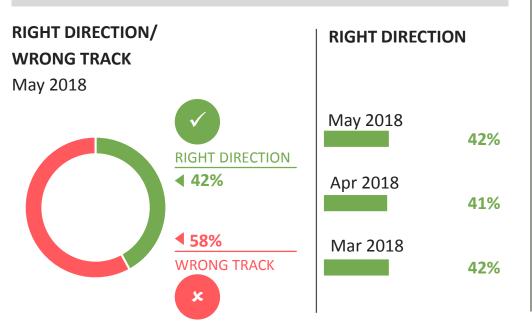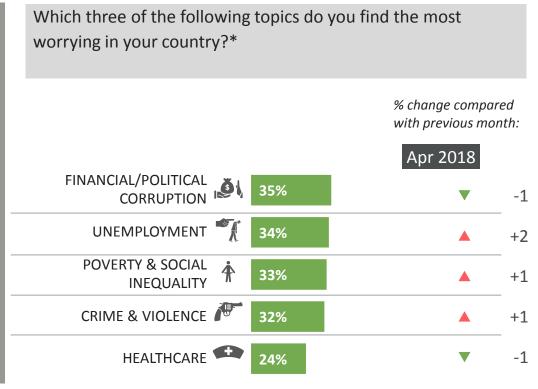# WHAT WORRIES THE

W🌐RLD

GAME CHANGERS

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?

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

RIGHT DIRECTION/ WRONG TRACK

May 2018

RIGHT DIRECTION

◄ **42%** RIGHT DIRECTION

◄ **58%** WRONG TRACK

May 2018 **42%**

Apr 2018 **41%**

Mar 2018 **42%**

% 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
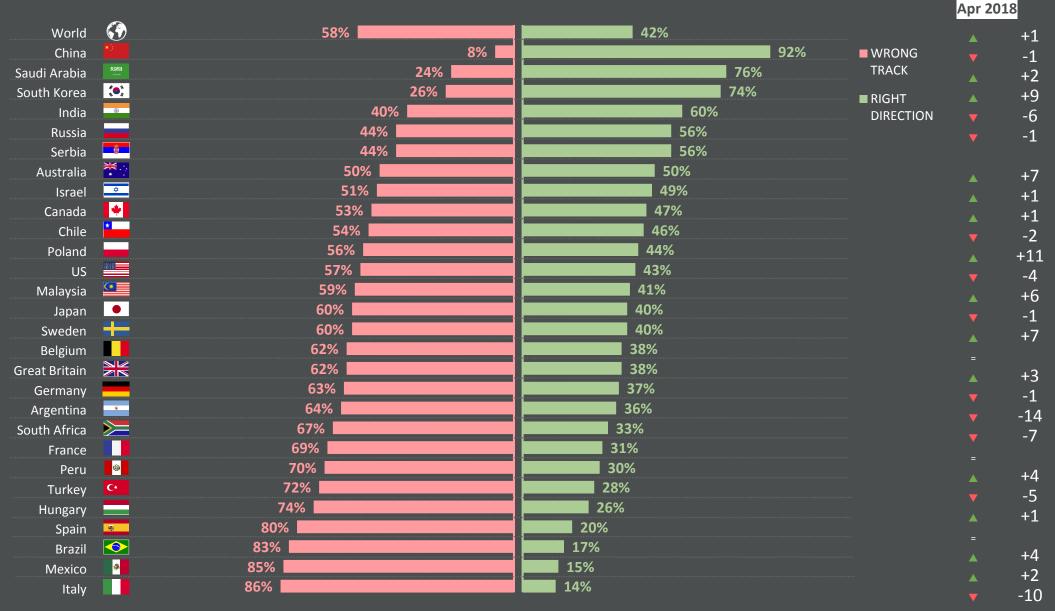
Source: Global Advisor

*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.

GAME CHANGERS   Ipsos

COUNTRY COMPARISON
RIGHT DIRECTION/WRONG TRACK

% change compared with previous month:

Apr 2018

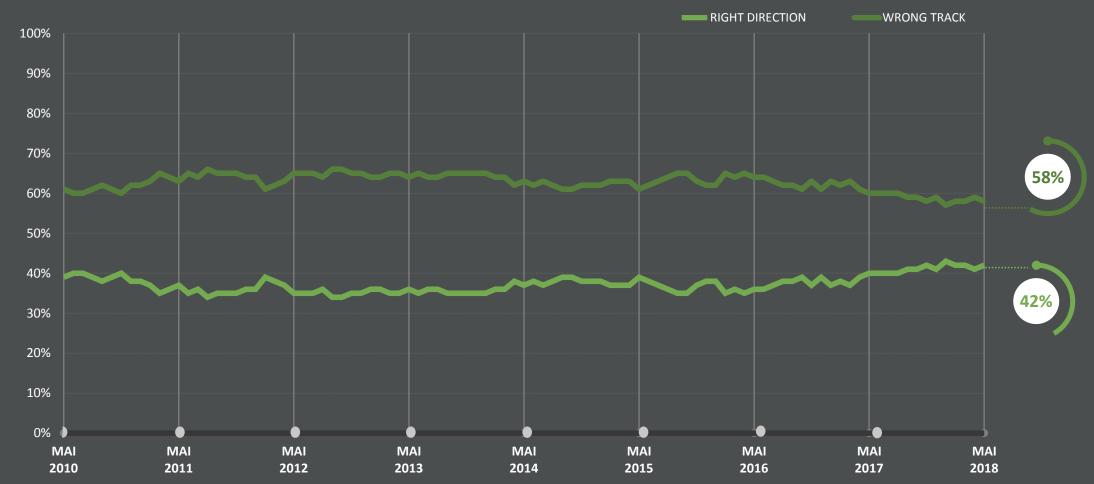| Country	Wrong Track	Right Direction	Change
World	58%	42%	▲ +1
China	8%	92%	▼ -1
Saudi Arabia	24%	76%	▲ +2
South Korea	26%	74%	▲ +9
India	40%	60%	▼ -6
Russia	44%	56%	▼ -1
Serbia	44%	56%	
Australia	50%	50%	▲ +7
Israel	51%	49%	▲ +1
Canada	53%	47%	▲ +1
Chile	54%	46%	▼ -2
Poland	56%	44%	▲ +11
US	57%	43%	▼ -4
Malaysia	59%	41%	▲ +6
Japan	60%	40%	▼ -1
Sweden	60%	40%	▲ +7
Belgium	62%	38%	=
Great Britain	62%	38%	▲ +3
Germany	63%	37%	▼ -1
Argentina	64%	36%	▼ -14
South Africa	67%	33%	▼ -7
France	69%	31%	=
Peru	70%	30%	▲ +4
Turkey	72%	28%	▼ -5
Hungary	74%	26%	▲ +1
Spain	80%	20%	=
Brazil	83%	17%	▲ +4
Mexico	85%	15%	▲ +2
Italy	86%	14%	▼ -10

WRONG TRACK (pink)
RIGHT DIRECTION (green)

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

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?
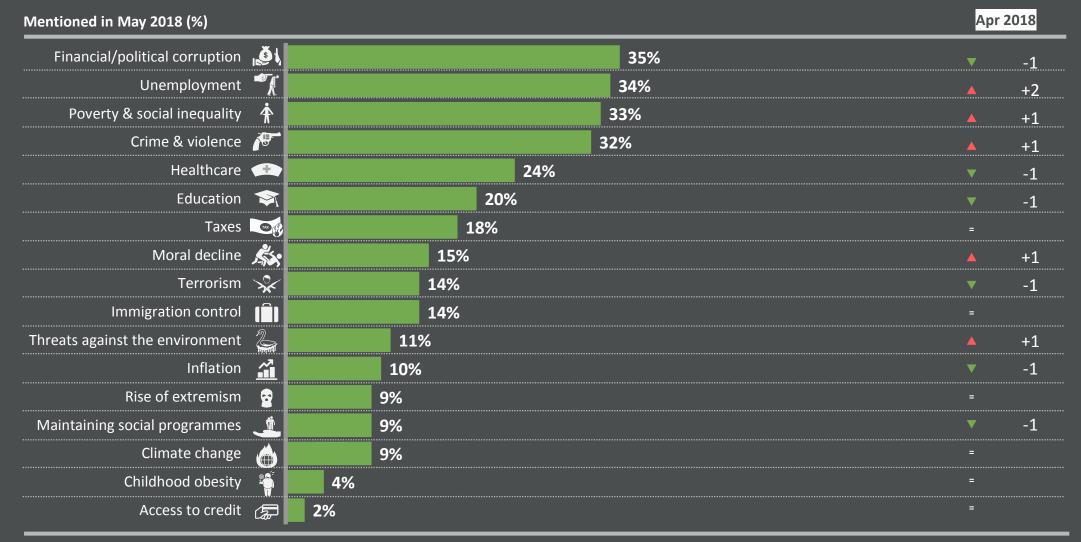
RIGHT DIRECTION — WRONG TRACK

58%

42%

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:

Apr 2018

Mentioned in May 2018 (%)

Topic	%		Change
Financial/political corruption	35%	▼	-1
Unemployment	34%	▲	+2
Poverty & social inequality	33%	▲	+1
Crime & violence	32%	▲	+1
Healthcare	24%	▼	-1
Education	20%	▼	-1
Taxes	18%	=	
Moral decline	15%	▲	+1
Terrorism	14%	▼	-1
Immigration control	14%	=	
Threats against the environment	11%	▲	+1
Inflation	10%	▼	-1
Rise of extremism	9%	=	
Maintaining social programmes	9%	▼	-1
Climate change	9%	=	
Childhood obesity	4%	=	
Access to credit	2%	=	

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

GAME CHANGERS

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?

35%

34%

33%

32%

24%

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

GAME CHANGERS   Ipsos

WORLD WORRIES

COUNTRY COMPARISON

Country comparison of all 17 concerns

Ipsos Public Affairs

1 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared with previous month:

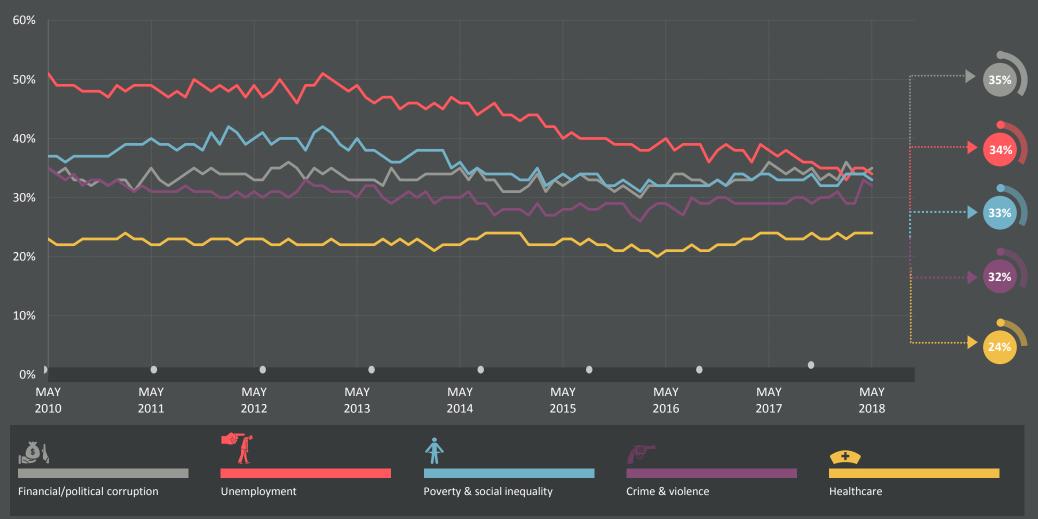**(%) worried in May 2018 in each country**

Apr 2018

Country	% May 2018	Change
WORLD	35%	▼ -1
MALAYSIA	62%	▼ -4
PERU	62%	▼ -6
SOUTH AFRICA	60%	▲ +2
HUNGARY	58%	▼ -9
SPAIN	56%	=
BRAZIL	55%	▼ -1
RUSSIA	55%	▼ -11
MEXICO	49%	▼ -4
INDIA	47%	▲ +2
SOUTH KOREA	45%	▲ +3
POLAND	43%	▼ -1
ISRAEL	39%	▼ -5
SERBIA	38%	
CHILE	36%	▲ +4
TURKEY	33%	▲ +10
ARGENTINA	27%	▼ -7
JAPAN	27%	▼ -4
BELGIUM	24%	▼ -2
ITALY	24%	▼ -7
SAUDI ARABIA	24%	▼ -2
US	24%	▼ -1
AUSTRALIA	20%	▲ +5
CANADA	19%	▼ -2
FRANCE	14%	▼ -7
GREAT BRITAIN	13%	▲ +1
GERMANY	10%	=
SWEDEN	7%	▲ +2

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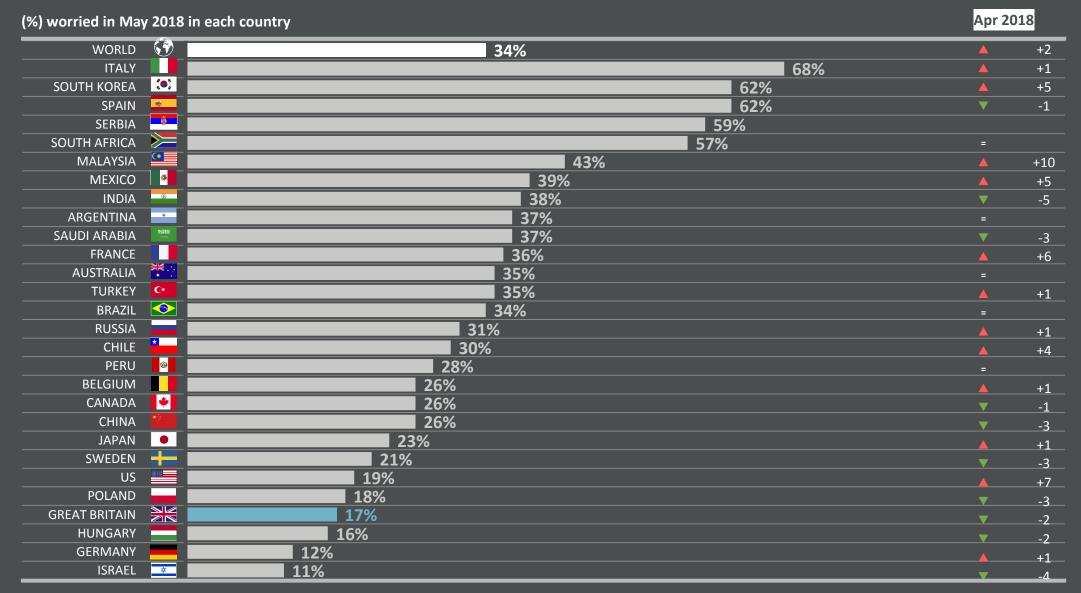
Source: Global Advisor

GAME CHANGERS Ipsos

2 | UNEMPLOYMENT AND JOBS

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

(%) worried in May 2018 in each country

% change compared with previous month:

Apr 2018

Country		%	Trend	Change
WORLD	🌐	34%	▲	+2
ITALY		68%	▲	+1
SOUTH KOREA		62%	▲	+5
SPAIN		62%	▼	-1
SERBIA		59%		
SOUTH AFRICA		57%	=	
MALAYSIA		43%	▲	+10
MEXICO		39%	▲	+5
INDIA		38%	▼	-5
ARGENTINA		37%	=	
SAUDI ARABIA		37%	▼	-3
FRANCE		36%	▲	+6
AUSTRALIA		35%	=	
TURKEY		35%	▲	+1
BRAZIL		34%	=	
RUSSIA		31%	▲	+1
CHILE		30%	▲	+4
PERU		28%	=	
BELGIUM		26%	▲	+1
CANADA		26%	▼	-1
CHINA		26%	▼	-3
JAPAN		23%	▲	+1
SWEDEN		21%	▼	-3
US		19%	▲	+7
POLAND		18%	▼	-3
GREAT BRITAIN		17%	▼	-2
HUNGARY		16%	▼	-2
GERMANY		12%	▲	+1
ISRAEL		11%	▼	-4

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

Source: Global Advisor
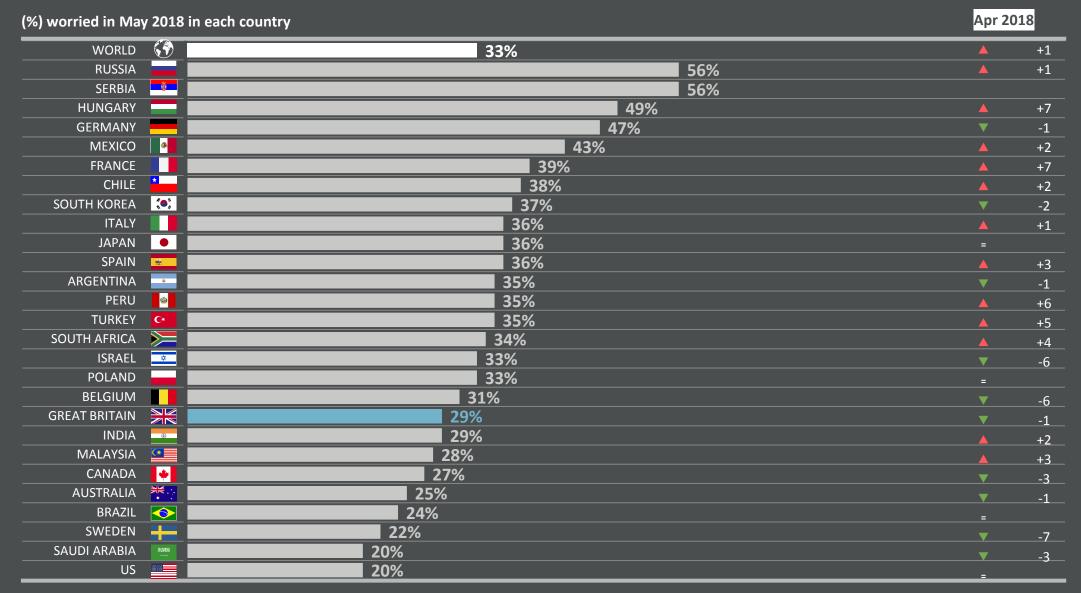
GAME CHANGERS   Ipsos

Ipsos Public Affairs

3 | POVERTY & SOCIAL INEQUALITY

Which three of the following topics do you find the most worrying in your country?
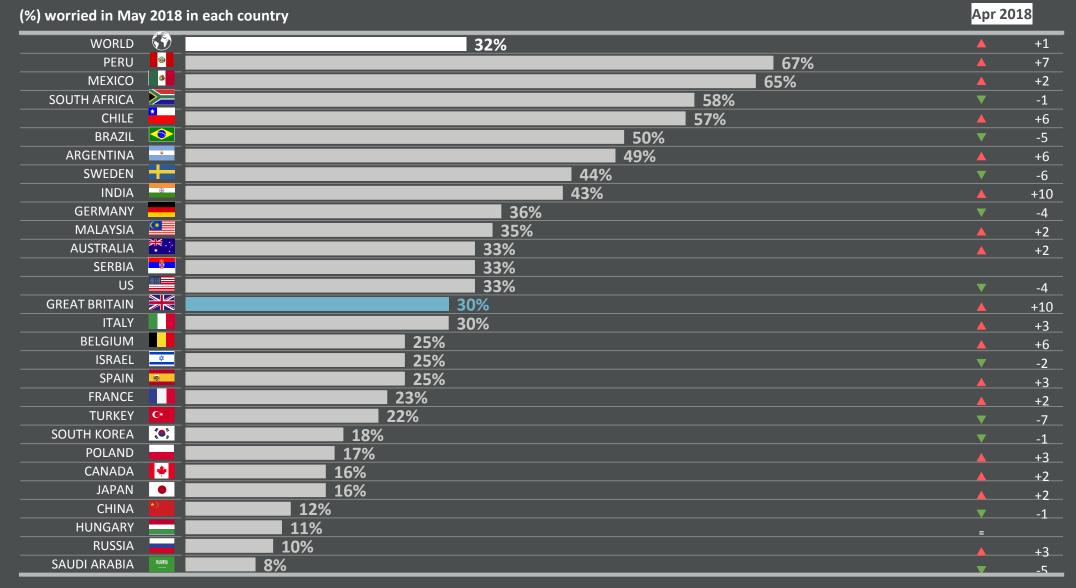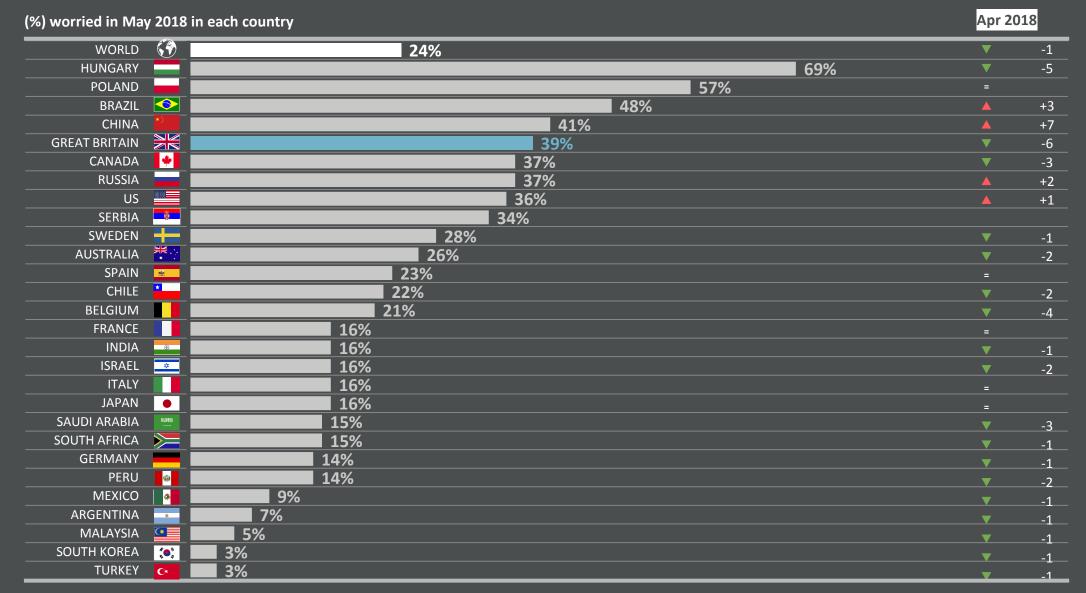
% change compared with previous month:

(%) worried in May 2018 in each country

Apr 2018

Country	%		Apr 2018
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

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 May 2018 in each country

Apr 2018

Country	% worried	Change
WORLD	32%	▲ +1
PERU	67%	▲ +7
MEXICO	65%	▲ +2
SOUTH AFRICA	58%	▼ -1
CHILE	57%	▲ +6
BRAZIL	50%	▼ -5
ARGENTINA	49%	▲ +6
SWEDEN	44%	▼ -6
INDIA	43%	▲ +10
GERMANY	36%	▼ -4
MALAYSIA	35%	▲ +2
AUSTRALIA	33%	▲ +2
SERBIA	33%	
US	33%	▼ -4
GREAT BRITAIN	30%	▲ +10
ITALY	30%	▲ +3
BELGIUM	25%	▲ +6
ISRAEL	25%	▼ -2
SPAIN	25%	▲ +3
FRANCE	23%	▲ +2
TURKEY	22%	▼ -7
SOUTH KOREA	18%	▼ -1
POLAND	17%	▲ +3
CANADA	16%	▲ +2
JAPAN	16%	▲ +2
CHINA	12%	▼ -1
HUNGARY	11%	=
RUSSIA	10%	▲ +3
SAUDI ARABIA	8%	▼ -5

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

Source: Global Advisor

GAME CHANGERS Ipsos

5 | HEALTHCARE

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 May 2018 in each country

Apr 2018

Country	%	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

GAME CHANGERS   Ipsos

6 | EDUCATION

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

Ipsos Public Affairs

(%) worried in May 2018 in each country

% change compared with previous month:

Apr 2018

Country	%	Trend	Apr 2018
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

GAME CHANGERS | Ipsos

7 | TAXES

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

(%) worried in May 2018 in each country

% change compared
with previous month:

Apr 2018

Country	%	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

GAME CHANGERS   Ipsos

Ipsos Public Affairs

8 | MORAL DECLINE

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

(%) worried in May 2018 in each country

% change compared with previous month:

Apr 2018

Country	% worried May 2018	Change vs 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

GAME CHANGERS Ipsos

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	%	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

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 May 2018 in each country

Apr 2018

Country		%		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

GAME CHANGERS   Ipsos

Ipsos Public Affairs

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		May 2018		Apr 2018 change
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

GAME CHANGERS Ipsos

Ipsos Public Affairs

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		%	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

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13 | RISE OF EXTREMISM

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

(%) worried in May 2018 in each country

% change compared with previous month:

Apr 2018

Country	%	Change	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

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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

Country		%		
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

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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	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

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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	%	Change
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

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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	%	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

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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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