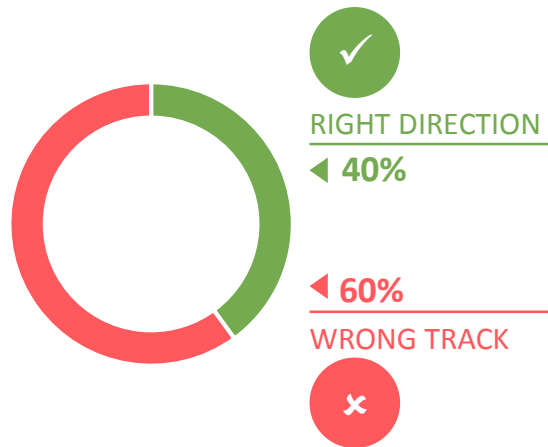# WHAT WORRIES THE WORLD

September 2018

WORLD SUMMARY: SEPTEMBER 2018

The majority (60%) of people around the world think things in their country are on the wrong track.
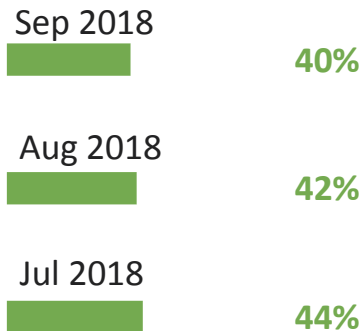
Financial/political corruption currently occupies the top spot for global concern with 34% saying this.

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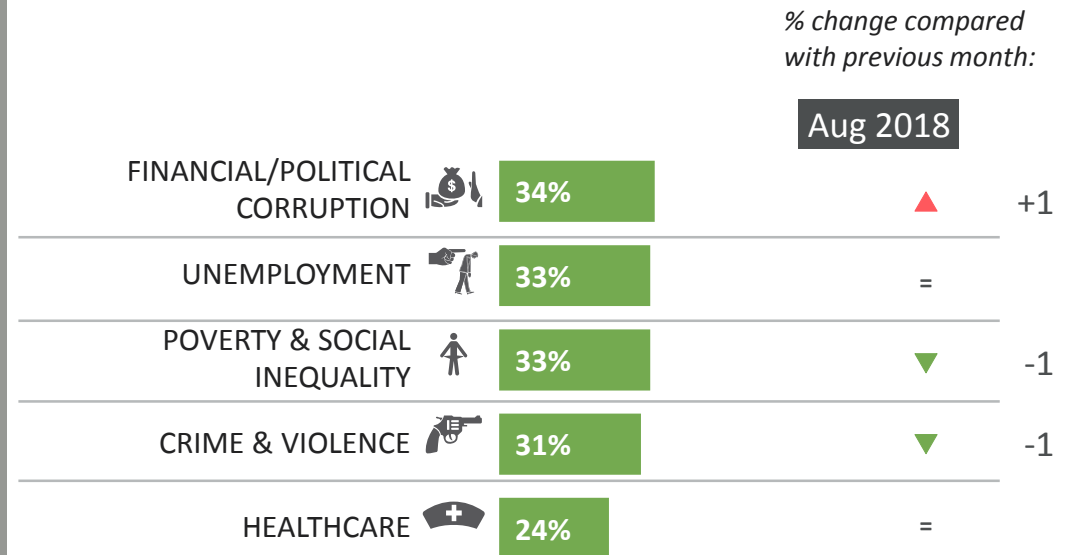
RIGHT DIRECTION/ WRONG TRACK

September 2018

◀ RIGHT DIRECTION **40%**

◀ **60%** WRONG TRACK

RIGHT DIRECTION

Sep 2018	**40%**
Aug 2018	**42%**
Jul 2018	**44%**

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

% change compared with previous month:

Aug 2018

FINANCIAL/POLITICAL CORRUPTION	**34%**	▲	+1
UNEMPLOYMENT	**33%**	=	
POVERTY & SOCIAL INEQUALITY	**33%**	▼	-1
CRIME & VIOLENCE	**31%**	▼	-1
HEALTHCARE	**24%**	=	

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.
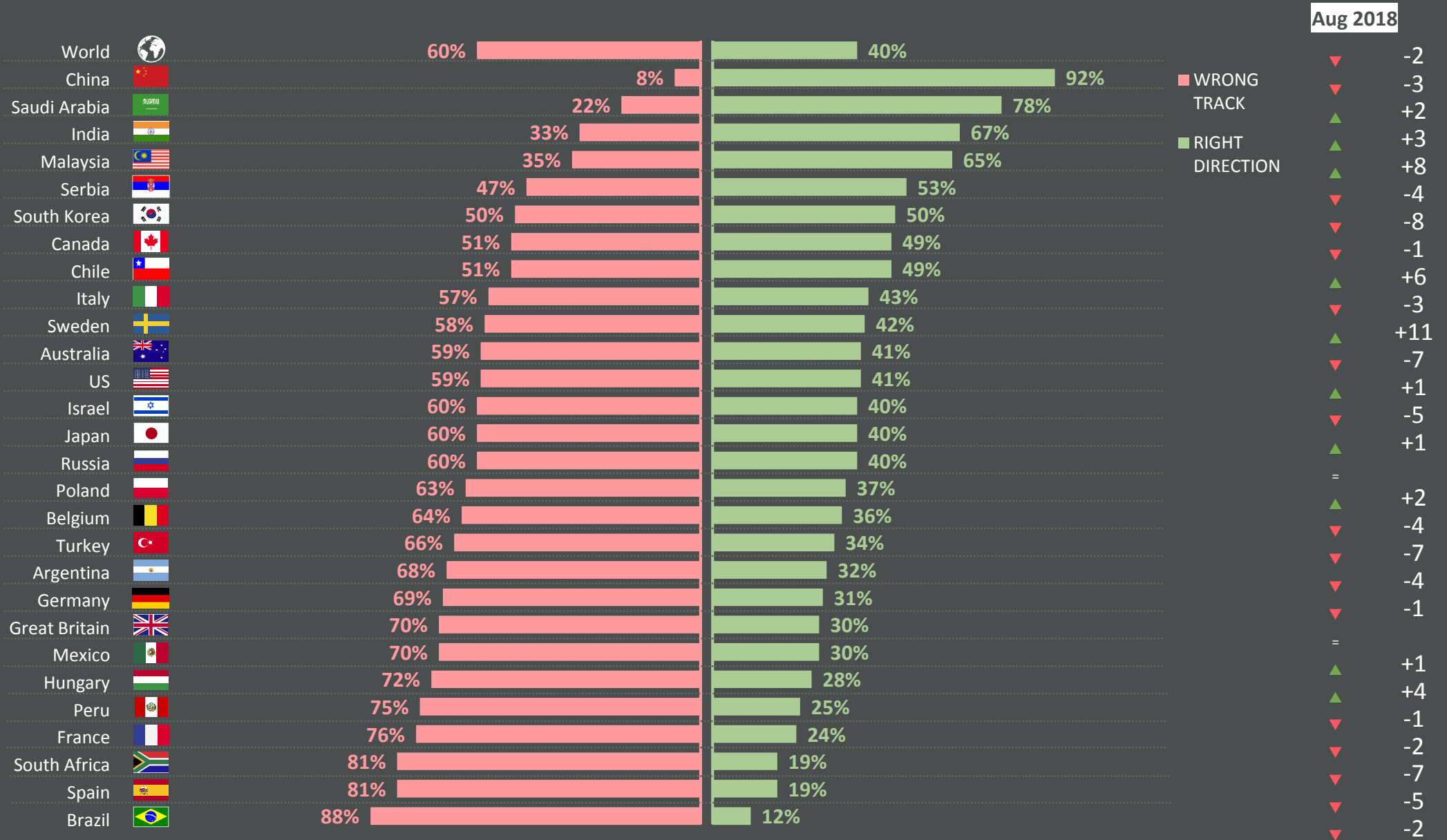
GAME CHANGERS Ipsos

RIGHT

DIRECTION

WRONG

TRACK

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

COUNTRY COMPARISON
RIGHT DIRECTION/WRONG TRACK

% change compared with previous month:

Aug 2018

■ WRONG TRACK

■ RIGHT DIRECTION

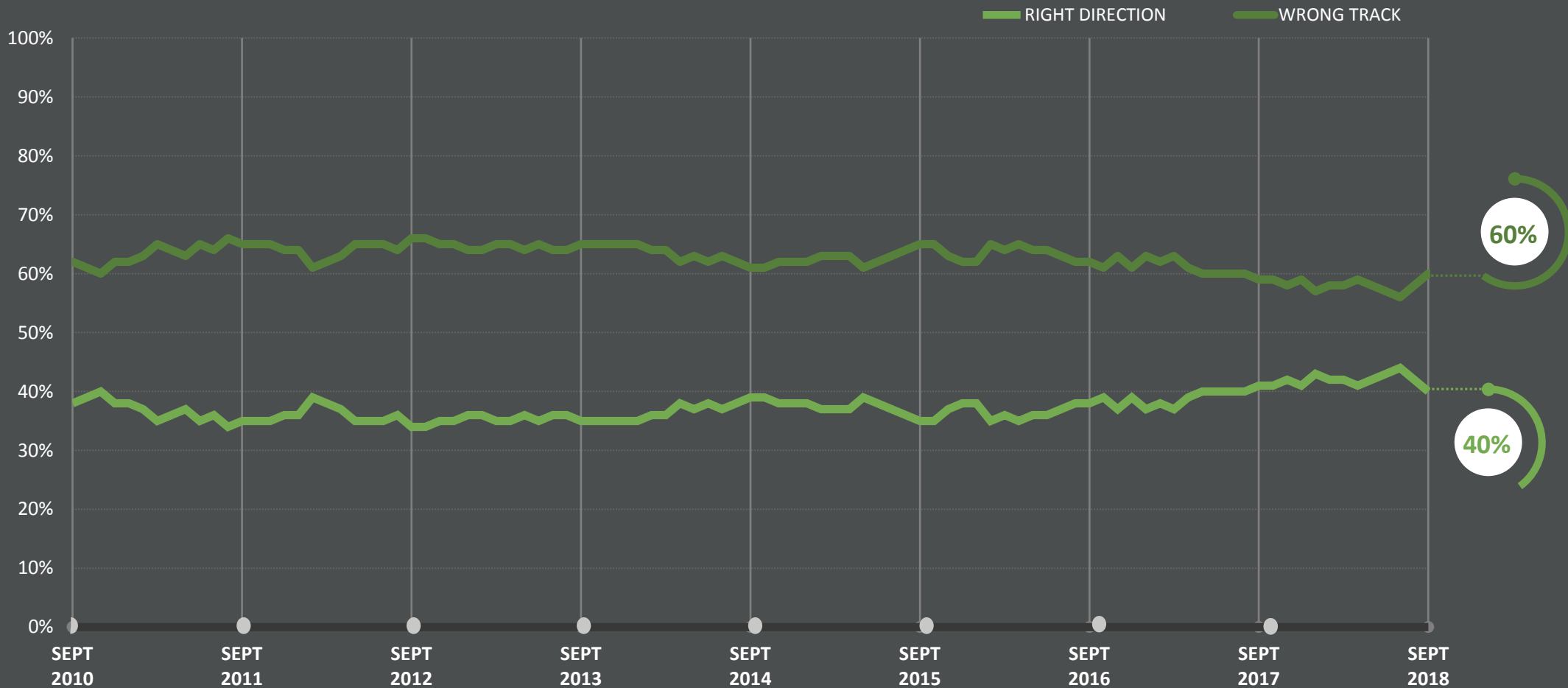| Country	Wrong Track	Right Direction	Change
World	60%	40%	▼ -2
China	8%	92%	▼ -3
Saudi Arabia	22%	78%	▲ +2
India	33%	67%	▲ +3
Malaysia	35%	65%	▲ +8
Serbia	47%	53%	▼ -4
South Korea	50%	50%	▼ -8
Canada	51%	49%	▼ -1
Chile	51%	49%	▲ +6
Italy	57%	43%	▼ -3
Sweden	58%	42%	▲ +11
Australia	59%	41%	▼ -7
US	59%	41%	▲ +1
Israel	60%	40%	▼ -5
Japan	60%	40%	▲ +1
Russia	60%	40%	=
Poland	63%	37%	▲ +2
Belgium	64%	36%	▼ -4
Turkey	66%	34%	▼ -7
Argentina	68%	32%	▼ -4
Germany	69%	31%	▼ -1
Great Britain	70%	30%	=
Mexico	70%	30%	▲ +1
Hungary	72%	28%	▲ +4
Peru	75%	25%	▼ -1
France	76%	24%	▼ -2
South Africa	81%	19%	▼ -7
Spain	81%	19%	▼ -5
Brazil	88%	12%	▼ -2

Base: Representative sample of 20,787 adults aged 16-64 in 28 participating countries, August 24th 2018 - September 7th 2018.

Source: Global Advisor

GAME CHANGERS   Ipsos

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.
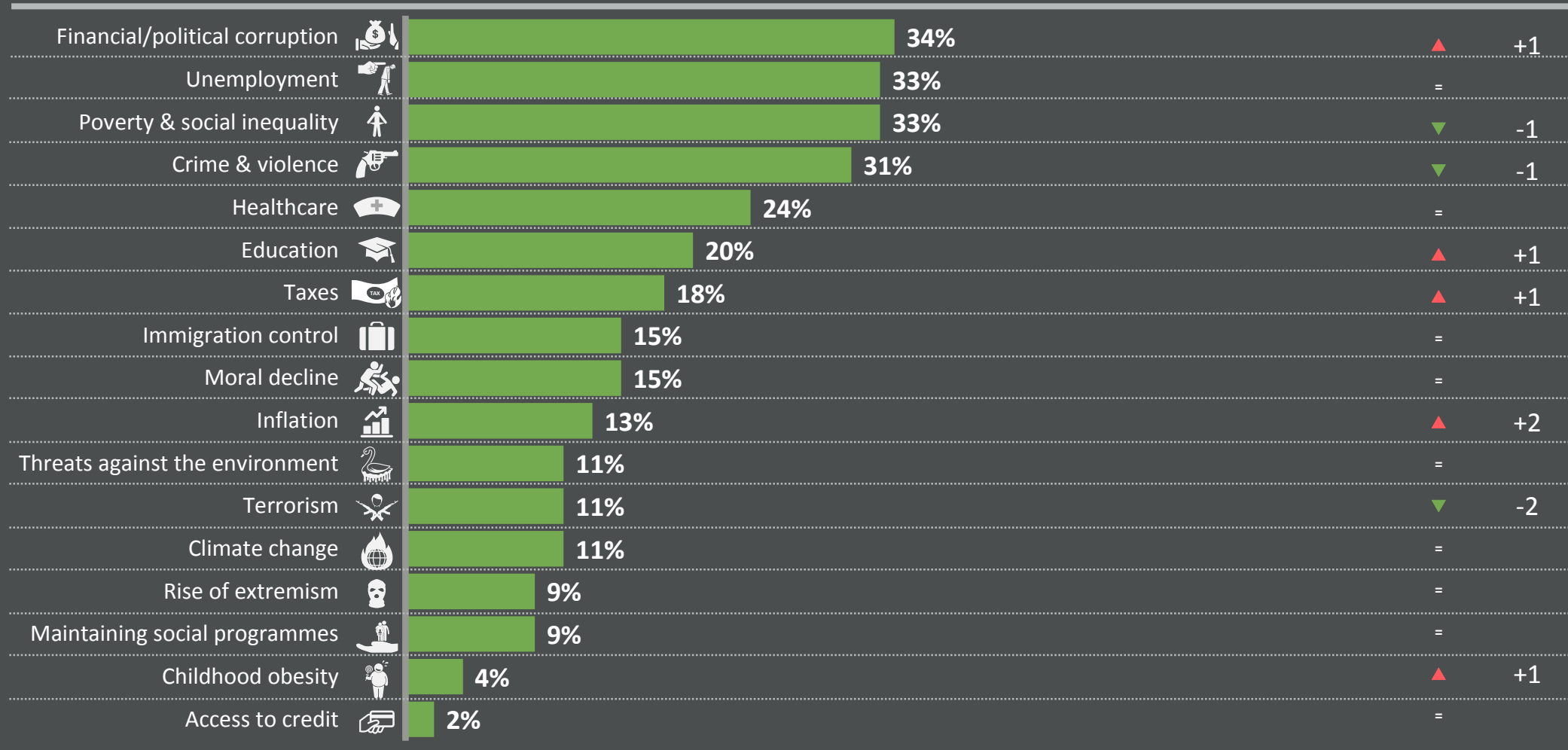
Source: Global Advisor

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 2018 (%)

Aug 2018

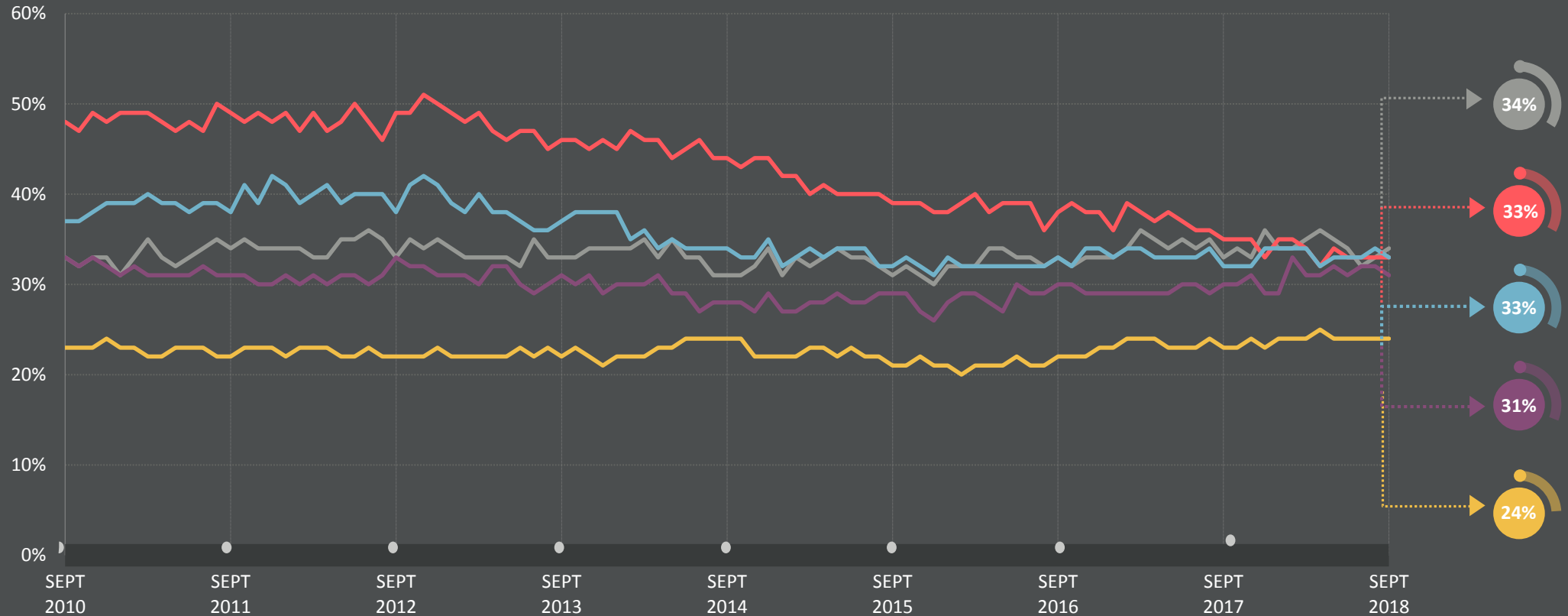| Topic	September 2018 (%)	Change vs Aug 2018
Financial/political corruption	34%	▲ +1
Unemployment	33%	=
Poverty & social inequality	33%	▼ -1
Crime & violence	31%	▼ -1
Healthcare	24%	=
Education	20%	▲ +1
Taxes	18%	▲ +1
Immigration control	15%	=
Moral decline	15%	=
Inflation	13%	▲ +2
Threats against the environment	11%	=
Terrorism	11%	▼ -2
Climate change	11%	=
Rise of extremism	9%	=
Maintaining social programmes	9%	=
Childhood obesity	4%	▲ +1
Access to credit	2%	=

Base: Representative sample of adults aged 16-64. September 2018: 20,787; August 2018: 19,642.
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?

- **34%** Financial/political corruption
- **33%** Unemployment
- **33%** Poverty & social inequality
- **31%** Crime & violence
- **24%** Healthcare

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

WORLD WORRIES

COUNTRY COMPARISON

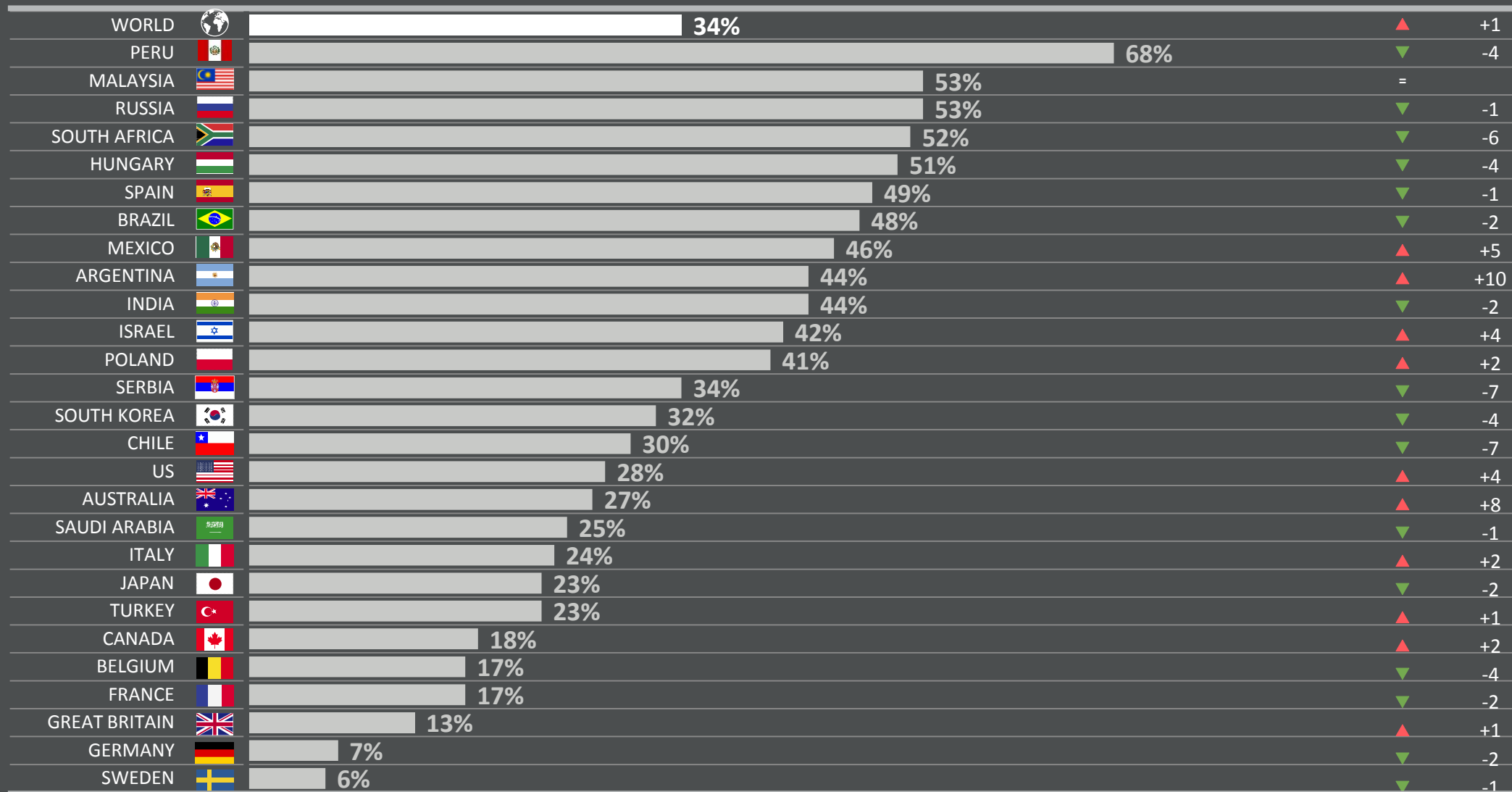Country comparison of all 17 concerns

1 | FINANCIAL/POLITICAL CORRUPTION

Ipsos Public Affairs

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

(%) worried in September 2018 in each country

% change compared with previous month:

Aug 2018

Country	%	Change
WORLD	34%	▲ +1
PERU	68%	▼ -4
MALAYSIA	53%	=
RUSSIA	53%	▼ -1
SOUTH AFRICA	52%	▼ -6
HUNGARY	51%	▼ -4
SPAIN	49%	▼ -1
BRAZIL	48%	▼ -2
MEXICO	46%	▲ +5
ARGENTINA	44%	▲ +10
INDIA	44%	▼ -2
ISRAEL	42%	▲ +4
POLAND	41%	▲ +2
SERBIA	34%	▼ -7
SOUTH KOREA	32%	▼ -4
CHILE	30%	▼ -7
US	28%	▲ +4
AUSTRALIA	27%	▲ +8
SAUDI ARABIA	25%	▼ -1
ITALY	24%	▲ +2
JAPAN	23%	▼ -2
TURKEY	23%	▲ +1
CANADA	18%	▲ +2
BELGIUM	17%	▼ -4
FRANCE	17%	▼ -2
GREAT BRITAIN	13%	▲ +1
GERMANY	7%	▼ -2
SWEDEN	6%	▼ -1

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor

GAME CHANGERS   **Ipsos**

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:

(%) worried in September 2018 in each country

Aug 2018

Country	%	Change
WORLD	33%	=
SOUTH KOREA	69%	▲ +8
ITALY	64%	=
SPAIN	61%	▲ +2
SOUTH AFRICA	55%	▼ -1
SERBIA	54%	▲ +2
ARGENTINA	44%	▲ +3
INDIA	44%	▲ +6
SAUDI ARABIA	42%	▲ +3
BRAZIL	37%	=
MEXICO	36%	▼ -2
FRANCE	34%	▼ -3
MALAYSIA	34%	▼ -5
RUSSIA	34%	=
CHILE	32%	▼ -2
AUSTRALIA	31%	▼ -2
TURKEY	28%	▼ -3
CANADA	27%	▲ +2
PERU	27%	▲ +5
BELGIUM	26%	▲ +2
CHINA	25%	▼ -1
JAPAN	20%	▼ -1
HUNGARY	19%	=
SWEDEN	18%	▲ +4
GREAT BRITAIN	16%	=
POLAND	15%	▲ +1
US	13%	▼ -3
ISRAEL	12%	▼ -2
GERMANY	11%	▲ +1

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.
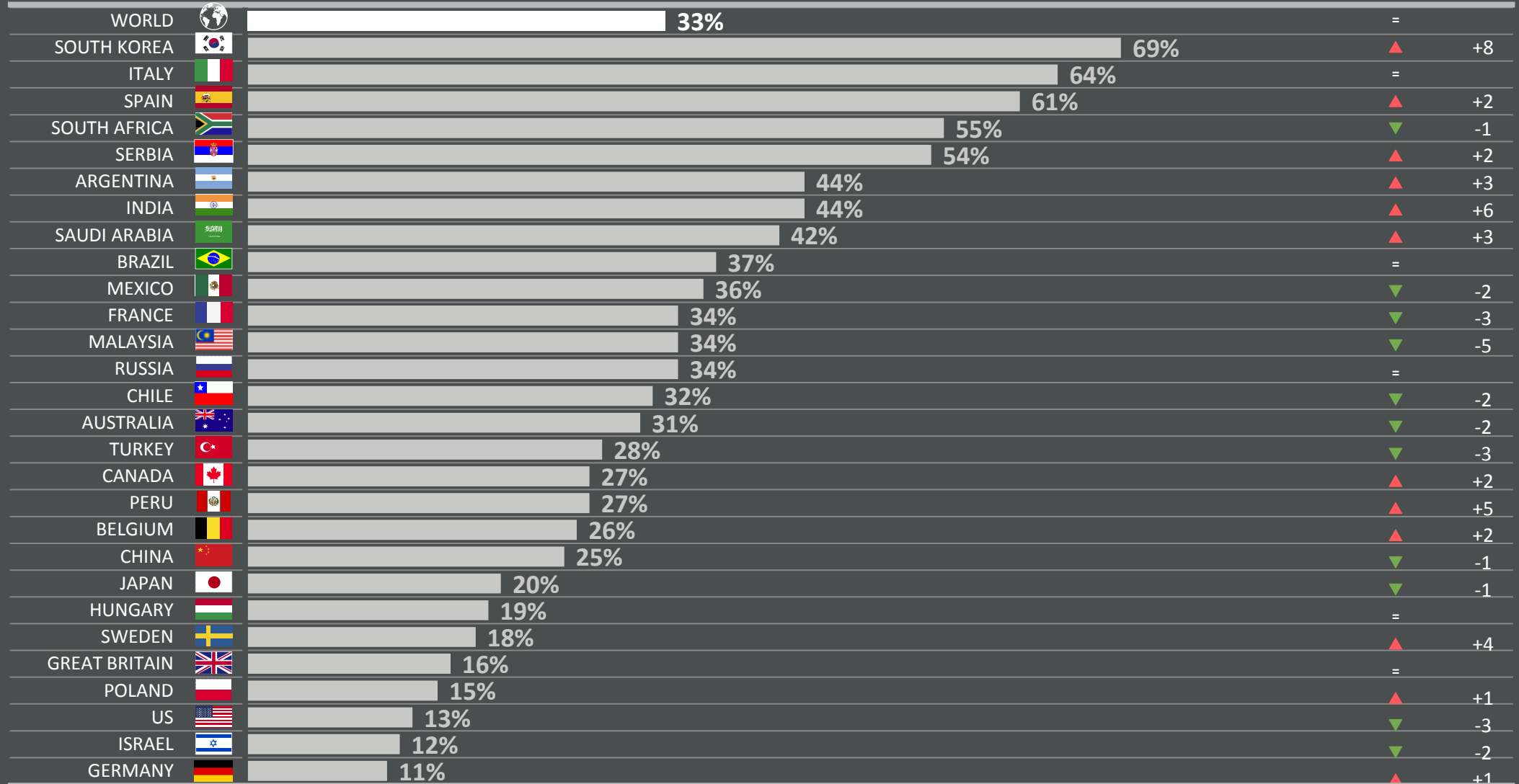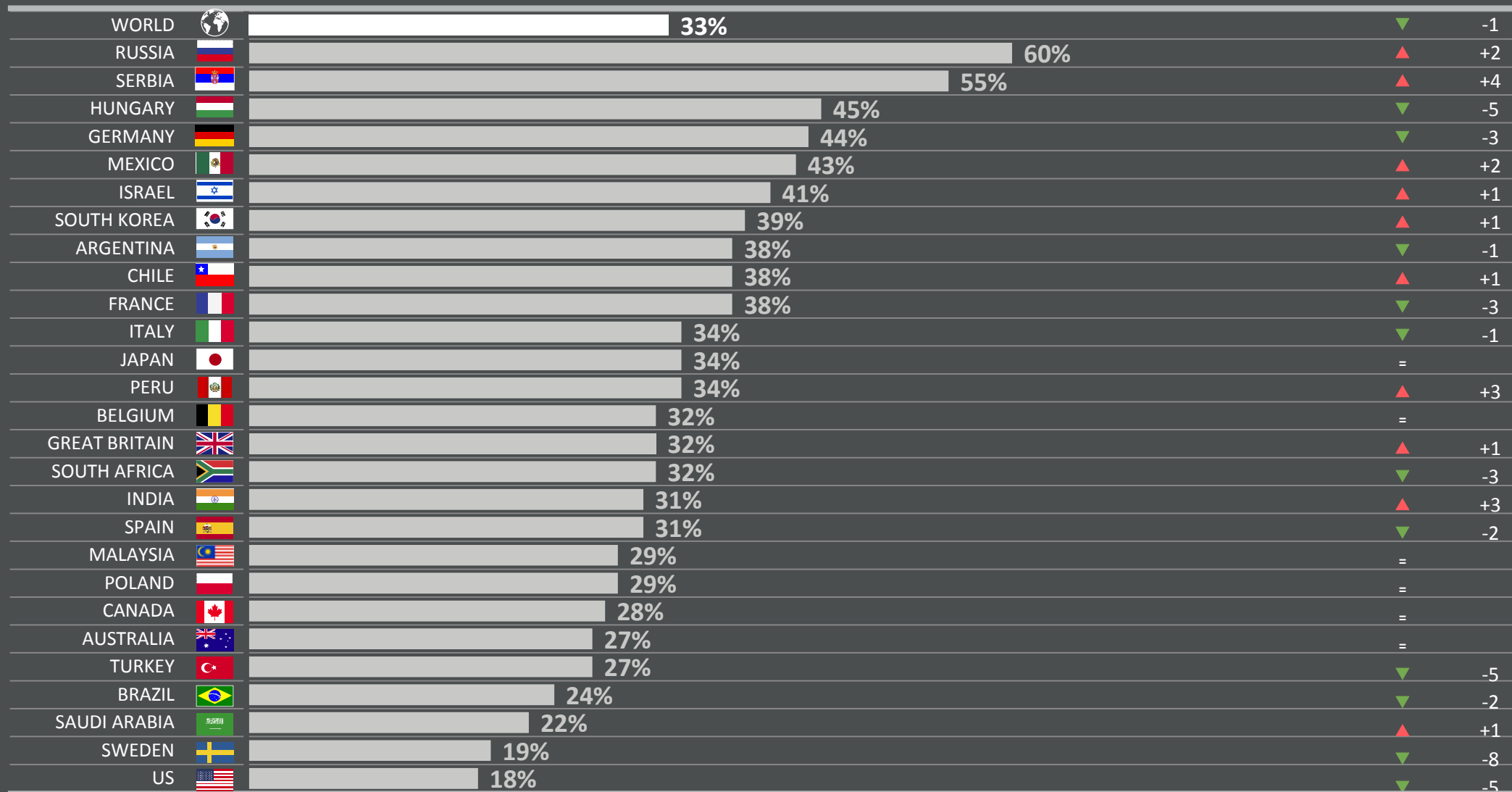
Source: Global Advisor

GAME CHANGERS Ipsos

Ipsos Public Affairs

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 2018 in each country

Aug 2018

Country	%	Change
WORLD	33%	▼ -1
RUSSIA	60%	▲ +2
SERBIA	55%	▲ +4
HUNGARY	45%	▼ -5
GERMANY	44%	▼ -3
MEXICO	43%	▲ +2
ISRAEL	41%	▲ +1
SOUTH KOREA	39%	▲ +1
ARGENTINA	38%	▼ -1
CHILE	38%	▲ +1
FRANCE	38%	▼ -3
ITALY	34%	▼ -1
JAPAN	34%	=
PERU	34%	▲ +3
BELGIUM	32%	=
GREAT BRITAIN	32%	▲ +1
SOUTH AFRICA	32%	▼ -3
INDIA	31%	▲ +3
SPAIN	31%	▼ -2
MALAYSIA	29%	=
POLAND	29%	=
CANADA	28%	=
AUSTRALIA	27%	=
TURKEY	27%	▼ -5
BRAZIL	24%	▼ -2
SAUDI ARABIA	22%	▲ +1
SWEDEN	19%	▼ -8
US	18%	▼ -5

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor
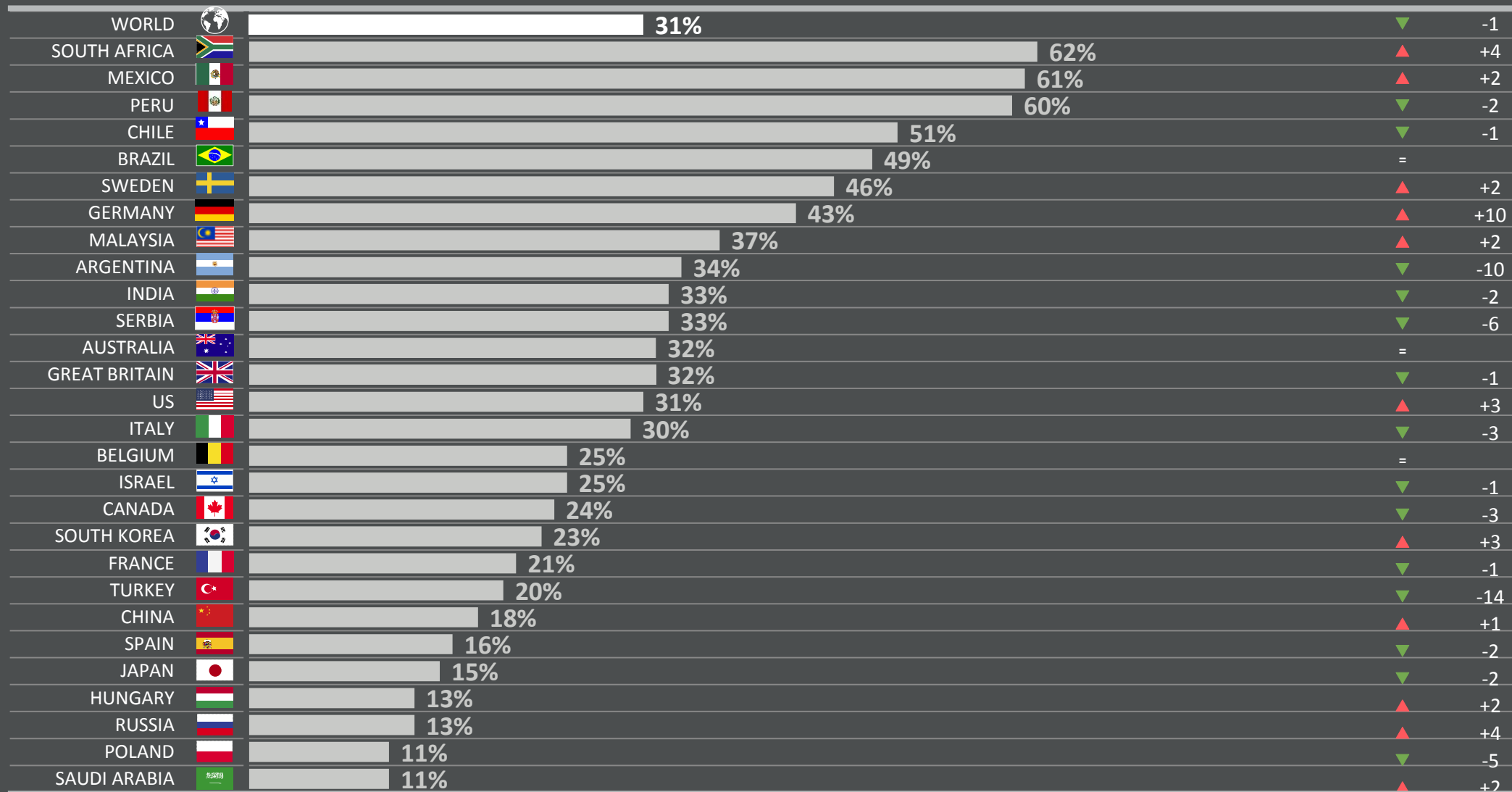
GAME CHANGERS Ipsos

4 | CRIME & VIOLENCE

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

Ipsos Public Affairs

(%) worried in September 2018 in each country

% change compared with previous month:

Aug 2018

Country	%	Change
WORLD	31%	▼ -1
SOUTH AFRICA	62%	▲ +4
MEXICO	61%	▲ +2
PERU	60%	▼ -2
CHILE	51%	▼ -1
BRAZIL	49%	=
SWEDEN	46%	▲ +2
GERMANY	43%	▲ +10
MALAYSIA	37%	▲ +2
ARGENTINA	34%	▼ -10
INDIA	33%	▼ -2
SERBIA	33%	▼ -6
AUSTRALIA	32%	=
GREAT BRITAIN	32%	▼ -1
US	31%	▲ +3
ITALY	30%	▼ -3
BELGIUM	25%	=
ISRAEL	25%	▼ -1
CANADA	24%	▼ -3
SOUTH KOREA	23%	▲ +3
FRANCE	21%	▼ -1
TURKEY	20%	▼ -14
CHINA	18%	▲ +1
SPAIN	16%	▼ -2
JAPAN	15%	▼ -2
HUNGARY	13%	▲ +2
RUSSIA	13%	▲ +4
POLAND	11%	▼ -5
SAUDI ARABIA	11%	▲ +2

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor

GAME CHANGERS   **Ipsos**

5 | HEALTHCARE

Ipsos Public Affairs

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

% change compared with previous month:

(%) worried in September 2018 in each country

Aug 2018

Country	%	Change
WORLD	24%	=
HUNGARY	70%	▼ -3
POLAND	55%	▲ +3
BRAZIL	41%	▼ -4
CHINA	40%	▲ +7
GREAT BRITAIN	38%	▼ -5
SERBIA	38%	▼ -2
CANADA	36%	▼ -1
US	36%	▼ -1
RUSSIA	31%	▼ -5
SWEDEN	29%	▲ +1
AUSTRALIA	23%	▼ -7
CHILE	21%	▼ -4
SPAIN	21%	▲ +1
BELGIUM	19%	▲ +1
JAPAN	16%	▲ +2
FRANCE	15%	▲ +1
ISRAEL	15%	▼ -1
PERU	15%	▲ +2
INDIA	13%	▼ -1
GERMANY	12%	▼ -5
ITALY	12%	▼ -3
SAUDI ARABIA	12%	▼ -2
SOUTH AFRICA	12%	=
MALAYSIA	8%	▼ -1
MEXICO	6%	▼ -7
TURKEY	6%	▲ +1
ARGENTINA	5%	▼ -1
SOUTH KOREA	5%	▲ +1

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor

GAME CHANGERS

Ipsos

6 | EDUCATION

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

Ipsos Public Affairs

(%) worried in September 2018 in each country

% change compared with previous month:

Aug 2018

Country	%	Change
WORLD	20%	▲ +1
CHILE	35%	▼ -3
PERU	34%	▼ -4
BRAZIL	33%	=
ISRAEL	33%	▼ -2
TURKEY	31%	=
ARGENTINA	30%	▲ +1
HUNGARY	30%	▲ +3
MEXICO	29%	▼ -3
CHINA	28%	▲ +8
SOUTH AFRICA	21%	▲ +2
SPAIN	20%	=
INDIA	19%	▲ +4
SAUDI ARABIA	19%	=
SERBIA	19%	=
US	16%	▲ +3
AUSTRALIA	15%	▼ -1
RUSSIA	15%	▼ -3
CANADA	13%	▲ +3
JAPAN	13%	=
SOUTH KOREA	13%	▲ +4
BELGIUM	12%	▲ +2
MALAYSIA	12%	▼ -2
POLAND	12%	▲ +2
FRANCE	11%	▼ -1
GERMANY	11%	=
GREAT BRITAIN	9%	▼ -2
SWEDEN	8%	=
ITALY	6%	▼ -1

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor

GAME CHANGERS Ipsos

WORLD WORRIES

7 | TAXES

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

(%) worried in September 2018 in each country

% change compared with previous month:

Aug 2018

Country	%	Change
WORLD	18%	▲ +1
SAUDI ARABIA	33%	▲ +4
CANADA	32%	▼ -4
ITALY	31%	▲ +1
POLAND	30%	=
BELGIUM	29%	▼ -4
FRANCE	29%	▲ +5
MALAYSIA	29%	▲ +11
JAPAN	26%	▲ +1
BRAZIL	22%	=
TURKEY	22%	=
ISRAEL	19%	▲ +1
ARGENTINA	18%	▼ -4
SOUTH KOREA	18%	=
US	18%	▲ +5
AUSTRALIA	17%	=
RUSSIA	17%	▼ -4
SOUTH AFRICA	16%	▲ +1
INDIA	15%	▼ -2
SPAIN	15%	=
SWEDEN	14%	▲ +6
MEXICO	13%	▼ -1
GERMANY	8%	▲ +1
GREAT BRITAIN	7%	▼ -2
HUNGARY	7%	▲ +1
SERBIA	6%	=
CHILE	5%	=
PERU	4%	▼ -1

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor

GAME CHANGERS   Ipsos

Ipsos Public Affairs

8 | 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 2018 in each country

Aug 2018

Country	%	Change
WORLD	15%	=
GERMANY	38%	▼ -3
BELGIUM	33%	▲ +4
ITALY	33%	=
SWEDEN	31%	▼ -1
US	29%	▲ +2
CANADA	28%	▲ +2
AUSTRALIA	27%	▲ +4
FRANCE	27%	▲ +3
SPAIN	26%	▲ +1
GREAT BRITAIN	25%	=
TURKEY	23%	▲ +10
CHILE	22%	=
PERU	17%	▲ +1
ISRAEL	12%	▲ +2
MALAYSIA	11%	▲ +3
HUNGARY	7%	=
JAPAN	7%	=
SAUDI ARABIA	7%	▼ -1
POLAND	6%	▼ -1
SOUTH AFRICA	6%	▲ +2
INDIA	5%	▲ +3
RUSSIA	5%	▲ +2
ARGENTINA	4%	▲ +2
SERBIA	4%	▼ -2
BRAZIL	3%	▲ +1
CHINA	3%	▼ -4
SOUTH KOREA	3%	▼ -4
MEXICO	2%	=

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.
Source: Global Advisor

GAME CHANGERS   Ipsos

9 | MORAL DECLINE

Ipsos Public Affairs

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

(%) worried in September 2018 in each country

% change compared with previous month:

Aug 2018

Country	%	Change
WORLD	15%	=
SERBIA	29%	▲ +6
CHINA	28%	▼ -5
MALAYSIA	25%	▼ -9
JAPAN	24%	▼ -3
US	23%	▲ +2
ISRAEL	20%	▼ -2
SAUDI ARABIA	20%	▲ +2
GERMANY	19%	▼ -1
POLAND	18%	▼ -1
GREAT BRITAIN	17%	=
SOUTH KOREA	17%	▲ +2
TURKEY	15%	▲ +8
HUNGARY	14%	▲ +2
ITALY	14%	▲ +2
RUSSIA	14%	▲ +3
FRANCE	13%	▲ +1
AUSTRALIA	12%	▲ +1
BELGIUM	12%	=
CANADA	12%	▲ +2
CHILE	11%	▲ +2
PERU	11%	▼ -1
SOUTH AFRICA	11%	▲ +4
INDIA	10%	▼ -2
SWEDEN	10%	▼ -6
ARGENTINA	8%	▼ -1
BRAZIL	8%	▲ +1
MEXICO	8%	=
SPAIN	7%	▼ -1

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor

GAME CHANGERS Ipsos

Ipsos Public Affairs

10 | INFLATION

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

% change compared
with previous month:

(%) worried in September 2018 in each country

Aug 2018

Country	%	Change
WORLD	13%	▲ +2
ARGENTINA	64%	▲ +6
TURKEY	42%	▲ +17
CHINA	32%	▲ +8
MEXICO	22%	▲ +7
RUSSIA	20%	▲ +1
AUSTRALIA	18%	▲ +6
MALAYSIA	18%	▲ +6
SOUTH AFRICA	18%	▲ +5
SAUDI ARABIA	14%	=
CANADA	12%	▼ -1
GREAT BRITAIN	11%	=
INDIA	11%	=
BRAZIL	9%	▲ +1
SOUTH KOREA	9%	▼ -1
BELGIUM	7%	▲ +2
JAPAN	7%	▲ +2
FRANCE	6%	▲ +3
POLAND	6%	▼ -1
US	6%	▼ -1
HUNGARY	5%	▼ -1
CHILE	4%	=
ITALY	4%	▲ +1
PERU	4%	▼ -1
GERMANY	3%	▼ -1
ISRAEL	3%	=
SERBIA	2%	▲ +1
SPAIN	2%	▼ -1
SWEDEN	2%	▲ +1

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor

GAME CHANGERS   Ipsos

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 September 2018 in each country

Aug 2018

Country	%		Aug 2018 change
WORLD	11%		=
CHINA	38%		=
CHILE	18%		▲ +9
FRANCE	18%		▲ +4
SWEDEN	17%		▼ -1
INDIA	16%		=
BELGIUM	15%		=
GERMANY	13%		▼ -3
POLAND	13%		▲ +3
CANADA	12%		▲ +1
AUSTRALIA	11%		▼ -3
GREAT BRITAIN	11%		▲ +2
JAPAN	11%		=
US	11%		▲ +1
SAUDI ARABIA	10%		=
MEXICO	9%		▼ -5
SOUTH KOREA	9%		▼ -6
ITALY	8%		▲ +2
MALAYSIA	8%		▲ +1
PERU	8%		=
SERBIA	8%		▲ +1
HUNGARY	7%		▲ +3
RUSSIA	7%		▼ -1
ISRAEL	6%		=
TURKEY	5%		▲ +3
BRAZIL	4%		▼ -2
SPAIN	4%		▼ -1
SOUTH AFRICA	2%		▼ -2
ARGENTINA	1%		▼ -1

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor

GAME CHANGERS   Ipsos

Ipsos Public Affairs

12 | TERRORISM

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

% change compared with previous month:

(%) worried in September 2018 in each country

Aug 2018

Country	%	Change Aug 2018
WORLD	11%	▼ -2
ISRAEL	38%	▼ -4
TURKEY	32%	▼ -4
FRANCE	27%	▼ -5
GREAT BRITAIN	26%	▲ +1
GERMANY	24%	▲ +2
US	22%	=
BELGIUM	21%	▼ -3
INDIA	21%	▼ -1
SAUDI ARABIA	18%	▼ -2
SWEDEN	13%	▲ +1
SPAIN	11%	▲ +3
AUSTRALIA	9%	▼ -6
CANADA	8%	▼ -5
ITALY	7%	▲ +1
MALAYSIA	7%	▼ -3
CHINA	6%	▼ -7
JAPAN	5%	▼ -1
POLAND	5%	▲ +2
PERU	5%	▲ +1
MEXICO	4%	=
HUNGARY	3%	▲ +1
RUSSIA	3%	▼ -1
SERBIA	3%	▲ +1
CHILE	2%	=
SOUTH AFRICA	2%	=
ARGENTINA	1%	=
BRAZIL	1%	=
SOUTH KOREA	1%	=

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor

GAME CHANGERS   Ipsos

13 | CLIMATE CHANGE

Ipsos Public Affairs

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

% change compared with previous month:

(%) worried in September 2018 in each country

Aug 2018

Country	% worried Sep 2018	Change vs Aug 2018
WORLD	11%	=
JAPAN	34%	▲ +3
CHINA	28%	▼ -1
CANADA	20%	▼ -1
GERMANY	20%	▼ -2
AUSTRALIA	19%	=
BELGIUM	19%	▲ +2
SWEDEN	19%	▼ -3
FRANCE	17%	▲ +2
INDIA	14%	▲ +2
US	14%	=
GREAT BRITAIN	13%	▲ +2
SAUDI ARABIA	13%	▲ +1
SOUTH KOREA	11%	▼ -8
CHILE	9%	▲ +4
POLAND	9%	=
HUNGARY	7%	▲ +5
SPAIN	7%	▲ +1
MEXICO	6%	▼ -2
ITALY	5%	=
PERU	4%	=
ISRAEL	3%	▲ +1
RUSSIA	3%	▲ +1
SERBIA	3%	=
BRAZIL	2%	▲ +1
MALAYSIA	2%	▼ -1
TURKEY	2%	=
ARGENTINA	1%	▼ -1
SOUTH AFRICA	1%	▼ -2

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor

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14 | RISE OF EXTREMISM

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

(%) worried in September 2018 in each country

% change compared with previous month:

Aug 2018

Country	%	Change	
WORLD	9%	=	
GERMANY	30%	▲	+9
SWEDEN	26%	▼	-1
GREAT BRITAIN	20%	▲	+3
BELGIUM	18%	▲	+2
MALAYSIA	16%	▲	+2
FRANCE	15%	▼	-3
SPAIN	13%	▲	+3
ISRAEL	12%	▼	-5
POLAND	12%	▼	-4
US	12%	▼	-6
CANADA	9%	▲	+1
ITALY	9%	▲	+2
AUSTRALIA	8%	▼	-1
INDIA	8%	▼	-1
TURKEY	8%	=	
SAUDI ARABIA	6%	▼	-1
SOUTH KOREA	6%	=	
HUNGARY	5%	=	
SOUTH AFRICA	5%	▲	+1
JAPAN	4%	▼	-1
SERBIA	4%	▲	+1
ARGENTINA	3%	=	
BRAZIL	3%	=	
CHILE	3%	▼	-1
MEXICO	2%	▼	-1
PERU	2%	▲	+1
RUSSIA	2%	=	

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor

GAME CHANGERS   Ipsos

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 September 2018 in each country

Aug 2018

Country	%	Change
WORLD	9%	=
JAPAN	33%	▲ +5
SOUTH KOREA	27%	▲ +7
CHINA	23%	=
SWEDEN	21%	▼ -2
GREAT BRITAIN	17%	▲ +3
POLAND	16%	=
ITALY	10%	▲ +2
AUSTRALIA	9%	=
RUSSIA	9%	▼ -3
SAUDI ARABIA	9%	▲ +1
SPAIN	9%	▼ -1
ISRAEL	8%	▲ +3
BELGIUM	7%	=
CANADA	7%	=
SERBIA	7%	=
US	7%	▼ -2
GERMANY	6%	▲ +1
HUNGARY	5%	▼ -4
FRANCE	4%	▼ -1
ARGENTINA	3%	▲ +1
BRAZIL	3%	▲ +1
CHILE	3%	▼ -1
INDIA	3%	=
MEXICO	3%	=
PERU	3%	▲ +1
MALAYSIA	2%	▲ +1
SOUTH AFRICA	2%	▲ +1
TURKEY	1%	▼ -4

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.
Source: Global Advisor

GAME CHANGERS   Ipsos

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 2018 in each country

Aug 2018

Country	%	Change
WORLD	4%	▲ +1
CHINA	12%	▲ +4
SAUDI ARABIA	12%	▼ -1
POLAND	10%	▲ +1
CHILE	9%	▲ +4
HUNGARY	5%	▼ -1
INDIA	5%	▼ -1
MEXICO	5%	▲ +2
SWEDEN	5%	▲ +1
AUSTRALIA	4%	▼ -1
CANADA	4%	=
GREAT BRITAIN	4%	▼ -1
TURKEY	4%	▲ +1
GERMANY	3%	▼ -1
MALAYSIA	3%	=
RUSSIA	3%	▲ +2
US	3%	▲ +1
ISRAEL	2%	▼ -1
SPAIN	2%	=
BELGIUM	1%	=
BRAZIL	1%	=
FRANCE	1%	=
ITALY	1%	=
JAPAN	1%	=
PERU	1%	▲ +1
SERBIA	1%	=
SOUTH AFRICA	1%	=
SOUTH KOREA	1%	=
ARGENTINA	*	▼ -1

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.

Source: Global Advisor

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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 2018 in each country

Aug 2018

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

Base: Representative sample of adults aged 16-64 in 28 participating countries. September 2018: 20,787; August 2018: 19,642.
Source: Global Advisor

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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.

An international sample of 20,787 adults aged 18-64 in Canada, Israel and the US, and aged 16-64 in all other countries, were interviewed between August 24th 2018 and September 7th 2018.

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 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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