

WHAT WORRIES THE



January

2018

GAME CHANGERS



WORLD SUMMARY: JANUARY 2018

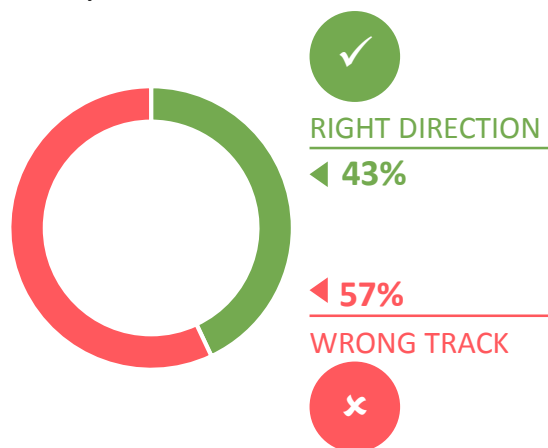
The majority (57%) of people around the world think things in their country are on the wrong track.

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

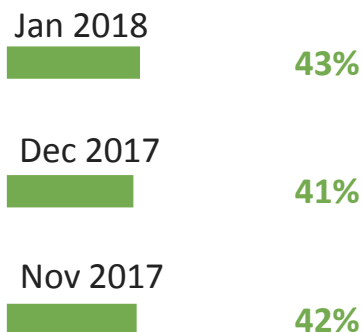
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

RIGHT DIRECTION/ WRONG TRACK

January 2018



RIGHT DIRECTION



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

% change compared
with previous month:

Dec 2017

UNEMPLOYMENT		35%	▲	+2
FINANCIAL/POLITICAL CORRUPTION		34%	▼	-2
POVERTY & SOCIAL INEQUALITY		34%	=	
CRIME & VIOLENCE		29%	=	
HEALTHCARE		24%	▲	+1

Base: Representative sample of adults aged 16-64 in 27 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

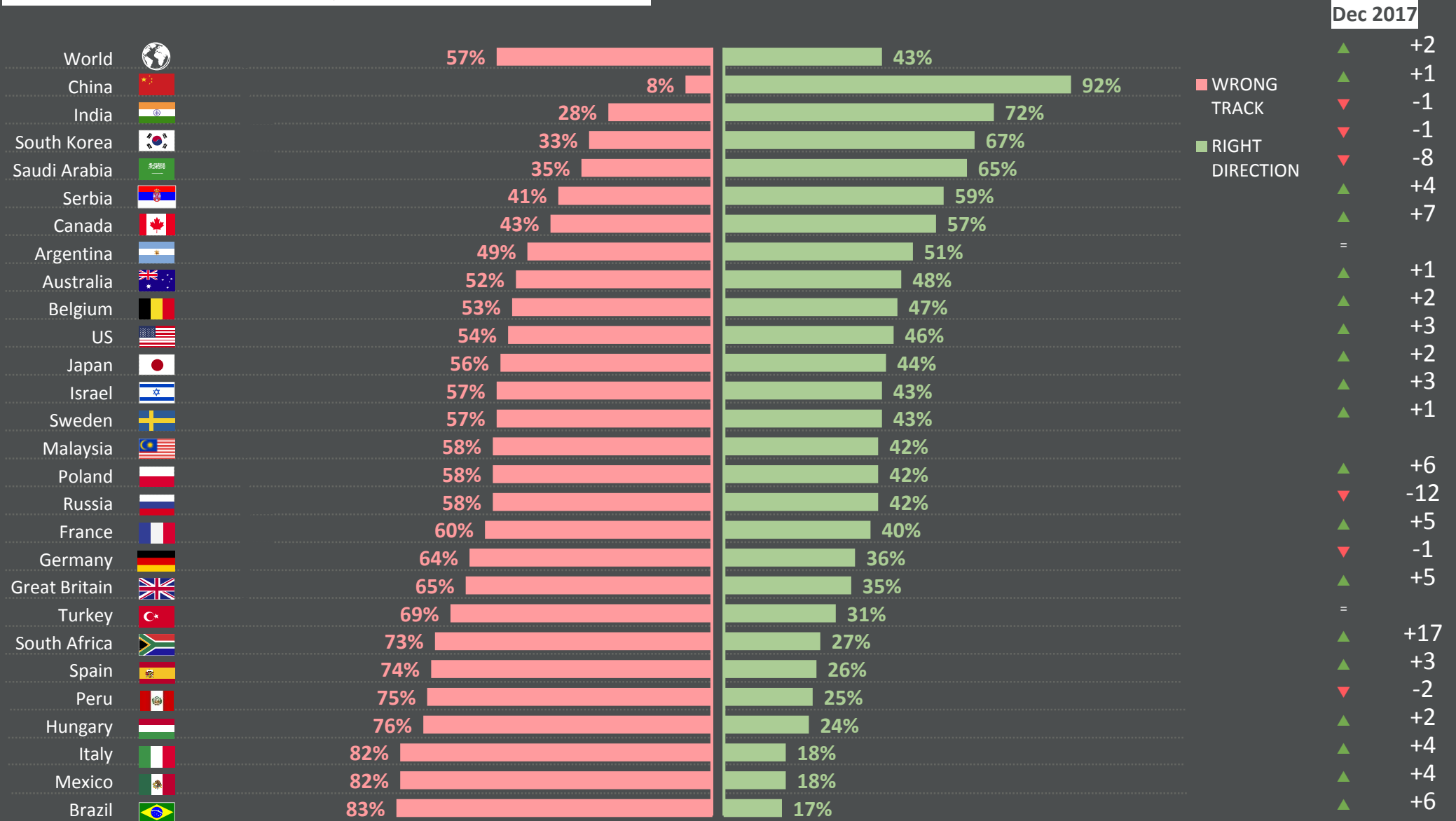
- Country comparisons
- Trends over time: Great Britain
- Trends over time: world

COUNTRY COMPARISON

RIGHT DIRECTION/WRONG TRACK

Ipsos Public Affairs

% change compared with previous month:



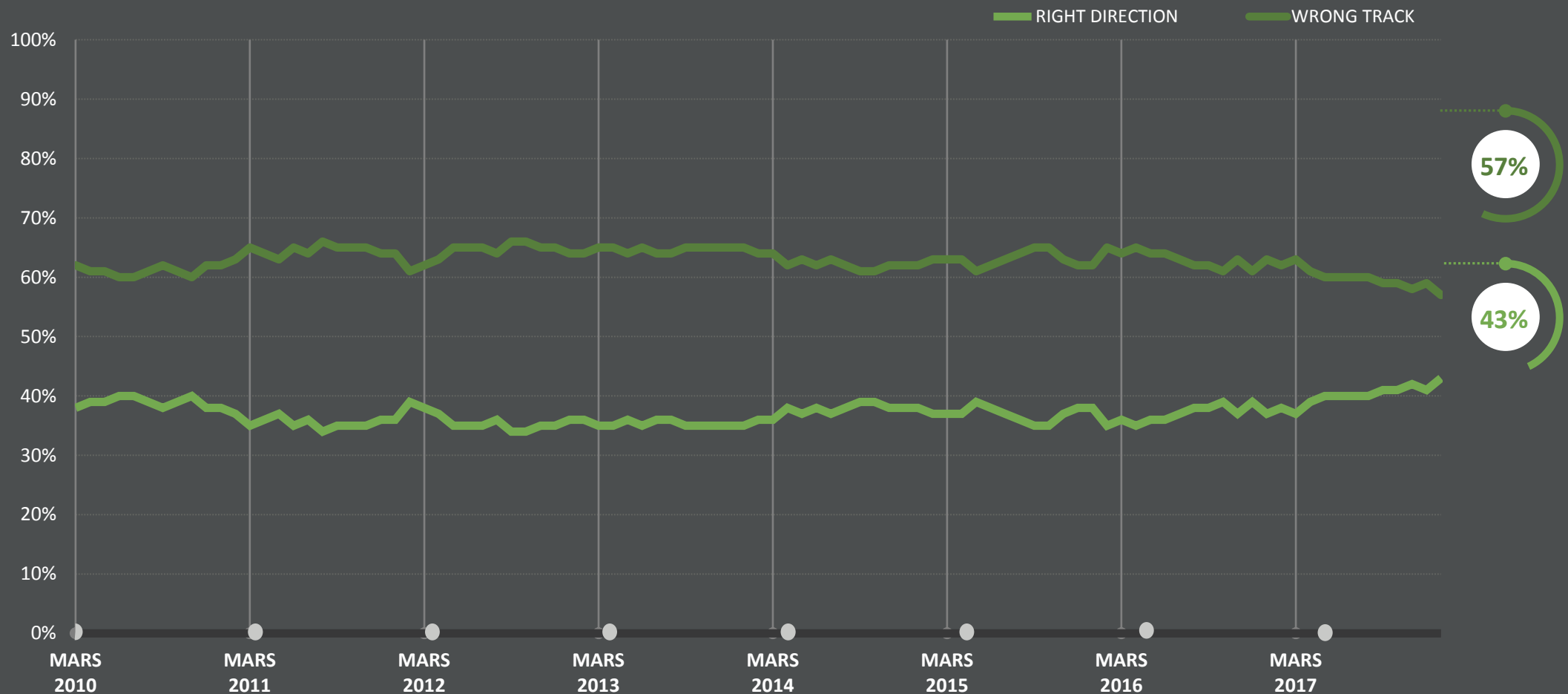
Base: Representative sample of 20,202 adults aged 16-64 in 27 participating countries, December 22nd 2017 - January 5th 2018.

Source: Global Advisor

World Worries | January 2018 | Version 1 | Public | © Ipsos 2018

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

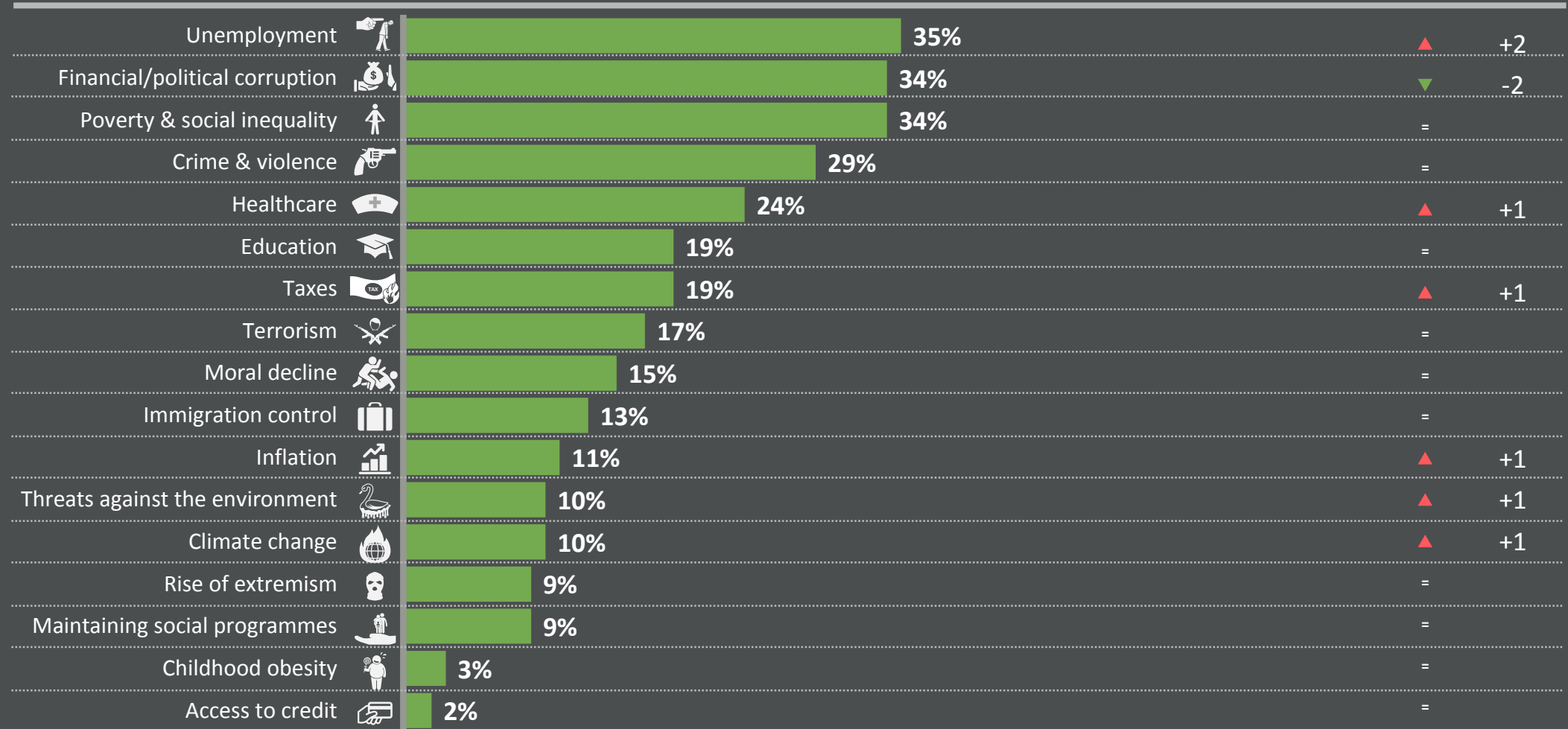
WORLD WORRIES

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

% change compared with previous month:

Mentioned in January 2018 (%)

Dec 2017

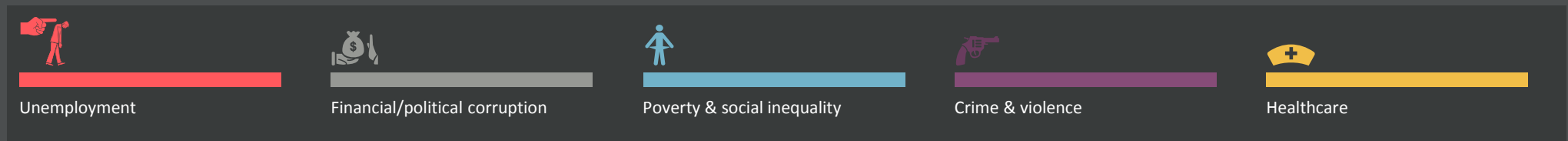
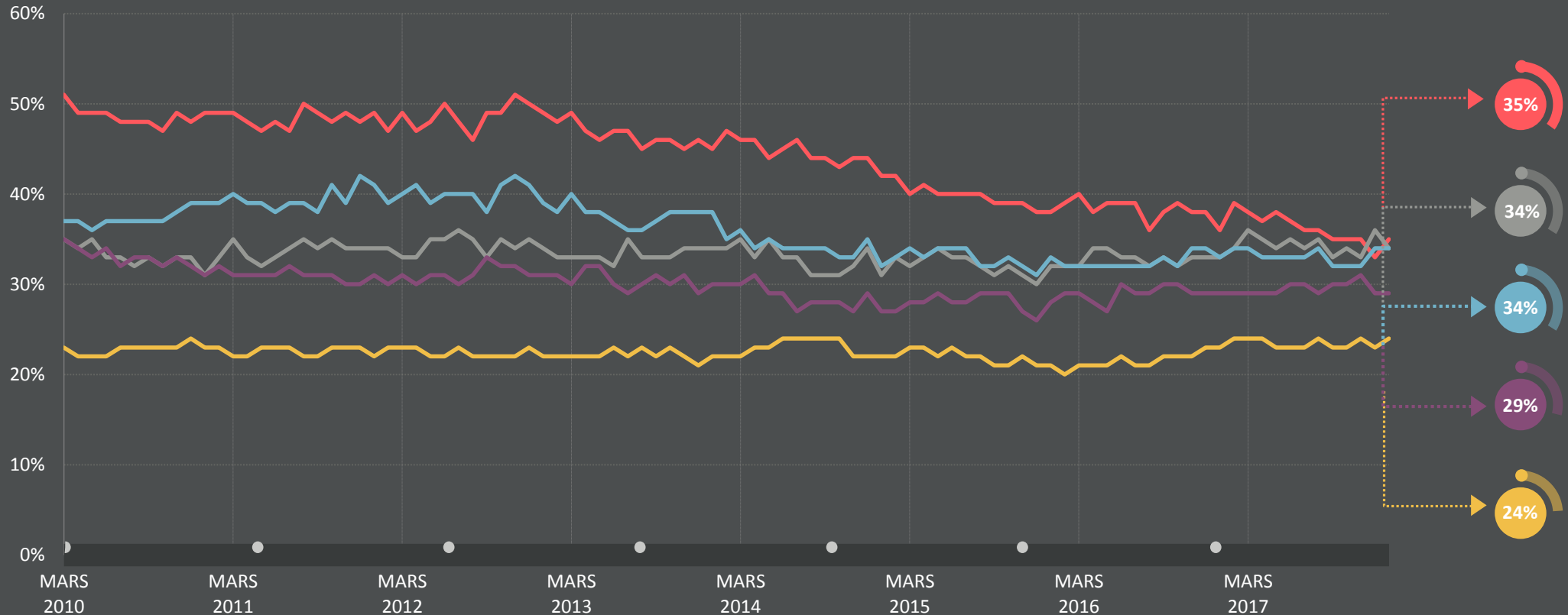


Base: Representative sample of adults aged 16-64. January 2018: 20,202; December 2017: 19,463.

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

Country comparison of all 17 concerns

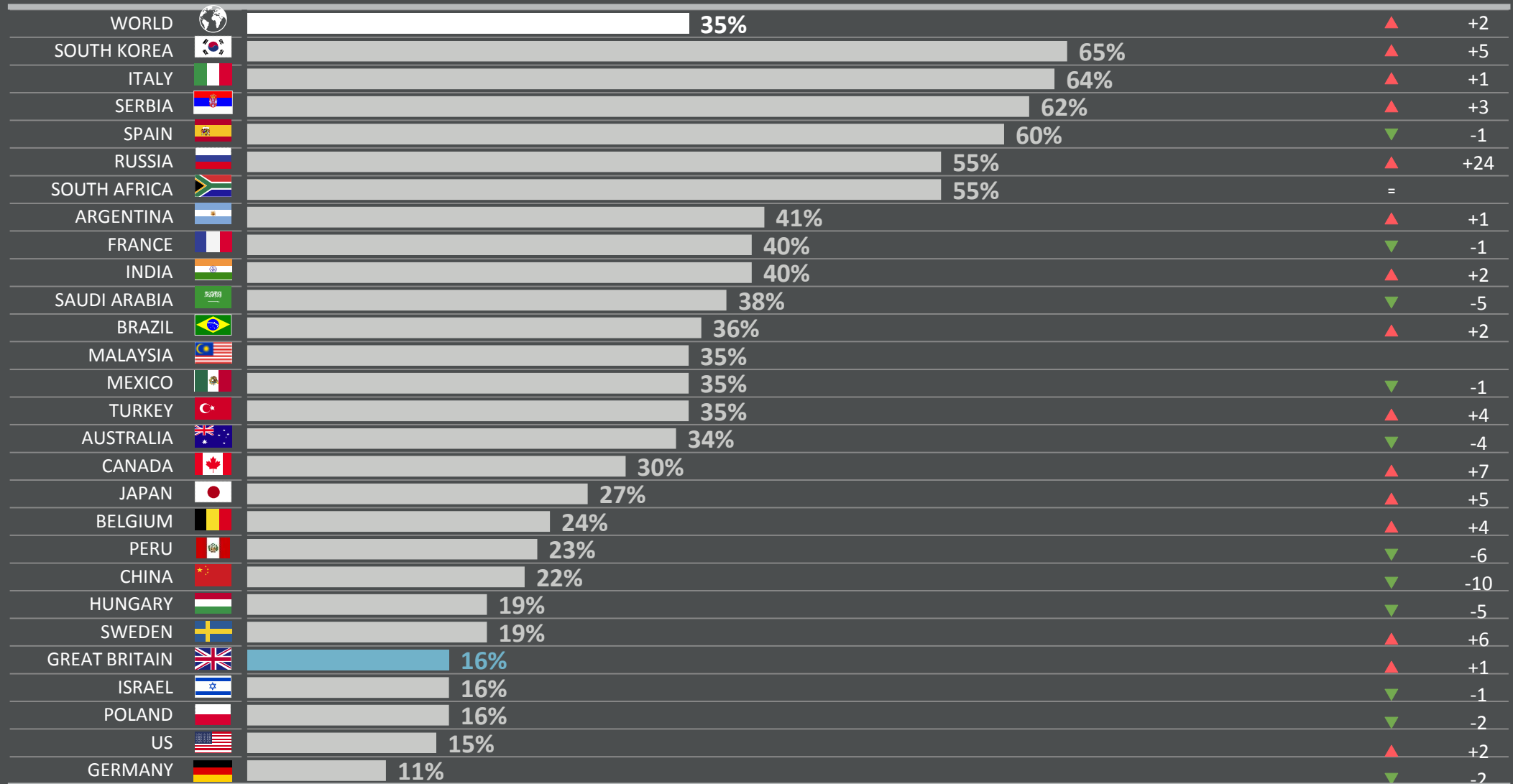
1 | UNEMPLOYMENT AND JOBS

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

% change compared
with previous month:

(%) worried in January 2018 in each country

Dec 2017



Base: Representative sample of adults aged 16-64 in 27 participating countries. January 2018: 20,202; December 2017: 19,463.

Source: Global Advisor

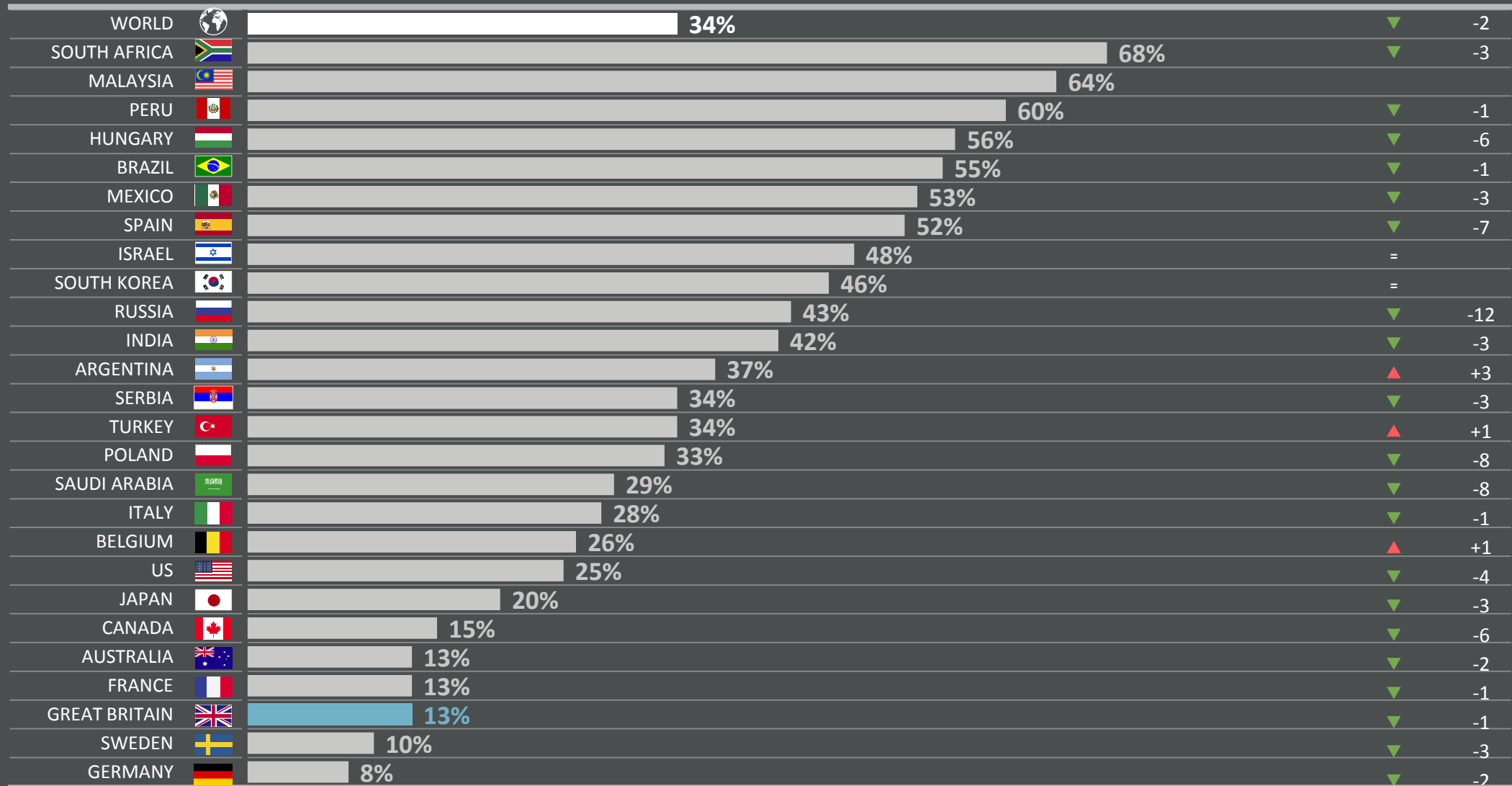
2 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared
with previous month:

(%) worried in January 2018 in each country

Dec 2017



Base: Representative sample of adults aged 16-64 in 27 participating countries. January 2018: 20,202; December 2017: 19,463.

Source: Global Advisor

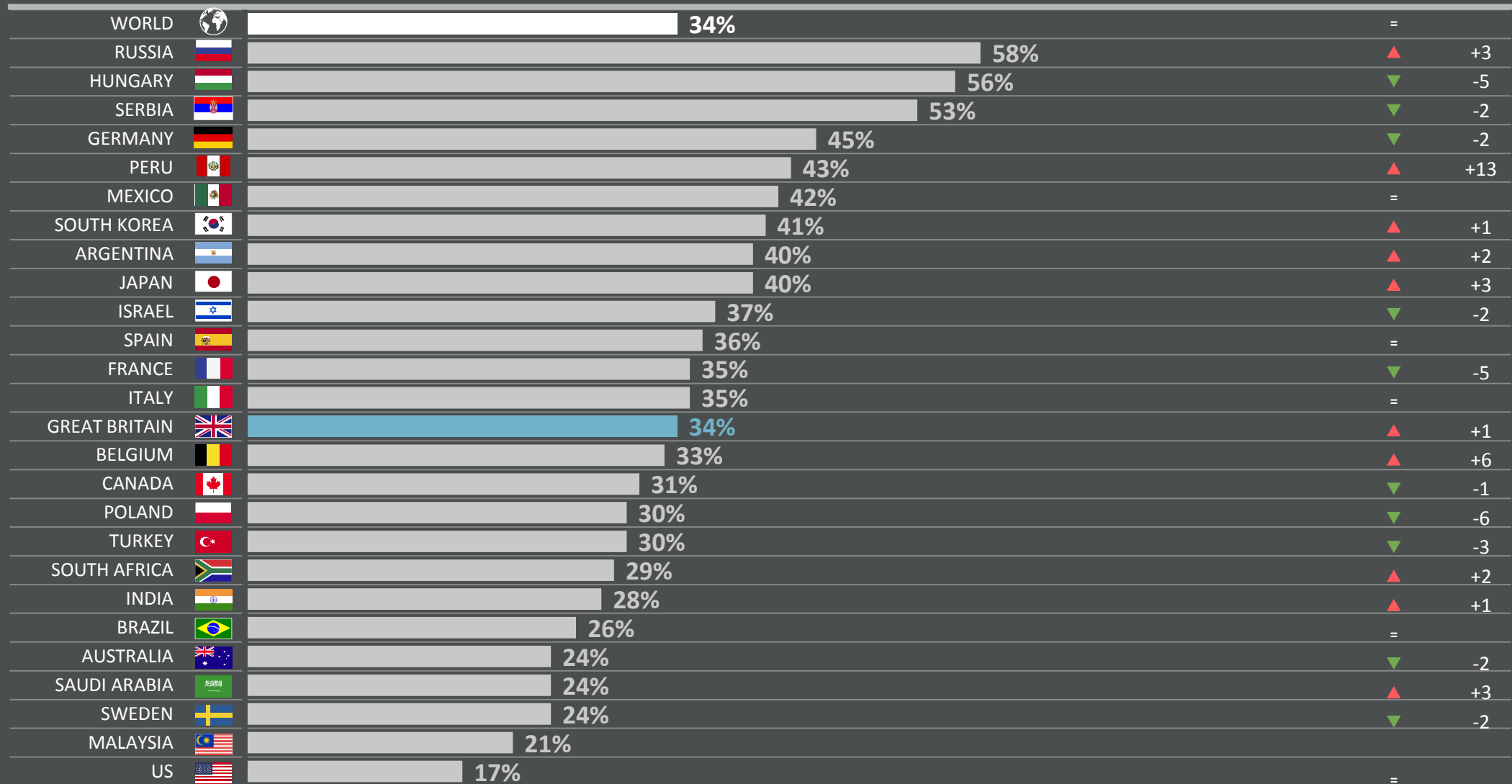
3 | POVERTY & SOCIAL INEQUALITY

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

% change compared with previous month:

(%) worried in January 2018 in each country

Dec 2017



Base: Representative sample of adults aged 16-64 in 27 participating countries. January 2018: 20,202; December 2017: 19,463.

Source: Global Advisor

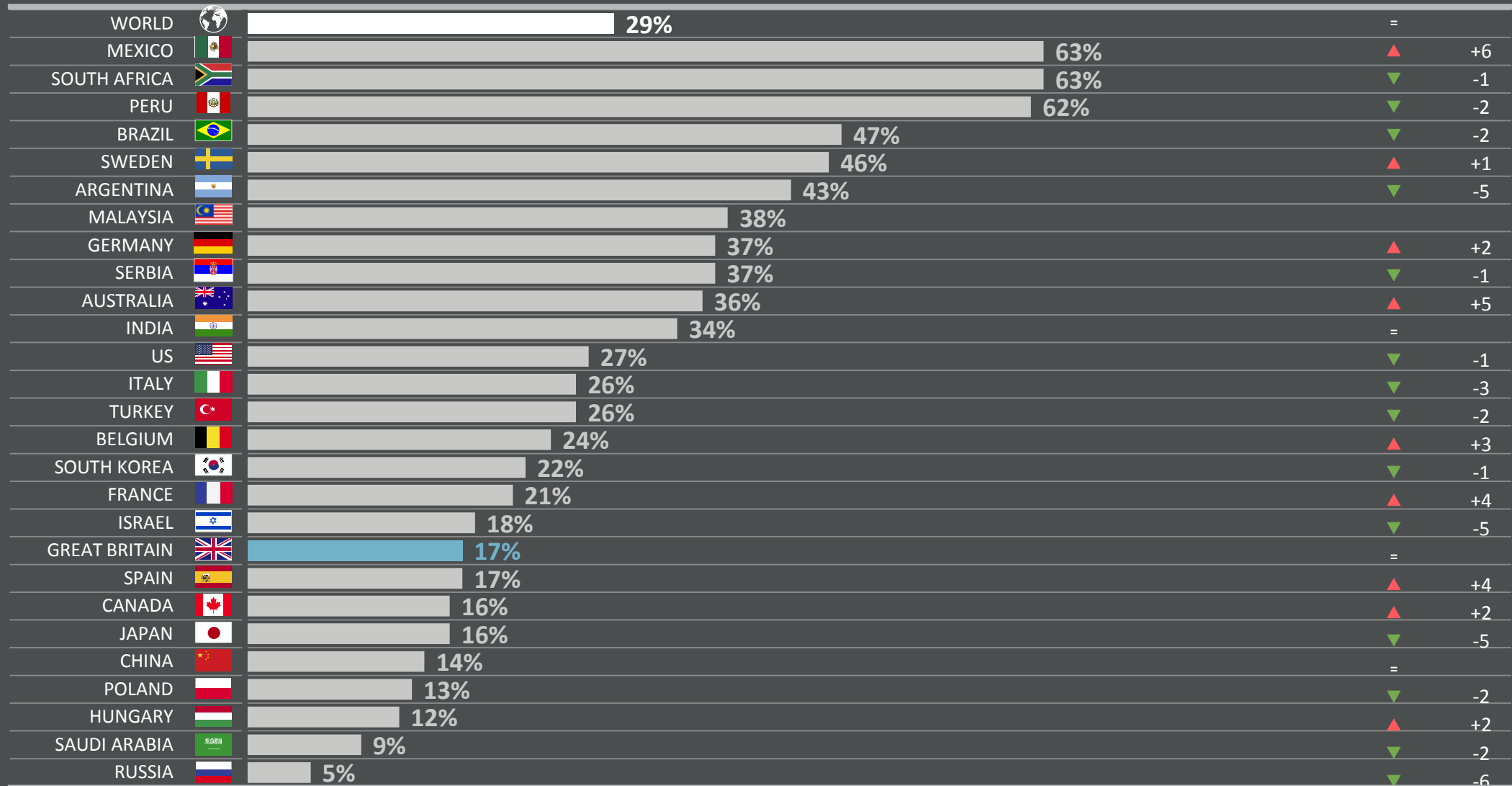
4 | CRIME & VIOLENCE

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

% change compared
with previous month:

(%) worried in January 2018 in each country

Dec 2017



Base: Representative sample of adults aged 16-64 in 27 participating countries. January 2018: 20,202; December 2017: 19,463.

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 January 2018 in each country

Dec 2017

WORLD		24%	▲	+1
HUNGARY		72%	▲	+22
POLAND		62%	▲	+10
BRAZIL		46%	▲	+1
GREAT BRITAIN		42%	▲	+3
CANADA		40%	▲	+1
CHINA		38%	▲	+9
US		38%	▼	-1
SERBIA		31%	▼	-2
RUSSIA		27%	▼	-6
AUSTRALIA		25%	▼	-1
SPAIN		24%	▲	+5
SWEDEN		21%	▼	-5
BELGIUM		18%	▼	-1
ISRAEL		17%	▼	-2
JAPAN		17%	=	
PERU		17%	=	
FRANCE		14%	▼	-1
INDIA		14%	=	
SAUDI ARABIA		14%	▲	+1
GERMANY		13%	▲	+1
SOUTH AFRICA		12%	=	
ITALY		9%	▼	-4
MALAYSIA		7%		
ARGENTINA		6%	▼	-2
MEXICO		6%	▼	-1
SOUTH KOREA		6%	▲	+1
TURKEY		3%	▲	+1

Base: Representative sample of adults aged 16-64 in 27 participating countries. January 2018: 20,202; December 2017: 19,463.

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 January 2018 in each country

Dec 2017

WORLD		19%	=	
PERU		38%	=	
ISRAEL		33%	=	
ARGENTINA		30%	▼	-1
CHINA		29%	▲	+1
TURKEY		28%	▼	-1
SOUTH AFRICA		27%	▲	+7
BRAZIL		26%	▼	-10
MEXICO		26%	▼	-3
HUNGARY		21%	▲	+15
SAUDI ARABIA		19%	▲	+1
SERBIA		19%	▲	+4
SPAIN		18%	▼	-1
INDIA		17%	▼	-4
AUSTRALIA		15%	▲	+2
JAPAN		15%	▲	+3
MALAYSIA		14%		
BELGIUM		13%	▲	+1
FRANCE		13%	▼	-3
GREAT BRITAIN		13%	▼	-1
RUSSIA		13%	▼	-4
SOUTH KOREA		13%	▲	+1
SWEDEN		13%	=	
US		13%	▼	-2
CANADA		12%	▼	-1
GERMANY		12%	▼	-3
POLAND		11%	▼	-1
ITALY		5%	▼	-2

Base: Representative sample of adults aged 16-64 in 27 participating countries. January 2018: 20,202; December 2017: 19,463.

Source: Global Advisor




























7 | TAXES

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

% change compared
with previous month:

(%) worried in January 2018 in each country

Dec 2017

WORLD		19%	▲	+1
SAUDI ARABIA		43%	▲	+10
ITALY		39%	▲	+2
CANADA		33%	=	
FRANCE		30%	▲	+3
BELGIUM		29%	▲	+3
JAPAN		29%	▼	-3
MALAYSIA		28%		
POLAND		26%	=	
BRAZIL		23%	=	
RUSSIA		23%	▲	+7
TURKEY		22%	▲	+3
ARGENTINA		21%	▼	-4
ISRAEL		19%	▼	-3
US		17%	▼	-2
MEXICO		16%	▲	+1
AUSTRALIA		15%	▲	+1
INDIA		15%	▼	-2
SOUTH KOREA		15%	▼	-1
SWEDEN		14%	▲	+3
GREAT BRITAIN		10%	=	
GERMANY		9%	▼	-1
SPAIN		9%	▼	-2
HUNGARY		8%	▲	+5
SOUTH AFRICA		8%	▲	+1
SERBIA		6%	=	
PERU		3%	▼	-4

Base: Representative sample of adults aged 16-64 in 27 participating countries. January 2018: 20,202; December 2017: 19,463.

Source: Global Advisor





























8 | TERRORISM

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

% change compared
with previous month:

(%) worried in January 2018 in each country

Dec 2017

WORLD		17%	=	
ISRAEL		48%	▲	+8
TURKEY		47%	▼	-1
FRANCE		38%	▲	+1
GERMANY		35%	=	
BELGIUM		34%	▲	+2
US		34%	▲	+1
GREAT BRITAIN		33%	▼	-3
INDIA		26%	▲	+2
AUSTRALIA		23%	▲	+2
SWEDEN		22%	▲	+5
RUSSIA		21%	▲	+14
SAUDI ARABIA		19%	▼	-8
SPAIN		16%	▲	+2
CANADA		12%	▼	-2
ITALY		10%	=	
JAPAN		9%	▼	-4
MALAYSIA		7%		
PERU		7%	▼	-1
POLAND		6%	=	
CHINA		5%	▼	-2
MEXICO		4%	▲	+1
HUNGARY		3%	▼	-3
SERBIA		3%	▼	-1
ARGENTINA		2%	▼	-2
SOUTH KOREA		2%	▼	-2
BRAZIL		1%	=	
SOUTH AFRICA		1%	=	

Base: Representative sample of adults aged 16-64 in 27 participating countries. January 2018: 20,202; December 2017: 19,463.

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 January 2018 in each country

Dec 2017

WORLD		15%	=	
CHINA		37%	▼	-3
JAPAN		26%	▲	+2
SERBIA		25%	▼	-2
MALAYSIA		24%		
US		21%	▼	-2
ISRAEL		19%	▲	+2
GERMANY		18%	▲	+3
SOUTH KOREA		18%	▼	-2
BELGIUM		16%	▲	+9
POLAND		16%	=	
AUSTRALIA		15%	▲	+2
GREAT BRITAIN		14%	=	
SAUDI ARABIA		14%	▼	-6
FRANCE		13%	▲	+1
HUNGARY		13%	▼	-2
INDIA		13%	▲	+3
TURKEY		12%	=	
RUSSIA		11%	▼	-5
ITALY		10%	▼	-2
PERU		10%	▼	-1
SOUTH AFRICA		10%	▼	-1
ARGENTINA		8%	▼	-1
BRAZIL		8%	▲	+1
CANADA		8%	▼	-4
MEXICO		8%	▼	-2
SWEDEN		8%	▼	-7
SPAIN		7%	▲	+1

Base: Representative sample of adults aged 16-64 in 27 participating countries. January 2018: 20,202; December 2017: 19,463.

Source: Global Advisor

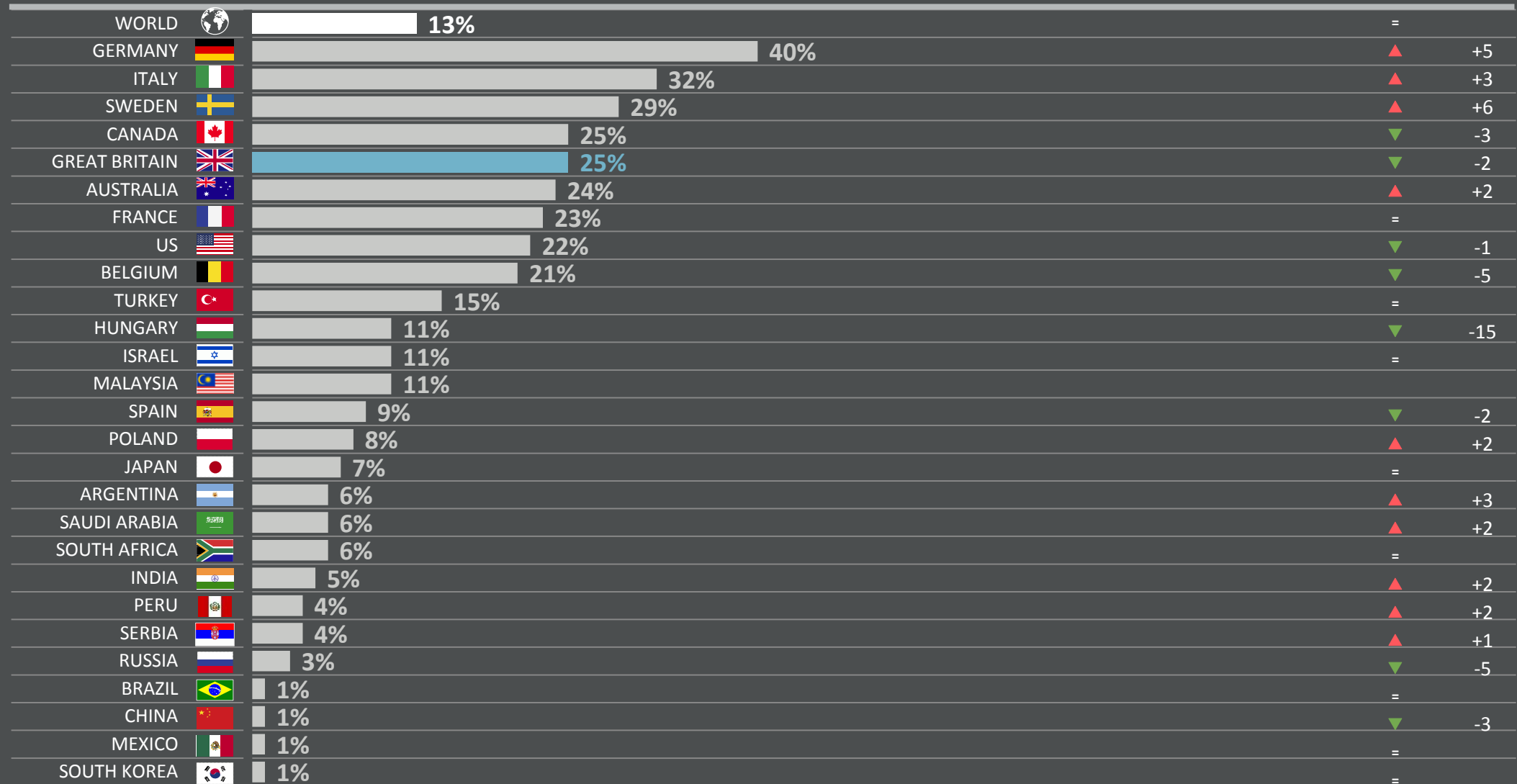
10 | IMMIGRATION CONTROL

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

% change compared
with previous month:

(%) worried in January 2018 in each country

Dec 2017



Base: Representative sample of adults aged 16-64 in 27 participating countries. January 2018: 20,202; December 2017: 19,463.

Source: Global Advisor





























11 | INFLATION

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

% change compared
with previous month:

(% worried in January 2018 in each country

Dec 2017

WORLD		11%	▲	+1
ARGENTINA		47%	▲	+5
CHINA		29%	▼	-4
MALAYSIA		20%		
MEXICO		17%	▲	+1
TURKEY		17%	▼	-7
SAUDI ARABIA		16%	▲	+8
AUSTRALIA		13%	▼	-1
CANADA		13%	▲	+4
BRAZIL		12%	▲	+3
INDIA		12%	▲	+1
RUSSIA		12%	▼	-5
GREAT BRITAIN		10%	=	
SOUTH AFRICA		9%	▼	-2
SOUTH KOREA		8%	=	
JAPAN		6%	=	
PERU		6%	▲	+4
US		6%	▲	+1
BELGIUM		5%	▼	-3
FRANCE		5%	=	
POLAND		5%	▼	-3
GERMANY		4%	=	
ITALY		4%	▲	+1
HUNGARY		3%	▼	-4
ISRAEL		2%	▼	-1
SERBIA		2%	=	
SPAIN		2%	▲	+1
SWEDEN		1%	▼	-2

Base: Representative sample of adults aged 16-64 in 27 participating countries. January 2018: 20,202; December 2017: 19,463.

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 January 2018 in each country

Dec 2017

WORLD		10%	▲	+1
CHINA		42%	▲	+3
POLAND		17%	▲	+5
RUSSIA		15%	▲	+6
INDIA		14%	▼	-1
GERMANY		13%	▼	-1
AUSTRALIA		12%	=	
FRANCE		12%	▼	-1
SWEDEN		12%	▼	-2
BELGIUM		11%	=	
CANADA		11%	▼	-3
GREAT BRITAIN		11%	▲	+3
PERU		11%	▼	-1
JAPAN		9%	▲	+1
SOUTH KOREA		9%	▼	-3
US		9%	=	
MEXICO		8%	▲	+1
SAUDI ARABIA		8%	▲	+4
ITALY		7%	▲	+1
SPAIN		7%	▲	+1
MALAYSIA		6%		
SERBIA		6%	=	
BRAZIL		5%	▲	+1
ISRAEL		4%	▲	+2
TURKEY		4%	=	
ARGENTINA		3%	▲	+1
HUNGARY		2%	▲	+2
SOUTH AFRICA		2%	▼	-2

Base: Representative sample of adults aged 16-64 in 27 participating countries. January 2018: 20,202; December 2017: 19,463.

Source: Global Advisor





























13 | CLIMATE CHANGE

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

% change compared
with previous month:

(%) worried in January 2018 in each country

Dec 2017

WORLD		10%	▲	+1
CHINA		26%	▲	+1
CANADA		20%	=	
GERMANY		17%	=	
AUSTRALIA		16%	▼	-3
FRANCE		15%	▲	+4
JAPAN		15%	▲	+2
INDIA		14%	▼	-1
SWEDEN		14%	▼	-5
US		13%	▼	-2
BELGIUM		12%	▲	+1
SPAIN		12%	▲	+1
GREAT BRITAIN		11%	▲	+2
POLAND		11%	▲	+6
ITALY		8%	=	
SAUDI ARABIA		8%	▼	-2
MEXICO		7%	▲	+2
PERU		7%	=	
SOUTH KOREA		7%	▲	+2
HUNGARY		4%	▲	+1
ISRAEL		4%	▲	+3
SERBIA		4%	▲	+1
TURKEY		4%	▲	+2
ARGENTINA		3%	▲	+1
BRAZIL		2%	▲	+1
MALAYSIA		2%		
SOUTH AFRICA		2%	=	
RUSSIA		1%	▼	-3

Base: Representative sample of adults aged 16-64 in 27 participating countries. January 2018: 20,202; December 2017: 19,463.

Source: Global Advisor




























14 | 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 January 2018 in each country

Dec 2017

WORLD		9%	=	
GREAT BRITAIN		21%	=	
SWEDEN		19%	▼	-6
GERMANY		18%	▼	-2
BELGIUM		16%	▲	+1
US		16%	▲	+4
FRANCE		15%	=	
POLAND		15%	▼	-3
SPAIN		13%	▲	+1
AUSTRALIA		12%	=	
MALAYSIA		11%		
ISRAEL		10%	▼	-1
INDIA		9%	▲	+1
TURKEY		9%	▲	+1
CANADA		8%	▼	-3
SAUDI ARABIA		7%	▼	-1
SOUTH KOREA		6%	▼	-3
ITALY		5%	▼	-1
JAPAN		5%	▲	+1
ARGENTINA		4%	▲	+1
HUNGARY		4%	▼	-9
BRAZIL		3%	▲	+1
MEXICO		2%	▲	+1
RUSSIA		2%	▼	-1
SERBIA		2%	▼	-1
PERU		1%	=	
SOUTH AFRICA		1%	▼	-1

Base: Representative sample of adults aged 16-64 in 27 participating countries. January 2018: 20,202; December 2017: 19,463.

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 January 2018 in each country

Dec 2017

WORLD		9%	=	
JAPAN		32%	▼	-2
CHINA		31%	▲	+1
SWEDEN		26%	▲	+3
SOUTH KOREA		25%	▲	+5
GREAT BRITAIN		16%	▼	-2
SPAIN		13%	▲	+1
US		10%	▲	+3
AUSTRALIA		9%	=	
CANADA		9%	▲	+1
POLAND		9%	▼	-1
ITALY		7%	▲	+1
SAUDI ARABIA		7%	▲	+1
GERMANY		6%	=	
HUNGARY		6%	▲	+3
ISRAEL		6%	▲	+1
SERBIA		6%	=	
BELGIUM		5%	▼	-3
RUSSIA		5%	▼	-6
FRANCE		4%	=	
INDIA		4%	▲	+1
ARGENTINA		3%	▲	+1
BRAZIL		3%	▲	+1
MEXICO		3%	▼	-1
MALAYSIA		2%		
SOUTH AFRICA		2%	▲	+1
TURKEY		2%	▲	+1
PERU		1%	▼	-1

Base: Representative sample of adults aged 16-64 in 27 participating countries. January 2018: 20,202; December 2017: 19,463.

Source: Global Advisor




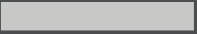





























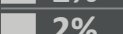



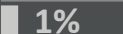







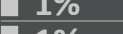

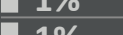



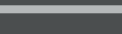

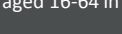


16 | CHILDHOOD OBESITY

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

% change compared
with previous month:

(%) worried in January 2018 in each country

Dec 2017

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

Base: Representative sample of adults aged 16-64 in 27 participating countries. January 2018: 20,202; December 2017: 19,463.

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 January 2018 in each country

Dec 2017

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

Base: Representative sample of adults aged 16-64 in 27 participating countries. January 2018: 20,202; December 2017: 19,463.

Source: Global Advisor



METHODOLOGY

METHODOLOGY

The survey is conducted monthly in 27 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, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

An international sample of 20,202 adults aged 18-64 in Canada, Israel and the US, and aged 16-64 in all other countries, were interviewed between December 22nd 2017 and January 5th 2018.

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 27 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, Malaysia, Mexico, Russia, Peru, 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

FOR MORE INFORMATION

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