

WHAT WORRIES THE



May

2018

GAME CHANGERS



JAPAN SUMMARY: MAY 2018

The majority (60%) of Japanese people think things in the country are on the wrong track.

Maintaining social programmes currently occupies the top spot for concern with 37% saying this.

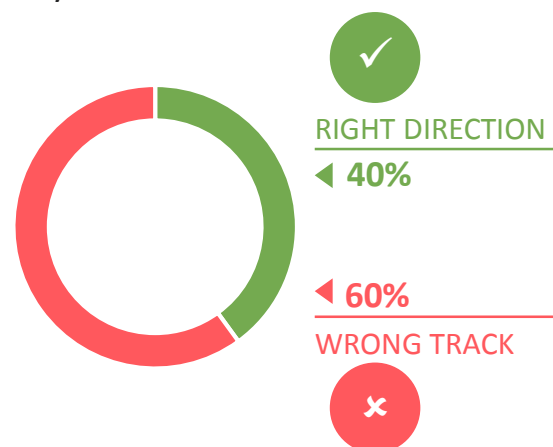


Space for quote if necessary lorem ipsum dolor sit amet etc etc - FirstName LastName

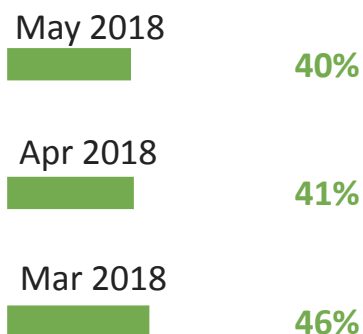
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

RIGHT DIRECTION/ WRONG TRACK

May 2018



RIGHT DIRECTION



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

% change compared
with previous month:

Apr 2018

MAINTAINING SOCIAL PROGRAMMES	37%	▲	+3
POVERTY & SOCIAL INEQUALITY	36%	=	
FINANCIAL/POLITICAL CORRUPTION	27%	▼	-4
TAXES	26%	=	
UNEMPLOYMENT	23%	▲	+1

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

Source: Global Advisor

WORLD SUMMARY: MAY 2018

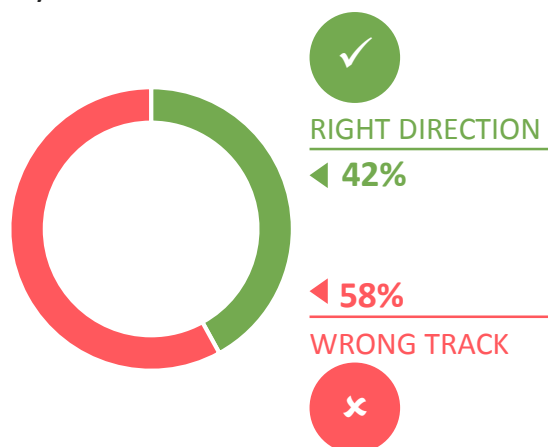
The majority (58%) of people around the world think things in their country are on the wrong track.

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

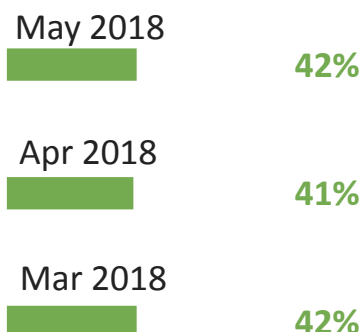
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

RIGHT DIRECTION/ WRONG TRACK

May 2018



RIGHT DIRECTION



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

% change compared
with previous month:

Apr 2018

FINANCIAL/POLITICAL CORRUPTION	35%	▼	-1
UNEMPLOYMENT	34%	▲	+2
POVERTY & SOCIAL INEQUALITY	33%	▲	+1
CRIME & VIOLENCE	32%	▲	+1
HEALTHCARE	24%	▼	-1

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: Japan
- Trends over time: world

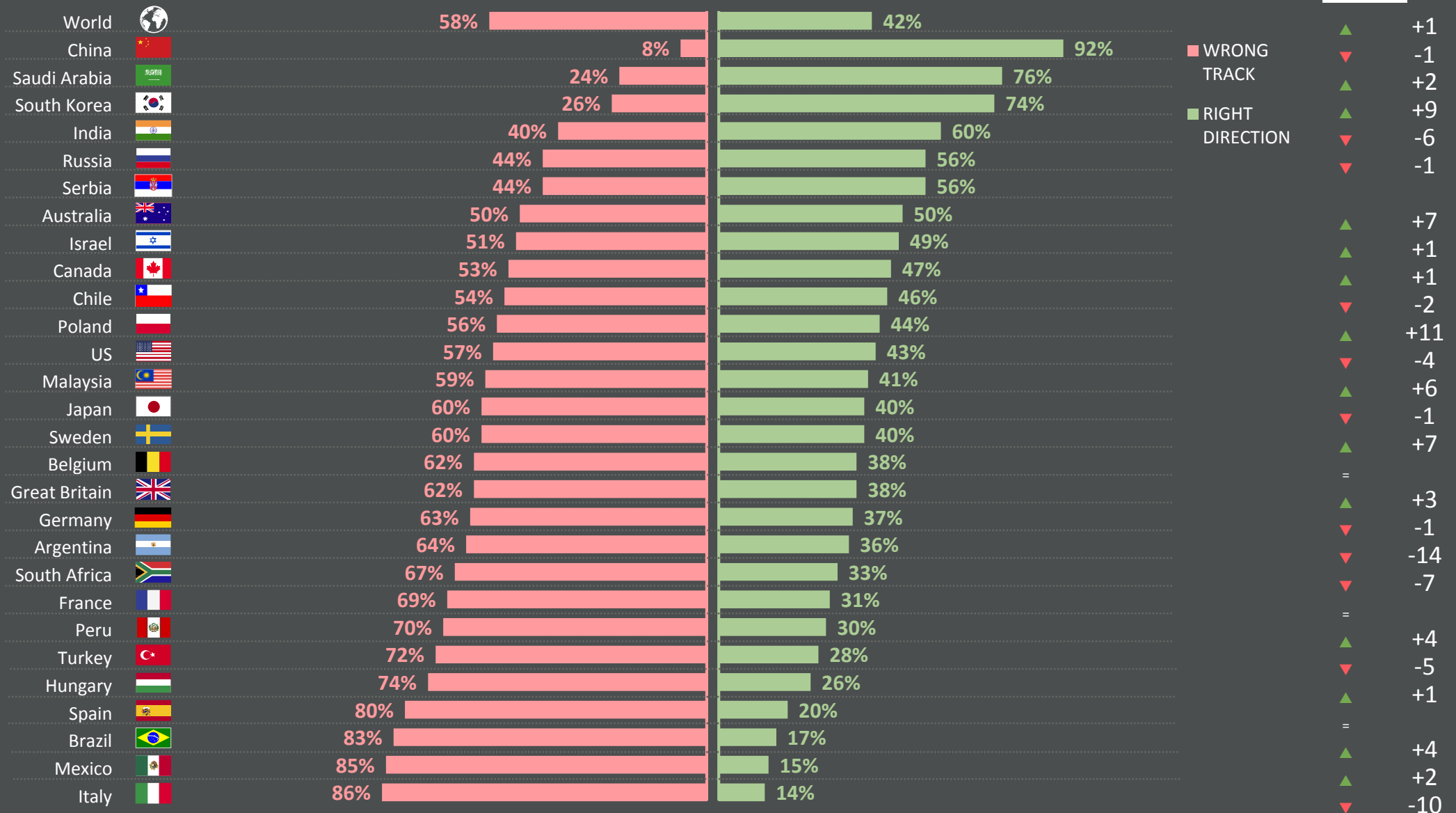
COUNTRY COMPARISON

RIGHT DIRECTION/WRONG TRACK

Ipsos Public Affairs

% change compared with previous month:

Apr 2018



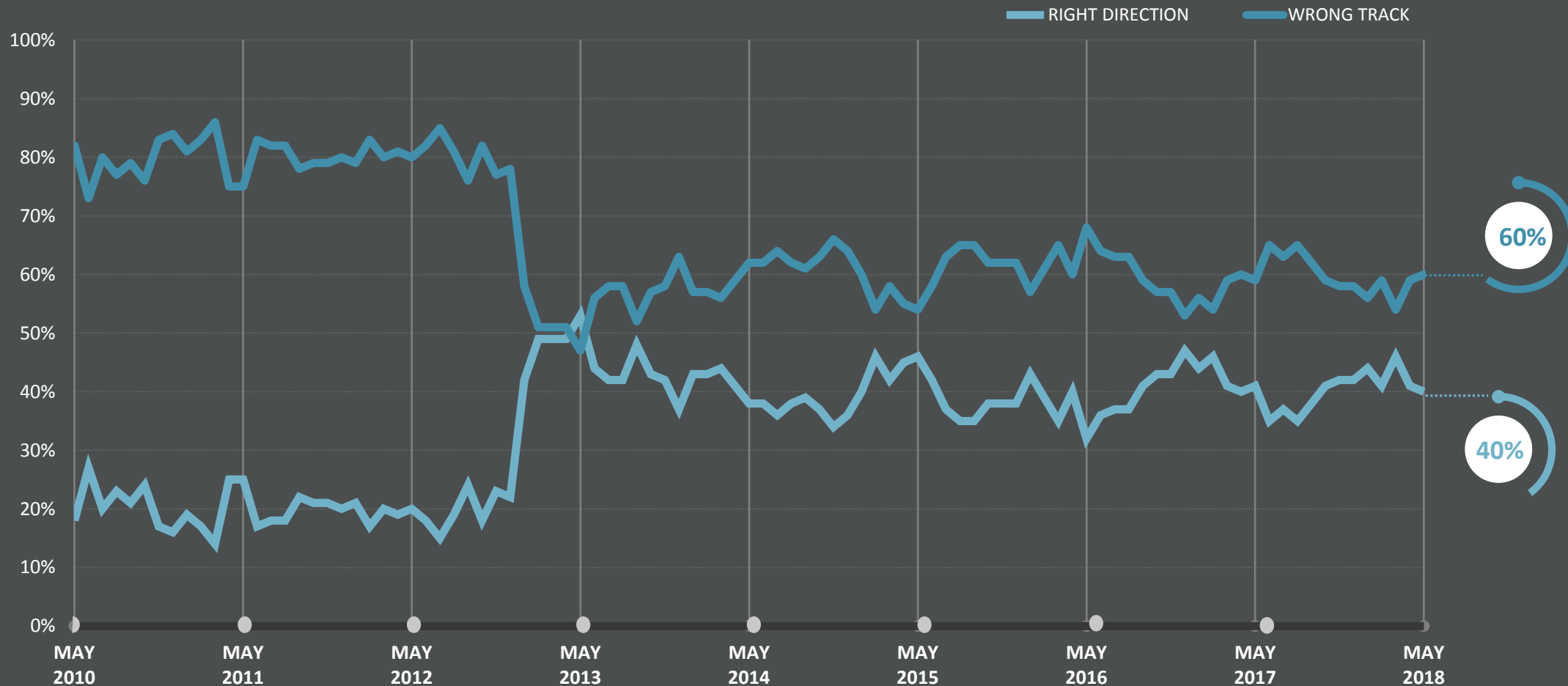
Base: Representative sample of 21,268 adults aged 16-64 in 28 participating countries, April 20th 2018 - May 4th 2018.

Source: Global Advisor

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

JAPAN: 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 Japanese 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



JAPAN'S

WORRIES

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

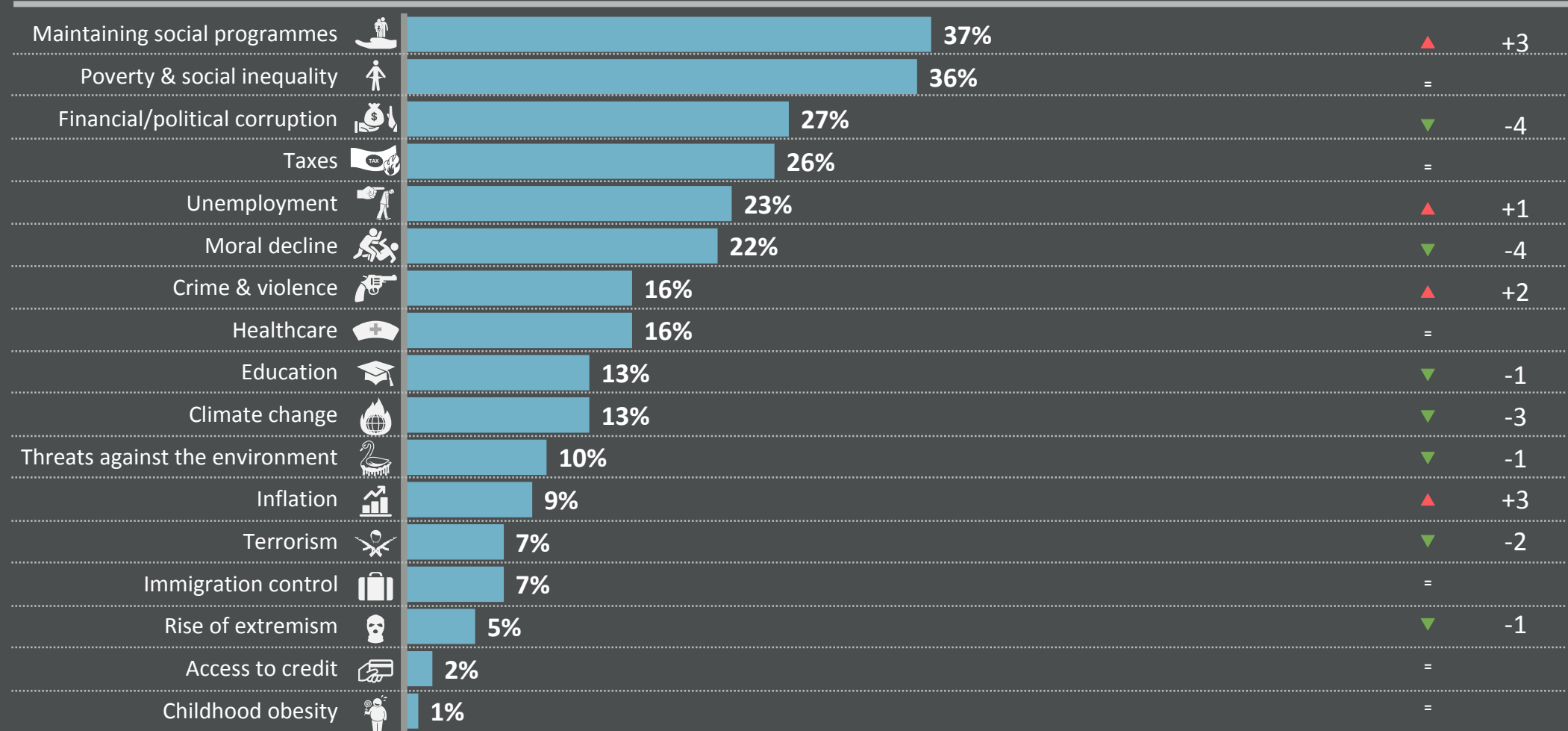
JAPAN'S WORRIES

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 Japanese adults aged 16-64. May 2018: 1,132; April 2018: 1,000.

Source: Global Advisor

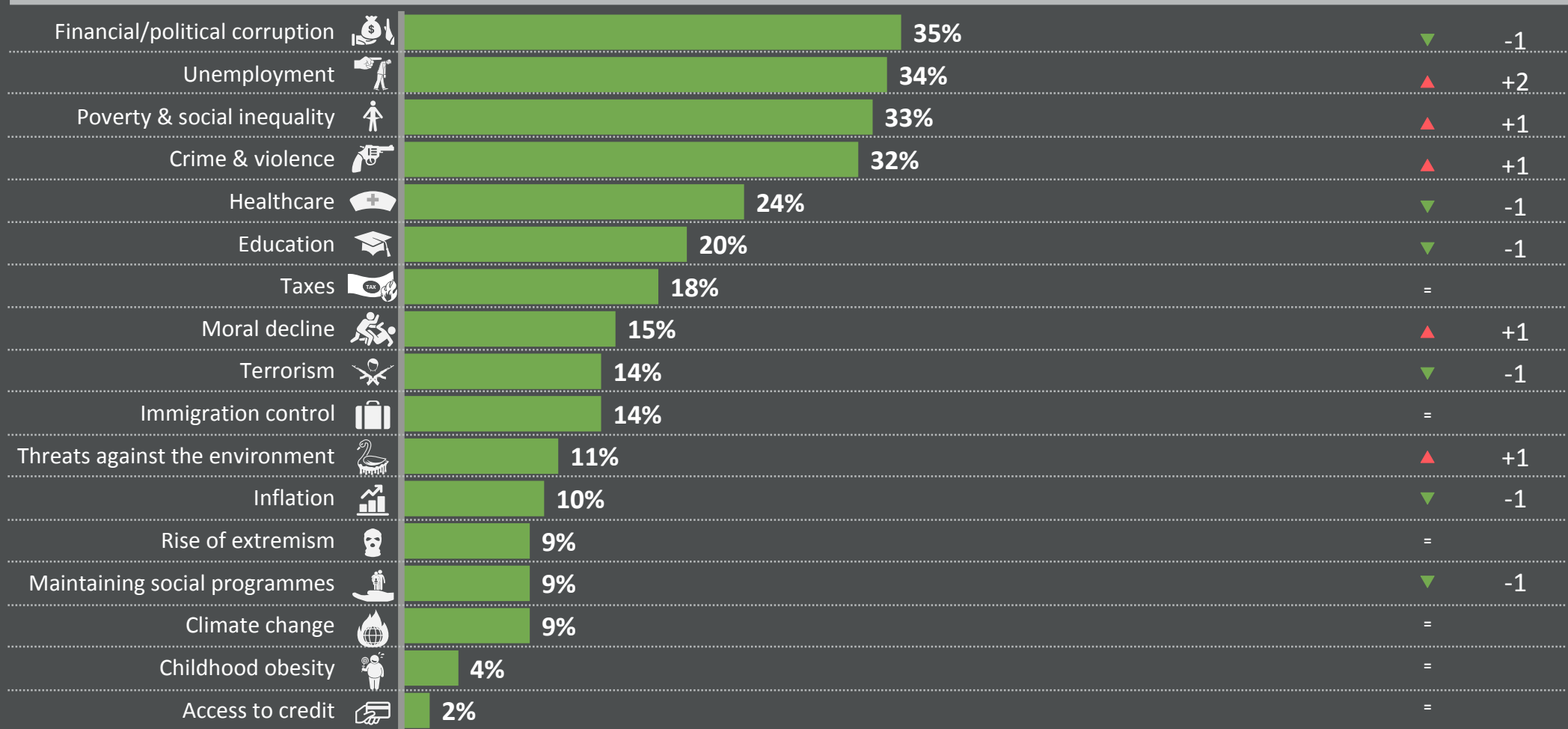
WORLD WORRIES

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

% change compared with previous month:

Mentioned in May 2018 (%)

Apr 2018



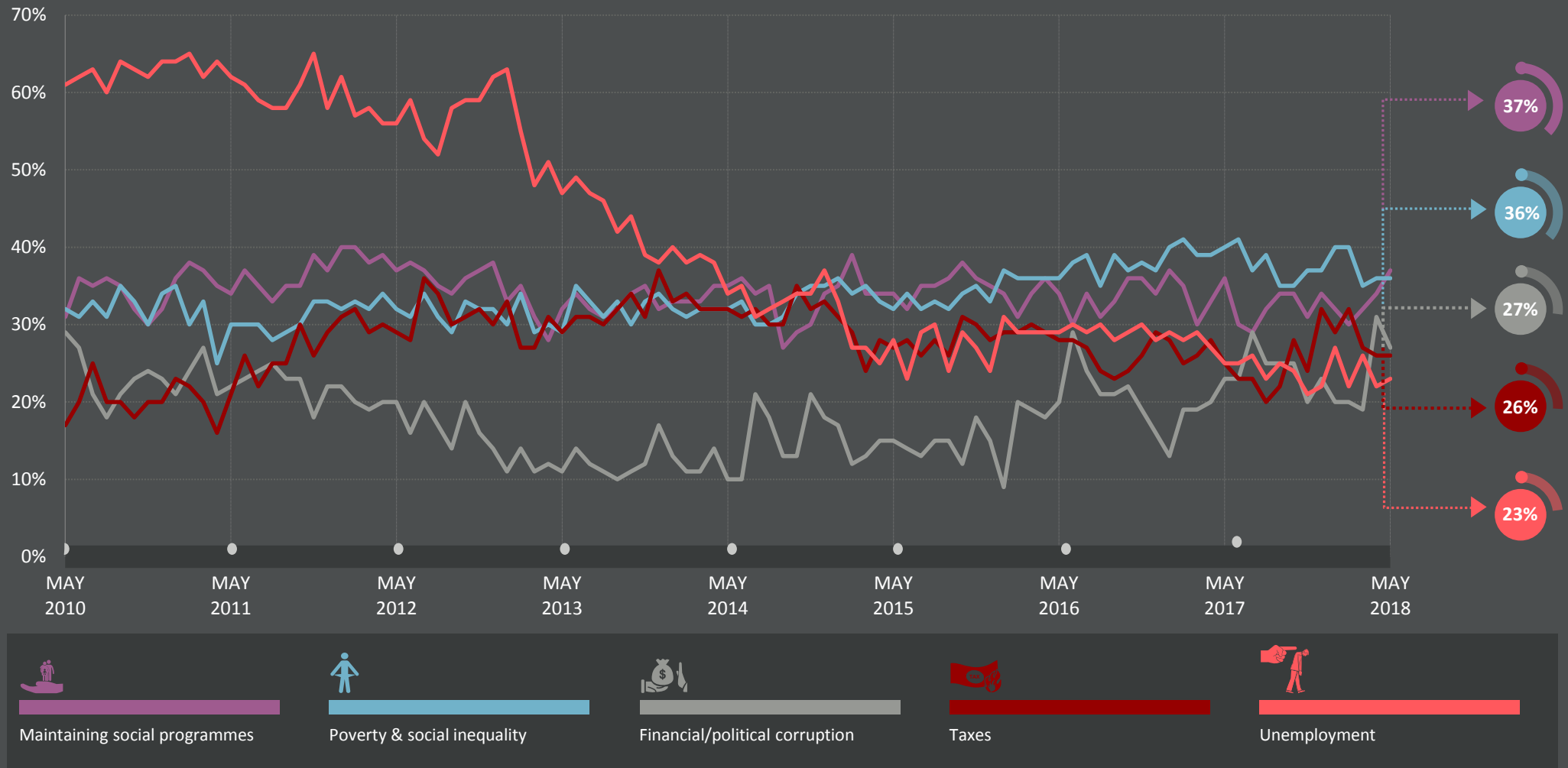
Base: Representative sample of adults aged 16-64. May 2018: 21,268; April 2018: 19,771.

Source: Global Advisor

JAPAN'S CURRENT TOP 5 WORRIES:

LONG-TERM TRENDS

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

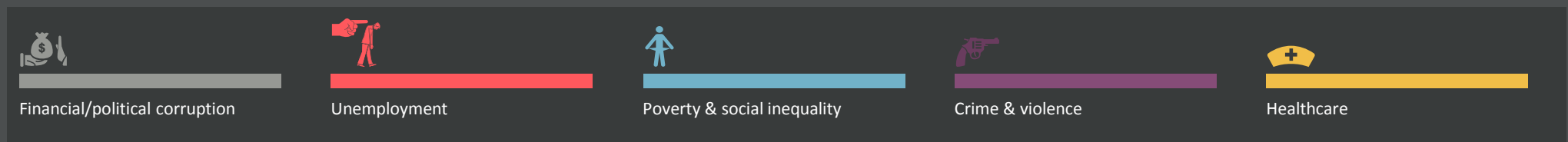
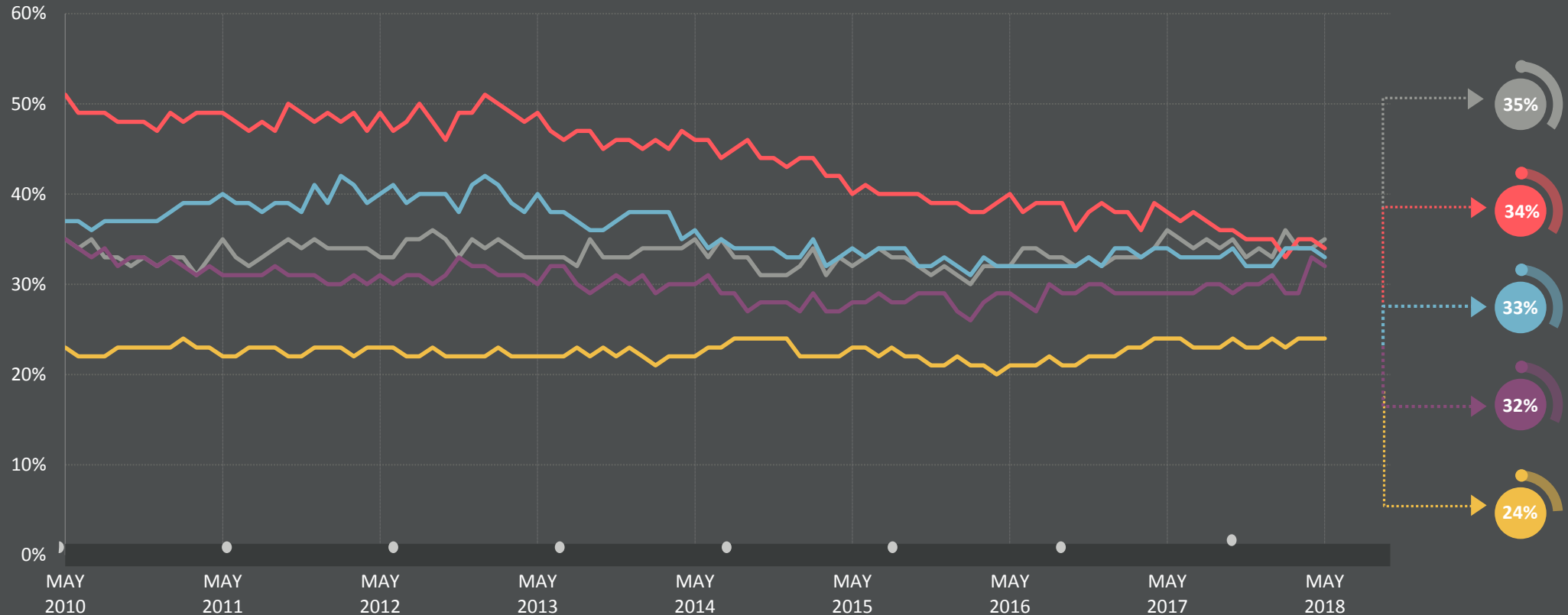


Base: Representative sample of Japanese adults aged 16-64. c.1000 per month

Source: Global Advisor

THE WORLD'S CURRENT TOP 5 WORRIES: LONG-TERM TRENDS

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



Base: Representative sample of 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 Japan's top 5 concerns






























1 | 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 May 2018 in each country

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

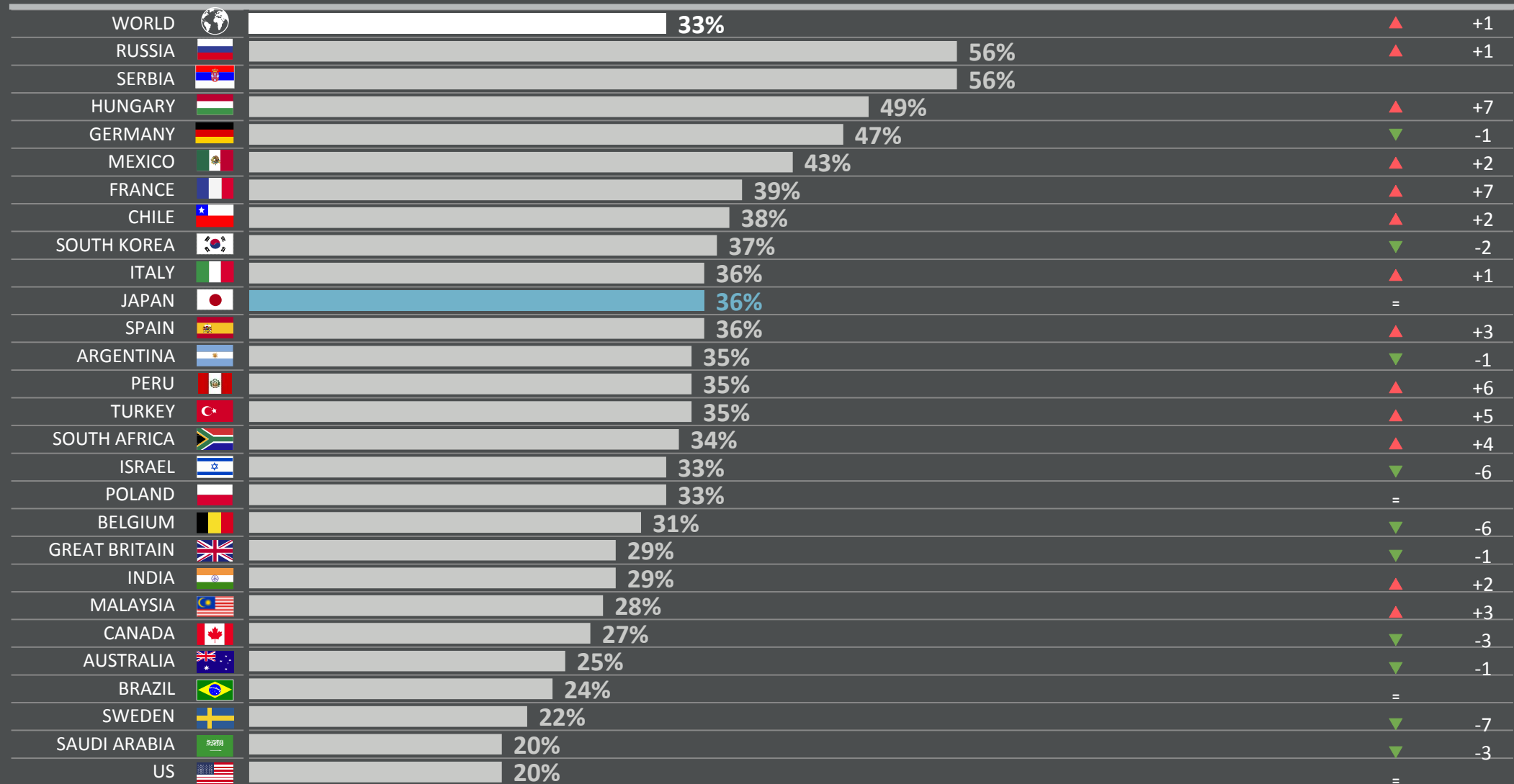
2 | POVERTY & SOCIAL INEQUALITY

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

% change compared
with previous month:

(%) worried in 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

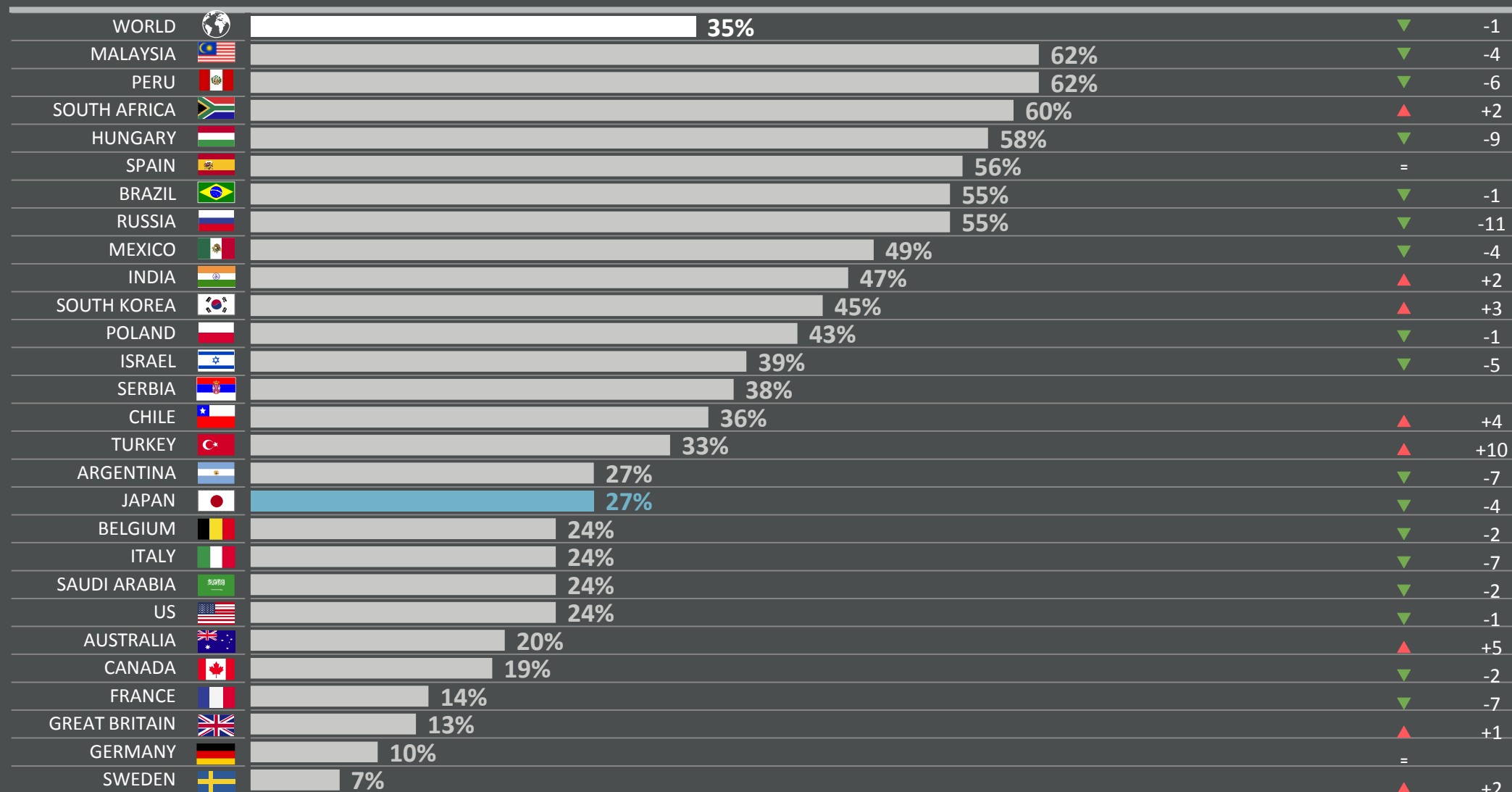
3 | FINANCIAL/POLITICAL CORRUPTION

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





























4 | 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

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%	=	

Source: Global Advisor

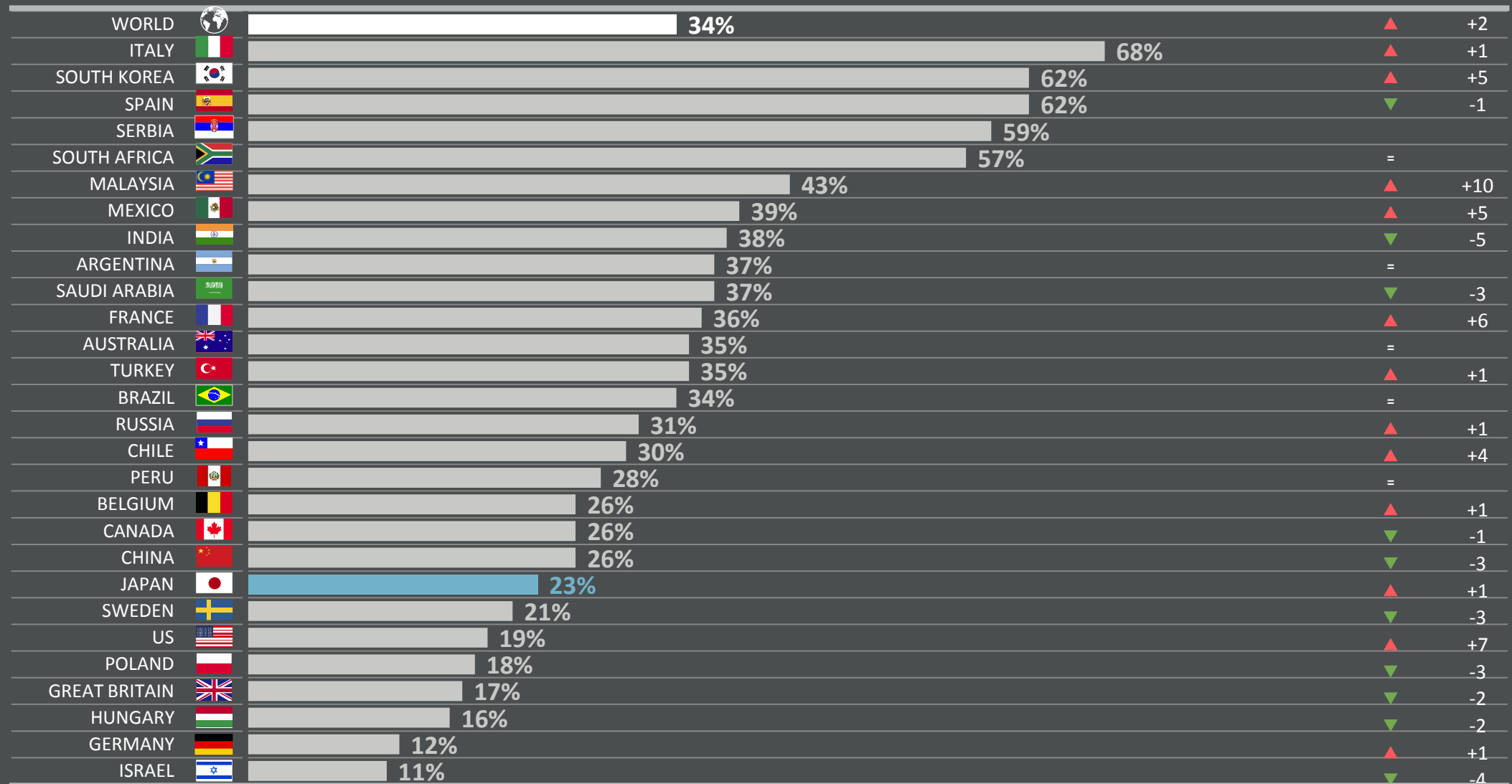
5 | UNEMPLOYMENT AND JOBS

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



WORLD WORRIES

COUNTRY COMPARISON

Country comparison of all 17 concerns

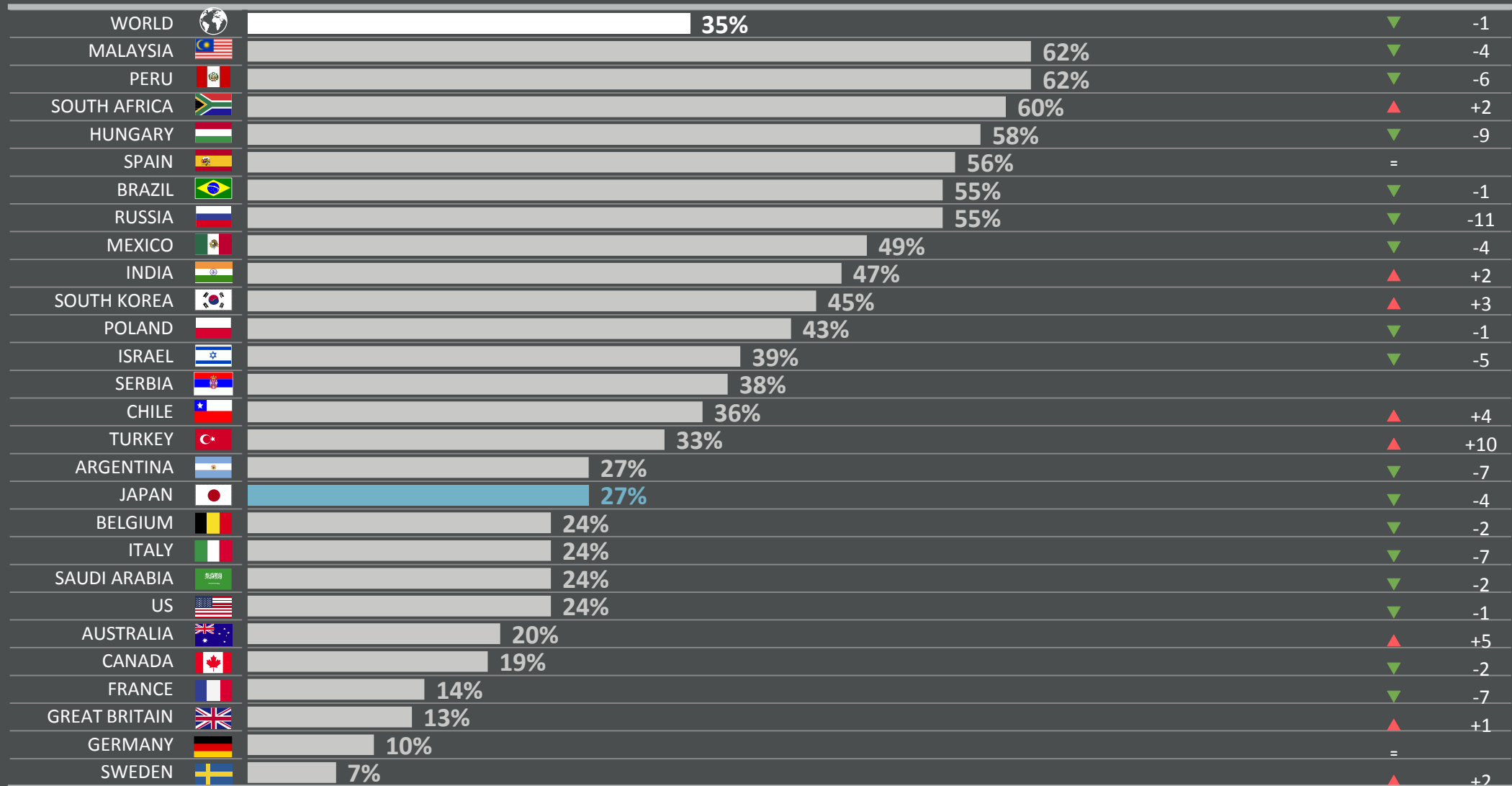
1 | FINANCIAL/POLITICAL CORRUPTION

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

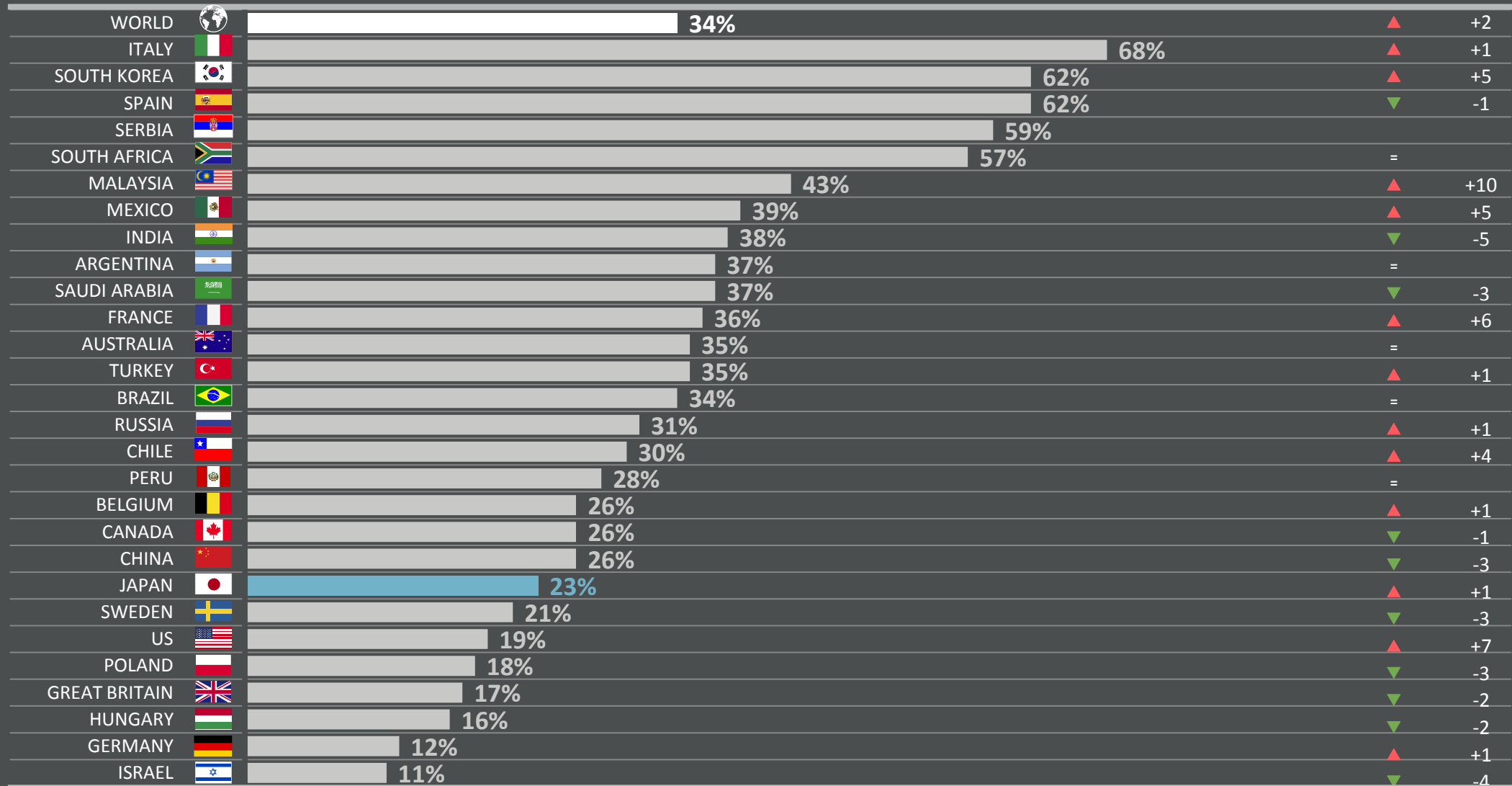
2 | UNEMPLOYMENT AND JOBS

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

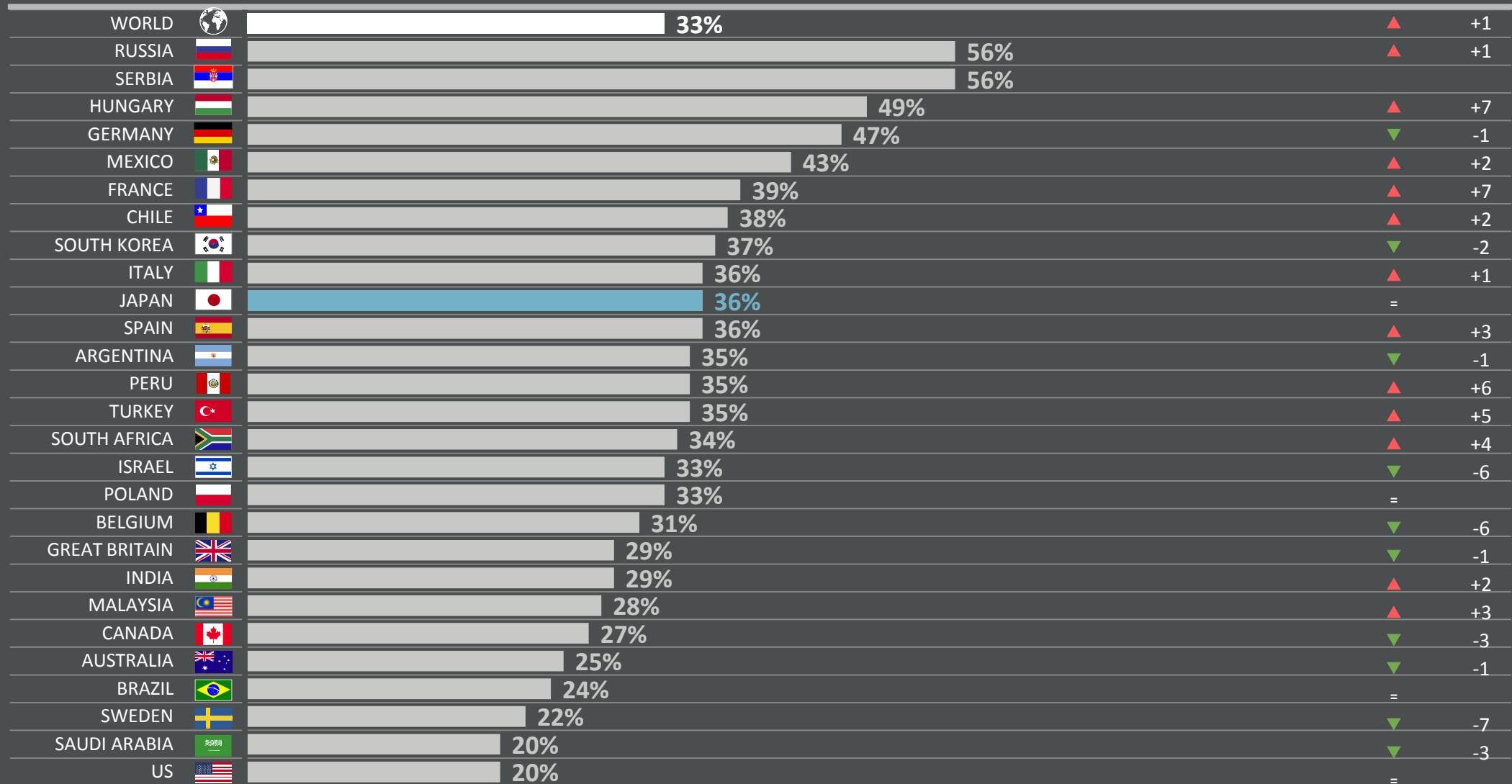
3 | POVERTY & SOCIAL INEQUALITY

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



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

Source: Global Advisor

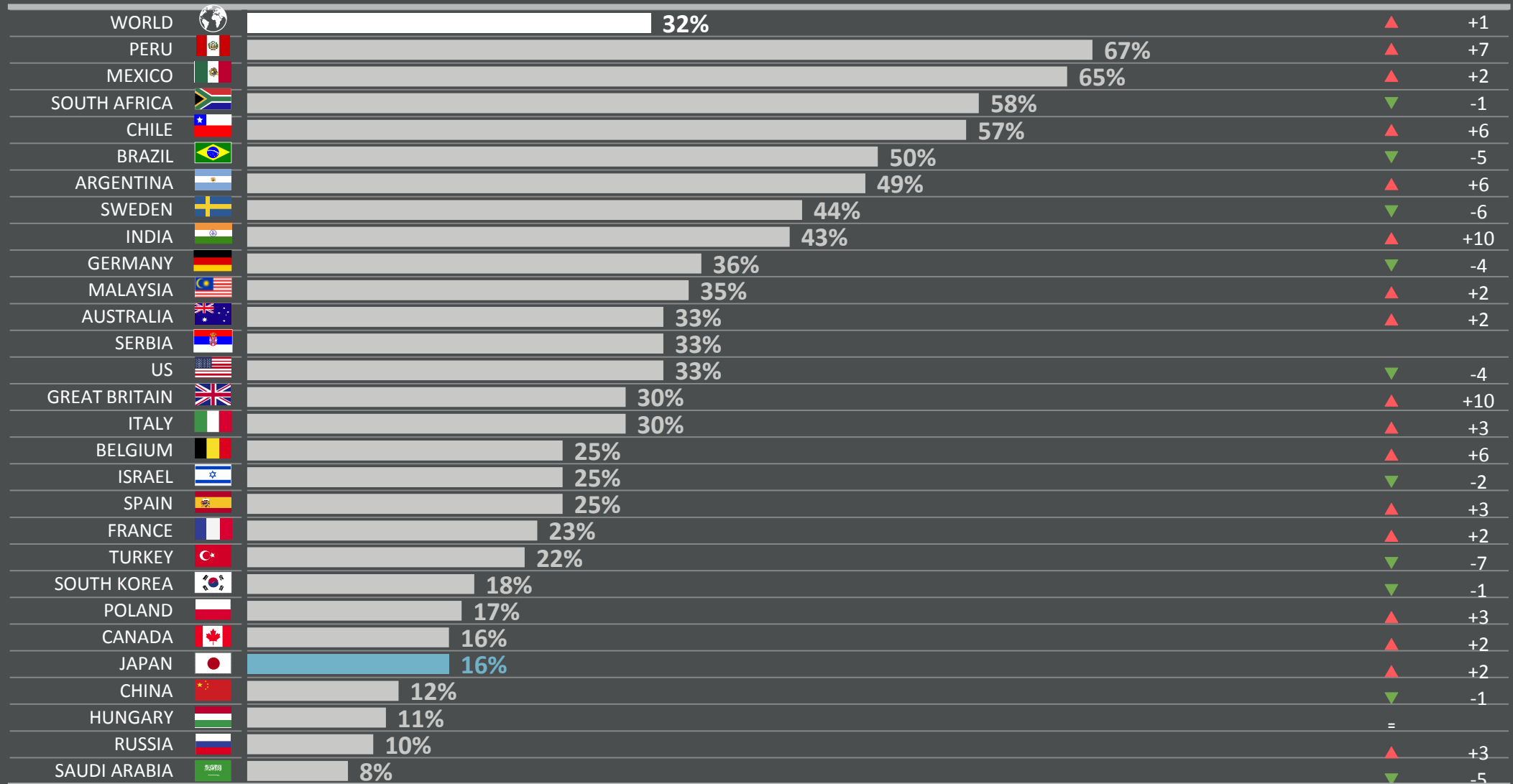
4 | CRIME & VIOLENCE

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

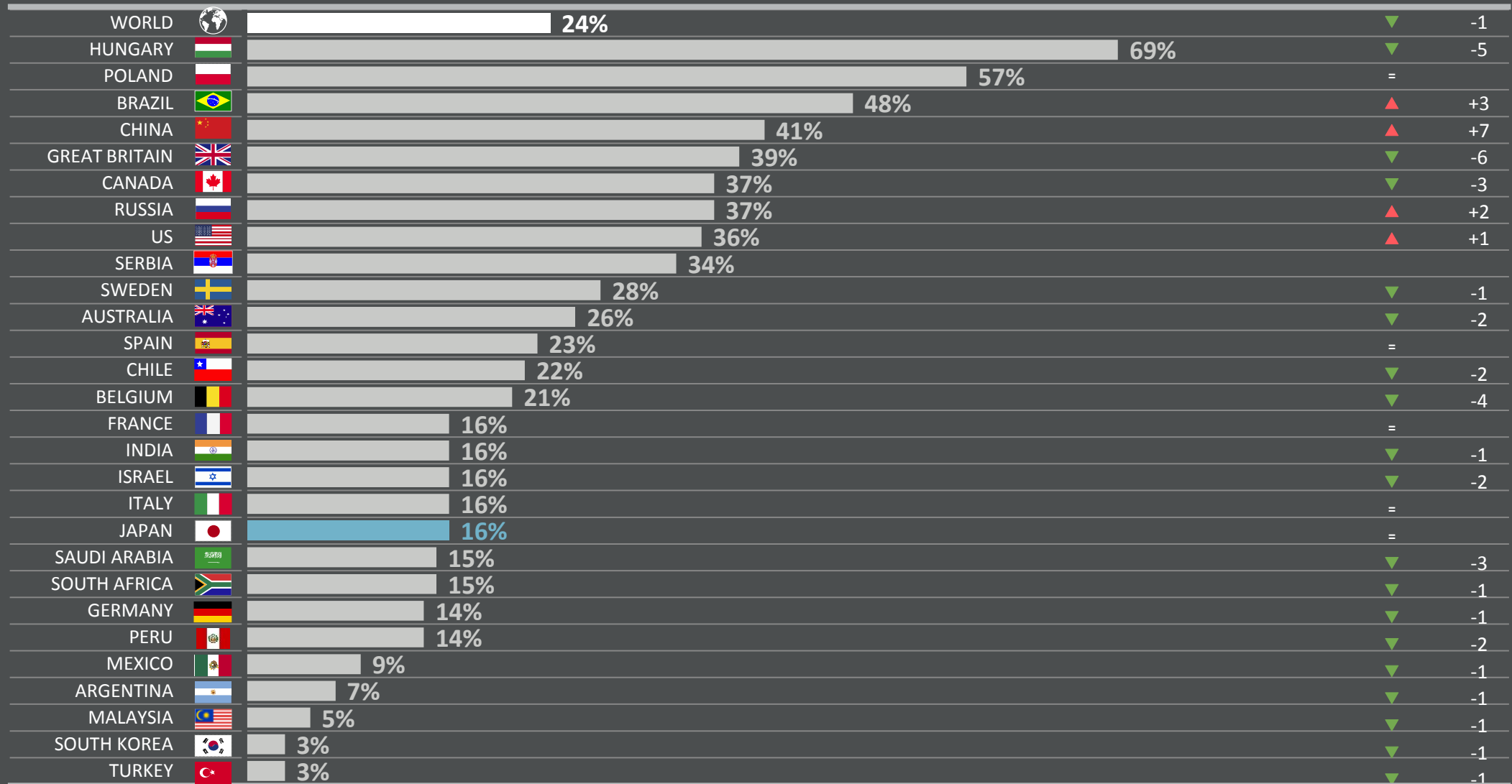
5 | HEALTHCARE

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



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

Source: Global Advisor

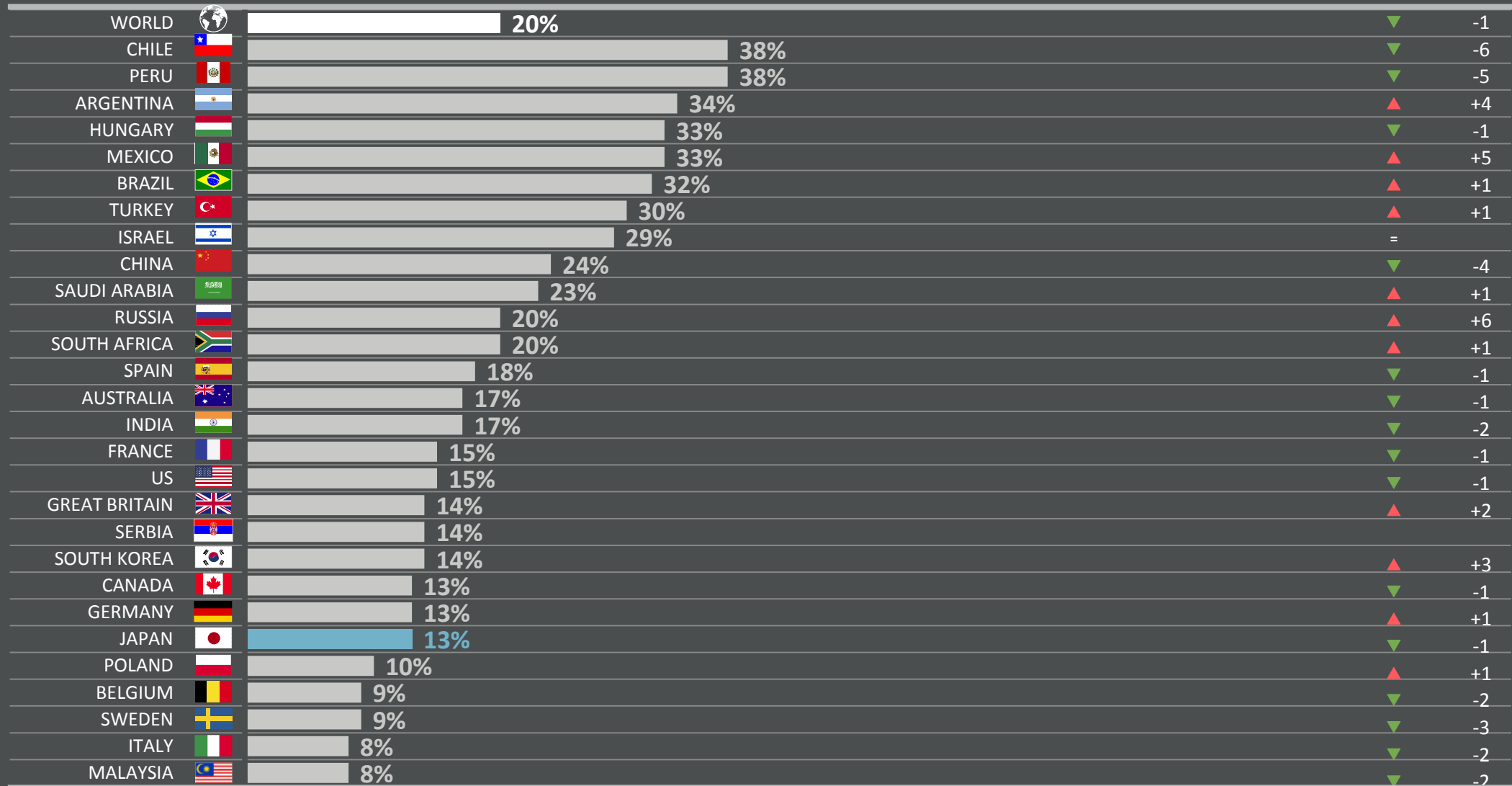
6 | EDUCATION

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



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

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

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

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

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






























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

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

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

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 PROGRAMMES

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

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

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

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

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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