

# WHAT WORRIES THE



September 2019

GAME CHANGERS



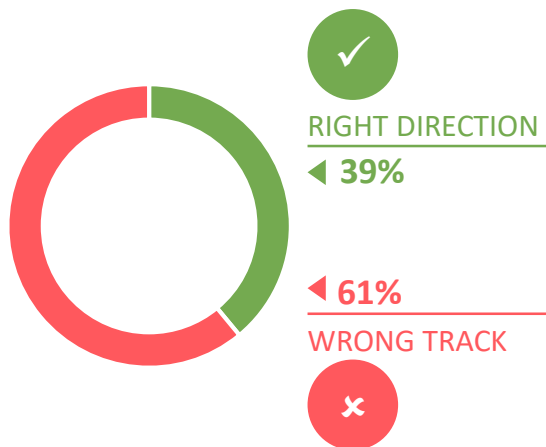
# WORLD SUMMARY: SEPTEMBER 2019

The majority (61%) of people around the world think things in their country are on the wrong track.

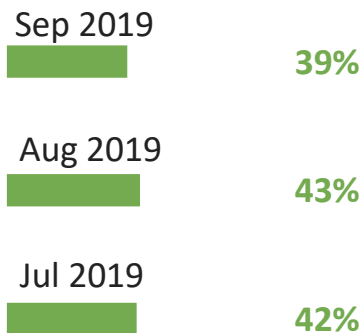
Unemployment currently occupies the top spot for global concern with 33% saying this.

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**  
September 2019



**RIGHT DIRECTION**



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

			% change compared with previous month:	
			Aug 2019	
UNEMPLOYMENT		33%	▲	+1
CRIME & VIOLENCE		31%	▼	-1
FINANCIAL/POLITICAL CORRUPTION		31%	=	
POVERTY & SOCIAL INEQUALITY		31%	=	
HEALTHCARE		25%	▲	+1

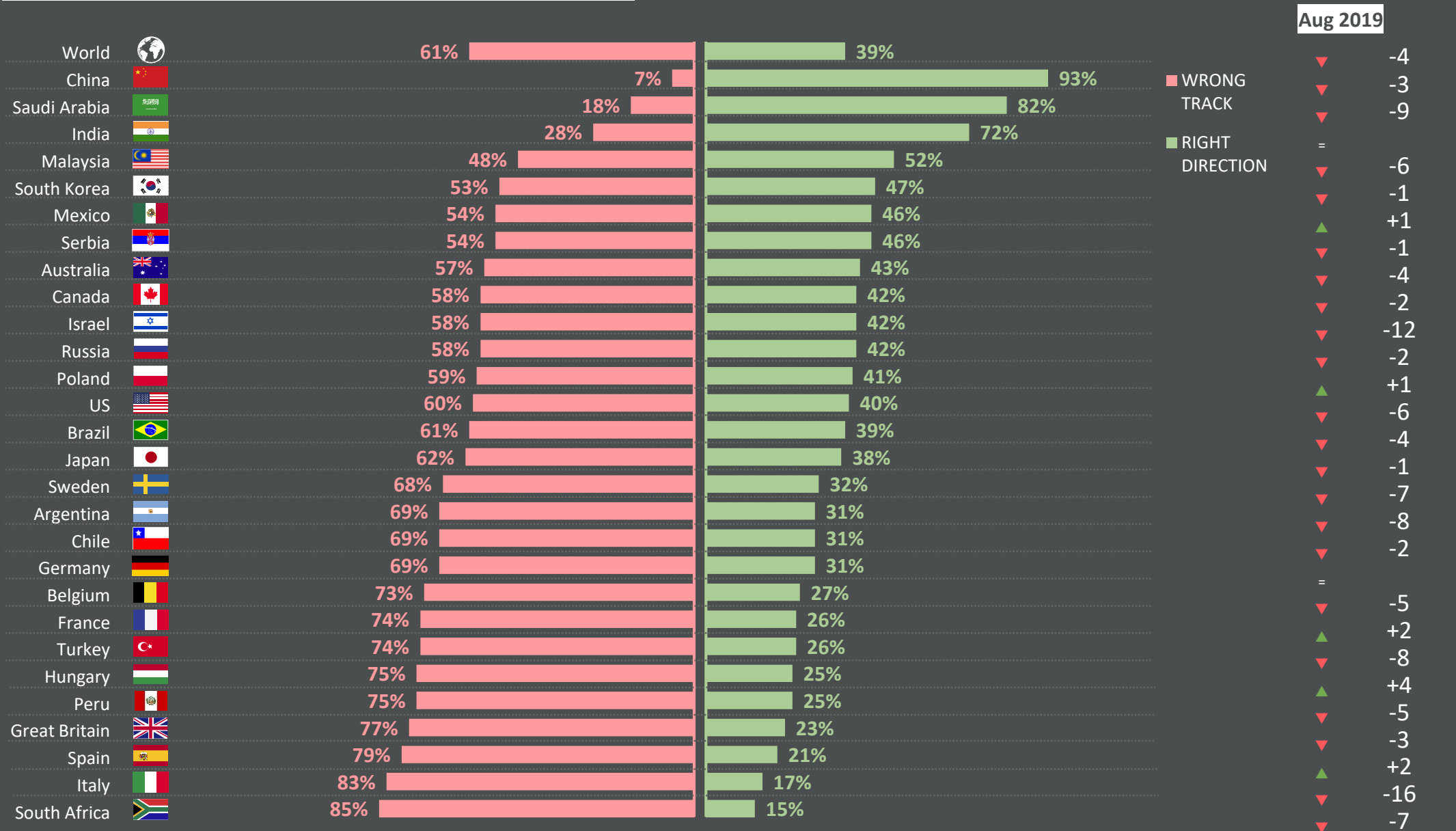
Base Representative sample of adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries

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



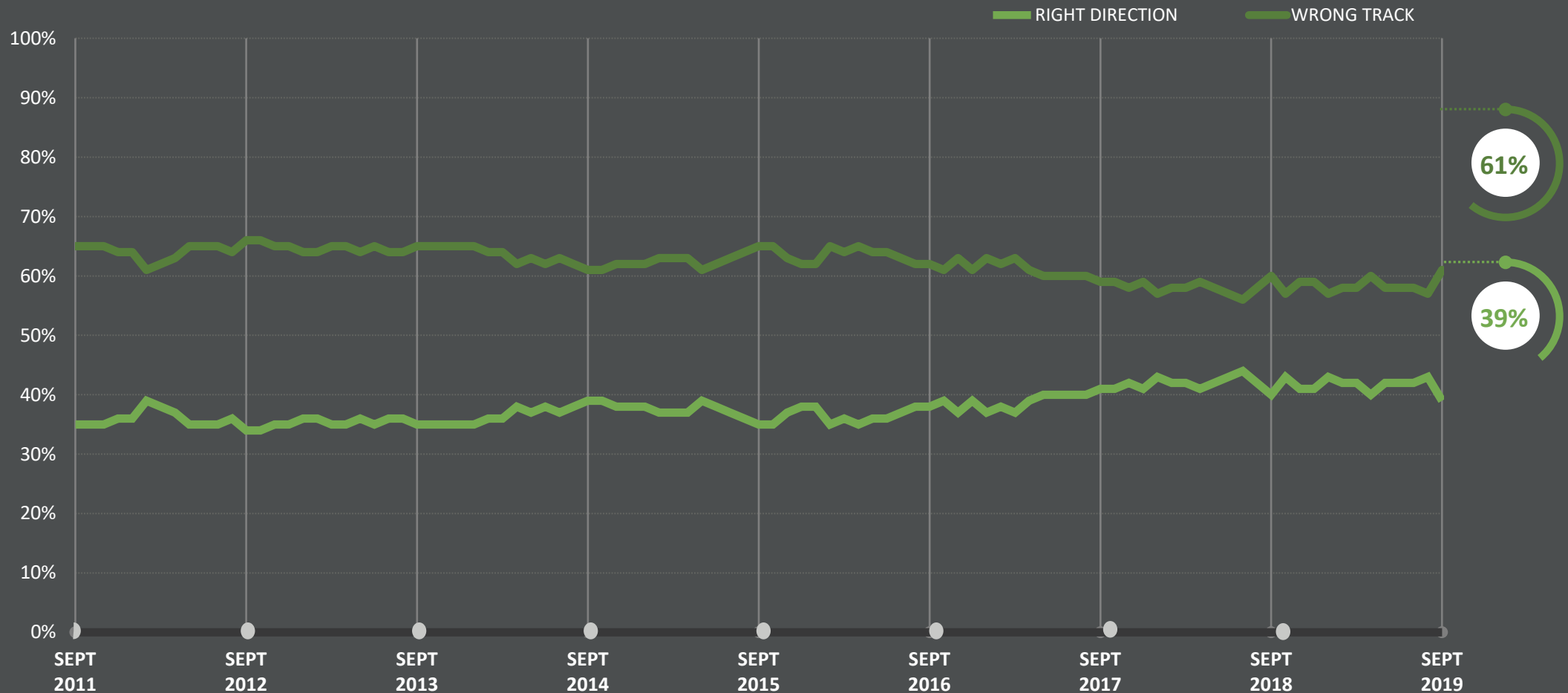
Base: Representative sample of 19,531 adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries, August

23rd 2019 - September 6th 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 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries, c.18,000 – 20,000 per month.

Source: Global Advisor

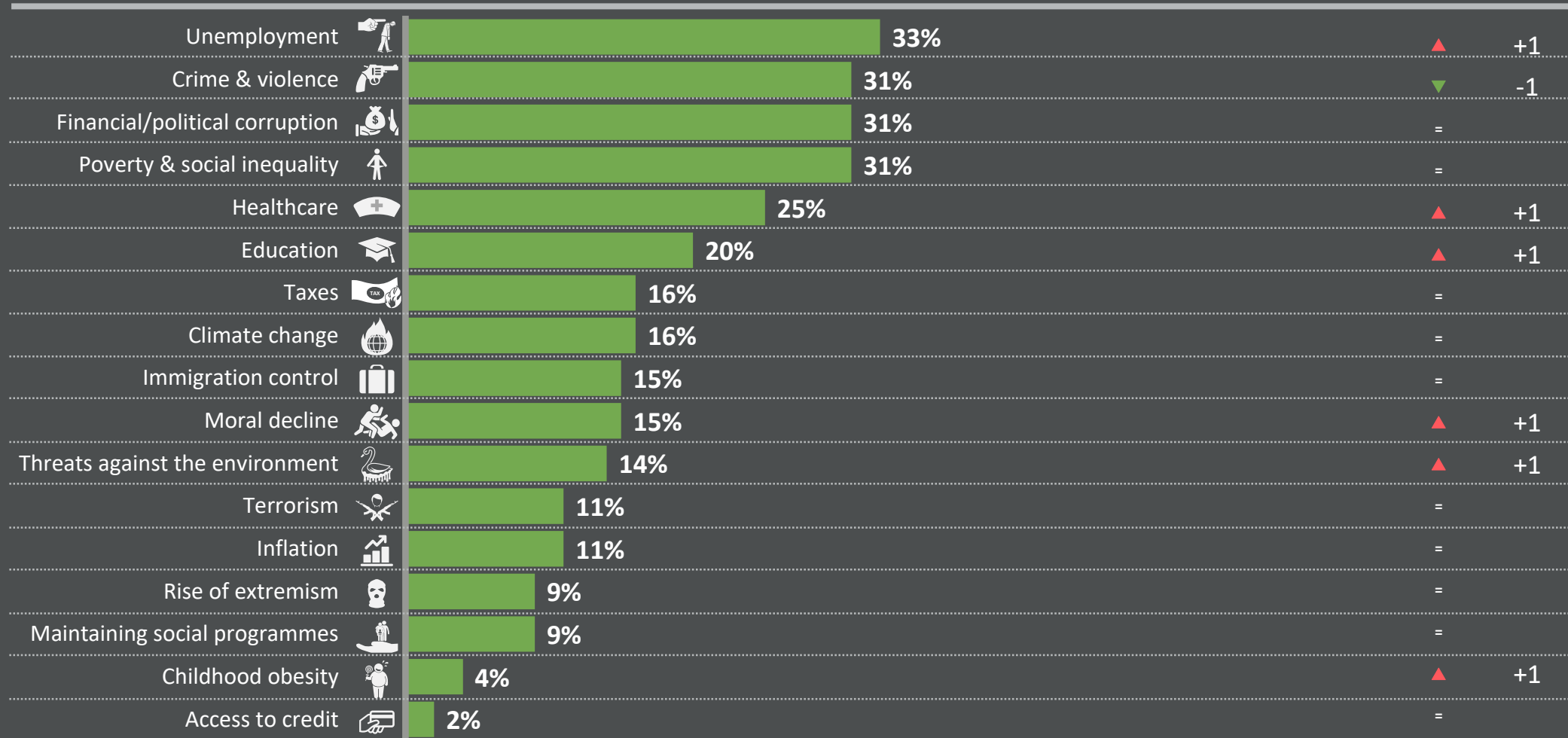
# WORLD WORRIES

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

% change compared with previous month:

Mentioned in September 2019 (%)

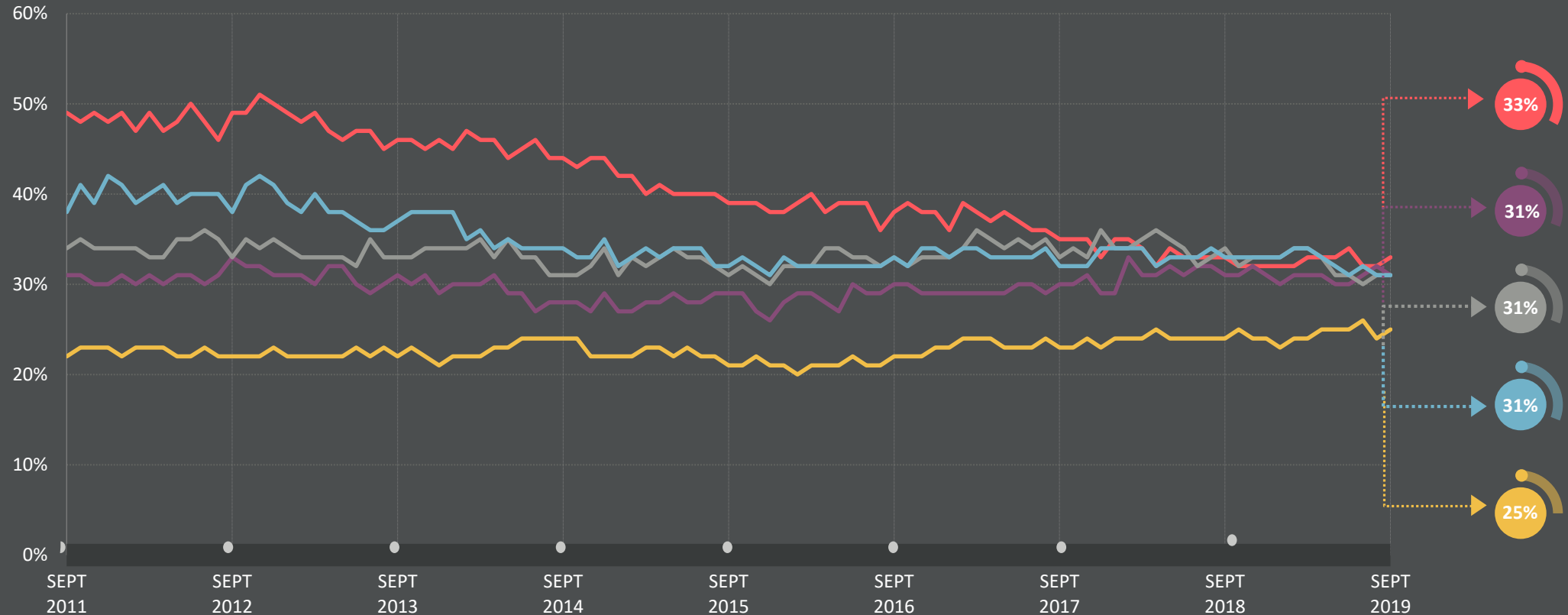
Aug 2019



Base: Representative sample of adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries September 2019: 19,531; August 2019: 19,511.  
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



Crime & violence



Financial/political corruption



Poverty & social inequality



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

# WORLD WORRIES






























## 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 September 2019 in each country

Aug 2019

WORLD		33%	▲	+1
SOUTH AFRICA		64%	▲	+1
ITALY		62%	▲	+4
SOUTH KOREA		58%	▼	-8
SPAIN		56%	▼	-4
ARGENTINA		49%	=	
INDIA		49%	▲	+1
SAUDI ARABIA		43%	▲	+10
SERBIA		43%	=	
MALAYSIA		42%	▲	+3
BRAZIL		41%	▲	+2
RUSSIA		37%	▲	+4
CHILE		36%	▲	+2
MEXICO		36%	▲	+2
TURKEY		36%	=	
CHINA		32%	▲	+1
AUSTRALIA		30%	▼	-4
PERU		30%	▲	+1
FRANCE		26%	=	
BELGIUM		25%	▲	+1
CANADA		20%	▼	-3
JAPAN		20%	=	
SWEDEN		17%	▲	+3
HUNGARY		16%	=	
ISRAEL		14%	▲	+4
GREAT BRITAIN		13%	▲	+2
US		12%	▲	+3
POLAND		10%	▼	-2
GERMANY		9%	=	

Base: Representative sample of adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries. September 2019: 19,531; August 2019: 19,511.

Source: Global Advisor



# WORLD WORRIES

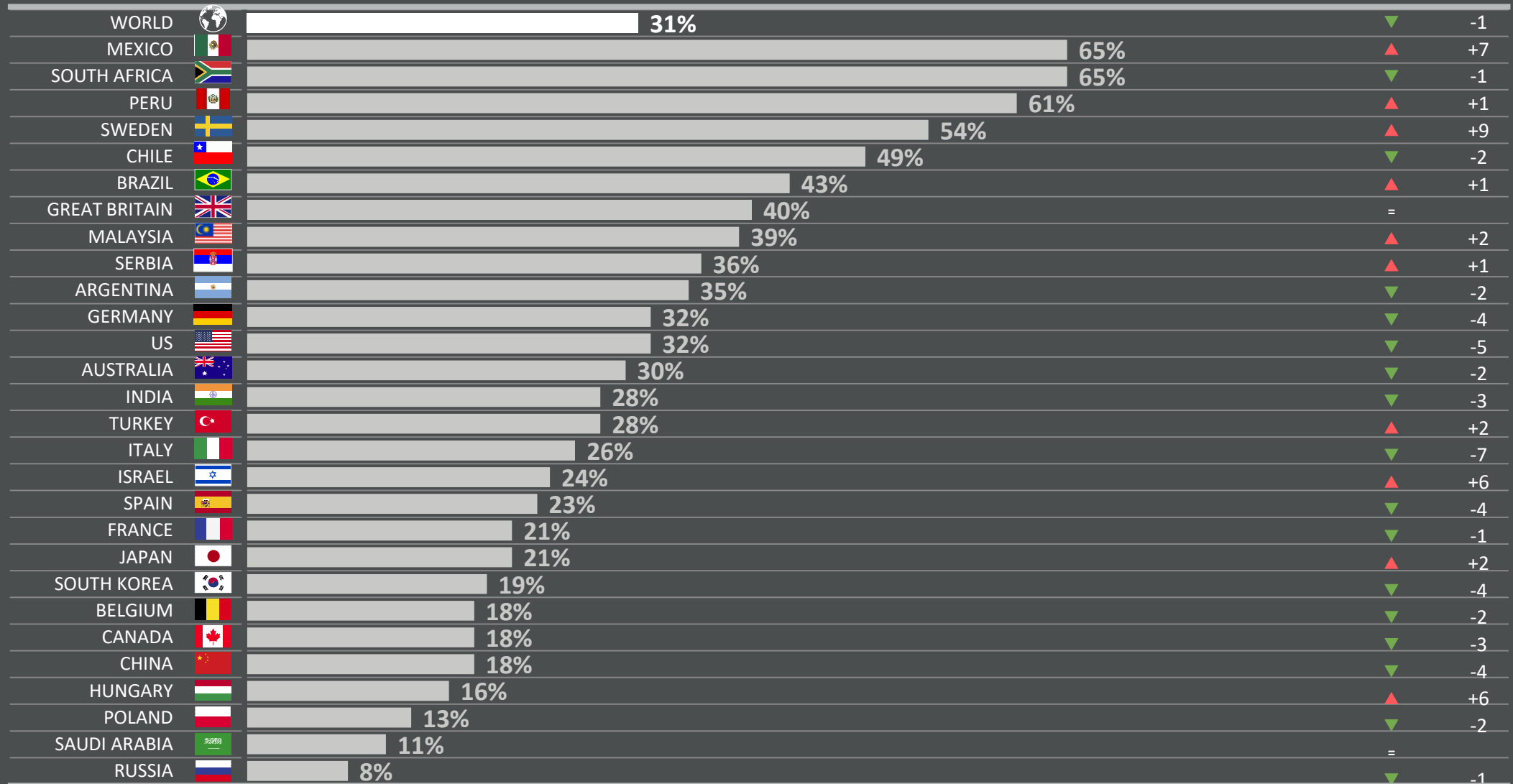
## 2 | CRIME & VIOLENCE

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

% change compared with previous month:

(%) worried in September 2019 in each country

Aug 2019



Base: Representative sample of adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries. September 2019: 19,531; August 2019: 19,511.

Source: Global Advisor

## WORLD WORRIES





























### 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 September 2019 in each country

Aug 2019

WORLD		31%	=	
PERU		60%	▼	-4
SOUTH AFRICA		60%	▲	+2
RUSSIA		53%	▼	-2
HUNGARY		52%	▼	-6
MALAYSIA		48%	=	
SOUTH KOREA		45%	▲	+3
SERBIA		42%	▼	-1
CHILE		39%	▲	+5
INDIA		39%	=	
SPAIN		39%	▲	+2
BRAZIL		37%	▼	-1
ISRAEL		37%	▲	+4
ARGENTINA		35%	▲	+5
POLAND		34%	▼	-5
MEXICO		33%	▼	-6
ITALY		24%	▼	-3
TURKEY		23%	▲	+3
US		23%	▲	+5
CANADA		22%	=	
BELGIUM		21%	▲	+4
AUSTRALIA		18%	▲	+2
FRANCE		18%	=	
SAUDI ARABIA		18%	▲	+2
GREAT BRITAIN		14%	▲	+4
JAPAN		13%	=	
GERMANY		8%	▲	+1
SWEDEN		8%	▼	-5

Base: Representative sample of adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries. September 2019:

19,531; August 2019: 19,511.

Source: Global Advisor





























4 | 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 September 2019 in each country

Aug 2019

WORLD		31%	=	
RUSSIA		58%	▼	-2
SERBIA		49%	▼	-5
GERMANY		45%	▲	+3
ARGENTINA		43%	▲	+7
HUNGARY		41%	▼	-5
JAPAN		40%	▲	+1
MEXICO		40%	▲	+3
SOUTH KOREA		37%	▲	+1
FRANCE		35%	▲	+1
ISRAEL		35%	▲	+6
SPAIN		34%	▲	+2
GREAT BRITAIN		33%	▲	+2
CHILE		32%	▲	+4
BELGIUM		30%	▼	-1
ITALY		29%	▲	+3
SOUTH AFRICA		29%	▼	-3
MALAYSIA		28%	=	
AUSTRALIA		27%	▲	+1
BRAZIL		27%	▼	-1
CANADA		26%	=	
INDIA		26%	▼	-2
PERU		26%	▼	-2
POLAND		25%	▲	+2
TURKEY		24%	▼	-8
SAUDI ARABIA		22%	▲	+5
SWEDEN		22%	▼	-1
US		17%	▲	+3

Base: Representative sample of adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries. September 2019:

19,531; August 2019: 19,511.

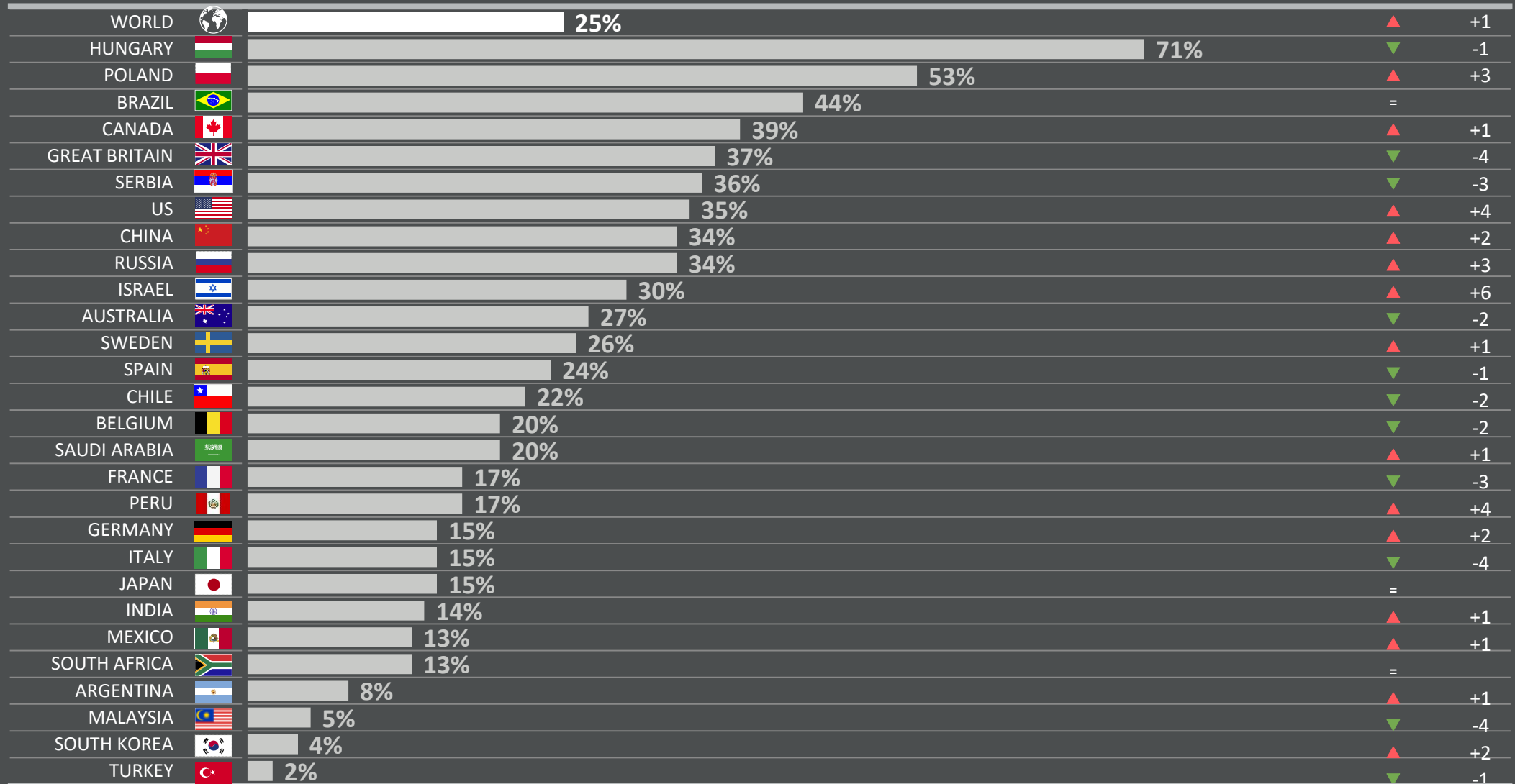
Source: Global Advisor

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

% change compared  
with previous month:

(% ) worried in September 2019 in each country

Aug 2019



Base: Representative sample of adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries. September 2019:

19,531; August 2019: 19,511.






























Source: Global Advisor

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

% change compared  
with previous month:

(% ) worried in September 2019 in each country

Aug 2019

WORLD		20%	▲	+1
ISRAEL		38%	▲	+1
PERU		33%	▼	-1
BRAZIL		32%	▼	-1
CHILE		30%	▼	-4
HUNGARY		29%	▼	-1
MEXICO		29%	▼	-1
TURKEY		29%	▲	+4
ARGENTINA		28%	▼	-1
CHINA		25%	▲	+4
INDIA		20%	▲	+5
RUSSIA		20%	▲	+5
SAUDI ARABIA		19%	▲	+4
SERBIA		18%	▲	+3
CANADA		17%	▲	+4
SOUTH AFRICA		17%	▼	-3
SPAIN		16%	▼	-2
AUSTRALIA		15%	▲	+2
BELGIUM		15%	▲	+4
JAPAN		14%	▲	+4
MALAYSIA		14%	▼	-1
POLAND		14%	▲	+2
GREAT BRITAIN		13%	▼	-1
US		13%	▲	+1
FRANCE		12%	=	
GERMANY		12%	=	
SOUTH KOREA		12%	▲	+4
ITALY		9%	▼	-1
SWEDEN		6%	▼	-1

Base: Representative sample of adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries. September 2019:

19,531; August 2019: 19,511.





























Source: Global Advisor

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

% change compared  
with previous month:

(% ) worried in September 2019 in each country

Aug 2019

WORLD		16%	=	
ITALY		38%	▲	+6
BELGIUM		35%	▲	+1
CANADA		32%	▼	-1
JAPAN		31%	▼	-1
SAUDI ARABIA		28%	▲	+6
FRANCE		27%	▲	+4
POLAND		22%	▼	-9
RUSSIA		20%	▲	+3
ISRAEL		19%	▼	-4
TURKEY		17%	▼	-11
US		17%	▲	+4
ARGENTINA		16%	▼	-6
SOUTH KOREA		16%	▼	-1
AUSTRALIA		15%	▲	+1
BRAZIL		15%	▼	-3
SWEDEN		12%	▲	+2
INDIA		11%	▼	-2
MALAYSIA		11%	▼	-1
SPAIN		11%	▼	-1
GERMANY		10%	▲	+1
CHILE		8%	▼	-1
GREAT BRITAIN		8%	▲	+1
MEXICO		8%	▼	-2
SERBIA		7%	▲	+1
SOUTH AFRICA		7%	▼	-2
HUNGARY		3%	▼	-1
PERU		2%	▼	-2

Base: Representative sample of adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries. September 2019:

19,531; August 2019: 19,511.

Source: Global Advisor

# WORLD WORRIES






























## 8 | CLIMATE CHANGE

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

% change compared with previous month:

(%) worried in September 2019 in each country

Aug 2019

WORLD		16%	=	
GERMANY		35%	=	
CANADA		32%	▲	+1
FRANCE		30%	▲	+2
AUSTRALIA		28%	▲	+1
GREAT BRITAIN		25%	▲	+2
POLAND		24%	▲	+1
BELGIUM		23%	▼	-6
JAPAN		23%	▼	-1
CHINA		22%	▼	-2
SWEDEN		22%	=	
SPAIN		19%	▲	+2
CHILE		18%	▲	+1
US		18%	▲	+1
INDIA		16%	▲	+1
ITALY		14%	▼	-4
SAUDI ARABIA		14%	=	
HUNGARY		13%	▲	+2
MEXICO		12%	=	
SOUTH KOREA		9%	=	
PERU		8%	▲	+2
SERBIA		7%	▲	+1
BRAZIL		5%	▲	+2
MALAYSIA		4%	▼	-1
ARGENTINA		3%	=	
ISRAEL		3%	▼	-3
RUSSIA		3%	▼	-2
SOUTH AFRICA		2%	=	
TURKEY		2%	▼	-1

Base: Representative sample of adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries. September 2019:

19,531; August 2019: 19,511.

Source: Global Advisor

# WORLD WORRIES






























## 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 September 2019 in each country

Aug 2019

WORLD		15%	=	
GERMANY		33%	▼	-1
TURKEY		33%	▲	+2
US		31%	▼	-4
ITALY		29%	▲	+3
SWEDEN		29%	▲	+5
BELGIUM		23%	▼	-3
CHILE		23%	▼	-1
GREAT BRITAIN		23%	▲	+1
SPAIN		23%	▲	+3
AUSTRALIA		22%	▼	-1
CANADA		22%	▲	+1
FRANCE		22%	▼	-1
PERU		21%	▼	-2
SOUTH AFRICA		11%	▲	+5
JAPAN		10%	▼	-1
MALAYSIA		9%	▲	+1
ISRAEL		8%	▼	-2
HUNGARY		6%	=	
POLAND		6%	▲	+2
MEXICO		5%	▼	-3
RUSSIA		5%	=	
SERBIA		5%	=	
CHINA		4%	▼	-4
INDIA		4%	▲	+1
SAUDI ARABIA		4%	▼	-4
ARGENTINA		3%	▼	-2
BRAZIL		2%	=	
SOUTH KOREA		2%	=	

Base: Representative sample of adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries. September 2019: 19,531; August 2019: 19,511.  
Source: Global Advisor
































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

% change compared with previous month:

(%) worried in September 2019 in each country

Aug 2019

WORLD		15%	▲	+1
CHINA		28%	▼	-1
MALAYSIA		28%	▼	-1
SERBIA		27%	▼	-2
JAPAN		25%	▲	+2
US		24%	▲	+3
GERMANY		21%	=	
SOUTH KOREA		19%	▲	+4
POLAND		18%	▲	+2
GREAT BRITAIN		17%	▼	-1
SAUDI ARABIA		17%	▲	+2
ISRAEL		16%	▲	+3
HUNGARY		15%	▲	+1
FRANCE		14%	▼	-2
AUSTRALIA		13%	▲	+1
RUSSIA		13%	=	
BELGIUM		12%	▲	+2
ITALY		12%	▲	+1
PERU		12%	▲	+1
SWEDEN		12%	▲	+3
ARGENTINA		11%	▲	+4
CANADA		11%	▲	+1
TURKEY		10%	▲	+5
INDIA		9%	=	
SOUTH AFRICA		8%	=	
MEXICO		7%	▼	-4
SPAIN		7%	▼	-1
CHILE		6%	▼	-2
BRAZIL		5%	▼	-2

Base: Representative sample of adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries. September 2019:

19,531; August 2019: 19,511.

Source: Global Advisor

# WORLD WORRIES






























## 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 September 2019 in each country

Aug 2019

WORLD		14%	▲	+1
CHINA		30%	▲	+1
FRANCE		23%	▲	+1
POLAND		23%	▲	+5
GERMANY		21%	▼	-2
BRAZIL		20%	▲	+9
MEXICO		19%	▲	+6
SWEDEN		19%	▲	+2
AUSTRALIA		18%	▲	+4
BELGIUM		17%	▲	+2
CANADA		17%	=	
GREAT BRITAIN		16%	▲	+3
INDIA		16%	▼	-3
CHILE		15%	=	
MALAYSIA		15%	▼	-2
RUSSIA		14%	▼	-2
SOUTH KOREA		14%	▼	-2
PERU		13%	=	
HUNGARY		11%	▲	+4
JAPAN		11%	▲	+1
SERBIA		11%	▲	+1
SPAIN		11%	▲	+2
ISRAEL		10%	▲	+3
ITALY		10%	▲	+2
US		9%	▼	-2
SAUDI ARABIA		7%	▼	-5
TURKEY		5%	=	
ARGENTINA		4%	▲	+1
SOUTH AFRICA		3%	=	

Base: Representative sample of adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries. September 2019:

19,531; August 2019: 19,511.

Source: Global Advisor

# WORLD WORRIES






























## 12 | TERRORISM

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

% change compared  
with previous month:

(%) worried in September 2019 in each country

Aug 2019

WORLD		11%	=	
ISRAEL		33%	▼	-7
TURKEY		33%	▲	+6
INDIA		27%	▼	-1
US		23%	▼	-3
SAUDI ARABIA		22%	▲	+6
FRANCE		18%	▼	-5
GERMANY		15%	▼	-2
GREAT BRITAIN		15%	▼	-3
BELGIUM		14%	▼	-2
SWEDEN		14%	▲	+2
AUSTRALIA		11%	▼	-2
CHINA		10%	▼	-2
MALAYSIA		8%	▼	-2
MEXICO		7%	▲	+3
SPAIN		7%	▲	+1
CANADA		5%	=	
ITALY		5%	▲	+2
JAPAN		5%	▼	-5
POLAND		4%	▼	-2
RUSSIA		4%	=	
CHILE		3%	▼	-1
PERU		3%	▼	-2
BRAZIL		2%	=	
HUNGARY		2%	▲	+1
SERBIA		2%	▼	-1
SOUTH AFRICA		2%	▲	+1
SOUTH KOREA		2%	=	
ARGENTINA		*	▼	-2

Base: Representative sample of adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries. September 2019:

19,531; August 2019: 19,511.

Source: Global Advisor

# WORLD WORRIES






























## 13 | INFLATION

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

% change compared with previous month:

(%) worried in September 2019 in each country

Aug 2019

WORLD		11%	=	
ARGENTINA		54%	▼	-4
CHINA		34%	▲	+2
TURKEY		34%	▲	+3
INDIA		16%	▲	+7
RUSSIA		15%	=	
MALAYSIA		14%	▼	-3
AUSTRALIA		12%	=	
POLAND		12%	▲	+3
CANADA		10%	▼	-3
MEXICO		10%	▼	-2
SOUTH AFRICA		9%	▲	+1
SOUTH KOREA		9%	▲	+1
BELGIUM		7%	=	
GREAT BRITAIN		7%	▼	-1
JAPAN		7%	▼	-2
BRAZIL		6%	▼	-2
CHILE		6%	▲	+1
FRANCE		6%	▲	+1
US		6%	=	
GERMANY		5%	=	
ITALY		5%	▲	+1
SAUDI ARABIA		5%	▼	-4
HUNGARY		4%	▲	+1
ISRAEL		4%	▼	-2
PERU		4%	▲	+1
SERBIA		2%	=	
SPAIN		2%	▼	-1
SWEDEN		2%	▼	-1

Base: Representative sample of adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries. September 2019:

19,531; August 2019: 19,511.

Source: Global Advisor

## WORLD WORRIES





























### 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 September 2019 in each country

Aug 2019

WORLD		9%	=	
MALAYSIA		26%	▲	+13
GERMANY		21%	▲	+1
SWEDEN		21%	▲	+4
US		19%	▼	-1
BELGIUM		18%	=	
GREAT BRITAIN		16%	▼	-3
FRANCE		15%	=	
CANADA		12%	▲	+2
POLAND		12%	▼	-4
SOUTH KOREA		12%	▼	-3
ISRAEL		11%	▲	+5
AUSTRALIA		10%	=	
ITALY		9%	=	
SPAIN		9%	▼	-1
INDIA		7%	▼	-5
TURKEY		7%	▼	-1
JAPAN		6%	▼	-1
BRAZIL		5%	▼	-2
HUNGARY		5%	▼	-4
CHILE		3%	▲	+1
SAUDI ARABIA		3%	▼	-2
SOUTH AFRICA		3%	=	
ARGENTINA		2%	▼	-1
SERBIA		2%	▼	-1
MEXICO		1%	=	
PERU		1%	=	
RUSSIA		1%	=	

Base: Representative sample of adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries. September 2019:

19,531; August 2019: 19,511.

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 September 2019 in each country

Aug 2019

WORLD		9%	=	
JAPAN		32%	▲	+1
CHINA		26%	▲	+1
SOUTH KOREA		24%	▼	-1
SWEDEN		19%	▼	-7
POLAND		13%	▼	-1
SPAIN		12%	▲	+2
GREAT BRITAIN		11%	▼	-2
AUSTRALIA		9%	▲	+1
RUSSIA		9%	▲	+1
ISRAEL		8%	▼	-1
CANADA		7%	=	
MEXICO		7%	▼	-3
SAUDI ARABIA		7%	=	
GERMANY		6%	▲	+2
SERBIA		6%	▲	+1
US		6%	=	
ARGENTINA		5%	▲	+2
ITALY		5%	▼	-2
BELGIUM		4%	▼	-2
BRAZIL		4%	=	
CHILE		4%	▲	+2
FRANCE		4%	▼	-1
INDIA		4%	▲	+1
TURKEY		4%	▲	+1
HUNGARY		3%	▼	-3
MALAYSIA		3%	▼	-1
PERU		2%	▼	-1
SOUTH AFRICA		2%	=	

Base: Representative sample of adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries. September 2019:

19,531; August 2019: 19,511.

Source: Global Advisor

# WORLD WORRIES






























## 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 September 2019 in each country

Aug 2019

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

Base: Representative sample of adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries. September 2019:

19,531; August 2019: 19,511.

Source: Global Advisor

# WORLD WORRIES



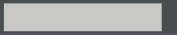
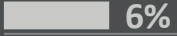







## 17 | ACCESS TO CREDIT

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

% change compared with previous month:

(%) worried in September 2019 in each country

Aug 2019

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

Base: Representative sample of adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries. September 2019:

19,531; August 2019: 19,511.

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.

For the results of the survey presented herein, an international sample of 19,531 adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries, were interviewed between August 23rd 2019 and September 6th 2019. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.1 percentage points and of 500 accurate to +/- 4.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

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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