

WHAT WORRIES THE WORLD?

July 2025

CONTENTS

1

Summary

2

Direction of travel

3

Country spotlight:
Great Britain

4

Worry spotlight:
*Poverty and
Inequality*

5

What worries:
The full list

6

What worries:
Long-term trends

7

Economic focus

8

Methodology

What Worries the World?

Ipsos' What Worries the World survey tracks public opinion on the most important social and political issues across 29 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
Teodros.Gebrekal@ipsos.com
for more information.

Summary

01. Crime and violence is the top concern

Across 30 countries, people see crime and violence as the number one concern. Thirty-two per cent see it as a top issue, closely followed by inflation (31%).

Concern about crime and violence is highest in Latin America with all six countries from the region included in this survey featuring among the eight most worried countries. Concern is highest in Peru (64%) and Chile (62%). While both countries have seen their level of worry fall this month, it is higher in both countries than 12 months ago (Peru +7pp, Chile +5pp).

South Africa and Sweden (both 60%) are the only non-Latin American countries featuring in the top five most worried about crime.

02. Negativity in Europe

One year on from Prime Minister Keir Starmer arriving in 10 Downing Street, positivity is falling in Great Britain. Since August last year the proportion of Brits who think the country is headed in the right direction has fallen 11pp, now down to 33%. At the same time concern about immigration is rising. Worry is up 10pp in the last 12 months, with 39% now seeing immigration as an issue. June's score of 41% is the highest level of concern Brits have recorded since September 2016.

Across the Channel things aren't faring any better. Just 14% of French people think the country is headed in the right direction (only Peru is more negative). France has also seen the highest rise in worry about crime in the last 12 months, up 10pp.

03. Spirits rise in South Korea following Presidential election

Following the election of President Lee Jae Myung in June, South Korea has seen the biggest month-on-month increase in the proportion thinking their country is headed in the right direction (+39pp).

Fifty-nine per cent of South Koreans think the country is doing well. This is a sharp turnaround in perspective: -only 11% said the country was headed in the right direction back in April.

South Korea now ranks fifth out of 30 countries in positivity about their country. The four countries above them are all from Asia. Singapore is most positive with 84% thinking the city-state is moving on the right track.

What Worries the World? JULY 2025

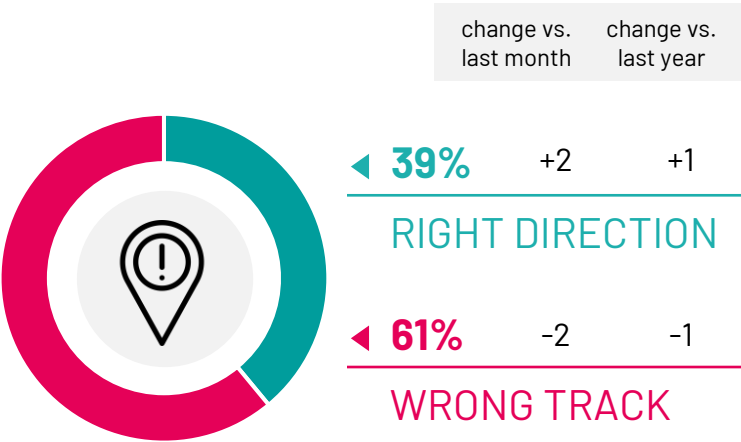
Top five worries

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%	=	+2
Inflation	31%	-1	-2
Poverty & social inequality	29%	=	=
Unemployment	28%	=	+1
Financial/political corruption	26%	-1	+1

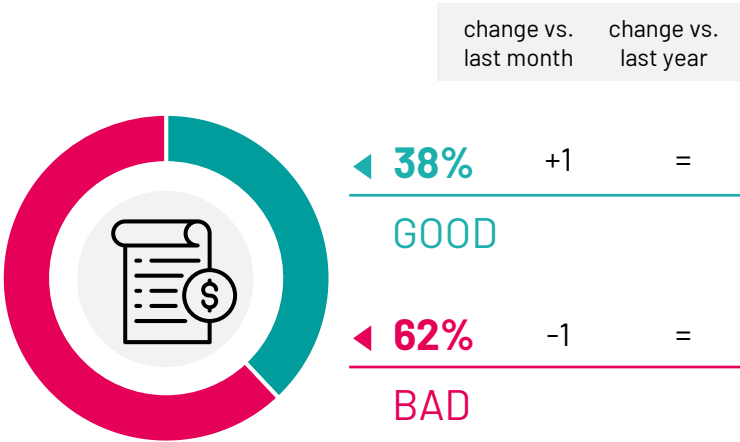
State of the country

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?



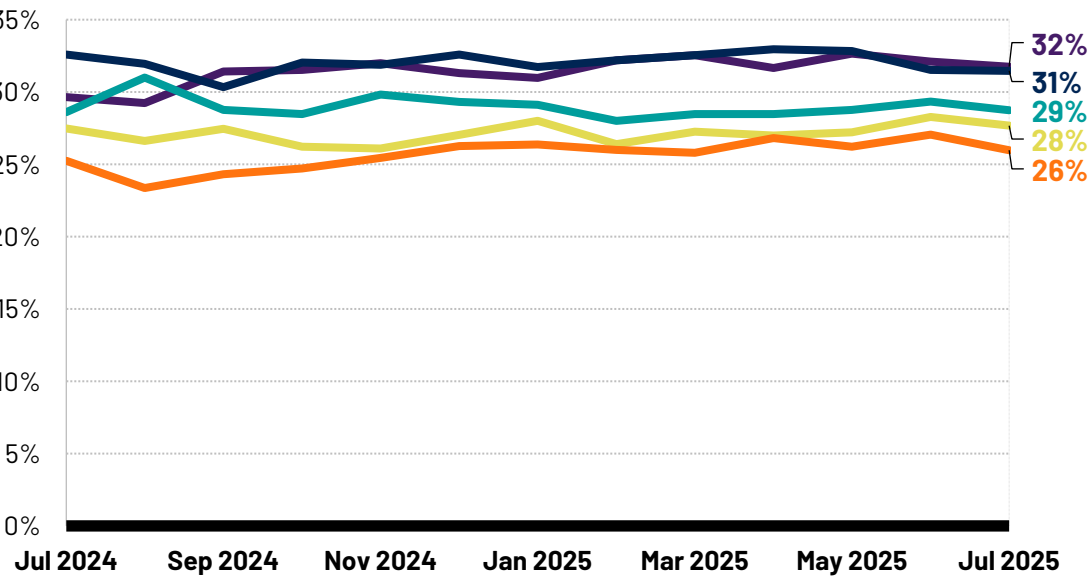
Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: Jul 25



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?



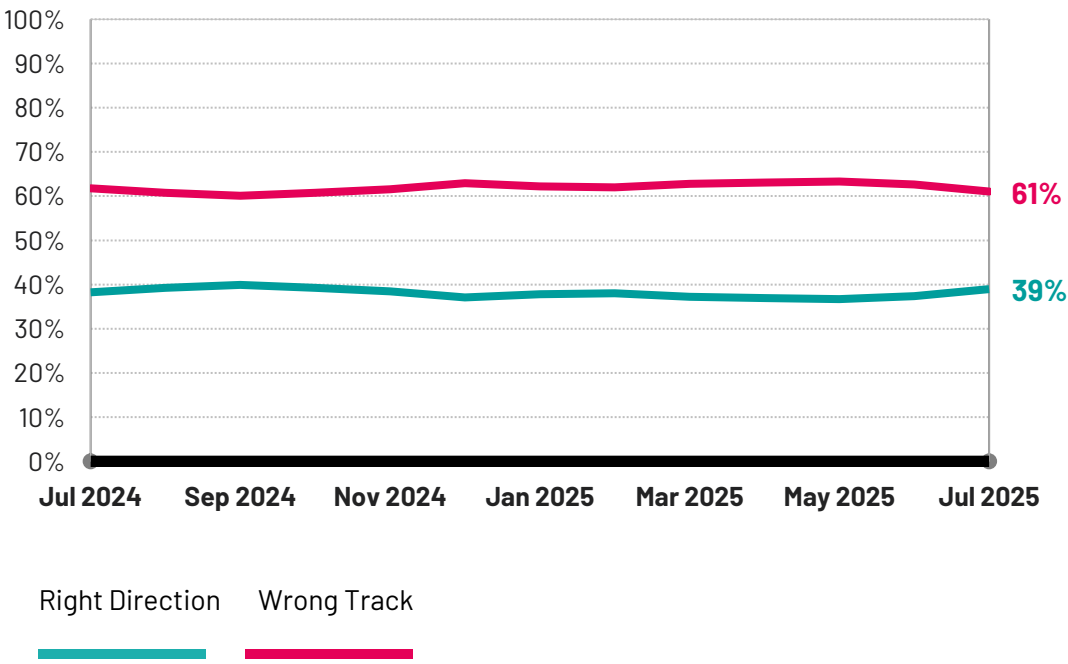
Crime **Inflation** **Inequality** **Jobs** **Corruption**

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 – July 4th 2025.

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

State of the country

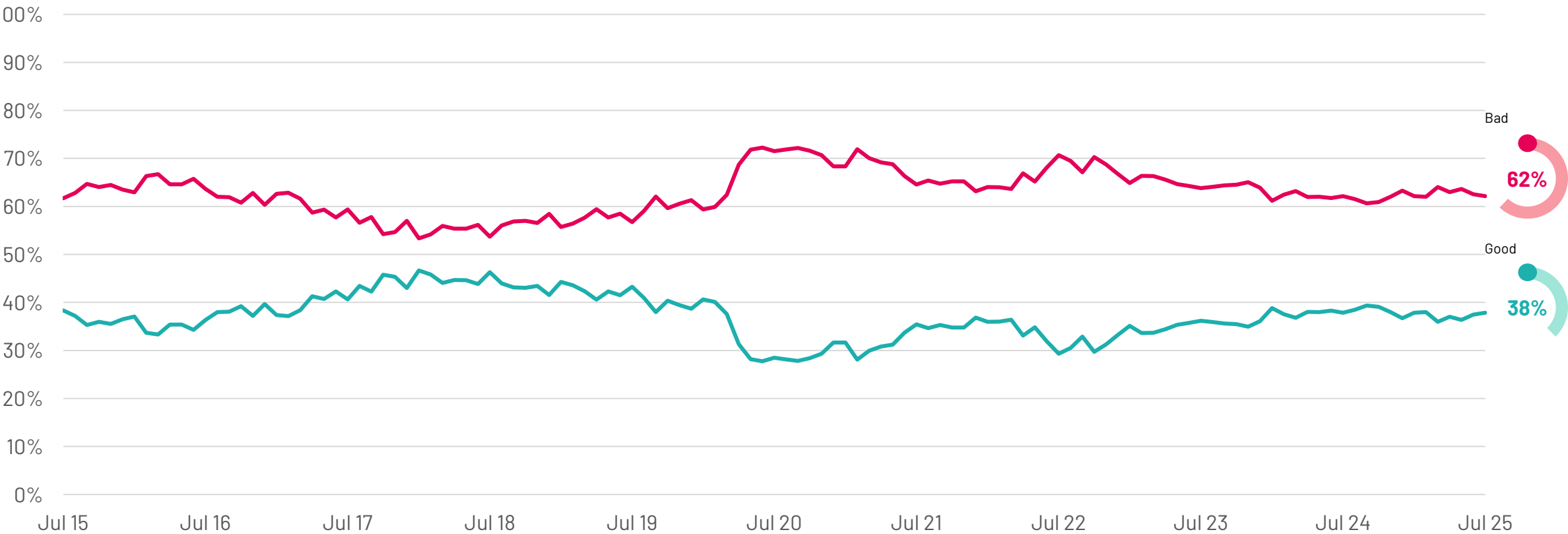
Q: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



Right Direction 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')



Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jul 25



DIRECTION OF TRAVEL

All countries

Right vs. Wrong Direction Monitor

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

The proportion saying their country is “heading in the right direction” has increased marginally from last month to 39%.

On June 3rd, South Korea had a national election whereby the Democratic Party took control. This was a key election as the nation has been facing political turmoil in recent months. As such, we have seen the proportion of South Koreans expressing optimism rise by 39pp compared to last month to 59% believing the nation is on

the right track. This level of positivity hasn’t been seen since June 2020, when the level was 62%.

Poland held elections on June 1st, but optimism here has been muted. Attitudes are little changed since last month, with 45% currently saying the country is on the right path (+1pp).

59%

of South Koreans think the country is heading in the right direction. Up 39pp following the election of President Lee Jae Myung in June.

Right vs. Wrong Direction Monitor

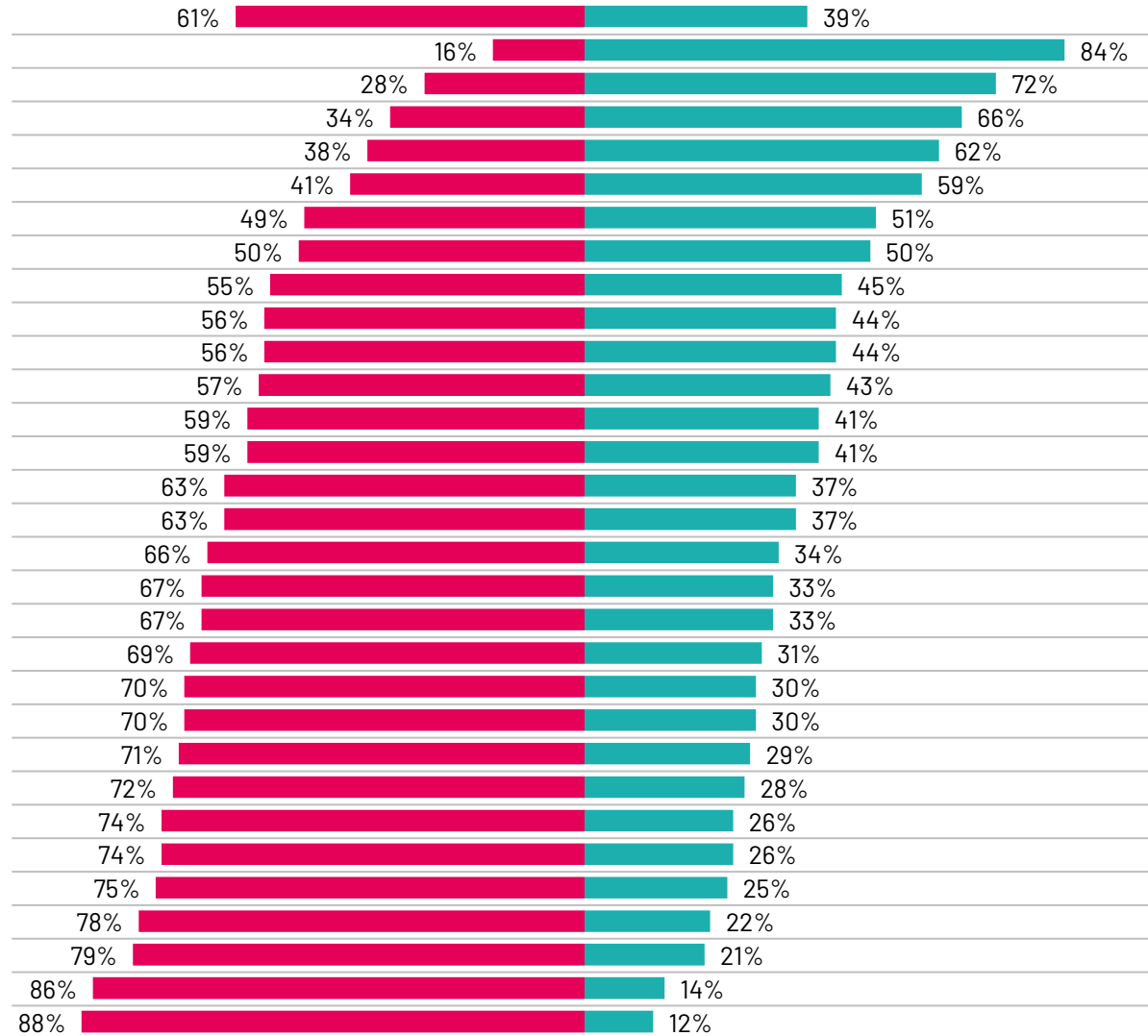
Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

Country

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

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



Right Direction
Wrong Track

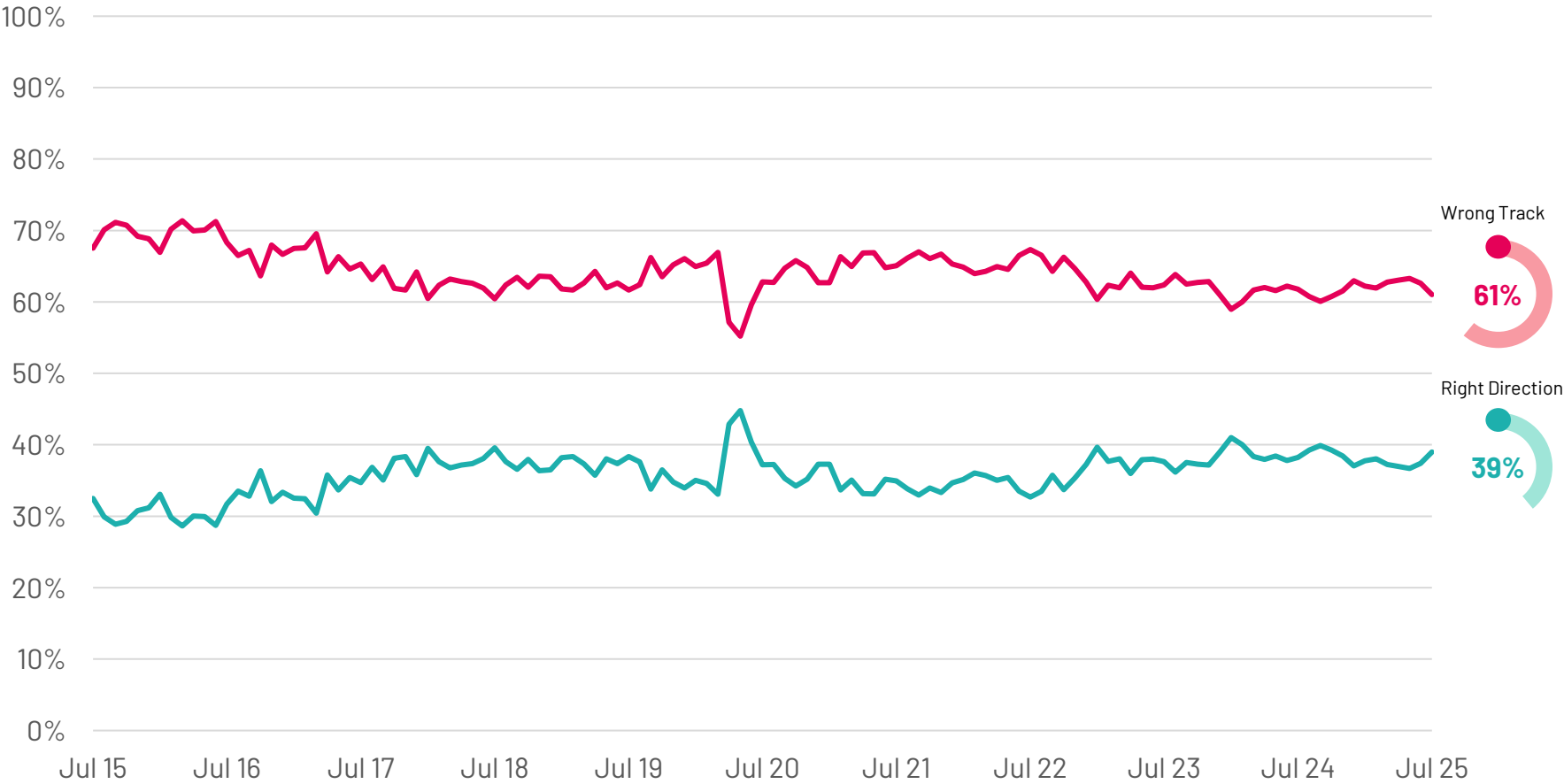
Global Right/Wrong Direction

Global country average score

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 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: GREAT BRITAIN



GREAT BRITAIN SUMMARY: JULY 2025

Top five worries

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

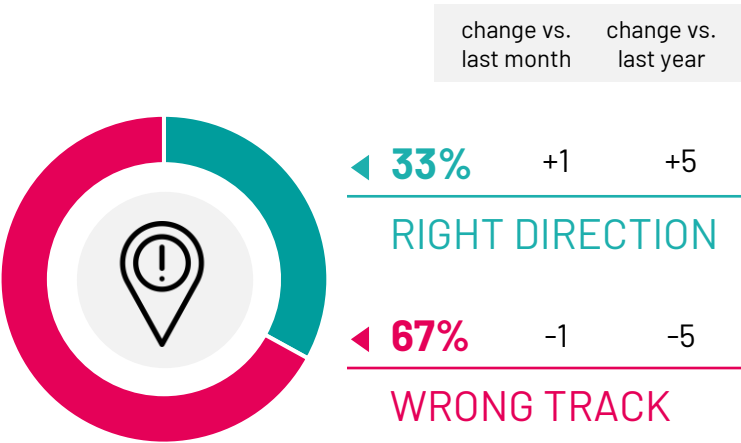
		change vs. last month	change vs. last year
Immigration control	39%	-2	+10
Health care	35%	-3	-15
Inflation	31%	+1	-1
Military conflict between nations	25%	+14	+13
Crime & violence	25%	=	=

Base: Representative sample of British adults aged 16-74. c.1000 per month

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

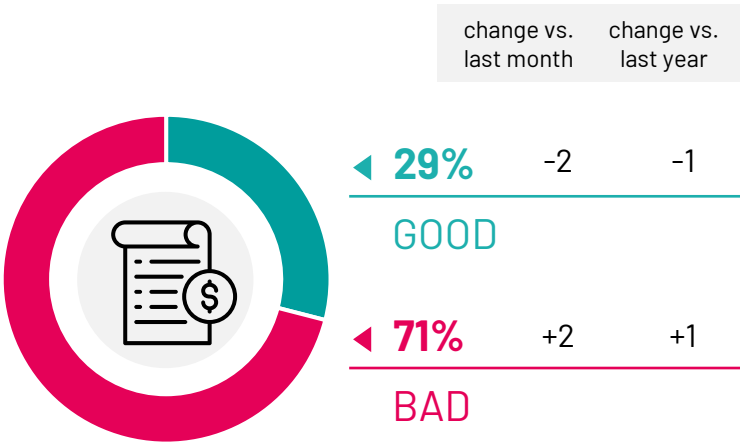
State of the country

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



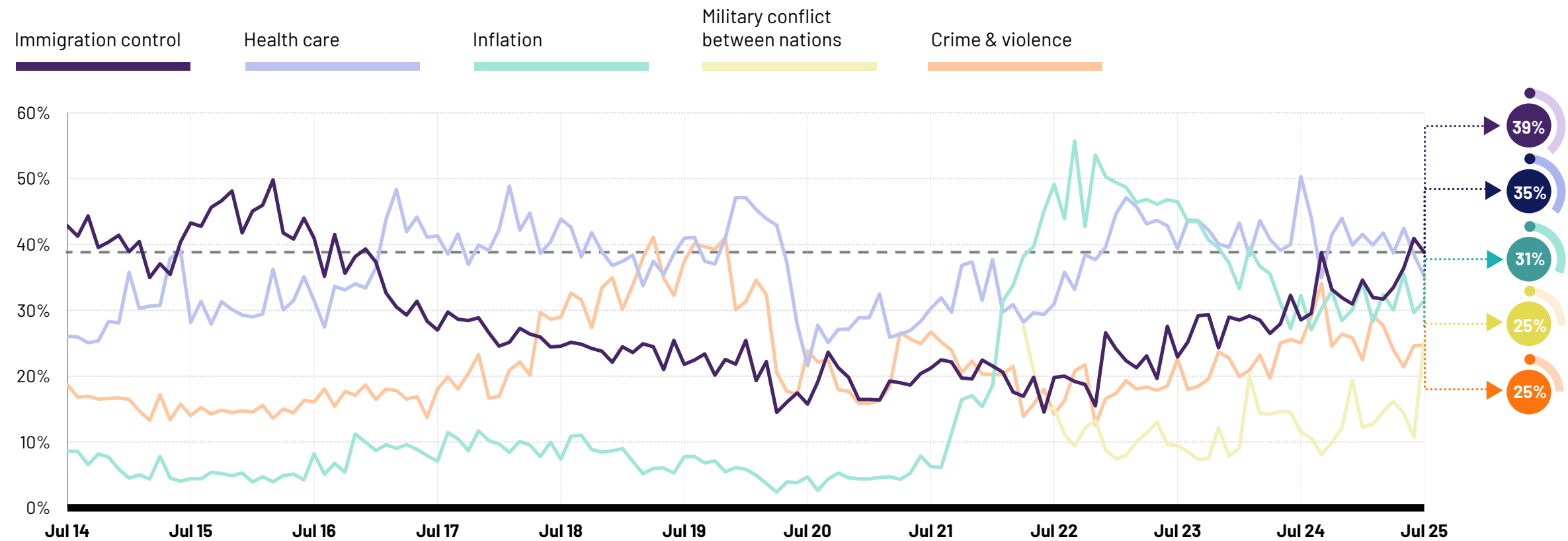
State of the economy

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



Great Britain's current top five worries: long-term trend

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



Base: Representative sample of British adults aged 16-74. c.1000 per month

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



Spotlight: Great Britain

In July last year Keir Starmer took the Labour Party back into government in the UK for the first time in 14 years.

The party won a landslide victory, securing a 174-seat majority over the Conservative Party giving the new Prime Minister a major mandate to tackle the problems facing Britain.

The following month in What Worries the World [44% of Brits](#) said the country was headed in the right direction, the highest level in three years.

Eleven months on, only 33% feel the same way.

Over this time there has been a surge of worry about immigration as the number of people crossing the English Channel in “small boats” from France has risen.

According to the UK Home Office, [almost 20,000 people arrived in the UK](#) in the first six months of 2025 in “small boats”, up 48% compared to the same period in 2024.

Turn overleaf.

41%

of Brits choose immigration as one of the biggest issues affecting the country in June, the highest figure since September 2016

Spotlight: Great Britain

Concern is up 10pp in the last 12 months and 39% say they are worried about the issue. June 2025's score of 41% is the [highest level of worry about immigration](#) in Great Britain since September 2016.

Coupled with this, Brits are incredibly negative about the economy.

Since 1978 Ipsos in the UK has been tracking economic optimism and this month's net optimism score* is the [lowest level for one year](#) after a general election since Margaret

Thatcher in 1980.

As a result of this three in four Brits (73%) are unhappy with how Keir Starmer is [doing his job](#), while 76% are dissatisfied with how the government is doing.

We asked our political experts in the Ipsos UK team to give us an overview of the situation in Great Britain. Turn over to read Ben Roff's take on how the British public feel about Keir Starmer 12 months into arriving in 10 Downing Street.

73%

of Brits say they are dissatisfied with how Keir Starmer is doing his job as Prime Minister

*Net Economic Optimism Index = % get better minus % get worse

Spotlight: Great Britain

Ben Roff, Senior Research Executive, Public Affairs, Ipsos in the UK, reflects on Prime Minister Keir Starmer's first year in office

One year on from Labour's victory at the 2024 UK General Election, there is no doubt that public opinion has shifted against the government.

Keir Starmer's [net satisfaction rating](#) of -54 is the worst of any Prime Minister at a comparable point of their premiership going back to Margaret Thatcher. Likewise, only Rishi Sunak's government had a worse net satisfaction rating at this stage of a government's time in power. This all culminates in Labour trailing Reform UK by 9 points in our latest [Ipsos Political Monitor](#) voting intention figures.

One explanation for Labour's poor

poll ratings is that a majority of the public think they are doing a poor job on some of the issues that matter most to them. For example, reflecting this latest What Worries the World data, immigration, the economy, the cost of living and healthcare are consistently shown as the issues of most importance to the public.

Yet around six in ten told Ipsos in July that Labour were doing a poor job on reducing the cost of living (62%) and managing immigration (59%). Immigration, in particular, is an issue that Reform UK are seen to own. Furthermore, perceptions of the economy have worsened since the election, with decisions

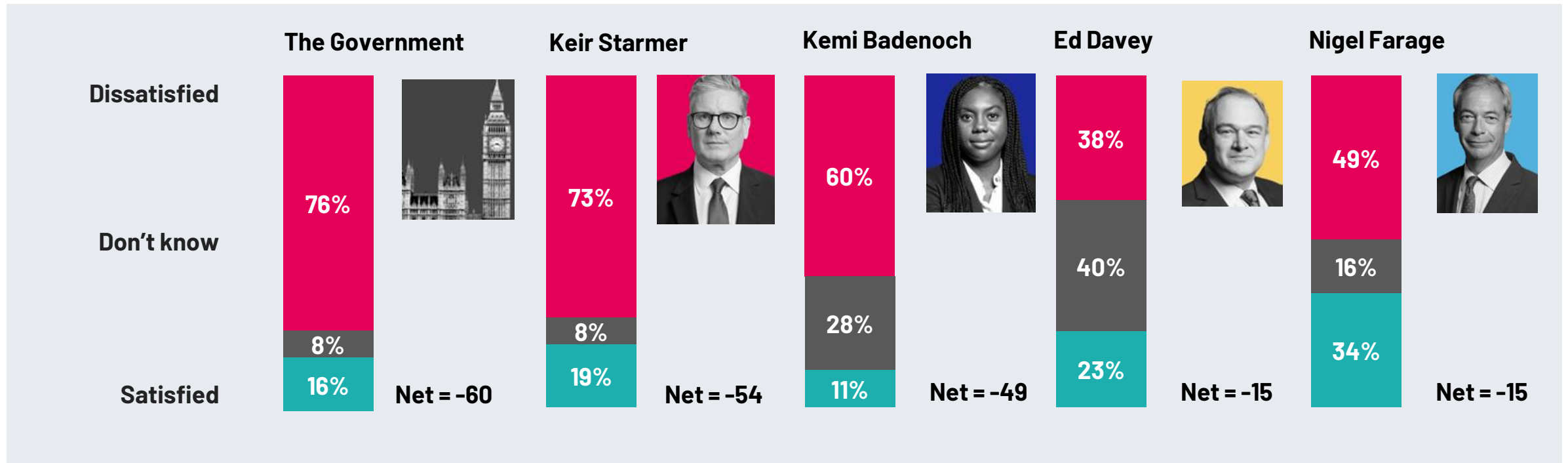
on key policies around reforming the benefits system or Winter Fuel Allowance seen as divisive at best or unpopular at worst. This year, April 2025 saw the lowest economic optimism rating with Ipsos on record dating back to 1978 (-67).

But of course, it is easy to forget that this parliament is still young. Labour has a large majority and time to turn things around. Perhaps its best bet of doing so will be to deliver on the issues that matter most to the public. Time will tell if they can.

Ben Roff

Satisfaction with GB party leaders and the Government

Q: Are you satisfied or dissatisfied with the way.... is running the country / doing his job as Prime Minister /Leader of the Conservative Party/ Leader of the Liberal Democrats/ Leader of Reform UK?



Base: 1,180 British adults 18+, 30 May – 4 June 2025.

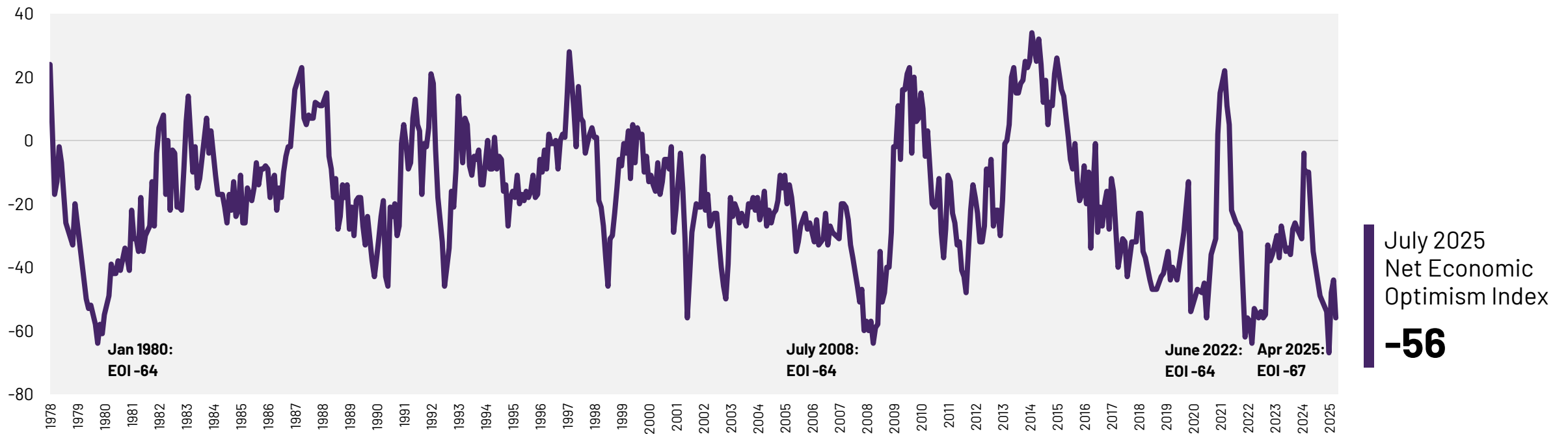
Source: [Ipsos Political Monitor](#)

Source: Ipsos Political Monitor

Ipsos Economic Optimism Index (1978-2025)

Q: Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

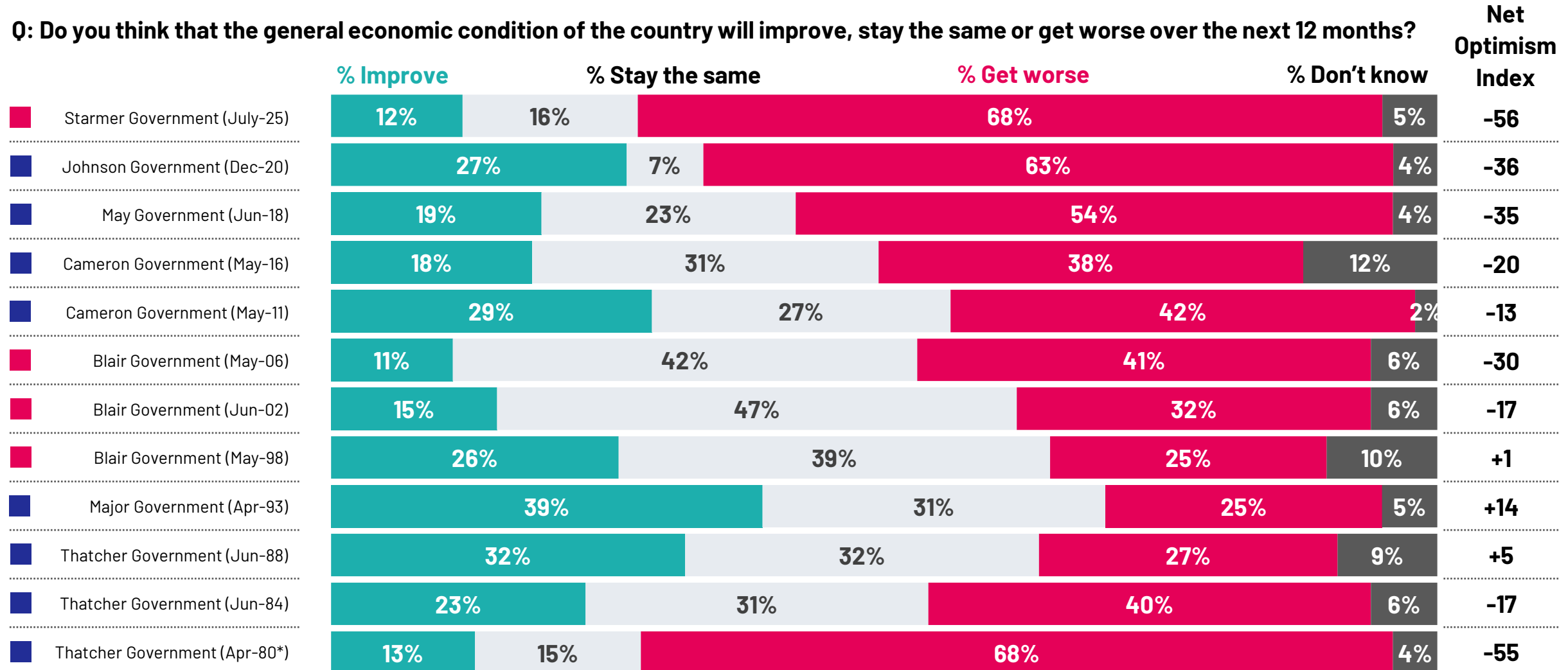
Net Economic Optimism Index = % get better minus % get worse



Base: c.1,000 British adults 18+ each month

Source: [Ipsos Issues Index](#)

Ipsos Economic Optimism Index: 12 months after a General Election



Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

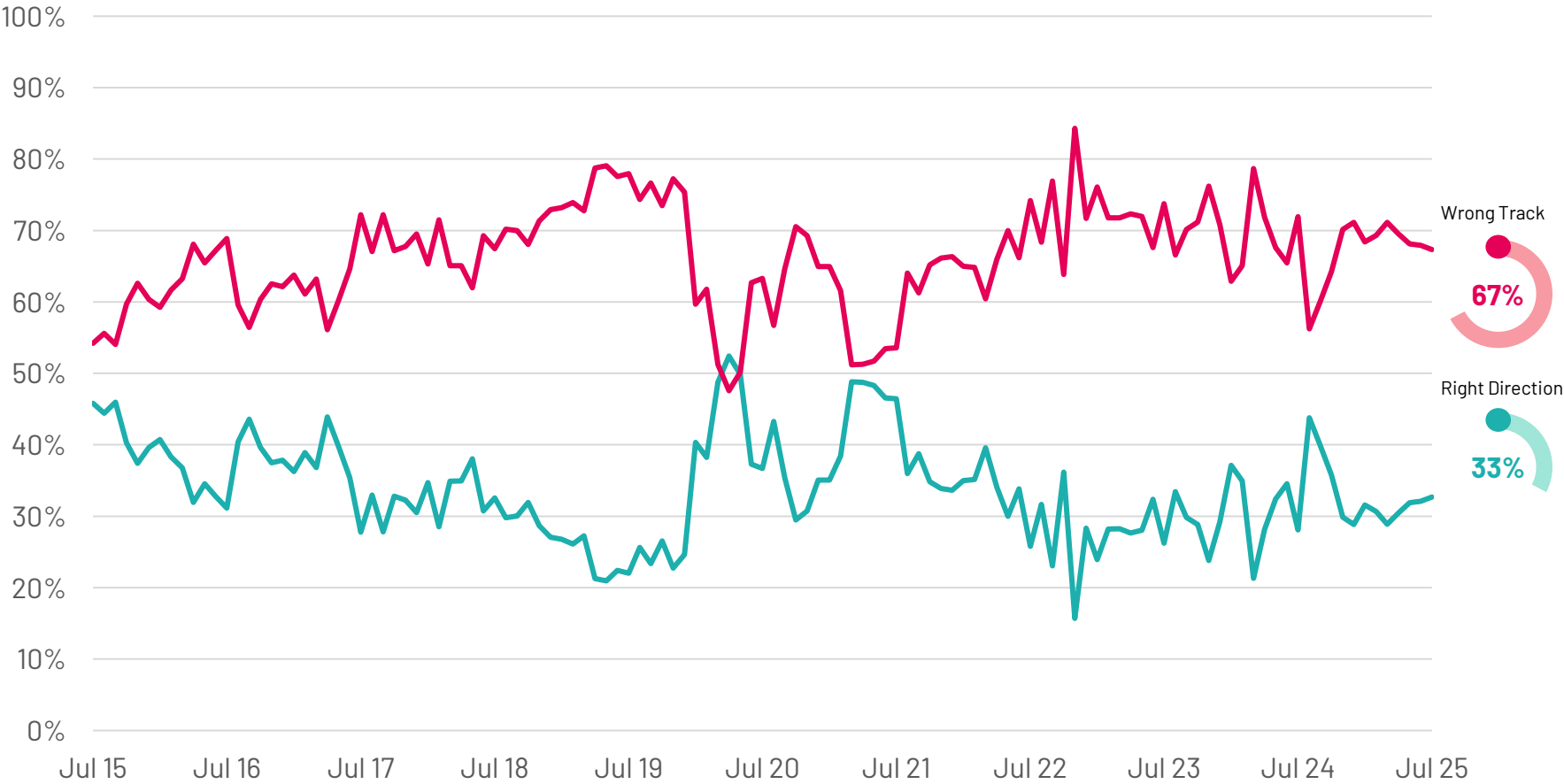
Base: c.1,000 British adults 18+ each month **Source:** [Ipsos Issues Index](#) *Data has been taken from the survey closest to one year after a UK General Election

Great Britain Right/Wrong Direction

Base: Representative sample of British adults aged 16-74. c.1000 per month

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: POVERTY AND INEQUALITY

Spotlight: Poverty and inequality

In 1990 in the US there were 66 billionaires, [by 2023 there was over 700](#).

The [Ipsos Global Trends survey](#) found in 2014 less than one in two (47%) Americans thought having large differences in wealth is bad for society, by 2024 two-thirds felt the same (66%).

On social media some have started to talk about the haves, the have nots, and the have yachts.

The [Ipsos Populism Report](#) found that in 2025 68% feel the

economy in their country is rigged to the advantage of the rich and powerful.

Since the cost-of-living crisis began in 2022, the proportion who agree with this sentiment has risen in 22 countries.

In only two of the 31 countries surveyed in the Ipsos Populism Report do less than one in two agree with this statement.

However, some countries have seen belief that the economy is rigged fall.

Turn overleaf.

68%

feel their country's economy is rigged to the advantage of the rich and powerful

Spotlight: Poverty and inequality

While in Mexico 65% believe the economy is rigged, agreement has fallen by 17pp since 2016.

In our What Worries the World survey inequality is seen as less of an issue by Mexicans. In July 2016 45% in Mexico said it was a concern, in July 2025 that has fallen to 28%.

Poverty and social inequality has consistently been one of the biggest issues facing people in our What Worries the World survey over the last decade. It rarely ranks out of the top three concerns globally

and was last the number one issue in April 2022, just before inflation became the biggest worry for the first time.

Indonesia is the most worried country about inequality in our survey. Fifty-eight per cent say they are concerned, up 9pp since July 2024.

This month's score is the highest level of worry we have recorded in Indonesia for inequality in the three years it has been in our survey.

-17

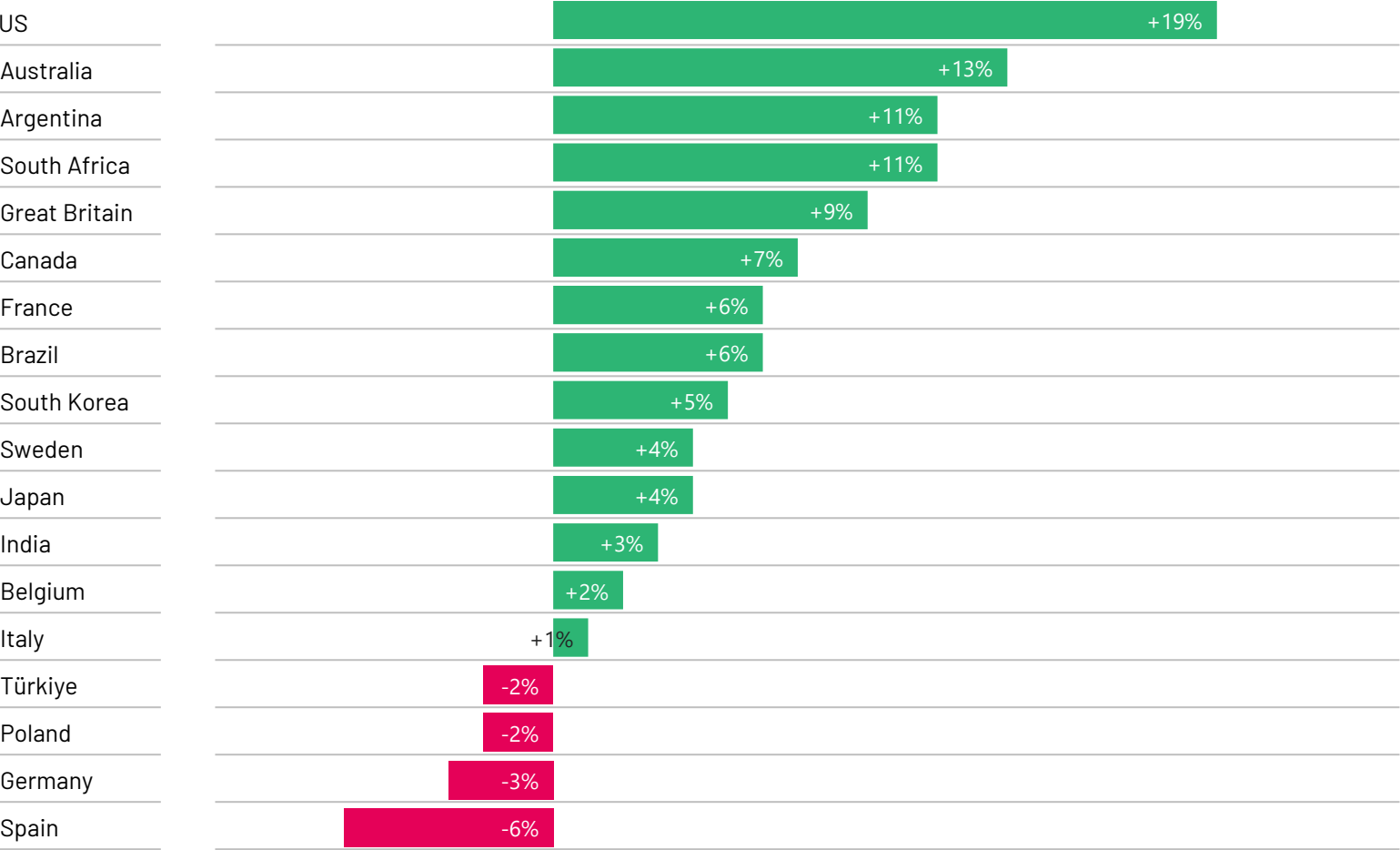
The proportion of Mexicans choosing inequality is down 17pp since July 2016

In the last decade, the proportion of those who think big differences in wealth is bad for society has risen.

The US has seen the biggest increase in this belief in the last 10 years. In 2014 only 47% of Americans felt large differences in income was bad, this has now 66%.

Base: 50,237 adults surveyed in 50 markets between 15 February and 23 April 2024.
Source: Ipsos Global Trends 2024

Q: To what extent do you agree or disagree with the following statements?
Having large differences in income and wealth is bad for society overall. % change in agree between 2014 and 2024



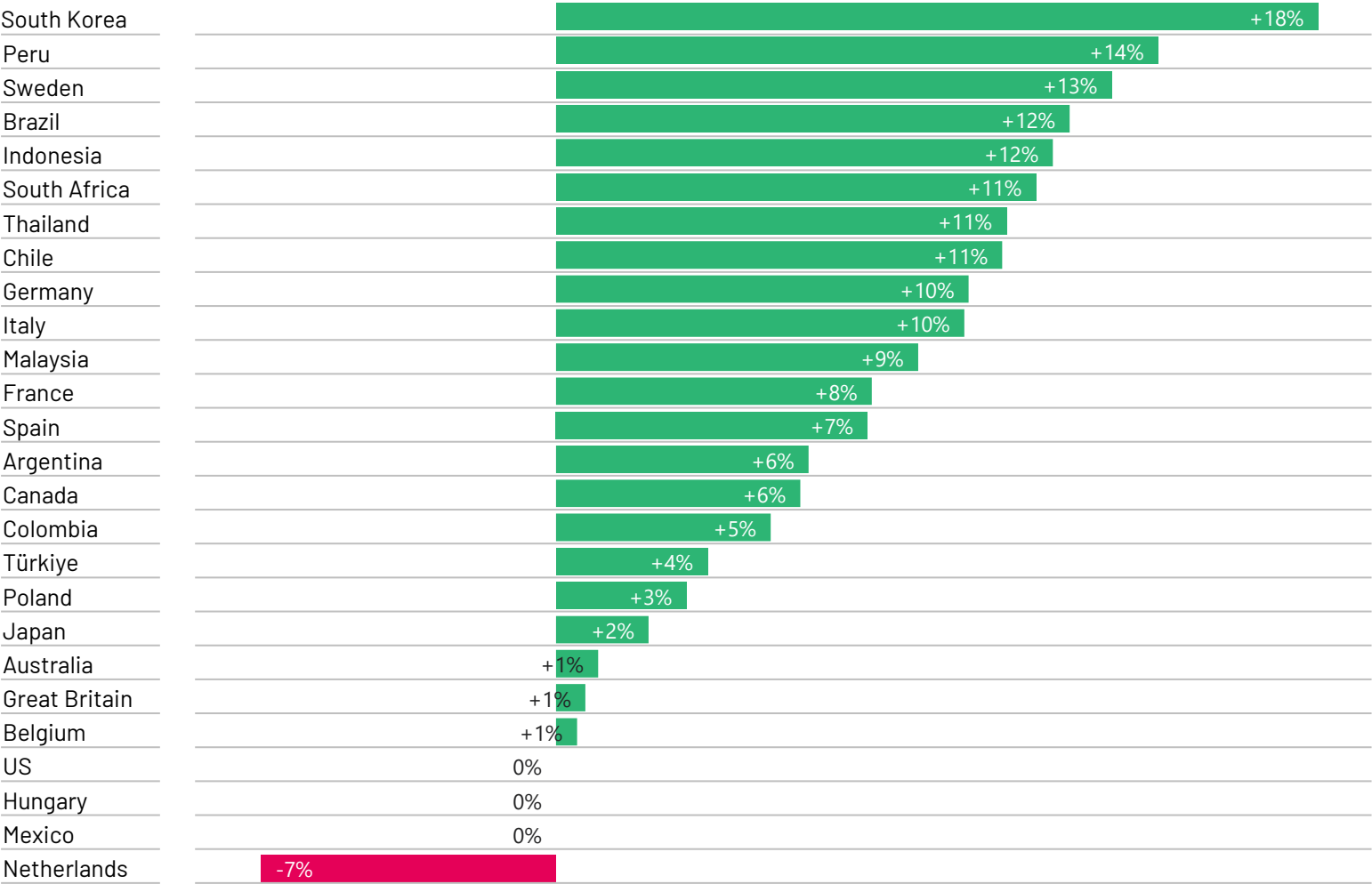
Since the beginning of the cost-of-living crisis in 2022, many countries have seen the proportion of people who say the economy in their country is rigged to the advantage of the rich and powerful rise.

In the 2025 Ipsos Populism Report, 68% across 31 countries think the economy is rigged and, in all countries, people are more likely to think the wealthy have an advantage than not.

Base: Representative sample of 23,228 adults aged 16-74 in 31 participating countries, February 21st 2025 – March 7th 2025.

Source: Ipsos Populism Report 2025

Q: And how much do you agree or disagree with the following statements?
[COUNTRY] economy is rigged to advantage the rich and powerful. % change in agree between 2022 and 2025

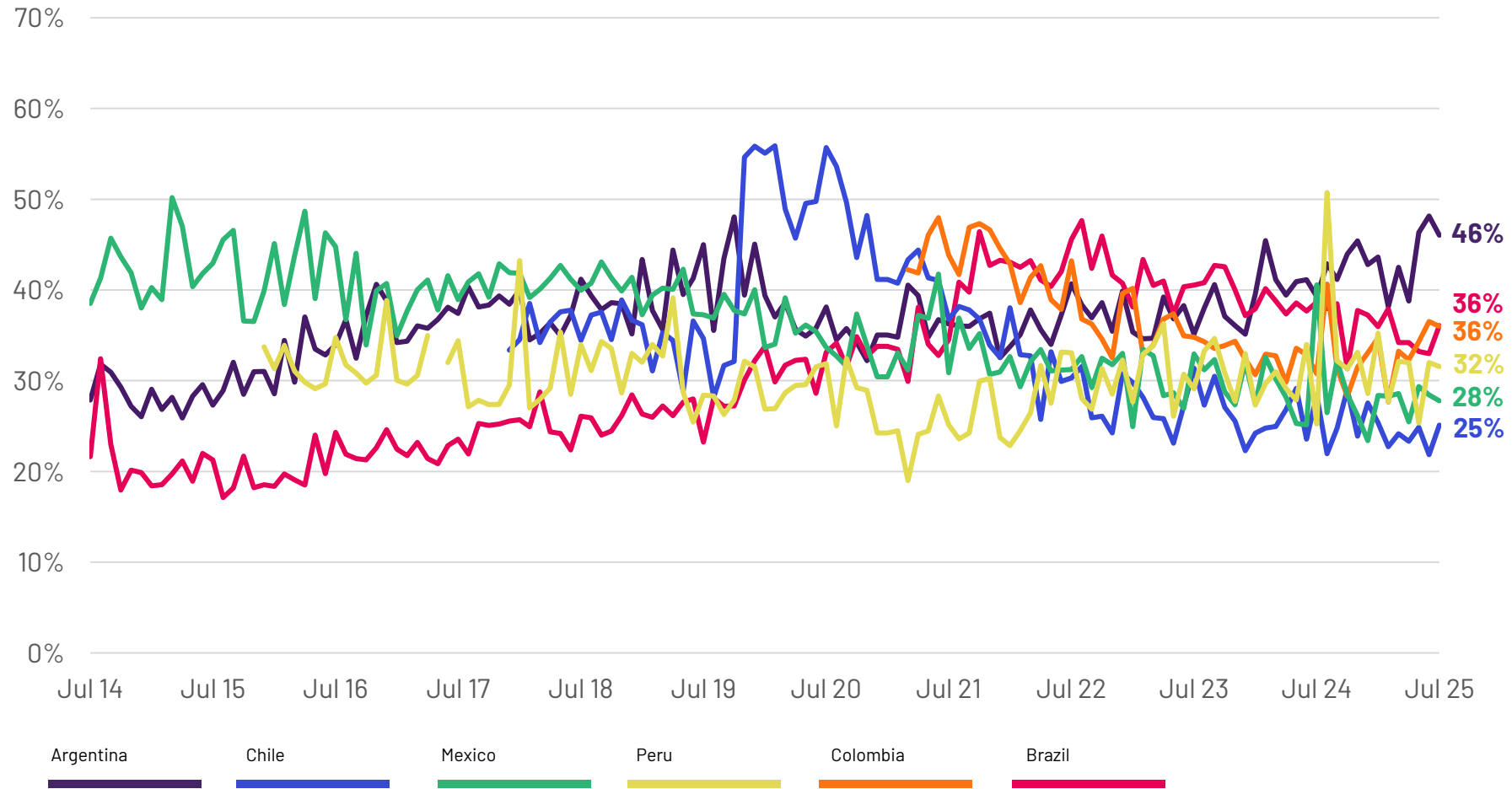


Concern for poverty and inequality

LATAM
% choosing poverty and inequality

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

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



WHAT WORRIES THE WORLD?

Top issues ranked

World Worries: Full List

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

Crime & violence (32%) is now the number one concern across 30 countries after concern levels about inflation fell slightly to 31%. The last time crime & violence overtook inflation was September 2024.

On June 22nd, the [US bombed nuclear facilities in Iran](#).

Subsequently, we have seen a sharp rise in average concern for military conflict between nations across all countries. There has been a five-point increase over the month in the proportion of people expressing

worry, taking the level up to 15%. The worry has gone from 12th on our list to 9th. Furthermore, this is the highest it has been across 30 countries since it was added to the survey in April 2022.

The US has seen a sharp increase in concern for conflict, as well as Great Britain and other European nations. Thailand has experienced the biggest increase, however, due to [border tensions with Cambodia](#).

+5pp

The proportion that choose military conflict as an issue across 30 countries is up 5pp month-on-month to 15%.

World Worries: Full List

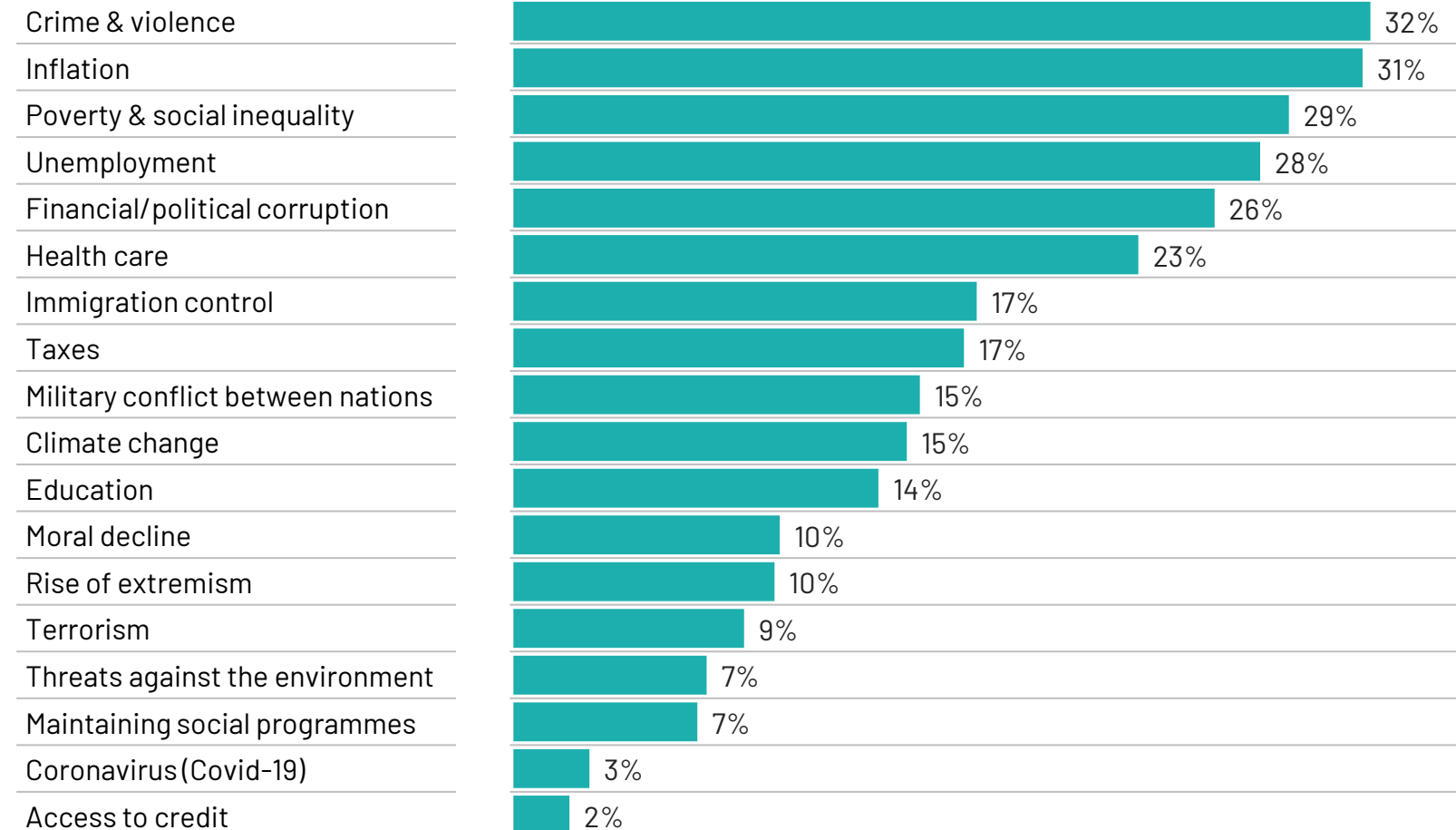
Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

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

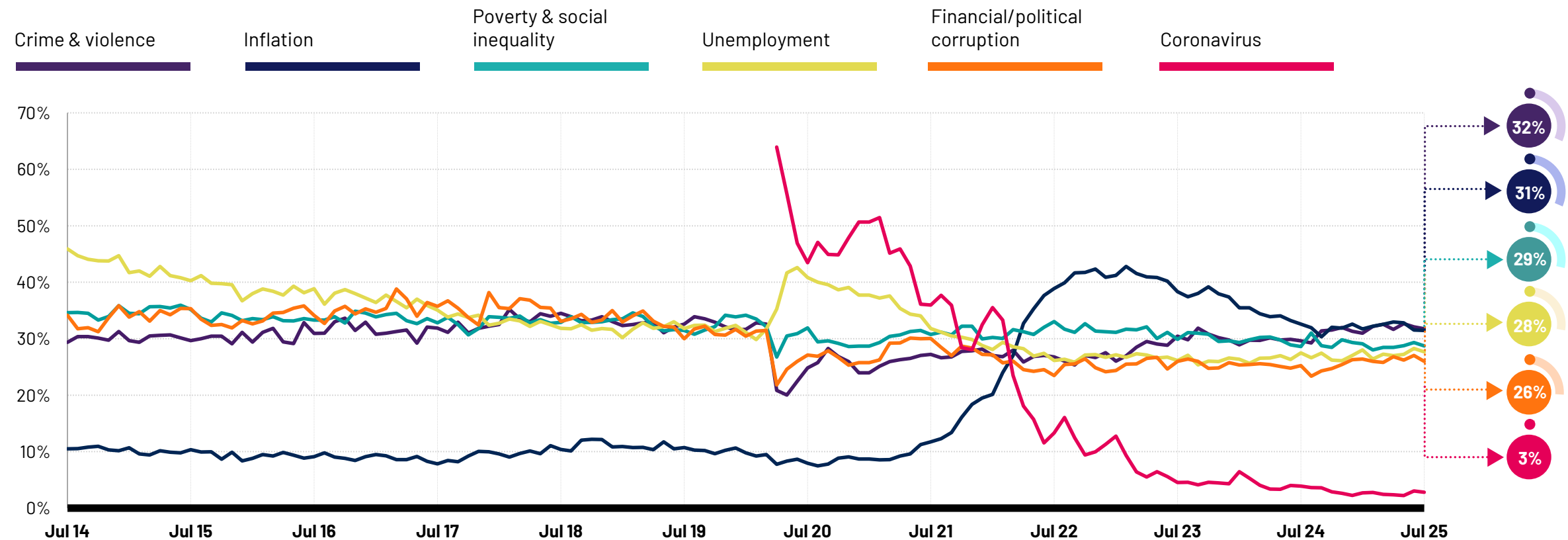
Worry

% mentioned in July 2025 (global country average)



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 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: Jul 25



1. Crime & Violence

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

Across 30 countries, the proportion mentioning crime & violence remains at 32%. However, due to inflation concerns falling slightly, crime is now the top issue.

The US has experienced a five-point spike this month taking the proportion expressing concern to 28%. This makes crime their second biggest issue, behind inflation (35%). It's also the highest it has been since February of this year (which was also 28%).

Peru's score has cooled off

since April's peak of 75% and now sits at 64% citing it. However, this is still relatively elevated, being seven points higher than last July.

Countries where CRIME & VIOLENCE is the #1 concern:

- Peru (64%)
- Chile (62%)
- Sweden (60%)
- Mexico (58%)
- Colombia (41%)
- Brazil (41%)
- France (40%)

32%

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

1. Crime & Violence

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

Country	% choosing crime & violence as a worry	Change from 12-month	
		last month	change
World	32%	=	+2
Peru	64%	-4	+7
Chile	62%	-3	+5
South Africa	60%	+2	+7
Sweden	60%	+2	+3
Mexico	58%	-1	+1
Argentina	44%	-1	+5
Brazil	41%	+1	+2
Colombia	41%	-1	+1
France	40%	+1	+10
Israel	37%	-3	+8
Australia	34%	+5	=
Germany	31%	-1	+2
Belgium	30%	+1	+7
Ireland	29%	-4	-2
Türkiye	28%	=	+8
US	28%	+5	-4
Malaysia	28%	+3	+6
Italy	26%	-5	+1
Great Britain	25%	=	=
Thailand	24%	+2	-3
India	23%	+2	+2
Netherlands	22%	-2	+4
Canada	19%	-1	-2
Japan	18%	-3	+4
Spain	18%	-1	-4
South Korea	16%	=	-1
Indonesia	15%	-5	-7
Poland	13%	-3	=
Singapore	9%	+4	+1
Hungary	9%	=	=

2. Inflation

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

Across 30 countries, the proportion mentioning inflation has fallen slightly from last month to 31%, no longer making it the number one priority overall for the public.

America has seen the biggest drop in concern, after the proportion of people expressing worry fell eight points to 35%. Not only is this 18 points lower than this time last year but it is the lowest level since February 2022 (when it was 34%). This is most likely due to a significant spike in concern for [military](#)

[conflict between nations](#).

Conversely, India has experienced the biggest increase in those expressing worry, up 11 points to 46%, which is the highest it has been since October 2024 (47%).

Countries where INFLATION is the #1 concern:

- Singapore (63%) • The US (35%)
- Türkiye (51%)
- Canada (46%)
- India (46%)
- Australia (42%)

31%

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

2. Inflation

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

Country	% choosing inflation as a worry	Change from 12-month	
		last month	change
World	31%	-1	-2
Singapore	63%	+1	+15
Türkiye	51%	-1	-5
India	46%	+11	+8
Canada	46%	-4	-5
Hungary	45%	=	+9
Australia	42%	-3	-6
South Korea	39%	+5	-1
US	35%	-8	-15
Malaysia	35%	-2	+1
Ireland	34%	=	+5
Mexico	33%	-2	+3
Japan	32%	+2	+2
Poland	32%	+1	-7
Brazil	32%	+1	+7
Great Britain	31%	+1	-1
Argentina	31%	-4	-17
France	29%	-3	-7
Chile	28%	+3	-2
Italy	27%	+1	=
Germany	27%	-2	+2
Spain	27%	=	+2
Thailand	25%	+1	-5
Belgium	24%	-2	-3
South Africa	22%	+4	-3
Sweden	20%	+1	+6
Indonesia	20%	-3	+1
Netherlands	18%	-1	-1
Israel	18%	+2	-1
Colombia	16%	-2	-15
Peru	15%	=	-2

3. Poverty & Social Inequality

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

Across 30 countries, the proportion mentioning poverty & social inequality remains at 29%.

In Great Britain, the percentage expressing worry about inequality has fallen significantly by seven points to a fifth (20%). It was the nation's fourth biggest concern last month but now sits at sixth. This level is six points lower than last July and the lowest we have seen for the country in ten years.

On the other hand, Ireland's

score is up four points this month to three in ten (30%) citing it, which is six points higher than July 2024's level.

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

- Japan (33%)

29%

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

3. Poverty & Social Inequality

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

Country	% choosing poverty & social inequality as a worry	Change from 12-month	
		last month	change
World	29%	=	=
Indonesia	48%	+3	+9
Argentina	46%	-2	+7
Hungary	40%	+2	-3
Thailand	40%	+3	-3
Brazil	36%	+3	-3
Colombia	36%	-1	+5
Türkiye	35%	-2	+1
Japan	33%	-3	-2
South Africa	32%	-3	-1
Peru	32%	=	+7
Ireland	30%	+4	+6
Germany	30%	-6	+2
Malaysia	29%	-1	=
Belgium	29%	=	+4
Italy	28%	+3	+2
Mexico	28%	=	-13
Netherlands	28%	-4	-4
Australia	28%	+2	=
South Korea	27%	+1	=
Israel	25%	+2	+3
Chile	25%	+3	-3
France	25%	+1	=
Canada	23%	=	-2
Spain	22%	-4	-2
Sweden	22%	-3	+3
Great Britain	20%	-7	-6
Poland	19%	=	-1
US	17%	=	+1
India	17%	-1	-2
Singapore	14%	-8	+1

4. Unemployment

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

The proportion mentioning unemployment as a top concern across 30 countries remains at 28% this month.

As a country with a [unemployment rate of 32%](#), we see concern in South Africa about jobs reflect this reality. We see the nation has had jobs as their top priority since May 2021 and have been consistently the most worried country. This month, they are up three points to two-thirds (65%). However, this is relatively normal.

The proportion of Indonesians

indicating concern has reached record levels for the nation. Increasing five points to 58%, which is 12 points higher than last July and the highest level since we started recording for the country in August 2022.

Countries where UNEMPLOYMENT is the #1 concern:

- South Africa (65%)
- Argentina (55%)
- South Korea (43%)

28%

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

4. Unemployment

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

Country	% choosing unemployment as a worry	Change from 12-month	
		last month	change
World	28%	=	+1
South Africa	65%	+3	-1
Indonesia	58%	+5	+12
Argentina	55%	+3	+7
Singapore	47%	-5	+5
South Korea	43%	-7	+13
India	39%	+8	=
Colombia	37%	-4	-15
Chile	36%	+1	+4
Mexico	35%	+1	-5
Italy	32%	-2	-1
Peru	31%	-2	-10
Malaysia	29%	-6	-4
Türkiye	29%	+2	+6
Spain	28%	-4	-7
Canada	26%	-2	+5
Thailand	25%	-6	-4
Sweden	23%	-1	+6
Australia	22%	-2	+2
Belgium	20%	-2	+4
Ireland	18%	=	+1
Poland	18%	+3	=
Brazil	18%	+1	-4
Great Britain	15%	+1	+1
Japan	15%	-3	-2
Hungary	14%	-1	-2
US	12%	-4	-4
France	12%	=	+2
Israel	12%	+1	-3
Germany	10%	+2	+2
Netherlands	7%	+3	=

5. Financial/ Political Corruption

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

Across 30 countries, the proportion expressing concern for corruption has fallen marginally to 26%.

Concern about financial/political corruption has jumped significantly by ten points in Spain to two-fifths (41%) expressing worry. There has been accusations against the current Socialist government of giving preferential treatment to [private companies for public contracts](#). This level of concern is 15pp higher than July 2024's

score and the highest it has been since January 2020 (when it was also 41%).

Conversely, Hungary's score has fallen 10pp to 45% since last month. However, this is still slightly higher than July 2024's score.

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

- Indonesia (65%) • Spain (41%)
- Malaysia (51%)
- Thailand (46%)

26%

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

5. Financial/ Political Corruption

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

Country	% choosing financial/political corruption as a worry	Change from 12-month	
		last month	change
World	26%	-1	+1
Indonesia	65%	+2	+2
Peru	54%	+1	+1
Malaysia	51%	+3	+3
South Africa	47%	+4	+2
Thailand	46%	+1	+7
Hungary	45%	-10	+1
Spain	41%	+10	+15
Colombia	37%	-3	+7
South Korea	32%	-9	-4
Brazil	32%	-5	+3
Türkiye	28%	=	+10
Argentina	27%	=	=
Chile	27%	-9	-5
Israel	27%	-3	-5
Mexico	27%	=	+4
US	23%	-6	+3
Japan	22%	+2	-7
India	22%	=	=
Poland	21%	-1	-4
Canada	13%	-1	+3
Belgium	13%	-1	-2
Italy	11%	=	-2
Ireland	11%	=	=
France	10%	-1	+5
Australia	10%	=	=
Sweden	9%	-2	-2
Germany	8%	=	-1
Great Britain	8%	-2	-3
Singapore	8%	-1	-8
Netherlands	5%	-2	-1

6. Health Care

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

The proportion across 30 countries saying health care is an issue remains at 23% this month.

The proportion of Americans citing health care has reached a new low. This month, level of concern fell 5pp to 19%, which is also fractionally lower than last July. However, this is lowest score in ten years.

In the Netherlands concern about health care has risen slightly to 30%. It is now their top priority, overtaking inequality. However, this is

relatively normal for the country, with last July's score also being 30%.

Countries where HEALTH CARE is the #1 concern:

- Hungary (66%)
- Poland (40%)
- Italy (37%)
- The Netherlands (30%)

23%

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

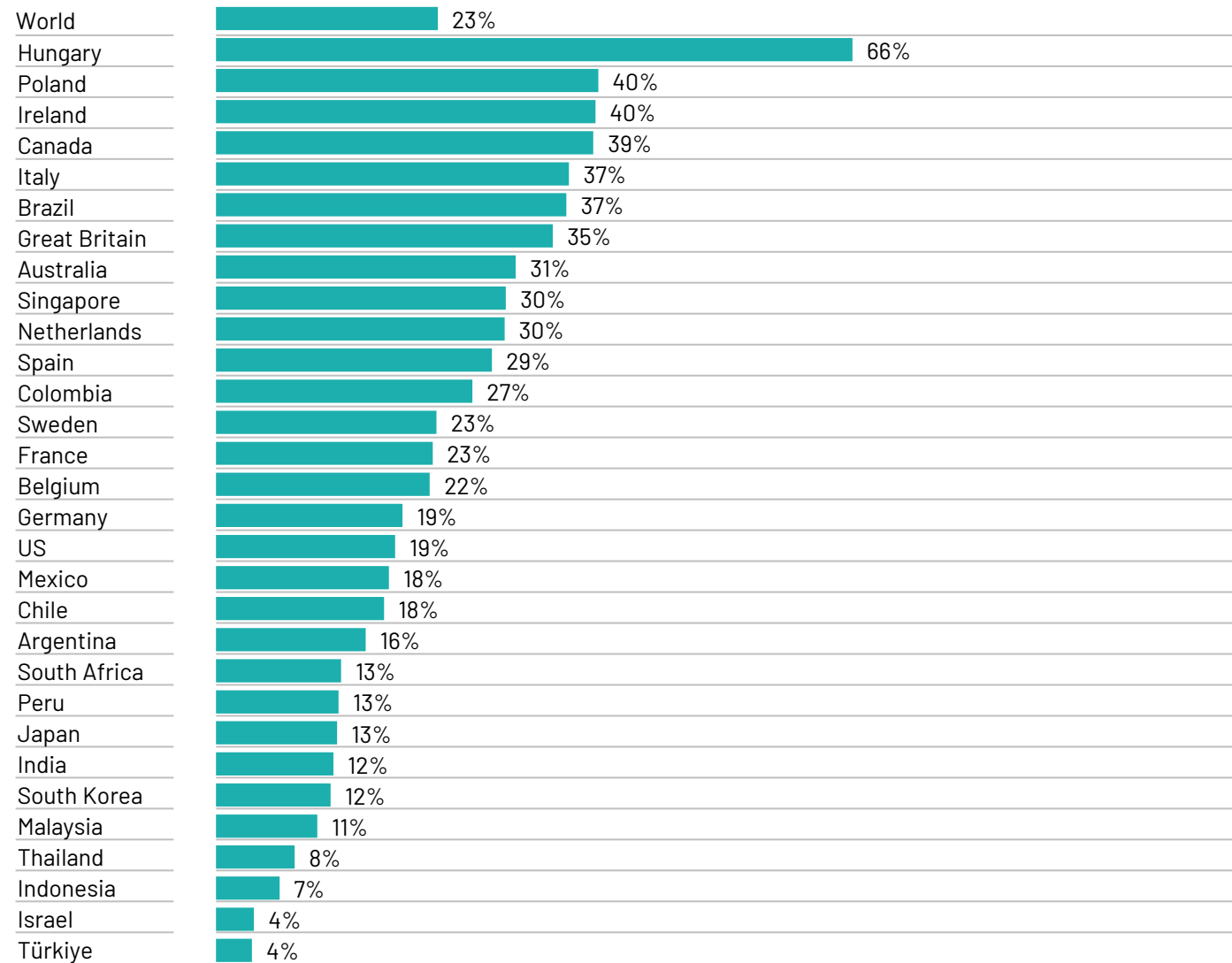
6. Health Care

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

Country

% choosing health care as a worry



Change from 12-month last month change

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

7. Immigration Control

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

Since last month, the proportion across 30 countries mentioning immigration control remains at 17%.

Great Britain is one year into a new government and one of the biggest shifts we have seen in those 12 months are concerns about immigration. Last July, health care was by far the biggest issue for Brits but has now been overtaken by immigration. This month's score of 39% is 10pp higher than this time last year. And, last month's score of 41% was the nation's

highest level since June 2016.

Canada's score (29%) is up 6pp this month which matches their record high in November 2024.

The last time it was that high was January 2019 (also 29%).

Countries where IMMIGRATION CONTROL is the #1 concern:

- Ireland (45%)
- Great Britain (39%)
- Germany (37%)

17%

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

7. Immigration Control

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

Country	% choosing immigration control as a worry	Change from 12-month	
		last month	change
World	17%	=	-1
Ireland	45%	+4	=
Chile	43%	+2	+7
Great Britain	39%	-2	+10
Germany	37%	=	-1
Canada	29%	+6	+2
Netherlands	28%	-1	-3
France	26%	+2	-1
Poland	25%	=	-4
Spain	24%	+1	-1
Belgium	23%	-1	-5
US	23%	+3	-5
Türkiye	21%	-2	-17
Italy	20%	+2	+4
Sweden	18%	=	-7
Japan	17%	=	+7
Australia	16%	-2	-2
Singapore	15%	=	+5
South Africa	12%	-5	+3
Peru	11%	-2	+7
Malaysia	9%	-3	-3
Mexico	6%	=	-2
Colombia	6%	=	-3
Israel	5%	=	+2
Thailand	5%	=	=
India	5%	-3	-2
Hungary	3%	=	-6
South Korea	2%	+1	+1
Argentina	2%	-2	-1
Indonesia	1%	=	-2
Brazil	1%	=	=

9. Military Conflict Between Nations*

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

Please note, on the 22nd of June, the [US bombed Iran](#) and our fieldwork took place between June 20th – July 4th. As such, the proportion mentioning military conflict across 30 countries has risen 5pp to 15%, taking it from 12th to 9th on our list of worries.

The US has seen a 17pp rise in concern since last month, taking them to just over a 27% saying they are worried. This is 14pp higher than last July and the highest it has been for the country since the issue was added.

*This worry was added to the survey in April 2022.

Similarly, Great Britain's score (25%) has increased 14pp since June and is 13pp higher than a year ago. However, the highest it has been was April 2022 (27%).

Additionally, after increased tensions between Thailand and Cambodia, we see the biggest rise in concern from Thailand, up 29pp to 37%.

Overall, almost every country has experienced some sort of month-on-month increase.

15%

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

9. Military Conflict Between Nations

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

Country	% choosing military conflict between nations as a worry	Change from 12-month	
		last month	change
World	15%	+5	+5
Thailand	37%	+28	+33
Poland	36%	-2	+9
Israel	33%	-2	-12
Germany	29%	+2	+9
US	27%	+17	+14
Netherlands	26%	+1	+10
Great Britain	25%	+14	+13
Sweden	21%	+5	+8
Italy	19%	+3	+6
France	18%	+4	+7
Spain	17%	+5	+9
Australia	17%	+7	+9
Belgium	16%	+3	+7
Japan	15%	+5	+2
South Korea	15%	+5	-3
Singapore	12%	+6	+4
Indonesia	11%	+6	+8
Ireland	11%	+2	+3
Mexico	9%	+5	+7
Canada	9%	+3	+5
India	7%	-3	=
Malaysia	6%	+2	=
Hungary	6%	+2	-1
Colombia	5%	+1	+2
Brazil	5%	+3	+3
Chile	5%	+4	+4
Peru	5%	+5	+3
Argentina	5%	+4	+3
Türkiye	4%	+3	+1
South Africa	2%	=	=

10. Climate Change

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

Climate change as a worry across 30 countries has increased fractionally to 15% mentioning it.

Thirty per cent in Japan are concerned which is 6pp higher than last month and three higher than July 2024. This is relatively elevated for the nation but not the highest we have seen in recent history, with October 2024 recording 35%.

[Despite heatwaves sweeping through Europe](#), concern about climate change has not moved

significantly across European nations, and in the case of the Netherlands (24%) has gone down 4pp since last month.

Countries where CLIMATE CHANGE is the #1 concern:
None

15%

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

10. Climate Change

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

Country	% choosing climate change as a worry	Change from 12-month	
		last month	change
World	15%	+1	-2
Japan	30%	+6	+3
Singapore	28%	+4	-2
Netherlands	24%	-4	-4
France	23%	+3	+1
Italy	22%	+3	+1
Australia	21%	=	-3
Germany	20%	=	-4
South Korea	19%	+2	-3
Great Britain	18%	+2	-4
Sweden	17%	-3	-3
Canada	17%	-1	-5
Thailand	17%	=	-1
Belgium	16%	+1	-3
Poland	16%	+2	+2
Ireland	15%	+1	=
Spain	15%	-1	-3
Mexico	15%	=	-4
Malaysia	12%	+2	+4
Hungary	10%	+4	+3
Brazil	10%	=	-4
Indonesia	10%	-1	-10
US	10%	-3	-11
India	9%	-1	-4
Colombia	9%	+1	-4
Türkiye	8%	-1	=
Peru	7%	+3	-1
South Africa	6%	-1	-3
Chile	6%	-2	-1
Argentina	3%	-2	-1
Israel	3%	+2	+2

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 29 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 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

A 30-country average of 38% describe the current economic situation in their country as “good”, up 1pp from this time last year.

Poland and Peru have seen the largest 12-month increases in their good economy score, up 14pp to 56% and 24%, respectively.

For Poland, this marks the country’s highest good economy score since before the Covid-19 pandemic (56% in September 2019).

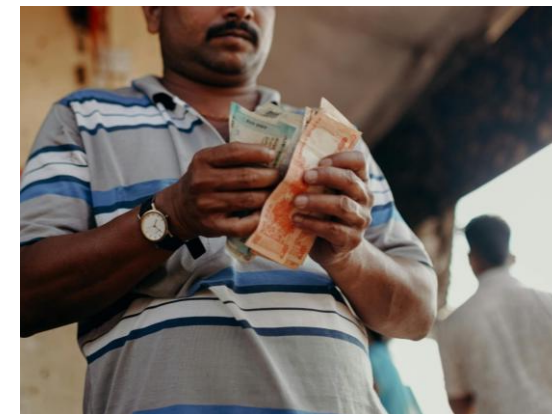
Meanwhile, Thailand’s good economy score is down 13pp from July 2024, the largest 12-month decrease of the 30 countries in our survey.

Top countries most worried about the economy:

- **Japan** (89% say it’s in a “bad” shape)
- **France** (86%)
- **South Korea** (85%)
- **Hungary** (80%)
- **Peru** (76%)

56%

is Poland’s highest good economy score since September 2019.



Current Economic Situation

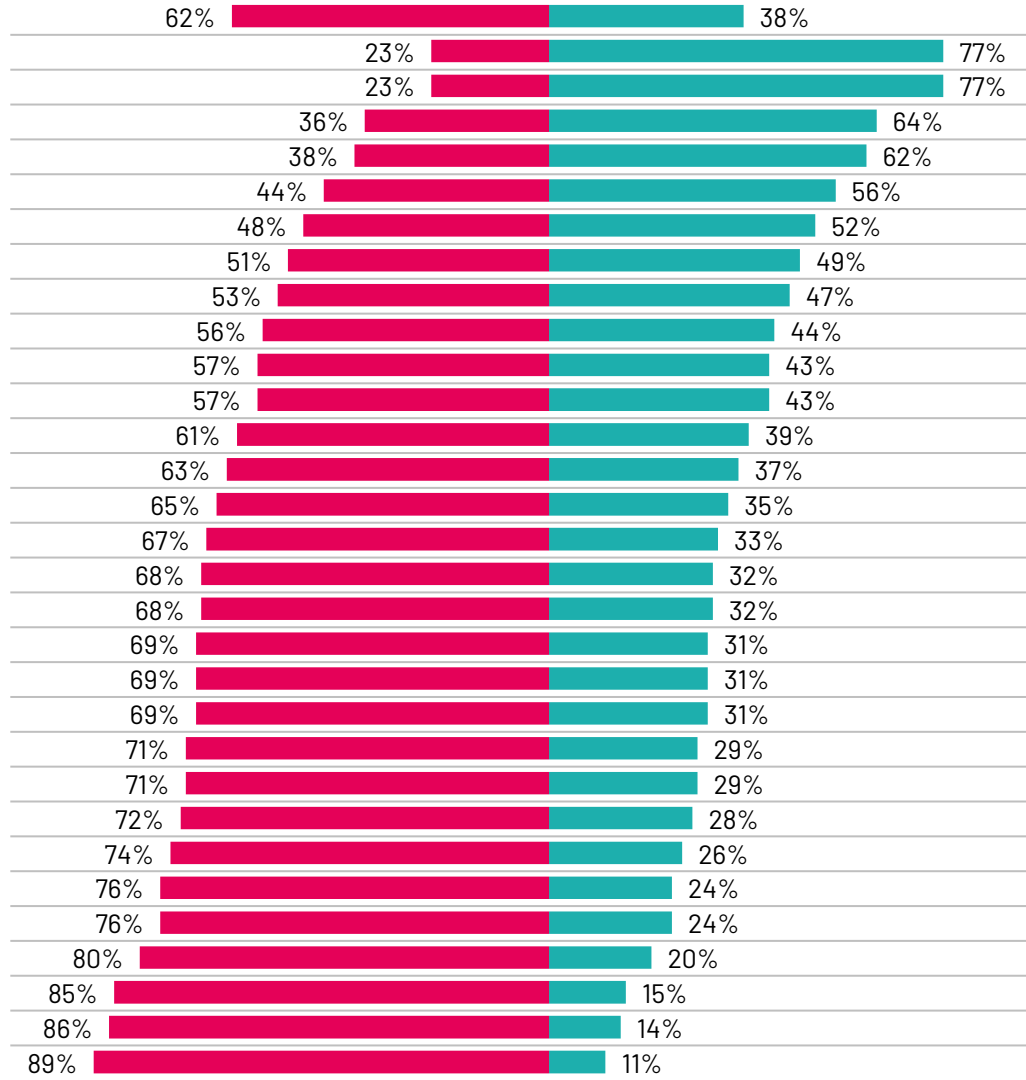
Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

Country

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

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



Good Bad

Change from 12-month last month change

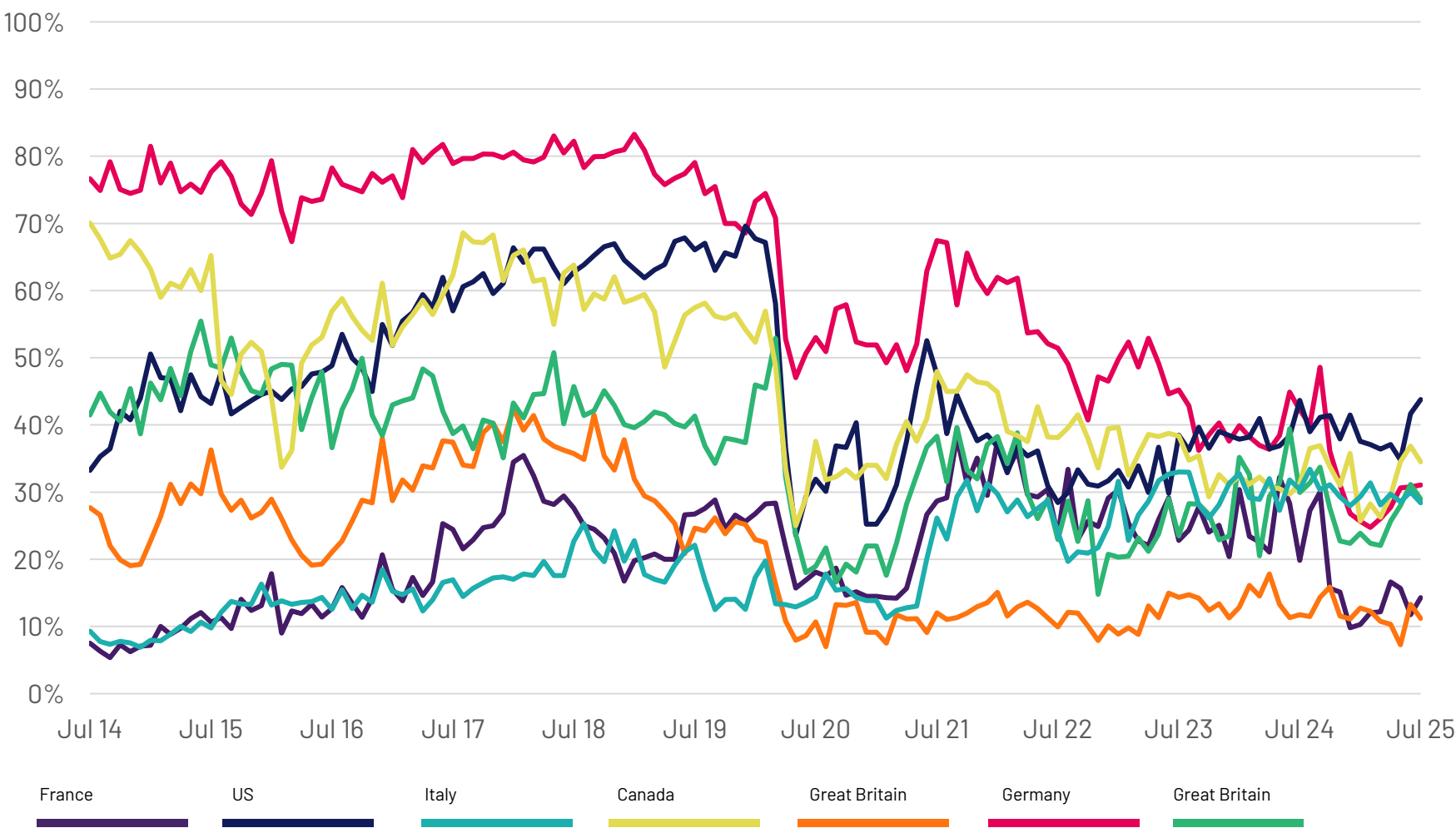
+1	=
-1	+1
+1	-6
+6	-5
-4	+9
+6	+14
+1	+1
+1	+7
-4	-11
+2	=
+1	-1
+1	-10
+7	+9
-2	=
-2	+4
-1	-2
-3	-13
+3	+4
+3	+5
=	-11
-3	+11
-2	-1
-2	-6
-2	-2
-2	+1
-1	-1
=	+14
+4	-2
+6	-2
+2	-6
-2	-1

Current Economic Situation

G7
% 'Very good' or 'Somewhat good'

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jul 25

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



Current Economic Situation

US

% 'Very good' or 'Somewhat good'

A 2pp rise in the US's good economy score sees it return to the same level as its recent peaks in July 2024 and Sept 2021 (also 44%).

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jul 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 is up 4pp from this time last year (31% in July 2024).

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

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



Current Economic Situation

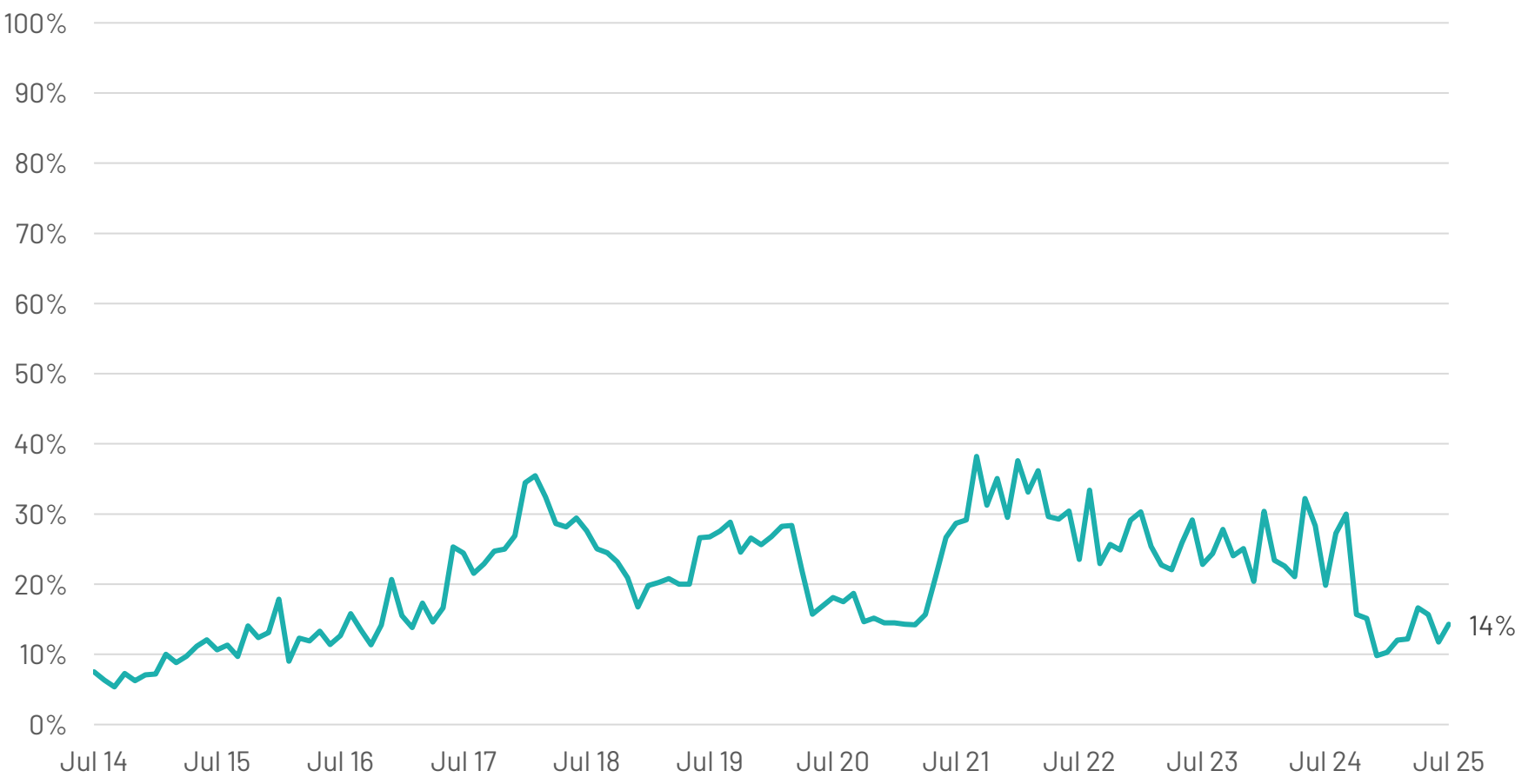
France

% 'Very good' or 'Somewhat good'

Although France's good economy score has risen 2pp from last month, it remains lower now than during the pandemic months.

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jul 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 is down 11pp from this time last year (41% in July 2024).

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

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



Current Economic Situation

Great Britain

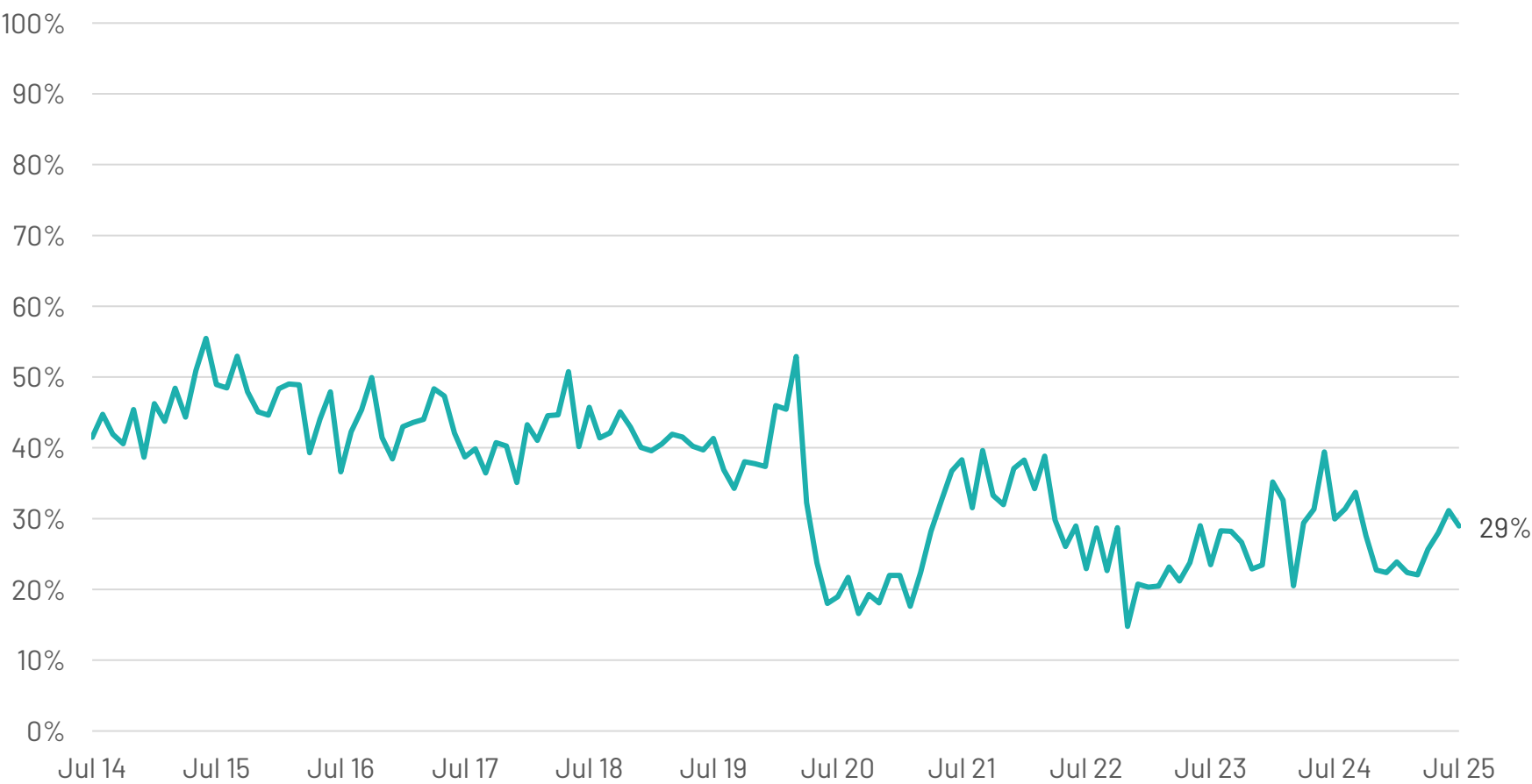
% 'Very good' or 'Somewhat good'

Great Britain's good economy score is down 1pp from this point last year (30% in July 2024).

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

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



Current Economic Situation

Italy

% 'Very good' or 'Somewhat good'

Italy remains the most consistent country in our survey, varying just 5pp over the past 12 months.

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

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



Current Economic Situation

Japan

% 'Very good' or 'Somewhat good'

Following a 2pp decrease from last month, Japan has returned to the bottom of the rankings of the 30 countries included in our survey.

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

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



Current Economic Situation

Peru

% 'Very good' or 'Somewhat good'

Peru's good economy score ties with Poland for the biggest 12-month rise of the 30 countries in our survey, albeit from a lower starting point: it's up 14pp from 10% in July 2024.

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

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



Current Economic Situation

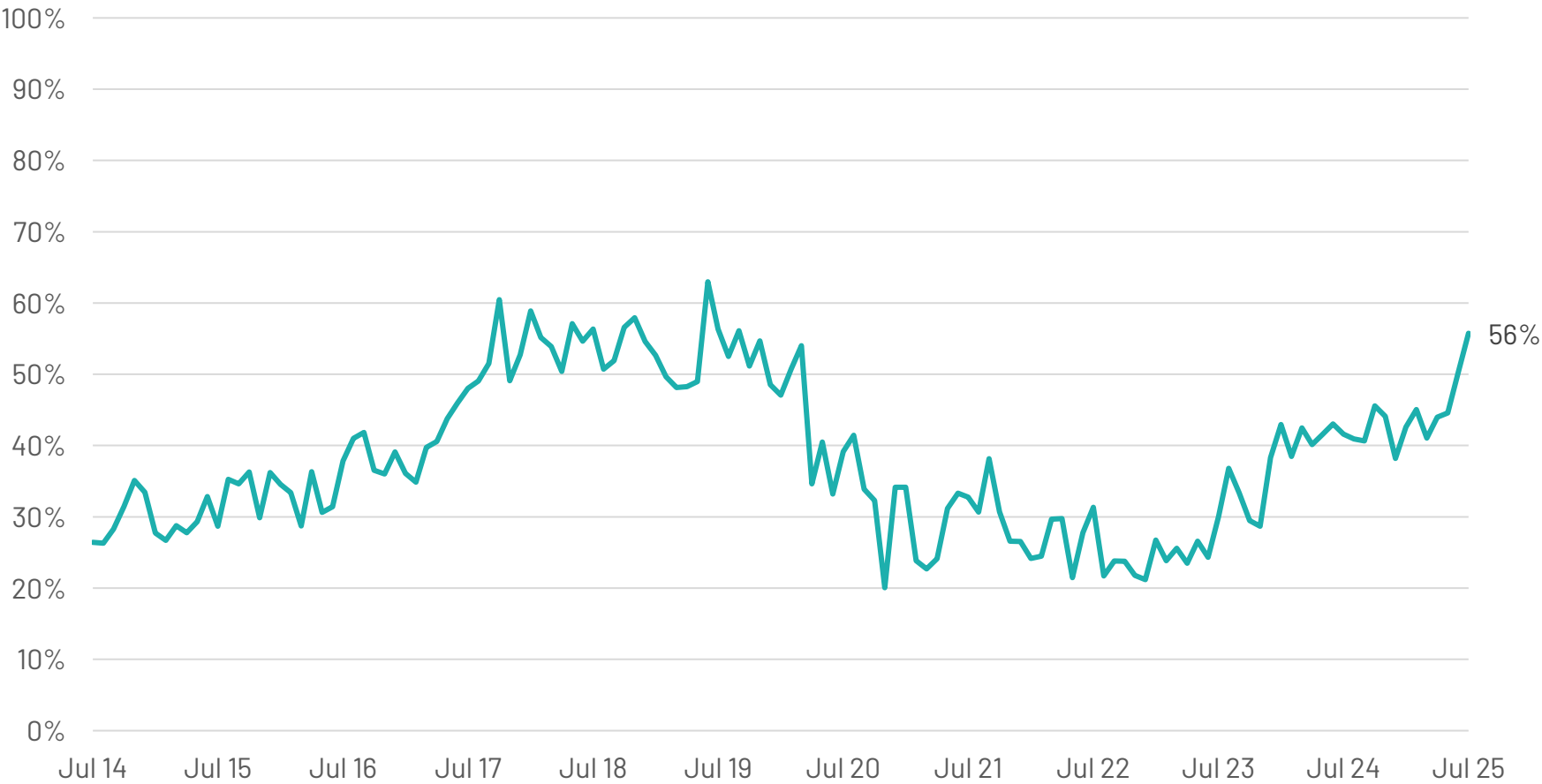
Poland
% 'Very good' or 'Somewhat good'

Poland ties with Peru for the biggest 12-month rise of the 30 countries in our survey (+14pp). 56% is Poland's highest good economy score since September 2019 (also 56%).

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

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



Current Economic Situation

Spain

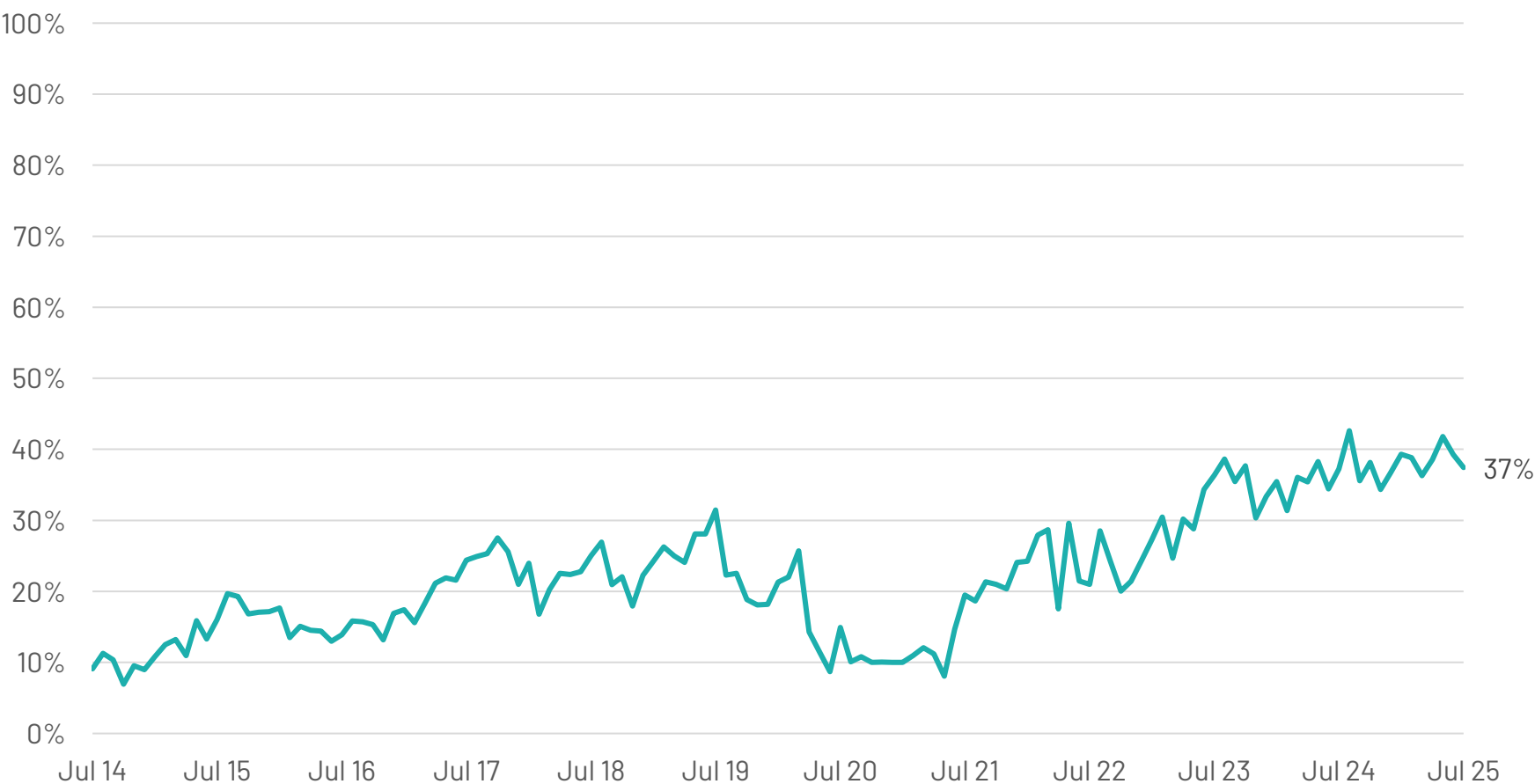
% 'Very good' or 'Somewhat good'

While the cost-of-living crisis has left much of Europe in negative about their country's economy, Spaniards are more positive about their economy in recent years

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

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



Current Economic Situation

Thailand

% 'Very good' or 'Somewhat good'

Thailand has seen the largest 12-month drop of the 30 countries in our survey, down 13pp from this time last year.

Base: Representative sample of 25,703 adults aged 16-74 in 30 participating countries, June 20th 2025 - July 4th 2025.

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

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



Methodology

This 30-country Global Advisor survey was conducted between June 20th 2025 and July 4th 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, 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

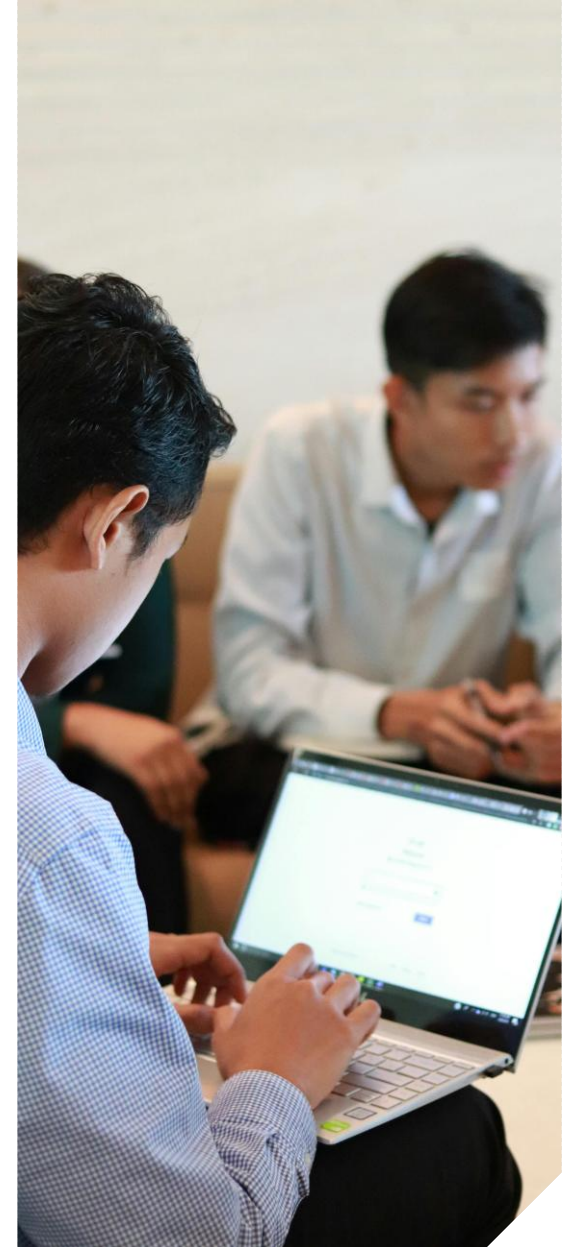
classes A, B and C in metros and tier 1-3 town classes across all four zones.

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 is 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 know or not stated responses

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



THANK YOU

CONTACT:

Teodros.Gebrekal@ipsos.com

VISIT:

ipsos.com