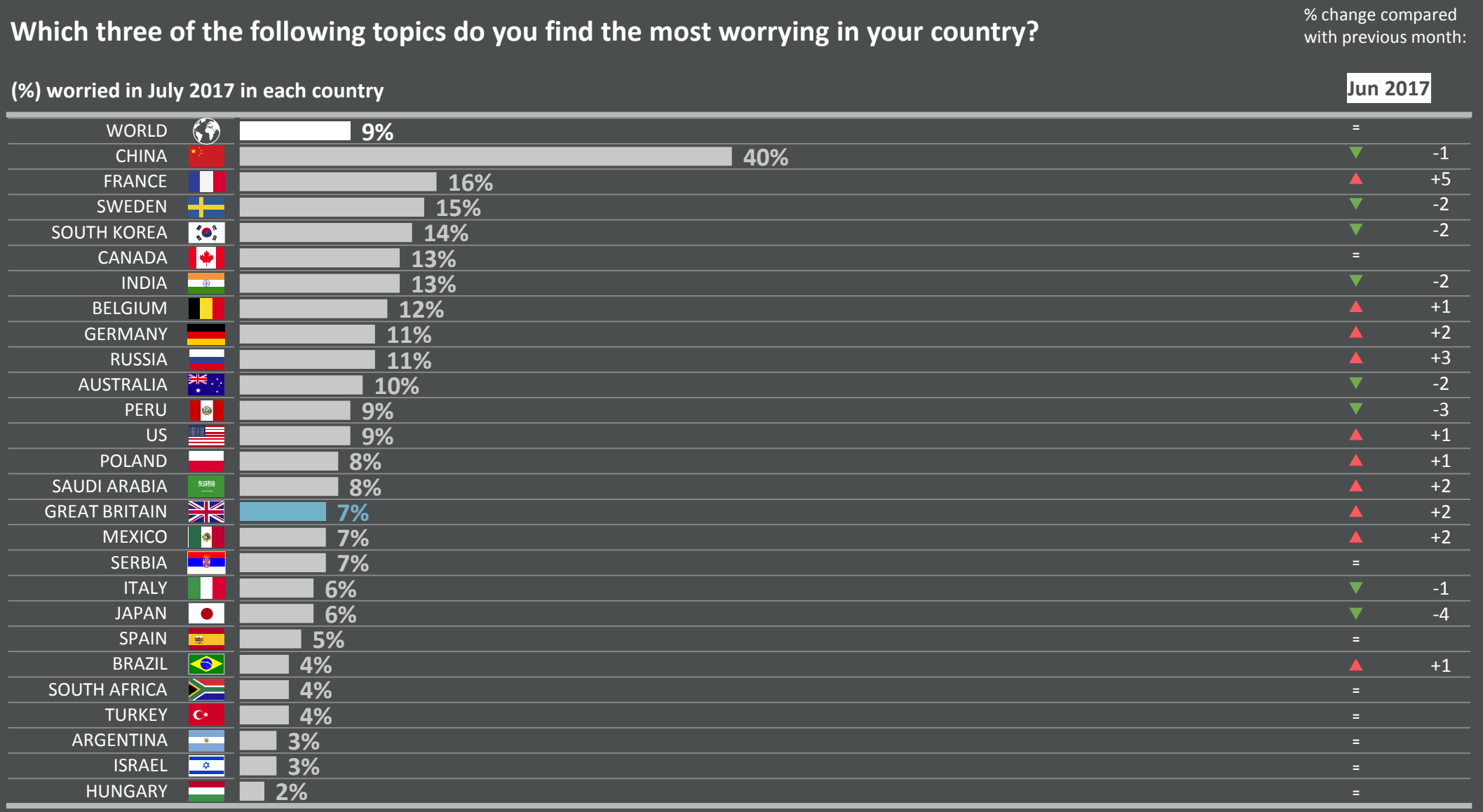


Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.

Source: Global Advisor

12 | THREATS AGAINST THE ENVIRONMENT

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

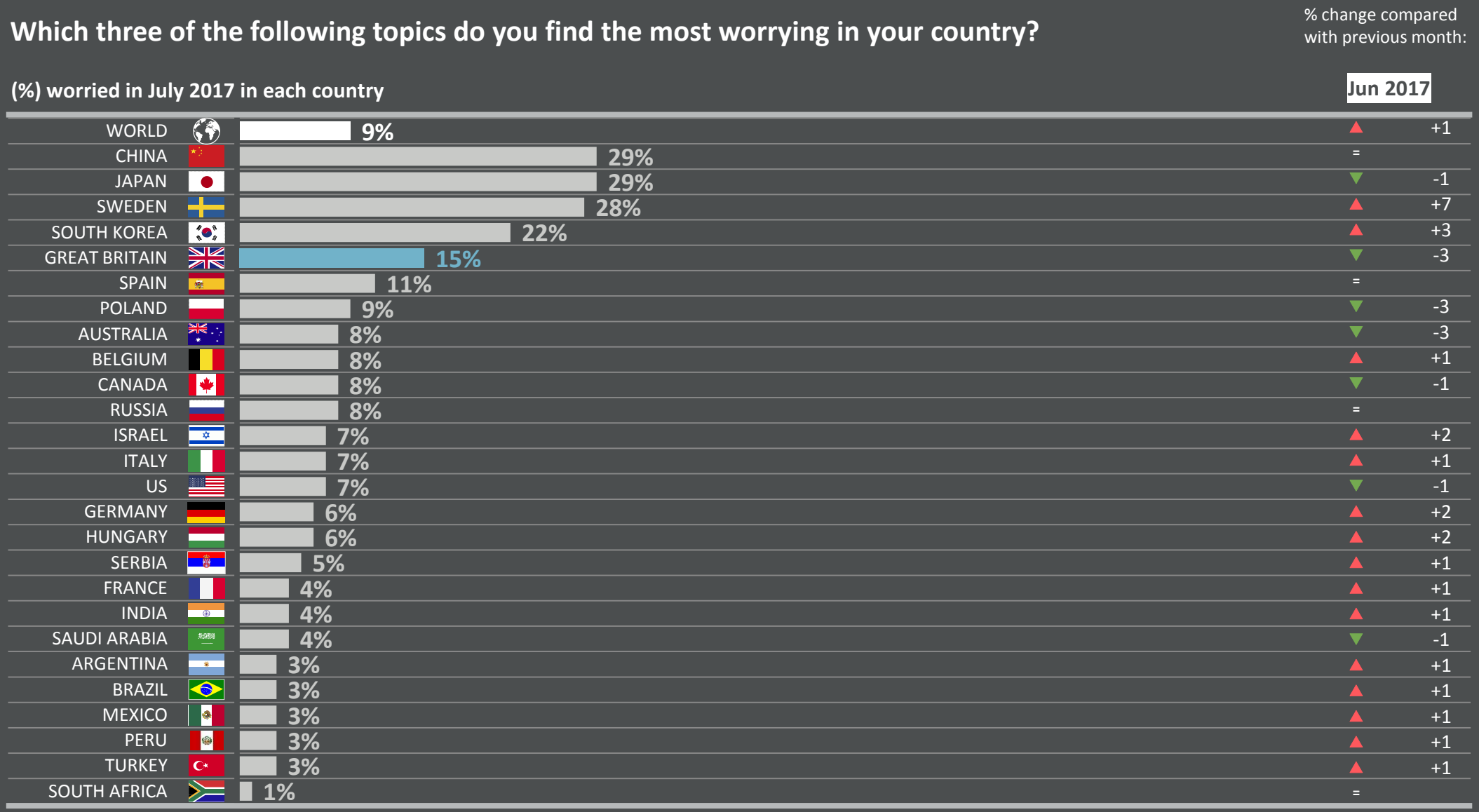


Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.

Source: Global Advisor

13 | MAINTAINING SOCIAL PROGRAMMES

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

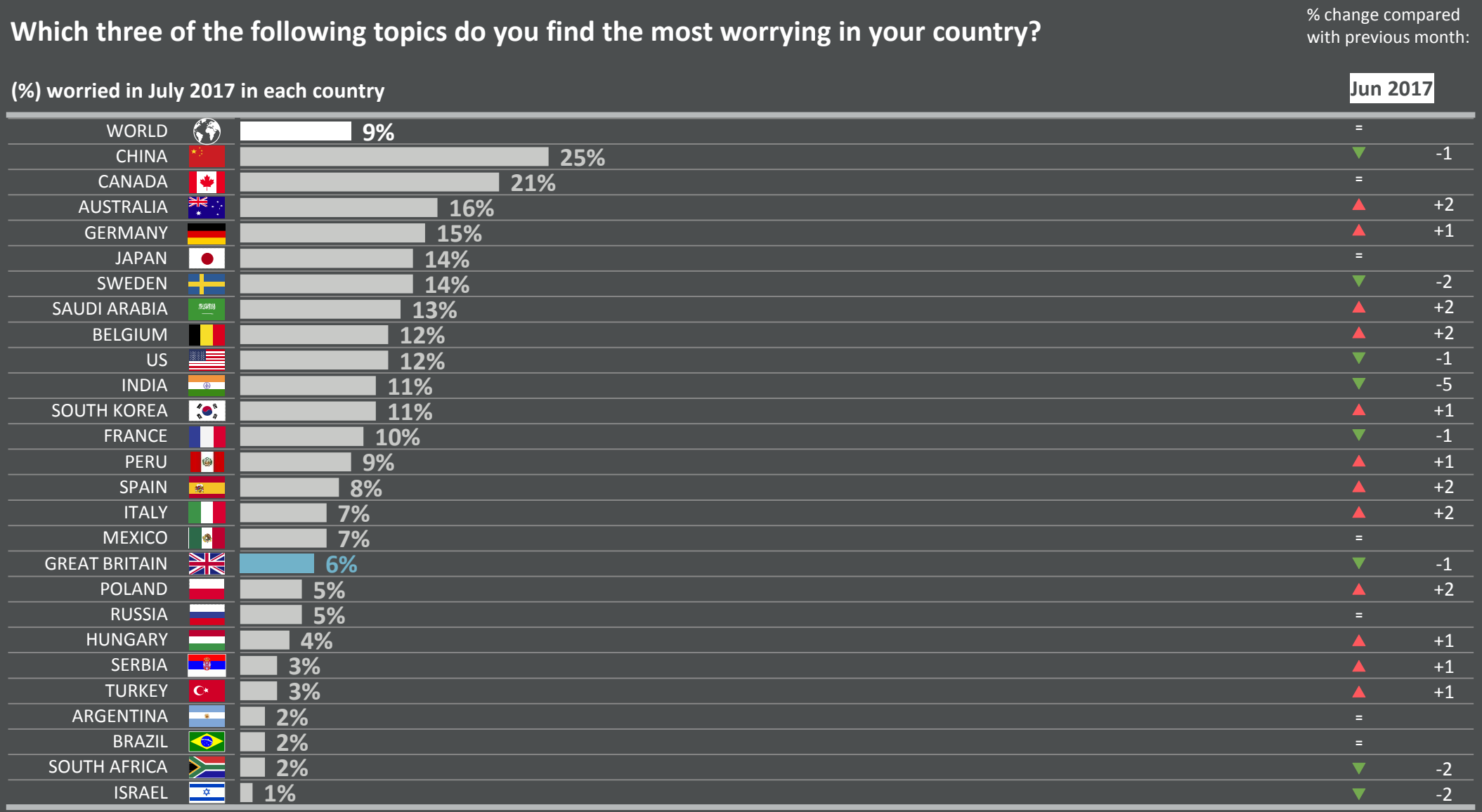


Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.

Source: Global Advisor

14 | CLIMATE CHANGE

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



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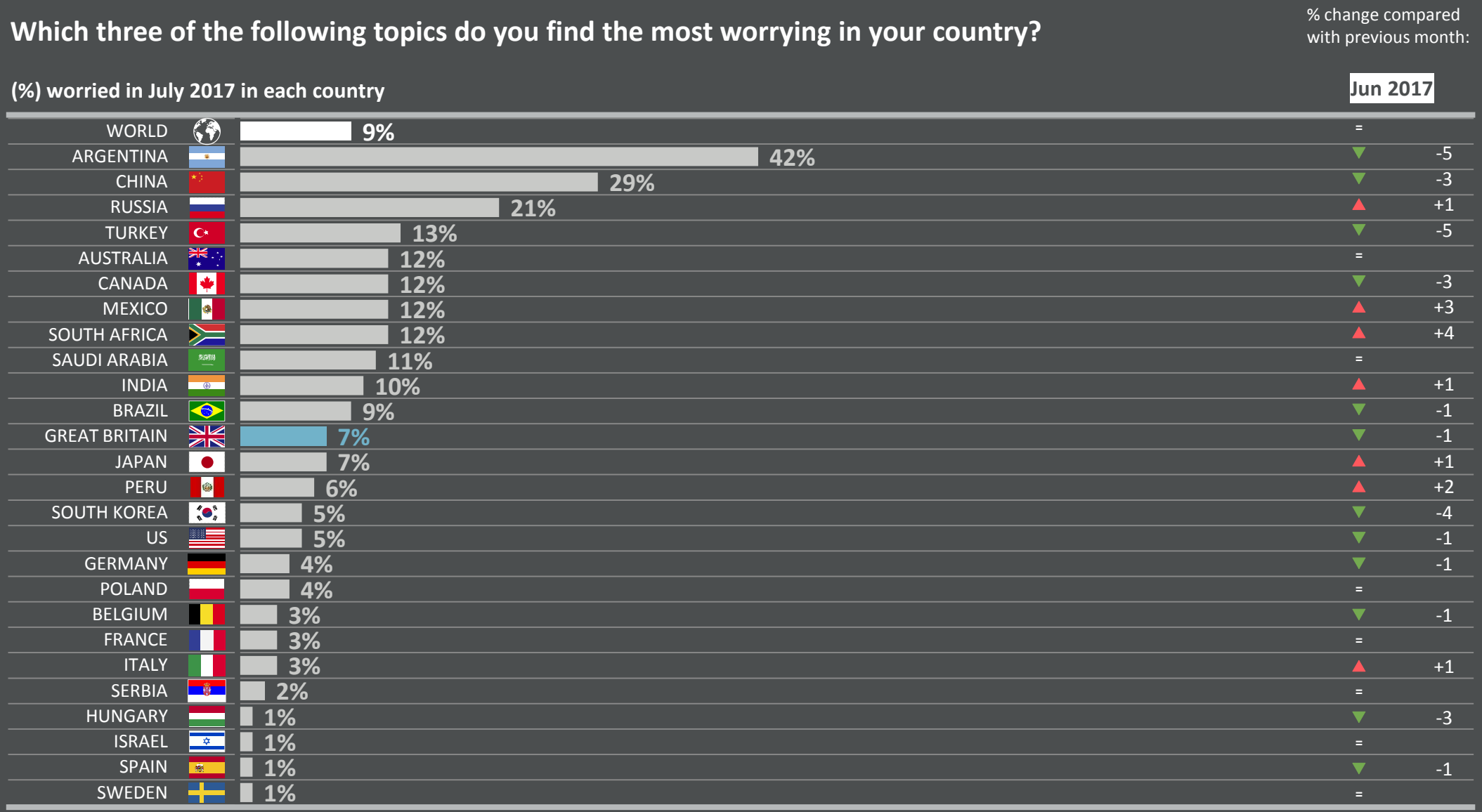
Source: Global Advisor

15 | INFLATION

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

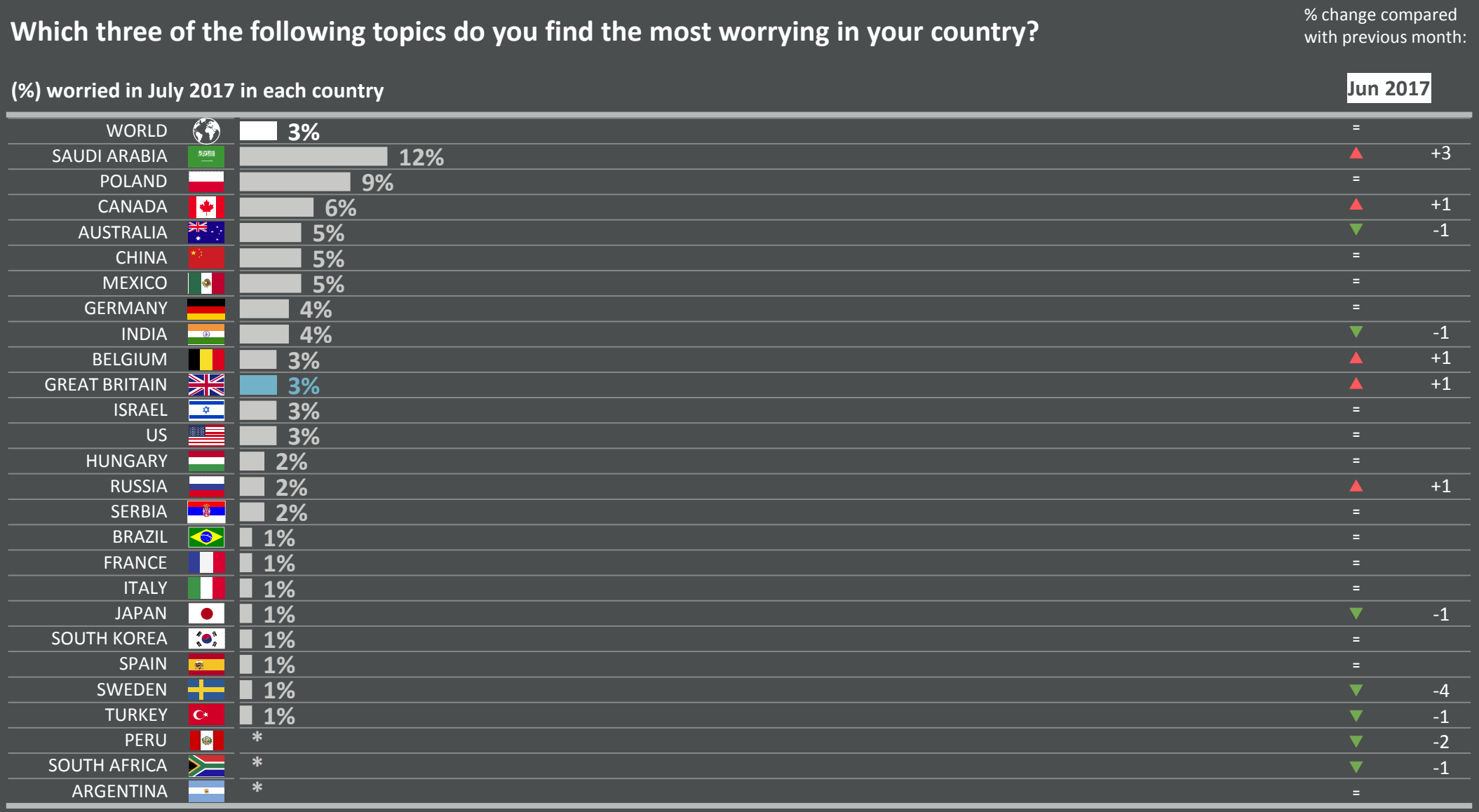


Base: Representative sample of adults aged 16-64 in 26 participating countries. July 2017: 18,557; June 2017: 19,530.

Source: Global Advisor

16 | CHILDHOOD OBESITY

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



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

Source: Global Advisor

17 | ACCESS TO CREDIT

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	
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

METHODOLOGY

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?

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

Source: Global Advisor

ISSUES OVERVIEW

Ipsos Public Affairs

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%

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

Source: Global Advisor

FOR MORE INFORMATION

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