## WHAT WORRIES WORRIES THE WORLD?

June 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**.

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## Summary

#### 01. Crime & violence and inflation

This month, once again, crime & violence and inflation are the joint number one issues across 30 countries, albeit both falling slightly from last month, with 32% mentioning them.

In Peru, concern about crime fell five points but they are still the most worried nation, with 68% citing it. It has been their number one priority since September 2024.

In North America, the month-on-month change in inflation worry hasn't been dramatic despite US President Donald Trump's ongoing tariff war, but concern remains high. Half (50%) of Canadians say they are worried (equal from last month) and over two-fifths (43%) in the US express concern, which is up slightly from last month.

#### 02. Unemployment

The proportion expressing worry about unemployment across 30 countries has risen slightly to 28%.

Argentina has reached record levels for unemployment worry. This month, the proportion mentioning it has risen six points to just over half (52%), which the highest it has been since October 2019, when it was 56%.

Likewise, South Korean worry has reached its highest level in over three years. Concern increased five points to 50%, which the highest since March 2022 (53%).

#### **03. Immigration control**

Across 30 countries, concern about immigration control remains at 17%.

Great Britain has reached a nine year high for worry after increasing five points to 41% mentioning it. This is the highest it has been since July 2016 (one month after the Brexit vote), when concern was also at 41%.

Aside from Chile (41% concerned), the rest of the top ten most worried countries on our list are European.

For further reading, dive into the latest <u>World</u> <u>Refugee Day</u> report.



## What Worries the World? JUNE 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	
Crime & violence			
32%	-1	+2	
Inflation			
32%	-1	-1	
Poverty & social inequality			
29%	=	=	
Unemployment			
28%	+1	+2	
Financial/political corruption			
27%	+1	+2	

#### 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?



Base: Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.



## 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?



#### 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?



Right Direction Wrong Track

Base: Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.



## **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')

Base: Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.



## **DIRECTION OF TRAVEL**

All countries





### Right vs. Wrong Direction Monitor

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 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. This is slightly lower than this time last year (38%).

This month, South Africa has seen the largest drop of all 30 countries month-over-month in the proportion of people saying their "country is heading in the right direction", dropping nine percentage points to a quarter (25%).

This wave of polling was conducted from the 23<sup>rd</sup> of May-6<sup>th</sup> of June, during which time Poland held a second round of in voting on the 1<sup>st</sup> of June after elections on the 18<sup>th</sup> of May yielded no clear victor. Even amid this uncertainty the proportion saying Poland is on the right track rose four points to 44%, which is in line with what we saw at the beginning of 2025, but still below the 49% who said the same last June.

South Korea's score has risen (albeit it's still relatively low), with this month's right direction score increasing five points to a fifth (20%).



across 30 countries say their nation is "heading in the right direction"



## Right vs. Wrong Direction Monitor

Country

-

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jun 25 **Q: Would you say things in this country are heading in the right direction, or are they off on the wrong track?** (June 2025)

World	63%	37%	Dista Di stri
Singapore	19%	81%	<b>Right Directior</b>
Indonesia	30%	70%	
Malaysia	33%	67%	
India	36%	64%	Wrong Track
Argentina	45%	55%	
Australia	48%	52%	
Canada	54%	46%	
US	55%	45%	
Mexico	55%	45%	
Thailand	56%	44%	
Poland	56%	44%	
Ireland	62%	38%	
Brazil	63%	37%	
Spain	64%	36%	
Colombia	68%	32%	
Great Britain	68%	32%	
Italy	68%	32%	
Belgium	68%	32%	
Sweden	69%	31%	
Chile	70%	30%	
Germany	71%	29%	
Israel	74%	26%	
Türkiye	75%	25%	
South Africa	75%	25%	
Japan	76%	24%	
Netherlands	79%	21%	
South Korea	80%	20%	
Hungary	84%	16%	
France	86%	14%	
Peru	91%	9%	

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## Global Right/Wrong Direction

Global country average score

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 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?



## WORRY SPOTLIGHT: IMMIGRATION CONTROL

EU/EØS Passports

assport Control 🚱

Self-service passport control

18+

### Spotlight: Immigration control

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jun 25 Immigration control is currently a contentious issue and is a focus of political discourse across the world, particularly in North America and Europe. As conflicts continue to escalate and climate change worsens, immigration policies will remain a pressing matter.

According to the <u>UN Refugee</u> <u>Agency (UNHCR)</u>, by the close of 2024, over 123 million individuals globally were forcibly displaced from their homes. This includes 31 million refugees, a significant 73% of whom are being hosted in lowand middle-income countries, highlighting the disproportionate pressure faced by these nations.

In What Worries the World, we have been tracking immigration control as an issue for over ten years. In this issue we want to highlight some of the findings. The proportion of concern across all countries has just overtaken pre-pandemic levels, with 17% saying they are worried this month. June 2019 recorded a score of 15%.

Turn overleaf.



million individuals globally were forcibly displaced in 2024



### Spotlight: Immigration control

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jun 25 The effects of the pandemic are still felt today. As seen in the next slide, concern for immigration fell across the G7 nations as borders were shut. When restrictions started to ease, we see the level of worry rise, much like it did with inflation.

For instance, this steady rise in concern can be seen acutely in parts of Europe. In Great Britain, we see worry about immigration go from 25% in June 2019 to 41% in June 2025. And in just the past few months the proportion of Brits expressing concern has risen nine points from 32% in March 2025 to 41% in June 2025, now making it the nation's top priority.

We see similar levels of concern in Ireland (41%) Chile (41%), and Germany (37%). Please, fieldwork was completed before the recent riots in N. Ireland.

Interestingly, despite the ongoing rhetoric in America, concern about immigration has been falling. With a peak of 32% in October 2024, worry now sits at 20% in June 2025. That said, there's still a clear political divide, with 32% of Republicans worried vs. 12% of Democrats.

These concerns also seem to be reflected in our latest World Refugee Day report, which found fairly widespread belief (62% across 29 countries) that many asylum seekers are primarily economic migrants. However, support for offering refuge to those fleeing war/persecution is strong (67%). Looking closer though, on slide 17, richer countries, particularly the G7, are less likely to agree that wealthier nations have a moral responsibility to provide financial support.



## Spotlight: Immigration control

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

Immigration control

**G7** 

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.



#### Q. To what extent do you agree or disagree with these statements?

Wealthier nations have a moral responsibility to provide financial support to refugees, both those within their own borders and those hosted by other countries.



Base: 22,734 adults aged 16+ across 29
countries, 25 April – 9 May 2025

Source: World Refugee Day 2025

Country	Agree	Disagree
Global Country Average	62%	28%
Indonesia	79%	18%
Thailand	73%	19%
Ireland	72%	21%
South Africa	69%	24%
Colombia	68%	24%
Malaysia	67%	28%
Spain	67%	24%
Brazil	67%	22%
Italy	67%	22%
Argentina	65%	24%
Sweden	65%	26%
Peru	65%	27%
Mexico	65%	28%
Singapore	64%	22%
Australia	64%	25%
Netherlands	62%	30%
Hungary	61%	23%
Türkiye	60%	33%
Canada	60%	30%
India	59%	31%
Chile	57%	33%
Great Britain	56%	32%
United States	55%	31%
South Korea	55%	38%
Germany	55%	34%
Belgium	52%	35%
France	51%	35%
Poland	44%	38%
Japan	43%	34%



Q. And do you think wealthier nations are currently doing too much, too little or about the right amount to support refugees?

More people believe that wealthier nations are not doing enough to support refugees than believe they are doing too much. This view is especially strong in Brazil, Colombia, Peru, and Argentina.

Germany stands apart. There, more people believe that wealthier nations are doing too much rather than too little, potentially reflecting concerns about the strain on resources or integration challenges.

**Base**: 22,734 adults aged 16+ across 29 countries, 25 April – 9 May 2025

Source: World Refugee Day 2025

Country	Too much		About the right amour	nt Too little
Global Country Average	15%		31%	35%
Germany	34%		26%	28%
Great Britain	26%		28%	29%
Netherlands	26%		21%	33%
Belgium	24%		25%	30%
Canada	24%		30%	27%
France	22%		25%	28%
Ireland	20%		30%	36%
United States	20%		23%	34%
Japan	19%		23%	24%
India	18%		40%	20%
Sweden	18%		27%	37%
South Korea	17%		31%	25%
Australia	17%		30%	32%
Poland	16%		38%	27%
Hungary	15%		29%	33%
Indonesia	13%		67%	9%
Malaysia	13%		41%	34%
South Africa	13%	37	%	37%
Thailand	12%		49%	29%
Türkiye	12%	18%		53%
Italy	11%	27%		47%
Spain	11%	33%		42%
Chile	9%	27%		43%
Mexico	6%	26%		53%
Singapore	6%	41%	/ 0	32%
Brazil	5%	22%		51%
Colombia	5%	27%		54%
Peru	4%	30%		47%
Argentina	4%	24%		52%



## COUNTRY SPOTLIGHT: POLAND



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## POLAND SUMMARY: JUNE 2025

#### Top five worries

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



#### 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?



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



## Spotlight: Poland

**Base:** Representative sample of Polish 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: World | Current Wave: Jun 25 Please note the following dates. Poland's most recent political election took place between the **18<sup>th</sup> of May to the 1<sup>st</sup> of June**. Our fieldwork for Poland this month happened between the **29<sup>th</sup> of May to the 2<sup>nd</sup> of June**.

In October 2023, Poland elected a new government headed by Donald Tusk. We subsequently saw the nation's right direction score move from 27% in October to 50% in December. Since then, the country's right direction score has fallen six points to 44% this month. Although not their top concern, we do see the level about immigration control becoming an increasing worry. This time last year, the proportion of Poles expressing worry was at 19% - this month it has risen to a quarter (25%). This was something of keen debate in the election and is a sentiment we have seen in our <u>World Refugee</u> <u>Day 2025</u> report.

Turn overleaf.



of Poles believe immigration control is one of the main issues facing their country



## Spotlight: Poland

**Base:** Representative sample of Polish 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: World | Current Wave: Jun 25 For instance, in 2022, at the start of the Ukraine war, support in Poland for allowing people to take refuge to escape war/persecution was 85%. In 2025, that figure is now 51%. For reference, only South Korea (50%) is less likely to agree with this statement.

Two-thirds (65%) also say that refugees aren't really refugees but are trying to take economic advantage and just three in ten (30%) think refugees will integrate successfully into Polish society.

However, these feelings aren't

felt evenly, with clear political divides. According to *What Worries the World* data, only 5% of Poles who identify as 'leftwing' say immigration control is a problem, compared to 44% of right-wing voters.

Meanwhile, Poles remain particularly concerned about military conflict between nations. It's currently the nation's second biggest worry (behind health care (39%)) with 38% citing it. For context, 39% was the peak in April 2025.

Turn overleaf.



say military conflict between nations is a worry for them



## Spotlight: Poland

**Base:** Representative sample of Polish 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: World | Current Wave: Jun 25 To provide further context, Joanna Skrzynska, PA SL Leader in Poland, said:

"On June 1st, the second round of the presidential elections took place in Poland, resulting in a narrow victory for the right-wing candidate, Karol Nawrocki. The elections continue to spark controversy, primarily concerning potentially flawed vote calculations. Over 50,000 submitted electoral protests highlight deep social divisions.

The increase in optimism regarding the country's and economy's situation does not seem to be directly linked to the election results. It may instead be seasonal in nature – traditionally, summer brings about improved social moods.

The consistent decline in core inflation – to 3.3% in May, the lowest level in over five year – eases inflationary pressure as a source of concern. Nonetheless, key anxieties remain unchanged: dominant issues include healthcare problems, with long-standing queues for specialists affecting a significant part of the population, and the threat of military conflict related to the war in neighbouring

#### Ukraine.

An issue that gained significance due to the electoral campaign is immigration control. Many rightwing candidates built their message around fears related to migrants, criticizing the EU migration pact and emphasizing threats such as illegal border crossings, increased crime, strain on public services, and labor market pressure. This rhetoric, although often based on false information and simplifications, found a clear reflection in the results of our research."



#### Q1(A). People should be able to take refuge in other countries, including in my country, to escape from war or persecution



Base: 22,734 adults aged 16+ across 29
countries, 25 April – 9 May 2025

Source: World Refugee Day 2025

Country	Agree Disagree			Agree			
,		Disagree	2024	2023	2022	2021	2020
Global Country Average	67%	26%	69%	74%	78%	70%	72%
Sweden	81%	16%	81%	84%	88%	76%	81%
Argentina	79%	16%	80%	80%	81%	79%	76%
Netherlands	78%	17%	76%	80%	84%	78%	80%
Australia	77%	17%	76%	79%	83%	74%	78%
Brazil	77%	16%	82%	80%	86%	78%	77%
Spain	76%	20%	76%	85%	85%	77%	79%
Ireland	76%	19%	78%	N/A	N/A	N/A	N/A
Canada	74%	20%	76%	84%	82%	72%	77%
Mexico	74%	23%	76%	82%	81%	72%	74%
Colombia	73%	22%	73%	77%	80%	68%	N/A
United States	72%	20%	70%	75%	82%	71%	72%
Germany	71%	24%	74%	73%	78%	71%	76%
Italy	71%	22%	75%	75%	80%	79%	74%
Great Britain	71%	21%	75%	84%	80%	73%	78%
South Africa	69%	25%	70%	80%	77%	70%	76%
Belgium	68%	24%	66%	70%	79%	67%	71%
Chile	68%	25%	68%	73%	75%	77%	78%
Malaysia	66%	31%	63%	70%	64%	64%	60%
France	65%	26%	67%	73%	78%	64%	68%
Thailand	64%	30%	72%	75%	N/A	N/A	N/A
Peru	64%	30%	75%	76%	83%	71%	67%
Türkiye	63%	32%	57%	61%	66%	70%	77%
Japan	60%	25%	67%	73%	76%	64%	69%
India	56%	34%	62%	61%	70%	66%	61%
Hungary	54%	41%	56%	63%	71%	63%	57%
Singapore	54%	35%	59%	55%	N/A	N/A	N/A
Indonesia	54%	41%	50%	71%	N/A	N/A	N/A
Poland	51%	34%	56%	73%	85%	66%	67%
South Korea	50%	41%	49%	55%	61%	51%	55%

NOTE: Global Averages are **not** directly comparable for **all** years due to changes in the countries surveyed.





## Poland Right/Wrong Direction

**Base:** Representative sample of Polish adults aged 16-74. c.500 per month







## WHAT WORRIES THE WORLD?

Top issues ranked



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### World Worries: Full List

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jun 25 For the second month in a row, on average across 30 countries, crime/violence and inflation are jointly considered the top worry. The proportion mentioning both issues is stable month-on-month at just under a third (32%, both down one percentage point overall).

Compared to this time last year, crime & violence was at 30% picking across 29 countries, whereas inflation was at 33%.

Across the remainder of the top five worries, we see that poverty/inequality remains at three in ten (29%) picking it, whereas concern for unemployment (28%,+1pp) and financial/political corruption (27%, + 1pp) are also broadly stable.



across 30 countries say crime & violence and inflation are problems their nation



### World Worries: Full List

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jun 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 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.



## 1. Crime & Violence

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

Across 30 countries the proportion mentioning crime has fallen to just under a third (32%). This is also up slightly from June 2024 (30%).

Israel has seen the biggest increase in concern after the proportion concerned about crime increased eight points to 40% this month. This is 17 points higher than June 2024 and, in the wake of the Hamas attack, the highest score since October 2023 (when it was 50%).

Although falling five points from last month, Peru's score is 11 points higher than last June's level, with 68% worried. Likewise, Chile is highly worried, increasing slightly to 65%.

The proportion expressing worry in Great Britain has risen four points to a quarter (25%). This is not the highest it has been in recent times, with March 2025's score reaching 29%.

Similarly, we see that Ireland's score has increased three points to a third (33%) saying they are concerned. This is ten points higher than this time last year.

South Africa has seen a rise of six points to nearly three-fifths (58%) worried, which is the highest it has been since May 2023 (when it was 60%).

Countries where CRIME & VIOLENCE is the #1 concern:

- Peru(68%) Brazil(40%)
- Chile (65%) France (39%)
- Mexico(59%)
- Sweden (58%)
- Colombia(42%)



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



## 1. Crime & Violence

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

Country	% choosing crime & violence as a worry	last month	n change
World	32%	-1	+2
Peru	68%	-5	+11
Chile	65%	+1	-2
Mexico	59%	-2	+11
Sweden	58%	-8	-3
South Africa	58%	+6	+6
Argentina	45%	+1	+6
Colombia	42%	=	+9
Brazil	40%	-1	-2
Israel	40%	+8	+17
France	39%	-3	+8
Ireland	33%	+3	+10
Germany	32%	+3	+2
Italy	31%	=	+8
Belgium	29%	-4	+1
Australia	29%	-4	-3
Türkiye	28%	-1	+6
Malaysia	25%	-1	-2
Great Britain	25%	+4	-1
Netherlands	24%	-2	+3
US	23%	=	-10
Thailand	22%	-4	-6
India	21%	-4	-1
Japan	21%	+2	+4
Canada	20%	-4	=
Indonesia	20%	-2	-1
Spain	19%	+1	=
South Korea	16%	-3	-4
Poland	16%	+3	+7
Hungary	9%	=	-2
Singapore	5%	-1	-6



Change from 12-month

## 2. Inflation

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

Across 30 countries the proportion citing inflation has decreased marginally to 32%, keeping it joint as the top issue with crime & violence.

This month, the proportion of Mexicans saying they are worried about inflation has risen four points to 35%, which is 12 points higher than this time last year. However, this score isn't exceptional for 2025, with March also recording 35%.

In North America, the monthon-month change hasn't been dramatic despite US President Donald Trump's ongoing tariff war, but concern remains high. Half (50%) of Canadians say they are worried (equal from last month) and over two-fifths (43%) in the US express concern, which is up slightly from last month.

## Countries where INFLATION is the #1 concern:

- Singapore (62%) India (35%)
- Türkiye (52%)
- Canada (50%)
- Australia (45%)
- The US(43%)



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



## 2. Inflation

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

Country	% choosing inflation as a worry	last month	change
World	32%	-1	-1
Singapore	62%	=	+16
Türkiye	52%	-2	-6
Canada	50%	=	-4
Australia	45%	-4	-3
Hungary	45%	=	+11
US	43%	+1	-3
Malaysia	37%	+3	+8
India	35%	-2	-3
Mexico	35%	+4	+12
Argentina	35%	-5	-16
South Korea	34%	=	-5
Ireland	34%		=
France	32%		-8
Brazil	31%	-2	+7
Poland	31%	-4	-7
Japan	30%	-2	-4
Great Britain	30%	-6	+3
Germany	29%	-2	-1
Spain	27%	+1	-1
Italy	26%	-1	=
Belgium	26%		-3
Chile	25%		-5
Thailand	24%	-9	-10
Indonesia	23%	-3	+3
Netherlands	19%	-5	-1
Sweden	19%		+2
South Africa	18%		-3
Colombia	18%	+1	-12
Israel	16%		-7
Peru	15%	+2	-11



Change from 12-month

## **3. Poverty & Social Inequality**

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

Across 30 countries the proportion mentioning inequality remains at just under three in ten (29%).

In Germany, concern for inequality has reached an elevated level. The number of Germans citing it has increased five points to 36%, which is slightly higher than this time last year and the highest it has been since September 2023, when it was 37%.

Peru has experienced the largest month-on-month change after the proportion of Peruvians expressing worry, rising seven points to 32%. However, having a third express concern is relatively normal for the nation.

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

- Japan(36%)
- Netherlands (32%)



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



## 3. Poverty & **Social Inequality**

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

Country	% choosing poverty & social inequality as a worry	last month ch	nange
World	29%	= =	:
Argentina	48%	+2 +'	7
Indonesia	45%	-1 +!	5
Hungary	38%	-4 -2	2
Thailand	37%	-2 -2	2
Türkiye	37%	+1 +!	5
Colombia	37%	+3 +4	4
Japan	36%		-
Germany	36%	+5 +2	2
South Africa	35%	+6 +	1
Brazil	33%	=	5
Peru	32%	+7 -2	2
Netherlands	32%	-3 -2	2
Malaysia	30%	+5 =	-
Belgium	29%		4
Mexico	28%	+	3
Great Britain	27%	= =	-
Spain	26%	+2 =	-
Australia	26%	+15	5
South Korea	26%	= =	-
Ireland	26%	-2 -	1
Italy	25%	-2 -2	2
Sweden	25%	+2 +!	5
France	24%	+3 -	1
Canada	23%		3
Israel	23%	+1 +!	5
Singapore	22%	+2 +6	6
Chile	22%		
Poland	19%	+1 -3	3
India	18%	+1	1
US	17%	= -4	4



#### Change from 12-month

### 4. Unemployment

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

The proportion expressing worry about unemployment across 30 countries has risen slightly to 28%.

Argentina has reached record levels for unemployment worry. This month, the proportion mentioning it has risen six points to just over half (52%), which is five points higher than June 2024 and the highest it has been since October 2019, when it was 56%.

Likewise, in South Korea, worry has reached its highest level in over three years. Concern increased five points to 50%, which is 12 points higher than June 2024 and the highest since March 2022 (53%).

Other APAC nations seem to be witnessing higher levels of concern about jobs this month. Singapore (52%) also rose five points, Indonesia (53%) increased slightly, and Thailand (31%) jumped seven points.

Countries where UNEMPLOYMENT is the #1 concern:

- South Africa (62%)
  South Korea (50%)
- Argentina(52%) Spain(32%)

# 28%

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



## 4. Unemployment

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

Country	% choosing unemployment as a worry	last month	change
World	28%	+1	+2
South Africa	62%	-2	+1
Indonesia	53%	+2	+14
Argentina	52%	+6	+5
Singapore	52%	+5	+20
South Korea	50%	+5	+12
Colombia	41%	-1	-8
Malaysia	35%	+3	+5
Chile	35%	-1	+4
Mexico	34%	+2	-1
Italy	34%	+2	=
Peru	33%	-2	-13
Spain	32%	=	-1
Thailand	31%	+7	+1
India	31%	-2	-4
Canada	28%	+4	+11
Türkiye	27%	+4	+1
Sweden	24%	-1	+10
Australia	24%	+4	+1
Belgium	22%	+2	+8
Japan	18%	=	+1
Ireland	18%	-2	+3
Brazil	17%	-1	-5
US	16%	-1	-1
Poland	15%	-3	-2
Hungary	15%	+3	-1
Great Britain	14%	+1	=
France	12%	=	+1
Israel	11%	+1	-1
Germany	8%	-1	=
Netherlands	4%	-1	-3



Change from 12-month
### 5. Financial/ Political Corruption

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

The proportion across 30 countries expressing worry about corruption has increased slightly to 27% from last month. This is also up marginally from June 2024.

Hungary has reached a four-year high when it comes to concern about corruption after the proportion of mentions rose seven points to 55%. This is ten points higher than June 2024 and the highest level since June 2021, when it was 60%.

Similarly, Chile is becoming increasingly concerned after the level citing it grew seven points, which is also ten points higher than June 2024 and the highest since September 2023 (36%).

The US is gradually becoming more worried. This month's score rose slightly to 29%. In April 2025, the level was 30%, which is the highest level since February 2021, when it was also 30%

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

- Indonesia (63%)
- Malaysia(48%)
- Thailand (45%)



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



### **5. Financial**/ Political Corruption

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

Country	% choosing financial/political corruption as a worry	last month	change
World	27%	+1	+2
Indonesia	63%	=	+6
Hungary	55%	+7	+10
Peru	53%	-2	+1
Malaysia	48%	+1	+8
Thailand	45%	-3	+7
South Africa	43%	=	-7
South Korea	41%	-3	+9
Colombia	40%	+3	+9
Brazil	37%	=	+10
Chile	36%	+7	+10
Spain	31%	+4	+4
Israel	30%	=	-5
US	29%	+2	+10
Türkiye	28%	-3	+3
Mexico	27%	+1	+10
Argentina	27%		+5
Poland	22%		-7
India	22%		-1
Japan	20%		-5
Belgium	14%		=
Canada	14%		+2
Italy	11%		-2
Sweden	11%		-2
Ireland	11%		-1
France	11%	+3	+2
Australia	10%	-2	+1
Great Britain	10%		-6
Singapore	9%		=
Germany	8%		=
Netherlands	7%		-1



#### Change from 12-month last month change

### 6. Health Care

The proportion mentioning health care across 30 countries has fallen fractionally to 23%.

Since September 2023, Hungary has had health care as their number one issue. This month is no different and the level of worry is holding steady at just over three-fifths (63%).

Great Britain, a nation that typically has health care as their primary issue, has slipped down the list this month as the share of Brits citing it fell four points to 38%. This a couple of points lower than last June (40%). In contrast, America's score rose three points to a quarter (24%) expressing worry, however, this is equal to what it was a year ago.

#### Countries where HEALTH CARE is the #1 concern:

- Hungary (63%)
- Ireland (42%)
- Poland (39%)
- Italy (36%)

23%

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

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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



### 6. Health Care

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

Country	% choosing health care as a worry	last month change	
World	23%	-1 =	:
Hungary	63%	-1 +	1
Ireland	42%	-1 -4	4
Canada	41%	-1 -2	2
Poland	39%	+1 +6	6
Great Britain	38%	-4 -2	2
Brazil	37%	+1 -1	1
Italy	36%	+2 -2	2
Australia	33%	-1 +4	4
Singapore	32%	+2 +6	6
Spain	30%	-1 +6	6
Netherlands	28%	-1 -2	2
Colombia	28%	-1 +	1
France	24%	-1 -1	1
US	24%	+3 =	
Sweden	23%	+4 -3	3
Belgium	22%	+3 +	1
Germany	18%	= +2	2
Mexico	18%	-2 -4	4
South Africa	15%	-3 +2	2
Argentina	15%	+1 +	1
Chile	15%	+	1
Peru	13%	-3 =	
India	12%		3
Japan	11%	-1 =	
Malaysia	10%	-1 -1	1
South Korea	10%	-2 -7	7
Thailand	8%	+2 -2	2
Türkiye	8%	+4 +4	4
Israel	5%		1
Indonesia	3%	-4 -2	4



Change from 12-month

## 7. Immigration Control

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

Across 30 countries, the proportion mentioning immigration control as one of their top issues remains at 17%.

Nine years after the <u>Brexit</u> <u>referendum</u>, Great Britain has hit a new high for concern about immigration control, after the proportion of Brits citing it increased five points to two-fifths (41%). Not only is this nine points higher than last June but it is also the highest level since July 2016 (one month after the Brexit vote), when concern was also at 41%.

Worry in Poland has also increased five points from last

month, taking them to a quarter (25%) saying they're concerned about immigration control. The Polish are more likely to be pessimistic towards refugees, according to the latest World Refugee Day report – find out why here.

Countries where IMMIGRATION CONTROL is the #1 concern:

- Great Britain (41%)
- Germany(37%)



say **immigration control** is one of the key issues facing their country



### 7. Immigration Control

Base: Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

Country	% choosing immigration control as a worry	last month	change
World	17%	=	-1
Chile	41%	-2	-6
Ireland	41%	+4	-10
Great Britain	41%	+5	+9
Germany	37%	-1	+1
Netherlands	29%	+2	-2
Poland	25%	+5	+6
France	24%	-1	-3
Belgium	24%	-1	-9
Spain	23%	+1	+1
Türkiye	23%	+1	-17
Canada	23%	=	+1
US	20%	-4	-5
Italy	18%	=	+3
Australia	18%	-3	-2
Sweden	18%	+1	-6
Japan	17%	+2	+7
South Africa	17%	+3	+3
Singapore	15%	+1	-4
Peru	13%	+1	+8
Malaysia	12%	-1	+1
India	8%	=	+1
Mexico	6%	-1	+3
Colombia	6%	-1	-1
Israel	5%	=	+2
Thailand	5%	-3	+1
Argentina	4%	+1	+2
Hungary	3%	-1	-6
Indonesia	1%	=	-1
Brazil	1%	-1	=
South Korea	1%	=	-1



#### Change from 12-month last month change

### 9. Climate Change

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

At the end of last year, <u>80% said</u> <u>average global temperatures</u> <u>will increase in 2025</u>. Despite this, mentions for climate change across 30 countries remains at 14%, which is three points lower than this time last year.

No country has experienced a significant increase in concern from last June. In fact, some countries have experienced significant decreases, like Singapore (24%) which is down ten points or Mexico (15%) which fell 11 points from June

#### 2024.

Only the Netherlands have seen a notable month-on-month increase of six points to 28% saying they're worried. But this is equal to last June.

Countries where CLIMATE CHANGE is the #1 concern:

#### None



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



### 9. Climate Change

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

Country	% choosing climate change as a worry	last month change
World	14%	= -3
Netherlands	28%	+6 =
Singapore	24%	+3 -10
Japan	24%	+1 -2
Australia	21%	+1 -1
Sweden	20%	+1 +2
Germany	20%	
France	20%	+1 +1
Italy	19%	+1 -4
Canada	18%	+2 -4
Thailand	17%	-3 -7
South Korea	17%	-1 -2
Spain	16%	-2 -2
Great Britain	16%	-3 -4
Mexico	15%	+3 -11
Belgium	15%	+2 -6
Poland	14%	= +1
Ireland	14%	
US	13%	+1 -5
Indonesia	11%	+2 -9
Brazil	10%	= -9
Malaysia	10%	+2 +1
India	10%	-1 -3
Türkiye	9%	= +2
Colombia	8%	+2 -2
Chile	8%	+3 +1
South Africa	7%	-1 =
Hungary	6%	+3 -2
Argentina	5%	-1 =
Peru	4%	-2 -5
Israel	1%	= -1



Change from 12-month

### 12. Military Conflict Between Nations

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

One in ten (10%) across 30 countries express concern about military conflict between nations.

Please note, fieldwork was completed *before* the escalation between Israel, Iran and the US.

The top four most worried countries on our list all have proximity to ongoing conflicts, particularly Poland and Israel.

The proportion of Poles citing concern is up slightly to 38% which is three points higher than last June. However, it's not the highest score this year, with April recording 39%.

Israel is also up marginally to 35% which is two points higher than this time last year.

Countries where MILITARY CONFLICT BETWEEN NATIONS is the #1 concern:

None

10%

say **military conflict between nations** is one of the key issues facing their country



### 12. Military Conflict Between Nations

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

Country	% choosing military conflict between nations as a worry	Last month	change
World	10%	=	=
Poland	38%	+2	+3
Israel	35%	+2	+2
Germany	27%	+3	+4
Netherlands	25%	+3	+6
Sweden	16%	+1	+4
Italy	16%	+4	-2
France	14%	=	+3
Belgium	13%	1	-1
Spain	12%	-3	=
Great Britain	11%	-3	-4
Japan	10%	1	-2
South Korea	10%	+1	-5
US	10%	=	-3
Australia	10%	+1	+2
India	10%		+2
Ireland	9%	+1	+2
Thailand	9%	+2	+4
Canada	6%	+1	+2
Singapore	6%	-3	+1
Indonesia	5%	+2	+2
Hungary	4%	-3	-3
Colombia	4%	-3	-2
Malaysia	4%	-1	-2
Mexico	4%		+2
South Africa	2%	+1	+1
Brazil	2%		=
Chile	1%		=
Argentina	1%		-1
Türkiye	1%		=
Peru	0%	-2	-3



Change from 12-month

# 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.

Magh

© Ipsos | What Worries the World | June 2025 | Wave 210 | Public

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

On average across 30 countries, almost four in ten (37%) describe the current economic situation in their country as good.

France (-16 pp to 12%) and Germany (-14 pp to 31%) have seen the biggest year-on-year decreases.

Positive economic sentiment is up most from this time last year in Argentina (+19 pp to 34%) and Peru (+12 pp to 24%).

June 2025 marks Mexico's lowest good economy score since December 2022 (36%).

Meanwhile, a five-point monthly

increase sees Poland record its highest good economy score since the COVID-19 pandemic (51% in February 2020).

### Top countries most worried about the economy:

- South Korea (91% say it's in a "bad" shape)
- France (88%)
- Japan(87%)
- **Hungary**(84%)
- Peru(76%)

**16000** France's good economy score is down 16 points on this time last year.





**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

Country	the current economic situation in your co	
World	63%	37%
Singapore	22%	78%
India	24%	76%
Malaysia	34%	66%
Netherlands	42%	58%
Ireland	49%	51%
Indonesia	49%	51%
Poland	50%	50%
Australia	52%	48%
US	58%	42%
Sweden	58%	42%
Mexico	58%	42%
Spain	61%	39%
Canada	63%	37%
Thailand	65%	35%
Belgium	66%	34%
Argentina	66%	34%
Israel	68%	32%
Great Britain	69%	31%
Germany	69%	31%
Brazil	69%	31%
Italy	70%	30%
Colombia	71%	29%
Chile	72%	28%
South Africa	72%	28%
Türkiye	75%	25%
Peru	76%	24%
Hungary	84%	16%
Japan	87%	13%
France	88%	12%
South Korea	91%	





#### Change from 12-month last month change

+1	-1
+7	-3
=	-4
-3	+8
+6	-7
-3	+2
+2	-11
+5	+7
+7	+4
+7	+4
=	+1
-1	-9
-3	+5
+2	+7
-5	-10
+2	-7
+1	+19
=	+1
+3	-8
=	-14
+1	-5
+1	-2
+4	+3
-5	=
-7	+3
+1	+4
+6	+12
-2	-6
+6	+2
-4	-16
+1	-4

G7

% 'Very good' or 'Somewhat good'

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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



### Ipsos

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

#### US

% 'Very good' or 'Somewhat good'

The US records a seven-point increase on last month's good economy score, the country's highest score since July 2024 (44%).

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.







#### Canada

% 'Very good' or 'Somewhat good'

Canada shows a slight increase from last month and is seven points higher than June 2024 (30%).

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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





DSO

#### Germany

% 'Very good' or 'Somewhat good'

Germany records the second largest year-on-year fall in its good economy score, down 14 points to 31%.

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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





**DSO** 

#### **Great Britain**

% 'Very good' or 'Somewhat good'

Great Britain's good economy score has risen over the past three months and is currently its highest score since September 2024 (34%).

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.







#### Italy

% 'Very good' or 'Somewhat good'

Italy's good economy score remains the most stable and consistent of the 30 countries in What Worries the World.

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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





**DSO** 

#### Japan

% 'Very good' or 'Somewhat good'

Japan's good economy score remains poor in comparison to pre-covid times.

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.







#### France

% 'Very good' or 'Somewhat good'

France records the biggest yearon-year decrease of the 30 countries in our survey, down 16 points to 12%.

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.







#### Singapore

% 'Very good' or 'Somewhat good'

Singapore is up seven points from May but this is relatively normal for the nation.

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.







#### India

% 'Very good' or 'Somewhat good'

India remains at 76%. This is four points lower than June 2024.

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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





DSO

#### Malaysia

% 'Very good' or 'Somewhat good'

Malaysia is down three points from May but is eight points higher than this time last year.

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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





**DSO** 



#### Argentina

% 'Very good' or 'Somewhat good'

Argentina's good economy score has increased most year-on-year of the 30 countries included in our survey (+19 to 34%).

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.







#### Australia

% 'Very good' or 'Somewhat good'

After a quick recovery from COVID-19, Australia's good economy score was hit hard by inflation and the cost-of-living crisis and has failed to rise above 50% since February 2023 (52%).

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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



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

48%

#### Mexico

% 'Very good' or 'Somewhat good'

100%

90%

Falling 1 point from last month, June 2025 marks Mexico's lowest good economy score since December 2022 (36%).

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.







#### Peru

% 'Very good' or 'Somewhat good'

Despite recording the secondlargest year-on-year increase (+12), Peru's good economy has struggled to return to pre-covid levels.

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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







DSO

#### Poland

% 'Very good' or 'Somewhat good'

A five-point monthly increase sees Poland record its highest good economy score since the COVID-19 pandemic (54% in March 2020).

**Base:** Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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





**DSO** 



84

### Methodology

This 30-country Global Advisor survey was conducted between May 23rd 2025 and June 6th 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 faceto-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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