WHAT WORRIES THE W❓RLD

January 2018

GREAT BRITAIN SUMMARY: JANUARY 2018

The majority (65%) of Britons think things in the country are on the wrong track.

Healthcare currently occupies the top spot for concern with 42% saying this.
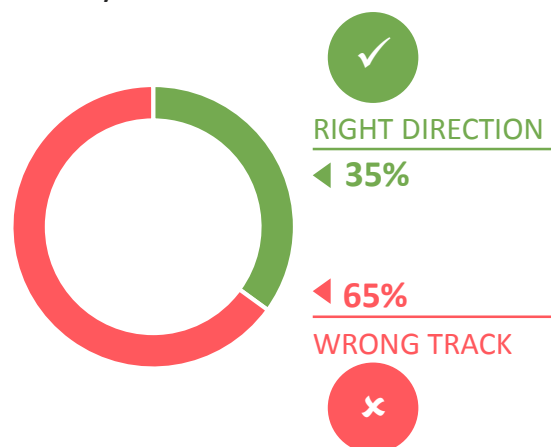
> *Space for quote if necessary lorem ipsum dolor sit amet etc etc* - **FirstName LastName**

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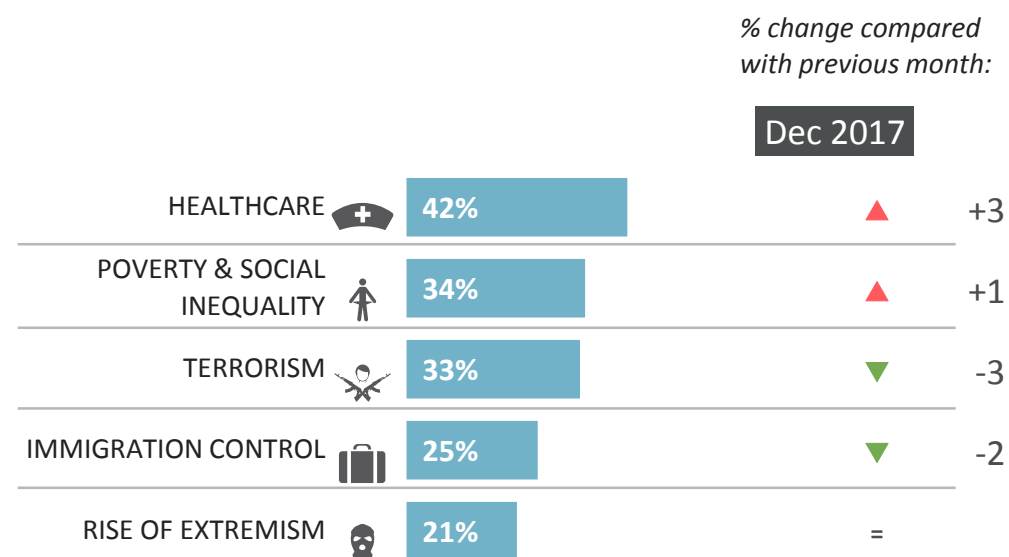
RIGHT DIRECTION/ WRONG TRACK

January 2018

◄ **35%**
RIGHT DIRECTION

◄ **65%**
WRONG TRACK

RIGHT DIRECTION

Jan 2018
35%

Dec 2017
30%

Nov 2017
32%

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

% change compared with previous month:

Dec 2017

		% change
HEALTHCARE	42%	▲ +3
POVERTY & SOCIAL INEQUALITY	34%	▲ +1
TERRORISM	33%	▼ -3
IMMIGRATION CONTROL	25%	▼ -2
RISE OF EXTREMISM	21%	=

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

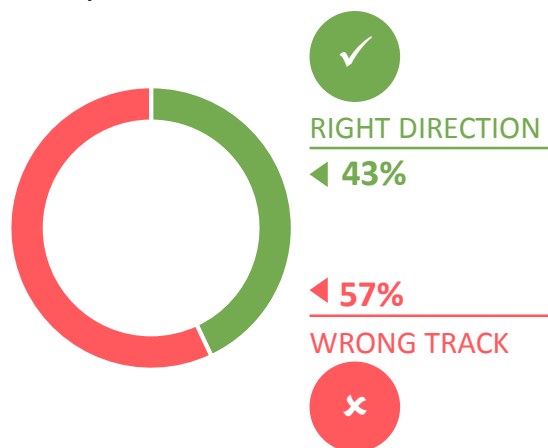Source: Global Advisor

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.

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
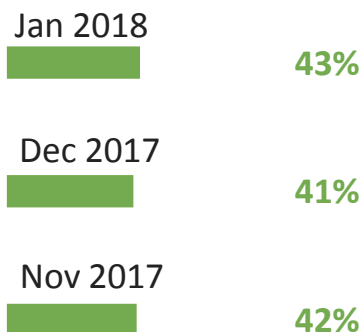
◄ **43%**

◄ **57%**

WRONG TRACK

✗

RIGHT DIRECTION

Jan 2018

43%

Dec 2017

41%

Nov 2017

42%

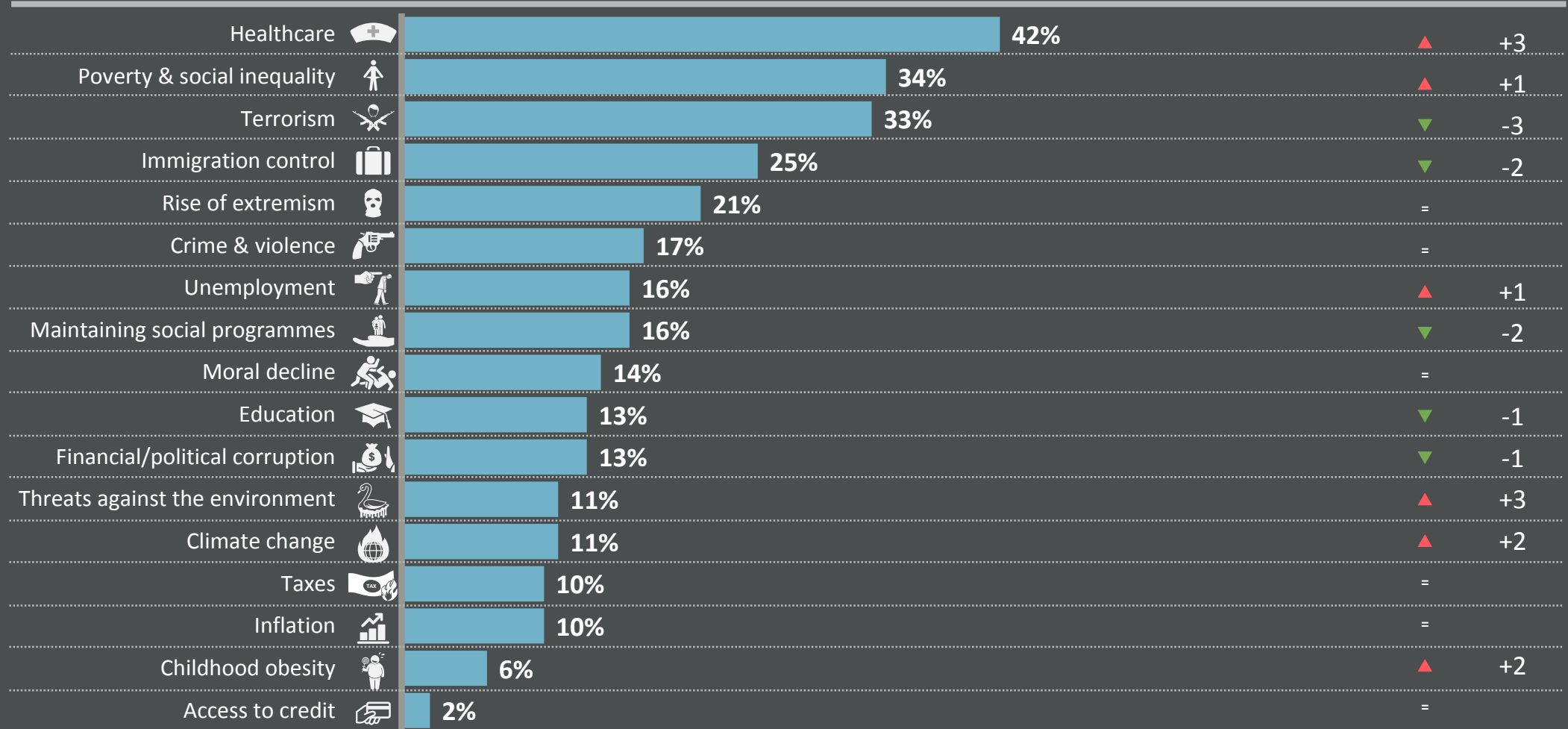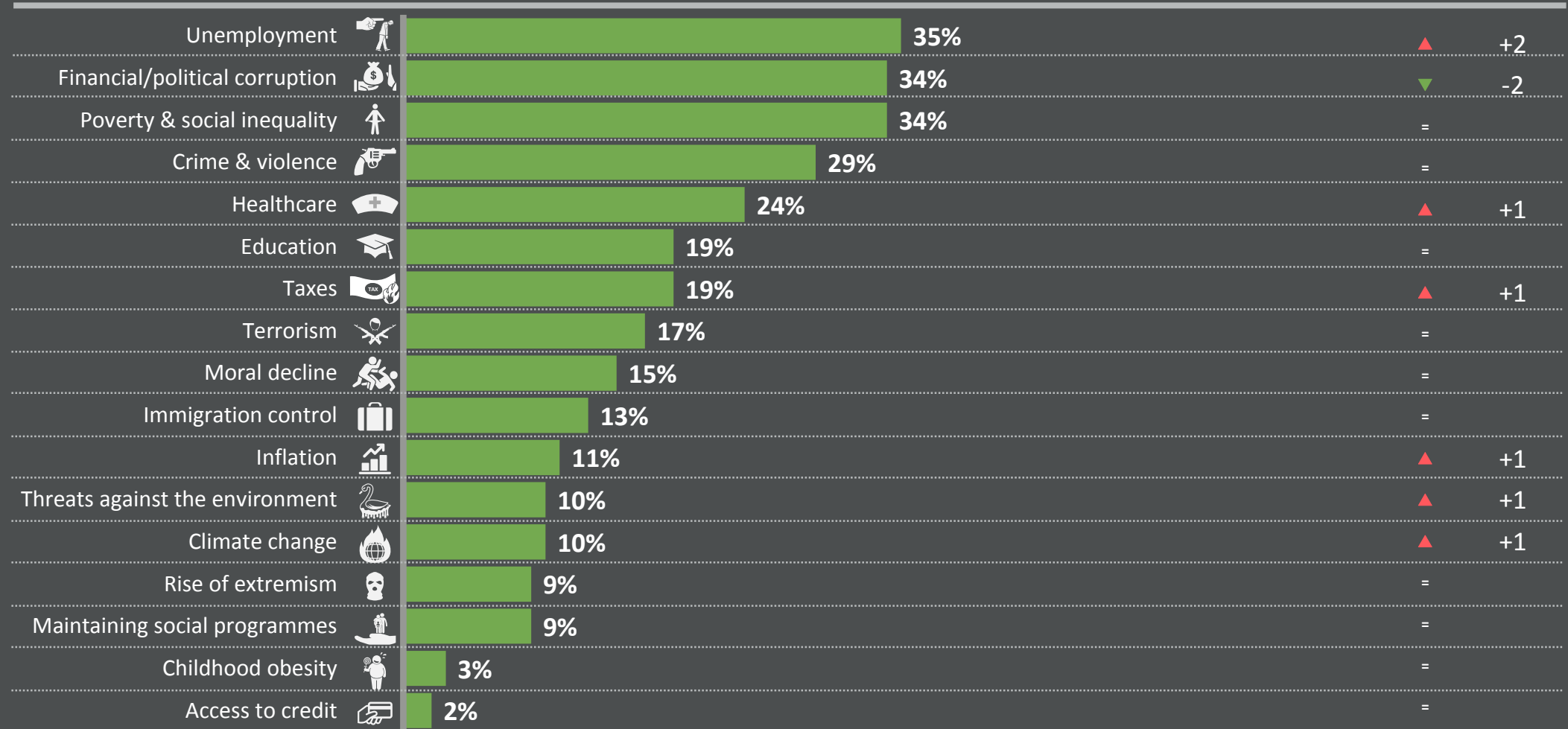
Which three of the following topics do you find the most worrying in your country?*

% change compared with previous month:

Dec 2017

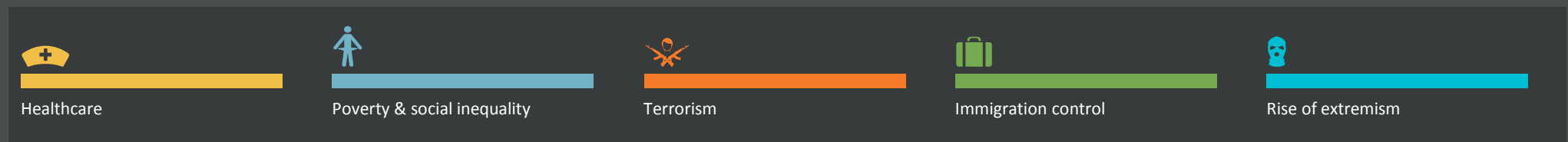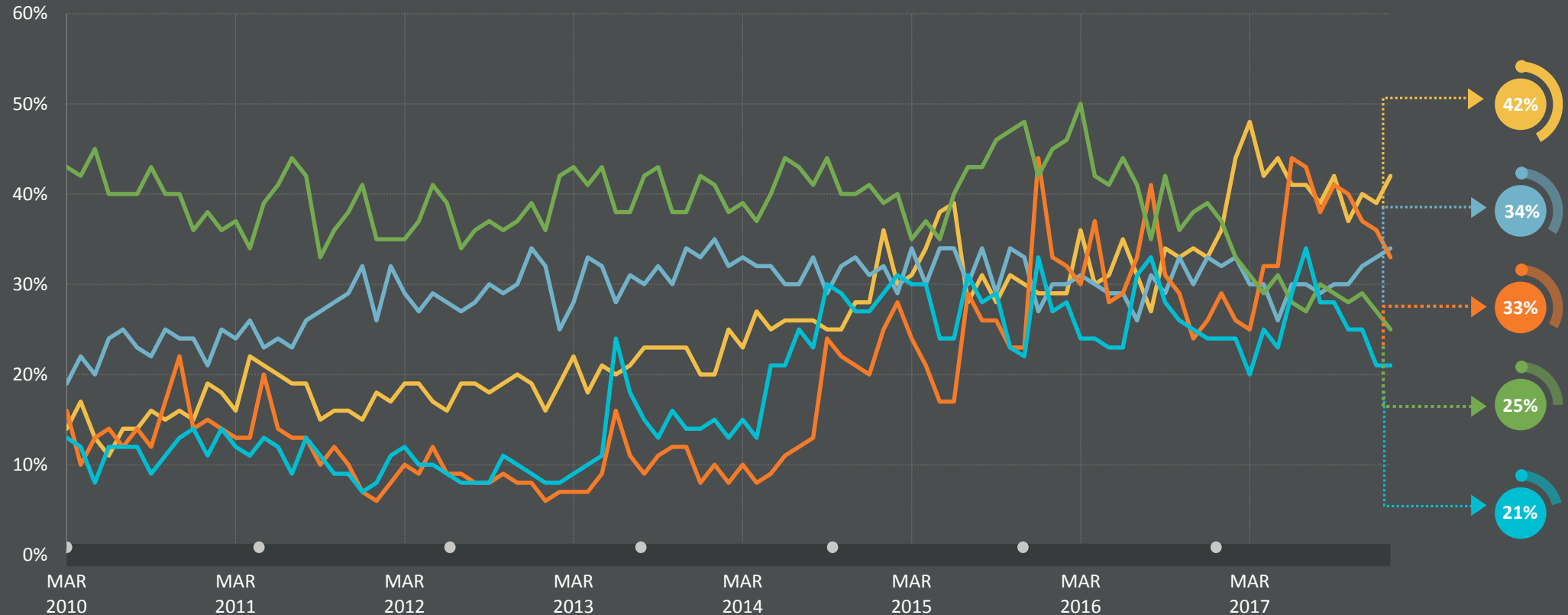|			
UNEMPLOYMENT	**35%**	▲	+2
FINANCIAL/POLITICAL CORRUPTION	**34%**	▼	-2
POVERTY & SOCIAL INEQUALITY	**34%**	=	
CRIME & VIOLENCE	**29%**	=	
HEALTHCARE	**24%**	▲	+1

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.

GAME CHANGERS Ipsos

RIGHT

DIRECTION

WRONG

TRACK

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

COUNTRY COMPARISON
RIGHT DIRECTION/WRONG TRACK

% change compared
with previous month:

Dec 2017

Country	Wrong Track	Right Direction	Change
World	57%	43%	▲ +2
China	8%	92%	▲ +1
India	28%	72%	▼ -1
South Korea	33%	67%	▼ -1
Saudi Arabia	35%	65%	▼ -8
Serbia	41%	59%	▲ +4
Canada	43%	57%	▲ +7
Argentina	49%	51%	=
Australia	52%	48%	▲ +1
Belgium	53%	47%	▲ +2
US	54%	46%	▲ +3
Japan	56%	44%	▲ +2
Israel	57%	43%	▲ +3
Sweden	57%	43%	▲ +1
Malaysia	58%	42%	
Poland	58%	42%	▲ +6
Russia	58%	42%	▼ -12
France	60%	40%	▲ +5
Germany	64%	36%	▼ -1
Great Britain	65%	35%	▲ +5
Turkey	69%	31%	=
South Africa	73%	27%	▲ +17
Spain	74%	26%	▲ +3
Peru	75%	25%	▼ -2
Hungary	76%	24%	▲ +2
Italy	82%	18%	▲ +4
Mexico	82%	18%	▲ +4
Brazil	83%	17%	▲ +6

■ WRONG TRACK

■ RIGHT DIRECTION

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

Source: Global Advisor

GAME CHANGERS   Ipsos

GREAT BRITAIN: RIGHT DIRECTION/ WRONG TRACK
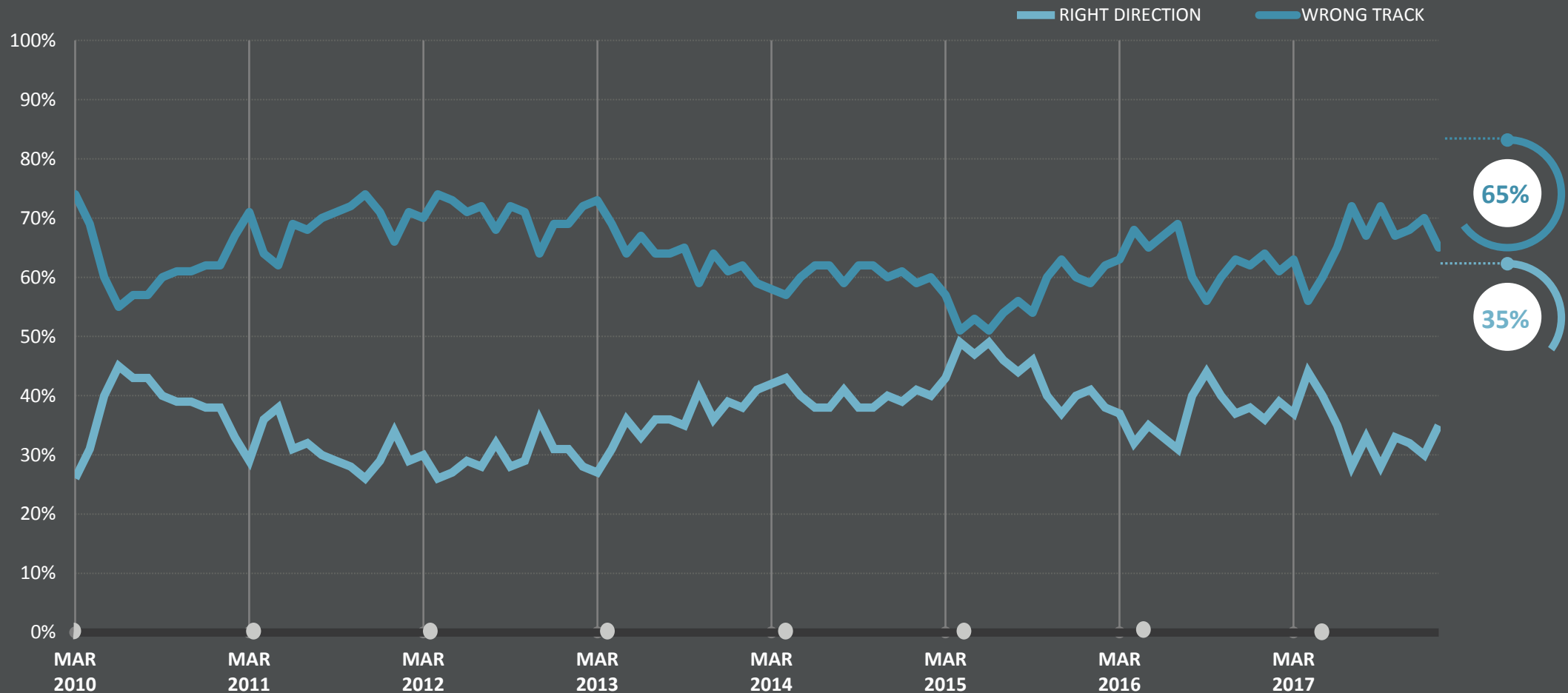
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

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

Source: Global Advisor

GAME CHANGERS

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?

Legend: RIGHT DIRECTION — WRONG TRACK

57%

43%
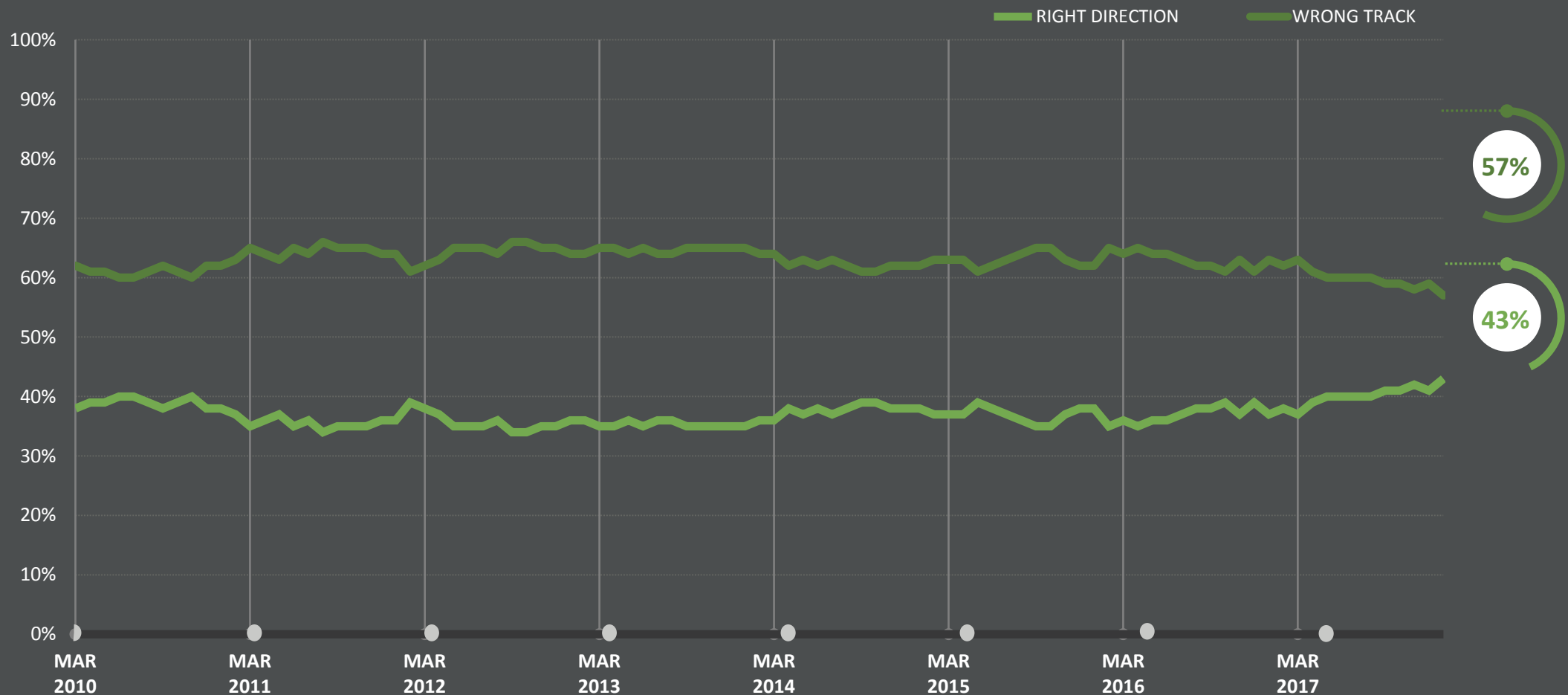
Base: Representative sample of adults aged 16-64, c.18,000 – 20,000 per month.

Source: Global Advisor

GAME CHANGERS   Ipsos

GREAT BRITAIN'S
WORRIES

- Great Britain's top worries

- World's top worries

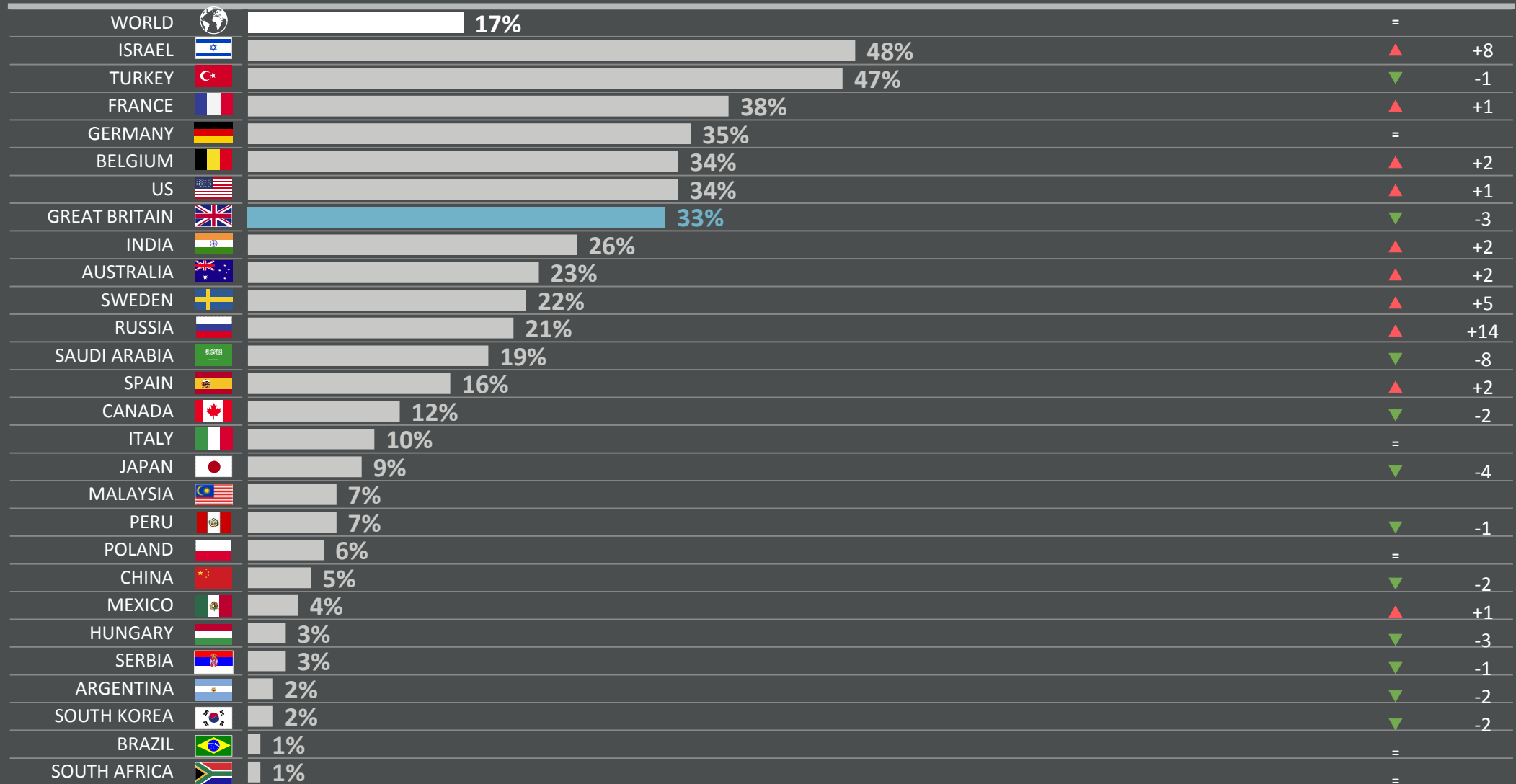- Trends over time for worries: Great Britain & world

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 January 2018 (%)

Dec 2017

Topic	%	Change
Healthcare	42%	▲ +3
Poverty & social inequality	34%	▲ +1
Terrorism	33%	▼ -3
Immigration control	25%	▼ -2
Rise of extremism	21%	=
Crime & violence	17%	=
Unemployment	16%	▲ +1
Maintaining social programmes	16%	▼ -2
Moral decline	14%	=
Education	13%	▼ -1
Financial/political corruption	13%	▼ -1
Threats against the environment	11%	▲ +3
Climate change	11%	▲ +2
Taxes	10%	=
Inflation	10%	=
Childhood obesity	6%	▲ +2
Access to credit	2%	=

Base: Representative sample of British adults aged 16-64. January 2018: 1,003; December 2017: 1,247.
Source: Global Advisor

GAME CHANGERS   Ipsos

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

Topic	January 2018 (%)	Change
Unemployment	35%	▲ +2
Financial/political corruption	34%	▼ -2
Poverty & social inequality	34%	=
Crime & violence	29%	=
Healthcare	24%	▲ +1
Education	19%	=
Taxes	19%	▲ +1
Terrorism	17%	=
Moral decline	15%	=
Immigration control	13%	=
Inflation	11%	▲ +1
Threats against the environment	10%	▲ +1
Climate change	10%	▲ +1
Rise of extremism	9%	=
Maintaining social programmes	9%	=
Childhood obesity	3%	=
Access to credit	2%	=

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

GAME CHANGERS

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?
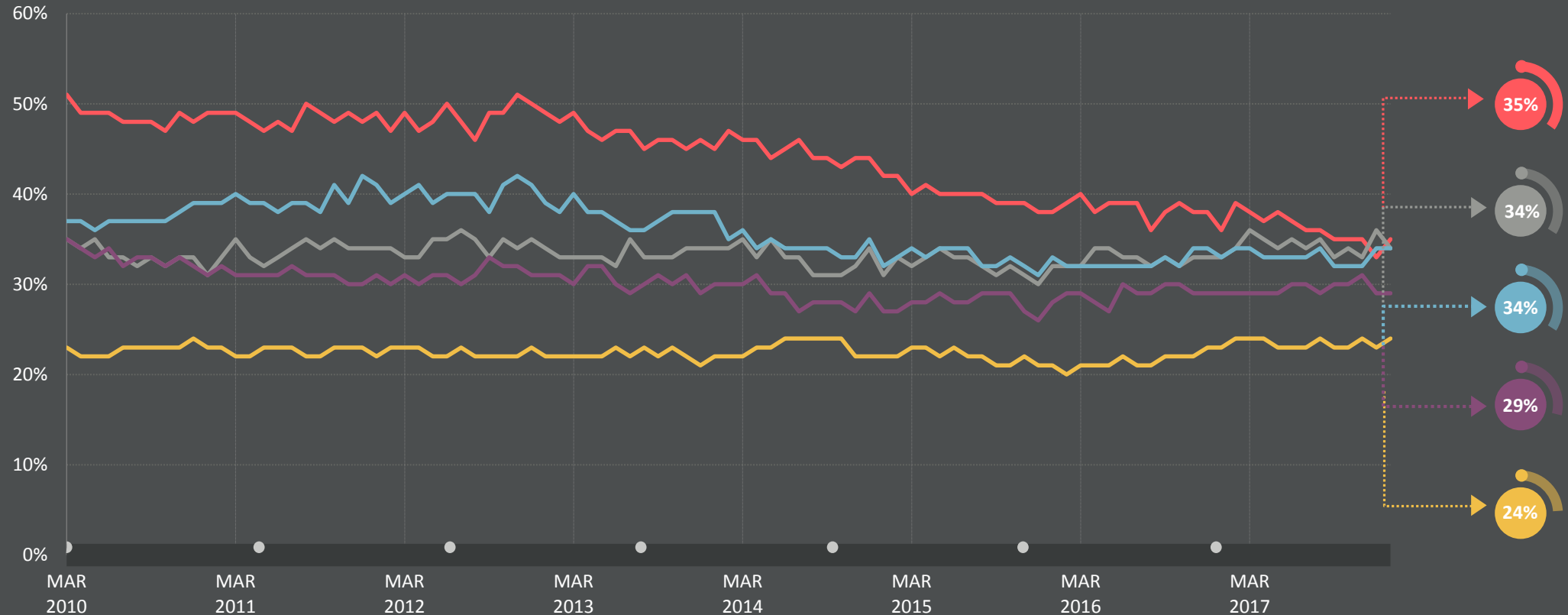
Legend:
- Healthcare — 42%
- Poverty & social inequality — 34%
- Terrorism — 33%
- Immigration control — 25%
- Rise of extremism — 21%

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

1 | 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

Country	%	Change
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.
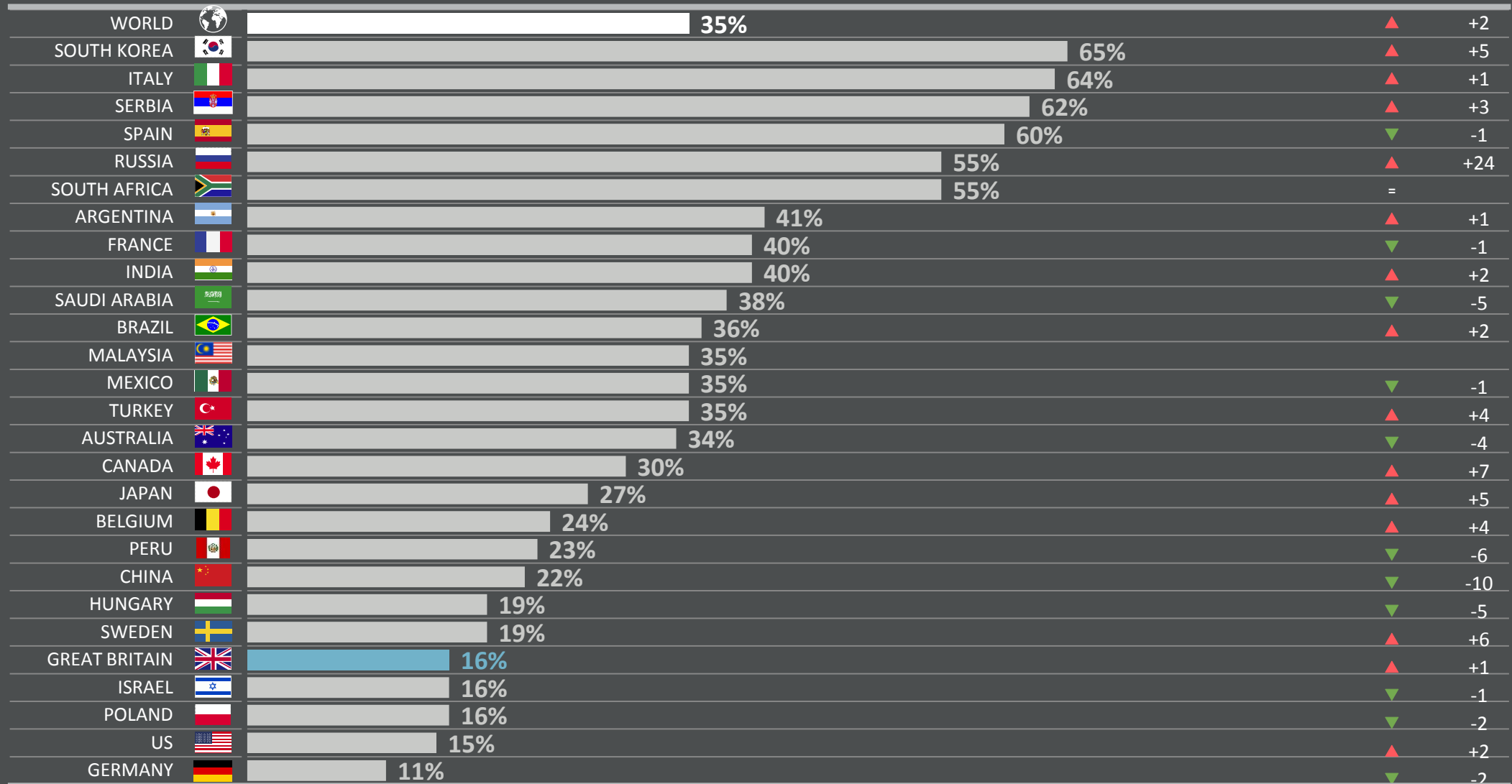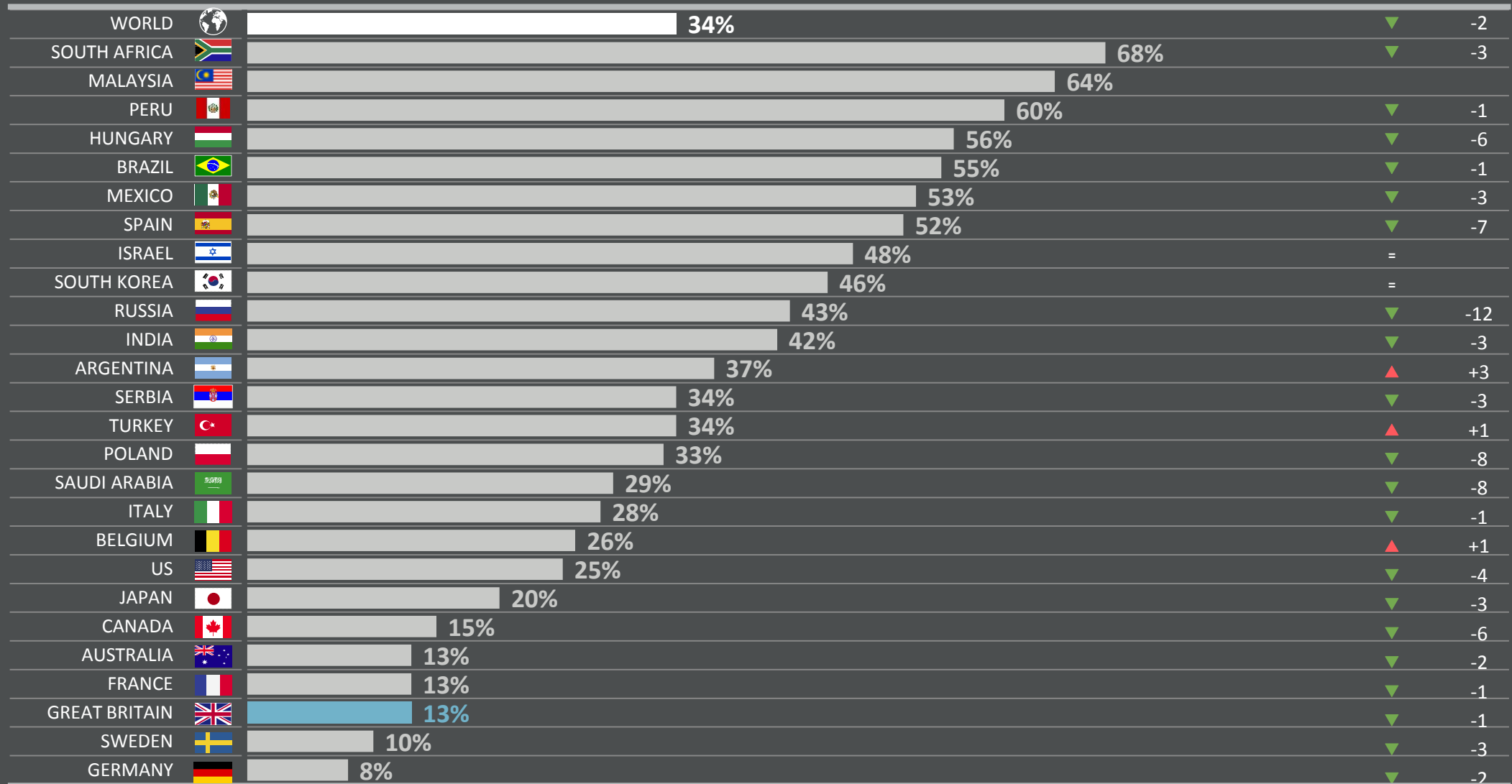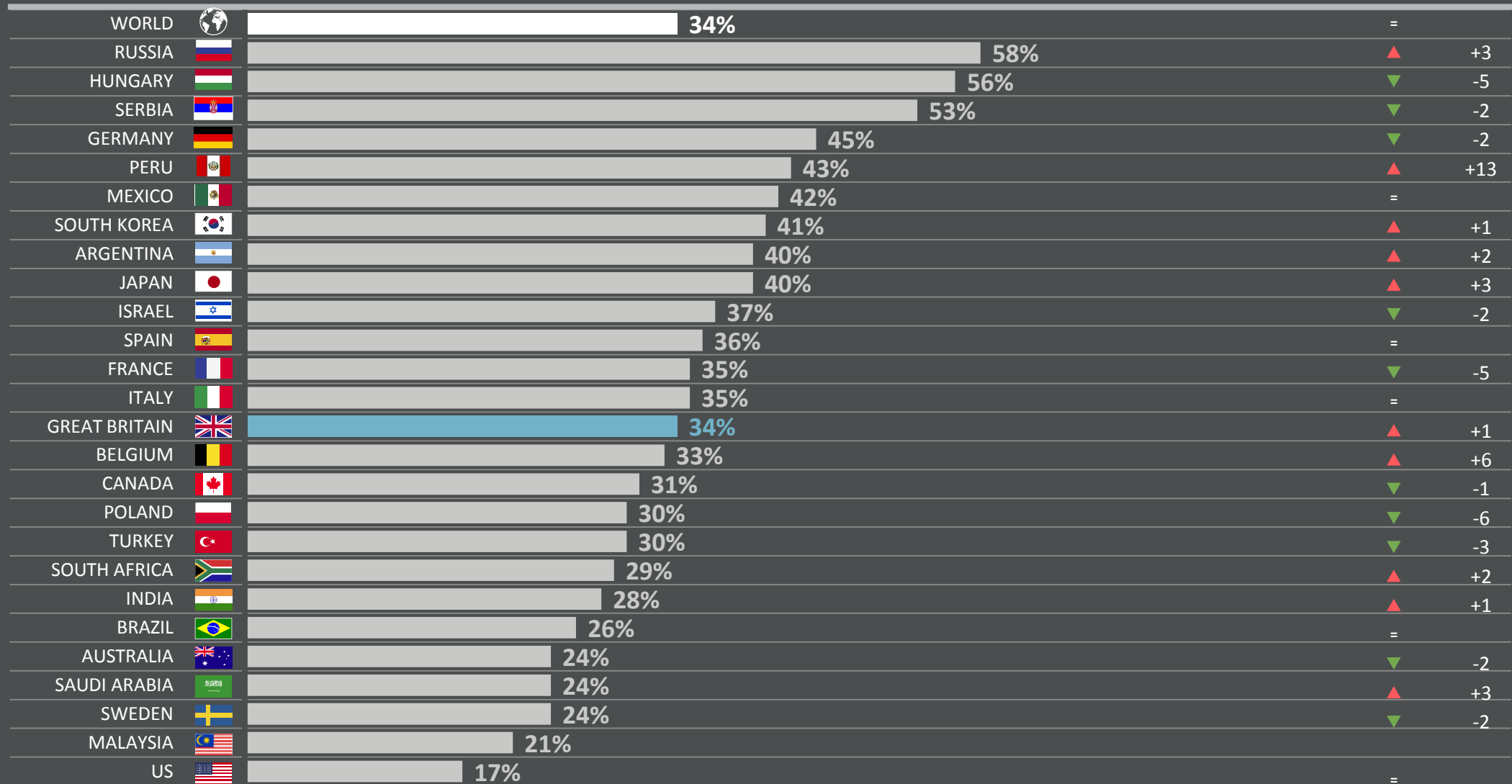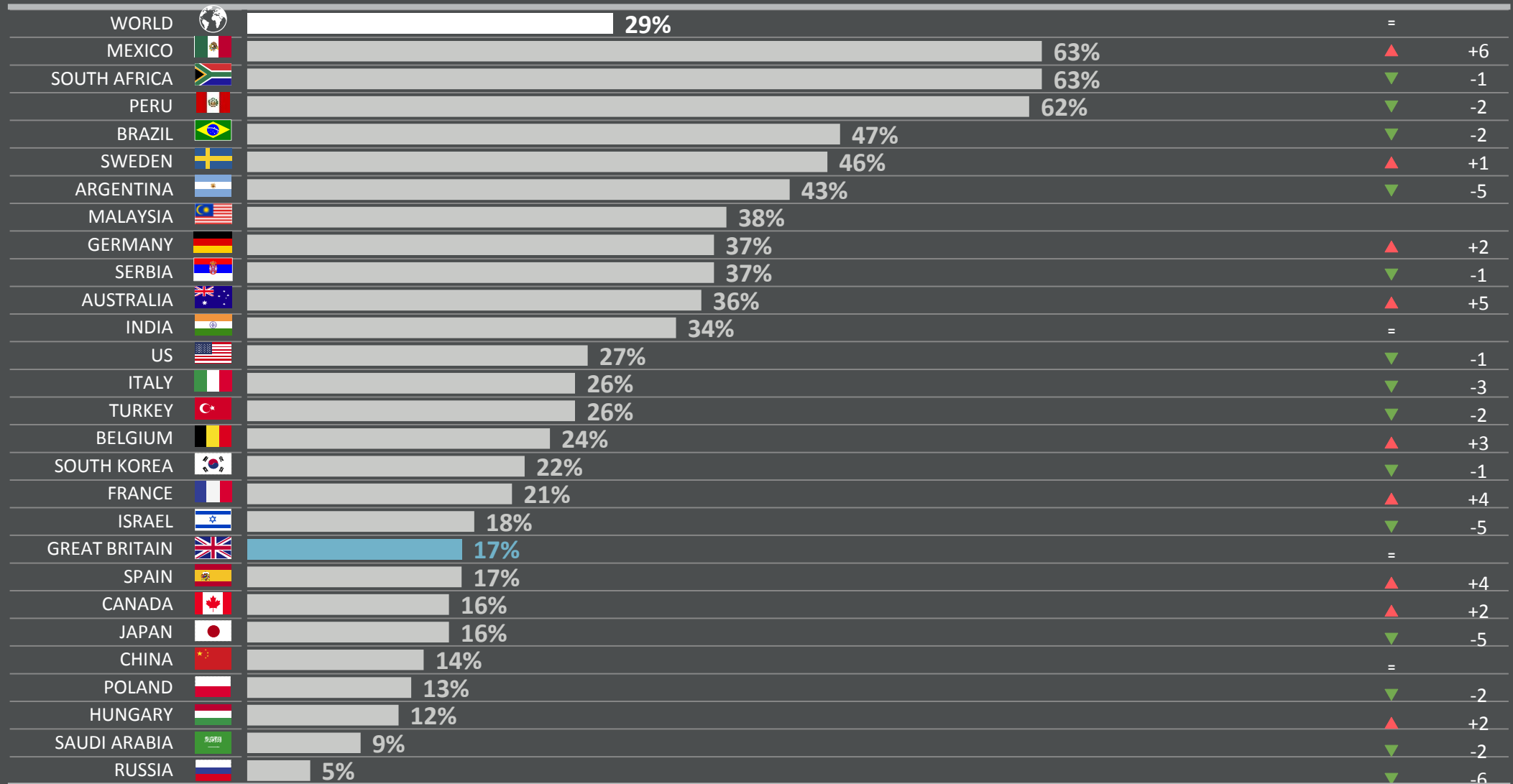
Source: Global Advisor

2 | 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

Country		%	Change	
WORLD	🌐	34%	=	
RUSSIA		58%	▲	+3
HUNGARY		56%	▼	-5
SERBIA		53%	▼	-2
GERMANY		45%	▼	-2
PERU		43%	▲	+13
MEXICO		42%	=	
SOUTH KOREA		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%	▼	-6
TURKEY		30%	▼	-3
SOUTH AFRICA		29%	▲	+2
INDIA		28%	▲	+1
BRAZIL		26%	=	
AUSTRALIA		24%	▼	-2
SAUDI ARABIA		24%	▲	+3
SWEDEN		24%	▼	-2
MALAYSIA		21%		
US		17%	=	
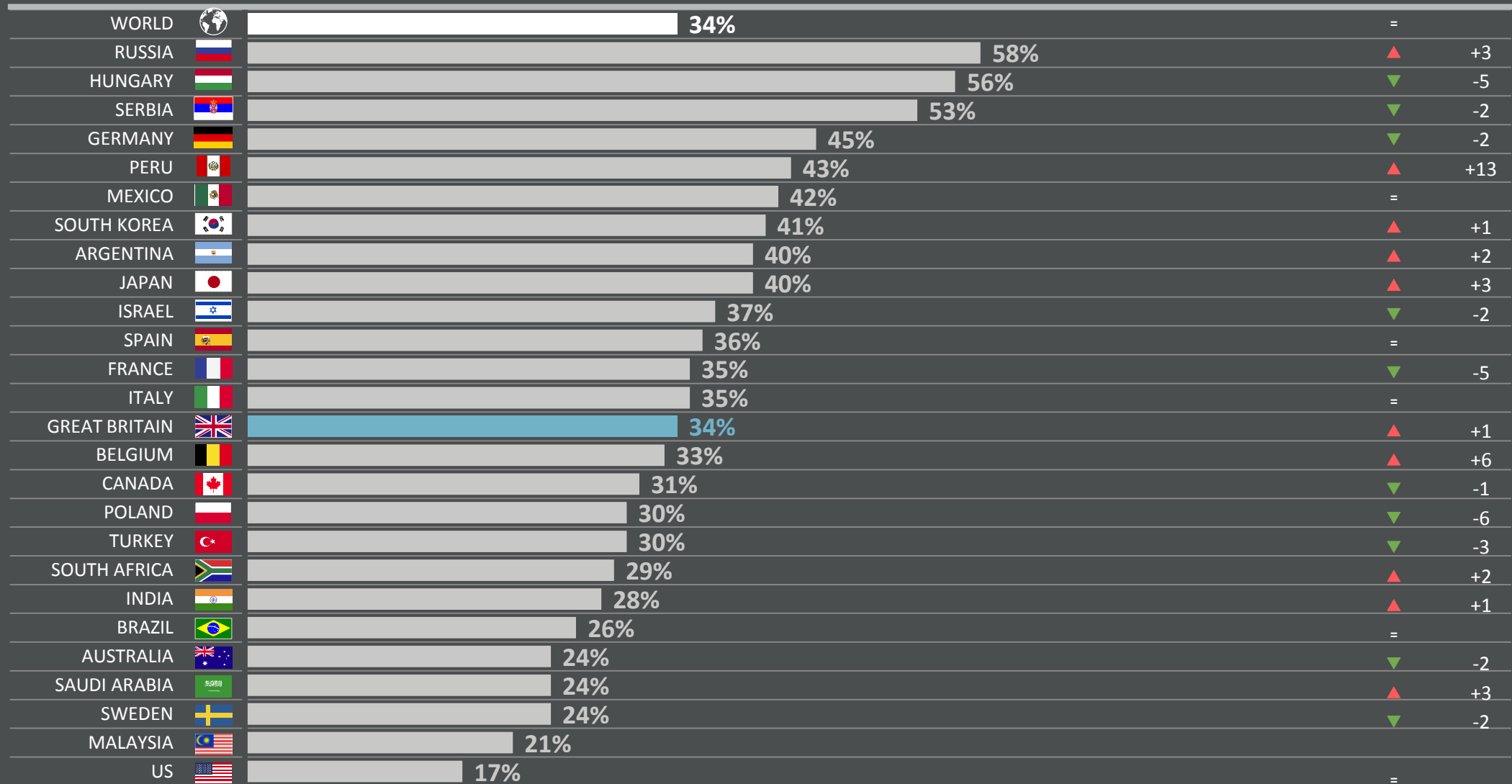
Base: Representative sample of adults aged 16-64 in 27 participating countries. January 2018: 20,202; December 2017: 19,463.

Source: Global Advisor

3 | TERRORISM

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

Ipsos Public Affairs

% change compared
with previous month:

(%) worried in January 2018 in each country

Dec 2017

Country	%	Change
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

GAME CHANGERS   Ipsos

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 January 2018 in each country

Dec 2017

Country	%	Change
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	15%	=
HUNGARY	11%	▼ -15
ISRAEL	11%	=
MALAYSIA	11%	
SPAIN	9%	▼ -2
POLAND	8%	▲ +2
JAPAN	7%	=
ARGENTINA	6%	▲ +3
SAUDI ARABIA	6%	▲ +2
SOUTH AFRICA	6%	=
INDIA	5%	▲ +2
PERU	4%	▲ +2
SERBIA	4%	▲ +1
RUSSIA	3%	▼ -5
BRAZIL	1%	=
CHINA	1%	▼ -3
MEXICO	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

GAME CHANGERS Ipsos

Ipsos Public Affairs

5 | RISE OF EXTREMISM

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

(%) worried in January 2018 in each country

% change compared
with previous month:

Dec 2017

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

GAME CHANGERS   Ipsos

WORLD WORRIES

COUNTRY COMPARISON

Country comparison of all 17 concerns

GAME CHANGERS Ipsos

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

Country	%	Change
WORLD	35%	▲ +2
SOUTH KOREA	65%	▲ +5
ITALY	64%	▲ +1
SERBIA	62%	▲ +3
SPAIN	60%	▼ -1
RUSSIA	55%	▲ +24
SOUTH AFRICA	55%	=
ARGENTINA	41%	▲ +1
FRANCE	40%	▼ -1
INDIA	40%	▲ +2
SAUDI ARABIA	38%	▼ -5
BRAZIL	36%	▲ +2
MALAYSIA	35%	
MEXICO	35%	▼ -1
TURKEY	35%	▲ +4
AUSTRALIA	34%	▼ -4
CANADA	30%	▲ +7
JAPAN	27%	▲ +5
BELGIUM	24%	▲ +4
PERU	23%	▼ -6
CHINA	22%	▼ -10
HUNGARY	19%	▼ -5
SWEDEN	19%	▲ +6
GREAT BRITAIN	16%	▲ +1
ISRAEL	16%	▼ -1
POLAND	16%	▼ -2
US	15%	▲ +2
GERMANY	11%	▼ -2

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

Source: Global Advisor

GAME CHANGERS Ipsos

Ipsos Public Affairs

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

Country	%		Change
WORLD	34%	▼	-2
SOUTH AFRICA	68%	▼	-3
MALAYSIA	64%		
PERU	60%	▼	-1
HUNGARY	56%	▼	-6
BRAZIL	55%	▼	-1
MEXICO	53%	▼	-3
SPAIN	52%	▼	-7
ISRAEL	48%	=	
SOUTH KOREA	46%	=	
RUSSIA	43%	▼	-12
INDIA	42%	▼	-3
ARGENTINA	37%	▲	+3
SERBIA	34%	▼	-3
TURKEY	34%	▲	+1
POLAND	33%	▼	-8
SAUDI ARABIA	29%	▼	-8
ITALY	28%	▼	-1
BELGIUM	26%	▲	+1
US	25%	▼	-4
JAPAN	20%	▼	-3
CANADA	15%	▼	-6
AUSTRALIA	13%	▼	-2
FRANCE	13%	▼	-1
GREAT BRITAIN	13%	▼	-1
SWEDEN	10%	▼	-3
GERMANY	8%	▼	-2

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

Source: Global Advisor

GAME CHANGERS

Ipsos

3 | POVERTY & SOCIAL INEQUALITY

Ipsos Public Affairs

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

(%) worried in January 2018 in each country

% change compared with previous month:

Dec 2017

Country	%		Change
WORLD		34%	=
RUSSIA		58%	▲ +3
HUNGARY		56%	▼ -5
SERBIA		53%	▼ -2
GERMANY		45%	▼ -2
PERU		43%	▲ +13
MEXICO		42%	=
SOUTH KOREA		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%	▼ -6
TURKEY		30%	▼ -3
SOUTH AFRICA		29%	▲ +2
INDIA		28%	▲ +1
BRAZIL		26%	=
AUSTRALIA		24%	▼ -2
SAUDI ARABIA		24%	▲ +3
SWEDEN		24%	▼ -2
MALAYSIA		21%	
US		17%	=

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

Source: Global Advisor

GAME CHANGERS   Ipsos

4 | CRIME & VIOLENCE

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

Ipsos Public Affairs

% change compared with previous month:

(%) worried in January 2018 in each country

Dec 2017

Country	%	Change
WORLD	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	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	14%	=
POLAND	13%	▼ -2
HUNGARY	12%	▲ +2
SAUDI ARABIA	9%	▼ -2
RUSSIA	5%	▼ -6

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

Source: Global Advisor

GAME CHANGERS **Ipsos**

5 | HEALTHCARE

Ipsos Public Affairs

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

(%) worried in January 2018 in each country

% change compared with previous month:

Dec 2017

Country	%		Change
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

GAME CHANGERS   Ipsos

Ipsos Public Affairs

6 | EDUCATION

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

(%) worried in January 2018 in each country

% change compared with previous month:

Dec 2017

Country	%	Change
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

GAME CHANGERS   Ipsos

WORLD WORRIES

7 | TAXES

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

(%) worried in January 2018 in each country

% change compared with previous month:

Dec 2017

Country	%	Change
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

GAME CHANGERS   Ipsos

8 | TERRORISM

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

Ipsos Public Affairs

(%) worried in January 2018 in each country

% change compared with previous month:

Dec 2017

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

GAME CHANGERS Ipsos

Ipsos Public Affairs

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

Country	%	Change
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

GAME CHANGERS Ipsos

Ipsos Public Affairs

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

Country	%	Change
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 🇹🇷	15%	=
HUNGARY 🇭🇺	11%	▼ -15
ISRAEL 🇮🇱	11%	=
MALAYSIA 🇲🇾	11%	
SPAIN 🇪🇸	9%	▼ -2
POLAND 🇵🇱	8%	▲ +2
JAPAN 🇯🇵	7%	=
ARGENTINA 🇦🇷	6%	▲ +3
SAUDI ARABIA 🇸🇦	6%	▲ +2
SOUTH AFRICA 🇿🇦	6%	=
INDIA 🇮🇳	5%	▲ +2
PERU 🇵🇪	4%	▲ +2
SERBIA 🇷🇸	4%	▲ +1
RUSSIA 🇷🇺	3%	▼ -5
BRAZIL 🇧🇷	1%	=
CHINA 🇨🇳	1%	▼ -3
MEXICO 🇲🇽	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

GAME CHANGERS Ipsos

11 | INFLATION

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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

Country	%	Change
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

GAME CHANGERS **Ipsos**

Ipsos Public Affairs

12 | THREATS AGAINST THE ENVIRONMENT

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

(%) worried in January 2018 in each country

% change compared with previous month:

Dec 2017

Country	%	Change
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

GAME CHANGERS   Ipsos

13 | CLIMATE CHANGE

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

(%) worried in January 2018 in each country

% change compared with previous month:

Dec 2017

Country	%	Change
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

GAME CHANGERS Ipsos

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**

Country	%		Change
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.
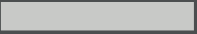
Source: Global Advisor

GAME CHANGERS Ipsos

15 | MAINTAINING SOCIAL PROGRAMMES

Ipsos Public Affairs

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

(%) worried in January 2018 in each country

% change compared with previous month:

Dec 2017

Country	%	Change
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

Ipsos Public Affairs
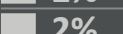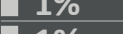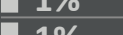
16 | CHILDHOOD OBESITY

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

Country	%	Change
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

GAME CHANGERS Ipsos

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

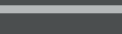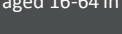| Country	%	Change
WORLD	2%	=
SAUDI ARABIA	6%	▲ +3
BELGIUM	5%	▲ +1
CHINA	5%	=
HUNGARY	4%	=
RUSSIA	4%	=
SWEDEN	4%	▼ -1
AUSTRALIA	3%	▲ +1
CANADA	3%	▲ +1
INDIA	3%	▲ +1
ITALY	3%	▲ +2
POLAND	3%	▼ -1
ARGENTINA	2%	=
FRANCE	2%	▲ +1
GREAT BRITAIN	2%	=
JAPAN	2%	▲ +1
MALAYSIA	2%	
SOUTH KOREA	2%	▼ -2
BRAZIL	1%	=
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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