

# WHAT WORRIES THE



# SEPTEMBER 2016

## GAME CHANGERS

# GREAT BRITAIN SUMMARY: SEPTEMBER 2016

The majority (56%) of Britons think things in the country are on the wrong track.

Immigration control currently occupies the top spot for concern with 42% saying this.

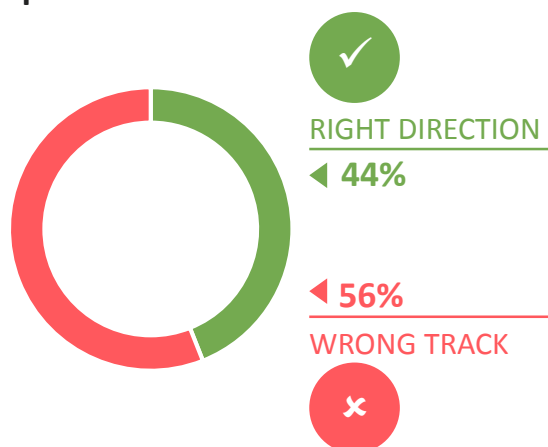


*It's striking how quickly initial fears that we're heading in the wrong direction following Brexit have abated; people have not seen much impact on the economy or felt it on their own standard of living.*

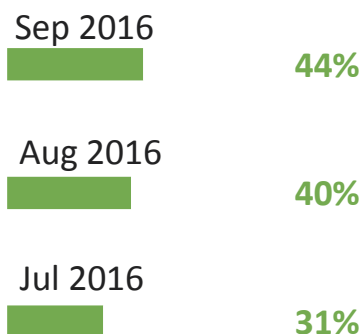
**Bobby Duffy, MD of Ipsos MORI Social Research Institute**

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 2016



**RIGHT DIRECTION**



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

			% change compared with previous month:	
			Aug 2016	
IMMIGRATION CONTROL		42%	▲	+7
HEALTHCARE		34%	▲	+7
TERRORISM		31%	▼	-10
POVERTY & SOCIAL INEQUALITY		29%	▼	-2
RISE OF EXTREMISM		28%	▼	-5

Base: Representative sample of British adults aged 16-64. c.1,000 per month

Source: Global Advisor

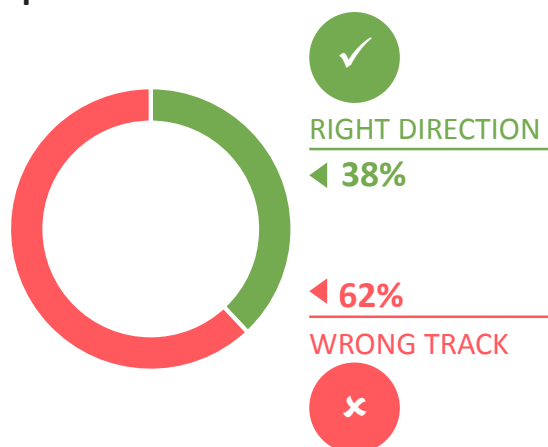
# WORLD SUMMARY: SEPTEMBER 2016

The majority (62%) of people around the world think things in their country are on the wrong track.

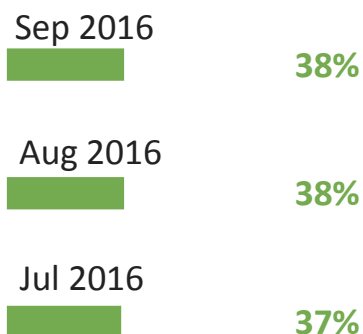
Unemployment currently occupies the top spot for global concern with 38% saying this.

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 2016



**RIGHT DIRECTION**



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

*% change compared with previous month:*

		Aug 2016	% change compared with previous month:
UNEMPLOYMENT	38%	▲	+2
FINANCIAL/POLITICAL CORRUPTION	33%	▲	+1
POVERTY & SOCIAL INEQUALITY	33%	▲	+1
CRIME & VIOLENCE	30%	▲	+1
HEALTHCARE	22%	▲	+1

Base: Representative sample of adults aged 16-64 in 25 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

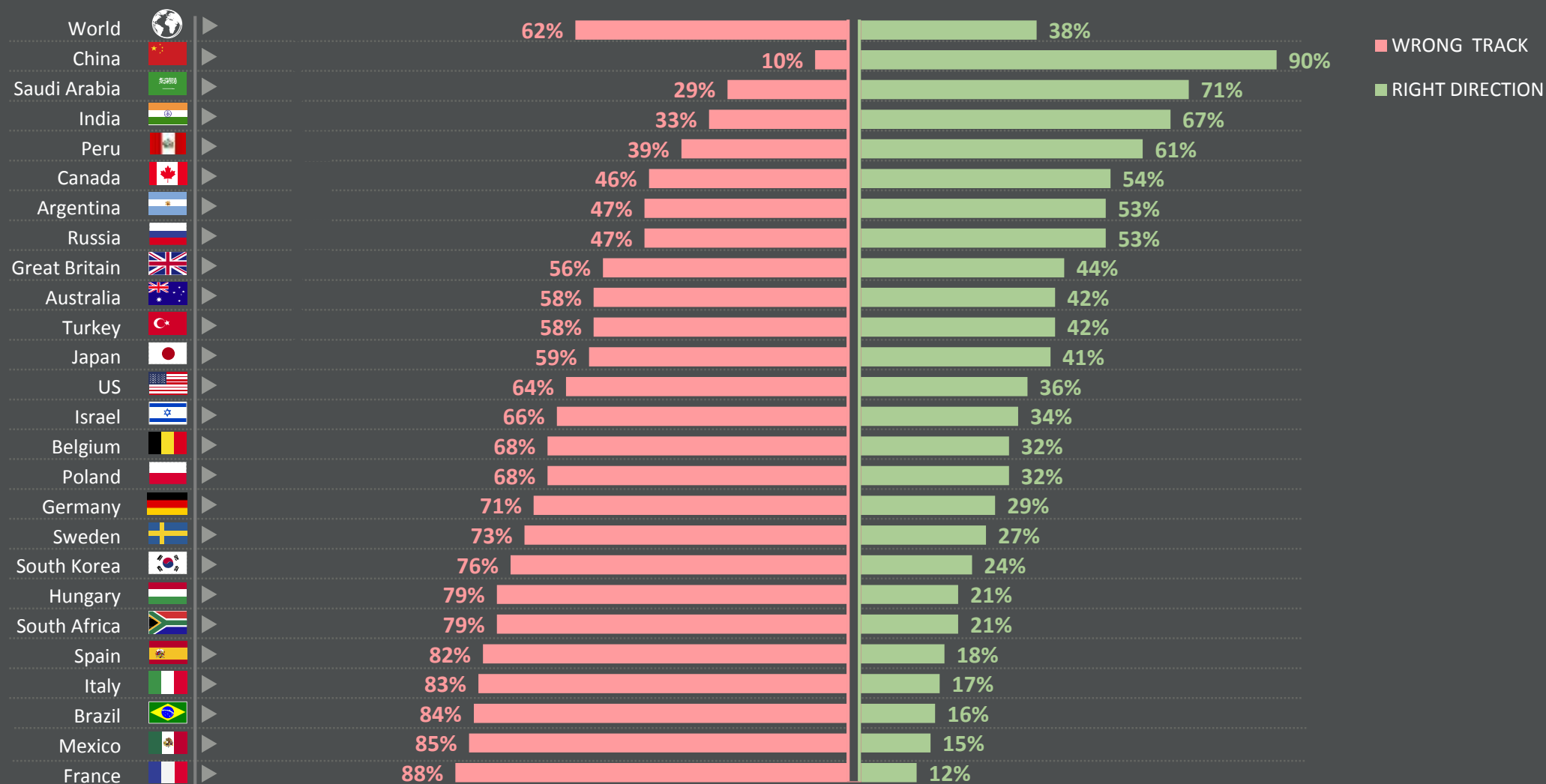
WRONG

TRACK

- Country comparisons
- Trends over time: Great Britain
- Trends over time: world

## COUNTRY COMPARISON

## RIGHT DIRECTION/WRONG TRACK

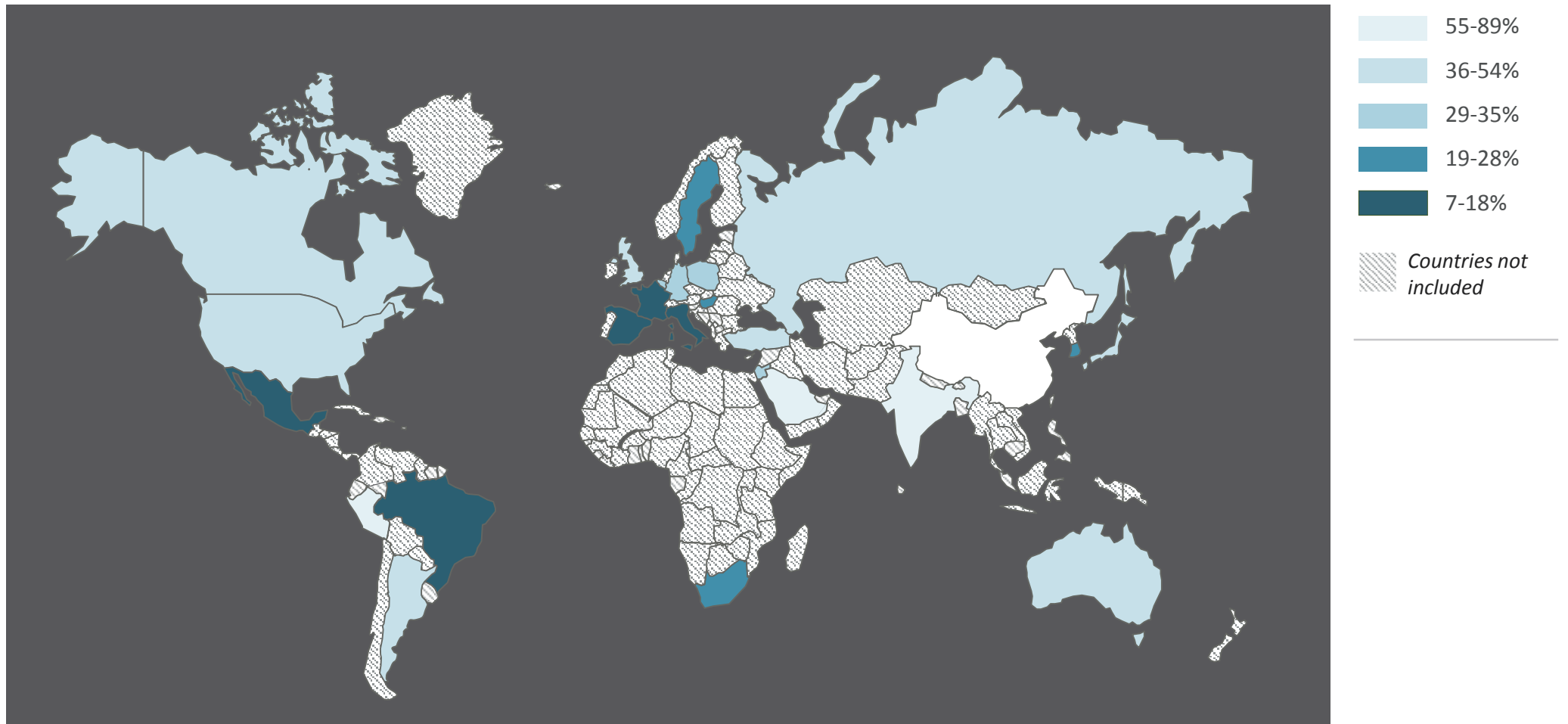


Base: Representative sample of 18,014 adults aged 16-64 in 25 participating countries, August 26th - September 9th 2016

Source: Global Advisor

# % WHO THINK THEIR COUNTRY IS GOING IN THE RIGHT DIRECTION: September 2016

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

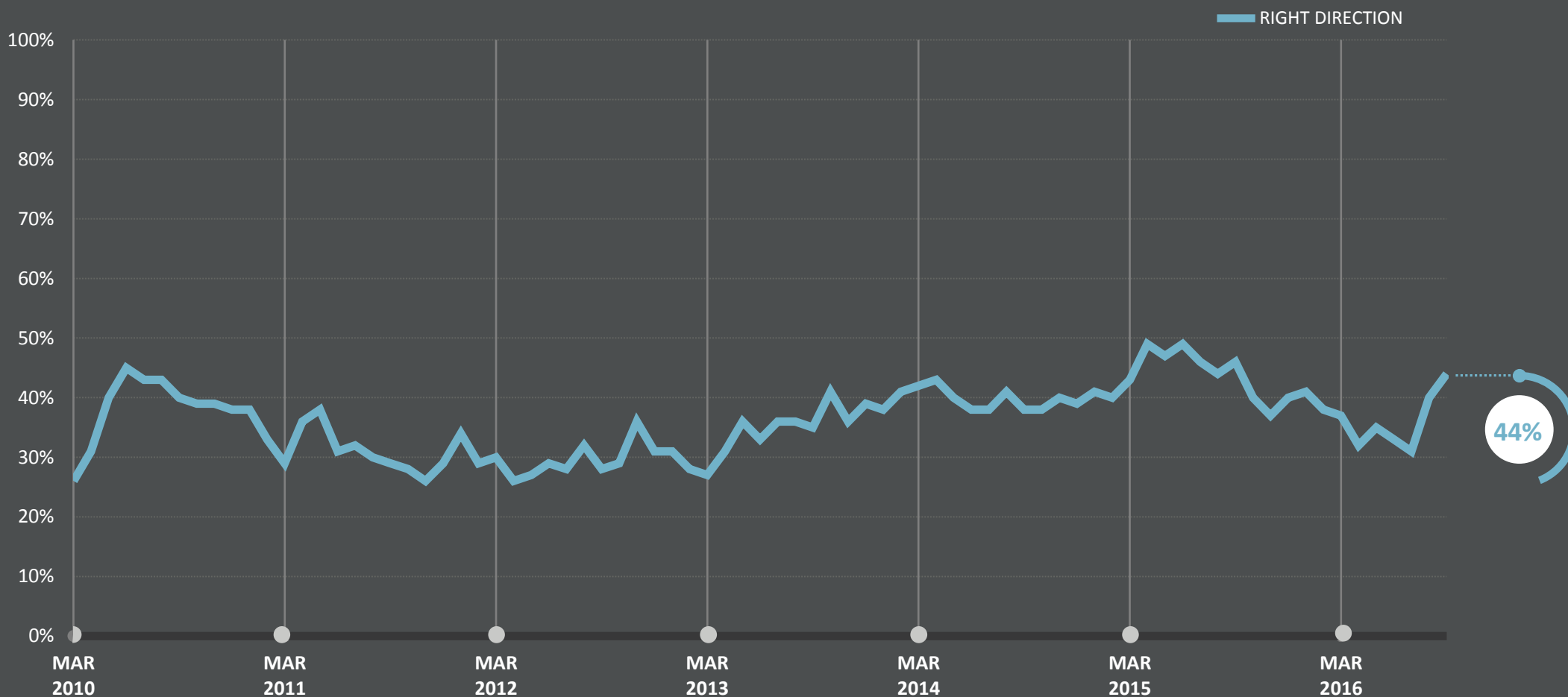


Base: Representative sample of 18,014 adults aged 16-64 in 25 participating countries, August 26th - September 9th 2016

Source: Global Advisor

## GREAT BRITAIN: RIGHT DIRECTION

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



Base: Representative sample of British adults aged 16-64, c.1,000 per month.

Source: Global Advisor

## WORLD: RIGHT DIRECTION

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





# GREAT BRITAIN'S WORRIES

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

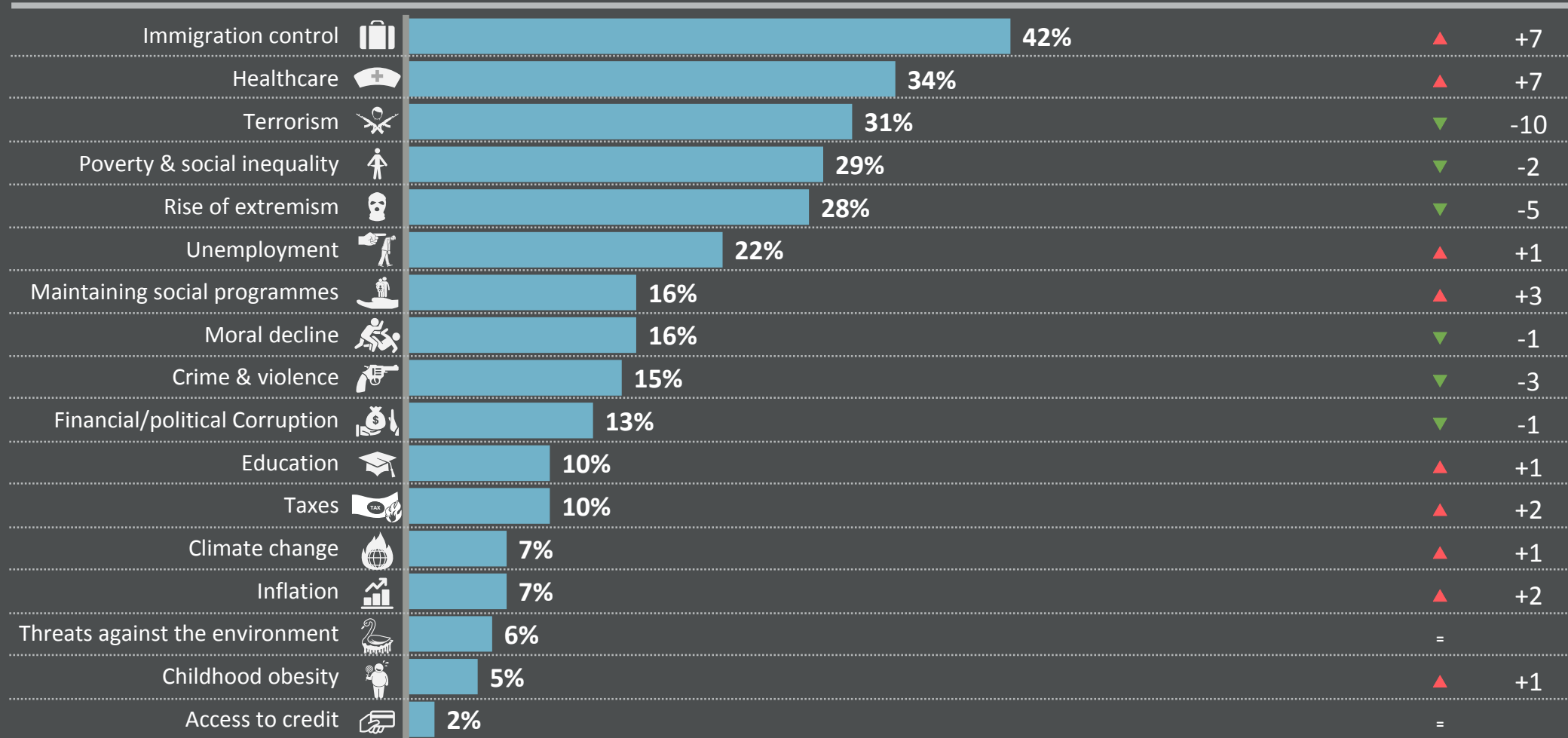
# GREAT BRITAIN'S WORRIES

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

% change compared with previous month:

Mentioned in September 2016 (%)

Aug 2016



Base: Representative sample of British adults aged 16-64. September 2016: 1,001; August 2016: 1,001.

Source: Global Advisor

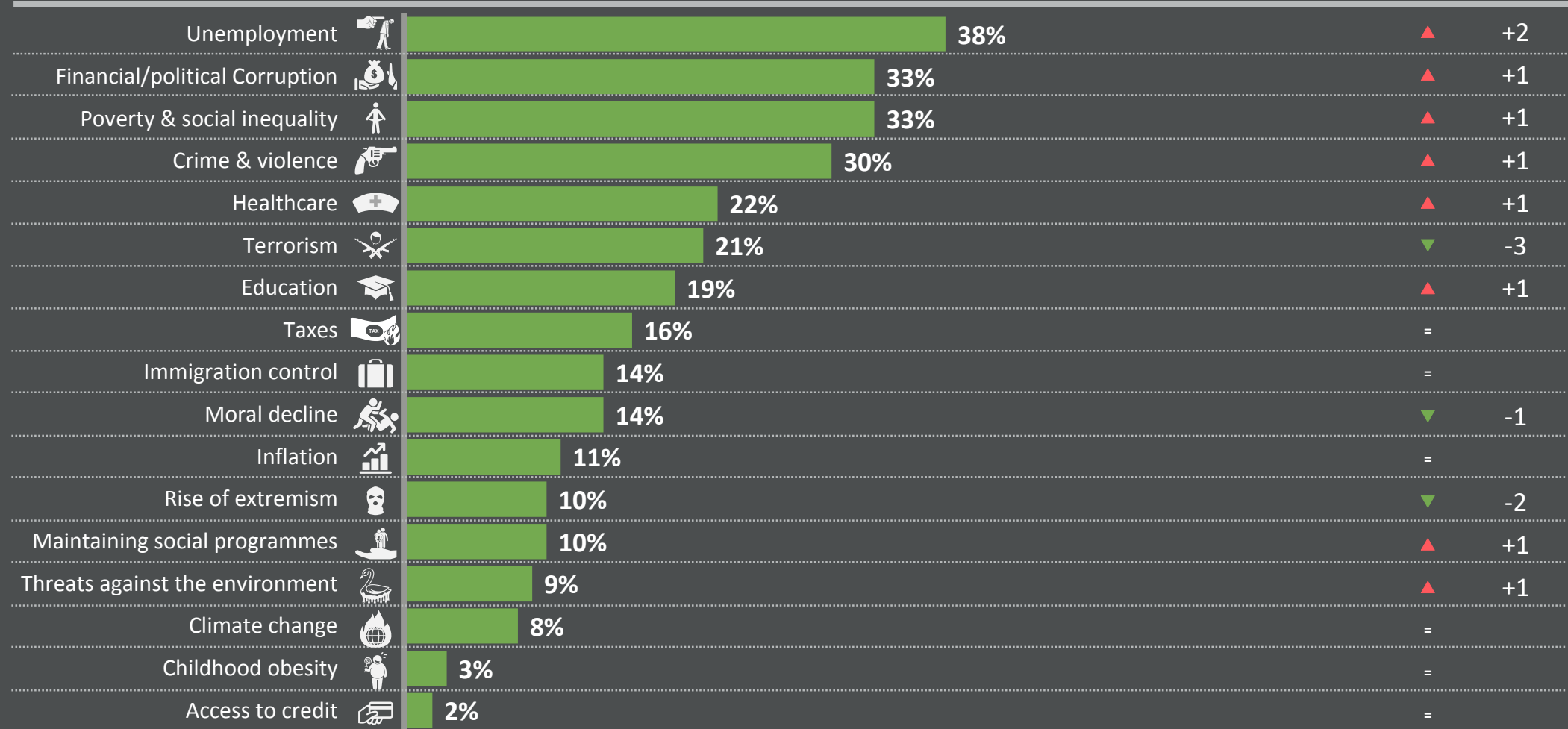
# WORLD WORRIES

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

% change compared with previous month:

Mentioned in September 2016 (%)

Aug 2016

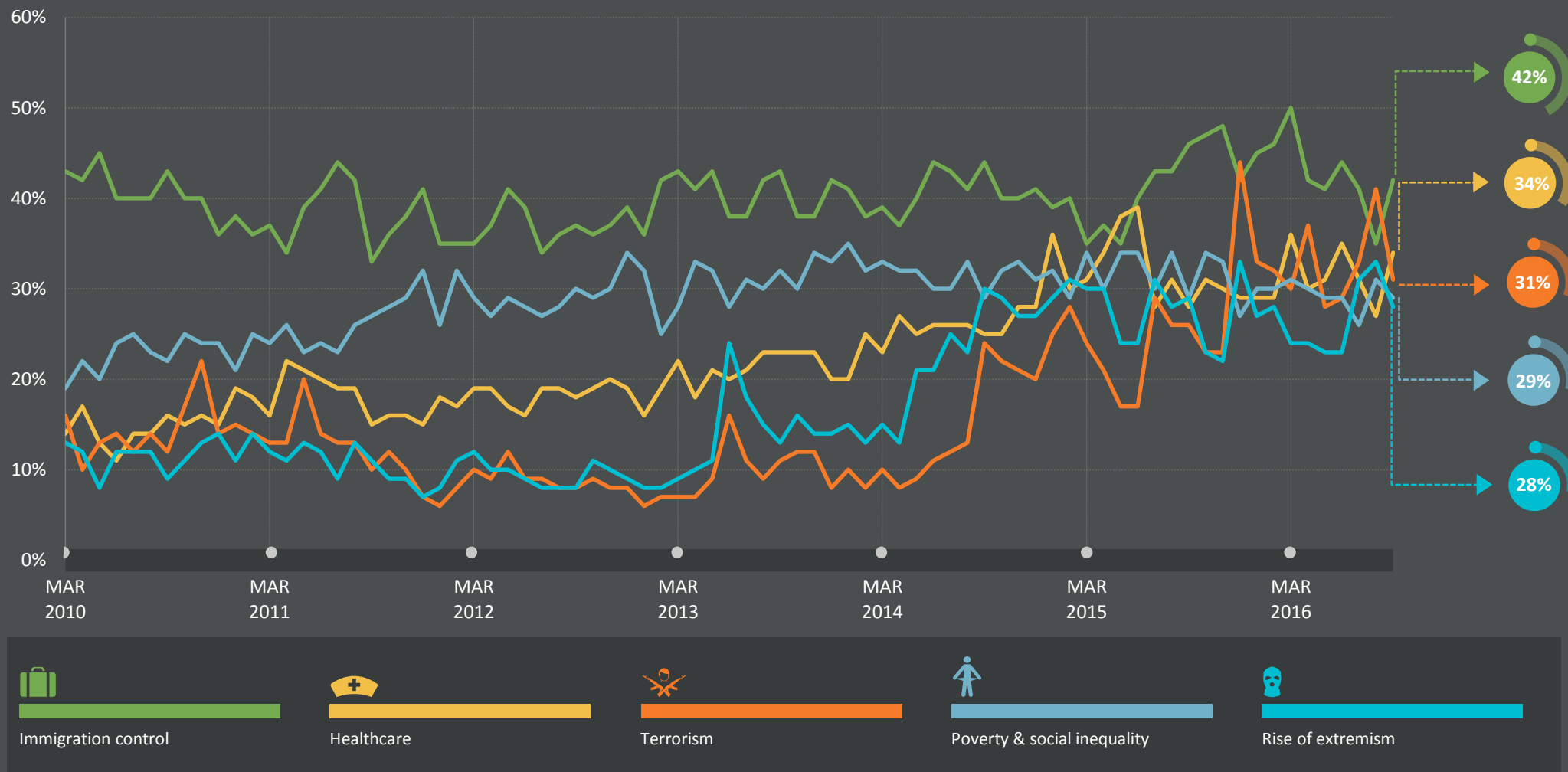


Base: Representative sample of adults aged 16-64. September 2016: 18,014; August 2016: 18,042.

Source: Global Advisor

# GREAT BRITAIN'S CURRENT TOP 5 WORRIES: LONG-TERM TRENDS

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

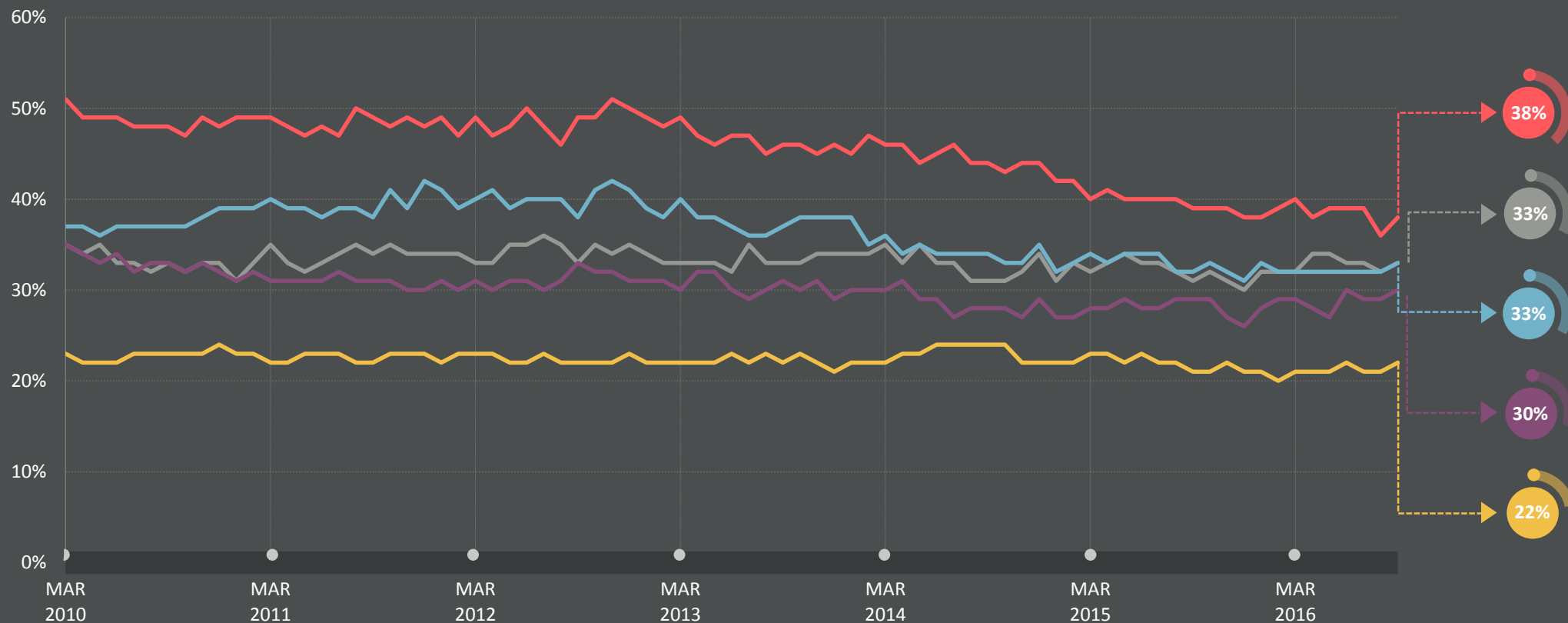


Base: Representative sample of British adults aged 16-64, c.1,000 per month.

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?



Unemployment



Financial/political corruption



Poverty & social inequality



Crime & violence



Healthcare

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

Source: Global Advisor



WORLD

WORRIES

COUNTRY

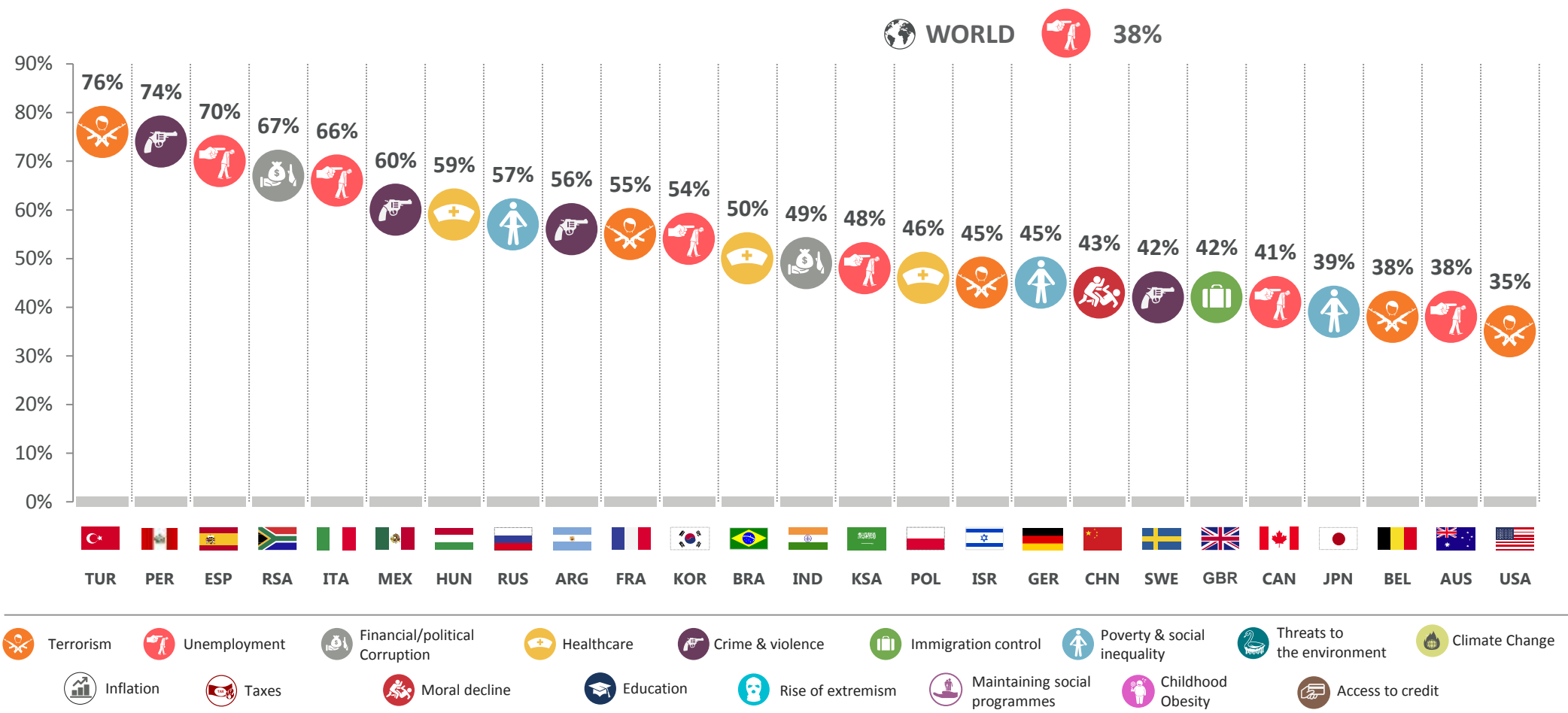
COMPARISON

- Top concern by country
- Top 3 concerns by country
- Country comparison of Great Britain'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 2016 in each country



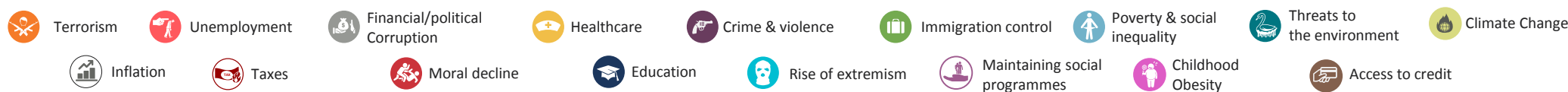
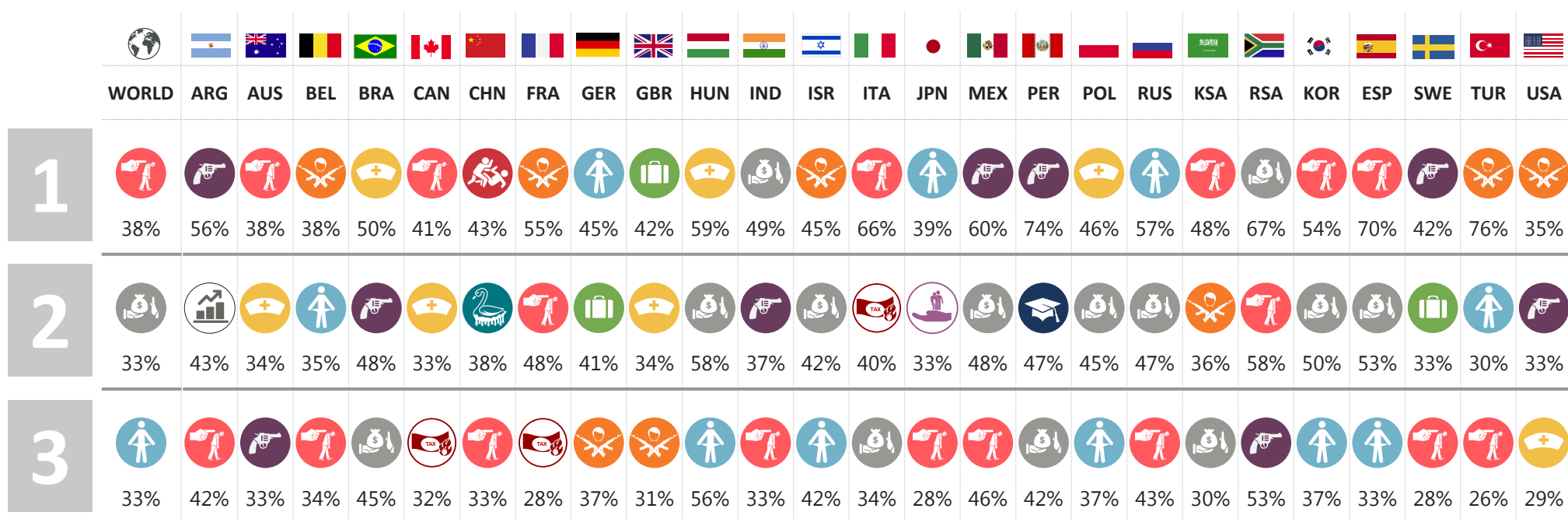
Base: Representative sample of 18,014 adults aged 16-64 in 25 participating countries, August 26th - September 9th 2016

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?

Top 3 worries in September 2016 in each country



Base: Representative sample of 18,014 adults aged 16-64 in 25 participating countries, August 26th - September 9th 2016

Source: Global Advisor





























## 1 | IMMIGRATION CONTROL

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

% change compared with previous month:

(% ) worried in September 2016 in each country

Aug 2016

WORLD		14%	=	
GREAT BRITAIN		42%	▲	+7
GERMANY		41%	▲	+2
SWEDEN		33%	▲	+2
ITALY		32%	▲	+5
BELGIUM		27%	▼	-1
FRANCE		26%	▲	+4
US		22%	▲	+3
AUSTRALIA		20%	▼	-2
TURKEY		20%	▲	+1
CANADA		19%	=	
HUNGARY		13%	▲	+1
ISRAEL		9%	▼	-2
POLAND		9%	▼	-1
SPAIN		9%	▼	-2
SOUTH AFRICA		7%	▲	+2
RUSSIA		6%	▼	-1
JAPAN		5%	=	
ARGENTINA		3%	▼	-1
CHINA		3%	=	
INDIA		3%	=	
SAUDI ARABIA		3%	▼	-1
SOUTH KOREA		2%	▲	+1
MEXICO		1%	▼	-2
PERU		1%	▼	-1
BRAZIL		*	▼	-1

Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

Source: Global Advisor



























## 2 | HEALTHCARE

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

% change compared with previous month:

(%) worried in September 2016 in each country

Aug 2016

WORLD		22%	▲	+1
HUNGARY		59%	=	
BRAZIL		50%	▲	+3
POLAND		46%	▼	-1
AUSTRALIA		34%	▲	+2
GREAT BRITAIN		34%	▲	+7
CANADA		33%	▼	-6
CHINA		31%	▲	+1
US		29%	▲	+4
RUSSIA		27%	▼	-1
SPAIN		27%	▲	+7
PERU		20%	▲	+2
SWEDEN		18%	▼	-6
JAPAN		17%	▲	+2
INDIA		16%	▲	+3
SAUDI ARABIA		15%	▼	-2
ITALY		14%	▲	+2
BELGIUM		13%	▲	+3
ISRAEL		12%	▼	-2
GERMANY		11%	▲	+2
SOUTH AFRICA		10%	=	
ARGENTINA		8%	▲	+1
FRANCE		8%	=	
MEXICO		7%	▼	-2
SOUTH KOREA		4%	=	
TURKEY		2%	=	

Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

Source: Global Advisor

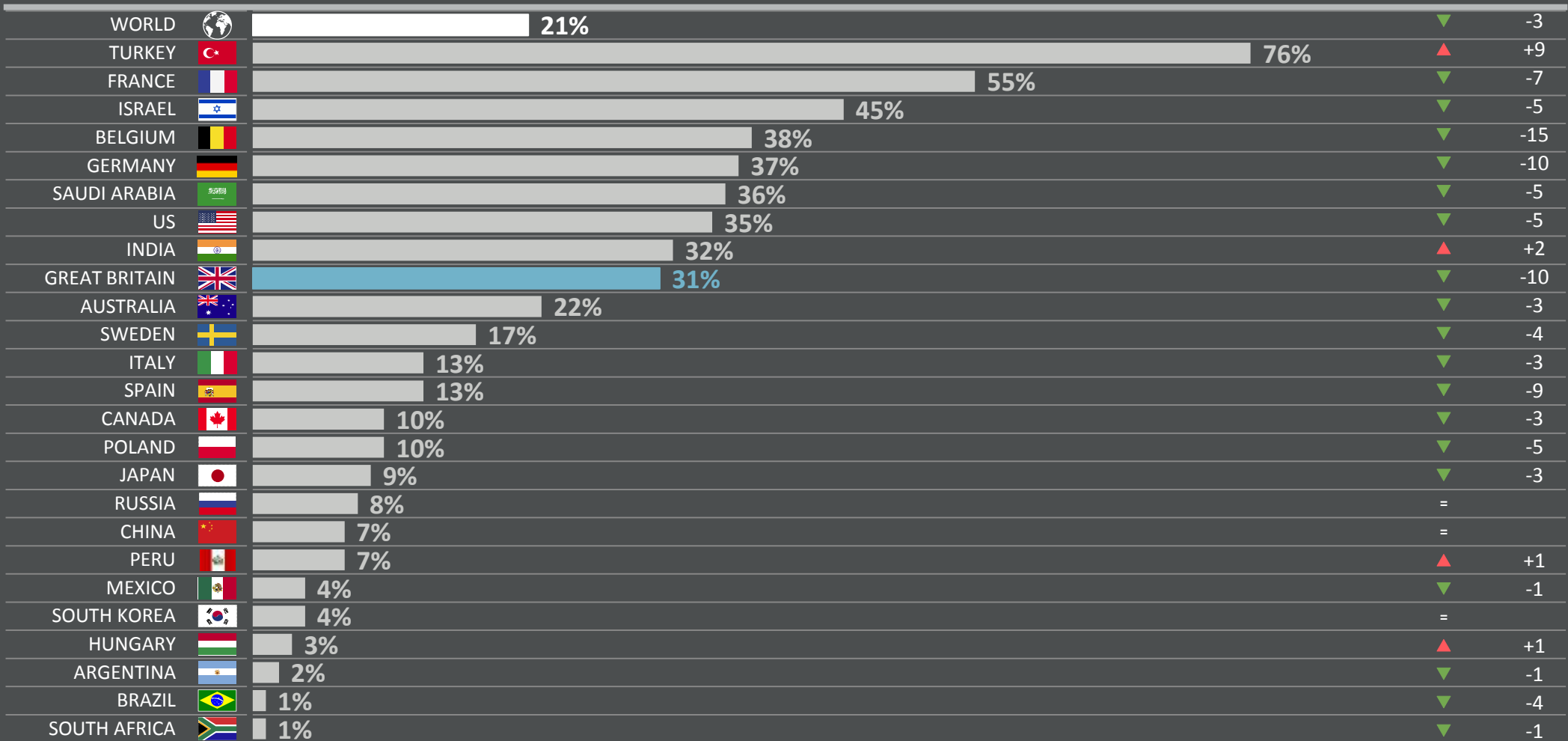
## 3 | TERRORISM

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

% change compared with previous month:

(% ) worried in September 2016 in each country

Aug 2016



Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

Source: Global Advisor


























## 4 | POVERTY &amp; SOCIAL INEQUALITY

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

% change compared with previous month:

(% ) worried in September 2016 in each country

Aug 2016

WORLD		33%	▲	+1
RUSSIA		57%	▲	+4
HUNGARY		56%	▼	-2
GERMANY		45%	▲	+3
MEXICO		44%	▲	+7
ISRAEL		42%	▲	+2
JAPAN		39%	▲	+4
POLAND		37%	▼	-5
SOUTH KOREA		37%	▼	-3
BELGIUM		35%	▲	+7
SPAIN		33%	▼	-3
ARGENTINA		32%	▼	-5
INDIA		32%	▲	+3
CANADA		31%	▲	+3
ITALY		31%	=	
PERU		31%	▼	-1
SOUTH AFRICA		31%	▼	-3
SAUDI ARABIA		30%	▲	+4
TURKEY		30%	▼	-1
GREAT BRITAIN		29%	▼	-2
FRANCE		28%	▲	+1
SWEDEN		28%	▲	+2
AUSTRALIA		22%	▼	-4
BRAZIL		21%	▼	-1
US		21%	▲	+2

Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

Source: Global Advisor


























## 5 | 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 September 2016 in each country

Aug 2016

WORLD		10%	▼	-2
GREAT BRITAIN		28%	▼	-5
BELGIUM		27%	▼	-2
GERMANY		25%	▼	-2
SWEDEN		25%	▼	-5
FRANCE		21%	▼	-2
AUSTRALIA		16%	▼	-2
TURKEY		14%	▲	+1
SAUDI ARABIA		11%	▼	-2
US		11%	▼	-4
POLAND		10%	=	
ISRAEL		9%	▼	-6
CANADA		8%	=	
SPAIN		8%	=	
INDIA		6%	▼	-3
JAPAN		6%	▼	-1
SOUTH KOREA		6%	▼	-1
HUNGARY		4%	▼	-2
ITALY		4%	▼	-2
MEXICO		4%	▲	+3
RUSSIA		3%	▼	-2
ARGENTINA		2%	=	
BRAZIL		1%	=	
PERU		1%	=	
SOUTH AFRICA		1%	=	

Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

Source: Global Advisor



WORLD

WORRIES

COUNTRY

COMPARISON

- Country comparison of all 17 concerns



























# 1 | 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 September 2016 in each country

Aug 2016

WORLD		38%	▲	+2
SPAIN		70%	▲	+3
ITALY		66%	▲	+2
SOUTH AFRICA		58%	▼	-4
SOUTH KOREA		54%	▼	-4
FRANCE		48%	▲	+5
SAUDI ARABIA		48%	▲	+3
MEXICO		46%	▲	+7
BRAZIL		43%	▲	+7
RUSSIA		43%	▲	+4
ARGENTINA		42%	▲	+1
CANADA		41%	▲	+6
AUSTRALIA		38%	=	
BELGIUM		34%	▲	+10
CHINA		33%	▼	-1
INDIA		33%	▲	+2
POLAND		32%	▼	-6
HUNGARY		31%	▼	-5
PERU		29%	▲	+1
JAPAN		28%	▼	-2
SWEDEN		28%	▼	-1
TURKEY		26%	▼	-1
US		23%	▲	+3
GREAT BRITAIN		22%	▲	+1
ISRAEL		18%	=	
GERMANY		15%	▲	+5

Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

Source: Global Advisor


























## 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 September 2016 in each country

Aug 2016

WORLD		33%	▲	+1
SOUTH AFRICA		67%	▲	+4
HUNGARY		58%	▲	+5
SPAIN		53%	▼	-1
SOUTH KOREA		50%	▼	-3
INDIA		49%	▲	+2
MEXICO		48%	▼	-1
RUSSIA		47%	▼	-1
BRAZIL		45%	=	
POLAND		45%	▲	+8
ISRAEL		42%	▲	+1
PERU		42%	=	
ARGENTINA		40%	=	
ITALY		34%	▲	+2
SAUDI ARABIA		30%	▲	+6
TURKEY		26%	▼	-4
US		22%	▲	+1
CANADA		21%	▲	+4
JAPAN		21%	=	
BELGIUM		16%	▲	+1
FRANCE		15%	▼	-1
AUSTRALIA		14%	▲	+2
GREAT BRITAIN		13%	▼	-1
GERMANY		12%	▲	+2
SWEDEN		8%	▲	+1

Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

Source: Global Advisor




























### 3 | POVERTY & SOCIAL INEQUALITY

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

% change compared with previous month:

(%) worried in September 2016 in each country

Aug 2016

WORLD		33%	▲	+1
RUSSIA		57%	▲	+4
HUNGARY		56%	▼	-2
GERMANY		45%	▲	+3
MEXICO		44%	▲	+7
ISRAEL		42%	▲	+2
JAPAN		39%	▲	+4
POLAND		37%	▼	-5
SOUTH KOREA		37%	▼	-3
BELGIUM		35%	▲	+7
SPAIN		33%	▼	-3
ARGENTINA		32%	▼	-5
INDIA		32%	▲	+3
CANADA		31%	▲	+3
ITALY		31%	=	
PERU		31%	▼	-1
SOUTH AFRICA		31%	▼	-3
SAUDI ARABIA		30%	▲	+4
TURKEY		30%	▼	-1
GREAT BRITAIN		29%	▼	-2
FRANCE		28%	▲	+1
SWEDEN		28%	▲	+2
AUSTRALIA		22%	▼	-4
BRAZIL		21%	▼	-1
US		21%	▲	+2

Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

Source: Global Advisor

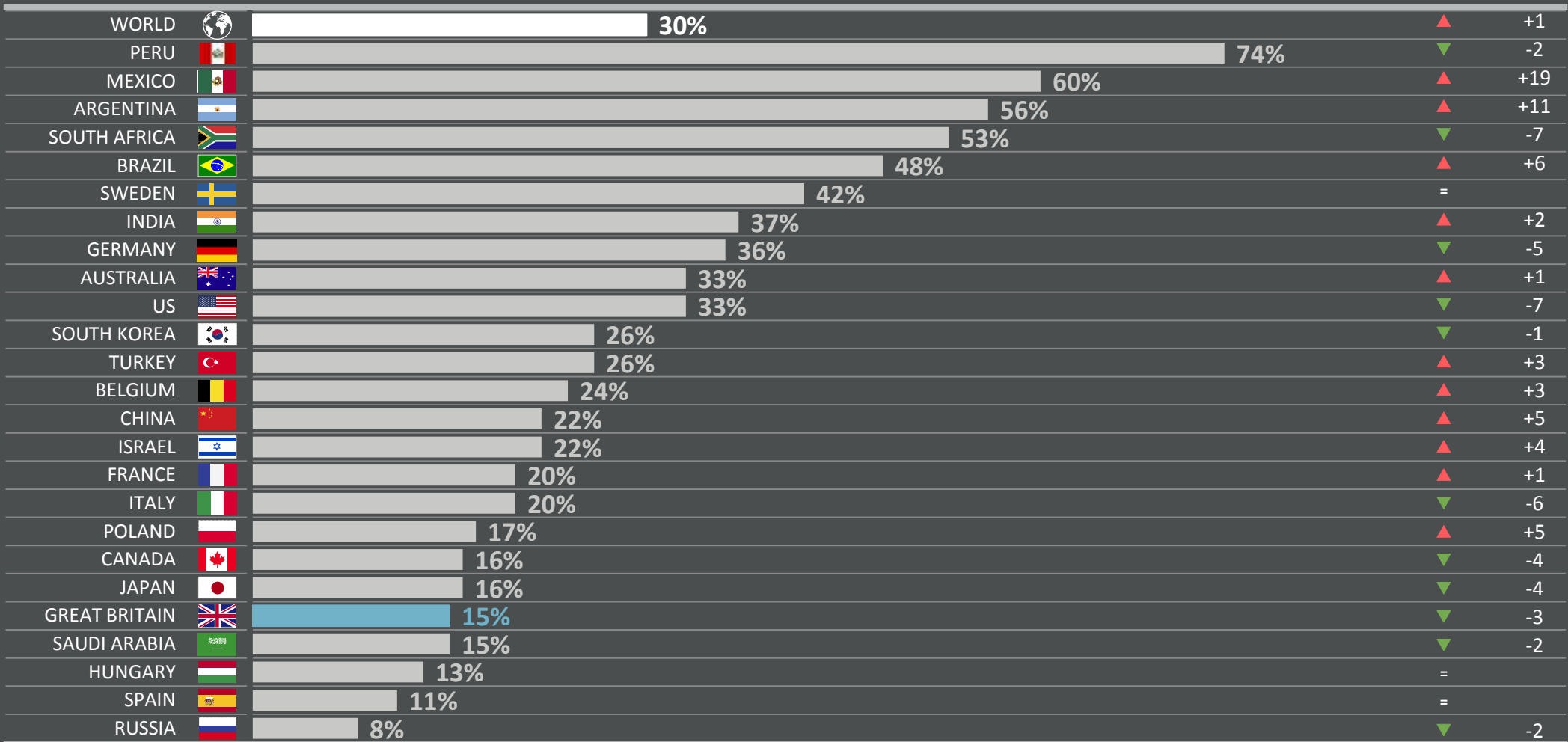
## 4 | CRIME &amp; VIOLENCE

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

% change compared with previous month:

(% ) worried in September 2016 in each country

Aug 2016



Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

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 September 2016 in each country

Aug 2016

WORLD		22%	▲	+1
HUNGARY		59%	=	
BRAZIL		50%	▲	+3
POLAND		46%	▼	-1
AUSTRALIA		34%	▲	+2
GREAT BRITAIN		34%	▲	+7
CANADA		33%	▼	-6
CHINA		31%	▲	+1
US		29%	▲	+4
RUSSIA		27%	▼	-1
SPAIN		27%	▲	+7
PERU		20%	▲	+2
SWEDEN		18%	▼	-6
JAPAN		17%	▲	+2
INDIA		16%	▲	+3
SAUDI ARABIA		15%	▼	-2
ITALY		14%	▲	+2
BELGIUM		13%	▲	+3
ISRAEL		12%	▼	-2
GERMANY		11%	▲	+2
SOUTH AFRICA		10%	=	
ARGENTINA		8%	▲	+1
FRANCE		8%	=	
MEXICO		7%	▼	-2
SOUTH KOREA		4%	=	
TURKEY		2%	=	

Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

Source: Global Advisor



























## 6 | TERRORISM

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

% change compared with previous month:

(% ) worried in September 2016 in each country

Aug 2016

WORLD		21%	▼	-3
TURKEY		76%	▲	+9
FRANCE		55%	▼	-7
ISRAEL		45%	▼	-5
BELGIUM		38%	▼	-15
GERMANY		37%	▼	-10
SAUDI ARABIA		36%	▼	-5
US		35%	▼	-5
INDIA		32%	▲	+2
GREAT BRITAIN		31%	▼	-10
AUSTRALIA		22%	▼	-3
SWEDEN		17%	▼	-4
ITALY		13%	▼	-3
SPAIN		13%	▼	-9
CANADA		10%	▼	-3
POLAND		10%	▼	-5
JAPAN		9%	▼	-3
RUSSIA		8%	=	
CHINA		7%	=	
PERU		7%	▲	+1
MEXICO		4%	▼	-1
SOUTH KOREA		4%	=	
HUNGARY		3%	▲	+1
ARGENTINA		2%	▼	-1
BRAZIL		1%	▼	-4
SOUTH AFRICA		1%	▼	-1

Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

Source: Global Advisor



























## 7 | EDUCATION

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

% change compared with previous month:

(%) worried in September 2016 in each country

Aug 2016

WORLD		19%	▲	+1
PERU		47%	▲	+7
MEXICO		36%	▼	-5
ARGENTINA		31%	▲	+3
ISRAEL		31%	▲	+3
BRAZIL		30%	▼	-2
SPAIN		25%	▲	+4
CHINA		23%	▼	-2
RUSSIA		23%	▲	+2
SOUTH AFRICA		23%	▼	-1
TURKEY		21%	▲	+1
HUNGARY		18%	▲	+1
INDIA		18%	▲	+1
SAUDI ARABIA		18%	▼	-4
US		17%	▲	+2
AUSTRALIA		16%	▼	-1
CANADA		15%	▲	+2
JAPAN		14%	▼	-1
SWEDEN		11%	▲	+4
FRANCE		10%	▼	-1
GREAT BRITAIN		10%	▲	+1
SOUTH KOREA		10%	▲	+2
GERMANY		9%	▲	+1
ITALY		8%	▲	+2
POLAND		8%	▲	+1
BELGIUM		7%	▼	-2

Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

Source: Global Advisor


























## 8 | TAXES

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

% change compared with previous month:

(% ) worried in September 2016 in each country

Aug 2016

WORLD		16%	=	
ITALY		40%	▲	+1
CANADA		32%	=	
BELGIUM		28%	▼	-4
FRANCE		28%	▲	+4
POLAND		24%	=	
JAPAN		23%	▼	-1
BRAZIL		21%	▼	-4
ISRAEL		21%	=	
SOUTH KOREA		18%	▼	-1
AUSTRALIA		17%	▲	+3
TURKEY		15%	=	
US		15%	▲	+1
ARGENTINA		14%	▼	-6
SOUTH AFRICA		13%	▲	+6
INDIA		12%	▼	-2
SPAIN		12%	▲	+1
RUSSIA		11%	=	
GREAT BRITAIN		10%	▲	+2
HUNGARY		10%	▲	+1
MEXICO		10%	▼	-8
GERMANY		9%	▲	+2
SAUDI ARABIA		9%	▲	+5
SWEDEN		9%	▲	+2
PERU		5%	▼	-3

Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

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 September 2016 in each country

Aug 2016

WORLD		14%	=	
GREAT BRITAIN		42%	▲	+7
GERMANY		41%	▲	+2
SWEDEN		33%	▲	+2
ITALY		32%	▲	+5
BELGIUM		27%	▼	-1
FRANCE		26%	▲	+4
US		22%	▲	+3
AUSTRALIA		20%	▼	-2
TURKEY		20%	▲	+1
CANADA		19%	=	
HUNGARY		13%	▲	+1
ISRAEL		9%	▼	-2
POLAND		9%	▼	-1
SPAIN		9%	▼	-2
SOUTH AFRICA		7%	▲	+2
RUSSIA		6%	▼	-1
JAPAN		5%	=	
ARGENTINA		3%	▼	-1
CHINA		3%	=	
INDIA		3%	=	
SAUDI ARABIA		3%	▼	-1
SOUTH KOREA		2%	▲	+1
MEXICO		1%	▼	-2
PERU		1%	▼	-1
BRAZIL		*	▼	-1

Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

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 September 2016 in each country

Aug 2016

WORLD		14%	▼	-1
CHINA		43%	▲	+1
JAPAN		23%	▼	-3
SAUDI ARABIA		22%	=	
SOUTH KOREA		22%	▲	+5
US		21%	▼	-1
ISRAEL		17%	▼	-1
GREAT BRITAIN		16%	▼	-1
GERMANY		15%	▼	-3
HUNGARY		15%	▲	+1
SWEDEN		14%	=	
POLAND		13%	▼	-1
RUSSIA		13%	▼	-3
AUSTRALIA		12%	▲	+1
CANADA		12%	▲	+2
FRANCE		12%	▼	-2
TURKEY		12%	=	
ARGENTINA		11%	▲	+1
BELGIUM		11%	=	
PERU		11%	▲	+1
INDIA		9%	=	
SOUTH AFRICA		9%	▲	+1
ITALY		8%	▼	-4
BRAZIL		6%	=	
SPAIN		6%	▼	-2
MEXICO		5%	▼	-3

Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

Source: Global Advisor





























## 11 | INFLATION

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

% change compared with previous month:

(% ) worried in September 2016 in each country

Aug 2016

WORLD		11%	=	
ARGENTINA		43%	▼	-9
CHINA		31%	▼	-2
RUSSIA		25%	▼	-2
SOUTH AFRICA		18%	▲	+2
BRAZIL		16%	▼	-5
INDIA		16%	▼	-2
CANADA		15%	=	
SAUDI ARABIA		10%	▲	+1
AUSTRALIA		9%	=	
JAPAN		9%	▲	+2
SOUTH KOREA		9%	▲	+2
TURKEY		9%	▼	-1
MEXICO		8%	▼	-10
US		8%	▲	+1
GREAT BRITAIN		7%	▲	+2
PERU		7%	▲	+1
ISRAEL		6%	▲	+3
BELGIUM		4%	▼	-2
POLAND		4%	▲	+1
GERMANY		3%	▲	+1
HUNGARY		3%	▲	+1
ITALY		3%	▲	+1
FRANCE		2%	▼	-1
SPAIN		2%	=	
SWEDEN		1%	▲	+1

Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

Source: Global Advisor


























## 12 | 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 September 2016 in each country

Aug 2016

WORLD		10%	▼	-2
GREAT BRITAIN		28%	▼	-5
BELGIUM		27%	▼	-2
GERMANY		25%	▼	-2
SWEDEN		25%	▼	-5
FRANCE		21%	▼	-2
AUSTRALIA		16%	▼	-2
TURKEY		14%	▲	+1
SAUDI ARABIA		11%	▼	-2
US		11%	▼	-4
POLAND		10%	=	
ISRAEL		9%	▼	-6
CANADA		8%	=	
SPAIN		8%	=	
INDIA		6%	▼	-3
JAPAN		6%	▼	-1
SOUTH KOREA		6%	▼	-1
HUNGARY		4%	▼	-2
ITALY		4%	▼	-2
MEXICO		4%	▲	+3
RUSSIA		3%	▼	-2
ARGENTINA		2%	=	
BRAZIL		1%	=	
PERU		1%	=	
SOUTH AFRICA		1%	=	

Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

Source: Global Advisor



























## 13 | 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 September 2016 in each country

Aug 2016

WORLD		10%	▲	+1
JAPAN		33%	▲	+2
CHINA		27%	▼	-1
SOUTH KOREA		27%	▲	+7
SWEDEN		23%	▼	-4
GREAT BRITAIN		16%	▲	+3
POLAND		13%	=	
SPAIN		12%	=	
AUSTRALIA		9%	▲	+1
CANADA		9%	=	
ISRAEL		8%	▲	+2
RUSSIA		8%	▲	+1
HUNGARY		7%	=	
ITALY		7%	▼	-1
BELGIUM		6%	▼	-1
GERMANY		6%	=	
SAUDI ARABIA		5%	▲	+1
US		5%	▼	-2
FRANCE		4%	=	
ARGENTINA		3%	=	
BRAZIL		3%	▲	+2
INDIA		3%	▼	-1
MEXICO		2%	▲	+1
PERU		2%	=	
TURKEY		2%	=	
SOUTH AFRICA		1%	▼	-1

Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

Source: Global Advisor



























## 14 | 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 September 2016 in each country

Aug 2016

WORLD		9%	▲	+1
CHINA		38%	▼	-1
CANADA		13%	▲	+2
PERU		12%	▼	-1
SWEDEN		12%	▼	-1
GERMANY		11%	▲	+3
INDIA		11%	▼	-2
JAPAN		11%	▲	+2
AUSTRALIA		10%	=	
FRANCE		10%	▲	+2
BELGIUM		8%	▼	-2
SOUTH KOREA		8%	▼	-1
ITALY		7%	▲	+1
US		7%	▲	+1
GREAT BRITAIN		6%	=	
MEXICO		6%	▲	+1
POLAND		6%	▲	+1
RUSSIA		6%	=	
BRAZIL		5%	=	
ISRAEL		5%	▼	-2
SAUDI ARABIA		5%	▲	+1
ARGENTINA		4%	▲	+1
SPAIN		4%	=	
TURKEY		4%	▼	-1
HUNGARY		3%	▲	+1
SOUTH AFRICA		3%	▲	+1

Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

Source: Global Advisor



























## 15 | CLIMATE CHANGE

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

% change compared with previous month:

(% ) worried in September 2016 in each country

Aug 2016

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

Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

Source: Global Advisor




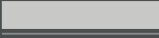














































## 16 | CHILDHOOD OBESITY

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

% change compared with previous month:

(% ) worried in September 2016 in each country

Aug 2016

WORLD		 3%	=	
POLAND		 9%	▲	+2
SAUDI ARABIA		 9%	▲	+1
AUSTRALIA		 5%	▲	+1
CHINA		 5%	=	
GREAT BRITAIN		 5%	▲	+1
INDIA		 5%	=	
MEXICO		 5%	▼	-3
CANADA		 4%	=	
GERMANY		 4%	▲	+1
US		 4%	=	
BELGIUM		 3%	▲	+1
SWEDEN		 3%	▲	+1
ISRAEL		 2%	▼	-1
PERU		 2%	=	
RUSSIA		 2%	=	
TURKEY		 2%	▼	-1
ARGENTINA		 1%	▼	-1
BRAZIL		 1%	=	
FRANCE		 1%	▲	+1
ITALY		 1%	=	
JAPAN		 1%	▲	+1
SOUTH KOREA		 1%	=	
SPAIN		 1%	=	
HUNGARY		*	▼	-1
SOUTH AFRICA		*	=	

Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

Source: Global Advisor




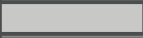

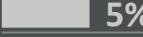














































## 17 | ACCESS TO CREDIT

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

% change compared with previous month:

(% ) worried in September 2016 in each country

Aug 2016

WORLD		 2%	=	
RUSSIA		 8%	▲	+2
POLAND		 5%	▲	+1
BELGIUM		 4%	▲	+3
CHINA		 4%	=	
MEXICO		 4%	▲	+1
SAUDI ARABIA		 3%	=	
SOUTH KOREA		 3%	▲	+2
TURKEY		 3%	▲	+1
ARGENTINA		 2%	▲	+1
CANADA		 2%	▼	-1
GREAT BRITAIN		 2%	=	
HUNGARY		 2%	=	
ISRAEL		 2%	▲	+1
ITALY		 2%	=	
JAPAN		 2%	▲	+1
SPAIN		 2%	=	
SWEDEN		 2%	▲	+1
US		 2%	▼	-1
AUSTRALIA		 1%	▼	-1
BRAZIL		 1%	=	
FRANCE		 1%	=	
GERMANY		 1%	=	
INDIA		 1%	▼	-1
PERU		 1%	▼	-3
SOUTH AFRICA		 1%	=	

Base: Representative sample of adults aged 16-64 in 25 participating countries. September 2016: 18,014; August 2016: 18,042.

Source: Global Advisor

## METHODOLOGY



## METHODOLOGY

The survey is conducted monthly in 25 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, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

An international sample of 18,014 adults aged 18-64 in Canada, Israel and the US, and aged 16-64 in all other countries, were interviewed between August 26<sup>th</sup> and September 9<sup>th</sup> 2016.

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

In 16 of the 25 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, South Korea, Spain, Sweden, Great Britain and United States.

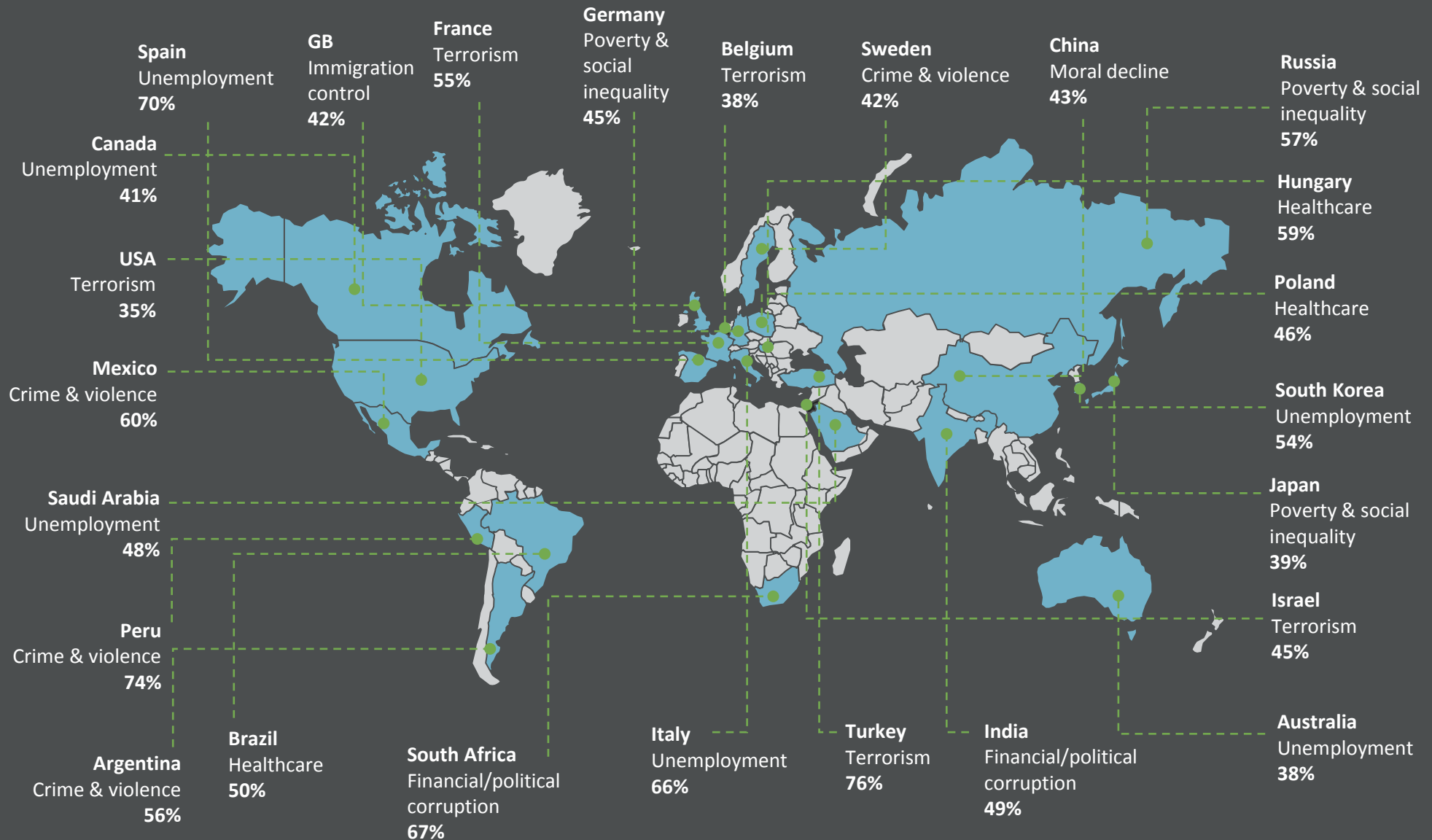
Brazil, China, India, Mexico, Russia, Saudi Arabia, South Africa and Turkey have lower levels of internet penetration and so these samples should not be considered nationally representative, and instead be considered to represent a more affluent, connected population. These are still a vital social group 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 18,014 adults aged 16-64 in 25 participating countries, August 26th - September 9th 2016  
Source: Global Advisor

## ISSUES OVERVIEW

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

Top three issues:

- #1 worry in country
- #2 worry in country
- #3 worry in country

	WORLD	ARG	AUS	BEL	BRA	CAN	CHN	FRA	GER	GBR	HUN	IND	ISR	ITA	JPN	MEX	PER	POL	RUS	KSA	RSA	KOR	ESP	SWE	TUR	USA
Unemployment	38%	42%	38%	34%	43%	41%	33%	48%	15%	22%	31%	33%	18%	66%	28%	46%	29%	32%	43%	48%	58%	54%	70%	28%	26%	23%
Financial/political corruption	33%	40%	14%	16%	45%	21%	%	15%	12%	13%	58%	49%	42%	34%	21%	48%	42%	45%	47%	30%	67%	50%	53%	8%	26%	22%
Poverty and social inequality	33%	32%	22%	35%	21%	31%	%	28%	45%	29%	56%	32%	42%	31%	39%	44%	31%	37%	57%	30%	31%	37%	33%	28%	30%	21%
Crime and violence	30%	56%	33%	24%	48%	16%	22%	20%	36%	15%	13%	37%	22%	20%	16%	60%	74%	17%	8%	15%	53%	26%	11%	42%	26%	33%
Healthcare	22%	8%	34%	13%	50%	33%	31%	8%	11%	34%	59%	16%	12%	14%	17%	7%	20%	46%	27%	15%	10%	4%	27%	18%	2%	29%
Terrorism	21%	2%	22%	38%	1%	10%	7%	55%	37%	31%	3%	32%	45%	13%	9%	4%	7%	10%	8%	36%	1%	4%	13%	17%	76%	35%
Education	19%	31%	16%	7%	30%	15%	23%	10%	9%	10%	18%	18%	31%	8%	14%	36%	47%	8%	23%	18%	23%	10%	25%	11%	21%	17%
Taxes	16%	14%	17%	28%	21%	32%	%	28%	9%	10%	10%	12%	21%	40%	23%	10%	5%	24%	11%	9%	13%	18%	12%	9%	15%	15%
Immigration control	14%	3%	20%	27%	%	19%	3%	26%	41%	42%	13%	3%	9%	32%	5%	1%	1%	9%	6%	3%	7%	2%	9%	33%	20%	22%
Moral decline	14%	11%	12%	11%	6%	12%	43%	12%	15%	16%	15%	9%	17%	8%	23%	5%	11%	13%	13%	22%	9%	22%	6%	14%	12%	21%
Inflation	11%	43%	9%	4%	16%	15%	31%	2%	3%	7%	3%	16%	6%	3%	9%	8%	7%	4%	25%	10%	18%	9%	2%	1%	9%	8%
Rise of extremism	10%	2%	16%	27%	1%	8%	%	21%	25%	28%	4%	6%	9%	4%	6%	4%	1%	10%	3%	11%	1%	6%	8%	25%	14%	11%
Maintaining social programmes	10%	3%	9%	6%	3%	9%	27%	4%	6%	16%	7%	3%	8%	7%	33%	2%	2%	13%	8%	5%	1%	27%	12%	23%	2%	5%
Threats against the environment	9%	4%	10%	8%	5%	13%	38%	10%	11%	6%	3%	11%	5%	7%	11%	6%	12%	6%	6%	5%	3%	8%	4%	12%	4%	7%
Climate change	8%	2%	16%	7%	1%	15%	21%	8%	10%	7%	2%	9%	2%	3%	18%	4%	5%	2%	2%	9%	2%	9%	6%	16%	2%	12%
Childhood obesity	3%	1%	5%	3%	1%	4%	5%	1%	4%	5%	%	5%	2%	1%	1%	5%	2%	9%	2%	9%	%	1%	1%	3%	2%	4%
Access to credit	2%	2%	1%	4%	1%	2%	4%	1%	1%	2%	2%	1%	2%	2%	2%	4%	1%	5%	8%	3%	1%	3%	2%	2%	3%	2%

Base: Representative sample of 18,014 adults aged 16-64 in 25 participating countries, August 26th - September 9th 2016

Source: Global Advisor

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## FOR MORE INFORMATION

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