



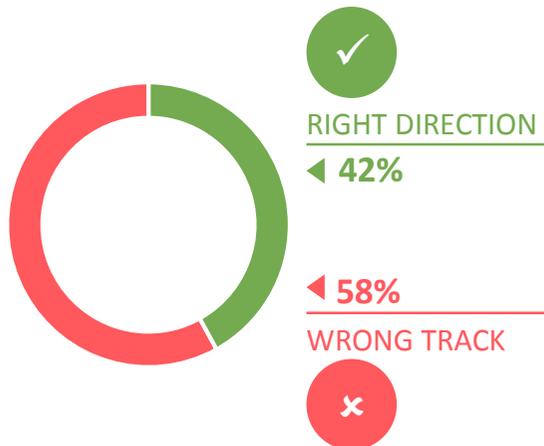
# WORLD SUMMARY: MARCH 2019

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

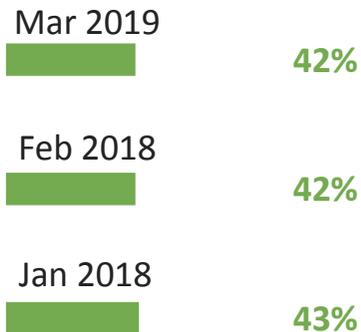
Financial/political corruption currently occupies the top spot for global concern with 34% saying this.

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

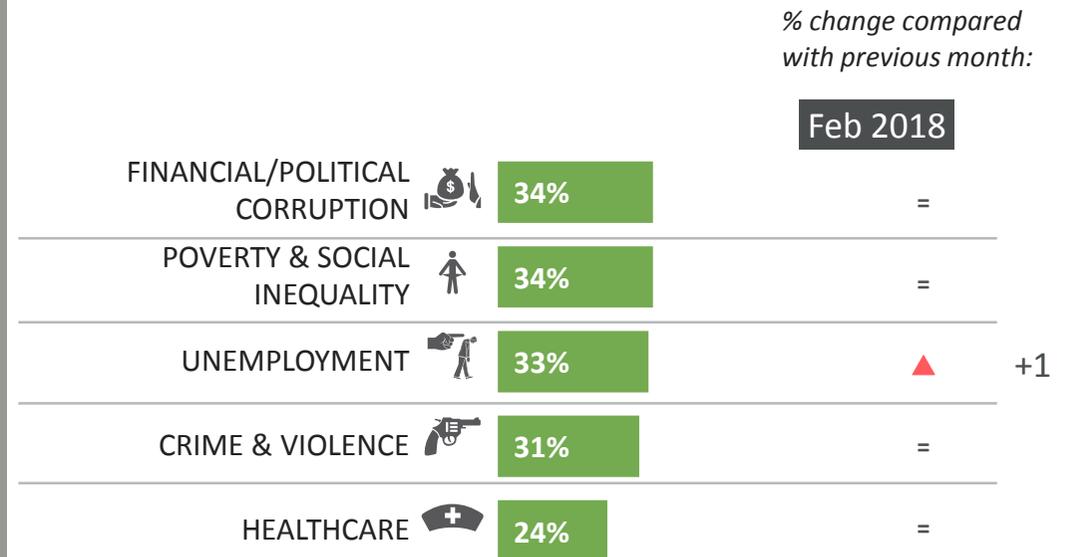
**RIGHT DIRECTION/  
WRONG TRACK**  
March 2019



**RIGHT DIRECTION**

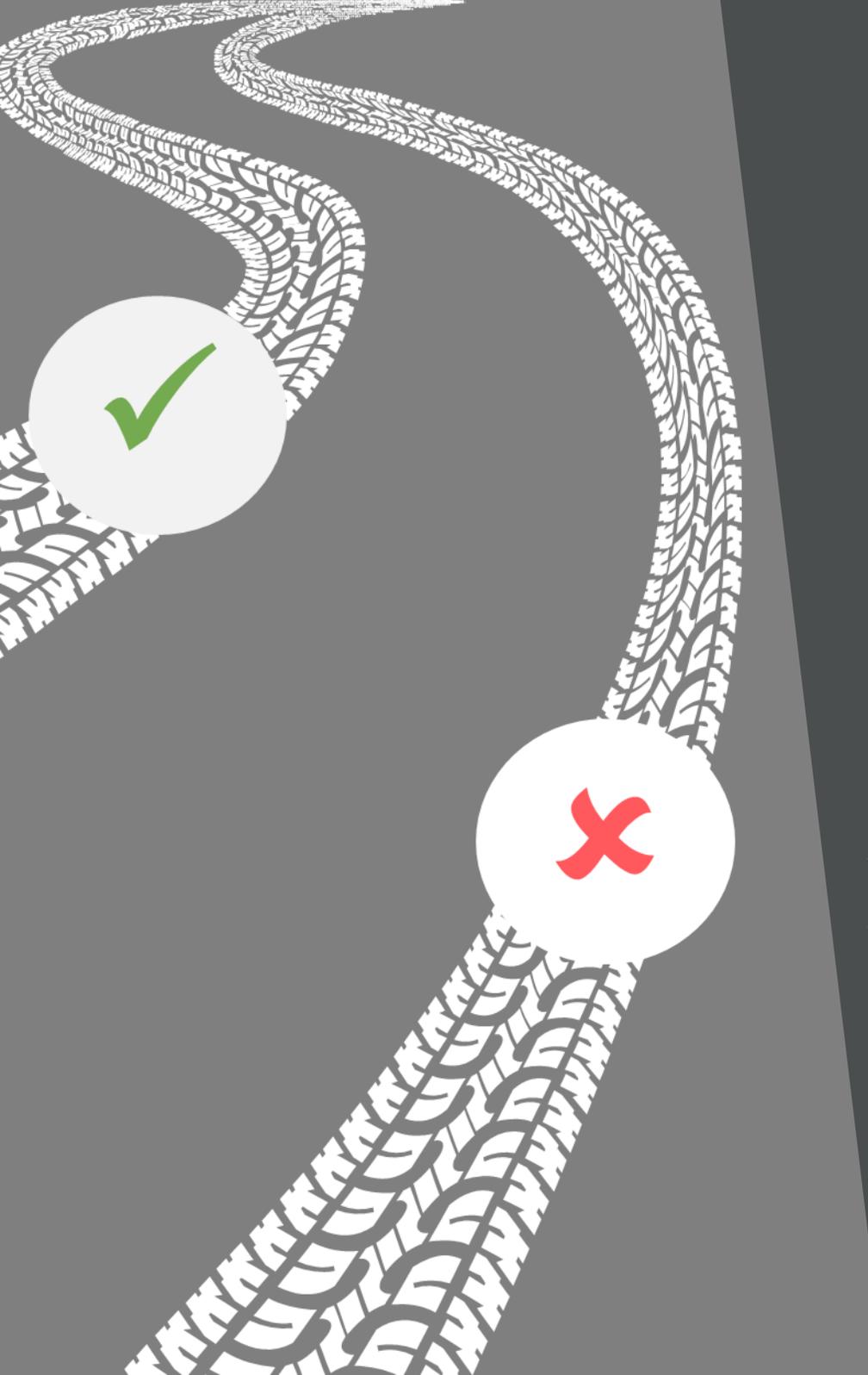


Which three of the following topics do you find the most worrying in your country?\*



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

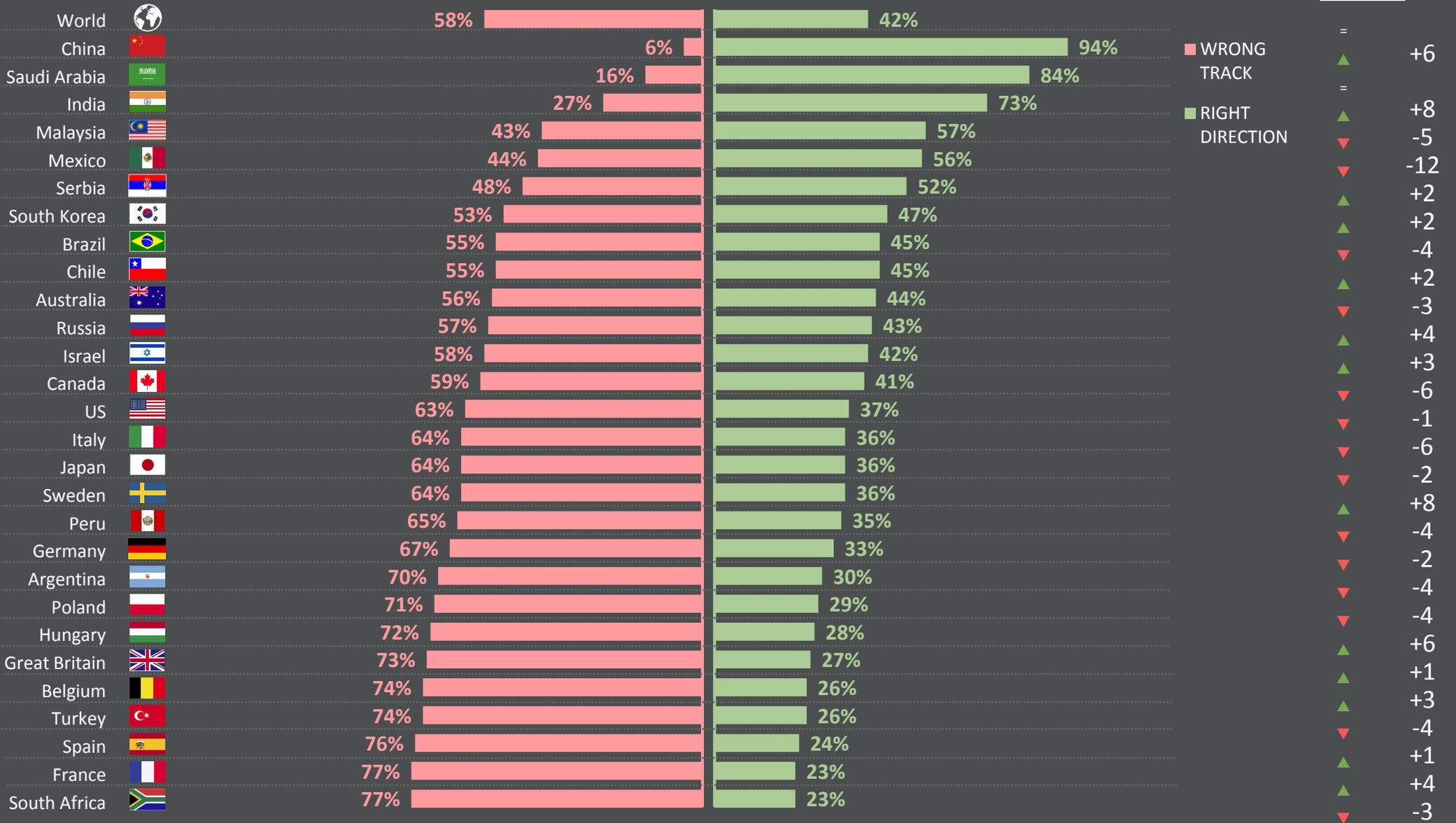
- Country comparisons
- Trends over time

# COUNTRY COMPARISON

## RIGHT DIRECTION/WRONG TRACK

% change compared with previous month:

Feb 2018

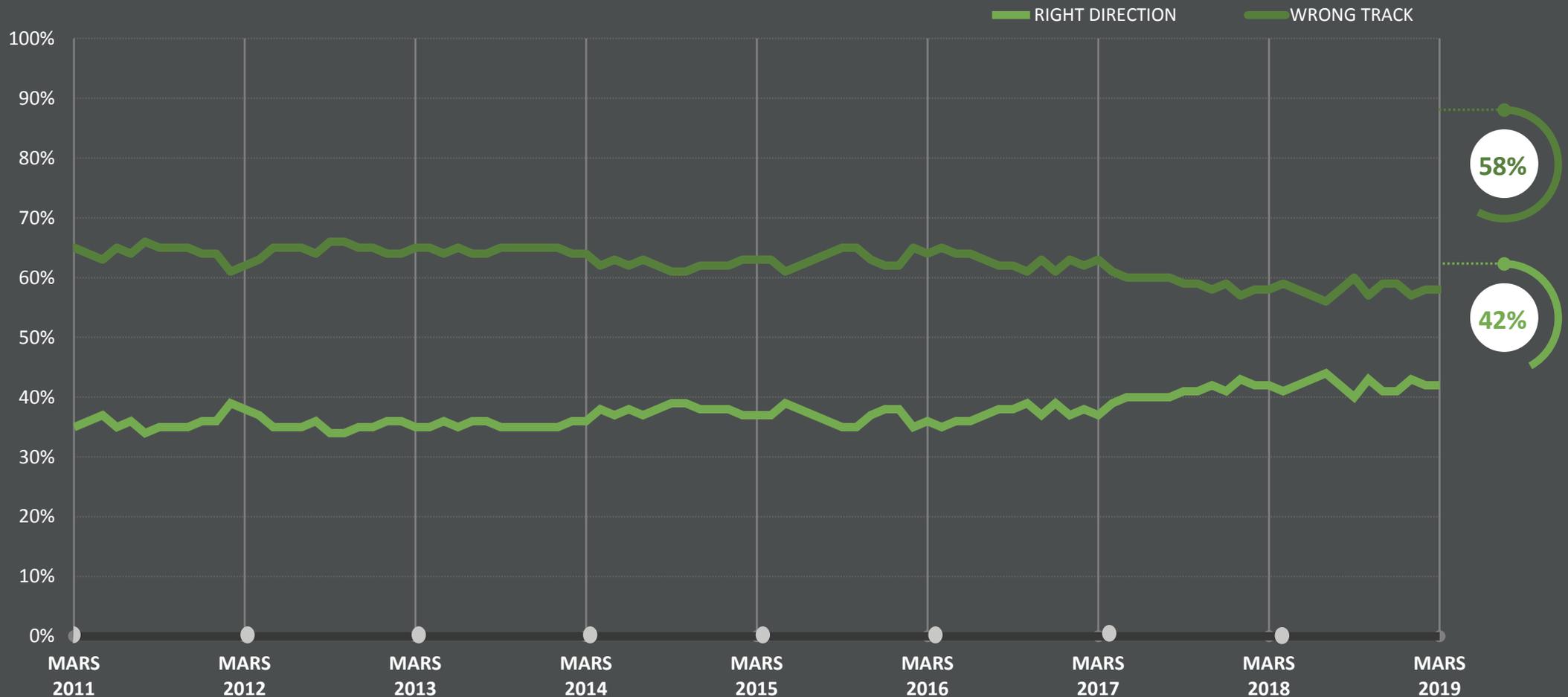


Base: Representative sample of 20,019 adults aged 16-64 in 28 participating countries, February 22nd 2018 - March 8th 2018.

Source: Global Advisor

# WORLD: 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

- World's top worries
- Trends over time for worries

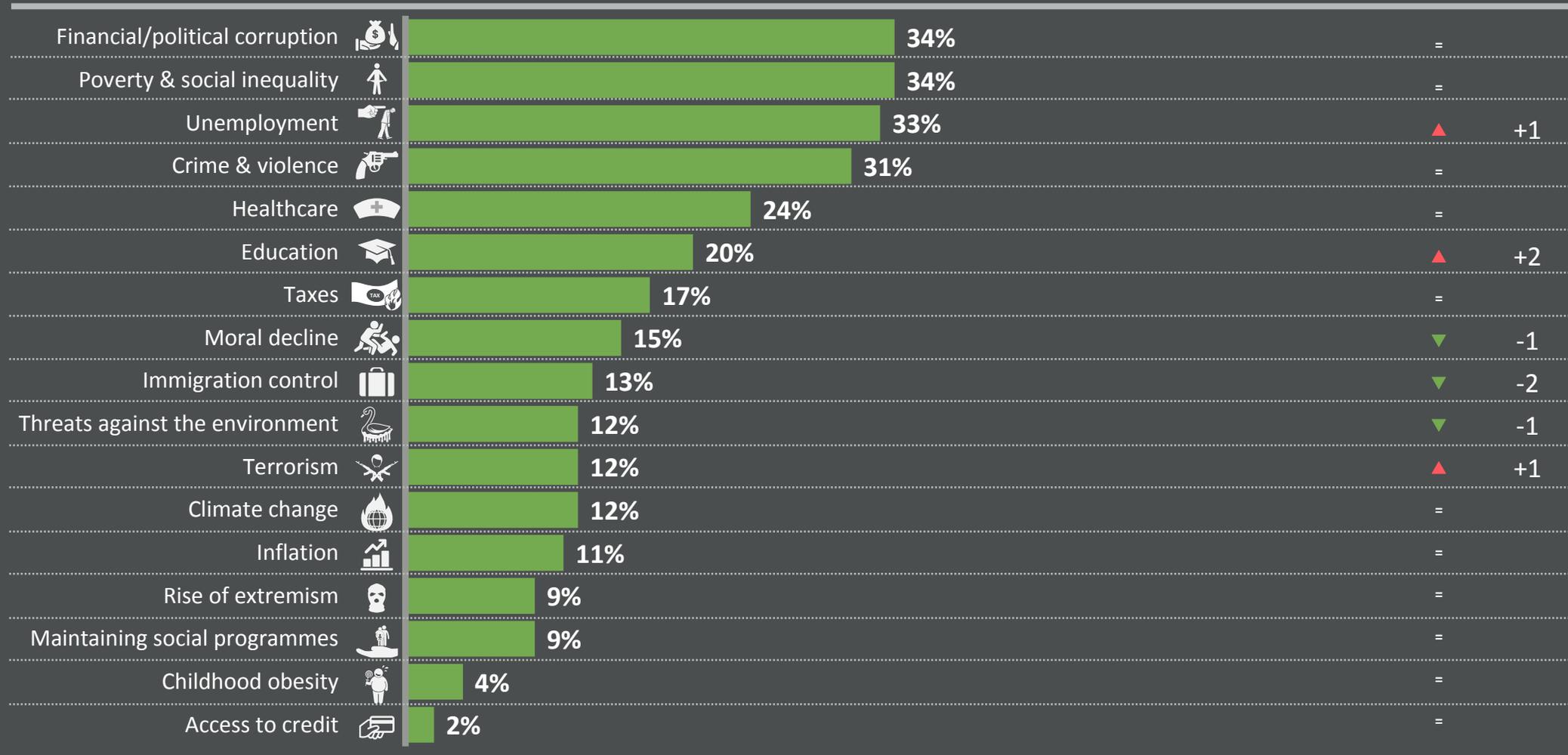
# WORLD WORRIES

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



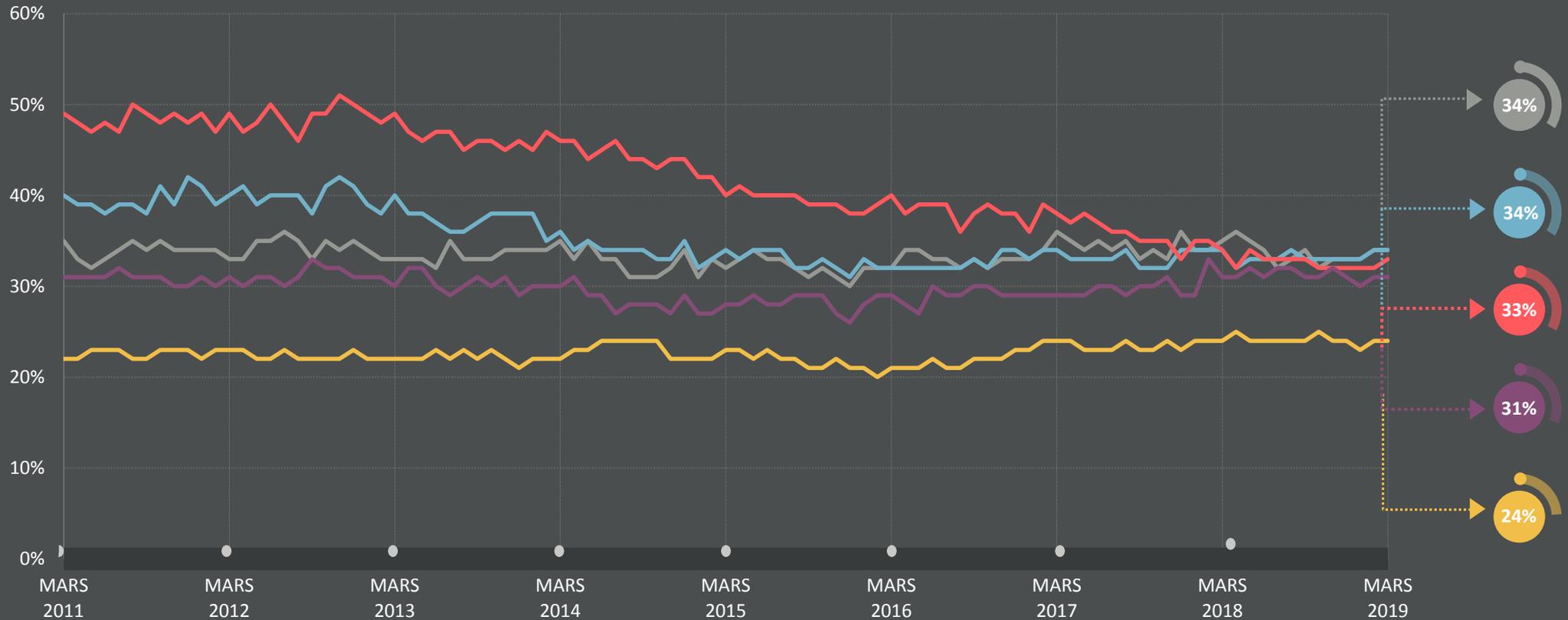
Base: Representative sample of adults aged 16-64. March 2019: 20,019; February 2018: 19,541.

Source: Global Advisor

# 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?





Financial/political corruption



Poverty & social inequality



Unemployment



Crime & violence



Healthcare

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 March 2019 in each country

Feb 2018

Country	March 2019 (%)	Feb 2018 (%)	% Change
WORLD	34%	=	=
SOUTH AFRICA	69%	+4	▲
PERU	63%	-5	▼
HUNGARY	60%	=	=
RUSSIA	54%	-7	▼
POLAND	52%	+1	▲
MALAYSIA	50%	+2	▲
BRAZIL	46%	-1	▼
SPAIN	46%	-1	▼
INDIA	42%	-4	▼
SERBIA	42%	+4	▲
ISRAEL	39%	-1	▼
MEXICO	36%	-10	▼
SOUTH KOREA	35%	-6	▼
CHILE	33%	=	=
CANADA	30%	+11	▲
ARGENTINA	28%	+1	▲
US	28%	+1	▲
ITALY	24%	+5	▲
AUSTRALIA	22%	+2	▲
TURKEY	22%	+5	▲
BELGIUM	21%	-1	▼
FRANCE	19%	-1	▼
JAPAN	18%	-2	▼
SAUDI ARABIA	18%	-8	▼
SWEDEN	15%	+5	▲
GREAT BRITAIN	14%	-1	▼
GERMANY	9%	=	=

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

Source: Global Advisor

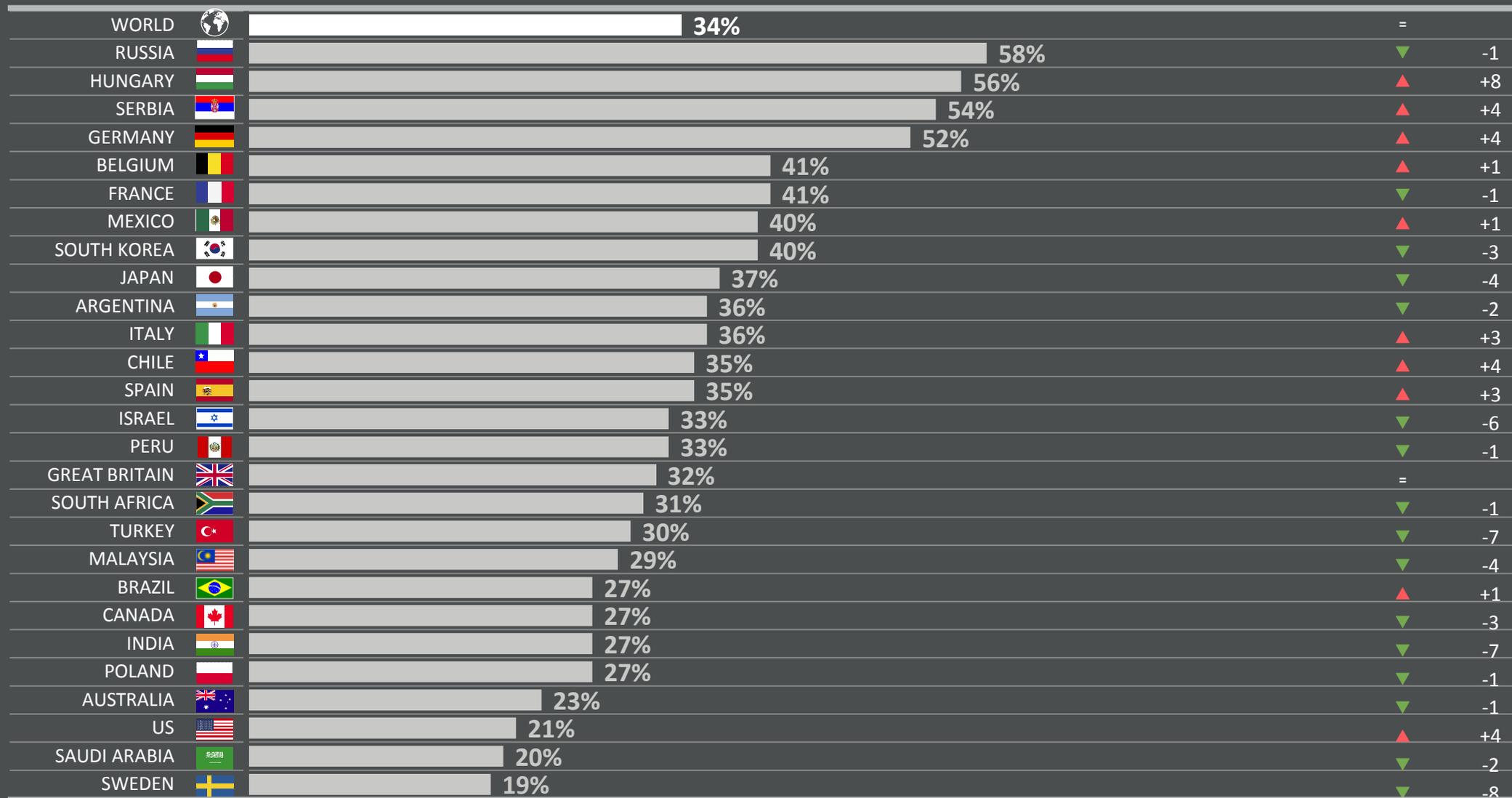
2 | POVERTY & SOCIAL INEQUALITY

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

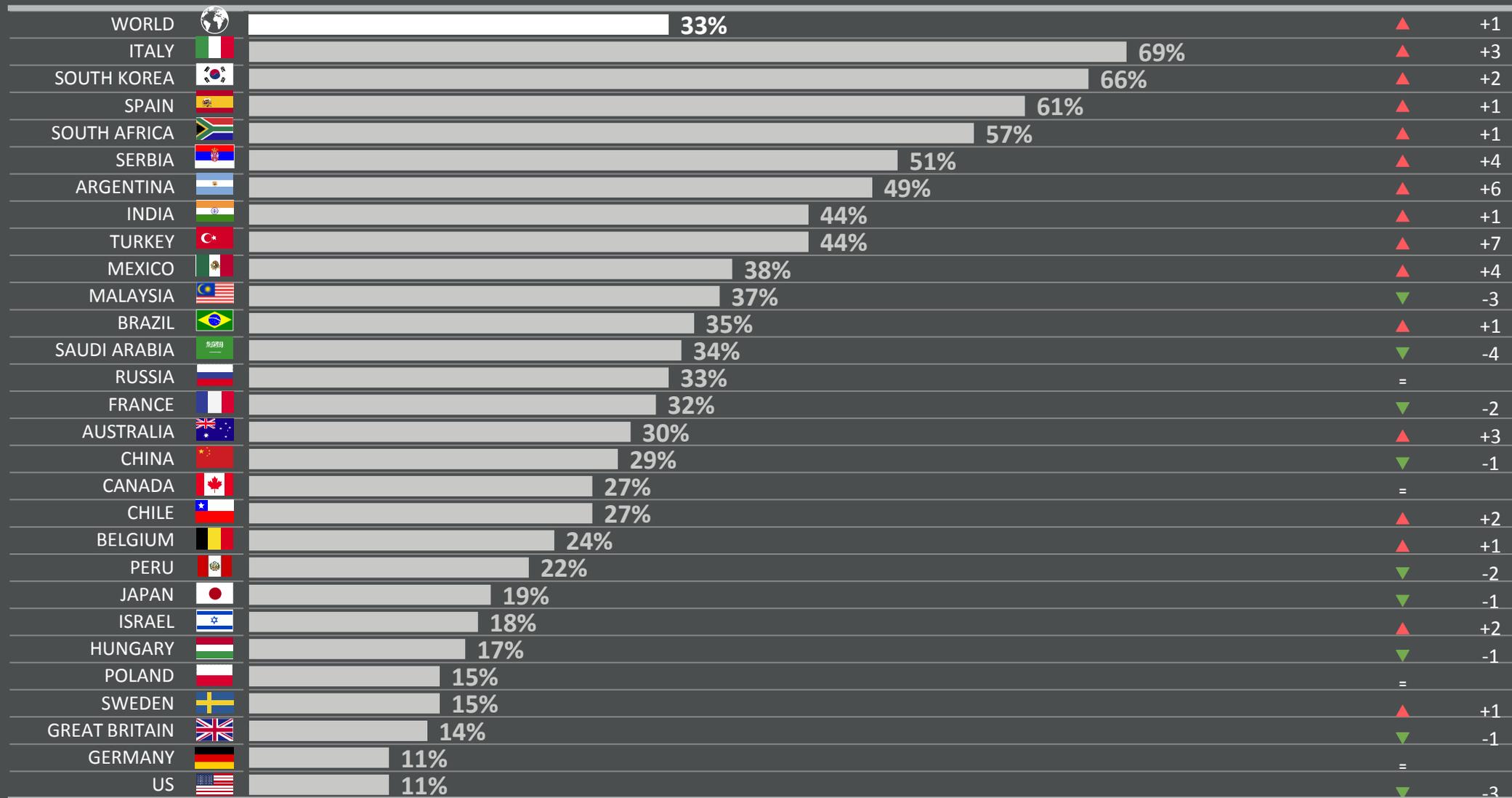
3 | UNEMPLOYMENT AND JOBS

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

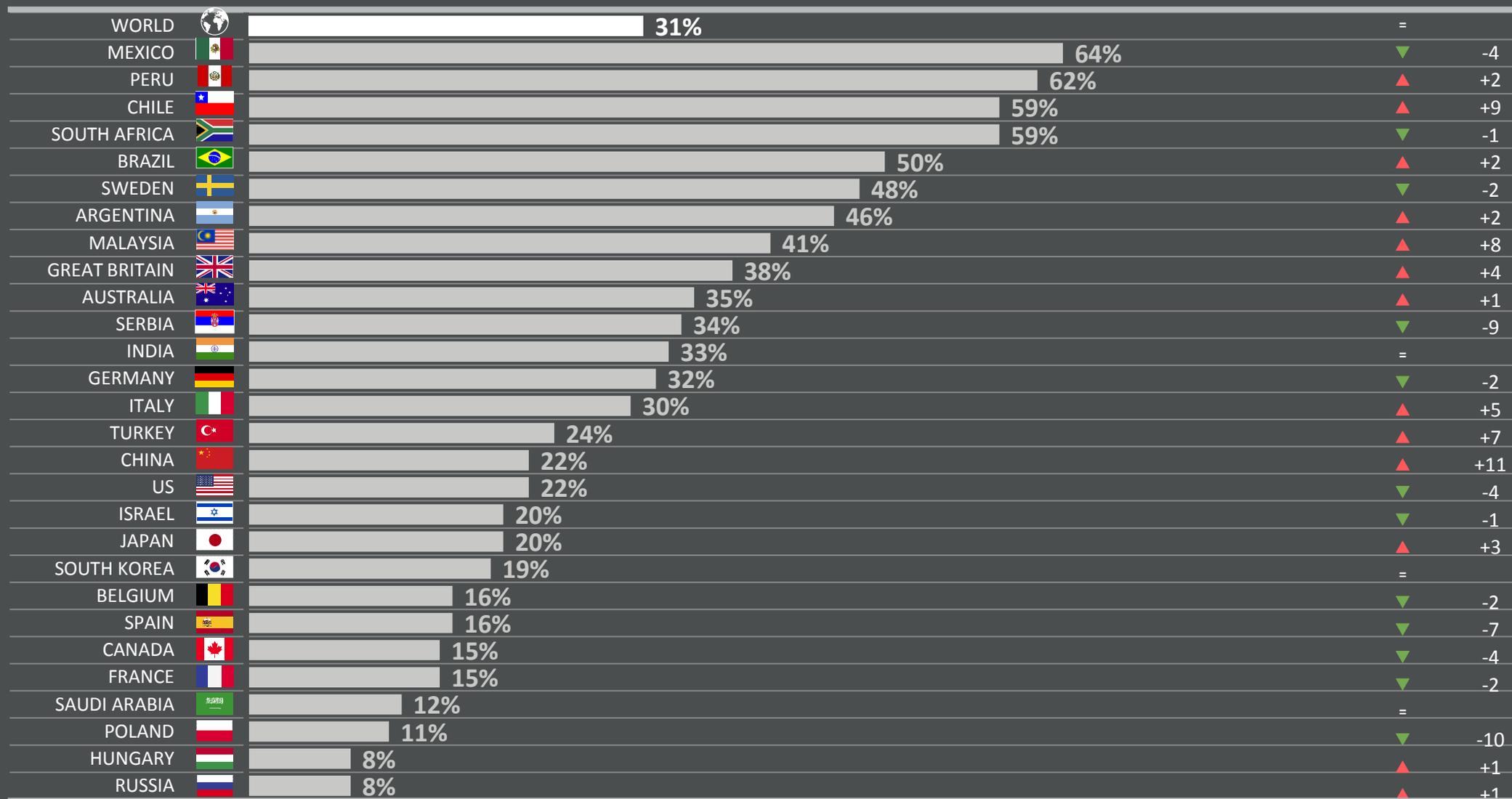
4 | CRIME & VIOLENCE

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

Country	Flag	Worried (%)	% Change	Feb 2018
WORLD		24%	=	
HUNGARY		71%	▲	+2
POLAND		52%	▲	+1
BRAZIL		42%	▼	-2
SERBIA		39%	▲	+5
US		39%	▲	+2
CANADA		37%	=	
GREAT BRITAIN		34%	▼	-4
CHINA		32%	▼	-5
RUSSIA		32%	▲	+1
ISRAEL		27%	=	
AUSTRALIA		26%	▲	+1
SPAIN		26%	▲	+1
SWEDEN		26%	▲	+2
BELGIUM		19%	=	
JAPAN		18%	▲	+2
FRANCE		17%	▲	+5
CHILE		16%	=	
SAUDI ARABIA		16%	▲	+2
GERMANY		15%	=	
ITALY		14%	▼	-4
PERU		14%	=	
SOUTH AFRICA		14%	▲	+1
INDIA		12%	▼	-5
MEXICO		12%	▲	+4
MALAYSIA		8%	▼	-2
ARGENTINA		4%	▼	-5
SOUTH KOREA		3%	=	
TURKEY		3%	=	

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

Country	Worried (%)	% change compared with previous month:
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

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

Country	March 2019 (%)	Feb 2018 (%)	% Change
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

Country	Flag	% Worried (March 2019)	% Change (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

Country	Worried (%)	% change compared with previous month:
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

Country	(%) worried in March 2019	% change compared with previous month (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

Country	Worried (%)	% change compared with previous month:
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

Country	Flag	Worried (%)	% Change	Change Value
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

Country	(%) worried in March 2019	% change compared with previous month (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

Country	Flag	Worried (%)	% change	Change
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

Country	Flag	% Worried (March 2019)	% Change (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

Country	Flag	March 2019 (%)	Feb 2018 (%)	% Change
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

Country	Flag	Worried (%)	% change	Change
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 2019 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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