

WHAT WORRIES THE



August 2020

GAME CHANGERS

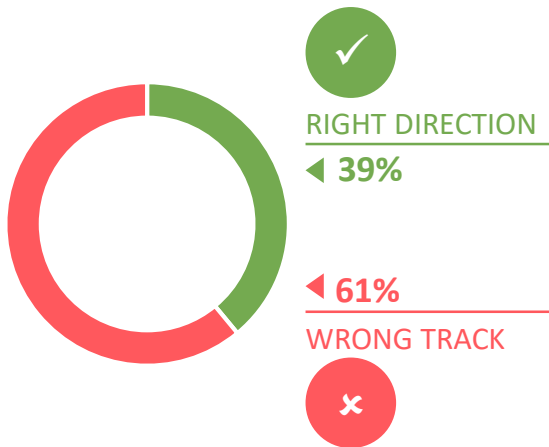


WORLD SUMMARY: AUGUST 2020

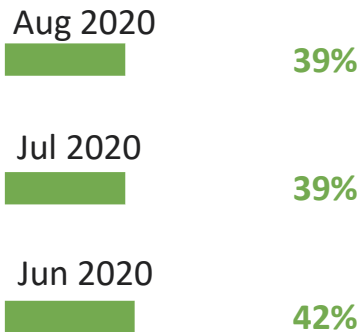
The majority (61%) of people around the world think things in their country are on the wrong track.
 Coronavirus (COVID-19) currently occupies the top spot for global concern with 46% saying this.

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**
 August 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:
CORONAVIRUS (COVID-19) 	46%	▲ +3
UNEMPLOYMENT 	40%	=
POVERTY & SOCIAL INEQUALITY 	30%	▼ -2
FINANCIAL/POLITICAL CORRUPTION 	27%	=
CRIME & VIOLENCE 	24%	=

Jul 2020

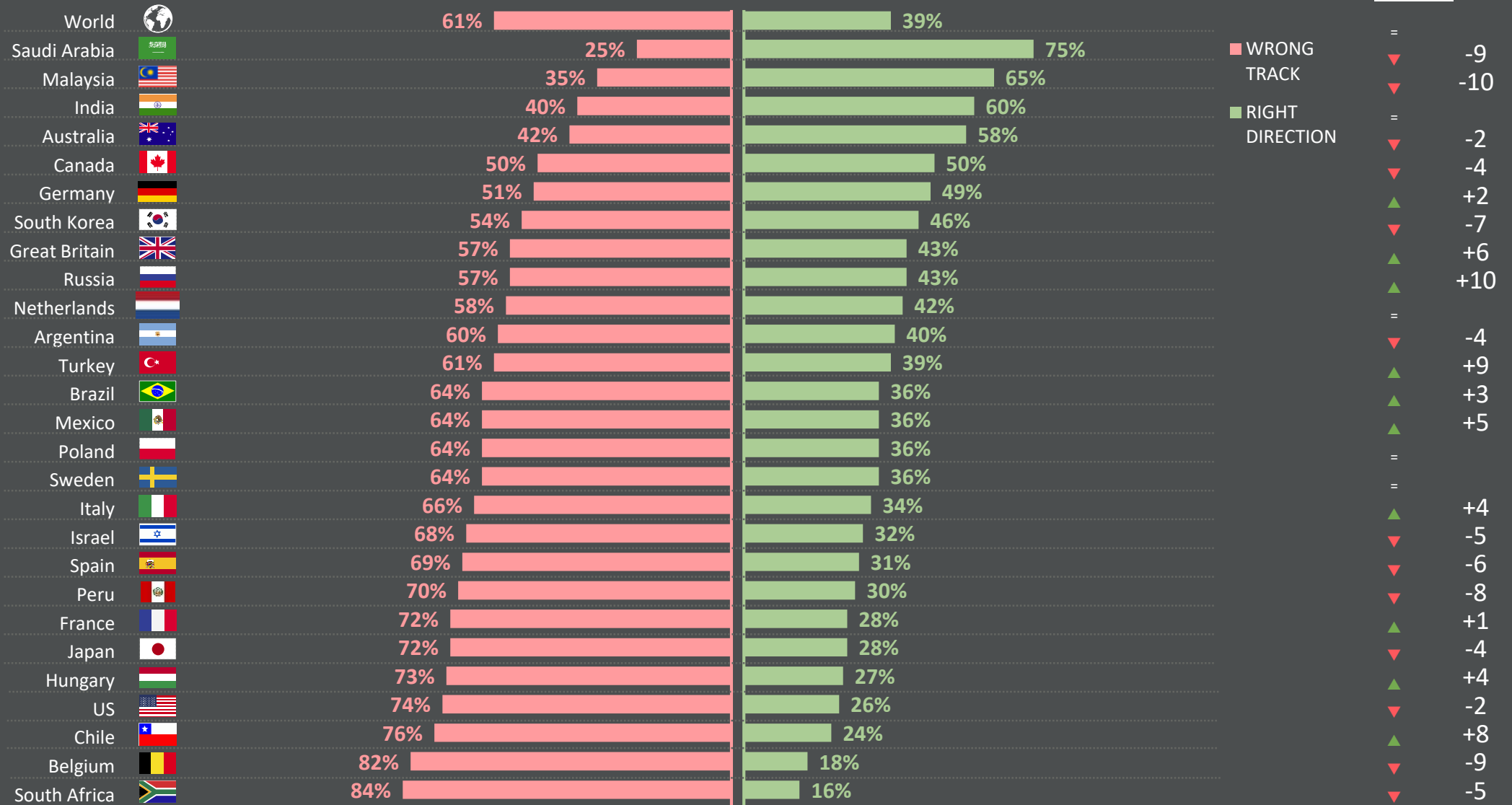
Base: Representative sample of British adults aged 16-74. c.19016 per month
 Source: Global Advisor

COUNTRY COMPARISON

RIGHT DIRECTION/WRONG TRACK

% change compared with previous month:

Jul 2020



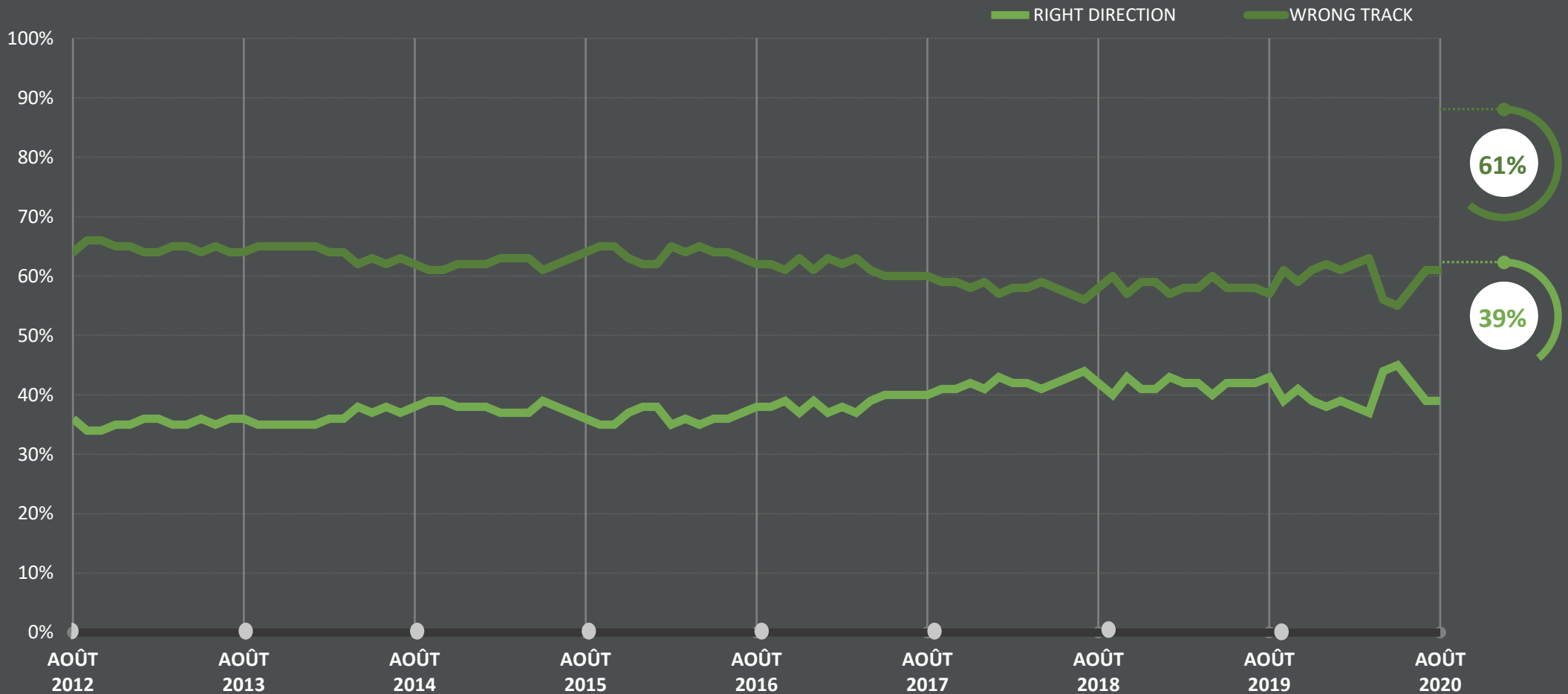
Base: Representative sample of 19,016 adults aged 16-74 in 27 participating countries, July 24th 2020 - August 7th 2020.

Source: Global Advisor

World Worries | August 2020 | © Ipsos 2020

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 British adults aged 16-74. c.19016 per month

Source: Global Advisor

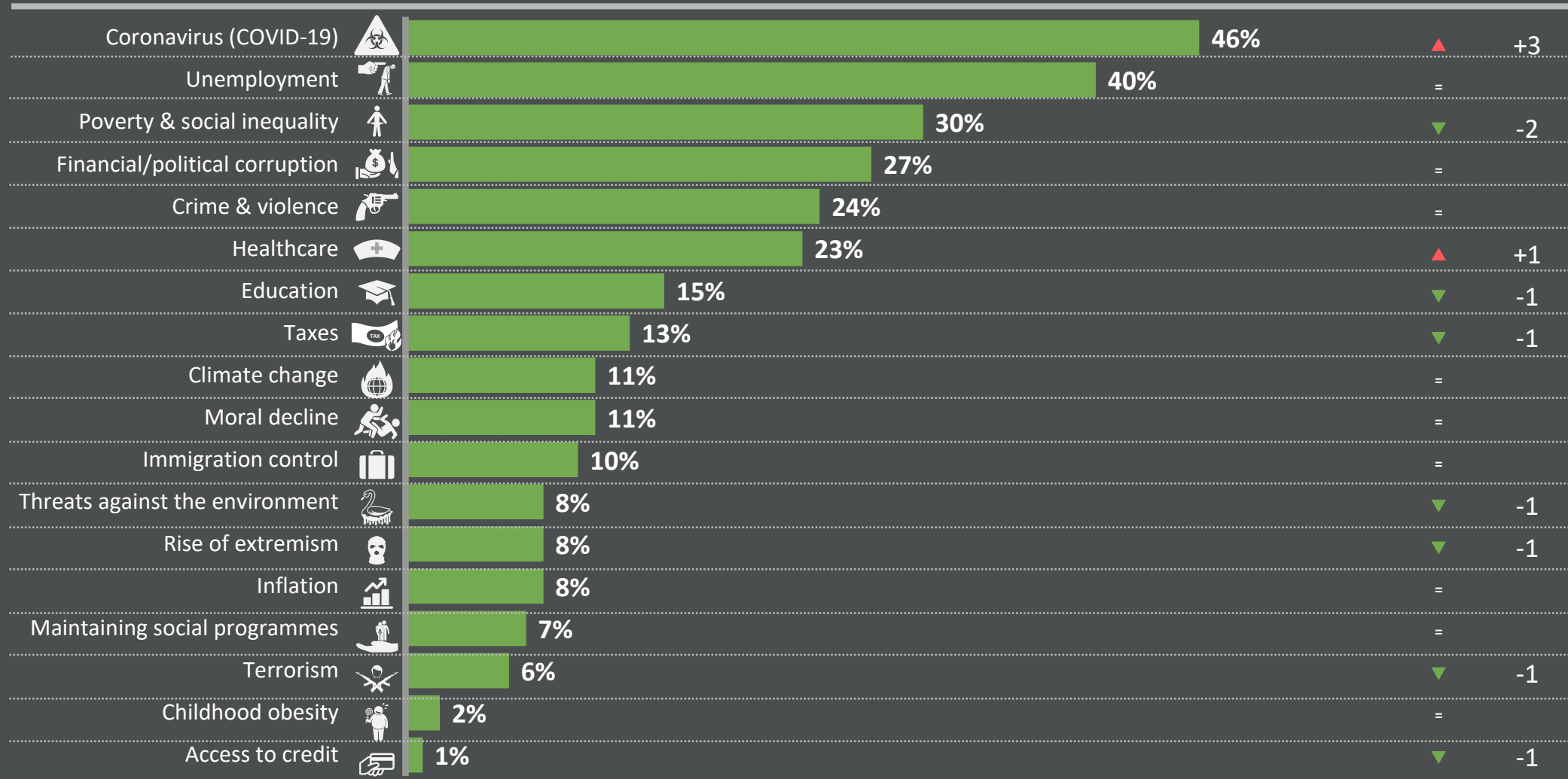
WORLD WORRIES

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

% change compared with previous month:

Mentioned in August 2020 (%)

Jul 2020



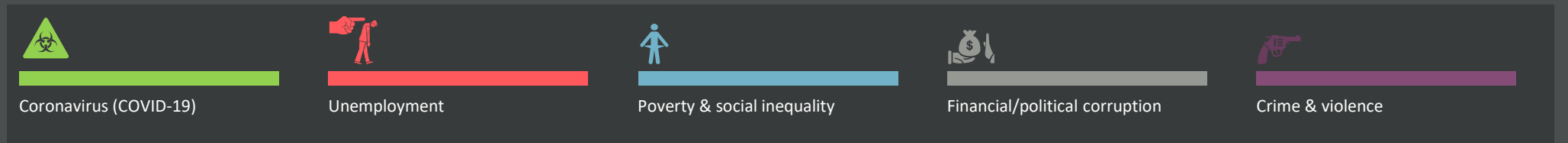
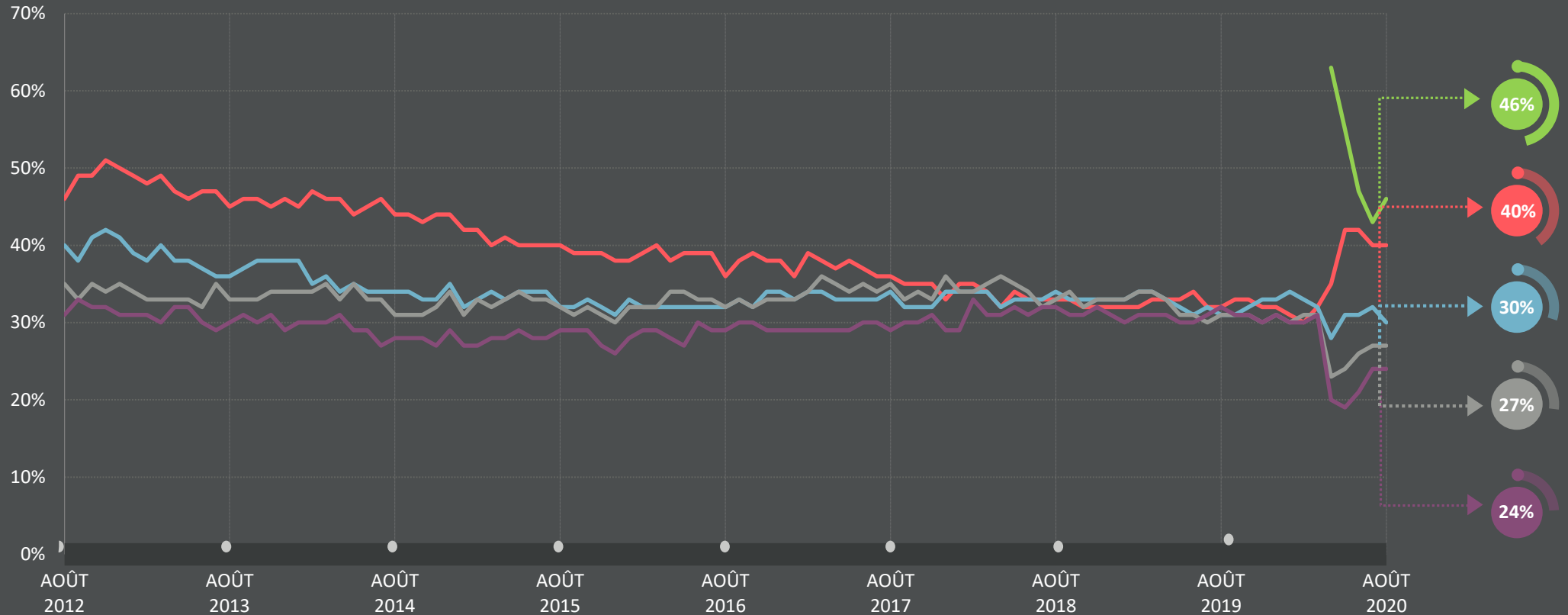
Base: Representative sample of adults aged 16-74. August 2020: 19,016; July 2020: 18,548.

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

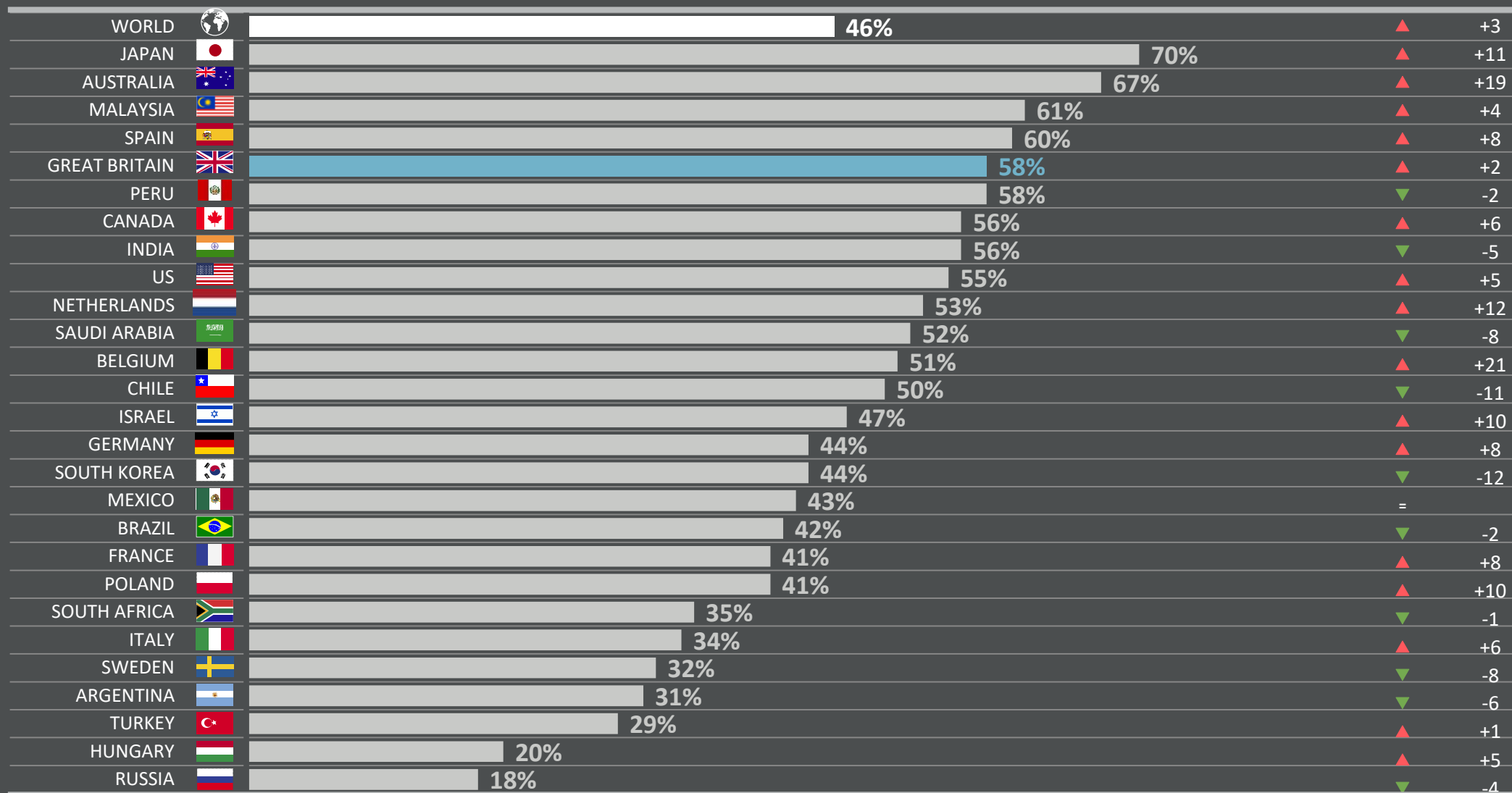
1 | CORONAVIRUS (COVID-19)

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

% change compared with previous month:

(%) worried in August 2020 in each country

Jul 2020



Base: Representative sample of adults aged 16-74 in 27 participating countries. August 2020: 19,016; July 2020: 18,548.

Source: Global Advisor

WORLD WORRIES

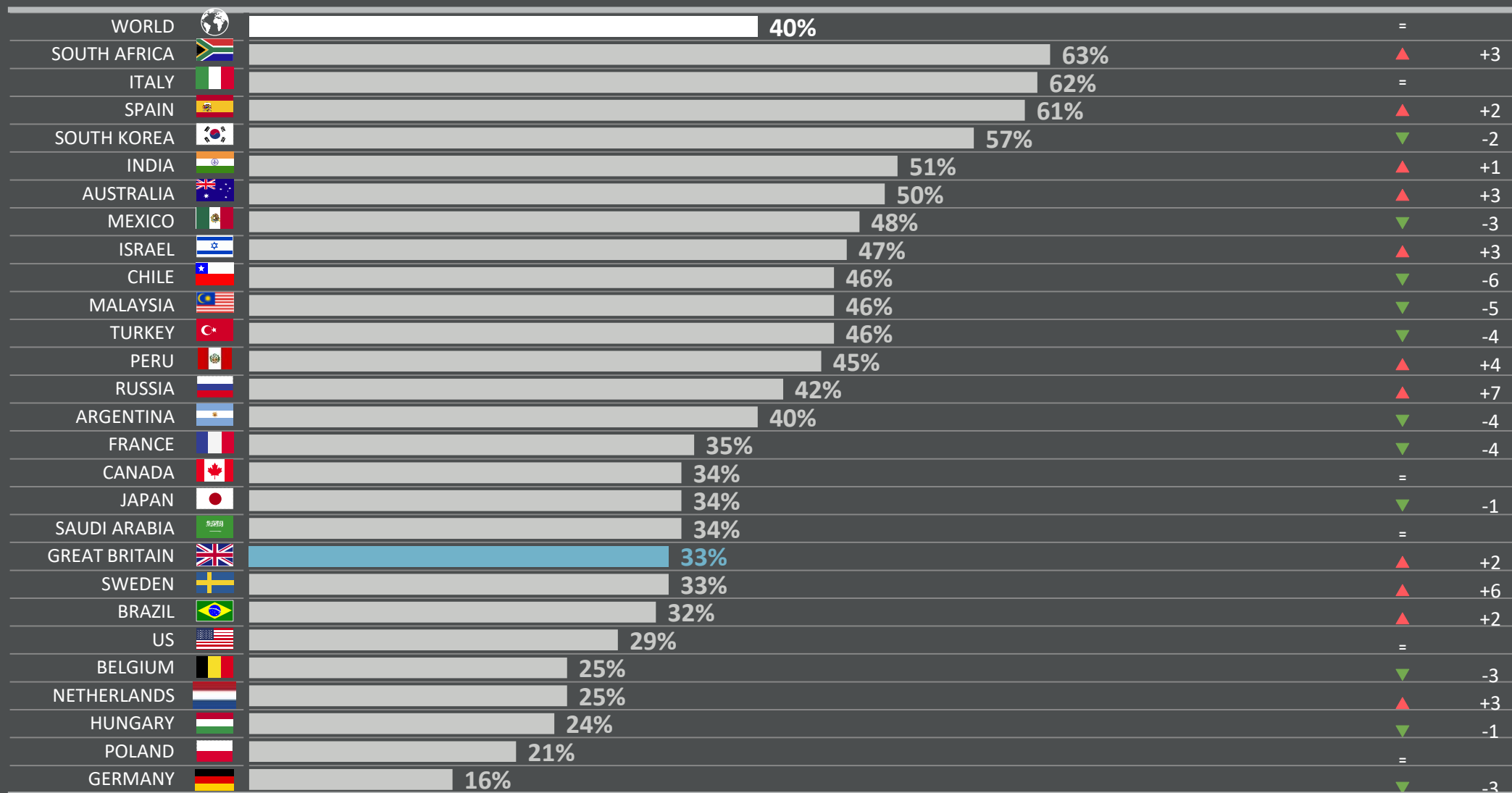
2 | UNEMPLOYMENT AND JOBS

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

% change compared with previous month:

(%) worried in August 2020 in each country

Jul 2020



Base: Representative sample of adults aged 16-74 in 27 participating countries. August 2020: 19,016; July 2020: 18,548.

Source: Global Advisor

WORLD WORRIES

3 | 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 August 2020 in each country

Jul 2020

Country	% worried in August 2020	% change compared with previous month (Jul 2020)
WORLD	30%	-2
RUSSIA	57%	-2
CHILE	54%	-2
HUNGARY	46%	-3
GERMANY	38%	-2
ISRAEL	35%	+3
ARGENTINA	34%	-4
BRAZIL	34%	+1
SOUTH AFRICA	34%	=
BELGIUM	33%	+1
MEXICO	33%	-1
TURKEY	32%	-4
SOUTH KOREA	31%	+2
FRANCE	29%	-5
SPAIN	29%	-1
NETHERLANDS	27%	-4
GREAT BRITAIN	26%	-3
CANADA	25%	-1
INDIA	25%	-1
ITALY	25%	-6
PERU	25%	-7
JAPAN	24%	-2
US	22%	+1
AUSTRALIA	21%	-1
MALAYSIA	21%	-2
SWEDEN	19%	+1
SAUDI ARABIA	18%	+5
POLAND	17%	-12

Base: Representative sample of adults aged 16-74 in 27 participating countries. August 2020: 19,016; July 2020: 18,548.

Source: Global Advisor

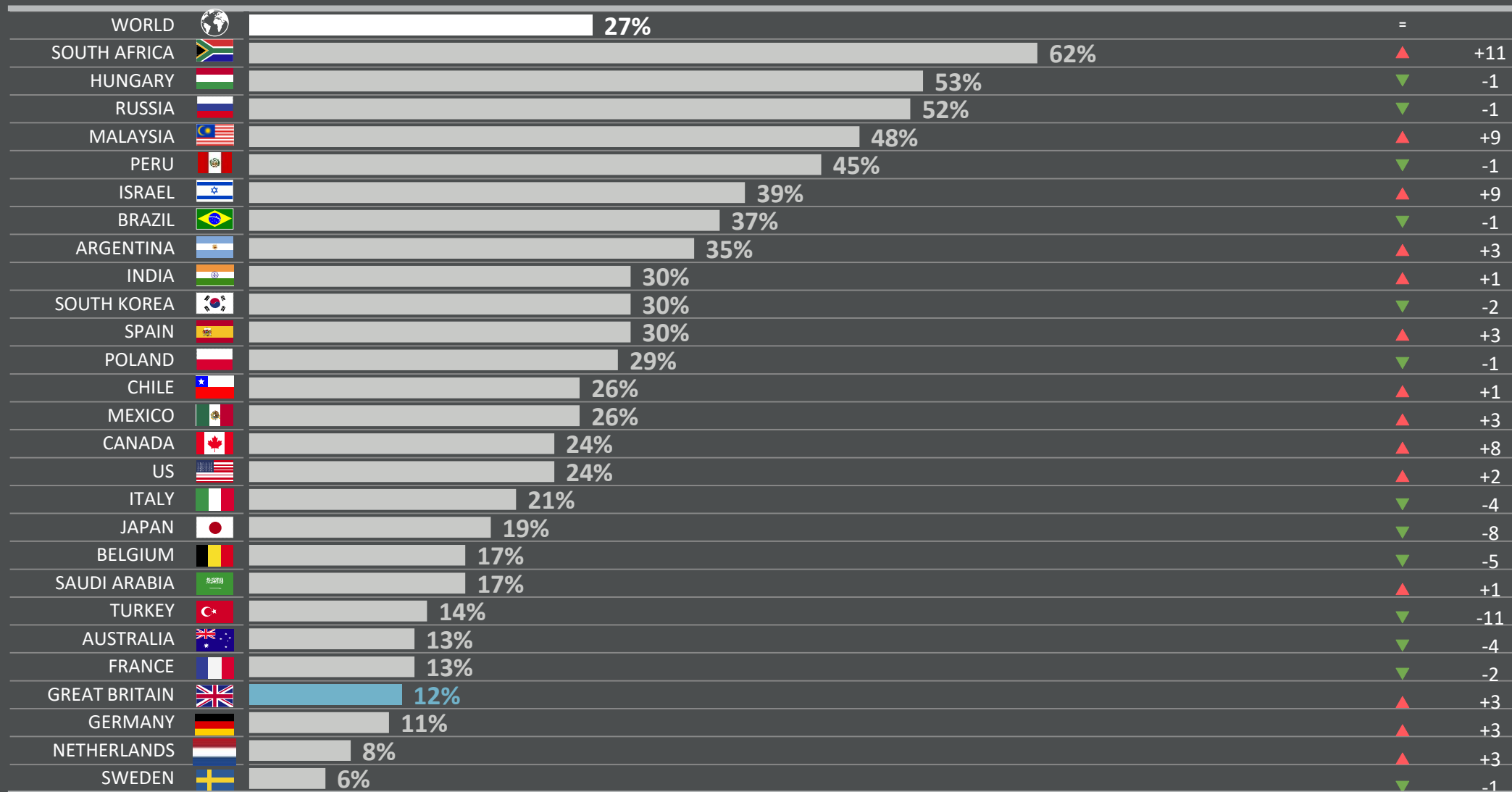
4 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared with previous month:

(%) worried in August 2020 in each country

Jul 2020



Base: Representative sample of adults aged 16-74 in 27 participating countries. August 2020: 19,016; July 2020: 18,548.

Source: Global Advisor

5 | CRIME & VIOLENCE

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

% change compared with previous month:

(%) worried in August 2020 in each country

Jul 2020

Country	Worried (%)	% change compared with previous month:
WORLD	24%	=
SWEDEN	56%	+16
MEXICO	53%	-4
ARGENTINA	52%	+11
SOUTH AFRICA	47%	-8
CHILE	40%	+7
PERU	37%	+2
TURKEY	33%	+16
BRAZIL	29%	+2
FRANCE	29%	+7
US	29%	-5
GERMANY	26%	-3
MALAYSIA	23%	-1
GREAT BRITAIN	22%	-2
NETHERLANDS	20%	+2
ISRAEL	19%	-6
AUSTRALIA	18%	-3
INDIA	18%	+5
BELGIUM	16%	-4
ITALY	16%	=
SOUTH KOREA	14%	+1
CANADA	12%	-3
HUNGARY	12%	+4
SPAIN	9%	-2
RUSSIA	8%	-1
SAUDI ARABIA	8%	-4
JAPAN	6%	-3
POLAND	6%	-3

Base: Representative sample of adults aged 16-74 in 27 participating countries. August 2020: 19,016; July 2020: 18,548.

Source: Global Advisor

WORLD WORRIES

6 | HEALTHCARE

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

% change compared with previous month:

(%) worried in August 2020 in each country

Jul 2020

Country	Aug 2020 (%)	Jul 2020 (%)	% change
WORLD	23%		+1
HUNGARY	59%		+3
POLAND	46%		+2
BRAZIL	38%		-6
CANADA	31%		-1
PERU	31%		+7
RUSSIA	31%		+3
SPAIN	29%		=
GREAT BRITAIN	28%		+6
JAPAN	28%		+11
SWEDEN	28%		-1
INDIA	26%		+1
NETHERLANDS	26%		-8
US	25%		+1
AUSTRALIA	22%		+4
BELGIUM	21%		+2
MEXICO	20%		+8
CHILE	17%		+1
ISRAEL	17%		-3
FRANCE	15%		-1
GERMANY	14%		+5
ITALY	13%		-3
SOUTH AFRICA	13%		=
ARGENTINA	12%		+1
SAUDI ARABIA	12%		-1
MALAYSIA	11%		+1
SOUTH KOREA	4%		-1
TURKEY	2%		=

Base: Representative sample of adults aged 16-74 in 27 participating countries. August 2020: 19,016; July 2020: 18,548.

Source: Global Advisor

7 | EDUCATION

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

% change compared with previous month:

(%) worried in August 2020 in each country

Jul 2020

Country	Aug 2020 (%)	Jul 2020 (%)	% change
WORLD	15%		-1
PERU	30%		-2
BRAZIL	27%		+1
HUNGARY	27%		+10
MEXICO	27%		=
TURKEY	25%		+1
ARGENTINA	24%		+1
CHILE	20%		+2
INDIA	18%		+2
ISRAEL	17%		-5
SOUTH AFRICA	15%		+1
SPAIN	15%		-1
RUSSIA	14%		-3
SAUDI ARABIA	14%		-1
CANADA	13%		+1
NETHERLANDS	13%		+1
US	13%		+4
FRANCE	12%		+2
GERMANY	11%		=
MALAYSIA	11%		-1
BELGIUM	10%		=
JAPAN	10%		=
POLAND	10%		-4
AUSTRALIA	9%		-2
GREAT BRITAIN	9%		-3
ITALY	9%		-3
SOUTH KOREA	7%		-2
SWEDEN	7%		-1

Base: Representative sample of adults aged 16-74 in 27 participating countries. August 2020: 19,016; July 2020: 18,548.

Source: Global Advisor

8 | TAXES

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

% change compared with previous month:

(%) worried in August 2020 in each country

Jul 2020

Country	Flag	Worried (%)	% change	Jul 2020
WORLD		13%	▼	-1
SAUDI ARABIA		42%	▲	+9
BELGIUM		29%	=	
ITALY		29%	▼	-4
TURKEY		23%	=	
CANADA		21%	=	
POLAND		20%	▼	-4
SOUTH KOREA		20%	▲	+1
NETHERLANDS		17%	▲	+4
FRANCE		16%	▼	-4
JAPAN		15%	▼	-3
RUSSIA		14%	▼	-1
BRAZIL		12%	=	
SWEDEN		12%	▲	+2
ARGENTINA		11%	▼	-3
ISRAEL		11%	▼	-2
MEXICO		11%	▲	+2
SPAIN		10%	▼	-1
INDIA		8%	▲	+2
AUSTRALIA		7%	▼	-1
US		7%	▼	-1
GERMANY		6%	▼	-2
GREAT BRITAIN		6%	=	
MALAYSIA		5%	=	
CHILE		3%	=	
SOUTH AFRICA		3%	▼	-1
HUNGARY		2%	▼	-3
PERU		2%	=	

Base: Representative sample of adults aged 16-74 in 27 participating countries. August 2020: 19,016; July 2020: 18,548.

Source: Global Advisor

9 | CLIMATE CHANGE

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

% change compared with previous month:

(%) worried in August 2020 in each country

Jul 2020

Country	Flag	Worried (%)	% change	Change
WORLD		11%	=	
GERMANY		25%	▲	+1
CANADA		24%	▲	+2
NETHERLANDS		23%	▼	-2
AUSTRALIA		21%	▼	-4
FRANCE		21%	▼	-1
JAPAN		21%	▲	+4
GREAT BRITAIN		18%	▲	+1
POLAND		17%	▼	-3
BELGIUM		16%	▼	-1
SOUTH KOREA		16%	▲	+9
SWEDEN		15%	▼	-5
ITALY		11%	▲	+2
US		11%	▼	-1
HUNGARY		9%	▼	-1
INDIA		9%	▲	+1
SAUDI ARABIA		9%	▼	-1
SPAIN		9%	▼	-3
TURKEY		7%	=	
CHILE		4%	=	
MEXICO		3%	=	
RUSSIA		3%	▼	-1
SOUTH AFRICA		3%	▲	+1
ARGENTINA		2%	▲	+1
BRAZIL		2%	=	
MALAYSIA		2%	▼	-1
PERU		2%	=	
ISRAEL		1%	▼	-1

Base: Representative sample of adults aged 16-74 in 27 participating countries. August 2020: 19,016; July 2020: 18,548.

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 August 2020 in each country

Jul 2020

Country	Aug 2020 (%)	Jul 2020 (%)	% Change
WORLD	11%	=	=
US	22%	=	=
POLAND	17%	15%	+2
JAPAN	16%	18%	-2
MALAYSIA	16%	13%	+3
FRANCE	15%	14%	+1
GERMANY	14%	19%	-5
NETHERLANDS	14%	20%	-6
SOUTH KOREA	14%	13%	+1
GREAT BRITAIN	12%	13%	-1
HUNGARY	12%	14%	-2
ISRAEL	12%	14%	-2
RUSSIA	11%	12%	-1
SAUDI ARABIA	11%	15%	-4
BELGIUM	10%	15%	-5
AUSTRALIA	9%	11%	-2
CANADA	9%	10%	-1
ITALY	9%	9%	=
TURKEY	9%	9%	=
BRAZIL	8%	6%	+2
INDIA	8%	5%	+3
ARGENTINA	7%	7%	=
PERU	7%	5%	+2
CHILE	6%	3%	+3
SWEDEN	6%	10%	-4
MEXICO	5%	7%	-2
SOUTH AFRICA	5%	5%	=
SPAIN	4%	4%	=

Base: Representative sample of adults aged 16-74 in 27 participating countries. August 2020: 19,016; July 2020: 18,548.

Source: Global Advisor

WORLD WORRIES

11 | IMMIGRATION CONTROL

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

% change compared with previous month:

(%) worried in August 2020 in each country

Jul 2020

Country	Aug 2020 (%)	Jul 2020 (%)	% change
WORLD	10%		=
ITALY	31%		▲ +10
GERMANY	26%		▲ +1
SWEDEN	24%		▲ +1
BELGIUM	23%		▲ +4
GREAT BRITAIN	19%		▲ +3
FRANCE	18%		▲ +4
NETHERLANDS	16%		▲ +3
AUSTRALIA	15%		▲ +1
SPAIN	13%		▲ +1
CANADA	12%		▼ -3
US	12%		▼ -2
MALAYSIA	11%		▼ -3
TURKEY	10%		=
SOUTH AFRICA	7%		=
CHILE	6%		▼ -1
HUNGARY	6%		▲ +1
ISRAEL	5%		▼ -2
JAPAN	5%		▲ +1
RUSSIA	4%		▼ -2
ARGENTINA	3%		=
POLAND	3%		▲ +1
PERU	3%		▼ -3
SAUDI ARABIA	3%		▲ +1
INDIA	2%		▼ -2
MEXICO	2%		=
BRAZIL	1%		=
SOUTH KOREA	1%		=

Base: Representative sample of adults aged 16-74 in 27 participating countries. August 2020: 19,016; July 2020: 18,548.

Source: Global Advisor

WORLD WORRIES

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 August 2020 in each country

Jul 2020

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

Base: Representative sample of adults aged 16-74 in 27 participating countries. August 2020: 19,016; July 2020: 18,548.

Source: Global Advisor

WORLD WORRIES

13 | 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 August 2020 in each country

Jul 2020

Country	(%) worried in August 2020	% change compared with previous month (Jul 2020)
WORLD	8%	-1
US	21%	-2
GERMANY	20%	=
GREAT BRITAIN	16%	-1
BELGIUM	14%	-2
NETHERLANDS	14%	-7
SWEDEN	14%	=
POLAND	13%	+4
FRANCE	11%	-1
MALAYSIA	11%	-1
AUSTRALIA	10%	-1
SPAIN	9%	-4
ISRAEL	8%	-1
SOUTH KOREA	8%	+2
TURKEY	7%	-2
BRAZIL	6%	-3
CANADA	6%	-1
CHILE	6%	+2
INDIA	6%	+1
ITALY	6%	=
HUNGARY	5%	=
SAUDI ARABIA	5%	+1
JAPAN	3%	+1
MEXICO	2%	=
SOUTH AFRICA	2%	=
ARGENTINA	1%	-1
PERU	*	-1
RUSSIA	*	-1

Base: Representative sample of adults aged 16-74 in 27 participating countries. August 2020: 19,016; July 2020: 18,548.

Source: Global Advisor

WORLD WORRIES

14 | INFLATION

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

% change compared with previous month:

(%) worried in August 2020 in each country

Jul 2020

Country	(%) worried in August 2020	% change compared with previous month (Jul 2020)
WORLD	8%	=
ARGENTINA	34%	▼ -2
TURKEY	22%	▼ -5
RUSSIA	21%	▲ +4
POLAND	13%	▼ -2
HUNGARY	11%	▼ -4
MALAYSIA	10%	▼ -1
MEXICO	10%	▲ +1
CANADA	9%	▲ +1
INDIA	8%	=
BRAZIL	7%	▲ +2
GERMANY	7%	=
SOUTH KOREA	7%	▲ +1
SAUDI ARABIA	6%	▼ -2
AUSTRALIA	5%	▼ -2
CHILE	5%	=
FRANCE	5%	▲ +1
BELGIUM	4%	▼ -2
ITALY	4%	=
JAPAN	4%	=
SOUTH AFRICA	4%	▼ -1
GREAT BRITAIN	3%	▼ -2
PERU	3%	▼ -1
SPAIN	3%	▲ +1
SWEDEN	3%	▲ +2
US	3%	=
ISRAEL	2%	▼ -1
NETHERLANDS	2%	=

Base: Representative sample of adults aged 16-74 in 27 participating countries. August 2020: 19,016; July 2020: 18,548.

Source: Global Advisor




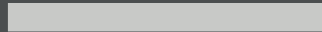

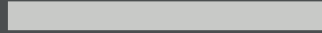





















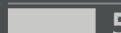



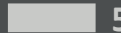

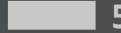



















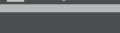

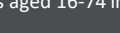
15 | MAINTAINING SOCIAL PROGRAMMES

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

% change compared with previous month:

(%) worried in August 2020 in each country

Jul 2020

WORLD			7%	=
SOUTH KOREA			18%	▲ +1
SWEDEN			18%	▼ -1
JAPAN			17%	▼ -3
POLAND			11%	▲ +3
GREAT BRITAIN			10%	▲ +1
AUSTRALIA			9%	▲ +1
ISRAEL			7%	=
ITALY			7%	=
NETHERLANDS			7%	▼ -2
SPAIN			7%	=
CANADA			6%	▼ -1
HUNGARY			6%	▼ -1
TURKEY			6%	▲ +6
ARGENTINA			5%	▲ +1
BELGIUM			5%	▼ -3
CHILE			5%	▲ +2
RUSSIA			5%	▼ -4
SAUDI ARABIA			5%	▲ +1
FRANCE			4%	▼ -1
GERMANY			4%	=
US			4%	▲ +1
BRAZIL			3%	▲ +1
INDIA			3%	=
MALAYSIA			3%	▼ -1
SOUTH AFRICA			3%	=
MEXICO			2%	▼ -3
PERU			1%	▼ -1

Base: Representative sample of adults aged 16-74 in 27 participating countries. August 2020: 19,016; July 2020: 18,548.

Source: Global Advisor

WORLD WORRIES

16 | TERRORISM

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

% change compared with previous month:

(%) worried in August 2020 in each country

Jul 2020

Country	Flag	% Worried (Aug 2020)	% Change (Jul 2020)
WORLD		6%	▼ -1
TURKEY		23%	=
ISRAEL		21%	=
SAUDI ARABIA		15%	▼ -3
FRANCE		11%	▲ +1
GERMANY		11%	▲ +1
GREAT BRITAIN		11%	▼ -4
INDIA		10%	▼ -7
SWEDEN		8%	▲ +1
US		8%	▼ -2
BELGIUM		7%	▼ -2
NETHERLANDS		7%	=
CHILE		5%	▲ +3
MALAYSIA		5%	▼ -1
POLAND		4%	▲ +1
AUSTRALIA		3%	▼ -4
ITALY		3%	=
RUSSIA		3%	▲ +1
BRAZIL		2%	=
CANADA		2%	=
JAPAN		2%	=
PERU		2%	▲ +1
SPAIN		2%	▼ -1
HUNGARY		1%	▲ +1
MEXICO		1%	▼ -1
SOUTH AFRICA		1%	▼ -1
SOUTH KOREA		1%	=
ARGENTINA		*	=

Base: Representative sample of adults aged 16-74 in 27 participating countries. August 2020: 19,016; July 2020: 18,548.

Source: Global Advisor

WORLD WORRIES

17 | CHILDHOOD OBESITY

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

% change compared with previous month:

(%) worried in August 2020 in each country

Jul 2020

Country	Flag	Worried (%)	% change	Jul 2020
WORLD		2%	=	
SAUDI ARABIA		10%	▲	+1
POLAND		7%	▲	+2
MEXICO		5%	▲	+1
NETHERLANDS		4%	=	
AUSTRALIA		3%	=	
GREAT BRITAIN		3%	=	
SWEDEN		3%	=	
BELGIUM		2%	▲	+1
BRAZIL		2%	▲	+1
CANADA		2%	▲	+1
GERMANY		2%	▼	-1
HUNGARY		2%	=	
INDIA		2%	▼	-1
ISRAEL		2%	=	
MALAYSIA		2%	▼	-1
US		2%	▲	+1
CHILE		1%	▲	+1
FRANCE		1%	=	
ITALY		1%	=	
PERU		1%	▲	+1
RUSSIA		1%	▲	+1
SOUTH AFRICA		1%	▲	+1
SOUTH KOREA		1%	=	
SPAIN		1%	▲	+1
TURKEY		1%	▲	+1
ARGENTINA		*	▼	-1
JAPAN		*	▼	-1

Base: Representative sample of adults aged 16-74 in 27 participating countries. August 2020: 19,016; July 2020: 18,548.

Source: Global Advisor

WORLD WORRIES

18 | 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 August 2020 in each country

				Jul 2020
WORLD			1%	▼ -1
SAUDI ARABIA			4%	▲ +1
ITALY			3%	▲ +1
MALAYSIA			3%	=
BELGIUM			2%	=
FRANCE			2%	▲ +1
INDIA			2%	▲ +1
POLAND			2%	=
PERU			2%	▲ +1
RUSSIA			2%	▼ -1
SOUTH KOREA			2%	=
ARGENTINA			1%	=
AUSTRALIA			1%	▼ -1
BRAZIL			1%	=
CANADA			1%	▼ -1
CHILE			1%	=
GERMANY			1%	=
GREAT BRITAIN			1%	=
HUNGARY			1%	▼ -4
JAPAN			1%	=
NETHERLANDS			1%	=
SOUTH AFRICA			1%	▼ -1
SPAIN			1%	=
SWEDEN			1%	=
TURKEY			1%	▲ +1
US			1%	=
ISRAEL		*	*	▼ -2
MEXICO		*	*	▼ -2

Base: Representative sample of adults aged 16-74 in 27 participating countries. August 2020: 19,016; July 2020: 18,548.

Source: Global Advisor



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.

For the results of the survey presented herein, an international sample of 19,016 adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries, were interviewed between July 24th 2020 and August 7th 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 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


Simon Atkinson

Chief Knowledge Officer

 simon.atkinson@ipsos.com

Gideon Skinner

Research Director

 gideon.skinner@ipsos.com

Teodros Gebrekal

Researcher

 teodros.gebrekal@ipsos.com