

# WHAT WORRIES THE

# WORLD



September 2017

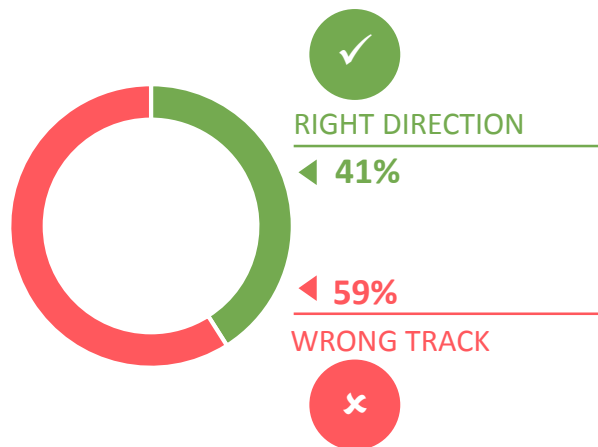
# WORLD SUMMARY: SEPTEMBER 2017

The majority (59%) of people around the world think things in their country are on the wrong track.

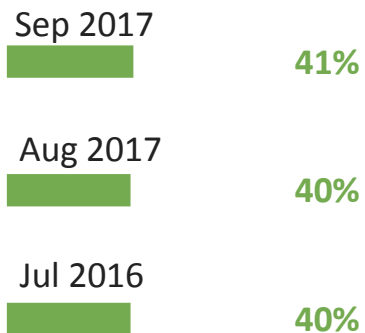
Unemployment currently occupies the top spot for global concern with 35% saying this.

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

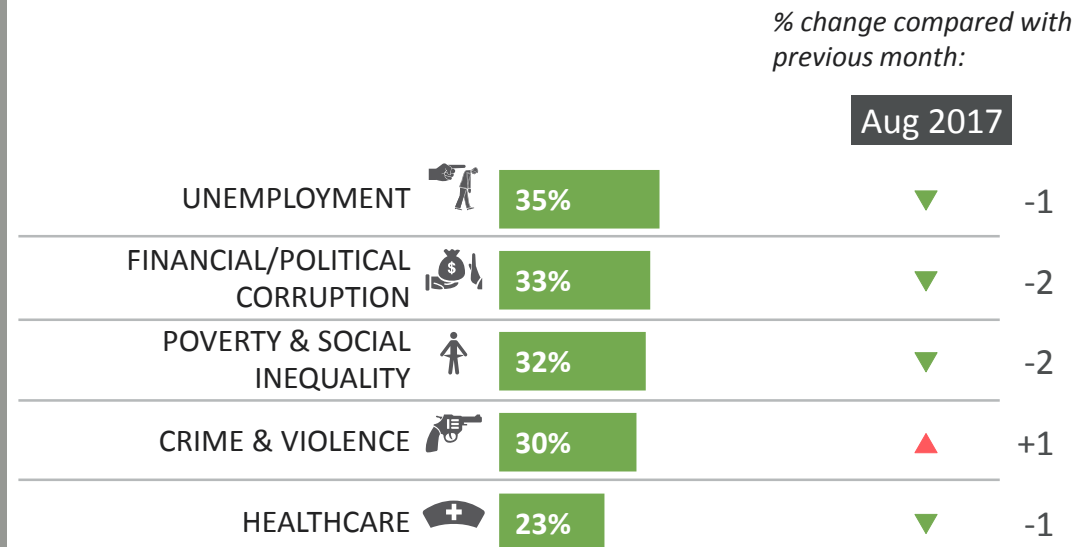
**RIGHT DIRECTION/  
WRONG TRACK**  
September 2017



**RIGHT DIRECTION**



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. c.20,000 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

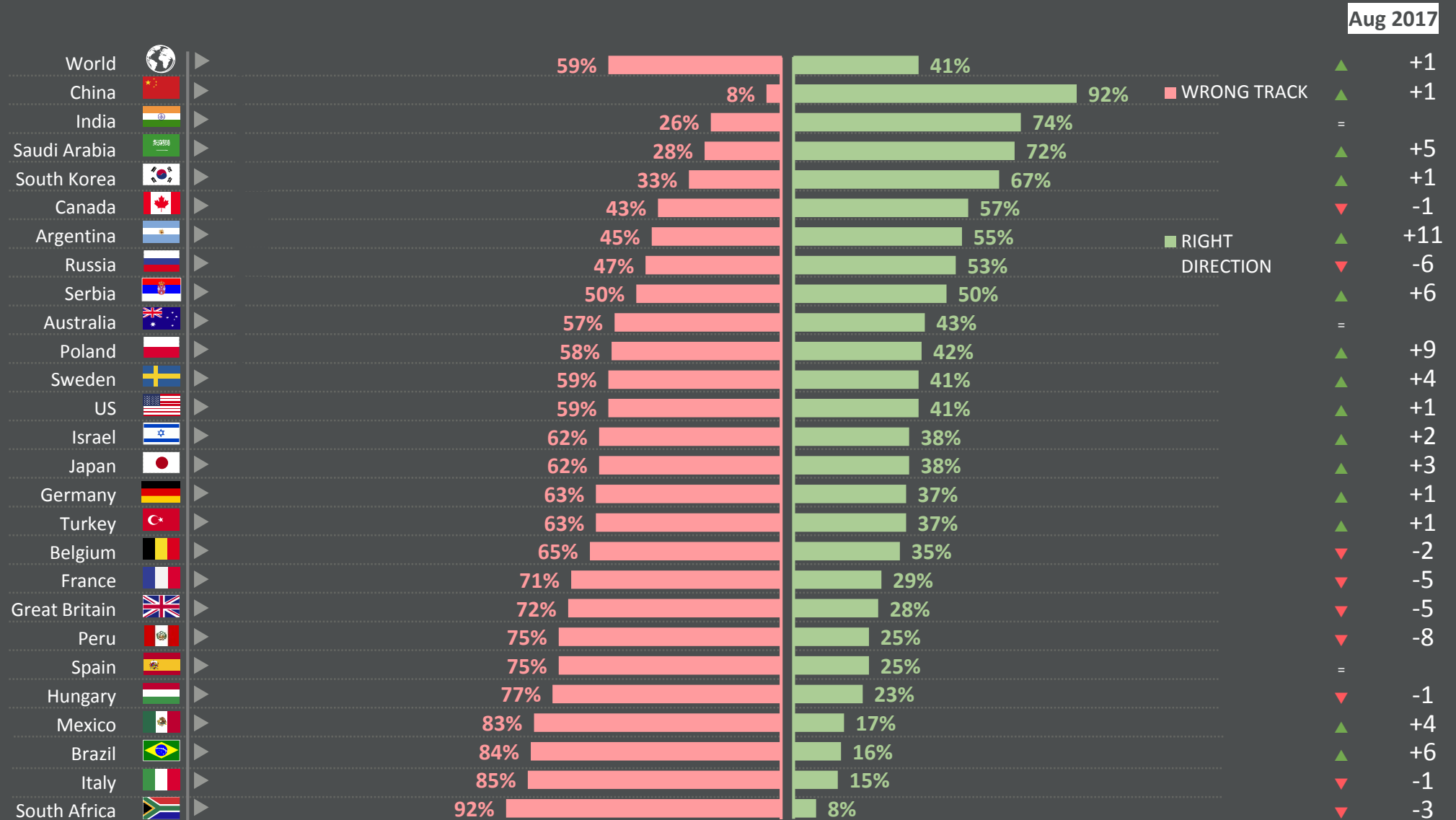
TRACK

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

# COUNTRY COMPARISON

## RIGHT DIRECTION/WRONG TRACK

Right direction % change compared with previous month:



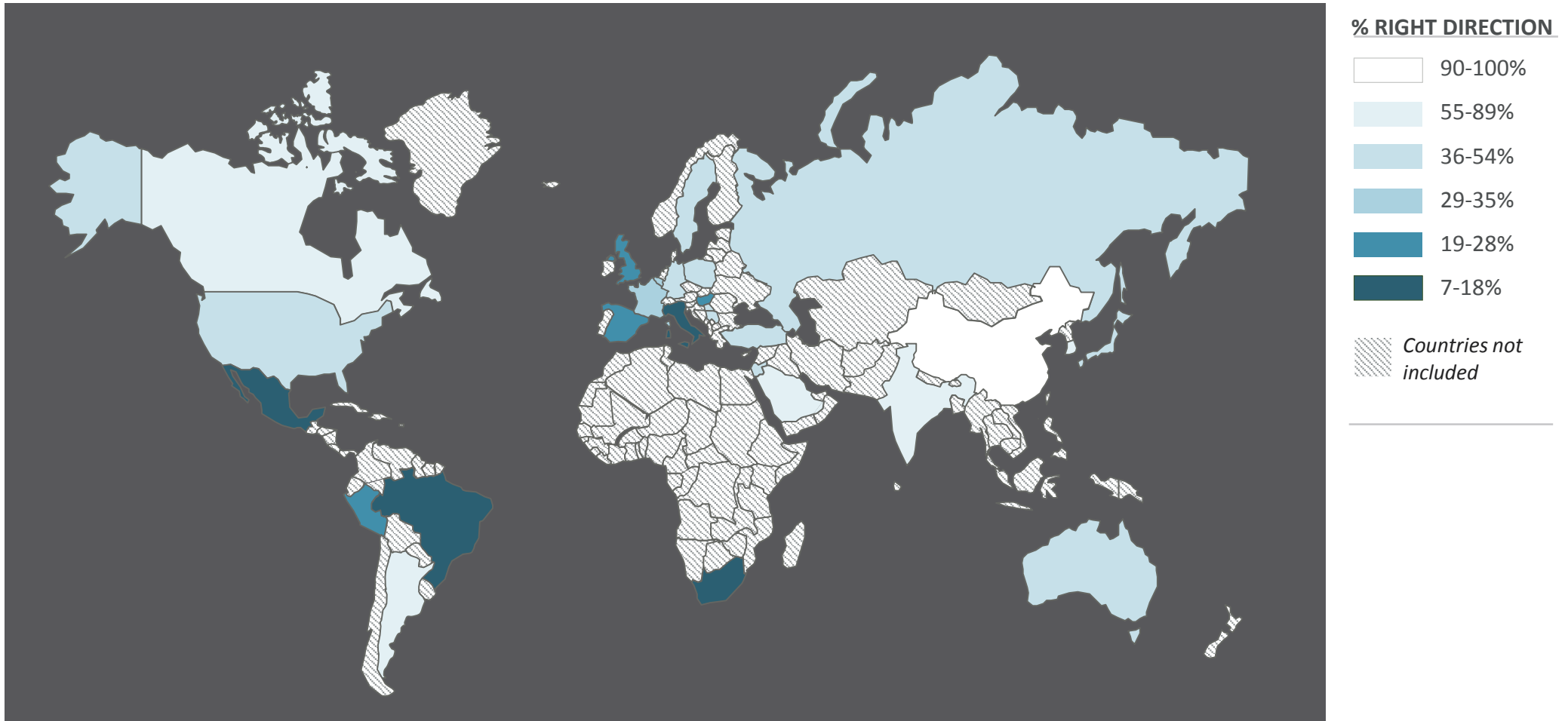
Base: Representative sample of 21,044 adults aged 16-64 in 26 participating countries, August 25th - September 8th 2017.

Source: Global Advisor

World Worries | September 2017 | Version 1 | Public | © Ipsos 2017

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

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

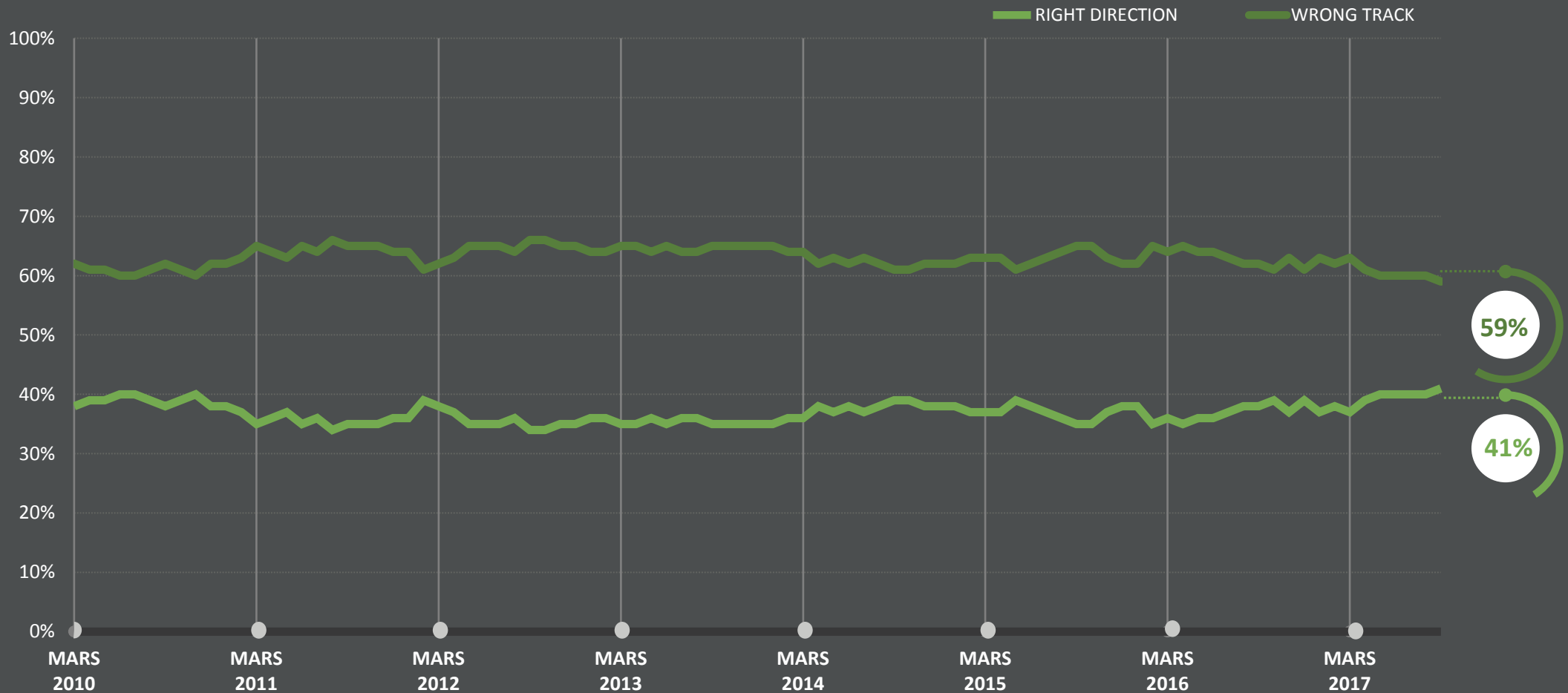


Base: Representative sample of 21,044 adults aged 16-64 in 26 participating countries, August 25th - September 8th 2017.

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

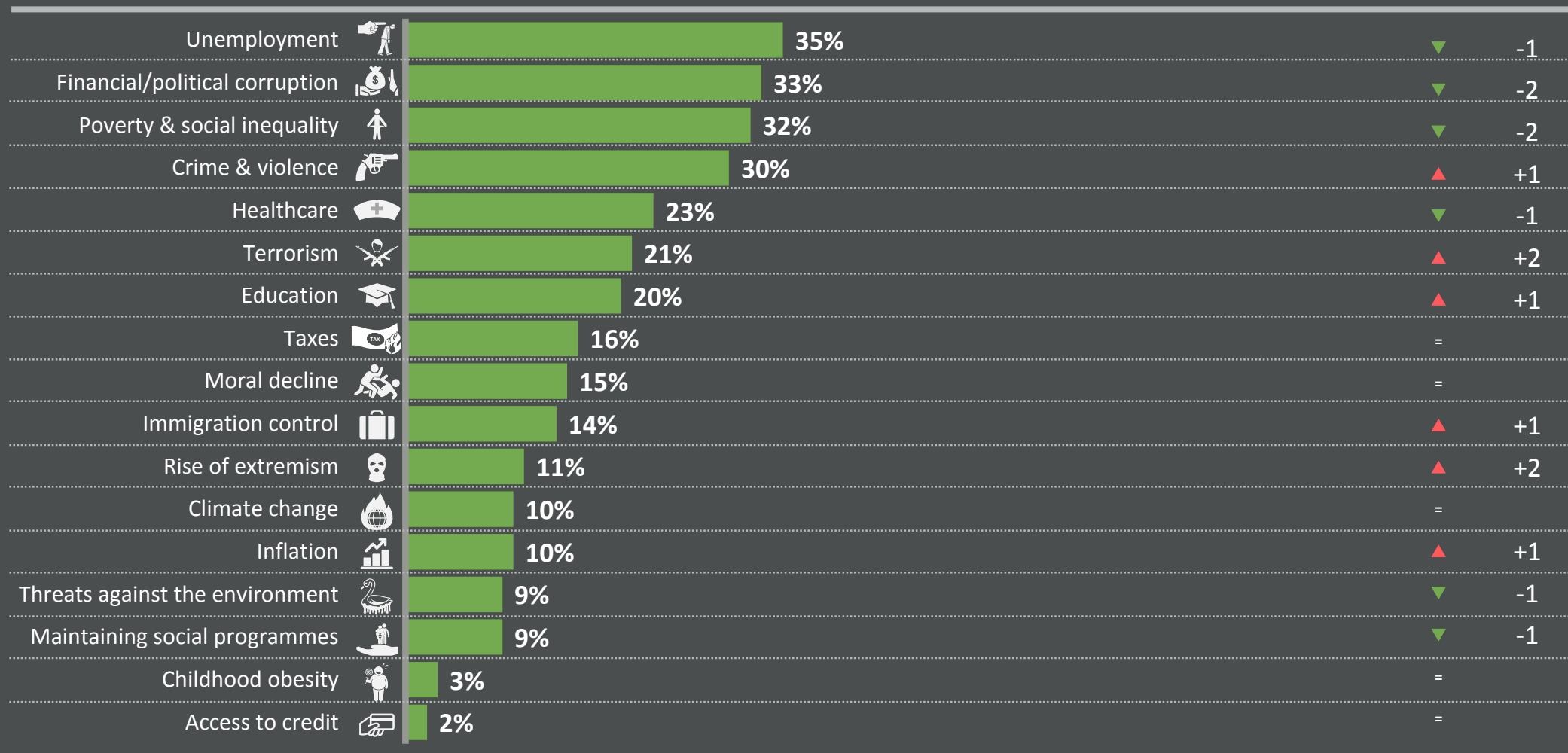
# WORLD WORRIES

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

% change compared with previous month:

Mentioned in September 2017 (%)

Aug 2017



Base: Representative sample of adults aged 16-64. September 2017: 21,044; August 2017: 18,630.

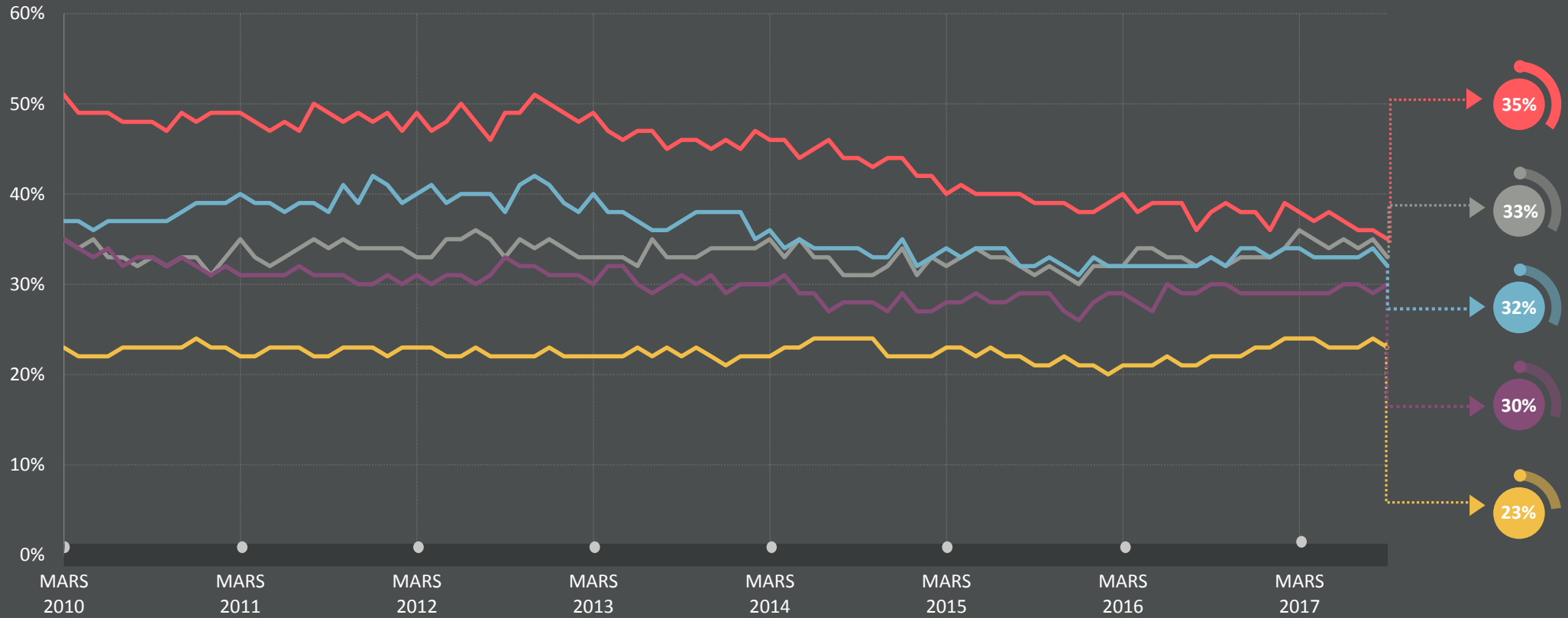
Source: Global Advisor



# 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

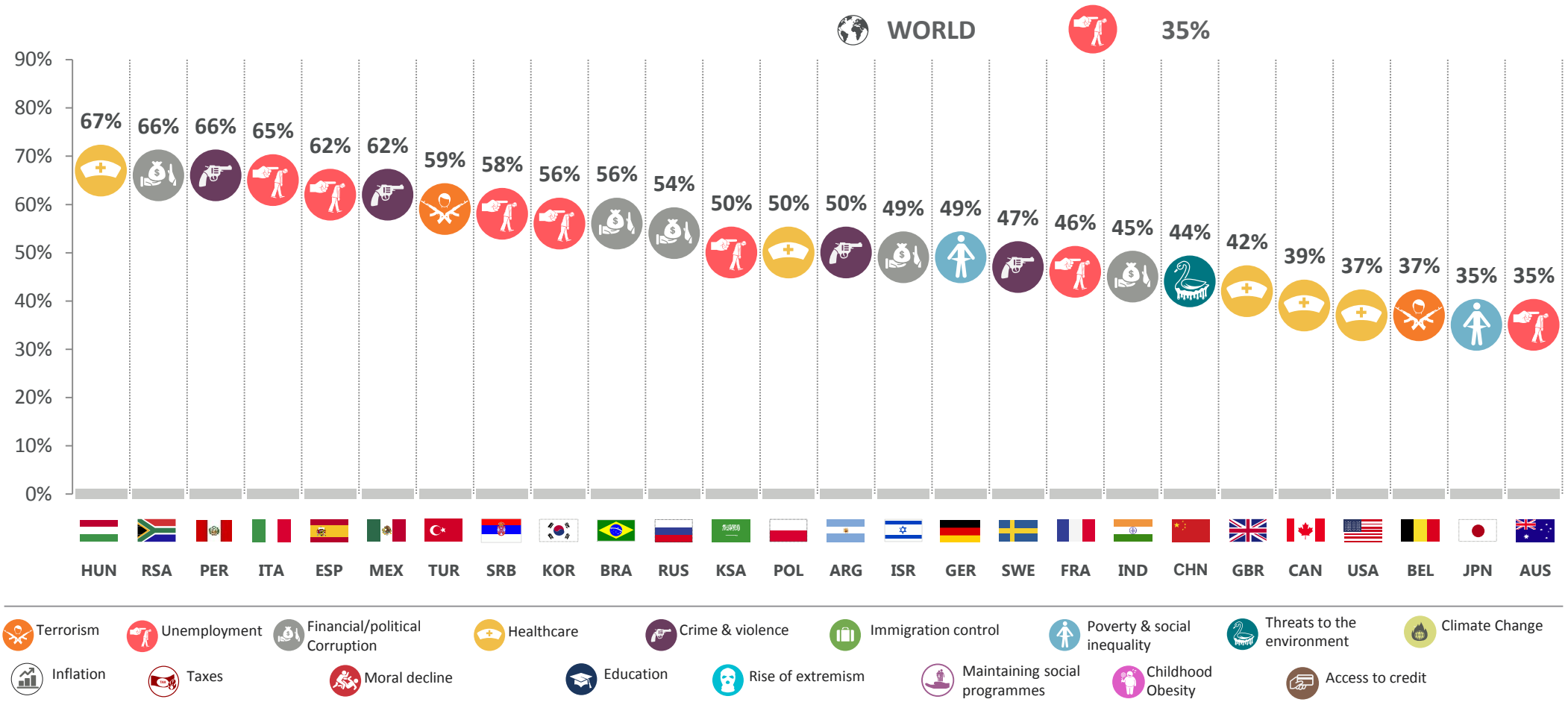
- Country comparison of all 17 concerns



# MOST WORRYING ISSUE BY COUNTRY

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

Top worry in September 2017 in each country



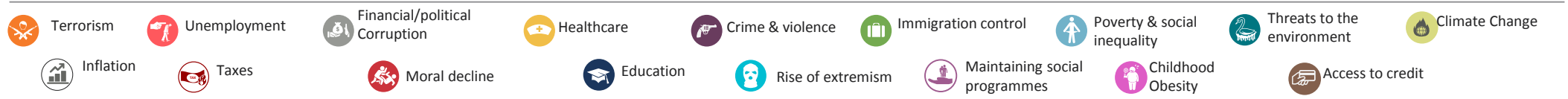
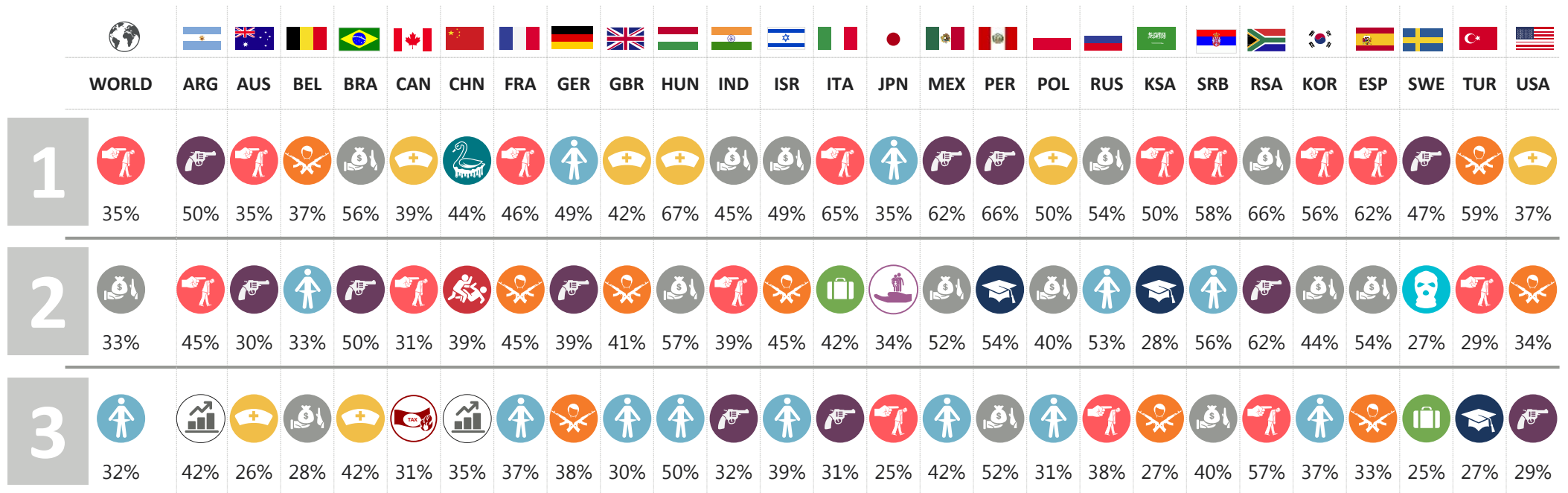
Base: Representative sample of 21,044 adults aged 16-64 in 26 participating countries, August 25th - September 8th 2017.

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 September 2017 in each country



Base: Representative sample of 21,044 adults aged 16-64 in 26 participating countries, August 25th - September 8th 2017.

Source: Global Advisor

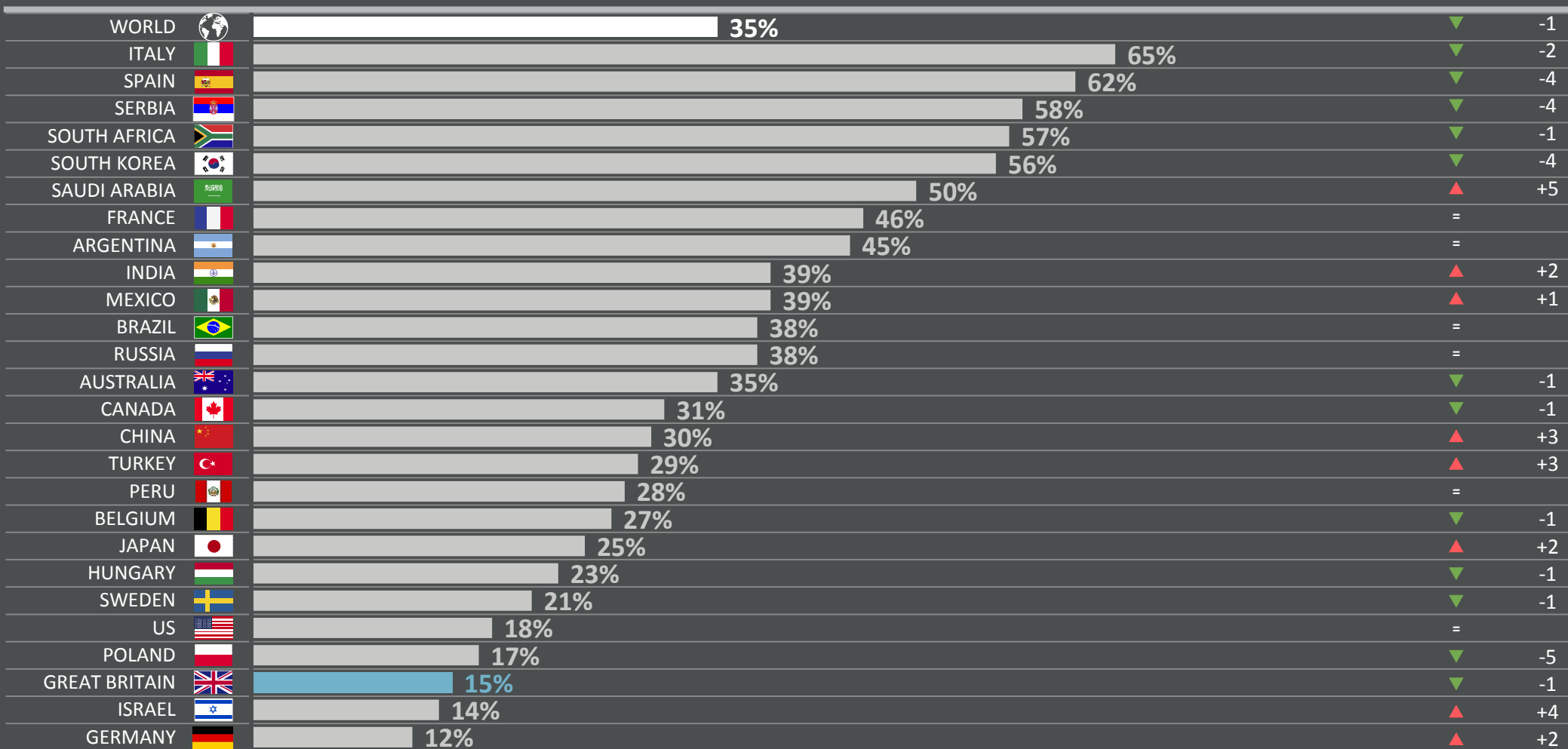
# 1 | UNEMPLOYMENT AND JOBS

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

% change compared with previous month:

(%) worried in September 2017 in each country

Aug 2017



Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630.

Source: Global Advisor

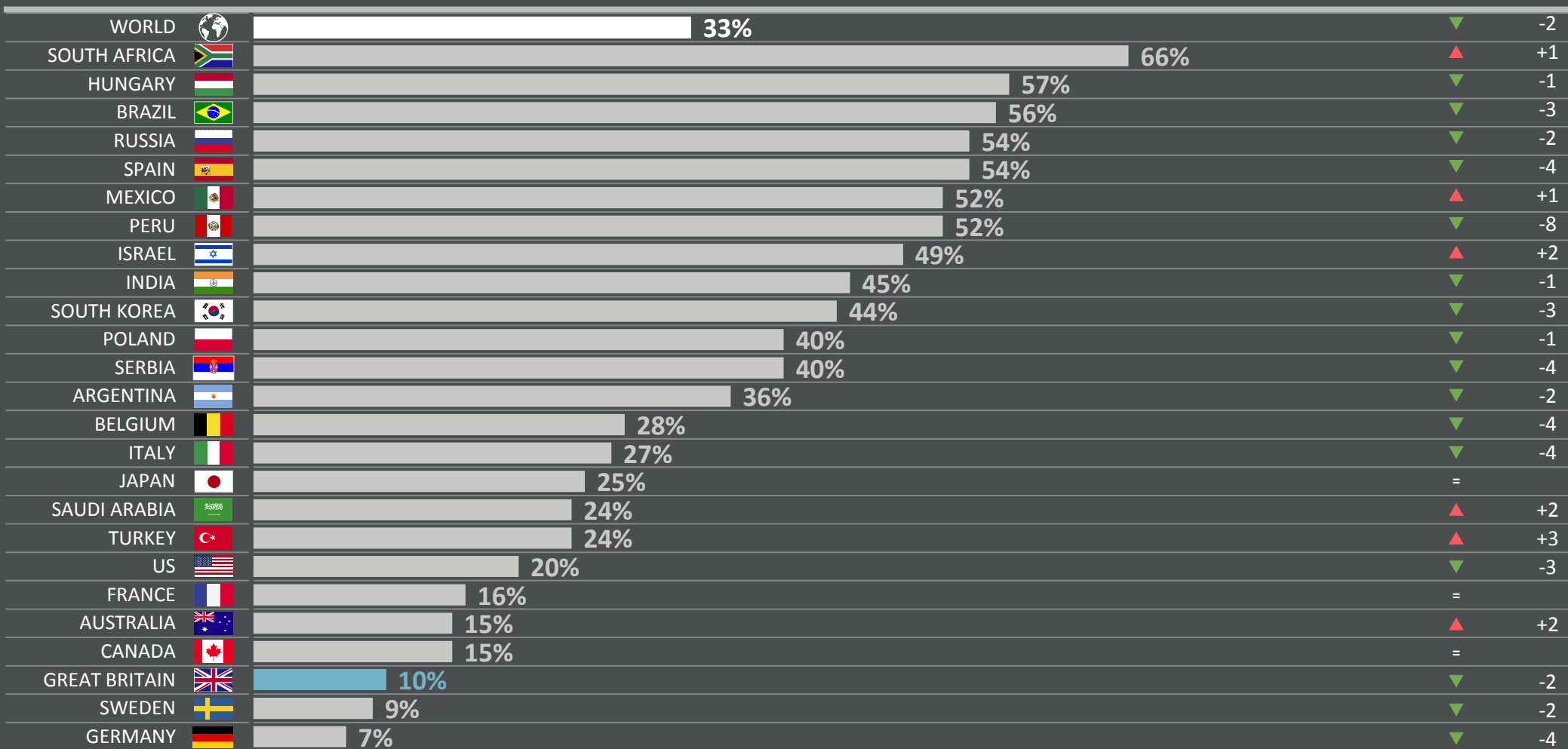
## 2 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared with previous month:

(%) worried in September 2017 in each country

Aug 2017



Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630.

Source: Global Advisor

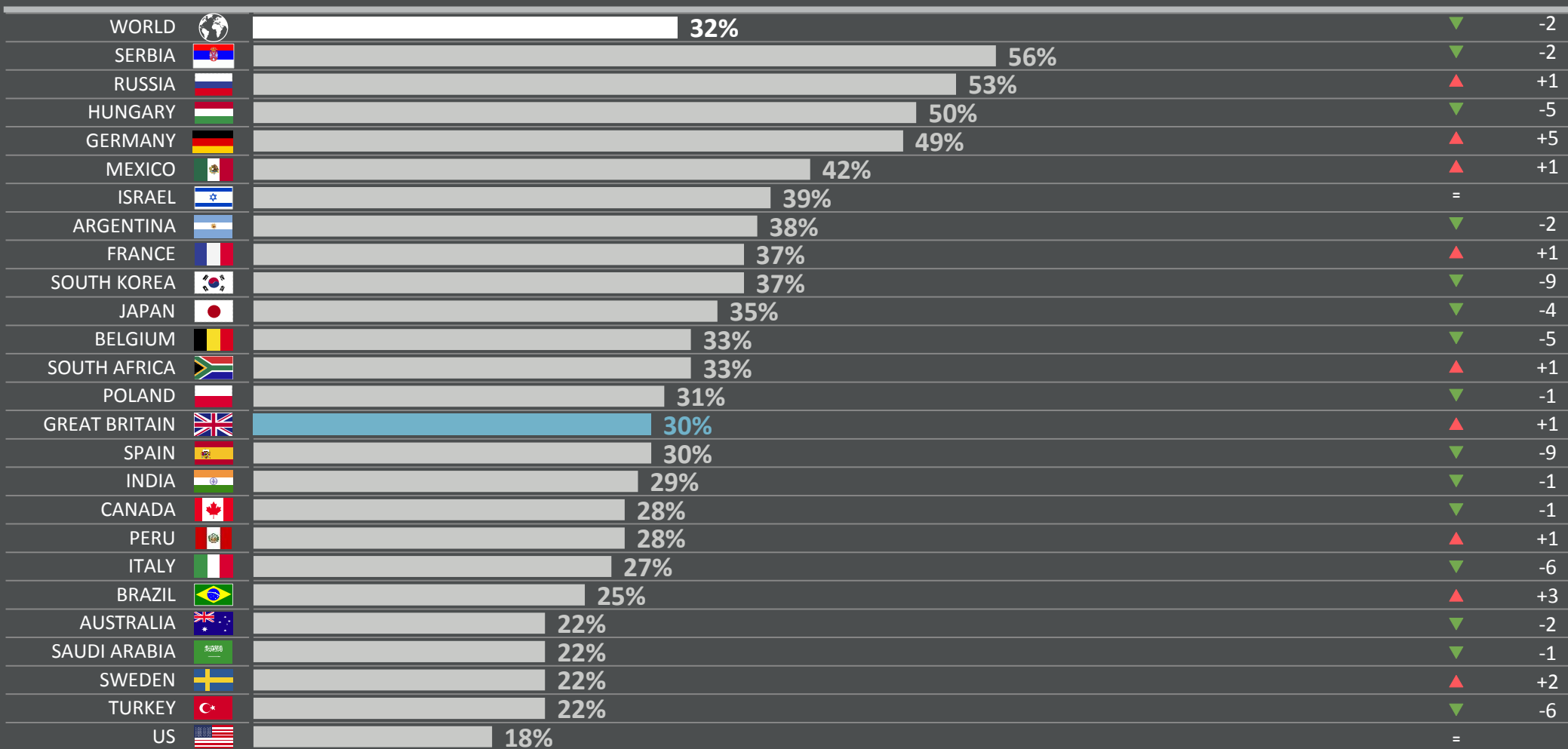
# 3 | POVERTY & SOCIAL INEQUALITY

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

% change compared with previous month:

(%) worried in September 2017 in each country

Aug 2017



Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630.

Source: Global Advisor

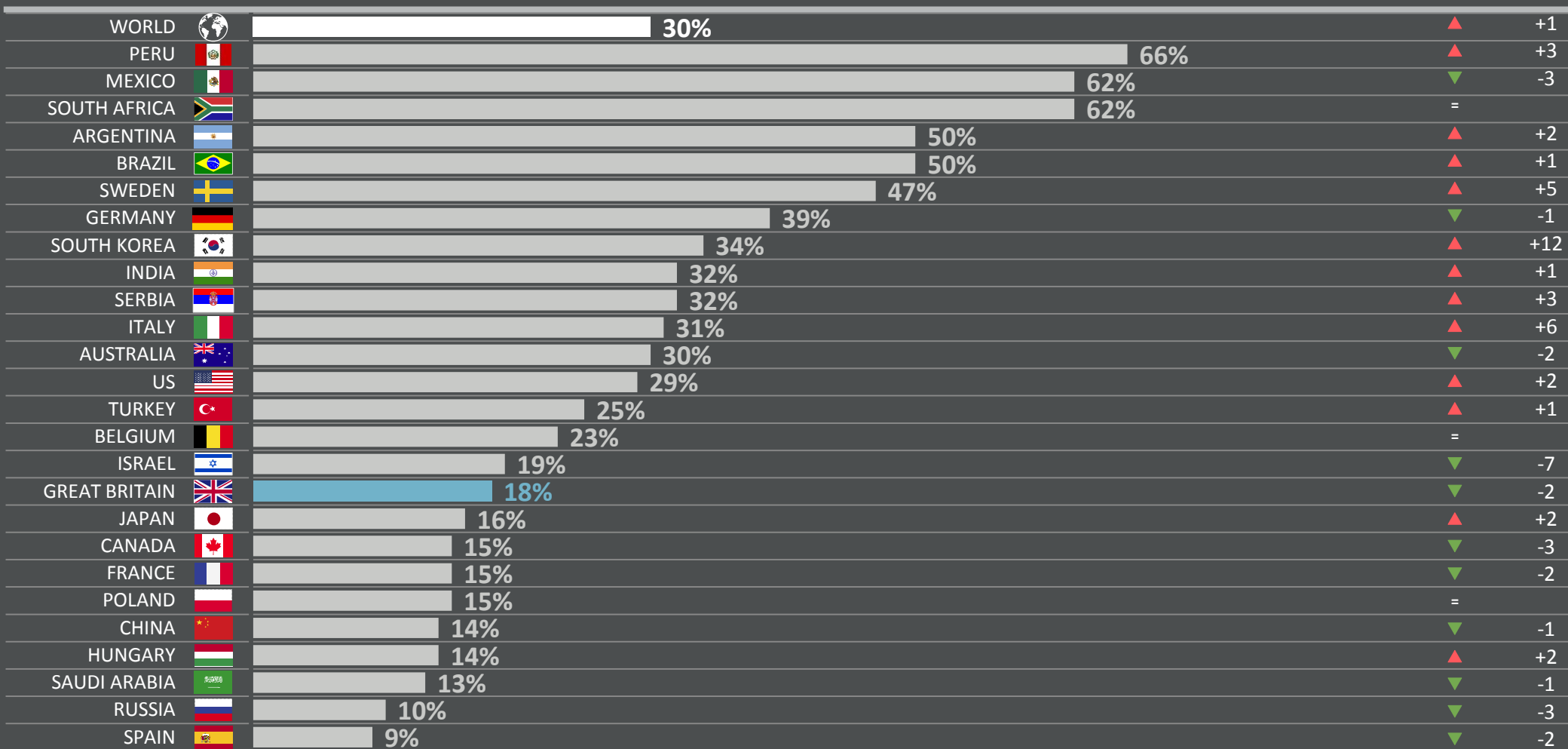
# 4 | CRIME & VIOLENCE

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

% change compared with previous month:

(%) worried in September 2017 in each country

Aug 2017



Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630.

Source: Global Advisor



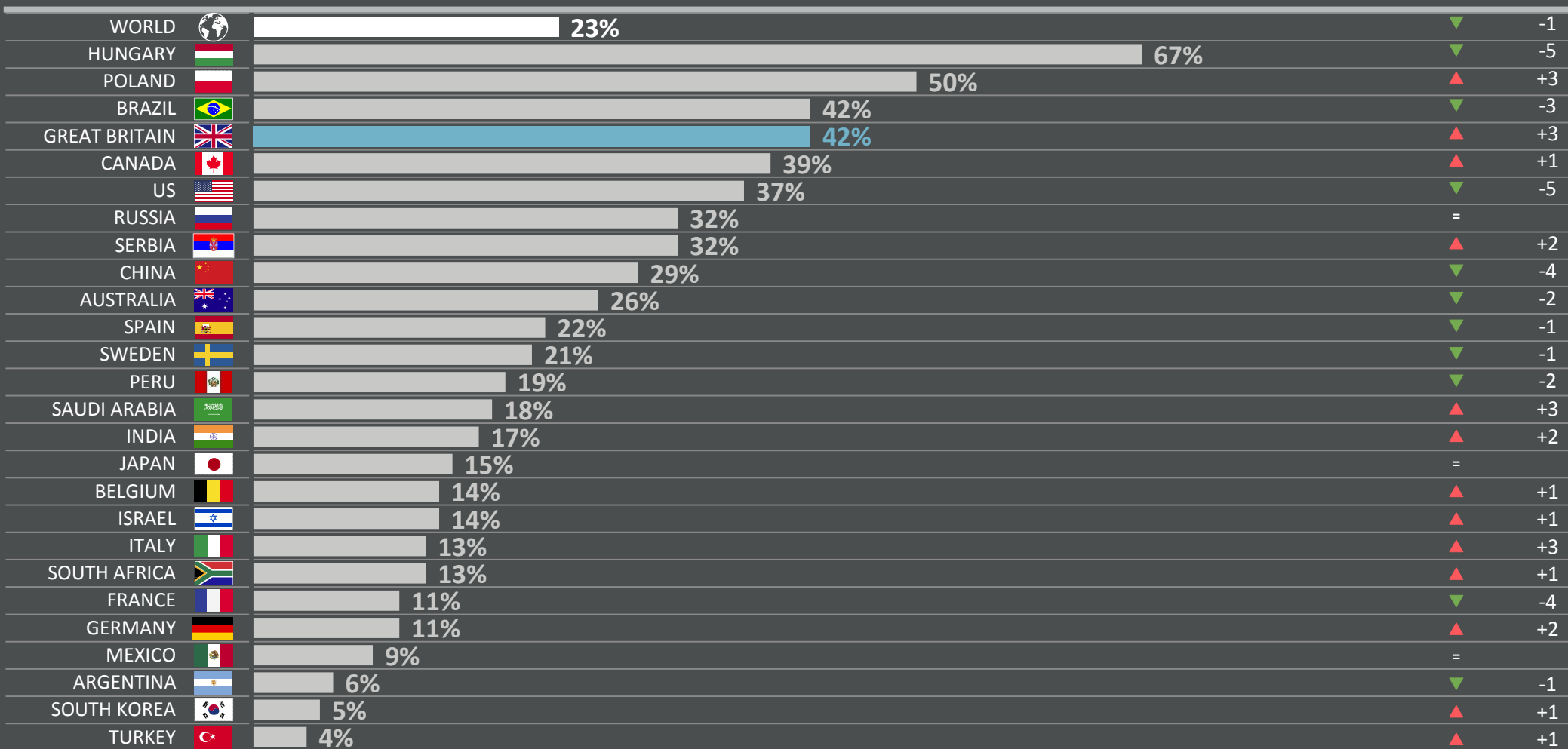
5 | HEALTHCARE

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

% change compared with previous month:

(%) worried in September 2017 in each country

Aug 2017



Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630.

Source: Global Advisor

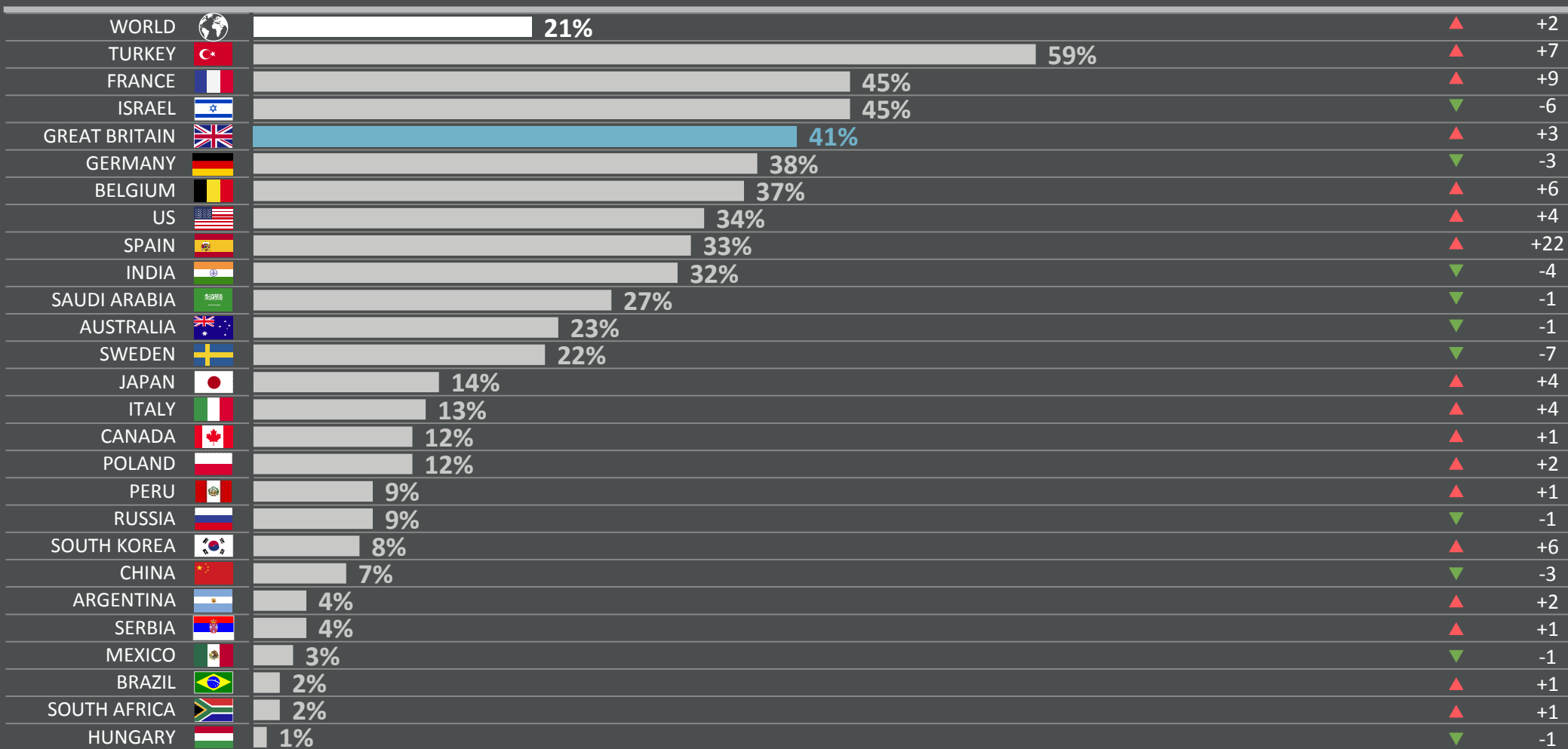
6 | TERRORISM

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

% change compared with previous month:

(%) worried in September 2017 in each country

Aug 2017



Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630.

Source: Global Advisor

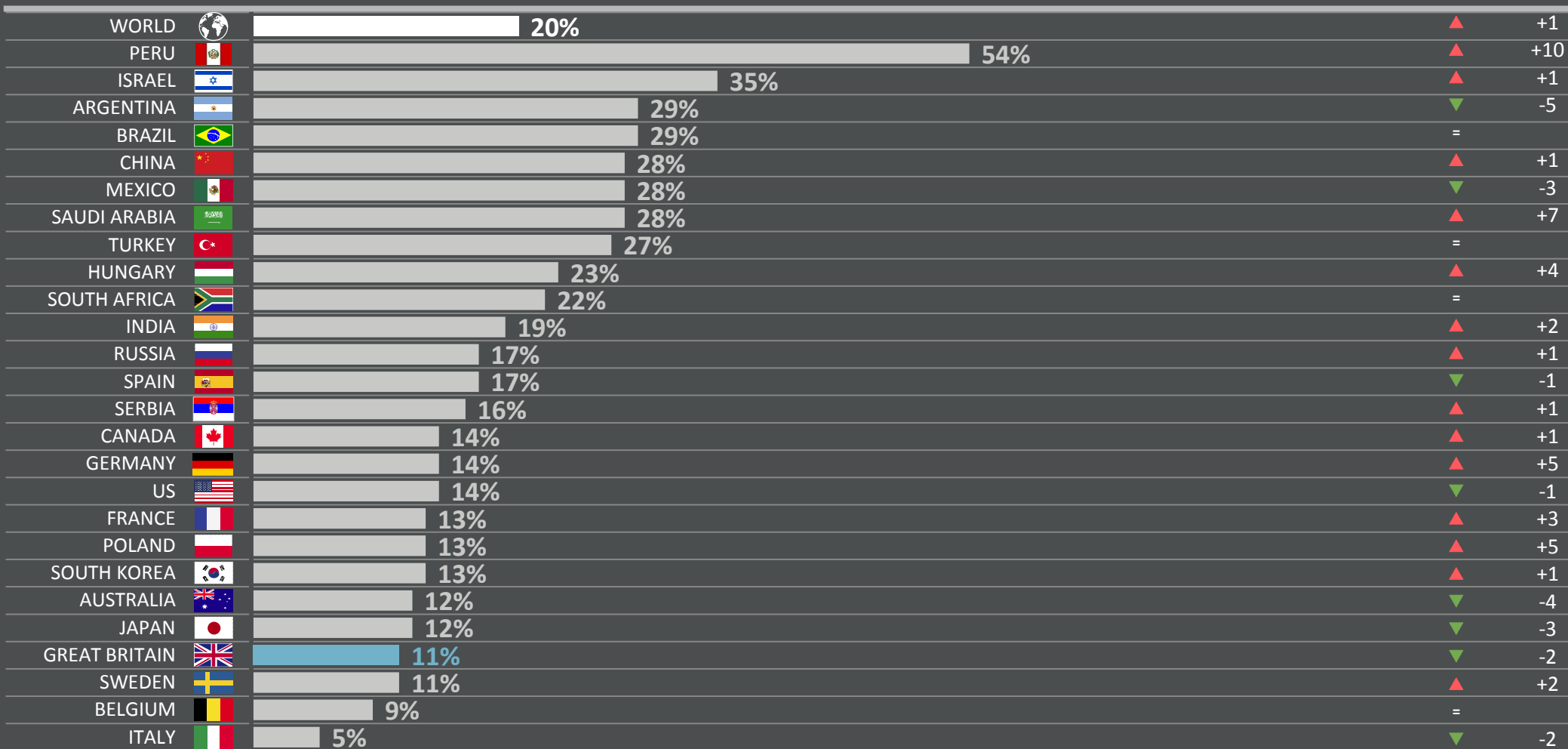
7 | EDUCATION

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

% change compared with previous month:

(%) worried in September 2017 in each country

Aug 2017



Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630.

Source: Global Advisor

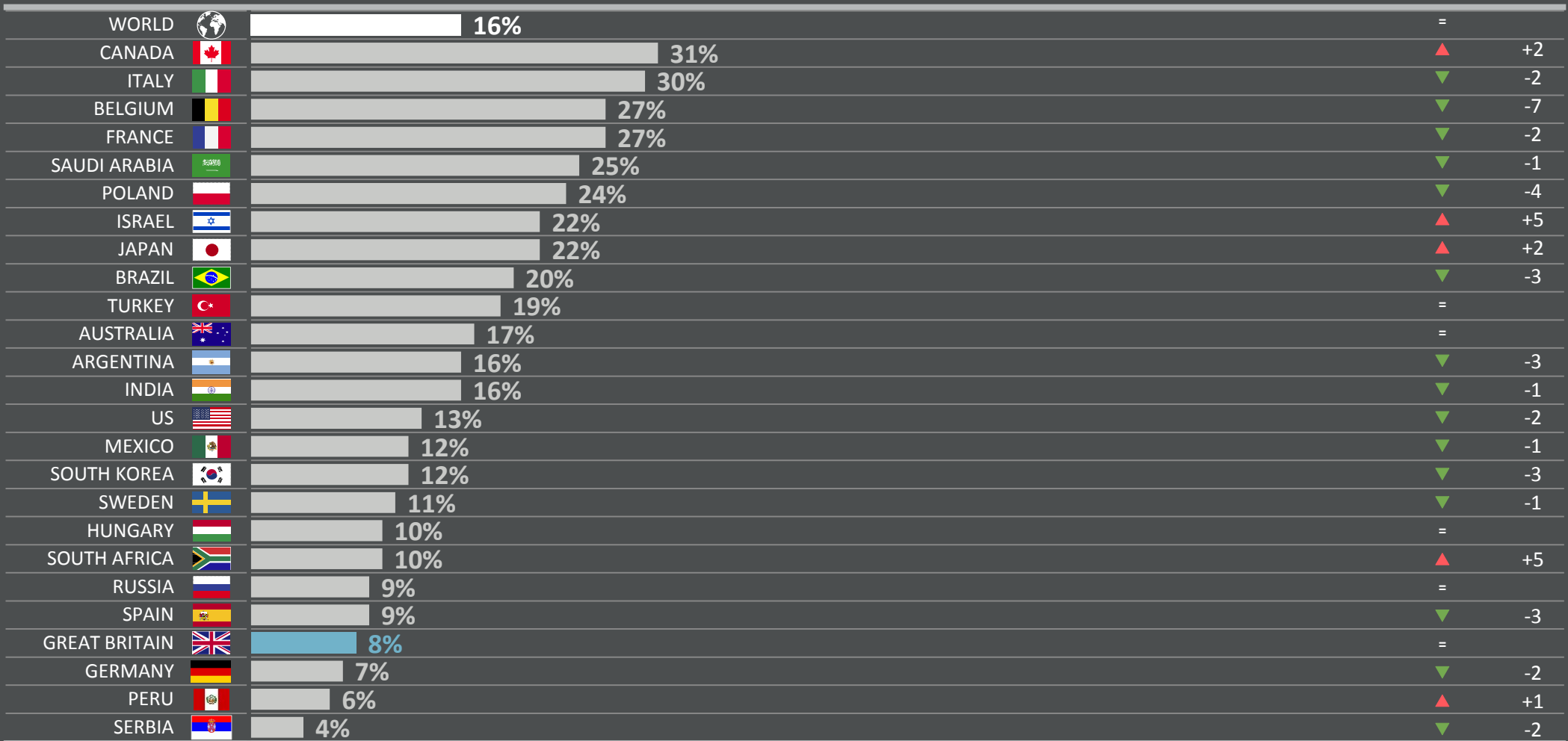
8 | TAXES

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

% change compared with previous month:

(%) worried in September 2017 in each country

Aug 2017



Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630.

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 September 2017 in each country

Aug 2017

Country	% worried in September 2017	% change compared with previous month (Aug 2017)
WORLD	15%	=
CHINA	39%	▲ +2
SERBIA	28%	=
JAPAN	25%	▼ -2
SOUTH KOREA	21%	=
US	21%	=
SAUDI ARABIA	18%	=
AUSTRALIA	17%	▲ +4
GERMANY	17%	▲ +2
ISRAEL	17%	▼ -1
GREAT BRITAIN	15%	▲ +1
HUNGARY	15%	▲ +4
RUSSIA	14%	▲ +1
TURKEY	14%	▲ +5
POLAND	12%	▼ -6
ITALY	11%	▲ +1
SWEDEN	11%	=
BELGIUM	10%	▼ -2
CANADA	10%	▼ -3
FRANCE	10%	▼ -2
INDIA	10%	▲ +3
PERU	10%	▲ +2
SOUTH AFRICA	10%	=
ARGENTINA	9%	▼ -2
MEXICO	9%	▲ +3
BRAZIL	7%	▼ -2
SPAIN	7%	▼ -2

Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630.

Source: Global Advisor

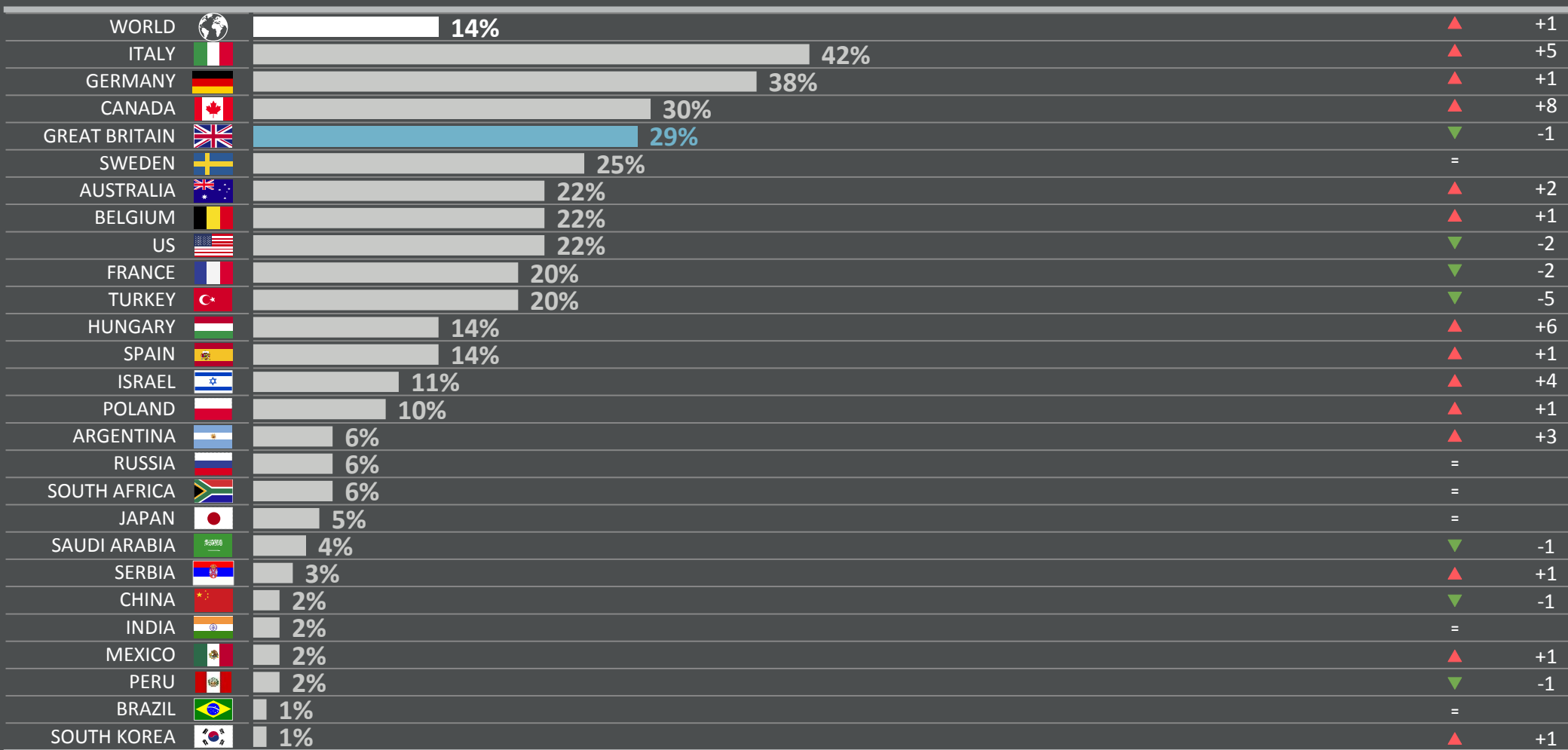
# 10 | IMMIGRATION CONTROL

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

% change compared with previous month:

(%) worried in September 2017 in each country

Aug 2017



Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630.

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 September 2017 in each country

Aug 2017

Country	% worried in September 2017	% change compared with previous month (Aug 2017)
WORLD	11%	+2
GREAT BRITAIN	28%	=
SWEDEN	27%	+6
BELGIUM	25%	+10
GERMANY	21%	=
US	21%	+7
POLAND	18%	+1
AUSTRALIA	17%	+2
FRANCE	17%	+2
ISRAEL	14%	-2
SPAIN	14%	+6
TURKEY	13%	-2
SOUTH KOREA	10%	+6
INDIA	9%	+1
CANADA	8%	-1
SAUDI ARABIA	8%	+1
ITALY	7%	+3
HUNGARY	6%	+2
JAPAN	6%	+2
ARGENTINA	5%	+3
RUSSIA	3%	=
SERBIA	3%	+1
BRAZIL	2%	=
MEXICO	2%	+1
PERU	2%	+1
SOUTH AFRICA	1%	-2

Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630.

Source: Global Advisor

# 12 | CLIMATE CHANGE

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

% change compared with previous month:

(%) worried in September 2017 in each country

Aug 2017

Country	% Worried (Sep 2017)	% Change (Aug 2017)
WORLD	10%	=
CHINA	24%	-4
CANADA	21%	=
JAPAN	20%	-3
SWEDEN	16%	-1
GERMANY	15%	-1
AUSTRALIA	14%	-1
US	14%	=
FRANCE	13%	+1
INDIA	13%	=
POLAND	12%	+7
BELGIUM	10%	-3
GREAT BRITAIN	9%	+1
RUSSIA	8%	+6
SPAIN	8%	=
ITALY	7%	-2
MEXICO	7%	-1
SAUDI ARABIA	7%	-5
PERU	6%	-1
SOUTH KOREA	6%	-3
SERBIA	5%	=
HUNGARY	4%	-2
ARGENTINA	3%	+1
SOUTH AFRICA	3%	+1
BRAZIL	2%	+1
ISRAEL	2%	+1
TURKEY	2%	-5

Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630.

Source: Global Advisor



13 | INFLATION

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

% change compared with previous month:

(%) worried in September 2017 in each country

Aug 2017

Country	% worried in September 2017	% change compared with previous month (Aug 2017)
WORLD	10%	+1
ARGENTINA	42%	+2
CHINA	35%	+7
RUSSIA	23%	+3
CANADA	14%	+2
AUSTRALIA	12%	+1
MEXICO	12%	+1
SAUDI ARABIA	12%	+3
TURKEY	12%	-2
BRAZIL	10%	-1
GREAT BRITAIN	10%	-1
INDIA	9%	-1
SOUTH AFRICA	8%	-2
JAPAN	7%	=
SOUTH KOREA	7%	-3
BELGIUM	5%	=
POLAND	5%	=
US	5%	=
GERMANY	4%	=
HUNGARY	4%	+2
FRANCE	3%	-1
ISRAEL	3%	+2
ITALY	3%	-1
PERU	3%	-2
SWEDEN	3%	+1
SERBIA	2%	+1
SPAIN	2%	+1

Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630.

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 September 2017 in each country

Aug 2017

Country	% worried in September 2017	% change compared with previous month (Aug 2017)
WORLD	9%	-1
CHINA	44%	=
BELGIUM	15%	+5
INDIA	15%	+1
SWEDEN	15%	-1
FRANCE	14%	-2
AUSTRALIA	12%	=
CANADA	12%	-2
GERMANY	11%	-4
SOUTH KOREA	11%	+2
JAPAN	10%	+1
POLAND	10%	-1
GREAT BRITAIN	8%	+1
US	8%	-3
MEXICO	7%	-3
RUSSIA	7%	=
SERBIA	7%	+3
ITALY	6%	-1
PERU	6%	-2
BRAZIL	5%	+2
ISRAEL	4%	=
ARGENTINA	3%	=
SAUDI ARABIA	3%	-4
SPAIN	3%	-1
TURKEY	3%	-3
HUNGARY	2%	-2
SOUTH AFRICA	1%	-2

Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630.

Source: Global Advisor

# 15 | 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 September 2017 in each country

Aug 2017

Country	% worried in September 2017	% change compared with previous month (Aug 2017)
WORLD	9%	-1
JAPAN	34%	+2
CHINA	28%	-2
SWEDEN	23%	+2
SOUTH KOREA	18%	-5
GREAT BRITAIN	16%	=
POLAND	13%	=
AUSTRALIA	9%	-2
SPAIN	9%	-3
BELGIUM	8%	+1
CANADA	8%	-1
ISRAEL	7%	-1
ITALY	7%	+1
US	7%	=
GERMANY	6%	=
RUSSIA	6%	-7
SAUDI ARABIA	6%	=
SERBIA	6%	=
FRANCE	4%	-1
ARGENTINA	3%	+1
INDIA	3%	-1
MEXICO	3%	=
BRAZIL	2%	=
HUNGARY	2%	-5
PERU	2%	-2
SOUTH AFRICA	1%	-1
TURKEY	1%	-1

Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630.

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 September 2017 in each country

Aug 2017

Country	Flag	% Worried (Sep 2017)	% Change (Aug 2017)
WORLD		3%	=
SAUDI ARABIA		14%	▲ +2
MEXICO		7%	▲ +3
AUSTRALIA		6%	▲ +1
TURKEY		6%	▲ +4
CHINA		5%	▲ +1
INDIA		5%	▲ +1
POLAND		5%	▼ -3
SWEDEN		5%	▼ -2
US		5%	▲ +3
CANADA		4%	=
GREAT BRITAIN		3%	▼ -1
SERBIA		3%	▲ +1
GERMANY		2%	▼ -2
ISRAEL		2%	=
RUSSIA		2%	▲ +1
ARGENTINA		1%	▼ -1
BELGIUM		1%	▼ -1
BRAZIL		1%	▲ +1
FRANCE		1%	=
HUNGARY		1%	▼ -1
ITALY		1%	=
JAPAN		1%	▲ +1
PERU		1%	=
SOUTH AFRICA		1%	=
SOUTH KOREA		1%	▲ +1
SPAIN		*	▼ -2

Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630.

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 September 2017 in each country

Aug 2017

Country	Flag	% Worried (Sep 2017)	% Change (Aug 2017)
WORLD		2%	=
CHINA		5%	▲ +2
RUSSIA		5%	=
SAUDI ARABIA		4%	=
AUSTRALIA		3%	▲ +1
CANADA		3%	=
POLAND		3%	▲ +1
US		3%	▲ +1
ARGENTINA		2%	=
GREAT BRITAIN		2%	=
INDIA		2%	▲ +1
PERU		2%	=
SWEDEN		2%	▼ -2
TURKEY		2%	▲ +1
BELGIUM		1%	▼ -2
BRAZIL		1%	=
FRANCE		1%	▼ -2
HUNGARY		1%	▼ -1
ITALY		1%	▼ -1
JAPAN		1%	▼ -1
MEXICO		1%	▼ -1
SERBIA		1%	=
SOUTH AFRICA		1%	▼ -1
SOUTH KOREA		1%	=
SPAIN		1%	▼ -1
GERMANY		*	=
ISRAEL		*	▼ -2

Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630.

Source: Global Advisor



# 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 21,044 adults aged 18-64 in Canada, Israel and the US, and aged 16-64 in all other countries, were interviewed between August 23rd and September 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.

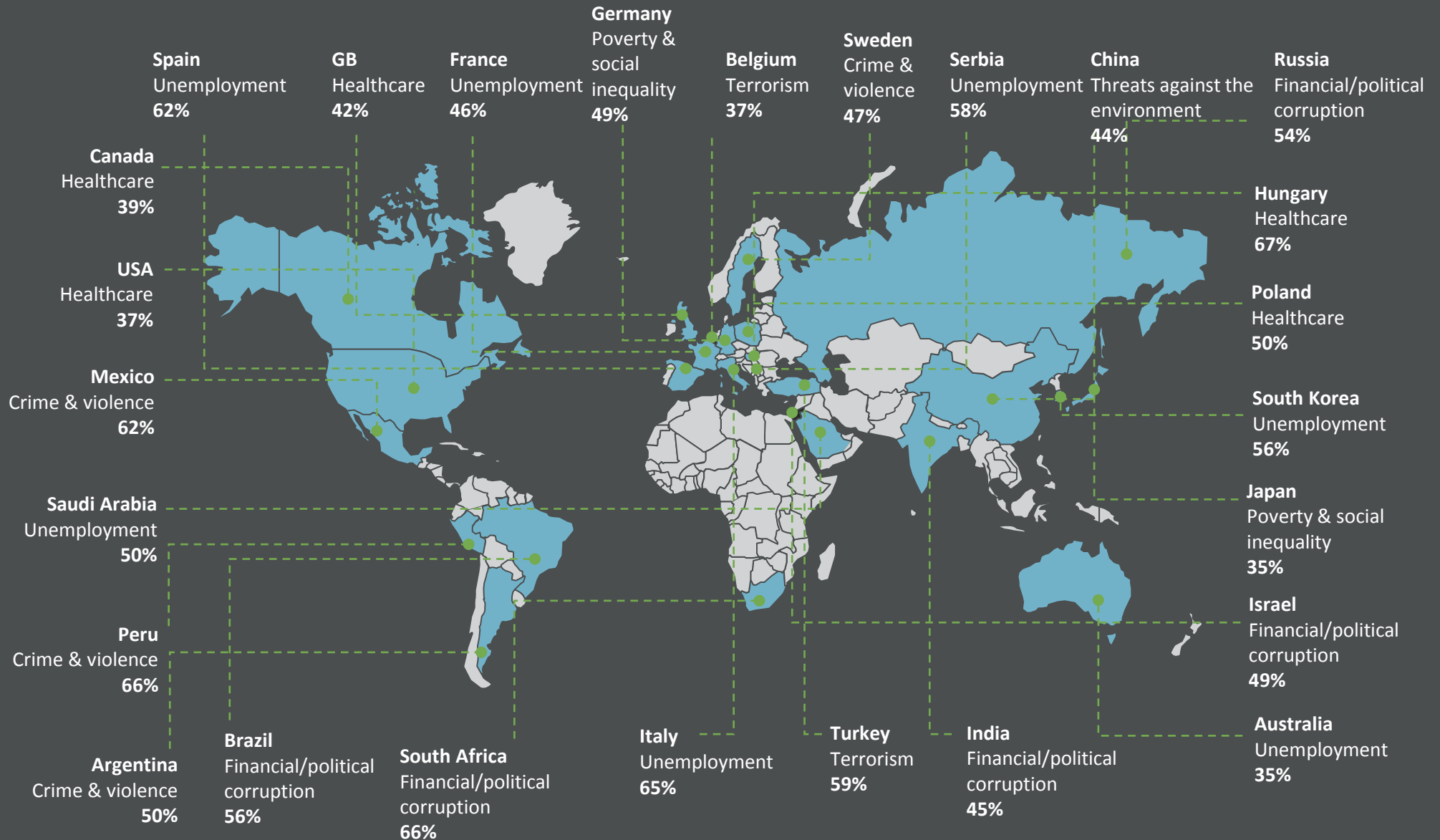


# APPENDIX



# MOST WORRYING ISSUE BY COUNTRY

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






























Base: Representative sample of 21,044 adults aged 16-64 in 26 participating countries, August 25th - September 8th 2017.

Source: Global Advisor

## 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	35%	45%	35%	27%	38%	31%	30%	46%	12%	15%	23%	39%	14%	65%	25%	39%	28%	17%	38%	50%	58%	57%	56%	62%	21%	29%	18%
Financial/political corruption	33%	36%	15%	28%	56%	15%	.	16%	7%	10%	57%	45%	49%	27%	25%	52%	52%	40%	54%	24%	40%	66%	44%	54%	9%	24%	20%
Poverty and social inequality	32%	38%	22%	33%	25%	28%	.	37%	49%	30%	50%	29%	39%	27%	35%	42%	28%	31%	53%	22%	56%	33%	37%	30%	22%	22%	18%
Crime and violence	30%	50%	30%	23%	50%	15%	14%	15%	39%	18%	14%	32%	19%	31%	16%	62%	66%	15%	10%	13%	32%	62%	34%	9%	47%	25%	29%
Healthcare	23%	6%	26%	14%	42%	39%	29%	11%	11%	42%	67%	17%	14%	13%	15%	9%	19%	50%	32%	18%	32%	13%	5%	22%	21%	4%	37%
Terrorism	21%	4%	23%	37%	2%	12%	7%	45%	38%	41%	1%	32%	45%	13%	14%	3%	9%	12%	9%	27%	4%	2%	8%	33%	22%	59%	34%
Education	20%	29%	12%	9%	29%	14%	28%	13%	14%	11%	23%	19%	35%	5%	12%	28%	54%	13%	17%	28%	16%	22%	13%	17%	11%	27%	14%
Taxes	16%	16%	17%	27%	20%	31%	.	27%	7%	8%	10%	16%	22%	30%	22%	12%	6%	24%	9%	25%	4%	10%	12%	9%	11%	19%	13%
Moral decline	15%	9%	17%	10%	7%	10%	39%	10%	17%	15%	15%	10%	17%	11%	25%	9%	10%	12%	14%	18%	28%	10%	21%	7%	11%	14%	21%
Immigration control	14%	6%	22%	22%	1%	30%	2%	20%	38%	29%	14%	2%	11%	42%	5%	2%	2%	10%	6%	4%	3%	6%	1%	14%	25%	20%	22%
Rise of extremism	11%	5%	17%	25%	2%	8%	.	17%	21%	28%	6%	9%	14%	7%	6%	2%	2%	18%	3%	8%	3%	1%	10%	14%	27%	13%	21%
Climate change	10%	3%	14%	10%	2%	21%	24%	13%	15%	9%	4%	13%	2%	7%	20%	7%	6%	12%	8%	7%	5%	3%	6%	8%	16%	2%	14%
Inflation	10%	42%	12%	5%	10%	14%	35%	3%	4%	10%	4%	9%	3%	3%	7%	12%	3%	5%	23%	12%	2%	8%	7%	2%	3%	12%	5%
Threats against the environment	9%	3%	12%	15%	5%	12%	44%	14%	11%	8%	2%	15%	4%	6%	10%	7%	6%	10%	7%	3%	7%	1%	11%	3%	15%	3%	8%
Maintaining social programmes	9%	3%	9%	8%	2%	8%	28%	4%	6%	16%	2%	3%	7%	7%	34%	3%	2%	13%	6%	6%	6%	1%	18%	9%	23%	1%	7%
Childhood obesity	3%	1%	6%	1%	1%	4%	5%	1%	2%	3%	1%	5%	2%	1%	1%	7%	1%	5%	2%	14%	3%	1%	1%	*%	5%	6%	5%
Access to credit	2%	2%	3%	1%	1%	3%	5%	1%	*%	2%	1%	2%	*%	1%	1%	1%	2%	3%	5%	4%	1%	1%	1%	1%	2%	2%	3%

Base: Representative sample of 21,044 adults aged 16-64 in 26 participating countries, August 25th - September 8th 2017.

Source: Global Advisor

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FOR MORE INFORMATION

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