WHAT WORRIES THE



March

2018

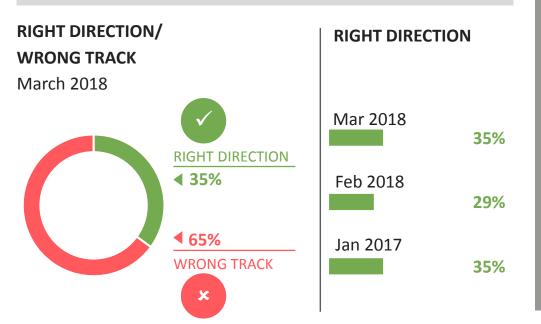


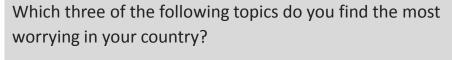
GREAT BRITAIN SUMMARY: MARCH 2018

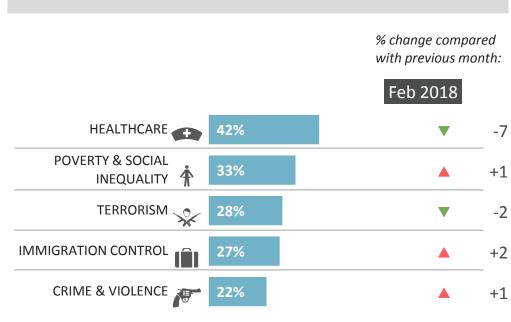
The majority (65%) of Britons think things in the country are on the wrong track.

Healthcare currently occupies the top spot for concern with 42% saying this.

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







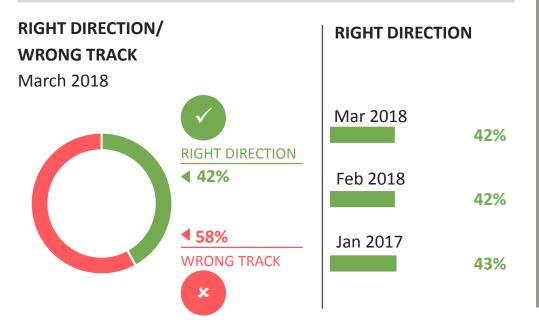
Base: Representative sample of British adults aged 16-64. c.1000 per month Source: Global Advisor

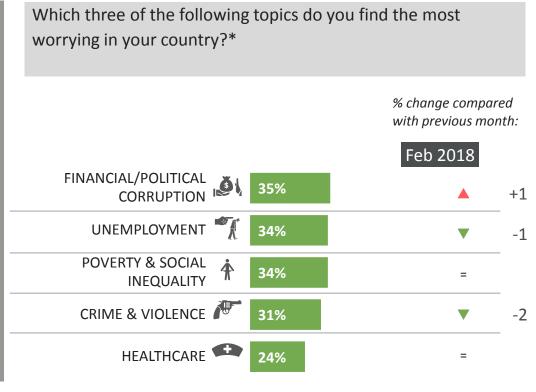
WORLD SUMMARY: MARCH 2018

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

Financial/political corruption currently occupies the top spot for global concern with 35% saying this.

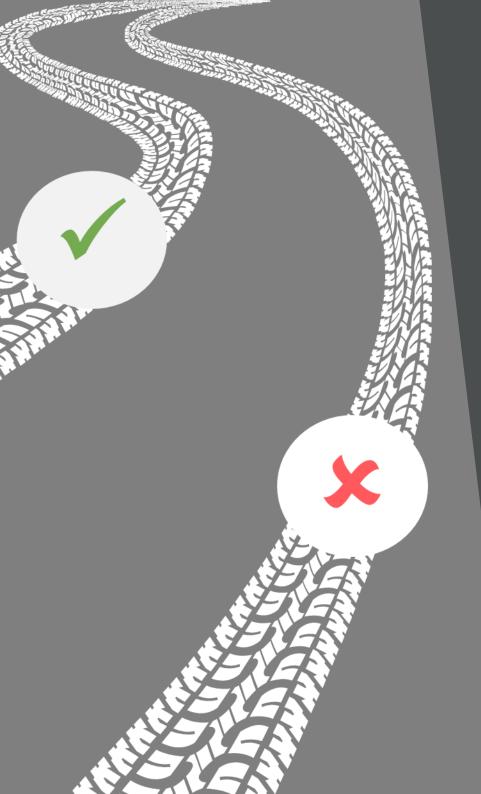
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?





Base: Representative sample of adults aged 16-64 in 28 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

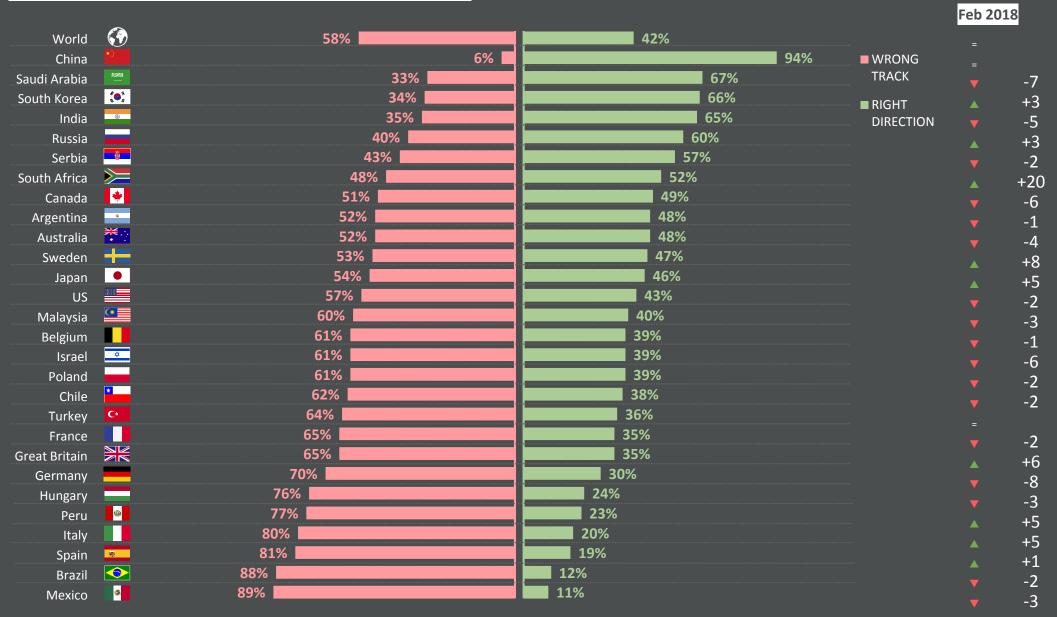
- Country comparisons
- Trends over time: Great Britain
- Trends over time: world

COUNTRY COMPARISON

Ipsos Public Affairs

RIGHT DIRECTION/WRONG TRACK

% change compared with previous month:

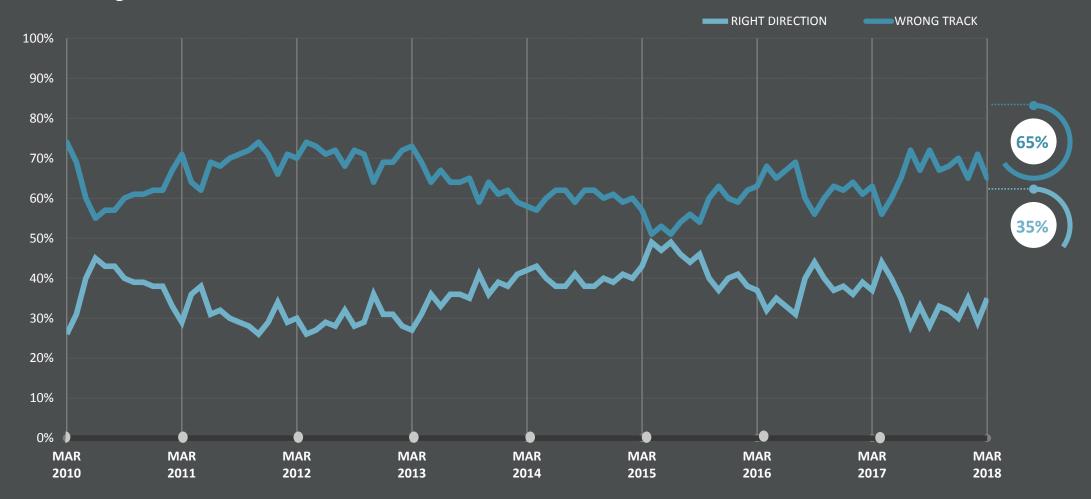


Base: Representative sample of 20,314 adults aged 16-64 in 28 participating countries, February 23rd 2018 - March 9th 2018.



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?



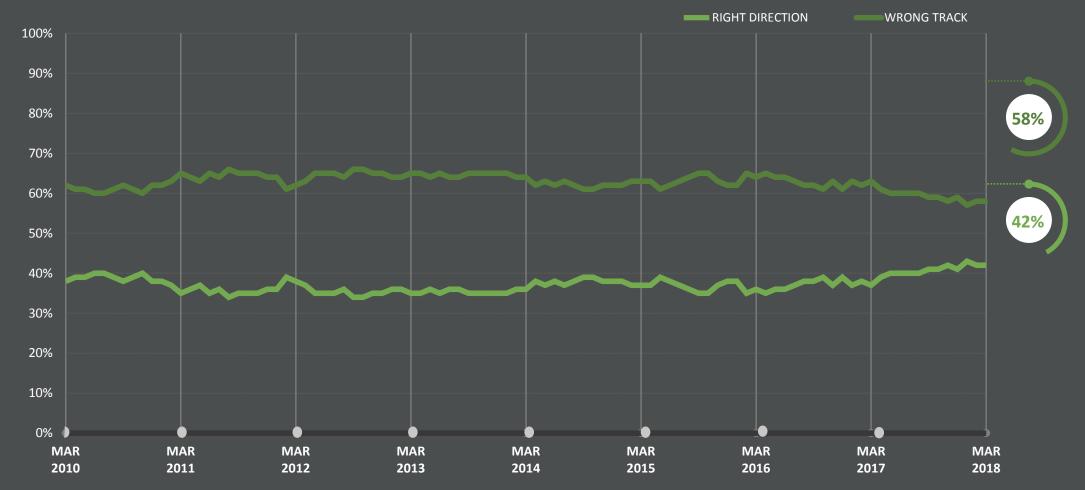
Base: Representative sample of British adults aged 16-64. c.1000 per month

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

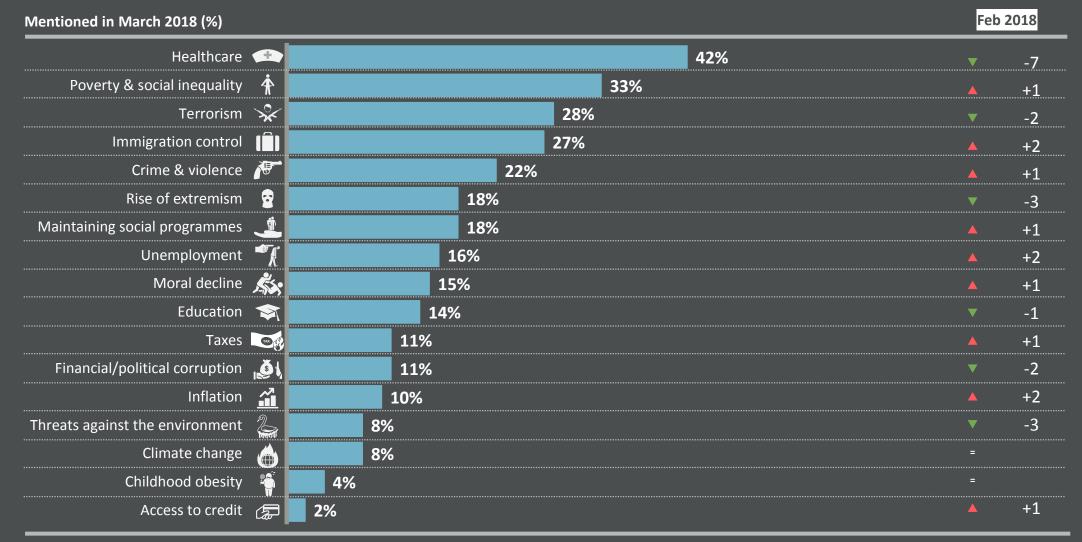
WORRIES

- 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:



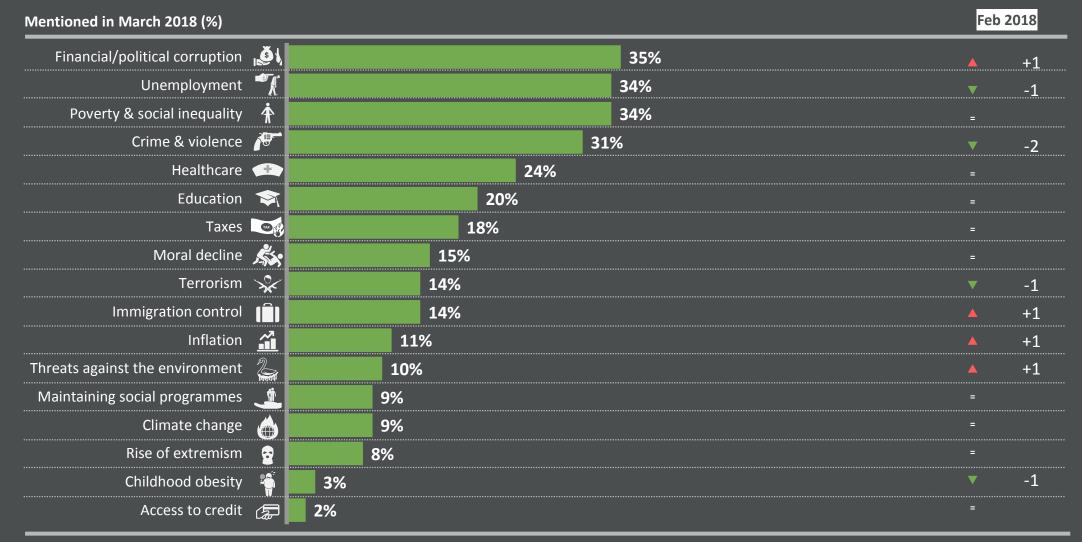
Base: Representative sample of British adults aged 16-64. March 2018: 1,000; February 2018: 1,000. Source: Global Advisor



WORLD WORRIES

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

% change compared with previous month:



Base: Representative sample of adults aged 16-64. March 2018: 20,314; February 2018: 19,928. 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





WORLD WORRIES

COUNTRY COMPARISON

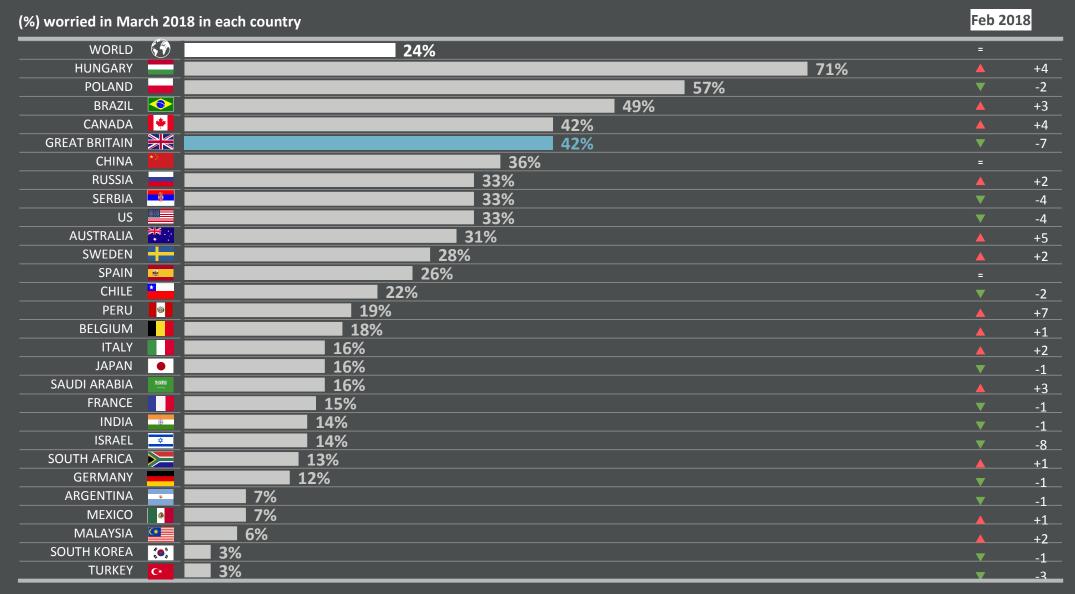
- Top concern by country
- Top 3 concerns by country
- Country comparison of Great Britain's top 5 concerns



1 | HEALTHCARE

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

% change compared with previous month:

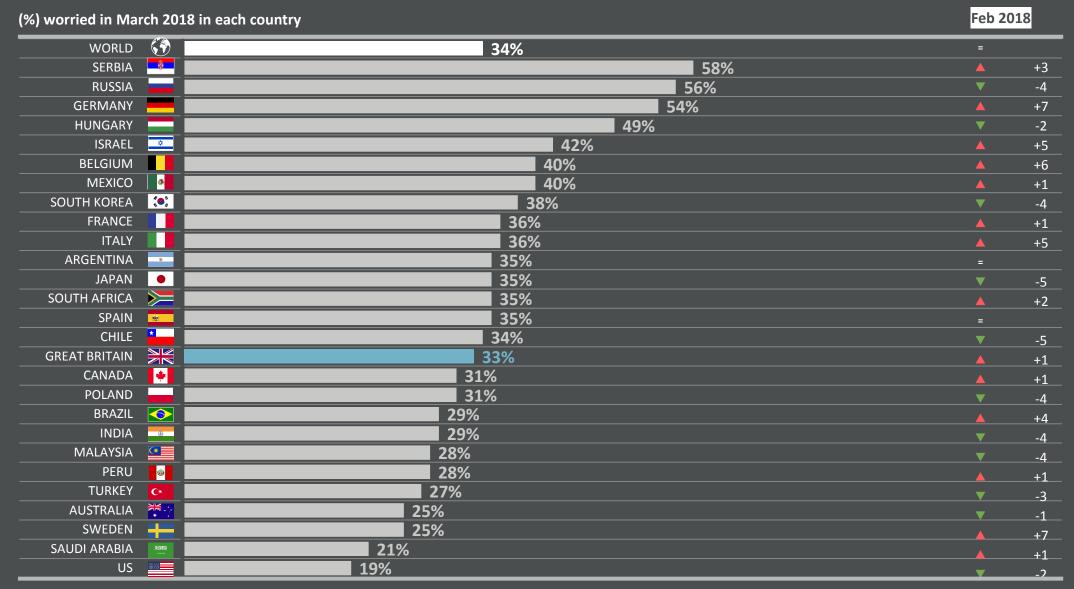




2 | POVERTY & SOCIAL INEQUALITY

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

% change compared with previous month:

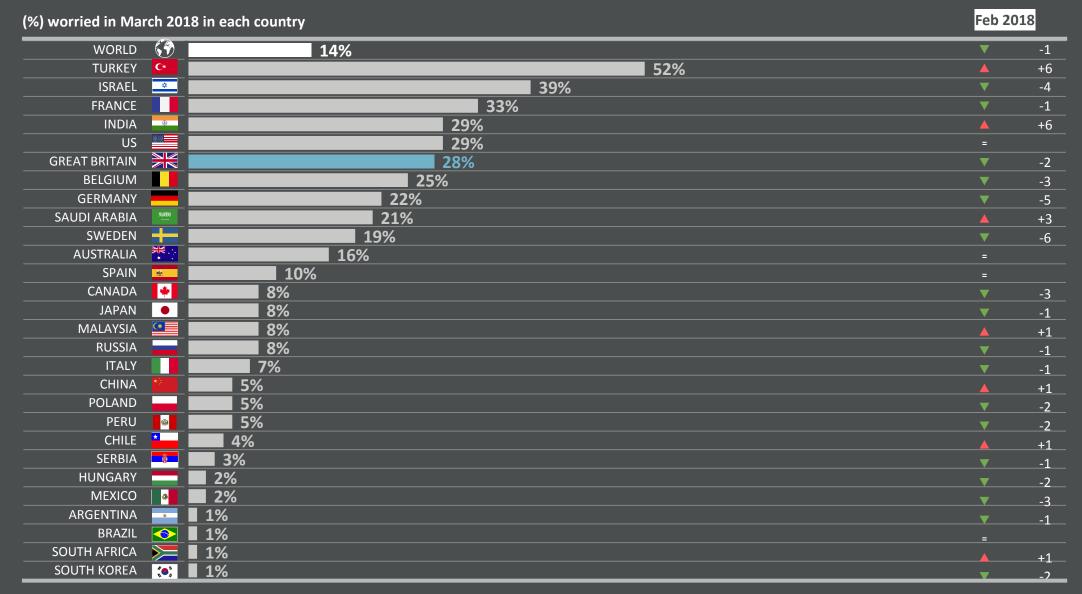




3 | TERRORISM

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

% change compared with previous month:





4 | IMMIGRATION CONTROL

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

% change compared with previous month:

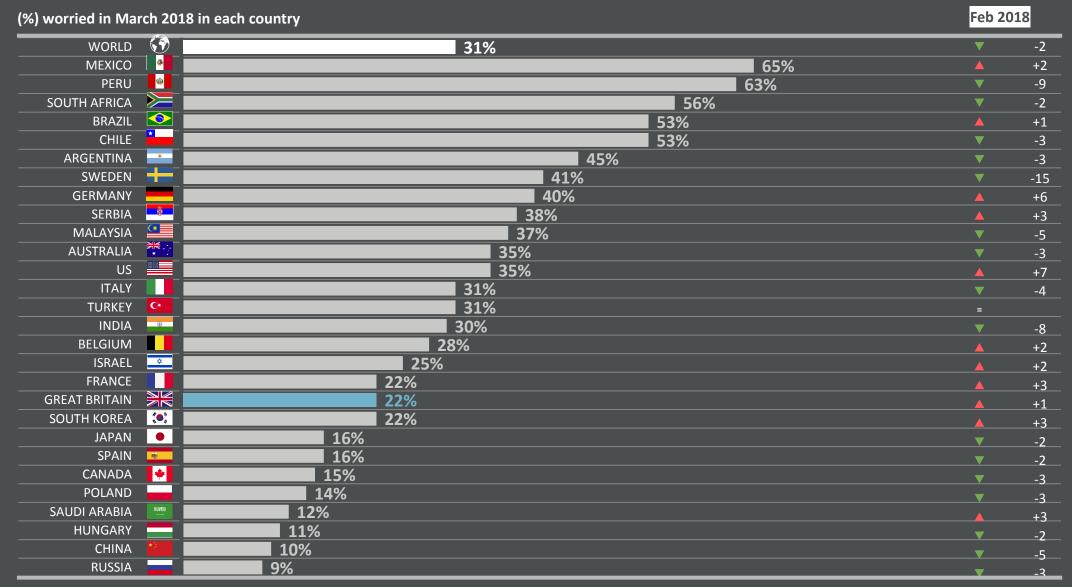
(%) worried in Ma	rch 201	L8 in each country	Feb 20)18
WORLD		14%	A	+1
CHILE	*	36%	A	+11
GERMANY		35%	▼	-2
ITALY		32%	A	+3
GREAT BRITAIN		27%	A	+2
		27%	▼	-1
BELGIUM		24%	▼	-2
CANADA	*	24%	=	
FRANCE		24%	A	+2
		23%	▼	-2
AUSTRALIA	*:	22%	=	
TURKEY	C*	16%	A	+1
HUNGARY		13%	A	+1
MALAYSIA		12%	A	+7
ISRAEL	❖	11%	A	+1
PERU	@	11%	A	+4
SPAIN	樂	9%	-	
RUSSIA		7%	=	
JAPAN		6%	A	+1
POLAND		5%	=	
SAUDI ARABIA	#379	5%	=	
ARGENTINA	*	4%		-3
SOUTH AFRICA		4%		-1
INDIA	•	3%	=	
SERBIA		2%		-1
BRAZIL		<u>1</u> %	=	
CHINA	*)	<u>1</u> %		-1
MEXICO	•	<u>1</u> %	=	
SOUTH KOREA	(*)	■ 1%	<u> </u>	



5 | CRIME & VIOLENCE

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

% change compared with previous month:





WORLD WORRIES

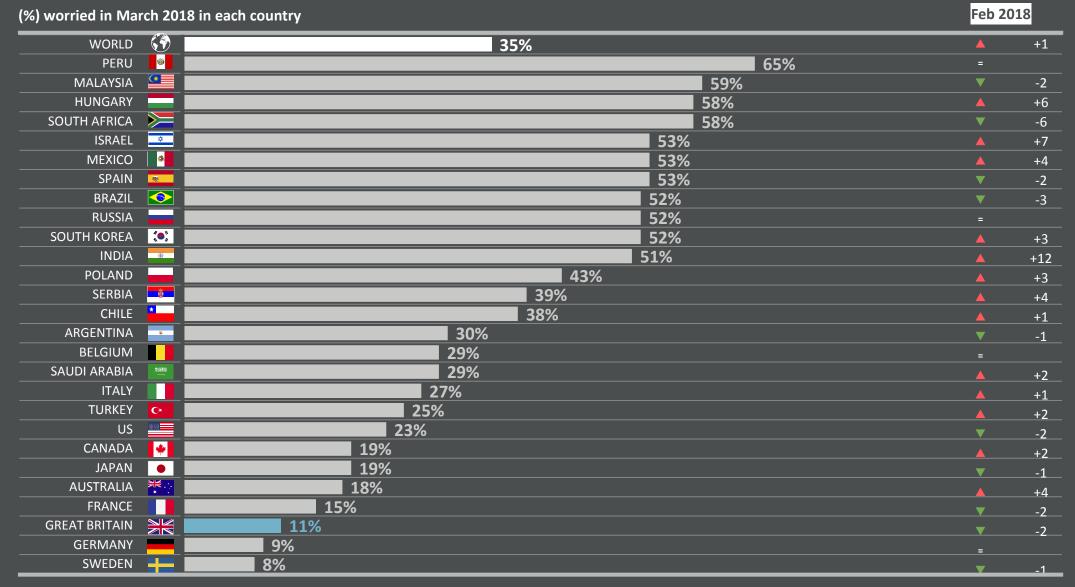
COUNTRY COMPARISON

Country comparison of all 17 concerns

1 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared with previous month:

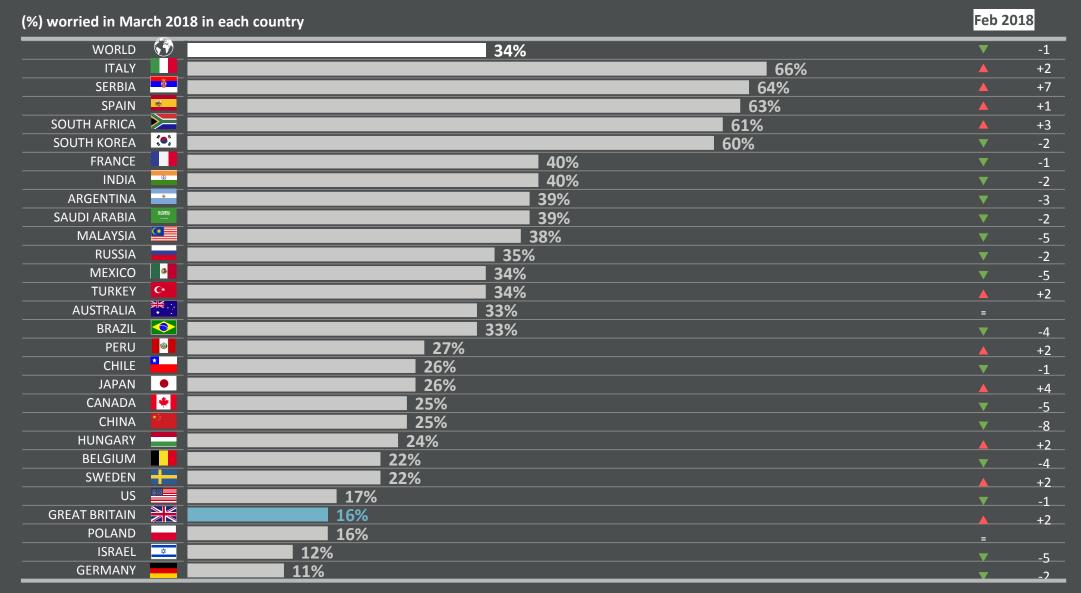




2 | UNEMPLOYMENT AND JOBS

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

% change compared with previous month:

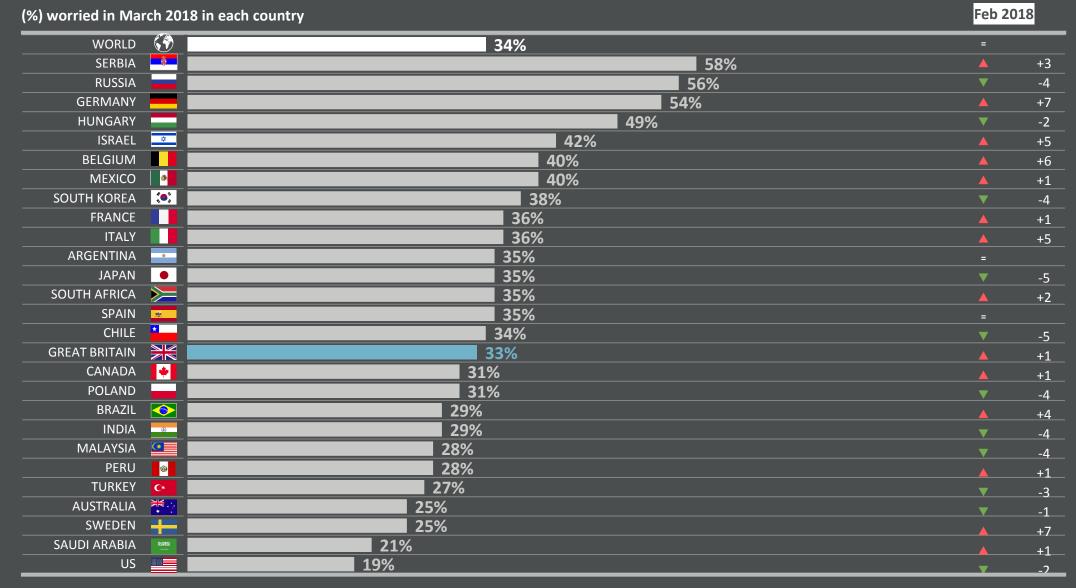




3 | POVERTY & SOCIAL INEQUALITY

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

% change compared with previous month:

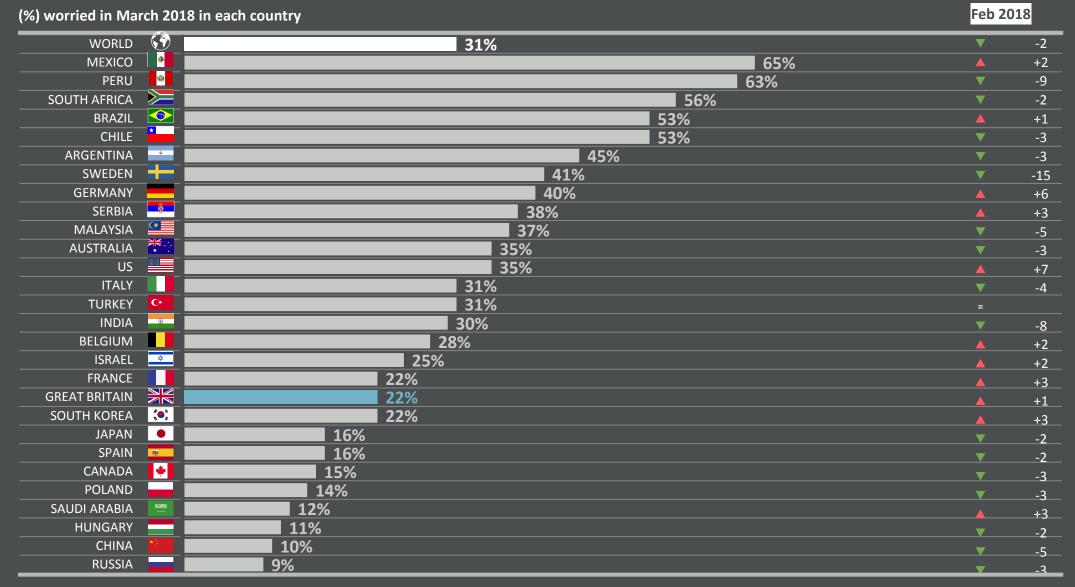




4 | CRIME & VIOLENCE

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

% change compared with previous month:

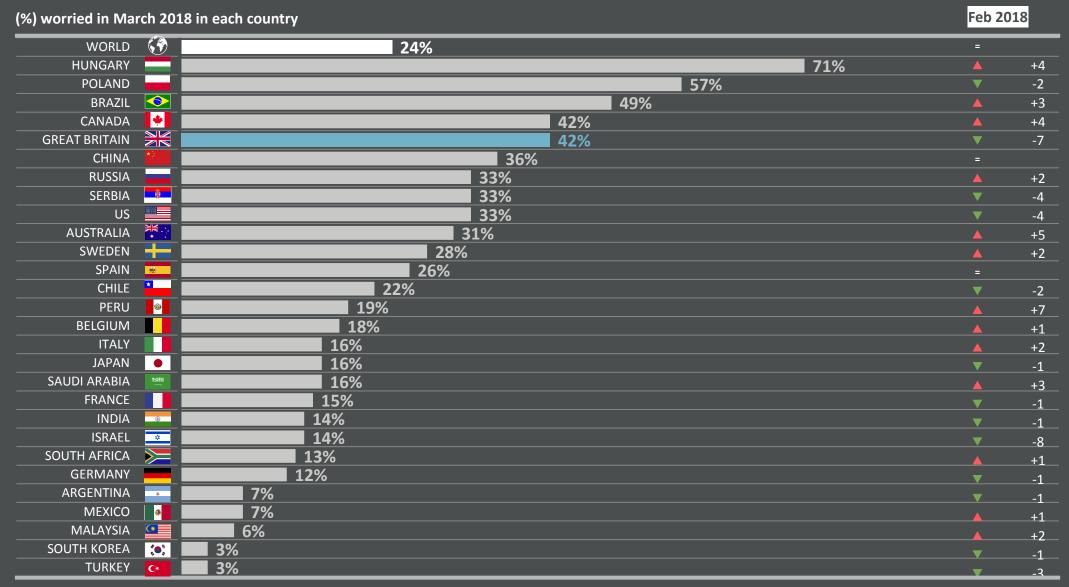




5 | HEALTHCARE

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

% change compared with previous month:



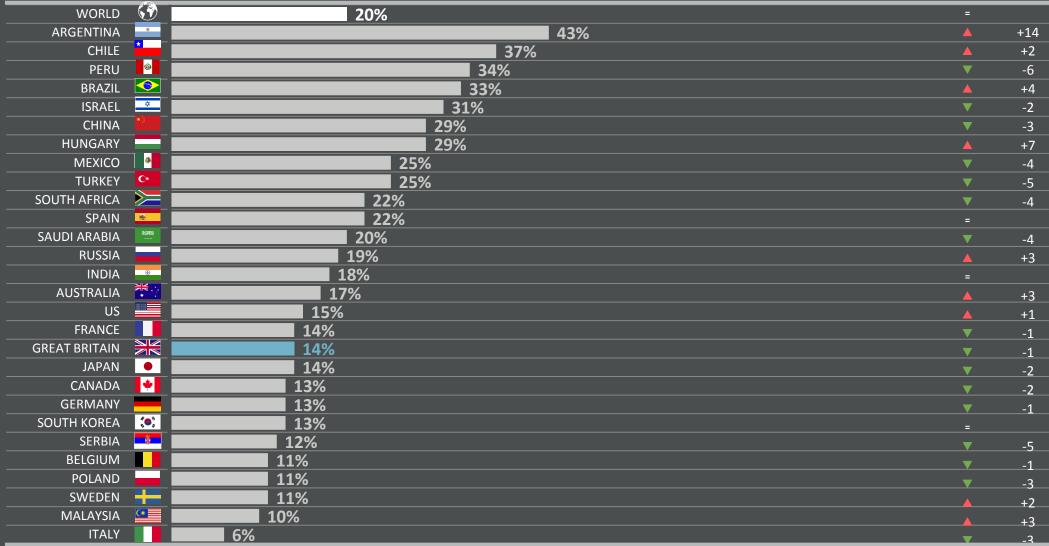
6 | EDUCATION

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

% change compared with previous month:

Feb 2018

(%) worried in March 2018 in each co	untry	
WORLD (4)	200/	

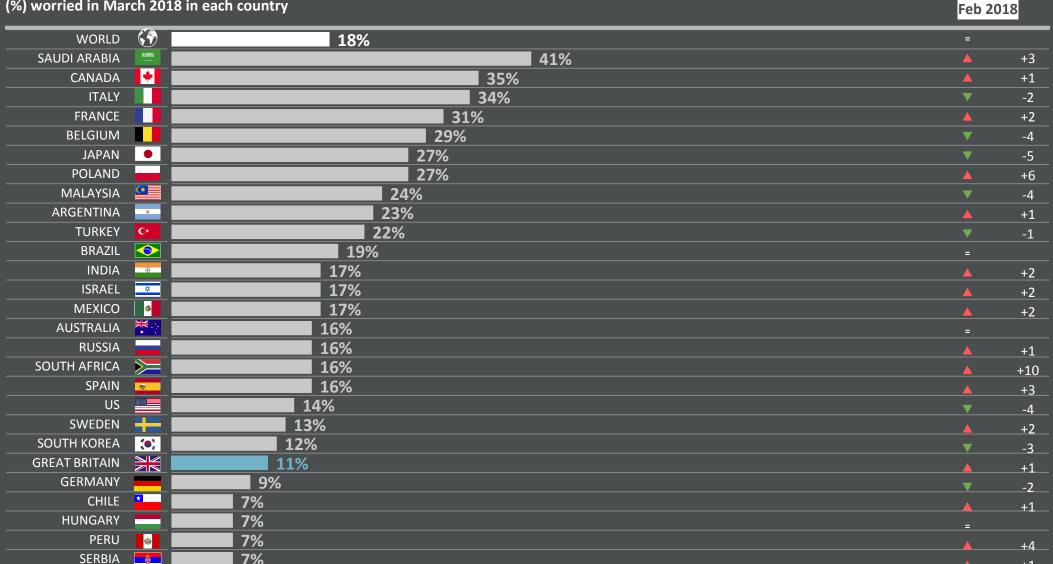


TAXES

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

% change compared with previous month:

(%)) worried in	March 2018 in	each country
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8 MORAL DECLINE

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

% change compared with previous month:

(%) worried in Ma	rch 201	18 in each country	Feb	2018
WORLD		15%	-	
CHINA		35%	A	+1
JAPAN	•	28%	A	+5
SERBIA	***	23%	▼	-4
SOUTH KOREA	(0)	23%	A	+4
US		23%	A	+2
MALAYSIA		22%	▼	-6
SAUDI ARABIA	5579	22%	<u> </u>	+5
ISRAEL	*	18%	=	
POLAND		18%	A	+3
GERMANY		17%	<u> </u>	+1
GREAT BRITAIN		15%	<u> </u>	+1
RUSSIA		15%	<u> </u>	+1
FRANCE		14%	<u> </u>	+1
AUSTRALIA	*	13%	▼	-4
BELGIUM		13%	<u> </u>	+4
HUNGARY		13%	=	
CANADA	*	11%	A	+1_
SWEDEN	_	11%	A	+1_
INDIA		10%	▼	-2
ITALY		10%	▼	-2
ARGENTINA	*	9%	▼	-1
PERU		9%	▼	-4
TURKEY	C*	9%	=	
BRAZIL		8%	=	
MEXICO		8%	=	
SOUTH AFRICA		7%		-2
SPAIN	總	7%		-1_
CHILE	×	6%		_4



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 Ma	rch 201	L8 in each country	Feb 20)18
WORLD		14%	A	+1
CHILE	*	36%	A	+11
GERMANY		35%	▼	-2
ITALY		32%	A	+3
GREAT BRITAIN		27%	A	+2
		27%	▼	-1
BELGIUM		24%	▼	-2
CANADA	*	24%	=	
FRANCE		24%	A	+2
		23%	▼	-2
AUSTRALIA	*:	22%	=	
TURKEY	C*	16%	A	+1
HUNGARY		13%	A	+1
MALAYSIA		12%	A	+7
ISRAEL	❖	11%	A	+1
PERU	@	11%	A	+4
SPAIN	樂	9%	-	
RUSSIA		7%	=	
JAPAN		6%	A	+1
POLAND		5%	=	
SAUDI ARABIA	#379	5%	=	
ARGENTINA	*	4%		-3
SOUTH AFRICA		4%		-1
INDIA	•	3%	=	
SERBIA		2%		-1
BRAZIL		<u>1</u> %	=	
CHINA	*)	<u>1</u> %		-1
MEXICO	•	<u>1</u> %	=	
SOUTH KOREA	(*)	■ 1%	<u> </u>	



11 | INFLATION

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

% change compared with previous month:

(%) worried in Ma	rch 20 1	.8 in each country	Fe	b 2018
WORLD		11%	<u> </u>	+1
ARGENTINA	*	48%	▼	-4
CHINA		34%	<u> </u>	+8
MALAYSIA		25%	<u> </u>	+9
RUSSIA		17%	<u> </u>	+1
MEXICO	9.	15%	▼	-2
TURKEY	C*	15%	=	
AUSTRALIA	*	14%	<u> </u>	+2
CANADA	*	14%	<u> </u>	+2
SAUDI ARABIA	56878	12%	▼	-3
SOUTH KOREA	(0)	11%		+5
GREAT BRITAIN		10%		+2
BRAZIL	(9%	=	
INDIA	8	9%	▼	-2
JAPAN		9%		+1
SOUTH AFRICA		9%	=	
PERU	9	7%		+4
US		7%		+2
HUNGARY		5 %		+2
POLAND		5%	-	
SWEDEN	_	4%		+1
BELGIUM		3%	_	-2
CHILE	*	3%	-	
FRANCE		3%	▼	-1
GERMANY		3%	_	-1
ITALY		3%	=	
SERBIA		3%		+2
SPAIN	檢	3%		+1_
ISRAEL	*	2%		+1_

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 Ma	rch 20:	18 in each country	F	eb 201	.8
WORLD		10%		A	+1
CHINA	*)	41%		<u> </u>	+3
SWEDEN	#	21%		<u> </u>	+8
BELGIUM		14%		A	+3
GERMANY		14%		▼	-1
POLAND		13%		A	+2
SOUTH KOREA	(0)	13%		A	+1
CANADA	*	12%		=	
FRANCE		12%		=	
INDIA	***	12%		▼	-2
AUSTRALIA	* :	11%		=	
CHILE	*	10%		▼	-2
JAPAN	•	10%		▼	-1
US		10%		A	+1
GREAT BRITAIN		8%		▼	-3
MALAYSIA		7%		<u> </u>	+1
MEXICO		7%		<u> </u>	+2
RUSSIA		7%		<u> </u>	+1
PERU		6%		▼	-3
SERBIA	-	6%		=	
SPAIN	瘿	6%		<u> </u>	+3
SAUDI ARABIA	5,910	5%		▼	-4
BRAZIL		4%		=	
HUNGARY		4%		▼	-1
ISRAEL	*	4%		<u> </u>	+1_
ITALY		4%		▼	-2
TURKEY	C*	4%		=	
ARGENTINA		3%		=	
SOUTH AFRICA		2 %		v	-1

13 | 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 Ma	rch 20	18 in each country	Feb	2018
WORLD		9%	-	
JAPAN		32%	<u> </u>	+2
CHINA		31%	<u> </u>	+4
SOUTH KOREA	(0)	20%	=	
GREAT BRITAIN		18%	<u> </u>	+1
SWEDEN	#	18%	▼	-6
ISRAEL	*	11%	A	+2
POLAND		11%	=	
RUSSIA		11%	<u> </u>	+3
SPAIN	戀	11%	A	+1
AUSTRALIA	* :	9%	▼	-1
BELGIUM		8%	=	
CANADA	*	8%	=	
ITALY		7%	<u> </u>	+1
GERMANY		6%	▼	-1
SAUDI ARABIA	######################################	6%		+1
SERBIA		5%	=	
US		5%		-3
ARGENTINA	*	4%	=	
CHILE	*	4%	=	
FRANCE		4%		
HUNGARY		4%		-3
MALAYSIA		4%		+2
INDIA	***	3%	-	
MEXICO	Q.	3%		+1
BRAZIL		2%	=	
PERU	<u> </u>	1 %	▼	-2
SOUTH AFRICA	<u></u>	1 %	▼	-2
TURKEY	C*	■ 1 %	▼	_1_



14 | CLIMATE CHANGE

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

% change compared with previous month:

Fab 2010

(%) worried in Ma	rch 201	18 in each country	F	eb 201	.8
WORLD		9%		-	
CHINA		25%		▼	-2
CANADA	*	20%	4	<u> </u>	+1
GERMANY		17%	· ·	▼	-2
JAPAN	•	17%	Y	▼	-2
AUSTRALIA	*	16%	-	=	
SWEDEN	#	14%	4	<u> </u>	+1
INDIA	a	12%	4	<u> </u>	+1
US		12%		<u> </u>	-2
FRANCE		11%	<u> </u>	=	
BELGIUM		10%	<u> </u>	v	-2
SAUDI ARABIA	5,918	10%	4	<u> </u>	+1
GREAT BRITAIN		8%	-	=	
MEXICO		8%		<u> </u>	+3
SPAIN	搬	8%	<u> </u>	<u> </u>	-2
POLAND		7%		<u> </u>	-1
PERU		7%		<u> </u>	+1
SOUTH KOREA	(0)	7%		<u> </u>	-3
CHILE	*	6%	:	=	
ITALY		4%	<u> </u>	▼	-1
SOUTH AFRICA		4%		▼	-1
TURKEY	C×	4%		<u> </u>	+1
ISRAEL	\$	3%	:	=	
RUSSIA		3%		<u> </u>	+1
SERBIA		3%		v	1
ARGENTINA	*	2%			+1
HUNGARY		2 %		7	-2
MALAYSIA		2%		<u> </u>	1
BRAZIL		■ 1%			



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 Mar	rch 20 1	B in each country	Fe	eb 2018	3
WORLD		2%	=		
CHINA		7%	A		+2
RUSSIA		7%	▲		+2
SWEDEN	+	5%	▲		+2
POLAND		4%	▲		+2
PERU	@	4%	_	<u>.</u>	+2
SAUDI ARABIA	5389	4%	•		-1
CANADA	*	3%	-		
JAPAN	•	3%	_	<u>.</u>	+1
SOUTH KOREA	(0)	3%	-		
ARGENTINA	*	2 %	-		
AUSTRALIA	* :	2 %	-		
BELGIUM		2 %	-		
GREAT BRITAIN		2%		<u> </u>	+1
INDIA		2 %	=		
ITALY		2 %	-		
MALAYSIA		2 %	_		-1
SOUTH AFRICA		2 %	-		
US		2 %	=		
CHILE	*	l 1%			-1
FRANCE		l 1%			-1
GERMANY		l 1%	-		
HUNGARY		l 1%			-2
ISRAEL	❖	l 1%			+1
MEXICO	*	l 1%			-1
SERBIA		1%	<u> </u>		
TURKEY	C×	l 1%	<u> </u>		
BRAZIL	(3)	*			1
SPAIN	無	*		,	



METHODOLOGY

METHODOLOGY

The survey is conducted monthly in 28 countries around the world via the Ipsos Online Panel system. The countries included are Argentina, Australia, Belgium, Brazil, Canada, Chile, 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.

A survey with an unweighted probability sample of this size would have an estimated margin of error of \pm -3.1 percentage points for a sample of 1,000 and an estimated margin of error of \pm -4.5 percentage points for a 500 sample 19 times out of 20.

An international sample of 20,314 adults aged 18-64 in Canada, Israel and the US, and aged 16-64 in all other countries, were interviewed between February 23rd 2018 and March 9th 2018.

In 17 of the 28 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.

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+.

Brazil, Chile, 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.

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.



APPENDIX

FOR MORE INFORMATION

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Managing Director of Social Research

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