

WHAT WORRIES THE WORLD?

May 2025

What Worries the World?

Ipsos' What Worries the World survey tracks public opinion on the most important social and political issues across 30 countries today, drawing on over ten years of data to place the latest scores in context.

This **global summary report** presents the top concerns around the world, alongside whether people think things in their country are heading in the right or wrong direction.

Full breakdowns of findings for each country and each issue are also available on **www.ipsos.com**.

Please contact
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for more information.

Summary

01. Ireland added to the survey

What Worries the World is now a 30-country survey with the addition of Ireland. We have been tracking Ireland since January 2024 and have now officially added the country to the main report. Their primary issue is health care.

02. Record terrorism concerns

India's level of concern has risen to 26% citing it, which is the highest since October 2019 (also 26%). Additionally, Colombia's worry has reached the highest ever level for the nation, up nine points to 27%.

03. Americans worried about taxes

The proportion of Americans citing taxes has risen four points over the month to a fifth (20%) which is the highest level for the nation in ten years.

04. Post election high for Canada

The proportion of Canadians saying their country is "heading in the right direction" has risen to a three-year high with 44% now expressing optimism.

05. Pessimism in South Korea

Ahead of the presidential election next week only 15% believe the country is "heading in the right direction" and just 8% say the economy is "good". Read more about South Korea in our special [spotlight feature](#).

06. Rising inequality worry in Argentina

The proportion of Argentinians expressing concern about inequality has grown by seven points over the month to a ten year high of 46%. It's now their joint top priority with unemployment.

What Worries the World? MAY 2025

Top five worries

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

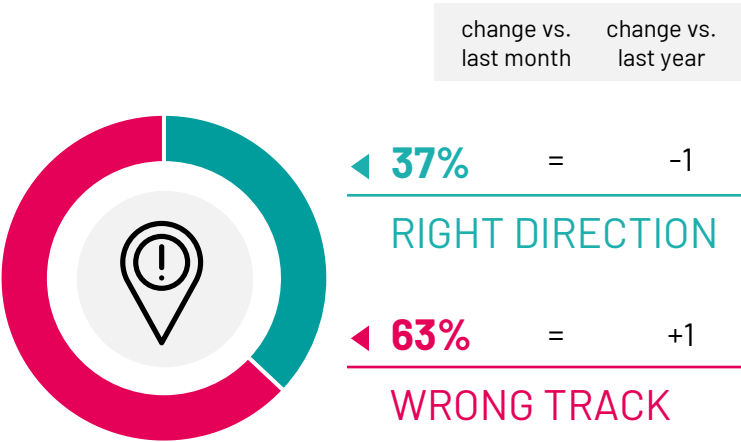
		change vs. last month	change vs. last year
Inflation	<div></div> 33%	=	-1
Crime & violence	<div></div> 33%	+1	+3
Poverty & social inequality	<div></div> 29%	+1	-1
Unemployment	<div></div> 27%	=	=
Financial/political corruption	<div></div> 26%	-1	+1

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: May 25

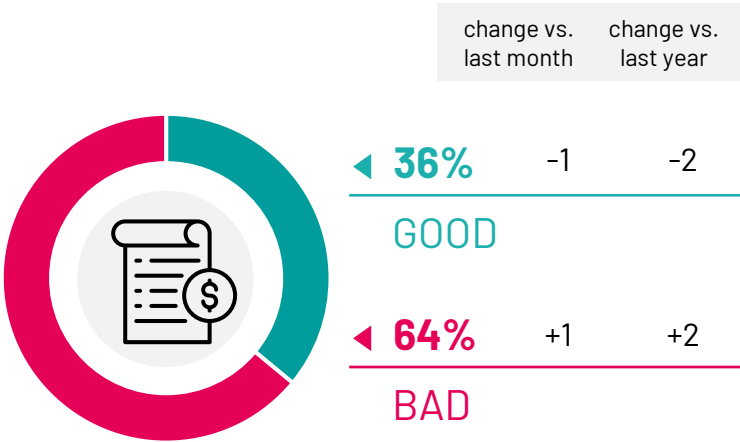
State of the country

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



State of the economy

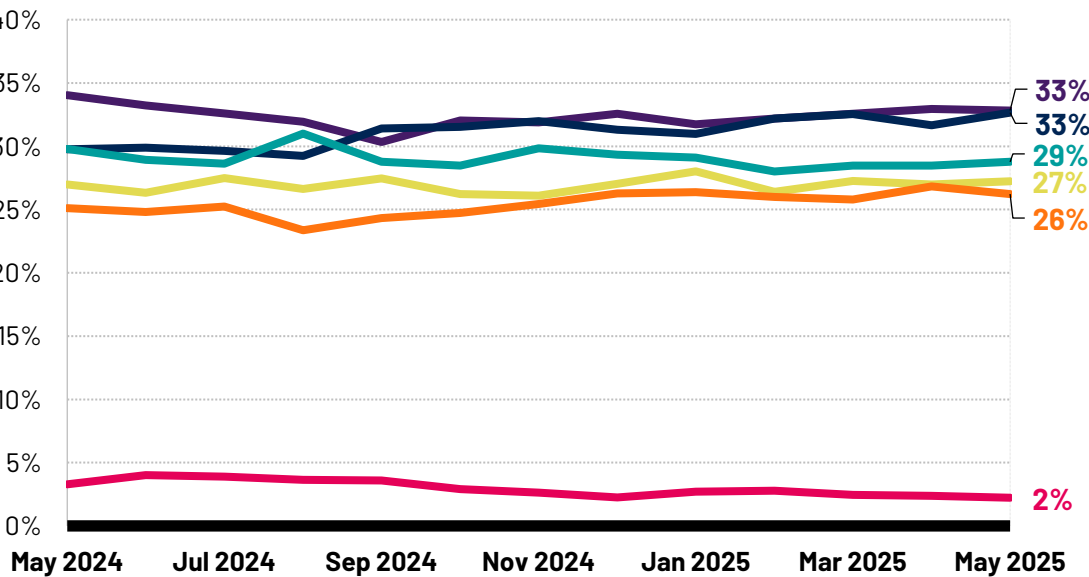
Q: How would you describe the current economic situation in your country?



What Worries the World? 12 MONTH TREND

Top five worries

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



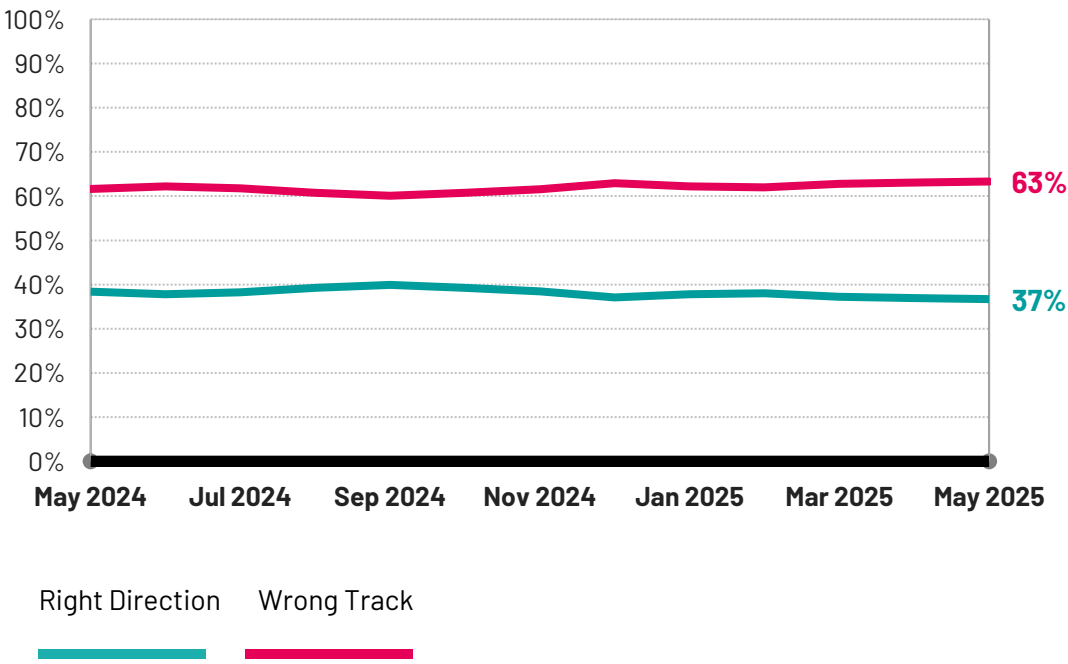
Inflation **Crime** **Inequality** **Jobs** **Corruption** **Covid-19**

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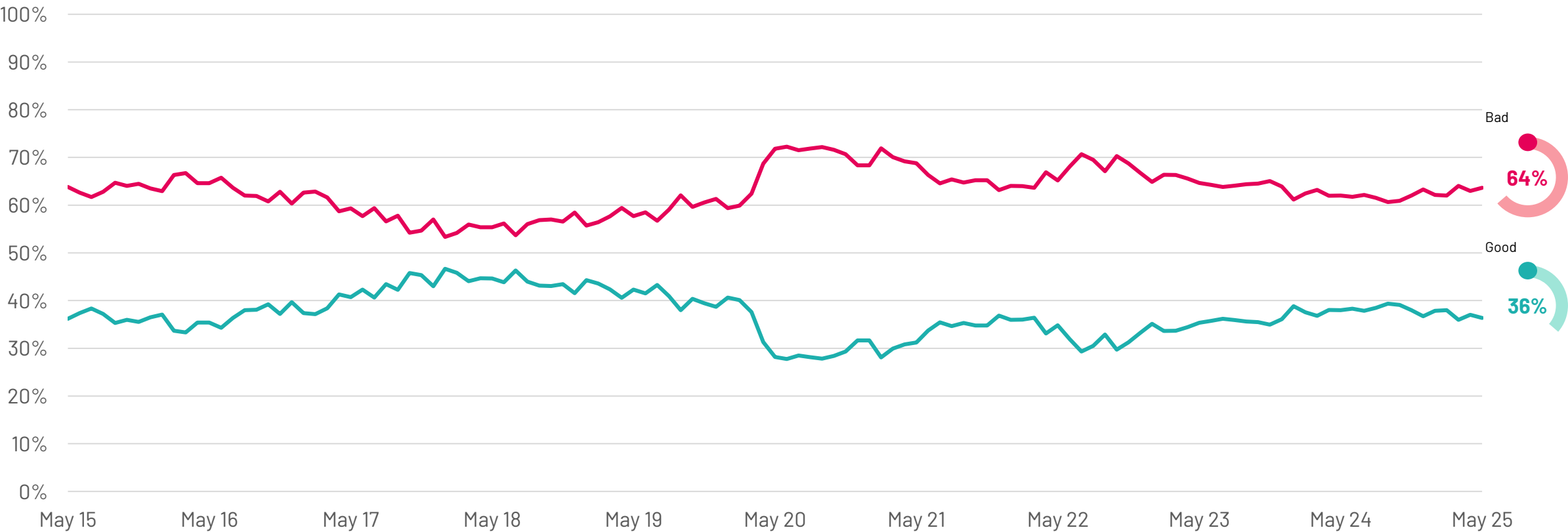
State of the country

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



Global: Current Economic Situation

Q: How would you describe the current economic situation in your country?
(% 'Very good' or 'Somewhat good' & 'Very bad' or 'Somewhat bad')



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Consumer focus

Part 1

Base: Representative sample of 24,737 adults aged 16-74 in 29 participating countries, April 25th 2025 - May 9th 2025

Source: Ipsos Global Advisor.

Since April 2022, inflation has been the dominant concern globally in our survey. Over those last 37 months, there has only been one month when rising prices was not the number one issue in our survey.

While concern is much lower than its peak in 2022, and [inflation rates have fallen across much of the world](#), worry about prices has stubbornly stayed of greatest importance for consumers.

In this issue we wanted to reflect on how consumers are

feeling. This year has been plagued by economic uncertainty and the potential impact of US tariff. New polling from Ipsos to be released soon shows that many of the US's biggest allies think American economic policy will have a negative impact on the global economy, their country's economy and their own financial situation.

In May 2025, all G7 countries are [more likely to think their disposable income](#) is going to...

Turn overleaf.

48%

of Canadians think their disposable income will fall over the next year.

Consumer focus

Part 2

Base: Representative sample of 24,737 adults aged 16-74 in 29 participating countries, April 25th 2025 - May 9th 2025

Source: Ipsos Global Advisor.

fall over the next year compared to when we last asked this question in November 2024.

In Canada, 48% think their disposable income is going to fall, up from 36% seven months ago.

This is the same when it comes to standard of living. All G7 countries are more likely [to think theirs will fall](#) than in November 2024.

Over that period, the proportion of Americans and Canadians who think their standard of

living will decline is up 10pp and 13pp, respectively. At the same time more Americans and Canadians think inflation will increase as well (both +9pp than November 2024).

Those in the world's most advanced economies are not alone in feeling this. [In many of the countries](#) we surveyed people are more likely to think they will have less cash to spend than they did at the end of last year.

In [our annual Predictions report](#), which looks at expectations for

the following year, people were split about whether the global economy would be stronger in 2025 than it was in 2024. As we sit almost halfway through the year what we can see is that global problems are having an impact on an individual level.

32%

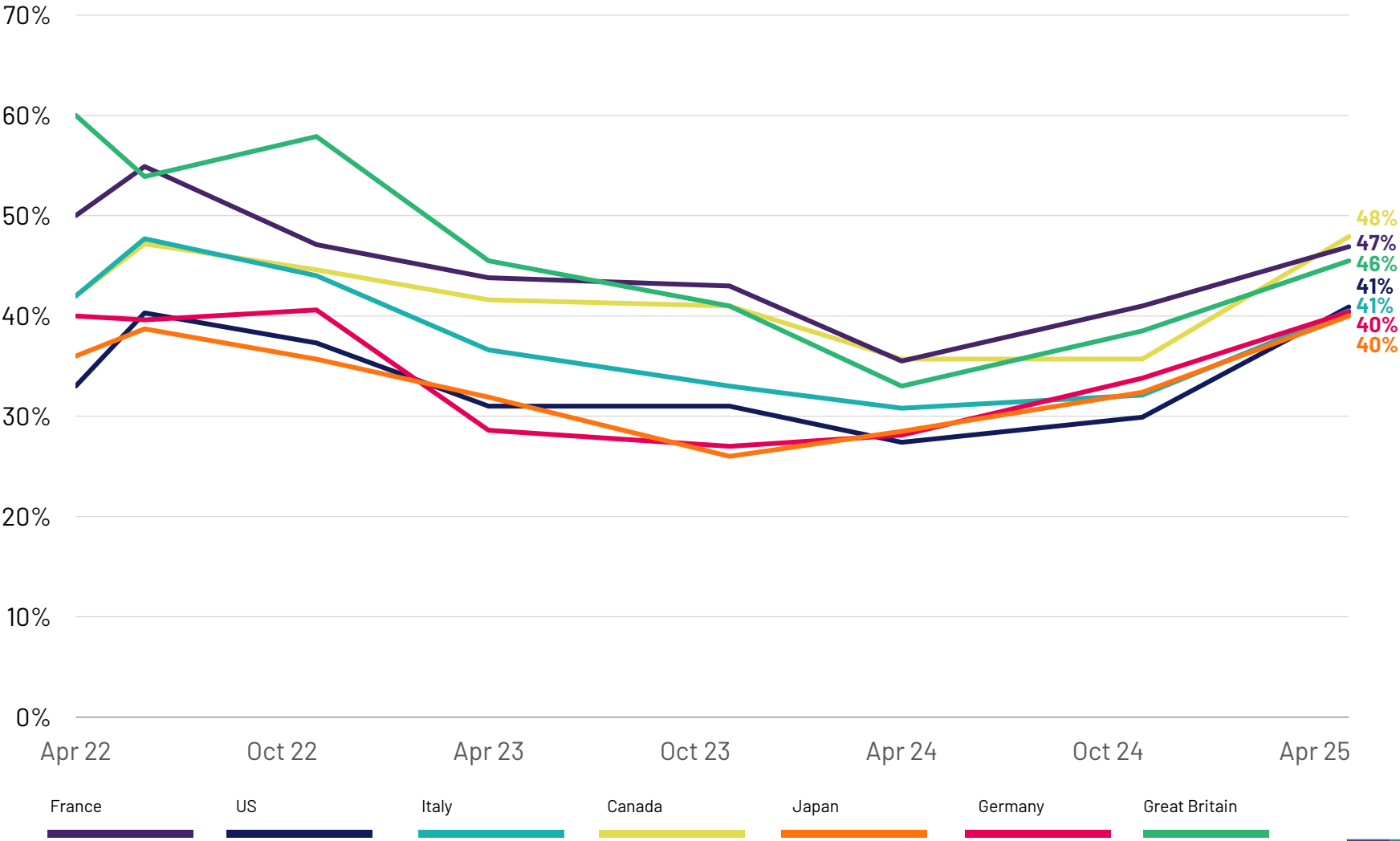
across 29 countries think their standard of living will fall in the next year.

Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

Your disposable income
(what you can spend after paying your bills for living expenses)

% it will **fall** a lot/little

Base: Representative sample of 24,737 adults aged 16-74 in 29 participating countries, April 25th 2025 - May 9th 2025

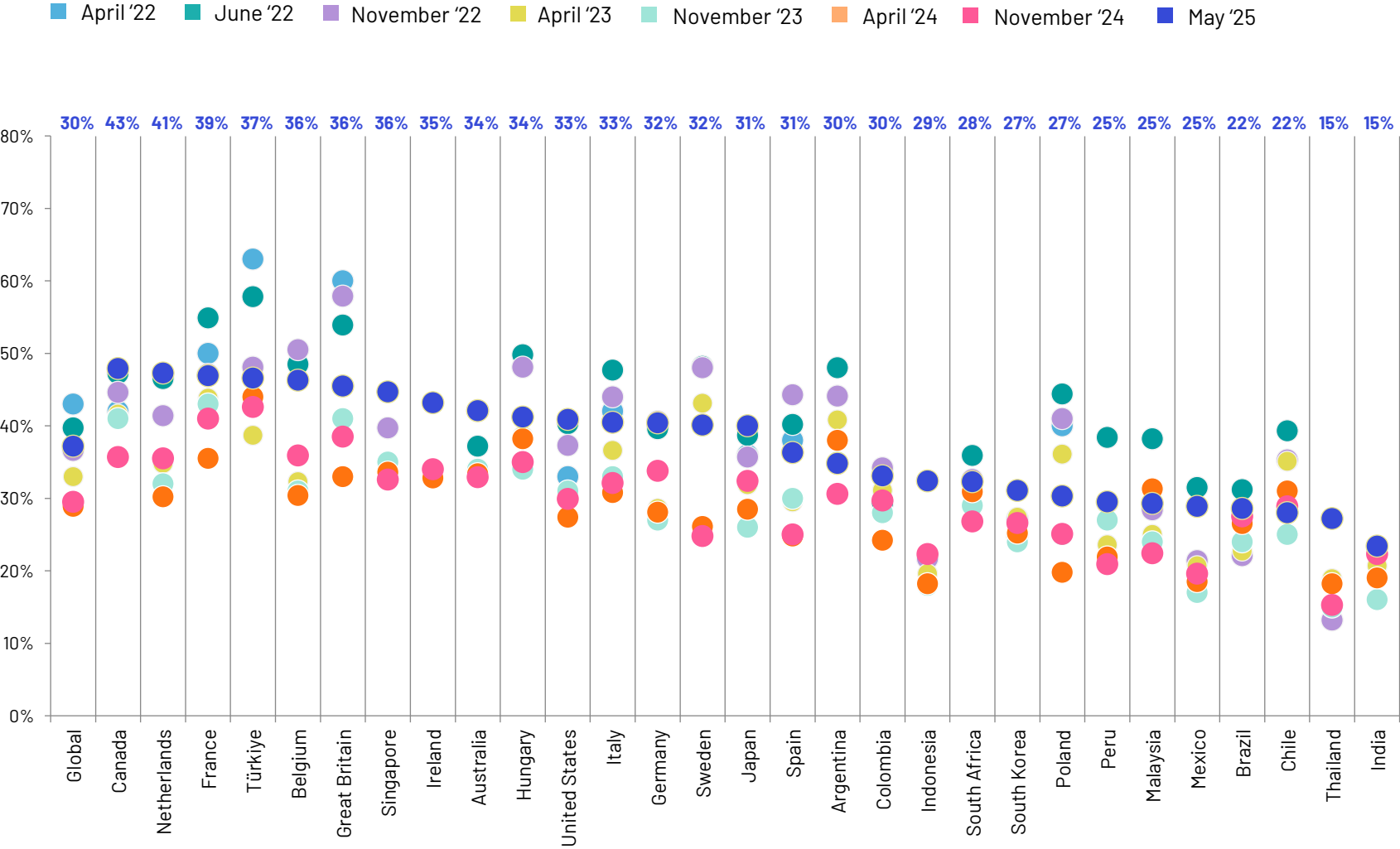


Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

Your disposable income
(what you can spend after paying your bills for living expenses)

% it will **fall** a lot/little

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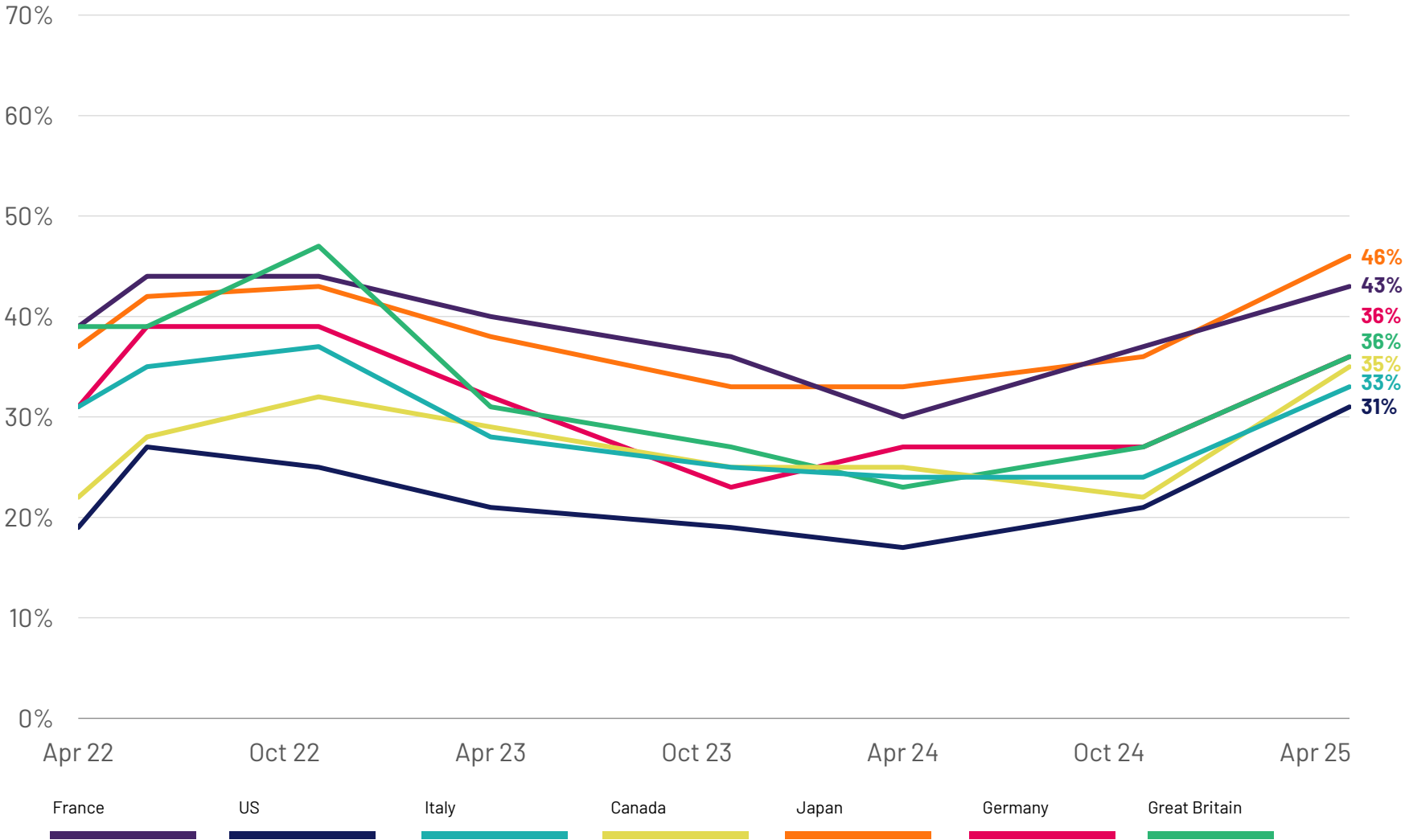


Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

Your own standard of living

% it will **fall** a lot/little

Base: Representative sample of 24,737 adults aged 16-74 in 29 participating countries, April 25th 2025 - May 9th 2025

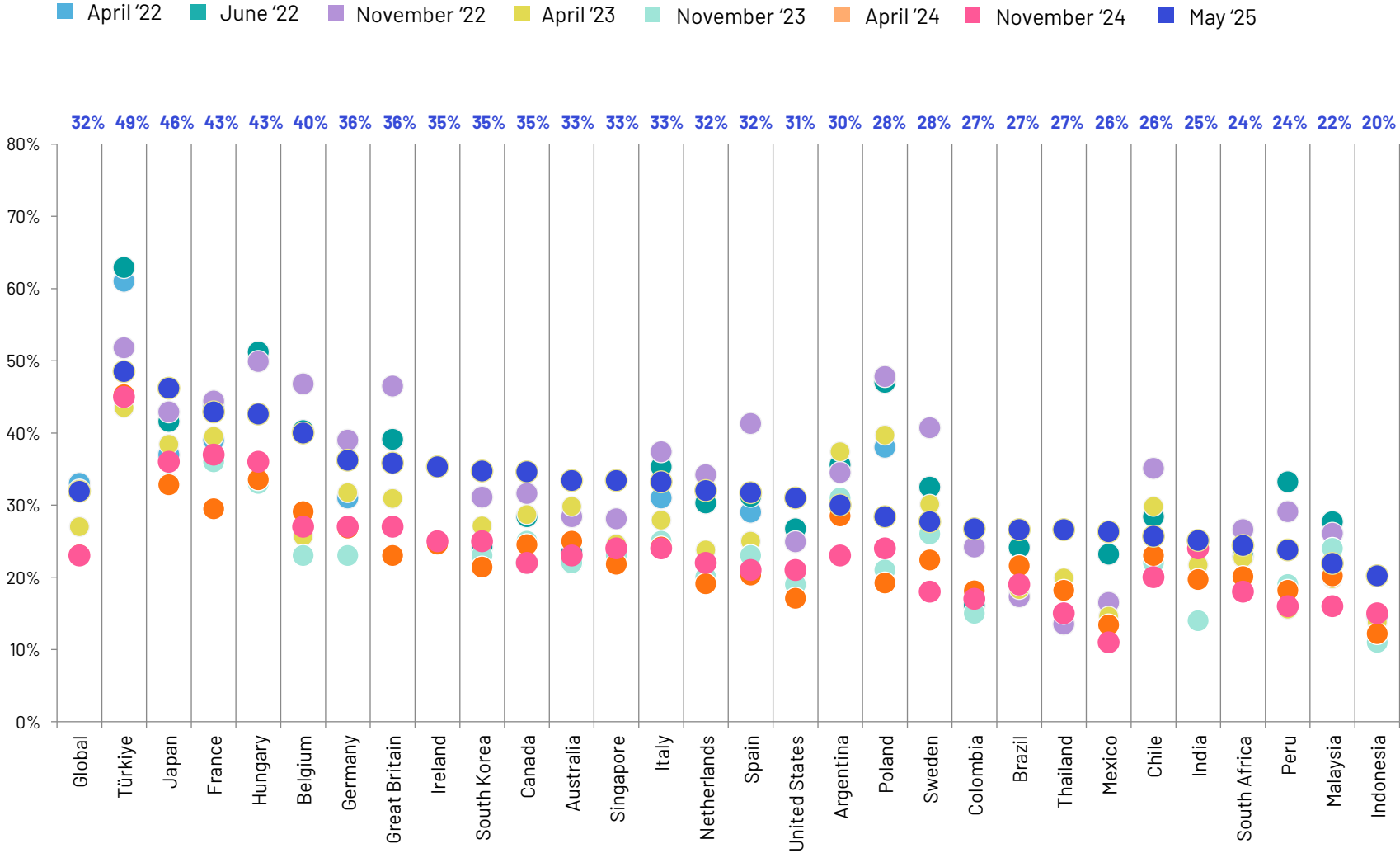


Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

Your own standard of living

% it will **fall** a lot/little

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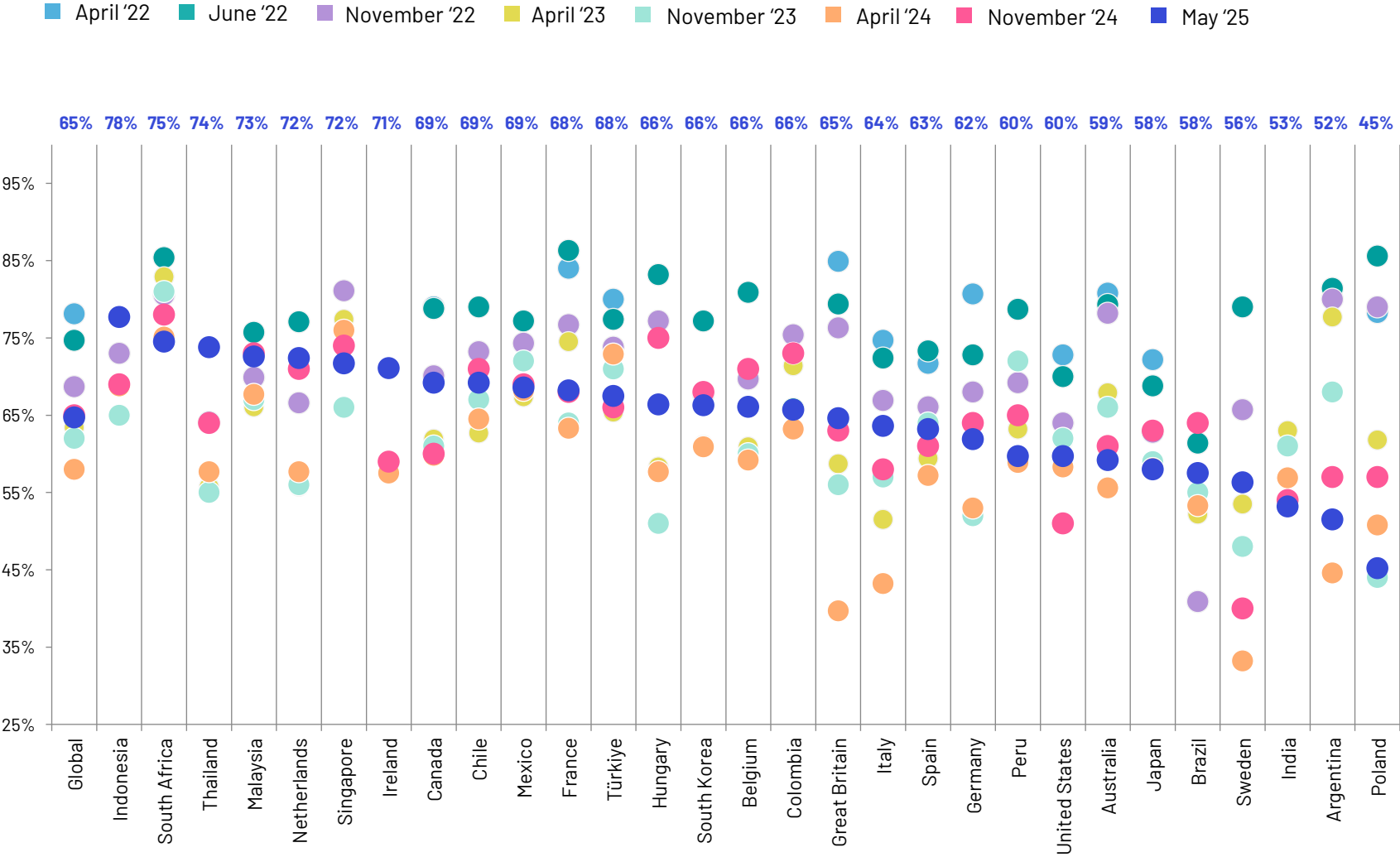


Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

The rate of inflation (how much prices are going up by)

% it will **rise** a lot/little

Base: Representative sample of 24,737 adults aged 16-74 in 29 participating countries, April 25th 2025 - May 9th 2025

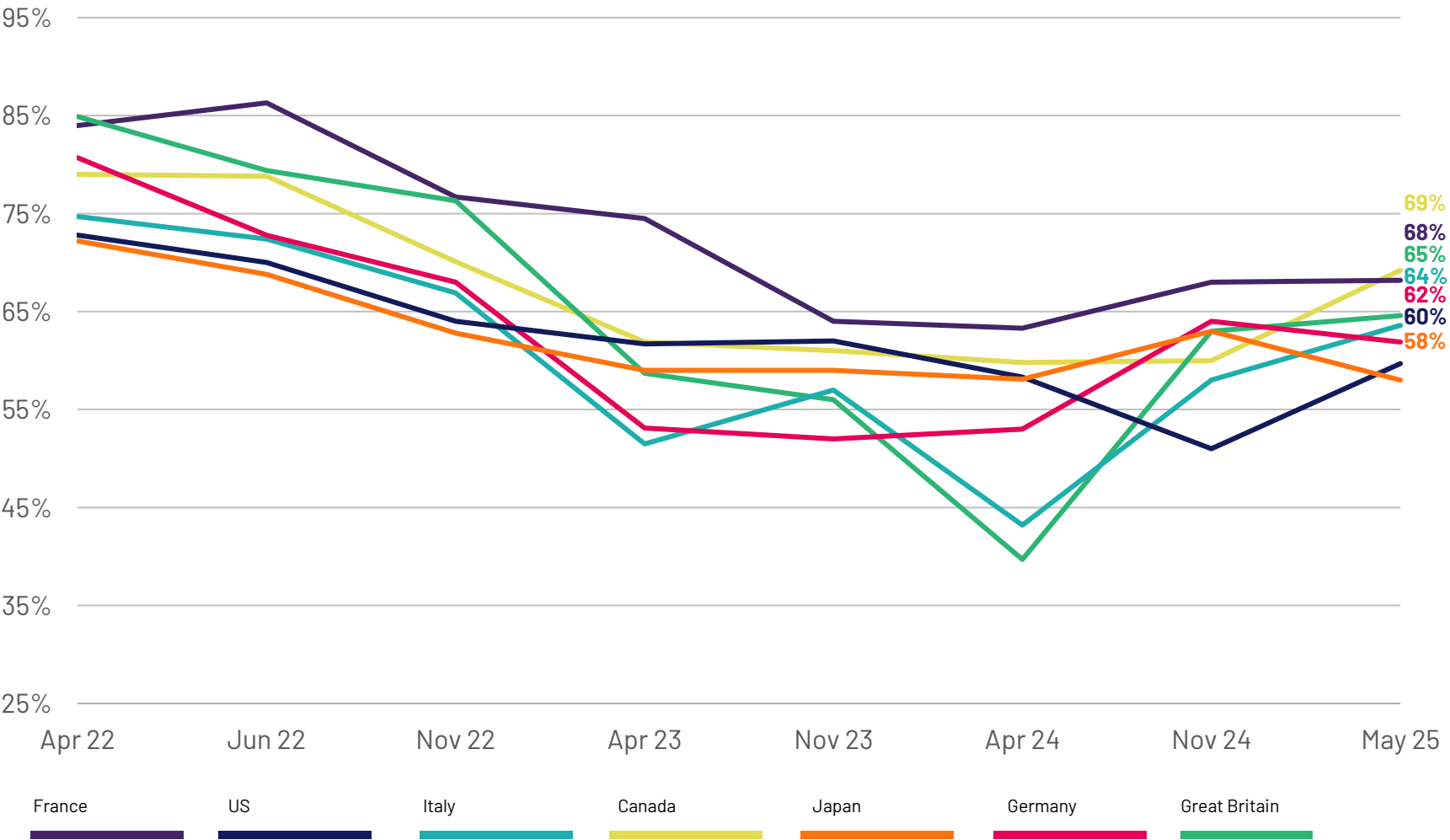


Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

The rate of inflation (how much prices are going up by)

% it will **rise** a lot/little

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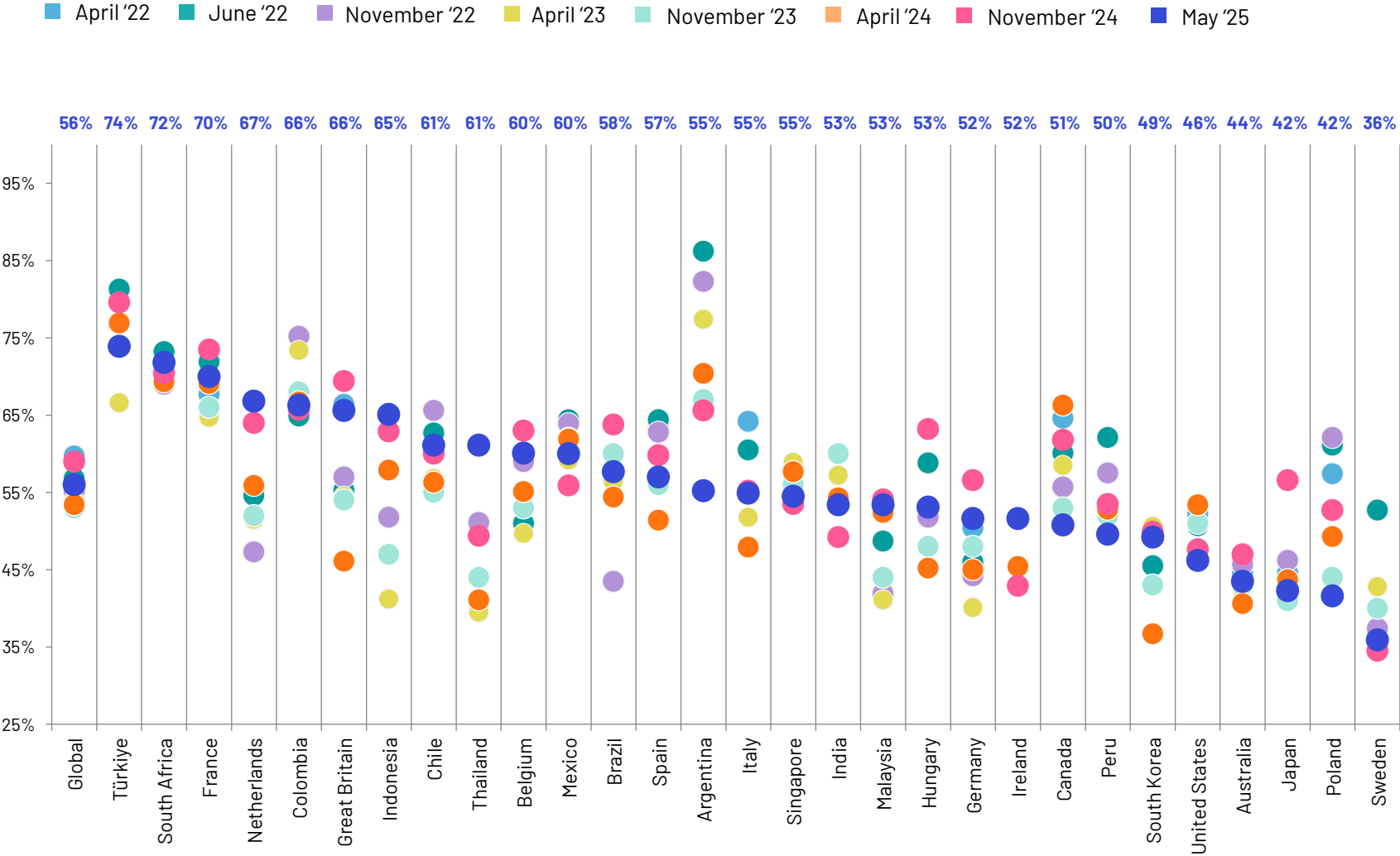


Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

The taxes you pay

% it will **rise** a lot/little

Base: Representative sample of 24,737 adults aged 16-74 in 29 participating countries, April 25th 2025 - May 9th 2025

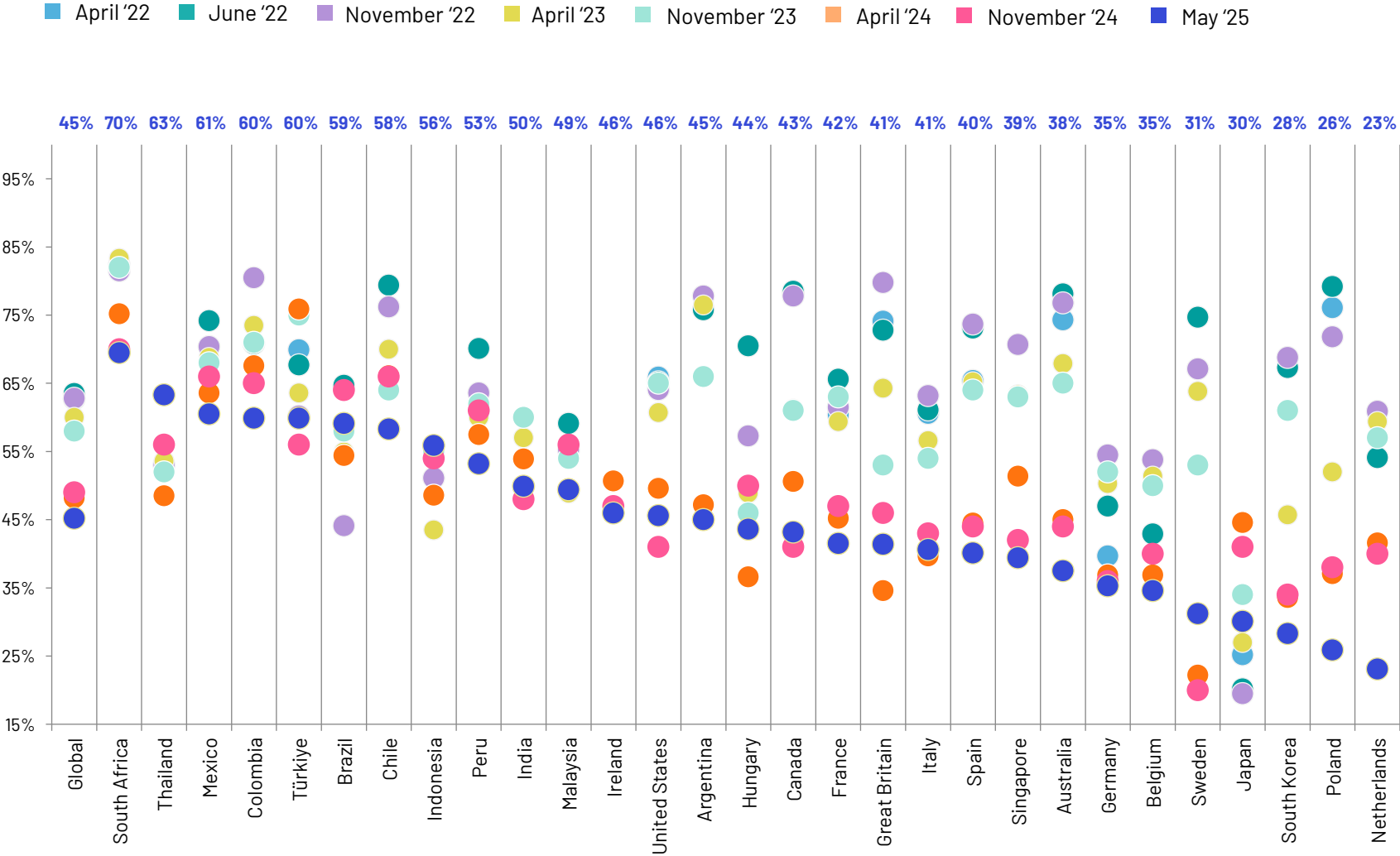


Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

Interest rates

% it will **rise** a lot/little

Base: Representative sample of 24,737 adults aged 16-74 in 29 participating countries, April 25th 2025 - May 9th 2025

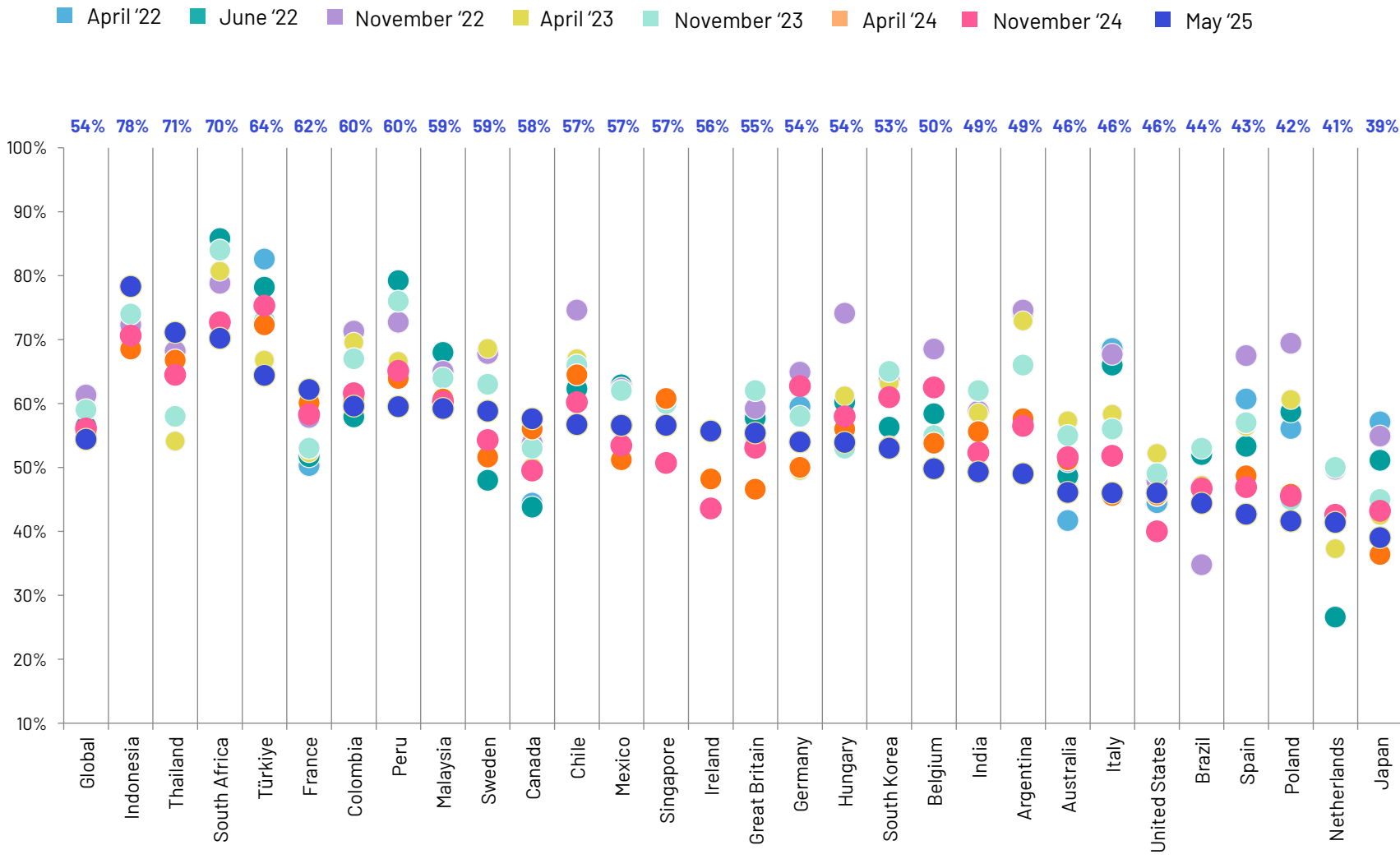


Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

The number of unemployed people in my country

% it will **rise** a lot/little

Base: Representative sample of 24,737 adults aged 16-74 in 29 participating countries, April 25th 2025 - May 9th 2025



DIRECTION OF TRAVEL

All countries

Right vs. Wrong Direction Monitor

Base: Representative sample of 24,737 adults aged 18-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

Across 30 countries the proportion saying their country is “heading in the right direction” remains at 37% this month.

On the 28th of April, Canada had a federal election whereby the Liberal party won. Since last month’s edition, the proportion of Canadians believing their country is “heading in the right direction” has increased eight percentage points to 44%. This is the highest score for Canada since May 2022, when it was 45%.

Contrary to this, Mexico has reached a near three year low after those expressing optimism fell six points from last month to 45%, which is the lowest it has been since August 2022 (when the level was 43%).

Last month, South Korea had their lowest score in ten years, recording 11% saying the country is on the right track. This May, they have rebounded slightly by four points to 15% expressing hope.

44%

of Canadians say their country is “heading in the right direction”

Right vs. Wrong Direction Monitor

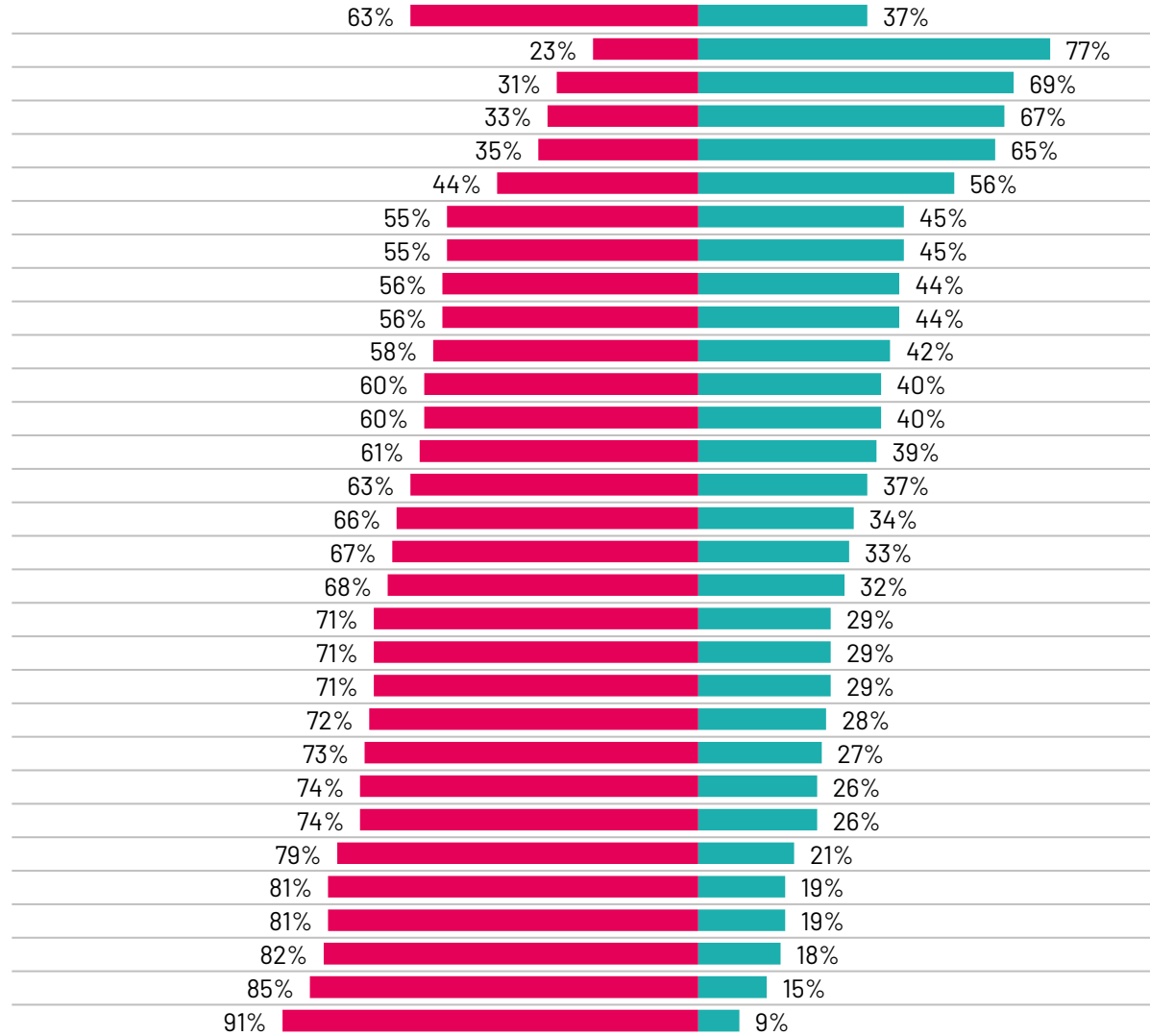
Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Country

World
Singapore
Malaysia
Indonesia
India
Argentina
Thailand
Mexico
Canada
Australia
US
Ireland
Poland
Spain
Brazil
South Africa
Belgium
Great Britain
Chile
Colombia
Italy
Israel
Germany
Türkiye
Sweden
Netherlands
Japan
Hungary
France
South Korea
Peru

Q: Would you say things in this country are heading in the right direction, or are they off on the wrong track? (May 2025)



Right Direction
Wrong Track

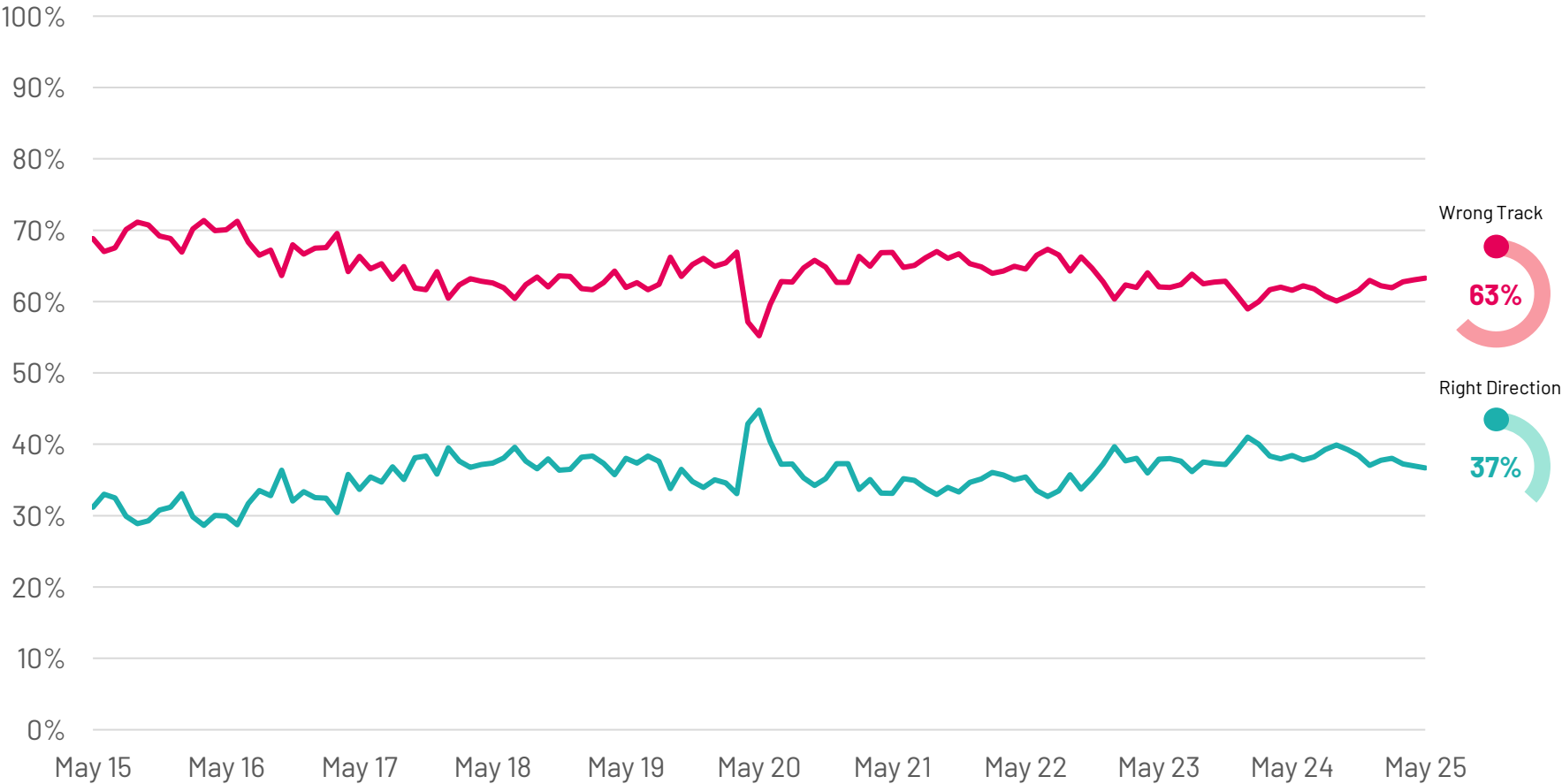
Global Right/Wrong Direction

Global country average score

Base: Representative sample of 24,737 adults aged 18-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

Q: Would you say things in this country are heading in the right direction, or are they off on the wrong track?



COUNTRY SPOTLIGHT: SOUTH KOREA

SOUTH KOREA SUMMARY: MAY 2025

Top five worries

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

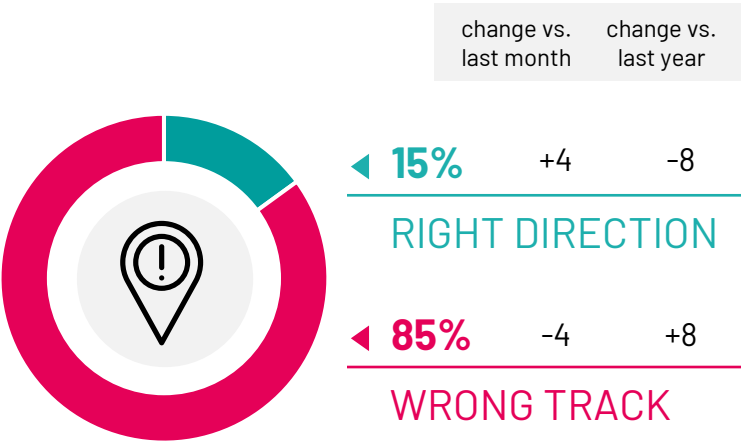
		change vs. last month	change vs. last year
Unemployment	<div></div> 45%	+7	+6
Financial/political corruption	<div></div> 44%	-1	+16
Inflation	<div></div> 34%	-4	-11
Poverty & social inequality	<div></div> 26%	+6	=
Crime & violence	<div></div> 19%	+7	+5

Base: Representative sample of South Korean adults aged 16-74. c.500 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: South Korea | Current Wave: May 25

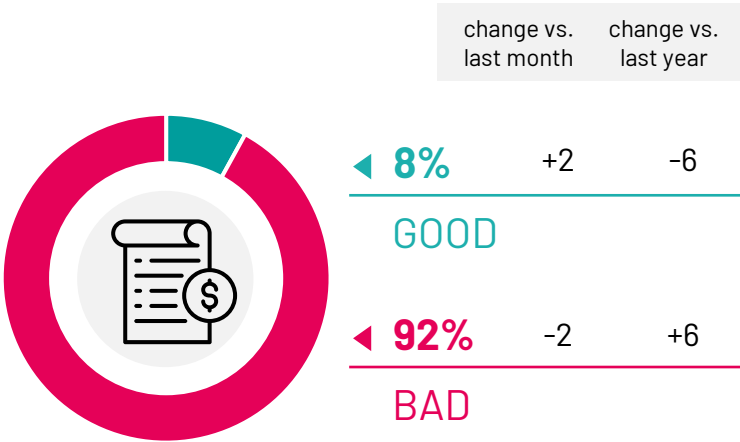
State of the country

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



State of the economy

Q: How would you describe the current economic situation in your country?



South Korea

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025

Source: Ipsos Global Advisor.

Ahead of the South Korea presidential election next week, we look at how people are feeling in the country.

South Korea is second from bottom on our list in terms of the proportion of people saying their country “is heading in the right direction”, with only 15% stating so. A similar sentiment is also felt about the economy. Pessimism is usually the standard for South Korea; however, their economic indicator score has been particularly low in recent times,

with just 8% believing the economy is “good”.

These attitudes are reflected in the country’s top worries this month. Concern for unemployment has jumped seven points to 45%. Additionally, after martial law was enacted, worry about corruption has remained high with 44% mentioning it. Furthermore, nearly two-fifths (38%) say inflation is a top priority.

Turn overleaf for more analysis.

25%

of South Koreans think their current quality of life is very good.

South Korea

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025

Source: Ipsos Global Advisor.

To provide further context, Hwanglye Park, CEO Ipsos in South Korea says:

"The prolonged domestic political uncertainty in South Korea after failure of martial law by ex-president, coupled with concerns over the US tariff policy, has led to a deterioration in economic sentiment.

Additionally, temporary factors such as large-scale wildfires, construction halts at some sites, and a hacking attack on the country's top telecommunications company leading to subscriber data leaks, appear to have influenced the economy negatively, resulting in slowed economic growth, falling prices, and contracted investment.

The manufacturing sector continues

to decline, particularly focusing on non-IT industries, while the construction sector faces deepening downturns due to the construction market slump. This has contributed to reduced growth in employment numbers, heightening anxiety about the job market.

Moreover, political conflict and instability persist as the country approaches the presidential impeachment trial (April 4) and the 21st presidential election (June 3), further impacting the *What Worries the World* results in South Korea."

Additionally, read [Flair South Korea 2025](#) for in-depth analysis of the country.

25%

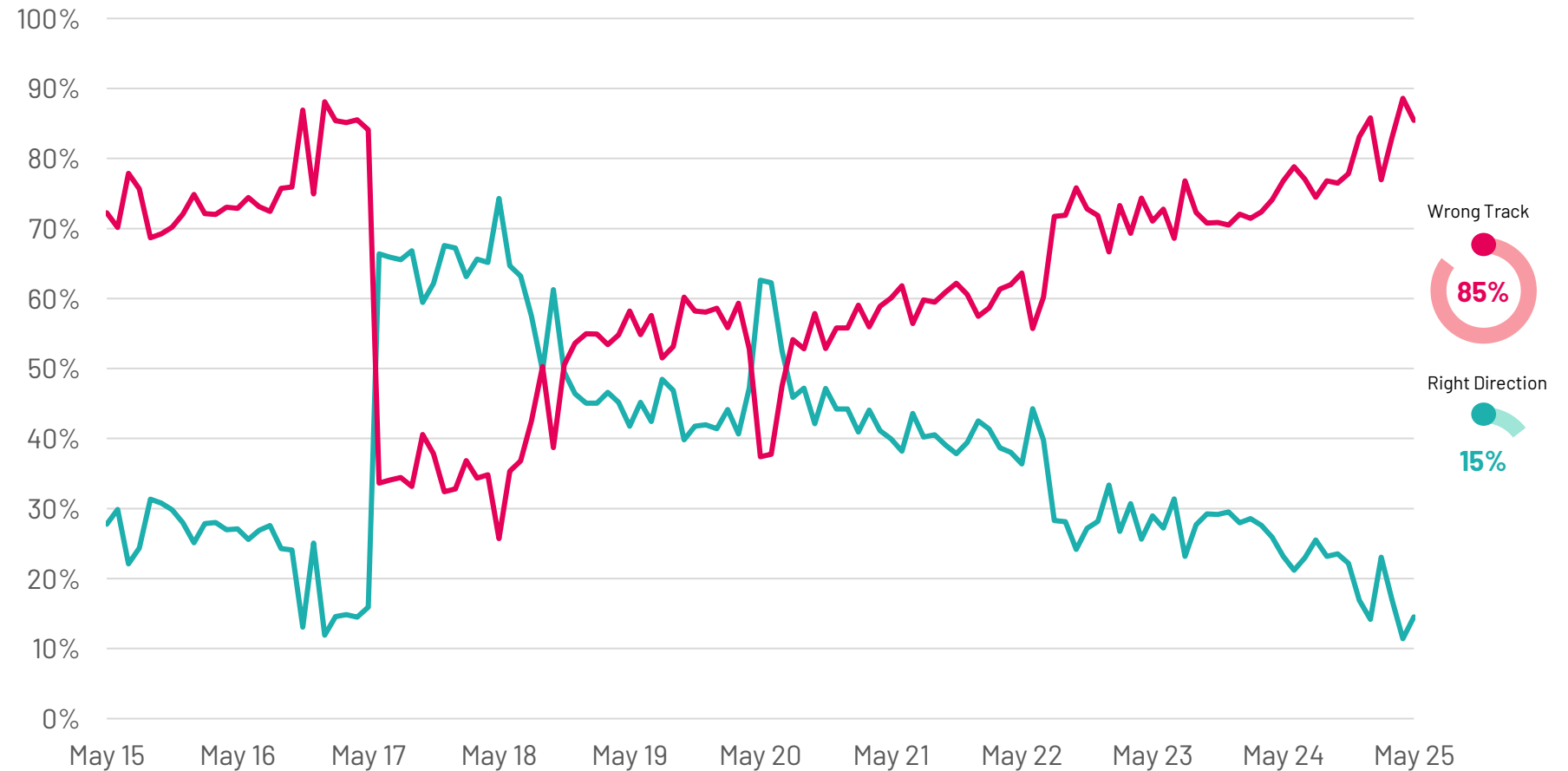
of South Koreans think their current quality of life is very good.

South Korea Right/Wrong Direction

Base: Representative sample of South Korean adults aged 16-74. c.500 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: South Korea | Current Wave: May 25

Q: Would you say things in this country are heading in the right direction, or are they off on the wrong track?



Current Economic Situation

South Korea

% 'Very good' or 'Somewhat good'

While South Koreans have long been pessimistic about the state of their current economic situation, recent scores have been particularly low.

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Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Q: How would you describe the current economic situation in your country?

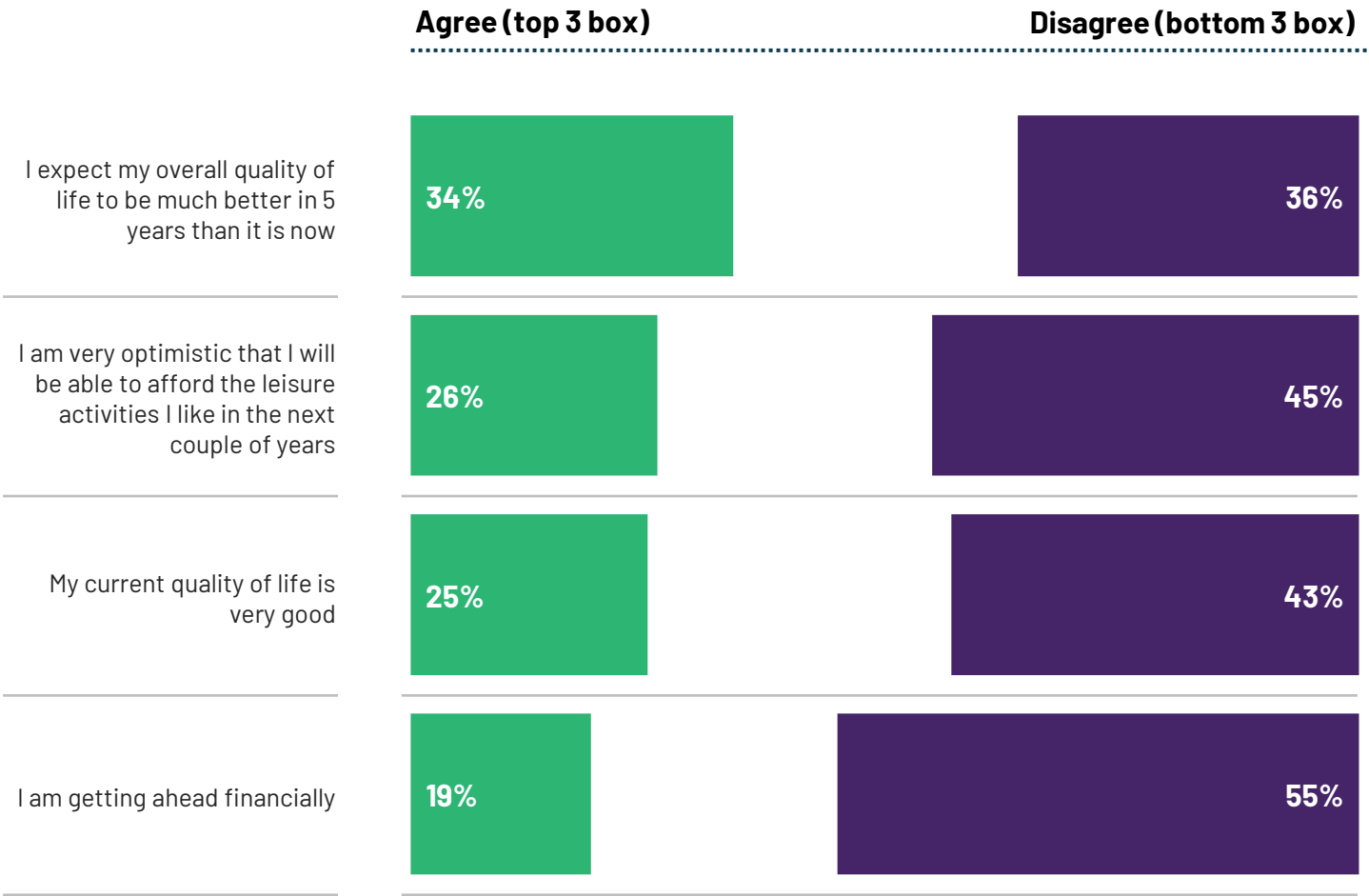


Do you agree or disagree with the following:

South Korea

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor.



WHAT WORRIES THE WORLD?

Top issues ranked

World Worries: Full List

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Since April 2022, across 30 countries, inflation has been the number issue, with the exception of September 2024 when crime & violence marginally become the top worry. In November 2024 and February 2025, inflation was joint number one with crime. This month, across 30 countries, inflation is again joint first after the proportion citing crime rose slightly to a third (33%).

Elsewhere in the list, health care has risen slightly to nearly

a quarter (24%) across 30 countries expressing concern. Newly-added Ireland have health care as their top issue, putting them second on the list.

Last month, concern for military conflict was elevated across Europe. This month, however, worry has fallen across Europe, dropping from 11th to 12th place overall.

8

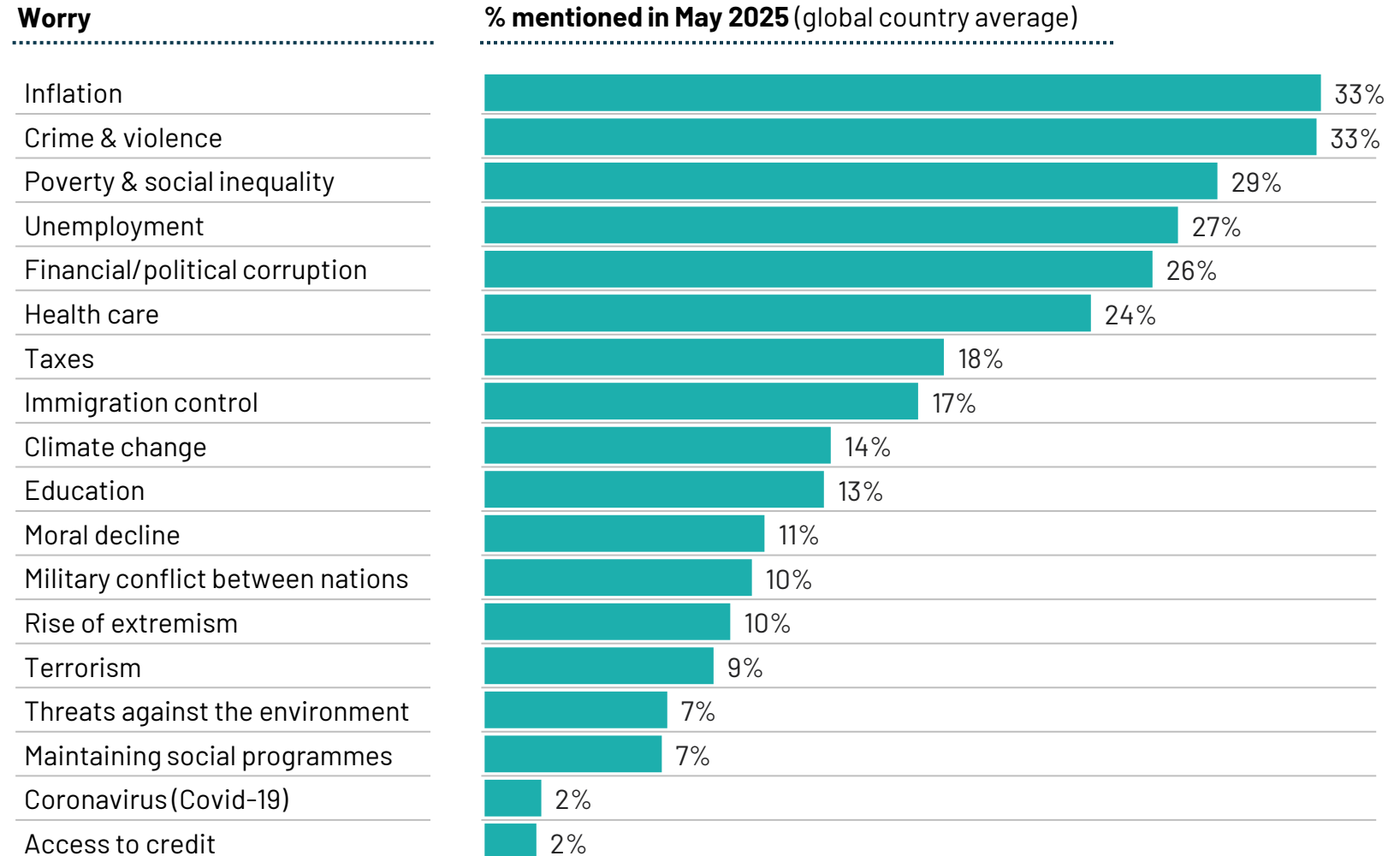
countries have crime & violence as their primary issue (vs. 6 for inflation)

World Worries: Full List

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

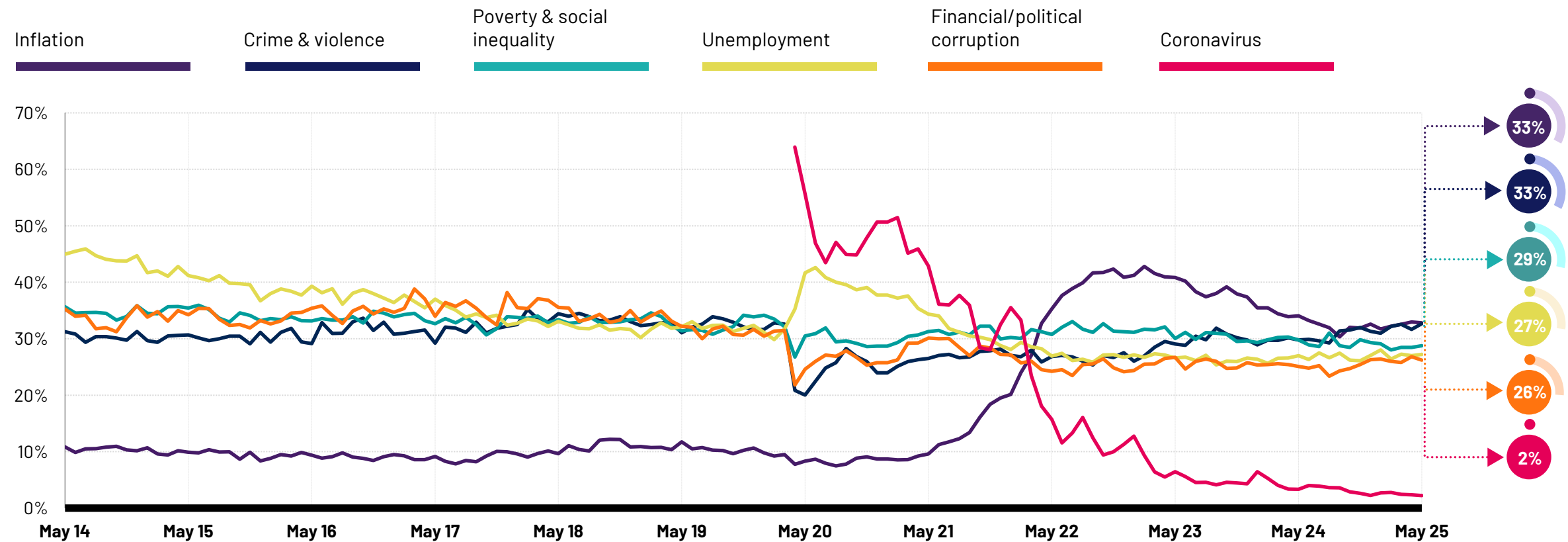
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

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



World Worries: Long-Term Trend

Q: Which three of the following topics do you find the most worrying in your country? Global country average



Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: May 25



1. Inflation

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

Across 30 countries the proportion citing inflation remains at a third (33%) but is now joint first with crime & violence.

In Great Britain, the percentage of Brits expressing worry about the cost-of-living has risen six points over the month to 36%. This seems to be an ongoing concern in the nation, with the same level last seen in April 2024.

Likewise, the portion of Chileans who say they're concerned about inflation has

increased seven points to a quarter (25%). However, this is four points lower than a year ago.

Countries where INFLATION is the #1 concern:

- Singapore (62%) • India (37%)
- Türkiye (54%)
- Canada (50%)
- Australia (49%)
- The US (42%)

33%

say **inflation** is one of the key issues facing their country

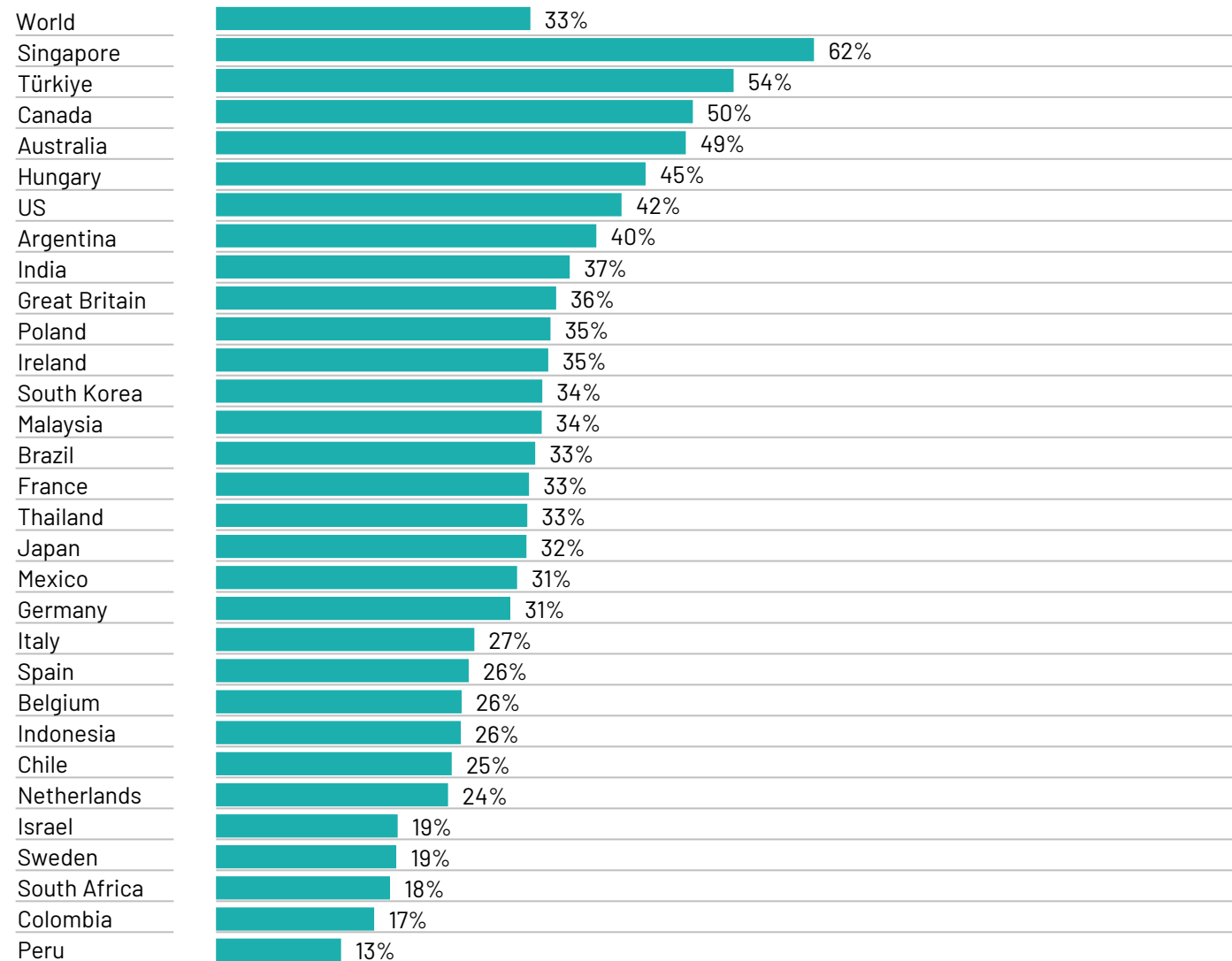
1. Inflation

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Country

% choosing inflation as a worry



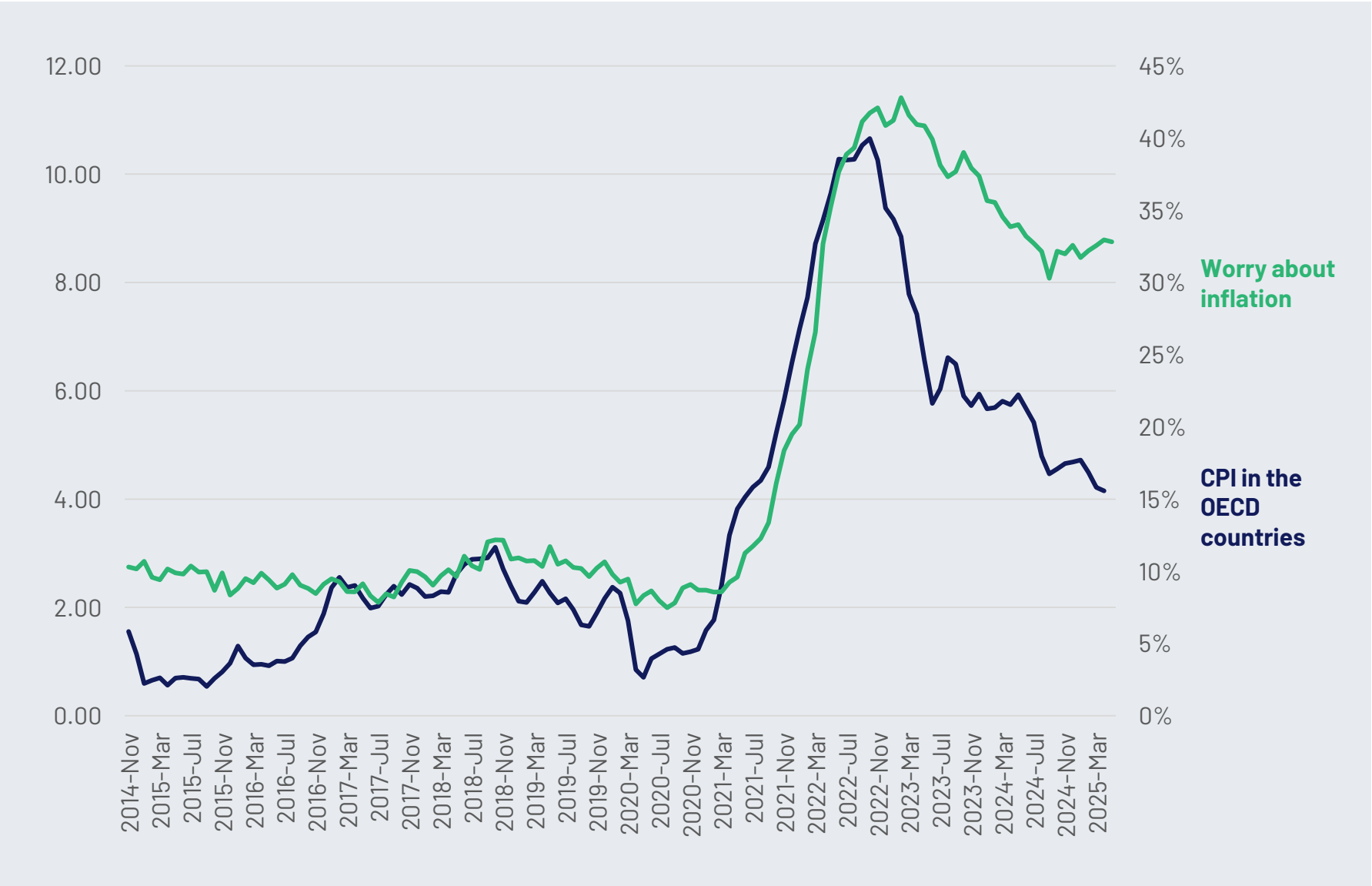
Change from 12-month last month change

=	-1
+6	+3
-1	-1
-3	-4
+3	+2
-4	+11
+2	-8
-1	-11
-2	-4
+6	+5
-2	-8
+2	=
-4	-11
-1	+4
-3	+10
+2	-1
+2	+6
-3	+2
+2	+7
-4	-4
-1	+4
-3	-3
+1	+1
+4	+3
+7	-4
+1	+2
+4	+1
-6	-6
-5	-2
-2	-14
-1	-15

While concern for inflation tracked rising prices as they went up, worry about costs has been much slower to fall alongside inflation rates.

Base: Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025

Sources: Ipsos Global Advisor and [OECD data](#)



2. Crime & Violence

Base: Representative sample of 24,737 adults aged 18-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

Over the last 12 months, worries about crime & violence has been steadily rising. The proportion mentioning it across 30 countries is now at a third (33%), joint top with inflation.

Typically, LATAM countries are particularly worried, and this month is no different. However, parts of Europe are now experiencing elevated levels of concern. This is felt especially in Belgium which has reached a ten-year high after the share expressing worry grew six points to a third (33%).

Similarly, the portion of French saying they're worried has climbed five points to 42%. This is 13 points

higher than last May and the highest it has been since July 2023 (when it was 49%).

Italy (31%) and the Netherlands (26%) have also experienced escalations from last month, increasing four and five points, respectively.

Countries where CRIME & VIOLENCE is the #1 concern:

- Peru (73%)
- Sweden (66%)
- Chile (64%)
- Malaysia (61%)
- Colombia (42%; joint with unemployment)
- France (42%)
- Brazil (41%)
- Belgium (33%)

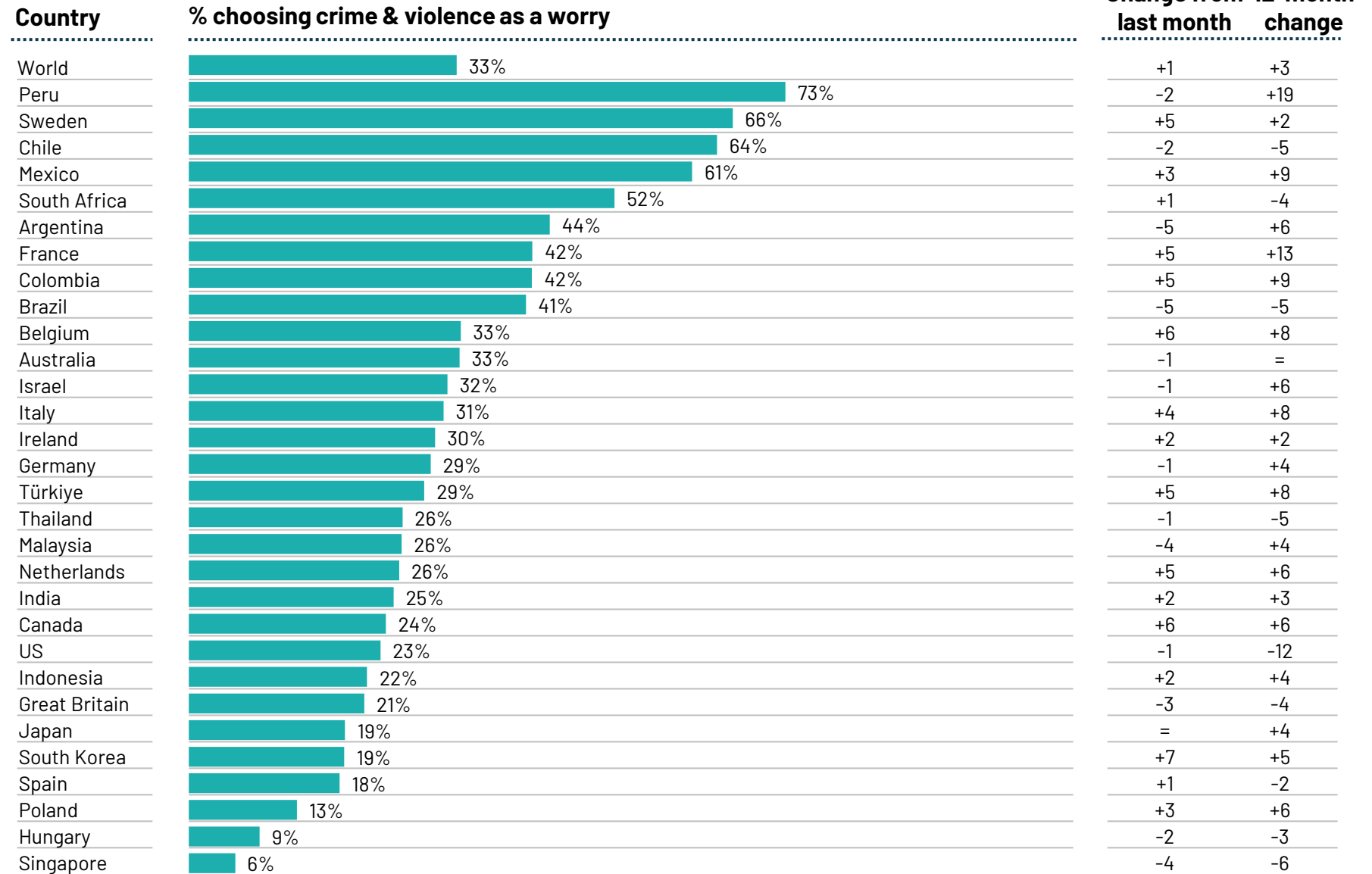
33%

say **crime & violence** is one of the key issues facing their country

2. Crime & Violence

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Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25



3. Poverty & Social Inequality

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

Across 30 countries the proportion mentioning inequality increased slightly to three in ten (29%).

This May, the proportion of Argentinians expressing concern about inequality rose to a record high of 46%. This marks a seven-point increase from last month, and a five-point rise compared to the same time last year. It is also the highest level recorded in the past decade.

We see similar rises in concern in some parts of APAC. For instance, the portion of

Japanese citing inequality has increased four points to 37%, which is the highest it has been since December 2023 (also 37%). South Korea's score has risen six points to a quarter (26%) picking it. However, this is relatively normal for the country.

Countries where POVERTY & SOCIAL INEQUALITY is the #1 concern:

- Argentina (46%; joint with unemployment)
- The Netherlands (35%)
- Japan (37%; joint with taxes)

29%

say **poverty & social inequality** is one of the key issues facing their country

3. Poverty & Social Inequality

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Country	% choosing poverty & social inequality as a worry	Change from 12-month	
		last month	change
World	29%	+1	-1
Argentina	46%	+7	+5
Indonesia	46%	+5	+8
Hungary	42%	+2	-5
Thailand	39%	=	-5
Japan	37%	+4	+4
Türkiye	36%	+2	-3
Netherlands	35%	+4	-2
Colombia	34%	+2	=
Brazil	33%	-1	-6
Germany	31%	=	-2
Belgium	30%	+3	+2
South Africa	29%	-2	-3
Mexico	29%	+4	+4
Ireland	28%	+1	=
Italy	27%	-1	=
Great Britain	27%	-2	=
South Korea	26%	+6	=
Peru	25%	-7	-3
Australia	25%	-3	-4
Malaysia	25%	-5	-6
Chile	25%	+2	-4
Canada	24%	-1	-4
Spain	24%	=	-2
Sweden	23%	+2	-1
Israel	22%	-7	+4
France	21%	-3	-8
Singapore	20%	+1	+7
Poland	18%	=	-1
US	17%	-5	-2
India	17%	-2	-6

4. Unemployment

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

There has been no change in the proportion of people expressing concern for unemployment across 30 countries, with 27% still worried.

In South Korea, the proportion mentioning jobs has jumped up seven points to 45%, which is six points higher than this time last year. This score, however, is around what we see for the country, with March 2025's level reaching 46%.

Chile is a country to potentially watch out for, after the share of Chileans indicating worry grew

five points from last month. Except for September 2024, this is the highest score for the nation since April 2021 (when it was 38%).

Countries where UNEMPLOYMENT is the #1 concern:

- South Africa (64%)
- Argentina (46%; joint with inequality)
- Colombia (42%; joint with crime)
- South Korea (45%)
- Spain (32%)

27%

say **unemployment** is one of the key issues facing their country

4. Unemployment

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Country	% choosing unemployment as a worry	Change from 12-month	
		last month	change
World	27%	=	=
South Africa	64%	+2	-3
Indonesia	51%	+5	+13
Singapore	47%	+6	+8
Argentina	46%	=	+3
South Korea	45%	+7	+6
Colombia	42%	-2	-3
Chile	36%	+5	+9
Peru	35%	+1	-3
India	33%	-2	-11
Mexico	32%	-4	-4
Malaysia	32%	+2	=
Spain	32%	+1	-2
Italy	32%	-1	-2
Sweden	25%	-3	+9
Canada	24%	+1	+6
Thailand	24%	-7	-1
Türkiye	23%	-2	-6
Australia	20%	+2	-1
Ireland	20%	-1	=
Belgium	20%	+1	+6
Brazil	18%	+2	-8
Japan	18%	+1	-1
Poland	18%	-1	-7
US	17%	+1	+1
Great Britain	13%	-4	+1
France	12%	+2	+2
Hungary	12%	-5	-5
Israel	10%	=	-3
Germany	9%	-2	+1
Netherlands	5%	=	=

5. Financial/ Political Corruption

Base: Representative sample of 24,737 adults aged 18-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

Across 30 countries, the proportion mentioning corruption has fallen slightly to a quarter (26%).

Brazil has experienced a significant jump in those expressing worry about corruption. Up nine points to 37%, which is ten points higher than last May and the highest score since July 2021 (when it was also 37%). It's now the country's second biggest issue, behind crime & violence.

After last month's spike in concern, Türkiye's score has

cooled off slightly by dropping six points to three in ten (31%). However, this is still relatively high, being 12 points higher than this time last year.

Countries where **FINANCIAL/POLITICAL CORRUPTION is the #1 concern:**

- Indonesia (63%)
- Thailand (48%)
- Malaysia (47%)

26%

say **financial/political corruption** is one of the key issues facing their country

5. Financial/ Political Corruption

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Country	% choosing financial/political corruption as a worry	Change from 12-month	
		last month	change
World	26%	-1	+1
Indonesia	63%	-7	-2
Peru	55%	-1	+2
Thailand	48%	+9	+9
Hungary	48%	+1	+7
Malaysia	47%	-1	-1
South Korea	44%	-1	+16
South Africa	43%	+5	-8
Colombia	37%	-4	+6
Brazil	37%	+9	+10
Türkiye	31%	-6	+12
Israel	30%	-3	+6
Chile	29%	-4	+3
US	27%	-3	+8
Spain	27%	=	+2
Mexico	26%	-1	=
Poland	24%	+6	=
Argentina	22%	-5	-1
India	21%	-2	-6
Japan	18%	-6	-13
Belgium	13%	=	-1
Australia	12%	-1	-2
Great Britain	11%	+1	-6
Canada	11%	-5	=
Ireland	11%	+2	=
Italy	10%	-1	-2
Netherlands	10%	+3	+2
France	8%	=	-3
Germany	8%	+1	-2
Singapore	8%	-3	=
Sweden	7%	-3	-2

6. Health Care

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

Nearly a quarter (24%) across 30 countries say health care is one of the biggest concerns facing their country, a slight uptick from last month.

Newly-added Ireland has health care as their primary issue, with over two-fifths (43%) expressing concern. We have been consistently tracking Ireland since January 2024 and therefore can see that this is a relatively low level for the nation. Their peak was 50% in September 2024.

The proportion of Hungarians

worried about health care has risen five points to 64%, which is 11 points higher than a year ago. However, it has been worse, for instance, in September 2024, concern reached 68%.

Countries where HEALTH CARE is the #1 concern:

- Hungary (64%) • Italy (34%)
- Ireland (43%)
- Great Britain (42%)
- Poland (38%)

24%

say **health care** is one of the key issues facing their country

6. Health Care

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Country	% choosing health care as a worry	Change from 12-month	
		last month	change
World	24%	+1	+1
Hungary	64%	+5	+11
Ireland	43%	+2	=
Great Britain	42%	+3	+3
Canada	42%	=	-2
Poland	38%	-5	-5
Brazil	36%	-1	-4
Italy	34%	-2	-2
Australia	34%	+3	+6
Spain	31%	=	-2
Singapore	30%	-1	+2
Colombia	29%	-3	+1
Netherlands	29%	+4	-1
France	25%	+1	=
US	21%	-3	=
Mexico	20%	=	-2
Belgium	19%	-3	-2
Sweden	19%	-1	-4
Germany	18%	+1	+2
South Africa	18%	+1	+5
Chile	16%	=	+4
Peru	16%	+2	+4
Argentina	14%	=	-2
India	13%	=	-1
South Korea	12%	=	-7
Japan	12%	+1	+4
Malaysia	11%	+1	+4
Israel	9%	+3	+4
Indonesia	7%	+1	=
Thailand	6%	-3	-2
Türkiye	4%	=	-1

7. Taxes

Base: Representative sample of 24,737 adults aged 18-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

Across 30 countries, the proportion mentioning taxes is up slightly to 18%.

Japan, the most concerned country for taxes, has experienced a four-point rise in the proportion saying they are worried. This is the highest it has been for the nation since December 2023 (when it was also 37%).

In the US, despite being relatively low, the level of worry for taxes has reached a new high. The share of Americans voicing concern about taxes has

risen four points to a fifth (20%), which is not only seven points higher than this time last year but the highest it has been in ten years.

Countries where TAXES is the #1 concern:

- Japan (37%; joint with inequality)

18%

say **taxes** is one of the key issues facing their country

7. Taxes

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Country	% choosing taxes as a worry	Change from 12-month	
		last month	change
World	18%	+1	+2
Japan	37%	+4	+4
Belgium	32%	+4	-1
Canada	29%	=	-1
Italy	29%	+1	+2
Brazil	27%	+2	+3
Singapore	24%	+6	+6
Israel	24%	+4	+4
France	21%	+3	+6
Great Britain	21%	-2	+6
US	20%	+4	+7
Australia	19%	-2	+3
Spain	18%	-2	-6
Poland	18%	+2	+3
Türkiye	17%	+1	+4
Argentina	17%	+1	-4
Netherlands	17%	+1	+1
Malaysia	17%	+3	-1
India	15%	-1	+2
Germany	15%	+2	+2
Mexico	15%	+2	+4
Ireland	14%	-1	-2
Colombia	14%	+1	-3
Indonesia	14%	-1	+6
Thailand	13%	+4	+4
South Korea	12%	+1	-4
Sweden	11%	+1	-1
South Africa	11%	-10	+4
Chile	8%	=	+1
Hungary	7%	=	+1
Peru	3%	-1	-5

9. Climate Change

Base: Representative sample of 24,737 adults aged 18-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

14% across 30 countries have mentioned climate change as one of the main issues facing their country, a slight decrease from last month.

Germany has experienced the biggest increase in people expressing worry from last month, after mentions rose six points to nearly a quarter (23%). However, this isn't that high for the country, only slightly lower than last May, for example.

South Korea has climbed down from their peak last month after the proportion of mentions fell

four points to below a fifth (18%). This is only just above last May's score.

Countries where CLIMATE CHANGE is the #1 concern:

None

14%

say **climate change** is one of the key issues facing their country

9. Climate Change

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Country	% choosing climate change as a worry	Change from 12-month	
		last month	change
World	14%	-1	-2
Japan	23%	-4	-2
Germany	23%	+6	-1
Netherlands	22%	-2	-3
Singapore	21%	-4	-6
Australia	20%	-1	-2
Thailand	20%	-5	-9
France	19%	=	-1
Sweden	19%	+2	+4
Great Britain	19%	+1	-3
South Korea	18%	-4	+1
Italy	18%	-2	-5
Spain	18%	=	+2
Canada	16%	+2	-6
Ireland	15%	-1	+4
Poland	14%	-1	=
Belgium	13%	-2	-6
Mexico	12%	-4	-11
US	12%	-1	-5
India	11%	-2	+1
Brazil	10%	-4	+2
Indonesia	9%	-5	-14
Türkiye	9%	+4	-2
South Africa	8%	=	+1
Malaysia	8%	-6	-5
Colombia	6%	-5	-12
Peru	6%	+1	+1
Argentina	6%	+2	+3
Chile	5%	=	=
Hungary	3%	-5	-4
Israel	1%	-1	-4

14. Terrorism

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

Across 30 countries, the proportion mentioning terrorism has risen slightly to one in 11 (9%).

Since October 2023, terrorism has consistently been the top concern for people in Israel. This trend continues in the latest data, with 47% of respondents saying they are worried about terrorism – a slight increase from the previous month. However, this figure remains well below the peak of 64% recorded in December 2023.

In the wake of recent incidents on its northern border, India's level of worry has reached a five-year high after mentions increased 11 points to 26%. This is 14 points higher than 12

months ago and the highest it has been since October 2019 (also 26%).

Colombia's level of concern has also reached new heights after the proportion mentioning it rose nine points to 27%. This is not only 15 points higher than a year ago but the highest it has been since the country was added to the survey in March 2021.

Countries where TERRORISM is the #1 concern:

- Israel (47%)

9%

say **terrorism** is one of the key issues facing their country

14. Terrorism

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Country	% choosing terrorism as a worry	Change from 12-month last month change	
World	9%	+1	+1
Israel	47%	+2	-5
Colombia	27%	+9	+15
India	26%	+11	+14
Peru	14%	-2	+9
France	12%	-1	-4
Türkiye	12%	-5	=
Germany	11%	-1	+4
Malaysia	11%	+5	+5
Sweden	10%	+2	-3
US	9%	=	=
Mexico	8%	-2	+3
Thailand	8%	+1	=
Belgium	7%	-4	-5
Poland	7%	+2	+5
Chile	7%	+3	-4
Singapore	6%	+1	+2
Netherlands	6%	-2	=
Great Britain	6%	=	-3
Indonesia	5%	+1	-4
Italy	5%	+1	=
Spain	4%	-2	-2
Ireland	4%	-1	-3
South Africa	3%	+2	+1
Argentina	3%	+1	-1
Australia	3%	=	-3
South Korea	2%	-1	-1
Canada	2%	=	=
Brazil	2%	=	-1
Japan	2%	=	-1
Hungary	1%	=	-2

17. Coronavirus (Covid-19)

Base: Representative sample of 24,737 adults aged 18-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

Across 30 countries the proportion expressing worry for Covid-19 remains at just 2%.

There has been very little noticeable change throughout the countries this month. However, we will continue to monitor the issue as it enters the sixth year since the pandemic began.

Countries where CORONAVIRUS (COVID-19) is the #1 concern:

None

2%

say **coronavirus (covid-19)** is one of the key issues facing their country

17. Coronavirus (Covid-19)

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Country	% choosing coronavirus (covid-19) as a worry	Change from 12-month	
		last month	change
World	2%	=	-1
Malaysia	7%	+1	=
Thailand	6%	-1	-5
India	5%	-1	-2
Türkiye	5%	+3	=
Japan	4%	+1	-1
Indonesia	3%	=	-2
Brazil	3%	=	=
South Korea	3%	+1	=
US	3%	+1	-1
Singapore	3%	-3	-7
Belgium	2%	=	+2
South Africa	2%	=	-2
Peru	2%	+1	-1
Australia	2%	=	-2
Chile	2%	=	=
Poland	2%	+1	+1
Spain	2%	=	-1
Mexico	2%	-2	+1
Ireland	2%	-1	-3
France	2%	+1	-1
Hungary	1%	=	-2
Colombia	1%	=	+1
Germany	1%	=	-1
Great Britain	1%	-1	-2
Italy	1%	=	-1
Argentina	1%	=	+1
Sweden	0%	=	-1
Netherlands	0%	-1	=
Canada	0%	-1	-2
Israel	0%	-1	-1

ECONOMIC FOCUS

The State of the Economy in my Country

Running alongside our **What Worries the World** survey, Ipsos' monthly **Global Consumer Confidence** study asks the public in 30 countries questions relating to the economy and finance, on a country and personal level.

The following section draws on some of this data to provide extra context to this month's What Worries the World report. It shows how the public rate the current economic climate in their country.

Please contact:
Emilios.Louca@ipsos.com for more information.

Current Economic Situation

Base: Representative sample of 24,737 adults aged 18-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

On average across 30 countries, 36% of people describe the current economic situation in their country as “good”, down slightly from last month.

Up most from this time last year are Malaysia (+22pp to 69%) and Argentina (+17pp to 33%).

On the other end of the spectrum, France (-16pp to 16%) and Mexico (-15pp to 43%) have seen the largest 12-month drops.

Spain has experienced a particularly strong year economically. This month, 43% of people rate the economy

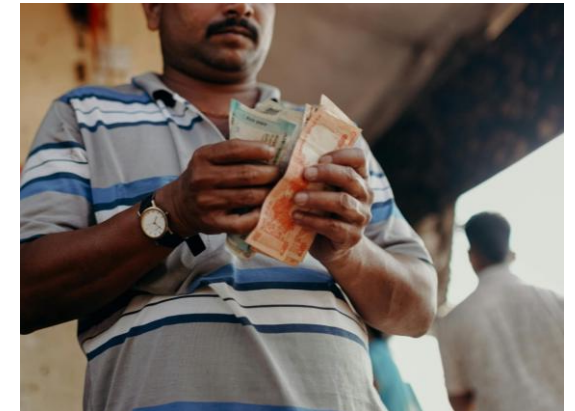
positively – just one point below the all-time high of 44%, recorded in August 2024. Remarkably, nine of Spain’s highest-ever positive economy ratings have occurred within the past 12 months.

Top countries most worried about the economy:

- **Japan** (93% say it’s in a “bad” shape)
- **South Korea** (92%)
- **France** (84%)
- **Hungary** (82%)
- **Peru** (82%)

9

of Spain’s highest good economy scores have occurred within the past 12 months.



Current Economic Situation

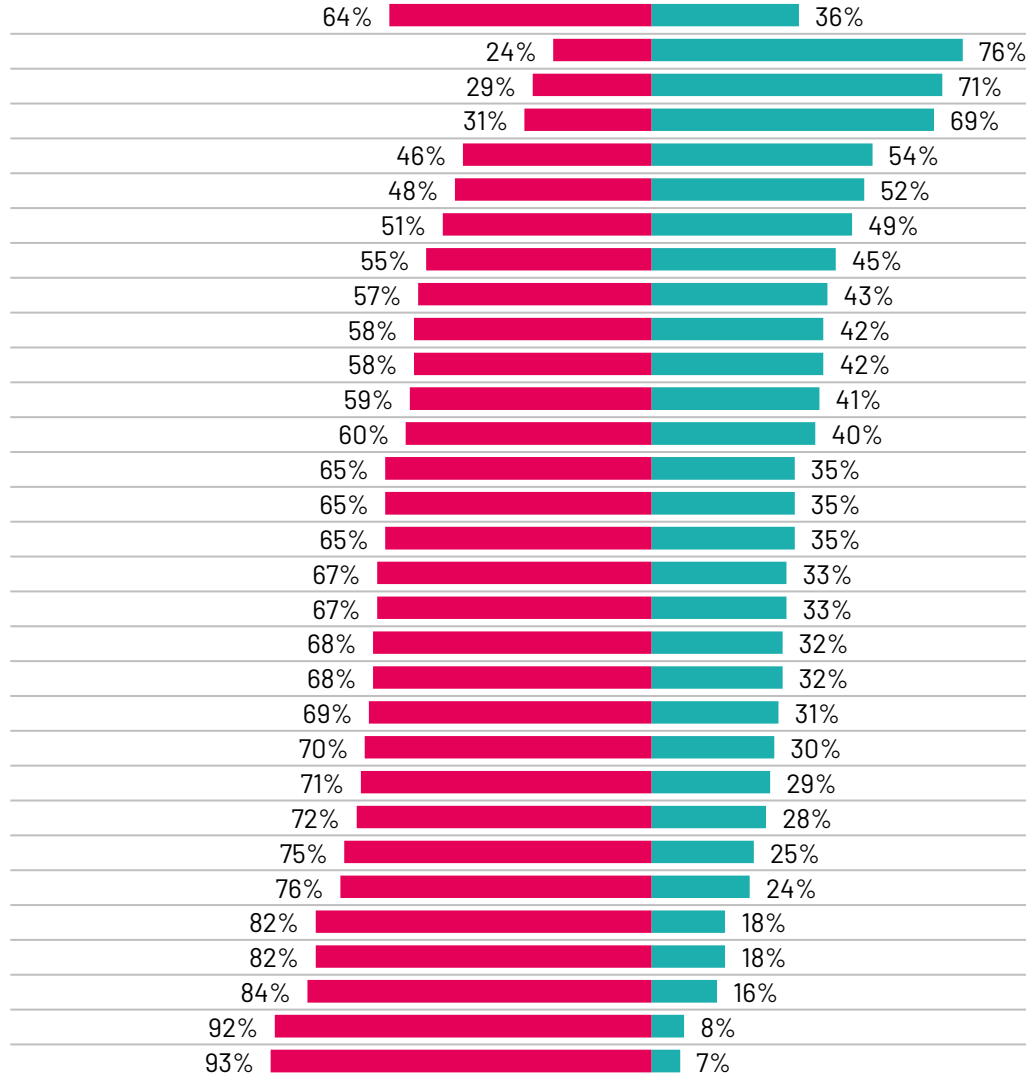
Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Country

World
India
Singapore
Malaysia
Ireland
Netherlands
Indonesia
Poland
Mexico
Sweden
Spain
Australia
Thailand
US
South Africa
Canada
Chile
Argentina
Israel
Belgium
Germany
Brazil
Italy
Great Britain
Colombia
Türkiye
Peru
Hungary
France
South Korea
Japan

Q: How would you describe the current economic situation in your country?



Good Bad

Change from 12-month last month change

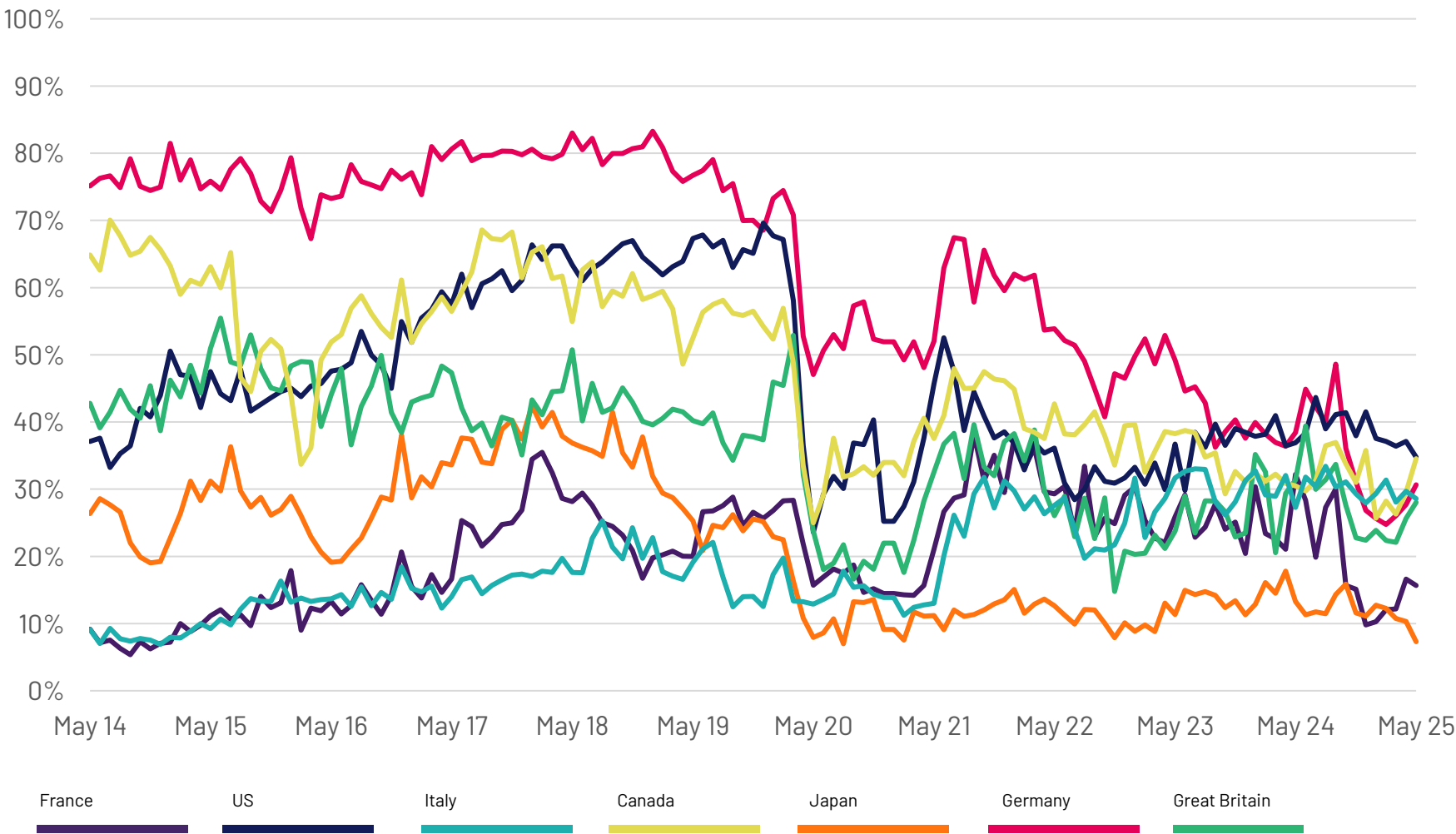
-1	-2
-1	-8
-13	-12
-1	+22
-4	+6
-5	-5
-2	-10
+1	+3
-5	-15
+9	+7
+3	+4
-2	-4
-5	-6
-2	-2
+8	+11
+5	+5
=	+10
+4	+17
-3	-12
-2	-7
+3	-7
-2	-5
-1	+2
+2	-3
-3	=
+2	=
-1	+1
-1	-7
-1	-16
+2	-6
-3	-6

Current Economic Situation

G7
% 'Very good' or 'Somewhat good'

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Q: How would you describe the current economic situation in your country?



Current Economic Situation

Argentina

% 'Very good' or 'Somewhat good'

Argentina has recorded the second-largest 12-month increase in our survey, up 17pp to 33%.

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Q: How would you describe the current economic situation in your country?



Current Economic Situation

Canada

% 'Very good' or 'Somewhat good'

Canada's good economy score has not reached 40% since January 2023 (40%).

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Q: How would you describe the current economic situation in your country?



Current Economic Situation

France

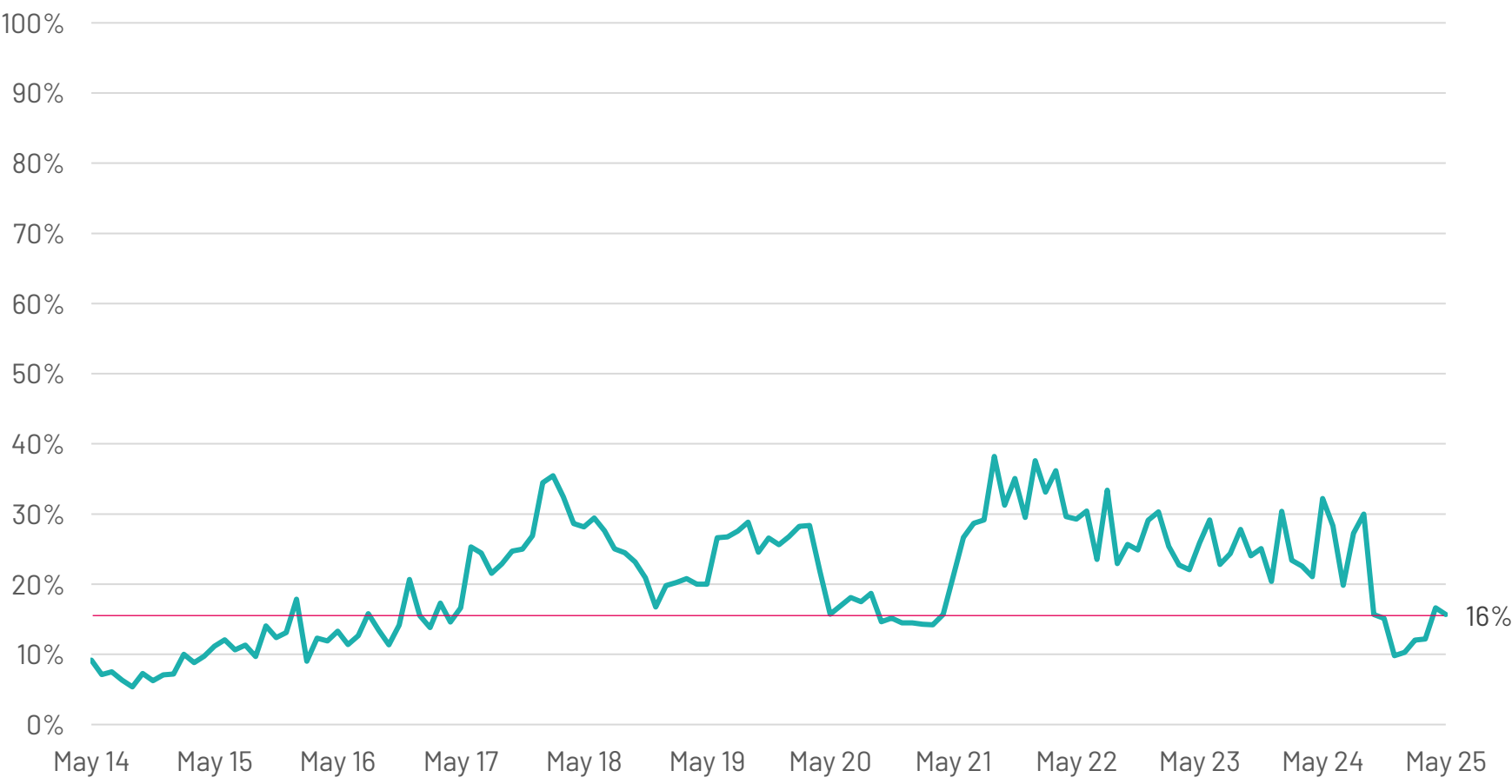
% 'Very good' or 'Somewhat good'

France's good economy score has dropped the most over the past 12 months of any country in our survey, down 16pp to 16%.

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Q: How would you describe the current economic situation in your country?



Current Economic Situation

Germany

% 'Very good' or 'Somewhat good'

Germany's good economy score has risen for three consecutive months, following the federal election in February 2025.

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Q: How would you describe the current economic situation in your country?



Current Economic Situation

Great Britain

% 'Very good' or 'Somewhat good'

Despite rising over the past three months, Great Britain's good economy score remains lower than pre-pandemic levels.

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Q: How would you describe the current economic situation in your country?



Current Economic Situation

Israel

% 'Very good' or 'Somewhat good'

Israel's good economy score sits just 2pp above its all-time lowest score (30% in December 2024).

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Q: How would you describe the current economic situation in your country?



Current Economic Situation

Italy

% 'Very good' or 'Somewhat good'

Italy is one of the few countries in our survey where good economy scores are consistently higher now than before the pandemic.

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Q: How would you describe the current economic situation in your country?



Current Economic Situation

Japan

% 'Very good' or 'Somewhat good'

Japan is back at the bottom of the rankings this month, after five months out of that position. This month's score is the country's lowest since August 2020 (7%) and just 1pp above its all-time low (6% in July 2010).

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Q: How would you describe the current economic situation in your country?



Current Economic Situation

Malaysia

% 'Very good' or 'Somewhat good'

Malaysia has recorded the largest 12-month increase in its good economy score of the 30 countries included in our survey.

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Q: How would you describe the current economic situation in your country?



Current Economic Situation

Mexico

% 'Very good' or 'Somewhat good'

Despite recording the second-largest year-on-year decrease of our survey, Mexico's good economy score remains high relative to its scores over the past decade.

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Q: How would you describe the current economic situation in your country?



Current Economic Situation

South Africa

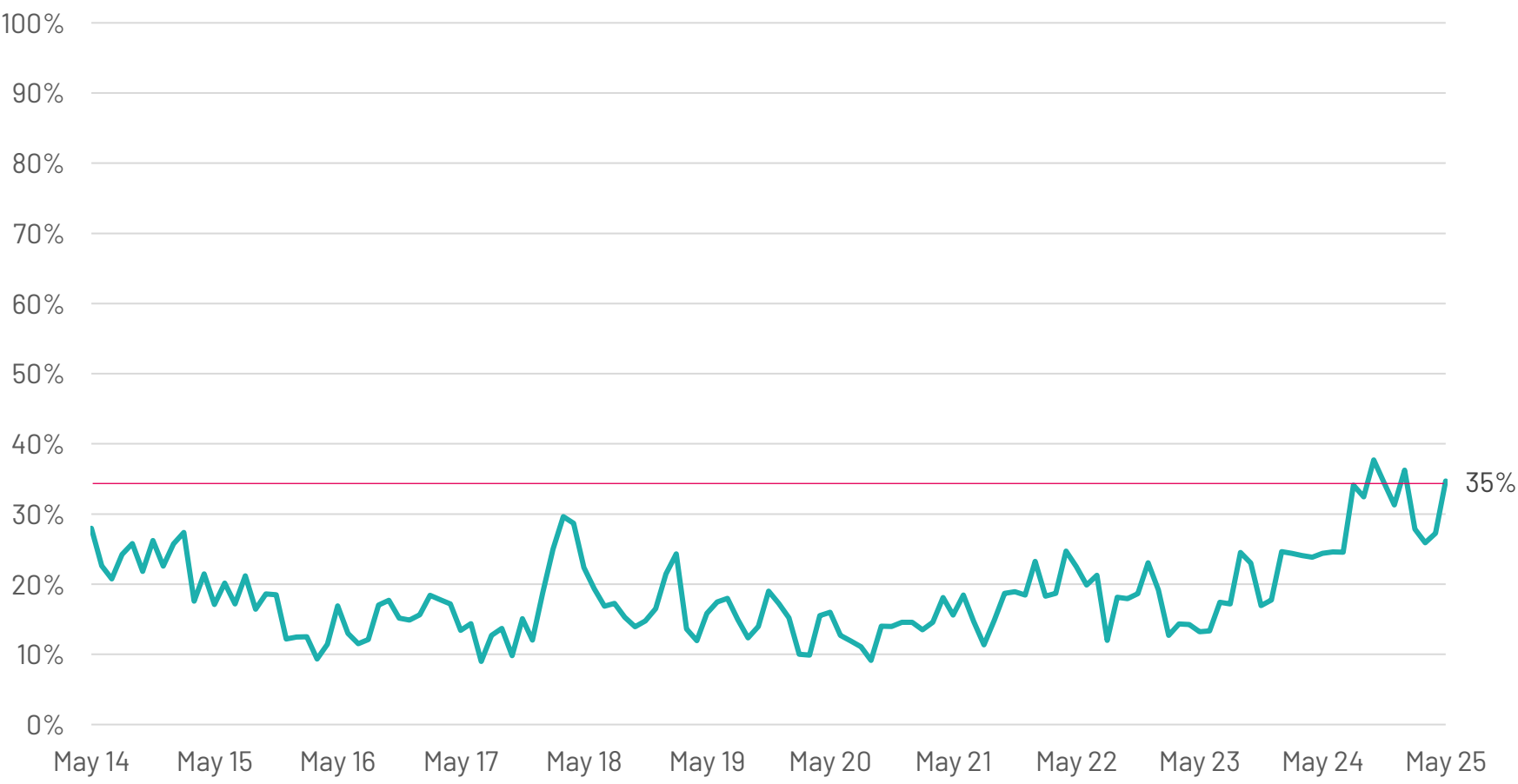
% 'Very good' or 'Somewhat good'

Despite sitting low in the overall country rankings, South Africa's good economy score is high relative to its scores over the past decade.

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Q: How would you describe the current economic situation in your country?



Current Economic Situation

South Korea

% 'Very good' or 'Somewhat good'

While South Koreans have long been pessimistic about the state of their current economic situation, recent scores have been particularly low.

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Q: How would you describe the current economic situation in your country?



Current Economic Situation

Spain

% 'Very good' or 'Somewhat good'

With a good economy score of 43% this month, Spain currently sits 1pp below its all-time high score (44% in August 2024). 9 of the country's highest good economy scores have occurred within the past 12 months.

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Q: How would you describe the current economic situation in your country?



Current Economic Situation

US

% 'Very good' or 'Somewhat good'

The US's good economy score has struggled to recover since the pandemic.

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: May 25

Q: How would you describe the current economic situation in your country?



Methodology

This 30-country Global Advisor survey was conducted between April 25th 2025 and May 9th 2025 via the Ipsos Online Panel system among 500 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Türkiye and the United States, 20-74 in Indonesia and Thailand, 21-74 in Singapore, and 16-74 in all other nations.

The "Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result."

The sample consists of approximately 1000+ individuals in each of Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Ireland, Japan, Spain, Sweden, and the US, and approximately 500+ individuals in each of Argentina, Chile, Colombia, Hungary, Indonesia, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Thailand and Türkiye.

The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the US can be taken as representative of these countries' general adult population under the age of 75.

The samples in Brazil, Chile, Colombia, India, Indonesia, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more "connected" segment of these populations.

India's sample represents a large subset of its urban population – social economic

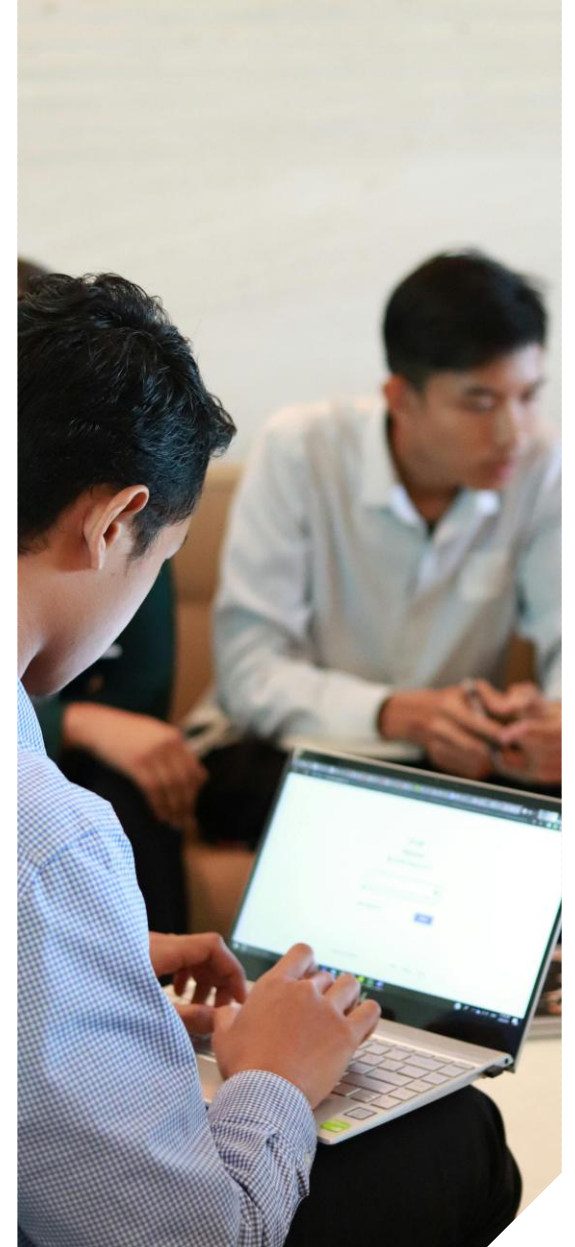
classes A, B and C in metros and tier 1-3 town classes across all four zones.

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 census data.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of don't knows or not stated responses

The publication of these findings abides by local rules and regulations.



THANK YOU

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