

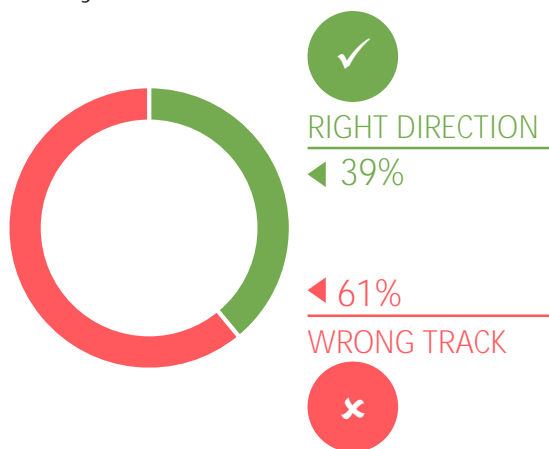
WORLD SUMMARY: JANUARY 2020

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

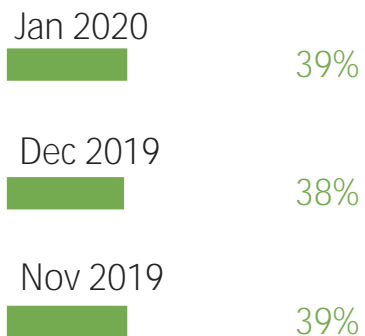
Poverty and social inequality currently occupies the top spot for global concern with 34% saying this.

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

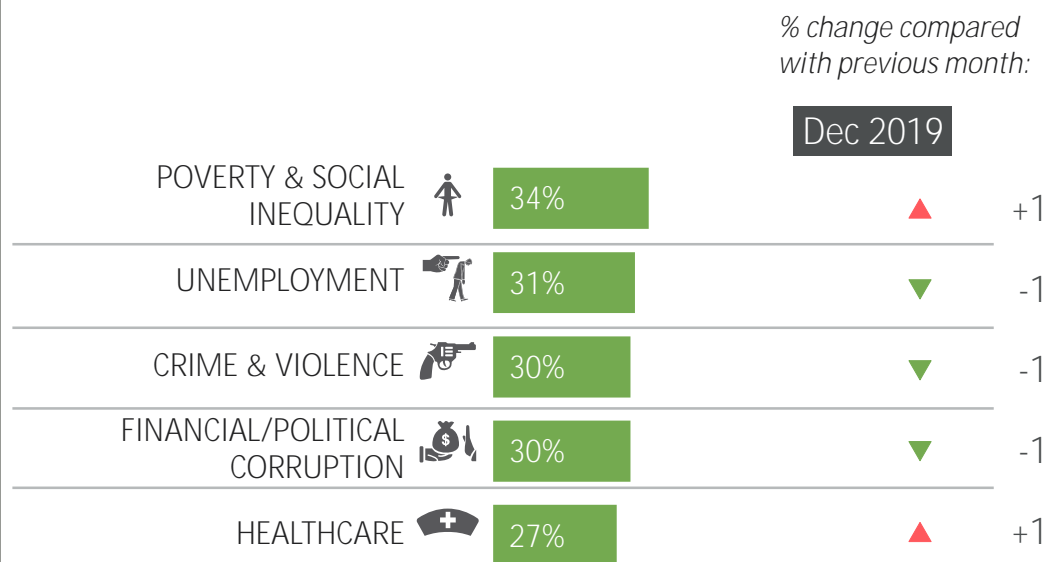
RIGHT DIRECTION/
WRONG TRACK
January 2020



RIGHT DIRECTION



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



Base: Representative sample of adults aged 16-64 in 28 participating countries. c.18,000 per month.

Source: Global Advisor

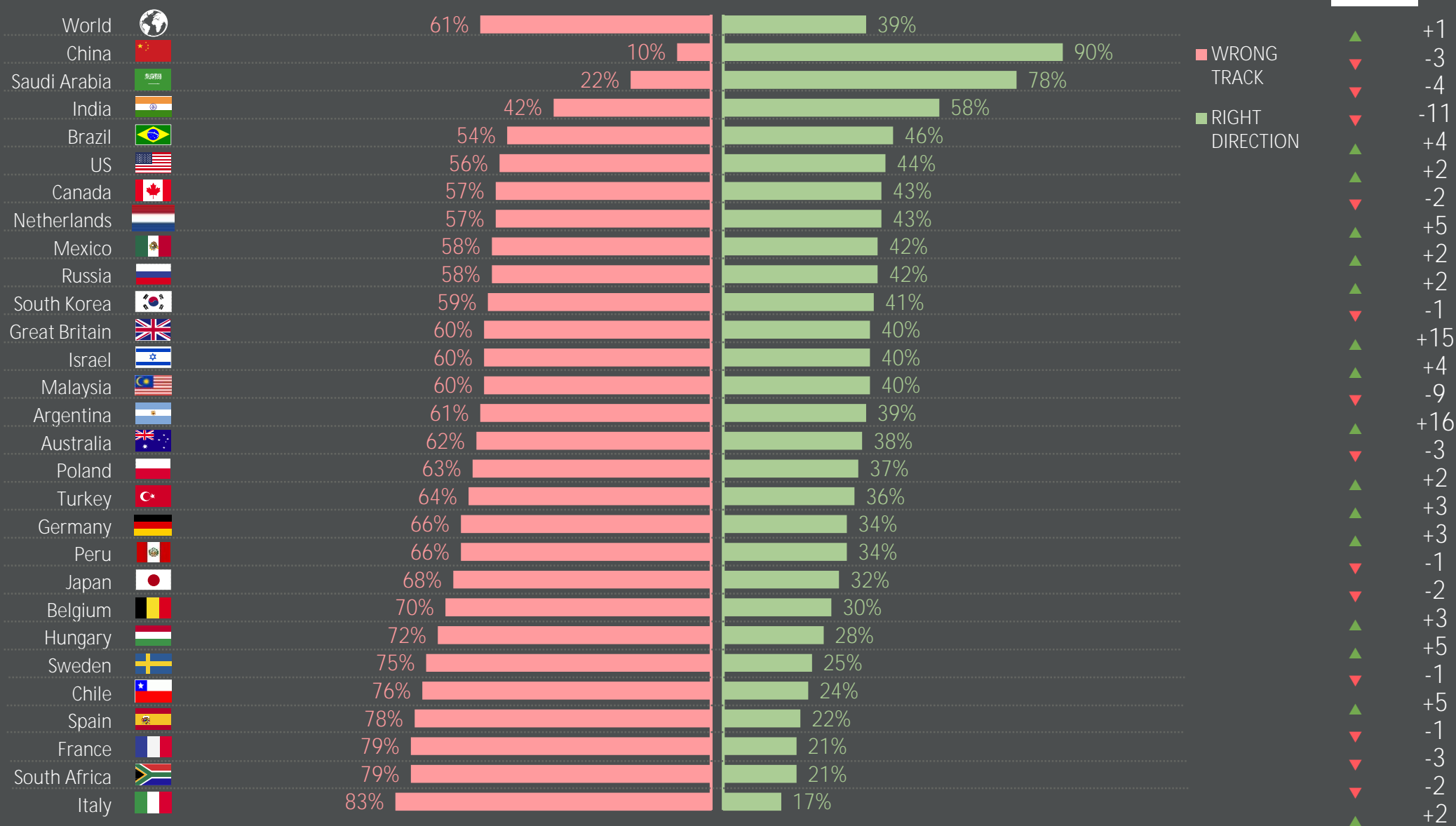
*Please note that participants in China were not shown the full list of topics for this question. Financial/political corruption, poverty and social inequality, taxes, and rise of extremism were excluded from the list shown to Chinese participants.

COUNTRY COMPARISON

RIGHT DIRECTION/WRONG TRACK

% change compared with previous month:

Dec 2019



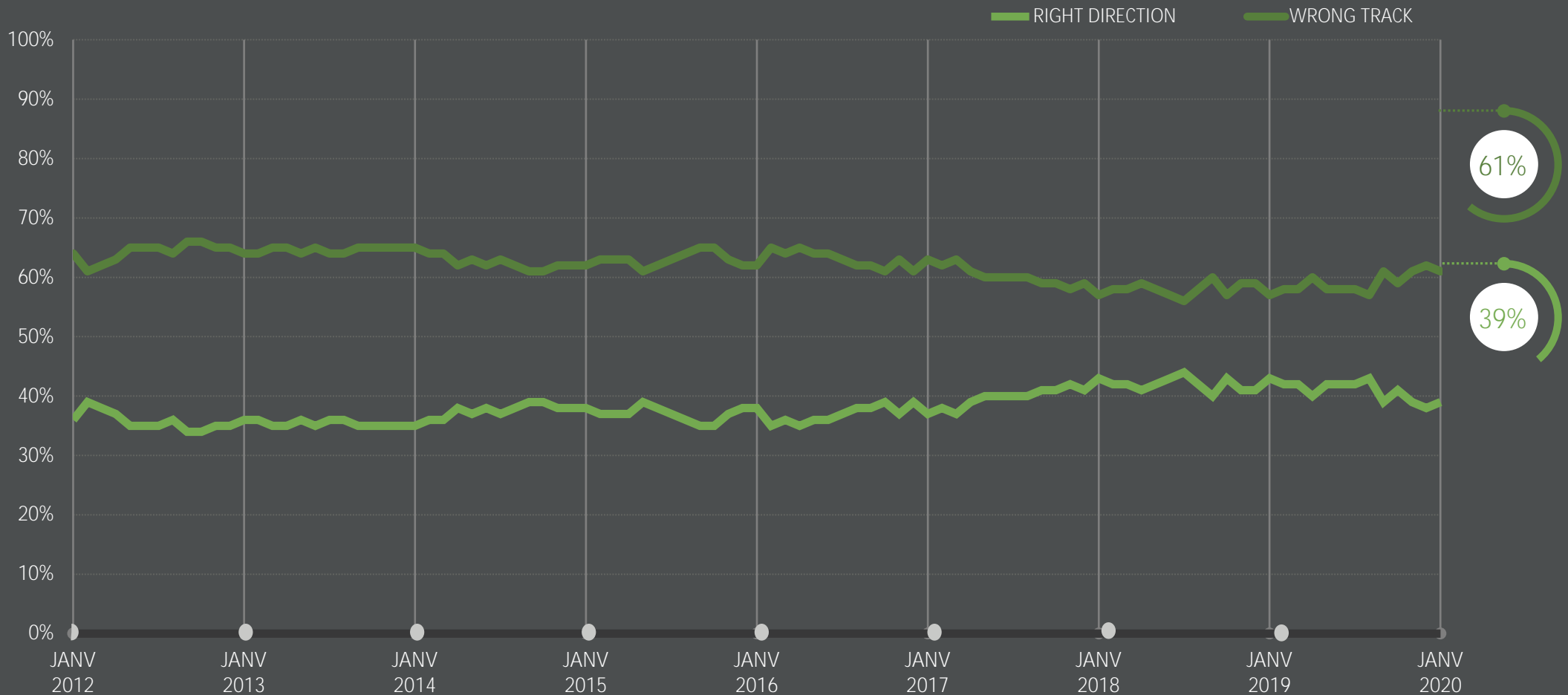
Base: Representative sample of 19,508 adults aged 16-64 in 28 participating countries, December 20th 2019 - January 3rd 2018.

Source: Global Advisor

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

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

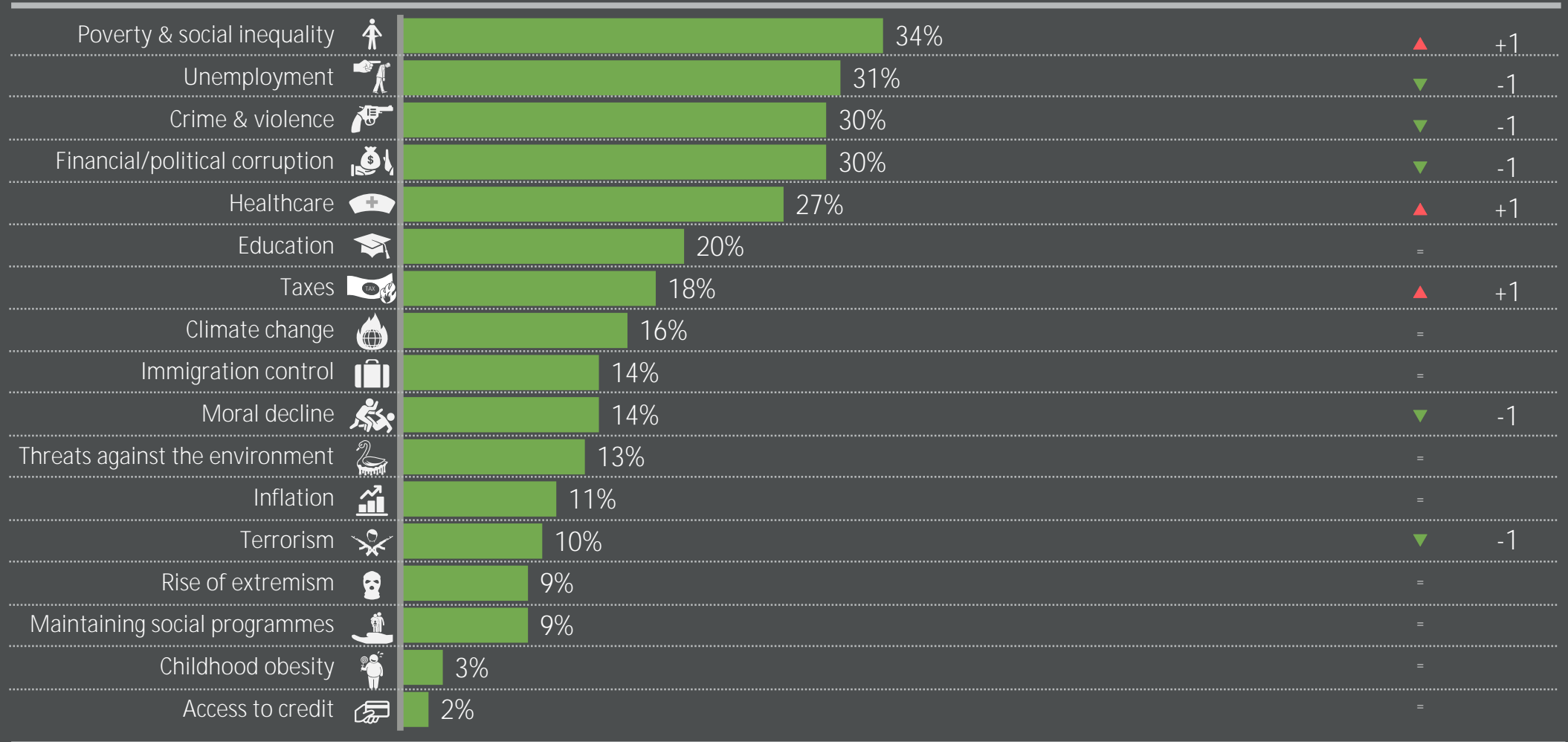
WORLD WORRIES

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

% change compared with previous month:

Mentioned in January 2020 (%)

Dec 2019



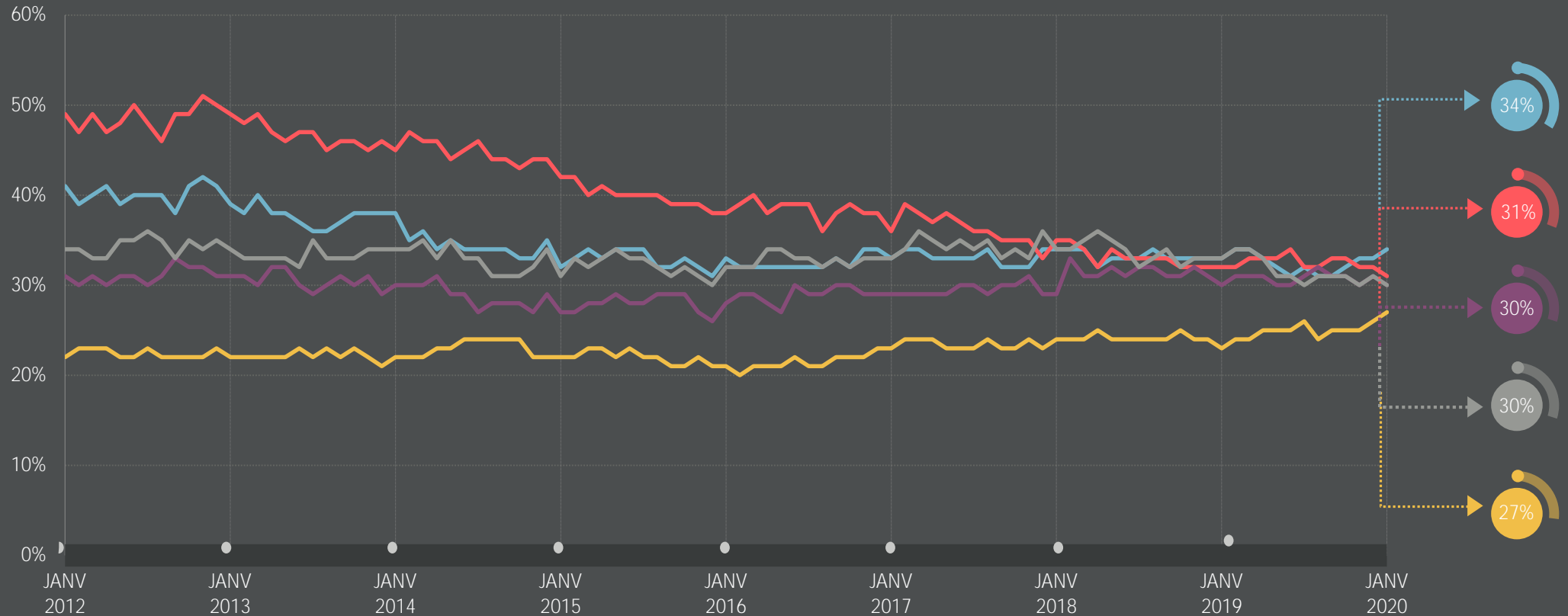
Base: Representative sample of adults aged 16-64. January 2020: 19,508; December 2019: 20,011.

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

Country comparison of all 17 concerns



WORLD WORRIES

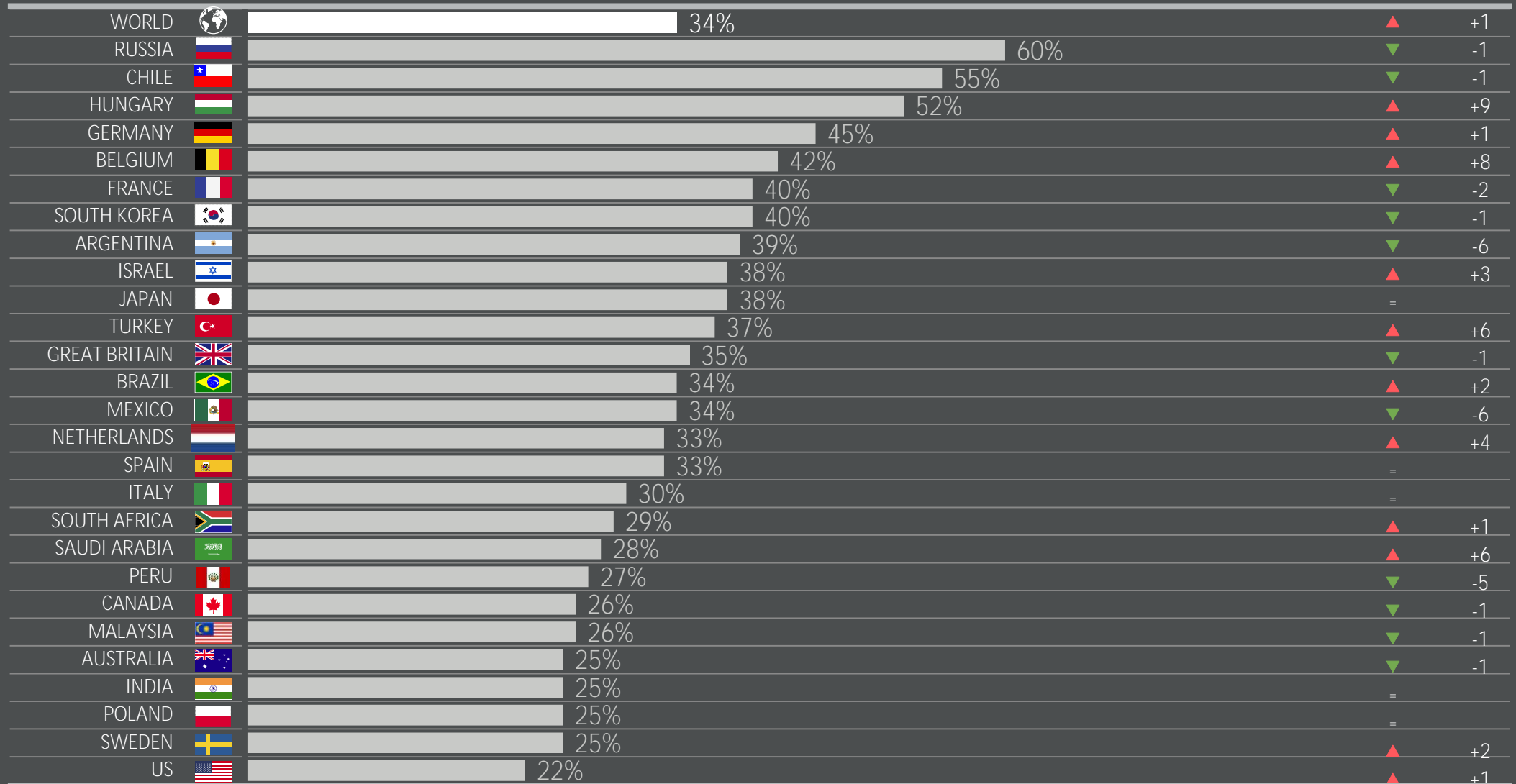
1 | POVERTY & SOCIAL INEQUALITY

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

WORLD WORRIES

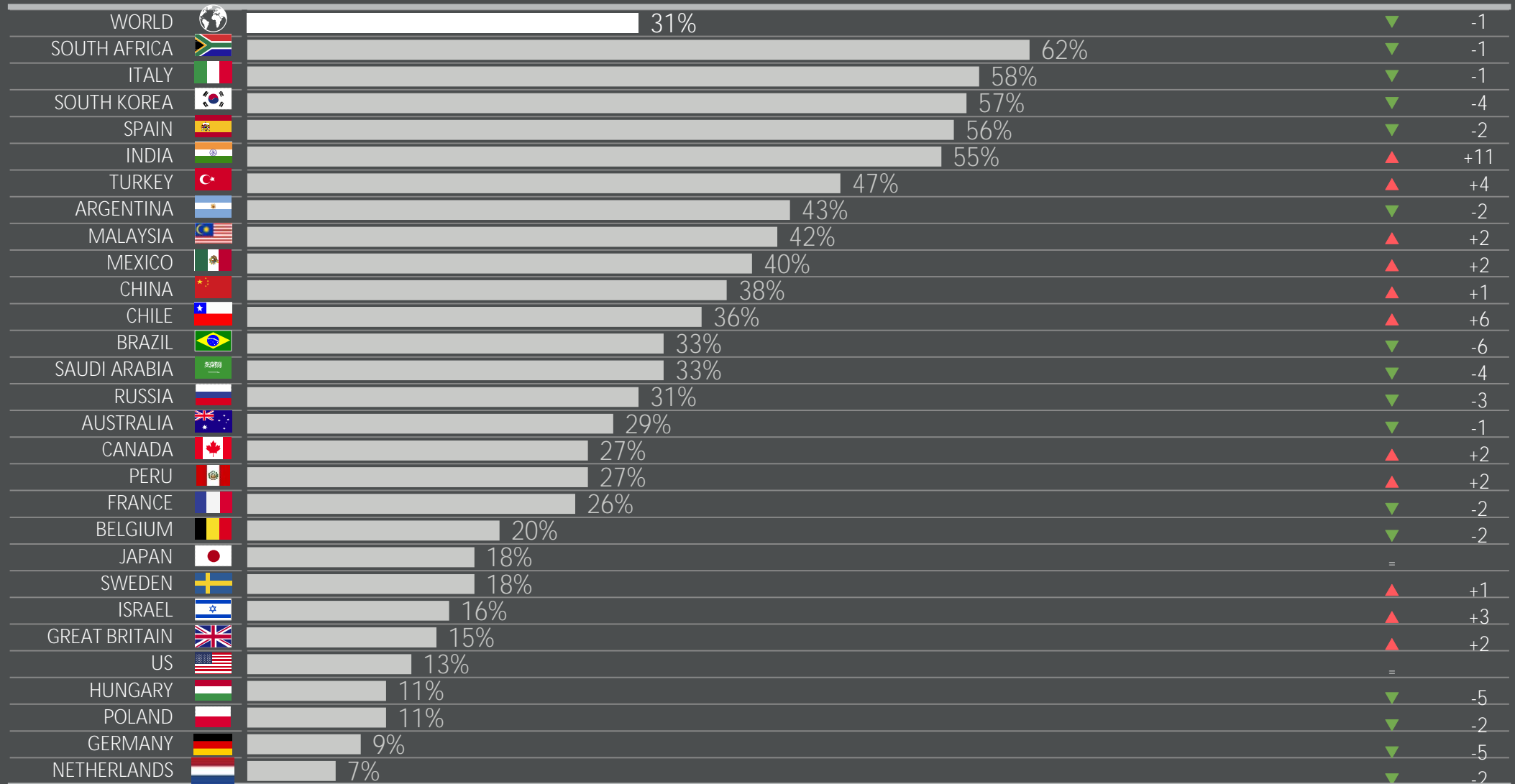
2 | UNEMPLOYMENT AND JOBS

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

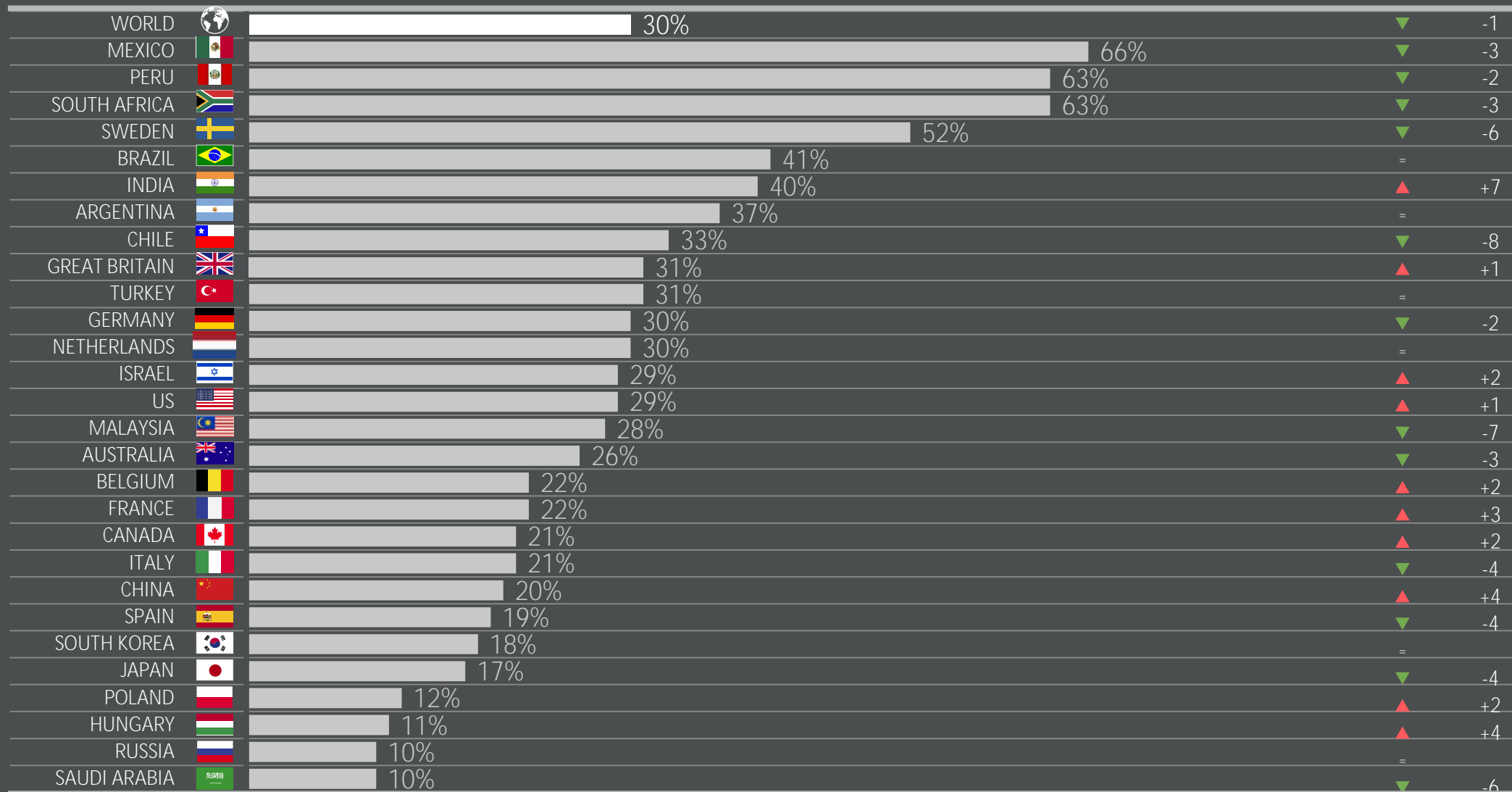
3 | CRIME & VIOLENCE

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

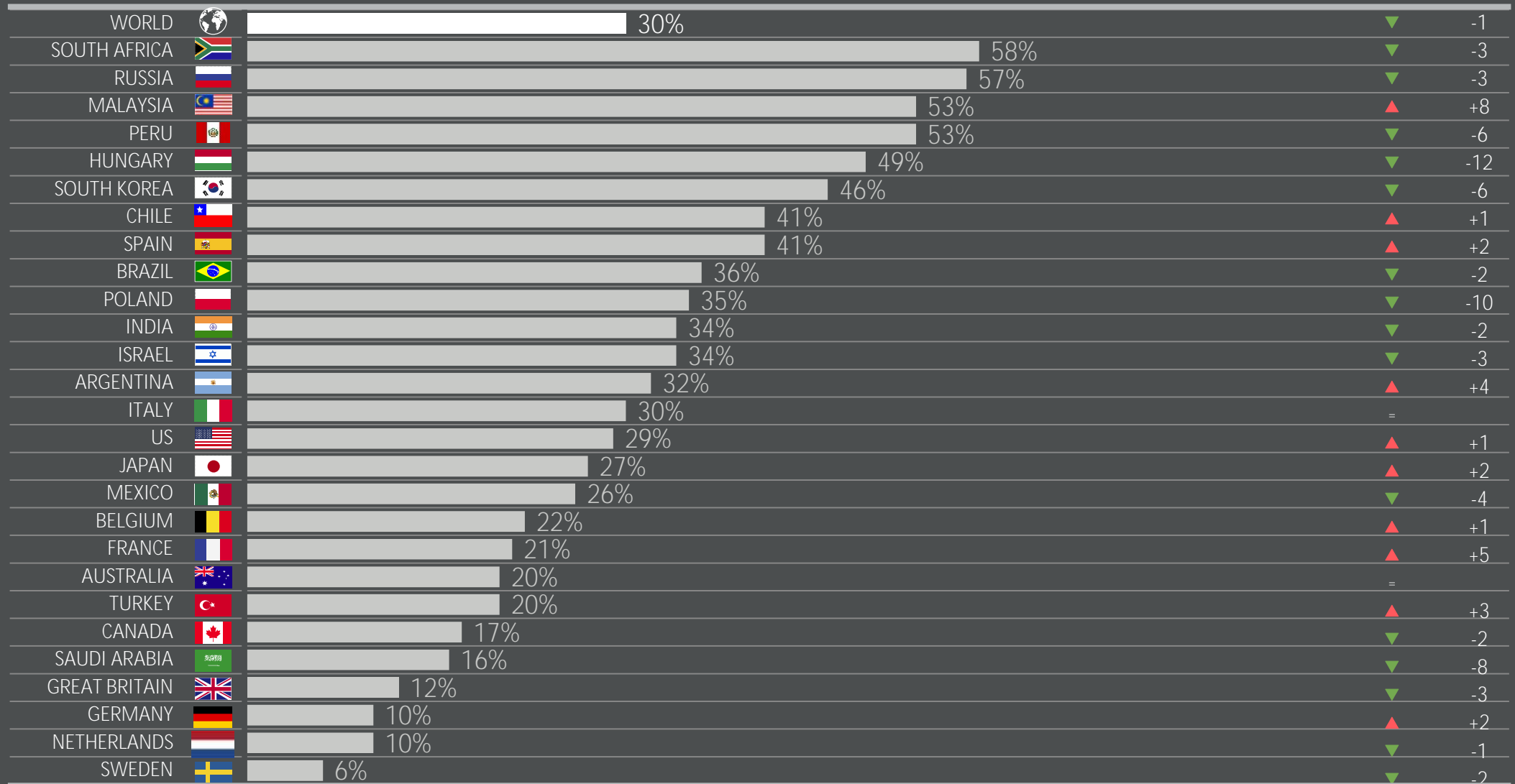
4 | FINANCIAL/POLITICAL CORRUPTION

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

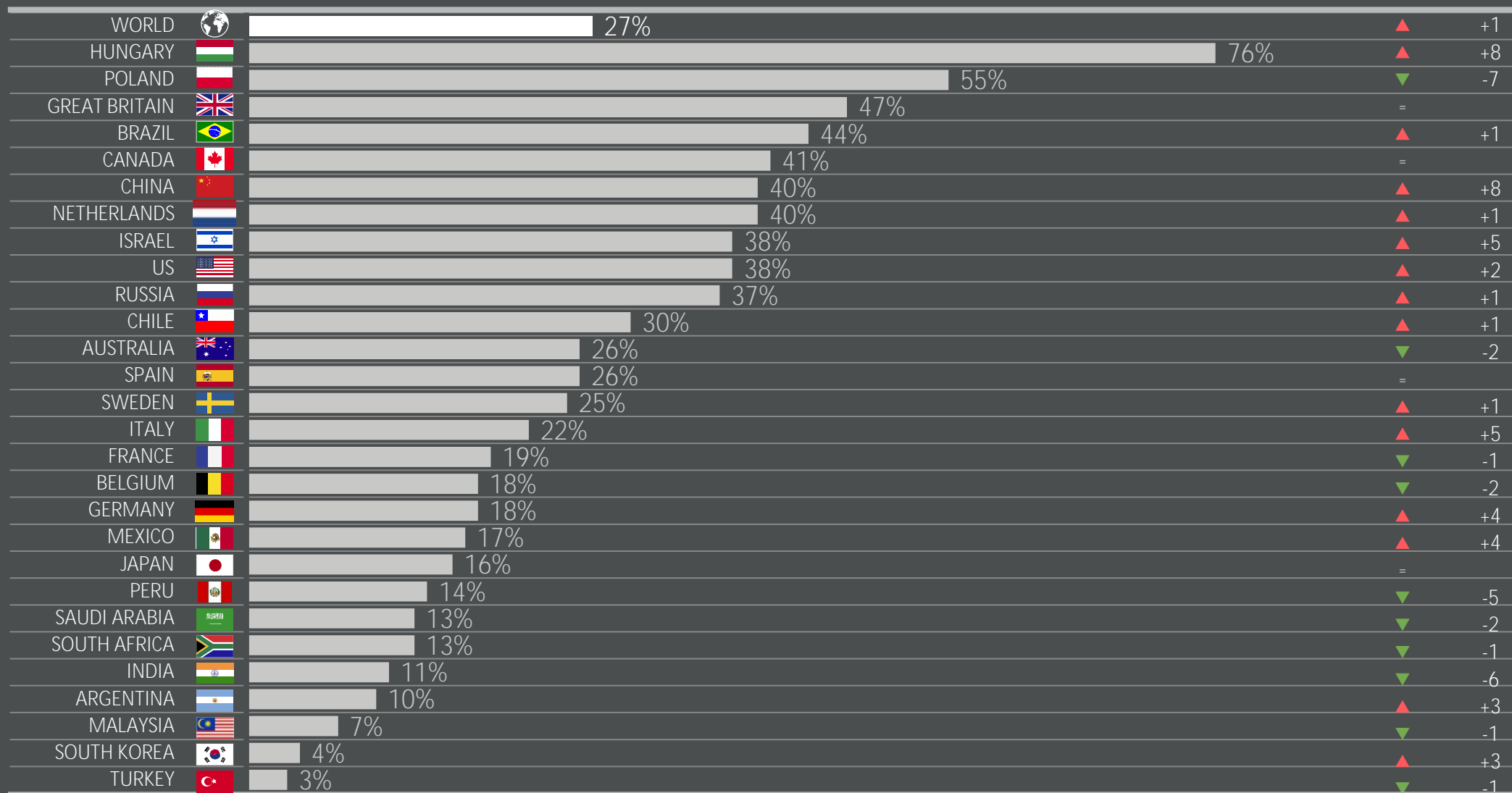
5 | HEALTHCARE

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



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

Source: Global Advisor

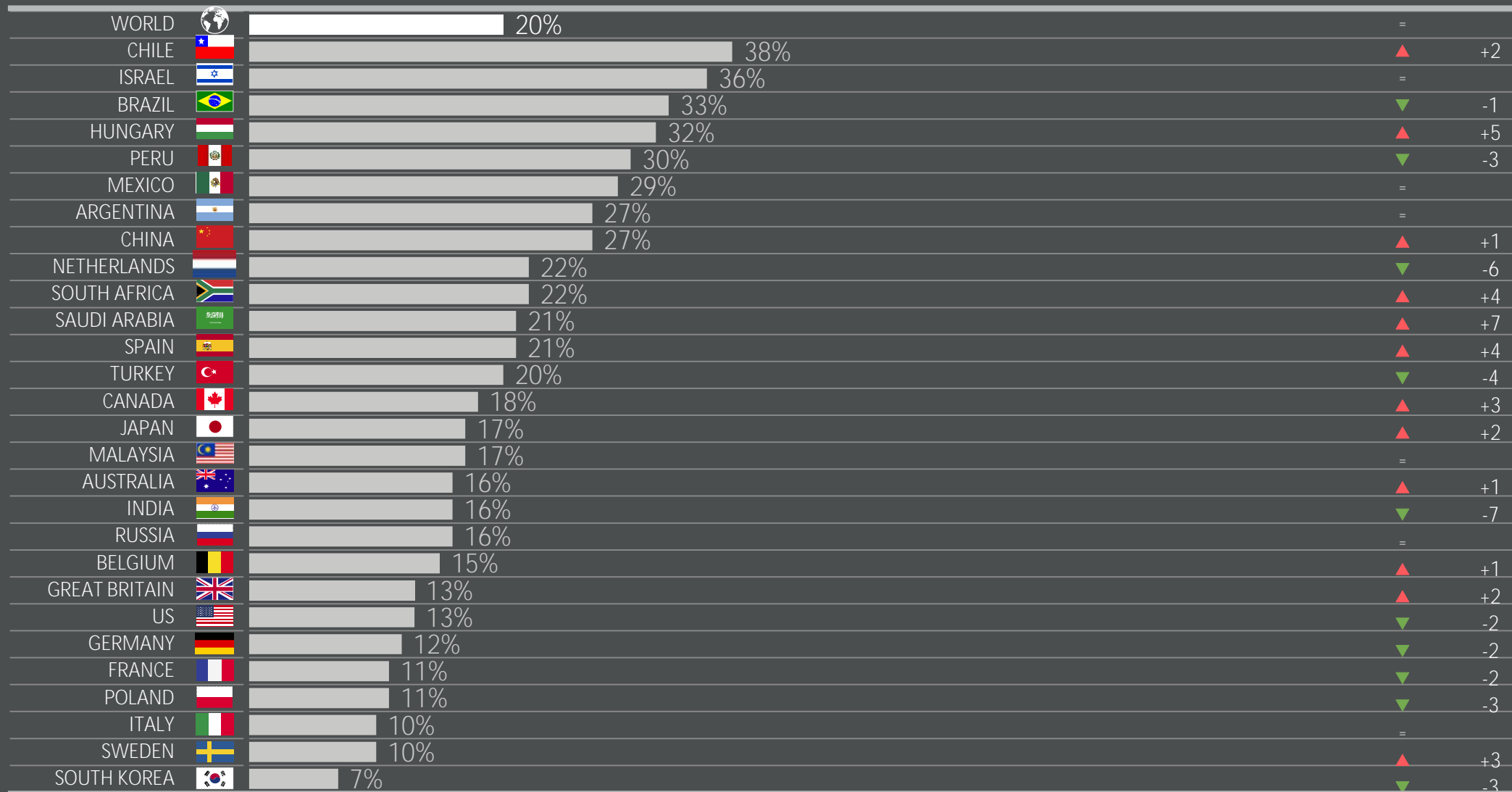
6 | EDUCATION

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

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

Country	Flag	% Worried (Jan 2020)	% Change (Jan 2020 vs 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

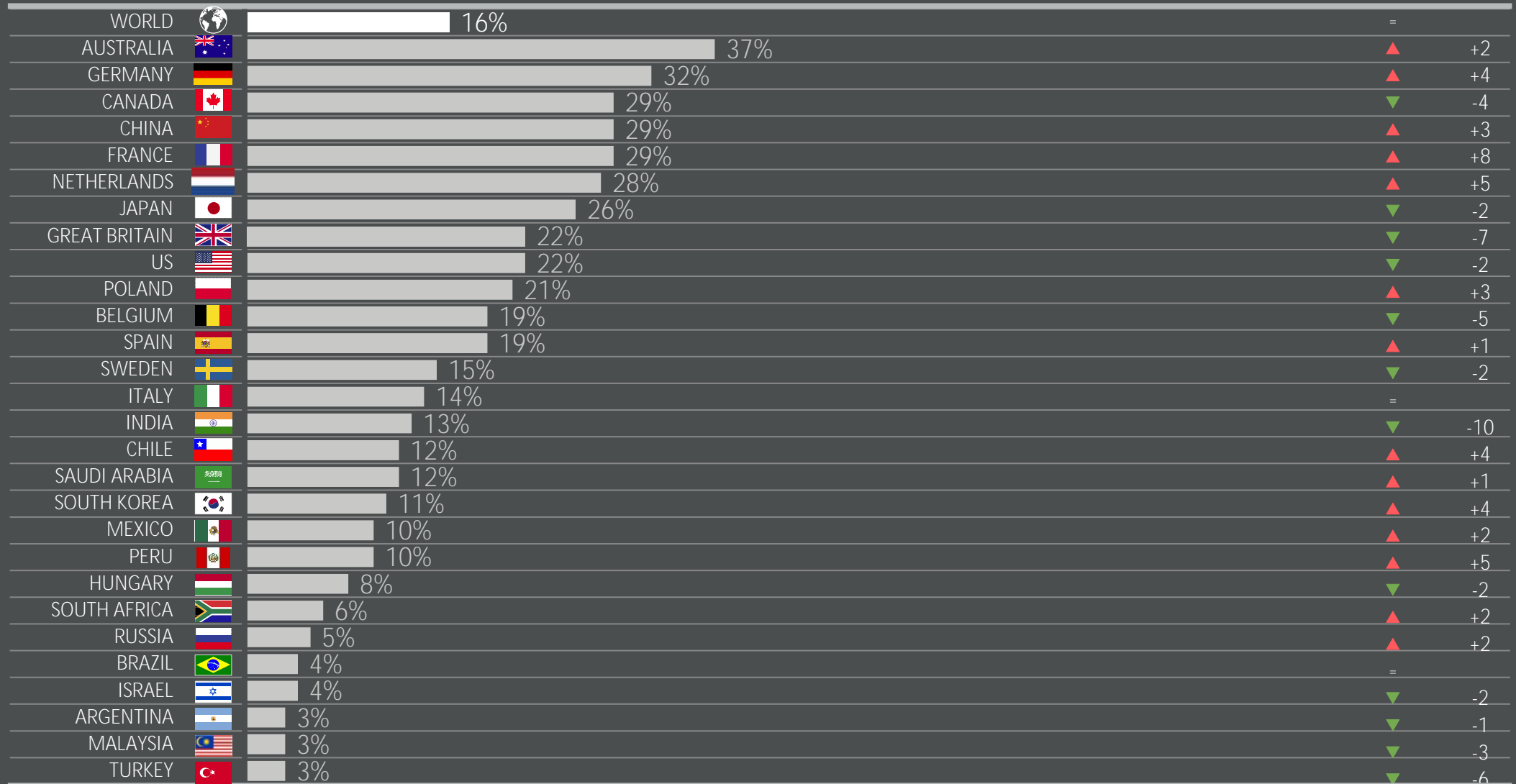
8 | CLIMATE CHANGE

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



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

Source: Global Advisor

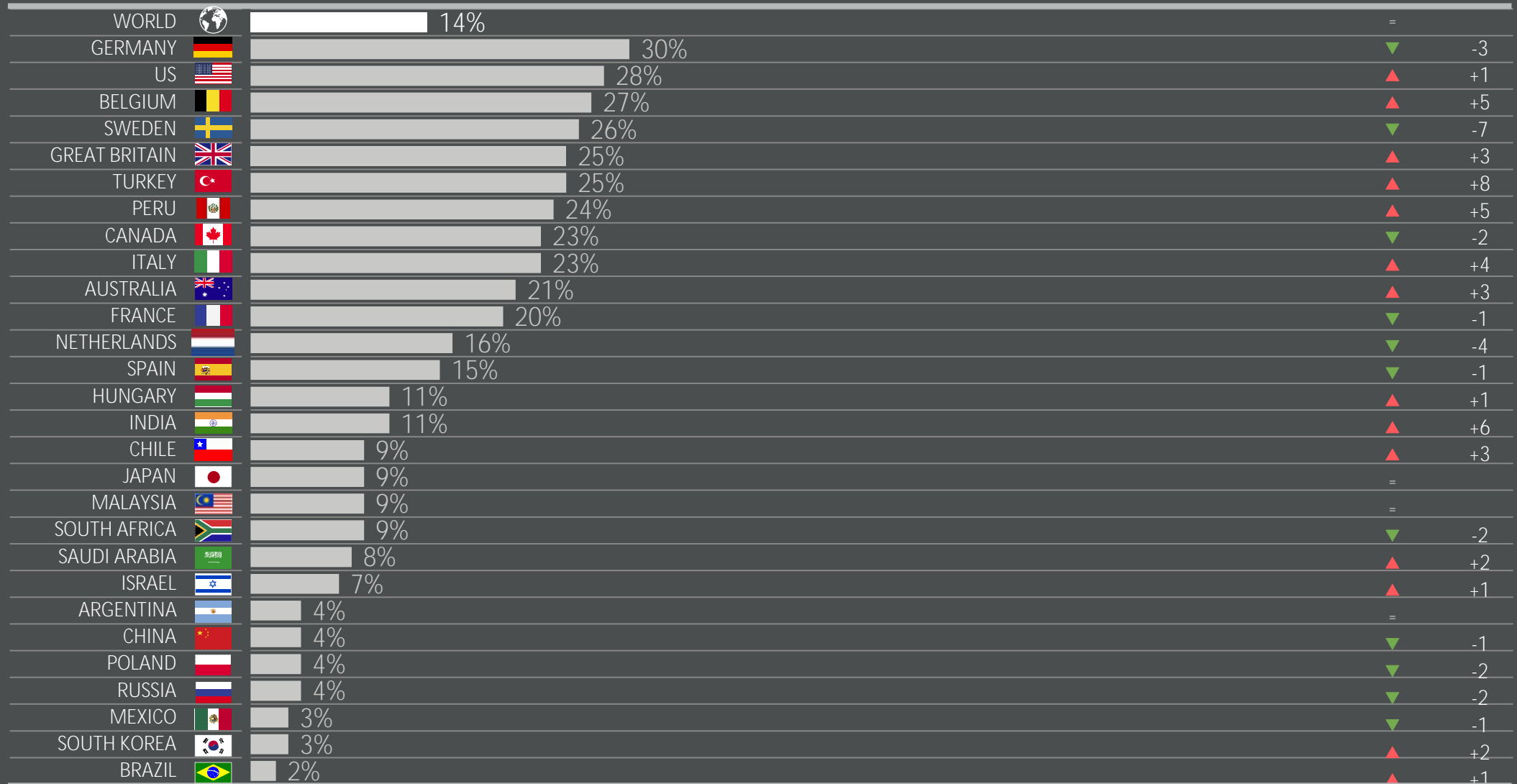
9 | IMMIGRATION CONTROL

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



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

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

Country	(%) worried in January 2020	% change compared with previous month (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

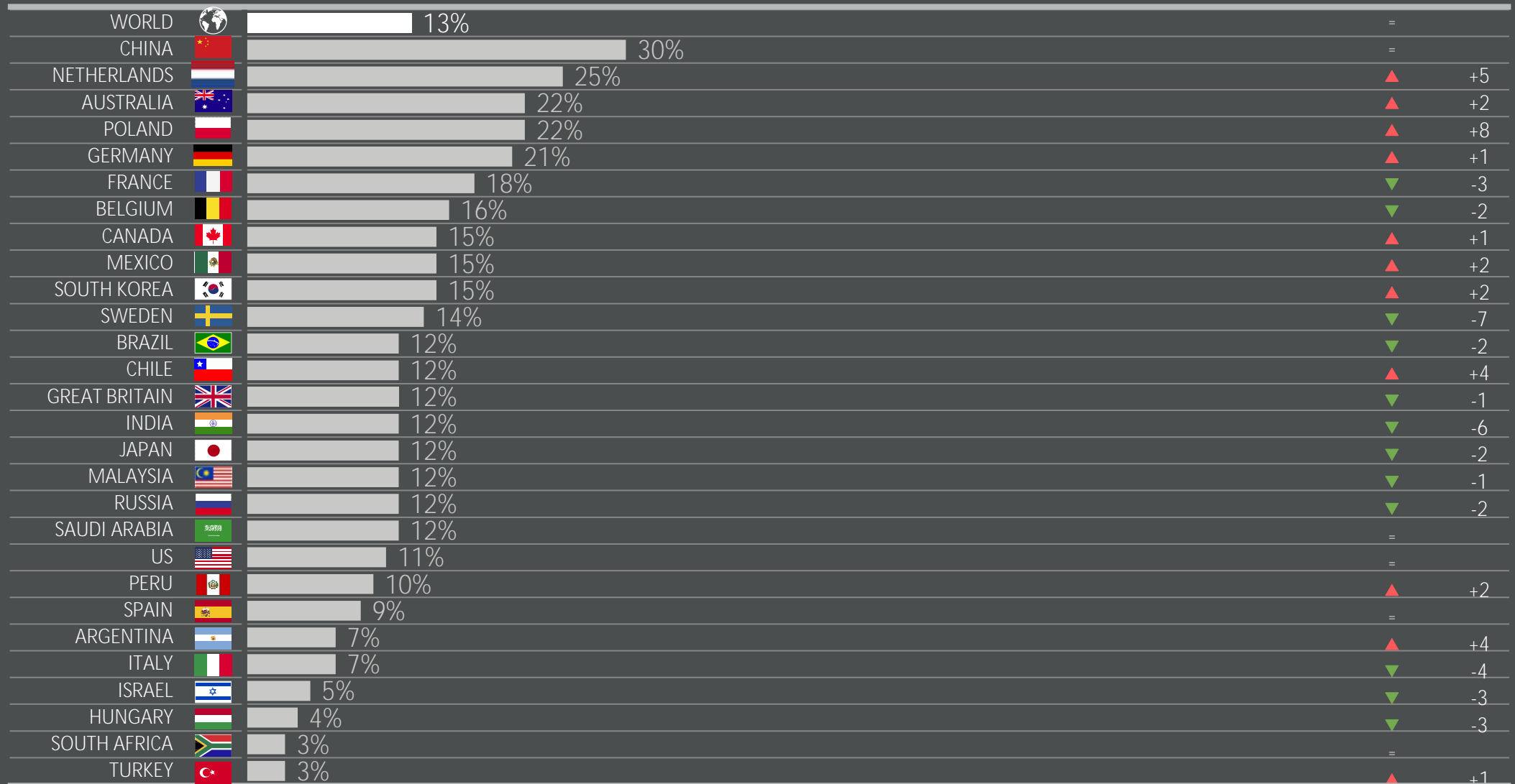
11 | THREATS AGAINST THE ENVIRONMENT

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



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

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

Country	(%) worried in January 2020	% change compared with previous month (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

WORLD WORRIES

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

Country	(%) worried in January 2020	% change compared with previous month (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

WORLD WORRIES

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

Country	(%) worried in January 2020	% change compared with previous month (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

Country	Jan 2020 (%)	Dec 2019 (%)	% Change
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

WORLD WORRIES

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

Country	Jan 2020 (%)	Dec 2019 (%)	% Change
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

WORLD WORRIES

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

Country	Flag	Bar	Percentage	% change	Value
WORLD		<div style="width: 2%;"></div>	2%	=	
CHINA		<div style="width: 10%;"></div>	10%	▲	+3
HUNGARY		<div style="width: 4%;"></div>	4%	▲	+2
POLAND		<div style="width: 4%;"></div>	4%	▲	+2
RUSSIA		<div style="width: 4%;"></div>	4%	▼	-1
ARGENTINA		<div style="width: 3%;"></div>	3%	▲	+2
AUSTRALIA		<div style="width: 3%;"></div>	3%	▲	+1
CANADA		<div style="width: 3%;"></div>	3%	▲	+1
ITALY		<div style="width: 3%;"></div>	3%	▲	+1
BELGIUM		<div style="width: 2%;"></div>	2%	▼	-1
BRAZIL		<div style="width: 2%;"></div>	2%	▲	+1
ISRAEL		<div style="width: 2%;"></div>	2%	=	
JAPAN		<div style="width: 2%;"></div>	2%	=	
MALAYSIA		<div style="width: 2%;"></div>	2%	=	
SAUDI ARABIA		<div style="width: 2%;"></div>	2%	▼	-5
NETHERLANDS		<div style="width: 2%;"></div>	2%	▲	+1
SOUTH AFRICA		<div style="width: 2%;"></div>	2%	▲	+1
SOUTH KOREA		<div style="width: 2%;"></div>	2%	▼	-1
SWEDEN		<div style="width: 2%;"></div>	2%	▲	+1
CHILE		<div style="width: 1%;"></div>	1%	=	
FRANCE		<div style="width: 1%;"></div>	1%	=	
GERMANY		<div style="width: 1%;"></div>	1%	▼	-1
GREAT BRITAIN		<div style="width: 1%;"></div>	1%	=	
INDIA		<div style="width: 1%;"></div>	1%	▼	-2
PERU		<div style="width: 1%;"></div>	1%	▼	-1
SPAIN		<div style="width: 1%;"></div>	1%	▼	-1
TURKEY		<div style="width: 1%;"></div>	1%	▼	-1
US		<div style="width: 1%;"></div>	1%	=	
MEXICO		<div style="width: 1%;"></div>	*	▼	-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.

FOR MORE INFORMATION

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