

# WHAT WORRIES THE



# January

# 2019

## GAME CHANGERS



# WORLD SUMMARY: JANUARY 2019

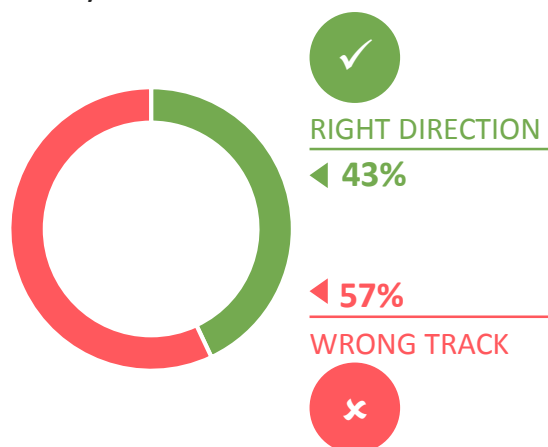
The majority (57%) of people around the world think things in their country are on the wrong track.

Financial/political corruption currently occupies the top spot for global concern with 33% saying this.

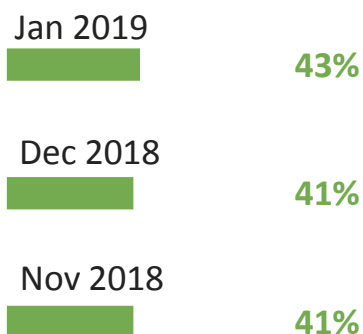
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

## RIGHT DIRECTION/ WRONG TRACK

January 2019



## RIGHT DIRECTION



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

% change compared  
with previous month:

Dec 2018

FINANCIAL/POLITICAL CORRUPTION	33%	=
POVERTY & SOCIAL INEQUALITY	33%	=
UNEMPLOYMENT	32%	=
CRIME & VIOLENCE	30%	▼ -1
HEALTHCARE	23%	▼ -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: Great Britain
- Trends over time: world

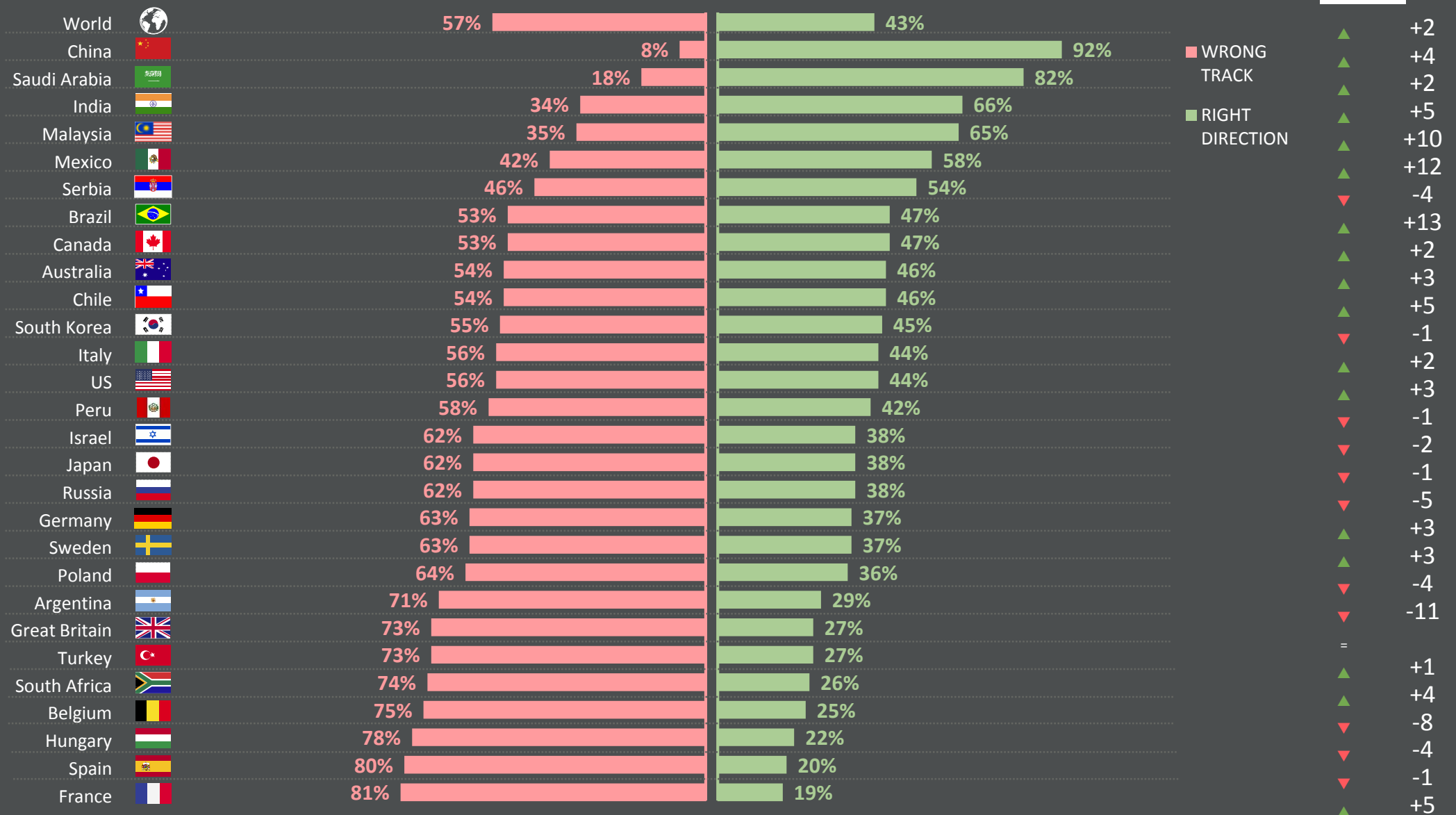
# COUNTRY COMPARISON

## RIGHT DIRECTION/WRONG TRACK

Ipsos Public Affairs

% change compared with previous month:

Dec 2018



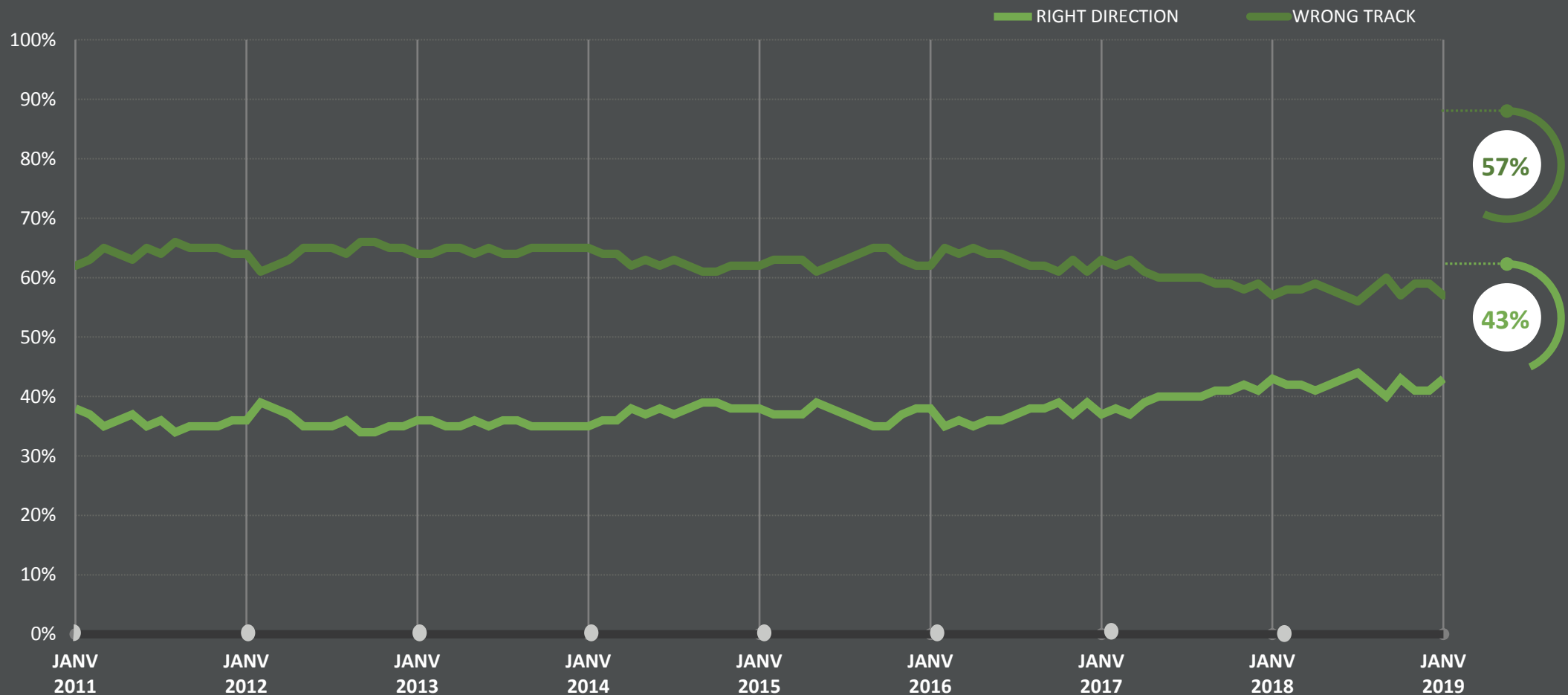
Base: Representative sample of 19,642 adults aged 16-64 in 28 participating countries, December 21st 2018 - January 4th 2019.

Source: Global Advisor

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

## 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

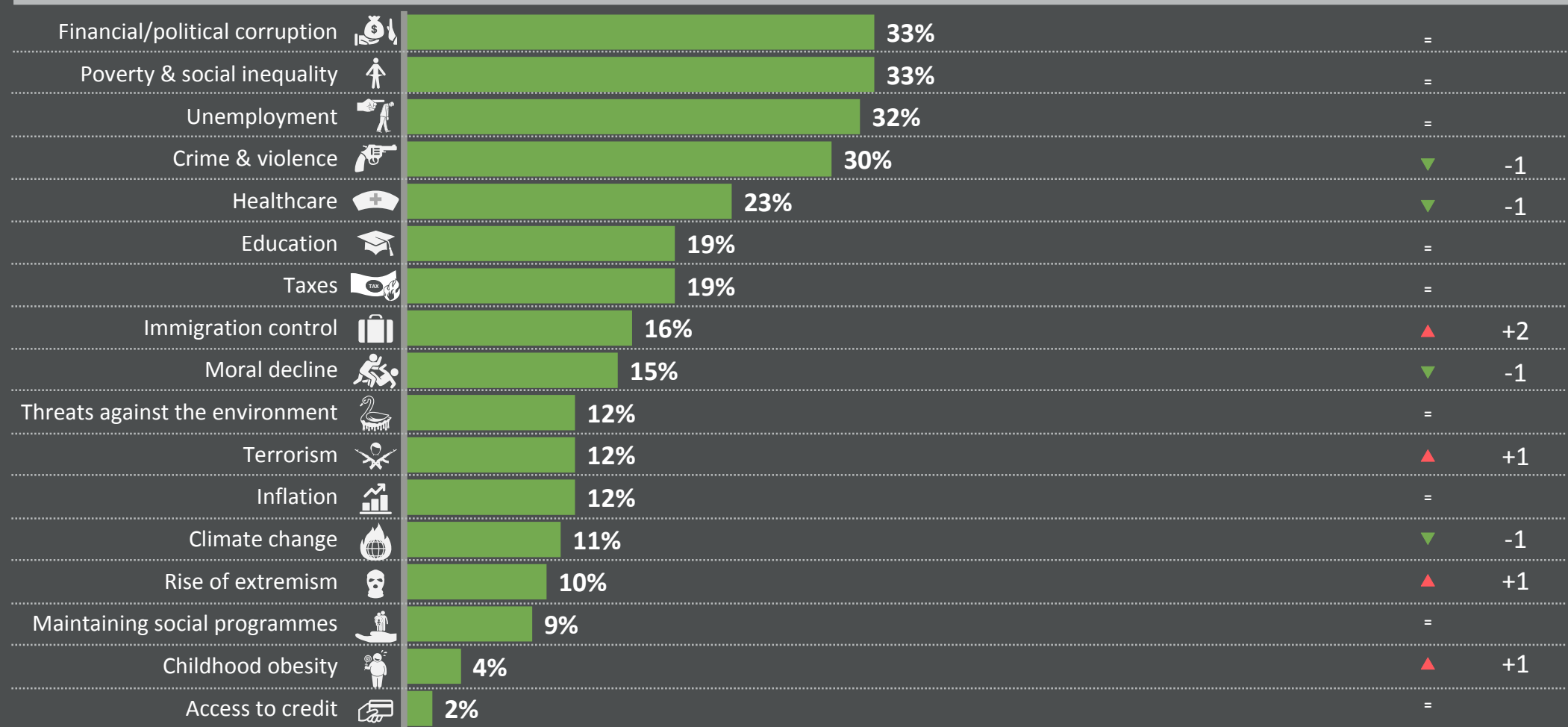
# WORLD WORRIES

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

% change compared with previous month:

Mentioned in January 2019 (%)

Dec 2018

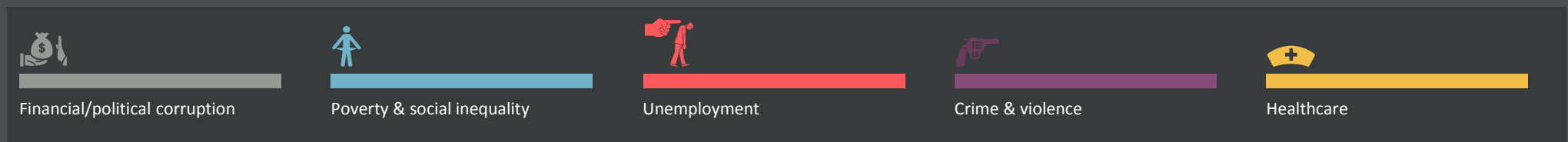
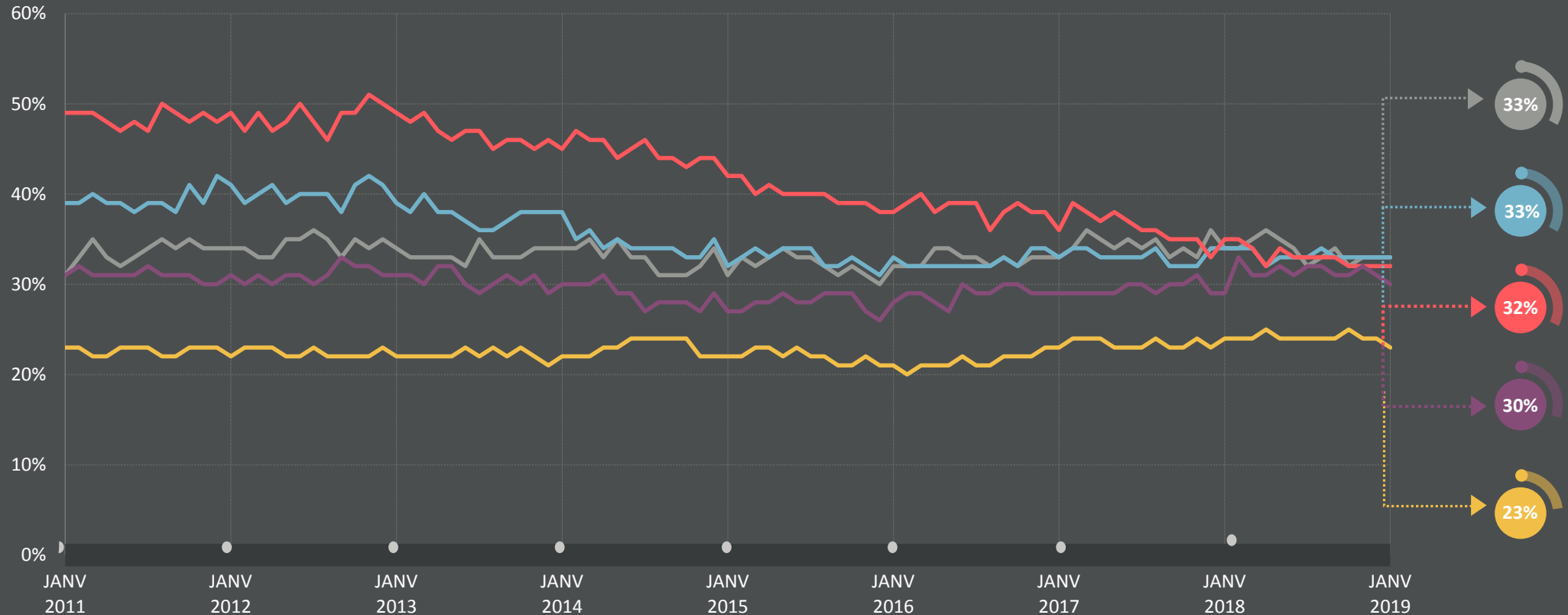


Base: Representative sample of adults aged 16-64. January 2019: 19,642; December 2018: 19,811.

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

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 January 2019 in each country

Dec 2018

WORLD		33%	=	
PERU		66%	▼	-6
HUNGARY		63%	▲	+6
SOUTH AFRICA		61%	▼	-2
RUSSIA		54%	▼	-1
MALAYSIA		52%	▲	+4
INDIA		48%	=	
SPAIN		46%	▼	-1
POLAND		44%	▼	-2
BRAZIL		41%	▼	-4
ISRAEL		40%	▼	-3
MEXICO		40%	▼	-4
SERBIA		39%	▼	-4
SOUTH KOREA		36%	▼	-4
CHILE		33%	▼	-4
ARGENTINA		26%	▼	-5
US		25%	▲	+1
TURKEY		24%	▼	-4
ITALY		23%	▲	+1
FRANCE		22%	▲	+6
SAUDI ARABIA		21%	▼	-1
AUSTRALIA		20%	=	
BELGIUM		20%	▼	-1
CANADA		18%	▲	+2
JAPAN		18%	▲	+2
GREAT BRITAIN		12%	=	
SWEDEN		11%	▲	+1
GERMANY		9%	▲	+2

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2019: 19,642; December 2018: 19,811.

Source: Global Advisor





























## 2 | POVERTY &amp; SOCIAL INEQUALITY

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

% change compared  
with previous month:

(% ) worried in January 2019 in each country

Dec 2018

WORLD		33%	=	
RUSSIA		62%	▲	+2
HUNGARY		54%	▲	+5
SERBIA		49%	▼	-3
ARGENTINA		43%	▲	+8
GERMANY		43%	▼	-2
SOUTH KOREA		42%	▲	+3
FRANCE		41%	▼	-3
ISRAEL		41%	▲	+6
GREAT BRITAIN		38%	▲	+6
MEXICO		37%	▼	-4
CHILE		36%	▼	-1
TURKEY		35%	▲	+3
ITALY		34%	▲	+1
INDIA		33%	▲	+2
BELGIUM		32%	▼	-5
JAPAN		32%	=	
PERU		32%	▼	-1
SOUTH AFRICA		31%	▼	-1
SPAIN		30%	▼	-7
CANADA		29%	=	
POLAND		28%	=	
BRAZIL		26%	▼	-2
AUSTRALIA		24%	=	
MALAYSIA		24%	▼	-1
SWEDEN		22%	=	
SAUDI ARABIA		21%	▼	-1
US		20%	▲	+1

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2019: 19,642; December 2018: 19,811.

Source: Global Advisor

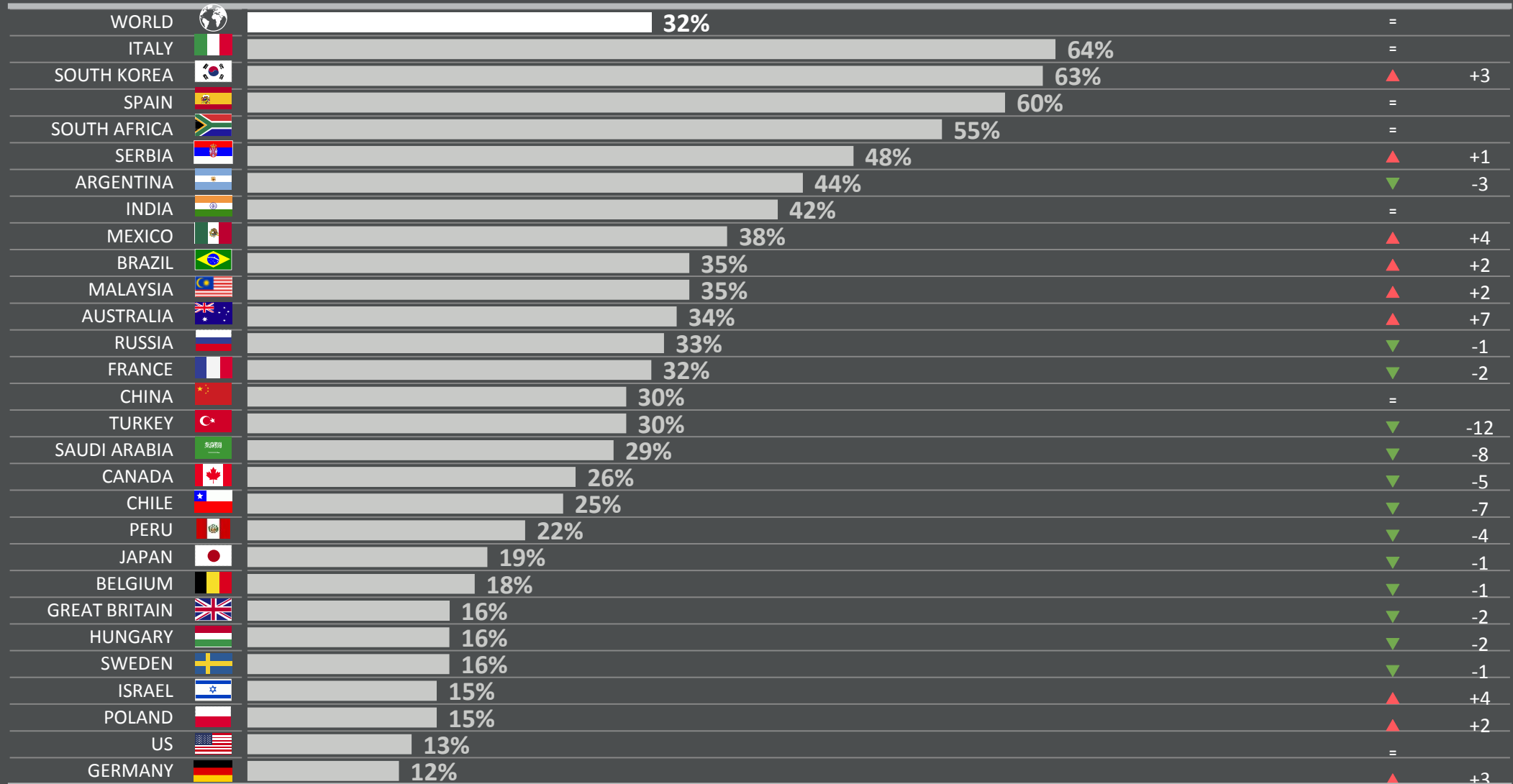
## 3 | UNEMPLOYMENT AND JOBS

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

% change compared with previous month:

(% ) worried in January 2019 in each country

Dec 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2019: 19,642; December 2018: 19,811.

Source: Global Advisor

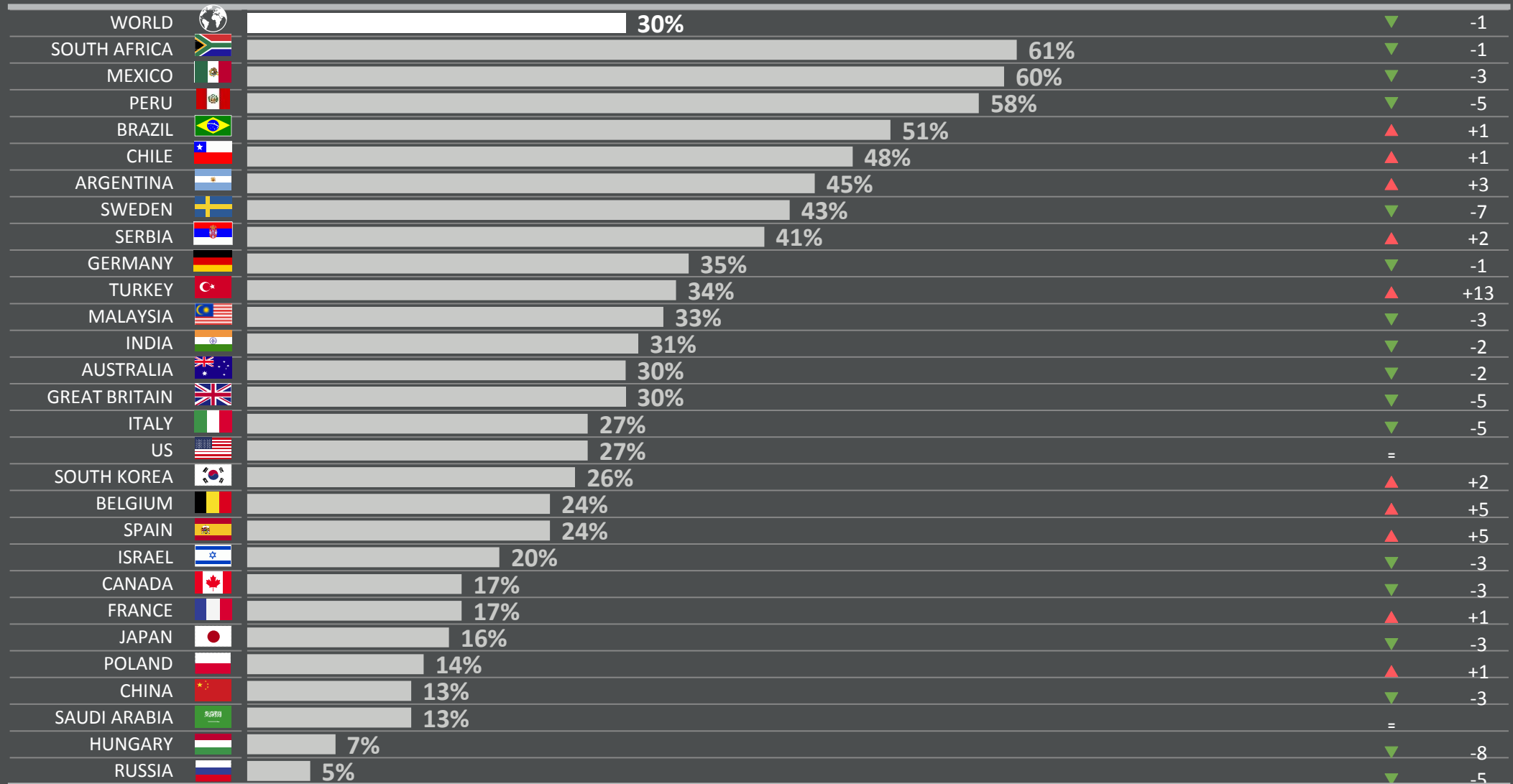
## 4 | CRIME &amp; VIOLENCE

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

% change compared  
with previous month:

(% ) worried in January 2019 in each country

Dec 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2019: 19,642; December 2018: 19,811.

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 January 2019 in each country

Dec 2018

WORLD		23%	▼	-1
HUNGARY		69%	▲	+1
POLAND		51%	▲	+1
BRAZIL		49%	▲	+3
GREAT BRITAIN		37%	=	
CANADA		36%	▼	-1
SERBIA		36%	=	
US		35%	▼	-5
CHINA		29%	▼	-3
RUSSIA		29%	▼	-3
SWEDEN		26%	▼	-5
CHILE		24%	▲	+3
AUSTRALIA		23%	▼	-4
ISRAEL		21%	▼	-5
SPAIN		21%	▼	-2
JAPAN		18%	▲	+2
SAUDI ARABIA		18%	▼	-2
ITALY		16%	=	
SOUTH AFRICA		15%	▲	+2
BELGIUM		14%	▼	-3
INDIA		14%	▼	-3
PERU		14%	▲	+1
FRANCE		13%	▲	+1
GERMANY		13%	▼	-1
MEXICO		12%	▲	+1
MALAYSIA		5%	▼	-3
ARGENTINA		4%	▼	-2
SOUTH KOREA		4%	▲	+1
TURKEY		2%	▼	-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2019: 19,642; December 2018: 19,811.

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 January 2019 in each country

Dec 2018

WORLD		19%	=	
PERU		35%	▲	+4
CHILE		33%	▲	+1
BRAZIL		32%	▲	+2
ISRAEL		31%	▲	+8
TURKEY		29%	▲	+2
HUNGARY		28%	▲	+3
ARGENTINA		27%	▼	-6
MEXICO		26%	▼	-1
CHINA		24%	▼	-7
SAUDI ARABIA		23%	=	
SOUTH AFRICA		21%	▲	+3
MALAYSIA		18%	▲	+3
INDIA		17%	▼	-1
RUSSIA		17%	▼	-1
SPAIN		17%	▼	-2
SERBIA		16%	▼	-1
CANADA		15%	▲	+5
GERMANY		14%	▲	+1
JAPAN		14%	▲	+2
US		14%	▼	-1
AUSTRALIA		12%	▼	-4
BELGIUM		12%	▼	-1
GREAT BRITAIN		12%	▼	-3
POLAND		12%	▲	+3
SOUTH KOREA		11%	▲	+1
FRANCE		10%	▲	+1
ITALY		7%	▼	-2
SWEDEN		7%	▼	-2

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2019: 19,642; December 2018: 19,811.

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 January 2019 in each country

Dec 2018

WORLD		19%	=	
FRANCE		40%	▼	-16
ITALY		36%	▲	+1
BELGIUM		34%	▼	-3
CANADA		33%	▲	+5
JAPAN		32%	▲	+4
POLAND		28%	▼	-5
RUSSIA		26%	▲	+1
ARGENTINA		25%	▲	+3
ISRAEL		24%	▲	+5
SAUDI ARABIA		24%	▼	-3
SOUTH KOREA		20%	▲	+2
TURKEY		19%	▼	-5
BRAZIL		17%	▼	-2
MALAYSIA		17%	▼	-2
SPAIN		16%	▲	+1
AUSTRALIA		15%	=	
MEXICO		15%	▲	+1
US		15%	▼	-1
INDIA		13%	=	
SOUTH AFRICA		12%	▼	-1
GERMANY		11%	▲	+2
SERBIA		10%	▲	+5
SWEDEN		10%	=	
GREAT BRITAIN		9%	▼	-1
HUNGARY		7%	▼	-2
CHILE		5%	▼	-2
PERU		5%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2019: 19,642; December 2018: 19,811.

Source: Global Advisor

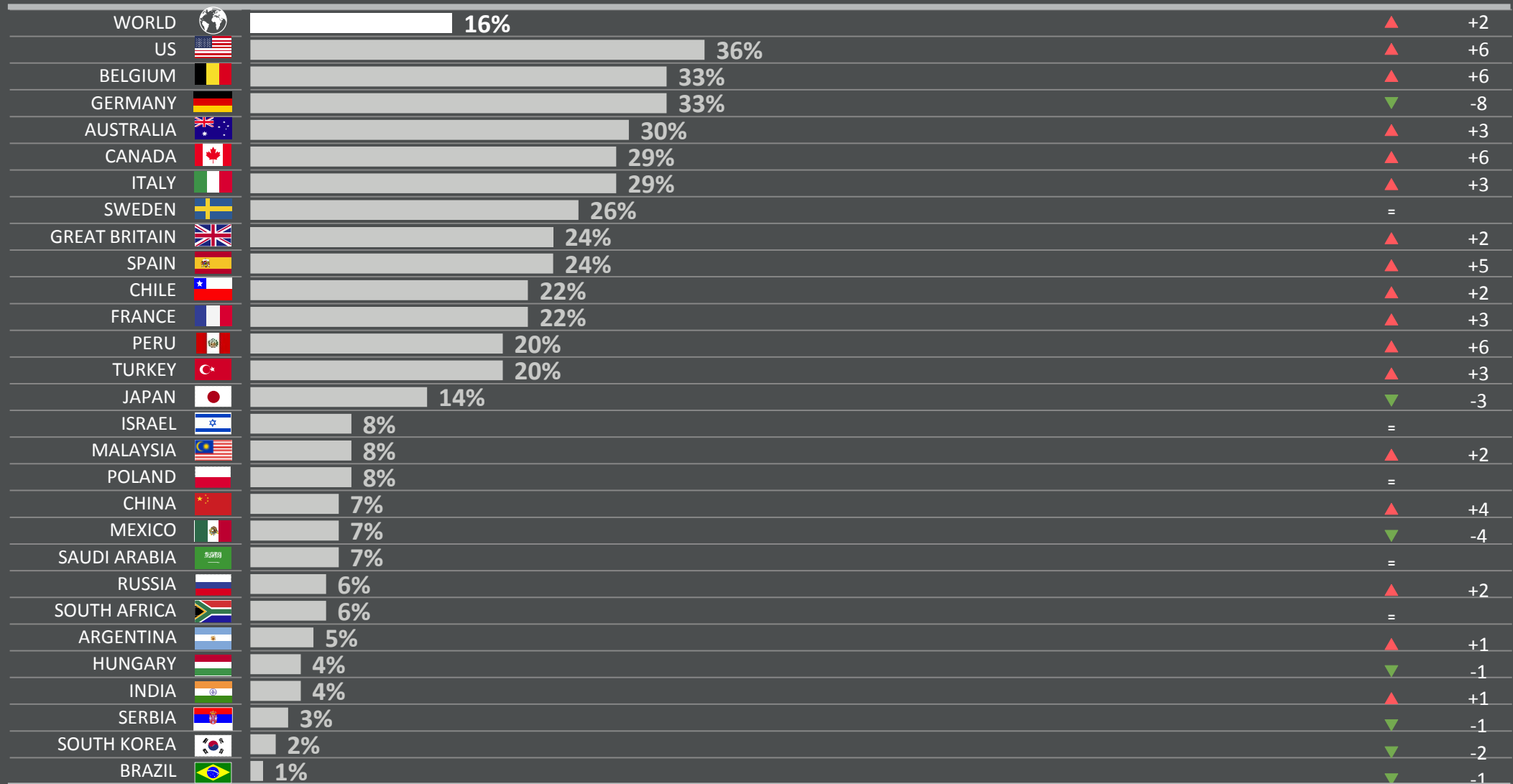
## 8 | IMMIGRATION CONTROL

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

% change compared with previous month:

(% ) worried in January 2019 in each country

Dec 2018



Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2019: 19,642; December 2018: 19,811.

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 January 2019 in each country

Dec 2018

WORLD		15%	▼	-1
CHINA		32%	▼	-7
SERBIA		27%	▲	+2
US		27%	▲	+3
JAPAN		26%	=	
MALAYSIA		25%	▼	-4
SAUDI ARABIA		25%	=	
GERMANY		19%	▲	+2
GREAT BRITAIN		17%	▼	-1
SOUTH KOREA		17%	▼	-2
HUNGARY		15%	▼	-2
ITALY		14%	▲	+3
POLAND		14%	=	
AUSTRALIA		13%	=	
FRANCE		13%	▼	-1
TURKEY		13%	▲	+3
CANADA		12%	▼	-3
BELGIUM		11%	▲	+1
INDIA		11%	=	
SWEDEN		11%	▼	-2
CHILE		10%	▼	-1
ISRAEL		10%	▼	-8
SOUTH AFRICA		10%	=	
PERU		9%	▼	-2
RUSSIA		9%	▼	-4
SPAIN		8%	▲	+1
ARGENTINA		7%	▼	-2
BRAZIL		7%	=	
MEXICO		7%	▼	-3

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2019: 19,642; December 2018: 19,811.

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 January 2019 in each country

Dec 2018

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

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2019: 19,642; December 2018: 19,811.

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 January 2019 in each country

Dec 2018

WORLD		12%	▲	+1
ISRAEL		44%	▼	-7
TURKEY		28%	▼	-3
FRANCE		25%	▲	+9
GERMANY		23%	▲	+2
INDIA		22%	▲	+1
SWEDEN		22%	▲	+11
BELGIUM		21%	▲	+6
US		20%	▲	+1
GREAT BRITAIN		19%	▼	-1
SAUDI ARABIA		18%	=	
AUSTRALIA		14%	▼	-5
SPAIN		12%	▲	+4
CHINA		9%	▲	+3
MALAYSIA		9%	▼	-2
CANADA		8%	▲	+2
CHILE		7%	▲	+3
JAPAN		7%	▲	+1
ITALY		6%	=	
MEXICO		6%	▲	+1
RUSSIA		5%	▲	+3
POLAND		4%	=	
SERBIA		4%	=	
BRAZIL		3%	▲	+1
PERU		3%	=	
ARGENTINA		1%	▼	-1
HUNGARY		1%	▼	-1
SOUTH KOREA		1%	=	
SOUTH AFRICA		*	▼	-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2019: 19,642; December 2018: 19,811.

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 January 2019 in each country

Dec 2018

WORLD		12%	=	
ARGENTINA		58%	▲	+6
TURKEY		37%	▼	-3
CHINA		33%	▲	+1
MALAYSIA		27%	▲	+9
RUSSIA		24%	▲	+4
MEXICO		16%	▲	+3
AUSTRALIA		14%	▲	+2
SAUDI ARABIA		13%	▲	+2
CANADA		12%	▼	-1
SOUTH AFRICA		10%	=	
GREAT BRITAIN		9%	=	
POLAND		9%	▲	+2
BRAZIL		8%	▼	-2
SOUTH KOREA		8%	▼	-2
BELGIUM		7%	▼	-1
FRANCE		7%	▼	-1
INDIA		7%	▼	-5
HUNGARY		6%	=	
JAPAN		6%	▼	-1
PERU		6%	▲	+2
US		6%	▲	+2
CHILE		5%	▼	-3
GERMANY		4%	=	
ISRAEL		4%	=	
ITALY		4%	=	
SERBIA		3%	▲	+2
SPAIN		2%	=	
SWEDEN		2%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2019: 19,642; December 2018: 19,811.

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 January 2019 in each country

Dec 2018

WORLD		11%	▼	-1
CHINA		28%	▲	+4
CANADA		25%	▼	-1
GERMANY		23%	=	
AUSTRALIA		22%	=	
JAPAN		22%	=	
SWEDEN		20%	=	
BELGIUM		19%	▼	-5
FRANCE		16%	▲	+2
GREAT BRITAIN		15%	=	
INDIA		14%	▲	+2
POLAND		14%	=	
US		13%	▼	-7
CHILE		12%	▲	+1
SAUDI ARABIA		12%	▼	-1
ITALY		10%	▲	+1
MEXICO		8%	▲	+3
SOUTH KOREA		8%	▼	-2
PERU		7%	▲	+1
SPAIN		7%	▼	-2
HUNGARY		5%	▼	-1
SERBIA		4%	=	
ISRAEL		3%	▼	-1
MALAYSIA		3%	=	
SOUTH AFRICA		3%	=	
BRAZIL		2%	=	
TURKEY		2%	▲	+1
ARGENTINA		1%	▼	-1
RUSSIA		1%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2019: 19,642; December 2018: 19,811.

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 January 2019 in each country

Dec 2018

WORLD		10%	▲	+1
GERMANY		25%	▲	+2
SWEDEN		23%	▲	+1
BELGIUM		21%	▲	+7
MALAYSIA		21%	▼	-2
GREAT BRITAIN		17%	▲	+1
US		17%	▼	-1
SPAIN		16%	▲	+1
FRANCE		14%	▼	-2
AUSTRALIA		10%	▼	-2
CANADA		10%	▲	+1
INDIA		10%	▲	+3
SOUTH KOREA		10%	▲	+1
POLAND		9%	▼	-4
SAUDI ARABIA		9%	▲	+3
TURKEY		9%	▲	+2
ISRAEL		8%	▼	-3
BRAZIL		7%	▲	+2
CHILE		6%	▲	+3
ITALY		6%	▼	-1
HUNGARY		5%	▼	-1
JAPAN		5%	▲	+2
SOUTH AFRICA		5%	▲	+2
ARGENTINA		3%	=	
RUSSIA		3%	▲	+2
SERBIA		2%	▼	-2
MEXICO		1%	=	
PERU		1%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2019: 19,642; December 2018: 19,811.

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 January 2019 in each country

Dec 2018

WORLD		9%	=	
JAPAN		33%	▲	+2
CHINA		27%	▲	+5
SOUTH KOREA		22%	▲	+2
SWEDEN		22%	▼	-4
GREAT BRITAIN		17%	▲	+1
POLAND		13%	▼	-2
HUNGARY		12%	▲	+4
SPAIN		10%	▼	-1
AUSTRALIA		9%	▲	+2
RUSSIA		9%	▲	+1
SAUDI ARABIA		9%	▲	+2
ISRAEL		8%	▲	+2
BELGIUM		7%	▼	-2
ITALY		7%	=	
US		7%	▲	+1
CANADA		6%	▼	-2
MEXICO		6%	▲	+4
SERBIA		6%	▼	-1
ARGENTINA		5%	▲	+2
GERMANY		5%	▼	-2
BRAZIL		4%	▲	+1
FRANCE		4%	▲	+1
CHILE		3%	▲	+1
MALAYSIA		3%	▼	-2
INDIA		2%	=	
PERU		2%	▲	+1
SOUTH AFRICA		1%	=	
TURKEY		*	▼	-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2019: 19,642; December 2018: 19,811.

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 January 2019 in each country

Dec 2018

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

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2019: 19,642; December 2018: 19,811.

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 January 2019 in each country

Dec 2018

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

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2019: 19,642; December 2018: 19,811.

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 19,642 adults aged 18-64 in Canada, Israel and the US, and aged 16-64 in all other countries, were interviewed between December 21st 2018 and January 4th 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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