# WHAT WORRIES THE







### **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?

Which three of the following topics do you find the most worrying in your country? % change compared with previous month: Dec 2019 HEALTHCARE 44% +1CRIME & VIOLENCE 41% = FINANCIAL/POLITICAL 36% -2 CORRUPTION **POVERTY & SOCIAL** 34% +2 INEQUALITY UNEMPLOYMENT 33% -6 V

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

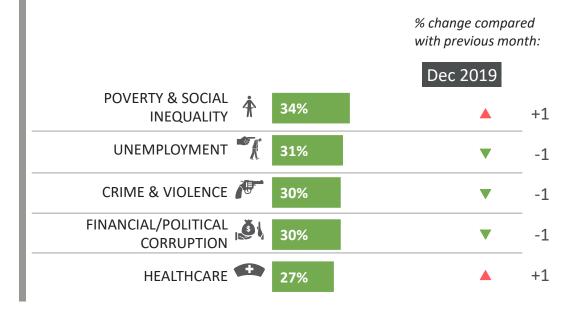
### WORLD SUMMARY: JANUARY 2020

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?

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 28 participating countries. c.18,000 per month.

Source: Global Advisor





# 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 2010

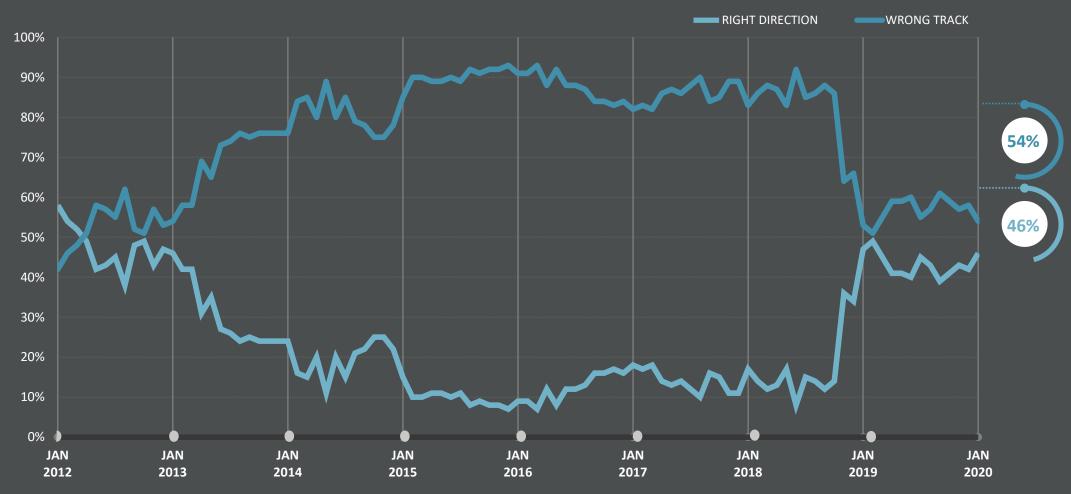
					Dec 2019
World	$\mathbf{I}$	61%	39%		<b>▲</b> +1
China		10%	90%	WRONG	-3
Saudi Arabia	\$5919 	22%	78%	TRACK	-4
India	*	42%	58%	■ RIGHT	-11
Brazil		54%	46%	DIRECTION	+4
US		56%	44%		+2
Canada	*	57%	43%		-2
Netherlands		57%	43%		+5
Mexico	<b>*</b>	58%	42%		+2
Russia		58%	42%		+2
South Korea		59%	41%		<b>–</b> -1
Great Britain		60%	40%		+15
Israel	\$	60%	40%		+4
Malaysia		60%	40%		-9
Argentina	*	61%	39%		+16
Australia	*	62%	38%		-3
Poland		63%	37%		+2
Turkey	C*	64%	36%		+3
Germany		66%	34%		+3
Peru	<b>@</b>	66%	34%		- -1
Japan		68%	32%		-2
Belgium		70%	30%		+3
Hungary		72%	28%		+5
Sweden		75%	25%		<b>-</b> -1
Chile	*	76%	24%		+5
Spain	<b>2</b>	78%	22%		<b>-1</b>
France		79%	21%		-3
South Africa		79%	21%		-2
Italy		83%	17%		10
					▲ <sup>+</sup> ∠

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

Source: Global Advisor

## BRAZIL: RIGHT DIRECTION/ WRONG TRACK

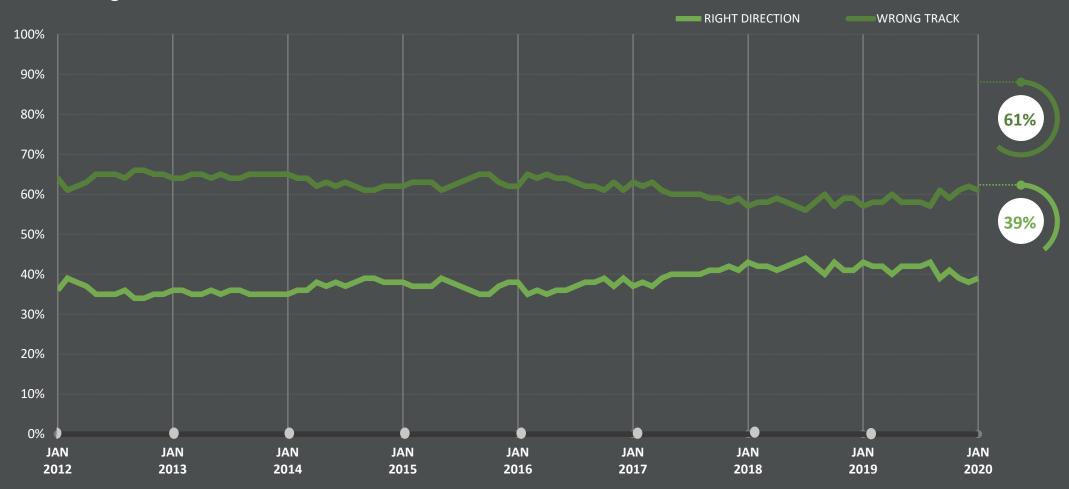
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



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? Dec 2019 Mentioned in January 2020 (%) Healthcare 🗩 44% Crime & violence 🖉 41% Financial/political corruption 36% Poverty & social inequality 4 34% Unemployment 33% 33% Education 😒 Taxes 💽 19% Threats against the environment 12% Inflation 8% Rise of extremism 6% 5. Moral decline 6% Climate change 4% Terrorism 😪 3% Maintaining social programmes 3% Immigration control 2% Access to credit 2% Childhood obesity 2%

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

% change compared with previous month:

-2

+2

-6

-1

+1

-2

-2

-1

+1

+1

+1

+1

% change compared

WORLD WORRIES

					-		•	with previo	ous month:
Mentioned in January 2020 (%)								Dec	2019
Poverty & social inequality	<b>†</b>					34%			+1
Unemployment	K					31%		▼	-1
Crime & violence						30%		•	-1
Financial/political corruption	<u>ی</u> کار ا					30%		▼	-1
Healthcare					27%	, )		<b></b>	+1
Education	$\mathbf{i}$			20	)%			=	
Taxes	TAX			18%				<b>_</b>	+1
Climate change			1	6%				=	
Immigration control			14%					=	
Moral decline	<u> </u>		14%					▼	-1
Threats against the environment	2		13%					=	
Inflation			L1%					=	
Terrorism	$\sim$	10	0%					▼	-1
Rise of extremism	<u>•</u>	9%						=	
Maintaining social programmes		9%						=	
Childhood obesity	<b>*</b>	3%						=	
Access to credit	چک ا	2%						=	

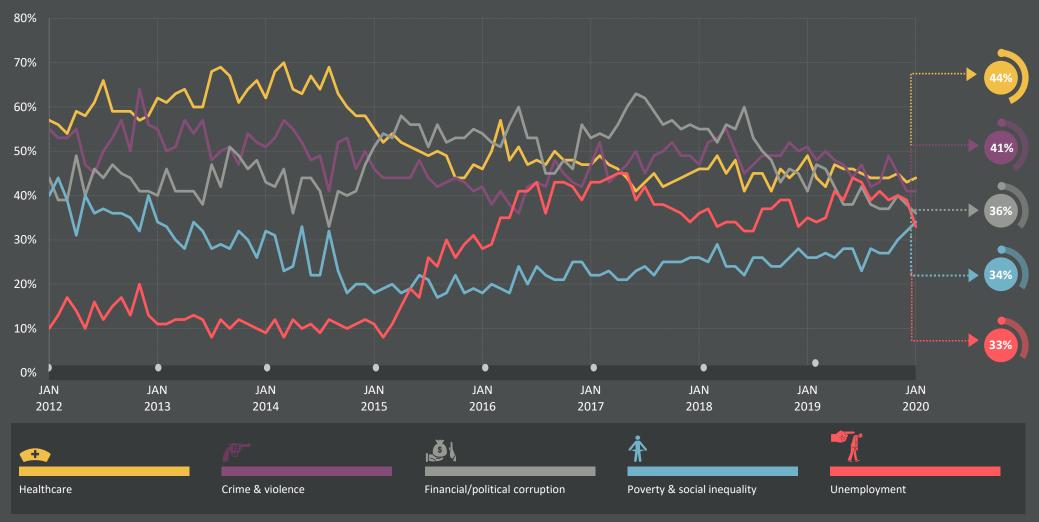
Which three of the following topics do you find the most worrying in your country?

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

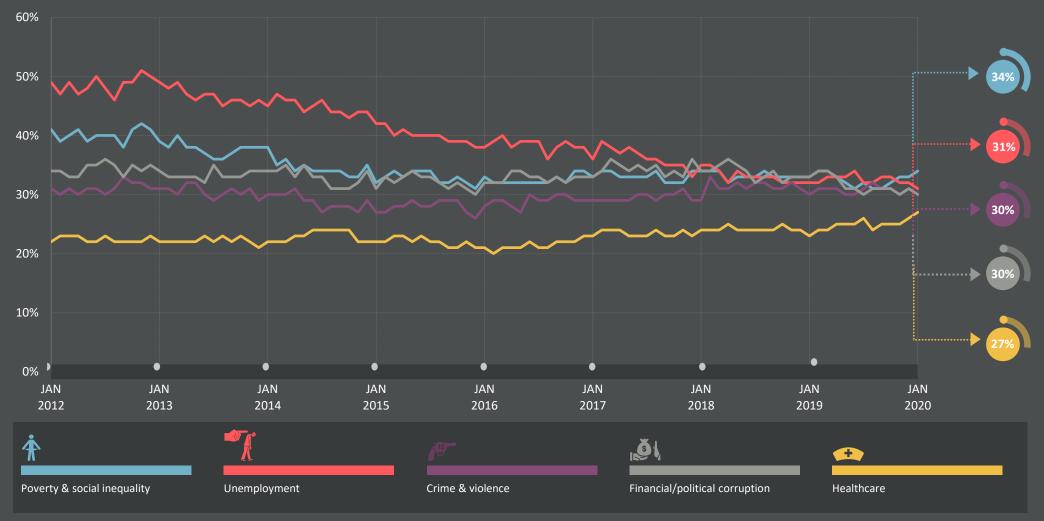
#### Which three of the following topics do you find the most worrying in your country?



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?



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



| HEALTHCARE

1

	~				
WORLD	$(\mathbf{i})$	27%			+1
HUNGARY		76	5% 🔺		+8
POLAND		55%	▼	1	-7
GREAT BRITAIN		47%	=		
BRAZIL		44%			+1
CANADA	*	41%	=		
CHINA		40%	A		+8
NETHERLANDS		40%	A	L	+1
ISRAEL	*	38%	<b>_</b>		+5
US		38%	A		+2
RUSSIA		37%	<b>_</b>		+1
CHILE	*	30%	<b>_</b>	L I	+1
AUSTRALIA	*	26%	₹		-2
SPAIN	<b>1</b>		=		
SWEDEN		25%		L	+1
ITALY		22%			+5
FRANCE		19%			-1
BELGIUM		18%			-2
GERMANY					+4
MEXICO	<b>*</b>				+4
JAPAN			=		
PERU	<b>e</b>	14%	▼		-5
SAUDI ARABIA	55370 	13%	▼	·	-2
SOUTH AFRICA		13%		<u>,                                     </u>	-1
INDIA					-6
ARGENTINA		10%	A		+3
MALAYSIA		7%			1
SOUTH KOREA		4%	<b></b>		+3
TURKEY	C*	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

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



% change compared



#### 2 | CRIME & VIOLENCE

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

% change compared with previous month:

Dec 2019

#### (%) worried in January 2020 in each country

WORLD	$\mathbf{i}$	30%	▼	-1
MEXICO	* <b>*</b>	66%	▼	-3
PERU	<u></u>	63%	▼	-2
SOUTH AFRICA		63%	▼	-3
SWEDEN		<b>52%</b>	▼	-6
BRAZIL		41%	=	
INDIA	3	40%		+7
ARGENTINA		37%	=	
CHILE	*	33%	▼	-8
GREAT BRITAIN		31%		+1
TURKEY	C*	31%	=	
GERMANY		30%	▼	-2
NETHERLANDS		30%	=	
ISRAEL	\$	29%		+2
US				+1
MALAYSIA		28%	<b>•</b>	-7
AUSTRALIA	*		<b></b>	-3
BELGIUM				+2
FRANCE		22%		+3
CANADA	*	21%		+2
ITALY		21%	<b></b>	-4
CHINA	*2	20%		+4
SPAIN	檄	19%	<b></b>	-4
SOUTH KOREA	<b>(</b> )		=	
JAPAN			<b></b>	4
POLAND				+2
HUNGARY		11%		+4
RUSSIA		10%	=	
SAUDI ARABIA	5,979	10%		-6

#### **Ipsos Public Affairs**

### 3 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared with previous month:

Dec 2019

(%) worried in January 2020 in each country

WORLD	$\bigcirc$	30%	▼	-1
SOUTH AFRICA		58%	▼	-3
RUSSIA		57%	▼	-3
MALAYSIA		53%	<b></b>	+8
PERU	ŵ	53%	▼	-6
HUNGARY		49%	▼	-12
SOUTH KOREA	٠.	46%	▼	-6
CHILE				+1
SPAIN	<u>*</u>			+2
BRAZIL		36%	▼	-2
POLAND		35%	▼	-10
INDIA	•	34%	▼	-2
ISRAEL	\$	34%	▼	-3
ARGENTINA	*	32%		+4
ITALY		30%	=	
US		29%		+1
JAPAN		27%		+2
MEXICO	•	26%	<b></b>	-4
BELGIUM		22%	<b></b>	+1
FRANCE		21%	<b></b>	+5
AUSTRALIA	*	20%	=	
TURKEY	<b>C</b> *	20%	<b></b>	+3
CANADA	*		<b></b>	2
SAUDI ARABIA	5,000		<b></b>	-8
GREAT BRITAIN			<b></b>	3
GERMANY				+2
NETHERLANDS			<b>.</b>	1
SWEDEN		6%	<b>.</b>	2

#### 4 | POVERTY & SOCIAL INEQUALITY

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

% change compared with previous month:

Dec 2019

WORLD	<b>(</b> )	34%		+1
RUSSIA		60%	▼	-1
CHILE	*	55%	▼	-1
HUNGARY		52%		+9
GERMANY		45%		+1
BELGIUM		42%		+8
FRANCE		40%	▼	-2
SOUTH KOREA	<b>(</b> •)	40%	▼	-1
ARGENTINA		39%	▼	-6
ISRAEL	\$	38%		+3
JAPAN		38%	=	
TURKEY	C*	37%		+6
GREAT BRITAIN		35%	▼	-1
BRAZIL		34%		+2
MEXICO	*	34%	•	-6
NETHERLANDS		33%		+4
SPAIN	<u>®</u>	33%	=	
ITALY		30%	=	
SOUTH AFRICA		29%		+1
SAUDI ARABIA	\$979 			+6
PERU	<b>e</b>	27%	▼	-5
CANADA	*	26%	<b>.</b>	-1
MALAYSIA		26%	<b>.</b>	-1
AUSTRALIA		25%	<b>.</b>	1
INDIA	(8)	25%	=	
POLAND		25%	=	
SWEDEN		25%		+2
US		22%		+1

#### **Ipsos Public Affairs**

### 5 UNEMPLOYMENT AND JOBS

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

% change compared with previous month:

Dec 2019

(%) worried in January 2020 in each country

WORLD	$\mathbf{\mathbf{\mathbf{S}}}$	31%	▼	-1
SOUTH AFRICA		62%	▼	-1
ITALY		58%	▼	-1
SOUTH KOREA	<b>(</b> )	57%	▼	-4
SPAIN	<b>*</b>	56%	▼	-2
INDIA	*	55%		+11
TURKEY	<b>C</b> *	47%		+4
ARGENTINA		43%	▼	-2
MALAYSIA		42%		+2
MEXICO		40%		+2
CHINA	**	38%		+1
CHILE		36%		+6
BRAZIL		33%	▼	-6
SAUDI ARABIA	5,970	33%	•	-4
RUSSIA		31%	<b>•</b>	-3
AUSTRALIA		29%	<b>•</b>	-1
CANADA	*	27%		+2
PERU	<u></u>	27%		+2
FRANCE			<b>•</b>	-2
BELGIUM		20%	<b>•</b>	-2
JAPAN			=	
SWEDEN				+1
ISRAEL	*	16%		+3
GREAT BRITAIN				+2
US			=	
HUNGARY			<b>.</b>	-5
POLAND			▼	-2
GERMANY		9%	▼	-5
NETHERLANDS		7%	T	

# WORLD WORRIES

# COUNTRY COMPARISON

Country comparison of all 17 concerns



#### POVERTY & SOCIAL INEQUALITY 1

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

% change compared with previous month:

**Ipsos Public Affairs** 

#### (%) worried in January 2020 in each country

WORLD	$\langle \mathbf{i} \rangle$	34%	<b></b>	+1
RUSSIA		60%	▼	-1
CHILE	*	55%	▼	-1
HUNGARY		52%		+9
GERMANY		45%		+1
BELGIUM		42%		+8
FRANCE		40%	▼	-2
SOUTH KOREA		40%	▼	-1
ARGENTINA	¥	39%	▼	-6
ISRAEL	\$	38%		+3
JAPAN		38%	=	
TURKEY	C*	37%		+6
GREAT BRITAIN		35%	▼	-1
BRAZIL		34%		+2
MEXICO		34%	<b>•</b>	-6
NETHERLANDS		33%		+4
SPAIN	<u>®</u>	33%	=	
ITALY		30%	=	
SOUTH AFRICA		29%		+1
SAUDI ARABIA	\$919 —			+6
PERU	۵	27%	<b>.</b>	-5
CANADA	*	26%	<b>.</b>	-1
MALAYSIA		26%	<b>.</b>	-1
AUSTRALIA	*	25%	<b></b>	-1
INDIA	*	25%	=	
POLAND		25%	=	
SWEDEN		25%		+2
US		22%		+1



#### **Ipsos Public Affairs**

### 2 | UNEMPLOYMENT AND JOBS

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

% change compared with previous month:

Dec 2019

#### (%) worried in January 2020 in each country

WORLD	$\bigcirc$	31%	▼	-1
SOUTH AFRICA		62%	▼	-1
ITALY		58%	▼	-1
SOUTH KOREA		57%	▼	-4
SPAIN	<b>*</b>	56%	▼	-2
INDIA	*	55%		+11
TURKEY	<b>C</b> *	47%		+4
ARGENTINA	•	43%	▼	-2
MALAYSIA		42%		+2
MEXICO		40%		+2
CHINA	*? 	38%		+1
CHILE		36%		+6
BRAZIL		33%	▼	-6
SAUDI ARABIA	\$810	33%	<b>•</b>	-4
RUSSIA		31%	<b>•</b>	-3
AUSTRALIA		29%	<b>•</b>	-1
CANADA	*	27%		+2
PERU	<b>@</b>	27%		+2
FRANCE		26%	<b>•</b>	-2
BELGIUM		20%	<b>.</b>	-2
JAPAN			=	
SWEDEN				+1
ISRAEL	*			+3
GREAT BRITAIN		15%		+2
US			=	
HUNGARY			<b></b>	-5
POLAND			<b>.</b>	-2
GERMANY		9%	<b>.</b>	5
NETHERLANDS		7%	V	_7

#### **Ipsos Public Affairs**

### 3 | CRIME & VIOLENCE

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

% change compared with previous month:

Dec 2019

#### (%) worried in January 2020 in each country

WORLD		30%	▼	-1
MEXICO	*	66%	▼	-3
PERU	<u></u>	63%	▼	-2
SOUTH AFRICA		63%	▼	-3
SWEDEN		<b>52%</b>	▼	-6
BRAZIL		41%	=	
INDIA	-	40%		+7
ARGENTINA	*	37%	=	
CHILE	*	33%	▼	-8
GREAT BRITAIN		31%	<b></b>	+1
TURKEY	C*	31%	=	
GERMANY		30%	▼	-2
NETHERLANDS		30%	=	
ISRAEL	*	29%		+2
US		29%		+1
MALAYSIA		28%	▼	-7
AUSTRALIA	*	26%	▼	-3
BELGIUM			<b></b>	+2
FRANCE			<b></b>	+3
CANADA	*	21%	<b></b>	+2
ITALY		21%	<b>.</b>	-4
CHINA		20%	<b></b>	+4
SPAIN	<u>戀</u>		<b></b>	-4
SOUTH KOREA	<b>(</b> )		=	
JAPAN			<b></b>	4
POLAND				+2
HUNGARY		11%		+4
RUSSIA		10%	=	
SAUDI ARABIA	59399 	10%	<b>.</b>	-6

#### **Ipsos Public Affairs**

### 4 | FINANCIAL/POLITICAL CORRUPTION

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

% change compared with previous month:

Dec 2019

(%) worried in January 2020 in each country

WORLD	$\bigcirc$	30%	▼	-1
SOUTH AFRICA		58%	▼	-3
RUSSIA		57%	▼	-3
MALAYSIA		53%		+8
PERU	۵	53%	▼	-6
HUNGARY		49%	▼	-12
SOUTH KOREA	<b>()</b>	46%	▼	-6
CHILE				+1
SPAIN	*		<b></b>	+2
BRAZIL		36%	▼	-2
POLAND		35%	▼	-10
INDIA	•	34%	▼	-2
ISRAEL	\$	34%	▼	-3
ARGENTINA	•	32%		+4
ITALY		30%	=	
US		29%		+1
JAPAN		27%	<b></b>	+2
MEXICO		26%	▼	-4
BELGIUM		22%	<b></b>	+1
FRANCE		21%	<b></b>	+5
AUSTRALIA	*	20%	=	
TURKEY	<b>C</b> *	20%		+3
CANADA	*	17%	<b></b>	2
SAUDI ARABIA	5,970		<b></b>	-8
GREAT BRITAIN			<b></b>	-3
GERMANY		10%		+2
NETHERLANDS		10%	<b></b>	-1
SWEDEN		6%	<b>.</b>	2

#### **Ipsos Public Affairs**

5 | HEALTHCARE

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

% change compared with previous month:

Dec 2019

#### (%) worried in January 2020 in each country

WORLD	$\bigcirc$	27%		+1
HUNGARY		76%	<b></b>	+8
POLAND		55%	▼	-7
GREAT BRITAIN		47%	=	
BRAZIL		44%	<b></b>	+1
CANADA	*	41%	=	
CHINA		40%	<b></b>	+8
NETHERLANDS		40%	<b></b>	+1
ISRAEL	*	38%	<b></b>	+5
US		38%	<b></b>	+2
RUSSIA		37%	<b></b>	+1
CHILE		30%	<b></b>	+1
AUSTRALIA	*	26%	▼	-2
SPAIN	<u>®</u>		=	
		25%	<b></b>	+1
ITALY		22%	<b></b>	+5
FRANCE			<b></b>	-1
BELGIUM			<b></b>	-2
GERMANY				+4
MEXICO	<b>*</b>			+4
JAPAN		16%	=	
PERU	۵		<b></b>	-5
SAUDI ARABIA	\$2019	13%	<b></b>	-2
SOUTH AFRICA		13%	<b></b>	-1
INDIA	-		<b></b>	-6
ARGENTINA		10%		+3
MALAYSIA		7%	<b></b>	1
SOUTH KOREA	<b>(</b> )	4%		+3
TURKEY	C*	3%		



Base Sour

#### EDUCATION 6

WORLD

CHILE

ISRAEL

BRAZIL

PERU

MEXICO

ARGENTINA

HUNGARY

(%) worried in January 2020 in each country

 $\mathbf{\mathbf{\widehat{S}}}$ 

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WORLD WORRIES

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

20%

% change compared with previous month:

Dec 2019

+2

-1

+5

-3

CHINA		27%	<b></b>	+1
NETHERLANDS		22%	▼	-6
SOUTH AFRICA		22%	<b></b>	+4
SAUDI ARABIA	5939 —			+7
SPAIN	<b>*</b>	21%		+4
TURKEY	C*	20%	▼	-4
CANADA	*			+3
JAPAN				+2
MALAYSIA			=	
AUSTRALIA	*			+1
INDIA	8		<b>•</b>	-7
RUSSIA			=	
BELGIUM				+1
GREAT BRITAIN		13%		+2
US		13%	V	-2
GERMANY			V	-2
FRANCE			▼	-2
POLAND			<b>•</b>	-3
ITALY			=	
SWEDEN				+3
SOUTH KOREA		7%	V	3
se: Representative sample	of adults	s aged 16-64 in 28 participating countries. January 2020: 19,508; December 2019: 20,011.		
urce: Global Advisor				

38%

36%

33%

32%

30%

29%

27%



7

TAXES

WORLD		18%		+1
SAUDI ARABIA	55870	35%		+7
BELGIUM		34%	▼	-1
CANADA	*	33%		+4
ITALY		32%	▼	-7
FRANCE		28%		+1
POLAND		27%	<b></b>	+6
JAPAN		24%	▼	-2
TURKEY	C*	23%	=	
ARGENTINA	*	22%	<b></b>	+2
ISRAEL	*	21%	▼	-1
MEXICO	•	20%	<b></b>	+8
RUSSIA		20%	<b></b>	+4
BRAZIL		19%	<b></b>	+1
SOUTH KOREA	<b>()</b>		▼	-1
MALAYSIA		15%	•	-2
NETHERLANDS		15%	▼	-2
SPAIN	<b>®</b>			+2
AUSTRALIA	*		=	
GERMANY				+2
SWEDEN				+3
US			<b>•</b>	-2
INDIA	•	10%		+1
GREAT BRITAIN		7%	<b>•</b>	-3
PERU	<b>@</b>	6%		+3
SOUTH AFRICA			=	
CHILE	*	5%	<b>.</b>	-1
HUNGARY		5%		<u>+2</u>

(%) worried in January 2020 in each country

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

% change compared with previous month:

Dec 2019

#### **Ipsos Public Affairs**

#### 8 | CLIMATE CHANGE

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

% change compared with previous month:

Dec 2019

(%) worried in Janua	ary 2020 in each country	
WORLD	(A)	16%

WORLD		16%	=	
AUSTRALIA	*	37%	<b>A</b>	+2
GERMANY			<b></b>	+4
CANADA	*		▼	-4
CHINA		29%		+3
FRANCE		29%		+8
NETHERLANDS				+5
JAPAN			▼	-2
GREAT BRITAIN			▼	-7
US			▼	-2
POLAND				+3
BELGIUM			▼	-5
SPAIN	癜			+1
SWEDEN	-		▼	-2
ITALY			=	
INDIA	•		▼	-10
CHILE	*			+4
SAUDI ARABIA	5379 —			+1
SOUTH KOREA				+4
MEXICO	<b>*</b>			+2
PERU	۵			+5
HUNGARY		8%	<b></b>	-2
SOUTH AFRICA		6%		+2
RUSSIA		5%		+2
BRAZIL		4%	=	
ISRAEL	\$	4%	<b>•</b>	2
ARGENTINA	*	3%	<b></b>	-1
MALAYSIA		3%	<b>.</b>	3
TURKEY	C*	3%	V	-6

#### **Ipsos Public Affairs**

### 9 | IMMIGRATION CONTROL

(%) worried in January 2020 in each country

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

% change compared with previous month:

Dec 2019

(70) 10011100 111 50110				
WORLD	<b>(</b> )	14%	=	
GERMANY		30%	▼	-3
			<b>A</b>	+1
BELGIUM		27%	<b>A</b>	+5
SWEDEN			▼	-7
GREAT BRITAIN		25%		+3
TURKEY	C*	25%	<b>A</b>	+8
PERU	۵	24%		+5
CANADA	*	23%	▼	-2
ITALY		23%	<b></b>	+4
AUSTRALIA		21%	<b></b>	+3
FRANCE	ш	20%	▼	-1
NETHERLANDS		16%	▼	-4
SPAIN			▼	-1
HUNGARY			<b></b>	+1
INDIA	•		<b></b>	+6
CHILE		9%	<b></b>	+3
JAPAN		9%	=	
		9%	=	
		9%	<b></b>	-2
SAUDI ARABIA	5575	8%	<b></b>	+2
ISRAEL	*	7%	<b></b>	+1
ARGENTINA	•	4%	=	
CHINA	*	4%	₹	-1
POLAND		4%	<b></b>	-2
RUSSIA		4%	<b></b>	2
MEXICO		3%	<b></b>	1
SOUTH KOREA	<b>(0</b> )	3%	A	+2
BRAZIL		2%		+1

#### **Ipsos Public Affairs**

#### 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 Jan	uary 2	020 in each country	Dee	c 2019
WORLD	$\bigcirc$	14%	•	-1
CHINA		25%	▼	-1
JAPAN		25%	▼	-2
SAUDI ARABIA	5,910	25%	<b>A</b>	+1
US		23%	<b>A</b>	+1
MALAYSIA		22%	▼	-2
NETHERLANDS		20%	<b></b>	+2
GERMANY			▼	-2
HUNGARY			•	-4
ITALY			<b></b>	+6
SOUTH KOREA	<b>(</b> ),	15%	<b>•</b>	-5
FRANCE			<b>•</b>	-1
RUSSIA			<b></b>	+1
AUSTRALIA	*		<b></b>	+1
GREAT BRITAIN			<b>•</b>	-4
ISRAEL	*		<b>•</b>	-9
POLAND		12%	<b></b>	-8
SWEDEN			<b>_</b>	+3
ARGENTINA		10%	<b></b>	-2
CANADA	*	10%	<b></b>	-1
MEXICO		10%	<b>_</b>	+1
INDIA		9%	<b>_</b>	+1
PERU	<u></u>	9%	=	
TURKEY	<b>C</b> *	8%	<b></b>	-5
BELGIUM		7%	<b></b>	-3
CHILE		7%	<b></b>	+1
SOUTH AFRICA		7%	▼	-3
SPAIN	<u>*</u>	7%	<b></b>	+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

(%) worried in January 2020 in each country

#### **Ipsos Public Affairs**

#### 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:

Dec 2019

WORLD	$(\mathbf{i})$	13%	=	
CHINA		30%	=	
NETHERLANDS			<b></b>	+5
AUSTRALIA	*	22%		+2
POLAND		22%		+8
GERMANY		21%		+1
FRANCE			▼	-3
BELGIUM			▼	-2
CANADA	*			+1
MEXICO	<u>*</u>	15%		+2
SOUTH KOREA				+2
SWEDEN	-		▼	-7
BRAZIL			▼	-2
CHILE	*			+4
GREAT BRITAIN			▼	-1
INDIA	(1)		▼	-6
JAPAN			<b>•</b>	-2
MALAYSIA			<b>V</b>	-1
RUSSIA			<b>•</b>	-2
SAUDI ARABIA	5219 —		=	
US			=	
PERU	۵	10%		+2
SPAIN	癈	9%	=	
ARGENTINA	*	7%		+4
ITALY		7%	<b></b>	4
ISRAEL	\$	5%	<b>V</b>	-3
HUNGARY		4%	<b></b>	-3
SOUTH AFRICA		3%	=	
TURKEY	C*	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

ARGENTINA

CHINA

(%) worried in January 2020 in each country

.

WORLD 😚

WORLD WORRIES

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

11%

% change compared with previous month:

Dec 2019

-8

			46%	
		30%		
		30%		
	22%			
%				

CHINA		30%	•	-4
TURKEY	C*	30%	<b></b>	+1
MALAYSIA			<b></b>	+3
POLAND			<b></b>	+2
CANADA	*		<b></b>	+2
INDIA			<b></b>	+3
RUSSIA			▼	-1
SAUDI ARABIA	5.233		<b></b>	+4
AUSTRALIA	*	10%	=	
MEXICO	*	9%	=	
PERU	<u></u>	9%		+2
SOUTH KOREA	<b>(</b> )	9%		+2
BRAZIL		8%	▼	-2
BELGIUM		7%	▼	-1
SOUTH AFRICA		7%		+2
GREAT BRITAIN		6%	=	
JAPAN		6%	<b></b>	+1
CHILE	<u>*</u>	5%	<b>•</b>	-4
FRANCE		5%	=	
HUNGARY		5%	<b>•</b>	-3
GERMANY		4%	=	
US		4%	<b>•</b>	-2
ITALY		3%	T	-2
NETHERLANDS		3%		+1
ISRAEL	\$	2%	=	
SPAIN	·	2%	=	
SWEDEN		2%	<b>.</b>	1



## WORLD WORRIES 13 | TERRORISM

(%) worried in January 2020 in each country

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

% change compared with previous month:

Dec 2019

	$\bigcirc$	10%	▼	-1
ISRAEL	\$	35%	<b></b>	+5
INDIA			<b></b>	+3
FRANCE			▼	-2
			<b></b>	+5
	<b>C</b> *		▼	-13
				+1
	95819 		•	-3
GERMANY			•	-2
SWEDEN			<b></b>	+1
BELGIUM			<b>V</b>	-2
CHINA *	*)		<b></b>	+5
NETHERLANDS			▼	-1
	*		•	-2
			<b>V</b>	-4
		5%	<b>V</b>	-3
MEXICO	<b>•</b>	5%	<b>V</b>	-2
POLAND		5%		+4
	ŵ	5%		+1
	*	4%	<b>V</b>	-2
ITALY		4%	<b>V</b>	-1
	•	4%	=	
	*	4%	<b>•</b>	-3
		3%		+1
RUSSIA		3%		+1
HUNGARY		2%		+2
	<b>()</b>	2%		+1
	•	1%	<b>.</b>	-1
SOUTH AFRICA 👂		1%	=	



#### 14 | RISE OF EXTREMISM

(%) worried in January 2020 in each country

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

% change compared with previous month:

Dec 2019

	uary zi	bzo ili each couliti y	Dec 20	/15
WORLD	$\sim$	9%	=	
MALAYSIA		24%	<b>A</b>	+7
GERMANY		21%	=	
GREAT BRITAIN				+5
SWEDEN	-		▼	-1
BELGIUM				+2
NETHERLANDS			▼	-5
FRANCE			=	
US				+3
SOUTH KOREA	<b>(</b> •)			+4
SPAIN	<b>®</b>		▼	-3
INDIA	•			+5
ITALY			<b></b>	+1
POLAND		10%	▼	-3
ISRAEL		9%		+2
AUSTRALIA	*	7%	▼	-2
CANADA	*	7%	▼	-1
TURKEY	C*	7%	▼	-1
BRAZIL		6%	▼	-1
CHILE		6%	▼	-1
HUNGARY		4%		+1
JAPAN		4%		+1
ARGENTINA	•	2%	▼	-1
MEXICO	<b>*</b>	2%	=	
SAUDI ARABIA	529759	2%	V	-3
SOUTH AFRICA		2%	V	-1
PERU	۵	1%	▼	-2
RUSSIA		1%	V	

#### **Ipsos Public Affairs**

### 15 | MAINTAINING SOCIAL PROGRAMMES

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

% change compared with previous month:

Dec 2019

(%) worried in January 2020 in each country

WORLD	$(\mathbf{i})$	9%	=	
JAPAN		33%	<b></b>	+4
SWEDEN			<b></b>	+2
SOUTH KOREA	<b>()</b> <sup>8</sup>		▼	-4
CHINA	*)		▼	-7
GREAT BRITAIN			=	
POLAND			▼	-1
SAUDI ARABIA	\$5939 		<b></b>	+4
NETHERLANDS			=	
SPAIN	*		<b></b>	+1
AUSTRALIA	*	9%	▼	-1
BELGIUM		9%	<b></b>	+4
RUSSIA		8%	<b></b>	+1
CANADA	*	7%	=	
GERMANY		6%	=	
US		6%	<b>V</b>	-1
HUNGARY		5%	=	
ISRAEL	\$	5%	▼	-1
MEXICO	•	5%	▼	-2
ARGENTINA	÷	4%		+1
ITALY		4%	<b>V</b>	-2
MALAYSIA		4%	=	
BRAZIL		3%	=	
CHILE		3%	<b>.</b>	2
FRANCE		3%	<b>.</b>	2
INDIA	•	3%	<b></b>	2
		2%		+1
PERU	<u></u>	1%	<b>V</b>	1
TURKEY	C*	1%	=	



Source: Global Advisor

SOUTH KOREA

ITALY

•

1%

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

1%

\*

#### WORLD WORRIES

#### 16 | CHILDHOOD OBESITY

(%) worried in January 2020 in each country

3%

WORLD

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

% change compared with previous month:

Dec 2019

VVORLD	$\mathbf{V}$	3%	-	
POLAND			<b></b>	+7
SAUDI ARABIA	35379 —		=	
CHINA		7%	▼	-1
MEXICO	<b>*</b>	7%		+3
AUSTRALIA		6%		+1
INDIA	(8)	5%	▼	-1
NETHERLANDS		5%		+1
GERMANY		4%	=	
MALAYSIA		4%	=	
PERU	<b>@</b>	4%		+1
GREAT BRITAIN		3%	<b></b>	+1
SWEDEN		3%	=	
US		3%	=	
BELGIUM		2%	=	
BRAZIL		2%		+1
CANADA	*	2%	▼	-1
ISRAEL	\$	2%	▼	-1
RUSSIA		2%		+2
SOUTH AFRICA		2%		+1
SPAIN	<u></u>	2%		+1
TURKEY	C*	2%	=	
ARGENTINA		1%	=	
CHILE	*	1%	=	
FRANCE		1%	=	
HUNGARY		1%	•	-1

**Ipsos Public Affairs** 



+1

### 17 | ACCESS TO CREDIT

(%) worried in January 2020 in each country WORLD 🚱 2%

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

% change compared with previous month:

WURLD				
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	5570) 	2%	▼	-5
NETHERLANDS		2%		+1
SOUTH AFRICA		2%		+1
SOUTH KOREA	<b>(</b> •)	2%	<b>V</b>	-1
SWEDEN		2%		+1
CHILE	*		=	
FRANCE		1%	=	
GERMANY		1%	<b>•</b>	-1
GREAT BRITAIN		1%	=	
INDIA	(8)		V	-2
PERU	<b>@</b>		T	-1
SPAIN	<u>®</u>	1%	<b>•</b>	-1
TURKEY	C*	<b>1%</b>	▼	-1
US		<b>1%</b>	=	
MEXICO	•	*	<b>.</b>	-1

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

Source: Global Advisor



Dec 2019



# 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.









### FOR MORE INFORMATION

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