

WHAT WORRIES THE



May

2019

GAME CHANGERS



BRAZIL SUMMARY: MAY 2019

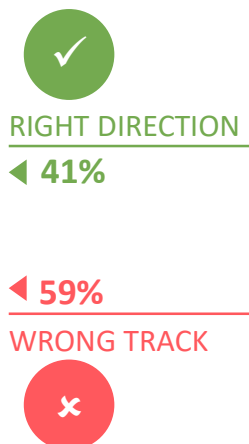
The majority (59%) of Brazilians think things in the country are on the wrong track.

Crime and violence currently occupies the top spot for concern with 47% saying this.

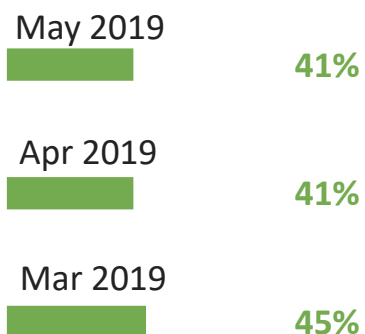
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

RIGHT DIRECTION/ WRONG TRACK

May 2019



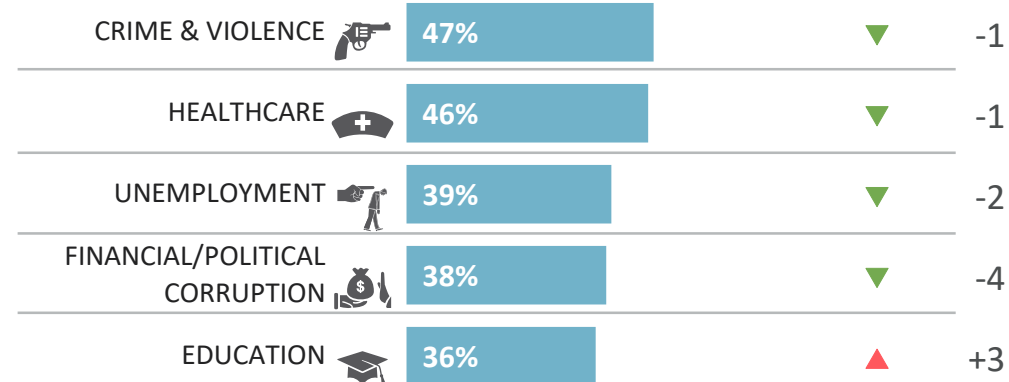
RIGHT DIRECTION



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

% change compared
with previous month:

Apr 2019



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

Source: Global Advisor

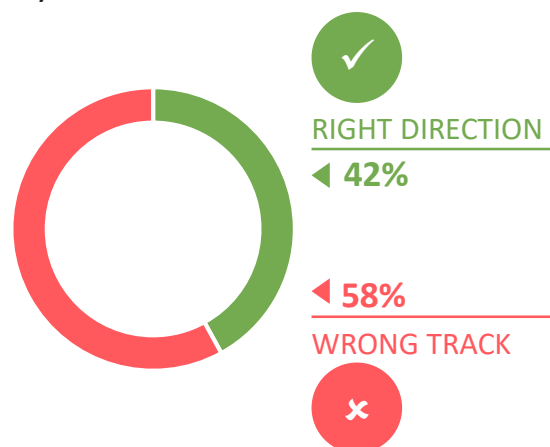
WORLD SUMMARY: MAY 2019

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

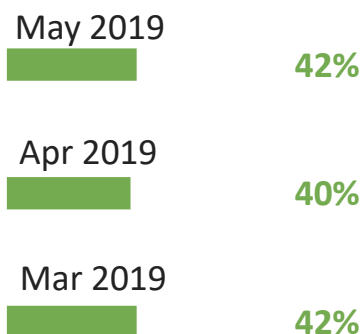
Unemployment currently occupies the top spot for global concern with 33% saying this.

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**
May 2019



RIGHT DIRECTION



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

% change compared
with previous month:

Apr 2019

UNEMPLOYMENT		33%	=	
POVERTY & SOCIAL INEQUALITY		32%	▼	-1
FINANCIAL/POLITICAL CORRUPTION		31%	▼	-2
CRIME & VIOLENCE		30%	▼	-1
HEALTHCARE		25%	=	

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

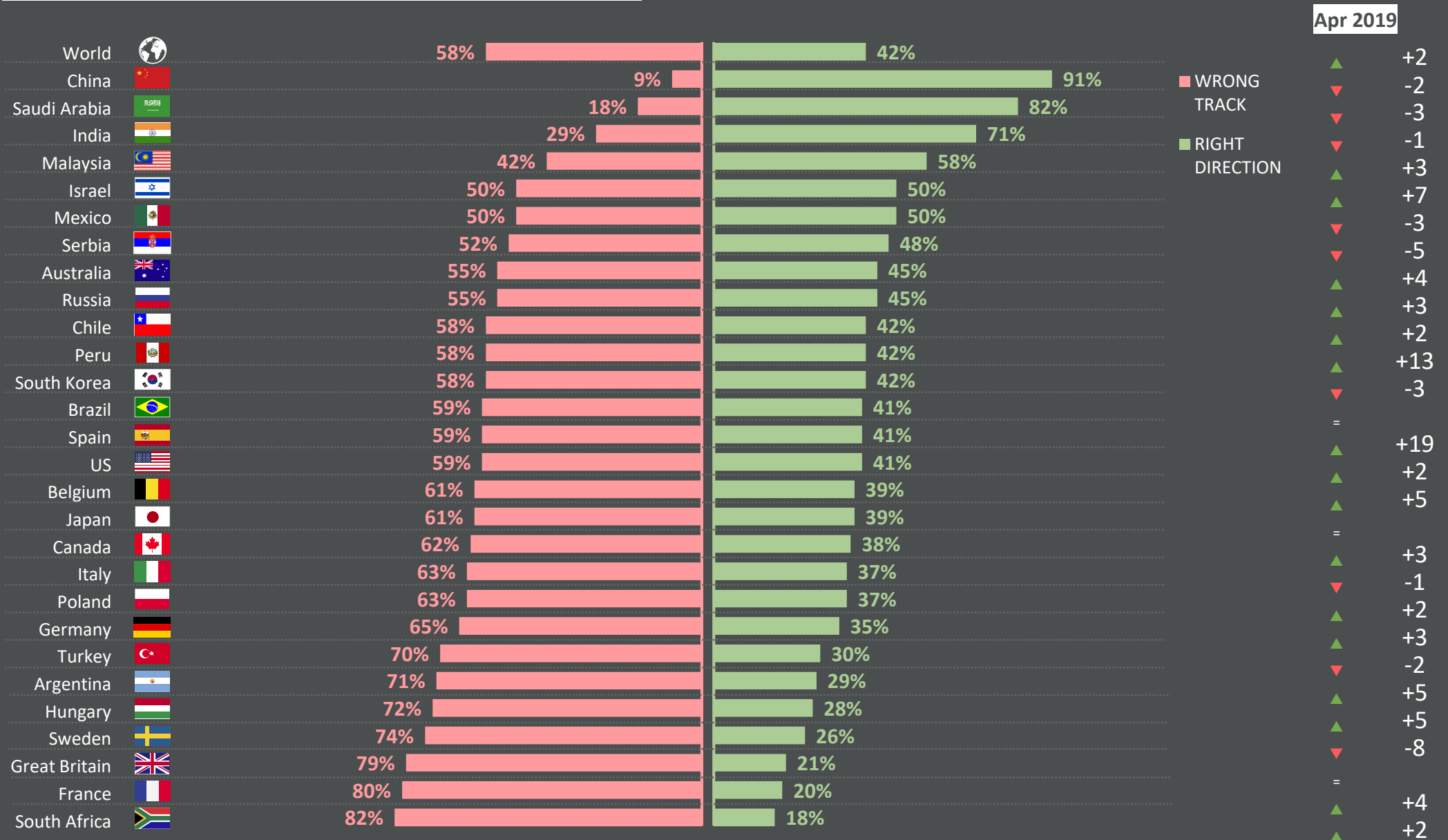
- Country comparisons
- Trends over time: Brazil
- Trends over time: world

COUNTRY COMPARISON

RIGHT DIRECTION/WRONG TRACK

Ipsos Public Affairs

% change compared with previous month:



Base: Representative sample of 19,529 adults aged 16-64 in 28 participating countries, April 19th 2019 - May 3rd 2018.

Source: Global Advisor

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

BRAZIL: 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 Brazilian 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



BRAZIL'S WORRIES

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

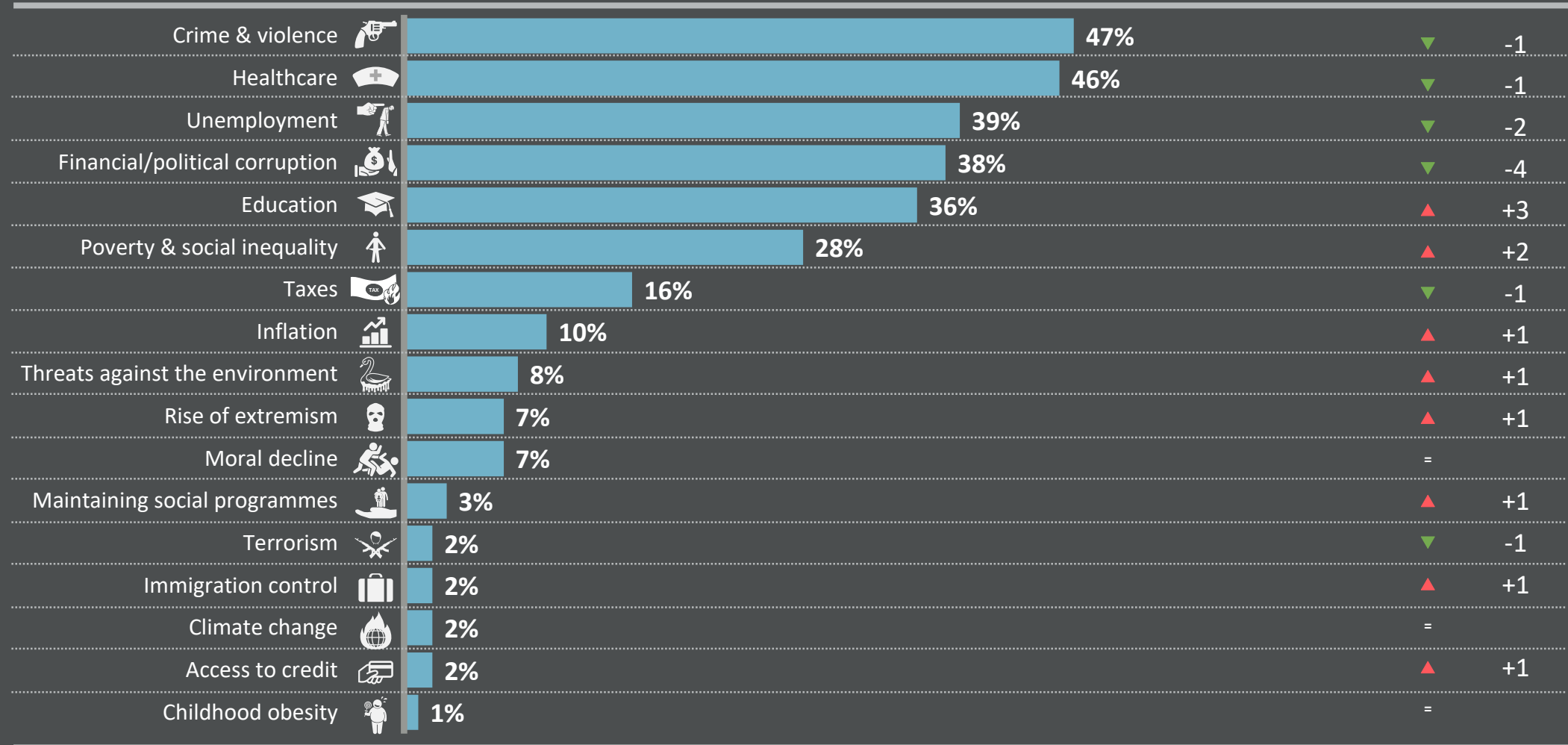
BRAZIL'S WORRIES

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

% change compared with previous month:

Mentioned in May 2019 (%)

Apr 2019



Base: Representative sample of Brazilian adults aged 16-64. May 2019: 1,003; April 2019: 1,002.

Source: Global Advisor

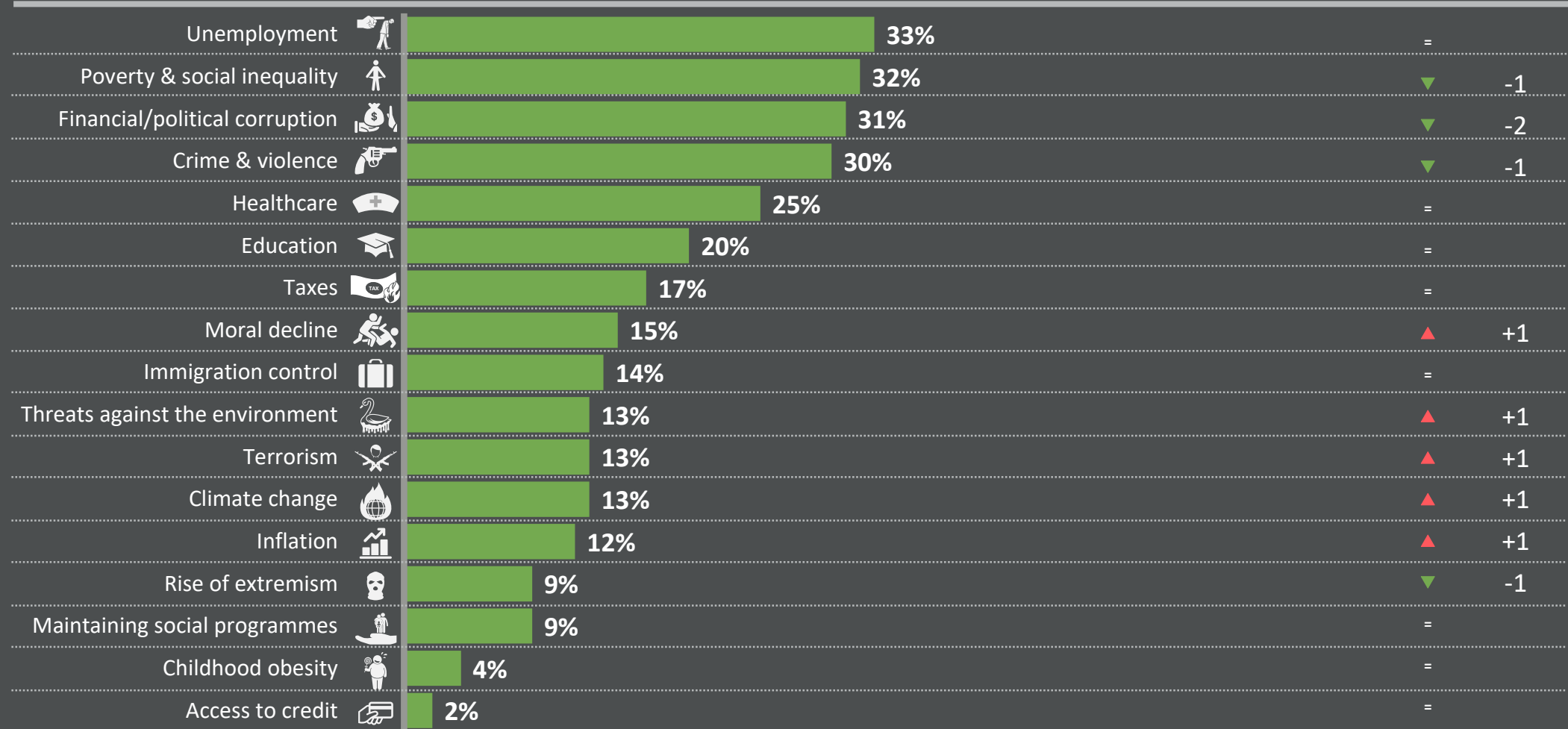
WORLD WORRIES

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

% change compared with previous month:

Mentioned in May 2019 (%)

Apr 2019

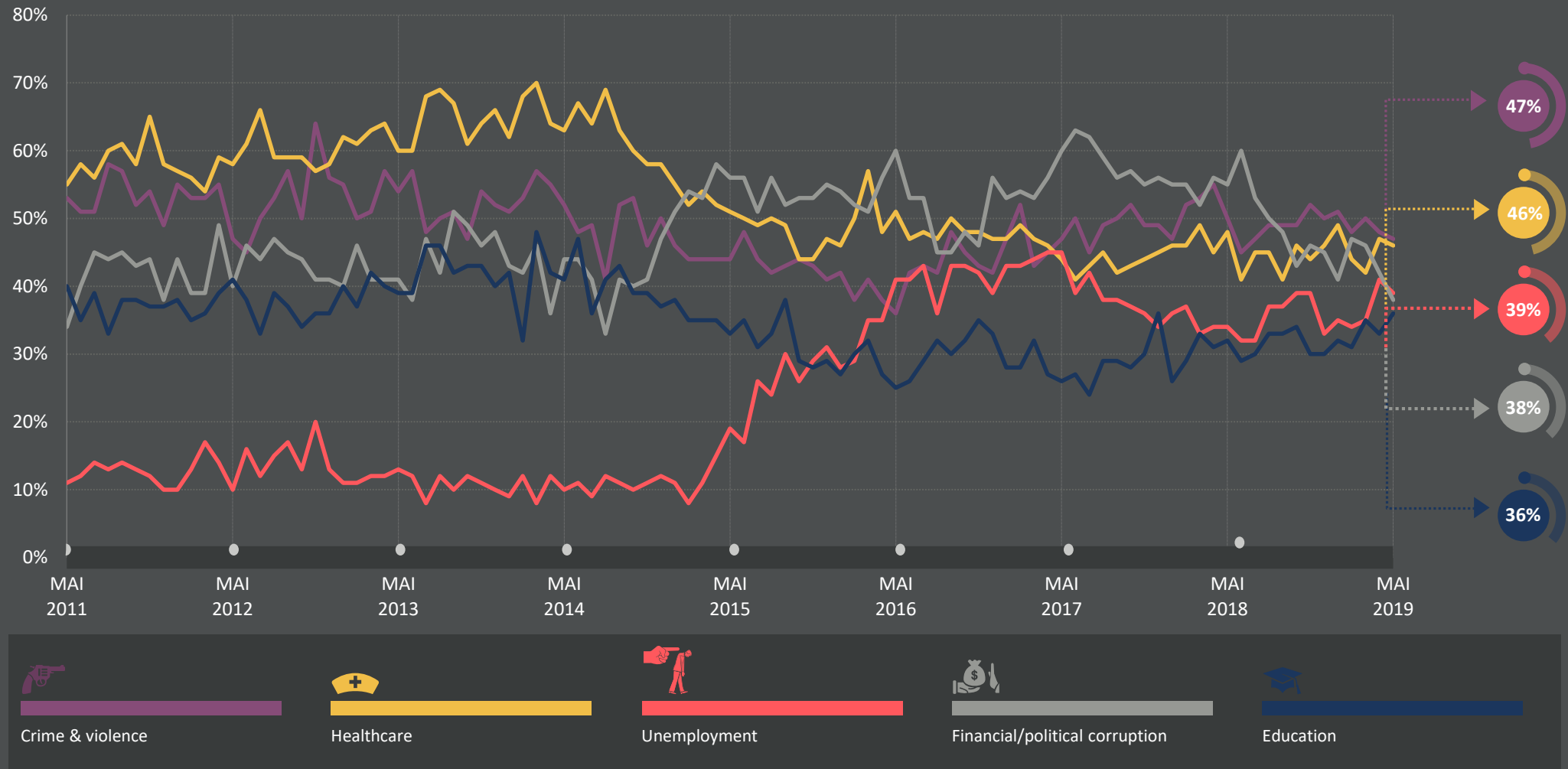


Base: Representative sample of adults aged 16-64. May 2019: 19,529; April 2019: 19,531.

Source: Global Advisor

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

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

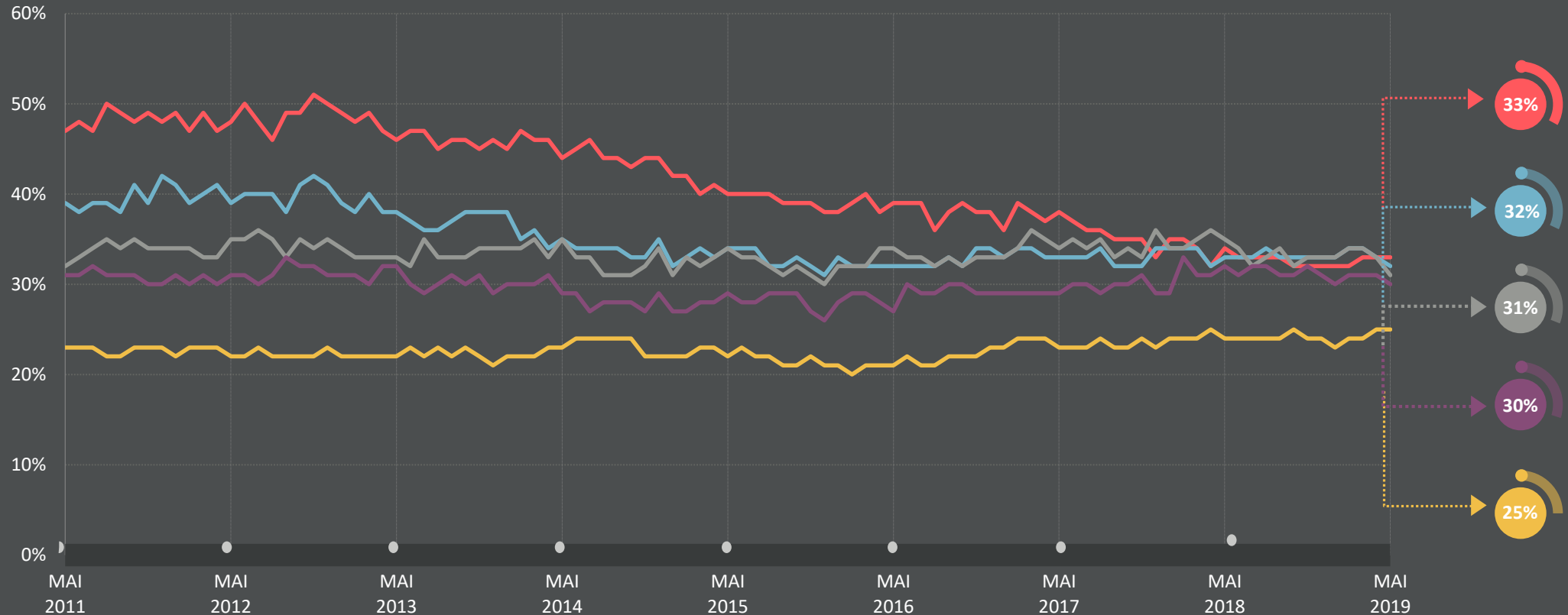


Base: Representative sample of Brazilian adults aged 16-64. c.1000 per month

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?



Unemployment



Poverty & social inequality



Financial/political corruption



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



- Top concern by country
- Top 3 concerns by country
- Country comparison of Brazil's top 5 concerns

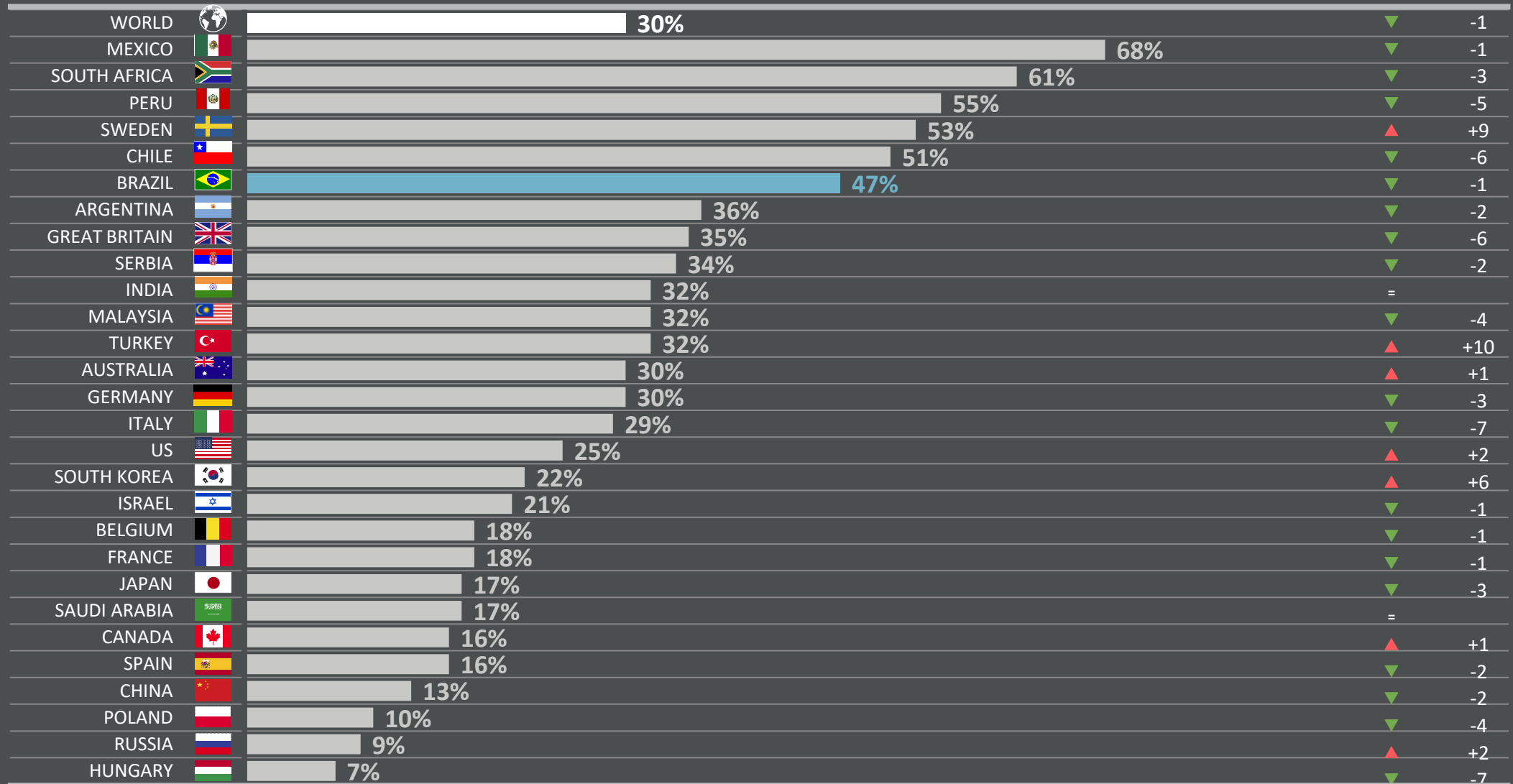
1 | CRIME & VIOLENCE

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

% change compared with previous month:

(%) worried in May 2019 in each country

Apr 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

Source: Global Advisor

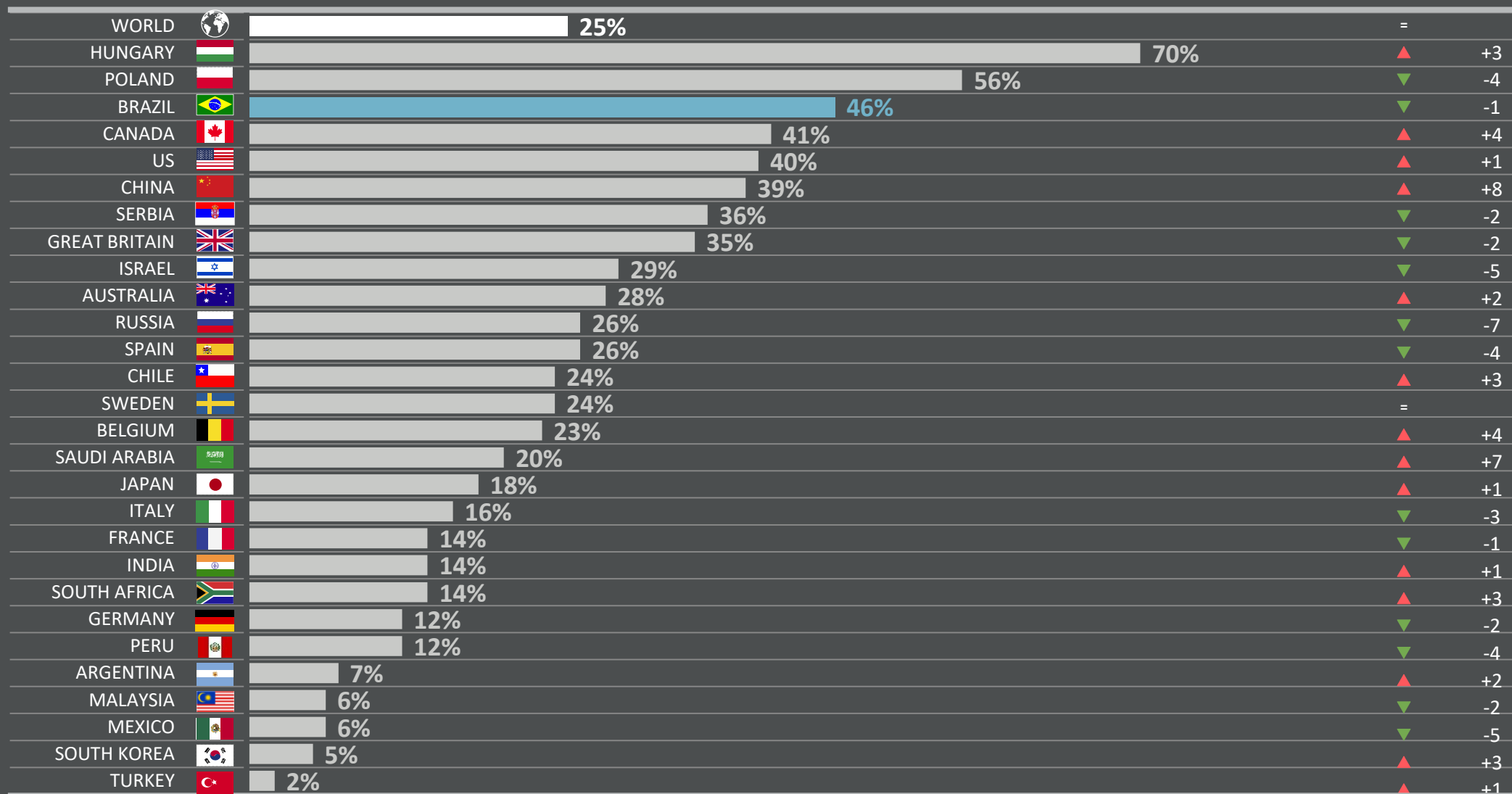
2 | HEALTHCARE

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

% change compared
with previous month:

(%) worried in May 2019 in each country

Apr 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

Source: Global Advisor

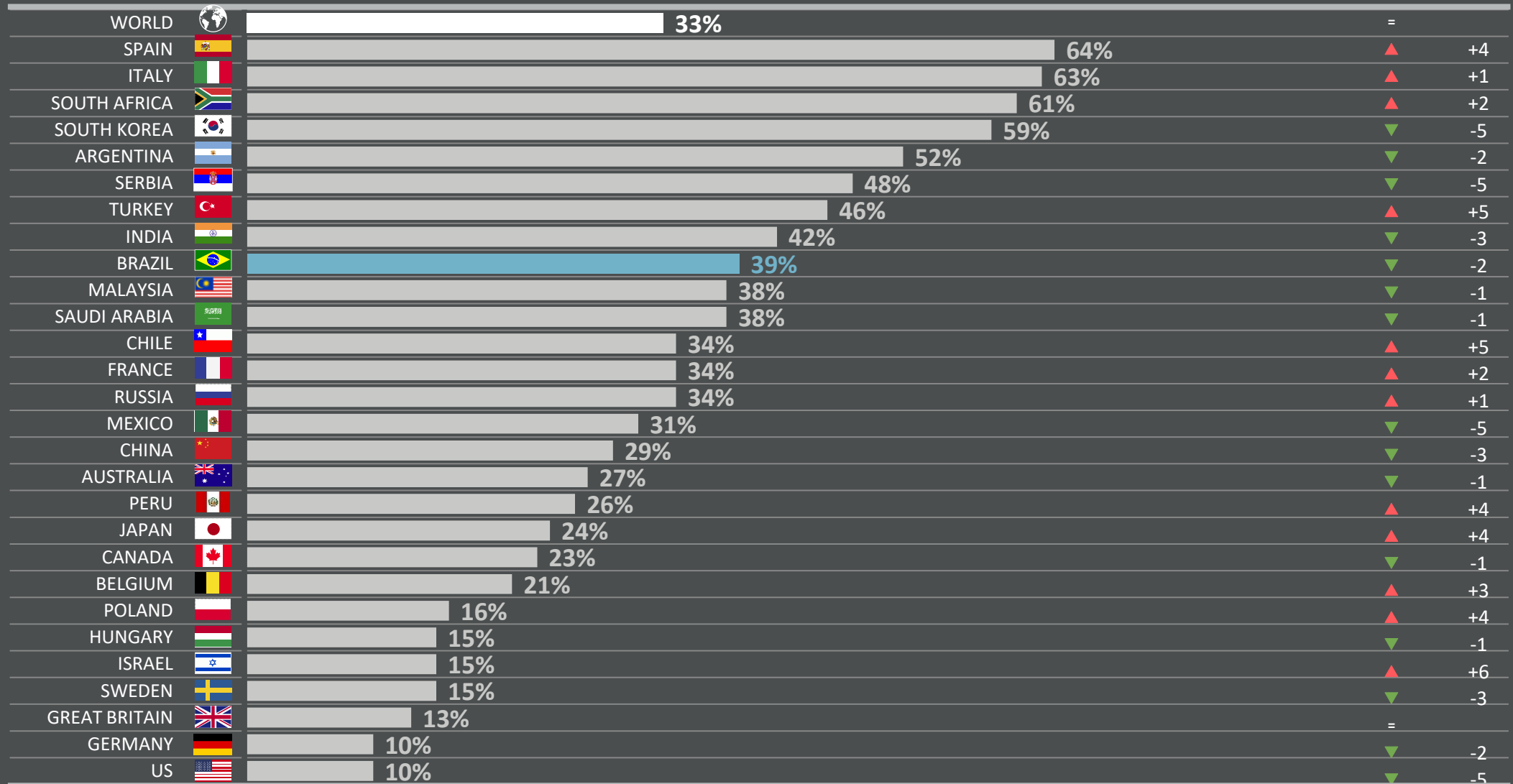
3 | UNEMPLOYMENT AND JOBS

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

% change compared
with previous month:

(%) worried in May 2019 in each country

Apr 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

Source: Global Advisor

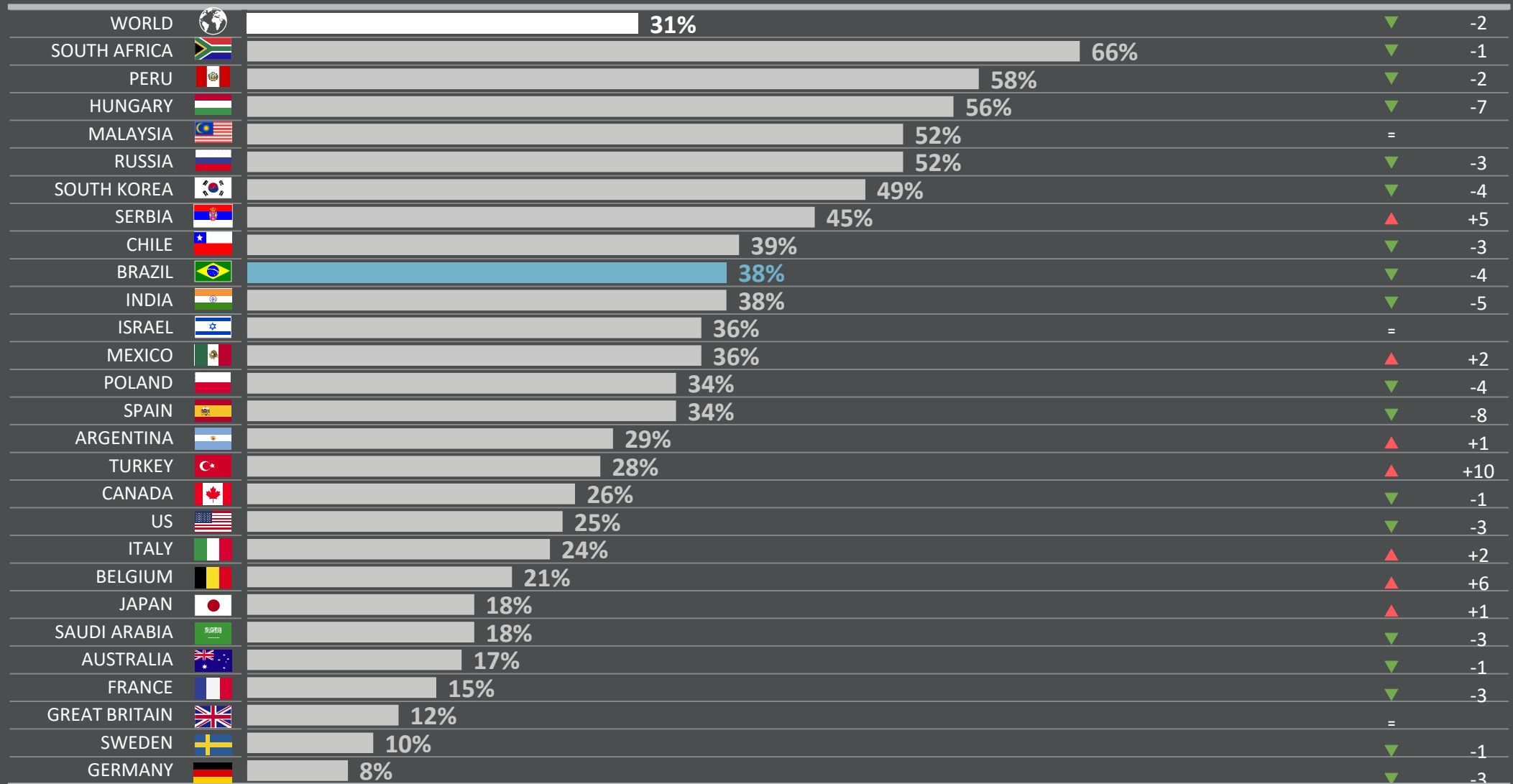
4 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared
with previous month:

(%) worried in May 2019 in each country

Apr 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

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 May 2019 in each country

Apr 2019

WORLD		20%	=	
BRAZIL		36%	▲	+3
ISRAEL		34%	▲	+5
CHILE		33%	▲	+5
MEXICO		31%	▲	+3
PERU		31%	▼	-5
HUNGARY		30%	▲	+1
ARGENTINA		27%	▲	+1
POLAND		26%	▲	+4
SPAIN		24%	▲	+4
CHINA		23%	▼	-8
RUSSIA		21%	▲	+2
TURKEY		19%	▼	-12
INDIA		18%	▼	-2
SERBIA		17%	▲	+3
SOUTH AFRICA		17%	▲	+1
SAUDI ARABIA		16%	▼	-3
FRANCE		15%	▲	+1
GERMANY		15%	▲	+3
MALAYSIA		15%	▲	+3
AUSTRALIA		14%	▲	+3
CANADA		14%	▼	-1
JAPAN		14%	▲	+2
US		14%	▲	+5
BELGIUM		12%	▼	-5
GREAT BRITAIN		11%	▼	-2
ITALY		9%	=	
SOUTH KOREA		9%	=	
SWEDEN		8%	▼	-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

Source: Global Advisor



WORLD WORRIES

COUNTRY COMPARISON

Country comparison of all 17 concerns

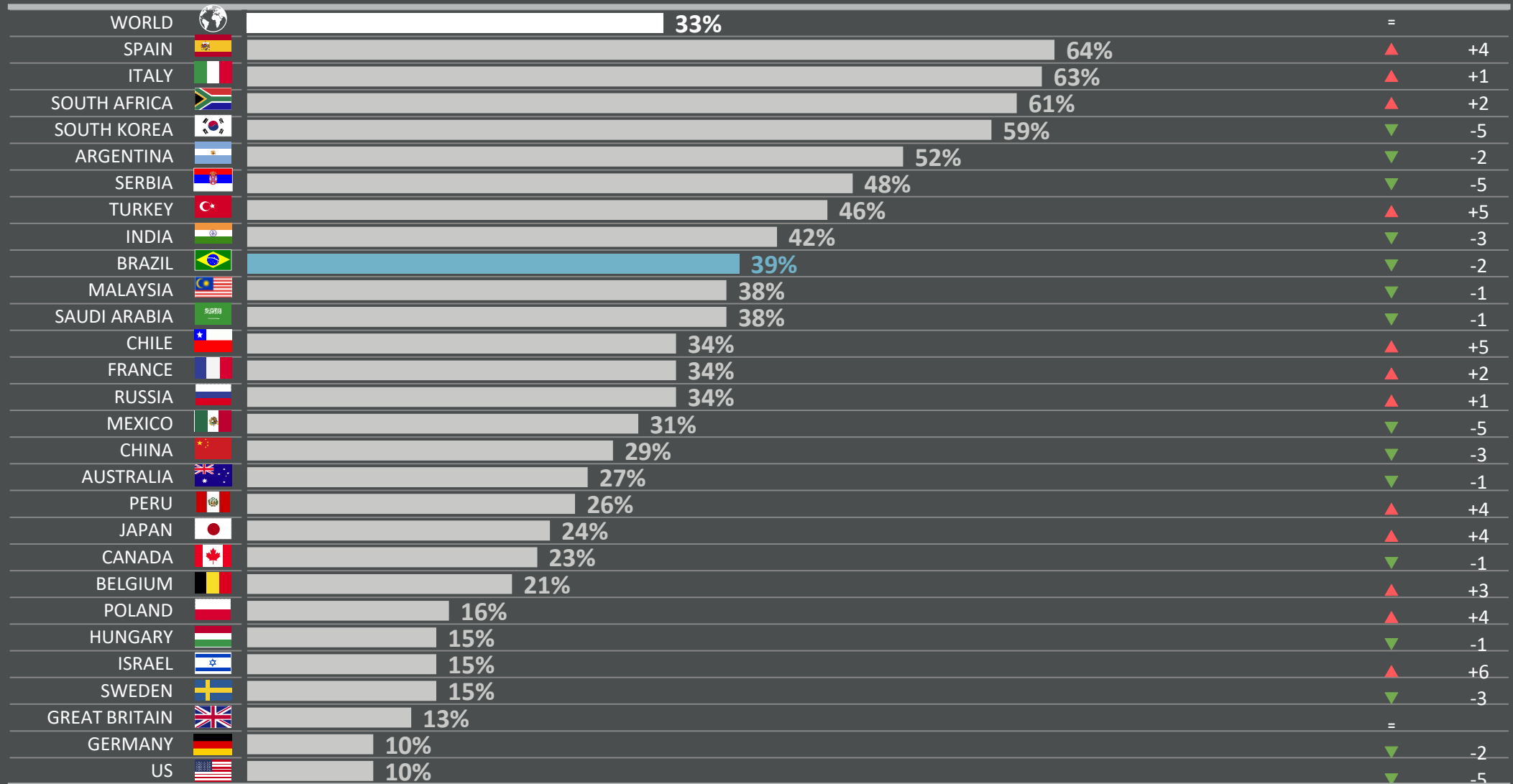
1 | UNEMPLOYMENT AND JOBS

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

% change compared
with previous month:

(%) worried in May 2019 in each country

Apr 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

Source: Global Advisor

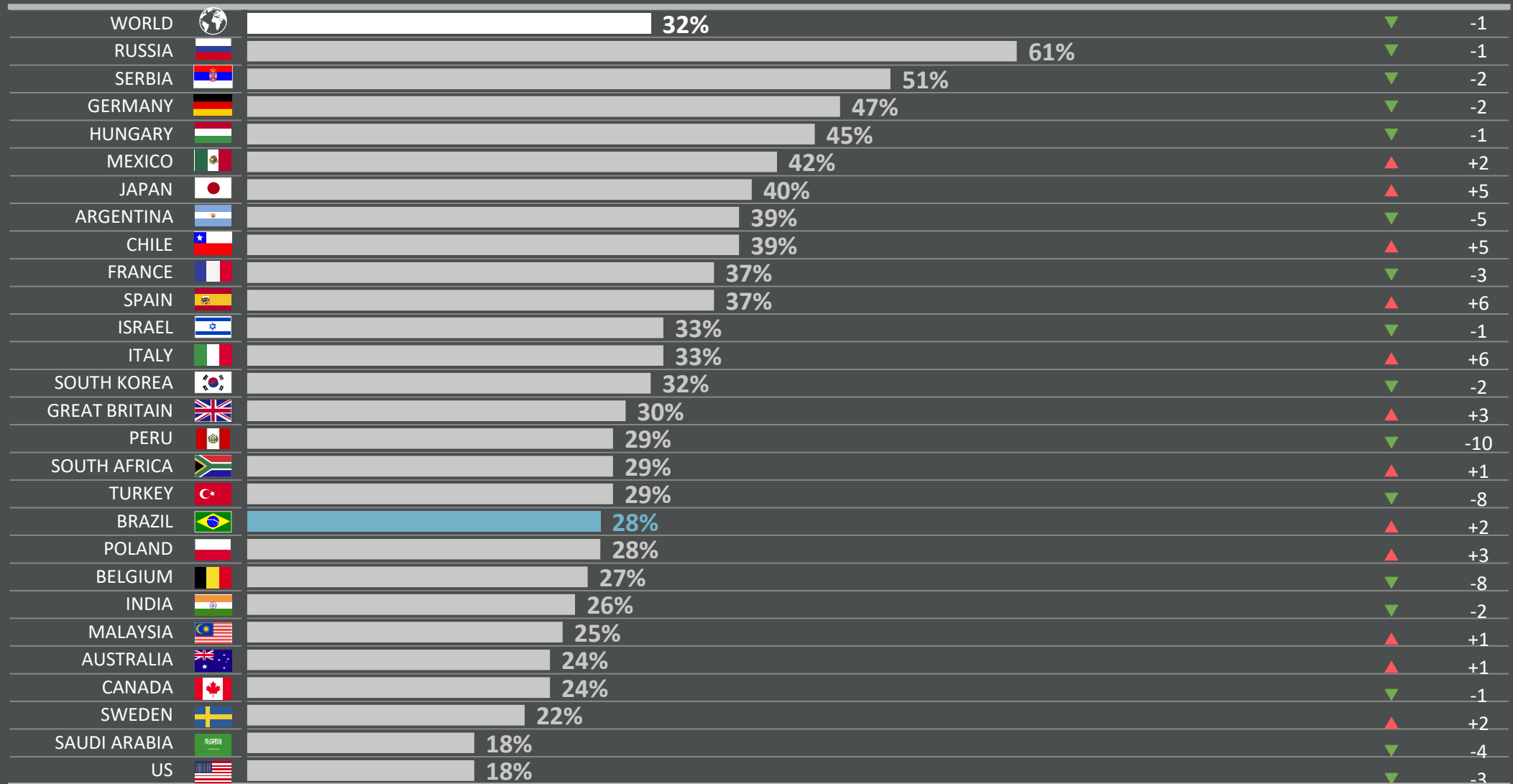
2 | POVERTY & SOCIAL INEQUALITY

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

% change compared
with previous month:

(%) worried in May 2019 in each country

Apr 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

Source: Global Advisor

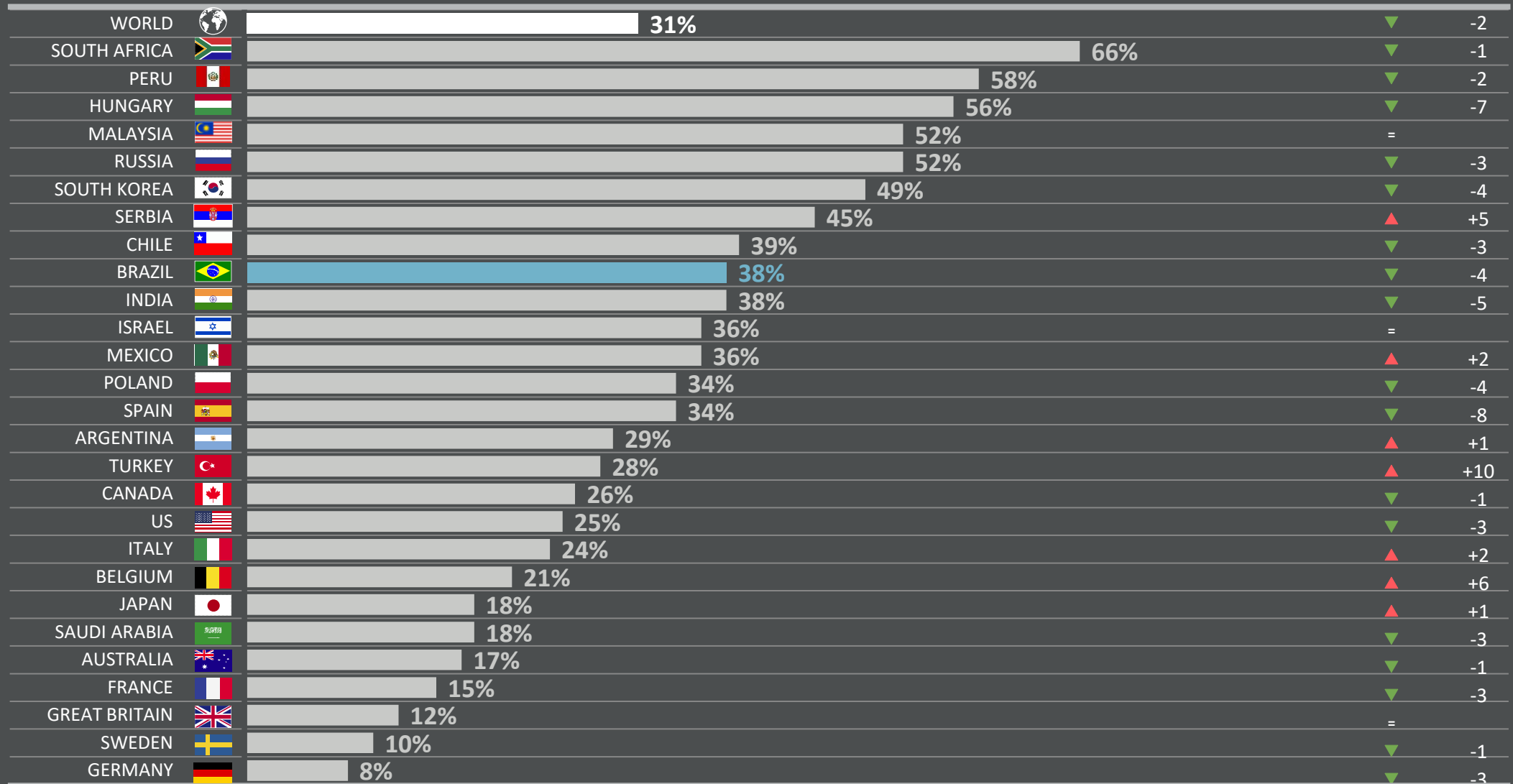
3 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared
with previous month:

(%) worried in May 2019 in each country

Apr 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

Source: Global Advisor

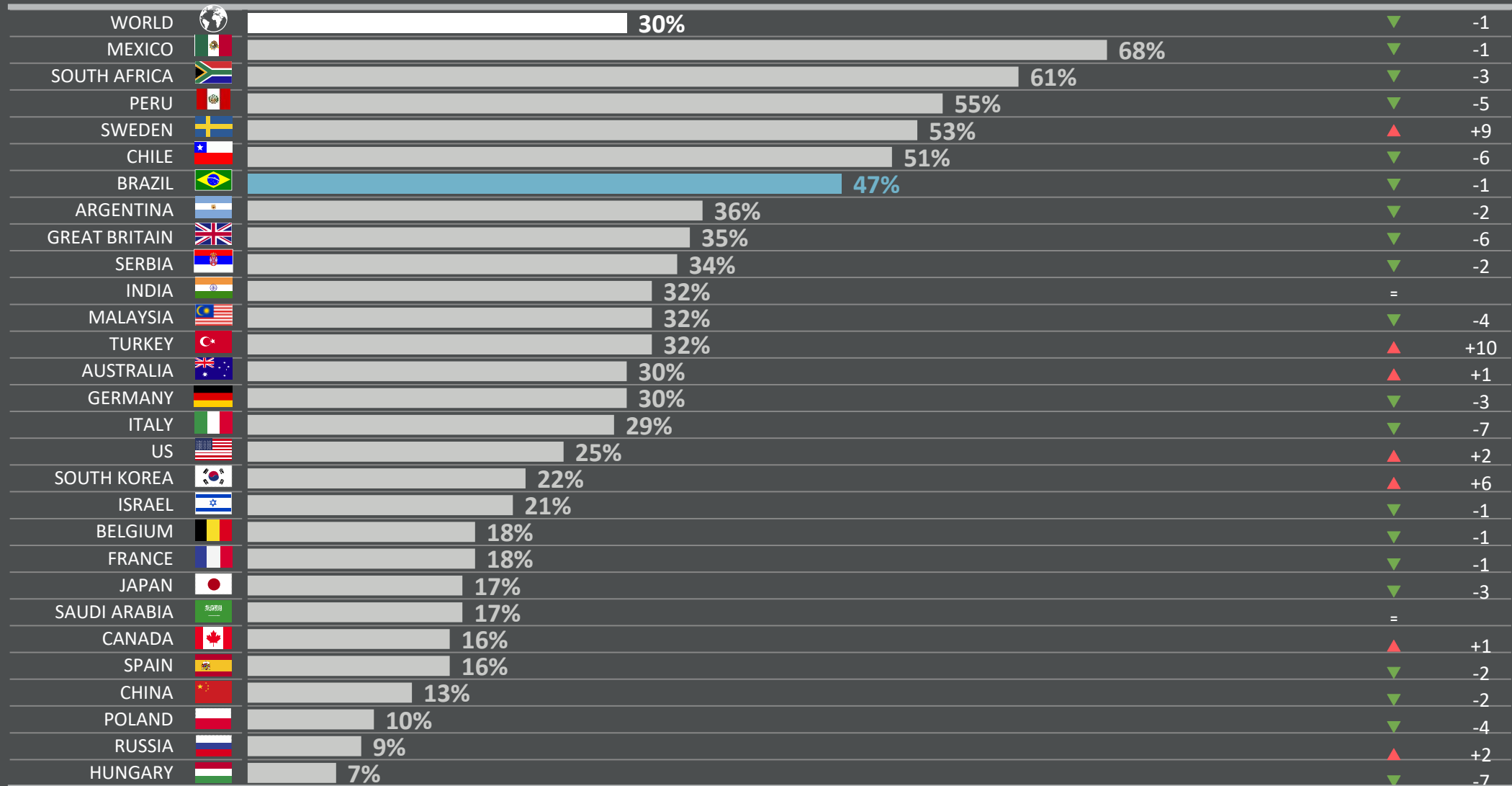
4 | CRIME & VIOLENCE

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

% change compared with previous month:

(%) worried in May 2019 in each country

Apr 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

Source: Global Advisor

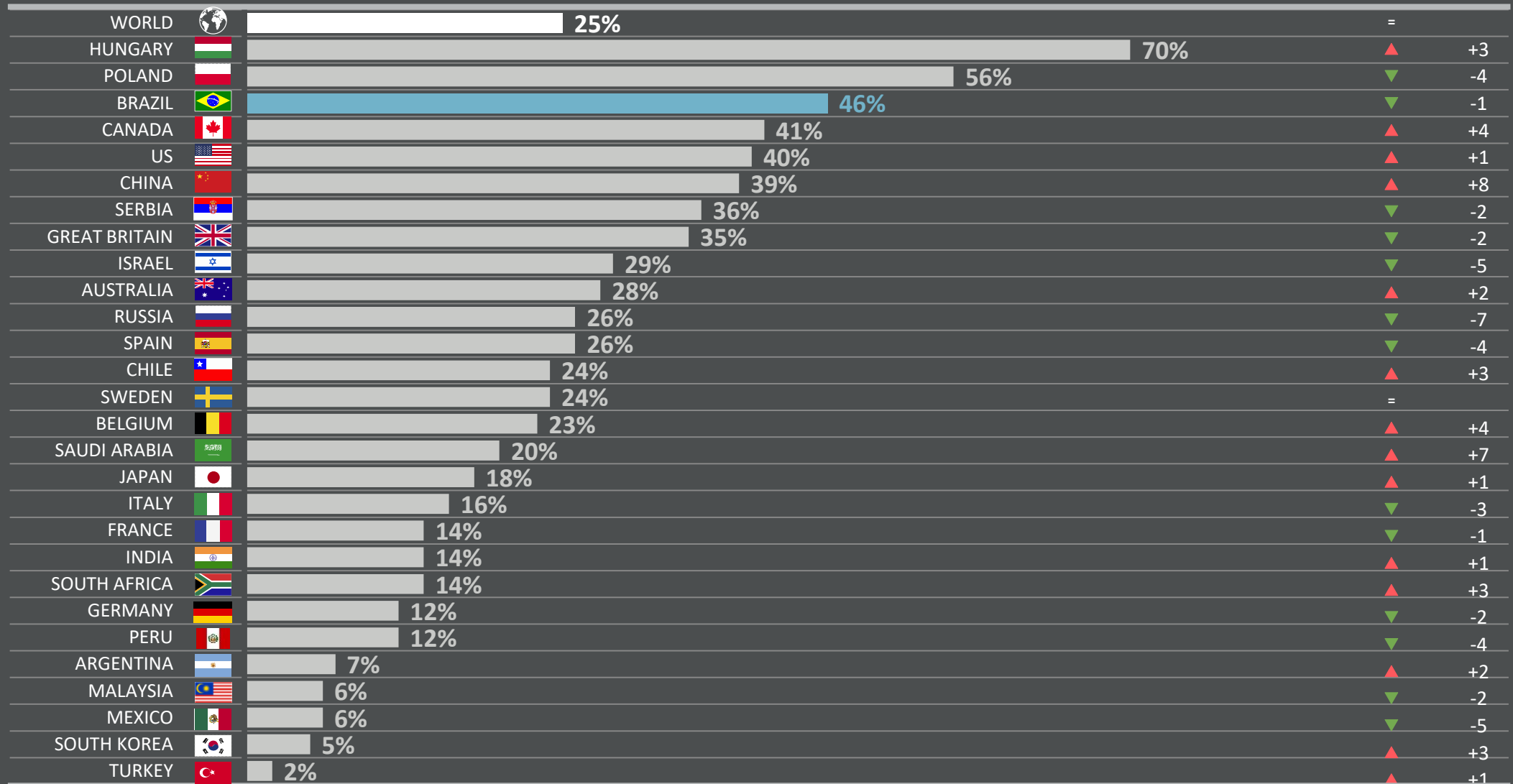
5 | HEALTHCARE

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

% change compared
with previous month:

(%) worried in May 2019 in each country

Apr 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

Source: Global Advisor

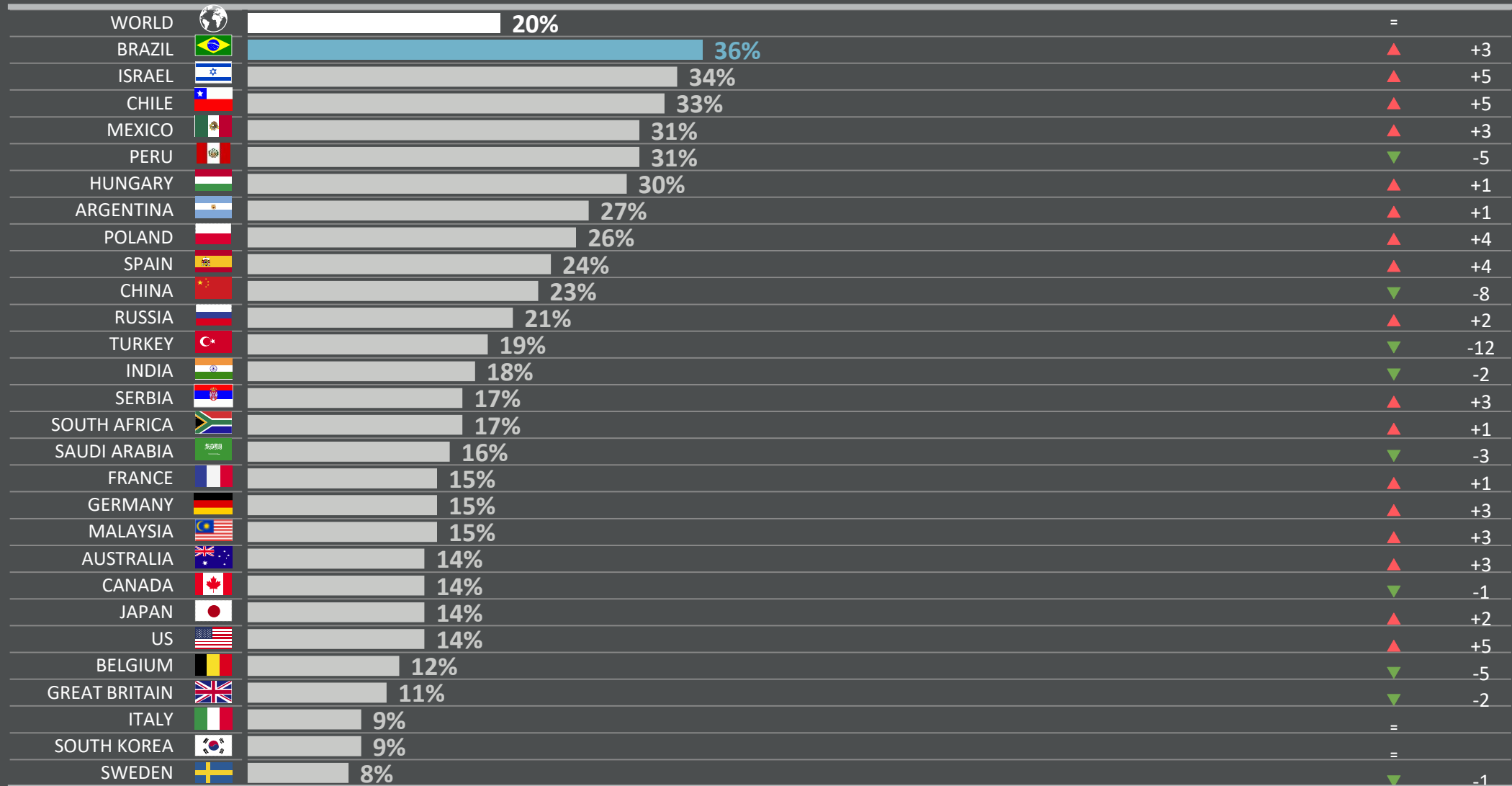
6 | EDUCATION

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

% change compared
with previous month:

(%) worried in May 2019 in each country

Apr 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

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 May 2019 in each country

Apr 2019

WORLD		17%	=	
BELGIUM		33%	▲	+1
CANADA		33%	▼	-2
FRANCE		33%	▼	-1
ITALY		32%	▲	+2
SAUDI ARABIA		29%	▲	+6
JAPAN		27%	▼	-5
ARGENTINA		23%	▼	-2
POLAND		21%	▼	-6
RUSSIA		21%	▼	-1
ISRAEL		20%	▼	-8
TURKEY		20%	▲	+3
AUSTRALIA		19%	▲	+3
SOUTH KOREA		18%	▲	+3
BRAZIL		16%	▼	-1
MALAYSIA		16%	=	
US		16%	=	
SPAIN		13%	▲	+1
GERMANY		11%	▲	+3
INDIA		11%	▲	+1
SOUTH AFRICA		11%	▲	+1
SWEDEN		10%	▲	+1
CHILE		9%	▲	+2
GREAT BRITAIN		9%	=	
MEXICO		9%	=	
SERBIA		9%	▲	+3
PERU		6%	▲	+2
HUNGARY		4%	▲	+1

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

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 May 2019 in each country

Apr 2019

WORLD		15%	▲	+1
CHINA		32%	▼	-2
JAPAN		31%	▲	+3
SERBIA		26%	▲	+2
US		26%	▲	+4
MALAYSIA		21%	▼	-1
GERMANY		18%	▼	-1
POLAND		18%	▲	+1
SOUTH KOREA		17%	▼	-1
GREAT BRITAIN		16%	▲	+1
HUNGARY		16%	▼	-2
SAUDI ARABIA		16%	▼	-1
FRANCE		14%	▲	+1
ITALY		14%	▲	+2
RUSSIA		14%	▲	+6
INDIA		12%	▲	+3
PERU		12%	▼	-3
AUSTRALIA		11%	▼	-3
ISRAEL		11%	=	
SOUTH AFRICA		10%	▲	+1
SWEDEN		10%	▼	-2
BELGIUM		9%	▼	-3
CANADA		9%	▼	-2
CHILE		9%	▲	+3
TURKEY		9%	▲	+1
ARGENTINA		8%	▲	+1
SPAIN		8%	▲	+1
BRAZIL		7%	=	
MEXICO		7%	▼	-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

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 May 2019 in each country

Apr 2019

WORLD		14%	=	
GERMANY		34%	▲	+2
US		33%	▲	+6
SWEDEN		32%	▼	-1
BELGIUM		29%	▼	-1
AUSTRALIA		24%	▼	-2
ITALY		23%	▼	-1
FRANCE		22%	▲	+3
CANADA		21%	▼	-2
GREAT BRITAIN		21%	▼	-3
PERU		17%	▼	-2
TURKEY		17%	▼	-5
SPAIN		16%	▲	+1
CHILE		15%	▼	-4
HUNGARY		12%	▲	+6
JAPAN		12%	▼	-3
MEXICO		9%	▲	+1
ISRAEL		8%	▼	-1
MALAYSIA		7%	▼	-2
SOUTH AFRICA		7%	▲	+1
POLAND		6%	▲	+2
INDIA		4%	=	
RUSSIA		4%	=	
ARGENTINA		3%	=	
CHINA		3%	▲	+1
SAUDI ARABIA		3%	▼	-6
SERBIA		3%	=	
BRAZIL		2%	▲	+1
SOUTH KOREA		2%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

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 May 2019 in each country

Apr 2019

WORLD		13%	▲	+1
CHINA		41%	▲	+3
GERMANY		23%	▲	+1
FRANCE		19%	=	
SOUTH KOREA		19%	▼	-3
POLAND		18%	▲	+5
AUSTRALIA		15%	=	
CANADA		15%	▲	+1
SWEDEN		15%	▲	+1
GREAT BRITAIN		14%	▲	+1
INDIA		14%	▼	-2
PERU		14%	▲	+5
MALAYSIA		13%	▼	-3
BELGIUM		12%	▼	-3
CHILE		12%	▲	+1
MEXICO		12%	▼	-3
ITALY		11%	▲	+2
RUSSIA		11%	=	
JAPAN		10%	▼	-1
SERBIA		10%	▲	+3
US		10%	▼	-2
ISRAEL		9%	▲	+1
BRAZIL		8%	▲	+1
SAUDI ARABIA		7%	▼	-4
SPAIN		7%	▼	-1
HUNGARY		6%	▲	+1
TURKEY		5%	▲	+3
SOUTH AFRICA		2%	=	
ARGENTINA		1%	▼	-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

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 May 2019 in each country

Apr 2019

WORLD		13%	▲	+1
ISRAEL		39%	▼	-1
INDIA		36%	▲	+1
FRANCE		27%	▲	+5
TURKEY		26%	▼	-1
GREAT BRITAIN		24%	▲	+1
US		22%	=	
SAUDI ARABIA		21%	▲	+5
BELGIUM		20%	▼	-1
GERMANY		20%	▼	-1
SWEDEN		17%	▲	+1
AUSTRALIA		15%	▼	-2
MALAYSIA		11%	▲	+3
PERU		9%	▲	+7
CANADA		8%	▲	+1
JAPAN		8%	▲	+3
RUSSIA		7%	▲	+2
SPAIN		7%	=	
CHINA		6%	=	
ITALY		6%	▼	-1
MEXICO		5%	▲	+1
POLAND		5%	▲	+1
CHILE		4%	▼	-10
HUNGARY		3%	▲	+1
SERBIA		3%	▲	+1
BRAZIL		2%	▼	-1
ARGENTINA		1%	▲	+1
SOUTH AFRICA		1%	▼	-2
SOUTH KOREA		1%	▲	+1

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

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 May 2019 in each country

Apr 2019

WORLD		13%	▲	+1
CANADA		29%	▲	+4
CHINA		26%	▲	+4
GERMANY		26%	▼	-2
GREAT BRITAIN		25%	▲	+8
AUSTRALIA		24%	▼	-2
BELGIUM		20%	▼	-3
JAPAN		20%	▲	+3
SAUDI ARABIA		19%	▲	+6
SWEDEN		19%	▲	+3
US		19%	=	
FRANCE		18%	▼	-2
INDIA		13%	=	
SPAIN		13%	=	
MEXICO		12%	▲	+1
POLAND		10%	=	
PERU		10%	▲	+5
CHILE		9%	▲	+2
ITALY		9%	▼	-2
SOUTH KOREA		9%	▼	-1
HUNGARY		8%	▲	+2
MALAYSIA		7%	▼	-2
ISRAEL		4%	▲	+2
SERBIA		4%	▲	+1
RUSSIA		3%	▲	+2
TURKEY		3%	=	
ARGENTINA		2%	▲	+1
BRAZIL		2%	=	
SOUTH AFRICA		2%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

Source: Global Advisor

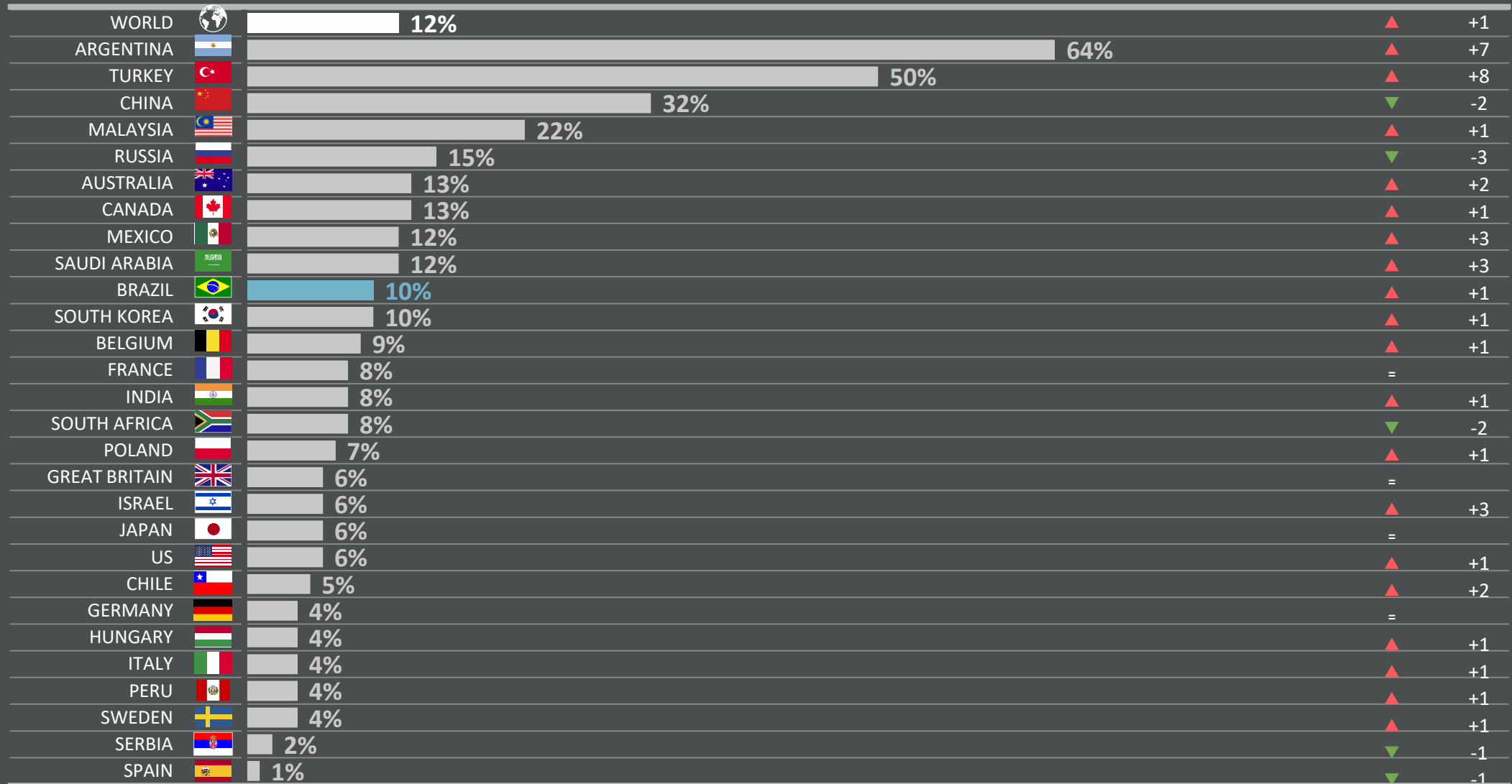
13 | INFLATION

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

% change compared
with previous month:

(%) worried in May 2019 in each country

Apr 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

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 May 2019 in each country

Apr 2019

WORLD		9%	▼	-1
GREAT BRITAIN		22%	▲	+2
GERMANY		21%	▲	+5
SWEDEN		20%	▼	-2
MALAYSIA		19%	▲	+3
FRANCE		17%	▲	+2
US		16%	▼	-2
AUSTRALIA		14%	▼	-3
POLAND		14%	=	
SPAIN		14%	▼	-3
BELGIUM		13%	▼	-2
ISRAEL		11%	=	
SOUTH KOREA		11%	▲	+5
CANADA		10%	=	
INDIA		9%	=	
ITALY		9%	=	
BRAZIL		7%	▲	+1
HUNGARY		6%	▼	-2
TURKEY		6%	▼	-4
SAUDI ARABIA		5%	▼	-4
SOUTH AFRICA		5%	▲	+1
JAPAN		3%	▼	-3
SERBIA		3%	▼	-2
ARGENTINA		2%	▼	-1
PERU		2%	▲	+1
RUSSIA		2%	▲	+1
CHILE		1%	▼	-4
MEXICO		1%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

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 May 2019 in each country

Apr 2019

WORLD		9%	=	
JAPAN		33%	▼	-1
CHINA		28%	▲	+1
SOUTH KOREA		23%	▲	+2
SWEDEN		23%	=	
POLAND		15%	=	
GREAT BRITAIN		14%	=	
SPAIN		12%	▲	+1
AUSTRALIA		10%	▲	+3
SAUDI ARABIA		9%	=	
MEXICO		8%	▲	+2
RUSSIA		8%	▼	-1
SERBIA		8%	▲	+1
HUNGARY		7%	▲	+1
ISRAEL		7%	▼	-1
ITALY		7%	▼	-1
BELGIUM		6%	▲	+2
CANADA		6%	▼	-3
GERMANY		5%	▼	-1
US		5%	▼	-2
CHILE		4%	▲	+1
FRANCE		4%	=	
INDIA		4%	▲	+1
MALAYSIA		4%	=	
ARGENTINA		3%	▲	+1
BRAZIL		3%	▲	+1
PERU		3%	▲	+1
SOUTH AFRICA		2%	=	
TURKEY		*	▼	-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

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 May 2019 in each country

Apr 2019

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

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

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 May 2019 in each country

Apr 2019

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

Base: Representative sample of adults aged 16-64 in 28 participating countries. May 2019: 19,529; April 2019: 19,531.

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 19,529 adults aged 18-64 in Canada, Israel and the US, and aged 16-64 in all other countries, were interviewed between April 19th 2019 and May 3rd 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.

FOR MORE INFORMATION

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