

# WHAT WORRIES THE



# March

# 2018

## GAME CHANGERS

# WORLD SUMMARY: MARCH 2018

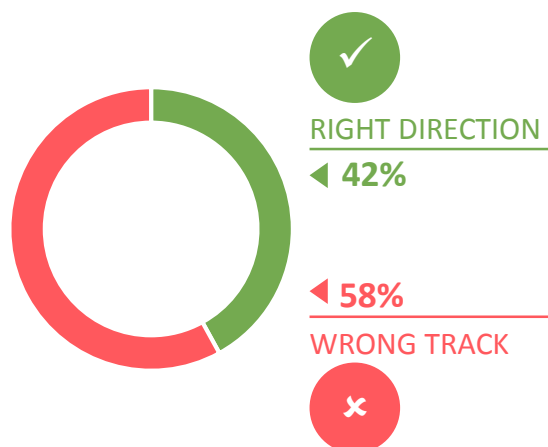
The majority (58%) of people around the world think things in their country are on the wrong track.

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

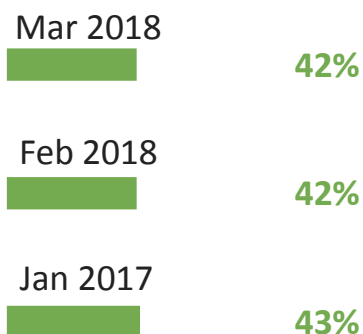
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

## RIGHT DIRECTION/ WRONG TRACK

March 2018



## RIGHT DIRECTION



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

% change compared  
with previous month:

Feb 2018

FINANCIAL/POLITICAL CORRUPTION	35%	▲	+1
UNEMPLOYMENT	34%	▼	-1
POVERTY & SOCIAL INEQUALITY	34%	=	
CRIME & VIOLENCE	31%	▼	-2
HEALTHCARE	24%	=	

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.

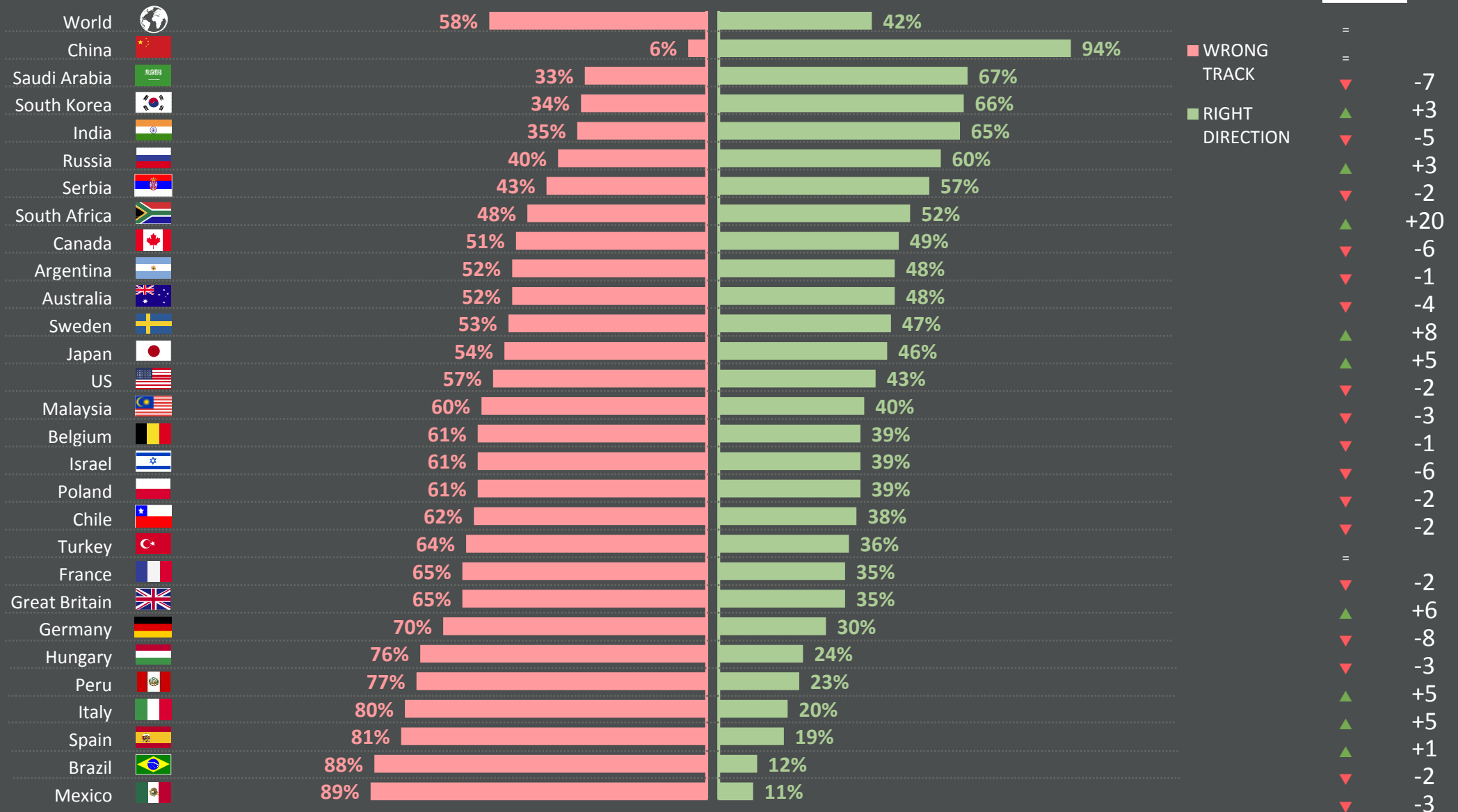
# COUNTRY COMPARISON

## RIGHT DIRECTION/WRONG TRACK

Ipsos Public Affairs

% change compared with previous month:

Feb 2018



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

Source: Global Advisor

World Worries | March 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

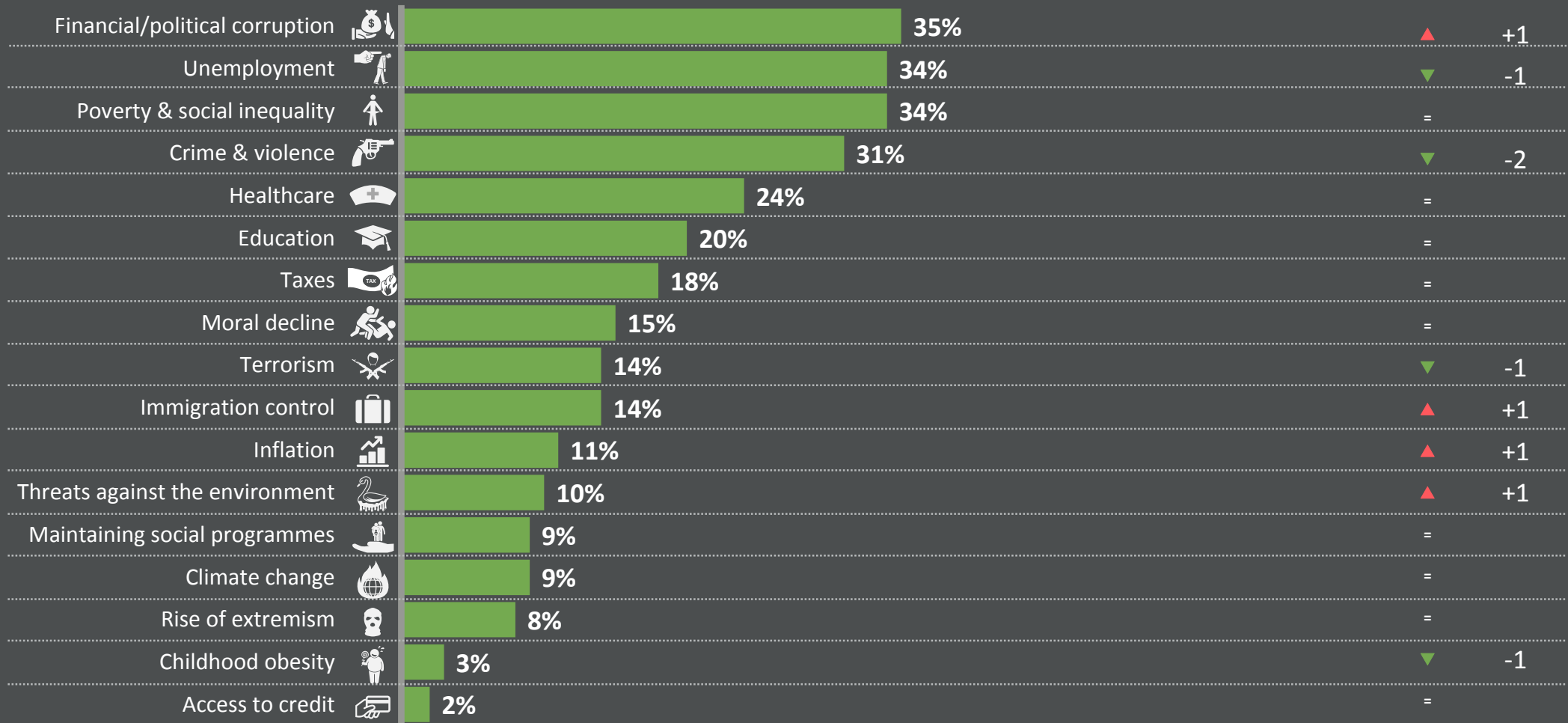
# WORLD WORRIES

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

% change compared with previous month:

Mentioned in March 2018 (%)

Feb 2018

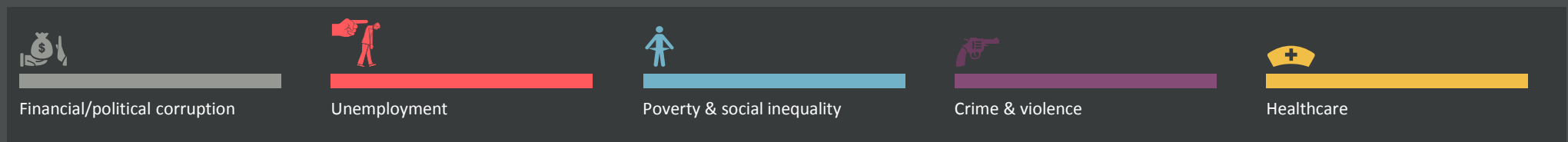
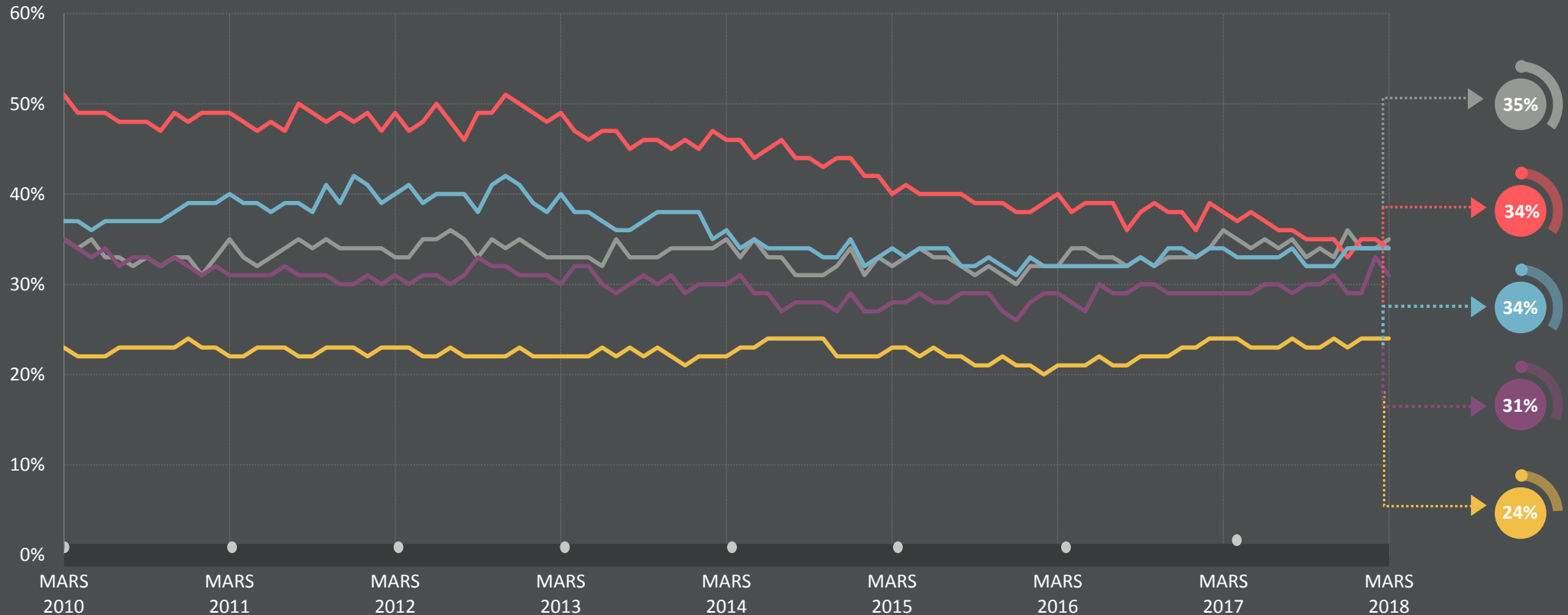


Base: Representative sample of adults aged 16-64. March 2018: 20,314; February 2018: 19,928.

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

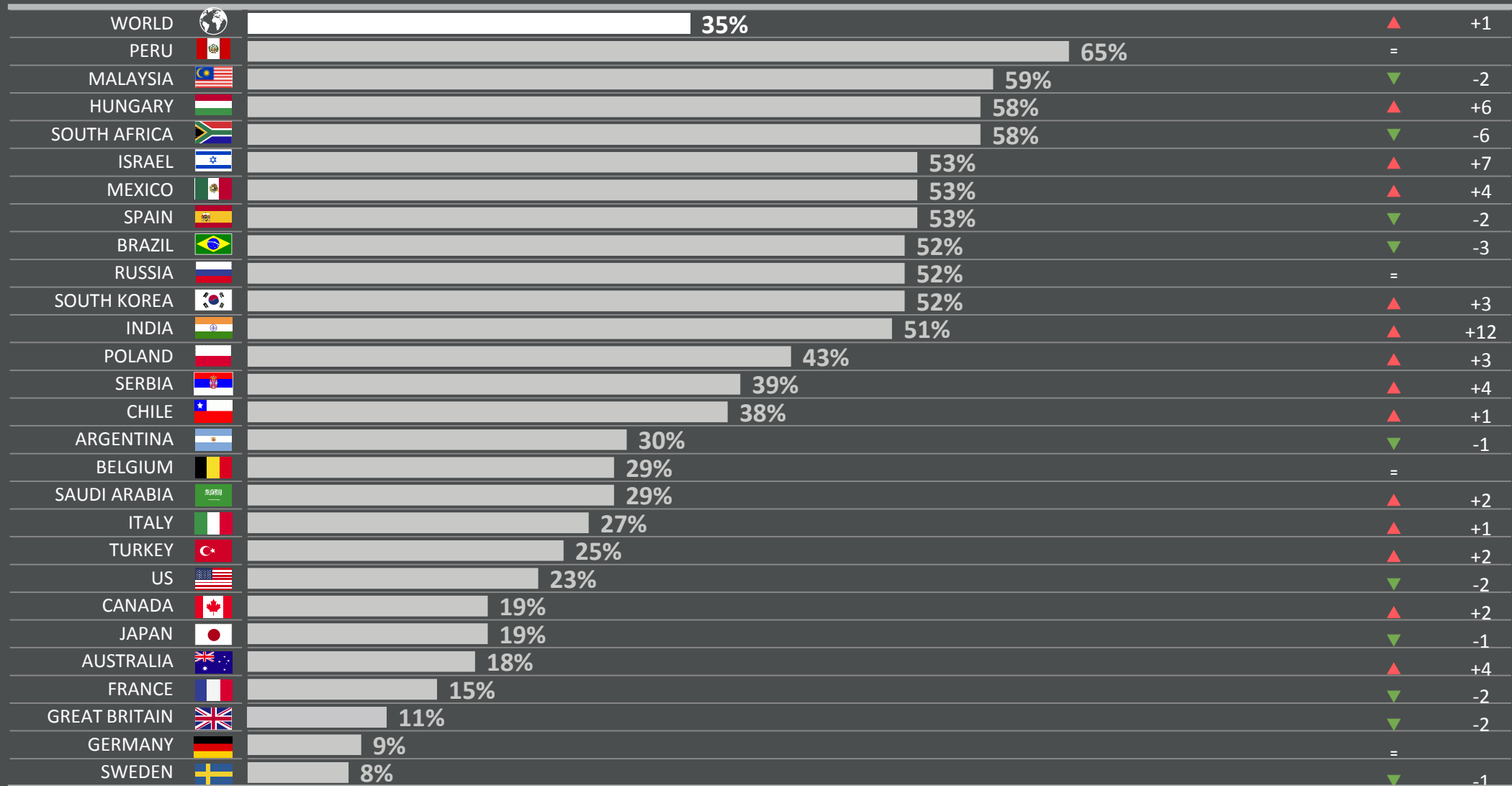
## 1 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared  
with previous month:

(% ) worried in March 2018 in each country

Feb 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2018: 20,314; February 2018: 19,928.

Source: Global Advisor



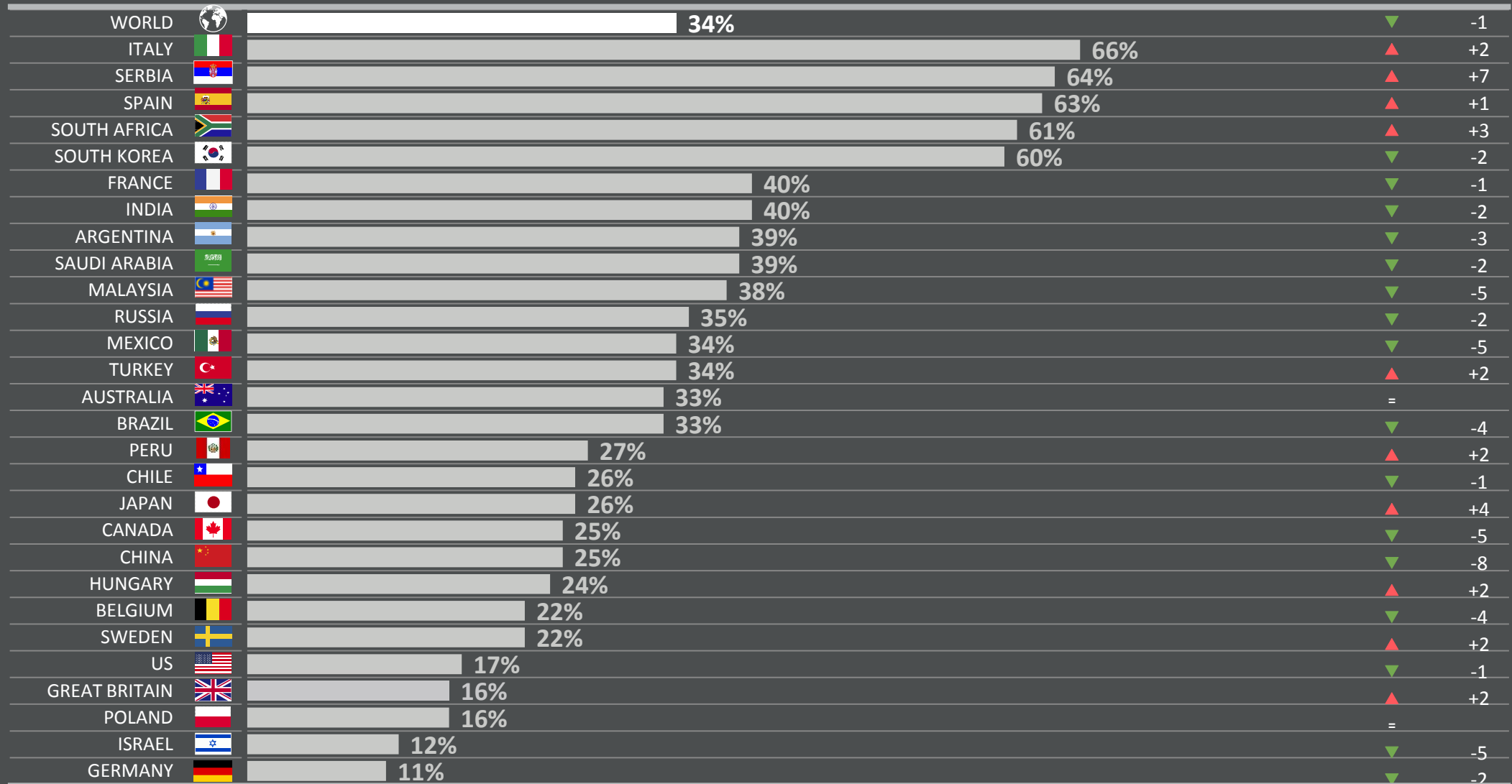
## 2 | UNEMPLOYMENT AND JOBS

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

% change compared  
with previous month:

(% ) worried in March 2018 in each country

Feb 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2018: 20,314; February 2018: 19,928.

Source: Global Advisor





























## 3 | POVERTY &amp; SOCIAL INEQUALITY

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

Feb 2018

WORLD		34%	=	
SERBIA		58%	▲	+3
RUSSIA		56%	▼	-4
GERMANY		54%	▲	+7
HUNGARY		49%	▼	-2
ISRAEL		42%	▲	+5
BELGIUM		40%	▲	+6
MEXICO		40%	▲	+1
SOUTH KOREA		38%	▼	-4
FRANCE		36%	▲	+1
ITALY		36%	▲	+5
ARGENTINA		35%	=	
JAPAN		35%	▼	-5
SOUTH AFRICA		35%	▲	+2
SPAIN		35%	=	
CHILE		34%	▼	-5
GREAT BRITAIN		33%	▲	+1
CANADA		31%	▲	+1
POLAND		31%	▼	-4
BRAZIL		29%	▲	+4
INDIA		29%	▼	-4
MALAYSIA		28%	▼	-4
PERU		28%	▲	+1
TURKEY		27%	▼	-3
AUSTRALIA		25%	▼	-1
SWEDEN		25%	▲	+7
SAUDI ARABIA		21%	▲	+1
US		19%	▼	-2

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2018: 20,314; February 2018: 19,928.

Source: Global Advisor

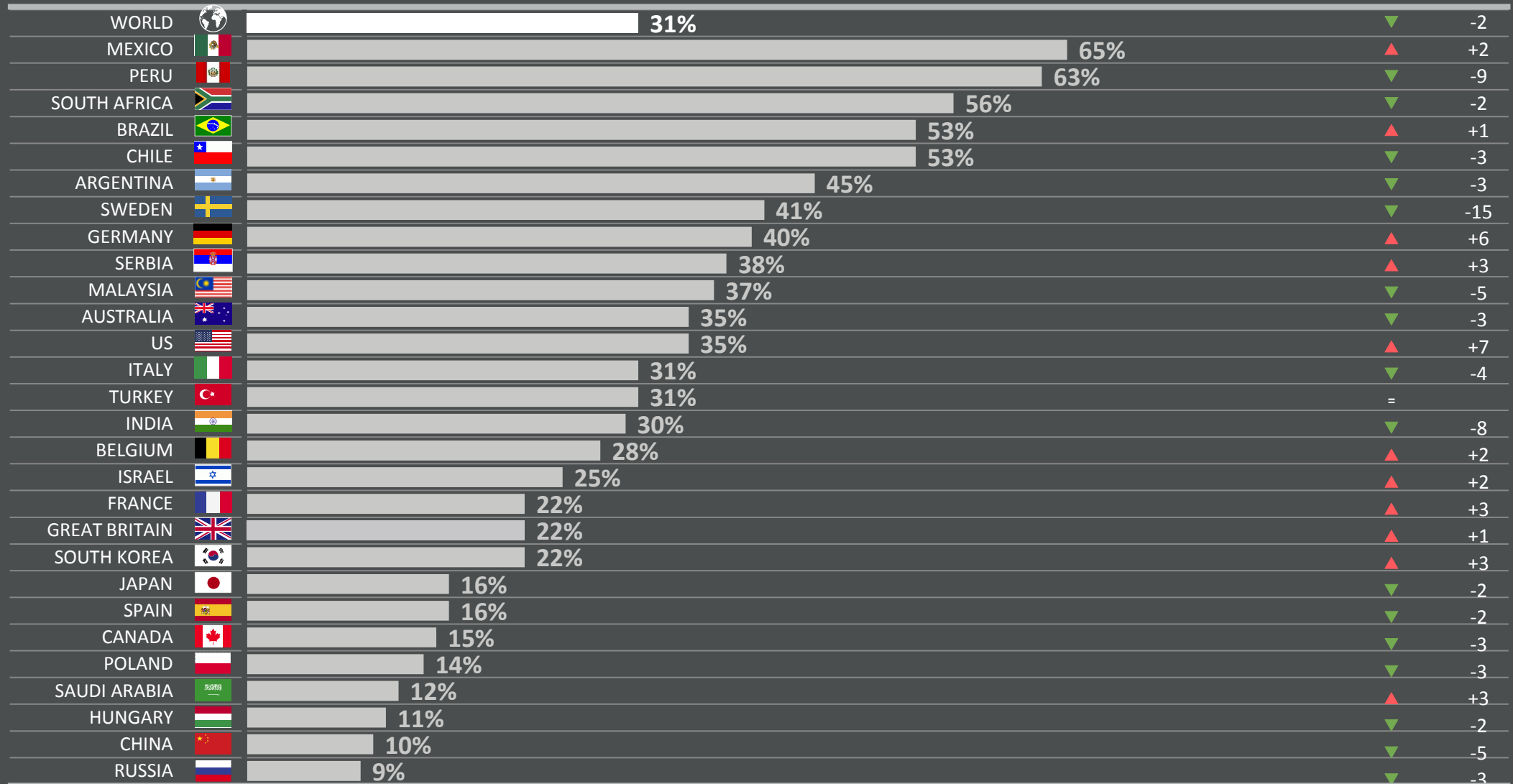
## 4 | CRIME &amp; VIOLENCE

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

Feb 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2018: 20,314; February 2018: 19,928.

Source: Global Advisor

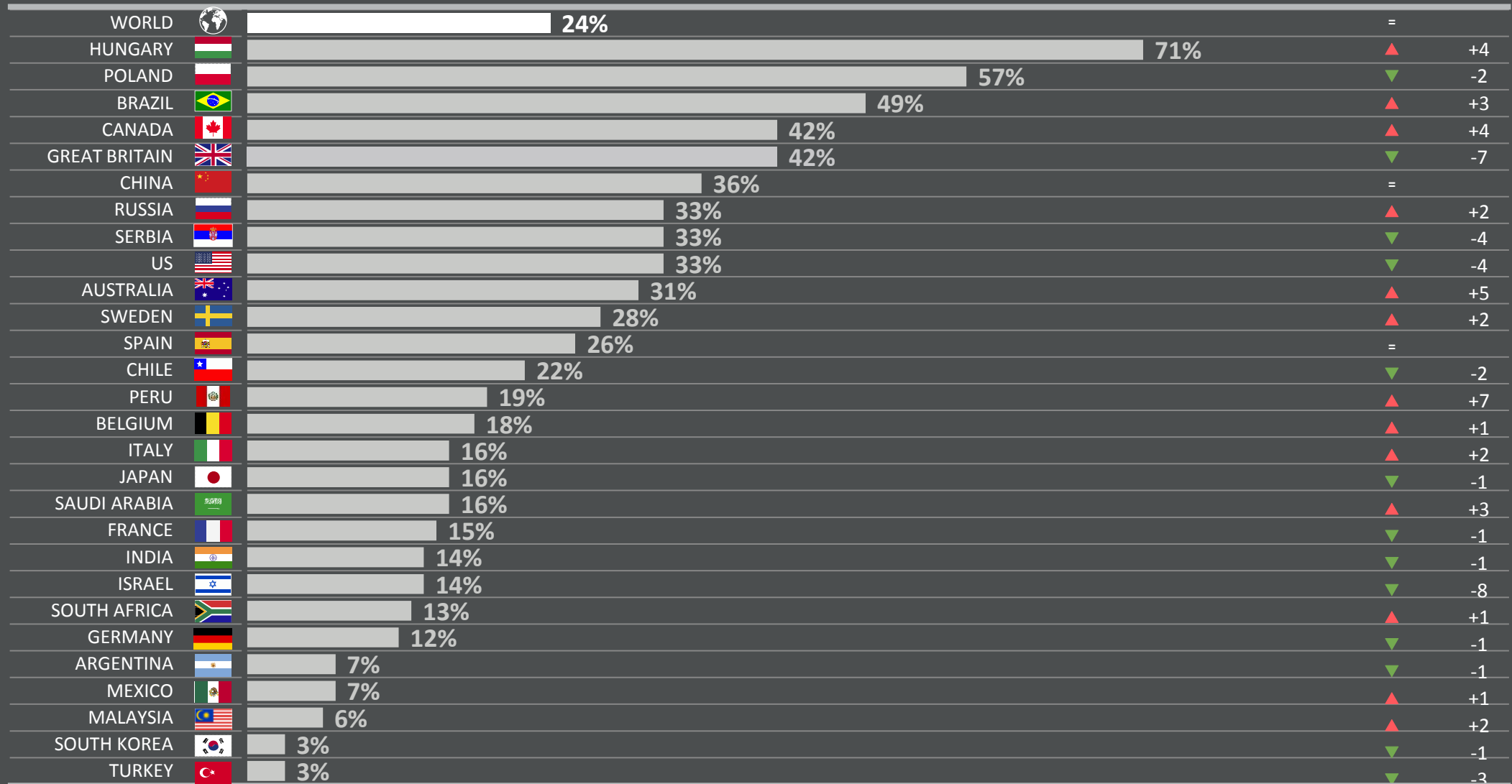
## 5 | HEALTHCARE

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

% change compared  
with previous month:

(% ) worried in March 2018 in each country

Feb 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2018: 20,314; February 2018: 19,928.

Source: Global Advisor

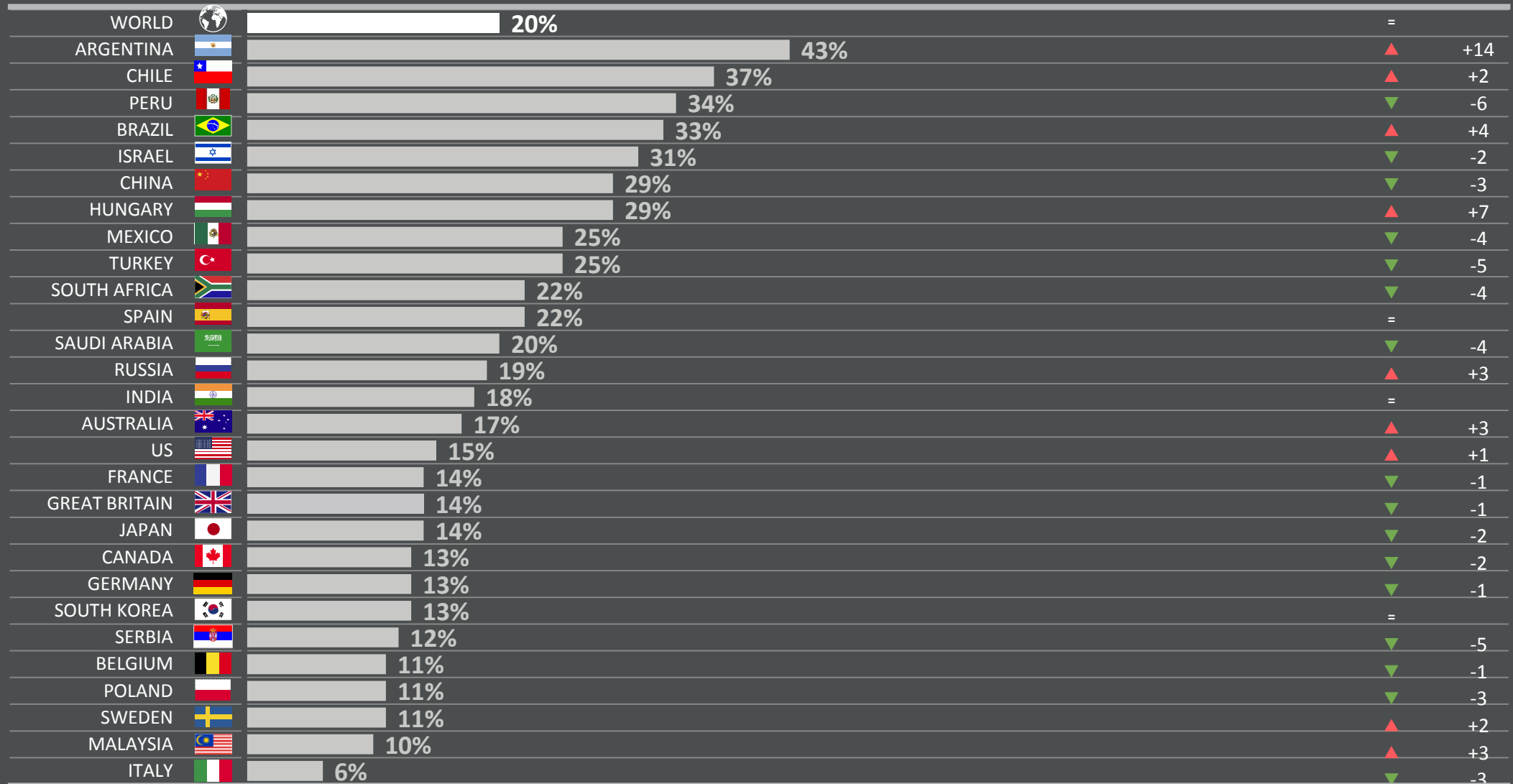
## 6 | EDUCATION

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

% change compared  
with previous month:

(% ) worried in March 2018 in each country

Feb 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2018: 20,314; February 2018: 19,928.

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 March 2018 in each country

Feb 2018

WORLD		18%	=	
SAUDI ARABIA		41%	▲	+3
CANADA		35%	▲	+1
ITALY		34%	▼	-2
FRANCE		31%	▲	+2
BELGIUM		29%	▼	-4
JAPAN		27%	▼	-5
POLAND		27%	▲	+6
MALAYSIA		24%	▼	-4
ARGENTINA		23%	▲	+1
TURKEY		22%	▼	-1
BRAZIL		19%	=	
INDIA		17%	▲	+2
ISRAEL		17%	▲	+2
MEXICO		17%	▲	+2
AUSTRALIA		16%	=	
RUSSIA		16%	▲	+1
SOUTH AFRICA		16%	▲	+10
SPAIN		16%	▲	+3
US		14%	▼	-4
SWEDEN		13%	▲	+2
SOUTH KOREA		12%	▼	-3
GREAT BRITAIN		11%	▲	+1
GERMANY		9%	▼	-2
CHILE		7%	▲	+1
HUNGARY		7%	=	
PERU		7%	▲	+4
SERBIA		7%	▲	+1

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2018: 20,314; February 2018: 19,928.

Source: Global Advisor






























## 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 March 2018 in each country

Feb 2018

WORLD		15%	=	
CHINA		35%	▲	+1
JAPAN		28%	▲	+5
SERBIA		23%	▼	-4
SOUTH KOREA		23%	▲	+4
US		23%	▲	+2
MALAYSIA		22%	▼	-6
SAUDI ARABIA		22%	▲	+5
ISRAEL		18%	=	
POLAND		18%	▲	+3
GERMANY		17%	▲	+1
GREAT BRITAIN		15%	▲	+1
RUSSIA		15%	▲	+1
FRANCE		14%	▲	+1
AUSTRALIA		13%	▼	-4
BELGIUM		13%	▲	+4
HUNGARY		13%	=	
CANADA		11%	▲	+1
SWEDEN		11%	▲	+1
INDIA		10%	▼	-2
ITALY		10%	▼	-2
ARGENTINA		9%	▼	-1
PERU		9%	▼	-4
TURKEY		9%	=	
BRAZIL		8%	=	
MEXICO		8%	=	
SOUTH AFRICA		7%	▼	-2
SPAIN		7%	▼	-1
CHILE		6%	▼	-4

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2018: 20,314; February 2018: 19,928.

Source: Global Advisor






























## 9 | TERRORISM

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

Feb 2018

WORLD		14%	▼	-1
TURKEY		52%	▲	+6
ISRAEL		39%	▼	-4
FRANCE		33%	▼	-1
INDIA		29%	▲	+6
US		29%	=	
GREAT BRITAIN		28%	▼	-2
BELGIUM		25%	▼	-3
GERMANY		22%	▼	-5
SAUDI ARABIA		21%	▲	+3
SWEDEN		19%	▼	-6
AUSTRALIA		16%	=	
SPAIN		10%	=	
CANADA		8%	▼	-3
JAPAN		8%	▼	-1
MALAYSIA		8%	▲	+1
RUSSIA		8%	▼	-1
ITALY		7%	▼	-1
CHINA		5%	▲	+1
POLAND		5%	▼	-2
PERU		5%	▼	-2
CHILE		4%	▲	+1
SERBIA		3%	▼	-1
HUNGARY		2%	▼	-2
MEXICO		2%	▼	-3
ARGENTINA		1%	▼	-1
BRAZIL		1%	=	
SOUTH AFRICA		1%	▲	+1
SOUTH KOREA		1%	▼	-2

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2018: 20,314; February 2018: 19,928.

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 March 2018 in each country

Feb 2018

WORLD		14%	▲	+1
CHILE		36%	▲	+11
GERMANY		35%	▼	-2
ITALY		32%	▲	+3
GREAT BRITAIN		27%	▲	+2
SWEDEN		27%	▼	-1
BELGIUM		24%	▼	-2
CANADA		24%	=	
FRANCE		24%	▲	+2
US		23%	▼	-2
AUSTRALIA		22%	=	
TURKEY		16%	▲	+1
HUNGARY		13%	▲	+1
MALAYSIA		12%	▲	+7
ISRAEL		11%	▲	+1
PERU		11%	▲	+4
SPAIN		9%	=	
RUSSIA		7%	=	
JAPAN		6%	▲	+1
POLAND		5%	=	
SAUDI ARABIA		5%	=	
ARGENTINA		4%	▼	-3
SOUTH AFRICA		4%	▼	-1
INDIA		3%	=	
SERBIA		2%	▼	-1
BRAZIL		1%	=	
CHINA		1%	▼	-1
MEXICO		1%	=	
SOUTH KOREA		1%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2018: 20,314; February 2018: 19,928.

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 March 2018 in each country

Feb 2018

WORLD		11%	▲	+1
ARGENTINA		48%	▼	-4
CHINA		34%	▲	+8
MALAYSIA		25%	▲	+9
RUSSIA		17%	▲	+1
MEXICO		15%	▼	-2
TURKEY		15%	=	
AUSTRALIA		14%	▲	+2
CANADA		14%	▲	+2
SAUDI ARABIA		12%	▼	-3
SOUTH KOREA		11%	▲	+5
GREAT BRITAIN		10%	▲	+2
BRAZIL		9%	=	
INDIA		9%	▼	-2
JAPAN		9%	▲	+1
SOUTH AFRICA		9%	=	
PERU		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		3%	▲	+1
ISRAEL		2%	▲	+1

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2018: 20,314; February 2018: 19,928.

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 March 2018 in each country

Feb 2018

WORLD		10%	▲	+1
CHINA		41%	▲	+3
SWEDEN		21%	▲	+8
BELGIUM		14%	▲	+3
GERMANY		14%	▼	-1
POLAND		13%	▲	+2
SOUTH KOREA		13%	▲	+1
CANADA		12%	=	
FRANCE		12%	=	
INDIA		12%	▼	-2
AUSTRALIA		11%	=	
CHILE		10%	▼	-2
JAPAN		10%	▼	-1
US		10%	▲	+1
GREAT BRITAIN		8%	▼	-3
MALAYSIA		7%	▲	+1
MEXICO		7%	▲	+2
RUSSIA		7%	▲	+1
PERU		6%	▼	-3
SERBIA		6%	=	
SPAIN		6%	▲	+3
SAUDI ARABIA		5%	▼	-4
BRAZIL		4%	=	
HUNGARY		4%	▼	-1
ISRAEL		4%	▲	+1
ITALY		4%	▼	-2
TURKEY		4%	=	
ARGENTINA		3%	=	
SOUTH AFRICA		2%	▼	-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2018: 20,314; February 2018: 19,928.

Source: Global Advisor






























## 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 March 2018 in each country)

Feb 2018

WORLD		9%	=	
JAPAN		32%	▲	+2
CHINA		31%	▲	+4
SOUTH KOREA		20%	=	
GREAT BRITAIN		18%	▲	+1
SWEDEN		18%	▼	-6
ISRAEL		11%	▲	+2
POLAND		11%	=	
RUSSIA		11%	▲	+3
SPAIN		11%	▲	+1
AUSTRALIA		9%	▼	-1
BELGIUM		8%	=	
CANADA		8%	=	
ITALY		7%	▲	+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		3%	▲	+1
BRAZIL		2%	=	
PERU		1%	▼	-2
SOUTH AFRICA		1%	▼	-2
TURKEY		1%	▼	-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2018: 20,314; February 2018: 19,928.

Source: Global Advisor






























## 14 | CLIMATE CHANGE

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

Feb 2018

WORLD		9%	=	
CHINA		25%	▼	-2
CANADA		20%	▲	+1
GERMANY		17%	▼	-2
JAPAN		17%	▼	-2
AUSTRALIA		16%	=	
SWEDEN		14%	▲	+1
INDIA		12%	▲	+1
US		12%	▼	-2
FRANCE		11%	=	
BELGIUM		10%	▼	-2
SAUDI ARABIA		10%	▲	+1
GREAT BRITAIN		8%	=	
MEXICO		8%	▲	+3
SPAIN		8%	▼	-2
POLAND		7%	▼	-1
PERU		7%	▲	+1
SOUTH KOREA		7%	▼	-3
CHILE		6%	=	
ITALY		4%	▼	-1
SOUTH AFRICA		4%	▼	-1
TURKEY		4%	▲	+1
ISRAEL		3%	=	
RUSSIA		3%	▲	+1
SERBIA		3%	▼	-1
ARGENTINA		2%	▲	+1
HUNGARY		2%	▼	-2
MALAYSIA		2%	▼	-1
BRAZIL		1%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2018: 20,314; February 2018: 19,928.

Source: Global Advisor





























## 15 | 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 March 2018 in each country

Feb 2018

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

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2018: 20,314; February 2018: 19,928.

Source: Global Advisor





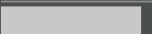


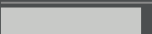


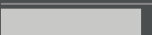


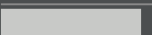


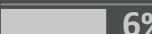














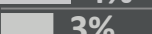





























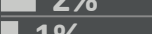




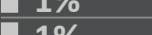










## 16 | CHILDHOOD OBESITY

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

% change compared  
with previous month:

(% ) worried in March 2018 in each country

Feb 2018

WORLD			3%		-1
CHILE			8%		+2
POLAND			8%		+1
SAUDI ARABIA			8%		-4
SWEDEN			8%		+2
INDIA			6%	=	
AUSTRALIA			5%		-2
CHINA			5%		-2
MEXICO			5%		-1
CANADA			4%	=	
GREAT BRITAIN			4%	=	
BELGIUM			3%		+1
GERMANY			3%	=	
MALAYSIA			3%		-2
TURKEY			3%		+1
ARGENTINA			2%		+1
FRANCE			2%	=	
ISRAEL			2%		-2
PERU			2%	=	
RUSSIA			2%		-1
SERBIA			2%		-1
US			2%		-1
BRAZIL			1%	=	
HUNGARY			1%		-3
ITALY			1%	=	
JAPAN			1%	=	
SOUTH AFRICA			1%		+1
SOUTH KOREA			1%	=	
SPAIN			1%		-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2018: 20,314; February 2018: 19,928.

Source: Global Advisor




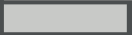

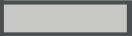

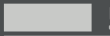
















































## 17 | ACCESS TO CREDIT

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

% change compared  
with previous month:

(% ) worried in March 2018 in each country

Feb 2018

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

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2018: 20,314; February 2018: 19,928.

Source: Global Advisor





# 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.

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.

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 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.

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.



# APPENDIX

## FOR MORE INFORMATION

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