

# WHAT WORRIES THE



# November 2019

## GAME CHANGERS

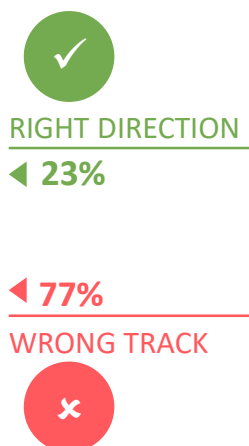
# GREAT BRITAIN SUMMARY: NOVEMBER 2019

The majority (77%) of Britons think things in the country are on the wrong track.

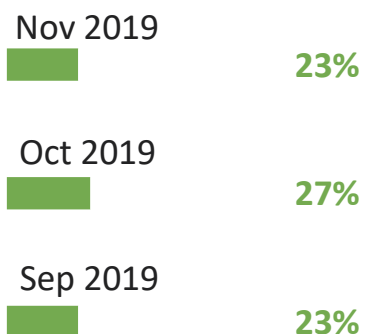
Crime and violence currently occupies the top spot for concern with 41% saying this.

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

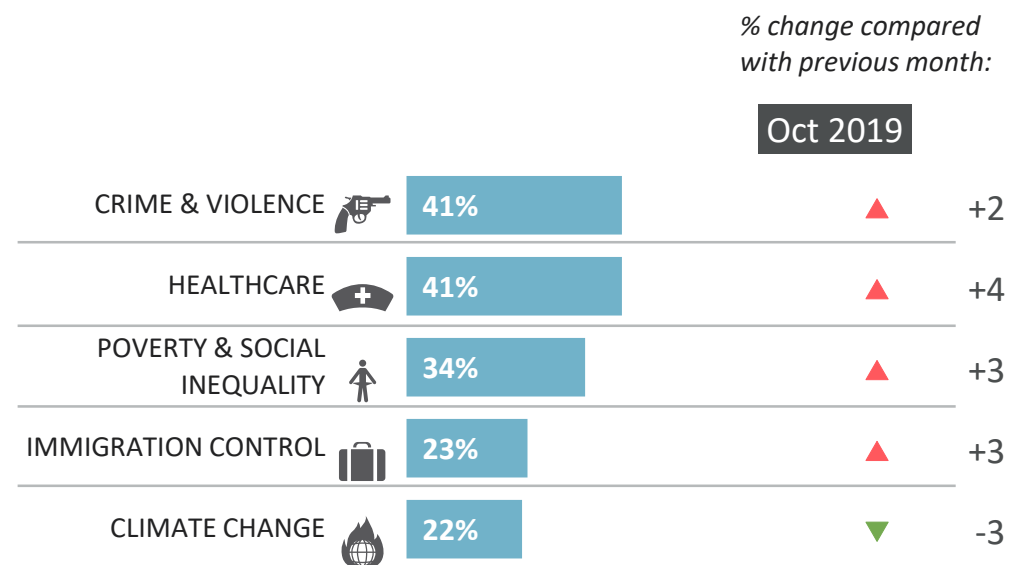
**RIGHT DIRECTION/  
WRONG TRACK**  
November 2019



**RIGHT DIRECTION**



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



Base: Representative sample of British adults aged 16-74. c.1000 per month

Source: Global Advisor

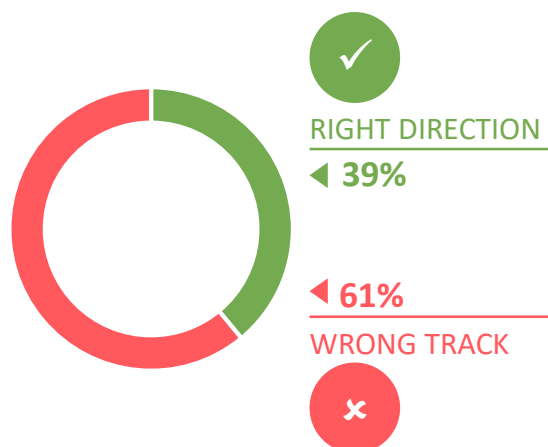
# WORLD SUMMARY: NOVEMBER 2019

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

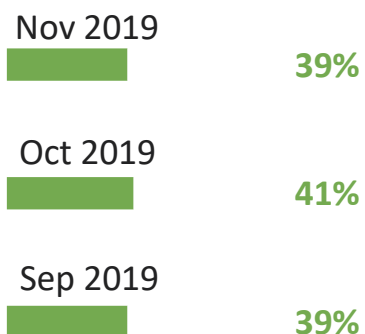
Poverty and social inequality currently occupies the top spot for global concern with 33% saying this.

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**  
November 2019



**RIGHT DIRECTION**



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

% change compared  
with previous month:

			Oct 2019		
POVERTY & SOCIAL INEQUALITY		33%		▲	+1
UNEMPLOYMENT		32%		▼	-1
CRIME & VIOLENCE		30%		▼	-1
FINANCIAL/POLITICAL CORRUPTION		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

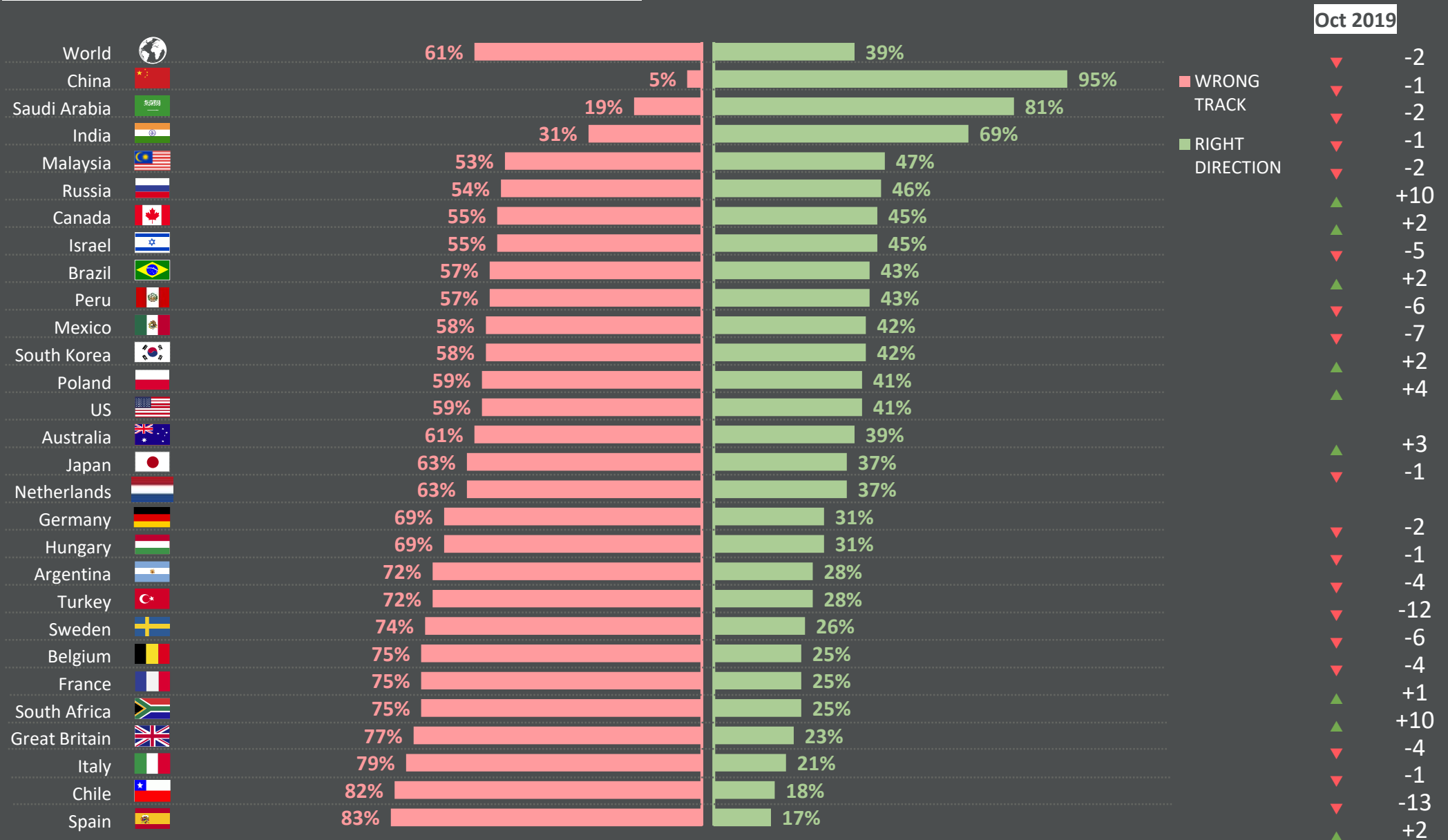
- Country comparisons
- Trends over time: Great Britain
- Trends over time: world

# COUNTRY COMPARISON

## RIGHT DIRECTION/WRONG TRACK

Ipsos Public Affairs

% change compared with previous month:



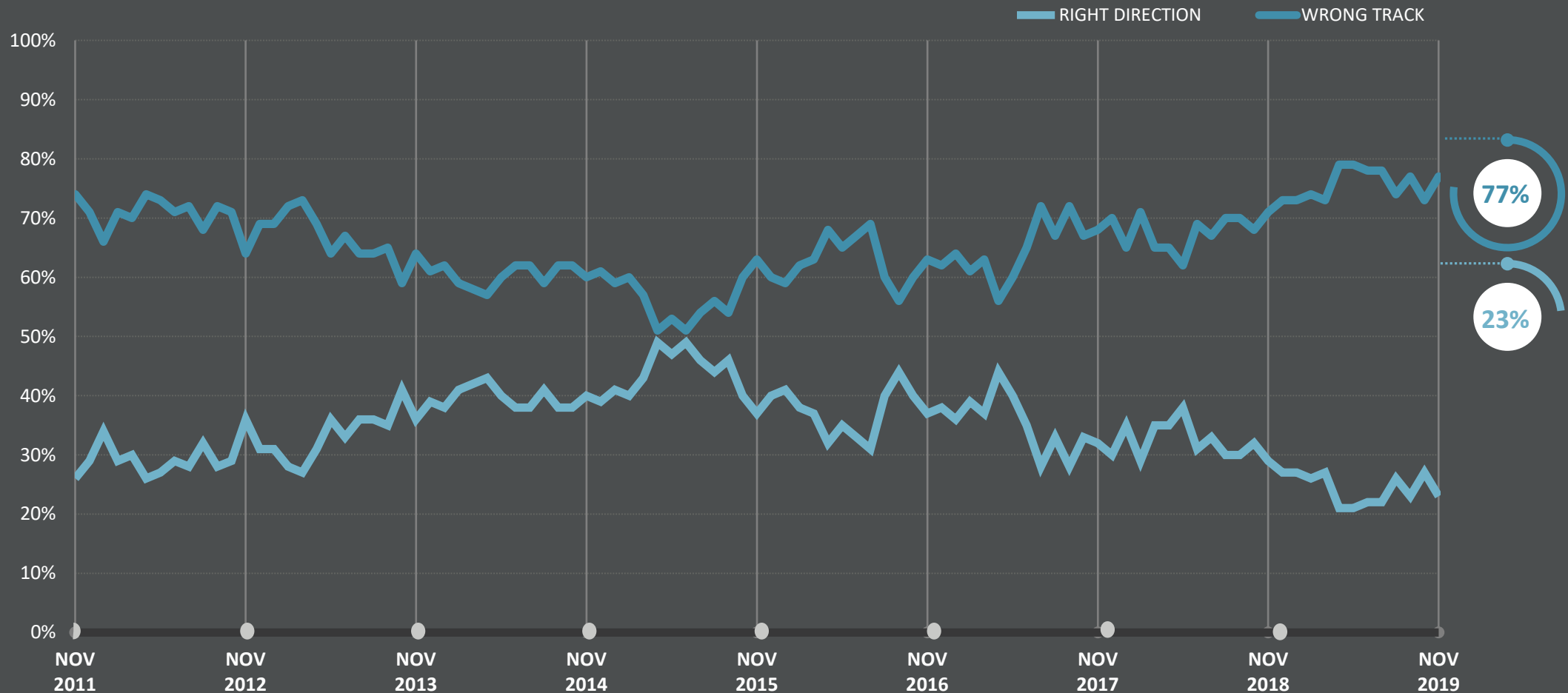
Base: Representative sample of 19,889 adults aged 16-64 in 28 participating countries, October 25th 2019 - November 8th 2018.

Source: Global Advisor

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

# GREAT BRITAIN: 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?

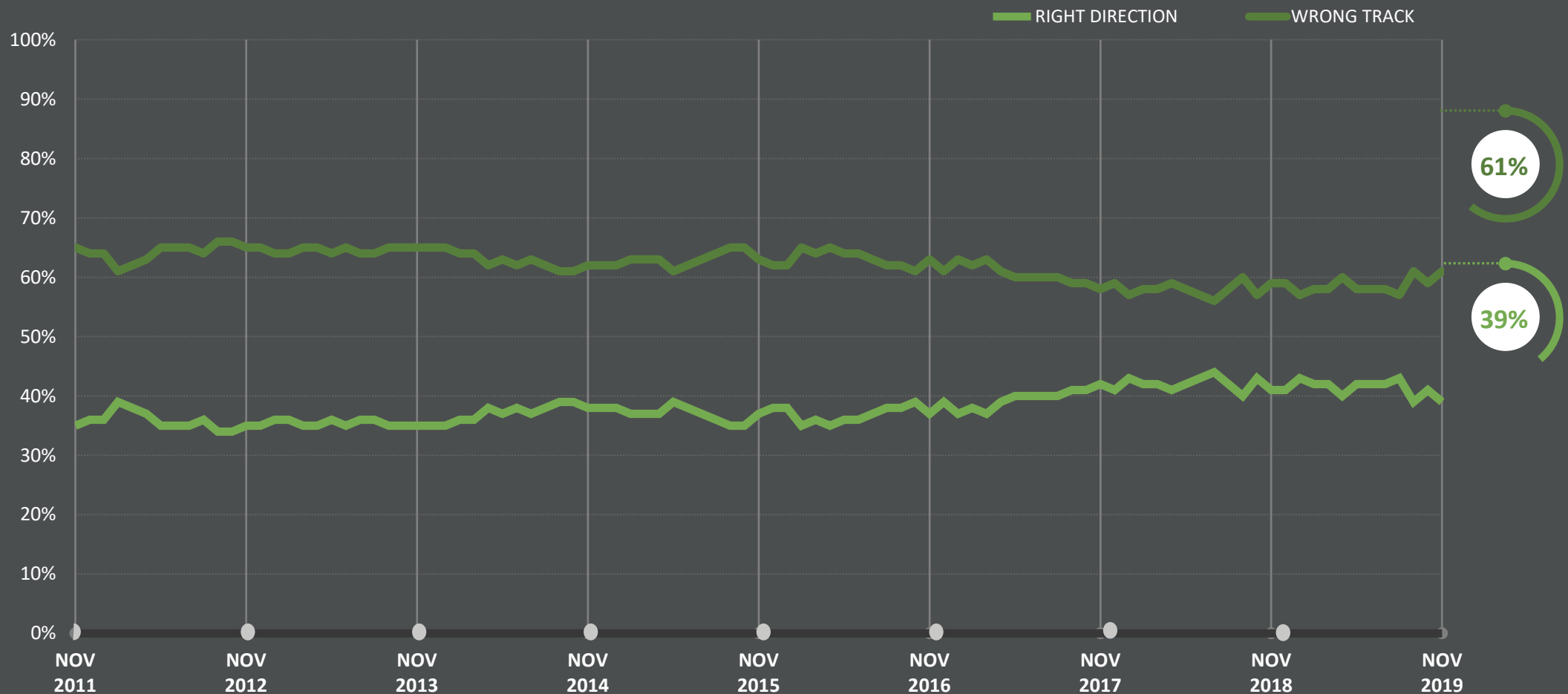


Base: Representative sample of British adults aged 16-74. c.1000 per month

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



# GREAT BRITAIN'S WORRIES

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



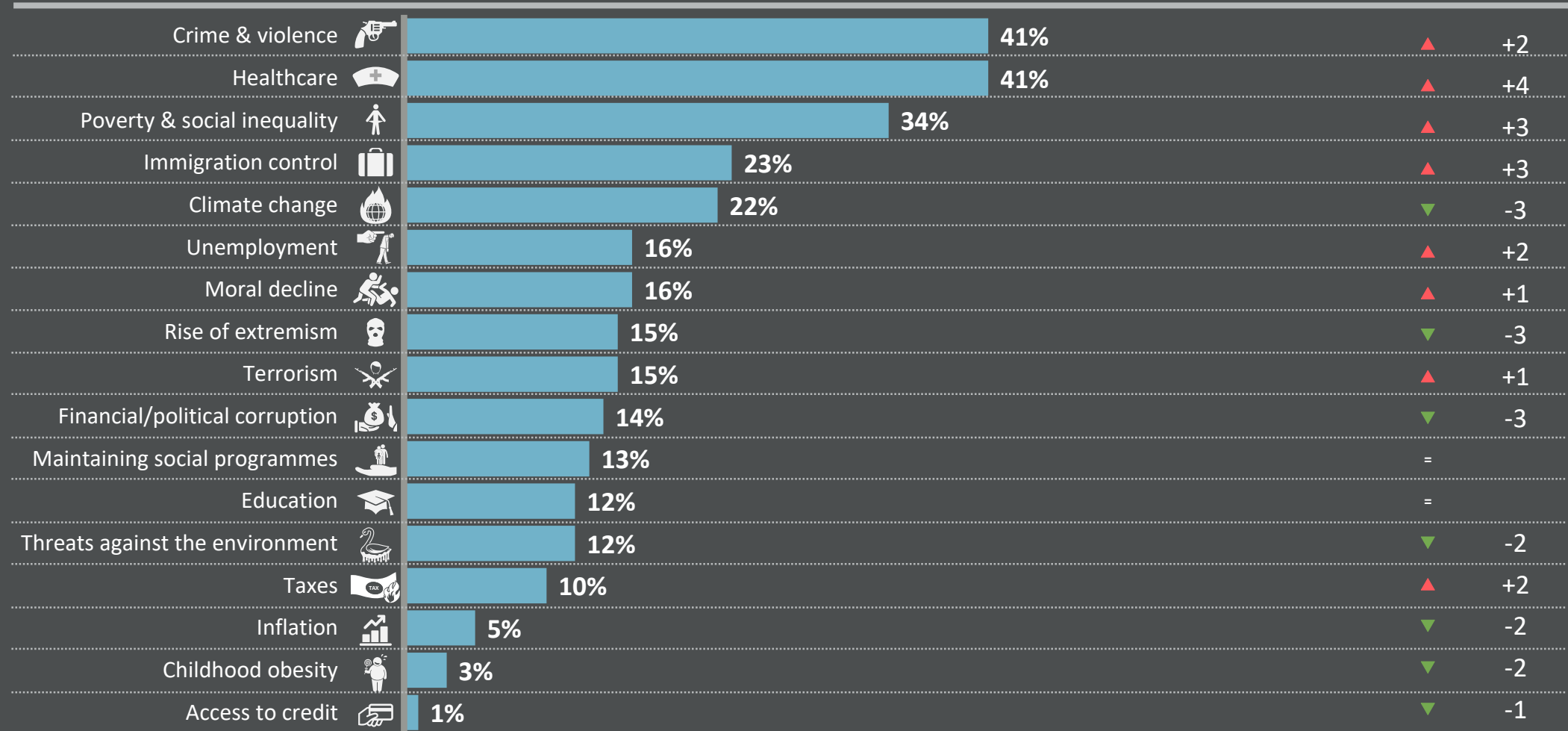
# GREAT BRITAIN'S WORRIES

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

% change compared with previous month:

Mentioned in November 2019 (%)

Oct 2019



Base: Representative sample of British adults aged 16-74. November 2019: 1,000; October 2019: 1,003.

Source: Global Advisor

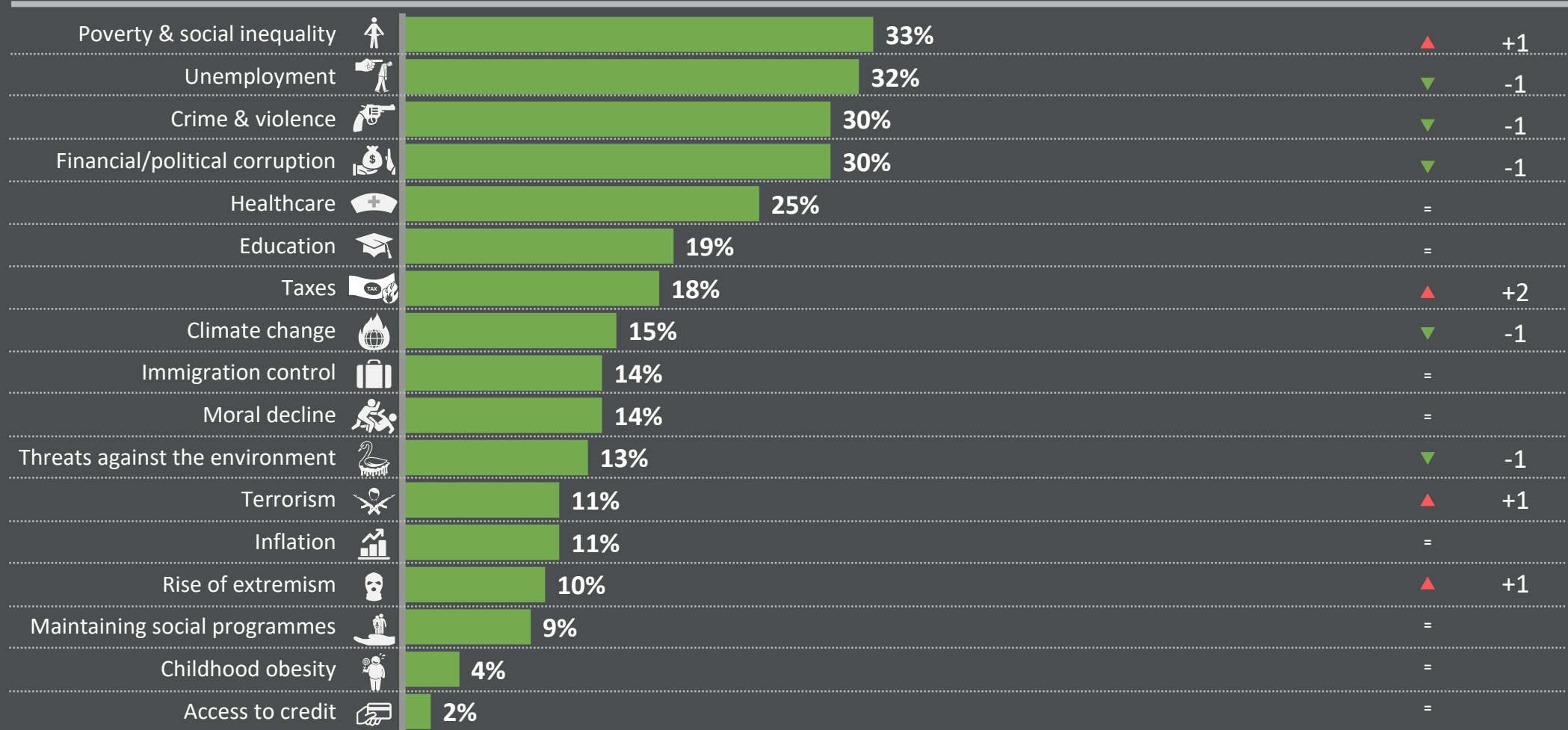
# WORLD WORRIES

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

% change compared with previous month:

Mentioned in November 2019 (%)

Oct 2019

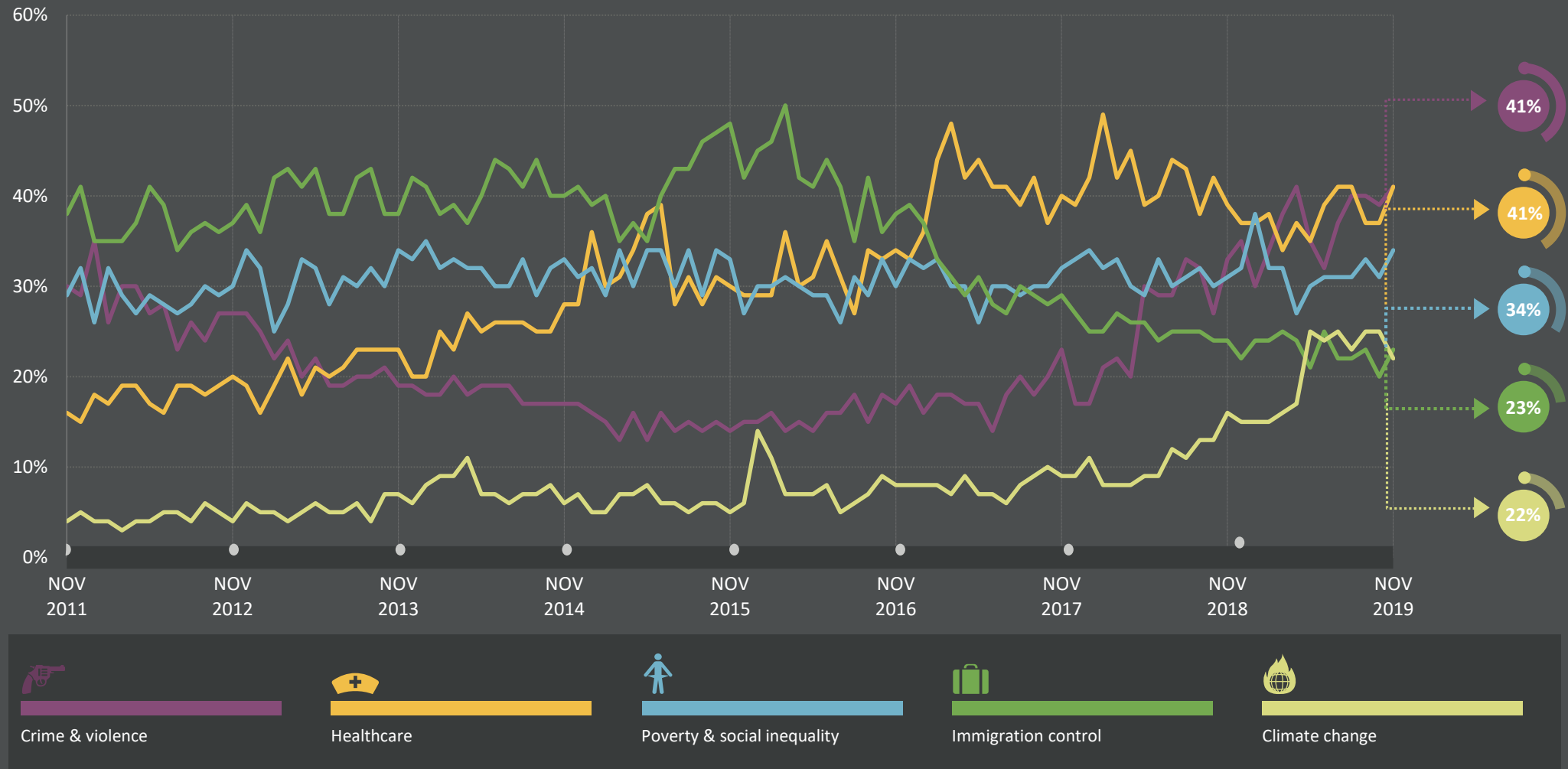


Base: Representative sample of adults aged 16-64. November 2019: 19,889; October 2019: 19,948.

Source: Global Advisor

# GREAT BRITAIN'S CURRENT TOP 5 WORRIES: LONG-TERM TRENDS

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

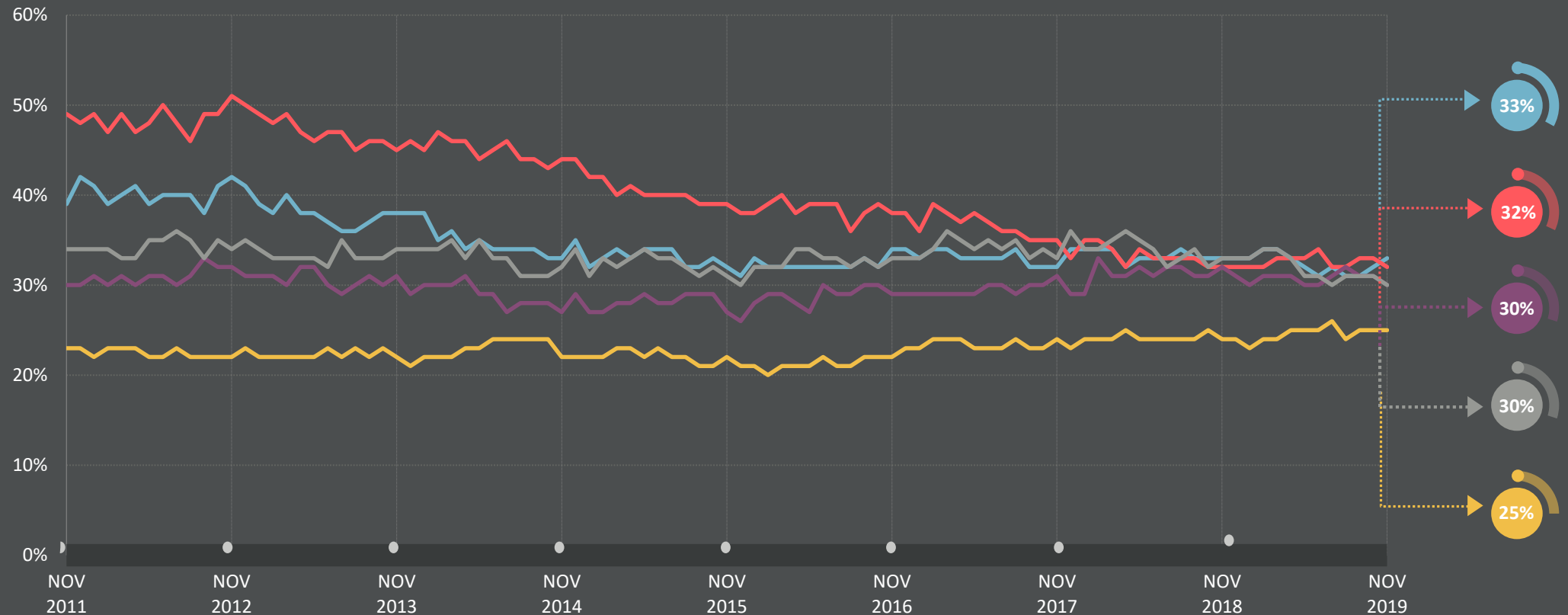


Base: Representative sample of British adults aged 16-74. c.1000 per month

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?



Poverty & social inequality



Unemployment



Crime & violence



Financial/political corruption



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 Great Britain's top 5 concerns

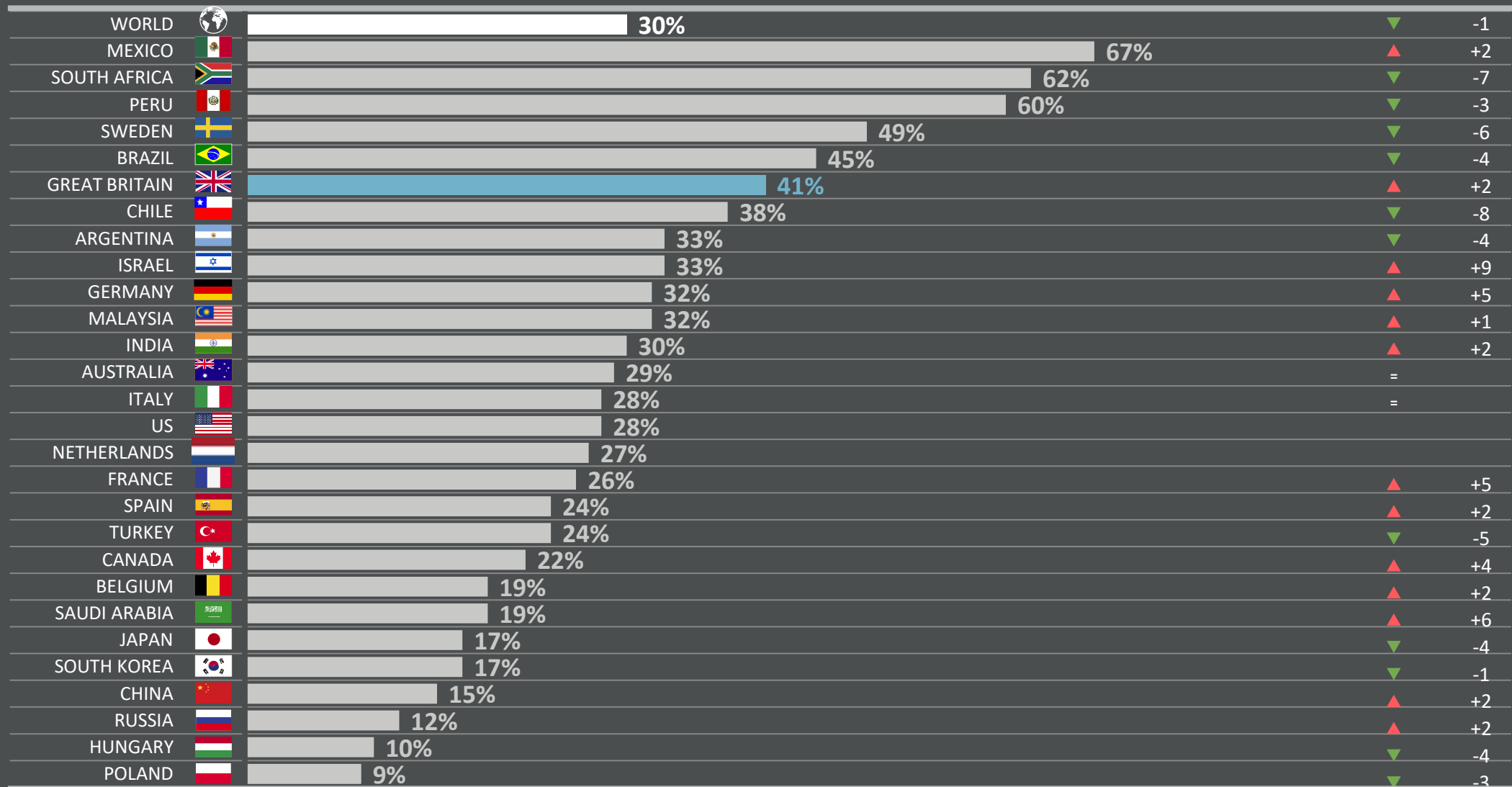
## 1 | CRIME &amp; VIOLENCE

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

% change compared  
with previous month:

(% ) worried in November 2019 in each country

Oct 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

Source: Global Advisor

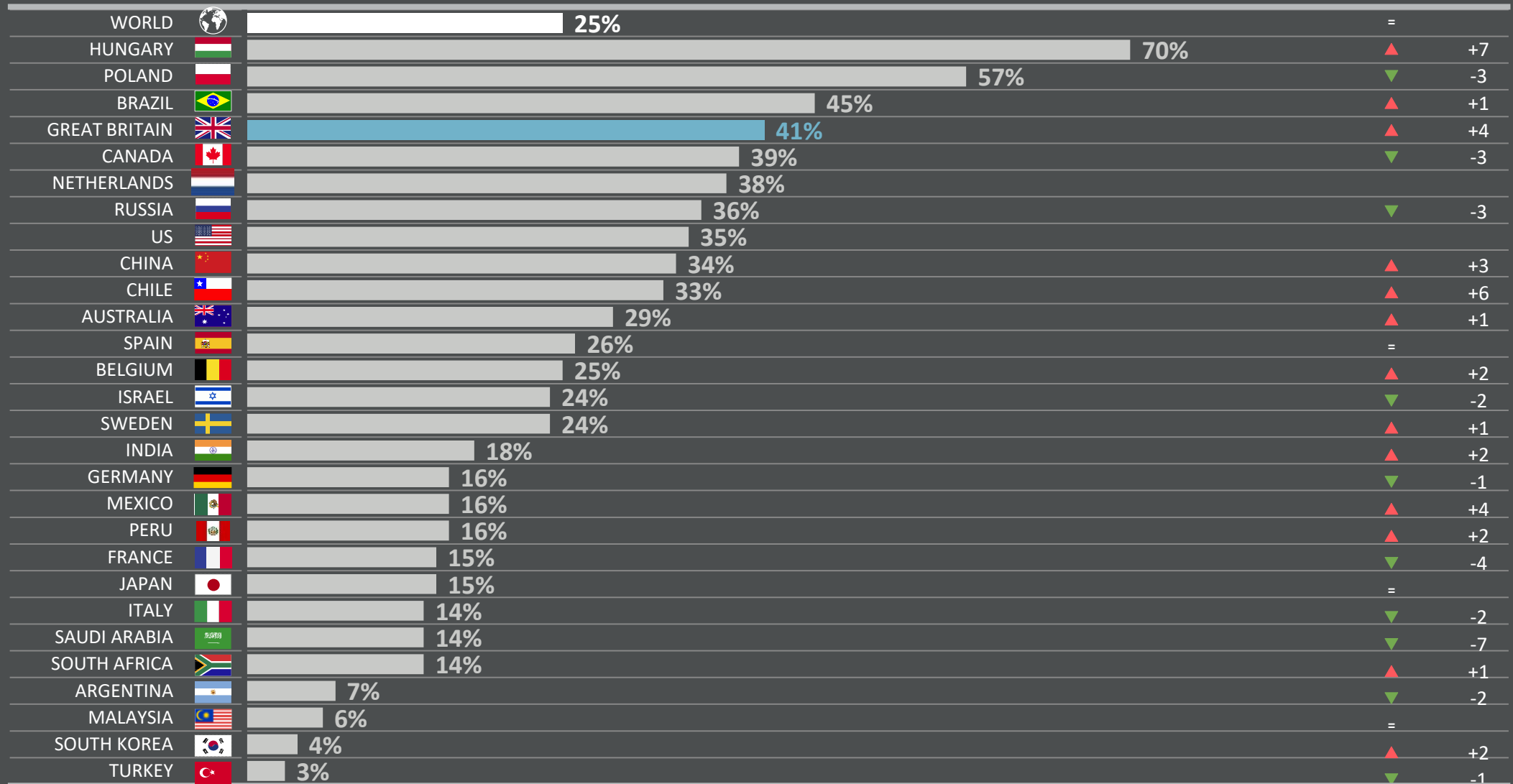
## 2 | HEALTHCARE

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

% change compared  
with previous month:

(% ) worried in November 2019 in each country

Oct 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

Source: Global Advisor

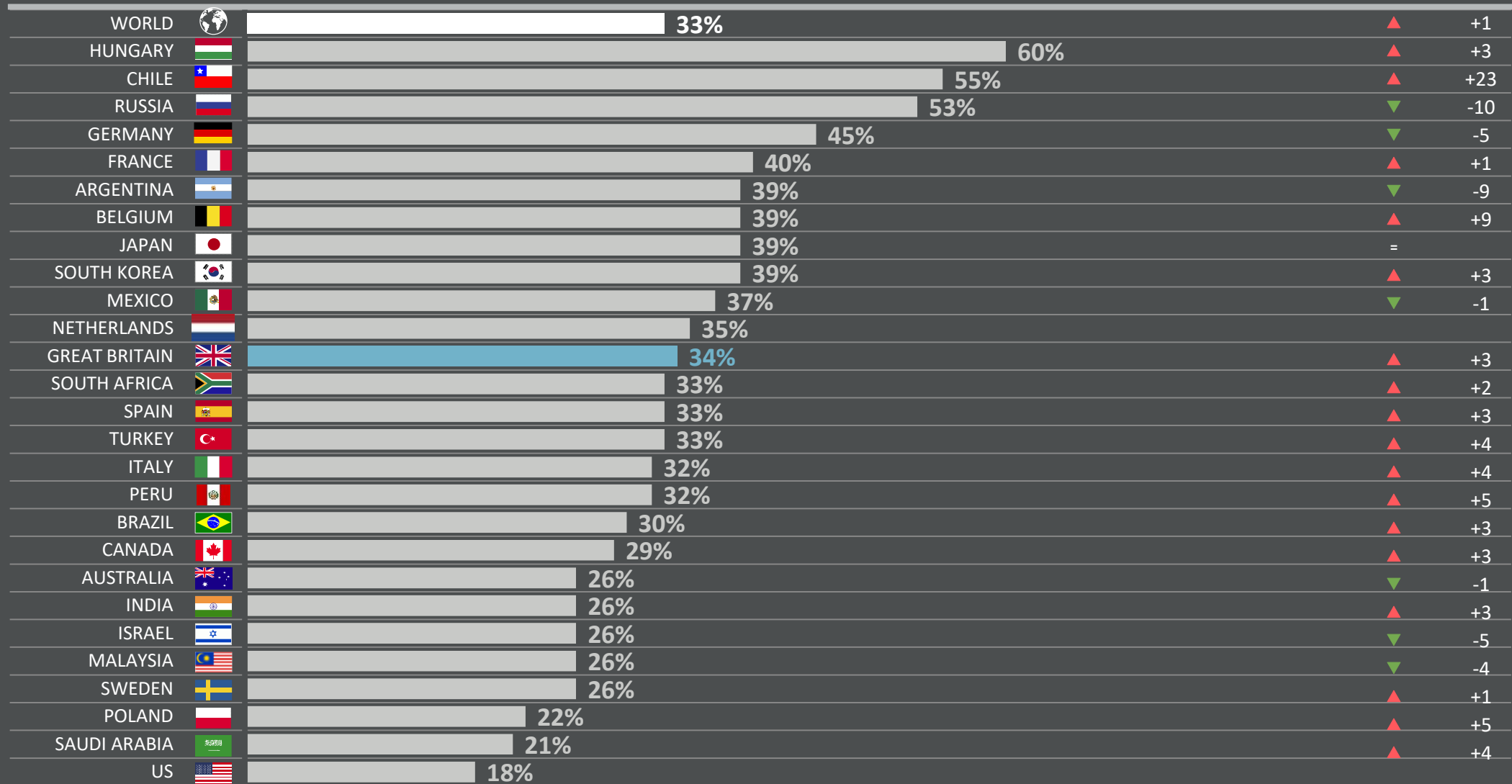
## 3 | POVERTY &amp; SOCIAL INEQUALITY

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

% change compared  
with previous month:

(% ) worried in November 2019 in each country

Oct 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

Source: Global Advisor



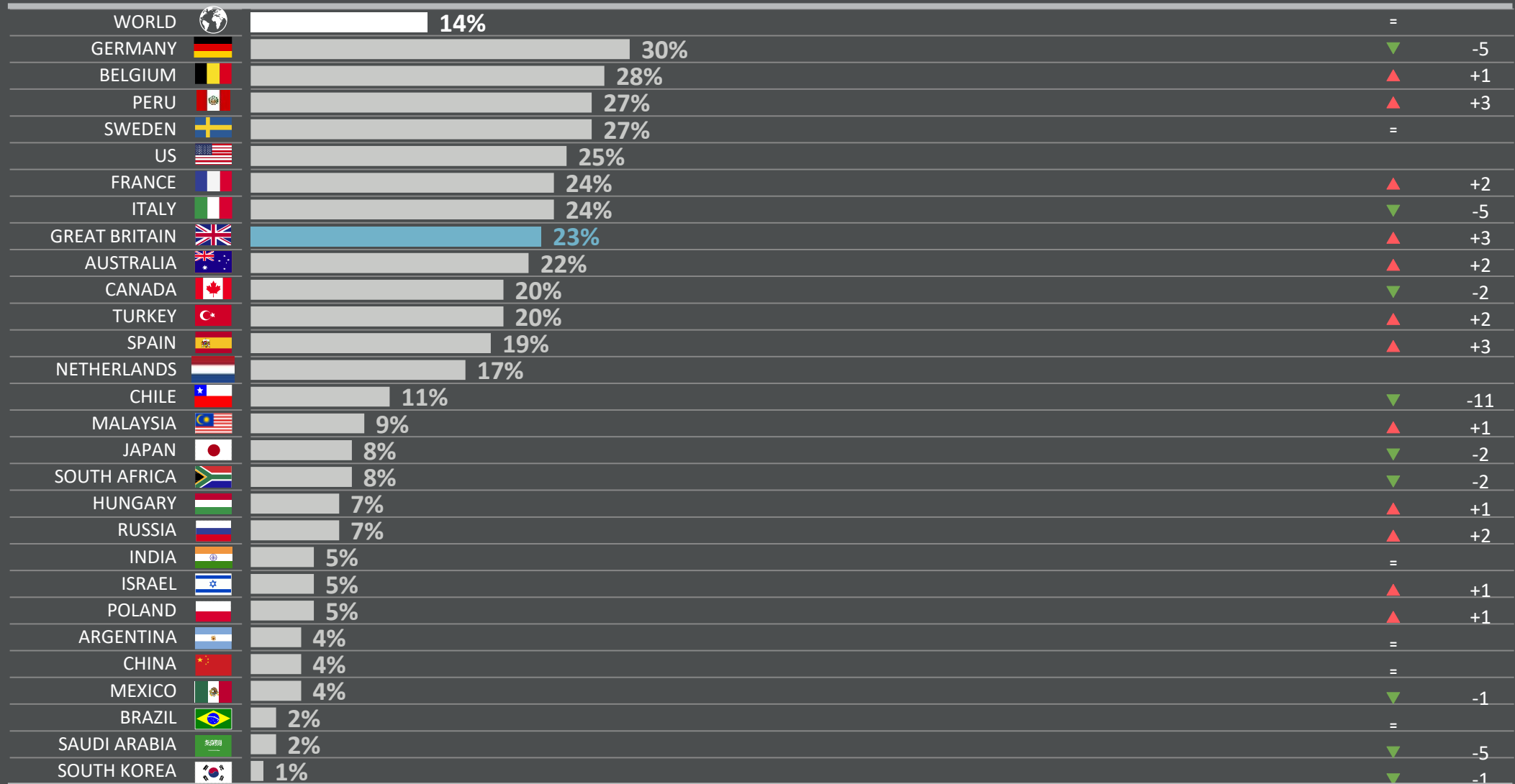
## 4 | IMMIGRATION CONTROL

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

% change compared  
with previous month:

(% ) worried in November 2019 in each country

Oct 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

Source: Global Advisor






























## 5 | CLIMATE CHANGE

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

% change compared  
with previous month:

(% ) worried in November 2019 in each country

Oct 2019

WORLD		15%	▼	-1
CANADA		34%	=	
JAPAN		31%	▲	+5
AUSTRALIA		29%	▼	-6
GERMANY		28%	▼	-1
CHINA		26%	▼	-1
NETHERLANDS		24%		
US		24%		
GREAT BRITAIN		22%	▼	-3
INDIA		22%	▲	+6
POLAND		22%	▼	-7
FRANCE		21%	▼	-8
SPAIN		19%	▼	-1
BELGIUM		18%	▼	-3
SWEDEN		17%	▼	-4
ITALY		13%	▼	-1
SAUDI ARABIA		12%	▼	-2
MEXICO		9%	▼	-3
HUNGARY		8%	▲	+1
SOUTH KOREA		7%	▼	-2
ISRAEL		6%	▼	-2
CHILE		5%	▼	-18
MALAYSIA		5%	▲	+2
PERU		5%	▼	-1
SOUTH AFRICA		5%	▲	+1
ARGENTINA		4%	▲	+1
BRAZIL		3%	=	
RUSSIA		3%	=	
TURKEY		3%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

Source: Global Advisor



# WORLD WORRIES

## COUNTRY COMPARISON

Country comparison of all 17 concerns

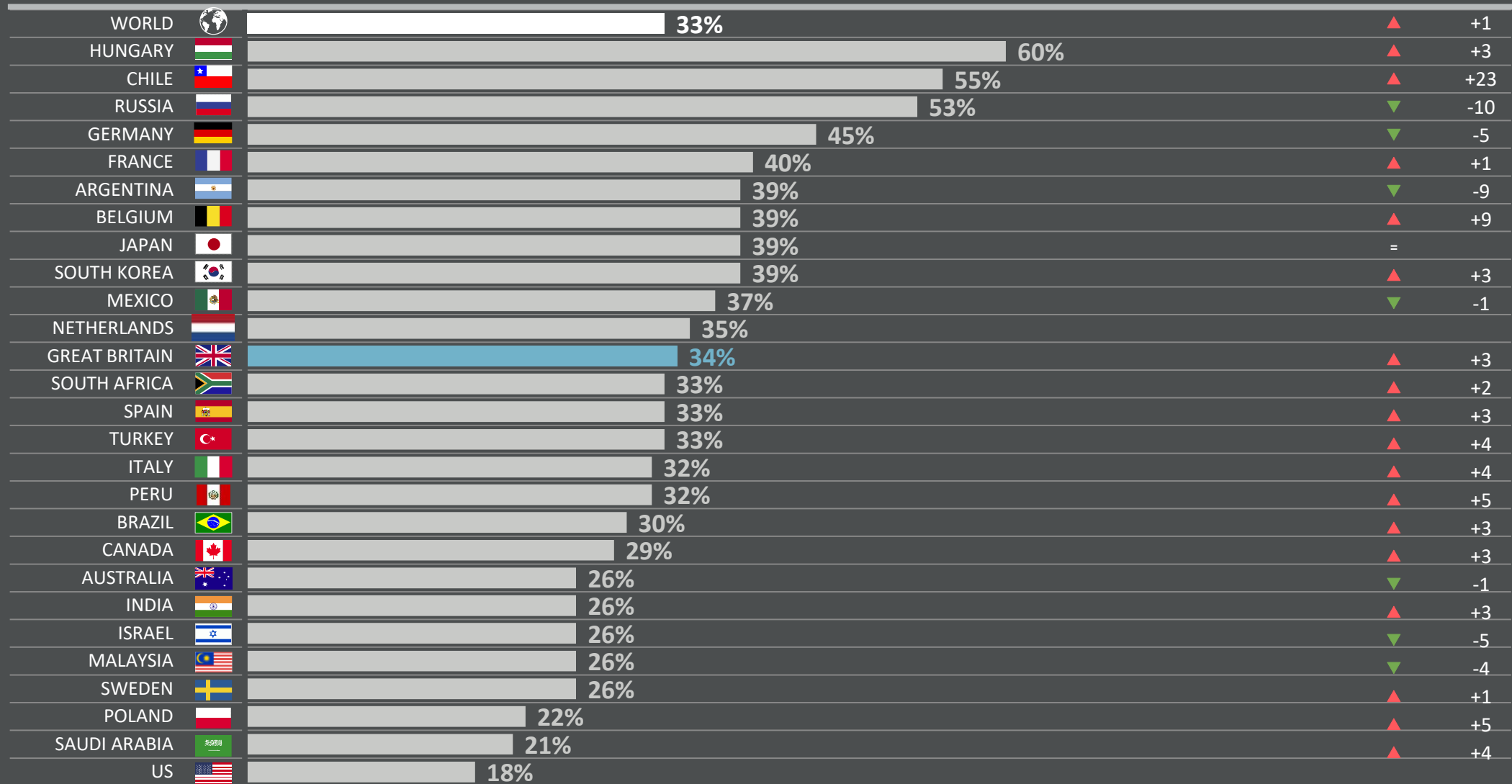
## 1 | POVERTY &amp; SOCIAL INEQUALITY

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

% change compared  
with previous month:

(% ) worried in November 2019 in each country

Oct 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

Source: Global Advisor

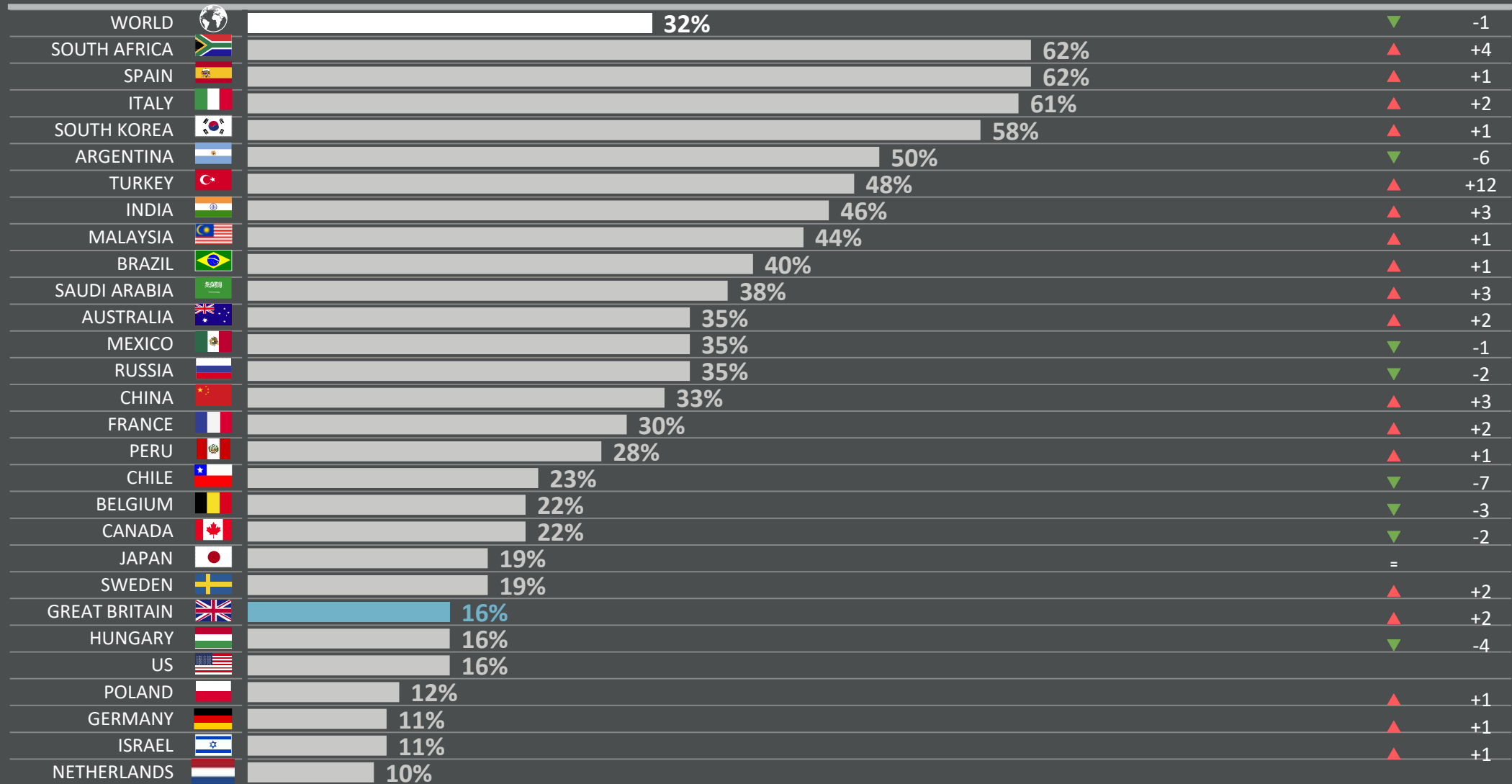
## 2 | UNEMPLOYMENT AND JOBS

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

% change compared  
with previous month:

(% ) worried in November 2019 in each country

Oct 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

Source: Global Advisor

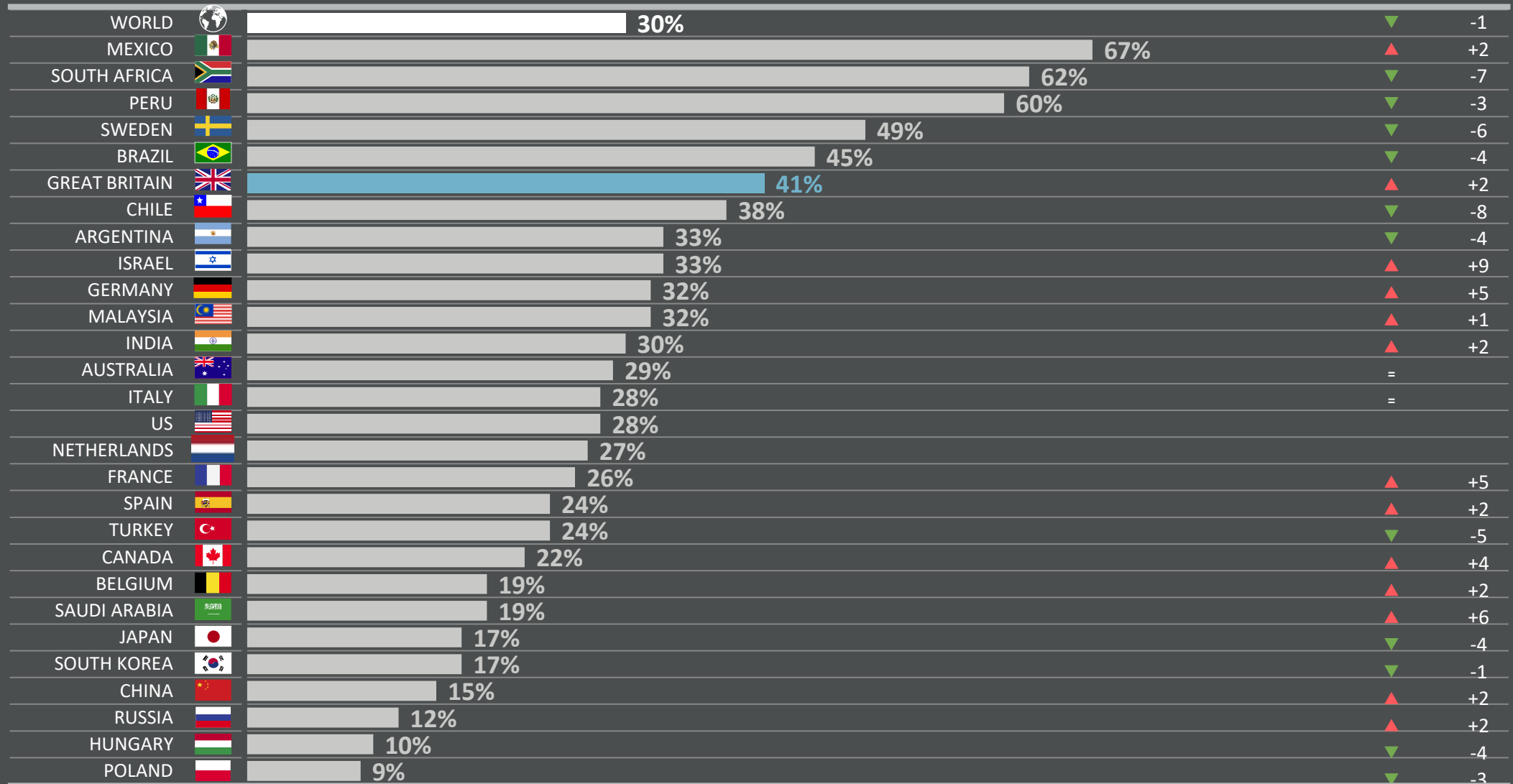
## 3 | CRIME &amp; VIOLENCE

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

% change compared with previous month:

(% ) worried in November 2019 in each country

Oct 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

Source: Global Advisor

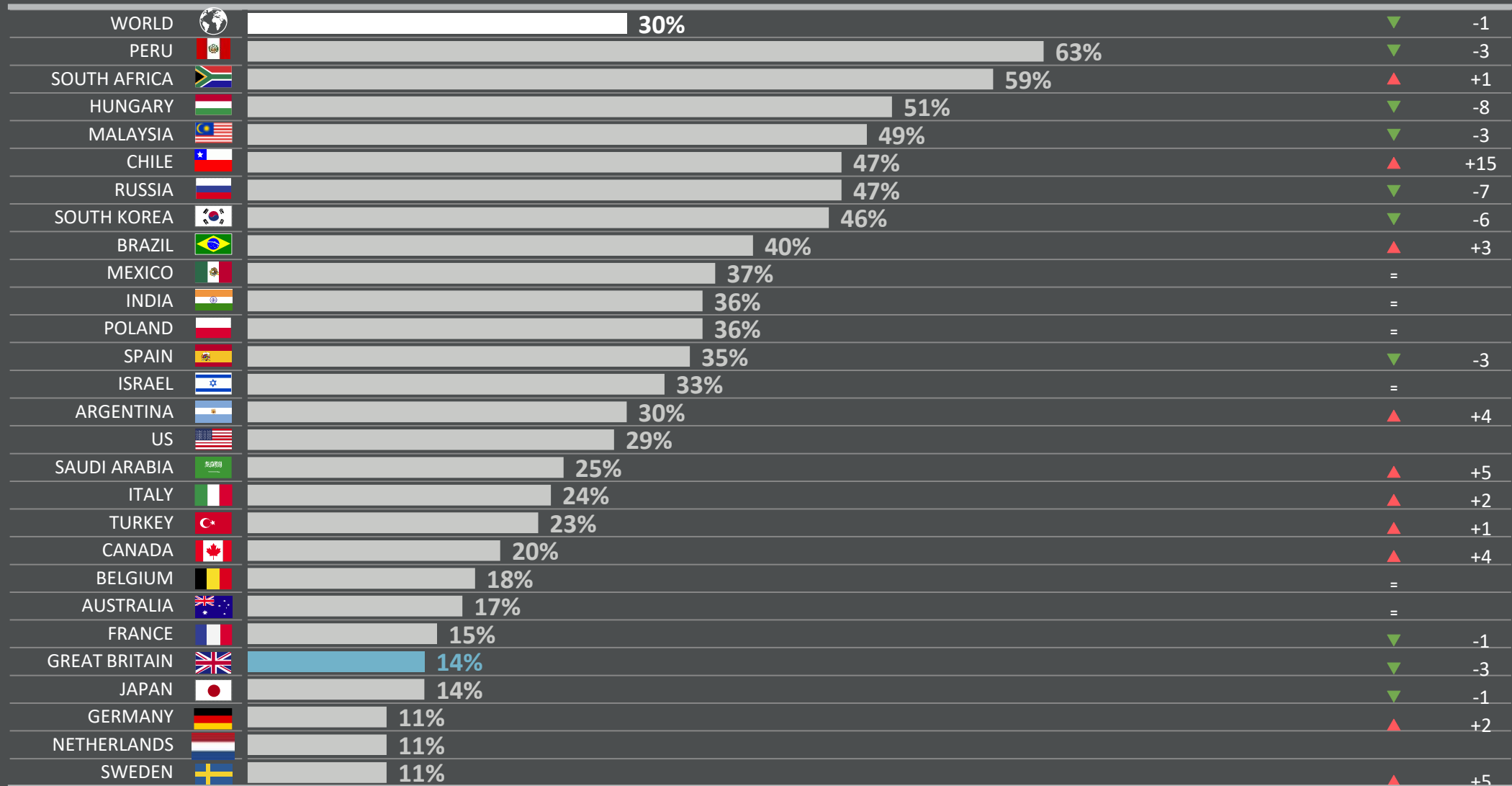
## 4 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared  
with previous month:

(% ) worried in November 2019 in each country

Oct 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

Source: Global Advisor

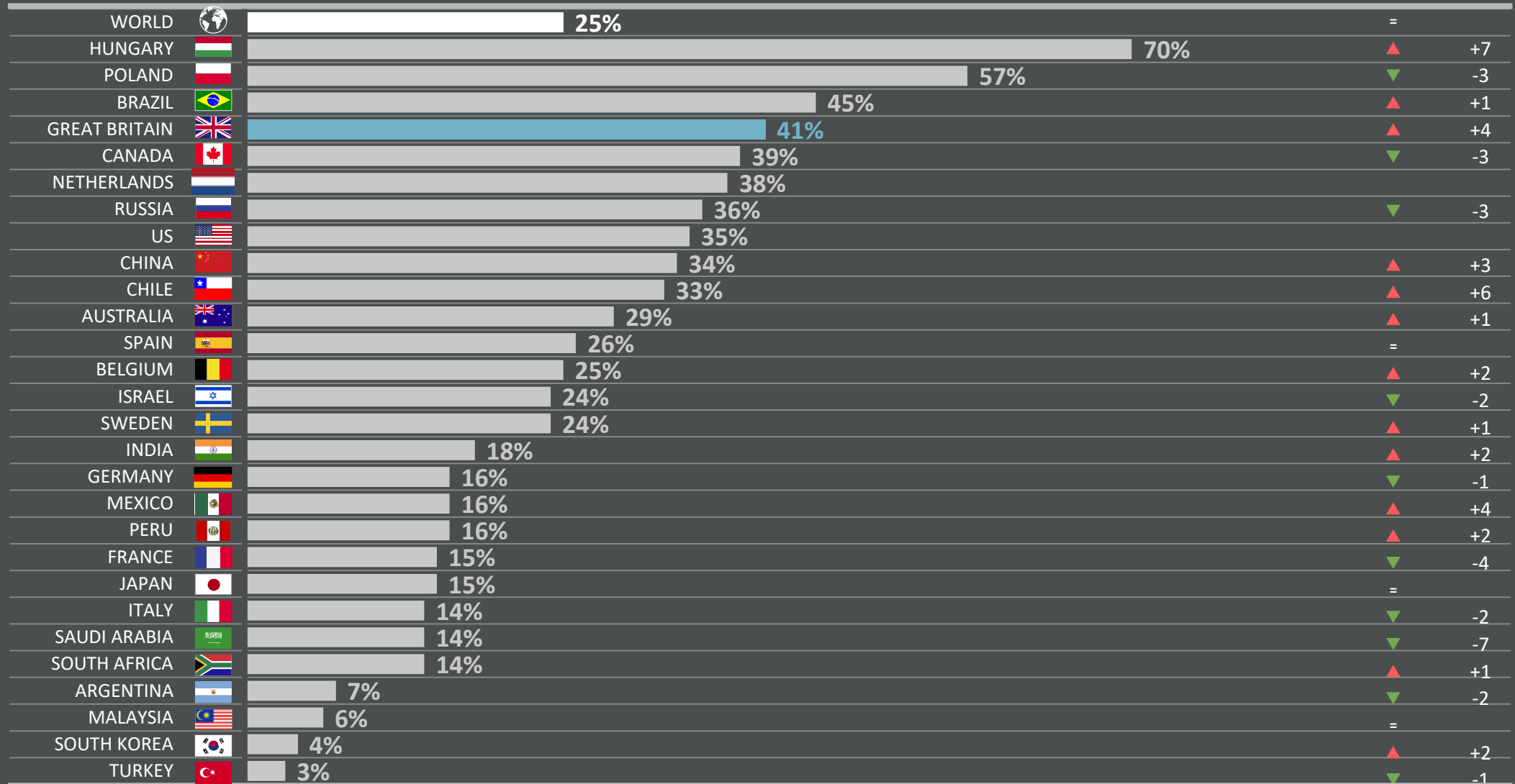
## 5 | HEALTHCARE

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

% change compared  
with previous month:

(% ) worried in November 2019 in each country

Oct 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

Source: Global Advisor



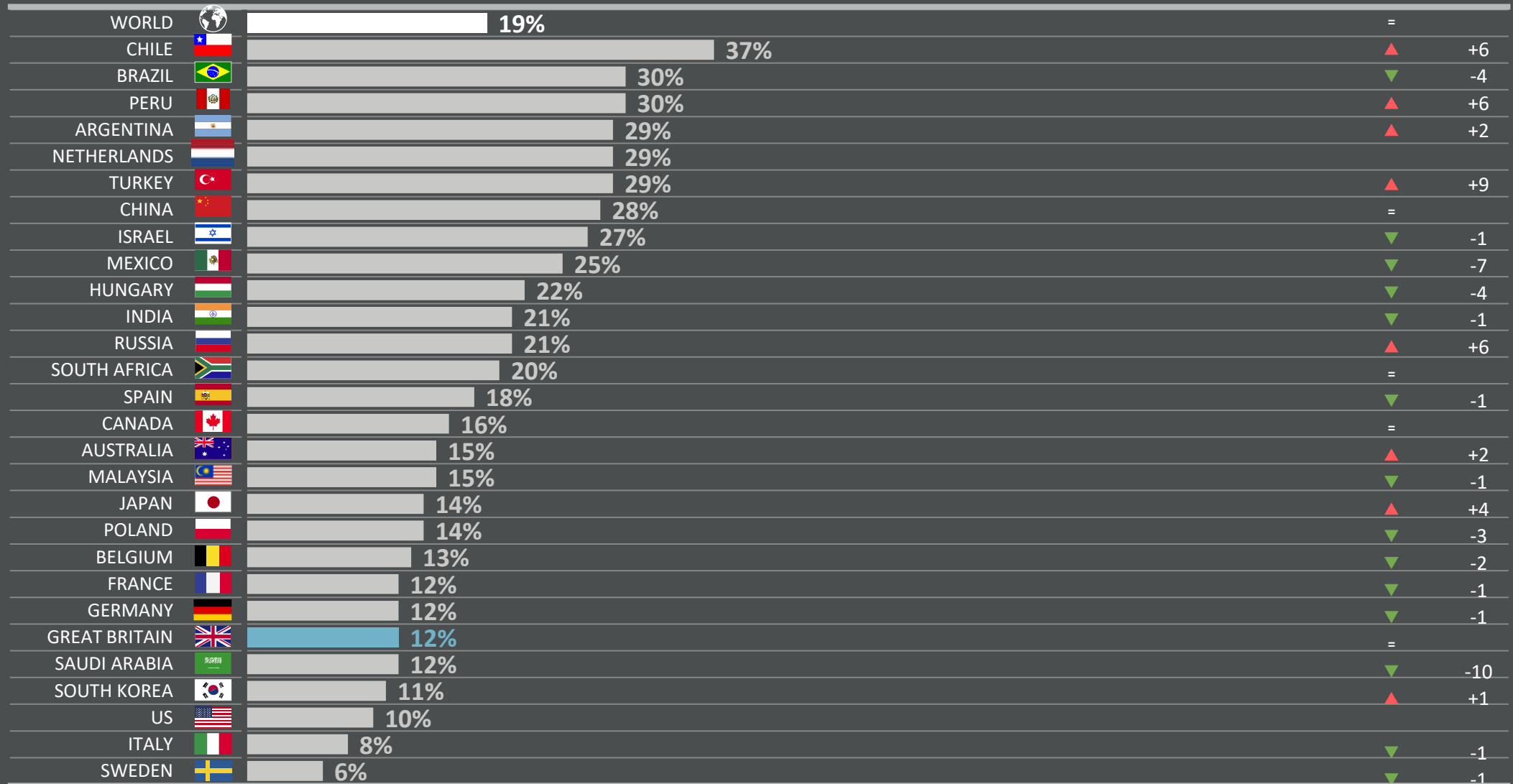
## 6 | EDUCATION

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

% change compared  
with previous month:

(% ) worried in November 2019 in each country

Oct 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

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 November 2019 in each country

Oct 2019

WORLD		18%	▲	+2
ITALY		36%	=	
BELGIUM		35%	=	
CANADA		35%	▲	+2
TURKEY		29%	▲	+3
JAPAN		27%	▼	-5
SAUDI ARABIA		27%	▲	+8
FRANCE		26%	▲	+1
POLAND		23%	▲	+4
ISRAEL		22%	▼	-1
RUSSIA		20%	▲	+2
AUSTRALIA		18%	▲	+2
ARGENTINA		17%	▼	-1
NETHERLANDS		17%		
SOUTH KOREA		16%	=	
US		16%		
BRAZIL		14%	▲	+2
INDIA		14%	=	
MALAYSIA		13%	▼	-1
CHILE		12%	▲	+6
MEXICO		12%	▲	+2
SWEDEN		12%	▼	-3
GERMANY		11%	=	
SPAIN		11%	▼	-1
GREAT BRITAIN		10%	▲	+2
SOUTH AFRICA		8%	▲	+2
HUNGARY		7%	▲	+1
PERU		4%	▲	+1

Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

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 November 2019 in each country

Oct 2019

WORLD		15%	▼	-1
CANADA		34%	=	
JAPAN		31%	▲	+5
AUSTRALIA		29%	▼	-6
GERMANY		28%	▼	-1
CHINA		26%	▼	-1
NETHERLANDS		24%		
US		24%		
GREAT BRITAIN		22%	▼	-3
INDIA		22%	▲	+6
POLAND		22%	▼	-7
FRANCE		21%	▼	-8
SPAIN		19%	▼	-1
BELGIUM		18%	▼	-3
SWEDEN		17%	▼	-4
ITALY		13%	▼	-1
SAUDI ARABIA		12%	▼	-2
MEXICO		9%	▼	-3
HUNGARY		8%	▲	+1
SOUTH KOREA		7%	▼	-2
ISRAEL		6%	▼	-2
CHILE		5%	▼	-18
MALAYSIA		5%	▲	+2
PERU		5%	▼	-1
SOUTH AFRICA		5%	▲	+1
ARGENTINA		4%	▲	+1
BRAZIL		3%	=	
RUSSIA		3%	=	
TURKEY		3%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

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 November 2019 in each country

Oct 2019

WORLD		14%	=	
GERMANY		30%	▼	-5
BELGIUM		28%	▲	+1
PERU		27%	▲	+3
SWEDEN		27%	=	
US		25%		
FRANCE		24%	▲	+2
ITALY		24%	▼	-5
GREAT BRITAIN		23%	▲	+3
AUSTRALIA		22%	▲	+2
CANADA		20%	▼	-2
TURKEY		20%	▲	+2
SPAIN		19%	▲	+3
NETHERLANDS		17%		
CHILE		11%	▼	-11
MALAYSIA		9%	▲	+1
JAPAN		8%	▼	-2
SOUTH AFRICA		8%	▼	-2
HUNGARY		7%	▲	+1
RUSSIA		7%	▲	+2
INDIA		5%	=	
ISRAEL		5%	▲	+1
POLAND		5%	▲	+1
ARGENTINA		4%	=	
CHINA		4%	=	
MEXICO		4%	▼	-1
BRAZIL		2%	=	
SAUDI ARABIA		2%	▼	-5
SOUTH KOREA		1%	▼	-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

Source: Global Advisor

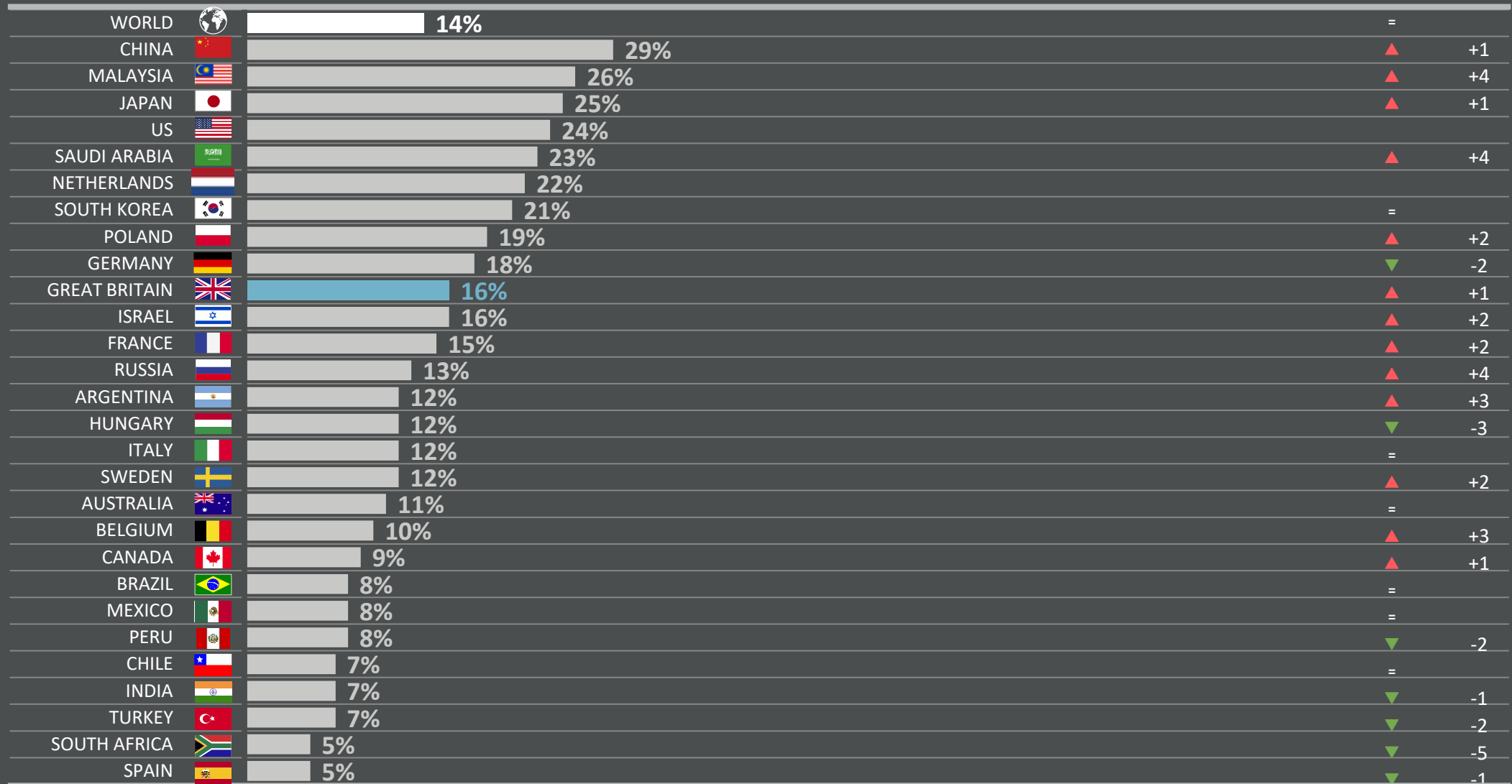
## 10 | MORAL DECLINE

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

% change compared  
with previous month:

(% ) worried in November 2019 in each country

Oct 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

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 November 2019 in each country

Oct 2019

WORLD		13%	▼	-1
CHINA		38%	=	
FRANCE		18%	▼	-6
NETHERLANDS		18%		
AUSTRALIA		17%	▼	-2
GERMANY		17%	▼	-3
POLAND		17%	▼	-13
INDIA		15%	▼	-4
SOUTH KOREA		15%	▲	+1
SWEDEN		15%	=	
BRAZIL		14%	▲	+1
MEXICO		14%	▼	-3
US		14%		
BELGIUM		13%	▼	-2
CANADA		13%	▼	-1
JAPAN		13%	▼	-1
MALAYSIA		13%	▼	-1
RUSSIA		13%	▲	+4
GREAT BRITAIN		12%	▼	-2
HUNGARY		12%	▲	+5
ISRAEL		11%	▲	+2
ITALY		11%	▼	-1
PERU		11%	▼	-3
SAUDI ARABIA		9%	▼	-2
CHILE		6%	▼	-10
SPAIN		6%	▼	-4
ARGENTINA		4%	▲	+1
SOUTH AFRICA		4%	▲	+1
TURKEY		2%	▼	-4

Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

Source: Global Advisor






























## 12 | TERRORISM

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

% change compared  
with previous month:

(% ) worried in November 2019 in each country

Oct 2019

WORLD		11%	▲	+1
ISRAEL		38%	▲	+1
TURKEY		30%	▼	-1
FRANCE		24%	▲	+3
SAUDI ARABIA		22%	▲	+5
INDIA		21%	▼	-2
US		18%		
GERMANY		17%	▲	+1
BELGIUM		15%	▼	-1
GREAT BRITAIN		15%	▲	+1
SWEDEN		13%	▼	-1
AUSTRALIA		10%	▲	+1
NETHERLANDS		10%		
MEXICO		8%	▲	+5
MALAYSIA		7%	=	
CHINA		6%	▼	-1
ITALY		6%	▲	+2
SPAIN		6%	=	
CHILE		5%	=	
HUNGARY		5%	▲	+5
JAPAN		4%	▼	-1
RUSSIA		4%	▲	+2
BRAZIL		3%	▲	+2
CANADA		3%	▼	-2
POLAND		3%	=	
PERU		3%	▼	-2
ARGENTINA		1%	=	
SOUTH AFRICA		1%	=	
SOUTH KOREA		1%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

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 November 2019 in each country

Oct 2019

WORLD		11%	=	
ARGENTINA		54%	▲	+5
CHINA		32%	▼	-3
TURKEY		30%	▼	-1
MALAYSIA		19%	▲	+1
POLAND		17%	▲	+7
RUSSIA		15%	=	
AUSTRALIA		11%	▼	-1
CANADA		11%	▼	-2
INDIA		11%	▼	-1
MEXICO		11%	▲	+2
SOUTH AFRICA		10%	▲	+3
BELGIUM		8%	▼	-1
SAUDI ARABIA		8%	▼	-4
SOUTH KOREA		8%	▲	+1
BRAZIL		7%	▼	-1
JAPAN		7%	▲	+2
FRANCE		6%	▲	+2
ISRAEL		6%	▲	+4
US		6%		
GERMANY		5%	▲	+1
GREAT BRITAIN		5%	▼	-2
ITALY		5%	▲	+1
HUNGARY		4%	▼	-1
PERU		4%	▼	-2
CHILE		3%	▼	-2
SPAIN		3%	▲	+1
NETHERLANDS		2%		
SWEDEN		2%	▼	-3

Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

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 November 2019 in each country

Oct 2019

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

Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

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 November 2019 in each country

Oct 2019

WORLD		9%	=	
JAPAN		33%	▲	+1
CHINA		26%	▼	-1
SOUTH KOREA		23%	▲	+2
SWEDEN		23%	▼	-1
POLAND		14%	▲	+3
GREAT BRITAIN		13%	=	
NETHERLANDS		12%		
SPAIN		12%	▲	+2
RUSSIA		9%	=	
BELGIUM		8%	▲	+1
AUSTRALIA		7%	▼	-2
CANADA		7%	▲	+1
ISRAEL		7%	=	
ITALY		7%	▼	-2
US		7%		
GERMANY		6%	▲	+1
HUNGARY		6%	▲	+1
SAUDI ARABIA		6%	▼	-1
MALAYSIA		5%	▲	+1
ARGENTINA		4%	▲	+1
BRAZIL		4%	▲	+1
CHILE		4%	=	
FRANCE		4%	▼	-1
INDIA		4%	▼	-1
MEXICO		4%	▼	-1
PERU		2%	▼	-1
SOUTH AFRICA		1%	=	
TURKEY		*	▼	-2

Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

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 November 2019 in each country

Oct 2019

WORLD		4%	=	
SAUDI ARABIA		19%	▲	+5
POLAND		10%	▲	+3
CHINA		8%	▼	-2
INDIA		6%	=	
MALAYSIA		5%	▲	+1
MEXICO		5%	▲	+2
NETHERLANDS		5%		
AUSTRALIA		4%	▼	-2
GERMANY		4%	▲	+1
ISRAEL		4%	▼	-3
SWEDEN		4%	▲	+1
US		4%		
GREAT BRITAIN		3%	▼	-2
HUNGARY		3%	▲	+1
ARGENTINA		2%	▲	+1
BELGIUM		2%	▼	-1
CANADA		2%	=	
CHILE		2%	▼	-5
RUSSIA		2%	=	
TURKEY		2%	▼	-1
BRAZIL		1%	=	
FRANCE		1%	▼	-1
ITALY		1%	=	
JAPAN		1%	=	
PERU		1%	=	
SOUTH AFRICA		1%	=	
SPAIN		1%	▲	+1
SOUTH KOREA		*	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

Source: Global Advisor



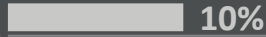



















## 17 | ACCESS TO CREDIT

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

% change compared  
with previous month:

(% ) worried in November 2019 in each country

Oct 2019

WORLD			2%	=	
CHINA			10%	▲	+3
RUSSIA			5%	▲	+1
SAUDI ARABIA			5%	▼	-2
INDIA			4%	=	
AUSTRALIA			3%	▲	+1
JAPAN			3%	▲	+1
MALAYSIA			3%	▲	+2
POLAND			3%	▲	+1
SOUTH KOREA			3%	=	
ARGENTINA			2%	=	
BELGIUM			2%	=	
HUNGARY			2%	▲	+2
MEXICO			2%	=	
SWEDEN			2%	=	
TURKEY			2%	▲	+1
BRAZIL			1%	=	
CANADA			1%	▼	-2
CHILE			1%	▼	-1
FRANCE			1%	=	
GERMANY			1%	▼	-1
GREAT BRITAIN			1%	▼	-1
ISRAEL			1%	▼	-2
ITALY			1%	▼	-2
PERU			1%	=	
NETHERLANDS			1%	=	
SOUTH AFRICA			1%	=	
SPAIN			1%	=	
US			1%		

Base: Representative sample of adults aged 16-64 in 28 participating countries. November 2019: 19,889; October 2019: 19,948.

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 19,889 adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries, were interviewed between October 25th 2019 and November 8th 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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