WHAT WORRIES THE



September 2017



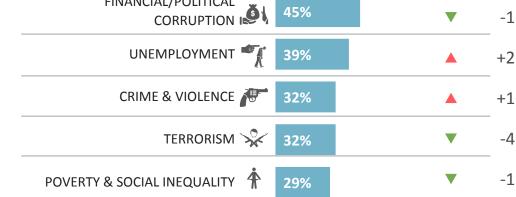
INDIA SUMMARY: SEPTEMBER 2017

The majority (74%) of Indian people think things in the country are heading in the right direction.

Financial/political corruption currently occupies the top spot for concern with 45% 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 September 2017 RIGHT DIRECTION Which three of the following topics do you find the most worrying in your country? % change compared with previous month: Aug 2017 FINANCIAL/POLITICAL CORRUPTION 45% -1



Base: Representative sample of Indian adults aged 16-64. c.500 per month Source: Global Advisor

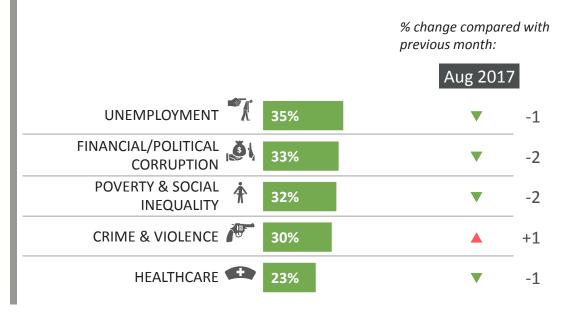
WORLD SUMMARY: SEPTEMBER 2017

The majority (59%) of people around the world think things in their country are on the wrong track.

Unemployment currently occupies the top spot for global concern with 35% 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?*



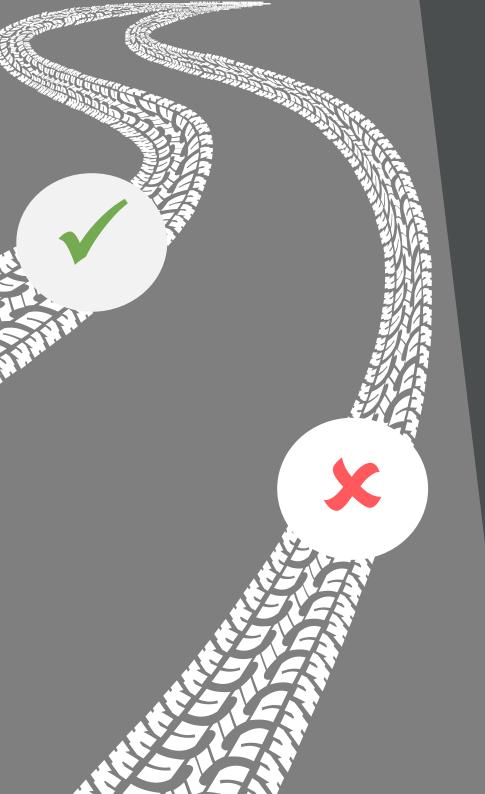
*Please note that participants in China were not shown the full list of topics for this question. Financial/political corruption, poverty and social inequality, taxes, and rise of extremism were excluded from the list shown to Chinese participants.

GAME CHANGERS Ipsos

Base: Representative sample of adults aged 16-64 in 26 participating countries. c.20,000 per month

Source: Global Advisor





RIGHT

DIRECTION

WRONG

TRACK

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



COUNTRY COMPARISON

RIGHT DIRECTION/WRONG TRACK

Right direction % change compared with previous month:

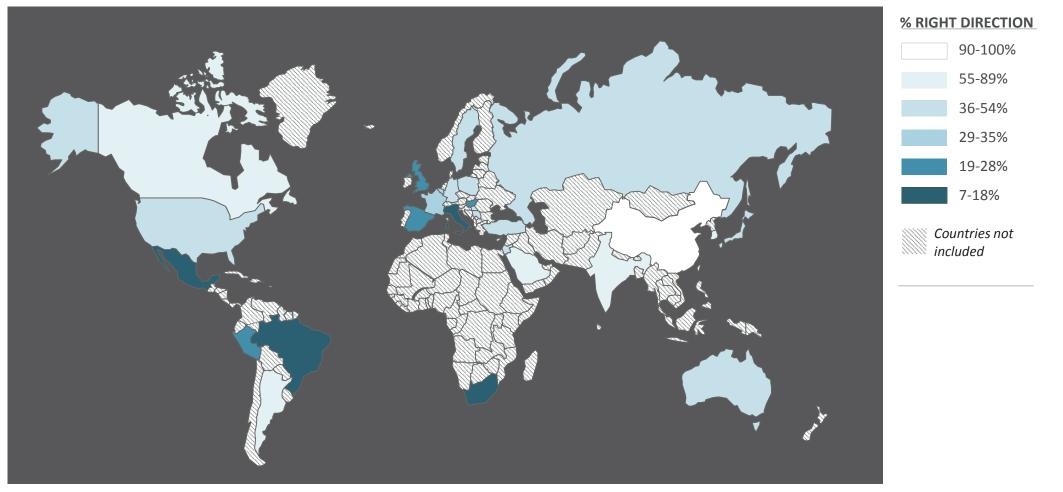


World	\bigcirc	▶	59%		41%				+1
China		►		8%		92%	WRONG TRACK		+1
India	(3)	►		26%		74%			
Saudi Arabia	\$53930 			28%	7	72%			+5
South Korea			3	3%	67	'%			+1
Canada	*		43%		57%				-1
Argentina	*		45%		55%		RIGHT		+11
Russia			47%		53%		DIRECTION		-6
Serbia			50%		50%			A	+6
Australia	*		57%		43%				
Poland			58%		42%				+9
Sweden			59%		41%				+4
US	*		59%		41%				+1
Israel			62%		38%				+2
Japan	•		62%		38%				+3
Germany			63%		37%				+1
Turkey	C*		63%		37%				+1
Belgium			65%		35%				-2
France			71%		29%				-5
Great Britain			72%		28%				-5
Peru	۵	▶	75%		25%				-8
Spain	*	▶	75%		25%				
Hungary		▶	77%		23%				-1
Mexico	*	▶	83%		17%			A	+4
Brazil		•	84%		16%			A	+6
Italy			85%		15%				-1
South Africa			92%		8%				-3

Base: Representative sample of 21,044 adults aged 16-64 in 26 participating countries, August 25th - September 8th 2017.

% WHO THINK THEIR COUNTRY IS GOING IN THE RIGHT DIRECTION: September 2017

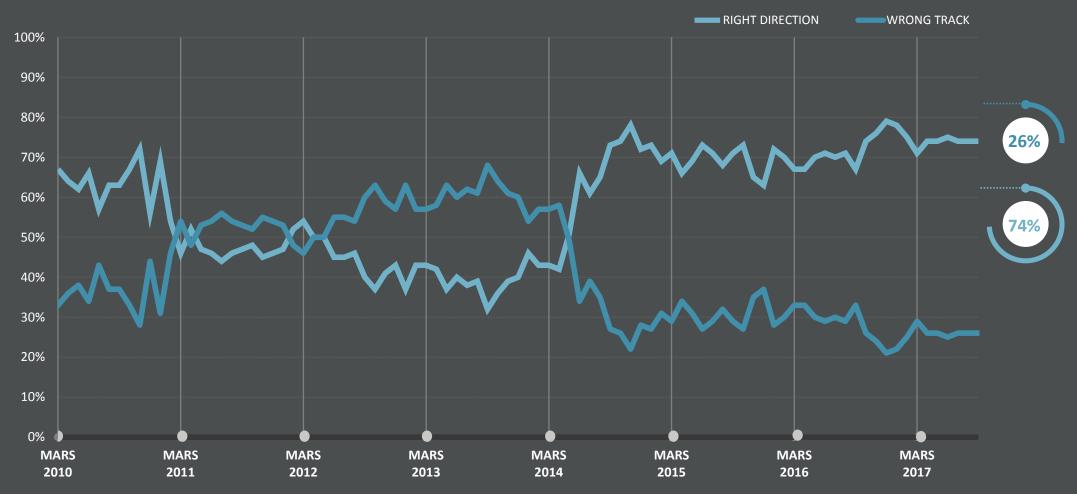
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



Base: Representative sample of 21,044 adults aged 16-64 in 26 participating countries, August 25th - September 8th 2017. Source: Global Advisor

INDIA: RIGHT DIRECTION/ WRONG TRACK

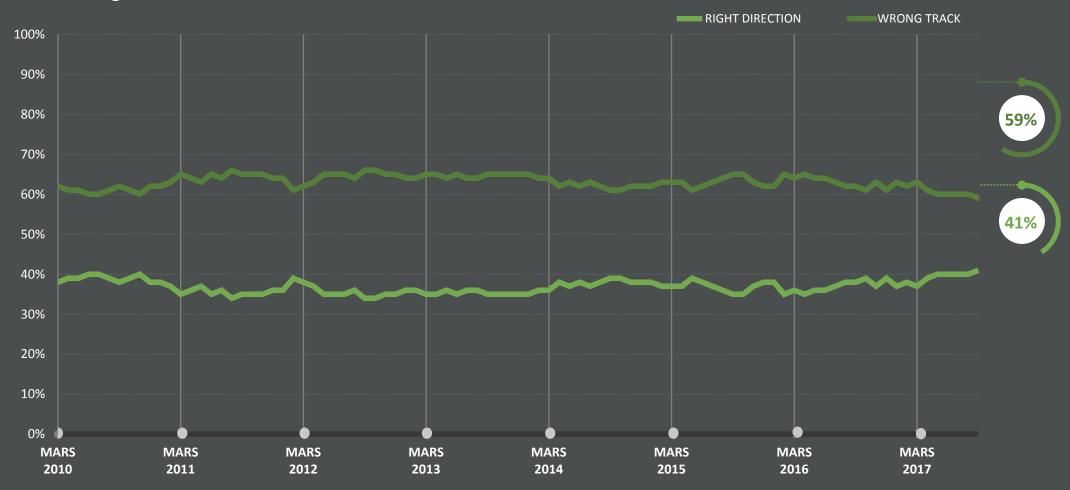
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



Base: Representative sample of Indian adults aged 16-64. 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 adults aged 16-64, c.18,000 – 20,000 per month.

Source: Global Advisor





INDIA'S

WORRIES

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



INDIA'S WORRIES

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

% change compared with previous month:

Mentioned in September 2017 (%)			Aug 2	2017
Financial/political corruption	١		45%	•	-1
Unemployment	K		39%	_	+2
Crime & violence			32%		+1
Terrorism	×		32%	▼	-4
Poverty & social inequality	Ŧ		29%	▼	-1
Education		19%		_	+2
Healthcare		17%			+2
Taxes	TRX	16%		▼	-1
Threats against the environment		15%		_	+1
Climate change		13%		=	
Moral decline	<u>کی</u>	10%		_	+3
Rise of extremism	2	9%		_	+1
Inflation		9%		▼	-1
Childhood obesity	2	5%		_	+1
Maintaining social programmes		3%		▼	-1
Immigration control		2%		=	
Access to credit	چک	2%		_	+1

Base: Representative sample of Indian adults aged 16-64. September 2017: 1,001; August 2017: 500. Source: Global Advisor

WORLD WORRIES

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

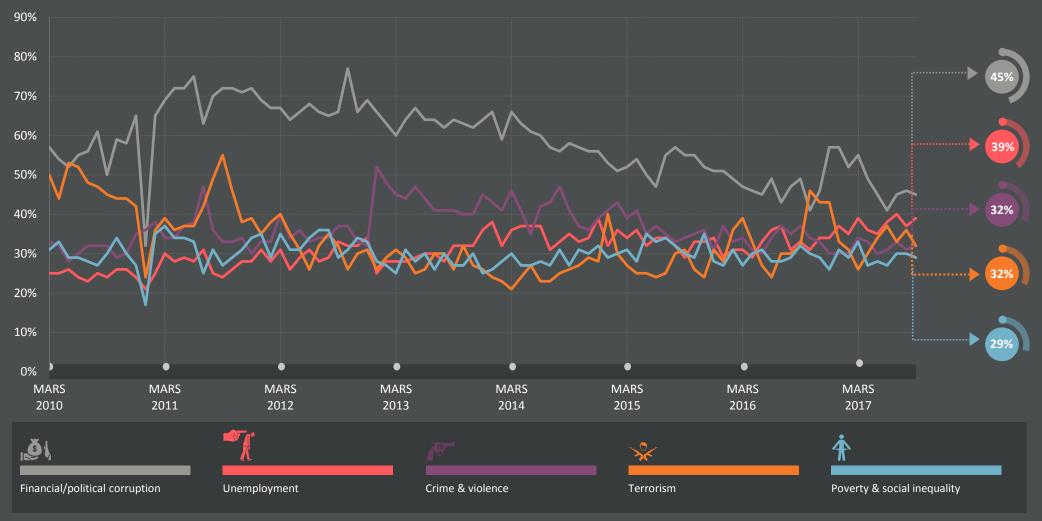
% change compared with previous month:

Aentioned in September 2017 (%)		Aug	2017
Unemployment	*	35%	▼	-1
Financial/political corruption	<u>بة هما</u>	33%	▼	-2
Poverty & social inequality	Ť	32%	▼	-2
Crime & violence		30%	_	+1
Healthcare		23%	▼	-1
Terrorism	×	21%		+2
Education		20%		+1
Taxes		16%	=	
Moral decline	بخبير	15%	=	
Immigration control		14%	A	+1
Rise of extremism	2	11%		+2
Climate change		10%	=	
Inflation		10%	A	+1
hreats against the environment		9%	▼	-1
Maintaining social programmes		9%	▼	-1
Childhood obesity	*	3%	=	
Access to credit	(F)	2%	=	

Base: Representative sample of adults aged 16-64. September 2017: 21,044; August 2017: 18,630. Source: Global Advisor

INDIA'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 Indian adults aged 16-64. 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

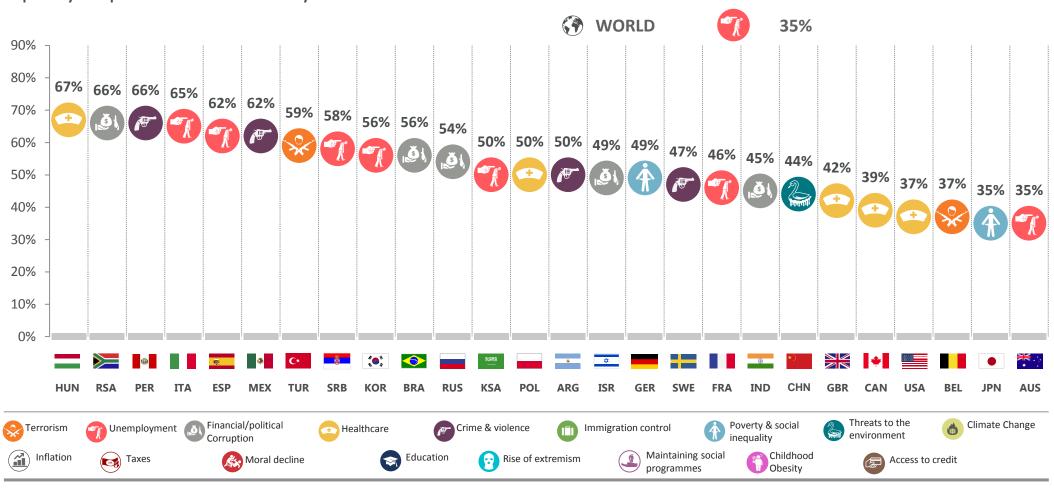
COUNTRY COMPARISON

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



MOST WORRYING ISSUE BY COUNTRY

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



Top worry in September 2017 in each country

Base: Representative sample of 21,044 adults aged 16-64 in 26 participating countries, August 25th - September 8th 2017. Source: Global Advisor



TOP 3 MOST WORRYING ISSUES BY COUNTRY

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

\$ WORLD BRA CAN CHN FRA GER GBR HUN IND MEX PER POL RUS ARG AUS BEL ISR ITA JPN KSA SRB RSA KOR ESP SWE TUR USA 35% 50% 35% 37% 56% 39% 44% 46% 49% 42% 67% 45% 49% 65% 35% 62% 66% 50% 54% 50% 58% 66% 56% 62% 47% 59% 37% 5 ا ک 33% 45% 30% 33% 50% 31% 39% 45% 39% 41% 57% 39% 45% 42% 34% 52% 54% 40% 53% 28% 56% 62% 44% 54% 27% 29% 34% (اھُ) 32% 42% 26% 28% 42% 31% 35% 37% 38% 30% 50% 32% 39% 31% 25% 42% 52% 31% 38% 27% 40% 57% 37% 33% 25% 27% 29% Climate Change Financial/political Threats to the Poverty & social Unemployment Immigration control Terrorism Healthcare Crime & violence Corruption (Contraction) environment inequality Taxes Education Inflation Maintaining social Childhood

Top 3 worries in September 2017 in each country

Base: Representative sample of 21,044 adults aged 16-64 in 26 participating countries, August 25th - September 8th 2017. Source: Global Advisor

🏡 Moral decline

Rise of extremism



Access to credit

Obesity

programmes

1 | 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 Septemb	per 2017 in each country	Aug 2	017
WORLD 🚷	33%	▼	-2
SOUTH AFRICA 🔀	66%		+1
HUNGARY	57%	▼	-1
BRAZIL 🤝	56%	▼	-3
RUSSIA	54%	▼	-2
SPAIN 💌	54%	▼	-4
MEXICO	52%	A	+1
PERU 🧧	52%	▼	-8
ISRAEL 🗢	49%	A	+2
INDIA 🔜	45%	▼	-1
SOUTH KOREA 🛛 🤇 🧐	44%	▼	-3
POLAND	40%	▼	-1
SERBIA 🎫	40%	•	-4
ARGENTINA 🔹	36%	•	-2
BELGIUM	28%	•	-4
ITALY	27%	•	-4
JAPAN 🔴	2	=	
SAUDI ARABIA	24%		+2
TURKEY 🗠			+3
US	20%	▼	-3
FRANCE		=	
AUSTRALIA 🇮 🔆			+2
CANADA 🔶		=	
GREAT BRITAIN 🔀		▼	-2
SWEDEN	9%	▼	-2
GERMANY	7%	•	-4

2 | UNEMPLOYMENT AND JOBS

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

Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630. Source: Global Advisor

(%) worriec	l in Septem	ber 2017 i	in each c	ountry

WORLD		35%		-1
ITALY		65%		-2
SPAIN	*	62%		-4
SERBIA		58%	▼	-4
SOUTH AFRICA		57%	▼	-1
SOUTH KOREA	۲.	56%	▼	-4
SAUDI ARABIA	#39990 	50%		+5
FRANCE		46%	=	
ARGENTINA	*	45%	=	
INDIA	•	39%		+2
MEXICO	*	39%		+1
BRAZIL		38%	=	
RUSSIA		38%	=	
AUSTRALIA		35%	▼	-1
CANADA	*	31%	▼	-1
CHINA		30%		+3
	C*	29%		+3
PERU	ê		=	
BELGIUM		27%	▼	-1
JAPAN		25%		+2
HUNGARY			▼	-1
SWEDEN			▼	-1
US			=	
POLAND			▼	-5
GREAT BRITAIN		15%	▼	-1
ISRAEL	\$			+4
GERMANY				+2

Ipsos Public Affairs

% change compared

with previous month:

Aug 2017





Source: Global Advisor

Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630.

INDIA VS. GLOBAL

(%)	worried	in Septem	ber 2017 in	each country
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Which three of the following topics do you find the most worrying in your country?

3 | CRIME & VIOLENCE

				. 1
WORLD	\mathbf{O}	30%	_	+1
PERU		66%	A	+3
MEXICO		62%	▼	-3
SOUTH AFRICA		62%	=	
ARGENTINA		50%	A	+2
BRAZIL		50%		+1
SWEDEN		47%		+5
GERMANY		39%	▼	-1
SOUTH KOREA		34%		+12
INDIA		32%		+1
SERBIA		32%	A	+3
ITALY		31%		+6
AUSTRALIA		30%	▼	-2
		29%		+2
TURKEY		25%	A	+1
BELGIUM			=	
ISRAEL			▼	-7
GREAT BRITAIN			▼	-2
JAPAN				+2
CANADA	*		▼	-3
FRANCE			▼	-2
POLAND			=	
CHINA	*)		▼	-1
HUNGARY		14%		+2
SAUDI ARABIA	\$3999 	13%	▼	-1
RUSSIA		10%	▼	-3
SPAIN	<u></u>	9%	▼	-2

% change compared with previous month:

Aug 2017



GAME CHANGERS



4 | TERRORISM

(%) worried in September 2017 in each country

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

% change compared with previous month:

Aug 2017

WORLD A +2 TURKEY 59% A +7 FRANCE 45% A 49 ISRAEL 41% A 43 GERAT BRITAIN 38% V -3 BELGIUM 37% A +6 US 34% A +6 US 32% A +7 SAUDI ARABIA 22% V -1 SAUDI ARABIA 22% V -1 SAUDI ARABIA 22% V -7 JAPAN 12% -11 -1 SVEDEN 12% -1 -1 SOUTH KOREA 8% -1 -1 SOUTH KOREA 3% -1 -1 SOUTH KOREA 3% -1 -1 SOUTH KOREA 2%		picin			
FRANCE 45% 4 +9 ISRAE 45% 7 -6 GREAT BRITAIN 41% 41% 43 GERAT BRITAIN 38% 33% 33% BELGIUM 37% 4 +6 US 33% 4 +22 INDIA 32% 7 -4 SPAIN 23% 7 -4 SAUDI ARABIA 27% 7 -1 AUSTRALIA 23% 7 -1 SWEDEN 22% 7 -7 JAPAN 14% 4 +4 TALY 13% 4 +4 PERU 9% 4 +1 POLAND 12% 4 +1 PERU 9% 4 +2 PERU 9% 4 +2 SEBBIA 4% 4 +2 SOUTH KOREA 2 8% 4 +2 SERBIA 4% 4 +2 SERBIA 4% 4 +2	WORLD	()	21%		
ISRAEL 45% -<	TURKEY	C*	59%		
GREAT BRITAIN 41% 41% GERMANY 38% 33 BELGIUM 37% 4 SPAIN 34% 4 SPAIN 33% 4 SPAIN 33% 4 SAUDI ARABIA 32% 4 SAUDI ARABIA 27% 1 AUSTRALIA 23% 1 SAUDI ARABIA 23% 1 JAPAN 14% 4 PAIN 12% 4 GREAT BRITAIN 4 4 AUSTRALIA 23% 1 SAUDI ARABIA 23% 1 JAPAN 14% 4 CANADA 12% 4 POLAND 12% 4 POLAND 12% 4 SOUTH KOREA 8% 4 GREAT 4% 4 ARGENTINA 7% 3 ARGENTINA 7% 3 GREAT 9% 4 AGUTH KOREA 3% 4 SERBIA 4% 4<					
GERMANY 38% 33% BELGIUM 37% 4 US 34% 4 SPAIN 33% 4 SAUDI ARABIA 23% 4 SAUDI ARABIA 23% 4 SAUDI ARABIA 23% 4 SAUDI ARABIA 23% 4 JAPAN 23% 4 JAPAN 23% 7 JAPAN 14% 4 ITALY 13% 4 CANADA 4 4 PERU 9% 4 SOUTH KOREA 8% 4 GERMINA 4% 4% SEBBIA 4% 4% ARGENTINA 4% 4% ARGENTINA 4% 4 MEXICO 3% 4 MEXICO 3% 4 SOUTH AFRICA 2% 4			45%	▼	
BELGIUM 37% A +6 US 34% A +4 SPAIN 33% A +22 INDIA 32% V 4 SAUDI ARABIA 22% V -1 AUSTRALIA 23% V -1 SWEDEN 23% V -1 SWEDEN 22% V -7 JAPAN 14% A +4 ITALY 13% A +4 CANADA 12% A +1 POLAND 12% A +1 POLAND 9% -1 -1 SOUTH KOREA 8% -1 -1 SOUTH KOREA 3% -1 -1 SOUTH KOREA 3% -1 -1 MEXICO 3% -1 -1 MEXICO 3% -1 -1 SOUTH AFRICA 2% -1 -1 SOUTH AFRICA 2% -1 -1 SOUTH AFRICA 3% -1 -1	GREAT BRITAIN				
US 34% 4 +4 SPAIN 33% 4 +22 INDIA 32% ✓ -4 SAUDI ARABIA 27% ✓ -1 AUSTRALIA 23% ✓ -1 SWEDEN 23% ✓ -1 SWEDEN 22% ✓ -7 JAPAN 14% 4 +4 CANADA 12% 4 +1 POLAND 12% 4 +1 POLAND 12% 4 +1 SOUTH KORA 8% 4 +1 RUSSIA 4% 4% 4 +1 MEXICO 3% 4 +1 +1 SOUTH AFRICA 2% 4 +1 +1			38%	▼	
SPAIN 33% 4 +22 INDIA 32% 4 SAUDI ARABIA 27% 1 AUSTRALIA 23% 1 SWEDEN 23% 1 JAPAN 22% 7 JAPAN 14% 4 CANADA 12% 4 POLAND 12% 4 POLAND 12% 4 SOUTH KOREA 8% 4 CHINA 9% 4 SOUTH KOREA 8% 4 MEXICO 3% 4 MEXICO 3% 4 MEXICO 3% 4 SOUTH AFRICA 2% 4	BELGIUM		37%		
INDIA 32% -4 SAUDI ARABIA 27% -1 AUSTRALIA 23% -1 SWEDEN 23% -1 SWEDEN 22% -7 JAPAN 14% 4 ITALY 13% 4 CANADA 12% 4 POLAND 12% 4 POLAND 9% 4 RUSSIA 9% -1 SOUTH KOREA 8% 4 CHINA 4% 4% ARGENTINA 4% -1 BRAZIL 2% 4	US				
SAUDI ARABIA Image: Constraint of the second se					
AUSTRALIA 23% -1 SWEDEN 22% -7 JAPAN 14% 4 ITALY 13% 4 CANADA 12% 4 POLAND 12% 4 PERU 9% 4 SOUTH KOREA 9% 11 SOUTH KOREA 8% 4 ARGENTINA 4% 4 SERBIA 3% 4 MEXICO 3% 11 SOUTH AFRICA 2% 4			32%	▼	
SWEDEN -7 JAPAN -114% ITALY -13% CANADA -13% CANADA -12% POLAND -12% PERU -12% PERU -12% SOUTH KOREA -10 SOUTH KOREA -10% ARGENTINA -4% MEXICO -3% SOUTH AFRICA -2%				▼	
JAPAN Image: Amage:			23%	▼	
ITALY Image: state s	SWEDEN			▼	-7
CANADA Image: Canada 12% Image: Amage: Canada 12% Image: Amage: Canada 12% Image: Canada 12% <td< td=""><td></td><td></td><td></td><td></td><td>+4</td></td<>					+4
POLAND 12% +2 PERU 9% 1 RUSSIA 9% 1 SOUTH KOREA 8% 1 CHINA 7% 3 ARGENTINA 4% 1 SERBIA 4% 1 MEXICO 3% 1 BRAZIL 2% 4 SOUTH AFRICA 2% 1					+4
PERU 9% 1 RUSSIA 9% 1 SOUTH KOREA 8% 4 CHINA 7% 3 ARGENTINA 4% 42 SERBIA 4% 41 MEXICO 3% 11 BRAZIL 2% 2% 11 SOUTH AFRICA 2% 41					+1
RUSSIA 9% -1 SOUTH KOREA 8% +6 CHINA 7% -3 ARGENTINA 4% +2 SERBIA 4% +1 MEXICO 3% -1 BRAZIL 2% 4 +1 SOUTH AFRICA 2% 4 +1					+2
SOUTH KOREA \$ #6 CHINA 7% ~3 ARGENTINA 4% #2 SERBIA 4% #1 MEXICO 3% ~1 BRAZIL 2% 4% #1 SOUTH AFRICA 2% 1			9%		+1
CHINA 7% -3 ARGENTINA 4% +2 SERBIA 4% +1 MEXICO 3% 1 BRAZIL 2% 1 SOUTH AFRICA 2% 1			9%	▼	-1
ARGENTINA 4% SERBIA 4% MEXICO 3% BRAZIL 2% SOUTH AFRICA 2%					
SERBIA 4% MEXICO 3% BRAZIL 2% SOUTH AFRICA 2%				▼	-3
MEXICO ■ 3% BRAZIL ● 2% SOUTH AFRICA ■ 2% ▲ +1					+2
BRAZIL 📀 🗖 2% SOUTH AFRICA 🚬 🗖 2%					+1
SOUTH AFRICA 🚬 🔲 2%				▼	-1
					+1
HUNGARY 1%					+1
	HUNGARY				-1



INDIA VS. GLOBAL

1%) warried in Sontomber 2017 in each count

5 | POVERTY & SOCIAL INEQUALITY

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

% change compared with previous month:

Διισ 2017

(%) worried in Septemi	per 2017 in each country	Aug	2017
WORLD 🙌	32%	▼	-2
SERBIA 🗾	56%	•	-2
RUSSIA	53%	A	+1
HUNGARY	50%	▼	-5
GERMANY	49%	A	+5
MEXICO	42%	A	+1
ISRAEL 革	39%	=	
ARGENTINA 📑	38%	▼	-2
FRANCE	37%	A	+1
SOUTH KOREA 🏾 🍋	37%	▼	-9
JAPAN 🔴	35%	•	-4
BELGIUM	33%	•	-5
SOUTH AFRICA 🔀	33%	A	+1
POLAND	31%	•	-1
GREAT BRITAIN 💥	30%		+1
SPAIN 💌	30%	•	-9
	29%	•	-1
CANADA 🏼 🌞	28%	•	-1
PERU 🤷			+1
ITALY		▼	-6
BRAZIL 📀	25%		+3
AUSTRALIA 🏋 🤅		▼	-2
SAUDI ARABIA	22%	▼	-1
SWEDEN	22%		+2
TURKEY C	22%	▼	-6
US		=	



WORLD WORRIES

COUNTRY COMPARISON

• Country comparison of all 17 concerns



World Worries | September 2017 | Version 1 | Public | © Ipsos 2017

Source: Global Advisor

Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630.

WORLD WORRIES

(%) worried in September 2017 in each country

WORLD	$\langle \hat{\gamma} \rangle$	35%	▼	-1
ITALY		65%	▼	-2
SPAIN	<u></u>	62%	▼	-4
SERBIA	-	58%	▼	-4
SOUTH AFRICA		57%	▼	-1
SOUTH KOREA	*	56%	▼	-4
SAUDI ARABIA	165550 	50%		+5
FRANCE		46%	=	
ARGENTINA	*	45%	=	
INDIA	3	39%		+2
MEXICO	*	39%		+1
BRAZIL		38%	=	
RUSSIA		38%	=	
AUSTRALIA	*	35%	•	-1
CANADA	*	31%	•	-1
CHINA		30%		+3
TURKEY	C*	29%		+3
PERU	@	28%	=	
BELGIUM		27%	▼	-1
JAPAN		25%	<u> </u>	+2
HUNGARY		23%		-1
SWEDEN		21%	•	-1
US			=	
POLAND		17%	•	-5
		15%	V	-1
ISRAEL	\$		<u> </u>	+4
GERMANY				+2

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

1 | UNEMPLOYMENT AND JOBS

% change compared with previous month:

Aug 2017







2 | 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 Sep	otemb	er 2017 in each country	Aug 2	:017
WORLD		33%	▼	-2
SOUTH AFRICA		66%	A	+1
HUNGARY			•	-1
BRAZIL		56%	▼	-3
RUSSIA		54%	▼	-2
SPAIN	-	54%	▼	-4
MEXICO	¢	52%	A	+1
PERU	ê	52%	▼	-8
ISRAEL	\$	49%	A	+2
INDIA	8	45%	▼	-1
SOUTH KOREA	(•);	44%	•	-3
POLAND		40%	▼	-1
SERBIA	8	40%	▼	-4
ARGENTINA	*	36%	▼	-2
BELGIUM			•	-4
ITALY		27%	▼	-4
JAPAN		25%	=	
SAUDI ARABIA	\$53900			+2
TURKEY	C*	24%		+3
		20%	▼	-3
FRANCE		16%	=	
	*			+2
CANADA	*		=	
			▼	-2
SWEDEN	<u>+-</u>	9%	▼	-2
GERMANY		7%	▼	-4



1%) warried in Sentember 2017 in each count

3 | POVERTY & SOCIAL INEQUALITY

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

% change compared with previous month:

Διισ 2017

(%) worried in Sep	otembo	er 2017 in each country	Aug	2017
WORLD		32%	•	-2
		56%	▼	-2
RUSSIA		53%	A	+1
HUNGARY		50%	▼	-5
GERMANY		49%	A	+5
MEXICO	۰.	42%	A	+1
ISRAEL	\$	39%	=	
ARGENTINA	*	38%	▼	-2
FRANCE		37%	A	+1
SOUTH KOREA	()	37%	▼	-9
JAPAN		35%	▼	-4
BELGIUM		33%	▼	-5
SOUTH AFRICA		33%	A	+1
POLAND		31%	•	-1
GREAT BRITAIN		30%		+1
	<u>®</u>	30%	•	-9
	•	29%	•	-1
CANADA	*		•	-1
PERU	@			+1
ITALY		27%	▼	-6
BRAZIL		25%		+3
AUSTRALIA	*		▼	-2
SAUDI ARABIA	55750 —		▼	-1
				+2
	C*		▼	-6
US			=	

Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630. Source: Global Advisor





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4 | CRIME & VIOLENCE

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

% change compared with previous month:

(%) worried in Ser	otemb	per 2017 in each country	Aug 2	2017
WORLD	()	30%	A	+1
PERU		66%		+3
MEXICO	۰	62%	▼	-3
SOUTH AFRICA		62%	=	
ARGENTINA	*	50%	A	+2
BRAZIL		50%		+1
SWEDEN		47%	A	+5
GERMANY		39%	▼	-1
SOUTH KOREA	()	34%	A	+12
INDIA	(1)	32%	A	+1
SERBIA	<u>.</u>	32%	A	+3
ITALY		31%		+6
AUSTRALIA	*	30%	▼	-2
US		29%	A	+2
TURKEY	C*	25%	A	+1
BELGIUM		23%	=	
ISRAEL	\$	19%	▼	-7
GREAT BRITAIN			▼	-2
JAPAN				+2
CANADA	*	15%	▼	-3
FRANCE		15%	▼	-2
POLAND		15%	=	
CHINA			▼	-1
HUNGARY				+2
SAUDI ARABIA	5:330	13%	▼	-1
RUSSIA		10%	▼	-3
SPAIN	<u>.</u>	9%	▼	-2

5 | HEALTHCARE

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

% change compared with previous month:

(%) worried in Se	ptemb	er 2017 in each country	Aug 2	2017
WORLD		23%	▼	-1
HUNGARY		67%	•	-5
POLAND		50%		+3
BRAZIL		42%	▼	-3
GREAT BRITAIN		42%	A	+3
CANADA	*	39%	A	+1
US		37%	▼	-5
RUSSIA		32%	=	
SERBIA		32%	A	+2
CHINA		29%	▼	-4
AUSTRALIA		26%	•	-2
SPAIN	*	22%	•	-1
SWEDEN			▼	-1
PERU	@			-2
SAUDI ARABIA	\$53900 			+3
INDIA	(b)			+2
JAPAN		15%	=	
BELGIUM				+1
ISRAEL	*	14%	_	+1
ITALY		13%	A	+3
SOUTH AFRICA		13%		+1
FRANCE				-4
GERMANY			A	+2
MEXICO	*	9%	=	
ARGENTINA			▼	-1
SOUTH KOREA	(0)	5%		+1
TURKEY	C*	4%		+1

TERRORISM 6

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

% change compared with previous month:

(%) worried in Se _l	ptemb	er 2017 in each country	Aug	2017
WORLD		21%	_	+2
TURKEY		59%	A	+7
FRANCE		45%		+9
ISRAEL		45%	▼	-6
GREAT BRITAIN		41%	A	+3
GERMANY		38%	▼	-3
BELGIUM		37%	A	+6
US		34%		+4
SPAIN	-	33%	A	+22
INDIA	3	32%	▼	-4
SAUDI ARABIA	\$63300 	27%	▼	-1
AUSTRALIA	*		▼	-1
SWEDEN			▼	-7
JAPAN				+4
ITALY				+4
CANADA	*			+1
POLAND				+2
PERU	ê	9%		+1
RUSSIA		9%		-1
SOUTH KOREA		8%		+6
CHINA	*2	7%	•	-3
ARGENTINA	*	4%	A	+2
SERBIA		4%		+1
MEXICO	*	3%	▼	-1
BRAZIL		2%	_	+1
SOUTH AFRICA		2%		+1
HUNGARY		1 %	•	-1



7 | EDUCATION

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

% change compared with previous month:

(%) worried in Se	ptem	ber 2017 in each country		Aug 2	017
WORLD	()	20%		A	+1
PERU	<u></u>		54%	A	+10
ISRAEL	*	35%			+1
ARGENTINA	*	29%		▼	-5
BRAZIL		29%		=	
CHINA	*)				+1
MEXICO	*			▼	-3
SAUDI ARABIA	153350				+7
TURKEY	C*	27%		=	
HUNGARY		23%			+4
SOUTH AFRICA		22%		=	
INDIA	۲	19%			+2
RUSSIA					+1
SPAIN	鯼			▼	-1
SERBIA	-	16%			+1
CANADA	*				+1
GERMANY					+5
US				•	-1
FRANCE		13%			+3
POLAND		13%			+5
SOUTH KOREA	(•)				+1
AUSTRALIA	*				-4
JAPAN				•	-3
GREAT BRITAIN					-2
SWEDEN					+2
BELGIUM		9%		=	
ITALY		5%		▼	-2

8 | TAXES

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

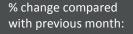
% change compared with previous month:

(%) worried in Se	otembo	er 2017 in each country	Au	ıg 2017
WORLD		16%	=	
CANADA	*	31%		+2
ITALY		30%	▼	-2
BELGIUM		27%	▼	-7
FRANCE		27%	▼	-2
SAUDI ARABIA	5:3950	25%	▼	-1
POLAND		24%	▼	-4
ISRAEL	\$	22%	A	+5
JAPAN		22%	A	+2
BRAZIL		20%	▼	-3
		19%	=	
AUSTRALIA	*		=	
ARGENTINA	*	16%	▼	-3
INDIA		16%	▼	-1
US			▼	-2
MEXICO	*	12%	▼	-1
SOUTH KOREA	(•);	12%	▼	-3
SWEDEN			▼	-1
HUNGARY		10%	=	
SOUTH AFRICA		10%		+5
RUSSIA		9%	=	
SPAIN	*	9%	▼	-3
GREAT BRITAIN		8%	=	
GERMANY		7%	▼	-2
PERU	<u>@</u>	6%		+1
SERBIA		4%	•	-2

9 | MORAL DECLINE

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

Aug 2017 (%) worried in September 2017 in each country WORLD 15% CHINA 39% +2 SERBIA -28% -2 25% JAPAN **(**) 21% SOUTH KOREA 21% US 18% SAUDI ARABIA AUSTRALIA ₩. 17% +4 17% +2 GERMANY -1 17% ISRAEL \$ **GREAT BRITAIN** 15% +1 15% HUNGARY +4 RUSSIA 14% +1 14% TURKEY C* +5 -6 POLAND 12% ITALY 11% +1 11% SWEDEN 10% BELGIUM -2 -3 CANADA * 10% FRANCE 10% -2 10% INDIA +3 ۲ ۵ 10% PERU +2 SOUTH AFRICA 10% 9% ARGENTINA * -2 9% MEXICO ۰ +3 7% BRAZIL -2 7% SPAIN -2 .



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10 | IMMIGRATION CONTROL

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

% change compared with previous month:

(%) worried in Se	ptemb	er 2017 in each country	Aug 2	017
WORLD	$\langle \hat{\gamma} \rangle$	14%	A	+1
ITALY		42%	A	+5
GERMANY		38%	A	+1
CANADA	*	30%		+8
GREAT BRITAIN		29%	▼	-1
SWEDEN		25%	=	
AUSTRALIA	*	22%	A	+2
BELGIUM			A	+1
US			▼	-2
FRANCE			▼	-2
TURKEY	C*		•	-5
HUNGARY				+6
SPAIN	-		A	+1
ISRAEL	\$			+4
POLAND			A	+1
ARGENTINA		6%		+3
RUSSIA			=	
SOUTH AFRICA		6%	=	
JAPAN		5%	=	
SAUDI ARABIA	55990	4%	▼	-1
SERBIA		3%		+1
CHINA	**	2%	▼	-1
INDIA	•	2%	=	
MEXICO	*	2%		+1
PERU		2%	▼	-1
BRAZIL		<u> </u>	=	
SOUTH KOREA	()	1 %		+1



11 | 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 Se	ptemb	er 2017 in each country	Au	g 2017
WORLD		11%	A	+2
GREAT BRITAIN	×	28%	=	
SWEDEN	+	27%	A	+6
BELGIUM		25%	▲	+10
GERMANY		21%	=	
US		21%	▲	+7
POLAND			▲	+1
AUSTRALIA	*		▲	+2
FRANCE			▲	+2
ISRAEL	\$		▼	-2
SPAIN	-		A	+6
TURKEY	C*			-2
SOUTH KOREA			A	+6
INDIA	(3)	9%	A	+1
CANADA	*	8%		-1
SAUDI ARABIA	53930	8%	A	+1
ITALY		7%	A	+3
HUNGARY		6%	A	+2
JAPAN		6%	A	+2
ARGENTINA	•	5%	A	+3
RUSSIA		3%	=	
SERBIA		3%	A	+1
BRAZIL		2%	=	
MEXICO	*	2%	A	+1
PERU	<u>@</u>	2%	A	+1
SOUTH AFRICA			▼	-2

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12 | CLIMATE CHANGE

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

% change compared with previous month:

worried in Se	ptemb	r 2017 in each country	Aug	2017
WORLD		10%	=	
CHINA	*	24%	▼	-4
CANADA	*	21%	=	
JAPAN		20%	▼	-
SWEDEN	-		▼	
GERMANY		15%	▼	
AUSTRALIA	*		▼	
US			=	
FRANCE			▲	
INDIA	(3)	13%	=	
POLAND			▲	
BELGIUM		10%	▼	
GREAT BRITAIN		9%	▲	
RUSSIA		8%	▲	
SPAIN	<u>*</u>	8%	=	
ITALY		7%	▼	
MEXICO	*	7%	▼	
SAUDI ARABIA	\$59350	7%	▼	
PERU	@	6%	▼	
SOUTH KOREA	۰.	6%	▼	
SERBIA	.	5%	=	
HUNGARY		4%	▼	
ARGENTINA	*	3%	_	
SOUTH AFRICA		3%	▲	
BRAZIL		2%	▲	
ISRAEL	\$	2%	▲	
TURKEY	C*	2%	▼	

13 | INFLATION

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

% change compared with previous month:

(%) worried in Se	ptemb	er 2017 in each country	Au	ig 2017
WORLD		10%	A	+1
ARGENTINA	*	42%	A	+2
CHINA	*)	35%	A	+7
RUSSIA		23%	A	+3
CANADA	*		A	+2
AUSTRALIA	*		A	+1
MEXICO	*		_	+1
SAUDI ARABIA	1:3930			+3
TURKEY	C*		▼	-2
BRAZIL		10%	▼	-1
GREAT BRITAIN		10%	▼	-1
INDIA		9%	•	-1
SOUTH AFRICA		8%	▼	-2
JAPAN		7%	=	
SOUTH KOREA	()	7%	▼	-3
BELGIUM		5%	=	
POLAND		5%	=	
US		5%	=	
GERMANY		4%	=	
HUNGARY		4%	▲	+2
FRANCE		3%	▼	-1
ISRAEL	\$	3%	▲	+2
ITALY		3%	▼	-1
PERU	۵	3%	▼	-2
SWEDEN	-	3%		+1
SERBIA	ê	2%		+1
SPAIN	<u>.</u>	2%	A	+1

World Worries | September 2017 | Version 1 | Public | © Ipsos 2017

Source: Global Advisor

Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630.

WORLD WORRIES

14 | THREATS AGAINST THE ENVIRONMENT

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

(%) worried in September 2	2017 in each country
----------------------------	----------------------

WORLD		9%	▼	-1
CHINA	*)	44%	=	
BELGIUM		15%		+5
INDIA	8	15%		+1
SWEDEN		15%	▼	-1
FRANCE			▼	-2
AUSTRALIA	*	12%	=	
CANADA	*		▼	-2
GERMANY			▼	-4
SOUTH KOREA	()	11%		+2
JAPAN		10%		+1
POLAND		10%	▼	-1
GREAT BRITAIN				+1
US			▼	-3
MEXICO	*	7%	▼	-3
RUSSIA		7%	=	
SERBIA		7%		+3
ITALY		6%	▼	-1
PERU	<u>@</u>	6%	▼	-2
BRAZIL		5%	A	+2
ISRAEL	\$	4%	=	
ARGENTINA	*	3%	=	
SAUDI ARABIA	53950	3%	▼	-4
SPAIN	<u>.</u>	3%	▼	-1
TURKEY	C*	3%	▼	-3
HUNGARY		2%	▼	-2
SOUTH AFRICA		1%	▼	-2

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% change compared

with previous month:

Aug 2017



Base: Representative sample of adults aged 16-64 in 26 participating countries. September 2017: 21,044; August 2017: 18,630.

Source: Global Advisor

15 | MAINTAINING SOCIAL PROGRAMMES

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

	(%) worried in	September 2017	in each country
--	----------------	----------------	-----------------

WORLD WORRIES

WORLD		9%	▼	-1
JAPAN		34%		+2
CHINA	*)		▼	-2
SWEDEN			A	+2
SOUTH KOREA			▼	-5
GREAT BRITAIN			=	
POLAND			=	
AUSTRALIA	**	9%	▼	-2
SPAIN	-	9%	▼	-3
BELGIUM		8%		+1
CANADA	*	8%	•	-1
ISRAEL	\$	7%	•	-1
ITALY		7%	A	+1
US		7%	=	
GERMANY		6%	=	
RUSSIA		6%	•	-7
SAUDI ARABIA	159350	6%	=	
SERBIA		6%	=	
FRANCE		4%	•	-1
ARGENTINA	*	3%		+1
INDIA	•	3%	▼	-1
MEXICO		3%	=	
BRAZIL		2%	=	
HUNGARY		2%	.	-5
PERU	@	2%	V	-2
SOUTH AFRICA		1%	V	-1
TURKEY	C*	1%	▼	-1

% change compared with previous month:

Aug 2017





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 Se	ptemb	er 2017 in each country	Au	g 2017
WORLD	()	3%	=	
SAUDI ARABIA	3:39300		A	+
MEXICO	*	7%	▲	+
AUSTRALIA	*	6%	▲	-
TURKEY	C*	6%	▲	
CHINA	*)	5%	▲	
INDIA	®	5%	▲	
POLAND		5%	▼	
SWEDEN	-	5%	▼	
US		5%	▲	
CANADA	*	4%	=	
GREAT BRITAIN		3%	▼	
SERBIA		3%	▲	
GERMANY		2%	▼	
ISRAEL	\$	2%	=	
RUSSIA		2%	▲	
ARGENTINA	*	1%	▼	
BELGIUM		1%	▼	
BRAZIL		1%	▲	
FRANCE		1%	=	
HUNGARY		1%	▼	
ITALY		1%	=	
JAPAN		1%	_	
PERU	<u>@</u>	1%	=	
SOUTH AFRICA		1%	=	
SOUTH KOREA	()	1%	_	
SPAIN	-	*	▼	

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 Se	ptemb	er 2017 in each country	A	ug 2017	
WORLD	()	2%	=		
CHINA	*)	5%	▲		⊦2
RUSSIA		5%	=	:	
SAUDI ARABIA	55350	4%	=	:	
AUSTRALIA	*	3%	▲		⊦1
CANADA	*	3%	=	:	
POLAND		3%	▲		⊦1
US		3%	▲	-	⊦1
ARGENTINA	*	2%	=		
GREAT BRITAIN		2%	=		
INDIA	۲	2%	▲	-	⊦1
PERU	ê	2%	=		
SWEDEN		2%	▼		-2
TURKEY	C*	2%	▲		⊦1
BELGIUM		1 %	▼	7 .	-2
BRAZIL		1 %	=		
FRANCE		1 %	▼	7 .	-2
HUNGARY		1 %	▼		-1
ITALY		1 %	▼		-1
JAPAN		1 %	▼		-1
MEXICO	*	1 %	▼	7 .	-1
SERBIA		1 %	=		
SOUTH AFRICA		1 %	▼		-1
SOUTH KOREA	(•);	1 %	=	:	
SPAIN	<u>®</u>	1 %	▼	7 .	-1
GERMANY		*	=	:	
ISRAEL	\$	*	▼	7	-2



METHODOLOGY



METHODOLOGY

The survey is conducted monthly in 26 countries around the world via the Ipsos Online Panel system. The countries included are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

An international sample of 21,044 adults aged 18-64 in Canada, Israel and the US, and aged 16-64 in all other countries, were interviewed between August 23rd and September 7th 2017.

Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, India, Israel, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample of approximately 500+.

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 +/- 4.5percentage points for a 500 sample 19 times out of 20.

In 17 of the 26 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, China, India, Mexico, Russia, 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.



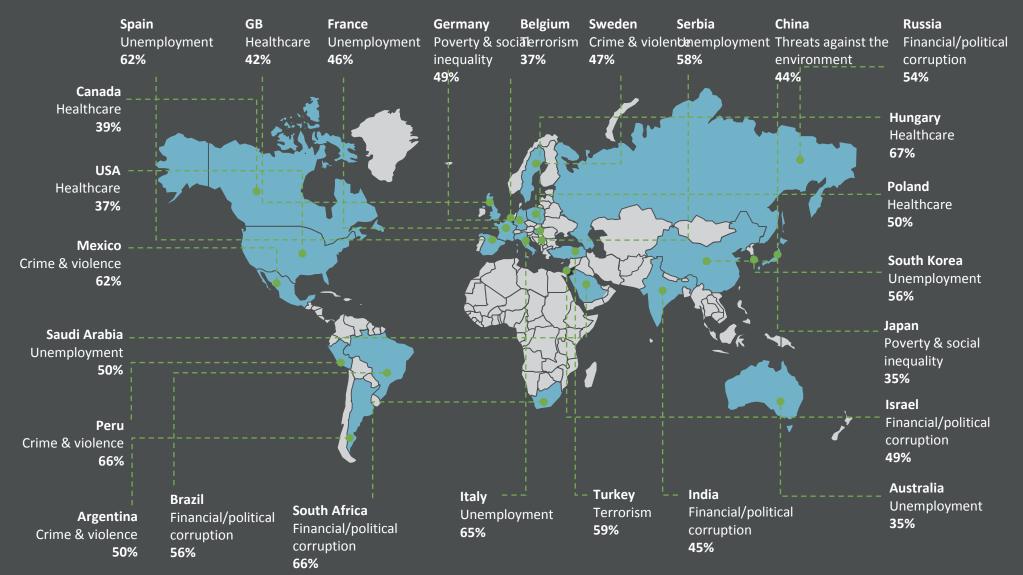


APPENDIX



MOST WORRYING ISSUE BY COUNTRY

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



Base: Representative sample of 21,044 adults aged 16-64 in 26 participating countries, August 25th - September 8th 2017. Source: Global Advisor

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ISSUES OVERVIEW

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

		*	*			•	*)					۲	≎		•	\$	6			\$200			(0)*	概	-	C*	
	WORLD	ARG	AUS	BEL	BRA	CAN	CHN	FRA	GER	GBR	HUN	IND	ISR	ITA	JPN	MEX	PER	POL	RUS	KSA	SRB	RSA	KOR	ESP	SWE	TUR	USA
Unemployment	35%	45%	35%	27%	38%	31%	30%	46%	12%	15%	23%	39%	14%	65%	25%	39%	28%	17%	38%	50%	58%	57%	56%	62%	21%	29%	18%
Financial/political corruption	33%	36%	15%	28%	56%	15%	.%	16%	7%	10%	57%	45%	49%	27%	25%	52%	52%	40%	54%	24%	40%	66%	44%	54%	9%	24%	20%
Poverty and social inequality	32%	38%	22%	33%	25%	28%	.%	37%	49%	30%	50%	29%	39%	27%	35%	42%	28%	31%	53%	22%	56%	33%	37%	30%	22%	22%	18%
Crime and violence	30%	50%	30%	23%	50%	15%	14%	15%	39%	18%	14%	32%	19%	31%	16%	62%	66%	15%	10%	13%	32%	62%	34%	9%	47%	25%	29%
Healthcare	23%	6%	26%	14%	42%	39%	29%	11%	11%	42%	67%	17%	14%	13%	15%	9%	19%	50%	32%	18%	32%	13%	5%	22%	21%	4%	37%
Terrorism	21%	4%	23%	37%	2%	12%	7%	45%	38%	41%	1%	32%	45%	13%	14%	3%	9%	12%	9%	27%	4%	2%	8%	33%	22%	59%	34%
Education	20%	29%	12%	9%	29%	14%	28%	13%	14%	11%	23%	19%	35%	5%	12%	28%	54%	13%	17%	28%	16%	22%	13%	17%	11%	27%	14%
Taxes	16%	16%	17%	27%	20%	31%	.%	27%	7%	8%	10%	16%	22%	30%	22%	12%	6%	24%	9%	25%	4%	10%	12%	9%	11%	19%	13%
Moral decline	15%	9%	17%	10%	7%	10%	39%	10%	17%	15%	15%	10%	17%	11%	25%	9%	10%	12%	14%	18%	28%	10%	21%	7%	11%	14%	21%
Immigration control	14%	6%	22%	22%	1%	30%	2%	20%	38%	29%	14%	2%	11%	42%	5%	2%	2%	10%	6%	4%	3%	6%	1%	14%	25%	20%	22%
Rise of extremism	11%	5%	17%	25%	2%	8%	.%	17%	21%	28%	6%	9%	14%	7%	6%	2%	2%	18%	3%	8%	3%	1%	10%	14%	27%	13%	21%
Climate change	10%	3%	14%	10%	2%	21%	24%	13%	15%	9%	4%	13%	2%	7%	20%	7%	6%	12%	8%	7%	5%	3%	6%	8%	16%	2%	14%
Inflation	10%	42%	12%	5%	10%	14%	35%	3%	4%	10%	4%	9%	3%	3%	7%	12%	3%	5%	23%	12%	2%	8%	7%	2%	3%	12%	5%
Threats against the environment	9%	3%	12%	15%	5%	12%	44%	14%	11%	8%	2%	15%	4%	6%	10%	7%	6%	10%	7%	3%	7%	1%	11%	3%	15%	3%	8%
Maintaining social programmes	9%	3%	9%	8%	2%	8%	28%	4%	6%	16%	2%	3%	7%	7%	34%	3%	2%	13%	6%	6%	6%	1%	18%	9%	23%	1%	7%
Childhood obesity	3%	1%	6%	1%	1%	4%	5%	1%	2%	3%	1%	5%	2%	1%	1%	7%	1%	5%	2%	14%	3%	1%	1%	*%	5%	6%	5%
Access to credit	2%	2%	3%	1%	1%	3%	5%	1%	*%	2%	1%	2%	*%	1%	1%	1%	2%	3%	5%	4%	1%	1%	1%	1%	2%	2%	3%

Base: Representative sample of 21,044 adults aged 16-64 in 26 participating countries, August 25th - September 8th 2017.



FOR MORE INFORMATION

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