

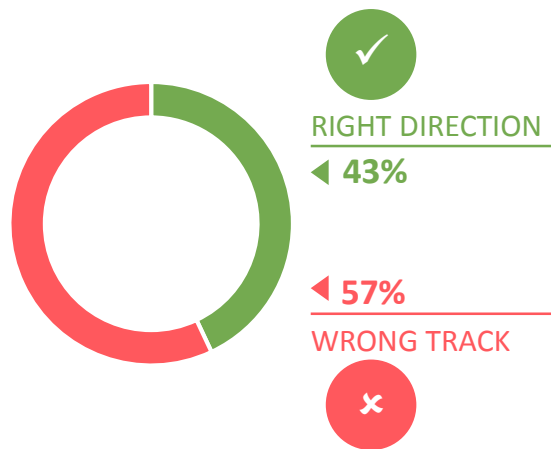
US SUMMARY: MAY 2018

The majority (57%) of Americans think things in the country are on the wrong track.

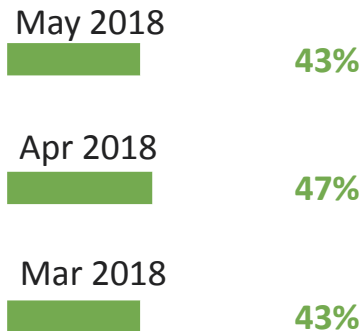
Healthcare, along with crime & violence, remain top concerns in the United States.

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

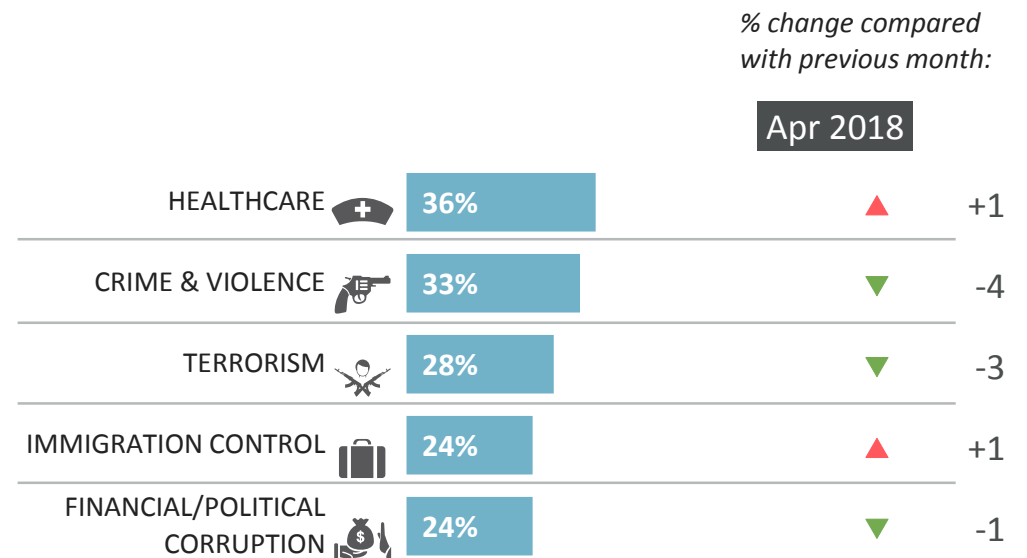
**RIGHT DIRECTION/
WRONG TRACK**
May 2018



RIGHT DIRECTION



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

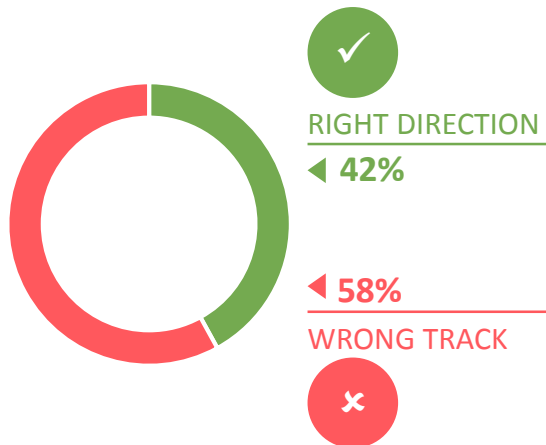
WORLD SUMMARY: MAY 2018

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

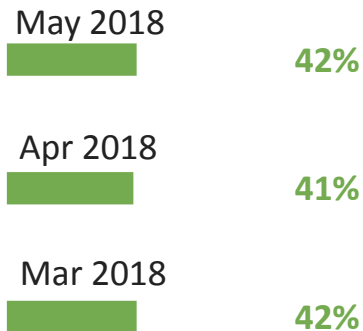
The top global concerns are evenly distributed between corruption, unemployment, inequality, and crime.

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

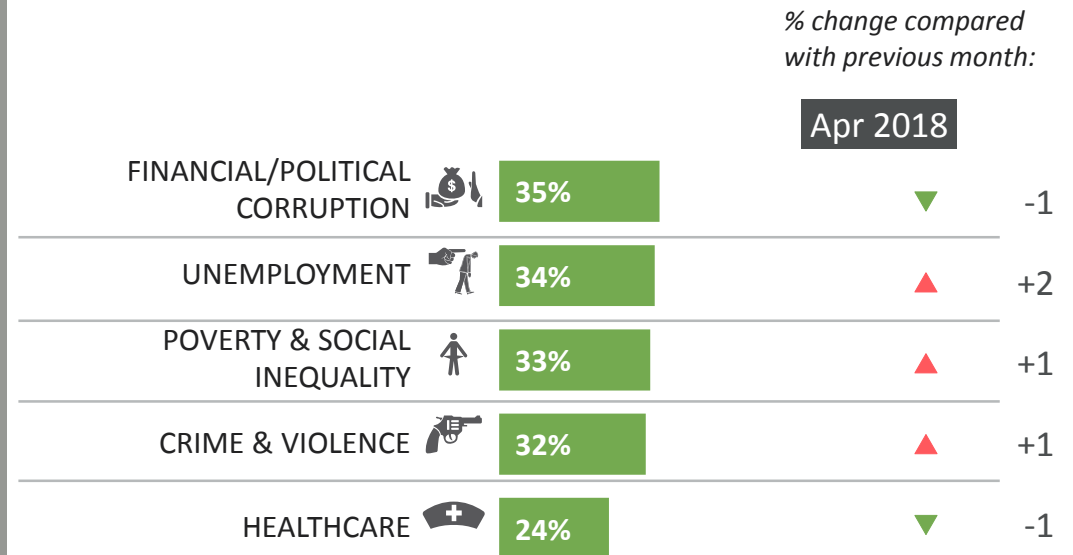
**RIGHT DIRECTION/
WRONG TRACK**
May 2018



RIGHT DIRECTION

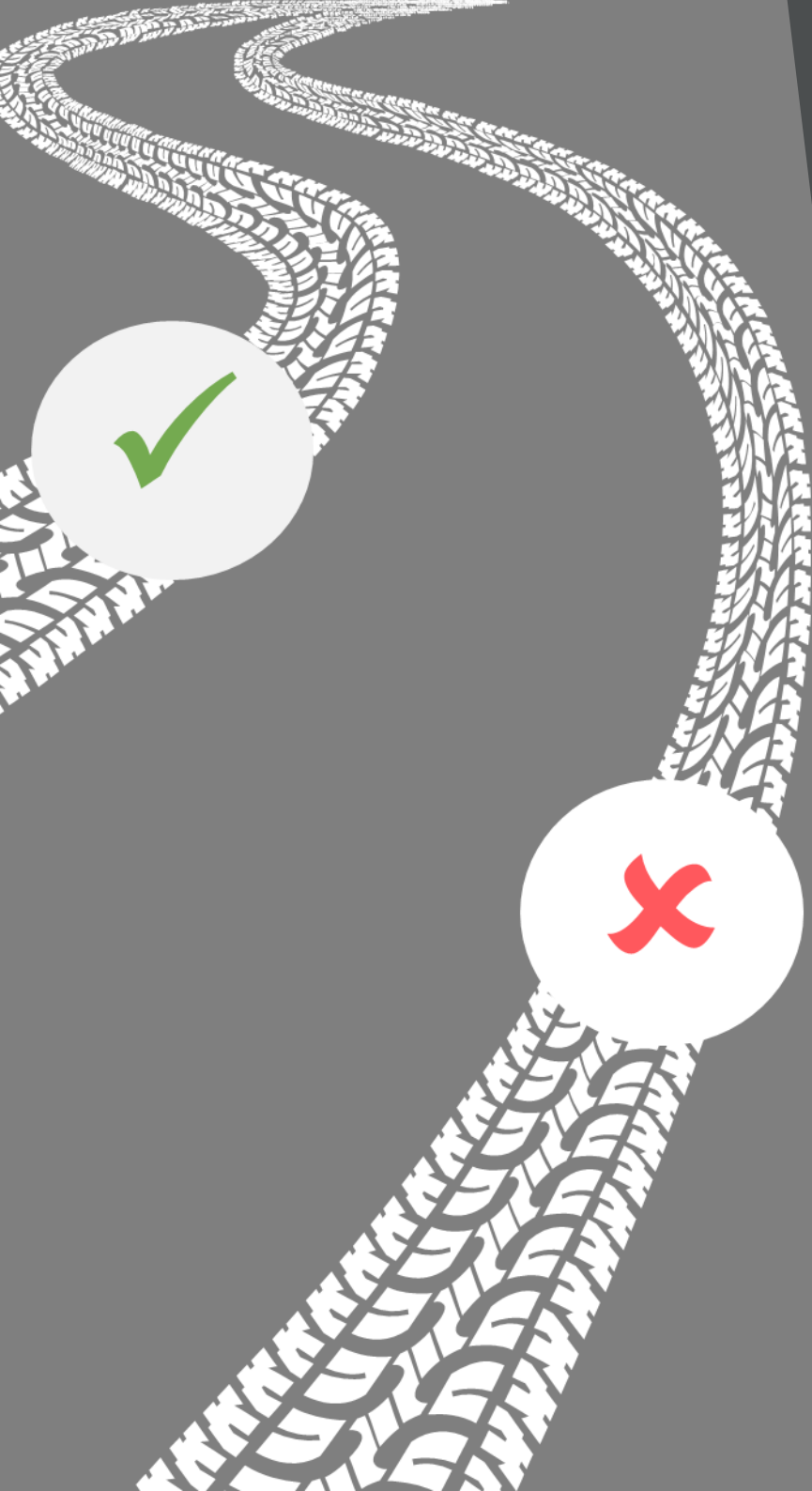


Which three of the following topics do you find the most worrying in your country?*



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

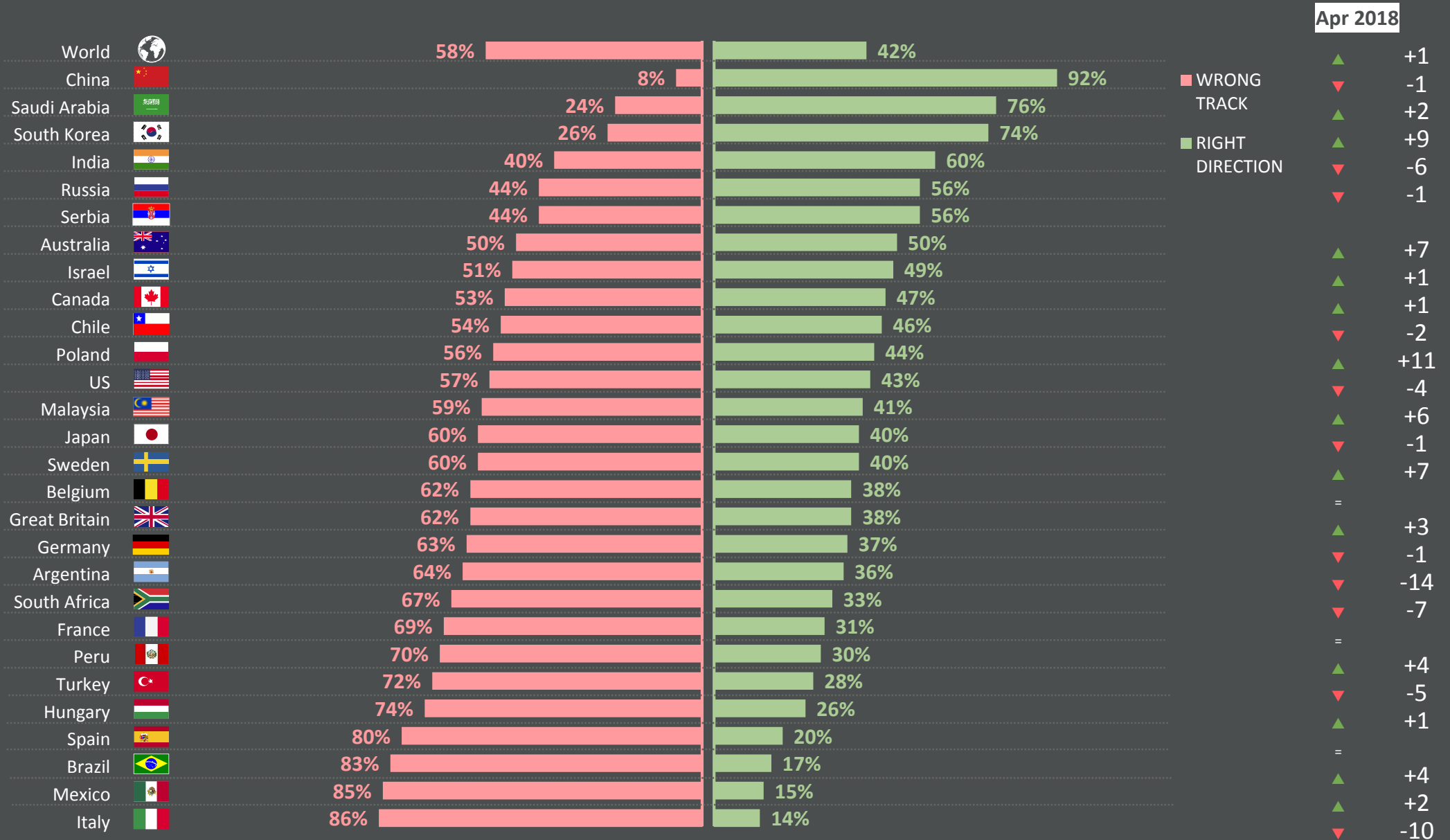
- Country comparisons
- Trends over time: US
- Trends over time: World

COUNTRY COMPARISON

RIGHT DIRECTION/WRONG TRACK

Ipsos Public Affairs

% change compared with previous month:



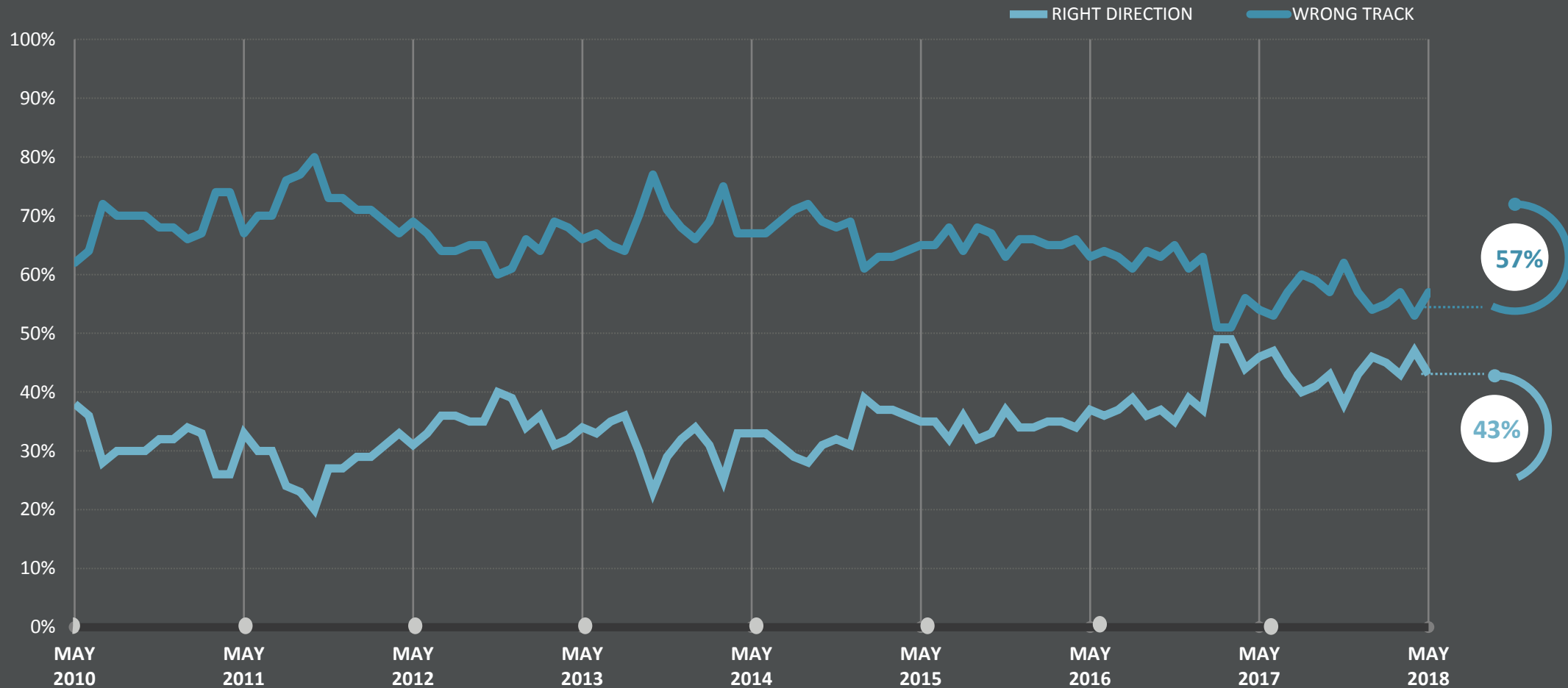
Base: Representative sample of 21,268 adults aged 16-64 in 28 participating countries, April 20th 2018 - May 4th 2018.

Source: Global Advisor

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

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

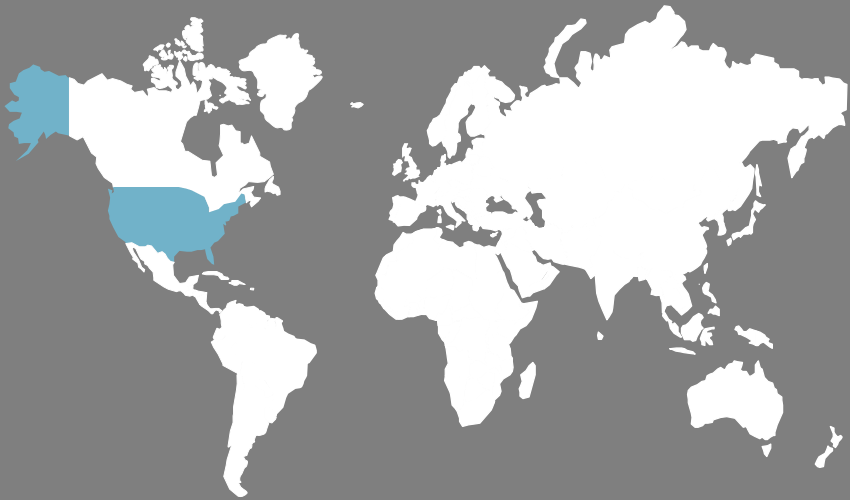
WORLD: RIGHT DIRECTION/ WRONG TRACK

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 adults 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

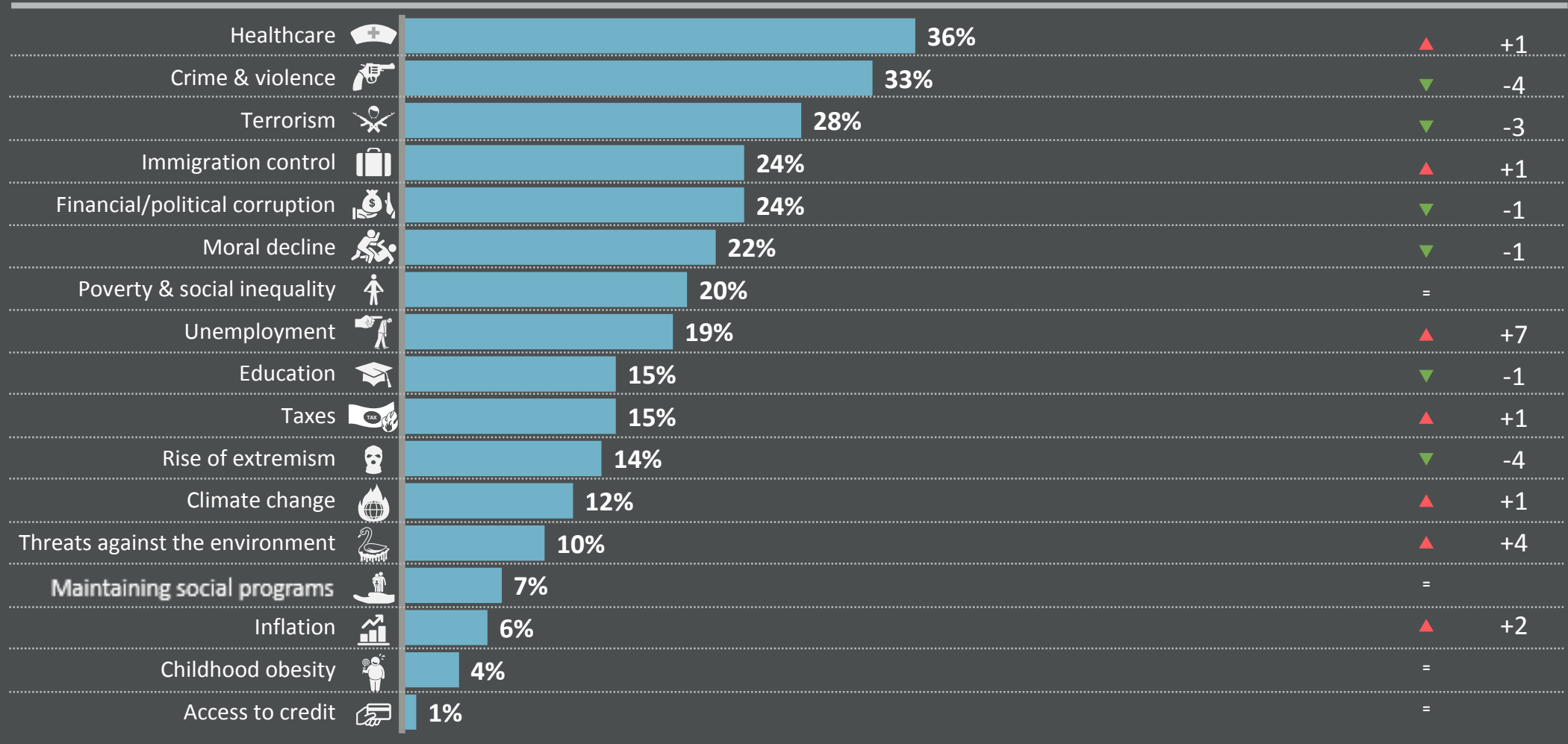
US WORRIES

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

% change compared with previous month:

Mentioned in May 2018 (%)

Apr 2018



Base: Representative sample of American adults aged 18-64. May 2018: 1,005; April 2018: 1,009.

Source: Global Advisor

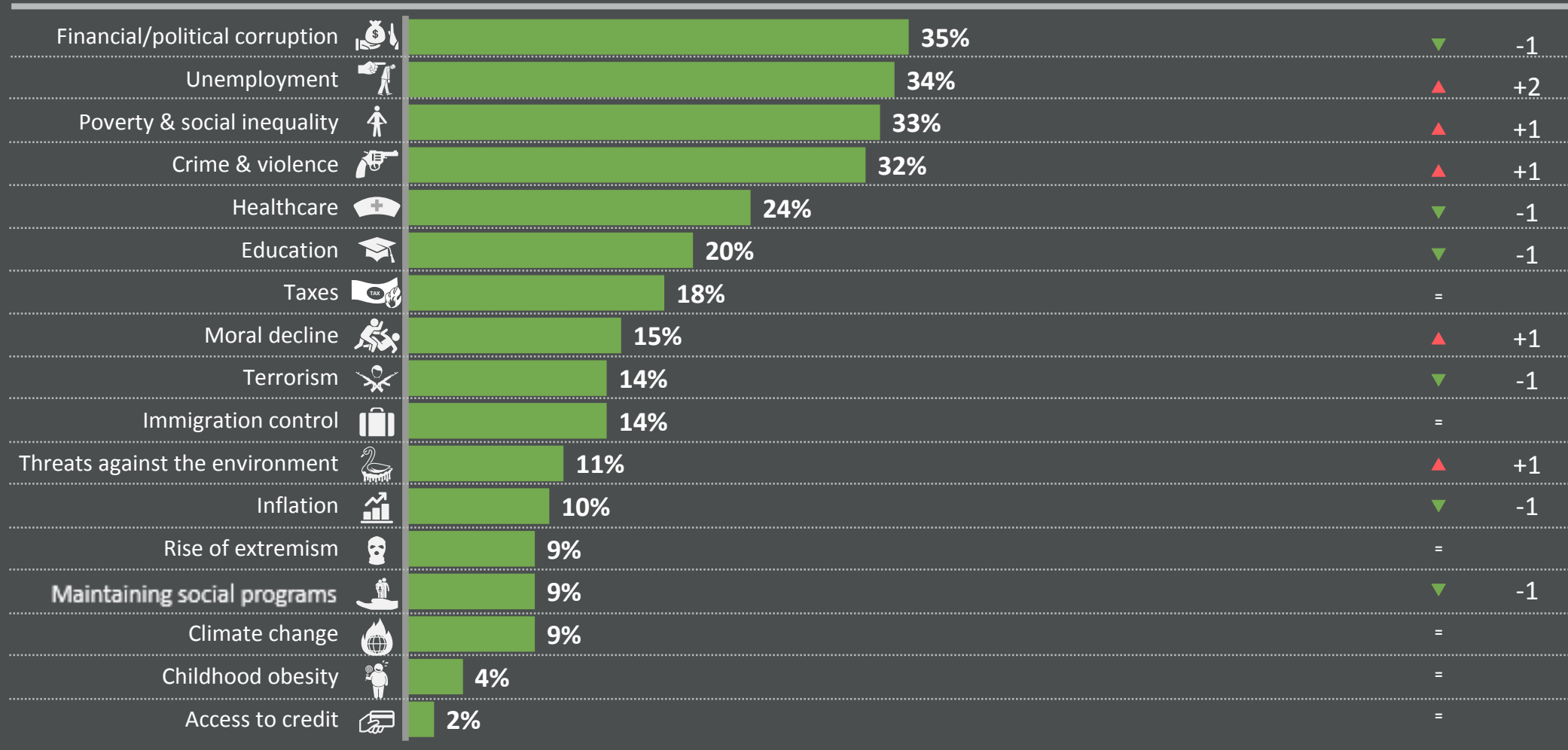
WORLD WORRIES

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

% change compared with previous month:

Mentioned in May 2018 (%)

Apr 2018



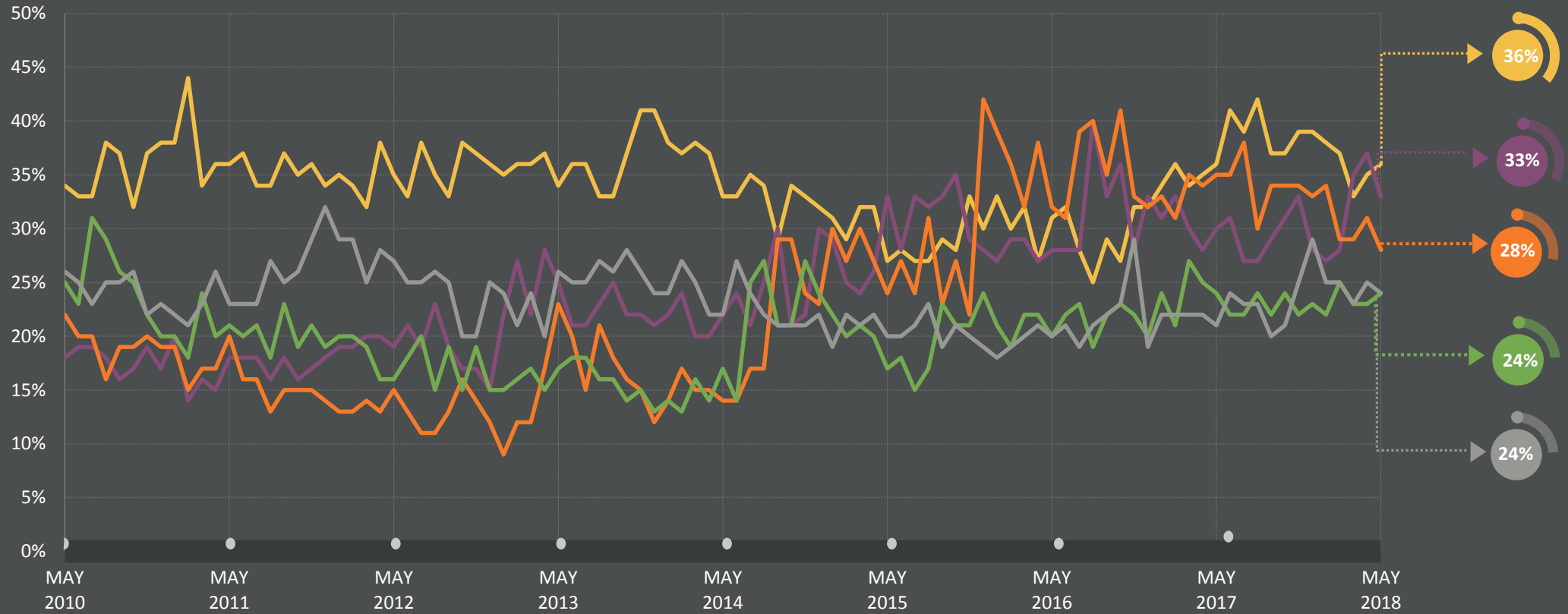
Base: Representative sample of adults aged 16-64. May 2018: 21,268; April 2018: 19,771.


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?







Healthcare




Crime & violence



Terrorism



Immigration control



Financial/political corruption

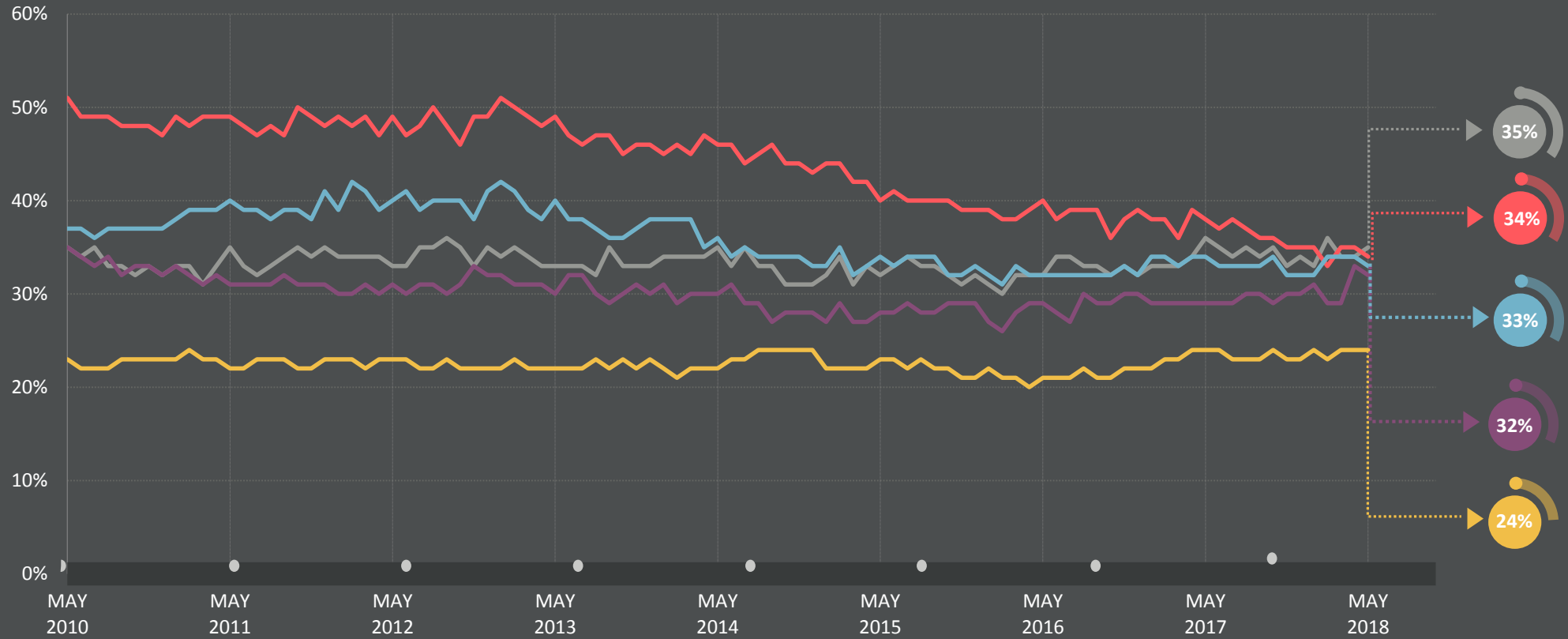
Base: Representative sample of American adults aged 18-64. c.1000 per month


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?






Financial/political corruption




Unemployment



Poverty & social inequality



Crime & violence



Healthcare

Base: Representative sample of adults aged 16-64, 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 May 2018 in each country

Apr 2018

Country	May 2018 (%)	Apr 2018 (%)	% Change
WORLD	24%		-1
HUNGARY	69%		-5
POLAND	57%		=
BRAZIL	48%		+3
CHINA	41%		+7
GREAT BRITAIN	39%		-6
CANADA	37%		-3
RUSSIA	37%		+2
US	36%		+1
SERBIA	34%		
SWEDEN	28%		-1
AUSTRALIA	26%		-2
SPAIN	23%		=
CHILE	22%		-2
BELGIUM	21%		-4
FRANCE	16%		=
INDIA	16%		-1
ISRAEL	16%		-2
ITALY	16%		=
JAPAN	16%		=
SAUDI ARABIA	15%		-3
SOUTH AFRICA	15%		-1
GERMANY	14%		-1
PERU	14%		-2
MEXICO	9%		-1
ARGENTINA	7%		-1
MALAYSIA	5%		-1
SOUTH KOREA	3%		-1
TURKEY	3%		-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

Source: Global Advisor

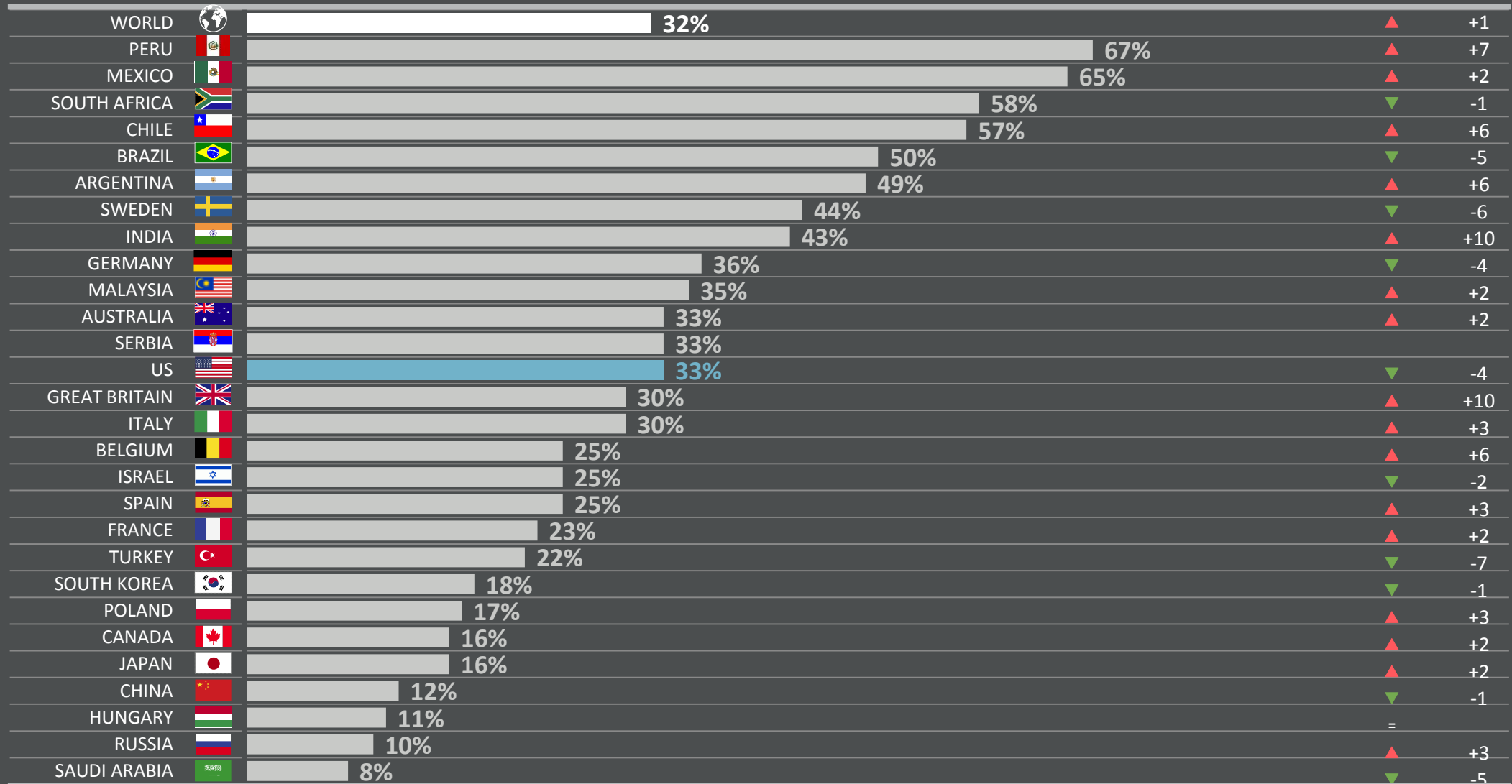
2 | CRIME & VIOLENCE

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

% change compared with previous month:

(%) worried in May 2018 in each country

Apr 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

Source: Global Advisor

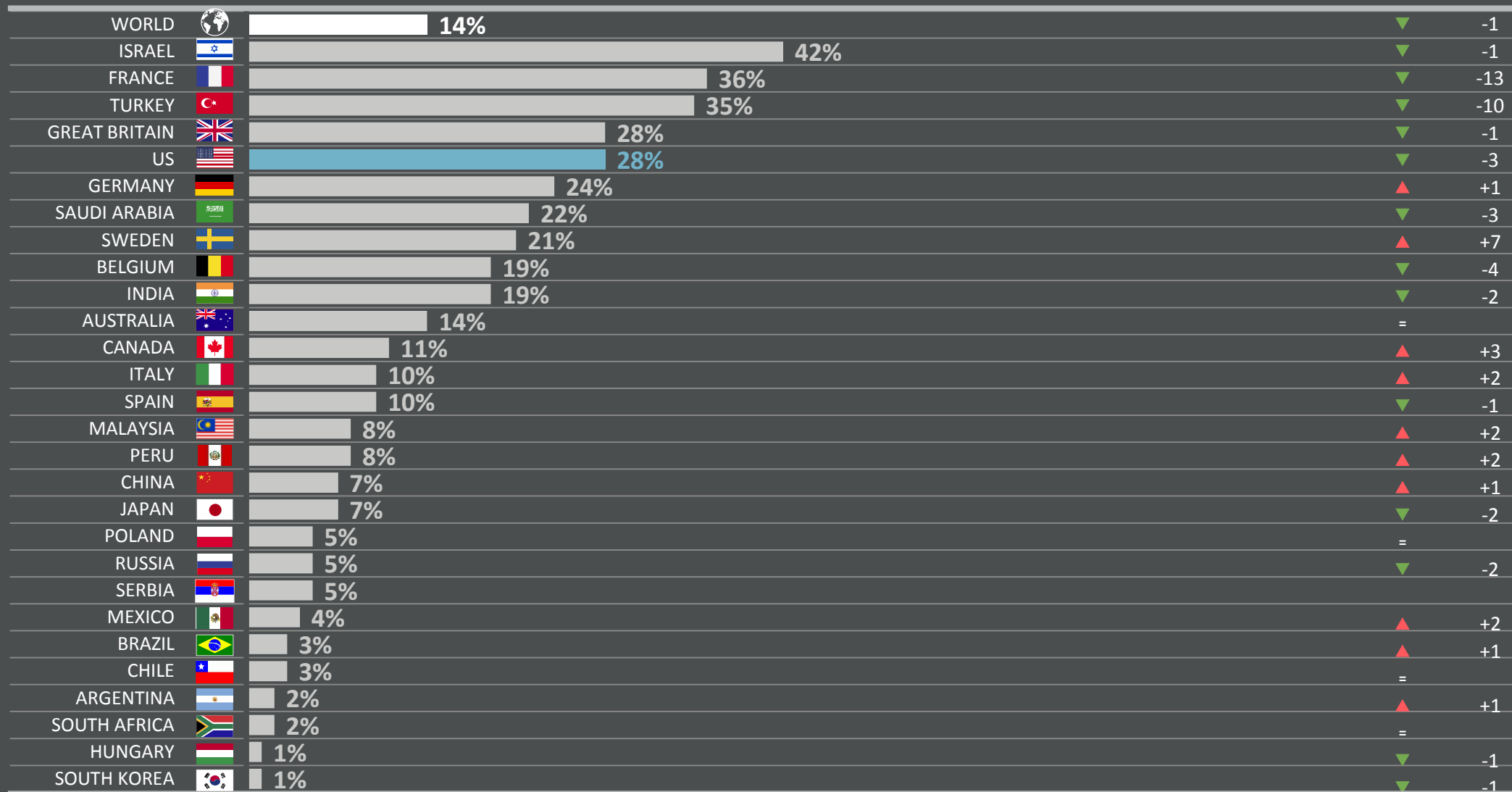
3 | TERRORISM

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

% change compared with previous month:

(%) worried in May 2018 in each country

Apr 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

Source: Global Advisor

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 May 2018 in each country

Apr 2018

Country	May 2018 (%)	Apr 2018 (%)	% Change
WORLD	14%		=
GERMANY	40%		▲ +2
SWEDEN	35%		▲ +7
CANADA	32%		▲ +6
ITALY	32%		▲ +4
GREAT BRITAIN	26%		=
BELGIUM	25%		▲ +8
CHILE	24%		▼ -8
US	24%		▲ +1
AUSTRALIA	23%		▼ -1
FRANCE	22%		▼ -4
TURKEY	16%		▼ -1
ISRAEL	15%		▲ +4
HUNGARY	12%		▲ +3
SPAIN	11%		=
MALAYSIA	8%		=
JAPAN	7%		=
SOUTH AFRICA	7%		▲ +2
POLAND	6%		▲ +1
ARGENTINA	5%		▲ +1
PERU	5%		▼ -2
RUSSIA	5%		▲ +1
INDIA	4%		▲ +1
SAUDI ARABIA	4%		▼ -3
SERBIA	3%		
CHINA	2%		=
BRAZIL	1%		=
MEXICO	1%		=
SOUTH KOREA	1%		=

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

Source: Global Advisor

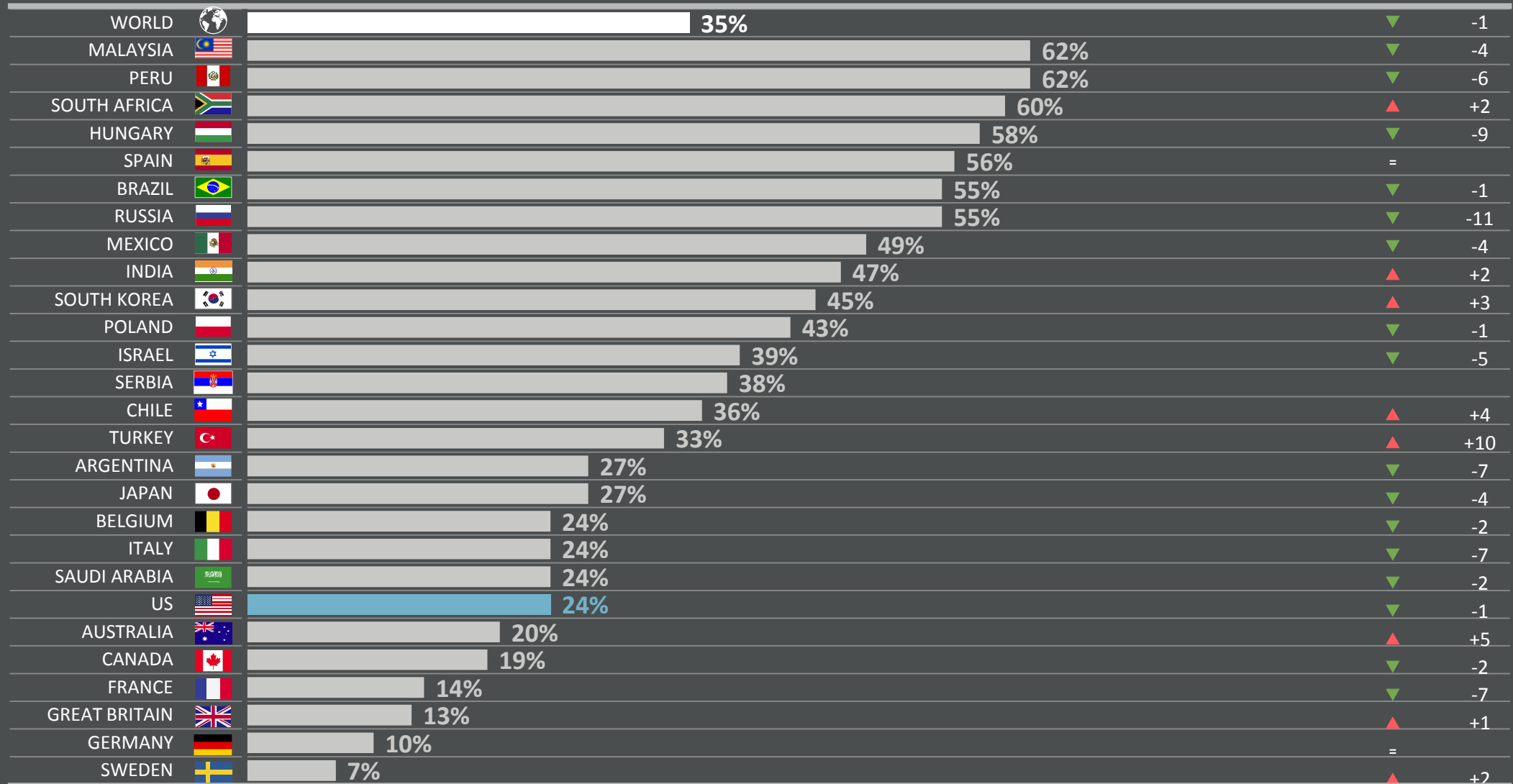
5 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared with previous month:

(%) worried in May 2018 in each country

Apr 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

Source: Global Advisor

WORLD WORRIES

COUNTRY COMPARISON

Country comparison of all 17 concerns



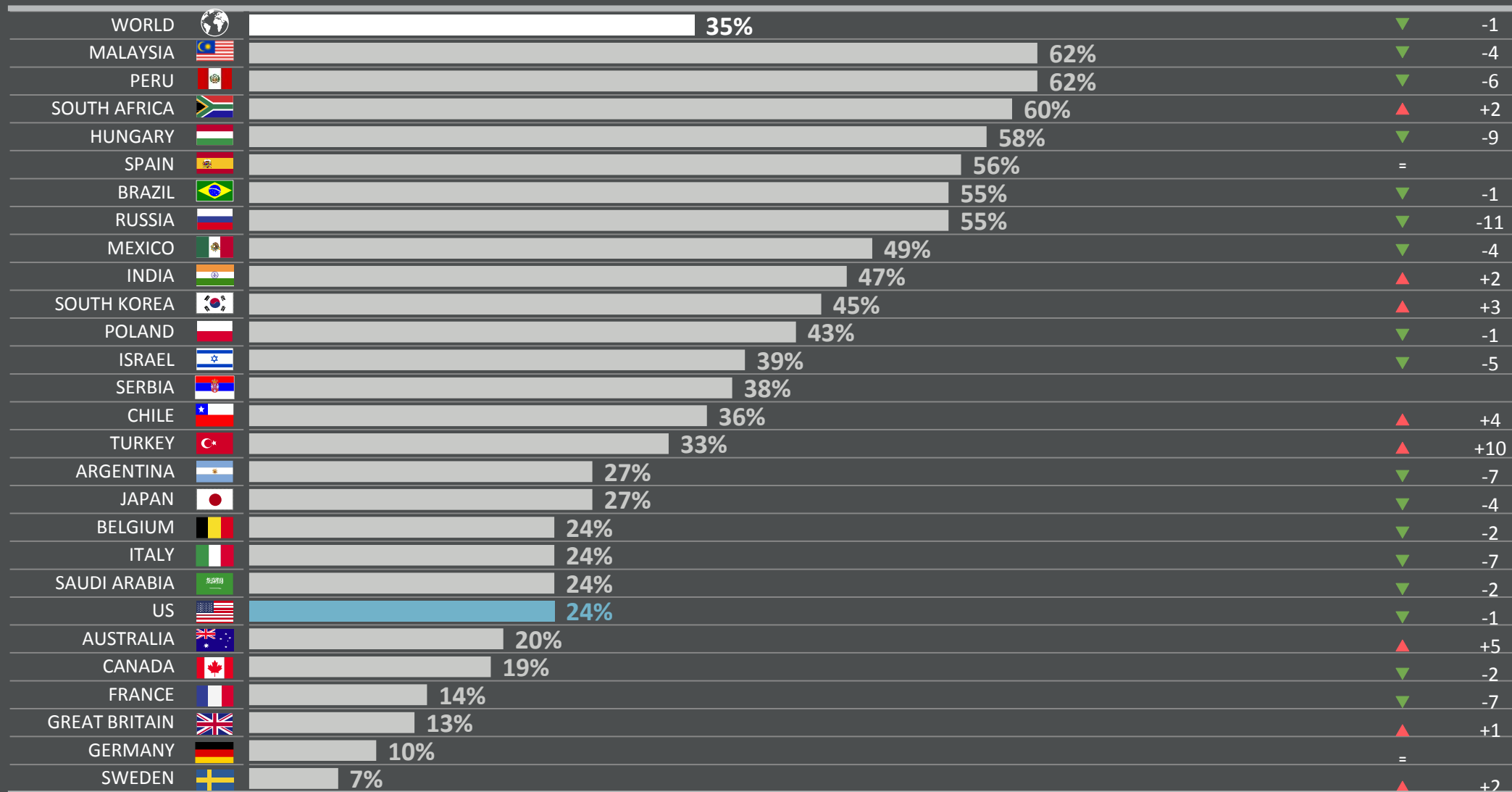
1 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared with previous month:

(%) worried in May 2018 in each country

Apr 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

Source: Global Advisor

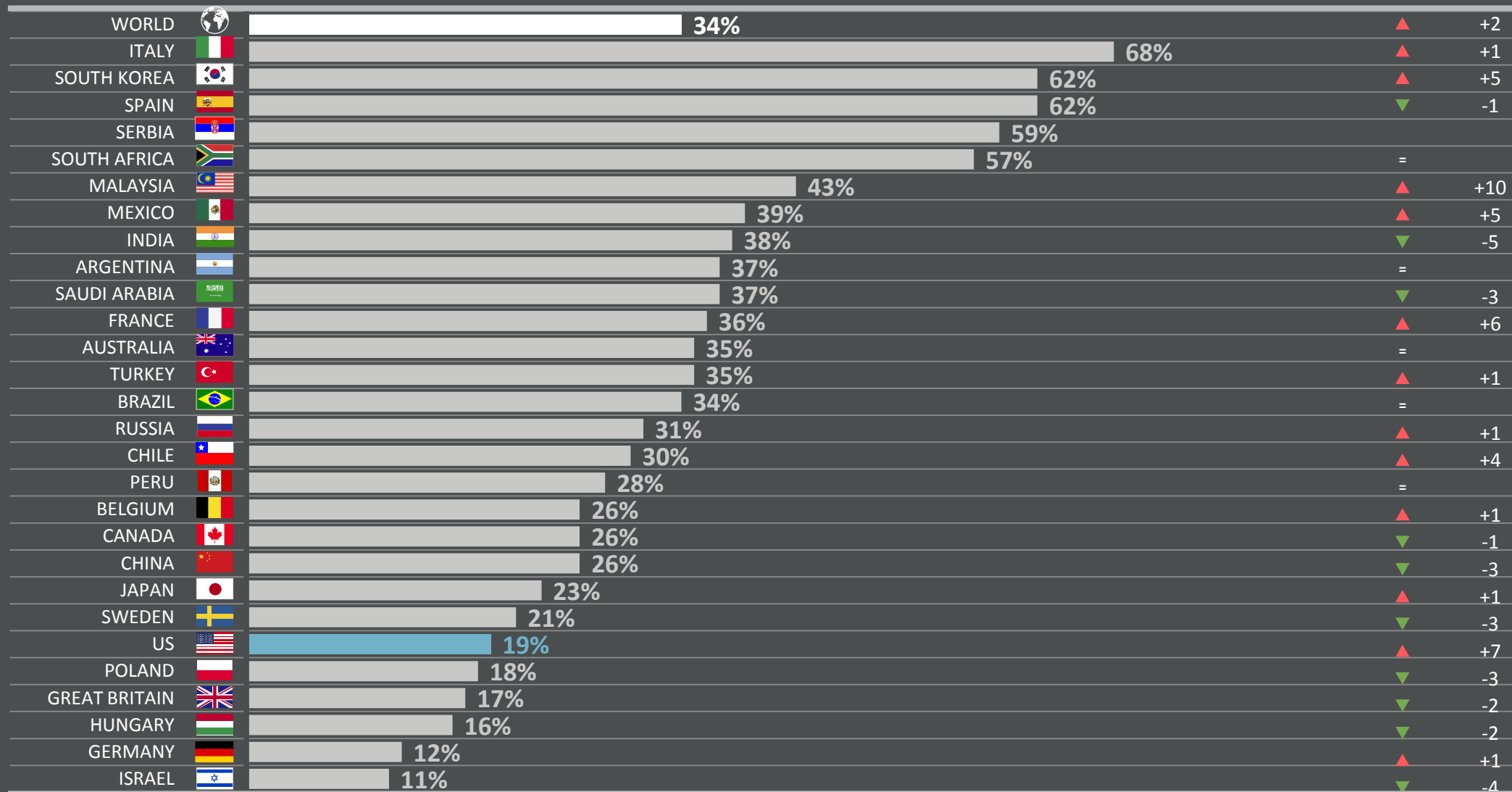
2 | UNEMPLOYMENT AND JOBS

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

% change compared with previous month:

(%) worried in May 2018 in each country

Apr 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

Source: Global Advisor

3 | POVERTY & SOCIAL INEQUALITY

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

% change compared with previous month:

(%) worried in May 2018 in each country

Apr 2018

Country	May 2018 (%)	Apr 2018 (%)	% change
WORLD	33%		+1
RUSSIA	56%		+1
SERBIA	56%		
HUNGARY	49%		+7
GERMANY	47%		-1
MEXICO	43%		+2
FRANCE	39%		+7
CHILE	38%		+2
SOUTH KOREA	37%		-2
ITALY	36%		+1
JAPAN	36%		=
SPAIN	36%		+3
ARGENTINA	35%		-1
PERU	35%		+6
TURKEY	35%		+5
SOUTH AFRICA	34%		+4
ISRAEL	33%		-6
POLAND	33%		=
BELGIUM	31%		-6
GREAT BRITAIN	29%		-1
INDIA	29%		+2
MALAYSIA	28%		+3
CANADA	27%		-3
AUSTRALIA	25%		-1
BRAZIL	24%		=
SWEDEN	22%		-7
SAUDI ARABIA	20%		-3
US	20%		=

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

Source: Global Advisor

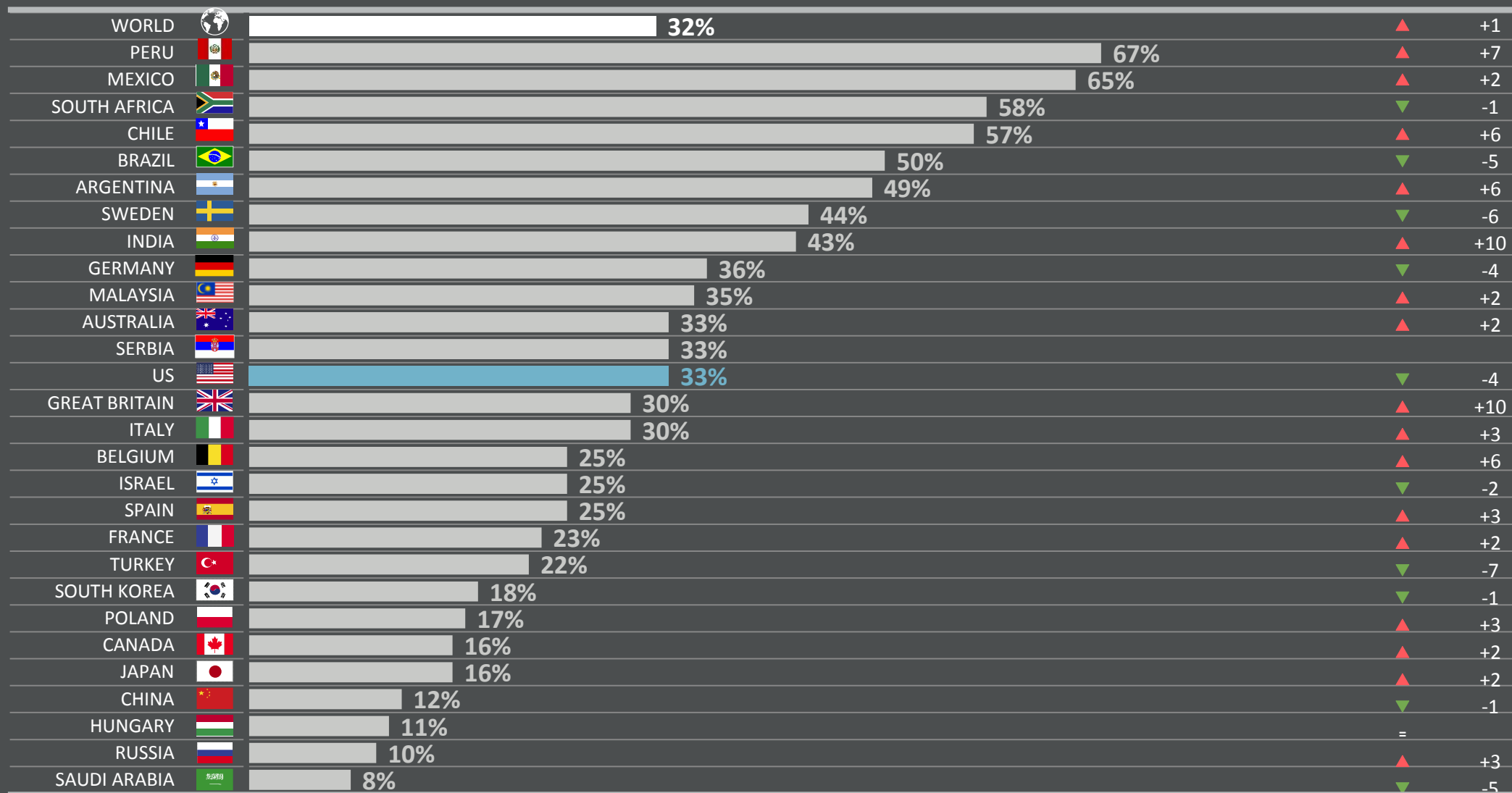
4 | CRIME & VIOLENCE

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

% change compared with previous month:

(%) worried in May 2018 in each country

Apr 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

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 May 2018 in each country

Apr 2018

Country	May 2018 (%)	Apr 2018 (%)	% change
WORLD	24%		-1
HUNGARY	69%		-5
POLAND	57%		=
BRAZIL	48%		+3
CHINA	41%		+7
GREAT BRITAIN	39%		-6
CANADA	37%		-3
RUSSIA	37%		+2
US	36%		+1
SERBIA	34%		
SWEDEN	28%		-1
AUSTRALIA	26%		-2
SPAIN	23%		=
CHILE	22%		-2
BELGIUM	21%		-4
FRANCE	16%		=
INDIA	16%		-1
ISRAEL	16%		-2
ITALY	16%		=
JAPAN	16%		=
SAUDI ARABIA	15%		-3
SOUTH AFRICA	15%		-1
GERMANY	14%		-1
PERU	14%		-2
MEXICO	9%		-1
ARGENTINA	7%		-1
MALAYSIA	5%		-1
SOUTH KOREA	3%		-1
TURKEY	3%		-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

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 May 2018 in each country

Apr 2018

Country	May 2018 (%)	Apr 2018 (%)	% change
WORLD	20%		-1
CHILE	38%		-6
PERU	38%		-5
ARGENTINA	34%		+4
HUNGARY	33%		-1
MEXICO	33%		+5
BRAZIL	32%		+1
TURKEY	30%		+1
ISRAEL	29%		=
CHINA	24%		-4
SAUDI ARABIA	23%		+1
RUSSIA	20%		+6
SOUTH AFRICA	20%		+1
SPAIN	18%		-1
AUSTRALIA	17%		-1
INDIA	17%		-2
FRANCE	15%		-1
US	15%		-1
GREAT BRITAIN	14%		+2
SERBIA	14%		
SOUTH KOREA	14%		+3
CANADA	13%		-1
GERMANY	13%		+1
JAPAN	13%		-1
POLAND	10%		+1
BELGIUM	9%		-2
SWEDEN	9%		-3
ITALY	8%		-2
MALAYSIA	8%		-2

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

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 May 2018 in each country

Apr 2018

Country	May 2018 (%)	Apr 2018 (%)	% change
WORLD	18%	=	=
CANADA	36%	+1	▲
ITALY	35%	+1	▲
BELGIUM	34%	-1	▼
SAUDI ARABIA	31%	-1	▼
MALAYSIA	30%	+2	▲
ARGENTINA	28%	+3	▲
FRANCE	27%	+4	▲
POLAND	27%	-3	▼
JAPAN	26%	=	=
ISRAEL	22%	+3	▲
TURKEY	22%	-3	▼
BRAZIL	21%	+3	▲
AUSTRALIA	16%	-2	▼
SOUTH KOREA	15%	+2	▲
US	15%	+1	▲
MEXICO	14%	=	=
SOUTH AFRICA	13%	-3	▼
SPAIN	13%	+1	▲
SWEDEN	13%	+4	▲
INDIA	12%	-6	▼
RUSSIA	12%	=	=
GERMANY	11%	+1	▲
GREAT BRITAIN	10%	+2	▲
HUNGARY	9%	+6	▲
CHILE	6%	=	=
SERBIA	6%	=	=
PERU	4%	=	=

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

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 May 2018 in each country

Apr 2018

Country	May 2018 (%)	% change compared with previous month (Apr 2018)
WORLD	15%	+1
CHINA	28%	-9
MALAYSIA	27%	=
SERBIA	26%	=
SAUDI ARABIA	23%	+3
JAPAN	22%	-4
US	22%	-1
ISRAEL	20%	+3
GERMANY	19%	+2
SOUTH KOREA	19%	+1
GREAT BRITAIN	16%	+2
INDIA	14%	+3
POLAND	14%	=
BELGIUM	13%	+1
FRANCE	13%	+1
HUNGARY	13%	+1
RUSSIA	13%	-3
TURKEY	13%	+3
AUSTRALIA	11%	-2
CANADA	11%	-1
ITALY	11%	=
PERU	11%	=
SWEDEN	11%	+1
CHILE	10%	+2
SOUTH AFRICA	10%	+2
MEXICO	8%	-1
BRAZIL	7%	-1
SPAIN	7%	=
ARGENTINA	6%	-2

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

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 May 2018 in each country

Apr 2018

Country	May 2018 (%)	Apr 2018 (%)	% change
WORLD	14%		-1
ISRAEL	42%		-1
FRANCE	36%		-13
TURKEY	35%		-10
GREAT BRITAIN	28%		-1
US	28%		-3
GERMANY	24%		+1
SAUDI ARABIA	22%		-3
SWEDEN	21%		+7
BELGIUM	19%		-4
INDIA	19%		-2
AUSTRALIA	14%		=
CANADA	11%		+3
ITALY	10%		+2
SPAIN	10%		-1
MALAYSIA	8%		+2
PERU	8%		+2
CHINA	7%		+1
JAPAN	7%		-2
POLAND	5%		=
RUSSIA	5%		-2
SERBIA	5%		
MEXICO	4%		+2
BRAZIL	3%		+1
CHILE	3%		=
ARGENTINA	2%		+1
SOUTH AFRICA	2%		=
HUNGARY	1%		-1
SOUTH KOREA	1%		-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

Source: Global Advisor

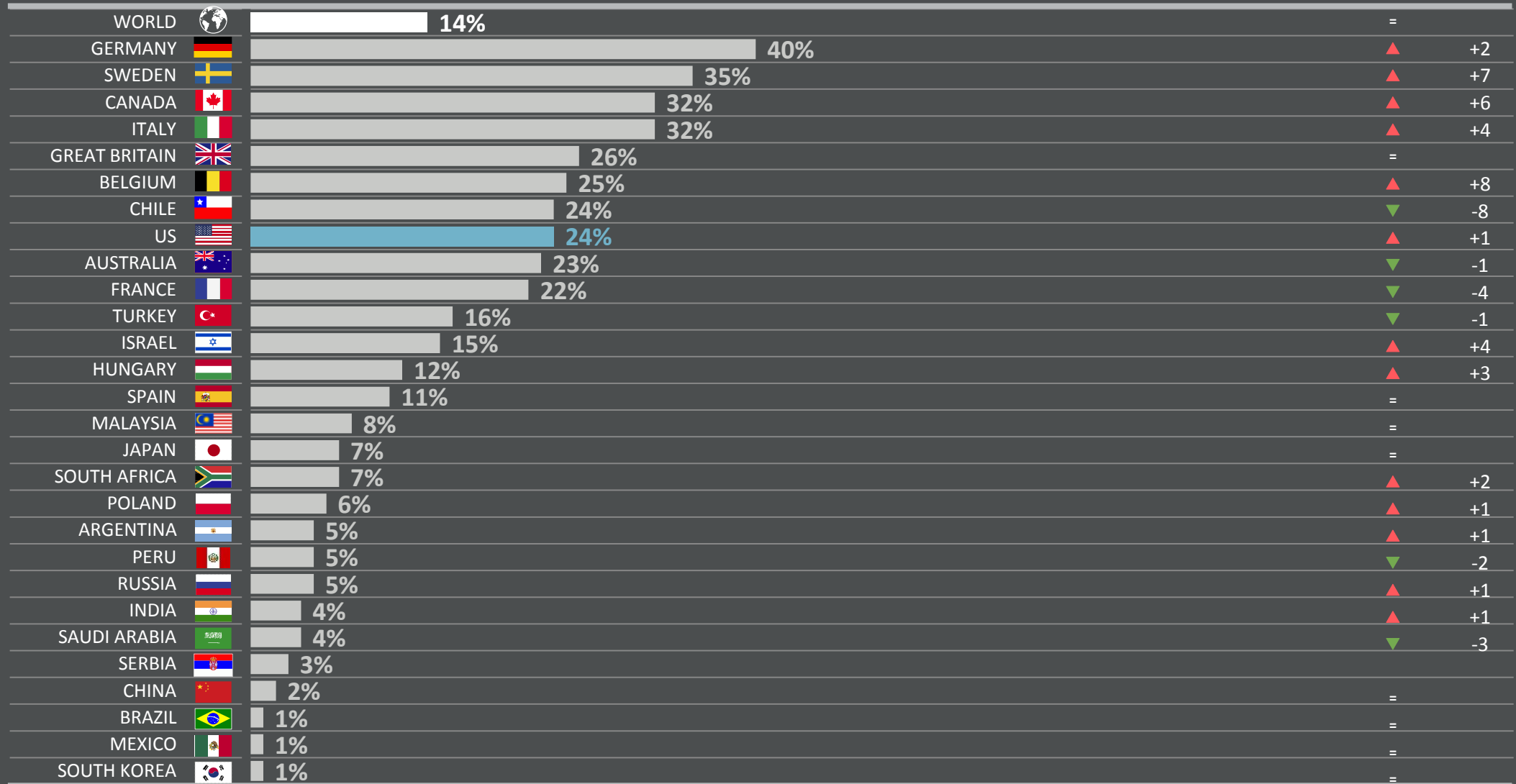
10 | IMMIGRATION CONTROL

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

% change compared with previous month:

(%) worried in May 2018 in each country

Apr 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

Source: Global Advisor

11 | 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 May 2018 in each country

Apr 2018

Country	Worried (%)	% change compared with previous month:
WORLD	11%	+1
CHINA	44%	+4
SOUTH KOREA	20%	-1
SWEDEN	17%	+3
GERMANY	16%	+3
BELGIUM	15%	-1
INDIA	15%	+1
CANADA	14%	+1
FRANCE	14%	+3
AUSTRALIA	13%	+1
POLAND	12%	=
RUSSIA	12%	+4
GREAT BRITAIN	10%	=
JAPAN	10%	-1
PERU	10%	+3
US	10%	+4
CHILE	9%	-1
SAUDI ARABIA	9%	+2
MEXICO	8%	-2
ISRAEL	7%	+3
MALAYSIA	7%	-1
SERBIA	7%	
ITALY	6%	+1
SPAIN	5%	+1
BRAZIL	4%	=
HUNGARY	3%	=
SOUTH AFRICA	3%	+1
TURKEY	2%	-1
ARGENTINA	1%	-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

Source: Global Advisor

12 | INFLATION

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

% change compared with previous month:

(%) worried in May 2018 in each country

Apr 2018

Country	May 2018 (%)	Apr 2018 (%)	% Change
WORLD	10%		-1
ARGENTINA	54%		-2
CHINA	34%		+1
TURKEY	26%		+2
AUSTRALIA	15%		+2
MALAYSIA	15%		-9
RUSSIA	15%		-2
CANADA	13%		-1
MEXICO	12%		-3
SAUDI ARABIA	10%		-2
SOUTH AFRICA	10%		+1
BRAZIL	9%		+1
INDIA	9%		-1
JAPAN	9%		+3
GREAT BRITAIN	8%		-2
SOUTH KOREA	8%		-4
PERU	7%		+1
BELGIUM	6%		=
US	6%		+2
CHILE	5%		+1
FRANCE	5%		+2
GERMANY	3%		+1
POLAND	3%		-5
HUNGARY	2%		=
ISRAEL	2%		+1
ITALY	2%		-1
SPAIN	2%		=
SWEDEN	2%		+2
SERBIA	1%		

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

Source: Global Advisor

13 | 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 May 2018 in each country

Apr 2018

Country	May 2018 (%)	Apr 2018 (%)	% Change
WORLD	9%	=	=
SWEDEN	23%	-1	▼
BELGIUM	22%	+10	▲
GERMANY	20%	-4	▼
GREAT BRITAIN	18%	-5	▼
FRANCE	17%	-2	▼
ISRAEL	17%	+5	▲
TURKEY	14%	+4	▲
US	14%	-4	▼
POLAND	11%	=	=
INDIA	10%	+2	▲
AUSTRALIA	9%	=	=
HUNGARY	8%	+3	▲
MALAYSIA	8%	-4	▼
SPAIN	8%	-3	▼
SAUDI ARABIA	7%	+1	▲
CANADA	6%	-1	▼
JAPAN	5%	-1	▼
SOUTH KOREA	5%	=	=
ITALY	4%	-3	▼
RUSSIA	4%	-1	▼
SOUTH AFRICA	4%	-2	▼
BRAZIL	3%	=	=
SERBIA	3%	=	=
ARGENTINA	2%	=	=
CHILE	2%	=	=
MEXICO	1%	=	=
PERU	*	-1	▼

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

Source: Global Advisor

14 | MAINTAINING SOCIAL PROGRAMS

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

% change compared with previous month:

(%) worried in May 2018 in each country

Apr 2018

Country	Worried (%)	% change compared with previous month (Apr 2018)
WORLD	9%	-1
JAPAN	37%	+3
CHINA	34%	+7
SWEDEN	20%	-9
POLAND	18%	+7
GREAT BRITAIN	14%	-2
SOUTH KOREA	14%	-8
SPAIN	10%	-1
AUSTRALIA	9%	-4
RUSSIA	9%	-2
CANADA	8%	-2
ISRAEL	8%	=
BELGIUM	7%	-4
ITALY	7%	-1
SAUDI ARABIA	7%	+2
SERBIA	7%	
US	7%	=
GERMANY	6%	-1
HUNGARY	5%	-1
CHILE	4%	-1
ARGENTINA	3%	-1
FRANCE	3%	=
INDIA	3%	+1
TURKEY	3%	+2
BRAZIL	2%	-1
MALAYSIA	2%	=
MEXICO	2%	-1
PERU	2%	=
SOUTH AFRICA	2%	-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

Source: Global Advisor

15 | CLIMATE CHANGE

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

% change compared with previous month:

(%) worried in May 2018 in each country

Apr 2018

Country	May 2018 (%)	Apr 2018 (%)	% Change
WORLD	9%	=	=
CHINA	31%	+9	▲
AUSTRALIA	20%	+2	▲
CANADA	19%	+2	▲
GERMANY	17%	+1	▲
SAUDI ARABIA	15%	+7	▲
JAPAN	13%	-3	▼
SOUTH KOREA	13%	-2	▼
SWEDEN	13%	-1	▼
BELGIUM	12%	=	=
FRANCE	12%	+3	▲
US	12%	+1	▲
INDIA	11%	-4	▼
GREAT BRITAIN	9%	+1	▲
SPAIN	7%	=	=
POLAND	6%	-1	▼
PERU	6%	+2	▲
MEXICO	5%	-4	▼
CHILE	4%	-2	▼
HUNGARY	4%	=	=
ITALY	4%	+1	▲
MALAYSIA	4%	+1	▲
ISRAEL	3%	=	=
RUSSIA	3%	+1	▲
SERBIA	3%	=	=
TURKEY	3%	-1	▼
ARGENTINA	2%	-1	▼
SOUTH AFRICA	2%	-1	▼
BRAZIL	1%	=	=

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

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 May 2018 in each country

Apr 2018

Country	Worried (%)	% change compared with previous month:
WORLD	4%	=
SAUDI ARABIA	13%	=
POLAND	11%	▲ +5
AUSTRALIA	6%	▼ -2
CHILE	6%	▼ -2
CHINA	5%	▼ -2
GREAT BRITAIN	5%	=
BELGIUM	4%	▼ -1
GERMANY	4%	▲ +1
HUNGARY	4%	▲ +2
INDIA	4%	=
ISRAEL	4%	=
MALAYSIA	4%	▲ +1
MEXICO	4%	▼ -1
US	4%	=
CANADA	3%	▼ -1
SERBIA	3%	
TURKEY	3%	▲ +2
ARGENTINA	2%	▲ +1
RUSSIA	2%	=
SPAIN	2%	=
SWEDEN	2%	▼ -2
BRAZIL	1%	=
FRANCE	1%	▼ -1
ITALY	1%	=
JAPAN	1%	=
PERU	1%	=
SOUTH KOREA	1%	=
SOUTH AFRICA	*	▼ -1

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

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 May 2018 in each country

Apr 2018

Country	May 2018 (%)	Apr 2018 (%)	% change
WORLD	2%		=
SAUDI ARABIA	5%		+1
CHINA	4%		-1
RUSSIA	4%		+1
ARGENTINA	3%		=
CANADA	3%		+1
CHILE	3%		+2
GREAT BRITAIN	3%		+1
MALAYSIA	3%		=
POLAND	3%		-1
SOUTH KOREA	3%		+1
SWEDEN	3%		+1
AUSTRALIA	2%		=
BELGIUM	2%		-1
HUNGARY	2%		-1
JAPAN	2%		=
BRAZIL	1%		-1
FRANCE	1%		=
GERMANY	1%		=
INDIA	1%		-1
ISRAEL	1%		=
ITALY	1%		-2
MEXICO	1%		-1
PERU	1%		=
SERBIA	1%		
SOUTH AFRICA	1%		-1
SPAIN	1%		+1
TURKEY	1%		-1
US	1%		=

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2018: 21,268; April 2018: 19,771.

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 21,268 adults aged 18-64 in Canada, Israel and the US, and aged 16-64 in all other countries, were interviewed between April 20th 2018 and May 4th 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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