

WHAT WORRIES THE



March

2019

GAME CHANGERS

SPAIN SUMMARY: MARCH 2019

The majority (76%) of Spanish people think things in the country are on the wrong track.

Unemployment currently occupies the top spot for concern with 61% saying this.



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

RIGHT DIRECTION/ WRONG TRACK

March 2019



RIGHT DIRECTION

◀ 24%

◀ 76%

WRONG TRACK



RIGHT DIRECTION

Mar 2019



24%

Feb 2018



23%

Jan 2018



20%

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

% change compared
with previous month:

Feb 2018

UNEMPLOYMENT		61%	▲	+1
FINANCIAL/POLITICAL CORRUPTION		46%	▼	-1
POVERTY & SOCIAL INEQUALITY		35%	▲	+3
HEALTHCARE		26%	▲	+1
EDUCATION		19%	▲	+2

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

Source: Global Advisor

WORLD SUMMARY: MARCH 2019

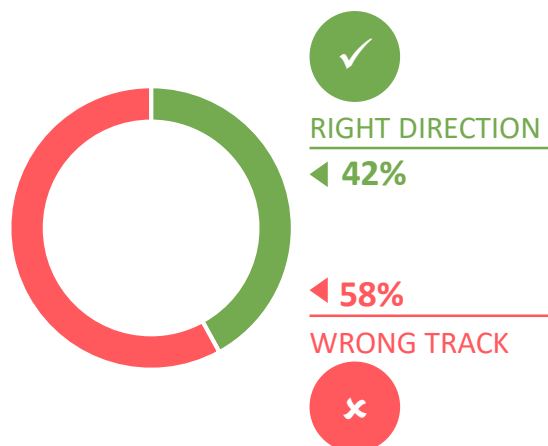
The majority (58%) of people around the world think things in their country are on the wrong track.

Financial/political corruption currently occupies the top spot for global concern with 34% saying this.

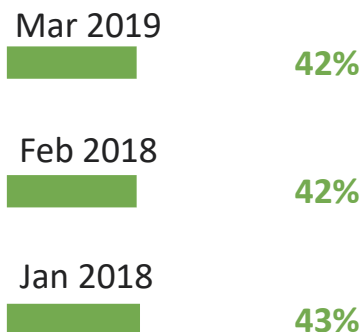
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

RIGHT DIRECTION/ WRONG TRACK

March 2019



RIGHT DIRECTION



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

% change compared
with previous month:

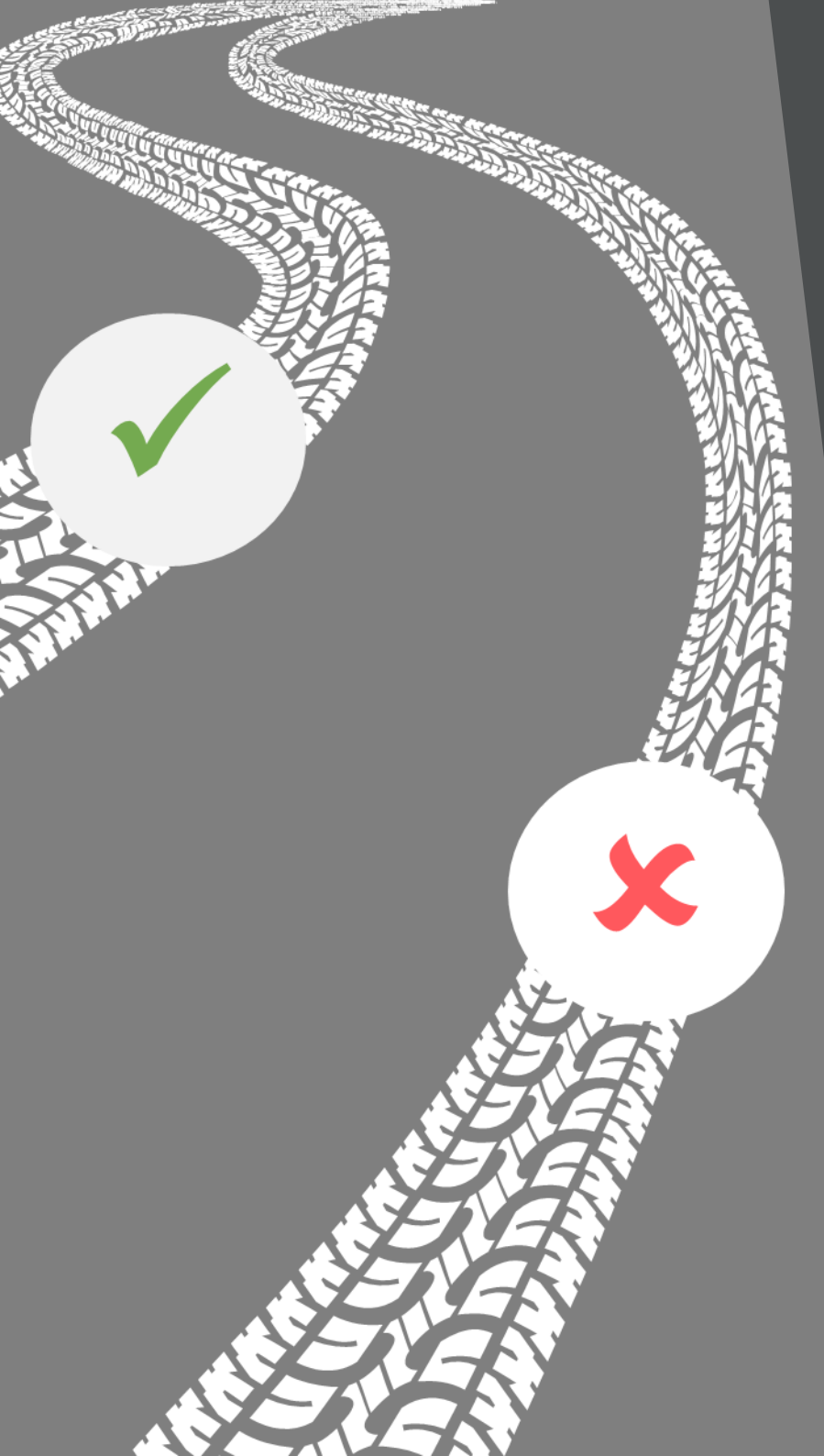
Feb 2018

FINANCIAL/POLITICAL CORRUPTION	34%	=
POVERTY & SOCIAL INEQUALITY	34%	=
UNEMPLOYMENT	33%	+1
CRIME & VIOLENCE	31%	=
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.



RIGHT

DIRECTION

WRONG

TRACK

- Country comparisons
- Trends over time: Spain
- Trends over time: world

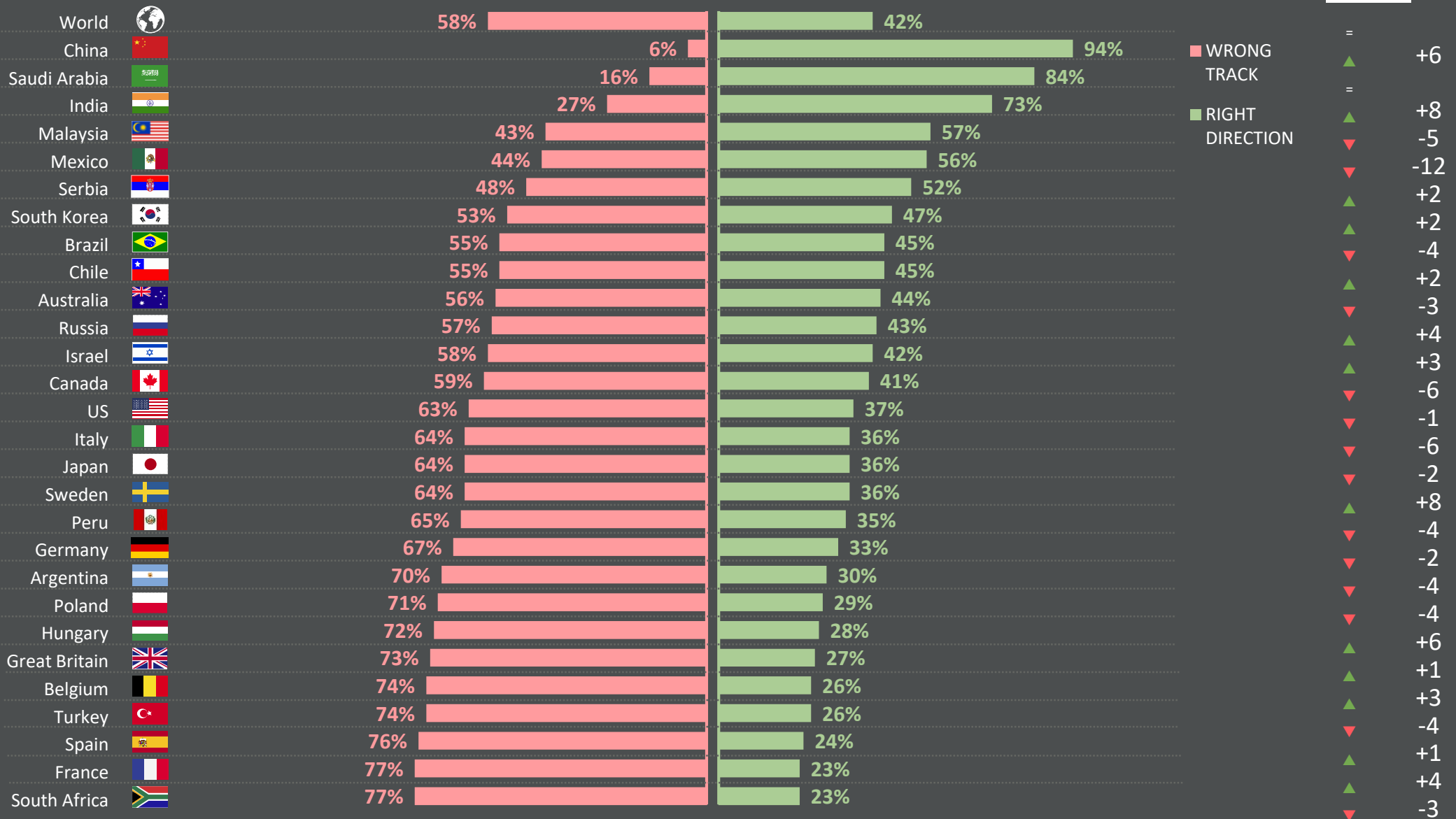
COUNTRY COMPARISON

RIGHT DIRECTION/WRONG TRACK

Ipsos Public Affairs

% change compared with previous month:

Feb 2018



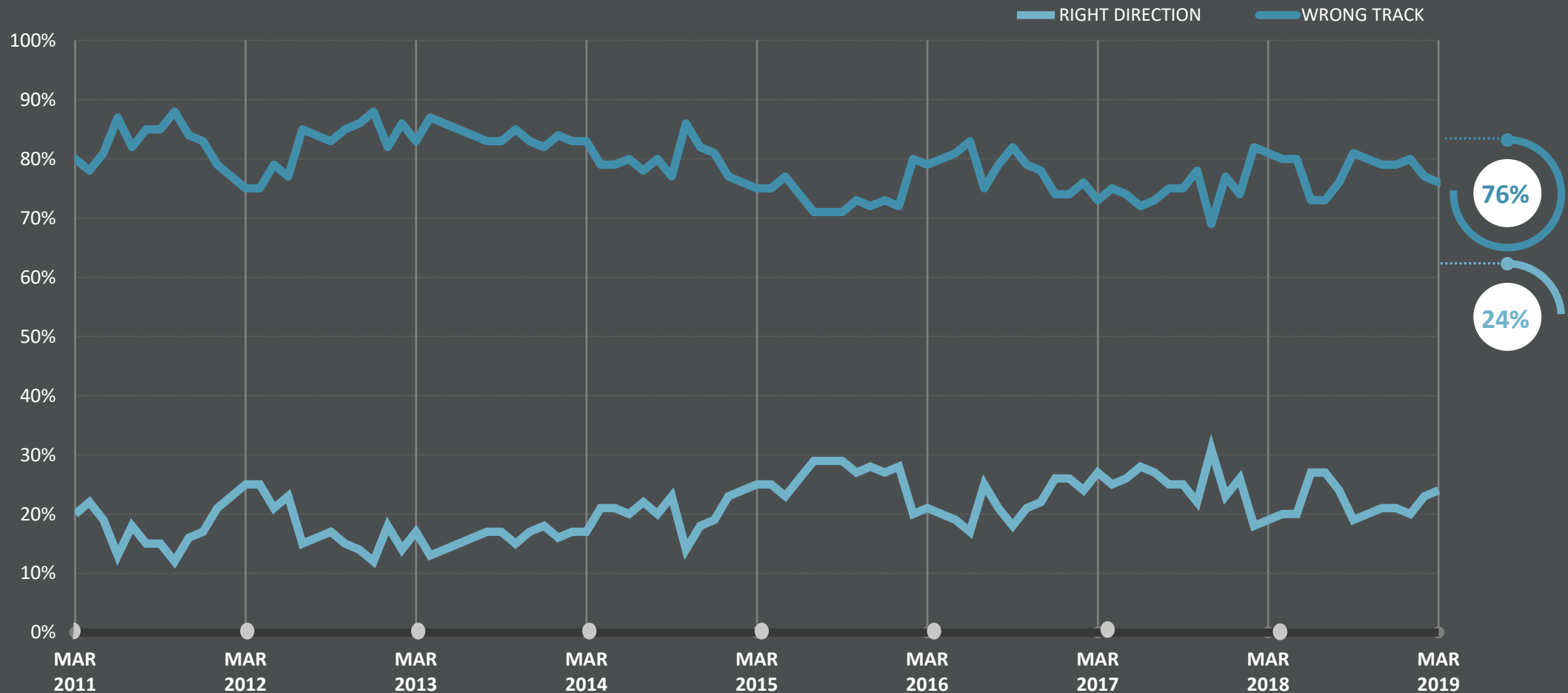
Base: Representative sample of 20,019 adults aged 16-64 in 28 participating countries, February 22nd 2018 - March 8th 2018.

Source: Global Advisor

World Worries | March 2019 | Version 1 | Public | © Ipsos 2019

SPAIN: 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 Spanish 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



SPAIN'S WORRIES

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

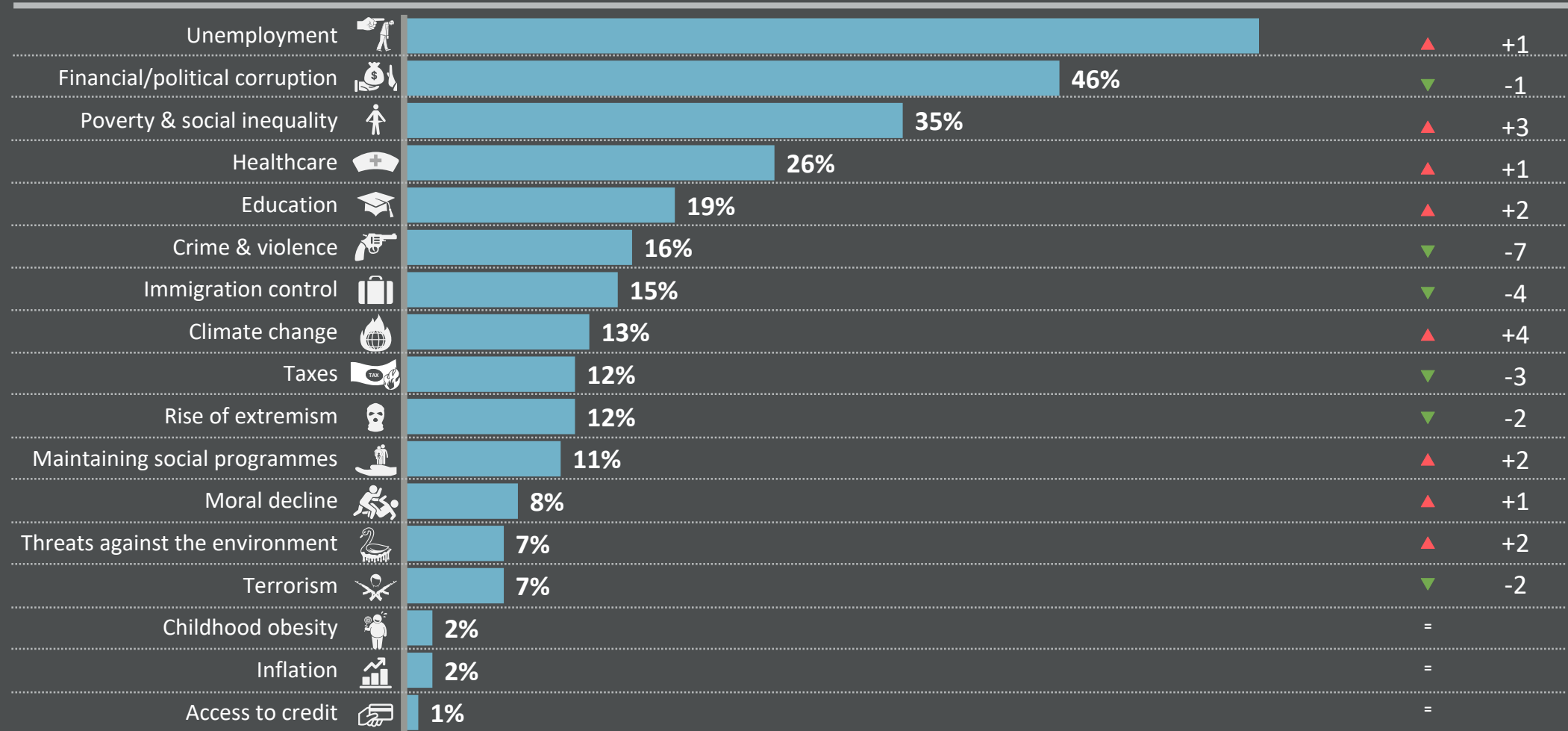
SPAIN'S WORRIES

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

% change compared with previous month:

Mentioned in March 2019 (%)

Feb 2018



Base: Representative sample of Spanish adults aged 16-64. March 2019: 1,002; February 2018: 1,000.

Source: Global Advisor

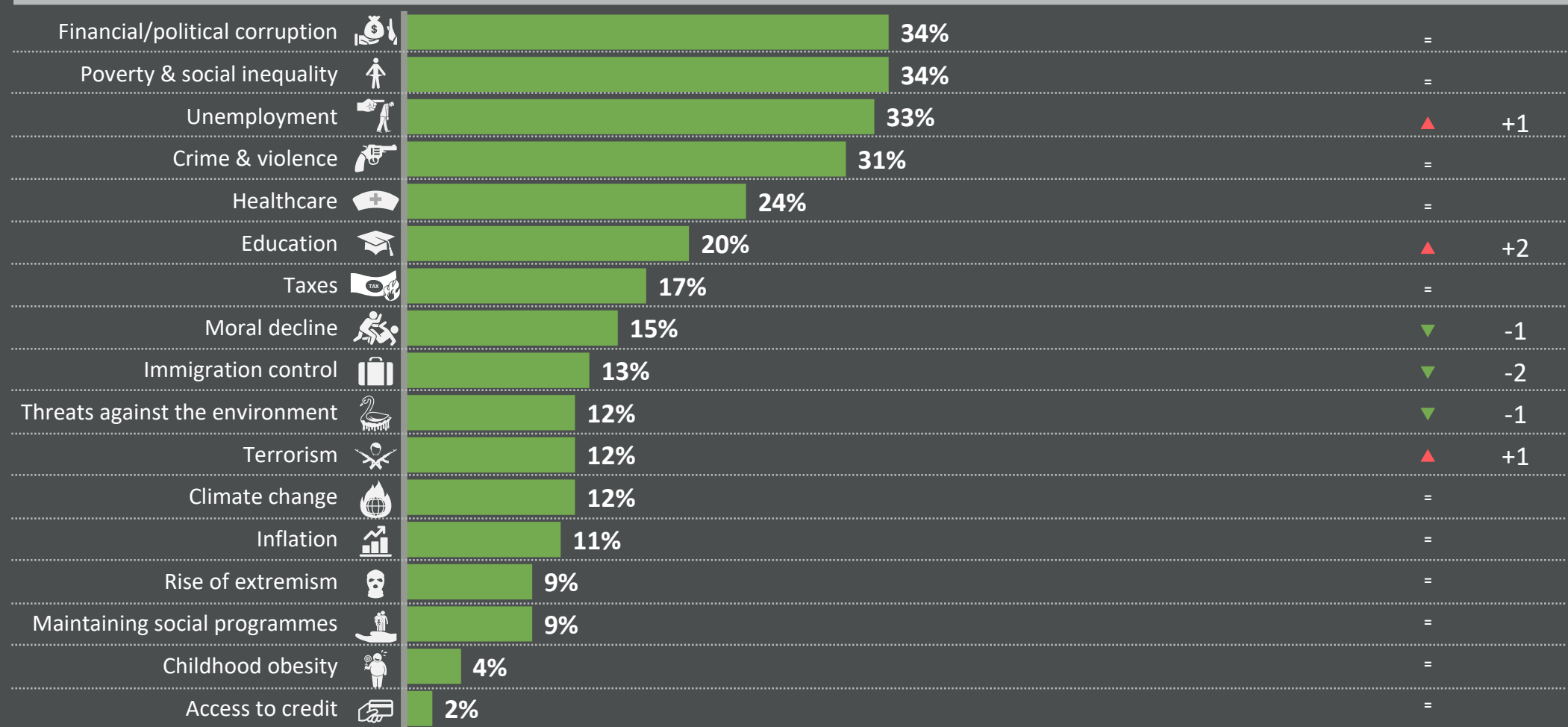
WORLD WORRIES

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

% change compared with previous month:

Mentioned in March 2019 (%)

Feb 2018

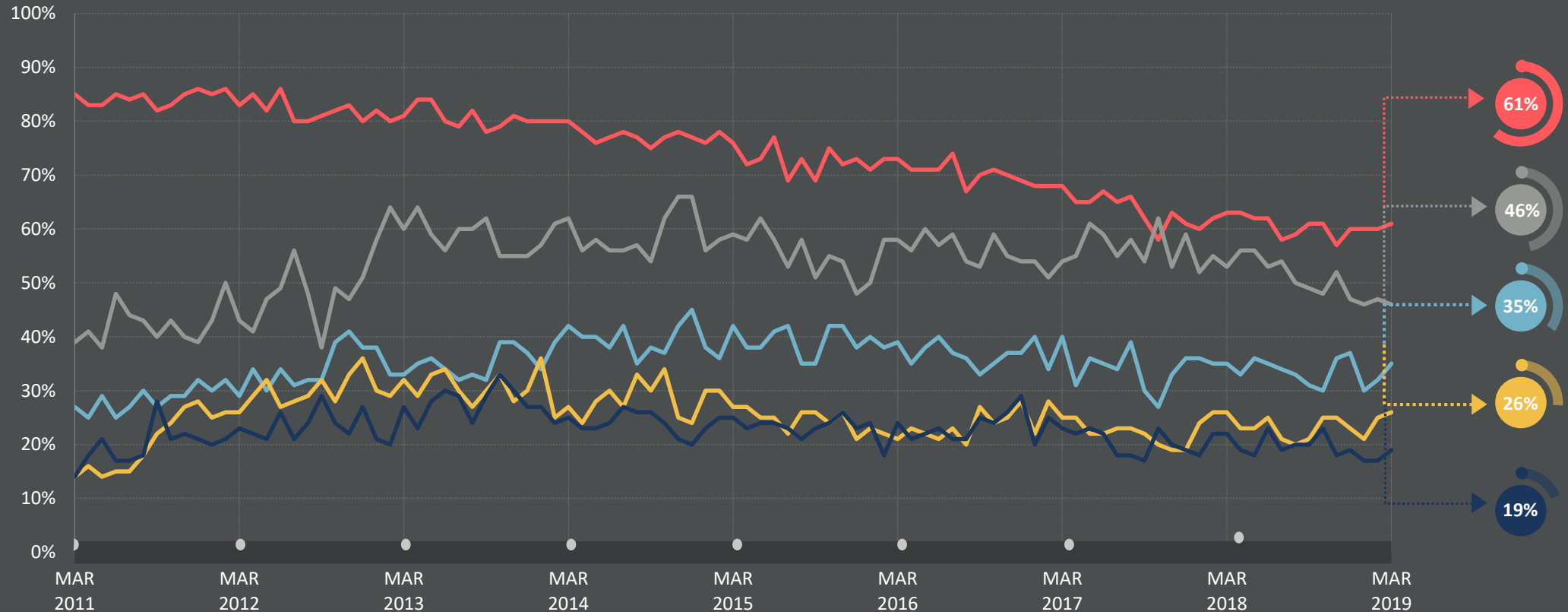


Base: Representative sample of adults aged 16-64. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor

SPAIN'S CURRENT TOP 5 WORRIES: LONG-TERM TRENDS

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



Unemployment



Financial/political corruption



Poverty & social inequality



Healthcare



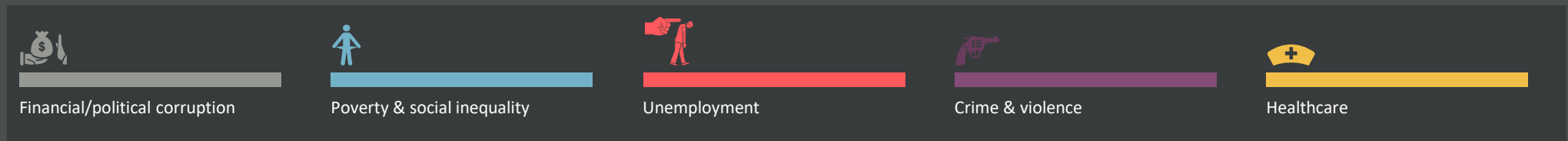
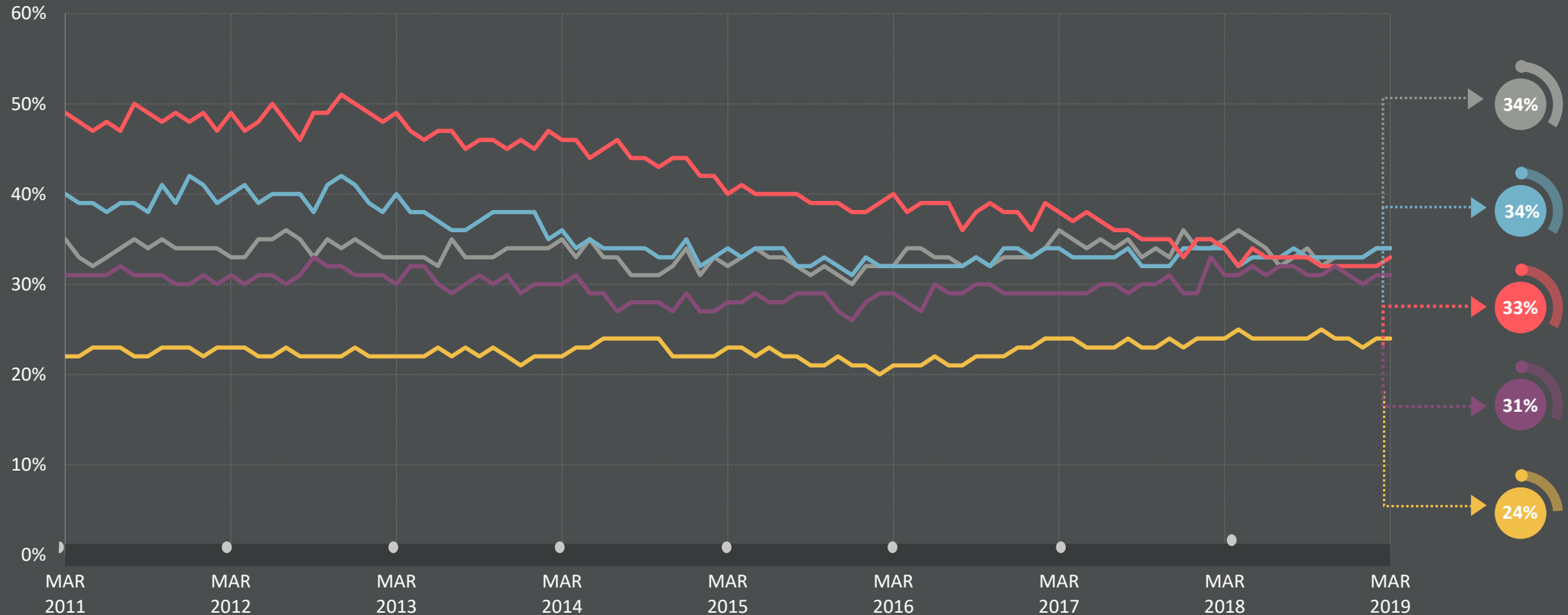
Education

Base: Representative sample of Spanish 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 Spain's top 5 concerns

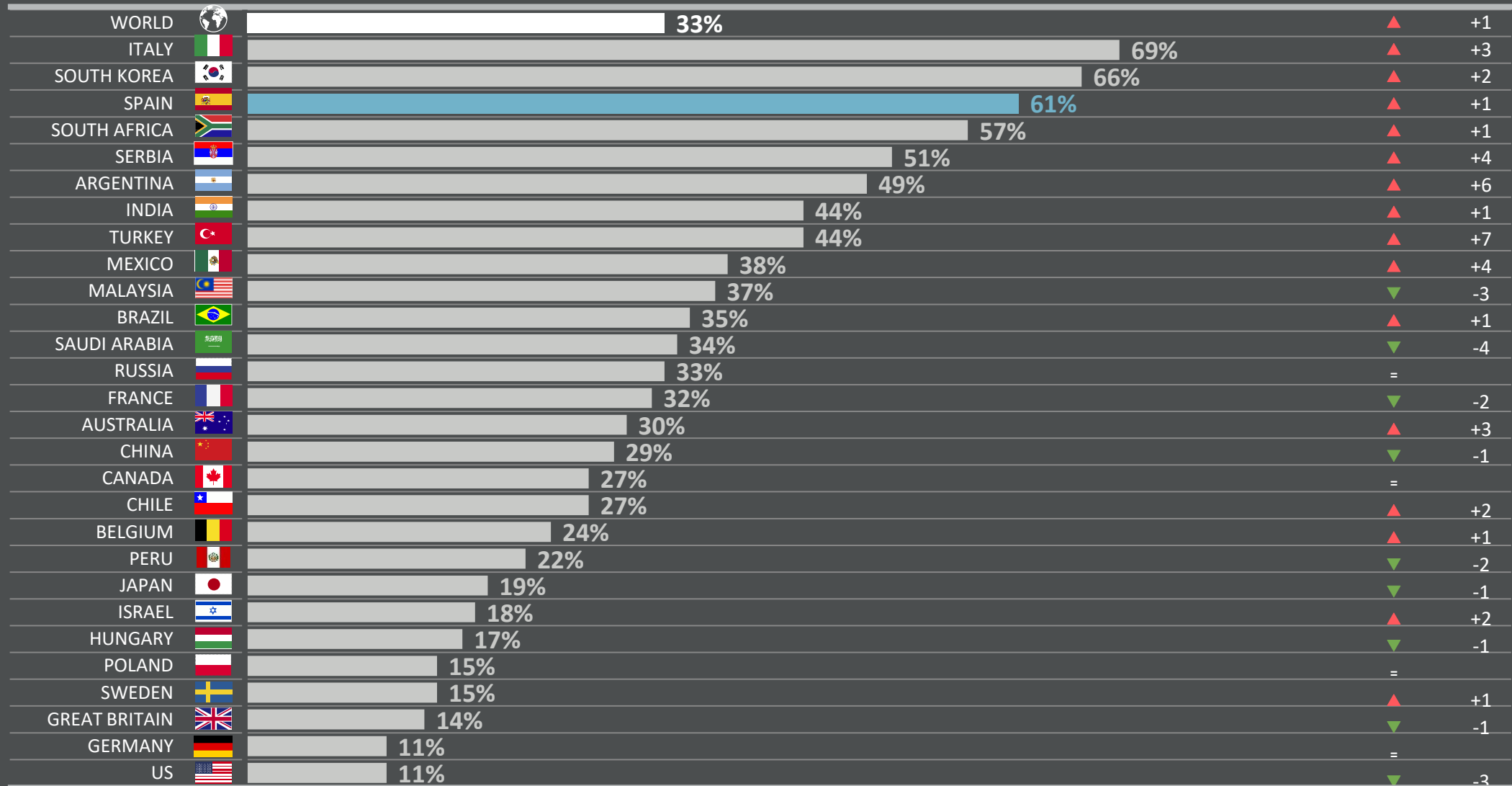
1 | UNEMPLOYMENT AND JOBS

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

% change compared
with previous month:

(%) worried in March 2019 in each country

Feb 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor

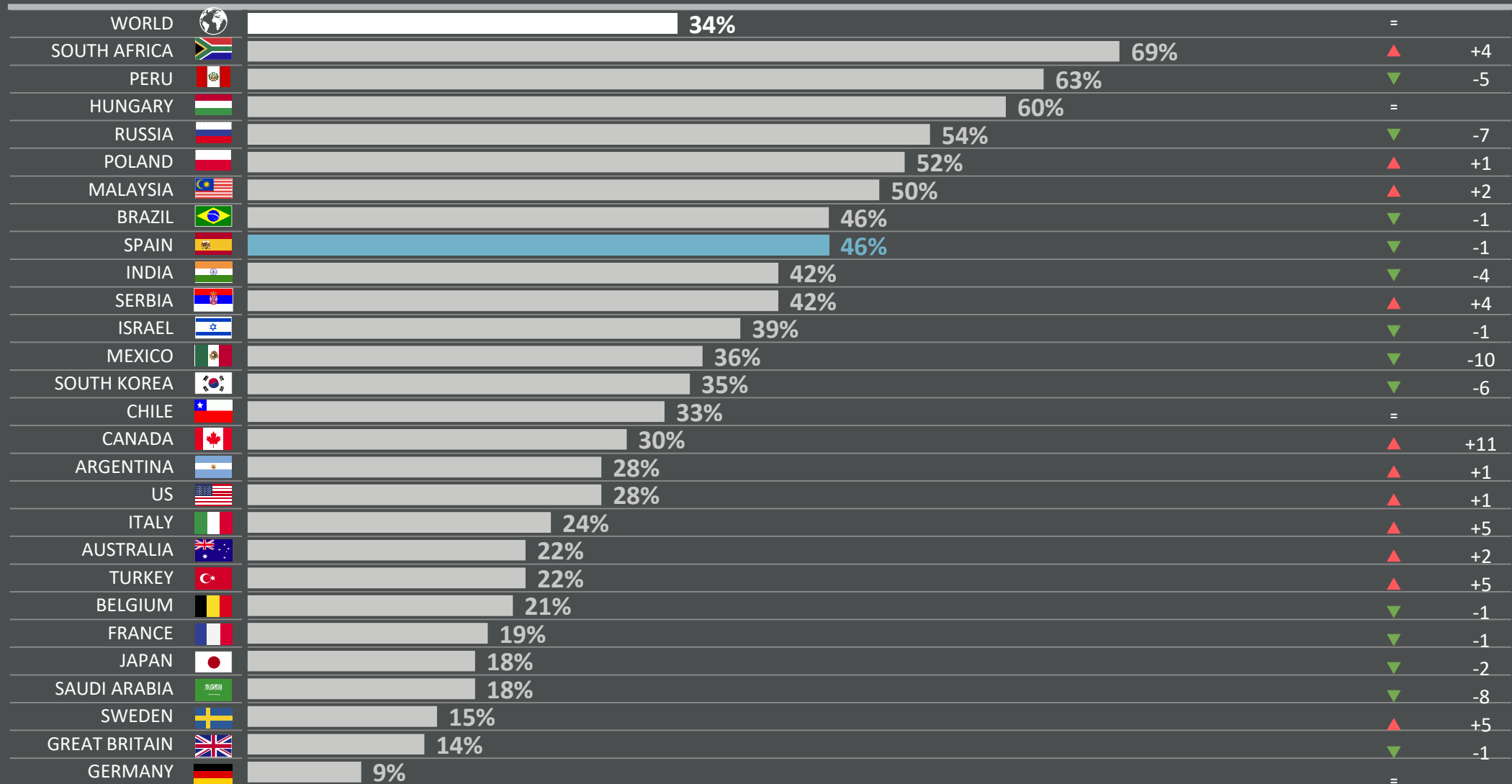
2 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared
with previous month:

(%) worried in March 2019 in each country

Feb 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor

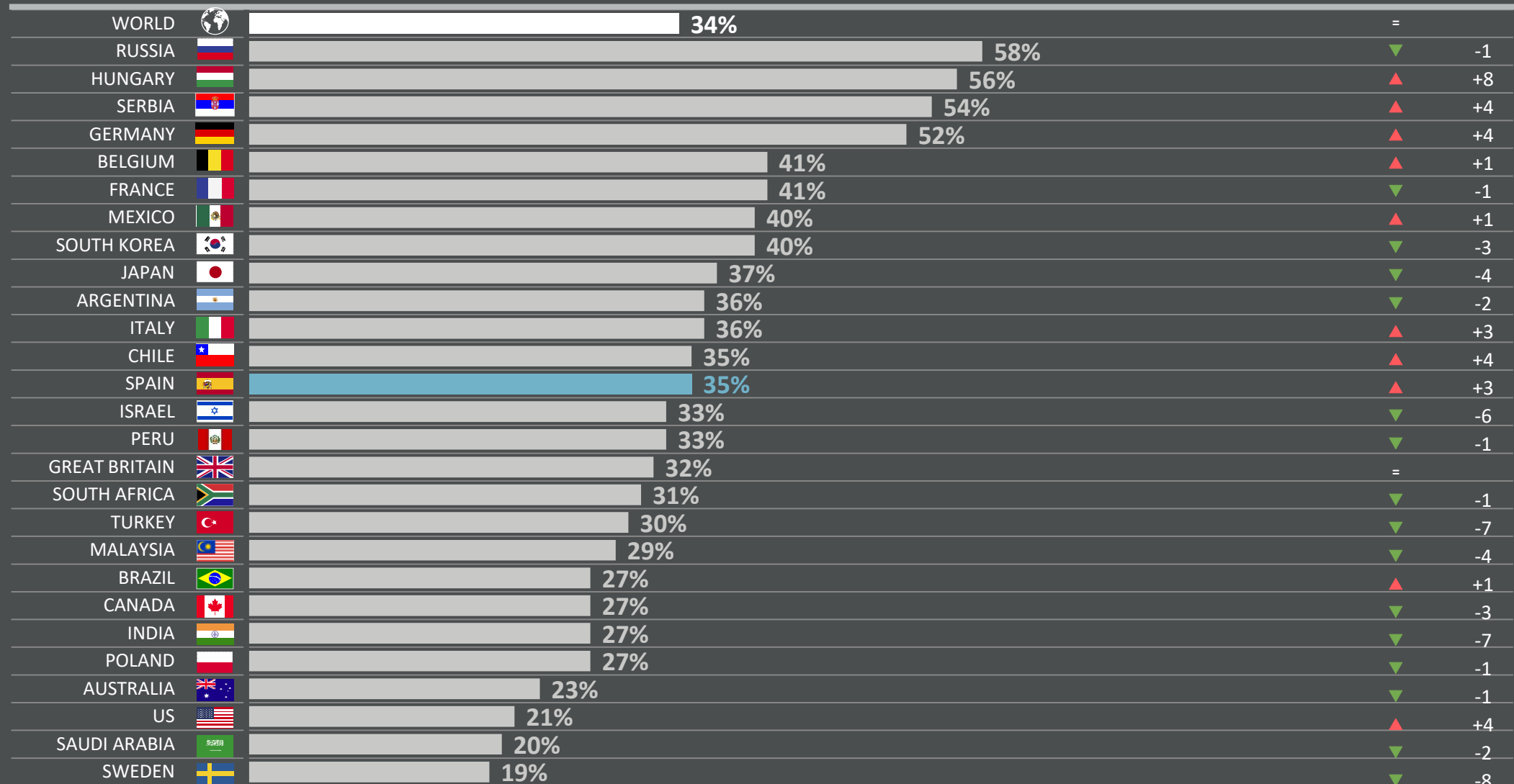
3 | POVERTY & SOCIAL INEQUALITY

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

% change compared
with previous month:

(%) worried in March 2019 in each country

Feb 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor

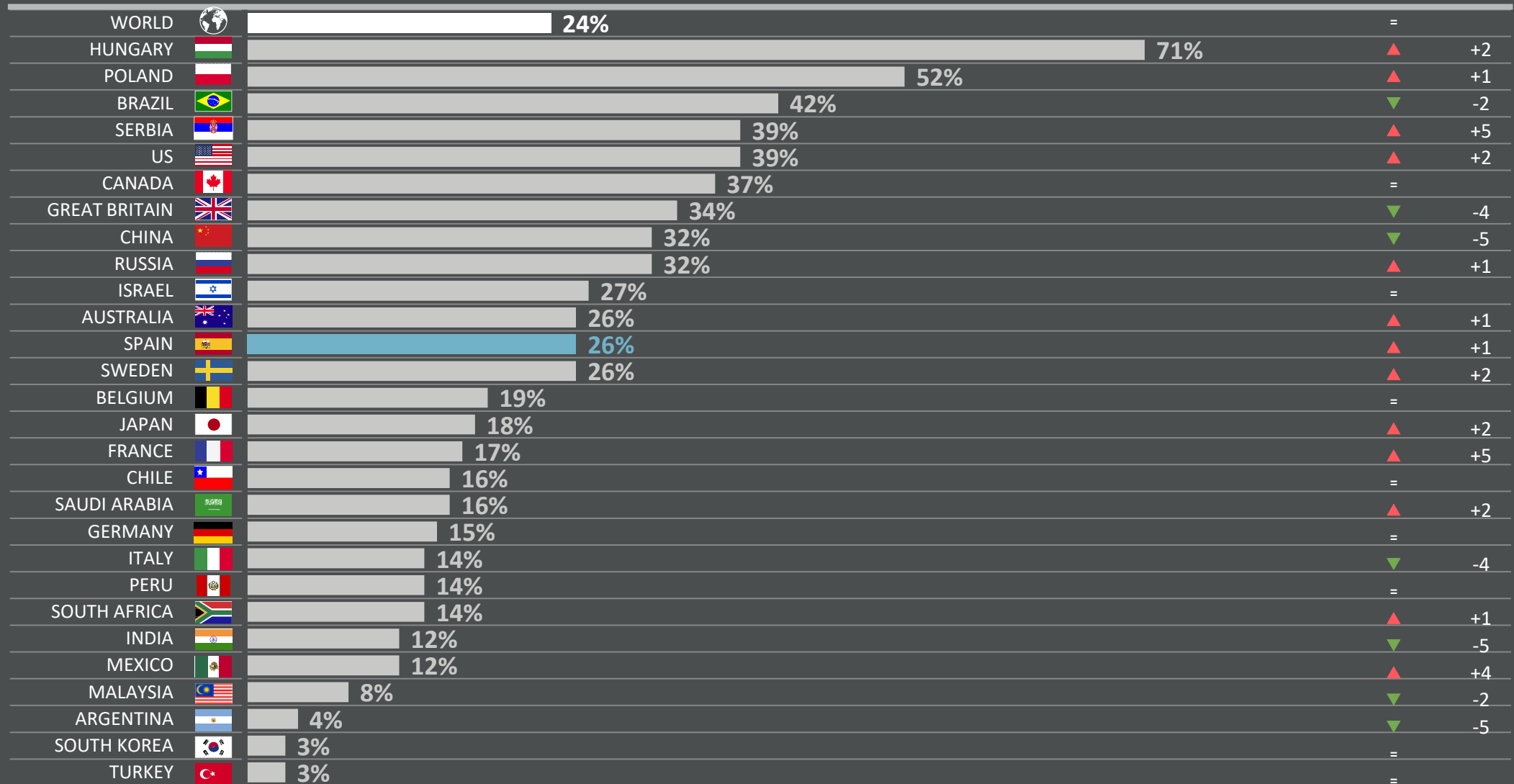
4 | HEALTHCARE

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

% change compared
with previous month:

(%) worried in March 2019 in each country

Feb 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor

5 | EDUCATION

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

% change compared
with previous month:

(%) worried in March 2019 in each country

Feb 2018

WORLD		20%	▲	+2
PERU		39%	▲	+6
BRAZIL		35%	▲	+4
ISRAEL		34%	▼	-3
HUNGARY		31%	▲	+4
CHILE		30%	▼	-1
ARGENTINA		28%	▼	-2
MEXICO		28%	▲	+3
CHINA		26%	▲	+1
TURKEY		24%	▼	-2
SOUTH AFRICA		21%	▲	+2
INDIA		19%	▼	-1
SAUDI ARABIA		19%	▲	+3
SPAIN		19%	▲	+2
RUSSIA		18%	▲	+1
SERBIA		16%	=	
GERMANY		15%	▲	+3
US		15%	▲	+2
AUSTRALIA		14%	▲	+1
JAPAN		14%	=	
POLAND		14%	▲	+5
FRANCE		13%	▲	+2
CANADA		12%	▼	-2
MALAYSIA		12%	▲	+1
SOUTH KOREA		12%	▲	+3
GREAT BRITAIN		11%	▼	-1
BELGIUM		10%	▼	-2
ITALY		9%	=	
SWEDEN		6%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor



WORLD WORRIES

COUNTRY COMPARISON

Country comparison of all 17 concerns

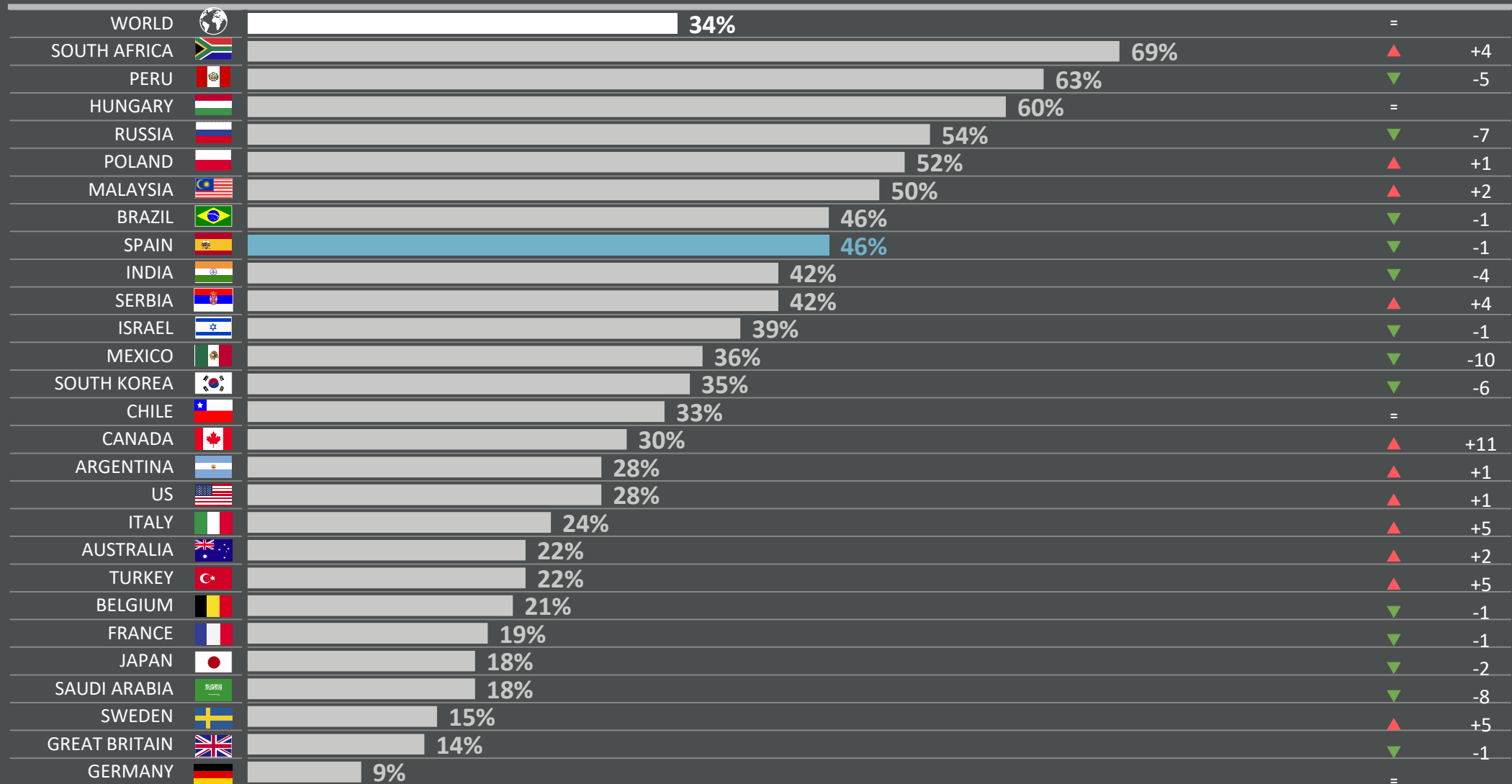
1 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared
with previous month:

(%) worried in March 2019 in each country

Feb 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor

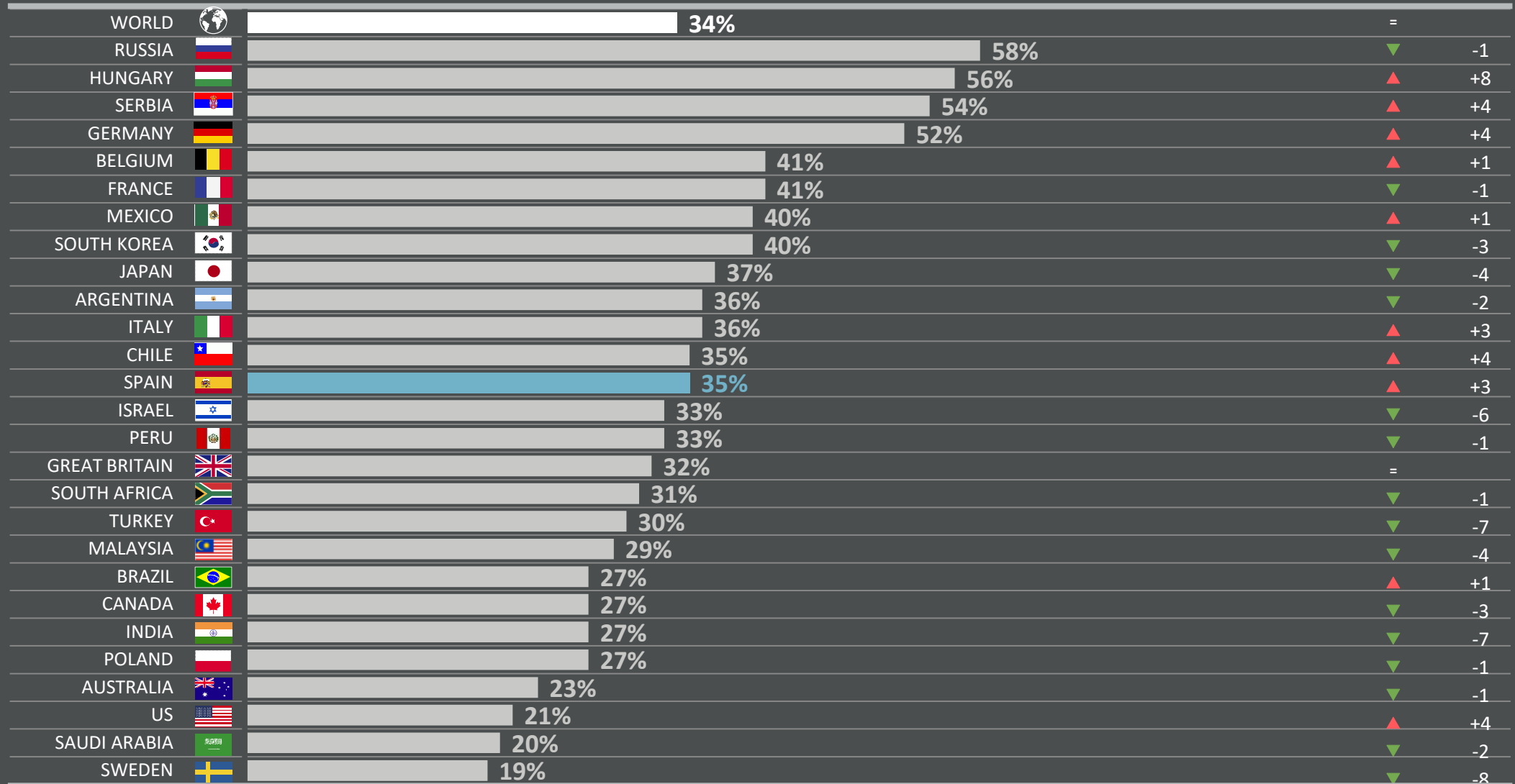
2 | POVERTY & SOCIAL INEQUALITY

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

% change compared
with previous month:

(%) worried in March 2019 in each country

Feb 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor

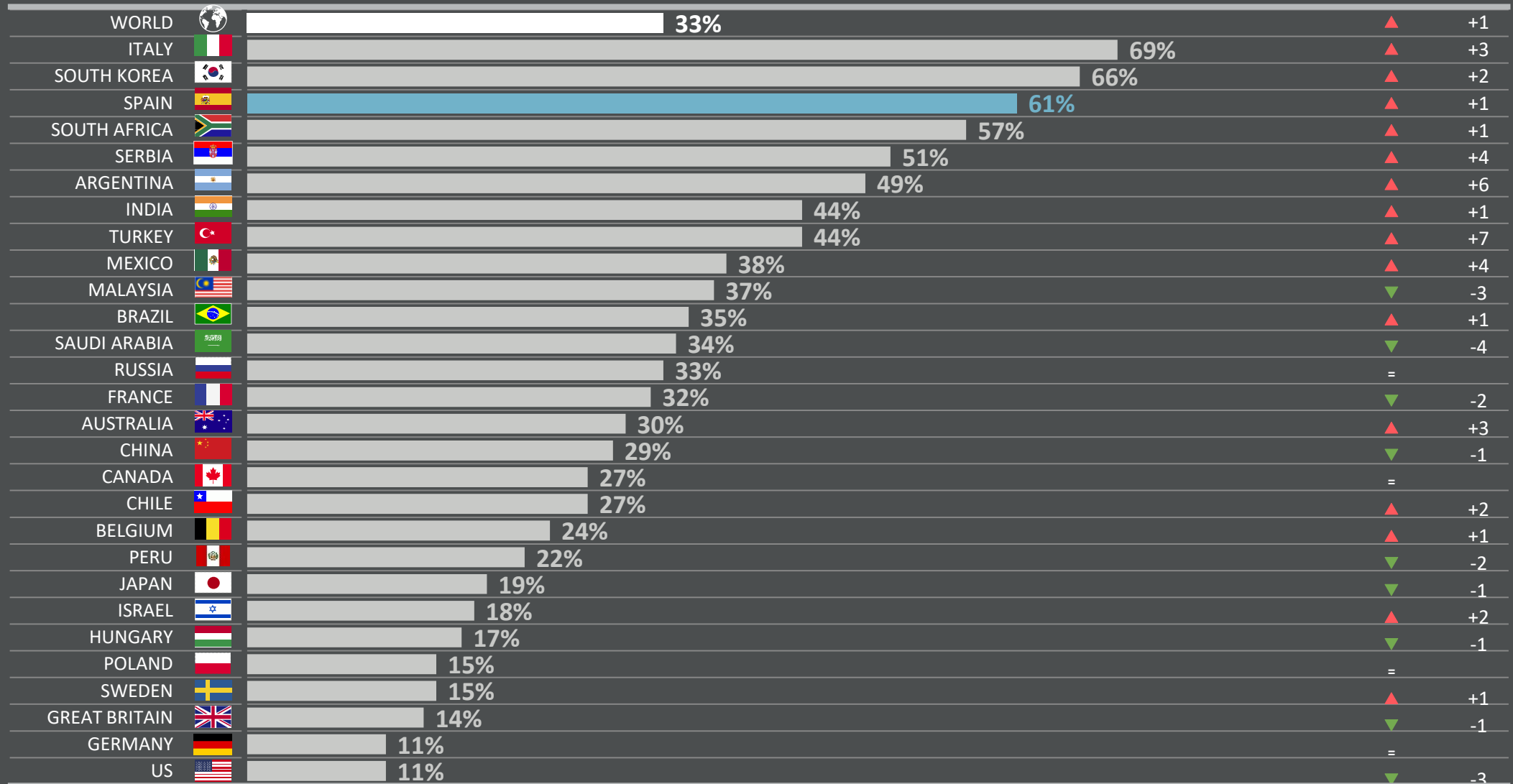
3 | UNEMPLOYMENT AND JOBS

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

% change compared with previous month:

(%) worried in March 2019 in each country

Feb 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor

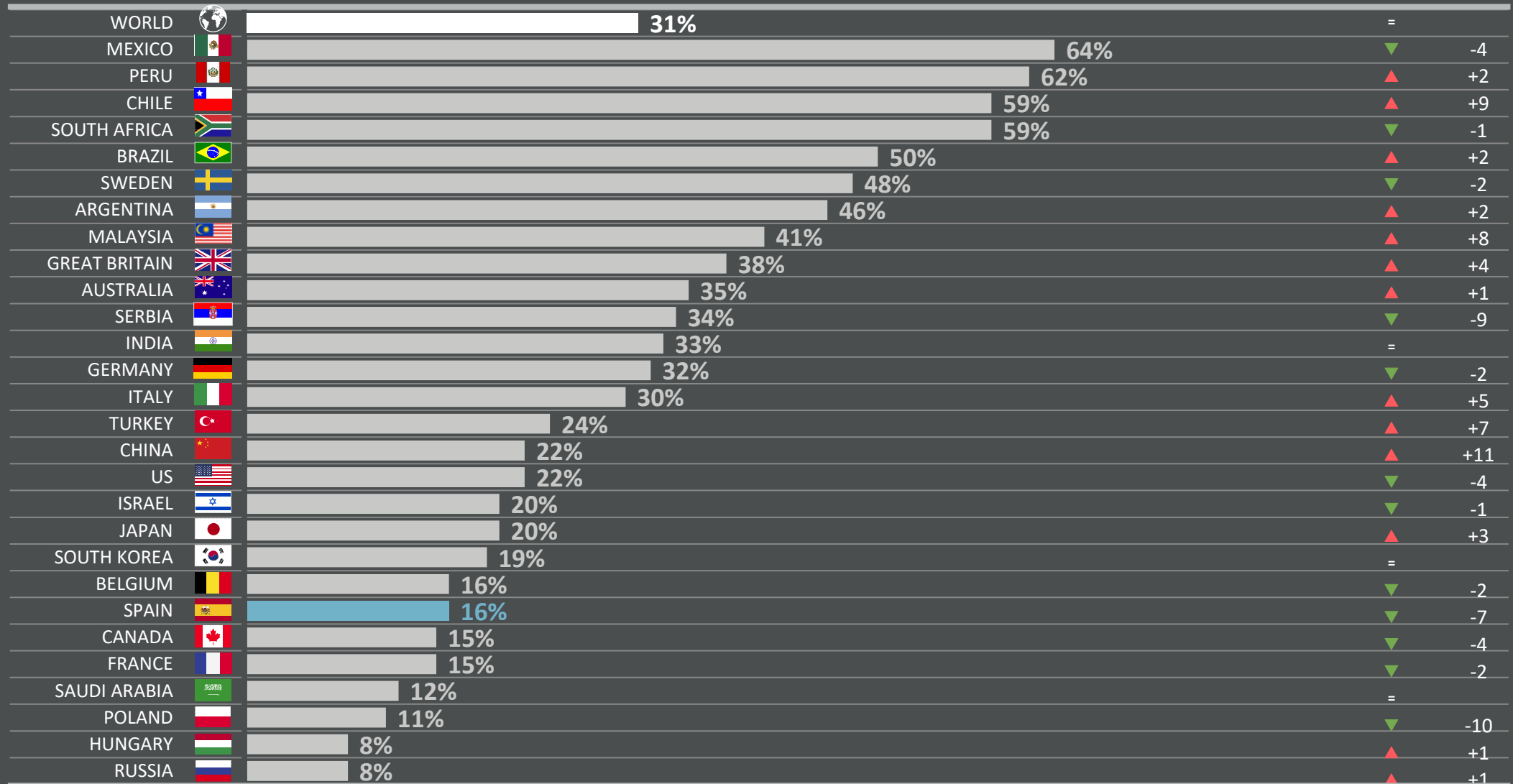
4 | CRIME & VIOLENCE

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

% change compared with previous month:

(%) worried in March 2019 in each country

Feb 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor

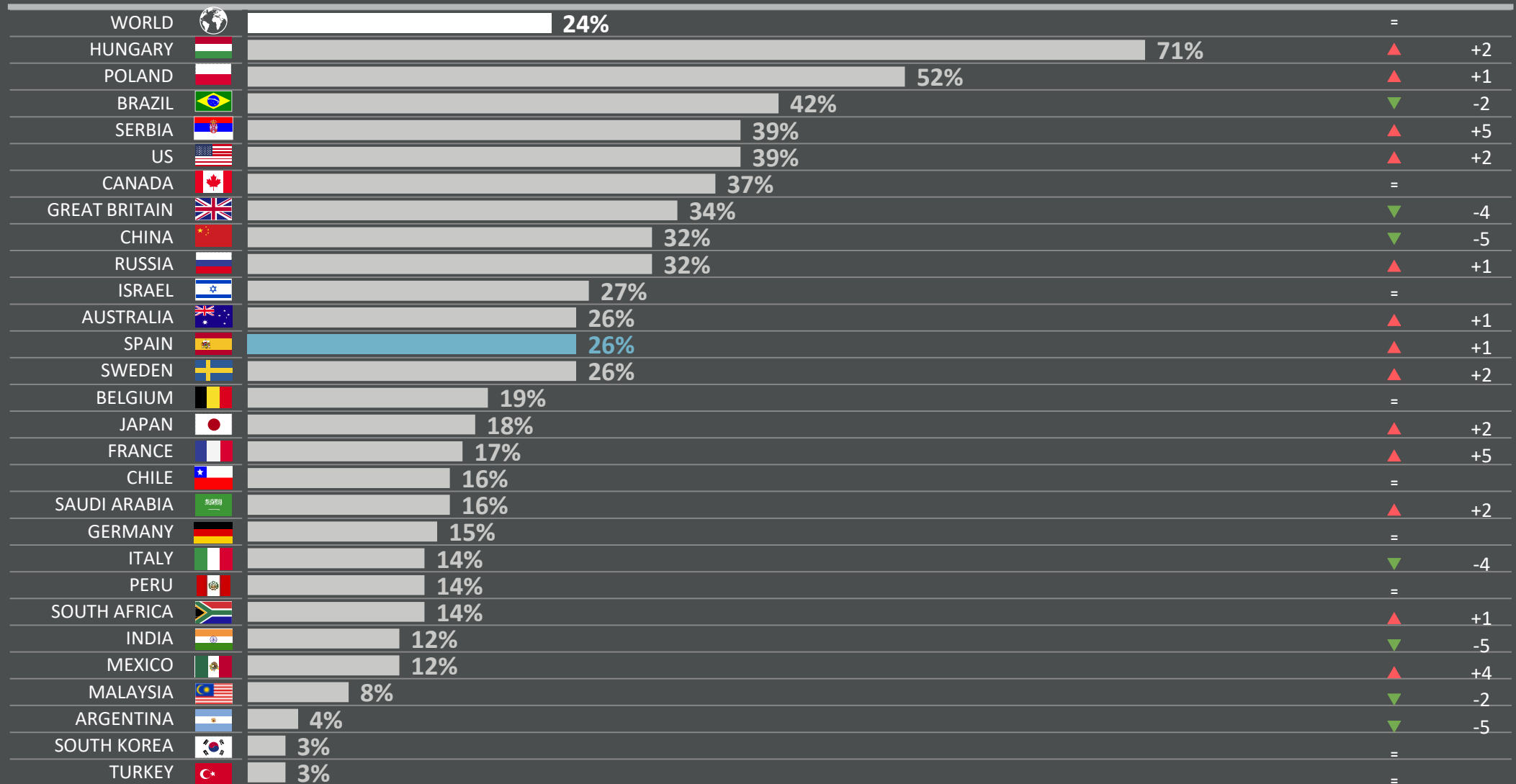
5 | HEALTHCARE

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

% change compared
with previous month:

(%) worried in March 2019 in each country

Feb 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor

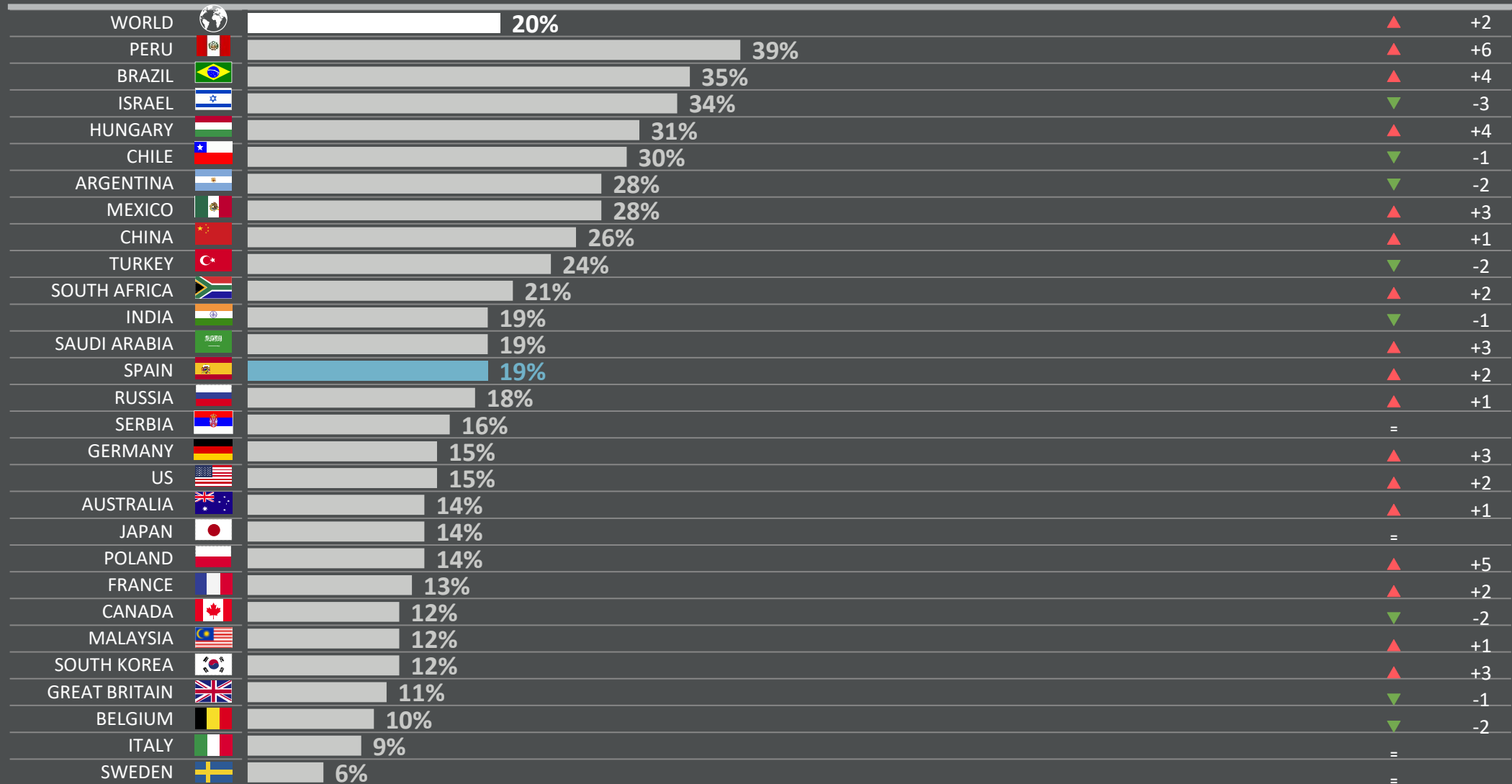
6 | EDUCATION

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

% change compared
with previous month:

(%) worried in March 2019 in each country

Feb 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor

7 | TAXES

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

% change compared
with previous month:

(%) worried in March 2019 in each country

Feb 2018

WORLD		17%	=	
FRANCE		37%	▼	-1
CANADA		34%	▲	+6
BELGIUM		32%	▼	-3
POLAND		31%	▲	+5
ITALY		30%	▼	-5
JAPAN		27%	▼	-3
ISRAEL		24%	▲	+4
RUSSIA		22%	▲	+2
TURKEY		22%	▼	-9
ARGENTINA		21%	▼	-3
SAUDI ARABIA		21%	=	
BRAZIL		19%	▲	+1
SOUTH KOREA		18%	▼	-1
MALAYSIA		16%	▼	-2
US		15%	=	
AUSTRALIA		14%	▲	+1
SOUTH AFRICA		12%	▲	+3
SPAIN		12%	▼	-3
SWEDEN		11%	▲	+1
GERMANY		10%	▲	+1
MEXICO		10%	▲	+4
INDIA		9%	▼	-5
CHILE		8%	=	
GREAT BRITAIN		8%	▼	-3
SERBIA		7%	▲	+1
HUNGARY		6%	▲	+1
PERU		5%	▲	+2

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor

8 | MORAL DECLINE

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

% change compared
with previous month:

(%) worried in March 2019 in each country

Feb 2018

WORLD		15%	▼	-1
JAPAN		31%	▲	+1
CHINA		29%	▼	-11
MALAYSIA		27%	▼	-1
SERBIA		26%	▼	-4
US		26%	▼	-3
SAUDI ARABIA		18%	▲	+7
GERMANY		17%	=	
HUNGARY		17%	▲	+1
POLAND		17%	▲	+1
GREAT BRITAIN		15%	▼	-3
AUSTRALIA		14%	=	
FRANCE		14%	▲	+2
ISRAEL		14%	▼	-3
ITALY		14%	▲	+3
SWEDEN		14%	▲	+5
RUSSIA		13%	▼	-3
CANADA		12%	=	
SOUTH KOREA		12%	▼	-4
TURKEY		12%	▲	+1
BELGIUM		11%	=	
INDIA		10%	▼	-1
MEXICO		9%	▼	-3
PERU		9%	▼	-2
ARGENTINA		8%	=	
BRAZIL		8%	=	
CHILE		8%	▲	+3
SPAIN		8%	▲	+1
SOUTH AFRICA		7%	▼	-2

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor

9 | IMMIGRATION CONTROL

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

% change compared
with previous month:

(%) worried in March 2019 in each country

Feb 2018

WORLD		13%	▼	-2
GERMANY		35%	▲	+1
AUSTRALIA		28%	▲	+1
SWEDEN		28%	▼	-4
US		28%	▼	-6
BELGIUM		26%	=	
GREAT BRITAIN		25%	▲	+1
CANADA		24%	▼	-2
ITALY		21%	▼	-10
TURKEY		21%	▲	+2
FRANCE		18%	▼	-2
CHILE		15%	▼	-8
SPAIN		15%	▼	-4
PERU		13%	▼	-4
CHINA		11%	▲	+8
JAPAN		10%	▼	-1
SAUDI ARABIA		8%	▼	-2
ISRAEL		7%	▼	-2
MALAYSIA		6%	▼	-2
ARGENTINA		5%	▼	-1
HUNGARY		5%	▼	-3
MEXICO		5%	▼	-6
SOUTH AFRICA		5%	▼	-3
POLAND		4%	▼	-3
RUSSIA		4%	▲	+1
SERBIA		4%	▲	+1
SOUTH KOREA		2%	=	
BRAZIL		1%	▼	-1
INDIA		1%	▼	-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor

10 | THREATS AGAINST THE ENVIRONMENT

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

% change compared
with previous month:

(%) worried in March 2019 in each country

Feb 2018

WORLD		12%	▼	-1
CHINA		33%	▼	-4
CHILE		26%	▲	+8
SOUTH KOREA		23%	▲	+3
GERMANY		21%	▼	-1
FRANCE		18%	▲	+3
SWEDEN		17%	▼	-3
BELGIUM		16%	▼	-1
POLAND		15%	▼	-2
AUSTRALIA		14%	▼	-3
INDIA		14%	▼	-2
PERU		13%	▲	+3
CANADA		12%	▼	-3
MEXICO		11%	=	
SAUDI ARABIA		11%	▼	-2
GREAT BRITAIN		10%	▼	-1
ITALY		10%	▲	+2
JAPAN		10%	=	
US		10%	▲	+1
RUSSIA		9%	▲	+2
BRAZIL		8%	▼	-5
MALAYSIA		8%	▼	-3
SERBIA		7%	▼	-3
SPAIN		7%	▲	+2
ISRAEL		6%	▲	+1
TURKEY		5%	▲	+2
HUNGARY		4%	▲	+1
SOUTH AFRICA		3%	▼	-1
ARGENTINA		2%	▼	-2

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor

11 | TERRORISM

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

% change compared
with previous month:

(%) worried in March 2019 in each country

Feb 2018

WORLD		12%	▲	+1
INDIA		45%	▲	+28
ISRAEL		42%	▲	+5
GREAT BRITAIN		25%	▲	+3
TURKEY		25%	▼	-1
FRANCE		20%	▼	-3
BELGIUM		19%	▲	+4
SAUDI ARABIA		19%	▲	+5
GERMANY		18%	▼	-6
US		18%	▼	-1
SWEDEN		16%	▲	+2
AUSTRALIA		12%	▼	-1
CHINA		10%	▲	+2
CANADA		7%	▲	+1
ITALY		7%	▲	+1
MALAYSIA		7%	▼	-1
SPAIN		7%	▼	-2
CHILE		5%	▼	-1
JAPAN		4%	▼	-1
POLAND		3%	▼	-1
PERU		3%	=	
RUSSIA		3%	▼	-1
SERBIA		3%	=	
BRAZIL		2%	▼	-1
MEXICO		2%	▼	-2
ARGENTINA		1%	▲	+1
HUNGARY		1%	▼	-2
SOUTH AFRICA		1%	=	
SOUTH KOREA		1%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor

12 | CLIMATE CHANGE

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

% change compared
with previous month:

(%) worried in March 2019 in each country

Feb 2018

WORLD		12%	=	
BELGIUM		27%	▲	+3
CANADA		26%	▲	+3
CHINA		26%	▲	+5
GERMANY		26%	▲	+1
AUSTRALIA		25%	=	
US		21%	▲	+7
FRANCE		20%	▲	+2
JAPAN		18%	▼	-1
GREAT BRITAIN		16%	▲	+1
SAUDI ARABIA		15%	▼	-7
INDIA		14%	▲	+2
SWEDEN		14%	▼	-3
SOUTH KOREA		13%	▲	+2
SPAIN		13%	▲	+4
CHILE		12%	▼	-1
MEXICO		12%	▲	+5
POLAND		9%	▼	-2
ITALY		8%	=	
MALAYSIA		8%	▲	+4
PERU		6%	▼	-5
BRAZIL		4%	=	
HUNGARY		4%	=	
RUSSIA		4%	=	
TURKEY		4%	▼	-3
ISRAEL		3%	=	
SERBIA		3%	=	
SOUTH AFRICA		3%	=	
ARGENTINA		2%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor

13 | INFLATION

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

% change compared with previous month:

(%) worried in March 2019 in each country

Feb 2018

WORLD		11%	=	
ARGENTINA		59%	▲	+3
TURKEY		46%	▲	+2
CHINA		27%	▲	+2
MALAYSIA		22%	▲	+3
RUSSIA		16%	▼	-2
CANADA		13%	▲	+1
MEXICO		12%	▼	-2
AUSTRALIA		10%	▼	-2
SOUTH KOREA		10%	▲	+2
BRAZIL		8%	=	
FRANCE		8%	=	
JAPAN		8%	▲	+2
SOUTH AFRICA		8%	▼	-2
BELGIUM		7%	▲	+4
HUNGARY		6%	▲	+2
INDIA		6%	▼	-5
SAUDI ARABIA		6%	▼	-5
US		6%	=	
GREAT BRITAIN		5%	▼	-2
SWEDEN		5%	▲	+2
GERMANY		4%	=	
ISRAEL		4%	▲	+3
ITALY		4%	▼	-1
PERU		4%	▲	+1
POLAND		3%	▼	-1
CHILE		2%	▼	-5
SERBIA		2%	▼	-1
SPAIN		2%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

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 March 2019 in each country

Feb 2018

WORLD		9%	=	
SWEDEN		26%	▲	+4
GREAT BRITAIN		20%	▲	+3
US		19%	=	
FRANCE		18%	▲	+4
GERMANY		17%	▼	-2
BELGIUM		15%	=	
MALAYSIA		15%	▲	+2
SPAIN		12%	▼	-2
POLAND		11%	▼	-2
TURKEY		11%	▲	+3
ISRAEL		10%	=	
ITALY		10%	▲	+3
AUSTRALIA		9%	▼	-2
SAUDI ARABIA		8%	▼	-1
SOUTH KOREA		8%	▲	+1
CANADA		7%	▼	-2
INDIA		7%	▼	-2
BRAZIL		4%	▼	-1
HUNGARY		4%	▼	-4
JAPAN		4%	▲	+1
SOUTH AFRICA		4%	=	
ARGENTINA		3%	▲	+1
MEXICO		3%	▲	+1
RUSSIA		2%	=	
SERBIA		2%	=	
CHILE		1%	▼	-6
PERU		*	▼	-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

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 March 2019 in each country

Feb 2018

WORLD		9%	=	
JAPAN		33%	=	
CHINA		25%	▼	-2
SOUTH KOREA		21%	=	
SWEDEN		17%	▼	-10
POLAND		16%	▲	+5
GREAT BRITAIN		15%	=	
SAUDI ARABIA		11%	▲	+4
SPAIN		11%	▲	+2
RUSSIA		10%	▲	+3
CANADA		8%	=	
ITALY		8%	▲	+2
AUSTRALIA		7%	▼	-3
BELGIUM		7%	▲	+1
HUNGARY		7%	▼	-5
ISRAEL		7%	▼	-2
SERBIA		7%	▲	+1
GERMANY		6%	▲	+1
MEXICO		6%	▲	+1
US		6%	▼	-1
ARGENTINA		5%	▲	+2
CHILE		4%	=	
FRANCE		4%	▼	-1
MALAYSIA		4%	▲	+1
BRAZIL		3%	=	
INDIA		2%	▼	-1
PERU		2%	▼	-1
SOUTH AFRICA		1%	▼	-1
TURKEY		*	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor

16 | CHILDHOOD OBESITY

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

% change compared with previous month:

(%) worried in March 2019 in each country

Feb 2018

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

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor

17 | ACCESS TO CREDIT

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

% change compared
with previous month:

(%) worried in March 2019 in each country

Feb 2018

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

Base: Representative sample of adults aged 16-64 in 28 participating countries. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor

METHODOLOGY

METHODOLOGY

The survey is conducted monthly in 28 countries around the world via the Ipsos Online Panel system. The countries included are Argentina, Australia, Belgium, Brazil, Canada, Chile, China, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

An international sample of 20,019 adults aged 18-64 in Canada, Israel and the US, and aged 16-64 in all other countries, were interviewed between February 22nd 2018 and March 8th 2019.

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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