

WHAT WORRIES THE



January

2020

GAME CHANGERS



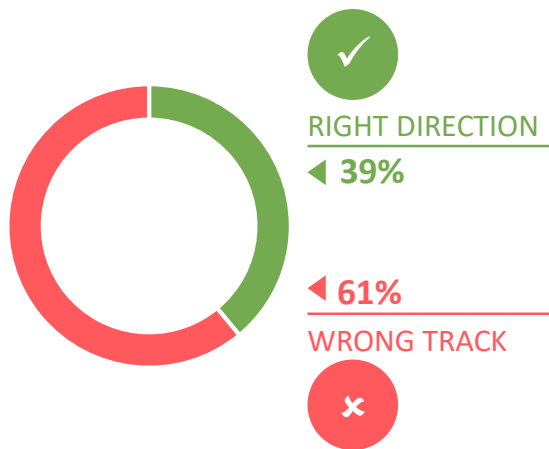
WORLD SUMMARY: JANUARY 2020

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

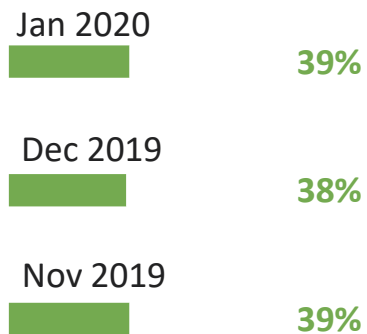
Poverty and social inequality currently occupies the top spot for global concern with 34% saying this.

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**
January 2020



RIGHT DIRECTION



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

% change compared with previous month:

Topic	Percentage	% change compared with previous month:
POVERTY & SOCIAL INEQUALITY	34%	▲ +1
UNEMPLOYMENT	31%	▼ -1
CRIME & VIOLENCE	30%	▼ -1
FINANCIAL/POLITICAL CORRUPTION	30%	▼ -1
HEALTHCARE	27%	▲ +1

Dec 2019

Base: Representative sample of adults aged 16-64 in 28 participating countries. c.18,000 per month.

Source: Global Advisor

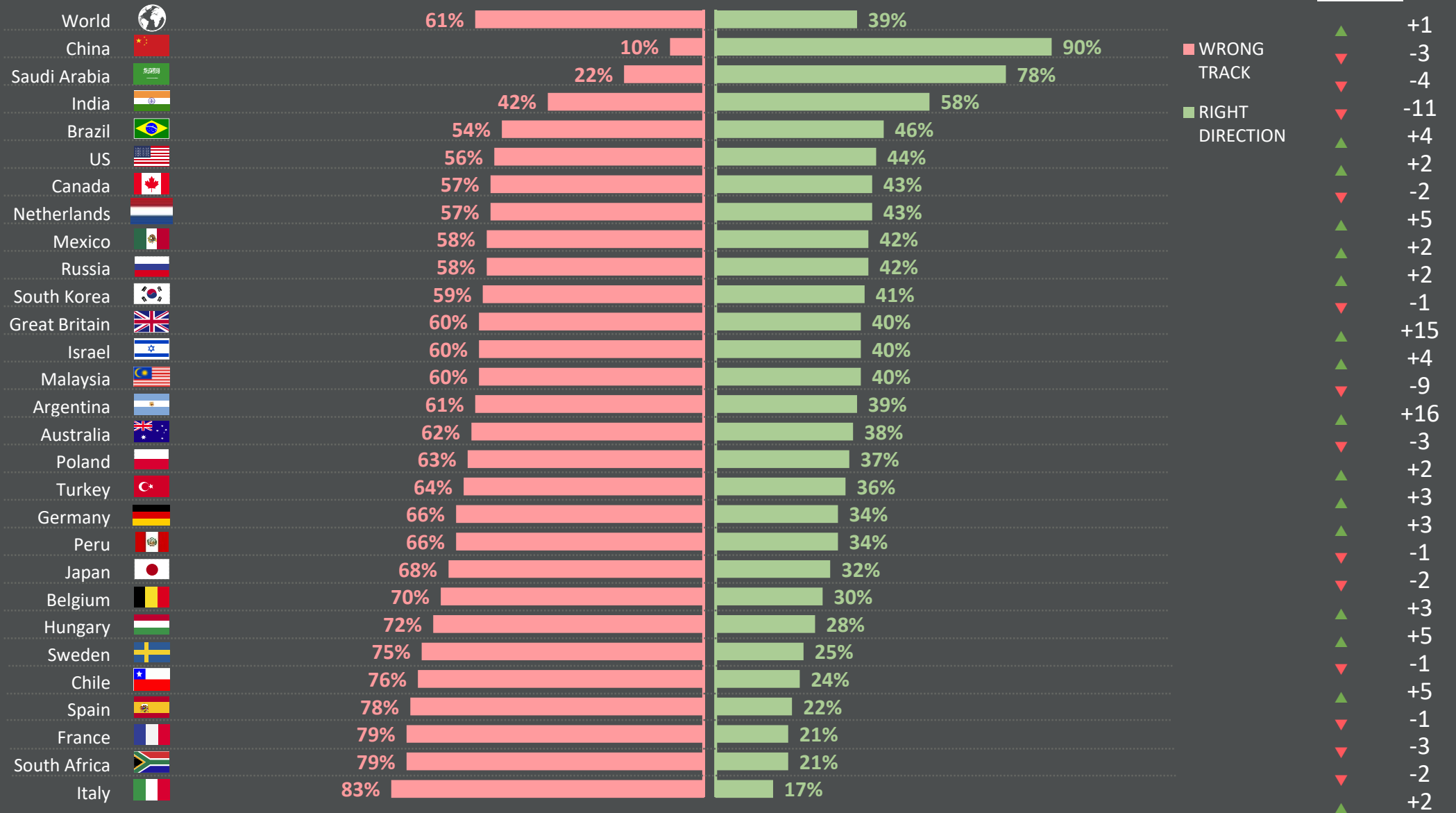
*Please note that participants in China were not shown the full list of topics for this question. Financial/political corruption, poverty and social inequality, taxes, and rise of extremism were excluded from the list shown to Chinese participants.

COUNTRY COMPARISON

RIGHT DIRECTION/WRONG TRACK

% change compared with previous month:

Dec 2019

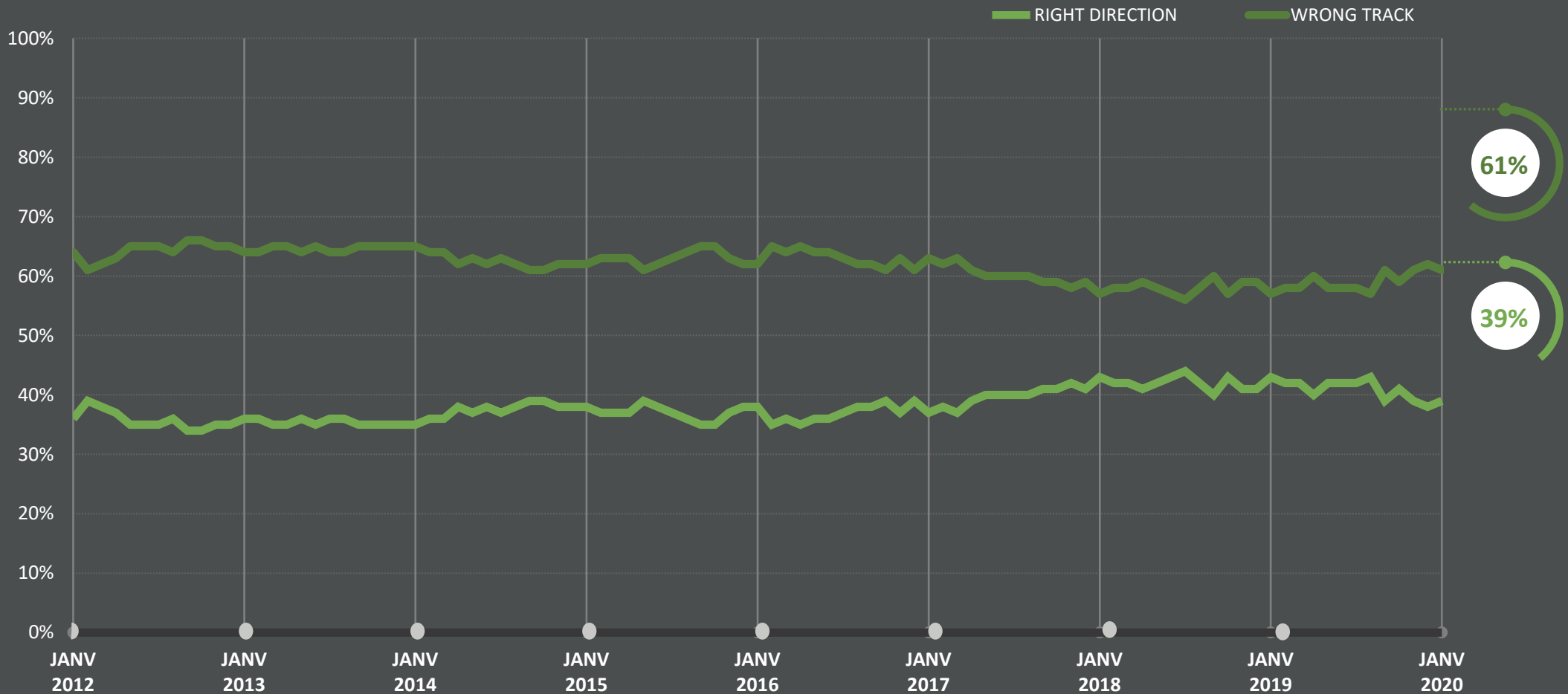


Base: Representative sample of 19,508 adults aged 16-64 in 28 participating countries, December 20th 2019 - January 3rd 2018.

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

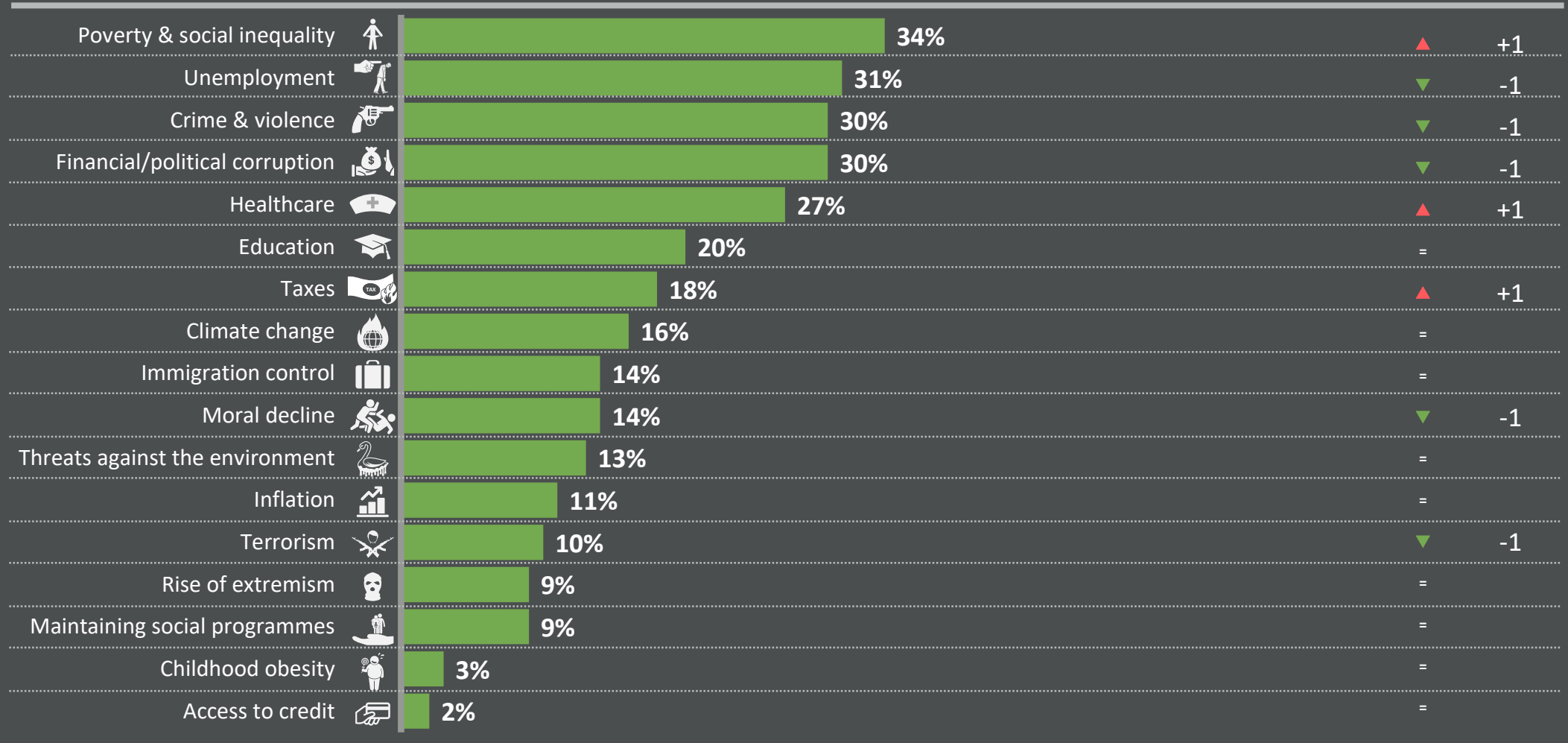
WORLD WORRIES

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

% change compared with previous month:

Mentioned in January 2020 (%)

Dec 2019



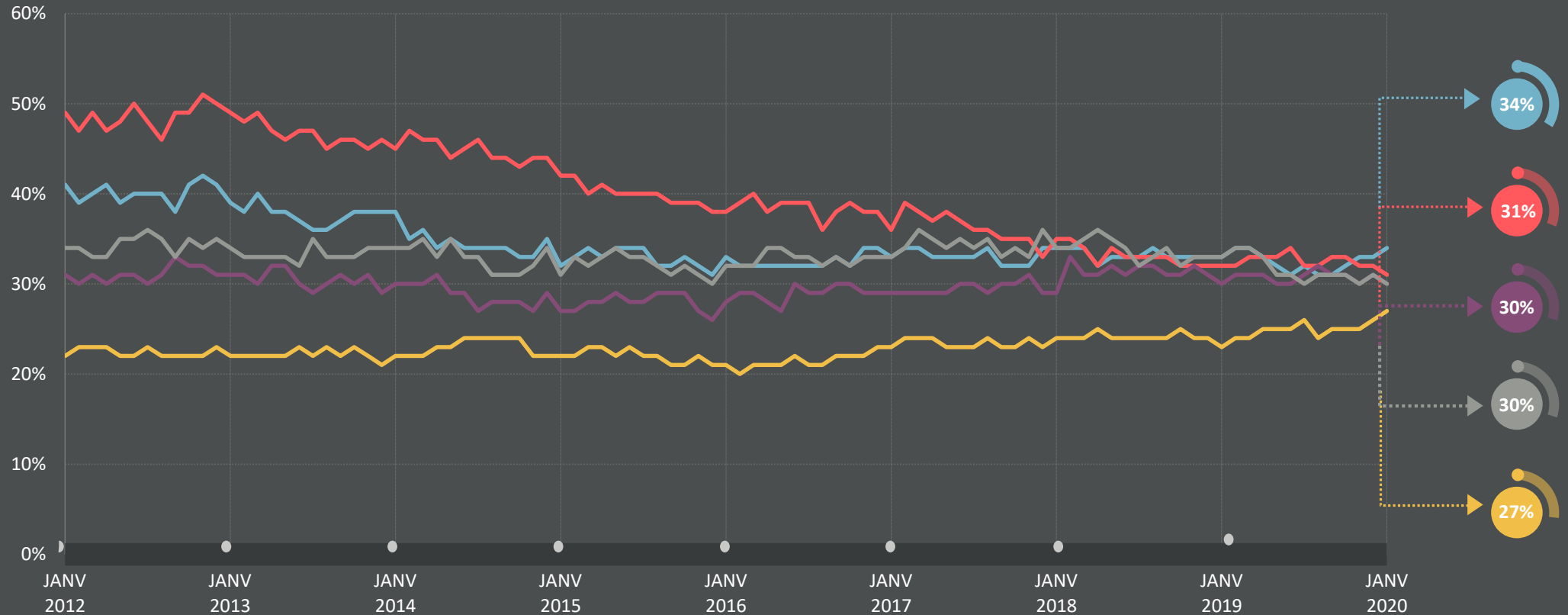
Base: Representative sample of adults aged 16-64. January 2020: 19,508; December 2019: 20,011.


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

Country comparison of all 17 concerns

WORLD WORRIES

1 | 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 January 2020 in each country

Dec 2019

Country	(%) worried in January 2020	% change compared with previous month (Dec 2019)
WORLD	34%	+1
RUSSIA	60%	-1
CHILE	55%	-1
HUNGARY	52%	+9
GERMANY	45%	+1
BELGIUM	42%	+8
FRANCE	40%	-2
SOUTH KOREA	40%	-1
ARGENTINA	39%	-6
ISRAEL	38%	+3
JAPAN	38%	=
TURKEY	37%	+6
GREAT BRITAIN	35%	-1
BRAZIL	34%	+2
MEXICO	34%	-6
NETHERLANDS	33%	+4
SPAIN	33%	=
ITALY	30%	=
SOUTH AFRICA	29%	+1
SAUDI ARABIA	28%	+6
PERU	27%	-5
CANADA	26%	-1
MALAYSIA	26%	-1
AUSTRALIA	25%	-1
INDIA	25%	=
POLAND	25%	=
SWEDEN	25%	+2
US	22%	+1

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2020: 19,508; December 2019: 20,011.

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 January 2020 in each country

Dec 2019

Country	(%) worried in January 2020	% change compared with previous month (Dec 2019)
WORLD	31%	-1
SOUTH AFRICA	62%	-1
ITALY	58%	-1
SOUTH KOREA	57%	-4
SPAIN	56%	-2
INDIA	55%	+11
TURKEY	47%	+4
ARGENTINA	43%	-2
MALAYSIA	42%	+2
MEXICO	40%	+2
CHINA	38%	+1
CHILE	36%	+6
BRAZIL	33%	-6
SAUDI ARABIA	33%	-4
RUSSIA	31%	-3
AUSTRALIA	29%	-1
CANADA	27%	+2
PERU	27%	+2
FRANCE	26%	-2
BELGIUM	20%	-2
JAPAN	18%	=
SWEDEN	18%	+1
ISRAEL	16%	+3
GREAT BRITAIN	15%	+2
US	13%	=
HUNGARY	11%	-5
POLAND	11%	-2
GERMANY	9%	-5
NETHERLANDS	7%	-2

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2020: 19,508; December 2019: 20,011.

Source: Global Advisor

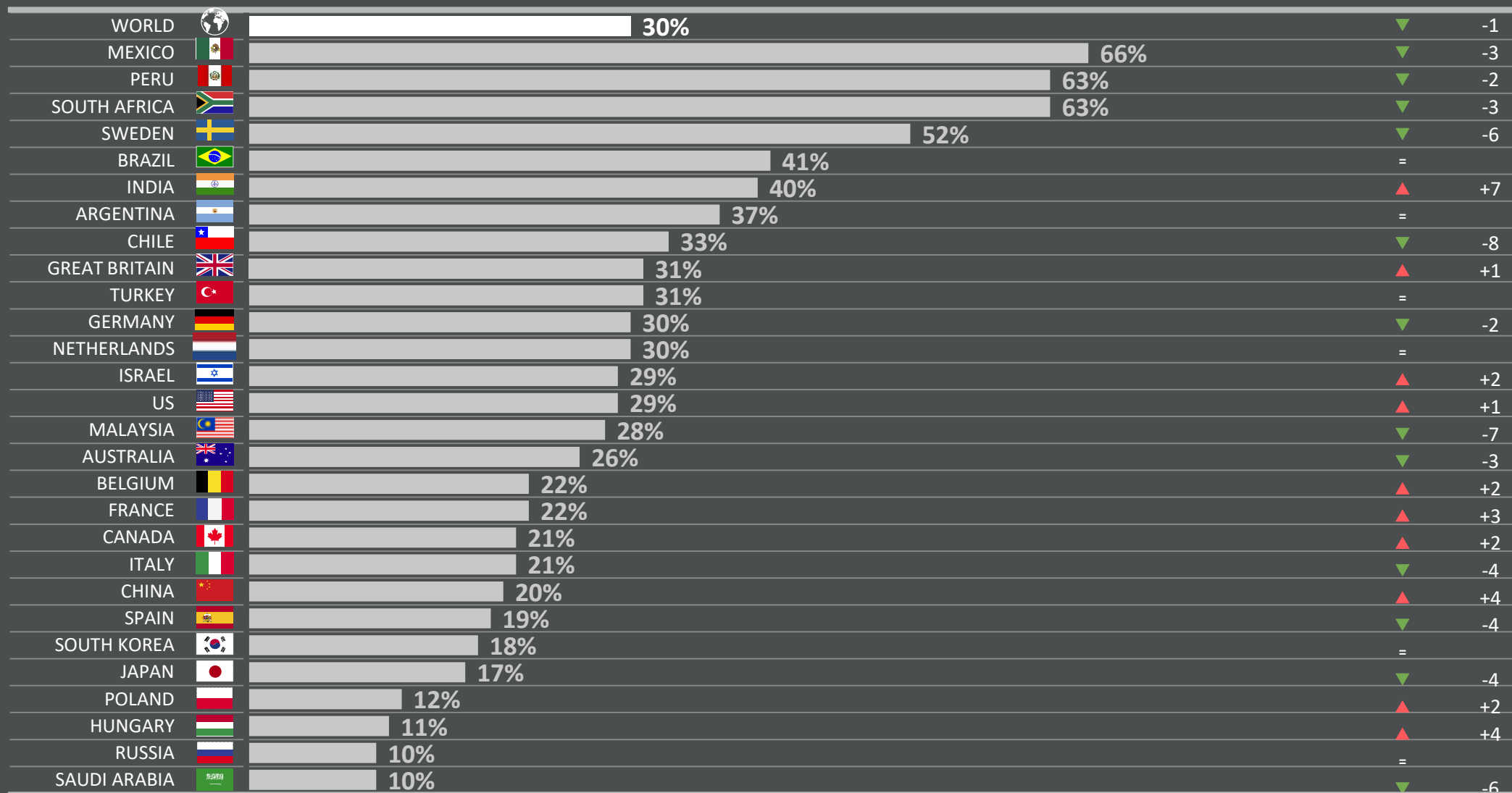
3 | CRIME & VIOLENCE

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

% change compared with previous month:

(%) worried in January 2020 in each country

Dec 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2020: 19,508; December 2019: 20,011.

Source: Global Advisor

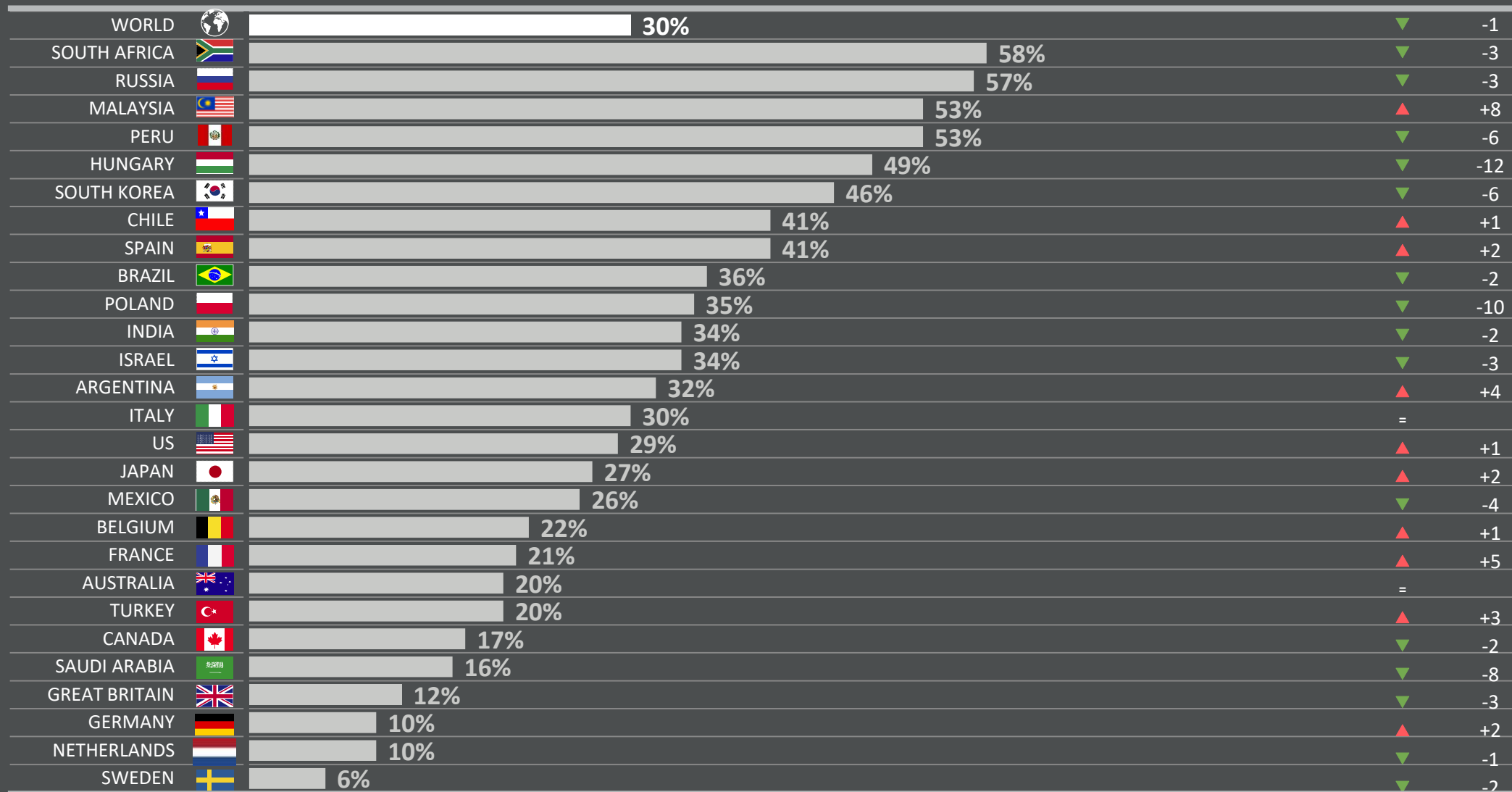
4 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared with previous month:

(%) worried in January 2020 in each country

Dec 2019



Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2020: 19,508; December 2019: 20,011.

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 January 2020 in each country

Dec 2019

Country	(%) worried in January 2020	% change compared with previous month (Dec 2019)
WORLD	27%	+1
HUNGARY	76%	+8
POLAND	55%	-7
GREAT BRITAIN	47%	=
BRAZIL	44%	+1
CANADA	41%	=
CHINA	40%	+8
NETHERLANDS	40%	+1
ISRAEL	38%	+5
US	38%	+2
RUSSIA	37%	+1
CHILE	30%	+1
AUSTRALIA	26%	-2
SPAIN	26%	=
SWEDEN	25%	+1
ITALY	22%	+5
FRANCE	19%	-1
BELGIUM	18%	-2
GERMANY	18%	+4
MEXICO	17%	+4
JAPAN	16%	=
PERU	14%	-5
SAUDI ARABIA	13%	-2
SOUTH AFRICA	13%	-1
INDIA	11%	-6
ARGENTINA	10%	+3
MALAYSIA	7%	-1
SOUTH KOREA	4%	+3
TURKEY	3%	-1

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2020: 19,508; December 2019: 20,011.

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 January 2020 in each country

Dec 2019

Country	Jan 2020 (%)	Dec 2019 (%)	% Change
WORLD	20%	=	=
CHILE	38%	=	+2
ISRAEL	36%	=	=
BRAZIL	33%	=	-1
HUNGARY	32%	=	+5
PERU	30%	=	-3
MEXICO	29%	=	=
ARGENTINA	27%	=	=
CHINA	27%	=	+1
NETHERLANDS	22%	=	-6
SOUTH AFRICA	22%	=	+4
SAUDI ARABIA	21%	=	+7
SPAIN	21%	=	+4
TURKEY	20%	=	-4
CANADA	18%	=	+3
JAPAN	17%	=	+2
MALAYSIA	17%	=	=
AUSTRALIA	16%	=	+1
INDIA	16%	=	-7
RUSSIA	16%	=	=
BELGIUM	15%	=	+1
GREAT BRITAIN	13%	=	+2
US	13%	=	-2
GERMANY	12%	=	-2
FRANCE	11%	=	-2
POLAND	11%	=	-3
ITALY	10%	=	=
SWEDEN	10%	=	+3
SOUTH KOREA	7%	=	-3

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2020: 19,508; December 2019: 20,011.

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 January 2020 in each country

Dec 2019

Country	Jan 2020 (%)	Dec 2019 (%)	% Change
WORLD	18%		+1
SAUDI ARABIA	35%		+7
BELGIUM	34%		-1
CANADA	33%		+4
ITALY	32%		-7
FRANCE	28%		+1
POLAND	27%		+6
JAPAN	24%		-2
TURKEY	23%		=
ARGENTINA	22%		+2
ISRAEL	21%		-1
MEXICO	20%		+8
RUSSIA	20%		+4
BRAZIL	19%		+1
SOUTH KOREA	18%		-1
MALAYSIA	15%		-2
NETHERLANDS	15%		-2
SPAIN	15%		+2
AUSTRALIA	14%		=
GERMANY	14%		+2
SWEDEN	14%		+3
US	14%		-2
INDIA	10%		+1
GREAT BRITAIN	7%		-3
PERU	6%		+3
SOUTH AFRICA	6%		=
CHILE	5%		-1
HUNGARY	5%		+2

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2020: 19,508; December 2019: 20,011.

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 January 2020 in each country

Dec 2019

Country	(%) worried in January 2020	% change compared with previous month (Dec 2019)
WORLD	16%	=
AUSTRALIA	37%	+2
GERMANY	32%	+4
CANADA	29%	-4
CHINA	29%	+3
FRANCE	29%	+8
NETHERLANDS	28%	+5
JAPAN	26%	-2
GREAT BRITAIN	22%	-7
US	22%	-2
POLAND	21%	+3
BELGIUM	19%	-5
SPAIN	19%	+1
SWEDEN	15%	-2
ITALY	14%	=
INDIA	13%	-10
CHILE	12%	+4
SAUDI ARABIA	12%	+1
SOUTH KOREA	11%	+4
MEXICO	10%	+2
PERU	10%	+5
HUNGARY	8%	-2
SOUTH AFRICA	6%	+2
RUSSIA	5%	+2
BRAZIL	4%	=
ISRAEL	4%	-2
ARGENTINA	3%	-1
MALAYSIA	3%	-3
TURKEY	3%	-6

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2020: 19,508; December 2019: 20,011.

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 January 2020 in each country

Dec 2019

Country	(%) worried in January 2020	% change compared with previous month (Dec 2019)
WORLD	14%	=
GERMANY	30%	-3
US	28%	+1
BELGIUM	27%	+5
SWEDEN	26%	-7
GREAT BRITAIN	25%	+3
TURKEY	25%	+8
PERU	24%	+5
CANADA	23%	-2
ITALY	23%	+4
AUSTRALIA	21%	+3
FRANCE	20%	-1
NETHERLANDS	16%	-4
SPAIN	15%	-1
HUNGARY	11%	+1
INDIA	11%	+6
CHILE	9%	+3
JAPAN	9%	=
MALAYSIA	9%	=
SOUTH AFRICA	9%	-2
SAUDI ARABIA	8%	+2
ISRAEL	7%	+1
ARGENTINA	4%	=
CHINA	4%	-1
POLAND	4%	-2
RUSSIA	4%	-2
MEXICO	3%	-1
SOUTH KOREA	3%	+2
BRAZIL	2%	+1

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2020: 19,508; December 2019: 20,011.

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 January 2020 in each country

Dec 2019

Country	(%) worried in January 2020	% change compared with previous month (Dec 2019)
WORLD	14%	-1
CHINA	25%	-1
JAPAN	25%	-2
SAUDI ARABIA	25%	+1
US	23%	+1
MALAYSIA	22%	-2
NETHERLANDS	20%	+2
GERMANY	18%	-2
HUNGARY	18%	-4
ITALY	18%	+6
SOUTH KOREA	15%	-5
FRANCE	13%	-1
RUSSIA	13%	+1
AUSTRALIA	12%	+1
GREAT BRITAIN	12%	-4
ISRAEL	12%	-9
POLAND	12%	-8
SWEDEN	12%	+3
ARGENTINA	10%	-2
CANADA	10%	-1
MEXICO	10%	+1
INDIA	9%	+1
PERU	9%	=
TURKEY	8%	-5
BELGIUM	7%	-3
CHILE	7%	+1
SOUTH AFRICA	7%	-3
SPAIN	7%	+2
BRAZIL	6%	=

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2020: 19,508; December 2019: 20,011.

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 January 2020 in each country

Dec 2019

Country	(%) worried in January 2020	% change compared with previous month (Dec 2019)
WORLD	13%	=
CHINA	30%	=
NETHERLANDS	25%	▲ +5
AUSTRALIA	22%	▲ +2
POLAND	22%	▲ +8
GERMANY	21%	▲ +1
FRANCE	18%	▼ -3
BELGIUM	16%	▼ -2
CANADA	15%	▲ +1
MEXICO	15%	▲ +2
SOUTH KOREA	15%	▲ +2
SWEDEN	14%	▼ -7
BRAZIL	12%	▼ -2
CHILE	12%	▲ +4
GREAT BRITAIN	12%	▼ -1
INDIA	12%	▼ -6
JAPAN	12%	▼ -2
MALAYSIA	12%	▼ -1
RUSSIA	12%	▼ -2
SAUDI ARABIA	12%	=
US	11%	=
PERU	10%	▲ +2
SPAIN	9%	=
ARGENTINA	7%	▲ +4
ITALY	7%	▼ -4
ISRAEL	5%	▼ -3
HUNGARY	4%	▼ -3
SOUTH AFRICA	3%	=
TURKEY	3%	▲ +1

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2020: 19,508; December 2019: 20,011.

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 January 2020 in each country

Dec 2019

Country	Jan 2020 (%)	Dec 2019 (%)	% Change
WORLD	11%	=	=
ARGENTINA	46%	-8	▼
CHINA	30%	-4	▼
TURKEY	30%	+1	▲
MALAYSIA	22%	+3	▲
POLAND	14%	+2	▲
CANADA	13%	+2	▲
INDIA	13%	+3	▲
RUSSIA	13%	-1	▼
SAUDI ARABIA	13%	+4	▲
AUSTRALIA	10%	=	=
MEXICO	9%	=	=
PERU	9%	+2	▲
SOUTH KOREA	9%	+2	▲
BRAZIL	8%	-2	▼
BELGIUM	7%	-1	▼
SOUTH AFRICA	7%	+2	▲
GREAT BRITAIN	6%	=	=
JAPAN	6%	+1	▲
CHILE	5%	-4	▼
FRANCE	5%	=	=
HUNGARY	5%	-3	▼
GERMANY	4%	=	=
US	4%	-2	▼
ITALY	3%	-2	▼
NETHERLANDS	3%	+1	▲
ISRAEL	2%	=	=
SPAIN	2%	=	=
SWEDEN	2%	-1	▼

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2020: 19,508; December 2019: 20,011.

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 January 2020 in each country

Dec 2019

Country	(%) worried in January 2020	% change compared with previous month (Dec 2019)
WORLD	10%	-1
ISRAEL	35%	+5
INDIA	22%	+3
FRANCE	21%	-2
GREAT BRITAIN	21%	+5
TURKEY	21%	-13
US	19%	+1
SAUDI ARABIA	18%	-3
GERMANY	16%	-2
SWEDEN	15%	+1
BELGIUM	14%	-2
CHINA	13%	+5
NETHERLANDS	11%	-1
AUSTRALIA	10%	-2
MALAYSIA	6%	-4
CHILE	5%	-3
MEXICO	5%	-2
POLAND	5%	+4
PERU	5%	+1
CANADA	4%	-2
ITALY	4%	-1
JAPAN	4%	=
SPAIN	4%	-3
BRAZIL	3%	+1
RUSSIA	3%	+1
HUNGARY	2%	+2
SOUTH KOREA	2%	+1
ARGENTINA	1%	-1
SOUTH AFRICA	1%	=

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2020: 19,508; December 2019: 20,011.

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 January 2020 in each country

Dec 2019

Country	Jan 2020 (%)	Dec 2019 (%)	% Change
WORLD	9%	=	=
MALAYSIA	24%	+7	▲
GERMANY	21%	=	=
GREAT BRITAIN	19%	+5	▲
SWEDEN	18%	-1	▼
BELGIUM	17%	+2	▲
NETHERLANDS	16%	-5	▼
FRANCE	15%	=	=
US	15%	+3	▲
SOUTH KOREA	14%	+4	▲
SPAIN	14%	-3	▼
INDIA	12%	+5	▲
ITALY	11%	+1	▲
POLAND	10%	-3	▼
ISRAEL	9%	+2	▲
AUSTRALIA	7%	-2	▼
CANADA	7%	-1	▼
TURKEY	7%	-1	▼
BRAZIL	6%	-1	▼
CHILE	6%	-1	▼
HUNGARY	4%	+1	▲
JAPAN	4%	+1	▲
ARGENTINA	2%	-1	▼
MEXICO	2%	=	=
SAUDI ARABIA	2%	-3	▼
SOUTH AFRICA	2%	-1	▼
PERU	1%	-2	▼
RUSSIA	1%	-1	▼

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2020: 19,508; December 2019: 20,011.

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 January 2020 in each country

Dec 2019

Country	Jan 2020 (%)	Dec 2019 (%)	% Change
WORLD	9%	=	=
JAPAN	33%	+4	▲
SWEDEN	28%	+2	▲
SOUTH KOREA	19%	-4	▼
CHINA	17%	-7	▼
GREAT BRITAIN	14%	=	=
POLAND	13%	-1	▼
SAUDI ARABIA	12%	+4	▲
NETHERLANDS	12%	=	=
SPAIN	12%	+1	▲
AUSTRALIA	9%	-1	▼
BELGIUM	9%	+4	▲
RUSSIA	8%	+1	▲
CANADA	7%	=	=
GERMANY	6%	=	=
US	6%	-1	▼
HUNGARY	5%	=	=
ISRAEL	5%	-1	▼
MEXICO	5%	-2	▼
ARGENTINA	4%	+1	▲
ITALY	4%	-2	▼
MALAYSIA	4%	=	=
BRAZIL	3%	=	=
CHILE	3%	-2	▼
FRANCE	3%	-2	▼
INDIA	3%	-2	▼
SOUTH AFRICA	2%	+1	▲
PERU	1%	-1	▼
TURKEY	1%	=	=

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2020: 19,508; December 2019: 20,011.

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 January 2020 in each country

Dec 2019

Country	Jan 2020 (%)	Dec 2019 (%)	% Change
WORLD	3%		=
POLAND	12%		▲ +7
SAUDI ARABIA	11%		=
CHINA	7%		▼ -1
MEXICO	7%		▲ +3
AUSTRALIA	6%		▲ +1
INDIA	5%		▼ -1
NETHERLANDS	5%		▲ +1
GERMANY	4%		=
MALAYSIA	4%		=
PERU	4%		▲ +1
GREAT BRITAIN	3%		▲ +1
SWEDEN	3%		=
US	3%		=
BELGIUM	2%		=
BRAZIL	2%		▲ +1
CANADA	2%		▼ -1
ISRAEL	2%		▼ -1
RUSSIA	2%		▲ +2
SOUTH AFRICA	2%		▲ +1
SPAIN	2%		▲ +1
TURKEY	2%		=
ARGENTINA	1%		=
CHILE	1%		=
FRANCE	1%		=
HUNGARY	1%		▼ -1
JAPAN	1%		=
SOUTH KOREA	1%		▲ +1
ITALY	*		▼ -1

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2020: 19,508; December 2019: 20,011.

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 January 2020 in each country

Dec 2019

Country	Flag	Worried (%)	% change compared with previous month:
WORLD		2%	=
CHINA		10%	▲ +3
HUNGARY		4%	▲ +2
POLAND		4%	▲ +2
RUSSIA		4%	▼ -1
ARGENTINA		3%	▲ +2
AUSTRALIA		3%	▲ +1
CANADA		3%	▲ +1
ITALY		3%	▲ +1
BELGIUM		2%	▼ -1
BRAZIL		2%	▲ +1
ISRAEL		2%	=
JAPAN		2%	=
MALAYSIA		2%	=
SAUDI ARABIA		2%	▼ -5
NETHERLANDS		2%	▲ +1
SOUTH AFRICA		2%	▲ +1
SOUTH KOREA		2%	▼ -1
SWEDEN		2%	▲ +1
CHILE		1%	=
FRANCE		1%	=
GERMANY		1%	▼ -1
GREAT BRITAIN		1%	=
INDIA		1%	▼ -2
PERU		1%	▼ -1
SPAIN		1%	▼ -1
TURKEY		1%	▼ -1
US		1%	=
MEXICO		*	▼ -1

Base: Representative sample of adults aged 16-64 in 28 participating countries. January 2020: 19,508; December 2019: 20,011.

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 19,508 adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries, were interviewed between December 20th 2019 and January 3rd 2020. 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.

FOR MORE INFORMATION

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