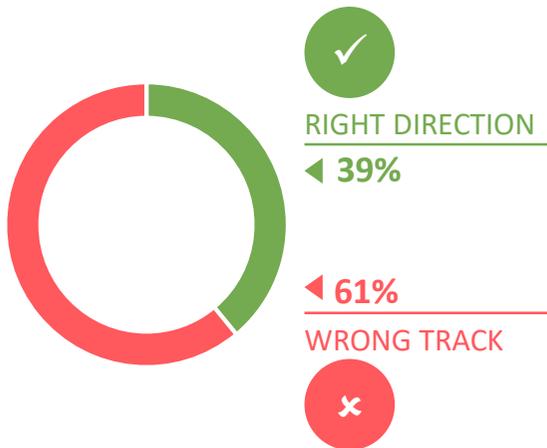


WORLD SUMMARY: SEPTEMBER 2019

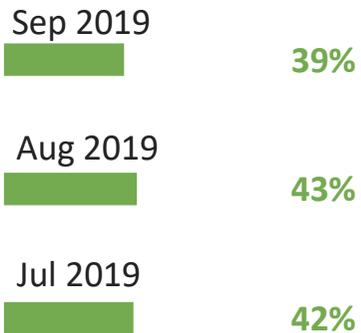
The majority (61%) of people around the world think things in their country are on the wrong track.
 Unemployment currently occupies the top spot for global concern with 33% saying this.

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

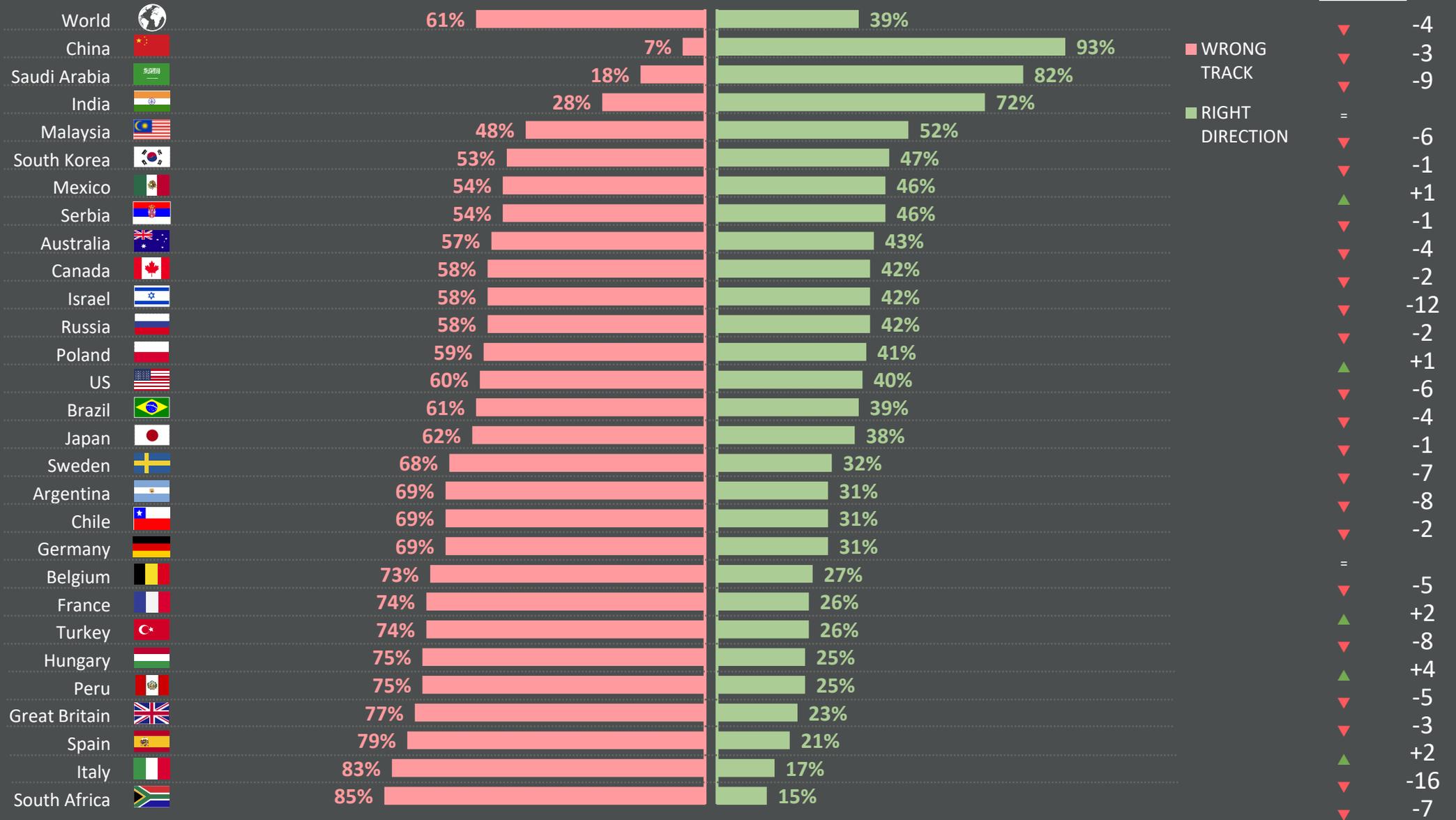
*Please note that participants in China were not shown the full list of topics for this question. Financial/political corruption, poverty and social inequality, taxes, and rise of extremism were excluded from the list shown to Chinese participants.

COUNTRY COMPARISON

RIGHT DIRECTION/WRONG TRACK

% change compared with previous month:

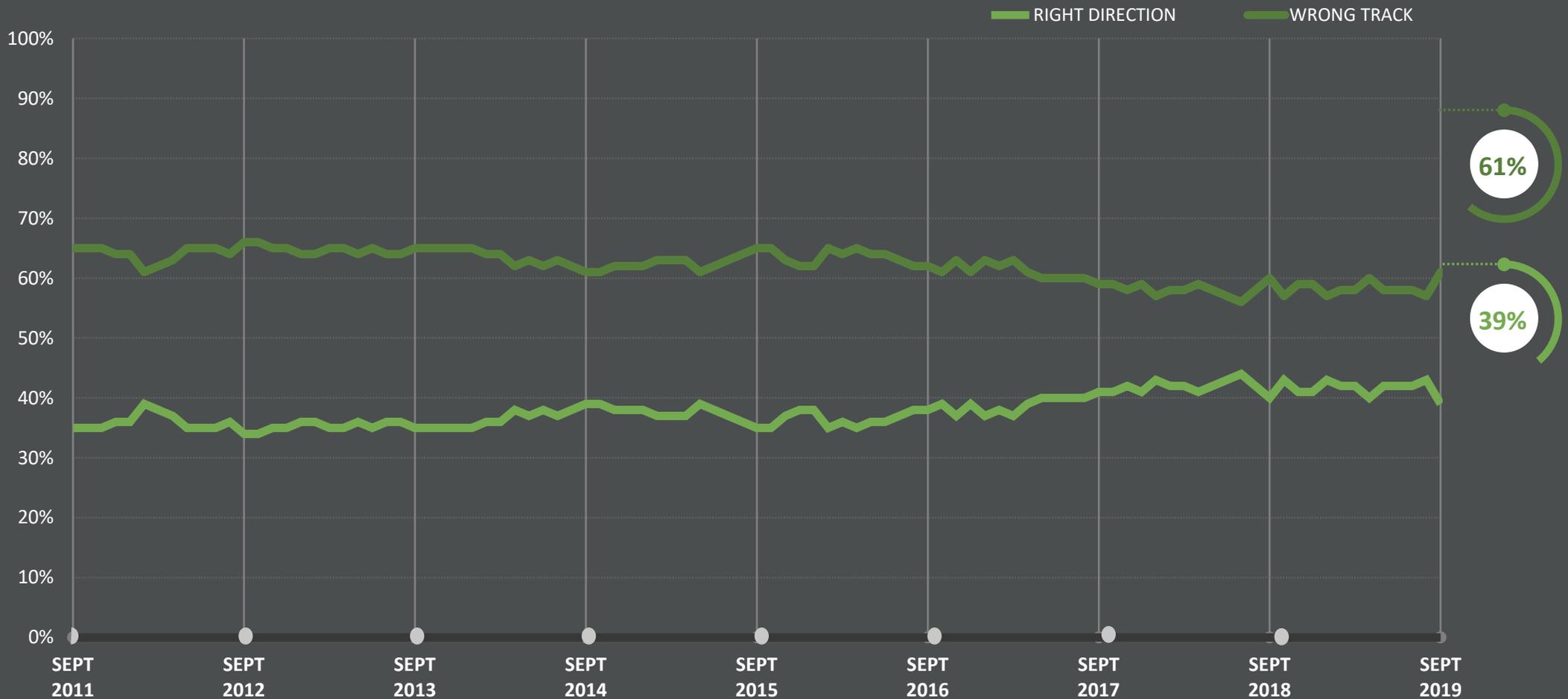
Aug 2019



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

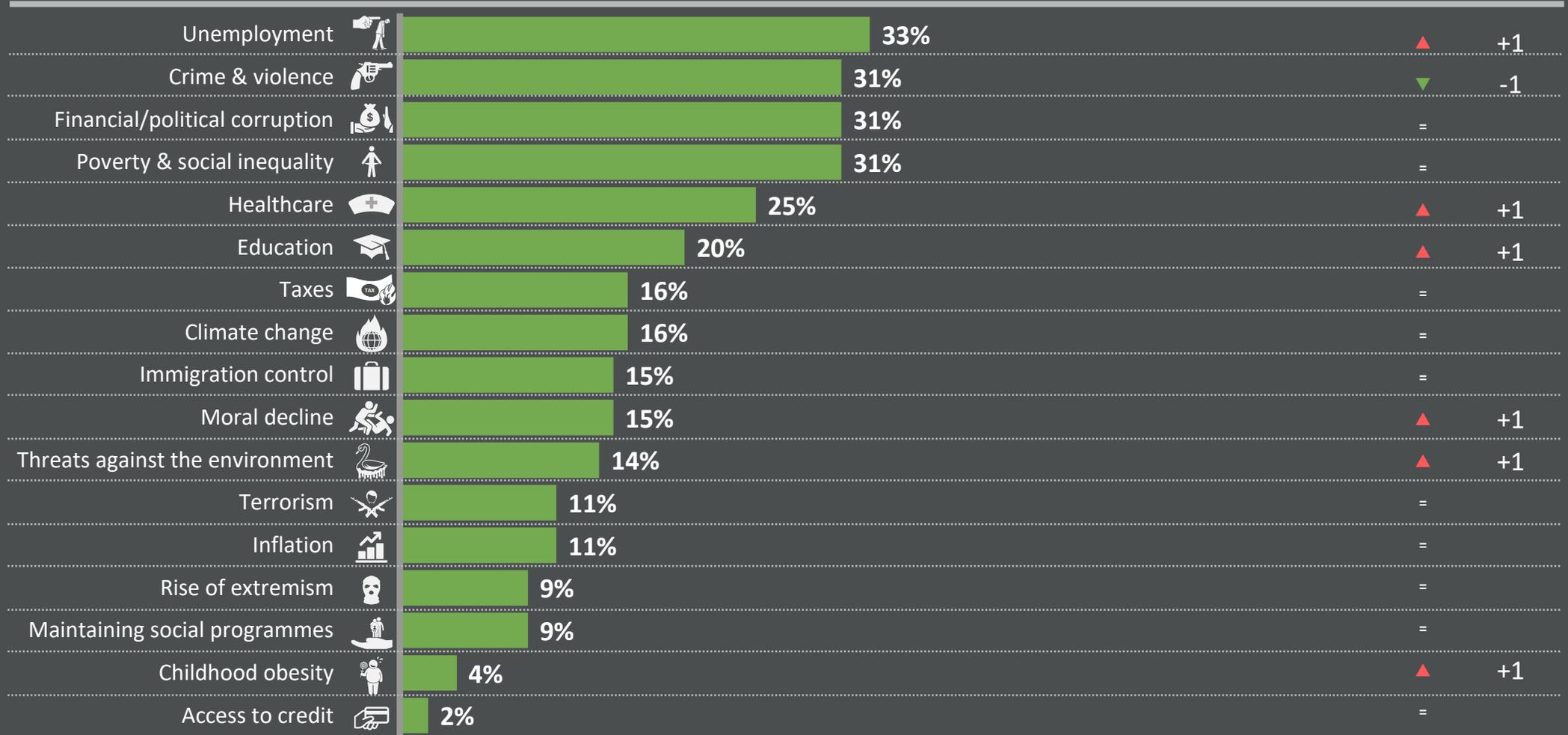
WORLD WORRIES

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

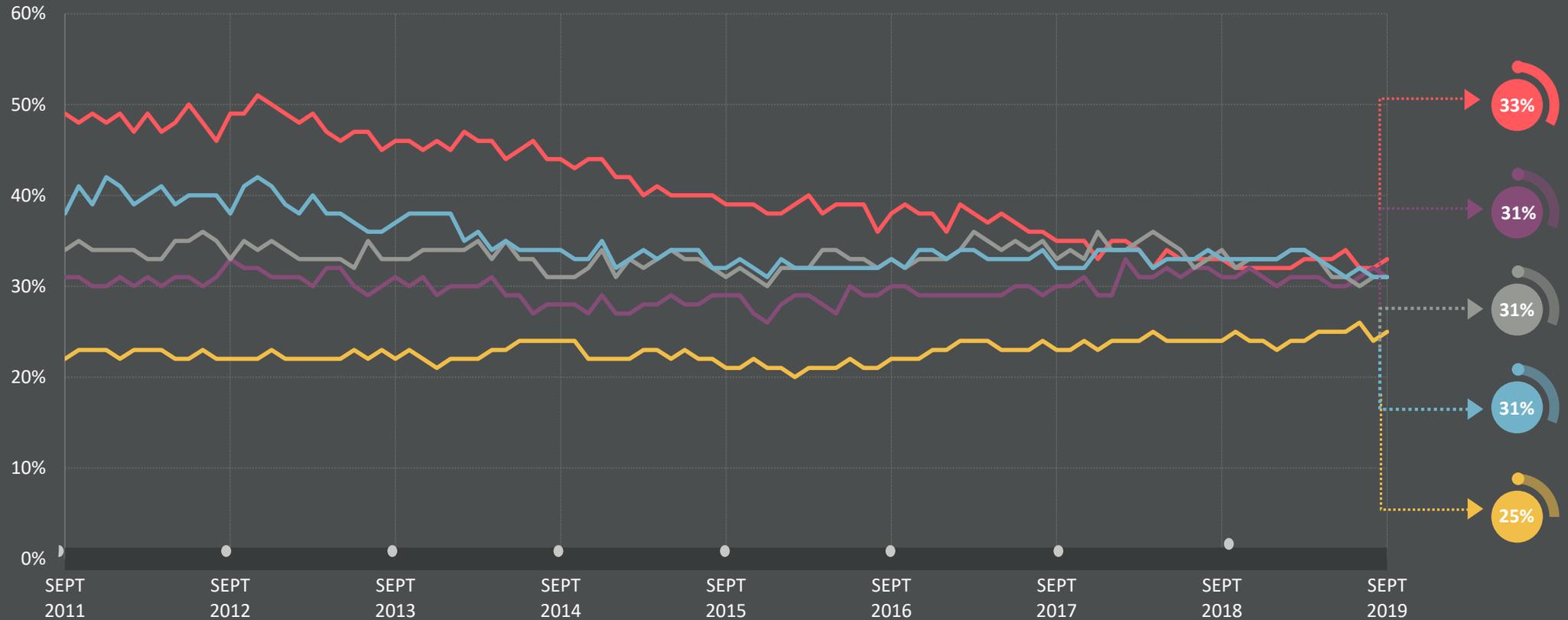


Base: Representative sample of adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries September 2019: 19,531; August 2019: 19,511.
Source: Global Advisor

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

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

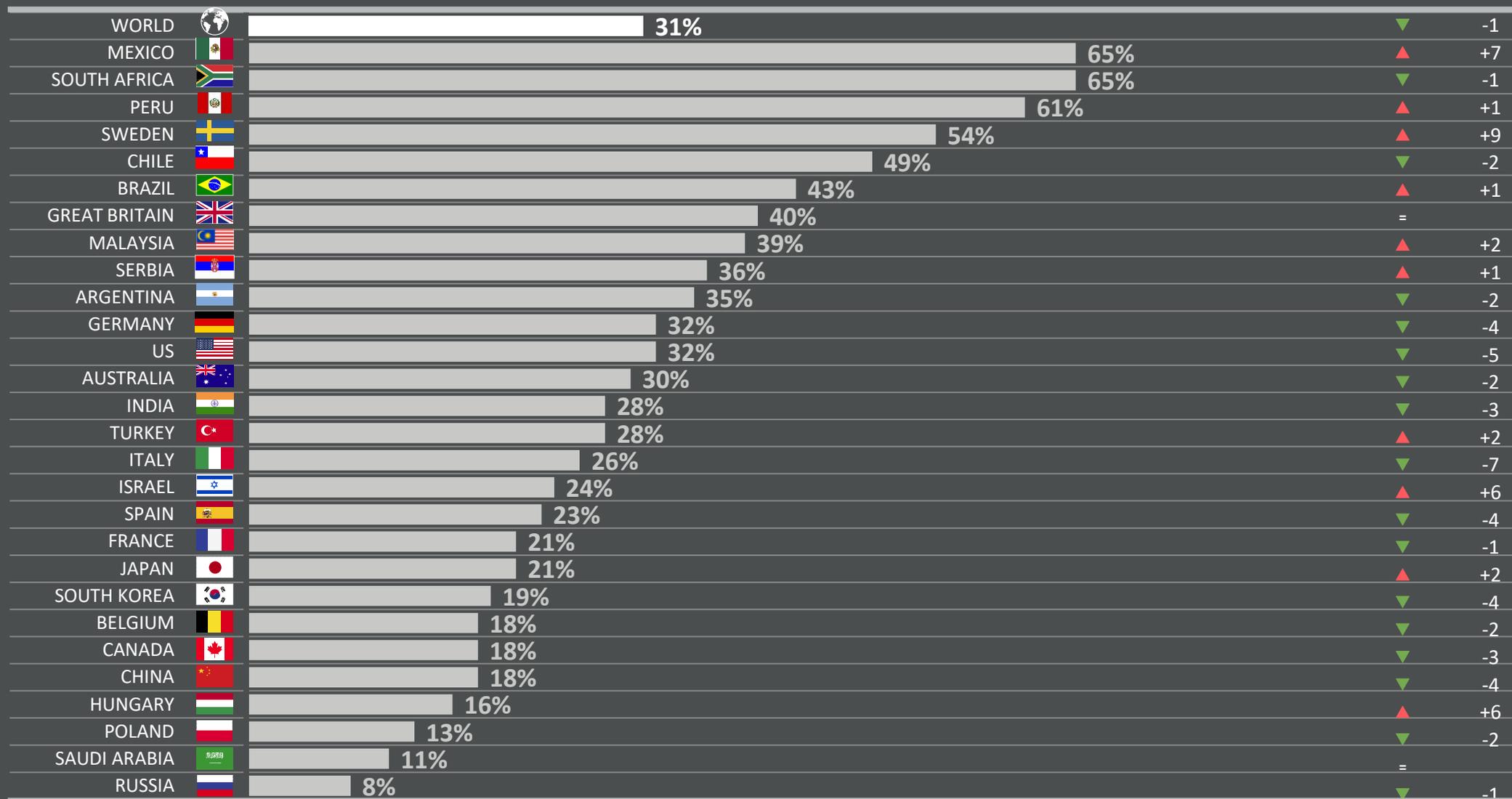
2 | CRIME & VIOLENCE

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

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

Country	Flag	% Worried (Sep 2019)	% Change (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

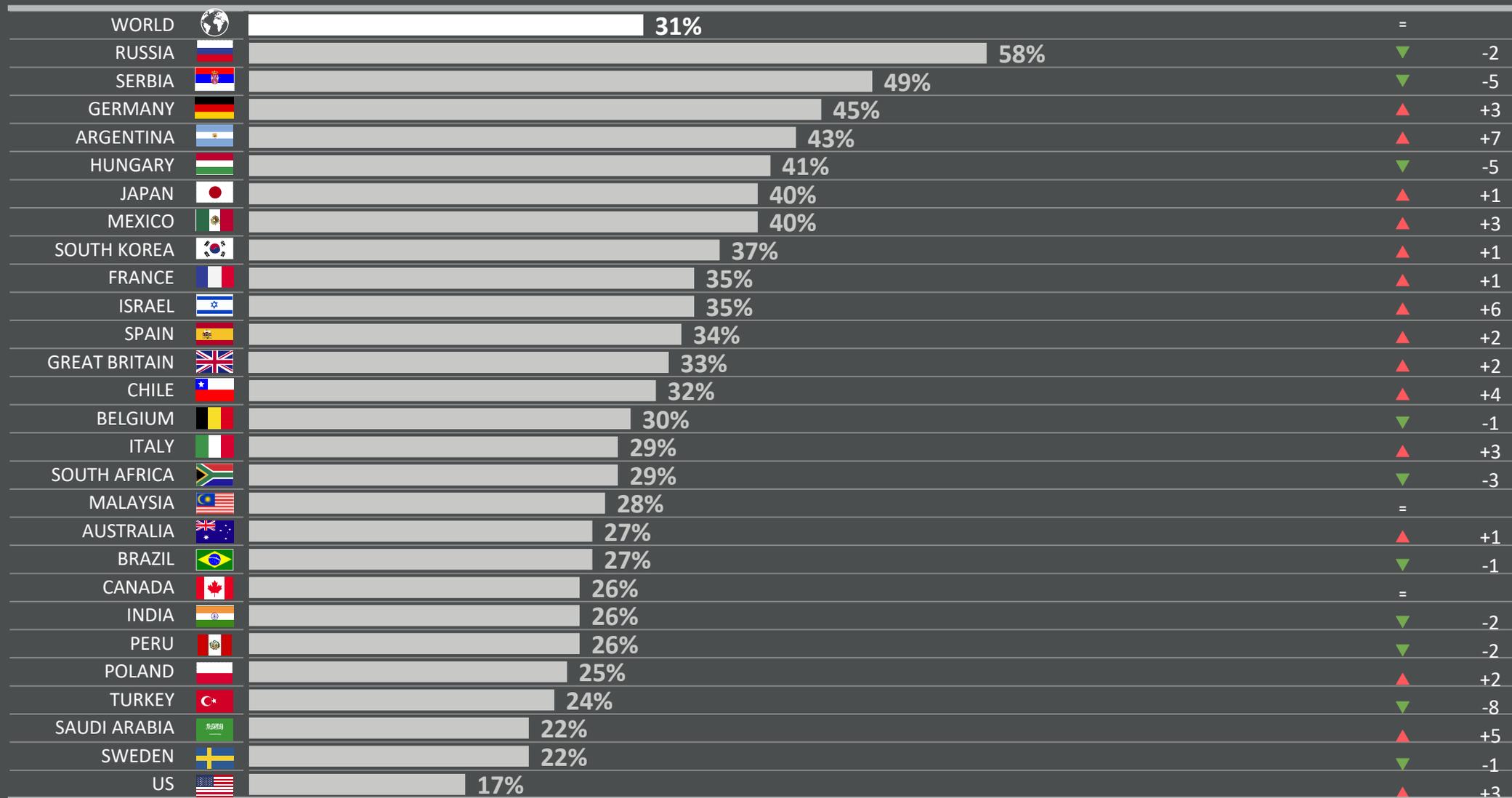
4 | POVERTY & SOCIAL INEQUALITY

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



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

5 | HEALTHCARE

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

Country	Flag	% Worried (Sep 2019)	% Change (Aug 2019)
WORLD		25%	+1
HUNGARY		71%	-1
POLAND		53%	+3
BRAZIL		44%	=
CANADA		39%	+1
GREAT BRITAIN		37%	-4
SERBIA		36%	-3
US		35%	+4
CHINA		34%	+2
RUSSIA		34%	+3
ISRAEL		30%	+6
AUSTRALIA		27%	-2
SWEDEN		26%	+1
SPAIN		24%	-1
CHILE		22%	-2
BELGIUM		20%	-2
SAUDI ARABIA		20%	+1
FRANCE		17%	-3
PERU		17%	+4
GERMANY		15%	+2
ITALY		15%	-4
JAPAN		15%	=
INDIA		14%	+1
MEXICO		13%	+1
SOUTH AFRICA		13%	=
ARGENTINA		8%	+1
MALAYSIA		5%	-4
SOUTH KOREA		4%	+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

6 | EDUCATION

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

Country	September 2019 (%)	Aug 2019 (%)	% change
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

Country	% worried in September 2019	% change compared with previous month (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

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

Country	Flag	% Worried (Sep 2019)	% Change (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

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

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

Country	% Worried (Sep 2019)	% Change (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

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

Country	% Worried (Sep 2019)	% Change (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

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

Country	Flag	% Worried (Sep 2019)	% Change (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

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

Country	Flag	% Worried (Sep 2019)	% Change (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

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

Country	Flag	% Worried (Sep 2019)	% Change (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

Country	Flag	% Worried (Sep 2019)	% Change (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

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

Country	Flag	% Worried (Sep 2019)	% Change (Aug 2019)	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

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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

Country	Flag	% Worried (Sep 2019)	% Change (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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