# WHAT WORRIES THE



May

2020

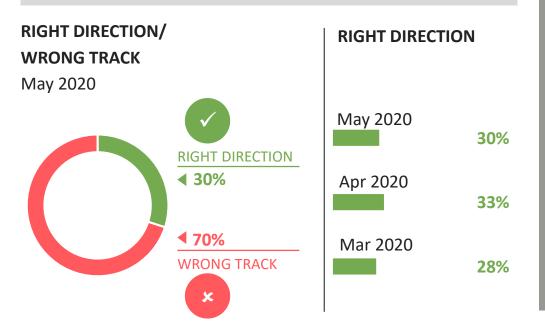


# **HUNGARY SUMMARY: MAY 2020**

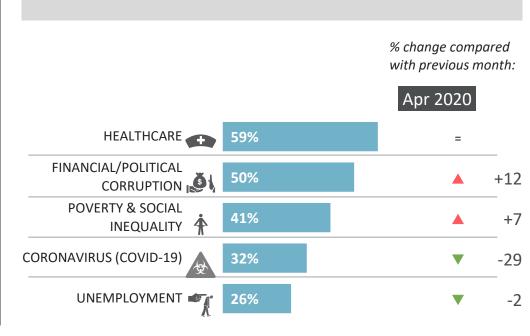
The majority (70%) of Hungarians think things in the country are on the wrong track.

Healthcare currently occupies the top spot for concern with 59% 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?



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



Base: Representative sample of Hungarian adults aged 16-74. c.500 per month Source: Global Advisor

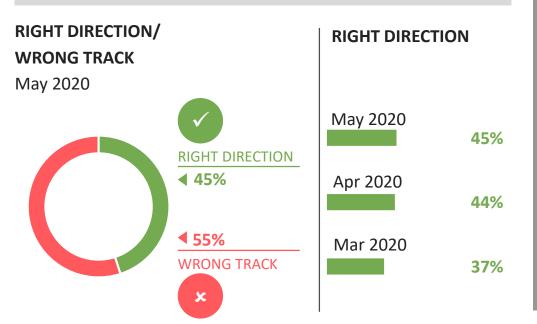


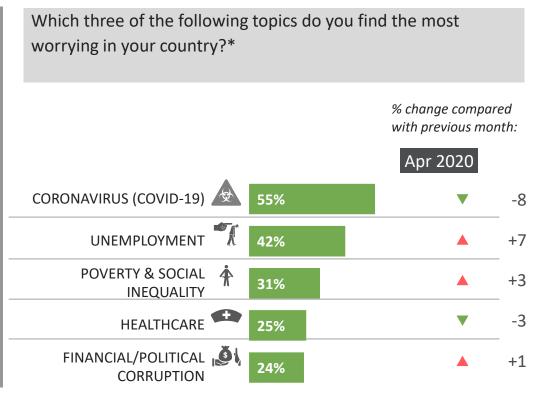
# **WORLD SUMMARY: MAY 2020**

The majority (55%) of people around the world think things in their country are on the wrong track.

Coronavirus (COVID-19) currently occupies the top spot for global concern with 55% saying this.

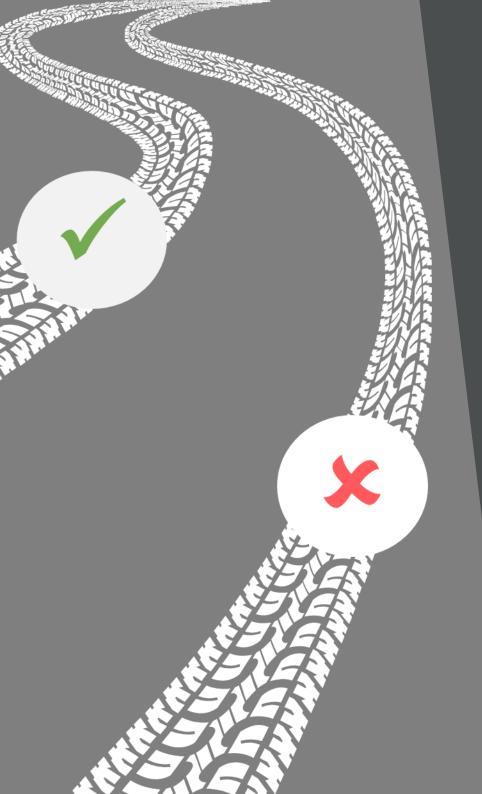
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?





Base: Representative sample of Hungarian adults aged 16-74. c.18505 per month Source: Global Advisor





**RIGHT** 

**DIRECTION** 

WRONG

TRACK

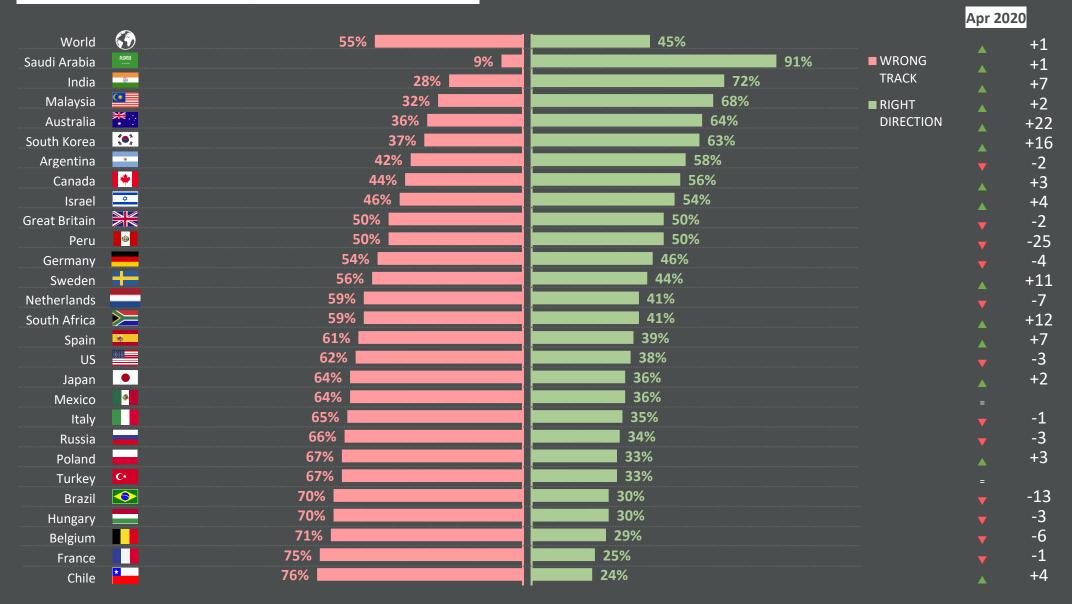
- Country comparisons
- Trends over time: Hungary
- Trends over time: world

## **COUNTRY COMPARISON**

#### **Ipsos Public Affairs**

# RIGHT DIRECTION/WRONG TRACK

% change compared with previous month:



Base: Representative sample of 18,505 adults aged 16-74 in 27 participating countries, April 24th 2020 - May 8th 2019.



# HUNGARY: 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 Hungarian adults aged 16-74. c.500 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 Hungarian adults aged 16-74. c.18505 per month

Source: Global Advisor



# **HUNGARY'S**

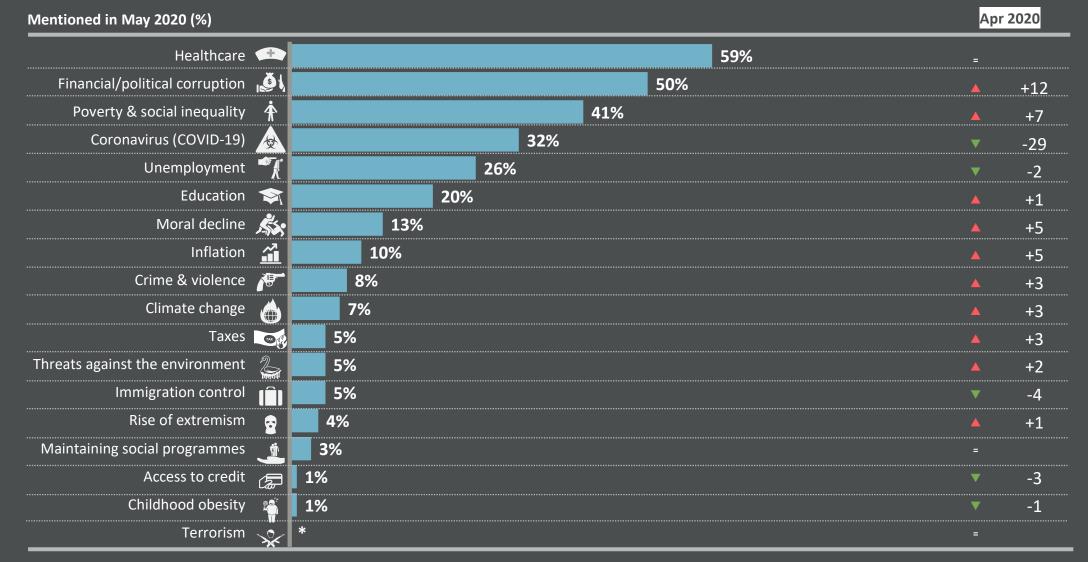
# WORRIES

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

# **HUNGARY'S WORRIES**

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

% change compared with previous month:



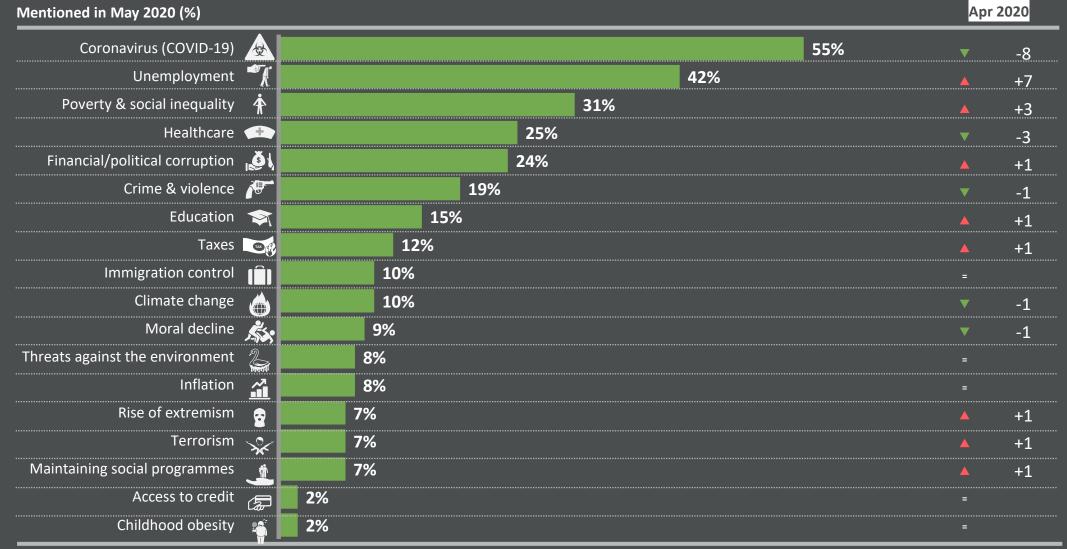
Base: Representative sample of Hungarian adults aged 16-74. May 2020: 501; April 2020: 500. Source: Global Advisor



# WORLD WORRIES

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

% change compared with previous month:



Base: Representative sample of adults aged 16-74. May 2020: 18,505; April 2020: 18,505. Source: Global Advisor

# HUNGARY'S CURRENT TOP 5 WORRIES:

# LONG-TERM TRENDS

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



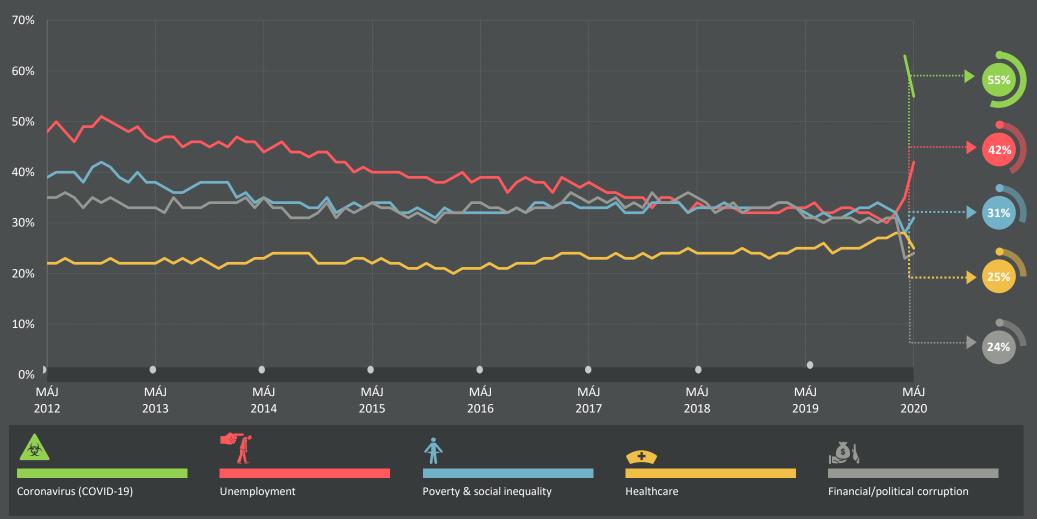
Base: Representative sample of Hungarian adults aged 16-74. c.500 per month Source: Global Advisor



# 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?



Base: Representative sample of adults aged 16-64, c.18,000-20,000 per month. Source: Global Advisor





# WORLD WORRIES

# COUNTRY COMPARISON

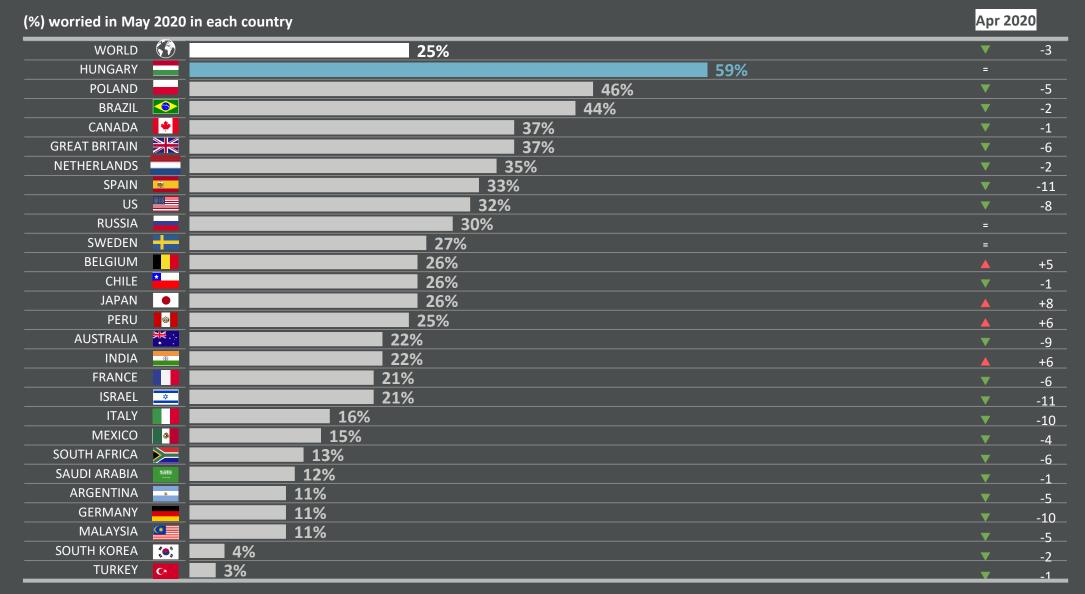
- Top concern by country
- Top 3 concerns by country
- Country comparison of Hungary's top 5 concerns



#### 1 | HEALTHCARE

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

% change compared with previous month:

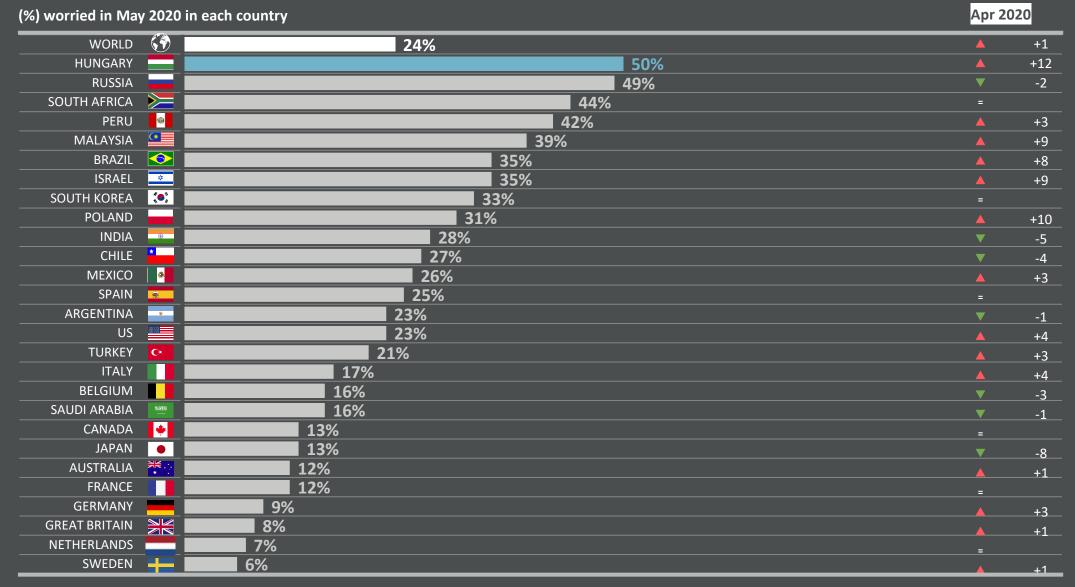




#### 2 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared with previous month:

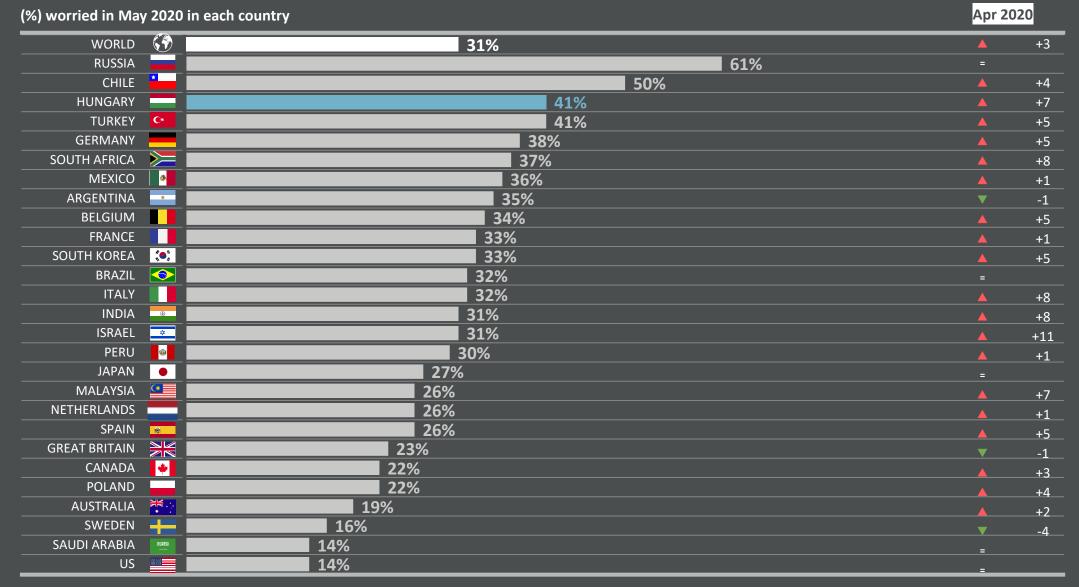




#### 3 | POVERTY & SOCIAL INEQUALITY

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

% change compared with previous month:

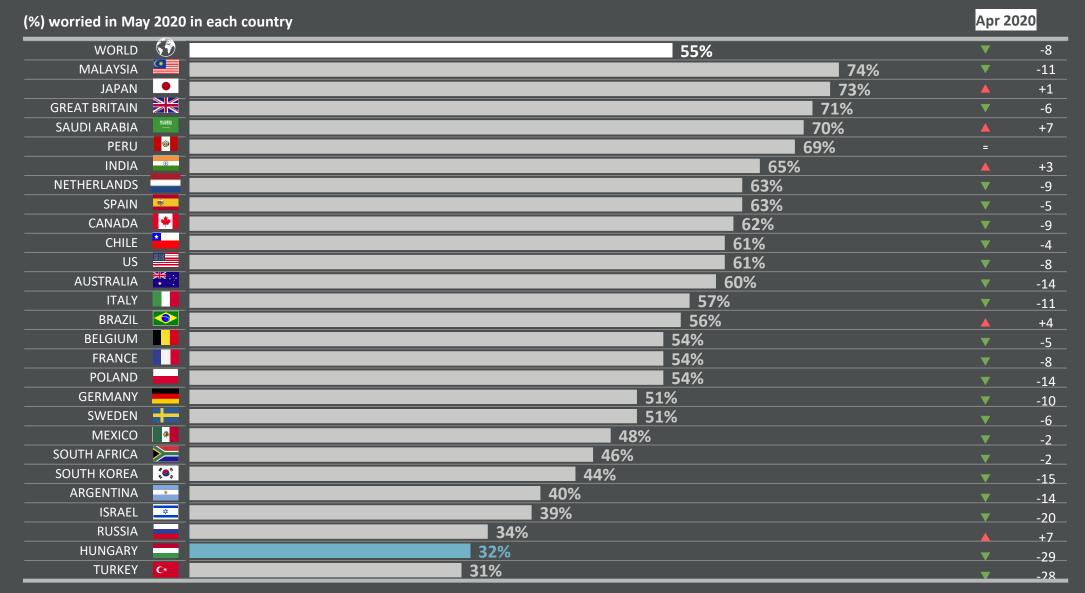




#### 4 | CORONAVIRUS (COVID-19)

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

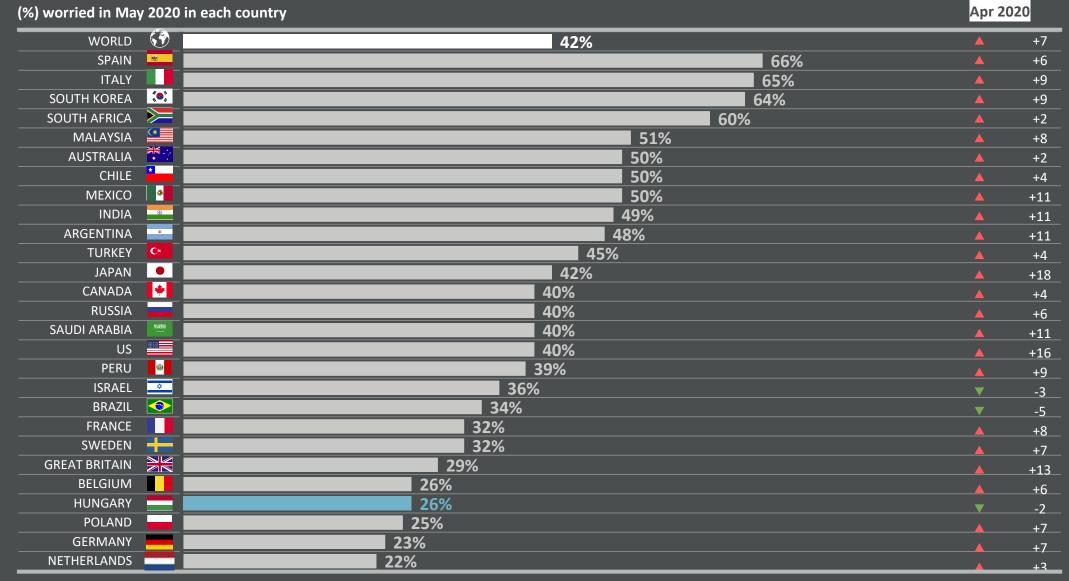
% change compared with previous month:



#### 5 | UNEMPLOYMENT AND JOBS

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

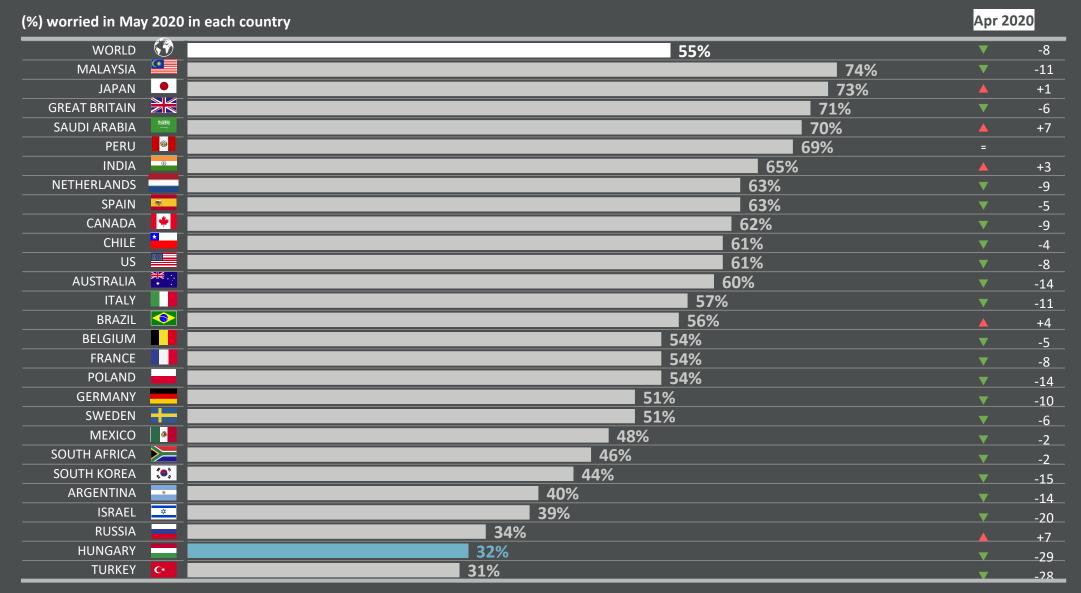
% change compared with previous month:



#### 1 | CORONAVIRUS (COVID-19)

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

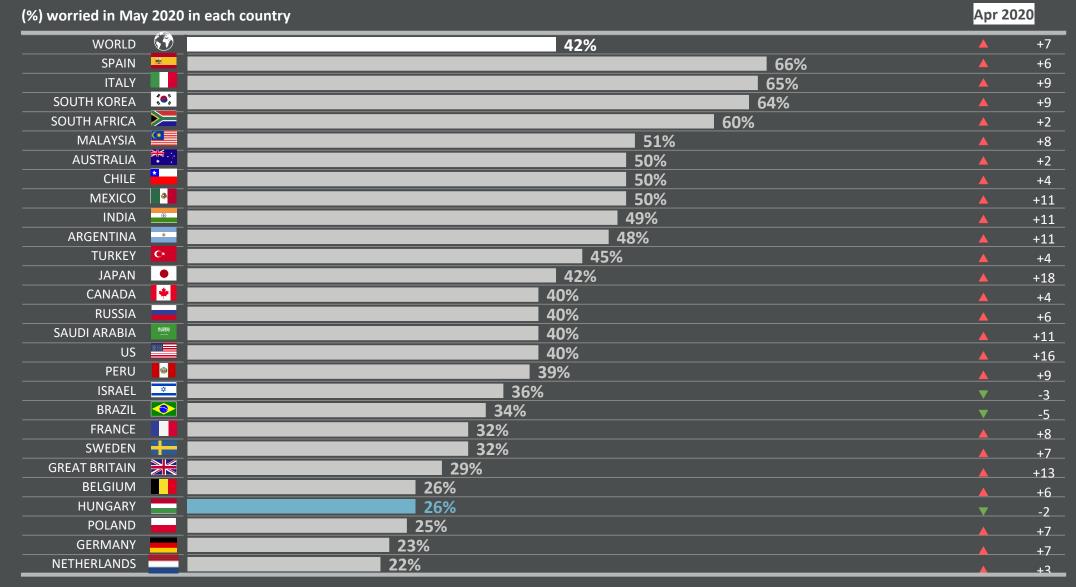
% change compared with previous month:



#### 2 | UNEMPLOYMENT AND JOBS

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

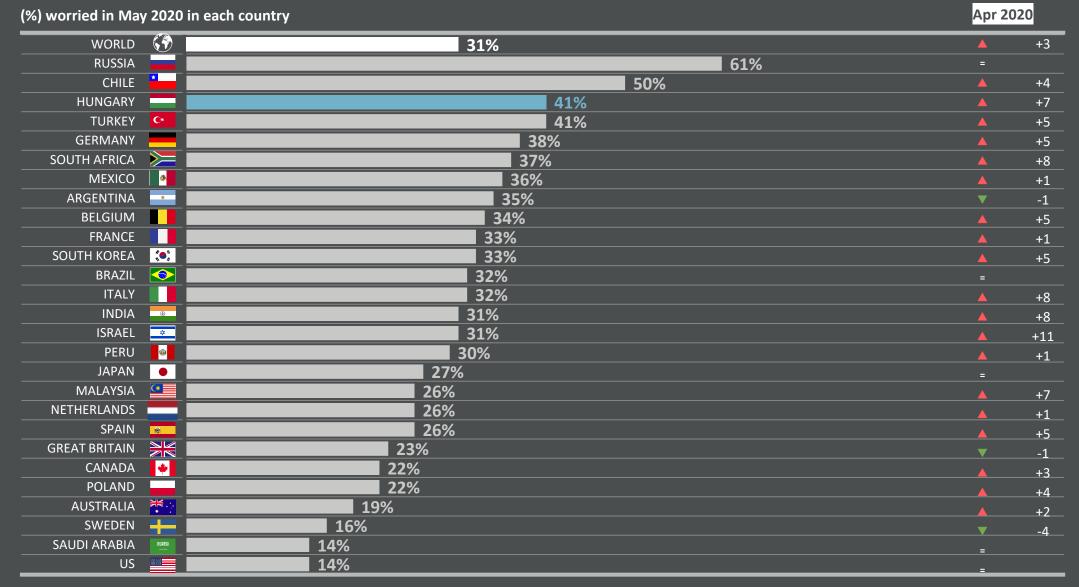
% change compared with previous month:



#### 3 | POVERTY & SOCIAL INEQUALITY

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

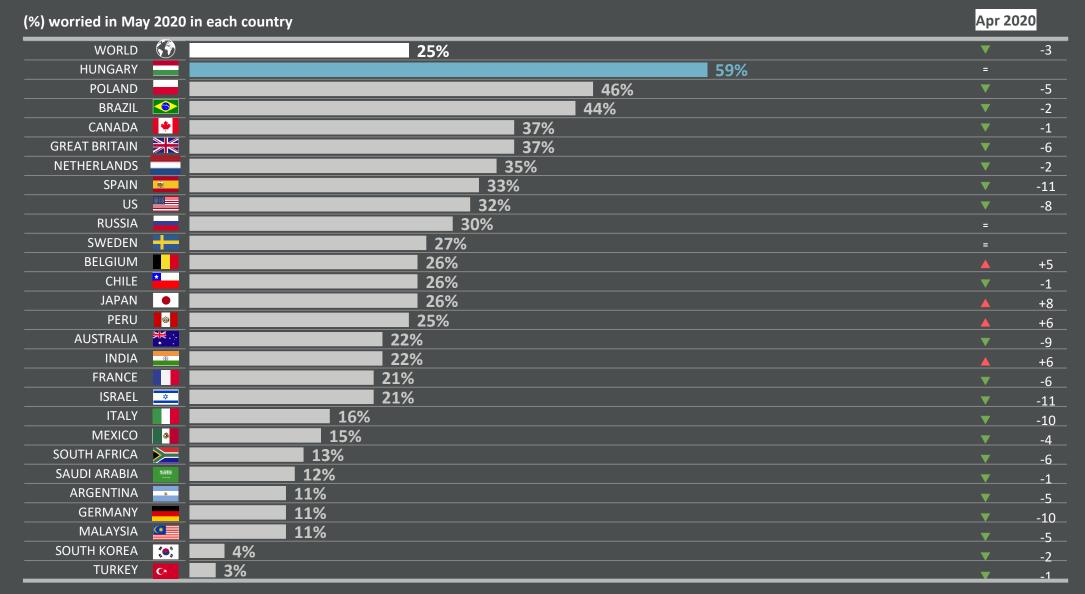
% change compared with previous month:



#### 4 | HEALTHCARE

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

% change compared with previous month:

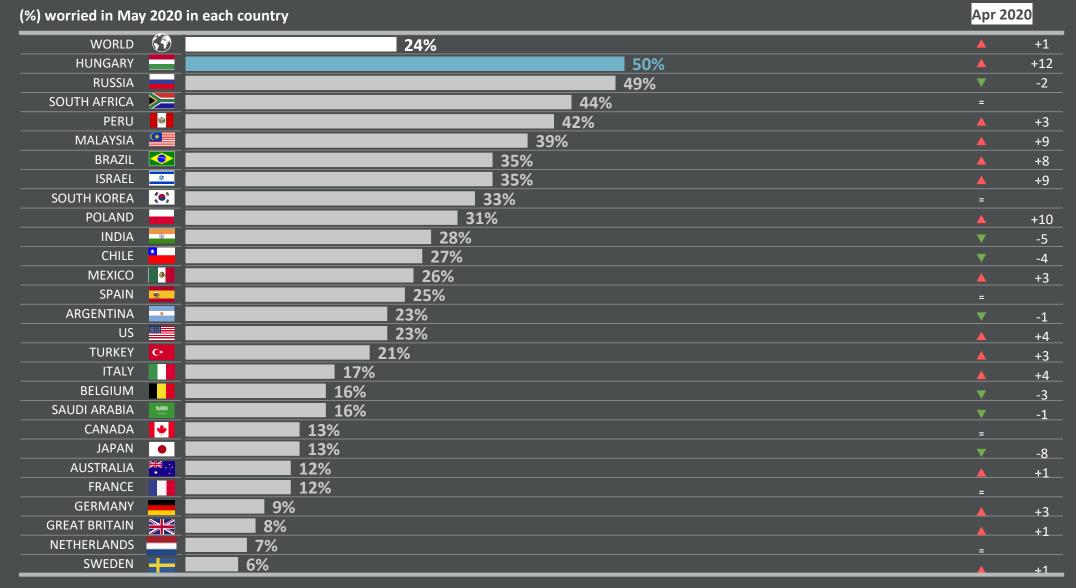




#### 5 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared with previous month:

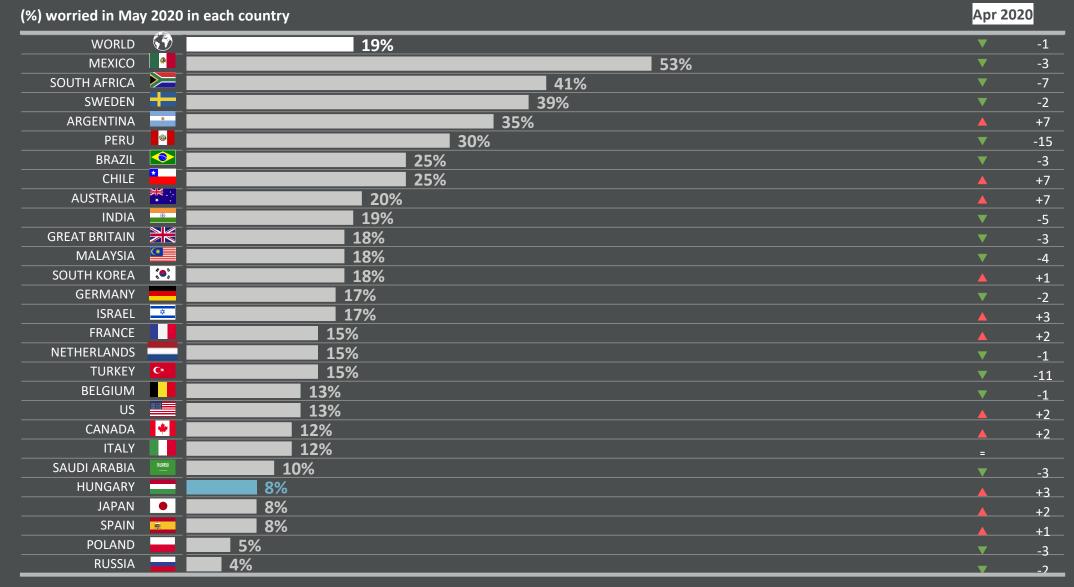




#### 6 | CRIME & VIOLENCE

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

% change compared with previous month:



#### 7 | EDUCATION

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

% change compared with previous month:

(%) worried in May	y 2020	in each country	Apr 2	2020
WORLD		15%	<b>A</b>	+1
PERU	<b>@</b>	30%	<u> </u>	+5
ISRAEL	*	26%	<b>A</b>	+3
ARGENTINA	*	24%	<b>A</b>	+1
TURKEY	C×	24%	<b>A</b>	+3
MEXICO	<b>Q.</b>	22%	▼	-1
BRAZIL		21%	▼	-1
CHILE	*	21%	▼	-3
HUNGARY		20%	<u> </u>	+1
SOUTH AFRICA		20%	<b>A</b>	+8
INDIA	*	16%	<b>A</b>	+2
NETHERLANDS		16%	<u> </u>	+1
SAUDI ARABIA	#2000 	15%	▼	-2
SPAIN	戀	15%	<u> </u>	+2
RUSSIA		14%	=	
JAPAN		13%		+4
FRANCE		12%		+3
AUSTRALIA	*	11%		+3
CANADA	*	10%	<b>▼</b>	-2
MALAYSIA		10%	<u> </u>	+1
US		10%	<u> </u>	+1
BELGIUM		9%	<u> </u>	-5
GREAT BRITAIN		9%	<u> </u>	+2
SOUTH KOREA	<b>**</b>	9%	<u> </u>	+3
GERMANY		8%	▼	3
ITALY		8%		+2
POLAND		8%		+1
SWEDEN	_	3%	▼	-1



## 8 | TAXES

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

% change compared with previous month:

Apr 2020

(%) worried in May 2020 in each co	untry
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(%) Wolffied III Ivia	7 2020	in each country	Арі	r 2020
WORLD		12%	<b>A</b>	+1
BELGIUM		29%	<b>A</b>	+6
ITALY		29%	<b>A</b>	+2
CANADA	*	19%	▼	-1
FRANCE		18%	<b>A</b>	+2
POLAND		18%	=	
ISRAEL	☆	17%	<b>A</b>	+7
TURKEY	C*	17%	<b>A</b>	+3
JAPAN		15%	▼	-3
SOUTH KOREA	(0)	15%	<b>A</b>	+1
ARGENTINA	*	14%	▼	-1
RUSSIA		13%	▼	-3
SAUDI ARABIA	5279	13%	<b>A</b>	+3
US		11%	<b>A</b>	+3
NETHERLANDS		10%	▼	-2
BRAZIL	<b>(4)</b>	9%	▼	-2
GERMANY		9%	<b>A</b>	+2
SPAIN	感	9%	▼	-1
AUSTRALIA	*	8%	<b>A</b>	+1
SWEDEN		8%	<b>A</b>	+2
MEXICO		<b>7</b> %	▼.	-1
SOUTH AFRICA	<b>&gt;=</b>	7%	<u> </u>	+2
GREAT BRITAIN		6%	<u> </u>	+1
HUNGARY		5%	<u> </u>	+3
MALAYSIA		4%	=	
PERU	0	4%	<u> </u>	+1
INDIA	1	3%	▼	-6
CHILE	*	2%	▼	

# 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 May	, 2020	in each country	Apr	2020
WORLD		10%	=	
GERMANY		28%	-	
SWEDEN	#	25%	<b>A</b>	+2
BELGIUM		18%	▼	-5
MALAYSIA		17%	<b>A</b>	+12
GREAT BRITAIN		16%	<b>A</b>	+2
		16%	▼	-5
AUSTRALIA	* :	15%	<u> </u>	+2
FRANCE		15%	-	
NETHERLANDS		15%	<b>A</b>	+1
CANADA	*	13%	▼	-2
ITALY		13%	▼	-1
TURKEY	C×	12%	▼	-1
ISRAEL		8%		+3
CHILE		7%		+3
SOUTH AFRICA		7%	=	
HUNGARY		5%	▼	-4
INDIA	***	5%	=	
PERU	<b>@</b>	5%	▼	-7
SAUDI ARABIA	5.910	5%	<u> </u>	+1
SPAIN	戀	5%	<b>_</b>	-2
JAPAN		4%	▼	-1
RUSSIA		3%	=	
ARGENTINA	*	<b>2</b> %	▼	-1
BRAZIL	<b>(4)</b>	<b>■ 1%</b>	▼	-1
MEXICO		<b>■ 1%</b>	-	
POLAND		<b>■ 1%</b>	▼	-3
SOUTH KOREA	<b>10</b> %	*		

## 10 | CLIMATE CHANGE

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

% change compared with previous month:

(%) worried in Ma	y 2020	in each country	Apr	2020
WORLD		10%	▼	-1
AUSTRALIA	*	26%	<b>A</b>	+1
GERMANY		25%	<u> </u>	+4
NETHERLANDS		23%	<b>A</b>	+3
POLAND		22%	<b>A</b>	+8
CANADA	*	21%	=	
GREAT BRITAIN		18%	=	
BELGIUM		16%	▼	-1
FRANCE		16%	▼	-6
US		15%	▼	-3
SAUDI ARABIA	52919	14%	▼	-1
SWEDEN		14%	▼	-5
JAPAN	•	12%	▼	-5
SPAIN	అ	9%	▼	-2
SOUTH KOREA	<b>(6</b> )	8%	<u> </u>	+1
HUNGARY		7%	<u> </u>	+3
ITALY		<b>7</b> %	▼	-3
INDIA	-	6%	<u> </u>	-5
CHILE	*	3%	<u> </u>	-3
MALAYSIA		3%	<u> </u>	-1
MEXICO	<b>4</b>	3%	<b></b>	-5
SOUTH AFRICA		3%	<u> </u>	+1
TURKEY	C*	3%	<u> </u>	+2
ARGENTINA	*	<b>2</b> %	=	
BRAZIL	<u> </u>	<b>2</b> %	=	
PERU	<b>@</b>	<b>2</b> %	▼	-1
RUSSIA		<b>2</b> %	▼	-1
ISRAEL	❖	<b>■</b> 1%		-1

#### 11 | MORAL DECLINE

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

% change compared with previous month:

A ..... 2020

(%) worried in May	y 2020	in each country	Apr	2020
WORLD		9%	▼	-1
US		16%	<b>A</b>	+1
GERMANY		15%	<b>A</b>	+1
SOUTH KOREA	<b>(©</b> )	15%	=	
ISRAEL	卒	14%	<b>A</b>	+3
JAPAN	•	14%	▼	-3
HUNGARY		13%	<b>A</b>	+5
SAUDI ARABIA	#29759 ——	13%	<b>A</b>	+1
NETHERLANDS		13%	<u> </u>	+2
FRANCE		11%	=	
MALAYSIA		11%	▼	-2
POLAND		11%	▼	-4
TURKEY	C×	11%	<b>A</b>	+5
GREAT BRITAIN		10%	▼	-1
RUSSIA		10%	<b>A</b>	+1
AUSTRALIA	*	9%	<b>A</b>	+1
ARGENTINA	*	7%		
BELGIUM		7%	▼	-3
BRAZIL		7%	<b>A</b>	+2
ITALY		7%	-	
CANADA	*	6%	▼_	-2
INDIA		5%	▼	-2
PERU		5%	▼	-2
SOUTH AFRICA		5%	▼	-2
SPAIN	極	5%		+1
		5%	▼	-5_
CHILE		4%	▼	-1_
MEXICO	•	3%	<u> </u>	_2

#### 12 | 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 May	y 2020	in each country	Apr	2020
WORLD		8%		
FRANCE		17%	▼	-1
NETHERLANDS		15%	<b>A</b>	+3
GERMANY		14%	▼	-1
POLAND		14%	=	
SWEDEN	#	14%	=	
AUSTRALIA	*	13%	<b>A</b>	+1
CANADA	*	12%	<b>A</b>	+3
BELGIUM		10%	<b>A</b>	+2
GREAT BRITAIN		10%	=	
INDIA	8	10%	▼	-2
SOUTH KOREA	<b>(e</b> )	8%	▼	-1
US		8%	<u> </u>	+1
BRAZIL		7%	<u> </u>	+1
ITALY		7%	<u> </u>	+1
JAPAN		7%	▼	-2
RUSSIA		7%	▼	-2
CHILE		6%	<u> </u>	+1
MEXICO	<b>9.</b>	6%	▼	-1
PERU	9	6%	<u> </u>	+1
HUNGARY		5%	<u> </u>	+2
ISRAEL	*	4%	<u> </u>	+1
MALAYSIA		4%	▼	-3
SAUDI ARABIA	5970	4%	▼	-4
SPAIN	癜	4%	▼	-1
TURKEY	C×	4%	<u> </u>	+2
ARGENTINA		3%		+1
SOUTH AFRICA		2%		-1

#### 13 | INFLATION

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

% change compared with previous month:

(%) worried in Ma	y 2020	in each country	A	pr 2020	כ
WORLD		8%	-		
ARGENTINA	¥	44%			+6
TURKEY	C+	22%	<u> </u>		+4
POLAND		15%	-		
RUSSIA		15%	=		
MALAYSIA		14%	<b>_</b>	<u> </u>	+1
MEXICO	<b>.</b>	12%	-		
HUNGARY		10%	<b>_</b>	<u> </u>	+5
CANADA	*	9%		<b>L</b>	+2
CHILE	*	8%		<b>.</b>	+2
INDIA	***	8%			-1
AUSTRALIA	**:	7%	-		
SOUTH KOREA	<b>(0</b> )	7%			-2
GERMANY		6%	=		
BRAZIL		5%			-2
FRANCE		5%		<u> </u>	+1
JAPAN		5%			
PERU		5%			+1
SAUDI ARABIA	###### 	5%			-1
SOUTH AFRICA		5%			+1
BELGIUM		4%	=		
GREAT BRITAIN		4%			+2
ITALY		4%	=		
NETHERLANDS		3%			+1
US		3%		7	-1
ISRAEL	*	2%	<del>-</del>		
SPAIN	搬	2%	-		
SWEDEN	<u> </u>	2%		7	_1



# WORLD WORRIES

# COUNTRY COMPARISON

Country comparison of all 17 concerns

## 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 Ma	y 2020	in each country	A	pr 202	0
WORLD		7%	<u> </u>		+1
GERMANY		17%	<u> </u>		+4
SWEDEN	#	14%	•	7	-1
BELGIUM		12%	•	7	-2
NETHERLANDS		10%	•	7	-1
SOUTH KOREA	<b>10</b> %	10%	<u> </u>	<u> </u>	+1
FRANCE		9%	=		
GREAT BRITAIN		9%	<u> </u>	<b>L</b>	+1
MALAYSIA		9%	•		-2
US		9%	•		-1
SPAIN	檫	8%		<b>X</b>	+1
TURKEY	C*	8%		<u> </u>	+3
BRAZIL		7%	<u> </u>	<u> </u>	+2
ISRAEL		7%			-1
AUSTRALIA		6%		<u> </u>	+1
CANADA	*	6%	<u> </u>		+2
POLAND		6%	-		
INDIA	-	5%			-5
ITALY		5%			+2
HUNGARY		4%			+1
CHILE	*	3%			1
SAUDI ARABIA	##### 	3%			
ARGENTINA	*	2%			
JAPAN		<b>2</b> %	<u> </u>		
MEXICO	9	<b>1</b> %			
PERU	<b>®</b>	<b>1</b> %	<del></del>		
RUSSIA		<b>1</b> %			
SOUTH AFRICA		<b>■ 1%</b>		7	_1

#### 15 | TERRORISM

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

% change compared with previous month:

(%) worried in Ma	y 2020	in each country	Ар	r 2020
WORLD		7%	<b>A</b>	+1
TURKEY	C*	27%	<b>A</b>	+9
ISRAEL	*	26%	▼	-1
FRANCE		16%	<b>A</b>	+3
SAUDI ARABIA	5:319 —	16%	=	
INDIA	- 8	14%	<b>A</b>	+1
SWEDEN	#	10%	<b>A</b>	+6
GERMANY		9%	=	
GREAT BRITAIN		9%	▼	-4
US		9%	▼	-2
BELGIUM	▃	8%	▼	-2
NETHERLANDS		5%	▼	-1
AUSTRALIA	*:	3%	▼	-2
MALAYSIA		3%	▼	-2
SPAIN	幮	3%	<u> </u>	+1
CANADA	*	<b>2</b> %	=	
CHILE	*	<b>2</b> %	-	
ITALY		<b>2</b> %	-	
JAPAN	•	<b>2</b> %	_	
MEXICO		2%		-1
PERU	<b>***</b>	2%	-	
ARGENTINA	*	<u>1</u> %	<b>_</b>	+1
BRAZIL	<b>6</b>	<u>1</u> %		-1
POLAND		<u>1</u> %		
RUSSIA		<u>1</u> %		-1
SOUTH AFRICA		<b>■ 1%</b>	<u>-</u>	
HUNGARY				
SOUTH KOREA	<b>**</b>	*	▼	_1_

#### 16 | 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 Ma	y 2020	in each country	Apr	2020
WORLD		7%	<b>A</b>	+1
JAPAN	•	21%	-	
SWEDEN	#	20%	<b>A</b>	+5
SOUTH KOREA	<b>(0</b> )	17%	<b>A</b>	+2
GREAT BRITAIN		12%	<b>A</b>	+3
POLAND		11%	<b>A</b>	+1
NETHERLANDS		10%	<b>A</b>	+3
SPAIN	戀	10%	=	
AUSTRALIA	* :	9%	<u> </u>	+2
ITALY		8%	▼	-2
ISRAEL	*	7%	<u> </u>	+1
MEXICO	<b>9.</b>	7%	<u> </u>	+4
SAUDI ARABIA	\$2000 —	7%	<u> </u>	+2
CANADA	*	6%	<u> </u>	+1
RUSSIA		6%	▼	-1
ARGENTINA	*	5%	<u> </u>	+1
BELGIUM		5%	-	
GERMANY		5%	<u> </u>	+1
US		5%	-	
FRANCE		4%	<u> </u>	+1
BRAZIL		3%		
CHILE		3%		
HUNGARY		3%		
INDIA	3	3%	<u> </u>	+1
MALAYSIA		3%		
PERU	<b>@</b>	2%		+1
SOUTH AFRICA		2%		
TURKEY	C×	2%		+1

# 17 | ACCESS TO CREDIT

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

% change compared with previous month:

A ..... 2020

(%) worried in Ma	y 2020 in each country	Apr 2	2020
WORLD			
BELGIUM	4%	<b>A</b>	+3
ITALY	4%	=	
RUSSIA	4%	=	
ISRAEL	3%	<b>A</b>	+1
SAUDI ARABIA	3%	<b>_</b>	+1
AUSTRALIA	<b>2% 2</b> 2%	<b>_</b>	+1
FRANCE	<b>2 2 2 3</b>	<u> </u>	+1
GREAT BRITAIN		<b>A</b>	+1
INDIA	<b>2 2</b> 2%		
MEXICO	<b>2</b> %		
PERU		<u> </u>	+1
SWEDEN	_ <del></del> ■ 2%	<u> </u>	+1
TURKEY	<u>○</u> 2%		
ARGENTINA	<u> </u>	▼	-1
BRAZIL	<b>◆ 1</b> %	-	
CANADA	<b>1</b> 1% ■ 1%	-	
CHILE	<u>*</u> ■ 1%	▼	-1
GERMANY	<b>—</b> 1%	▼	-1
HUNGARY	<b>1</b> %	▼	-3
JAPAN	● <b>1</b> %	▼	-1
MALAYSIA	<u>=</u>	▼	-2
POLAND	<b> 1</b> %	▼	1
NETHERLANDS		<u> </u>	-1_
SOUTH AFRICA	<b>≥</b> 1%	▼	-1_
SOUTH KOREA		=	
SPAIN		=	
US	<b>■</b> 1%		



## 18 | CHILDHOOD OBESITY

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

% change compared with previous month:

(%) worried in May 2020 in each country			Ap	Apr 2020	
WORLD		2%	-		
SAUDI ARABIA	5200	15%	<b>A</b>	+7	7
NETHERLANDS		6%	<b>A</b>	+2	2
MEXICO		5%	<b>A</b>	+2	2
AUSTRALIA	* :	3%	<b>A</b>	+1	1
POLAND		3%	▼	-2	2
CANADA	*	<b>2</b> %	=		
GERMANY		<b>2</b> %	=		
GREAT BRITAIN		<b>2</b> %	=		
INDIA	-	<b>2</b> %	<u> </u>	+1	1
ISRAEL	❖	2%	=		
ITALY		<b>2</b> %	<u> </u>	+1	1
SWEDEN	_	2%	=		
US		<b>2</b> %	<u> </u>	+1	1
BELGIUM		<b>■ 1</b> %	▼	-1	1
BRAZIL		<b>■ 1</b> %	=		
CHILE		<b>■ 1</b> %	▼	-1	1
FRANCE		<b>1</b> %	=		
HUNGARY		<b>■ 1</b> %	▼	-1	1
MALAYSIA		<b>1</b> %	▼	-1	i
PERU	9	<b>■ 1</b> %	=		
RUSSIA		<b>■ 1</b> %	=		
SOUTH AFRICA		<b>■ 1</b> %	<u> </u>	+1	1
SOUTH KOREA	<b>(•</b> )	<b>1</b> %	-		
SPAIN	癜	<b>■ 1</b> %			
TURKEY	C×	<b>■ 1</b> %		+1	1
ARGENTINA		*	▼	-1	
JAPAN	•	*			





# METHODOLOGY

## **METHODOLOGY**

The survey is conducted monthly in 27 countries around the world via the Ipsos Online Panel. The countries included are Argentina, Australia, Belgium, Brazil, Canada, Chile, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

A survey with an unweighted probability sample of this size would have an estimated margin of error of  $\pm$ -3.1 percentage points for a sample of 1,000 and an estimated margin of error of  $\pm$ -4.5 percentage points for a 500 sample 19 times out of 20.

For the results of the survey presented herein, an international sample of 18,505 adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries, were interviewed between April 24th 2020 and May 8th 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.

In 17 of the 27 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, Netherlands, Poland, South Korea, Spain, Sweden, Great Britain and United States.

Brazil, Chile, 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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