

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.

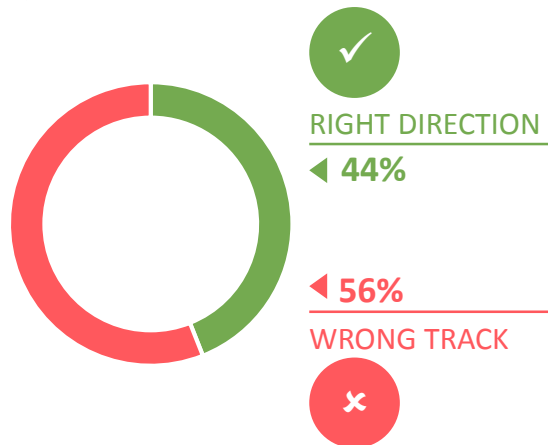


It's striking how quickly initial fears that we're heading in the wrong direction following Brexit have abated; people have not seen much impact on the economy or felt it on their own standard of living.

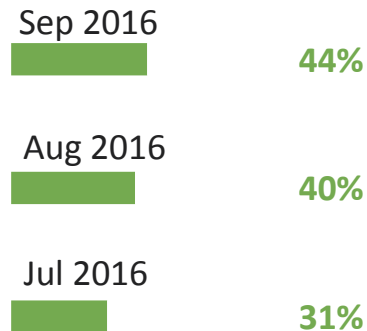
Bobby Duffy, MD of Ipsos MORI Social Research Institute

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?

Topic	Percentage	% change compared with previous month:
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

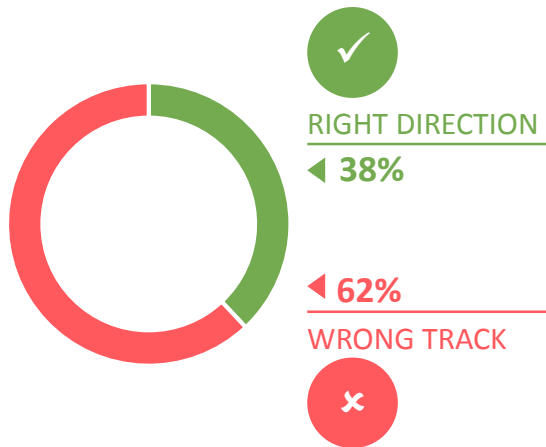
WORLD SUMMARY: SEPTEMBER 2016

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

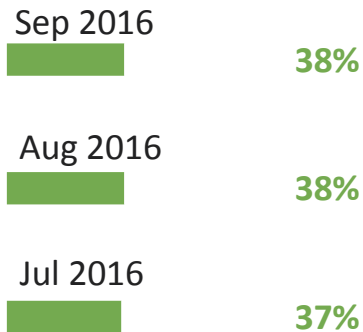
Unemployment currently occupies the top spot for global concern with 38% saying this.

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:

Topic	Percentage	% 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

Aug 2016

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

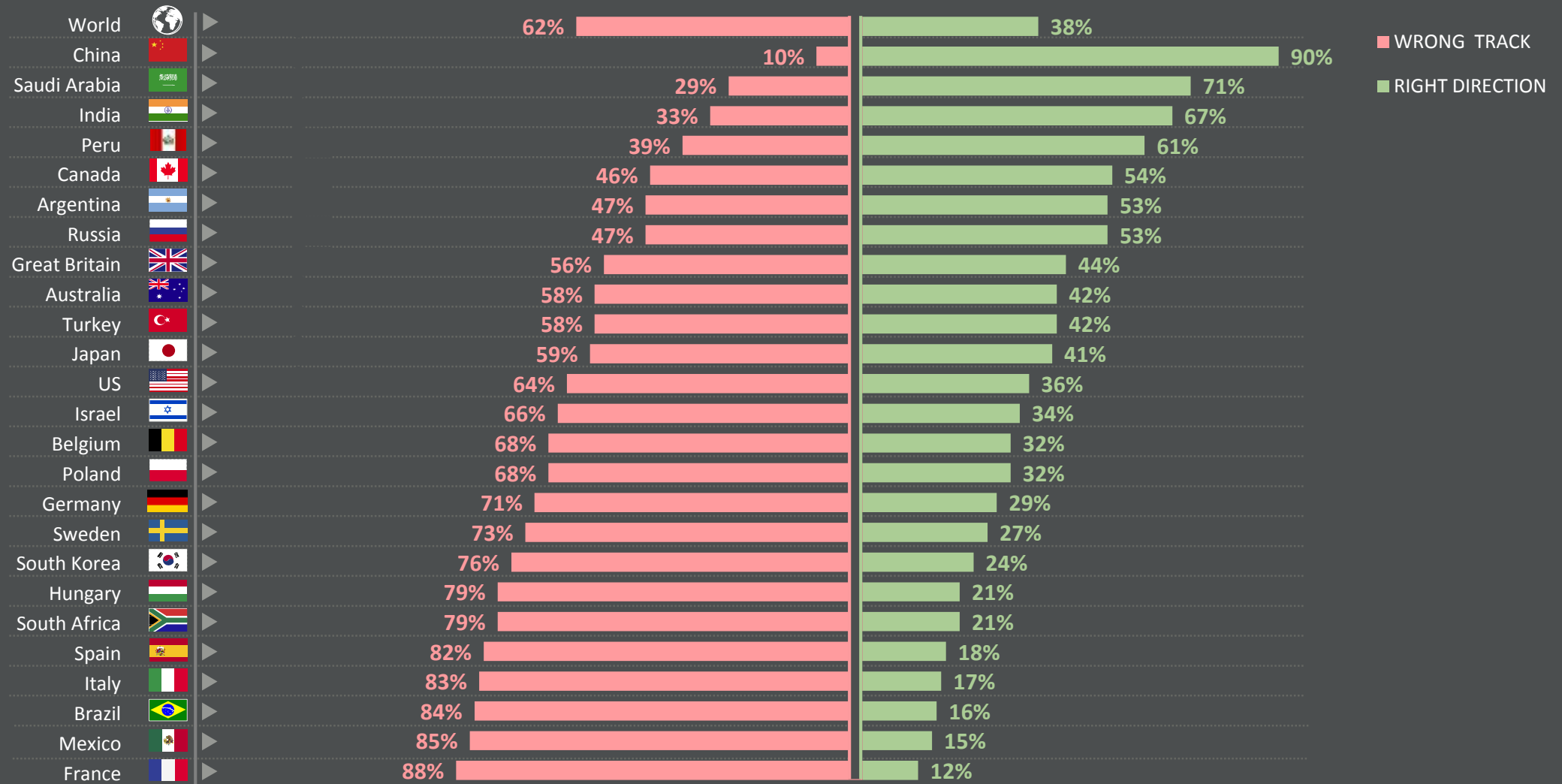
WRONG

TRACK

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

COUNTRY COMPARISON

RIGHT DIRECTION/WRONG TRACK

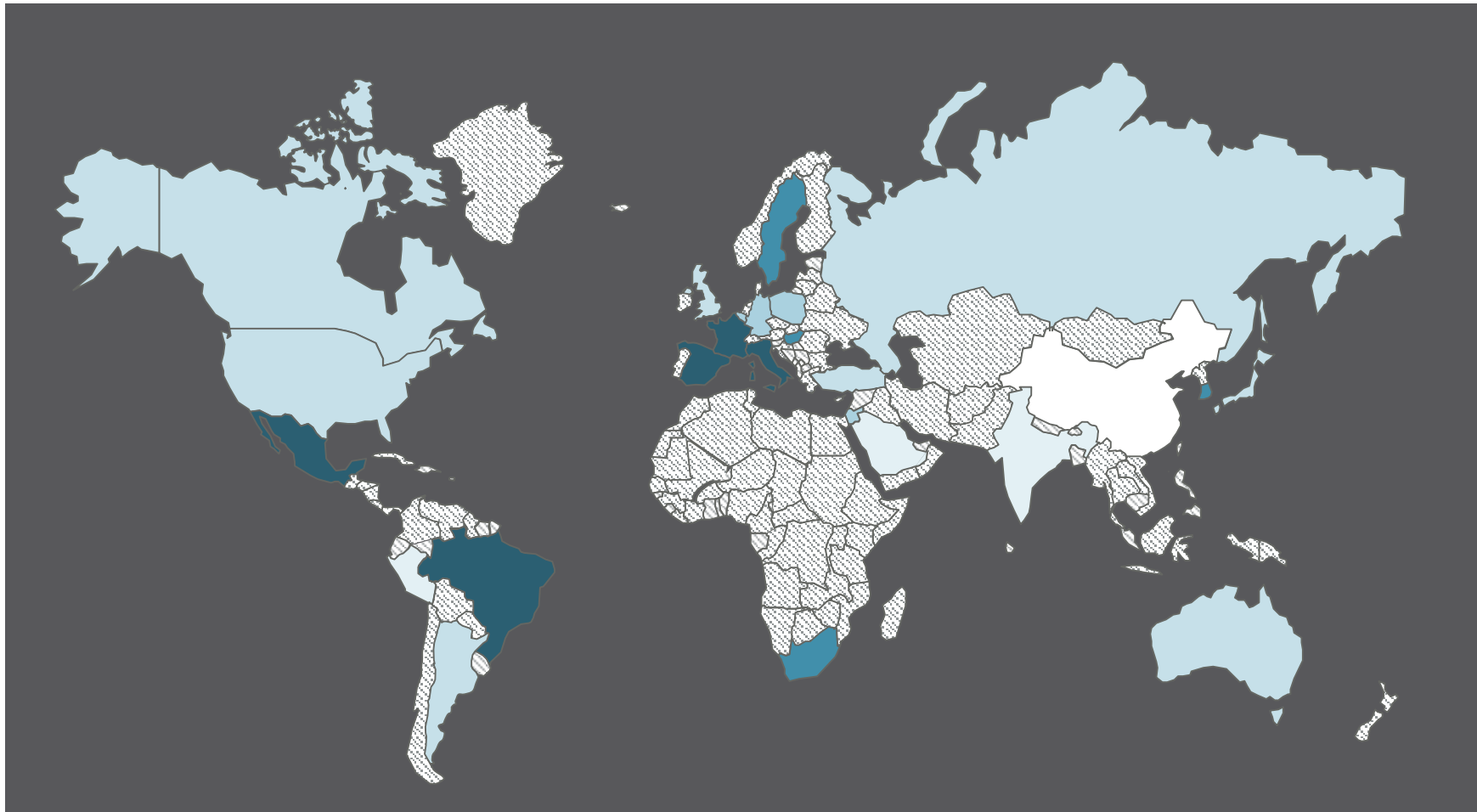


Base: Representative sample of 18,014 adults aged 16-64 in 25 participating countries, August 26th - September 9th 2016

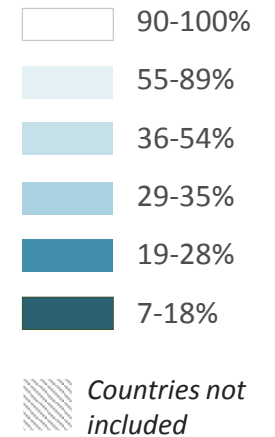
Source: Global Advisor

% 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?



% RIGHT DIRECTION

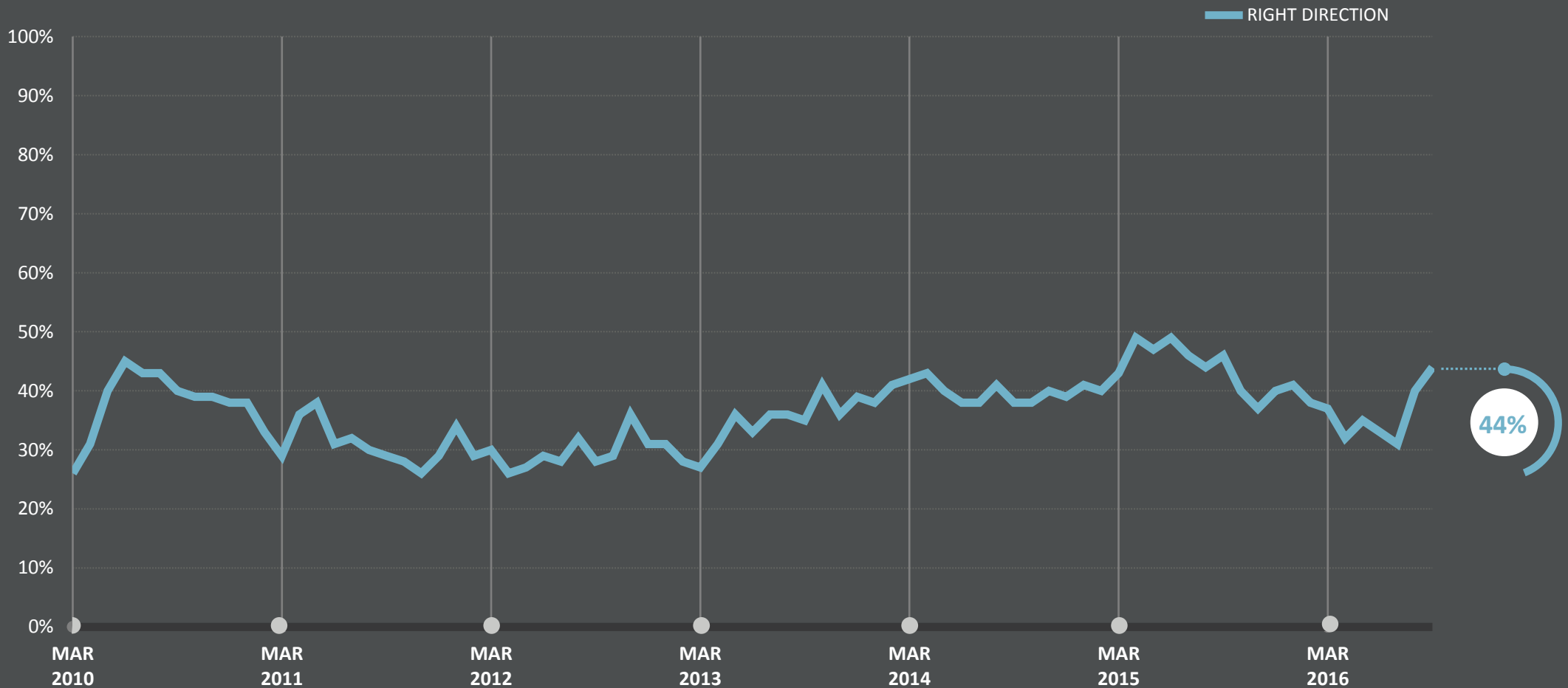


Base: Representative sample of 18,014 adults aged 16-64 in 25 participating countries, August 26th - September 9th 2016

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?

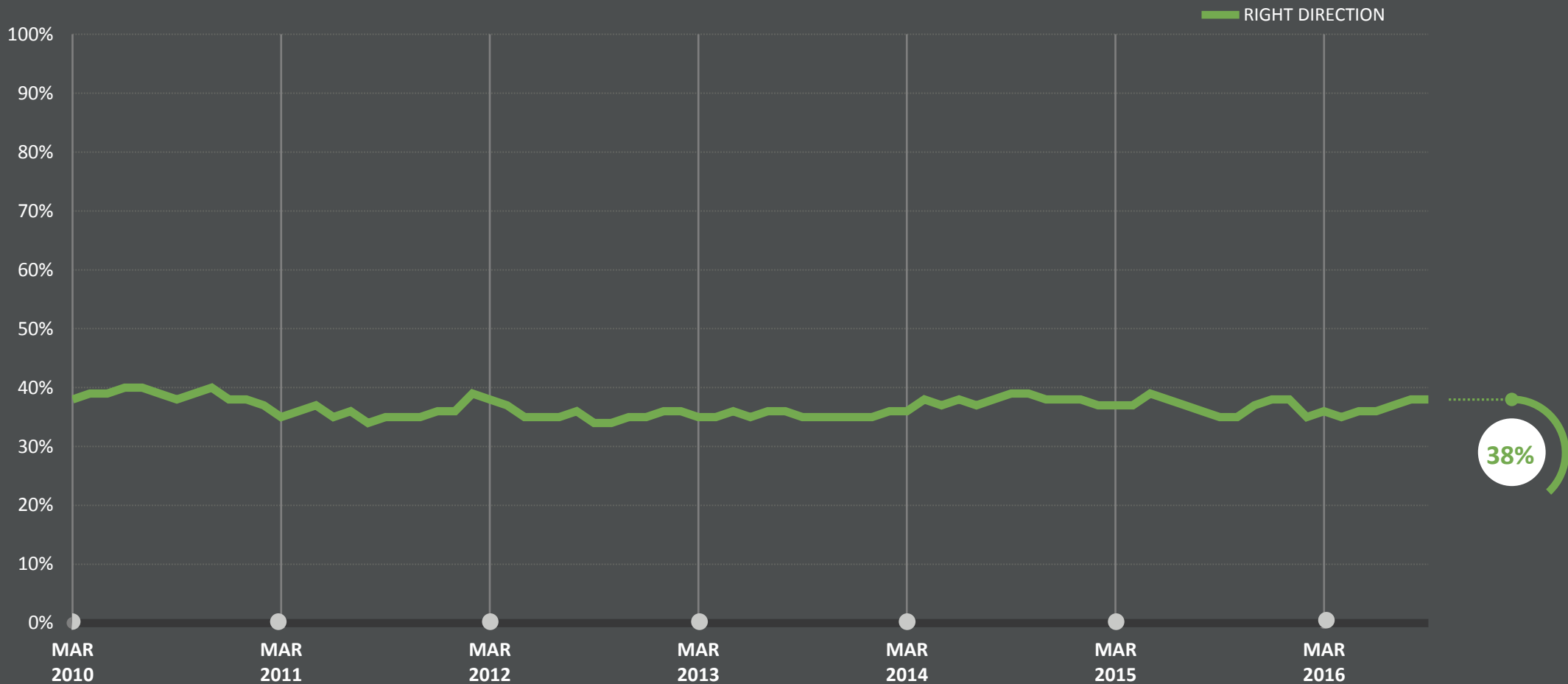


Base: Representative sample of British adults aged 16-64, c.1,000 per month.

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

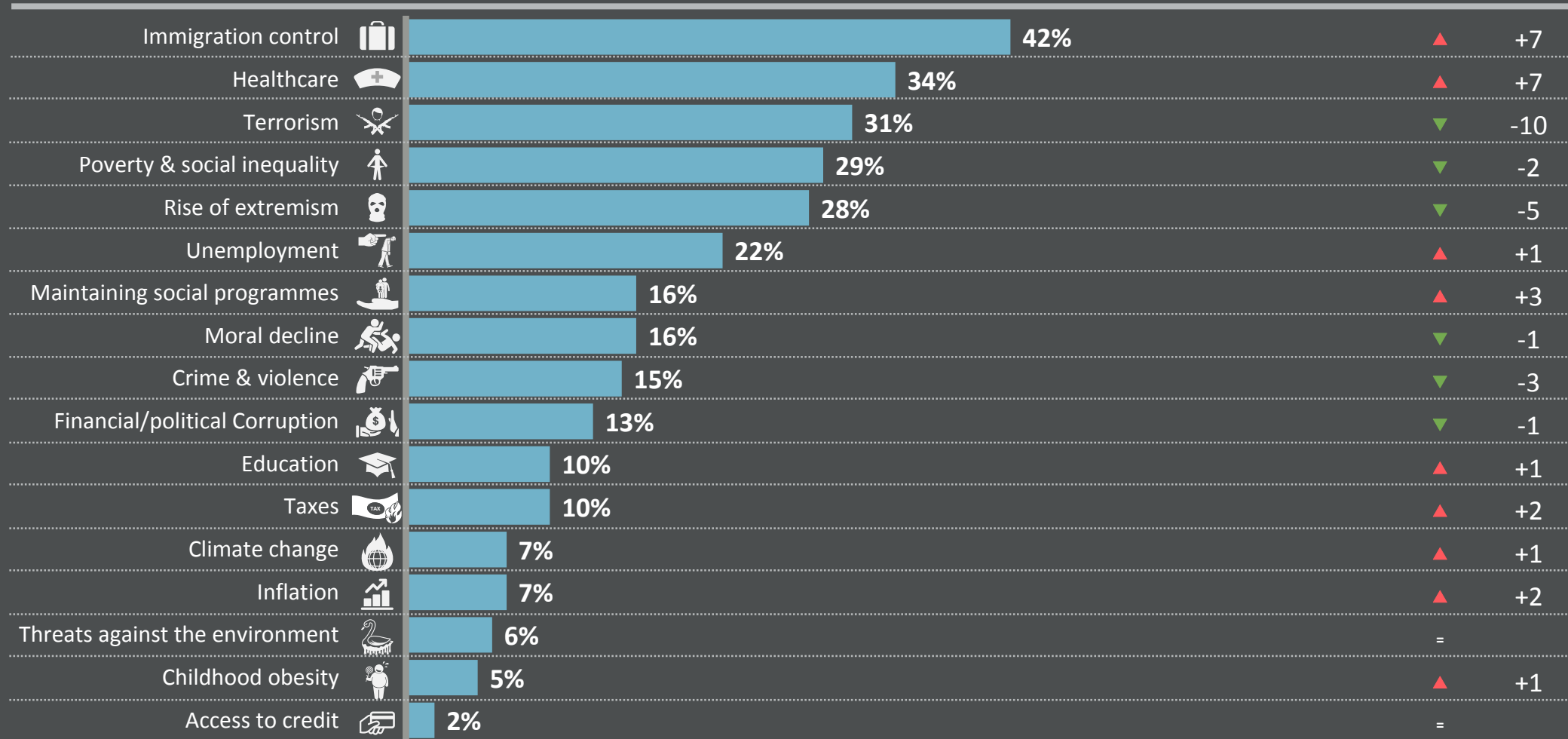
GREAT BRITAIN'S WORRIES

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

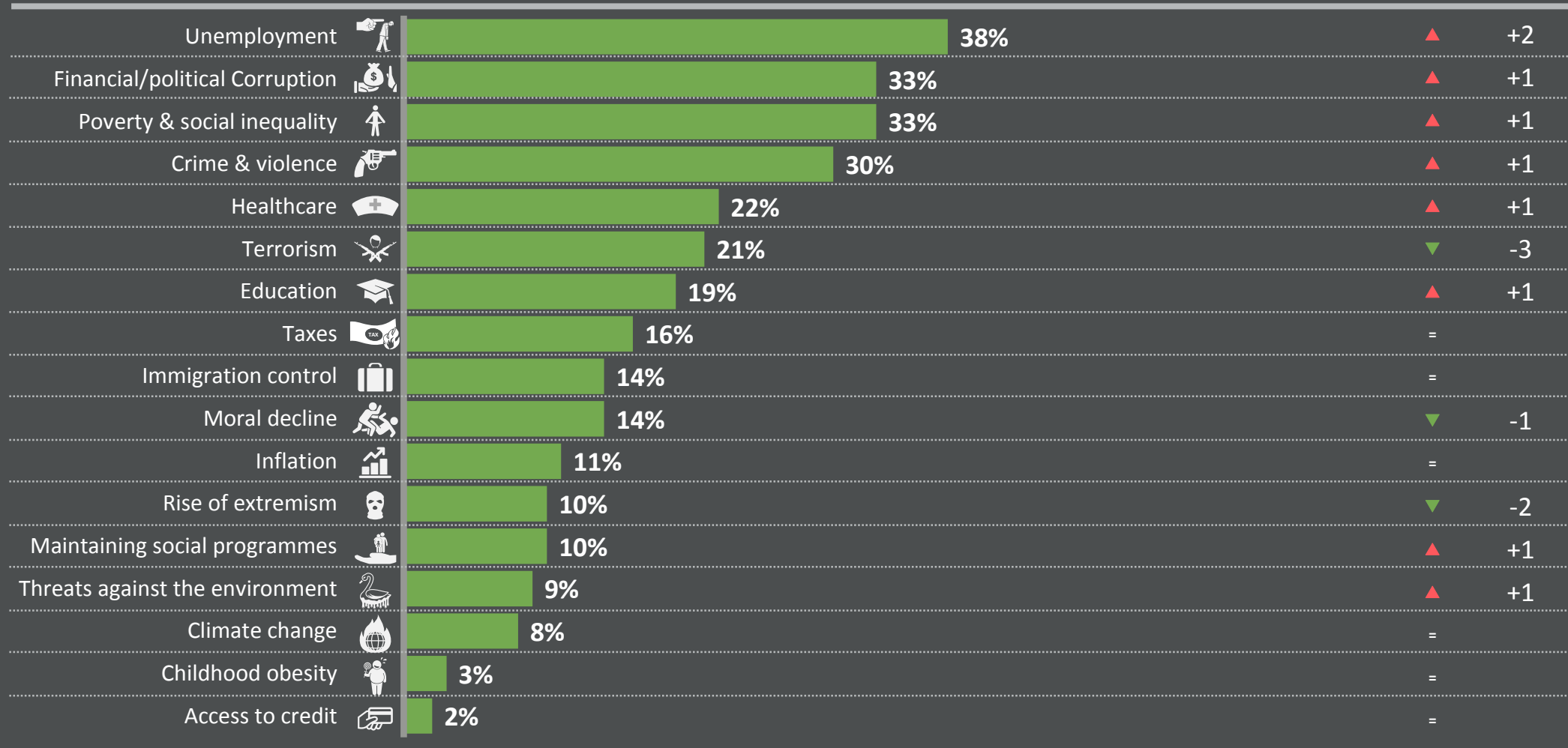
WORLD WORRIES

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



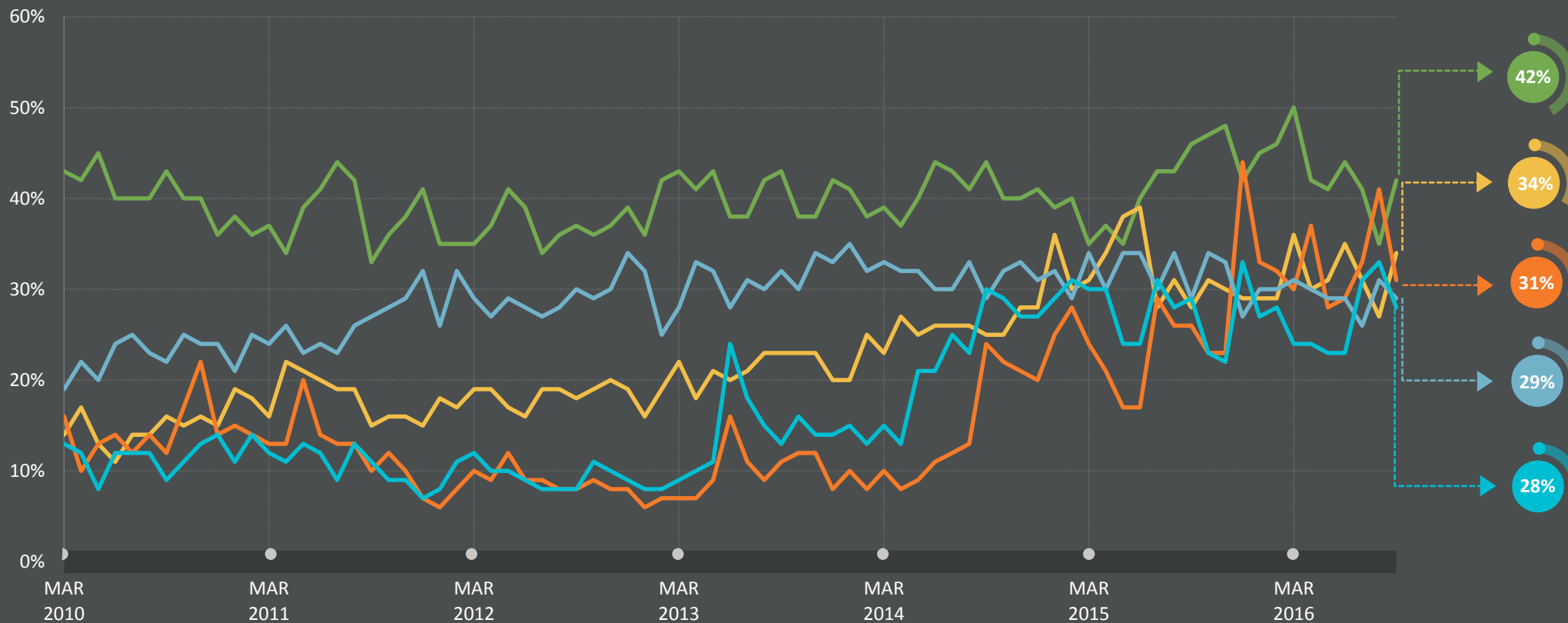
Base: Representative sample of adults aged 16-64. September 2016: 18,014; August 2016: 18,042.

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?



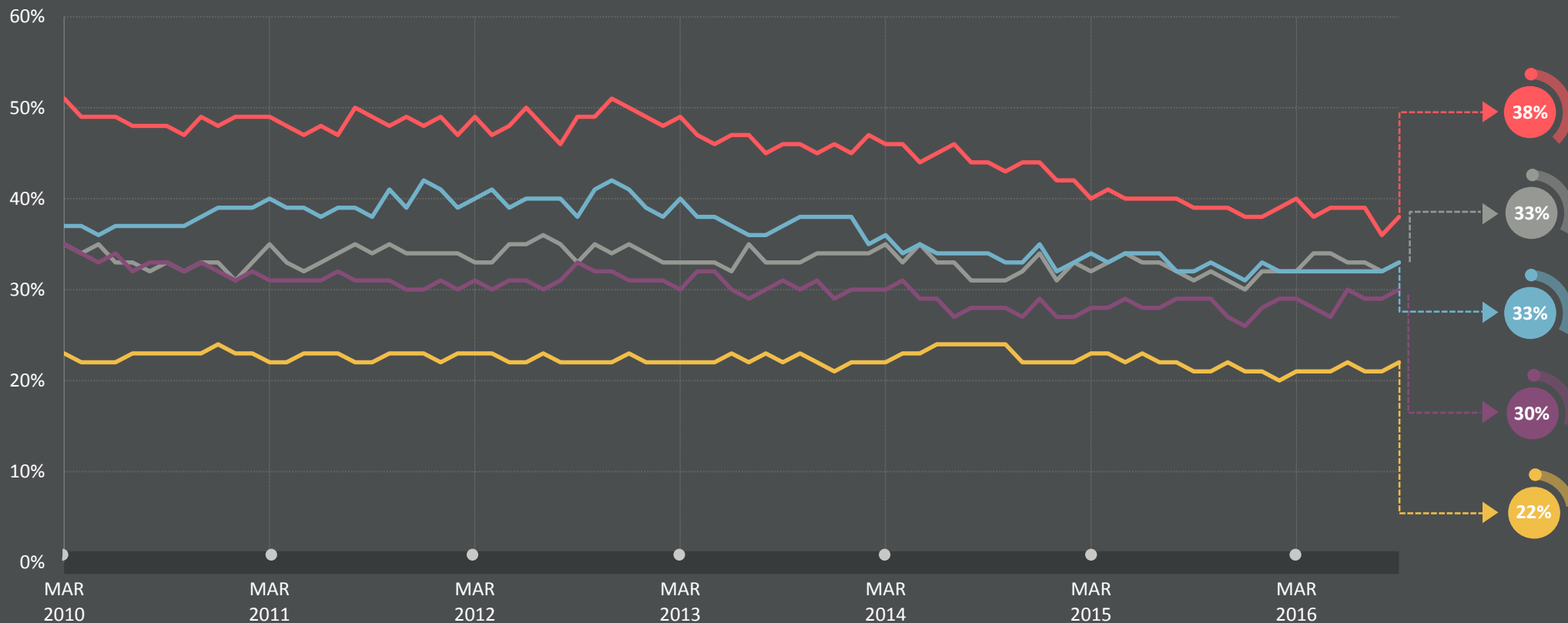
- Immigration control
- Healthcare
- Terrorism
- Poverty & social inequality
- Rise of extremism

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

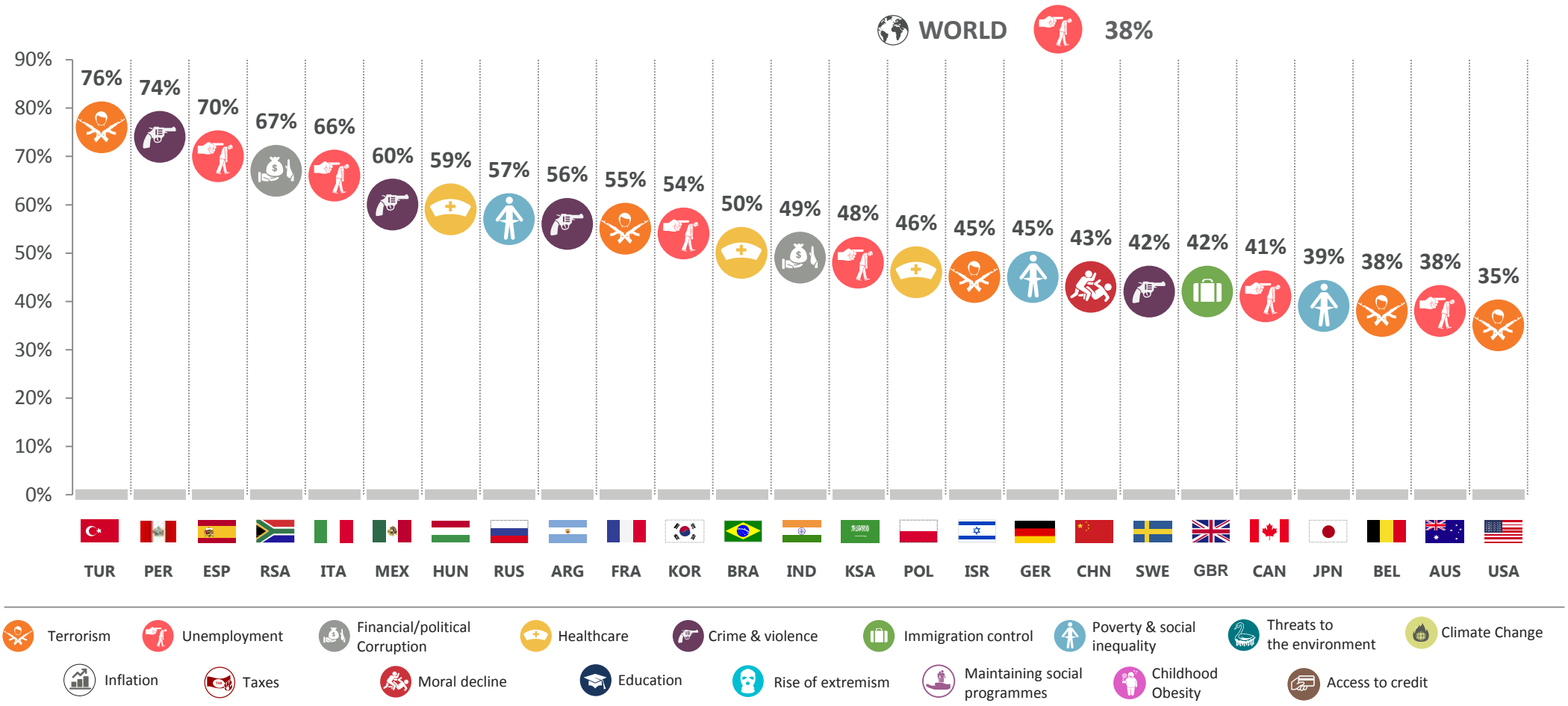
COMPARISON

- 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



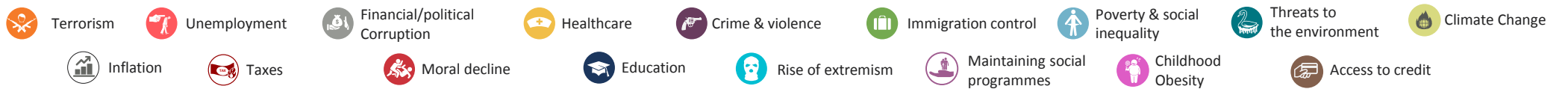
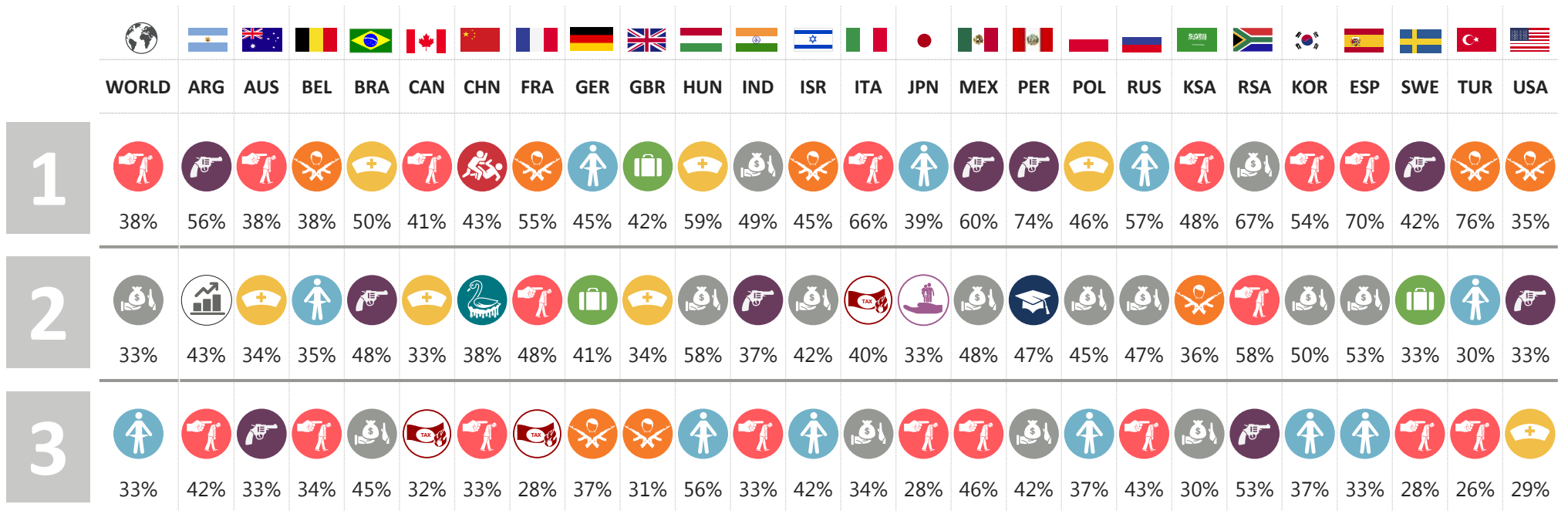
Base: Representative sample of 18,014 adults aged 16-64 in 25 participating countries, August 26th - September 9th 2016

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

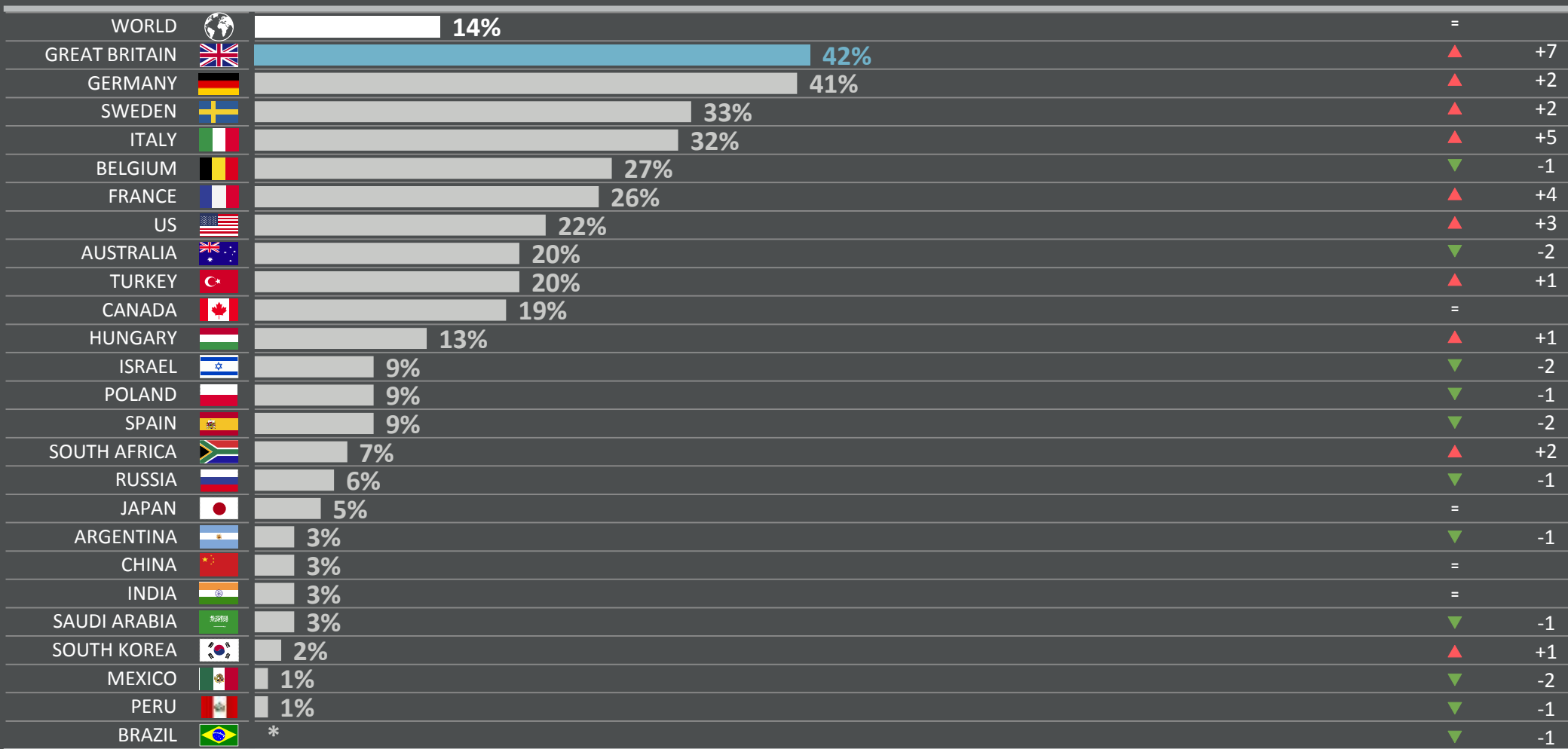
1 | IMMIGRATION CONTROL

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



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

Source: Global Advisor

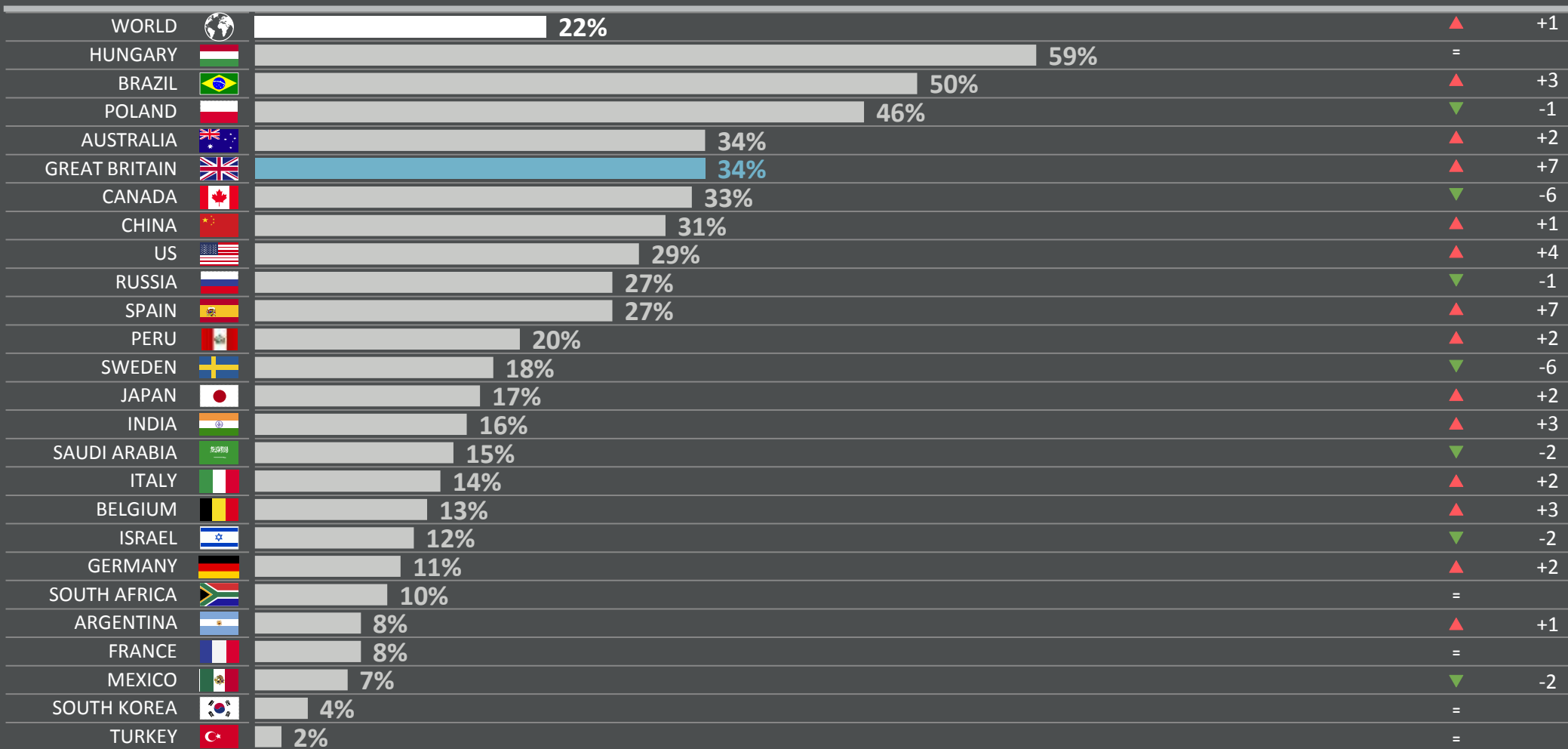
2 | HEALTHCARE

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



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

Source: Global Advisor

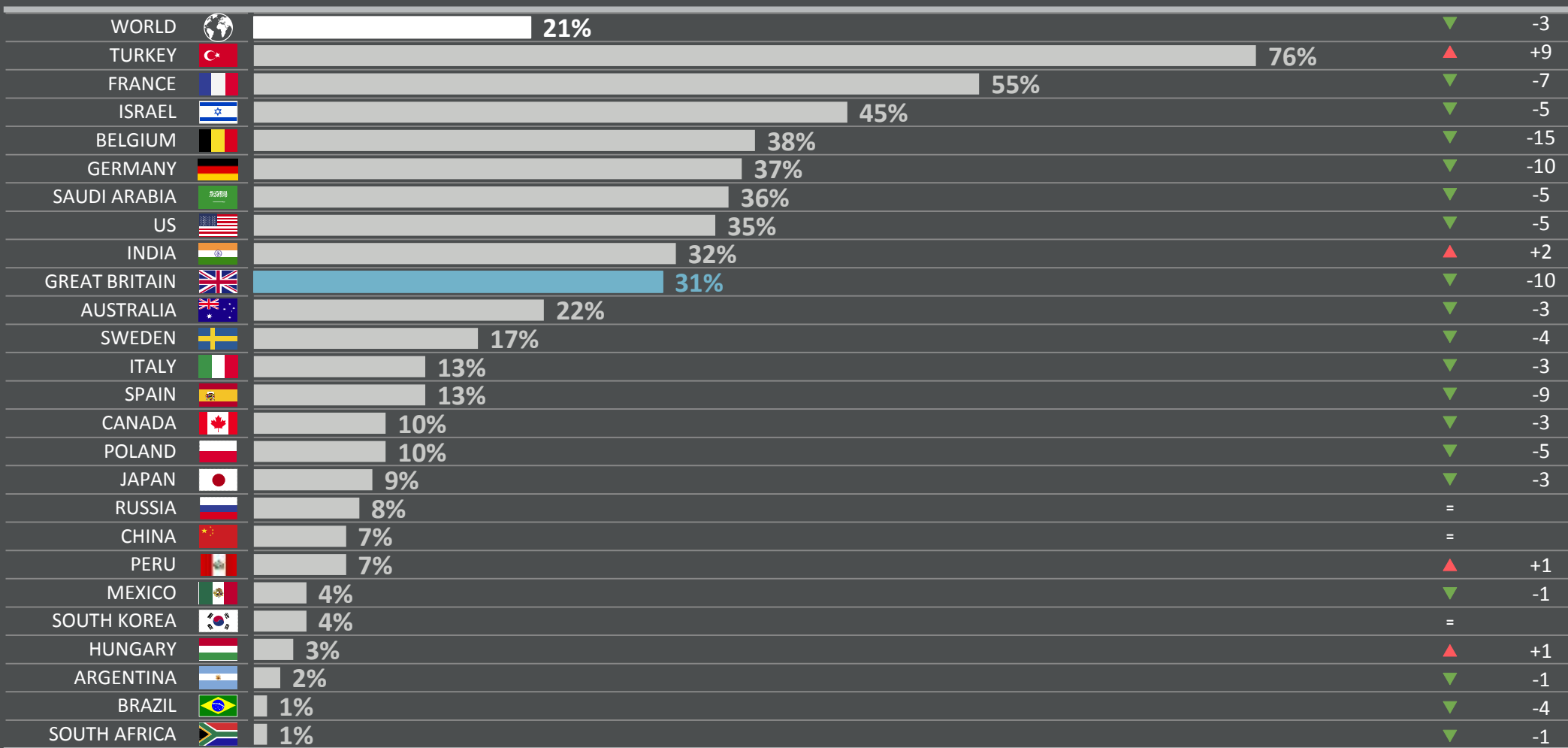
3 | TERRORISM

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

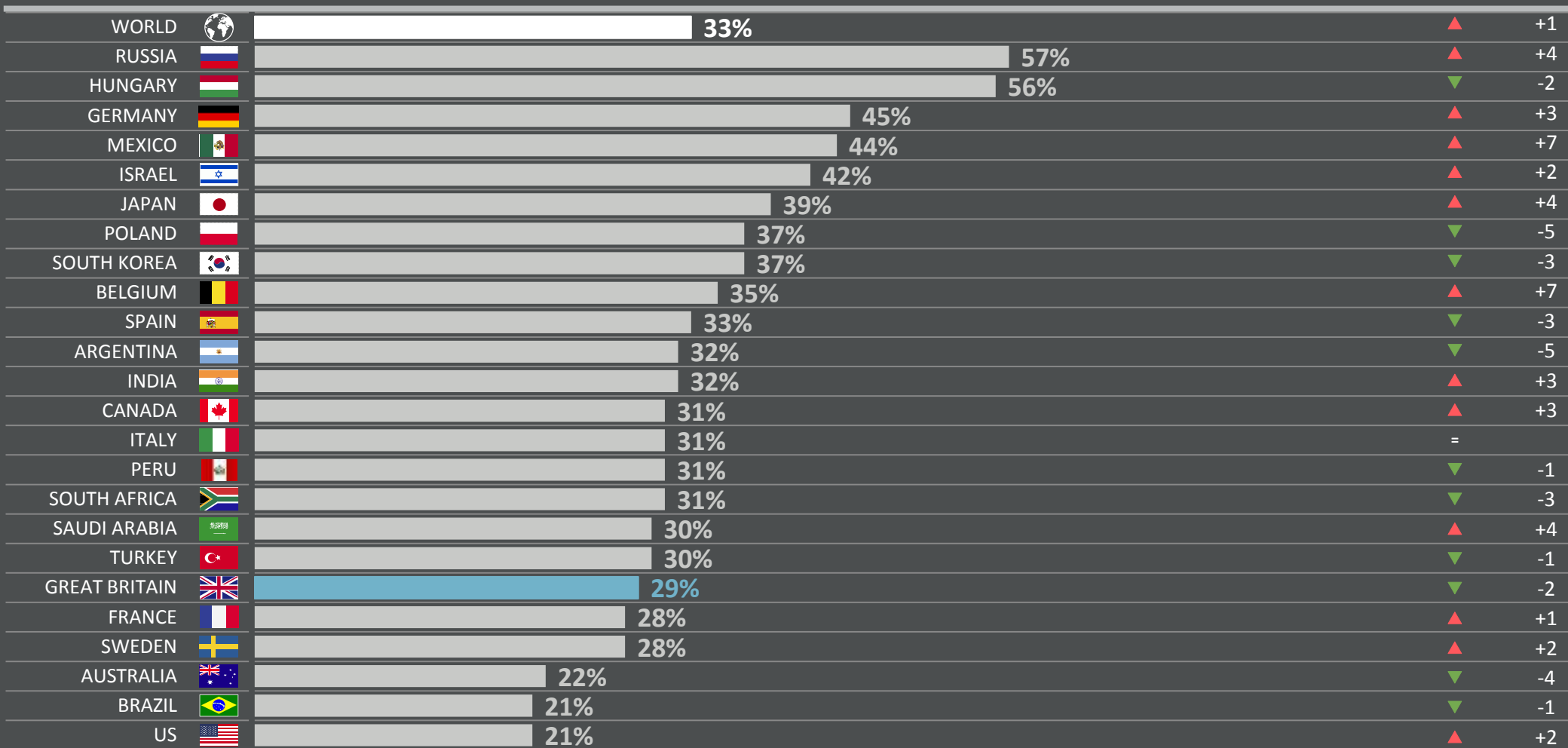
4 | POVERTY & SOCIAL INEQUALITY

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



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

Country	Flag	% Worried (Sep 2016)	% Change (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

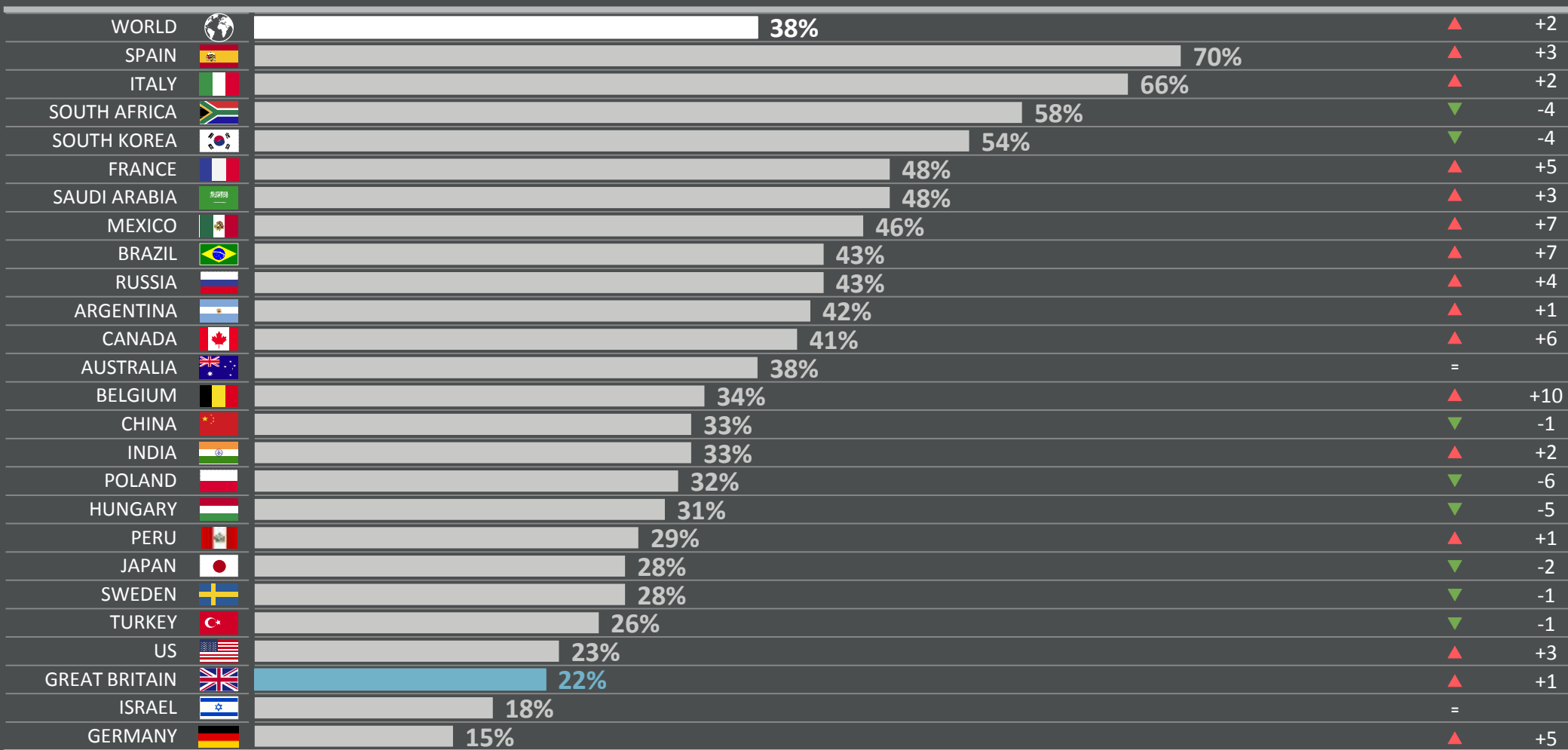
1 | UNEMPLOYMENT AND JOBS

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



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

Source: Global Advisor

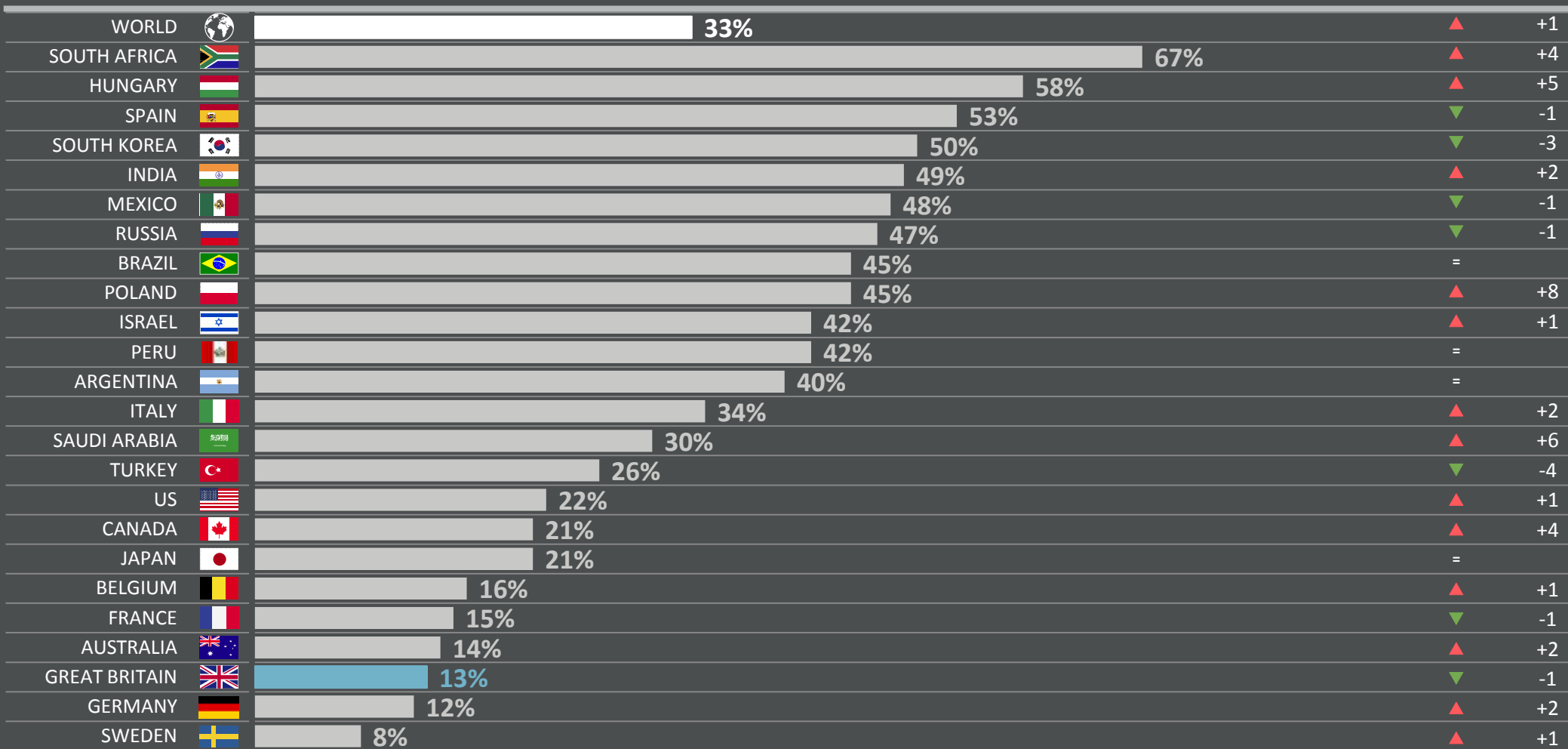
2 | FINANCIAL/POLITICAL CORRUPTION

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



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

Country	% worried in September 2016	% change compared with previous month (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

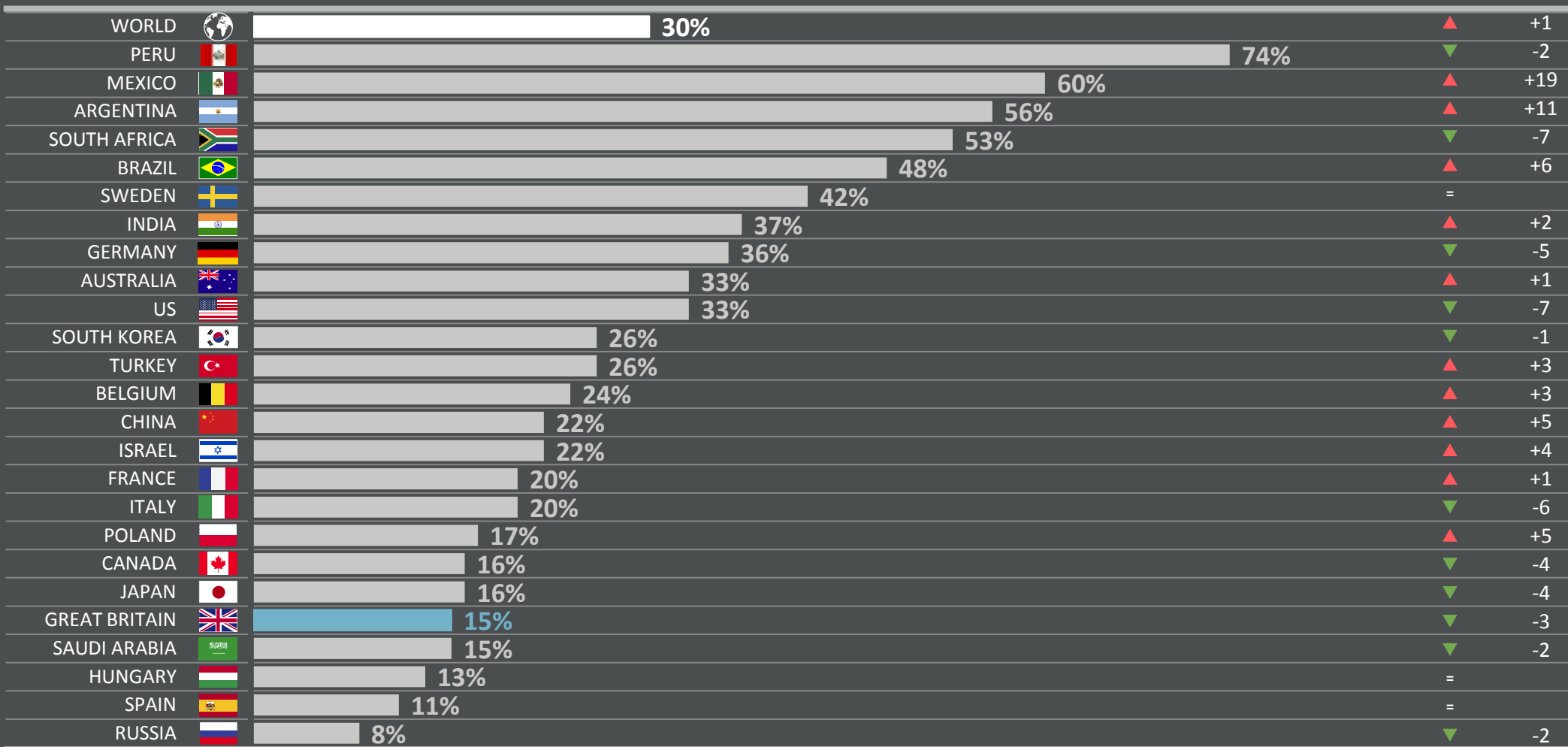
4 | CRIME & VIOLENCE

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

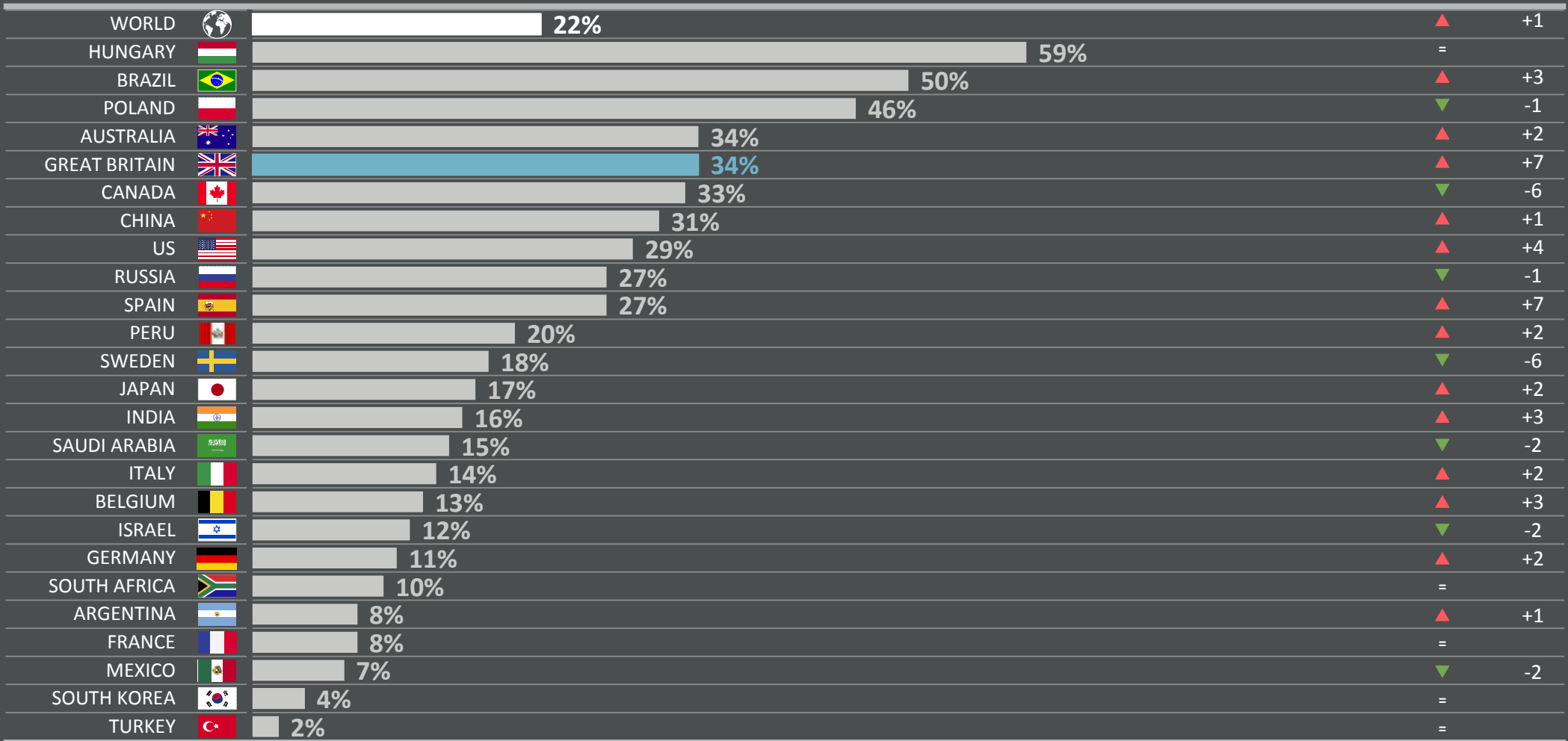
5 | HEALTHCARE

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



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

Source: Global Advisor

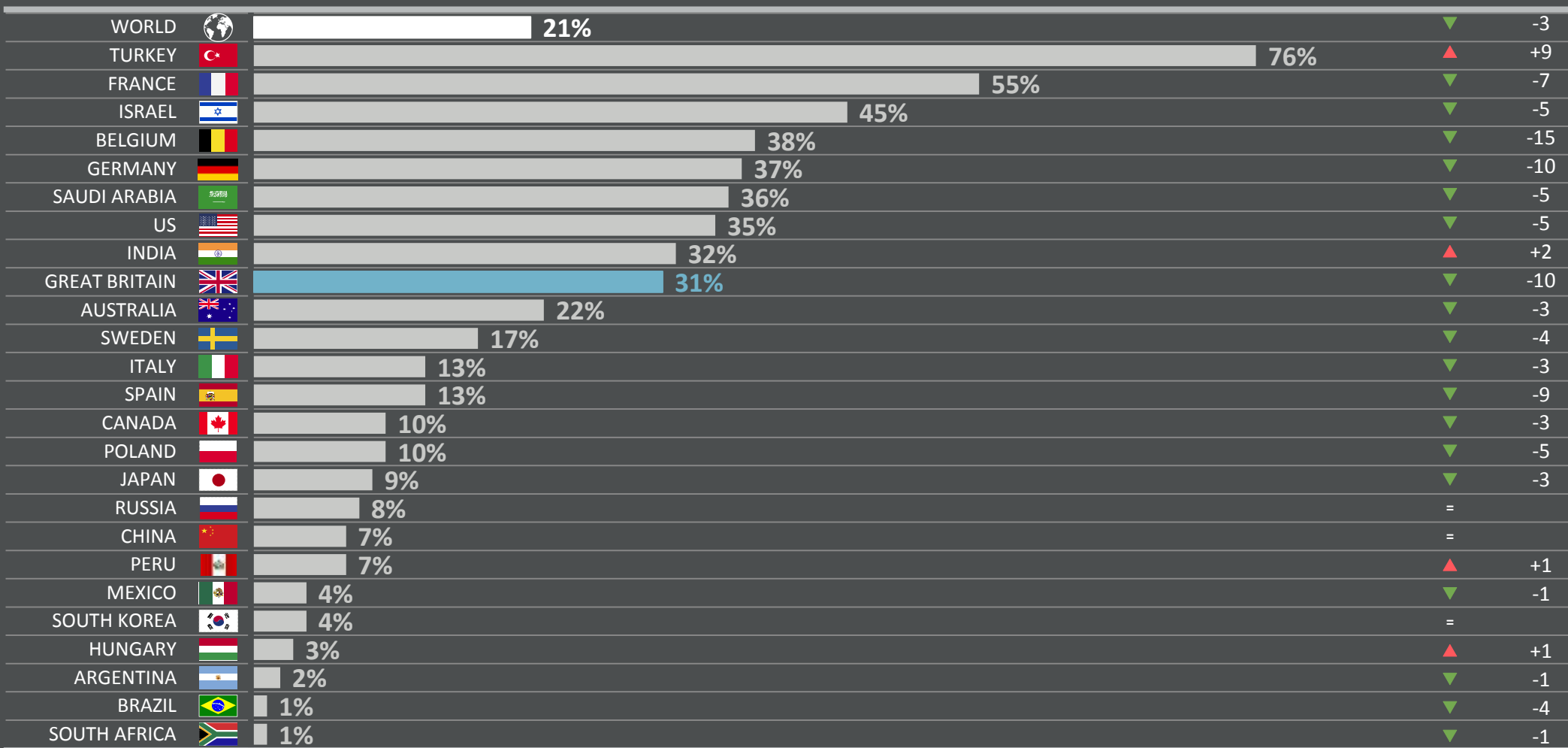
6 | TERRORISM

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



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

Source: Global Advisor

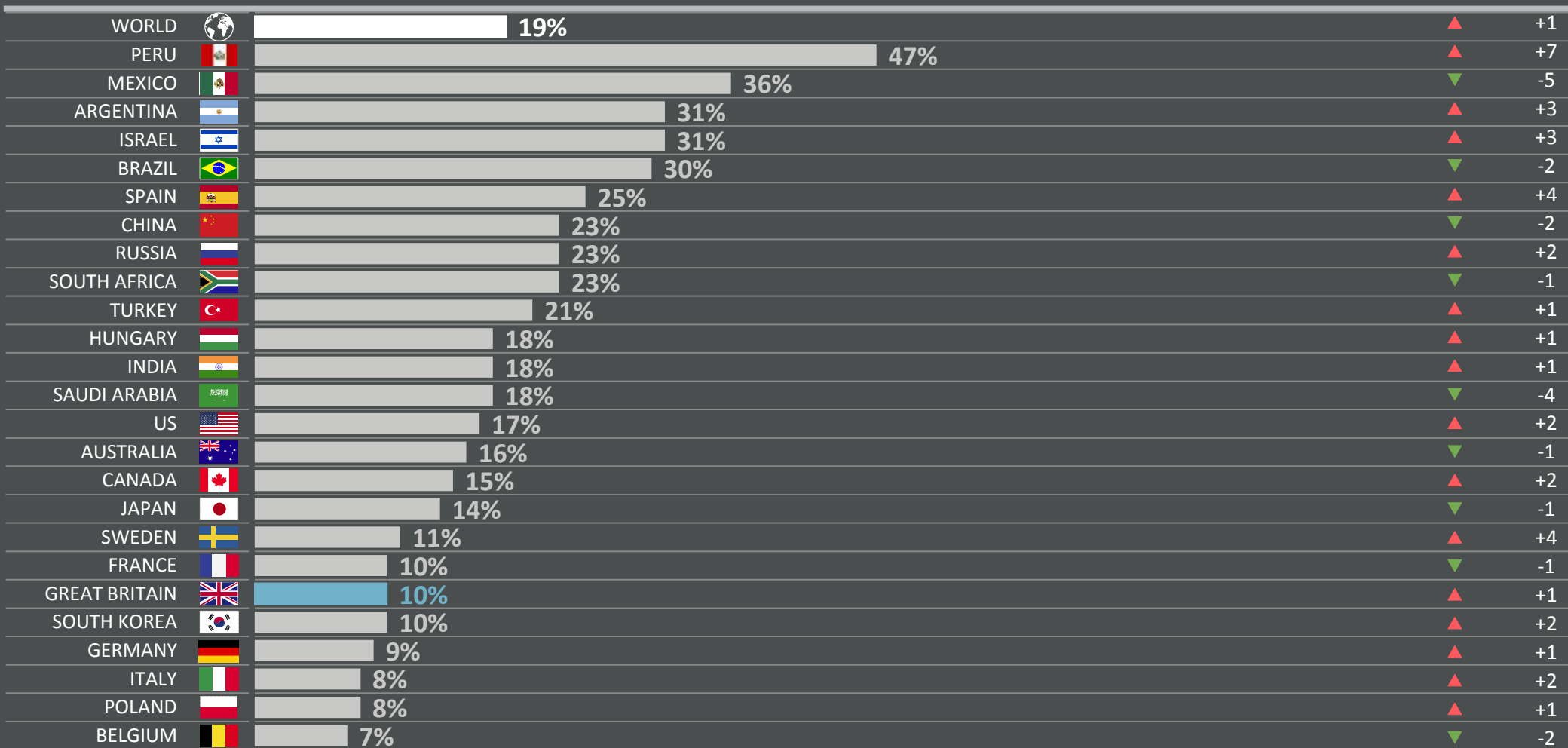
7 | EDUCATION

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



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

Country	% worried in September 2016	% change compared with previous month (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

Country	Flag	% Worried (Sep 2016)	% Change (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

Country	Flag	% Worried (Sep 2016)	% Change (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

Country	Flag	% Worried (Sep 2016)	% Change (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

Country	Flag	% Worried (Sep 2016)	% Change (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

Country	% worried in September 2016	% change compared with previous month (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

Country	Flag	% Worried (Sep 2016)	% Change (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

Country	Flag	% Worried (Sep 2016)	% Change (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

Country	Flag	Worried (%)	% Change	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

Country	Flag	% Worried (Sep 2016)	% Change (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 26th and September 9th 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.

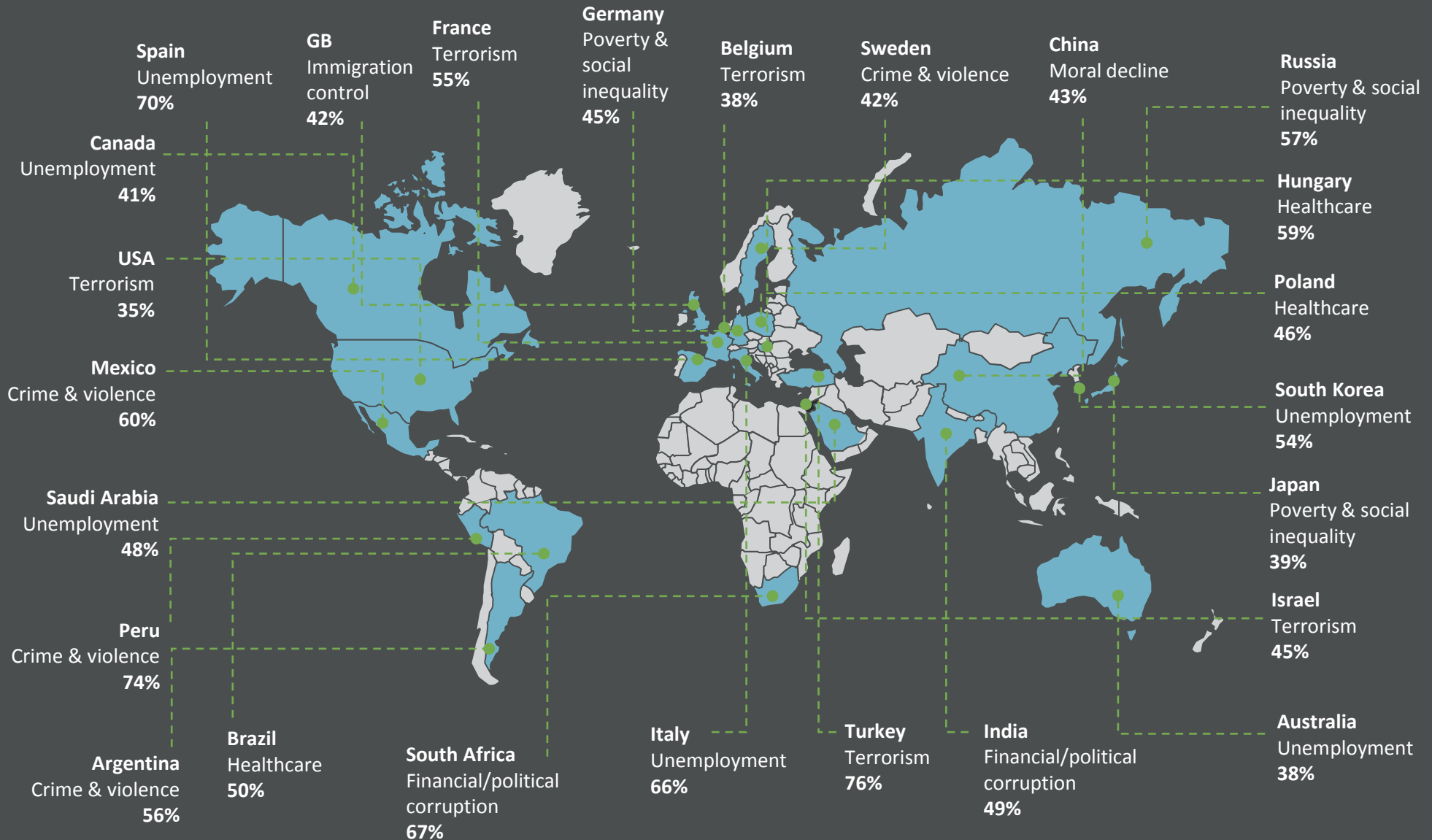
Brazil, China, India, Mexico, Russia, Saudi Arabia, South Africa and Turkey have lower levels of internet penetration and so these samples should not be considered nationally representative, and instead be considered to represent a more affluent, connected population. These are still a vital social group 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%	1%	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%	1%	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%	1%	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%	1%	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%	1%	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%	1%	5%	2%	1%	1%	5%	2%	9%	2%	9%	1%	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

FOR MORE INFORMATION

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