

WHAT WORRIES THE



November 2019

GAME CHANGERS



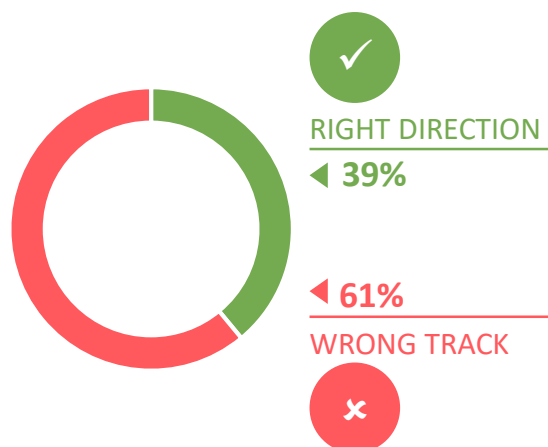
WORLD SUMMARY: NOVEMBER 2019

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

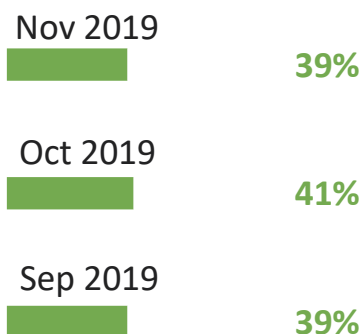
Poverty and social inequality currently occupies the top spot for global concern with 33% saying this.

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:

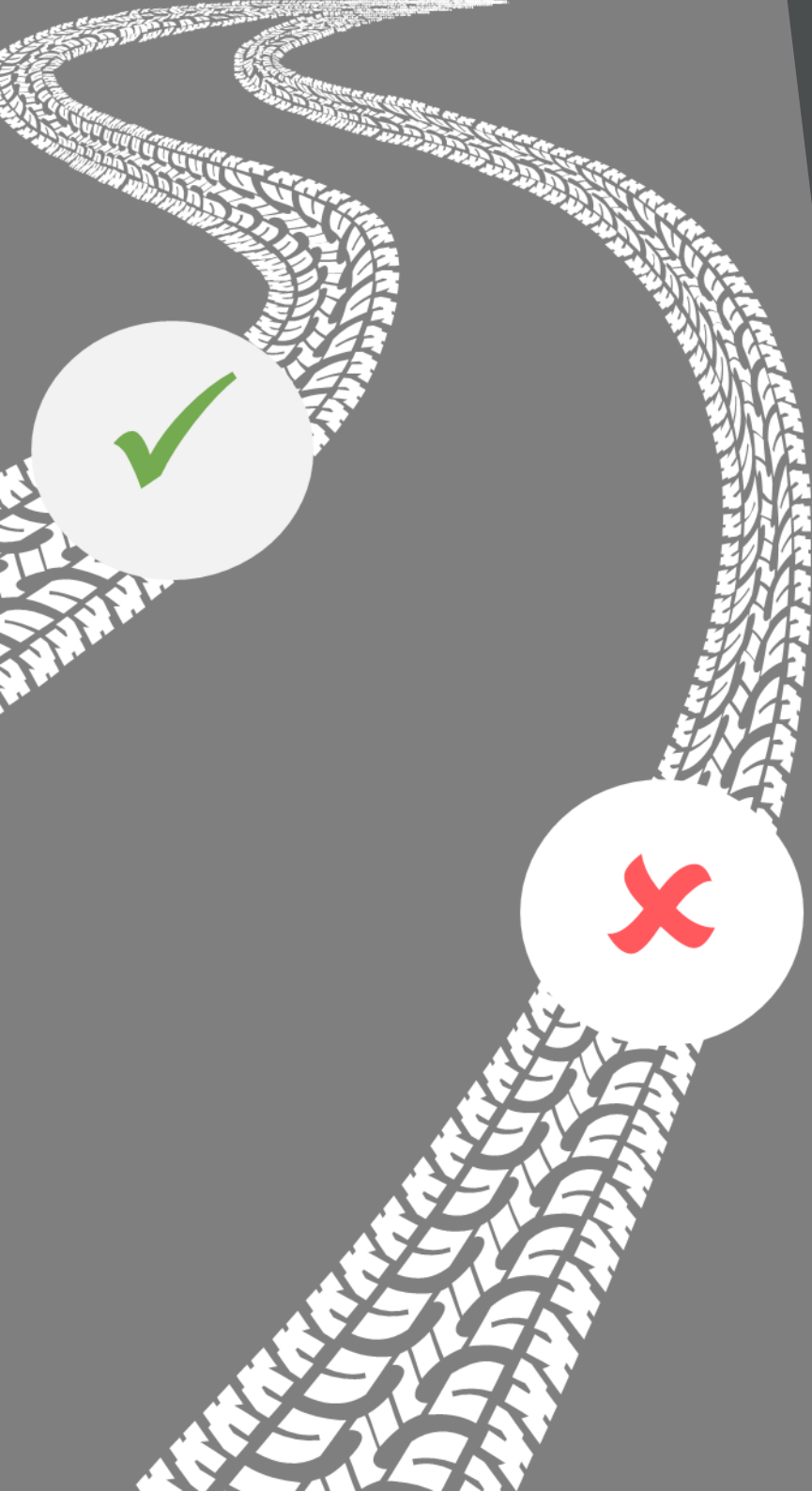
Oct 2019

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

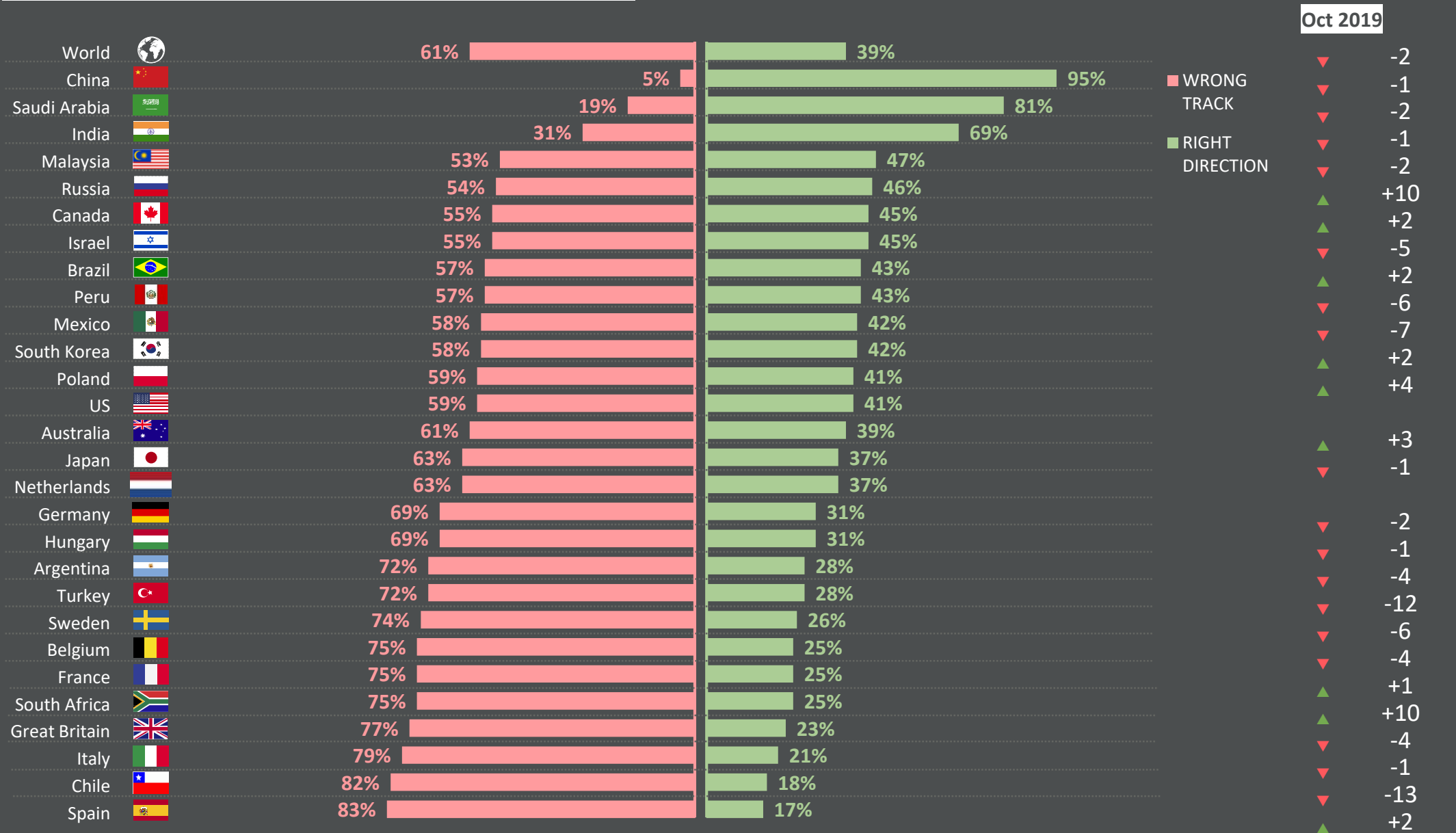
WRONG

TRACK

- Country comparisons
- Trends over time: world

COUNTRY COMPARISON

RIGHT DIRECTION/WRONG TRACK



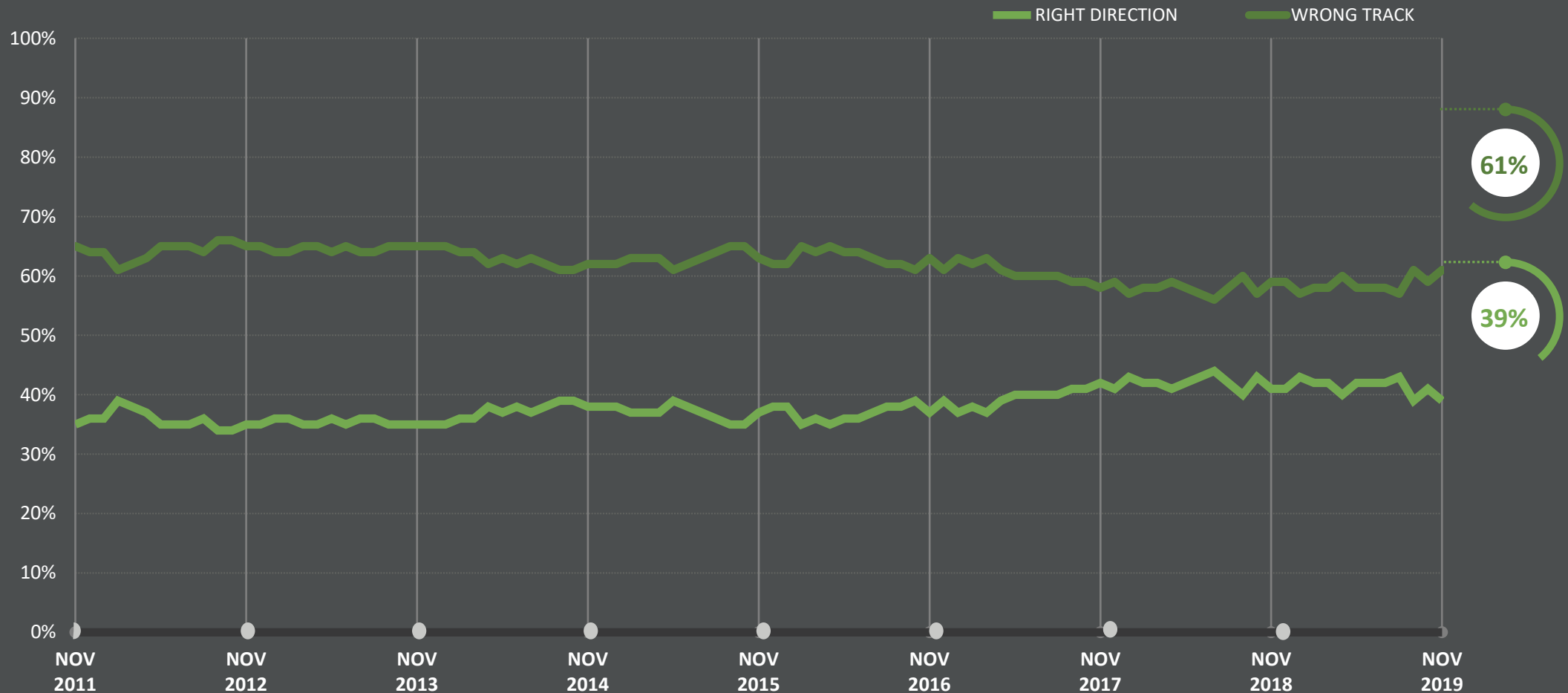
Base: Representative sample of 19,889 adults aged 16-64 in 28 participating countries, October 25th 2019 - November 8th 2018.

Source: Global Advisor

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

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

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 November 2019 in each country

Oct 2019

WORLD		33%	▲	+1
HUNGARY		60%	▲	+3
CHILE		55%	▲	+23
RUSSIA		53%	▼	-10
GERMANY		45%	▼	-5
FRANCE		40%	▲	+1
ARGENTINA		39%	▼	-9
BELGIUM		39%	▲	+9
JAPAN		39%	=	
SOUTH KOREA		39%	▲	+3
MEXICO		37%	▼	-1
NETHERLANDS		35%		
GREAT BRITAIN		34%	▲	+3
SOUTH AFRICA		33%	▲	+2
SPAIN		33%	▲	+3
TURKEY		33%	▲	+4
ITALY		32%	▲	+4
PERU		32%	▲	+5
BRAZIL		30%	▲	+3
CANADA		29%	▲	+3
AUSTRALIA		26%	▼	-1
INDIA		26%	▲	+3
ISRAEL		26%	▼	-5
MALAYSIA		26%	▼	-4
SWEDEN		26%	▲	+1
POLAND		22%	▲	+5
SAUDI ARABIA		21%	▲	+4
US		18%		

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






























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

WORLD		32%	▼	-1
SOUTH AFRICA		62%	▲	+4
SPAIN		62%	▲	+1
ITALY		61%	▲	+2
SOUTH KOREA		58%	▲	+1
ARGENTINA		50%	▼	-6
TURKEY		48%	▲	+12
INDIA		46%	▲	+3
MALAYSIA		44%	▲	+1
BRAZIL		40%	▲	+1
SAUDI ARABIA		38%	▲	+3
AUSTRALIA		35%	▲	+2
MEXICO		35%	▼	-1
RUSSIA		35%	▼	-2
CHINA		33%	▲	+3
FRANCE		30%	▲	+2
PERU		28%	▲	+1
CHILE		23%	▼	-7
BELGIUM		22%	▼	-3
CANADA		22%	▼	-2
JAPAN		19%	=	
SWEDEN		19%	▲	+2
GREAT BRITAIN		16%	▲	+2
HUNGARY		16%	▼	-4
US		16%		
POLAND		12%	▲	+1
GERMANY		11%	▲	+1
ISRAEL		11%	▲	+1
NETHERLANDS		10%		

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

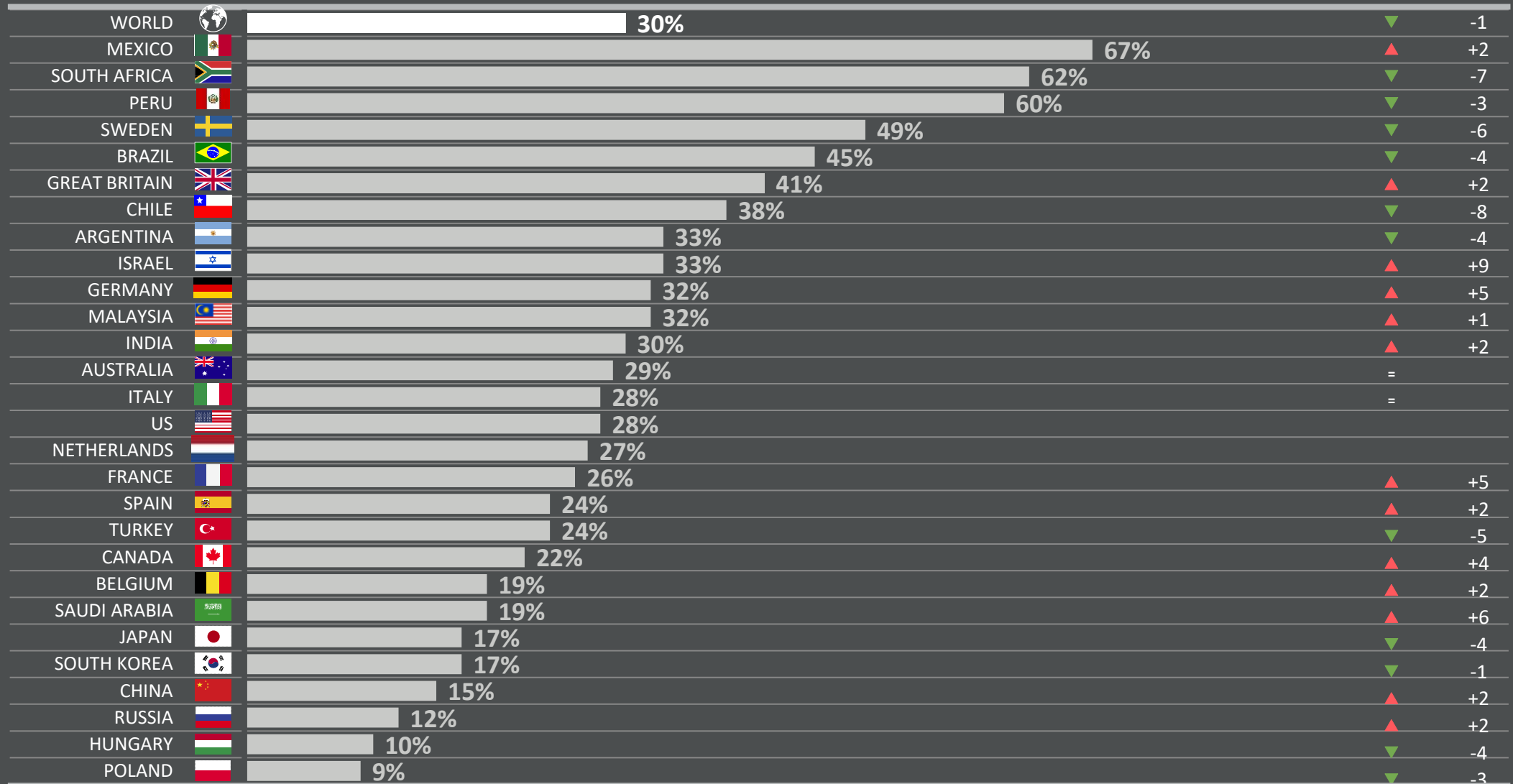
3 | CRIME & VIOLENCE

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

% change compared with previous month:

(%) worried in 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

WORLD WORRIES





























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

WORLD		30%	▼	-1
PERU		63%	▼	-3
SOUTH AFRICA		59%	▲	+1
HUNGARY		51%	▼	-8
MALAYSIA		49%	▼	-3
CHILE		47%	▲	+15
RUSSIA		47%	▼	-7
SOUTH KOREA		46%	▼	-6
BRAZIL		40%	▲	+3
MEXICO		37%	=	
INDIA		36%	=	
POLAND		36%	=	
SPAIN		35%	▼	-3
ISRAEL		33%	=	
ARGENTINA		30%	▲	+4
US		29%		
SAUDI ARABIA		25%	▲	+5
ITALY		24%	▲	+2
TURKEY		23%	▲	+1
CANADA		20%	▲	+4
BELGIUM		18%	=	
AUSTRALIA		17%	=	
FRANCE		15%	▼	-1
GREAT BRITAIN		14%	▼	-3
JAPAN		14%	▼	-1
GERMANY		11%	▲	+2
NETHERLANDS		11%		
SWEDEN		11%	▲	+5

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

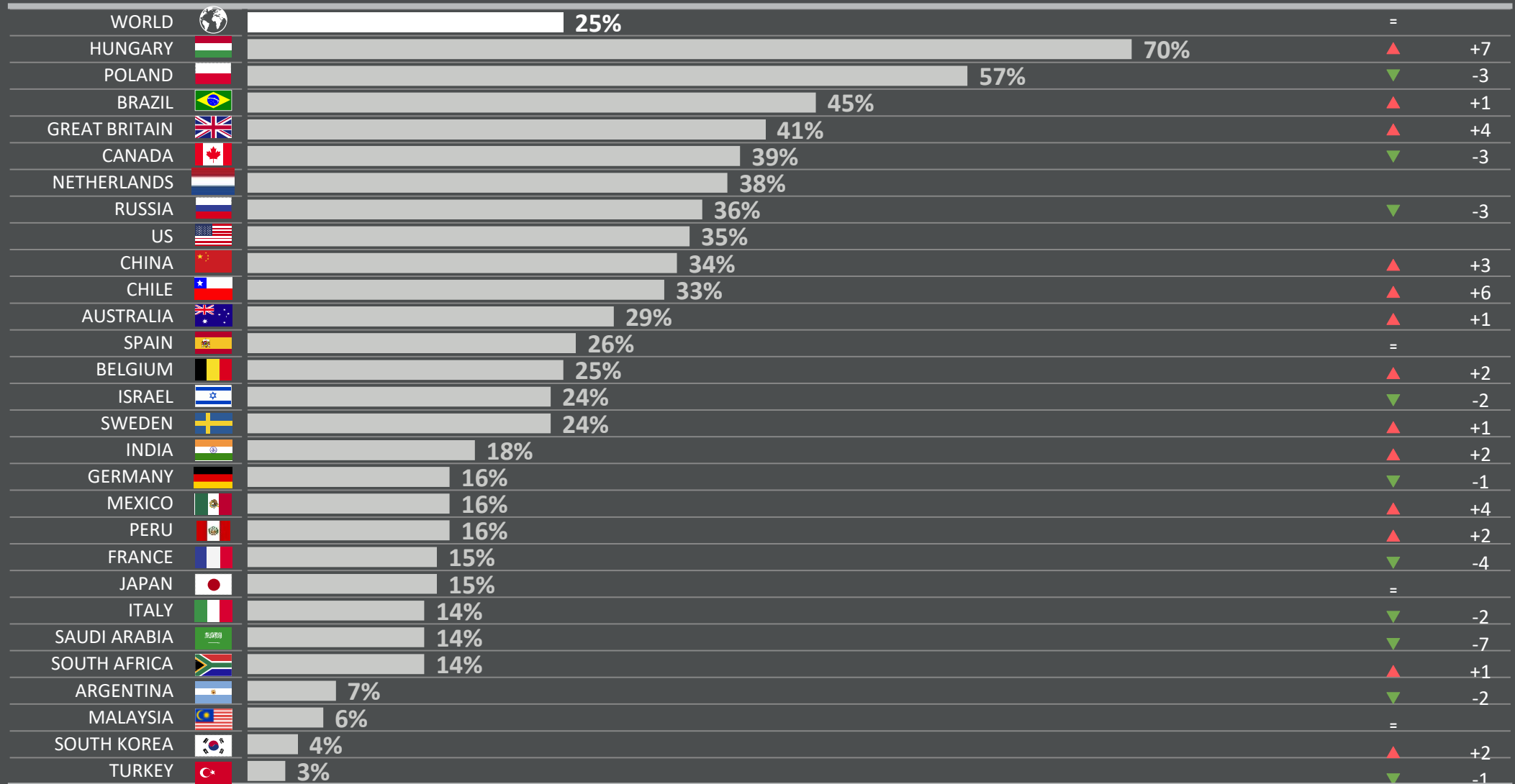
Source: Global Advisor

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

% change compared
with previous month:

(%) worried in 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

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		19%	=	
CHILE		37%	▲	+6
BRAZIL		30%	▼	-4
PERU		30%	▲	+6
ARGENTINA		29%	▲	+2
NETHERLANDS		29%		
TURKEY		29%	▲	+9
CHINA		28%	=	
ISRAEL		27%	▼	-1
MEXICO		25%	▼	-7
HUNGARY		22%	▼	-4
INDIA		21%	▼	-1
RUSSIA		21%	▲	+6
SOUTH AFRICA		20%	=	
SPAIN		18%	▼	-1
CANADA		16%	=	
AUSTRALIA		15%	▲	+2
MALAYSIA		15%	▼	-1
JAPAN		14%	▲	+4
POLAND		14%	▼	-3
BELGIUM		13%	▼	-2
FRANCE		12%	▼	-1
GERMANY		12%	▼	-1
GREAT BRITAIN		12%	=	
SAUDI ARABIA		12%	▼	-10
SOUTH KOREA		11%	▲	+1
US		10%		
ITALY		8%	▼	-1
SWEDEN		6%	▼	-1

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





























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 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

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 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

WORLD WORRIES






























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

WORLD		14%	=	
CHINA		29%	▲	+1
MALAYSIA		26%	▲	+4
JAPAN		25%	▲	+1
US		24%		
SAUDI ARABIA		23%	▲	+4
NETHERLANDS		22%		
SOUTH KOREA		21%	=	
POLAND		19%	▲	+2
GERMANY		18%	▼	-2
GREAT BRITAIN		16%	▲	+1
ISRAEL		16%	▲	+2
FRANCE		15%	▲	+2
RUSSIA		13%	▲	+4
ARGENTINA		12%	▲	+3
HUNGARY		12%	▼	-3
ITALY		12%	=	
SWEDEN		12%	▲	+2
AUSTRALIA		11%	=	
BELGIUM		10%	▲	+3
CANADA		9%	▲	+1
BRAZIL		8%	=	
MEXICO		8%	=	
PERU		8%	▼	-2
CHILE		7%	=	
INDIA		7%	▼	-1
TURKEY		7%	▼	-2
SOUTH AFRICA		5%	▼	-5
SPAIN		5%	▼	-1

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

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

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 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

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 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

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 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

WORLD WORRIES






























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

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 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

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 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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