

WHAT WORRIES THE



January

2020

GAME CHANGERS



BRAZIL SUMMARY: JANUARY 2020

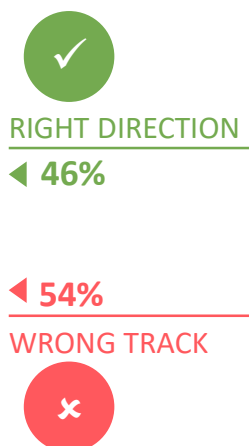
The majority (54%) of Brazilians think things in the country are on the wrong track.

Healthcare currently occupies the top spot for concern with 44% saying this.

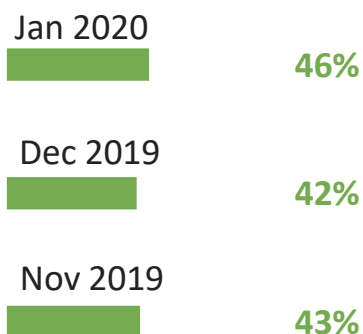
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

RIGHT DIRECTION/ WRONG TRACK

January 2020



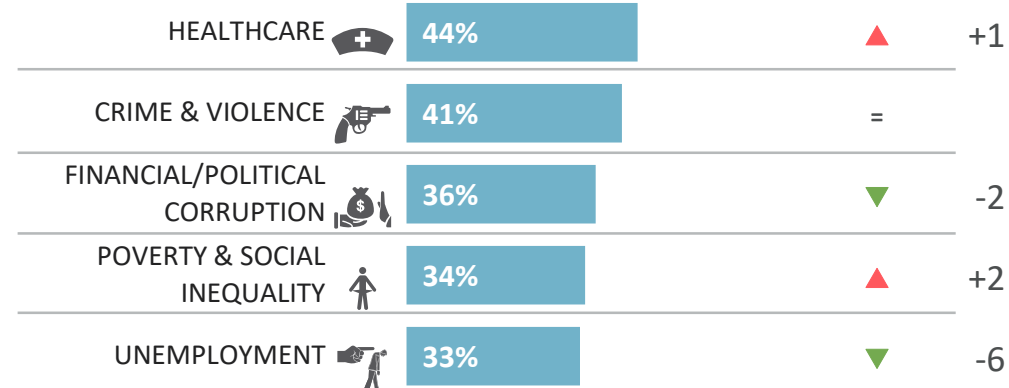
RIGHT DIRECTION



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

% change compared
with previous month:

Dec 2019



Base: Representative sample of Brazilian adults aged 16-74. c.1000 per month

Source: Global Advisor

WORLD SUMMARY: JANUARY 2020

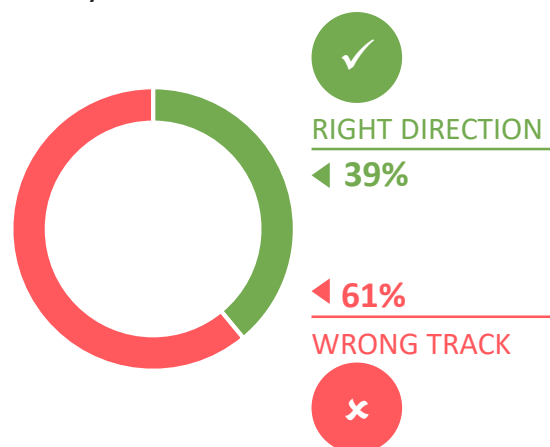
The majority (61%) of people around the world think things in their country are on the wrong track.

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

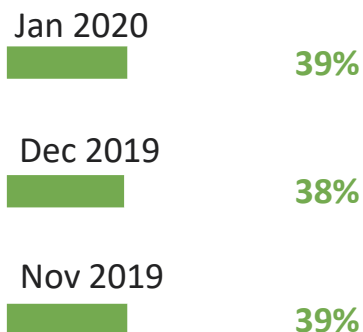
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

RIGHT DIRECTION/ WRONG TRACK

January 2020



RIGHT DIRECTION



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

% change compared
with previous month:

Dec 2019

POVERTY & SOCIAL INEQUALITY		34%	▲	+1
UNEMPLOYMENT		31%	▼	-1
CRIME & VIOLENCE		30%	▼	-1
FINANCIAL/POLITICAL CORRUPTION		30%	▼	-1
HEALTHCARE		27%	▲	+1

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: Brazil
- Trends over time: world

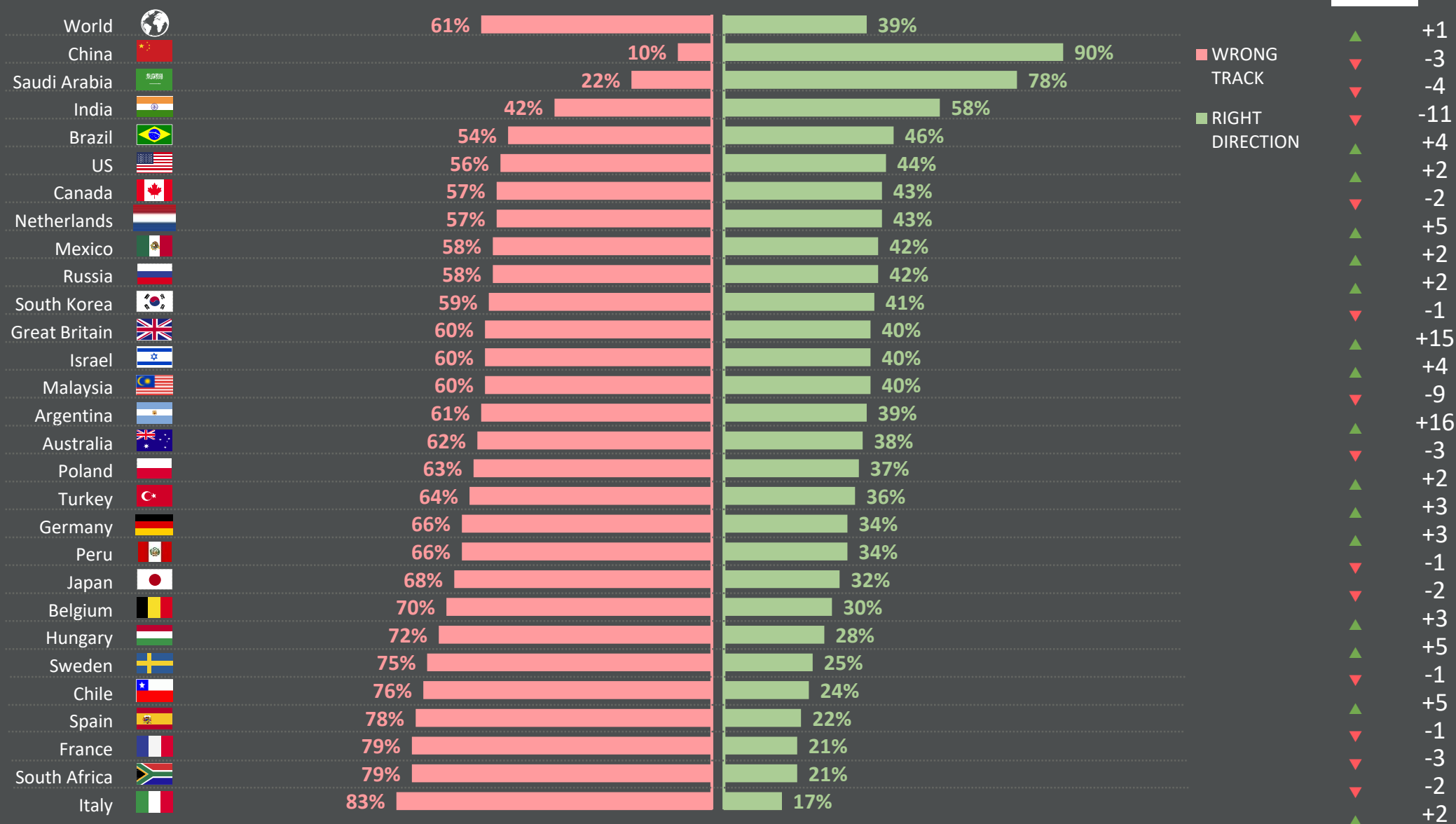
COUNTRY COMPARISON

RIGHT DIRECTION/WRONG TRACK

Ipsos Public Affairs

% change compared with previous month:

Dec 2019



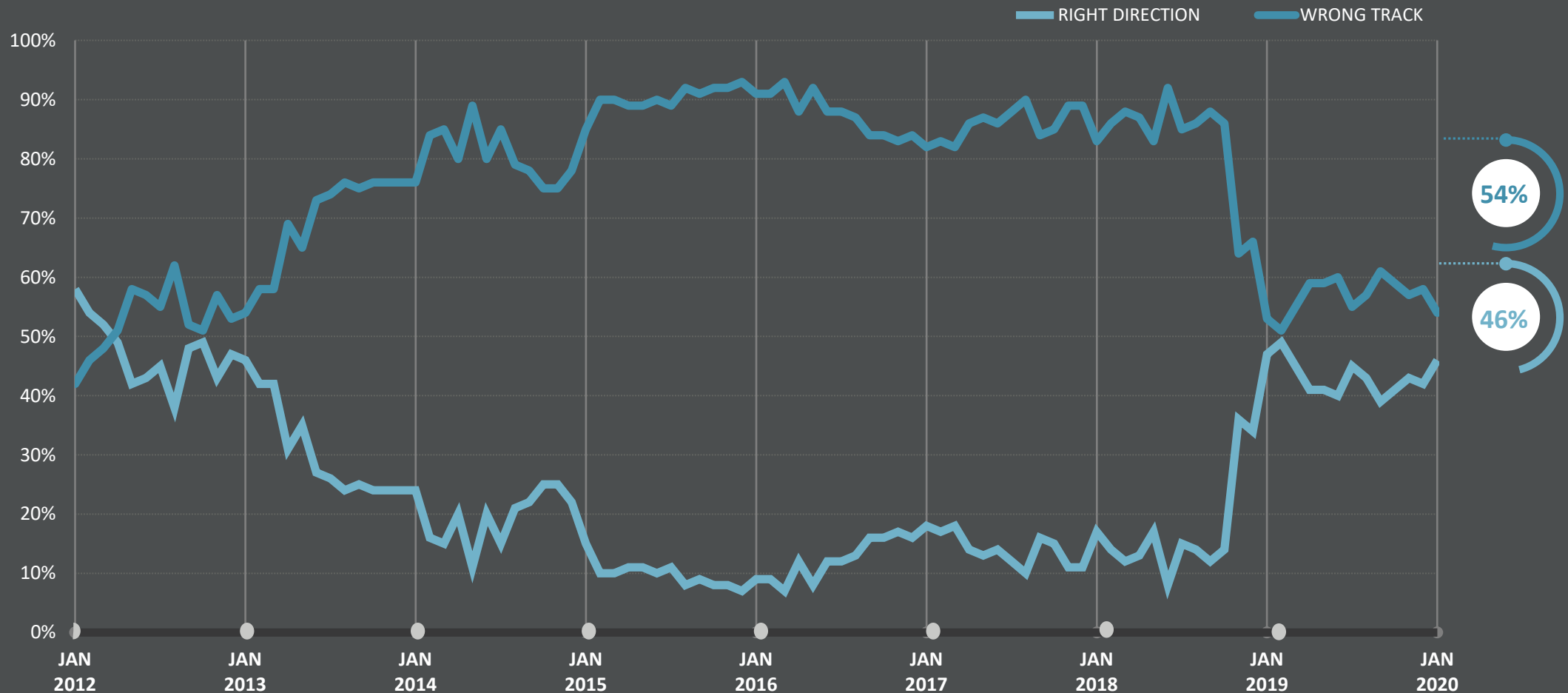
Base: Representative sample of 19,508 adults aged 16-64 in 28 participating countries, December 20th 2019 - January 3rd 2018.

Source: Global Advisor

World Worries | January 2020 | Version 1 | Public | © Ipsos 2019

BRAZIL: 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?

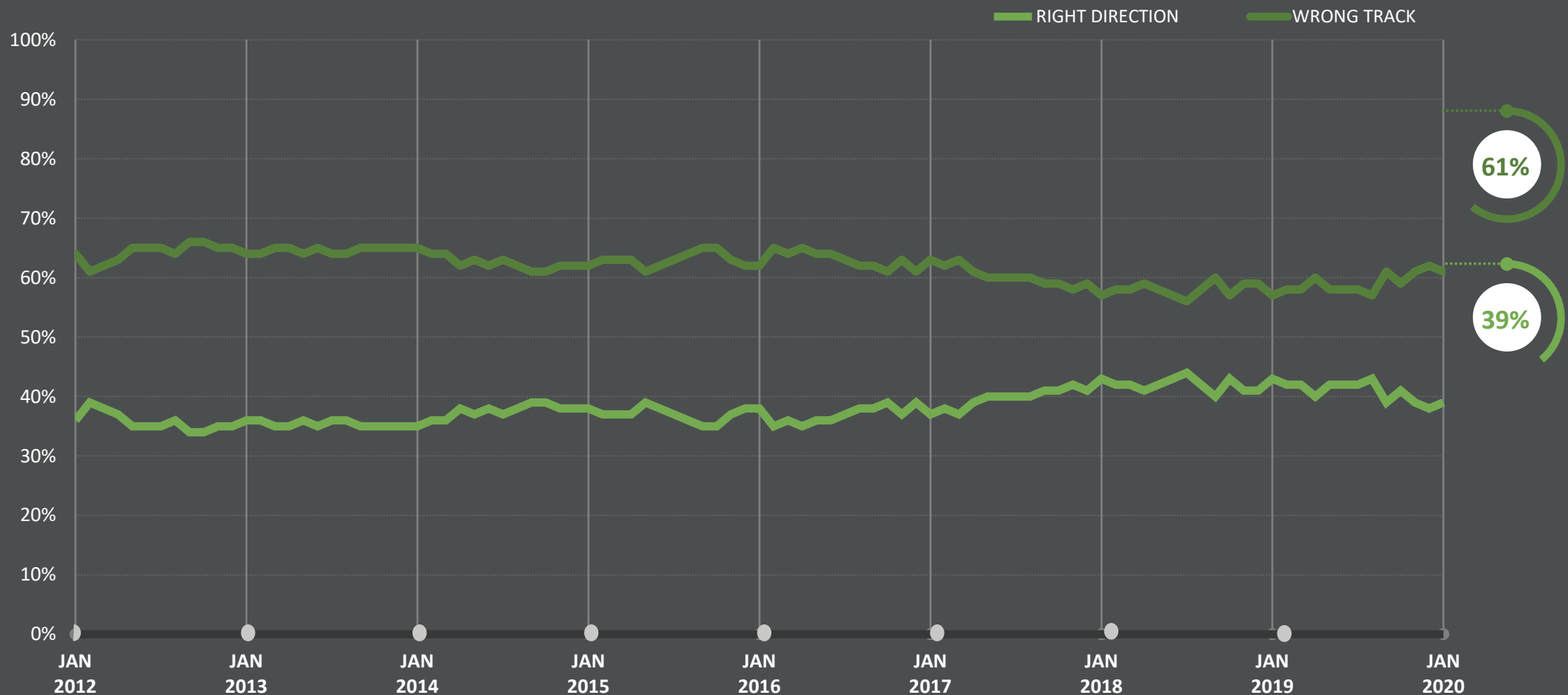


Base: Representative sample of Brazilian adults aged 16-74. c.1000 per month

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



BRAZIL'S WORRIES

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

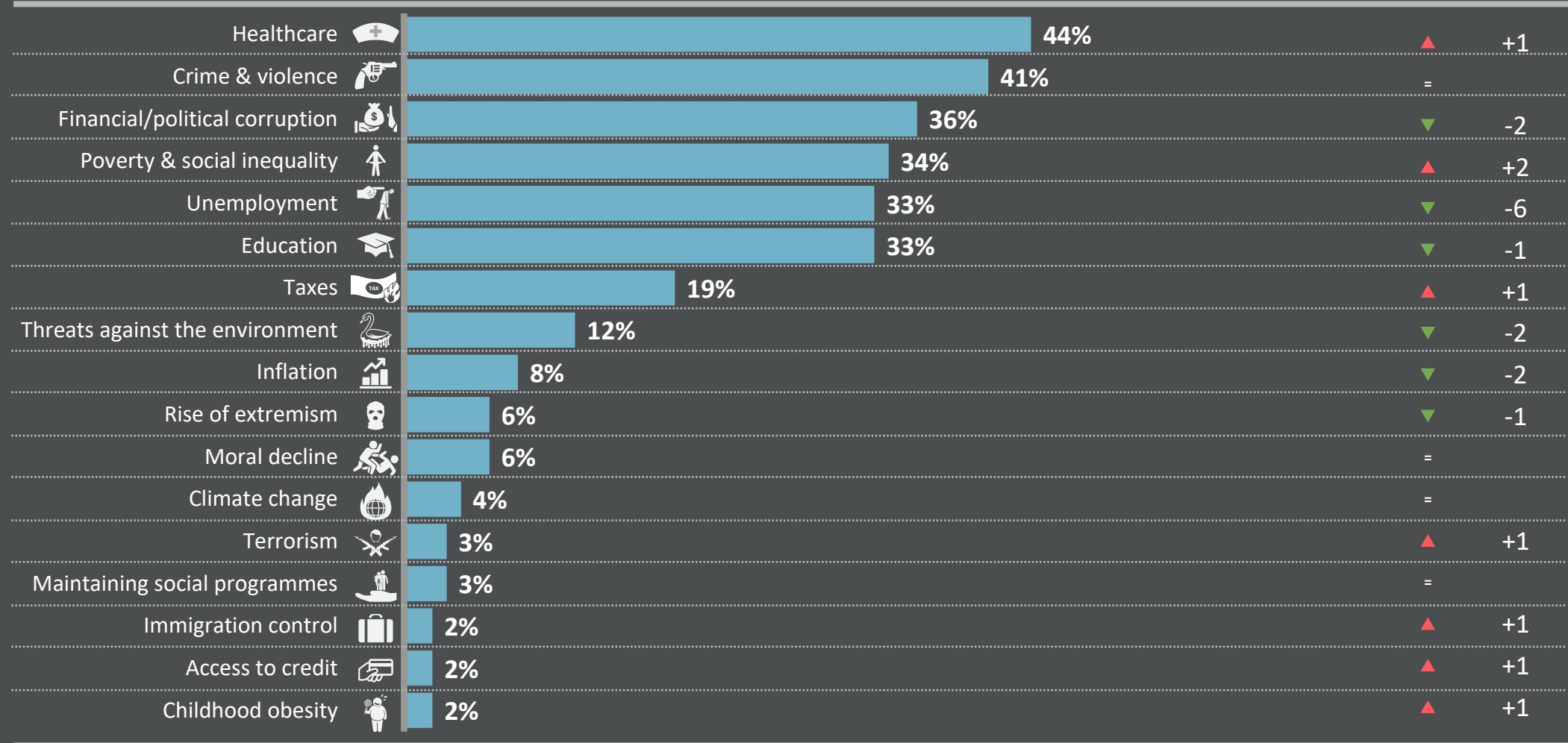
BRAZIL'S WORRIES

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

% change compared with previous month:

Mentioned in January 2020 (%)

Dec 2019



Base: Representative sample of Brazilian adults aged 16-74. January 2020: 1,000; December 2019: 999.

Source: Global Advisor

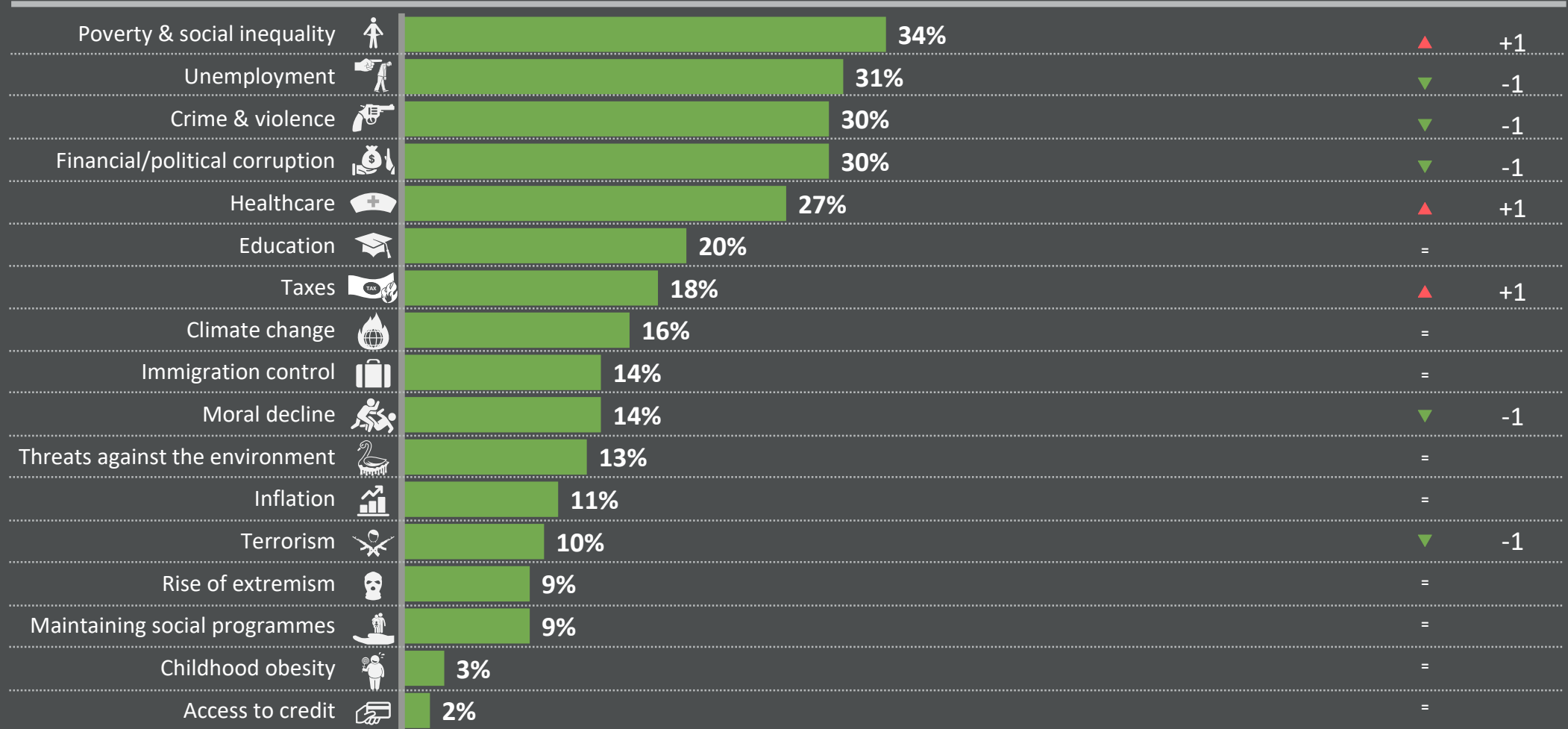
WORLD WORRIES

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

% change compared with previous month:

Mentioned in January 2020 (%)

Dec 2019

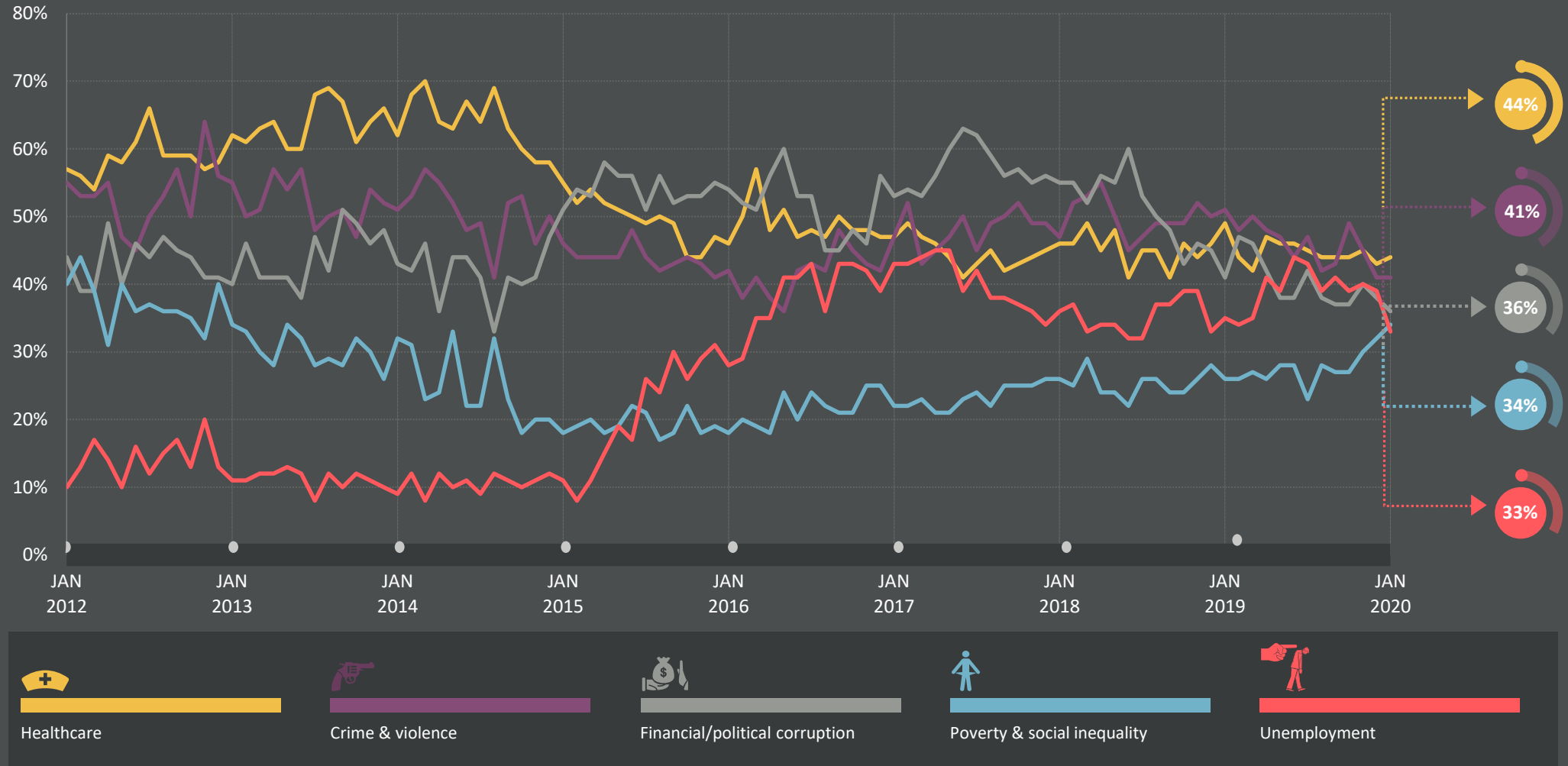


Base: Representative sample of adults aged 16-64. January 2020: 19,508; December 2019: 20,011.

Source: Global Advisor

BRAZIL'S CURRENT TOP 5 WORRIES: LONG-TERM TRENDS

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

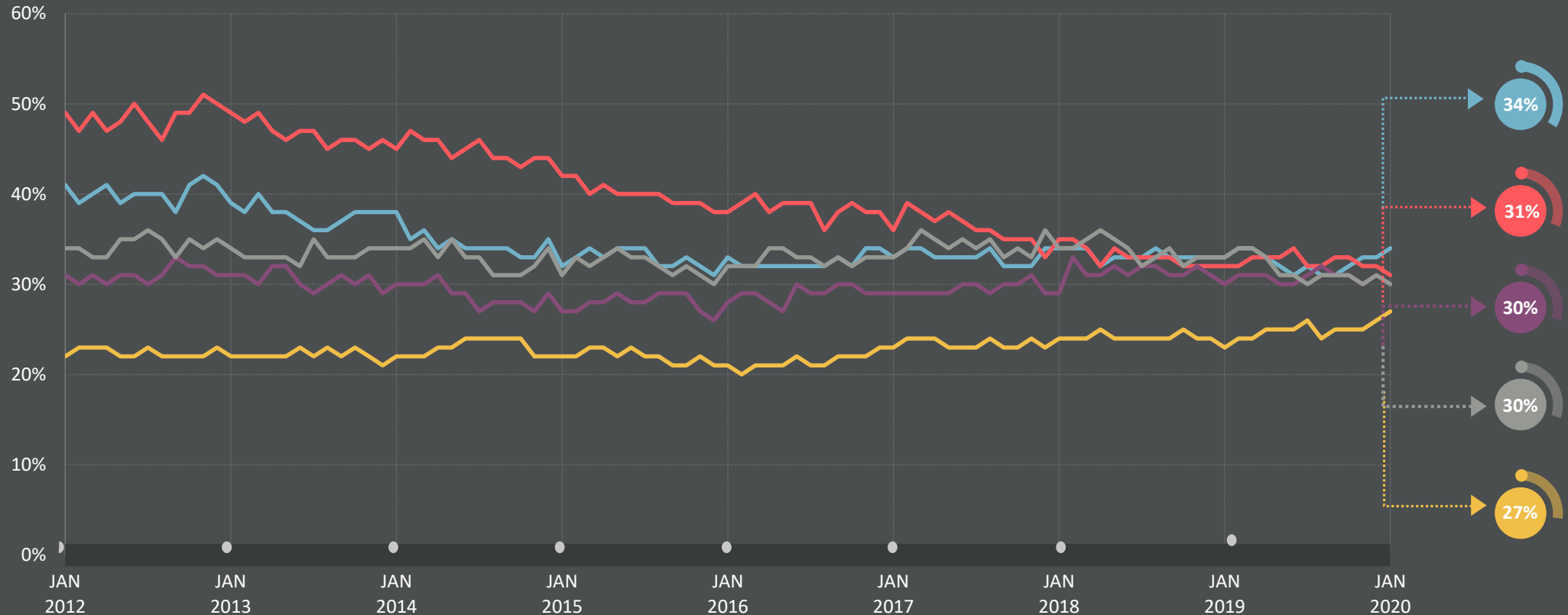


Base: Representative sample of Brazilian adults aged 16-74. c.1000 per month

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?



Poverty & social inequality



Unemployment



Crime & violence



Financial/political corruption



Healthcare

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

Source: Global Advisor

WORLD WORRIES

COUNTRY COMPARISON

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



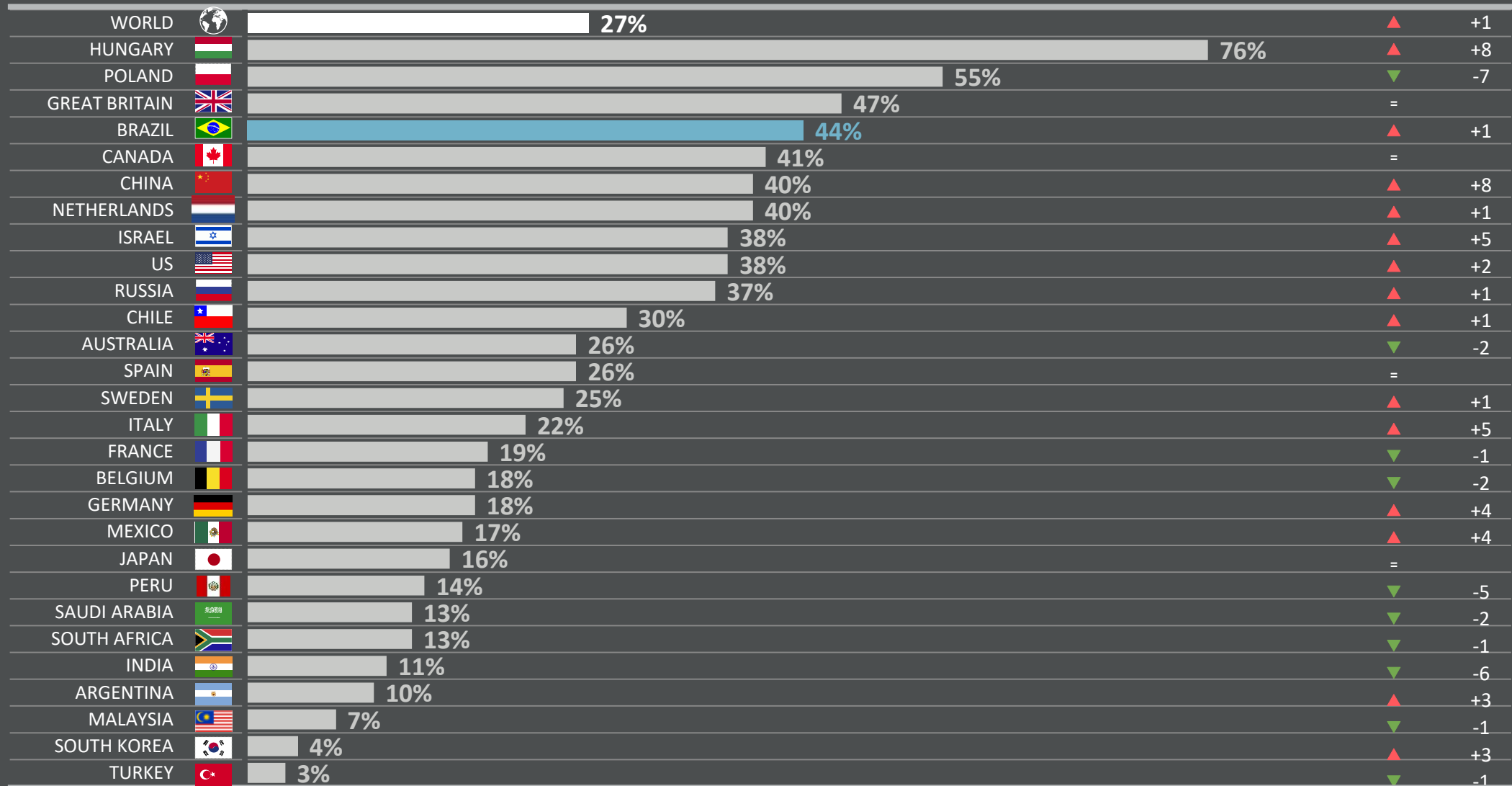
1 | HEALTHCARE

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

% change compared
with previous month:

(%) worried in January 2020 in each country

Dec 2019



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

Source: Global Advisor

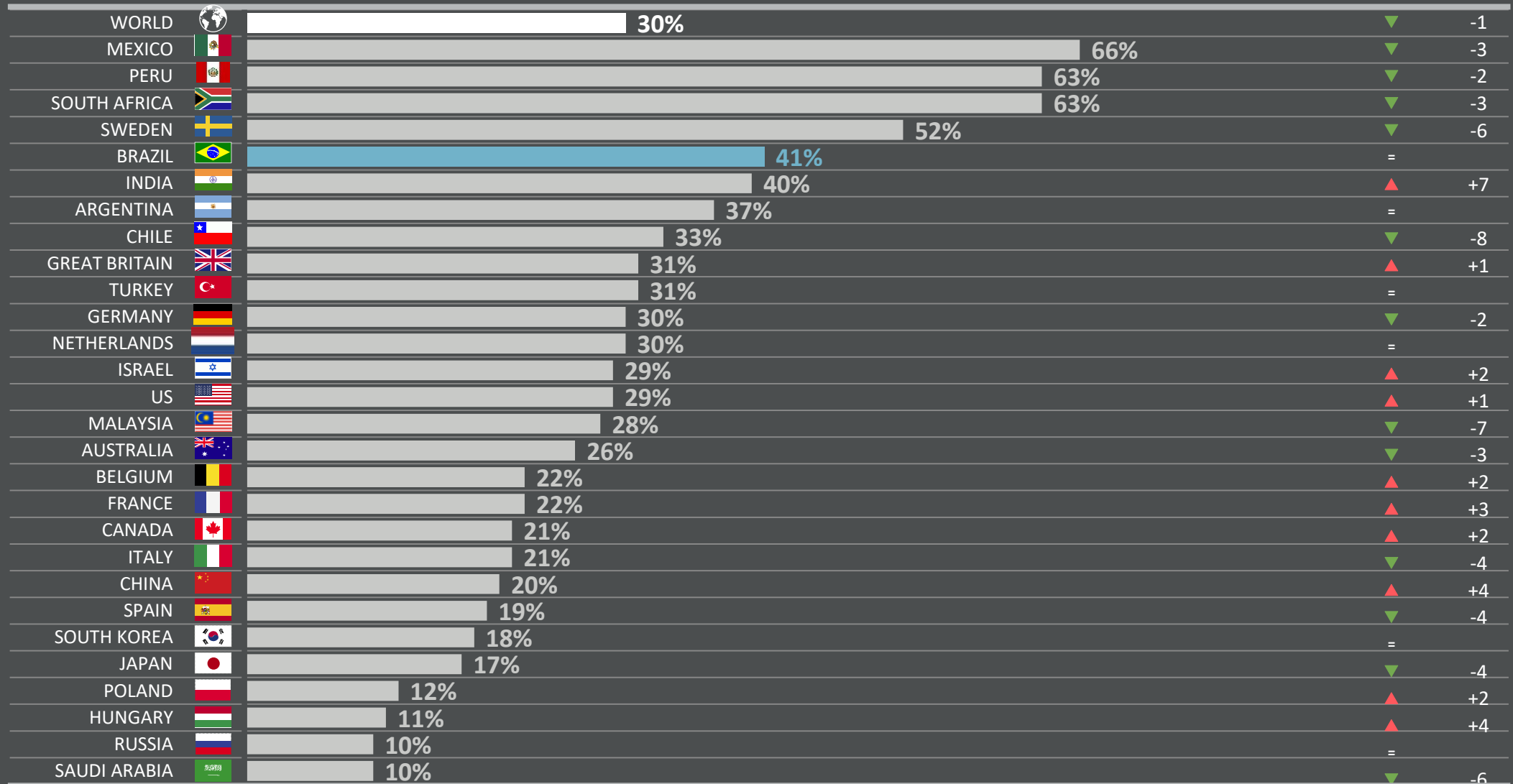
2 | CRIME & VIOLENCE

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

% change compared with previous month:

(%) worried in January 2020 in each country

Dec 2019



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

Source: Global Advisor

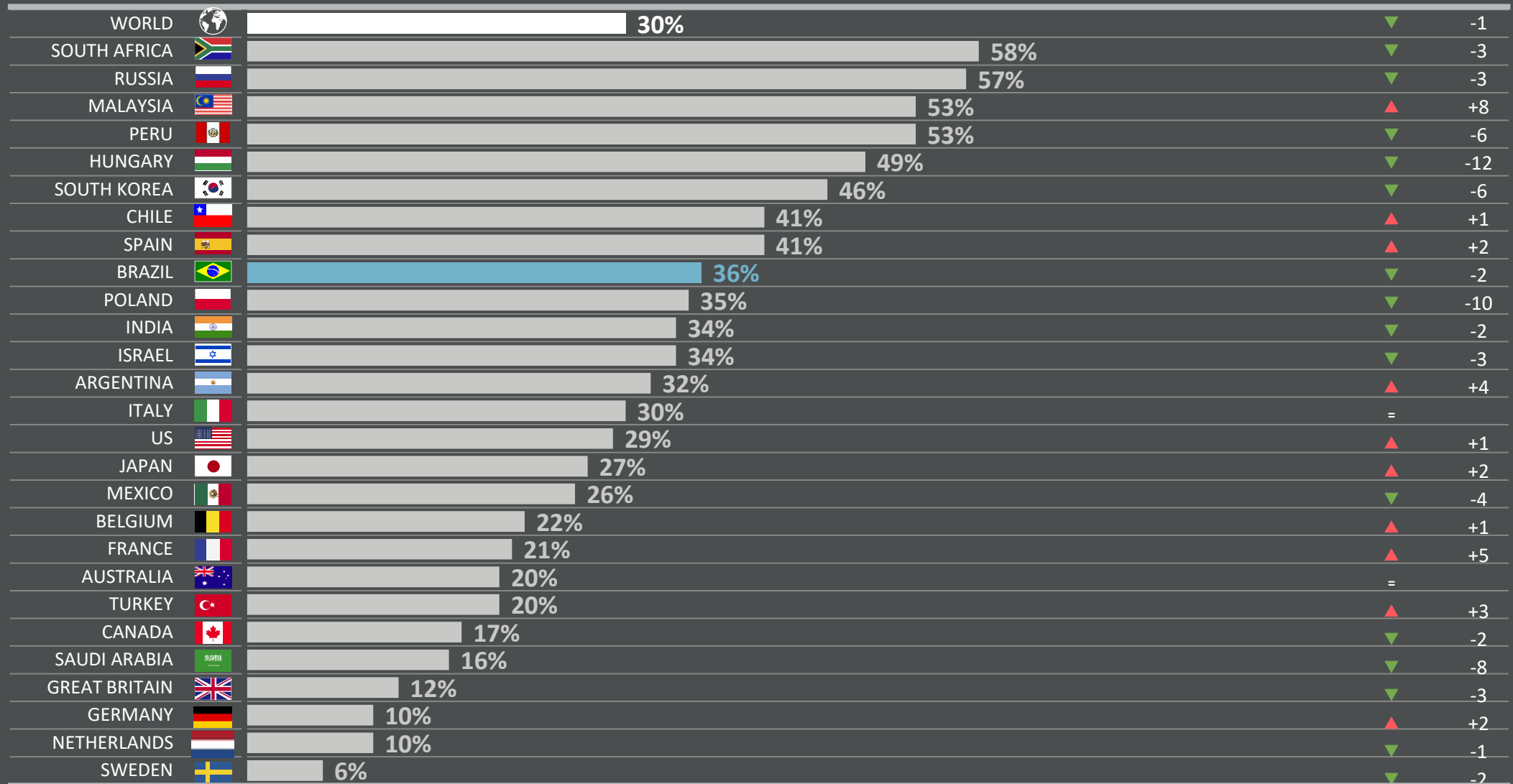
3 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared
with previous month:

(%) worried in January 2020 in each country

Dec 2019



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

Source: Global Advisor

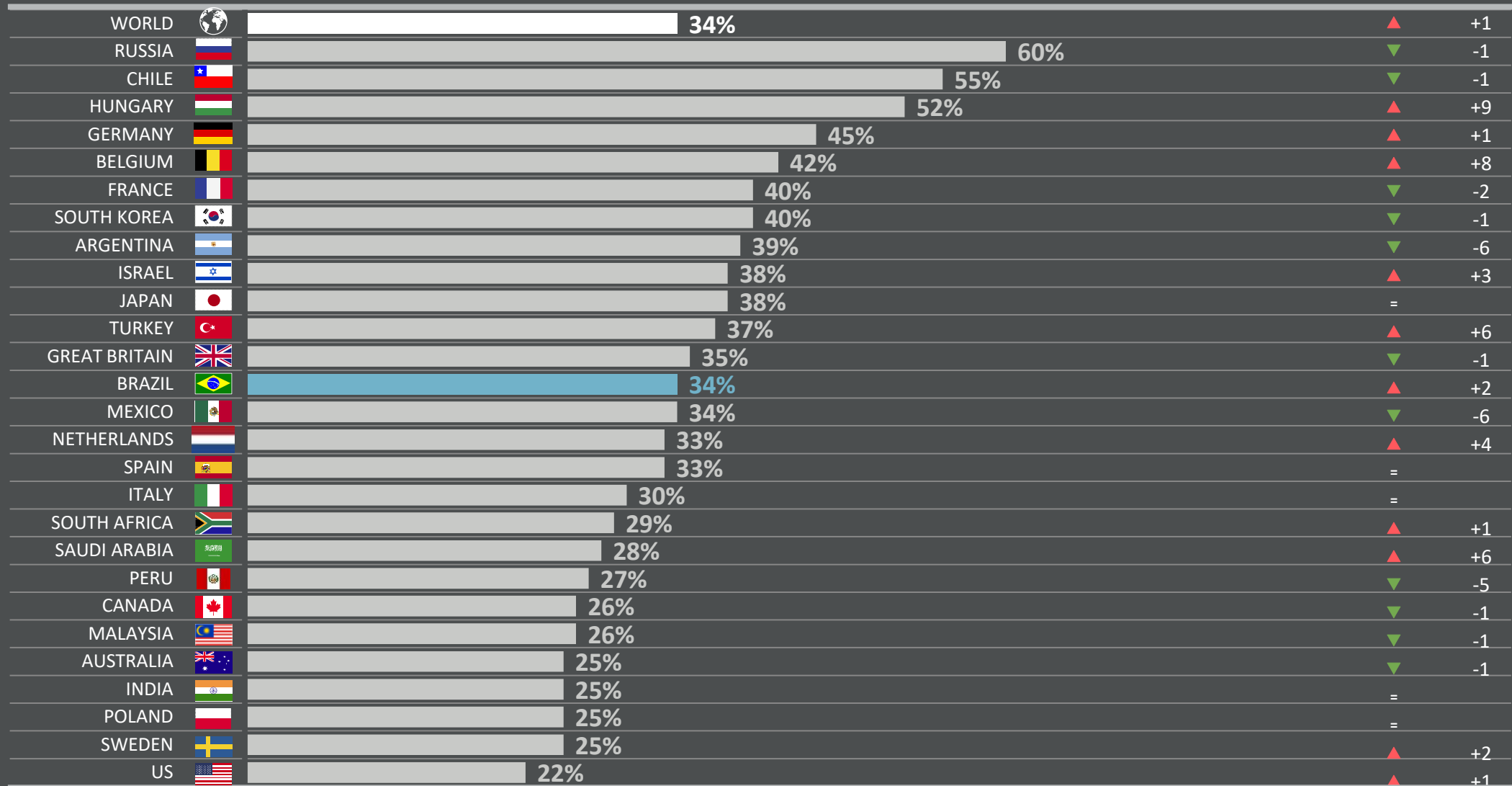
4 | POVERTY & SOCIAL INEQUALITY

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

% change compared
with previous month:

(%) worried in January 2020 in each country

Dec 2019



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

Source: Global Advisor

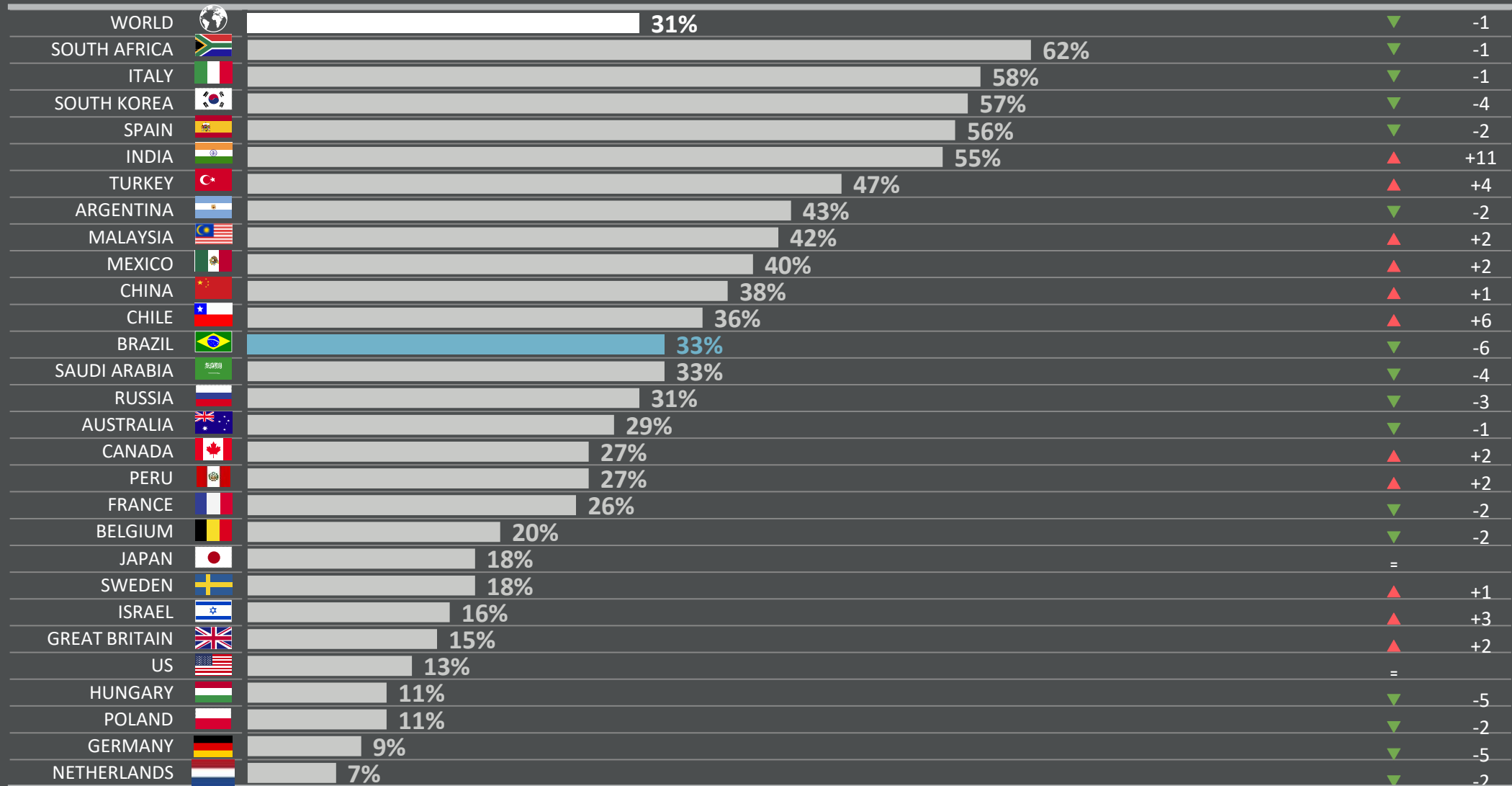
5 | UNEMPLOYMENT AND JOBS

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

% change compared
with previous month:

(%) worried in January 2020 in each country

Dec 2019



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

Source: Global Advisor



WORLD WORRIES

COUNTRY COMPARISON

Country comparison of all 17 concerns

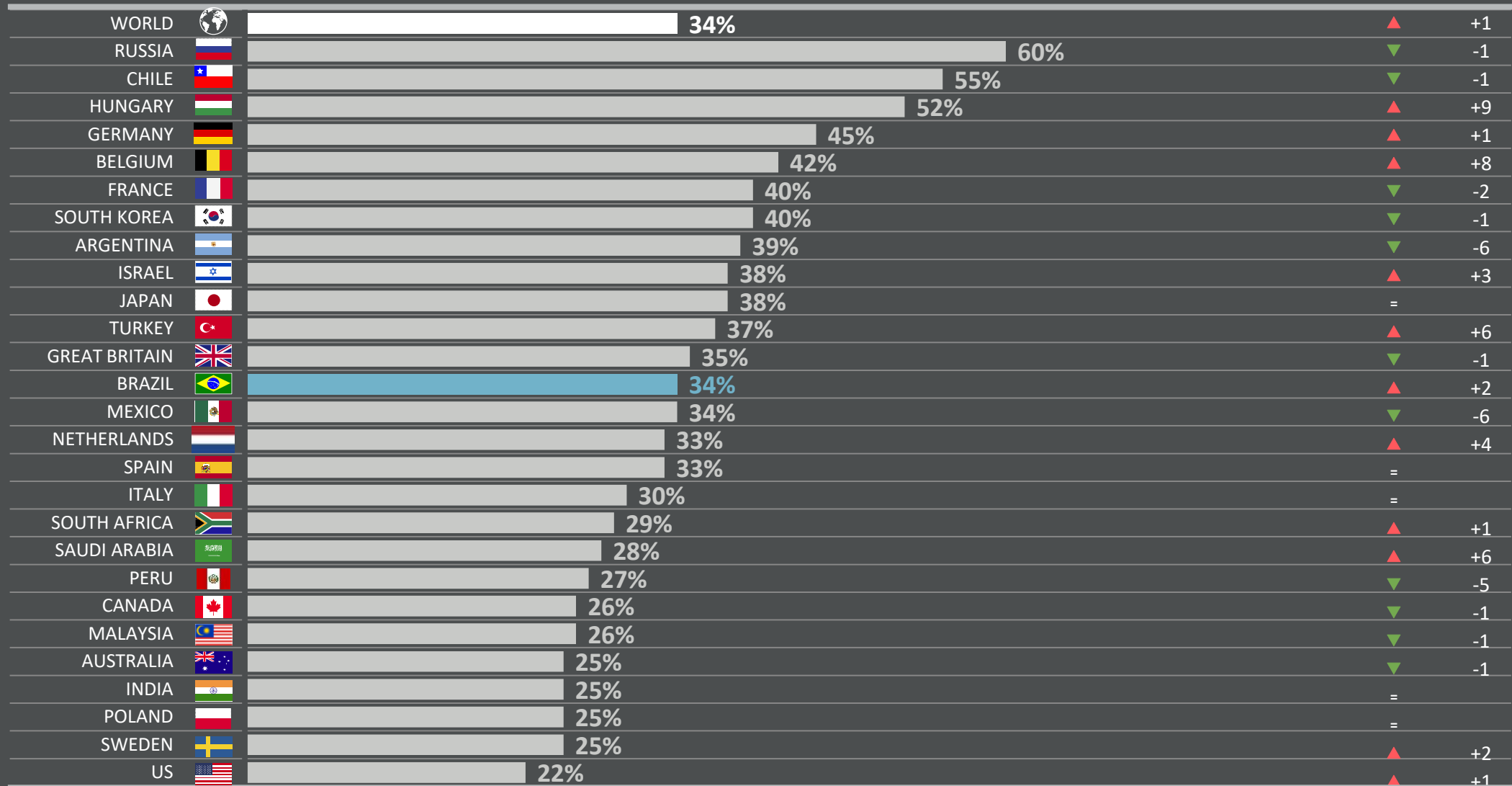
1 | POVERTY & SOCIAL INEQUALITY

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

% change compared
with previous month:

(%) worried in January 2020 in each country

Dec 2019



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

Source: Global Advisor

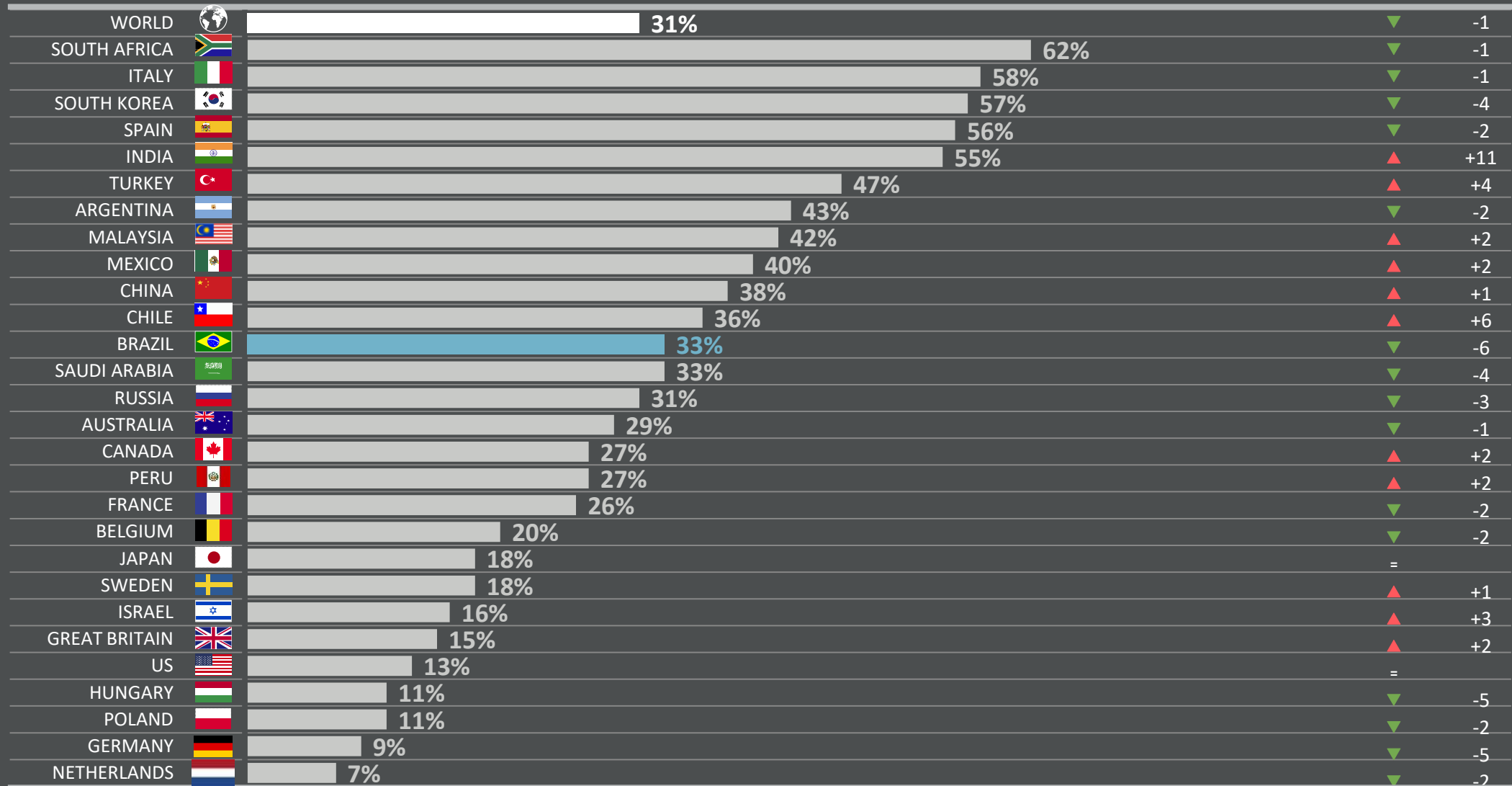
2 | UNEMPLOYMENT AND JOBS

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

% change compared
with previous month:

(%) worried in January 2020 in each country

Dec 2019



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

Source: Global Advisor

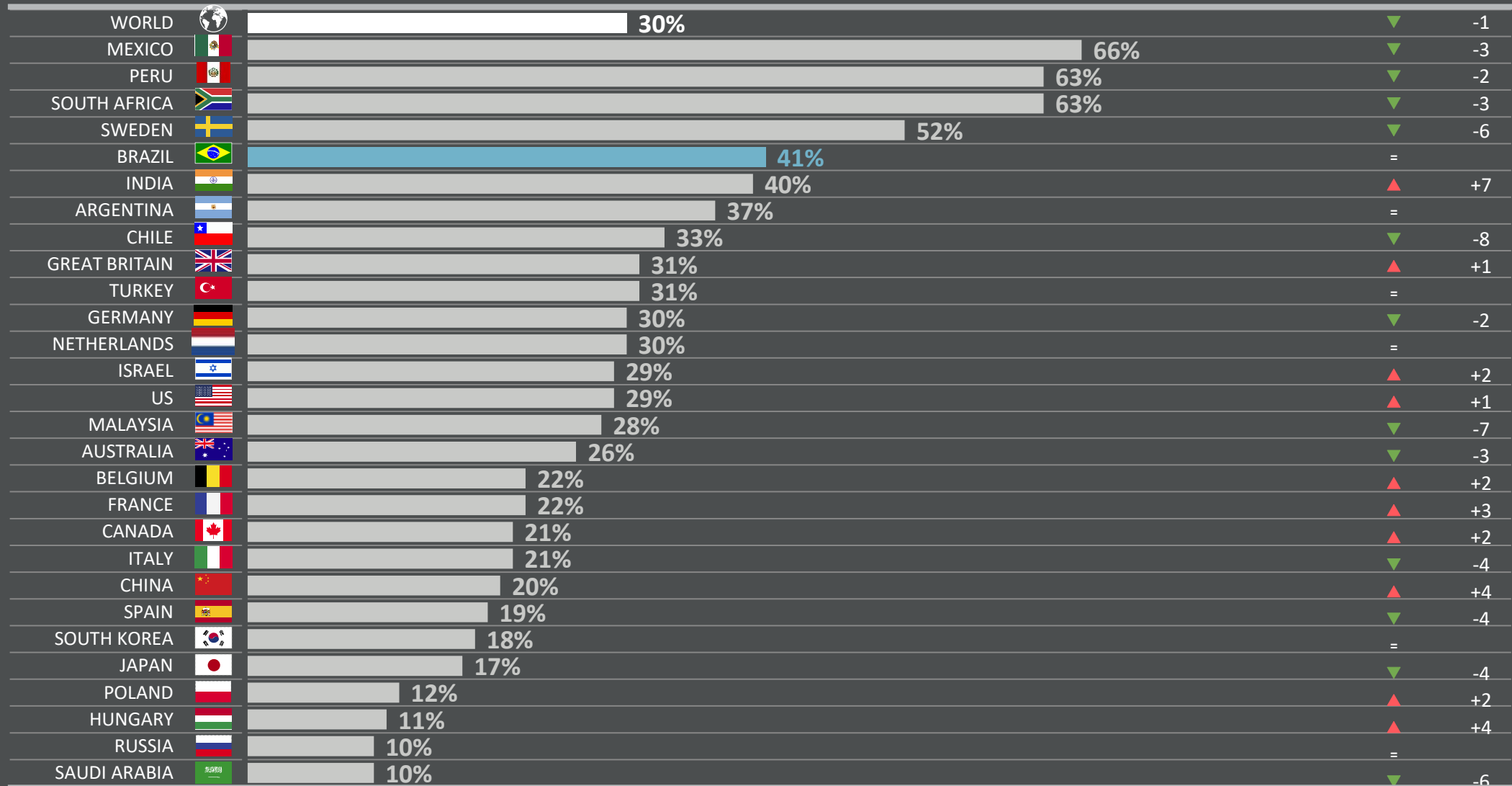
3 | CRIME & VIOLENCE

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

% change compared with previous month:

(%) worried in January 2020 in each country

Dec 2019



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

Source: Global Advisor

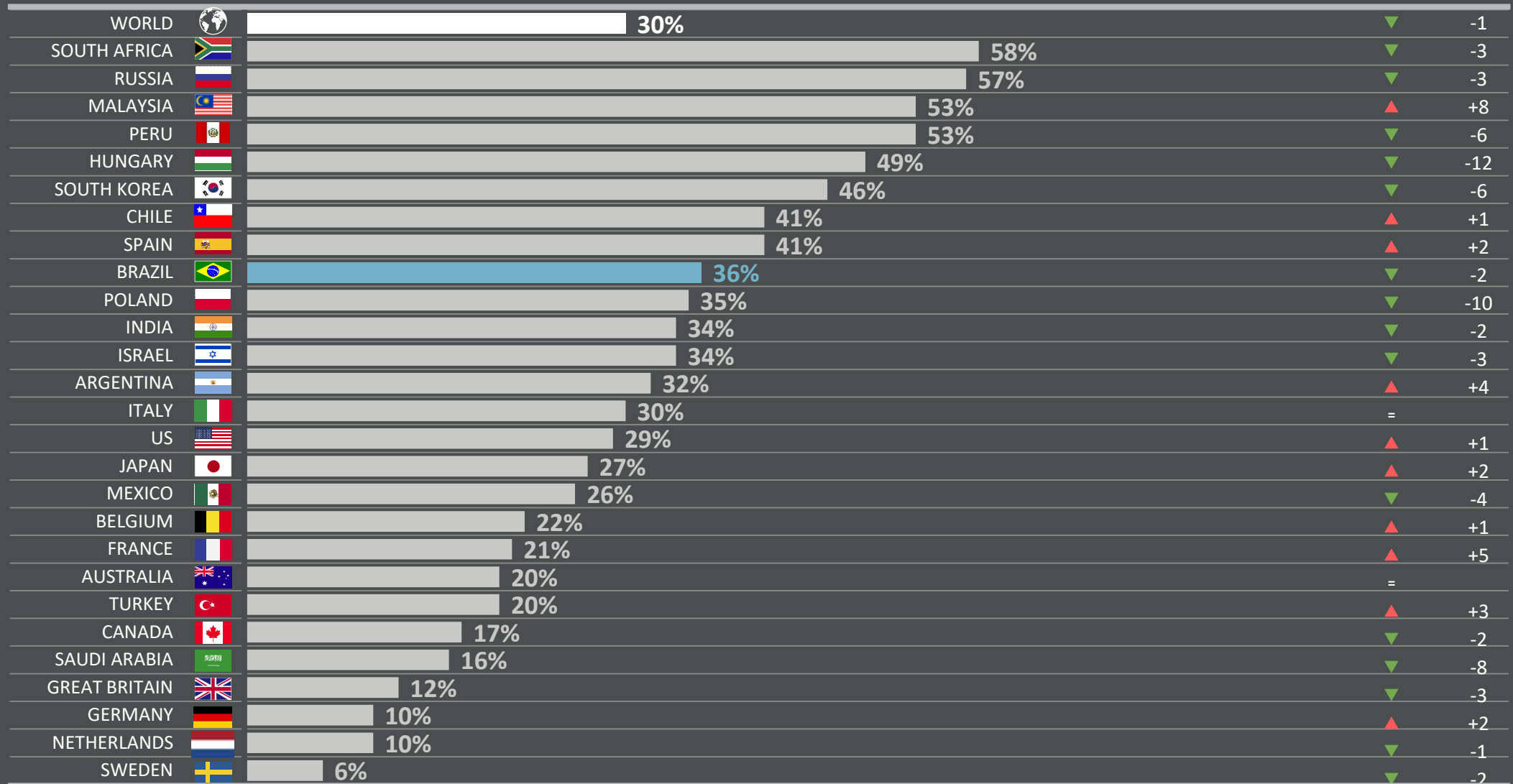
4 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared
with previous month:

(%) worried in January 2020 in each country

Dec 2019



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

Source: Global Advisor






























5 | HEALTHCARE

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

% change compared
with previous month:

(%) worried in January 2020 in each country

Dec 2019

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

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

Source: Global Advisor

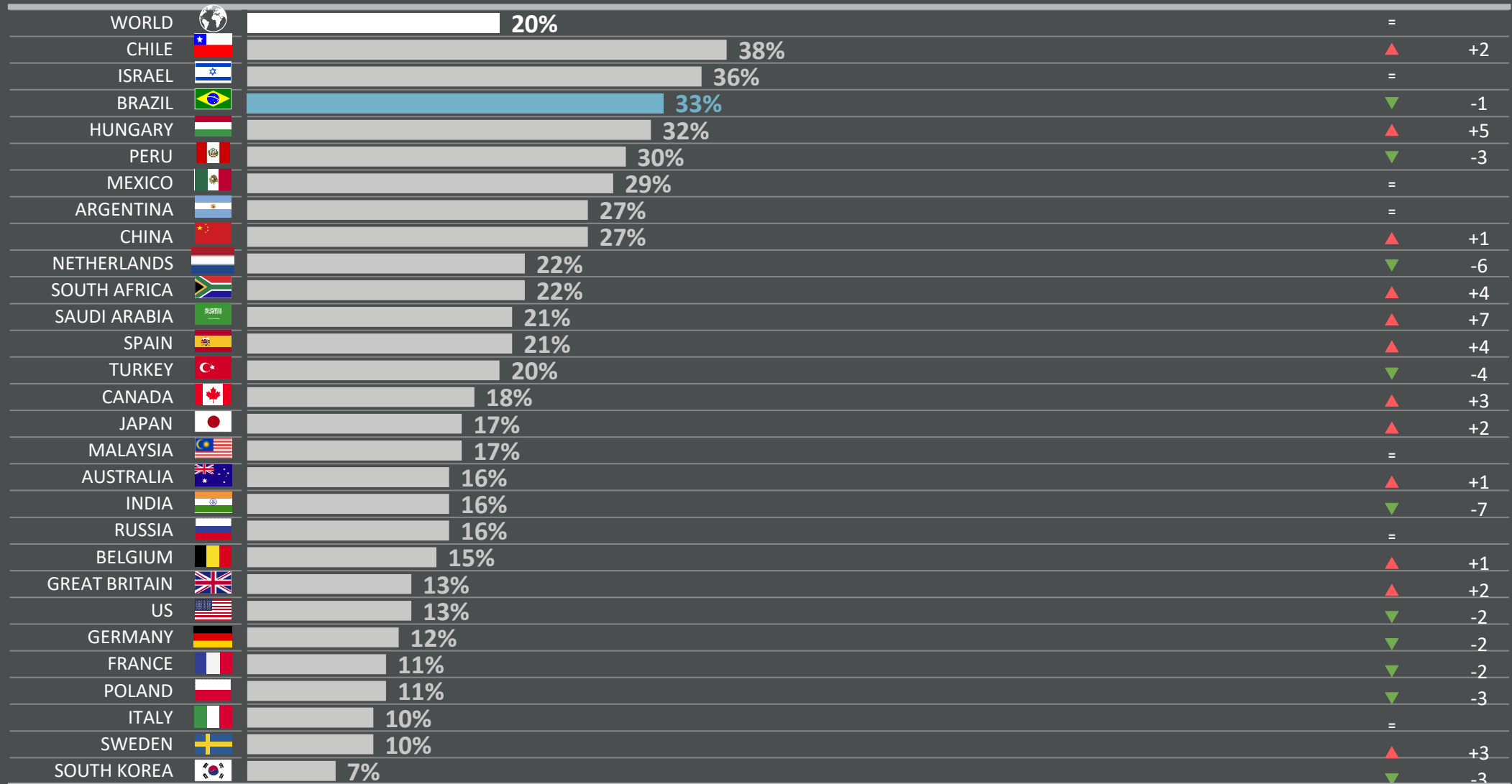
6 | EDUCATION

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

% change compared
with previous month:

(%) worried in January 2020 in each country

Dec 2019



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

Source: Global Advisor





























7 | TAXES

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

% change compared
with previous month:

(%) worried in January 2020 in each country

Dec 2019

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

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

Source: Global Advisor






























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 January 2020 in each country

Dec 2019

WORLD		16%	=	
AUSTRALIA		37%	▲	+2
GERMANY		32%	▲	+4
CANADA		29%	▼	-4
CHINA		29%	▲	+3
FRANCE		29%	▲	+8
NETHERLANDS		28%	▲	+5
JAPAN		26%	▼	-2
GREAT BRITAIN		22%	▼	-7
US		22%	▼	-2
POLAND		21%	▲	+3
BELGIUM		19%	▼	-5
SPAIN		19%	▲	+1
SWEDEN		15%	▼	-2
ITALY		14%	=	
INDIA		13%	▼	-10
CHILE		12%	▲	+4
SAUDI ARABIA		12%	▲	+1
SOUTH KOREA		11%	▲	+4
MEXICO		10%	▲	+2
PERU		10%	▲	+5
HUNGARY		8%	▼	-2
SOUTH AFRICA		6%	▲	+2
RUSSIA		5%	▲	+2
BRAZIL		4%	=	
ISRAEL		4%	▼	-2
ARGENTINA		3%	▼	-1
MALAYSIA		3%	▼	-3
TURKEY		3%	▼	-6

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

Source: Global Advisor






























9 | IMMIGRATION CONTROL

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

% change compared
with previous month:

(%) worried in January 2020 in each country

Dec 2019

WORLD		14%	=	
GERMANY		30%	▼	-3
US		28%	▲	+1
BELGIUM		27%	▲	+5
SWEDEN		26%	▼	-7
GREAT BRITAIN		25%	▲	+3
TURKEY		25%	▲	+8
PERU		24%	▲	+5
CANADA		23%	▼	-2
ITALY		23%	▲	+4
AUSTRALIA		21%	▲	+3
FRANCE		20%	▼	-1
NETHERLANDS		16%	▼	-4
SPAIN		15%	▼	-1
HUNGARY		11%	▲	+1
INDIA		11%	▲	+6
CHILE		9%	▲	+3
JAPAN		9%	=	
MALAYSIA		9%	=	
SOUTH AFRICA		9%	▼	-2
SAUDI ARABIA		8%	▲	+2
ISRAEL		7%	▲	+1
ARGENTINA		4%	=	
CHINA		4%	▼	-1
POLAND		4%	▼	-2
RUSSIA		4%	▼	-2
MEXICO		3%	▼	-1
SOUTH KOREA		3%	▲	+2
BRAZIL		2%	▲	+1

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

Source: Global Advisor






























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 January 2020 in each country

Dec 2019

WORLD		14%	▼	-1
CHINA		25%	▼	-1
JAPAN		25%	▼	-2
SAUDI ARABIA		25%	▲	+1
US		23%	▲	+1
MALAYSIA		22%	▼	-2
NETHERLANDS		20%	▲	+2
GERMANY		18%	▼	-2
HUNGARY		18%	▼	-4
ITALY		18%	▲	+6
SOUTH KOREA		15%	▼	-5
FRANCE		13%	▼	-1
RUSSIA		13%	▲	+1
AUSTRALIA		12%	▲	+1
GREAT BRITAIN		12%	▼	-4
ISRAEL		12%	▼	-9
POLAND		12%	▼	-8
SWEDEN		12%	▲	+3
ARGENTINA		10%	▼	-2
CANADA		10%	▼	-1
MEXICO		10%	▲	+1
INDIA		9%	▲	+1
PERU		9%	=	
TURKEY		8%	▼	-5
BELGIUM		7%	▼	-3
CHILE		7%	▲	+1
SOUTH AFRICA		7%	▼	-3
SPAIN		7%	▲	+2
BRAZIL		6%	=	

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

Source: Global Advisor






























11 | THREATS AGAINST THE ENVIRONMENT

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

% change compared
with previous month:

(%) worried in January 2020 in each country

Dec 2019

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

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

Source: Global Advisor






























12 | INFLATION

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

% change compared
with previous month:

(%) worried in January 2020 in each country

Dec 2019

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

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

Source: Global Advisor






























13 | TERRORISM

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

% change compared
with previous month:

(%) worried in January 2020 in each country

Dec 2019

WORLD		10%	▼	-1
ISRAEL		35%	▲	+5
INDIA		22%	▲	+3
FRANCE		21%	▼	-2
GREAT BRITAIN		21%	▲	+5
TURKEY		21%	▼	-13
US		19%	▲	+1
SAUDI ARABIA		18%	▼	-3
GERMANY		16%	▼	-2
SWEDEN		15%	▲	+1
BELGIUM		14%	▼	-2
CHINA		13%	▲	+5
NETHERLANDS		11%	▼	-1
AUSTRALIA		10%	▼	-2
MALAYSIA		6%	▼	-4
CHILE		5%	▼	-3
MEXICO		5%	▼	-2
POLAND		5%	▲	+4
PERU		5%	▲	+1
CANADA		4%	▼	-2
ITALY		4%	▼	-1
JAPAN		4%	=	
SPAIN		4%	▼	-3
BRAZIL		3%	▲	+1
RUSSIA		3%	▲	+1
HUNGARY		2%	▲	+2
SOUTH KOREA		2%	▲	+1
ARGENTINA		1%	▼	-1
SOUTH AFRICA		1%	=	

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

Source: Global Advisor





























14 | RISE OF EXTREMISM

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

% change compared
with previous month:

(%) worried in January 2020 in each country

Dec 2019

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

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

Source: Global Advisor






























15 | MAINTAINING SOCIAL PROGRAMMES

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

% change compared with previous month:

(% worried in January 2020 in each country

Dec 2019

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

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

Source: Global Advisor




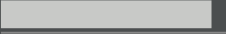













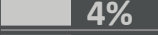



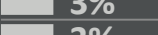



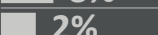



















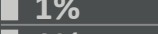



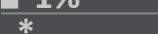

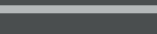






16 | CHILDHOOD OBESITY

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

% change compared
with previous month:

(%) worried in January 2020 in each country

Dec 2019

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

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

Source: Global Advisor




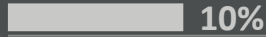

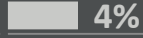





















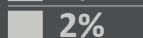





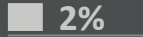

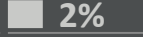





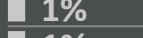



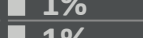



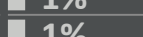



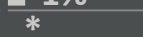

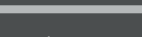


17 | ACCESS TO CREDIT

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

% change compared
with previous month:

(%) worried in January 2020 in each country

Dec 2019

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

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

Source: Global Advisor



METHODOLOGY

METHODOLOGY

The survey is conducted monthly in 28 countries around the world via the Ipsos Online Panel system. The countries included are Argentina, Australia, Belgium, Brazil, Canada, Chile, China, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

For the results of the survey presented herein, an international sample of 19,508 adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries, were interviewed between December 20th 2019 and January 3rd 2020. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.1 percentage points and of 500 accurate to +/- 4.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

Weighting has been employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country census data.

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

In 17 of the 28 countries surveyed internet penetration is sufficiently high to think of the samples as representative of the wider population within the age ranges covered: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Israel, Italy, Japan, Poland, Serbia, South Korea, Spain, Sweden, Great Britain and United States.

Brazil, Chile, China, India, Malaysia, Mexico, Russia, Peru, Saudi Arabia, South Africa and Turkey have lower levels of internet penetration and so these samples should not be considered nationally representative, and instead be considered to represent a more affluent, connected population. These are still a vital social group to understand in these countries, representing an important and emerging middle class.



APPENDIX

FOR MORE INFORMATION

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