

WHAT WORRIES THE



July

2018

GAME CHANGERS

WORLD SUMMARY: JULY 2018

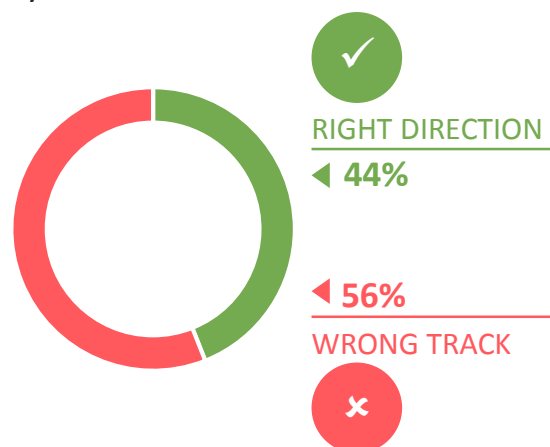
The majority (56%) of people around the world think things in their country are on the wrong track.

Unemployment currently occupies the top spot for global concern with 33% saying this.

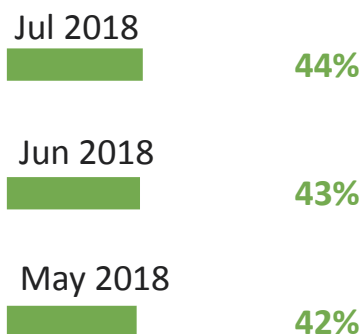
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

RIGHT DIRECTION/ WRONG TRACK

July 2018



RIGHT DIRECTION



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

% change compared
with previous month:

Jun 2018

UNEMPLOYMENT		33%	=	
POVERTY & SOCIAL INEQUALITY		33%	=	
CRIME & VIOLENCE		32%	▲	+1
FINANCIAL/POLITICAL CORRUPTION		32%	▼	-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.

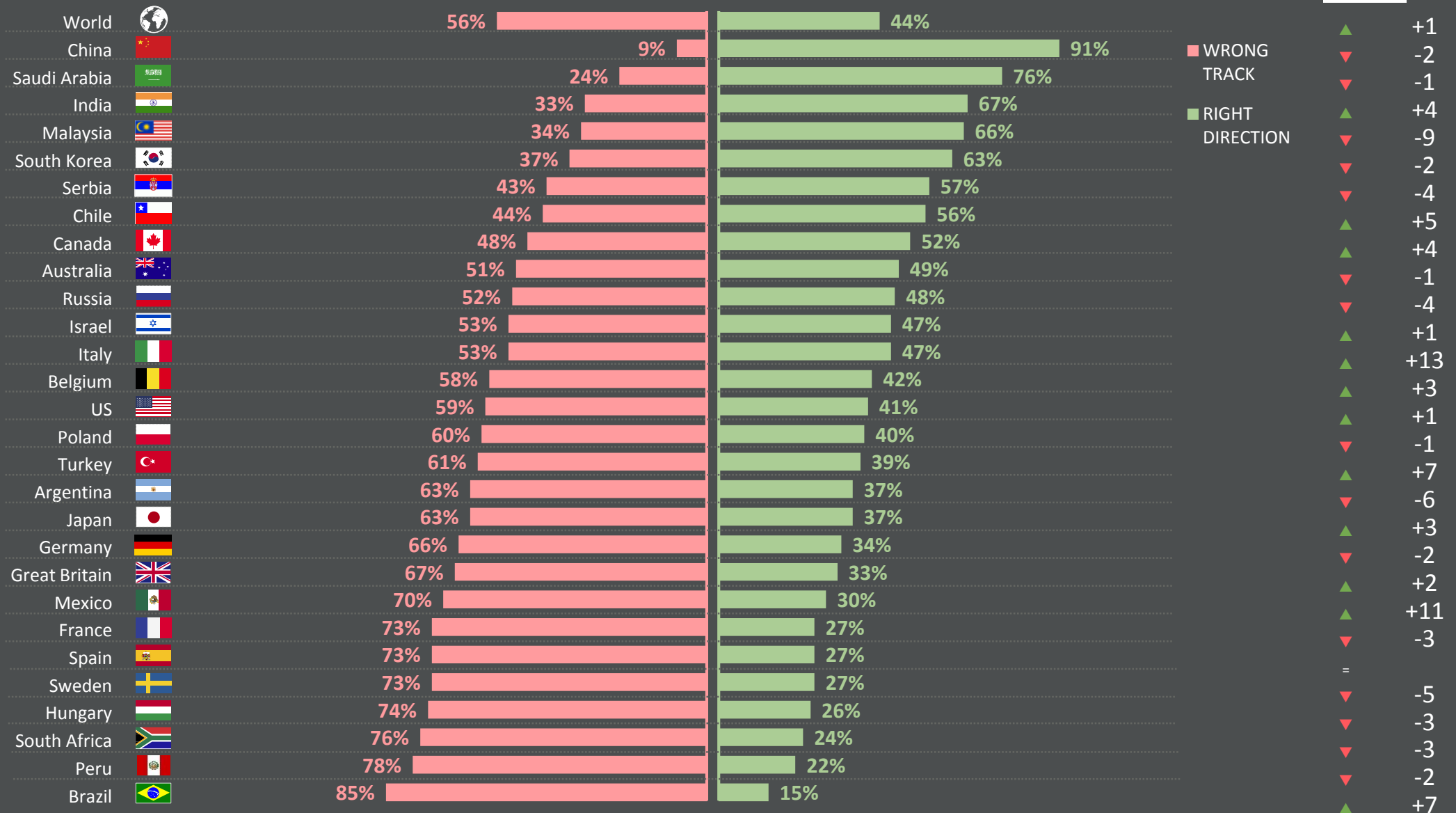
COUNTRY COMPARISON

RIGHT DIRECTION/WRONG TRACK

Ipsos Public Affairs

% change compared with previous month:

Jun 2018



Base: Representative sample of 19,743 adults aged 16-64 in 28 participating countries, June 22nd 2018 - July 6th 2018.

Source: Global Advisor

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

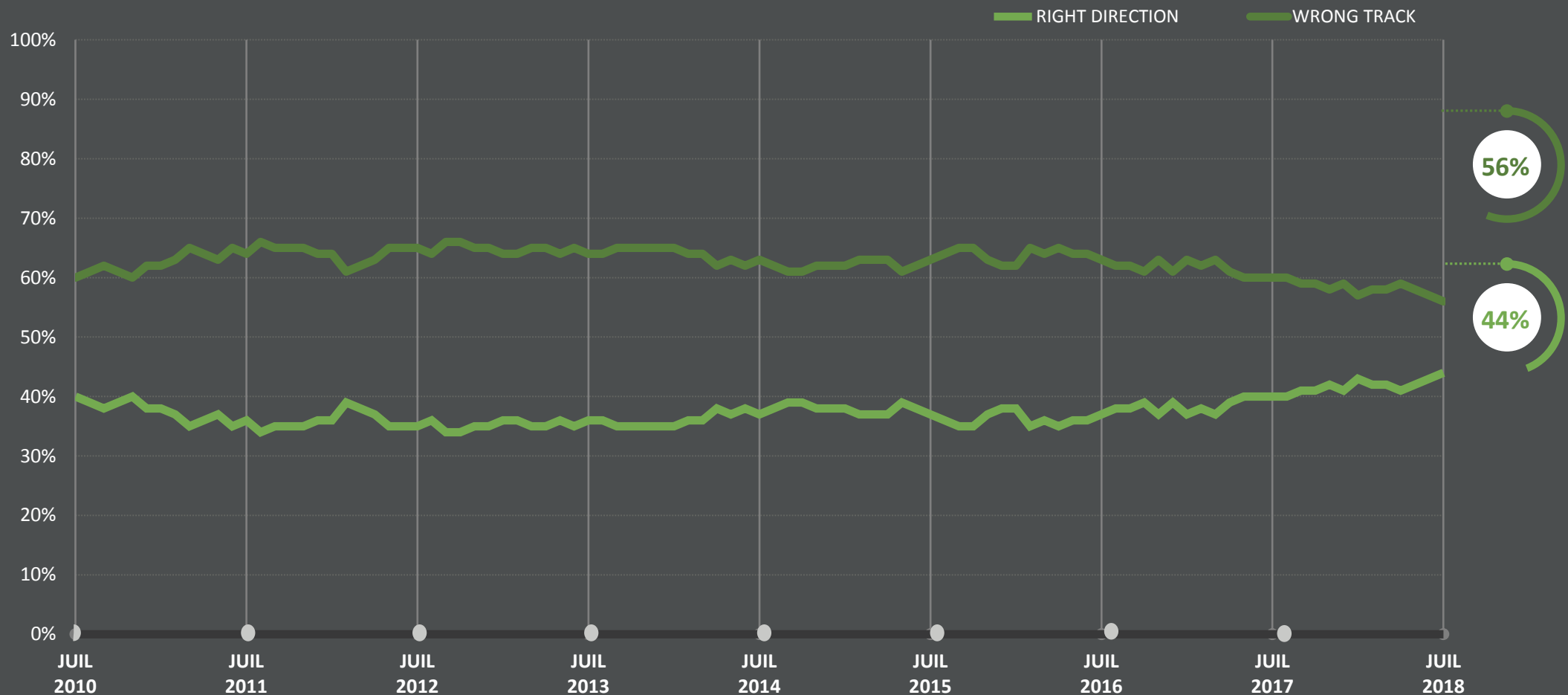
3

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?



Base: Representative sample of adults aged 16-64, c.18,000 – 20,000 per month.

Source: Global Advisor

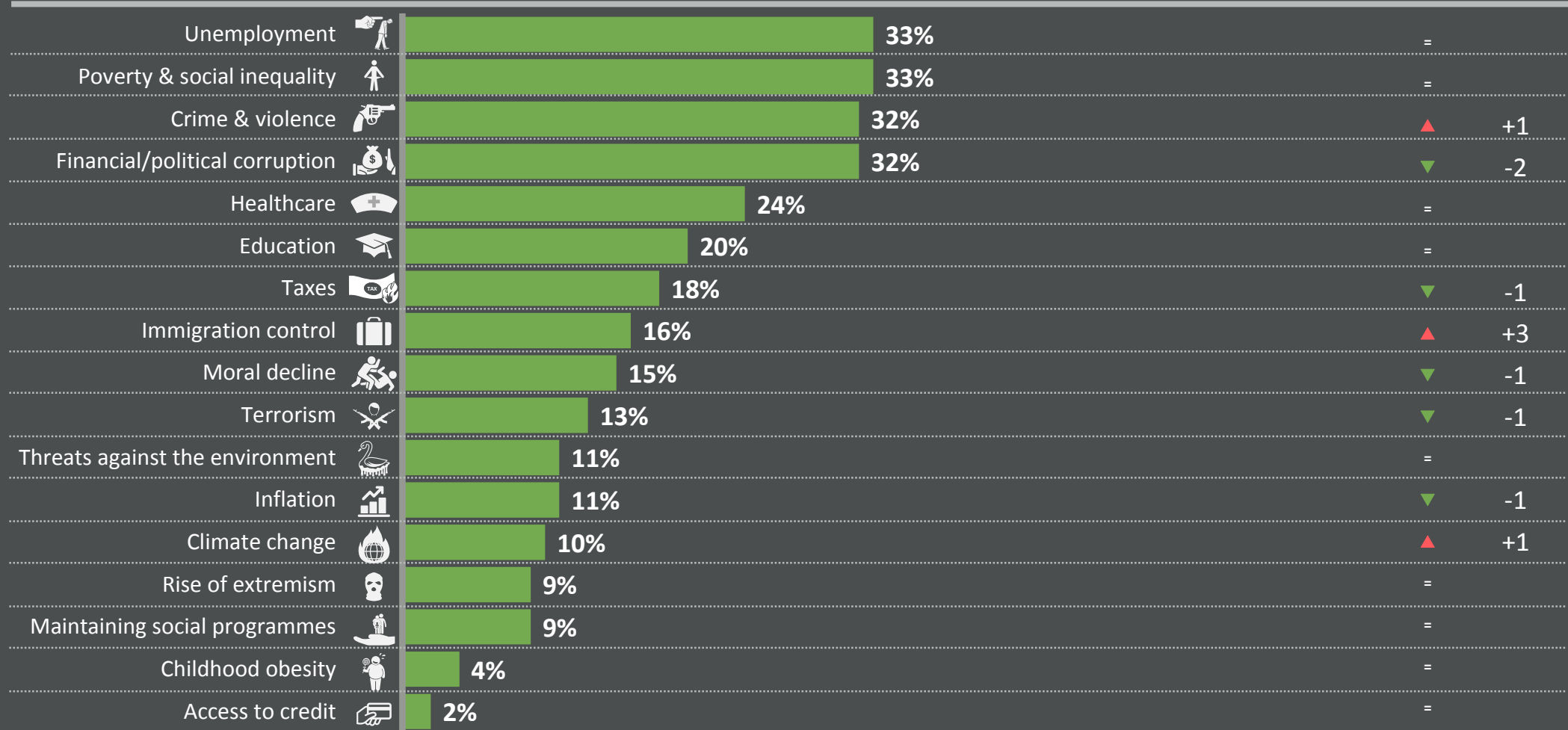
WORLD WORRIES

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

% change compared with previous month:

Mentioned in July 2018 (%)

Jun 2018

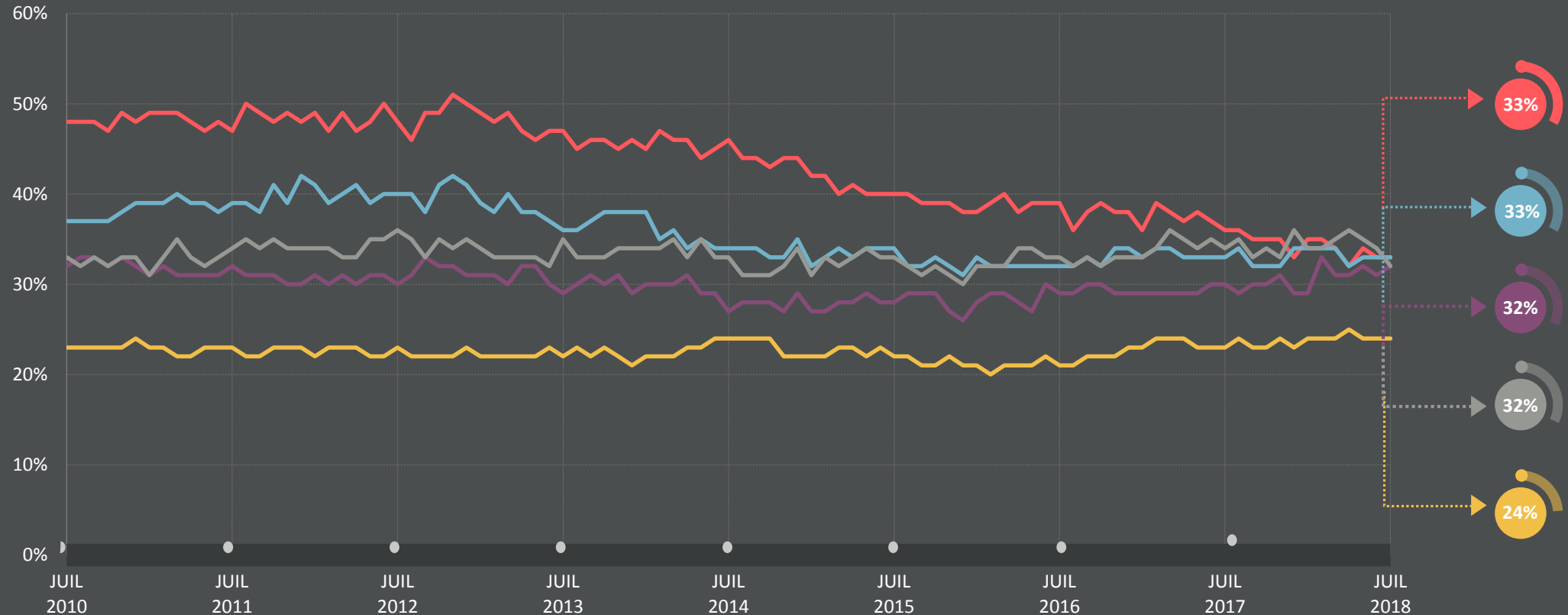


Base: Representative sample of adults aged 16-64. July 2018: 19,743; June 2018: 23,210.

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?



Unemployment



Poverty & social inequality



Crime & violence



Financial/political corruption



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 Great Britain's top 5 concerns

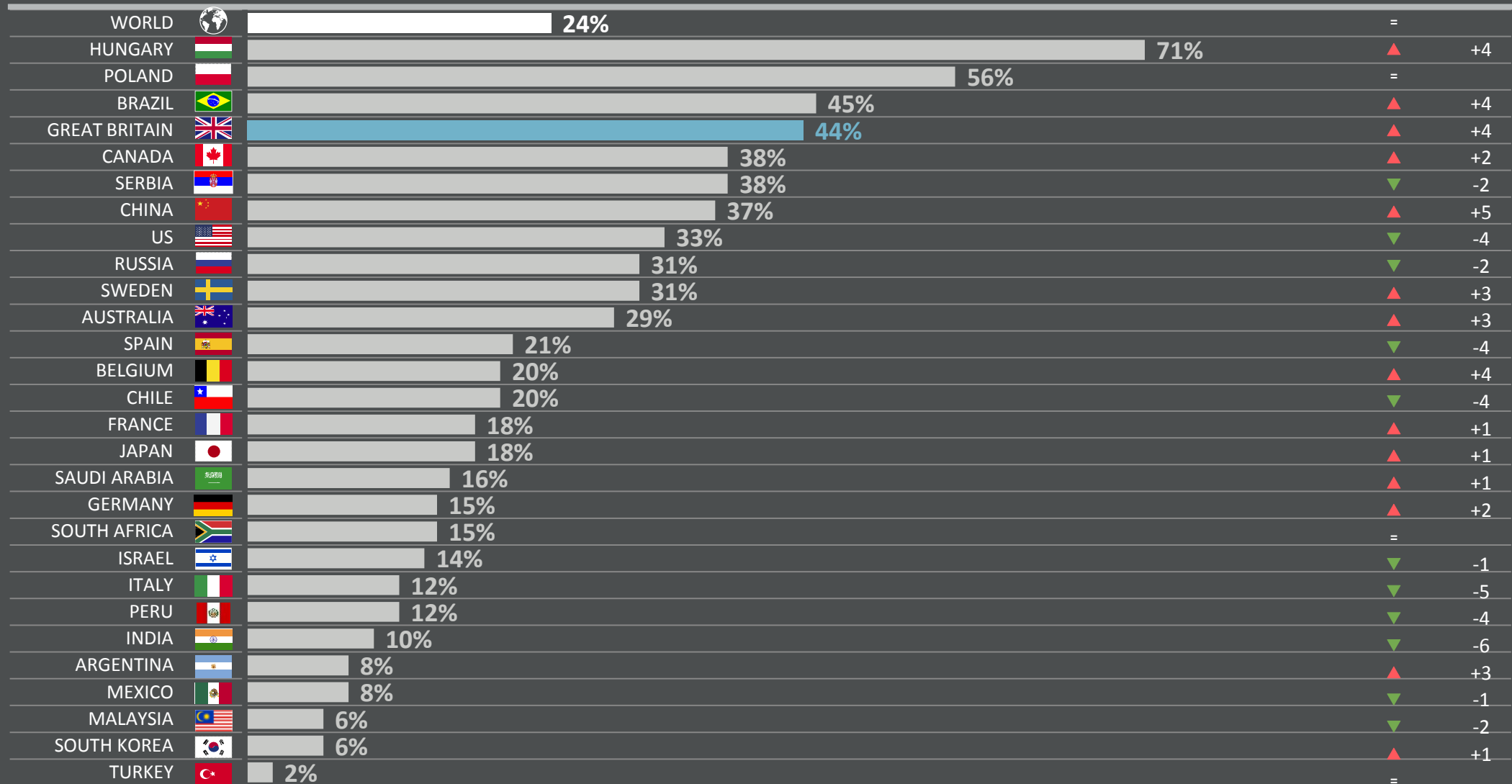
1 | HEALTHCARE

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

% change compared
with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

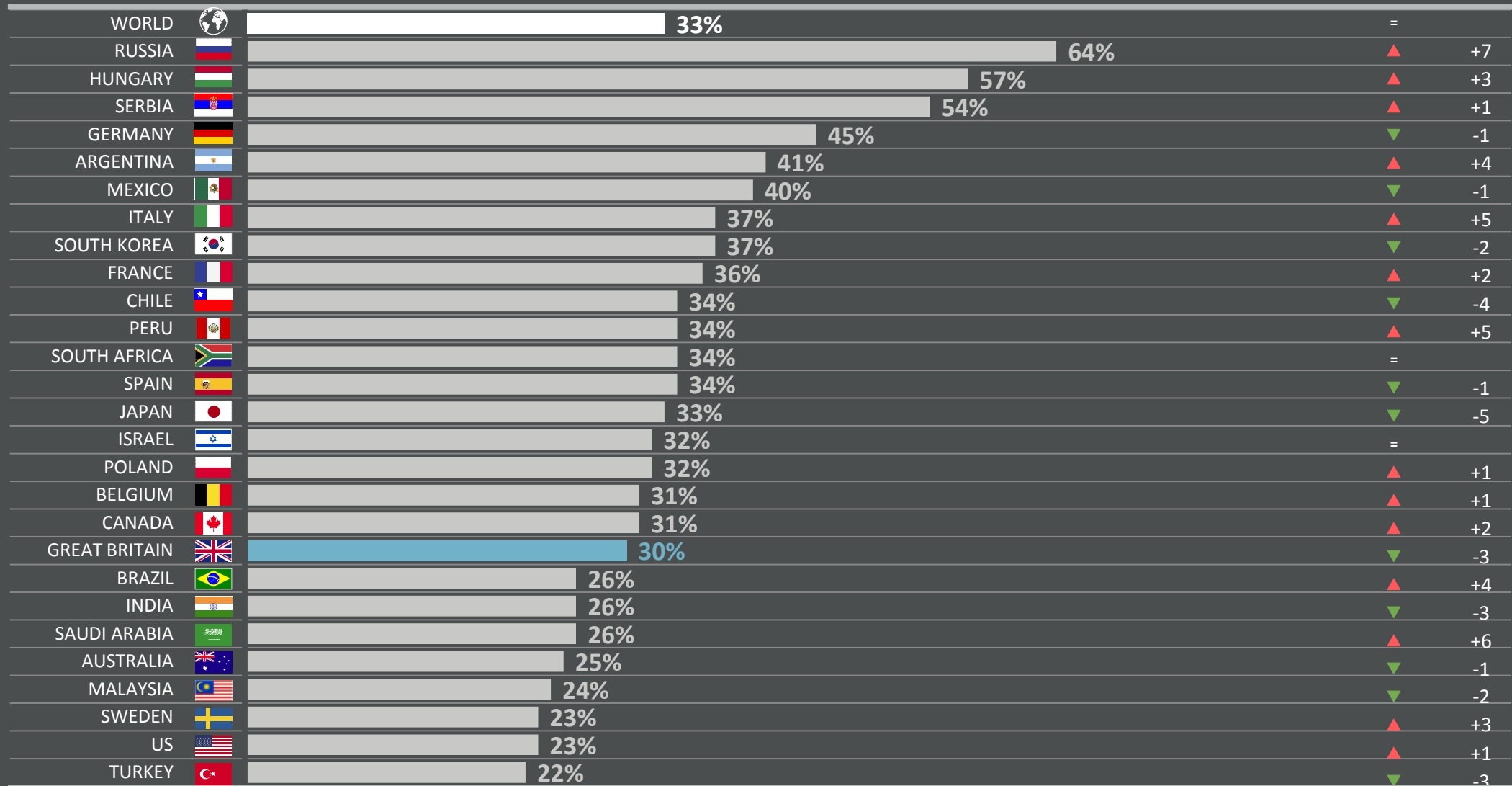
2 | POVERTY & SOCIAL INEQUALITY

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

% change compared
with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

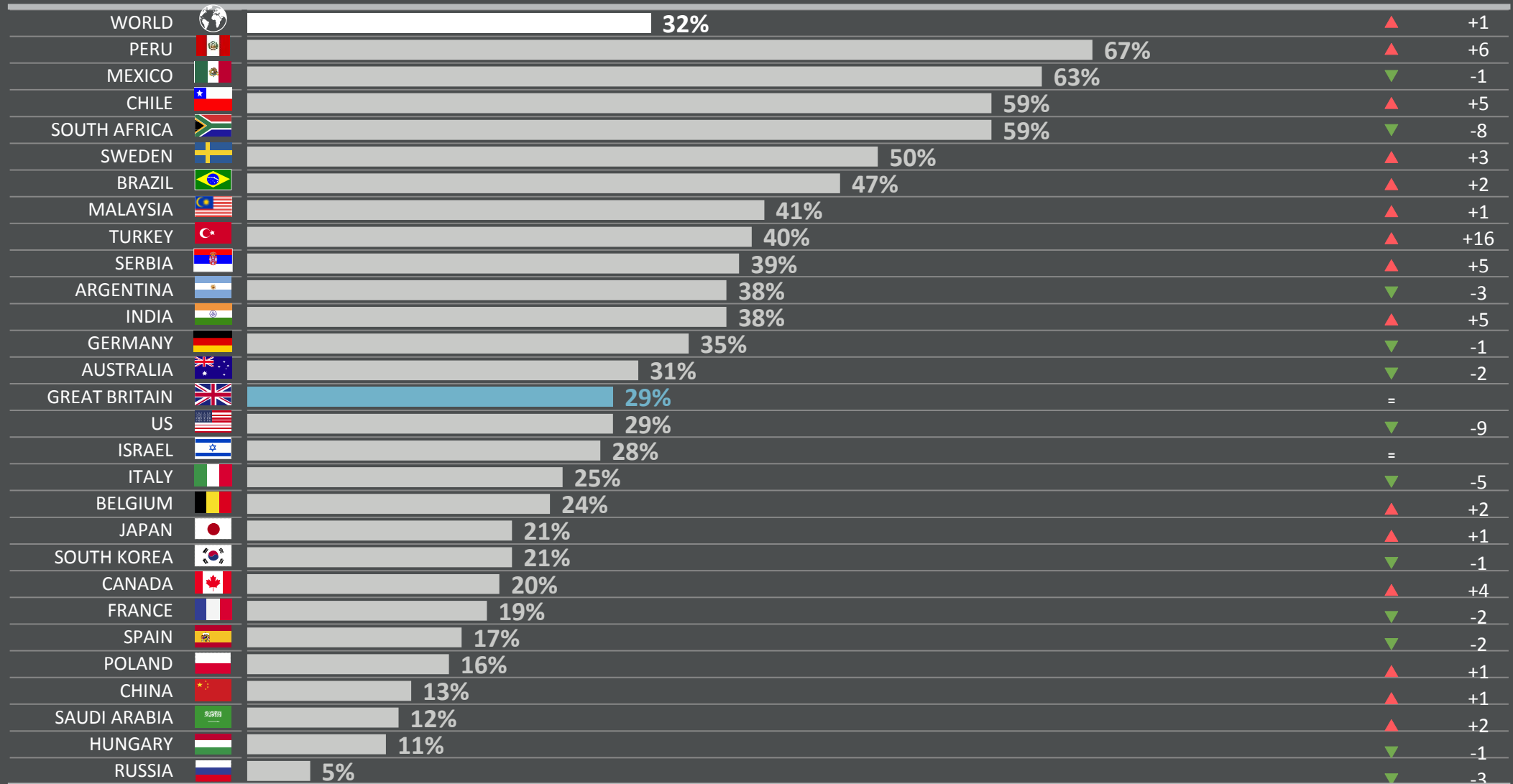
3 | CRIME & VIOLENCE

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

% change compared
with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

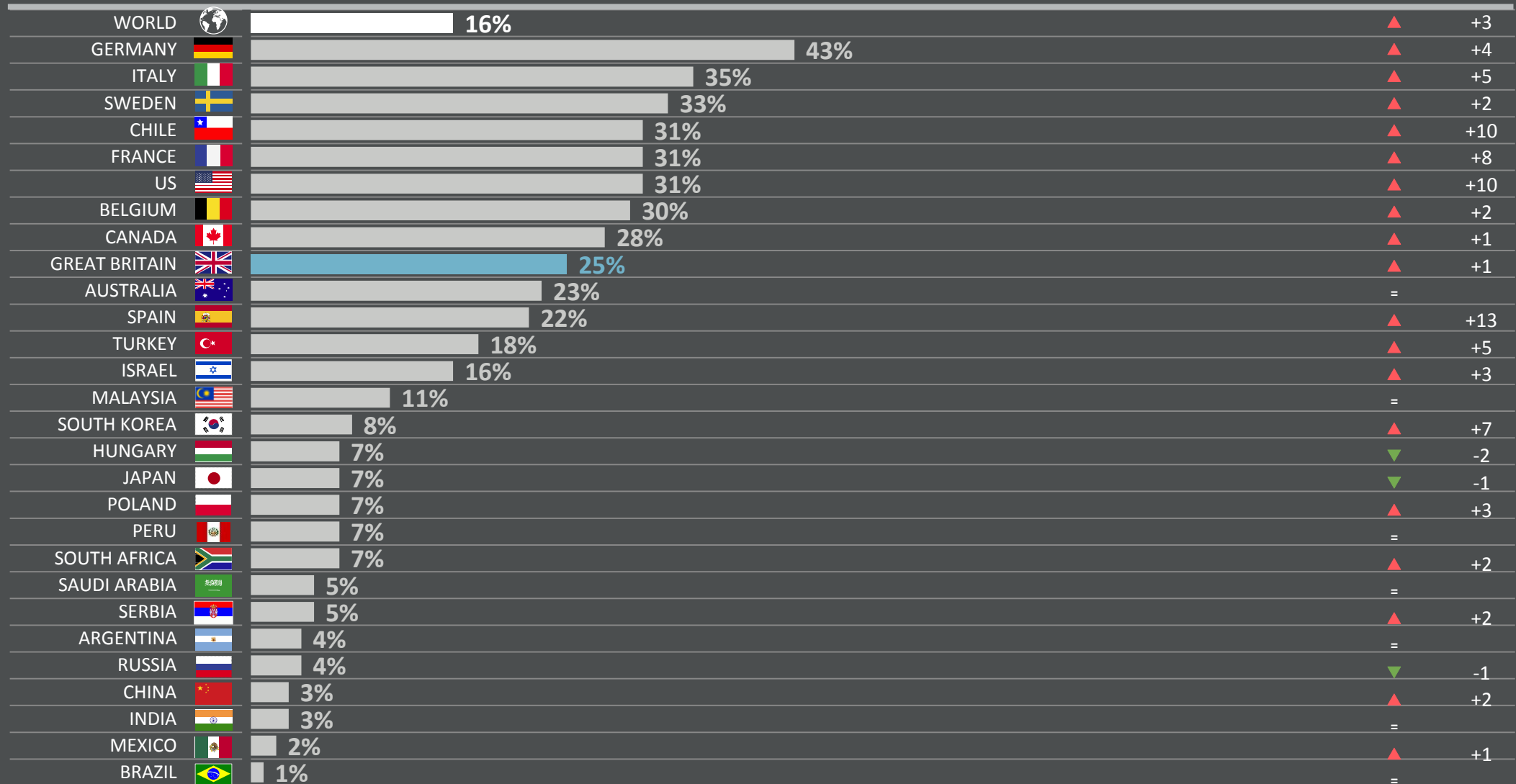
4 | IMMIGRATION CONTROL

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

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

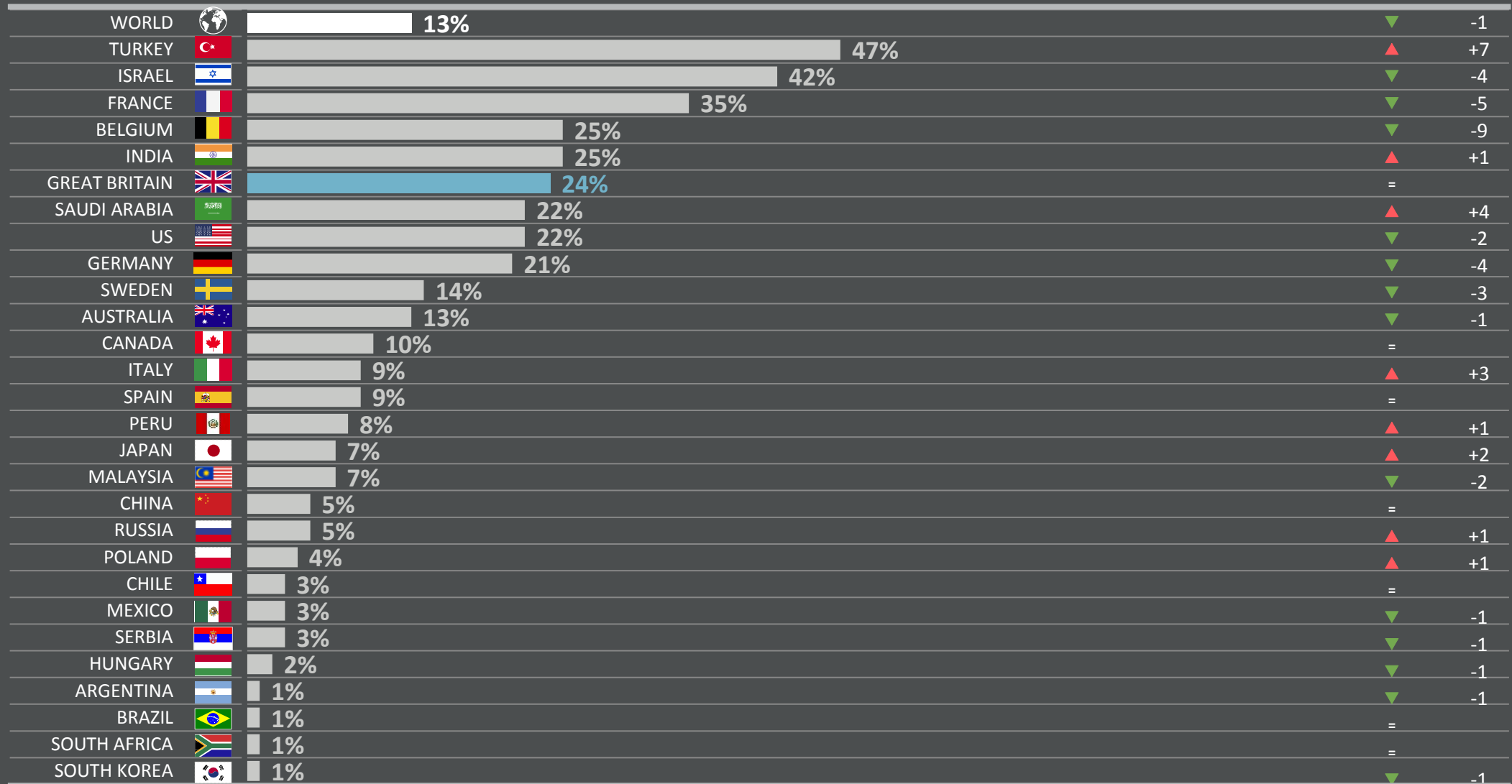
5 | TERRORISM

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

% change compared
with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor



WORLD WORRIES

COUNTRY COMPARISON

Country comparison of all 17 concerns

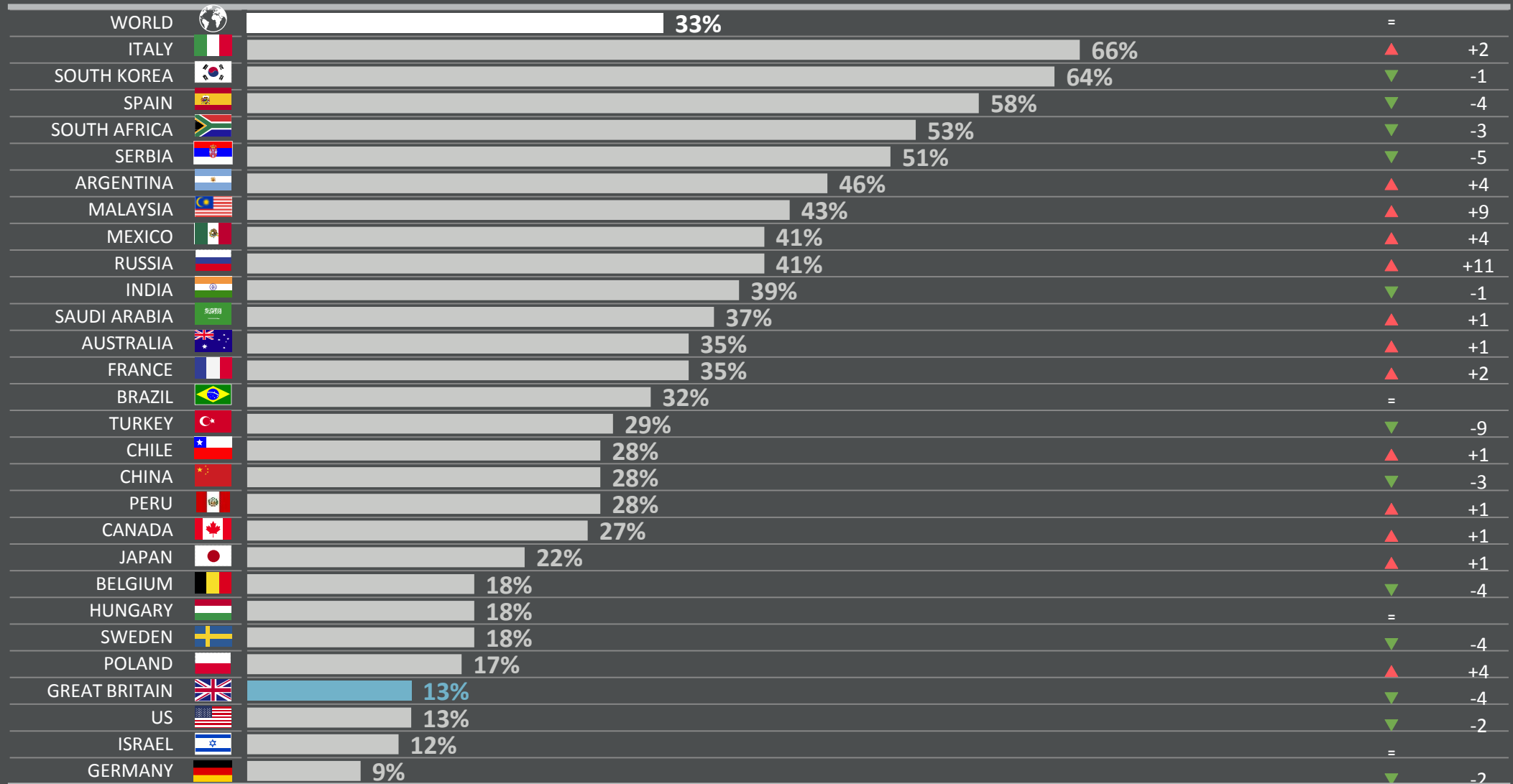
1 | UNEMPLOYMENT AND JOBS

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

% change compared
with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

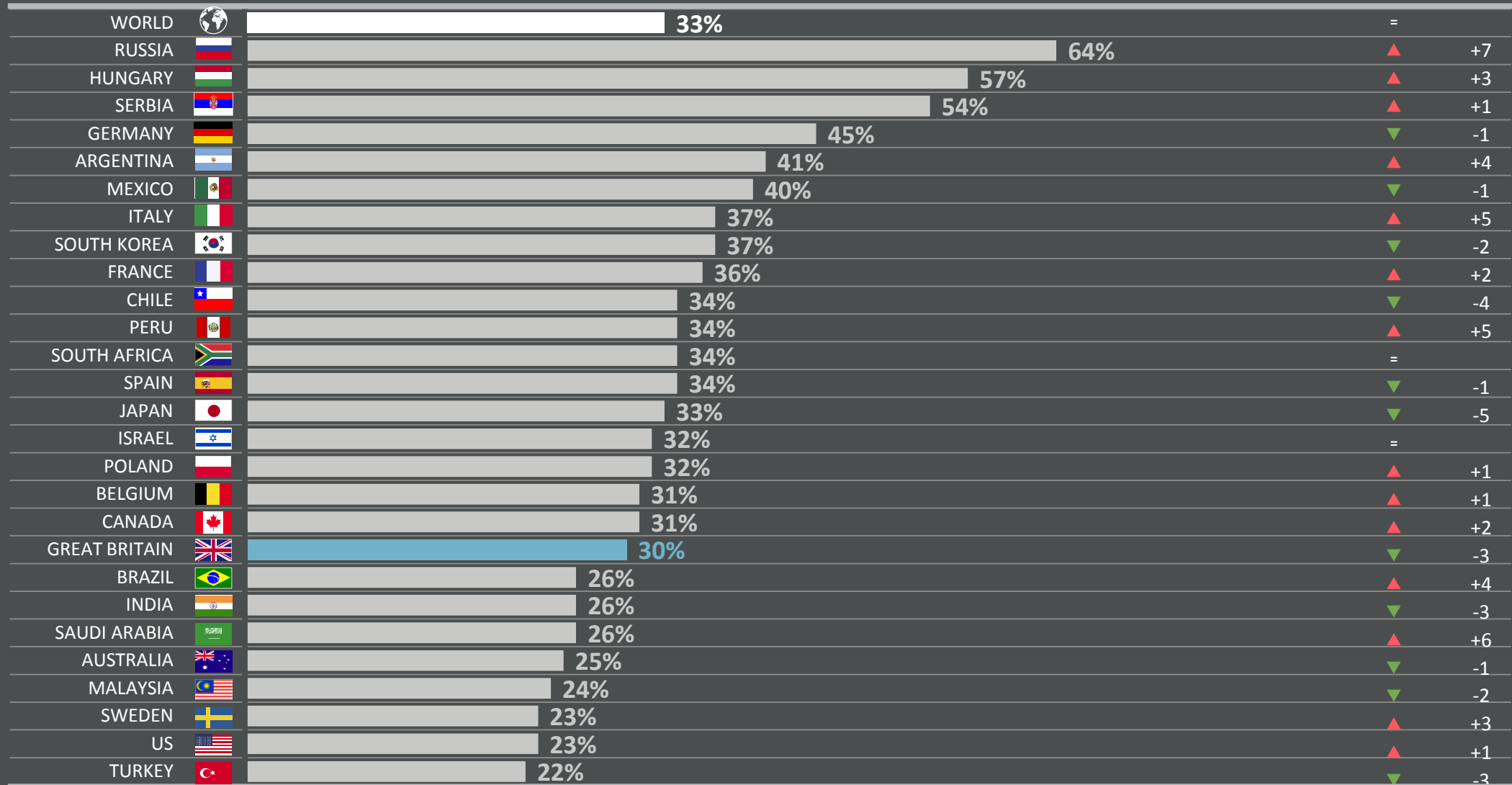
2 | POVERTY & SOCIAL INEQUALITY

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

% change compared
with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

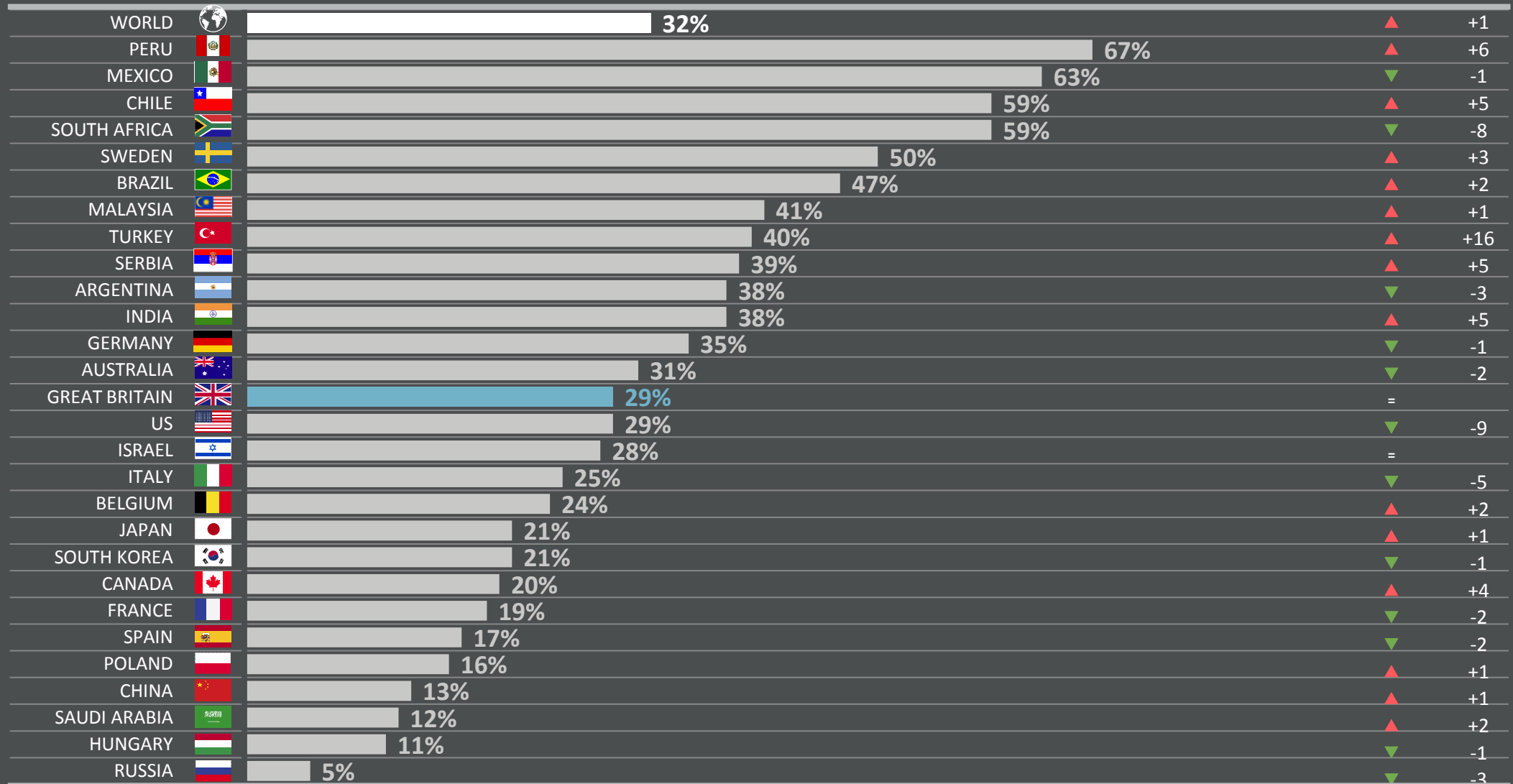
3 | CRIME & VIOLENCE

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

% change compared
with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

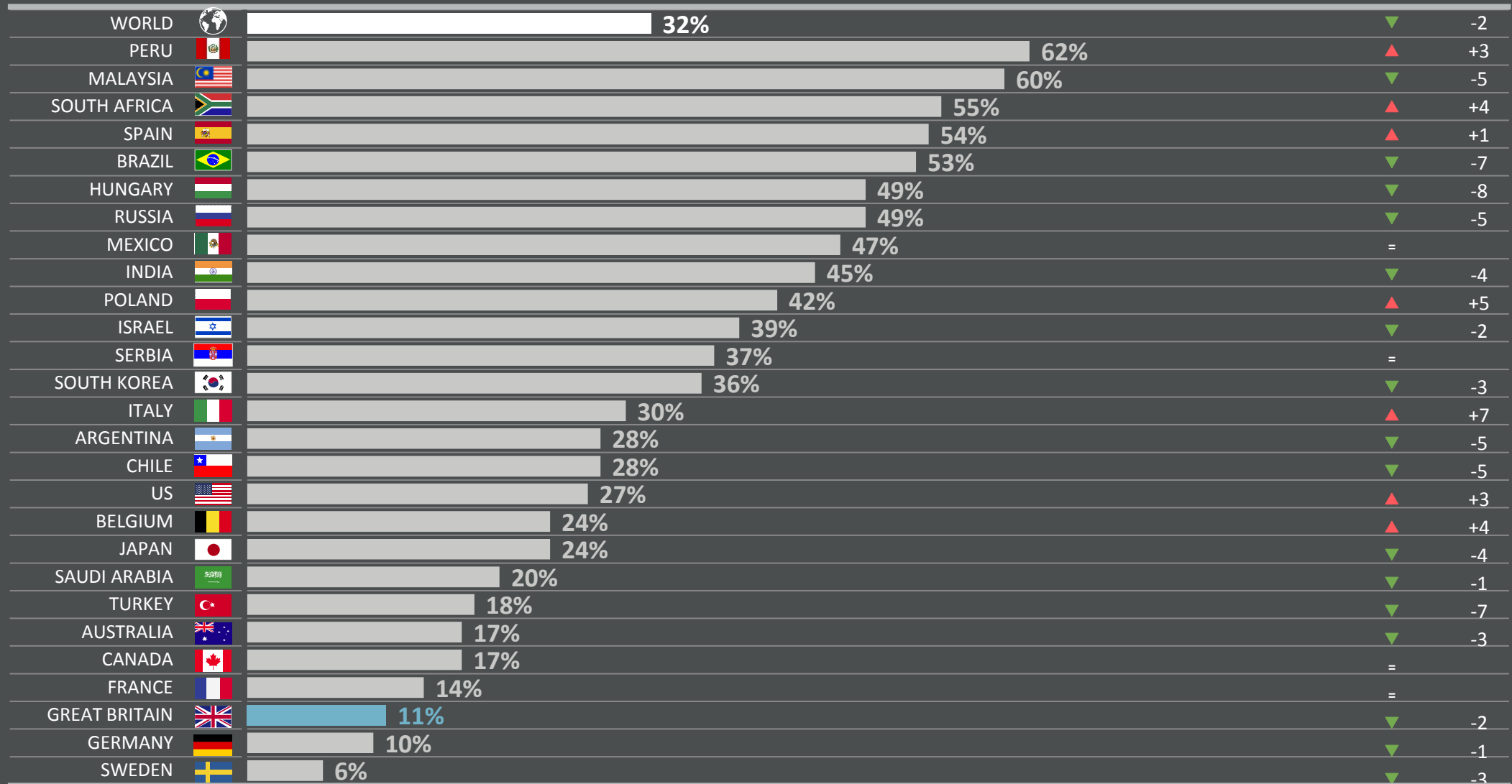
4 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared
with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

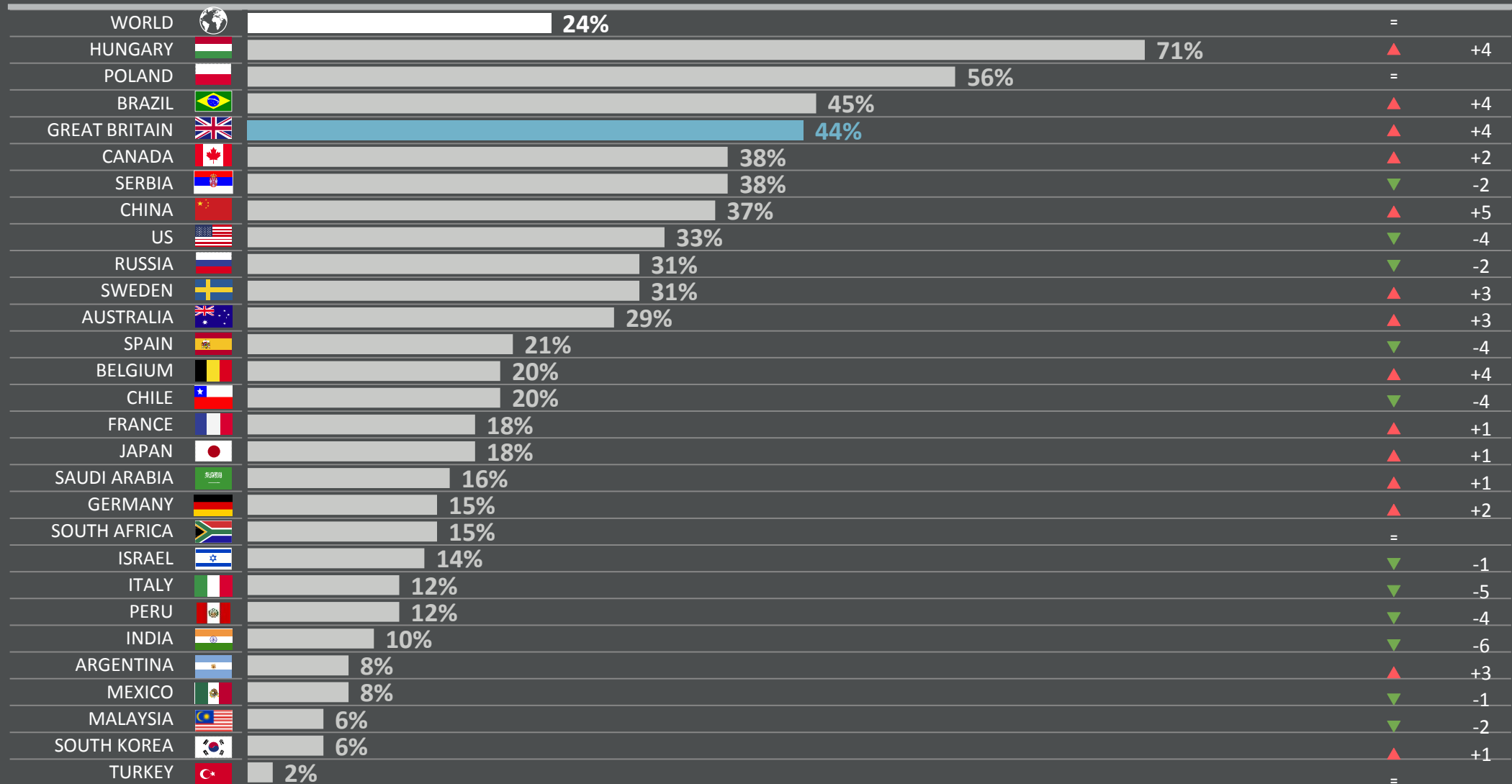
5 | HEALTHCARE

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

% change compared
with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

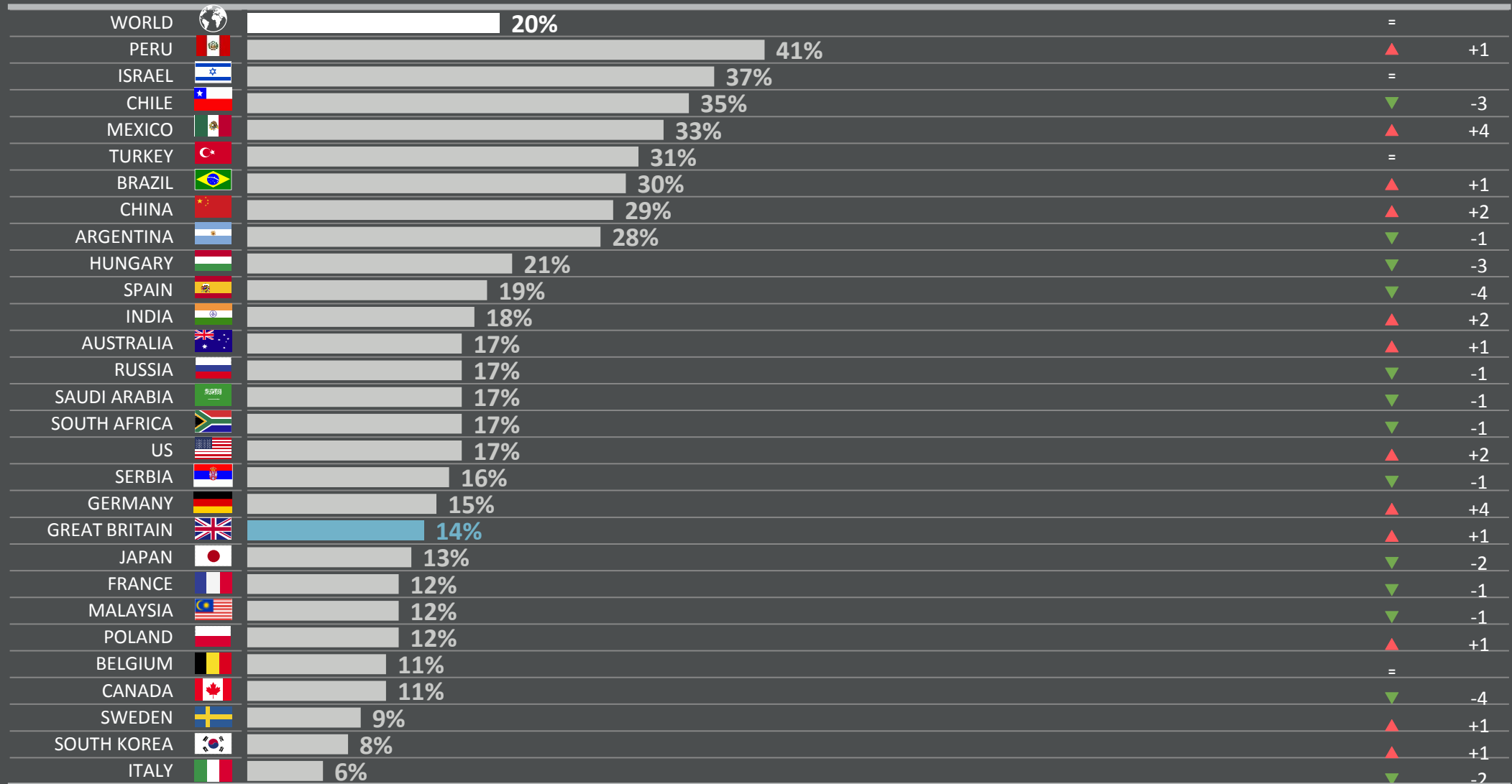
6 | EDUCATION

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

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

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 July 2018 in each country

Jun 2018

WORLD		18%	▼	-1
BELGIUM		35%	▲	+6
POLAND		34%	▲	+3
ITALY		33%	▼	-5
SAUDI ARABIA		33%	▲	+1
CANADA		31%	▼	-3
FRANCE		28%	▲	+1
JAPAN		28%	▲	+4
BRAZIL		25%	▼	-8
ISRAEL		23%	▲	+3
ARGENTINA		21%	▼	-7
SOUTH KOREA		21%	▲	+8
RUSSIA		20%	▲	+3
SOUTH AFRICA		20%	▲	+6
TURKEY		19%	▼	-6
AUSTRALIA		16%	=	
SPAIN		16%	▲	+2
US		15%	▲	+1
INDIA		14%	▼	-3
MALAYSIA		14%	=	
MEXICO		14%	▼	-1
SWEDEN		12%	▼	-3
GREAT BRITAIN		10%	=	
CHILE		8%	▼	-1
GERMANY		8%	=	
HUNGARY		8%	▲	+2
SERBIA		6%	▲	+1
PERU		4%	▼	-7

Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

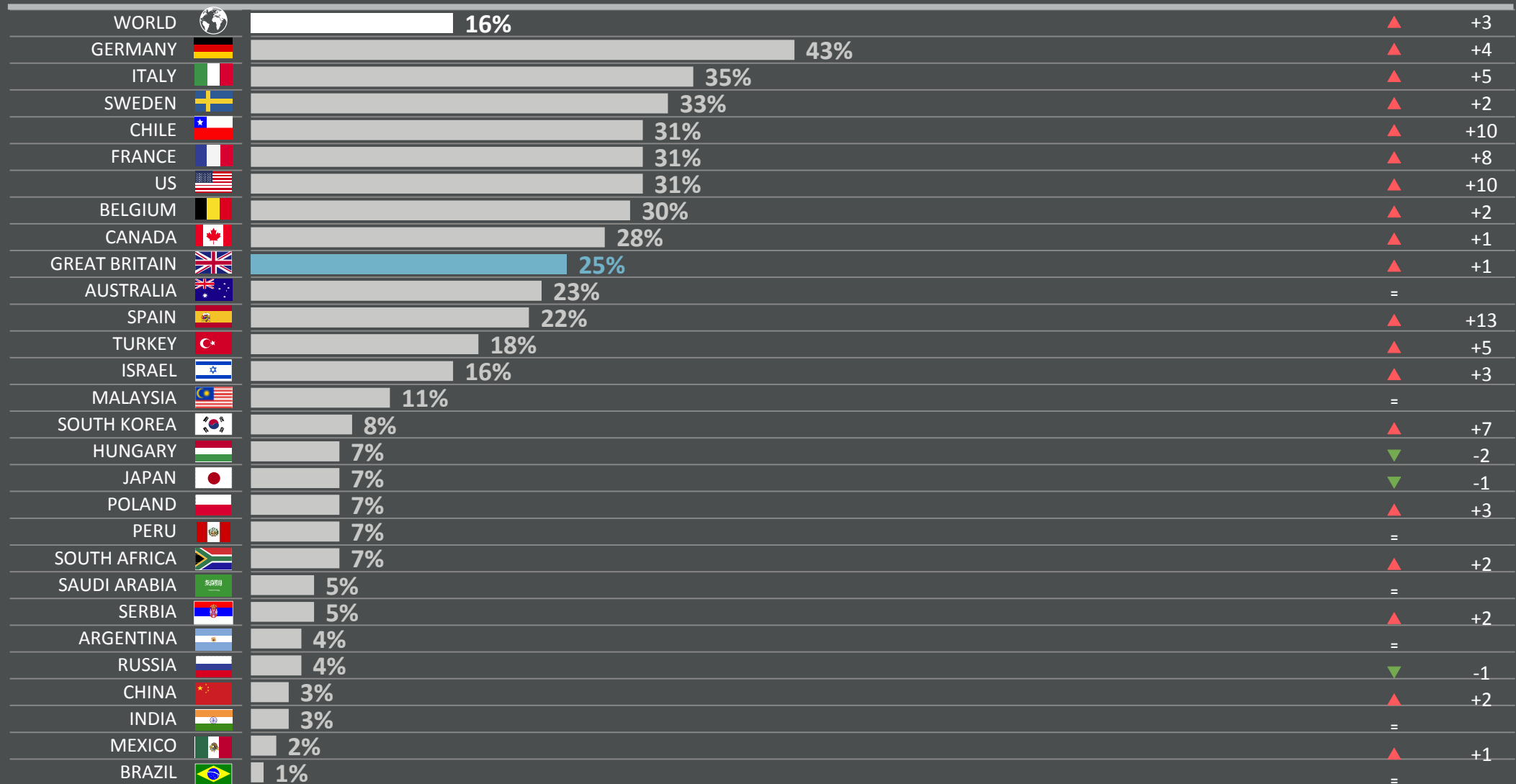
8 | IMMIGRATION CONTROL

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

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor






























9 | MORAL DECLINE

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

% change compared
with previous month:

(%) worried in July 2018 in each country

Jun 2018

WORLD		15%	▼	-1
CHINA		37%	▲	+1
MALAYSIA		31%	▲	+9
JAPAN		26%	▼	-1
US		25%	=	
SERBIA		24%	▼	-4
SAUDI ARABIA		20%	=	
SOUTH KOREA		18%	▼	-1
GERMANY		17%	▼	-1
POLAND		17%	▲	+2
SWEDEN		17%	▲	+4
AUSTRALIA		16%	▲	+1
GREAT BRITAIN		15%	▼	-1
ISRAEL		15%	▼	-2
CANADA		14%	▲	+1
FRANCE		13%	=	
TURKEY		13%	=	
RUSSIA		12%	▼	-3
BELGIUM		11%	▼	-1
INDIA		11%	▲	+1
ITALY		11%	=	
ARGENTINA		10%	▲	+2
CHILE		10%	▲	+1
HUNGARY		10%	▼	-5
PERU		8%	▼	-5
SOUTH AFRICA		8%	=	
SPAIN		8%	▲	+2
MEXICO		7%	▼	-1
BRAZIL		6%	▼	-2

Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor

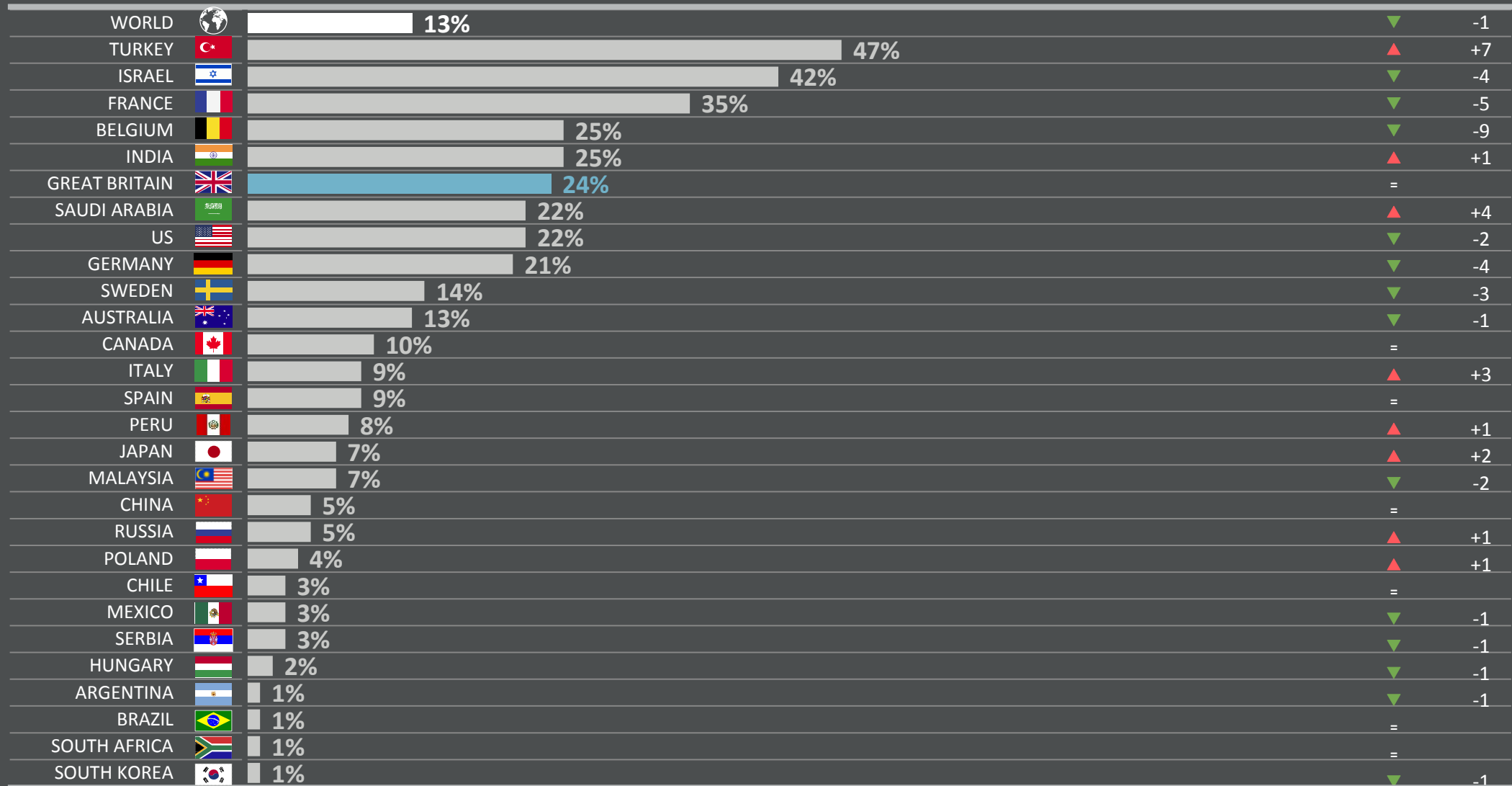
10 | TERRORISM

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

% change compared
with previous month:

(%) worried in July 2018 in each country

Jun 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

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 July 2018 in each country

Jun 2018

WORLD		11%	=	
CHINA		45%	▲	+4
GERMANY		19%	▲	+2
INDIA		17%	▲	+3
AUSTRALIA		14%	▲	+2
FRANCE		14%	▼	-2
CANADA		13%	=	
CHILE		13%	▲	+3
SOUTH KOREA		13%	▼	-6
BELGIUM		12%	▼	-2
GREAT BRITAIN		12%	▲	+2
SWEDEN		11%	▼	-2
POLAND		10%	▼	-7
SERBIA		10%	▲	+4
US		10%	=	
MEXICO		9%	▼	-3
SAUDI ARABIA		9%	▲	+1
JAPAN		8%	▼	-1
TURKEY		8%	▲	+4
ITALY		6%	▼	-1
MALAYSIA		6%	▼	-1
PERU		6%	▼	-1
RUSSIA		6%	▼	-3
BRAZIL		5%	▲	+1
ISRAEL		5%	▲	+1
SOUTH AFRICA		5%	▲	+3
SPAIN		5%	▼	-1
HUNGARY		3%	▲	+1
ARGENTINA		2%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

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 July 2018 in each country

Jun 2018

WORLD		11%	▼	-1
ARGENTINA		61%	▲	+6
CHINA		30%	▼	-2
TURKEY		28%	=	
RUSSIA		18%	▼	-4
MALAYSIA		16%	▼	-8
SAUDI ARABIA		13%	▼	-1
SOUTH AFRICA		13%	▼	-3
AUSTRALIA		12%	▼	-1
CANADA		12%	▼	-4
MEXICO		12%	▼	-1
INDIA		9%	▼	-3
SOUTH KOREA		9%	▼	-2
BRAZIL		8%	▼	-3
GREAT BRITAIN		7%	▼	-3
JAPAN		7%	▲	+1
PERU		6%	▼	-2
SWEDEN		6%	▲	+3
US		6%	▲	+1
BELGIUM		5%	=	
FRANCE		5%	=	
CHILE		4%	▼	-1
HUNGARY		4%	▼	-1
POLAND		4%	▼	-3
SPAIN		4%	▲	+2
GERMANY		3%	▼	-1
ITALY		3%	▼	-2
ISRAEL		2%	=	
SERBIA		2%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor






























13 | CLIMATE CHANGE

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

% change compared with previous month:

(%) worried in July 2018 in each country

Jun 2018

WORLD		10%	▲	+1
CHINA		26%	▲	+1
CANADA		21%	▲	+1
JAPAN		20%	▲	+7
AUSTRALIA		18%	▲	+3
GERMANY		17%	▼	-1
SAUDI ARABIA		16%	▲	+3
BELGIUM		15%	▲	+2
INDIA		15%	▲	+1
US		13%	=	
GREAT BRITAIN		12%	▲	+3
FRANCE		11%	▼	-1
SWEDEN		10%	▼	-4
CHILE		9%	▲	+2
MEXICO		7%	▼	-1
PERU		7%	▲	+2
SOUTH KOREA		7%	▼	-4
SPAIN		7%	▼	-2
HUNGARY		6%	▲	+1
POLAND		6%	▼	-1
ITALY		5%	▲	+1
TURKEY		5%	▼	-1
SERBIA		4%	=	
ISRAEL		3%	=	
RUSSIA		3%	▼	-1
ARGENTINA		2%	=	
BRAZIL		1%	=	
MALAYSIA		1%	▼	-2
SOUTH AFRICA		1%	▼	-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor




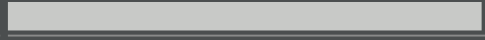













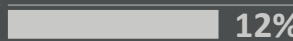

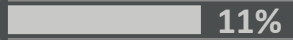

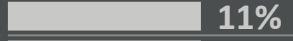













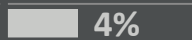

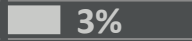













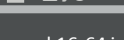

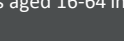


14 | RISE OF EXTREMISM

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

% change compared
with previous month:

(%) worried in July 2018 in each country

Jun 2018

WORLD			9%	=	
SWEDEN			27%	▲	+6
GERMANY			19%	▼	-3
BELGIUM			18%	▼	-5
GREAT BRITAIN			17%	▼	-3
US			16%	▲	+2
FRANCE			15%	▼	-3
MALAYSIA			13%	▲	+2
ISRAEL			12%	▼	-3
POLAND			12%	▲	+1
AUSTRALIA			11%	▲	+2
HUNGARY			11%	▲	+5
INDIA			11%	▲	+5
CANADA			10%	▲	+3
TURKEY			10%	▼	-1
ITALY			7%	▲	+1
SOUTH KOREA			7%	▲	+1
SAUDI ARABIA			6%	▼	-1
SPAIN			6%	▼	-1
CHILE			4%	▼	-1
ARGENTINA			3%	▲	+1
BRAZIL			3%	=	
JAPAN			3%	▼	-1
RUSSIA			3%	=	
SERBIA			3%	=	
SOUTH AFRICA			3%	▼	-1
MEXICO			2%	▲	+1
PERU			1%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

Source: Global Advisor






























15 | 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 July 2018 in each country

Jun 2018

WORLD		9%	=	
JAPAN		35%	▲	+1
CHINA		26%	▼	-2
SWEDEN		22%	▲	+1
SOUTH KOREA		19%	▼	-2
GREAT BRITAIN		18%	▲	+1
POLAND		15%	▼	-2
RUSSIA		12%	▲	+3
SPAIN		12%	▲	+2
SAUDI ARABIA		10%	▲	+1
AUSTRALIA		9%	▼	-1
BELGIUM		8%	=	
CANADA		8%	=	
HUNGARY		8%	▲	+2
ITALY		8%	▲	+1
GERMANY		7%	▲	+1
US		7%	▼	-1
ISRAEL		5%	▼	-2
INDIA		4%	▲	+1
MALAYSIA		4%	▲	+2
SERBIA		4%	=	
ARGENTINA		3%	▼	-1
BRAZIL		3%	▲	+2
CHILE		3%	▼	-2
FRANCE		3%	▼	-1
MEXICO		2%	=	
SOUTH AFRICA		2%	▲	+1
PERU		1%	▼	-1
TURKEY		*	▼	-4

Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

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 July 2018 in each country

Jun 2018

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

Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

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 July 2018 in each country

Jun 2018

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

Base: Representative sample of adults aged 16-64 in 28 participating countries. July 2018: 19,743; June 2018: 23,210.

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 19,743 adults aged 18-64 in Canada, Israel and the US, and aged 16-64 in all other countries, were interviewed between June 22nd 2018 and July 6th 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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