WHAT WORRIES THE







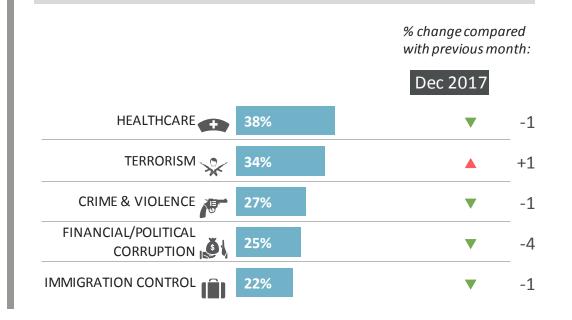
US SUMMARY: JANUARY 2018

The majority (54%) of Americans aged 18-64 think things in the country are on the wrong track.

Healthcare currently occupies the top spot for concern with 38% saying this.

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

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

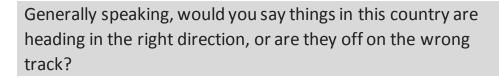


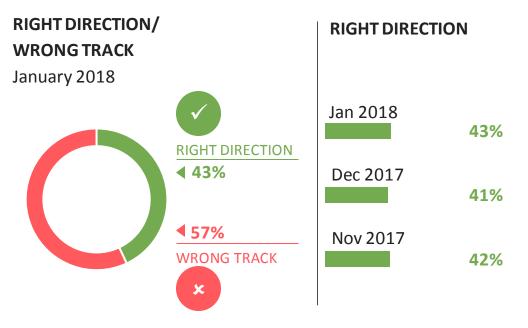
Base: Representative sample of American adults aged 18-64. c. 1000 per month Source: Global Advisor

WORLD SUMMARY: JANUARY 2018

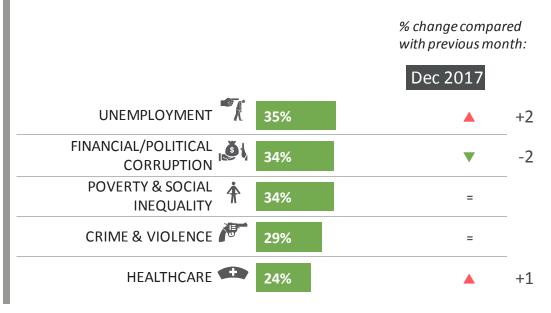
The majority (57%) of people around the world think things in their country are on the wrong track.

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





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

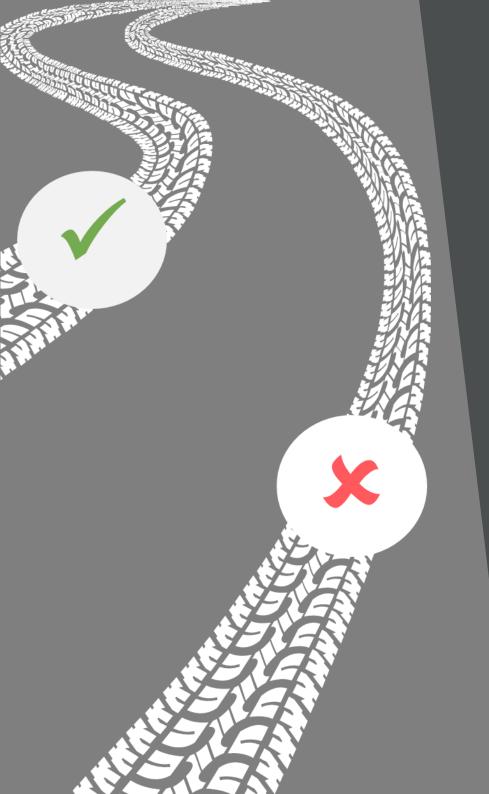


*Please note that participants in China were not shown the full list of topics for this question. Financial/political corruption, poverty and social inequality, taxes, and rise of extremism were excluded from the list shown to Chinese participants.



Base: Representative sample of a dults aged 16-64 or 18-64 in 27 participating countries. c.18,000 per month Source: Global Advisor





RIGHT

DIRECTION

WRONG

TRACK

- Country comparisons
- Trends over time: US
- Trends over time: world



COUNTRY COMPARISON

RIGHT DIRECTION/WRONG TRACK

Ipsos Public Affairs

% change compared with previous month:

Dec 2017

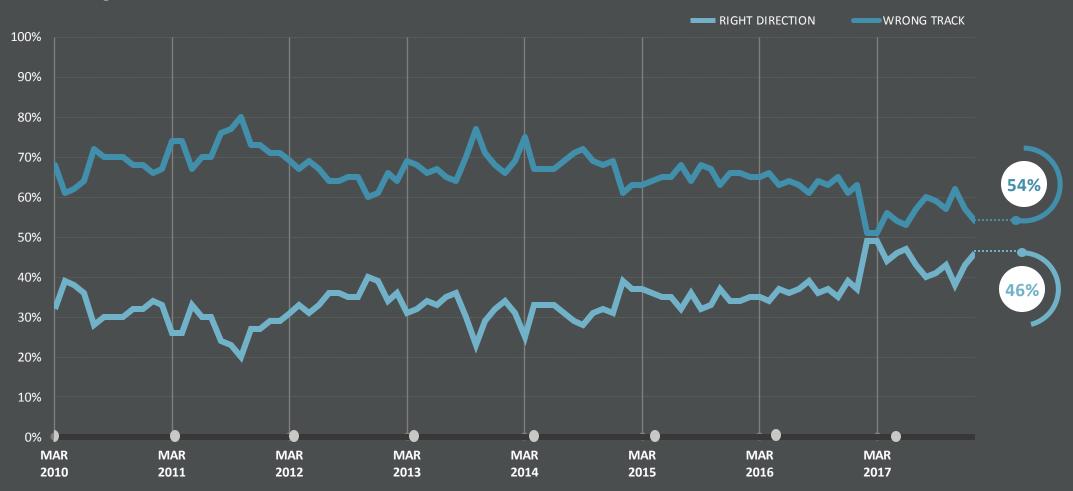
						-
World	\bigcirc	57%	43%			+
China	**	8%	92%	WRONG	-	-
India	B	28%	72%	TRACK		
South Korea	()	33%	67%	RIGHT	•	
audi Arabia	85550	35%	65%	DIRECTION		
Serbia		41%	59%		A	
Canada	*	43%	57%			
Argentina	*	49%	51%			
Australia	*	52%	48%			
Belgium		53%	47%			
US		54%	46%			
Japan	•	56%	44%			
Israel	\$	57%	43%			
Sweden		57%	43%			
Malaysia		58%	42%			
Poland		58%	42%			
Russia		58%	42%			
France		60%	40%			
Germany		64%	36%			
ireat Britain		65%	35%			
Turkey	C*	69%	31%			
South Africa	>	73%	27%			
Spain	*	74%	26%			
Peru	ø	75%	25%			
Hungary		76%	24%			
Italy		82%	18%			
Mexico	•	82%	18%			
Brazil		83%	17%			

Base: Representative sample of 20,202 adults aged 16-64 or 18-64 in 27 participating countries, December 22nd 2017 - January 5th 2018.

Source: Global Advisor

US: RIGHT DIRECTION/ WRONG TRACK

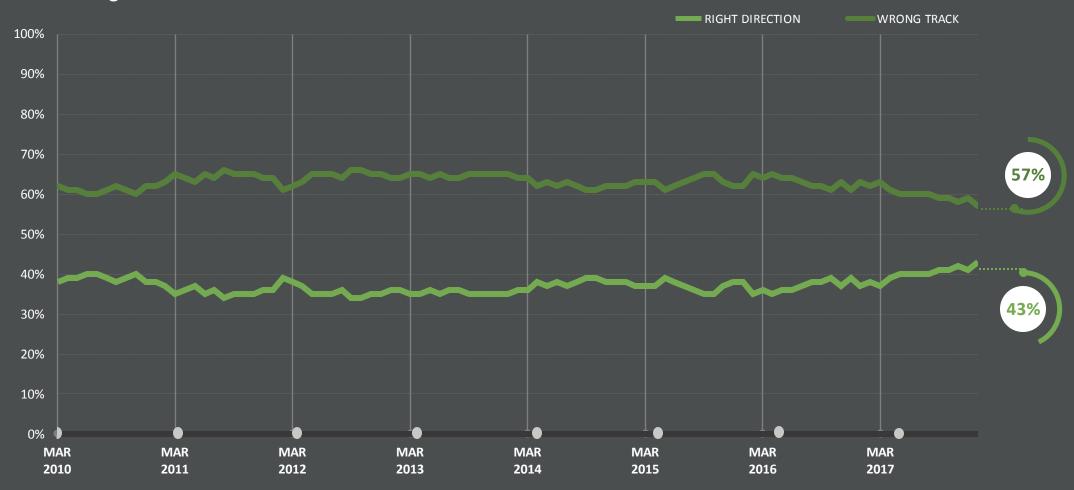
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



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



US WORRIES

- US top worries
- World's top worries
- Trends over time for worries: US & world



US WORRIES

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

13%

10%

9%

6%

4%

1%

% change compared with previous month:

-2

+3

+1

			with previ	ious moi
ntioned in January 2018 (%)			Dee	c 2017
Healthcare		38%	▼	-1
Terrorism	×	34%		+1
Crime & violence	P	27%	▼	-1
Financial/political corruption	١٩	25%	▼	-4
Immigration control	Î	22%	•	-1
Moral decline	<u> </u>	21%	▼	-2
Taxes	TAN	17%	▼	-2
Poverty & social inequality	Ŧ	17%	=	
Rise of extremism	2	16%		+4
Unemployment	∎ r {	15%	_	+2
Education		13%	▼	-2

Base: Representative sample of American adults aged 18-64. January 2018: 1,002; December 2017: 1,002. Source: Global Advisor

()

Z

Maintaining social programmes

Threats against the environment

Climate change

Childhood obesity

Inflation

Access to credit 🛛 💭



WORLD WORRIES

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

% change compared with previous month:

Dec 2017

Vientioned in January 2018 (%)	
--------------------------------	--

Unemployment	₽					35%		+2
Financial/political corruption	١٩					34%	▼	-2
Poverty & social inequality	Ŧ					34%	=	
Crime & violence				2	9%		=	
Healthcare				24%				+1
Education	\mathbf{i}		19%				=	
Taxes			19%					+1
Terrorism	×	1	17%			=		
Moral decline	<u>بچ</u>	15%	6				=	
Immigration control		13%					=	
Inflation		11%						+1
Threats against the environment		10%					A	+1
Climate change		10%						+1
Rise of extremism		9%					=	
Maintaining social programmes		9%					=	
Childhood obesity	*	3%					 =	
Access to credit	(Ja	2%					 =	

Base: Representative sample of a dults aged 16-64 or 18-64. January 2018: 20,202; December 2017: 19,463. Source: Global Advisor

US CURRENT TOP 5 WORRIES: LONG-TERM TRENDS

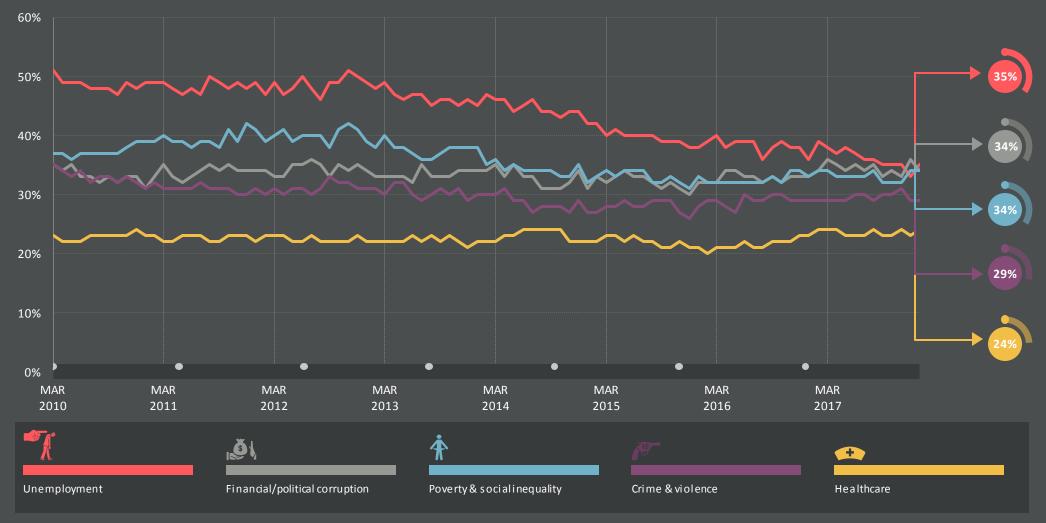
Which three of the following topics do you find the most worrying in your country?



Base: Representative sample of American adults aged 18-64. 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 a dults aged 16-64 or 18-64, 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 US top 5 concerns



1 | HEALTHCARE

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

% change compared with previous month:

(%) worried in Jan	uary 2	018 in each country	Dec 2	017
WORLD	\bigcirc	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%	A	+5
SWEDEN		21%		-5
BELGIUM				-1
ISRAEL		17%		-2
JAPAN		17%	=	
PERU		17%	=	
FRANCE		14%		-1
INDIA	<u> </u>	14%	=	
SAUDI ARABIA	\$5990 		_	+1
GERMANY		13%	A	+1
SOUTH AFRICA		12%	=	
ITALY		9%		4
MALAYSIA		7%		
ARGENTINA	*	6%		-2
MEXICO		6%		-1
SOUTH KOREA		6%	_	+1
TURKEY	C*	3%		 1

Base: Representative sample of a dults aged 16-64 or 18-64 in 27 participating countries. January 2018: 20, 202; December 2017: 19, 463.

Source: Global Advisor

Ipsos Public Affairs

2 | TERRORISM

(%) worried in January 2018 in each country

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

% change compared with previous month:

Dec 2017

(//) Worried in Jun	uury			
WORLD	()	17%	=	
ISRAEL	\$	48%		+8
TURKEY	C*	47%	▼	-1
FRANCE		38%		+1
GERMANY	_	35%	=	
BELGIUM		34%		+2
US				+1
GREAT BRITAIN		33%	▼	-3
INDIA	•	26%		+2
AUSTRALIA	*	23%		+2
SWEDEN	-	22%		+5
RUSSIA				+14
SAUDI ARABIA	53930 	19%	▼	-8
SPAIN	豪			+2
CANADA	*		▼	-2
ITALY		10%	=	
JAPAN		9%	•	-4
MALAYSIA				
PERU	Ô	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			=	

Ipsos Public Affairs

3 | CRIME & VIOLENCE

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

% change compared with previous m<u>onth:</u>

Dec 2017

(%) worried in January 2018 in each country

WORLD	\mathbf{i}	29%	=	
MEXICO	*	63%		+6
SOUTH AFRICA		63%	▼	-1
PERU	@	62%	▼	-2
BRAZIL		47%	▼	-2
SWEDEN		46%		+1
ARGENTINA		43%	▼	-5
MALAYSIA		38%		
GERMANY		37%		+2
SERBIA		37%	▼	-1
AUSTRALIA	*	36%		+5
INDIA	3	34%	=	
US		27%	▼	-1
ITALY		26%	▼	-3
TURKEY	C *		▼	-2
BELGIUM		24%		+3
SOUTH KOREA	(•)	22%	▼	-1
FRANCE		21%		+4
ISRAEL	*			-5
GREAT BRITAIN		17%	=	
SPAIN		17%		+4
CANADA	*	16%		+2
JAPAN		16%	.	-5
CHINA	<u>*</u>	14%	=	
POLAND		13%		2
HUNGARY		12%		+2
SAUDI ARABIA	55550	9%		-2
RUSSIA		5%	V	-6

Ipsos Public Affairs

4 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared with previous month:

Dec 2017

(%) worried in January 2018 in each country

WORLD		34%	▼	-2
SOUTH AFRICA		68%	▼	-3
MALAYSIA		64%		
PERU	۵	60%	▼	-1
HUNGARY		56%	▼	-6
BRAZIL		55%	▼	-1
MEXICO	*	53%	▼	-3
SPAIN	*	52%	▼	-7
ISRAEL	\$	48%	=	
SOUTH KOREA	()	46%	=	
RUSSIA		43%	▼	-12
INDIA	<u>.</u>	42%	▼	-3
ARGENTINA	*	37%		+3
SERBIA		34%	▼	-3
TURKEY	C*	34%		+1
POLAND		33%	▼	-8
SAUDI ARABIA	\$3390 	29%	▼	8
ITALY		28%	▼	1
BELGIUM		26%		+1
US		25%		4
JAPAN		20%		3
CANADA	*			-6
AUSTRALIA		13%		2
FRANCE		13%		1
GREAT BRITAIN		13%	▼	1
SWEDEN		10%	.	3
GERMANY		8%		

Ipsos Public Affairs

5 | IMMIGRATION CONTROL

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

% change compared with previous month:

Dec 2017

(%) worried in January 2018 in each country

WORLD	()	13%	=	
GERMANY	_	40%		+5
ITALY		32%		+3
SWEDEN	+-	29%		+6
CANADA	*	25%	▼	-3
GREAT BRITAIN		25%	▼	-2
AUSTRALIA		24%		+2
FRANCE		23%	=	
US		22%	▼	-1
BELGIUM		21%	▼	-5
TURKEY	C*	15%	=	
HUNGARY			▼	-15
			=	
MALAYSIA				
SPAIN	*	9%	V	-2
POLAND		8%		+2
JAPAN		7%	=	
ARGENTINA	*	6%		+3
SAUDI ARABIA	55350	6%		+2
SOUTH AFRICA		6%	=	
INDIA	<u></u>	5%		+2
PERU		4%		+2
SERBIA		4%		+1
RUSSIA		3%	.	-5
BRAZIL		1%	=	
CHINA	*	1%	V	-3
MEXICO		1%	=	
SOUTH KOREA	(•)	1%		



WORLD WORRIES

COUNTRY COMPARISON

Country comparison of all 17 concerns



1 | UNEMPLOYMENT AND JOBS

(%) worried in January 2018 in each country

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

% change compared with previous month:

with previous mon
_____ Dec 2017

· ·				
WORLD	-	35%		+2
SOUTH KOREA		65%		+5
ITALY		64%		+1
SERBIA		62%		+3
SPAIN	<u>*</u>	60%	▼	-1
RUSSIA		55%		+24
SOUTH AFRICA		55%	=	
ARGENTINA	*	41%		+1
FRANCE		40%	▼	-1
INDIA		40%		+2
SAUDI ARABIA	55350	38%	▼	-5
BRAZIL		36%		+2
MALAYSIA		35%		
MEXICO	*	35%	▼	-1
TURKEY	C*	35%		+4
AUSTRALIA		34%	▼	-4
CANADA	*	30%		+7
JAPAN		27%		+5
BELGIUM		24%		+4
PERU	@	23%	▼	-6
CHINA		22%	V	-10
HUNGARY		19%	▼	-5
SWEDEN		19%		+6
GREAT BRITAIN		16%		+1
ISRAEL	\$	16%	T	1
POLAND		16%	V	-2
US		15%		+2
GERMANY			-	7

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2 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared with previous month:

Dec 2017

(%) worried in January 2018 in each country

WORLD	()	34%	▼	-2
SOUTH AFRICA		68%	▼	-3
MALAYSIA		64%		
PERU	@	60%	▼	-1
HUNGARY		56%	▼	-6
BRAZIL		55%	▼	-1
MEXICO	*	53%	▼	-3
SPAIN	<u>-</u>	52%	▼	-7
ISRAEL	\$	48%	=	
SOUTH KOREA	(0)	46%	=	
RUSSIA		43%	▼	-12
INDIA	•	42%	▼	-3
ARGENTINA	*	37%		+3
SERBIA	.	34%	▼	-3
TURKEY	C*	34%		+1
POLAND		33%	▼	-8
SAUDI ARABIA	\$53901 	29%	•	-8
ITALY		28%	•	-1
BELGIUM		26%	_	+1
US		25%	.	-4
JAPAN		20%	.	-3
CANADA	*	15%	.	-6
AUSTRALIA	*	13%	.	-2
FRANCE		13%	V	-1
GREAT BRITAIN		13%		-1
SWEDEN		10%		3
GERMANY		8%	V	?

3 | POVERTY & SOCIAL INEQUALITY

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

% change compared with previous month:

Dec 2017

(%) worried in January 2018 in each country

WORLD	()	34%	=	
RUSSIA		58%	A	+3
HUNGARY		56%	▼	-5
SERBIA	<u>.</u>	53%	▼	-2
GERMANY		45%	▼	-2
PERU	@	43%		+13
MEXICO	*	42%	=	
SOUTH KOREA	(0)	41%		+1
ARGENTINA	*	40%		+2
JAPAN		40%		+3
ISRAEL	\$	37%	▼	-2
SPAIN	*	36%	=	
FRANCE		35%	▼	-5
ITALY		35%	=	
GREAT BRITAIN		34%		+1
BELGIUM		33%		+6
CANADA	•	31%	▼	-1
POLAND		30%	V	-6
TURKEY	C×	30%	V	-3
		29%		+2
INDIA	•	28%		+1
BRAZIL		26%	=	
AUSTRALIA	*	24%	.	-2
SAUDI ARABIA	\$53350	24%		+3
SWEDEN		24%	•	-2
MALAYSIA		21%		
US		17%		

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4 | CRIME & VIOLENCE

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

% change compared with previous month:

Dec 2017

(%) worried in January 2018 in each country

WORLD	\bigcirc	29%	=	
MEXICO	*	63%		+6
SOUTH AFRICA		63%	▼	-1
PERU		62%	▼	-2
BRAZIL		47%	▼	-2
SWEDEN		46%		+1
ARGENTINA	*	43%	▼	-5
MALAYSIA		38%		
GERMANY		37%		+2
SERBIA		37%	▼	-1
AUSTRALIA	*	36%		+5
INDIA		34%	=	
US		27%	▼	-1
ITALY		26%	▼	-3
TURKEY	C *	26%	▼	-2
BELGIUM		24%		+3
SOUTH KOREA	* •*	22%		1
FRANCE		21%		+4
ISRAEL	*	18%		-5
GREAT BRITAIN		17%	=	
SPAIN	*	17%	_	+4
CANADA	•	16%		+2
JAPAN		16%		5
CHINA			=	
POLAND			.	-2
HUNGARY		12%		+2
SAUDI ARABIA	#39950	9%	.	-2
RUSSIA		5%	.	-6

5 | HEALTHCARE

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

% change compared with previous month:

(%) worried in Jan	uary 2	018 in each country	Dec 2	017
WORLD	(\mathbf{r})	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			•	-1
INDIA	•			
SAUDI ARABIA	\$59990		_	+1
GERMANY		13%		+1
SOUTH AFRICA		12%	=	
ITALY		9%		4
MALAYSIA		7%		
ARGENTINA	*	6%		2
MEXICO		6%	▼	-1
SOUTH KOREA	()	6%		+1
TURKEY	C*	3%		<u>+1</u>

EDUCATION 6

(%) worried in January 2018 in each country

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

WORLD	\mathbf{I}	19%	=	
PERU	.	38%	=	
ISRAEL	\$	33%	=	
ARGENTINA	*	30%	▼	-1
CHINA		29%		+1
TURKEY	C*		▼	-1
SOUTH AFRICA		27%		+7
BRAZIL		26%	▼	-10
MEXICO	*	26%	▼	-3
HUNGARY		21%		+15
SAUDI ARABIA	\$53900	19%		+1
SERBIA	.			+4
SPAIN	*		▼	-1
INDIA	3		▼	-4
AUSTRALIA	*	15%		+2
JAPAN		15%		+3
MALAYSIA		14%		
BELGIUM				+1
FRANCE			•	-3
GREAT BRITAIN			•	-1
RUSSIA		13%	.	-4
SOUTH KOREA	()			+1
SWEDEN			=	
US			.	-2
CANADA	*	12%	V	-1
GERMANY			V	-3
POLAND		11%	•	-1
ITALY		5%	-	

Base: Representative sample of a dults aged 16-64 or 18-64 in 27 participating countries. January 2018: 20, 202; December 2017: 19, 463. Source: Global Advisor

% change compared with previous month: Dec 2017

TAXES 7

SAUDI ARABIA

WORLD WORRIES

(%) worried in January 2018 in each country

WORLD 🕥

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

19%

% change compared with previous month:

Dec 2017

+1

+10

5/ (6 B / / (1/ (B / /				
ITALY		39%		+2
CANADA	*	33%	=	
FRANCE		30%		+3
BELGIUM		29%		+3
JAPAN		29%	▼	-3
MALAYSIA		28%		
POLAND		26%	=	
BRAZIL		23%	=	
RUSSIA		23%		+7
TURKEY	C*	22%		+3
ARGENTINA	*	21%	▼	-4
ISRAEL	\$	19%	▼	-3
US			▼	-2
MEXICO	\$			+1
AUSTRALIA	*	15%		+1
INDIA	٩	15%	•	-2
SOUTH KOREA	(0)	15%	•	-1
SWEDEN				+3
GREAT BRITAIN		10%	=	
GERMANY		9%	•	-1
SPAIN	*	9%		-2
HUNGARY				+5
SOUTH AFRICA	$\mathbf{>}$	8%		+1
SERBIA	.	6%	=	
PERU	۵	3%	-	-1

43%

Ipsos Public Affairs

WORLD WORRIES

8 | TERRORISM

(%) worried in January 2018 in each country

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

% change compared with previous month:

Dec 2017

			Deer	
WORLD	\bigcirc	17%	=	
ISRAEL	\$	48%	A	+8
TURKEY	C*	47%	▼	-1
FRANCE		38%	A	+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	\$\$\$90 	19%	₹	-8
SPAIN	<u>-</u>			+2
CANADA	*		•	-2
ITALY		10%	=	
JAPAN		9%		-4
MALAYSIA		7%		
PERU	ê	7%		-1
POLAND		6%	=	
CHINA	*)	5%		-2
MEXICO	*	4%		+1
HUNGARY		3%		-3
SERBIA		3%		1
ARGENTINA	*	2%		-2
SOUTH KOREA	٠.	2%	•	-2
BRAZIL		1%	=	
SOUTH AFRICA	\rightarrow		=	

.....

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

MORAL DECLINE

(%) worried in January 2018 in each country

WORLD	(\mathbf{r})	15%	=	
CHINA		37%	▼	-3
JAPAN		26%	A	+2
SERBIA		25%	▼	-2
MALAYSIA		24%		
US		21%	▼	-2
ISRAEL	\$	19%		+2
GERMANY				+3
SOUTH KOREA	()		▼	-2
BELGIUM				+9
POLAND			=	
AUSTRALIA		15%		+2
GREAT BRITAIN			=	
SAUDI ARABIA	\$\$\$90 		▼	-6
FRANCE		13%		+1
HUNGARY		13%		-2
INDIA	•	13%		+3
TURKEY	C*	12%	=	
RUSSIA			—	-5
ITALY		10%		-2
PERU	@	10%		-1
SOUTH AFRICA		10%		-1
ARGENTINA	*	8%		-1
BRAZIL		8%	_	+1
CANADA	*	8%	v	-4
MEXICO	*	8%		-2
SWEDEN		8%		-7
SPAIN	-	7%		<u>1</u>

Base: Representative sample of a dults aged 16-64 or 18-64 in 27 participating countries. January 2018: 20,202; December 2017: 19,463. Source: Global Advisor

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9

% change compared

with previous month:

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10 | IMMIGRATION CONTROL

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

% change compared with previous month:

Dec 2017

(%) worried in January 2018 in each country

WORLD	\bigcirc	13%	=	
GERMANY		40%	A	+5
ITALY		32%		+3
SWEDEN		29%		+6
CANADA	*	25%	▼	-3
		25%	▼	-2
AUSTRALIA	*	24%		+2
FRANCE		23%	=	
US		22%	▼	-1
BELGIUM		21%	▼	-5
TURKEY	C *		=	
HUNGARY		11%	▼	-15
		11%	=	
MALAYSIA				
	*	9%	▼	-2
POLAND		8%		+2
JAPAN		7%	=	
ARGENTINA	*	6%		+3
SAUDI ARABIA	55950	6%		+2
SOUTH AFRICA		6%	=	
INDIA	B	5%		+2
PERU		4%		+2
SERBIA		4%		+1
RUSSIA		3%		-5
BRAZIL			=	
CHINA		1%		-3
MEXICO		1%	=	
SOUTH KOREA	(),	1%	=	

Base: Representative sample of a dults aged 16-64 or 18-64 in 27 participating countries. January 2018: 20, 202; December 2017: 19, 463. Source: Global Advisor

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WORLD WORRIES

(%) worried in January 2018 in each country

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

% change compared with previous month:

Dec 2017

WORLD ARGENTINA	()	11%	A	+1
ARGENTINA	•			
		47%		+5
CHINA	**	29%	▼	-4
MALAYSIA		20%		
MEXICO	*	17%		+1
TURKEY	C*	17%	▼	-7
SAUDI ARABIA	\$5990	16%		+8
AUSTRALIA		13%	▼	-1
CANADA	*	13%		+4
BRAZIL		12%		+3
INDIA	3			+1
RUSSIA			▼	-5
GREAT BRITAIN		10%	=	
SOUTH AFRICA		9%	▼	-2
SOUTH KOREA	(0)	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%	•	

WORLD WORRIES

| THREATS AGAINST THE ENVIRONMENT 12

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

% change compared with previous month:

(%) worried in Jan	uary 2	18 in each country	Dec 201	.7
WORLD	$\langle \mathbf{r} \rangle$	10%		+1
CHINA	*)	42%		+3
POLAND				+5
RUSSIA		15%		+6
INDIA	B		▼	-1
GERMANY		13%	▼	-1
AUSTRALIA	*	12%	=	
FRANCE		12%	▼	-1
SWEDEN	+-	12%	▼	-2
BELGIUM			=	
CANADA	*		▼	-3
GREAT BRITAIN				+3
PERU	<u>@</u>		▼	-1
JAPAN		9%		+1
SOUTH KOREA	(0)	9%	▼	-3
US		9%	=	
MEXICO	*	8%		+1
SAUDI ARABIA	153930	8%		+4
ITALY				+1
SPAIN	-	7%		+1
MALAYSIA		6%		
SERBIA		6%	=	
BRAZIL		5%		+1
ISRAEL	\$	4%		+2
TURKEY	C*	4%	=	
ARGENTINA	٠	3%		+1
HUNGARY		2%		+2
SOUTH AFRICA		2%	V	

Base: Representative sample of a dults aged 16-64 or 18-64 in 27 participating countries. January 2018: 20, 202; December 2017: 19, 463.

13 | CLIMATE CHANGE

(%) worried in January 2018 in each country

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

% change compared with previous month:

Dec 2017

(//) •••••••••••••••••••••••••••••••••••				
WORLD	\bigcirc	10%		+1
CHINA		26%		+1
CANADA	*	20%	=	
GERMANY			=	
AUSTRALIA	*	16%	▼	-3
FRANCE			A	+4
JAPAN		15%	A	+2
INDIA	•		▼	-1
SWEDEN	+-		▼	-5
US			▼	-2
BELGIUM		12%		+1
SPAIN	*			+1
GREAT BRITAIN				+2
POLAND				+6
ITALY		8%	=	
SAUDI ARABIA	\$53900 	8%	▼	-2
MEXICO	*	7%		+2
PERU	@	7%	=	
SOUTH KOREA	(0)	7%		+2
HUNGARY		4%		+1
ISRAEL	\$	4%		+3
SERBIA		4%		+1
TURKEY	C*	4%		+2
ARGENTINA	*	3%		+1
BRAZIL		2%		+1
MALAYSIA		2%		
SOUTH AFRICA		2%	=	
RUSSIA		1%	V	_2

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14 | RISE OF EXTREMISM

(%) worried in January 2018 in each country

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

% change compared with previous month:

Dec 2017

(///				
WORLD		9%	=	
GREAT BRITAIN		21%	=	
SWEDEN	+		▼	-6
GERMANY			▼	-2
BELGIUM		16%		+1
US		16%		+4
FRANCE		15%	=	
POLAND		15%	▼	-3
SPAIN		13%		+1
AUSTRALIA	×.	12%	=	
MALAYSIA				
ISRAEL	\$	10%	▼	-1
INDIA	•	9%		+1
TURKEY	C*	9%		+1
CANADA	*	8%	▼	-3
SAUDI ARABIA	\$5390 	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%	T	-1
SERBIA		2%		-1
PERU	۱	1%	=	
SOUTH AFRICA		1%	•	_1

Ipsos Public Affairs

15 | MAINTAINING SOCIAL PROGRAMMES

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

% change compared with previous month:

Dec 2017

(%) worried in January 2018 in each country

WORLD	\bigcirc	9%	=	
JAPAN		32%	▼	-2
CHINA		31%		+1
SWEDEN		26%		+3
SOUTH KOREA		25%		+5
GREAT BRITAIN			▼	-2
SPAIN		13%		+1
US		10%		+3
AUSTRALIA	*	9%	=	
CANADA		9%		+1
POLAND		9%	▼	-1
ITALY		7%		+1
SAUDI ARABIA	\$599 	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	<u>C*</u>	2%		+1
PERU	.	1%	.	_1



SAUDI ARABIA			•	-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%	V	-3
MALAYSIA		2%		
PERU	@	2%	=	
TURKEY		2%	=	
ARGENTINA		1%	V	-1
BRAZIL		1%		+1
FRANCE		1%	=	
ITALY		1%	=	
JAPAN		1%	=	
RUSSIA		1%	=	
SOUTH AFRICA			=	
SPAIN		1%		-1
SOUTH KOREA		*	V	_1

Base: Representative sample of a dults aged 16-64 or 18-64 in 27 participating countries. January 2018: 20, 202; December 2017: 19, 463. Source: Global Advisor

WORLD WORRIES

WORLD

16 | CHILDHOOD OBESITY

(%) worried in January 2018 in each country

3%

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

110

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% change compared

17 | ACCESS TO CREDIT

(%) worried in January 2018 in each country

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

			De	.0 2017	
WORLD	()	2%	=		
SAUDI ARABIA	\$5390 	6%			+3
BELGIUM		5%			+1
CHINA		5%	=		
HUNGARY		4%	=		
RUSSIA		4%	=		
	-	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	(0)	2%	•		-2
BRAZIL		_ ■ 1%	=		
GERMANY		1%	=		
ISRAEL	\$	1%	=		
MEXICO	*	1%	=		
PERU	@	_ ■ 1%	—		-1
SERBIA	.	1%	=		
SOUTH AFRICA	$\mathbf{>}$		=		
TURKEY	C*	1%	=		
US		1%	=		
SPAIN	*	*	v		_1

Base: Representative sample of a dults aged 16-64 or 18-64 in 27 participating countries. January 2018: 20, 202; December 2017: 19, 463. Source: Global Advisor



% change compared with previous month:





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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