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Insights

The learnings

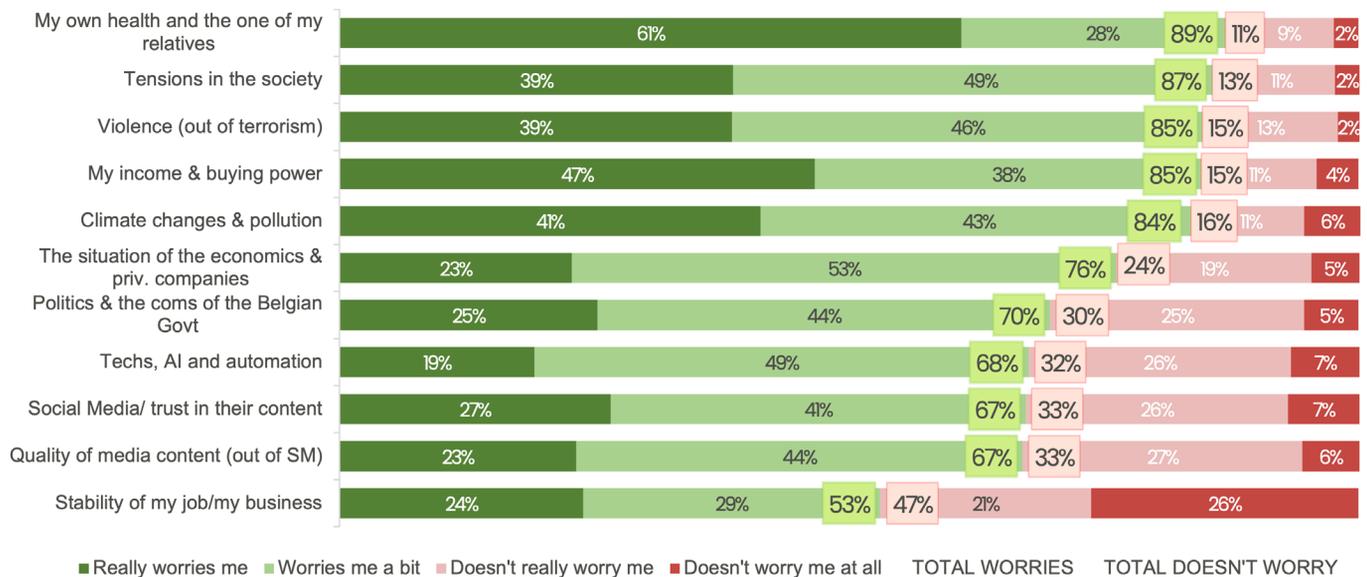## TOP 3

- Their own health and of their relatives first
- Tensions in the society
- Finance & business come later

Main Worryings

	Really worries me	Worries me a bit	Doesn't really worry me	Doesn't worry me at all	TOTAL WORRIES	TOTAL DOESN'T WORRY
My own health and the one of my relatives	61%	28%	9%	2%	89%	11%
Tensions in the society	39%	49%	11%	2%	87%	13%
Violence (out of terrorism)	39%	46%	13%	2%	85%	15%
My income & buying power	47%	38%	11%	4%	85%	15%
Climate changes & pollution	41%	43%	11%	6%	84%	16%
The situation of the economics & priv. companies	23%	53%	19%	5%	76%	24%
Politics & the coms of the Belgian Govt	25%	44%	25%	5%	70%	30%
Techs, AI and automation	19%	49%	26%	7%	68%	32%
Social Media/ trust in their content	27%	41%	26%	7%	67%	33%
Quality of media content (out of SM)	23%	44%	27%	6%	67%	33%
Stability of my job/my business	24%	29%	21%	26%	53%	47%