

WHAT WORRIES THE



November 2017

GAME CHANGERS



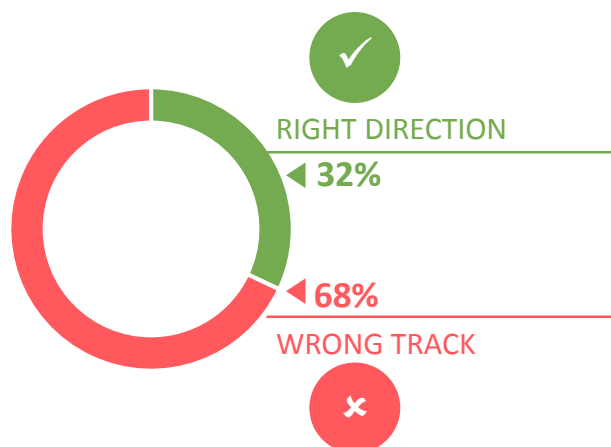
GREAT BRITAIN SUMMARY: NOVEMBER 2017

The majority (68%) of Britons think things in the country are on the wrong track.

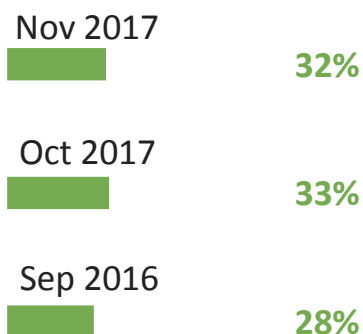
Healthcare currently occupies the top spot for concern with 40% saying this.

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

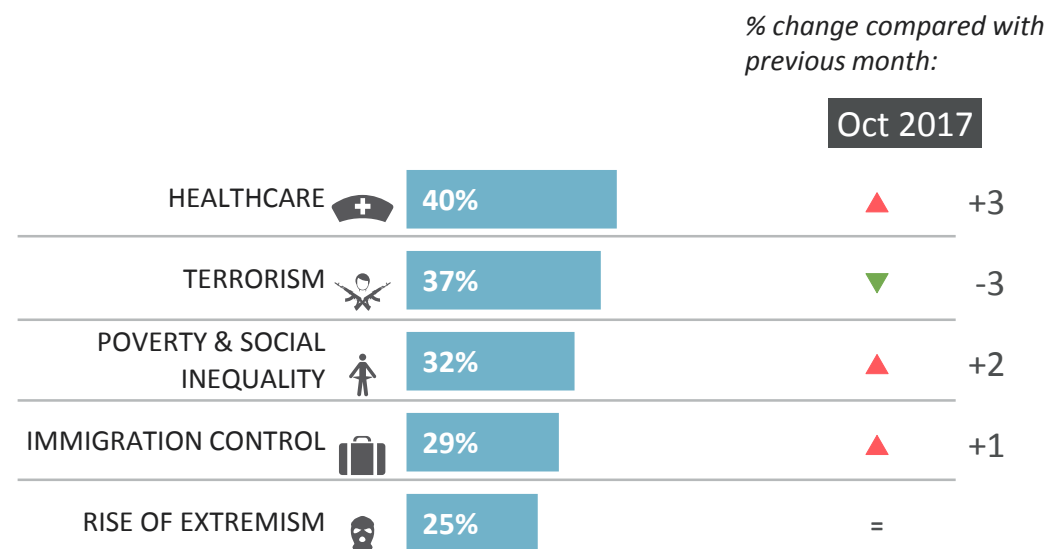
**RIGHT DIRECTION/
WRONG TRACK**
November 2017



RIGHT DIRECTION



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

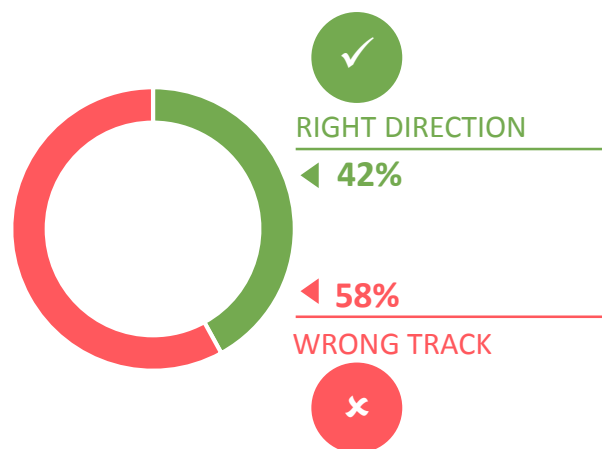
WORLD SUMMARY: NOVEMBER 2017

The majority (58%) of people around the world think things in their country are on the wrong track.

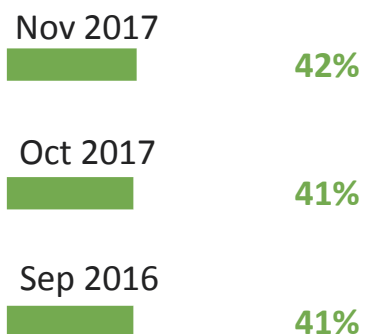
Unemployment currently occupies the top spot for global concern with 35% saying this.

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**
November 2017



RIGHT DIRECTION



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

% change compared with previous month:

Oct 2017

UNEMPLOYMENT		35%	=	
FINANCIAL/POLITICAL CORRUPTION		33%	▼	-1
POVERTY & SOCIAL INEQUALITY		32%	=	
CRIME & VIOLENCE		31%	▲	+1
HEALTHCARE		24%	▲	+1

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

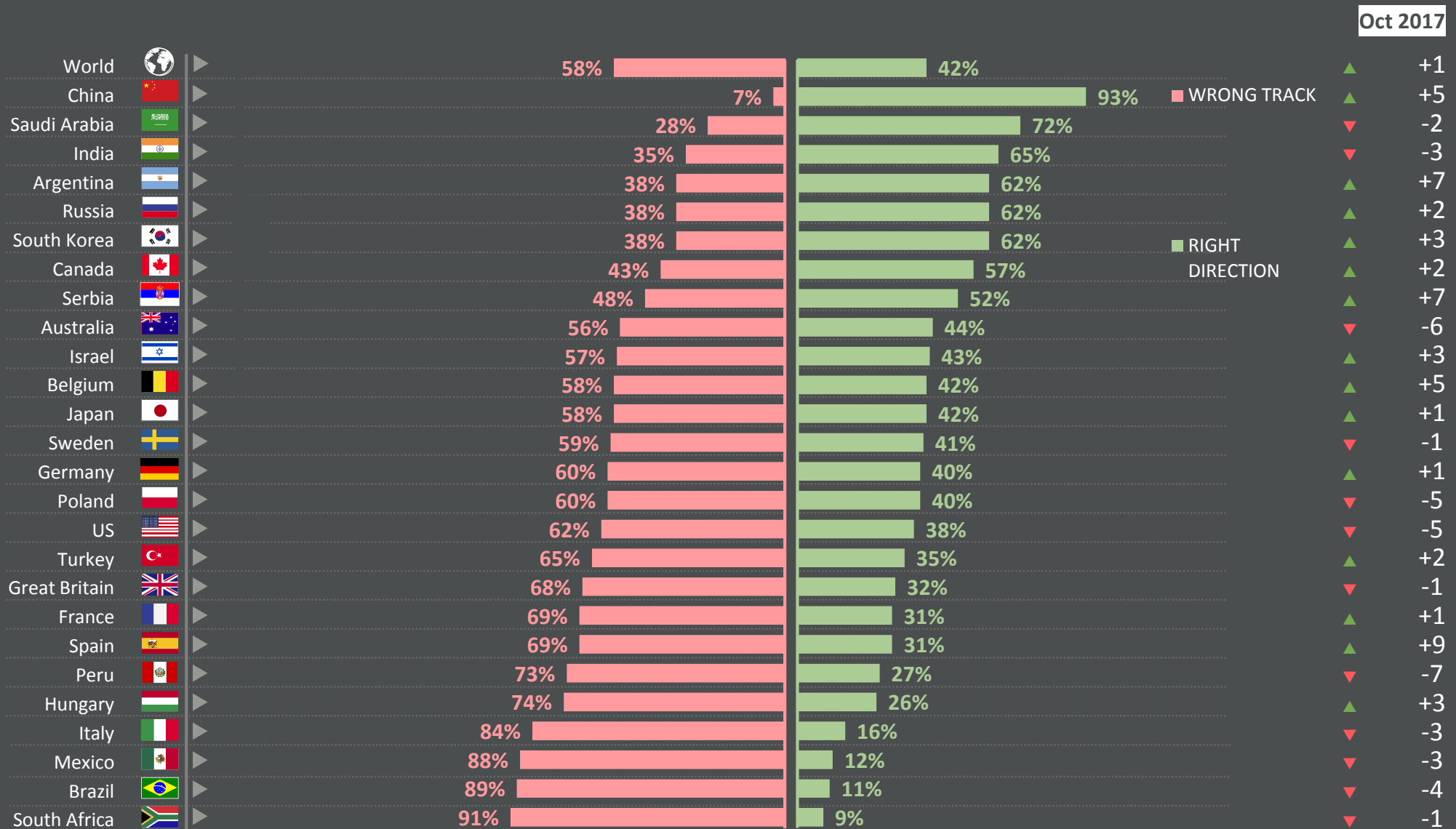
WRONG

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:

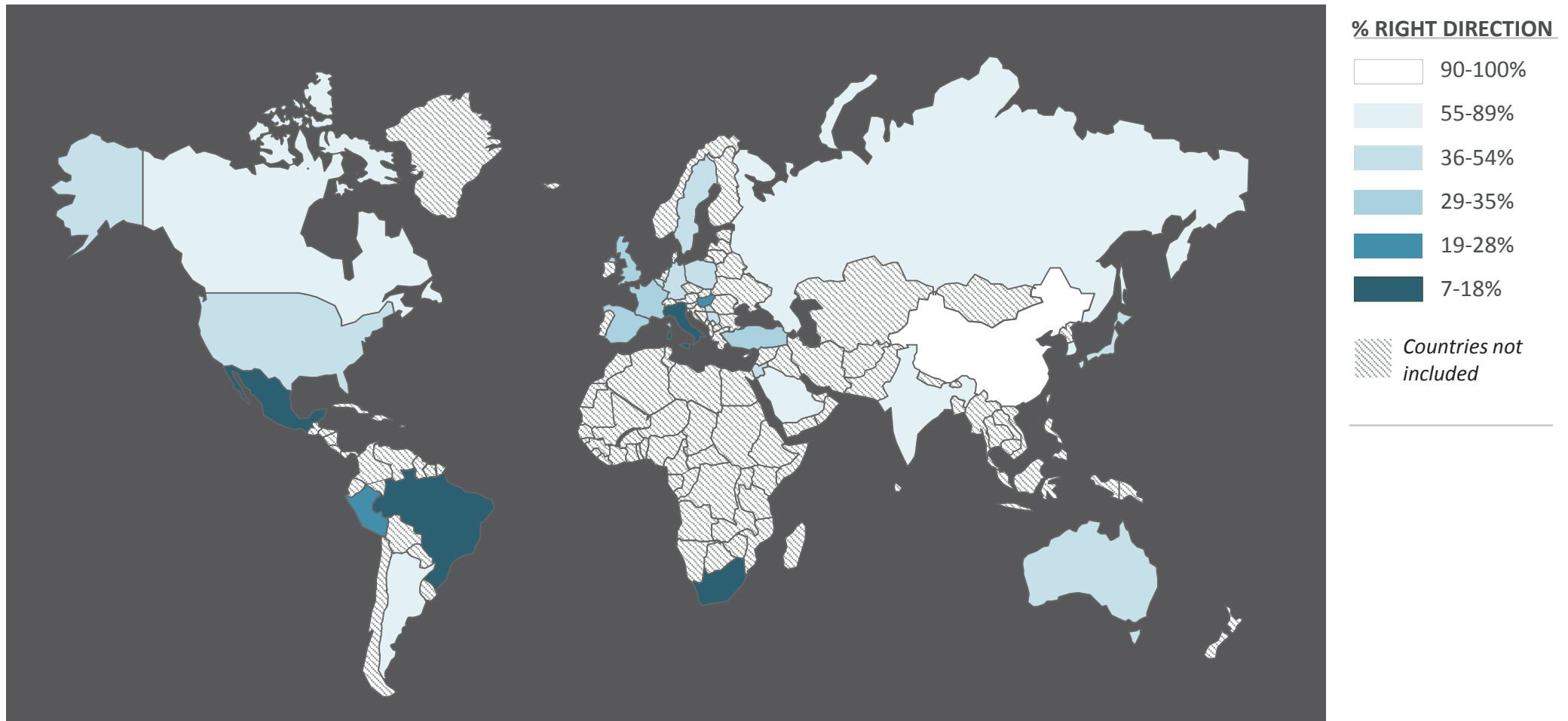
Base: Representative sample of 18,940 adults aged 16-64 in 26 participating countries, October 20th - November 3rd 2017.

Source: Global Advisor

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

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

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

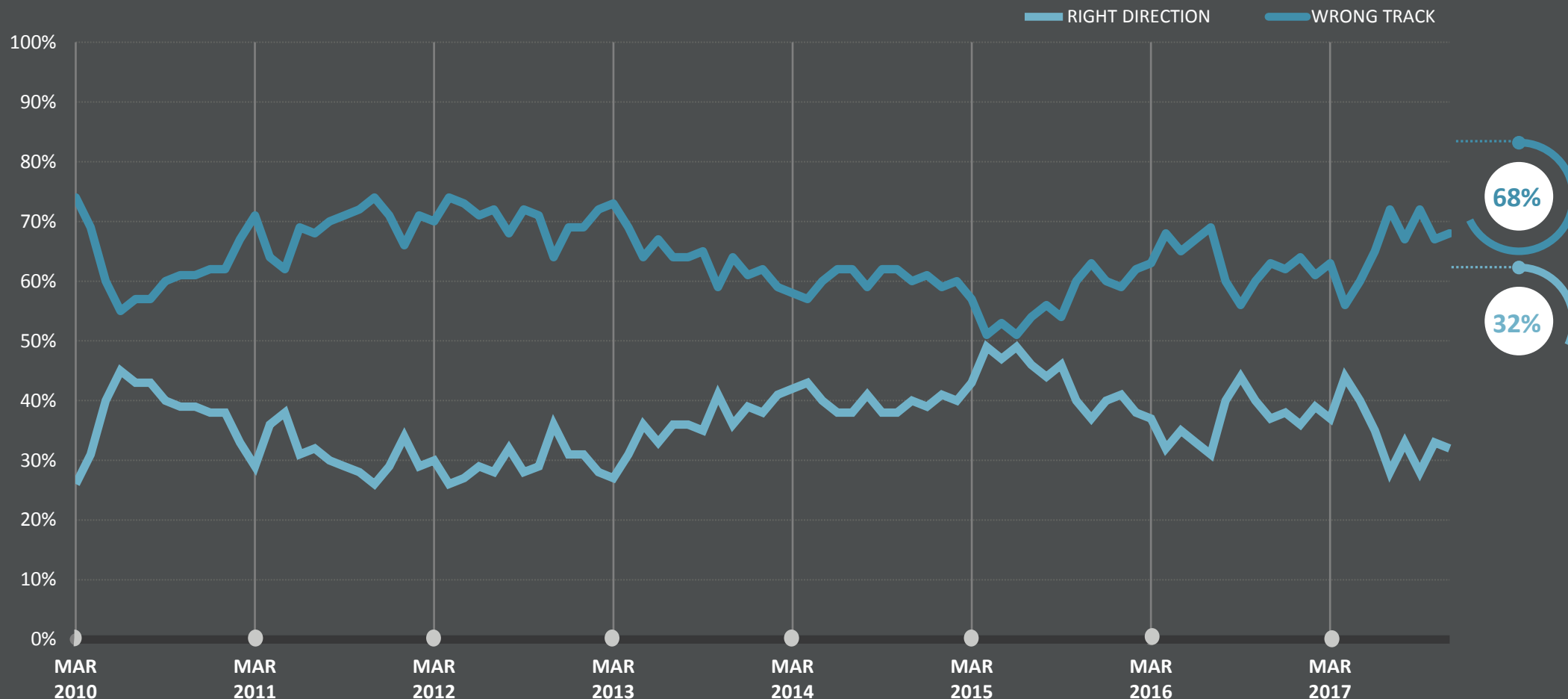


Base: Representative sample of 18,940 adults aged 16-64 in 26 participating countries, October 20th - November 3rd 2017.

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

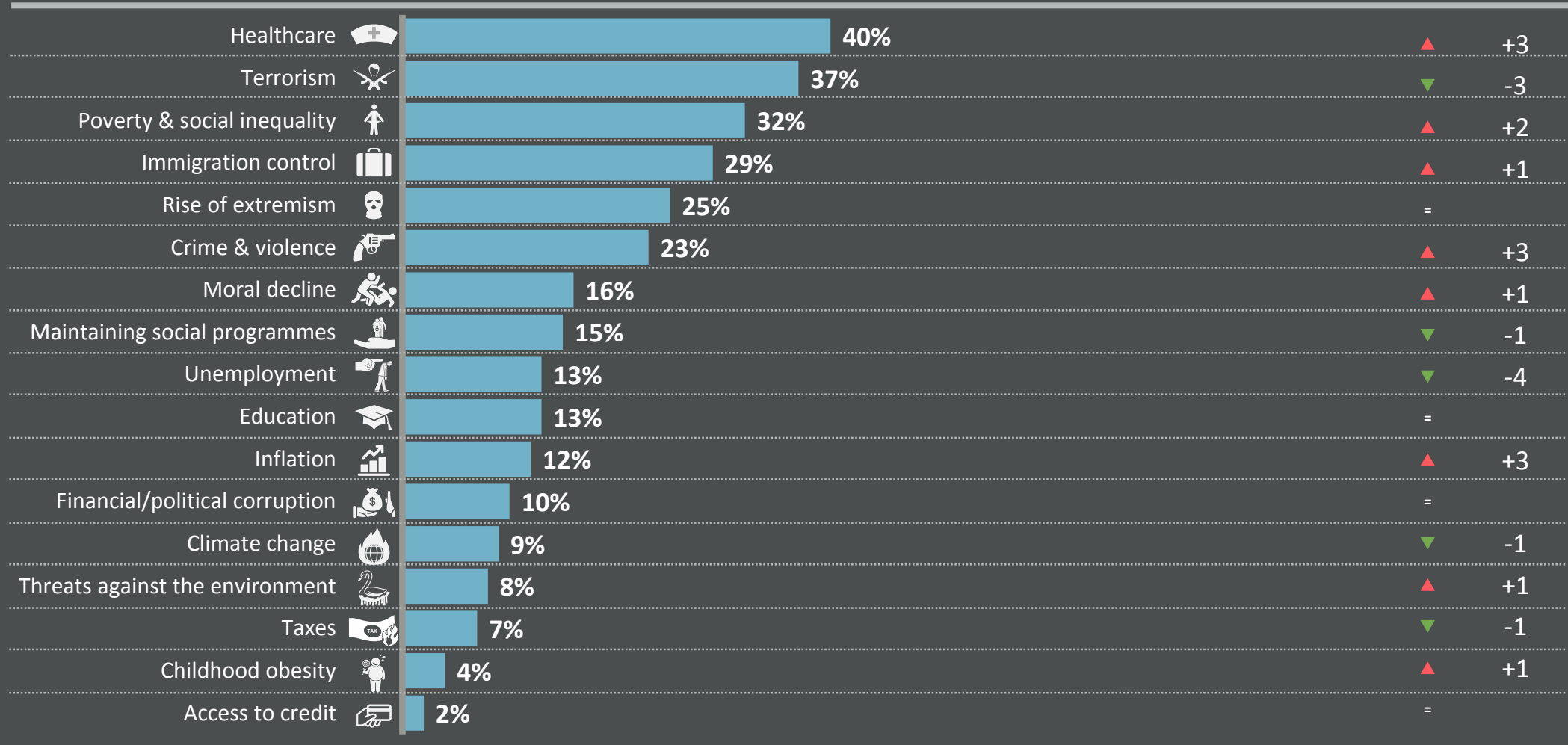
GREAT BRITAIN'S WORRIES

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

% change compared with previous month:

Mentioned in November 2017 (%)

Oct 2017



Base: Representative sample of British adults aged 16-64. November 2017: 1,001; October 2017: 1,016.

Source: Global Advisor

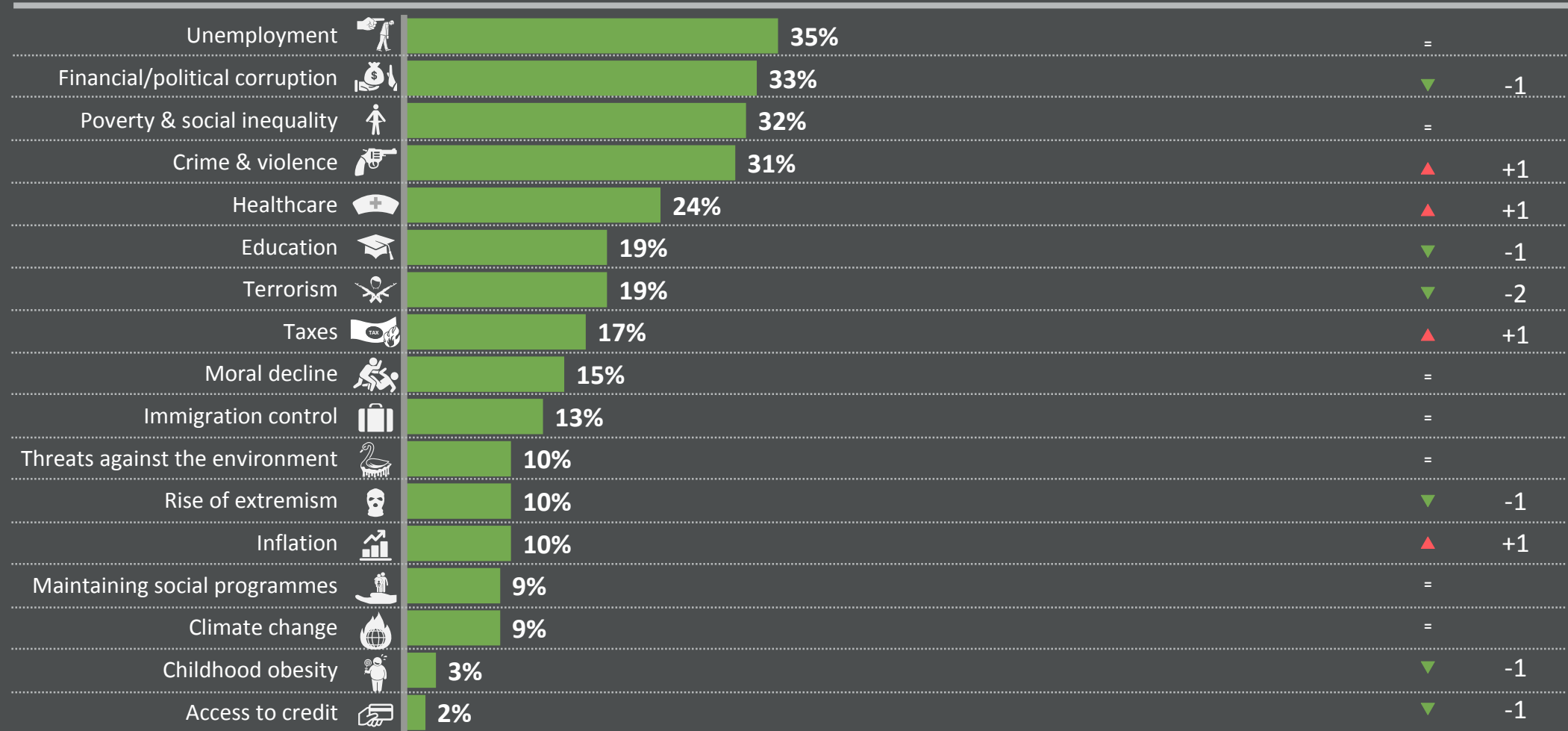
WORLD WORRIES

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

% change compared
with previous month:

Mentioned in November 2017 (%)

Oct 2017

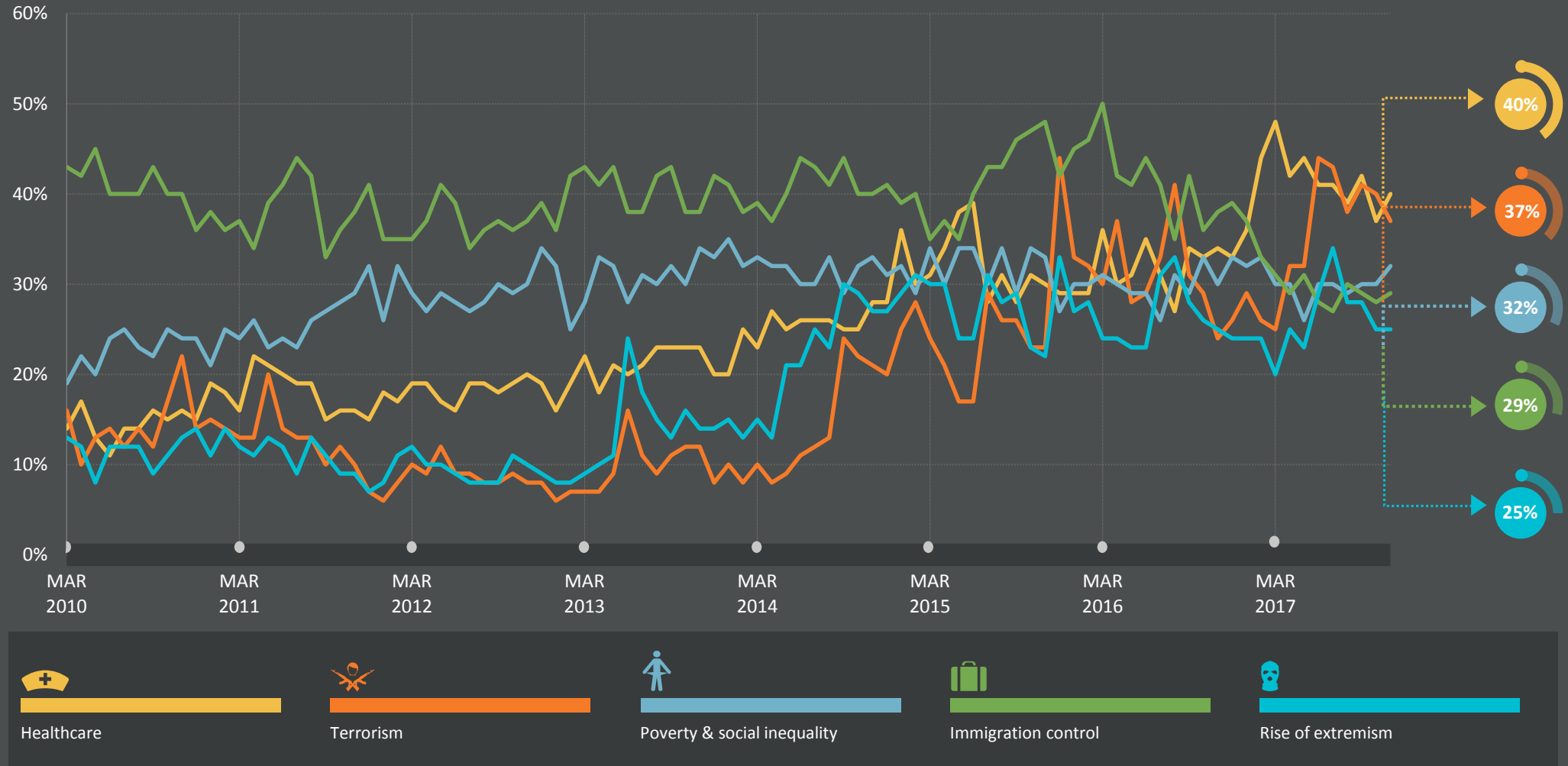


Base: Representative sample of adults aged 16-64. November 2017: 18,940; October 2017: 18,565.

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?

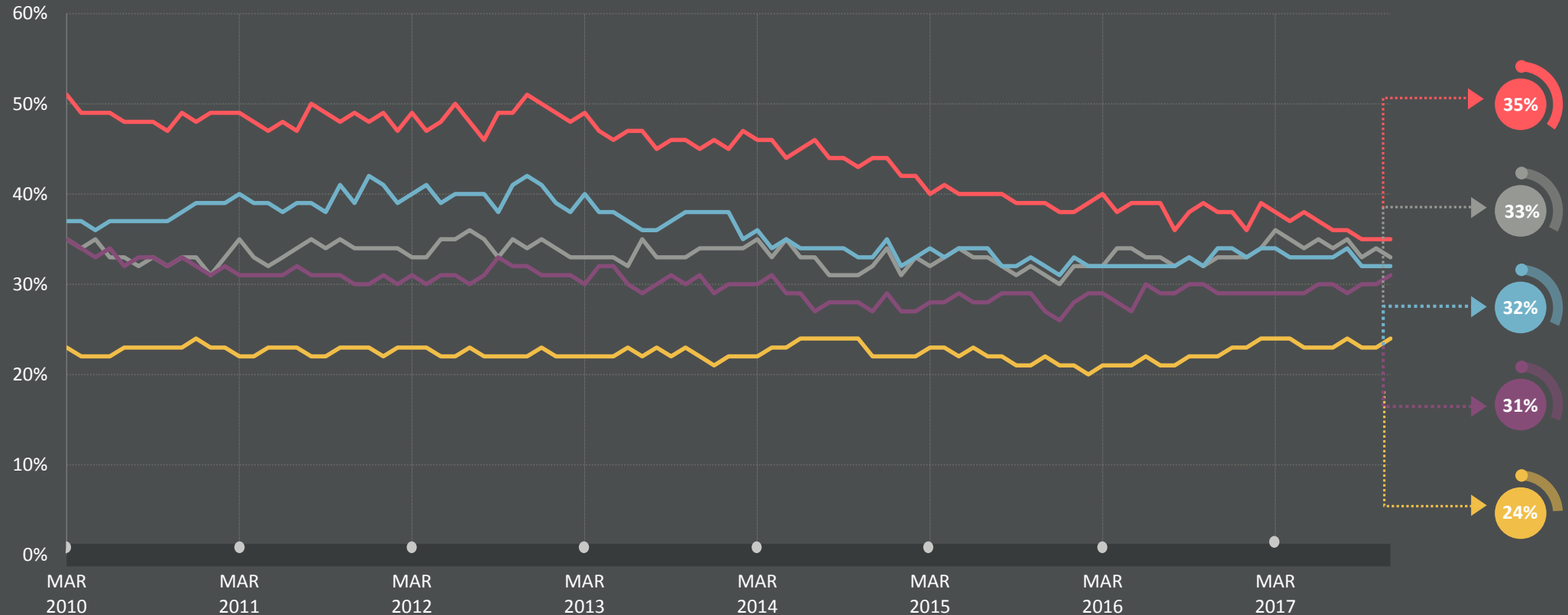


Base: Representative sample of British adults aged 16-64. c.1000 per month

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?



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

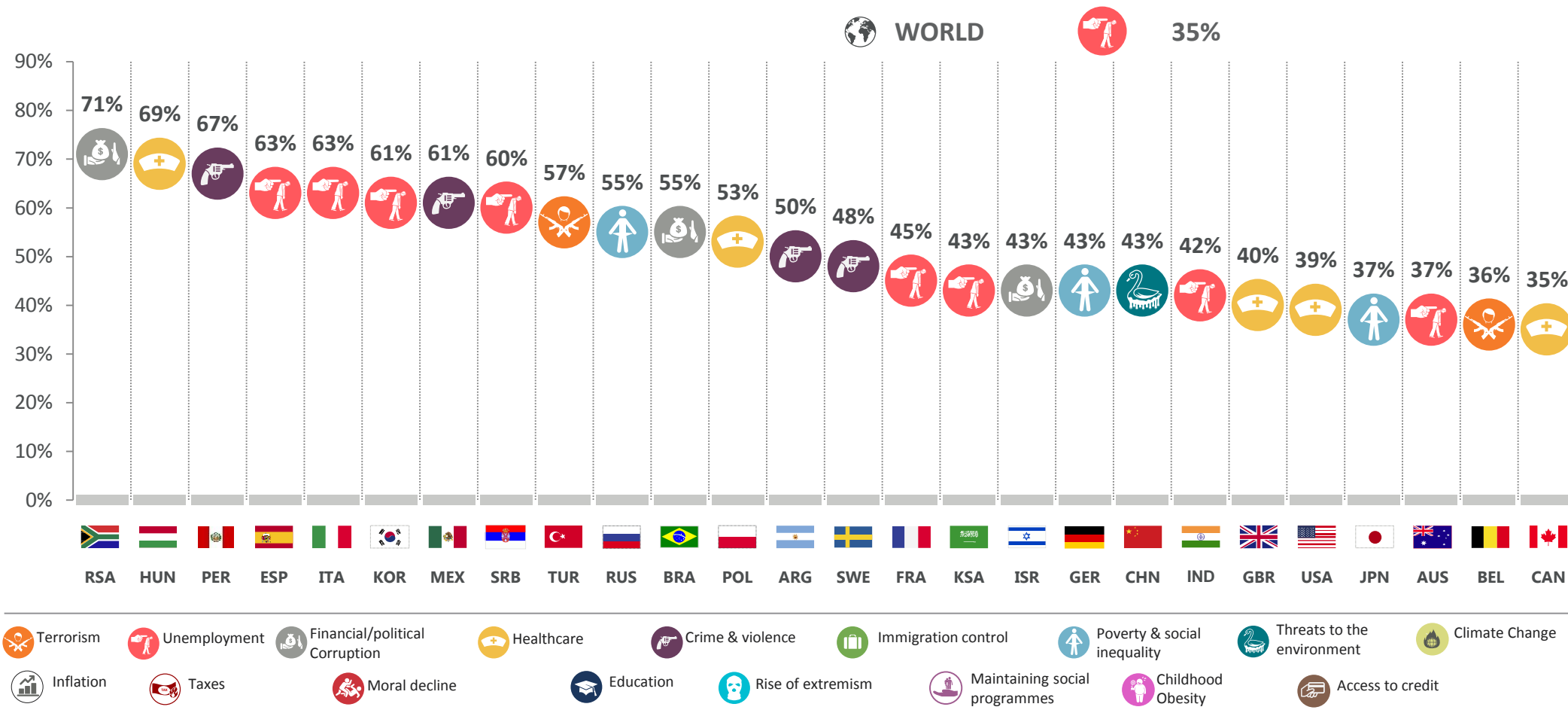


- Top concern by country
- Top 3 concerns by country
- Country comparison of Great Britain's top 5 concerns

MOST WORRYING ISSUE BY COUNTRY

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

Top worry in November 2017 in each country



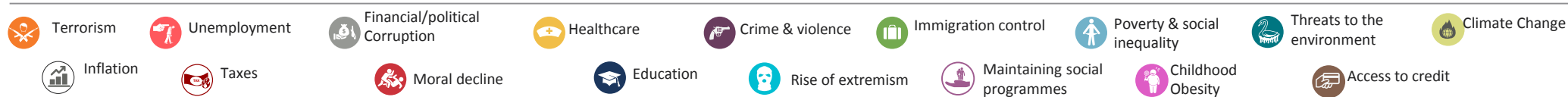
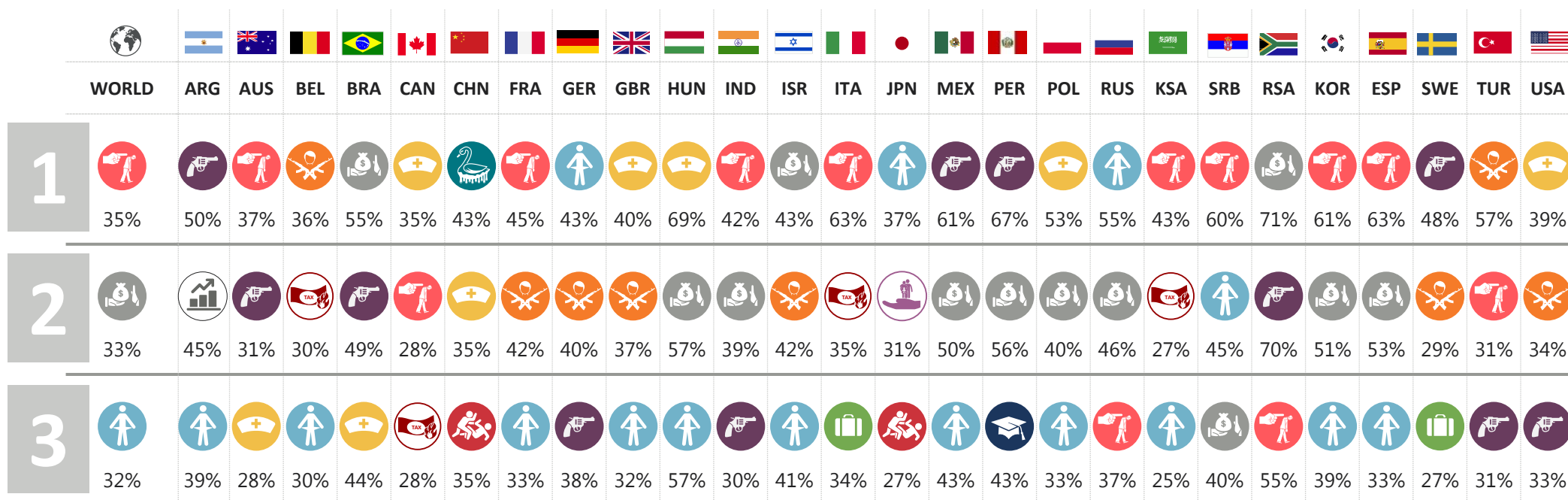
Base: Representative sample of 18,940 adults aged 16-64 in 26 participating countries, October 20th - November 3rd 2017.

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 November 2017 in each country



Base: Representative sample of 18,940 adults aged 16-64 in 26 participating countries, October 20th - November 3rd 2017.

Source: Global Advisor

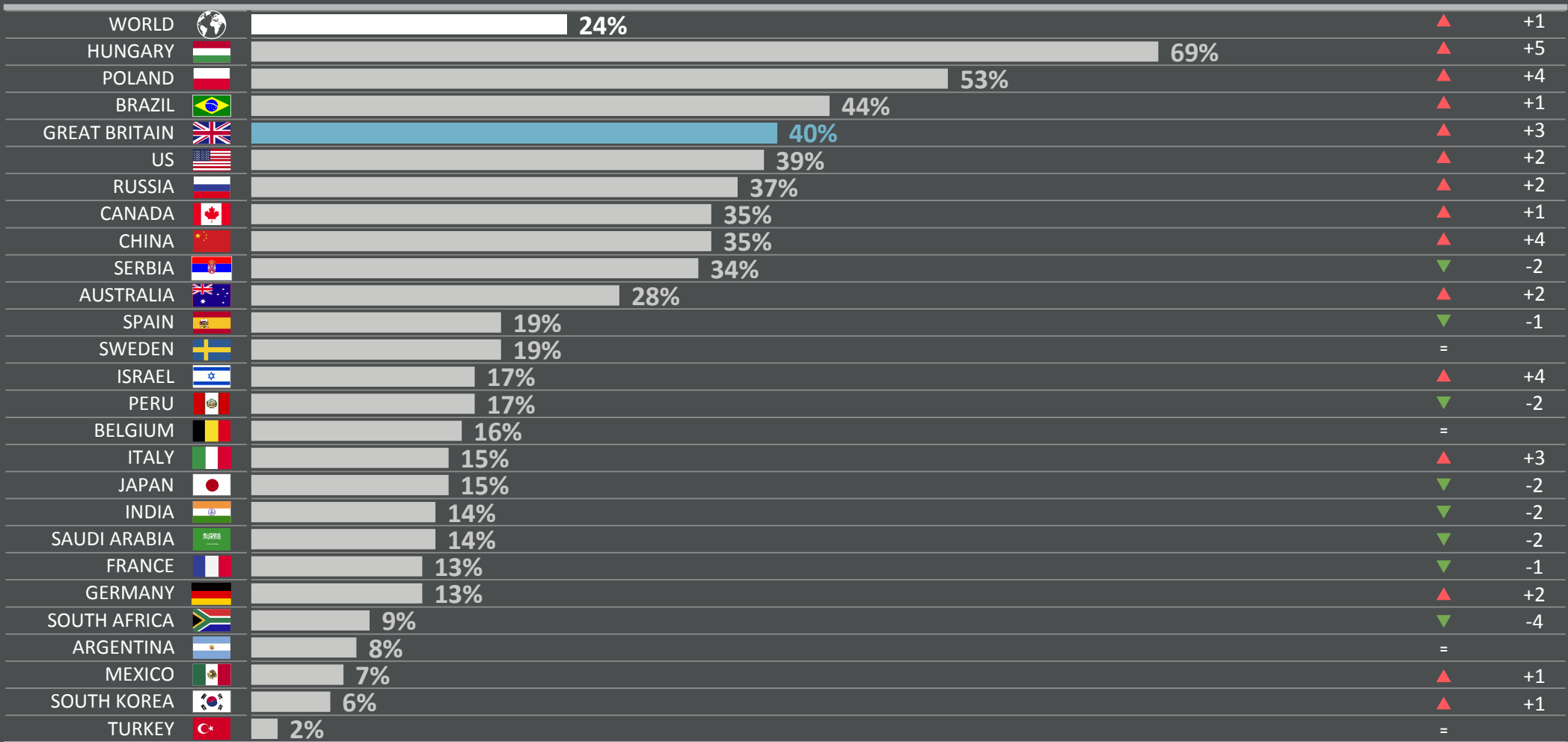
1 | HEALTHCARE

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

% change compared
with previous month:

(%) worried in November 2017 in each country

Oct 2017



Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

Source: Global Advisor

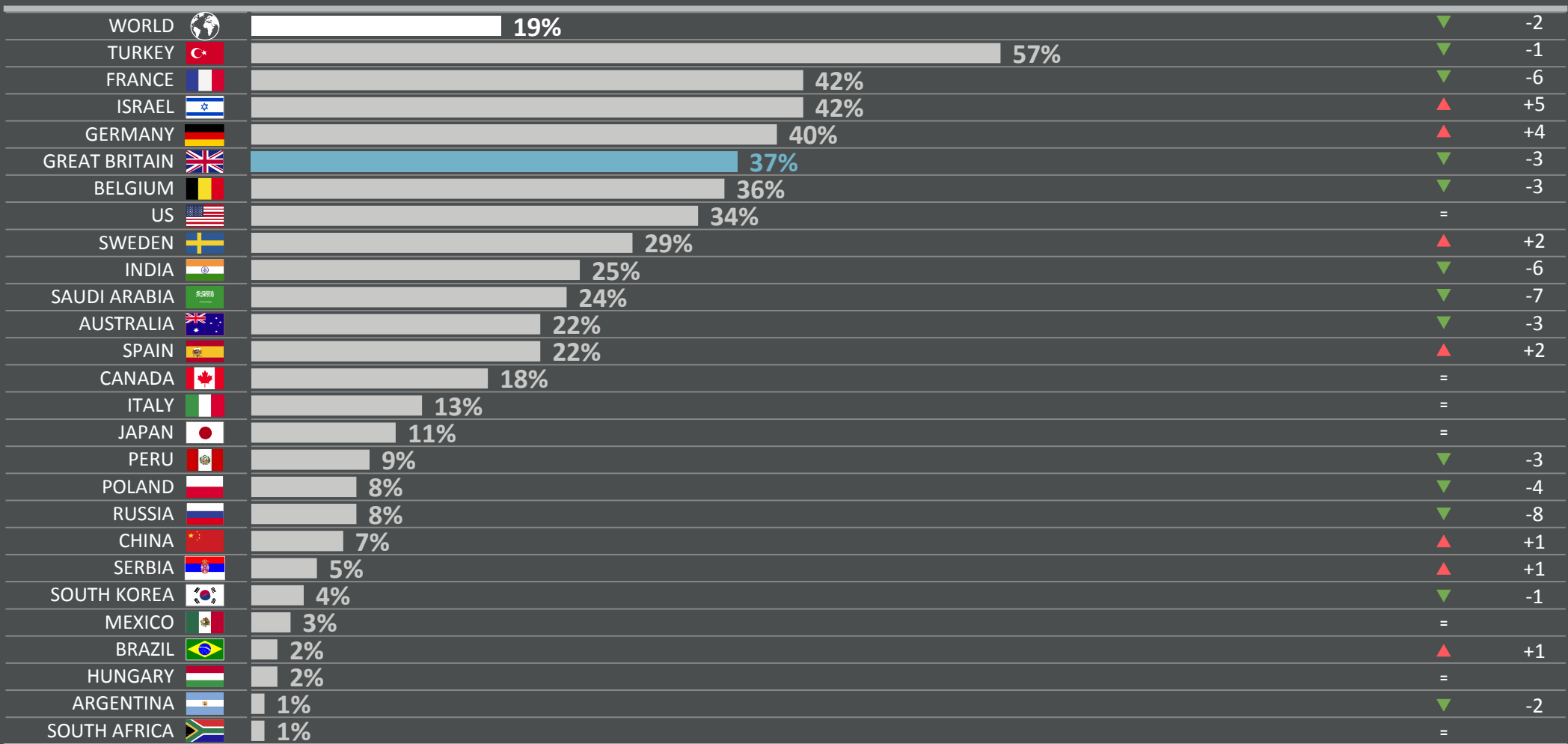
2 | TERRORISM

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

% change compared
with previous month:

(%) worried in November 2017 in each country

Oct 2017



Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

Source: Global Advisor

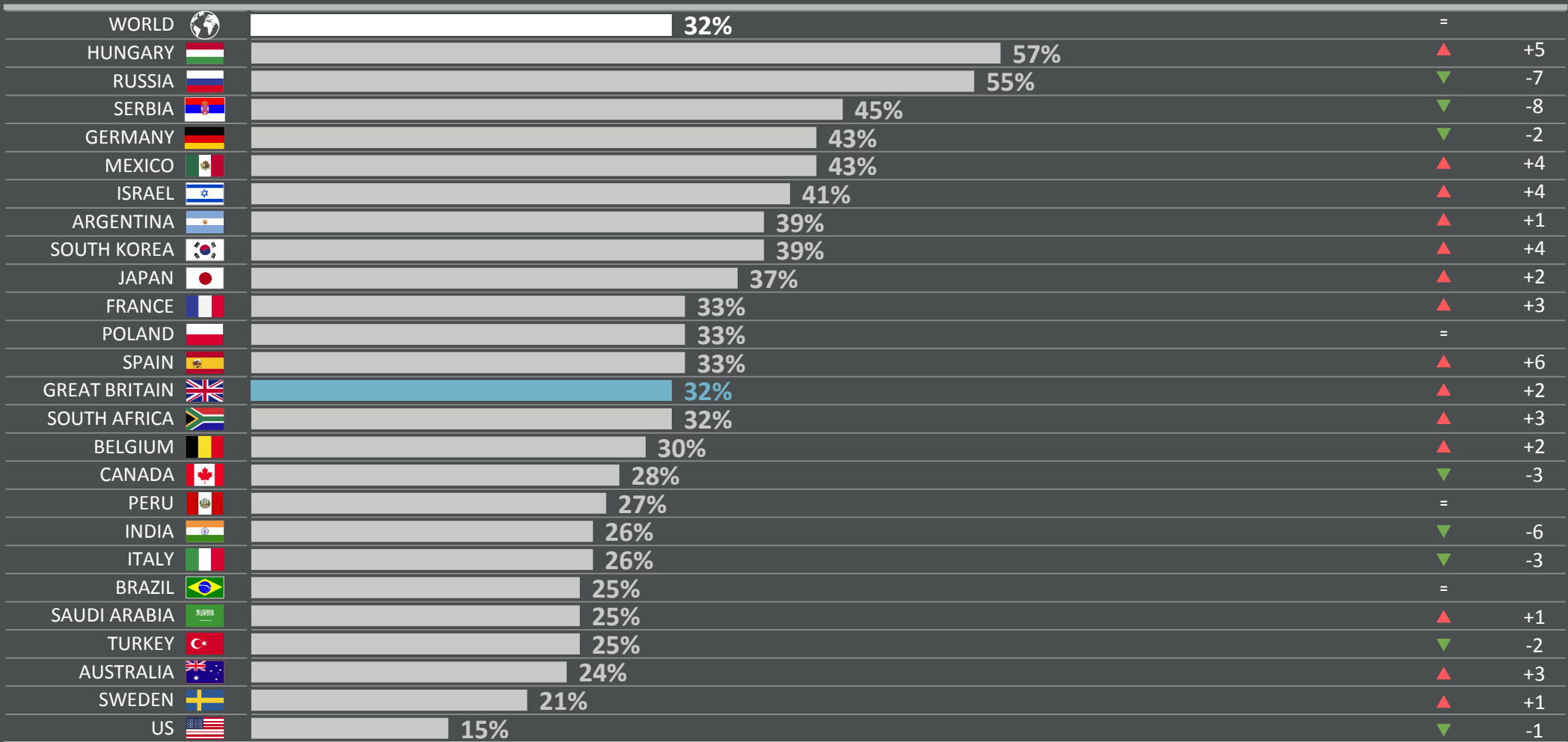
3 | POVERTY & SOCIAL INEQUALITY

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

% change compared
with previous month:

(%) worried in November 2017 in each country

Oct 2017



Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

Source: Global Advisor

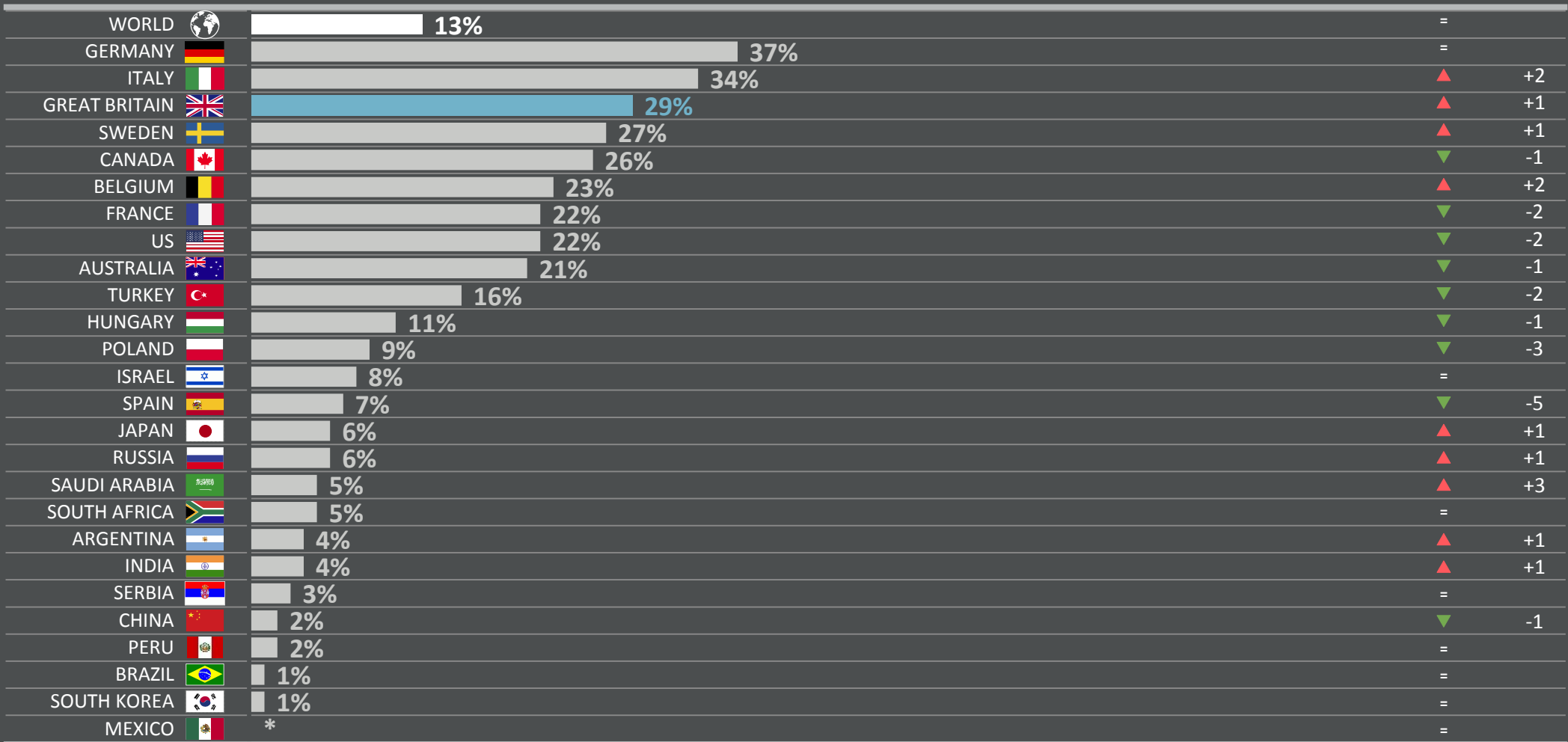
4 | IMMIGRATION CONTROL

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

% change compared
with previous month:

(%) worried in November 2017 in each country

Oct 2017



Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

Source: Global Advisor



























5 | 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 November 2017 in each country

Oct 2017

WORLD		10%	▼	-1
GREAT BRITAIN		25%	=	
BELGIUM		22%	▼	-1
SWEDEN		22%	▼	-3
GERMANY		20%	▼	-4
US		18%	▼	-1
FRANCE		17%	=	
SPAIN		17%	▼	-7
POLAND		14%	▲	+2
AUSTRALIA		13%	▼	-1
CANADA		12%	=	
ISRAEL		12%	=	
INDIA		10%	▼	-1
SAUDI ARABIA		8%	▲	+1
SOUTH KOREA		8%	▼	-1
TURKEY		8%	▼	-2
ITALY		5%	▼	-3
JAPAN		5%	=	
RUSSIA		4%	=	
ARGENTINA		3%	▲	+1
BRAZIL		3%	=	
HUNGARY		3%	▼	-4
SOUTH AFRICA		3%	▲	+2
SERBIA		2%	▲	+1
MEXICO		1%	=	
PERU		1%	=	

Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

Source: Global Advisor

WORLD WORRIES

COUNTRY COMPARISON

- Country comparison of all 17 concerns



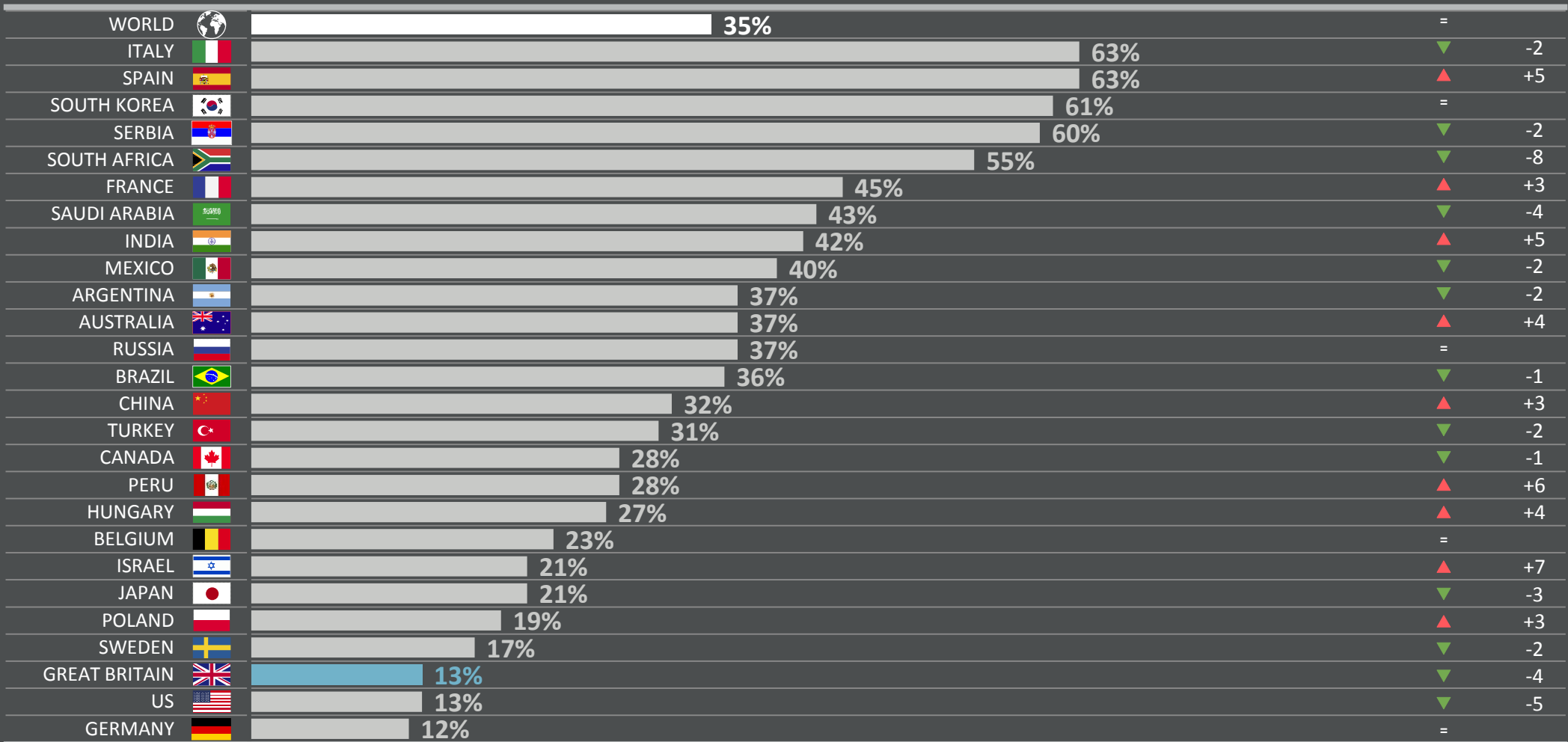
1 | UNEMPLOYMENT AND JOBS

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

% change compared
with previous month:

(%) worried in November 2017 in each country

Oct 2017



Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

Source: Global Advisor

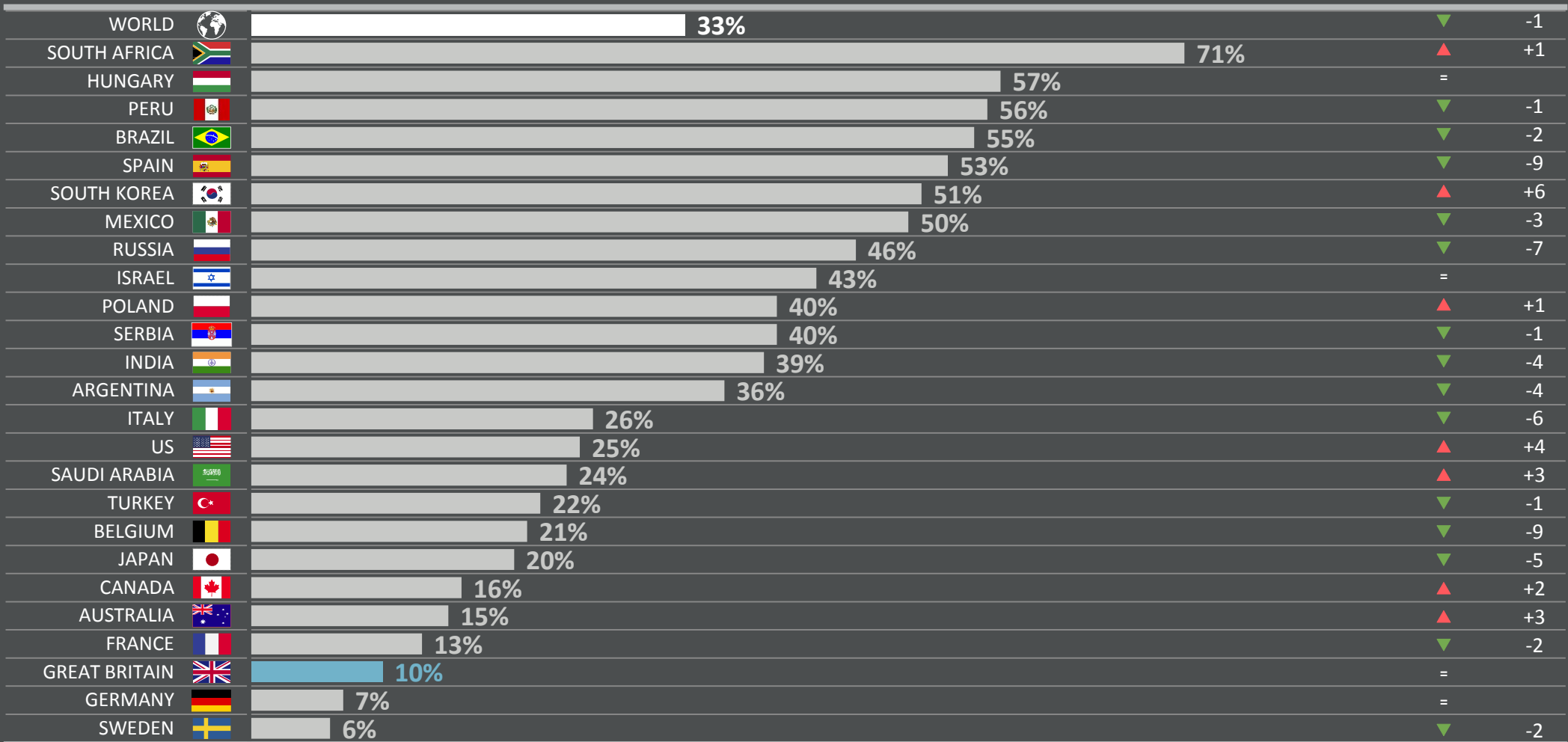
2 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared
with previous month:

(%) worried in November 2017 in each country

Oct 2017



Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

Source: Global Advisor

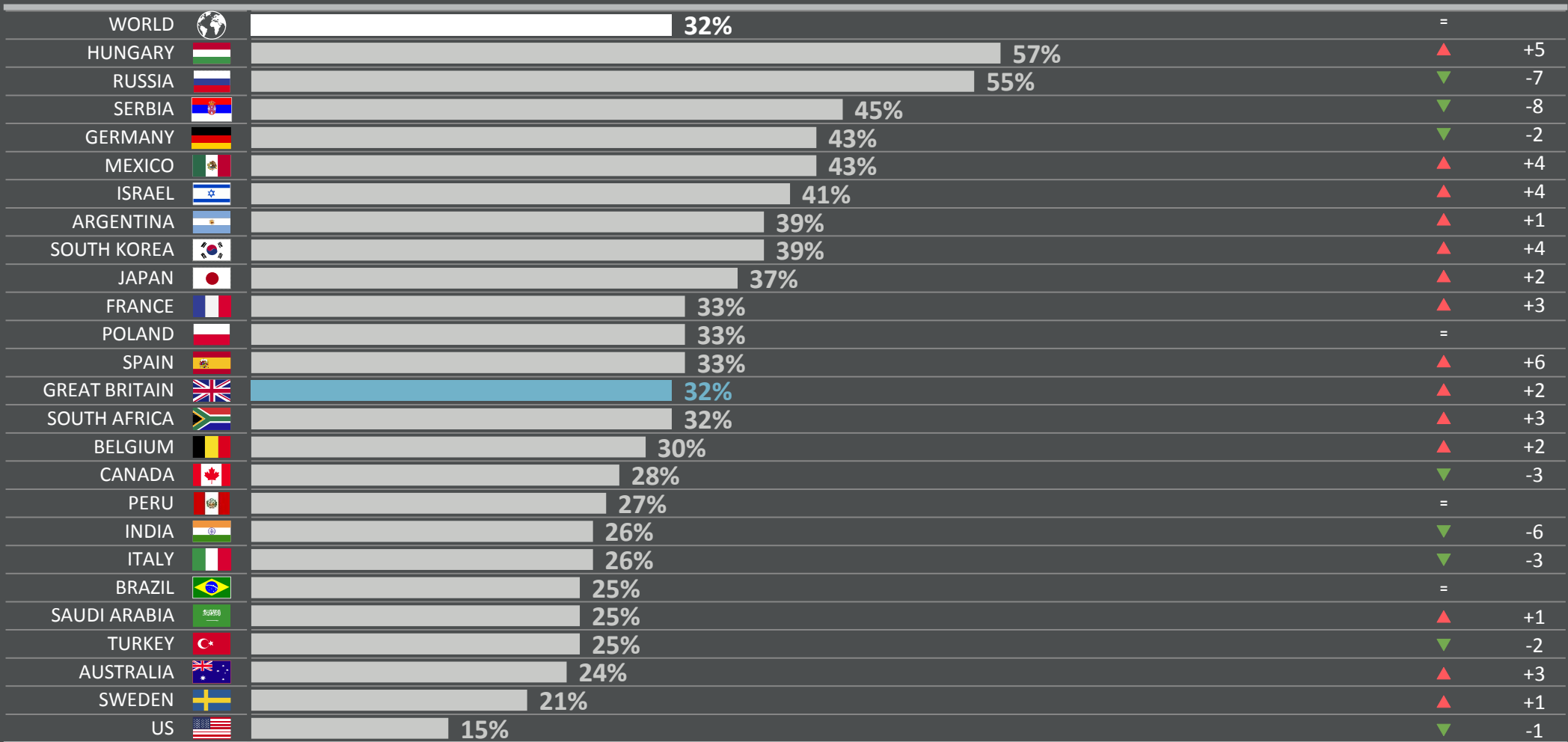
3 | POVERTY & SOCIAL INEQUALITY

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

% change compared
with previous month:

(%) worried in November 2017 in each country

Oct 2017



Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

Source: Global Advisor

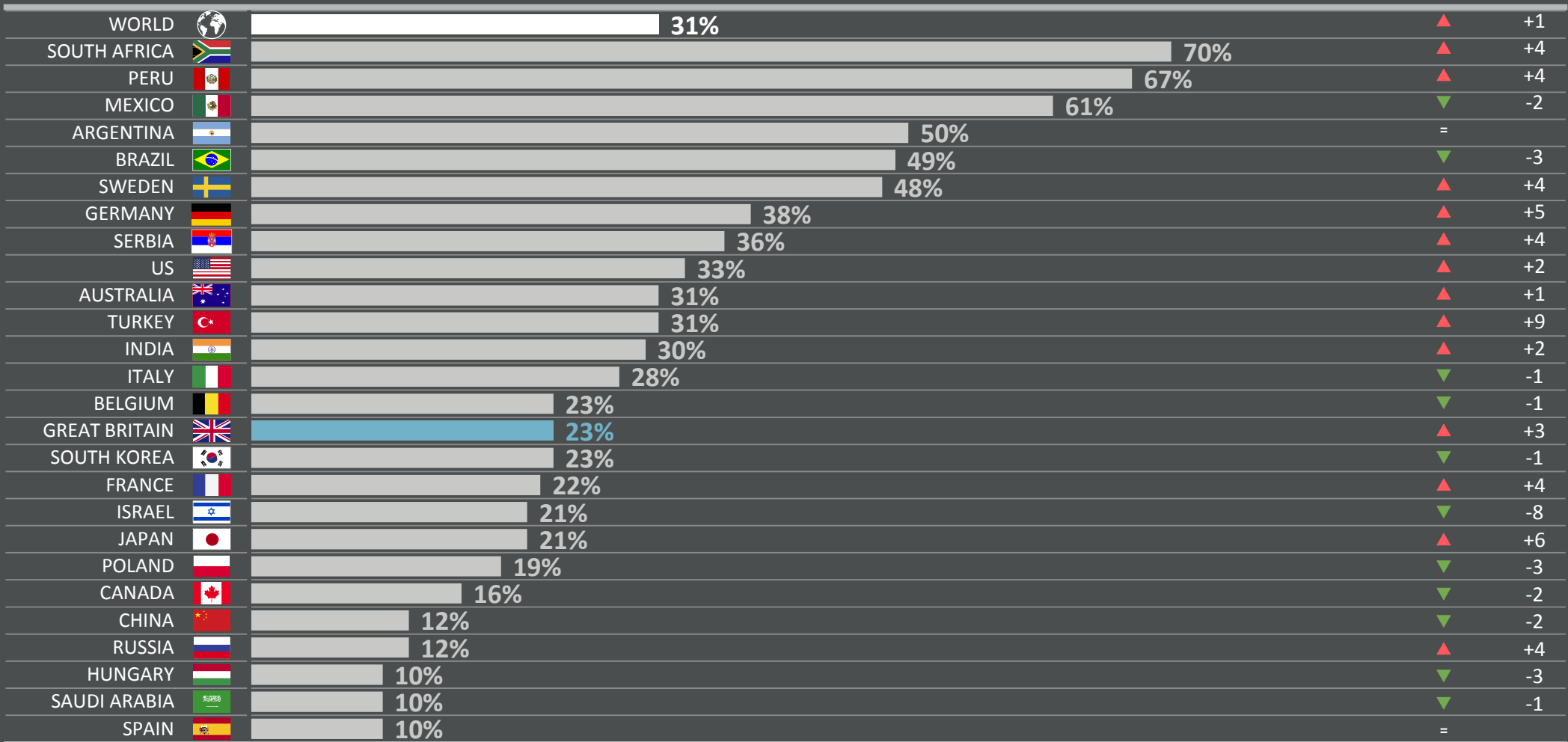
4 | CRIME & VIOLENCE

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

% change compared with previous month:

(%) worried in November 2017 in each country

Oct 2017



Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

Source: Global Advisor

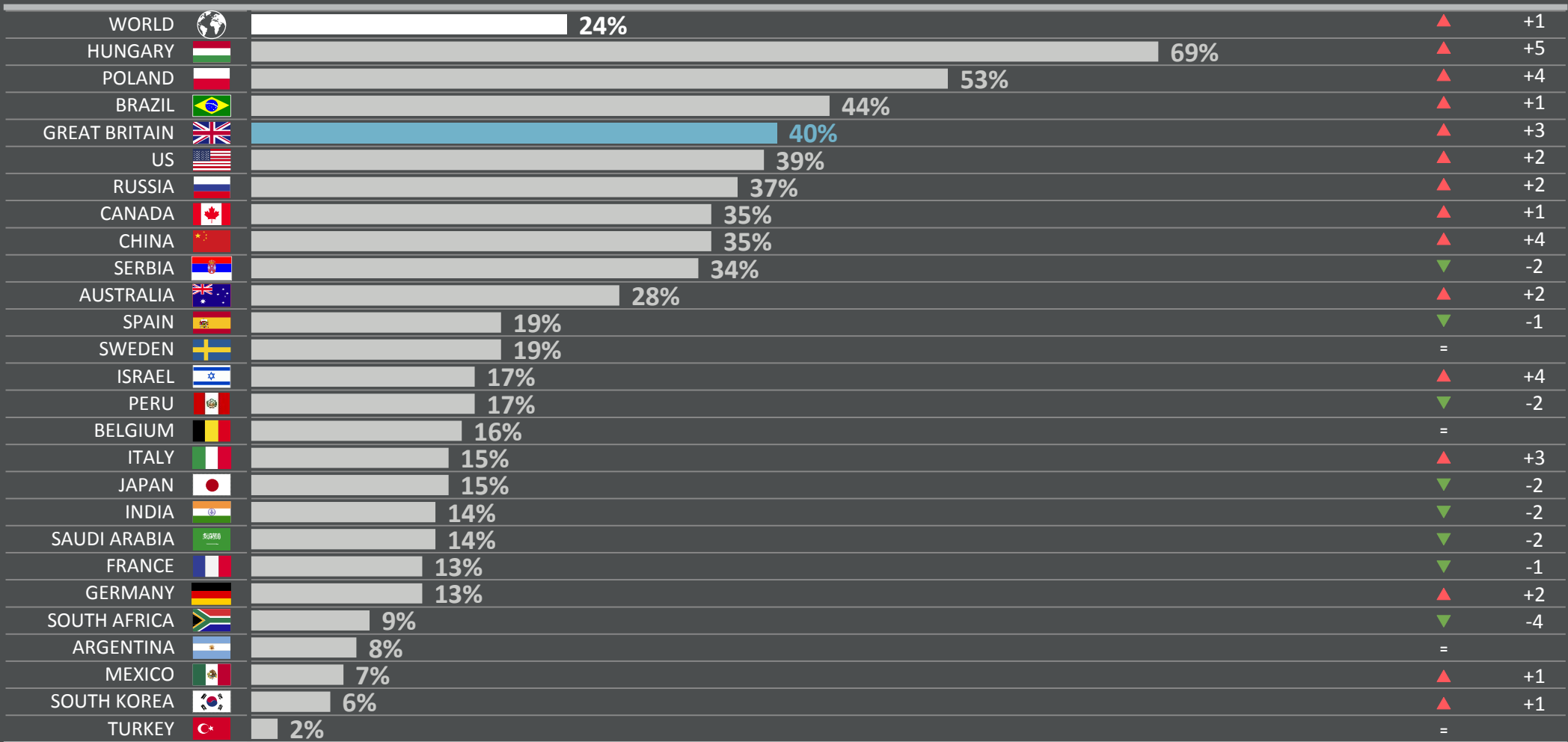
5 | HEALTHCARE

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

% change compared
with previous month:

(%) worried in November 2017 in each country

Oct 2017



Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

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 November 2017 in each country

Oct 2017

WORLD		19%	▼	-1
PERU		43%	▼	-1
ISRAEL		33%	▼	-2
BRAZIL		30%	▲	+2
ARGENTINA		29%	▼	-6
TURKEY		29%	▼	-4
MEXICO		28%	▼	-1
CHINA		23%	▼	-9
HUNGARY		22%	▼	-2
SAUDI ARABIA		21%	▲	+1
SPAIN		20%	▼	-3
SOUTH AFRICA		19%	▲	+1
INDIA		18%	▲	+2
RUSSIA		17%	▲	+2
SERBIA		16%	▼	-2
AUSTRALIA		15%	▼	-2
CANADA		14%	▲	+3
GERMANY		13%	▼	-3
GREAT BRITAIN		13%	=	
SOUTH KOREA		13%	=	
POLAND		12%	▲	+4
US		12%	▼	-1
FRANCE		11%	▼	-2
JAPAN		11%	▼	-3
SWEDEN		10%	▼	-3
BELGIUM		9%	▼	-1
ITALY		8%	=	

Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

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 November 2017 in each country

Oct 2017

WORLD		19%	▼	-2
TURKEY		57%	▼	-1
FRANCE		42%	▼	-6
ISRAEL		42%	▲	+5
GERMANY		40%	▲	+4
GREAT BRITAIN		37%	▼	-3
BELGIUM		36%	▼	-3
US		34%	=	
SWEDEN		29%	▲	+2
INDIA		25%	▼	-6
SAUDI ARABIA		24%	▼	-7
AUSTRALIA		22%	▼	-3
SPAIN		22%	▲	+2
CANADA		18%	=	
ITALY		13%	=	
JAPAN		11%	=	
PERU		9%	▼	-3
POLAND		8%	▼	-4
RUSSIA		8%	▼	-8
CHINA		7%	▲	+1
SERBIA		5%	▲	+1
SOUTH KOREA		4%	▼	-1
MEXICO		3%	=	
BRAZIL		2%	▲	+1
HUNGARY		2%	=	
ARGENTINA		1%	▼	-2
SOUTH AFRICA		1%	=	

Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

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 November 2017 in each country

Oct 2017

WORLD		17%	▲	+1
ITALY		35%	▲	+3
FRANCE		31%	▲	+6
BELGIUM		30%	▲	+1
POLAND		29%	▲	+3
CANADA		28%	=	
SAUDI ARABIA		27%	▲	+5
INDIA		24%	▲	+3
JAPAN		24%	▼	-4
ISRAEL		23%	▲	+2
ARGENTINA		22%	▲	+3
TURKEY		20%	▼	-7
BRAZIL		19%	=	
MEXICO		18%	▲	+3
AUSTRALIA		16%	=	
US		16%	▲	+2
RUSSIA		14%	▲	+7
SOUTH KOREA		12%	▲	+1
SPAIN		12%	▲	+5
SWEDEN		12%	▲	+1
HUNGARY		8%	▲	+2
SOUTH AFRICA		8%	▲	+1
GERMANY		7%	▼	-4
GREAT BRITAIN		7%	▼	-1
SERBIA		6%	▲	+2
PERU		5%	▼	-2

Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

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 November 2017 in each country

Oct 2017

WORLD		15%	=	
CHINA		35%	▲	+1
SERBIA		32%	▲	+7
JAPAN		27%	▲	+1
US		23%	▲	+2
SOUTH KOREA		19%	▼	-2
SAUDI ARABIA		18%	▼	-2
ISRAEL		17%	▼	-3
GREAT BRITAIN		16%	▲	+1
HUNGARY		16%	▼	-1
RUSSIA		15%	▲	+1
AUSTRALIA		14%	▼	-1
GERMANY		14%	=	
POLAND		13%	▼	-5
INDIA		12%	▲	+3
CANADA		11%	=	
FRANCE		11%	▼	-2
PERU		11%	▲	+1
SWEDEN		11%	▲	+1
BELGIUM		10%	=	
ITALY		10%	▼	-1
ARGENTINA		9%	=	
BRAZIL		9%	▲	+1
TURKEY		9%	▲	+1
SOUTH AFRICA		8%	▼	-1
MEXICO		7%	▲	+1
SPAIN		7%	▼	-3

Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

Source: Global Advisor

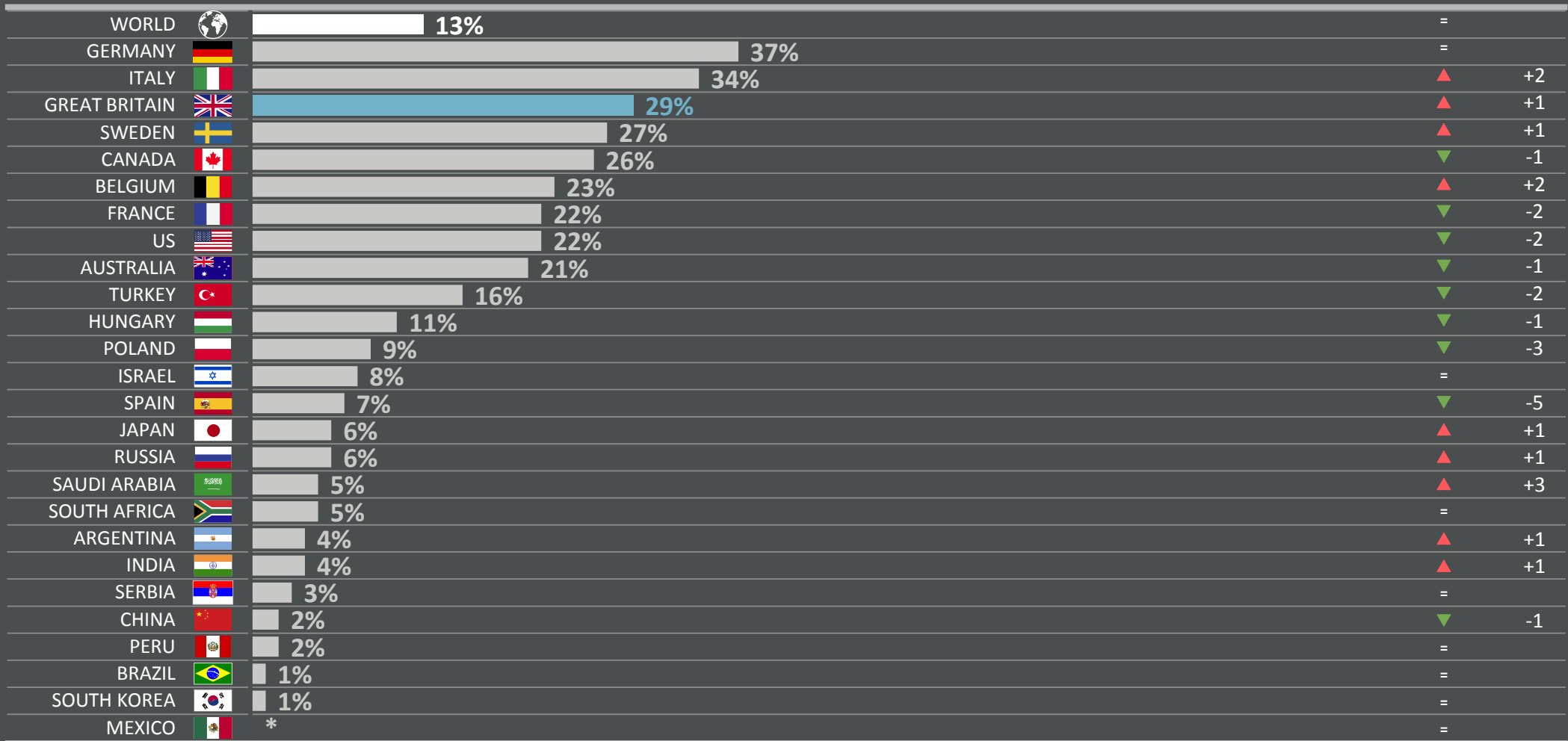
10 | IMMIGRATION CONTROL

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

% change compared
with previous month:

(%) worried in November 2017 in each country

Oct 2017



Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

Source: Global Advisor




























11 | 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 November 2017 in each country

Oct 2017

WORLD		10%	=	
CHINA		43%	▲	+1
SWEDEN		18%	▲	+2
INDIA		17%	▲	+4
GERMANY		13%	▲	+1
AUSTRALIA		12%	=	
BELGIUM		12%	▼	-1
FRANCE		12%	=	
CANADA		11%	▲	+1
POLAND		11%	▲	+3
US		11%	▲	+3
JAPAN		10%	=	
SOUTH KOREA		10%	▼	-2
GREAT BRITAIN		8%	▲	+1
MEXICO		8%	▲	+1
PERU		8%	▼	-2
ITALY		7%	▲	+2
SAUDI ARABIA		7%	▲	+2
SERBIA		7%	=	
RUSSIA		6%	▼	-3
SPAIN		6%	▲	+1
TURKEY		6%	▲	+3
BRAZIL		5%	▼	-1
ARGENTINA		4%	=	
ISRAEL		4%	▼	-4
HUNGARY		3%	=	
SOUTH AFRICA		1%	▼	-1

Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

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 November 2017 in each country

Oct 2017

WORLD		10%	▼	-1
GREAT BRITAIN		25%	=	
BELGIUM		22%	▼	-1
SWEDEN		22%	▼	-3
GERMANY		20%	▼	-4
US		18%	▼	-1
FRANCE		17%	=	
SPAIN		17%	▼	-7
POLAND		14%	▲	+2
AUSTRALIA		13%	▼	-1
CANADA		12%	=	
ISRAEL		12%	=	
INDIA		10%	▼	-1
SAUDI ARABIA		8%	▲	+1
SOUTH KOREA		8%	▼	-1
TURKEY		8%	▼	-2
ITALY		5%	▼	-3
JAPAN		5%	=	
RUSSIA		4%	=	
ARGENTINA		3%	▲	+1
BRAZIL		3%	=	
HUNGARY		3%	▼	-4
SOUTH AFRICA		3%	▲	+2
SERBIA		2%	▲	+1
MEXICO		1%	=	
PERU		1%	=	

Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

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 November 2017 in each country

Oct 2017

WORLD		10%	▲	+1
ARGENTINA		45%	▲	+6
CHINA		35%	▲	+6
TURKEY		17%	▲	+5
MEXICO		14%	▲	+4
RUSSIA		14%	▼	-1
INDIA		13%	▲	+1
SAUDI ARABIA		13%	▲	+4
AUSTRALIA		12%	▲	+2
CANADA		12%	▼	-1
GREAT BRITAIN		12%	▲	+3
SOUTH AFRICA		9%	=	
BRAZIL		8%	=	
JAPAN		8%	▲	+3
BELGIUM		7%	▲	+2
PERU		7%	=	
SOUTH KOREA		7%	▼	-1
POLAND		5%	▼	-2
SWEDEN		5%	▲	+2
FRANCE		4%	=	
US		4%	▼	-1
GERMANY		3%	▼	-1
HUNGARY		3%	=	
ITALY		3%	=	
ISRAEL		2%	▼	-1
SERBIA		2%	=	
SPAIN		2%	▲	+1

Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

Source: Global Advisor




























14 | 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 November 2017 in each country

Oct 2017

WORLD		9%	=	
CHINA		31%	▲	+5
JAPAN		31%	▼	-3
SOUTH KOREA		21%	▲	+3
GREAT BRITAIN		15%	▼	-1
SWEDEN		15%	▼	-3
POLAND		11%	▲	+1
SPAIN		11%	▲	+3
BELGIUM		10%	▲	+3
AUSTRALIA		9%	▲	+1
ITALY		9%	▲	+1
RUSSIA		9%	▲	+1
CANADA		8%	▼	-2
ISRAEL		8%	▼	-1
GERMANY		7%	▲	+2
SAUDI ARABIA		6%	=	
US		6%	▲	+1
ARGENTINA		5%	▲	+2
FRANCE		5%	▲	+2
HUNGARY		5%	=	
SERBIA		5%	▼	-2
BRAZIL		3%	▲	+1
INDIA		3%	▼	-1
MEXICO		3%	=	
PERU		3%	▲	+1
TURKEY		2%	=	
SOUTH AFRICA		1%	▼	-1

Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

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 November 2017 in each country

Oct 2017

WORLD		9%	=	
CHINA		24%	▲	+3
CANADA		20%	▲	+2
AUSTRALIA		18%	▲	+1
JAPAN		18%	▲	+1
GERMANY		16%	▼	-3
SWEDEN		13%	▼	-3
BELGIUM		12%	=	
INDIA		12%	=	
SPAIN		12%	▲	+5
US		12%	=	
SAUDI ARABIA		11%	=	
FRANCE		10%	▼	-1
PERU		10%	▲	+2
GREAT BRITAIN		9%	▼	-1
POLAND		8%	=	
ITALY		7%	=	
MEXICO		6%	▼	-3
SOUTH KOREA		6%	=	
RUSSIA		3%	▲	+1
SERBIA		3%	=	
SOUTH AFRICA		3%	▲	+1
ARGENTINA		2%	▼	-1
BRAZIL		2%	=	
ISRAEL		2%	=	
TURKEY		2%	=	
HUNGARY		1%	▼	-1

Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

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 November 2017 in each country

Oct 2017

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

Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

Source: Global Advisor




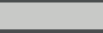

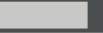

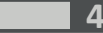













































17 | ACCESS TO CREDIT

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

% change compared
with previous month:

(%) worried in November 2017 in each country

Oct 2017

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

Base: Representative sample of adults aged 16-64 in 26 participating countries. November 2017: 18,940; October 2017: 18,565.

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 18,940 adults aged 18-64 in Canada, Israel and the US, and aged 16-64 in all other countries, were interviewed between October 20th and November 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 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.

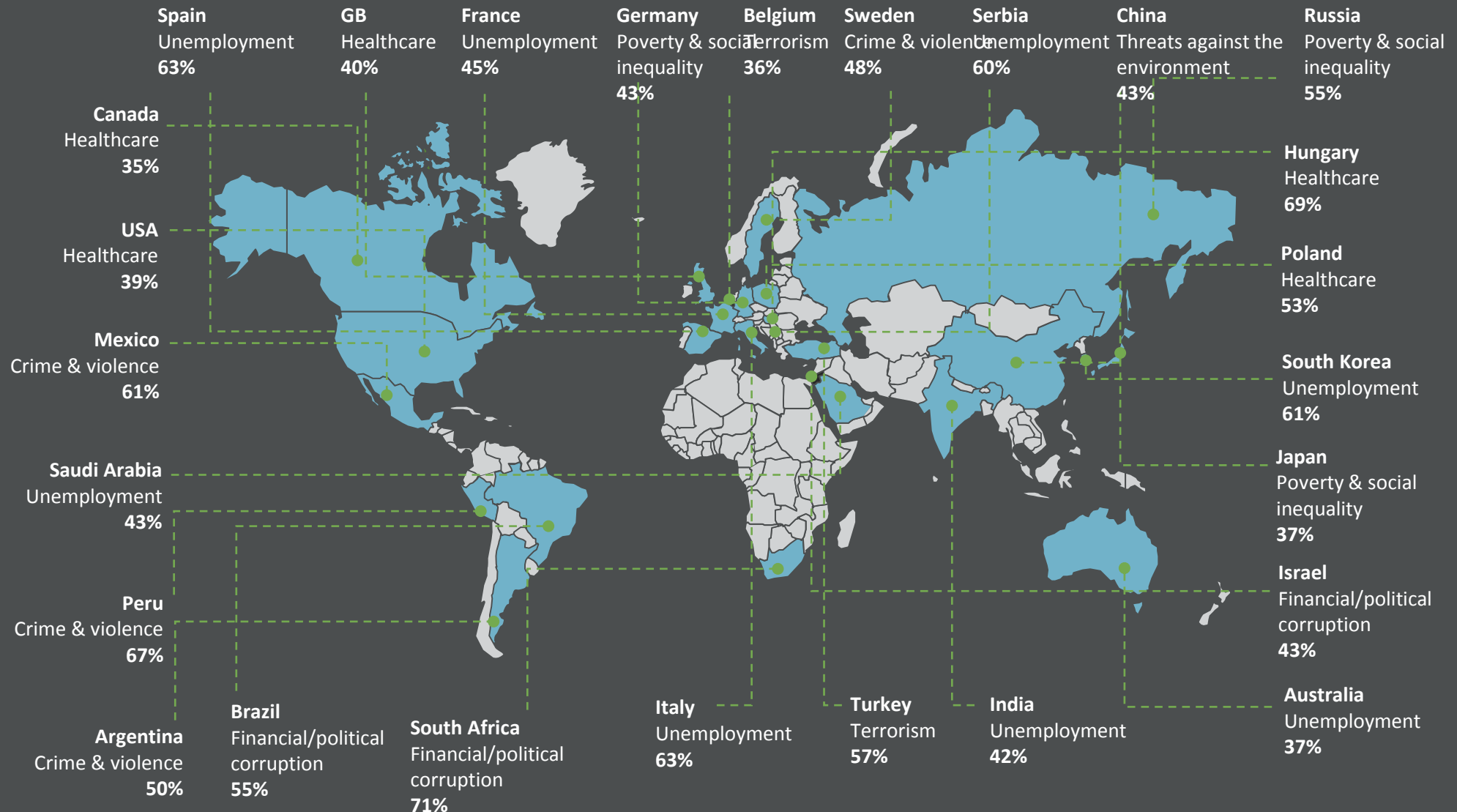
Brazil, China, India, Mexico, Russia, Saudi Arabia, South Africa and Turkey have lower levels of internet penetration and so these samples should not be considered nationally representative, and instead be considered to represent a more affluent, connected population. These are still a vital social group 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 18,940 adults aged 16-64 in 26 participating countries, October 20th - November 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	SRB	RSA	KOR	ESP	SWE	TUR	USA
Unemployment	35%	37%	37%	23%	36%	28%	32%	45%	12%	13%	27%	42%	21%	63%	21%	40%	28%	19%	37%	43%	60%	55%	61%	63%	17%	31%	13%
Financial/political corruption	33%	36%	15%	21%	55%	16%	.%	13%	7%	10%	57%	39%	43%	26%	20%	50%	56%	40%	46%	24%	40%	71%	51%	53%	6%	22%	25%
Poverty and social inequality	32%	39%	24%	30%	25%	28%	.%	33%	43%	32%	57%	26%	41%	26%	37%	43%	27%	33%	55%	25%	45%	32%	39%	33%	21%	25%	15%
Crime and violence	31%	50%	31%	23%	49%	16%	12%	22%	38%	23%	10%	30%	21%	28%	21%	61%	67%	19%	12%	10%	36%	70%	23%	10%	48%	31%	33%
Healthcare	24%	8%	28%	16%	44%	35%	35%	13%	13%	40%	69%	14%	17%	15%	15%	7%	17%	53%	37%	14%	34%	9%	6%	19%	19%	2%	39%
Education	19%	29%	15%	9%	30%	14%	23%	11%	13%	13%	22%	18%	33%	8%	11%	28%	43%	12%	17%	21%	16%	19%	13%	20%	10%	29%	12%
Terrorism	19%	1%	22%	36%	2%	18%	7%	42%	40%	37%	2%	25%	42%	13%	11%	3%	9%	8%	8%	24%	5%	1%	4%	22%	29%	57%	34%
Taxes	17%	22%	16%	30%	19%	28%	.%	31%	7%	7%	8%	24%	23%	35%	24%	18%	5%	29%	14%	27%	6%	8%	12%	12%	12%	20%	16%
Moral decline	15%	9%	14%	10%	9%	11%	35%	11%	14%	16%	16%	12%	17%	10%	27%	7%	11%	13%	15%	18%	32%	8%	19%	7%	11%	9%	23%
Immigration control	13%	4%	21%	23%	1%	26%	2%	22%	37%	29%	11%	4%	8%	34%	6%	*%	2%	9%	6%	5%	3%	5%	1%	7%	27%	16%	22%
Threats against the environment	10%	4%	12%	12%	5%	11%	43%	12%	13%	8%	3%	17%	4%	7%	10%	8%	8%	11%	6%	7%	7%	1%	10%	6%	18%	6%	11%
Rise of extremism	10%	3%	13%	22%	3%	12%	.%	17%	20%	25%	3%	10%	12%	5%	5%	1%	1%	14%	4%	8%	2%	3%	8%	17%	22%	8%	18%
Inflation	10%	45%	12%	7%	8%	12%	35%	4%	3%	12%	3%	13%	2%	3%	8%	14%	7%	5%	14%	13%	2%	9%	7%	2%	5%	17%	4%
Maintaining social programmes	9%	5%	9%	10%	3%	8%	31%	5%	7%	15%	5%	3%	8%	9%	31%	3%	3%	11%	9%	6%	5%	1%	21%	11%	15%	2%	6%
Climate change	9%	2%	18%	12%	2%	20%	24%	10%	16%	9%	1%	12%	2%	7%	18%	6%	10%	8%	3%	11%	3%	3%	6%	12%	13%	2%	12%
Childhood obesity	3%	*%	7%	2%	1%	5%	5%	1%	3%	4%	2%	3%	2%	1%	1%	5%	2%	9%	2%	12%	2%	1%	2%	1%	7%	2%	4%
Access to credit	2%	2%	2%	2%	1%	2%	5%	1%	1%	2%	2%	2%	1%	2%	2%	2%	1%	3%	6%	3%	1%	*%	3%	1%	4%	2%	2%

Base: Representative sample of 18,940 adults aged 16-64 in 26 participating countries, October 20th - November 3rd 2017.

Source: Global Advisor

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FOR MORE INFORMATION

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